



City of Denton

City Hall
215 E. McKinney Street
Denton, Texas
www.cityofdenton.com

AGENDA INFORMATION SHEET

DEPARTMENT: Department of Development Services

DCM: Cassey Ogden

DATE: December 17, 2025

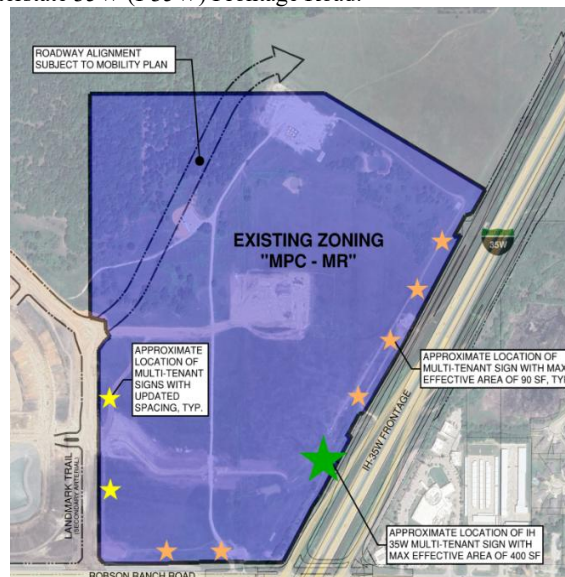
SUBJECT

Hold a public hearing and consider making a recommendation to City Council regarding a Special Sign District Zoning Overlay on an approximately 120-acre property generally located on the northwest corner of Robson Ranch Road and Interstate 35W Frontage Road, in the City of Denton, Denton County. (SD25-0001, Landmark Special Sign District, Cameron Robertson)

BACKGROUND

The Landmark Special Sign District parcel is an approximately 120-acre commercial area which will include a grocery anchored retail development, along with multi-family, office space, and other types of commercial uses. Vehicular access to the site includes future access along Landmark Trail, Robson Ranch Road, and the Interstate 35W (I-35W) Frontage Road.

Due to the parcel size, easement constraints, and the phased development of this commercial area, some proposed ground sign sizing, location, and numbers, along with additional sign types and terminology do not meet the regulations within the Code of Ordinances Chapter 33 (Denton Sign Code). Consequently, pursuant to Section 33.18 of the Denton Sign Code, the property owner, HR, JV, L.P. (Hunter Ranch), has requested a Special Sign District to deviate from the regulations with an alternate comprehensive sign plan. The signs will include a cohesive appearance and adequate size to ensure visibility and support the



tenants within the Landmark Special Sign District (LSSD), and direct visitors to a variety of locations within the site.

Specifically, the proposed LSSD includes the following regulations for temporary, multi-tenant, single-tenant, pedestrian, and directional signs to be installed along the I-35W Frontage Road, Robson Ranch Road, and Landmark Trail:

- **Temporary Signs:** Located along I-35W frontage, limited to a maximum effective area of 128 square feet and a maximum height of 16-feet tall. Along, Robson Ranch Road and Landmark Trail, limited to a maximum effective area of 96 square feet and a maximum of 8-feet tall.
- **Multi-Tenant Signs:** One (1) multi-tenant sign of a maximum effective area of 400 square feet will be placed along the I-35W frontage, while an additional four (4) multi-tenant signs of a maximum effective area of 90 square feet permitted along the I-35W frontage. Along Robson Ranch Road, only two (2) multi-tenant signs with a maximum effective area of 90 square feet will be permitted. The number of multi-tenant signs along Landmark Trail will be limited to two (2).
- **Single-Tenant Signs:** At least one (1) single-tenant ground sign to be allowed on parcels that also contain a multi-tenant ground sign; otherwise these shall follow the regulations of the Denton Sign Code.
- **Pedestrian Signs:** Limited to a maximum effective area of 20 square feet and a maximum height of 7-feet tall and intended to provide directions to pedestrians.
- **Directional Signs:** Limited to a maximum effective area of 12 square feet and a maximum height of 9 feet 6 inches tall and intended to provide directions to pedestrians and motorists.
- The number of temporary, wind device, wall, and portable signs, as well as the menu boards is not limited by the LSSD. Wall signs and menu boards will not require permits, but wind device and portable signs must obtain a permit in compliance with Section 33.9 of the Denton Sign Code, and meet all Chapter 33 requirements, if they exceed the maximum effective area assigned by the LSSD.

The proposed amendments to the Sign Code standards are outlined in Exhibit 6 and are summarized in the table below. For any standard not specified in the Special Sign District regulations, the Chapter 33 of the Denton Code of Ordinances (Denton Sign Code) would apply.

