

## AGENDA

### CITY OF TAYLOR, TEXAS MAIN STREET ADVISORY BOARD April 21, 2021 5:30 p.m.

To assist in maintaining the health of 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)

+16699006833,,93635684575# US (San Jose)

Dial by your location

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

+1 929 205 6099 US (New York)

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

Meeting ID: 936 3568 4575

#### I. ELECT A TEMPORARY CHAIRPERSON, CALL 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 March 17, 2021
2. Receive the financial reports from March 2021

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

3. Main Street Manager's reports:
  - a. Manager's Activity Report
  - b. Downtown Property Report
  - c. Downtown Business Report
  - d. Board Member Attendance Report
4. Sign Variance Requests:
  - A. Consider a recommendation to the Zoning Board of Adjustment for a sign variance request for 305 North Main Street
  - B. Consider a recommendation to the Zoning Board of Adjustment for a sign variance request for 202 North Main Street
  - C. Consider a recommendation to the Zoning Board of Adjustment for a sign variance request for 100 East 2<sup>nd</sup> Street

- D. Consider a recommendation to the Zoning Board of Adjustment for a sign variance request for 201 North Main Street
  - E. Consider a recommendation to the Zoning Board of Adjustment for a sign variance request for 304 North Main Street
  - F. Consider a recommendation to the Zoning Board of Adjustment for a sign variance request for 115 West 2<sup>nd</sup> Street
- 5. Discuss and receive recommendation from the Main Street Advisory Board regarding downtown street improvements.
  - 6. Discuss items for upcoming agendas

**V. ADJOURN**

**Next Meeting Date: May 19, 2021**

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 **April 21, 2021**. I further certify that the following news media was notified of this meeting: Taylor Daily Press.

Posted By: Carrie Orts  
Carrie Orts, Administrative Assistant Development Services

Date: 4.16.2021

# **Main Street Advisory Board**

**April 21, 2021**

## **Agenda Item Cover Sheet 1**

### **Consent Agenda Items:**

March 17, 2021 Minutes

March 2021 Financial Reports

## MAIN STREET ADVISORY BOARD MEETING MINUTES

### CITY OF TAYLOR, TEXAS MAIN STREET ADVISORY BOARD

March 17, 2021

**MEMBERS PRESENT:** Ashley Doss, John McRae, Steve Truex, Erwin Stauffer, Jeff Snyder, and Doug Moss

**MEMBERS ABSENT:** Curie Humphreys (as the Council appointed new board members on March 11<sup>th</sup>, attendance would not be counted at this first meeting.)

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

**OTHERS PRESENT:** Tia Rae Stone, Chamber of Commerce President

- I. **CALL TO ORDER AND DECLARE A QUORUM:** Steve Truex was nominated temporary Chairman for the meeting. He called the meeting to order at 5:45 pm with a quorum present.
- II. **CITIZENS COMMUNICATION:** No communication from the citizenry.
- III. **CONSENT AGENDA**
  1. **MOTION:** To approve the January 21, 2021 Meeting Minutes as presented and to receive the January and February Financial Reports as presented by staff. **E. STAUFFER/D. MOSS/APPROVED**
- 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. **Downtown Property Report:** Jan reviewed the two reports indicating properties for sale and those for lease in the downtown district. She reported that a potential buyer is looking at 103 W 5<sup>th</sup> Street and that Doug Moss has purchased the First Presbyterian Church property. Properties for lease in downtown include several spaces in the McCrory-Timmerman and Titsworth buildings and the recently vacated 310-A N Main St. She reported that the loft space located at 103 W 4<sup>th</sup> St (Pressler-Hewitt Building) has been leased.
    - c. **Downtown Business Report:** Jan reported that KINCL Antiques Emporium is under new management with Glenn Schiller as manager. She also reported that 4<sup>th</sup> Street Mercantile (201 W 2<sup>nd</sup> St) has closed. Dee's Boutique has relocated from 313 N Main to 323 N Main and will be operating under a new name: Dee's Florist and Gifts.
    - d. **Board Member Attendance Report:** The attendance report was reviewed with the board and attendance was strongly encouraged at all meetings.
  2. **Consideration of a Rental Assistance Grant request from Allison Holder, owner of Cherry Tree Home and Gift, 104 E. 2<sup>nd</sup> Street:** Jan has not received any additional supporting documents from Ms. Holder, and it appears that she does not want to pursue a Rental Assistance Grant.
  3. **Report on the City's Sign Ordinance:** Jan reviewed the proposed updates to the City's Sign Ordinance as it relates to lighted signage with the board. As most of the board's members are newly appointed, it was decided that action on this matter will be tabled until after orientation.

4. **Report on the types of grants offered by Texas Main Street Cities:** Jan presented her report on the variety of grants offered across the state. In terms of Rental Assistance Grants, she noted that only 9 of the 85 reporting cities offered these grants (11%). The report was received as information by the board.
5. **Report on the history of the Rental Assistance Program in Taylor:** Jan reported that since 2012, 49 Rental Assistance Grants have been awarded totaling \$231,239. Total amounts of grant monies awarded per business ranged from \$999.80 to \$7698.40. Of the 49 businesses receiving these grants, only 20 are still in business today. One of the 20 has relocated outside the Main Street Program district. Therefore, the success rate for the Rental Assistance Grant is 40%. The report was received as information by the Board.
6. **Discuss items for upcoming agendas**
  - Board member orientation
  - Election of Officers

V. **ADJOURN: MOTION:** A motion to adjourn was made by S. TRUEX / D. MOSS / UNANIMOUS. Meeting adjourned at 6.45 pm.

Respectfully submitted:

