



# City of Denton

City Hall  
215 E. McKinney Street  
Denton, Texas  
[www.cityofdenton.com](http://www.cityofdenton.com)

## AGENDA INFORMATION SHEET

**DEPARTMENT:** Department of Development Services

**DCM:** Cassey Ogden

**DATE:** July 15, 2025

### **SUBJECT**

Hold a public hearing and consider adoption of an ordinance of the City of Denton, Texas regarding a Planned Development Amendment to establish special sign standards for approximately 4.291 acres out of Planned Development 139, generally located on the southeast corner of Vintage Boulevard and I-35W, in the City of Denton, Denton County, Texas; adopting an amendment to the City's official zoning map; providing for a penalty in the maximum amount of \$2,000.00 for violations thereof; providing savings and severability clauses and an effective date. The Planning and Zoning Commission voted (5-0-1) to recommend approval of the request. Motion for approval by Commissioner Riggs and second by Commissioner Padron. (PDA25-0003b, Gateway of Denton Signs, Mia Hines)  
<https://dentontx.new.swagit.com/videos/346760?ts=6031>

### **BACKGROUND**

Reece Flanagan, on behalf of the property owner, Vintage Denton Series, LLC, is requesting a Planned Development Amendment for Planned Development 139 (PD-139), to facilitate the construction and installation of signs for a new travel plaza. Due to the low elevation of the subject area in relation to the adjacent rights-of-way and the number of users on the subject property, the applicant is proposing signs that are taller and larger than what is currently permitted in the regulations within the Code of Ordinances Chapter 33 (Denton Sign Code). The Special Sign Standards are included as Exhibit 7.

Per Section 33.14.3 of the Denton Sign Code, the regulations for signs located in planned development zoning districts shall be contained in the ordinance or in a concept or detail plan approved for the district, and the applicant may request a deviation from the regulations with an alternative comprehensive sign plan. Deviations from Denton Sign Code may be approved as long as:

- the deviations equally meet the objectives of the Denton Sign Code,
- the deviations are necessitated by the design of the development within the planned development district, and
- the deviations are found to meet the criteria set for the creation of a special sign district pursuant to Section 33.18.4.

Accordingly, the applicant has requested a major PD Amendment to establish special sign standards (i.e. deviations from the Denton Sign Code) for the subject property and provide for the installation of signs that ensure adequate visibility, promote the businesses, and direct visitors to a variety of locations within the site.

The sign package proposed as part of this Planned Development Amendment includes two major ground signs – a pole sign and a monument sign:

- Pole Sign (A): Sign for three businesses (currently proposed as Shell Gas, Texas Best Smokehouse, and Sonic) on a shared pole; 60 feet tall
- Monument Sign (B): Signs for three businesses (currently proposed as Shell Gas, Texas Best Smokehouse, and Sonic) on a shared monument; 8 feet tall

The proposed deviations from the Sign Code standards are summarized in the table below. For any standards not specified in the Special Sign District regulations (Exhibit 7), the Chapter 33 of the Denton Code of Ordinance (Denton Sign Code) would apply. While the Sign Code is silent to the number of directional signs permitted on a site, the proposed Special Sign Standards limits the total number of directional signs to those shown within the Comprehensive Sign Plan.

<b>Standard</b>	<b>Chapter 33 (Denton Sign Code)</b>	<b>Proposed Planned Development Amendment</b>	<b>Difference</b>
Maximum height	Signs along IH 35N, 35E, or 35W: 40 feet	Pole Sign (A): 60 feet	Ground Sign 1: +20 feet
	Signs along Primary Arterials: 20 feet	Monument Sign (B): 8 feet	Ground Sign 2: -12 feet
Maximum effective area	Signs along IH 35N, 35E, or 35W: 250 square feet	Pole Sign (A): 466 square feet	Ground Sign 1: +216 square feet
	Signs along Primary Arterials: 150 square feet*	Monument Sign (B): 64 square feet	Ground Sign 2: -86 square feet

\*Although 60 square feet is the effective area allowed along a primary arterial, Section 33.14.2 allows for an increased effective sign area of up to 150 square feet for any premises which has more than 300 feet of frontage on a primary arterial street, if used to advertise more than one tenant.

#### PD History

Planned Development 139 was originally approved in 1991 as a 450-acre “Business Village” which established the PD text and included a concept plan as well as a menu of permitted uses with development standards associated with each use (Ordinance 1991-034). On May 14, 2002, City Council approved an amendment to the permitted uses in PD-139, allowing for the development of amenity centers and gas wells within the PD (Ordinance 2002-147).

Approximately 213 acres have been zoned out of the PD since 2002 into standard zoning districts. Most recently, in 2020 a detailed plan was approved for a charter school on land located to the east of the subject property, and in 2021 (ordinance PD21-0004b) a 207-unit multifamily development was approved on land located to the south of the subject property. The multifamily development is currently under construction, and ordinance PD21-0004b imposed conditions related to access to I-35W within the subject property that would be modified with this proposal. In 2024, a detailed plan was approved for the travel plaza associated with this proposed amendment (ordinance PD23-0005a, Exhibit 6).

