

# Community Event Center

Jessica Rogers - City Manager's Office

August 2, 2016



# Objective:

- ▶ To provide an overview of the Community Event Center (CEC) project
- ▶ To provide a status update regarding the work of the Council Community Event Center Committee
- ▶ To address questions regarding parking at and near the CEC/Rail Yard development
- ▶ To address questions regarding CEC's proximity to the Public Safety Training Center and regular police operations

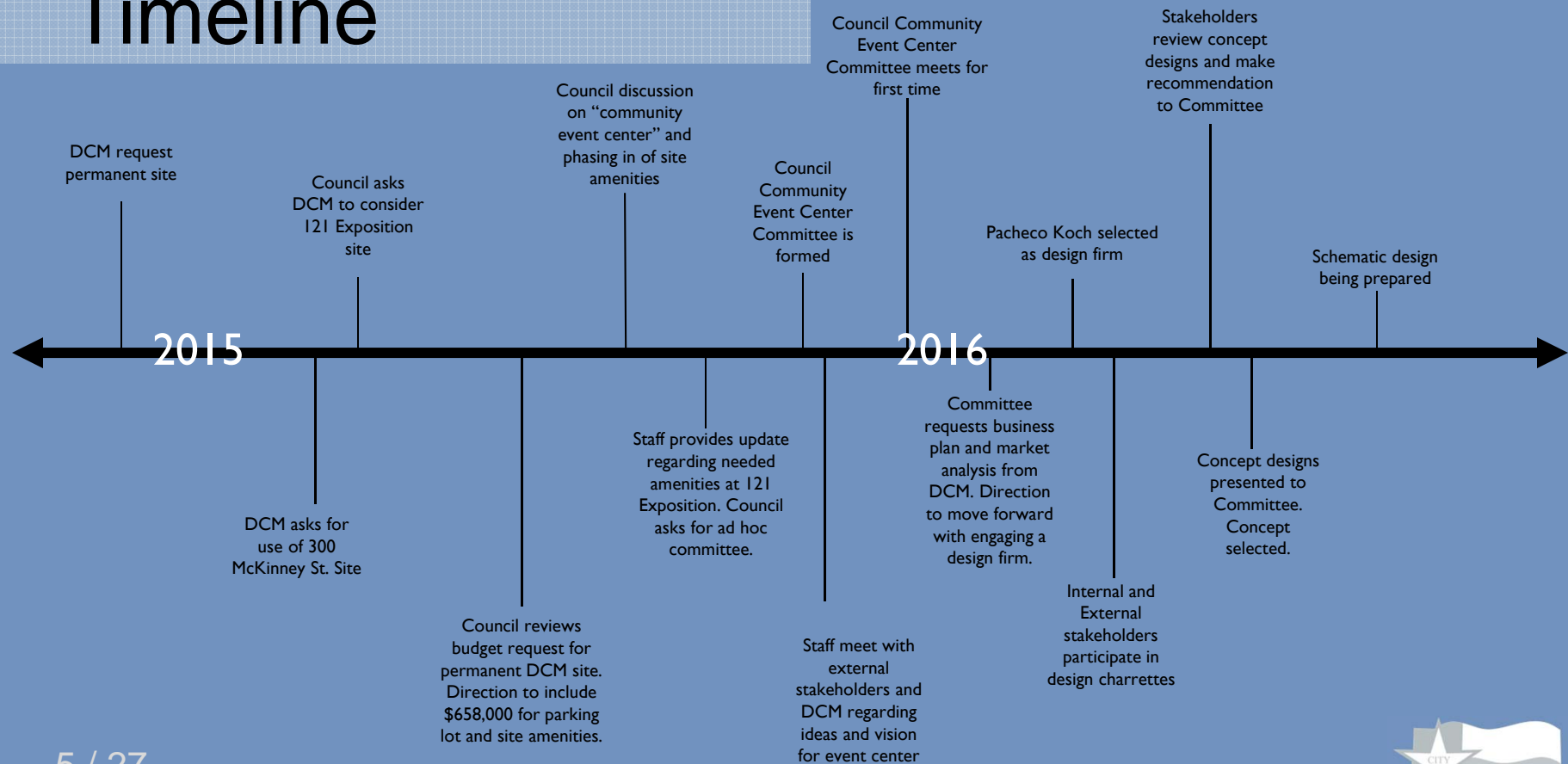
# Community Event Center Project

- ▶ The Community Event Center Project was a Council priority item discussed as part of FY 2015-16 budget.
- ▶ Request from DCM for new space/permanent facility.
- ▶ Project evolved into Community Event Center to:
  - ▶ Add additional parking for downtown events
  - ▶ Add additional venue/event space for community
  - ▶ Provide a neighborhood amenity and serve as a catalyst for redevelopment in area

