

UNIVERSITY OF HOUSTON
Campus Facilities Planning Committee
Agenda Item Description Form

1. **ITEM:** UC South Entrance Marquee
2. **REQUESTING DEPARTMENT:** University Centers
3. **CONTACT NAMES & PHONE NUMBERS:** Keith T. Kowalka, x2-6260
4. **PRESENTER:** Keith T. Kowalka
5. **RECOMMENDATION/
ACTION REQUESTED:** Approval

6. **SUMMARY:**

Description of Request:

Approval is requested for the installation of a two-sided marquee/digital display in front of the University Center South at the front of the circle drive.

Background Information:

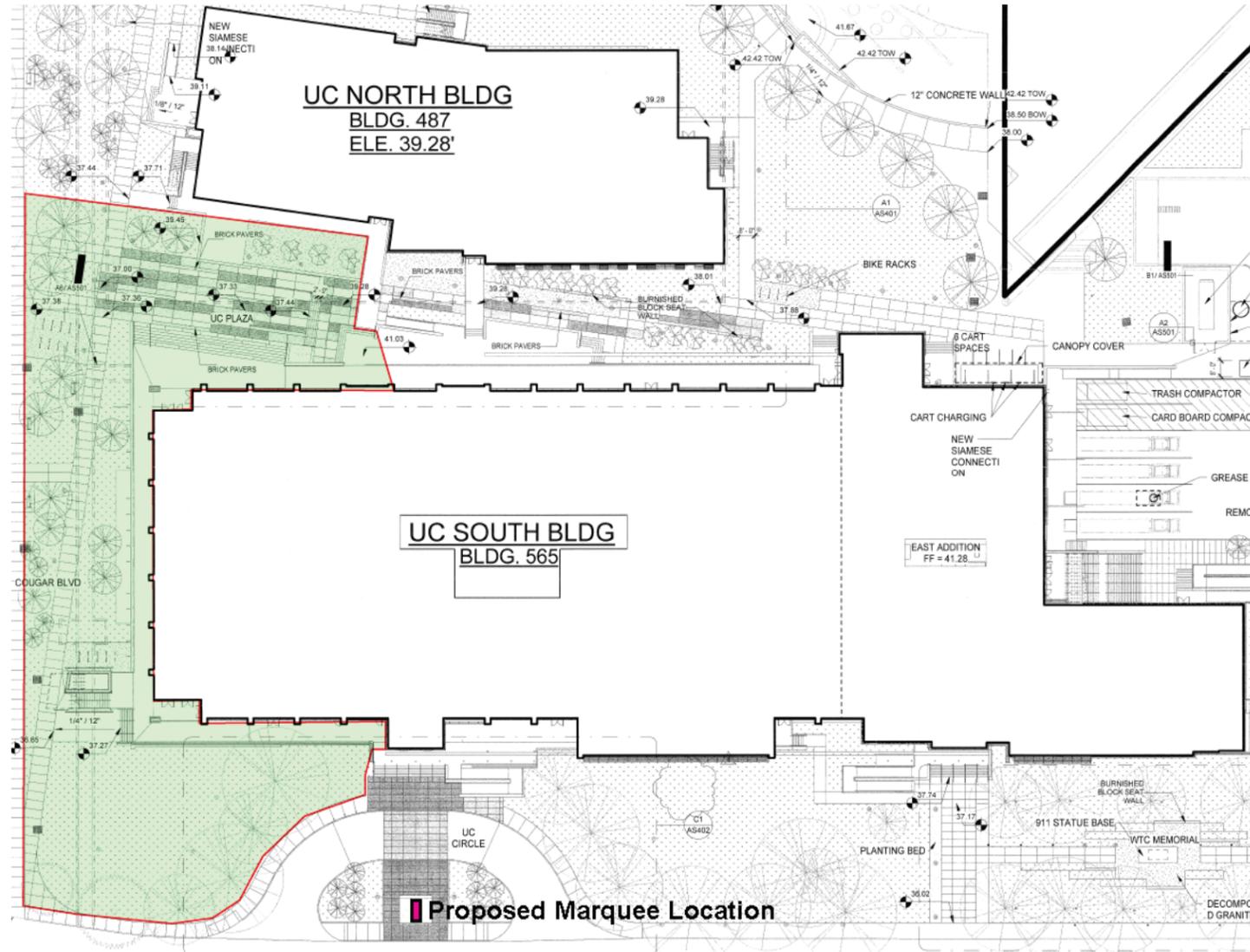
During the design of the transformed University Center complex, a frequent request was placement for seasonal signage and department/student organization promotion. By enclosing the current UC Arbor, the existing rail space for banners inside the University Center is being phased out. In order to provide an opportunity for groups campus-wide to promote their student-centric services and events, the idea of a marquee in front of the University Center was proposed.

