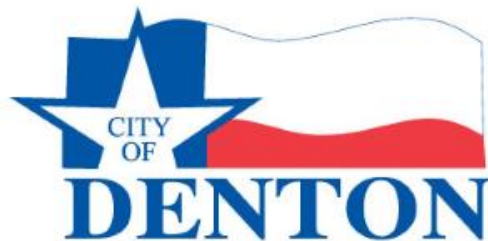


# SD23-0002a

# JWA Special Sign District

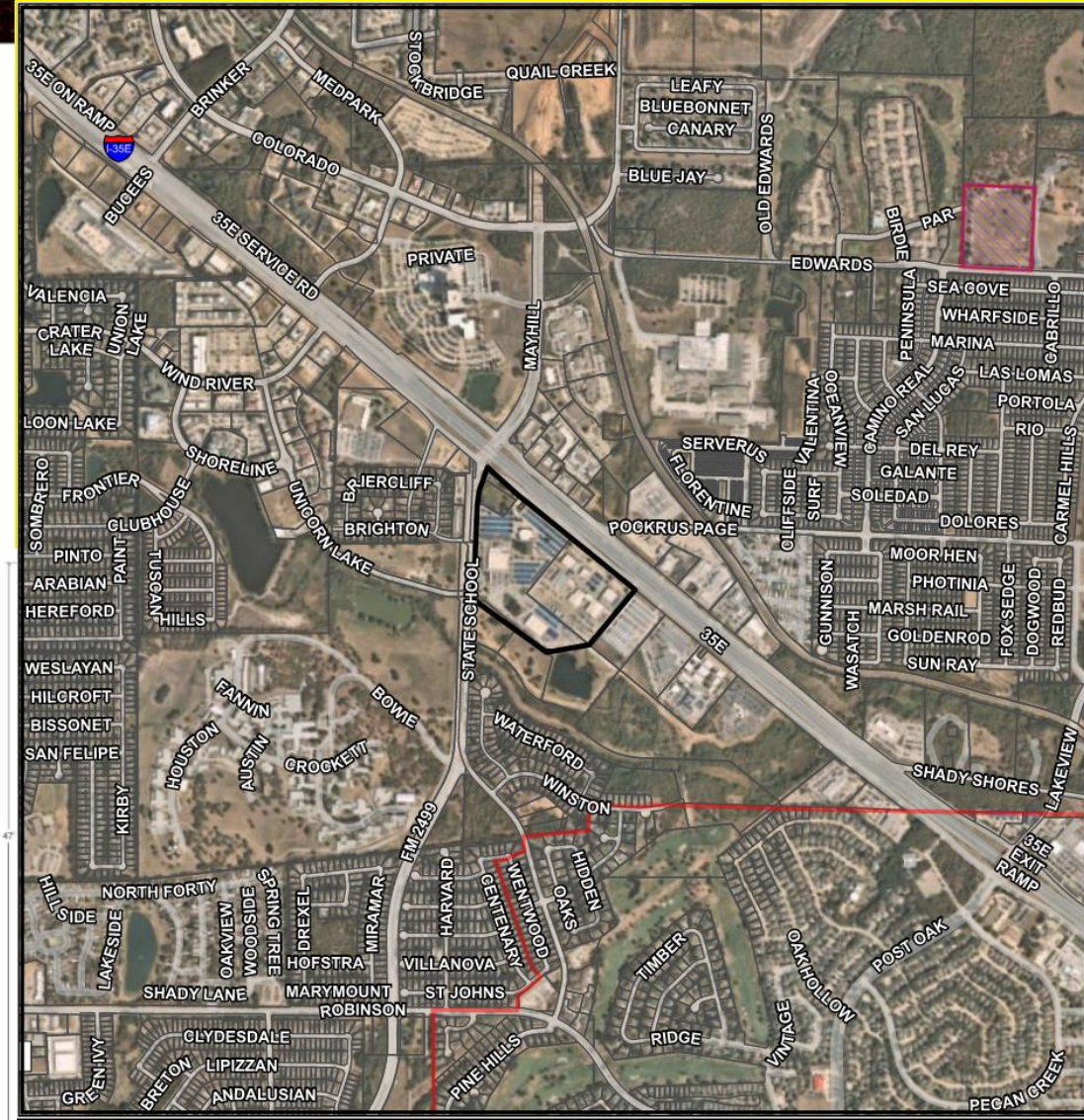
Ashley Ekstedt  
Assistant Planner  
March 5, 2024





