



Legislation Text

File #: ID 16-1292, **Version:** 1

Agenda Information Sheet

DEPARTMENT: Economic Development

CM/ ACM: Howard Martin

Date: October 11, 2016

SUBJECT

Consider a request for an exception to the Noise Ordinance for the purpose of the Denton Day of the Dead Festival, to be held in the Williams Trade Square parking lot and on Industrial and E. Hickory Streets, October 29, 2016, from 11 a.m. to 9 p.m. The exception is specifically requested to increase sound levels from 70 to 75 decibels.

BACKGROUND

In 2011, with the guidance and support of many of the businesses on Industrial and Hickory Streets, Denton's Day of the Dead Festival was born. A grassroots movement from the beginning, it now has a life of its own with coffin races, a lantern parade, a salsa cook-off, pumpkin patch, live music, arts and crafts, and, of course, the original Halloween musical Cirque du Horror. All of this makes Denton's Day of the Dead something you can't find anywhere else.

As in years past, the Williams Trade Square parking lot will be utilized for coffin race entrants to prep their vehicles and for additional vendors. E. Hickory from Austin to Industrial will be the race venue. Industrial Street from E. Hickory to Mulberry will have the main stage, vendors, and access to the children's activities. The main stage, located at Industrial and Mulberry streets, will host several local live music groups to entertain those in attendance. The lantern parade will start at Industrial and include E. Hickory St. and the Downtown Square.

RECOMMENDATION

Staff recommends approval of the request for the exception to the Noise Ordinance for the purpose of the Denton Day of the Dead Festival to be held on October 29, 2016.

PRIOR ACTION/REVIEW (Council, Boards, Commissions)

The City Council has approved an exception to the Noise Ordinance, for the purpose of the Denton Day of the Dead Festival, each year of the event beginning in 2011.

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: **Economic Development**
Related Goal: **3.2 Make Denton a destination for visitors**

EXHIBITS

Exhibit 1 - Noise Exception Request

Respectfully submitted:
Caroline Booth
Director of Economic Development

Prepared by:
Christina Davis
Economic Development Specialist