



DEVELOPMENT SERVICES

To: Mayor and Town Council

From: Brady Cudd, Building Official

**Through: Mario Canizares, Town Manager
Charles Ewings, Executive Director of Development and Infrastructure Services**

**Re: Special Purpose Sign District for Gates of Prosper, Phase 2 and Phase 3
Town Council Meeting – March 28, 2023**

Agenda Item:

Consider and act upon an ordinance adopting a Special Purpose Sign District for the Gates of Prosper, Phase 2 and Phase 3, on 52.1± acres, located on the northwest corner of US 380 and Preston Road. (MISC-23-0001).

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.

The applicant has two requests. The first 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 the signage that has been installed to date in Gates of Prosper, Phase 2. Signage in Gates of Prosper, Phase 1, was originally approved as SPSP-4 by Council on March 22nd, 2016. Certain signage in Gates of Prosper, Phase 2, was approved by Town Council on February 25th, 2020, via sign waiver (MD20-0001). The second request is to permit six wall signs to exceed the maximum height requirement.

The attached Sign Coordination Plan (Exhibit B) show the extent of the proposed SPSP while the Sign Schedule (Exhibit D) identifies deviations from Sign Ordinance for each type of proposed sign. In general, the proposed monument and development signs are slightly larger than what is allowed per ordinance as the method in which the applicant measured the area differs from that required by ordinance. Additionally, proposed monument and unified development signs lack masonry borders around the entirety of the signs as required by ordinance. All proposed monument, unified development, and identity signs are found to generally conform to signage previously approved in the overall development.

The attached Elevations and Details (Signs C1-A – C1-F as shown on Exhibit C-24) shows the elevations and details of the proposed wall signs. The proposed SPSP will allow for an increase

in height for six signs with a maximum variance of approximately seven and a half feet for one of the signs. Additionally, one of the signs will project approximately two feet above the top of the parapet wall. The applicant's basis for the request is to allow for wall signage that is more proportional in size to the scale of the building. Due to the magnitude of the development and the fact that the applicant is not requesting a variance to the maximum height of the unified development signs, the request for six taller wall signs appears to be appropriate.

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 Purpose and Intent
3. Exhibit B – Sign Coordination Plan
4. Exhibit C – Elevations and Details
5. Exhibit D – Sign Schedule

Town Staff Recommendation:

Town staff recommends that the Town Council approve an ordinance adopting a Special Purpose Sign District for the Gates of Prosper, Phase 2 and Phase 3, on 52.1± acres, located on the northwest corner of US 380 and Preston Road.

Proposed Motion:

I move to approve (conditionally approve, deny) an ordinance adopting a Special Purpose Sign District for the Gates of Prosper, Phase 2 and Phase 3, on 52.1± acres, located on the northwest corner of US 380 and Preston Road.