



DESIGN DOWNTOWN DENTON

Advisory Group Meeting #2
November 15, 2023

Agenda

Introductions, Expectations, and Project Schedule Update (20 minutes)

Case for Action Update (15 minutes)

Public Engagement Results Update (20 minutes)

Draft Project Vision and Community Priorities (20 minutes)

Draft Vision Workshop Activities (15 minutes)



INTRODUCTIONS & EXPECTATIONS



Introductions

1. What is your name?
2. Who do you represent?
3. What was your best experience Downtown since our last meeting?



Expectations

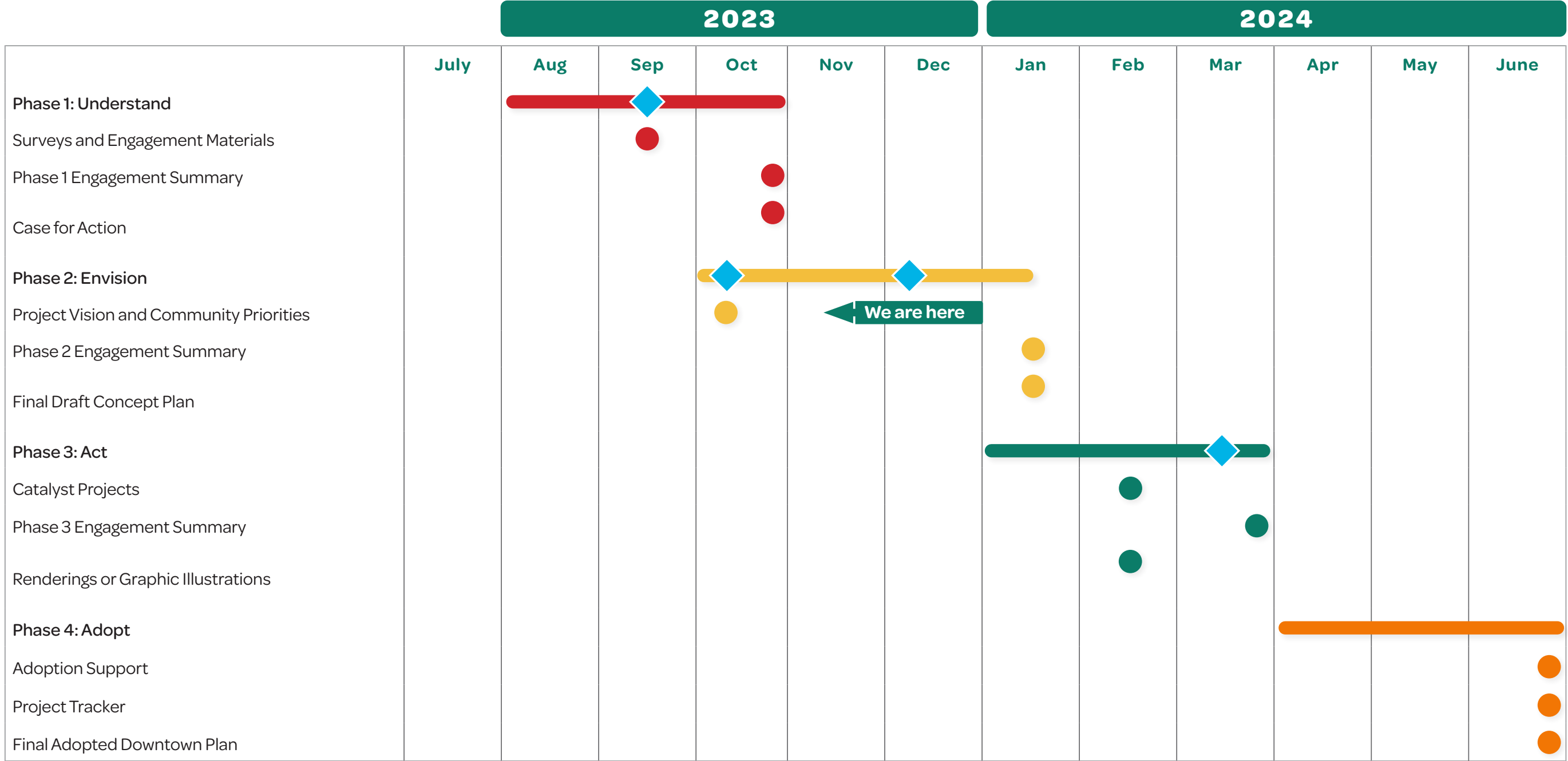
1. Begin and end meetings on time
2. Show up on time and come prepared
3. Prioritize meeting attendance
4. Be present – don't multitask – **cameras on if possible**
5. Contribute to discussion – step up and step back
6. Listen with an open mind
7. Be respectful of others
8. Talk with your community and bring that information back to the group
9. Share information about the Plan with your community



