

March 29, 2021

## **HILLTOP PLAZA SPECIAL SIGN DISTRICT**

Signage Standards for Hilltop Plaza  
University Park, Texas

### **1. SCOPE**

The area covered by these signage standards is bounded by Hillcrest Avenue on the East, Daniel Avenue on the North, Haynie Avenue on the South, and multi-family uses to the West, per Attachment A. These standards, which supersede the City of University Park typical sign standards, have been incorporated into a Special Sign District specific to this property due to its mix of uses.

### **2. OFFICE BUILDING SIGNS:**

The six-story office building will be allowed the following signs:

- A. Ground Sign: One (1) Building Identification Sign, on Hillcrest Avenue. Individual metal numerals or letterforms not to exceed four (4) feet tall and eight (8) inches deep, not exceeding forty (40) square feet. Sign will be illuminated by ground lights within the landscape. Refer to Attachment B.
- B. Wall Signs:
  - a. One (1) Building Address Sign, for the primary Office lobby entrance on Daniel Avenue. Metal numerals applied to building envelope. Numeral height not to exceed four (4) feet high. Bottom of numerals mounted a minimum of sixteen (16) feet above grade. Sign area not to exceed fifty (50) square feet in area. Refer to Attachment C.
  - b. Three (3) Building Address Signs, for the secondary Office lobby entrance on Hillcrest Avenue plus two Office lobby entrances from the internal plaza. Metal numerals applied to building envelope. Numeral height not to exceed twelve (12) inches high. Bottom of numerals mounted a minimum of eight (8) feet above grade. Sign area not to exceed four (4) square feet in area. Refer to attachment D1, D2, D3.
  - c. Three (3) major business tenant wall business signs located on the topmost spandrel panel of the office building façade, as depicted in Attachments J, K, & L. A maximum of one (1) sign may be located on the East (Hillcrest) Elevation. Signs on the North (Haynie) Elevation must be positioned within the eastern 50' of the building face. Signs to be individual, internally-illuminated dimensional letterforms or logo, on subframe, mounted to façade. Letterforms or logo shall not exceed forty-eight (48) inches in height. Each sign, including letterforms and logo (if applicable) may not exceed one hundred (100) square feet in area.

- d. Up to four (4) minor business tenant wall signs located on the second-floor spandrel panel of the office building façade, as depicted in Attachments J, K, & L. A maximum of two (2) signs may be located on the East (Hillcrest) Elevation. Signs to be individual, internally-illuminated dimensional letterforms or logo, on subframe, mounted to façade. Letterforms or logo shall not exceed thirty-six (36) inches in height. Each sign, including letterforms and logo (if applicable) may not exceed seventy-two (72) square feet in area.
- e. Ground floor business signage consistent with Section 4A below.
- f. Five (5) photopolymer Wall Signs to identify regulatory or service rooms on Haynie Avenue. Each not to exceed six hundred (600) square inches in area, mounted a minimum of fifty-four (54) inches above grade. Refer to Attachments G2 & G3.

**3. SHOPPING CENTER (RETAIL CENTER) IDENTIFICATION SIGNS:**

The two-story shopping center (Retail Center) will be allowed the following signs:

**A. Wall Signs:**

- a. One project identification wall sign located adjacent to the Parking Facility entry on Daniel Avenue. Non-illuminated dimensional letterforms or logo mounted directly to façade panels. Letterforms or logo height shall not exceed forty-eight (48) inches. Letterforms and logo (if applicable) may not exceed sixty (60) square feet in area and shall be installed a minimum of sixty (60) inches above grade. Refer to Attachment E2.
- b. One project identification wall sign located adjacent to the Parking Facility entry on Haynie Avenue. Non-illuminated dimensional letterforms or logo mounted directly to façade panels. Letterforms or logo height shall not exceed thirty (30) inches. Letterforms and logo (if applicable) may not exceed twenty-four (24) square feet in area and shall be installed a minimum of sixty (60) inches above grade. Refer to Attachment E3.
- c. One project identification wall sign at the Breezeway entry on Haynie Avenue. Dimensional metal letterforms pinned off the building wall that turn the corner. Mounted not less than nine (9) feet above grade. Maximum sign height not to exceed nine (9) inches, and area not to exceed twelve (12) square feet. Refer to Attachments H1, H2, & H3.

