

DRAFT

MINUTES THE MAIN STREET COMMITTEE REGULAR SESSION March 3, 2021

A Regular Meeting was held by the Main Street Committee of the City of Schertz, Texas, on March 3, 2021, at 6:00 PM in the Hal Baldwin Municipal Complex Council Chambers Conference Room, 1400 Schertz Parkway, Building #4, Schertz, Texas. The following members present to-wit:

Present: Councilmember Mark Davis
Councilmember Tim Brown
Councilmember Allison Heyward
Mayor Ralph Gutierrez

City Staff: Brian James, Assistant City Manager; Charles Kelm, Assistant City Manager; Brenda Dennis, City Secretary

Attendees: Dean Weirtz, Maggie Titterington, Nick Marquez, Denise Andabaker, Kara Brumgard, Demetric Herron, Jerry Goldick, Judy Goldick, Joyce Thomas, Judie Wenski

Call to order (Councilmember Davis)

Chair Davis called the meeting to order at 6:05 p.m.

Hearing of Residents

Chair Davis recognized the following:

- Denise Andabaker, 610 Main Street- Signed up to speak; however, when called upon, advised that she reviewed the agenda and the item that she wanted to give feedback on was not on the agenda. Chairman Davis advised she was welcome to comment as we go through the agenda items.
- Nick Marquez, 824 Main Street - He remarked that the grant program is extremely helpful for what's happening on Main Street. He continues to do projects and believes the program is why others continue to do projects. He proposes a small change. Right now you are allowed \$20,000 back from the city per year, which is good. He proposes changing it to

something for every two years total just because of a time limit on the application when applying at the end of the year. Depending on the application date, it will come out to \$40,000 every two years. Essentially, he's not proposing more money, just letting it happen sooner due to application date.

Discussion and/or Action Items

1. **Minutes** – Consideration and/or action regarding the approval of the minutes of the meeting of November 17, 2020. (B. Dennis)

Motion made by Councilman Brown and seconded by Mayor Gutierrez to approve the minutes of the November 17, 2020 meeting. Motion passed unanimously.

Moved by Councilmember Tim Brown, seconded by Mayor Ralph Gutierrez to approve the minutes of November 17, 2020.

AYE: Councilmember Mark Davis
Councilmember Tim Brown
Councilmember Allison Heyward
Mayor Ralph Gutierrez

Passed

2. **Branding Design** - Finalize branding design and banner update.

Assistant City Manager Brian James presented a PowerPoint presentation that included the palette for the branding design. The idea is to provide a consistent look which was the key, but we have a little flexibility to tailor it to the fit. Part of it, too, was the concept was to go with the blue starting out for these projects. It's a little different from the traditional rust red that you see in a lot of communities, so the idea was that it doesn't shock or contrast, but yet stands out.

Parks has worked with Public Affairs to work up a proposal in digital format for the Aviation Heights banners. They are looking to purchase 35 banners and brackets and start putting them up on Main Street. The dollar figure is low enough that we can do that on our own without going to Council. Barring some opposition on this, we're going to proceed with these plans. It's another quick upgrade with the idea that we revive the banner program overall. The city made a big push on that about 10 years ago and hadn't made a big investment in it, so we have fewer and fewer banners. We did new banners last year for July 4th and had support from Council. Dean Weirtz of the Schertz Historical Preservation Committee (SHPC) has done a good job, and barring opposition will move forward with ordering the banners.

After discussion, consensus that we move forward with banner project, present at the SHPC meeting and if they choose to pay for it then we will shift monies around, and can move forward. Brian believes we can possibly get them installed before the Movin' on Main Event scheduled for Sunday, April 11, 2021.

Additional feedback from Councilmember Tim Brown - the American flags along Main

Street are low. Would like to ensure that the banners be installed at an appropriate height.

Street Signs Update: One proposal coming from the SHPC was the Main Street sign with the coat of arms. The other was the sign with the plane, train, and tractor. The coat of arms is nice, but if we want to keep with a consistent look and feel, it's a bit hard to work that in. We want to find a way to work that in some spots possibly in the fence artwork. Staff is leaning toward the Main Street look. Councilmember Heyward concurred. Mayor Gutierrez asked if the block numbers would be on the Main Street sign as shown in the coat of arms sign example and Brian James advised that it would be incorporated on whatever sign we choose.