# Summary

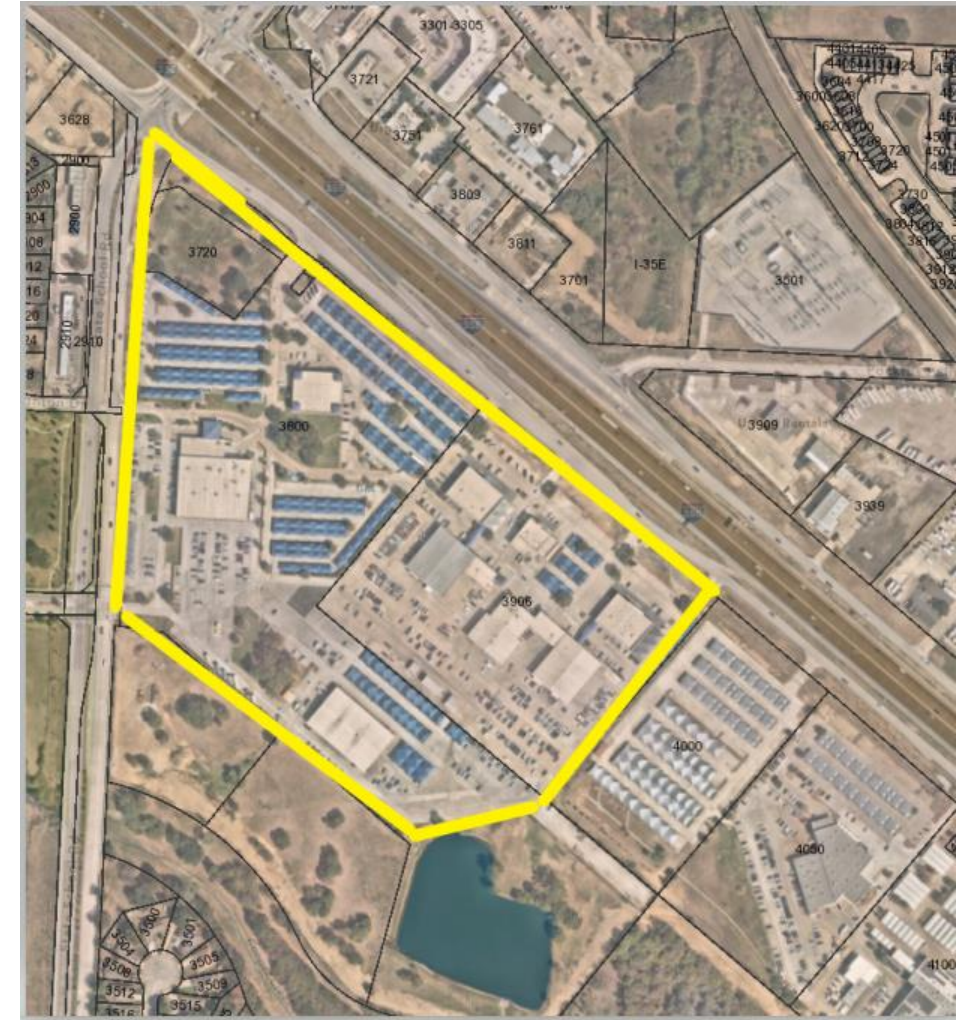
- **Request:** Special Sign District for James Wood Autopark
- **Purpose:**
  - Some proposed ground sign designs and locations do not meet Code of Ordinances Chapter 33 regulations (height, number, setbacks)
  - Section 33.18 of the Denton Sign Code allows creation of Special Sign Districts to deviate from the regulations
    - alternate comprehensive sign plan
    - superior to what is allowed by code
- **Recommendation:** Complies with criteria for approval





