

BELTON CITY COUNCIL WORKSHOP
May 10, 2016 – 4:30 P.M.

The Belton City Council met in workshop session in the Smith Room at the Harris Community Center with the following members present: Mayor Marion Grayson, Mayor Pro Tem David K. Leigh (arrived 4:35) and Councilmembers Craig Pearson, Dan Kirkley, Jerri Gauntt (arrived 4:40), and Guy O'Banion. Councilmember Paul Sanderford was absent. Staff present included Sam Listi, Gene Ellis, John Messer, Amy Casey, Brandon Bozon, Chris Brown, Erin Smith, Angellia Points, Ed Bandas, Matt Bates, Paul Romer and Cynthia Hernandez.

1. **Call to order.** Mayor Marion Grayson called the workshop meeting to order at 4:32 p.m.
2. **Presentation/Discussion on the Belton Downtown Development District Signage Master Plan.**

Director of Planning Erin Smith explained that, with the update to the Strategic Plan, an Economic Development goal was defined for the development of a Downtown Revitalization Plan. She said that \$200,000 has been allocated in the TIRZ Budget for this project. The City contracted with Brent Baker of Studio 16:19 to develop a Downtown Signage Plan, as one component. Public Works is developing a recommended public improvement plan for downtown, and they are working with Mack Parker of KPA Engineers for improvements to East Street.

Mrs. Smith stated that the Signage Plan has been developed, and after Council approval, Staff will bid the sign package and phase construction of the improvements. She added that goals for the project included:

- Define and identify the Downtown Development District (DDD) area perimeter;
- Visually create a strong sense of place;
- Help visitors find their way to and around downtown; and
- Highlight Belton's many assets, features, amenities, and destinations.

Retail Development Coordinator Ed Bandas spoke of branding Belton. He said that Belton has a great historic presence, but there is nothing that ties it all together. He presented the Council with the sign designs that are shown in Exhibit A. He explained how the signs will include a blue line that represents Nolan Creek, and showed how all the signs were similar in design. He also explained how the signs will denote the perimeter of the historic downtown district. The banners that are being recommended will be used in conjunction with the Bell County Museum banners on poles in the downtown area.

Mayor Pro Tem David Leigh asked for the dimensions of the District Identification Signage, and this was discussed. He explained that the letters on the sides of the pole would bend, and the blue squiggly line at the top would be a hazard. He

suggested making it a solid panel or a rock cut-out with the lettering recessed in it. He also suggested that the ending of the blue line denoting the creek stop at the edge of the sign and not hang over the side.

Mrs. Smith reviewed the cost estimates for the various signs with the Council, and added that Staff will put the package out for bid and determine if a phased installation will be required. She stated that budgeted TIRZ funds would go a long way toward completing the project.

Mr. Leigh added that he liked what was being proposed. He asked what type of materials would be used for the signs. Mrs. Smith stated that they will be made of metal and stone.

Mayor Marion Grayson asked what the size the signs were, and if they would meet our design standards regarding signage. Mrs. Smith explained that the design standards for signage went along with the zoning of the property and would vary. Mr. Bandas stated that the Directional Signs will be 12 feet, 11 inches tall, the Identification Signs will be 9 feet, 6 inches tall, and the Gateway Signs will be 10 feet, 3 inches tall. The Mayor said she didn't have a problem with 12-foot signs in the downtown area because there are a lot of sites to direct visitors to. She believes it is better than having to pick and choose what information will be included if it is a shorter sign.

Councilmember Jerri Gauntt said that she thought the signage plan was good even though we are spending a lot of money on the signs. She said that she immediately knew that the blue line on the signs was representing Nolan Creek. She also added that she did not like the night view option. City Manager Sam Listi said that the night view sign was the least desirable option to Staff as well. Mr. Listi added that the street sign toppers would be the best for downtown designation.

