



## UNIVERSITY PARK CITY COUNCIL AGENDA MEMO

**Meeting Date:**  
2/3/2026

**Item Type:**  
Public Hearing

**Subject:** Conduct a Public Hearing regarding establishment of a Special Sign District for the land parcel at 6601 Hillcrest Avenue.

**Prepared By:** Keegan Littrell, P.E, Director of Public Works

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**Background:**

The owner of the property located at 6601 Hillcrest Avenue would like to establish a Special Sign District. The Special Sign District will be for one (1) double sided flag monument sign saying Snider Plaza. The sign will be attached to a pole that projects through the roof of the existing building. The maximum height of the proposed sign is 24' and the maximum size of the sign is 27.6 square feet.

The proposed sign is a joint effort between the City of University Park and the property owner in coordination with the Snider Plaza and Hillcrest/Daniel intersection enhancements.

The Zoning and Development Advisory Committee reviewed and discussed the proposed Special Sign District request during their meeting on January 21, 2026 and a recommendation of approval was forwarded to City Council. The Special Sign District creation process includes a public hearing. This hearing schedule was advertised in the Daily Commercial Record on January 16, 2026.

**Notification:**

A notice of Public Hearing was published in the Daily Commercial Record on January 16, 2026.

**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 type="checkbox"/>	Assuring Connectivity	
<input type="checkbox"/>	Innovative Governance	
<input type="checkbox"/>	Technological Integration	
<input type="checkbox"/>	Preparing for the Future	
<input checked="" type="checkbox"/>	Not Applicable	

**Recommendation:**

Staff recommends City Council conduct a Public Hearing regarding establishment of a Special Sign District for 6601 Hillcrest Avenue.

**Committee Review (optional):**

Zoning and Development Advisory Committee January 21, 2026.

**Attachments:**

Application

Detailed site plans and renderings

Public Notice