

Jodi Trout, Chair
April Shaner, Vice-Chair
Jean Mollard, Board Member
Maricela Rangel, Board Member
Heather Chancellor, Board Member
Ly Sath, Board Member
Langdon Elliott, Board Member



Mary Ann Admire,
Main Street Coordinator
Cassie Boyd,
Tourism Marketing Manager

**NOTICE OF MEETING
MAIN STREET ADVISORY BOARD
February 27, 2024
12:00 p.m.
City Hall Conference Room
504 N. Queen Street
Palestine, Texas**

Zoom Link:

<https://us02web.zoom.us/j/84435796504?pwd=SHNrRi9ZM24zcitGOVNjNFQ4dWM3QT09>

Meeting ID: 844 3579 6504
Passcode: 285760

One tap mobile
+13462487799,,84435796504#,,, *285760# US

Note: when you are joining a Zoom meeting by phone, you can use your phone's dial pad to enter the commands *6 for toggling mute/unmute and *9 to "raise your hand." [Learn more here.](#)

Follow us live at: [facebook.com/palestinetc/](https://www.facebook.com/palestinetc/)

A. CALL TO ORDER

B. PROPOSED CHANGES OF AGENDA ITEMS

C. PUBLIC COMMENTS

Any citizen wishing to speak during public comments regarding an item on or off the agenda may do so during this section of the agenda. All comments must be no more than five minutes in length. Any comments regarding items, not on the posted agenda may not be discussed or responded to by the Board. Members of the public may join via Zoom or in person.

D. CONFLICT OF INTEREST DISCLOSURES

E. MAIN STREET COORDINATOR'S REPORT

1. Review the Main Street Promotions Committee Report. Jodi Trout, Chair
2. Review the Main Street Economic Vitality Committee Report. Heather Chancellor, Board Member
3. Review the Main Street Coordinator's Report. Mary Ann Admire, Main Street Coordinator

F. APPROVAL OF MINUTES

1. Consider approval of minutes from the January 23, 2024, meeting.

G. DISCUSSION AND ACTION ITEMS

1. Discussion and possible action regarding Main Street Permit Application #1 for 113 W. Main Street - Atlas Credit.
2. Discussion and possible action regarding Main Street Sign Permit Application #2 for 113. W. Main Street - Atlas Credit.
3. Update regarding Phase 1 of the Downtown Revitalization Project.

H. **ADJOURNMENT**

I certify that the above Notice of Meeting was posted on the outdoor bulletin board at the main entrance to City Hall, 504 N. Queen Street, Palestine, Texas, in compliance with Chapter 551 of the Texas Government Code on **Friday, February 23, 2024, at 4:30 p.m.**



April Jackson, City Secretary

IN ACCORDANCE WITH THE PROVISIONS OF THE AMERICANS WITH DISABILITIES ACT (ADA) PERSONS IN NEED OF SPECIAL ACCOMMODATION TO PARTICIPATE IN THIS PROCEEDING SHALL, CONTACT THE CITY SECRETARY'S OFFICE VIA EMAIL AT citysecretary@palestine-tx.org or 903-731-8414.



Agenda Date: 02/27/2024
To: Main Street Advisory Board
From: Mary Ann Admire, Main Street Coordinator
Agenda Item: Promotions Committee Report
Date Submitted: 02/22/2024

SUMMARY:

Review the Main Street Promotions Committee Report presented by Ms. Jodi Trout.

RECOMMENDED ACTION:

Review the Main Street Promotions Committee Report presented by Ms. Jodi Trout.

CITY MANAGER APPROVAL:



Agenda Date: 02/27/2024
To: Main Street Advisory Board
From: Mary Ann Admire, Main Street Coordinator
Agenda Item: Economic Vitality Committee Report
Date Submitted: 02/22/2024

SUMMARY:

Review the Main Street Economic Vitality Committee Report presented by Ms. Heather Chancellor.

RECOMMENDED ACTION:

Review the Main Street Economic Vitality Committee Report presented by Ms. Heather Chancellor.

CITY MANAGER APPROVAL:



Agenda Date: 02/27/2024
To: Main Street Advisory Board
From: Mary Ann Admire, Main Street Coordinator
Agenda Item: Main Street Coordinator's Report
Date Submitted: 02/22/2024

SUMMARY:

Review the Main Street Coordinator's Report presented by Ms. Admire.

