SOUTHEAST Denton AREA PLAN

JOINT CITY COUNCIL/PLANNING AND ZONING MEETING

Creating the future. Keeping the character.

PZ24-037 March 19, 2024

Agenda

- Introductions & Project Overview
- Existing Conditions Key Takeaways
- Public Engagement Results
- Draft Vision & Community Priorities
- Recommendations
  - Feedback requested
- Next Steps

Your Role Today is:

- Receive a presentation of existing conditions, analysis, public engagement input and the steering committee endorsed vision and strategies
- Provide direction for the project team to develop action steps consistent with the recommended strategies endorsed by the steering committee

Project Team Introductions

Scott McDonald
Development Services Director

Tina Firgens
Development Services Deputy Director, Planning Director

Hayley Zagurski
Assistant Planning Director

Julie Wyatt
SEDAP Project Manager

Mia Hines
SEDAP Assistant Project Manager

Mitchell Silver
Project Advisor

Shai Roos
Project Manager

Pam Thompson
Senior Planner

Earnest Lloyd
Sr Economist

Xochilyn Davis
Planner

Mehak Saroha
Planner

PROJECT OVERVIEW

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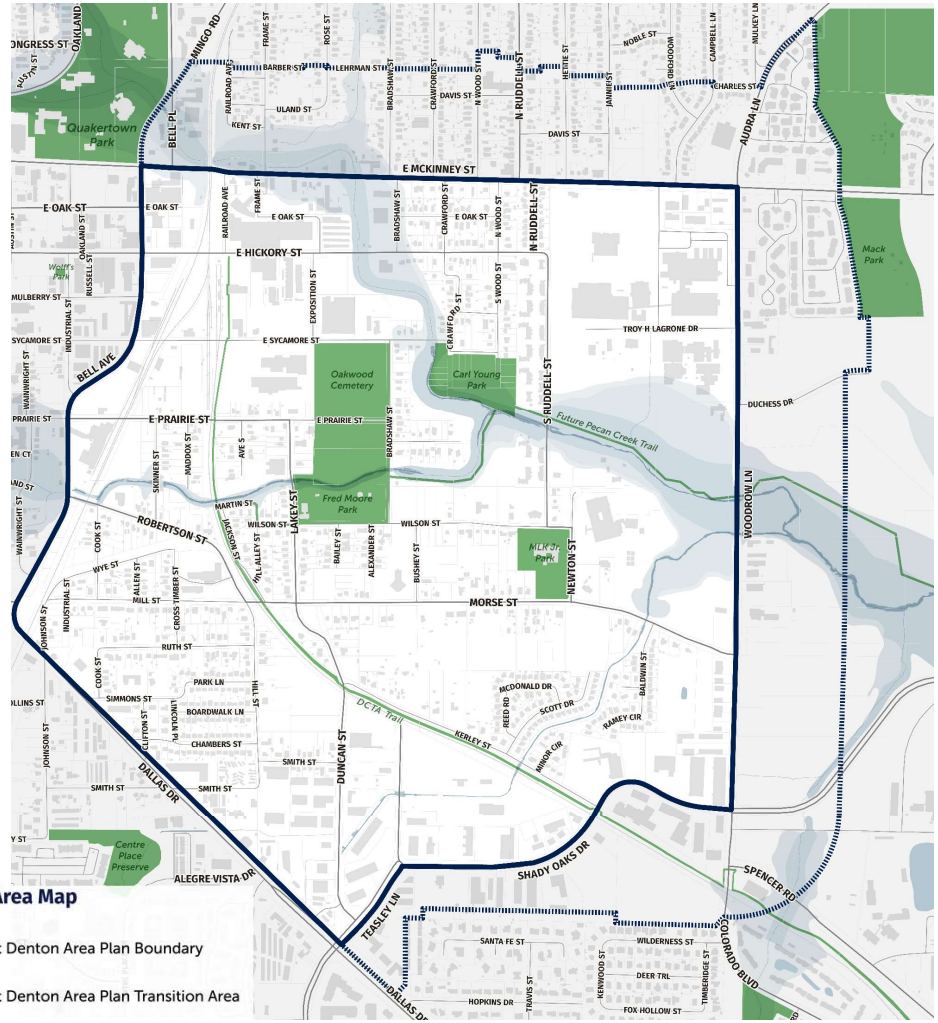
Study Area

