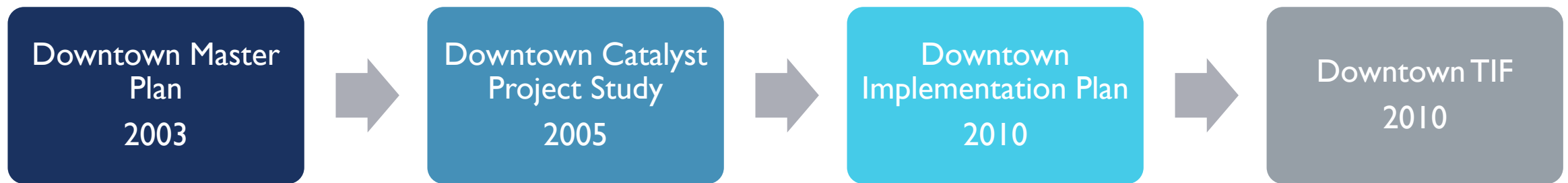

DOWNTOWN PLANNING & DOWNTOWN TIF: HISTORY AND PROGRESS



TIMELINE



IN THE BEGINNING ...

Citizen workshop to
seek input for the
Downtown Master
Plan, May 2002



DOWNTOWN MASTER PLAN – ADOPTED 2003

- Commissioned by the Planning Department as the fourth in a series of small area plans designed to support the Council-adopted 1999 Comprehensive Plan (\$112,000 to Fregonese Calthorpe Associates and TIP Strategies)
- A framework of recommendations on future land use, transportation, and public improvements to assist with decision making and case-by-case development of the Downtown area
- Stakeholder/public involvement:
 - Workshop invitations sent to 40 stakeholders on April 23 and June 24, 2002
 - Ads in *Denton Record-Chronicle* for workshops on April 28 and June 29, 2002
 - Workshops held on May 2, 3, and July 8, 2002
 - Planning and Zoning Commission work sessions on December 4, 2002; February 12 and 26, 2003; and March 12, 2003
 - Public forum on April 30, 2003 (announcements were delivered door-to-door in the Downtown core; public notices published in the *Denton Record-Chronicle* on April 23 and 27, 2003; listed on City's website and on DTV)
 - Planning and Zoning Commission public hearing on May 14, 2003 (courtesy notification mailed to all property owners within the Downtown Plan study area; notice published in the *Denton Record-Chronicle* on May 11, 2003)
 - City Council public hearing on June 3, 2003 (courtesy notification mailed to all property owners and residents/tenants within the Downtown Plan study area; notice published in the *Denton Record-Chronicle* on May 18, 2003)

DOWNTOWN MASTER PLAN – ADOPTED 2003

Walking

- ✓ Corner kiosks with merchant lists and maps (2003)
- ✓ Visitor guides: updated quarterly and distributed through the CVB and Texas Travel Centers (beginning 2003 and ongoing)
- ✓ Historic walking brochure (2005)
- ✓ Complete streets on the face of the Square, E. Hickory* (2015), and Cedar** (2008)
- ❑ Better pedestrian signage

Parking

- ✓ Parking lot signs (2003)
- ✓ Downtown parking map (2005)
- ✓ Merchant education (beginning 2003 and ongoing)
- ✓ Added ~500 parking spaces (beginning 2014 and ongoing)
- ❑ Shared parking agreements
- ❑ Scouting future sites for lots
- ❑ Parking structure

DOWNTOWN MASTER PLAN – ADOPTED 2003

Transit

- ✓ Euline Brock Downtown Transit Center (2011)
- ✓ The Railyard transit-oriented development (2016)
- ☐ “Fareless Square”/trolley

Economic Development

- ✓ Business assistance/retention
- ✓ Leasing/purchasing assistance
- ✓ Building rehabilitation and preservation assistance
- ✓ Assist with CIP (face of the Square, E. Hickory, and Cedar) communications
- ✓ Track investment/jobs
- ✓ Grow Downtown residency (more than 2,000 residents within ½ mile of the Square)
- ✓ Downtown Reinvestment Grant (beginning 2007 and ongoing)
- ✓ Night life
- ☐ Hotel/conference center

