

ORDINANCE NO. _____

AN ORDINANCE OF THE CITY OF DENTON, TEXAS, PROVIDING 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, TEXAS; ADOPTING AN AMENDMENT TO THE CITY'S OFFICIAL ZONING MAP; PROVIDING FOR A PENALTY IN THE MAXIMUM AMOUNT OF \$2,000.00 FOR VIOLATIONS THEREOF; PROVIDING A SEVERABILITY CLAUSE AND AN EFFECTIVE DATE. (SD25-0001a)

WHEREAS, HR, JV, L.P., property owner, has applied for a Special Sign District on approximately 120 acres of land legally described as Lots 1 and 2, Block 1 of the Landmark Center South Addition, and Tracts 3A, 4, 14A, 14A(1) of the E. Pizano Survey (hereinafter, the "Property"); and

WHEREAS, on December 17, 2025, the Planning and Zoning Commission, in compliance with the laws of the State of Texas, have given the requisite notices by publication and otherwise, and have held due hearings and afforded full and fair hearings to all property owners interested in this regard, and have recommended approval (6-0) of the Special District; and

WHEREAS, on January 13, 2026, the City Council likewise conducted a public hearing as required by law, and finds that the request with conditions meets and complies with all substantive and procedural standards set forth in Section 33.18 of the Denton Code of Ordinances, and is consistent with Denton 2040 Comprehensive Plan and Denton Code of Ordinances; and

WHEREAS, the Planning and Zoning Commission and the City Council of the City of Denton, in considering the application for Special Sign District on the property, have determined that the proposed use is in the best interest of the health, safety, morals, and general welfare of the City of Denton, and accordingly, the City Council of the City of Denton is of the opinion and finds that said Special Sign District is in the public interest and should be granted as set forth herein; NOW THEREFORE,

THE COUNCIL OF THE CITY OF DENTON HEREBY ORDAINS:

SECTION 1. The findings and recitations contained in the preamble of this ordinance are incorporated herein by reference and found to be true.

SECTION 2. The underlying Mixed-Use Regional (MR) zoning district and use classification of the Property is hereby granted a Special Sign District overlay.

SECTION 3. The City's official zoning map is hereby amended to show the overlay to the underlying Mixed-Use Regional (MR) zoning district and use classification. The Sign Regulations for the Property are described in Exhibit "A" attached hereto and incorporated herein by reference.

Installation of any signs on the Property shall be in accordance with the Sign Regulations in Exhibit "A".

SECTION 4. If any provision of this ordinance or the application thereof to any person or circumstance is held invalid by any court, such invalidity shall not affect the validity of the provisions or applications, and to this end the provisions of this ordinance are severable.

SECTION 5. Any person, firm, partnership or corporation violating any provision of this ordinance shall, upon conviction, be deemed guilty of a misdemeanor and shall be punished by fine in a sum not exceeding \$2,000.00 for each offense. Each day that a provision of this ordinance is violated shall constitute a separate and distinct offense.

SECTION 6. That an offense committed before the effective date of this ordinance is governed by prior law and the provisions of the Denton Code of Ordinances, as amended, in effect when the offense was committed and the former law is continued in effect for this purpose.

SECTION 7. In compliance with Section 2.09(c) of the Denton Charter, this ordinance shall become effective fourteen (14) days from the date of its passage, and the City Secretary is hereby directed to cause the caption of this ordinance to be published twice in the Denton Record-Chronicle, a daily newspaper published in the City of Denton, Texas, within ten (10) days of the date of its passage.

The motion to approve this ordinance was made by _____ and seconded by _____, the ordinance was passed and approved by the following vote [__ - __]:

	Aye	Nay	Abstain	Absent
Mayor Gerard Hudspeth:	_____	_____	_____	_____
Vicki Byrd, District 1:	_____	_____	_____	_____
Brian Beck, District 2:	_____	_____	_____	_____
Suzi Rumohr, District 3:	_____	_____	_____	_____
Joe Holland, District 4:	_____	_____	_____	_____
Brandon Chase McGee, At Large Place 5:	_____	_____	_____	_____
Jill Jester, At Large Place 6:	_____	_____	_____	_____

PASSED AND APPROVED this the _____ day of _____, 2026.

