

SOUTHEAST

Denton

AREA PLAN

JOINT CITY COUNCIL/PLANNING
AND ZONING MEETING

ID 24-495 March 19, 2024



Creating the future. Keeping the character.



Agenda

- Introductions & Project Overview
- Existing Conditions Key Takeaways
- Public Engagement Results
- Draft Vision & Community Priorities
- Recommendations
 - Feedback requested
- Next Steps

Your Role Today is:

- Receive a presentation of existing conditions, analysis, public engagement input and the steering committee endorsed vision and strategies
- Provide direction for the project team to develop action steps consistent with the recommended strategies endorsed by the steering committee



Project Team Introductions

Scott McDonald

Development Services
Director

Tina Firgens

Development Services
Deputy Director,
Planning Director

Hayley Zagurski

Assistant Planning
Director

Julie Wyatt

SEDAP Project
Manager

Mia Hines

SEDAP Assistant
Project Manager

Mitchell Silver

Project Advisor

Shai Roos

Project Manager

Pam Thompson

Senior Planner

Earnest Lloyd

Sr Economist

Xochilyn Davis

Planner

Mehak Saroha

Planner



PROJECT OVERVIEW

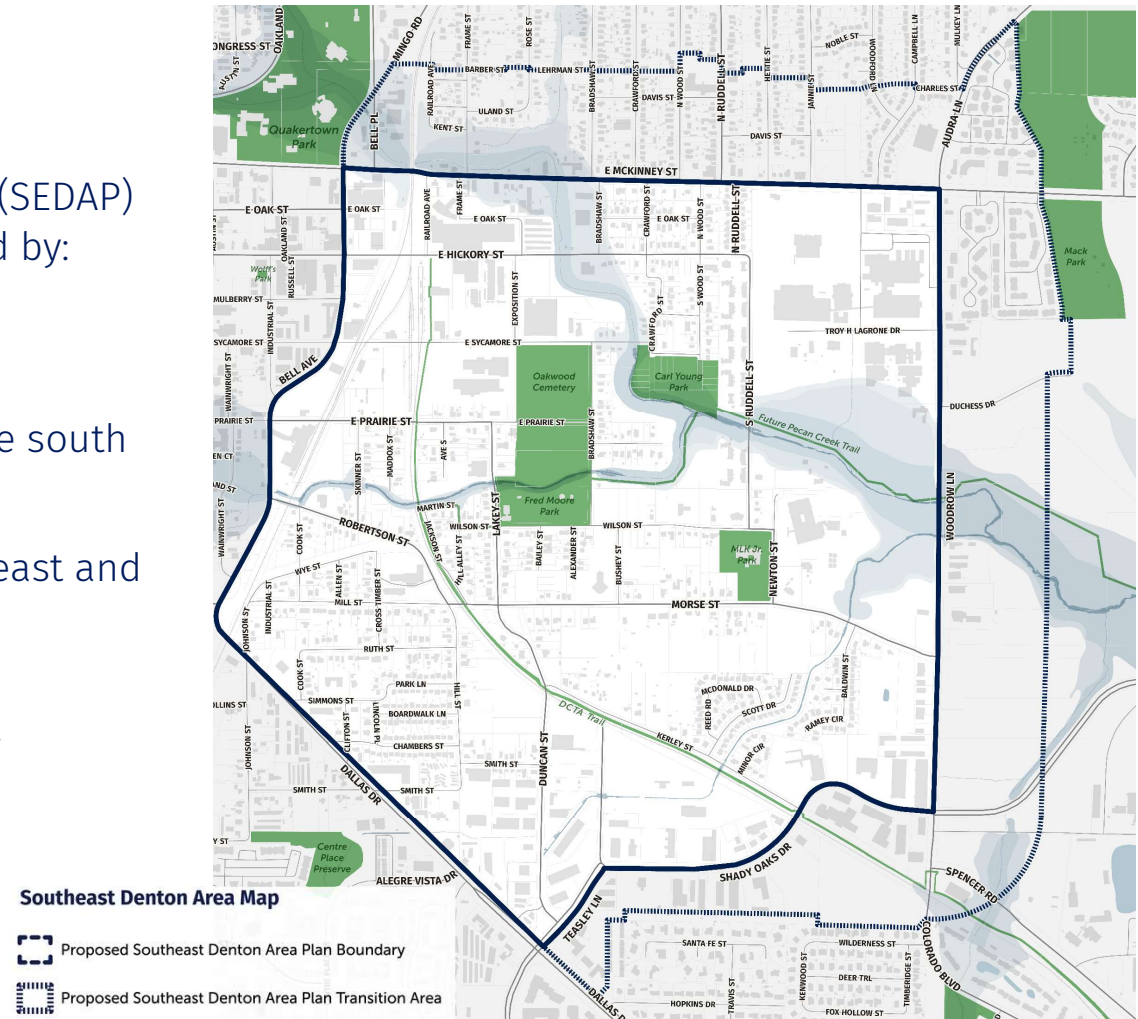
Study Area

The Southeast Denton Area Plan study area (SEDAP) includes 600 acres and is generally bounded by:

- **McKinney Street** to the north
