

AGENDA

CITY OF TAYLOR, TEXAS SPECIAL CALLED MAIN STREET ADVISORY BOARD MEETING 400 PORTER STREET, TAYLOR TEXAS

WEDNESDAY, SEPTEMBER 6, 2023
6:00PM

Main Street is a grassroots effort of Economic Development through Historic Preservation.

The Main Street Movement is based on the 4 Point Process:

1. ORGANIZATION - Bringing together your stakeholders (property & business owners, residents, employees, schools, government, organizations, etc.) to work toward a goal of a revitalized OT.
2. DESIGN - Improving the curb appeal of downtown and creating a safe, welcoming, and inviting environment both in the overall district and in the individual stores.
3. PROMOTION - Telling your downtown's story. So much more than special events - it is marketing to your residents, workers, visitors, and shoppers.
4. ECONOMIC VITALITY - Supporting your existing business mix while actively recruiting new businesses to bolster your Downtown business stock.

I. CALL TO ORDER AND DECLARE A QUORUM

II. CITIZEN COMMUNICATION

(The Main Street Advisory Board welcomes public comment on items not listed on the agenda. However, the Board cannot respond until the item is posted on a future agenda. All public comments are limited to 3 minutes.)

III. REGULAR AGENDA; REVIEW/DISCUSS AND CONSIDER ACTION

- A. Consider the request by St. Mary's Catholic Church and School to have the special event fees waived for the St. Mary's Fall Festival and make a recommendation to the City Manager. (Ruby Fisher)
- B. Consider the Variance Request submitted by Judy Blundell for temporary event banners at the McCrory-Timmerman Building and make a recommendation to the Zoning Board of Appeals. (Ruby Fisher)

IV. ADJOURN

NEXT MEETING DATE: SEPTEMBER 20, 2023

I certify that the notice of this meeting was posted in the Taylor City Hall Lobby continuously for 72 continuous hours before the scheduled time of said meeting. I further certify that the following news media was notified of this meeting: Taylor Daily Press.

Posted by:



Main Street Manager

Date:

Aug 31, 2023

TAYLOR MAIN STREET ADVISORY BOARD
SPECIAL CALLED MEETING

AGENDA ITEM COVER SHEET

September 6, 2023

REGULAR AGENDA

III-A

Consider the request by St. Mary's Catholic Church and School to have the special event fees waived for the St. Mary's Fall Festival and make a recommendation to the City Manager.

STREET CLOSURE REQUEST AND MAP – ST. MARY’S FALL FESTIVAL

OPTION 1 – 5th and Elliot Closed

5th Street – Closed from Washburn Street to Elliott Street

Street will be blocked to prevent parking from 8 am – 11 am

Street will be closed for event usage from 11 am – 3 pm

Elliott Street – Closed from 5th south to north side of Private Driveway (See Diagram)

Street will be blocked to prevent parking from 8 am – 11 am

Street will be closed for event usage from 11 am – 1 pm

OPTION 2 – 5th Street (No Elliot Street Closure)

