



**MINUTES**  
**Downtown Advisory Committee**  
Monday, November 20, 2023

**1. Call to Order / Roll Call.**

The meeting was called to order at 5:30 p.m.

**Committee Members Present:**

Chris Wardlaw, Chair  
Melissa Randle, Vice-Chair  
Mike Lopez  
Roger Thedford  
Gavin Hernandez  
Mike Pettis  
Grant Mendeljian

**Committee Members Absent:**

Trovette Tottress

**Councilmembers Present:**

Chris Kern  
Marcus Ray (arrived at 5:48 p.m.)

**Councilmembers Absent:**

Amy Bartley

**Staff Members Present:**

Robyn Battle, Executive Director  
Mario Canizares, Town Manager  
Chuck Ewings, Assistant Town Manager  
David Hoover, Development Services Director  
Leigh Johnson, IT Director (arrived at 6:11 p.m.)

**2. Consider and act upon the minutes from the November 6, 2023, Downtown Advisory Committee meeting. (RB)**

Melissa Randle made a motion and Mike Pettis seconded the motion to approve the minutes from November 6, 2023. The motion was approved unanimously.

**3. Comments from the Public.**

There were no comments from the public.

**4. Discussion on Downtown parking strategies. (DH)**

Mr. Hoover presented information about a parking analysis Town staff had previously conducted. Staff will continue to refine the analysis to provide a more accurate account of private and public parking capacity in Downtown. The Committee discussed several parking strategies, including the possibility of shared parking agreements among downtown merchants and property owners to maximize public parking. Town staff will pursue coordinating shared parking among new developments as they occur.

The general consensus among staff and the Committee is that a parking structure/garage is not necessary at this time, but a parking structure should be considered as part of a long-term parking strategy. The Committee asked staff to explore asphalt paving for the Town-owned lot on the east side of Main Street just south of the Prosper EDC building, as well as a paved walkway that would run east of the property to Coleman.

In order to maximize parking at Town Hall, Town staff have already been directed to park fleet vehicles on the west side of the lot to maximize public parking on the north side. Town staff will explore relocating fleet vehicles to the Public Works site to free up even more public parking at Town Hall. Valet parking was introduced as an option to be considered. The idea was raised to pave the EDC lot west of Town Hall with gravel; however, the Committee decided against this option since gravel paving would not comply with Town paving standards.

The Committee discussed additional lighting in and around Downtown to create a more welcoming environment for visitors, including lighted bollards in the Town Hall parking lot and along the walkway between Town Hall and Broadway. Additional wayfinding and public parking signage directing visitors to public parking would also be helpful. Staff will investigate the parking strategies discussed by the Committee and bring these items back for discussion at a future meeting.

**5. Discussion on Public Wi-Fi in Downtown. (LJ)**

Mr. Johnson presented information on providing free public Wi-Fi service in the Downtown area. Some Downtown merchants still struggle to have reliable Wi-Fi services. The Committee decided to focus on the area around Town Hall, Broadway and Main for an interim solution until the market drives Broadband providers to fill in service gaps. Mr. Johnson will compile a cost estimate for a turnkey solution for public Wi-Fi, including installation and ongoing maintenance and present the information at a future meeting.

**6. Discussion on the use of Town and EDC funds for Downtown. (RB)**

Mrs. Battle reviewed the list of options that have been submitted to date for the use of the \$1 million in combined funds set aside by the Town and the EDC for Downtown improvements. The Committee has been tasked with identifying the priority uses for these funds that can be implemented quickly and have the highest impact. The list will be updated and reviewed as ideas are presented and cost estimates are gathered.

The Committee had previously discussed installing string lights across Broadway and Main. Staff was directed to expand the scope of the project along Broadway from Coleman to McKinley and on Main Street from First to Broadway. Wrapped tree lights and uplighting should also be installed and lit year-round in this same area. Staff will

investigate whether the lights are on timers. Electricity will need to be run to the light poles along Main in order to install outlets on the poles and uplighting. As an alternative to string lights, the Committee would like to pursue cost estimates for several lit archway structures that extend across Broadway and Main at key intersections. These permanent structures could possibly contain conduit for future Wi-Fi or other infrastructure improvements and could include colored lights that can be changed for holidays or special events. Initial locations for the archway structures would be along Broadway at the intersections of Coleman, Main, Crockett and McKinley. Additional structures may be added along Main Street.

The Committee requested that trash receptacles be installed along Broadway as soon as possible. Staff will return with design options and a quote at the December 4 meeting. Additional staff resources may be needed as Downtown continues to grow to keep the streets and sidewalks clean.

Staff is recommending that the trees along Broadway and Main be replaced with different tree species that are more suitable for the area, and that will grow to provide an adequate shade canopy. The tree wells may need to be replaced to accommodate the new trees. If possible, staff will make an effort to install the necessary electrical conduit on Main Street as the new trees and tree wells are installed.

Ms. Battle will update the Downtown improvements list and email it to the Committee members so they may begin prioritizing the projects.

**7. Discussion on the Downtown Overlay District. (DH)**

Mr. Hoover provided an overview of the process to create a Downtown Overlay District, which will establish development standards in the Downtown area that draw from the Town's existing Zoning Ordinance, Comprehensive Plan, and the Downtown Master Plan. The Overlay District will create cohesion and compatibility in Downtown, while establishing a unique sense of place. Town staff will bring a draft of the Overlay District for the Committee to review in February.

**8. Discussion on ideas for vacant lot at northeast corner of Main and Broadway. (MR)**

The Committee discussed potential uses for the property to be preserved as an amenitized open space. While the property is privately owned, the Committee asked staff to prepare some conceptual designs that may include a gazebo or gathering space, seating, lighting, a historical marker and paved paths to create a unique focal point in Downtown. Town staff will prepare conceptual designs for the Committee to consider at a future meeting.

**9. Requests for future agenda items.**

The Committee will review the list of potential items for funding and begin prioritizing items at the next meeting.

**10. Discuss January 2024 meeting dates. (RB)**

The January 1 and January 15 regular meeting dates will fall on Town holidays. Mrs. Battle will propose alternative meeting dates for January via email.

**11. Adjourn.**

The meeting adjourned at 7:48 p.m. on Monday, November 20, 2023.

These minutes were approved on Monday, December 4, 2023.



**Chris Wardlaw, Chair**



**Robyn Battle, Executive Director**