RECOMMENDED ACTION:

Review the Main Street Coordinator's Report presented by Ms. Admire.

CITY MANAGER APPROVAL:



Agenda Date: 02/27/2024
To: Main Street Advisory Board
From: Mary Ann Admire, Main Street Coordinator
Agenda Item: MSAB Meeting Minutes 01.23.2024
Date Submitted: 02/22/2024

SUMMARY:

Consider approval of meeting minutes from January 23, 2024.

RECOMMENDED ACTION:

Consider approval of meeting minutes from January 23, 2024.

CITY MANAGER APPROVAL:

Attachments

MSAB Minutes 01.23.2024 Draft

THE STATE OF TEXAS §
COUNTY OF ANDERSON §
CITY OF PALESTINE §

The Main Street Advisory Board of the City of Palestine convened in a Regular Meeting on Tuesday, January 23, 2024, at 12:00 p.m., in the Council Chambers Conference Room at City Hall, 504 N. Queen Street, Palestine, Texas, with the following people present: Board Chair Jodi Trout, Board Vice Chair April Shaner, Board Members Jean Mollard, Heather Chancellor, Langdon Elliott, and Maricela Rangel.

Staff present: Main Street Coordinator Mary Ann Admire and City Secretary April Jackson.

Board Member Ly Sath was absent.

CALL TO ORDER

With a quorum present, Ms. Shaner called the meeting to order at 12:04 p.m.

PROPOSED CHANGES OF AGENDA ITEMS

There were none.

PUBLIC COMMENTS

There were none.

CONFLICT OF INTEREST DISCLOSURES

There were none.

MAIN STREET COORDINATOR'S REPORT

1. Ms. Chancellor reviewed the activities of the Economic Vitality Committee and highlighted important statistical information.
2. Main Street Coordinator Mary Ann Admire provided the Board with a year-end wrap-up and details on current staff projects.
3. Ms. Trout reviewed the activities of the Promotions Committee.

APPROVAL OF MINUTES

1. Consider approval of the meeting minutes from November 28, 2023. Motion by Mr. Elliott, seconded by Ms. Mollard to approve the item as presented. Upon vote, the motion was carried 6-0.

DISCUSSION AND ACTION ITEMS

1. Ms. Mollard made a motion to re-appoint Ms. Jodi Trout as Board Chair of the Main Street Advisory Board. The motion was seconded by Ms. Chancellor. The motion was carried 5-0 with Ms. Trout abstaining from the vote. Ms. Chancellor made a motion to re-appoint Ms. April Shaner as Board Vice Chair of the Main Street Advisory Board, seconded by Ms. Mollard. The motion was carried 5-0 with Ms. Shaner abstaining from the vote.
2. Ms. Admire led a presentation regarding making requests for free Design Assistance for Main Street District properties from Texas Historical Commission professionals through the Texas Main Street Program.
3. Ms. Admire distributed a preliminary calendar of major events and holiday schedules for the Board to review. The calendar will be updated to reflect suggestions from the meeting before distribution to the downtown businesses.

ADJOURN

With no other business to come before the board, the meeting was adjourned by Ms. Trout at 12:47 p.m.

PASSED AND APPROVED THIS 27th DAY OF FEBRUARY 2024.

Jodi Trout, Board Chair

ATTEST:

Mary Ann Admire, Main Street Coordinator

DRAFT



Agenda Date: 02/27/2024
To: Main Street Advisory Board
From: Mary Ann Admire, Main Street Coordinator
Agenda Item: Review and Consider Sign Permit 1 for 113 W. Main Street
Date Submitted: 02/22/2024

SUMMARY:

Review and consider a sign permit application #1 - 113 W. Main Street - Atlas Credit

RECOMMENDED ACTION:

Review and consider a sign permit application #1 - 113 W. Main Street - Atlas Credit

CITY MANAGER APPROVAL:

Attachments

113 W Main St Permit App 1



SIGN PERMIT APPLICATION

SIGN LOCATION AND CONTRACTOR INFORMATION		
Address of Sign:	113 W Main St	Palestine, Texas
Proposed Advertisement:	Atlas Credit	
Sign Company Name:	Palestine Sign Company	
Contact:	Shawna McCall	
Sign Company Address:	500 W Main St Palestine, TX 75801	
Phone #:	903-922-2500	Email: palestinesigncompany@