The Southeast Denton Area Plan study area (SEDAP) includes 600 acres and is generally bounded by:

- **McKinney Street** to the north
- **Bell Avenue** and **Dallas Drive** to the west
- **Teasley Lane** and **Shady Oaks Drive** to the south
- **Woodrow Lane** to the east.
- This area also includes the parcels northeast and southeast to provide transition areas

The study area was vetted through Visioning Workshop and Intercept Surveys.



Southeast Denton Area Map

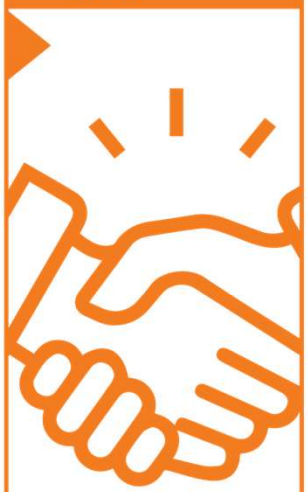
Proposed Southeast Denton Area Plan Boundary

Proposed Southeast Denton Area Plan Transition Area

Project Approach

WE ARE HERE

Existing Conditions Analysis & Community Engagement



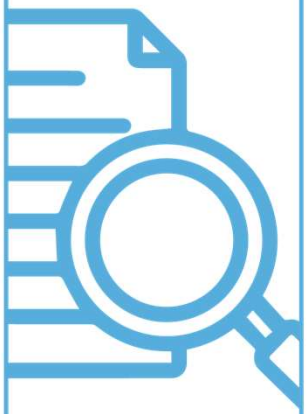
Desired Outcomes

- A fair share of **political, economic & social investment** from the City.
- A community that **celebrates its Black cultural roots.**
- A **variety of housing types & pricing options** to allow a diverse range of ages & incomes to call this area home.
- A **safe, accessible & connected network** for all modes of travel
- Public spaces & **amenities** (parks, programming, activities) **that are equitable.**

Community Vision & Goals

1. **Building Trust** within the community & with the City as a whole.
2. **Honoring the Culture & Heritage** of Southeast Denton.
3. Investing in **Economic Prosperity.**
4. Strengthening Neighborhoods & **Housing Affordability.**
5. Elevating **the quality of public infrastructure.**
6. Creating a **safe & connected, multi modal travel system.**

