



DESIGN DOWNTOWN DENTON

Advisory Group Meeting #1

September 14, 2023

Agenda

Introductions and Expectations (15 minutes)

Project Overview (15 minutes)

- Study Area
- Schedule
- Branding

Case for Action and Visioning Discussion (45 minutes)

Public Engagement (10 minutes)

Homework (5 minutes)



INTRODUCTIONS & EXPECTATIONS



City of Denton Team



Tina Firgens

Planning Director



Cameron Robertson

Project Manager



Gary Packan

Parks Director



Sean Jacobson

Deputy Project Manager



Wayne Emerson

Economic Development Director



**DESIGN
DOWNTOWN
DENTON**

Mend Collaborative

Lead Consultant



Zakcq Lockrem, AICP

Project Manager



Todd Austin

Associate Planner



Michelle Bright, SITES

Principal-in-charge, QA/QC Lead



Sandy Meulners-Colmstock, PLA

Open Space Lead



**DESIGN
DOWNTOWN
DENTON**

Additional Team Members



Post Oak Preservation

Historic Preservation

Ellis Mumford-Russell
Historic Resources Lead

Rachel Alison
Associate



Nelson/Nygaard

Mobility/Parking

Jackson Archer, AICP
Mobility Lead

Sam Ergina
Mobility Support

WILLIAM FULTON GROUP

William Fulton Group

Economic Development/
Implementation Strategy

William Fulton
Founder/CEO



The Catalyst Group

Market Research/TOD
Strategy

Paris Rutherford
Market/TOD Strategy Lead



DESIGN
DOWNTOWN
DENTON

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
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

Any rules we should add, remove, or edit?