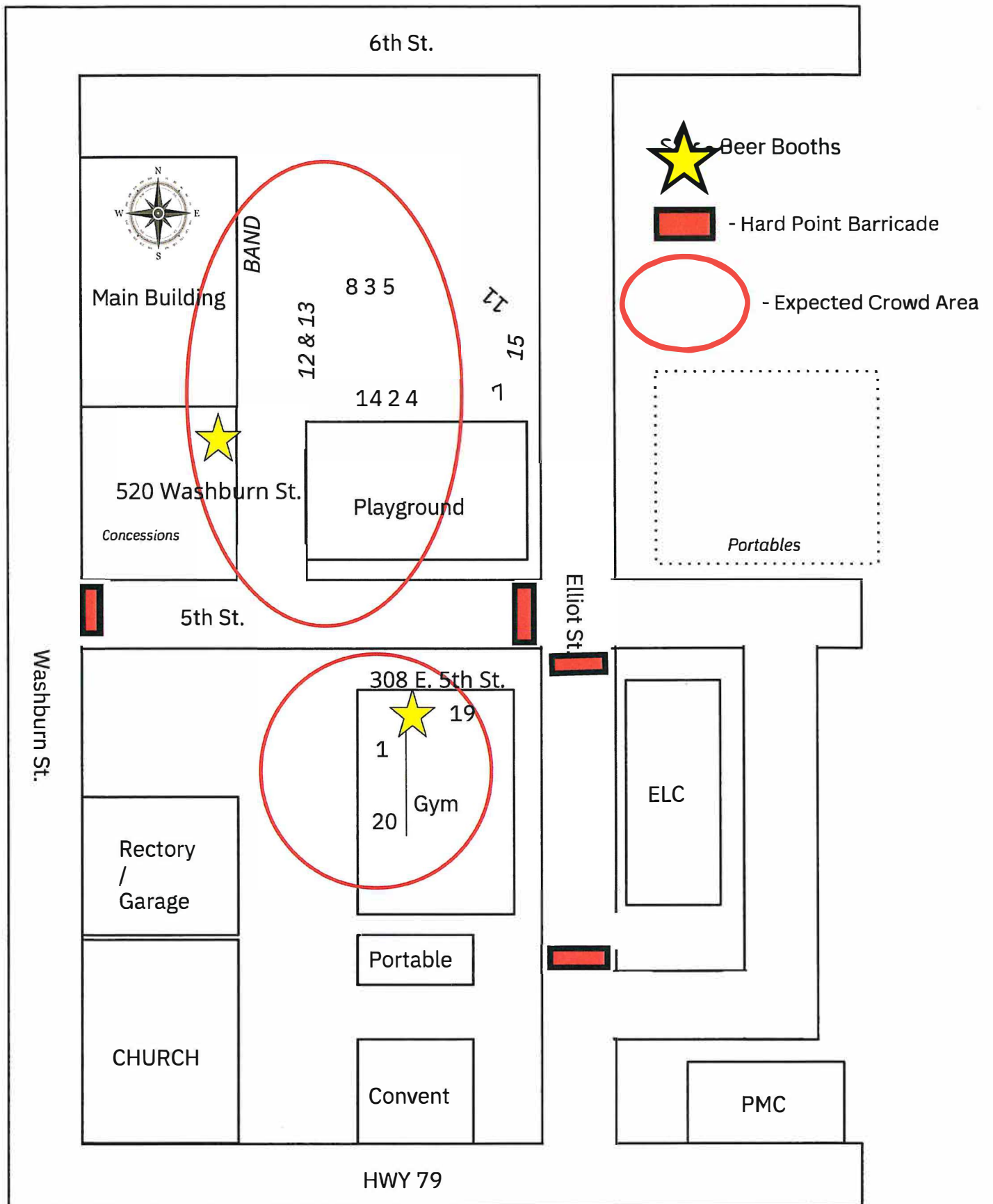
5th Street – Closed from Washburn Street to Elliott Street