Parking Update: Mr. James stated we have now purchased the lot on Randolph and Main. There are 20 spaces and the project has been added to the maintenance schedule. We talked about butter blocks around the edges and there was a general consensus. We need direction on the face of the parking lot sign and the fences and walls. Proposing to repaint the existing sign black and then update with the same logo and add Public Parking at the bottom for a consistent theme. We would also put the limestone butter blocks around the corner.

Chair Davis asked if after placing the butter blocks, do we plan on filling it in with plants. He's concerned about butter blocks becoming a trash collection area. Mr. James advised that he spoke with Parks, and we're not going to fill in with landscaping because we don't have the irrigation to keep it alive. Much like we did at the Library, we plan on covering the planter in between the butter blocks probably with wood so that it doesn't become a trash pit.

Fence Designs: Discussion regarding the one fence is on the side against the adjacent property. It stair-steps up at the request of the property owner on that side to give more visibility. There are 4 foot metal panels on the bottom and wood slats across the top to give more height and to keep people from hopping over. If we are good with this design, we would replicate on the side of the other lot. Mr. Weirtz asked if the metal pieces are going to be painted, noting the rust on the panels. Mr. James advised that we are not going to paint. The idea is that we leave the rustic, rusty look. Mr. Weirtz remarked that he doesn't think it's attractive - that it doesn't give an Old World look, thinks it just looks like old metal. Suggests painting it a silver color to give it a neat appearance. Ms. Andabaker remarked that in her opinion, this is more modern and what is appealing to eye and provides the Old World look. Ms. Titterington remarked that when she was in the area on a project, she didn't know it had been put up and was looking at it from The Purple Pig side. It looks different depending on the side you're on and when looking at it from the house side, it does look off.

Chair Davis offered a compromise. The challenge we had when figuring out what kind of fence to put up and if the style is okay, we can replicate the same style of fence on the other lot. The possibility of painting can be addressed any time. So putting up the second fence gives us time to get some other public input and be readdressed at the June meeting. We can see if painting is the right way to go which will be an ongoing maintenance cost or if there's some other way to dress up the fence and make it more appropriate moving forward. Ms. Titterington commented that she likes the way the fence is because the compromise of not having a solid wall but having the slats on the top and solid on the bottom. She likes the way the fence was built and designed. Chair Davis commented that he likes the rustic look, but can understand the concern. Brian James commented that we could use the galvanized metal as opposed to the old rusted metal so that it looks shiny and new. It will have to be replaced over time, but the cost would be less than painting. Mr. Marquez, commented that

the rusted metal is over 100 years old. It fits to Main Street and is exactly what Main Street needs. It's also different from all the other Main Streets you see. It's a little variation of what is in Gruene, but it sticks out as unique and not copying other towns. If you put sterling silver on there, it looks terrible and the sun glare is going to be crazy. Remarked that it is a good solid fence, and it's going to last a lot longer the way it's built. More discussion ensued on the signs.

3. **Parking Update** - Parking lot improvements - Finalize signage and fence design.

Parking Update: Again Mr. James stated we have now purchased the lot on Randolph and Main. There are 20 spaces and the project has been added to the maintenance schedule. We talked about butter blocks around the edges and there was a general consensus. We need direction on the face of the parking lot sign and the fences and walls. Proposing to repaint the existing sign black and then update with the same logo and add Public Parking at the bottom for a consistent theme. We would also put the limestone butter blocks around the corner. Chair Davis asked if after placing the butter blocks, do we plan on filling it in with plants. He's concerned about butter blocks becoming a trash collection area. Brian James advised that he spoke with Parks, and we're not going to fill in with landscaping because we don't have the irrigation to keep it alive. Much like we did at the Library, we plan on covering the planter in between the butter blocks probably with wood so that it doesn't become a trash pit.