- **Bell Avenue** and **Dallas Drive** to the west
- **Teasley Lane** and **Shady Oaks Drive** to the south
- **Woodrow Lane** to the east.
- This area also includes the parcels northeast and southeast to provide transition areas

The study area was vetted through Visioning Workshop and Intercept Surveys.

ID 24-495 March 19, 2024

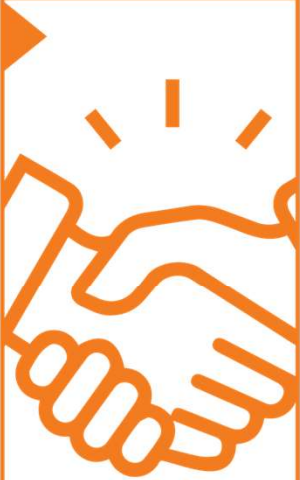


Project Approach

WE ARE HERE



Existing Conditions Analysis & Community Engagement



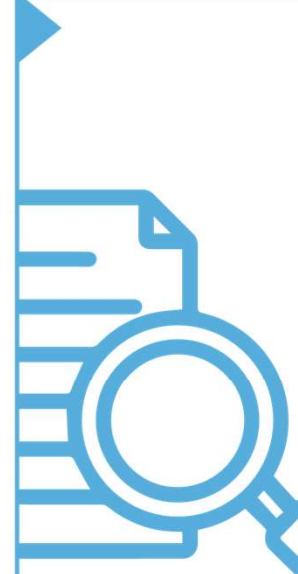
Desired Outcomes

- A fair share of **political, economic & social investment** from the City.
- A community that **celebrates its Black cultural roots**.
- A **variety of housing types & pricing options** to allow a diverse range of ages & incomes to call this area home.
- A **safe, accessible & connected network** for all modes of travel
- Public spaces & **amenities** (parks, programming, activities) **that are equitable**.

Community Vision & Goals

1. **Building Trust** within the community & with the City as a whole.
2. **Honoring the Culture & Heritage** of Southeast Denton.
3. Investing in **Economic Prosperity**.
4. Strengthening Neighborhoods & **Housing Affordability**.
5. Elevating **the quality of public infrastructure**.
6. Creating a **safe & connected, multi modal travel system**.