# Background

- **JWA** is a 54-acre auto dealership with frontage on 2 roadways: I35E (Freeway) and State School Road (Primary Arterial)
- 8 driveway connections associated with various activities/purposes:
  1. **5 along I35E:** connects to parts and service departments and sales buildings for Pre-Owned, Chevrolet, Cadillac, and Buick/GMC
  2. **3 along State School Road:** connects to Truck Sales and Service, Body Shop, and Pre-owned sales building
- 54 acres, 8 structures, parking, covered and uncovered automotive sales display areas
- Due to the size of the campus, large display areas, diverse activities, and arrangement of facilities, **JWA relies upon signage to effectively direct motorists to their desired locations within the site**
- TXDOT acquisition removed most of the signs along I35E, so applicant is seeking to replace them.





## Background - Previous Signs

- The signs were **previously installed** on the subject property and **removed by TxDOT** for the 35E widening project
  - Signs predated sign code
- The applicant is not requesting to reinstall the large “disco ball”

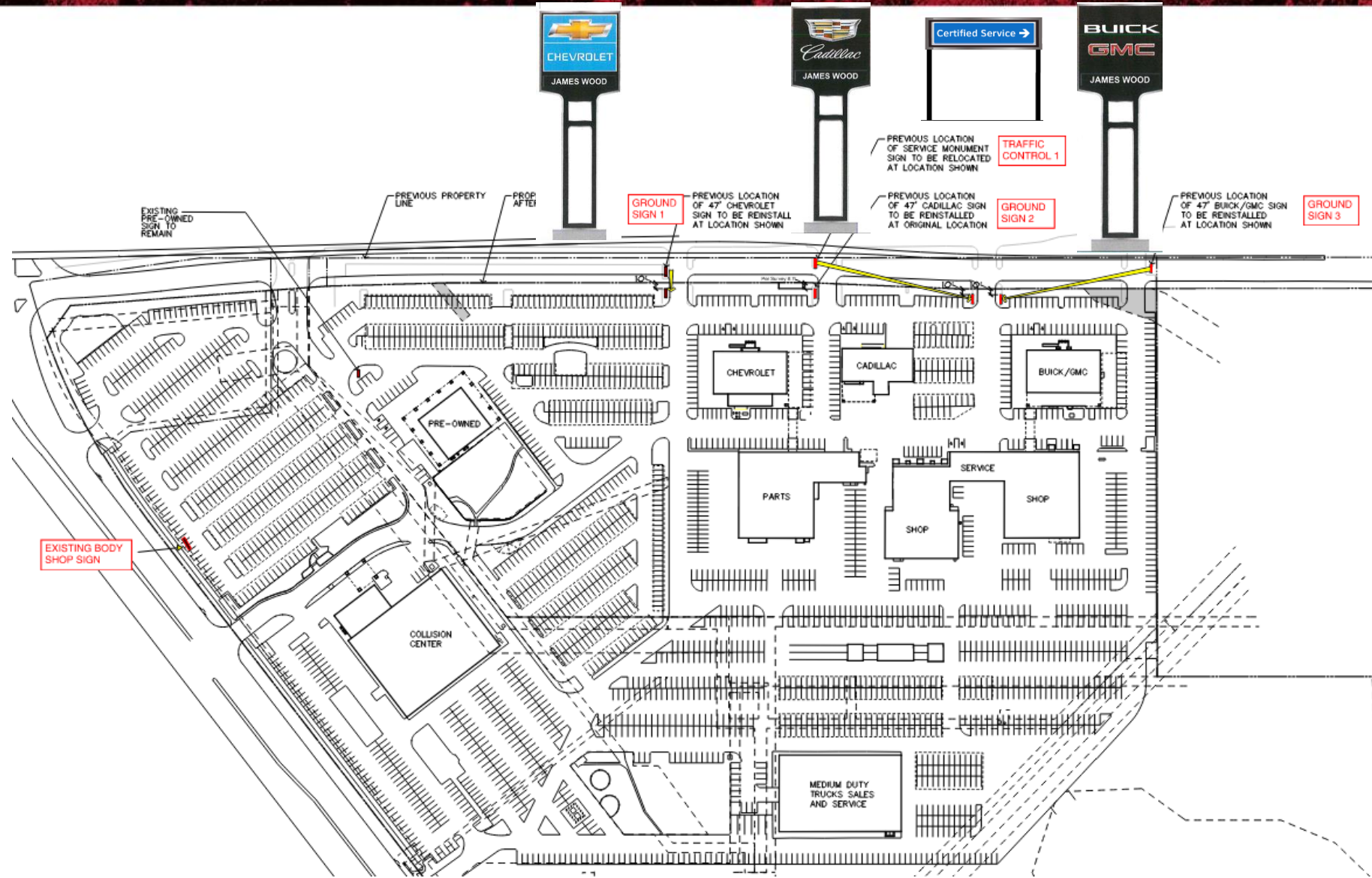




# Request

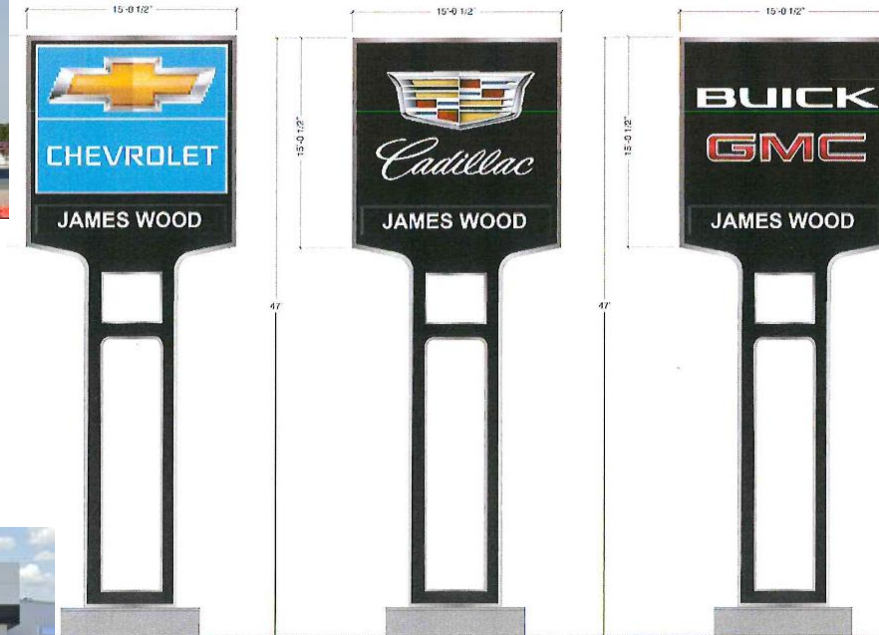
- 4 new ground signs with site plan and sign elevations
- Also includes 2 existing signs

- Ground signs: 47 feet tall
- Traffic control sign: 8 feet tall
- All signs smaller in area than allowed by sign code



