



City of Denton

City Hall
215 E. McKinney Street
Denton, Texas
www.cityofdenton.com

AGENDA INFORMATION SHEET

DEPARTMENT: Department of Development Services

DCM: Cassey Ogden

DATE: June 25, 2025

SUBJECT

Hold a public hearing and consider making a recommendation to City Council regarding a request by Hickory Venture Group for an amendment to an existing Planned Development District (PD 139) to establish special sign standards for this development. The 4.291-acre property is generally located in the southeast corner of Vintage Boulevard and I-35W, in the City of Denton, Denton County, Texas. (PDA25-0003, Gateway of Denton Signs, Mia Hines)

BACKGROUND

The public hearing associated with this agenda item was opened and continued from the Planning and Zoning Commission meeting on June 11, 2025 to June 25, 2025; no other discussion or action occurred at the prior meeting.

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.

Standard	Chapter 33 (Denton Sign Code)	Proposed Planned Development Amendment	Difference
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.

OPTIONS

1. Recommend Approval
2. Recommend Approval Subject to Conditions
3. Recommend Denial
4. Postpone Item

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 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)

Date	Council, Commission	Board,	Request	Action
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

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.

A notice was published on the City's website on May 22, 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

1. Agenda Information Sheet
2. Staff Analysis
3. Site Location Map
4. Zoning Map
5. Future Land Use Map
6. Ordinance PDA23-0005a
7. Vintage Travel Plaza Special Sign Standards (VTPSSS)
8. Vintage Travel Plaza Comprehensive Sign Plan
9. Notification Map & Sign Posting Affidavit
10. Draft Ordinance

Respectfully submitted:
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Planning Director

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