#### PD Amendment Process

In accordance with Ordinance DCA18-0009u, the permitted uses and development standards may remain consistent with those established by the PD and Article II, Appendix B-Zoning of the Code of Ordinances (1969 Zoning Ordinance) under which the PD was first approved. However, the proposed amendment to PD-139 must follow the Denton Development Code’s current procedures and amendatory regulations. Denton Development Code (DDC) Section 2.7.3 outlines the procedures and criteria for approval for planned development amendments, including thresholds which require a Major Amendment and approval through the dual-public hearing zoning process (DDC Section 2.7.3C.6.d.ii). Additionally, deviations from

the Denton Sign Code may be approved as part of Planned Development ordinance as discussed earlier in this report.

A full Staff Analysis of the proposed Planned Development Amendment, including a further analysis of the proposal's compliance with the special sign district approval criteria, is provided in Exhibit 2.

#### **PLANNING AND ZONING COMMISSION**

At the June 11, 2025 meeting, the Planning and Zoning Commission voted to continue this item to a date certain of June 25, 2025 due to a lack of minimum quorum needed for consideration of the item. At that meeting, there were four Commissioners in attendance and one of the members needed to recuse themselves, thus leaving three Commissioners for this item and no meeting quorum.

At the June 25, 2025 meeting, the Commission held a public hearing and received Staff's presentation on the item. At that meeting, there were no comments from members of the public, and the only discussion the Commission had was regarding clarity on the construction requirements. Staff clarified that the sign sizes specified in the proposed PD amendment are maximum requirements, and the developer could choose to construct signs smaller than what is shown on the Vintage Travel Plaza Comprehensive Sign Plan.

#### **OPTIONS**

1. Approve
2. Approve Subject to Conditions
3. Deny
4. Postpone Item

#### **RECOMMENDATION**

The Planning and Zoning Commission voted [5-0-1] to recommend approval of the request.

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 criterion of a Special Sign District, it is consistent with the criteria in Section 2.4.5.E of the DDC for approval of all applications, and it complies with Section 2.7.3.D of the DDC for approval of a planned development amendment.

#### **PRIOR ACTION/REVIEW (Council, Boards, Commissions)**

<b>Date</b>	<b>Council, Board, Commission</b>	<b>Request</b>	<b>Action</b>
March 5, 1991	City Council	Rezoning to PD-139	Approval (Ordinance 91-034)
September 7, 1999	City Council	Amendment to Concept Plan	Approval (Ordinance 1999-317)
May 14, 2002	City Council	Amendment to Concept Plan	Approval (Ordinance 2002-147)
September 17, 2019	City Council	Transition to 2019 DDC and established PD procedures	Approval (Ordinance DCA18-0009u)
May 18, 2021	City Council	Resolution of No Objection	Approval (Resolution 21-691*)
December 15, 2021	Planning and Zoning Commission	Planned Development Amendment (PD21-0004)	Continued the public hearing and postponed consideration of the item allowing for a community meeting

January 12, 2022	Planning and Zoning Commission	Planned Development Amendment (PD21-0004)	Recommend Approval
February 1, 2022	City Council	Planned Development Amendment (PD21-0004)	Approval (Ordinance PD21-0004b)
May 29, 2024	Planning and Zoning Commission	Planned Development Amendment (DPA23-0005)	Recommend Approval
June 18, 2024	City Council	Planned Development Amendment (PDA23-0005)	Approval (Ordinance PDA23-0005a)
June 11, 2025	Planning and Zoning Commission	Planned Development Amendment (PDA25-0003)	Continued to June 25, 2025
June 25, 2025	Planning and Zoning Commission	Planned Development Amendment (PDA25-0003)	Recommend Approval

### **PUBLIC OUTREACH:**

Three notices were sent to property owners within 200 feet of the subject property. Two courtesy notices were sent to physical addresses within 500 feet of the subject property. As of the writing of this report, staff has received no responses to this request.

A notice was published in the Denton Record Chronicle on May 25, 2025 and June 29, 2025.

A notice was published on the City's website on May 22, 2025 and June 26, 2025.

Four signs were posted on the property by May 23, 2025.

### **DEVELOPER ENGAGEMENT DISCLOSURES**

No developer contact disclosures have been provided to staff from members of this body as of the issuance of this report.

### **EXHIBITS**

Exhibit 1 - Agenda Information Sheet

Exhibit 2 - Staff Analysis

Exhibit 3 - Site Location Map

Exhibit 4 - Zoning Map

Exhibit 5 - Future Land Use Map

Exhibit 6 - Ordinance PDA23-0005a

Exhibit 7 - Vintage Travel Plaza Special Sign Standards (VTPSSS)

Exhibit 8 - Vintage Travel Plaza Comprehensive Sign Plan

Exhibit 9 - Notification Map & Sign Posting Affidavit

Exhibit 10 - Draft Ordinance

Exhibit 11 - Presentation

Respectfully submitted:

Tina Firgens, AICP

Deputy Director of Development Services/  
Planning Director

Prepared by:

Mia Hines, AICP

Senior Planner