



DESIGN DOWNTOWN DENTON

Engagement Summary



Engagement Activities

September

9/9 Arts and Autos

9/15 Parking Day

9/15-17 Denton Blues Fest

9/28 National Night Out

October

10/6-8 Denton Arts and Jazz Festival

10/12 Twilight Tunes

10/19 Twilight Tunes



Social Map

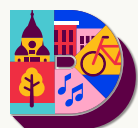
Dentonites were able to provide location specific feedback on a large map brought to events or on the engagement website. Comments could be categorized as ideas for a location, ideas specifically for parks or mobility, what they like about Downtown, or what they have concerns about.

Visioning Activity

Residents and visitors commented on what they love about Denton today and what they believe Denton needs to be even better in the future. They added their notes to the board at tabled events. This activity was also available on the engagement website.

Surveys

A survey was conducted with local businesses for feedback on what has helped them succeed in Downtown and what they need going forward. A survey for Quakertown Park was also done at Jazz Fest where visitors commented on what their priorities for improvements to the park are.

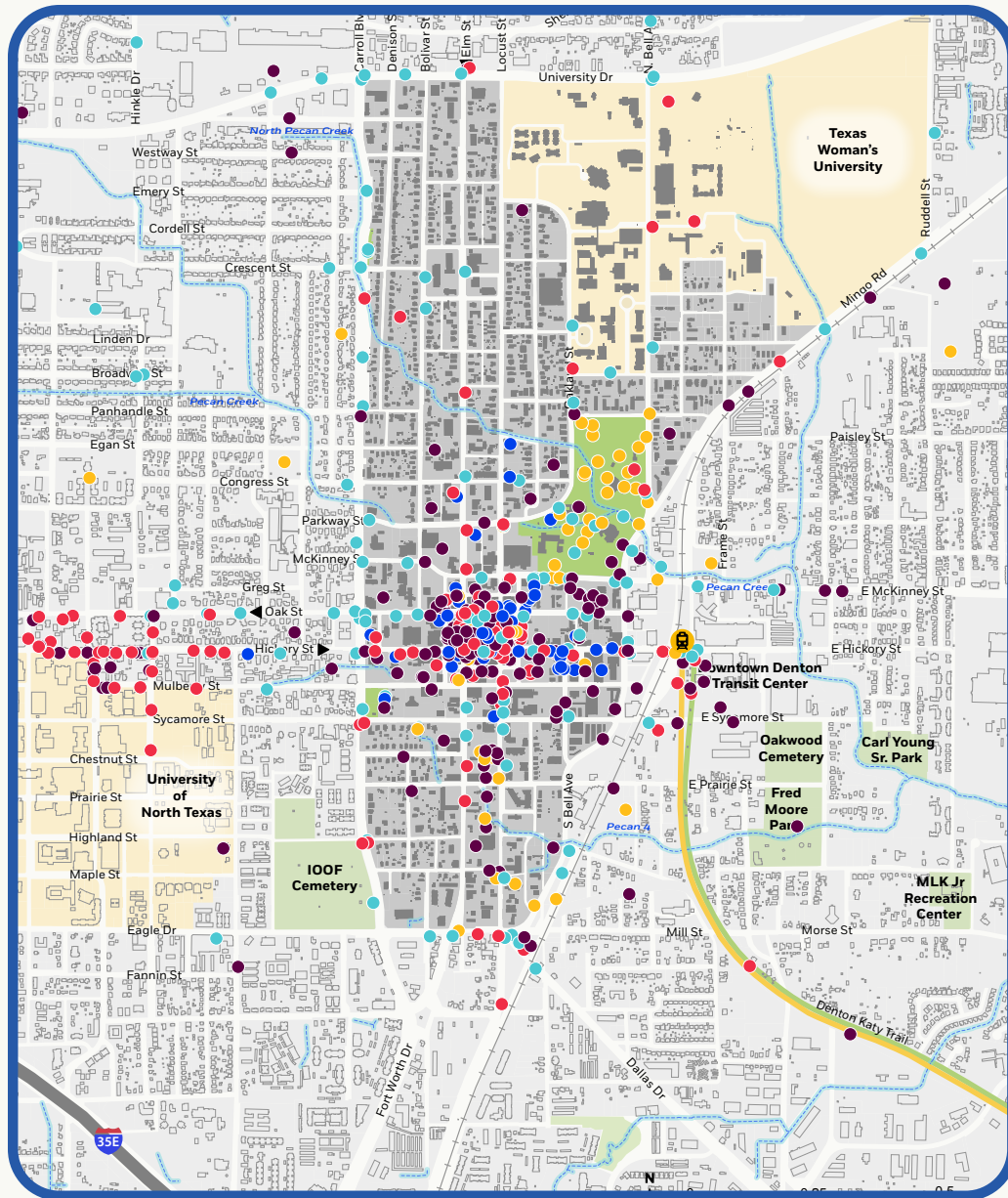


Engagement Data

907 total comments provided

3,391 total reactions

158 total survey responses
(85 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!

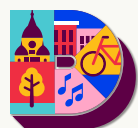


