



Separator Sheet

File Contents: Denton Jazz Hall of Fame

Denton Convention and Visitor Bureau

• Recently adopted Denton... and all that jazz as an image statement for Denton

• Recently had ^{an idea} proposed by Dr. Jim Miller, retired UNT prof., that has been an idea of ~~some~~ some others to have a jazz Hall of Fame - in discussion with a task force set up by the CVB with Arts & downtown reps it was decided that this proposed Hall of Fame would fit well in the downtown Master Plan

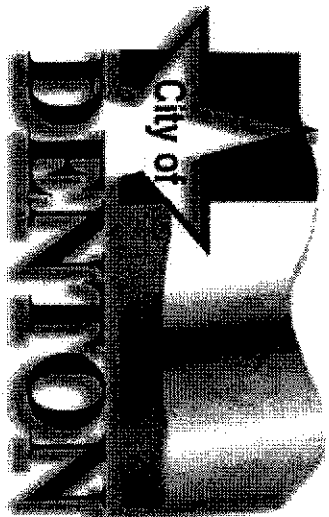
• Keeping this in mind, would encourage the Arts Corridor project to be a ~~priority~~ priority in the downtown Master Plan

& historic walking park important visitors are used to walking expanding festivals out of civic center park

• In addition to this would encourage further exploration of the Mayor's idea presented in the ED Symposium last October, which was to centralize some of the UNT and TWU exhibits and collections into one ~~new~~ area ~~of~~ ~~cluster~~ ~~of~~ ~~buildings~~ in the downtown area

• These centralized attractions would ^{& entertainment} ~~increase~~ ^{increase} tourism for Denton, ~~and~~ ~~make~~ ~~it~~ ~~a~~ ~~visitor~~ ~~-~~ ~~friendly~~ ~~area~~ ~~when~~ ~~it~~ ~~was~~ ~~done~~ ~~when~~

• which would be beneficial ~~to~~ economically. And, it would help Denton live up to its arts ~~image~~ ^{entertainment} image more so than it does now.

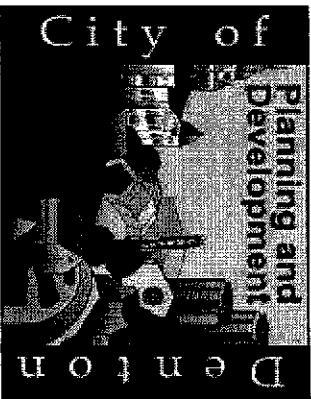


WHITE PAPER DOWNTOWN MASTER PLAN

The Denton City Council has scheduled a series of Long Range Planning Work Sessions intended to address high priority community interests. On April 9, 2002, the selected Work Session topic is the Downtown Master Plan. In preparation for the work session, city staff has prepared a "white paper" for Council and community review. The white paper explains what downtown master plans are, how they are used, and provides examples of how they have been used in other communities.

Prepared By:

*Chris Hatcher & Dedra Ragland, Small Area Planning Division
City of Denton Planning & Development Department
City Hall West, 221 North Elm Street, Denton, TX 76201
940.349.8350*





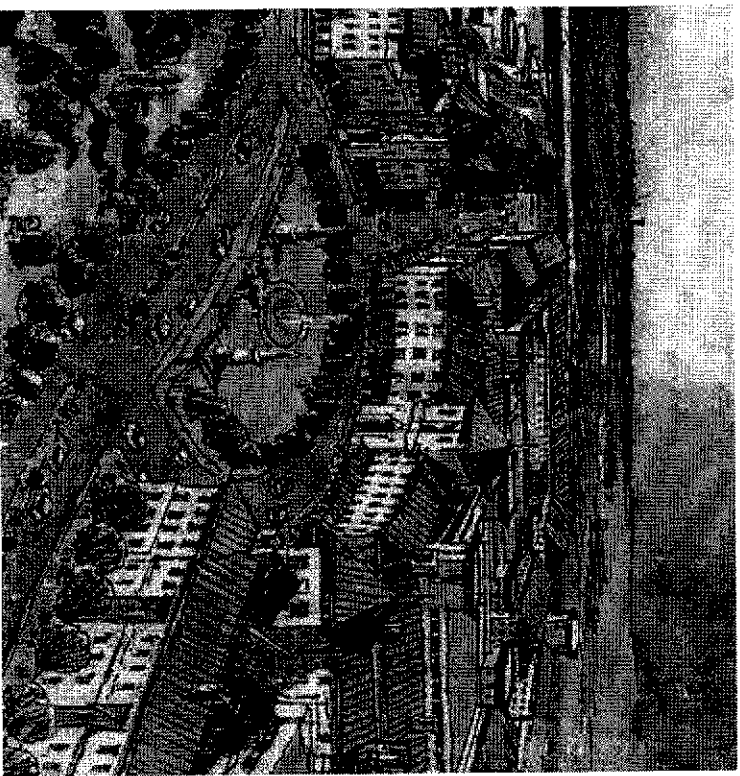
WHAT IS A DOWNTOWN MASTER PLAN?

A downtown master plan is a "district" or "specific area" plan that identifies development goals tailored to the specific needs of the downtown area. A downtown master plan represents a bridge between present conditions and the future, which is conceptualized in the long-range comprehensive plan. Downtown master plans usually emphasize short-term specific objectives rather than long-range general goals, and contain specific development policies and recommendations. By applying the priorities and goals of the community, downtown master plans are created to guide future development of the city center.

DOWNTOWN MASTER PLAN: PURPOSES

Downtown master plans serve several purposes, depending on community needs. A downtown master plan should give direction for positive change, indicating how much and what kind of development is appropriate, and what is inappropriate. It should also provide guidance on day-to-day decision-making by city officials. It should suggest the impact of changes over time. A plan can address physical and visual development objectives, such as recommendations for height restrictions and setbacks. It can include a strategy for the redevelopment of older, blighted areas, or outline concerns of historic character and the preservation of historic resources. Most plans address the timing of development, suggesting an appropriate time frame for the development or redevelopment of various areas. Downtown plans also serve as a public document that allows review, discussion, and communication of the improvement strategy to residents, property owners, merchants, and investors.

Traditionally, a downtown master plan prepares for the physical development of a downtown. A plan should be future oriented, geographically inclusive, and look at the entire downtown or center city. Elements of a plan may include, but are not limited to, economic development strategies, designation of permitted land uses, development of public facilities, and an analysis of transportation and circulation patterns. Such master plans are usually developed using the "rational planning process," a process that includes the following steps:



Typical Downtown Master Plan Process

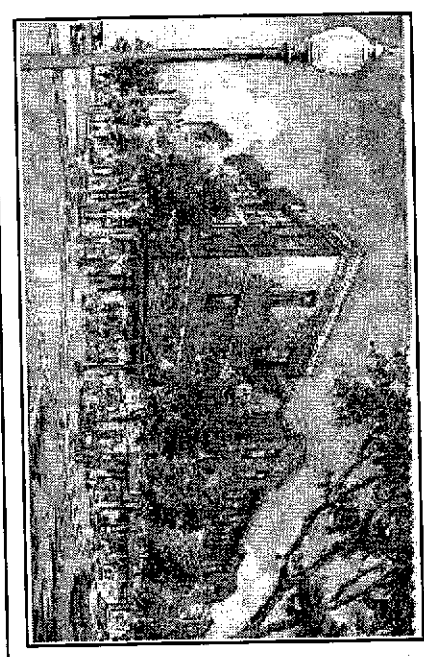
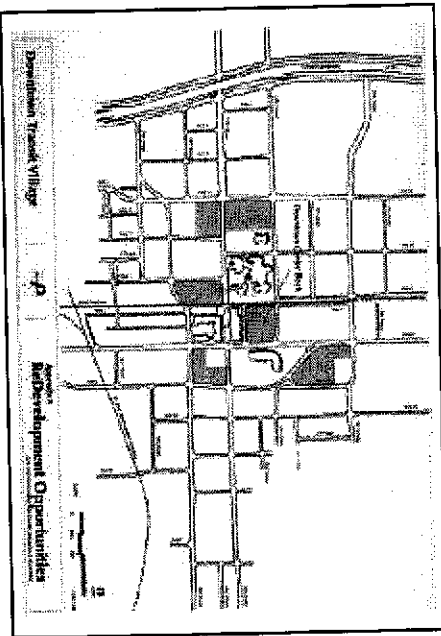
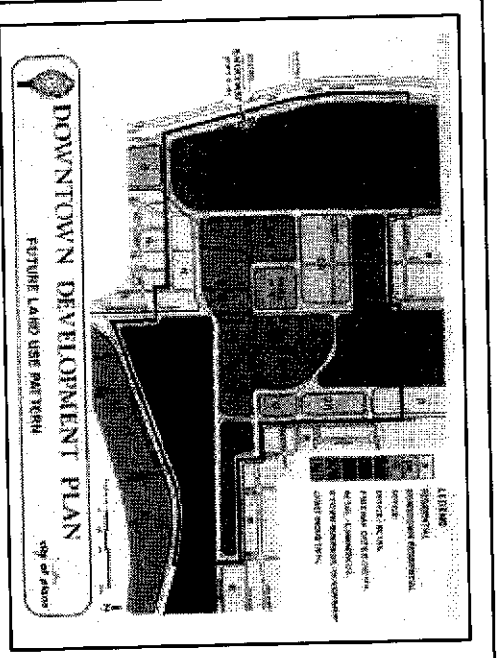
- Survey and analysis of existing conditions data;
- Develop projections / estimates based on recent and historical trends;
- Develop goals for future growth;
- Establish planning policies based on goals; and
- Establish implementation strategy and expectations.

Most Downtown Master Plans:

1. Provide direction for positive change while sustaining livability (when and where development takes place);
2. Provide guidance on day-to-day decisions;
3. Provide better physical and visual definition (height restrictions, aesthetics, open space), analyze the impact of new or redevelopment, and assess infrastructure needs (streets, water, wastewater, drainage);
4. Provide guidance for redevelopment of older areas (blight removal, historic rehabilitation / preservation); and
5. Encourage proper timing for development (e.g., provide incentives for housing, offices, and other business establishments in downtowns).

Why are Downtowns Important?

- Downtowns are the symbolic centers for cities and regions;
- A community's downtown is a critical asset in attracting new businesses and jobs to the city;
- Typically, the leadership of the community (city and county government, financial institutions, corporate offices, newspapers, and religious institutions) is located in or near the downtown;
- A city's history and image is frequently reflected in the downtown area;
- Downtowns provide a central "sense of place" to residents and visitors;
- Downtowns are places of choice. When citizens of a community need to publicly express themselves in parades, festivals, demonstrations, political rallies and celebrations, the downtown is the logical choice;
- The downtown makes lasting impressions on visitors that influences perceptions of a community's quality and character.



Why Cities Should Invest in Downtowns

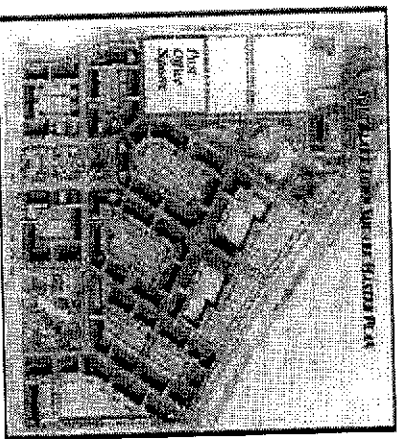
A city's investment in its downtown benefits the community as a whole. Downtown development and redevelopment increases the city's tax base and creates jobs. Downtowns also represent a tremendous existing investment in buildings, infrastructure, and public space. Cities own utility lines, streets, curbs and gutters in the downtown area that requires regular maintenance. The more that a downtown can pay its share of these maintenance costs, through property and sales taxes, the more prudently the city manages its resources. To do so, a city must assure good sales and property tax return by keeping its downtown in good condition. Much as any owner of a regional shopping center must continually upgrade and maintain their facility, so too should a city protect its investment in its downtown area.

Suburban cities are investing in the development of "quasi" downtown centers. In recent years, one of the most prominent trends in retail development has been the emergence and success of town centers. These new town centers serve as the downtowns of suburban municipalities, creating a unique identity which many suburban cities lack. The town center capitalizes on the proven mixed-use blueprint of the traditional downtown environment. Town center developments usually include a mix of retail, office, residential, and recreation/open space with a civic anchor such as a city hall or library serving as the focal point of the development.

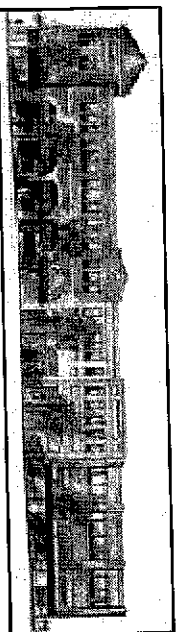
How Cities Benefit from a Downtown Master Plan

A downtown master plan coordinates decisions between diverse interests and groups. These groups may include city agencies and officials, developers, real estate agents, business owners and merchants, historic preservationists, and others. Each of these groups has its own areas of interest. Developers are concerned with investment, business owners with commercial vitality, preservationists with historic character. The master plan process provides an overview to these separate areas of interest, from which Plan goals, objectives, strategies, and policies may be developed.

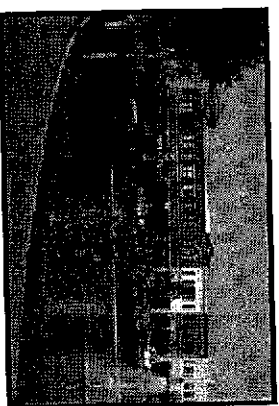
Southlake Town Square



Southlake Town Square is a 130-acre master planned development that features a mixture of retail, office, restaurants, and entertainment uses.



Cooper and Stebbins L.P. Real Estate Company is the developer of Southlake Town Square. A tax increment finance (TIF) district funds the development. Projects financed by the TIF dollars include the town hall, public library, public infrastructure improvements, public parks, and educational facilities.



The planning process also encourages public input, and is concerned with providing a means for citizens to have a say in the future of downtown. Public input encourages a community to think beyond specifics to more general issues of importance concerning the downtown area.

