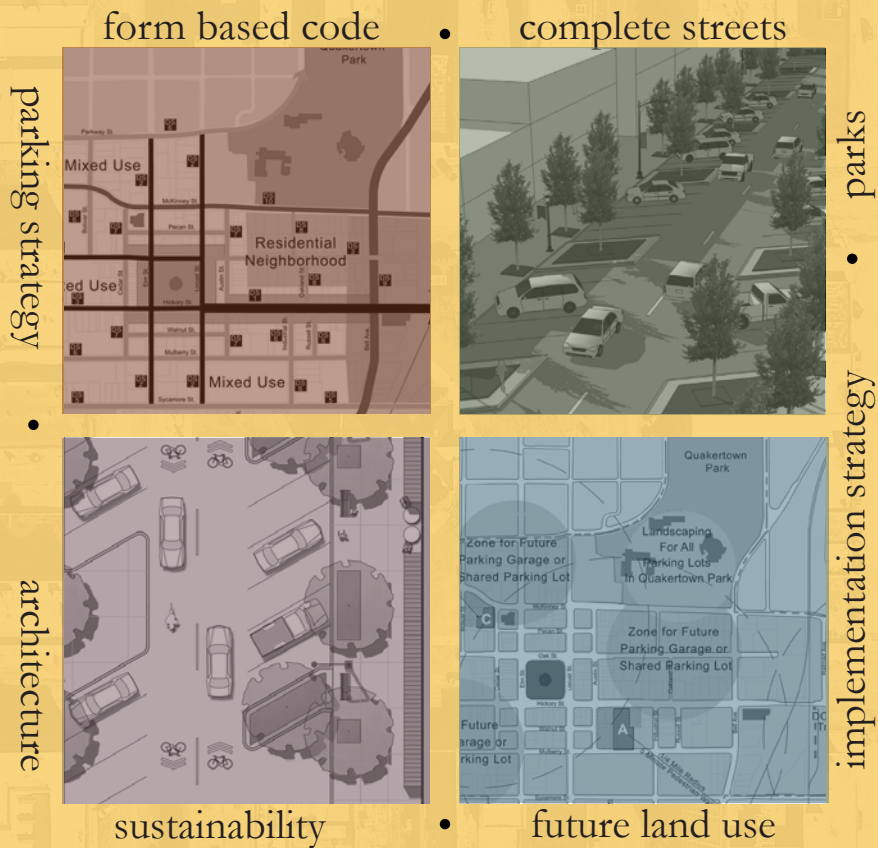




Downtown Implementation Plan



City Council Approval Date: 17 August 2010

JACOBS

TOWNSCAPE

Bowman-Melton

RCLCO

*A special thanks to
all of the many
Denton citizens, business leaders
and students that participated
in this successful plan
for Downtown Denton.*

Thank you!



Acknowledgements

The Residents and Students of Denton

Mayor and City Council

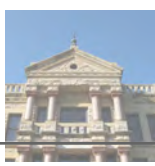
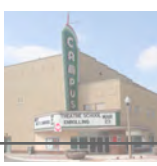
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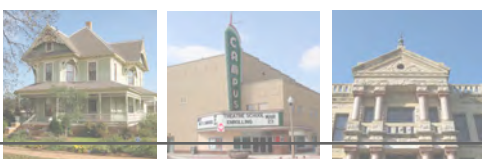
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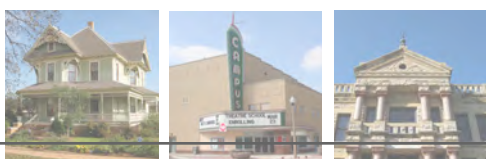
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ex Executive Summary

Downtown Denton is the cultural, social, and historic center for Denton, the heart of the community. Denton prepared and adopted the Denton Downtown Master Plan in 2002, which balances a desire to encourage development with an interest to ensure that proper design practices are employed. The purpose of this Downtown Implementation Plan (DTIP) is to achieve the 2002 Master Plan goals for downtown and to provide the implementation strategy roadmap to guide and coordinate public and private investments while increasing economic development downtown.

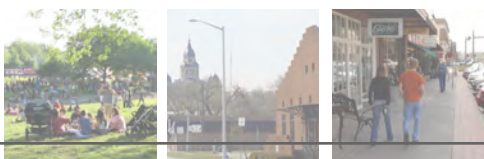


The DTIP was carefully coordinated with Denton city staff, and it was prepared with extensive community engagement so that the document reflects the values and preferences of the public. The Downtown Task Force guided the DTIP's development; numerous stakeholder meetings were held; on-line surveys were conducted, plus project entries were included and updated on the city's website; and two public meetings were held with open-house sessions, formal presentations, and questionnaires. In addition, a project logo was developed and used extensively, multiple city press releases were issued on the project, and two Denton Economic Development Downtown newsletter articles featured the DTIP project.

The DTIP addresses the approximately 155-acre "Downtown Core" area, which is bounded by Withers Street on the north, Exposition Street on the east, Sycamore Street on the south, and Carroll Boulevard on the west. The 2010 existing conditions in this study area were inventoried and analyzed to develop the DTIP's implementation recommendations. The following topics were addressed: land use; parks and open space; architectural design; streets and linkages; bicycle mobility; parking; and solid waste.

The designs included are offered as a concept reflecting established standards. Of note, these street prototype cross sections were established without the aid of survey controlled information. The concepts presented will need to be modified during the design phase to include specific details regarding: utilities, building property lines, street right-of-way's, buildings prior to redevelopment and other site specific items. Additionally, some segments of existing street right-of-way's may not be able to accommodate the proposed recommendations. This may require securing additional right-of-way property or as noted, a modified design configuration.

This document's implementation strategy builds a framework for strategic investment and provides short- and medium-term action items that city decision-makers can execute in a tactical way. The implementation strategy identifies and evaluates potential funding mechanisms and development incentives; and it details a prioritized step-by-step implementation strategy. Case study references for transit-oriented development (TOD) projects in Plano and Dallas show how downtown development can be achieved in Denton using the right tools and incentives to capitalize on upcom-



ing downtown transit investment. This implementation strategy is intended as a guide, rather than a controlling mechanism, because downtown is a dynamic, urban environment and part of a larger whole.

TIMING	RECOMMENDATIONS	COST
Short Term	Create TIF District (Tax Increment Finance District)	n/a
	Pursue NCTCOG Sustainable Development funding and grants	n/a
	Formally adopt FBC (Form Based Code)	n/a
	Create and implement wayfinding signage network for parking	\$125 k
	Screen all trash containers in the Square District	\$600 k
Medium Term	Create DDC (Downtown Development Corporation)	n/a
	Create DPMA (Downtown Parking Management Authority)	n/a
	Implement Hickory Street "Grand Street" project	\$4.1 m
	Enlarge existing public parking lots	TBD

*Catalyst Project Recommendations - Phase One
Exhibit EX.0*

Catalyst Projects

Summary Exhibit EX.0 lists catalyst projects, which are recommended as the highest implementation priorities for downtown Denton, as these activities provide the necessary implementation tools to stimulate downtown economic development and to realize the downtown master plan. These first steps, which Denton should complete expeditiously (within the next three years) are listed in the table below.

TIF District

One of the most important of the above catalyst recommendations is to create the TIF district as this tool will provide the funding to build new downtown infrastructure and give the private sector incentives to invest in downtown. A TIF assigns future taxes from proposed development, which would not accrue but for that development, to infrastructure, land costs, and related improvements needed to accomplish the development. TIF is locally initiated and administered, does not count against a municipality's debt limit, and does not raise residents' taxes. This tool is an especially important funding mechanism for downtown Denton.

Short Term - Phase Two Projects

Summary Exhibit EX.1 lists additional short-term recommendations that Denton should work to complete over the next five years.

ELEMENTS	RECOMMENDATIONS
Land Use	Formally adopt DTIP
	Establish a new zoning district in the Denton Development Code titled "Downtown District"
Architectural Design	Formally adopt DTIP, which defines quality, place, and environmental design elements
	Follow tri-partite architectural proportions
Streets and Linkages	Adopt DTIP street standards for downtown
	Implement early-action street and mobility items
Bicycle Mobility	Adopt DTIP bicycle standards for downtown
Parking	Increase on-street parking
	Establish cash-in-lieu-of-spaces parking program
	Early-action parking projects
Solid Waste	Conduct pilot program
	Implement preferred plan (location, type, and pricing for solid waste removal)

*Short Term Priority Recommendations - Phase Two
Exhibit EX.1*

Medium Term - Priority Projects

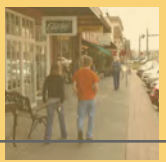
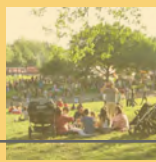
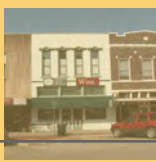
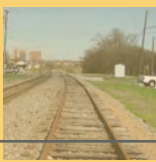
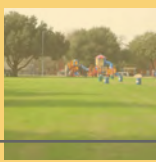
Summary Exhibit 3 lists additional medium-term priority recommendations that should be completed within the next five years. These priorities include: creating a series improvements for downtown which will leverage additional growth and redevelopment.

Downtown Denton has great potential to grow and be-

ELEMENTS	RECOMMENDATIONS
Parks and Open Space	Create a series of urban spaces: pocket parks, neighborhood parks, and wide pedestrian sidewalks
	Create public music and fine arts venues
	Implement Quakertown Park Master Plan
Architectural Design	Establish LEED rating goal for all new development
Streets and Linkages	Modify city mobility plan to include downtown street standards
	Implement Mews Streets program for parking, safety, and solid waste removal
Bicycle Mobility	Implement bicycle lanes on Sycamore Street for access to the proposed DCTA transit center
	Conduct traffic studies for specific intersection designs (involve TxDOT)
	Implement bicycle signage program downtown (shared and designated bike lanes)
	Incorporate DTIP bicycle standards into city of Denton systems and standards
Parking	Establish shared-parking program
Solid Waste	Establish a broad downtown waste recycling program
	Create a downtown recycling center

*Medium Term Priority Recommendations
Exhibit EX.3*

come an even more dynamic place to live, work, and play. This plan provides the guide to achieve that future for downtown Denton.



1

Introduction

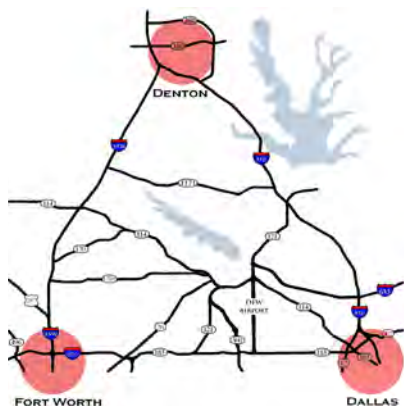
Downtown is the cultural, social, and historic center for Denton. Its unique identity should be preserved and given every opportunity to flourish. This document provides recommendations for Denton's leaders to use in maximizing downtown Denton's economic development opportunities and increasing the quality of life downtown can provide. It is based on future growth trends and stakeholder interests.

This chapter discusses the purpose for preparing the plan, sets the project context, highlights key transit influences on downtown, and calls for reaching downtown's future potential.



A. Purpose of the Plan

The purpose for creating the Downtown Implementation Plan (DTIP) for Denton is to develop a set of physical plans and detailed recommendations to increase economic development in downtown Denton. The DTIP defines specific action items to be taken to implement the recommendations, and it establishes strategies for when and how these action items should be implemented. The DTIP is divided into five elements: land use, parking, parks/open space, architectural guidelines, and street standards, which help to organize and detail the recommendations.



Regional Area Map
Exhibit 1.0



Study Area Map
Exhibit 1.1



CHAPTER 1

The DTIP will serve as a catalyst for additional growth and development in the downtown area. It will facilitate a coordinated effort among the city, business owners, and residents to achieve downtown's potential.

The DTIP project study area encompasses approximately 155 acres, which corresponds with the "Downtown Core" area identified in the Downtown Master Plan. The study area is generally bounded by: Withers Street to the north, Exposition Street to the east, Sycamore Street to the south, and Carroll Boulevard to the west. This area includes the site of the proposed Denton County Transportation Authority (DCTA) transit center.

Exhibit 1.1 illustrates the project study area with an aerial photographic base with key streets labeled. The downtown core area functions as a true downtown area, serving as a centerpiece for the city.

The DTIP was prepared over an eight-month period, beginning in October 2009, and was completed in August 2010. Stakeholders, business owners, city officials, and residents contributed to the DTIP process. Their contributions have helped to achieve a flexible vision and market-based framework for new downtown development.

B. Context

Denton, Texas is the 11th largest city in the Dallas/Fort Worth metroplex. It is located at the northern apex of a triangle formed between Fort Worth and Dallas illustrated in Figure 1.0.

Denton is the county seat of Denton County; it was established in 1857. Both the county and city are named for John B. Denton, a preacher and a lawyer.

One of Denton's most enduring symbols is the beautiful and historic County Courthouse on the downtown square. The building was erected in 1896 using Texas limestone and it was restored in 1987. Today, the Courthouse and associated square remain emblematic icons for the Denton community.

Denton has both small-town charm and big-city arts, culture, education, and entertainment. Denton is home to two state universities, which diversify Denton's population: the University of North Texas and Texas Woman's University.



*Denton Courthouse
Photograph 1.0*

"Over time, Texas Main Street communities have realized more than \$2 billion in economic reinvestment, the creation of almost 25,000 local jobs and the expansion or creation of almost 6,400 businesses in their Main Street districts."

*Texas Historical
Commission*

Downtown Denton, like many other downtowns nationwide, declined in the 1950s and 60s. However, downtown Denton has reversed that trend in the last 20 years. Several factors have contributed to new growth in downtowns, including the activities of baby-boomer and empty-nester populations. Additionally, growing community pride and appreciation in a community's history have led to healthier and more active downtowns. A vibrant downtown boosts the economy and quality of life in a community.

Denton's city leaders recognized the importance of revitalizing and supporting downtown early on. Denton became a Texas Main Street city in 1990, and is one of 86 such cities located in Texas at present. The Texas Main Street program began in 1981, providing a lifeline for aging downtowns. The program provides support and training for downtown revitalization.

In 2002, The City adopted the Denton Downtown Master Plan. Its primary focus is to provide a balance between encouraging development, including exploring partnership opportunities with private investors, and simultaneously ensuring that proper design practices are employed. The master plan includes the following eight goals for the future of downtown. Downtown Denton should:

- be a vital part of Denton's economy;
- be a source of civic pride;
- be a place to live, work and play;
- contain compact and concentrated activities;
- contain a variety of things to do;
- be pedestrian friendly and an enjoyable place to walk;
- have linked parks and open spaces;
- be attractive and well designed.

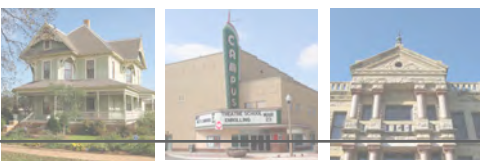


*DCTA Station Rendering
Exhibit 1.2*



*DCTA A-Train
Photograph 1.1*

This DTIP is designed to achieve the 2002 master plan goals for downtown. The implementation strategies will guide and coordinate public and private investments, and will steer the location and types of future improvements.



CHAPTER 1

C. Influences on Downtown

Denton will become the terminus for the DCTA transit rail line in 2011. The 'A-train' rail line will link Denton with passenger rail service to the city of Carrollton, where riders can transfer to the Dallas Area Rapid Transit (DART) system and continue into the Dallas/Fort Worth metroplex. Two transit stations will be built in Denton, one of which will be located downtown, within a half mile of the Denton Courthouse Square. Denton's leaders recognize the development potential of this important new transit linkage therefore, it is addressed in the DTIP.

Transit Oriented Development (TOD) is a compact, walkable, pedestrian-friendly development focused around a transit station; it provides an attractive alternative to automobile-dominated lifestyles. The Dallas Morning News recently noted the potential of TOD in a January 11, 2008 article, titled "The TOD trend." The article emphasizes the higher quality of life and higher property values associated with TOD developments. The author also notes that investing in transit has double the economic benefit to a city of a similar-valued highway investment. Dallas has invested millions of dollars in TOD development over the last few years, and Denton may be expected to follow a similar pattern.

The North Texas Daily, the University of North Texas student newspaper, reported on DCTA's growing ridership in an April 16, 2010 article, titled "Denton public transportation hits record high." DCTA has experienced record ridership over the last two years and a broader ridership mix, including both students and commuters. Most riders are coming to Denton from Carrollton, Lewisville, and downtown Dallas. This ridership is expected to increase once the 'A-train' arrives in Denton.

Downtown - "The Real Deal"

The City Council has consistently identified downtown as a high economic development priority. Downtown provides residents a strong sense of place, and has been referred to as "Denton's living room." Downtown is home to more than 800 businesses and has been the business hub of the city for more than 150 years. In addition, it is rapidly becoming a destination as an arts and entertainment district. Denton has been featured in the New York Times as a "hotbed of alternative music" (May 11, 2008). Downtown hosts more than a quarter



North Texas Daily Article
Exhibit 1.3



Dallas Morning News Article
Exhibit 1.4

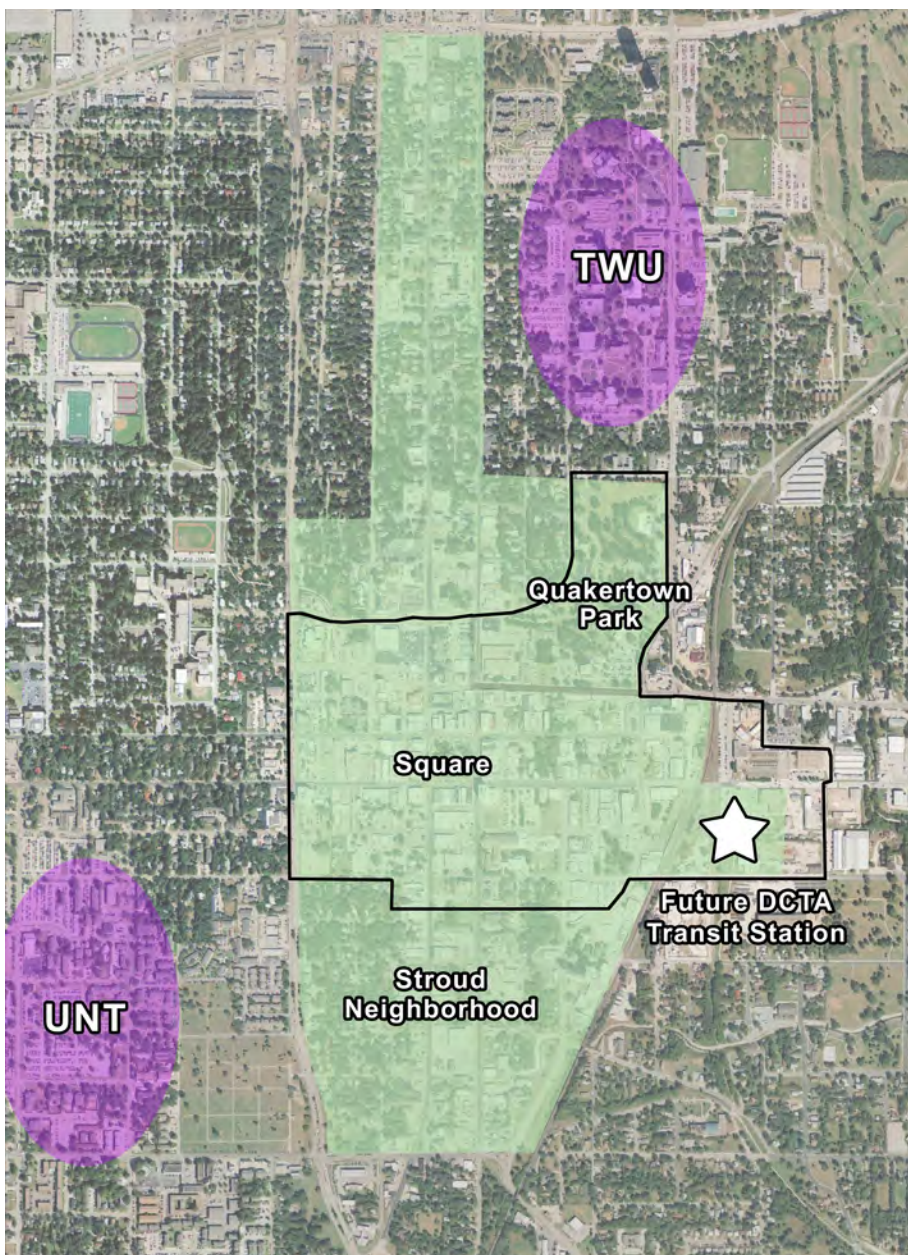
million visitors annually at 24 events and festivals, and it has become a vibrant, 24-hour, seven-day-a-week place to be.

Downtown Denton, with all of its economic, cultural, and historic resources is poised to be a significant player in the North Texas region with occasional flashes of national brilliance. This DTIP provides a guidebook for city leaders, private developers, and decision makers to take downtown into this next exciting phase.

**2008-2009 Reinvestment
Figures for Downtown**

- 11 projects for a total of \$919,500
- 10 net business starts, relocations, and expansions
- 46 new jobs created

*City of Denton
Economic
Development
Partnership
08/09 Annual Report*



*Downtown Location Map
Exhibit 1.5*



2

Public Involvement

Early and ongoing public involvement was solicited so that the public had ample opportunity to help direct the DTIP's concepts and implementation strategies. The residents of Denton were empowered from the beginning of the project to provide their detailed thoughts and opinions about downtown. The community dialogue exhibited during the public meetings was passionate and heartfelt.

A few themes emerged during the public involvement process, and these themes formed the basis for the DTIP recommendations. These themes are discussed in this chapter, along with the steps involved in the public involvement process.



The DTIP project began with a large public involvement outreach effort, as is appropriate for this type of comprehensive study. Stakeholder interviews, on-line surveys, and public workshops were among the tools used to gather broad-based input from the Denton community. The project's public involvement activities were designed to gather public input on downtown and to identify and discuss the issues, challenges, concerns, and community goals of Denton's residents. A community-based process was used, involving a sequential series of planning activities for residents to offer their input. The process, started with broad planning perspectives, extended into the refinement of planning objectives, and culminated in discussing specific recommendations.

The plans and strategies developed in this document are the direct result of the coordinated planning process that the city staff and its consultant conducted. The following sections detail the opportunities afforded to the community to provide input into the creation of the DTIP.

A. Downtown Task Force

The Downtown Task Force, which is a subcommittee of the Economic Development Partnership Board, is composed of citizens whose primary task is to see that the Downtown Master Plan is implemented. The Downtown Task Force served as a Steering Committee for the DTIP process and added members up to a total of about two dozen for its Steering Committee role. This Steering Committee met monthly and provided a public opportunity to review the status of the project, furnish feedback, and become familiar with the next steps in the process. This group gave ongoing advice on the DTIP and the planning process.

In addition, city staff met with various stakeholders in the community. The large DTIP project area was divided into five sections, and a city staff member was assigned to each. This city staff then met one-on-one with the various stakeholders to review the DTIP and invited their participation.



Task Force Meeting
Photograph 2.0



B. Stakeholder Interviews

The consultant conducted over 60 stakeholder interviews with business owners, residents, city officials, and property owners over a three day period (October 13 through 15, 2009). A series of 19 questions, which were varied to clarify each interviewee's perspective, were used to define the issues and aspirations of the Denton community. Responses included comments on downtown's strengths, economic development, quality-of-life issues, parking, and solid waste. (The interview questionnaire form is included in the Appendix.)

Although numerous opinions were given on a variety of topics, a consensus was apparent on a number of important issues. A synopsis of consensus issues follows:

- The Denton County Courthouse and Courthouse Square form a special place for residents and out-of-town visitors, directly tied to the identity of downtown.
- Downtown provides an economically attractive environment for starting or locating a business; however, even more ways or opportunities are possible for the city to advance downtown's attractiveness to business owners.
- The new transit station is seen as a very positive opportunity for the city and downtown.
- Inadequate downtown parking is an issue.
- New development in downtown should include a mix of uses with residential/office uses over retail stores.
- The University of North Texas and Texas Woman's University are viewed as major downtown assets and should be considered when planning for the future.
- Well-designed streets and appealing streetscapes are the most important factors for the quality of life in downtown.
- Downtown's solid waste containers need to be screened from view.
- The city should not limit architectural styles, building materials, or colors. However, minor controls should be implemented to maintain downtown's historic aesthetic.
- Building codes for downtown and downtown's infrastructure are felt to be outdated and to hinder development and redevelopment.
- More shopping, entertainment, and housing options are needed downtown.



*Participants at Public Meeting
Photograph 2.1*

- The consensus vision for downtown is that of a vibrant, unique, walkable, mixed-use downtown.
- A high-quality pedestrian-friendly downtown area is envisioned with adequate parking, including structured parking facilities, surface city lots, and on-street spaces.

C. On-line Survey

The city conducted an on-line survey on its website from November 13 through December 3, 2009 to capture additional resident input. A total of 109 residents completed the on-line survey. The survey consisted of the same 19 questions used during the stakeholder interviews.

Additionally, the general public was able to participate in preparing the DTIP by logging onto the city's website. Any interested individual could obtain information about the DTIP, access meeting minutes and survey results, and provide input by accessing the city's website. Staff regularly updated the DTIP information on the city website.

D. Public Meetings

Public Meeting 1

The City of Denton hosted the first DTIP public meeting on December 14, 2009 at the Central Fire Station. Approximately 60 people attended the meeting, which was structured as an open house, followed by a formal presentation. This meeting provided the first opportunity for residents, stakeholders, city officials, and the consultant to listen and learn from each other.

The workshop was publicized using a variety of methods to maximize public awareness and participation. Announcement methods included:

- City of Denton website announcement
- Press releases
- Flyers and table tents (3-dimensional display) were distributed at multiple locations downtown

At the meeting participants discussed existing conditions and the draft project goals and objectives initially defined for the project. The participants were then given eight Downtown Master Plan goal statements that define the vision for downtown

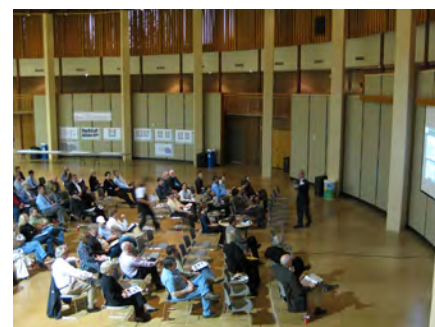


Public Meeting 1
Photograph 2.2



Denton along with 28 statements of objectives that the consultant developed to implement the master plan goals to rank. The participants were asked to rank each of the 28 objectives in order of priority to give the city and its consultant an understanding of what additional opportunities may exist for leveraging downtown economic development. (The detailed results of the public meeting are located in the Appendix.) The following are a few of the highlights of the results, each of which builds on the statement that downtown Denton needs to:

- Establish unique and special opportunities for dining, retail, and entertainment.
- Create a downtown with vibrant districts, each of which offers a unique character while still working well together.
- Develop a pleasant, safe, and inviting street environment that has a special style that is themed together using streetscape elements, such as: pedestrian benches, trash receptacles, street and pedestrian lighting, street trees and landscaping, wayfinding signage, etc.
- Establish a network of exterior public spaces that can facilitate events, gatherings, and festivals appealing to a wide range of Denton citizens and visitors.
- Enhance Hickory Street, which will link the proposed DCTA transit station with the Courthouse, as a “Great Street” in downtown for shopping, art galleries, and dining.
- Create a program for waste management that will improve aesthetics, odor control, and overall street images.
- Leverage implementation through partnerships, commonly referred to as public/private partnerships, in which the costs and revenues of growth are shared.



*Public Meeting 2
Photograph 2.3*

Public Meeting 2

A second public meeting was held on March 10, 2010 at the Denton Civic Center from 6:00 - 8:30 pm. Approximately 75 people attended the meeting in which the consultant presented the initial results of the existing conditions and analysis along with draft recommendation strategies. The existing conditions and analysis results presented to the community were as follows:

1. Downtown Denton has tremendous existing resources
2. Bold new improvements are currently under construction
3. Additional redevelopment and revitalization projects are underway downtown
4. The next wave of downtown projects is not too far away

The draft recommendation strategies discussion focused on the proposed plans and strategies for:

- Parking
- Complete streets
- Parks and outdoor venues
- Solid waste removal
- Review of the Form Based Code



Public Meeting 2
Photograph 2.4

The participants were then asked to answer a series of questions located at various stations (tables) dispersed throughout the room. They were instructed to place dots on the answer that best represented their opinion on the particular implementation strategy. Each participant placed either a green (yes) or a red (no) dot in the space provided. The purpose was to gauge the community's preferences among the initial implementation strategies and plans for downtown.

The following are nine examples of the results that were collected from the strategy question exercise that had a total of 27 questions. (The detailed results of the exercise are located in Appendix.)

1. Do you agree that some development, such as in the immediate vicinity of the DCTA transit station, could be up to seven stories tall?

Results:

Yes: 17

No: 30

2. Do you support a concept that would encourage the city to enter into a public/private partnership to provide additional parking lots and parking garages?

Results:

Yes: 24

No: 12

3. Do you support the solution that all solid waste and recyclables containers/dumpsters be screened from view by a masonry wall?



Results:

Yes: 40

No: 2

4. Do you support the “complete streets” concept (streets developed for equal and safe use by automobiles, pedestrians, and bicyclists) for streets in downtown?

Results:

Yes: 37

No: 8

5. Do you support the concept of Hickory Street being designed in a true “Great Street” - a pedestrian street which will connect the proposed DCTA transit station with the courthouse square providing new shopping, restaurants and residential?

Results:

Yes: 45

No: 2

6. Do you support a significant wayfinding signage program which identifies the location of parks, major public buildings, public parking, etc?

Results:

Yes: 40

No: 0

7. Would you support, as development and density occurs in downtown, high quality parking garages with retail uses on the ground floor?

Results:

Yes: 34

No: 6

8. Do you support a form-based code, that will ensure a more predictable outcome that is in character with Denton’s mixed-use, walkable and bike-friendly goals?

Results:

Yes: 35

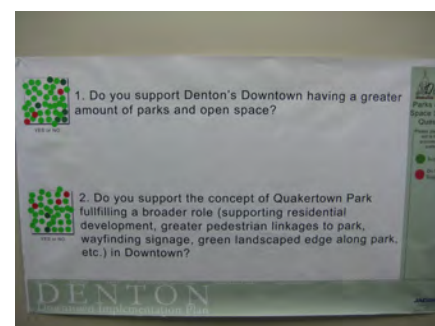
No: 4

9. Do you feel the city should implement a shared parking program for downtown? (Spaces are shared by more than one user, retail and office during the morning and residential in the evening, which allows lots to be used more efficiently.)