*Jan Harris, CMSM, MHP*

Main Street Manager

C I T Y O F T A Y L O R  
 FINANCIAL STATEMENT  
 AS OF: MARCH 31ST, 2021

123-MAIN STREET REVENUE FUND  
 FINANCIAL SUMMARY

| ACCT #                        | ACCOUNT NAME | ANNUAL<br>BUDGET | CURRENT<br>PERIOD | Y-T-D<br>ACTUAL | % OF<br>BUDGET | Y-T-D<br>ENCUMB. | BUDGET<br>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        | 535.00            | 3,471.00        | 6.87           | 0.00             | 47,029.00         |
| 450-INTERFUND OPERATING T     |              | 39,600.00        | 9,900.00          | 19,800.00       | 50.00          | 0.00             | 19,800.00         |
| *** TOTAL REVENUES ***        |              | 107,100.00       | 10,435.00         | 23,271.00       | 21.73          | 0.00             | 83,829.00         |
| <u>EXPENDITURE SUMMARY</u>    |              |                  |                   |                 |                |                  |                   |
| 615-CONTRIBUTE TO CIVIC P     |              | 97,650.00        | 734.68            | 11,754.28       | 12.04          | 0.00             | 85,895.72         |
| *** TOTAL EXPENDITURES ***    |              | 97,650.00        | 734.68            | 11,754.28       | 12.04          | 0.00             | 85,895.72         |
| *** TOTAL PROFIT / (LOSS) *** |              | 9,450.00         | 9,700.32          | 11,516.72       | 121.87         | 0.00             | ( 2,066.72)       |

C I T Y O F T A Y L O R  
 FINANCIAL STATEMENT  
 AS OF: MARCH 31ST, 2021

123-MAIN STREET REVENUE FUND  
 REVENUES

| ACCT #                                | ACCOUNT NAME                  | ANNUAL<br>BUDGET | CURRENT<br>PERIOD | Y-T-D<br>ACTUAL | % OF<br>BUDGET | Y-T-D<br>ENCUMB. | BUDGET<br>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           | 0.00             | 0.00              | 0.00            | 0.00           | 0.00             | 0.00              |
| ** 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    | 0.00             | 0.00              | 0.00            | 0.00           | 0.00             | 0.00              |
| ** 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         | 535.00            | 3,471.00        | 173.55         | 0.00             | ( 1,471.00)       |
| 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                  | 0.00             | 0.00              | 0.00            | 0.00           | 0.00             | 0.00              |
| ** REVENUE CATEGORY TOTAL **          |                               | 50,500.00        | 535.00            | 3,471.00        | 6.87           | 0.00             | 47,029.00         |
| <u>450-INTERFUND OPERATING TRANSF</u> |                               |                  |                   |                 |                |                  |                   |
| 450-361                               | TRANSFER FROM TIF             | 20,000.00        | 5,000.00          | 10,000.00       | 50.00          | 0.00             | 10,000.00         |
| 450-362                               | TRANSFER FROM H.O.T.          | 5,000.00         | 1,250.00          | 2,500.00        | 50.00          | 0.00             | 2,500.00          |
| 450-365                               | TRANSFER FROM GENERAL FUND    | 14,600.00        | 3,650.00          | 7,300.00        | 50.00          | 0.00             | 7,300.00          |
| ** REVENUE CATEGORY TOTAL **          |                               | 39,600.00        | 9,900.00          | 19,800.00       | 50.00          | 0.00             | 19,800.00         |
| *** TOTAL REVENUES ***                |                               | 107,100.00       | 10,435.00         | 23,271.00       | 21.73          | 0.00             | 83,829.00         |

C I T Y O F T A Y L O R  
F I N A N C I A L S T A T E M E N T  
A S O F : M A R C H 3 1 S T , 2 0 2 1

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

| ACCT #                       | ACCOUNT NAME           | ANNUAL<br>BUDGET | CURRENT<br>PERIOD | Y-T-D<br>ACTUAL | % OF<br>BUDGET | Y-T-D<br>ENCUMB. | BUDGET<br>BALANCE |
|------------------------------|------------------------|------------------|-------------------|-----------------|----------------|------------------|-------------------|
| <u>100-EMPLOYEE SERVICES</u> |                        |                  |                   |                 |                |                  |                   |
| <u>WAGES &amp; SALARIES</u>  |                        |                  |                   |                 |                |                  |                   |
| 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              |
| <br>                         |                        |                  |                   |                 |                |                  |                   |
| ** CATEGORY TOTAL **         |                        | 0.00             | 0.00              | 0.00            | 0.00           | 0.00             | 0.00              |

200-OPERATIONAL SUPPLIES

|                               |                               |           |        |          |      |      |             |
|-------------------------------|-------------------------------|-----------|--------|----------|------|------|-------------|
| <u>PROGRAM/SPECIAL EVENTS</u> |                               |           |        |          |      |      |             |
| 615-232                       | FARMERS' MARKET               | 0.00      | 734.68 | 2,267.13 | 0.00 | 0.00 | ( 2,267.13) |
| 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 | 734.68 | 2,267.13 | 3.91 | 0.00 | 55,782.87   |

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 | 734.68 | 2,267.13 | 3.91 | 0.00 | 55,782.87 |
|----------------------|--|-----------|--------|----------|------|------|-----------|