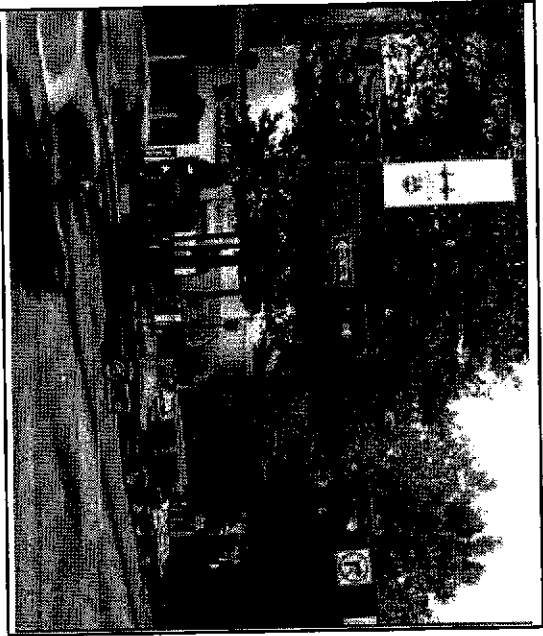
A downtown master plan also helps prevent wasteful expenditure of public and private funds. A plan enables local governments to anticipate downtown service demands and to plan, locate, and build public service facilities accordingly. Costly mistakes are thus eliminated or at least reduced.

ELEMENTS OF A SUCCESSFUL DOWNTOWN MASTER PLAN

A downtown master plan should expand on broad goal statements of a city's comprehensive plan to specify objectives, strategies, and policies for a downtown area. These objectives, strategies, and policies focus on improving the various elements that form the fabric of a thriving downtown area. These elements typically address topics such as an economic development strategy, a mixed-use development strategy, and pedestrian and parking improvements.

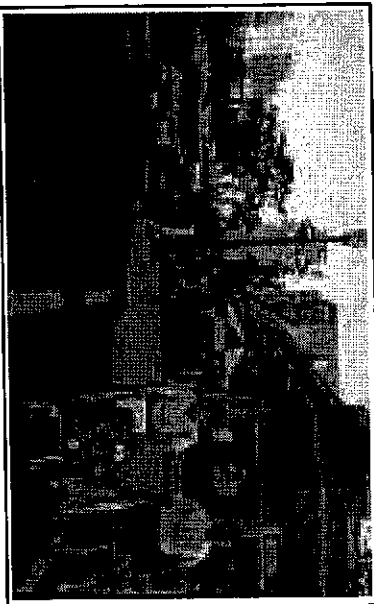
Downtown Economic Development Strategy

A sound economic development strategy is critical to the success of any downtown master plan. The purpose of developing an economic development strategy is to enhance the competitiveness of the downtown area in the recruitment of retail, office, and residential development. By analyzing downtown's economic base, including the identification of growing and declining employment sectors, zoning, analysis of the reuse potential of several key sites, market overviews and key informant interviews, strategies to induce development potential and growth may be formulated. These strategies should outline methods that will attract and retain employment, encourage redevelopment of under utilized sites, strengthen the downtown's position as a center for regional retail activities, and improve the community's quality of life.



Main Street: Greenville, South Carolina

Greenville, South Carolina won the 2001 International Downtown Achievement Award for Economic Development. Greenville implemented an economic development strategy using two anchor projects and streetscape beautification to jumpstart economic interest in downtown real estate.



Typical Economic Development Strategy elements:

1. Identify who is involved in the downtown community—the people who have to be involved at both the policy and technical levels.
2. Assess the economic climate and issues, emphasizing taxation, development regulations, and trends in the economy itself.
3. Identify constraints and barriers, whether they are physical conditions, location constraints, or important community values that will not be compromised.
4. Identify strong points such as location and proximity of transit facilities.
5. Identify alternative program possibilities such as helping existing downtown businesses expand.
6. Set priorities, evaluate feasibility, and select projects.
7. Keep the process ongoing by identifying new issues and prospects as they emerge in the changing economic climate, and
8. Develop financial incentives to entice the type of development desired.

Principles of Downtown Economic Development Strategy

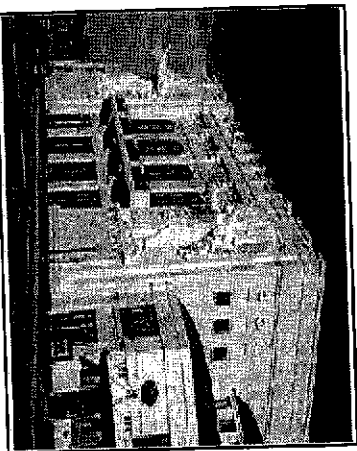
There are three basic principles that guide local economic development strategies. The first principle is the retention of existing business. The objective is to retain income and tax base within the downtown area. A second principle is to attract new business and residential development into the downtown area. Downtown residents enhance activity and spending levels that add vitality and extend normal hours of business. The third major principle is to foster entrepreneurship in the downtown market. The objective of this principle is to attract existing small businesses and new business ventures into the downtown area. These small businesses provide a good reuse for the kinds of vacant retail and industrial structures found in many downtown areas.

Financial Incentives for Downtown Development

After formulating an economic development strategy, cities may utilize various financial incentives to encourage development and/or redevelopment in the downtown area. Following is a list of development incentives utilized by cities

Fort Worth's Downtown Tax Increment Finance District

The City of Fort Worth utilizes a tax increment finance district (TIF) to stimulate development in its downtown. Fort Worth's Downtown TIF aims to create a quality urban environment that will assure that Downtown Fort Worth attracts its competitive fair share of corporate office, government office and other commercial developments. This same urban environment will help achieve the goal of attracting up to 1 percent of the Fort Worth residential inventory to Downtown. The TIF utilizes the ad valorem revenue increment to fund the required public infrastructure. The public infrastructure, in turn, generates new anchors for the area that maintain redevelopment momentum and stimulate the tax base that services the TIF term and creates net financial gain to local governments. These efforts have successfully attracted more visitors, tourists and conventions. In order for the TIF to accomplish these goals, a downtown must overcome some negative circumstances such as corporate downsizing, expanding telecommunications, home-based shopping, and increases in the number of suburban office parks.



throughout the United States to encourage desired downtown development. Not all of these incentives are applicable to all communities.

- Small Business Loan Assistance

Small business owners are often unfamiliar with how to obtain financial assistance. To help obtain needed loans, assistance can be provided in analysis of the market, current revenues and debt, and projected needs for cash.

- Rehabilitation Loans and Grants

Subsidized loans or grants for both interior and exterior improvements can be given to assist businesses unable to obtain funds from conventional sources, and are often available at interest rates below conventional terms.

- Revolving Loan Fund

A revolving loan fund is an amount set aside and made available to businesses for approved revitalization projects. As loans are paid off, they are returned to the fund for continued redistribution to other businesses.

- Rehabilitation Investment Tax Credits (RITCS)

These personal income tax credits are available to owners of historic structures used for commercial purposes. Tax credits of 10% and 20% of rehabilitation costs are available for federal taxes; some states also make tax credits available for state income taxes. (Not applicable in the State of Texas)

- Tax Abatements

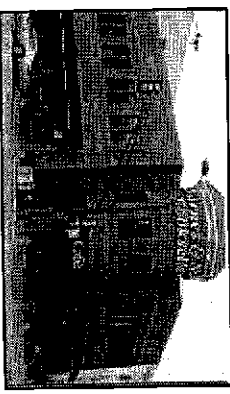
Abatements from local taxes can be made available for business owners who either rehabilitate their structures or build new within a designated area. These designated areas are usually severely deteriorated, and would not attract investment in any other way.

- Tax Increment Financing (TIF)

Tax increment financing directs increases in property tax revenues to a designated geographic district. Increases in tax revenues generated within the district are set aside for improvement projects only within that district.

Ft. Worth TIF (continued)

TIFs are utilized to stimulate development which otherwise would not occur. Compared to the bleak growth projections without the TIF, the local taxing entities would receive approximately \$40 million more in ad valorem revenue throughout the first 20 years of TIF operations (\$94 million total with the TIF, \$54.5 million without). It is estimated that the TIF will bring in more than 3.5 million square feet of development establishing new anchors for attracting ongoing downtown investments into the next decade as compared to 1.4 million square feet without the TIF. In addition, the TIF is expected to add more than 1 million square feet of retail and entertainment that will attract the metropolitan visitor to Fort Worth.



The project plan for the Downtown TIF represents an integral part of a larger planning process outlined in the 1993 Downtown Strategic Action Plan. Some of the public infrastructure objectives of the TIF are:

- public parking and the connecting systems (trolley and subway,
- special pedestrian and streetscape systems,
- a public market,
- street utility adjustments associated with major projects,
- historic site rehabilitation, and
- establish a downtown residential community.

Mixed-Use Development Strategy

Successful downtown development includes the planning, design, and construction of homes, stores, workplaces, and other facilities that make existing downtowns more livable. It describes the use of property and buildings in a way that makes economic sense for property owners, local governments, and the regional economy. Successful mixed-use development channels economic growth into existing urban and suburban communities and conserves natural resources at the urban fringe.

Successful mixed-use development often include:

- new development on vacant lots within or near the downtown area;
- redevelopment of underutilized buildings and sites; and
- the rehabilitation of historic buildings for new uses.

Successful mixed-use development looks, feels, and functions differently from development that is single use, low density, and dominated by automobile and highways. It creates downtowns that embrace a mix of uses and incomes, where a wide variety of citizens live, work, and play. It serves pedestrians and cyclists as well as automobiles.

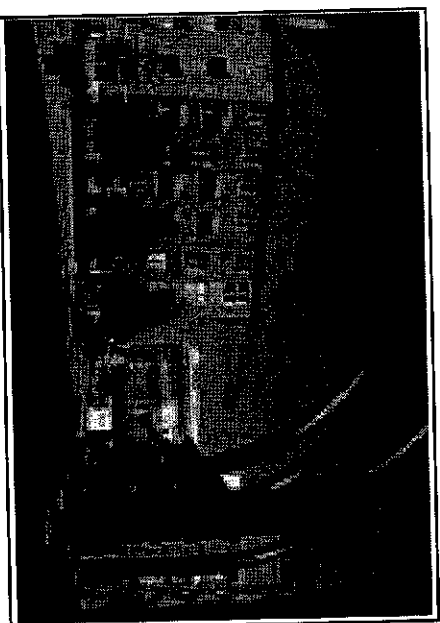
Cats and parking are accommodated, but large parking lots and roads do not dominate the downtown landscape. Narrow streets lined with shop windows, pedestrian-filled wide sidewalks, streetlights, and shade trees are characteristic of successful mixed-use developments.

Residential Density

A downtown master plan should encourage high-density development. Downtown should be a place of great vitality, with a mix of residential, retail, office, service, government, educational, cultural, and entertainment development. High residential density development in the form of downtown apartments, converted lofts, and mixed-use residential, retail, and office developments are needed in conjunction with existing downtown retail establishments and transit system to create a vibrant downtown atmosphere.

Addison Circle Mixed-Use Development

Addison Circle is a multi-use community located in the Dallas suburb of Addison. The development is modeled after a European urban environment that includes thriving neighborhoods of apartments, retail and office space, as well as cultural activities. This urban development is being constructed in several phases by three private developers by Post Properties, Gaylord Properties, and Champion Partners.



The first phase of this development provided for 460 apartment units in three buildings and 20,000 square feet of ground level restaurant/retail space. The second phase encompasses more than \$100 million of new restaurant/retail and multi-family development. The office building component of this second phase is known as Addison Circle One, a 10-story, Class "A" project with approximately 295,000 square feet.

Design

Mixed-use development should be based on the scale of the pedestrian, sidewalks, greenways, and transit systems link downtown housing and workplaces to schools, services, and parks. Mixed-use design provides the setting for friendly interaction and public safety. In a successful mixed-use development the automobile becomes an option not a necessity. Citizens without cars can move about independently to conduct their daily activities.

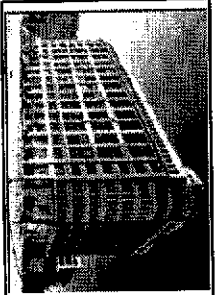
Safety

By design, successful development creates a safer downtown. Safety is not always a matter of strong police presence and lighting. The design elements that make a downtown pleasant to live in and to look at are also the elements that enhance public safety. These include:

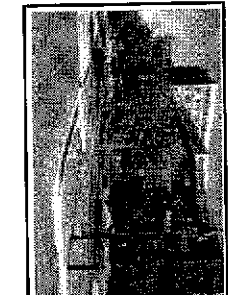
- well-maintained parks and public spaces that impart a sense of order and ownership;
- narrow streets that calm traffic and allow drivers to monitor the activity of the street;
- mixed uses that promote lively streets and minimize the opportunity for crime;
- windows, balconies and porches that face the street, allowing downtown residents to watch over their community; and
- streets that encourage walking and biking, bringing people outside and placing eyes on the street

Downtown Pedestrians and Parking Improvements

Two important transportation goals of any downtown master plan are the provision of sufficient parking spaces to meet the demand of motorists and an attractive pedestrian friendly environment. When planned for separately, these two goals frequently contradict each other.



Addison Circle (continued)



Phase three consists of 264 units of urban style, multi-family residences. With the completion of Phase three there are a total of 1,330 residential units, 340,000 square feet of Class A office space, and 75,000 square feet of retail/restaurant space in the district.

Phase four is planned as a mixed-use development, adding two four-story buildings and a nine-story tower to the district. This phase is planned to include 255 residential units and 7,986 square feet of ground floor retail space. Additionally, an 86-unit, eight-story luxury condominium complex was completed in the fall of 2001.



Downtown Pedestrians

Pedestrians have always been an indispensable part of downtown life. Despite widespread dependence on the automobile, pedestrians continue to constitute a critical ingredient to a successful downtown. First, the prevalence of people on foot helps to maintain higher density, intrinsic to downtowns. Second, pedestrians are essential to the economic survival of many downtown businesses, especially street level shops, services and restaurants that depend on walk-by customers. Third, attracting pedestrians enhances downtown's role as a primary gathering place for the community. Finally, the level of pedestrian activity defines the image and vitality projected by a downtown.

