



Design Standards as of March 2020

The Board of Directors of the East End District (EED) has approved the following design standards for small cell poles and wayfinding signage within the boundaries of the District.

The East End District follows City of Houston guidelines on bike racks, benches and trash receptacles, except when artist-driven designs are utilized (ex. Navigation Esplanade functional art).

William McConnell
Chair

Taryn Sims
Wulfe Management Services,
Inc.
Secretary

Joe Meppelink
METALAB
Assistant Secretary

Elliot Barner
Radcliffe Bobbitt
Adams Polley, PLLC
Resident

Blanca Blanco
IBC Investment Services
Resident

Erin Dyer
Lovett Commercial

Domenic Laurenzo
El Tiempo Cantina

Devin Licata
TPC Real Estate

Marjorie Peña
BakerRipley

Stephen J. Quezada
Ogletree, Deakins, Nash,
Smoak & Stewart, P.C.
Resident

Susan Sahwani-Garcia
Chocolate Wasted
Resident

Jose Valdez
Frost Bank






Veronica C. Gorczynski
President

3211 Harrisburg Blvd.
Houston, TX 77003
713.928.9916

www.eastenddistrict.com



PANTONE COLORS:

	375 C GREEN
	021 C ORANGE
	3115 C LIGHT BLUE
	7468 C DARK BLUE
	80% BLACK

CULTURAL DISTRICT MARKERS
Scale: 1/2" = 1" (half-size)

**East End
Pedestrian
Wayfinding System**

OWNER:
Greater East End District
3211 Harrisburg Blvd.
Houston, Tx. 77003



Marek-Hill Design
Houston, TX | ph: 713.665.1804
www.marek-hill.com

SIGN FAMILY

**CULTURAL DISTRICT
WALL PANEL**

Issue Date:

SEPTEMBER 2016

Sheet No.

GD-06.1



Sign system consists of simple components and standard fabrication techniques & materials: painted aluminum sign posts with aluminum panels painted with industrial paints; vinyl and painted graphics; tamper-proof stainless steel hardware.

Welcome to the East End

CERVO REGULAR



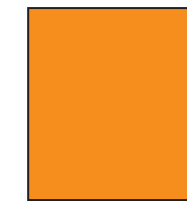
DARK GRAY



LIME GREEN



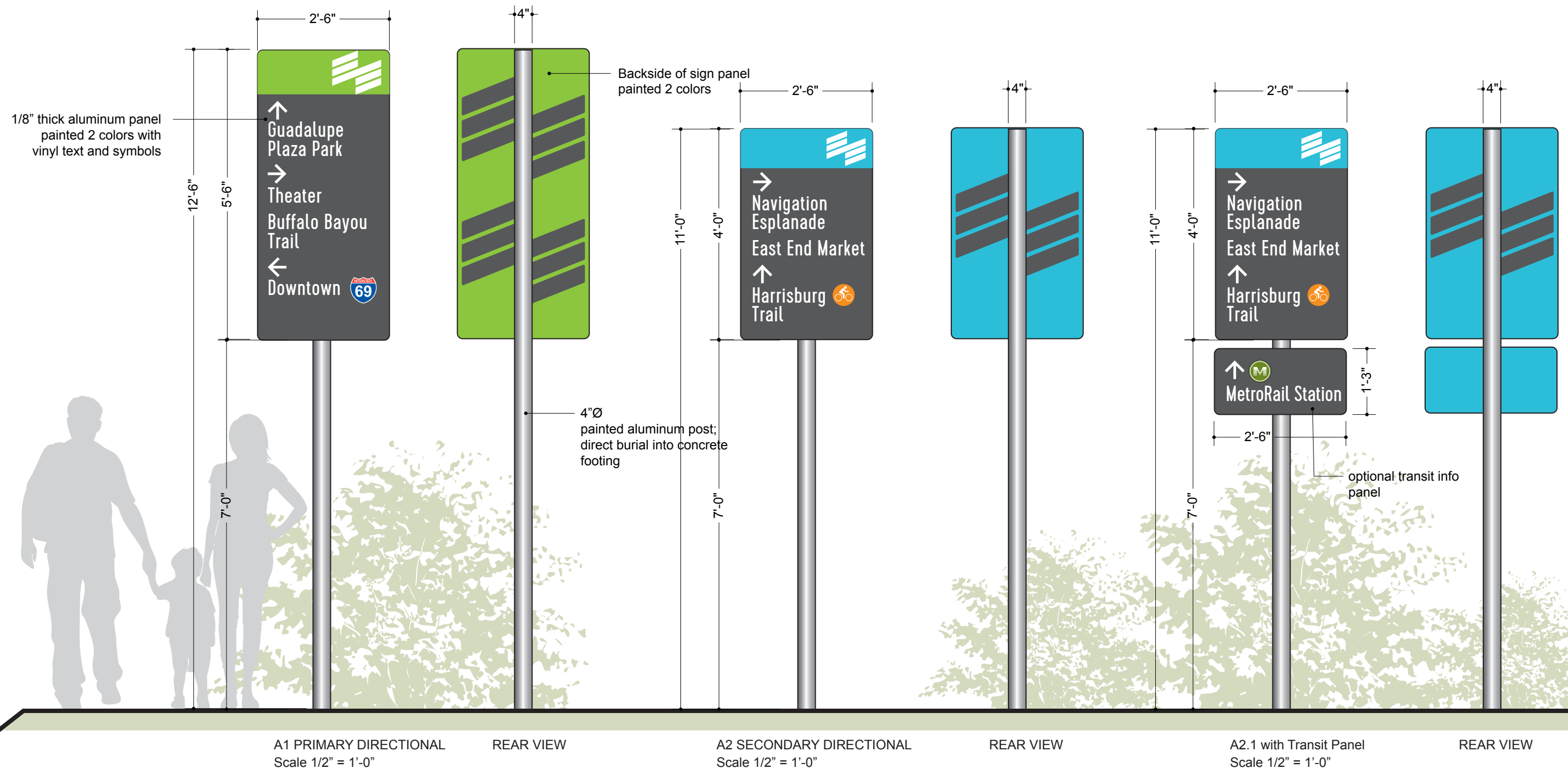
SKY BLUE



ORANGE



SILVER



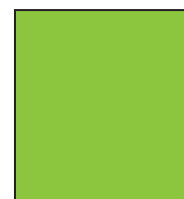
Sign system consists of simple components and standard fabrication techniques & materials: painted aluminum sign posts with aluminum panels painted with industrial paints; vinyl and painted graphics; tamper-proof stainless steel hardware.

