



AGENDA MEMO
3/4/2014 Agenda

TO: Honorable Mayor and City Council

FROM: Harry Persaud, MRTPI, AICP, Chief Planning Official

SUBJECT: Consider an ordinance creating a Special Sign District for the Highland Park High School to provide for advertising signage and new scoreboard located at Highlander Stadium.

BACKGROUND:

HPISD has requested approval to increase the size of the existing scoreboard at the Football Field. The subject site is located south of Grassmere Street, east of Douglas and west of Westchester and situated on Lots 1-9, Block 9, of the Methodist University Addition and known as Highlander Stadium.

Existing signage includes 34 advertising signs all mounted on the east and west sides, facing the football field with a typical dimension of 12 feet 2 inches wide and 9 feet 2 inches in height measured from grade. The existing scoreboard measures 36 feet in width and 19 feet 3 inches in height and mounted 13 feet 4 inches above grade. The new scoreboard is 36 feet in width by 25 feet in height and mounted 13 feet 4 inches above grade.

The draft ordinance attached provides for the number, location, size and dimension of the new scoreboard and advertising signage.

RECOMMENDATION:

UDADAC considered this request at its meeting on January 29, 2014 and unanimously recommended approval subject to a special condition that the number of advertising signs shall not exceed forty (40), all of which must be oriented internally facing the field.