135 I have a mobility idea!



60 I have a park idea!

391 comments provided within downtown



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 with economic development 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, Entertainment, and Events

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

“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 engagement 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!"

Downtown needs...

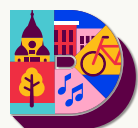
364 comments+reactions

"More street trees and shade."

"Less empty retail and an expansion of sidewalks and other pedestrian safety features."

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

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



Business Survey



85 surveys completed

16 business types including retail, restaurants, real estate, art studios, consulting, and nonprofits

64 rent spaces

21 own property



What attracted you to downtown?

- Growth potential,
- Vibrant community, and
- Central location around the bustling Square.

What other businesses, attractions, or other development Downtown contribute to your success?

- Bars, restaurants, shopping and events that keep people in the area all day
- Complimentary businesses that attract similar demographics

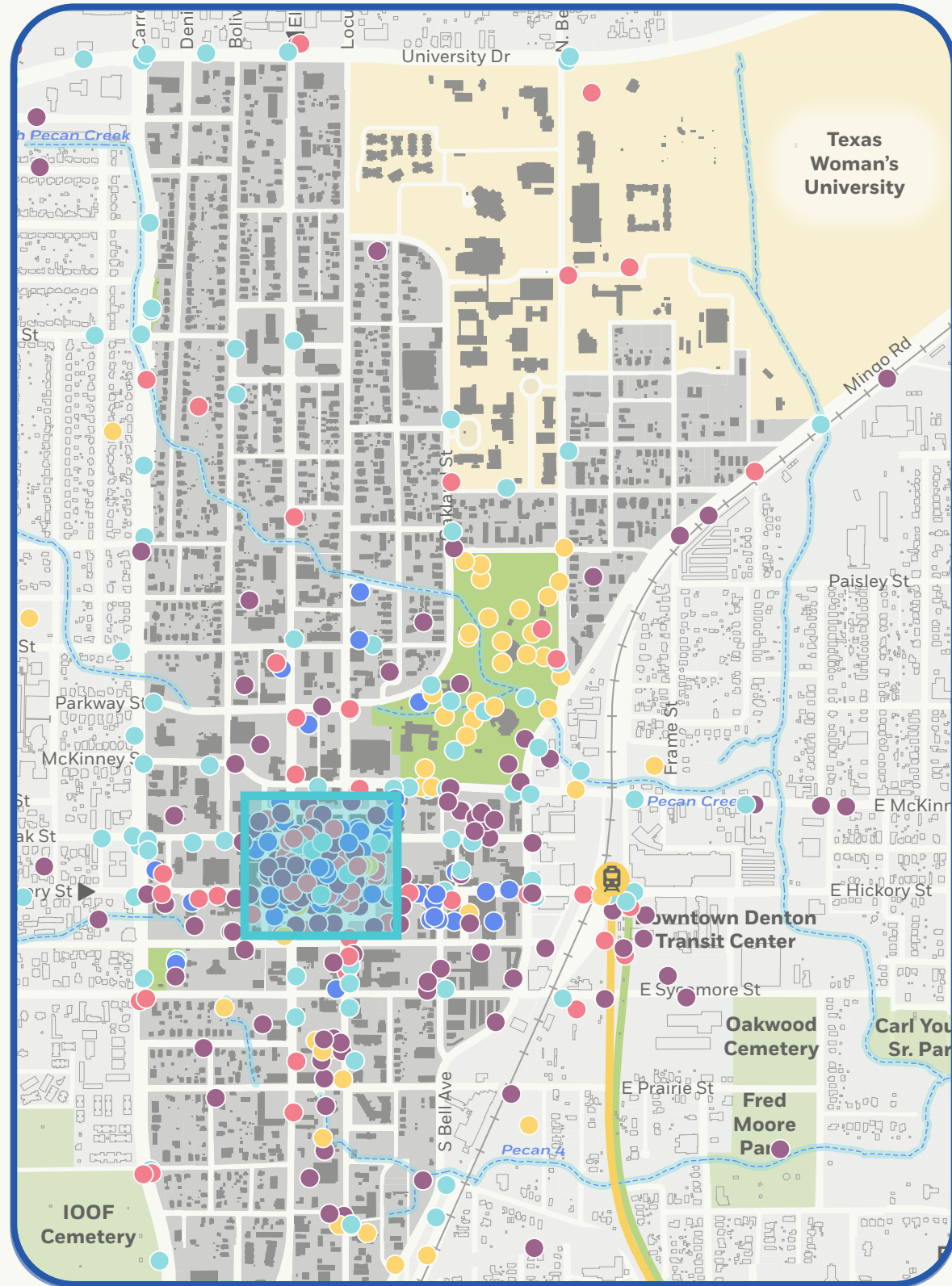
What Downtown events, if any, contribute most to your success?