Street will be blocked to prevent parking from 8 am – 11 am

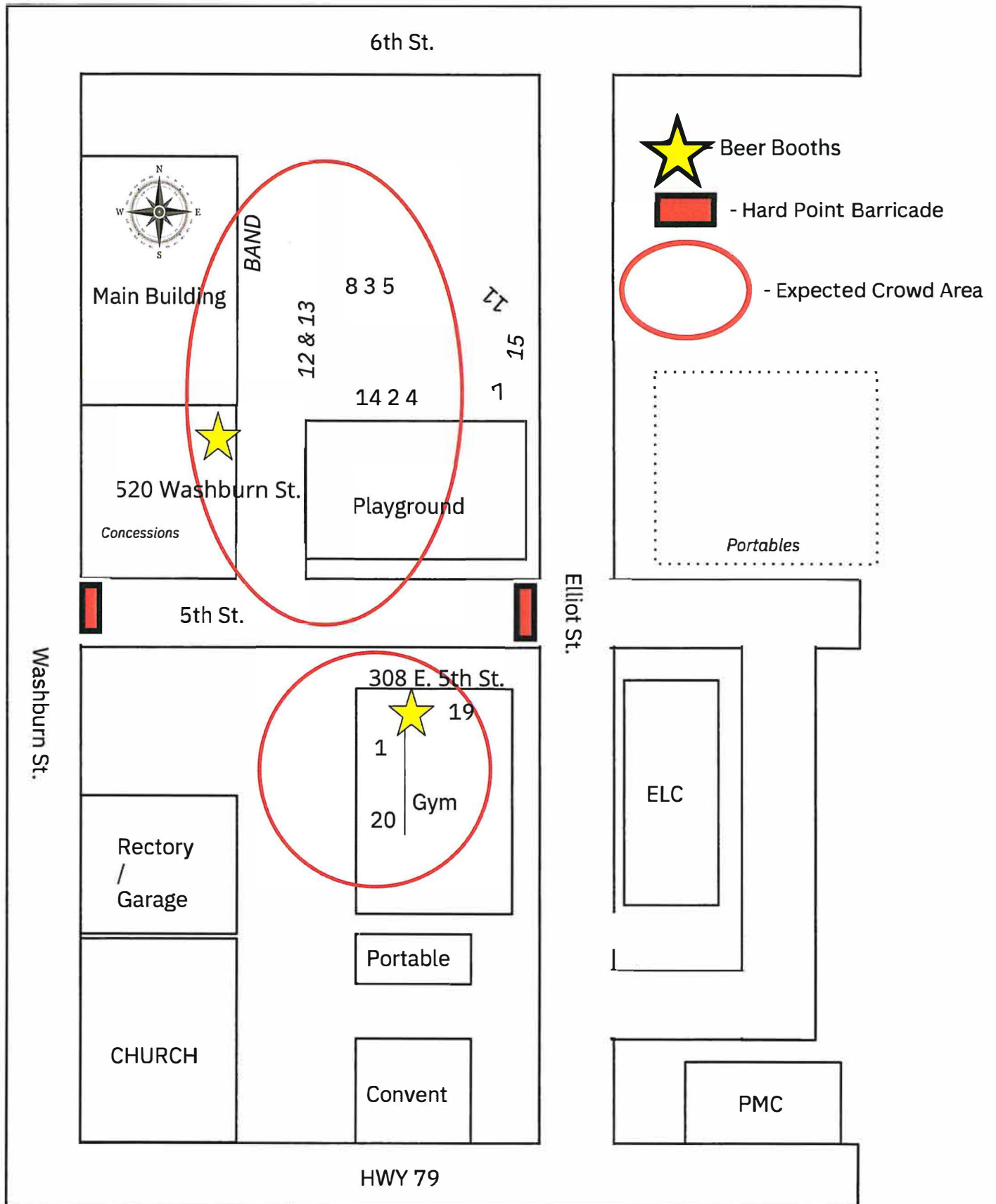
Street will be closed for event usage from 11 am – 3 pm

Both options require police presence for Alcohol Service from 12 pm – 3 pm.

Option 1 - Closing 5th and Elliott Street



Option 2 - Closing 5th Street Only



ST MARY'S FALL FESTIVAL – WAIVER OF FEES REQUEST

OPTION ONE

Department	Projected Cost
Police Department	\$1020.00 - \$2040.00
Public Works	\$2269.60
	\$3289.60 - \$4309.00

OPTION TWO

Department	Projected Cost
Police Department	\$680.00 - \$1190.00
Public Works	\$1230.44
	\$1910.44 – \$2420.44

The reviewers and/or their respective board or commissions may recommend to the city manager that a special event permit fee or equivalent such as event signage allowed on public properties or facilities, city financial contribution or in-kind services be waived, reduced, allowed or combination thereof for an event that is benefiting or assisting an identified organization that has ties to the city and has either shown a financial inability to pay the fee or other means as set forth herein. Such consideration upon the applicant's request may be considered in accordance with the following criteria:

- (1) The event provides charitable grant(s) or donations directly back to the city or community through proceeds received from the event organizer;
- (2) The event promotes local historical, cultural and arts preservation and restoration and tourism to the community as authorized pursuant to V.T.C.A. Tax Code, ch. 351;
- (3) The event generates direct or indirect economic development benefit by ways of increase in sales, use and/or hotel occupancy tax revenue;
- (4) The event promotes or furthers any public purpose authorized pursuant to Texas Const. [Art. 3](#), § 52-a, V.T.C.A., Local Government Code, ch. 380, or any other law established for the promotion of economic development in the state.
- (5) The city is required by applicable law to waive the imposition of a fee related to application processing, equipment rental, personnel services, or similar costs which a court of competent jurisdiction has determined must be borne by the taxpayers of the city and not the person or persons causing the cost to the taxpayers.

