



UNIVERSITY PARK

ZONING AND DEVELOPMENT ADVISORY COMMITTEE AGENDA MEMO

Meeting Date:
01/21/2026

Item Type:
Special Sign District

Subject: 6601 Hillcrest Avenue Special Sign District Creation
Prepared By: Jessica Rees, AICP, City Planner

Background:

The applicant is requesting the creation of a Special Sign District for the property located at 6601 Hillcrest Avenue. The Special Sign District will be for one (1) double signed flag monument sign saying Snider Plaza. The sign will be attached to a pole that projects through the roof of the existing building. The maximum height of the proposed sign is 24' and the maximum size of the sign is 27.6 square feet.

The proposed sign is a joint effort between the City of University Park and the property owner in coordination with the Snider Plaza and Hillcrest/Daniel enhancements.

Proposed renderings are attached to this report.

Attachments:

1. Application and Renderings



City of University Park, Texas
Community Development Department Application
Phone 214-987-5411

Please check the appropriate box (1) below to indicate the type of action you are requesting:

- | | | |
|--|---|---|
| <input type="checkbox"/> Amending Plat | <input type="checkbox"/> Specific Use Permit | <input type="checkbox"/> Planned Development - Development Plan |
| <input type="checkbox"/> Replat | <input type="checkbox"/> Zoning Change Request | <input type="checkbox"/> Planned Development - Concept Plan |
| <input type="checkbox"/> Final Plat | <input checked="" type="checkbox"/> Special Sign District | <input type="checkbox"/> Planned Development - Detailed Site Plan |

PLEASE NOTE: **A land use statement is required for all zoning change requests, development plan/concept plan/detailed site plan reviews, and specific use permits. **PLEASE COMPLETE PAGE 2 FOR THESE ITEMS****

SITE INFORMATION

Address (Location): 6601 Hillcrest, Dallas, TX 75202 Submittal Date: 1/13/2026

Is there a previous project associated with this address/location? YES NO

If yes, what type of Project: _____

Existing Zoning: _____ Proposed Zoning: _____ Lots: _____

Existing Use: _____ Proposed Use: _____

Legal Description of Subject Property (attach separate sheet if necessary) _____

APPLICANT INFORMATION

Applicant Name: Alan Grayson Company Weitzman

Address 3102 Maple Ave Ste 500 City Dallas State TX Zip 75201

Phone 2147206627 Fax _____ Email agrayson@weitzman.com Cell _____

Property Owner (If different from applicant): Hillcrest/Daniels LTD.

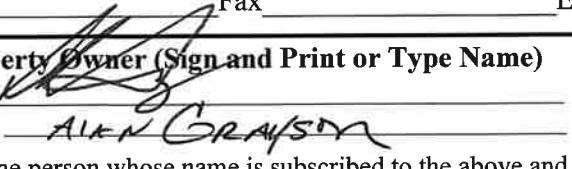
Address 3102 Maple Ave Ste 500 City Dallas State TX Zip 75201

Phone _____ Fax _____ Email _____ Cell _____

Key Contact: _____

Phone _____ Fax _____ Email _____ Cell _____

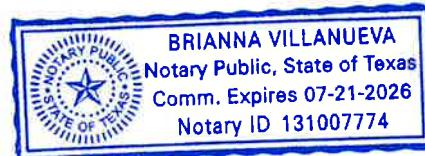
Signature of Property Owner (Sign and Print or Type Name)

SIGNATURE 

Print or Type Name: ALAN GRAYSON

Known to me to be the person whose name is subscribed to the above and foregoing instrument, and acknowledged to me that they executed the same for the purposes and consideration expressed and in the capacity therein stated.

Given under my hand and seal at office on this 13 day of January 20 26.



(For Plat Applications Only)

I waive the statutory time limits in accordance with Section 212.009 of the Texas Local Government Code.

Signature: _____ Date: _____

Office Use Only:

Total Paid:

Payment Method:

Accepted By:

LAND USE STATEMENT: FOR ALL ZONING CHANGE REQUESTS, DEVELOPMENT PLAN/CONCEPT PLAN/DETAILED SITE PLAN REVIEWS AND SPECIFIC USE PERMITS. PLEASE PROVIDE SPECIFIC DETAILS OF THE PROPOSED PROJECT.

APPLICANT: _____ **ADDRESS:** _____

See attached renderings for "Snider Plaza" sign.