**B. Monument Sign:**

- a. One Monument Sign on Hillcrest Avenue not to exceed nine (9) feet in height, twelve (12) inches in depth, and forty (40) square feet in area. Static display allowed on both sides. Display area not to exceed twenty-eight (28)

square feet. Display area letter color, style, graphics, and tenant logos may be unique (non-standard) to each tenant and shall be allowed within this ordinance. Static display to be internally illuminated. Static display letter height to be twelve (12) inches maximum. Refer to Attachment I.

C. Projecting Sign:

One metal sign to identify the stair on the plaza that connects to below-grade parking, not to exceed four (4) square feet in area. Mounted a minimum of eight (8) feet above grade. Refer to Attachment H2.

D. Ground Sign:

One project identification Ground Sign on Daniel Avenue, not to exceed sixty-six (66) inches in height, ten (10) inches in width, or ninety (90) square feet in area. Dimensional metal letterforms shall not exceed forty-eight (48) inches in height. Illuminated by ground-mounted fixtures. Refer to Attachment E1.

**4. BUSINESS SIGNS:**

B. Primary Business Identification Signs: One (1) primary business identification sign per store frontage shall be permitted, except corner tenants or tenants with dual front and rear frontages will be allowed two (2) primary signs. Refer to Attachments M, N, O, P, Q, R, S, T, U, V, W.

a. Permitted Wall Signs: At Level One, maximum height thirty-six (36) inch letterforms or logo and seventy-two (72) square feet maximum area. At Level Two, letterforms or logo forty-eight (48) inches maximum height and ninety-six (96) square feet maximum area, except on the South (Haynie) Elevation, where one non-illuminated sign, positioned at the far eastern corner of the façade, with a maximum area of thirty (30) square feet, is allowed. Refer to Attachments M, N, S, U, W:

- Reverse channel pin mounted halo illumination
- Acrylic back mounted to building
- Wall mounted internally illuminated
- Wall mounted open channel
- Wall mounted panel sign (metal surface acrylic letterforms internally illuminated)
- Shelf with dimensional letters mounted to wall surface
- Halo illumination or internally illuminated
- Painted aluminum or metal pin mounted to wall
- Plaque: Acrylic or Aluminum

b. Permitted Suspended Signs with maximum height thirty-six (36) inch letterforms or logo:

- Type A: Dimensional letterforms or logo, internally illuminated. Refer to Attachments O, P, & V for allowable locations.
  - Type B: Dimensional letterforms internally illuminated on raceway. Refer to Attachment Q for allowable locations.
- c. Permitted Projecting Sign (Refer to Attachment R):
- One Internally illuminated Blade Sign with letterforms each side. Maximum sign area to be twenty-four (24) square feet.
- d. Permitted Canopy Signs:
- Refer to Attachments Q & S for allowable locations. Mounted on top of, or below, canopy. Maximum letterform or logo height of two (2) feet. Maximum sign area twenty-four (24) square feet:
    1. Dimensional letterform or logo internally illuminated or non-illuminated.
    2. Channel letter with push-through illuminated acrylic.
    3. Reverse channel halo illuminated with back plate.
- e. Other sign types acceptable to City of University Park sign regulations will be acceptable if approved by the Landlord. Letter color, style, and tenant logos may be unique (non-standard) to each tenant and shall be allowed within this ordinance, with Landlord approval
- f. Permitted Ground Sign (Refer to Attachment X):
- One (1) tenant statue, on Daniel Avenue. Statue measures 6'-2" in height, 9'-10" in width, and 36" in depth. Statue will be illuminated by ground lights within the landscape.

## 5. INTERIOR BUSINESS SIGNS (SECONDARY SIGN):

- A. Vinyl die-cut graphics and/or letterforms serving as tenant secondary signage is permitted on the inside of the glass storefront facing outward. Graphics must have an open design quality, meaning the opaque portion of the design may account for a maximum 20% of the area. The overall size of an individual graphic or logo may not exceed six (6) square feet, facing the street on which the building fronts or abuts.
- B. Signs inside buildings that include such information as store hours, trade association memberships and the like may be displayed only in the form of individual adhesive vinyl letters, screen-printed letter, or gold leaf letters applied to the inside of the glass storefront and not exceeding one (1) inch in height.
- C. Signs or emblems indicating acceptability of credit cards shall not be permitted. Vacuum-formed, plastic signs displaying "Open" and "Closed" and store hours will not be permitted.