- Holiday lighting
- Arts and Autos
- Day of the Dead
- UNT football
- Wine walks
- Jazz Festival

What types of public improvements (for example sidewalks or parks) Downtown would be most beneficial to your business?

- More clean and well-maintained sidewalks
- Easier parking
- More parks and family-oriented activities

Comments by Location: The Square



Retail & Development (40 of 177 comments in area)

Support and connect small businesses on and off the square, address vacant lots and buildings, attract a greater variety of businesses that serve a more diverse clientele.

“Let’s incentivize getting the empty storefronts on the square filled with consumer and visitor friendly businesses such as boutique shops or food and beverage options.”

Parks and Public Spaces (38 comments)

Invest in more trees, landscaping, art, and amenities including benches and public restrooms.

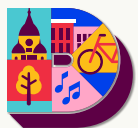
“The square would benefit from an increased level of outdoor seating, trees, and pedestrian infrastructure that could help revitalize the area...”

Traffic and Transit (26 comments)

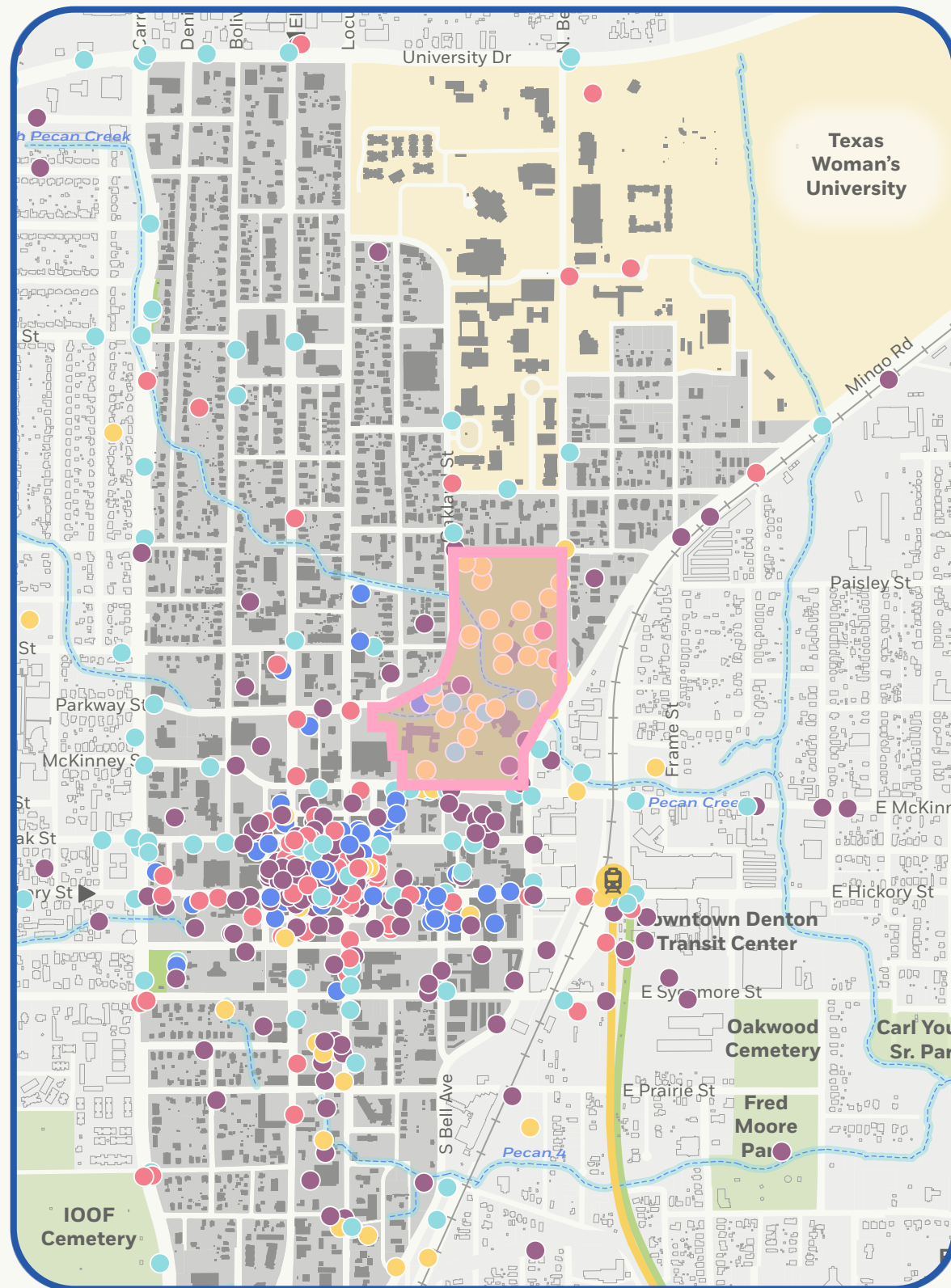
Address parking on the Square. Some would like to see more street closures for events and gatherings or removing traffic and parking from the Square altogether to create a pedestrian destination. Others want more paid parking to be introduced, a parking garage, and for parking regulations on deliveries to be added and back-in parking rules to be enforced.

“I like the idea of closing the Square to traffic. Keeps it clean, safe, and allows more outdoor patio space for business.”

“We need paid parking Downtown. Manage prices so there is always 1-2 spots free per block, and return revenue into improvements in the district.”



Comments by Location: Quakertown Park



Parks and Public Spaces (28 of 52 comments in area)

Increase shade at the pool and seating areas, interactive play areas, and kid-friendly spaces, such as a skate park and splash pad. More trails, nature preservation, biodiversity, and native landscaping.

“More street tree shade to enhance comfort.”

“More kid areas and marketing of parks (kids play areas are spread out).”

Bike/Pedestrian Mobility (15 comments)

Make road crossings into the park safer, and improve bike network between Quakertown Park, Downtown and neighborhoods.

“This road is too dangerous for the context it’s in, make the lanes narrower and see if bike lanes will fit in.” [E McKinney St]

Quakertown Park Survey Results

What do you think is the most important?