SNIDER PLAZA

CUSTOMER APPROVAL

APPROVED BY: _____ DATE: ____ / ____ / ____

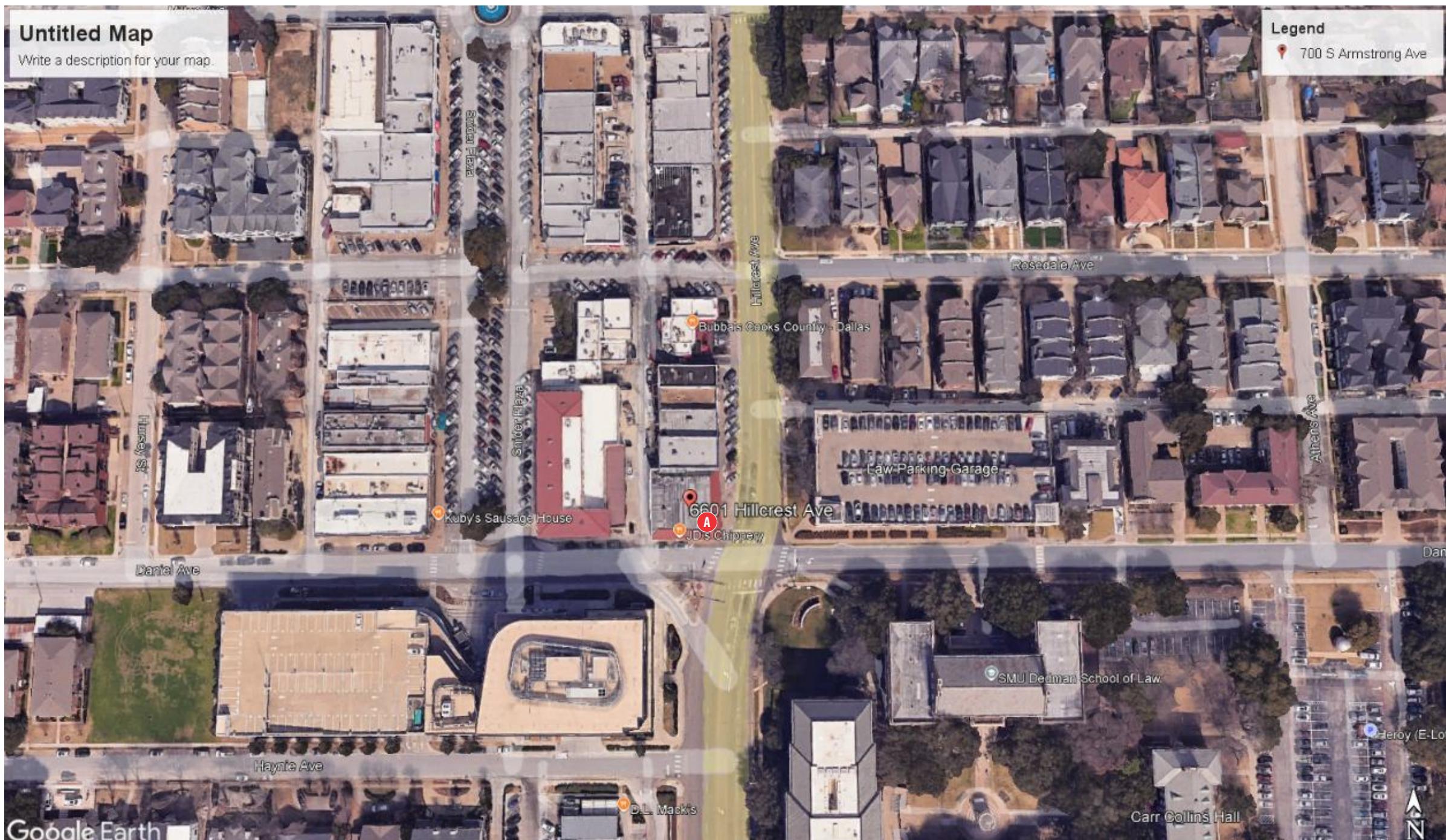


LEGACY SIGNS
OF TEXAS

250889 - SNIDER PLAZA

UNIVERSITY PARK, TX | 06.26.25

UL E226292 BBB TDLR 18933



SITE PLAN - AERIAL VIEW

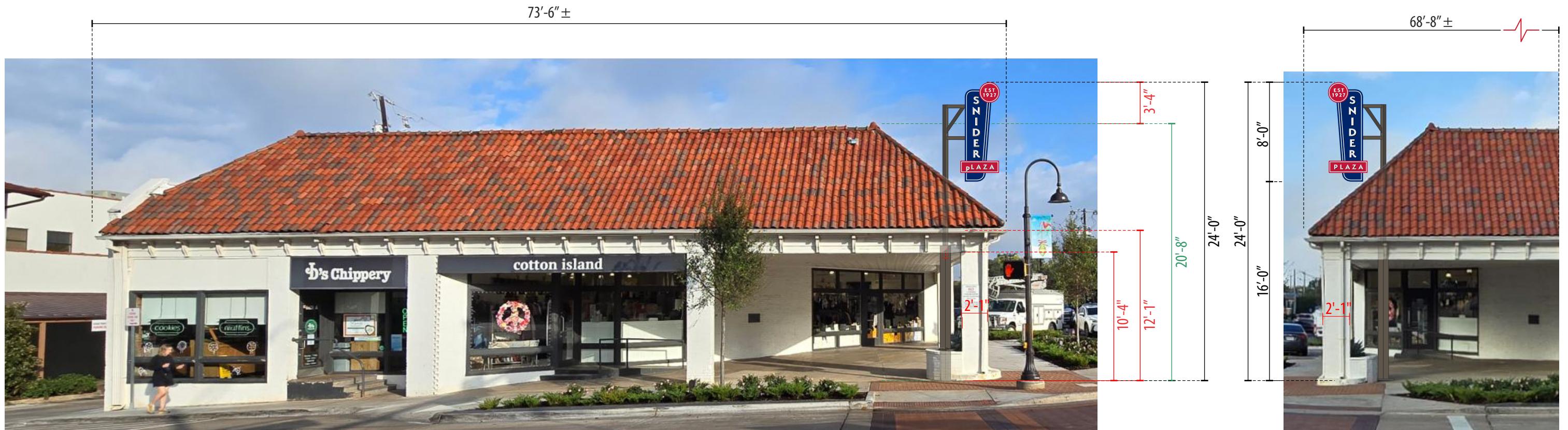


PRESENTATION DOCUMENT

THE COLORS, SIZES AND PROPORTIONS INCLUDED IN THIS PRESENTATION DOCUMENT ARE PRELIMINARY IN NATURE AND REPRESENT PROPOSED SIGN(S) BASED ON INFORMATION OBTAINED BEFORE A TECHNICAL SURVEY HAS BEEN PERFORMED. COLORS, SIZES AND PROPORTIONS MAY BE REQUIRED TO CHANGE UPON THE RESULTS OF A TECHNICAL SURVEY.

JOB NUMBER	250889	DATE	BY	REV	NOTES
JOB DESCRIPTION	BLADE SIGNAGE	06.26.25	MB		
JOB NAME	SNIDER PLAZA	06.27.25	MB	R1	
ADDRESS	6601 HILLCREST AVE @ DANIEL AVE UNIVERSITY PK, TX 75205	07.15.25	MB	R2	
SALES	RICK SUTTON	07.15.25	MB	R3	
PROJECT MANAGER	AMANDA HORN	11.24.25	AB	R5	UPDATE PER SURVEY & ENGINEERING

THIS DRAWING PACKAGE IS THE PROPERTY OF LEGACY SIGNS OF TEXAS. BY ACCEPTING THIS DOCUMENT, RECIPIENT ASSUMES CUSTODY AND AGREES THAT THIS DOCUMENT WILL NOT BE COPIED OR REPRODUCED IN WHOLE OR IN PART ITS CONTENTS REVEALED IN ANY MANNER OTHER THAN TO THE INTENDED PARTY WITHOUT EXPRESS WRITTEN PERMISSION FROM LEGACY SIGNS OF TEXAS - 817.431.5700



DANIEL AVE.

HILLCREST AVE.

