



# DESIGN DOWNTOWN DENTON

**TIRZ Presentation**

# Project Team



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*Market Research/TOD Strategy*  
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**William Fulton Group**  
*Economic Development/Implementation Strategy*  
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Founder/CEO

# Schedule



## Understand

June - Sept 2023

### **Goal:**

Understand key issues, challenges, and previous plans affecting the study area.



## Envision

Sept 2023 - Feb 2024

### **Goal:**

Provide vetted strategies and approaches to project goals.



## Act

Feb - May 2024

### **Goal:**

Document a clear path to implementation.



## Adopt

June - Sept 2024

### **Goal:**

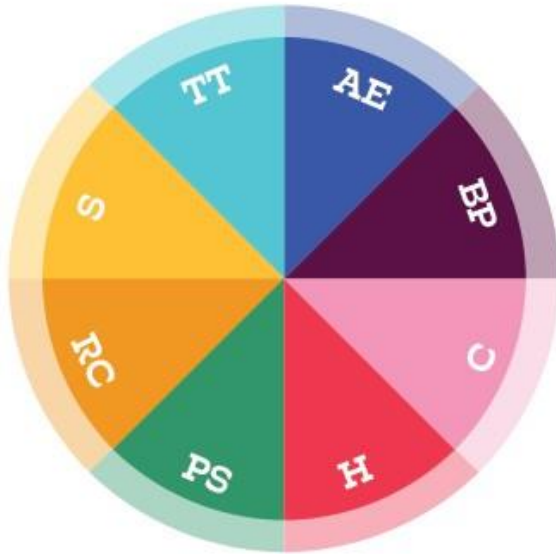
Facilitate adoption by relevant regulatory bodies.



# Vision Statement

Design Downtown Denton to be a more walkable, beautiful, and fun destination for shopping, working, learning, and recreation that also serves as a hub of opportunity, welcoming all Dentonites. Cultivate a vibrant and diverse residential community. Preserve and expand the distinctive local businesses, foster a strong sense of community, and safeguard the historic and artistic character while promoting growth and development.

# Community Priorities



**AE** Arts, Entertainment and Events

**BP** Bike and Pedestrian Safety and Mobility

**C** Culture

**H** Housing Development

**PS** Parks and Public Space

**RC** Retail and Commercial Development

**S** Safety

**TT** Traffic and Transit

# Recommendations

Design Downtown Denton presents a vision for the future of Downtown Denton where local government, businesses, developers and community have taken collaborative action to change policy and develop public and private facilities that will:

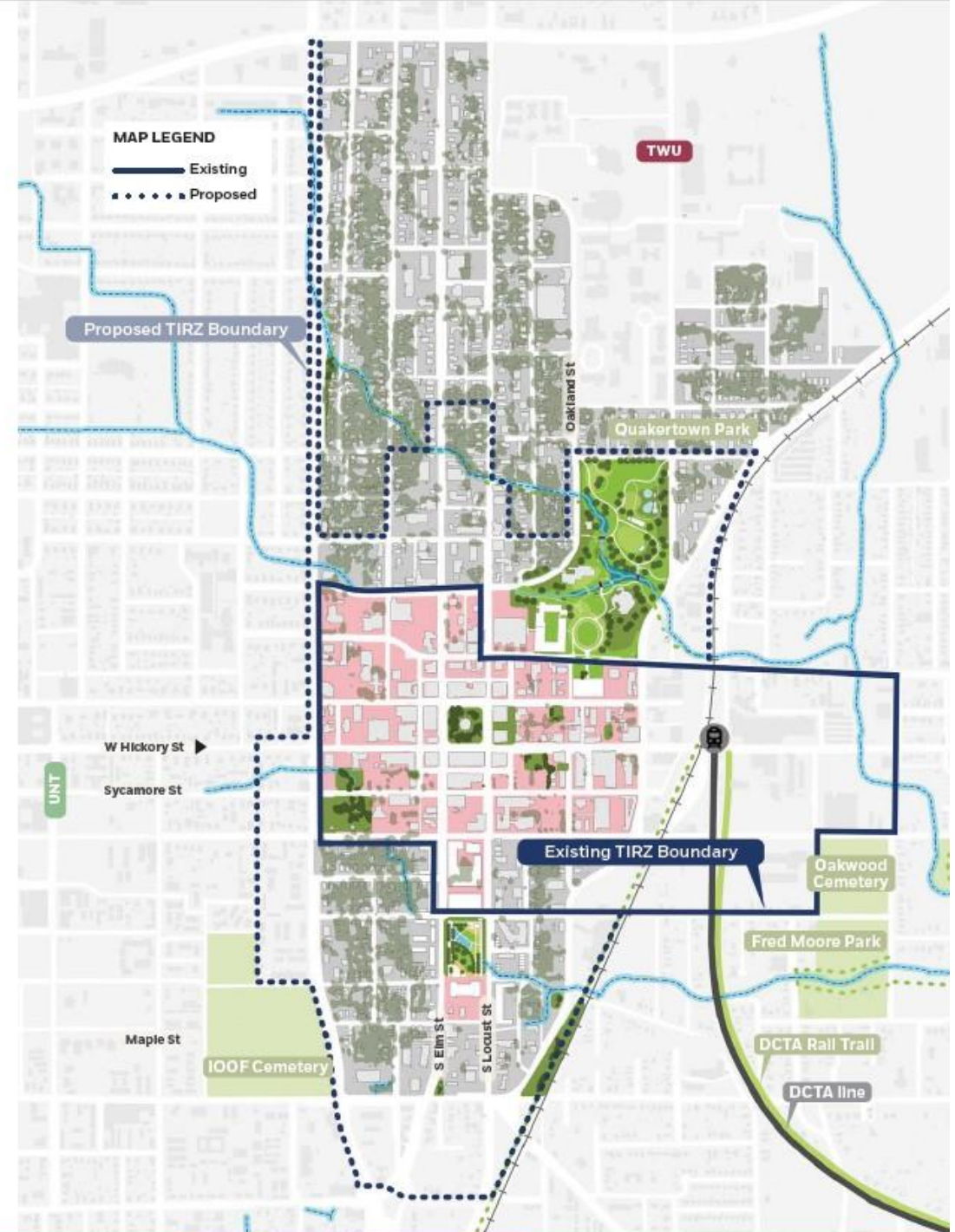
- **Better utilize downtown's streetscape** making downtown more walkable and accessible, with improved management of parking and mobility, and a focus on prioritizing all forms of transportation,
- **Build a network of improved public spaces** providing Dentonites with beautiful places to relax, play, and reflect, all within a short distance from their homes.
- **Target development to build on downtown's character and assets** by preserving existing structures while building compatible housing, parks and retail that invite new families to make Downtown Denton their home,
- and **Promote Downtown's nightlife, music, events, history, and art** through branding and advertising that tells the story of Downtown Denton's history and culture while promoting its future, programs that provide support for artists and musicians, and projects that create new venues, events and entertainment.