## **6. TEMPORARY SIGNS**

- A. Temporary signs with messages like “Grand Opening”, “Coming Soon”, and “Relocating” may be displayed from inside the building facing each street on which the building fronts or abuts, provided the aggregate area of such signs shall not exceed seventy-two (72) square inches per each linear foot of storefront. The letters or numbers making up such sign shall not exceed twelve (12) inches in height, and prices shall not be advertised on such signs. These temporary signs must be placed a minimum of two (2) feet behind the glass.
- B. If property to be sold or leased includes a building with glass frontage, real estate signs with an aggregate area of one (1) square foot for each five (5) linear feet of store frontage, a minimum of five (5) square feet each, are permitted. Such signs shall not exceed twenty (20) square feet in area and must be placed behind the storefront glass. Such sign or signs shall be in lieu of any other real estate signs on the site.
- C. Holiday or Seasonal Decorative Signs or Banners: two signs permitted, letterforms and images not to exceed sixty (60) square feet in each area.

## **7. PROHIBITED SIGNS**

- A. The following signs shall be prohibited in this Special Sign District:
  - a. Internally illuminated awnings, with or without signage.
  - b. Signs related to credit card use.

## **8. PARKING FACILITY IDENTIFICATION SIGNS:**

The parking facility will be allowed the following signs:

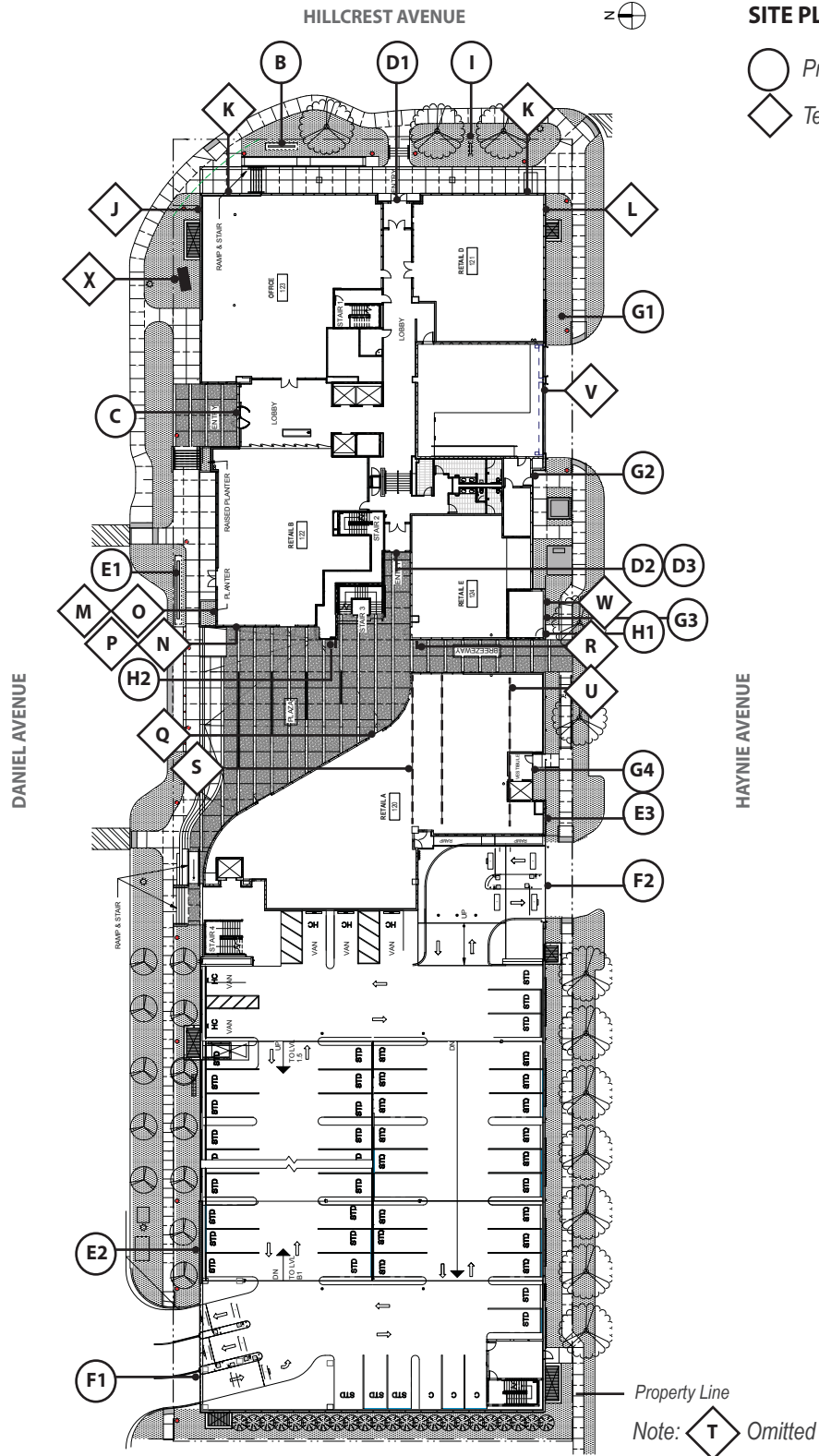
### **A. Wall Signs:**

- a. One wall sign identifying the Parking Facility located above the parking facility entrance on Daniel Avenue. Cut-out or dimensional letterform height not to exceed twenty-four (24) inches in height. Halo illumination. Sign area not to exceed one hundred thirty (130) square feet, mounted a minimum of eight (8) feet above grade. Refer to Attachment F1.
- b. One wall sign identifying the Parking Facility located above the parking facility entry on Haynie Avenue. Dimensional letterform height not to exceed twenty-four (24) inches. Halo illumination. Sign area not to exceed sixteen (16) square feet, mounted a minimum of eight (8) feet above grade. Refer to Attachment F2.

### **B. Ground Sign:**

One Site Directional Sign located on Haynie Avenue. Metal cabinet with metal letterforms. Letterforms not to exceed 6” in height, on one side only.

Maximum sign area is eight (8) square feet. Optional lighting from grade-mounted fixtures. Refer to Attachment G1.