Mr. Leigh added that a red Public Parking sign is not recommended. He said that the International standard for parking is usually a blue P, and the red P usually denotes no parking. He suggested using a different color for the P. Mayor Grayson also suggested using the street sign topper on these signs as well to include the branding. Mrs. Smith asked if the star within the P should be removed, and the Mayor said that it should be.

Councilmember Gauntt stated that parking signs should be the most important item on the list because they are really needed. Mr. Listi said that the plan was to include several of each type of sign in a phased installation depending on bids. Mrs. Gauntt asked if there was any consideration for the type of material used by the National Parks Services. She stated that I-Zone is a local company that can provide a bid for the signs. Staff indicated I-Zone will be included in a request for bids.

The Mayor suggested the signs that are being removed could be used as markers at historic homes because the ones that are there now are in bad shape.

Councilmember Craig Pearson said that he really liked what was proposed. He asked if the rebranding plan that had been discussed 6-8 years ago could be adapted to be used along with this. Manager Listi said that the Council will hear more discussion on rebranding the Community as a part of the Comprehensive Plan update.

City Attorney John Messer said that there needs to be signage at various locations throughout the City directing people to the downtown area including at Schoepf's, at the high school and at UMHB. Several Councilmembers agreed.

3. **Discussion on making Belton a "Smoke Free" community.**

City Manager Listi explained that this item was requested by a member of the Council for discussion. There is a movement throughout Texas communities to become Smoke Free. He added that approximately 50 cities in Texas have passed comprehensive ordinances prohibiting smoking. He said that it would require an ordinance be passed to make Belton Smoke Free.

Councilmember Dan Kirkley said that it impressed him that not only smaller cities had joined the Smoke Free community, but the list included many larger cities as well. Mayor Grayson said that restaurants would be the most affected, and they are already monitoring smoking. She said that it was the restaurant's investment, and they should have the right to make the best decision for their business.

Councilmember Guy O'Banion said that he doesn't believe that there are many businesses that allow smoking indoors, but if they do, it is their business. He said that he is 100% against telling a business owner that they cannot allow smoking. He said the marketplace will take care of the issue.

Mayor Pro Tem Leigh said that he requested this item be placed on the agenda because he had been asked if Belton was going to join the Smoke Free Texas movement. He said that over the years, cities have become more Smoke Free. He added there are a lot of people who believe that there is a State law prohibiting smoking in restaurants, but that is not the case. Several surrounding communities have ordinances prohibiting smoking in restaurants, but Belton does not.

The Mayor said that people are more conscientious about smoking in public, and if a business allows smoking, that's their right. She said if she doesn't like smoking in a business, then she just chooses not to go to that business.

City Manager Listi asked Matt Bates, Director of Parks & Recreation, if he receives complaints about smoking in the parks. Mr. Bates said that the main issue for which he receives complaints is vaping in the parks. Mr. Leigh said that maybe we should consider addressing the public areas such as parks. Mayor Grayson asked if that would be difficult to enforce. Assistant City Manager/Police Chief Gene Ellis commented that enforcement of "no smoking" would be somewhat self-regulated.

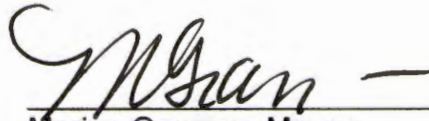
Mr. Leigh added that he thought the citizens would police each other and say, "Smoking isn't allowed here."

City Attorney John Messer said that the City already has an ordinance that prohibits smoking in public places. Manager Listi said that the sample ordinance includes a prohibition against electronic smoking devices. The existing City ordinance does not address it.

Councilmember Gauntt suggested that we revise our ordinance to include electronic smoking devices, and that we also post signs in the parks that smoking, including vaping, is prohibited.

Mr. Leigh agreed that we should tighten up the ordinance that we have now in public areas that we regulate, but not address the restaurants and other types of private businesses. He suggested possibly working on that if we receive a request to do so. Manager Listi said that Staff will work on the ordinance as it relates to public facilities.