GERARD HUDSPETH, MAYOR

ATTEST:
INGRID REX, CITY SECRETARY

BY: _____

APPROVED AS TO LEGAL FORM:
MACK REINWAND, CITY ATTORNEY

BY: Hilary McMahon

EXHIBIT A

LANDMARK

SPECIAL SIGN DISTRICT

TABLE OF CONTENTS

01 SPECIAL SIGN DISTRICT.	0 3
• EXHIBIT A	
02 DISTRICT DIAGRAM.	0 8
• EXHIBIT I	
03 SITE SIGNAGE	1 0
• EXHIBIT II	

01

EXHIBIT A
SPECIAL SIGN
DISTRICT

Section 1.1 Title, Purpose, and Intent

The Landmark Special Sign District is for the 120-acre mixed use tract within the Landmark development located at the northwest corner of the intersection of Robson Ranch Road and I-35W and described in Exhibit I.

The purpose of this sign district is to allow small deviations from the sign regulations of Chapter 33 of the Denton Code of Ordinances (Denton Sign Code), as amended, based on specific site constraints which will allow this tract the flexibility to develop appropriate project signage. The adjustments noted below are specific to the constraints of the development due to easement constraints and some are due to the typical development patterns.

The specific code deviations within this Special Sign District are proposed to enhance visibility, improve wayfinding, and ensure a consistent design character across the development.

Except as noted herein, all signs within the Landmark Special Sign District must comply with the Denton Sign Code, as amended. In the event of a conflict between the Landmark Special Sign District and the Denton Sign Code, as amended, the requirements of the Landmark Special Sign District apply unless otherwise mandated by state or federal law

Section 1.2 Definitions

All words, terms, and phrases used in the Denton Sign Code shall have the meaning ascribed to them in Section 33.2 of the Denton Sign Code, as amended, with the following exceptions:

- (a) *Multi-tenant sign*. A ground sign identifying or advertising multiple businesses, establishments, persons, organizations, activities, events, or places. Multi-tenant signs may be located on any parcel within the Landmark Special Sign District and as regulated hereafter and as shown on Exhibit I.
- (b) *Single-tenant sign*. A ground sign identifying or advertising a business, establishment, person, or activity, and installed and maintained on the same parcel as the business, person or activity.
- (c) *Pedestrian Directory*. 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 Landmark Special Sign District.
- (d) *Directional Signs*. A ground sign providing directional or location information intended to guide vehicular traffic to businesses, points of interest, or other places within the Landmark Special Sign District.

Section 2.1 Ground Sign Maximum Effective Area Allowed

(a) The maximum effective area of multi-tenant ground signs within the District, not including the supporting structure, shall be as follows:

Street Frontage Designation	Maximum Effective Area
* IH 35W	400 sq. ft.
* Primary arterials	90 sq. ft.

* Maximum height shall be as defined by code.

(a) All other effective area sign standards not defined within the Landmark Special Sign District shall conform to the requirements for ground signs as provided in the Denton Sign Code.

(b) The maximum effective area of single-tenant ground signs within the Landmark Special Sign District shall be as provided in the Denton Sign Code.

(c) Pedestrian directory signs may be located within the Landmark Special Sign District and limited to a maximum effective area of 20 sq. ft. and a maximum height of 7 ft.

(d) Directional signs may be located within the Landmark Special Sign District and limited to a maximum effective area of 12 sq. ft. and maximum height of 9 ft 6 in.

Section 2.2 Ground Sign Number, Spacing, and Setbacks

(a) The location, number, spacing, and setbacks of multi-tenant ground signs shall be regulated as follows:

1. **Number**

Number of multi-tenant signs placed along IH-35W with a maximum effective area of 400 sq. ft shall be limited to one (1). Number of multi-tenant signs placed along IH-35W with a maximum effective area of 90 sq. ft. shall be limited to four (4).