Standard	Chapter 33 (Denton Sign Code)	Proposed LSSD	Difference
Definitions	Section 33.2. <i>Ground sign.</i> A sign, other than a wind device sign, whose principal support is provided by burying, anchoring or otherwise connecting the sign, or supporting structure thereof, to the ground and which is not	Generally consistent with Section 33.2 of the Denton Sign Code, with the following new definitions: <i>Multi-tenant sign.</i> A ground sign identifying or advertising multiple businesses, or establishments. Multi-tenant signs may be	Introduces new ground sign types, distinguishing the type of on-premises ground signs permitted in the LSSD

	<p>a portable sign or attached sign.</p> <p><i>On-premises sign.</i> A sign identifying or advertising a business, establishment, person, or activity, and installed and maintained on the same premises as the business, person, or activity. A sign which promotes or displays a political, religious or ideological thought, belief, opinion or other noncommercial message shall be considered an on-premises sign.</p>	<p>located on any parcel within the LSSD and as regulated hereafter and as shown on Exhibit I.</p> <p><i>Single-tenant sign.</i> A ground sign identifying or advertising a business, or establishment, and installed and maintained on the same parcel as the business, person or activity.</p> <p><i>Pedestrian Directory.</i> A ground sign providing directional or location information for pedestrians to locate businesses, points of interest, trails, or other places within or adjacent to the LSSD.</p> <p><i>Directional Signs.</i> A ground sign providing directional or location information intended to guide vehicular traffic to businesses, points of interest, or other places within the LSSD.</p>	
<p>Maximum Effective Area</p> <p>Section 33.14.2(b)</p>	<p>For signs on IH-35W, 250 square feet and on Primary Arterial roadways, 60 square feet (total square feet of each side of a two-sided)</p> <p>Section 33.16.1. A temporary sign shall be considered a ground sign and shall be permitted only according to the standards for ground signs except that a temporary sign not</p>	<p><i>Multi-Tenant Signs.</i> IH-35W: 400 sf Primary Arterials: 90 sf Pedestrian Directory: 20 sf Directional Signs: 12 sf</p> <p><i>Temporary Signs.</i> IH-35W: 128 sf Primary Arterials: 96 sf</p>	<p><i>Multi-Tenant Signs.</i> IH-35W: +150 sf Primary Arterials: +30 sf <i>Pedestrian Directory:</i> -40 sf <i>Directional Signs:</i> -48 sf</p> <p><i>Temporary Signs.</i> IH-35W: +96 sf Primary Arterials: +64 sf</p>

Commented [HM1]: When Mack and I discussed, the concern with this was wanting to avoid a multi tenant sign for something acres away on a different parcel, because that's functionally an offsite/billboard.

I forget the result of our conversation with Landmark - Are they ok with multi-tenant signs only on the same premises as the tenants? (either by platted lot or "common purpose" definitions)

I know that part of the confusion is that the district hasn't been subdivided yet, so I wanted to double check.

	larger than 32 square feet in effective area.		
Maximum Height Section 33.14.2(b)	For signs on Primary Arterial roadways, 20 feet Section 33.16.3(a). The sign is no more than eight (8) feet high	Pedestrian Directory: 7 ft Directional Signs: 9 ft 6 in <i>Temporary Signs.</i> IH-35W: 16 ft	Pedestrian Directory: - 13 ft Directional Signs: -10 ft 6 in <i>Temporary Signs.</i> IH-35W: +8 ft
Permitted Signs	Chapter 33 permits a variety of ground and attached signs which have obtained a sign permit except those which are specifically prohibited	<i>Wind Device Signs.</i> No permits shall be required as long as the wind device signs follow the size and dimensional standards of the LSSD. Any wind device signs exceeding those standards will require a permit. <i>Wall Signs.</i> Vinyl signs applied to windows, wall plaques, painted murals, and floor graphics may be placed anywhere within the LSSD and do not require a sign permit. <i>Menu Boards.</i> Menu boards within the LSSD shall not be classified as signs, and do not require a sign permit. <i>Portable Signs.</i> No permits shall be required as long as the portable signs follow the size and dimensional standards of the LSSD. Any portable signs exceeding those standards will require a permit.	Permits only required for those signs that do not meet the dimensional standards and sizing put forth by the LSSD