500-CONTRACT SERVICES AND FEES

C I T Y O F T A Y L O R  
FINANCIAL STATEMENT  
AS OF: MARCH 31ST, 2021

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

| ACCT #                                    | ACCOUNT NAME                | ANNUAL<br>BUDGET | CURRENT<br>PERIOD | Y-T-D<br>ACTUAL | % OF<br>BUDGET | Y-T-D<br>ENCUMB. | BUDGET<br>BALANCE |
|-------------------------------------------|-----------------------------|------------------|-------------------|-----------------|----------------|------------------|-------------------|
| <u>PROFESSIONAL SERVICES</u>              |                             |                  |                   |                 |                |                  |                   |
| 615-519                                   | OTHER PROFESSIONAL SERVICES | 0.00             | 0.00              | 4,487.15        | 0.00           | 0.00             | ( 4,487.15)       |
|                                           | * SUB-CATEGORY TOTAL *      | 0.00             | 0.00              | 4,487.15        | 0.00           | 0.00             | ( 4,487.15)       |
| <u>FEEES FOR SERVICES</u>                 |                             |                  |                   |                 |                |                  |                   |
| 615-523                                   | OUTSIDE PRINTING            | 0.00             | 0.00              | 0.00            | 0.00           | 0.00             | 0.00              |
| 615-528                                   | ADVERTISING                 | 5,000.00         | 0.00              | 0.00            | 0.00           | 0.00             | 5,000.00          |
|                                           | * SUB-CATEGORY TOTAL *      | 5,000.00         | 0.00              | 0.00            | 0.00           | 0.00             | 5,000.00          |
| ** CATEGORY TOTAL **                      |                             | 5,000.00         | 0.00              | 4,487.15        | 89.74          | 0.00             | 512.85            |
| <u>700-CAPITAL OUTLAY</u>                 |                             |                  |                   |                 |                |                  |                   |
| <u>OFFICE FURNITURE/EQUIPMENT</u>         |                             |                  |                   |                 |                |                  |                   |
| 615-719                                   | OTHER CAPITAL OUTLAY        | 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              |
| <u>800-CONTRIBUTIONS &amp; 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              | 5,000.00        | 25.00          | 0.00             | 15,000.00         |
| 615-819                                   | OTHER CONTRIBUTIONS         | 0.00             | 0.00              | 0.00            | 0.00           | 0.00             | 0.00              |
|                                           | * SUB-CATEGORY TOTAL *      | 34,600.00        | 0.00              | 5,000.00        | 14.45          | 0.00             | 29,600.00         |
| ** CATEGORY TOTAL **                      |                             | 34,600.00        | 0.00              | 5,000.00        | 14.45          | 0.00             | 29,600.00         |
| *** DEPARTMENT TOTAL ***                  |                             | 97,650.00        | 734.68            | 11,754.28       | 12.04          | 0.00             | 85,895.72         |
| *** TOTAL EXPENSES ***                    |                             | 97,650.00        | 734.68            | 11,754.28       | 12.04          | 0.00             | 85,895.72         |

CITY OF TAYLOR  
FINANCIAL STATEMENT  
AS OF: MARCH 31ST, 2021123-MAIN STREET REVENUE FUND  
615-CONTRIBUTE TO CIVIC PROGRA  
DEPARTMENT EXPENSES

| ACCT # | ACCOUNT NAME              | ANNUAL<br>BUDGET | CURRENT<br>PERIOD | Y-T-D<br>ACTUAL | % OF<br>BUDGET | Y-T-D<br>ENCUMB. | BUDGET<br>BALANCE |
|--------|---------------------------|------------------|-------------------|-----------------|----------------|------------------|-------------------|
| ***    | TOTAL PROFIT / (LOSS) *** | 9,450.00         | 9,700.32          | 11,516.72       | 121.87         | 0.00             | ( 2,066.72)       |

\*\*\* END OF REPORT \*\*\*

C I T Y   O F   T A Y L O R  
 FINANCIAL STATEMENT  
 AS OF:    MARCH 31ST, 2021

123-MAIN STREET REVENUE FUND  
 FINANCIAL SUMMARY

| ACCT #                     | ACCOUNT NAME              | ANNUAL<br>BUDGET | CURRENT<br>PERIOD | Y-T-D<br>ACTUAL | % OF<br>BUDGET | Y-T-D<br>ENCUMB. | BUDGET<br>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        | 535.00            | 3,471.00        | 6.87           | 0.00             | 47,029.00         |
| 450-                       | INTERFUND OPERATING T     | 39,600.00        | 9,900.00          | 19,800.00       | 50.00          | 0.00             | 19,800.00         |
| ***                        | TOTAL REVENUES ***        | 107,100.00       | 10,435.00         | 23,271.00       | 21.73          | 0.00             | 83,829.00         |
| <u>EXPENDITURE SUMMARY</u> |                           |                  |                   |                 |                |                  |                   |
| 615-                       | CONTRIBUTE TO CIVIC P     | 97,650.00        | 734.68            | 11,754.28       | 12.04          | 0.00             | 85,895.72         |
| ***                        | TOTAL EXPENDITURES ***    | 97,650.00        | 734.68            | 11,754.28       | 12.04          | 0.00             | 85,895.72         |
| ***                        | TOTAL PROFIT / (LOSS) *** | 9,450.00         | 9,700.32          | 11,516.72       | 121.87         | 0.00             | ( 2,066.72)       |

C I T Y O F T A Y L O R  
FINANCIAL STATEMENT  
AS OF: MARCH 31ST, 2021

123-MAIN STREET REVENUE FUND  
REVENUES

| ACCT #                                | ACCOUNT NAME                  | ANNUAL<br>BUDGET | CURRENT<br>PERIOD | Y-T-D<br>ACTUAL | % OF<br>BUDGET | Y-T-D<br>ENCUMB. | BUDGET<br>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           | 0.00             | 0.00              | 0.00            | 0.00           | 0.00             | 0.00              |
| ** 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    | 0.00             | 0.00              | 0.00            | 0.00           | 0.00             | 0.00              |
| ** 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         | 535.00            | 3,471.00        | 173.55         | 0.00             | ( 1,471.00)       |
| 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                  | 0.00             | 0.00              | 0.00            | 0.00           | 0.00             | 0.00              |
| ** REVENUE CATEGORY TOTAL **          |                               | 50,500.00        | 535.00            | 3,471.00        | 6.87           | 0.00             | 47,029.00         |
| <u>450-INTERFUND OPERATING TRANSF</u> |                               |                  |                   |                 |                |                  |                   |
| 450-361                               | TRANSFER FROM TIF             | 20,000.00        | 5,000.00          | 10,000.00       | 50.00          | 0.00             | 10,000.00         |
| 450-362                               | TRANSFER FROM H.O.T.          | 5,000.00         | 1,250.00          | 2,500.00        | 50.00          | 0.00             | 2,500.00          |
| 450-365                               | TRANSFER FROM GENERAL FUND    | 14,600.00        | 3,650.00          | 7,300.00        | 50.00          | 0.00             | 7,300.00          |
| ** REVENUE CATEGORY TOTAL **          |                               | 39,600.00        | 9,900.00          | 19,800.00       | 50.00          | 0.00             | 19,800.00         |
| *** TOTAL REVENUES ***                |                               | 107,100.00       | 10,435.00         | 23,271.00       | 21.73          | 0.00             | 83,829.00         |

