



Southeast Denton Area Plan

*Steering Committee Meeting #1
June 23, 2023*

Agenda

- Introductions
- Southeast Denton Area Plan (SEDAP) Overview
- Listening Sessions Overview
- Project Branding
- Next Steps

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

Tony Pham

Intern

Steering Committee

**Alexandria
Valdez**

Resident Under the
Age of 40

**Raymond
Redmon**

Property Owner

**Rev. Reginald
Logan**

Faith Leader

Clifton Maxfield

Business Owner

Jacob Moses

Housing Advocate

Frances Punch

Parks, Recreation &
Beautification Board
Member

Paul Juarez

LULAC

Howard Clark

**Sherica
Campbell**

Steering Committee's Role

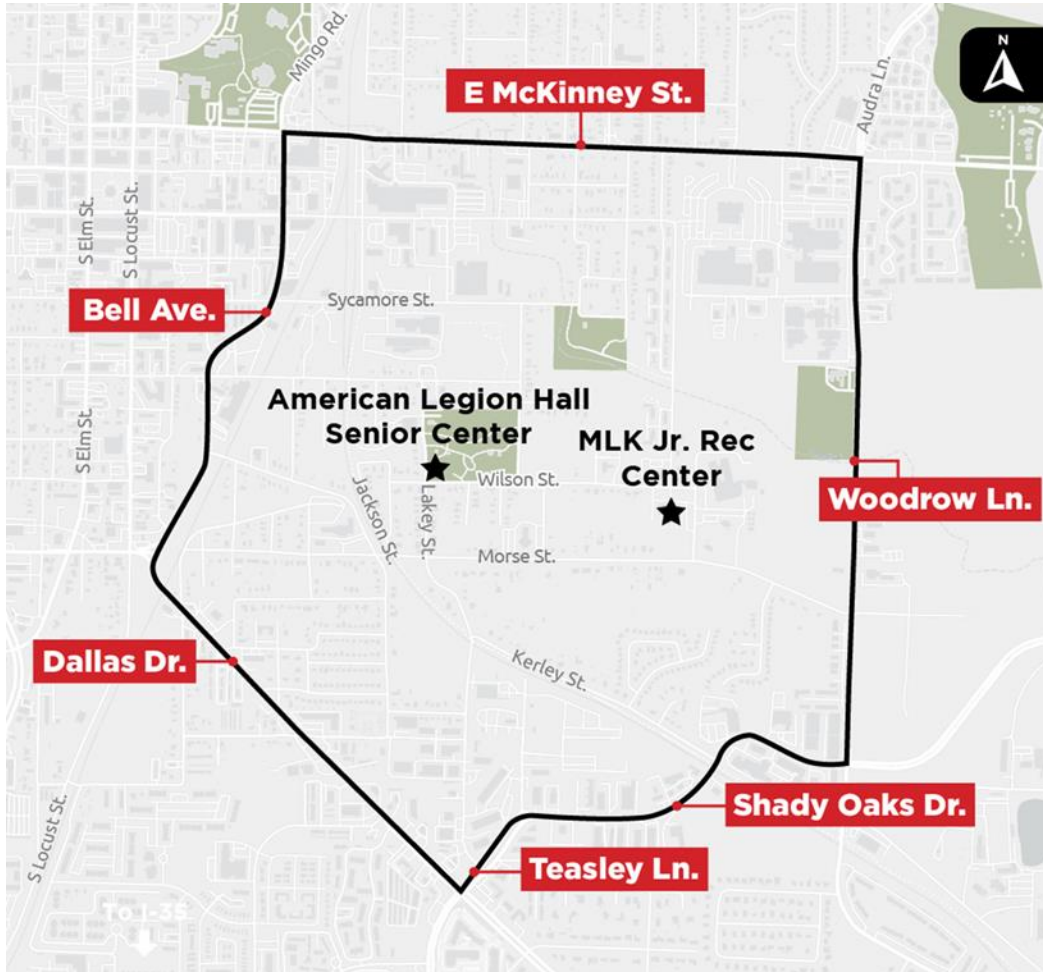
- Approximately 13 members
- Provide feedback and guidance to the project team
- Meet at key milestones
- Engage in an open dialogue at committee meetings. Allow all voices to be heard
- Encouraged to attend public engagement events
- Role concludes February 2024