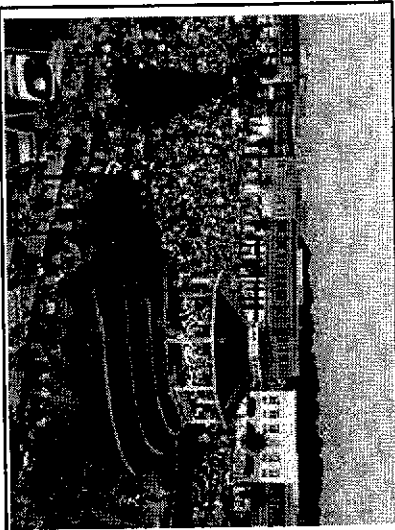
Despite the importance of pedestrians to a healthy downtown, today's pedestrians face many deterrents that discourage walking. Increased distances that people must walk, sidewalks are too narrow and in poor condition, and many pedestrian corridors are uninteresting, uninviting, and unsafe. A cause of these problems is the tendency to ignore the needs of pedestrians in favor of motorized forms of transportation.

Downtowns that are desirable places for pedestrian traffic have the following characteristics:

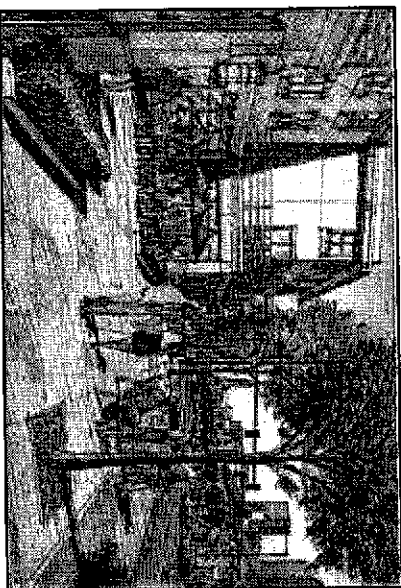
- > Well-maintained and easily negotiable sidewalks;
- > Routes that are convenient in terms of location and traffic delays;
- > Distances are deemed reasonably walkable;
- > Pedestrians feel confident in terms of personal security and traffic safety;
- > The pedestrian experience is viewed as enjoyable and interesting.

Downtown Parking

Parking is important to downtowns large and small. In many cities, up to 40% of downtown land is devoted to parking. The challenge for cities is how to retrofit compact downtown districts with the needed parking facilities without harming the downtown's quality of life.



Examples of public and private open space



Rendering of a pedestrian friendly streetscape

The importance of both parking and pedestrians to a healthy downtown clearly points to the need to balance these two transportation elements. Two key considerations underscore any successful effort at achieving this balance: the location of parking facilities and their design.

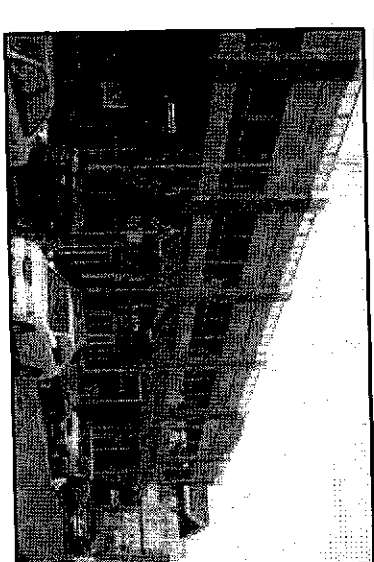
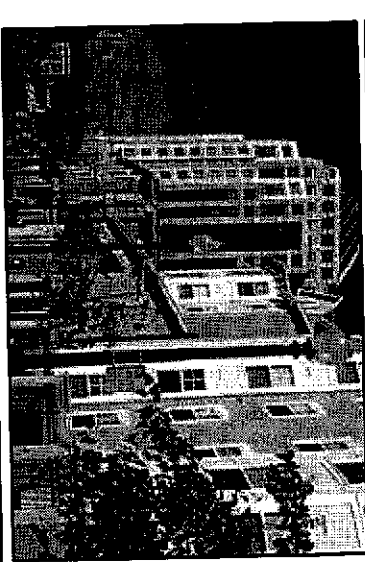
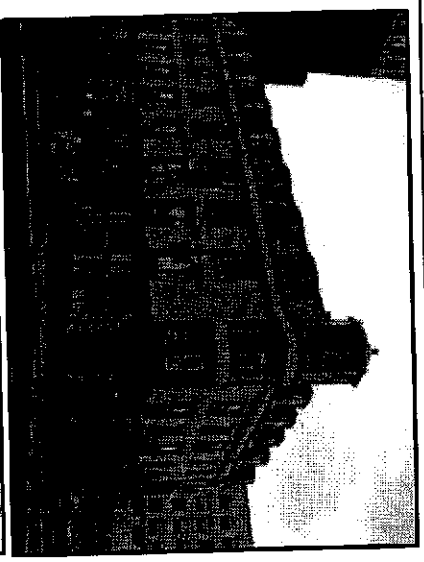
Finding a good location for parking is a challenging proposition due to the conflicting goals of driver convenience versus the potential aesthetic damage to the downtown fabric and character. Where possible, parking should minimize walking distances by offering on-street spaces with clear visibility of the desired destination. Other location factors include a safe setting, feasible land and improvement costs, street access and traffic circulation.

Good design can facilitate an easy transition from motorist to pedestrian. Upon leaving the vehicle, the pedestrian should be presented with an inviting setting and route that is clearly marked, safe, attractive, and direct as possible.

DOWNTOWN MASTER PLANS: IMPLEMENTATION

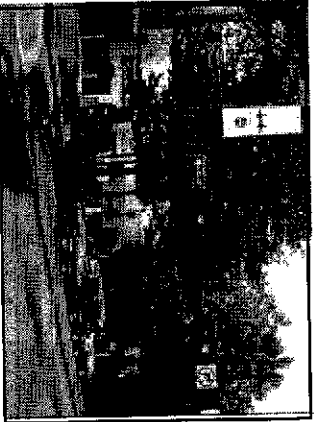
There are a variety of strategies that have been tried and tested for implementing a downtown master plan. The most successful implementation strategies contain three important elements:

1. An inclusive planning process that gathers input and ideas from all stakeholders downtown;
2. The creation or use of one entity or organization that has a full-time staff to oversee and implement the plan; and
3. An incremental strategy that combines goals and action plans for the physical appearance of individual buildings as well as the entire downtown. It also addresses economic development opportunities for new businesses to be created and expanded, and social goals such as affordable housing.



Examples of Downtown Mixed-Use Developments

Downtown Greenville, South Carolina Revitalization



Greenville, South Carolina won the 2001 International Downtown Achievement Award for Economic Development. The City of Greenville implemented a successful economic development strategy using two anchor projects and streetscape beautification to jumpstart economic interest in downtown Greenville real estate. The successful Greenville Commons project jumpstarted the market, and was followed by a civic/cultural center at the other end of Main Street, and a series of property revitalization programs and capital projects during the 1980s and 1990s.

What has made Downtown Greenville's revitalization strategy so successful?

- Carefully conceived yet simple revitalization plan
- Successful implementation of an innovative public/private venture in the early 1980s, before these projects were commonplace
- Consistency of policy and programs through several administrations and city councils
- Consistency and continuity in professional advice by the same development consultant over a 20 year period
- Successful market response in establishing over 70 food/beverage establishments, over 90 retail stores, over 275 residential units, several office buildings, the Peace Performing Arts Center, the Hyatt Regency Hotel, Poinsett Hotel renovation, the Bilo Arena, and other property revitalization.

The Greenville Commons project has been economically and financially successful from the start. Hyatt was attracted into the project with its Regency Hotel product in what was previously described as "a Holiday Inn market" through an aggressive public/private venture. Hyatt has maintained its Regency Hotel in downtown Greenville for over 15 years due to its success. Market increases in the value of land and space rent levels describe the economic success of downtown Greenville revitalization. For example, a penthouse apartment on Main Street recently sold for more than \$400,000. There was essentially no residential market in downtown Greenville in the early 1980s.

The innovative Greenville Commons public/private mixed-use project was one of the nation's first aggressive public/private ventures. Civic support for the philanthropic effort that led to the Peace Center for the Performing Arts was also unprecedented in a city the size of Greenville. A recent economic impact analysis estimated that over \$700 million in private investment capital in downtown Greenville has been generated by approximately \$185 million in public investment during the past two decades.

Greenville, South Carolina

Demographic Details:

Population: 56,002

Households: 24,382

Median Age: 34.6

Data based on 2000 Census



Peace Performing Arts Complex

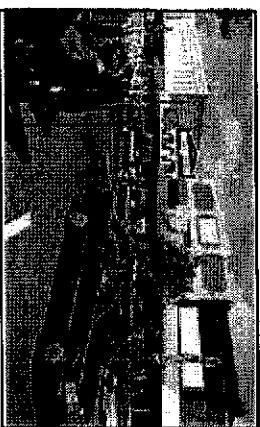
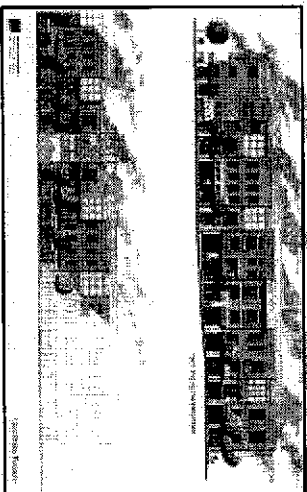
Downtown Plano Transit Village



One of Plano's most exciting new planning projects is the development of a transit village in the historic downtown area. The Dallas Area Rapid Transit (DART) light rail system is planned to reach Plano in 2003, with a line that will take riders directly to downtown Dallas. Plano will have two (possibly three) light rail stations serving the city. One of the planned stops will be in the historic downtown center of Plano, and will serve the surrounding businesses, cultural facilities and residential neighborhoods.

The Plano Transit Village development is the result a public/private partners between the City of Plano, DART, and Amicus Partners LTD., to redevelop a block of land for a mix of apartments, retail, restaurant and office uses. The project, which consists of two mixed-use developments, is partially funded by a tax increment finance district. The City of Plano contributed \$1.5 million in existing bond money for infrastructure improvements. City officials estimate that the development will generate over \$40 million dollars in property and sales tax revenue in its initial two year of operation.

Transit villages integrate residential and commercial uses in a compact, pedestrian oriented environment surrounding a transit station. A good mix of commercial, residential and civic uses serving a larger market than just local residents increases the area's role as a community activity center and reinforces the use of the transit system. The city hopes to use the convenience and attractiveness of light rail access to leverage additional residential development in the downtown, thus spurring demand for retail, restaurant and other uses.



Historic downtown Plano has several assets to build upon in its conversion to a transit village. It is the original commercial area that served Plano before its transition from small farming community to a suburban employment center, and therefore has a wealth of historic commercial buildings. It is pedestrian oriented, but has ample public parking to serve a larger number of businesses and residents. It has an urban park that serves as the primary open space and play area for surrounding neighborhoods.

Plano, Texas

Demographic Details:

Population: 222,030

Households: 80,875

Median Age: 34.1

Data based on 2000 Census



Downtown Plano, Texas



215 E. McKinney DENTON, TEXAS 76201 o (940) 349-8307 o FAX (940) 349-8596

CITY MANAGER'S OFFICE

March 28, 2002

Denton Chamber of Commerce
Chuck Carpenter
414 Parkway
Denton, TX 76201

Dear Denton Chamber of Commerce:

The Denton City Council met on January 29, 2002 and identified nine long-range issues that they felt were priorities to be addressed in 2002. These long-range issues were identified as priorities due to their strong association with the quality of life the City of Denton provides for its citizens. During the long-range planning session, time has been dedicated to hearing from city staff, experts, and partners and stakeholders on the issue. The April long-range planning session has been set for Tuesday, April 9th from 4:00 p.m.- 6:00 p.m in the Council Work Session Room at 215 E. McKinney. This session will be dedicated to the discussion of the Downtown Master Plan.

On behalf of the Denton City Council, I am inviting your organization to participate in this long-range planning session as an identified partner and stakeholder. We welcome you or a delegate to share with the Council, in a three to five minute verbal presentation, your organization's thoughts and views on a master plan for Downtown Denton. The deadline to be included on the April 9th agenda is Wednesday, April 3rd at 5:00 p.m. Please let me know if a representative of your organization will be able to attend and if so, that representative's name. I can be reached at 349-8554, or you may email me at Pamela.Rambo-Estill@cityofdenton.com.

The City Council and staff are looking forward to your attendance at the meeting. I hope to see you on April 9th.

Sincerely,

Pamela Rambo-Estill
Assistant to the City Council

"Dedicated to Quality Service"
www.cityofdenton.com

1/24/02
AGENDA INFORMATION SHEET

Value downtown
Vote commitment retain
chamber office
Private investment

AGENDA DATE: April 9, 2002
DEPARTMENT: Planning & Development
CM/DCM/ACM: Dave Hill, 349-8314

SUBJECT

Receive a report, hold a discussion, and give staff direction regarding the Downtown Master Plan.

BACKGROUND

We are undertaking a downtown plan to guide the physical and economic development for the downtown and to provide a standard against which individual development and redevelopment proposals can be measured. This blueprint for redevelopment of the downtown is needed to create and attract a healthy mix of commercial and residential activity.

I. Relationship to the Denton Plan

In December 1999, the City of Denton adopted a comprehensive plan to guide development until 2020. The Denton Plan sets the framework for planning and development policies for the entire city, and the public review process for the recently approved Denton Development Code. These documents are strongly oriented toward Smart Growth principles.

When the City adopted The Denton Plan, it also adopted a growth management strategy and plan. This strategy encourages infill development, restoration and redevelopment within the existing center city and surrounding the universities. Because Denton is strongly influenced by its universities, efforts that enhance the connectivity between the universities and the community are also strongly encouraged. As a means of promoting the continued vitality of the downtown area, the strategy further encourages the broadest mix of activities and greatest intensity of development within the entire downtown university core, with particular attention focusing on the retail core and hospitality uses.

