

Building on the foundation of the 1999 Denton Plan, our Vision of Denton in the year 2030 is one in which we are recognized as a vibrant community of choice. Denton is characterized by its two growing state universities, its friendly, small-town character, coupled with its big-city dynamism, its commitment to sustainability, and its culture of innovation, creativity, and authenticity. Our exceptional livability, the diversity of choices available to our people in employment, lifestyle, and neighborhood settings; and our North Texas values and culture define what Denton is and what we have to offer. We have realized our vision by respecting and building on our heritage, leveraging our assets, and making wise choices in guiding sound growth and investment, while balancing priorities for our four Strategic Directions:

- **The Character of Denton**
- **Our People, Institutions, and Government**
- **The Strength of Our Economy**
- **Sound Growth: Our Form and Function**

The Character of Denton

- Denton is **authentic**. Our **small-town charm** and, **North Texas heritage** are proudly embraced along with **positive change, smart and balanced growth, and high-quality development**.
- Denton is **consciously green**. We are a leader in our **commitment to sustainability** and we have a significant **tree canopy**, a network of **parks and greenways, stream corridors, and urban forests**.
- Denton is **safe and livable**, a **hospitable community** of friends and neighbors.
- Denton is fertile territory for **creativity and innovation** in our vibrant music and arts scene, **technology, business, and education**.

Our People, Institutions, and Government

- We retain our **sense of community** and **shared values**, while **welcoming** new arrivals and **celebrating** growing **diversity**.
- We are committed to **fairness** and **equitable access** to opportunity in education, community services, jobs, and government representation.
- All generations, of both natives and newcomers, are **deeply rooted** in the community and are actively engaged in its betterment through **volunteer participation** with faith-based, civic, and/or neighborhood organizations and service on local government boards and commissions.
- We cherish our **artists and musicians** and celebrate our community in local **events and festivals** that reflect the uniqueness of the community.
- The City of Denton is a healthy, **family-friendly** community which sees its **youth as its most valuable resource**; a resource worthy of investment in education, healthful recreation, and opportunities for challenging and rewarding **employment and engagement in civic affairs**.
- The City of Denton's **institutions of higher learning**, UNT and TWU, are **partners** with government, civic organizations, and local employers in initiatives to **foster creativity in the arts, innovation, a strong economy, life-long learning**, and the retention of the best and brightest.
- The City of Denton **government is customer-friendly** and prides itself on its **transparency and open communication, utilizing modern technology, its efficient provision of public services and facilities**, and through its **leadership** in seeking to **realize the Vision** of Denton's future.
- The City of Denton has **integrated, reconciled, and streamlined** its **plans, process, policies, and regulations** for **consistency, clarity, and effectiveness**.

The Strength of Our Economy

- We **leverage** our strategic location, **universities, and medical institutions**, as a **national leader in technological and knowledge-based innovation**, allowing us to attract and retain a highly **educated and motivated workforce**.
- We **leverage** our **strategic location and multi-modal accessibility** in the Metroplex and capitalize on key assets such as **the Denton Enterprise Airport**.
- We value and support our **major manufacturing employers** and other responsible corporate citizens to **ensure their stability, encourage their commitment to Denton, facilitate their expansion, and leverage their presence** by **accommodating their suppliers, supporting businesses, and workers**.
- We **support and encourage** our **entrepreneurs** and small businesses with a **business-friendly attitude and efficient regulations** and permitting.
- We market our **Denton "brand,"** our unique, creative atmosphere and small town quality of life, which attracts a highly educated and motivated workforce and gives Denton a **competitive advantage** in attracting new investment, entities, and well-paying jobs.
- We attract corporations and businesses which have a strong sense of corporate responsibility to the environment, the community, and their governance and who take active roles as being excellent corporate citizens.

Sound Growth: Strengthening Our Form and Function

Throughout Denton we see...

- **Managed, balanced, and sustainable growth** in high-quality, livable **urban, suburban, and rural places** which offer diverse **choices** among **neighborhood settings** while respecting private **property rights**.
- A **compact development** pattern which includes expanded areas of **mixed use, a broad array of housing and retail choices** responding to changing demographics and market preferences, and **re-investment and infill** in older areas of the city.
- An efficient **transportation system** with a safe and **well-connected road network** which accommodates a wide array of **mobility options**, including local and commuter rail **transit**, as well as accommodations for **pedestrians and cyclists**.
- Special attention paid to our major travel corridors (ex. I-35, US 380, and Loop 288), both aesthetically and functionally, representing Denton's character, brand, and excellence.
- **Infrastructure** systems which have undergone **well-planned, staged expansion** to serve and **guide the city's growth**.
- **Parks, greenways, stream corridors, tree canopy**, and other natural resources integrating into the **fabric of the community** and contributing to **healthy lifestyles**.
- **Environmental stewardship** through water conservation, positive contributions to regional air quality, sustainable development practices, green infrastructure, and **renewable energy**.

In the core of Denton we see...

- A **vibrant Downtown Denton**, energized with new **housing, shopping, arts, and entertainment**, supporting day and nighttime activity and a true urban lifestyle – Denton style.
- **Older neighborhoods** where revitalization and compatible infill development **contributes to stable, livable, and historic character**, and fosters **neighborhood pride and homeownership**.
- **Thriving universities** where coordinated planning and collaborations between the City and the academic communities creates **mutually beneficial, stable, and healthy neighborhood edges** and where the non-academic community benefits from the vast educational and cultural resources in close proximity.

In our rural fringe areas of the city and the Extraterritorial Jurisdiction (ETJ) we see...

- **Contiguous, staged growth** which is **fiscally and environmentally sound, reduces fragmentation and sprawl**, discourages premature development, and conserves the City's future growing room.
- **Conservation development** which **retains rural character, protects open space and greenways**, enhances **development value**, and provides **greater choices** to land owners.
- Potential **safety and compatibility** impacts presented by hazardous activities, such as gas well drilling and production, **mitigated** to protect neighboring persons and property.