Welcome to the East End

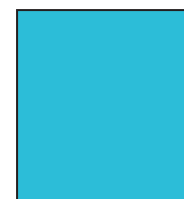
CERVO REGULAR



DARK GRAY



LIME GREEN



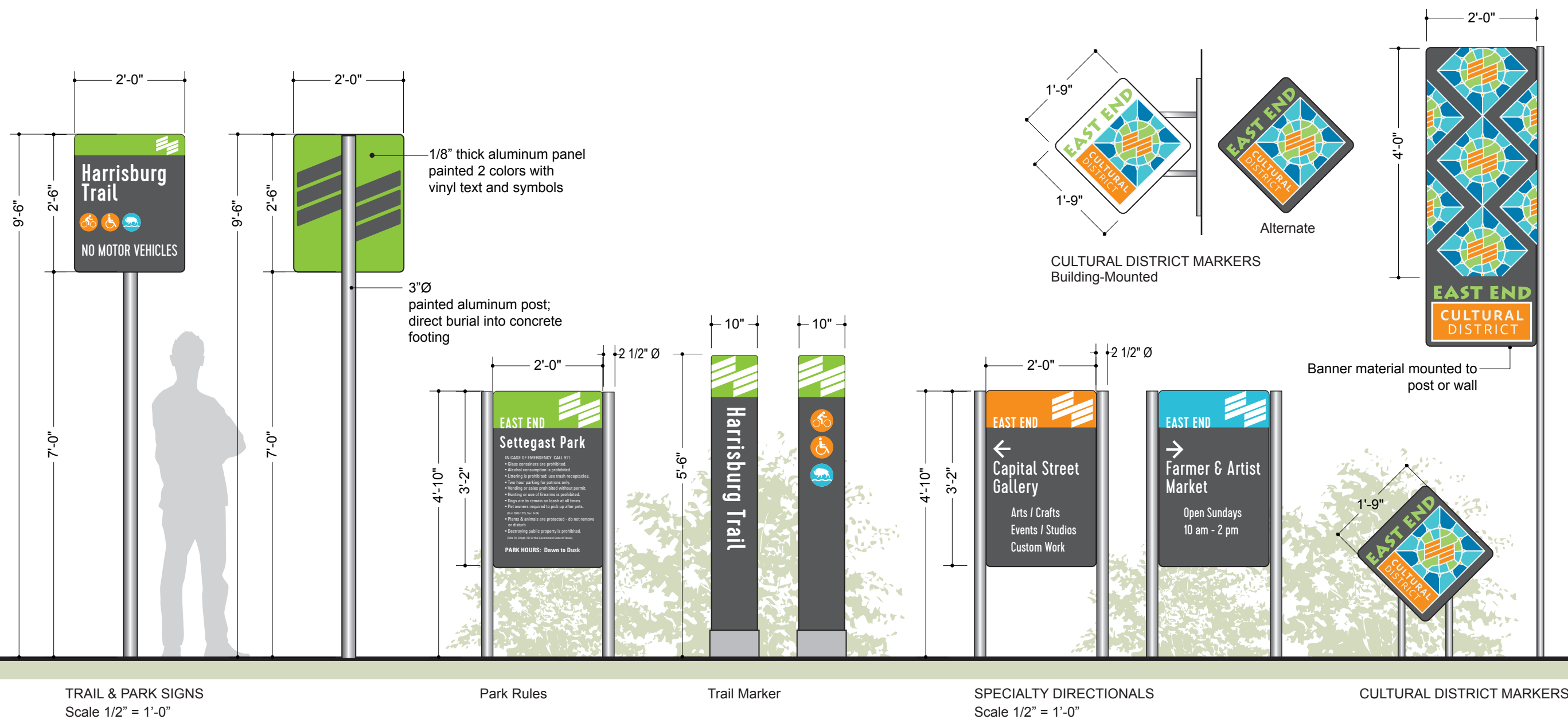
SKY BLUE



ORANGE



SILVER





DESIGN OPTION A

Gateway signs consist of 2 layers of 1/8" thick aluminum.
The back panel features a cut-out pattern similar to "papel picado" based on the Cultural District logo. Round posts are painted aluminum; direct-burial into concrete footings.