TYPE OF SIGN			
<input type="checkbox"/> Freestanding (Pole Sign)	<input type="checkbox"/> Freestanding (Monument)	<input checked="" type="checkbox"/> New Sign Face	<input type="checkbox"/> Hanging Sign
<input type="checkbox"/> Wall Sign	<input type="checkbox"/> Canopy	<input type="checkbox"/> Awning	<input type="checkbox"/> Directory Sign
<input type="checkbox"/> Signboard	<input type="checkbox"/> Window Sign	<input type="checkbox"/> Projecting Sign	<input type="checkbox"/> Sidewalk Sign
<input type="checkbox"/> Historic Sign	<input type="checkbox"/> Spectacular Sign	<input type="checkbox"/> Ghost Sign	<input type="checkbox"/> Landmark Sign
<input type="checkbox"/> Other (specify):			
Sign Dimensions: 2.5' x 5'			
Is the sign illuminated? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
<small>**In accordance with STATE LAW & CITY ORDINANCE, illuminated signs must be constructed, installed and wired by a State Licensed Electrical Sign Contractor or a State Licensed Master Electrician.</small>			
<small>*New monument or ground signs require additional landscaping requirements.</small>			
<small>*The Main Street Manager reviews signage in the Main Street Overlay District.</small>			

APPLICANT SIGNATURE	
I acknowledge that all of the information provided in the application is true and correct to the best of my knowledge. Furthermore, I am the legal owner of the property described in the application or, alternatively, that I am authorized to represent all of the owners of the property where the sign(s) will be removed, repaired, constructed, or altered.	
Owner or Agent's Signature	Shawna McCall



SIGN PERMIT APPLICATION

*See
Attached*

APPLICATION SUBMITTAL REQUIREMENTS

1. Completed application;
2. A site plan or survey showing the following information:
 - The type of sign to be installed or repaired. (Example, pole, monument or wall sign);
 - The dimensions and total square footage of the sign and the sign's support structure;
 - The location of the sign in relation to the face of the building on which, or in front of which, it is to be located;
 - The boundaries of the lot or parcel of land upon which it is to be located including the address;
 - All electrical transmission lines within 30-feet of any part of the proposed sign or sign structure;
 - The dimensions and location of all electrical signs on the premises.

PERMIT FEES

1. Sign Permit, Non-Illuminated: \$25.00
2. Sign Permit, Illuminated: \$50.00

STAFF USE ONLY

Sign within Commercial Corridor? ☐ Yes ☐ No Applicable only to pylon or pole signs

Pole Sign? ☐ Yes ☐ No

Require Main Street approval? ☐ Yes ☐ No

Main Street Manager Signature _____

CREDIT



ATLAS

There are no Line in Sign .



OK
will
1.22.24

Application for Certificate of Appropriateness (COA)
City of Palestine, Historic Landmarks Commission



Property Address: 113 W. Main St. Palestine TX, 75801
Historic District: Main Street District

COA _____ - _____

OFFICE USE ONLY Ver 2015

Applicant and or Property Owner Information:

Name: Atlas Credit
Address: 113 W. Main St.
Phone: Rick: 903-922-2500
Email: palestinesigncompany@gmail.com

Required Signatures:

Applicant

Richard A. Farris, Jr.

Property Owner (if different from applicant)

Description of Work to be done:

Replace the facings and upgrade the fluorescent lighting to LED.

Image attached.

General Information:

The applicant adversely affected by any denial of the HLC regarding a Certificate of Appropriateness may appeal the decision to the City Council for final determination. All requests shall be filed in writing to the HPO within 10 days of the HLC's decision.

If the COA is approved, a building permit must be obtained within 1 (one) year from the date of approval, otherwise, the COA is null and void and must be reconsidered.

SUBMISSION/APPROVAL OF CERTIFICATE OF APPROPRIATENESS DOES NOT CONSTITUTE APPROVAL OF A BUILDING PERMIT. BUILDING PERMITS SHALL BE SUBMITTED SEPERATELY. THIS FORM MUST BE PRESENTED AT THE TIME OF A REQUEST FOR A BUILDING PERMIT.

