



December 31, 2025

City of Wylie  
Planning and Zoning Department  
300 Country Club Road  
Wylie, TX 75098

Re: Letter of Intent and Hardship Justification

Project: Harvest City Church (formerly Gateway Community Church) – Campus Rebrand and Signage

Address: 2201 Country Club Road, Wylie, Texas

**Request: Approval of Three Non-Illuminated Wall Signs (East, North, and West Elevations)**

To Whom It May Concern,

This Letter of Intent is submitted in support of a hardship justification for three proposed non-illuminated wall signs to be installed on the east, north, and west elevations of the church building located at 2201 Country Club Road. The request seeks reasonable relief to allow clear site identification and wayfinding due to the property's physical layout and substantial separation from the public right of way.

### **Project Intent**

The proposed signage consists of three non-illuminated wall signs applied directly to existing exterior wall surfaces. Each sign is painted or vinyl-applied and installed flush to the building façade, remaining within the architectural plane of the structure. The signs are intended solely for identification and wayfinding for visitors, congregants, and community members accessing the campus for services and events.

The three wall signs work together as a coordinated identification system rather than as advertising. Each elevation serves a different approach condition to the site and responds to how vehicles and pedestrians encounter the property from surrounding roadways and internal drives.

### **Hardship and Practical Difficulty**

The hardship supporting this request is created by the physical layout of the site, not by self-imposed conditions. The church building is located a significant distance from Country Club Road (~700ft) and is separated from the public roadway by a large open field, internal drive aisles, and parking areas. The substantial setback greatly limits visibility of the building and its primary entrance from the street. Standard monument or small wall signage is ineffective under these conditions.

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Dr. Blake Switzer, Senior Pastor

Additionally, the corridor and frontage area lack meaningful ambient lighting. There is no sign illumination proposed, and existing lighting conditions already make the campus difficult to identify during evening services and community events. Visitors frequently experience difficulty recognizing the site in sufficient time to make safe and predictable turning movements. These conditions create a practical difficulty in identifying the property that cannot be reasonably addressed without the proposed wall signage.

### **Minimal Impact and Compatibility**

All three proposed signs are non-illuminated. They do not include internal lighting, external lighting, or digital components. As a result, the signs will not create glare, light spill, or nighttime brightness and will not affect nearby residential neighborhoods.

The signs do not project beyond the building face and do not occupy additional airspace, ground area, or required setbacks. No sign extends over property lines or into the public right of way. The painted or flush-mounted design ensures the signage reads as part of the building architecture rather than as a freestanding or intrusive element.

The scale and placement of each sign are proportional to the building elevations they occupy and are consistent with the size of the structure when viewed from a distance. The signage does not create noise, does not introduce safety hazards, and does not interfere with traffic operations

### **Public Safety and Traffic Considerations**

Clear and timely site identification supports public safety. When drivers are unable to identify a destination early, they are more likely to slow abruptly, stop unexpectedly, or make last-second turns. The proposed wall signs improve advance recognition of the site, reducing confusion and improving traffic predictability along Country Club Road and internal site drives. The signs are especially important for first-time visitors, elderly congregants, and special event attendees unfamiliar with the campus layout.

### **Conclusion**

The requested approval for three non-illuminated wall signs represents the minimum relief necessary to address the unique physical constraints of the property. The hardship is directly tied to the building's deep setback, lack of ambient lighting, and campus configuration. The proposal does not intensify land use, does not increase signage clutter, and does not negatively impact surrounding neighborhoods. For these reasons, we respectfully request approval of the proposed non-illuminated wall signs as shown in the submitted exhibits. This Letter of Intent is provided to support the hardship justification for the application and to serve as the public explanation required for notice and newspaper posting.

Thank you for your consideration.



Sincerely,  
Chris Dague

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Dr. Blake Switzer, Senior Pastor

Executive Pastor Gateway Community Church

Phone: 469-964-0970

Email: [Chris@gatewayonline.org](mailto:Chris@gatewayonline.org)

Attachments:

- Site plan identifying sign locations
- East elevation non-illuminated wall sign exhibit
- North elevation non-illuminated wall sign exhibit
- West elevation non-illuminated wall sign exhibit

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