4. **Adjourn.** There being no further business, the meeting was adjourned at 5:23 p.m.



Marion Grayson, Mayor

ATTEST:



Amy M. Casey, City Clerk



Belton Downtown Development District Master Signage Plan

Exhibit "A"

City Council Workshop
May 10, 2016



studio | 16:19

2016 Strategic Plan Goal: Economic Development



Develop Downtown Revitalization Plan

- Actions Taken/Underway
 - \$200,000 funding allocated in TIRZ Budget
 - Contracted with Brent Baker, Studio 16:19 for Downtown Signage Plan development
 - Public Works developing recommended improvements plan for Downtown
 - Contracted with KPA for East Street design recommendations



2016 Strategic Plan Goal: Economic Development



Develop Downtown Revitalization Plan

- Next step in Goal Achievement
 - Present, secure Council approval of Signage Plan
 - Bid sign package and phase implementation
 - Complete other plan element recommendations
 - Phase construction of improvements



Project Goals



- Define and identify the Downtown Development District (DDD) area perimeter.
- Visually create a strong sense of place.
- Help visitors find their way to and around downtown
- Highlight Belton's many assets, features, amenities, and destinations.

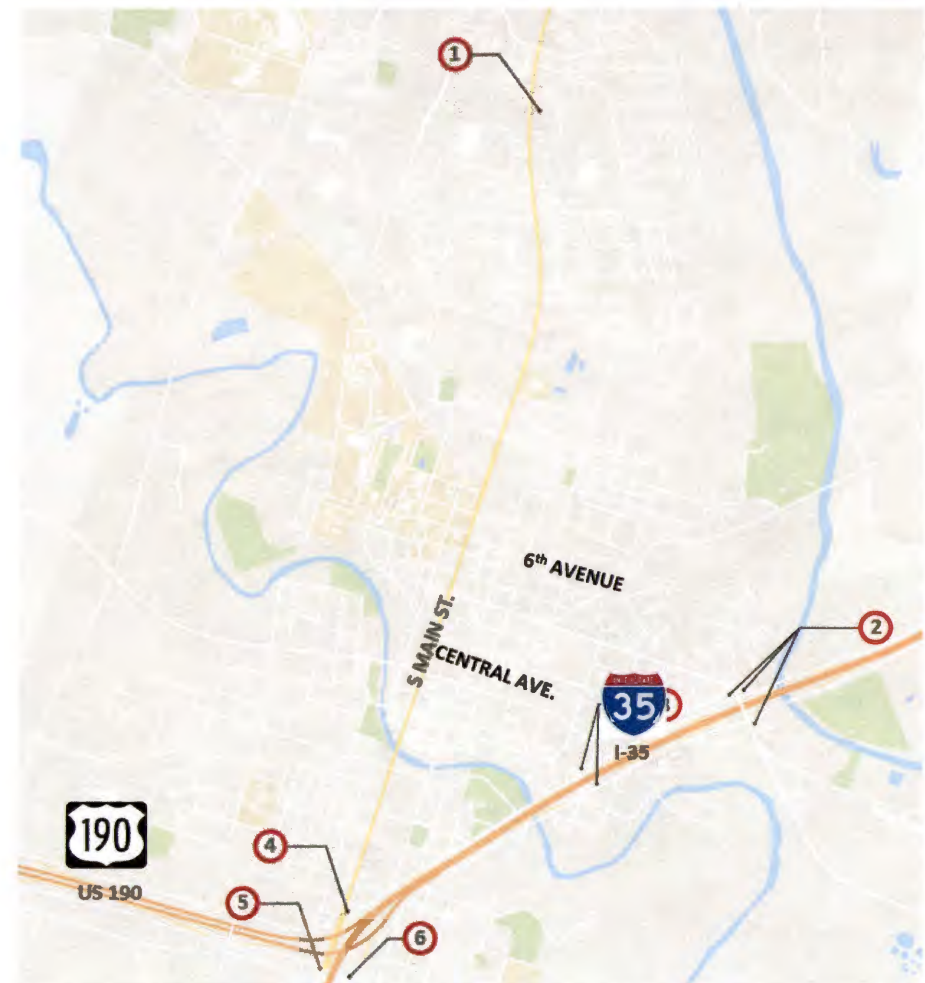




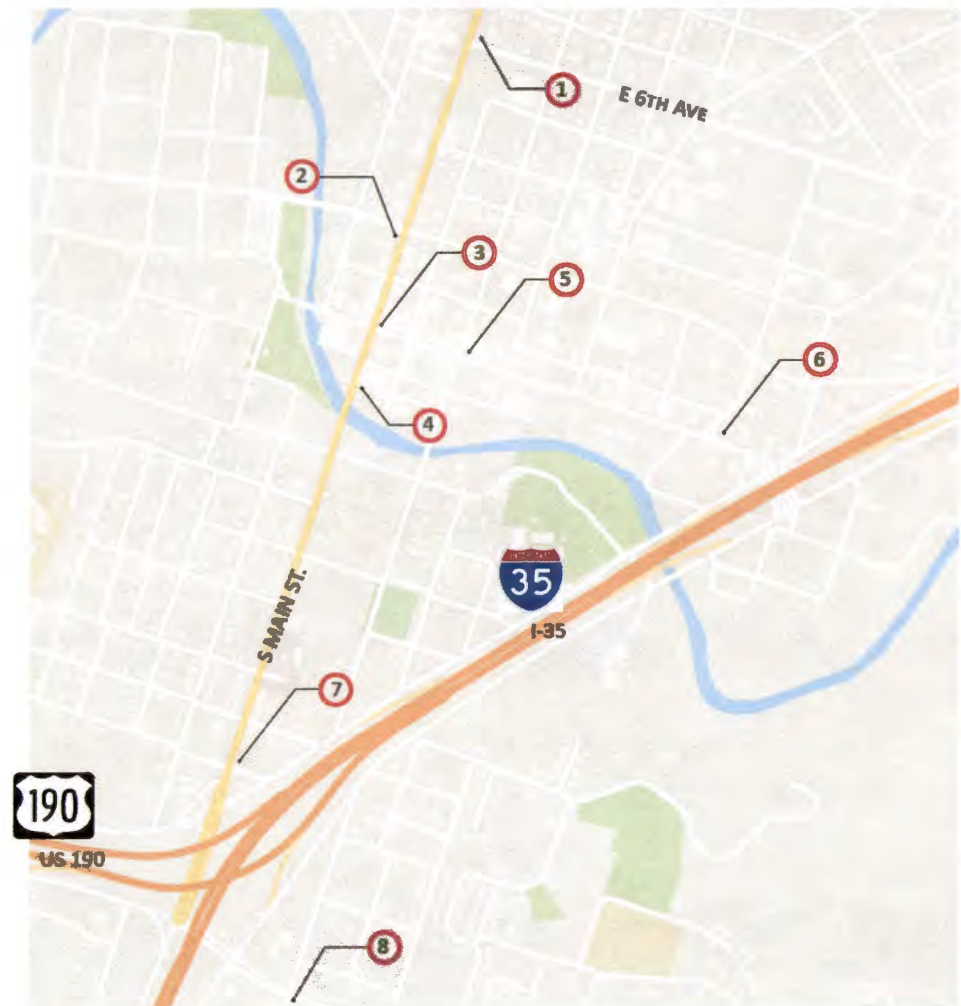
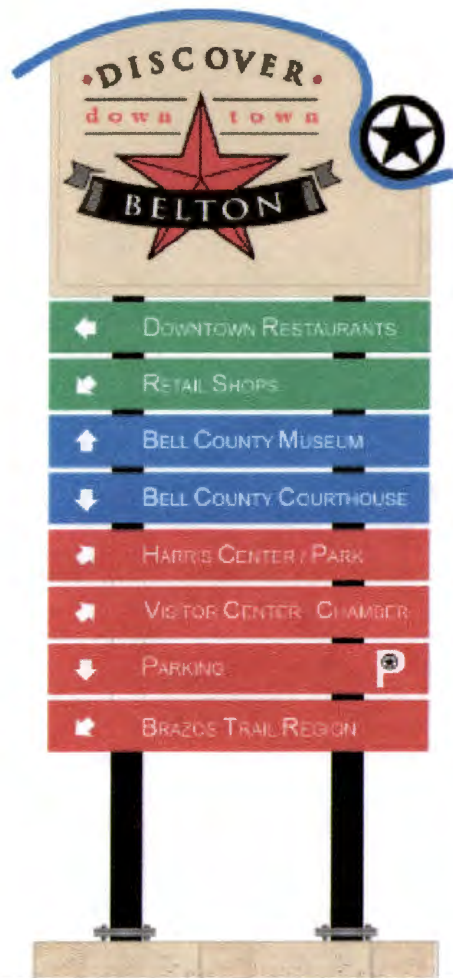


