



DEVELOPMENT SERVICES

To: Mayor and Town Council

From: Brady Cudd, Building Official

Through: Mario Canizares, Town Manager
Charles Ewings, Assistant Town Manager
David Hoover, Director of Development Services

Re: Special Purpose Sign District for Gates of Prosper, Phase 2 and Phase 3

Town Council Meeting – November 25, 2025

Strategic Visioning Priority: 3. Commercial Corridors are ready for Development
5. Work Towards a Growing & Diversified Tax Base

Agenda Item:

Consider and act upon an Ordinance repealing Ordinance 2023-32 of the Town's Code of Ordinances; Creating and adopting a Special Purpose Sign District-9 pursuant to Section 3.14.015 of the Town's Code of Ordinances as amended for the Gates of Prosper, Phase 2 and Phase 3. [MISC-25-0002]

Description of Agenda Item:

As defined in the Sign Ordinance, a Special Purpose Sign District (SPSD) is an overlay district that allows an applicant the option of designating an area where signs may deviate from the underlying sign code regulations. Town Council has the authority to approve, conditionally approve, or deny requests for Special Purpose Sign Districts.

Gates of Prosper Phase 2 and Phase 3 has an existing SPSPD-9 that was approved by Town Council on March 28, 2023, that contains two original requests. The first original request is to allow for unified development signs, monument signs, and identity signs in Phase 2 and Phase 3 of Gates of Prosper (west of Preston Road) that are consistent with existing signage in Gates of Prosper Phase 1 (east of Preston Road) and Gates of Prosper, Phase 2. Signage in Gates of Prosper, Phase 1, was originally approved as SPSPD-4 by Council on March 22, 2016. Certain signage in Gates of Prosper, Phase 2, was approved by Town Council on February 25, 2020, via sign waiver (MD20-0001). The second original request is to permit six wall signs to exceed the maximum height requirement.

In addition to the existing approved SPSPD-9, the applicant is now requesting the Town Council to approve two additional requests. The first new request is to allow signage on three elevations of all tenant spaces and stand-alone buildings throughout the SPSPD within Gates of Prosper Phase 2 and Phase 3. The adoption of Ord. 2023-84 modified the adopted Sign Ordinance by restricting the wall signage allowed to two facades per business and differs from signage regulations that were in place during the construction of Gates of Prosper Phase 1. The second new request is to allow multi-tenant wall signage on select buildings, which will allow for tenants within the building envelope additional signage.

The attached Sign Coordination Plan (Exhibit B) shows the extent of the proposed SPSP while the Sign Schedule (Exhibit D) identifies deviations from Sign Ordinance for each proposed sign type.

The attached Elevations and Sign Details (Exhibit C) show the elevations and details of the proposed wall signs. Exhibit C-18, C-19, C-22, C-24, C-34, C-35, C-36, C-37, and C-38 all depict three elevations of signage proposed. Exhibit C-26, C-31 and C-33 all depict multi-tenant wall signage proposed.

Budget Impact:

There is no budgetary impact affiliated with this item.

Legal Obligations and Review:

Terrence Welch of Brown & Hofmeister, L.L.P., has approved the attached documents as to form and legality.

Attached Documents:

1. Ordinance
2. Exhibit A – Statement of Intent and Purpose
3. Exhibit B – Sign Coordination Plan and Metes & Bounds
4. Exhibit C – Elevations and Sign Details
5. Exhibit D – Sign Schedule

Town Staff Recommendation:

Town staff recommend that the Town Council approve an Ordinance repealing Ordinance 2023-32 of the Town's Code of Ordinances; Creating and adopting a Special Purpose Sign District-9 pursuant to Section 3.14.015 of the Town's Code of Ordinances as amended for the Gates of Prosper, Phase 2 and Phase 3.

Proposed Motion:

I move to approve (conditionally approve, deny) Ordinance repealing Ordinance 2023-32 of the Town's Code of Ordinances; Creating and adopting a Special Purpose Sign District-9 pursuant to Section 3.14.015 of the Town's Code of Ordinances as amended for the Gates of Prosper, Phase 2 and Phase 3.