PROJECT SCHEDULE UPDATE



Project Schedule



◆ Community Engagement Meetings & Workshops



Upcoming Visioning Workshop



Just Added!

Monday, December 4

Design Downtown Denton Visioning Workshop

Let's gather in person for the Design Downtown Denton Visioning Workshop and brainstorm ideas to shape our awesome city center!

By Mend Collaborative

Follow

Date and time

Monday, December 4 • 6 - 8pm CST

Location

UNT CoLab, North Elm Street, Denton, TX, USA

207 North Elm Street Denton, TX 76201

Show map

General Admission

-

1

+

Free

Reserve a spot



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CASE FOR ACTION UPDATE



Case for Action

- The Case for Action is an approximately 50 page presentation that details:
 - Research from many data sources including the US Census, the American Community Survey, the Denton County Assessors Office, TXDOT, and other city sources
 - Best practices and analysis
- We will be recording a video that will be released publicly



How well do you know Denton?



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**How much has Denton's population
grown in the past 20 years?**



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Telling the Layered Story of Downtown Denton and Quakertown Park

1905

The City purchased an electric and water plant.

1908

The City built a sewer system.
First streetcars.

1920

Population: 7,600
Hickory Street at Courthouse Square is the first paved street.

1921

City Commission approved petition brought by J.L. Hooper with 150 voters. Petition called for a general election to approve bonds to purchase the land occupied by Quakertown and turn it into a park. The bond passed, 367 for and 240 against.

1927



City Hall designed by Van Slyke and Woodruff opens.

1928

Denton City Federation of Women's Club building on Oakland opens.

1967



O'Neil Ford Denton City Hall & Denton Civic Center open.

1968



O'Neil Ford addition to Emily Fowler Public Library opens.

2000

Population: 80,500

Denton County Courthouse Square Historic District listed in the National Register.

2008

West Oak Area Historic District designated.

2010



Quakertown Park revised plan.

1900s



1912

Denton City Federation of Women's Club formed.

1922-23

The Quakertown neighborhood is razed, and City Park is created in its place. Many displaced Quakertown residents moved to the area known as Solomon Hill; others leave Denton altogether.

1923

Building permits reached \$1 M.

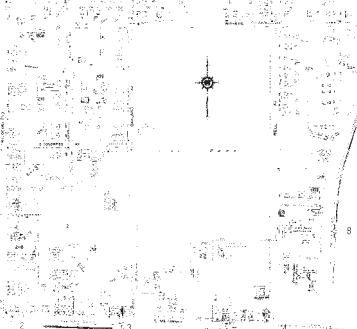
1925

Building permits reached \$1.5 M.

1928

Population: 9,600

1949



Emily Fowler Public Library opens.

1965

O'Neil Ford Municipal Swimming Pool opens.

1977

Denton County Courthouse listed in the National Historic Register.

1979

Golden Triangle Mall opens.

1980

Population: 48,000

1985

Oak-Hickory Local Historic District designated.