DOWNTOWN MASTER PLAN – ADOPTED 2003

Sidewalk Use

- ✓ Sidewalk café seating (still need ordinance)
- ✓ Sandwich board signs (2003)
- ✓ Patios (2003)
- ☐ Balconies/awnings

Public Investment

- ✓ Phase I public improvements (undergrounding utilities)*
- ✓ Phase II public improvements (accessibility improvements)*
- ✓ Streetscape/trashcans (2011)
- ✓ Regular cleaning schedule for streets and plantings (beginning 2003 and ongoing)
- ✓ Consolidated Dumpsters on back streets (2011)**
- ✓ Added commercial recycling (2004)
- ☐ Austin, Walnut, and Pecan streetscapes
- ☐ Parking lots/structures (public parking lots have been added, but not a parking structure)

DOWNTOWN MASTER PLAN – ADOPTED 2003

Signage & Wayfinding

- ✓ Downtown wayfinding signage (contract issued 2017, Phase I installation to begin soon)
- Citywide system (signage outside Downtown directing people how to get there. Phase II to begin in 2018)

Festival Streets/Farmer's Market

- ✓ Denton Community Market (beginning 2012 and ongoing)
- ✓ Denton Master Gardeners Flower and Veggie Show (beginning 2010 and ongoing)
- ✓ Turkey Trot 5K (beginning 2015 and ongoing)
- ✓ Merchant events

DOWNTOWN MASTER PLAN – ADOPTED 2003

Long-term Improvements

- ✓ Downtown TIF (2011)
- ✓ Transit (2011)
- ✓ Additional parking (beginning 2014 and ongoing)
- ❑ Pocket park on Industrial Street (land purchased in 2016)
- ❑ Fountain/water feature (planned for Industrial Street Park)

DOWNTOWN IN 2004



NE corner of Oak & Carroll, early 2004



NE corner of Oak & Carroll, late 2004

DOWNTOWN CATALYST PROJECT STUDY – COMPLETED 2005

- Commissioned at the request of Mayor Euline Brock by the City Manager's Office to identify five catalyst projects that would be capable of becoming viable developments and would spur subsequent surrounding redevelopment (\$138,500 to RTKL and Leland Consulting Group)
- Intended to support certain aspects of the Downtown Master Plan, in particular establishment of the Downtown TIF and increasing the number of downtown residents
- Stakeholder/public involvement:
 - RTKL met with the Downtown Task Force on May 11, June 8 and 23, and August 4, 2005
 - Focus group discussions (50 attendees) and community meeting (25 attendees) on June 22, 2005
 - Presentation made to Mayor/Council Breakfast on August 25, 2005

DOWNTOWN CATALYST PROJECT STUDY – COMPLETED 2005

- The report identified the following projects:
 - A: Transit-oriented infill development with shared parking garage between McKinney, Bell, Hickory, and the commuter rail
 - B: Mixed-use infill adjacent to the Wells Fargo tower with new shared garage; existing garage removed to make way for retail and motor bank with loft space
 - C: Pocket park with new surrounding development to define northern gateway into Denton, including adaptive reuse of existing buildings (City Hall West)
 - D: Mixed-use office infill between Oak and Hickory from Carroll to Cedar along with shared parking
 - E: Residential infill with ground-level service uses between McKinney, Oak, Austin, and Bell
- Council consensus at the time was to proceed with B, C, and E

DOWNTOWN CATALYST PROJECT STUDY – COMPLETED 2005

Next Steps

- ✓ Prepare menu of public/private funding mechanisms for infrastructure and impact (2005)
- ✓ Confirm and grow targeted areas for infill and redevelopment (beginning 2005 and ongoing)
- ✓ Identify positions within the City and support organizations where project coordination could occur (2005)
- ❑ Establish a set of criteria for infill and redevelopment projects
- ❑ Analyze reduction and/or waiver of development fees and program rewards for past investment