# Comprehensive Sign Package + Compatibility

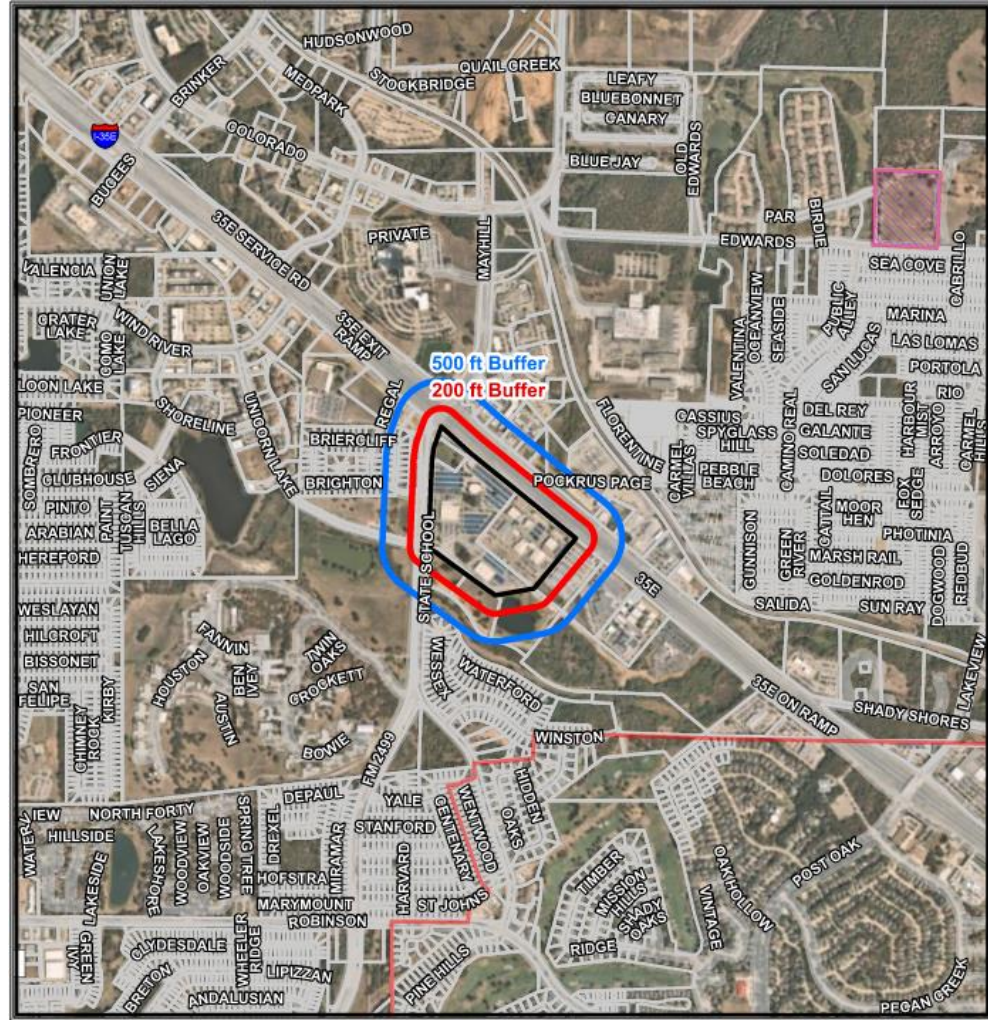
- No other ground signs permitted without a public hearing
- Cohesive materials, colors, and detailing for a **unified sign package** may **reduce visual clutter through consistency and uniformity**.
- The ground signs have a **smaller effective area** than the maximum that is permitted
- **Scale:**
  - Property is large and complex
  - Given the large scale and multiple activities, numerous signs are needed
- **Color:** ground signs correspond to the brand colors and coloring of the buildings for each brand. **Compatible with building architecture and provide clear directions**





# Public Outreach

- Newspaper Ad: January 28, 2024
- Property Posted: January 2, 2024
- Mailed Notices:
  - 200 ft. Public Notices mailed: 5
  - 500 ft. Courtesy Notices mailed: 46
- Responses:
  - In Opposition: 0
  - In Favor: 0
  - Neutral: 0



# 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.

The Planning & Zoning Commission voted to recommend approval 5-0.



# Questions?

Ashley Ekstedt  
Assistant Planner  
Development Services