PROJECT OVERVIEW

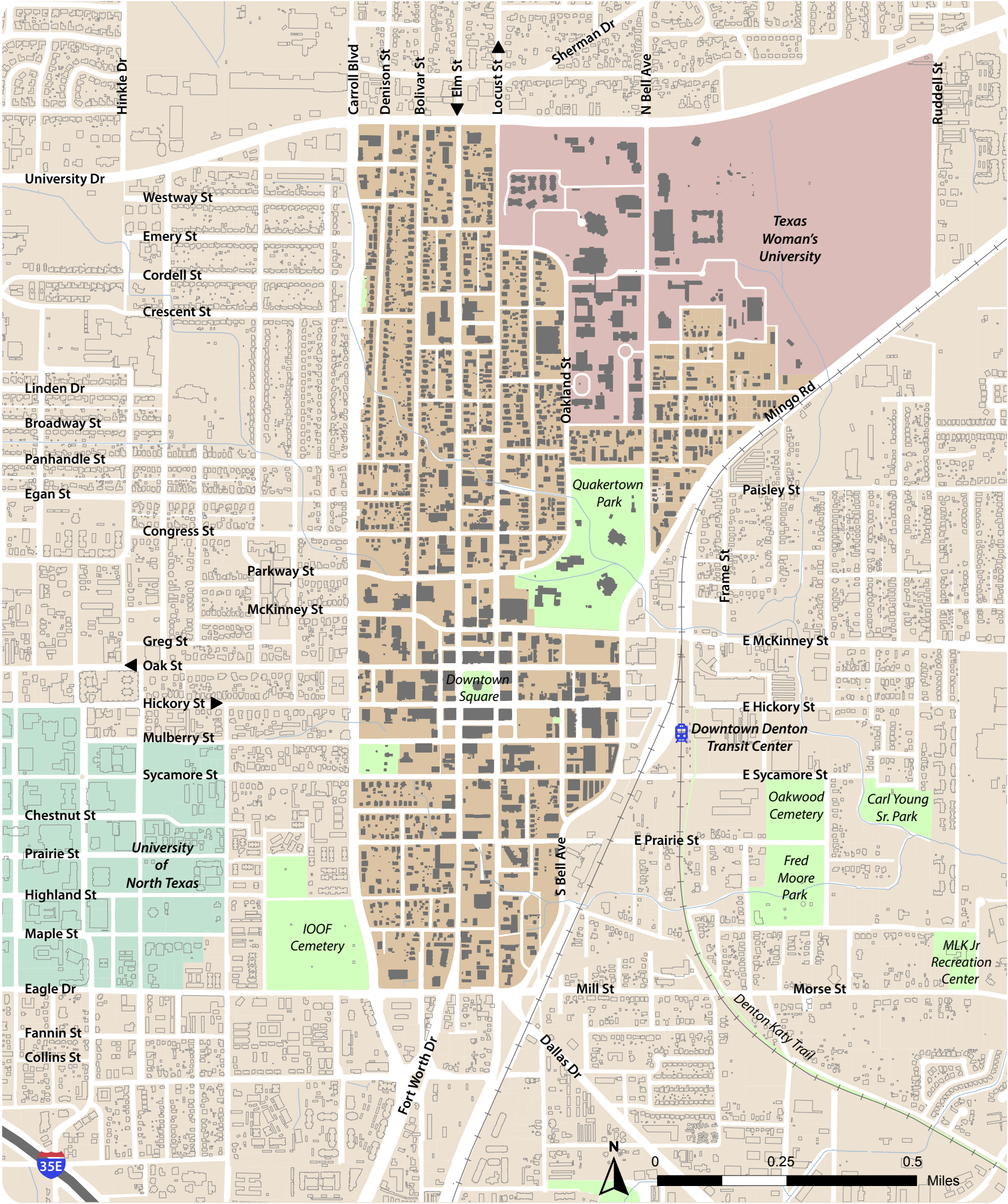


Study Area

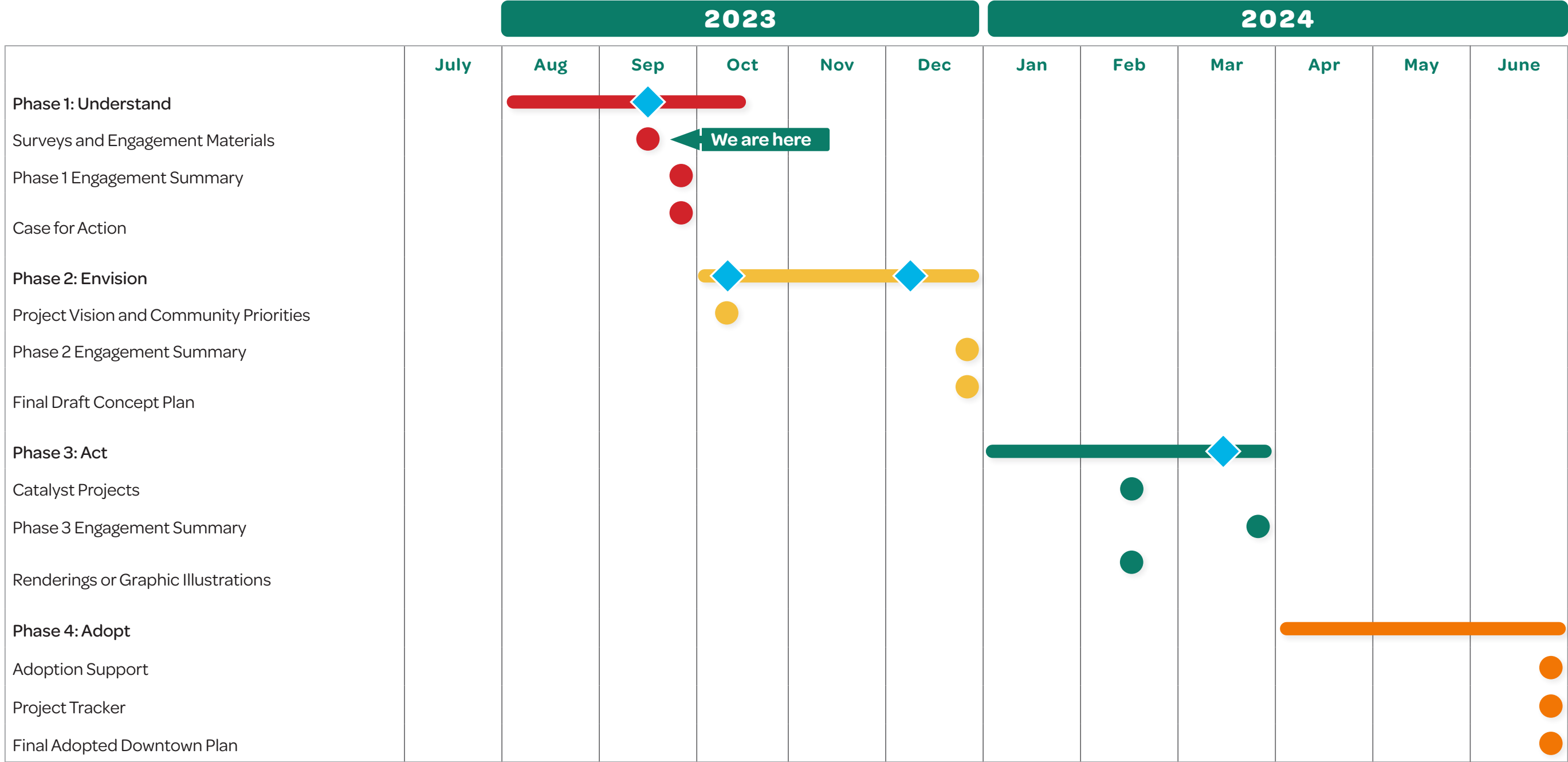
Downtown Denton

Legend

-  Downtown
-  City and County Parks
-  Texas Woman's University
-  University of North Texas
-  Railroad
-  Waterways



Project Schedule



Community Engagement Meetings & Workshops



Project Brand



DESIGN
DOWNTOWN
DENTON

Local Artist: Jude Landry



Project Brand



Historic Preservation



Arts & Culture



Development and
Small Businesses



Mobility



Parks



DESIGN
DOWNTOWN
DENTON



CASE FOR ACTION AND VISIONING DISCUSSION



Why plan now?

Downtown has a history of success and we can build on the momentum of recently completed and planned projects.



**DESIGN
DOWNTOWN
DENTON**

This moment also presents several big opportunities that previous plans didn't have:

- Flood mitigation that will allow new development opportunities, especially South of the square.
- The City can gain control of Locust and Elm from TXDOT.
- There is momentum to revitalize Quakertown Park.

What do these opportunities suggest to you?



**DESIGN
DOWNTOWN
DENTON**

The Plan needs to build on Downtown's Unique Assets.



- Historic Resources
- Walkability
- Unique Small Business Environment
- Connectivity
- Festivals and Special Events
- Vibrant Adjacent Neighbors

Are there other unique assets to build upon?



**DESIGN
DOWNTOWN
DENTON**

However, there are some things we need more of and challenges that we need to mitigate.

- Adding more households downtown
- Clarifying parking
- Fostering inclusivity and broadening economic opportunities
- Connectivity and accessibility of open spaces
- Designing for extreme heat

What other challenges do you see?

What other things would you like to address?



**DESIGN
DOWNTOWN
DENTON**

The Plan will also seek to lay out and clarify the tools we'll use to implement the plan.

Regulations

- Zoning
- Design Guidelines
- Historic Designations

Economic Development Tools

- Historic Tax Credits
- Grants - Federal Funding
- TIRZ
- 380 Agreements
- Municipal Management Districts

Governance

- Main Street
- Municipal Management Districts
- TIRZ
- Cultural Districts



DESIGN
DOWNTOWN
DENTON

Finally, we will be seeking catalyst projects:

- Hotels
- Performance Venues
- New Parks and Open Spaces
- Strengthening the Square
- Transit Oriented Development
- Examining Publicly Owned Assets

What are your big ideas?

Final Discussion Points:

1. What are we missing?
2. What are you most excited about?
3. If cost wasn't an object, what would be the most transformative investment we could make?