Through adoption of The Denton Plan, the City also created the "Downtown/University Core" District (DUCD). Within this district, smaller subareas are identified that have distinct character and small area plans are encouraged to delineate special needs areas within the DUCD. The Downtown and its center, the Courthouse Square is one of the subareas. (Attachment 1)

The Downtown is a 60-block area whose focal point is the Courthouse Square, which by design and use, is the historic central business district. The Square is the heart of the community, the central hub for a variety of public services, financial institutions, cultural, recreational and community activities. The Square is the most urbanized area of the DUCD and is the link between UNT and TWU. More than \$26 million have been reinvested in the downtown area, with a net gain of 170 business starts, relocations and expansion, and 824 new jobs created. This reinvestment activity culminated in the designation of a National Register District for downtown, which was awarded in 2000.

Downtown Denton is a thriving 24-hour, mixed-use commercial district. Unique specialty shops, traditional downtown businesses, restaurants and offices are located downtown. There are 37 loft

miscellaneous bond funds (due to lower than expected bids). Staff is recommending using the \$363,893 to repave and repair Oak and Hickory Streets between Bell Avenue and Bonnie Brae Street. The funding will allow complete asphalt pavement replacement in a few areas where needed, and for the majority of the project will cover base failure repair, crack sealing and micro-sealing for the entire street.

3. In response to the North Central Texas Council of Government's (NCTCOG) call for transportation projects, the City of Denton is proposing several projects emphasizing roadway needs. The "Downtown/UNT Corridor" project is proposed for improvements to enhance bike paths and sidewalks from the Downtown Square (Elm Street) to the University of North Texas campus (Avenue E), along Oak and Hickory Streets.

In conjunction with the COG proposal, the City has extended an offer to UNT to jointly develop a "University Mobility Plan". The Plan will address pedestrian, bicycle, transit, and vehicular access and linkages to UNT, including areas of student housing (current and future) that need efficient transportation alternatives. The Plan will also address amenity design that makes walkways, bike paths, transit stops, etc. attractive and convenient for users. Another component of the plan will be to identify capital project plans to improve or redesign roadways servicing UNT.

4. An "arts corridor", linking the Visual Arts Center with the courthouse square, was discussed during the 1994-95 Vision for Denton process. It was proposed as an extension to the Downtown improvements by connecting Bell Avenue to the Square via Hickory. Concept drawings for street, landscaping and public art displays were prepared at that time by Corgan Associates, and have subsequently been refined by the architects for the recently completed improvements on the Square. Funding for the arts corridor concept is presently unavailable. However, redevelopment is already occurring within the proposed district. The steam plant is being redeveloped to accommodate the new Fire Station #1. The Fire Station will serve as the cornerstone for new development in the arts corridor.

*Jazz
Halls
Fame*

IV. The Downtown Master Plan Status

Downtown is engaged in a major revitalization program, through the Denton Main Street Program, which has focused on physical improvements that can enhance the ability of this area to serve as a business and cultural center for the community. The city itself also has committed significant resources toward this effort. In the course of these efforts, the community has identified the need for a coordinated approach to improvements in the area.

Restoration efforts have spurred a preservation consciousness that has led to numerous rehabilitation projects in the past thirteen years. Several businesses have renovated and reused historic commercial buildings on the Square, and have shown great respect for the Square's character. In other instances, however, renovations or infill development has been incompatible with aesthetic and functional objectives, an alarming trend that has surfaced as investment increases in the Downtown.

Interest in a Downtown Master Plan comes from property owners who wish to stabilize and enhance their property values downtown. Many are improving existing properties and new private investment is also locating downtown because of its central location and proximity to other services. The attraction of this investment is further enhanced with the beautification and functional improvements that have been completed.

In order for Denton to be well positioned to compete in a regional economy, it must have at its vortex, a thriving central city, which can provide the vitality and draw to fuel the region's economy.

OPTIONS

1. Direct staff to complete work on the Downtown Master Plan
2. Direct staff to revise the development of the Downtown Master Plan process
3. Direct staff to delay work on the Downtown Master Plan until further discussions occur
4. Direct staff to discontinue work on the Downtown Master Plan

RECOMMENDATION

Staff recommends continuation and completion of the Denton Master Plan.

PROJECT SCHEDULE

A tentative steering committee and public workshop committee list have been developed in preparation for implementing Tasks 4 and 5. The remaining tasks are scheduled as follows:

- | | |
|----------------|--|
| May 2-3, 2002 | Public Workshop (Task 4) |
| June 4-5, 2002 | Consultants meet with staff and steering committee to review first draft of the concept plan, based on workshop results (Task 4) |
| July 1, 2002 | Consultants meet with staff to review refined concepts, draft plan and public advertisement campaign/agenda (Task 4) |
| August 2002 | Steering Committee and staff approval of Plan (Task 5) |
| September 2002 | Planning and Zoning Commission/City Council review (Task 5) |

FISCAL INFORMATION

See Market Assessment (Attachment 2)

ATTACHMENTS

1. Downtown University Core District
2. Downtown Master Plan Study Area
3. Fregonese Calthorpe Associates Budget and Scope of Work Denton City Downtown Master Plan
4. Denton and DFW Metroplex Real Estate Market Assessment

Respectfully submitted:

Douglas S. Powell, AICP
Planning and Development Director

Downtown University Core District



Attachment
**Fregonese
Calthorpe
ASSOCIATES**

Budget & Scope of Work

Denton City Downtown Master Plan

Introduction

Denton's downtown is both the historic center and the location of the best redevelopment potential in North Texas. Denton offers a home town feel, closeness to the cultural and educational facilities of the City, and the only opportunity for an urban lifestyle in the Denton area. Because it is a historic city center, it contains a charm and feel that is impossible to reproduce in newly developed mixed use villages. As demographics and living preferences change, Denton's core can take advantage of these trends and opportunities. However, a comprehensive strategy is needed to coordinate the activities of the public sector and private businesses and investors. This will look at market trends, and assess what the development potential is in Downtown Denton. A development strategy will be developed, targeting likely and desirable investment in the Downtown area. Obstacles and opportunities will be identified. A detailed design plan will be developed that will guide the public investments, and specific guidelines for the private sector development will be created. A Capital Improvement Strategy will be developed, including sources of income including a number of sources. Finally, a public involvement strategy will be employed that will provide for input from the downtown community and the Denton community at large.

Task 1: Market Assessment for Downtown Denton

Market Potential. A leading Economics firm will examine the dynamics of growth in the Dallas-Fort Worth Metroplex, and explore ways that it can be captured in appropriate ways. As high technology industries continue to grow, the Denton area may be positioned to shift from being a "spillover location" for manufacturing and warehousing activities, to being a preferred location for high-paying office space. As software design and internet related companies grow, these firms, which have virtually no manufacturing component, will feel added pressures to find space that is both available and affordable. Quality of life is becoming the biggest factor in most corporate location decisions. This strength will be key to addressing both "market driven" and design issues relating to the downtown. Urban style housing has also been shown to be a growing and underserved sector, and Denton provides one of the few sites in the area that could provide housing with a downtown flavor. This should also be considered in the context of the CBD. Finally, the urbane vitality of downtowns is not only important for drawing community members together, but is also an important reason for many business locations. Consequently, retail and entertainment uses will also be examined.

Task 3: Street Design

The design of public infrastructure will also play an important role. Furthermore, most street-facing uses can only be expected if on-street parking is provided, and fast-moving roads discourage pedestrian movement and activity. Several of the area's arterial streets may have excess capacity and travel lanes that can be converted to on-street parking. We will work with staff to determine the extent to which existing streets can be redesigned to balance the needs of all modes, and Fregonese Calthorpe Associates will collaborate with engineers to design attractive streetscapes that will attract appropriate forms of new development and establish a distinct identity for Denton.

} high need

Streetscape design Plan

Budget: \$3,700

Deliverables:

Ideal streetscape designs for typical downtown streets
Streetscapes applied to specific areas of the downtown, modified as necessary.

Task 4: Workshop to develop a Plan

4A *Workshop*

Budget: \$11,500

In a workshop format, stakeholders will have the opportunity to review approximately 100 slides depicting a range of mid to high-density housing rating each image on a scale of 0 to +10 depending on how much they like or dislike the image. Scores will be tallied and then the group will review the images with the highest positive and negative ratings. Discussion will be facilitated to determine what particular design elements led to positive or negative ratings. The result will be a catalog of preferred design features to be included in design guidelines for proposed projects in the Downtown area.

4B *Refine Preferred Plan*

Budget: \$4,500

The maps produced by the workshop groups will be summarized and recurrent themes and development patterns will be used to create a draft preferred village plan. Staff, the ad-hoc committee and the consultant will refine the village plan based on the previous parking, transportation and redevelopment analysis. The refined plan will be analyzed to determine what types of zoning changes will be necessary to accomplish the proposed density and use-mix. This will be done in a two day workshop, with the concepts and designs reviewed one day, the design created the next, and reviewed with the participants the next night.

Deliverables:

Newsletter advertising workshop
Organize and attend Denton workshop (2 days)

5E Implementation (Implementation strategy: Key public investments, expected results and benchmarks)

A draft Master Plan document will be prepared that summarizes the results of the process, and explains the recommendations. This would include a draft strategic plan for development implementation of the plan that contains the following:

Strategic infrastructure investments;
Public-private partnerships;
Regulations for design and other public goals, such as affordable housing;
Other strategies as appropriate
Funding Methods. We will work with staff to identify a proposed capital improvements budget, and funding methods, including tax increment financing, local improvement districts and other methods of developing the funds for improvements.

Budget: \$11,000

5F Communication

A newsletter designed for wide public distribution will also be produced to briefly explain both process and recommendations to interested community members. PowerPoint presentations will be produced and made available on video. The plan will be produced and printed with color, to be distributed to interested stakeholders and members of the public.

Deliverables:

Downtown design plan
Downtown Design Standards
Downtown parking management study
Downtown transportation and transit assessment
Four before and after images
Final Report including Implementation Strategic Plan
Public Newsletter
Final Downtown Plan Document

Budget: \$5,500

Develop Pilot Project

As a pilot project, a partnership with a downtown property owner would be forged to develop a demonstration project that explores the feasibility of key components of the Denton Plan. Possible projects would be a mixed use building that brings neighborhood services and housing to the Downtown, a hotel or entertainment use, a mixed use office and retail building, a major retail tenant, or other keystone downtown projects that would enhance the downtown environment. The subtasks in this task would be:

Develop a set of criteria for a partnership
Develop a set of criteria for a downtown project

DENTON AND DFW METROPLEX REAL ESTATE MARKET ASSESSMENT

INTRODUCTION

A realistic assessment of the market potential of Denton's historic downtown area is a critical element of the downtown master plan. Knowing the types of development that are most likely to occur in the area will help guide local planning decisions now and in the future. Such an assessment includes identifying existing barriers to downtown development and underlying issues that might affect future development.

To perform this assessment, the consulting team conducted field research on real estate development trends in the commercial, office, and residential sectors in Denton. Beyond downtown Denton, the team looked at general demographic, economic, and real estate trends within the Dallas-Fort Worth Metroplex. As development within the Metroplex continues to expand outward, Denton must position itself correctly if it is to capture desirable types of commercial and economic development that increase the standard of living of residents, while maintaining the quality of life that makes the city an enjoyable place to live.

METHODOLOGY

To conduct the assessment, the consulting team performed the following activities:

- 1) Worked closely with various individuals and organizations in Denton to gather real estate information needed to calculate average lease rates, vacancy rates, and absorption rates in the downtown corridor. Other important strategic issues were discussed as well.

Commercial real estate professionals, a local real estate developer, the City of Denton Economic Development Department, the Denton Chamber of Commerce, the Denton Planning Department, the Denton County Appraisal District, and the Denton Main Street Project provided information and data.

- 2) Surveyed and interviewed 18 property owners representing approximately 35 properties in the study area in and around the historic square, the industrial district, and north of the square toward University Avenue. Over 50 property owners were initially contacted, of which 18 responded and were included in the study. The goals of this activity included verifying lease and vacancy rates with many data points, as well as flushing out significant issues that might affect future development of the downtown area.
- 3) Collected and organized macro-level summary information on the Metroplex focusing on demographic, economic, and real estate data. This effort was based on published information found at various secondary sources, primarily the Texas A&M Real Estate Center in College Station and the North Central Texas Council of Governments.

dead before they started. This perception of the city council was later confirmed by interviews with other real estate professionals and developers. There is increased optimism within the development community as many feel the political landscape has changed and a window of opportunity now exists for development.

2) High Environmental Consciousness in Denton

Denton is home to an energetic environmental community, perhaps due to the university atmosphere surrounding the University of North Texas. This group tends to be environmentally active and often scrutinizes plans to attract new businesses and development to the city. In fact, when United Copper (light industrial/very clean manufacturing process) was making plans to locate in the Denton area, some residents staged a public protest.

3) DART Initiating Talks With City of Denton

DART (Dallas Area rapid Transit) has made inquiries into possibly extending the current commuter light rail line from Denton into downtown Dallas along the southeast that roughly follows I-35 east into the downtown area. Though still years off, if it comes to fruition, this should dramatically change the development landscape for Denton and make it much easier to attract business from the Dallas area.

4) Downtown Parking

The City acknowledges an important issue related to parking in and around the historic downtown square, which they hope can be solved with the help of the consulting team's study. Adequate parking does not exist for existing businesses around the square, and parking becomes even more of an issue during special events and festivals (Dog Days Festival, etc.). The city views these festivals as vital to the city's economy as it brings in visitors from the Dallas Metroplex. Businesses surveyed agreed that lack of parking is a major issue right now near the square, especially with an occupancy rate of 100 percent at the square.

Occupancy Rates

Discussions with community development professionals, city staff, and real estate agents, identified several individuals as downtown property experts. On the community development side, Julie Glover (Main Street Manager) and Melissa Maples (Vice President, Chamber of Commerce) provided knowledgeable occupancy rate figures for the major geographic regions of the downtown area. On the business side, Rob Rayner of Tom Fouts Realtors, Inc. was consistently identified as the most knowledgeable expert in downtown properties. Chris Rosprim of Scott Brown Properties and Peggy Capps of Ebby Haliday and Chairman of the Historic Landmark Commission were also identified as experts in the status of downtown properties.

Thus, the consulting team obtained each expert's estimates of occupancy rates in the four major sections in the study area. Confidence in these numbers is high, given the

panhandle region also falls in the \$10-\$12 class, with some of the nicer offices and restaurants pushing the \$12/sq ft. ceiling. The following table summarizes these figures.