Results:

Yes: 35

No: 4



*Public Meeting 2
Photograph 2.5*

The consultant team then used the responses to the questions to assist in making preliminary recommendations.

E. Additional Outreach

The city and the consultant used the following additional mechanisms to provide project awareness and secure community input.

Logo

A specific logo, using the outline of the Denton Courthouse as its main theme, was developed for the DTIP project to relay a consistent, unifying element for all of the materials presented to the public, including maps, exhibits, and project documents. The DTIP logo assisted the community in identifying project-related correspondence, and it also illustrated the intended branding message. The project logo is used in this DTIP document.

Press Release

Denton's Public Information Officer disseminated all DTIP project information to city residents. His office wrote and distributed all press releases and articles, as well as conducted all media interviews.

Downtown Newsletter

The Denton Economic Development Department produces a quarterly newsletter to inform citizens about downtown activities. The newsletter profiled the DTIP project in several articles. (Copies of these articles are located in the appendix.)

DTIP Website

For example of full service website view in appendix.



DTIP Logo
Exhibit 2.0



3

Existing Condition Assessments

Downtown Denton's existing urban form, street alignment, and natural systems developed over a long period of time. A clear understanding of this past and the present conditions is necessary to plan for Denton's future. A holistic approach was used to define the existing conditions in downtown Denton.

This chapter describes the existing conditions and study area trends. It addresses land use; parking; parks, recreation, and open space; streets and linkages; solid waste; and architectural design. An assessment of each topic is presented and supported with tabular and graphic data. This information provides the basis for the Chapter 4 recommendations.



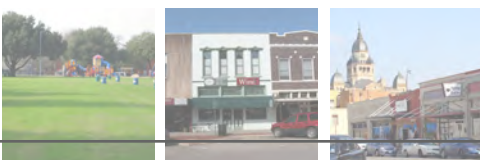
A. Introduction

The second phase of the DTIP project focused on data collection and analysis. This work was conducted concurrently with the first phase public involvement work. It comprehensively identified and documented all aspects of the study area's physical, social, and economic conditions. The bulk of the data collection and analysis was accomplished during the first few months of the project, although some data collection and analysis continued to the end of the project. Both qualitative and quantitative data collection methods were used; and a variety of data sources and analysis techniques were used, including Geographic Information Systems (GIS), property appraiser data, surveys, and site reconnaissance.

The first task was to create a series of base maps to identify and graphically display pertinent information about downtown, including: land use and zoning patterns, street connections, property ownership, parcel data, and the locations of various types of parking. The resulting land use, parking, parks, streets, and solid waste maps are included in this chapter.

Additionally, site reconnaissance was employed to determine which areas of downtown the community most values and what makes these areas successful, as well as to verify GIS data. The full consultant team and city staff physically observed downtown conditions on multiple occasions at different times and on different days. Each site visit was documented photographically.

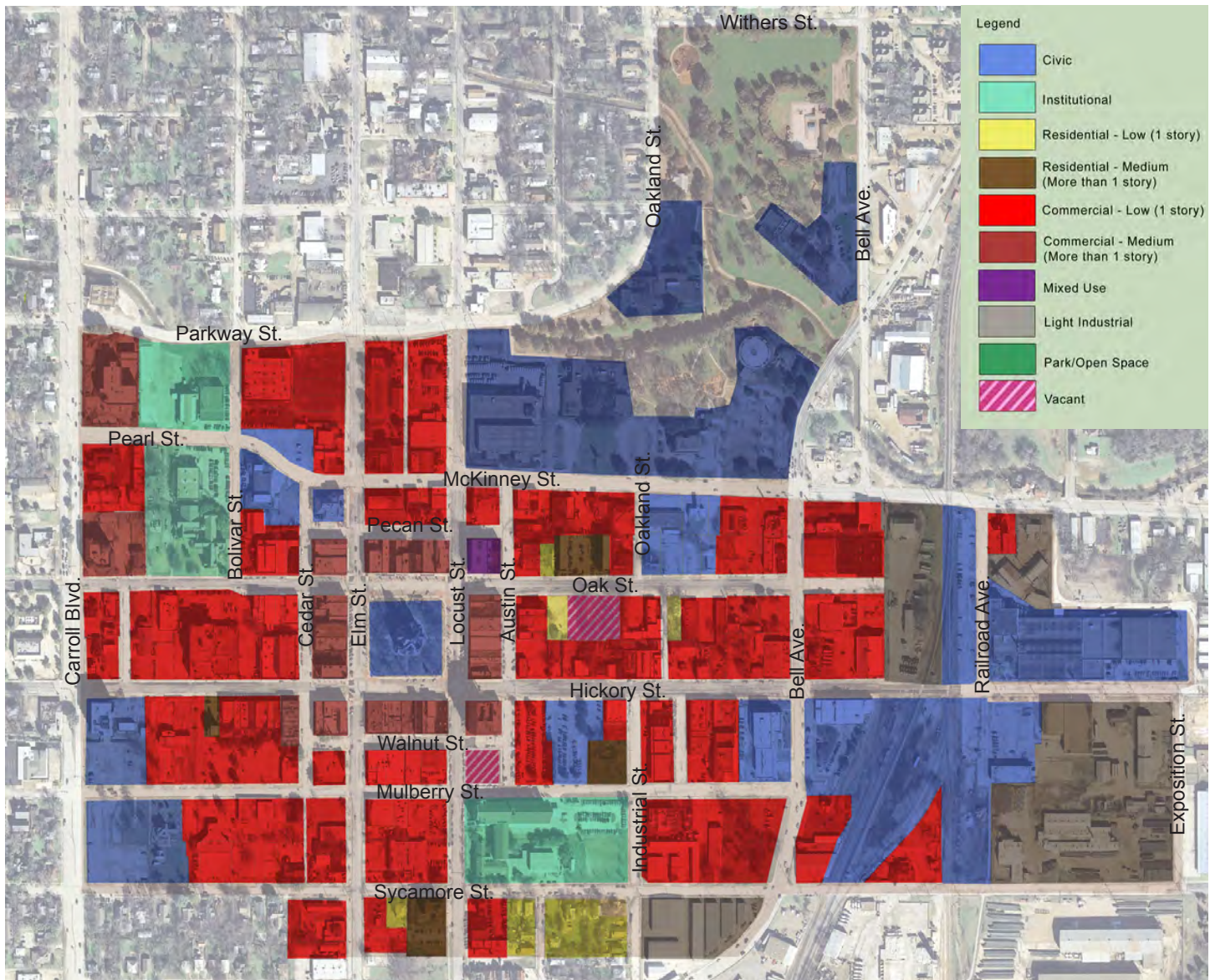
The following section presents the existing-conditions findings and the consultant's assessment of those conditions. The information is organized into the following topics: land use; parking; parks, recreation, and open space; streets and linkages; solid waste; and architectural design.



B. Land Use Assessment

Land use conditions are important to analyze to be able to understand the downtown marketplace, and thereby make the best decisions for the area. Parcel data and land use information was extracted from the city's GIS data base and then field verified. The following data categories were examined:

- Land use
- Ownership
- Parcel size
- Building height
- Building area
- Residential density
- Floor-Area Ratio (FAR)



Existing Land Use Map
Exhibit 3.0

The study area comprises approximately 155 acres, 387 parcels. Exhibit 3.0 illustrates existing downtown land use.

The study-area land use patterns are characterized by three major findings, namely:

1. Commercial, one-story uses predominate.
2. Housing is in short supply.
3. Mixed-use and entertainment uses are generally lacking.

First, commercial uses predominate in downtown, covering 76 percent of the study area. These uses include general business activities, such as retail, offices, and commercial services. The predominance of commercial uses in downtown demonstrates that the existing downtown employment culture is strong. Downtown commercial buildings are predominately one story in height, with the exception of the buildings surrounding the Courthouse, which are mostly two stories.

Second, downtown lacks housing. Both single- and multi-family uses comprise a total of only five percent of the study area. Single-family residential uses are located at the perimeter of downtown along the east, south, and west edges of the study area. A small pocket of multi-family residential housing is located along Oak Street. The shortage of residential units is out of sync with the goals and vision included in the Downtown Master Plan, which states that “downtown should have residents, offices, shops, and entertainment.”

Finally, a limited number of buildings mix residential with office and/or retail uses, achieving a mixed-use pattern of land use. The few that exist downtown are located along all four sides of the Square. The shortage of mixed-uses in downtown is an unrealized opportunity for creating a vibrant and lively downtown. A few restaurants along Industrial Street may be considered the beginning of an entertainment district; however, a higher concentration of these types of uses is needed to become a true entertainment district for downtown.

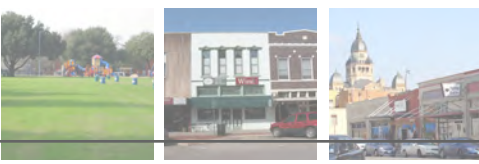


Exhibit 3.1 summarizes downtown's land use characteristics, providing information on acreage, square footage, total number of parcels, and the percentage of each land use type evaluated. Also, the exhibit gives information on ownership, building types, and vacant property. This data provides an overview of the existing land use conditions, as well as a baseline to measure future development/redevelopment changes.

LAND USE TYPE	ACRES	SQUARE FEET	TOTAL PARCELS	PERCENTAGE OF PARCELS
Civic	29.2	1,266,706	39	10
Commercial Low	54	2,349,426	220	58
Commercial Med	7.7	338,618	68	18
Light Industrial	15.2	665,965	16	4
Park/Open Space	43.6	1,899,216	15	3
Residential Low	2.7	118,644	17	4
Residential Medium	1.2	53,548	4	1
Mixed Use	.4	16,117	4	1
Vacant	1	43,560	4	1
Totals	155	6,791,800	387	100

MEASUREMENT TYPE	ATTRIBUTE	TOTALS	PERCENT
Ownership	Private	324	83%
	Public	39	10%
	Non-Profit	24	7%
Total Building Area	Residential Building Area	172,192	3%
	Non-Residential Building Area	3,376,891	64%
	Other	1,745,972	33%
Vacant Property Totals	Vacant Developed	18	82%
	Vacant Unimproved	4	18%

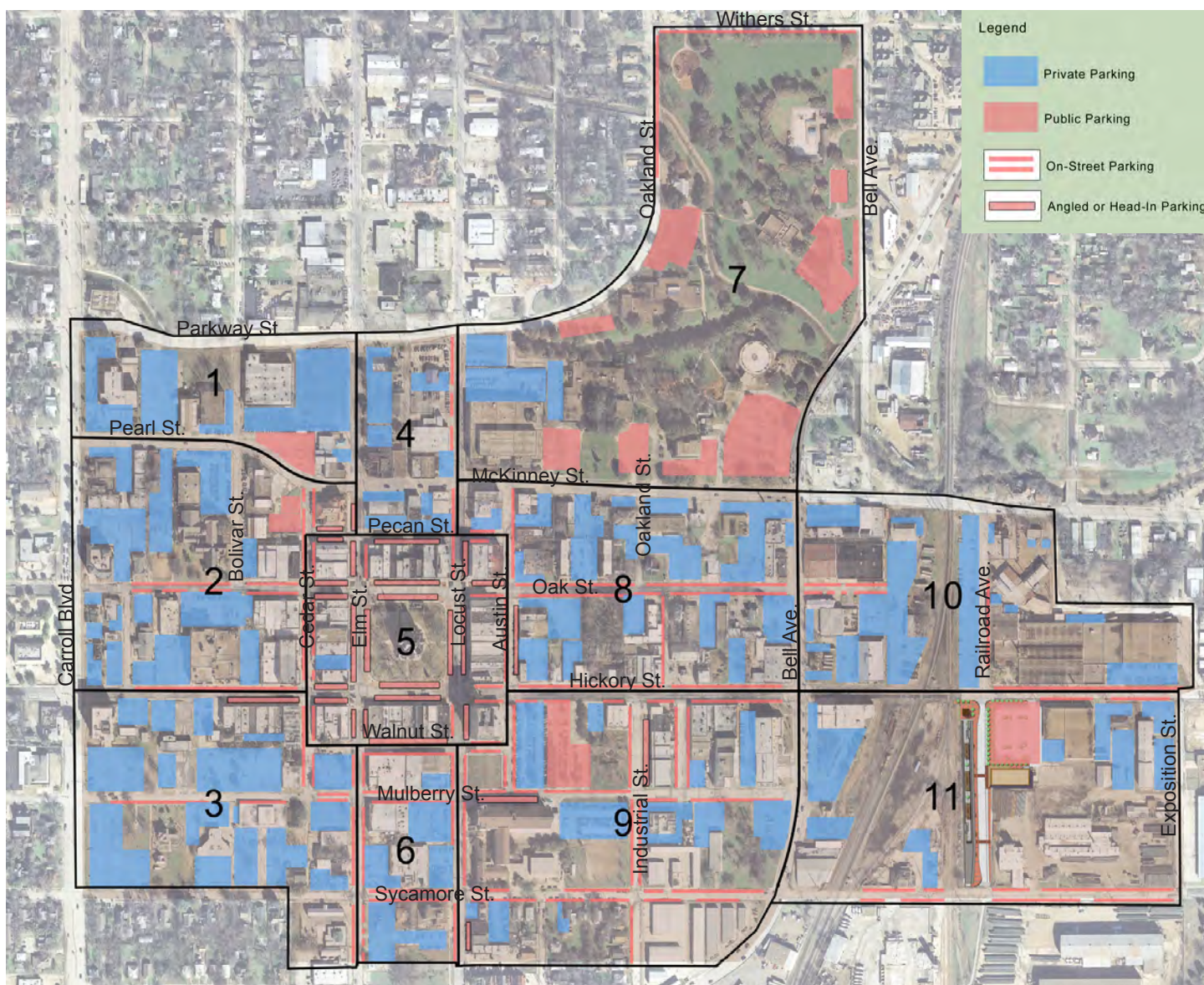
Data provided from City of Denton GIS

Land Use Summary
Exhibit 3.1

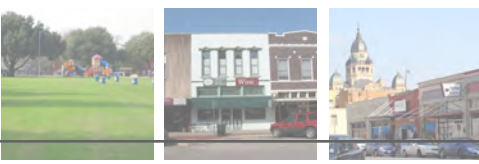
C. Parking Assessment

Parking is a key element needed to revitalize downtown Denton and maximize its economic development opportunities. However, vehicular parking is not a stand-alone component; it is closely tied to traffic circulation, pedestrian mobility, development patterns, parks and open space, and solid waste collection; and it must be balanced with downtown Denton's "complete street" strategy.

Field surveys, photographic interpretation, and personal interviews were used to define downtown parking conditions, resulting in an understanding of both real and perceived parking problems. The findings resulted in recommendations which address both current and potential future downtown parking situations.



Parking Assessment Map
Exhibit 3.2



The downtown study area was mapped to identify the areas that currently accommodate, or could accommodate, parking. Three categories of parking were identified and mapped:

1. Public Parking Lots
2. Public On-Street Parking
3. Private Parking Lots

Exhibit 3.2 shows these three parking categories. Private parking is shown in blue on the graphic, public on-street parking is shown in red, and red linear boxes are used for on-street public parking that current regulation and street conditions permit.

The blocks within the study area were divided into 11 specific parking zones, titled DTIP parking zones. Each zone is large enough to view relationships between public and private parking with the development they serve.

The Photographs 3.0 images show a variety of downtown parking conditions, which reflect the current conditions and land uses in downtown Denton, including a demand for parking in the Courthouse Square area.



*Parking Conditions in Downtown
Photograph 3.0*

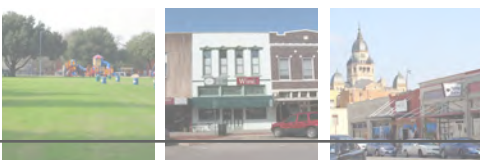
Public Parking is defined as parking that is signed as “public parking” that the general public may legally use. Where a private property owner allows public parking, its use may be limited to times that the owner establishes.

Private Parking is defined as parking that is reserved for a specific use or business. Private parking is not available for public parking, and therefore, it must be clearly signed for the allowed users. An example is the Carroll Courts building, which is a public building located on the southeast corner of Carroll Boulevard and Hickory Street, but only its employees and customers may use the adjacent parking, not the customers of surrounding buildings.

Exhibit 3.3 shows the relationship of the types of current public and private parking spaces by zone to selected major downtown land uses.

DTIP Parking Zones	Public Parking			Private Parking In Lots	Total Parking	Sample of Existing Land Uses by DTIP Zone
	Public Parking In Lots	Public Parking On-Street	Total Public Parking			
Zone #1	48	0	48	476	524	NorthStar Bank Day Break (Senior Care Offices)
Zone #2	25	33	58	427	485	Campus Theatre City Hall West St. Andrew Presbyterian Church
Zone #3	0	48	48	511	559	Carroll Courts Building DATCU Credit Union Bayless-Selby House/Museums
Zone #4	0	18	18	111	129	B&O Towing James Wood Used Cars
Zone #5	0	10	10	320	330	Courthouse on the Square Wells Fargo Bank Hickory Street Office Building Fine Arts Theatre
Zone #6	0	64	64	115	179	Sweetwater Hannah's
Zone #7	590	49	639	161	800	Main City Hall Civic Center Quakertown Park
Zone #8	0	89	89	437	526	Weldon's Western Wear Melrose Apartments
Zone #9	84	198	282	311	593	Denton Record-Chronicle Industrial St. Restaurants/Clubs
Zone #10	0	32	32	404	436	City Hall East Monroe-Pearson Warehouse
Zone #11	63	64	127	213	340	DCTA Transit Center Center for the Visual Arts Trinity Industries
GRAND TOTALS	810	605	1,415	3,486	4,901	
			29%	71%		Percentage of Grand Total (Public vs. Private)
	57%	43%				Percentage of Total Public Spaces

Parking Assessment
Exhibit 3.3

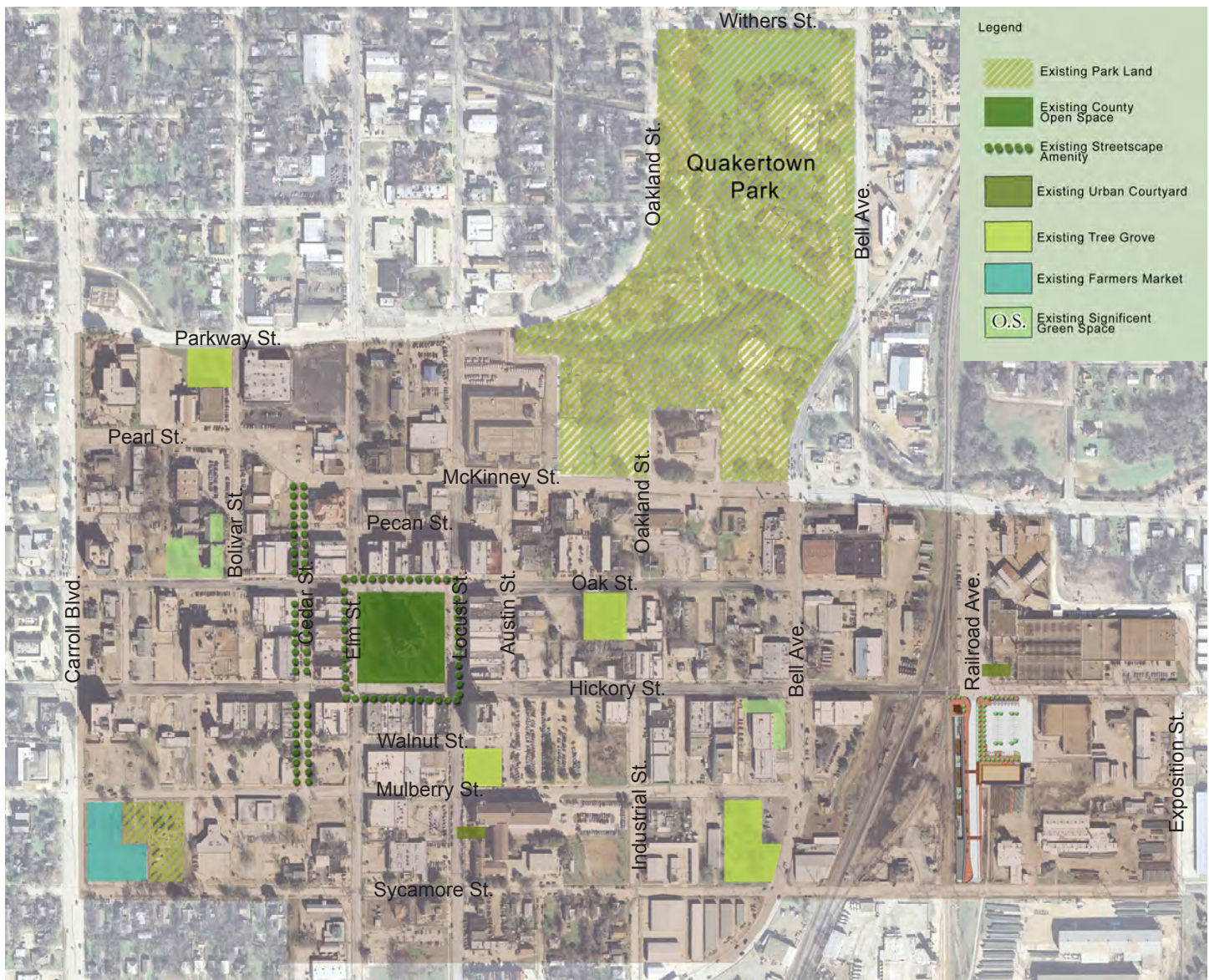


D. Parks, Recreation, and Open Space Assessment

Study-area parks, recreation, and open space land uses were inventoried and analyzed to determine if parks and green space are adequate for existing and future downtown development.

Quakertown Park

Exhibit 3.4 shows the locations of downtown parks and open space. Quakertown Park, the largest park in the study area, provides 32 acres of active park space and accommodates many of Denton's major special events. This park surrounds the Denton Civic Center on three sides and extends northward to Withers Street, the northern boundary of the downtown study area.



Parks, Recreation, & Open Space Map
Exhibit 3.4

Quakertown Park amenities include:

- Amphitheater
- Benches
- Bridges
- Civic Center
- Drinking fountain
- Grills
- Pavilion
- Picnic tables
- Playground
- Pool
- Restrooms
- Lighting

Courthouse Square

The next largest downtown green space is the Courthouse Square. This green space surrounds the Courthouse building, is the site of many local community gatherings, and is well utilized, according to the stakeholder interviews. Weekly concerts are held on the grass in warm weather along with other recreational activities. This grass lawn, serves as a gathering and meeting place for residents and provides relief from the built urban environment downtown.

Tree Groves

Four existing groves of trees provide undeveloped open space in the study area. One is located in the northwestern part of the study area on Parkway Street; the second is located east of the Courthouse on Oak Street; the third is located southeast of the Courthouse on Locust Street; and the fourth is located southwest of Bell Avenue and Mulberry Street. All four of these open space parcels are privately owned and underutilized; they may be candidates for public recreation and open space that could improve the quality of life downtown. A number of church lawns downtown, although generally small, augment its open space. The St. Andrew Church lawn is a notable example.

Historical Park

The Historical Park of Denton County, which is owned by the county, is located on Mulberry Street near Carroll Boulevard. This site includes the Bayless-Selby House Museum and the Denton County African-American Museum, plus three other buildings awaiting renovation. It also includes a gazebo and park benches. A county-owned parking lot located on Carroll Boulevard adjacent to this park hosts the local farmers market, which operates from June through September on Tuesdays, Thursdays, and Saturdays.

Street Trees

The city completed streetscape improvements for Cedar Street in 2006. These street improvements include: new street trees, street corner planters with flowering material and special pavers in pedestrian sidewalks. These streetscape improvements enhance the pedestrian experience and the overall downtown environment.

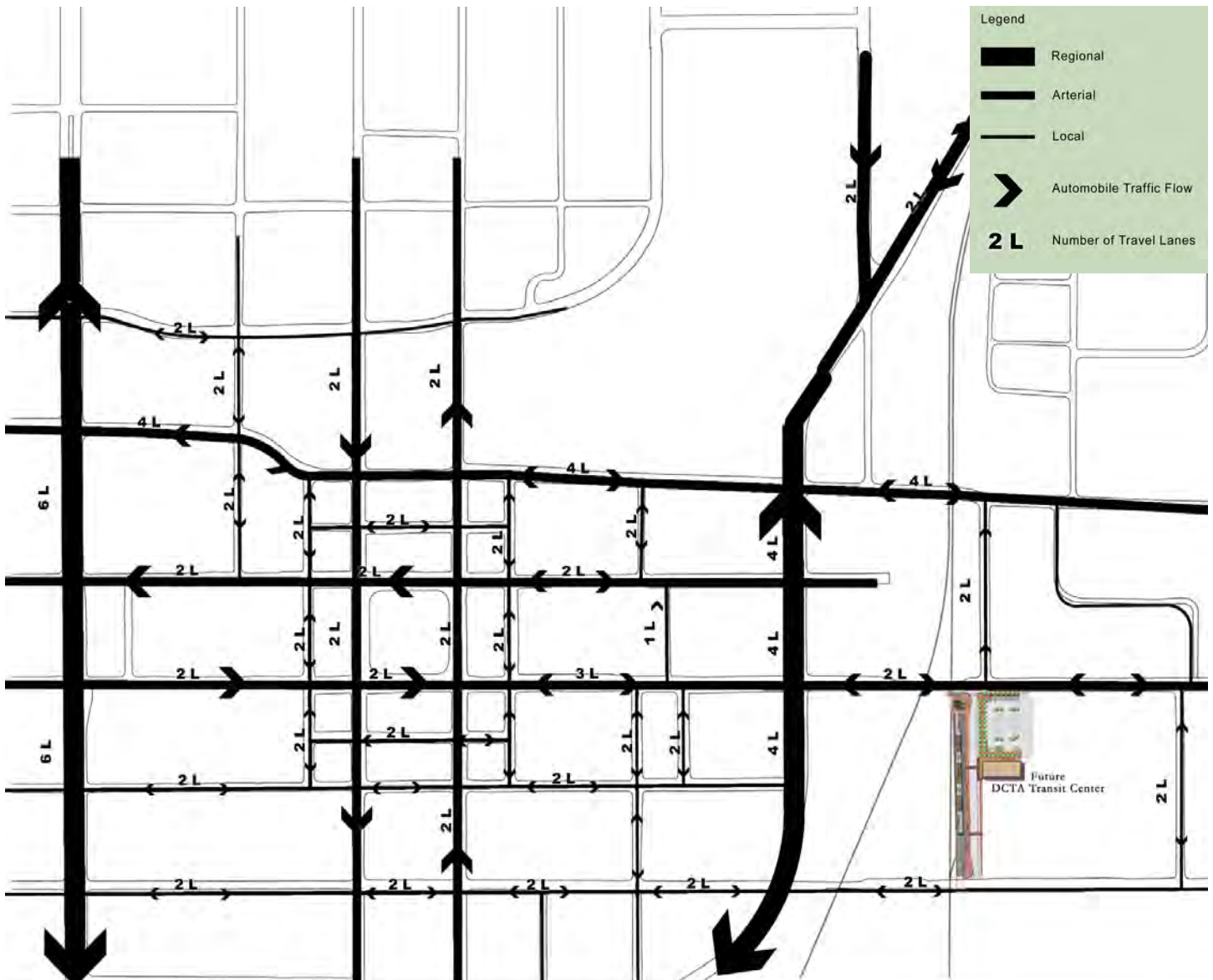
Traditionally, open space is very valuable and highly desirable in a downtown environment. Studies show that proximity to green space improves property values in urban environments, is psychologically beneficial, and is sustainable. Photograph 3.1 show a number of existing open spaces in downtown Denton. Denton has a number of opportunities to add various park and open space amenities to its downtown, which are further detailed in Chapter 4.



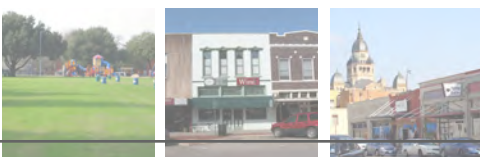
*Downtown Denton Open Space
Photograph 3.1*

E. Streets and Linkages Assessment

The Downtown Master Plan vision calls for downtown to provide: safe, efficient streets for motorists; safe, pleasant, and wide pedestrian walkways for citizens, shoppers, and tourists; safe, on-street routes for bicyclists; and abundant, on-street parking. The existing street network does not measure up to the vision. Downtown exhibits a number of conflicts involving these parking, streetscape appearance, and walkability goals. The DTIP strives to achieve the vision, balancing the needs of motorists, pedestrians, and bicyclists in a mutually-beneficial downtown environment.



Existing Streets Map
Exhibit 3.5



Downtown's street pattern has developed with an automobile dominance over the last 40 years. Exhibit 3.5 shows the hierarchy of the existing street network. Two primary streets, Bell Avenue and Carroll Boulevard, move traffic in a north-south direction. They bracket the east and west sides of the core of downtown and link Denton to the rest of the region. Hickory Street is the east-west connection between the Courthouse Square and the future DCTA transit center. Hickory Street is programmed to become the "Grand Street" downtown. Secondary and tertiary streets provide local access. The following listings detail the street network.

Primary Streets

- Bell Avenue is a two-way, four-lane-wide street, accommodating north-south movement.
- Carroll Boulevard is a two-way six-lane-wide street, accommodating north-south movement.

Secondary Streets

- McKinney Street is a two-way, four-lane-wide street, accommodating east-west movement.
- Oak Street changes from one-way to two-way and is a two-lane-wide street, accommodating east-west movement.
- Hickory Street changes from one-way to two-way and from two lanes to three lanes in width, accommodating east-west movement.
- Elm Street is a one-way, two-lane-wide street, accommodating southbound traffic flow.
- Locust Street is a one-way, two-lane-wide street, accommodating northbound traffic flow.

