

Rockwall Main Street Advisory Board Meeting Minutes
Council Chambers - 385 S. Goliad
Thursday, June 6, 2019
6:30 PM.

1. **Call to Order:** Evan Matteson called the meeting to order at 6:31 p.m.

Board Members Present: Evan Matteson, Jeremy Standifer, Daniel Nichols, Priscylla Bento, Claudette Hatfield and Eva Cannon

Absent: Terry Gregory

Staff: Bethany Browning, Main Street Manager, Joey Boyd, Assistant City Manager, Jeffrey Widmer, Neighborhood Improvement Services

2. **Discussion/Action Items:**

- i. **Review and take action on the approval of the May 21, 2019 MSAB Meeting Minutes:**
Daniel made a motion to approve the minutes as presented, Eva seconded the motion, passing 6-0.
- ii. **Hear an update from the Main Street Legacy Award sub-committee and take any necessary action:** There was no report by the sub-committee. No action was taken.
- iii. **Hold a public hearing to discuss and consider amendments to the Downtown District Sign Ordinance, as recommended by the Main Street Advisory Board and take any necessary action:**
Evan Matteson, Chair, opened the discussion. Daniel Nichols provided a brief history and the board's work on the sign ordinance project. Evan asked if there were members in the audience who wished to speak on the subject matter.

Mayor Jim Pruitt and downtown property owner, came forward to address the board. He voiced concerns regarding the backlit signs, stating the community is unique in part due to its diversity of signs. He referenced his property at 110 S. Goliad, stating the new tenant would be interested in signage to be placed on the south facing wall and was concerned the proposed changes could impact his future tenant's options. Mayor Pruitt also asked for clarification regarding the allowance of neon signs if they are historic in nature. He suggested the wording be reviewed, to ensure it was clear that a historic sign could be refurbished or a new sign constructed to look historic. Mayor Pruitt brought up sandwich signs and his concerns regarding placement, obstruction of sidewalks and advertising on public property. He recommended the board look at City of Austin's downtown area and their use of wall signs – whereby content could be changed daily. He also showed photographic evidence of planters, wood pallets, tables and chairs and other items which were placed on the sidewalks in public right of way and addressed his concerns regarding those.

Board member Daniel Nichols stated their role in reviewing the sign ordinance was initially requested by the Downtown Rockwall Association. They asked the MSAB to partner with their group to review the ordinance and make recommendations. The board found the ordinance was general and similar to the City at large, making no provisions for the historic district. The board agreed that some changes were warranted and went to work on researching other districts. Daniel stated the board could consider addressing sandwich signs and clarify placement standards. Jeremy Standifer also spoke in support of sandwich signs, if shop owners followed guidelines for placement. He stated he appreciates the history of the district and would like to see it protected. Claudette Hatfield also spoke in support of sandwich signs.

There was a brief discussion about painted wall signs versus murals, if they were allowed and which group within the city regulates. Everyone agreed this item needed further review.

The Mayor raised a question about window signage versus perforated window film. Eva Cannon stated that the window film was a more permanent material and the board did not wish to try and regulate window signage, as it might get burdensome to city staff and too regulatory in nature. Daniel spoke about the relationship between the City's Main Street program and the business owners and the need to keep that positive moving forward. The Mayor asked how the ordinance would impact future tenants like Siren Rock. Would they be allowed to have a backlit monument sign? Mr. Widmer stated the monument sign ordinance was not addressed in the DT sign ordinance, therefore it would fall under the general guidelines.

After a lengthy discussion, Priscylla Bento made a motion to table this item until the board could meet and review the requests. Claudette Hatfield seconded the motion and it passed 6-0.

- 3. Main Street Manager's Report:** Bethany Browning, Main Street Manager, presented the Manager's Monthly Report.
- District Activity
 - Training
 - Project Status Update
 - Upcoming Events

MS Manager provided a paper copy to the board with updates.

- 4. Adjournment:** Meeting adjourned at 7:13 p.m.

Minutes prepared by Bethany Browning, Main Street Manager.

**PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD OF THE CITY OF ROCKWALL, Texas, this
16th day of July 2019.**

Main Street Advisory Board Chairman:  _____