

SOUTHEAST

Denton

AREA PLAN



Creating the future. Keeping the character.

7/11/2025 CSAC 25-023



What is an Area Plan?

Forward-looking. Current residents, business owners, and other community stakeholders determine **what their community should look and feel like in 10 to 20 years.**

Specific to a particular area. They seek to **improve the quality of life** for current and future residents, business owners, and visitors of the area. They also help to define a community's **vision**, **manage growth and desired land uses**, promote **economic investment**, address **housing** needs, identify **public investment opportunities.**

Flexible. There is not “one right way” to prepare a plan.

Policy document. It does not change any permitted land uses or development standards for any particular property. Instead, it is a **roadmap for the action steps needed to achieve a community's vision.** An area plan also gives guidance on zoning decisions and public investments.

SEDAP Boundaries

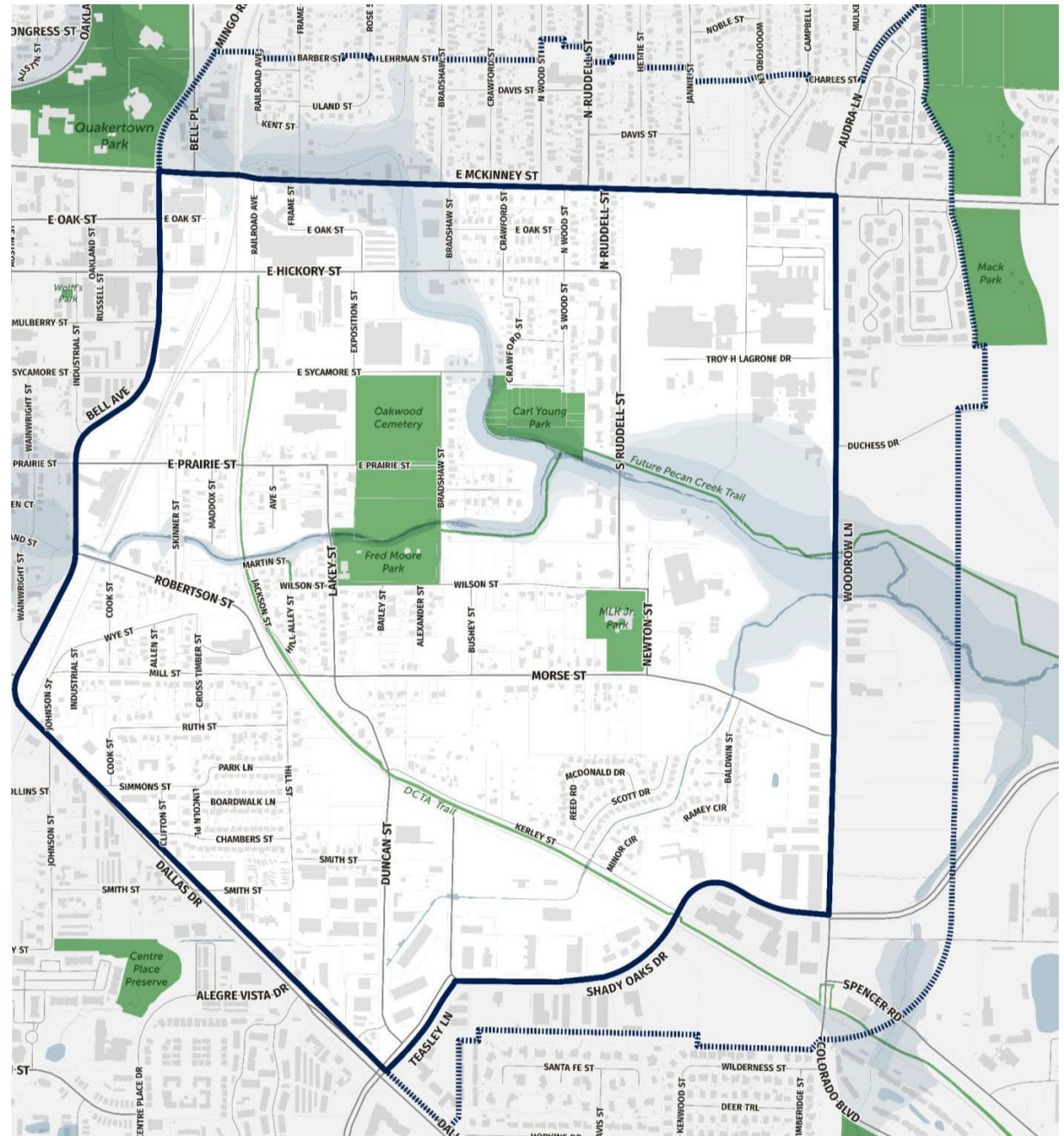
Southeast Denton Area Map



Proposed Southeast Denton Area Plan Boundary



Proposed Southeast Denton Area Plan Transition Area





Southeast Denton Area Plan

- **Purpose of the Plan**

- Acknowledge generational trauma from the forced displacement of Quakertown residents by the City and subsequent City actions
- Address residents' concerns about future displacement
- Identify those areas that are important for preserving the cultural character of Southeast Denton
- Identify areas where change can occur
- Suggest ideas for future improvements – transportation, housing, connectivity, parks and open space, and overall quality of life in the community
- Make recommendations for capital improvement projects and policy changes for future improvements

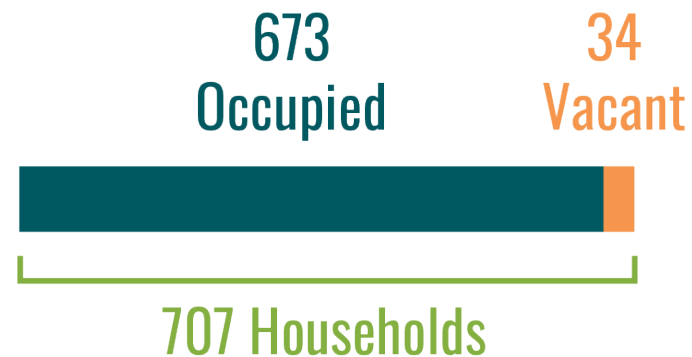
- **Approved by City Council on July 23, 2024**

