

## URBAN DESIGN & DEVELOPMENT ADVISORY COMMITTEE

### MINUTES June 11, 2013

The Urban Design & Development Advisory Committee of the City of University Park met on Tuesday, June 11, 2013 at 1:30 P.M. at the Peek Service Center, 4420 Worcola Street, Dallas, Texas. The following are minutes of that meeting.

#### **Committee Members Attending:**

Mike Culwell - Chairman  
Eurico Francisco  
Doug Smellage  
Spence Kendrick  
Diana Byrd  
Bruce Collins  
Brian Hammer  
Charlie Little

#### **Staff Members Attending:**

Bud Smallwood – Public Works Director  
Jacob Speer – Assistant Director of Public Works  
Robbie Corder – Community Development Director  
Harry Persaud – Chief Planning Official  
George Ertle – Assistant to the City Manager  
Amanda Hartwick – Planning Technician

#### **Councilmember in Attendance:**

Bob Clark

#### **Guests:**

Mike Geisler, Representing the Plaza at Preston Center

#### **Absent and Excused:**

Jason Mackey  
Tom Weber  
William “Rusty” Goff  
Cindy Kipp

#### **1. Call to Order**

Bud Smallwood opened the meeting at 1:35pm.

#### **2. Discuss a Proposed Amendment to the Special Sign District for the Plaza at Preston Center**

Harry Persaud addressed the committee regarding the proposed amendment to the Special Sign District specifically concerning the signage for Sprinkles Cupcakes. Mr. Persaud indicated the limitations on the number of colors stipulated by the current ordinance did not allow for Sprinkles Cupcakes to sign their business in a manner consistent with other store locations. He indicated the “multi-colored dots” are Sprinkles Cupcakes logo / icons. Mr. Persaud suggested trade dress, i.e. national branding, no longer be considered as “signage” in the City’s sign ordinance.

Discussion ensued regarding the consequences of removing trade dress from the sign ordinance and the definition of signage. Mr. Persaud reminded the committee the proposed amendment would affect only sign district for the Plaza at Preston Center and not the City’s sign ordinance. He also indicated the committee could recommend allowing 9 -10 colors for the special sign district.

Doug Smellage moved to change the wording of the special sign district regulations for the Plaza at Preston Center from "Signs shall be limited to not more than three (3) colors." to "Signs shall be limited to no more than ten (10) colors." Spence Kendrick seconded the motion. Six committee members voted in favor while two abstained.

3. Discuss a potential E-Waste drop-off location

George Ertle addressed the committee regarding establishing a permanent location for electronic recycling rather than a bi-annual collection event. Discussion ensued and it was decided the best option would be to have both.

4. Review and Approve Minutes of the April 24, 2013 meeting

Mr. Smellage moved to approve the minutes, and Mr. Kendrick seconded the motion. All members present voted in favor.

5. Adjournment

The meeting was adjourned at 2:30pm.

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M. Culwell, Chairman,  
U.D.A.D.A.C.

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Date