Project Overview

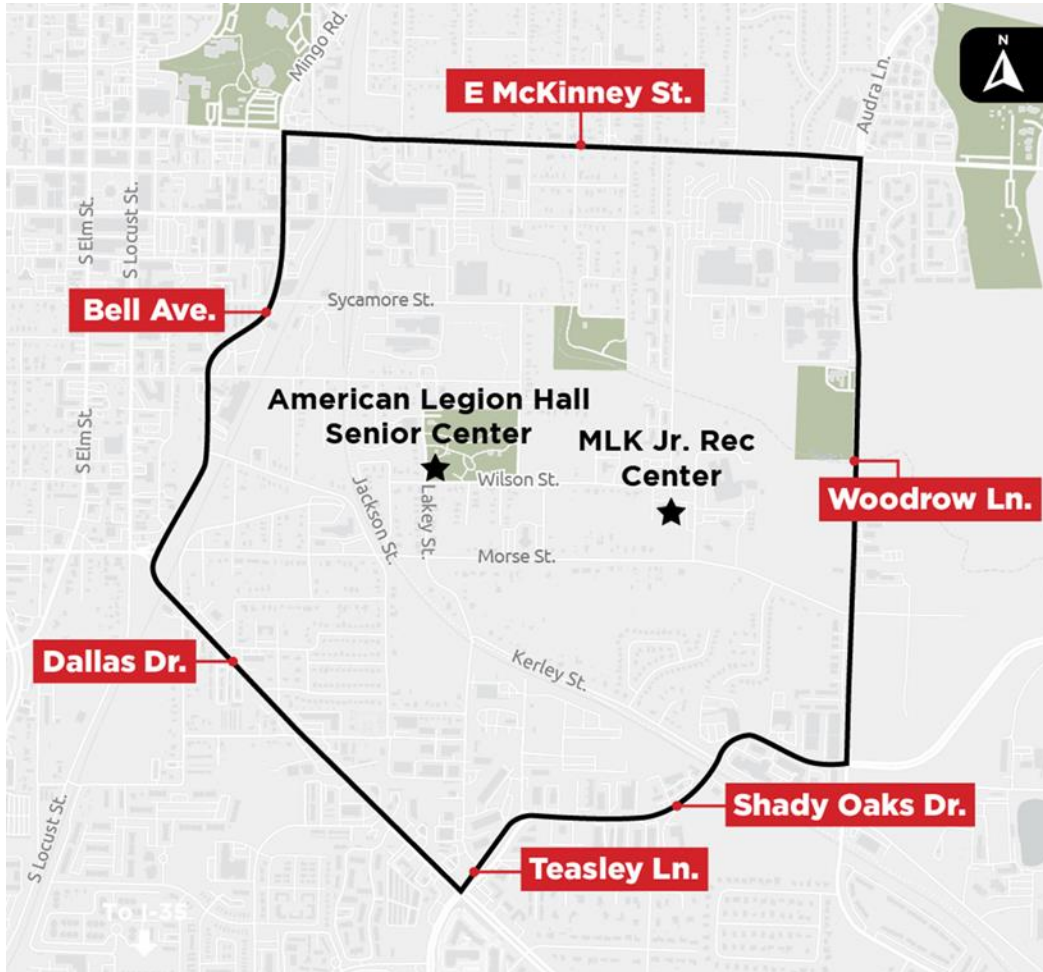
Purpose of the Southeast Denton Area Plan (600+ acres)



The City Council has directed City staff to create an area plan for Southeast Denton, and the city has hired our consultant team to assist.

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

What is in an area plan?



