May 31, 2012

TO: Dr. R. Bowen Loftin

SUBJECT: CBE Recommendation: Signage at Pickard Passageway

At its May 14, 2013, meeting, the Council for the Built Environment (CBE) discussed a request from class agents of the Class of 2013 to install signage on the west facing side of the Pickard Passageway. The original proposal in February was revised to modify the wording, and on April 17, Mr. Trent Segers, Class of 2013 agent, presented to the Design Review Sub-Council the request to install signage with the phrase “There’s a Spirit can ne’er be told...” and to install a small dedication plaque on the wall of the walkway. The request has received confirmation from the Kyle Field Stadium Renovation project manager that the proposed location will not fall under the limits of the scope of construction and therefore there are no perceived conflicts in signage, branding, etc.

The Design Review Sub-Council unanimously voted to recommend approval of the revised Class of 2013 gift proposal of the “There’s a Spirit can ne’er be told...” signage at the Pickard Passageway with the following caveats:

- **Signage:** the lettering should be vertically centered, as shown in the daytime rendering. Backlighting should be removed. The metal lettering should be left in a natural (aluminum) finish, rather than painted maroon, in order to match the style of lettering at the Memorial Student Center. The font should adhere to the TAMU branding guidelines. Regarding the use of parentheses, it is recommended to check other locations on campus that use this quotation to see if parentheses are used, and to match them.

- **Donation Plaque:** The overall size of the donation plaque should be equal to the existing construction plaque. The plaques should be arranged so that the larger dedication plaque is in the center, with the equal sized donation plaque and construction plaque on either side. Spacing between the plaques should be of equal distance, both vertically and horizontally. This arrangement will bring better order and balance to the plaques. The donation plaque should use the same font and template used for the dedication plaque. The wording “at Billy Pickard ’56 Pedestrian Passageway” should be eliminated. In accordance with the TAMU Plaque Policy, the attribution of the quote should be added to the plaque. All text should be vertically centered. It is requested that the Class of 2013 work with the University Architect Lilia Gonzales for final review of the plaque design prior to manufacture.
The Technical Review Sub-Council's (TRsc) recommendations on the original signage request, "Welcome to Aggieland" remained valid in its review and it was deemed unnecessary that a wording change would impact the following concerns submitted in their February review and support of the proposal. The TRsc found the Class Agents had worked with the Marketing and Communications Department to ensure brand compliance and continuity. Concerns raised were:

- **Procurement Services**: The only concern is the eventual maintenance costs associated with any signage. The Class Agents stated in their request letter that they had funds to perpetually cover maintenance of the gift. This needs to be vetted with the appropriate individuals.

- **Transportation Services**: Existing pedestrian and bike signage must remain in place. The new sign must be mounted in such a manner to not allow any water penetration into the masonry work. In addition Transportation Services would like clarity on who will be responsible for the long term cleaning and maintenance of the sign.

CBE voted unanimously to recommend the President’s approval to install the proposed signage “There’s a Spirit can ne’er be told...” as detailed above and provided the above-listed concerns are addressed and funded.

Karan L. Watson  
Provost and Executive Vice President  
for Academic Affairs  
Co-Chair, Council for the Built Environment  

Rodney M. McClendon  
Vice President for Administration  
Co-Chair, Council for the Built Environment  

R. Bowen Loftin  
President  

cc: Sub-Council Chairs, Council for the Built Environment  
Mr. Trent Segers, Class Agent, Class of 2013
MEMORANDUM

TO: Dr. Karan Watson
Provost and Executive Vice President for Academic Affairs

Dr. Rodney McClendon
Vice President for Administration

From: Lilie Gonzales, AIA
University Architect and Chair, Design Review Sub-Council

Date: April 29, 2013

RE: Design Review Sub-Council (DRsc) Report
Class of 2013 Gift Proposal – Signage at Pickard Passageway

On March 6, 2013, Trent Segers from the Class of 2013 presented to the Design Review sub-council the class gift proposal to install “Welcome to Aggieland” signage on the west facing side of the Pickard Passageway. At that time, the DRsc made a recommendation not to approve this proposal based on the uncertainty of the impact of the Kyle Field Stadium Renovation project. There were also concerns about the phrase being inappropriate for the location.

On April 17, 2013, Mr. Segers presented a revised proposal to change the phrase to “There’s a Spirit can ne’er be told...”, adding that he received confirmation from the Kyle Field Stadium Renovation project manager that the proposed location will not fall under the limits of the scope of construction. If approved, Mr. Segers hopes this project could be completed before the start of the fall semester. The revised proposal was presented to the Design Review sub-council for review and approval.

The revised proposal for signage and dedication plaque can be seen on the attached images.

Action
The DRsc unanimously voted to recommend approval of the Class of 2013 gift proposal of “There’s a Spirit can ne’er be told...” signage at Pickard Passageway, with the following caveats:

- **Signage:** The lettering should be vertically centered, as shown in the daytime rendering. Backlighting should be removed. The metal lettering should be left in a natural (aluminum) finish, rather than painted maroon, in order to match the style of lettering at the Memorial Student Center. The font should adhere to the TAMU branding guidelines. Regarding the use of parentheses, it is recommended to check other locations on campus that use this quotation to see if parentheses are used, and to match them.