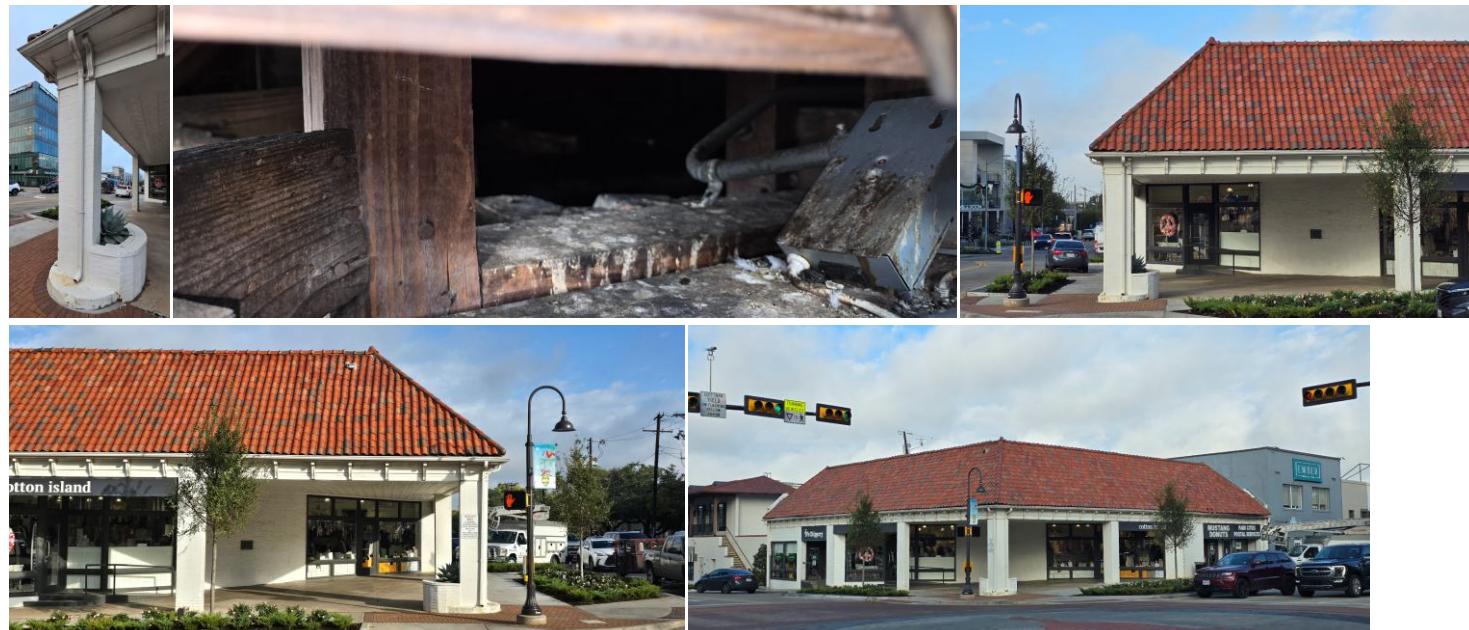
A PROPOSED NEW SIGN @ CORNER OF HILLCREST & DANIEL

(1) REQUIRED - MANUFACTURE & INSTALL

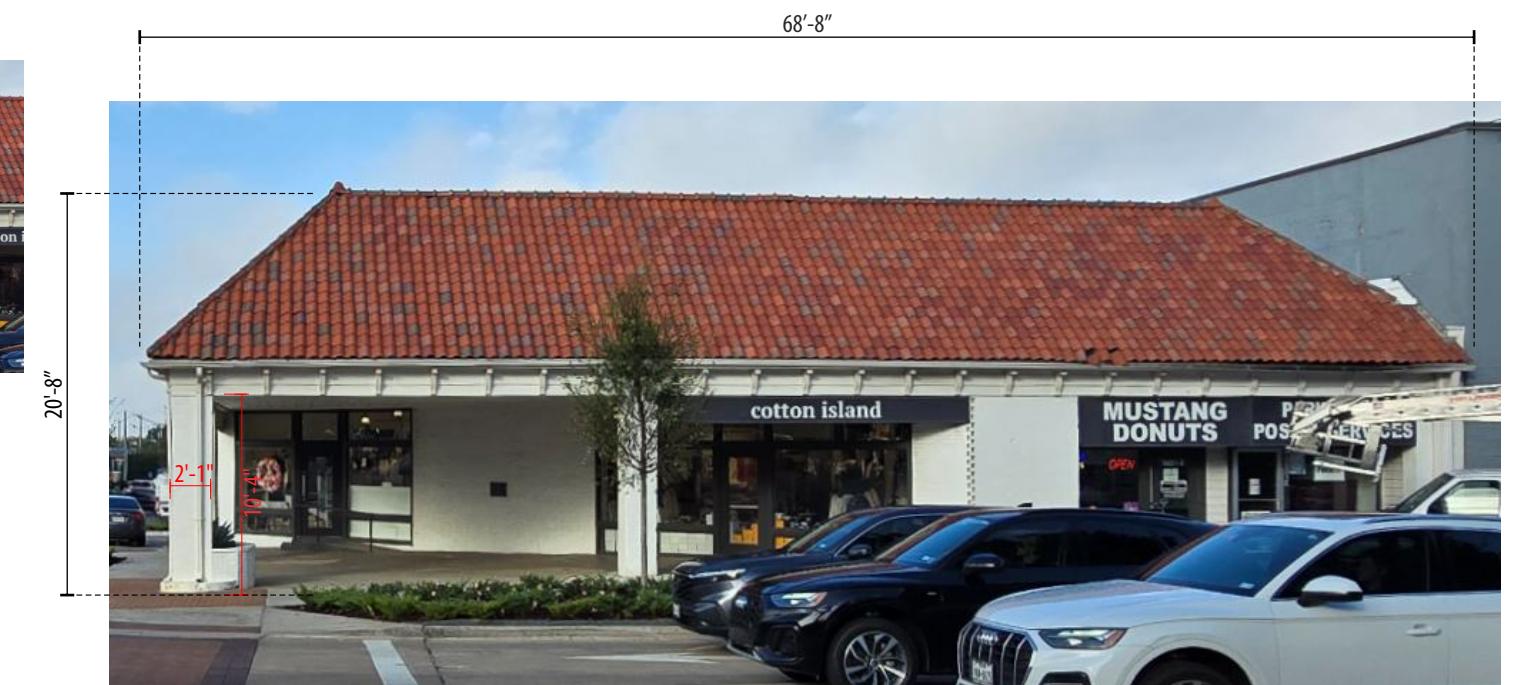
NOTE: SEE ENGINEERING SIGN PROJECTS AT 45 DEGREE ANGLE OVER CORNER - SEE 3D RENDERINGS

SCALE: 1/8"=1'-0"