Welcome to the East End

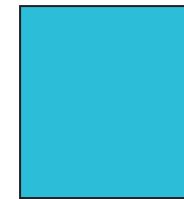
CERVO REGULAR



DARK GRAY



LIME GREEN



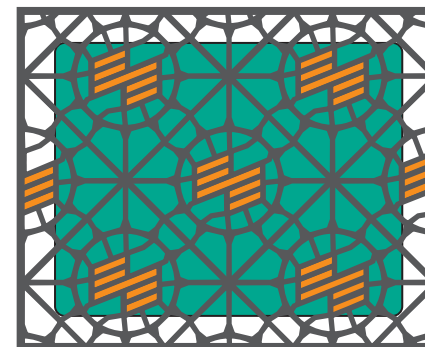
SKY BLUE



ORANGE



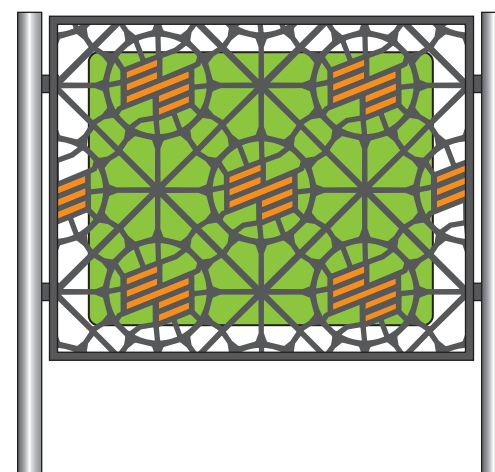
SILVER



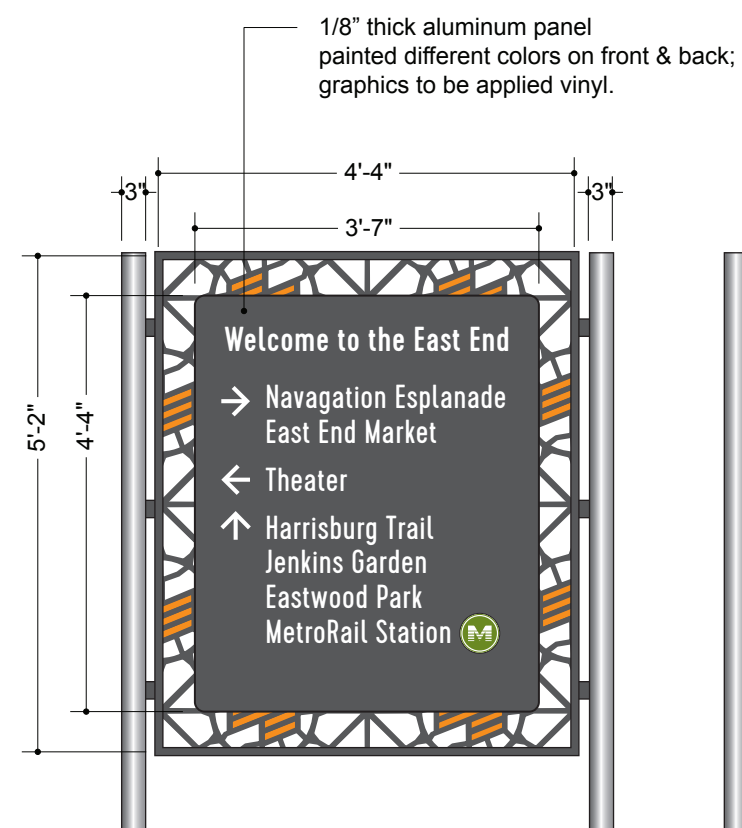
Alternate Color



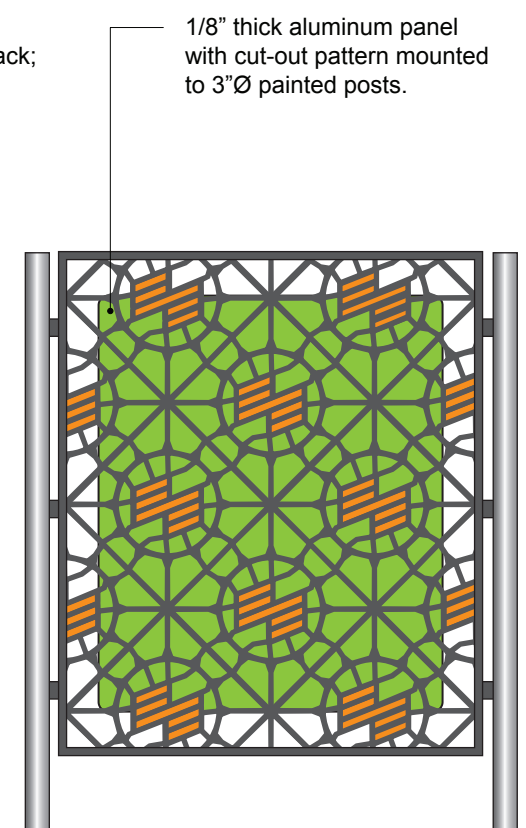
G1 GATEWAY IDENTITY
Scale 1/2" = 1'-0"



REAR VIEW



G2 GATEWAY DIRECTIONAL
Scale 1/2" = 1'-0"



REAR VIEW



ALTERNATE DESIGN OPTIONS

Gateway signs may consist of 2 layers of 1/8" thick aluminum. The back panel features a cut-out pattern similar to "papel picado" based on the Cultural District logo. Round posts are painted aluminum; direct-burial into concrete footings.