1991

The Historic Bridge received a Historic Landmark designation, Ordinance no. 91-006

1997



Civic Center Park Master Plan (small pond, lake, underground schemes).

1997

The Denton Women's Club received a Historic Landmark designation, Ordinance no. 99-314.

2017

The O'Neil Ford Civic Complex designated a local historic landmark.

2018

Bell Avenue Local Historic District designated.

2020

Population: 140,000

West Denton Residential Historic District listed in the National Register.

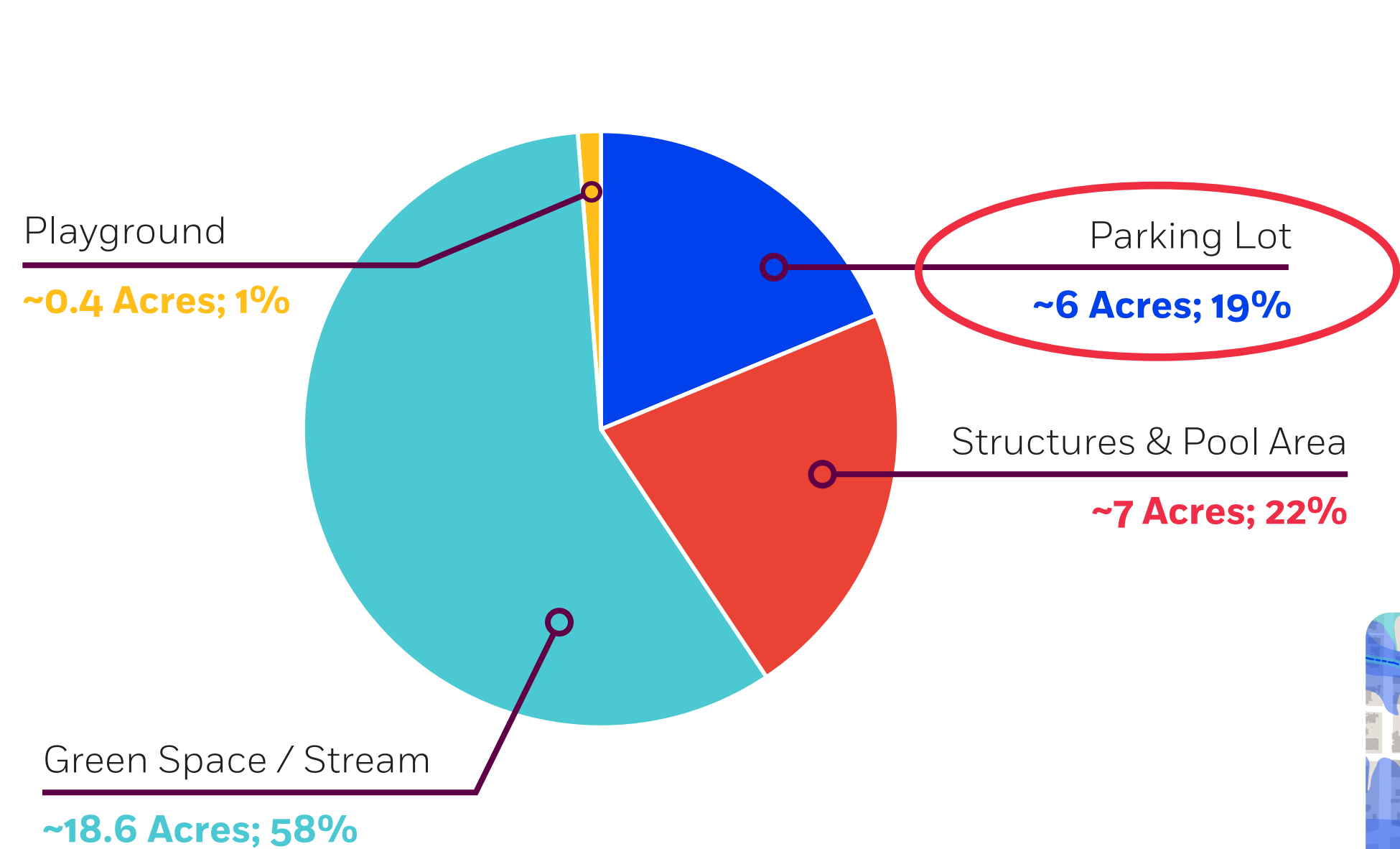
74%
Growth!