Recommended Strategies



Implementation Action Steps

EXISTING CONDITIONS

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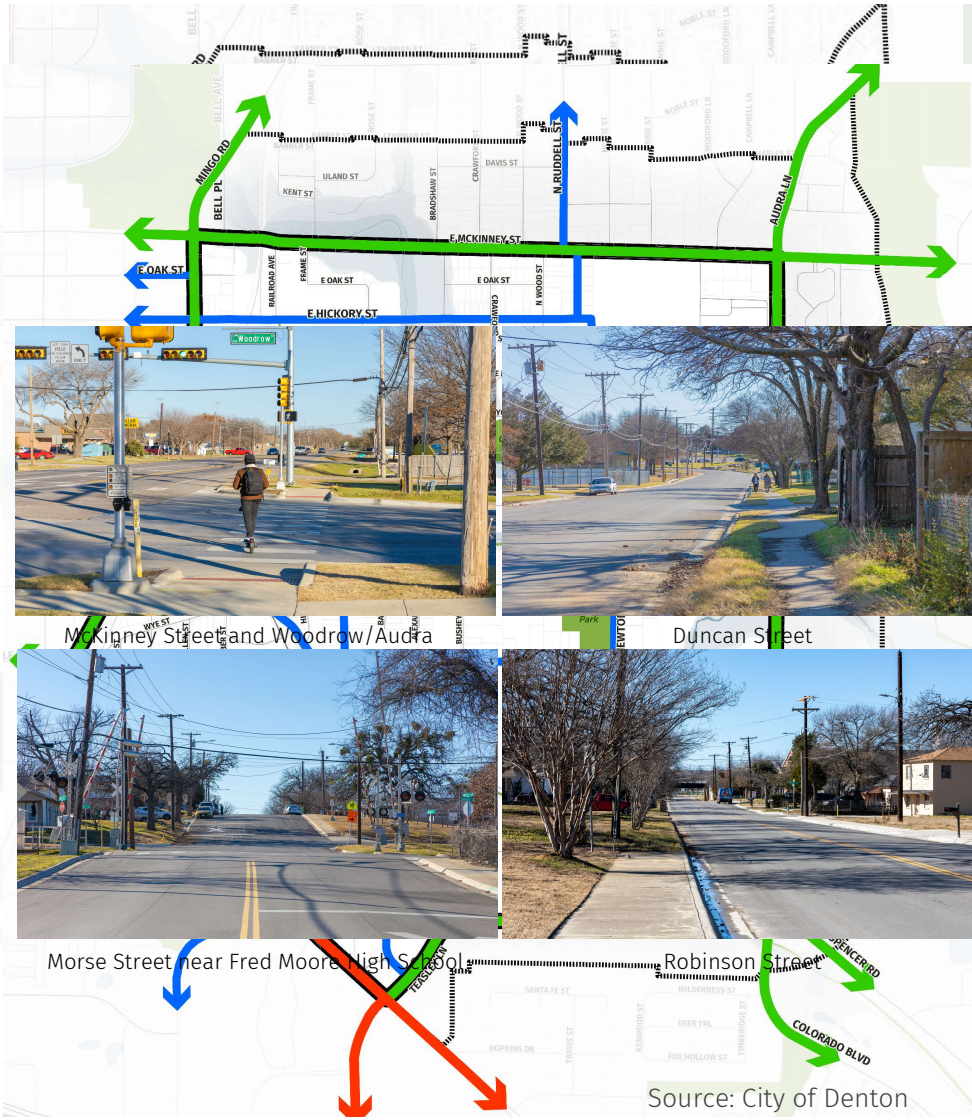
Key Takeaways

- **60% residents** of Southeast Denton are **under the age of 40** years.
- Population of Southeast Denton **decreased by 4%** between 2010 and 2021.
- Southeast Denton is demographically diverse **between Black, White, and Hispanic** and is distributed evenly across the study area.
- The **skillsets of residents in the study area are not aligned** with the jobs available in the area today.
- Currently, the **residential land uses** are surrounded by high intensity commercial, industrial and institutional uses.
- There are **84 acres of vacant land** in the study area of which **69 acres is developable**. This can be both an opportunity and a threat for the future of the study area.
- There are **no easy north south or east west connecting roadways** through this area. The sidewalks are either in poor condition or nonexistent.



Source: City of Denton

Source: Source: U.S. Census Bureau, Center for Economic Studies, LEHD | e-mail: CES.OnTheMap.Feedback@census.gov

COMMUNITY ENGAGEMENT

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Phase I Engagement

- Stakeholder meetings
- Steering Committee
- Listening Sessions
- Intercept Surveys
- Visioning Workshop
- Visual Preference Survey
- Staff Implementation Workshop

Overarching Themes & Desired Outcomes

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Improve communication between the City and the neighborhood

Keep the community updated and involved about street construction and zoning requests.

More accessible communication methods were requested.

Create standards for housing, ensure long-term affordability, and address concerns about displacement

Talk with the community about housing preservation measures to protect them from increased property taxes and displacement.

Remember the past so we don't repeat it

Include the community in planning decisions

Strengthen and support community assets

Invest to benefit existing residents and attract new residents

Maintain cherished community assets

Residents enjoy knowing each other and gathering together.

Protect and invest in the community centers such as American Legion Hall, Fred Moore Park, MLK Recreation Center and Katy Trail.

Improve Infrastructure

Southeast Denton feels neglected. It needs more sidewalks, bike lanes, better maintained streets,

improved lights, more trees and increased accessibility within the community and to other parts of the city/region.

