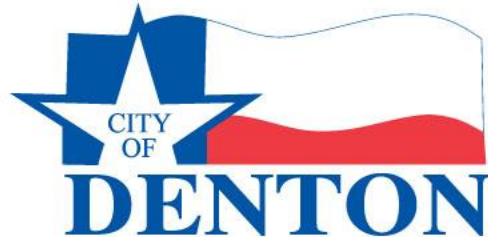


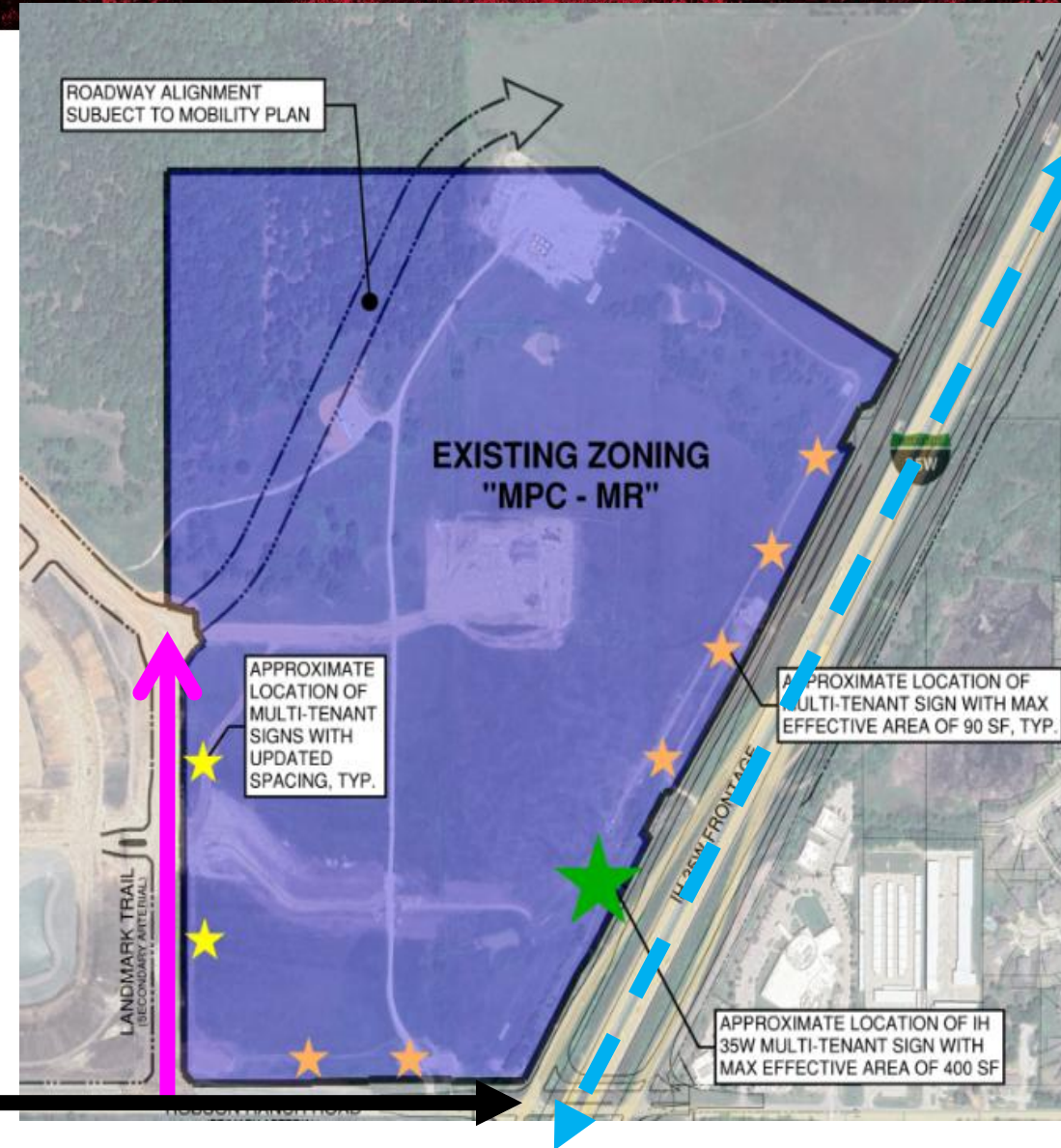
SD25-0001a Landmark Special Sign District

