



City of Denton

City Hall
215 E. McKinney St.
Denton, Texas 76201
www.cityofdenton.com

Meeting Agenda

Economic Development Partnership Board

Thursday, September 5, 2024

8:30 AM

Development Service Center

Downtown Economic Development Committee

After determining that a quorum is present, the Downtown Economic Development Committee of the City of Denton, Texas, will convene in a Regular Meeting on Thursday, September 5, 2024, at 8:30 a.m. in the Development Service Center Training Rooms 1 and 2 at 401 N. Elm Street, Denton, Texas at which the following items will be considered:

1. ITEMS FOR CONSIDERATION

- A. [EDP24-064](#) Consider approval of the meeting minutes for August 1, 2024.

Attachments: [Exhibit 1 - August 1, 2024 DEDC Minutes - DRAFT](#)

2. WORK SESSION

- A. [EDP24-065](#) Receive a report and hold a discussion regarding the Design Downtown Denton Master Plan.

Attachments: [Exhibit 1 - Agenda Information Sheet](#)
[Exhibit 2 - Presentation](#)

- B. [EDP24-066](#) Receive a report and hold a discussion regarding the updates in Animal Services.

Attachments: [Exhibit 1 - Agenda Information Sheet](#)
[Exhibit 2 - Presentation](#)

- C. [EDP24-067](#) Staff Reports:
1. Downtown Construction Update - Kristen Pulido and Trevor Crain
 2. Main Street Update - Kristen Pulido
 3. Future Agenda Items - Christine Taylor

Attachments: [Exhibit 1 - Agenda Information Sheet](#)
[Exhibit 2 - Construction Presentation](#)
[Exhibit 3 - Queue of Agenda Items](#)

3. CONCLUDING ITEMS

A. Under Section 551.042 of the Texas Open Meetings Act, respond to inquiries from the Downtown Economic Development Committee or the public with specific factual information or recitation of policy, or accept a proposal to place the matter on the agenda for an upcoming meeting AND Under Section 551.0415 of the Texas Open Meetings Act, provide reports about items of community interest regarding which no action will be taken, to include: expressions of thanks, congratulations, or condolence; information regarding holiday schedules; an honorary or salutary recognition of a public official, public employee, or other citizen; a reminder about an upcoming event organized or sponsored by the governing body; information regarding a social, ceremonial, or community event organized or sponsored by an entity other than the governing body that was attended or is scheduled to be attended by a member of the governing body or an official or employee of the municipality; or an announcement involving an imminent threat to the public health and safety of people in the municipality that has arisen after the posting of the agenda.

NOTE: The Downtown Economic Development Committee reserves the right to adjourn into a Closed Meeting on any item on its open meeting agenda consistent with Chapter 551 of the Texas Government Code, as amended, or as otherwise allowed by law.

CERTIFICATE

I certify that the above notice of meeting was posted on the official website (<https://tx-denton.civicplus.com/242/Public-Meetings-Agendas>) and bulletin board at City Hall, 215 E. McKinney Street, Denton, Texas, on August 30, 2024, in advance of the 72-hour posting deadline, as applicable, and in accordance with Chapter 551 of the Texas Government Code.

OFFICE OF THE CITY SECRETARY

NOTE: THE CITY OF DENTON'S DESIGNATED PUBLIC MEETING FACILITIES ARE ACCESSIBLE IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT. THE CITY WILL PROVIDE ACCOMMODATION, SUCH AS SIGN LANGUAGE INTERPRETERS FOR THE HEARING IMPAIRED, IF REQUESTED AT LEAST 48 HOURS IN ADVANCE OF THE SCHEDULED MEETING. PLEASE CALL THE CITY SECRETARY'S OFFICE AT 940-349-8309 OR USE TELECOMMUNICATIONS DEVICES FOR THE DEAF (TDD) BY CALLING 1-800-RELAY-TX SO THAT REASONABLE ACCOMMODATION CAN BE ARRANGED.



City of Denton

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Legislation Text

File #: EDP24-064, **Version:** 1

AGENDA CAPTION

Consider approval of the meeting minutes for August 1, 2024.

**MINUTES
CITY OF DENTON
DOWNTOWN ECONOMIC DEVELOPMENT COMMITTEE
August 1, 2024**

After determining that a quorum was present, the Downtown Economic Development Committee convened on August 1, 2024, at 8:30 a.m., in the Development Service Center, Training Rooms 1 and 2, 401 N. Elm Street, Denton, Texas, 76201.

PRESENT: Jeremy Fykes (Chair), Hank Dickenson (Vice-Chair), Jason Bodor, Peggy Capps, Jill Herbst, Kristen Kendrick-Bigley, Melissa Lenaburg, Beth Lewis, Rina Maloney, Brock McKnight, Nick Miller, and Krissi Oden

ABSENT: Bob Moses

STAFF PRESENT: Scott Bray, Vanessa Esparza, Seth Garcia, Sean Jacobson, Kristen Pulido, Brittany Sotelo, Christine Taylor, and Matilda Weeden

1. ITEMS FOR CONSIDERATION

A. EDP24-056 Consider approval of the minutes of June 6, 2024.

Miller made a motion to approve the minutes of June 6, 2024. Dickenson seconded the motion.
Motion carried. (12-0)

AYES (12): Jeremy Fykes (Chair), Hank Dickenson (Vice-Chair), Jason Bodor, Peggy Capps, Jill Herbst, Kristen Kendrick-Bigley, Melissa Lenaburg, Beth Lewis, Rina Maloney, Brock McKnight, Nick Miller, and Krissi Oden

NAYS (0): None

2. WORK SESSION

A. EDP24-058 Staff Reports:

- 1. Mews Street Update - Trevor Crain**
- 2. Downtown Master Plan Update - Cameron Robertson**
- 3. Downtown Ambassador Program Update - Courtney Douangdara and Kevin Woods**
- 4. Main Street Update - Kristen Pulido**
- 5. Future Agenda Items - Christine Taylor**

Staff presented each item and discussion followed. No action was taken. For the Mews Street Update, Seth Garcia presented the update in place of Trevor Crain.

3. CONCLUDING ITEMS

With no further business, the meeting adjourned at 8:56 a.m.

Jeremy Fykes, Chair
Downtown Economic Development Committee

Vanessa Esparza
Administrative Assistant

Minutes Approved On: _____



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File #: EDP24-065, **Version:** 1

AGENDA CAPTION

Receive a report and hold a discussion regarding the Design Downtown Denton Master Plan.



City of Denton

City Hall
215 E. McKinney Street
Denton, Texas
www.cityofdenton.com

AGENDA INFORMATION SHEET

DEPARTMENT: Economic Development

ACM: Christine Taylor, Assistant City Manager

DATE: September 5, 2024

SUBJECT

Receive a report and hold a discussion regarding the Design Downtown Denton Master Plan.

EXHIBITS

Exhibit 1 – Agenda Information Sheet

Exhibit 2 – Presentation

Respectfully submitted:
Kristen Pulido
Main Street Program Manager



DESIGN DOWNTOWN DENTON

Economic Development Partnership

September 5, 2024; EDP24-065



Agenda

- ★ **Brief Project Overview**
- ★ **Present Highlights of the Downtown Denton Plan**
- ★ **Receive Plan Recommendations**
- ★ **Next Steps**

Project Schedule



Understand

June – Sept 2023

Goal:

Understand key issues and challenges.