Tertiary Streets

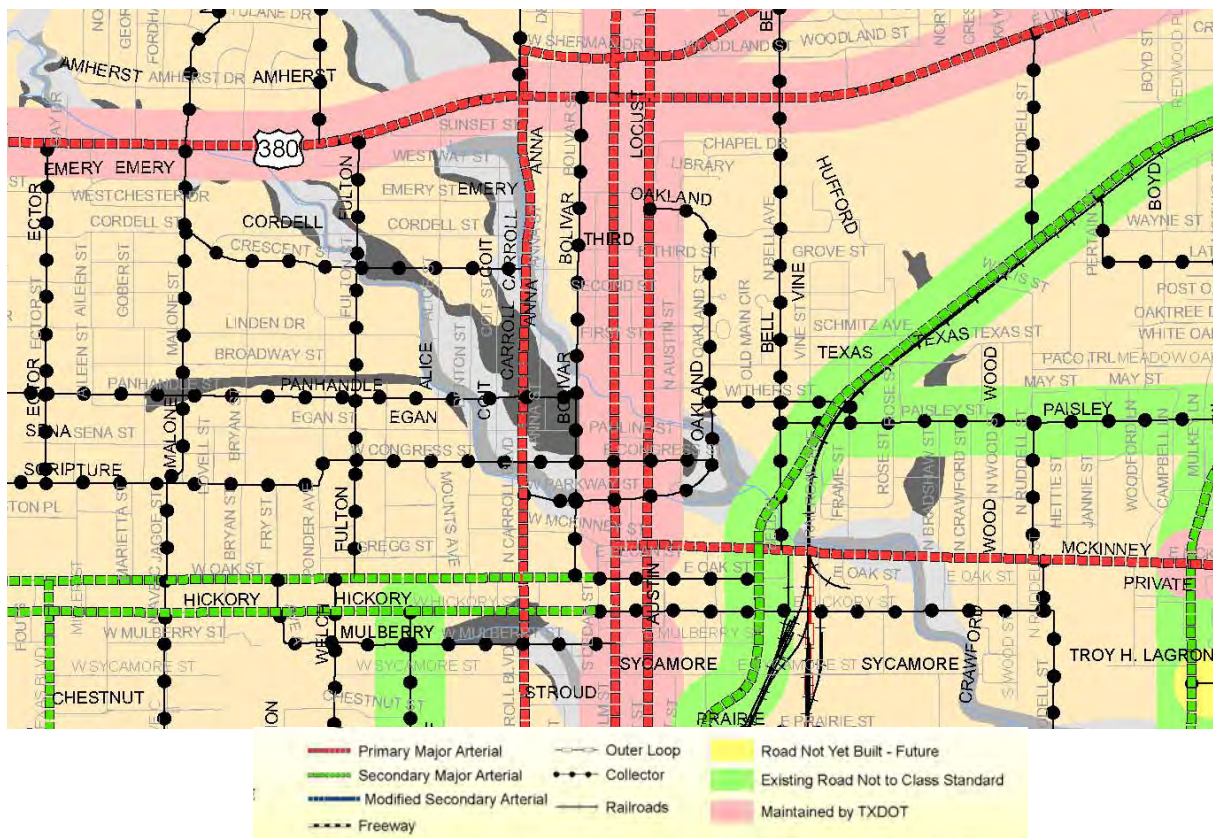
With the exception of Railroad Street, which is one-way, these streets are each two lanes wide and allow for two-way directional traffic flow.

- Mulberry Street
- Sycamore Street
- Walnut Street
- Railroad Avenue
- Exposition Street
- Industrial Street
- Bolivar Street
- Cedar Street
- Pecan Street
- Parkway Street
- Austin Street

Figure 3.6 shows the core area of Denton's Roadway Mobility Plan.

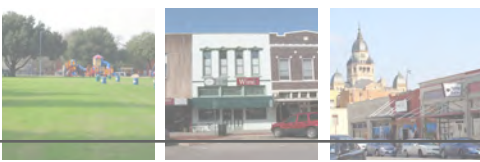
The existing sidewalk system includes the following approximate linear feet of different-width sidewalk treatments, lengths of roadway without parallel sidewalks, and intersection treatments, based on field-verified GIS data:

- Sidewalks with streetscape: 12,700 linear feet
- Sidewalks - wide: 9,000 linear feet
- Sidewalks - narrow: 77,800 linear feet
- No sidewalks: 37,600 linear feet
- Intersection crosswalks with treatment: seven out of a total of 48



Denton Mobility Roadway Plan
Exhibit 3.6

Through an understanding of the current Denton Mobility Roadway Plan it is apparent that downtown streets and arterials are established under suburban design criteria. This is not the desired solution for downtown to achieve its goals. Downtown needs to have a set of street and design standards that are urban with multi-modal functions that support active street land uses. With this defined, the DTIP is recommending a comprehensive change of the Mobility Roadway Plan for downtown.



F. Solid Waste Assessment

Downtown Denton contains one of the true, historic town squares in North Texas, which are characterized by richly detailed buildings, comfortable pedestrian sidewalks, and streets that are enjoyable to drive. One item that detracts from this image is the random placement of large, unsightly solid waste containers, which are emptied by trash trucks fitted with lifts for dumping the trash. Downtown Denton currently exhibits a broad array of trash removal decisions, including the placement of these solid waste containers on its through streets.



Solid Waste Map
Exhibit 3.7

All cities and downtowns across Texas have to manage solid waste and its removal. Many different methods, systems, and processes are available to address this issue. Each community needs to determine its desired goals to formulate a suitable solid waste strategy, including recovering recyclable materials. The DTIP provides a recommended strategy to provide a simple set of solutions that will benefit all users.

Exhibit 3.7 shows the locations of solid waste containers in downtown. The highest concentration of such units is located immediately off the Courthouse Square on Cedar, Walnut, Austin, and Pecan streets. The Denton Solid Waste Department furnished the following information about solid waste removal downtown:

- The study area includes a total of approximately 111 solid waste containers.
- A total of 1,067 cubic yards of solid waste is collected from the study area each week.
- Most solid waste containers are front loaded.

The study area contains two different districts, which have different trash needs:

- The Square District
- The Downtown District

In addition, the city's Solid Waste Department surveyed the community in 2008 for its views on solid waste removal and secured the following notable findings:

- 89% of merchants are willing to change the way trash is collected and to remove solid waste receptacles from streets.
- 46% are willing to take trash as far as a block away from their business.
- 96% would take advantage of on-site recycling.

A number of concerns involving solid waste containers were raised during the project's public involvement activities, including:

- Image
- Odor
- Loss of parking
- Number of containers
- Location of containers
- Small number of recycling containers
- Economic development loss



Two North Texas communities similar in size to Denton, McKinney and Rockwall, were contacted to see what guidance their solid waste removal processes might offer Denton. The findings of these contacts are described below:

McKinney, TX

Businesses in the downtown McKinney business district contact IESI, a solid waste removal company, to establish a commercial “downtown” account for curbside garbage and recycling collection Monday thru Friday. These accounts also include access at any time of the day or night on any day of the week to the city-provided commercial trash receptacles located at the corner of State Highway 5 and Cloud Street, as well as to the trash receptacles located in the MEDC parking lot adjacent to the police substation. A combination of bags, hand-carts, and trash receptacles are used to manage downtown McKinney’s solid waste.



*Downtown McKinney, Texas
Photograph 3.2*

Rockwall, TX

Downtown Rockwall merchants have trash picked up either in front of their business or from a separately-placed trash receptacle, depending on their individual contract with Allied, the solid waste vendor serving downtown Rockwall. The City of Rockwall does not handle trash service in the downtown area at this time.

The following list of six options for downtown was developed based on the above-described findings. Chapter 4 includes recommendations for a preferred approach from among these options.

1. Bags

Opportunities:

- Bags provide convenience for business owners
- Payment is based on need
- Bags eliminate the need for solid waste containers
- Least expense for facilities

Constraints:

- Visual problems
- Increased service requirements
- High man-hours



*Downtown Rockwall, Texas
Photograph 3.3*

2. Hand Carts

Opportunities:

- Ease of use
- Payment is based on need
- Hand carts eliminate the need for solid waste containers

Constraints:

- Location and storage issues
- Increased service requirements
- Hand carts only accommodate a small volume of trash

3. Side-Loaded Containers

Opportunities:

- These containers allow for large volumes of trash
- These containers can be screened
- Businesses do not have to store these containers or trash
- These containers fit square to buildings and walls

Constraints:

- These are not the largest type of solid waste container
- Screens for these containers are a slight challenge

4. Front-Loaded Containers

Opportunities:

- These containers accommodate the largest volumes of trash
- These containers can be screened
- Businesses do not have to store these containers or trash

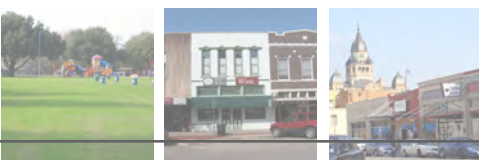
Constraints:

- These containers will be difficult to screen near the Square
- These containers will pre-empt parking spaces
- These are the largest containers to screen

5. Large Compactors

Opportunities:

- Compactors accommodate the largest volume of trash
- Compactors can be screened



Constraints:

- High cost
- Safety concerns

6. Enclosures

Opportunities:

- Enclosures screen solid waste receptacles from view
- Enclosures enhance the view from the street

Constraints:

- Enclosures slow down collection
- Enclosures involve a cost to build



*Solid Waste Removal Options
Photograph 3.4*

G. Architectural Design Assessment

Downtown Denton has a variety of wonderful architecture. Much of this historic fabric defines the area and its history, which connects the past to the present. The existing pattern of streets, railroad tracts and buildings establishes the future design for growth.

The original township lots for Denton were auctioned off in January 1857, when downtown was being planned as the heart of the city. The creation of the original central courthouse “square” established the town planning pattern, linking county leadership and government. Denton added the special significance of siting the square and courthouse on a hill, completing the current majestic Courthouse in 1896. Denton’s Courthouse Square is a valuable resource for the DTIP.



*Original Opera House
Photograph 3.5*

The assessment of downtown Denton’s architecture is based on site reconnaissance, which included a photographic field inventory. Key findings include the following:

- The Denton County Courthouse is the jewel of downtown.
- Downtown contains a significant number of quality masonry buildings, exhibiting a range of building periods and a depth and breadth of architectural styles.
- Many blocks contain unified building facades.
- A number of landmark buildings are important to downtown, including:

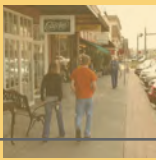
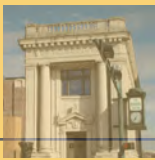
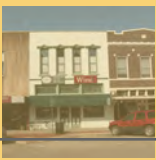
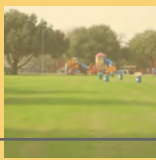
Campus Theatre
City Hall West
The Bank Building
Scripture Building
Wright Opera House
First United Methodist Church



*Downtown Square
Photograph 3.6*



*Downtown Circa 1940's
Photograph 3.7*



4

Downtown Recommendations - Land Based

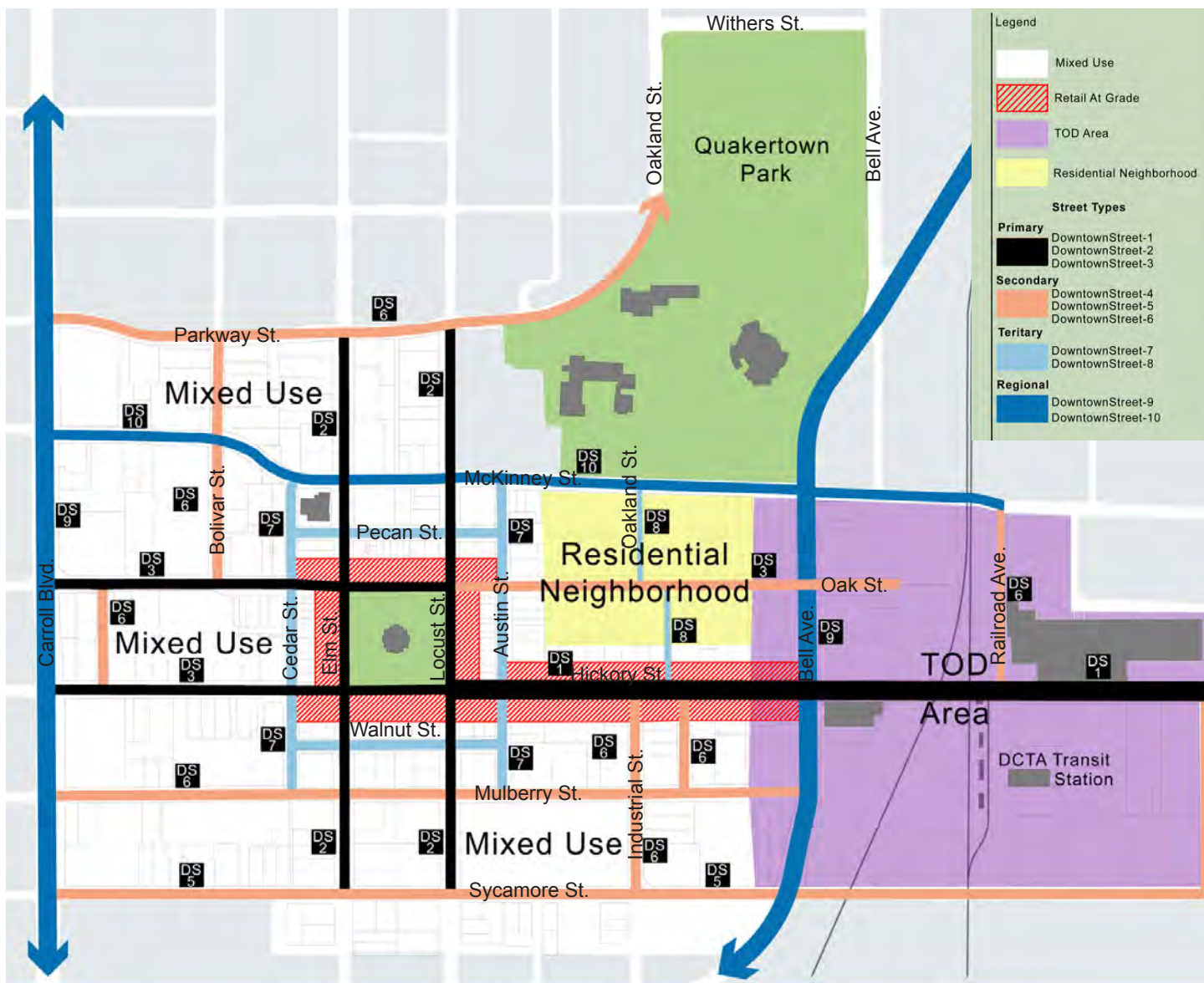
This chapter presents the recommendations for land use, including parks and open space, and for design guidelines for downtown Denton; and it includes the key findings that have led to the recommendations. The recommendations are founded on the vision and thoughtful insights of both the public and private sector. Additionally, the recommendations take into consideration the Downtown Master Plan, public involvement results, and existing conditions. These recommendations provide the foundation for the DTIP's implementation strategies.



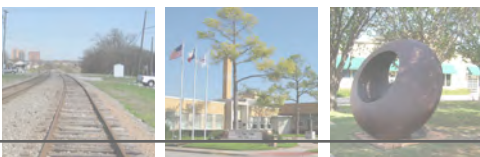
A. Form Based Code (Future Land Use)

Purpose and Intent

Form Based Codes (FBCs) are distinctly different from typical zoning ordinances and standards (often called Euclidean zoning). FBCs focus on creating functional, attractive, and economically-successful neighborhoods and commercial areas by creating a more predictable outcome of physical development. Nevertheless, they can easily be adopted within a typical zoning or development ordinance. FBCs work very much like a Planned Development (PD) district, where key standards are incorporated into the creation of the PD districts.



Framework Plan
Exhibit 4.0



Priority Recommendations:

A1: Formally adopt DTIP

A2: Formally adopt the Form Based Code

- A3: Create a new zoning district in the Denton Development Code called “Downtown District”

FBC districts are the result of broad public-private cooperation where roadways, sidewalks, transit, and bicycle access work together to make pedestrian-friendly environments attractive to retailers, employers, and the rapidly-expanding demographic categories of young professionals and retirees. These types of districts, which have been created elsewhere in the region and the country, have proven to increase property values and be more recession-proof than development that does not include an FBC development approach.

FBCs offer a number of advantages. The standards are high, but if met, development can be achieved with minimal time delay. In fact, urban-style projects, which could take up to two and a half years to gain approvals and variances for downtown conditions using typical zoning procedures, have been achieved in a much shorter time and with a much more desirable outcome for the public, the district, and the developer in most cities using FBCs.

The overall objective is to create buildings, streets, and public spaces that, over time, have the versatility to be reused. A built environment that can readily accommodate reinvestment eliminates the need for demolition and reconstruction every 25 to 40 years.

Link to Downtown Implementation Plan: FBC is an important tool needed to implement the vision and goals for downtown Denton. It facilitates realizing the DTIP recommendations by setting standards and developing policy language for elements, such as building form, parking, open space, architectural elements and streetscape.

The FBC is a stand-alone document that will replace the existing zoning for downtown. The easiest way to fit the FBC into the Denton Development Code (DDC) is to create a new zoning district, called “Downtown District” which to include all of the FBC text. Such a new DDC zoning district is equivalent to establishing a PD district in the DDC. All of the standards and intent statements



*Active Community
Photograph 4.0*



Block Face Example
Exhibit 4.1

in the Downtown (Zoning) District will govern where any conflicts may arise with other DDC provisions. Exhibit 4.0 shows the framework plan which defines future land uses for downtown Denton, which will be implemented with an FBC district:

District Goals: The codes and zoning ordinance for downtown will reflect the following principles, which are inherent in the FBC.

Block Face: Buildings should be constructed adjacent to the sidewalk, with parking behind the main façade of the building in order to provide the block with a sense of enclosure and to enhance the pedestrian experience. (See Exhibit 4.1)

Street Design: Street design should reflect the dual concept of the street as both vehicular thoroughfare and civic space. Streets should be designed for the shared use of pedestrians, bicycles, and vehicles.

Sidewalks should have continuous shade for the comfort of pedestrians. Other paved surfaces, such as parking areas and off-street parking lots, should also be shaded or have tree canopy to reduce the heat-island effect on people and buildings.

Retail at Grade: Street-level retail construction should have a ceiling height providing flexibility for a wide variety of retail and restaurant uses. In addition, windows along the street face will support those commercial activities as well as enliven the sidewalk experience. (See Photograph 4.2.)

Residential at Grade: Residential units, which are located on or near grade, should engage the sidewalk with entries and windows facing the street. This engagement provides sidewalk users with a sense of security and gives residents a sense of “ownership of the sidewalk.” However, demarcating the private realm from the public realm is key; elevational change or low fencing can accomplish this objective. (See Photograph 4.3.)

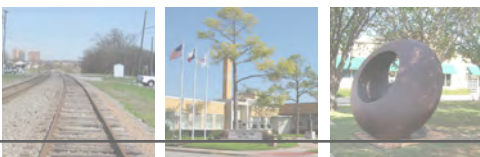
Building Form: Downtown Denton has an outstanding stock of historic buildings. New buildings should not be required to match the historic style identically, but they should respect the historic tradition with a distinct base, middle, and top (often called tri-partite architecture, as seen in Exhibit 4.2). In addition, corners and street or walkway termini present opportunities for landmark features on buildings.



Retail at Grade
Photograph 4.1



Residential at Grade
Photograph 4.2



Building Height: New buildings should be at least two stories in height and a maximum of four stories, with two exceptions. Proximity to the DCTA transit center (the TOD Area) and to Quakertown Park (the Residential Area) are locations that could benefit from greater height for density and views without impacting visibility of the Courthouse from primary approaches into downtown. The height in these areas should not exceed seven stories.

Building Materials: Materials should be durable and age well, especially those at grade, which are subject to high contact.

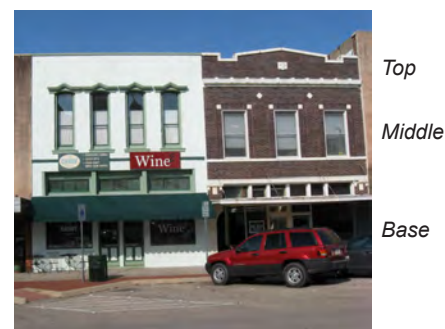
Parking: Large land areas used exclusively for parking for separate uses is a waste of resources and diminishes economic activity. Shared use of parking should be encouraged. In addition, parking standards for retail, restaurant, and office uses should be modified to allow the interchangeability of mixed uses without triggering a requirement for additional parking.

Bicycle Accommodation: Adequate bicycle parking should be provided throughout downtown to encourage bicycling. (See Photograph 4.3.)

Sign Standards: Signage standards need to be included that are suitable for urban mixed-use districts and responsive to the needs of successful retail and restaurant activity.

Land Use: Residential, retail, and office uses should be permitted throughout downtown so that Denton is able to respond to changing market dynamics.

Procedures: The FBC-established process is important to the success of attracting high-quality development and investment. The process should blend speed of staff review and approval of properly-designed projects with the input of a third-party Urban Design Officer, who is familiar with urban mixed-use, pedestrian-oriented development. This independent professional can both advise the city and work with the developer to ensure that development will contribute to the vision for downtown Denton.



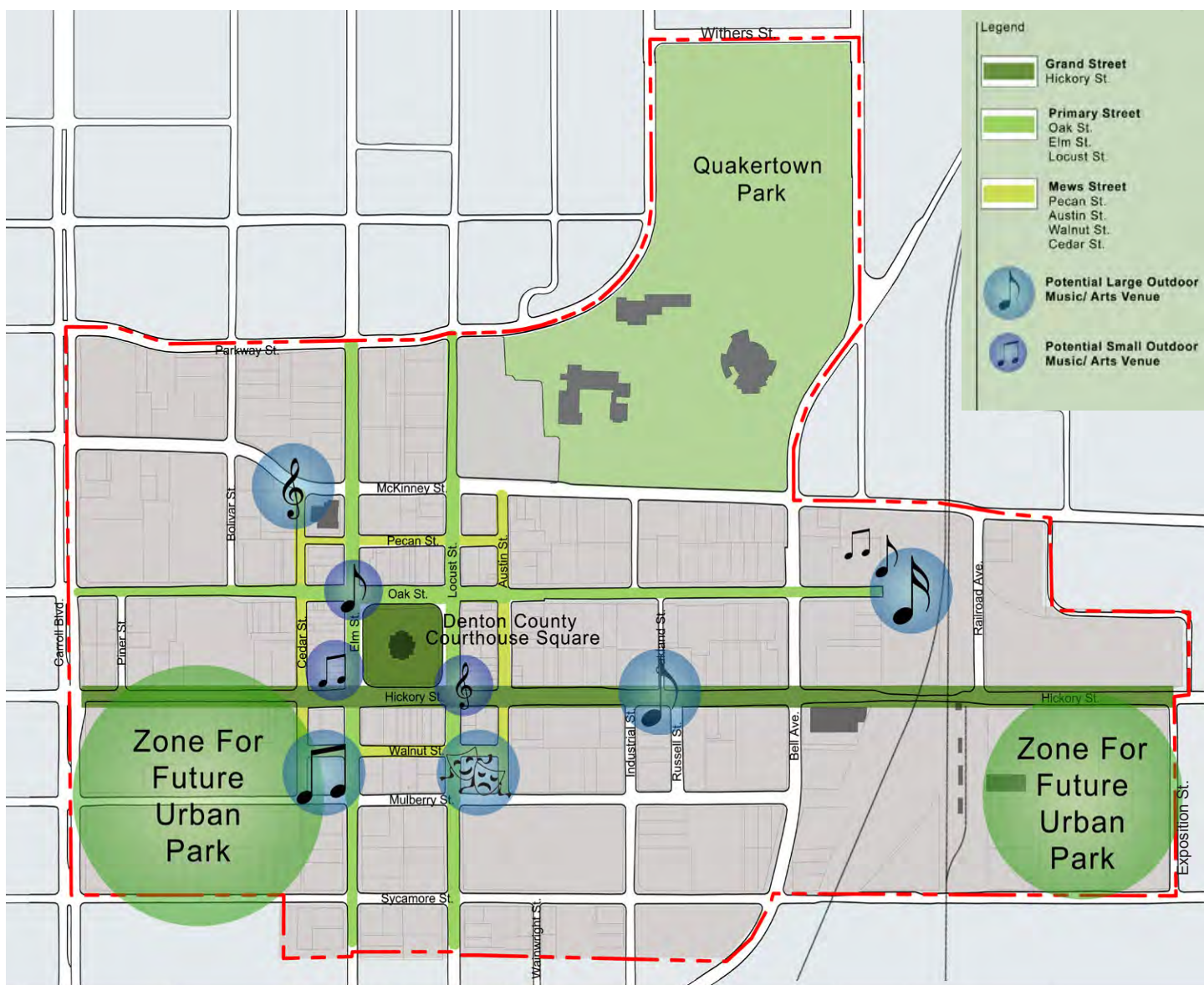
*Building Form
Exhibit 4.2*



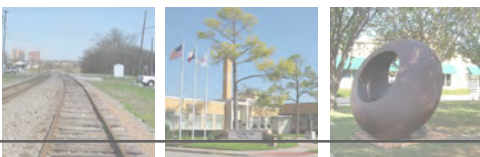
*Bicycle Accommodation
Photograph 4.3*

B. Parks and Open Space

Parks and open space are the livability elements that support a high quality of life in downtown. Existing downtown park and open space features were assessed and were determined to be of average-to-above-average quality and quantity for downtown's current, limited number of residents. Exhibit 4.3 shows these features along with recommendations for improvements. Additional resources will need to be provided as future downtown growth occurs near Quakertown Park and the proposed DCTA transit center.



Parks and Open Space Plan
Exhibit 4.3



Priority Recommendations:

C1: Create a series of Urban Spaces - pocket parks, neighborhood parks, and wide pedestrian sidewalks

C2: Create Music and Fine Art Spaces

C3: Implement Quakertown Park Master Plan

Photographs 4.4 and 4.5 show examples of park open space and Jazz Fest at Quakertown Park. Components of the existing and future park and open space network include:

Urban Open Space

- Pocket Park / Venue
- Pedestrian Sidewalk
- Street Music Venue

Neighborhood Components

- Denton Courthouse Square
- Neighborhood Park
- Pedestrian Trails
- Bicycle Network

Regional

- Quakertown Park
- Multi-Purpose Venue

In addition, Denton should leverage its unique local history of music and arts and the current music and art programs with UNT, TWU, and DISD to establish a downtown entertainment series, using:

Small Outdoor Venues

- Pocket Park / Venue
- Pedestrian Sidewalk
- Street Music Venue

Large Outdoor Venues

- Quakertown Park
- Significant Streets
- Expanded ROW
- Pavilions
- Band Shell



Open Space
Photograph 4.4



Jazz Fest
Photograph 4.5

Quakertown Park

A Jewel of a Resource

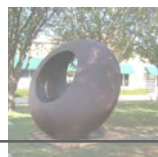
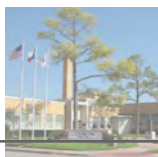
Great downtowns include an exceptional park as an open-space green amenity. Quakertown Park fills that need for downtown Denton. Quakertown Park's trees, water features, and quality civic buildings provide an outstanding set of natural and manmade resources. Both downtown stakeholders and Denton citizens use Quakertown Park.

Revised Master Plan

The master plan for Quakertown Park was revised as part of this DTIP to reinforce recommendations supporting downtown's projected growth. The revised master plan was developed with input from Denton's Parks and Recreation Department staff during a day-



Quakertown Park Concept Plan
Exhibit 4.4



long work session conducted at the Civic Center and several of additional meetings. The revised master plan divides the park into several zones, each of which is focused on a specific user group. Several zones within Quakertown Park serve multiple functions. (See Exhibit 4.4)

Goals and program elements were established to guide future design changes in the park. The most significant recommendation involves removing the northern creek because it is a barrier between east and west amenities. This short run of the creek can be placed in a box structure and covered with earth. Also, the southern creek needs to be naturalized by removing the existing concrete channel for its full length through the park.

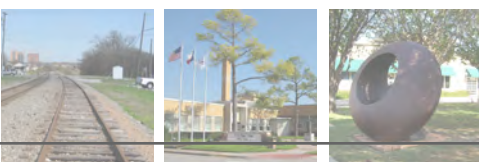
The following set of recommendations summarize the changes:

Park Goals

1. Increase connectivity between the park and downtown.
2. Enhance landscaped green-space in the park.
3. Create new vistas within the park.
4. Use water features in the park to reduce downtown flooding.
5. Increase parking without adding any additional hard surface.
6. Establish a more secure environment in the park.
7. Provide quality landscaped park edges (perimeter treatment).
8. Provide a permanent performance venue.
9. Upgrade the infrastructure for the festival components of the park.
10. Promote the park as downtown's "Central Park," the city's signature park.
11. Provide for citizens' year-round recreational needs.
12. Celebrate the legacy of architect O'Neil Ford, who designed City Hall, Emily Fowler Library, and the Civic Center.
13. Increase park users' enjoyment of water in the park.
14. Provide opportunities to recycle specific waste (plastic bottles and aluminum cans).

Park Program Elements

- Heritage tree preservation
- Pedestrian trail network
- Amphitheater
- Large-group pavilion
- Upgraded kids playground
- Spray water play feature
- Gateway and park portal entry features
- Landscaped perimeter treatment
- Landscaping and softening of existing parking lots
- Lake water feature (to lessen downtown flooding and to provide an important pedestrian amenity with a hard edge on one side)
- Large civic space for gatherings
- Passive recreation space
- Public restroom facility
- Infrastructure upgrades (power, lighting, water, and sewer)



Lakefront

The Lakefront zone brings the Civic Center and Senior Center areas together into one area focused on a new lake amenity, which will help to reduce downstream flooding. This lake will include a hard edge around the lake and a park structure for small performances. Photographs 4.6 shows examples of proposed lakefront development.

Potential future design modifications for this area:

- Lake water feature
- Passive recreation space
- Large civic space for gatherings
- Landscaping and softening existing parking lots



Lakefront
Photograph 4.6

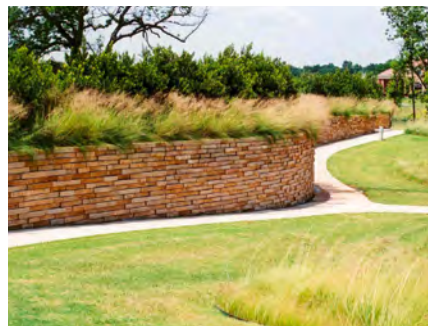


Library

The Library zone should better support the Emily Fowler library functions and offer outdoor learning environments. Naturalizing the stream channel to the south of the library will make proposed pedestrian seating and overlooks more appealing, and will provide sustainable solutions. Photographs 4.7 shows existing and proposed examples.

Potential future design modifications for this area:

- Passive recreation space
- Landscaping and softening existing parking lots



Library
Photograph 4.7

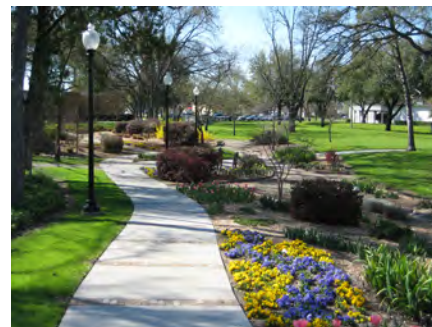


Garden/Performance

The Garden/Performance zone provides a quiet garden environment and it also functions as a “music in the trees” setting during large festivals. Photographs 4.8 shows examples of garden/performance environments.