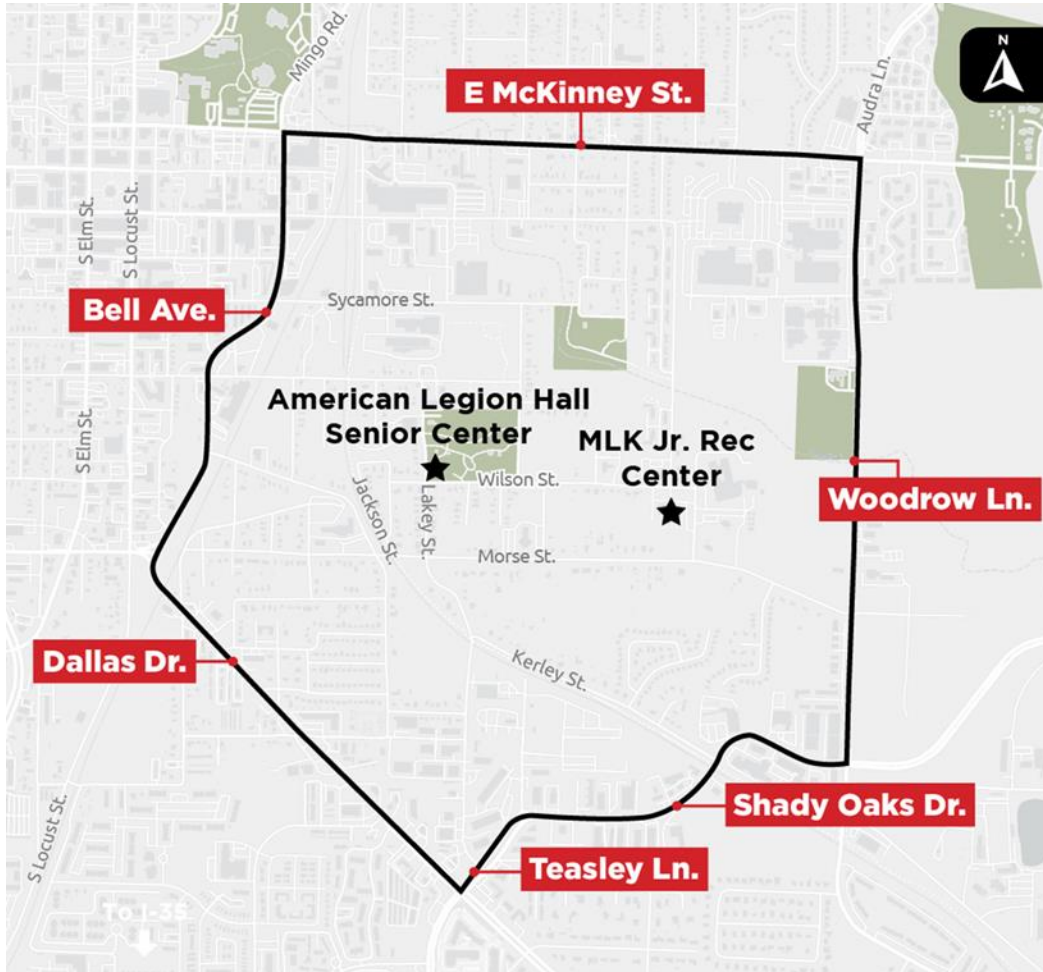
Actions (the City can undertake)

- Immediate Action (under 1 year)
- Short-term (1-3 years)
- Mid-term (3-5 years)
- Long-term (5-10 years)

Examples

- Create a new community garden so that residents of all ages gather to connect, share stories, and learn about gardening.
- Rather than using speed bumps, explore other ways to slow traffic down.
- Explore zoning changes to increase density to allow missing middle housing.

What is in an area plan?