**DESIGN
DOWNTOWN
DENTON**

PUBLIC ENGAGEMENT



Public engagement methods



Working with
Local Artists



Online Platform -
Social Pinpoint



Door-to-Door
Business Survey



Community
Workshops



Pop Ups and
Speak Outs



Stakeholder
Interviews and
Focus Groups

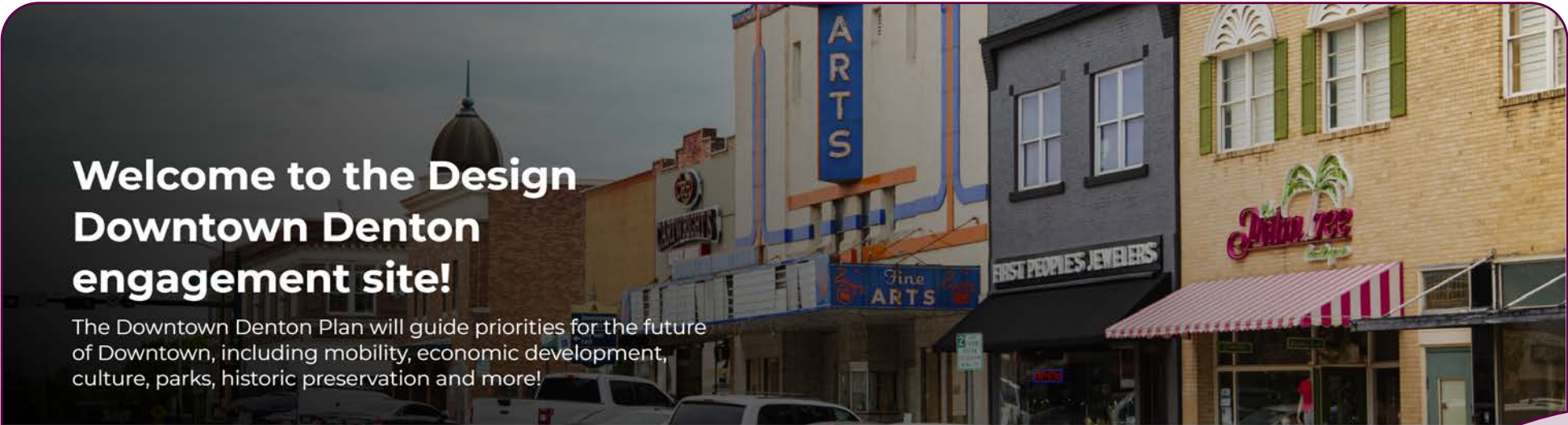


Advisory Group



DESIGN
DOWNTOWN
DENTON

Online survey & advertising materials



Design Downtown Denton

Design Downtown Denton will update Denton's Downtown Plan, which was adopted in 2002, to guide the next generation of Downtown's priorities, including parks and open space, mobility, development, housing, arts and culture, historic preservation, and build connections to and opportunities for Downtown's neighboring communities.

Engagement Opportunities

During the first phase of the planning process, we'd like to hear:

- what you love about Downtown and want to protect,
- what concerns you have about Downtown that need to be mitigated, and
- what ideas you have for Downtown.

This input will shape the Downtown plan's vision and goals, and will help develop a strong case for action that

Upcoming Event

Friday, September 11, 2020
10:00 am - 12:00 pm
Pop Up at Parking

Tell us about your Downtown!

Use cell phone camera to scan QR Code

DESIGN DOWNTOWN DENTON

Use el telefono para escanear el codigo QR



Tell us about your downtown!

Díganos sobre tu centro!

- ¡La ciudad de Denton está actualizando su plan para el centro de Denton y creando un nuevo diseño para Quakertown Park y queremos saber de usted!

DESIGN DOWNTOWN DENTON



Use cell phone camera to scan QR Code
Use el telefono para escanear el codigo QR

cussdenton.com/downtown



Engagement discussion points

- Who do we need to connect with?
- Do you have events or organizations that we could attend as a pop-up or make a presentation to?
- To be successful, who **must** participate?

Homework

1. Sharing this info with your constituents and community!
2. Go online and contribute at least 5 things each to the interactive map!