

George Mason University

## Land and Building Committee

August 15, 2017

1:30 to 3:00 pm

### Agenda

- Previous Meeting Notes
- West Campus Lightning Protection: **Final Approval**
- Advertising on Campus
  - Pavement Graphics
  - Information Kiosks
- West Campus Charrette FINAL
- Housing Demand Study Update
- Future Topics
  - Housing Demand Study - Final
- Meeting Schedule
  - October 3, 2017 (Proposed)

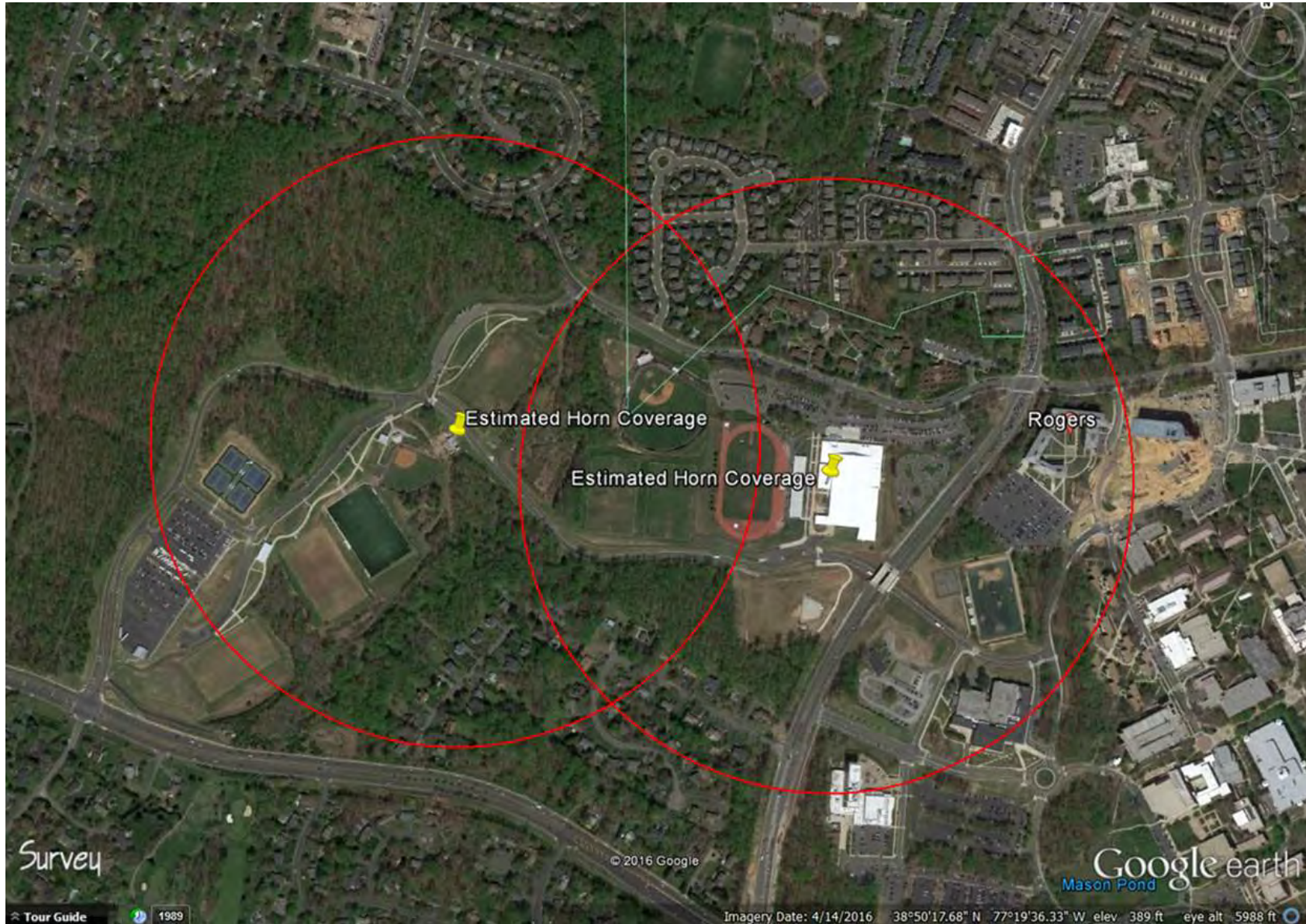


## Past Meeting: June 20, 2017

- Utility Infrastructure Project: **Reviewed & Approved**  
Follow up – Approved by AARB on August 4
- West Campus Lightning Protection: **Reviewed & Approved**
- West Campus Charrette Update
- Housing Demand Study Update
- Braddock Road Transmission Main Update



