

Catalyst Projects Discussion

City Hall West and land use ideas

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Objective

- Currently, there are two opportunities to add tools to the toolbox to support potential catalyst projects in advance of the Downtown Master Plan
 - City Hall West
 - Development of vacant land

Alignment with City Plans

- Strategic Plan
 - Key Focus Area 3: Foster Economic Opportunity and Affordability
 - Grow Denton's Economic Vitality
- Comprehensive Plan
 - Downtown Investment
 - Pursue the next steps for the reuse of City Hall West

Downtown Master Plan

- Design Downtown Denton – Priorities
 - 1. Retail and commercial development**
 2. Traffic and transit priorities
 3. Bike and pedestrian safety and mobility
 4. Safety
 - 5. Arts, entertainment, and events**
 6. Parks and public space
 7. Housing development
 8. Culture

City Hall West

- Background

- Flyover
- Completed in 1931
- Approximately 24,600 gross square feet
- Spanish Renaissance Revival Style
- Designations
 - Texas Historic Landmark
 - City of Denton Landmark



City Hall West

- Discussion Highlights
 - 1931- 2016, occupied for municipal services
 - 2017 – Steering Committee formed to look at adaptive restoration options
 - 2021 – RFI (request for information) issued to gather the level of interest
 - 2022 – Engaged in a contract for Master Plan & Programming and interior demolition planning services
 - 2022 – Reuse recommended for indoor and outdoor event space, restoration of the theater, and municipal offices
 - 2023 – Special Citizens Bond Advisory Committee and Council recommended the inclusion of the project in the 2023 Bond Election
 - 2023 – the City Hall West Proposition failed

City Hall West

- Possibilities

Given the prime location and unique character

- Boutique Hotel
- Restaurant/Brewery
- Market/Food Hall
- Apartment/Lofts
- Creative Office
- Event Space (indoor & outdoor)



**Pine Street Market Food Hall/Creative Office Space
Portland, OR**



**The Grand Hotel – Event Space
McKinney, TX**



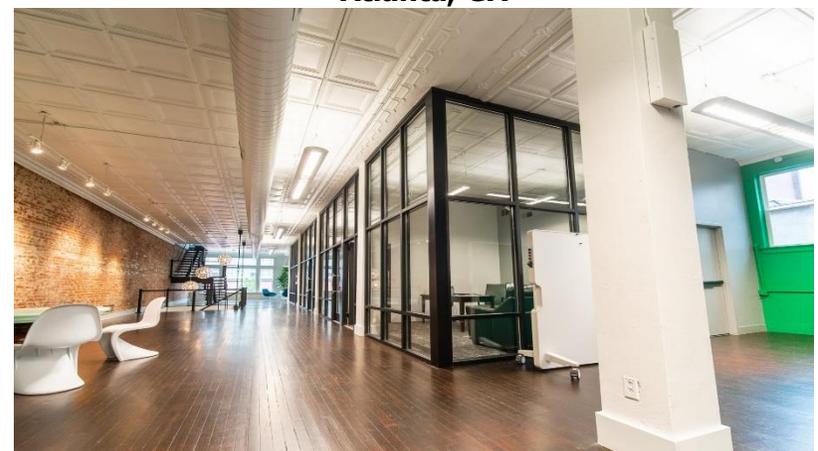
**The Roosevelt- Historic Apartment Homes
Atlanta, GA**



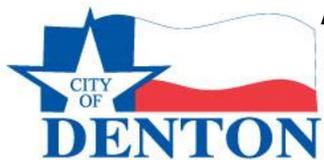
**The Holland Hotel
Alpine, TX**



**Firehouse Brewing
Rapid City, SD**



**Office Space
Quincy, IL**



City Hall West

- Economic Benefits
- Option 1
 - Conduct a request for proposal (RFP) to use the property as an economic development incentive
 - Lease the property
- Option 2
 - Conduct a request for proposal (RFP) to use the property as an economic development incentive
 - Sell the property
 - Use of historic tax credits
 - Property added back on the tax roll
- Option 3
 - Do not proceed

Vacant Lot

- Vacant Lot located at 312 McKinney Street
 - Flyover
 - Purchased in 2013 from Denton County
 - Demolished in 2014
 - Currently unimproved and utilized as free parking

Vacant Lot

- Possibilities

Given the prime location

- Examining as a potential use of a new municipal complex
 - Incorporating multiple vibrant public spaces
- Expand to include creative use of land
- Mixed-use retail/restaurant/housing/green space

Celina roof deck



Roof deck

Pflugerville Downtown East



Cedar Park Bell District



Direction

- City Hall West
 1. Conduct a Request for Proposal – lease of city-owned real estate for an economic development project for a private commercial establishment including related public improvements and renovation.
 2. Conduct a Request for Proposal – sale of city-owned real estate for an economic development project for a private commercial establishment including related public improvements and renovation.

Coming Soon

- Downtown Master Plan nearing completion
 - Connectivity (Train station, Universities, Park, etc.)
 - Add trees and landscaping to provide shade and improve aesthetics
 - Catalyst projects that build on our strengths.
 - Music
 - Arts
 - Culture
 - Quakertown Park
 - Housing opportunities

Questions?

