



UNIVERSITY PARK CITY COUNCIL AGENDA MEMO

Meeting Date:
9/2/2025

Item Type:
Action Item

Subject: Consider approval of an Ordinance establishing paid parking at Burleson Park for SMU football game days

Prepared By: Amanda Hartwick, Special Projects Coordinator

Background:

In November 2023, the City Council appointed a task force made up of property owners, merchants, and residents to provide recommendations on parking options for employees of Snider Plaza. As the task force studied the issue, their recommendation evolved into consideration of paid parking for Snider Plaza and other areas of the community.

In March, the task force presented this modified recommendation to the City Council and Council postponed action on the item. While the comprehensive topic of paid parking is still being studied, staff would like to propose implementation of game day parking at Burleson Park with the upcoming SMU football season.

Currently, all parking around the park is restricted to 2-hour only. On SMU football game days, the lot across the street from Burleson Park is used for parking at a rate of \$25-\$30.

There are five remaining home games scheduled at SMU for the 2025 season:

- September 6 vs. Baylor
- October 4 vs. Syracuse
- October 11 vs. Stanford
- November 1 vs. Miami
- November 22 vs. Louisville

With improvements at Centennial Park currently underway, some programming will shift to Burleson Park and may conflict with SMU game days. Staff recommends designating a number of spaces around the park for recreation/programming. Meanwhile, any additional spaces could be considered for paid parking.

Staff brought this item to the Parks Advisory Committee for consideration on August 21. The committee recommendation is to implement game day parking at Burleson Park this year as a pilot program. An Ordinance will be provided prior to the Council Meeting.

Fiscal Impact:

- ☐ Not Applicable
- ☐ Budget Amendment Required
- ☒ Proposed Revenue
- ☐ Proposed Expenditure

Funding Source:

Master Plan Goal:

Please check the associated Theme and provide the corresponding action item number.



	Theme	Action Item(s)
<input type="checkbox"/>	Affirming Sense of Place	
<input checked="" type="checkbox"/>	Assuring Connectivity	4.1
<input type="checkbox"/>	Innovative Governance	
<input type="checkbox"/>	Technological Integration	
<input type="checkbox"/>	Preparing for the Future	
<input type="checkbox"/>	Not Applicable	

Recommendation:

Staff recommends City Council approve a pilot program for game day parking at Burleson Park.

Committee Review (optional):

Parks Advisory Committee reviewed the item and is in favor of the program.

Attachments: Aerial of Burleson Park