

# PDA25-0003b

## Gateway of Denton Signs

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# Background

- **Request:** Special Sign Standards for a travel center at the southeast corner of Vintage Boulevard and I-35W
- The **detailed site plan** for the travel center development was approved by City Council June 2024 (PDA23-0005a) and includes a **gas station and convenience store, two restaurants, and a car wash**
- The 4.291-acre property fronts on 2 roadways: I35W (Freeway) and Vintage Boulevard (Primary Arterial)
- Surrounding context:
  - Location of Vintage Boulevard exit
  - Jug-handle exit/entrance ramp at I-35W / Vintage Boulevard
  - Height and position of multifamily buildings to the south
- Due to the number of tenants/uses on this site **the travel center development will rely upon signage to effectively direct motorists**

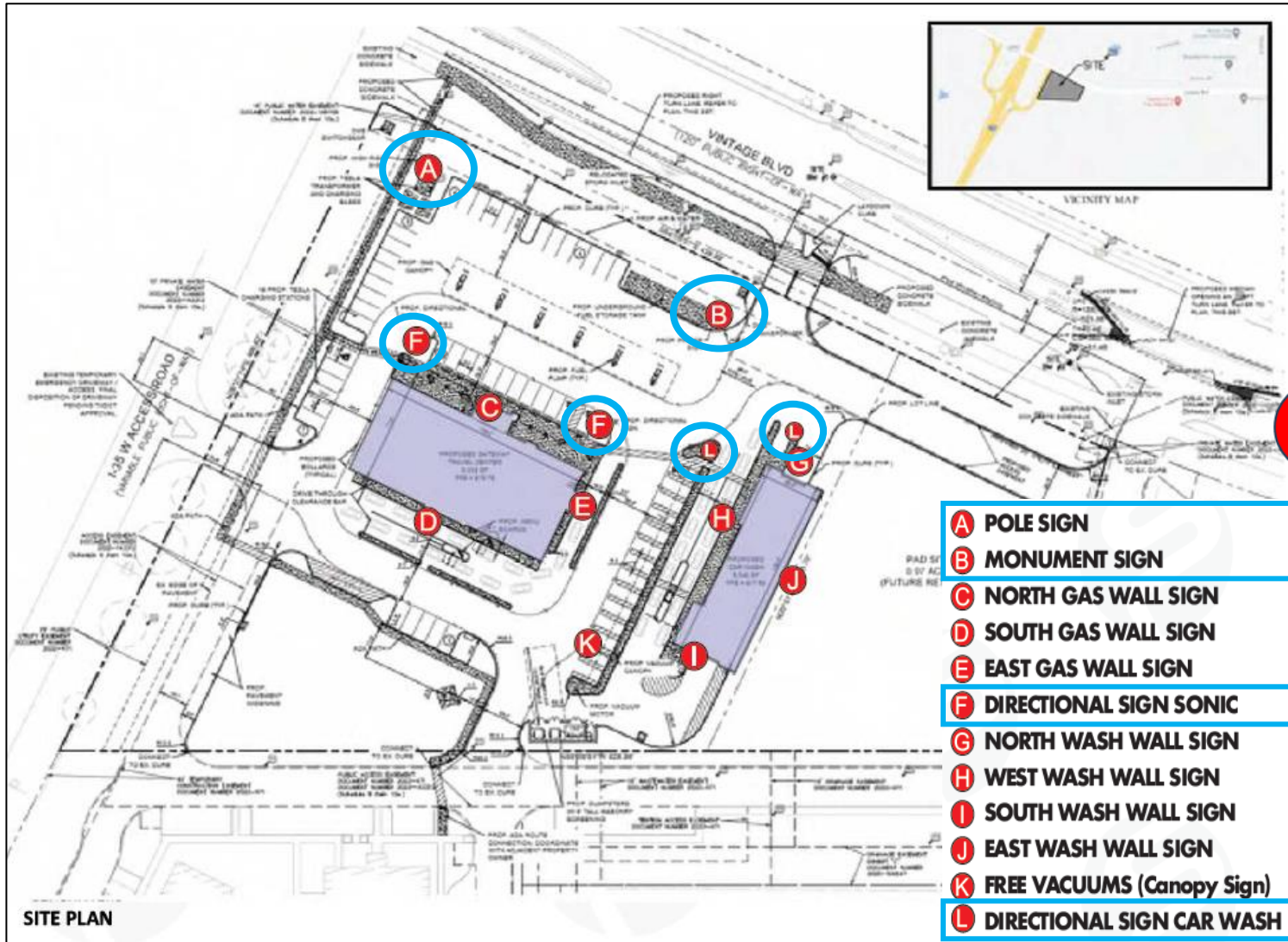


# Denton Sign Code

- Signs are needed as part of the urban built environment: they provide directions for residents and visitors and communicate messages for commerce and community.
- However, signs can create nuisances such as visual clutter on city streets, glare for nearby property owners, and distract drivers.
- Sign regulations aim to balance a property owner's sign needs with a community's aesthetic and safety goals by limiting the type, size, number, and setbacks in order to minimize nuisances and risks to public safety.
- For example:
  - Dilapidated signs, signs which interfere with the use of a parking space, and signs which obscure the view of a driver are prohibited
  - Taller and larger signs are allowed on higher speed or larger roadways
  - Too many signs create “visual clutter”
- **All situations cannot be anticipated, so Chapter 33 allows for deviations, provided that the sign package is superior and comprehensive – may be approved as part of a PD or Special Sign District**

