

NORTHEAST
Denton
 AREA PLAN

NORTHEAST DENTON AREA PLAN
JOINT MEETING
AUGUST 1, 2023



Today's Agenda

- ① *TODAY'S OBJECTIVE*
- ② *PROJECT OVERVIEW*
- ③ *10 MIN INTERIM Q&A*

- ④ *POTENTIAL FUTURE SCENARIOS
WITH ENVIRONMENTAL & FISCAL
IMPACTS*
- ⑤ *SCENARIO SUMMARY*
- ⑥ *DISCUSSION & DIRECTION*



Today's Objective

*PROVIDE DIRECTION ON WHICH
SCENARIO TO DEVELOP FURTHER*

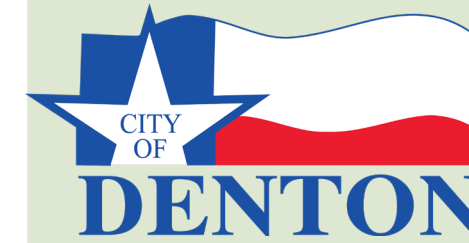
STEERING COMMITTEE AND PROJECT TEAM MEMBERS



STEERING COMMITTEE

TRAVIS EKMARK County Resident	LEE RAMSEY Economic Development Partnership Board
RANDY SMITH City Property Owner/ Developer	STEPHEN BELKNAP Denton County
WESLEY REED County Property Owner	CASSANDRA BERRY Historic Landmark Commissioner
NED WOODBRIDGE County Property Owner/ NE Denton Neighborhood Association Liaison	EDWARD SOPH Sustainability Framework Advisory Committee
SUZI RUHRMOHR Bicyclist	GEORGE FERRIE Parks, Recreation & Beautification Board
VICKI MCGOVERN Equestrian Riding Group	SUSAN SMITH City Resident
CLAY THURMOND Hiking Group/ Master Naturalist	
BENJAMIN HOKAMP Mountain Bike Group	
ERIC PRUETT Planning & Zoning Commissioner	

PROJECT TEAM



TINA FIRGENS Deputy Director of Development Services/ Planning Director	SCOTT MCDONALD Development Services Director
RON MENGUITA NEDAP Project Manager	HAYLEY ZAGURSKI Assistant Planning Director
	ANGIE MANGLARIS NEDAP Assistant Project Manager
	SHAI ROOS NEDAP Project Manager
PAM THOMPSON NEDAP Assistant Project Manager	TONY PHAM NEDAP Planning Intern
DAVID SUTTON NEDAP Mobility Lead	EARNEST LLOYD NEDAP Market & Economic Analysis Lead
MIKEL WILKINS NEDAP Natural Systems Lead	GWEN JURISICH NEDAP Engagement Lead



Project Overview

BACKGROUND

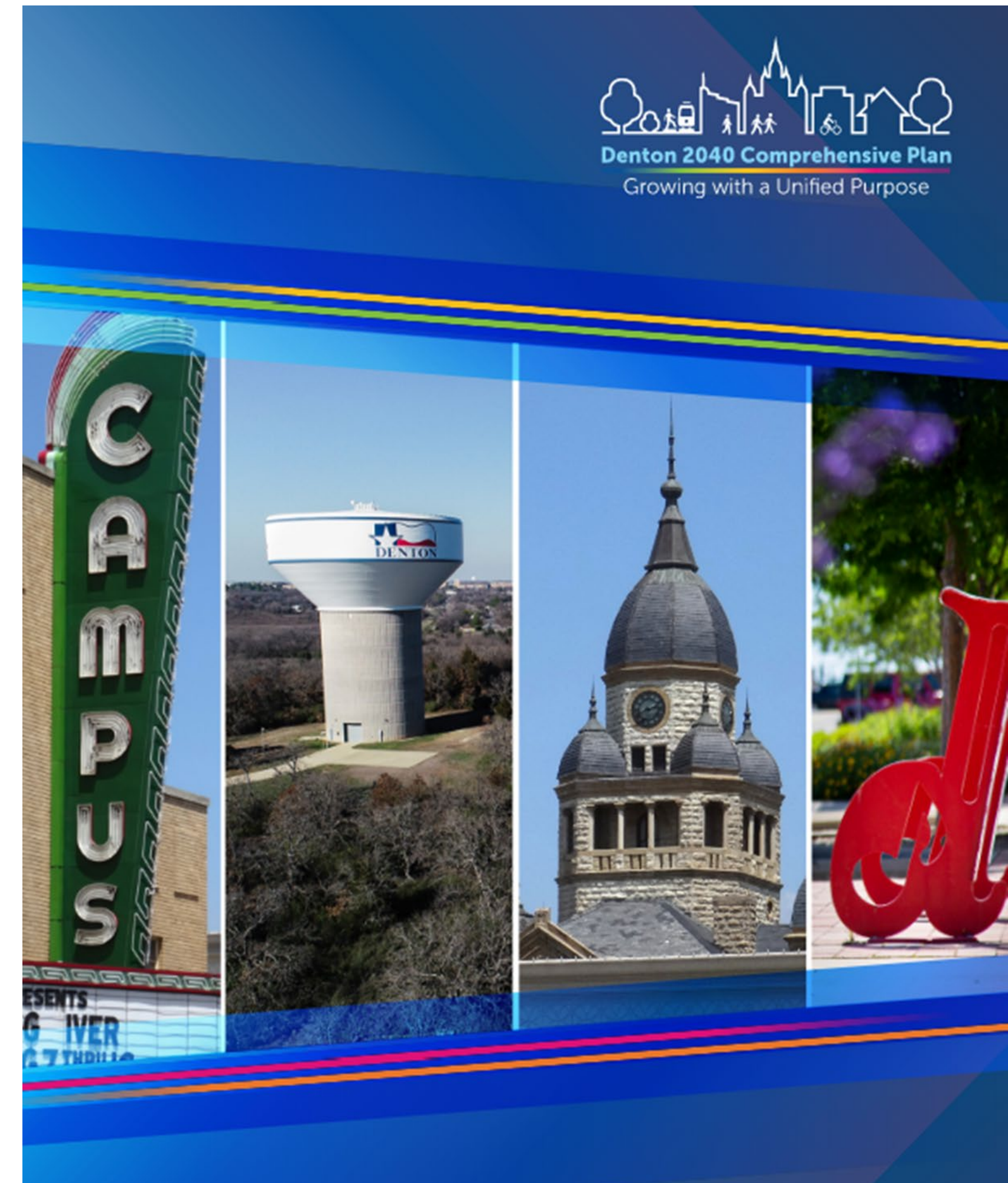


2040 COMPREHENSIVE PLAN

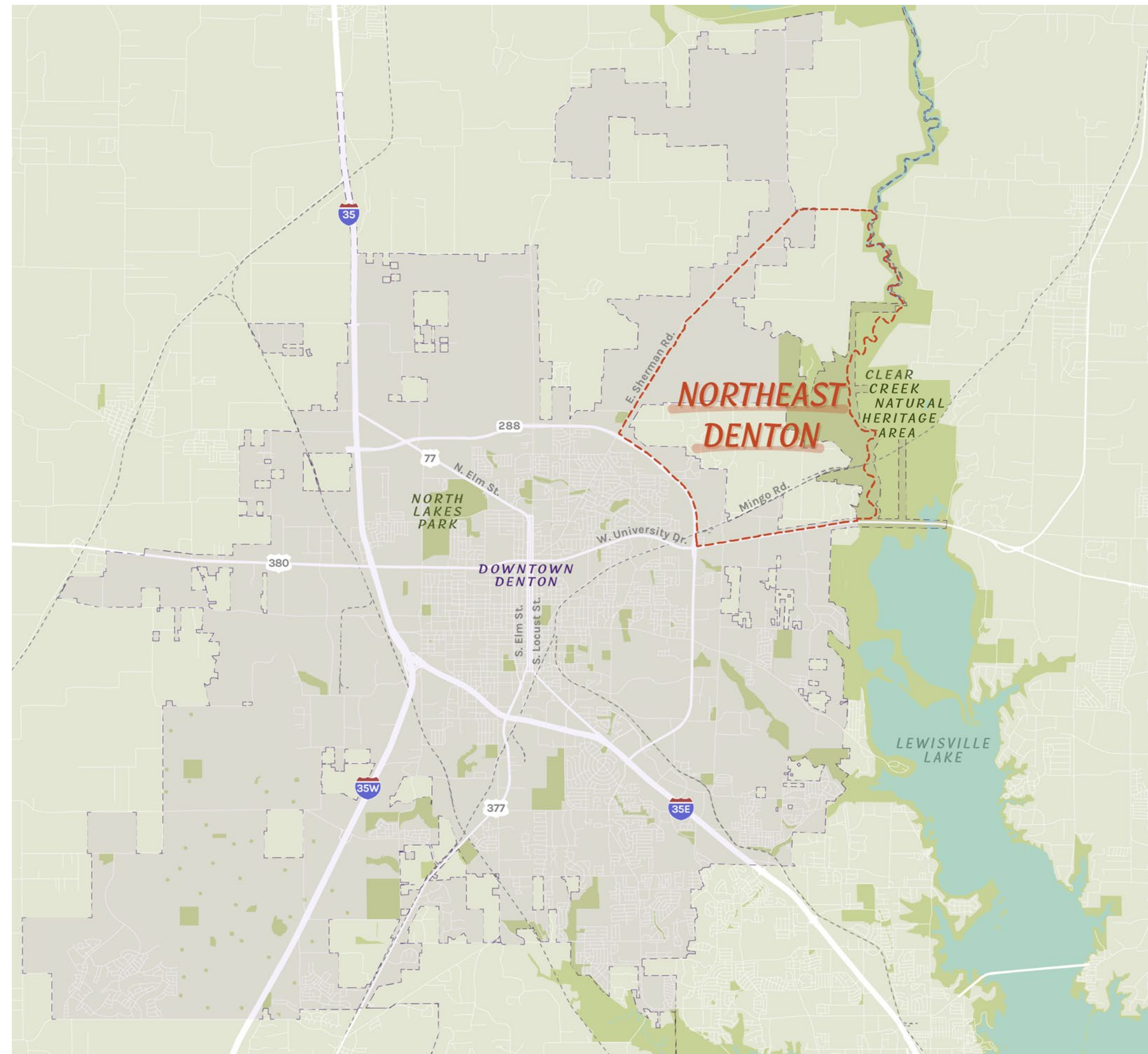
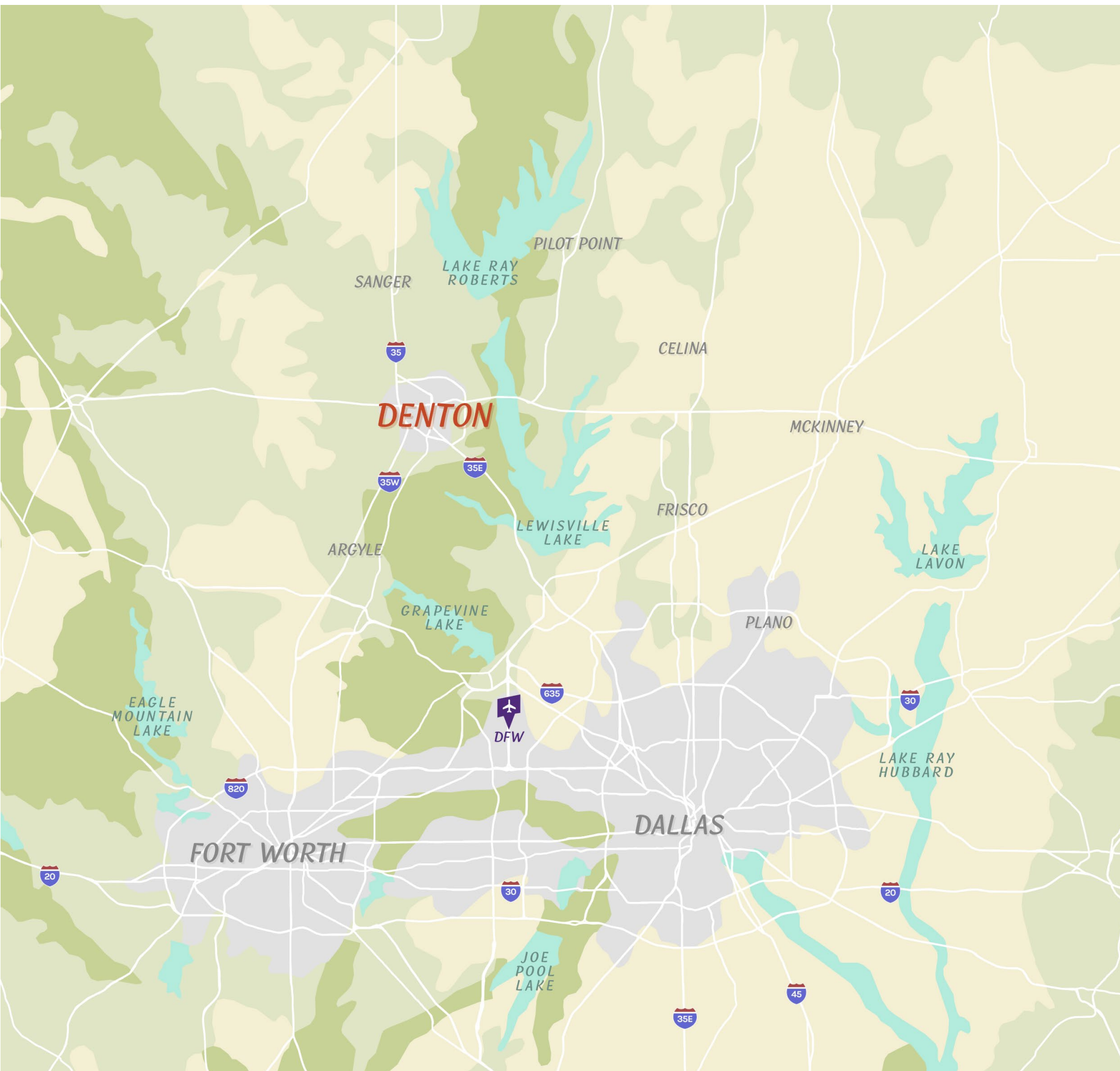
- + During the adoption phase of the Denton 2040 Comprehensive Plan (adopted March 22, 2022), the Planning and Zoning Commission and City Council discussed the significance of preparing area plans for certain areas of the city, such as Northeast Denton, in order to:
 - + Perform finer grain, in-depth analysis
 - + Conduct targeted and robust public engagement
 - + Refine long-range planning policies and land use plans for each area

NORTHEAST DENTON AREA PLAN

- + On April 5, 2022, the City Council directed staff to proceed with the preparation of the Northeast Denton Area Plan (NEDAP) to create a community-based vision for the long-term success of this area.