# West Campus Lightning Detection & Notification System: Review & Approval





# West Campus Lightning Detection & Notification System: Review & Approval

Field House Area



Mount equipment on existing light pole – exact location to be determined by vendor based on coverage.

Softball Stadium Area



Mount equipment on exterior face of existing Press Box.





# West Campus Charrette Update



## West Campus Charrette Final

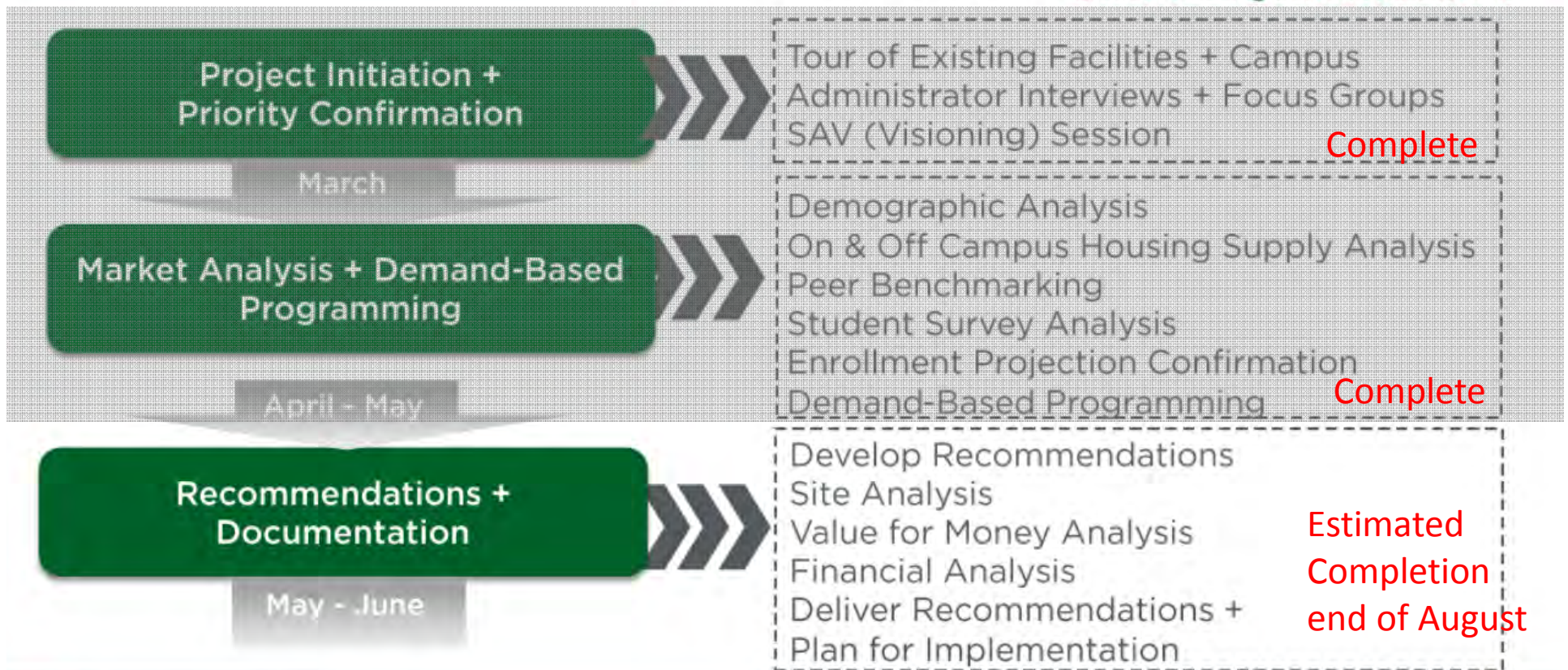


<https://facilities.gmu.edu/wp-content/uploads/Mason-West-Fairfax-Campus-Vision-June-2017-.pdf>