# Community Event Center Project

- ▶ FY 2015-16 Approved Project Budget
  - ▶ \$405,000 in CO's for parking lot demolition and reconstruction
  - ▶ \$253,000 for site amenities
    - ▶ \$150,000 in HOT funds
    - ▶ \$103,000 in General Fund

# Timeline



5 / 27

\*Please see agenda backup for complete project timeline



# Council Community Event Center Committee

- ▶ Committee appointed by Council to facilitate the development of the event center, create any necessary policies, and to consider naming of the center.
- ▶ Committee has provided direction or is in discussion on:
  - ▶ Project goals
  - ▶ Lease terms and ROI\*
  - ▶ Design process
  - ▶ Project timeline
  - ▶ Real estate
  - ▶ Parking impacts
  - ▶ DCM competitive market analysis and operations

# Council Community Event Center Committee

- ▶ Committee has not discussed rental guidelines for event center
  - ▶ DCM operates between April and November and site would not be available to others during those times
    - ▶ Approx. 7 a.m. to 3 p.m. for 35 Saturdays
  - ▶ For other events: Possible consideration of restrictions for certain times/days of the week and/or types of events

# Council Community Event Center Committee

- ▶ Committee has worked with design firm to develop a concept design for the event center
  - ▶ External and internal stakeholders were involved in a design process
  - ▶ Designer took into account needs and wants of both the City and DCM to establish design





## LEGEND

- |   |                   |   |                    |
|---|-------------------|---|--------------------|
| 1 | ENTRANCE MONUMENT | 4 | SHADE STRUCTURE    |
| 2 | OPEN LAWN         | 5 | FOOD TRUCK AREA    |
| 3 | RESTROOMS         | 6 | DUMPSTER ENCLOSURE |