PROJECT LOCATION



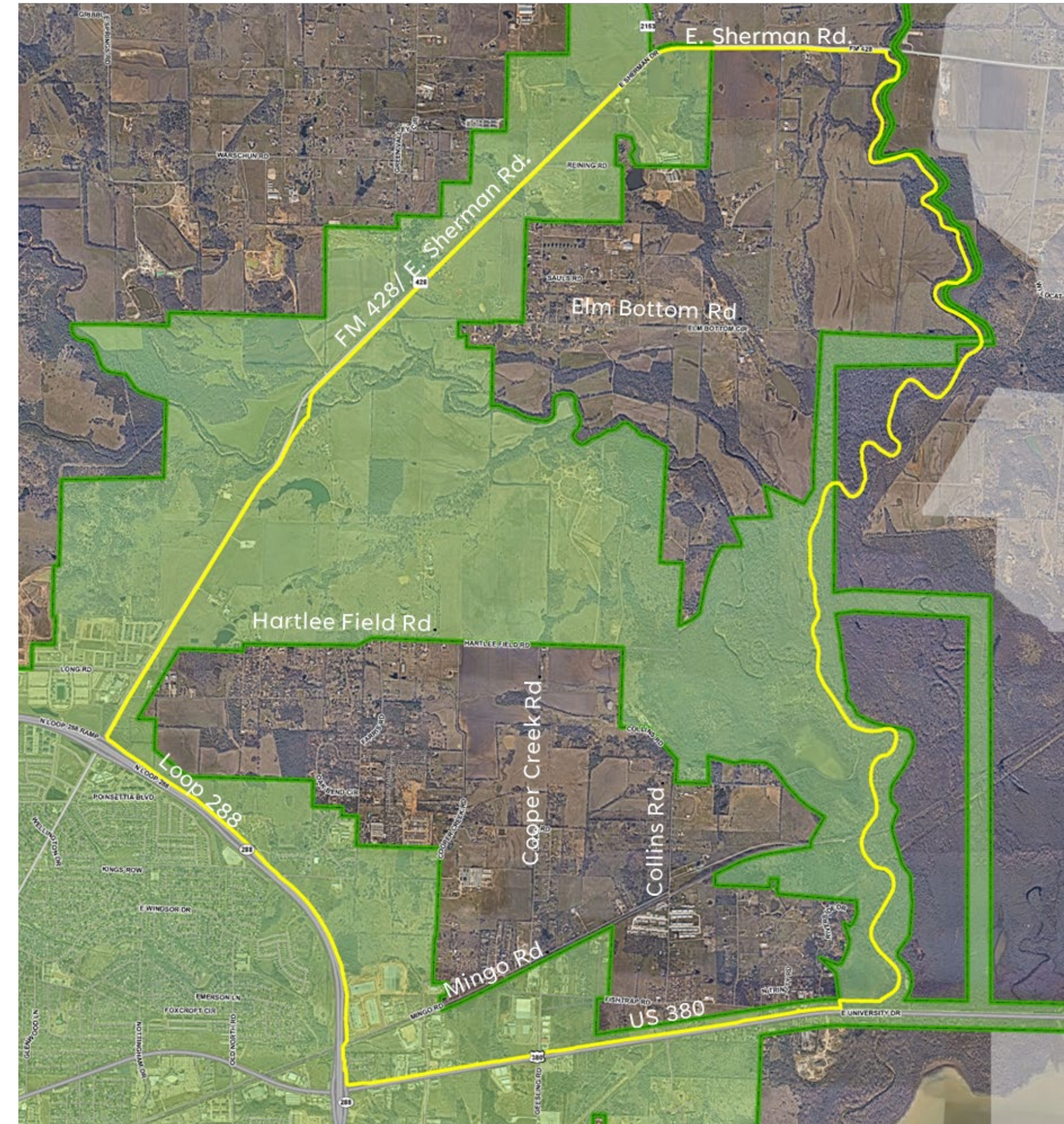


The study area boundaries are:

- + Loop 288 and FM 428 to the west, Sherman Rd. and future outer loop to the north, Clear Creek to the east and US 380 to the south.

Total NE Denton study area = 8,546 acres (13.35 sq. mi.)

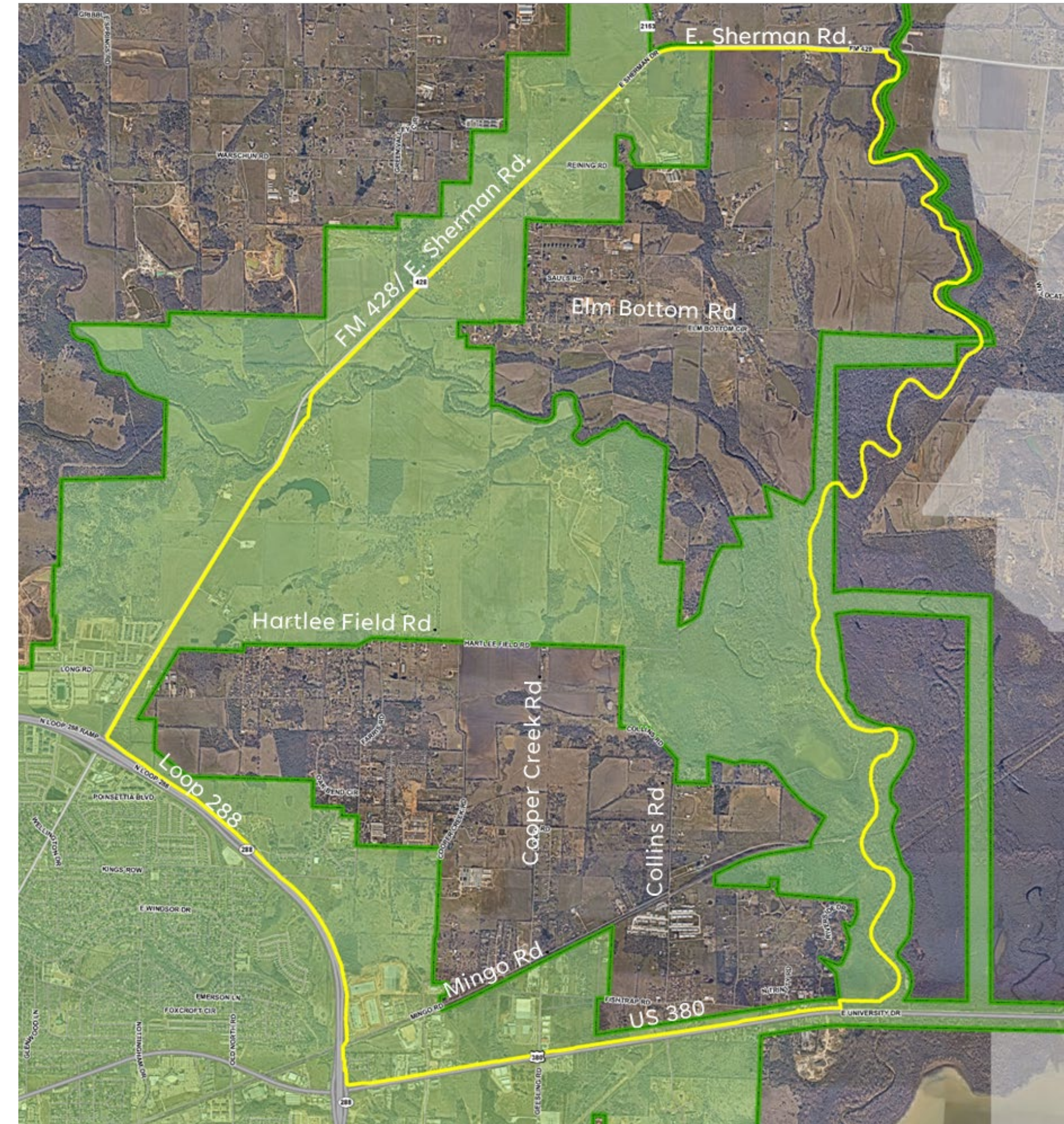
- + In the City of Denton City limits = 3,981 acres (46.6%).
- + In the City's extraterritorial jurisdiction (ETJ) = 4,564 acres (53.4 %).
- + The City can only influence development in 46.6% of the study area to meet the vision established through this planning process.
- + The other 53.4% of the study area will be influenced by the County, unless property owners choose to annex into the City.



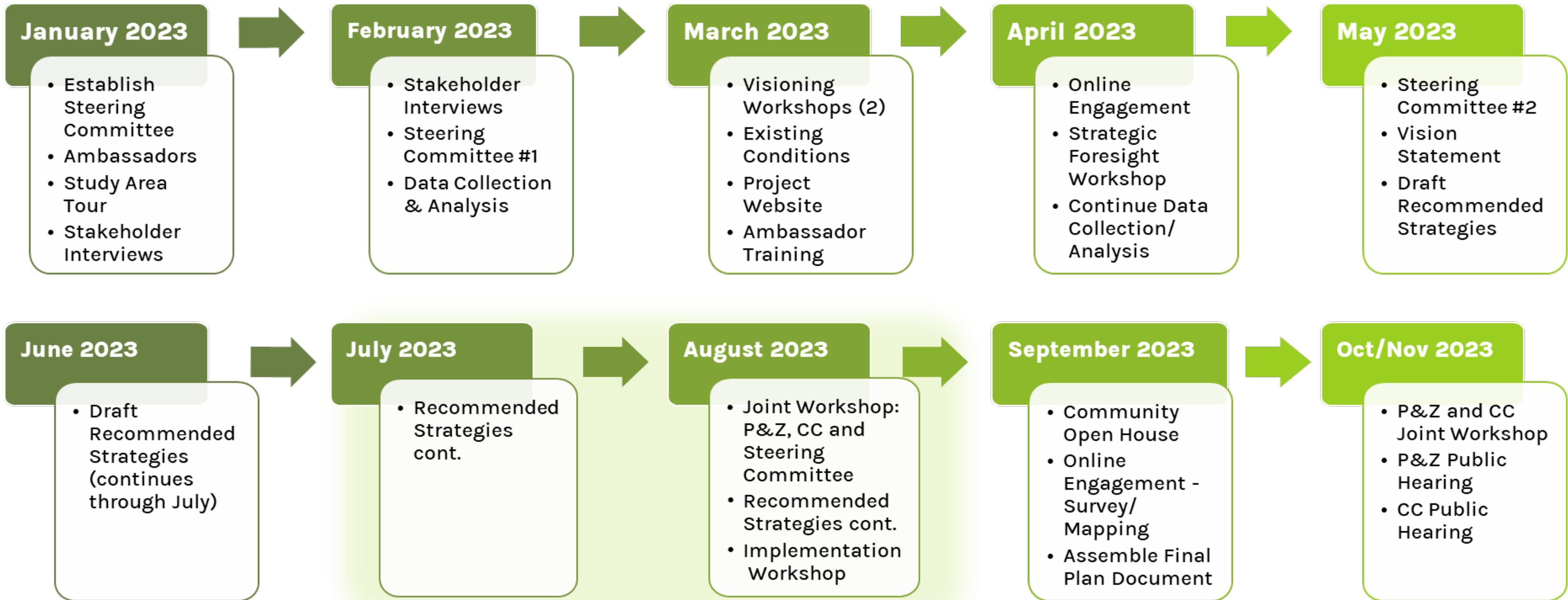


NORTHEAST DENTON AREA PLAN WILL ...

- + Identify areas that are important to residents and stakeholders for preserving the rural and cultural character and environmental heritage of Northeast Denton.
- + Address the development pressures being felt within and adjacent to the NEDAP area.
- + Identify areas where change can occur for the advancement of the overall community.
- + Suggest ideas for future improvements - transportation, housing, connectivity, parks & open space, and overall quality of life in the NEDAP area.
- + Make recommendations for capital improvement projects and policy changes for future improvements in NEDAP.



PROJECT TIMELINE





Project Overview

COMMUNITY ENGAGEMENT



GOAL

- + Understand collective needs, opinions, and vision of all stakeholders of the Northeast Denton area.

OBJECTIVES

- + Inform stakeholders and the public-at-large of the project scope, timeline and opportunities to participate.
- + Gather data related to public attitudes, priorities and values from a representative sample of stakeholders and area residents.
- + Build a comprehensive understanding of stakeholders' opinions related to assets & challenges of the Northeast Denton area.
- + Identify populations with larger barriers to engagement & create target goals for inclusion and participation.
- + Maximize exposure and input from all stakeholders of Northeast Denton area.

DESIRED OUTCOME

- + Establish a future vision based on common ground between various stakeholders of the Northeast Denton area.



STAKEHOLDER INTERVIEWS

- + Interviewed 25 stakeholders
- + Elected & appointed officials (7)
- + Residents (7*)
- + Large landowners (4*)
- + Developers (3*)
- + Agencies - TxDOT, USACE, County (9)

* Some individuals are counted twice as both large landowners & study area residents or large landowners & developer



VISIONING WORKSHOPS 1 & 2

- + 265 attendees (in-person)
- + Community at-large
 - + In-person
 - + Online Survey



STRATEGIC FORESIGHT WORKSHOP

- + 39 attendees
- + Students and professors (12**)
- + Elected and appointed officials (10)
- + Residents (10**)
- + Large landowners (5**)
- + Developers and real estate professionals (5**)
- + Natural systems professionals (6**)

** Some individuals are counted twice as both large landowners & study area resident or large landowners & developer or resident & professor or natural systems & students/professors

STAKEHOLDER INTERVIEWS: SUMMARY



WHAT WE HEARD

- + ***Elected and appointed officials*** – manage expectations, what City can and cannot do/regulate.
- + ***Residents*** – keep zoning “as is” minimum 5 acre lots (R1 & R2 is considered lower density and R4 to R7 as high density); preserve greenspace; make the area a destination for outdoor activities such as trails, amphitheater, wildlife corridor, botanical gardens, etc. and a rural/small town environment.
- + ***Developers*** – need to allow higher density to preserve some land, if not here then in other parts of the city. Most think there is not a market for more expensive homes as the median income in Denton is a lot lower than Frisco/McKinney. Current pricing is in lower \$300,000 range so entry level housing is the popular developer product.
- + ***Everyone*** mentioned needing grocery stores and restaurants; agreed the boundary should extend to US 380.
- + ***Majority*** were ok with cluster development as an idea but understanding of density was vastly different.



VISIONING WORKSHOPS: SUMMARY



*Pastoral serenity, quality life,
peaceful existence*

Trees, cattle, alpacas, vistas, herons, quiet

Stop cutting down the trees please

No more apartments on the loop

More nature now rare in Denton

Stop approving planned development in Denton

Keep the rural area rural please

Way way way too much construction

Cooper creek, new black top road

Built forever home on family land

*Preserve natural feeling peaceful
countryside*

Open country rural no dense population

Less apartments, more trees, reduce traffic

Affordable housing, bike routes, green spaces

Greenspace, wildlife, outside, rural, listen, history

Open area peace rural low density

*Remain less density family heritage
homes*

Conservation safety stop building apartment traffic

Expand roads before creating more traffic

Walkable, exciting, transits, affordable, friendly community.