The design attached and presented was created by the University of Houston Gerald D. Hines College of Architecture designLAB to remain consistent with the look and feel of campus.

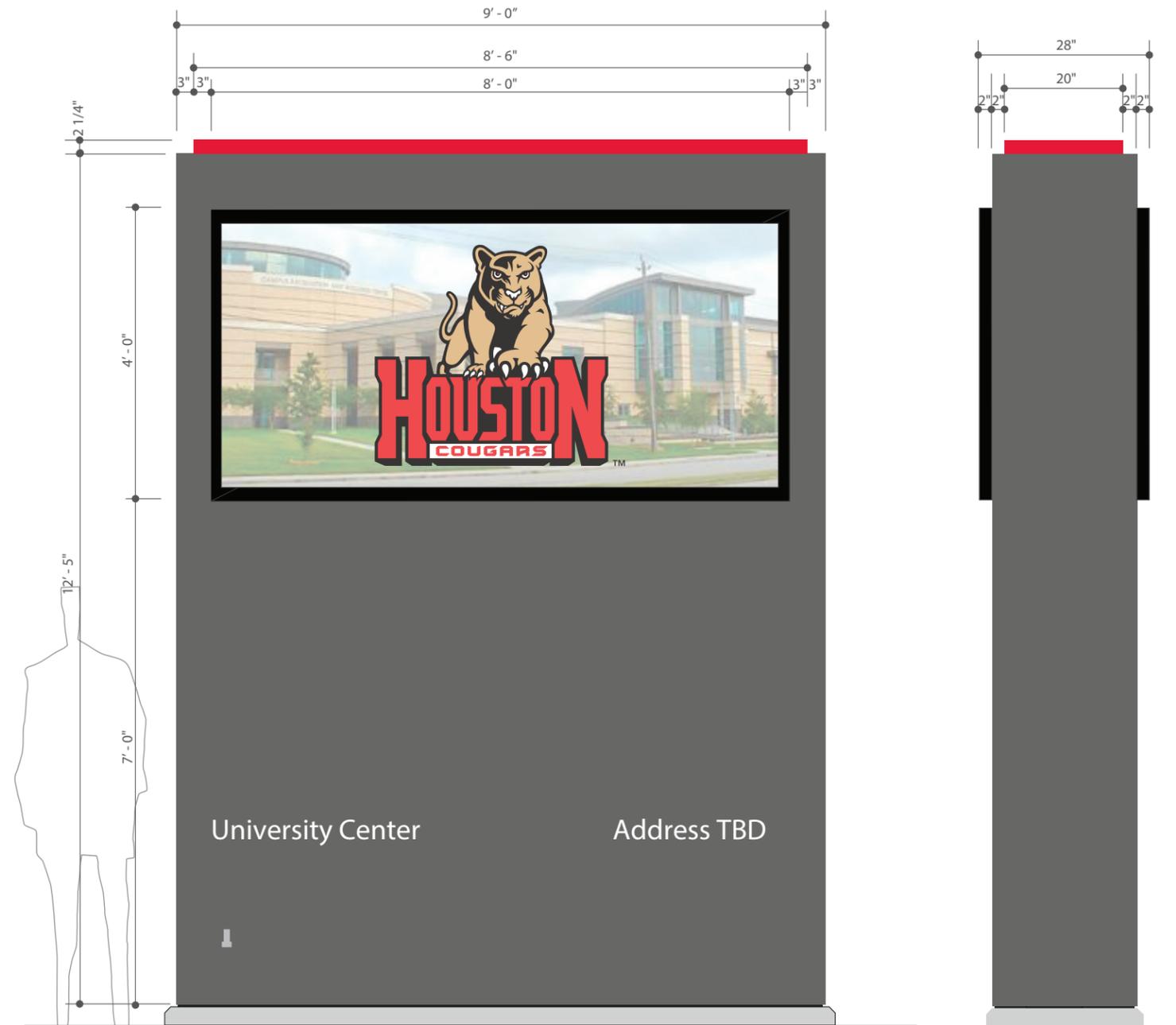
Design Narrative:

The option presented is a 4 foot by 8 foot digital marquee mounted on a tall base with a red accent on top. The base itself is 12.6 feet tall by 9 feet wide by 2.33 feet deep. The top of the base would feature a red accent, and University-appropriate lettering for the building name and address would be located at the bottom of the base.

7. **PROPOSED START DATE:** December 2013
8. **SUPPORTING DOCUMENTATION:** Attached – designLab mockup and location



2 Plan View
Scale: 1/2"=1'-0"



1 SIGN TYPE I - Monument | Special Application, Marquee
Scale: 1/2"=1'-0"

3 Side View
Scale: 1/2"=1'-0"