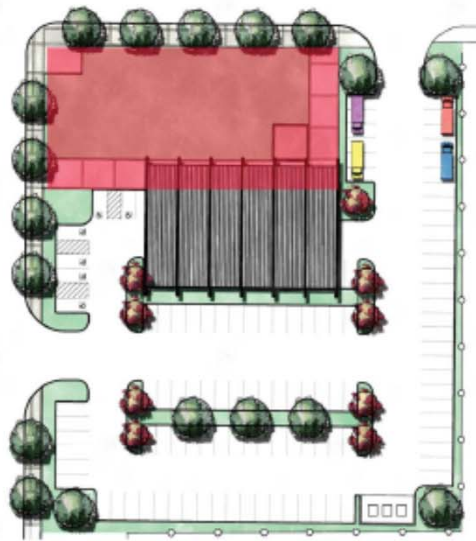
ENTRANCE MONUMENT



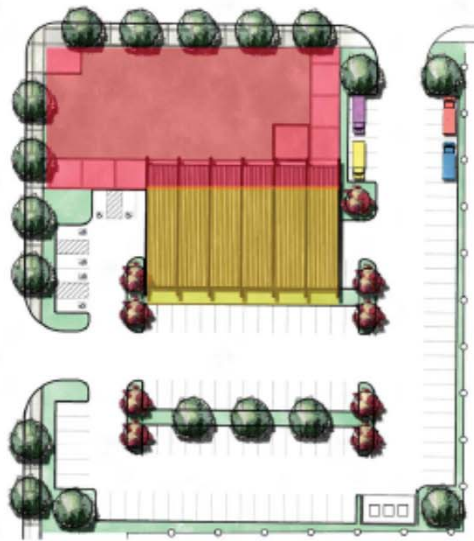
SHADE STRUCTURE / COMMUNITY MARKET

## CONCEPT A

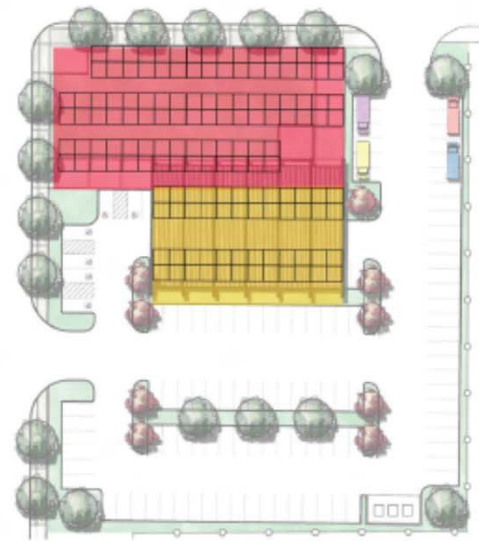
138 PARKING STALLS



0.35 acres



0.53 acres



144 vendors

## CONCEPT A

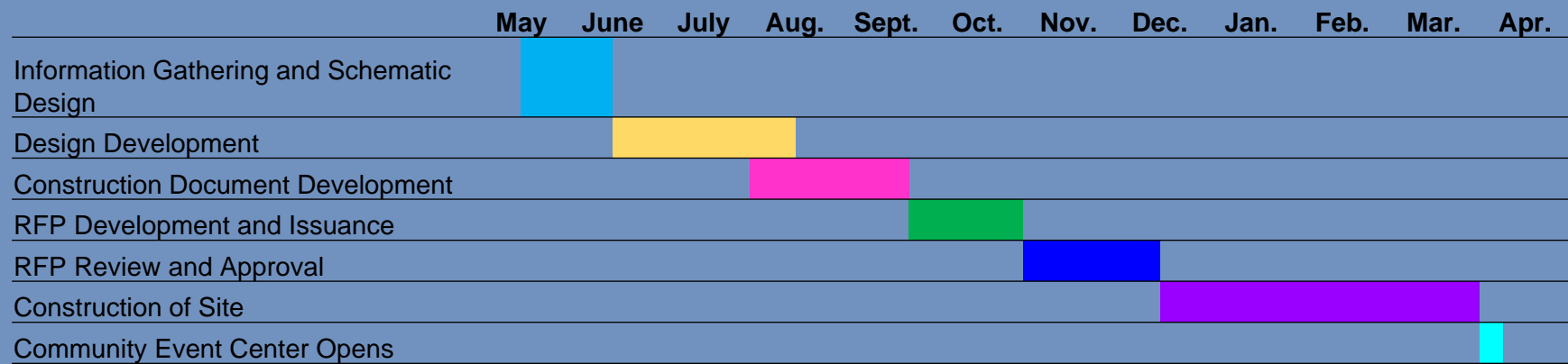
138 PARKING STALLS

# Concept Design

- ▶ Design is a “master plan” design
- ▶ Reflects industrial feel of area
- ▶ Design includes:
  - ▶ 138 parking spaces (currently ~80 spaces)
    - ▶ Covered parking under structure
  - ▶ Flex parking for food trucks
  - ▶ Custom market pavilion
  - ▶ Permanent restroom facilities
  - ▶ Welcome monument
  - ▶ Space for 144 vendor booths

# Project Timeline

## Community Event Center -- Estimated Project Timeline



# Parking

- ▶ Parking demand being generated by close proximity of:
  - ▶ City Hall East
  - ▶ Public Safety Training Center
  - ▶ Euline Brock Transit Center
  - ▶ Railyard Development
  - ▶ East End Lofts at the Railyard
  - ▶ Community Event Center

# Parking

- ▶ Future expansion of Public Safety Training Center
- ▶ Possible relocation of Customer Service to DATCU building
- ▶ Finish out of Stoke and restaurant/retail space in Railyard
- ▶ Apartments open to residents

# Railyard Parking

- ▶ Railyard was provided a 25% parking reduction due to offset parking demand created by mixed-uses.
  - ▶ 259 to 194 parking spaces
  - ▶ 40 spaces adjacent to Railyard building are designated for office use. Remainder are open parking spaces.
- ▶ Railyard does not have a shared parking agreement with the City.





