

James Wood Autopark Special Sign District

Section I. IN GENERAL

Sec 1.1 Titles, Purpose, and Intent.

- (a) The purpose and intent of the creation of the James Wood Autopark Special Sign District (JWASSD) is to grant and regulate a signage plan that will allow property within the JWASSD 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 for signage 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 JWASSD provides a package of ground signs that is necessary to direct vehicular traffic which is designed to be cohesive with the auto dealership architecture and minimize impacts to surrounding property.
- (b) Except as otherwise provided for herein, all signs in the JWASSD must comply with the Denton Sign Code, as amended. In the event of a conflict between the JWASSD and the Denton Sign Code, as amended, that are not mandated by state or federal law, the requirements set forth in the JWASSD 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 JWASSD 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 JWASSD may only be used to promote James Wood Autopark and associated activities 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 consistent with Section 33.4 of the Denton Sign Code, as amended.

Section 2.4 Number of Signs Allowed.

- (a) The Number of ground signs allowed is limited to the following:
 - 1. Pre-Owned Sign (existing)

2. Chevrolet Sign (Ground Sign 1)
3. Cadillac Sign (Ground Sign 2)
4. Buick/GMC Sign (Ground Sign 3)
5. Service Sign (Traffic Control 1)
6. Body Shop Sign (existing)

(b) The number of wall, attached, temporary, and wind device signs is not limited by JWASSD, 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 JWASSD, including the supporting structure, shall be as follows:

- | | |
|----------------------|-------------------------------|
| 1. Ground Sign 1 | 226.3 square feet |
| 2. Ground Sign 2 | 226.3 square feet |
| 3. Ground Sign 3 | 226.3 square feet |
| 4. Pre-Owned Sign | 126.56 square feet (existing) |
| 5. Body Shop Sign | 75 square feet (existing) |
| 6. Traffic Control 1 | 15.6 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:

- | | |
|----------------------|--------------------|
| 1. Ground Sign 1 | 47 feet |
| 2. Ground Sign 2 | 47 feet |
| 3. Ground Sign 3 | 47 feet |
| 4. Pre-Owned Sign | 36 feet (existing) |
| 5. Body Shop Sign | 25 feet (existing) |
| 6. Traffic Control 1 | 8 feet |

(b) The maximum height of 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:

1. **Ground Sign 1.** There shall be a maximum total of one Ground Sign 1 sign within JWASSD. Ground Sign 1 shall be located along the I35E frontage road as shown on **Exhibit I**, with a minimum setback of 10 ft. from the property line along I35E.

2. **Ground Sign 2.** There shall be a maximum total of one Ground Sign 2 sign within JWASSD. Ground Sign 2 shall be located along the I35E frontage road as shown on **Exhibit I**, with a minimum setback of 8.7 ft. from the property line along I35E.
 3. **Ground Sign 3.** There shall be a maximum total of one Ground Sign 3 sign within JWASSD. Ground Sign 3 shall be located along the I35E frontage road as shown on **Exhibit I**, with a minimum setback of 10 ft. from the property line along I35E.
 4. **Existing Pre-Owned Sign.** The existing sign is to remain at the current location shown on **Exhibit I**.
 5. **Existing Body Shop Sign.** The existing sign is to remain at the current location shown on **Exhibit I**.
 6. **Traffic Control Sign 1** shall be a maximum total of one Traffic Control Sign 1 sign within JWASSD. Traffic Control Sign 1 shall be located as shown on **Exhibit I**, with a minimum setback of 10 feet from the property line along I35E.
- (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.

Section 2.8 Sign Construction.

- (a) The construction of ground signs shall be regulated as follows:
1. **Ground Sign 1.** Must generally comply with the Sign District elevation in **Exhibit II**, which is attached hereto and incorporated by reference herein. The appearance of the signs must comply with the Sign District elevations. 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. **Ground Sign 2.** Must generally comply with the Sign District elevation in **Exhibit II**, which is attached hereto and incorporated by reference herein. The appearance of the signs must comply with the Sign District elevations. 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. **Ground Sign 3.** Must generally comply with the Sign District elevation in **Exhibit II**, which is attached hereto and incorporated by reference herein. The appearance of the signs must comply with the Sign District elevations. 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. **Traffic Control Sign 1.** Must generally comply with the Sign District elevation in **Exhibit II**, which is attached hereto and incorporated by reference herein. The appearance of the signs must comply with the Sign District elevations. 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.

Section 2.9 Illumination.

- (a) If the following signs are illuminated, then the signs shall be illuminated in the following manner:
 1. **Ground Sign 1.** Internally illuminated.
 2. **Ground Sign 2.** Internally illuminated.
 3. **Ground Sign 3.** Internally illuminated.
 4. **Traffic Control Sign 1:** Internally 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.