



AGENDA MEMO

5/18/2021 Agenda

TO: Honorable Mayor and City Council

FROM: Patrick Baugh, Community Development Director

SUBJECT: Consider an Ordinance amending the Special Sign District of 6565 Hillcrest Avenue to allow a statue of a Buffalo

BACKGROUND:

The Special Sign District (District) for 6565 Hillcrest, Hilltop Plaza, was created through Ordinance on March 5, 2019. The primary tenant's subsidiary, Capital Plains Bank, requests the District's regulations be amended to allow a life-size, bronze with brown patina, statue of an American Bison (aka Buffalo) the Tenant's logo image.

The life size Bison statue stands 6'-2" tall, 9'-10" in length and 3'-0" wide. This is proposed to be mounted on a 4'-0" by 8'-0" base at ground level to provide a true-to-life viewing experience. The statue would be located near the northeast corner of the building and setback from the street/face of curb approximately 18'-0".

The Zoning and Development Advisory Committee deliberated on this request during its April meeting and recommended approval of the amendment. No other elements or requirements of the Special Sign District or graphics package is affected.

In 2017, the Bison received official designation as the country's first National Mammal. Attached is also a brief article from D Magazine (March 1990) that could lend additional support for approval of this proposal to place a statue of a Bison in Snider Plaza.

RECOMMENDATION:

Staff concurs with the Zoning and Development Advisory Committee and recommends approval of the amending ordinance of the Special Sign District for 6565 Hillcrest, Hilltop Plaza to allow placement and installation of the American Bison statue.

ATTACHMENTS:

"D Magazine" article
Draft minutes of the ZADAC
Application
Hilltop Site Plan
Hilltop SSD

DALLAS'S LAST BUFFALO HUNT

BY ROB LALLIER PUBLISHED IN [D MAGAZINE MARCH 1990](#)

YESTERDAY The last buffalo shot in Dallas began its final day in what is now Old Town Shopping Center. During the Depression, however, Old Town was prairie land on the old Caruth plantation and the site of a Thirties Western movie whose fate was ultimately as bleak as that of the buffalo.

Buffalo and Indians were imported from Oklahoma for the shoot-em-up's opening scene and things began according to plan: Indians whooped, buffalo thundered. And then came trouble. A reinforced barbed wire fence failed to stop the charging buffalo, who scattered throughout the countryside.

Enter land baron **WILL CARUTH JR.**, an avid hunter and gun lover, who set out to track one beast reported to be roaming through his Highland Park neighborhood. As Caruth closed in, the buffalo made its way to Snider Plaza, where he encountered a Gulf station attendant fixing a tire. When the man heard a strange snort, he looked up-and screamed.

The buffalo then headed for the Varsity Theatre (now the Plaza Theatre), which was just letting out. Several theater patrons, seeing the bison, decided that a second show wouldn't be a bad idea and fled back into the theater. That's when Caruth caught up with the big woolly guy, took aim, and dropped him on the spot.

And that's the story. The buffalo meat found its way to the Salvation Army. The head hangs on Caruth's wall. That's just the way it was back then, junior. Kids walked barefoot through the snow to school and buffalo roamed the Highland Park shopping centers.

ATTACHMENT – ZADAC DRAFT MINUTES Excerpt 04-14-21

1. 6565 Hillcrest Avenue – SSD (Plains Capital)

- Presentation
 - Allison Goodman, Robert Clark & Associates, presented this item via PowerPoint. Ms. Goodman shared the proposed statue dimensions, lighting details, location, photo renderings and elevations.
- Discussion
 - Committee Member Brunz questioned if there are any means to secure the statue in the case of someone trying to climb it. Ms. Goodman stated there are security cameras on site and the statue is too tall for climbing. Ms. Goodman also stated that such safety matters is something to consider.
 - Committee Member Brunz questioned if there are any developments in the City similar to this one. Mrs. Rees stated there have been no issues on the statue at Hotel Lumen, the “Love” sculpture near City Hall, nor at the statue in Preston Center Plaza.
 - Committee Member Brunz expressed that if this item is recommended for approval, this would set the standard moving forward.
 - Committee Member Graves mentioned a previous item regarding the mural at the Biscuit Bar. She asked for clarification if this item is classified as a sign or art. Mrs. Rees clarified this item is a sign not a mural.
 - Committee Member Graves expressed her concern that this decision could set the precedent for other businesses to follow.
 - Mrs. Rees stated this item is the first of its kind. She also stated each case varies and looked at individually.
 - Committee Member Graves expressed that it is a good thing to review these case by case, however they still have to be mindful of future requests.
 - Committee Member Sower shared that this proposal fits in with the aesthetic of the surrounding area. Ms. Goodman stated these statue placements are only in the high end and key regional locations, University Park being one of them.
 - Committee Member Sower expressed his concern on the duration of the lighting and if that is something that can be included in this meeting’s motion. Mrs. Rees confirmed that this Committee could make conditions, including a cut off time for lighting.
 - Ms. Goodman gave an example to turn off the lighting at 5 PM when the businesses closes.
 - Mrs. Rees asked Ms. Goodman if there are security guards on site. Ms. Goodman replied there is a security system and cameras in place, but she can find out this information.
 - Committee Member Graves stated she personally has no issues with this proposal; however, this decision sets the standard moving forward.
 - Committee Member Biddle expressed the lighting should remain on at all times for security purposes and nearby neighbors should not be affected by the low-level lighting. Ms. Goodman confirmed this proposal consist of low level lighting.
 - Ms. Palomino relayed Acting Chairman Carter’s comments that he is in favor of this proposal as is.
- Action
 - Committee Member Biddle moved to approve, seconded by Committee Member Sower. The motion carried by a unanimous vote at 12:21 PM.