BANNERS / SIGNS PROMOTING YOUR EVENT

Outdoor advertising of a special event shall be in accordance with Chapter 24 – Signs of the City of Taylor Code of Ordinances.

General Special Events in Taylor may apply for a permit to hang sign(s) or banner(s) to advertise special events within the city limits and the extraterritorial jurisdiction (ETJ) providing: (1) A sign permit is submitted prior to the display of any temporary sign(s) or banner(s) for the special event being advertised; and (2) All of the following conditions are met:

- a. No more than three temporary special event signs shall be displayed, at any one time, per non-residential property;
- b. Maximum of ten different non-residential locations within the city limits and ETJ for each special event;
- c. No external or internal illuminations are permitted;
- d. The temporary sign shall not be in, on, or over a right-of-way or utility easement or on public property, unless the event is sponsored by the public entity whose property the temporary sign is located;
- e. The maximum surface area of each temporary sign shall not exceed 32 square feet;
- f. The maximum height of each temporary sign above grade shall not exceed five feet;
- g. The maximum duration for each temporary sign would be 21 days prior to the special event and shall be removed within 48 hours of the end of the special event;
- h. Each temporary sign or banner shall be securely attached and fastened to a building, wall, fence, or freestanding frame; and
- i. The event organizer has obtained prior authorization from each landowner and identified the position and size of each sign at each location before submitting the one sign permit for up to ten different locations.

Do you plan to display signs/banners promoting your special event in Taylor? ____ *YES ____ NO

* If YES, please attach a copy of your approved sign permit to this application.

FEES AND/OR IN-KIND SERVICES

Before a permit can be issued,

- (a) The applicant will pay a fee as provided for in the City Fee Schedule and in the Fee Schedule set out in section 14-175 of the Special Events Ordinance. These fees may include but are not limited to rental fees for the use of City properties and associated refundable damage deposits.
- (b) The applicant will also obtain all inspections and permits required under any other ordinance of the City or the Williamson County and Cities Health District.
- (c) The applicant will pay to the City the balance due for the actual cost of service, staff, and billed items not later than the 20th business day following the event.
- (d) The City Reviewers Committee and/or their respective boards or commissions may recommend to the City Manager that a special event permit fee or equivalent such as event signage allowed on public properties or facilities, City financial contribution, or in-kind services be waived, reduced, allowed, or a combination thereof for an event that is benefitting or assisting an identified organization that has ties to the City and has either shown a financial inability to pay the fee or other means as set forth below. Such consideration upon the applicant's request maybe considered in accordance with the following criteria:
 - (1) The event provides charitable grant(s) or donations directly back to the City or community through proceeds received from the event organizer;
 - (2) The event promotes local historical, cultural and arts preservation and restoration and tourism to the community as authorized pursuant to Chapter 351 of the Texas Tax Code;
 - (3) The event generates direct or indirect economic development benefit by ways of increase in sales, use, and/or hotel occupancy tax revenue;
 - (4) The event promotes or furthers any public purpose authorized pursuant to Texas Constitution Art. 3 Section 52-a, Chapter 380 of the Local Government Code, or any other law established for the promotion of economic development in the state.
 - (5) The City is required by applicable law to waive the imposition of a fee related to application processing, equipment rental, personnel services, or similar costs which a court of competent jurisdiction has determined must be borne by the taxpayers of the City and not the person or persons causing the cost to the taxpayers.