Recommended Strategies



Implementation Action Steps



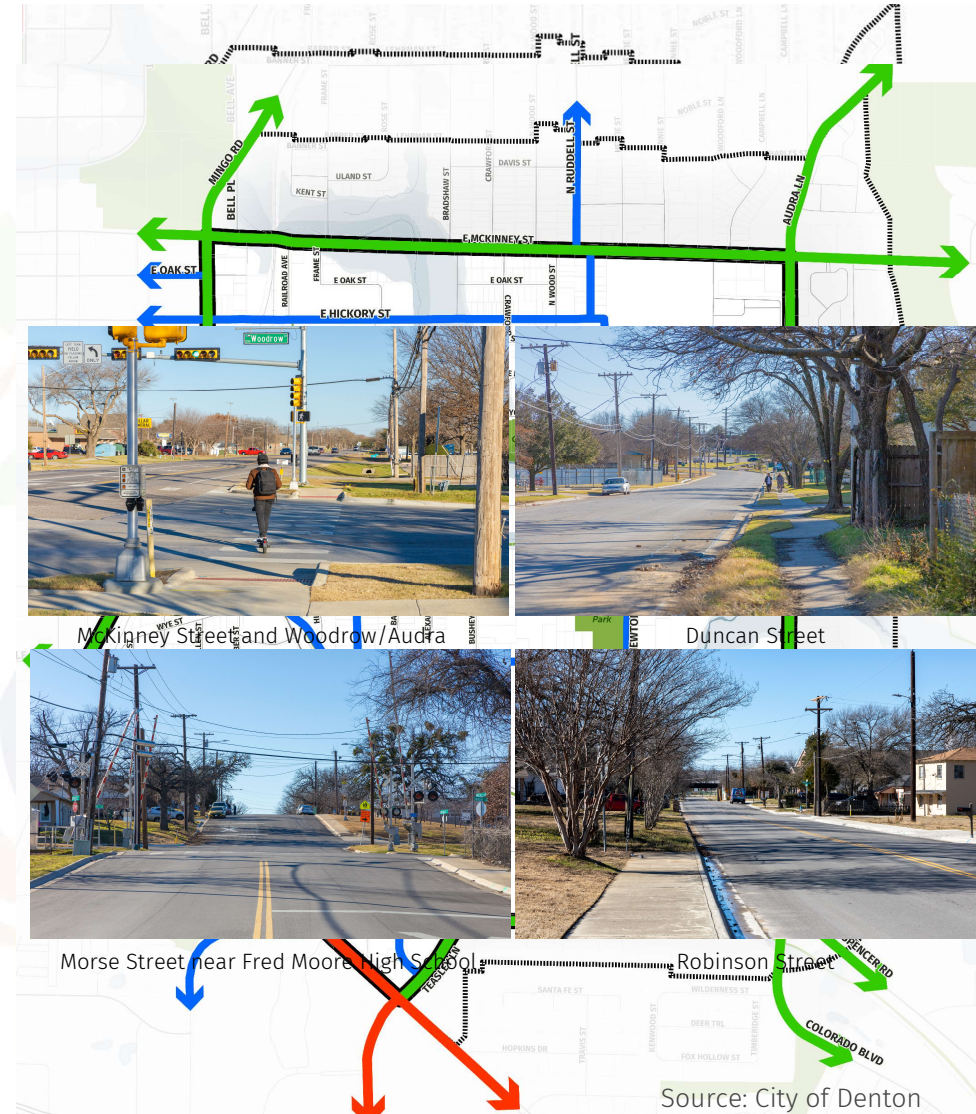


EXISTING CONDITIONS

ID 24-495 March 19, 2024

Key Takeaways

- **60% residents** of Southeast Denton are **under the age of 40** years.
- Population of Southeast Denton **decreased by 4%** between 2010 and 2021.
- Southeast Denton is demographically diverse **between Black, White, and Hispanic** and is distributed evenly across the study area.
- The **skillsets of residents in the study area are not aligned** with the jobs available in the area today.
- Currently, the **residential land uses** are surrounded by high intensity commercial, industrial and institutional uses.
- There are **84 acres of vacant land** in the study area of which **69 acres is developable**. This can be both an opportunity and a threat for the future of the study area.
- There are **no easy north south or east west connecting roadways** through this area. The sidewalks are either in poor condition or nonexistent.