Lease Rates By Downtown Geographic Regions

	Square	Industrial (South)	North	Panhandle	Changes in Rates Since 2000
Downtown Experts Avg. Lease Rate Per Sq. Ft.	\$12-15	\$5-10	\$10-14	\$10-12	Slightly higher

As mentioned earlier, lease rates were verified through sampling a group of property owners in the study region. The data points provided approximate those listed by the professional realtors. Appendix A details the property owners contacted and the applicable lease rates. Property owners generally quote on a linear footage calculation, as opposed to professionals who quote based on true square footage. Thus, the numbers stated in the summary table will equate to the professional numbers after multiplying by 12.

Absorption Rates

According to Rob Rayner, only one new property has opened and added to downtown's square footage inventory in the last 12 months. That would be the Northstar Bank Building located at 400 N. Carroll just northwest of the historic square. Opened in April 2001, the total building covers 25,000 sq. feet, with the bank leasing out the upper floor at \$12-\$14/sq. ft. Mr. Rayner estimates the current occupancy rate at 80 percent. Chris Rosprim verified those approximate figures.

As stated earlier, most property experts believe that occupancy rates have remained fairly constant over the past year. Given that information, the estimated 2001 absorption rate in the study area of Denton is 20,000 sq. ft.

Mr. Raynor indicated that no new significant properties were added to the downtown market in years 1999 and 2000. Based on this information, absorption rates for those years are assumed to be zero.

DALLAS-FORT WORTH METROPLEX OVERVIEW

The DFW Metroplex is one of the most dynamic metropolitan areas in the United States, with rapidly expanding population, economic, and technology bases. Much of the region's most vibrant growth over the last 10 years has occurred in the northern areas of the Metroplex. Moreover, this growth has been steadily expanding northward, edging ever closer to Denton.

Denton differs from many of the cities that surround Dallas and Fort Worth in that it is an older, more established city. Whereas many DFW suburbs lack a distinctive identity, Denton possesses qualities and assets that set it apart from most other northern Metroplex communities. It is home to the Texas Women's University and University of North Texas (UNT), giving the community a lively university atmosphere. Denton's historical downtown offers residents and visitors access to unique retail stores, restaurants, museums, galleries, and festivals. And unlike many Metroplex communities, Denton can function as an independent market, with adequate retail and


accounting for 29 percent of employment, 37 percent of employment growth, 33 percent of gross sales, and 30 percent of retail sales in the state.

Non-farm employment in the DFW Metroplex grew by about one-fifth from 1996 to 2000. Construction was the fastest growing sector during the five-year period, with employment surging by 42 percent. Such a dramatic increase reflects the boom in residential, commercial, office, transportation, and industrial construction the Metroplex has experienced over the last several years. The only sector losing employment was mining, reflecting the continued loss of oil and gas jobs in the area and the state.

Texas and Metroplex Employment Growth, 1996-2000

Sector	DFW	
	Metroplex*	Texas
Mining	-19%	-4%
Construction	42%	29%
Manufacturing	5%	3%
Transportation & Public Utilities	24%	20%
Communications	34%	36%
Wholesale Trade	19%	15%
Retail Trade	16%	13%
Finance, Insurance, & Real Estate	22%	18%
Services	25%	22%
Total Government	14%	7%
Total Employment	19%	14%

Source: Texas Workforce Commission, Current Employment Statistics
 *Includes Dallas MSA and Fort Worth Arlington MSA

Employment data for the Metroplex also reveal the increasing importance of service producing sectors to the area. While manufacturing employment grew by 5 percent, employment in all service related sectors increased at double-digit rates. Figure  on the following page provides a breakdown of industry employment growth in more detail. The data show that the sectors registering the largest percentage increase in employment were involved in construction, professional business services, and manufacturing of construction materials. The largest numeric increases in employment were involved in business services, local government, construction, and retail.

The Metroplex is becoming an increasingly popular location for corporate headquarters. Its central location within the U.S., transportation links, moderate cost of living, and pro-business climate, have attracted such major corporations as Exxon/Mobil, J.C. Penney, and Kimberly-Clark. In fact, the region hosts 18 Fortune 500 companies and three of Fortune Magazine's "Top 10 Best Companies to Work For."

Top Private Employers in the Metroplex

Company	No. of Employees
AMR Corp./American Airlines	37,551
Raytheon	18,000
Texas Health Resources	17,100
Southwestern Bell	14,300
GTE	14,000
Baylor Health Care System	13,200
EDS Corporation	12,000
Texas Instruments	11,000
Lockheed Martin	10,600
Columbia/HCA	10,500
J.C. Penny	10,000
Tom Thumb Food & Pharmacy	9,000
Bank of America	8,961
Alcatel	8,717
Associates of First Capital	8,000
United Parcel Service	8,000
Minyard Food Stores	7,622
Albertson's Inc.	7,407
Kroger Food Stores	7,300
Nortel Networks	7,300

Sources: Greater Dallas Chamber and the City of Dallas

North Texas is also one of fastest growing technology centers in the United States with more than 270,000 employees in technology-related firms. The Richardson Telecom Corridor has more than 600 technology firms and is the largest concentration of telecommunications firms in the United States. Moreover, the Metroplex boasts the second largest metro high-tech employment in the U.S. and has the largest high-tech exhibit/info center in the United States.

Industrial Real Estate

The Dallas-Ft. Worth area is the nation's 4th largest industrial market, with more than 400 million square feet of distribution and warehouse space. The average lease and vacancy rates for 2000 were \$3.81 per square foot and 7.6 percent respectively. The 1999 average sales price is \$26.50 per square foot for facilities 100,000 to 250,000 square feet. For high-tech/ R&D facilities, the average lease rate was \$8.30 per square foot, the vacancy rate was 7.8 percent, and the sales price was \$40.25 per square foot. The net absorption rate for both flex and industrial properties was 13,050,616 in 2000 (appendix charts lists additional commercial real estate market information).

Office Property Statistics, Year End 2000

Central Business District	
Total space (in square feet)	28,643,840
Absorption	-41,436
Occupancy (in percent)	73.1
Weighted Gross Rental Rate	\$21.69
East Dallas	
Total space (in square feet)	2,300,545
Absorption	19,829
Occupancy (in percent)	83.9
Weighted Gross Rental Rate	\$15.25
Las Colinas	
Total space (in square feet)	15,048,883
Absorption	1,091,742
Occupancy (in percent)	87.4
Weighted Gross Rental Rate	\$23.92
Far North Dallas	
Total space (in square feet)	21,070,087
Absorption	2,392,090
Occupancy (in percent)	88.2
Weighted Gross Rental Rate	\$22.57
Richardson-Plano	
Total space (in square feet)	12,051,283
Absorption	1,567,584
Occupancy (in percent)	93.7
Weighted Gross Rental Rate	\$21.36
LBJ Extension/Freeport	
Total space (in square feet)	5,514,248
Absorption	661,577
Occupancy (in percent)	80.8
Weighted Gross Rental Rate	\$21.28
Central Expressway	
Total space (in square feet)	11,434,373
Absorption	526,494
Occupancy (in percent)	82.6
Weighted Gross Rental Rate	\$20.20
North Dallas/Preston Center	
Total space (in square feet)	3,050,729
Absorption	45,848
Occupancy (in percent)	89.8
Weighted Gross Rental Rate	\$24.07
Uptown-Turtle Creek	
Total space (in square feet)	8,524,310
Absorption	83,114
Occupancy (in percent)	89.7
Weighted Gross Rental Rate	\$26.24
Stemmons Freeway	
Total space (in square feet)	9,624,874
Absorption	131,715
Occupancy (in percent)	86.0
Weighted Gross Rental Rate	\$16.33
Southwest Dallas	
Total space (in square feet)	891,211
Absorption	-41,078
Occupancy (in percent)	83.6
Weighted Gross Rental Rate	\$13.71

rail lines out to the city. Unlike surrounding communities in the northern portions of the Metroplex that are essentially newer suburbs or light industrial regions, Denton is an older, well-established community with a distinct downtown area. Thus, the city can use this unique feature to attract new residents, businesses, and offices to the city.

Many interviewed for this study expressed a poor view of Denton's city government, some to the point of refusing to contribute because the City is involved. Denton does not have a history of progressive development. Commercial realtors and developers feel that past policies deterred development and growth, as evidenced by one significant commercial office (The Northstar Bank Building) that has opened during the past 3-4 years in downtown. Thus, changes in philosophy and practice should be addressed before significant development strategies can succeed. It appears that change in philosophy may have happened in May when candidates thought to be "development-friendly" defeated all four city council incumbents, although business leaders are taking a wait-and-see attitude for now.

Still, despite a lack of growth in downtown, the area has remained healthy with a relatively high occupancy rate (90-100%), especially in the historic square (99-100%) district. Lease rates appear stable with a range of \$5 per sq. ft. (older industrial and apartments) to \$15 per sq. ft. for spaces along the square. However, commercial realtors, developers, and property owners alike feel that the city must address several key issues before growth can move forward, with that number one issue being the lack of parking for potential customers to the downtown area.

Christine Gossett

From: "Select List" <SelectList@lb.bcentral.com>
To: "List Member" <john.cabrales@cityofdenton.com>
Sent: Wednesday, February 27, 2002 12:16 AM
Subject: Collin County: consultants hired for arts district
One step closer: Consultants hired for arts district project

02/27/2002

By WENDY HUNDLEY / The Dallas Morning News

Two East Coast firms that are familiar with the local arts community and its needs have been hired as consultants for the proposed Collin County Cultural Arts District.

Theatre Projects Consultants, based in Connecticut, and Webb Management Services, of New York, will develop a business plan, cost estimates and site selection for the project that is being studied by Plano, Frisco, McKinney and Allen. Final reports are expected to be ready for the cities by July 1.

Plano hired the companies in 1999 to do similar work for its arts hall project, which resulted in the downtown Courtyard Theater that will open in April.

Frank Turner, Plano's development business center executive director, said he doesn't think there will be a repetition of earlier work.

"While there are some known contacts and demographics, this really is a new engagement," Mr. Turner said. "The approach is a little different. The [Plano] bond program was already passed when they were hired in 1999. Here, we're starting with a blank sheet of paper."

Frisco City Council member Maher Maso, a member of the Collin County Arts District Committee, said the two companies were chosen because of their background and experience.

"They have some background because of the previous work they've done in Plano," said Mr. Maso, Frisco's representative on the committee. "They're also very experienced in this type of project. This is a very unique project."

The committee also includes Steve Matthews, board president of Allen's Economic Development Corp., Plano community leader Robbie Robinson and Pat Humm, a board member for McKinney's Economic Development Corp.

Mr. Maso said that committee members have been unable to find other art districts shared by multiple cities with a common border. While such a project has never been undertaken before, he said, the consulting firms have experience in "the closest type of work."

The consulting fees are being shared by the four cities, which have each contributed \$32,500 to fund the committee's work.

The Plano City Council approved the contracts Monday. "Plano was simply serving on behalf of the committee," Mr. Turner said. "The four cities are partners, and no single city is taking the lead."

Webb Management will be paid \$46,800 to develop a needs assessment and preliminary business plan that will include an operating budget and funding plan. The business plan will also include

02/27/2002

recommendations for ownership, governance, staffing, scheduling and community access for the arts district.

Theatre Projects will be paid \$43,000 to inventory other local arts facilities, prepare a preliminary design, estimate the project's cost and work with the committee to select a preferred site.

Theatre Projects has provided design and technical services for more than 800 projects in 50 countries, including the Shakespeare Repertory Theatre in Chicago, the Lincoln Center master plan, in New York City and the Chan Centre at the University of British Columbia.

Both firms have had involvement in Dallas arts initiatives. "Theatre Projects has worked on cultural arts planning in Dallas, including the development of the Dallas Arts District." Webb served with Theatre Projects on the Dallas Center for the Performing Arts' feasibility study.

Mr. Turner said he doesn't see any problem with the firms being involved in similar projects in Dallas and Collin County.

"We don't see that as a conflict," he said. "There are going to be lots of arts centers that will develop in the metroplex. We hope there will be some overlaps to a degree, with Dallas patrons coming here for performances. Likewise, we fully expect Collin County residents will seek opportunities in Dallas and Fort Worth. That's not a negative."

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Tourism Development Committee
Feb. 21, 2002

- Julie recapped the last meeting in January. ~~the~~
- Discussed a starter concept in downtown, but if the funding and investors are there we could do it in an area by TI or the Outlet Mall.
- Carol feels the GDAC would be supportive, but could not take it on
- Julie said Main Street could be supportive, but not take on project
- Ed feels there has to be local investors and partners behind one vision and then go out
- Ed & Julie feel the Downtown Plan is something that could be used as leverage in this plan/vision for a jazz museum.
- Tie into something that already has some consensus.
- Ed doesn't feel this community would be behind a "Branson-type" project
- Carol feels if a task force got behind this then we would probably get community support.
- Ed feels like a museum alone w/ city/community support won't happen b/c

people see it as a money ~~loser~~ loser, but a project that might include a performance venue might be more attractive b/c it could make money.

- We need to build a "need" rather than a "want" for a project like this.
- Tell Dr. Miller we are looking at 2 different projects, does he see anyway of fitting into the downtown Denton plan.
- There are some plans available that we can show him and ~~see~~ see if he can buy into it → the city's priority is in the downtown plan. But, if not, the city's and chamber's contacts can help him out.

Dr. Miller's Presentation to

Tourism Development Task Force → 1/14/02

In attendance: Mayor Brock, Horace Brock, Dr. David Schrader, Melissa Glasgow, Julie Glover, Catherine Morello, Mickey Wheatley, Ed Hodney, Chuck Carpenter & myself.

- Dr. Miller's idea is for UNT to give the 100 acres north of 288 and east of I-35 to this project.

- The unstated center for jazz is Kennedy Center
- There is one being proposed in California and there are some state jazz museums.

- Dr. Miller feels this could go forward in one form or another, whether UNT participates or not.

- Projected timeline → 2008 completion
Hall of Fame examples: Louis Armstrong, Duke Ellington, Frank Sinatra, Glenn Miller

(if UNT doesn't work out)
- Horace feels approaching one of the landowners in that area would be an easier way to do it b/c they could take some of the burden of the development

- Mayor said that Dr. Pohl seems interested in

a joint venture of some kind of complex downtown to house fashion collection and dresses. and a jazz museum has been in discussion by several people.