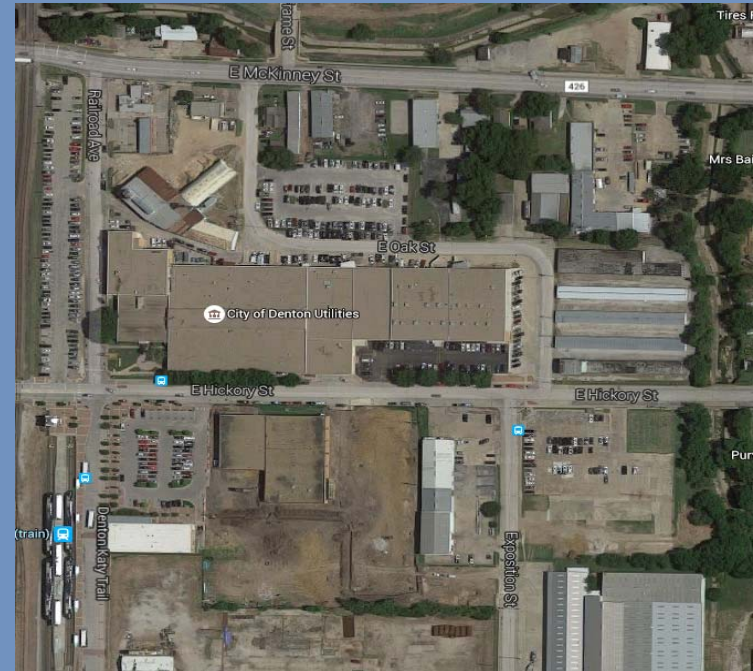


# Parking Example

Departments	Spaces Needed (Staff Only)	Additional Spaces for External Customers
Human Resources	11	30
Parks & Recreation	10	10
Tech Services	28	5
CIS & Comm. Development	21	4
Customer Service	45	32 (avg. for ½ hour period)
Municipal Court	10	50
Police Department	150 (includes equipment and staff vehicles)	100
TOTAL	275	231