Implementation

- ✓ Choose three projects (2005)
- ✓ Establish TIF district (2011)
- ❑ Run economics
- ❑ Package and market
- ❑ Streamline the development process

DOWNTOWN CATALYST PROJECT STUDY – COMPLETED 2005

Catalyst Projects

- ✓ A: Transit-oriented infill development ~~with shared parking garage~~ between McKinney, Bell, Hickory, and the commuter rail
- ❑ B: Mixed-use infill adjacent to the Wells Fargo tower with new shared garage; existing garage removed to make way for retail and motor bank with loft space
- ❑ C: Pocket park with new surrounding development to define northern gateway into Denton, including adaptive reuse of existing buildings (City Hall West)
- ❑ D: Mixed-use office infill between Oak and Hickory from Carroll to Cedar along with shared parking
- ❑ E: Residential infill with ground-level service uses between McKinney, Oak, Austin, and Bell

DOWNTOWN IN 2010



NW corner of E. Hickory and Oakland, early 2010

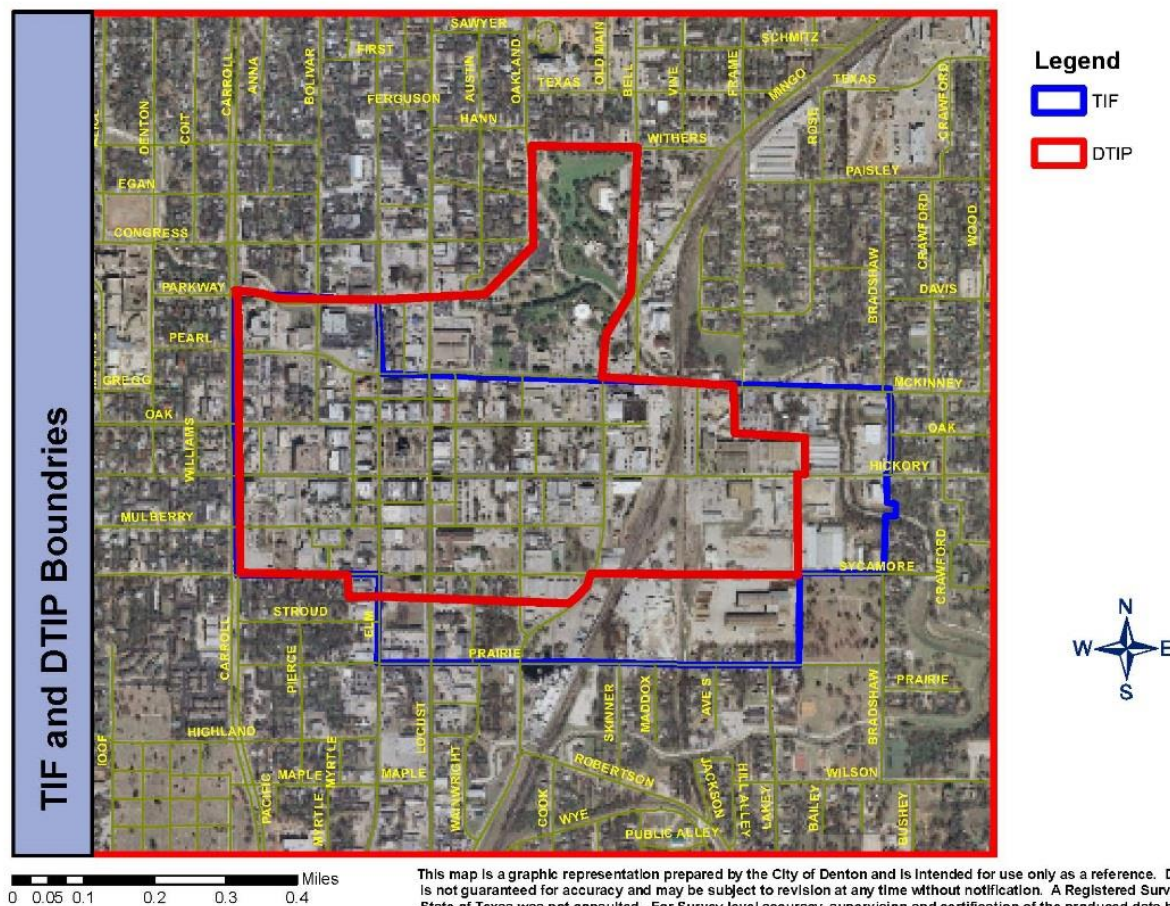


NW corner of E. Hickory and Oakland, late 2010

DOWNTOWN IMPLEMENTATION PLAN (DTIP) – APPROVED 2010

- Commissioned by the Planning Department to “serve as the catalyst to achieve the goals that define the vision for the Downtown Master Plan” (\$224,995 to Jacobs, Townscape, Bowman-Melton, and RCLCO)
- Developed in anticipation of the Downtown Transit Center and to address issues raised by the Downtown business community, the DTIP addresses land use, parking, parks/recreation/open space, architecture design, and linkages/streets
- Stakeholder/public involvement:
 - Downtown Task Force served as Steering Committee
 - Stakeholder interviews (60) and online questionnaire (130 responses)