STRATEGIC FORESIGHT WORKSHOP: COMMON THEMES



- + Take care of the environment: green development, green infrastructure, rural character, open space, green/clean energy.
- + Improve infrastructure: micro grids, clean power.
- + Support outdoor lifestyle: space for biking/walking, active transportation.
- + Work together: find consensus, care about each other, plan for the future.
- + Diversity of housing: range of types, prices, locations, styles throughout Denton. Diversity of architecture (no cookie-cutter subdivisions). Housing affordability. Multi-generational design/accessibility. Plan for aging in place.
- + Live/work/play environment: create a village with open space, retail, etc.
- + Majority agreed on “No Apartments” but not all.



Vision Statement recommended by the Steering Committee following the Strategic Workshop

Our vision for Northeast Denton is to maintain a sustainable community that **prioritizes environmental preservation, preservation of historic spaces, and healthy recreation, while still honoring the rural character of the area.** We are committed to providing rural housing (2-5 acre lots) and development options that are consistent with the standards outlined in the 2040 Comprehensive Plan as well as current zoning.

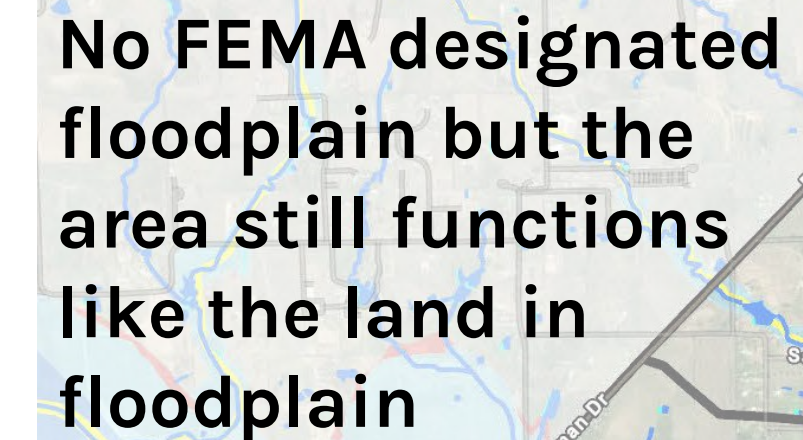
To quote the Community Vision Statement in the Denton Comprehensive Plan regarding the ‘rural fringe’ in which the Northeast Denton study area sits, “in our rural fringe areas of the city and the Extraterritorial Jurisdiction (ETJ) we see...**conservation development which retains rural character, protects open space and greenways...**”

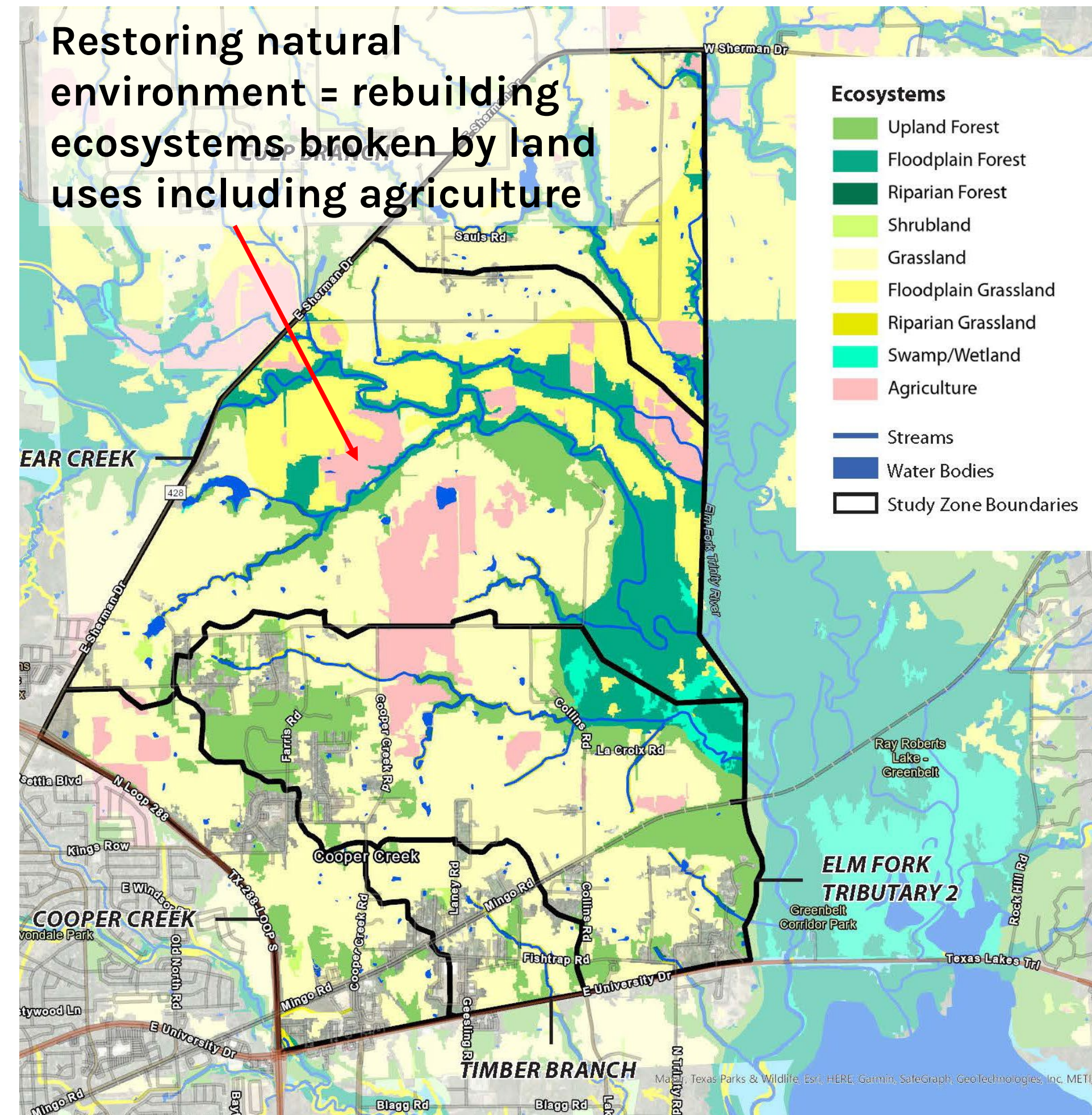
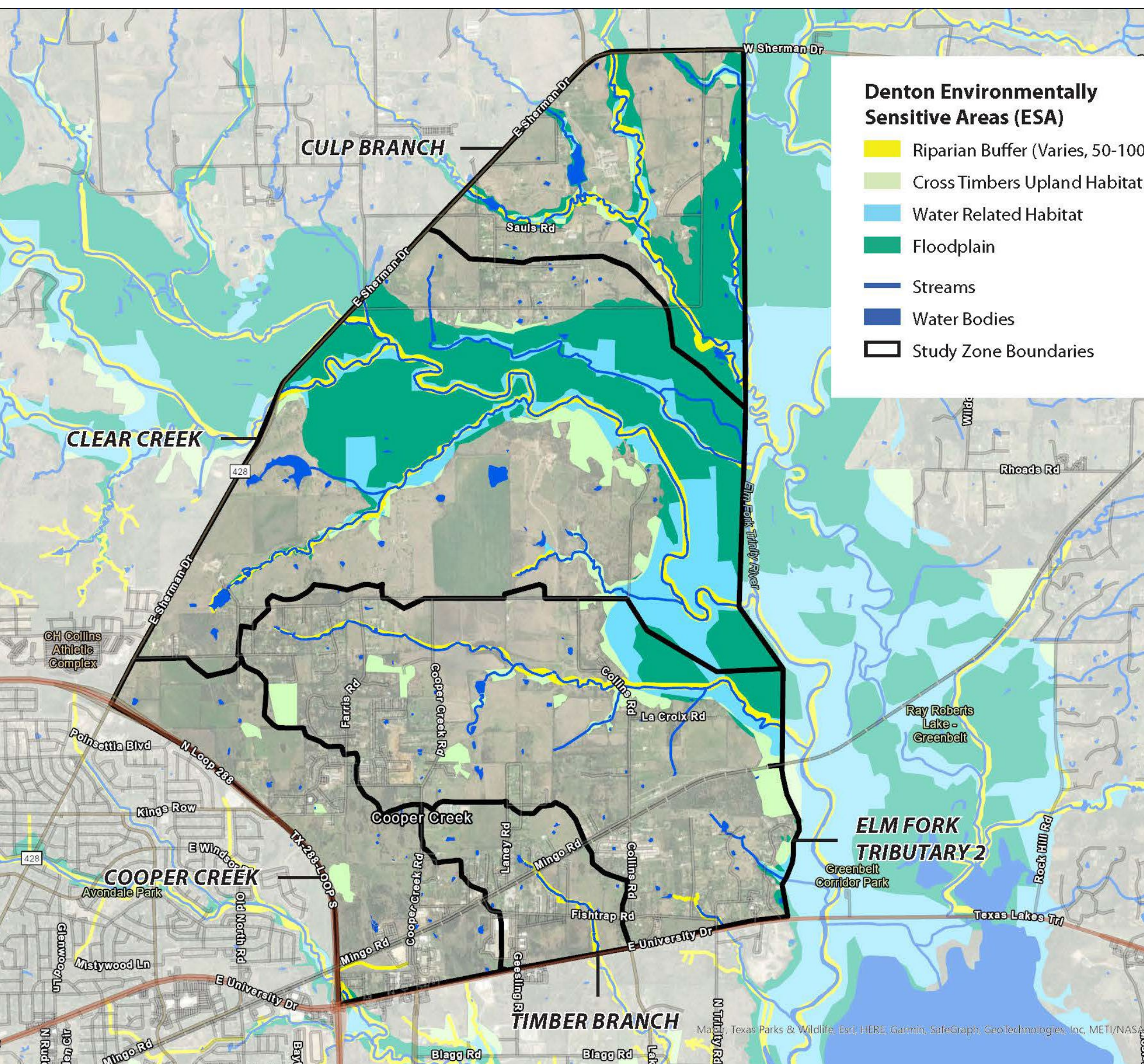
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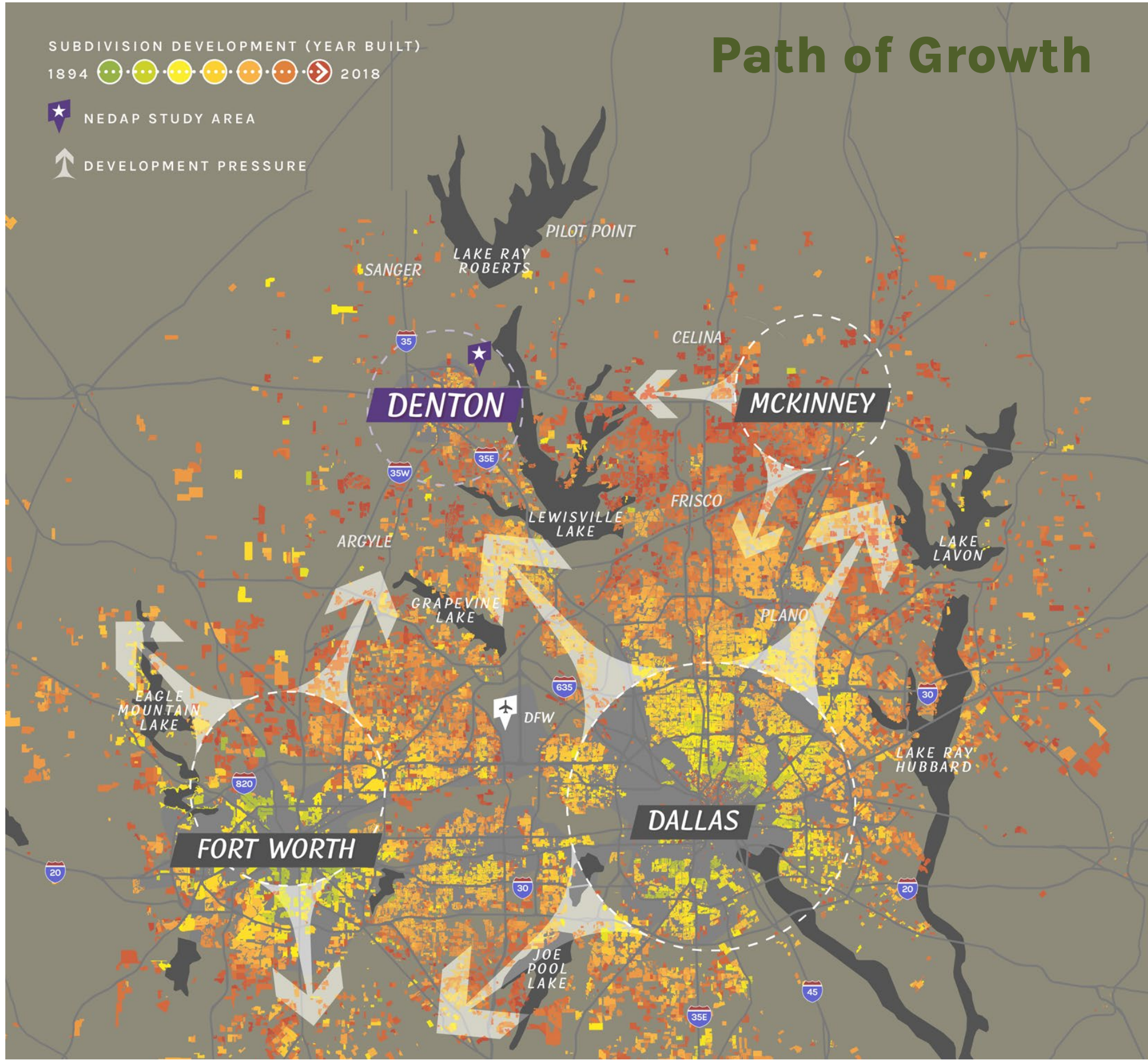
Project Overview

EXISTING CONDITIONS





DEVELOPMENT PRESSURES



+ Growth is moving towards NE Denton & proposed regional transportation improvements will increase existing development pressures exponentially