C I T Y O F T A Y L O R  
FINANCIAL STATEMENT  
AS OF: MARCH 31ST, 2021

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

| ACCT #                          | ACCOUNT NAME                  | ANNUAL<br>BUDGET | CURRENT<br>PERIOD | Y-T-D<br>ACTUAL | % OF<br>BUDGET | Y-T-D<br>ENCUMB. | BUDGET<br>BALANCE |
|---------------------------------|-------------------------------|------------------|-------------------|-----------------|----------------|------------------|-------------------|
| <u>100-EMPLOYEE SERVICES</u>    |                               |                  |                   |                 |                |                  |                   |
| <u>WAGES &amp; SALARIES</u>     |                               |                  |                   |                 |                |                  |                   |
| 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              |
| <u>200-OPERATIONAL SUPPLIES</u> |                               |                  |                   |                 |                |                  |                   |
| <u>PROGRAM/SPECIAL EVENTS</u>   |                               |                  |                   |                 |                |                  |                   |
| 615-232                         | FARMERS' MARKET               | 0.00             | 734.68            | 2,267.13        | 0.00           | 0.00             | ( 2,267.13)       |
| 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        | 734.68            | 2,267.13        | 3.91           | 0.00             | 55,782.87         |
| <u>SPECIALTY SUPPLIES</u>       |                               |                  |                   |                 |                |                  |                   |
| 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        | 734.68            | 2,267.13        | 3.91           | 0.00             | 55,782.87         |

500-CONTRACT SERVICES AND FEES

C I T Y O F T A Y L O R  
FINANCIAL STATEMENT  
AS OF: MARCH 31ST, 2021

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

| ACCT #                                    | ACCOUNT NAME                | ANNUAL<br>BUDGET | CURRENT<br>PERIOD | Y-T-D<br>ACTUAL | % OF<br>BUDGET | Y-T-D<br>ENCUMB. | BUDGET<br>BALANCE |
|-------------------------------------------|-----------------------------|------------------|-------------------|-----------------|----------------|------------------|-------------------|
| <u>PROFESSIONAL SERVICES</u>              |                             |                  |                   |                 |                |                  |                   |
| 615-519                                   | OTHER PROFESSIONAL SERVICES | 0.00             | 0.00              | 4,487.15        | 0.00           | 0.00             | ( 4,487.15)       |
|                                           | * SUB-CATEGORY TOTAL *      | 0.00             | 0.00              | 4,487.15        | 0.00           | 0.00             | ( 4,487.15)       |
| <u>FEEES FOR SERVICES</u>                 |                             |                  |                   |                 |                |                  |                   |
| 615-523                                   | OUTSIDE PRINTING            | 0.00             | 0.00              | 0.00            | 0.00           | 0.00             | 0.00              |
| 615-528                                   | ADVERTISING                 | 5,000.00         | 0.00              | 0.00            | 0.00           | 0.00             | 5,000.00          |
|                                           | * SUB-CATEGORY TOTAL *      | 5,000.00         | 0.00              | 0.00            | 0.00           | 0.00             | 5,000.00          |
| ** CATEGORY TOTAL **                      |                             | 5,000.00         | 0.00              | 4,487.15        | 89.74          | 0.00             | 512.85            |
| <u>700-CAPITAL OUTLAY</u>                 |                             |                  |                   |                 |                |                  |                   |
| <u>OFFICE FURNITURE/EQUIPMENT</u>         |                             |                  |                   |                 |                |                  |                   |
| 615-719                                   | OTHER CAPITAL OUTLAY        | 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              |
| <u>800-CONTRIBUTIONS &amp; 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              | 5,000.00        | 25.00          | 0.00             | 15,000.00         |
| 615-819                                   | OTHER CONTRIBUTIONS         | 0.00             | 0.00              | 0.00            | 0.00           | 0.00             | 0.00              |
|                                           | * SUB-CATEGORY TOTAL *      | 34,600.00        | 0.00              | 5,000.00        | 14.45          | 0.00             | 29,600.00         |
| ** CATEGORY TOTAL **                      |                             | 34,600.00        | 0.00              | 5,000.00        | 14.45          | 0.00             | 29,600.00         |
| *** DEPARTMENT TOTAL ***                  |                             | 97,650.00        | 734.68            | 11,754.28       | 12.04          | 0.00             | 85,895.72         |
| *** TOTAL EXPENSES ***                    |                             | 97,650.00        | 734.68            | 11,754.28       | 12.04          | 0.00             | 85,895.72         |

CITY OF TAYLOR  
FINANCIAL STATEMENT  
AS OF: MARCH 31ST, 2021123-MAIN STREET REVENUE FUND  
615-CONTRIBUTE TO CIVIC PROGRA  
DEPARTMENT EXPENSES

| ACCT # | ACCOUNT NAME              | ANNUAL<br>BUDGET | CURRENT<br>PERIOD | Y-T-D<br>ACTUAL | % OF<br>BUDGET | Y-T-D<br>ENCUMB. | BUDGET<br>BALANCE |
|--------|---------------------------|------------------|-------------------|-----------------|----------------|------------------|-------------------|
| ***    | TOTAL PROFIT / (LOSS) *** | 9,450.00         | 9,700.32          | 11,516.72       | 121.87         | 0.00             | ( 2,066.72)       |

\*\*\* END OF REPORT \*\*\*

# **Main Street Advisory Board**

**April 21, 2021**

## **Agenda Item Cover Sheet 2**

### **Regular Agenda:**

#### **Main Street Manager Reports**

- a. Manager's Activity Report**
- b. Downtown Property Report**
- c. Downtown Business Report**
- d. Board Member Attendance Report**

## **Main Street Monthly Report – April 2021**

### **Community Outreach:**

- Main Street Advisory Board Meeting – 3/4 & 3/17
- Taylor TIF Board Meeting – 3/4
- TDA Education and Outreach Committee Meeting – 3/9
- Chamber Tourism Committee Meetings (as Chairperson) – 3/16
- PAAB Meeting – 3/2 & 3/24
- Envision Taylor Meeting – 3/10
- Participated in Chamber's Committee Chair Training – 3/26