SED Community Demographics

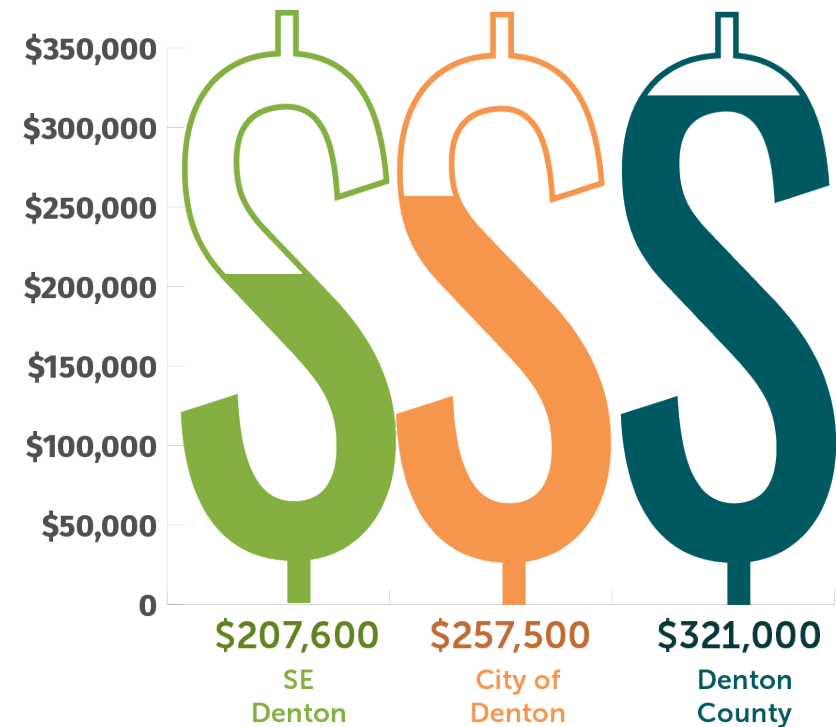
Median Household Income



Occupied vs Vacant Households



2021 Home Values



SED Community Demographics

Population

Denton County 885,012

City of Denton 139,704

SE Denton 3,251

The Generational Span

SE Denton

76+ YRS OLD (Greatest & Silent Gen) 4%

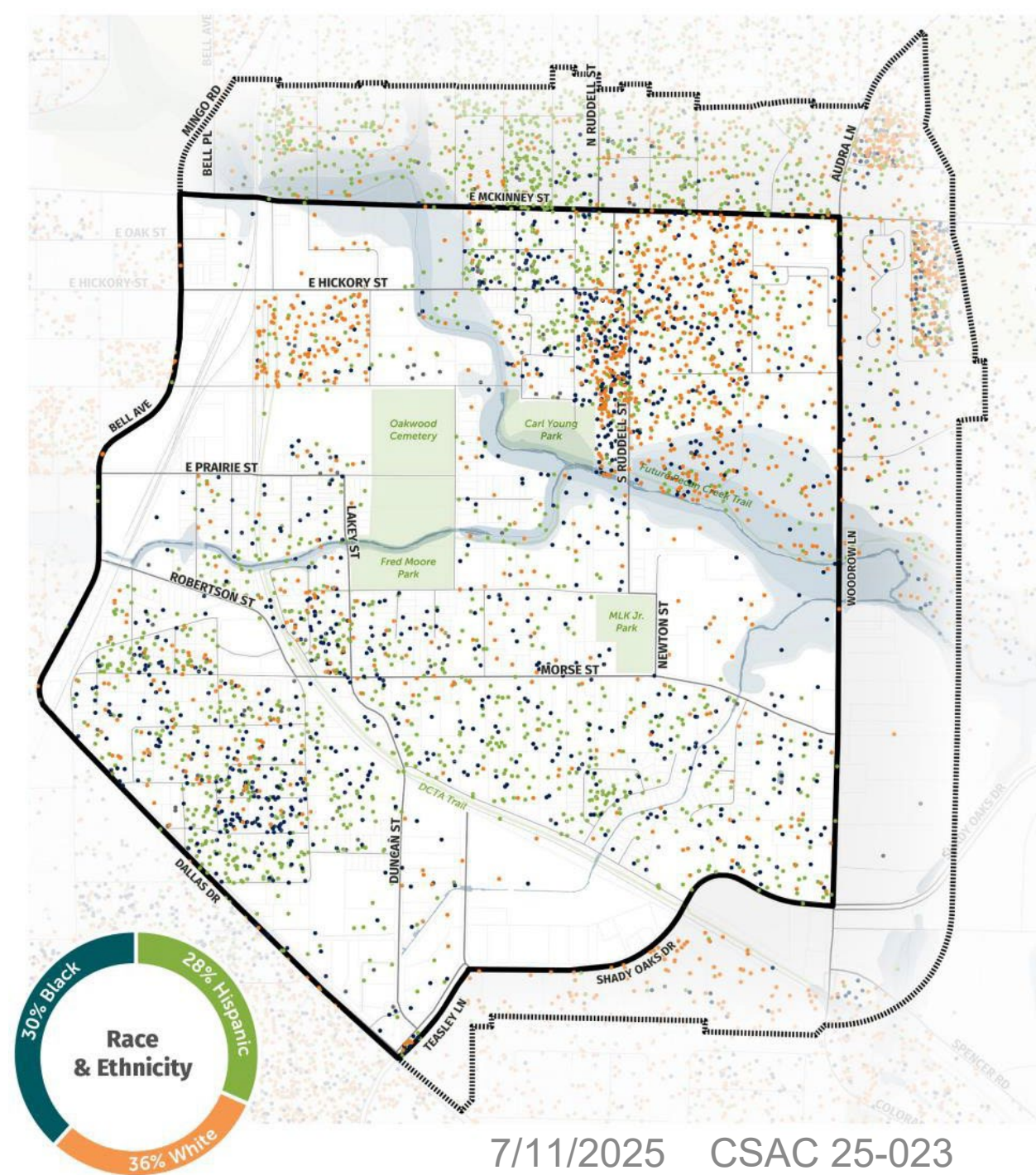
57-75 YRS OLD (Boomer Gen) 19%

40-56 YRS OLD (Gen X) 12%

26-39 YRS OLD (Gen Y) 28%

6-25 YRS OLD (Gen Z) 32%

2021 American Community Survey



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SED Community Demographics

Inflow & Outflow of Job Counts



Extensive Community Engagement

40 community engagement activities over 14 months.