More discussion ensued on the signs. Mr. James advised the sign by the railroad tracks is going to be taken down and depending on the cost, we'll relocate it to the other lot. If it's not cost-effective, we will replicate the sign on the corner with the same face. One suggestion was to leave the sign and reface with "Schertz, Texas" or "Welcome to Schertz". Chair Davis commented that he would like to see the sign lit up and say "Main Street" with an old arrow pointing to Main Street because there's so much traffic. Councilmember Heyward commented that she would like to see it lit and have the branding. If you have the sign that's branded, maybe the fence will pull in because the logo next to it will tie it all together. Brian James offered that we take the top sign from Page 3 of the PowerPoint presentation, remove the images, but use the Est. 1958, Main Street, Schertz, Texas (with or without an arrow) and do it in white because it will be backlit.

General consensus is that we move forward with the sign on the corner, plan for a new sign for the new lot, and keep the sign by the railroad tracks and paint and reface the lit sign and bring a proposal with artwork to the June meeting. If anyone would like to submit their ideas, please forward them to Brian James or anyone on Council to be presented at the June meeting.

Brian James revisited the fence discussion. Everyone seems to like the general design, it's just a question of the rusted metal or the shiny/galvanized metal. Ms. Titterington commented that in her opinion it's not even whether it should be shiny. Just looking at the design compared to the structure that's by it - that's what was off-putting when she saw it with two totally different styles put together. It just doesn't look like it goes together because the house is so white. Brian James offered that we go with the same design on the other lot, put up a couple of shiny panels at the bottom and a couple of the rusted next to it and leave it that way for everyone to have a chance to look at and at the June meeting we come back

together and make a decision at that time. He will contract for the fence to be built and can get Parks to come back in once the decision is made and swap out the panels. Everyone agreed to this solution.

Fence Back side/Railroad side: The idea is to go with a 4-foot metal fence with no top part. That was because we want cars on 78 to be able to see them as corridors and don't want to block it off. However, on the 78 side, we stencil "Schertz Main Street" spanning the dimensions and bookend with coats of arms on either side. On the Main Street side we go with a mural concept. Do we want a more traditional, unified look across the whole fence, a unified art contest look, or have a panel-by-panel art program. Councilmember Brown commented that he thinks the architecture needs to be consistent. Chair Davis commented that we originally talked about doing something like the lower left picture. We originally talked about having a mural commissioned on the inside. He's okay with either a long solid mural, or a series of different ones. If we do that, he would still defer to backing the Schertz Historical Preservation Committee (SHPC) for direction. Councilmember Heyward concurs that we should consult with the SHPC to be consistent with the look we're going for on Main Street to try to revitalize, but yet stick with the Old World concept. Mayor Gutierrez does not agree. Having the panels provides us the opportunity put several different things that are associated with our city from the different eras (50's, 60's, 70's) instead of having one complete art that is broken up with the 4x4s that are in between. We could propose different types of art and let the SHPC select which ones to use because he'd like the individual panels to be different. Mr. James suggested we could take photos and get those installed on flat metal panels. Councilmember Heyward agreed that would work because it's then history of the city and fits with what Main Street's going for. To recap, the Highway 78 side will have "Schertz Main Street" and bookend with the coat of arms for a pop of color.

Discussion regarding current lot at Lee/Main - 25 spaces, add limestone butter blocks. Will move sign at back of Randolph/Main lot, and if cost-effective verses a new one, face the same as Randolph/Main lot. Will build screening fence and wall same as Randolph/Main lot and same direction on art.

New lot at Randolph and Main, relocate to SW corner (not corner of Randolph and Main) paint black with limestone butter blocks around base for seating.

Discussion regarding the Lindbergh reconstruction with angled parking, 8 or 9 spaces, direction to proceed on final design from Main to North of Curtis. Need to determine whether to proceed based on estimated cost/funding (not from Main Street Funds)

4. Art Installations - Finalize art selection.

Sculptures:

The license agreements have been drafted and will go to City Council for authorization March 23rd. Will go to business and the agreements will be for a 12-month minimum up to 5 years. After the 12 months, with 3 months' notice, the property owner can decide not to have the art installations on their property.