Welcome to the East End

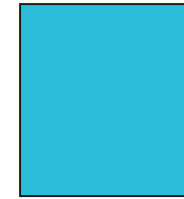
CERVO REGULAR



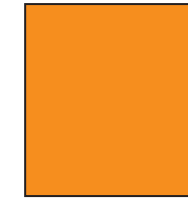
DARK GRAY



LIME GREEN



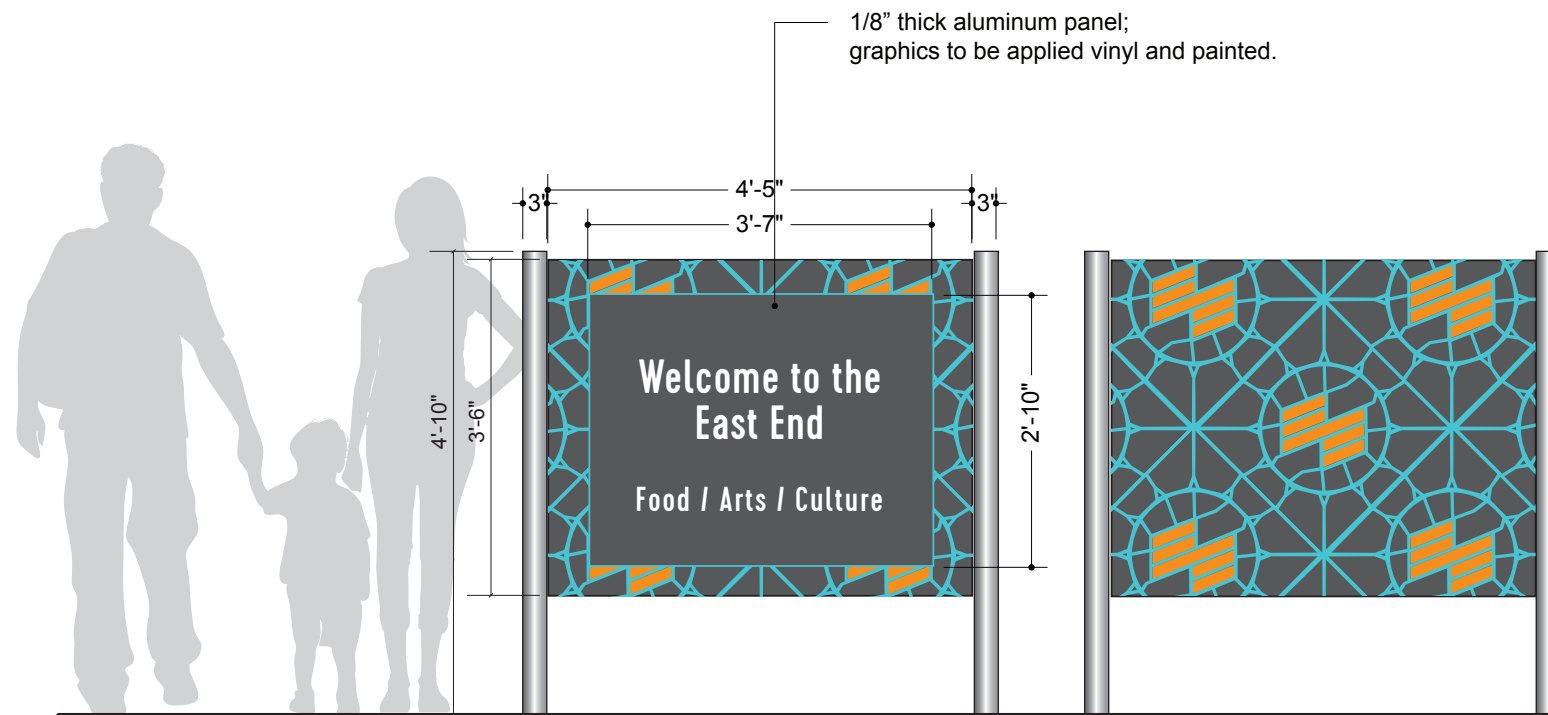
SKY BLUE



ORANGE

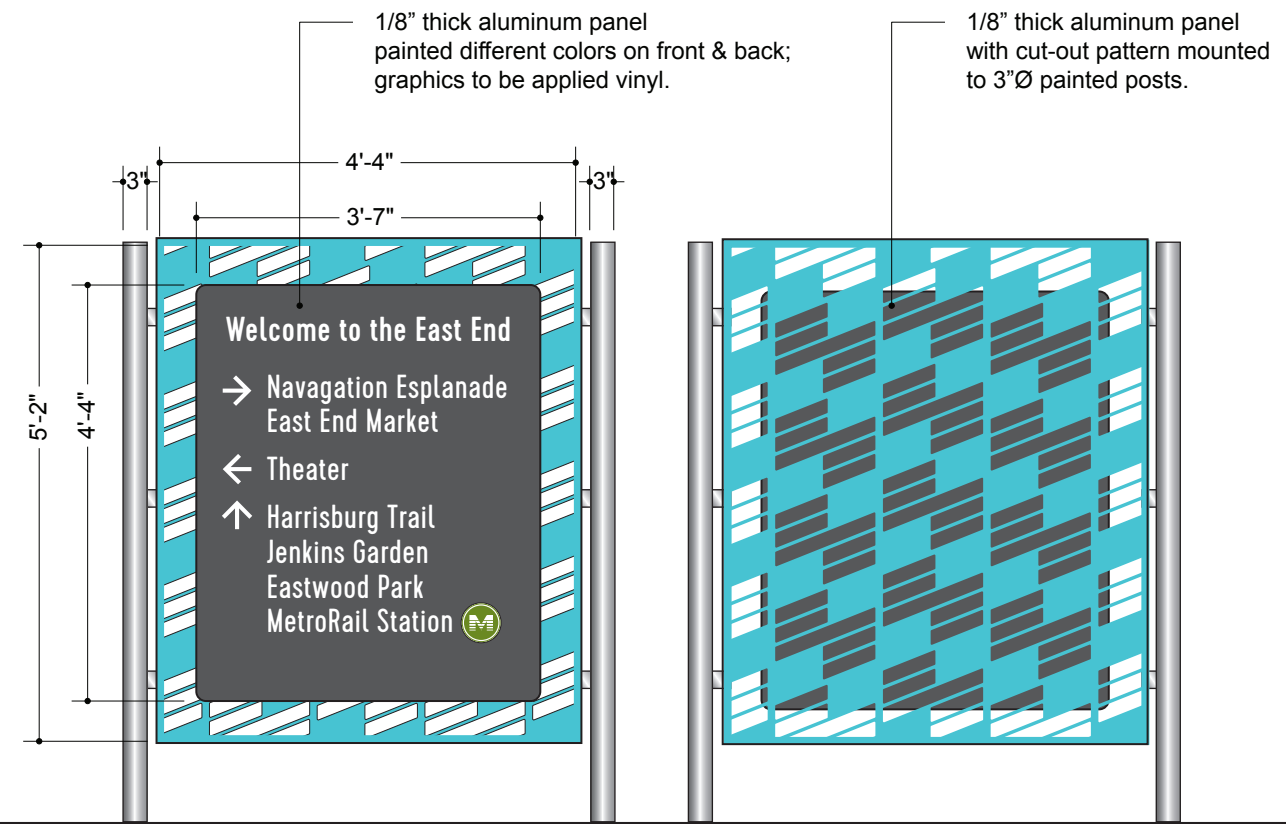


SILVER



G1 GATEWAY IDENTITY
Scale 1/2" = 1'-0"

REAR VIEW



G2 GATEWAY DIRECTIONAL
Scale 1/2" = 1'-0"