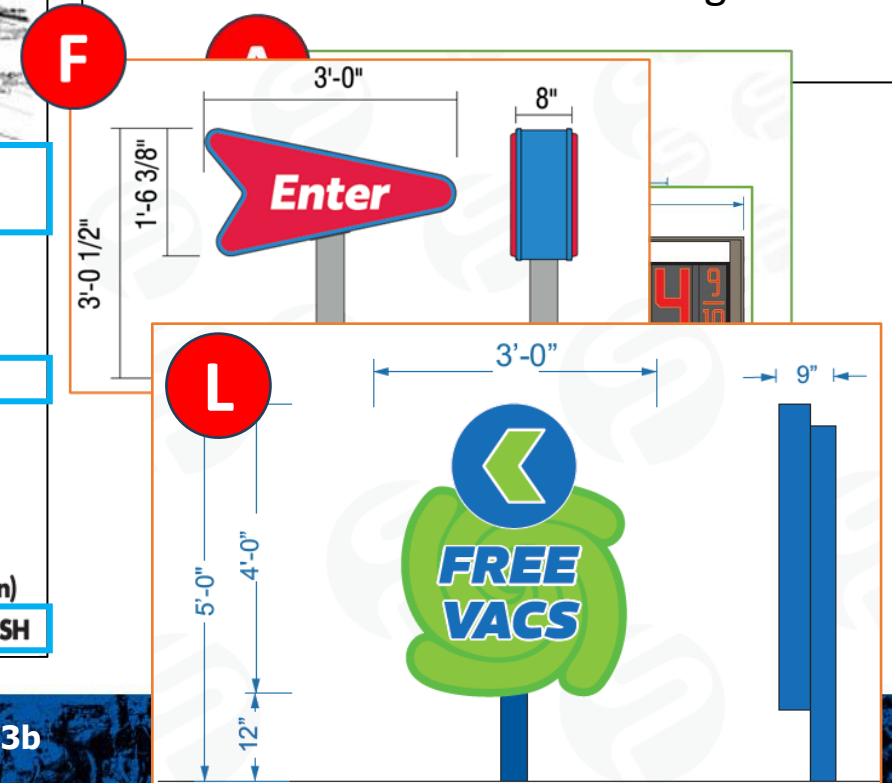


# Request



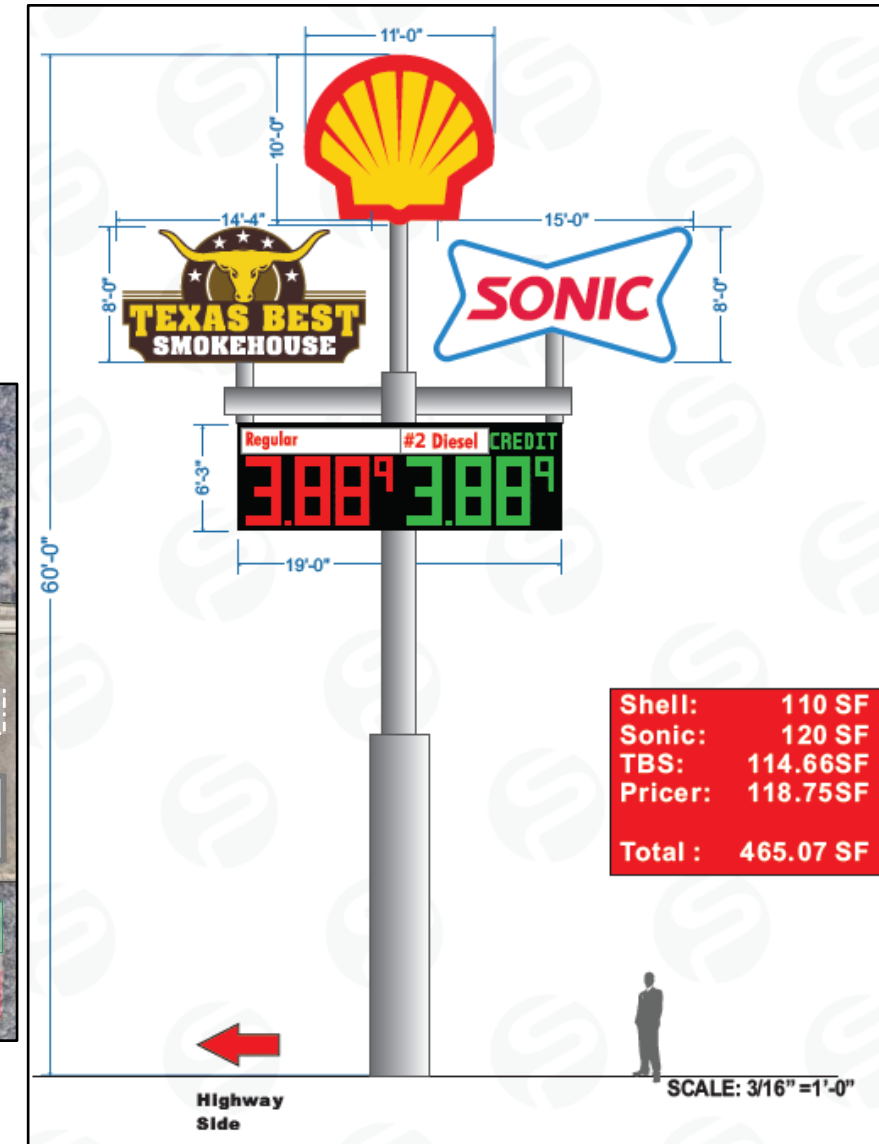
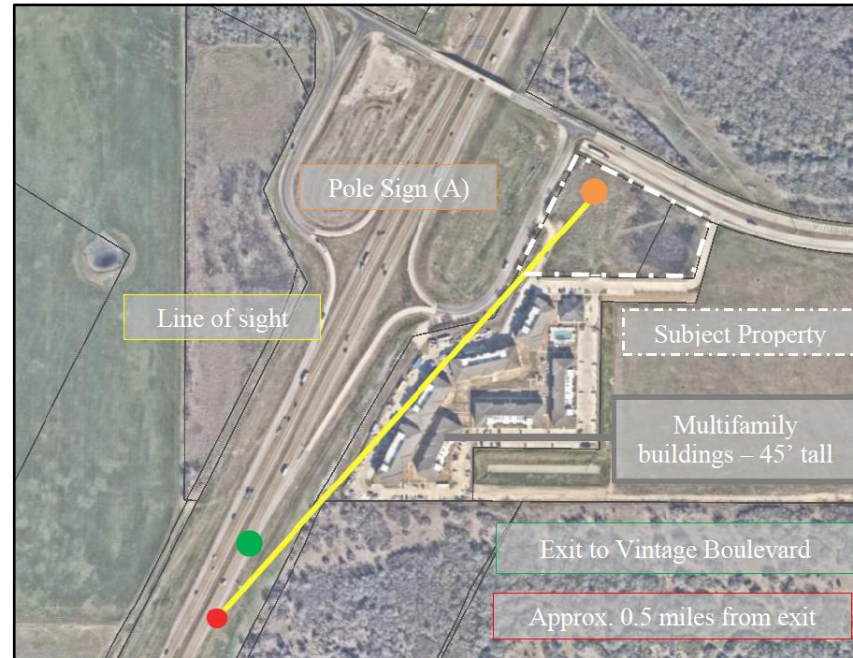
The applicant requests approval of this comprehensive sign package and the Vintage Travel Plaza Special Sign Standards (VTPSSS), which:

- Restricts sign location and size, not content.
- Limits to 2 new ground signs
- Limits site to 4 directional signs



# Criteria for Approval, Code of Ordinance 33.14

- Superior to Denton Sign Code
  - No other ground signs permitted without a public hearing
  - Cohesive materials, colors, and detailing for a **unified sign package** - reduces visual clutter through consistency and uniformity.
- Necessary and does not violate spirit of the Code
  - Larger size improves **visibility** for I-35W northbound traffic
- Scale & Color:
  - Property is tucked **northeast of taller buildings**
  - Development consists of **multiple uses/tenants** – style and colors match brands



Shell:	110 SF
Sonic:	120 SF
TBS:	114.66SF
Pricer:	118.75SF
Total :	465.07 SF



# Criteria for Approval, DDC Subchapter 2

## General Approval Criteria for All Applications (Sec. 2.4.5.E)

1. General Criteria
2. Prior Approvals
3. Consistent with the Comprehensive Plan and Other Applicable Plans
4. Compliance with this DDC
- 5. Compliance with other regulations**
6. Consistent with Interlocal and Development Agreements
7. Minimizes Adverse Environmental Impacts
8. Minimizes Adverse Impacts on Surrounding Property
9. Minimizes Adverse Fiscal Impacts
10. Compliance with Utility, Service, and Improvement Standards
11. Provides Adequate Road Systems
12. Provides Adequate Public Services and Facilities
13. Rational Phasing Plan