### **Local Business / Owner Visits:**

- Met with Ruth Rivera re: renovation of 319 N Main St
- Met with Jason Hennington – 3/15
- Met with Richard Stone – 3/1
- 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

### **Event Planning:**

- Began to field calls regarding future special events in Taylor
- Events hoping to come here when COVID is under control:
  - Mamma Jamma Bike Ride – benefit breast cancer research – 500 riders in 4 separate routes; downtown start/finish with
  - Sisters on the Fly weekend visit to Taylor (with camper tours) in conjunction with Chamber Tourism Committee
- Met with Key City Staff re: possible Blackland Prairie event – 3/11
- Main Street Car Show will decide in May whether or not to proceed

### **Film Friendly Taylor:**

- “Marisol” Indie Feature Film – Monday Feb 8-Friday March 5

### **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
- Participated in DEI Focus Group – 3/24
- Met with Department leaders re: Farmers Market Signage – 3/30
- 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

# DOWNTOWN PROPERTY REPORT

April 2021 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   | \$109.73/SF | \$485,000.00 | Kelly Loessin                | 830-542-9353   |                  |
| 4  | 700 N Main Street    | Office Building                            | 7183/SF   |             | \$828,500.00 | Julie Downs                  | 512-365-8563   |                  |
| 5  | 119-121 E 3rd Street | Ricocco's                                  | 9916/SF   | \$87.23/SF  | \$975,000    | Kelly Loessin                | 830-542-9353   |                  |
| 6  | 219-221 N Main St    | Texas Historic Café Bldg                   | 16,138/SF | \$182.80/SF | \$2,950,000  | Phillip Way                  | 512-537-7110   |                  |
| 7  | 108-116 E 2nd St     | Taylor Sta., Turning Heads Salon, & 3 lots | 4310/SF   |             | \$850,000.00 | Bo Brasfield                 | 512-365-6500   |                  |
| 8  | 119 W 2nd St; Ste E  | Peterson Building                          | 6060/SF   | \$101.28/SF | \$750,000.00 | Brasfield Realty             | 512-365-6500   |                  |
| 9  | 103 W 5th            | old State Farm Ins Bldg                    | 1620/SF   | \$174.03/SF | \$235,000    | Turner Commercial Properties | 512-930-2800   |                  |
| 10 | 421 N Main St        | fmr. Hawt Spot                             | 1854/SF   | \$151/SF    | \$279,900    | Anya NeNio; Don Quick Realty | 512-814-1811   |                  |
| 11 |                      |                                            |           |             |              |                              |                |                  |
| 12 |                      |                                            |           |             |              |                              |                |                  |
| 13 |                      |                                            |           |             |              |                              |                |                  |
| 14 |                      |                                            |           |             |              |                              |                |                  |
| 15 |                      |                                            |           |             |              |                              |                |                  |

# DOWNTOWN PROPERTY LISTING

## April 2021 Properties for Lease

|    | A                        | B                                   | C           | D               | E            | F                   | G                     |
|----|--------------------------|-------------------------------------|-------------|-----------------|--------------|---------------------|-----------------------|
| 1  |                          |                                     |             |                 |              |                     |                       |
| 2  | <b>PROPERTY ADDRESS</b>  | <b>PROPERTY NAME</b>                | <b># SF</b> | <b>PRICE/SF</b> | <b>PRICE</b> | <b>CONTACT NAME</b> | <b>CONTACT NUMBER</b> |
| 3  | 112 W 2nd St; Ste 202    | McCrary Timmerman Bldg              | 3800/SF     | \$1.50/SF/Mo    | \$5700/MO    | Julie Downs         | 512-365-8563          |
| 4  | 120 W 2nd St; Ste G      | McCrary Timmerman Bldg              | 1470/SF     | \$1.26/SF/Mo    | \$1,850      | Julie Downs         | 512-365-8563          |
| 5  | 211 N Main Ste B2        | Hawt Spot                           | 1,500/SF    | \$1.32          | \$1,980      | Julie Downs         | 512-365-8563          |
| 6  | 111 W 3rd St             | Richter Furniture Bldg              | 16,000/SF   | TBD             | TBD          | Ryder Jeanes        | 512-441-8888          |
| 7  | 206 N Main Street        | fmr World Finance                   | 1750/SF     | \$0.74/SF       | \$1,300      | Patrick Quinn       | 512-352-6345          |
| 8  | 109 W 3rd St             | fmr C VanderDys Edward Jones office | 980/SF      | \$1.63/SF       | \$1,600      | Tony Gomes          | 512-784-8712          |
| 9  | 221 N Main St            | Texas Hist. Café Restaurant Space   | 3200/SF     | TBD             | TBD          | Tony Gomes          | 512-784-8712          |
| 10 | 109 N Main St; 1st floor | Woodsman Inc.                       | 1500/SF     | \$1/SF          | \$1550/mo    | Josh Richards       | 512-846-2535          |
| 11 | 111 N Main St            | Woodsman Inc.                       | 2000/SF     | \$1.18/SF       | \$1700/mo    | Josh Richards       | 512-846-2535          |
| 12 | 421 N Main St            | fmr Hawt Spot                       | 1854/SF     | \$0.89/SF       | \$1632/mo    | Anya DeNio          | 512-814-1811          |
| 13 | 310-A N Main S           | fmr Tx Dirt Road Home               | 3937/SF     | \$1.79/SF       | \$2200/mo    | Josh Richards       | 512-846-2535          |
| 14 |                          |                                     |             |                 |              |                     |                       |

## DOWNTOWN BUSINESS REPORT – APRIL 2021

[illegible]

|                                   |  |
|-----------------------------------|--|
| TAYLOR MAIN STREET ADVISORY BOARD |  |
|-----------------------------------|--|

PERCENT

[illegible]

**Main Street Advisory Board**

**April 21, 2021**

**Agenda Item Cover Sheet 3**

**Regular Agenda:**

**Sign Variance Request**

- a. Consider a recommendation to the Zoning Board of Adjustment  
for a sign variance request for 305 North Main Street**

