



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** May19, 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 1-1/2" 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
 - more visible and user friendly to the community at-large
 - high traffic area with greater reach to students and the wider campus community
 - visible from large parking area and main quad
 - 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
 - their events can also be advertised on this marquee
- enhances entry of CWM Center
 - 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

 Spencer Moore
 Executive Director
 Facilities Planning & Construction

Date: _____

Attachments



Voting Results:

____ Motion Failed

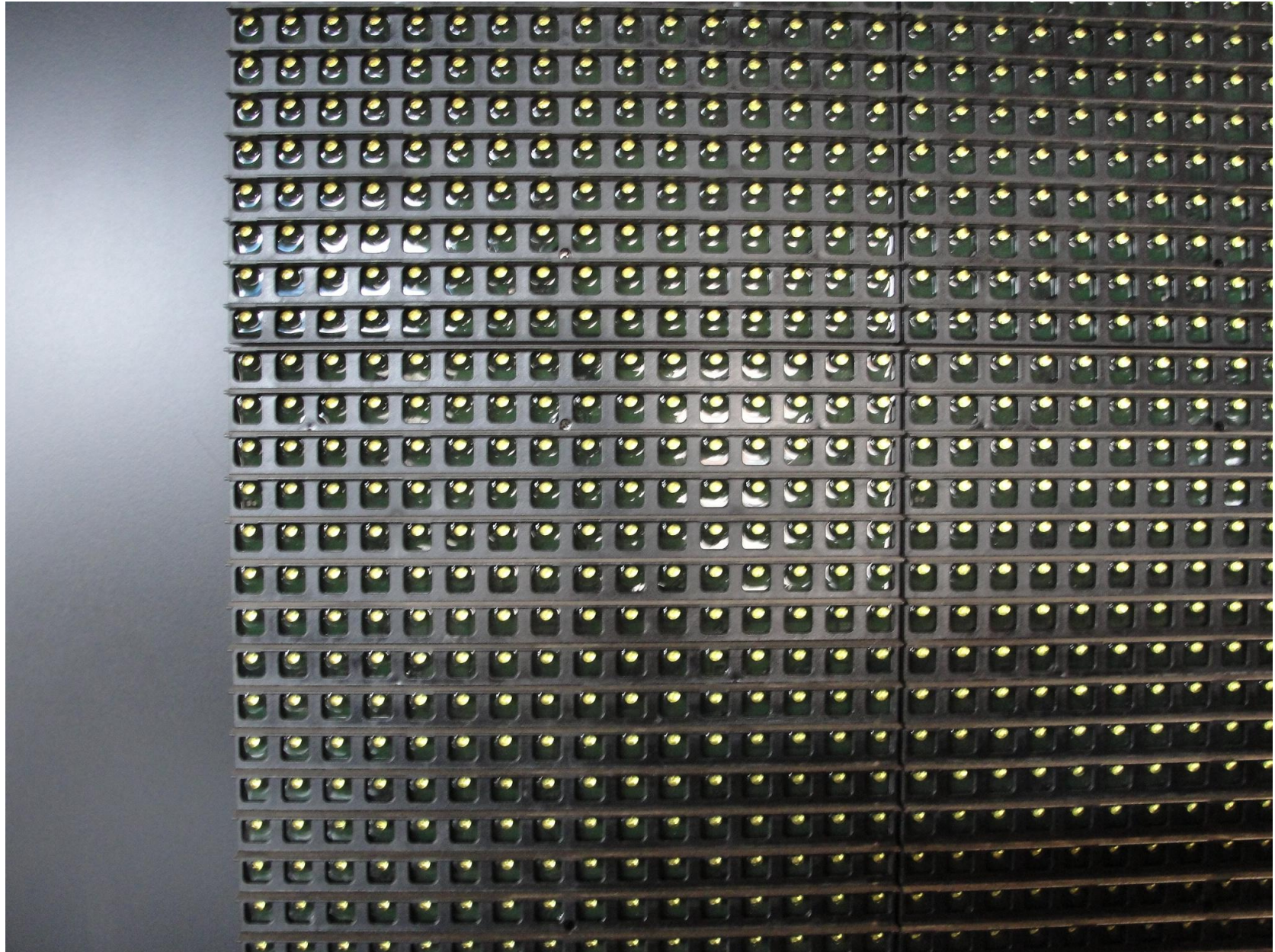
____ Motion Passed

____ Motion Passed with the Following Modifications:

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



MARQUEE ELEVATION



LED MATRIX