



UNIVERSITY PARK CITY COUNCIL AGENDA MEMO

Meeting Date:
10/1/2024

Item Type:
Public Hearing

Subject: Conduct a Public Hearing amending the SMU Campus Special Sign District adding new signage to the Weber End Zone Complex and an identification sign for the new parking lot on Daniel Avenue. The Special Sign District applies to all University Campus Zoning Districts (UC 1-4).

Prepared By: Patrick Baugh, Community Development Director

Background:

SMU has recently completed construction of a new 28 space parking lot at 3109 Daniel Avenue, the south east corner at Airline Road. Coincidentally, the Weber End Zone Complex is also in completion stage. Both facilities warrant identification signage. These additional signs are included in this proposed amendment to the Special Sign District.

The Parking Lot proposes to display a standard parking lot identification sign similar to all other lots on campus. The designated identifier for this lot is 'U5'.

The Weber End Zone Complex incorporates 10 additional signs into the completed project. Eight Building Identification Signs will be wall or canopy mounted exterior of the structure. Two of the signs will be video board arrays within the stadium, one at field level and one elevated on the base of the upper deck of the Weber End Zone Complex.

The Ordinance Exhibit provides a locator map and renderings of all signs.

The Zoning and Development Advisory Board reviewed and discussed the proposed amendment to the Special Sign District on August 26, 2024. The Committee found the proposed signs to be consistent with the overall Campus Special Sign District graphics program and of benefit to the public and the City. The Committee recommended that the City Council consider approval of the amendments after consideration of comments received at a Public Hearing and their deliberations.

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 type="checkbox"/>	Not Applicable	

Recommendation:

Staff recommends that the City Council conduct a Public Hearing concerning an amendment to the SMU Special Sign District to allow additional signage for a parking lot and the new Weber End Zone Complex.

Committee Review (optional):

The Zoning and Development Advisory Committee reviewed and discussed the proposed amendment to the Special Sign District on August 26, 2024.

Attachments:

- Application
- Ordinance