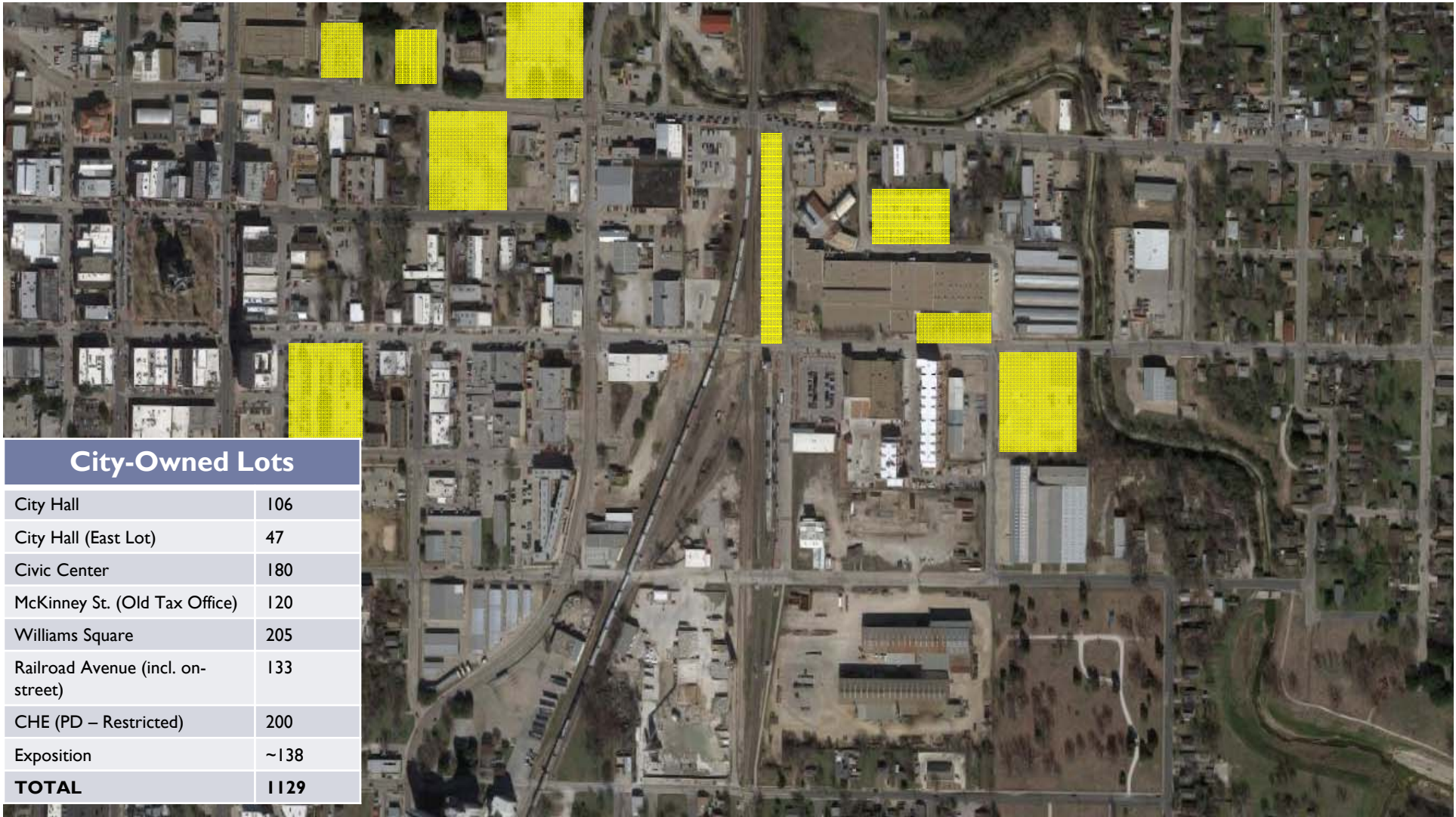
# Parking Space Count

- ▶ ~200 spaces on PD side of City Hall East
- ▶ ~120 spaces on HR side of City Hall East
- ▶ ~12 street parking spaces on Railroad Ave.
- ▶ ~ 20 street parking spaces on Hickory (South side)
- ▶ ~15 street parking spaces on Hickory (North side)
- ▶ ~367 total staff/public spaces without Exposition Lot
- ▶ Exposition Lot currently has about ~80 spaces
  - ▶ =447 total
- ▶ Reconstructed Exposition Lot ~138 spaces
  - ▶ =505 total



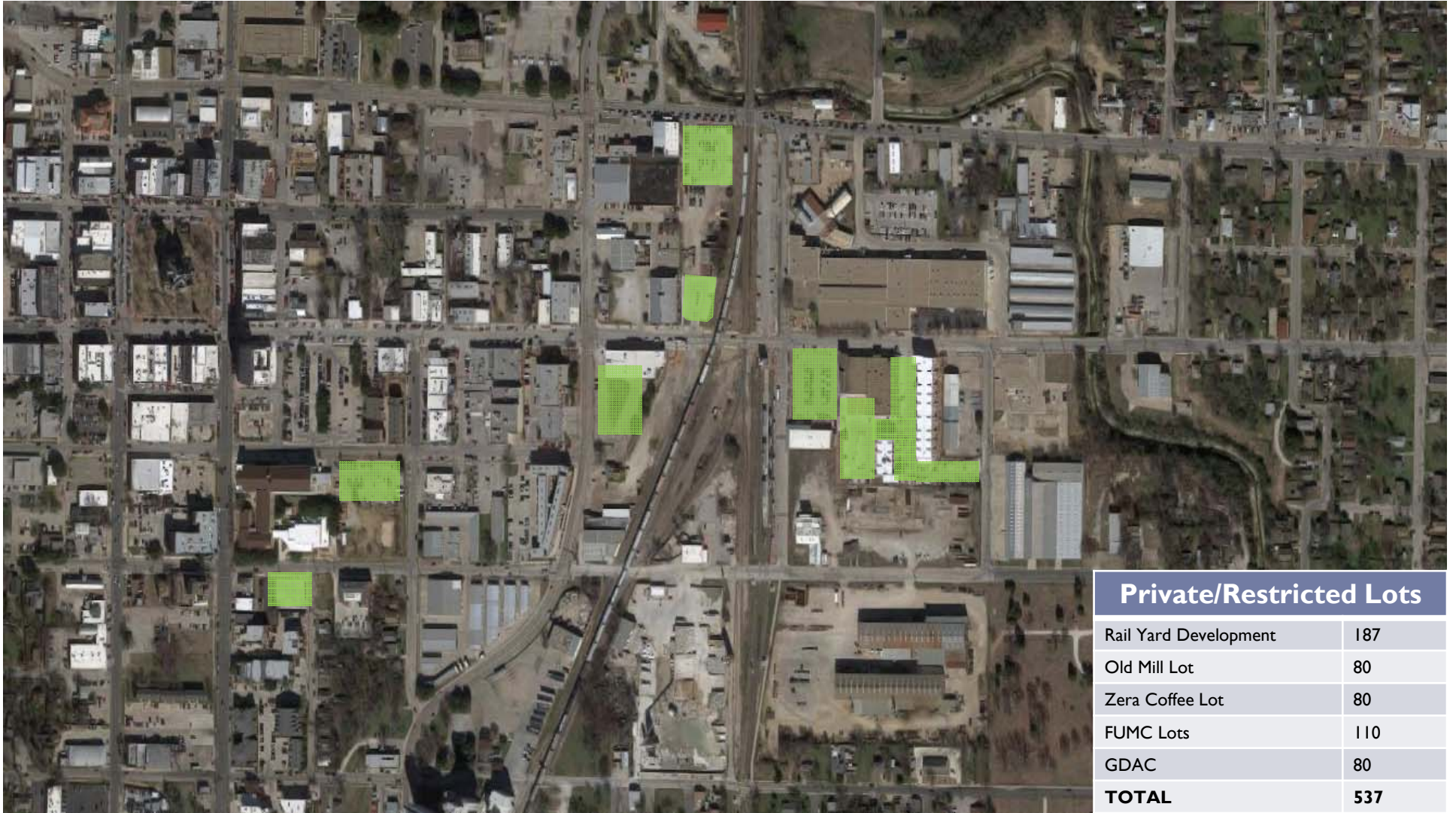
# Parking for Denton Community Market

- ▶ Evaluation of all possible parking locations
  - ▶ Public lots
  - ▶ Private/Restricted Lots
  - ▶ On-Street Parking
  - ▶ Alternative Modes of Transportation