27.6 SQ. FT.



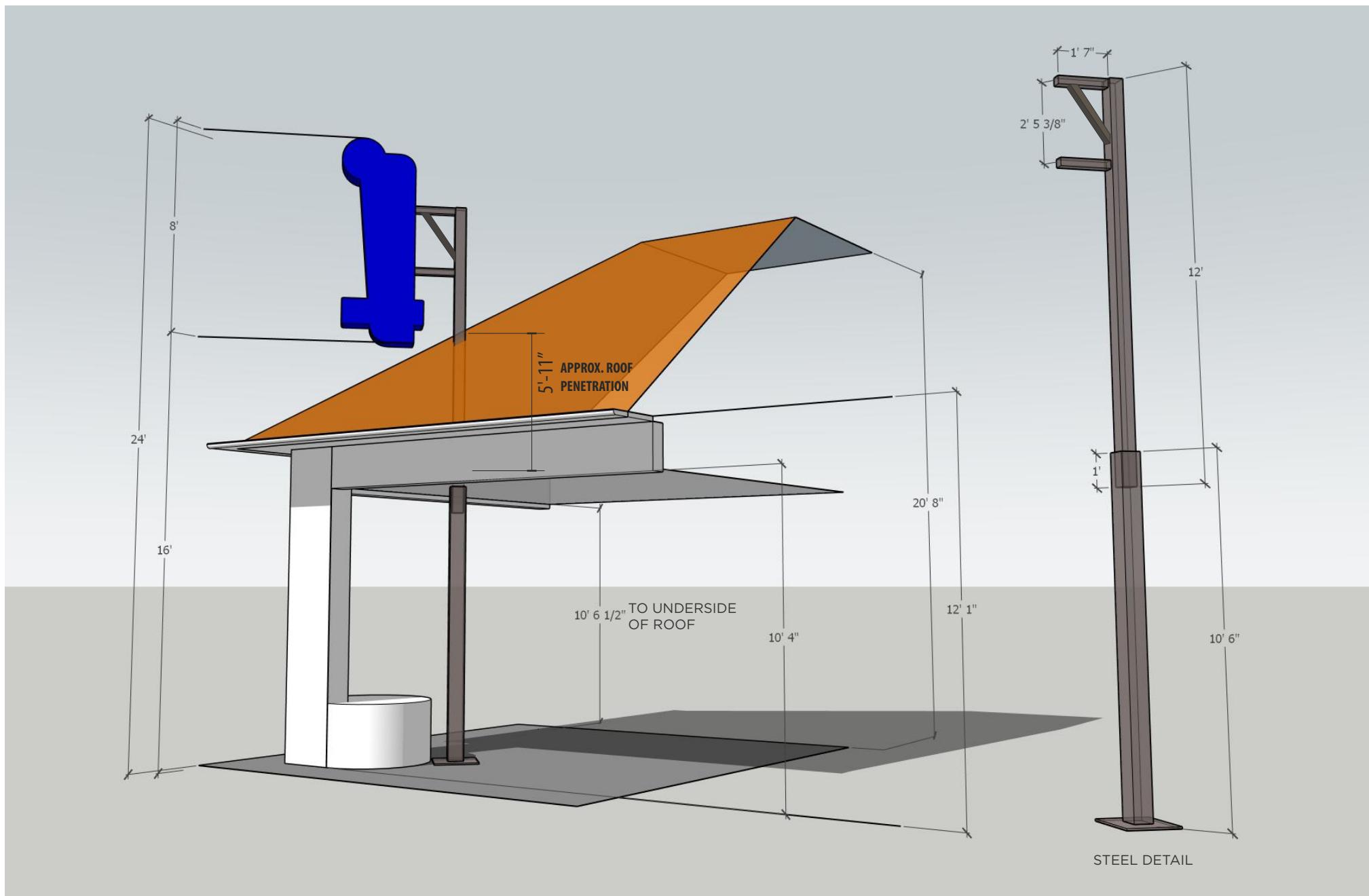
EXISTING CONDITIONS



FULL ELEVATION

JOB NUMBER	250889	DATE		BY		REV	NOTES
JOB DESCRIPTION	BLADE SIGNAGE	06.26.25		MB			
JOB NAME	SNIDER PLAZA	06.27.25		MB	R1		
ADDRESS	6601 HILLCREST AVE @ DANIEL AVE UNIVERSITY PK, TX 75205	07.15.25		MB	R2		
SALES	RICK SUTTON	07.15.25		MB	R3		
PROJECT MANAGER	AMANDA HORN	11.24.25		AB	R5		UPDATE PER SURVEY & ENGINEERING

**NOTE: CUSTOMER ROOFER WILL PROVIDE ACCESS THRU CANOPY AND THE ROOF.
THIS IS AN HISTORICAL BUILDING.**



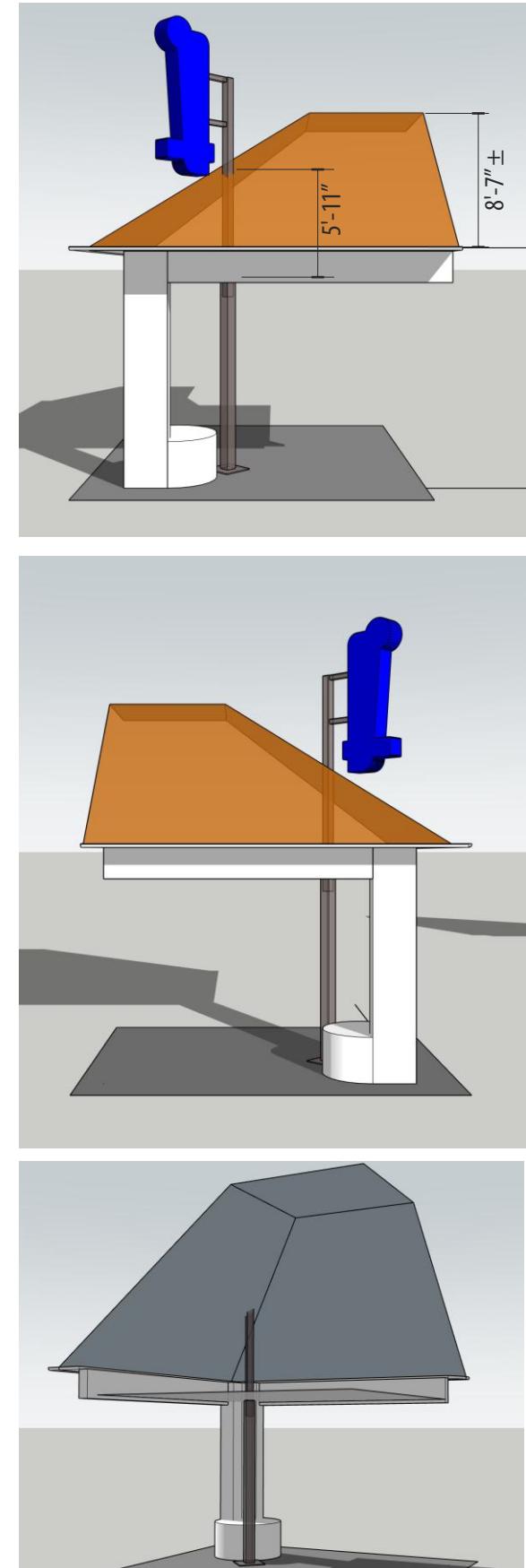
A PROPOSED NEW SIGN @ CORNER OF HILLCREST & DANIEL

