

Land & Building Committee Mtg – 8/15/2017

Attendees:

Julie Burton
Lauren Long
Colby Grant
Randy Anderson
Beth Long
Deniz Callahan
Margaret Lo
Doug Lipscomb
Connie Benson
Rick Davis

Marc Fournier
Colin Reagle
Joy Staulcup
Josh Cantor
Ruth Townsend
Laura Manno
Janet Walker
Susan Kehoe
Philip Stamper
John Forgy

- Review of meeting notes from August 20 meeting
 - Utility Infrastructure Project reviewed and approved
 - AARB presentation on August 4, Board approved the Utility project schematic design
 - West Campus Lightning project reviewed and approved
 - West Campus Charrette, Housing Demand Study and Braddock Road Transmission Main updates
- West Campus Lightning Protection
 - Proposed locations on an existing light pole between the soccer fields and the softball field and on the back wall of the Track Stadium press box
 - Issues raised as to the decibel and possible risk to press box occupants or people on the ground in the vicinity of either location.
 - Locations are acceptable if vendor can confirm no risk to people in the area.
- Advertising on Campus – Pavement Graphics
 - Lively discussion around the positive and negative impact of pavement graphics, including the relationship to the Mason brand, potential for visual clutter, methods of review and control, need to reduce regulations on students, and permit freedom of expression.
 - Linkage between wayfinding, student voice, and engagement discussed. Need for advertising retail venues discussed. Cost of wayfinding is not funded but preliminary design was prepared by John F. Perhaps funding the project in phases with the first phase a priority should be considered at the highest level.
 - Next step is to establish a small working group with representatives from UL, Planning, Auxiliary Enterprises, Recreation, and Communication/Branding to review guideline work previously completed and work toward a proposal for review by L&B.
- Advertising on Campus – Verizon Kiosks
 - Kiosks are not compatible with Mason brand and are out of scale with other campus elements.

- Revenue is not adequate to cover cost of infrastructure and 10-year agreement on technology is too long. Equipment will be obsolete before end of term.
 - Committee agreed that these kiosks should not be approved but they are willing to consider alternative tech solutions for information kiosks if cost, maintenance and appearance is aligned with brand.
 - Next step moving forward could be an RFI for digital display identifying the parameters.
 - Does communication on campus need to be through technology? Must remember the cost of maintaining after the first cost.
- Housing Demand Study Update
 - Housing Demand Study is nearing completion. Final recommendations were presented last week. Brailsford & Dunlavey will respond to comments and complete the study by the end of August.
- West Campus Charrette
 - The Final Charrette document is posted on the Facilities website. The University plans to further the Innovation District planning over the coming year.