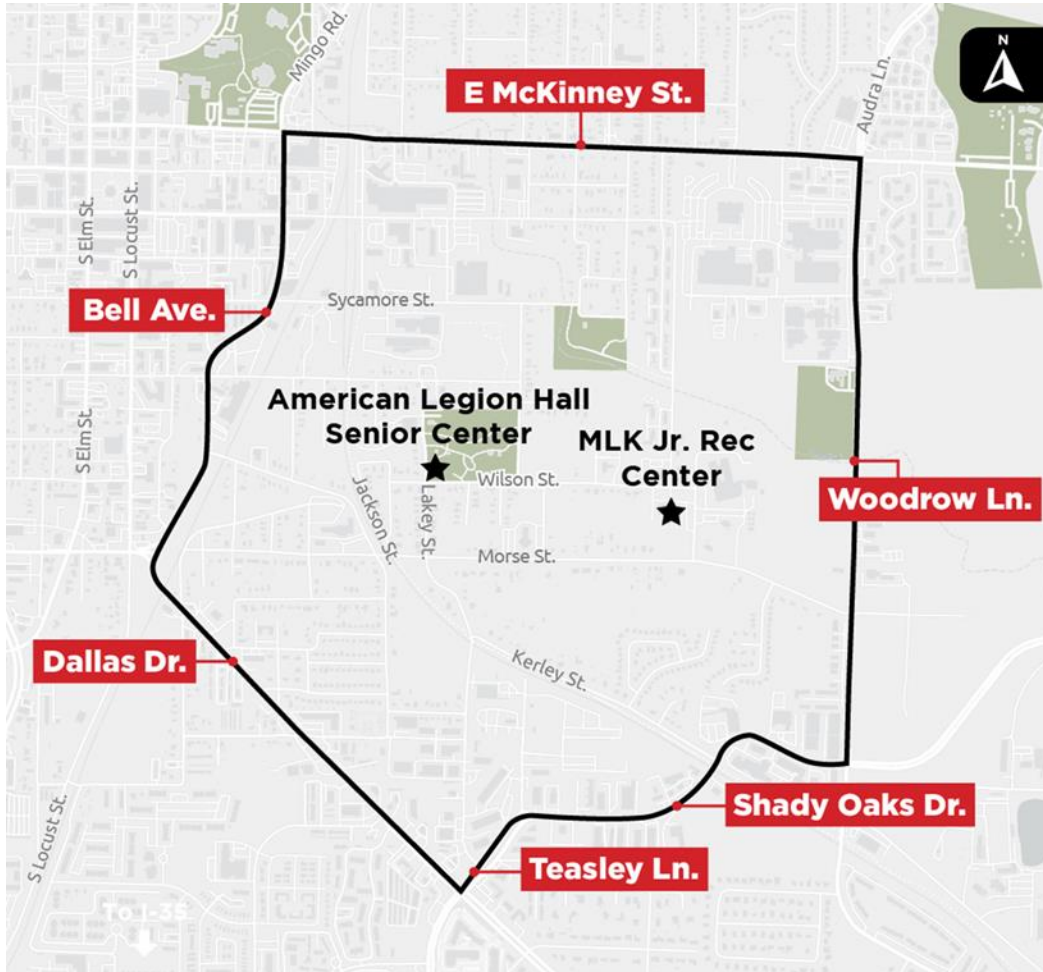
Policies

- Statements that guide decision-making and direction for City staff.

Examples

- The City shall use “equity (fairness)” as a factor when creating the capital improvement plan to ensure every neighborhood receives its fair share of investment.
- Undertake a community impact analysis for all large development or redevelopments 5 acres or larger.

What is in an area plan?



