

# **MISTER RED, LLC - Ruby Rodeo & Red: Italian Restaurant**

**122 N. Locust St.**

**Kristen Pulido**  
**Main Street Program Manager**  
**Office of Economic Development**

# ALIGNMENT WITH CITY PLANS

- **City's Strategic Plan**
  - Key Focus Area 3: Foster Economic Opportunity and Affordability
    - Grow Denton's Economic Vitality
  - Key Focus Area 4: Strengthen Community and Quality of Life
    - Preserve Community Character and Identity
    - Strengthen Community Amenities
- **Economic Development Strategic Plan**
  - 2D.2 Downtown Development
- **Design Downtown Plan**
  - Community Priority: Retail and Commercial Development

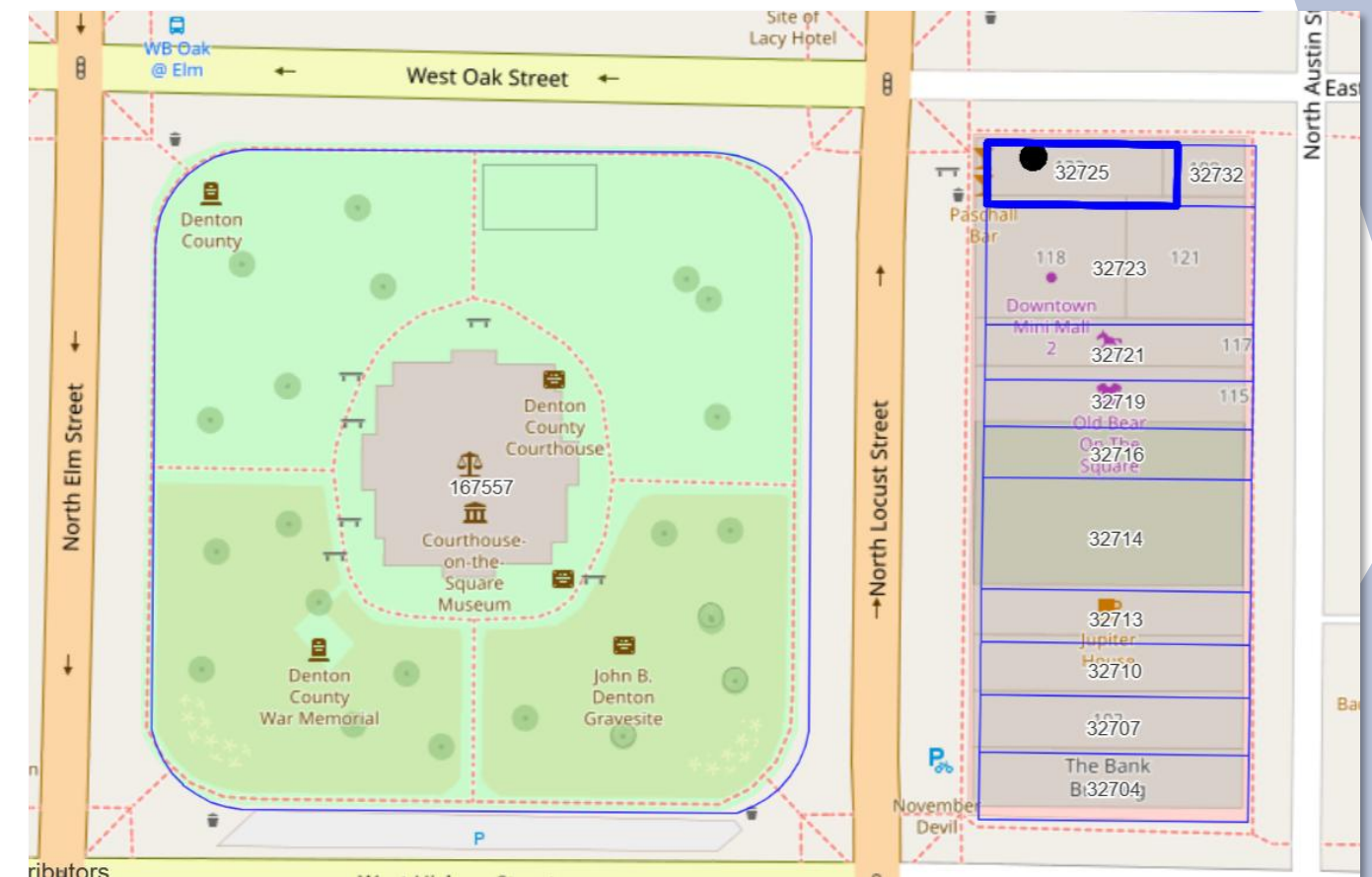
# BACKGROUND

- **September 2025** - Mike Church and Victor Garcia signed a lease for 122 N. Locust to open two distinct concepts
  - Basement: Red: Italian Restaurant a modern Italian Restaurant
  - Ground Floor: Ruby Rodeo, an all-genre live entertainment venue
- 122 N. Locust St. is part of the Historic Denton Square District
  - **January 12, 2026** – The Historic Landmark Commission approved Mister Red, LLC’s Certificate of Appropriateness application for the partial rehab of the first floor.



