



Legislation Details (With Text)

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Attachments:	1. Community Event Center Update - Presentation, 2. Background and Summary of Community Event Center Development, 3. Recommended Concept Design, 4. Denton Community Market Strategic Plan				

Date	Ver.	Action By	Action	Result
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Agenda Information Sheet

DEPARTMENT: City Manager's Office

CM/ ACM: John Cabrales, Jr.

Date: August 2, 2016

SUBJECT

Receive a report, hold a discussion, and give staff direction regarding the Community Event Center project.

BACKGROUND

In November 2015, the City Council Community Event Center Committee was created as an ad hoc committee to assist in the development of a community event center to be located at the existing parking lot at 121 Exposition Street (across from City Hall East). The new event center facility would be designed to improve the public parking lot to accommodate City Hall East operations and other development in the area, and to create a new space for the Denton Community Market (DCM) to operate.

Council Members Roden, Gregory, and Bagheri (formerly Council Member Johnson) serve on the ad hoc committee and are supported by staff members from the City Manager's Office, Transportation, Denton Police Department, Sustainability, and Economic Development. Upon direction of the Committee, staff engaged Pacheco Koch in a professional services agreement for the design of the Community Event Center. The Committee and staff worked with Pacheco Koch, to develop a concept site plan that meets the City's needs to maintain parking for City Hall East and the Public Safety Training Center's operations as well as accommodate the needs of DCM and the community.

Site Design

Through meetings and discussions with Pacheco and Koch, a full “master plan” was requested by staff. This plan would incorporate amenities requested by DCM and stakeholders to develop the complete event center. However, staff has remained cognizant that funding limitations will lead to a phased construction strategy that has been communicated to DCM, staff, and the Committee.

As part of the site design process, stakeholders, both internal and external to the City, were invited to participate in meetings where they could detail their wants and needs for the event center site. Internal stakeholders in the design process included: City Council Community Event Center Committee Members, Denton Police Department, Facilities, Parks and Recreation, Sustainability, Planning, Economic Development, Transportation, and other departments that operate out of City Hall East. External stakeholders included: Denton Community Market, Southeast Denton Neighborhood Alliance (SEDNA), and downtown festival organizations and merchants.

Considerations included the need to maintain parking for multiple City Hall East operations and the need for additional greenspace on which DCM can operate. Prior to the convening of the Committee and upon the direction of the full Council, staff met with community stakeholders to discuss possible uses of a community event center as an additional event space for downtown events and festivals.

In June, internal and external stakeholders met with Pacheco Koch. All stakeholders were able to communicate their needs and discuss design elements that would allow the Community Event Center to enhance their operations. Pacheco Koch then used the feedback provided by stakeholders, including the City’s need to maintain a significant number of parking spaces at the site, to develop three (3) concept designs.

On July 6, 2016, the concept designs were presented to the Committee. A concept design was unanimously selected and Pacheco Koch is now moving forward with the schematic design phase (Please see **Exhibit 3: Recommended Concept Design**).

As part of the design services, Pacheco Koch is coordinating the design of both the hard-surface design elements and the landscape elements for the entire site. Elements being considered in the design include a custom market pavilion, recycling and solid waste enclosure, temporary and/or permanent restroom facilities, pedestrian and vehicular paving areas, ornamental light fixtures, pedestrian accommodations, site furniture, mow curbs, and wayfinding signage. The proposed design includes 138 parking spaces and 0.35 acres of green space.

Project designers are now working with Facilities Management and the project manager to obtain the necessary survey information to develop the design documents needed to begin the development review process.

Parking around the Community Event Center

From the beginning of this project, staff has stressed the importance of maintaining at least 80 parking spaces on the site due to the parking demands created by City Hall East and Public Safety Training Center operations. The demand for parking in this area is also increased by the Euline Brock Transit Center and the completion of the Railyard development. Based on the need to not only maintain, but increase parking availability in the area, the Committee has recommended a concept design that includes 138 parking spaces, an increase of 58 spaces over current conditions.

There are concerns about the effect high demand parking for different or competing uses would have on the parking supply. Specifically, the parking variance or 25% reduction in required spaces, due to the mixed-used development classification with off-set peak time parking requirements that was granted to the Railyard. This

would increase parking demand on the event center lot. There is also concern that the DCM operations on Saturdays could interfere or conflict with events at the Public Safety Training Center.

In addition, there are a number of strategies and actions that will reduce the impacts of the increased demand for parking.