Cameron Robertson
Principal Planner
January 13, 2026



Background

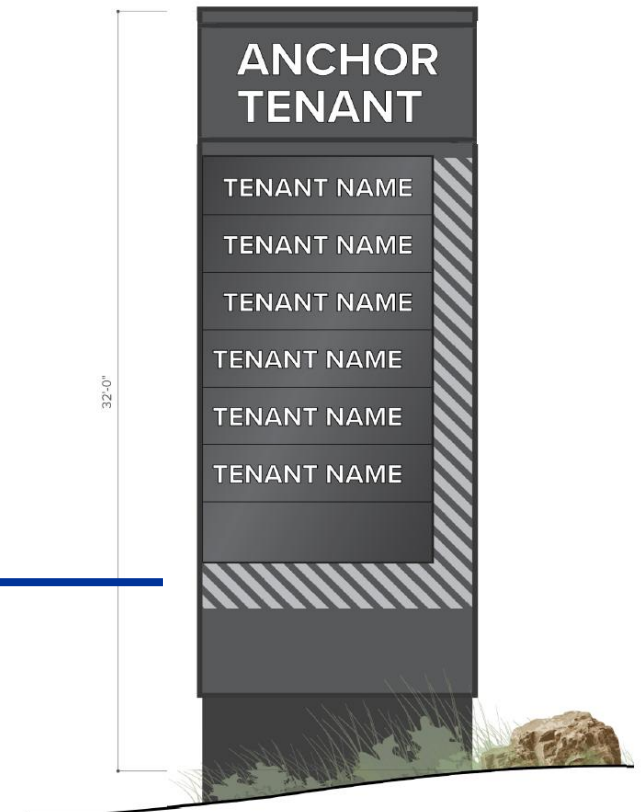
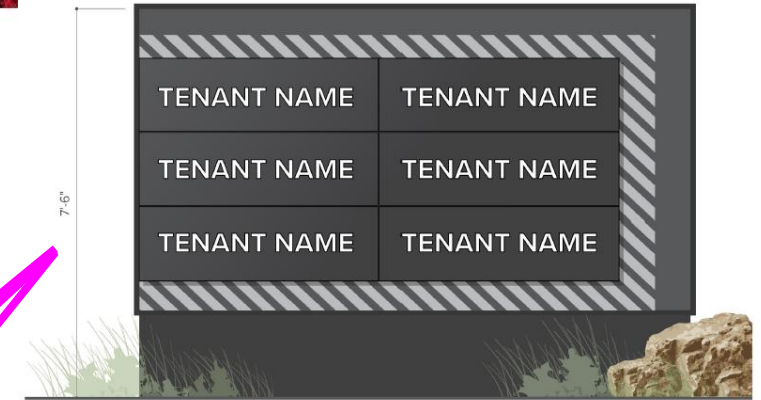
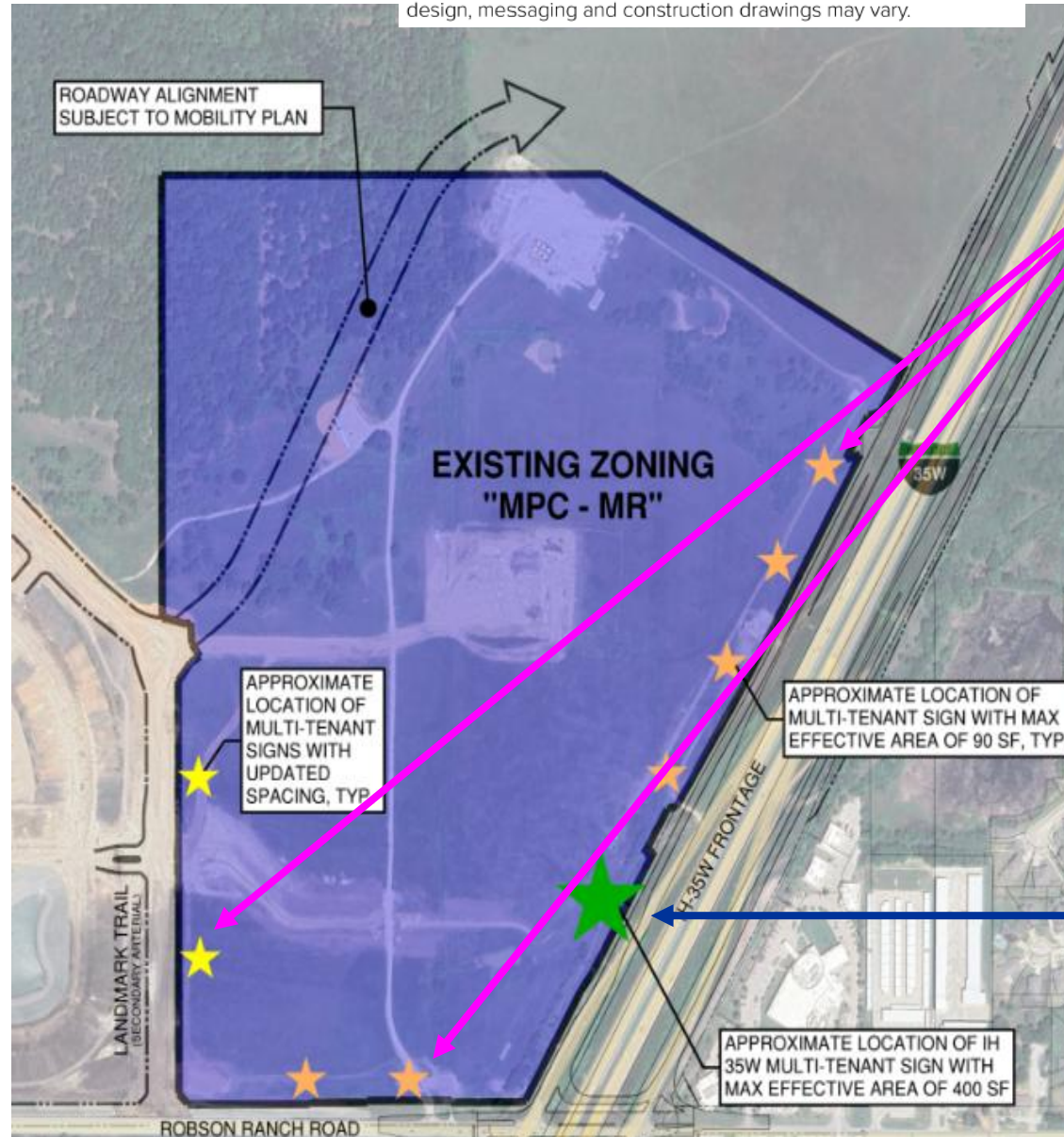
- Landmark SSD is an approx. 120-acre commercial area with frontage on 3 roadways:
 - IH-35W Frontage Road (Arterial), Robson Ranch Road (Arterial), and Landmark Trail (Arterial)
- Will include a grocery anchored retail development, multi-family, office space, and other commercial uses
- Due to the parcel size, location, and site constraints, **Landmark must rely on signs to ensure visibility, support tenants, and direct visitors to a variety of locations within the site.**



Request

- Nine multi-tenant ground signs and one single-tenant sign per multi-tenant sign parcel
- New ground-sign types
- Wind Device, Wall, and Portable Signs, and Menu Boards do not require permit unless don't meet LSSD standards
- Maximum effective areas for multi-tenant signs and temporary signs along IH-35W and arterials are larger than what is permitted by code
- Maximum height for temporary signs along IH-35W is taller than what is permitted by code