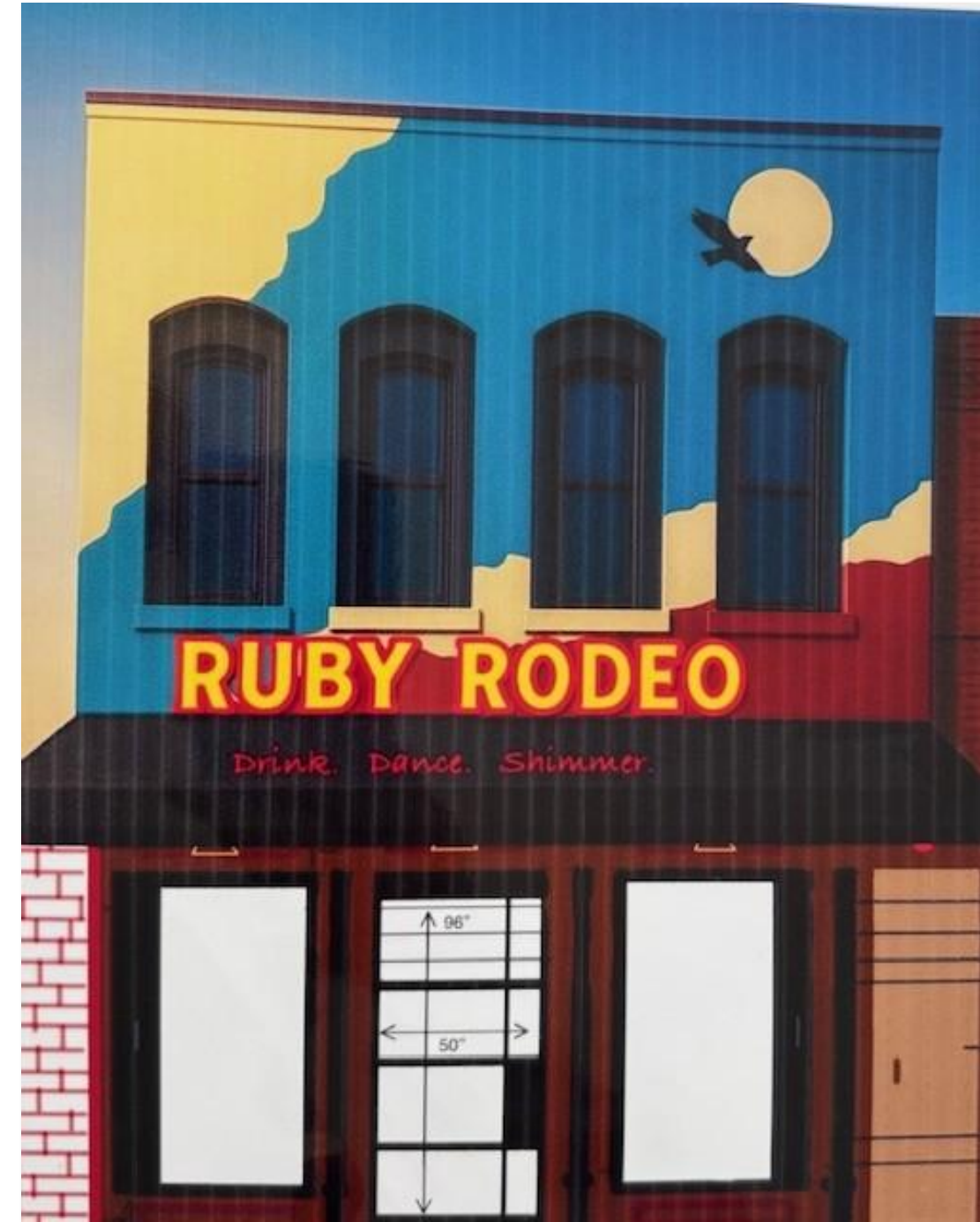
# PROJECT

- Historic Preservation – Worked closely with the Historic Preservation officer to ensure façade and sign honor the Denton Square District guidelines
- Public Safety and Accessibility – Adding a new awning on the Oak Street Side improves the pedestrian experience and protection from the elements
- Infrastructure Compliance: Installation of a 250-gallon grease interceptor
- Total Projected Annual Sales: \$2,640,000
- Estimated Annual Tax Revenue: \$240,000



# FAÇADE/ BUILDING REHABILITATION

- Exterior Doors/Windows
- **Projected Cost: \$32,981.25**



# AWNINGS

- **Projected Cost: \$11,853.38**



# SIGNS

- Projected Cost: \$ 6,126.95

Front-lit Light Bulb Channel letters - Individually Mounted Letters direct to wall - Ruby Rodeo - Denton - TX

Elevation : West

store front 20 ft long x 17 ft tall

2 ft **RUBY RODEO** 15 ft

sample



SAMPLE



New proposed channel letters shown  