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 – Aug 2024

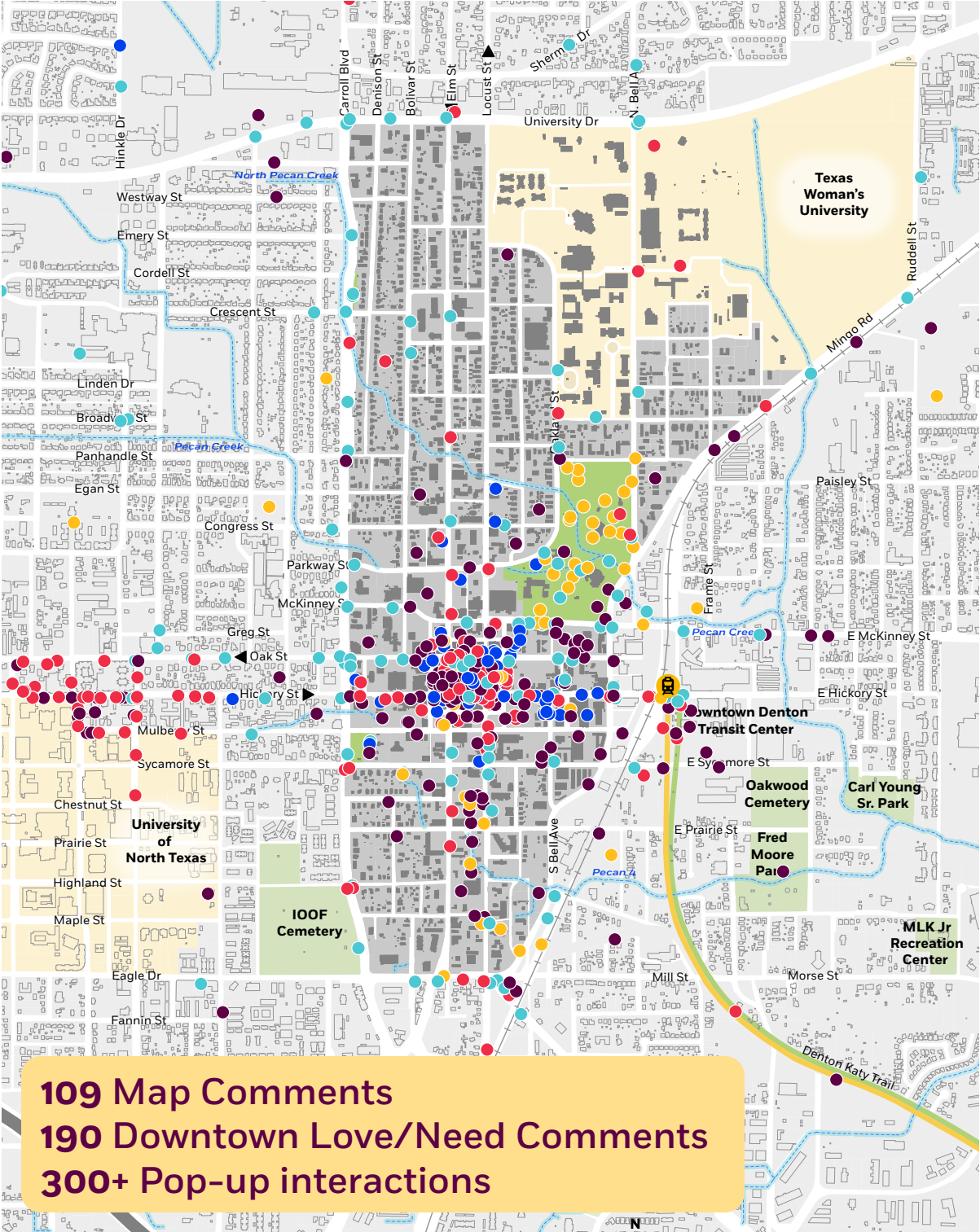
Goal:

Facilitate adoption by relevant regulatory bodies.