 - Public meetings on December 14, 2009 (45 attendees) and March 10, 2010 (75 attendees)
 - Planning and Zoning Commission public hearing on July 28, 2010

DOWNTOWN IMPLEMENTATION PLAN (DTIP) – APPROVED 2010



DOWNTOWN IMPLEMENTATION PLAN (DTIP) – APPROVED 2010

Recommended for Completion Within 3 Years of Plan Approval (by August 2013)

- ✓ Create Downtown TIF (2011)
- ✓ Implement E. Hickory Grand Street project (2015)
- ✓ Enlarge public parking lots (beginning 2014 and ongoing)
- ❑ Pursue NCTCOG Sustainable Development funding and grants (program was eliminated)
- ❑ Adopt Form Based Code (FBC draft being reviewed as part of the Denton Development Code update)
- ❑ Create and implement wayfinding signage network for parking (wayfinding signage contract issued, Phase I installation to begin soon)
- ❑ Screen all trash containers in the Square district
- ❑ Create Downtown Development Corporation
- ❑ Create Downtown Parking Management Authority

DOWNTOWN IMPLEMENTATION PLAN (DTIP) – APPROVED 2010

Recommended for Completion Within 5 Years of Plan Approval (by August 2015)

- ✓ Formally adopt DTIP (2010)
- ✓ Follow tri-partite architectural proportions (beginning 2010 and ongoing)
- ✓ Adopt DTIP street standards for Downtown (2015)
- ✓ Adopt DTIP bicycle standards for Downtown (2015)
- ✓ Increase on-street parking (2015)
- ✓ Conduct solid waste pilot program (2011)
- ✓ Implement preferred solid waste plan (2011)
- ✓ Early-action parking projects (2015)
- ❑ Establish a new zoning district in the Denton Development Code titled “Downtown District”
- ❑ Implement early-action street and mobility items
- ❑ Establish cash-in-lieu of spaces parking program