(1) REQUIRED - MANUFACTURE & INSTALL

SCALE: NTS

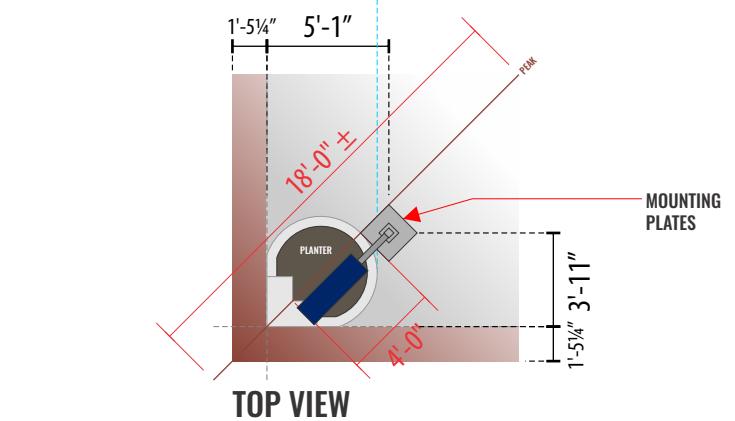
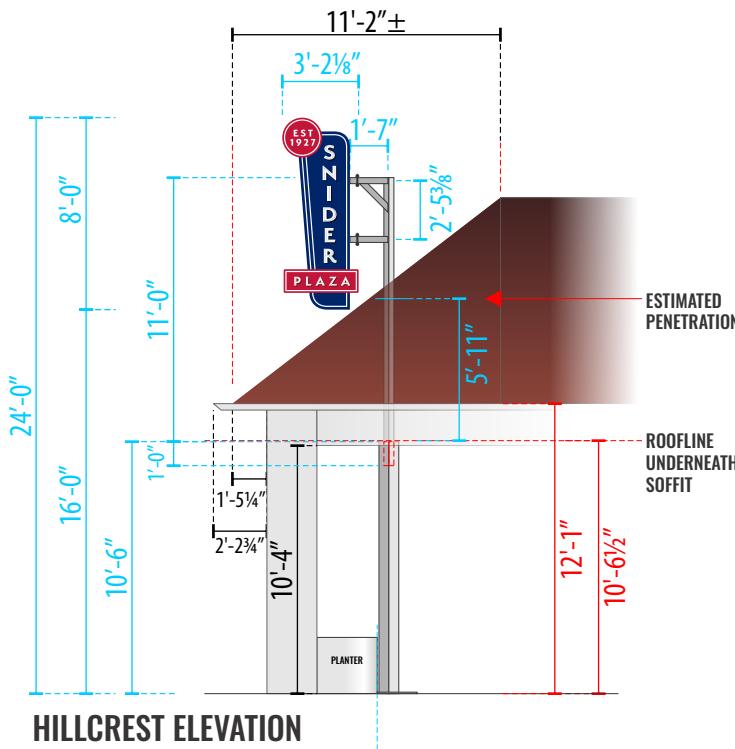
27.6 SQ. FT.

NOTE: NEW SIGN TO BE ENGINEERED PRIOR TO FABRICATION

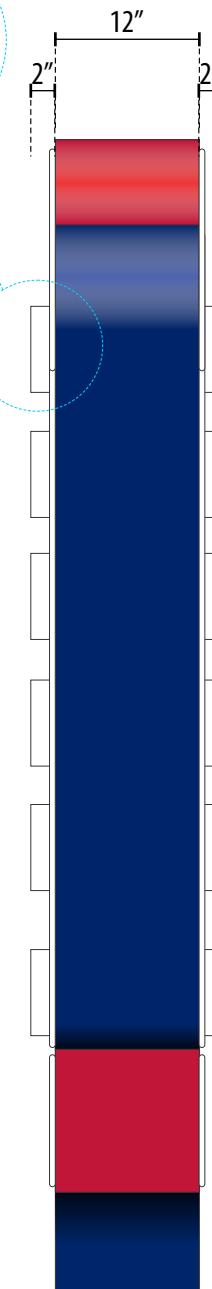
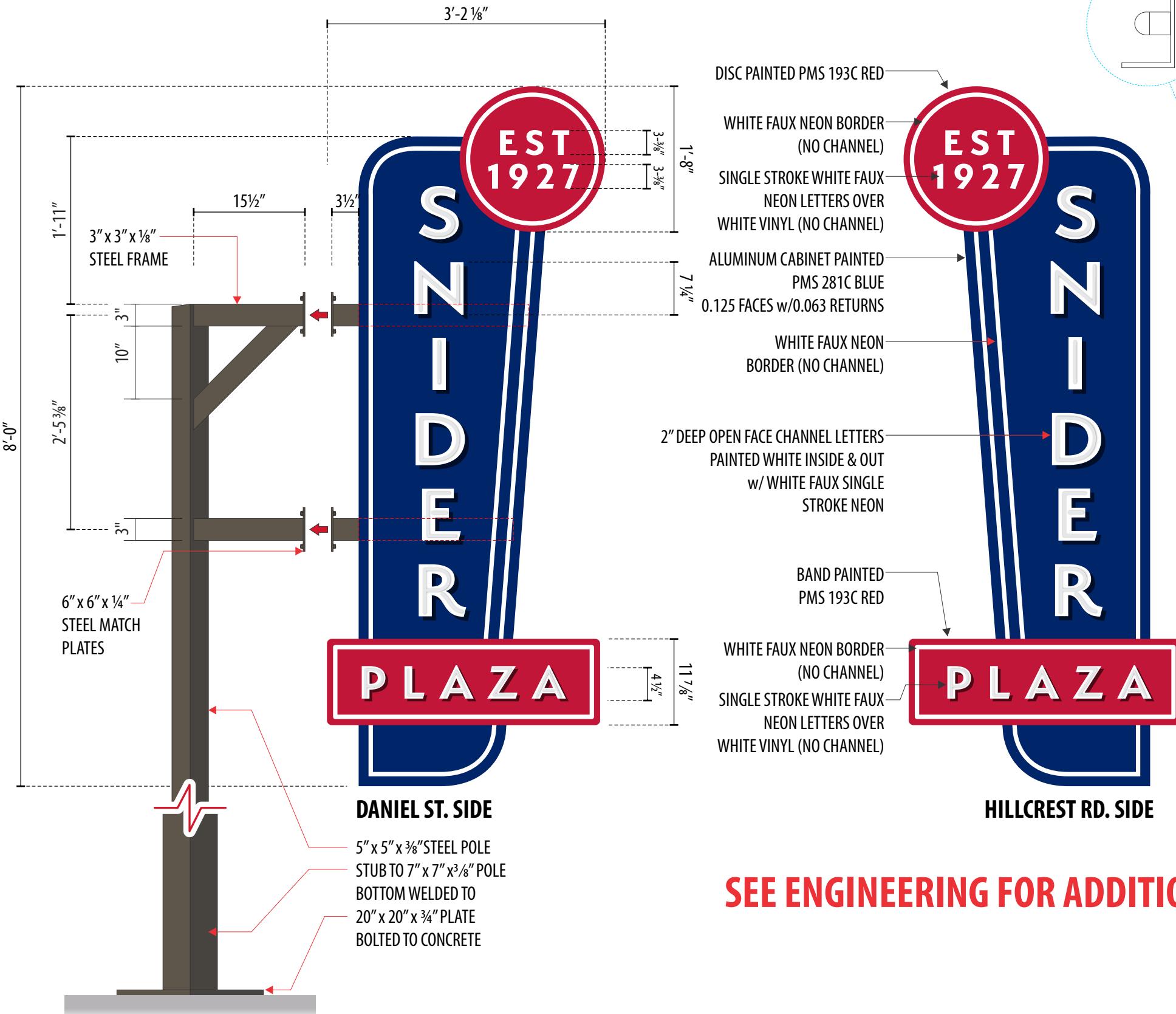


