

## **Letter of Intent and Purpose**

In 2017, Cook Children's Health Care System began looking to expand their service footprint further north surrounding the DFW area. Cook Children's chose to serve the community and families located in the Town of Prosper off of US Hwy 380 and Windsong Parkway. News of Cook Children's building their second medical campus in Prosper was well received by the Town and surrounding communities, especially Windsong Ranch. The first phase of the medical campus development was planned as an Urgent Care Center (UCC), Primary Care Center (PCC), Pediatric Specialty Care offices, and an Ambulatory Surgery Center. The UCC and PCC were open and operational towards the end of 2019 with the rest of the buildings being open and operational in 2020. Since opening their doors, Cook Children's has cared for over 40,000 children on the Prosper campus.

Cook Children's Health Care System is expanding their Prosper campus with the addition of an inpatient medical center. The Pediatric Medical Center is scheduled to be open at the end of 2022 and will include surgical services, a medical and surgical inpatient unit, a pediatric intensive care unit, an emergency department, as well as ancillary functions like radiology, infusion services and a sleep lab.

Cook Children's Health Care System will be rebranding to a look and feel that aligns with and supports our culture and strategic vision beginning this year. Cook Children's Health Care System connects kids and families throughout our integrated system of specialists, pediatricians, clinics, medical center and community programs. To easily show that connection, our rebrand and new logo includes a "connect-the-dot" theme. Our logo also expands the blue peaks over the entire word "Children's" to emphasize and reinforce our Promise to improve the well-being of every child in our care and our communities. Our rebrand also strengthens the connection between all of our locations to each other, referring physicians and our patient families.

With the creation of this Sign Ordinance – Petition for Waiver, the Prosper Campus will be the first to receive the new Cook Children's Healthcare System branding.

Per Section 1.4 (Sign Requirements Relief Procedure) we would like to specifically address the following:

- 1.4.B.3.i: The new branding that has been developed by Cook Children's Health Care System with the intent of deploying at the Prosper Campus and then to the Fort Worth Campus. The City of Fort Worth signage ordinance will allow the proposed sign without

waiver. But without the approval of this waiver, the signage at the two campuses will not be consistent.

- 1.4.B.3.ii: The new branding that has been developed by Cook Children's Health Care System will be of a unique design and configuration.
- 1.4.B.3.iii: The new branding results in a hardship caused by restricted area, shape and physical features.
- 1.4.B.3.iv: The new sign will be of significance to the welfare of the community by signifying the location of Cook Children's.
- 1.4.B.3.v: The new branding will not adversely impact the adjacent property owners. We have received a letter of support from David Blom with Windsong Ranch.

This Petition for waiver will be for the building signage to exceed the maximum height for our building (12') and for the sign to extend beyond the parapet wall.