



UNIVERSITY PARK CITY COUNCIL AGENDA MEMO

Meeting Date:
10/21/2025

Item Type:
Action Item

Subject: Consider Snider Plaza Identification Sign Concept - 6601 Hillcrest

Prepared By: Robbie Corder, City Manager

Background:

As part of the improvements to the intersection at Hillcrest and Daniel, the City Council approved a Right of Entry agreement with the property owner at 6601 Hillcrest. One of the conditions of the access agreement was to work collaboratively with the property owner to install a Snider Plaza identification sign on top of the roof of the building located at 6601 Hillcrest. Initial concept designs were presented to the City Council during a work session briefing on June 3, 2025.

The City Council directed staff to work with the property owner and finalize a concept plan. The property owner has submitted a revised concept for City Council consideration. Since the sign does not meet sign ordinance regulations, the City and property owner will need to submit the sign for approval through a special sign district. The total cost of the sign is approximately \$30,000.

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)
☐	Affirming Sense of Place	
☐	Assuring Connectivity	
☐	Innovative Governance	
☐	Technological Integration	
☐	Preparing for the Future	
☒	Not Applicable	

Recommendation:

Staff recommends the City Council provide direction on the Snider Plaza Identification Sign and direct staff to initiate a special sign district and development agreement.

Attachments:

Right of Entry – 6601 Snider Plaza
Snider Plaza Identification Sign