

HISTORIC DOWNTOWN ECONOMIC COMMITTEE

4/7/22, 5:30 – 7:00, Cedar City Council Chambers

Members Present: Jennie Hendricks, Ron Cardon, Mark Baruffi, Chris McCormick, Maria Twitchell, Danny Stewart, Ron Cardon

Excused: Councilman Scott Phillips, Jeff Corry, Evan Vickers

Minutes: Megan Anderson

Call to Order: Jennie Hendricks

Pledge of Allegiance: Jennie Hendricks

Approval of Minutes:

Motion: Danny Stewart made a motion to approve March minutes as written. Chris McCormick seconded this motion. All present approved unanimously.

Public Agenda:

None Present

Business Agenda:

Utah Main Street Program Historic Downtown meeting with Norma Miess – April 14th

We will meet in the Council Chambers at 8am with Downtown businesses and property owners. We will have breakfast at this meeting and try to get a downtown directory together. Then Norma is planning on speaking to the group. After the Downtown businesses we will have the city leaders and senior staff. We have invited all the city council members, the mayor, and the city manager. Norma will speak with them as well. This is the opportunity for city officials to share overall vision for downtown. Then our committee will meet with her and our focus there will be the opportunity to meet with leaders that will be managing the Main Street Program to learn more about start up efforts and the vision for downtown and to discuss alignment with the main street approach. And we will end with a walk through the downtown. The time frames will be 8:00-9:15, 9:15-10:15, 10:15-11:30, 11:30 we will walk downtown.

If this committee is all in attendance at 8:00am we can just continue through each section of the meeting, with a possibility of completing sooner than planned. Jennie offered to order breakfast and discussion occurred on how many we think will attend. They will be personally invited as well as an invitation sent out to emails on business licenses. If anyone can help pass out invitations. We will also print the downtown clean up flyers to send out with those invitations.

UMSP Monthly Zoom

This month was about the Main Street Committee and who should be members of this committee. It was suggested that someone that has design background be a part of this committee. As well as possibly an accountant. Ogden Downtown Alliance spoke at this meeting as well. They spoke about their successes and challenges.

Discuss March 11th Downtown walk

Chris created notes on our Downtown walk. (attached) This list is extensive. It would be hard to get through four pages of bullet points. Jennie suggests that we go through and mark what this committee can accomplish. When the Ogden Alliance presented on the Zoom call, they mentioned that they went and took pictures of their entire downtown, printed them out and color coded them with a time frame. Can do this year, within 18 months, 2 years, 5 years, or even if it is someone else's responsibility.

- The metal grates around the trees – they are here, we are just working out someone to do cement to help them set correctly around the trees. They are scheduled to start right after the Spring Festival.
- RFP for Landscape Architect in the Downtown. Still out at least 3-4 months.
- We will talk to Anthony about the bolts sticking out of the sidewalk. They just need to be ground down. Megan will talk to Anthony.
- Develop greenspace/park/walking path for the space between the drive through between Caldwell Banker Real Estate building and the Jolley's building. Danny and Jennie will speak with Dan
- Businesses have sticker and paper signs that detract from downtown businesses. We need to get a better handle on our downtown plan before we move forward on this. So at least we have a standard, even if they're not an ordinance. Just to provide a look of what we are going for. If we can create a guideline/standard. Maybe with some of the funding we can find we can offer to businesses to update their signs. The Downtown ordinance has guidelines as well as the main street program. Those can be reviewed. It seems though that when businesses are installing a sign, they do not consult with the city or the ordinance.
- Moving the Helen Foster Snow statue – some feel that to move the statue in front of the Hong Kong Buffet there would be a lot more exposure for the statue. Would that be simple enough to move? Then we would need permission of property owner. It is mentioned that if we move the only female statue that the city has into a less prominent space like a parking lot rather than the corner of the City Park. How much repercussion would we get from the community? There was a purpose that statue was placed where it was. It was not for the tourists, but for our community to know what Helen Foster Snow did and there is a whole group that decided to place it where it is. Maybe a better fix would be to place a plaque on the building directing them to where the statue is. Finally, it was decided that Helen will stay where she is and Visit Cedar City Brian Head is installing new directory signs that actually have her story on them.
- Trimming trees in the downtown, specifically in the Lin's area and the spot where Great Harvest Bakery is. These are all governed by the Downtown Parking Authority. It is believed that those

would all be covered by the city to take care of trimming those trees. There are fees being paid into the Downtown Parking Authority. Do those fees cover the landscaping at all? Or at least the maintenance in that parking area?

- Encourage better signage – goes along with the previous portion. We need to create a standard. We could encourage better signage and probably talk to the landlord of these buildings. Maybe offer them something to hand off to a new tenant with signage examples.
- Encourage use of flower/planter pots. It would be nice to do a bulk order with a plan to place them in specific places. Business owners would probably be happy to have a pot in front of their place but if we could have them made and delivered. Businesses would probably be happy to provide money rather than their time as they don't have it. Could we ask the watering person to take care of that? It is likely the business owners would not be able to keep up with them. It is suggested to wait for the Landscape Architect to help us decide on this. Jennie also suggests that we just speak to Anthony and see if his watering person would be willing to water the pots along with the hanging pots that are hung.
- Remove dead shrubs by Hong Kong Buffet – goes along with the trimming of the trees in that area.
- Remove 4x4 post next to Town Center Shopping Center electric sign. – this just needs to be pulled from the ground it used to have a leasing sign on it. Brent said he would just go remove it.
- There is also some dead shrubbery that has been cut and placed on the ground in that area that just needs to be picked up and thrown away. It is suggested that whoever is responsible we need to take a picture and send a letter with the ordinance. This can be quickly addressed they know exactly what we're talking about. Then give them the option of fixing it, like you need to replace the shrubs that are dead. We need to be specific.
- Sketch out a raised deck seating area with railings in front of El Maguey Restaurant – Encourage them to place a deck where they could offer outdoor dining.
- Encourage store owners to put in better signage on their buildings – to go with the above mentioned.
- Remove the big blue textbooks drop box – www.bookdrop.com It would be nice to be able to replace with a bench and planter boxes or pots – make it attractive & inviting. Jennie was able to find an address on the internet, but no phone number. There is also an email. It is suggested that Megan send an email with the cedarcity.org email.
- Remove the old awning arms on the Main Street side of the Great Harvest building. It is currently falling off of the building. This would be a chance to offer the money option to update their awnings.
- There are tree limbs stacked on the ground on the north side of Great Harvest – remove them. This would be another great location for a park bench as well.
- The sidewalk by the Lin's Grocery Store sign on Main Street is horrible, because of tree roots. – this needs to be repaired ASAP. Also talk to Anthony. This is a major trip hazard and is not good for the image of downtown.

- There are a number of little brick walls on Main Street in front of Lin's. One in particular is damaged and is not very attractive – needs to be repaired. This too is another good place for some benches
- Enforce the ordinance regarding vinyl signs downtown – some of these are a real eye sore.
- Trim the shrubs growing around the sign at the Verizon store. Conversation with the business owner.
- Encourage Verizon to put in a deck & sitting area with several charging stations in front of their store – this would be a great benefit to visitors but could also help attract customers. Conversation with the business owner.
- Remove paper signs from the poles throughout the downtown area. Many of these signs are heavily taped on the poles and are difficult to remove. This used to be something that the VIPS would take care of, otherwise it is a code enforcement issue.
- Remove the round stickers on the sidewalks downtown – they are dirty and worn. The Downtown Clean up can clean these up.
- Put in a trash can near Sizzler on the Main Street side. It seems there is quite a bit of trash and debris in the gutter at 200 North and Main Street.
- Help Snap Fitness come up with a more attractive way to dress up their windows. The painted windows are a major distraction and take away from the feel of our historic downtown. Also addressed with a sign design/standard.
- Install hydraulic bollards (poles that block off a street from automotive traffic) on Hoover. This would be a great street to close off at night and put out tables and chairs for events. We could have live entertainment, flea markets, or other fun events on this street.
- Install hanging lights between the buildings on Hoover Street. This would add to the ambiance of our downtown at night. It would also serve as a means to attract more people downtown in the evening
- Sand blast the front of the Vacuum shop. Brent recalled that they attempted to sand blast it once and it was a weak adobe brick, and it was wearing the brick down.
- Paint a mural on the Hoover Street wall of the Vacuum Store. Place this into the long-term plan, with the bollards and lighting.

Mark asked why this Hoover Avenue idea would need to be a 5-year plan. It would be something exciting to do. Jennie says really because we have no money in the budget for that right now. It would be fun to work on that to create some buzz and maybe get all of this other stuff on the roll. Hoping to get some reenergizing of business owners to want to participate. The bollards would have to be necessary really. Just something to show a real programmed area for these types of activities to bring people downtown. The lights wouldn't be all that expensive. Jennie suggests bringing in Brooke to see if she could do some events in that space to help kick it off. Possible some gates installed that could be shut at night.

- Develop guidelines for window signs downtown so they don't detract from the historic feel. Leavitt Group window covers make the building look vacant and not inviting. It is in the

ordinance that the amount of window space that can be covered by signs is covered. Some of these are against the ordinance.

- Put in a new bench and planter pots in front of Century 21 – Jennie has already purchased these.
- Encourage more business to utilize blade signs in the downtown area. Consider a matching grant to help with these. It would be nice to approach the business owners and let them know we are going to place a bulk order and then see if they would be willing to jump on board. It's perfect for foot traffic to be able to see what they are walking towards. It would be nice to have different options to make available.
- Encourage Wells Fargo to put pots and flowers in front of their building. We spoke with the manager, and she said she'd get with corporate on this
- Look for a creative way to make Well Fargo's drive through look more attractive. We did not talk to the manager about this. There is really nothing we can do about this.
- Work with downtown businesses to purchase large flowerpots to put in front of their shops. This would enhance the beauty of our downtown district significantly. Possibly work with a nursery or someone that could care for them for a fee
- Make the Downtown Theatre a major project for the H.D.E.C.
 - Pull the right people together and develop a plan and renderings
 - Bring in Farah LeFevre to put together renderings and get her ideas
 - Put together a fund-raising committee to help find the funds to restore this building
 - There may be some RAP Tax money that could be used for this
 - SUU may be willing to partner on this project – they could apply for funds
 - Remove Steve Nelson's ripped banner advertising the building for sale or lease
 - This is very unattractive and detracts from the historic downtown feel
 - Possible uses for the theatre include –
 - Tourism office
 - Retail Store – there use to be one there many years ago
 - Theatre – on one side of the building
 - Small restaurant – this would help pull people into the downtown area
 - Outdoor dining – this would also help to pull people into our downtown

There is a new partner in the ownership of the theatre. It is unknown what the plan for this building will be. Jennie has requested that they keep the historic feel of it.

- Get a new bench to put in front of Main Street Books – AARP grant funding?
- Encourage businesses to clean the mats in front of their buildings – they are filthy
 - This doesn't help to make a very good first impression
- Find a way to clean up the multi-sign frame on the Boomer's building – Center Street side
- Explore possible solutions to the burned-out space between Centro and the Pastry Pub. This is a blight and is a potential hazard – the city needs to get involved in this. The owners have this listed at a very high price – doubtful anyone would buy it. This is a mood point – Mark has purchased this building and has a plan for it.

- The curbs on Center Street need to be marked appropriately. People are parking in fire zones because the paint has worn off. Probably going to happen in May with the resurface.
- Encourage the Artisan Gallery and Swan Photography to dress up their buildings & windows
- Look for ways to give the Century Link building a facelift and make it more attractive. Maria has contacted them regarding this building, and they will not allow anyone to touch this building. No murals, nothing. Donna Law helped Maria reach out to them originally and maybe she will see if she will help us again.
- Light up the murals on the east side of the Cedar Sports building. Property owner thing.
- There are two dead trees on the south side of Center Street – One is in front of the I.G. Winery. The other is in front of Cedar Sports. Anthony should know about this.
- Clean out the storm drains in the downtown area. Many of them are filled with mud, trash, and debris. This is a Public Works item.
- Put a new bench in front of the Bristlecone Pine Coffee Shop on Center Street. AARP Grant?
- Bury the powerlines behind the Stratford Court Hotel building. Note: the funding is in place to proceed with this.
- Repair the sidewalk on Main Street along the side of the Stratford Court Hotel. Still a public works thing.
- Trim the trees in the Mayor’s Park. Timing with public works.
- Dress up our cross walks – make them more inviting, fun, and well lit. Ron shared some photos that he has taken in the past of some artistically done power boxes. We put this in the AARP grant as a request. Maria also said that the Iron County Public Art Committee is taking something like this on as well.
- Consider ways to add more bike paths in the downtown area. Provide bike paths around the SUU campus to the downtown area. Include bike racks in this planning process as well

The next list you have (attached) is a list from Jennie, of things that we have discussed or things she would like to put on our minds. Would like us to make a plan and put it on a timeline and find the budget to put to it. These are items that are recommendations and items mentioned in all of the studies we have had done. We need at least a 5-year plan. She has mentioned on there “MS”. These are Main Street Program items she feels we can get resources to help us with.

Downtown Clean Up – April 13th

It is a Wednesday evening. But we hope to have some participation. We really should get the trash and the stickers gone from the downtown area.

Historic Downtown Sign Update

Danny met with Decorworx at the sign, and they do have the design that is the one by the Beverly Center. This is the design that was done by Devin Christ a couple years ago. He let Decorworx know we want a permanent solution, and he was assured they would get something to him in a couple weeks. Will have design by next meeting. He did let them know that we want the correct material for it to be made of to endure Cedar City weather.

UDOT Discussion

Danny, Megan, and Jennie participated in a conversation with UDOT and there is quite the difference in how they are handling things. They are much kinder and friendlier than they used to be and are here and willing to help. Jennie told them what our goals are; slow down the traffic, we want pedestrian friendly downtown, sidewalks where there can be dining, and merchants can open their doors and just be more accessible, so people can stay and spend their money. He made it seem so doable. He said we would need a plan to move forward. It sounded like he had already assisted some towns he had assisted with already. It is suggested we invite him to one of our next meetings. Maybe we put together some slides of what we would like in our downtown of ideas other towns have done. We really need to make sure and include everyone if we choose to change any parking on Main Street. Businesses may hate this idea and would probably not be in support of it. We could look into so many options, even limit the time the parking on Main Street can be. It makes so much more sense to contact UDOT in the planning portion first then see if we need to move on to the landscape architect.

It is agreed to invite Chris to do a walkabout in our downtown. Megan will create a shared drive for us all to add photos to so we can show Chris Hall what we like and ideas for our Downtown.

Meeting adjourned.

Downtown Projects & Needs Assessment
Conducted on 11 March 2022

- Install Historic Downtown signs – we have two of them
 - Coming East on Center Street by the Court house
 - Coming South on Main Street by Ace Hardware
- Install metal grates around trees on Center Street
- Create a plan for the trees on Main Street
 - Which ones need to be replaced and in what order?
 - Install a drip system for the trees, and possibly for the hanging plants
- Grind off the bolts sticking out of the sidewalk where the bench was removed
 - This is a trip hazard
 - This is on the Center Street side of Town Hall
 - The bench is sitting loose – not bolted down
 - Bolt down the bench
- Install historical marker in front of City Hall – next to the stairs
- Develop attractive greenspace/park/walking path where the drive through is at Coldwell Banker Real Estate office building – on the north side of the building
 - This would provide a tremendous link between Main Street and the parking garage
 - It would also help beautify that part of Main Street & make a great pedestrian corridor
 - Look into potential grants to help with this
- Some businesses have stickers and paper signs that detract from the beauty of downtown
 - We should consider a method to encourage businesses to dress up their windows
 - Educating them on good/bad practices and results of each may be helpful
- Move the Helen Foster Snow statue from City Park & move put it by the Hong Kong Buffett
 - Many of the tourists that visit the Hong Kong Buffet are the prime audience
 - They have a great love and appreciation for her
 - This would provide greater exposure for this statue & generate a lot more photos
- Trim the trees in the Town Center Shopping Center – where Lin's is located
- Encourage better signage on storefronts in the Town Center Shopping Center
- Encourage the use of planter pots in front of the various shops in this center
 - Help dress up this shopping center to make it more enticing to visitors
- Remove dead shrubs between the Hong Kong Buffett and the El Maguey Restaurant
- Remove 4x4 post (painted white) next to the Town Center Shopping Center sign
- Clean up wild looking shrubbery in this area as well
- Sketch out a raised deck seating area with railings in front of El Maguey Restaurant

- This would provide outdoor dining and create a great atmosphere for customers
- Encourage store owners to put in better signage on their buildings
 - A number of the signs are unattractive and take away from the atmosphere
 - Make sure the existing signs are compliant with our sign ordinance
- Remove the big blue textbooks drop box – www.bookdrop.com
 - Replace with a bench and planter boxes or pots – make it attractive & inviting
- Remove the old awning arms on the Main Street side of the Great Harvest building
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 - Sam Dodd's window signs are a prime example of what NOT to do

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Cedar City
Historic Downtown Economic Development Committee

5 (ish) year plan

- Business mix
 - Shopping
 - Dining
 - Entertainment
 - **MS program helps with taking current inventory
 - Downtown Committee (with Economic Development) suggests and recruits businesses
- Streetscape
 - Landscaping
 - Trees
 - Hanging flowers
 - Business flower pots
 - City (or ?) organizes the purchase of pots
 - City (or ?) organizes the placement of flowers
 - Businesses responsible for maintenance
 - **MS program helps with grants for landscape architect
 - **MS program helps with grants for implementation
 - Main Street/Other state or national funding
 - AARP
 - Signage
 - City (or ?) takes an inventory of signs needed
 - Blade signs
 - Facades
 - City (or ?) makes an order
 - **MS program helps with sign grants
 - Possible RDA funds?
 - Benches/Bike racks etc
 - Businesses participate at will
 - City (or ?) makes an order
 - **MS program helps with grants
- Main Street/Center Street - UDOT
 - Pedestrian friendly
 - Bike friendly (?)
 - Wider sidewalks for merchants/restaurants
 - Connect to Parking Garage
 - Pathway between Coldwell Banker and Jolley's bldg
 - Directional signage
 - UDOT has **funds available for planning
 - Historical architects through UDOT?

- City Ordinances
 - Restrict Office space on ground level?
 - Incentivize (RDA? Grants?) historical facades
 - Sign ordinance with incentives?
 - Don Boudreaux input on Current Ordinance and potential changes