



City of Denton

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

Meeting Agenda

Downtown Plan Update Advisory Group

Tuesday, April 16, 2024

2:30 PM

Development Service Center

After determining that a quorum is present, the Downtown Plan Update Advisory Group of the City of Denton, Texas will convene in a Regular Meeting on Tuesday, April 16, 2024, at 2:30 p.m. in Training Rooms 3, 4, and 5 at the Development Service Center, 401 N. Elm Denton, Texas, at which the following items will be considered:

1. ITEMS FOR CONSIDERATION

- A. [DPUAG24-00](#) Receive a report, hold a discussion, and provide feedback on the proposed catalyst projects related to the Design Downtown Denton plan.
[2](#)
Attachments: [Exhibit 1 - Agenda Information Sheet](#)
 [Exhibit 2 - Design Downtown Denton Background Overview](#)
- B. [DPUAG24-00](#) Receive a report, hold a discussion, and provide feedback on the Design Downtown Denton plan project recommendations.
[3](#)

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 April 12, 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.



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Legislation Text

File #: DPUAG24-002, **Version:** 1

AGENDA CAPTION

Receive a report, hold a discussion, and provide feedback on the proposed catalyst projects related to the Design Downtown Denton plan.



AGENDA INFORMATION SHEET

DEPARTMENT: Department of Development Services

ACM: Cassey Ogden

DATE: April 16, 2024

SUBJECT

Receive a report, hold a discussion, and provide feedback on the proposed catalyst projects related to the Design Downtown Denton plan.

BACKGROUND

At the upcoming Downtown Plan Update Advisory Group meeting on April 16, 2024, the project team will present multiple potential catalyst projects for the Advisory Group's feedback. The proposed catalyst projects represent several ideas where potential public investments could be leveraged to spur additional private investment within the downtown area. These proposed catalyst projects were developed based upon the vision statement and community priorities affirmed by the Advisory Group on November 16, 2023, and by the City Council, Planning and Zoning Commission, and the Parks, Recreation and Beautification Board during their joint meeting on December 5, 2023.

The vision statement and the community priorities were created from community feedback received throughout late 2023, including at the December 4, 2023, Community Visioning Workshop, as well as the feedback received from the Advisory Group on September 14, 2023. Refer to Exhibit 2 for a summary of the public engagement efforts, vision statement, and community priorities.

EXHIBITS

1. Agenda Information Sheet
2. Design Downtown Denton Background Overview

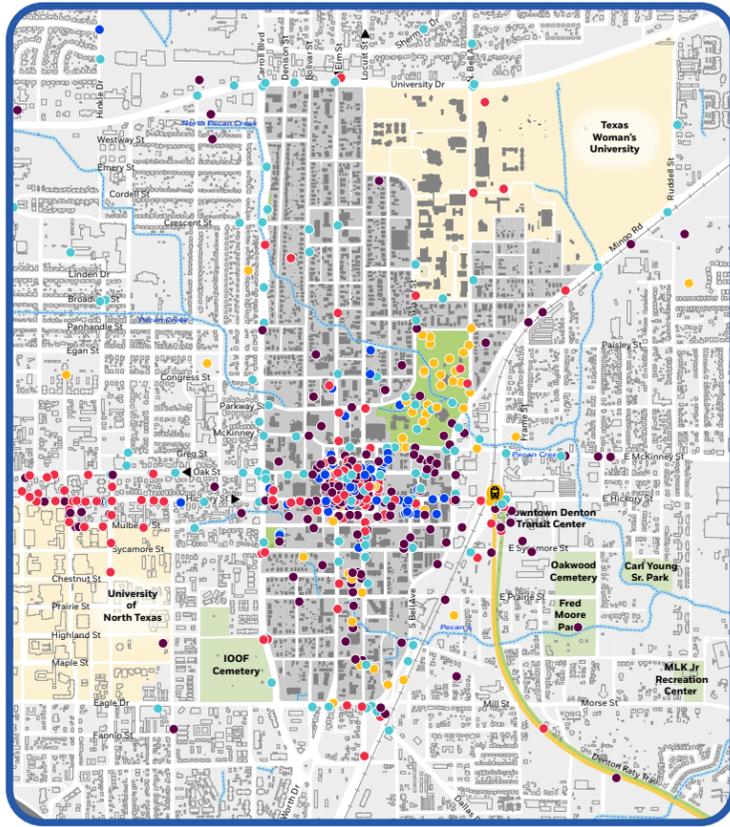
Respectfully submitted:
Tina Firgens, AICP
Deputy Director Development Services/
Planning Director