REAR VIEW

**East End
Pedestrian
Wayfinding System**

OWNER:
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SIGN FAMILY

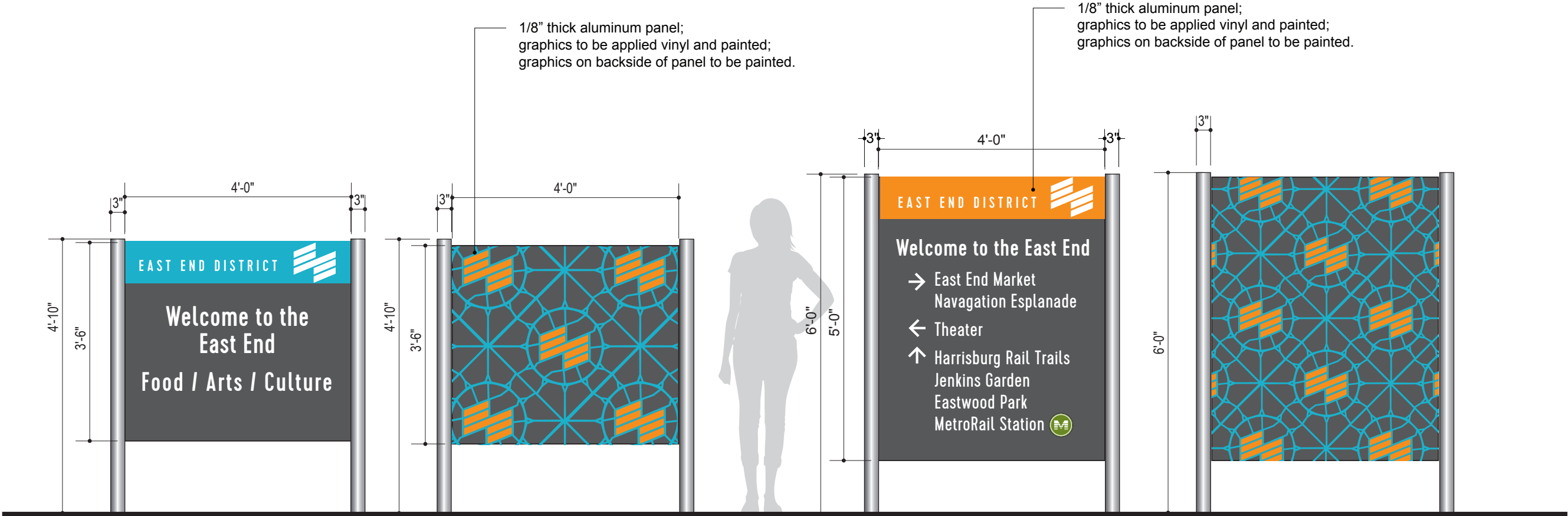
GATEWAY SIGNS

Issue Date:

01: AUGUST 2016

Sheet No.

GD-05

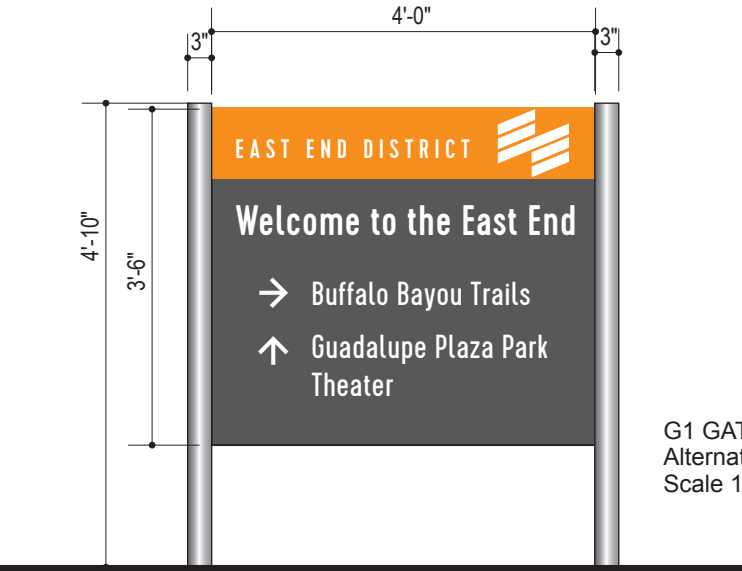


G1 GATEWAY IDENTITY
Scale 1/2" = 1'-0"

REAR VIEW

G2 GATEWAY DIRECTIONAL
Scale 1/2" = 1'-0"

REAR VIEW



G1 GATEWAY DIRECTIONAL
Alternate Layout
Scale 1/2" = 1'-0"

