



CITY OF UNIVERSITY PARK AGENDA MEMO

Meeting Date:
11/7/2023

Item Type:
Public Hearing

Subject: Conduct a Public Hearing regarding an amendment to Ordinance 94/10, the Special Sign District for University Campus-1 (UC-1), and University Campus-2 (UC-2) zoning districts.

Prepared By: Patrick Baugh, Community Development Director

Background:

SMU requests an amendment to Ordinance 94/10, the Special Sign District for University Campus-1 (UC-1), University Campus-2 (UC-2) zoning districts, on the property of Southern Methodist University for the approval of the specific signs as proposed:

1. New monument sign for the Francis Ann Moody Hall
2. New flag pole

The new monument sign will be located off of Airline Road between McFarlin and University Boulevard. The proposed sign is approximately 24' long and 5'9" tall. Plaque to read "Moody School of Graduate and Advanced Studies". Brick and cast stone materials and colors would match existing approved monument signs in the sign district.

The proposed new flag and flagpole would be located near the northeast intersection of US Highway 75 and Mockingbird Lane. The flagpole is proposed to be located 5' behind the existing monument sign with an overall height of 70'. Maximum flag size is 12' x 18', standard for this height pole. A complementary twin pole will be set on the south side of Mockingbird Lane (outside University Park city limits) on the Tennis Complex grounds to create a 'gateway' appearance.

Graphics and rendering are attached to this report.

Hearing was advertised on October 19, 2023. No responses have been received.

Fiscal Impact:

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

Master Plan Goal (optional):

	Theme	Action Item
<input type="checkbox"/>	Affirming Sense of Place	Click or tap here to enter text.
<input type="checkbox"/>	Assuring Connectivity	Click or tap here to enter text.
<input type="checkbox"/>	Innovative Governance	Click or tap here to enter text.
<input type="checkbox"/>	Technological Integration	Click or tap here to enter text.
<input type="checkbox"/>	Preparing for the Future	Click or tap here to enter text.

Recommendation:

The Zoning and Development Advisory Committee recommends the City Council amend the Special Sign District regulations to allow both the requested ground sign for Frances A Moody Hall and the entryway flagpole.

Staff recommends that City Council conduct a Public Hearing on the proposed amendments and take appropriate action on the related action item within this same agenda.

Committee Review (optional):

Zoning and Development Advisory Committee received comments and discussed this topic on September 27, 2023

Attachments:

1. Application and Renderings