Discussion on bronze sculptures that was not settled. Initially we talked about a buffalo,

horse, train conductor, airman, and a settler. The idea was that to use a Native American sculpture, we would have to work with the Institute of Texan Cultures to have something appropriate. There was a fair amount of discussion on whether we want to go with images of people due to today's climate, or to play it safe and just go with animals (buffalo, horse, cow, white-tailed deer, cougar, coyote) and start with those. The consensus was that we take the risk and put an airman, settler, and/or train conductor because it's part of our heritage. Maybe potential concern with a Native American display or a custom/Schertz historical figure.

Long-term vision is to have an art program for the community in general and potential for art installations at the library, Pickrell Park, ball fields, soccer complex, and throughout the rest of the community.

Chair Davis commented that no matter what is done, someone is going to question it. The main question would be about tax dollars being spent for these sculptures. We can use hotel occupancy tax funds that are generated from visitors to Schertz for this purpose.

Mayor Gutierrez asked if a horse with a hospital buggy would be installed at the old hospital and Brian James advised that it would.

Fire Hydrant discussion:

Mr. James reports that other cities have taken non-working hydrants and paint them and notified the fire department that they are non-working hydrants and are being used as art. Two things we talked about:

How do we get the art program moving? The hydrants are intended as an art program to be placed on private properties for a year and then moved to other places if we want or retire them. Mayor Gutierrez suggested that the high school students can use them as art projects (possibly select art designs and have the designs approved before). Discussion on whether the art designs conflict with the historical look of Main Street. Suggested that we shelve this idea for now until we determine who is going to run, advocate, and review/approve art projects and all agreed.

Cut-Off Park discussion:

Possible diorama scene at Cut-Off Park. Do we want to do just buffalo for now or add settlers, wagon, and farm animals. Consensus for entire diorama. Contract will be taken to City Council.

5. Street Improvement Direction - Discussion and Direction

Medians: Randolph median to be done in textured colored concrete.

Lindbergh: There was a drainage issue from Main to Exchange that needs to go further to Curtiss, so we paused on the design. Will have angled parking and textured concrete in the median. Once design is set, we will look at overall cost through SPAM/CIP program (not Main Street funds). We do not want to do the chip seal, we will do the square seal. Unless there's disagreement, we will go to Council next meeting and proceed with the design and then see what the cost will be.

Main Street: Adjust to firm doing more work in area on design to go faster:

- Mill and overlay
- Bump outs
- Concrete at intersections
- Crosswalks in colored textured paving
- Lighting
- Trees -- May need to get right-of-way and easements for the trees
- Street furniture
- Entry monuments
- Move overhead utilities to underground

6. Next Meeting Date - Next meeting Tuesday, June 15, 2021 at 6:00 PM

Topics for Discussion:

1. Initial Street Design Schematic
2. Grant Programs

- Mr. James remarked that when we started, the grant programs were for historic preservation and to fix up buildings to make them look nice. Our tax rate is roughly .at \$00.51 per \$100 valuation and for every \$100,000 we go up on value, that's \$500. It takes a long time to pay that back. We don't think that anyone thought that this was going to pay for itself, it was a bigger vision to revitalize Main Street. Some values have gone down and a lot of buildings that haven't had a lot done with them have declined in value, but the property value has gone up. When a big investment has been made, you see a big jump in the property values.
- Chair Davis remarked that he would like to see us discuss the staff's recommendations on how many and what types of grants, look at options of applying for multiple grants, and timing sequence (calendar year or fiscal year, lock in from the date they apply or date they get the funds).
- Mr. James remarked that some cities apply grants in phases. For example, if we want to go above a 50/50, possibly a 65/35 or if the overall project costs is over \$100,000/\$125,000, then we'll give a more substantial grant. We've had a lot of fix-ups, not had any new construction.
- Our grant program has operated as such that if we get more people coming in, we find it from contingency (no worry of running out of money or submit before a certain date you won't be awarded a grant). He's heard that the way we've operated is if you meet the category, you get the grant. There's some concern on some aesthetics of the outside, and we may want to revisit that. We don't want to go with a real subjective look of the local flavor brand. Other programs in other cities such as San Antonio are much more tailored, and they are going after particular types of business, and it became a competition and was subjective.