Capital Improvement Projects

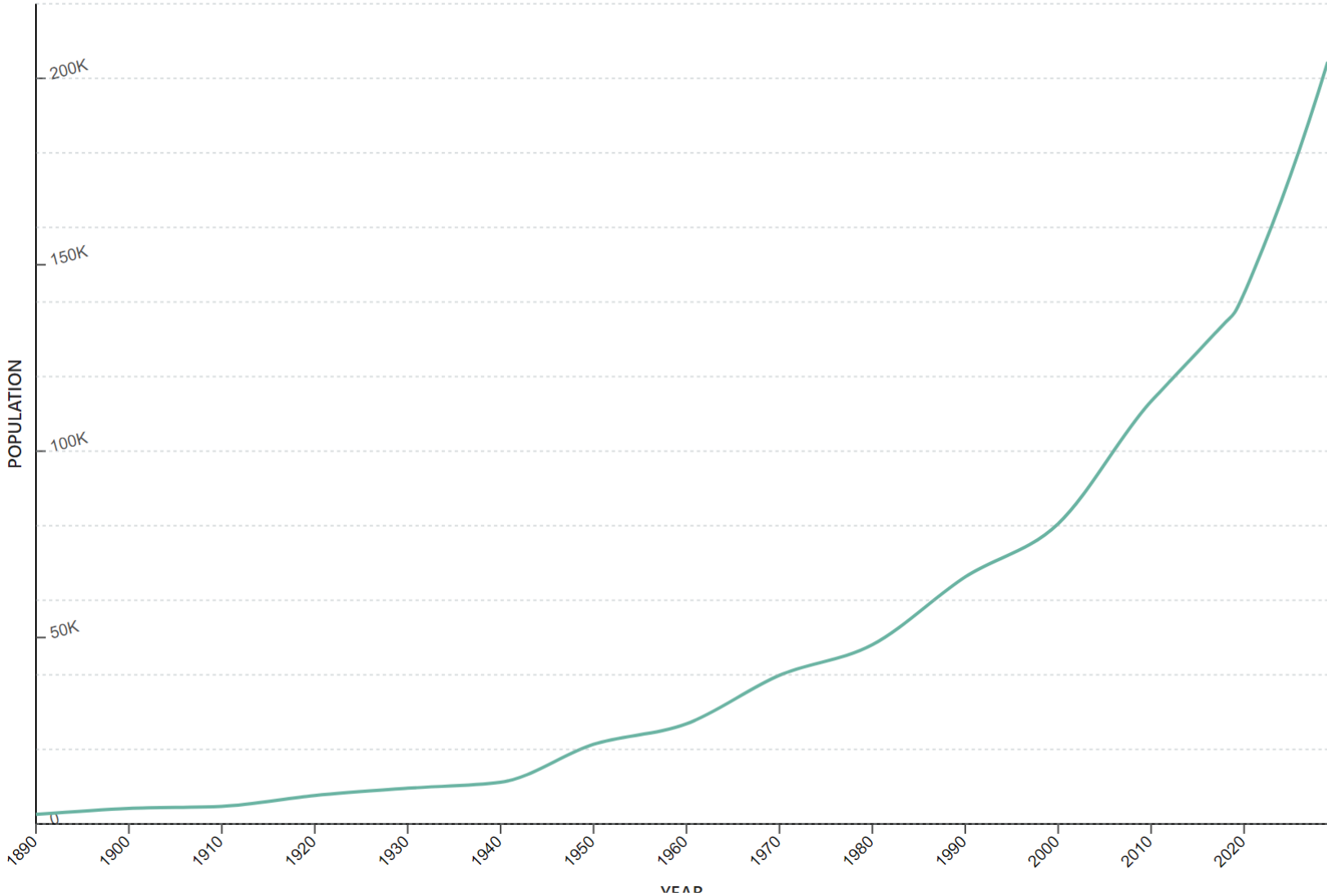
- Projects that are constructed

Examples

- Parks and greenways
- Recreation Centers and Senior Centers
- Police and Fire Stations
- Streets and sidewalks
- Stormwater and drainage systems
- Schools and libraries