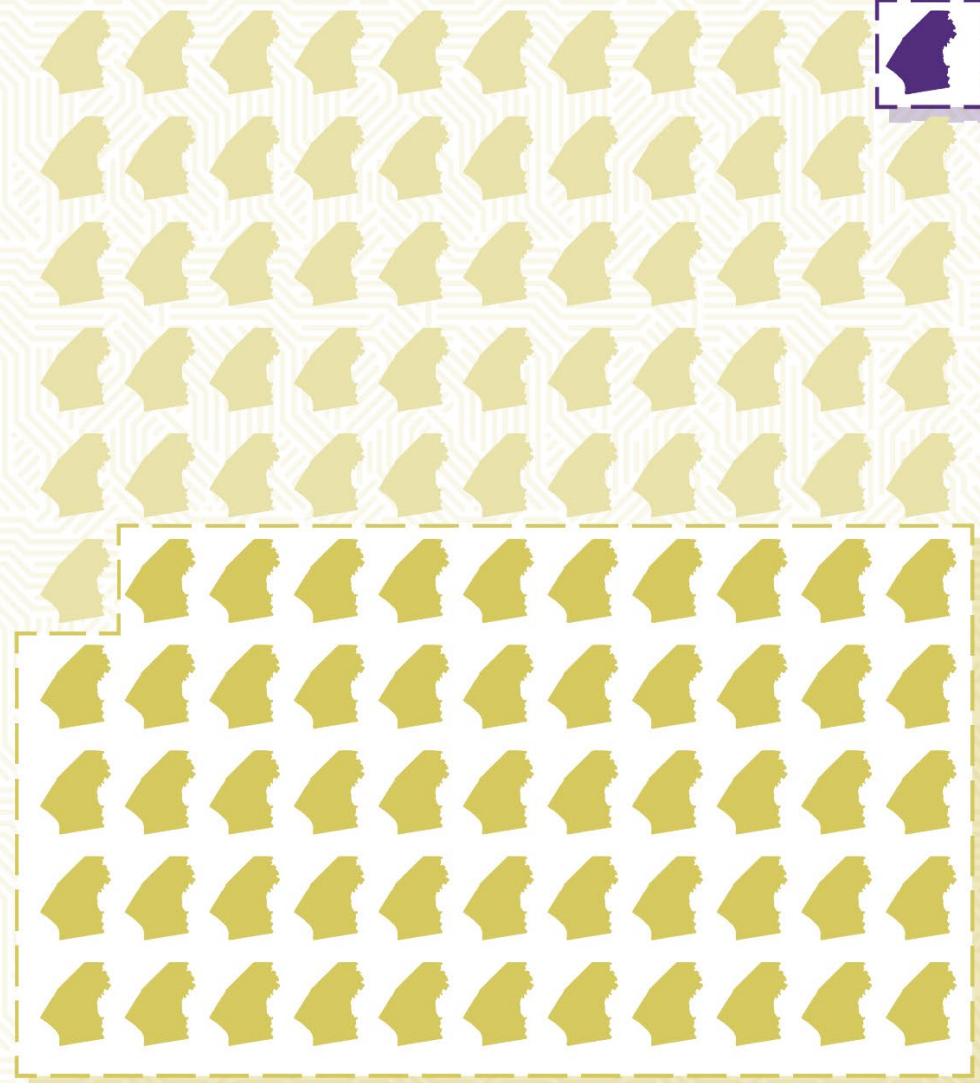
UNDEVELOPED LAND & OWNERSHIP



NEDAP LAND OWNERSHIP/DEVELOPMENT

8,500 ACRES

NEDAP Land Area



49%

NEDAP Land Area
Owned by Top 10
Land Owners

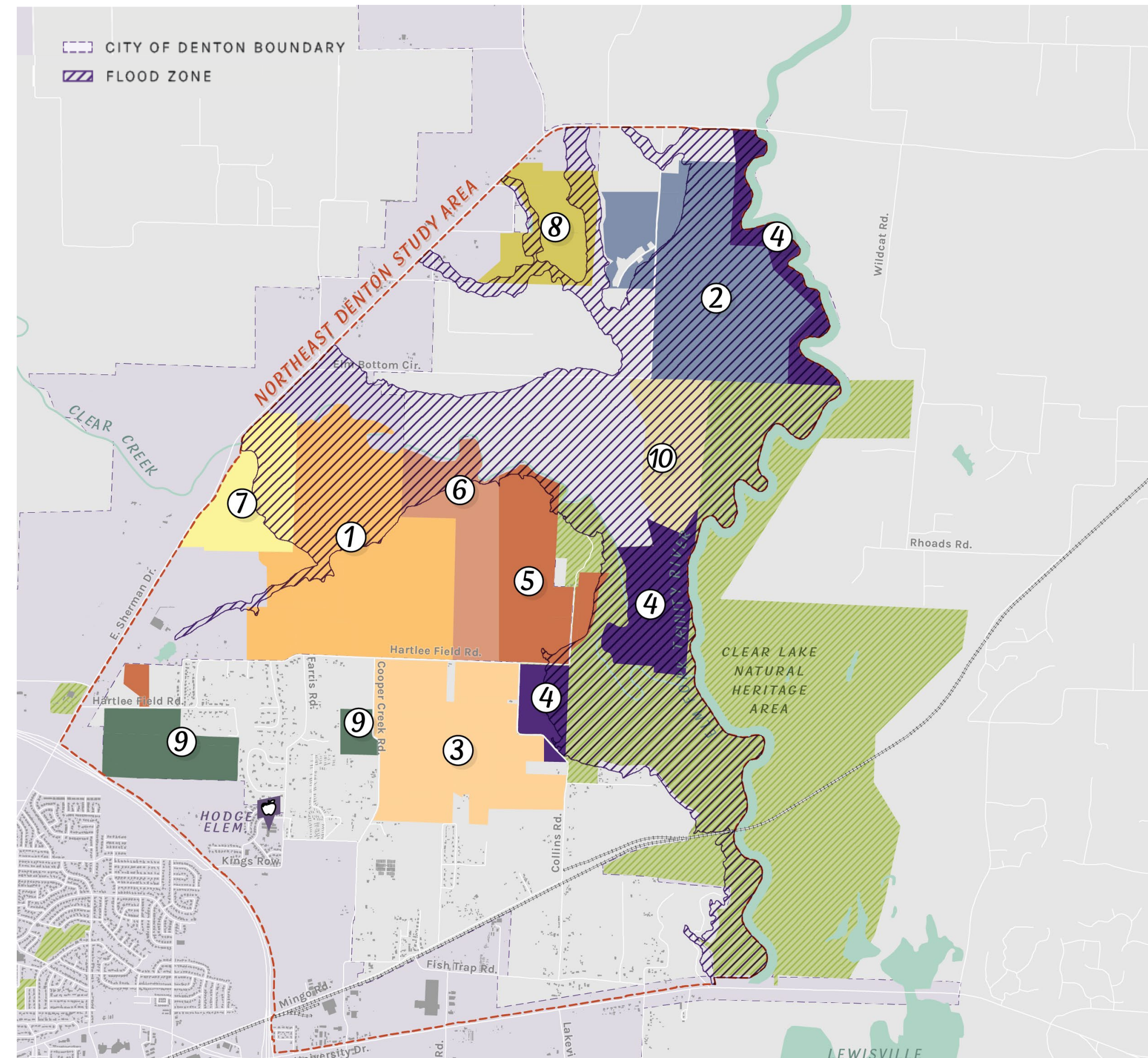
0.9%

NEDAP Land Area
with Buildings or
Structures



TOP LAND OWNERS IN THE STUDY AREA

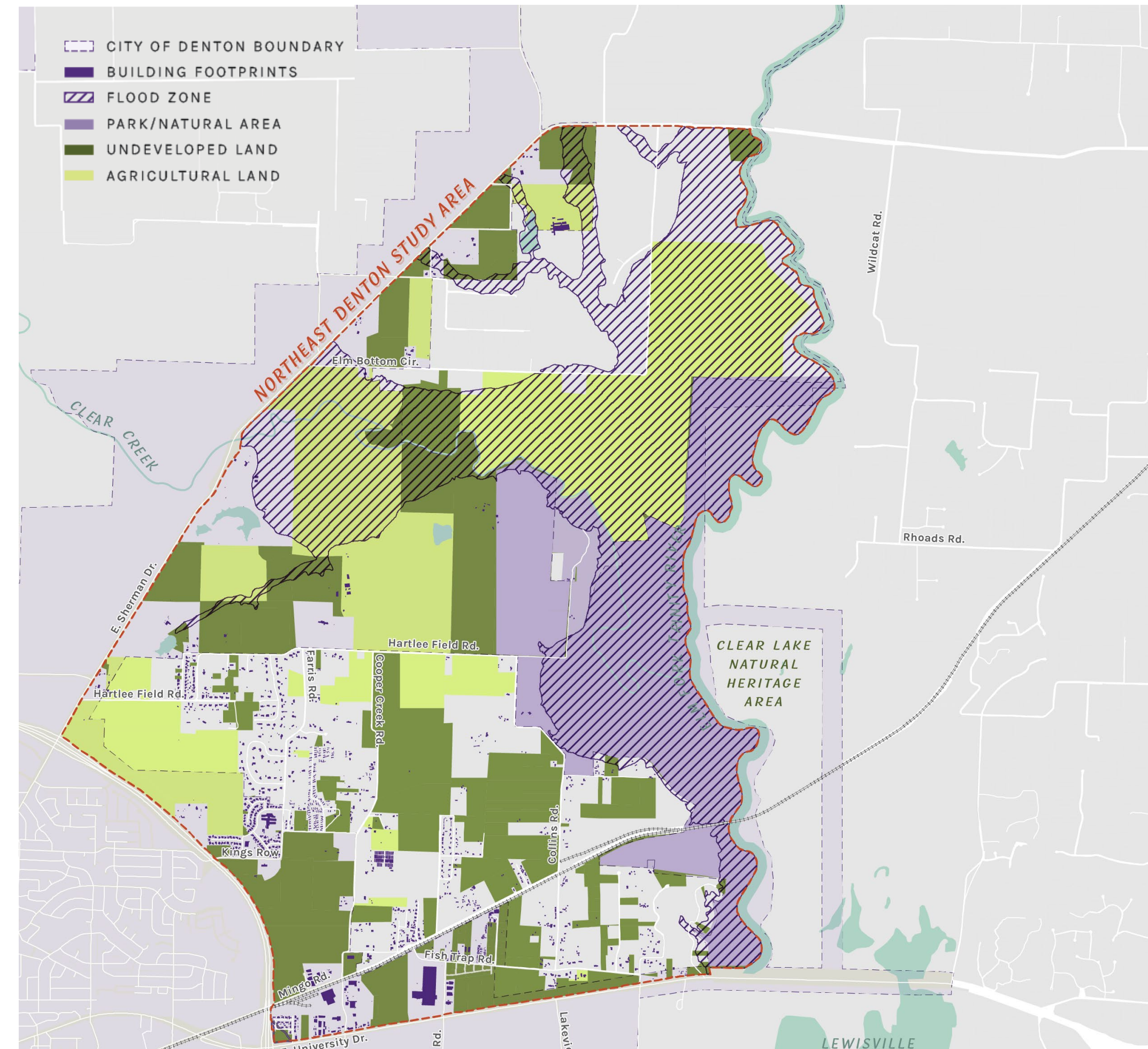
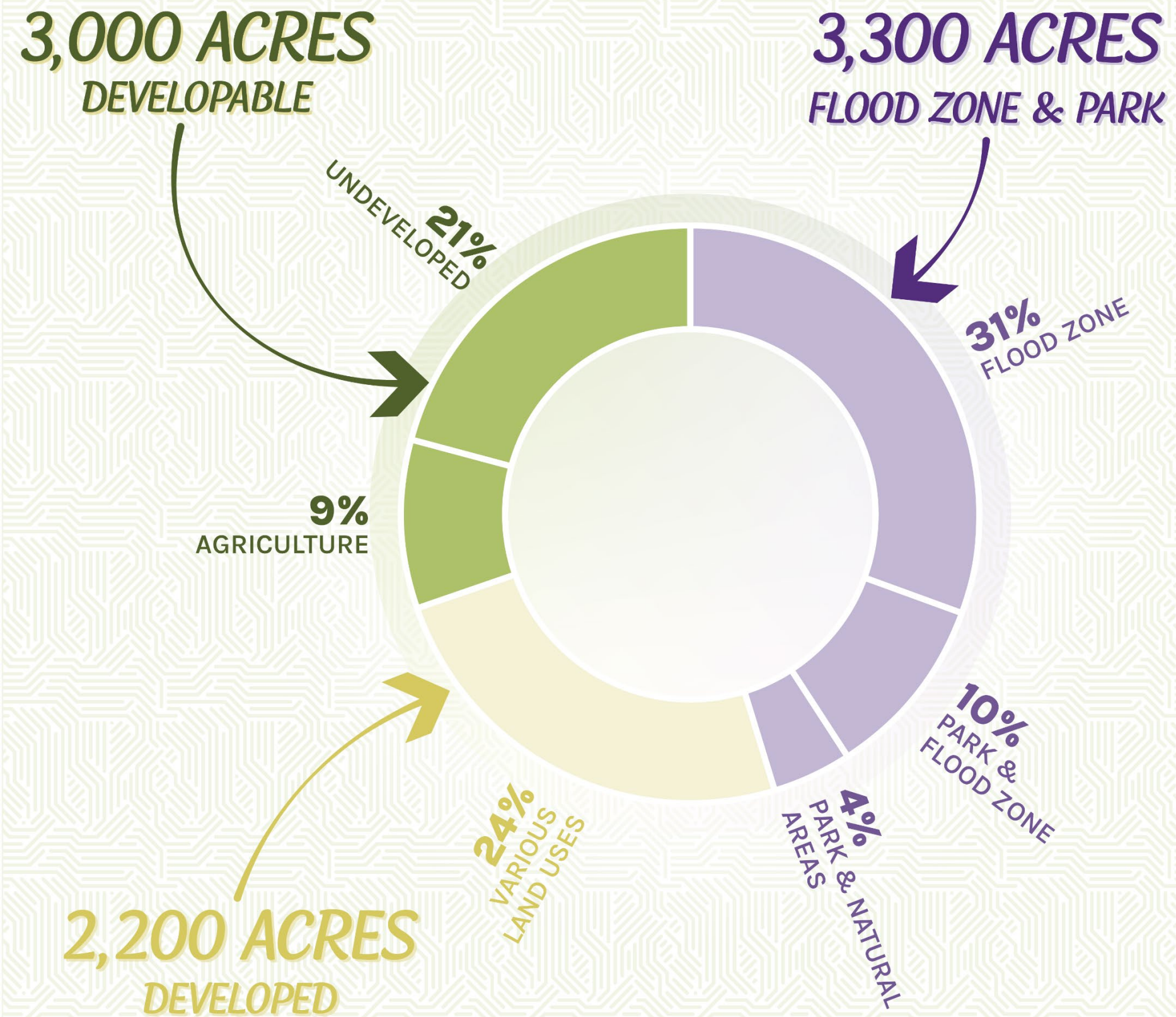
- 1 Orion RE Capital
702 acres
- 2 5M & R Ranch
555 acres
- 3 Belew Family
461 acres
- 4 USACE
280 acres
- 5 City of Denton
279 acres
- 6 Mark Hannah
236 acres
- 7 Smith Family
198 acres
- 8 Cardinal Hill
Training Center LLC
193 acres
- 9 Reed Family
182 acres
- 10 Peterson Family
175 acres