Source: City of Denton

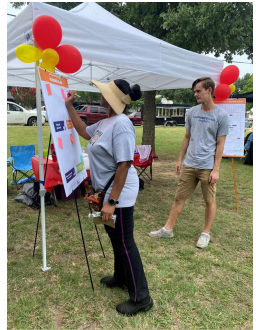


COMMUNITY ENGAGEMENT

Phase I Engagement

- Stakeholder meetings
- Steering Committee
- Listening Sessions
- Intercept Surveys
- Visioning Workshop
- Visual Preference Survey
- Staff Implementation Workshop

ID 24-495 March 19, 2024

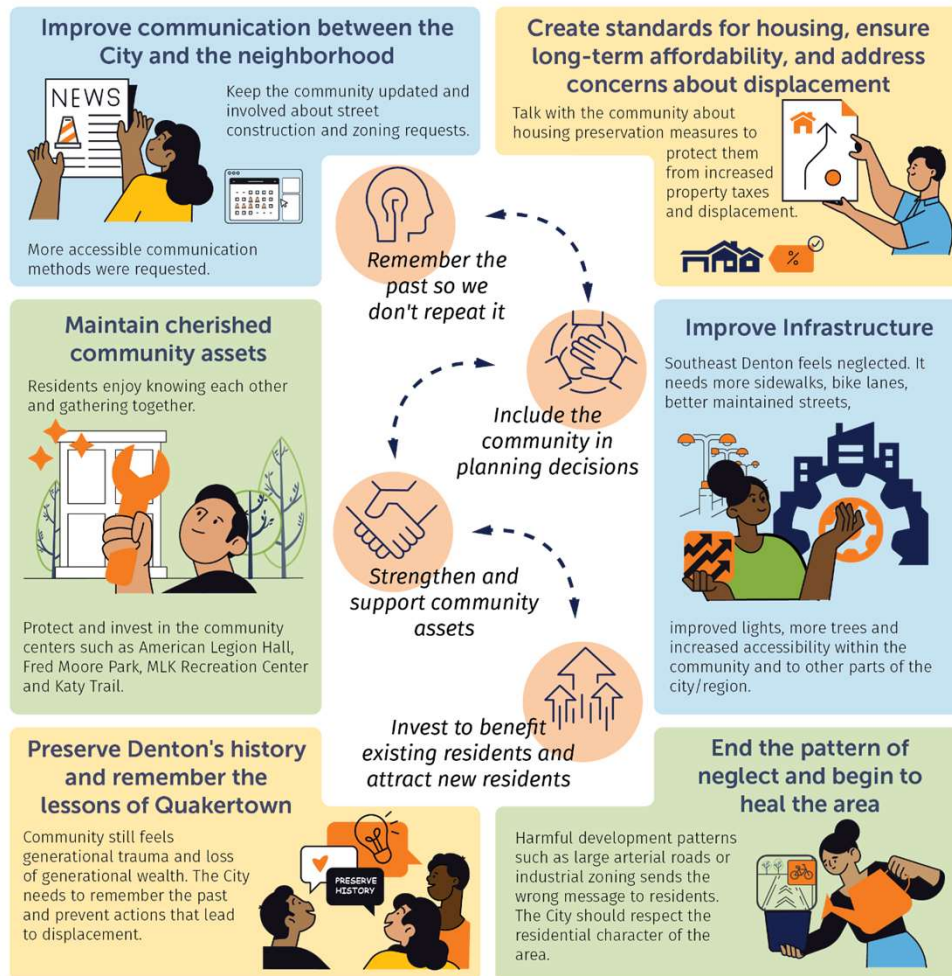


Overarching Themes & Desired Outcomes

Desired Outcomes

- A fair share of **political, economic & social investment** from the City.
- A community that **celebrates its Black cultural roots**.
- A **variety of housing types & pricing options** to allow a diverse range of ages & incomes to call this area home.
- A **safe, accessible & connected network** for all modes of travel
- Public spaces & **amenities** (parks, programming, activities) **that are equitable**.

ID 24-495
March 19, 2024





Vision for Southeast Denton

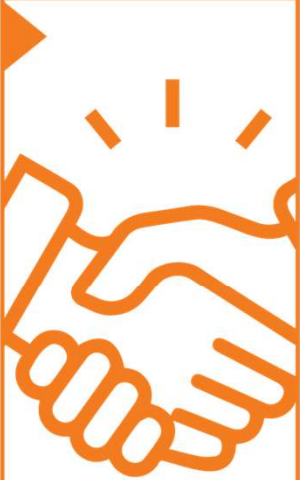
“Our vision for Southeast Denton is a harmonious future that ensures a diverse, resilient and inclusive community for generations to come. We will be a vibrant community that the City cultivates trust with, cherishes and preserves our rich Black history and culture, discourages gentrification, ensures shared prosperity, and elevates the overall quality of life through strategic investments.”