Denton, Texas Population 2023

160,564

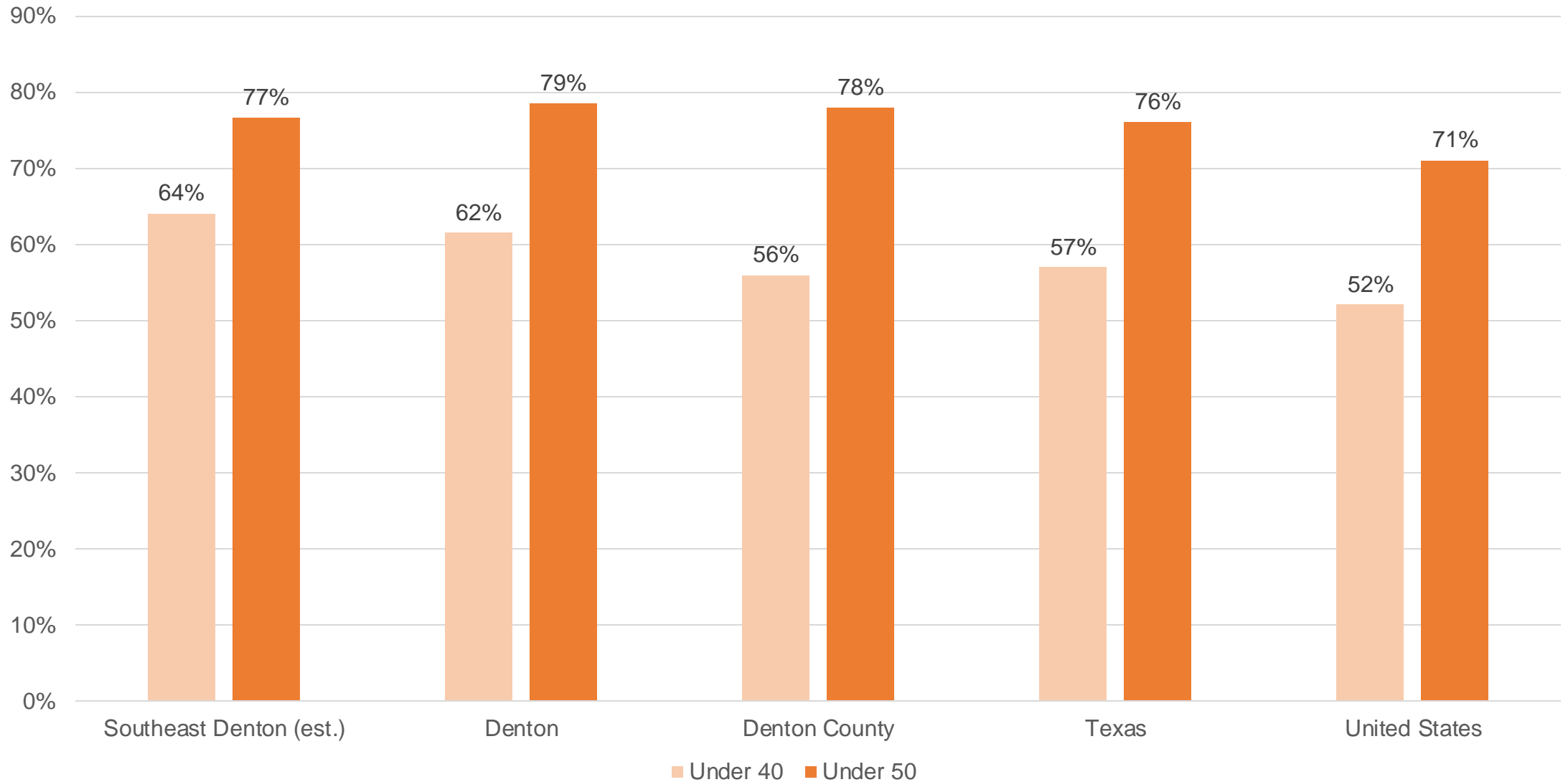


Source: World Population Review

Generational factor + residents under 40 & 55

Generation	Age Range	Southeast Denton (est.)	Denton	Denton County	Texas	United States
Greatest/Silent	76+	4.3%	4.9%	3.6%	4.2%	6.4%
Boomer	57-75	19.1%	16.6%	18.2%	17.9%	22.5%
Gen X	40-56	12.5%	17.0%	22.0%	18.8%	19.8%
Gen Y	26-39	28.1%	23.7%	22.6%	24.6%	20.3%
Gen Z	6-25	32.1%	33.3%	27.6%	27.5%	25.8%
Alpha	5 and under	3.9%	4.5%	6.0%	7.0%	5.9%
Median Age		31.9	31.1	36.8	35.5	38.4

Residents under 40 & 55



Source: Methodology developed by Mitchell Silver based on 2021, 5-year Estimate, American Community Survey

Study timeline



Feb. 2023 – June 2023

DISCOVER

- Establish Steering Committee
- Compile data, history, previous plans, and existing conditions
- Hold listening Sessions

May 2023 – Jul. 2023

DEFINE

- Review data, observations, history
- Community Visioning workshop
- Online engagement
- Design charette
- Review & analyze feedback

June 2023 – Jan. 2024

DEVELOP

- Implementation Brainstorming workshop
- 1st draft for public engagement
- Online engagement
- P&Z and CC public meeting
- Joint P&Z and CC workshop

Dec. 2023 – Mar 2024

DELIVER

- Community Open House
 - Online Engagement
 - P&Z Public Hearing
 - CC Public Hearing and Approval
-



Summary of Key Themes from Listening Sessions

Questions asked at the Listening Sessions

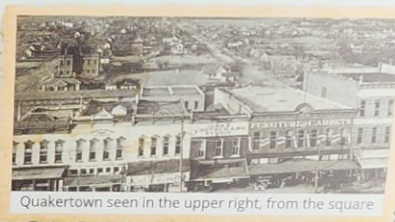
1. How do you feel about living in Denton today? Are there places in Denton you do not feel welcome?
2. Where are the places you feel welcome?
3. Do you feel Southeast Denton has been neglected, underserved or did not receive its fair share of resources or investment?
4. Has there been harm or unjust practices done in Denton you would like to share?
5. What is your relationship with the City of Denton?
6. What is your assessment of housing choices, accessibility or affordability?
7. Do you support multi-family development? If so, where?
8. Are you concerned about displacement and/or gentrification?
9. How would you evaluate the quality of the parks system and other infrastructure like sidewalks, streets, lighting, drainage, etc.?
10. Do you have concerns about proposed development projects?