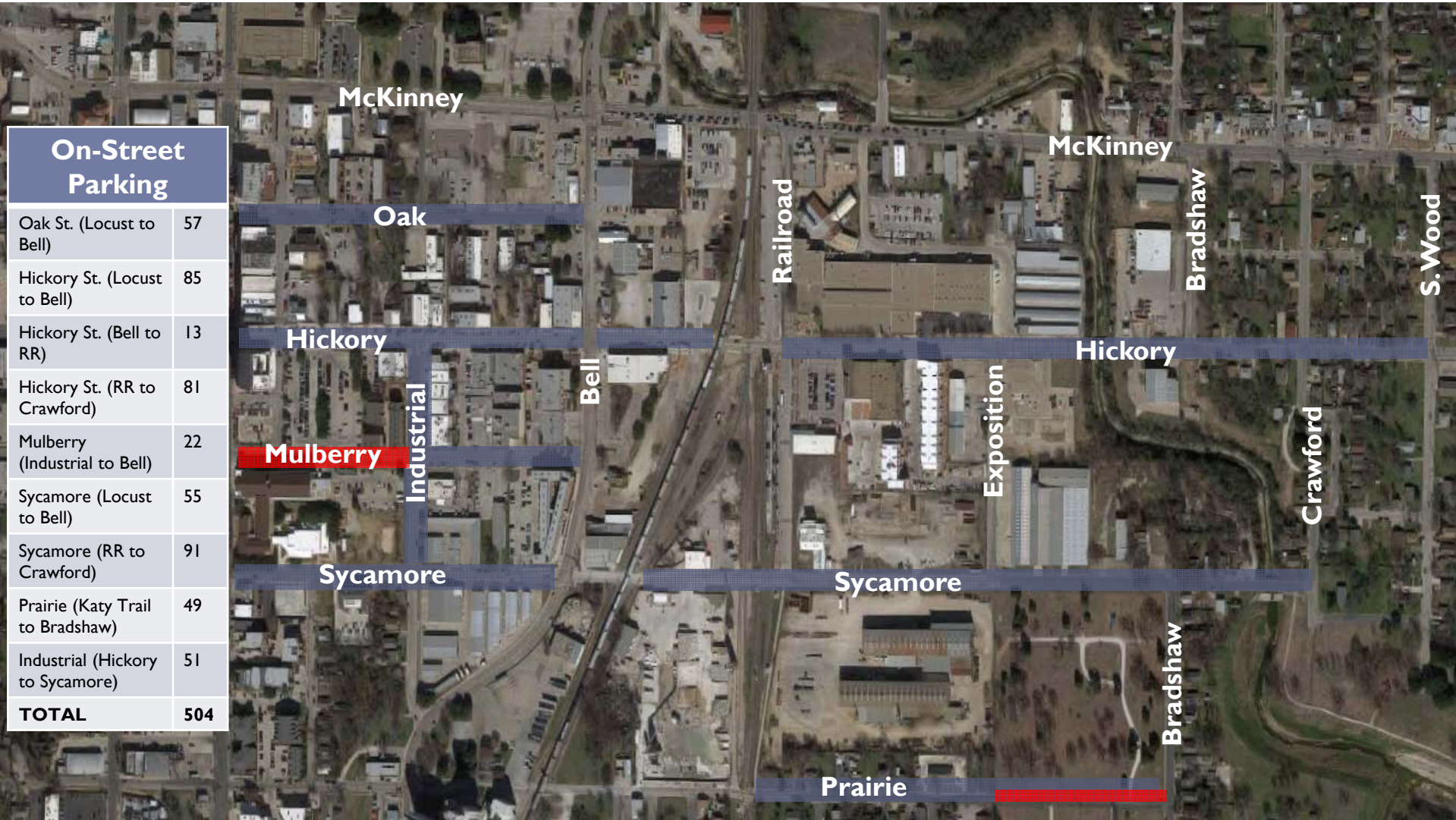
City-Owned Lots	
City Hall	106
City Hall (East Lot)	47
Civic Center	180
McKinney St. (Old Tax Office)	120
Williams Square	205
Railroad Avenue (incl. on-street)	133
CHE (PD – Restricted)	200
Exposition	~138
<b>TOTAL</b>	<b>1129</b>