Vision for Southeast Denton

“Our vision for Southeast Denton is a harmonious future that ensures a diverse, resilient and inclusive community for generations to come. We will be a vibrant community that the City cultivates trust with, cherishes and preserves our rich Black history and culture, discourages gentrification, ensures shared prosperity, and elevates the overall quality of life through strategic investments.”





SEDAP Goals

- 1 Build Trust
- 2 Honor the Culture and Heritage
- 3 Invest in Economic Prosperity
- 4 Strengthen Neighborhoods & Affordability
- 5 Elevate Public Infrastructure
- 6 Create Safe and Connected Mobility System



1

Build Trust

Anti-Displacement Action Plan

Action List


- | | |
|-----|---|
| 1. | Budget funds to help support the tenant-based eviction prevention program with legal representation |
| *2. | Pre-approved ADU's & remove ADU parking requirement |
| *3. | Increase home repair & modification loans/grants to SED homeowners |
| 4. | Collaborate with DCAD to ensure equitable appraisals & increase exemption rates |
| | |

Communication Strategy

1. Consistent communication strategy tailored to Southeast Denton
2. Materials should include visual descriptions, concise writeups, Spanish & English
3. Distribute communications through community ambassadors, validators
4. Always include public outreach, education, and coordination



SEDNA
LULAC
Local churches
Local businesses
Schools
Email lists



2

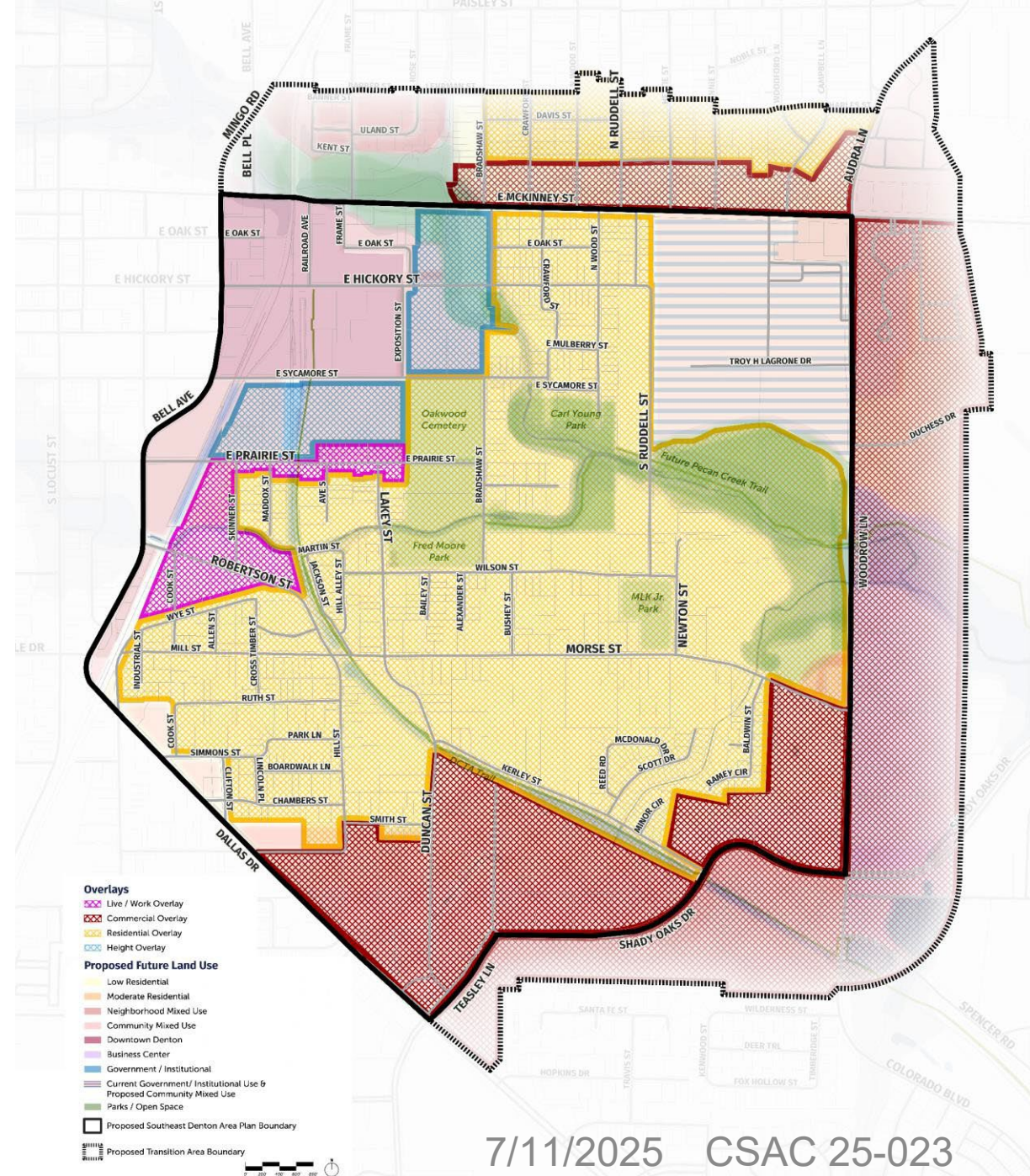
Strengthen Neighborhoods & Affordability