## Schedule Update

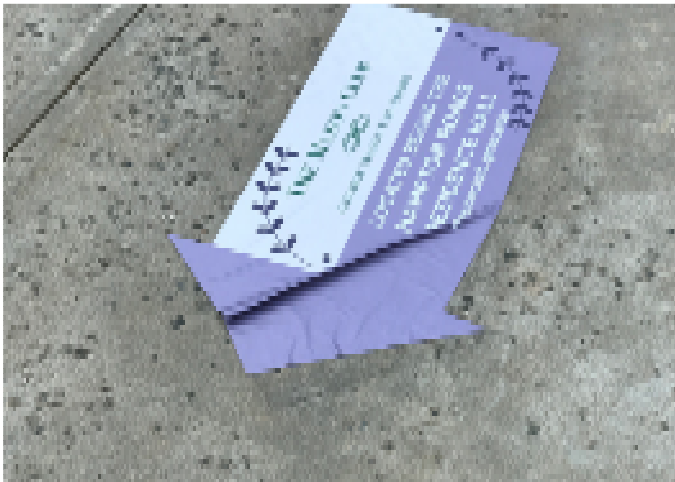
Student Housing Demand Assessment



## Advertising on Campus: Pavement Decals at Mason



University Life Event?



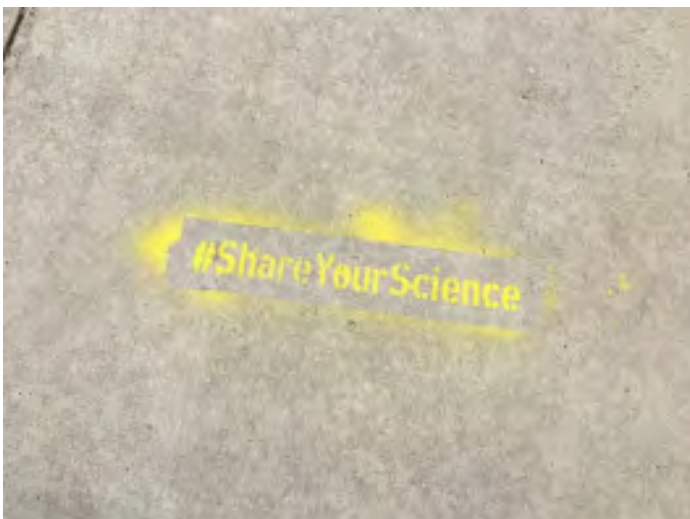
Sodexo – tripping hazard



Sodexo - wayfinding confusion  
& adhesive residue



## Advertising on Campus: Pavement Paint at Mason



Painted graphics – lasts 5-6 weeks?

## Advertising on Campus: Unregulated Pavement Graphics



Objectionable  
Content



Interior Application



Permission to Advertise?



# Advertising on Campus: Unregulated Pavement Graphics



## Advertising on Campus: Guidelines as the Solution

*Borrowed from Cornell:*

**Chalking only on horizontal, concrete or asphalt surfaces where the rain will wash away the residue**, except in front of and beside Day Hall. Under no circumstances may groups or individuals advertise on an organic surface (grass/soil). Only water soluble chalk may be used.

**The following are prohibited:** a. The use of masking tape or other **adhesives** (including paste or glue). b. The use of nails, heavy gauge staples or other metal fasteners. c. **Attaching signs to or spray painting** on woodwork, statues, walls or trees, telephone poles, doors, light poles, war memorials, walkways, roads, grassy areas, windows/transparent surfaces, bus stops, etc.



