



UNIVERSITY OF HOUSTON
Campus Facilities Planning Committee

****Discussion Item****

1. **Project Number**
2. **Project Name** Exterior Electronic Signage
3. **Committee Date** September 18, 2009
4. **Requesting Department** Facilities Planning & Construction
5. **Contact Name & Phone Number** Jeanne La Montagne, x3-4191
6. **Presenter:** Jeanne La Montagne
7. **Description of Request** Discuss Guidelines for use of exterior electronic signage in the campus interior

Project Overview

Two upcoming capital improvement projects have tentatively identified electronic screens as part of their exterior design: the Central Utility Plant Expansion and Valenti School of Communications expansions.

The latter is on a fast track and will have a ceremonial ground breaking in October. Although formal selection of an architect is not complete, several short listed firms proposed one or more electronic screens on the north and east facades of the School of Communications.

The central utility plant expansion elevations were approved by the Campus Facility Planning Committee at the August 2009 meeting. One of the art options for the project studied by the System-Wide Art Acquisition Committee was to integrate an electronic screen into the large blank wall facing the interior street.

The proposals raise several issues open to debate:

Under what circumstances may electronic display screens/projection screens be allowed within academic zones?

Are there areas, such as in full view of classroom windows or vehicular traffic, where the screens would be inappropriate or dangerous distractions?

If allowed, who would control screen content?

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| 8. | Cost of Project | NA |
| 9. | Source of Funding: | NA |
| 10. | Proposed Start Date: | NA |

Spencer Moore
Executive Director
Facilities Planning & Construction

Date: _____