GREATER EAST END DISTRICT



EAST END PEDESTRIAN WAYFINDING SYSTEM

Houston, Texas

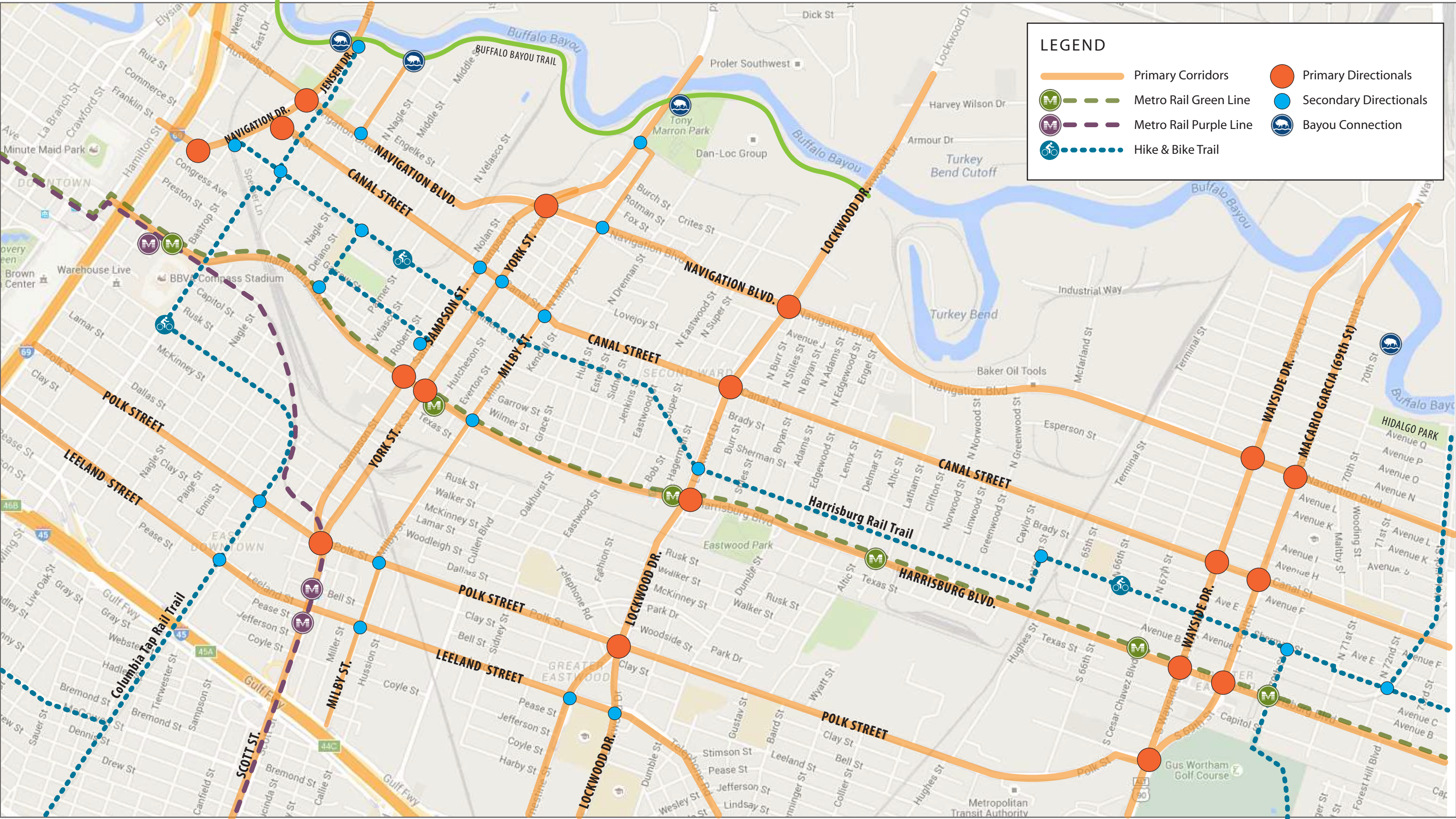
CONSTRUCTION INTENT DRAWINGS

REVIEW ISSUE: AUGUST 2016

Owner:
Greater East End District
3211 Harrisburg Blvd.
Houston, Tx. 77003



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GENERAL NOTES FOR FABRICATION
AND INSTALLATION

PROJECT QUALIFIERS

All Artwork and Drawings required under the scope of these documents are to become the sole property of the East End District (Owner) at the completion of the contract, with all original, or created artwork or drawings to be surrendered to the East End District at the end of fullfullment of the contract or sooner if requested in writing from the East End District. No ideas, designs, arrangements, or plans shall be disclosed to any other person, firm, or corporation for any purpose whatsoever without the express written consent of Marek-Hill Design and the East End District.

THESE DRAWINGS REPRESENT DESIGN INTENT ONLY, AND INDICATE THE GRAPHIC DESIGNER'S INTENTIONS FOR PRODUCT SIZES, MATERIALS, FINISHES, AND INSTALLATION. THESE ARE NOT STRUCTURAL DRAWINGS OR SHOP DRAWINGS. THE FABRICATOR IS REQUIRED TO PROVIDE SHOP DRAWINGS AND DETAILS FOR EACH SIGN TYPE, AND WHERE NECESSARY, TO PROVIDE DETAILED DRAWINGS STAMPED BY A LICENSED ENGINEER. SHOP DRAWINGS MUST BE APPROVED BY THE CLIENT OR CLIENT'S REPRESENTATIVE BEFORE FABRICATION.

1. Written dimensions on these drawings have precedence over scaled dimensions. The East End District and Marek-Hill Design should be notified of any variations from the dimensions, materials, conditions and contract amount shown by these drawings prior to the execution of any work.
2. All sign copy should be considered to be representative and is subject to change. Refer to final approved message schedule for final copy on all signs.
3. The Fabricator or Installer shall notify the East End District and Marek-Hill Design of any discrepancies in these documents immediately and shall not proceed or allow sub-fabricators to work in those areas until said discrepancies are resolved.
4. Fabricator is to submit shop drawings for all sign types including fabrication details, foundation and installation specifications, etc. sufficient to demonstrate the design intent of the drawings. Shop drawings shall be submitted to the East End District and Graphic Designer for approval prior to fabrication. *The Graphic Designer’s stamp of approval represents approval of design intent only.*
5. Fabricator shall conform to the intent of these drawings and specifications and submit to the East End District and Graphic Designer samples for all finishes included in their scope of work before commencement of such work.
6. Fabricator shall be responsible for all required fees and permits for the fabrication and installation of signs, and *shall procure these before proceeding with work.*

7. All work shall be done in accordance with all applicable codes and to the highest standards of trade practice. All sign components are to be straight, square, and true to one another. All material joints and seams are to be fully welded, smooth and fabricated so that joints and seams are unnoticeable.
8. The Fabricator shall provide all engineering and stamped drawings required for exterior signage, guaranteed for local conditions. **ALL SHOP DRAWINGS MUST BE SIGNED AND SEALED BY A LICENSED, PROFESSIONAL STRUCTURAL ENGINEER, REGISTERED IN THE THE STATE OF TEXAS.**
9. Prior to commencing any work, the Fabricator or Installer who is awarded all or part of fabrication and/or installation shall review with the East End District, Architect/Engineer and Marek-Hill Design the phasing of their work and secure approval from all parties.
10. The Fabricator shall warrant that all merchandise is free of defects in material or workmanship and shall provide the East End District with a warranty to replace or repair any merchandise that fails to conform to above for a period of no less than one (1) year from date of final acceptance.
11. The Fabricator shall stake or mark all locations for approval by the East End District. The Fabricator shall confirm the location of all underground utilities and easements in areas where signs are to be installed.
12. The Installer shall keep the site work area(s) clear of debris; and shall keep all work area(s) secured when unattended for the duration of the installation period.
13. The Installer shall clean the site of all debris and clean all glass, metals, surfaces, footings, and any other items before vacating the site and final acceptance of work by the East End District.

East End
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GENERAL NOTES

Issue Date:

01: AUGUST 2016

Sheet No.

GD-01

1 Project Materials

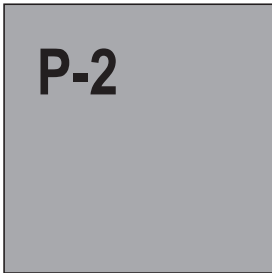
- Sign Panels: Aluminum sheeting; .125 or .25 as specified in drawings
- Sign Posts: Round extruded aluminum posts; diameter as specified (6061 T6 Schedule 40)
- Paints: Matthews Acrylic Polyurethanes, semi-gloss for sign panels; hi-gloss for posts
- Vinyl Text/Graphics: 3M Scotchcal Graphic Film, 7725-White
- Map Panels: i-Zone 1/8” thick High-density Laminate, Exterior, Ice finish
(izoneimaging.com, 888-464-9663)