- Ed & comm. members agreed the UNT school & jazz wouldn't be the defining factor, or center, but could be the enhancement.

- Julie brought up the financial and other infrastructure concerns. Mayor explained the city does have planned lines to go out there.

- Dr. Schrader said someone like Herb Alpert, who has a lot of money, would be someone to approach to ~~do~~ study the feasibility and development of the project.

- Committee made some comparisons to Austin's music business and marketing

- Mayor feels the visions of GOAC to have a Jazz Museum and Dr. Miller's vision could be combined.

Possibly talk to landowners and building owners, like Hunt and Martino's, and see if they're interested.

- Julie said even Bob Moses and Bob Sherman had an interest in the de steam plant at one time.

- Ed feels the theatre is going to make more of the impact economically, over a museum. And, downtown is limited space.

TOURISM DEVELOPMENT
COMMITTEE

DENTON CHAMBER OF
COMMERCE
January 14, 2002



A Word About the Proposed Project:

It is understood that achieving the goals of this proposal will be about as daunting as driving a herd of big cats from El Paso to Texarkana



But the journey will make it all worthwhile--

The Plan:

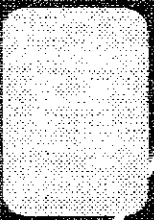
- **Four theme theaters**
 - **Big Band & Swing**
 - **Blues**
 - **Classical, New Orleans Jazz**
 - **Soul Jazz**
- **National Jazz/Blues Hall of Fame**
- **Parking area**

Where Would the Proposed Project be Located?

Proposed Project Area

Loop 288

Approximately 93 A.



Bonnie Brae

HIGHWAY 77

276,964 acres
with
553,000 sq. ft.
T1 Building

I-35

Aquatic Park

TEXAS INSTRUMENTS SITE

LOCATION

LOCATION

LOCATION

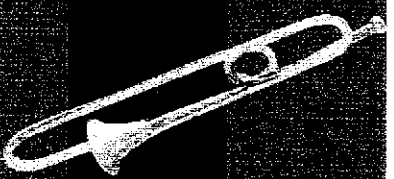


Project Goals:

- Establish a national center for jazz and blues with 4 theme theaters
- Establish a national jazz/blues hall of fame
- Increase City of Denton Tax Base
- Contribute to economic growth of North Texas area

Expected Project Outcomes

- **Increase national visibility of Denton**
- **Increase City of Denton tax base**
- **Contribute significantly to economic growth of Dallas/Ft. Worth area**
- **Enhance reputation of UNT nationally**
- **Strengthen UNT Programs**
- **Provide numerous internship opportunities for students**



Competitive Analysis:

Strengths, Cont.

- Fort Worth museums, zoo, stock yards...
- Dallas museum, arboretum, pro sports
- Denton, Dallas, and Tarrant Counties commitment to the arts
- One-day drive to New Orleans, Memphis, Branson, or Nashville
- Easy access to I-35, 288, 380 and 377
- Population density
- Geographical center of United States

Competitive Analysis:

Weaknesses

- **Lack of investment capital**
- **Limited musical infrastructure, i.e. recording studios, agents, publishers, etc.**
- **Competing demands for UNT space**

General Plan: (Cont.)

- Phase 3:
- Market concept to Greater Denton and D/FW Communities
- Market concept to investment firms

Phase 4:

- Coordinate currently scheduled arts' performances in existing facilities
- Schedule one or two major performances in existing facilities

Project Time Lines

Phase 1 X

Phase 2 X...X

Phase 3 X....X

Phase 4 X.....X

Phase 5 X.....X

Phase 6 X

2000 2002 2003 2004 2005 2006 2007

THE END

A Neo-Ross Perot Chart Production

©2002



Christine Gossett

From: "James R Miller" <jrm0005@juno.com>
To: <edvp@denton-chamber.org>; <cvb@discoverdenton.com>
Sent: Saturday, December 08, 2001 8:07 AM
Subject: Response to President Pohl
Melissa & Christine--

Thank you for your help in framing a response to President Pohl's concerns about the proposed National Center for Jazz and Blues. I sent both of you a carbon of my email to him and I hope that I didn't distort your ideas. I would like very much to meet with the Tourism Development Committee in January. Just let me know the date, time, and place and I will be there.

As I told you early on, I have no expertise in business or in music and, therefore, I will defer to your experience and knowledge base on matters with respect to this project. I concur that other locations may be more optimal than the TI area to the north of Loop 288. Indeed, the Factory Outlet Mall area would be better far better and, even the area toward the west end of the TI building would probably be better, in part, because access to theaters would be easier. My thinking has been that the area on the north side of Loop 288 would be less competitive and therefore more likely to be granted than the area on the south side. As I see it, we need land to provide a talking point for the project, wherever the project is finally located. I guess the only area that I feel negative about is the downtown area. The lack of parking, especially, during the daytime hours, presents an insurmountable and costly problem, with respect to locating a theater in the downtown area. I am reminded of that problem each time that I go to the Denton Community Theater events.

Enough of that. Thanks for your interest in this concept. I will keep you informed about UNT's involvement.

Jim Miller
513 Sunrise Cove
Denton, TX 76209
940.383.2915
jrm0005@Juno.com

Christine Gossett

From: "James R Miller" <jrm0005@juno.com>
To: <pohl@unt.edu>
Cc: <edvp@denton-chamber.org>; <cvb@discoverdenton.com>
Sent: Saturday, December 08, 2001 7:46 AM
Subject: National Center for Jazz and Blues
President Pohl--

Thank you for considering our proposal to establish a National Center for Jazz and Blues. The national center concept is one that the Denton Chamber of Commerce has been considering in one form or another for quite some time and I have been asked to attend a meeting of the Tourism Development Committee in January to discuss this matter with them. I see the proposed project as one that is mutually beneficial to the city of Denton and the University of North Texas in that it will, simultaneously, generate new jobs, student work opportunities, enhance UNT enrollments, encourage economic development, and expand Denton's tax rolls. The latter point is especially significant to DISD because, all too often, they get hit with a double-whammy when it comes to economic development, especially when agreements are made between the city/county and the developer for tax abatements, yet hundreds of additional children may enter the schools. Moreover, cities are sometimes hurt when state institutions expand, taking property off of the tax rolls.

I solicited assistance from Melissa Glasgow, Vice President, Denton Economic Development, and Christine Gossett, Vice President, Denton Convention & Visitor Bureau, in framing a response to the four project concerns that you expressed in your e-mail of 02 December : (1) Denton's infrastructure capability to support a national center; (2) adequacy of 90 acres; (3) cost of ramp development; and, (4) Jazz and blues as attractive venues.

Infrastructure: Denton does have enough hotel rooms and restaurants to support the project, at least initially. Currently, there are 1231 total hotel/motel/bed and breakfast rooms in Denton and 1136 are convention-quality (15 hotels and 5 bed and breakfasts). Overall, hotel occupancy for 2001 is 53%. Moreover, there is preliminary interest in building additional motels/hotels in Denton. Finally, there are also over 100 full-service restaurants in Denton, not including fast food restaurants.

Acreage: 90 acres is adequate for the initial development in that it would occur in stages. Moreover, the requested 90 acres is primarily a stimulus for further investment by artists/performers. The real question is: Where is the optimal location for such a project?

Ramp Costs: Cost of developing an additional ramp is estimated to be \$1-2 million and since Loop 288 is a State road, TXDOT would need to be consulted. If this becomes a major problem, we might request some amount of land to the west of the TI building with relatively easy access from Hwy. 77 and/or Bonnie Brae. I have walked this area and it seems feasible to me, although, obviously, engineers would have to make this judgment.

Thanks again and I will look forward to visiting the TI facility sometime soon. In the meantime, please call on me if you need additional information in making a decision about our request.

Jim Miller
513 Sunrise Cove
Denton, TX 76209

12/10/2001

383-2915
Phone #

Presentation by Dr. Jim Miller → 11/29/01

- Dr. Pohl had asked him ~~to~~ to start thinking of ideas of how to use the TI plant
- Dr. Miller feels the same clientele would be the folks who go to Branson.
- He also knew of the desire for a jazz museum, Hall of Fame in Denton.
- On Northside of 288 in the 276.904 ~~area~~ acres North of TI plant; close by Outlet Mall
- 1 day to Nashville, Branson, ^{Memphis & N. Orlns} close to OKC, FW, Dallas, Ray Roberts Lake
- Blues Th., Natl. Jazz / Blues Hall of Fame, N. Orleans & classical jazz, Soul jazz, Big Band / swing
- Some artists may want to come up and build their own theatre, like the Tony Orlando's, Bobby Vinton's, etc.
- Goals - estab. center w/ 4 theme theatres
 - estab. Natl. jazz / blues hall of fame
 - increase city tax base
 - contribute to econ. growth of N. Texas.
 - enhance acad. programs @ UNT

- would provide internships
 - provide employment opps for UNT students
 - Estab. partnership w/ businesses, university, DISD, businesses, DFW area, Commission on the arts
 - Jazz and Blues music can serve as one of the major engines for ED.
 - would target Nashville/Branson
 - Contract w/ Natl. tour & booking agencies to bring groups
 - 4 theme theatres would provide startup sites for artists, plus Hall of Fame.
- Would need to test the market in existing venues to see what kind of response we get, like maybe ~~do~~ a concert at the Murchison or Margo Jones Hall.

→ ^{Envisioning} Would not be run by UNT, but land would be donated by them.

→ Sees Opryland ~~the~~ as being a help ~~to~~ to this project.

→ Dr. Miller feels the concept has merit whether UNT wants to go with it or not.


★★ Next step → call Branson & find out their pros & cons of developing this

BRANSON-USA

General Information

ONLINE

Lodging Have you booked your room yet?

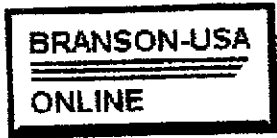


[[Area Chambers of Commerce](#) | [Area Churches](#) | [Gambling in Branson](#)]
[[Local History](#)]

In just ten years Branson has grown in to one of the world's most visited vacation destinations. Located in the heart of the Ozark Mountains, Branson holds claim to three mountain fed lakes surrounded by millions of acres of unspoiled mountain wilderness. The pristine natural surrounding bring millions of visitors each year to the Branson Tri-Lakes area and the Quality Family Entertainment keeps them coming back.

This section of our site is dedicated to providing you with general information about Branson, Missouri.

[[Attractions](#) | [Food](#) | [General](#) | [Lakes](#) | [Lodging](#) | [Real Estate](#)]
[[RV/Camping](#) | [Shopping](#) | [Shows](#) | [Theme Parks](#) | [Group Tours](#)]



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To print list, click on body of text. Then use your browser's print button. Repeat for Morning, Matinee & Evening show list.

KEY: A=ADULT, S=SENIOR, C=CHILD

Show Times, Prices, and Availability subject to change.

MATINEE AND EVENING SHOWS

50's AT THE HOP SHOW

JAN 18 THRU DEC 31; A\$24.75 C\$8.50

Experience perfect re-creation of the sounds that capture the fun, warmth and character of the fabulous 50's era.

A CLOSER WALK WITH PATSY CLINE

MAY 25 THRU DEC 17; A\$24.00 C\$6.50

This tribute to Patsy Cline drove the crowd "Crazy" in over 40 cities in North America.

ANDY WILLIAMS CHRISTMAS SHOW

NOV 1 THRU DEC 16; A\$33.37 C\$16.68

ANDY WILLIAMS WITH GLEN CAMPBELL

SEP 7 THRU OCT 27; A\$38.93 C\$16.68

Don't miss the opportunity to see these two legendary artists together in one show.

BARBARA FAIRCHILD SHOW

SEP 10 THRU DEC 16; A\$20.00 C-FREE

Gospel and comedy. Let her sing her Teddy Bear Song for you. If she doesn't melt your heart we'll eat your popcorn.

BALDKNOBBERS JAMBOREE

MAR 3 THRU DEC 15; A\$21.50 C\$11.00

This is it folks! The show that stated it all! This show should definately be part of the first timer's Branson experience.

BOBBY VINTON SHOW

APR 18 THRU DEC 9; A\$27.50 C\$10.00; CHRISTMAS A\$29.50 C\$10.00

"Mr. Lonely", isn't so lonely any more now that he has a theater in Branson. Not only does he have all of his adoring fans coming to see him but he also has the Glen Miller Orchestra around to keep him "In The Mood"

BRANSON SCENIC RAILWAY EXCURSIONS

MAR 23 THRU DEC 15; A\$21.97 C\$10.85(12-5) (4 & Under FREE); W/DINNER \$46.71(All seats)

Explore this majestic streamline beauty as you roll down the tracks through the scenic Ozarks. Advanced reservations will get you a lower boarding number. This is recommended to those who want those coveted "vista dome car" seats. Dinner excursions (Saturday only) MAY 1 THRU Dec 11.

BRASCHLER MUSIC SHOW

APR 7 THRU DEC 19; A\$20.00 C-FREE

Branson's best kept secret. Country, gospel, comedy, and one of the best fiddlers you will ever see

in this neck of the woods. All gospel show Thursdays matinee at 2:00 PM. The Braschlers are neighbors and friends. We're partial to 'em!

CHARLIE PRIDE

**MAY 8 & 22, JUN 5 & 19, JUL 24 & 31, AUG 21, SEP 18 & 25, OCT 7 & 16; A\$40.00 C\$40.00
(Grand Circle Seats)**

COUNTRY TONITE SHOW

MAR 5 THRU DEC 15; A\$25.50 C\$11.00; CHRISTMAS A\$27.50 C\$11.00

All-American variety show / new young stars beaming with talent and eager to entertain you. This attraction has won acclaim for 3 consecutive years.

CRACKLIN' ROSE

APR 6 THRU DEC 16; A\$24.75 C\$9.50

A musical revue of songs made famous by Neil Diamond. Includes 7 peice live orchastra and dancers.

DANIEL O'DONNELL AND MARY DUFF

MAY 8 - 20 & NOV 12 - 24; A\$21.00 C-FREE

Ireland comes to Branson. Daniel is the most successful easy listening-county entertainer in Great Britain and Ireland. See him with Ireland's #1 female vocalist, Mary Duff.