Preserve Denton's history and remember the lessons of Quakertown

Community still feels generational trauma and loss of generational wealth. The City needs to remember the past and prevent actions that lead to displacement.

PRESERVE HISTORY

End the pattern of neglect and begin to heal the area

Harmful development patterns such as large arterial roads or industrial zoning sends the wrong message to residents. The City should respect the residential character of the area.

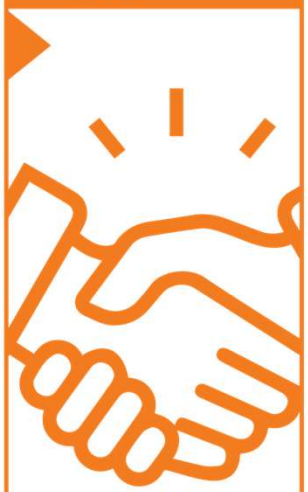
Vision for Southeast Denton

"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."

Project Approach

WE ARE HERE

Existing Conditions Analysis & Community Engagement



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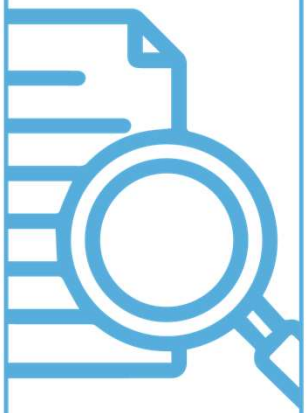
5. Elevating **the quality of public infrastructure.**
6. Creating a **safe & connected, multi modal travel system.**

Recommended Strategies



Implementation Action Steps

RECOMMENDED STRATEGIES

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Phase II Engagement

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Recommended Strategies

1.1 Anti-displacement Action Plan
1.2 City Communication Strategy
1.3 Denton 360 participation

2.1 Recognize the built environment & the families who created it
2.2 History & Cultural Roots Preservation Program

3.1 People Based Economic Development
3.2 Place Based Economic Development
3.3 Neighborhood Empowerment Zone

4.1 Establish Overlay Districts
4.2 Rezone Industrial Areas
4.3 Neighborhood Revitilization Strategy Area
4.4 Increase access to capital

5.1 Upgrade existing parks
5.2 Enhance public infrastructure
5.3 Enhance park programming & city sponsored events

6.1 Develop Street Cross sections
6.2 Prioritize improved pedestrian & bicycle connection & safety
6.3 Develop a network of trails
6.4 Strengthen the connections to downtown & surrounding neighborhoods for all modes of transportation

Strategy 1.1 - Develop and implement an Anti-displacement Action Plan specific to Southeast Denton study area.

Goal

Building trust within the Community & with the City as a whole

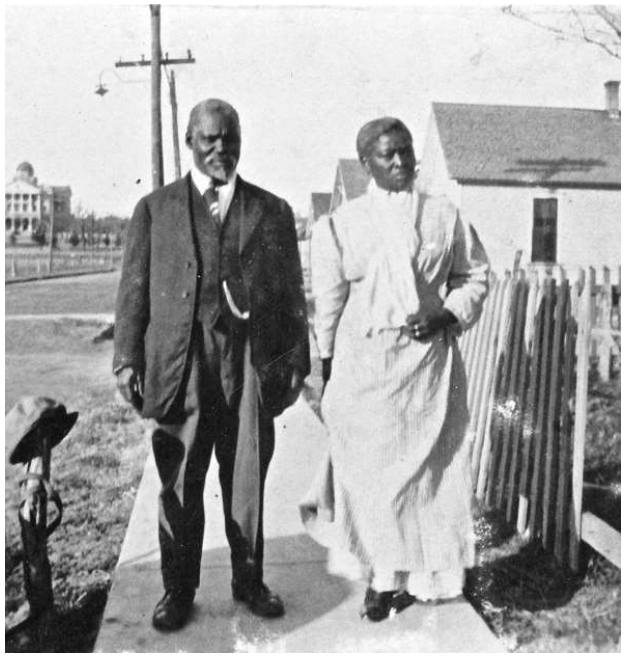
Policies that can offer financial and technical assistance to both homeowners and renters.