3. Revisit Parking Lot Walls:

Additional questions/comments from gallery:

Are we going to look at acquiring additional parking near Contreras? Mr. James response was that we are looking to acquire property at the other end of Main Street and are obtaining an appraisal. At that time it will go directly to Council for

consideration.

Are the sidewalks on the north side going to be redone? Mr. James response was that to save money, we aren't planning to redo those sidewalks. Maybe sometime in the future.

Are we negotiating with the owner of the old hotel property to re-landscape? Brian James response was that last time when it was discussed is that the idea is to do a license agreement with them. He has reached out to them to do a large seating area that will help with the landscape and fill in the area. The idea is to dress up the carriage and add the sculpture. That was approved at the last meeting.

If the property owners are not choosing to invest in their property, why should they get the benefit of the extra landscaping, specifically the old hotel. Councilmember Davis responded that there are different grants -- one for capital improvements, one for signage, and one for hardscaping. We do have a program for matching grants -- when we come back in June we can ask the question of whether we have the right amount along there. The answer may be that we disassociate the hardscaping one from the other grant programs. Brian James also responded that part of the reason that property is receiving more improvements is that it has so much land out front that we can create a big, usable, meaningful, public seating area as opposed to most of the other properties that do not have that much area. If we had other property owners that have a large area out front, we can have that conversation with them about creating a public space as well.

Need for addressing the flood plain issues for Main Street. Chair Davis response was the flood plain issues goes well beyond Main Street. Council has spoken with staff regarding the impact of the flood plain in old Schertz in general. It will need to be looked at going into the future with the Corps of Engineers. This is far beyond the scope of the Main Street program.

Adjournment

Moved by Mayor Ralph Gutierrez, seconded by Councilmember Allison Heyward to adjourn the meeting.

AYE: Councilmember Mark Davis
Councilmember Tim Brown
Councilmember Allison Heyward
Mayor Ralph Gutierrez

Passed

Chair Davis adjourned at 7:23 PM.

Mark Davis, Chairman

ATTEST:

Brenda Dennis, City Secretary

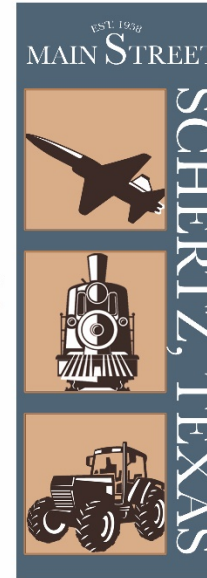
Schertz Main Street Committee

March 3, 2021

Agenda

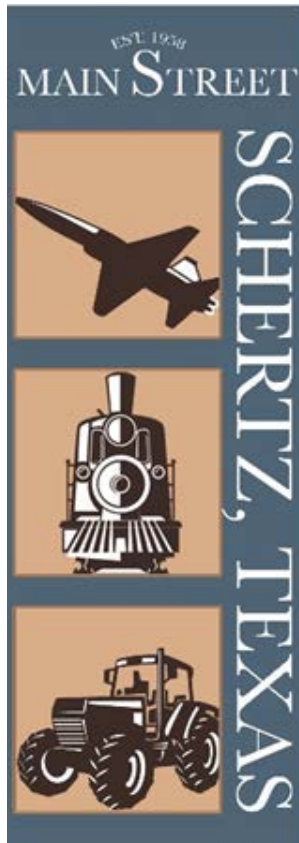
- Approval of the Minutes from November 17, 2020
- Parking Update
- Art Installations
- Branding Design (move up to first item)
- Street Improvements Direction
 - Medians
 - Lindbergh
 - Main street
- Next Meeting Date June 15, 2021

Branding Design - palette



Update

- Banners on Main Street
 - Parks is doing 35 banners on Main Street – working to get design to sign company