Public Engagement Review

Online Survey #1



Pop-Ups 100+ Attendees



September 2023



September 2023



October 2023

Workshops 100+ Attendees



December 2023



April 2024



May 2024

Overall Online Engagement

5,385
Total Visits

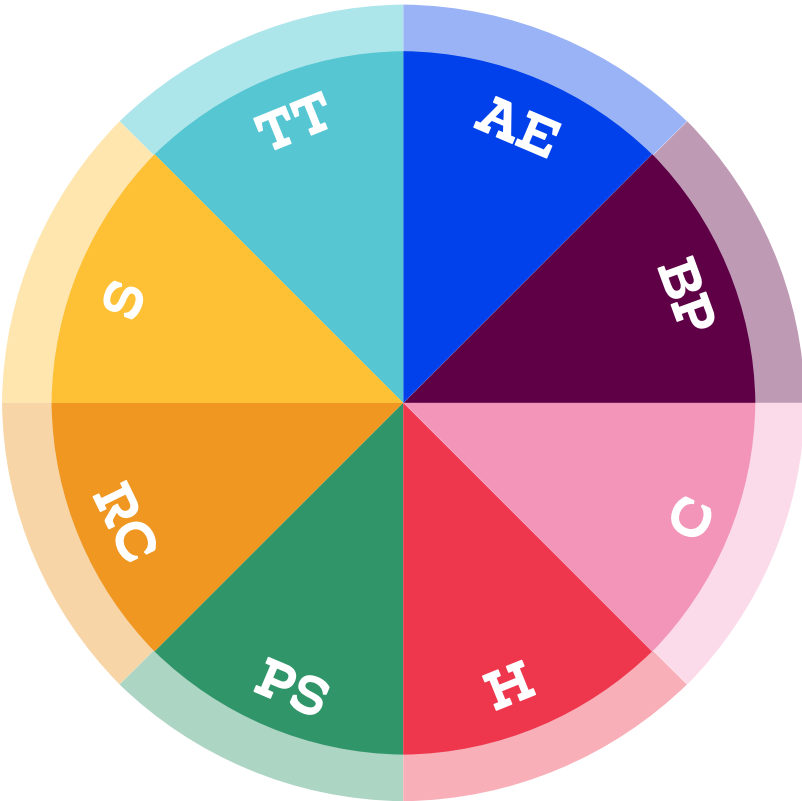
3,761
Individual
Visitors

1,109
Contributions

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

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

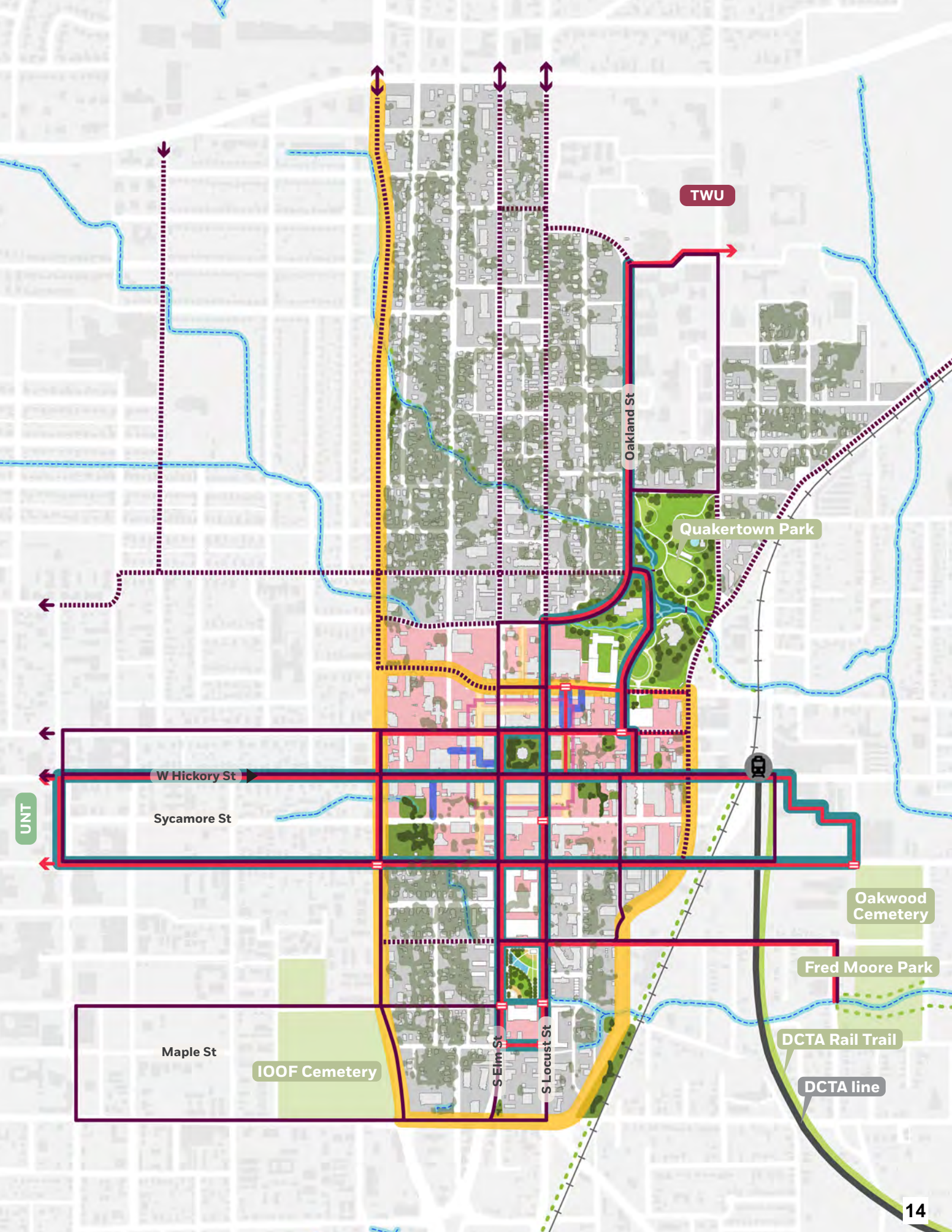
- 2A Quakertown Park Master Plan
- 2B Activate Vacant Lots
- 2C Utilization of Alleys
- 2D Utilization of Underutilized Streets
- 2E Create a New Park in Southern Downtown
- 2F Improvements to the County's Historic Park
- 2G Develop Public Art Plan