Strategy 2.1 – Use historic preservation tools and incentives to recognize the built environment and the families who created it.

Goal

Honoring the culture & heritage of Southeast Denton

Tools to create a living active record of the community's origins/past and a tangible link to Southeast Denton's history.

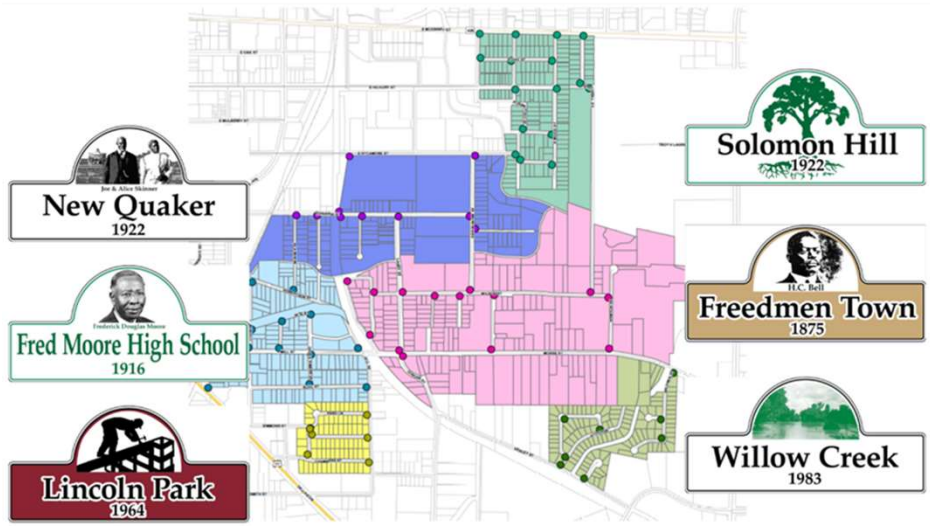


Strategy 2.2 – Develop and Implement a Southeast Denton History and Cultural Roots Preservation Program.

Goal

Honoring the culture & heritage of Southeast Denton

Preservation of the historic integrity of an area through maintenance and documenting changes in the area.



Strategy 3.1 – Develop and Implement People Based Economic Development specific to Southeast Denton study area.

Goal

Investing in Economic Prosperity

Focus on supporting small businesses by providing needed social services and concentrating on building capacity.

Strategy 3.2 – Develop and Implement Place-Based Economic Development specific to Southeast Denton study area.

Goal

Investing in Economic Prosperity

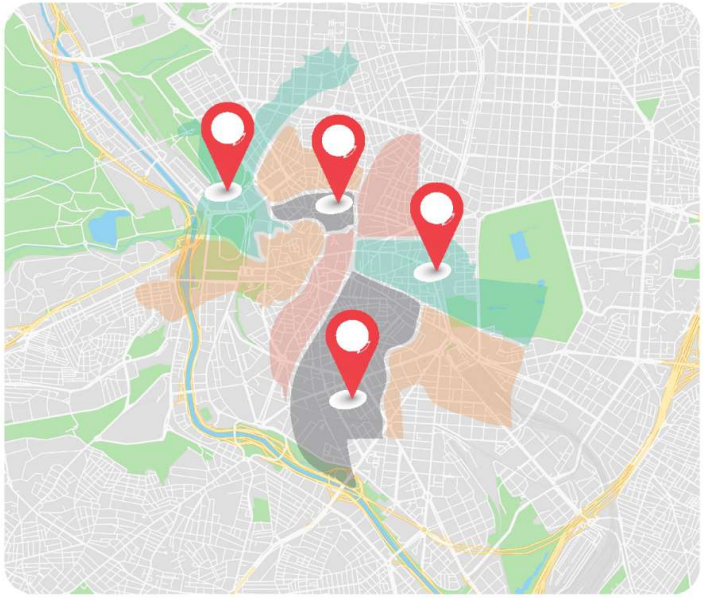
Focus on physical improvements in the area to improve the lives of all of the people who live & work here.

