



**CITY OF GRAND PRAIRIE
COMMUNICATION**

MEETING DATE: 02/03/2026

REQUESTER: Monica Espinoza, Administrative Supervisor

PRESENTER: Savannah Ware, AICP, Assistant Director of Planning & Development

TITLE: VCC-25-11-0004 - Unified Signage Plan - Rosa's Cafe Monument Signs (City Council 2). Unified Signage Plan for a retail development within the SH 161 Corridor. Lot 1-4, Block A, Bobby Cox Addition, City of Grand Prairie, Dallas County, Texas, zoned PD-143, and addressed as 1525, 1545, 1555, and 1565 Mayfield Rd (On January 13, 2026, the Planning and Zoning Commission recommended approval by a vote of 7-0)

APPLICANT: Tommy Tanner, Mello Signs

RECOMMENDED ACTION: Staff is unable to recommend approval of the request because it does not meet UDC requirements. However, staff notes that the plan will provide for coordinated and uniform signage for the 8.58-acre development.

SUMMARY:

Unified Signage Plan for a retail development within the SH 161 Corridor. Lot 1-4, Block A, Bobby Cox Addition, City of Grand Prairie, Dallas County, Texas, zoned PD-143, and addressed as 1525, 1545, 1555, and 1565 Mayfield Rd.

PURPOSE OF REQUEST:

The applicant is proposing signs that require variances to the requirements in the Unified Development Code (UDC). Variances to signage requirements are reviewed and considered by a Unified Signage Plan when the request involves more than one sign or is intended for new development.

The applicant is proposing a Unified Signage Plan that includes three multi-tenant monument signs and two single-tenant monument signs. The signage plan is for a development that is about 8.58 acres in the SH 161 Corridor. The development includes Rosa's Cafe site and three adjacent lots that have been platted and intended to be developed for Restaurant and Retail uses. The three multi-tenant monument signs are intended to serve the entire development. This Unified Signage Plan allows for integrated branding across all four lots, specifically enabling the off-premise advertisement of Rosa's Café on shared signage located throughout the remaining restaurant and retail sites. Additionally, the applicant

will provide landscaping for the monument in accordance with the requirements set forth in UDC Article 9.

ADJACENT LAND USES:

The following table summarizes the zoning designation and existing use for the surrounding properties.

Table 1. Zoning and Land Use

Direction	Zoning	Existing Use
North	PD-364	Commercial/Raising Cane’s/Shake Shack
East	PD-294	Commercial/Ikea
South	PD-143	Vacant/General Retail
West	PD-231C	Single-Family

ZONING REQUIREMENTS:

The following table summarizes the sign requirements in the UDC. The applicant is proposing three multi-tenant monument signs and two single-tenant monument signs, all of which require variances.

Table 2. Summary of Multi-Tenant Monument Sign Requirements

Standard	UDC	Proposed	Meets
Max. Area (Sq. Ft.)	M1 – 200	M1 – 198	M1 – Yes
	M3 – 100	M3 – 153	M3 – Variance
	M4 – 200	M4 – 75	M4 – Yes
Max. Height (Ft.)	M1 – 25	M1 – 25	M1 – Yes
	M3 – 25	M3 – 20	M3 – Yes
	M4 – 25	M4 – 10	M4 – Yes
Setback (Ft.)	M1 – 25	M1 – 34	M1 – Yes
	M3 – 20	M3 – 39	M3 – Yes
	M4 – 10	M4 – >10	M4 – Yes

Table 3. Summary of Single-Tenant Monument Sign Requirements

Standard	UDC	Proposed	Meets
Max. Area (Sq. Ft.)	M2 – 50	M2 – 44	M2 – Yes
	M5 – 50	M5 – 66	M5 – Variance
Max. Height (Ft.)	8	8	Yes

VARIANCES:

The applicant is requesting the following variances:

1. Maximum Area for Multi-Tenant Monument Signs – Variance to the maximum area of 100 sq. ft. to allow an area of 153 sq. ft. for sign M3.
2. Maximum Area for Single-Tenant Monument Signs – Variance to the maximum area of 50 sq. ft. to allow an area of 66 sq. ft. for sign M5.
3. Masonry Cladding – Variance to the requirement that sign cabinets be clad in masonry to allow sign cabinets for all monument signs to be clad in pre-finished or textured metal.

RECOMMENDATION:

- On January 13, 2026, the Planning and Zoning Commission recommended approval by a vote of 7-0.
- Staff is unable to recommend approval of the request because it does not meet UDC requirements. However, staff notes that the plan will provide for coordinated and uniform signage for the 8.58-acre, multi-phase development.