

Vintage Travel Plaza Special Sign Standards

Section I. IN GENERAL

Sec 1.1 Titles, Purpose, and Intent.

- (a) The purpose and intent of establishing the Vintage Travel Plaza Special Sign Standards (VTPSSS) as an amendment to the adopted Planned Development District PD 139 (Ordinance PD23-0005a) is to grant and regulate a signage plan that will allow property within the VTPSSS to deviate from the sign regulations of Chapter 33 of the Denton Code of Ordinances (Denton Sign Code), as amended, in compliance with an alternative comprehensive plan that is standardized in design, and which is equal to or superior to what could be accomplished under the standard regulations of the Denton Sign Code, as amended, in the promotion of a safe and legible environment for employees and visitors. The VTPSSS provides a plan for ground signs that is necessary to direct vehicular traffic which is designed to be cohesive with the travel plaza architecture and minimize impacts to surrounding property.
- (b) Except as otherwise provided for herein, all signs in the VTPSSS must comply with the Denton Sign Code, as amended. In the event of a conflict between the VTPSSS and the Denton Sign Code, as amended, that are not mandated by state or federal law, the requirements set forth in the VTPSSS apply.
- (c) All signage defined herein may be deemed to be dual faced.

Article II. SIGN REGULATIONS

Section 2.1 Types of Signs Allowed.

All sign types permitted under Chapter 33 (Denton Sign Code) are allowed within the VTPSSS once a permit is obtained in compliance with Section 33.9 of the Denton Sign Code, as amended, and the standards as specified herein are met. Signs located in the VTPSSS may only be used to promote the business and associated activities located in VTPSSS and to direct visitors to a variety of locations within the site.

Section 2.2 Definitions

All words, terms, and phrases used in Chapter 33 (Denton Sign Code) shall have the meaning ascribed to them in Section 33.2 of the Denton Sign Code, as amended.

Section 2.3 Prohibited Signs.

Signs prohibited within the district shall be as consistent with Section 33.4 of the Denton Sign Code, as amended.

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Section 2.4 Number of Signs Allowed.

- (a) The number of ground signs allowed is limited to the following and as illustrated in the Comprehensive Sign Plan provided as Exhibit “C”:
 - 1. One (1) Pole Sign (A) – shared pole signs for three businesses on site
 - 2. One (1) Monument Sign (B) – shared monument signs for three businesses on site
 - 3. Two (2) Directional Signs (F) – restaurant entrance / exit signs
 - 4. Two (2) Directional Sign (L) – auto wash entrance / exit signs
- (b) The number of wall, attached, temporary, and wind device signs is not limited by VTPSSS, but each wall, attached, temporary, and wind device signs within the district must conform to the minimum regulations in Chapter 33 (Denton Sign Code), as amended.

Section 2.5 Maximum Effective Area Allowed.

- (a) The maximum effective area of ground signs within VTPSSS, including the supporting structure, shall be as follows and as shown in Exhibit “C”:
 - 1. Pole Sign (A) 466 square feet
 - 2. Monument Sign (B) 64 square feet
 - 3. Directional Signs (F) 5 square feet
 - 4. Directional Sign (L) 12 square feet
- (b) The maximum effective area of wall, attached, temporary, and wind device signs within the district must conform to the minimum regulations in Chapter 33 (Denton Sign Code), as amended.

Section 2.6 Maximum Height Allowed.

- (a) The maximum height of ground signs within JWASSD shall be as follows and as shown in Exhibit “C”:
 - 1. Pole Sign (A) 60 feet
 - 2. Monument Sign (B) 8 feet
 - 3. Directional Signs (F) 3 feet
 - 4. Directional Sign (L) 5 feet
- (b) The maximum height of wall, attached, temporary, and wind device signs within the district must conform to the minimum regulations in Chapter 33 (Denton Sign Code), as amended.

Section 2.7 Location and Minimum Setbacks of Signs.

- (a) The location, number, and minimum setbacks of ground signs shall be regulated as follows and as shown in Exhibit “C”:
 - 1. **Pole Sign (A).** Pole Sign (A) shall have a minimum setback of 20 ft. from the property line along I35W and Vintage Boulevard.
 - 2. **Monument Sign (B).** Monument Sign (B) shall have a minimum setback of 20 ft. from the property line along Vintage Boulevard.

3. **Directional Signs (F).** Directional Signs (F) shall have a minimum setback of 1 ft. from the vehicular pathway.
 4. **Directional Sign (L).** Directional Sign (L) shall have with a minimum setback of 1 ft. from the vehicular pathway.
- (b) The location and minimum setbacks of wall, attached, temporary, and wind device signs within the district must conform to the minimum regulations in Chapter 33 (Denton Sign Code), as amended and the Comprehensive Sign Plan provided as Exhibit C.

Section 2.8 Sign Construction.

- (a) The construction of ground signs shall be regulated as follow and as shown in Exhibit “C”:
1. **Pole Sign (A).** The appearance of the signs must comply with the elevations, with the exception of the sign content. Routine maintenance, repair, and refacing is permitted. Replacement shall be consistent with the requirements for monument signs in Chapter 33 of the Denton Code of Ordinances (Denton Sign Code), as amended.
 2. **Monument Sign (B).** The appearance of the signs must comply with the elevations, with the exception of the sign content. Routine maintenance, repair, and refacing is permitted. Replacement shall be consistent with the requirements for monument signs in Chapter 33 of the Denton Code of Ordinances (Denton Sign Code), as amended.
 3. **Directional Signs (F).** The appearance of the signs must comply with the Sign District elevations, with the exception of the sign content. Routine maintenance, repair, and refacing is permitted. Replacement shall be consistent with the requirements for monument signs in Chapter 33 of the Denton Code of Ordinances (Denton Sign Code), as amended.
 4. **Directional Sign (L).** The appearance of the signs must comply with the Sign District elevations, with the exception of the sign content. Routine maintenance, repair, and refacing is permitted. Replacement shall be consistent with the requirements for monument signs in Chapter 33 of the Denton Code of Ordinances (Denton Sign Code), as amended.
- (b) The construction of wall, attached, temporary, and wind device signs within the district must conform to the minimum regulations in Chapter 33 (Denton Sign Code), as amended and the Comprehensive Sign Plan provided as Exhibit C.

Section 2.9 Illumination.

- (a) The ground signs shall exhibit the following illumination, which must conform to the minimum regulations in Chapter 33 (Denton Sign Code):
1. **Pole Sign (A).** Internally illuminated.
 2. **Monument Sign (B).** Internally illuminated.
 3. **Directional Signs (F).** Externally illuminated.
 4. **Directional Sign (L):** Externally illuminated.

- (b) Illumination for all wall, attached, temporary, and wind device signs within the district must conform to the minimum regulations in Chapter 33 (Denton Sign Code), as amended.