Branding Design

Need Direction on
Street Signs

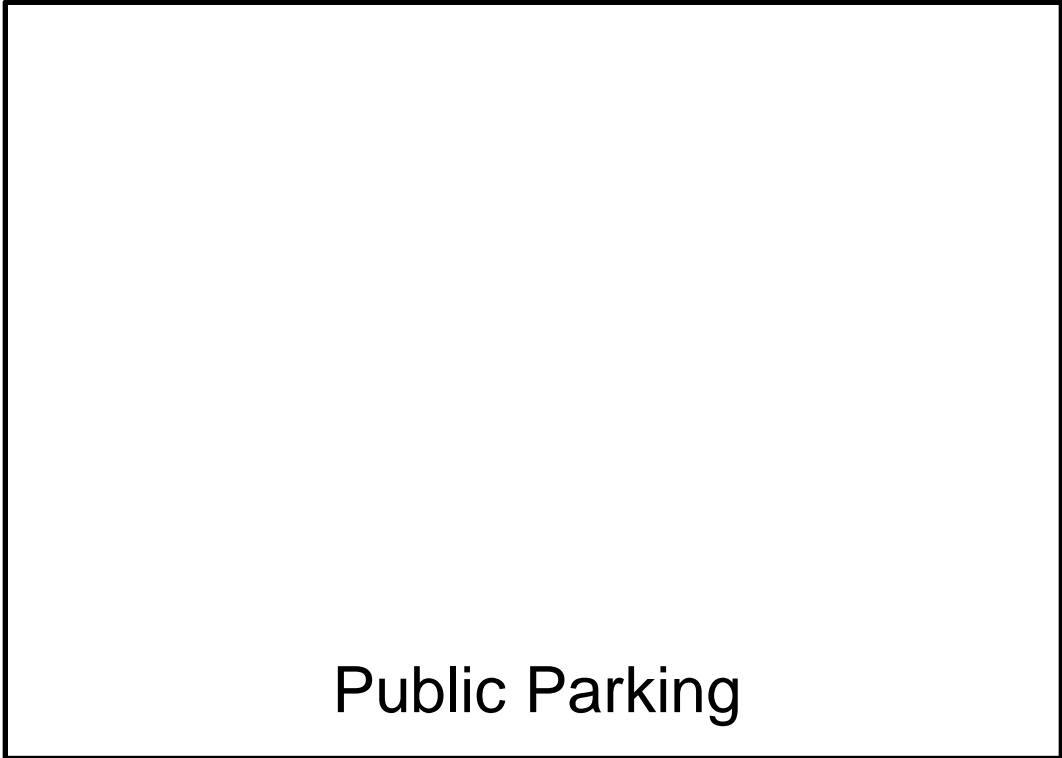


Parking Update

- Purchased parking lot at Randolph/Main
 - 20 spaces
 - Added to our maintenance schedule
 - Butter Block around edges
 - Sign face replacement
 - Need Decision on face
 - Need Decision on walls/fence – with art

New Lot at Randolph and Main

- Repaint sign black with limestone butter blocks around base for seating



Public Parking

Parking Unified Design – side fence



Parking Unified Design – Proposed Wall along FM 78 Wall



Parking Unified Design

- Wall along FM 78 – Proposal Need Direction
 - 4' tall metal panels
 - Stenciled “Schertz Main Street” on FM 78
 - Image on Main Street side

Parking Unified Design

- Part along wall on Main Street side Need Direction
 - Unified traditional art
 - Art contest unified
 - Art contest panel by panel