** 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.



SSD Summary

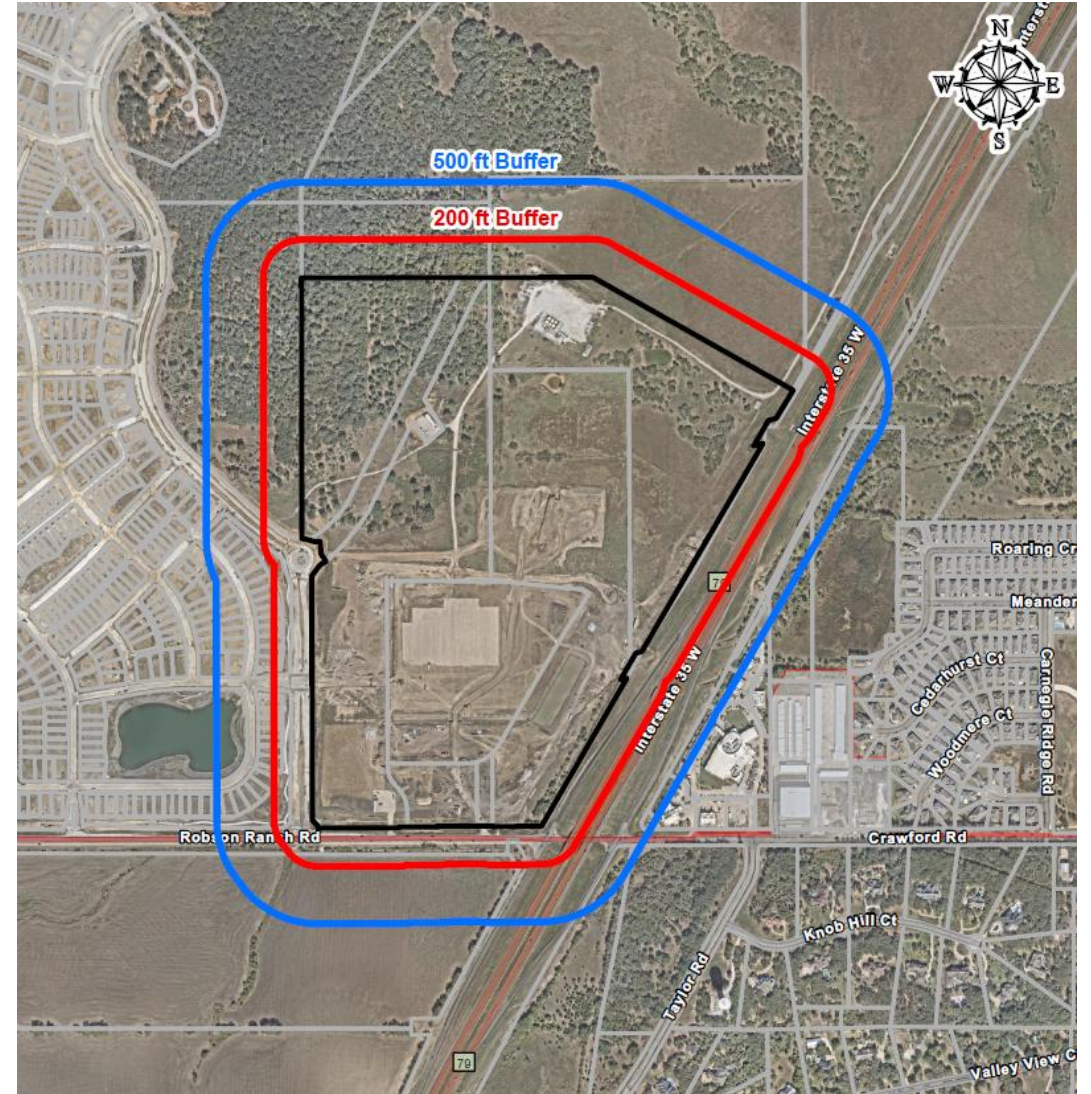
Standard	Chapter 33 (Denton Sign Code)	Proposed LSSD
Definitions	Section 33.2. Ground Sign and On-Premise Sign definitions	Introduces New Definitions: Multi-tenant Sign, Single-tenant Sign, Pedestrian Directory, and Directional Signs
Permitted Signs	Chapter 33 permits a variety of ground and attached signs.	Allows Wind Device, Wall, and Portable signs, and Menu Boards, of certain size and dimension standards. If exceed standards, must acquire permit
Maximum Effective Area Section 33.14.2(b)	For signs on IH-35W, 250 square feet, and on Arterial roadways, 60 square feet; Temporary sign, 32 square feet	Multi-Tenant Signs. IH-35W: 400 sf, Primary Arterials: 90 sf, Pedestrian Directory: 20 sf, and Directional Signs: 12 sf Temporary Signs. IH-35W: 128 sf and Primary Arterials: 96 sf
Maximum Height Section 33.14.2(b)	20 feet on Arterial roadways; Temporary signs is no more than 8 feet high	Pedestrian Directory: 7 ft (13 ft shorter than permitted) Directional Signs: 9 ft 6 in (10 ft shorter than permitted) Temporary Signs. <u>IH-35W</u> : 16 ft (8 ft taller than permitted)
Minimum Setbacks	20 feet from the curbline and 10 feet from any side or rear yard property line	Multi-tenant ground signs adjacent to TxDOT ROW where there are constraints may be placed a minimum setback of 0 feet
Number of Ground Signs	Any premise which has +500 feet of street frontage may have 1 additional ground sign for each 500 feet of frontage, if each additional sign permitted is located +60 feet from another ground sign Landmark Trail: approx. 1,517 linear feet of frontage (maximum 3 signs) Robson Ranch Road: approx. 1,170 feet of frontage (maximum 2 signs) IH-35W: approx. 2,717 feet of frontage (maximum 5 signs)	Landmark Trail: <u>2 signs</u> , spacing governed by max number permitted Robson Ranch Road: <u>2 signs</u> , spacing governed by max number permitted IH-35W: <u>5 signs</u> , spacing governed by max number permitted (1 sign = 400 sf, 4 signs = 90 sf each) Any parcel that allows a multi-tenant sign, can have at 1 single-tenant sign

