



Denton Plan 2030

Welcome
to the
Kickoff Open House

August 9, 2012



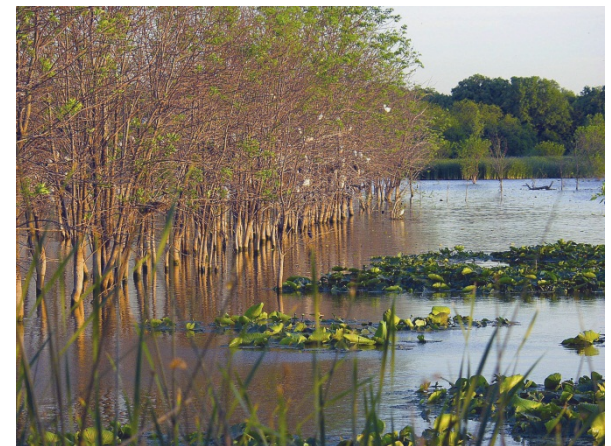
TischlerBise

THE WOLF GROUP



Agenda

- Team Introduction
- Comprehensive Plan Overview
- Open House Activities





Denton Plan 2030



Project Team



City of Denton
Project Leader



Wallace Roberts & Todd, LLC
Lead Planning Consultant



Gresham, Smith, and Partners
Transportation / Infrastructure / Sustainability

TischlerBise

Economic Development / Fiscal Analysis

THE WOLF GROUP

Public Outreach / Strategic Communications

WRT

Wallace Roberts & Todd, LLC

Lead Planning Consultant

- National Leaders in Planning & Design for nearly 50 years
- Integrated Planning, Urban Design, Landscape Architecture, Architecture
- Leaders in Sustainable Planning and Design for Communities, Sites, and Buildings
- Pioneers in Values Driven Planning



Imagine AUSTIN



Flower Mound, TX Comprehensive Plan



Georgetown, TX Comprehensive Plan



omaha by design



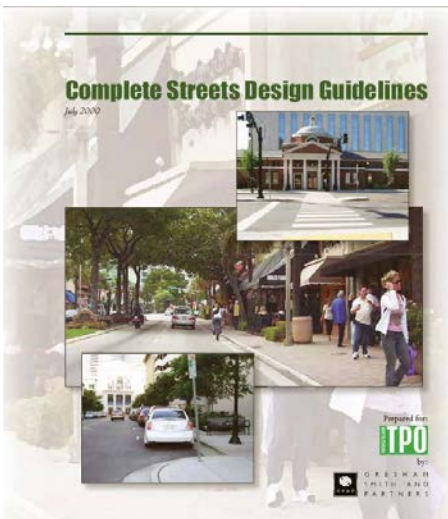
Gresham Smith & Partners

Transportation and Infrastructure

- Nationally recognized engineering, planning and architecture firm
- Specialize in sustainability solutions-calibrated for unique community context



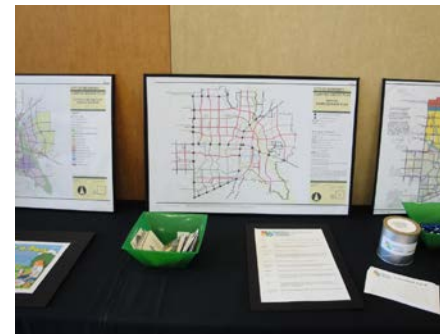
Highway 92 Corridor Livable Centers Initiative
Douglas County, GA



Knoxville Complete Streets



Sustainability Plans: Texas A & M, Garland, McKinney





The Wolf Group

Outreach and Communications

- A nationally recognized strategic communications firm offering advertising, public relations and grassroots public outreach services



City of Dallas Cease The Grease Biofuel Recycling Campaign



City of Dallas/Tarrant Regional Water District
2011 Water Conservation Campaign

To be really green, you have to walk the walk.



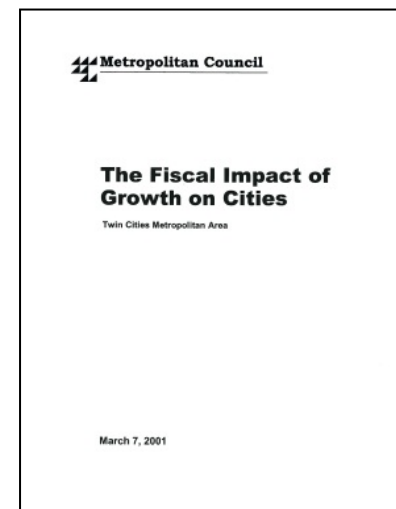
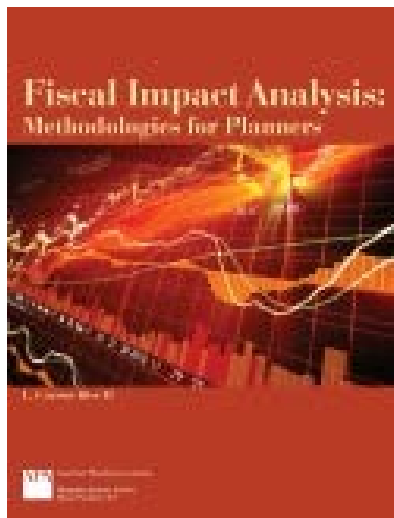
Office of
Environmental
Stewardship



TischlerBise, Inc.