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



1 Better Utilize Downtown Denton's Street Space

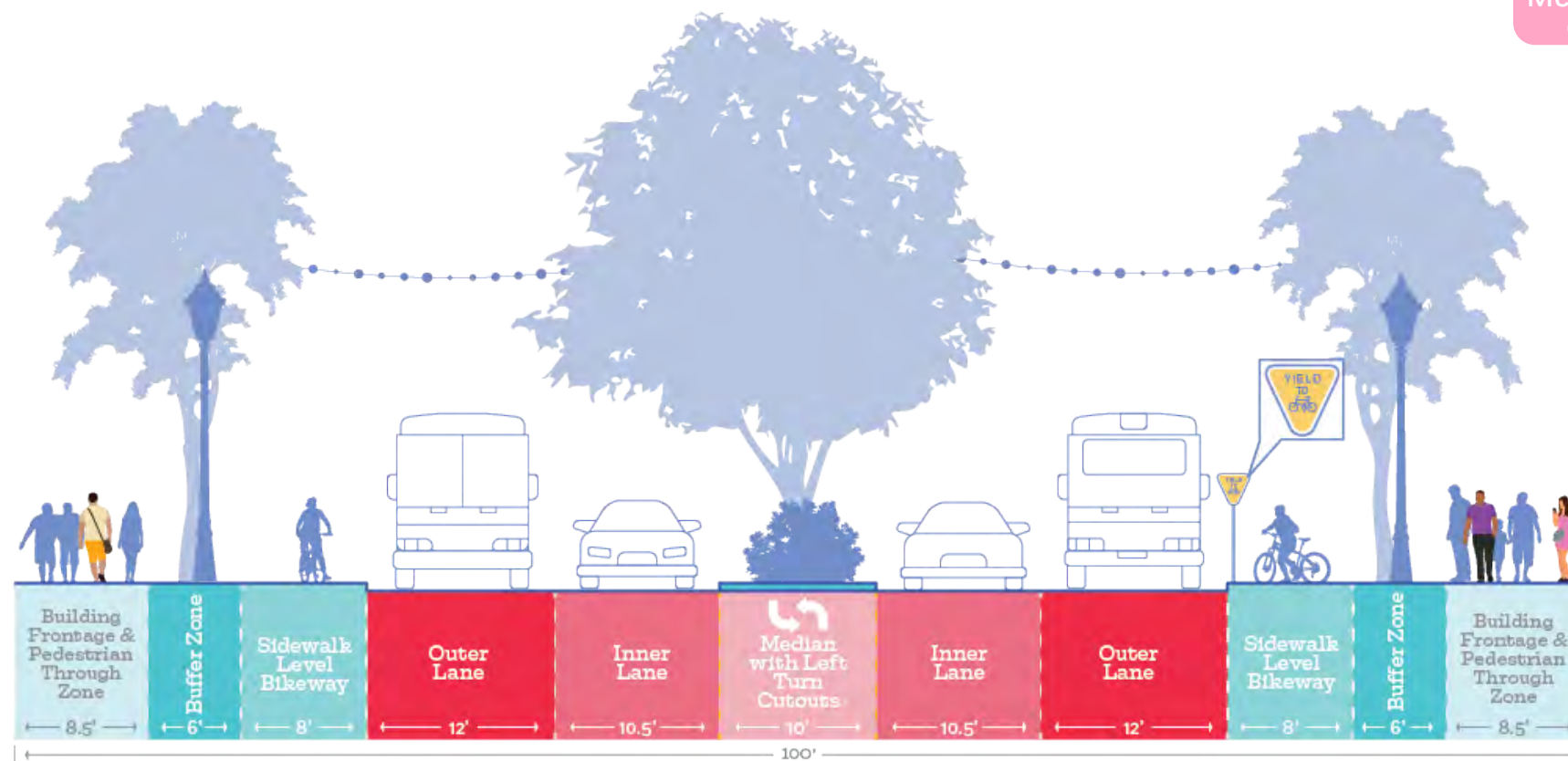


Oakland Street

1A

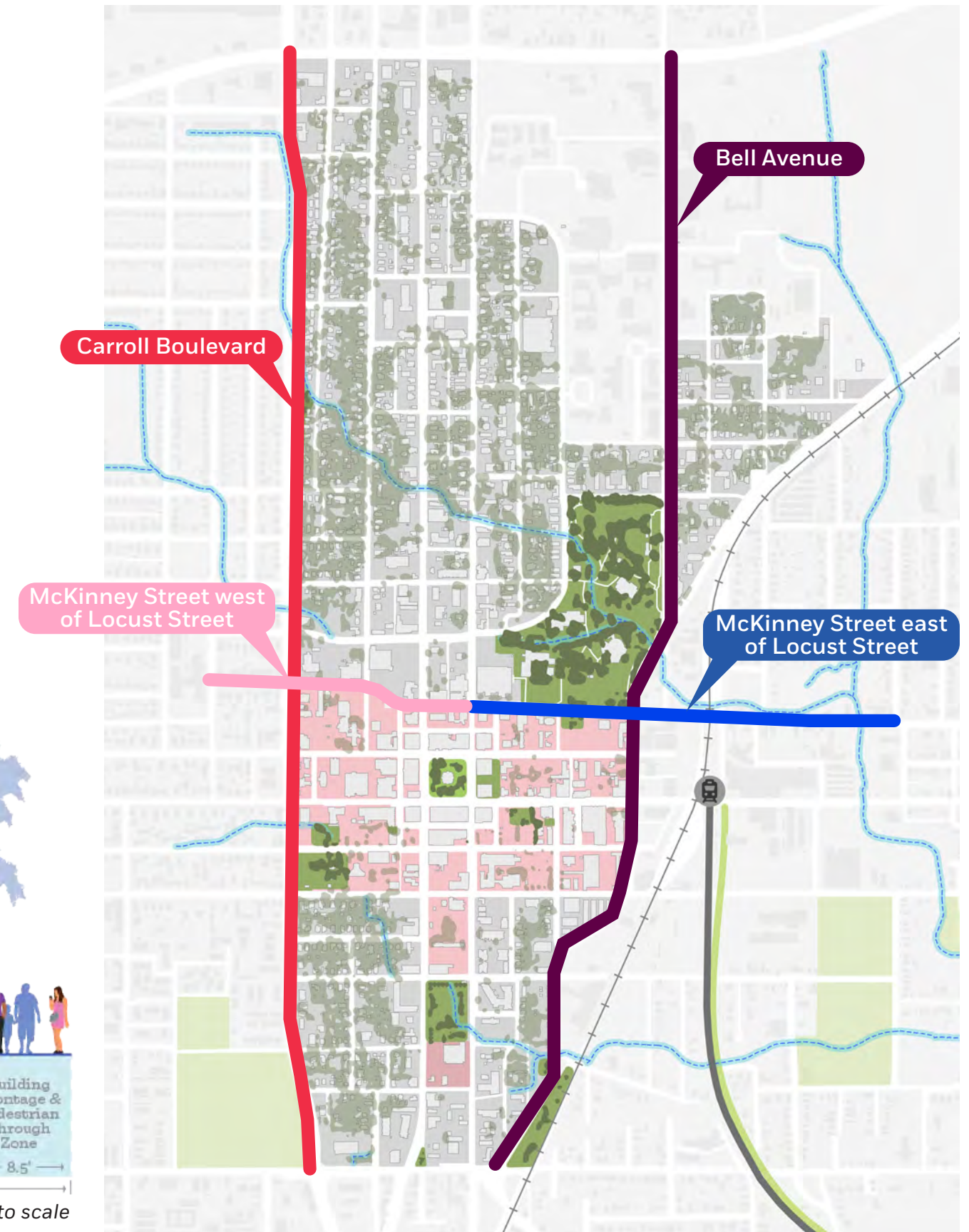
Rightsizing and 4/3 Conversions

Rightsizing Street Cross Sections to maximize walkability and safety and reduce barriers between Downtown and the adjacent neighborhoods.



Carroll Boulevard Proposed Section

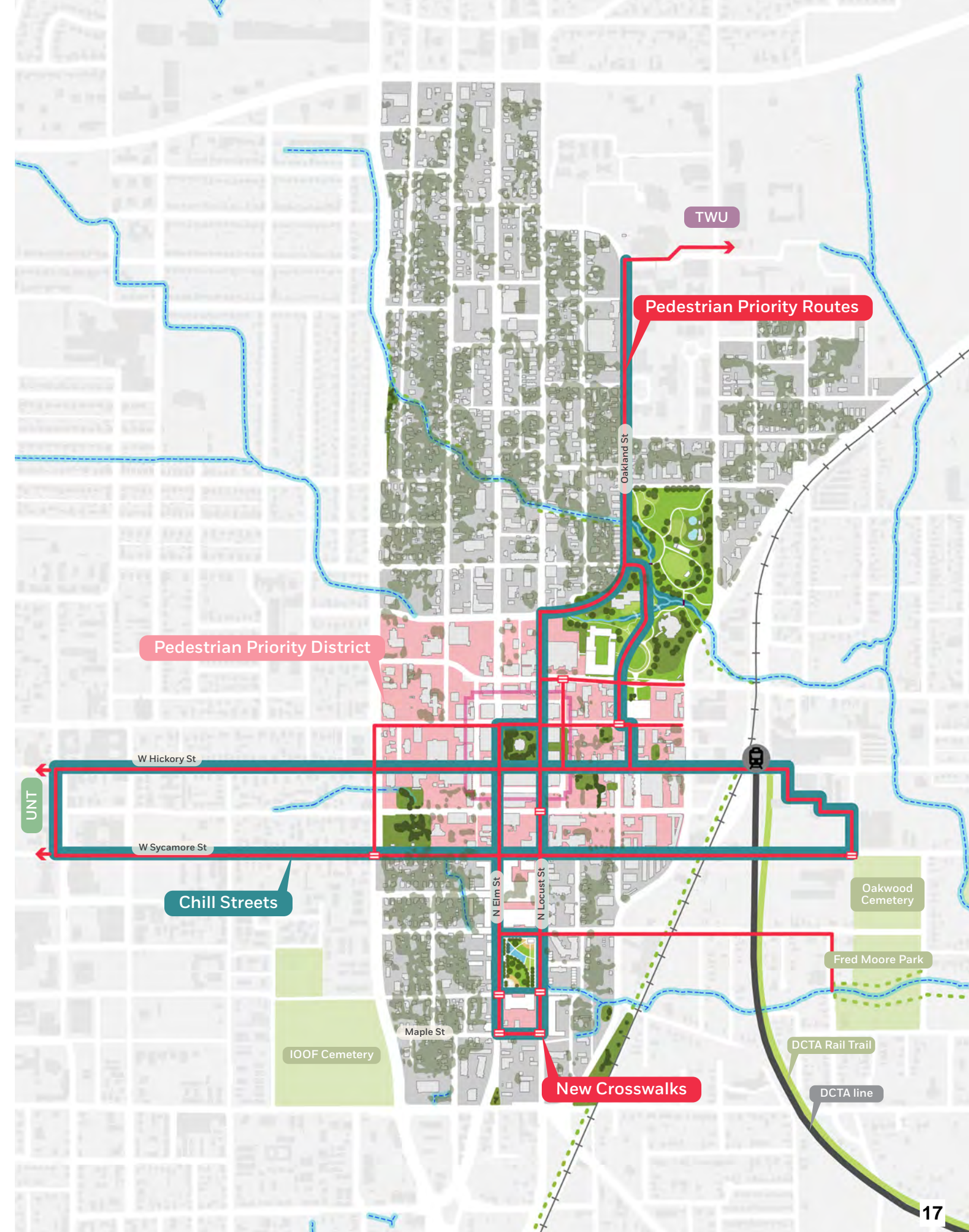
*Trees not to scale



1B Pedestrian Priority Routes and Denton Chill Streets



- MAP LEGEND**
- Chill Streets
 - Pedestrian Priority Routes
 - Pedestrian Priority Areas
 - New Crosswalks



Chill Streets



Broad-leaf Trees

Elm Tree

Shaded Bike Lane

Building Awning
(in background)