How much of Quakertown Park is taken up by parking?

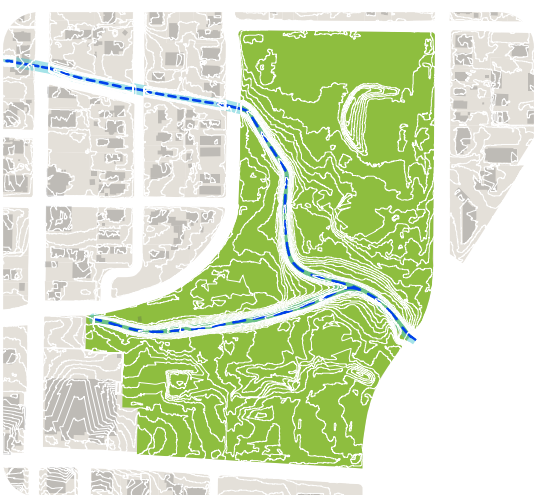


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Quakertown Park Approximate Land Cover



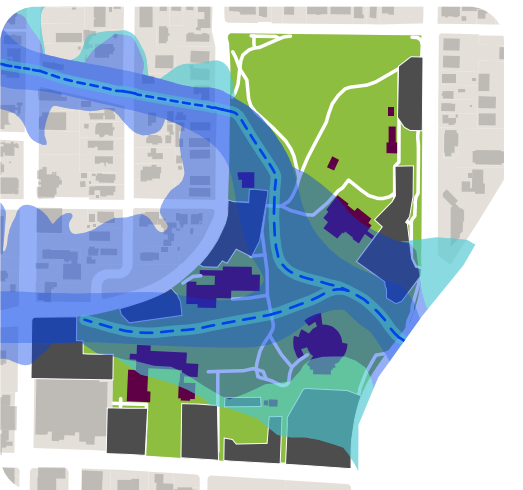
 Floodplain Coverage
~19 Acres; 59%



Topography



100 Year and 500 Year Floodplains



Floodplains and Park Features

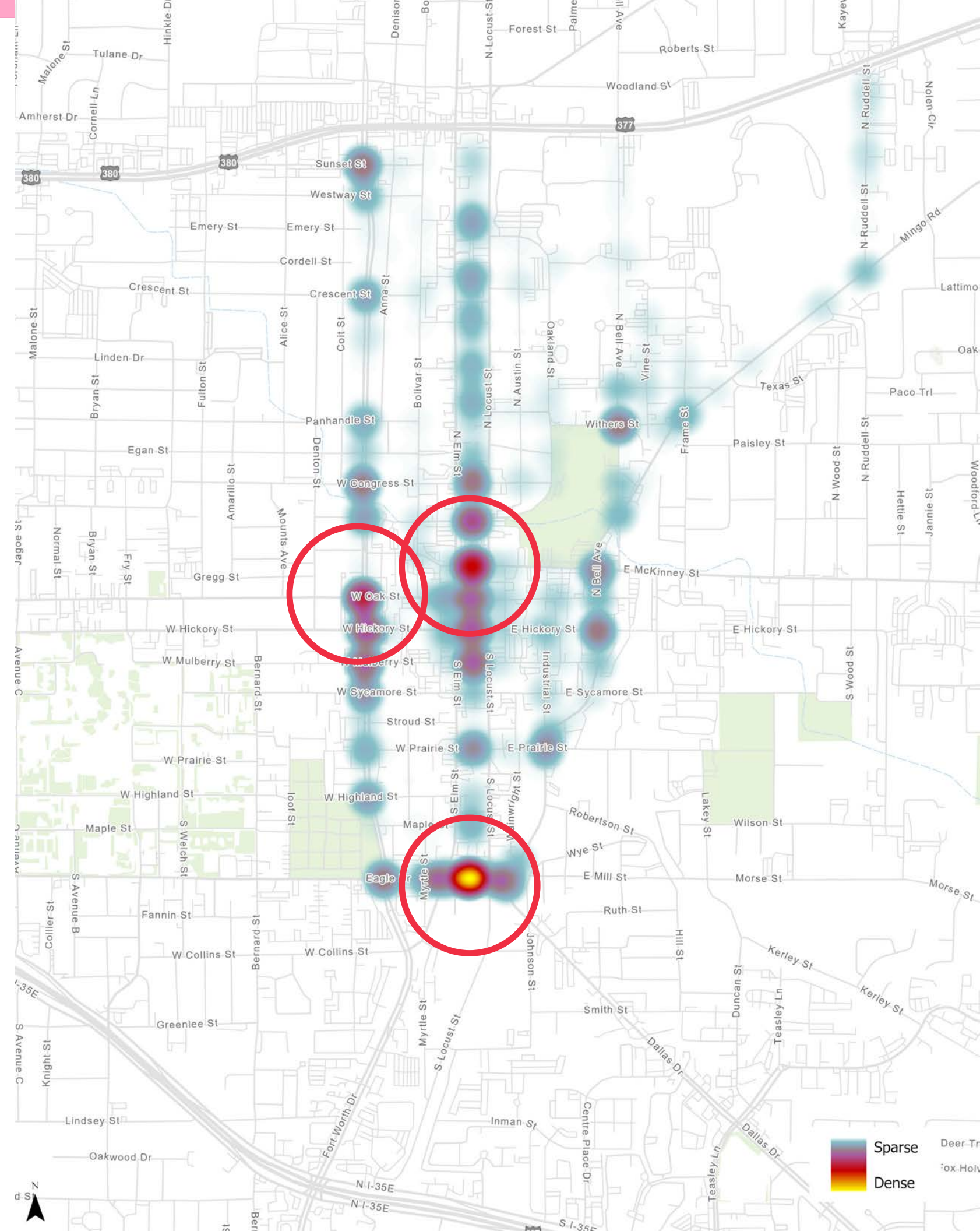
What are the three most dangerous intersections Downtown?



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Walkability: Crash Analysis Map

- Crashes are most common at Locust/Elm and Eagle Drive, Locust/Elm and McKinney just north of the square, and at the intersection of Oak and Carroll
- High crash rates in the vicinity of the square, a high-volume pedestrian destination, underscores the need for infrastructure that makes pedestrians feel safe