2 Project Finishes

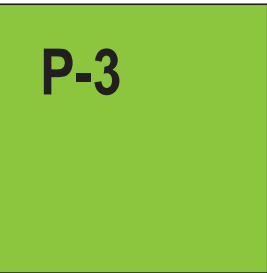
1. Matthews MP 32195 “Staid Gray”, acrylic polyurethane, semi-gloss
2. Matthews MP 10158 “Just Gray”, acrylic polyurethane, gloss finish
3. Matthews MP -----, acrylic polyurethane, semi-gloss
4. Matthews MP -----, acrylic polyurethane, semi-gloss
5. Matthews MP -----, acrylic polyurethane, semi-gloss
6. Matthews MP 11477 Bright White, acrylic polyurethane, semi-gloss
7. Matthews Clear Coat MP 42228SP, semi-gloss



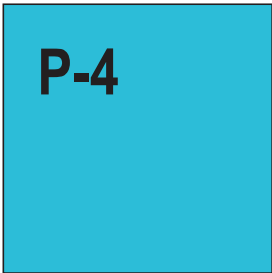
MP 32195
Staid Gray



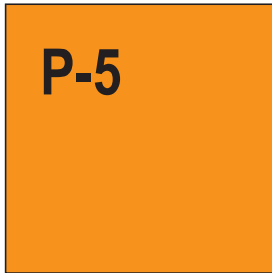
MP 10158
Just Gray
GLOSS FINISH



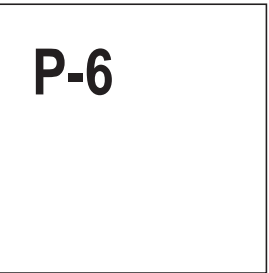
MP ----
Green



MP----
Blue



MP -----
Orange



MP 11477
Bright White

Specifications / Notes

1. Fabricator is required to submit four (4) 6" x 6" samples each of specified color on material base indicated per drawings for review and approval by the Owner and Designer. Paint samples must be finished according to specifications.
2. Fabricator to provide four (4) samples of vinyl specified and brushed stainless steel finish samples.
3. Matthews Acrylic Polyurethane paints are to be used on sign panels. Surfaces must be primed as specified by the manufacturer and paints must be applied according to manufacturer’s specifications.
4. “MP” color codes refer to Matthews Acrylic Polyurethane paints manufactured by Matthews Paint Company (1-800-323-6593).
5. Sign pylon, posts, and footings are stainless steel with a vertical-brushed finish. All mounting and structural hardware should be stainless steel.

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Materials & Finishes

Issue Date:

01: AUGUST 2016

Sheet No.

GD-02

1 Project Typestyles

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

CERVO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

CERVO MEDIUM

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

CERVO MEDIUM ITALIC

2 Project Symbols



District Logo



R=RED LINE
(C=0 M=90 Y=75 K=0)



P=PURPLE LINE
(C=65 M=85 Y=45 K=0)



G=GREEN LINE
(C=40 M=0 Y=100 K=40)



BB=BUFFALO
BAYOU

East End Pedestrian Wayfinding System

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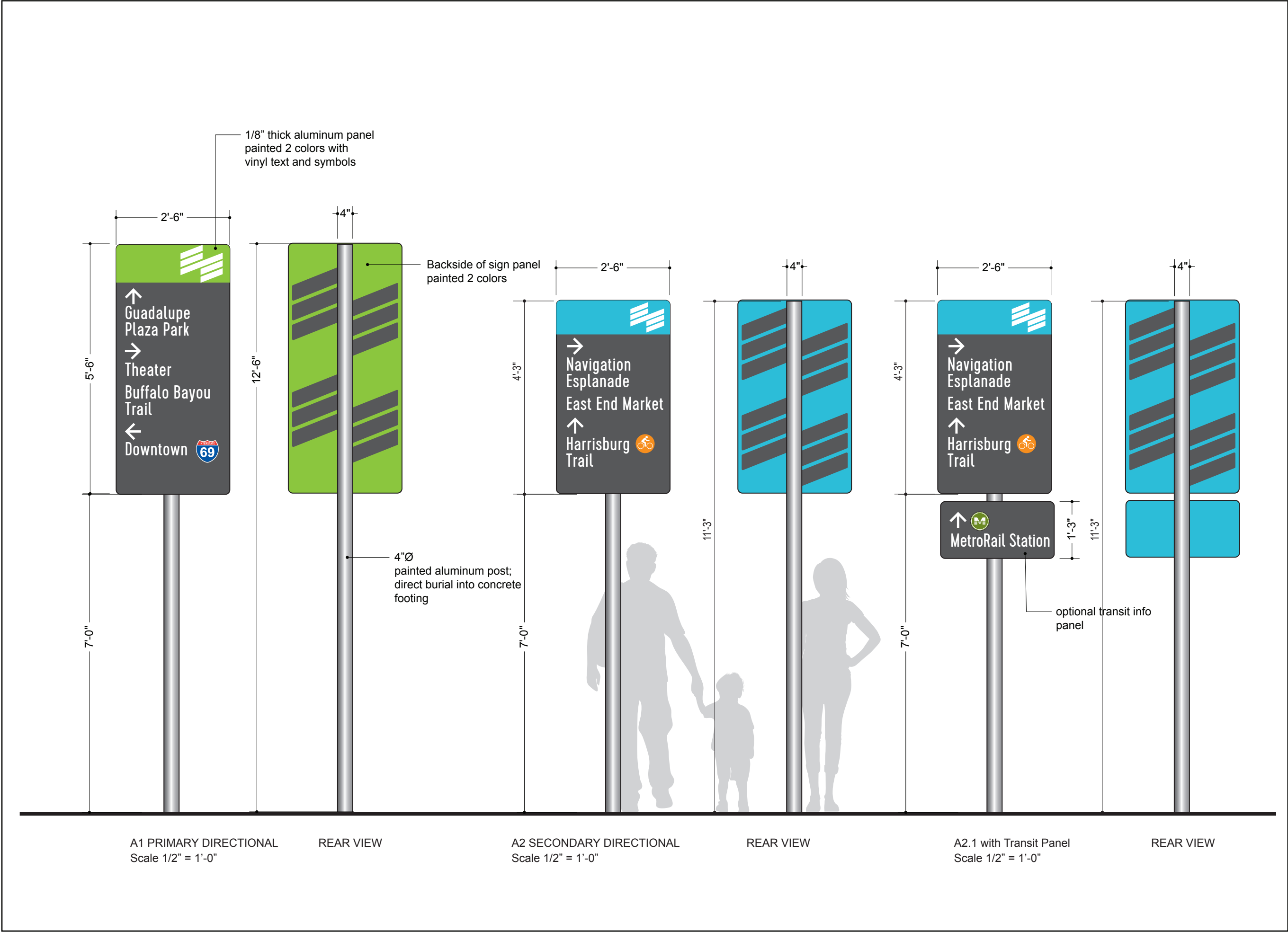
Text & Symbols

Issue Date:

01: AUGUST 2016

Sheet No.

