

MINUTES
Main Street Board
Meeting of July 28, 2014

The Main Street Development and Preservation Board of the City of Cedar Hill, Texas, met on Monday, July 28, 2014, at 6:00 pm. in Conference Room D-106 of the Cedar Hill Government Center, 285 Uptown Blvd., Cedar Hill, Texas.

The following members were present; Gabriel Allred, Al Armistead, Albert Mack, Randy Moon, Norman Patten, Gary Reed and Michelle Rodriguez. Russell Read and Melise Smith were absent with prior notice. Alice Atchison was absent. The following City Staff members were present; Rod Tyler, Planning Director, Don Gore, Senior Planner, Erica Molett, EDC Business Retention Manager and Patricia Bushart, Tourism Marketing and Main Street Manager.

I. Call the meeting to order.

Vice Chairman Norman Patten called the meeting to order at 6:00 pm declaring it an open meeting with notice of the meeting duly posted and a quorum present.

II. Approve the Minutes of the June 2, 2014 and June 23, 2014 Regular Meetings.

Michelle Rodriguez made a motion, seconded by Albert Mack, to approve the minutes of the June 2, 2014 Regular Meeting subject to the following amendments:

- a. Russell Read noted as absent was present;
- b. Strike the word "Vice" preceding Chairman Russell Read's name;
- c. Norman Patten noted as present was absent and;
- d. Spelling as "Read" for board member Gary, corrected to reflect proper spelling as Gary "Reed"

The motion was approved unanimously.

Al Armistead made a request, in agreement with Gary Reed, to accept the notes of the June 23, 2014 Regular Meeting as recorded, acknowledging the absence of a quorum and consequent inadmissibility as official public record. The board acknowledged the request.

III. Review and Consider Case #14-21, amended site plan for addition of carports on apartment property located at 323 W. Belt Line Road, requested by Rodney Holloman.

Applicant was not present to address questions and concerns of board. Al Armistead made a motion, seconded by Alice Atchison, to postpone consideration of Case #14-21 until such time applicant is present to respond. Motion to postpone was approved unanimously.

IV. Discuss Marketing/Signage strategies for Historic Downtown.

There is a desire by Main Street and the Historic Downtown business community to have an organized strategy for marketing and signage for the district. It was suggested by the board that marketing and signage are separate issues and should therefore be considered independently. Discussion and suggestions with regard to signage included:

- Repositioning 'SHOPPING' arrows on existing Belt Line Road signage and on those signs within close proximity, to direct traffic toward Historic Downtown versus north toward Uptown Village
- Develop comprehensive sign package with distinction between districts as first phase of City Center implementation
- Consider placement of monument or entry features at key intersections
- Create accents, architectural features and fixtures as unique-to-district elements
- Develop a 'campus' concept for Historic Downtown

V. Discuss City Center relationship with Historic Downtown.

Planning Director, Rod Tyler, led the discussion to refine concepts presented within the City Center Plan for Historic Downtown. The question posed to the board was, "What does funky mean to you?," the term funky having been introduced as a key word in multiple districts in City Center Phase 2 discussion summaries, with particular focus on Belt Line Village.

- Funky evaluation
 - Artistic
 - Free-wheeling
 - Preservation
 - Less restrictive
- Midtown funky
 - Newer
 - Trendy
 - Hip
 - Bishop Arts
- Historic funky
 - Rare
 - Unique
 - Distinctive
 - Eclectic
 - Charming
 - Classy
 - Nostalgic
 - Vintage
- Play funky comparisons
 - Austin 6th Street
 - Bishop Arts
 - Southside on Lamar
 - Deep Ellum
 - Waxahachie

Mr. Tyler suggested that incorporating these concepts into existing plans might require a total reevaluation of the Uptown Overlay Ordinance to include regulations geared toward developers and investors that would make it easier and more desirable to build, renovate or repurpose existing resources within the district. One possible option to revisions might be to streamline the ordinance within tolerance levels of the board's vision and concept.