Number of multi-tenant signs placed along Robson Ranch Road arterial frontage with a maximum effective area of 90 sq. ft. shall be limited to two (2).

Number of multi-tenant signs placed along Landmark Trail arterial frontage shall be limited to two (2).

All other standards for number of signs not defined within the Landmark Special Sign District shall conform to the requirements for ground signs as provided in the Denton Sign Code.

2. Spacing

Minimum multi-tenant sign spacing requirements otherwise applicable to IH-35W, Robson Ranch Road arterial, and Landmark Trail arterial frontage are superseded by this Special Sign District. Sign placement shall be governed by the maximum number of signs permitted herein for IH-35W, Robson Ranch Road arterial, and Landmark Trail arterial frontage. All other standards for sign spacing not defined within the Landmark Special Sign District shall conform to the requirements for ground signs as provided in the Denton Sign Code.

3. Setbacks

Multi-tenant ground signs may be placed a minimum setback of 0' from right-of-way when constraints associated with adjacent TxDOT right-of-way warrant such placement. All other standards for sign setbacks not defined within the Landmark Special Sign District shall conform to the requirements for ground signs as provided in the Denton Sign Code.

(b) The location, number, spacing, and setbacks of single-tenant ground signs shall be regulated as follows:

1. Number

For parcels that contain a multi-tenant ground sign, at least one single-tenant ground sign shall also be allowed per parcel.

All other standards for number of signs not defined within the Landmark Special Sign District shall conform to the requirements for ground signs as provided in the Denton Sign Code.

2. Spacing

All other standards for sign spacing not defined within the Landmark Special Sign District shall conform to the requirements for ground signs as provided in the Denton Sign Code.

3. Setbacks

All other standards for sign setbacks not defined within the Landmark Special Sign District shall conform to the requirements for ground signs as provided in the Denton Sign Code.

(c) There shall be no limit as to the number of pedestrian signs or directional signs within the Landmark Special Sign District. No permits shall be required as long as said signs follow the size and dimensional standards of the District. Any pedestrian signs or directional signs exceeding those standards shall be considered a ground sign and will require a permit.

Section 2.3 Additional Sign Types and Permissions.

(a) The following sign types shall be permissible in the following manner:

1. Temporary Signs

Temporary signs may be placed anywhere within the Landmark Special Sign District, and the following dimensional limitations shall be in addition to those in Denton Sign Code Section 33.16.1: Temporary signs shall be limited to 128 sq. ft. in effective area with 16 ft.

maximum height along IH-35W frontage and 96 sq. ft. in effective area with 8 ft. maximum height along all other street classifications.

2. Wind Device Signs

Wind device signs, such as light pole banner signs may be mounted on privately installed and maintained street light poles and limited to a maximum effective area of 20 sq. ft. No permits shall be required as long as the wind device signs follow the size and dimensional standards of the District. Any wind device signs exceeding those standards will require a permit. Banners on light poles shall follow all other standards for wind devices in the Denton Sign Code.

3. Wall Signs

Vinyl signs applied to windows, wall plaques, painted murals, and floor graphics may be placed anywhere within the Landmark Special Sign District and do not require a sign permit.

4. Menu Boards

Menu boards within the Landmark Special Sign District shall not be classified as signs, and do not require a sign permit.

5. Portable Signs

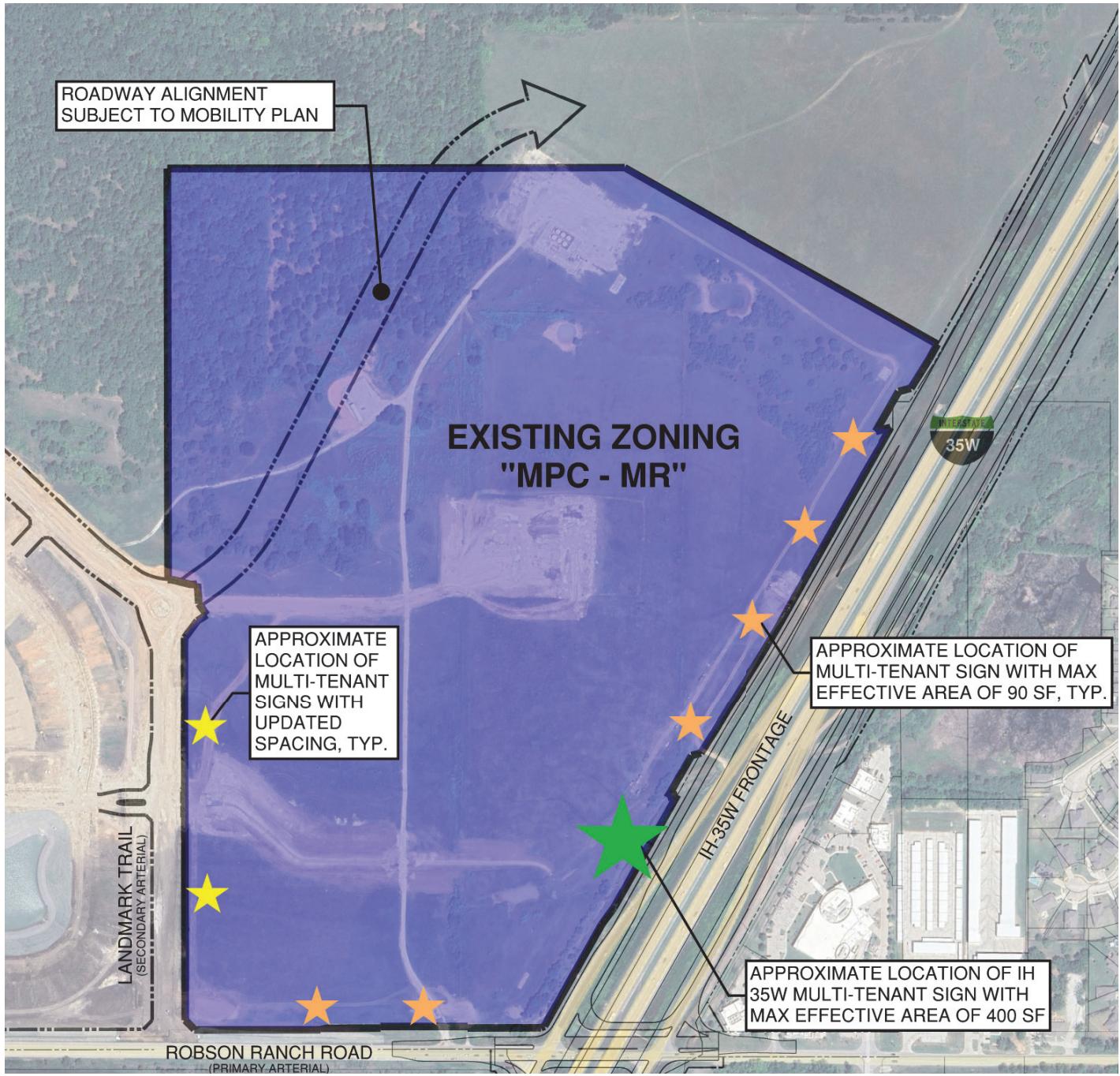
Portable signs may be placed anywhere within the Landmark Special Sign District and limited to a max effective area of 12 sf with 3 ft 6 in. maximum height. Number of portable signs shall be limited to two (2) per business or establishment. No permits shall be required as long as the portable signs follow the size and dimensional standards of the District. Any portable signs exceeding those standards will require a permit.

02

EXHIBIT I
DISTRICT
DIAGRAM

DISTRICT DIAGRAM

CONCEPT / SCHEMATIC PLAN



* All other standards for sign effective area, number, spacing, and setbacks not defined within the Landmark Special Sign District shall be as provided in the Denton Sign Code.

03

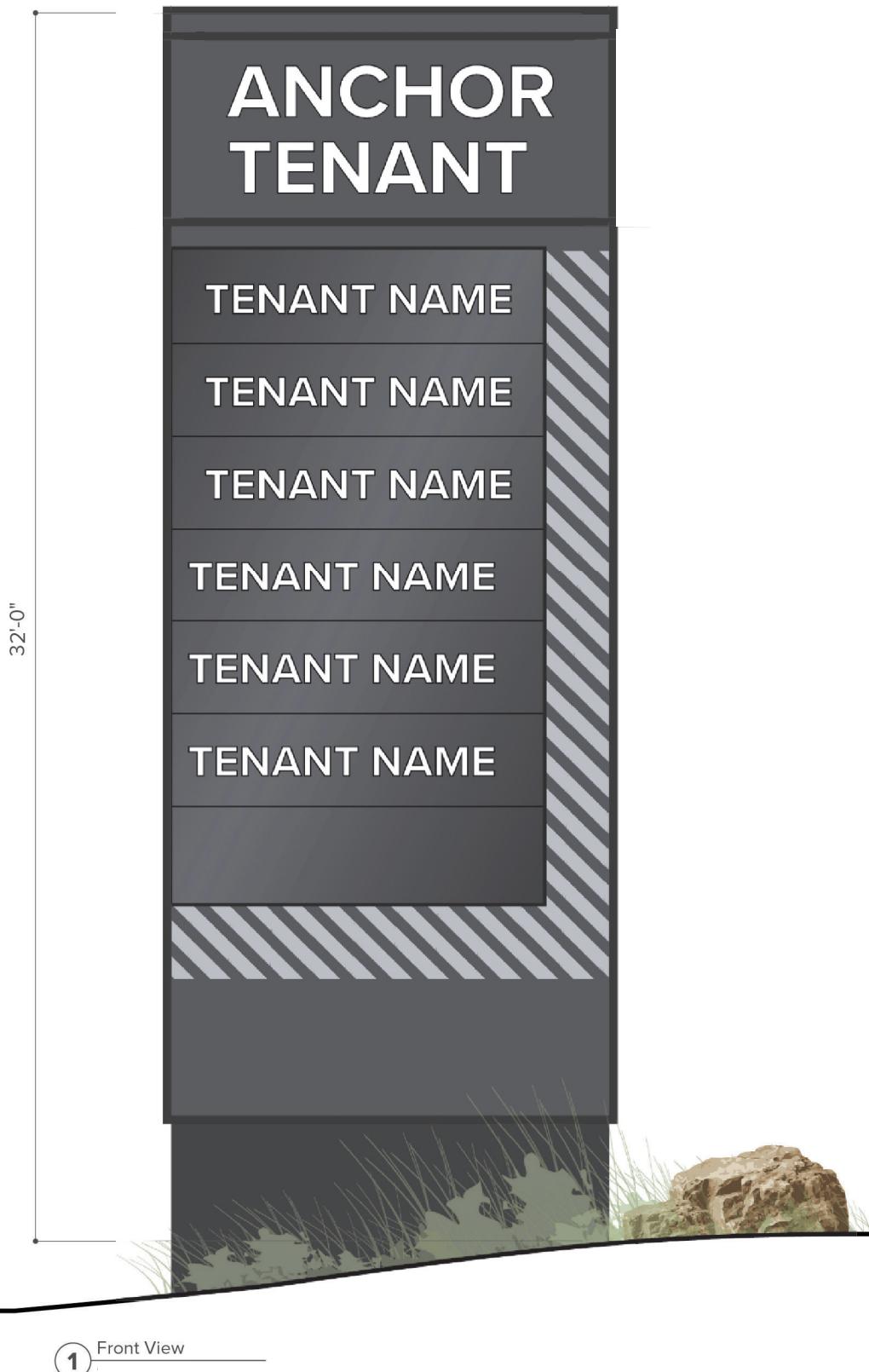
EXHIBIT II
SIGN DIAGRAMS

Multi-Tenant Ground Sign

Street Frontage Designation: IH-35W

Maximum Effective Area: 400 sq. ft.