Summary of Listening Sessions

- **Seven** in-person listening sessions
- One virtual listening session
- Approximately **75** attendees
- Majority of attendees were 55 and over



THIS IS QUAKER

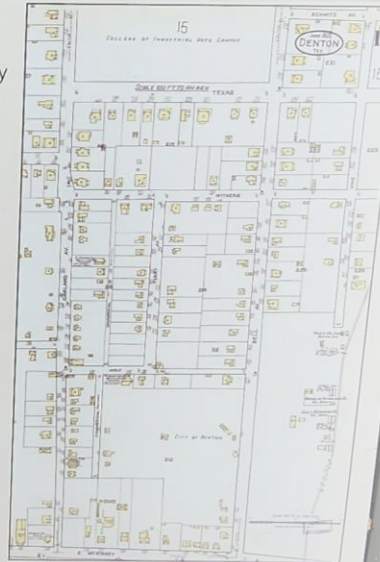



Quakertown seen in the upper right, from the square

For almost five decades, there existed at this location a thriving, vibrant, and cohesive community called Quaker by its residents, and known as Quakertown to the wider community. For many of its mostly African American residents, Quakertown functioned as a town within a town – with its own school, churches, mutual aid organizations, businesses, and private residences – offering opportunities unavailable elsewhere in Jim Crow Denton.

The community emerged in the late 1870s when several African American families in Denton began to buy land along Pecan Creek, a source of abundant fresh water that was also prone to flooding. Growth continued, especially after the Frederick Douglass School was chartered in 1878, providing parents a place to educate their children.

By the early 1910s some Denton residents, motivated by racial prejudice, sought to remove the community and replace it with a city park. A park bond vote was held on April 5, 1921 and the motion passed by a vote of 367 to 240. By 1923, every structure in the community had either been destroyed or relocated to the Solomon Hill neighborhood in Southeast Denton. Many families from Quakertown settled in Southeast Denton, but others left Denton entirely, moving as far away as Kansas, California, Indiana, and even Liberia on the West African coast. Most descendants of Quakertown remained in Southeast Denton and their powerful contributions to the cultural life of Denton remain an enduring legacy of Quakertown.



Quaker History Is Denton History 

Many unjust practices inflicted upon Black residents and families have not been forgotten

- The removal of Quakertown is a painful period in Denton's history.
- Generational trauma still exists.
- The true history of Quakertown has not been told.
- Loss of generational wealth still has implications today.
- Placing a Detention Center in Southeast Denton was a bad decision.
- **Afraid another Quakertown will happen.**
- **Growth will come, but do not erase the essence of the community,**



Residents are frustrated by the lack of communication regarding the road reconstruction project

- The road reconstruction project was the top resident complaint.
- The reconstruction project lacked public input and participation.
- Road closures, notice of construction starts, and estimated completion dates are unknown.
- Road reconstruction project did not include new sidewalks in most cases.
- Residents must wash their cars and property frequently. One resident requested weekly car wash coupons for affected residents.
- Residents are not pleased with the design of the new roads for sidewalks, drainage and bump outs for traffic calming.



Speeding on some local streets is a concern

- Kerley and Chambers are dangerous streets, because drivers drive too fast.
- Residents feel there are too many speed bumps in the community.
- Alternative traffic calming or speed reduction methods should be explored.



Parks and community facilities are cherished amenities

- Parks have improved dramatically over the past 60 years.
- Legion Hall, Fred Moore Park, MLK Center and the Katy Trail are valued places.
- Not pleased with how the new waterpark was completed.
- Residents enjoy the festivals and special events, but not many events are held in Southeast Denton.
- Parks are maintained well.
- Need for shade in parks.

Feelings were mixed about housing and affordability

- Some residents support a mix of housing types, while others prefer single-family only.
- Affordability is becoming an issue.
- Not enough housing choices for younger families.
- Residents do not want multifamily housing built across from the detention center, but the project is under construction.
- Some do not support multifamily housing due to poor property management.
- Code enforcement should improve.
- Rent goes up every year. Increases are becoming a burden.
- Paired home or twin home was a housing type some residents liked.
- Can the City help with rental assistance for a deposit.
- Residents support the “missing middle” housing type.



Property tax increases triggered by new development drive gentrification fears

- Residents near the edge of Downtown are concerned new mixed-use development or higher density development will increase their property taxes and displace them.
- Residents are concerned about the frequency of the property tax evaluation cycles.
- Some residents would support new development if they were held harmless from an increase in property value that would keep their property taxes stable.
- Residents expressed concern about the rezoning process, especially for major development projects.