Application for Certificate of Appropriateness (COA)
City of Palestine, Historic Landmarks Commission



Application Submittal Requirements:

The following documents are required to be submitted based on the type of work to be done:

- A site plan of the property of the individual property or map indicating the area of proposed work showing all affected building and/or structures on the site.
- Elevations and Architectural drawings of proposed structures or alteration to existing structures.
- Photographs of the existing conditions as well as any historical photographs, if available.
- Samples of the materials to be used.
- Any other information that may be helpful.

Staff may require addition information if it is deemed necessary to complete the application.

OFFICE USE ONLY

Application: COA _____ - _____

HLC Action on this request:

- ☒ Approved as submitted.
- ☐ Approved with conditions as listed below.
- ☐ Denied

Conditions of approval:

Signature of Authorized Representative

Date



Agenda Date: 02/27/2024
To: Main Street Advisory Board
From: Mary Ann Admire, Main Street Coordinator
Agenda Item: Review and Consider Sign Permit 2 for 113 W. Main Street
Date Submitted: 02/23/2024

SUMMARY:

Review and consider a sign permit application #2 - 113 W. Main Street - Atlas Credit

RECOMMENDED ACTION:

Review and consider a sign permit application #2 - 113 W. Main Street - Atlas Credit

CITY MANAGER APPROVAL:

Attachments

113 W Main St Permit App 2



SIGN PERMIT APPLICATION

SIGN LOCATION AND CONTRACTOR INFORMATION			
Address of Sign:	113 W. Main St		Palestine, Texas
Proposed Advertisement:	Atlas Credit		
Sign Company Name:	Palestine Sing Company		
Contact:	Shawna McCall		
Sign Company Address:	500 W. Main St. Palestine, TX 75801		
Phone #:	903-922-2500	Email:	palestinesigncompany@

TYPE OF SIGN			
<input type="checkbox"/> Freestanding (Pole Sign)	<input type="checkbox"/> Freestanding (Monument)	<input type="checkbox"/> New Sign Face	<input type="checkbox"/> Hanging Sign
<input type="checkbox"/> Wall Sign	<input type="checkbox"/> Canopy	<input type="checkbox"/> Awning	<input type="checkbox"/> Directory Sign
<input type="checkbox"/> Signboard	<input checked="" type="checkbox"/> Window Sign	<input type="checkbox"/> Projecting Sign	<input type="checkbox"/> Sidewalk Sign
<input type="checkbox"/> Historic Sign	<input type="checkbox"/> Spectacular Sign	<input type="checkbox"/> Ghost Sign	<input type="checkbox"/> Landmark Sign
<input type="checkbox"/> Other (specify):			
Sign Dimensions: 20 square per side			
Is the sign illuminated?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	
<small>**In accordance with STATE LAW & CITY ORDINANCE, illuminated signs must be constructed, installed and wired by a State Licensed Electrical Sign Contractor or a State Licensed Master Electrician.</small>			
<small>*New monument or ground signs require additional landscaping requirements.</small>			
<small>*The Main Street Manager reviews signage in the Main Street Overlay District.</small>			

APPLICANT SIGNATURE

I acknowledge that all of the information provided in the application is true and correct to the best of my knowledge. Furthermore, I am the legal owner of the property described in the application or, alternatively, that I am authorized to represent all of the owners of the property where the sign(s) will be removed, repaired, constructed, or altered.

Owner or Agent's Signature	<i>Shawna McCall</i>
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APPLICATION SUBMITTAL REQUIREMENTS

1. Completed Application;
2. A site plan or survey showing the following information:
3. The type of sign to be installed or repaired. (Example, pole, monument or wall sign);
 - We will be removing existing deca on window and replacing it with a new decals to match on both sides
4. The dimensions and total square footage of the sign and the sign's support structure;
 - The square footage per side is 20. We are refreshing the existing decals with the same verbiage just new decals to match the second side. (see attached photos) The left side is the current signage.
5. The location of the sign in relation to the face of the building on which, or in front of which, it is to be located;
 - The location of sign will be at 113 W Main St, Palestine, TX 75801. It will be located the front of the building replacing the current Atlas Credit sign window decals and adding to the right side.
6. The boundaries of the lot or parcel of land upon which it is to be located including the address;
 - There is retail space on both sides of this project Old Magnolia is on the left and Basket Kase is on the righ.
7. All electrical transmission lines within 30-feet of any part of the proposed sign or sign structure;
8. The dimensions and location of all electrical signs on premises.
 - There is no electrical for this project.