DEVELOPABLE LAND ANALYSIS



DEVELOPABLE LAND ANALYSIS



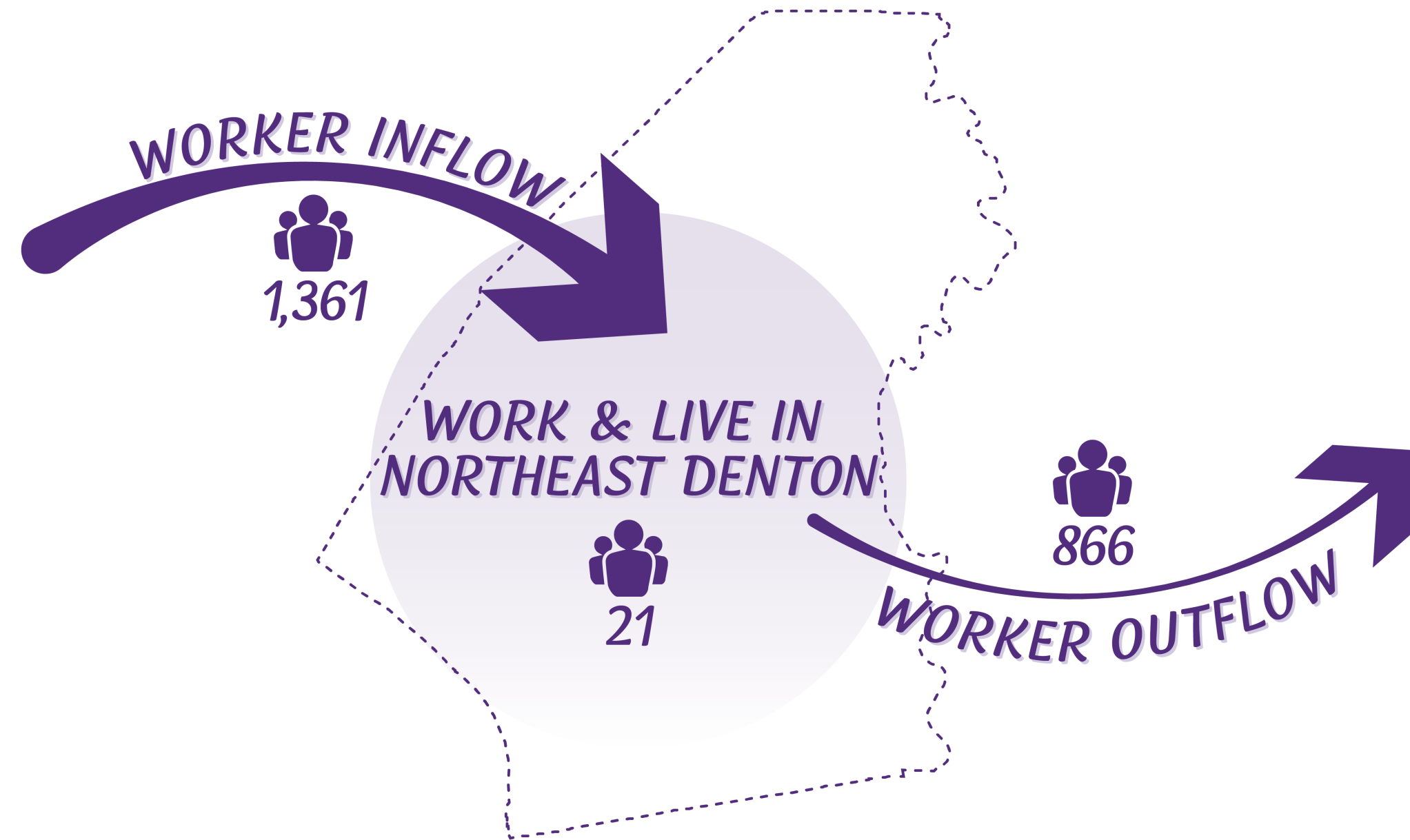
SOCIAL & DEMOGRAPHIC SNAPSHOT



Generation	Age Range	Northeast Denton (est.)	Denton	Denton County	Texas	United States
Greatest/Silent	76+	7.0%	4.9%	3.6%	4.2%	6.4%
Boomer	57-75	21.0%	16.6%	18.2%	17.9%	22.5%
Gen X	40-56	14.9%	17.0%	22.0%	18.8%	19.8%
Gen Y	26-39	22.3%	23.7%	22.6%	24.6%	20.3%
Gen Z	6-25	22.8%	33.3%	27.6%	27.5%	25.8%
Alpha	5 and under	12.0%	4.5%	6.0%	7.0%	5.9%
<i>Median Age</i>		<i>37.2</i>	<i>31.1</i>	<i>36.8</i>	<i>35.5</i>	<i>38.4</i>
Under 40		57.1%	61.5%	56.0%	57.0%	52.1%
Under 55		67.5%	78.5%	78.0%	76.1%	71.1%



- 1 Southwire Co
- 2 Safety Kleen Systems
- 3 Georgia-Pacific
- 4 Hodge Elementary



CITY EMPLOYMENT

TOP EMPLOYERS IN THE CITY OF DENTON

6,267		University of North Texas
2,500		Peterbilt Motors
1,146		Denton State Supported Living Center

2019 UNEMPLOYMENT

2.9% Denton City

3.0% Denton County

3.3% DFW Metro Area



Potential Future Scenarios



Vision Statement recommended by the Steering Committee following the Strategic Workshop

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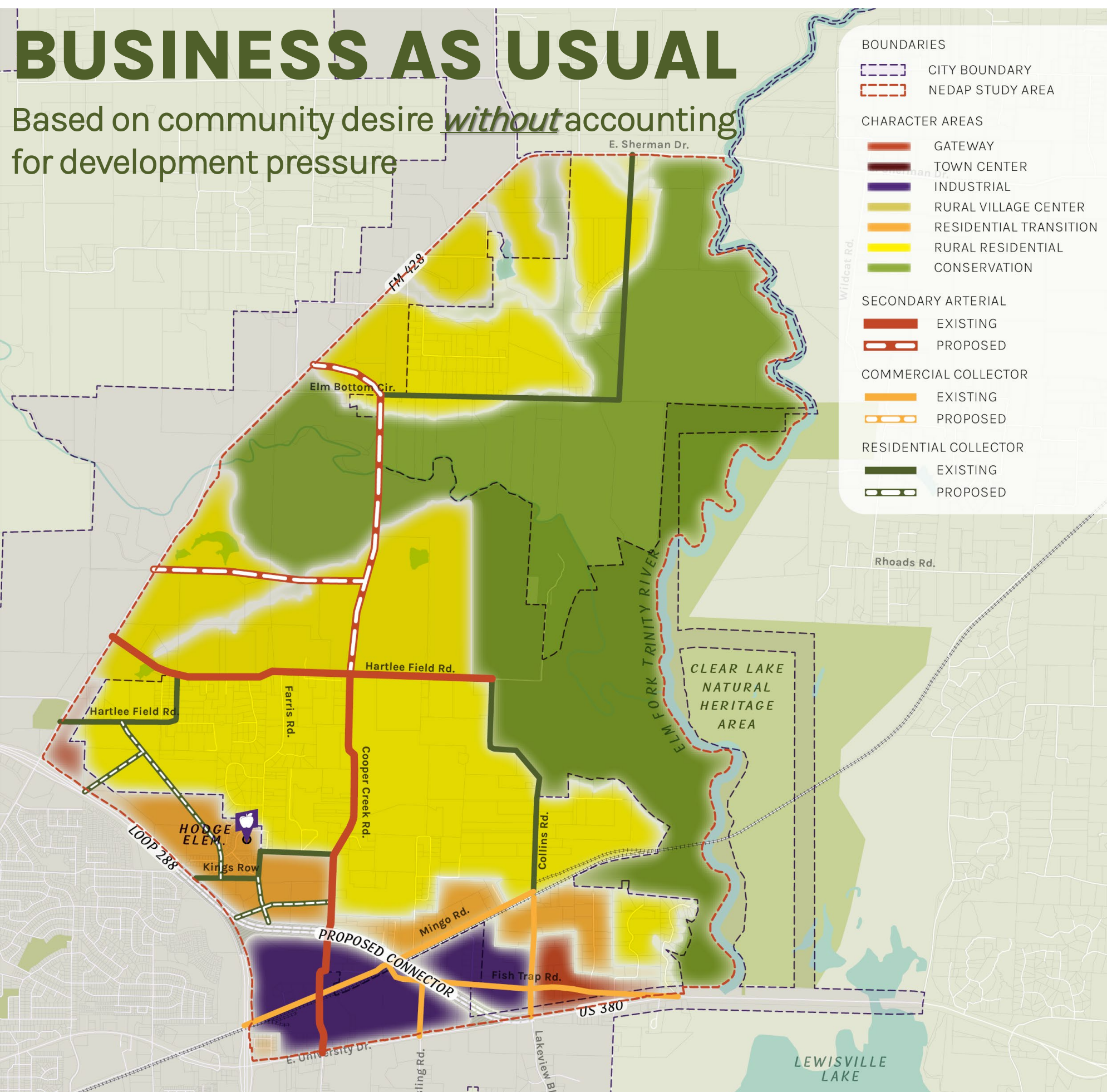
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SCENARIOS



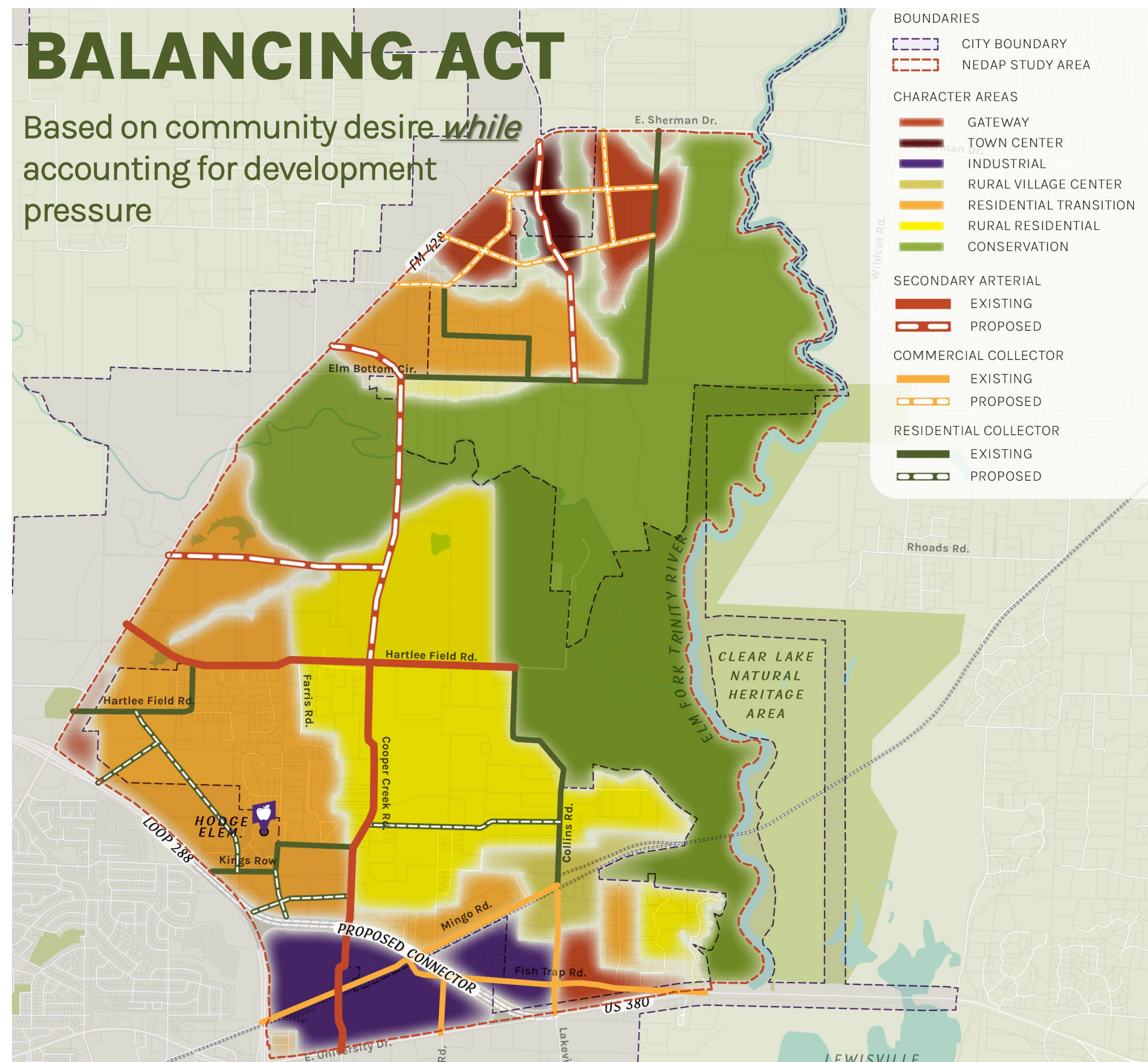
BUSINESS AS USUAL

Based on community desire *without* accounting for development pressure



BALANCING ACT

Based on community desire *while* accounting for development pressure



LAND USE CHARACTER AREA DESCRIPTIONS



- **Conservation** – Natural areas for environmental preservation or recreation.
- **Rural Residential** – Large acre lots for very low-density housing, agriculture, equestrian activities, or open space. (2 to 5 acre lots)
- **Residential Transition** – Suburban density residential and some supporting retail to transition between higher density and more intensive uses and rural areas. (3 to 5 dwelling units/acre)
- **Rural Village Center** – mix of commercial and residential uses (such as town home and/or duplex) in one- or two-story buildings with rural village feel in a Main-Street style setting.



LAND USE CHARACTER AREA DESCRIPTIONS



- **Gateway** - Areas for focused commercial and mixed-use development with regional connections, including higher-density uses (such as multifamily).
- **Town Center** - Areas for walkable mixed-use development in four or five story buildings with local and regional connections, including higher-density uses (such as multifamily).
- **Industrial** - Areas for industrial and employment activities with regional connections.