Project Approach

WE ARE HERE



Existing Conditions Analysis & Community Engagement



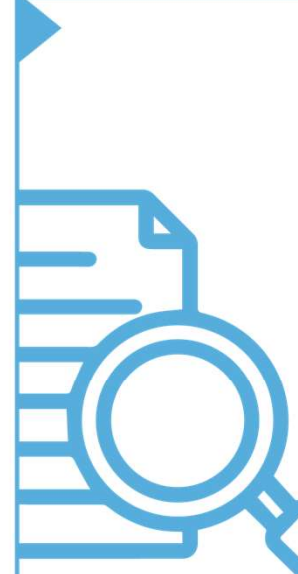
Desired Outcomes

- A fair share of **political, economic & social investment** from the City.
- A community that **celebrates its Black cultural roots**.
- A **variety of housing types & pricing options** to allow a diverse range of ages & incomes to call this area home.
- A **safe, accessible & connected network** for all modes of travel
- Public spaces & **amenities** (parks, programming, activities) **that are equitable**.

Community Vision & Goals

1. **Building Trust** within the community & with the City as a whole.
2. **Honoring the Culture & Heritage** of Southeast Denton.
3. Investing in **Economic Prosperity**.
4. Strengthening Neighborhoods & **Housing Affordability**.
5. Elevating **the quality of public infrastructure**.
6. Creating a **safe & connected, multi modal travel system**.

Recommended Strategies



Implementation Action Steps





RECOMMENDED STRATEGIES



Phase II Engagement

Desired Outcomes

- A fair share of **political, economic & social investment** from the City.
- A community that **celebrates its Black cultural roots**.
- A **variety of housing types & pricing options** to allow a diverse range of ages & incomes to call this area home.
- A **safe, accessible & connected network** for all modes of travel
- Public spaces & **amenities** (parks, programming, activities) **that are equitable**.

Community Vision & Goals

- 1. Building Trust** within the community & with the City as a whole.
- 2. Honoring the Culture & Heritage** of Southeast Denton
- Investing in **Economic Prosperity**.
- Strengthening Neighborhoods & **Housing Affordability**.
- Elevating **the quality of public infrastructure**.
- Creating a **safe & connected, multi modal travel system**.

Recommended Strategies

- | | |
|--|---|
| 1.1 Anti-displacement Action Plan | 4.1 Establish Overlay Districts |
| 1.2 City Communication Strategy | 4.2 Rezone Industrial Areas |
| 1.3 Denton 360 participation | 4.3 Neighborhood Revitalization Strategy Area |
| | 4.4 Increase access to capital |
| 2.1 Recognize the built environment & the families who created it | 5.1 Upgrade existing parks |
| 2.2 History & Cultural Roots Preservation Program | 5.2 Enhance public infrastructure |
| | 5.3 Enhance park programming & city sponsored events |
| 3.1 People Based Economic Development | 6.1 Develop Street Cross sections |
| 3.2 Place Based Economic Development | 6.2 Prioritize improved pedestrian & bicycle connection & safety |
| 3.3 Neighborhood Empowerment Zone | 6.3 Develop a network of trails |
| | 6.4 Strengthen the connections to downtown & surrounding neighborhoods for all modes of transportation |

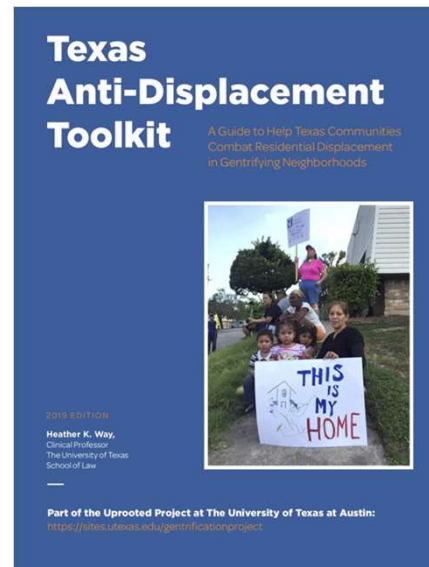


Strategy 1.1 - Develop and implement an Anti-displacement Action Plan specific to Southeast Denton study area.