Shaded Seating

Light Concrete or Paving Materials

Silva Cells or Structural Soils

Raised Bike Lane

Native Plant Beds

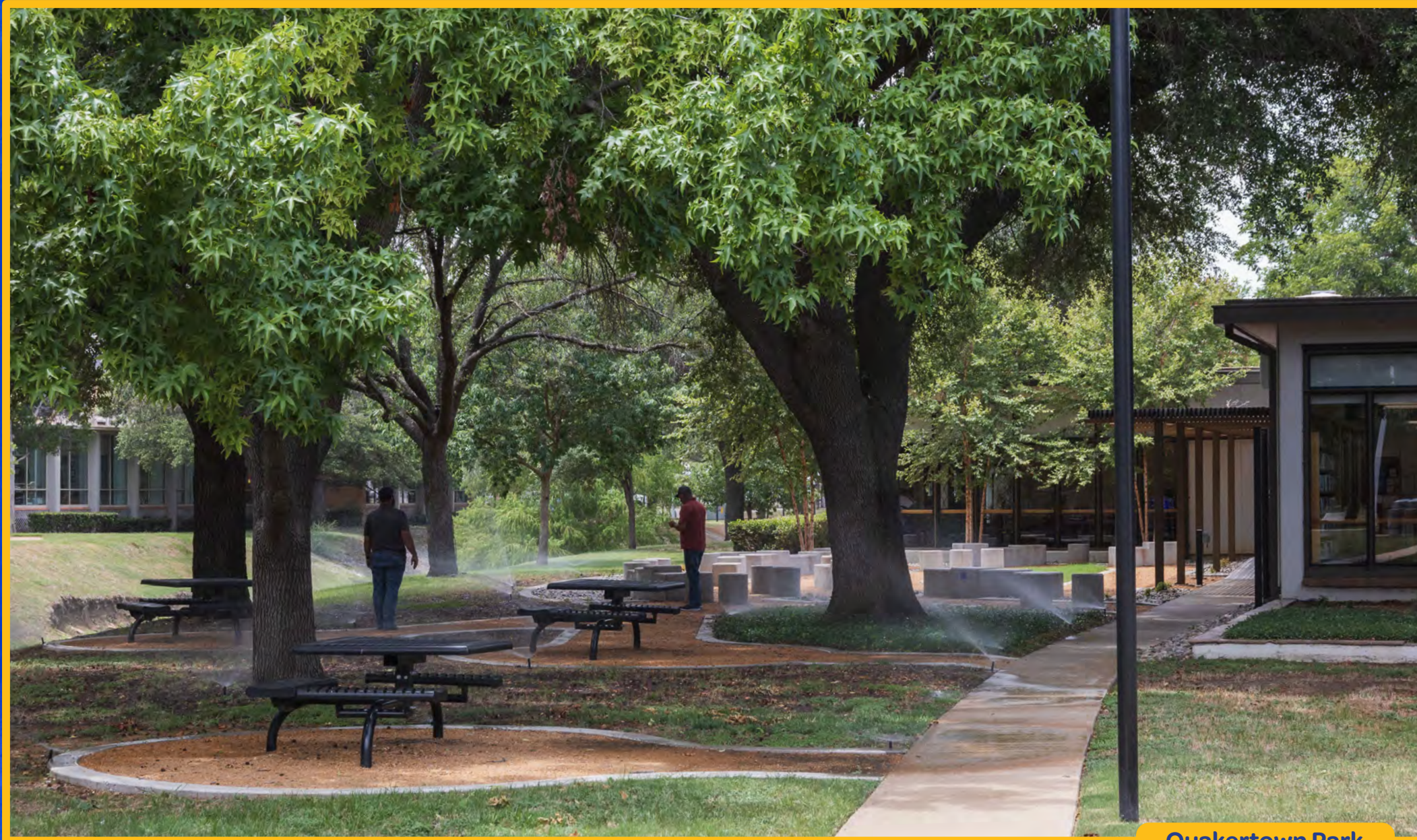
Shaded Sidewalk

September 5, 2024; EDP24-065



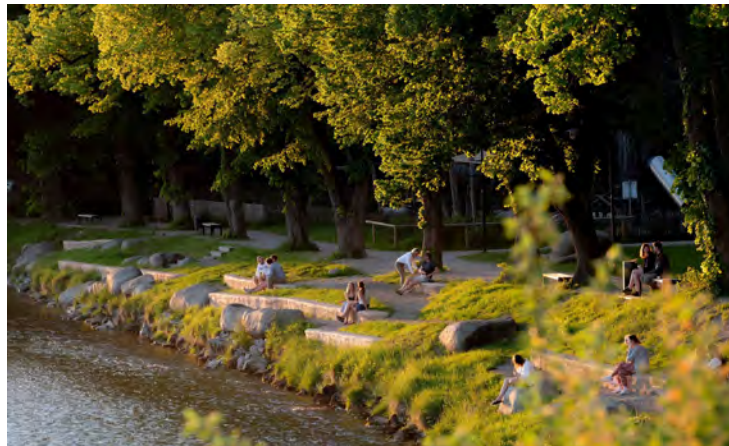




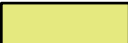
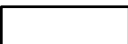
Build a Network of Improved Public Spaces



Quakertown Park

Quakertown Park Master Plan



- MAP LEGEND**
-  Proposed Tree
 -  Existing Tree
 -  Proposed Building
 -  Existing Building





Activate Vacant Lots



Plaza Views Frame the Courthouse

Raised Crosswalk

Rooftop Cafe Extension

Flexible Vendor Booths

Murals

Gathering Lawn with Terraced Seating

Performance Space

Welcome Sign

Flexible Vendor Booths

Patio Seating

Accessible Ramp

Artistic Paving

Bollards for Safety

Trees & Plantings

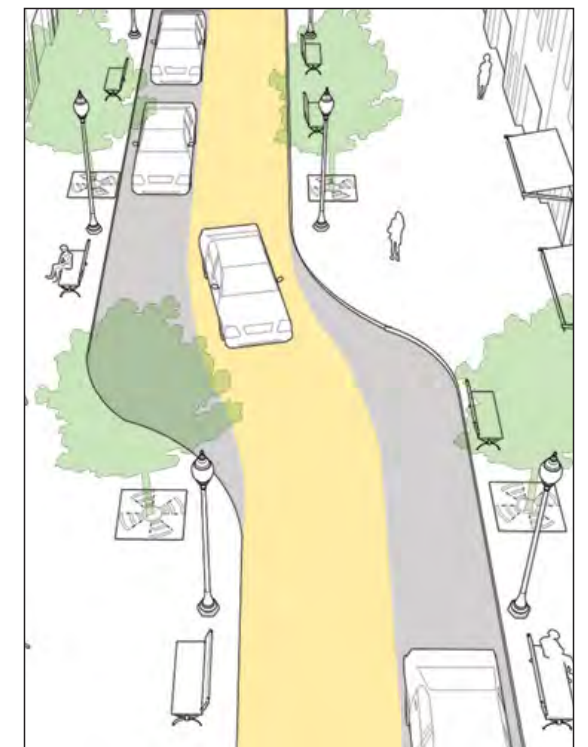
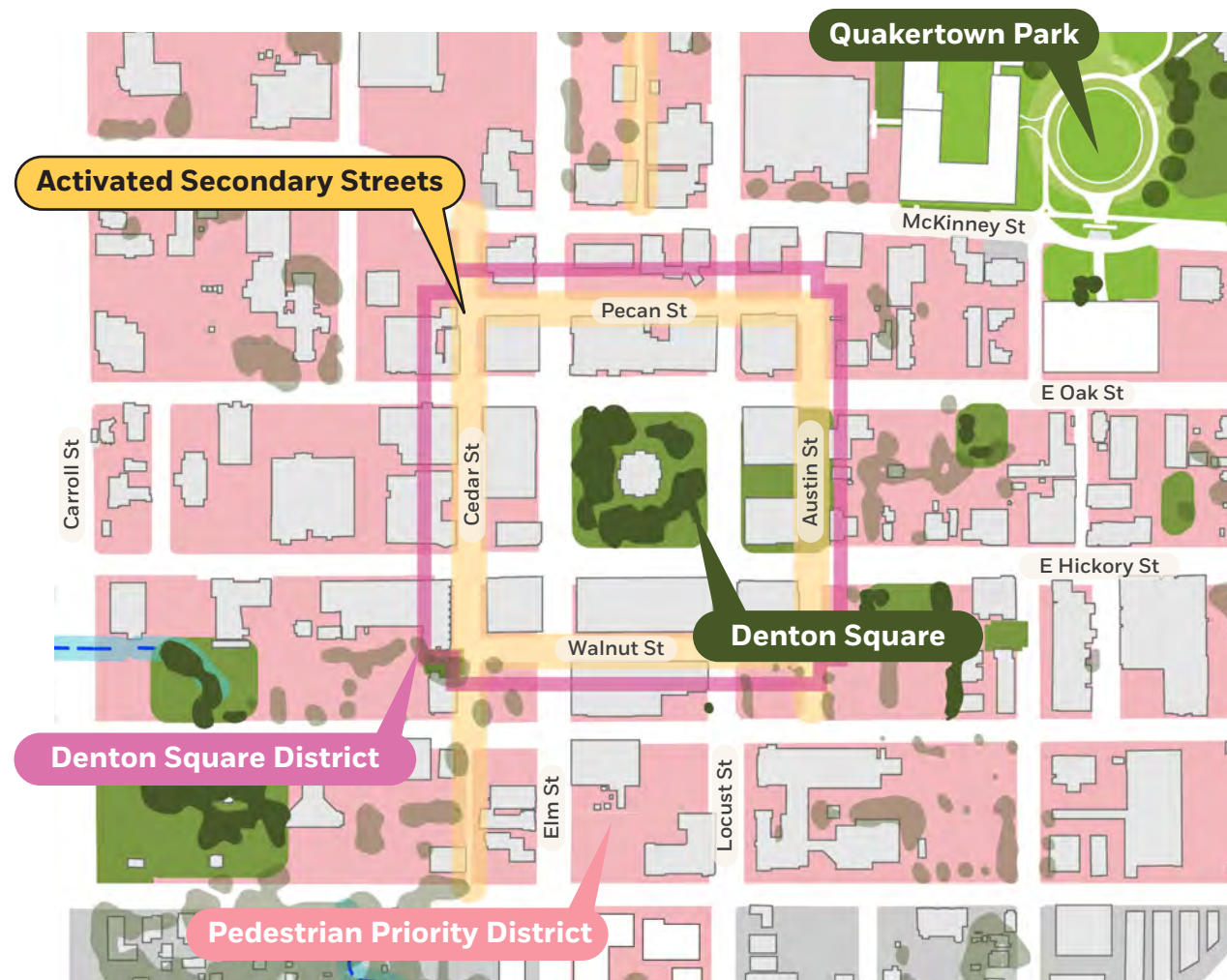
Vehicle Loading Zones

