



AGENDA MEMO
4/1/2014 Agenda

TO: Honorable Mayor and City Council

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

SUBJECT: Consider an ordinance amending the Special Sign District for Southern Methodist University to provide for additional campus identification and entryway monument signs.

BACKGROUND:

The special sign district for SMU was established by ordinance 94/10 dated April 5, 1994 to provide for various signage located within the campus. Since that time the special sign district has been amended to provide for additional signage as new developments are implemented. SMU requests the addition of five new monument and entryway signs as follows:

1. Monument sign located on the southwest corner of Airline and Daniel
2. Campus entryway sign with two cast stone logos installed on existing wall and located on the northwest corner of Bush Avenue and SMU Boulevard
3. Campus entryway sign with two cast stone logos installed on existing wall and located on the southwest corner of Bush Avenue and SMU Boulevard
4. Campus entryway sign located on the northwest corner of Mockingbird Lane and Central Expwy Service Road (Southbound)
5. Monument sign located on the northwest corner of Bush Avenue and Mockingbird Lane

All signs shall be constructed and installed in accordance with the detail specifications, set backs and construction materials as shown and described in Exhibits 1 - 5 attached to the draft ordinance.

RECOMMENDATION:

UDADAC considered this request at its meeting on March 19, 2014 and unanimously recommended approval.