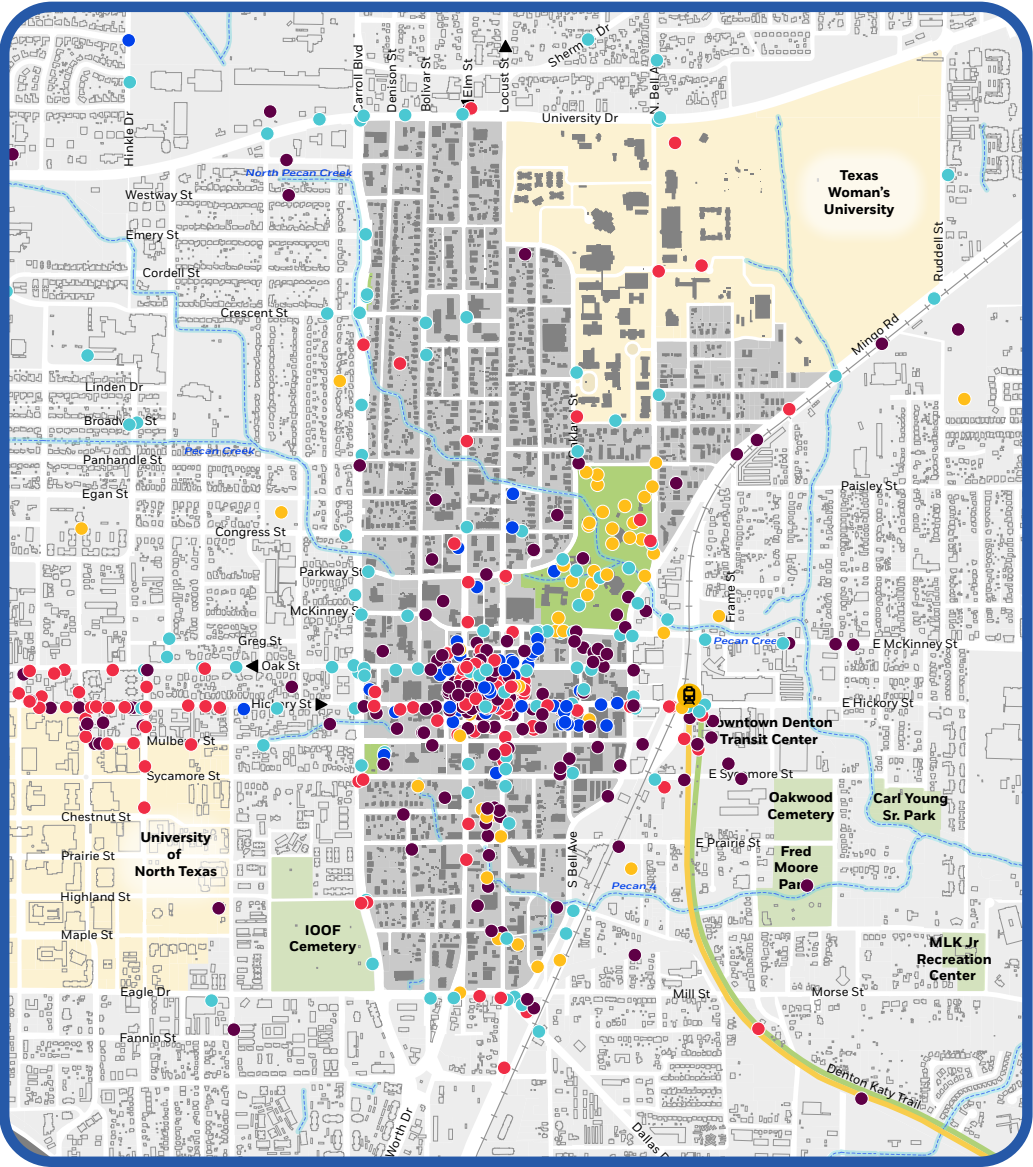


PUBLIC ENGAGEMENT



Engagement Data

907 total comments provided
3,391 total reactions
95 total survey responses
(22 business survey, 73 Quakertown Park)



Online

3,032 visits by 2,054 visitors
462 Social Map Comments
153 Downtown Love/Need Comments

Pop-Ups

102 Map Comments
190 Downtown Love/Need Comments

564 Comments provided on the social map

-  49 I like this!
-  199 I have an idea!
-  121 I have a concern!
-  135 I have a mobility idea!
-  60 I have a park idea!

391 comments provided within the project study area



Overall Themes

The most prominent themes from over 900 comments provided by residents of and visitors to Downtown Denton



Bike and Pedestrian Mobility

Enhance walkability, expand protected bike lanes, and close streets to vehicles for events and gatherings.

“Downtown is the best area of Denton because it’s the only place where one can walk around, have a picnic, shop, and drink without a car!”

Retail and Development

Invest in local businesses, increase housing, and protect historic landmarks.