Policies that can offer financial and technical assistance to both homeowners and renters.

Goal

Building trust within the Community & with the City as a whole





Strategy 2.1 – Use historic preservation tools and incentives to recognize the built environment and the families who created it.

Tools to create a living active record of the community's origins/past and a tangible link to Southeast Denton's history.



ID 24-495 March 19, 2024



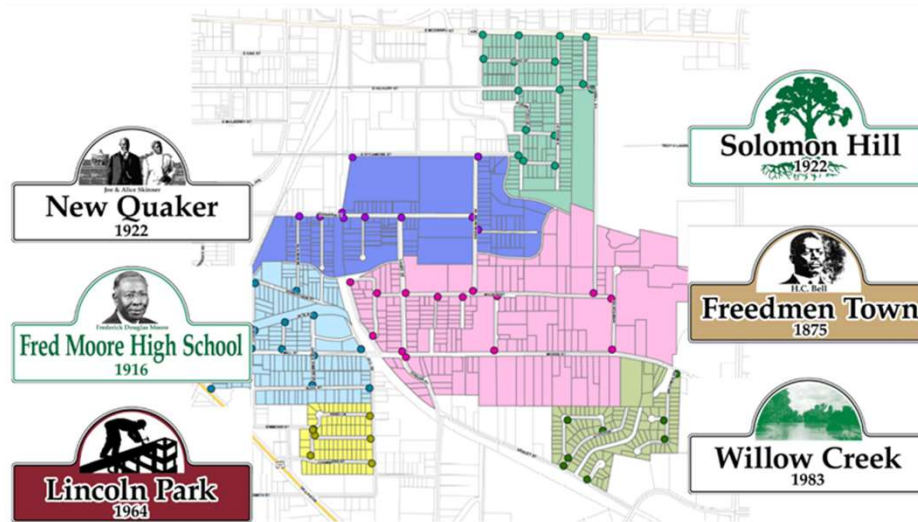
Goal

Honoring the culture & heritage of Southeast Denton



Strategy 2.2 – Develop and Implement a Southeast Denton History and Cultural Roots Preservation Program.

Preservation of the historic integrity of an area through maintenance and documenting changes in the area.



Goal

Honoring the culture & heritage of Southeast Denton



Strategy 3.1 – Develop and Implement People Based Economic Development specific to Southeast Denton study area.

Goal

Investing in
Economic
Prosperity

Focus on supporting small businesses by providing needed social services and concentrating on building capacity.





Strategy 3.2 – Develop and Implement Place-Based Economic Development specific to Southeast Denton study area.

Focus on physical improvements in the area to improve the lives of all of the people who live & work here.



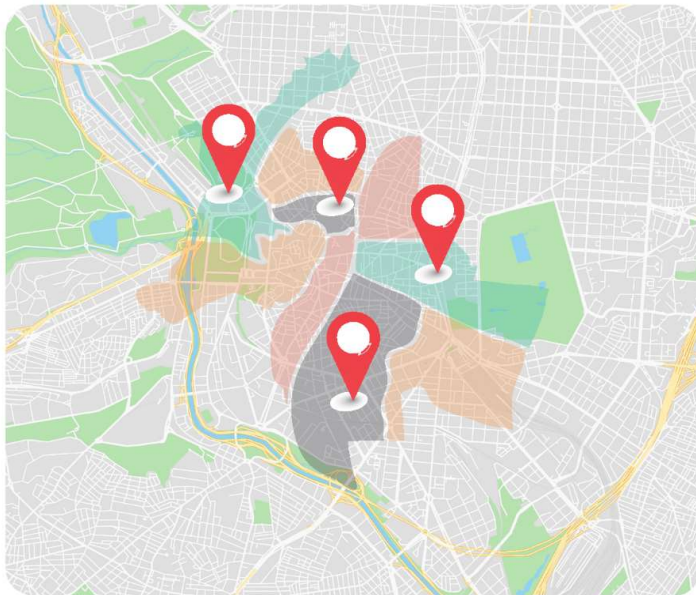
Goal

Investing in
Economic
Prosperity



Strategy 3.3 – Establish a Neighborhood Empowerment Zone to spur community investment, reduce taxes, and increase affordable housing opportunities.