3/8" x 1" scale

A Light bulbs - lit Channel Letters install direct to wall - front view  
SCALE: 0/0" = 1' 0" • For Production / For Presentation

Water Proof- Light bulbs - lit Channel Letters

POWER COATED  
SOLID RED.

QUANTITY: ONE (1) Ruby Rodeo

Overall Height: 2.00 ft

Overall Length: 15.00 ft

Total Sq.Ft.: 30.00 ft<sup>2</sup>

Face/Returns: 5" .80 ALM. power coated solid red

Light Bulb Base : E26 Medium Screw Base

Illumination: Rustic White led light bulbs

LED Transformer 120VAC 50/60Hz, 60WATTS, 5A

NOTES:

- Individually Mounted direct to wall.
- WHITE interiors for increased illumination
- All paint two-stage automotive acrylic

denton sq.ft 2 time store front under  
sign 40 sq.ft and 75% is under 15 ft long

PERSPECTIVE VIEW

LED Bulbs

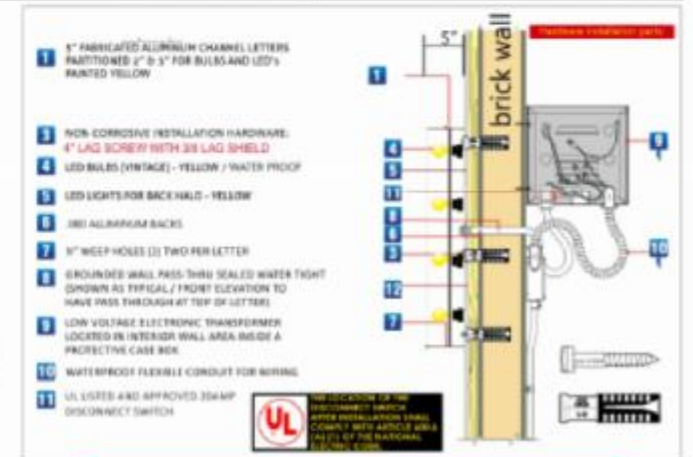
Partitioned Channel

LED Lights FOR HALO

exciting j-box for sign

one year warranty on all work and electrical work with out the liability of acts of god

channel letters - front -lit led light bulbs install direct to wall

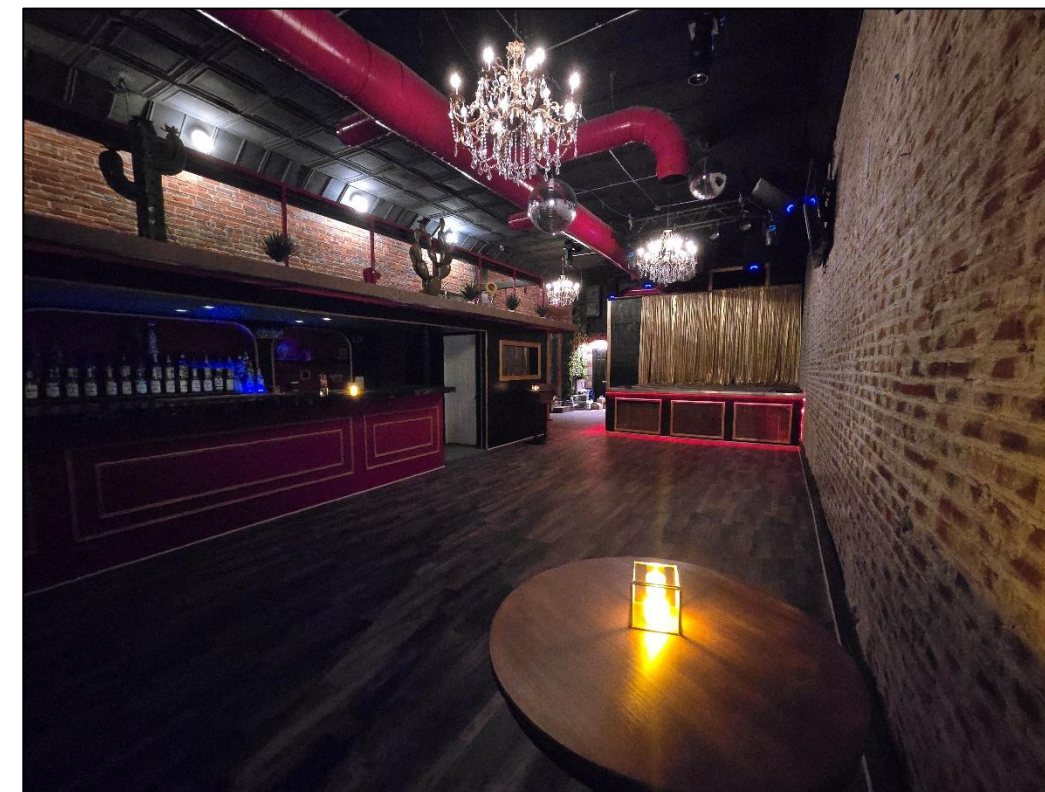


ELECTRICAL NOTES

- Sign Company DOES NOT provide primary electrical to sign.  
Power to the sign must be done by a licensed electrical contractor or licensed electrician.  
Each sign must have:
1. A minimum of one dedicated 120V 20A circuit
  2. Junction box installed within 6 feet of sign
  3. Three wire Line Ground Neutral

# \*UTILITY UPGRADES

- Grease Interceptor
- Emergency Exit door
- **Projected Cost: \$51,175.69**



\*After review of the grant application, staff recommends reclassification of project category from Interior/Code Improvements to Utility Upgrades. Does not affect total grant amount eligibility

# ELIGIBLE EXPENSES

**Projected Project Cost: \$102,137.27**

<b>Mister Red, LLC - Grant Application</b>		
<b>Project Category</b>	<b>Estimated Cost</b>	<b>Grant Limit</b>
Façade/Building Rehabilitation	\$32,981.25	50% up to \$50,000
Awnings	\$11,853.38	50% up to \$7,500
Signs	\$6,126.95	50% up to \$2,500
*Utility Upgrades	\$51,175.69	50% up to \$50,000
<b>Total Project Cost</b>	<b>\$102,137.27</b>	<b>\$50,505.47</b>
<b><i>Total Grant Request:</i></b>	<b><i>\$50,000</i></b>	

# PRIOR ACTION

On February 19, 2026, the Downtown Economic Development Committee (DEDC) reviewed and scored the grant application. The application received an average score of 32 points, making it eligible for a recommendation of up to \$50,000. These scores support the recommendation to approve the application requested. The Downtown Economic Development Committee recommends approval of up to \$50,000 (10-0).

On March 25, 2026, the Tax Increment Reinvestment Zone Number One Board reviewed the application and voted to recommend City Council approve the Downtown Reinvestment Grant Program application in the amount not to exceed \$50,000 as recommended by the DEDC for Mister Red, LLC located at 122 N. Locust Street.

**Thank You**