- **Donation Plaque:** The overall size of the donation plaque should be equal to the existing construction plaque. The plaques should be arranged so that the larger dedication plaque is in the center, with the equal sized donation plaque and construction plaque on either side. Spacing between the plaques should be of equal distance, both vertically and horizontally. This arrangement will bring better
order and balance to the plaques. The donation plaque should use the same font and template used for the dedication plaque. The wording “at Billy Pickard ’56 Pedestrian Passageway” should be eliminated. In accordance with the TAMU Plaque Policy, the attribution of the quote should be added to the plaque. All text should be vertically centered. It is requested that the Class of 2013 work with University Architect Lilia Gonzales for final review of the plaque design prior to manufacture.

Please let me know if you need more information.

cc: Trent Segers
    DRsc Members
    Patti Urbina
Previous DRsc Concerns

- The wording “Welcome To Aggieland” could separate West Campus from Main Campus
- Lettering closely resembles Kyle Field lettering
- Unclear about lighting
- No plaque information
- Kyle Field Stadium Renovation
- Technical Review Sub-Council

Signage Over the Billy Pickard Passageway

"There's a Spirit can ne'er be told..."
Lighting

- Sign will be backlit to show the lettering at night
- Contractors have looked at the project and will wire the lighting through existing wiring

2013 Class Gift Plaque

“There’s a Spirit can ne’er be told...”

at
Billy Pickard ’56
Pedestrian Passageway
Gift of Class of 2313
Current Plaque's at Pickard Passageway
MEMORANDUM

TO: Dr. Karan Watson
    Provost and Executive Vice President

    Dr. Rodney McClendon
    Vice President for Administration

FROM: Tom Reber
    Associate Vice President for Student Affairs

DATE: March 4, 2013

SUBJECT: CBE TRsc Recommendation: Pickard Pedestrian Tunnel signage

On Monday, February 25, 2013, the CBE Technical Review Sub-council was asked to review the Class of 2013’s proposed gift of “Welcome to Aggieland” signage over the Billy Picard Pedestrian Tunnel. The group has worked with Marketing and Communications to ensure brand compliance and continuity.

The CBE Technical Review Sub-council supports the proposed project and recommends approval, provided the following concerns are addressed and funded.

Procurement Services
The only concern would be the eventual maintenance costs associated with any signage. I realize the letter stated they had funds to perpetually cover maintenance of the gift, but has that been vetted with appropriate individuals? Otherwise, it looks like a good project.

Transportation Services
Existing pedestrian and bike signage must remain in place. The new sign must be mounted in such a manner to not allow any water penetration into the masonry work. In addition Transportation Services would like clarity on who will be responsible for the long term cleaning and maintenance of the sign.
CIS Networking
No concerns

Environmental Health & Safety
EHS has reviewed the proposal for the Signage for Pickard Pedestrian Tunnel. EHS supports the proposal and sees no issues concerning safety.

Facilities Services
Facilities Services supports this project.

University Police
UPD supports the project as described.

[Signature]
Tom Reber
Associate Vice President for Student Affairs
Chair, CBE Technical Review Sub-council

Cc: CBE Technical Review Sub-council
Patti Urbina
DATE: 2/5/13

MEMORANDUM

TO:       Dr. Karan Watson
          Provost and Executive Vice President
          Co-Chair, Council on the Built Environment

          Dr. Rodney McClendon
          Vice President for Administration
          Co-Chair, Council on the Built Environment

THROUGH:  Mr. Jason Cook, Vice President for Marketing and Communications
          Ms. Cynthia Gay, Director, External Relations

FROM:     Robert Barron, Class Gift Chair, Texas A&M Class of 2013
          Trent Segers, Class President, Texas A&M Class of 2013

SUBJECT:  Approval request for Pickard Pedestrian Tunnel “Welcome to Aggieland” signage

As our class gift, the Class of 2013 would like to place signage with the words “Welcome to Aggieland” over the Billy Pickard Pedestrian Tunnel that runs underneath Wellborn Road. We believe that the words will welcome Aggies and visitors alike to the Texas A&M campus and our community, demonstrating the hospitality and friendliness that is such a large part of the Aggie tradition. The words mirror those inside Kyle Field, and the support and careful planning by the Division of Marketing and Communications has ensured continuity with other signage on campus. We view this project as a simple, while very visible, way to make a contribution to the Texas A&M campus.

The project can be accomplished with very little construction or effect on the rest of the external environment in the area. The words can be attached to the wall without changing the wall itself, leaving the architecture of the wall as it is. Firms have already been contacted and quoted for the costs of materials, installation, lighting and a plaque acknowledging the gift; and we have the funds to perpetually cover maintenance of the gift. As our class will be graduating in May of 2013, we would like to have construction of the project completed by that time. We are very excited about the opportunity and look forward to CBE’s input.

cc:       Patti Urbina, Program Coordinator, Council for the Built Environment

Attachments:  please see attached photo of proposed signage