DOWNTOWN IMPLEMENTATION PLAN (DTIP) – APPROVED 2010

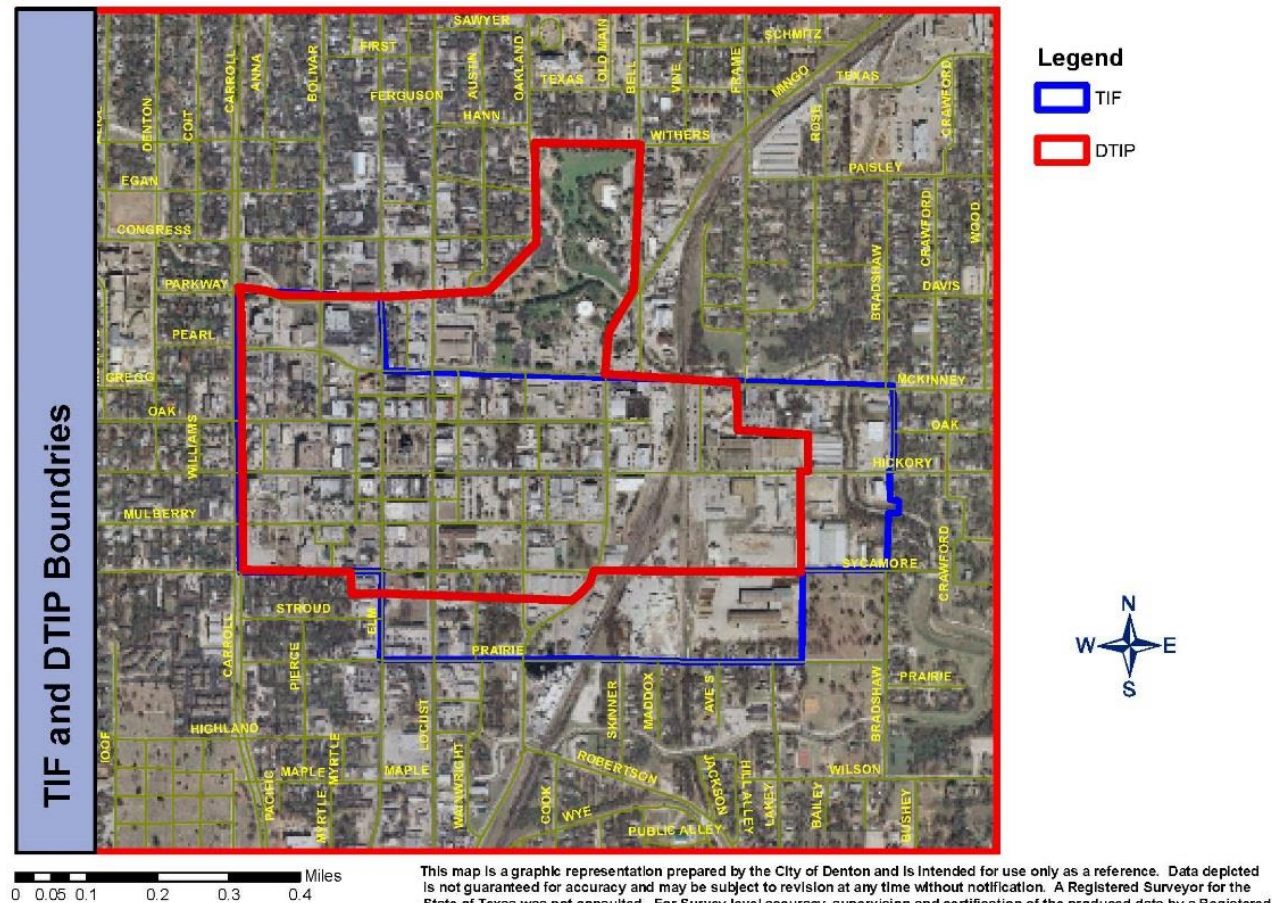
Recommended for Completion Within 10 Years of Plan Approval (by August 2020)

- ✓ Implement bicycle lanes on Oak and Hickory for access to Downtown Transit Center (beginning 2012 and ongoing)
- ✓ Implement bicycle signage program Downtown
- ✓ Incorporate DTIP bicycle standards into City of Denton systems and standards (Bike Plan) (2013)
- ✓ Establish a broad Downtown waste recycling program (2003)
- ✓ Add music and fine arts venues
- ✓ Modify City Mobility Plan to include Downtown street standards
- ❑ Create a series of urban spaces: pocket parks, neighborhood parks, wide pedestrian sidewalks
- ❑ Implement Quakertown Park Master Plan
- ❑ Establish LEED rating goal for all new development
- ❑ Implement mews streets program for parking, safety, and solid waste removal
- ❑ Conduct traffic studies for specific intersection designs
- ❑ Establish shared-parking program