** All conceptual sign types shown are for illustrative purposes only and to further define size requirements for various sign types. Final design, messaging and construction drawings may vary.



Multi-Tenant Ground Sign

Street Frontage Designation:
IH-35W and Primary Arterials

Maximum Effective Area: 90 sq. ft.

** All conceptual sign types shown are for illustrative purposes only and to further define size requirements for various sign types. Final design, messaging and construction drawings may vary.



Temporary Signs

** All conceptual sign types shown are for illustrative purposes only and to further define size requirements for various sign types. Final design, messaging and construction drawings may vary.

Street Frontage Designation: IH-35W

Maximum Effective Area: 128 sq. ft.

Street Frontage Designation: Primary Arterials

Maximum Effective Area: 96 sq. ft.



Pedestrian Directory Signs

Maximum Effective Area: 20 sq. ft.

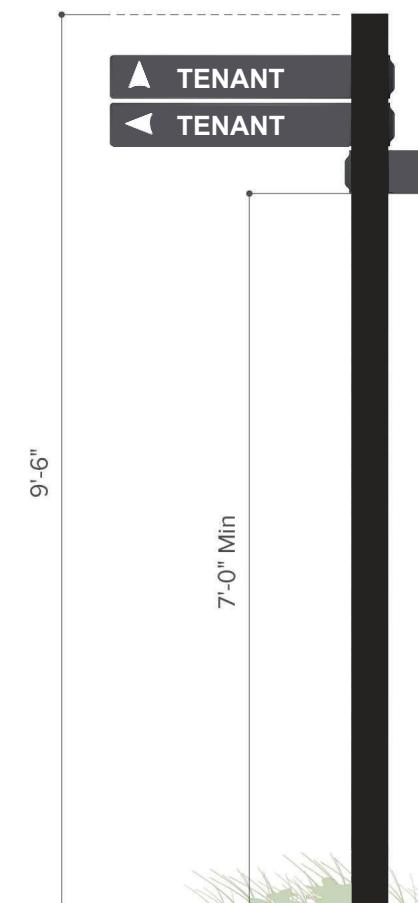
** All conceptual sign types shown are for illustrative purposes only and to further define size requirements for various sign types. Final design, messaging and construction drawings may vary.



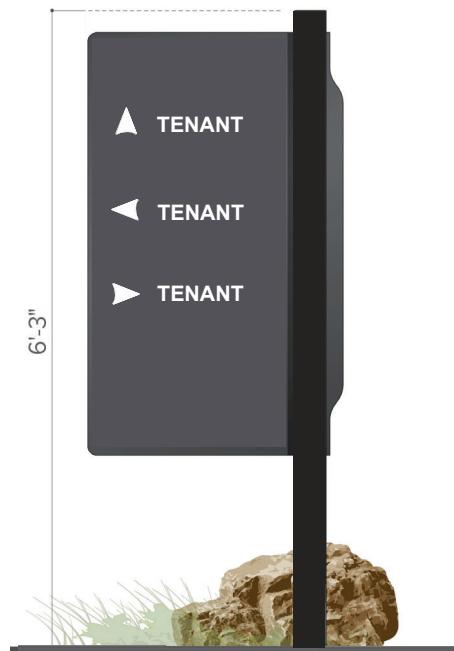
Directional Signs

Maximum Effective Area: 12 sq. ft.

** All conceptual sign types shown are for illustrative purposes only and to further define size requirements for various sign types. Final design, messaging and construction drawings may vary.



1 Front View
Pedestrian Directional



1 Front View
Vehicular Directional