Austin Street is Raised

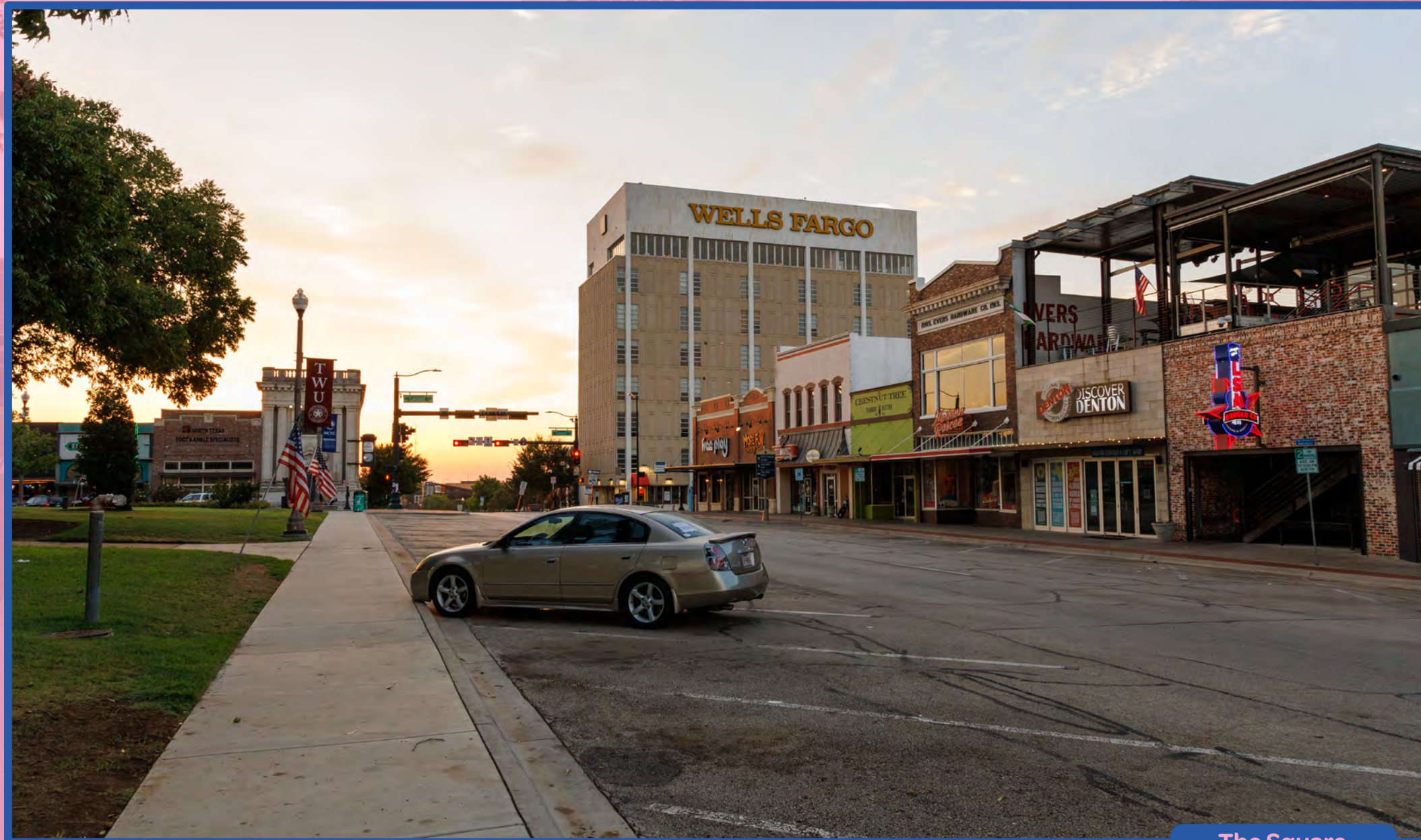


Activation of Underutilized Streets

Downtown has many small roadways that are not always needed for traffic circulation. Rethink them to allow more frequent closures, festivals and outdoor seating while still allowing for deliveries.