Potential future design modifications for this area:

- Passive recreation space
- Large civic space for gatherings



Garden/Performance
Photograph 4.8

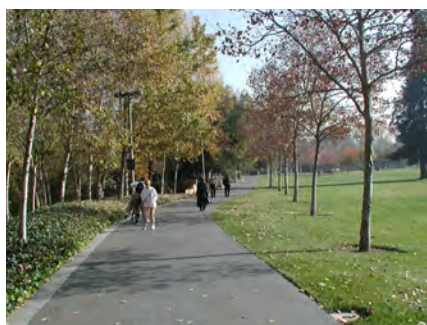


Park and Perimeter Edge

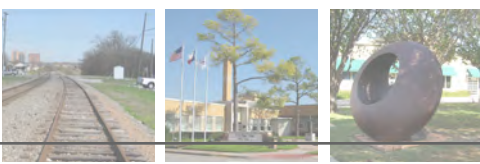
Several park and perimeter zone treatments may be incorporated into Quakertown Park. Photograph 4.9 shows different park and perimeter treatments.

Not all programmatic elements are contained in a single zone or a group of zones. The following Quakertown Park zones will include each of the listed program elements:

- Heritage trees preservation
- Pedestrian trail network
- Gateway / signage features
- Park portal entry features for pedestrians
- Landscaped perimeter treatment
- Infrastructure upgrades
- Required ADA modifications



Park and Perimeter Edge
Photograph 4.9



Pavilion/Performance

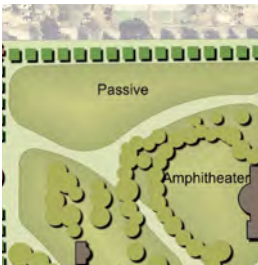
The Pavilion/Performance zone includes the lawn that is created by enclosing the northern creek in a box structure to better accommodate east west movement in the park. A new pavilion is proposed for the lawn to provide additional venues for family events and smaller gatherings. Photographs 4.10 shows examples of pavilion/performance venues.

Potential future design modifications for this area:

- Large-group pavilion
- Spray water play feature
- Passive recreation space
- Public restroom facility (amphitheater or pavilion)



*Pavilion/Performance Space
Photograph 4.10*



Passive

A soft, green landscape is the predominant environment for the Passive zone. Photographs 4.11 shows examples of typical passive park spaces. This zone can also support an improved set of children's play structures, for residents.

Potential future design modifications for this area:

- Passive recreation space
- Upgraded kids playground



*Passive Space
Photograph 4.11*



Amphitheater/Performance

The Quakertown Park Concept Plan creates the location for a large civic amphitheater in the current location of the municipal pool. The swimming pool is challenged with growing maintenance issues. Use of the pool will continue to decline as family neighborhoods increase in locations away from downtown. A community focused amphitheater venue for festivals and music events is proposed as a replacement.

The amphitheater will need to be designed to function well for a large crowd and also as a park element offering shade during non performance times. Photographs 4.12 show examples of amphitheater/ performance environments. The facility will need to accommodate ticket sales, audio and electric needs, performance lighting and security. This overall zone should also include the future development of a public restroom facility for park patrons.

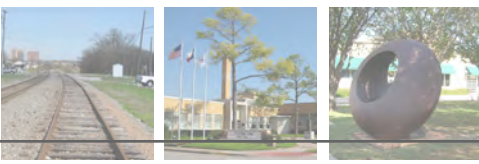
Potential future design modifications for this area:

- Amphitheater
- Large civic space
- Public restroom facility (amphitheater or pavilion)
- Landscaping and softening existing parking lots



*Amphitheater/Performance
Photograph 4.12*

- The suggestion of removing and replacing the pool from Quakertown Park was a topic of much discussion during our design review.
- The only way we could consider converting the pool to an amphitheater would be to fund the construction of a new pool, close to the existing site or in the southeast section of town.
- We would not consider permanently closing the Civic Center Pool without first constructing a suitable replacement that would serve as an affordable aquatic option.



Civic Edge

The Civic Edge park zone has the greatest direct connection with downtown. Making this zone attractive with easy access to Quakertown Park is important to future adjacent residential uses. This zone includes a proposed park portal feature which will increase pedestrian connectivity; the crosswalk linkage to downtown will require signalization. Photographs 4.13 show the typical type of settings that will be designed for this zone.

The Quakertown Park Concept Plan recommends the removal of the existing Denton County office building. The building is small in size and viewed as inappropriate for the park environment. Downtown will benefit from the expanded green edge across McKinney Street from new mid-rise residential and mixed use development. The recovered landscaped park will support pedestrian walkways, public art, benches and, potentially, a future dog park for residents.

Potential future design modifications for this area:

- Landscaping and softening existing parking lots
- Accommodating passive recreation space



*Civic Edge
Photograph 4.13*

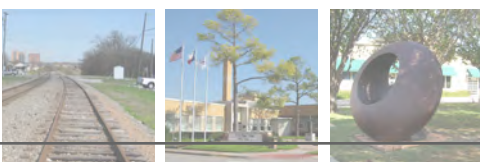
C. Architectural Design Guidelines

A wide range of architectural styles can coexist in downtown. A list of contributing downtown buildings and architectural elements has been defined as part of the DTIP to be used along with the FBC to guide the design of new buildings in downtown.

Photographs 4.14 and 4.15 show the range of downtown buildings that create a palette of contributing architecture. These buildings exhibit a quality of design, use of materials, relationship of place, pedestrian linkage connections, and a supportive public realm that warrants their inclusion. Photographs 4.16 highlights downtown architectural elements that reinforce the contributing characteristics of downtown buildings.



Contributing Architecture in Downtown
Photograph 4.14



Priority Recommendations:

D1: Formally adopt DTIP report which defines:
Quality, Place, Environmental Design elements

D2: Establish LEED rating goal for all new
development

D3: Submit DTIP for LEED neighborhood certification

D4: Follow Tri-partite architecture proportions

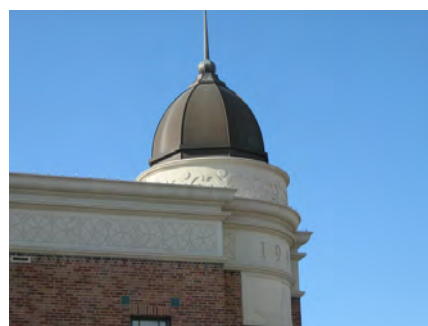
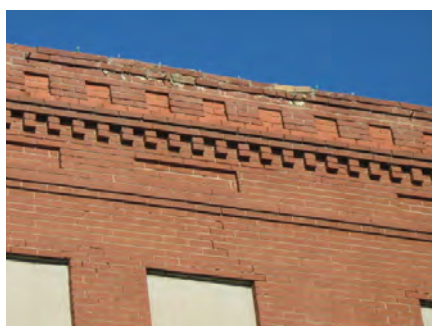
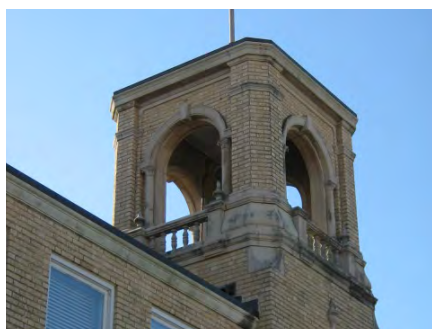
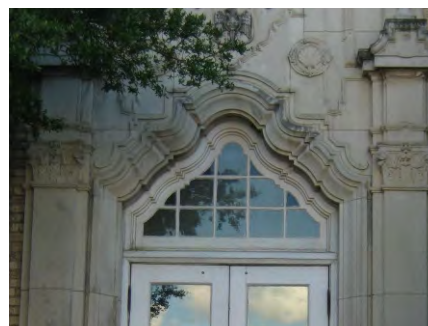
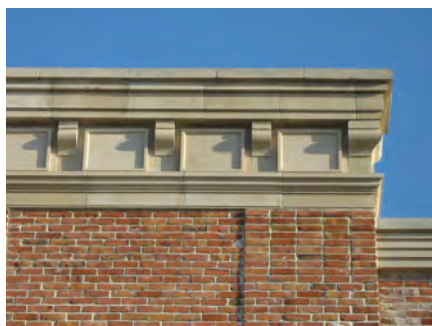
Downtown Architectural Components

The following listing outlines the components that need to be reviewed to achieve quality architecture in downtown. These components and relevant recommendations, many of which are communicated through images and photographs, set the tone for design, place making, and the relationship to the public realm appropriate for the development of downtown.

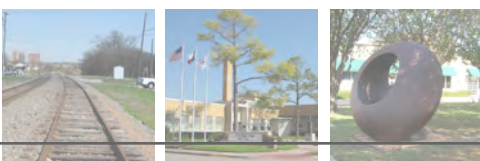


Contributing Architecture in Downtown
Photograph 4.15

1. Quality
 - Design
 - Materials
 - Proportions
2. Definition of Place
 - History
 - Culture
 - People
3. Sustainable
 - Buildings
 - Neighborhood (Downtown)
4. Traditional vs. Modern
 - Style
 - Characteristics
5. Safety through Environmental Design
 - Windows
 - Access and Views



Contributing Architecture Elements for Downtown Denton
Photograph 4.16



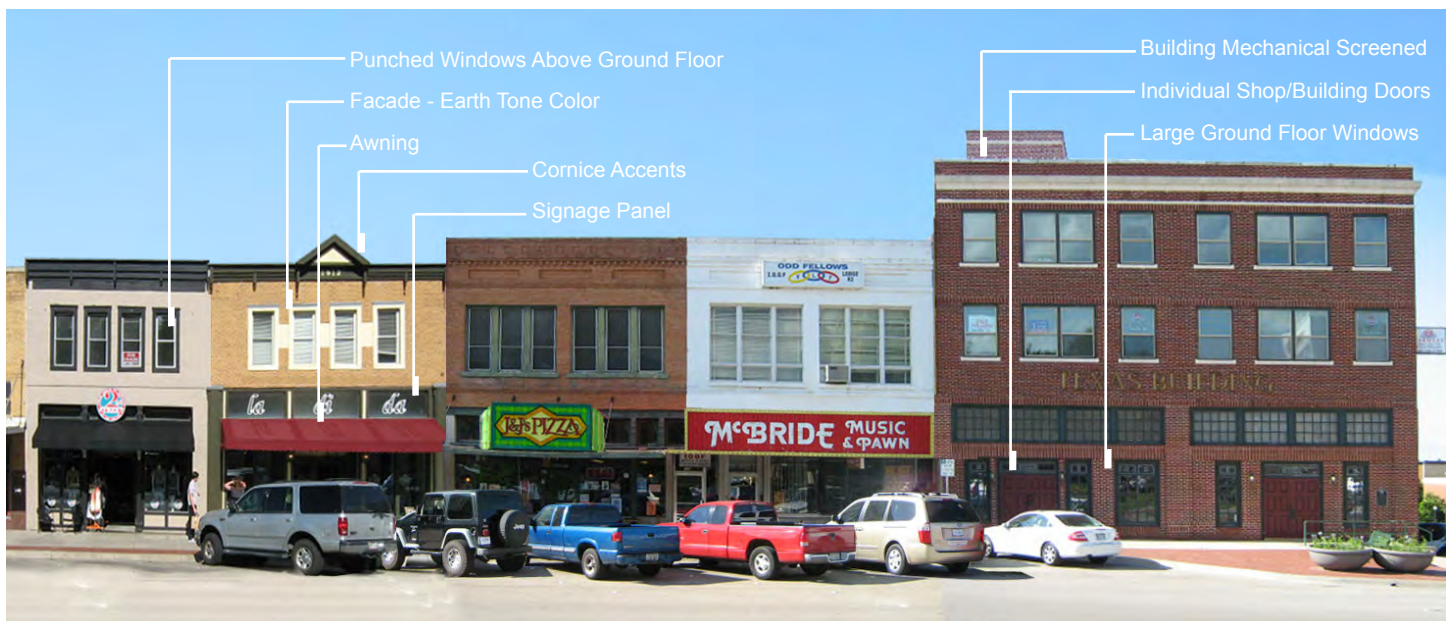
1. Quality

Finding – Downtown contains a significant amount of quality architecture. New construction needs to build and add to the quality of existing architecture, primarily through three different measures of defining quality, namely: design, materials, and proportions. Quality architecture is based on excellent design produced by an architect using quality (durable) materials working and detailing with proper proportions.

Recommendation – Any materials local to Denton that create durable, high-quality buildings may be used, rather than limiting new construction to a specific list of materials. Architects working in downtown need to follow correct proportions for building facades. The architectural elevation in Exhibit 4.5 and 4.6 are marked to show how several of Denton’s downtown buildings display the correct use of the three quality measures of design, materials, and proportions.

2. Definition of Place

Finding – Denton and North Texas provide an environment which celebrates places. Many downtowns are weekend retreats for shoppers who are seeking a unique experience. Architecture can support these activities making downtown Denton a marketable destination.



*Elevation Defining Correct Use of Elements
Exhibit 4.5*

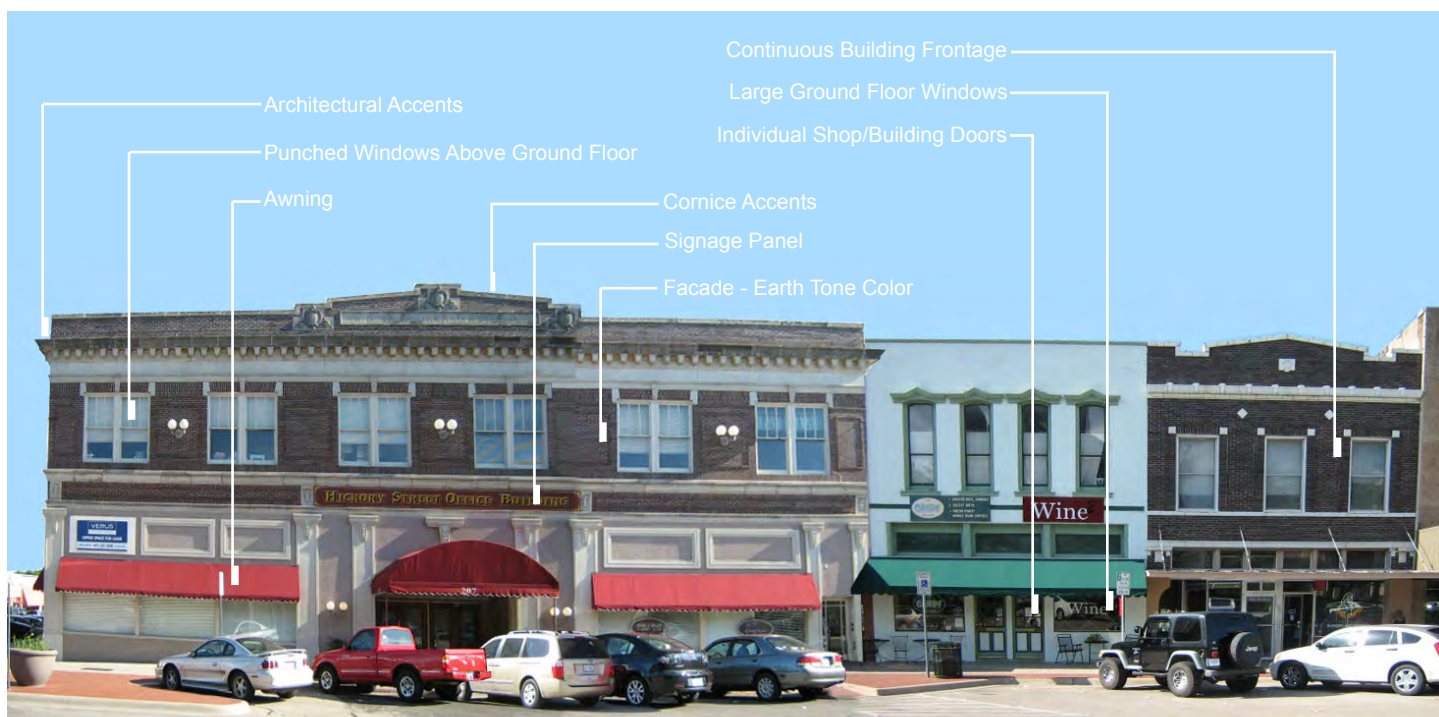
Recommendation – Removing fake facades that are not architecturally correct will help establish downtown Denton as a truly special and memorable place. Some existing building facades harm downtown’s image in several ways:

1. Façades that are “slipcovered” and hide the original façade, which better defines the integrity of the building.
2. Façades that lack scale and that are constructed of poor quality materials.
3. Facades that lack windows that define scale, height, and proportion. Blank walls are a poor choice for all downtown buildings.

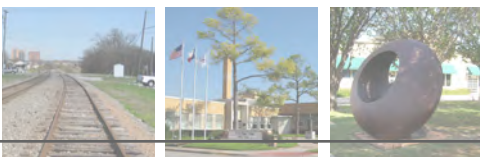
3. Sustainable

Finding – If the built environment is more sustainable, downtown Denton can generate more economic development and improving the long-term environment..

LEED is an internationally recognized green building certification system, providing third-party verification that a building or community was designed and built using strategies aimed at improving performance across all the metrics that matter most: energy savings, water efficiency, CO2 emissions reduction, improved



*Elevation Defining Correct Use of Elements
Exhibit 4.6*



indoor environmental quality, and stewardship of resources and sensitivity to their impacts. LEED, which the U.S. Green Building Council (USGBC) developed, provides building owners and operators a concise framework for identifying and implementing practical and measurable green building design, construction, operations, and maintenance solutions. Sustainable building strategies should be considered early in the development cycle. LEED is flexible enough to apply to all building types, commercial, as well as residential. It works throughout the building lifecycle from design and construction through operations and maintenance, tenant fit out, and significant retrofit.

In addition, LEED for Neighborhood Development extends the benefits of LEED beyond the building footprint into the neighborhood it serves. LEED for Neighborhood Development is a collaboration among USGBC, Congress for the New Urbanism, and the Natural Resources Defense Council.

Recommendation – All new downtown buildings should be LEED-certified. (See the Exhibit 4.7 LEED certification symbol.) The city should work with downtown property owners, local developers, Denton County, and DCTA to define the desired level of LEED certification.

Buildings

LEED-certified buildings are located and designed to:

- Lower operating costs and increase asset value.
- Reduce waste sent to landfills.
- Conserve energy and water.
- Be healthier and safer for occupants.
- Reduce harmful greenhouse gas emissions.
- Qualify for tax rebates, zoning allowances, and other incentives in hundreds of cities.
- Demonstrate an owner's commitment to environmental stewardship and social responsibility



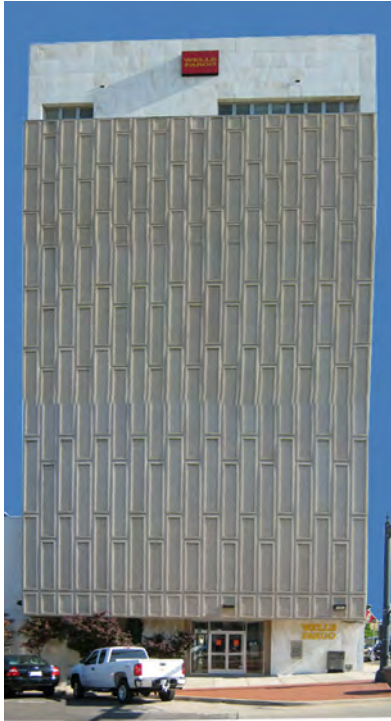
LEED Certification Symbol
Exhibit 4.7

Neighborhood (Downtown)

Recommendation – The DTIP should be submitted for USBCG LEED certification once the city adopts the DTIP, which was developed to be in conformance with LEED principals and guidelines. The LEED for Neighborhood Development Rating System integrates the principles of smart growth, urbanism, and green buildings into the first national system for neighborhood design.

4. Traditional vs. Modern

Finding – Modern architecture, like traditional architecture, exhibits both good and bad design examples. Downtown has more good-quality traditional building stock than good-quality modern structures. Many of downtown’s modern buildings break basic design principles. They use poor quality materials; they do not follow tri-partite architecture (distinct base, middle, and top); and they fail to use proper proportions. Photograph 4.17 shows some non-contributing façade treatments.



The following buildings of modern design in downtown Denton are excellent buildings to serve as role models for future development:

- Main Fire Station Expansion
- Denton City Hall
- Civic Center

Recommendation – Downtown buildings should be of either traditional or modern design, reflecting in either case, the three basic areas of quality: design, materials, and proportions.

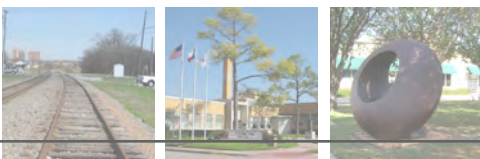
5. Safety through Environmental Design

Finding – Many times, crime occurs in environments that more easily support illegal behavior, such as in poorly lighted areas, areas where views are blocked, or areas on dead-end streets. Downtown Denton, like most downtowns, currently has some of these unsafe environments, based on careful observation, that need improvement.

Recommendation – Denton and a downtown parking authority should develop a program to review sites, and mitigate environmental safety design. These corrections may include: improving parking lot lighting; replacing lamps in light fixtures in a timely fashion; requiring pruning of landscape material to increase sight lines; and improving pedestrian lighting along streets and sidewalks.



Non-Contributing Architecture
Facades in Downtown
Photograph 4.17



TOD Overview

The City of Denton and Denton County Transportation Authority are working to create an intermodal transportation center serving Downtown Denton.

In order to plan for future transit supportive development in the Downtown Transit Center area, the City of Denton has begun a planning process, to understand the impacts of new transit service on current and future development. The resulting “Transit Oriented Development” (TOD) plan provided the infrastructure and open space framework and building typologies for a new mixed-use transit community of sustainable development. This plan and study was completed for the City in the Fall 2009.

The study area includes approximately 38 acres within a one-fourth-mile radius of the station location. The one-fourth-mile represents the ideal walking distance to transit and the general influence area of transit on a walkable development. Proposed land uses in the area include expansion of public services, higher density residential, retail, and office uses.

Sustainability

The TOD plan was developed to be consistent with the elements of sustainability as defined by the North Central Texas Council of Governments (NCTCOG) in their Development Excellence program.

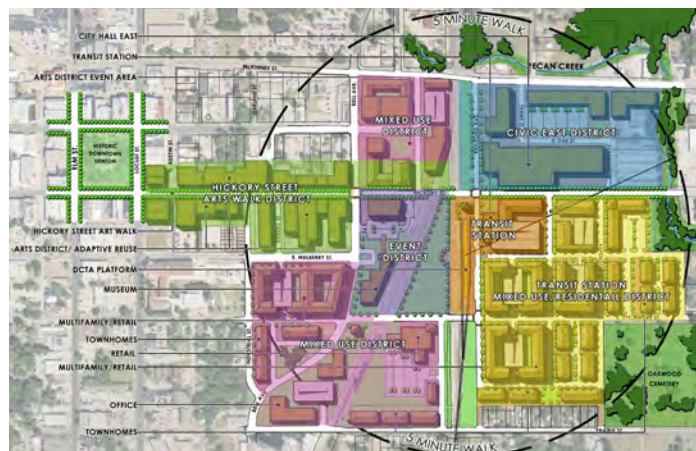
These ten (10) principles provide a guide for private and public development in and around the new transit center. Energy use and resource efficiency of the new pattern of development is important. The sustainable elements include the following:

- | | |
|------------------------|------------------------------|
| 1. Development Options | 6. Environmental Stewardship |
| 2. Efficient Growth | 7. Quality Places |
| 3. Pedestrian Design | 8. Transportation Efficiency |
| 4. Housing Choice | 9. Resource Efficiency |
| 5. Activity Centers | 10. Implementation |

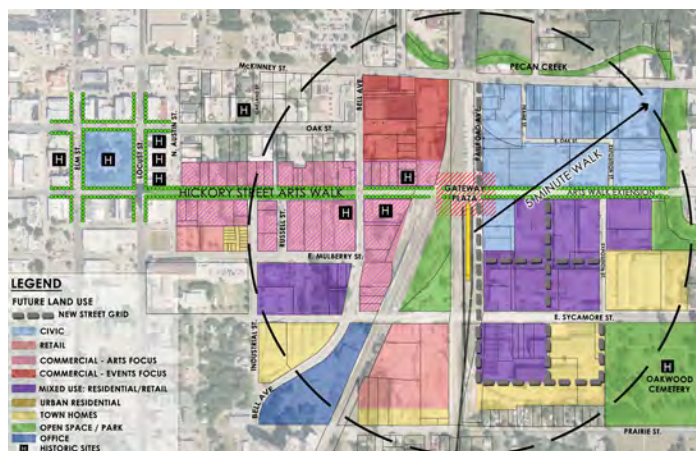
Transit Oriented Development Framework

Transit can do more than improve accessibility. Transit is a tool that can encourage economic development, serve as a catalyst for urban renewal, and create a sense of place. Access to transit can support the building of sustainable environments where people

can live, work and play. Transit oriented development (TOD) is about creating opportunity for businesses and residents. Capitalizing on these opportunities requires a broad vision that supports the community's strengths and weaknesses, and a financial and implementation plans which responds to the community's needs.



TOD Districts
Exhibit 4.8



TOD Future Land Use Concept
Exhibit 4.9

Transit oriented development is an approach to land use and development that relies on design and land use practices typically found in older central cities. These design practices include a mix of land uses (residential, retail, office and public service), a well connected street grid, a well defined pedestrian environment and proximity to transit.

The City benefits when increased property values translate to higher tax revenues, and the community profits from new investment.

Transit Oriented Development Framework

The proposed land uses in the Downtown Station area are a mix of residential and commercial uses intended to complement the Hickory Street Corridor and Downtown redevelopment.

Building height, massing, parking requirements and other elements will determine location and orientation of related building types. A key land use is mixed use, which is the vertical organization of two or more land uses into one multi-story building. Additional examples of the preferred future land uses and related infrastructure are illustrated in the TOD land use concept plan.



5

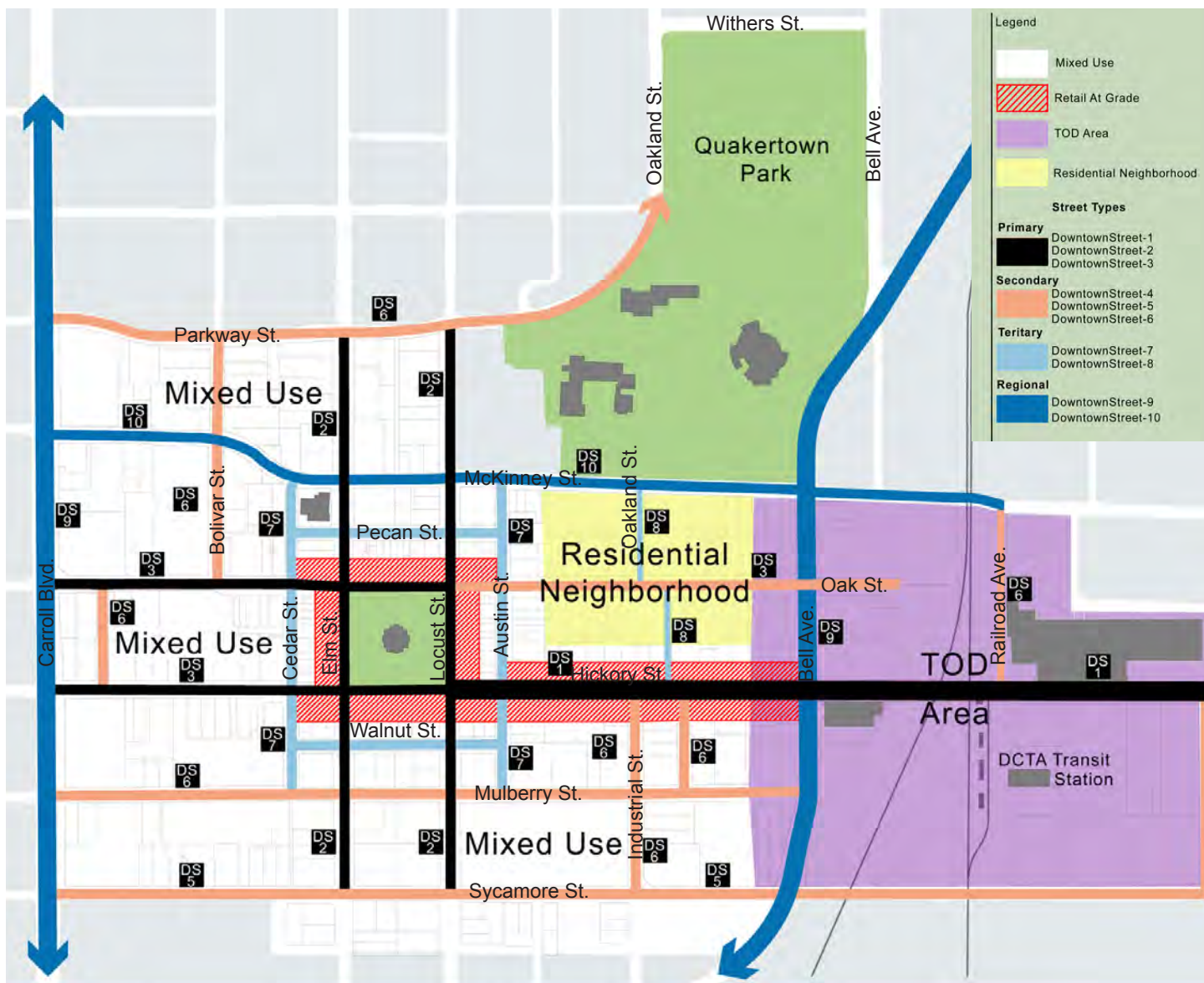
Downtown Recommendations - Infrastructure Based

This chapter presents the infrastructure recommendations for downtown Denton, and includes key findings that led to the recommendations. The recommendations are founded on the vision and thoughtful insights of both the public and private sector. Additionally, the recommendations take into consideration the Downtown Master Plan, public involvement results, and existing conditions. These recommendations provide the foundation for the implementation strategies. The key infrastructure components addressed in this chapter are: streets and linkages; bicycle accommodation; parking; and solid waste.

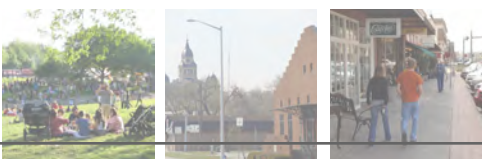


A. Street and Linkages

One of the primary goals that define the vision for downtown, included in the Downtown Master Plan is: "Downtown should be pedestrian friendly and an enjoyable place to walk. All of downtown needs to have good pedestrian infrastructure, including sidewalks, shade, and calm traffic.", the recommendation to achieve this goal is to create a network of "Complete Streets" in downtown. Complete streets are multi-functional, pedestrian-oriented, aesthetically-pleasing, and safe and inviting for residents and visitors. Redeveloping the existing downtown street network into complete streets will create a pleasing public realm, which in turn supports and encourages a wide variety of new development and investment.