Incentives for the creation or renovation of housing that is affordable for all income levels.



WHAT DOES THE CODE SAY?

A municipality can offer economic development incentives within a neighborhood empowerment zone, according to the Texas Local Government Code.

A municipality with a NEZ may:

- Waive or adopt fees related to the construction of buildings
- Form 10-year or less agreements for refunds of municipal sales tax on sales made in the zone
- Enter into agreements abating municipal property taxes
- Set baseline performance standards to encourage the use of alternative building materials



SOURCE: TEXAS LOCAL GOVERNMENT CODE/COMMUNITY IMPACT NEWSPAPER

Goal

Investing in
Economic
Prosperity



Strategy 4.3 – Establish Southeast Denton as a Neighborhood Revitalization Strategy Area.

Allows additional flexibility in using federal funding in the area.

Goal

Strengthening
Neighborhoods
and Housing
Affordability





Strategy 4.4 – Increase access to capital in Southeast Denton study area by adopting a locally responsible banking ordinance.

Encourage banks to lend equitably, especially in Southeast Denton, and allow fair investment and equal opportunity for its residents.



Goal

Strengthening
Neighborhoods
and Housing
Affordability



Strategy 6.4 – Strengthen the connections to downtown and surrounding neighborhoods for all modes of transportation.

Enhance the connection to Downtown for Southeast Denton residents.



Goal

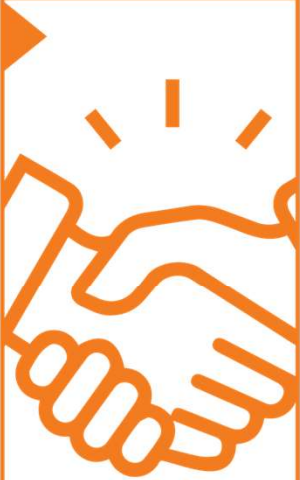
Creating a safe and connected multi modal travel system

Project Approach

WE ARE HERE



Existing Conditions Analysis & Community Engagement



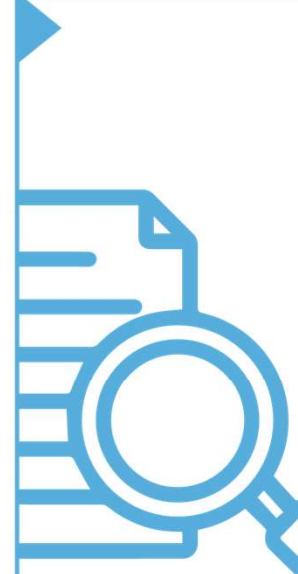
Desired Outcomes

- A fair share of **political, economic & social investment** from the City.
- A community that **celebrates its Black cultural roots**.
- A **variety of housing types & pricing options** to allow a diverse range of ages & incomes to call this area home.
- A **safe, accessible & connected network** for all modes of travel
- Public spaces & **amenities** (parks, programming, activities) **that are equitable**.

Community Vision & Goals

1. **Building Trust** within the community & with the City as a whole.
2. **Honoring the Culture & Heritage** of Southeast Denton.
3. Investing in **Economic Prosperity**.
4. Strengthening Neighborhoods & **Housing Affordability**.
5. Elevating **the quality of public infrastructure**.
6. Creating a **safe & connected, multi modal travel system**.

Recommended Strategies



Implementation Action Steps





**FEEDBACK /
COMMENTS**

Next Steps

Develop Implementation Plan/
Action Steps.

- Projects
- Programs
- Policies

Planning & Zoning Commission
Public Hearing &
Recommendation

City Council Public Hearing &
Plan Adoption



SOUTHEAST DENTON AREA PLAN

Joint City Council/Planning
and Zoning Meeting

Creating the Future. Keeping the Character.