JOB NUMBER	250889	DATE		BY		REV	NOTES
JOB DESCRIPTION	BLADE SIGNAGE	06.26.25		MB			
JOB NAME	SNIDER PLAZA	06.27.25		MB	R1		
ADDRESS	6601 HILLCREST AVE @ DANIEL AVE UNIVERSITY PK, TX 75205	07.15.25		MB	R2		
SALES	RICK SUTTON	07.15.25		MB	R3		
PROJECT MANAGER	AMANDA HORN	11.24.25		AB	R5		UPDATE PER SURVEY & ENGINEERING

NOTE: CUSTOMER ROOFER WILL PROVIDE ACCESS THRU CANOPY AND THE ROOF. THIS IS AN HISTORICAL BUILDING.



GC TO CREATE ROOF PENETRATION.
STEEL TO BE BOLTED TO CONCRETE.
TOP STEEL WITH BLADE TO BE DROPPED
THRU ROOF AND STUBBED INTO
BOTTOM STEEL



HILLCREST RD. SIDE

FRONT VIEW

SEE ENGINEERING FOR ADDITIONAL DETAILS



7923 E. McKinney St.
Denton, TX 76208
Office: 817.431.5700
Fax: 817.431.5799

PRESENTATION DOCUMENT

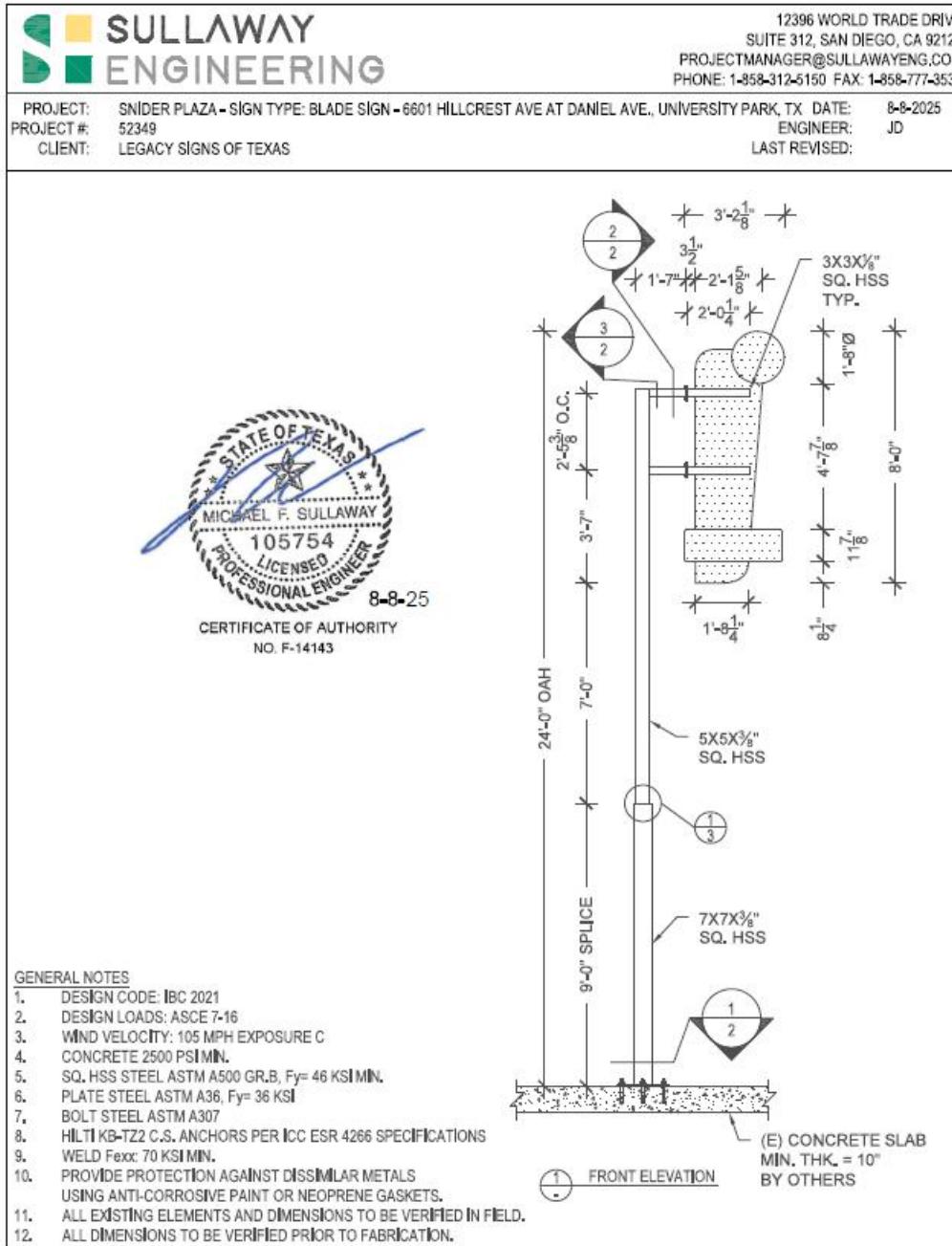
THE COLORS, SIZES AND PROPORTIONS INCLUDED IN THIS PRESENTATION DOCUMENT ARE PRELIMINARY IN NATURE AND REPRESENT PROPOSED SIGN(S) BASED ON INFORMATION OBTAINED BEFORE A TECHNICAL SURVEY HAS BEEN PERFORMED. COLORS, SIZES AND PROPORTIONS MAY BE REQUIRED TO CHANGE UPON THE RESULTS OF A TECHNICAL SURVEY.