Established chalking zone



## Advertising on Campus: Guidelines as the Solution

### **Campus Planning Recommendations:**

- Develop, publish, and enforce guidelines regulating student voice opportunities on campus.
- Develop, publish, and enforce guidelines regulating commercial advertising on campus.
- Develop, publish, and enforce signage guidelines for campus retail operations.
- Prohibit pavement decals and pavement painting.
- Prohibit chalking on vertical surfaces and horizontal covered surfaces.
- Develop new “cube” design with Infrastructure project and identify appropriate locations on each campus.

## SIZE AND ACCESSIBILITY

Elegant, simple and rugged design engineered for user diversity and durability





## Advertising on Campus: Verizon Kiosk



## Advertising on Campus: Verizon Kiosk





# Advertising on Campus: Verizon Kiosk

## VERIZON KIOSK: A UNIFIED CAMPUS SOLUTION FOR GMU



# Advertising on Campus: Verizon Kiosk



## INFORM

Always providing current and relevant information.



- LED Ticker & Light Ring (Any Color)
- 46" High-Brightness LCD Displays (Front & Back)
- 46" User Interactive Touchscreen
- Community Information
- Map, Wayfinding & Real-Time Transit Schedules
- Weather & Other Outdoor Sensor Data





# Advertising on Campus: Verizon Kiosk

## CONNECT

Transforming access to mobile services.



# Advertising on Campus: Verizon Kiosk

## PROTECT

Enhancing local public safety services.





# Advertising on Campus: Verizon Kiosk

## ENGAGE

Creating the new fabric of 21st century communities.



# Advertising on Campus: Verizon Kiosk





# Advertising on Campus: Verizon Kiosk



## Campus Kiosk Locations

- Student Residences
- Rappahannock
- Shenandoah
- Johnson Center
- The Hub
- Aquatic and Fitness Center
- Student Union
- RAC
- Eagle Bank Arena



## Advertising on Campus: Verizon Kiosk

Kiosk		8 Units				Capex (\$110,000 per Kiosk)				Total VZ Capex \$880,000
Yr. 1	Yr. 2	Yr. 3	Yr. 4	Yr. 5	Yr. 6	Yr. 7	Yr. 8	Yr. 9	Yr. 10	*Potential Rev. Share
\$9,572	\$38,287	\$38,287	\$38,287	\$38,287	\$38,287	\$38,287	\$38,287	\$38,287	\$38,287	\$354,155

\* Rev share to George Mason University is high level estimate based on key assumptions and subject to change based on full financial workup, negotiations and kiosk deployment schedules.

- Verizon will bear all capital (Capex) and operating (Opex) expenditure associated with the initial deployment as well as on-going operations of these kiosks for a period of 10-years commencing in late 2017 and ending in 2027.
- Verizon's capex and opex expenditure are offset by an anticipated advertising revenue stream yet to be validated by a 3<sup>rd</sup> party concern. Based on initial advertising revenue estimates which assumes an advertising occupancy rate of 25% by GMU and 75% by Verizon, GMU will begin to receive an estimated revenue share of \$30k - \$38k per year commencing in 2021 through 2027.
- Please note that actual revenue share amounts will be determined upon completion of site surveys, site location finalization and other budgetary estimates. However, GMU will bear no cost at any time.

## Advertising on Campus: Verizon Kiosk

### **Campus Planning Concerns:**

- Commercial advertising on kiosk is not consistent with Mason brand especially as first interface with campus visitors.
- Information available on kiosk is readily available on website and/or smart phones.
- Kiosk is 13.5' high and is out of scale with other campus site elements.
- Kiosk has not been approved on any other campus.
- No revenue generated for the University until 2021.
- Agreement is a 10-year duration which will outlast the technology by at least 5 years.
- University is responsible for cost of infrastructure, data and power, to kiosk locations.

### **Campus Planning Recommendations:**

- Reject request - not consistent with Mason brand or campus image.
- Incorporate language in new guidelines to address this type of advertising – Verizon kiosk, bike shelters, etc.



## Updates & Future Topics:

- **Future Topics:**
  - Housing Demand Study – Final

**Next Meeting: October 3, 2017 (proposed) 1:30-3:00 Merten TBD**