Economics

- National Leaders on Cost of Growth and Infrastructure Financing Issues
 - Fiscal Analysis
 - Economic Development Strategies
- Recognized experts in the area of fiscal impact analysis





Comprehensive Plan Overview

- 1. What is a Comprehensive Plan?**
- 2. Why do we need an update?**
- 3. Planning Process**
- 4. Who's involved?**
- 5. What do we want to achieve?**



What is a Comprehensive Plan?

- A reflection of community values and aspirations
What do we want Denton to be?
- A guide for the management of growth and change
- A reference guide for decision-making
- A 20-year, community “to-do” list



What is a Comprehensive Plan?

Comprehensive – Integrating all aspects of community functions

- Land Use / Development Patterns
- Community Character
- Housing & Neighborhoods
- Historic / Cultural Resources
- Economy
- Transportation / Mobility
- Utilities & Infrastructure
- Community Facilities & Services
- Recreation & Open Space
- Resource Conservation
- Governance



Why do we need an update?

Significant growth and change since the plan was adopted:

- Over 40% population increase since 2000
- Population projections on target (119,250 projected; 113,383 2010 Census)
- Recent annexation of over 3,000 acres
- UNT and TWU growth
- Commuter rail line (A-Train)
- Gas well development
- More than 9,000 acres rezoned for new development

We envision Denton in the 21st Century as the North Star of Texas, a community of excellence in living, working, learning, & playing.



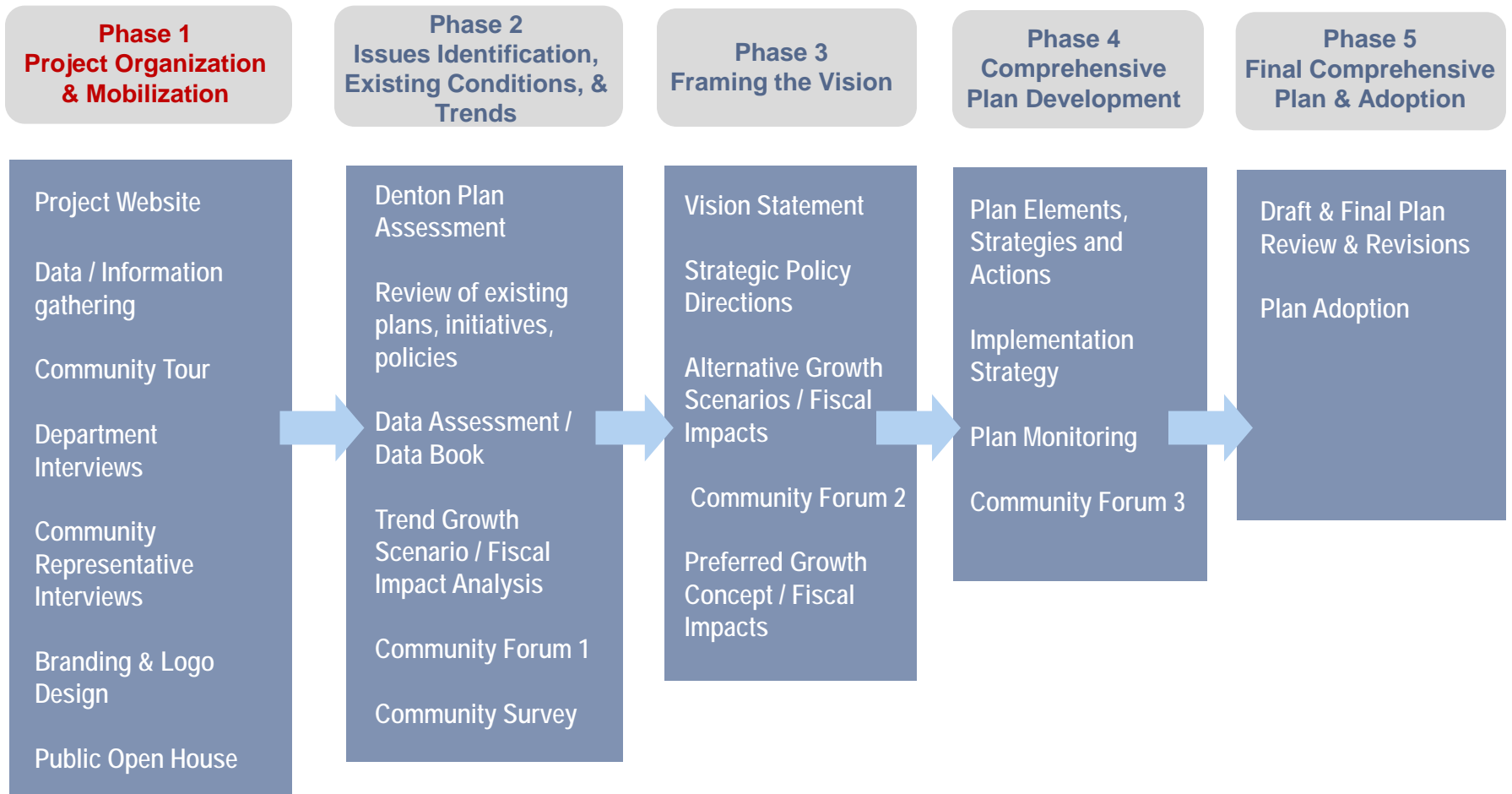
**THE
DENTON PLAN
1999 - 2020
COMPREHENSIVE PLAN OF
THE CITY OF DENTON**

