

**ORDINANCE NO. \_\_\_\_\_**

**AN ORDINANCE OF THE CITY OF UNIVERSITY PARK, TEXAS, AMENDING ORDINANCE 94/10, A SPECIAL SIGN DISTRICT FOR SOUTHERN METHODIST UNIVERSITY, BY AUTHORIZING ADDITIONAL MONUMENT SIGNS FOR CAMPUS IDENTIFICATION POINTS AND ENTRYWAYS; ADOPTING SIGN STANDARDS AND APPROVING LOCATIONS OF ADDITIONAL SIGNS AS SHOWN IN THE EXHIBITS ATTACHED HERETO; PROVIDING FOR THE REPEAL OF ALL ORDINANCES IN CONFLICT; PROVIDING A SEVERABILITY CLAUSE; PROVIDING FOR A PENALTY OF FINE NOT TO EXCEED THE SUM OF FIVE HUNDRED DOLLARS (\$500.00) FOR EACH OFFENSE; AND PROVIDING AN EFFECTIVE DATE.**

**WHEREAS**, the Urban Design and Development Advisory Committee of the City has considered a request for amendment of Ordinance 94/10, the Special Sign District for Southern Methodist University, as heretofore amended; and

**WHEREAS**, the Committee is of the opinion that such amendment will result in benefits to the public health, safety and general welfare and is in the interest of the City of University Park, and has recommended to the City Council that such amendment be approved; and

**WHEREAS**, the City Council has provided notice and a public hearing with regard to such request and recommendation and is of the opinion and finds that such special sign district should be amended as requested; **NOW, THEREFORE**,

**BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF UNIVERSITY PARK, TEXAS:**

**SECTION 1.** That the Urban Design and Development Advisory Committee has considered a request for amendment of Ordinance 94/10, as heretofore amended, which granted a Special Sign District for Southern Methodist University, and such amendment has been approved by the Committee as beneficial to the public health, safety, and general welfare and in the interests of the City of University Park. The City Council therefore hereby determines that Ordinance 94/10, the Special Sign District for Southern Methodist University, as heretofore amended, should be further amended in accordance with the following sections.

**SECTION 2.** That the following additional monument signs are hereby authorized to be constructed on the campus of Southern Methodist University, to wit:

1. Campus entry point identification sign on the southwest corner of Airline Road and Daniel Avenue:

The monument sign shall be located near the Fondren Science Building, facing Airline Road, as shown on Exhibit 1. The sign shall be constructed with brick and shall incorporate cast stone accents, to include a cast stone logo, base and cap as shown on Exhibit 1. The monument structure shall not exceed 50 feet in length, shall not exceed 9 feet 6 inches in height.

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:

An entryway monument sign shall be located on the northwest corner of Bush Avenue and SMU Boulevard as shown on Exhibit 2. The sign shall be constructed with brick and shall incorporate cast stone accents, to include a cast stone logo, base and cap on the end pillars, and topped by a painted metal fence, as shown on Exhibit 2. The monument structure shall not exceed 58 feet 9 inches in length and shall not exceed 8 feet 1 inch in height.

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:

An entryway monument sign shall be located on the southwest corner of Bush Avenue and SMU Boulevard as shown on Exhibit 3. The sign shall be constructed with brick and shall incorporate cast stone accents, to include a cast stone logo, base and cap on the end pillars, and topped by a painted metal fence, as shown on Exhibit 3. The monument structure shall not exceed 58 feet 9 inches in length and shall not exceed 9 feet 7 inches in height.

4. Campus entryway sign located on the northwest corner of Mockingbird Lane and North Central Expressway Service Road (southbound):

An entryway monument sign shall be located on the northwest corner of Mockingbird Lane and southbound North Central Expressway Service Road as shown on Exhibit 4. The sign shall be constructed with brick and shall incorporate cast stone accents, to include cast stone logos, base and end pillars, as shown on Exhibit 4. The monument structure shall not exceed 52 feet in length and shall not exceed 9 feet 6 inches in height.

5. Campus entry point identification sign on the northwest corner of Bush Avenue and Mockingbird Lane:

The monument sign shall be located near the Gerald J. Ford Stadium, facing Bush Avenue, as shown on Exhibit 5. The sign shall be constructed on a masonry clad wall with cast stone cap, and include a cast stone logo and cap as shown on Exhibit 5. The monument structure shall include architectural concrete clad steps and connect to a retaining wall with wrought iron fence. The sign shall not exceed 75 feet 8 inches in length and shall not exceed 12 feet in height.

**SECTION 3.** That the signs approved hereby may be constructed and placed at the specific locations, and with the setbacks and the elevations as shown in said Exhibits, all of which are attached hereto and made part hereof for all purposes.

**SECTION 4.** That any provision of Ordinance 94/10, as heretofore amended, or any other ordinance in conflict with the provisions of this ordinance with regard to the signage permitted for Southern Methodist University is hereby repealed.

**SECTION 5.** That should any word, sentence, paragraph, subdivision, clause, phrase or section of this ordinance be adjudged or held to be unconstitutional, illegal or invalid, the same shall not affect the validity of this ordinance as a whole, or any part of provision thereof, other than the part decided to be invalid, illegal or unconstitutional.

**SECTION 6.** That any person, firm or corporation violating any of the provisions of this ordinance shall be deemed guilty of a misdemeanor and, upon conviction in the municipal court of the City of University Park, Texas, shall be subject to a fine not to exceed the sum of five hundred dollars (\$500.00) for each offense, and each and every day such offense shall continue shall be deemed to constitute a separate offense.

**SECTION 7.** This ordinance shall take effect immediately from and after its passage and the publication of the caption, as the law and Charter in such cases provide.

**DULY PASSED** by the City Council of the City of University Park, Texas, on the 1st day of April 2014.

**APPROVED:**

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**W. RICHARD DAVIS, MAYOR**

**APPROVED AS TO FORM:**

**ATTEST:**

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**CITY ATTORNEY**  
(RLD/65372; 3-24-14)

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**LIZ SPECTOR, CITY SECRETARY**

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**DULY PASSED** by the City Council of the City of University Park, Texas, on the 1<sup>st</sup> day of April 2014.

**APPROVED:**

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**W. RICHARD DAVIS, MAYOR**

**ATTEST:**

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**LIZ SPECTOR, CITY SECRETARY**