Zoning Overlay Districts

Height Overlay District to ensure future redevelopment is compatible *in scale* with the established neighborhoods.

Residential Overlay District to maintain the scale and character of the neighborhoods while fostering community investment to create livable and inclusive neighborhoods. The community has indicated support for requiring front porches/stoops, height limits, and enhanced front elevations.

Live/Work Overlay District establishes land use and site design standards to allow for neighborhood scaled commercial opportunities to occur in a manner that limits barriers for small business owners and minimizes adverse impacts on existing residences.



Neighborhood Revitalization Strategy Area

Neighborhood Revitalization Strategy Areas (NRSAs) are a tool used by local governments to target federal funding and community development efforts in distressed neighborhoods to:

- **Stimulate investment** in economically disadvantaged areas
- **Promote holistic revitalization** by addressing housing, economic development, infrastructure and social needs.
- **Empower local stakeholders** through planning and implementation that involves residents, businesses, and community organizations.
- **Align with HUD's Community Development Block Grant (CDBG) goals** while allowing for flexible use of funds.



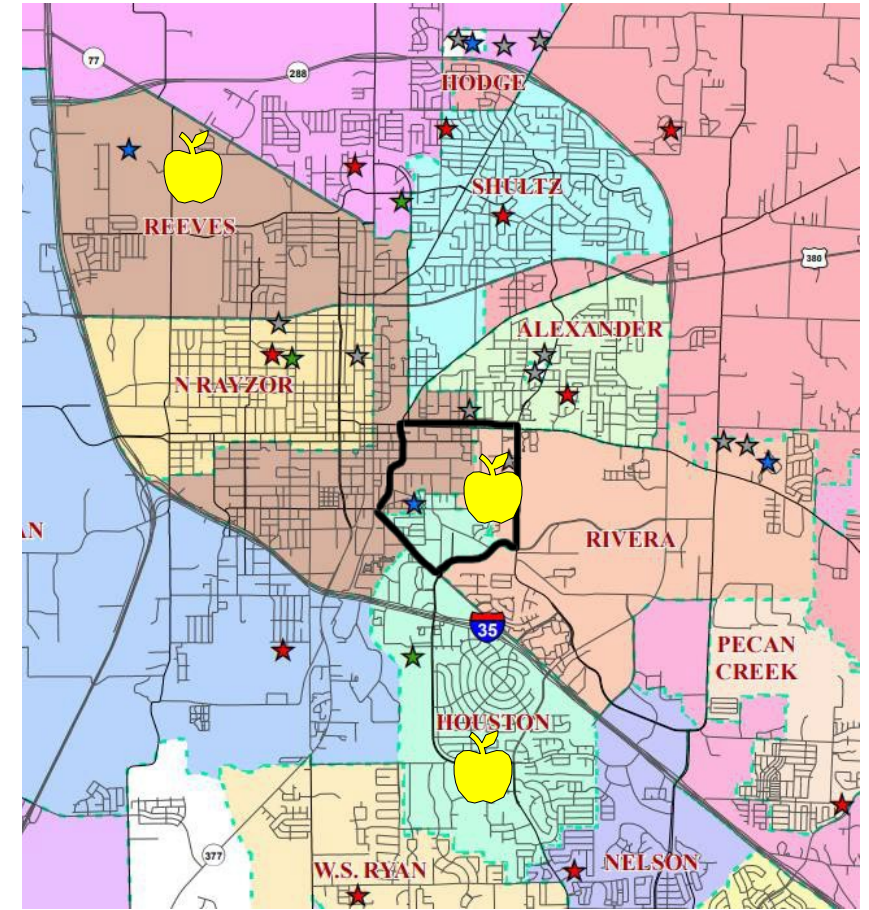
NRSAs allow for greater flexibility with CDBG funds and provide the below key benefits:

- 1. Economic Development:** Support small business, workforce development and job creation.
- 2. Housing Improvements:** Increase access to homeowner repair programs without income-eligibility certification.
- 3. Targeted Impact:** Facilitate concentrated investment for visible and measurable improvements in a specific area.

Increase access to capital & encourage neighborhood schools



Establish a community investment committee that is responsible for working with bankers and lenders to establish equitable lending practices for housing and small businesses



Southeast Denton contains an elementary school; however, community students are split among 3 elementary schools.

Work with DISD to adjust the attendance boundary for Rivera Elementary to include all of Southeast Denton.

3

Economic Prosperity

People Based/Place Based Economic Development

Strengthen & support community members and the built environment.

Acknowledge the realities of community members' lives, including need for flexible **daycare**, **education**, **mentoring**, support for **young people**, and crime reduction/**safety**.

Provide suitable **spaces** for small businesses to **incubate**, gathering spaces to **exchange ideas**, and activate **new clusters of economic activity**.



BUYING A HOME 	MANAGING MONEY 	PREPARING FOR RETIREMENT 	STARTING A BUSINESS 	GROWING AN EXISTING BUSINESS
MINORITY-OWNED BUSINESS 	WOMEN-OWNED BUSINESS 		INTERIOR BUSINESS IMPROVEMENTS 	EXTERIOR BUSINESS IMPROVEMENTS
BUSINESS MENTORING 	STARTUP BUSINESS ASSISTANCE 	SMALL BUSINESS LOANS 	JOB CREATION & RETENTION 	EMPLOYMENT TRAINING

CITY OF DENTON

TAKING CARE OF BUSINESS

Small Business Bootcamp

LEARN SIMPLE STEPS TO STARTING A BUSINESS

EVENT HIGHLIGHTS:

- 2 Small Business Workshops
- 1 Small Business Networking Fair
- Completion Certificates

NOVEMBER 7 @ 6 PM

NOVEMBER 14 @ 6 PM

NOVEMBER 16 @ 9 AM

DENTON CIVIC CENTER

321 E MCKINNEY ST

DENTON, TX 76201

- OPEN TO DENTON RESIDENTS
- DON'T NEED TO OWN A BUSINESS!
- CHILDCARE PROVIDED

FOR QUESTIONS: 940-349-7776

ECONOMIC.DEVELOPMENT@CITYOFDENTON.COM

Neighborhood Empowerment Zone

Chapter 378 of the Texas Legal Government Code, effective May 1999, authorizes a municipality to create a **Neighborhood Empowerment Zone (NEZ)** for the purpose of:

1. Promoting the creation or rehabilitation of affordable housing; and
2. Promoting economic development; or
3. Improving the quality of social services, education, or public safety for the residents of the NEZ.

NEZ Benefits:

- **Encourages Economic Development:** NEZs offer tax abatements, fee waivers, and other incentives to attract private investment in underserved neighborhoods.
- **Promotes Affordable Housing:** Incentives are often tied to developing or preserving affordable housing options for low- to moderate-income residents.
- **Reduces Development Barriers:** Streamlines permitting processes and reduces costs for rehabilitation, construction, or business expansion.
- **Revitalizes Blighted Areas:** Targets revitalization efforts in areas with a history of disinvestment, aiming to improve property values and community aesthetics.
- **Supports Community-Led Growth:** Encourages resident involvement in planning and development to align projects with local needs and priorities.



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For further information, contact

Julie Wyatt, AICP
Project Manager
julie.wyatt@cityofdenton.com
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Mia Hines, AICP
Assistant Project Manager
mia.hines@cityofdenton.com

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