Downtown Streets
Exhibit 5.0



Priority Recommendations:

E1: Adopt DTIP Street Standards for Downtown

E2: Modify City Mobility Plan to Include Downtown Street Standards

E3: Implement Hickory Street “Grand Street” Project

E4: Implement “Mews Street” Program for Parking, Safety, and Waste Removal

E5: Implement Early Action Street and Mobility Items

“Streets require vast amounts of land - in the United States, from 25 to 35% of a city’s developed land is likely to be in the public right-of-way, mostly streets”

*Allan Jacobs,
Great Streets*

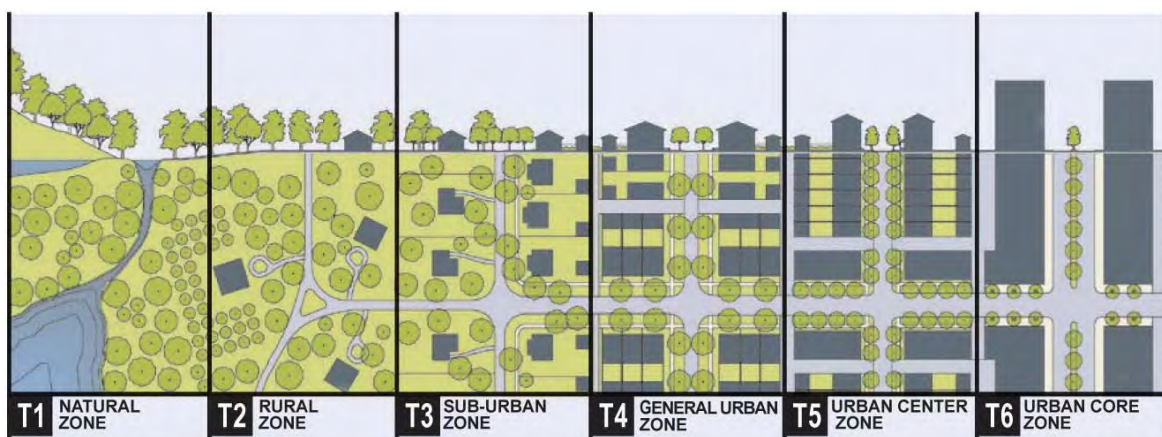
The following are the detailed recommendations and improvements for major and minor study-area streets to facilitate the creation of a complete street network. Exhibit 5.0 shows the downtown street grid with the number of lanes and directional flow of traffic identified on each street.

Urban Transect

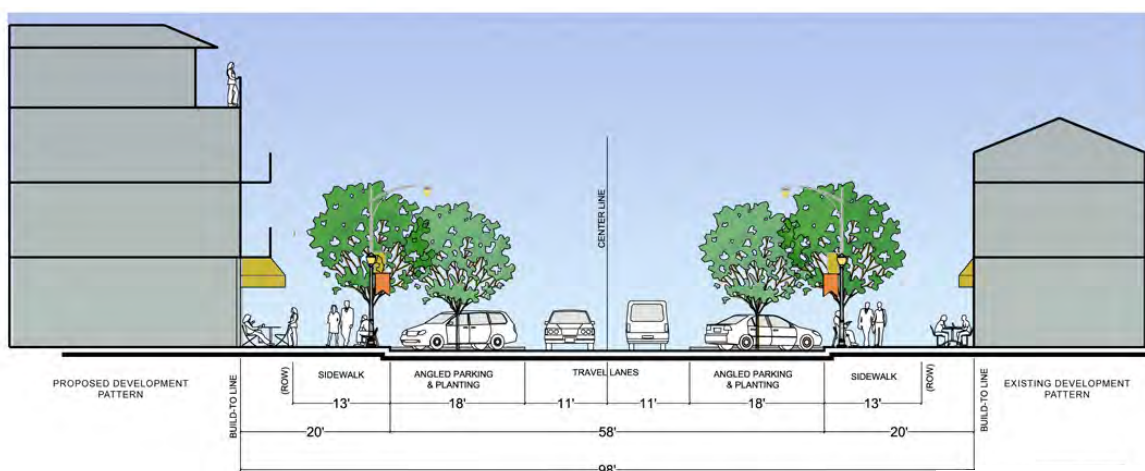
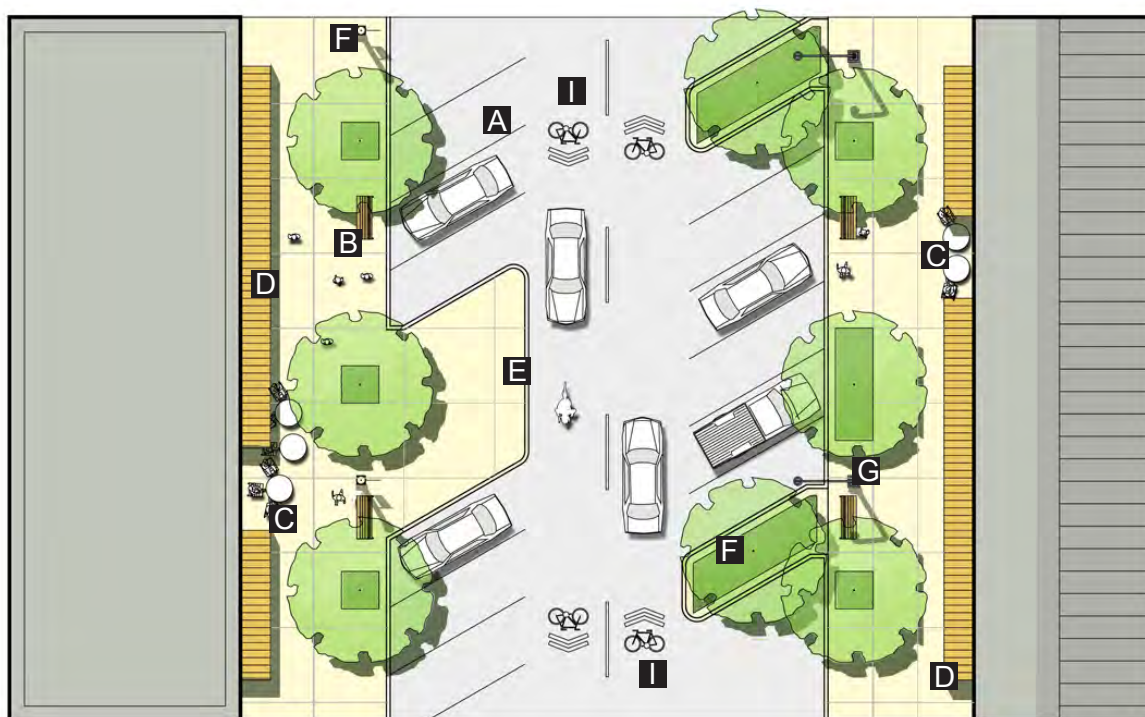
The urban transect, (see Exhibit 5.1), involves the relationship between development (buildings), streets, parks, and natural features with the street network. Downtown is in the T5 urban center zone. One of the strengths of the transect is the comparison of physical changes between adjacent zones.

“This plan for downtown is fantastic, we fully endorse this concept for urban streets in downtown which supports growth and economic development”

*Gary Bailey, PE
TxDOT Denton District
- Area Engineer*



*Urban Transect
Exhibit 5.1*



Downtown Street One
Hickory Street (East of Square) **DS 1**
Exhibit 5.2

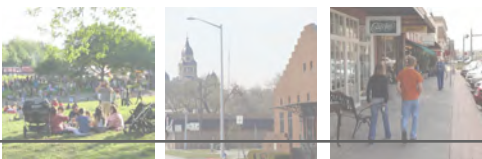
NEW ROAD SECTION
WORKS IN EXISTING ROW.

Complete Street Elements

- A: Angled Parking
- B: Public Street Furniture
- C: Private Street Furniture
- D: Awnings
- E: Bus/Emergency Bulb
- F: Pedestrian Lighting
- G: Street Lighting
- H: Street Landscaping
- I: Shared Travel Lanes

DS 1 Hickory Street (East of the Square)

Hickory Street is envisioned as the “Grand Street” for downtown, linking the Courthouse Square and the proposed DCTA transit center. The identity and character of Hickory should include: wide sidewalks on both sides of the street, angled parking, and shared travel lanes which are able to accommodate bicycle use, as shown in Exhibit 5.2. Added streetscape elements will create a pedestrian-friendly environment ready to support economic development downtown.

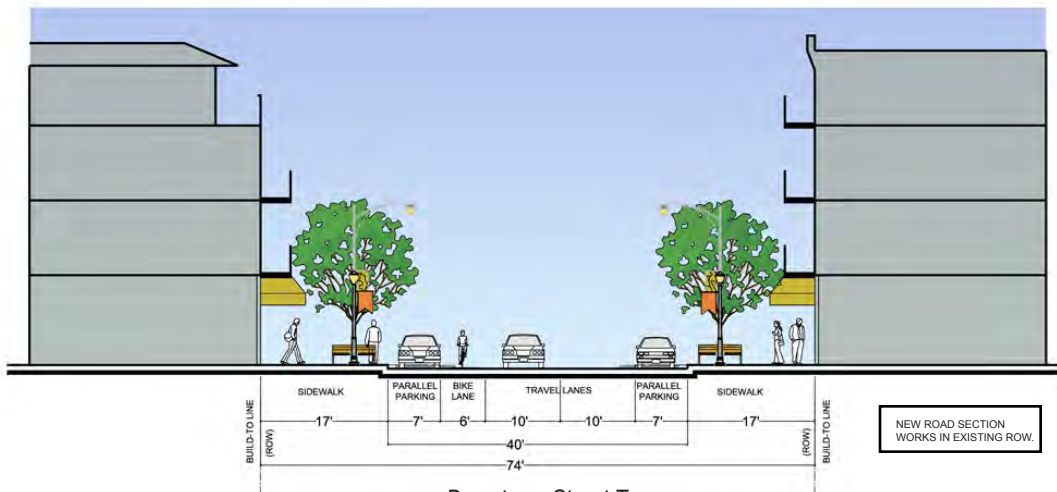


*Downtown Street One
Hickory Street (East of Square)
Exhibit 5.3*

DS
1

3-D Perspectives of Hickory Street

These three views were developed to define the enhanced character of the proposed street for shopping, dining and strolling through downtown. The 3-D renderings show the relationship of parallel parking to the wide pedestrian sidewalk, the greening of the street with new street trees and the pedestrian quality of Hickory Street with the added parking, landscape, sidewalks, crosswalks and bulb-outs at intersections.



Downtown Street Two
Locust and Elm
Exhibit 5.4

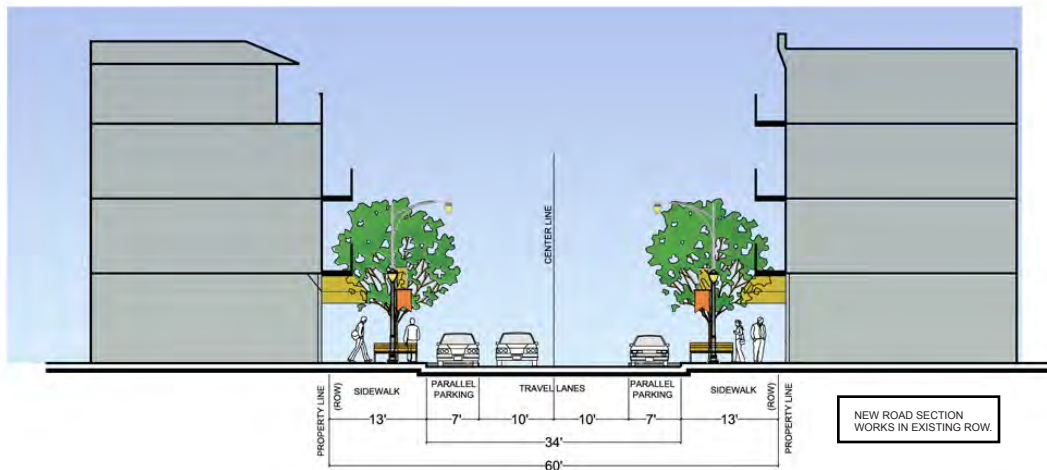
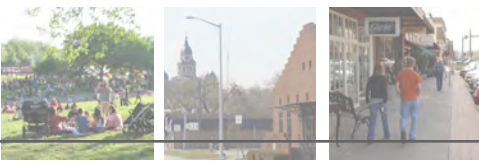
DS
2

Complete Street Elements

- A: Parallel Parking
- B: Public Street Furniture
- C: Awnings
- D: Pedestrian Bulb
- E: Pedestrian Lighting
- F: Street Lighting
- G: Street Landscaping
- H: Dedicated Bike Lane
- I: Pedestrian Crosswalk

DS 2 Locust & Elm Streets

Elm and Locust streets are keys to mobility for north-south traffic flow. These streets have travel lanes which support slower automobile speeds (maximum 20-25 mph) with parallel parking, pedestrian sidewalks, and bulb-outs at intersections. See Exhibit 5.4.



*Downtown Street Three
Hickory and Oak (West of the Square)*
Exhibit 5.5

DS
3

Complete Street Elements

- A: Parallel Parking
- B: Public Street Furniture
- C: Awnings
- D: Pedestrian Bulb
- E: Pedestrian Lighting
- F: Street Lighting
- G: Street Landscaping
- H: Shared Travel Lane
- I: Pedestrian Crosswalk

DS 3 Hickory & Oak Streets (West of the Square)

Hickory and Oak Streets will carry two lanes of eastbound traffic east of the Square and will support a mix of development types. Oak Street will carry two lanes of westbound traffic west of the Square and will support a mix of development types. The street rights-of-way will support attractive sidewalks with street furniture for retail, office, or residential uses. Parallel parking on these streets will help slow traffic and protect pedestrians. Bulb-outs at intersections with special paving at crosswalks will help define safe pedestrian crossing zones. See Exhibit 5.5.



Downtown Street Four
Oak (East of the Square)
Exhibit 5.6

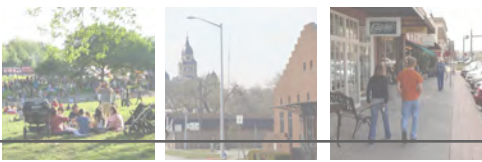
DS
4

Complete Street Elements

- A: Parallel Parking
- B: Angled Parking
- C: Awnings
- D: Pedestrian Bulb
- E: Pedestrian Lighting
- F: Street Lighting
- G: Street Landscaping
- H: Shared Travel Lane
- I: Pedestrian Crosswalk
- J: Public Street Furniture

DS 4 Oak – (East of the Square)

Oak Street will carry two lanes of two-way traffic east of the Square and will support a mix of development types. The street right-of-way will include attractive sidewalks with street furniture for residential neighborhoods. Parallel parking on this street will help slow traffic and improve pedestrian safety. Bulb-outs at intersections with special paving at crosswalks will help to define the role of these streets. See Exhibit 5.6.



Downtown Street Five
Sycamore
Exhibit 5.7

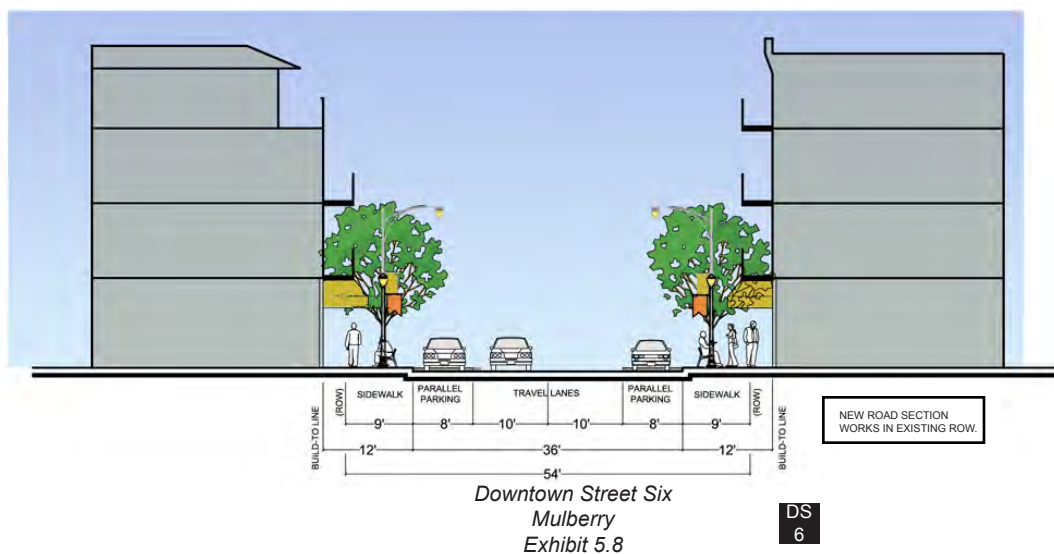
DS
5

Complete Street Elements

- A: Parallel Parking
- B: Public Street Furniture
- C: Awnings
- D: Pedestrian Bulb
- E: Pedestrian Lighting
- F: Street Lighting
- G: Street Landscaping
- H: Dedicated Bike Lane
- I: Pedestrian Crosswalk

DS 5 Sycamore Street

Sycamore Street, which connects UNT with the proposed DCTA transit center, will be designed for all transportation modes, including two striped bicycle lanes for two-direction bicycle travel. Parallel parking on this street will include additional depth for the safety of adjacent bikers. See Exhibit 5.7.

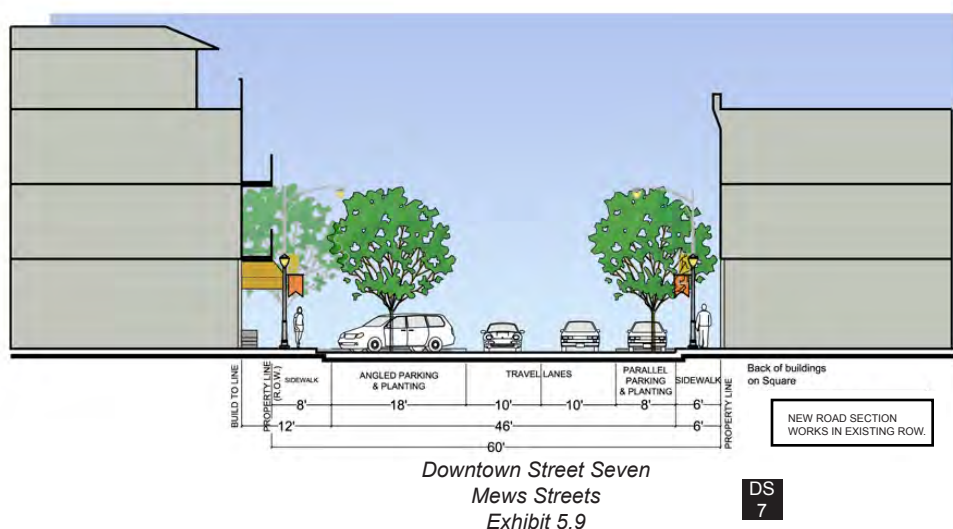
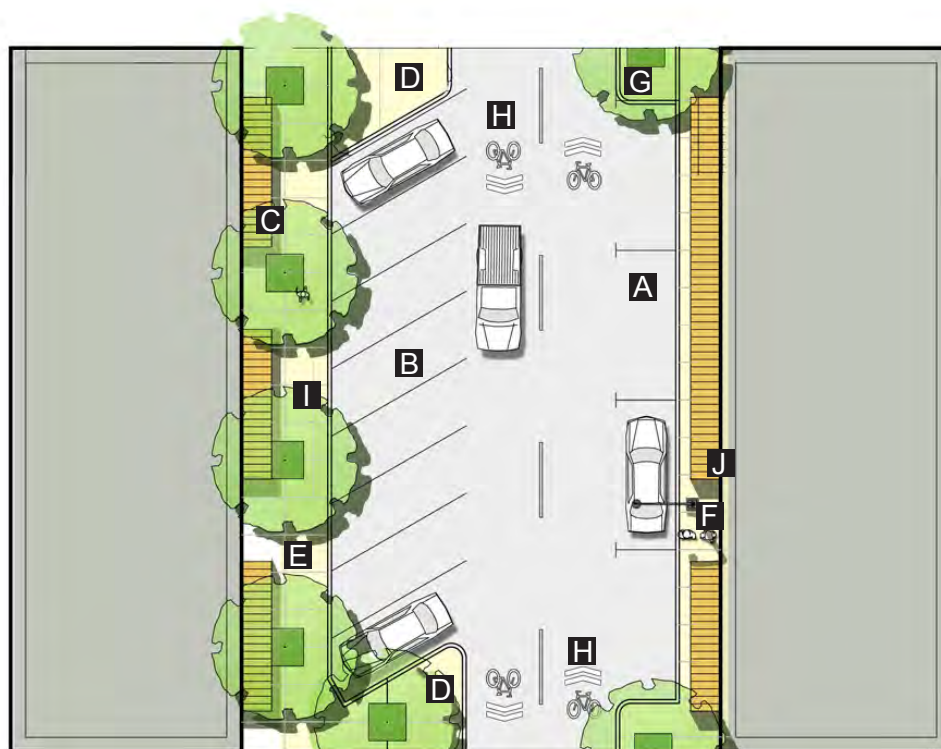


Complete Street Elements

- A: Parallel Parking
- B: Public Street Furniture
- C: Awnings
- D: Pedestrian Bulb
- E: Pedestrian Lighting
- F: Street Lighting
- G: Street Landscaping
- H: Shared Travel Lane
- I: Pedestrian Crosswalk

DS 6 Mulberry Street

Mulberry Street will carry two lanes of two-way traffic and will support a mix of development types. The street right-of-way will support attractive sidewalks with street furniture for residential neighborhoods. Parallel parking will support ground-floor retail and improve pedestrian safety. Bulb-outs at intersections with special paving at crosswalks will help to define the roles of these streets. See Exhibit 5.8.

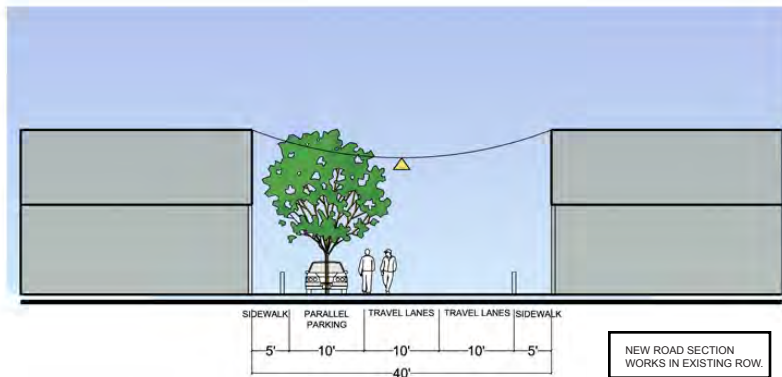
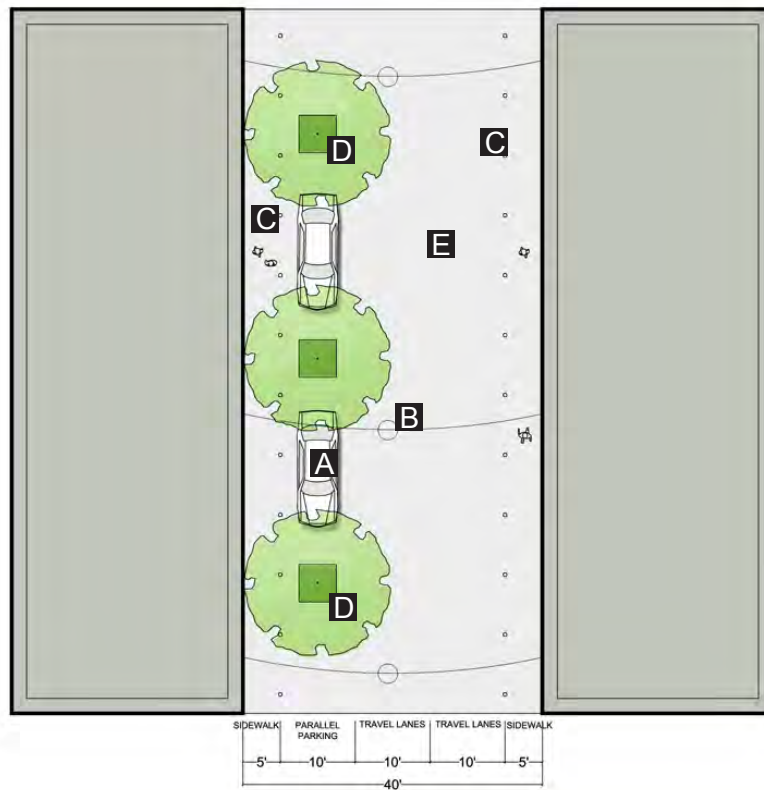


Complete Street Elements

- A: Parallel Parking
- B: Angled Parking
- C: Awnings
- D: Pedestrian Bulb
- E: Pedestrian Lighting
- F: Street Lighting
- G: Street Landscaping
- H: Shared Travel Lane
- I. Public Street Furniture

DS 7 Mews Streets

Mews streets are the four smaller streets located behind the streets that front the Denton Courthouse. The four mews streets (Walnut, Austin, Pecan, and Cedar) will be designed to support the delivery and movement of people and goods on the Square. Increased parking, solid waste screening, improved pedestrian mobility, improved streetscape aesthetics, and delivery truck loading zones are addressed to improve safety and increase downtown economic development. See Exhibit 5.9 (Exhibit 5.13 shows a prototypical mews street plan).



*Downtown Street Eight
Alley Streets
Exhibit 5.10*

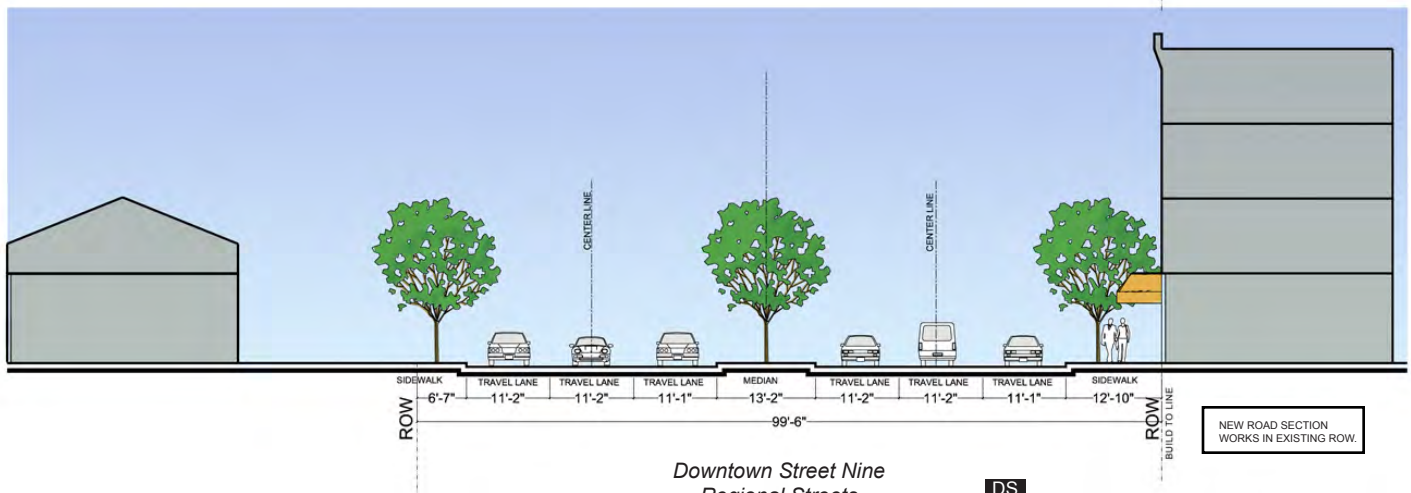
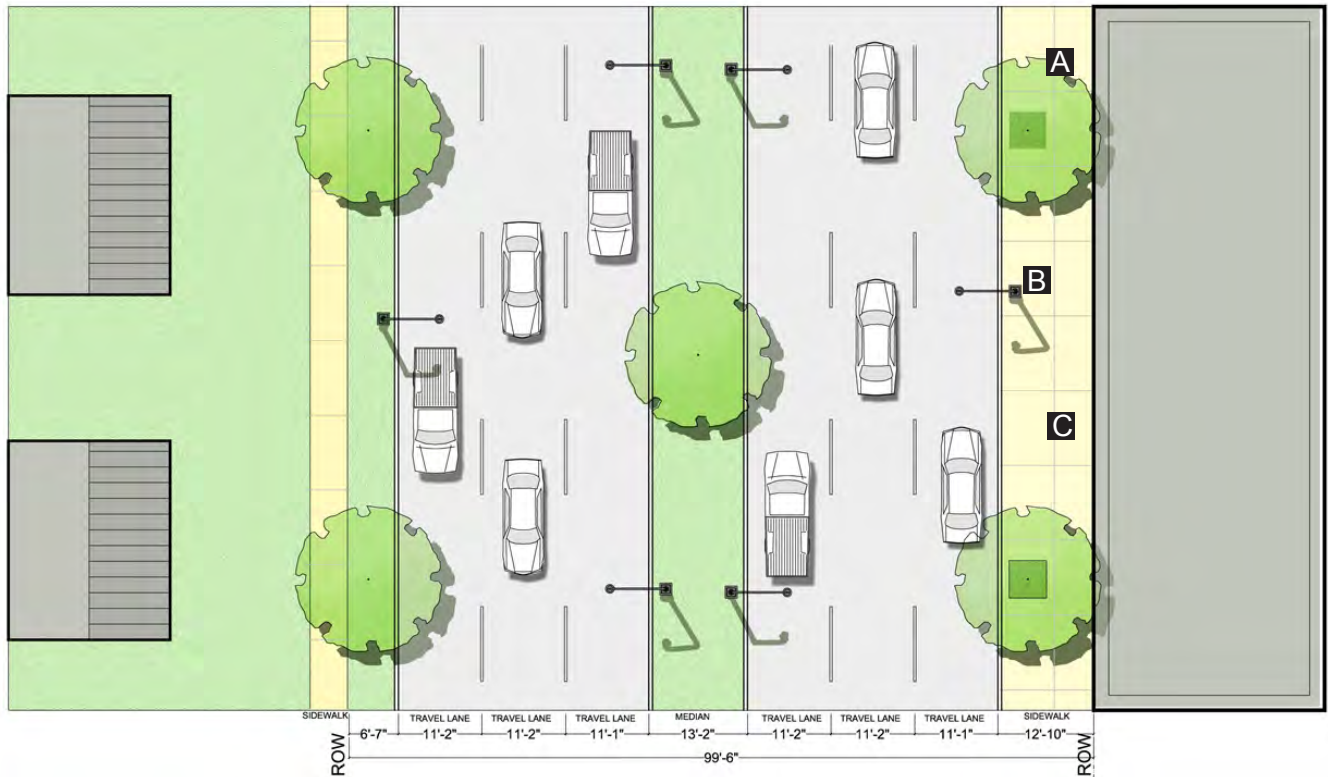
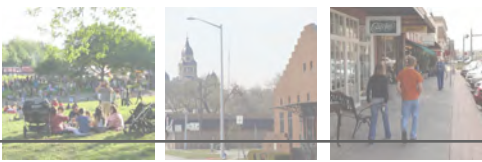
DS
8

Complete Street Elements

- A: Parallel Parking
- B: Overhead Lighting
- C: Bollards
- D: Street Landscaping
- E: Shared Travel Lane

DS 8 Alley Streets

Alley streets are distinctive, narrow streets that assist in the movement of people and goods downtown. They typically include a row of bollards or curbs protecting the buildings and pedestrians with parking positioned between street trees and with street lighting hung on cables between buildings. See Exhibit 5.10. Unit pavers on these streets can add character. These alley streets provide an excellent environment for restaurants and clubs desiring outdoor seating for al fresco dining.