CURRENT SIGNS

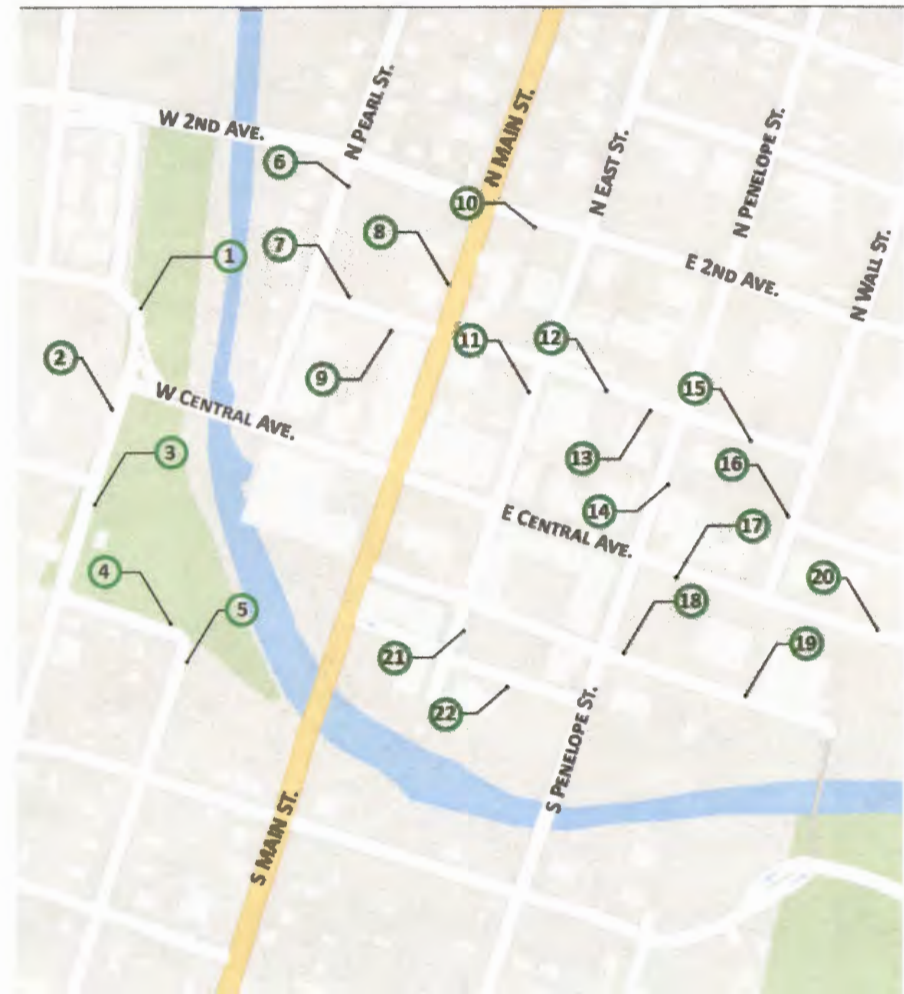
Gateway Entrance Signs



Directional Signage



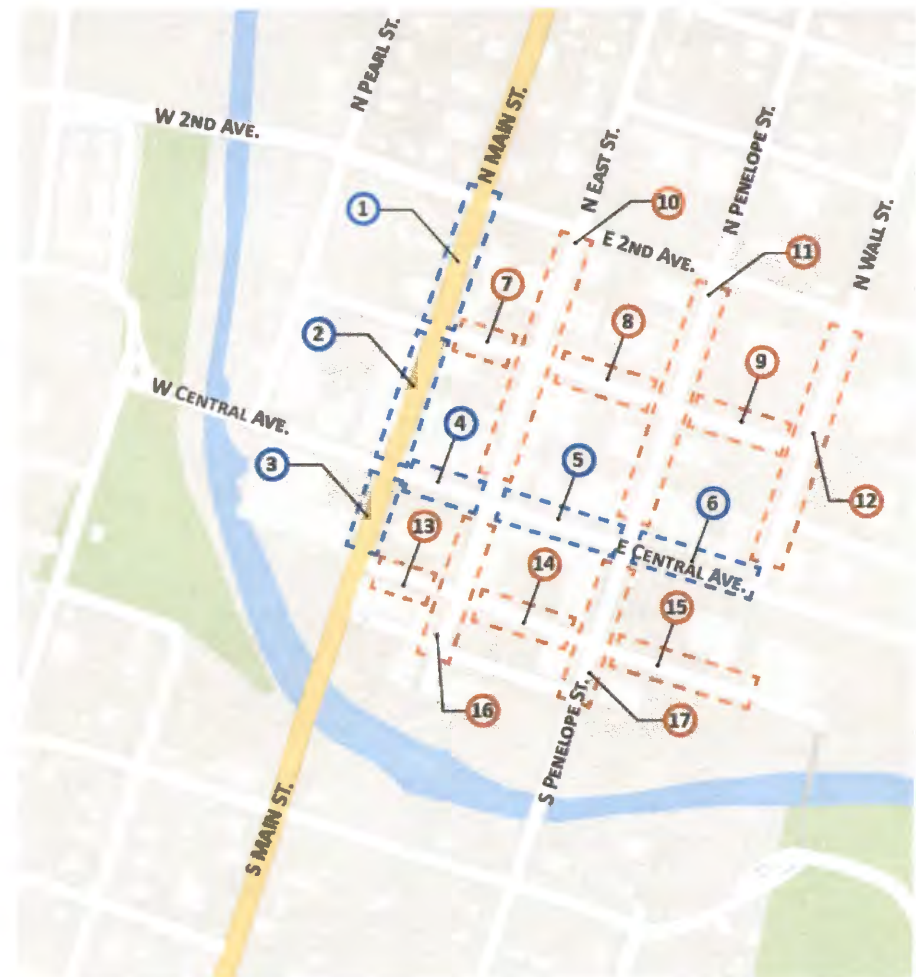
Public Parking Lot Signage



Street Sign Topper



Banners & District Identification Signs



Project Funding



- Gateway Signage (9) – \$58,500 or \$6,500 each
- Directional Signage (8) – \$68,000 or \$8,500 each
- Public Parking Signage (22) – \$19,030 or \$865 each
- Street Sign Topper – \$375 for each sign
- Banners – \$650 for each banner combo
- District Identification Signs – \$1,650 for each sign



Next Steps...



- Request professional bids for all signage
- Review the bids and develop recommendations based on available funding
- Sign construction and installation