Prepared by:
Cameron Robertson, AICP
Project Manager

Sean Jacobson
Deputy Project Manager

Downtown Plan Process - Public Engagement

Online Survey



3032 Online visits by **2054** visitors
462 Social Map Comments
153 Downtown Love/Need Comments

Pop-Ups

Parking Day



September 2023

Blues Fest



September 2023

Jazz Fest



October 2023

109 Map Comments
190 Downtown Love/Need Comments

Workshops



Downtown Visioning Workshop

December 2023

62 Attendees

Overall Community Feedback

907 Total Comments
3,391 Total Reactions
95 Total Survey Responses



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Vision Statement

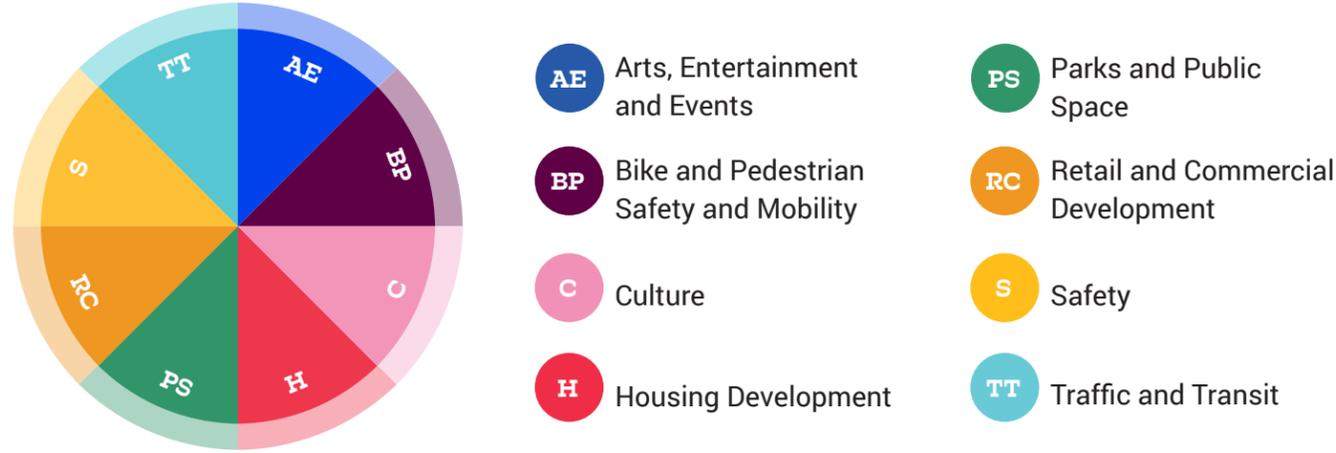
Design Downtown Denton to be a more walkable, beautiful, and fun destination for shopping, working, learning, and recreation that also serves as a hub of opportunity, welcoming all Dentonites. Cultivate a vibrant and diverse residential community. Preserve and expand the distinctive local businesses,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



**DESIGN
DOWNTOWN
DENTON**

COMMUNITY PRIORITIES

Community Priorities were developed by project staff based on conversations with community members and analysis of the development opportunities and assets in Downtown Denton.



Arts, Entertainment and Events

- AE1** Create a marketing brand for the Downtown area, and use that brand to tie Downtown to the surrounding community.
- AE2** Encourage and promote public art and music initiatives and festivals.
- AE3** Build on current successes by adding new activities and events, especially for children and families.
- AE4** Support the addition of interactive art, music, sculptures, and lighting to create engaging spaces.
- AE5** Explore the addition and improvement of a variety of music and art venues, stages, and theaters.

Bike and Pedestrian Safety and Mobility

- BP1** Enhance walkability by improving our streetscapes, including sidewalks, lighting, landscaping, and crosswalks.
- BP2** Implementing safety measures at dangerous intersections.
- BP3** Connect key areas, including the universities, the Square and the transit center through public realm improvements and infill development and through a common Downtown brand.
- BP4** Promote a safer environment for cyclists by expanding protected bike lanes, bike parking, and trails.
- BP5** Regularly close side streets for public events and community gatherings.

Culture

- C1** Foster increased diversity and inclusion through the acknowledgment of history and increased opportunities for all Dentonites
- C2** Protect/continue to embody what people love most about the feel of Denton: community pride, welcoming atmosphere, and historic scale.
- C3** Celebrate and connect Downtown to Denton's colleges and universities.
- C4** Highlight the Downtown culture within the broader Denton community and county

Housing Development

- H1** Address rising rents and housing affordability through increased housing supply, mixed-use developments, and more residential options to foster a vibrant local community.
- H2** Provide more housing options Downtown, establishing a variety of housing stock that will appeal to many different residents' needs.

Parks and Public Space

- PS1** Create a network of green spaces and public parks with amenities such as community gardens, picnic areas and kids play areas.
- PS2** Add more trees and landscaping in public spaces to provide shade, and improve aesthetics.
- PS3** Build outdoor amenities like public seating, restrooms, water fountains, and more.
- PS4** Find ways to activate underutilized areas, such as alleys, vacant properties, and sidewalks.
- PS5** Preserve the view corridors and viewsheds of Downtown including the Courthouse-on-the-Square and the Morrison Milling silos

Retail and Commercial Development

- RC1** Invest in areas around the Square to improve business and housing variety, public safety, and overall aesthetics.
- RC2** Improve public space to encourage foot traffic and inspire building upkeep.
- RC3** Emphasize the historical significance and preservation of historical assets within the Downtown area, including expanding local, state, and national designations.
- RC4** Promote and protect the local business community, including those businesses beyond the Square.
- RC5** Fill empty storefronts and vacant lots with unique local shops and food and beverage options.

Safety

- S1** Improve perception of safety by partnering with service providers to address homelessness concerns and needs.
- S2** Design streets with infrastructure to enable street closures and to support outdoor events.
- S3** Define key pedestrian corridors and improve their streetscapes, shade canopy and lighting.
- S4** Improve maintenance and cleanliness on sidewalks.

Traffic and Transit

- TT1** Improve roadway safety for motorists, pedestrians, and bicyclists by implementing traffic closures on certain streets and during events, as well as exploring road rightsizing and traffic calming initiatives.
- TT2** Improve parking availability and management by upgrading lots with trees and landscaping, adding wayfinding signage to and from parking to destinations, using paid parking as a management tool, and considering the construction of a public parking garage in the Downtown area.
- TT3** Enhance accessibility to Downtown and reduce parking demand by expanding and improving bus and bike routes to the transit center and other key destinations.



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File #: DPUAG24-003, **Version:** 1

AGENDA CAPTION

Receive a report, hold a discussion, and provide feedback on the Design Downtown Denton plan project recommendations.