*Downtown Street Nine
Regional Streets
Exhibit 5.11*

DS
9

Complete Street Elements

- A: Street Landscaping
- B: Street Lighting
- C: Sidewalk

DS 9 Regional Streets

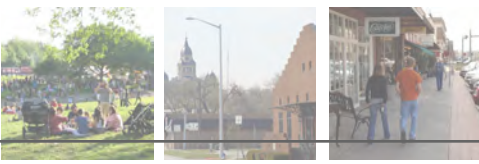
Carroll Boulevard and Bell Avenue are regional streets which are, respectively, six and four lanes wide and are designed to move traffic around downtown quickly. See Exhibit 5.11. Safe and efficient movement of cars is the number one goal for these wide streets.

The designs included are offered as a concept reflecting established standards. Of note, these street prototype cross sections were established without the aid of survey controlled information. The concepts presented will need to be modified during the design phase to include specific details regarding: utilities, building property lines, street right-of-way's, buildings prior to redevelopment and other site specific items. Additionally, some segments of existing street right-of-way's may not be able to accommodate the proposed recommendations. This may require securing additional right-of-way property or as noted, a modified design configuration.

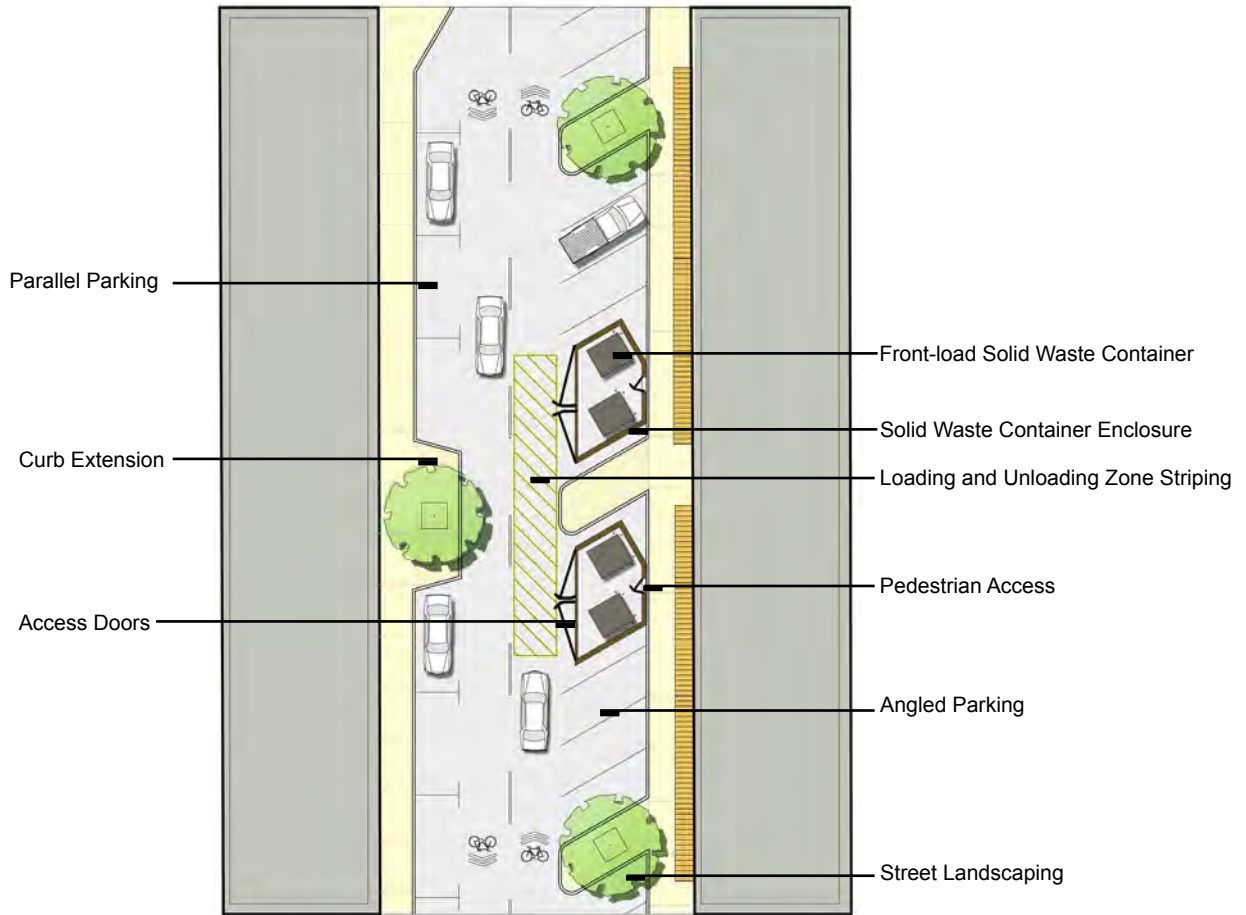
Mews Streets Prototypical Design



Mews Street Concept Plan
Exhibit 5.12

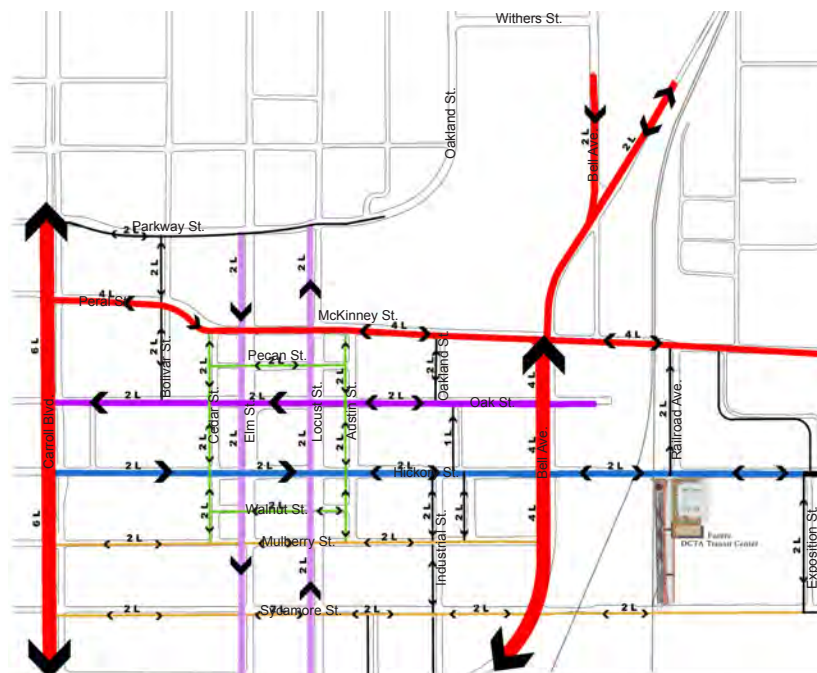


CHAPTER 5



*Mews Streets - Trash And Delivery Prototype
Exhibit 5.13*

Exhibit 5.13 shows how trash and delivery can be handled on two-lane wide streets between parking spaces.



*Existing Street Hierarchy
Exhibit 5.14*

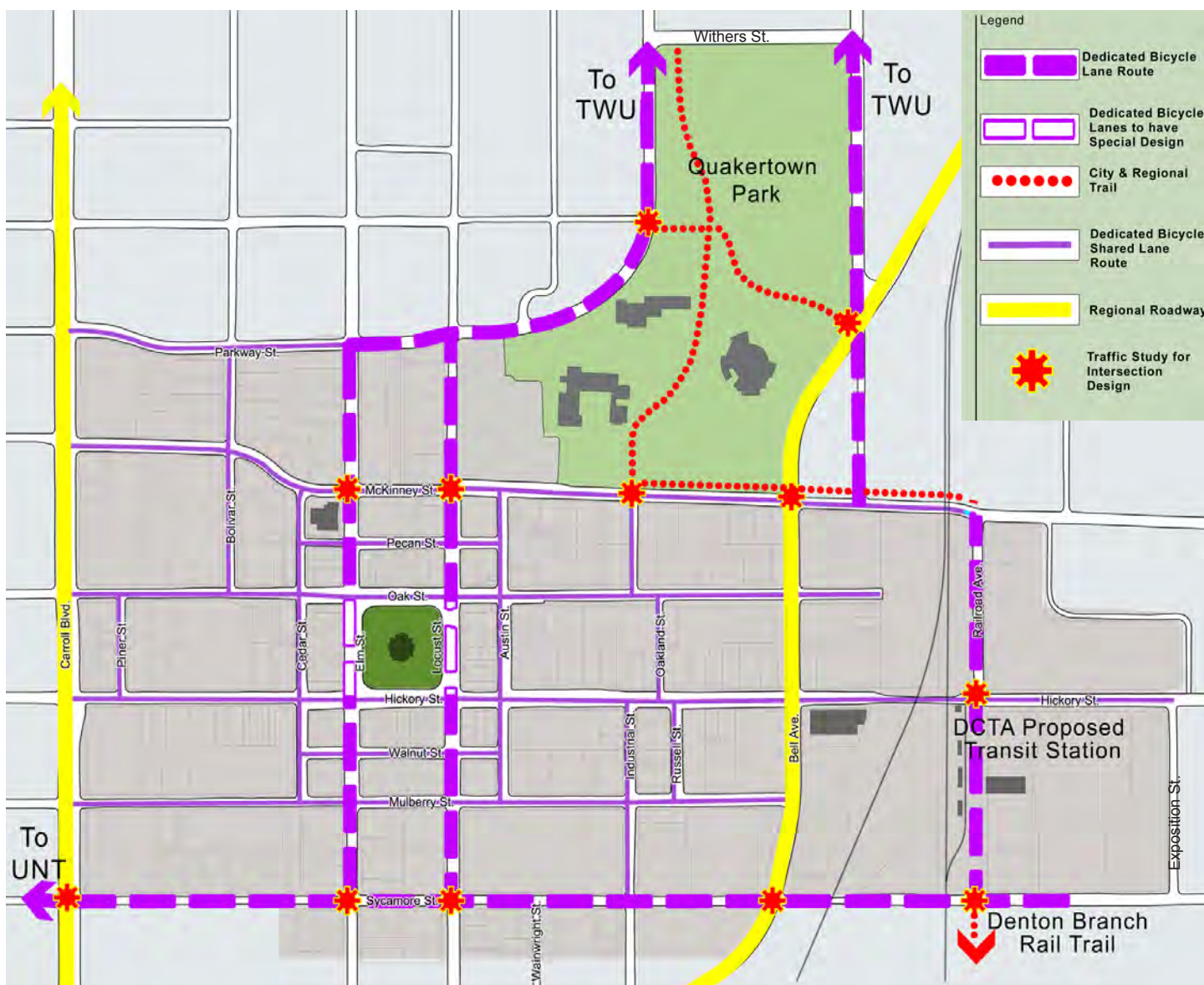
"If we can design and build streets so that they are wonderful, fulfilling places to be for all people, then we will have successfully designed about 1/3 of the city directly --- and they will have an immense impact"

*Allan Jacobs,
Great Streets*

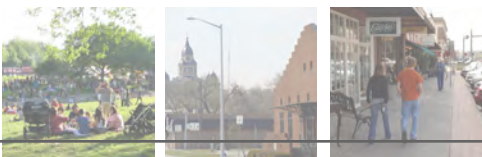
B. Bicycle Mobility

Bicycling offers a healthy, environmentally-beneficial transportation alternative, which supports mixed-use economic developments and offers a legitimate option in the overall traffic mix. Bicycles are classified as vehicles by state law, and cyclists have the same rights and duties as other vehicle operators.

Several types of bicyclists, including those with differing experience levels, ride by choice or necessity and have an interest in using the local street system within and beyond the study area. The study area was analyzed to determine which streets and what methods are most appropriate to provide specific bicycle facilities both to maximize downtown economic development opportunities and to address the burgeoning interest



Bicycle Mobility Plan
Exhibit 5.15



Priority Recommendations:

G1: Adopt DTIP which defines bicycle mobility standards for Downtown

G2: Implement Bicycle Lanes on Sycamore Street to DCTA Station

G3: Conduct Traffic Study for Specific Intersection Designs

G4: Implement Bicycle Signage Program Downtown (Shared Lane and Bike Lane)

G5: Incorporate DTIP Bicycle Standards into City of Denton System/Standards

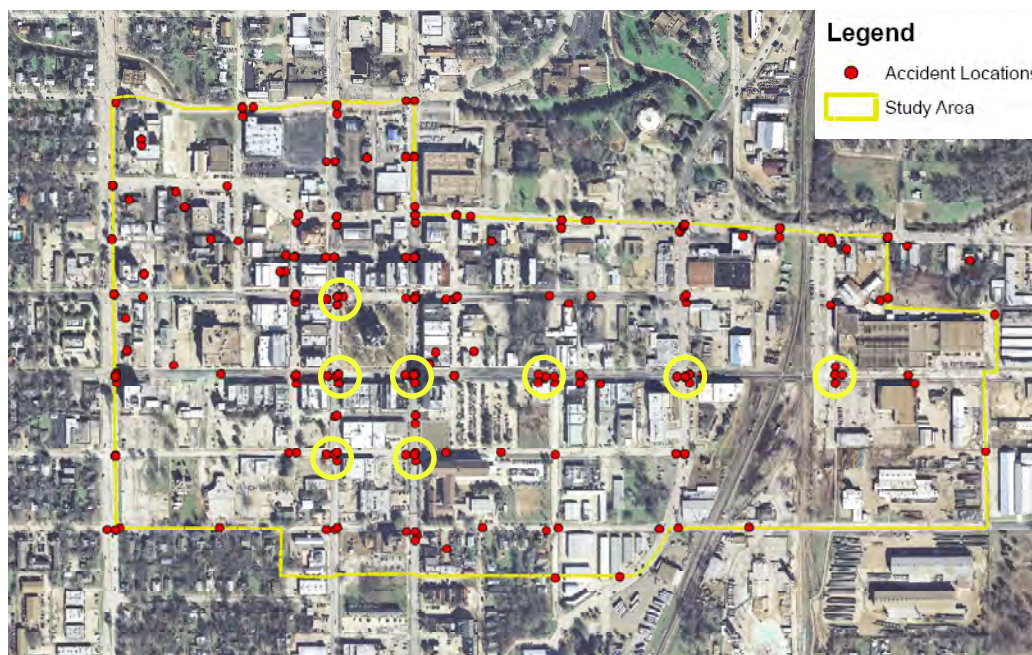
in using bicycles as transportation. These bicycle recommendations take into consideration the context of overall vehicular circulation, pedestrian mobility, development patterns, parks and open space, solid waste collection, and downtown Denton's "complete streets" strategy.

Approach to Bikeway Evaluation

Downtown's current accommodation of bikeways was examined. Traffic counts and accident data were reviewed, and on-site observations were made of the entire street network. The analysis included evaluating accident locations, proposed land uses, parking, parks, and suggested development forms. This section addresses the resulting findings and their relevance to real and perceived bicycle accommodation problems; and it makes recommendations for better accommodating current and future downtown bikeways. Exhibit 5.14 shows the proposed accommodation of bicyclists in downtown.

Exhibit 5.15 shows the locations of vehicular accidents over the past six years. The highest incidence of traffic collisions (35) occurred along Hickory Street and the lowest incidence of recorded traffic collisions (17) occurred along Sycamore Street among the east-west roadways. While these numbers reflect these street's higher traffic volumes, they are only a starting point for determining a need for upgrading intersection treatments. Southbound Elm and northbound Locust streets reflect similar numbers of accidents with comparably high traffic volumes, and will require further analysis before modifying intersection treatments.

Accident clusters at the intersections of Sycamore Street and Bell Avenue; Sycamore Street and Carroll Boulevard; Mulberry and Elm streets; and Mulberry and Locust streets, for example, indicate the need for further study as the recommended bicycle facilities are implemented to determine if additional signals, warnings, or other traffic controls are warranted at these intersections. While limited sightlines crossing Bell Avenue from eastbound Sycamore Street do not seem to create a disproportionate number of crashes at this intersection, the faster nature of motor vehicle traffic along Bell Avenue and the width of the crossing of this busy roadway may justify adding a signal at this

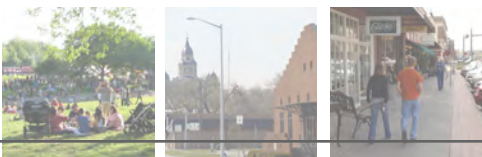


*Traffic Accident Locations
Exhibit 5.16*

location to assist bicyclists and pedestrians to cross the intersection.

Recommendations Overview

Dedicated bike lanes for east-west travel are recommended along Sycamore Street, a less hilly route with lower traffic volumes, which connects directly to the Denton Branch Trail, to UNT, and to the proposed DCTA transit center (via Railroad Avenue). Shared Lane Markings (SLMs) are recommended for Oak and Hickory streets because of their right-of-way constraints and angled auto parking. In addition, establishing a 20-25 MPH maximum speed throughout downtown, along with a truly 'vertically-shared' bicycle/



automobile roadway zone, is recommended to create a more bicycle-friendly environment downtown.

A couplet of north-south bike lanes along Elm and Locust Street with an eastward connection along Parkway/Oakland to the TWU campus will provide more comfortable bikeway accommodation through the center of downtown along the Courthouse Square. A third set of bike lanes is proposed to use one-way southbound Railroad Avenue (by establishing a contra flow northbound bike lane). This set of bike lanes will connect the Denton Branch Trail to the DCTA transit center, and to Quakertown Park (via an off-street trail along the north side of McKinney Street). The McKinney Street Trail connects to a north-south bike lane couplet along Bell Parkway and Bell Avenue on the east side of Quakertown Park, which will provide an easier connection for bicyclists between the proposed DCTA transit center and the TWU campus.

The latest nationally-approved “shared use lane markings” and related regulatory signage indicating that “Bicycles May Use Full Lane” should be used downtown. Both controls are included in the December 2009 Manual on Uniform Traffic Control Devices (MUTCD). These treatments establish and clearly convey the equal status of bicycles with automobiles in the road-user hierarchy. The only streets not programmed for these treatments are the two regional access roadways at the perimeter of downtown, Carroll Boulevard and Bell Avenue south of McKinney Street.

Traffic Control and Advisory Signage and Wayfinding

Finding – Accommodating bicyclists downtown will require an enhanced bikeway signage system, including wayfinding signage, as well as the new regulatory signage that clarifies the legal status of bicycles on the roadways.

Recommendation – A comprehensive bikeway wayfinding study should be prepared to determine the most appropriate destinations to sign for bicyclists, pedestrians, and motorists. The results of the study will define which destinations to include, the distances from each placement, and the most appropriate wayfinding titles to use for clarity and simplicity. Wayfinding provides sufficient information to aid travelers and visitors to confidently determine which routes reach chosen destinations.

Regulatory signs provide clarity of use for both motorists and bicyclists. Part 9 of the MUTCD document covers signs, pavement markings, and highway traffic signals specifically related to bicycle operation on both roadways and shared-use paths. The absence of a marked bicycle lane or any other bicycle-related traffic control device on a particular roadway does not mean that bicyclists are precluded from riding on that roadway.

Bike Lane Sign

The bike lane sign (R3-17) and plaques (R3-17aP and R3-17bP) (see Exhibit 5.17) should only be used for marked bicycle lanes as proscribed in the MUTCD manual (Section 9C.04). Bike lane signs and plaques should be used in advance of the upstream end of the bicycle lane, at the downstream end of the bicycle lane, and at periodic intervals along the bicycle lane as determined by engineering judgment based on the prevailing speeds of bicycle and other traffic, block length, distances from adjacent intersections, and related considerations.

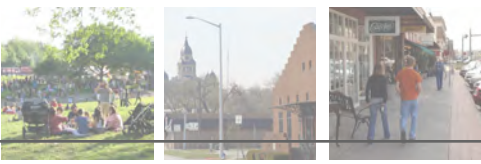
Shared Lane Marking

Shared Lane Marking (SLM) signage, (see Exhibit 5.17) which should be used on downtown roadways with a speed limit above 20-25 mph, provides for the accommodation of bicyclists where the street lanes are too narrow for bikes to share side-by-side with motor vehicle traffic. SLM signage may be used to:

1. Assist bicyclists with lateral positioning in a shared lane, which has parallel on-street parking, to reduce the potential conflict between bicyclists and the open door of a parked vehicle;
2. Assist bicyclists with lateral positioning in lanes that are too narrow for a motor vehicle and a bicycle to travel side by side within the same traffic lane,
3. Alert road users of the lateral location bicyclists are likely to occupy within the traveled way;



*Bike Lane Signs
Exhibit 5.17*

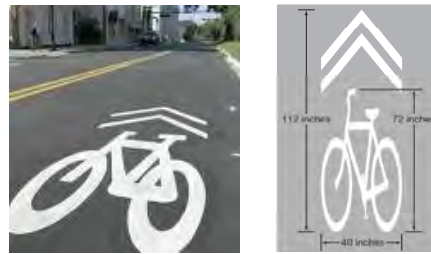


4. Encourage motorists to safely pass bicyclists;
5. Reduce the incidence of wrong-way bicycling.

“Bicycles May Use Full Lane” Sign

“Bicycles May Use Full Lane” signs (R4-11) are an integral companion to the SLM signage (see Exhibit 5.18). These signs may be used on roadways where no bicycle lanes or usable adjacent shoulders are available for bicyclists and where travel lanes are too narrow for bicyclists and motor vehicles to operate side by side.

Providing these regulatory (black lettering on white



*Shared Lane Marking
Exhibit 5.18*

background) signs in conjunction with or alternatively with SLM pavement markings provides a clear communication to both bicyclists and motorists that the bicyclist has a legal right to occupy the full travel lane, and that the motorists must change lanes to pass.

Other Signs

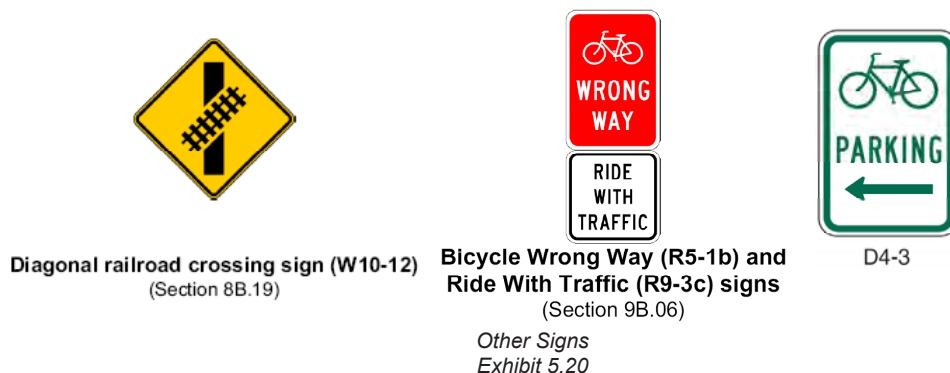
Other useful signs for the study area include a warning of a Diagonal Railroad Crossing (W10-12) and the Bicycle Wrong Way (R5-1b) and Ride with Traffic (R9-3c) signage (see Figure 5.7). These signs may be especially helpful for contra flow traffic along the bike lanes on the one-way Elm and Locust street couplets. The Bike Parking sign (D4-3) directs bicyclists to the location of bicycle parking (see Figure 5.19). (Parts 1,



*Bicycles May Use Full Lane Sign
Exhibit 5.19*

2, 3, and 4 of Part 9 of the MUTCD include general provisions, signs, and pavement details.)
Bike Route Signs

The standard MUTCD bikeway sign (M1-8) can be configured (as M1-8a) to include the city's logo and provide numbering for major cross-town bike routes.



Destination and Distance Signs

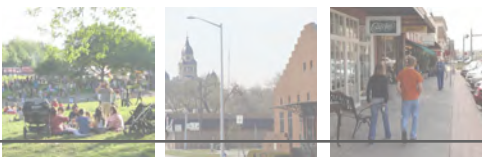
Destination and distance signs give key or major destinations with directional arrows and include mileage distances to these locations (see Figure 5.9). Wayfinding signage with distances to key destinations can be very helpful for all road users. This supplemental signage becomes part of a public relations outreach strategy to educate all road users.



Bike Route Signs
Exhibit 5.21



Hickory and Other Downtown Streets
Exhibit 5.22



Downtown Square Shared Bicycle Lane

Finding - Accommodating bicyclists next to the Denton County Square downtown requires a special design treatment due to having standard angled automobile parking on both sides of the street. Cars backing into vehicular and bicycle lane creates a dangerous situation.

Recommendation - We propose this one block route(s) on Locust and Elm have a special design treatment. These two blocks need to be dedicated bicycle shared lane routes that transition from the striped dedicated bike lanes. For this one block route in each direction, shared lane markings (exhibit 5.17) will need to be applied on the pavement at three (3) locations (beginning, middle, end) along the block.

The following narratives describe each of the major routes through downtown:

1. Hickory and other downtown streets:

SLMs are proposed along Hickory Street between Carroll and Railroad avenues extending to the DCTA transit center (see Photograph 5.0). SLMs are also recommended on streets, such as Industrial or Oakland, that are too narrow to be able to stripe for dedicated bike lanes. These markings, complemented with the “Bicycles May Use Full Lane” signage, will clearly communicate the expectations for both bicyclists and motorists. Adding two-way SLMs with “Except Bikes” signage on the one-way placards is recommended for the block of Oakland north and slightly east of Industrial Street and for other one-way streets.



*Hickory Street
Photograph 5.0*

2. Hickory Street at the Denton Branch Rail Trail

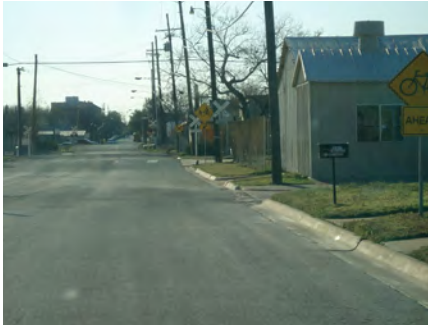
The intersection of the Rail Trail with Hickory Street will need to be further evaluated to determine the most appropriate method for signing the Rail Trail crossing of Hickory Street at the proposed DCTC transit center (see Photograph 5.1). The final design of the transit center and its parking lots will affect the Rail Trail connection between Hickory and Sycamore street.



*Hickory Street at Denton Branch Rail Trail
Photograph 5.1*

3. Sycamore at the Denton Branch Rail Trail

Designated bike lanes are proposed on Sycamore Street between the Denton Branch Rail Trail at the proposed DCTA transit center and Carroll Boulevard leading to the UNT campus.



*Sycamore at Denton Branch Rail Trail
Photograph 5.2*

4. Sycamore at the Bell Avenue intersection

Adding a signal or other traffic control device at the intersection where Sycamore Street crosses Bell Avenue will aid bicyclists (and pedestrians) to cross the intersection. Improved crosswalks and ADA ramps should also be included when this intersection is upgraded.

5. Locust (one-way northbound) and Elm (one-way southbound)

Bike lanes are the preferred treatment for the right sides of the Locust and Elm street couplet. Right side lanes better accommodate the safety of cyclists to turn right from one of these streets. Limiting downtown traffic to 20-25 mph will ease the turning movement negotiations for right-turning cyclists. Bike lane striping should be dashed between 50 and 200 feet prior to each intersection to facilitate the right-turn movements.



*Sycamore at Bell Avenue
Photograph 5.3*

6. Locust and Elm Streets at Mulberry Street

Crossing either one-way Locust or Elm streets at Mulberry Street can be challenging during heavier traffic periods. These intersections should be studied to determine if they warrant adding signals. A residual benefit of adding signals at these two intersections may be slower overall traffic speeds, and rendering a safer, more bike-friendly cycling environment, on both north-south and east-west routes.

7. Sycamore Street at Carroll Boulevard

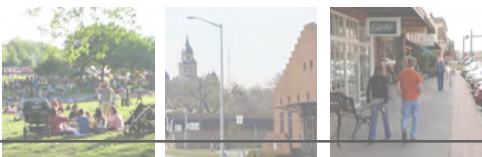
Placing bike lanes on Sycamore Street will probably require a signal at Carroll Boulevard. A qualified engineer should study the intersection to determine if a signal is warranted; consideration could be given to employing a user activated stop signal.

8. Parkway/Oakland Street

Bike lanes on Parkway/Oakland will give bicyclists along Elm and Locust streets access to and from the TWU campus and Quakertown Park.

9. Quakertown Park

Trails should be added to enhance connectivity with Quakertown Park, linking it with surrounding neighborhoods as the park is renovated.



10. McKinney Street at Oakland

A well-marked or signaled crossing (HAWK signal) of McKinney Street at Oakland Street should be installed to facilitate the connection between downtown and Quakertown Park. This connection will provide area visitors and residents alike with a safe, predictable connection between downtown and the civic resources within Quakertown Park.

11. Bell Avenue at Quakertown Park

Providing a crosswalk on Bell Avenue to Quakertown Park will be needed to safely accommodate students and others going between the proposed DCTA transit center, as well as surrounding neighborhoods to the east, and the TWU campus.

12. McKinney Street Off-Street Trail Link and Crosswalks

A crosswalk at the intersection of McKinney Street and Bell Avenue connecting (eastward along the north side of McKinney across the freight rail tracks) to a formal north-south crosswalk to the proposed DCTA transit center will enhance pedestrian and bike safety for everyone living or working east of the railroad tracks or west of Bell Avenue.

