



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Economic Development

ACM: Christine Taylor, Assistant City Manager

DATE: February 28, 2024

SUBJECT

Staff Reports:

1. Economic Development Director Hiring Update – Christine Taylor
2. Main Street Program Update – Kristen Pulido
3. Downtown Master Plan Update – Cameron Robertson and Sean Jacobson

BACKGROUND

Economic Development Director Hiring Update:

A comprehensive update on the hiring process for the Economic Development Director (formerly Wayne Emerson). This will include an overview of the progress made, and the proposed timeline moving forward.

Main Street Program Update:

Update on Main Street program from new Main Street Program Manager, Kristen Pulido. Recent activity includes, renewed contracts, accreditation, and Main Street board training.

Downtown Master Plan Update

The current Denton Downtown Master Plan was adopted in 2002. Downtown has changed and grown quite a bit since then and will continue to grow in the future. The main purpose of the update is to:

- Confirm if the vision and goals for Downtown are still relevant today and for the near future;
- Evaluate if the Downtown boundary should be expanded in size to maximize future opportunities;
- Set clear policy direction and supporting implementation strategies that will continue the economic growth of Downtown, enhance pedestrian experience, and preserve the character of the Downtown, and;
- Identify additional open space, increase housing choices, enhance mobility connectivity and balance development while protecting existing neighborhoods and historic resources.

The updated Downtown Master Plan will help guide decisions in Downtown Denton over the next 20 years. The updated plan will address key downtown opportunities and challenges, which include but not limited to parking, mobility, housing, open space, historic preservation, drainage, infrastructure, and other public service needs.

This project will take approximately 10-12 months with an anticipation completion date of May/June 2024.

EXHIBITS

Exhibit 1 – Agenda Information Sheet

Respectfully submitted:
Matilda Weeden
Economic Development Specialist