“Work... to help bring businesses in here that would make these West side streets destinations, such as a coffee shop”

Parks and Public Spaces

Expand network of parks and public spaces, add trees and landscaping, program underutilized areas.

“Invest in more trees, trees are important to cool the area, and also bring wildlife and happiness to people.”

Arts and Culture

Develop a visual brand for Downtown area, bring new activities to Downtown, encourage and support artists and arts.

“The large murals on some of the downtown buildings is wonderful. I would love to see more of that. However, it needs to be quality art and maintained.”

Traffic and Transit

Improve traffic safety, parking management, and transit accessibility.

“Better public transportation in the form of buses, better safe parking in the form of garages, improved walkability and bike lanes.”

Vision Activity

Visitors to pop-up booths and the website were asked to briefly write down what they love most about downtown Denton and what they believe Downtown needs to be even better in the future.

I love Downtown because...

307 comments+reactions

"I can park in one place and walk from business to business!"

"Family-friendly festivals!"

"The unique vibe and local shops!"

"The attractive historic structures!"

"More street trees and shade."

"To expand outdoor patios, dining spaces, and seating."

Downtown needs...

364 comments+reactions

"To be car free/less or no parking."

"A fully connected, protected bike network that gets to essentials."





VISION AND COMMUNITY PRIORITIES



Design Downtown Denton to be a more walkable, beautiful, and fun place to live, shop and recreate, while maintaining and expanding the unique, Denton-born businesses, the historic charm, strong sense of community, and the artistic character, as it grows and develops.



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Community Priorities

1

**Parks and Public
Space**

2

**Bicycle and
Pedestrian Safety
and Mobility**

3

**Traffic and
Transit**

4

**Retail and
Commercial
Development**

5

**Housing
Development**

6

**Arts,
Entertainment
and Events**

7

Safety



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Parks and Public Space

- Create a network of green spaces and public parks with amenities such as community gardens, picnic areas and kids play areas.
- Add more trees and landscaping in public spaces to provide shade, and improve aesthetics.
- Building outdoor amenities like public seating.
- Program underutilized areas, such as alleys, vacant properties, and rights-of-way (ex. sidewalks).
- Preserve the view corridors and view sheds of Downtown (i.e., Courthouse-on-the-Square and the Morrison Milling silos).

Bicycle and Pedestrian Safety and Mobility

- Enhance walkability by improving our streetscapes (i.e., sidewalks, lighting, landscaping, and crosswalks).
- Implementing safety measures at dangerous intersections.
- Connect key areas, including the universities, the square and the transit center through both tangible and intangible methods. Promote a safer environment for cyclists by expanding protected bike lanes, bike parking, and trails.
- Regularly close streets for public events and community gatherings.

Traffic and Transit

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

Retail and Commercial Development

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



Housing Development

- Address rising rents and housing affordability through increased housing supply, mixed-use developments, and more residential options to foster a vibrant local community.

Arts, Entertainment and Events

- Create a visual brand for the downtown area through color, banners, and pavement markings, and use those visuals to connect to the universities and other key areas.
- Encourage public art initiatives and festivals to promote public art.
- Support the addition of interactive art, music, sculptures, and lighting to create engaging spaces.
- Explore the addition and improvement of a variety of music and art venues, stages, and theaters.

Safety

- Improve perception of safety by addressing homelessness concerns and needs.
- Design streets with infrastructure to enable street closures and to support outdoor events.
- Targeted lighting and streetscape along key pedestrian corridors, including those not currently marked.
- Improve maintenance and cleanliness on sidewalks.

Upcoming Dates

Visioning Workshop

**December 4th
6-8 pm**

**UNTColab
207 North Elm Street**

**RSVP:
[designdowntowndenton.
eventbrite.com](https://designdowntowndenton.eventbrite.com)**

Joint Planning and Zoning Commision and City Council Meeting

**December 5th
11 am - 1 pm**

**City of Denton
Development Services Center
Training Rooms
401 North Elm Street**



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