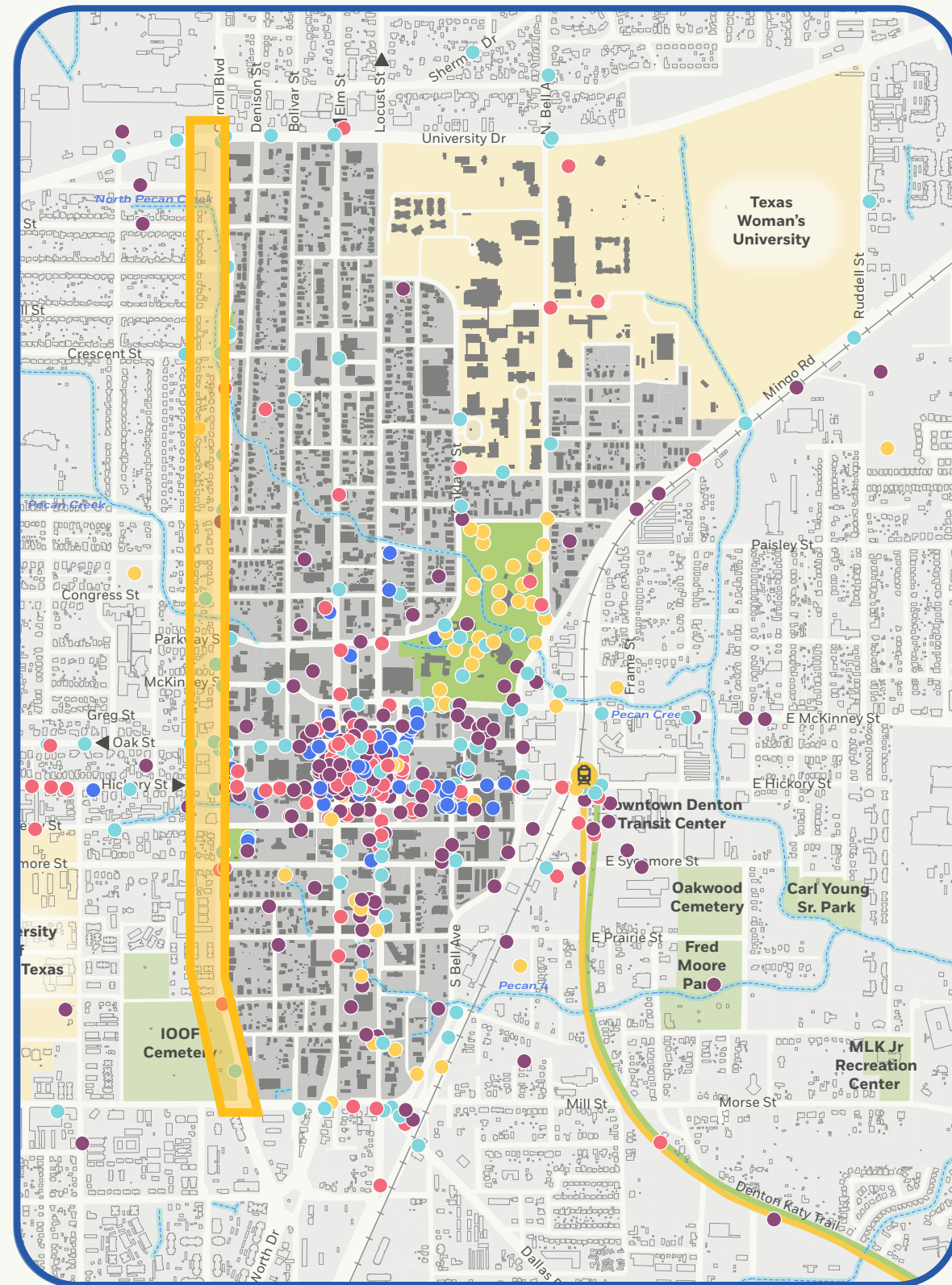
- Honoring and memorializing the history of the park
- Amenities such as playgrounds, pools, and splash pads for families
- Trees and natural spaces for shade and play
- Community events and festivals

What would you want to see added, changed, or improved in this park?

- Practical improvements like water fountains, bathrooms, benches, tables and widening of trails and bridges
- Preservation of Quakertown history
- Enhancements to natural spaces, trees and landscaping



Comments by Location: Carroll Boulevard



Bike and Pedestrian Infrastructure (26 of 36 comments in area)

Consider reduction of vehicle lanes and crossing distance, expansion and improvement of protected bike lanes, add pedestrian crosswalks and improve walkability.

“Protected bike lanes going both directions here...The demand for biking/rolling exists. Our families need protected infrastructure to get to/from school.”

“I see so many people running across Carroll. Residents will walk in the most direct path because the detours we make them take often double the walking distance. Narrow Carroll, slow traffic, and make it more inviting to walk along and cross.”

“UNT feels very disconnected from the rest of central Denton. Carroll is what keeps people from walking to the square more often. It’s pretty scary to cross.”