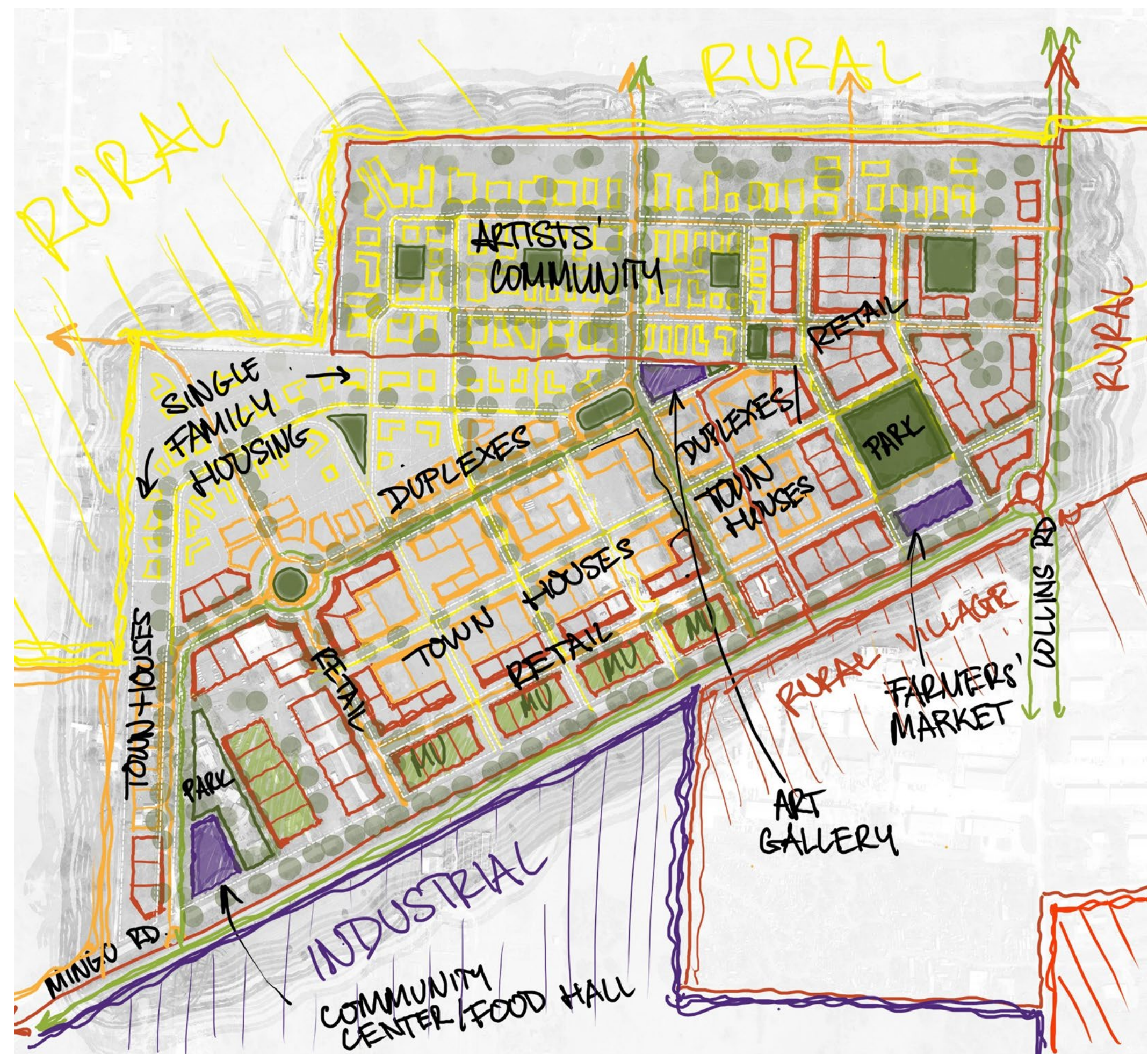
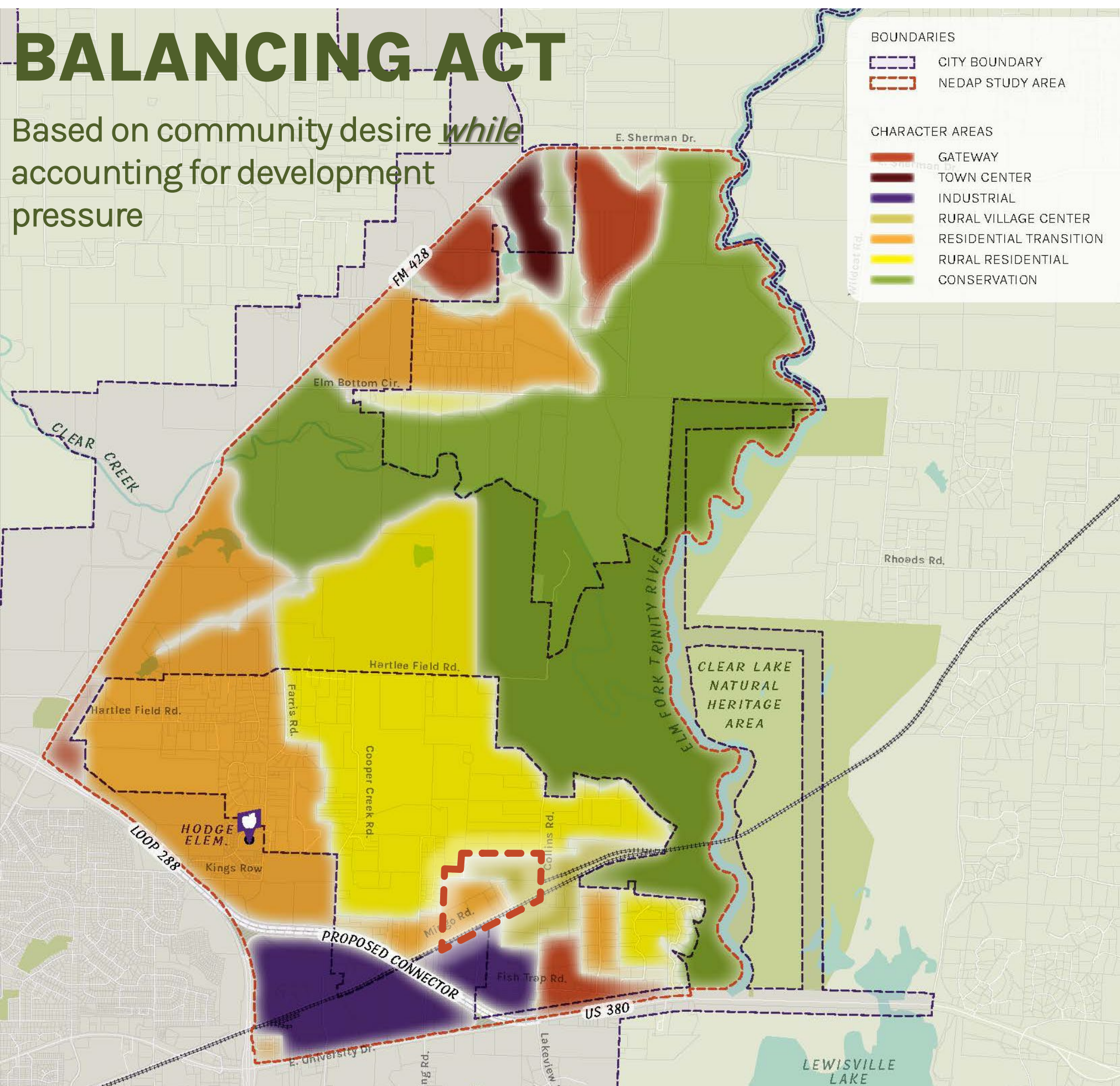