JOB NUMBER	250889	DATE		BY		REV	NOTES
JOB DESCRIPTION	BLADE SIGNAGE	06.26.25		MB			
JOB NAME	SNIDER PLAZA	06.27.25		MB	R1		
ADDRESS	6601 HILLCREST AVE @ DANIEL AVE UNIVERSITY PK, TX 75205	07.15.25		MB	R2		
SALES	RICK SUTTON	07.15.25		MB	R3		
PROJECT MANAGER	AMANDA HORN	11.24.25		AB	R5		UPDATE PER SURVEY & ENGINEERING

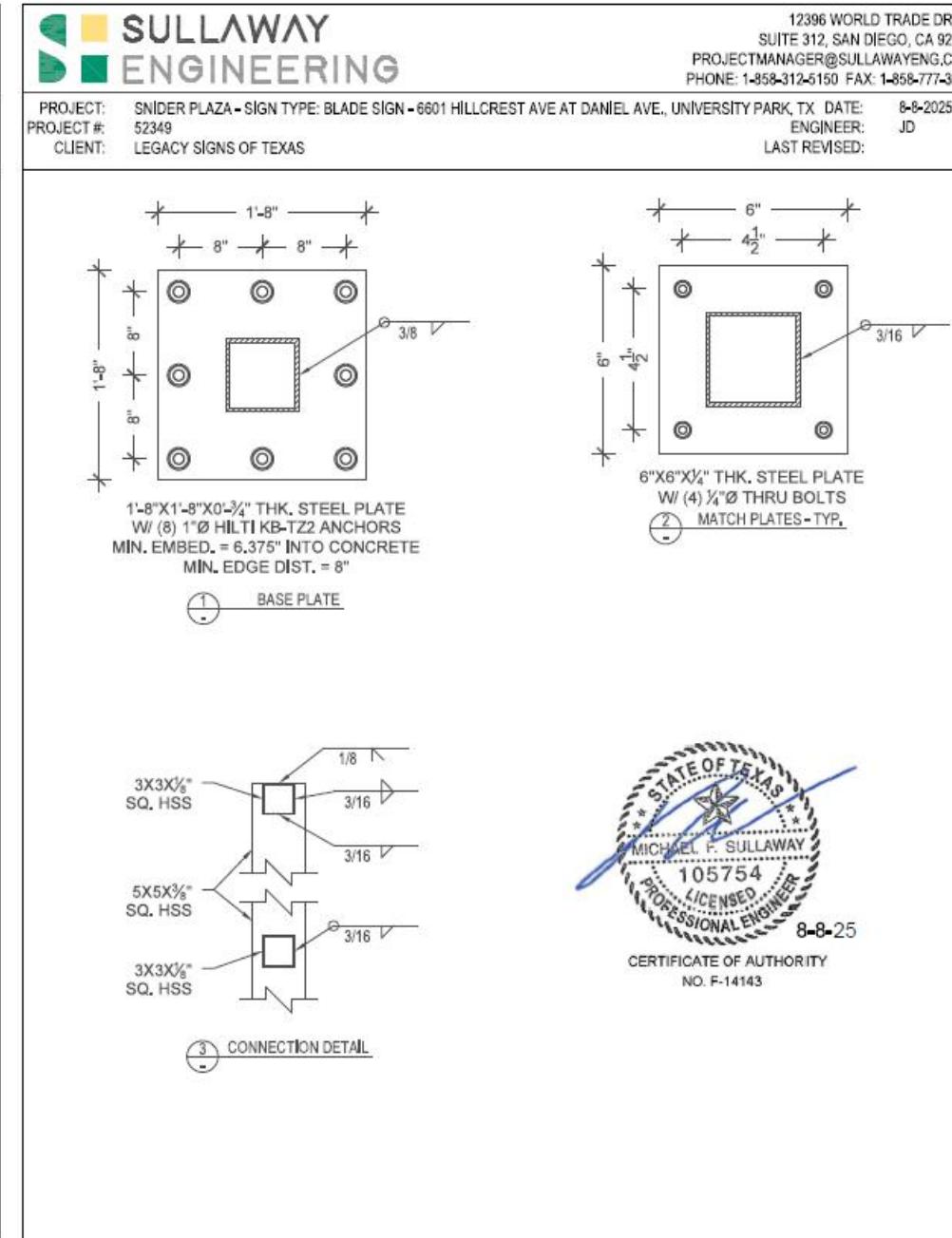
THIS DRAWING PACKAGE IS THE PROPERTY OF LEGACY SIGNS OF TEXAS. BY ACCEPTING THIS DOCUMENT, RECIPIENT ASSUMES CUSTODY AND AGREES THAT THIS DOCUMENT WILL NOT BE COPIED OR REPRODUCED IN WHOLE OR IN PART ITS CONTENTS REVEALED IN ANY MANNER OTHER THAN TO THE INTENDED PARTY WITHOUT EXPRESS WRITTEN PERMISSION FROM LEGACY SIGNS OF TEXAS - 817.431.5700

HEIGHT OF 7" STEEL HAS INCREASED FROM ENGINEERING. FOLLOW PREVIOUS PAGES. SEE ENGINEERING FOR FULL CALCULATIONS.