## Zoning Criteria for Approval (Sec 2.7.3.D)

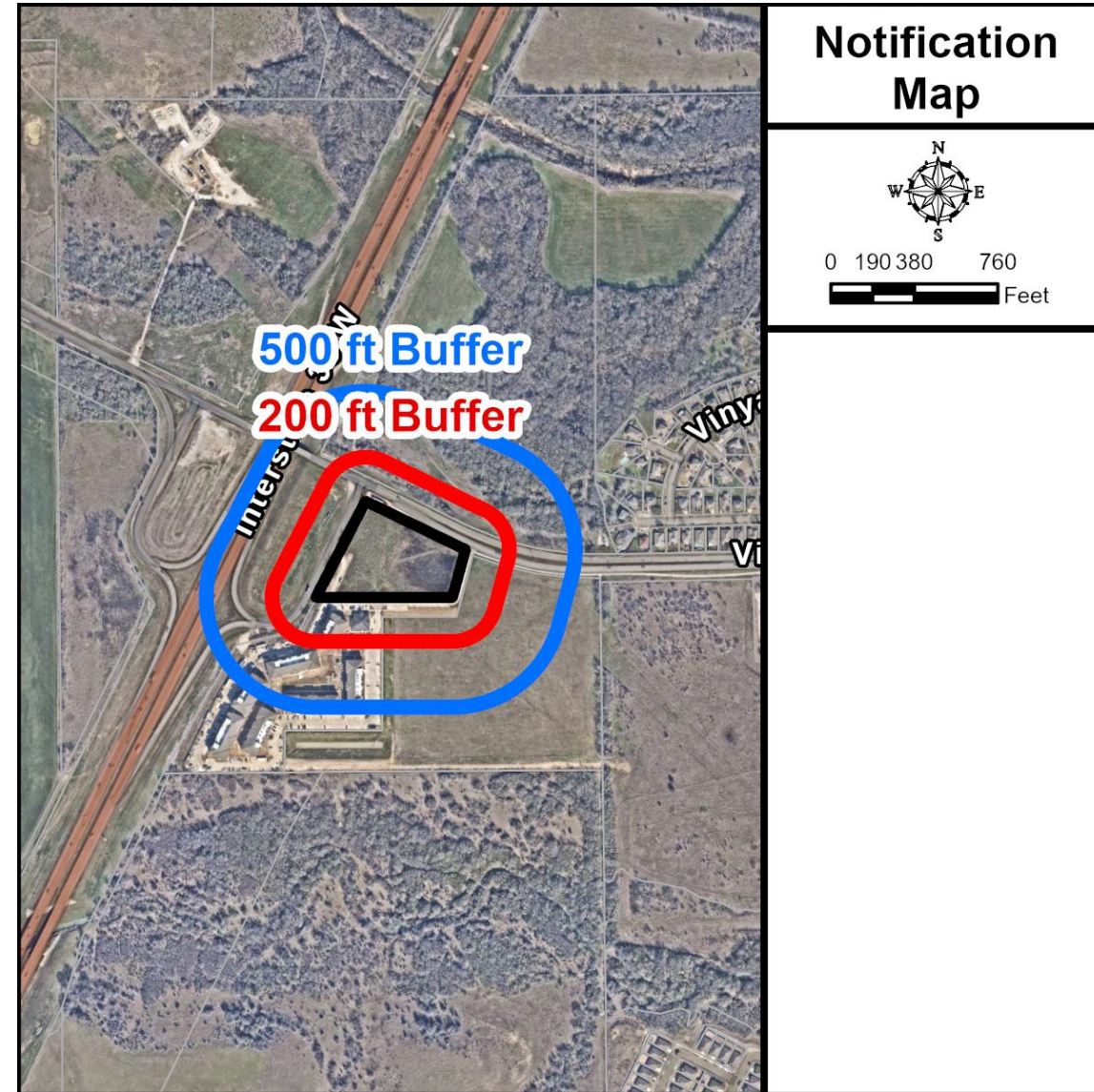
1. Compliance with goals of Comprehensive Plan
2. Compliance with the goals of relevant Area Plans
3. Compliance with DDC
4. Provides a greater level of design than would be required if the project were not being developed in a PD District
- 5. Appropriate in area, location, and overall planning for the purpose intended**
6. Provision of public facilities and services adequate to serve anticipated population within PD District
- 7. Conditions and/or restrictions imposed by the PD District are necessary and sufficient to address significant adverse impacts to surrounding properties or neighborhoods**

### Summary:

- ✓ **Proposed sign standards are appropriate for the site's surrounding context**
- ✓ **The proposed comprehensive sign package is consistent with the approved development plan for this site**
- ✓ **This request does not propose to remove any restrictions of the existing PD**
- ✓ **Additional restrictions are imposed to provide a superior layout of signs that what is otherwise permitted within the Denton Sign Code**

# Public Outreach

- Newspaper Ad: May 25, 2025 & June 29, 2025
- Property Posted: May 23, 2025 & June 26, 2025
- Mailed Notices:
  - 200 ft. Public Notices mailed: 3
  - 500 ft. Courtesy Notices mailed: 2
- Responses:
  - In Opposition: 0
  - In Favor: 0
  - Neutral: 0





# Recommendation

The Planning and Zoning Commission recommended **approval** [5-0-1] of the request.

Staff recommends **approval** of the request as it complies with the applicable criteria:

- Section 33.18.4 of the Denton Code of Ordinances applicable to the creation of a Special Sign District,
- Section 2.7.3D of the Denton Development Code applicable to Planned Development Amendments, and
- Section 2.4.5E of the Denton Development Code applicable to all applications.



# Questions?

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