## Staff Report

### Variance request to Downtown Sign District Designation

1. **Location:** 305 North Main Street, Taylor
2. **Business Name:** Taylor Sporting Goods
3. **Case Number:** 2020 8406
4. **Current Zoning:** Downtown Sign District Designation
5. **Most relevant ordinance:**

Section 24.3 (t) (1) (primary size calculation)

Section 24.3 (t) (3) b (secondary hanging signs)

Section 24.5 (variances)

Section 24.7 (penalty)

#### 6. Elements of the sign proposal requiring variance:

- (i) Retention of painted signage at the top of the front façade

#### 7. Considerations:

7.1 The purpose of the sign ordinance is to balance different competing interests. In summary, the sign ordinance recognizes the balance between (1) a business being able to identify themselves, (2) for customers to locate the goods and services they seek, (3) the rights of the public to be protected from a visual proliferation of signs and (4) not to distract motorists or cause a traffic hazard. The sign ordinance seeks to provide a reasonable balance between all the above competing interests and to preserve and improve the character and appearance of the Downtown area. The full description of the purpose of the sign ordinance is given at Section 24.1 of the City of Taylor Code of Ordinances.

7.2 305 North Main Street was recently formally subdivided into two business units, with Taylor Office Products in one unit and Taylor Sporting Good in the other unit. This new formal arrangement and a new ownership also brought a new appearance and new signage to the front of the building. No sign permit was submitted until after some of the new signs were displayed including, the main painted sign at the top of the building.

7.3 Section 24.3 (t) (1) states the primary size calculation is: "The square footage is calculated based on the width of the front building façade: one square foot of sign area per one horizontal linear foot and subject to the following maximum sizes".

7.4 The width of the front building façade is 42 feet. The maximum permitted allowance for the main sign would be 42 square feet.

7.5 The existing main painted sign at the top of the building are split into two sections. Both sections are 18 feet long. The lettering on the Taylor Office Products main sign is 14 inches high. The lettering on the Taylor Sporting Goods main sign is 24 inches high. There is also an additional central sign which

reads “Est 1982 Family Owned” which is approximately 12 sq ft. The total square footage of the main signage is approximately 65 sq ft which exceeds the permitted 42 sq ft allowance by approximately 23 sq ft. This element of the sign permit 2020 8406 was denied and the applicants are seeking a variance.

7.6 Section 24.5 on variances states that “the Zoning Board of Adjustment shall have jurisdiction to hear requests for a variance from the terms of this chapter....The board shall be authorized to grant a variance from the terms hereof if, and only if, they find:

That the strict enforcement of this section would create a substantial hardship to the applicant by virtue of unique special conditions not generally found within the city, and

(1) That the granting of the variance would preserve the spirit and intent of the ordinance and would serve the general interests of the public and the applicant.”

Sign variances requested for proposed signs in the downtown sign district may also be submitted ...to the main street advisory board for review and recommendation to the zoning board of adjustment.”

7.7 There is no evidence that there are unique special conditions or substantial hardship in this case. The two businesses currently operating from 305 North Main Street have significant amount of signage at both the pedestrian level and up high above the awning with the projecting signage.

7.8 As the main painted sign is being displayed without a sign permit. If the Zoning Board of Adjustment do not grant the variance, the sign would need to be removed or it would be subject to enforcement proceedings.

## **8. Applicant’s Points:**

A very brief summary of the applicant’s three-page letter (letter attached) would be:

- We trusted the advice of our sign contractor and did not check with City Officials about signs.
- We agree that the main sign exceeds the permitted size
- Seeking clean and professional storefront which harkens back to earlier era
- Any further delays or costs will delay finalizing the rebranding of the local businesses.

9. **Action:** Main Street Advisory Board to review this variance and make a recommendation to the Zoning Board of Adjustment

## **10. Attachments:**

### **A. Applicant’s letter**

**Total window painting**

4.5 sf (33.19)  
6 sf  
4.5 sf  
4.5 sf  
3.19 sf  
3.19 sf  
2.81 sf  
2.25  
2.25

**Taylor Office Products**  
(window painting)  
4.5 sf

**Taylor Sporting Goods**  
Home of Duck Outfitters  
4.5 sf painted sign

**Handing sign currently bear projects 9'-6". The new signs will project 8'-5"**

**"Taylor Office Products"**  
(window painting)  
4.5 sf

**13% of window glass will be painted**

**267.6 sf - TOTAL OF ALL WINDOWS excluding glass doors.**

**Sign permit 2020 8406 as submitted by the applicant**



Revised measurements for the main signage as submitted by applicant

Taylor Sporting Goods &  
Taylor Office Products/Wrap n' Ship  
305 & 307 N. Main St.  
Taylor, TX 76574

August 24, 2020

Main Street Advisory Board  
City of Taylor, Texas  
400 Porter St.  
Taylor, TX 76574

Dear Main Street Advisory Board,

I would like to start by thanking you for considering our application for the variance for our building signage while simultaneously apologizing for the circumstances under which we are doing so. I assure you, the efforts of Stacy and I as owners of Taylor Sporting Goods, as well as Dean Threadgill, owner of Taylor Office Products and Wrap n' Ship, are very well meaning and were made in the spirit of, and with compliance to, the downtown changes, ordinances and requirements. Any apparent departure from that effort was unintended and largely unknown to us at the time they occurred.

As new business owners and returning to our hometown of Taylor, Texas, Stacy and I were excited about the prospect of moving back home and taking over a family business that has served Taylor continuously since 1982. We were also very excited to join with, what we saw as being, a tremendous renewal and revitalization of downtown Taylor. We very much wanted to incorporate and enhance downtown Taylor and the efforts already in place with a business model and storefront that complemented and furthered the current and ongoing changes downtown. Stacy and I both believed, and still believe, our efforts at continuing the strong business my uncle, Dean Threadgill, had long established will do exactly that. We believe by enhancing and focusing on resurrecting the retail aspect of Taylor Sporting Goods to serve the individuals and families of Taylor, along with the teams, schools and organizations of the Taylor area, Taylor Sporting Goods will become another one of the destination shops in our town. Also, by our taking over and focusing on Taylor Sporting Goods, Dean would be allowed the time and opportunity to focus more of his efforts and attention to his other businesses, including Wrap n' Ship that he acquired and has operated the last several years, and Taylor Office Products, another local institutional business that he acquired just prior to them closing for good in Taylor. It is important to note that Taylor Office Products, established in 1972, pre-dates Taylor Sporting Goods by a decade and was going to be closed for good by the Leschber family prior to Dean's acquisition several years ago. It is also important to note Taylor Office Products is currently going strong and will celebrate its 50 year anniversary in Taylor, Texas, in less than a year and a half. What a legacy. While none of this 'story' directly affects the technical aspects of the codes and ordinances being discussed in this request, I believe it is an important 'backdrop' to such and conveys the history and efforts of this family and these businesses in supporting our hometown

and are very important in considering such, as well as providing long-standing examples of how we, and our family and friends before us, wanted nothing but the very best for Taylor.