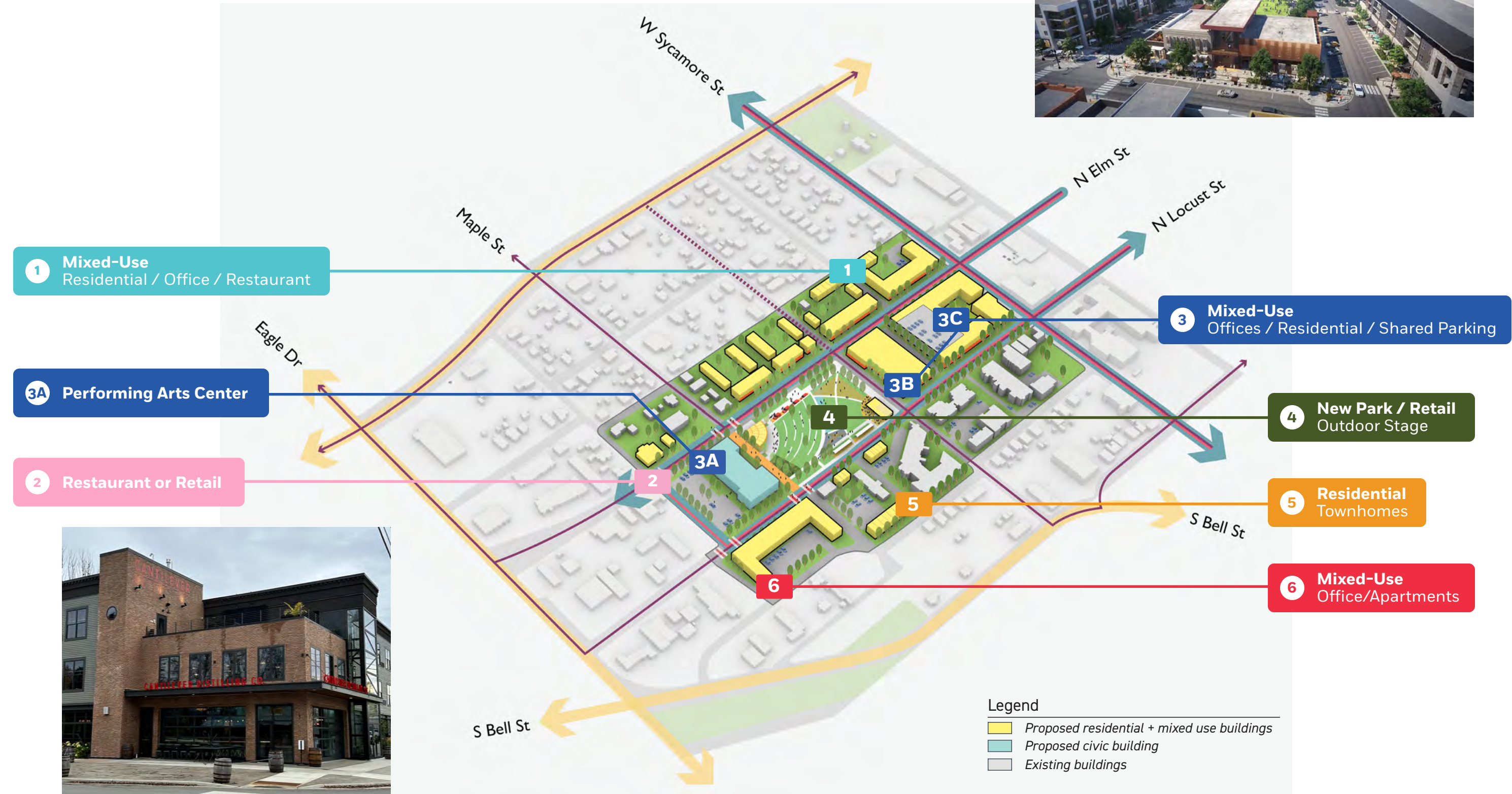


3 Target Development to Build on Downtown's Character and Assets



The Square

3A Develop Southern Downtown



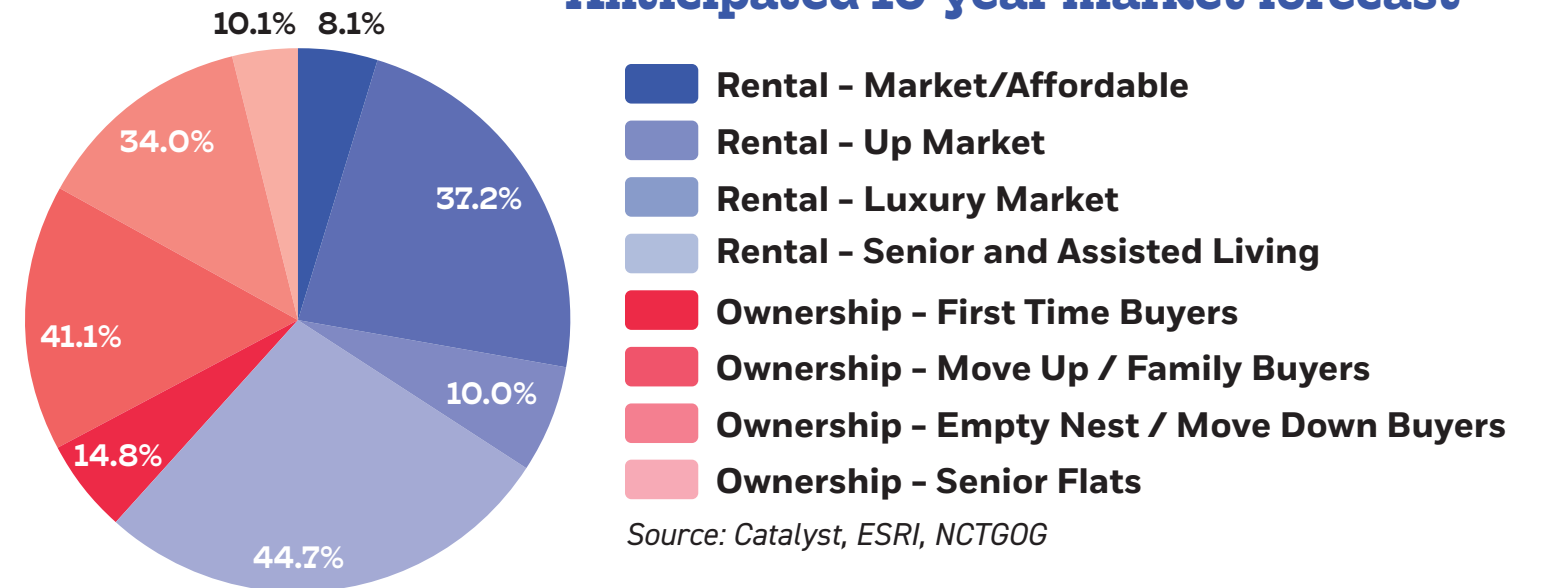


Encourage Downtown Living

Set a goal of 1,500 new Downtown units in the next 10 years, and develop policies and regulations to support the goal.

- ~ 2,700 new residents at 1.8 people per unit
- Mix of market rate and affordable/attainable housing
- Mix of housing types, including types that will appeal to seniors, empty nesters, students, young adults, and families

Downtown Housing Need: Anticipated 10 year market forecast



3C

Strengthen Historic Preservation Opportunities

Preserve historic resources in Downtown to promote sustainability, provide affordable housing, support small local businesses, and retain the character that makes Denton unique.

- Strengthen Local Grants and Incentives
- Create conservation districts
- Promote historic tax credits
- Study public view protections for the Denton County Courthouse and Morrison’s Corn-Kits
- Update and strengthen design guidelines

Historic Tax Credits							
	Applies to	Value	Chill Street	Eligible Uses	Req'd Designation	Investment Threshold	Time Limit
Texas	Franchise OR insurance premium tax	25% QREs	Yes	Income producing or non-profit	NR, RTHL, SAL	\$5,000	None
Federal	Income Tax	20% GREs	No	Income Producing	NR	= to value of building	2 or 5 years

3D

Public Realm Design Guidelines and Zoning Recommendations

- Strengthen and expand Downtown Denton's Public Realm Design Guidelines
- Create new standards to streetscapes on the Square, in greater Downtown, and on "Chill Streets".
- Update Downtown's zoning south of the Square to support the proposed Public Improvement District and reduce parking requirements.

Location Reference:

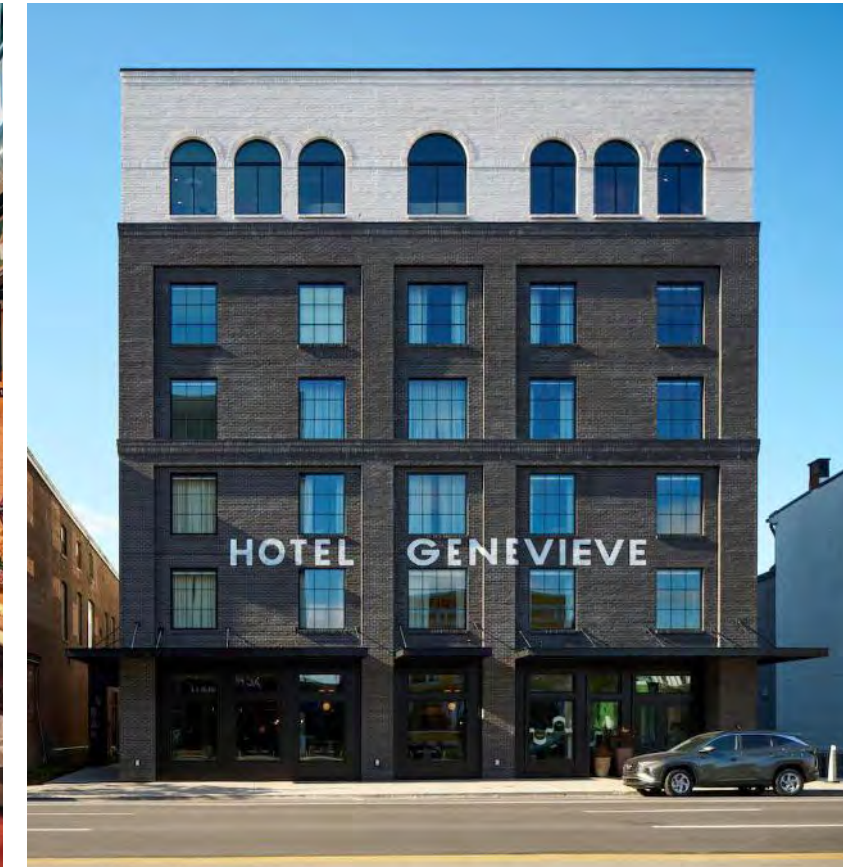
The Square and a Chill Street on the Square with a 90 foot ROW.



