UNIVERSITY OF HOUSTON  
Campus Facilities Planning Committee  
Request for Project Approval Form

1. Project Number

2. Project Name  
   UH Arts LED Message Center Marquee

3. Committee Date  
   May 19, 2010

4. Requesting Department  
   The School of Theatre & Dance

5. Contact Name & Phone Number  
   Steven Wallace, 713-743-6170

6. Presenter:  
   Steven Wallace

7. Description of Request

The School of Theatre and Dance originally presented this item for approval in April 2010. At that time, the committee approved the request on condition that the marquee height was within 1-½” of the height of the existing canopy fascia.

Upon review of the existing conditions, it was discovered that the fascia is actually 13”, and 4 inches narrower than the proposed marquee. To compensate for the difference, the vendor proposes to mount the marquee in the center of the fascia, so that the marquee projects 2” above and 2” below the fascia.

The committee is requested to revisit the information shared at the April meeting, review the proposed mounting intended to minimize the disparity between the fascia and marquee heights, and recommend approval.

**Project Overview**

**Specs:**
- 1’ -5” tall
- total length - 61’ -4”
- 19 MM XVS Color LED
- 16 x 960 Matrix
- Will install in two adjoining section of 47’ -8” and 13’ -8
  - Included:
    - 5 year warranty including parts and labor
    - installation of hardware and software
    - 5 years of free software upgrades
    - 5 year technical support on-site and off-site

**Background Information:**
- establishes the Box Office entrance as the "sales center" for UH Arts
  - aids UH Arts much like the Athletics sign on Cullen
    - is a landmark establishing location for those coming onto campus
    - allows for advertising of events, on-sale dates, etc…
will aid in marketing's ability to increase revenue through advertising opportunities, while also saving on expenses
  o more visible and user friendly to the community at-large
  o high traffic area with greater reach to students and the wider campus community
  o visible from large parking area and main quad
  o will save money used for alternative advertising, such as vinyl decals, outdoor murals, banners, etc… (approximately $7,000.00 a year)

will benefit the CWM Center, Moore’s School of Music, Fine Arts and Blaffer Gallery
  o their events can also be advertised on this marquee

enhances entry of CWM Center
  o helps to solidify the Arts & Architecture Corridor

can be a source for emergency information to passing students

8. **Cost of Project**  $60,000

UH may opt to enter into a lease/purchase contract for the purchase/maintenance of the sign. The 60 month lease payment is $1335.00 a month with an initial security deposit and first month payment of $1870.00.

9. **Source of Funding:**

The cost for the purchase, installation and maintenance of the Marquee will be jointly born by the SOTD, the Mitchell Center, and possibly UH Development.

10. **Proposed Start Date:**  Upon approval

__________________________  Date:_______________________
Spencer Moore
Executive Director
Facilities Planning & Construction

Attachments

Voting Results:

___ Motion Failed
___ Motion Passed
___ Motion Passed with the Following Modifications:

Motion Deferred to a Future Meeting Pending Receipt of Additional Information:
MARQUEE ELEVATION