Comprehensive Sign Package + Compatibility

- Scale:
 - Propose height and size limitations that exceed Denton Sign Code for some ground signs to ensure visibility along IH-35W
 - Commercial area necessitates numerous wayfinding signs to direct drivers
- Color, Material, and Shape:
 - Will be **controlled by development CC&Rs operated by Hunter Ranch** to ensure unified sign package that's consistent and uniform to the design of commercial area and its surroundings
- Landscape:
 - MPC Section 7.7.7: *Street trees planted every 30 feet were required along this right-of-way*
 - MPC Section 7.7.5: *Additional screening of right-of-way elements required*
- Traffic Safety and Traffic Circulation:
 - Each multi-tenant (minus along IH-35W), single-tenant, pedestrian directory, and directional sign meets the minimum setbacks
 - LSSD defines pedestrian directory sign and directional signs to ensure wayfinding signage is available for all modes of transportation
- Does not propose any type of illuminated ground signs not permitted by Denton Sign Code
- Intended to promote the commercial area and direct vehicular and pedestrian traffic
- Portable Signs:
 - Current regulations prohibits *portable signs* if “not a properly registered nonconforming portable sign as provided for in this chapter.”
 - The language is restrictive, **limiting the max effective area, maximum height, and number permitted per business or establishment**

Public Outreach

- Newspaper Ad: December 27, 2025
- Website Posting: December 19, 2025
- Property Posted: December 6, 2025
- Mailed Notices:
 - 200 ft. Public Notices mailed: 36
 - 500 ft. Courtesy Notices mailed: 5
- 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.

Planning and Zoning Commission **recommended approval** (6-0)

QUESTIONS?

Cameron Robertson, AICP

Principal Planner

Development Services