



# City of Denton

City Hall  
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[www.cityofdenton.com](http://www.cityofdenton.com)

## AGENDA INFORMATION SHEET

**DEPARTMENT:** Department of Development Services

**DCM:** Cassey Ogden

**DATE:** February 11, 2024

### **SUBJECT**

Receive a report and hold a discussion regarding the implementation of the Denton 2040 Comprehensive Plan.

### **PURPOSE**

The purpose of this work session is to provide the Planning and Zoning Commission an annual report related to the implementation of the Denton 2040 Comprehensive Plan. Throughout the adoption phase of the Plan update process, the Planning and Zoning Commission and City Council expressed interest in remaining informed related to implementation progress post Plan adoption.

### **BACKGROUND**

On March 22, 2022, City Council adopted an ordinance that approved an update to the City's Comprehensive Plan (Denton 2040 Comprehensive Plan). The Denton 2040 Comprehensive Plan includes 10 Elements comprised of contextual information and **Goals, Policies, and Actions** which are organized by topic and/or responsible department(s). The Goals, Policies, and Actions provide a roadmap to achieve the Community Vision, which is a statement of community values, aspirations, and description of an ideal future. They are depicted and defined below:

**GOAL PCE-3: Create a framework for advancing sustainability in a comprehensive manner for the future of Denton.**

#### **Policies and Actions**

##### **Green Building Design:**

- 5.9 Further the incorporation of green design standards for new construction and improvements to existing buildings and the public realm.
- 5.9.1 Explore green building standards for new residential and commercial construction, using Green Built™ Texas as a standard. Assign a staff person to oversee and streamline green building project design and commissioning to increase feasibility and reduce project cost.
  - 5.9.2 In the absence of a Green Building Ordinance, encourage certification by Green Built™ Texas for construction of residential projects.
  - 5.9.3 Promote the establishment of green building service businesses locally in Denton that are hired to further green build goals in the city.

**Goals:** Sets a general direction; an ideal future; long-range and comprehensive in nature; and used to describe a desired result or outcome

**Policies:** A specific statement that guides decision-makers; a commitment to a particular course of action; describe context and rationale of desired outcome, and are more specific than goals (line 5.9, left)

**Actions:** Actions or procedures that carry out a policy. Specific step to actually achieve the goals and policies (lines 5.9.1-5.9.3, left)

**The Denton 2040 Comprehensive Plan contains 546 Actions to achieve 34 Goals.**

The final chapter, Element 10 - *Implementation and Monitoring*, sets the framework to ensure that policies and actions are applied in future development decisions, to prioritize City projects, and monitor implementation progress over the course of the plan timeline. Specifically, Table 10.2 *Action Plan* synthesizes the 546 actions down to 253 key actions which are organized by Element/Chapter. Key actions are organized according to each Element of the Comprehensive Plan and are assigned to one of four timeframes, established to prioritize and organize the Denton 2040 Comprehensive Plan Actions into manageable and realistic groupings for implementation:

- Short-term: These are actions that should be addressed within three (3) years of Plan adoption, or end of 2025.
- Mid-term: These are actions that should be addressed within a range of 3-5 years from Plan adoption.
- Long-term: This includes actions designated to be carried out beyond five (5) or more years from adoption.
- Ongoing: These actions are currently being addressed or should be addressed on a continuing basis.

The Action Plan is not intended to be a definitive prescription, or a rigid formula, for what order the actions should be completed in or in precisely what time frame. Rather, it is suggested as a framework to guide decision-making and the allocation of resources and as a “task list” to ensure steady progress in implementing the Denton 2040 Comprehensive Plan.

### **REPORTING CHANGES**

Previous reports have focused solely on the key actions outlined in Table 10.2. This approach allowed relevant departments to report recent accomplishments or ongoing actions based upon their understanding of the synthesized key actions, which has thus far been a useful tool. However, recently, the City has launched a technological solution to monitor progress on a variety of plans and initiatives with an emphasis on accountability and transparency. This Strategic Plan Dashboard ( [Strategic Plan Dashboard](#) ) is available to the public 24 hours a day and provides user-friendly portal to obtain information on the City’s accomplishments.