## Modify and Expand on Economic Development Tools

The City of Denton should expand economic development opportunities through new and existing funding sources such as:

- Tax-Increment Reinvestment Zone (TIRZ)
- Downtown Reinvestment Grants
- 380 Agreements
- Catalyst Fund
- Historic Tax Credits
- Qualified Hotel Project Tax Rebate
- Parking Benefit District
- Affordable Housing Tax Exemption
- New Market Tax Credits
- HUD 108 Loan Guarantees
- Private/Philanthropic Funding
- Building new economic development tools together
- Texas PACE programs





# RECOMMENDATIONS

## Better utilize downtown's streetscape

- 1A Rightsizing and 4/3 Conversions
- 1B Pedestrian Priority Routes and Denton Chill Streets
- 1C Improve Bike Connections
- 1D Improve Transit

## Build a network of improved public spaces

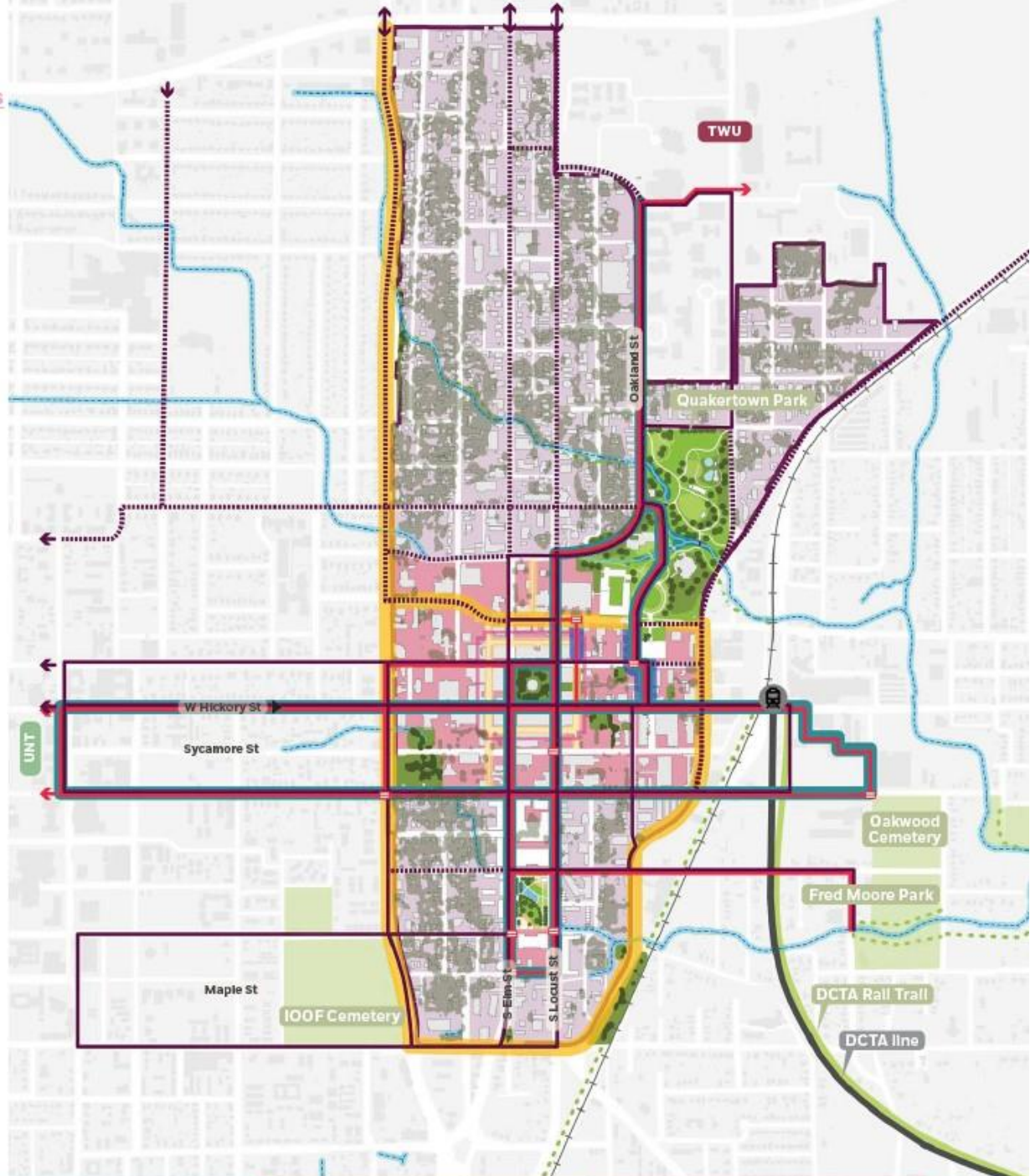
- 2A Quakertown Park Master Plan
- 2B Activate Vacant Lots
- 2C Utilization of Alleys
- 2D Utilization of Underutilized Streets
- 2E Create a New Park in Southern Downtown
- 2F Improvements to the County's Historic Park
- 2G Develop Public Art Plan

