



# City of Denton

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

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## AGENDA INFORMATION SHEET

**DEPARTMENT:** Economic Development

**ACM:** Christine Taylor

**DATE:** September 13, 2023

### **SUBJECT**

Staff Reports:

1. Downtown Master Plan Update – Cameron Robertson and Sean Jacobson
2. Downtown Parking Study Update – Christina Davis and Wayne Emerson
3. Downtown Small Business Survey – Christina Davis

### **BACKGROUND**

#### **Downtown Master Plan Update**

This project officially kicked off on July 19 and will take approximately 10-12 months with an anticipated completion date of May/June 2024.

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.

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.

#### **Downtown Parking Study Update**

- The City selected a consultant to conduct the Parking Study. Fehr and Peers, a Dallas-based group, introduced their team at the kickoff meeting with Economic Development and Planning staff.
- This study will look to discover the parking issues downtown faces and what solutions may be available to resolve those issues.
- This study is being conducted in concert with the Downtown Master Plan so that findings can be considered and implemented through the Downtown Master Plan.

**Downtown Small Business Survey**

Staff surveyed Downtown businesses from June to August. The responses were reviewed, and a summary of the data was prepared. The survey results have been shared with survey participants, the City Council, and the Denton Main Street Association. Business Retention and Expansion visits are being planned with businesses based on the highest need for assistance and possible expansion. Exhibit 1 – Downtown Small Business Survey Results.

**EXHIBITS**

Exhibit 1 – Agenda Information Sheet

Exhibit 2 – Downtown Small Business Survey Results

Respectfully submitted:

Christina Davis

Business Development Administrator