## 01 SITE PLAN | ATTACHMENT LOCATION PLAN

NTS

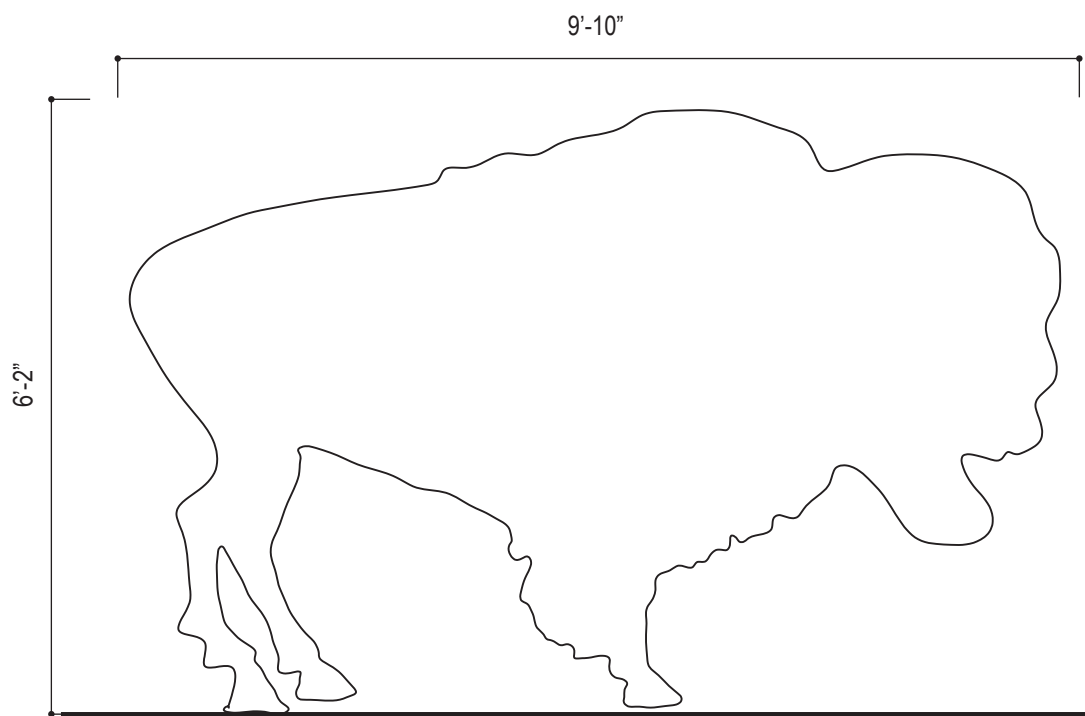
ATTACHMENT A  
SITE PLAN

HILLTOP PLAZA  
University Park, Texas

OMNIPLAN



Photo Reference

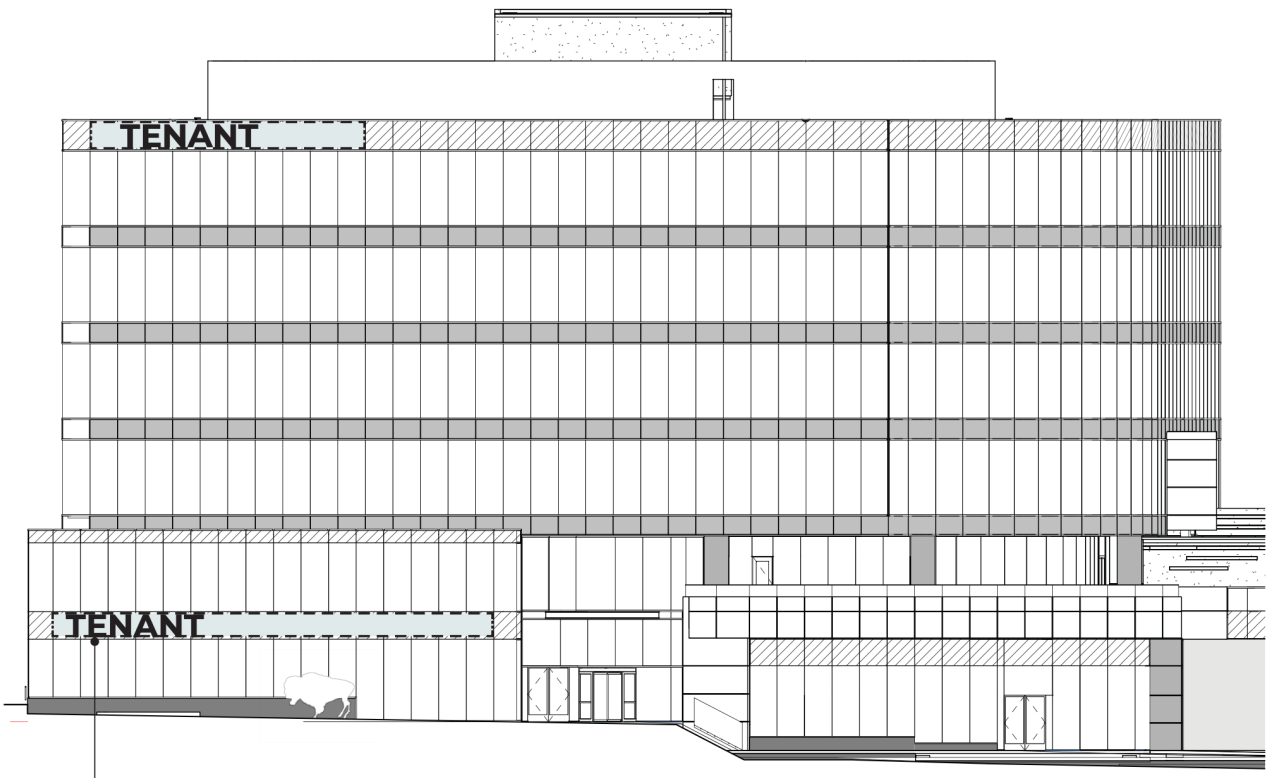


01 ELEVATION | BUSINESS IDENTIFICATION SIGN  
 $1/2" = 1'-0"$





Photo Rendering



01

ELEVATION | NORTH ELEVATION | DANIEL AVENUE

NTS