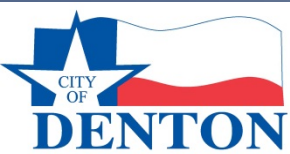
**Planning & Development Department
Comprehensive Planning Section
City of Denton, Texas**

MERIT AWARD
IN APRIL OF 1999, THE CITY OF DENTON'S COMPREHENSIVE PLANNING SECTION OF THE PLANNING & DEVELOPMENT DEPARTMENT, HELLMUTH, OBATA & KASSABAUM, INC., AND RENEE PERKINS JAYNES, PLANNING CONSULTANT, WERE PRESENTED A MERIT AWARD FROM THE TEXAS CHAPTER OF THE AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS IN RECOGNITION OF OUTSTANDING PROFESSIONAL ACHIEVEMENT FOR THE CITY OF DENTON 1999-2020 GROWTH MANAGEMENT STRATEGY AND PLAN.



Planning Process





Getting to Success

What do we want to achieve with Denton Plan 2030?

- Inclusive public outreach and engagement
- A Vision Statement that reflects the community's values
- An economically viable Preferred Growth Concept that can realize the vision
- An effective implementation strategy to guide decision making
- Performance measures to monitor implementation progress



Public Engagement Objectives

- Build understanding of the project and credibility for the process
- Provide numerous and varied opportunities for public participation and input
- Understand the needs and interests of Denton's diverse constituency
- Show a clear connection between input and outcomes
- **Challenge citizens to “own” the plan**



Public Engagement Opportunities

Collaborate and empower - partner with citizens in development of the brand/image, vision statement, alternatives, and identification of solutions

- Open House / Logo Design Voting
- Community Forum 1 – Issues & Aspirations
- Community Forum 2 – Consensus on Scenarios
- Community Forum 3 – Consensus on Framework
- Meeting-in-a-Box
- Website/ Social Media



Denton Plan
2030.com
Our path to the future

DENTON PLAN
2030.com
OUR RESPONSIBILITY, OUR FUTURE





Requisites for Implementation

- Define a citywide action program with clear responsibilities and priorities
- Grow partnerships (e.g., government, universities, corporations, non-profits)
- Build on local assets (e.g., education, cultural amenities, sustainability initiatives, entrepreneurialism)
- Incorporate flexibility, monitoring, and feedback



Measuring Progress

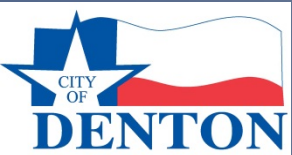
- **Annual Report** – assessment of the City’s progress in accomplishing implementation actions
- **Five-Year Evaluation** – assessment of whether actions that have been implemented are achieving the desired results as measured through indicators
- **Indicators for Success** - numeric indicators used to measure whether or not the Plan goals are being met
- **Growth Tracking** – geographic assessment to track development patterns in relation to land use goals and the Preferred Growth Scenario



We want to hear from you

- Station 1 Sign-In, Get Your Passport, and Show Us Where You Live
- Station 2 Welcome / Project Orientation / Questions
- Station 3 Strengths and Challenges
- Station 4 Tell Us Your Story
- Station 5 What's Next for Denton? (bold idea)
- Station 6 Vote for the Denton Plan 2030 Logo

Visit each station to be eligible to win door prizes
Stations do not have to be visited in number order



Denton Plan 2030



Thank you for coming

Please visit www.dentonplan2030.com for updates and more information on how to stay involved.