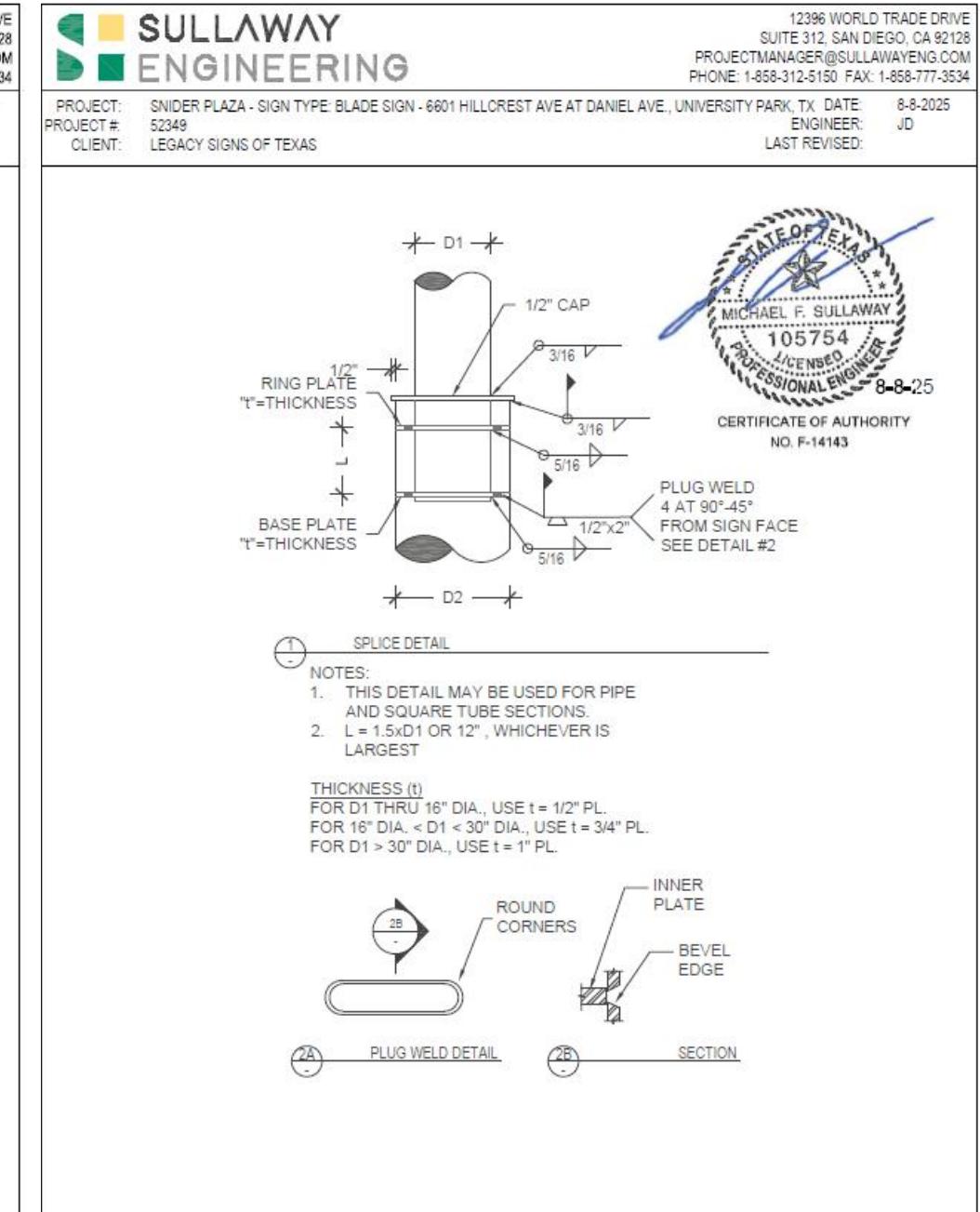
Page 1 of 28



Page 2 of 28



Page 3 of 28



7923 E. McKinney St.
Denton, TX 76208
Office: 817.431.5700
Fax: 817.431.5799

PRESENTATION DOCUMENT

THE COLORS, SIZES AND PROPORTIONS INCLUDED IN THIS PRESENTATION DOCUMENT ARE PRELIMINARY IN NATURE AND REPRESENT PROPOSED SIGN(S) BASED ON INFORMATION OBTAINED BEFORE A TECHNICAL SURVEY HAS BEEN PERFORMED. COLORS, SIZES AND PROPORTIONS MAY BE REQUIRED TO CHANGE UPON THE RESULTS OF A TECHNICAL SURVEY.

JOB NUMBER	250889	DATE	06.26.25	BY	MB	REV	NOTES
JOB DESCRIPTION	BLADE SIGNAGE		06.27.25	MB	R1		
JOB NAME	SNIDER PLAZA		07.15.25	MB	R2		
ADDRESS	6601 HILLCREST AVE @ DANIEL AVE UNIVERSITY PK, TX 75205		07.15.25	MB	R3		
SALES	RICK SUTTON		07.15.25	MB	R3		
PROJECT MANAGER	AMANDA HORN		11.24.25	AB	R5		UPDATE PER SURVEY & ENGINEERING

THIS DRAWING PACKAGE IS THE PROPERTY OF LEGACY SIGNS OF TEXAS. BY ACCEPTING THIS DOCUMENT, RECIPIENT ASSUMES CUSTODY AND AGREES THAT THIS DOCUMENT WILL NOT BE COPIED OR REPRODUCED IN WHOLE OR IN PART ITS CONTENTS REVEALED IN ANY MANNER OTHER THAN TO THE INTENDED PARTY WITHOUT EXPRESS WRITTEN PERMISSION FROM LEGACY SIGNS OF TEXAS - 817.431.5700



**ZONING AND DEVELOPMENT ADVISORY COMMITTEE
(ZADAC)**

MEETING SUMMARY
August 20, 2025

The Zoning and Development Advisory Committee (ZADAC) of the City of University Park met on Wednesday, August 20, 2025 at 12:00 P.M. at the Peek Service Center – Emergency Operations Center, 4420 Worcola St., Dallas, TX 75206. The following are the meeting summary notes.

Committee Members Attending:

Ben Biddle, Chairman
Michael Malone
Charlie Cooper
Grant Laughlin
Kent Gardner
Claire Baker
Stuart McIllyar
Bob Myers, City Council Liaison

Staff Members Attending:

Shana Sims, Assistant City Manager
Keegan Littrell, Public Works and ComDev Director
Jessica Rees, City Planner
Mary Oates, Community Development Technician

Absent and Excused:

Skip Woodall
Mary Graves

1. Call to Order

Chairman Biddle called the meeting to order at 12:01 p.m.

2. 6600 Snider Plaza Special Sign District Creation

- Jessica Rees presented the request for second floor business signage at 6600 Snider Plaza.
- An image was shown of the frontage of the building. The bottom floor is separated into two (2) tenants, but the second floor is separated between three (3) tenants. Because neither of those tenants occupy fifty percent (50%) or more of the second floor, they technically cannot have any signage right now. So the request is for those tenants to have some sort of signage for advertisement.

- What is being proposed is three (3) signs, one (1) for each tenant on that second floor. The tenants are, Body Lounge, Beacon Advisors and Strode Company. These signs will not be illuminated and will not be wall signs. They will be hanging signs that will be hanging from the rafters under the canopy over the walk way. The only sign that will be able to be seen from the street is the Strode Company sign from the Daniel side of the building. The signs will only be thirty (30) inches by twenty (20) inches. No electrical due to them not being illuminated. The example of the signs were shown via PowerPoint to the committee members.

- Discussion

- Committee member Baker asked if the committee's approval would be for these specific signs and the tenants would have to come back if they wanted to change them. Jessica stated that this request is to just to have the second-floor signage with the size and locations approved, not the specific sign.
- The committee asked if this effects any other buildings in Snider Plaza. Mrs. Rees stated that no, this would be first this building only.

- Decision

- There was a motion made by Committee Member, Gardner, seconded by Committee Member, Baker, to send a recommendation to City Council that the request be approved as requested. There was a unanimous vote amongst the members to send the recommendation onto City Council.

3. Approval of Minutes

- Chairman Biddle asked if there were any changes or corrections needed to the minutes from the May 28, 2025 meeting of the Zoning and Development Advisory Committee. Committee Member, Malone, moved that the minutes be approved. His motion was seconded by Committee Member, Baker and passed by 6-1 vote. 1 vote was abstained.

4. Adjournment

With there being no further business before the Committee, the meeting adjourned at 12:13 p.m.

Ben Biddle, Chairman
Zoning and Development Advisory Committee

Date