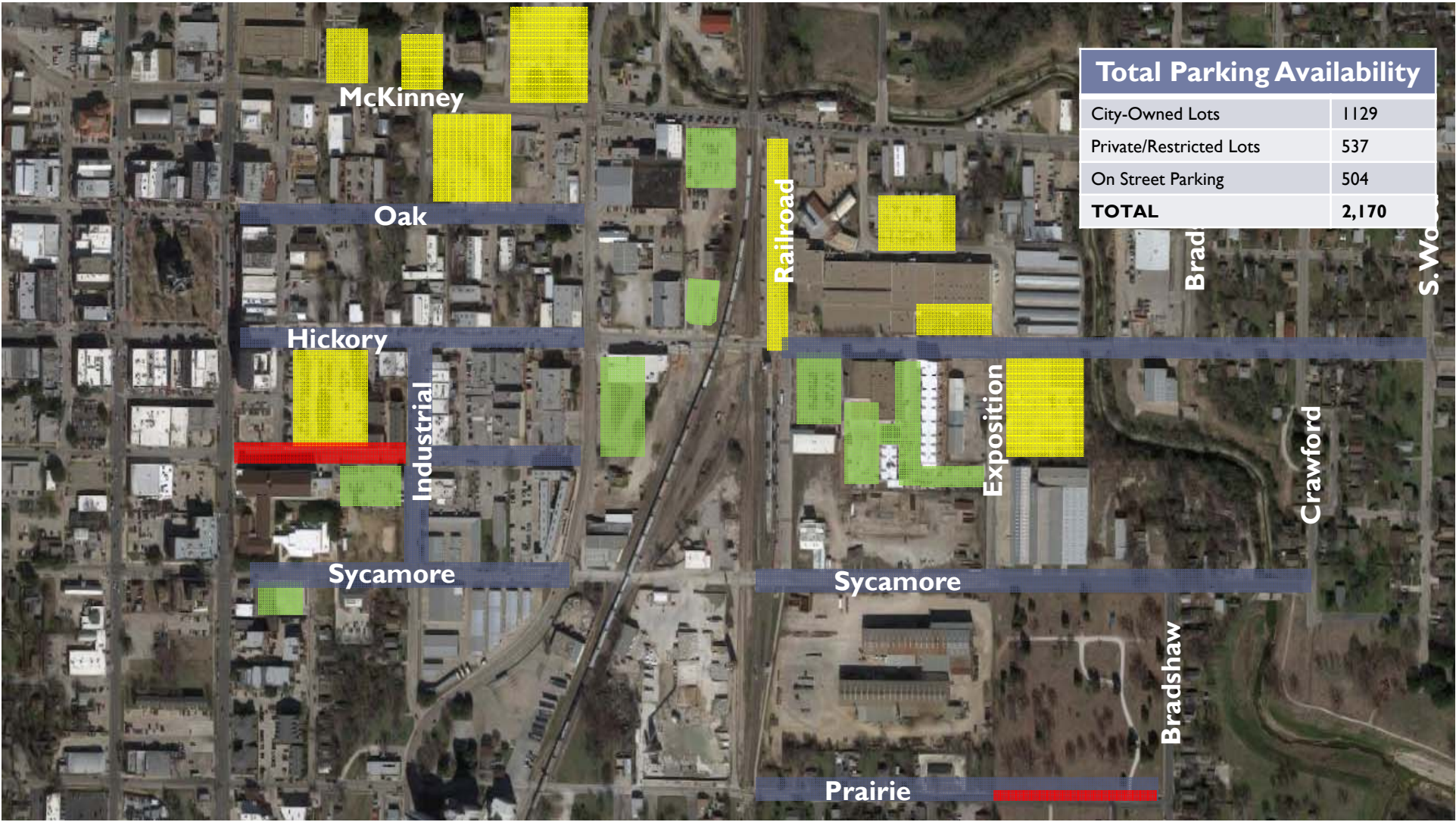


Private/Restricted Lots	
Rail Yard Development	187
Old Mill Lot	80
Zera Coffee Lot	80
FUMC Lots	110
GDAC	80
TOTAL	537





