



# 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:** David Gaines

**DATE:** April 5, 2022

### **SUBJECT**

Receive a report, hold a discussion, and give staff direction regarding the proposed Street Sign Topper Program for the City of Denton. [Estimated Presentation/Discussion Time: 30 minutes]

### **BACKGROUND**

On February 1, 2022, Staff brought forward the proposed Street Sign Topper Program to the City Council as a result of a one-minute pitch, with a majority of City Council concurring, from September 14, 2021. During the February 1, 2022 work session, Staff sought direction related to the proposed program components including:

1. Staff proposes the following eligible neighborhoods for participation in the program:
  - a. HOAs and Neighborhood Associations
  - b. Non-HOAs or Non-Neighborhood Association
  - c. Special Districts
  - d. Proposed Residential Neighborhood Developments
2. Non-HOAs or Non-Neighborhood Associations and Special Districts – minimum 51% of favorable responses received from property owners required for participation in program.
3. Which entity shall be the primary funding source?
  - a. Neighborhoods; or
  - b. City

City Council agreed with Staff proposals regarding eligible neighborhoods for participation, as well as the minimum favorable responses required for participation in the program. Upon further discussion, the majority of City Council determined that the proposed program would be City-funded. However, City Council directed Staff to provide a limit to which the City would no longer fund the project, such as a maximum sign allowance, which Staff would present to City Council at a future work session for direction.

The proposed Design Standards (refer to Exhibit 3) and program Standard Operating Procedures were also shared with City Council at their February 1, 2022 meeting, and City Council did not have any comments related to either of the documents.

### **CITY COUNCIL DIRECTION**

Staff seeks direction related to the proposed program components including:

1. Staff proposes the Street Sign Topper Program Annual Budget:
  - a. Annual budget of \$30,000;

- b. Maximum 10 homeowners and neighborhood associations, non-homeowner or non-neighborhood associations, special districts, or proposed residential neighborhood developments (all also referred to as neighborhood) per year; and
- c. Maximum 25 signs granted a year per neighborhood; and
- d. If the neighborhood wishes to exceed the maximum 25 signs allotted to them, additional signs will be paid for by the neighborhood.

If City Council concurs with the proposed funding framework above, then \$30,000 will be included within the City of Denton's Traffic Operations FY 2023 budget for this signage program. Additionally, Staff recommends moving forward with the installation of signage in the Solomon Hill neighborhood (i.e. the pilot program neighborhood) since this signage can be absorbed within Traffic's existing FY 2022 budget. Furthermore, this would allow Staff the opportunity to evaluate the pilot program installation and make any adjustments before moving forward with signage installation in other neighborhoods.

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

<b>Date</b>	<b>Council, Board, Commission</b>	<b>Request</b>	<b>Action</b>
February 1, 2022	City Council	Approval of the Street Sign Topper Program. Direction regarding eligible neighborhoods, minimum favorable responses for program participation, and primary funding source.	Approval of the program. Asked Staff for annual budget proposal for the program.

**EXHIBITS**

1. Agenda Information Sheet
2. Proposed Street Sign Topper Program Annual Budget
3. Proposed Design Standards
4. Presentation

Respectfully submitted:  
Tina Firgens, AICP  
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Planning Director

Prepared by:  
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