Do you want to seek a waiver or reduction of fees for your event? ____ *YES ____ NO *If YES, please state your reasons for doing so: _____

What specific waivers or fee reductions are you seeking? (Please be specific) _____

Why do you think you should receive a waiver or a reduction of fees for your special event? _____

Do you want to seek permission to place banner signage promoting your event on City-owned property? ____ *YES ____ NO
*If YES, please state your reasons for doing so: _____

Email from Tim Vanecek to City Manager Brian LaBorde :

I wanted to update you on our involvement with the St. Mary's Church and School Festival scheduled for September 10, 2023. I submitted the Special Event packet in early August and have been collaborating closely with Ruby Fisher (Special Events Manager).

Friday, we had a productive meeting with Ruby and the heads of various departments, during which we encountered an unexpected challenge. A recent city policy now mandates the use of hard-point barricades and additional manpower to secure the streets running through the Church property. Unfortunately, the associated fees for compliance with this policy are quite substantial and have the potential to significantly impact our overall profits from the event.

In light of this situation, I have taken the initiative to formally request a waiver on the city fees. I believe that such a waiver is not only justified but also crucial to ensure that the festival can continue to thrive and benefit the St. Mary's Church and School community.

I kindly request your assistance and guidance in navigating this matter. Any insights or support you can provide in securing the waiver would be greatly appreciated.

The Church Festival is expected to bring hundreds of people into the Downtime area - estimates are 900 + persons attending (families, children, grandparents, alumni, visitors) one of our biggest fundraisers of the year. This is a family and community event with a raffle, live and silent auctions, booths, games, and terrific food.

Thank you for your attention to this important issue, and I look forward to your response

TAYLOR MAIN STREET ADVISORY BOARD
SPECIAL CALLED MEETING

AGENDA ITEM COVER SHEET

September 6, 2023

REGULAR AGENDA

III-B

Consider the Variance Request submitted by Judy Blundell for temporary event banners at the McCrory-Timmerman Building and make a recommendation to the Zoning Board of Appeals.

MAIN STREET ADVISORY BOARD
Agenda Item Staff Report
September 6, 2023

III-B: Consider the Variance Request submitted by Judy Blundell for temporary event banners at the McCrory-Timmerman Building and make a recommendation to the Zoning Board of Appeals.

ITEM DETAILS:

Judy Blundell, owner of the McCrory-Timmerman Building (201 N . Main Street) is requesting a variance to be able to hang large promotional banners for public special events from the existing brackets on the N. Main Street building façade. The proposed banners are 3'10" wide and 10'10" tall for a total of 76.03 square feet.

The applicant requests a variance to:

Section 24-3 (u)2-e: The maximum surface area of each temporary sign shall not exceed 32 square feet.

Per the applicant, the justification for this request is that these are temporary promotional banners, intended to catch the attention of moving traffic as it passes through downtown in order to promote an event - in this case the Main Street Car Show and the Annual Birdsong Art Exhibit. The request maintains that drivers cannot easily see or decipher small banners from their cars. The message of the banner must be set out in a way that delivers the information at a glance and imprints the image upon the viewer's brain. The applicant maintains that this is the number one rule of successful promotional advertising.

If the application for the variance is successful, the applicant proposes to hang the Main Street Car Show promotional banner on the McCrory Timmerman Building starting Saturday, October 7th through Saturday, October 28th. Then the Birdsong Exhibit banner would be hung starting Saturday, October 28th through Saturday, December 16th.

STAFF COMMENTS:

The Main Street Board, after due consideration, must make a recommendation to the Zoning Board of Adjustment to

1. Uphold the Section 24-3(u)2-e and deny the request for a variance or
2. Recommend that a variance be granted for the installation of 70.03 SF special event banners from the brackets on the east façade (Main Street) of the McCrory Timmerman Building.

PROPOSED BANNERS

Banner 1 - promoting the 10th annual car show
Hang dates - Saturday, Oct. 7 - Saturday, Oct. 28
Dimensions - 3'10" x 19'10"

Banner 2 - promoting the 6 annual BirdSong art show
Hang dates - Saturday, Oct. 28 - Saturday, Dec. 16
Dimensions - 3'10" x 19'10"

details: both banners to be custom double sided reinforced opaque mesh
with triple stitching around edges and grommets. Metal grommet -full
perimeter, spaced at 12".