DOWNTOWN TIF – ADOPTED 2010

- Commissioned by the Economic Development Department to establish a Downtown TIF per the recommendations of the Downtown Master Plan, the Downtown Catalyst Project Study, and the Downtown Implementation Plan (\$34,265 to Schrader & Cline, LLC)
- A tool used to publicly finance infrastructure and other types of improvements within a defined area to stimulate private development and redevelopment.
- Stakeholder/public involvement:
 - As a recommendation under the Downtown Master Plan, the Downtown Catalyst Project Study, and the Downtown Implementation Plan, the Downtown TIF was presented and discussed as part of the public engagement related to all those plans
 - Economic Development Partnership Board discussed the Downtown TIF at its August and November 2010 meetings
 - Council approved the Notice of Intent resolution on August 3, 2010; discussed the Downtown TIF at its October 19 and November 16, 2010 meetings; and held a public hearing on December 7, 2010

DOWNTOWN TIF – ADOPTED 2010



DOWNTOWN TIF – ADOPTED 2010

Project Plan -- \$24.8 million

- ❑ Parking/Transportation -- \$8 million (garages, surface parking, parking lighting or signage, wayfinding, transit-oriented development)
 - ✓ \$380,000 Chapter 380 grant to The Railyard transit-oriented development
- ❑ Complete Streets -- \$7.9 million (sidewalks, bus or bicycle lanes, bike racks, crosswalks, pedestrian lighting, etc.)
- ❑ Support for Downtown Projects -- \$4.9 million (grants, loans, and services for public and private development)
- ❑ Utility/Drainage Improvements -- \$4 million (physical provisions to accommodate and regulate stormwater runoff)
- To allow future City Councils maximum flexibility in how TIF funds are spent over the 30-year term, the adopted Project Plan was intentionally broad.
- The Downtown TIF Fund is exceeding the projections set forth in the adopted Finance Plan:
 - Estimated total assessed value for 2017 is \$158 million; the Finance Plan estimated \$145.5 million
 - Actual TIRZ tax revenue through 2016 is \$1.29 million; the Finance Plan estimated \$749,000

DOWNTOWN TIF – ADOPTED 2010

Downtown TIRZ Value History - Certified Values						
Tax Year	Base Value	Existing Growth	New Construction	Total Value	TIRZ Increment	Actual TIRZ Tax Revenue
2010 ⁽¹⁾	\$79,356,854	\$ -	\$ -	\$79,356,854	\$ -	N/A
2011	\$79,356,854	\$2,300,954	⁽²⁾	\$81,657,808	\$2,300,954	\$6,720
2012	\$79,356,854	\$6,263,531	\$3,985,250	\$89,605,635	\$10,248,781	\$94,381
2013	\$79,356,854	\$13,075,120	\$3,855,976	\$96,287,950	\$16,931,096	\$145,506
2014	\$79,356,854	\$32,800,329	\$2,727,890	\$114,885,073	\$35,528,219	\$258,053
2015	\$79,356,854	\$34,280,051	\$4,803,671	\$118,440,576	\$39,083,722	\$330,030
2016	\$79,356,854	\$56,330,484	\$334,140	\$136,021,478	\$56,664,624	\$458,739
Estimate 2017 ⁽³⁾	\$79,356,854	\$72,653,962	\$6,220,184	\$158,231,000	\$78,874,146	
			\$21,927,111			\$1,293,429
(1) Base year Value						
(2) Not available in first year						
(3) Preliminary Estimate - Certified value not available until 7-25-2017						

DOWNTOWN EVOLUTION



E. Hickory looking west, 1970s



E. Hickory looking west, 2012



E. Hickory looking west, 2015