DINO KARTSONAKIS EXTRAVAGANZA

NOV 3 THRU DEC 15; A\$35.00 C\$35.00;

A Grand Palace multi million dollar production. Enjoy a virtuoso piano performance from Dino as he takes you both musically and visually from gospel to Broadway to classical to pop.

DIXIE STAMPEDE DINNER ATTRACTION

MAR 7 THRU DEC 31; A\$39.00 C\$21.50

The experience begins in the carriage room where you will enjoy the musical/comedy show featuring the Dixie Wranglers. The main show features 32 magnifisant horse, beautiful southern belles, romantic dance scenes, thrilling Roman and trick riding, and carriage races. Plus a patriotic stars and strips finale... all centered around an incredible 4 course feast.

DOWN HOME COUNTRY SHOW

FEB 26 THRU DEC 29; A\$20.50 S\$19.50 C-FREE

Traditional country. Hank Williams Sr. and Bob Wills are just samples of what awaits you. Comedy is never in short supply at the 76 Music Hall.

DUTTONS FAMILY SHOW

FEB 1 THRU DEC 15; A\$19.50 C-FREE

A family of talented young artists who leave no country, classical or fiddlin stone unturned. Dancin, pickin, audience pleasin fun for the whole bunch. This is one of the hottest new shows in town.

ED McMAHON's THE NEXT STAR!

OCT 26 THRU NOV 12; A\$25.00 C\$12.50

Come see tomorrows stars today!

ELVIS & THE SUPER STARS

FEB 11 THRU DEC 31; A\$22.25 C\$5.56

Located in historic old town Branson. The Owens Theater hosts one of the most unique shows Branson has to offer. Branson's most popular Elvis Impersonator will leave you all shook up.

GEORGE JONES

AUG 11, OCT 6; A\$47.50 C\$47.50 (Grand Circle Seats)

GRAND LADIES OF COUNTRY MUSIC**JAN 15 THRU DEC 15; A\$24.50 S\$23.50 C-FREE**

Each fantastic show features the Grand Ladies of Country Music: Jean Shepard, Jan Howard, Helen Cornelius, Norma Jean, Margo Smith or Leona Williams. Other country stars will join the Grand Ladies on stage throughout the season.

INCREDIBLE ACROBATS OF CHINA**MAY 9 THRU NOV 30; A\$25.00 C\$14.00**

These performers are from Shanghai and uphold a 2,500 year history of Chinese Acrobats. They will keep you on the edge of your seat.

JIM STAFFORD SHOW**FEB 7 THRU DEC 31; A\$27.50 C\$8.50; CHRISTMAS A\$28.50 C\$8.50**

Branson's music-comedy genius, fabulous light show. Kids and adults will love the show. Great special effects. Has new 3D bit that is state of the art.

JEFF FOXWORTHY**MAY 26, JUL 7, SEP 1; A\$50.00 C\$50.00 (Grand Circle Seats)****THE JIMMIE RODGERS SHOW****APR 1 THRU JUN 30 AND SEP 12 THRU DEC 8; A\$18.95 C-FREE**

Sit up close & personal with musical legend Jimmie Rodgers sharing 41 years of memories from his 38 Top-Ten hits.

JOHN ANDERSON**JUL 26 & 27; A\$32.00 C-FREE****LAWRENCE WELK SHOW****APR 5 THRU OCT 27; A\$29.98 C-FREE; NOV 1 THRU DEC 15; CHRISTMAS A\$33.31 C-FREE**

Lennon sisters, jazz clarinetist Henry Cuesta, and bright new Welk stars, 20 peice orchastra, waltzes, polkas, and of course BUBBLES! The fabulous guest hosts from shows gone by are back. November 1 through December 15 - Christmas guests appearing: Raina English, Mary Lou Metzger, Jo and Chris Feeney.

LEGENDS IN CONCERT**FEB 8 THRU DEC 31; A\$25.53 C\$5.56**

A Gala of impersonators, Elvis, Blues Brothers, Garth Brooks, Faith Hill, John Lennon, Louis Armstrong, Dolly Parton, Johnny Mathis, Britney Spears, and Shenia Twain. Stars - impersonators subject to change.

LORRIE MORGAN**APR 20, MAY 17, JUN 1 & 12, JUL 11 & 26, AUG 23, SEP 2 & 22, OCT 13; A\$40.00 C\$40.00 (Grand Circle Seats)****LOST IN THE FIFTIES****MAR 1 THRU DEC 15; A\$26.50 C\$6.50**

Branson's newest 50's rock-n-roll show in the newest theater in town, the Starlite.

MAGNIFICANT 7**APR 1 THRU DEC 30; A\$24.41 C\$5.00**

Seven entertainers taking you on a musical journey from the 50's through today's music. Includes Barney Fife comedy amd songs from the Wizard of Oz, Beatles, Beach Boys, Elton John, and Britney Spears.

MEL TILLIS SHOW

APR 10 THRU DEC 15; A\$29.00 C\$15.00; CHRISTMAS A\$32.00 C\$15.00

Poor Mel, I never see him on the lake fishin any more. I reckon he's just too busy with a full house! If you haven't seen his new theater, just wait till you hear him play in it. See listing for Pam Tillis below.

MICKEY GILLEY SHOW

MAR 2 THRU DEC 9; A\$23.00 C\$5.00

The piano man will give you his all. His honky-tonk antics and wild band buddies will burn the place down. (Actually the great Barbeque is next door at Gilley's Cafe.)

MOE BANDY SHOW

FEB 1 THRU DEC 15; A\$23.00 C\$5.00

Moe is a master of Americana, gospel, and country western. His show is now performed in his own theater. Get Moe for your money, he takes pride in giving you his best.

NEAL McCOY

APR 24, MAY 4, JUN 23, JUL 13 & 19, AUG 2 & 16, SEP 20, OCT 5 & 18; A\$40.00 C\$40.00
(Grand Circle Seats)

OAK RIDGE BOYS

MAR 24 THRU OCT 26; A\$43.00 C\$43.00 (Grand Circle Seats)

Limited engagements only. Comedy and music, all the original members singing all of your favorites. Possible sell out shows so giddeup! Call for specific dates.

OSMOND FAMILY SHOW

SEP 12 THRU DEC 15; A\$30.59 C\$11.12; CHRISTMAS A\$36.15 C\$14.46

Their fast passed variety show on ice features many of the musical styles and highlights they have sung throughout their distinguished career.

OSMOND FAMILY LUNCH & DINNER SHOW

SEP 12 THRU DEC 15; A\$53.75 C\$34.28; CHRISTMAS A\$59.31 C\$37.62

Garden salad, prime rib or half rotisserie chicken, baked potato, vegetable, roll, desert, amd coffee or soda.

OZARK MOUNTAIN JUBILEE

FEB 4 THRU DEC 9; A\$20.50 S\$19.50 C-FREE

Country, variety, and comedy. Sunday evenings only.

PAM TILLIS SHOW

JUL 17-12, 24, 25; JUL 31 THRU AUG 4; A\$32.00 C\$15.00

Pam has never sounded better. And she has a hard act to follow, her dad! Have the enormous pleasure of being performed for by a legend and a lady. (Mel's good too)

PIERCE ARROW - PAUL HARRIS SHOW

JAN 1 THRU DEC 31; A\$23.91 C\$10.00

Staring Pierce Arrow (formerly the Branson Brothers). Gut busting comedy with Paul Harris is a staple in this show. Staring the world record holder of the lowest note ever achieved by a human voice, Dan Britton.

THE PLATTERS

FEB 1 THRU DEC 15; A\$22.00 C-FREE; DINNER SHOW: Price Available

Romantic music from the 50's and 60's, only 4 you!!

PRESLEY'S JUBILEE

MAR 16 THRU DEC 14; A\$23.39 C\$11.12

Country, comedy, variety. The Presley Show was the first show on 76 country music blvd. Ever

since they lit their sign on 76 it's been a wild musical ride for generations.

THE PROMISE MUSICAL

APR 13 THRU DEC 15; A\$29.95 S\$28.95 C\$15.75

An epic musical on the life of Jesus. Previously voted Branson's Show of the Year. Incredible staging, live animals, and colorful costumes. A cast of over 50.

SHEPHERD OF THE HILLS PLAY

APR 22 THRU OCT 21; A\$31.99 C\$15.96

Outdoor drama based on Harold Bell Wright's book about life in the Ozarks in 1890's. The play was once made into a John Wayne movie. We highly recommend this attraction for the first time Branson visitor due to it's re-creation of local history. Includes Homestead tour, Tower tour, and chuck wagon dinner before show.

SHOJI TABUCHI SHOW

MAR 23 THRU DEC 15; A\$31.00 S\$30.00 C\$20.00; CHRISTMAS A\$36.00 S\$35.00 C\$22.00

Japanese/American fiddler. Shoji is an example to us all that if you train hard, play with a smile, put together a production that is second to none, and go hog wild building your theater bathrooms, big things are bound to come your way. This show fills up months in advance!

SHOWBOAT BRANSON BELLE LUNCH & DINNER CRUISE

APR 3 THRU DEC 31; LUNCH A\$37.10 C\$16.95; DINNER A\$42.40 C\$19.10

Lunch menu is crisp garden salad, beef with espagnole sauce, orange glazed chicken breast served over rice, whole green beans, gingered carrots, sour dough bread, ice cream with chocolate sauce and sprinkles, coffee, tea, or water. Dinner menu is crisp garden salad, succulent prime rib served with a tangy horseradish sauce, baked seasoned potato, whole green beans, ginger carrots, sour dough bread, flaming baked Alaska, coffee, tea, or water.

SPIRIT OF THE DANCE

APR 25 THRU DEC 15; A\$26.00 C\$10.00; CHRISTMAS A\$28.00 C\$10.00

A 2000 Branson blockbuster. A breathtaking production combining show stopping Irish dance with a passionate story line and hauntingly beautiful love songs. Stars the Irish International Dance Company, one of the most dynamic dance troupes in the world.

STARLITE KIDS REVUE

MAY 26 THRU DEC 8; A\$20.00 C\$6.50

See the stars of tomorrow at Branson's newest theater. Lots of country and variety. A very energetic, fast paced show.

SUNDAY GOSPEL JUBILEE

FEB 11 THRU DEC 9; A\$20.50 S\$19.50 C-FREE

Sundays only. At the 76 Music Hall. 2 PM only. Enjoy the new restaurant in the 76 complex before the show. Great Sunday entertainment to lift your spirits!

TONY MELENDEZ "A GIFT OF HOPE"

MAY 11 THRU DEC 15; A\$21.74 C-FREE

Tony is an award winning musician and composer who has performed for the Pope. His unique way of playing the guitar with his toes will fascinate you and his voice will touch your heart.

TONY ORLANDO

SEP 24 TRHU NOV 11 (SELECTED DATES); A\$30.59 C\$11.12;

Tony has so many big hits that you'll run out of breath singing along. "You gotta see Tony!"

TOO TALL'S OUTRAGEOUSLY OUTWEST SHOW

APR 20 THRU DEC 9; A\$22.00 C\$8.50

You'll never look at the west the same again...new country, country classics, gospel, and patriotic

medleys.

TWO FROM GALILEE

NOV 2 THRU DEC 15; A\$29.95 S\$28.95 C\$15.75

This is the story of Mary and Joseph's journey. Follow this up with "The Promise" and get a complete story.

THE WORLD OF MAGIC

NOW THRU DEC; A\$26.00 C\$16.00

Humorous, yet captivating illusions, mental telepathy (be careful what you think!) Choreographed dance from their numerous world tours. Don't miss the "Mini Me" illusion!

YAKOV SMIRNOFF SHOW

APR 5 THRU DEC 9; A\$27.00 C-FREE

Famous Russian comic. Great dancers and unforgettable humor that only Yakov can deliver.

1-800-800-1882

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BRANSON-USA

ONLINE

General Information

Lodging Have you booked
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In just ten years Branson has grown in to one of the world's most visited vacation destinations. Located in the heart of the Ozark Mountains, Branson holds claim to three mountain fed lakes surrounded by millions of acres of unspoiled mountain wilderness. The pristine natural surrounding bring millions of visitors each year to the Branson Tri-Lakes area and the Quality Family Entertainment keeps them coming back.

This section of our site is dedicated to providing you with general information about Branson, Missouri.

[[Attractions](#) | [Food](#) | [General](#) | [Lakes](#) | [Lodging](#) | [Real Estate](#)]
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To print list, click on body of text. Then use your browser's print button. Repeat for Morning, Matinee & Evening show list.

KEY: A=ADULT, S=SENIOR, C=CHILD

Show Times, Prices, and Availability subject to change.

MATINEE AND EVENING SHOWS

50's AT THE HOP SHOW

JAN 18 THRU DEC 31; A\$24.75 C\$8.50

Experience perfect re-creation of the sounds that capture the fun, warmth and character of the fabulous 50's era.

A CLOSER WALK WITH PATSY CLINE

MAY 25 THRU DEC 17; A\$24.00 C\$6.50

This tribute to Patsy Cline drove the crowd "Crazy" in over 40 cities in North America.

ANDY WILLIAMS CHRISTMAS SHOW

NOV 1 THRU DEC 16; A\$33.37 C\$16.68

ANDY WILLIAMS WITH GLEN CAMPBELL

SEP 7 THRU OCT 27; A\$38.93 C\$16.68

Don't miss the opportunity to see these two legendary artists together in one show.

BARBARA FAIRCHILD SHOW

SEP 10 THRU DEC 16; A\$20.00 C-FREE

Gospel and comedy. Let her sing her Teddy Bear Song for you. If she doesn't melt your heart we'll eat your popcorn.

BALDKNOBBER'S JAMBOREE

MAR 3 THRU DEC 15; A\$21.50 C\$11.00

This is it folks! The show that stated it all! This show should definately be part of the first timer's Branson experience.