RESIDENTIAL TRANSITION + RURAL VILLAGE CENTER EXAMPLES

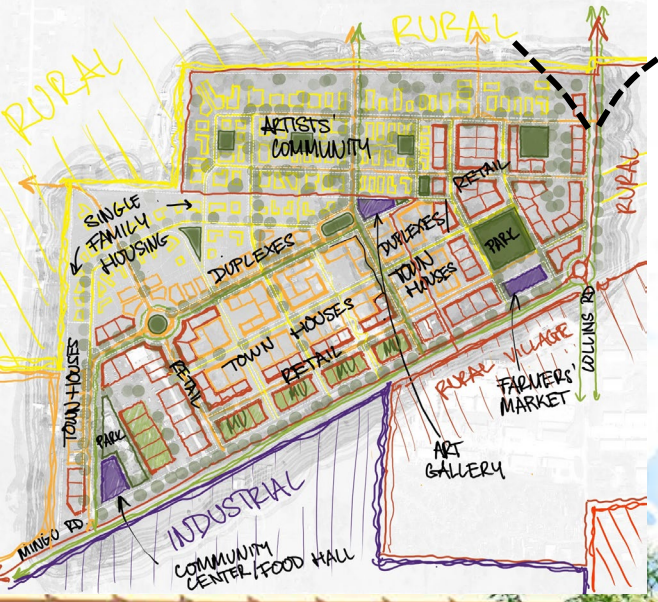


BALANCING ACT

Based on community desire *while* accounting for development pressure

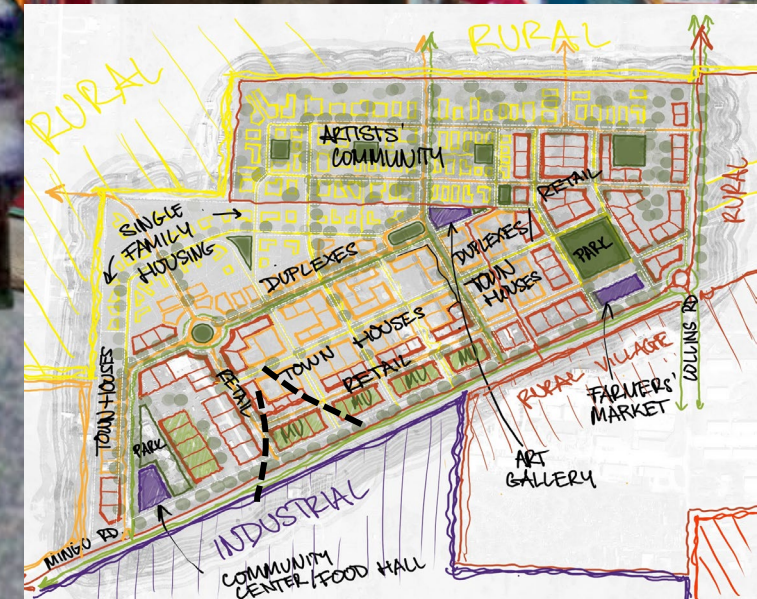


RURAL VILLAGE CENTER EXAMPLE

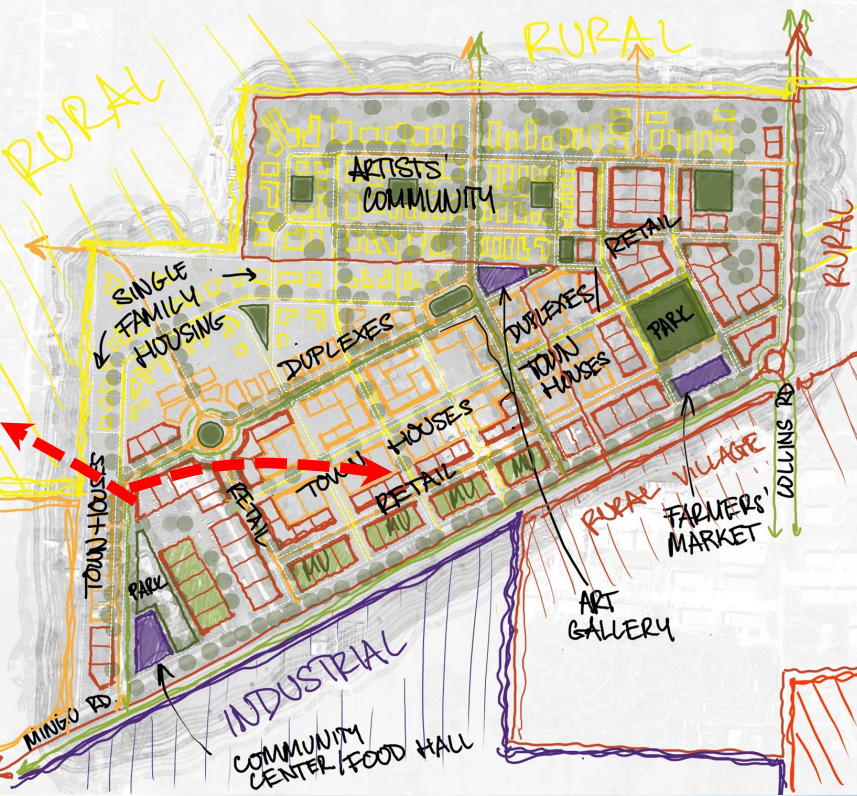




RESIDENTIAL TRANSITION EXAMPLE

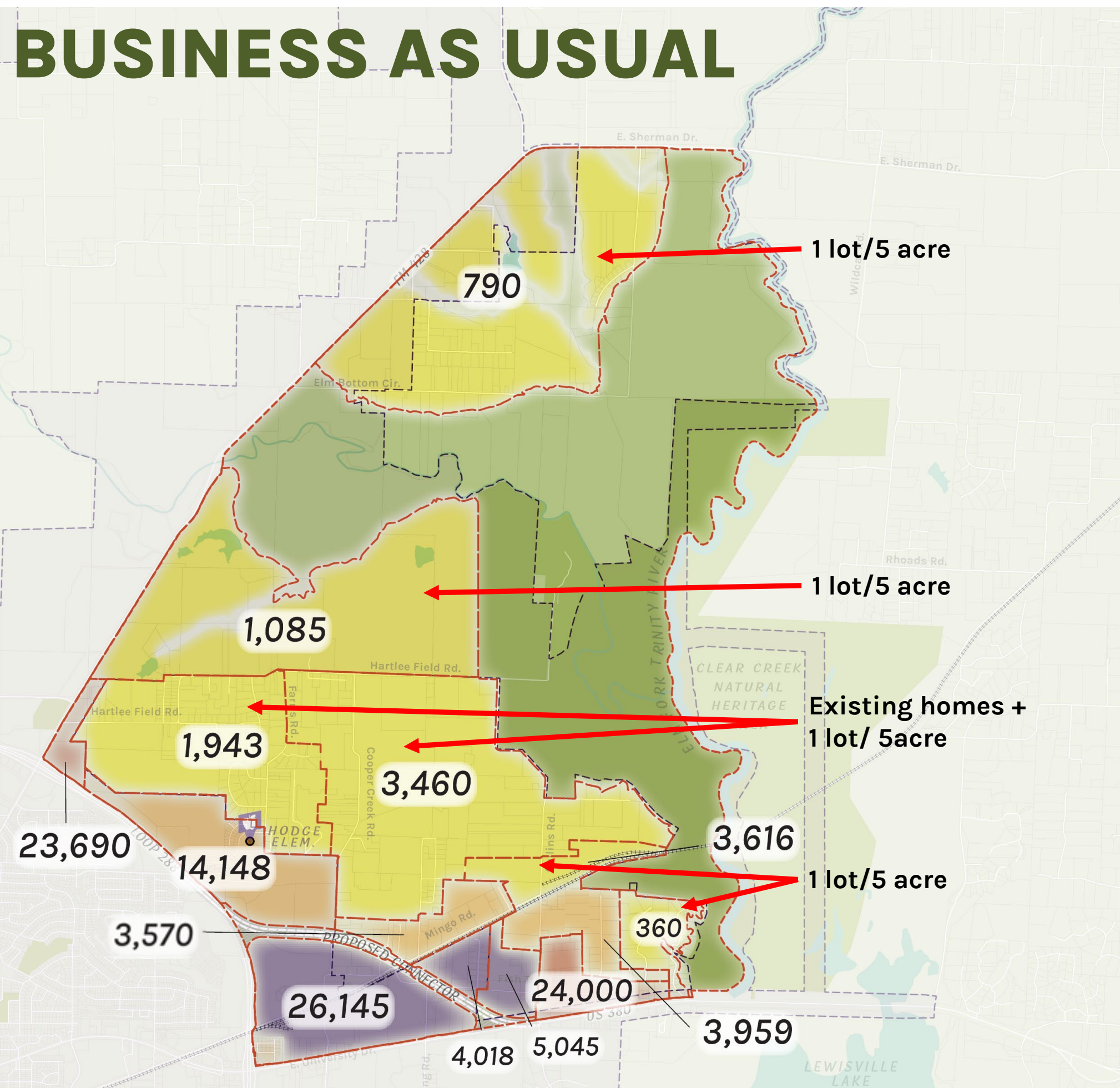


RESIDENTIAL TRANSITION EXAMPLE

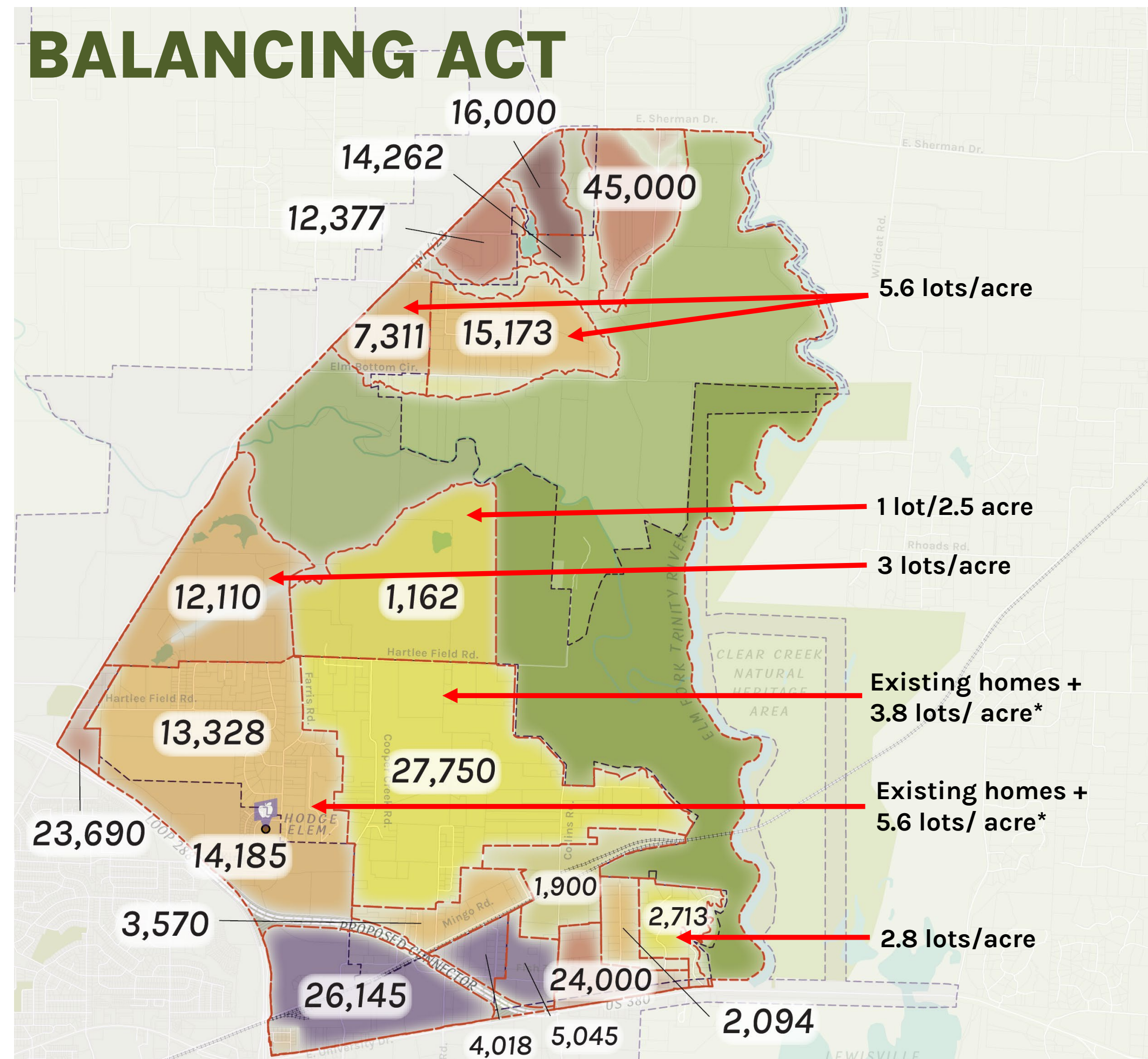


MOBILITY – RESIDENTIAL DENSITIES + TRAFFIC COUNTS

BUSINESS AS USUAL



BALANCING ACT

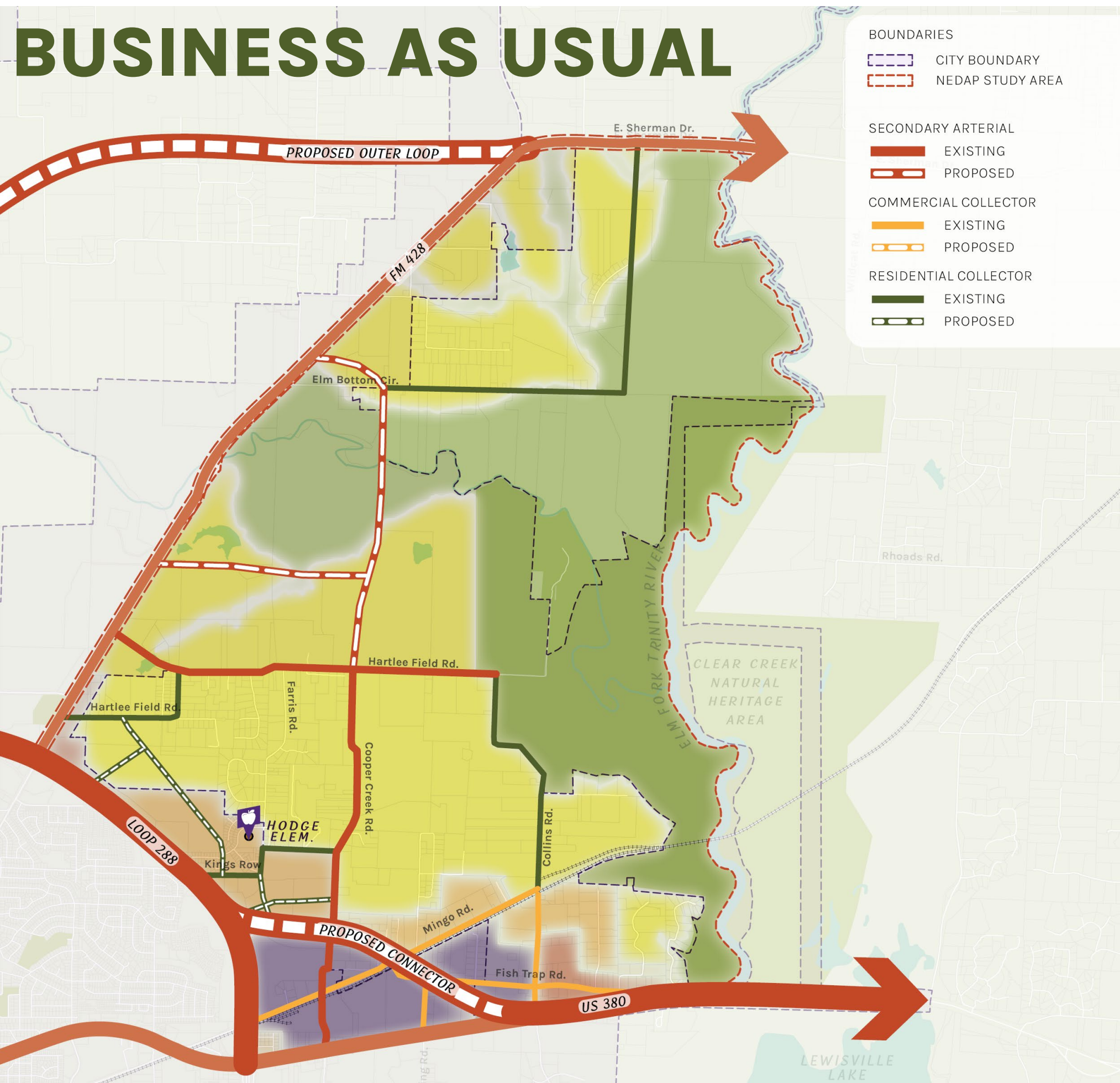


NOTE: * = vacant land will develop per market conditions/ pressures

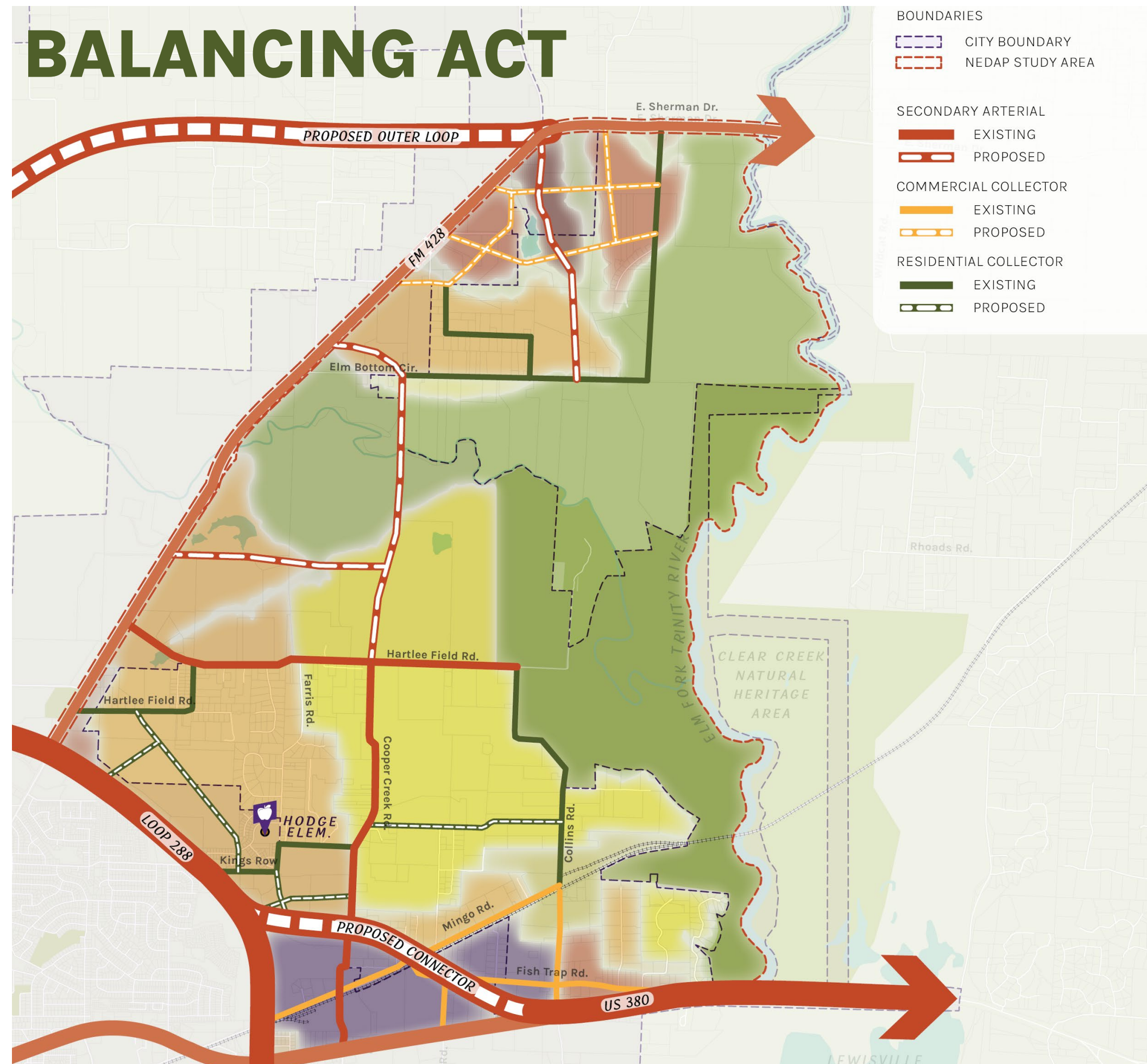
MOBILITY – PROPOSED ROADWAY NETWORK



BUSINESS AS USUAL



BALANCING ACT



SECONDARY ARTERIAL – RURAL



Possible for: Section of Hartlee Field Road between Collins Road & Farris Road



SA-R-01

SA-R-02



SECONDARY ARTERIAL – RESIDENTIAL TRANSITION



SA-X-01 – Possible for:

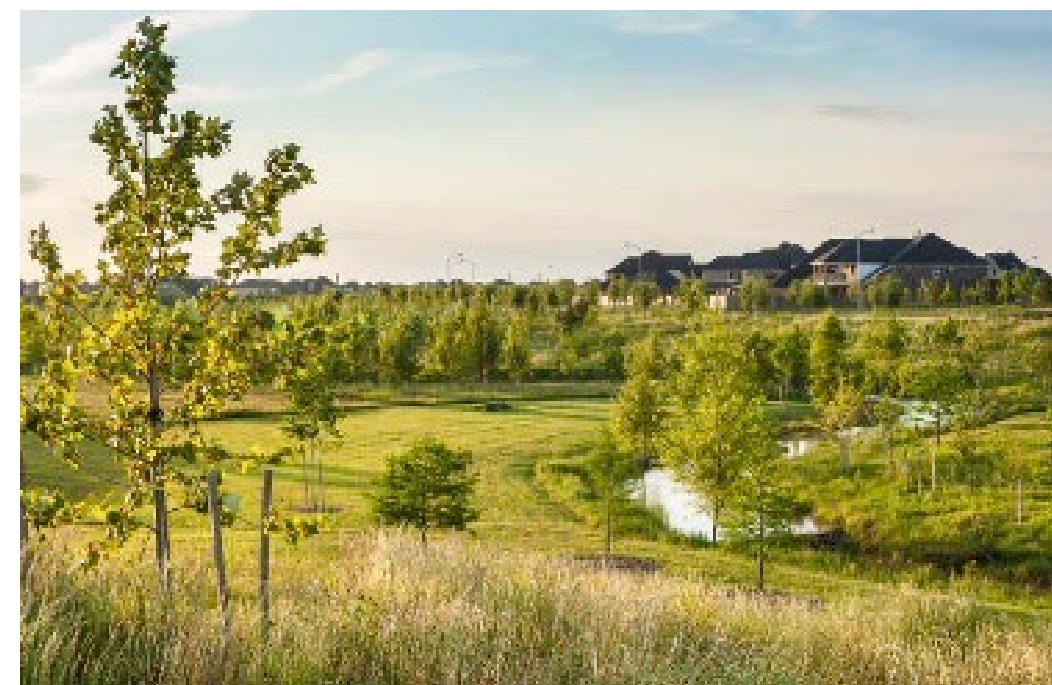
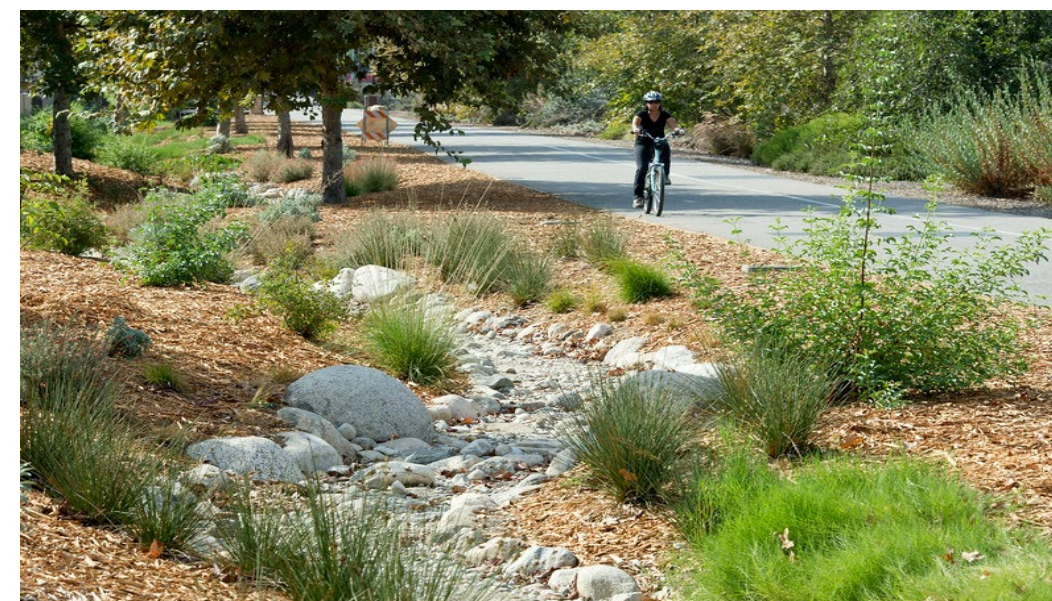
Section of Hartlee Field
Road west of Farris Road





Business as Usual Scenario – considers Restore and Preserve strategies such as:

- Significant land set asides for environmental restoration including reforestation, grassland/prairie restoration, and riparian/aquatic system restoration to offset lower density development sprawl.
- Regional stormwater detention and water quality strategies within public easements.
- Existing roadway and drainage infrastructure enhancements and additional systems to mitigate adjacent highway expansions.
- Mitigation strategies that reduce erosion, sedimentation, tree loss and water pollution impacts on the environmental systems due to lower density development sprawl.





Balancing Act Scenario – considers *Restore, Preserve plus Repair and Enhance* strategies such as:

- Targeted development areas allowing for significant **publicly accessible** land set asides for environmental enhancements including reforestation, grassland/prairie restoration, and riparian/aquatic system restoration
- Existing roadway and drainage infrastructure enhancements required. Also incorporate systems to mitigate impact of adjacent highway expansions.
- Tiered approach that creates bike/pedestrian green connections from development nodes that connect to greenways and include nature-based infrastructure systems to mitigate impacts of all development types.





Business as Usual - Based on community desire without accounting for development pressure

- Challenges in controlling potential **environmental impacts from individual lots.**
- Large land areas will be needed for implementation of nature-based infrastructure, establishment of stream corridor buffers, and storm water volume and water quality controls **for all development types.**
- The cost estimate to implement these strategies coupled with the need to upgrade existing infrastructure **can range from \$140 Million to \$270 Million.**

Balancing Act - Based on community desire while accounting for development pressure

- Challenges with **lack of certainty about specific development configurations.**
- Opens opportunities to explore district-supported funding of larger scale, **publicly accessible nature-based infrastructure integrated into all types of development** with connectivity to regional greenways.
- The cost estimate to implement strategies for preservation and repair of natural systems coupled with restoring and enhancing the infrastructure **can range from \$165 Million to \$320 Million.**

FISCAL IMPACT ASSUMPTIONS



Background –

- Used City’s fiscal impact model to conduct **high-level** analysis of *net* fiscal impact of two scenarios over 40 years.
- Model analyzes impact to general fund of various development scenarios, including real estate tax revenue, various fees, and the cost of infrastructure over 40 years.
- Because property in the ETJ does not impact the general fund, **the analysis only included property within the City of Denton boundaries.**

Business as Usual modeling -

- Rural residential areas - 1 dwelling unit per 5 acres.
- Residential transition areas - small lot homes and lots with 1 home per 5 acres
- Gateway areas - mixed-use office/retail/residential and some open space
- Industrial near Hwy 380 - follows existing industrial development patterns

Balancing Act modeling -

- Rural residential - 50% as 1 dwelling unit/5 acre and 50% as 1 dwelling unit/2 acres
- Residential transition areas - clusters of small lots with civic uses and **public** open spaces
- Town Center and Gateway - suburban mixed-use office/retail/residential and large **public** open spaces
- Rural Village Center - low-rise Main Street-style small town retail, residential, art galleries, small offices, and farmers’ market
- Industrial - follows existing industrial development patterns





Business as Usual assumptions for calculation of residential units -

- Typical housing development with the entire property divided into large lots.
- Open space is controlled by each individual lot owner
- Owner is responsible for maintenance and restoration of natural systems.
- Cost of building/maintaining major streets was calculated by considering that the rural residential and residential transition areas in ETJ to the south of Hartlee Field Rd. will develop with densities similar to the proposals currently being submitted in and around this area such as the proposed Kings Way development
- **Business as usual developments followed current development patterns** – low density development requiring many lane miles of roadways. In the City's model, the more roads required, the higher the cost.

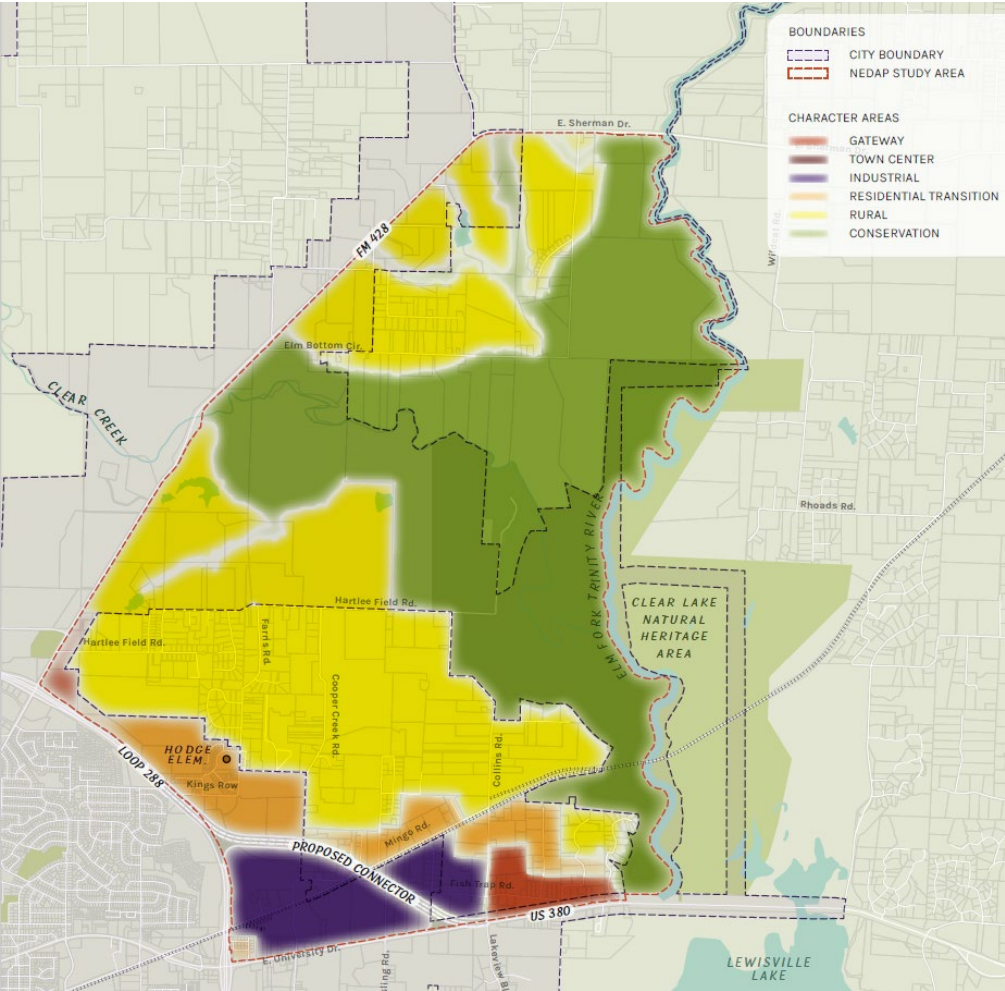




Balancing Act assumptions for calculation of residential units -

- Housing units are built on one portion of a parcel with the rest of the land used for commonly shared open space
- Relieves individual lot/unit owner from responsibility for maintenance and restoration of natural systems on that property
- Potentially creates enough developer revenue for **developer** to build restored natural areas as public open space
- Cost of building/maintaining major streets was calculated assuming that the rural residential and residential transition areas in ETJ to the south of Hartlee Field Rd. will probably develop with densities similar to the proposals currently being submitted in and around this area such as the proposed Kings Way development.
- Much of the development in Balancing Act is modeled assuming **development patterns that generated adequate revenue** to cover the maintenance cost of the adjacent infrastructure and **environmental remediation**.



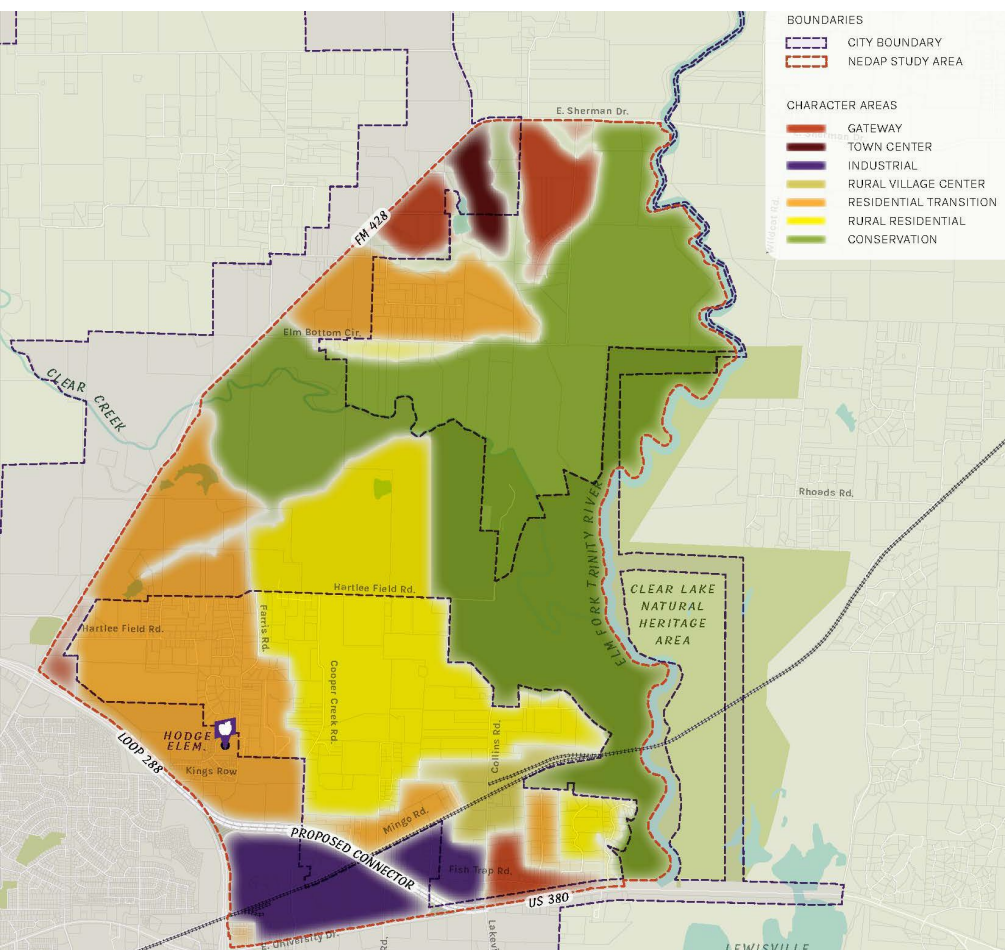


Business as Usual - Based on community desire *without* accounting for development pressure

- General Fund Total Revenue - \$2.8 Billion
- General Fund Total Expenditure - (\$0.5 Billion)
- **General Fund Total Net Impact - \$2.3 Billion**
- Additional open space - 442 acres

Note:

- Larger lots/longer frontages mean **higher** roadway infrastructure expense relative to number of housing units/taxable value and **less** funding available for environmental remediation



Balancing Act - Based on community desire *and* accounts for development pressure

- General Fund Total Revenue - \$8.9 Billion
- General Fund Total Expenditure - (\$2.6 Billion)
- **General Fund Total Net Impact - \$6.3 Billion**
- Additional open space - 627 acres

Note:

- More efficient land use means **lower** roadway infrastructure expense relative to number of housing units/taxable value and **more funding available for environmental remediation**

Note: All numbers are high-level estimates. Actual revenue depends on post-construction appraised value, infrastructure costs, and tax rates.



Scenario Summary

SCENARIO SUMMARY – KEY TAKEAWAYS



Business as Usual - Based on community desire without accounting for development pressure

- General Fund Total Net Impact – \$2.3 Billion estimated
- Open space in addition to the undevelopable area in the floodplain – 442 acres
- Continued pressure to develop
- Lower tax revenues that may not cover roadway expansion and maintenance or environmental remediation
- Grants & negotiations with multiple property owners will be needed to upgrade/restore natural systems and open space



Balancing Act - Based on community desire while accounting for development pressure

- General Fund Total Net Impact – \$6.3 Billion estimated
- Publicly-accessible open space in addition to undevelopable area in floodplain – 627 acres
- Tax revenues anticipated to cover roadway expansion and maintenance. Developers also may build infrastructure and do environmental remediation as a part of their development costs
- Dedications of large areas of open space & developer negotiations can be used to upgrade/restore natural systems and open space. Additional tax revenue can be used to restore environment



Note: All numbers are high-level estimates. Actual revenue depends on post-construction appraised value, infrastructure costs, and tax rates.



Discussion & Direction

TODAY'S OBJECTIVE



Please select one of the four scenario options below for the project team to proceed with developing detailed recommendations and implementation strategies:

- + Business as Usual Scenario
- + Balancing Act Scenario
- + Business as Usual Scenario with modifications
- + Balancing Act Scenario with modifications





Next Steps