Residents feel the pressure that change is coming

- Developers are pressuring homeowners to sell their property, especially near downtown.
- Tax assessments are increasing when nothing has changed.
- There is no legislation that protect homeowners from displacement.
- **Too many tall apartments are going up too fast.**





Community consultation must improve for planning and rezoning

- Residents expressed concern about the rezoning process, especially for major development projects.
- Developing residential projects near the Detention Center complex is not appropriate.
- Residents opposed the multifamily project across from the Detention Center, but it was still approved.
- The City should examine guidelines for public notification regarding rezoning and text changes.
- **Developers are not friendly.**
- **Development agreement was rejected by Council.**

The City can improve its relationship with the community

- Address issues in a timely manner.
- Improve communication and consultation.
- Better and clearer communication upfront and early.
- Do not break promises and only make promises that can be kept.
- Community prefer a “no” rather than no answer at all.
- Improve and make the rezoning process more inclusive and transparent.
- Some committees or councils treat neighborhoods differently.
- Improve code enforcement, maintenance, investment and partnership in SE Denton.
- City doing a great job getting the word out with flyers and marketing.
- Address drug houses.





Infrastructure must be improved

- Improve walkability by installing more sidewalks and crosswalks.
- Carl Gene Young Park needs improvements.
- Involve residents in the future design projects and be flexible to make changes in the field during construction.
- Fix the ADA ramp at the Legion Hall Senior Center.
- Needs more lighting.
- Many streets in poor condition.
- Not pleased bus routes replaced with ride share GO ZONES.
- McKinney is not pedestrianly-friendly.
- Sidewalks and bike paths are inconsistent.



Hope for the future

- Improve race relations. More unity and harmony among the races.
- Improve communication and consultation with the City.
- Provide opportunities for the younger generation to live and work in Denton.
- Help alleviate development pressure and gentrification and displacement fears.
- Stabilize property tax increases in vulnerable areas.
- Acknowledge past harm from unjust practices and traumatic events like the destruction of Quakertown.

Ideas for the Future

- A fund to help property owners pay their property taxes.
- Public safety substation.
- Homeless shelter (some opposed to shelter in SE Denton limits)
- Complete streets – crosswalks, bike lanes, sidewalks.
- Convert drainage swales to not only divert water but be an amenity.
- Entertainment center
- Boys and Girls Club
- Affordable housing
- YMCA or something similar
- Water parks or splash pads
- Better schools



Quick Wins for the City to consider

- Step up a point person to better coordinate and communicate the road reconstruction project.
- Offer car wash vouchers to homeowners on streets under construction.
- Install more stop signs instead of speed bumps.
- Install pet waste stations at key locations.
- Fix ADA access from the parking area to Legion Hall Senior Center.
- Address the squatting in certain homes in Southeast Denton. They are a nuisance and a fire hazard.
- Hill Street is too narrow. Restrict parking on one side of Hill Street.
- Hold events in Southeast Denton.
- **More trash cans where children play on McKinney near Woodrow.**

Project Branding Options



Project logo options

1

**Southeast Denton
Area Plan**
Creating a future, honoring the past

2

**Southeast Denton
Area Plan**
Creating a future, honoring the past

3

**Southeast Denton
Area Plan**
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**Southeast Denton
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**Southeast Denton
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**Southeast Denton
Area Plan**
Creating a future, honoring the past

8

**Southeast Denton
Area Plan**
Planning a bright future together

9

**Southeast Denton
Area Plan**
Planning a bright future together

10

**Southeast Denton
Area Plan**
Creating a future, honoring the past

Tagline options

A1



Southeast Denton Area Plan

Creating a future, honoring the past

A2



Southeast Denton Area Plan

Planning a bright future together



Next Steps

Events

- Intercept Surveys:
 - MLK Recreation Center Parking Lot
 - 4 pm to 6 pm
 - Wednesday, June 21, 2023 &
 - Thursday, June 22, 2023
 - Walmart:
 - 11 am to 1 pm
 - Saturday, June 24, 2023
 - Taqueria:
 - 11 am to 1 pm
 - Saturday, June 24, 2023
- Community Visioning Workshop (**August 26, 2023**)