Given the efforts and history noted above and consistent with these efforts, when we decided to undergo this venture we also chose a local contractor who has done other work in the downtown area and came highly recommended to us. After negotiating the work and ultimately planning the “rebranding” and new look for Taylor Sporting Goods, as well as Taylor Office Products and Wrap n Ship, we were assured by our general contractor, Norma Jean Maloney of Red Rider Construction, that plans had been approved, ordinances were in compliance and all permits had been obtained. As new business owners, and despite the incredible support and guidance provided by Mr. Threadgill, Stacy and I have made a few mistakes and missteps along the way. However, trusting our general contractor to have done what she told us was done and not verifying this with the city, in retrospect, is the one mistake that has been the most difficult to manage and, when trying to develop a new brand and establish a growing retail presence, has been the most costly to us and our efforts in terms of time and resource allocation. Our only ‘saving grace’ has been the assurance by a number of construction and remodel industry professionals and local public officials that it is not typical, nor necessarily expected, to have to follow up after your general contractor to verify such. However, again, I have learned a valuable lesson in this and that same mistake will not happen ever again. We have also been appreciative of the time, effort and understanding the city, city officials and downtown organizations have given us thus far, including the help and guidance provided us after we were notified by the same of the inadvertent issues our efforts and plans had resulted in. Thankfully, through a number of communications and efforts, most of these issues have been resolved either through providing more information and data to these entities and/or our better understanding of these requirements and going back and correcting or modifying work to meet with these requirements. These additional efforts, modifications and changes have not come without additional and unexpected costs in terms of time and capital, but given the circumstances and our intentions, we have been happy to do so.

That said, and again as referenced earlier, part of our remodeling of the storefront involves the actual painted ‘sign’ that stretches the length of the physical store front and identifies our businesses within a black border stating “Taylor Office Products” on one side of the store front and “Taylor Sporting Goods Home of Duck Outfitters” on the other. These signs are separated by a pillar, and on that pillar (but without a border) it reads “Est. 1982 Family Owned”. Dean, Stacy and I are not disputing the measurement of this sign and readily now understand and agree this to be outside the currently allowed calculated area for a store front sign on Main Street in Taylor, Texas. This fact is why we are requesting the variance to allow us to keep this ‘sign’ exactly as it currently is displayed/painted and to resume and complete the remainder of the planned remodel under the guidance and compliance of the local ordinances and requirements and with the original local contractor. While it’s an understatement to say we’ve had our problems with this remodel from the onset, we also believe the work we have had done thus far is very professional, very attractive and provides something simple, stylish and vintage that can easily, and cost effectively, be maintainable over time. Furthermore, our current signage does not extend out from the face of the building front where birds, nests, bats and weather can

compromise and deteriorate the sign material and appearance. Also, our current 'sign' is not an exotic or extreme look that cheapens or otherwise compromises the look and feel of the other store fronts downtown, and it's not a 'busy' or unprofessional look that could also negatively affect the look and consistency of the downtown as a whole. Instead, as noted, and in our opinion, provides a 'clean', professional storefront that harkens back to an earlier era where local 'shops' and 'storekeepers' were simple and honest in their approach which drew people to a bustling downtown Taylor where they could enjoy such simple pleasures and leisurely shopping experiences. Old photos of downtown Taylor portray much of this and with storefront signage very similar to that we now have displayed.

Finally, we would also like to remind this committee that we are requesting this lone variance for the reasons we just mentioned but also because this work has been paid for and, as described, was done by us in good faith. To be required to 'undo' and 'redo' this work would result in additional delays for finalizing our 'rebrand' and would result in additional costs for our new business of thousands of dollars in both remodeling and possible litigation. These are costs and obstacles that will be difficult to overcome as a new business and especially considering the current pandemic our world and local economy are currently facing.

We appreciate your consideration of the variance we are requesting, and we fully assure and make this commitment to this body, and the city and citizenry of Taylor, that, if given this variance, the remainder of the project will be completed with the utmost diligence, attention and compliance to the ordinances and requirements therein. We further commit to the same that our ongoing efforts and commerce as the locally owned and long-standing businesses of Taylor Sporting Goods and Taylor Office Products/Wrap n' Ship, will serve to provide a quality, valuable and exceptional shopping experience as well as a professional "destination" and value-added enterprise that will continue to support, serve and complement the downtown Taylor market and economy for another 50 years.

Thank you again for your time, efforts and consideration of our request, and should you have any further questions or require anything further from any of us, please feel free to come down to the shop in-person or contact us using the information below.