1. *Off-set parking demand:* While there are multiple sources are parking demand operating in close proximity, many of the operations have off-set peak demand times. For example, the demand for use of the Railroad Ave. lot is high during weekday business hours, but the lot often sits empty during weekends, when DCM would be in operation.
2. *Possible reduced demand from Customer Service:* City of Denton's Customer Service operations is considering relocating to the DATCU building later this year. This will reduce the need for short-term parking on Hickory Street and in the Railroad Ave. lot, creating additional spaces that would be available for DCTA riders or other visitors to CHE.
3. *Access to alternative modes of transportation:* One of the benefits of relocating DCM to the event center site is that attendees have easy access to multiple modes of transportation. The proximity of the site to the DCTA station and Katy Trail provide access for both mass transit users (bus and rail) and pedestrians. In addition, pedestrian and bike improvements on Hickory St., Oak St., Oakland St. and McKinney St. provide safe routes for both bikes and pedestrians.
4. *Use of existing private/restricted lots:* There are multiple businesses that operate near the event center site that may not have regular weekend operations or high demand during Saturday mornings. DCM could consider entering into agreements with these facilities that would allow use of their parking lots on Saturdays during market operations.
5. *Use of on-street parking:* At DCM's current location, visitors often take advantage of on-street parking along Mulberry St., Sycamore St., Stroud St., and Prairie St. At the event center site, many streets surrounding site would also be available for on-street parking. There is space for over 200 on-street parking spaces on Hickory St., Sycamore St., and Prairie St. east of Bell Ave, and there is significant on-street parking near downtown west of Bell Ave.

Lease Negotiations

The Committee, staff, and DCM have had preliminary discussions regarding potential lease terms for the Community Event Center site. The Committee has requested that staff review costs of using similar City facilities for comparable events prior to negotiating lease terms. The current rental guidelines for both the 300 E. McKinney St. Parking Lot and the Williams Square Parking Lot set a cost of \$50 per half day and \$100 for full day rentals.

DCM currently pays Denton County \$10 per year for the use of the Denton County Historical Park and have asked that the City consider a similar nominal fee for the Event Center site.

Denton Community Market Strategic Plan

During the May 2, 2016, Community Event Center Committee meeting, DCM presented their strategic plan. This document includes information about market trends and a comparative analysis of other markets in the region. The strategic plan also included a breakdown of DCM financials and future considerations for market

operations. A copy of the strategic plan is attached as **Exhibit 4**.

Impacts of Denton Public Safety Training Center

Chief Howell will be present at the Council Meeting to address questions related to the Event Center's possible impacts on the Public Safety Training Center.

ESTIMATED SCHEDULE OF PROJECT

Based on the current status of the project, staff is anticipating that Phase 1 of the Community Event Center development would be substantially complete by spring 2017, however any unexpected delay may push back that date.

The original intent was to have a site ready for DCM operations in April 2017. However, DCM has indicated that the uncertainty of the completion date and the tight time schedule could lead them to maintaining their operations at the Denton County Historical Park through the 2017 market season. The current project timing could allow DCM to operate their test markets on this site during 2017, and make a permanent move in 2018.

PRIOR ACTION/REVIEW (Council, Boards, Commissions)

Please see **Exhibit 2** for a detailed timeline of Council and Committee actions related to this project.

FISCAL INFORMATION

As part of the FY 2015-16 Budget, Council approved \$405,000 in Certificates of Obligation for the reconstruction of the parking lot. Council also approved an additional \$253,000 for site amenities, with \$103,000 coming from the General Fund and \$150,000 in HOT Funds.

The City has entered into a professional services agreement for design services with Pacheco Koch in the amount of \$86,800, which will be paid out of the \$253,000 site amenity funds. This leaves \$166,200 in the project budget for site amenities.

In addition to the capital costs of the project, staff is also working to develop operations and maintenance cost estimates for the site. However, much of the ongoing costs related to the site will be directly tied to the site amenities that are included in the design. Staff will continue to work on estimates as the design process moves forward.

Currently, the cost of requested amenities exceeds the current allocated budget for this project. At this time, the plan is to phase construction of the site, based on the current available budget, and work with Council to identify funds to complete the site at a future time.

STRATEGIC PLAN RELATIONSHIP

The City of Denton's Strategic Plan is an action-oriented road map that will help the City achieve its vision. The foundation for the plan is the five long-term Key Focus Areas (KFA): Organizational Excellence; Public Infrastructure; Economic Development; Safe, Livable, and Family-Friendly Community; and Sustainability and Environmental Stewardship. While individual items may support multiple KFAs, this specific City Council agenda item contributes most directly to the following KFA and goal:

Related Key Focus Area: Safe, Liveable & Family-Friendly Community

Related Goal: 4.3 Provide quality, diverse, and accessible neighborhood services for the community

EXHIBITS

1. Community Event Center Update - Presentation
2. Background and Summary of Community Event Center Development
3. Recommended Concept Design
4. Denton Community Market Strategic Plan

Respectfully submitted:
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Assistant to the City Manager