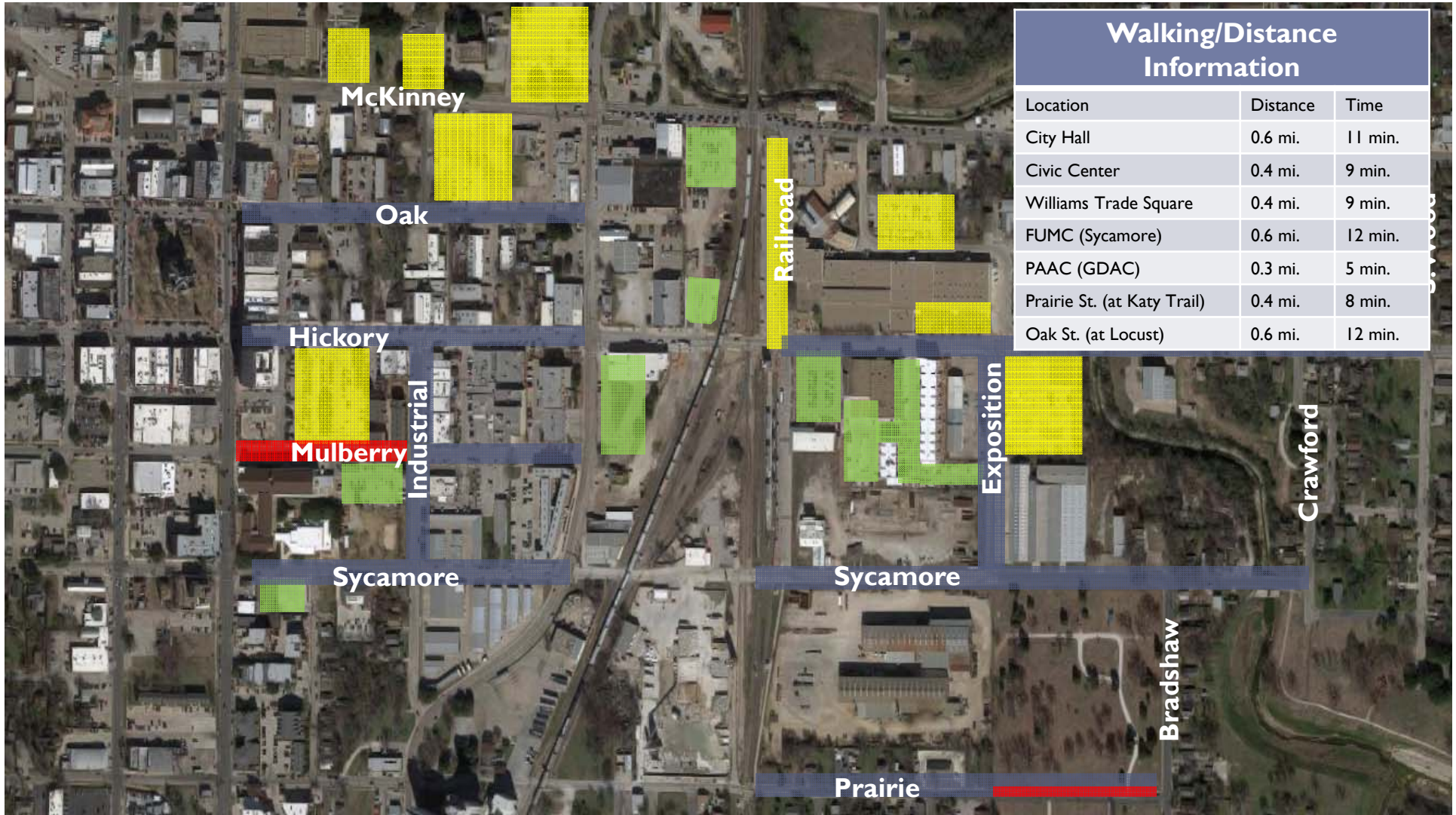




**Total Parking Availability**

City-Owned Lots	1129
Private/Restricted Lots	537
On Street Parking	504
<b>TOTAL</b>	<b>2,170</b>







# Other Parking Factors

- ▶ Off-set parking demand
- ▶ Proximity to Euline Brock Transit Center
  - ▶ Encourage use of alternative modes of transportation
- ▶ Katy Trail access
- ▶ Hickory Street corridor
- ▶ Bike Improvements in area
- ▶ Pedestrian improvements in area
- ▶ Trail connectivity with splash park at Carl Young Park

# Impacts on Public Safety Training Center



# Questions?



Jessica Rogers  
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