13. Railroad Avenue

Bike lanes are proposed on Railroad Avenue, extending the Denton Branch Rail Trail alignment to and past the proposed DCTA transit center between McKinney and Sycamore streets. These bike lanes will require special care to sign properly for two-way bicycle flow, permitting bicyclists to pass through or use DCTA transit center bicycle accommodations. While a placing a contra-flow bike lane on a one-way street is generally discouraged, proper markings and signage could permit the one-way southbound Railroad Avenue right-of-way to accommodate two-way bike traffic.



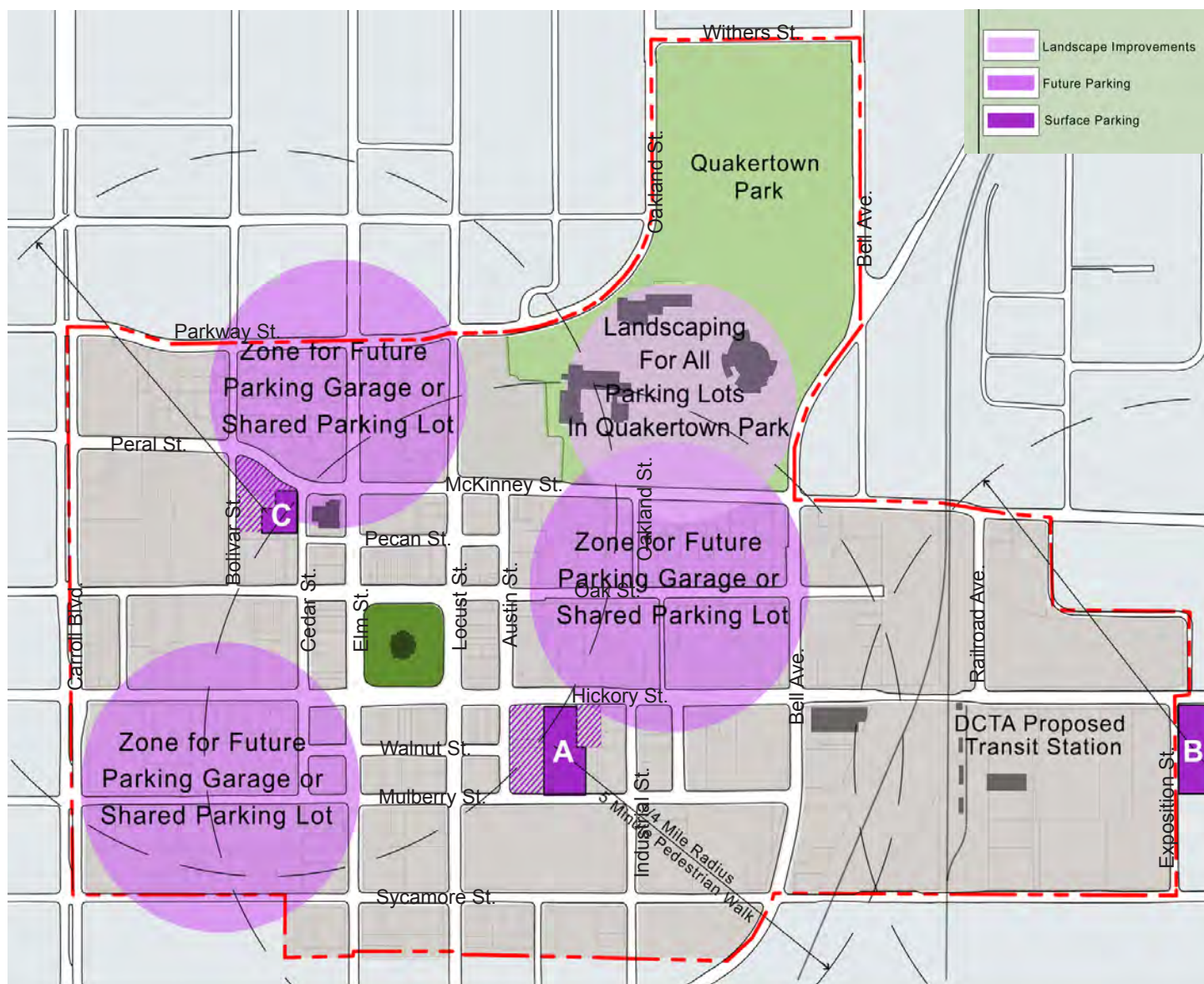
*HAWK Signal
Photograph 5.4*

C. Parking

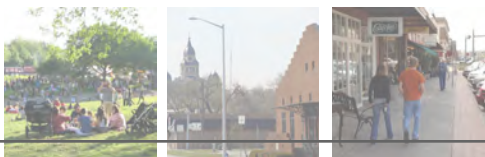
The following items summarize the findings and specific consultant parking recommendations for downtown. Each entry is defined with a statement of findings and the resulting recommendation(s). Exhibit 5.22 shows the parking strategy proposed for downtown Denton.

1. Increase Parking in the Short Term

Finding – Downtown currently has adequate parking to serve existing and near-future demands, although 71 percent of the existing parking is for private use and not for the visiting public. Mobility will increase and parking demand will rise within a development horizon of approximately three years of the DCTA rail line opening



Parking Strategy
Exhibit 5.23



Priority Recommendations:

- B1: Increase On-Street Parking
- B2: Establish Shared Parking Program
- B3: Enlarge Public Parking Lots
- B4: Create Wayfinding Signage Network for Parking
- B5: Establish Cash-in-Lieu Parking Program
- B6: Early Action Parking Projects

downtown. Maximizing parking on-street and on city-owned property presents a short-term opportunity to provide additional parking.

Recommendation - Increase public parking by two primary methods:

1. Create additional parallel and angled on-street parking on existing streets. Many of downtown's existing streets are overly wide with wide travel lanes; the cross sections for these streets have been redesigned, as defined in the "Complete Streets" recommendations, to have on-street parking and comfortable pedestrian walkways.
2. Create three public parking lots downtown. Public parking lots A, B, and C (Exhibit 5.22) need to be expanded to maximize efficiency.

2. Establish Shared-Parking Program

Finding – The analysis shows that the largest quantity of public parking is located in DTIP Zone 7, which contains 639 public parking spaces, accounting for 13 percent of downtown's parking. This zone has the greatest concentration of public facilities, including City Hall, the Civic Center, and the Post Office. These spaces are not attractive to visitors because their location requires a long walking distance to and from downtown.

Recommendation – Denton should develop a shared-parking program with existing property owners to allow daytime parking use with the aid of stickers, tags, or signs along with evening use for shopping, dining, and residential users. In addition, cooperative arrangements with property owners for sharing the use of existing parking lots with the public should be aggressively

pursued. The following issues should be addressed as a part of such agreements:

- Parking lot improvements, where necessary, including paving and pavement markings,
- Provision of signage and lighting,
- Liability resulting from public use of spaces,
- Maintenance of the parking areas, and
- Enforcement of towing.

3. Parking Calculations for New Development

Finding – Base Parking Requirements for gross floor area of new developments are established in the Denton FBC and detailed in Exhibit 5.23. Restaurant uses downtown are proposed to be calculated at the same rate as a general retail use.

REQUIRED PARKING

RESIDENTIAL	1 Space per Bedroom up to 2.0 / dwelling unit ⁴
HOTEL / MOTEL	1.0 / bedroom
OFFICE	1 / 300 sq. ft. or 1/400 with publicly shared parking ¹
RETAIL	1 / 300 sq. ft. or 1/400 with publicly shared parking ¹
CIVIC	To be determined by Minor Waiver ^{2,3}
OTHER	To be determined by Major Waiver ³

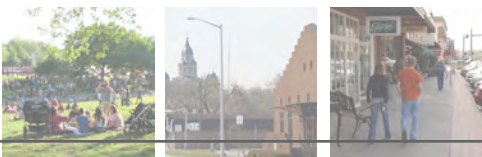
Shared Parking Calculations

The Shared Parking Factor for two functions, when divided into the sum of the two amounts as listed on the required parking table below, produces the effective parking needed for each site involved in sharing. Conversely, if the sharing factor is used as a multiplier, it indicates the amount of building allowed on each site given the parking available.

	RESIDENTIAL	HOTEL / MOTEL	OFFICE	RETAIL
RESIDENTIAL	1	1.1	1.4	1.2
HOTEL / MOTEL	1.1	1	1.7	1.3
OFFICE	1.4	1.7	1	1.2
RETAIL	1.2	1.3	1.2	1

Notes:

1. Required Parking may be reduced to the lower amount if at least 80% of non-residential parking is available as public shared parking. Otherwise, the higher standard parking requirement shall apply.
2. Open space and civic space do not require parking.
3. Active recreation or sports facilities parking requirements shall be determined by minor waiver.
4. On-street parking shall not count toward meeting residential parking requirements.



Recommendation – The FBC-based parking calculations, shown in Exhibit 5.22, should be used to determine the number of parking spaces required for new development.

4. Parking Calculations for Existing Development

Finding – Base Parking Requirements for gross floor area of existing development are established in the Denton FBC and detailed in Exhibit 5.24. Existing restaurant uses may be considered “grandfathered in” and should not need to meet FBC-based parking requirements for general retail uses so that the downtown business community is not adversely affected.

Recommendation – The FBC-based parking calculations, shown in Exhibit 5.24, should be used to determine the number of parking spaces required for existing uses, only if they modify business floor area.

5. Increase Parking for the Mid-Term

Finding – Parking demand is not uniform throughout the study area; some blocks have deficiencies and others have surpluses of public parking. Currently, the blocks in the center of downtown nearest Courthouse Square (DTIP Zones 4, 5, and 6) have the least public parking. Maximizing the size and efficiency of downtown parking facilities will be important over the mid-term

Parking:

1. **No Parking shall be required for existing developments**
2. A parking credit for new development shall be granted for any existing retail which has been active for at least five years, in an existing building that is being demolished. The new building must be under construction within two-years. This credit shall only be available for up to two years after the building is demolished. If the new building has not been substantially constructed (as determined by the Director of Planning) by that time, then the credit lapses and the downtown parking requirements are fully in force.

*Parking Calculations for Existing Development
Exhibit 5.25*

development horizon (three to five years out).

Recommendation - Existing public parking Lots A and C should be enlarged:

1. Lot A – Denton should work to develop a shared-parking agreement with Wells Fargo for mid-term surface-lot usage and long-term garage development.
2. Lot C – Denton should raze the old fire station

and partner with adjacent property owner(s) to expand public parking for mid-term surface-lot usage and long-term garage development.

6. Create a Wayfinding Signage Network

Finding – An enhanced signage system is needed to support public parking downtown. Such a system is called a wayfinding signage network; it can direct visitors to locations offering public parking. Wayfinding is the means of providing graphic information to aid travelers and visitors to confidently determine the route to reach chosen destinations. It enhances the ability to orient and locate oneself within an area.

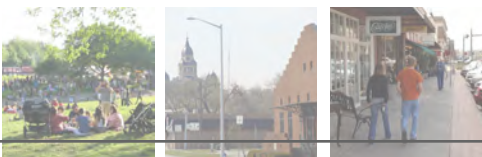
Recommendation – A comprehensive wayfinding study should be completed to define the type of signs, locations, content, and sign design (see Exhibit 5.25). These signs will be designed specifically for downtown Denton and its points of interest, including public parking and directions to the area’s multiple destinations, such as Quakertown Park, the proposed DCTA transit center, Courthouse Square, UNT, TWU, and others.

An attractive, recognizable, and unique theme should be developed for downtown Denton’s wayfinding system graphics and signage. On-street signage should direct motorists to available parking facilities, and it should lead pedestrians to their downtown destinations once they arrive at their parking location. Available parking locations in downtown Denton should be publicized through parking brochures and maps distributed to customers, visitors, and workers at popular attractions and public places downtown.

7. Establish Delivery Truck Guidelines

Finding – Downtown streets exhibit a tight development pattern, creating a challenge for delivery trucks serving clubs and restaurants. A large number of these deliveries take place during the work day, with the driver double parking on the streets near the commercial establishments, which causes delays and dangerous situations for motorists who attempt to pass.

Recommendation – A comprehensive set of guidelines is recommended for large trucks making downtown deliveries, including:



Wayfinding Signage System – Prototype
Figure 5.26



Wayfinding Signage – North Texas Examples
Photograph 5.5

1. Locations where trucks can stop to make deliveries
2. Times when large trucks are not allowed to deliver goods
3. Preferred routes for large trucks entering downtown

Item 1 – Trucks serving merchants in DTIP Zone 5 have two options. First, the trucks can double park in the front of the store during approved times; trucks double-parking in these locations during non-approved times will be ticketed. The second option is for truck drivers to park in the areas identified and striped as delivery zones. These delivery zones are located in the new streetscape designs for the mews category of streets (such as, Austin, Cedar, Walnut, and Pecan).

Trucks serving all other DTIP zones need to be in a loading zone and not double parking or violate traffic regulations.

Item 2 – Large food and beverage delivery trucks will not be allowed to deliver from 11 am-2 pm and from 6 pm -10 pm during weekdays and weekends. This is to assist delivery trucks, emergency vehicles, and standard traffic.

Item 3 – Large trucks, as defined by TxDOT and City engineers, should use either Carroll Boulevard or Bell Avenue to enter (or pass through) downtown. These two roadways serve as the regional mobility corridors linking into the city-wide network.

8. ADA Parking

Finding – Some existing downtown public parking lots do not have ADA spaces identified. Additional ADA spaces will be needed as downtown grows.

Recommendation – Denton should redevelop existing public parking facilities in conformance with the Texas Accessibility Standards, and Denton should continually update the quantity of ADA spaces when new public parking facilities are added.

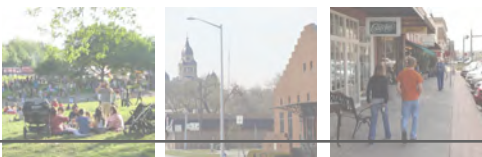
9. Parking Reductions for TOD

Finding – The study area includes a large, strategic area for TOD development, as defined in the FBC. TOD, as will occur around the proposed DCTA transit center, includes extensive mixed-use buildings, which require less parking; and less parking is programmed in the FBC development guidelines.

Recommendation – Parking for new development within a quarter-mile radius of the proposed DCTA transit center should be reduced by 25 percent, with the exception of parking for a stand-alone office building in this walk zone, which should only be granted a 15-percent reduction.

10. Acquire Strategic Property

Finding – The downtown area closest to the proposed DCTA transit center will most likely generate near-term private development, and it will experience pressure for additional parking to support both that development and the transit/transfer facility.



Recommendation – Denton should acquire additional property in the TOD area to have the opportunity to participate in public-private parking solutions.

11. Parking Calculations for Parking Garages

Finding – Parking demand is expected to be much greater in 10-15 years with construction of large buildings. Maximizing parking on currently-owned city property may offer a long-term opportunity.

Recommendation – Up to three parking garages may need to be financed and built in phases, as needed, using funding options discussed in this implementation strategies chapter.

All parking garage development should be sited with active ground-floor land uses fronting on public streets to help ensure a high-quality downtown pedestrian environment that will maximize economic development potential.

12. Funding / Implementation

Finding –Surface parking facilities are often the most economical solution in areas where land is relatively inexpensive. As the cost of land goes up, above-ground parking garages tend to become more cost-effective. Denton should begin setting aside revenue to be able to develop public parking structures as downtown grows.

Recommendation – Denton should primarily develop parking lots on land it owns. However, new property purchased for parking may include buildings or other improvements that will need to be demolished. A cash-in-lieu-of-parking program allows making a payment into a public parking fund in lieu of physically providing parking on site. The cost of a parking space for this program should be determined by calculating the construction cost of a 300-square-foot parking space and adding an estimated amount for the cost of land. The resulting sum should then be reduced by 60 percent to reflect the efficiency of use resulting from publicly-shared parking spaces.

13. Early Action Items

Finding – A set of early action projects was created to help downtown address parking issues and concerns. These early action items include parking recommendations, as well as traffic circulation, signage, landscaping, and other related features required for a successful parking program.

Recommendation – Completing the following early action projects is recommended to help solve downtown's parking needs with a modest investment of cost and time.

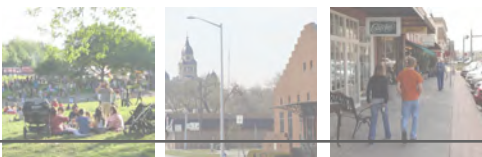
- a. Striping for angled parking on Hickory Street
- b. Development of parking lot(s) (signage, lighting, ADA, resurfacing, and landscaping)
- c. Wayfinding signage for public parking lots
- d. Road and streetscape improvements for a two-three block section of Hickory Street (design)
- e. Striping for angled parking on Industrial Street north of Mulberry Street and part of Mulberry Street between Industrial and Oakland streets

These projects should be completed within a 12-18 month timeframe following the DTIP's adoption. Site design and engineering fees, construction engineering and management, and other similar costs will be required for these early-action projects.

14. Enhance Parking Education Program

Finding – Parking demand is greatest between 10 am and 3 pm. The current education program should continue to instruct downtown workers to park in more remote areas, which then allows business patrons access to parking spaces closest to the front doors of downtown businesses. This program needs to be supported with quality parking areas for employees. These designated employee parking areas need to be lighted appropriately for security as do the paths from these lots to the employees' workplaces.

Recommendation – An enhanced parking education program is recommended for implementation to define areas for downtown employees to park and to educate these employees on the advantages of parking remotely.



15. Parking Enforcement

Finding – The two-hour time limit for downtown on-street parking spaces has not been enforced adequately. Stricter enforcement is needed to increase the turnover of parking spaces in the area, which will make spaces available for other patrons.

Recommendation – The current parking fine structure should be evaluated and then modified to better deter violators from parking beyond the maximum time allotted. Staying ahead of the growing number of downtown parkers is important, given the close proximity of the UNT and TWU campuses and student housing. An increased fine structure will help achieve better compliance with parking regulations; and it will generate additional funds, which can be applied to downtown programs.

D. Solid Waste

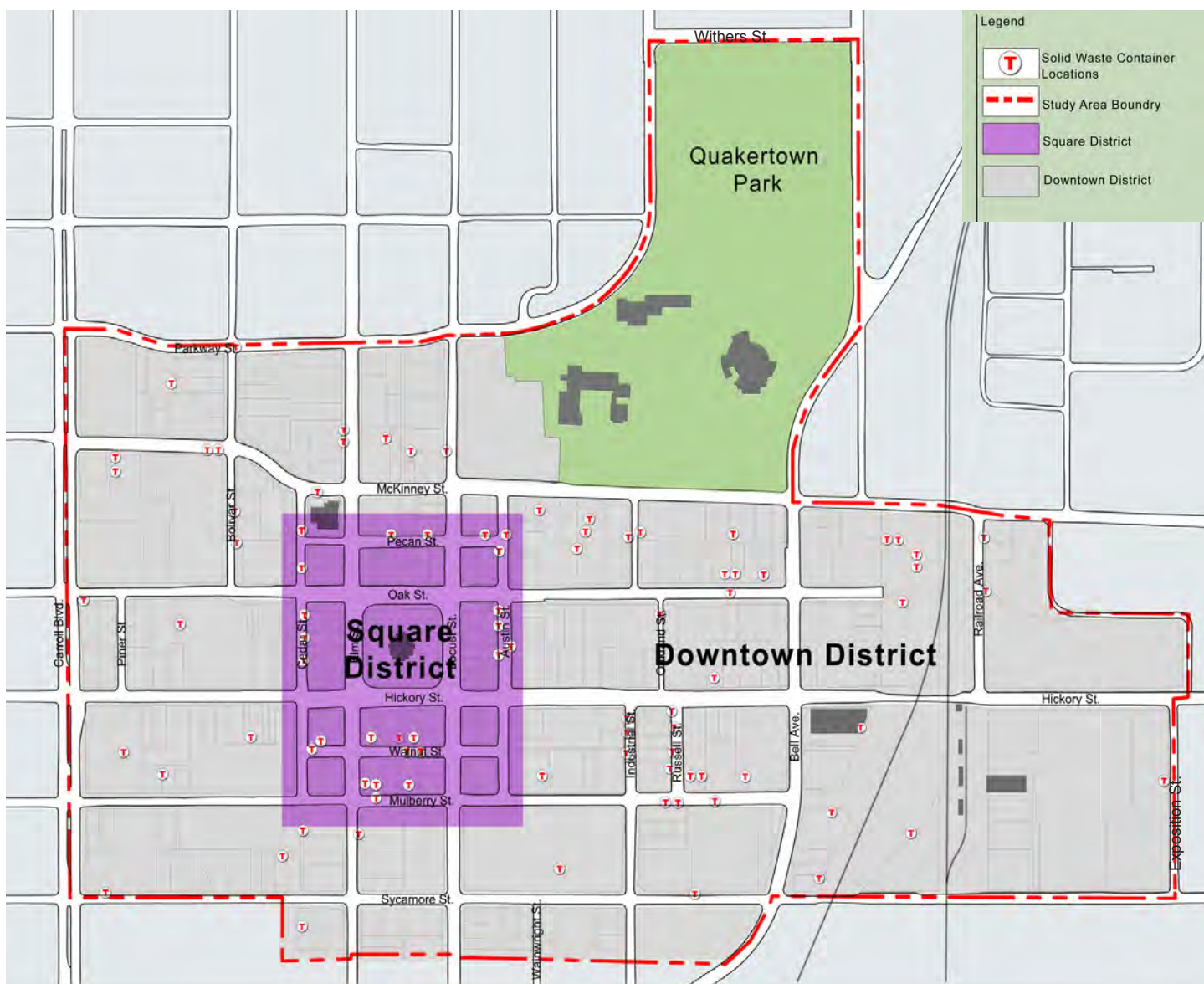
Downtown solid waste management involves three primary categories of issues, each of which involves important components, as follows:

1. Environmental Issues

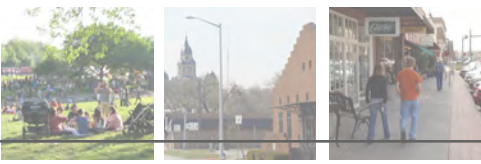
- Poor image
- Bad odor
- Glass and grease residue

2. Physical Issues

- Dumpsters in the street
- Dumpsters on sidewalks
- Large trash containers sitting askew to the street
- Turning radius of trucks



Solid Waste Strategy
Exhibit 5.27



Priority Recommendations:

F1: Conduct Pilot Program

F2: Implement Preferred Plan (Location, Type, Pricing for Solid Waste Removal)

F3: Screen All Existing Solid Waste Dumpsters in the Square District

F4: Establish Broad Downtown Recycling Waste Program

F5: Create a Downtown Recycling Center

F6: Screen All Existing Solid Waste Dumpsters in the Downtown District



Environmental



Physical

*Solid Waste Management
Photograph 5.6*



Economic

3. Economic Issues

- Loss of parking
- Limited number of recycling containers
- Deleterious effect on economic development

Summary of Findings and Recommendations

A series of recommendations was designed to yield a comprehensive strategy for downtown waste management, based on existing downtown conditions, assessment factors, and stakeholder preferences. The following subsections detail the recommended strategy in six waste management recommendations:

1. Solid Waste Districts

Finding – The quantity and density of trash containers is different in different parts of downtown; a higher concentration of trash containers is located around Courthouse Square.

Recommendation – Two separate districts should be established for trash removal each with a different removal plan. A Square District is proposed to cover the blocks closest to Courthouse Square, and a Downtown District is proposed to cover the rest of downtown. See Exhibit 5.26.

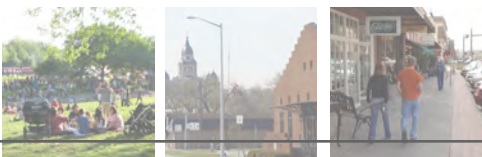
2. Front-Loaded Containers

Finding – Front-loaded containers (see Photograph 5.7) are larger than side-loaded containers. Thus, they can hold more trash and require less-frequent emptying, although their added size makes them more challenging to place and displaces more parking. Significantly, Denton has a preponderance of front-loading trucks, which require a greater turning radius to maneuver and require front-loaded trash containers to be located at an angle to the street in order to be emptied.

Recommendation – Denton should use front-loaded trash containers throughout downtown because of their greater capacity and less-frequent emptying requirements. These containers need to be grouped together mid-block and placed parallel to angled parking spaces to permit trash haulers to more easily



Front load container and truck
Photograph 5.7



empty them. Screening for these mid-block trash container groupings should include full masonry walls and quality metal doors.

3. Side-Loaded Containers

Finding – Side-loaded containers, an option for downtown (see Photograph 5.8), are smaller than front-loaded containers, and they can be screened and fitted



Side load container and truck
Photograph 5.8

between parallel parking spaces using on-street space more efficiently. The smaller size of the side-loaded containers requires emptying them more frequently, generally in both the morning and the evening; and the city currently has only a limited number of side-loading trash trucks.

Recommendation – Denton should discontinue use of side-loaded containers because of their added labor costs and the limited availability of side-loading city-owned trucks.

4. Recyclable Materials

Finding – Increasing the opportunities for downtown businesses and residents to recycle is of strong interest to the community. It improves the quality of life for users; and the city has been working to increase the availability of recyclable containers downtown. Recyclable containers are a light blue in color to separate them from the standard green solid waste receptacles.

Recommendation – Containers for recyclable material (see Photograph 5.9) should be added in both the Square and Downtown districts. To do so, the city needs to make a policy decision about whether items (plastic, glass and paper) are going to be mixed or separated for recycling. Also, a bulk recycling drop-off center should



Recycle material container
Photograph 5.9

be established downtown for downtown citizens and businesses with greater than normal recyclable needs.

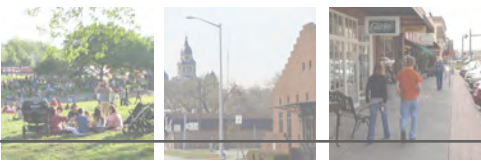
5. Trash Container Screening

Finding – Most existing downtown trash and recycling containers are sited with no screening; fewer than 10 percent are concealed with some type of screening, primarily chain-link fencing with slats. In addition, many of these containers are located on the street, displacing parking spaces and creating a negative visual impression of downtown.

Recommendation – All trash and recycling containers in both the Square and Downtown districts should be screened behind a six-foot-tall masonry wall with hinged and painted metal doors (see Photograph 5.10). The enclosure needs to provide pedestrian access for those bringing trash to the trash container that is separate from the large doors that the trash hauler will use for his truck pick-up. This design and layout should



Trash container screen
Photograph 5.10



work well with the proposed downtown streetscape improvements.

6. Solid Waste Strategy – Pilot Program

Finding – Establishing a single, solid waste strategy for downtown will require careful planning.

Recommendation – The city should conduct a 30-day pilot program in the Square District to determine the most appropriate solid waste removal strategy for downtown (see Exhibit 5.11). The strategy will need to define waste pick-up times for weekday and weekend service and appropriate locations for trash and recycling containers, as well as the location for the downtown bulk drop-off recycling center.

The trial program must be carefully planned to properly locate the containers and address their screening requirements. The locations of trash and recycling containers and their screening will need to be defined with painted lines on the street pavement, reflecting future sidewalks and streetscape amenities.

The results of the pilot program will need to be thoroughly evaluated to be able to formulate a preferred solid waste removal strategy, which may incorporate a combination of removal systems. The Square District pilot program can also influence the approach to solid waste removal in the Downtown District. A revised solid waste removal schedule will need to be developed and distributed for the selected trash removal strategy. The goal is to provide better service for downtown businesses and residents, while creating a quality streetscape environment appropriate for downtown Denton.



*Solid waste strategy elements
Photograph 5.11*

7. Solid Waste Strategy Downtown District

Finding - Some property owners in the Downtown District may be challenged to have individual waste facilities (dumpsters) on their site.

Recommendation - In the Downtown District the strategy for solid waste removal is based on the following procedures:

First, property owners need to design their site to accommodate a waste facility (dumpster) that is constructed to Code and 100% screened.

Second, a hardship option, is to work with the City to define a shared facility to use with a downtown neighbor. Property owner needs to be granted approval as having a hardship.

Third, this shared facility may be sited on private property or designed within City ROW. Said waste facility will be constructed to Code and 100% screened. Facility will be paid for by private property owners. Hardship cases will be reviewed case by case.



6 Implementation Strategy

This chapter presents the implementation strategy to give Denton the roadmap to realize this study's recommendations for downtown. It shows the relationship of the DTIP and its important FBC implementation tool to downtown's master plan concept; it establishes a suitable organizational structure to implement the DTIP; it identifies and evaluates potential funding mechanisms and development incentives; and it details a prioritized step-by-step implementation strategy, presented in a user-friendly matrix format with case studies.

This chapter's implementation strategy builds a framework for strategic investment and provides short- and long-term action items that City decision-makers can execute in a tactical way. This implementation strategy is intended as a guide, rather than a controlling mechanism, because downtown is a dynamic, urban environment and part of a larger whole.



A. Master Plan Relationship to the DTIP and FBC

The purpose of the DTIP is to detail recommendations and strategies that will further the vision and goals of the 2002 Downtown Master Plan. The physical, social, and demographic conditions in downtown were analyzed in 2010, including new community input, as part of this project so that the DTIP is based on up-to-date findings, which are described at the beginning of this document.