SIGN PERMIT APPLICATION

APPLICATION SUBMITTAL REQUIREMENTS

1. Completed application;
2. A site plan or survey showing the following information:
 - The type of sign to be installed or repaired. (Example, pole, monument or wall sign);
 - The dimensions and total square footage of the sign and the sign's support structure;
 - The location of the sign in relation to the face of the building on which, or in front of which, it is to be located;
 - The boundaries of the lot or parcel of land upon which it is to be located including the address;
 - All electrical transmission lines within 30-feet of any part of the proposed sign or sign structure;
 - The dimensions and location of all electrical signs on the premises.

PERMIT FEES

1. Sign Permit, Non-Illuminated: \$25.00
2. Sign Permit, Illuminated: \$50.00

STAFF USE ONLY

Sign within Commercial Corridor? ☐ Yes ☐ No Applicable only to pylon or pole signs

Pole Sign? ☐ Yes ☐ No

Require Main Street approval? ☐ Yes ☐ No

Main Street Manager Signature _____

Application for Certificate of Appropriateness (COA)
City of Palestine, Historic Landmarks Commission



Property Address: 113 W. Main St. Palestine, TX 75801
Historic District: Main Street District

COA _____
OFFICE USE ONLY Ver 2015

Applicant and or Property Owner Information:

Name: Atlas Credit
Address: 113 W. Main St
Phone: Rick: 903-922-2500
Email: palestinesigncompany@gmail.com

Required Signatures:

Applicant
Richard A Farris, Jr.
Property Owner (if different from applicant)

Description of Work to be done:

Reface windows signs so both sides match. Photos attached.

General Information:

The applicant adversely affected by any denial of the HLC regarding a Certificate of Appropriateness may appeal the decision to the City Council for final determination. All requests shall be filed in writing to the HPO within 10 days of the HLC's decision.

If the COA is approved, a building permit must be obtained within 1 (one) year from the date of approval, otherwise, the COA is null and void and must be reconsidered.

SUBMISSION/APPROVAL OF CERTIFICATE OF APPROPRIATENESS DOES NOT CONSTITUTE APPROVAL OF A BUILDING PERMIT. BUILDING PERMITS SHALL BE SUBMITTED SEPERATELY. THIS FORM MUST BE PRESENTED AT THE TIME OF A REQUEST FOR A BUILDING PERMIT.

Application for Certificate of Appropriateness (COA)
City of Palestine, Historic Landmarks Commission



Application Submittal Requirements:

The following documents are required to be submitted based on the type of work to be done:

- A site plan of the property of the individual property or map indicating the area of proposed work showing all affected building and/or structures on the site.
- Elevations and Architectural drawings of proposed structures or alteration to existing structures.
- Photographs of the existing conditions as well as any historical photographs, if available.
- Samples of the materials to be used.
- Any other information that may be helpful.

Staff may require addition information if it is deemed necessary to complete the application.

OFFICE USE ONLY	Application: COA _____ - _____
HLC Action on this request:	
<input type="checkbox"/> Approved as submitted.	
<input type="checkbox"/> Approved with conditions as listed below.	
<input type="checkbox"/> Denied	
Conditions of approval:	

Signature of Authorized Representative

Date

ATLAS CREDIT CO.
SE HABLA ESPAÑOL

LOANS
up to
1700.00

LOANS

LOANS

ATLAS CREDIT CO.
SE HABLA ESPAÑOL

LOANS
up to
1700.00

113 W. Main

ATLAS CREDIT CO.

STORE HOURS

MON - FRI 9AM - 5PM

SAT 9AM - 4PM

SUN 10AM - 3PM

ATLAS CREDIT CO.

113 W. Main

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Agenda Date: 02/27/2024
To: Main Street Advisory Board
From: Mary Ann Admire, Main Street Coordinator
Agenda Item: Review Status of Downtown Revitalization Project
Date Submitted: 02/23/2024

SUMMARY:

Ms. Admire will present a status update on the construction progress on the Downtown Revitalization Project - Phase 1.

RECOMMENDED ACTION:

Ms. Admire will present a status update on the construction progress on the Downtown Revitalization Project - Phase 1.

CITY MANAGER APPROVAL:
