

AGENDA

CITY OF TAYLOR, TEXAS MAIN STREET ADVISORY BOARD November 18, 2020

To assist in maintaining the health of the Main Street Advisory Board members, staff, and the public, this meeting will be conducted via Zoom.

Join Zoom Meeting

<https://zoom.us/j/93635684575>

Meeting ID: 936 3568 4575

One tap mobile: +13462487799,,93635684575# US (Houston)

I. ALL TO ORDER AND DECLARE A QUORUM

II. CITIZENS COMMUNICATION

III. CONSENT AGENDA

(The Consent Agenda includes non-controversial and routine items that the Board may act on with one single vote. The Chairman or a Board member may pull any item from the Consent Agenda to discuss and act upon it individually as part of the Regular agenda.)

1. Review and approve minutes from the meeting on October 21, 2020
2. Receive the financial reports from October 2020.

IV. REGULAR AGENDA: Review, Discuss and Consider Action:

3. Main Street Manager's reports:
 - a. Manager's Activity Report
 - b. Board Member Attendance Report
 - c. Downtown Property Report
 - d. Downtown Business Report
4. Report on City Council review of the proposed changes to the City's Sign Ordinance
5. Discuss future action regarding design guidelines for downtown signage as a tool to assist downtown business and property owners
6. Discuss items for upcoming agendas

V. ADJOURN

Next Meeting Date: December 16, 2020

The Board may vote and/or act upon each of the items listed in this Agenda. The Board reserves the right to retire into executive session concerning any of the items listed on this Agenda, whenever it is considered necessary and legally justified under the Open Meetings Act. I certify that the notice of this meeting was posted in the Taylor City Hall Lobby continuously for 72 continuous hours before **November 18, 2020**. I further certify that the following news media was notified of this meeting: Taylor Daily Press.

Posted By: Jan Harris
Jan Harris, Main Street Manager

Date: 11/12/2020

Main Street Advisory Board
November 18, 2020

Agenda Item Cover Sheet

Consent Agenda Items:

1. October 21, 2020 Meeting Minutes
2. October 2020 Financial Reports

MINUTES

**CITY OF TAYLOR, TEXAS
MAIN STREET ADVISORY BOARD
October 21, 2020**

MEMBERS PRESENT: Steve Truex, Shannon Grace, Sharla Gola, John McRae, Erwin Stauffer (entered the meeting at 6:15 pm)

MEMBERS ABSENT: Scott Dean and Stacey Smith

STAFF PRESENT: Tom Yantis, Assistant City Manager and Jan Harris, Main Street Manager

OTHERS PRESENT: Tia Rae Stone, Chamber of Commerce President and Chuck Bush

- I. **CALL TO ORDER AND DECLARE A QUORUM:** It was agreed in Chairman Dean's absence, that Sharla Gola would preside as Chairperson. She called the meeting to order at 5:36 pm with a quorum present.
- II. **CITIZENS COMMUNICATION:** No communication from the citizenry.
- III. **CONSENT AGENDA**
 1. Review and approve minutes from the meeting on August 20, 2020. **MOTION:** To receive the August 20, 2020 meeting minutes as presented made by Shannon Grace/ seconded by Steve Truex/approved unanimously.
 2. Receive the financial reports from August and September 2020. **ACTION:** The financial reports were received by the board as information.
- IV. **REGULAR AGENDA: Review, Discuss and Consider Action:**
 1. **Main Street Manager's reports** - Jan presented the following reports to the board:
 - a. **Manager's Activity Report:** Jan reviewed the various meetings she attended in the course of her duties including TDA and Main Street meetings; meetings with the Chamber of Commerce and Public Arts Advisory Board; meetings with downtown stakeholders and departmental meetings.
 - b. **Board Member Attendance Report:** The attendance report was reviewed with the board and attendance was strongly encouraged at all meetings.
 - c. **Downtown Property Report:** Jan reviewed the two reports indicating properties for sale and those for lease in the downtown district. She reported that there are 7 properties for sale at this time comprising almost 52,000 SF of space. There are 11 properties being marketed for lease ranging from a small personal office space to a 16,000 SF building. The total estimated square footage currently offered for lease in the downtown equals just short of 70,000 SF.
 - d. **Downtown Business Report:** Jan reported a net gain of new businesses in the downtown. In September, 2 businesses were lost (Cherry Tree Creative and Ricoco's Latin Grill) while 5 new ventures opened (Monarcas Mexican Restaurant, Hola Aloha, 4th Street Mercantile, Cookies, Cupcakes & More, and Downtown Social). In October, no businesses closed, and Red Rider Studios relocated from the Titworth Building to the Lofts at 2nd & Main.
 2. **Discuss and consider action on updates to the current sign ordinance regarding lighted signs and banners:** **MOTION:** John McRae made a motion to inform Council that the MSAB wants more time to arrive at a decision on the issues presented related to lighted signage and would use the opportunity to encourage dialogue with the business community concerning signage / Sharla Gola seconded the motion/

unanimously approved. **MOTION:** Shannon Grace made a motion to recommend to the Council that feather banners be allowed for short periods of time with a permit / Steve Truex seconded the motion / carried unanimously.

3. **Review signage design guidelines:** Jan presented two versions of sign design guidelines to the board. John McRae suggested that staff obtain 2-3 examples of strong sign ordinances with design guidelines and present them to the board. The cities of Georgetown and Fredericksburg were noted as was the work of Winter & Associates who developed Georgetown's guidelines. **ACTION ITEM:** Staff will provide 2-3 examples of strong sign ordinances with design guidelines and provide the board with links to them.
4. **Review guidelines and checklist for the Façade Improvement Grant:** Jan presented the updated FIG guidelines as requested at the August meeting. She pointed out that it now stated that contractor proposals had to be itemized and that all applicable permits would have to be submitted to staff prior to the award of the reimbursement grant check.
5. **Receive materials from contractor for 201 W. 4th Street FIG application:** An itemized list had been provided by Craig Eulenfeld for the project. However, it has since been determined that the latest list is incorrect. Property owner Mary Linda Hays is submitting a fresh grant application with Eulenfeld providing a correct itemized list for his proposal of work and copies of all applicable permits. After review, it is anticipated that the FIG check will be released.
6. **Set a date and time for a work session to develop 2021 work plan: ACTION ITEM:** After discussion, it was determined that Jan will provide the board with background information relative to work plan development and the incorporation of transformative strategies into the 2021 work plan for downtown Taylor. A meeting can be called to review the role of the Main Street Board in work plan development. **ACTION ITEM:** Jan will also bring 4-5 key issues and seek the board's input at to the program's future actions which will be set down in the work plan.
7. **Discuss items for upcoming agendas**
 - Update on 201 W 4th Street FIG
 - Rental Assistance Program budget
 - Applications for Rental Assistance program
 - Release of funds for Ed Hile's Fire Suppression Grant for 104 E 2nd St
 - Result of public comment requested for internally lit signage
 - Further discussion on sign design guidelines
 - Work plan development

V. **ADJOURN: MOTION:** A motion to adjourn was made by Erwin Stauffer / seconded by John McRae / Unanimous. Meeting adjourned at 7:05 pm

Respectfully submitted:

Jan Harris, CMSM
Main Street Manager

C I T Y O F T A Y L O R
FINANCIAL STATEMENT
AS OF: OCTOBER 31ST, 2020

100-GENERAL FUND
FINANCIAL SUMMARY

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>REVENUE SUMMARY</u>							
***	TOTAL REVENUES	***					
		0.00	0.00	0.00	0.00	0.00	0.00
		=====	=====	=====	=====	=====	=====
<u>EXPENDITURE SUMMARY</u>							
524-	MAIN STREET PROGRAM	112,655.00	5,521.53	5,521.53	4.90	0.00	107,133.47
***	TOTAL EXPENDITURES	***					
		112,655.00	5,521.53	5,521.53	4.90	0.00	107,133.47
		=====	=====	=====	=====	=====	=====
***	TOTAL PROFIT / (LOSS)	***					
		(112,655.00)	(5,521.53)	(5,521.53)	4.90	0.00	(107,133.47)
		=====	=====	=====	=====	=====	=====

C I T Y O F T A Y L O R
 FINANCIAL STATEMENT
 AS OF: OCTOBER 31ST, 2020

100-GENERAL FUND
 REVENUES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
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***	TOTAL REVENUES ***	0.00	0.00	0.00	0.00	0.00	0.00
		=====	=====	=====	=====	=====	=====

C I T Y O F T A Y L O R
FINANCIAL STATEMENT
AS OF: OCTOBER 31ST, 2020

100-GENERAL FUND
524-MAIN STREET PROGRAM
DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
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100-EMPLOYEE SERVICESWAGES & SALARIES

524-111	REGULAR FULL TIME	62,000.00	4,268.47	4,268.47	6.88	0.00	57,731.53
524-114	OVERTIME	0.00	0.00	0.00	0.00	0.00	0.00
524-115	LONGEVITY PAY	48.00	0.00	0.00	0.00	0.00	48.00
524-118	INSURANCE ALLOWANCE	0.00	0.00	0.00	0.00	0.00	0.00
524-119	CERTIFICATION PAY	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
* SUB-CATEGORY TOTAL *		62,048.00	4,268.47	4,268.47	6.88	0.00	57,779.53

PAID BENEFITS

524-120	UNUM LIFE	143.00	14.07	14.07	9.84	0.00	128.93
524-121	FICA SOCIAL SECURITY	4,761.00	548.47	548.47	11.52	0.00	4,212.53
524-122	WORKERS COMPENSATION	131.00	34.18	34.18	26.09	0.00	96.82
524-123	STATE UNEMPLOYMENT TAXES	162.00	0.00	0.00	0.00	0.00	162.00
524-124	RETIREMENT- TMRS	8,268.00	552.28	552.28	6.68	0.00	7,715.72
524-126	HEALTH INSURANCE	6,767.00	0.00	0.00	0.00	0.00	6,767.00
524-127	DENTAL INSURANCE	311.00	24.82	24.82	7.98	0.00	286.18
524-128	LONG TERM DISABILITY	186.00	0.00	0.00	0.00	0.00	186.00
524-129	VISION INSURANCE	<u>48.00</u>	<u>3.96</u>	<u>3.96</u>	<u>8.25</u>	<u>0.00</u>	<u>44.04</u>
* SUB-CATEGORY TOTAL *		20,777.00	1,177.78	1,177.78	5.67	0.00	19,599.22

ALLOWANCES/REIMBURSEMENTS

524-133	BUSINESS- TRANSPORTATION	0.00	0.00	0.00	0.00	0.00	0.00
524-135	BUSINESS MEALS	<u>550.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>550.00</u>
* SUB-CATEGORY TOTAL *		550.00	0.00	0.00	0.00	0.00	550.00

TRAINING/PROFESSIONAL DEVELOPM

524-141	WORKSHOP TRAINING	0.00	0.00	0.00	0.00	0.00	0.00
524-142	PROFESSIONAL CONFERENCES	1,300.00	0.00	0.00	0.00	0.00	1,300.00
524-143	MEMBERSHIPS AND DUES	1,550.00	0.00	0.00	0.00	0.00	1,550.00
524-144	SUBSCRIPTIONS AND BOOKS	1,400.00	0.00	0.00	0.00	0.00	1,400.00
524-146	TRAINING- TRANSPORTATION	500.00	0.00	0.00	0.00	0.00	500.00
524-147	TRAINING- LODGING	1,400.00	0.00	0.00	0.00	0.00	1,400.00
524-148	TRAINING- MEALS	<u>650.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>650.00</u>
* SUB-CATEGORY TOTAL *		6,800.00	0.00	0.00	0.00	0.00	6,800.00

C I T Y O F T A Y L O R
FINANCIAL STATEMENT
AS OF: OCTOBER 31ST, 2020

100-GENERAL FUND
524-MAIN STREET PROGRAM
DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
** CATEGORY TOTAL **		90,175.00	5,446.25	5,446.25	6.04	0.00	84,728.75

200-OPERATIONAL SUPPLIESOFFICE SUPPLIES

524-211	GENERAL OFFICE SUPPLIES	1,000.00	20.00	20.00	2.00	0.00	980.00
524-213	PHOTOGRAPHIC SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00
524-214	COMPUTER SUPPLIES	450.00	0.00	0.00	0.00	0.00	450.00
524-215	POSTAGE	<u>100.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>100.00</u>
* SUB-CATEGORY TOTAL *		1,550.00	20.00	20.00	1.29	0.00	1,530.00

PROGRAM/SPECIAL EVENTS

524-232	FOOD/MEALS	0.00	0.00	0.00	0.00	0.00	0.00
524-233	CITY SPONSORED EVENTS	17,000.00	0.00	0.00	0.00	0.00	17,000.00
524-234	FUND RAISING GOODS	0.00	0.00	0.00	0.00	0.00	0.00
524-235	PROMOTIONAL SUPPLIES	<u>2,100.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>2,100.00</u>
* SUB-CATEGORY TOTAL *		19,100.00	0.00	0.00	0.00	0.00	19,100.00

OPERATIONAL EQUIPMENT (ADMIN)

524-261	OFFICE FURNITURE	0.00	0.00	0.00	0.00	0.00	0.00
524-267	COMPUTERS	0.00	0.00	0.00	0.00	0.00	0.00
524-269	OTHER OFFICE EQUIPMENT	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
* SUB-CATEGORY TOTAL *		0.00	0.00	0.00	0.00	0.00	0.00

** CATEGORY TOTAL **		20,650.00	20.00	20.00	0.10	0.00	20,630.00
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300-FACILITIES OPERATIONS/MAINUTILITIES

524-323	TRUNK TELEPHONE SYSTEM	30.00	0.00	0.00	0.00	0.00	30.00
524-324	CELL PHONES	<u>600.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>600.00</u>
* SUB-CATEGORY TOTAL *		630.00	0.00	0.00	0.00	0.00	630.00

C I T Y O F T A Y L O R
FINANCIAL STATEMENT
AS OF: OCTOBER 31ST, 2020

100-GENERAL FUND
524-MAIN STREET PROGRAM
DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
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** CATEGORY TOTAL **		630.00	0.00	0.00	0.00	0.00	630.00
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400-EQUIPMENT OPERATIONS/MAINT

OFFICE EQUIPMENT

524-461	OFFICE EQUIPMENT RENTAL	0.00	0.00	0.00	0.00	0.00	0.00
524-462	OFFICE EQUIPMENT MAINT/REPAIR	<u>1,000.00</u>	<u>55.28</u>	<u>55.28</u>	<u>5.53</u>	<u>0.00</u>	<u>944.72</u>
* SUB-CATEGORY TOTAL *		1,000.00	55.28	55.28	5.53	0.00	944.72

** CATEGORY TOTAL **		1,000.00	55.28	55.28	5.53	0.00	944.72
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500-CONTRACT SERVICES AND FEES

PROFESSIONAL SERVICES

524-512	ENGINEERING SERVICES	0.00	0.00	0.00	0.00	0.00	0.00
524-519	OTHER PROFESSIONAL SERVICES	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
* SUB-CATEGORY TOTAL *		0.00	0.00	0.00	0.00	0.00	0.00

FEES FOR SERVICES

524-523	OUTSIDE PRINTING	0.00	0.00	0.00	0.00	0.00	0.00
524-528	ADVERTISING	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
* SUB-CATEGORY TOTAL *		0.00	0.00	0.00	0.00	0.00	0.00

CONTRACT SERVICES

524-532	SOFTWARE MAINT/LICENSING	200.00	0.00	0.00	0.00	0.00	200.00
524-539	OTHER CONTRACT SERVICES	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
* SUB-CATEGORY TOTAL *		200.00	0.00	0.00	0.00	0.00	200.00

** CATEGORY TOTAL **		200.00	0.00	0.00	0.00	0.00	200.00
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C I T Y O F T A Y L O R
FINANCIAL STATEMENT
AS OF: OCTOBER 31ST, 2020

100-GENERAL FUND
524-MAIN STREET PROGRAM
DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>700-CAPITAL OUTLAY</u>							
<u>OFFICE FURNITURE/EQUIPMENT</u>							
524-714	COMPUTER EQUIPMENT	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
	* SUB-CATEGORY TOTAL *	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
** CATEGORY TOTAL **		0.00	0.00	0.00	0.00	0.00	0.00
<u>800-CONTRIBUTIONS & CONTINGENC</u>							
<u>CONTRIBUTIONS/TRANSFERS</u>							
524-819	OTHER CONTRIBUTIONS	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
	* SUB-CATEGORY TOTAL *	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
** CATEGORY TOTAL **		<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
*** DEPARTMENT TOTAL ***		<u>112,655.00</u>	<u>5,521.53</u>	<u>5,521.53</u>	<u>4.90</u>	<u>0.00</u>	<u>107,133.47</u>
		=====	=====	=====	=====	=====	=====
*** TOTAL EXPENSES ***		<u>112,655.00</u>	<u>5,521.53</u>	<u>5,521.53</u>	<u>4.90</u>	<u>0.00</u>	<u>107,133.47</u>
		=====	=====	=====	=====	=====	=====
*** TOTAL PROFIT / (LOSS) ***		<u>(112,655.00)</u>	<u>(5,521.53)</u>	<u>(5,521.53)</u>	<u>4.90</u>	<u>0.00</u>	<u>(107,133.47)</u>
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*** END OF REPORT ***

123-MAIN STREET REVENUE FUND
FINANCIAL SUMMARY

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>REVENUE SUMMARY</u>							
330-INTERGOVERNMENTAL REV		17,000.00	0.00	0.00	0.00	0.00	17,000.00
430-USE OF MONEY AND PROP		0.00	0.00	0.00	0.00	0.00	0.00
440-DONATIONS FROM PRIVAT		50,500.00	70.00	70.00	0.14	0.00	50,430.00
450-INTERFUND OPERATING T		<u>39,600.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>39,600.00</u>
*** TOTAL REVENUES ***		107,100.00	70.00	70.00	0.07	0.00	107,030.00
		=====	=====	=====	=====	=====	=====
<u>EXPENDITURE SUMMARY</u>							
615-CONTRIBUTE TO CIVIC P		<u>97,650.00</u>	<u>180.45</u>	<u>180.45</u>	<u>0.18</u>	<u>0.00</u>	<u>97,469.55</u>
*** TOTAL EXPENDITURES ***		97,650.00	180.45	180.45	0.18	0.00	97,469.55
		=====	=====	=====	=====	=====	=====
*** TOTAL PROFIT / (LOSS) ***		9,450.00	(110.45)	(110.45)	1.17-	0.00	9,560.45
		=====	=====	=====	=====	=====	=====

123-MAIN STREET REVENUE FUND
REVENUES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>330-INTERGOVERNMENTAL REVENUES</u>							
330-234	TEDC CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00
330-235	GENERAL CONTRIBUTIONS	17,000.00	0.00	0.00	0.00	0.00	17,000.00
330-236	OTHER CONTRIBUTIONS	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
** REVENUE CATEGORY TOTAL **		17,000.00	0.00	0.00	0.00	0.00	17,000.00
<u>430-USE OF MONEY AND PROPERTY</u>							
430-331	INTEREST INCOME	0.00	0.00	0.00	0.00	0.00	0.00
430-335	REFUNDS AND REIMBURSEMENTS	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
** REVENUE CATEGORY TOTAL **		0.00	0.00	0.00	0.00	0.00	0.00
<u>440-DONATIONS FROM PRIVATE SOU</u>							
440-352	FARMERS' MARKET RENTAL FEES	2,000.00	70.00	70.00	3.50	0.00	1,930.00
440-353	MAIN STREET CAR SHOW	28,000.00	0.00	0.00	0.00	0.00	28,000.00
440-354	WINE SWIRL	4,500.00	0.00	0.00	0.00	0.00	4,500.00
440-355	HERITAGE SQ CHRISTMAS LIGHTS	0.00	0.00	0.00	0.00	0.00	0.00
440-356	CHRISTMAS BAZAAR	2,000.00	0.00	0.00	0.00	0.00	2,000.00
440-357	SALES AND OTHER FUNDRAISINGS	0.00	0.00	0.00	0.00	0.00	0.00
440-358	TAYLOR BLACKLAND PRAIRIE DAYS	14,000.00	0.00	0.00	0.00	0.00	14,000.00
440-359	SPOOKTACULAR	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
** REVENUE CATEGORY TOTAL **		50,500.00	70.00	70.00	0.14	0.00	50,430.00
<u>450-INTERFUND OPERATING TRANSF</u>							
450-361	TRANSFER FROM TIF	20,000.00	0.00	0.00	0.00	0.00	20,000.00
450-362	TRANSFER FROM H.O.T.	5,000.00	0.00	0.00	0.00	0.00	5,000.00
450-365	TRANSFER FROM GENERAL FUND	<u>14,600.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>14,600.00</u>
** REVENUE CATEGORY TOTAL **		<u>39,600.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>39,600.00</u>
*** TOTAL REVENUES ***		107,100.00	70.00	70.00	0.07	0.00	107,030.00

C I T Y O F T A Y L O R
FINANCIAL STATEMENT
AS OF: OCTOBER 31ST, 2020

123-MAIN STREET REVENUE FUND
615-CONTRIBUTE TO CIVIC PROGRA
DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
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100-EMPLOYEE SERVICESWAGES & SALARIES

615-111	REGULAR FULL TIME	0.00	0.00	0.00	0.00	0.00	0.00
	* SUB-CATEGORY TOTAL *	0.00	0.00	0.00	0.00	0.00	0.00
**	CATEGORY TOTAL **	0.00	0.00	0.00	0.00	0.00	0.00

200-OPERATIONAL SUPPLIESPROGRAM/SPECIAL EVENTS

615-232	FARMERS' MARKET	0.00	180.45	180.45	0.00	0.00	(180.45)
615-233	CITY SPONSORED EVENTS	7,000.00	0.00	0.00	0.00	0.00	7,000.00
615-234	FUND RAISING GOODS	0.00	0.00	0.00	0.00	0.00	0.00
615-235	MAIN ST CAR SHOW	23,000.00	0.00	0.00	0.00	0.00	23,000.00
615-236	TAYLOR BLACKLAND PRAIRIE DAYS	22,900.00	0.00	0.00	0.00	0.00	22,900.00
615-237	WINE SWIRL	3,700.00	0.00	0.00	0.00	0.00	3,700.00
615-238	CHRISTMAS BAZAAR	0.00	0.00	0.00	0.00	0.00	0.00
615-239	SPOOKTACULAR	1,450.00	0.00	0.00	0.00	0.00	1,450.00
	* SUB-CATEGORY TOTAL *	58,050.00	180.45	180.45	0.31	0.00	57,869.55

SPECIALTY SUPPLIES

615-259	MISC. SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00
	* SUB-CATEGORY TOTAL *	0.00	0.00	0.00	0.00	0.00	0.00
**	CATEGORY TOTAL **	58,050.00	180.45	180.45	0.31	0.00	57,869.55

500-CONTRACT SERVICES AND FEES

123-MAIN STREET REVENUE FUND
615-CONTRIBUTE TO CIVIC PROGRA
DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>PROFESSIONAL SERVICES</u>							
615-519	OTHER PROFESSIONAL SERVICES	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
	* SUB-CATEGORY TOTAL *	0.00	0.00	0.00	0.00	0.00	0.00
<u>FEES FOR SERVICES</u>							
615-523	OUTSIDE PRINTING	0.00	0.00	0.00	0.00	0.00	0.00
615-528	ADVERTISING	<u>5,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>5,000.00</u>
	* SUB-CATEGORY TOTAL *	5,000.00	0.00	0.00	0.00	0.00	5,000.00
** CATEGORY TOTAL **		5,000.00	0.00	0.00	0.00	0.00	5,000.00
<u>700-CAPITAL OUTLAY</u>							
<u>OFFICE FURNITURE/EQUIPMENT</u>							
615-719	OTHER CAPITAL OUTLAY	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
	* SUB-CATEGORY TOTAL *	0.00	0.00	0.00	0.00	0.00	0.00
** CATEGORY TOTAL **		0.00	0.00	0.00	0.00	0.00	0.00
<u>800-CONTRIBUTIONS & CONTINGENC</u>							
<u>CONTRIBUTIONS/TRANSFERS</u>							
615-811	RENTAL ASSISTANCE	14,600.00	0.00	0.00	0.00	0.00	14,600.00
615-813	FACADE GRANT	20,000.00	0.00	0.00	0.00	0.00	20,000.00
615-819	OTHER CONTRIBUTIONS	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
	* SUB-CATEGORY TOTAL *	34,600.00	0.00	0.00	0.00	0.00	34,600.00
** CATEGORY TOTAL **		<u>34,600.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>34,600.00</u>
***	DEPARTMENT TOTAL ***	97,650.00	180.45	180.45	0.18	0.00	97,469.55
		=====	=====	=====	=====	=====	=====
***	TOTAL EXPENSES ***	97,650.00	180.45	180.45	0.18	0.00	97,469.55
		=====	=====	=====	=====	=====	=====

C I T Y O F T A Y L O R
 FINANCIAL STATEMENT
 AS OF: OCTOBER 31ST, 2020

123-MAIN STREET REVENUE FUND
 615-CONTRIBUTE TO CIVIC PROGRA
 DEPARTMENT EXPENSES

ACCT #	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
***	TOTAL PROFIT / (LOSS) ***	9,450.00	(110.45)	(110.45)	1.17-	0.00	9,560.45
		=====	=====	=====	=====	=====	=====

*** END OF REPORT ***

Main Street Advisory Board
November 18, 2020

Agenda Item Cover Sheet

3. Main Street Manager's Reports:
 - a. Manager's Activity Report
 - b. Board Member Attendance Report
 - c. Downtown Property Report
 - d. Downtown Business Report

Main Street Monthly Report – October 2020

Community Outreach:

- TDA Education & Outreach Committee Meeting – 10/13
- Texas Main Street Managers COVID Call – 10/7
- Public Arts Advisory Board Meeting – 10/28
- Main Street Advisory Board Meeting – 10/21
- Chamber Tourism Committee Meetings – 10/2
- Met with Chamber and others re: Sisters on the Fly visit this spring – 10/21
- Met with Tia Stone et al re: Chamber Expo – 10/8
- Attended NTHP Past/Forward Conference – Oct 27-30

Local Business / Owner Visits:

- Met with Tony Gomes several times re: condition of alleys and dumpsters
- Fielded calls re: Farmers Market Vendors
- Worked with fellow development services team members regarding signage in DT
- Working with downtown merchants regarding signage as needed
- Met with Deb Cooper and Craig Eulenfeld and later with Mary Linda Hays re Façade Improvement Grant for 201 W. 4th St.

Event Planning:

- Began to field calls regarding future special events in Taylor

Other Duties:

- Development Team Meetings – Every Monday at 9am
- Development Team Check-In Meetings – Daily at 4 pm
- Updating Taylor property database on DowntownTX.org - ongoing
- Fielding telephone, email and in-person enquiries; providing technical assistance as needed
- Updating available property database
- Updating incoming/outgoing business database

Upcoming Projects:

- Develop signage design guidelines
- Set up a virtual Breakfast Bites re: signage

TAYLOR MAIN STREET ADVISORY BOARD																	2020	
MEMBER NAME	1/15/2020	2/19/2020	2/25/2020	3/2/2020	3/18/2020	4/15/2020	5/20/2020	6/17/2020	7/15/2020	8/19/2020	9/16/2020	10/21/2020	11/18/2020	12/16/2020		TOTAL MTGS CALLED	TOTAL MTGS ABSENT EXCUSED	Met Attendance Requirement per handbook
Scott Dean, Chairman	P	**	P	**	**	P	P	P	P	P	A	A				9	2	
Stacey Smith	P	**	P	**	**	P	P	P	P	P	A	A				9	2	
Sharla Gola	P	**	A	**	**	A	P	P	A	P	A	P				9	1E/3U	
Shannon Grace	P	**	A	**	**	A	P	P	A	P	P	P				9	2E/2U	
Steve Truex	P	**	P	**	**	P	P	P	P	P	P	P				9	0	
Bobby Seiferman	P	Resigned																
Erwin Stauffer	A	**	P	**	**	P	P	P	P	P	A	P				9	1E/1U	
Michael Van Jones	-	-	-	-	**	A	A	A	A	A	Removed						5-U	
John McRae	-	-	-	-	-	-	-	-	-	-	P	P				2	0	
EA = Excused Absence, per Chairman						A = Absent, not excused						P = Present						
Please note: ** = no meeting held 2/19/2020 meeting had no quorum; 3/2/2020 work session cancelled due to COVID; 3/18/2020 meeting cancelled due to COVID																		
Attendance Requirement: Per City Council policy via B&C handbook, if a member is absent from more than twenty-five (25%) percent of the duly called meetings in any period of twelve (12) consecutive months or absent from more than two duly called meetings in any period of twelve consecutive months, whichever is greater, for any reason, other than a reason acceptable to the Chairman of that Board, which prevents the public officials' attendance, the member shall be disqualified and automatically removed from serving as a board member.																		

DOWNTOWN PROPERTY REPORT

November 2020

Properties for Sale

	A	B	C	D	E	F	G	H
1	PROPERTY ADDRESS	PROPERTY NAME	# SF	PRICE/SF	PRICE	CONTACT NAME	CONTACT NUMBER	CONTRACT PENDING
2								
3	201 W 4th Street	H. Hays Property	4420/SF	\$110/SF	\$485,000.00	Kelly Loessin	tel:+1 (830) 542-9353	
4	700 N Main Street	Office Building			\$828,500.00	Julie Downs	512-365-8563	
5	114 W. 6th St	fmr FPC	11,277/SF	TBD	TBD	Lance Morris	512-485-0789	
6	119-121 E 3rd Street	Ricocco's	9916/SF	\$87.23/SF	\$865,000	Kelly Loessin	tel:+1 (830) 542-9353	
7	219-221 N Main St	Texas Historic Café Bldg	16,138/SF	\$117.73/SF	\$1,900,000	Tony Gomes	512-784-8712	
8	108-116 E 2nd St	Taylor Sta., Turning Heads Salon, & 3 lots	4310/SF		\$850,000.00	Bo Brasfield	512-365-6500	
9	321-323 N Main St	Presler-Hewitt Building	5868/SF		\$863,000.00	Anya DeNio/Don Quick Realtors	(512) 814-1811	

DOWNTOWN PROPERTY LISTING

Page 20 of 32

November 2020

Properties for Lease

PROPERTY ADDRESS	PROPERTY NAME	# SF	PRICE/SF	PRICE	CONTACT NAME	CONTACT NUMBER
120 W 2nd; 2nd fl; Premium Suite	McCrory Timmerman Bldg	6700/SF	\$14.40/SF	\$8040/mo	Julie Downs	512-365-8563
	400-					
120 W 2nd St; 1st fl	Titworth Building	9,190/SF	TBD	TBD	Julie Downs	512-365-8563
	McCrory					
201 N.Main St #D	Timmerman Bldg			\$500/mo	Julie Downs	512-365-8563
211 N Main St	Hawt Spot	1,500/SF	TBD	TBD	Julie Downs	512-365-8563
	Richter Furniture	16,000/S				
111 W 3rd St	Bldg	F	TBD	TBD	Ryder Jeanes	512-441-8888
206 N Main Street	fmr World Finance	1750/SF	\$1.35/SF	\$1,300	Patrick Quinn	512-352-6345
	fmr C VanderDys					
	Edward Jones					
109 W 3rd St	office	980/SF	\$1.63.SF	\$1,600	Tony Gomes	512-784-8712
	Texas Hist. Café					
221 N Main St	Restaurant Space	3200/SF	TBD	TBD	Tony Gomes	512-784-8712
323 N Main St	fmr Cherry Tree	1200/SF	\$1.33/PSF	\$1600/mo	Anyia DeNio	512-814-1811
	loft above Cherry					
103 N Main St	Tree	2900/SF	\$0.83/PSF	\$2400/mo	Anyia DeNio	512-814-1811
109 N Main St; 1st floor	Woodsman Inc.	1500/SF	\$1/SF	\$1550/mo	Josh Richards	(512) 846-2535
111 N Main St	Woodsman Inc.	2000/SF	\$0.95/PSF	\$2000/mo	Josh Richards	512-846-2535
421 N Main St	fmr Hawt Spot	1854/SF	\$1.12/SF	\$1650/mo	Anyia DeNio	512-814-1811

MAIN STREET TAYLOR DOWNTOWN BUSINESS REPORT

Page 21 of 32

October 2020

	A	B	C	D	E	F
1	BUSINESS NAME	ADDRESS	OWNER/MANAGER	OUTGOING	INCOMING	TYPE OF BUSINESS
2	Cupcakes, Cookies & More	211 N Main St	Andre Seawood		X	food
3	Cherry Tree	104 E. 2nd St	Allison Holder		X	retail

Main Street Advisory Board
November 18, 2020

Agenda Item Cover Sheet

3. Report on Council Review of Proposed Changes to Sign Ordinance



MEMORANDUM

TO: Main Street Advisory Board
FROM: Jan Harris, CMSM
RE: Council Response to Proposed Changes to the Sign Ordinance
DATE: 11/13/2020

The City Council considered the Main Street Advisory Board's proposed changes and additions to the current sign ordinance at its November 12, 2020 meeting. Tom Yantis addressed the Council and explained the various proposals from the MSAB with the aid of a series of tables (attached).

The Council had the following requests when the item is presented for its second consideration:

1. As these proposed changes and additions affect the MSAB's district, a map should be included to illustrate the MSAB's boundaries.
2. That illustrations or photographs of the various types of signage mentioned in the tables be included for clarification purposes.

Mayor Rydell called for a motion to accept what the Main Street Advisory Board has put forward. This motion carried unanimously.

SIGN TYPE:	CURRENT ORDINANCE:	STAFF RECOMMENDED CHANGES / ADDITIONS:	RESULTS OF THE MAIN STREET ADVISORY BOARD VOTE:
Window Signs:	1. <i>Window sign</i> means a sign affixed to the interior or exterior of a window or placed immediately behind a windowpane. (Sec. 24-2 /Definitions) 2. Secondary signs convey messages about the products or services available inside the business. (Sec. 24-2 /Definitions) 3. Accessory sign means a small sign that is not part of the total allowable square footage permitted for the building. (Sec. 24-2/Definitions)	1. <i>Window sign</i> means a sign affixed to the interior or exterior of a window <u>or placed within 3 feet of a window for the purpose of being visible from the exterior of the window.</u> Merchandise displays shall not be considered window signs. 2. Secondary window signs contribute to the visual clutter in a storefront window. They should be counted as a part of the 30% of signable area allowed. 3. Accessory sign means a small sign that is not part of the total allowable square footage permitted for the building. <u>Such signs are restricted to hours of operation, credit cards accepted, and official notices of services required by law or trace affiliations.</u>	1. MOTION: To request that Council approve the following change to the definition of “Window Sign” as follows: “<i>Window sign</i> means a sign affixed to the interior or exterior of a window <u>or placed within 3 feet of a window for the purpose of being visible from the exterior of the window.</u> Merchandise displays shall not be considered window signs. Window signs, including Secondary Signs which are placed on windows, are limited to no more than 30% of the signable area and require a permit.” (proposed changes underlined) S. SMITH / S. GOLA / 5 AYES-1 NO (S. TRUEX) / MOTION CARRIED 2. MOTION: To clarify that the 30% of the signable area of storefront windows means 30% of the TOTAL window space available for that business and not 30% of each separate storefront window. S. GOLA/E. STAUFFER/PASSED UNANIMOUSLY 3. MOTION: To clarify the definition of <i>Accessory (Incidental) sign</i> means a small sign that is not part of the total allowable square footage permitted for the building. Such signs are restricted to hours of operation, credit cards accepted, and official notices of services required by law or trade affiliations. S. SMITH/E. STAUFFER/PASSED UNANIMOUSLY

SIGN TYPE:	CURRENT ORDINANCE:	STAFF RECOMMENDED CHANGES / ADDITIONS:	RESULTS OF THE MAIN STREET ADVISORY BOARD VOTE:
Projection / Projecting Signs:	1. <i>Projection sign</i> means a sign which is supported by an exterior corner of a building. (Sec. 24-2) 1. <i>Corner projection sign</i>. Shall not exceed 12 square feet in area. The top of all projecting signs shall be located below the roofline and at a height not greater than 16 feet above the ground. The base of all projecting signs shall be no less than eight feet above the ground. Projecting signs shall not project from the exterior wall of the building more than six feet. (Sec. 24-3-t (2) b)	1. <u>Projecting sign</u> is a two-sided sign projecting from a building and is placed perpendicular to the building's front façade or placed at the building's exterior corner 2. <u>Projecting sign</u>. Shall not exceed 12 square feet in area. The top of all projecting signs shall be located below the roofline and at a height not greater than 16 feet above the ground. The base of all projecting signs shall be no less than eight feet above the ground. Projecting signs shall not project from the exterior wall of the building more than six feet. 3. Projecting signs should be hung no higher than the bottom of 2nd story windows. 4. Projecting signs should relate in size and location to the store they represent. On a multiple story building, do not hang the sign any higher than the fascia of the building for a ground floor business.	1. MOTION: To change the definition of <i>Projection Sign</i> to "<u>Projecting sign</u> is a two-sided sign projecting from a building and <u>is placed perpendicular to the building's front façade or</u> placed at the building's exterior corner." (proposed changes underlined) S. DEAN/S. SMITH/PASSED UNANIMOUSLY 2. MOTION: To change the definition of <i>Corner projection sign</i> to <u>Projecting Sign</u> shall not exceed 12 square feet in area. The top of all projecting signs shall be located below the roofline and at a height not greater than 16 feet above the ground. The base of all projecting signs shall be no less than eight feet above the ground. Projecting signs shall not project from the exterior wall of the building more than six feet. (proposed changes underlined) E. STAUFFER/S. DEAN/PASSED UNANIMOUSLY

SIGN TYPE:	CURRENT ORDINANCE:	STAFF RECOMMENDED CHANGES / ADDITIONS:	RESULTS OF THE MAIN STREET ADVISORY BOARD VOTE:
Hanging Signs:	1. <i>Hanging sign</i> means a sign attached to underneath the canopy or awning. (Sec. 24-2) 2. Shall not exceed eight square feet in area and provide a minimum of 8' clearance between the sidewalk surface and the bottom of the sign. Sign shall be within six feet of the door. Must hang perpendicular to the facade of the building. (Sec. 23-3-t (3) b)	2. TxDOT Regulations place the <u>bottom of hanging signs at 7' above the grade of the sidewalk</u>. Sign shall be within six feet of the door. Must hang perpendicular to the facade of the building.	2. MOTION: To change minimum clearance between the sidewalk and the bottom of the sign from 8' to <u>7'</u> in the definition of a <i>Hanging sign</i>. (proposed change underlines) S. GOLA/S. TRUEX/PASSED UNANIMOUSLY
Feather Banners:	1. <i>Banner</i> means a temporary sign, either attached or freestanding, with or without characters, letters, illustrations, or ornamentations, applied to cloth, paper, flexible plastic or fabric of any kind, attached to the exterior of the structure or free standing on the site with temporary fastening devices such as rope, string, wire, twine, or similar materials, which is in addition to the permitted permanent signs, announcing a special event for a business, i.e., business openings, grand openings, sales or promotion events. (Sec. 24-2) 2. Approved banner signs shall be displayed for a maximum of 90	1. Keep the definition as is. 2. Keep the display time allowed per banner as is.	

	days per calendar year. (Sec. 24-3 (o) 9) 3. Banners require permits. (Sec. 24-3 (o) 9) 4. According to the Zoning Ordinance, portable, temporary, or banner signs are prohibited. (App. B-Zoning Ord.: 2.11 [.4] .7 a 7 – Multifamily Residential Districts) 5. Feather banners are not addressed at all in the sign ordinance.	3. Continue to require permits for banners. 5. Definition of a Feather banner: <u>A vertical portable sign, made of lightweight material that is prone to move in the wind, and that contains a harpoon-style pole or staff driven into the ground for support or is supported by means of an individual stand. This definition includes such signs of any shape including flutter, bow, teardrop, rectangular, shark, feather, and U-shaped. For purposes of this Article, a feather banner is an advertising device and sign.</u> 6. Feather banners should be prohibited in the Downtown Sign District. (Examples of cities prohibiting feather banners include Georgetown, TX; Denton, TX; and Gainesville, GA.)	6. MOTION: To recommend to the Council that feather banners be allowed for short periods of time with a permit. S. GOLA/ S. TRUEX/ PASSED UNANIMOUSLY
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SIGN TYPE:	CURRENT ORDINANCE:	STAFF RECOMMENDED CHANGES / ADDITIONS:	RESULTS OF THE MAIN STREET ADVISORY BOARD VOTE:
Lighted Signs:	1. <i>Internally illuminated signs.</i> Not permitted. (Sec. 23-3 (t) (4) b) In addition, the Taylor Zoning Ordinance reads: 2. <i>Neon Signs.</i> There shall be no neon signs on the exterior of any structures. (App. B – Zoning Ord.: 2.11. [.4] .7 a 4 – Multifamily Residential Districts) 3. Interior neon signs shall be restricted to "Open" and "Closed," may not exceed six (6) square feet in size and may not have movement or changing colors. (App. B – Zoning Ord.: 2.11 [.4] .7 a 4 – Multifamily Residential Districts)	1. Full internally back-lit plastic, vinyl or illuminated box signs are not permitted. An historically accurate alternative is the installation of indirect lighting onto the exterior of signage either by up-lighting or lights directed down onto the sign face. 2. Neon signage is an historic sign form and has been traditionally used in downtown historic commercial districts since the mid-20th C. It also has historic precedence in downtown Taylor. Therefore, neon signage should be considered on a case-by-case basis taking into consideration the architecture of the building where the sign will be located. 3. Neon cabinet/canister signs such as neon “Open” and “Closed” signs have less historical standing than do traditional neon business signs and are inappropriate for the downtown historic district.	1. MOTION: To inform Council that the MSAB wants more time to arrive at a decision on the issues presented related to lighted signage and would use the opportunity to encourage dialogue with the business community concerning signage. J. MCCRAE / S. GOLA/UNANIMOUSLY APPROVED

Main Street Advisory Board
November 18, 2020

Agenda Item Cover Sheet

5. Discuss future action regarding design guidelines for signage



MEMORANDUM

TO: Main Street Advisory Board
FROM: Jan Harris, CMSM
RE: Examples of Sign Ordinances & Design Guidelines Featuring Signs in Other Cities
DATE: 11/09/2020

At the October meeting, staff was asked to provide links to other cities which had good examples of sign ordinances coupled with design guidelines featuring signage for the Board's review.

Here are a few examples:

Georgetown, TX – Main Street City since 1982:

Sign ordinance:

https://library.municode.com/tx/georgetown/codes/unified_development_code?nodeId=UNDECO_CH10SIST

Specific Sign Lighting Standards:

https://library.municode.com/tx/georgetown/codes/unified_development_code?nodeId=UNDECO_CH10SIST_S10.05SILIST

Design Guidelines for Signs:

<https://historic.georgetown.org/wp-content/uploads/sites/11/2009/02/Chapter-9-Guidelines-for-Signs-1.pdf>

Plano, TX:

Sign Ordinance:

<https://www.plano.gov/DocumentCenter/View/12755/Table-of-Contents-Articles-and-Index?bidId=>

Signage is found in Article 22

Design Guidelines:

<https://www.plano.gov/DocumentCenter/View/18164/Adoped-Downtown-Heritage-Resource-District-Design-Standards?bidId=>

Signs – Chapter 6 on page 89;

Calhoun, GA – A Georgia Classic Main Street City

Sign Ordinance:

https://library.municode.com/ga/calhoun/codes/code_of_ordinances?nodeId=PTIICOOR_APXAZO_ARTXSIOR

Design Guidelines for Signs::

<https://www.cityofcalhoun-ga.com/wp-content/uploads/2015/10/Historic-Downtown-Calhoun-sign-guidelines.pdf>

Township of Mountclair, NJ – a Great American Award Recipient:

Sign Ordinance:

<https://ecode360.com/27425286>

Design Guidelines:

https://www.montclairnjusa.org/UserFiles/Servers/Server_5276204/File/Government/Departments/Planning%20&%20Community%20Development/Historic%20Preservation/Montclair%20Historic%20Design%20Guidelines.pdf

The goal of design guidelines, whether for signage or all aspects of design instruction for a commercial district, is to provide examples which inspire building and business owners and guide them toward quality design projects. I would suggest a balance of “do’s and don’t’s” be included in the design guidelines whether they are developed in-house, with a consultant, or with the guidance of the TX Main Street Office.

Main Street Advisory Board
November 18, 2020

Agenda Item Cover Sheet

5. Items for Upcoming Agendas