



## UNIVERSITY PARK CITY COUNCIL AGENDA MEMO

**Meeting Date:**  
9/19/2023

**Item Type:**  
Action Item

**Subject:** Consider adopting updated Centennial Master Plan priorities

**Prepared By:** Amanda Hartwick, Special Projects Coordinator

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### **Background:**

During the City Council's 2022 retreat, with the help of a consultant, Council went through an exercise to prioritize the full list of Centennial Master Plan action items in an effort to help focus planning efforts. As a result, 14 items were identified as priorities and labeled as a top priority, high priority, or other priority. A number of remaining items were identified as Ongoing, while a few others were left un-prioritized.

On August 29, the City Council conducted its 2023 retreat and reviewed master plan progress. Through this review, City Council discussed modifications to its priority list. These modifications include the following:

- Removal of two items that are now marked complete:
  - Develop a framework for communication between SMU, HPISD, and the City.
  - Fund and implement upgrades to University Park's Traffic Preemption System.
- Addition of five items that have recently generated community interest:
  - Establish a Tree Ordinance to Protect Mature, Healthy Trees.
  - Develop regulations to govern private and public drone use in University Park.
  - Make SMU "Our University" Campaign.
  - Create a new community program to coincide with public improvements that seek to revitalize existing retail centers.
  - Create a resident committee that would advocate for private and public art and its placement throughout the City of University Park.

The full list of action items is attached for consideration.

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

**Recommendation:**

Staff recommends adopting the updated Centennial Master Plan priority list.

**Committee Review (optional):****Attachments:**

- Centennial Master Plan Action Items