BOBBY VINTON SHOW

APR 18 THRU DEC 9; A\$27.50 C\$10.00; CHRISTMAS A\$29.50 C\$10.00

"Mr. Lonely", isn't so lonely any more now that he has a theater in Branson. Not only does he have all of his adoring fans coming to see him but he also has the Glen Miller Orchestra around to keep him "In The Mood"

BRANSON SCENIC RAILWAY EXCURSIONS

MAR 23 THRU DEC 15; A\$21.97 C\$10.85(12-5) (4 & Under FREE); W/DINNER \$46.71(All seats)

Explore this majestic streamline beauty as you roll down the tracks through the scenic Ozarks. Advanced reservations will get you a lower boarding number. This is recommended to those who want those coveted "vista dome car" seats. Dinner excursions (Saturday only) MAY 1 THRU Dec 11.

BRASCHLER MUSIC SHOW

APR 7 THRU DEC 19; A\$20.00 C-FREE

Branson's best kept secret. Country, gospel, comedy, and one of the best fiddlers you will ever see

in this neck of the woods. All gospel show Thursdays matinee at 2:00 PM. The Braschlers are neighbors and friends. We're partial to 'em!

CHARLIE PRIDE

**MAY 8 & 22, JUN 5 & 19, JUL 24 & 31, AUG 21, SEP 18 & 25, OCT 7 & 16; A\$40.00 C\$40.00
(Grand Circle Seats)**

COUNTRY TONITE SHOW

MAR 5 THRU DEC 15; A\$25.50 C\$11.00; CHRISTMAS A\$27.50 C\$11.00

All-American variety show / new young stars beaming with talent and eager to entertain you. This attraction has won acclaim for 3 consecutive years.

CRACKLIN' ROSE

APR 6 THRU DEC 16; A\$24.75 C\$9.50

A musical revue of songs made famous by Neil Diamond. Includes 7 peice live orchastra and dancers.

DANIEL O'DONNELL AND MARY DUFF

MAY 8 - 20 & NOV 12 - 24; A\$21.00 C-FREE

Ireland comes to Branson. Daniel is the most successful easy listening-county entertainer in Great Britain and Ireland. See him with Ireland's #1 female vocalist, Mary Duff.

DINO KARTSONAKIS EXTRAVAGANZA

NOV 3 THRU DEC 15; A\$35.00 C\$35.00;

A Grand Palace multi million dollar production. Enjoy a virtuoso piano performance from Dino as he takes you both musically and visually from gospel to Broadway to classical to pop.

DIXIE STAMPEDE DINNER ATTRACTION

MAR 7 THRU DEC 31; A\$39.00 C\$21.50

The experience begins in the carriage room where you will enjoy the musical/comedy show featuring the Dixie Wranglers. The main show features 32 magnifisant horse, beautiful southern belles, romantic dance scenes, thrilling Roman and trick riding, and carriage races. Plus a patriotic stars and strips finale... all centered around an incredible 4 course feast.

DOWN HOME COUNTRY SHOW

FEB 26 THRU DEC 29; A\$20.50 S\$19.50 C-FREE

Traditional country. Hank Williams Sr. and Bob Wills are just samples of what awaits you. Comedy is never in short supply at the 76 Music Hall.

DUTTONS FAMILY SHOW

FEB 1 THRU DEC 15; A\$19.50 C-FREE

A family of talented young artists who leave no country, classical or fiddlin stone unturned. Dancin, pickin, audience pleasin fun for the whole bunch. This is one of the hottest new shows in town.

ED McMAHON's THE NEXT STAR!

OCT 26 THRU NOV 12; A\$25.00 C\$12.50

Come see tomorrows stars today!.

ELVIS & THE SUPER STARS

FEB 11 THRU DEC 31; A\$22.25 C\$5.56

Located in historic old town Branson. The Owens Theater hosts one of the most unique shows Branson has to offer. Branson's most popular Elvis Impersonator will leave you all shook up.

GEORGE JONES

AUG 11, OCT 6; A\$47.50 C\$47.50 (Grand Circle Seats)

GRAND LADIES OF COUNTRY MUSIC**JAN 15 THRU DEC 15; A\$24.50 S\$23.50 C-FREE**

Each fantastic show features the Grand Ladies of Country Music: Jean Shepard, Jan Howard, Helen Cornelius, Norma Jean, Margo Smith or Leona Williams. Other country stars will join the Grand Ladies on stage throughout the season.

INCREDIBLE ACROBATS OF CHINA**MAY 9 THRU NOV 30; A\$25.00 C\$14.00**

These performers are from Shanghai and uphold a 2,500 year history of Chinese Acrobats. They will keep you on the edge of your seat.

JIM STAFFORD SHOW**FEB 7 THRU DEC 31; A\$27.50 C\$8.50; CHRISTMAS A\$28.50 C\$8.50**

Branson's music-comedy genius, fabulous light show. Kids and adults will love the show. Great special effects. Has new 3D bit that is state of the art.

JEFF FOXWORTHY**MAY 26, JUL 7, SEP 1; A\$50.00 C\$50.00 (Grand Circle Seats)****THE JIMMIE RODGERS SHOW****APR 1 THRU JUN 30 AND SEP 12 THRU DEC 8; A\$18.95 C-FREE**

Sit up close & personal with musical legend Jimmie Rodgers sharing 41 years of memories from his 38 Top-Ten hits.

JOHN ANDERSON**JUL 26 & 27; A\$32.00 C-FREE****LAWRENCE WELK SHOW****APR 5 THRU OCT 27; A\$29.98 C-FREE; NOV 1 THRU DEC 15; CHRISTMAS A\$33.31 C-FREE**

Lennon sisters, jazz clarinetist Henry Cuesta, and bright new Welk stars, 20 peice orchastra, waltzes, polkas, and of course BUBBLES! The fabulous guest hosts from shows gone by are back. November 1 through December 15 - Christmas guests appearing: Raina English, Mary Lou Metzger, Jo and Chris Feeney.

LEGENDS IN CONCERT**FEB 8 THRU DEC 31; A\$25.53 C\$5.56**

A Gala of impersonators, Elvis, Blues Brothers, Garth Brooks, Faith Hill, John Lennon, Louis Armstrong, Dolly Parton, Johnny Mathis, Britney Spears, and Shenia Twain. Stars - impersonators subject to change.

LORRIE MORGAN**APR 20, MAY 17, JUN 1 & 12, JUL 11 & 26, AUG 23, SEP 2 & 22, OCT 13; A\$40.00 C\$40.00 (Grand Circle Seats)****LOST IN THE FIFTIES****MAR 1 THRU DEC 15; A\$26.50 C\$6.50**

Branson's newest 50's rock-n-roll show in the newest theater in town, the Starlite.

MAGNIFICANT 7**APR 1 THRU DEC 30; A\$24.41 C\$5.00**

Seven entertainers taking you on a musical journey from the 50's through today's music. Includes Barney Fife comedy amd songs from the Wizard of Oz, Beatles, Beach Boys, Elton John, and Britney Spears.

MEL TILLIS SHOW

APR 10 THRU DEC 15; A\$29.00 C\$15.00; CHRISTMAS A\$32.00 C\$15.00

Poor Mel, I never see him on the lake fishin any more. I reckon he's just too busy with a full house! If you haven't seen his new theater, just wait till you hear him play in it. See listing for Pam Tillis below.

MICKEY GILLEY SHOW

MAR 2 THRU DEC 9; A\$23.00 C\$5.00

The piano man will give you his all. His honky-tonk antics and wild band buddies will burn the place down. (Actually the great Barbeque is next door at Gilley's Cafe.)

MOE BANDY SHOW

FEB 1 THRU DEC 15; A\$23.00 C\$5.00

Moe is a master of Americana, gospel, and country western. His show is now performed in his own theater. Get Moe for your money, he takes pride in giving you his best.

NEAL McCOY

APR 24, MAY 4, JUN 23, JUL 13 & 19, AUG 2 & 16, SEP 20, OCT 5 & 18; A\$40.00 C\$40.00
(Grand Circle Seats)

OAK RIDGE BOYS

MAR 24 THRU OCT 26; A\$43.00 C\$43.00 (Grand Circle Seats)

Limited engagements only. Comedy and music, all the original members singing all of your favorites. Possible sell out shows so giddeup! Call for specific dates.

OSMOND FAMILY SHOW

SEP 12 THRU DEC 15; A\$30.59 C\$11.12; CHRISTMAS A\$36.15 C\$14.46

Their fast passed variety show on ice features many of the musical styles and highlights they have sung throughout their distinguished career.

OSMOND FAMILY LUNCH & DINNER SHOW

SEP 12 THRU DEC 15; A\$53.75 C\$34.28; CHRISTMAS A\$59.31 C\$37.62

Garden salad, prime rib or half rotisserie chicken, baked potato, vegetable, roll, desert, amd coffee or soda.

OZARK MOUNTAIN JUBILEE

FEB 4 THRU DEC 9; A\$20.50 S\$19.50 C-FREE

Country, variety, and comedy. Sunday evenings only.

PAM TILLIS SHOW

JUL 17-12, 24, 25; JUL 31 THRU AUG 4; A\$32.00 C\$15.00

Pam has never sounded better. And she has a hard act to follow, her dad! Have the enormous pleasure of being performed for by a legend and a lady. (Mel's good too)

PIERCE ARROW - PAUL HARRIS SHOW

JAN 1 THRU DEC 31; A\$23.91 C\$10.00

Staring Pierce Arrow (formerly the Branson Brothers). Gut busting comedy with Paul Harris is a staple in this show. Staring the world record holder of the lowest note ever achieved by a human voice, Dan Britton.

THE PLATTERS

FEB 1 THRU DEC 15; A\$22.00 C-FREE; DINNER SHOW: Price Available

Romantic music from the 50's and 60's, only 4 you!!

PRESLEY'S JUBILEE

MAR 16 THRU DEC 14; A\$23.39 C\$11.12

Country, comedy, variety. The Presley Show was the first show on 76 country music blvd. Ever

since they lit their sign on 76 it's been a wild musical ride for generations.

THE PROMISE MUSICAL

APR 13 THRU DEC 15; A\$29.95 S\$28.95 C\$15.75

An epic musical on the life of Jesus. Previously voted Branson's Show of the Year. Incredible staging, live animals, and colorful costumes. A cast of over 50.

SHEPHERD OF THE HILLS PLAY

APR 22 THRU OCT 21; A\$31.99 C\$15.96

Outdoor drama based on Harold Bell Wright's book about life in the Ozarks in 1890's. The play was once made into a John Wayne movie. We highly recommend this attraction for the first time Branson visitor due to it's re-creation of local history. Includes Homestead tour, Tower tour, and chuck wagon dinner before show.

SHOJI TABUCHI SHOW

MAR 23 THRU DEC 15; A\$31.00 S\$30.00 C\$20.00; CHRISTMAS A\$36.00 S\$35.00 C\$22.00

Japanese/American fiddler. Shoji is an example to us all that if you train hard, play with a smile, put together a production that is second to none, and go hog wild building your theater bathrooms, big things are bound to come your way. This show fills up months in advance!

SHOWBOAT BRANSON BELLE LUNCH & DINNER CRUISE

APR 3 THRU DEC 31; LUNCH A\$37.10 C\$16.95; DINNER A\$42.40 C\$19.10

Lunch menu is crisp garden salad, beef with espagnole sauce, orange glazed chicken breast served over rice, whole green beans, gingered carrots, sour dough bread, ice cream with chocolate sauce and sprinkles, coffee, tea, or water. Dinner menu is crisp garden salad, succulent prime rib served with a tangy horseradish sauce, baked seasoned potato, whole green beans, ginger carrots, sour dough bread, flaming baked Alaska, coffee, tea, or water.

SPIRIT OF THE DANCE

APR 25 THRU DEC 15; A\$26.00 C\$10.00; CHRISTMAS A\$28.00 C\$10.00

A 2000 Branson blockbuster. A breathtaking production combining show stopping Irish dance with a passionate story line and hauntingly beautiful love songs. Stars the Irish International Dance Company, one of the most dynamic dance troupes in the world.

STARLITE KIDS REVUE

MAY 26 THRU DEC 8; A\$20.00 C\$6.50

See the stars of tomorrow at Branson's newest theater. Lots of country and variety. A very energetic, fast paced show.

SUNDAY GOSPEL JUBILEE

FEB 11 THRU DEC 9; A\$20.50 S\$19.50 C-FREE

Sundays only. At the 76 Music Hall. 2 PM only. Enjoy the new restaurant in the 76 complex before the show. Great Sunday entertainment to lift your spirits!

TONY MELENDEZ "A GIFT OF HOPE"

MAY 11 THRU DEC 15; A\$21.74 C-FREE

Tony is an award winning musician and composer who has performed for the Pope. His unique way of playing the guitar with his toes will fascinate you and his voice will touch your heart.

TONY ORLANDO

SEP 24 THRU NOV 11 (SELECTED DATES); A\$30.59 C\$11.12;

Tony has so many big hits that you'll run out of breath singing along. "You gotta see Tony!"

TOO TALL'S OUTRAGEOUSLY OUTWEST SHOW

APR 20 THRU DEC 9; A\$22.00 C\$8.50

You'll never look at the west the same again...new country, country classics, gospel, and patriotic

medleys.

TWO FROM GALILEE

NOV 2 THRU DEC 15; A\$29.95 S\$28.95 C\$15.75

This is the story of Mary and Joseph's journey. Follow this up with "The Promise" and get a complete story.

THE WORLD OF MAGIC

NOW THRU DEC; A\$26.00 C\$16.00

Humorous, yet captivating illusions, mental telepathy (be careful what you think!) Choreographed dance from their numerous world tours. Don't miss the "Mini Me" illusion!

YAKOV SMIRNOFF SHOW

APR 5 THRU DEC 9; A\$27.00 C-FREE

Famous Russian comic. Great dancers and unforgettable humor that only Yakov can deliver.

1-800-800-1882

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Phone Call 11/14/01

- Jim Miller, former dean Coll. of Education @ UNT
- > Proposal on making Denton International Capital of Jazz & Blues music
 - concept would be to do what Branson has done but with jazz and blues theatres, New Orleans style jazz.

Nov. 20 @ 1:00 PM presenting it to Dr. Pohl
→ in proposal to Dr. Pohl -

TI Land northside

- > 4 theme theatres and Hall of Fame bldg.
- > would try to attract same population of people who go to Branson and Denton
- > concept would be to tie in to the Branson Crowd and then they would come here after Branson.
- He feels this land would be ^{UNT's way to} contribute to the tax base by allowing use of this land.

→ Coming to present this on 11/20/01 @ 10:00 AM