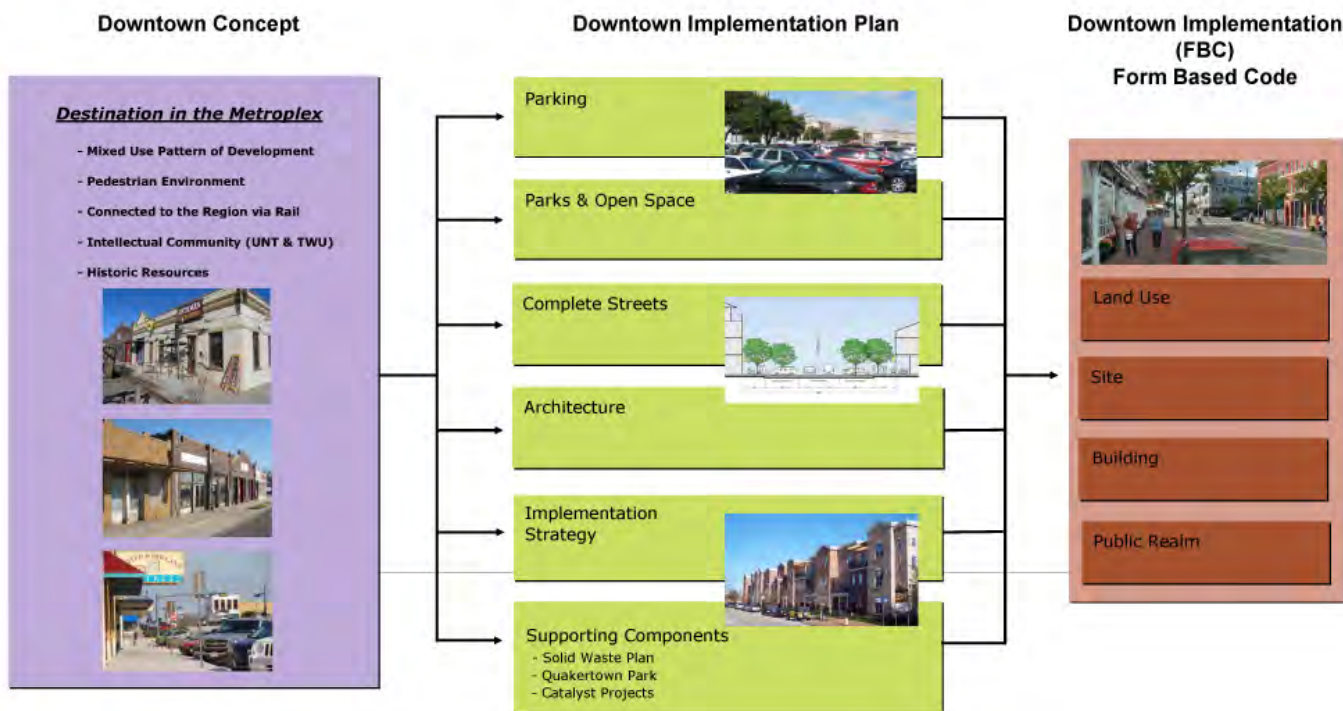
Exhibit 6.0 graphically demonstrates the relationship of the Downtown Master Plan concept to the DTIP strategy presented in this chapter and to the FBC, which is an implementation tool to accomplish the DTIP.

City leaders initiated the DTIP because they recognize the value of downtown and wish to capitalize on that value for the entire community. Investing in downtowns not only builds financial equity but also cultural and social equity. In addition, environmental benefits accrue from redeveloping areas with existing infrastructure. Consumer demand exists to reinvest in areas where people want to live, work, and play, such as, downtown

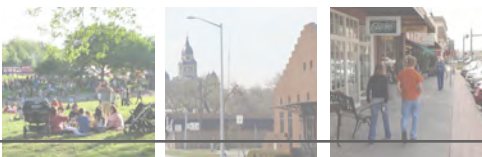
Downtown Implementation Plan

Concept / Strategy / Implementation

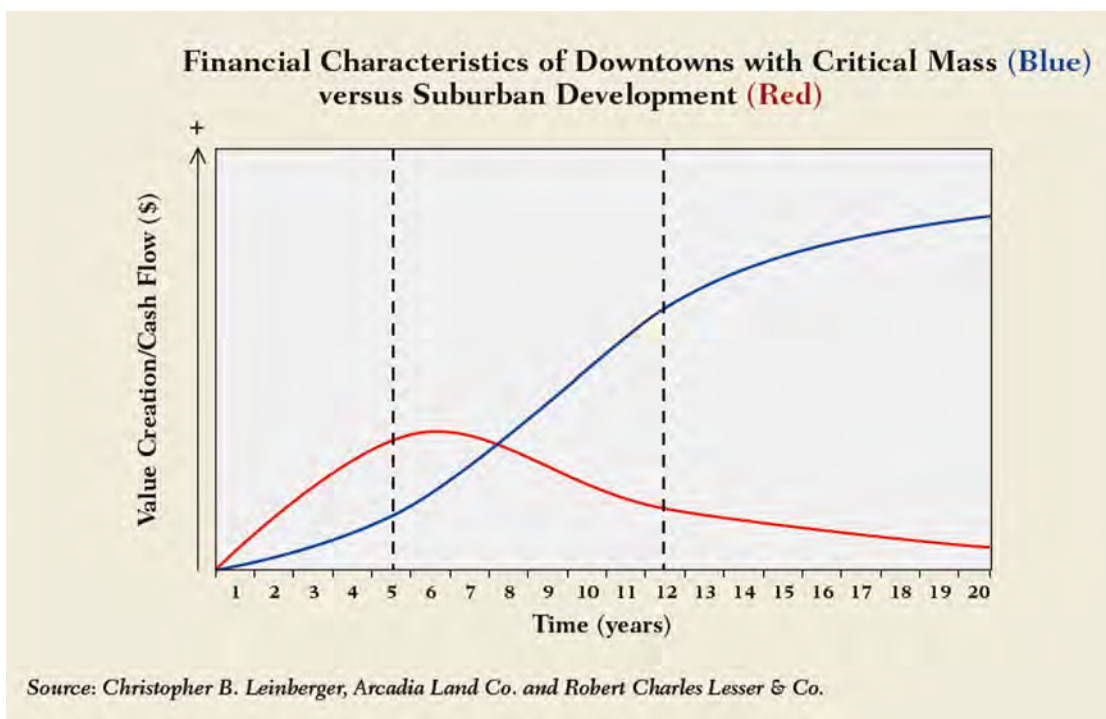
RELATIONSHIPS



Concept/Strategy/Implementation Relationships
Exhibit 6.0



environments. The financial value created in a downtown that has achieved critical mass is contrasted with conventional suburban development in Exhibit 6.1.



*Financial Characteristics of Downtown
Exhibit 6.1*

Downtown development typically:

- Offers a transportation network with choices
- Is the model for walkable urbanity
- Typically achieves better rent and sale values
- Performs well in the long-term (nine to twenty years).

Suburban development typically:

- Lacks a comprehensive transportation network
- Is not pedestrian friendly
- Exhibits indistinctive architecture
- Performs well in the short-term because it is built inexpensively (peaks in five to seven years).

Downtown Denton will achieve critical mass as the DTIP strategy recommendations are achieved.

B. Organizational Structure

Recommended Organizational Structure to Implement the DTIP

Denton has existing organizations that are involved in improving downtown and implementing the 2002 Downtown Master Plan. The Denton Economic Development Board (the Partnership) promotes an environment that encourages commercial and industrial development for the purpose of enhancing job creation opportunities, providing a sufficient tax base to support household growth, and improving residents' quality of life. A subcommittee of the Partnership, the Downtown Task Force, is focused on getting the Downtown Master Plan implemented. In addition, the Main Street Association (MSA) is a non-profit organization comprised primarily of downtown merchants, which is dedicated to revitalizing downtown through programming of festivals, events, etc.

Integrating the DTIP into the existing economic development fabric will require developing an organizational structure that will:

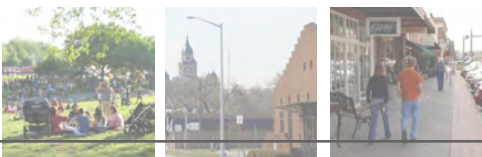
- Provide the framework needed to execute economic development for the City of Denton, as well as for new city, business, and residential investment in downtown which are called for in the DTIP
- Aggressively engage the private sector to participate in the DTIP
- Balance the private sector's need for a highly efficient and effective structure with the public sector's need for transparency and community engagement

Goal:

Enhance the current economic development system to not only pursue the broad-based economic development objectives of the City of Denton, along with adding more aggressive support for the development objectives outlined in the DTIP (organization, funding mechanisms, partnerships and incentives).

Issues:

The Partnership, its Downtown Task Force, and MSA need to gain greater capacity to engage private-sector developers, to expand private investment, and to concentrate development expertise and financial



resources on the near-term development opportunities identified for downtown. The recommended structure needs to be designed to leverage the strengths of the current Partnership (including its Downtown Task Force), the private-sector components of MSA, as well as additional private investment to implement downtown development in areas offering the greatest economic potential.

Organizational Strategy:

1. Create a Downtown Development Corporation (DDC), a privately-led, non-profit corporation to focus on real estate development projects and programs for downtown Denton. Either the Downtown Task Force or the MSA, or both, could be used as the starting point for creating an organization with the enhanced capabilities and authority of this corporation. A DDC can enhance the effectiveness and efficiency of the overall development services system by leveraging private investment in downtown Denton on projects and programs with the greatest economic potential or need. The corporation will provide a significant role for the private sector to participate in revitalizing downtown, and it will provide focused support for catalyst projects to generate new income and prosperity for Denton.

- The DDC becomes the private, non-profit DTIP “arm,” which takes the lead on implementing the DTIP components that the Partnership prioritizes. In essence, the DDC becomes the “owner” of the DTIP.
- It is empowered to act as the catalytic developer for downtown and can be designated as the owner of abandoned downtown buildings or vacant land that the city or other civic entities may acquire.
- It plays a critical development role, and therefore, needs to have public representation on its board to ensure collaboration between public and private entities as funding for infrastructure and other incentives moves forward in support of private development.
- It is a partner with the city, the Partnership, the future TIF (tax increment financing) District, Denton Chamber of Commerce, Hispanic Chamber, Denton Black Chamber of Commerce, and a future public improvement district (PID).

C. Funding Mechanisms and Development Incentives

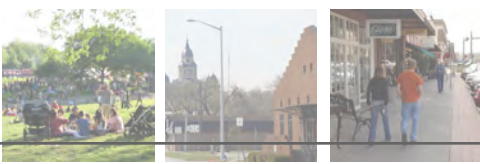
Exhibit 6.2 (Recommended - Funding Mechanisms and Development Incentives) identifies and describes three programs, which are recommended to fund infrastructure improvements, their eligible uses, and their application to Denton. Tax Increment Financing (TIF) and Public Improvement District (PID) are the two key programs recommended to fund downtown infrastructure improvements in Denton, along with a recommended regional grant program.

Downtown Plano, TX was especially successful in using TIF to fund infrastructure improvements capitalizing on its downtown DART transit station (Appendix details the Plano, TX case study). Plano's TIF has generated over \$1.5 million in annual revenues, and is projected to generate in excess of \$15 million over the life of the TIF. These funds have been prioritized, at least initially, to spur downtown redevelopment. Plano's use of TIF has brought the community close to reaching its goal of adding 1,000 new housing units and 50,000 square feet of new commercial development. In addition, TIF incremental funds have permitted the city to invest over \$2 million in streetscape and surface transportation improvements to stimulate economic development.

Similarly, the City of Dallas has announced \$95 million of investment in the recent economic recession around its most-successful Mockingbird and nearby DART stations where "extended" TIF districts have been established and Council of Governments grants have been awarded (Appendix details the Dallas, TX case study). Dallas DART-related TIF funds are being used to reimburse infrastructure expenditures of private developers, who are building mixed-use developments, including housing, retail, and office uses.

PROGRAM NAME & AUTHORIZING BODY	ELIGIBLE USES	PROGRAM SUMMARY	DENTON APPLICATION
Tax Increment Financing (TIF) City of Denton – Revenue Fund or Financing Tool	Public-Private Developers: All Land Uses Public Infrastructure	Applies the value of future (property or sales) tax revenues to the cost of current improvements. At least 50 percent of affected property owners can initiate TIF through petition, or, as most typically occurs, a city or county may initiate TIF when an area is found to "substantially impair the city or county's growth." TIF Benefit: Funds are dedicated to specific uses designed to accommodate and enhance the feasibility of new development, even in the absence of county or school district participation. TIF is a city commitment to the private development community that the city is serious about improving infrastructure in downtown as a whole versus any one property (tax abatements favor only specific properties).	Recommended – Form a Tax Increment Finance District.

*Recommended - Funding Mechanisms and Development Incentives
Exhibit 6.2*



CHAPTER 6

PROGRAM NAME & AUTHORIZING BODY	ELIGIBLE USES	PROGRAM SUMMARY	DENTON APPLICATION
Tax Increment Financing (TIF) (continued) City of Denton – Revenue Fund or Financing Tool	Public-Private Developers: All Land Uses Public Infrastructure	Advantages: - TIF may create new taxes, rather than simply redistribute existing tax revenues to specific infrastructure projects. - TIF is locally-administered and is autonomous from state and federal involvement. - TIF does not count against a municipality's debt limit. - TIF provides a stimulus for targeted areas of redevelopment. - TIF provides private developers with a city commitment for public improvements or write-down of the cost of land. - TIF provides a way of funding redevelopment from taxes collected in the TIF district itself without raising the taxes of city residents. Disadvantages: - TIF can lead to inter-jurisdictional conflicts when multiple municipalities or taxing districts are involved. - TIF removes local elected officials from making decisions about use of public funds. - Benefits of TIF may be reduced by lack of participation by Denton County and the Denton Independent School District. - TIF needs a project to initially raise tax revenues in the TIF district. - A TIF district creates another level of local bureaucracy. - Borrowing against projected TIF revenues may be overly optimistic and lead to serious financial problems, if growth does not match projections (construction risk, market risk). As a result, the decision to issue debt versus funding projects on a pay-as-you-go basis should be carefully considered. - Potential property value increases will not generate additional General Fund taxes, and as a result, other properties outside of the TIF will be required to pay a greater share of the tax burden.	Recommended – Form a Tax Increment Finance District.
Public Improvement Districts (PID) City of Denton – Revenue Fund or Financing Tool	Public Infrastructure, Business Promotion and Retention	Special assessment or taxing district: - City creates PID through petition process. 50 percent of value and either 50 percent of owners of record or 50 percent of the service area minus public right-of-way. PID Project Types: - Construct or acquire public infrastructure. - Provide supplemental business-related services (e.g., advertising and business recruitment). - Limited to project and services provided for in an approved municipal service plan and assessment plan. PID Debt Financing: - City-issued bonded debt. - Bonds issued for improvements must be issued in a manner that complies with a municipality's general authority to issue bonds. Advantages: - Generally property values increase - Money paid to PID-used within PID area - Strong return on investment - PID bond proceeds greatly reduce the need for equity investors - reduces borrowing costs Disadvantages: - PID can become a powerful lobby group in the city. PIDs are sometimes used together with a TIF District and serve as a backstop in case a shortfall occurs in tax increment (only when bonding used, not pay as you go), or they are used very effectively in tandem with a TIF.	Recommended – PID has been attempted but Denton has been unsuccessful in attracting enough support among property owners. Recommend building a comprehensive case to demonstrate benefits (protecting property values, maintenance of public improvements, safety, cleanliness, etc.)
NCTCOG Sustainable Development Funding Program Regional Transportation Council – Grant	Projects Fostering Growth and Development (in and around historic downtowns and Main Streets, infill areas, and passenger rail lines and stations)	The Regional Transportation Council, the policy body of the North Central Texas Council of Governments (NCTCOG), created the NCTCOG Sustainable Development Funding Program to encourage public-private partnerships that positively address existing transportation system capacity, rail access, air quality concerns, and/or mixed land uses. NCTCOG and its regional partners are working to address air quality, congestion, and quality-of-life issues by allocating transportation funds to land use projects promoting alternative transportation modes or reduced automobile use.	Recommended – Pursue this for TOD and Downtown

*Recommended - Funding Mechanisms and Development Incentives
Exhibit 6.2 (Continued)*

Exhibit 6.3 identifies five other programs that offer potential for meeting some of downtown Denton's infrastructure financing needs. These programs are recommended for the city's further study and evaluation of their potential suitability for Denton, namely: Municipal Development Districts; Municipal Management Districts; and the Texas Industry Development Loan Program; and two federal programs recommended for specific funding applications.

PROGRAM NAME & AUTHORIZING BODY	ELIGIBLE USES	PROGRAM SUMMARY	DENTON APPLICATION
Municipal Development Districts City of Denton – Revenue Fund or Financing Tool	Land Acquisition, Parking Structures, Utilities Upgrades	Cities may establish municipal development districts through election, which may levy additional sales tax for economic development projects similar to those levied under Sections 4A and 4B. Municipal development districts may be used, whereas Sections 4A and 4B may not be levied in a city's extraterritorial jurisdiction (ETJ) and they may not be levied when a city has reached its two-percent sales tax cap. A municipal development district sales tax has two possible advantages over an economic development district sales tax: (1) the municipal development district tax need not be levied over the entire city, which is useful for cities that are at the two-percent sales tax cap in some parts of the city but not in others; and (2) it is the only municipal sales tax that may be levied in a city's ETJ.	Recommend Further Study – For use in lieu of the 4A or 4B Economic Development Tax
Texas Industry Development Loan Program State of Texas – Financing Tool	Loan Program for Public Facilities (including libraries, police/fire stations, admin buildings, community infrastructure)	The Texas Industry Development (TID) loan program provides capital to Texas communities and eligible 501(c)3 corporations at favorable market rates. The program supports eligible tax-exempt public-purpose projects that will stimulate economic development within the community. TID Program loans are available with low cost, variable-rate long-term financing with the term of the loan not extending beyond the useful life of the assets and up to bond maturity in 2025.	Recommend Further Study – Could provide inexpensive loans for new public buildings
Surface Transportation Program (STP) and Congestion Mitigation and Air Quality (CMAQ) Federal DOT funds	Parking Structures	STP and CMAQ funding can be used to fund transit-related parking facilities, and they can be used to leverage private or local government investment in non-transit-related parking.	Recommend Further Study – Possible future funding source for parking at transit stations; it is tied in with the NCTCOG program
Municipal Management Districts (MMD) Created Through State Legislature – Revenue Fund or Financing Tool	Commercial Property Owners (for infrastructure, facilities, and services above and beyond those that the local municipality provides)	Property owners may impose special taxes, special assessments, and impact fees, or other charges to property owners within the district. • State Legislature-created • State political subdivision MMD Project Types: • Construct public infrastructure • Provide supplemental services • Use economic development programs • Use any other power that enabling legislation authorizes MMD Debt Financing: • May issue bonds that the statute and its local governing municipality permit • Bond debt is not city debt • Bond debt does not affect city bonding capacity	Recommend Further Study – An MMD would be an additional assessment on top of the PID assessment, which would not likely be supportable.
Recovery Zone Facility Bond Federal Government – financing	Property Development Financing	Part of the American Recovery and Reinvestment Act of 2009	Recommend Further Study – Could provide near-term, inexpensive financing for a developer

*Additional Supporting Tools
Exhibit 6.3*

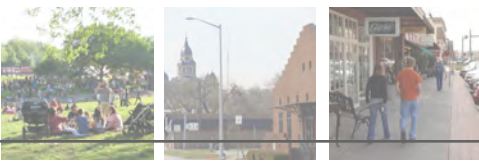


Exhibit 6.4 lists three additional programs that were considered and not recommended, including the reasoning for not recommending them.

PROGRAM NAME & AUTHORIZING BODY	ELIGIBLE USES	PROGRAM SUMMARY	DENTON APPLICATION
Economic Development Sales Tax Section 4A & 4B City of Denton – Revenue Fund or Financing Tool	Land Acquisition, Parking Structures, Utilities Upgrades, Community Development	- Up to a half percent sales tax (cannot exceed two percent local sales tax) to fund land, buildings, equipment, facilities, expenditures, targeted infrastructure and improvements for the purpose of creating or retaining primary jobs for projects, such as: manufacturing and industrial facilities; research and development facilities; military facilities (including closed or realigned military bases); transportation facilities; sewage or solid waste disposal facilities; recycling facilities; air or water pollution control facilities; distribution centers; small warehouse facilities; primary job training facilities for use by institutions of higher education; regional or national corporate headquarters facilities; eligible job training classes; certain career centers; and certain infrastructural improvements that promote or develop new or expanded business enterprises. - Additionally, the Section 4B tax can fund projects that are typically considered to be community development initiatives. For example, authorized categories under Section 4B include, among other items: land; buildings; equipment; facilities; expenditures; and improvements for professional and amateur sports facilities; park facilities and events; entertainment and tourist facilities; and affordable housing.	Not Recommended – Denton is currently already at the two-percent cap on sales tax (one and a half percent city and a half percent county). The city would need to reallocate a half percent of sales tax revenue currently funding the General Fund or other entity to the 4A or 4B fund. Bonds can be issued using this sales tax as collateral to accelerate improvements. Also this sales tax allows access to the Texas Leverage Fund, a low-cost financing mechanism.
City-County Venue Project Tax per Chapters 334 and 335 of the Texas Local Government Code City of Denton – Revenue Fund	Sports Facilities, Parking Structures, General Economic Development	This sales tax program can be voted on simultaneously with a reduction in some other sales tax to maintain the two percent cap. The venue project revenue sources, in addition to (or in lieu of) a sales tax, include: a hotel occupancy tax; a short-term motor vehicle rental tax; an event parking tax; an event admissions tax; and a venue facility use tax. Additionally, the venue sales tax can be proposed in certain limited cases, even if the city is already at its maximum sales tax rate; with legislation allowing the voters to approve an automatic reduction in another existing sales tax to make room for the venue tax.	Not Recommended – Denton is already at its two-percent cap on sales tax. While this sales tax could be instituted to pay for a future downtown parking facility, existing sales taxes would need to be eliminated to allow for this new sales tax.
Bond Financing City of Denton – Financing Tool	Infrastructure	General obligation bonds and revenue bonds used to fund major infrastructure projects (roads, drainage improvements, and utilities expansion)	Not recommended – Available mechanism, but it would require increasing the city's current debt.

*Non Desirable Tools
Exhibit 6.4*

D. Implementation Strategy

This section's implementation strategy was developed specifically for Denton to define a coordinated approach to public investment downtown. It is the product of the DTIP study process, including public involvement, plus coordination and review with city staff. This strategy establishes mechanisms for public financing, as well as for public-private cooperation. The implementation strategy recommendations are prioritized and grouped into the topics discussed in this document, beginning with a comprehensive "implementation programs" listing of recommendations affecting each of the eight topics.

	RECOMMENDATION	TIMING	AGENCY	COST	CATALYST PROJECTS
FUTURE LAND USE					
A.1	Formally adopt DTIP	Short	COD		
A.2	Formally adopt Form Base Code	Short	COD	n/a	Yes
A.3	Establish a new Zoning District in Denton Development Code titled "Downtown District"	Short	COD		
PARKING					
B.1	Increase On-Street Parking	Short	COD		
B.2	Establish Shared Parking Program	Medium	COD		
B.3	Enlarge Public Parking Lots	Medium	COD	TBD	Yes
B.4	Create and Implement Wayfinding Signage Network to Parking	Short	COD	\$125K	Yes
B.5	Establish Cash-in-Lieu Parking Program	Short	COD		
B.6	Early Action Parking Projects	Short	COD		
PARKS/OPEN SPACE					
C.1	Create a series of Urban Spaces - pocket parks, neighborhood parks, and wide pedestrian sidewalks	Medium	COD		
C.2	Create Music and Fine Art Venues	Medium	COD		
C.3	Implement Quakertown Park Master Plan	Medium	COD		
ARCHITECTURAL					
D.1	Formally adopt DTIP which defines: Quality, Place, Environmental Design elements	Short	COD		
D.2	Establish LEED rating goal for all new development	Medium	COD		
D.3	Submit DTIP for LEED neighborhood certification	Long	COD & USGBC		
D.4	Follow Tri-partite architecture proportions	Short	COD		
STREETS/LINKAGES					
E.1	Adopt DTIP Street Standards for Downtown	Short	COD		
E.2	Modify City Mobility Plan to Include Downtown Street Standards	Medium	COD		
E.3	Implement Hickory Street 'Grand Street' Project	Medium	COD	\$4.1 M	Yes
E.4	Implement 'Mews Streets' program for parking, safety, waste and removal	Medium	COD		

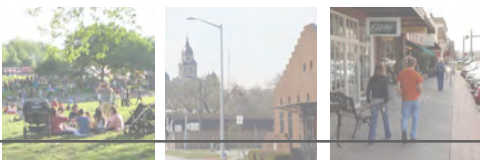


Exhibit 6.5 and 6.6 lists the priority recommendations; the timing for the recommendations as short-, medium-, or long-term; the implementing agency, which is the City of Denton, except in two cases where the city will need to work with either USGBC or TxDOT; the cost (where available) and which projects are catalyst projects. Implementation timing responds to the following recommended time frame schedule.

Short Term: 0 - 3 Years
 Medium Term: 3 - 5 Years
 Long Term: 5 - 10 Years

	RECOMMENDATION	TIMING	AGENCY	COST	CATALYST PROJECTS
STREET/LINKAGES					
E.5	Implement early action street and mobility items	Short	COD		
SOLID WASTE					
F.1	Conduct Pilot Program	Short	COD		
F.2	Implement Preferred Plan (location, type and pricing for solid waste removal).	Short	COD		
F.3	Screen all existing Solid Waste Dumpsters in Square District	Short	COD	\$600K	Yes
F.4	Establish Broad Downtown recycle Waste Program	Short	COD		
F.5	Create a Downtown Recycle Center	Medium	COD		
F.6	Screen All Existing Solid Waste Dumpsters in the Downtown District	Medium	COD		
BICYCLE MOBILITY					
G.1	Adopt DTIP which defines bicycle standards and downtown	Short	COD		
G.2	Implement bicycle lanes on Sycamore Street to DCTA station	Medium	COD		
G.3	Conduct traffic Study for specific intersection designs	Medium	COD & TXDOT		
G.4	Implement bicycle signage program downtown (shared lane and bike lane)	Medium	COD		
G.5	Incorporate DTIP bicycle standards into City of Denton system/standards	Medium	COD		
IMPLEMENTATION PROGRAMS					
H.1	Create TIF District (Tax Increment Finance District)	Short	COD	n/a	Yes
H.2	Create DDC (Downtown Development Corporation)	Medium	COD	n/a	Yes
H.3	Create DPMA (Downtown Parking Management Authority)	Medium	COD	n/a	Yes
H.4	Pursue NCTCOG Sustainable Development Founding and Grants	Short	COD	n/a	Yes
H.5	Modify Park Exaction Fees	Short	COD	n/a	Yes
H.6	Modify Tree Preservation Ordinance to have 100% of collected in Downtown to be spent in Downtown	Medium	COD	n/a	

DTIP Implementation Strategy (Page 2)
 Exhibit 6.6

Assumptions:

Streets/Linkages

E.3

1. Limits of estimate include Hickory Street from Bell Avenue to Locust Street approximately 1,300 linear feet of roadway.
2. No utility work is assumed in this estimate.
3. Demolition costs are not included.
4. No traffic control or environmental controls are estimated.
5. Street costs are assumed as a basic 8" thick concrete and do not take into consideration geotechnical requirements.
6. Pedestrian surface is estimated at 50% unit pavers & 50% concrete.
7. Traffic signal upgrades are included in estimate.
8. Contingency and design fees are included.

Solid Waste

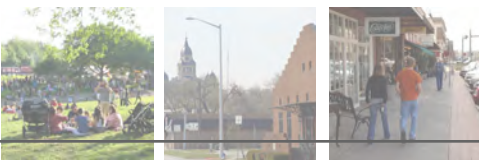
F.3

1. City will screen all trash containers in Square District.
2. City will screen 50% of all dumpsters in Downtown. Assume revised total to be 120- City will screen 60.
3. Cost for each masonry screen is \$10,000.

Strategy 1 – Pay as You Go (low-risk):

- A. Establish cash-in-lieu-of-spaces parking fees to allow developers to meet parking requirements off-site.
- Such fees would be set at an accessible dollar amount, taking into consideration the actual cost of constructing parking garage spaces.
 - Such fees would be collected and distributed through a Parking Management District to fund public parking garage spaces when sufficient funds have been collected.
- B. Alternatively, developers could be required to pay market-rate fees directly to property owners who have excess parking supply.

Either of the above arrangements would help to fund future public parking garage spaces, which would accelerate downtown development. Once a critical mass of development has occurred downtown and parking demand is at such a level that the city could begin charging for it, metered spaces and pay parking lots could further fund the development of a parking structure.



Strategy 2 – Pay Now (higher risk, but risk is shared):

- Enlist a public-private partnership to develop a parking garage at the proposed DCTA transit center.
- A joint partnership involving the City and DCTA, plus DART, or involving the city and a private developer, or some other combination of these entities could develop a parking garage at the proposed DCTA transit center.
- The total burden of cost to provide parking for private development could be shared among multiple entities.
- The shared-parking opportunities would benefit the developer by reducing the amount of parking needed to provide to support their development.
- The transit authority would also benefit from shared parking by enhancing the agency's ridership.

ABOVE GROUND PARKING GARAGE	
1. Capacity	250
2. Levels	4.00
3. Footprint of Parking Area	120 x 180 feet
4. Site Area (acres)	0.5
5. Construction Cost/Space	\$12,000
6. Estimated Construction Cost	\$3,000,000
7. Project Cost (Construction + 15%)	\$3,450,000
8. Annual Cost to Own per Space	\$554
9. Operating Cost per Space	\$300
10. Revenue Collection per Space	\$300
11. Security Cost per Space	\$75
12. Total Cost to Own and Operate per Space	\$1,229
13. Monthly Revenue/Space Required to Break Even	\$102
Total Cost to Own and Operate per Year	\$307,168

*Cost Analysis - Prototypical Parking Garage
Exhibit 6.7*

- The City could participate by providing land to accommodate a parking garage and by making TIF funds available to enhance infrastructure in and around the transit center and the parking facility.

Exhibit 6.7 provides cost estimates associated with building a proposed 250-space parking garage in downtown Denton. The cost to build the garage is estimated to be \$3,450,000 including contingencies, in current dollars, which translates to \$1,229 per space to own and operate, and requires a monthly charge of \$102 per space to break even.

Exhibit 6.7 Items 5, 6, and 7 are based on today's conventional concrete parking deck facilities, including design and other miscellaneous soft costs and excluding land costs. Item 8, ownership costs, assume that the full cost of construction (excluding land cost) is financed at five percent for 20 years. The City would not incur any ownership costs if a developer and the transit authority funds the full cost of building the garage upfront; ownership costs would decrease over time if cash-in-lieu-of-spaces parking fees are used to fund the garage. Item 9, operating costs, include utilities, insurance, supplies, routine maintenance, etc. Item 9, operating costs, Item 10, revenue collection costs, and Item 11, security costs would be shared.

Denton and DPMA will want to review the following considerations as DPMA reviews its options to make a decision on how to proceed:

- Identify the near-term market opportunities for additional residential, retail, and commercial development in downtown Denton, including the potential for TOD at the proposed DCTA transit center.
- Determine a supportable development program (number of units, square footage of retail, office, and other land uses, including civic, cultural, etc.) over the next five years and likely sites for near-term development.

Multiple methods could be utilized to fund a parking structure:

- Cash-in-lieu-of-spaces parking fees could be applied over time from private developers for individual projects in close proximity to the garage.
- A private developer could pay for the number of spaces the project would use in the garage, assuming some shared parking. (For example: a 100-unit apartment complex may require 1.5 parking spaces per unit, or 150 spaces. Perhaps only 100 spaces are needed to serve the project with shared parking and the transit-oriented nature of the projects; the smaller number of required spaces would enhance the feasibility of the developer's project and provide the incentive to purchase 100 spaces in the City garage.)
- The DCTA could pay for the balance of the parking spaces, which would serve the transit station, as well as serve as overflow for peak weekend and night use.