Minimum Setbacks	<p>Section 33.14.2(c). Twenty feet from the curbline of any public street and a minimum setback of ten feet from any side or rear yard property line</p>	<p><i>Multi-Tenant Signs.</i> Multi-tenant ground signs may be placed a minimum setback of 0 feet from right-of-way when constraints associated with adjacent TxDOT right-of-way warrant such placement.</p>	IH-35W: -20 feet from curbline
Number of Ground Signs	<p>Section 33.14.2(d). Any premise which has street frontage on more than one arterial or collector street may locate one ground sign in the defined front yard of each arterial or collector street</p> <p>Section 33.14.2(d). Any premise which has more than 500 feet of street frontage on a freeway, arterial or collector street may make use of one additional on-premises ground sign for each additional 500 feet of frontage, or fraction thereof, if each additional sign permitted is located more than 60 feet from another permitted ground sign on the same premise.</p> <p>Landmark Trail: approximately 1,517 linear feet of frontage (maximum 3 signs)</p> <p>Robson Ranch Road: approximately 1,170 feet of frontage (maximum 2 signs)</p> <p>IH-35W:</p>	<p>The proposed LSSD includes nine multi-tenant signs along the street frontages, but in logical locations needed to direct traffic. Sign placement will be governed by the maximum number of signs permitted for IH-35W and the Primary Arterials:</p> <ol style="list-style-type: none"> 1. One sign along IH-35W (Max. Effective Area 400 sf) 2. Four signs along IH-35W (Max. Effective Area 90 sf) 3. Two signs along Robson Ranch Road (Max. Effective Area 90 sf) 4. Two signs along Landmark Trail (Max. Effective Area 90 sf) <p>The proposed LSSD allows any parcel containing a multi-tenant sign to have at least one (1) single-tenant sign allowed per parcel</p>	While the proposed number of multi-tenant signs is consistent with Section 33.13.2(d), the addition of at least one single-tenant sign per parcel and the spacing along IH-35W is proposed to differ

	approximately 2,717 feet of frontage (maximum 5 signs)		
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A full Staff Analysis of the proposed Special Sign District, including a further analysis of the proposed standards, is provided in Exhibit 2.

OPTIONS

1. Recommend Approval
2. Recommend Approval Subject to Conditions
3. Recommend Denial
4. Postpone Item.

RECOMMENDATION

Staff recommends approval of the request as it complies with the criteria in Section 33.18.4 of the Denton Code of Ordinances for the creation of a Special Sign District.

PRIOR ACTION/REVIEW (Council, Boards, Commissions)

Date	Council, Board, Commission	Request	Action
November 27, 2001	City Council	Annexation	Approved (2001-451)
November 4, 2008	City Council	Establish Hunter Ranch MPC	Approved (2008-286)
June 15, 2010	City Council	Amendments to the Hunter Ranch MPC	Approved (2010-159)
June 15, 2010	City Council	Amendments to the Hunter Ranch MPC	Approved (2010-160)
December 3, 2019	City Council	Work Session - Hunter and Cole Ranch MPC	Discussion/Direction
December 11, 2019	Planning and Zoning Commission	Work Session - Hunter and Cole Ranch MPC	Discussion/Direction
December 17, 2019	City Council	Work Session - Hunter and Cole Ranch MPC	Discussion/Direction
February 27, 2020	Planning and Zoning Commission	Consider Major Amendments to the Hunter Ranch MPC	Recommended Approval
April 7, 2020	City Council	Major Amendments to the Hunter Ranch MPC	Approved (MPC19-0001c)
April 7, 2020	City Council	Rezoning	Approved (MPC19-0002d)

April 7, 2020	City Council	Hunter Ranch Improvement District No. 1 Operating Agreement	Approved (ID 20-763)
April 7, 2020	City Council	Hunter Ranch Project Agreement	Approved (ID 20-764)
April 7, 2020	City Council	Hunter Ranch Public Improvement District No. 1 Creation	Approved (ID 20-765)
November 16, 2022	Planning & Zoning Commission	Preliminary Plat (PP22-0014c)	Approved
June 26, 2024	Planning & Zoning Commission	Final Plat (FP24-0012b)	Approved
October 9, 2024	Planning & Zoning Commission	Preliminary Plat (PP24-0005)	Approved
August 27, 2025	Planning & Zoning Commission	Final Plat (FP25-0013)	Approved

PUBLIC OUTREACH:

Thirty-six (36) notices were sent to property owners within 200 feet of the subject property. Five (5) courtesy notices were sent to utility addresses within 500 feet of the subject property. As of the writing of this report, the City has received no responses.

A notice was published in the Denton Record Chronicle on November 30, 2025.

A notice was published on the City's website on November 25, 2025.

Twelve (12) signs were posted on the property on December 6, 2025.

A map showing the notification boundaries as well as documentation of the posted public hearing signs are provided in Exhibit 7.

DEVELOPER ENGAGEMENT DISCLOSURES

No developer contact disclosures have been provided to staff from members of this body as of the issuance of this report.

EXHIBITS

1. Agenda Information Sheet
2. Staff Analysis
3. Site Location Map
4. Zoning Map
5. Future Land Use Map
6. Landmark Special Sign District
7. Notification Map
8. Draft Ordinance

Respectfully submitted:
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Planning Director

Prepared by:
Cameron Robertson, AICP
Principal Planner