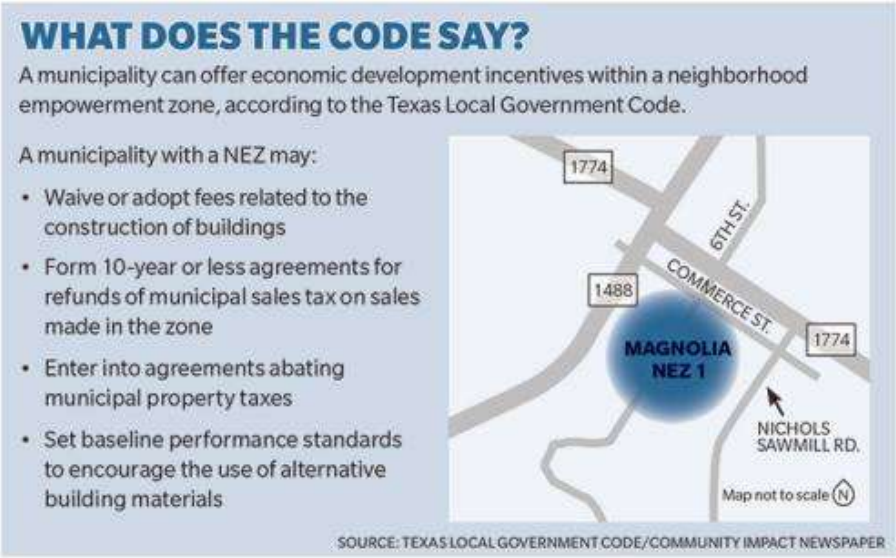
Strategy 3.3 – Establish a Neighborhood Empowerment Zone to spur community investment, reduce taxes, and increase affordable housing opportunities.

Goal

Investing in Economic Prosperity

Incentives for the creation or renovation of housing that is affordable for all income levels.





Strategy 4.3 – Establish Southeast Denton as a Neighborhood Revitalization Strategy Area.

Goal

Strengthening Neighborhoods and Housing Affordability

Allows additional flexibility in using federal funding in the area.

Strategy 4.4 – Increase access to capital in Southeast Denton study area by adopting a locally responsible banking ordinance.

Goal

Strengthening Neighborhoods and Housing Affordability

Encourage banks to lend equitably, especially in Southeast Denton, and allow fair investment and equal opportunity for its residents.

Strategy 6.4 – Strengthen the connections to downtown and surrounding neighborhoods for all modes of transportation.

Goal

Creating a safe and connected multi modal travel system

Enhance the connection to Downtown for Southeast Denton residents.

Project Approach

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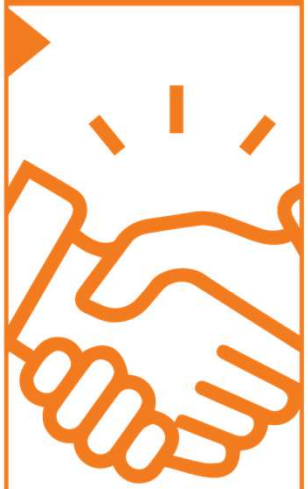
Existing Conditions Analysis & Community Engagement



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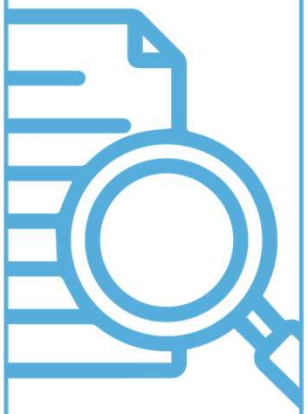

Implementation Action Steps

FEEDBACK/ COMMENTS

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Next Steps

Develop Implementation Plan/ Action Steps.

- Projects
- Programs
- Policies

Planning & Zoning Commission Public Hearing & Recommendation

City Council Public Hearing & Plan Adoption

SOUTHEAST DENTON AREA PLAN

Joint City Council/Planning
and Zoning Meeting

Creating the Future. Keeping the Character.

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