Over the last two years, Planning Staff, in coordination with the City’s Chief Strategic Officer, added all Elements, Goals, Policies, and Actions outlined in the Denton 2040 Comprehensive Plan into the Strategic Plan Dashboard reporting system. Staff determined the 253 key actions were too broad for the new reporting system. Therefore, each key action was broken into its component Actions to be measured independently to monitor progress. It should be noted that for continuity, the specific Actions were compared to the associated key actions to assign prioritization (Short, Mid, Long, Ongoing) and appropriate responsible department. This resulted in 228 Short-, Mid-, and Long-term Actions and 318 Ongoing Actions which are the basis for this report.

### **UPDATE SUMMARY**

Since adoption of the Denton 2040 Comprehensive Plan, the City has made progress on 69 specific Actions, approximately 30% of the Plan’s Short-, Mid-, and Long-term Actions. Accomplishments include Mobility Plan Amendments, updates to infill residential regulations, a corridor study for East University Drive, and the launch of the City’s Air Quality Dashboard. Additionally, Staff regularly engages with the Ongoing Actions as part of day-to-day work tasks or policy directives. These include activities like promoting Denton’s historic identity, enforcing adopted regulations and policies, and regular communication with TxDOT and other government entities.

The 2025 Comprehensive Plan update is attached as Exhibits 2 and 3. Exhibit 2, *Action Progress Report*, which outlines Short-, Mid-, and Long-term Actions with updates for items which are currently in progress or completed. Exhibit 3, *Ongoing Action Report*, includes details related to day-to-day activities performed by various City Departments.

The information is organized by Element, Policy, and Actions with updates, if available. Below is an example of the reporting format:

Element 7

Progress 22%

**Housing and Neighborhoods** provides the basis for ensuring housing options for all of Denton’s population in safe and livable neighborhoods, complete adequate community facilities to serve them. This element will ensure the conservation of Denton present neighborhoods, as well as the development of well-designed neighborhoods in the future.

Policy: 15    Action: 27

	%	#
Status Pending	30	8
On Track	48	13
Upcoming	4	1
Completed	19	5

Policy 7.1

Progress 55%

Promote development of higher density housing as part of mixed-use development in Denton’s urban core, including Downtown, the Neighborhood/University Compatibility Areas, and in designated centers and corridors outside the urban core.

Action: 5

	%	#
On Track	40	2
Upcoming	20	1
Completed	40	2

Action 7.1.1

Mar 01, 2022 - Dec 31, 2025

Completed

Progress 100%

Update the Downtown Master Plan and Downtown Implementation Plan (DTIP) to specifically discuss residential development.

Short-Term

Action Type  
Planning

Responsible Department or Agency  
Planning & Development, Economic Development

The [Design Downtown Denton \(DDD\) Plan](#) was approved by City Council at their September 17, 2025 meeting. Through extensive public engagement and analysis, the project team developed a vision, community priorities, recommendations, and proposed actions, one of which included the need to increase the housing supply in Downtown. The DDD Plan sets a goal of encouraging an additional 1,500 units constructed Downtown within the next ten years. It also sets a further goal of 500 of those units being affordable to assist the City in achieving its housing goals.

Moving forward, Planning staff will continue to work with the Chief Strategic Officer to refine the Denton 2040 Comprehensive Plan’s reporting to ensure the information is focused and understandable, particularly for residents who are less familiar with local government. For most Actions, City Departments will provide updates once a year; however, some may be updated more frequently, depending on the activity and community needs.

**EXHIBITS**

- 1. Agenda Information Sheet
- 2. Action Progress Report
- 3. Ongoing Action Report

Respectfully submitted:  
Hayley Zagurski, AICP  
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