3D Explore Opportunities for Specific Programming

Enhance programming for amenities to build on Downtown's walkability, community entrepreneurship, and to celebrate Denton's relationship with music and the arts through strategies for:

- Public or shared parking
- Public markets
- Hotels
- Music and Art venues



4 Promote Nightlife, Music, Events, History, and Art



Dan's Silver Leaf

September 5, 2024; EDP24-065

4A Utilize Policy and Regulation to Support Music and Nightlife

Strengthen Denton's music-related infrastructure, support local musicians and businesses, and foster cultural diversity by:

- Joining Sound Music Cities
- Hiring a “Nightlife Mayor”
- Supporting historic music venues
- Supporting the addition of additional music venues
- Ensuring public realm improvements and streetspace management benefits musical performances
- Create housing supports for culture bearers



4B Develop a Performing Arts Center

Establish a state-of-the-art performing arts facility in Downtown Denton, utilizing public investment as a catalyst for further development.



Case Study:

**Midtown Arts and Theater Center
Houston (MATCH)**



4C Expand Programs to Support Small Businesses

Support small, local businesses in Denton by:

- Expanding Downtown Reinvestment Grants
- Establishing a program to assist business owners in purchasing their buildings
- Creating a 2% loan program for new and existing businesses
- Forming a “Small Business Benefits District” is recommended to offer non-traditional benefits.



4F

Establish a Downtown Brand

Create a unifying brand for Downtown using recognizable and iconic colors and imagery. To be used in:

- Advertising
- Gateways
- Wayfinding
- Historic Signage/Interpretation
- Historic Pathway/Trails
- Public Art Walks

Logo & Design



Wayfinding



Posters & Graphics



Banners



4G Establish a Public Improvement District

A Public Improvement District (PID) is an assessment district that can fund the maintenance or construction of public facilities as well as provide marketing and “clean and safe” activities. Example of eligible activities to fund:

- Expand Downtown Ambassadors program
- Maintain and construct enhanced sidewalks and streetscapes
- Maintain street trees and other landscape features
- Plan and fund projects for cleanliness and public health
- Maintain existing parks and fund new park improvements
- Fund public art



Next Steps

- ★ **The Design Downtown Denton Plan will amend and update Denton 2040 Comprehensive Plan**
- ★ **City Council Presentation – September 17th, 2024**
- ★ **Implementation!**



**DESIGN
DOWNTOWN
DENTON**



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Legislation Text

File #: EDP24-066, **Version:** 1

AGENDA CAPTION

Receive a report and hold a discussion regarding the updates in Animal Services.



City of Denton

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AGENDA INFORMATION SHEET

DEPARTMENT: Economic Development

ACM: Christine Taylor, Assistant City Manager

DATE: September 5, 2024

SUBJECT

Receive a report and hold a discussion regarding the updates in Animal Services.

EXHIBITS

Exhibit 1 – Agenda Information Sheet

Exhibit 2 – Presentation

Respectfully submitted:
Kristen Pulido
Main Street Program Manager



Denton Animal Services

What we do

The Animal Services Department promotes and protects the health, safety, and welfare of both animals and people in the community through compassionate care, education, and enforcement.

Animal Services' vision is to become the leader in providing proactive and innovative approaches to animal and community welfare.



Shelter Operations

- Provide care & medical services to housed animals including spay/neuter and vaccination
- Provide positive outcomes for animals in care through adoptions, transfer, return-to-owner, or placement with rescue partners
- FY 2023 statistics:
 - Total Intake 5,303
 - Adoptions 2,795
 - Return to Owner 765
 - Spay/neuter performed 2,448
 - Live Release Rate 88%



Sep 5, 2024; EDP24-066

Field Services

- Provide for the safety and welfare of the community through education and enforcement
- Respond to calls for service for emergency and non-emergency issues
- Investigate instances of animal cruelty/neglect
- Serve as the Local Rabies Control Authority (LRCA) for the City of Denton
- FY 2023 statistics:
 - Calls for Services 6,794
 - Average Number of Calls per Officer 1,698
 - Bite Cases 340
 - Rabie Shipments 46
 - Cruelty Seizures 6 cases



****Conceptual
Design DRAFT****

Facility / 2023 Bond Program

- Current facility built in 2015
- 15.8 million for renovation & expansion
 - HVAC
 - Additional runs and space
 - Functionality
- Planned opening 2027



Outreach & Education

- Educate the Community
- Build awareness
- Vaccination clinics
- Microchips





Volunteers

- Volunteering (There are many ways to get involved including shelter attendants, walking dogs, cat room attendants)
- Foster Program (bottle baby kittens, recovering animals, nursing mothers, etc.)
- DASF (Denton Animal Support Foundation)
 - Emergency Pet Food Pantry



Where we are going

- Staff Training and Development
- Develop Intake Diversion Program
- Community Support
- Education & Awareness
- Partnerships

Sep 5, 2024; EDP24-066



Questions?



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AGENDA CAPTION

Staff Reports:

1. Downtown Construction Update - Kristen Pulido and Trevor Crain
2. Main Street Update - Kristen Pulido
3. Future Agenda Items - Christine Taylor



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AGENDA INFORMATION SHEET

DEPARTMENT: Economic Development

ACM: Christine Taylor, Assistant City Manager

DATE: September 5, 2024

SUBJECT

Staff Reports:

1. Downtown Construction Update – Kristen Pulido and Trevor Crain
2. Main Street Update – Kristen Pulido
3. Future Agenda Items – Christine Taylor

BACKGROUND

Downtown Construction Update

Receive a report and hold a discussion regarding construction downtown.

Main Street Update

Provide a general update regarding Denton Main Street.

Future Agenda Items:

An overview of current items in the Agenda Queue and discussion of possible future agenda items.

EXHIBITS

Exhibit 1 – Agenda Information Sheet

Exhibit 2 – Construction Presentation

Exhibit 3 – Queue of Agenda Items

Respectfully submitted:
Matilda Weeden
Economic Development Specialist



Notice of DOWNTOWN DENTON STREET CLOSURE & Traffic Update



Beginning Monday, Aug. 26, 2024.

Downtown Economic Development Committee

Meeting Date	Item Description	Presented By	Time
Thursday, October 3, 2024			
Item for Consideration	Approval of Minutes	Chair	5
Work Session	Incentives Overview Discussion	Brittany Sotelo	10
Work Session	Main Street Quarterly Report	Kristen Pulido	10
		Total Time	25
Thursday, November 7, 2024			
Item for Consideration	Approval of Minutes	Chair	5
Work Session	New Member Orientation	Staff	10
Work Session - Staff Report	Main Street Program Update	Kristen Pulido	5
		Total Time	20
Thursday, December 5, 2024			
Item for Consideration	Approval of Minutes	Chair	5
Work Session	Ambassador Program Update	Megan Ball	15
Work Session - Staff Report	Main Street Program Update	Kristen Pulido	5
		Total Time	25
TBD:			