Parking Unified Design

Engraved “Main Street Schertz” placed near front corner



Edging

- Where edging needed – textured colored concrete

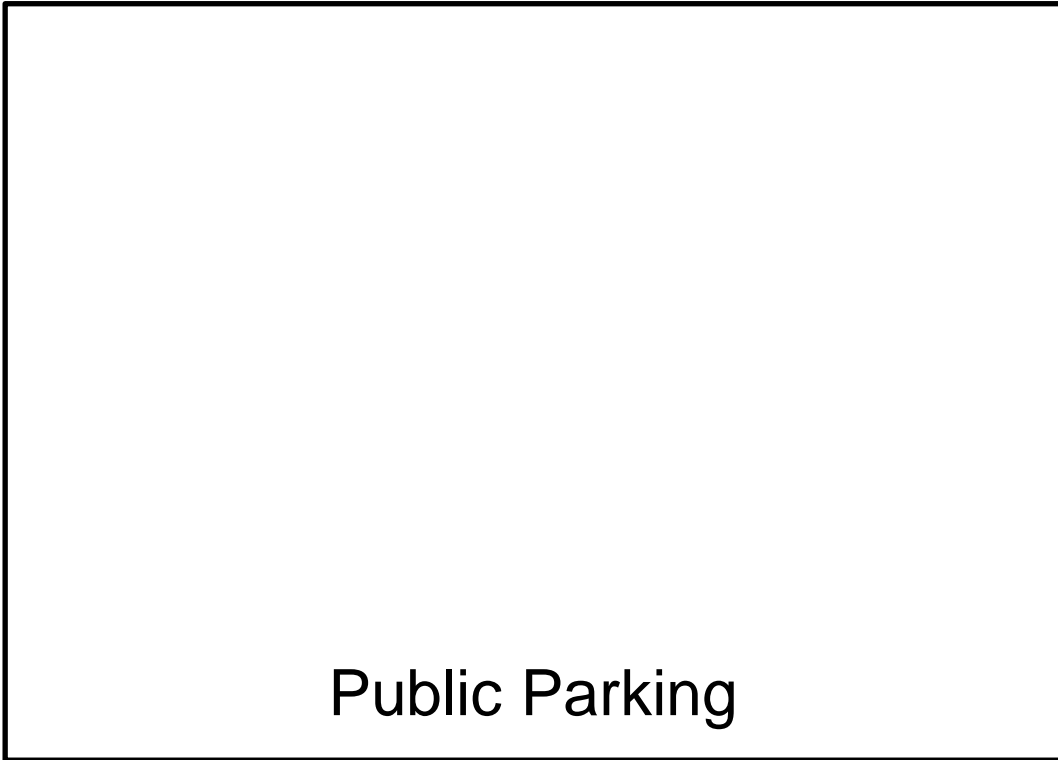


Parking Update

- Current lot at Lee/Main
 - 25 spaces
 - Add limestone Butter Blocks
 - Will move sign at back of Randolph/Main lot if cost effective (vs. new) and face with same as Randolph/Main lot.
 - Will build screening fence and wall same as Randolph/Main lot and same direction on art

New Lot at Randolph and Main

- Relocate to SW Corner (not corner of Randolph and Main) paint black with limestone butter blocks around base for seating



Public Parking

Parking Update

- Lindbergh reconstruction with angled parking
 - 8 or 9 spaces
 - Direction to proceed on final design from Main to North of Curtiss
 - Determine whether to proceed based on estimated cost/funding (not from Main Street funds)

Art Installations

- License Agreement Drafted (12 months minimum up to 5 years)
– go to CC for authorization March 23
- Finalizing Bronze Sculpture
 - To avoid controversy do we go with animals the first phase?
Buffalo, Horse, Cow, White-Tailed Deer, Cougar and Coyote
 - or
 - Buffalo, Horse, Train Conductor, Airman and settler
 - Native American working with Institute of Texan Cultures
 - Custom (person)

- City led art program led by the Parks Department (events staff person)
- Modeled after Georgetown

- First Project

- Short Term – Non Working Fire Hydrants on private property art contest
- Announce call for proposals
- Property owner approval
- City buy hydrants
- Artists paint
- City places hydrants



Art Installations

- Large Scene at Cut-Off Park
 - Just buffalo for now with ability to add settlers
 - Buffalo and settlers, wagon and farm animals

Main Street

- Street Improvements Direction
 - Medians
 - Lindbergh
 - Main street

Medians

- Randolph – textured colored concrete (attractive, low won't encourage folks to walk in road) Approved last meeting
- Lindbergh reconstruction with angled parking



Main Street

- Lindbergh reconstruction with angled parking
- Direction on parking item above – proceed with design

Main Street

- Main Street
- Adjust to firm doing more work in area on design to go faster
 - Mill and overlay
 - Bump outs
 - Concrete intersection
 - Lighting
 - Trees
 - Street furniture
 - Entry monuments
 - Plan to underground overhead utilities

Next Meeting – June 15

Topics:

Grant Program

Street Design initial schematic approval