## Target development to build on downtown's character and assets

- 3A Develop Southern Downtown
- 3B Encourage Downtown Living
- 3C Strengthen Historic Preservation Opportunities
- 3D Public Realm Design Guidelines and Zoning
- 3E Explore Opportunities for Specific Programming

## Promote Downtown's nightlife, music, events, history, and art

- 4A Support music and nightlife
- 4B Develop a Performing Arts Center
- 4C Expand Programs to Support Small Businesses
- 4D Expand on Downtown Events
- 4E Expand on Economic Development Tools
- 4F Establish a Downtown Brand
- 4G Establish a Public Improvement District



# 5 Plan Implementation



Plaza on the Square Rendering

## Timeline for Policy creation and expansion

Policy Recommendation	Timeline
3D   Public Realm Guidelines and Zoning Recommendations	<b>Years 1</b> <i>Other Recommendations Are Dependent On These</i>
4E   Expand TIRZ	
4G   Establish a PID	
3B   Encourage Downtown Living	<b>Years 1-5</b>
4A   Utilize Policy and Regulation to Support Music and Nightlife	
4C   Expand Programs to Support Small Businesses	
4E   Expand on other Economic Development Tools	
3C   Strengthen Historic Preservation Opportunities	<i>Complete As Opportunities Arise</i>
3E   Explore Opportunities for Specific Programing	
4D   Expand on Events	

Implementation of Economic Development Tools			Tool Location and Purpose								
Tool	Priority	Revenue Source	Public			Existing Private			New Private		
			Clean & Safe / Ambassadors	Public Infrastructure	Public Realm Improvements	Support for Existing Downtown Businesses	Support For Commercial Property Owners	Support for Residential Property Owners	Incentivizing New Commercial Development	Incentivizing New Housing	Support for Startups Based Downtown
TIRZ	1	Tax Increment		•	•				•	•	
380 Agreements	1	TIRZ							•	•	
Downtown Reinvestment Grants	1	TIRZ				•	•				•
Low Interest Loans	1	TIRZ				•					
Public Improvement District	1	Property Assessment	•	•	•						
Catalyst Fund	1	Variety of citywide sources				•			•	•	•
PACE	2	Property Assessments					•				
Historic Tax Credits	2	Property Tax Exemptions					•	•			
Affordable Housing Tax Exemptions	2	Property Tax Exemptions								x	
Parking Benefit District	2	Parking revenue		•	•						
"Small Business Benefit District"	2	Business Owners				•					x
City Land	3	City Land Equity			•				•	•	
Qualified Hotel Project	3	State Sales and Bed Tax Rebates							•		
New Market Tax Credits	3	Federal Tax Credits							•		
HUD 108 Loan Guarantees	3	Community Development Block Grant Funds							•	•	
Tax Abatement (Ch. 312 of the Texas Tax Code)	Existing	Tax Abatement					•	•			
Sales and Use Tax for Construction	Existing	Tax Rebate				•					
Water/Wastewater Utility Line Fund	Existing	Reimbursement					•	•			
Economic Growth Rider	Existing	Reduction in electrical demand charge				•	•	•			

# Questions