

MINUTES
Main Street Board
Meeting of June 23, 2014

The Main Street Development and Preservation Board of the City of Cedar Hill, Texas, met on Monday, June 23, 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; Al Armistead, Albert Mack, Russell Read and Gary Reed. Norman Patten and Michelle Rodriguez were absent with prior notice. Gabriel Allred, Alice Atchison, Randy Moon and Melise Smith were absent. The following City Staff members were present; Greg Porter, Deputy City Manager, Allison Thompson, Economic Development Corporation Director, Don Gore, Senior Planner, Erica Molett, EDC Business Retention Manager and Patricia Bushart, Tourism Marketing and Main Street Manager. Guests present; Lois Cannady.

I. Call the meeting to order.

Chairman Russell Read announced commencement of the meeting at 6:05 pm declaring it an open meeting with notice of the meeting duly posted, but without a quorum present.

II. Approve the Minutes of the June 2, 2014 Regular Meeting.

Agenda Item II. was tabled in the absence of a quorum and postponed to a later date.

III. Receive report and discuss current disposition of Economic Development Corporation properties located in Historic Downtown, presented by Jason Claunch of Catalyst Commercial.

Mr. Claunch was accompanied in the discussion by his associate Josiah Ball.

Catalyst began by apprising the board of the overall property assessment progress to date:

- Property has been secured as best possible
- Condition assessments are being performed to include:
 - Safety
 - Structural integrity
 - Asbestos testing/abatement
 - Mechanical operations
- Disposition of properties as they pertain to local zoning ordinances, personal property and public right-of-way
- Review of existing contractual agreements for current leaseholds
- Preliminary market analysis

Market analysis, although extremely preliminary, suggests short-term uses to include destination concepts such as restaurants and specialty or boutique retail.

Longer-term solutions require a more holistic, comprehensive evaluation and incremental economic positioning that may include, but is not limited to; more retail, eateries, destination-

unique development, entertainment venues and business incubation/acceleration of small business visibility. Long-term residential development will require determination of appropriate density, sensitivity to scale and preservation of historic resources and district/neighborhood character.

The floor was opened to Main Street to describe what they desired to see in Historic Downtown development in general, and the EDC tracts in particular:

- More retail
- Vibrancy and nightlife
- Eateries
- Entertainment venues
- Upscale, but small Mom & Pop business/commercial services
- Continuous sidewalks
- Storm water and drainage infrastructure
- Railroad crossing improvements and re-alignment particularly at Cedar Street
- Entry features
- Connectivity!!!

There was a suggestion by the board that Catalyst reference the Historic Downtown Vision Plan and resulting statement as a guide to Main Street's long-term desire for the district.

Main Street went on to suggest that nothing about the former Phillips' properties is sacred and that physical changes to existing structures are acceptable. **Unacceptable** uses would include; lumber, heavy industrial, storage facilities and franchise or national chain retail, unless they conformed and adapted to strict development criteria as it pertains to scale and character (ex: Apple Store, Georgetown, Washington DC)

Catalyst concluded by reiterating performance and preliminary conclusions to date:

- Baseline tour complete
- Structure and condition assessment substantially complete
- Preliminary market analysis returns are being evaluated to include testing market positions capacity
 - Residential capacity
 - Higher density
 - Increased commercial
 - Destination-based development
 - Small office
- June 2, 2014 joint EDC/City Council workshop key discussion points:
 - Development as event venue
 - Connectivity with natural elements
 - Sensitivity to character
 - Stakeholder input
 - Summary of next steps

Catalyst went on to suggest that temporary or interim uses could be introduced utilizing the Better Block concept, of which Main Street is experienced, and could be facilitated by the Main Street Board.

IV. Discuss Marketing/Communication 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 communication outreach for the district. Discussion and suggestions included:

- Improved signage
 - Belt Line banners
 - Off-site, business-specific signage (pay to play)
 - Utilization of former Phillips' marquee on SW corner of W. Belt Line Rd. and Broad St.
- Organizing Historic Downtown merchants' association
 - Cultivating a Main Street champion
- Request services of Erica Molett in her EDC capacity as Business Retention Manager
- Establishing a list serve for downtown business/residents
- Get something visible going on EDC properties

V. Reports from Main Street staff.

- AHHD theme for August is film, September host will be Junk and Wine Addiction
- K-Chic at 406 W. Belt Line Rd. is closed
- Top Cat Catfish appears closed
- Pet Memorial Cemetery will be awarded historic marker at June 24, 2014, City Council meeting
- Cedar Hill Museum of History will open first week of July 2014, at 607 Cedar Street.
- Upgraded city website expected to go live July 11, 2014
- City Center Phase 2 Executive Summary delayed to August for Freese & Nichols revisions
- Lance Knox – summer Planning intern
- First Baptist Church closing Houston St. at times not outlined in agreement
- Greater Planning meeting at David's Seafood Grill, Thursday, June 26, 2014

VI. New Business.

- Historic Downtown Safety of concern
 - Enhanced patrols requested
 - Ongoing code enforcement issues behind Cedar Street commercial block
 - Enhanced lighting and diligent maintenance of existing lighting would improve overall safety

IX. Review Action Items.

1. Renew historic preservation initiative.

X. Adjourn