GD-03



**East End
Pedestrian
Wayfinding System**

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SIGN FAMILY

**DIRECTIONAL
SIGNS**

Issue Date:

01: AUGUST 2016

Sheet No.

GD-04

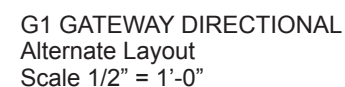
OWNER:
Greater East End District
3211 Harrisburg Blvd.
Houston, Tx. 77003

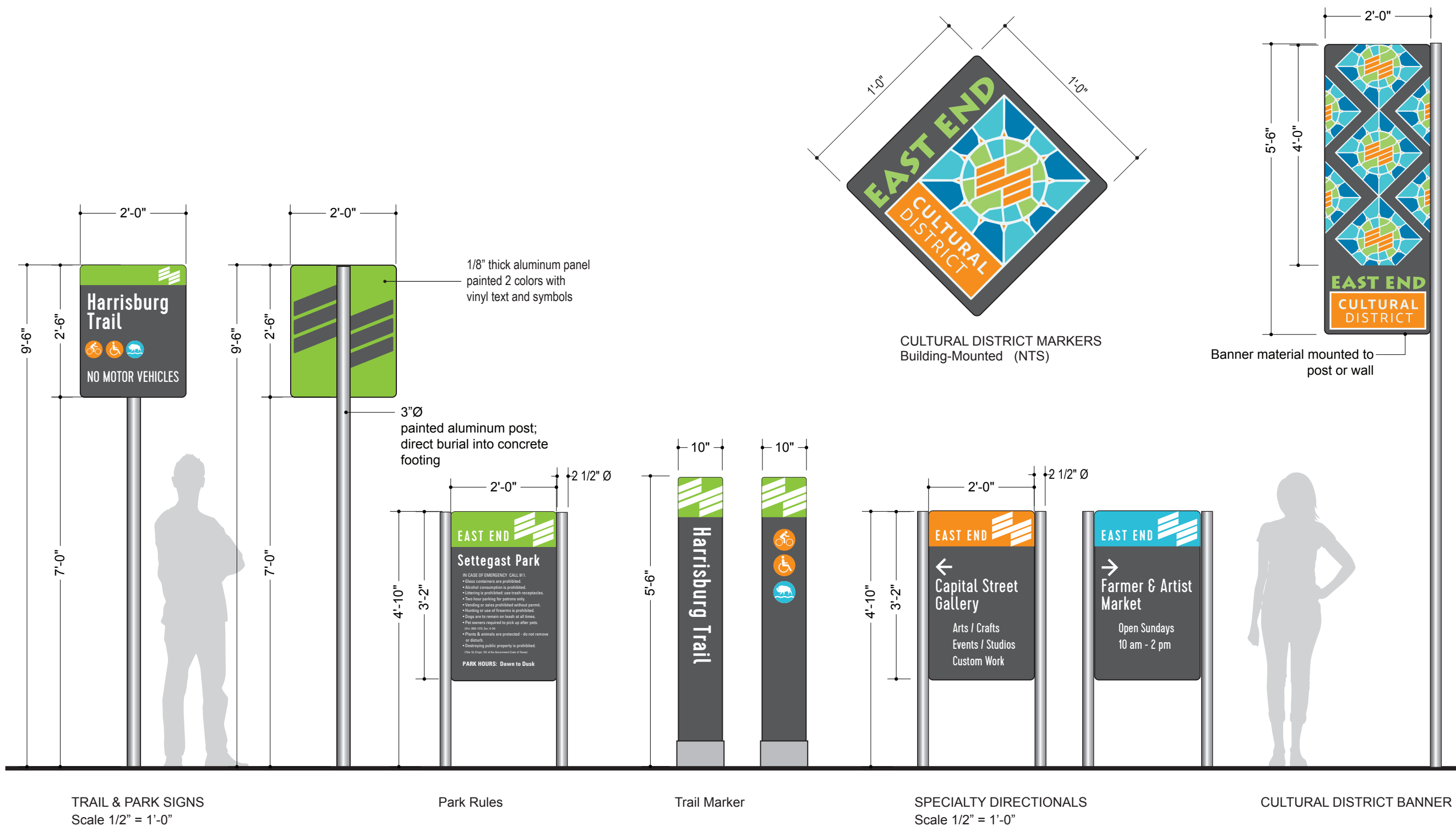
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GATEWAY SIGNS

01: AUGUST 2016

GD-05





East End Pedestrian Wayfinding System

OWNER:
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Houston, Tx. 77003



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SIGN FAMILY

SPECIALTY SIGNS

Issue Date:

01: AUGUST 2016

Sheet No.

GD-06



Design Standards for Small Cell Poles

The Board of Directors of the East End District (EED) has approved the following design standards for small cell poles within the boundaries of the District.

William McConnell
Chair

Taryn Sims
Wulfe Management Services,
Inc.
Secretary

Joe Meppelink
METALAB
Assistant Secretary

Elliot Barner
Radcliffe Bobbitt
Adams Polley, PLLC
Resident

Blanca Blanco
IBC Investment Services
Resident

Erin Dyer
Lovett Commercial

Domenic Laurenzo
El Tiempo Cantina

Devin Licata
TPC Real Estate

Marjorie Peña
BakerRipley

Stephen J. Quezada
Ogletree, Deakins, Nash,
Smoak & Stewart, P.C.
Resident

Susan Sahwani-Garcia
Chocolate Wasted
Resident

Jose Valdez
Frost Bank

Veronica C. Gorczynski
President

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- EED preference is for new small cell poles to match the District's standard pole color design of lighting and wayfinding poles. For reference, the paint is Matthews Paint #10158 Just Gray, glossy.
- EED preference is for a single, round, smooth surface pole.
- EED preference is that small cell components and wiring are encased with the new small cell pole.

August 18, 2017