Taylor Sporting Goods  
Tay or Stacy Campbell  
512.352.8964  
[info@taylorsportinggoods.com](mailto:info@taylorsportinggoods.com)

Taylor Office Products  
Dean Threadgill  
512.352.5528  
[Tayloroffice305@gmail.com](mailto:Tayloroffice305@gmail.com)

Sincerely,



Tay C. Campbell, Co-Owner  
Taylor Sporting Goods



Stacy Campbell, Co-Owner  
Taylor Sporting Goods



Dean Threadgill, Owner  
Taylor Office Products/Wrap n' Ship

**Main Street Advisory Board**

**April 21, 2021**

**Agenda Item Cover Sheet 3**

**Regular Agenda:**

**Sign Variance Request**

- b. Consider a recommendation to the Zoning Board of Adjustment  
for a sign variance request for 202 N Main Street**

## Staff Report

### Variance request to Downtown Sign District Designation

1. **Location:** 202 North Main Street, Taylor
2. **Business Name:** Brasfield Real Estate
3. **Case Number:** 2021 9215
4. **Current Zoning:** Downtown Sign District Designation
5. **Most relevant ordinance:**

Section 24.3 (t) (1) (primary size calculation)

Section 24.4 (non - conforming sign)

Section 24.5 (variances)

**6. Elements of the sign proposal requiring variance:**

- (i) Display of three non-illuminated signs on the front elevation above the awning

**7. Considerations:**

7.1 The purpose of the sign ordinance is to balance different competing interests. In summary, the sign ordinance recognizes the balance between (1) a business being able to identify themselves, (2) for customers to locate the goods and services they seek, (3) the rights of the public to be protected from a visual proliferation of signs and (4) not to distract motorists or cause a traffic hazard. The sign ordinance seeks to provide a reasonable balance between all the above competing interests and to preserve and improve the character and appearance of the Downtown area. The full description of the purpose of the sign ordinance is given at Section 24.1 of the City of Taylor Code of Ordinances.

7.2 This sign permit was submitted at 202 North Main Street to replace three old fascia signs which are currently attached to the front of the property. These three old signs have been exposed after a large fascia sign covering the three signs recently blew down. The three existing signs were fixed to the building about 16 years ago. The sign that blew down measured 6 feet x 24 feet. There is no record of any sign permit for these signs.

7.3 The three signs have been treated as non - conforming signs under Section 24.4 of the sign ordinance. Section 24.4 states "If fire, the elements, or some other cause destroys the sign, it may not be rebuilt except to conform to the provisions of this chapter". The signs if removed, as proposed, would no longer enjoy the non - conforming status and consequently, the new signs need to comply with the current sign ordinance.

7.4 Section 24.3 (t) (1) states the primary size calculation is: "The square footage is calculated based on the width of the front building façade: one square foot of sign area per one horizontal linear foot and subject to the following maximum sizes".

7.5 The width of the front building façade is 24 feet. The maximum permitted allowance for the main sign would be 24 square feet.

7.6 The larger, centrally located sign measures 30 inches by 4 feet. The two smaller signs measure 4 feet by 77 inches. The total square footage of the three signs is approximately 45 sq ft exceeding the permitted 24 sq ft allowance by approximately 21 sq ft. This sign permit 2021 9215 was denied and the applicants are seeking a variance.

7.7 Section 24.5 on variances states that “the Zoning Board of Adjustment shall have jurisdiction to hear requests for a variance from the terms of this chapter....The board shall be authorized to grant a variance from the terms hereof if, and only if, they find:

- (1) That the strict enforcement of this section would create a substantial hardship to the applicant by virtue of unique special conditions not generally found within the city, and
- (2) That the granting of the variance would preserve the spirit and intent of the ordinance and would serve the general interests of the public and the applicant.”

Sign variances requested for proposed signs in the downtown sign district may also be submitted ...to the main street advisory board for review and recommendation to the zoning board of adjustment.”

7.8 There is no evidence that there are unique special conditions or substantial hardship in this case.

#### **8. Applicant's Points:**

The applicants are simply trying to replace the three old signs that fell down.

9. **Action:** Main Street Advisory Board to review this variance and make a recommendation to the Zoning Board of Adjustment

#### **10. Attachments:**



Proposed signs with sign permit 2021 9215. The larger sign would be 30" x 4 ' and the two smaller signs would be 4' x 77"



Current signs at 202 N Main



Proposed front elevation as submitted by the applicant

**Main Street Advisory Board**

**April 21, 2021**

**Agenda Item Cover Sheet 3**

**Regular Agenda:**

**Sign Variance Request**

- c. Consider a recommendation to the Zoning Board of Adjustment for a sign variance request for 100 East 2<sup>nd</sup> Street**

## Staff Report

### Variance request to Downtown Sign District Designation

1. **Location:** 100 East Second Street, Taylor
2. **Business Name:** Frills
3. **Case Number:** 2020 8432
4. **Current Zoning:** Downtown Sign District Designation
5. **Most relevant ordinance:**

Section 24.3 (t) (4) e (window signs)

Section 24.3 (5) c (internally illuminated signs)

Ordinance 2021 -01 (amendment to section 24-3)

Section 24.5 (variances)

Section 24.7 (penalty)

#### 6. Elements of the sign proposal requiring variance:

- (i) Display of two pink LED neon signs inside the windows.

#### 7. Considerations:

7.1 The purpose of the sign ordinance is to balance different competing interests. In summary, the sign ordinance recognizes the balance between (1) a business being able to identify themselves, (2) for customers to locate the goods and services they seek, (3) the rights of the public to be protected from a visual proliferation of signs and (4) not to distract motorists or cause a traffic hazard. The sign ordinance seeks to provide a reasonable balance between all the above competing interests and to preserve and improve the character and appearance of the Downtown area. The full description of the purpose of the sign ordinance is given at Section 24.1 of the City of Taylor Code of Ordinances.

7.2 The two existing pink LED neon signs are positioned within three feet of the window and constitute a window sign as defined by Ordinance 2021 -01. The two signs are the only signage in the two window displays for this business. Each sign measures 38 inches wide and 12 inches high. These two signs comply with the 30 per cent window coverage requirement.

7.3 Section 24.3 (5) (c) states that internally illuminated signs are not permitted. The two signs do not comply with this ordinance.

7.4 Section 24.5 on variances states that "the Zoning Board of Adjustment shall have jurisdiction to hear requests for a variance from the terms of this chapter....The board shall be authorized to grant a variance from the terms hereof if, and only if, they find:

- (1) That the strict enforcement of this section would create a substantial hardship to the applicant by virtue of unique special conditions not generally found within the city, and
- (2) That the granting of the variance would preserve the spirit and intent of the ordinance, and would serve the general interests of the public and the applicant."

Sign variances requested for proposed signs in the downtown sign district may also be submitted ...to the main street advisory board for review and recommendation to the zoning board of adjustment."

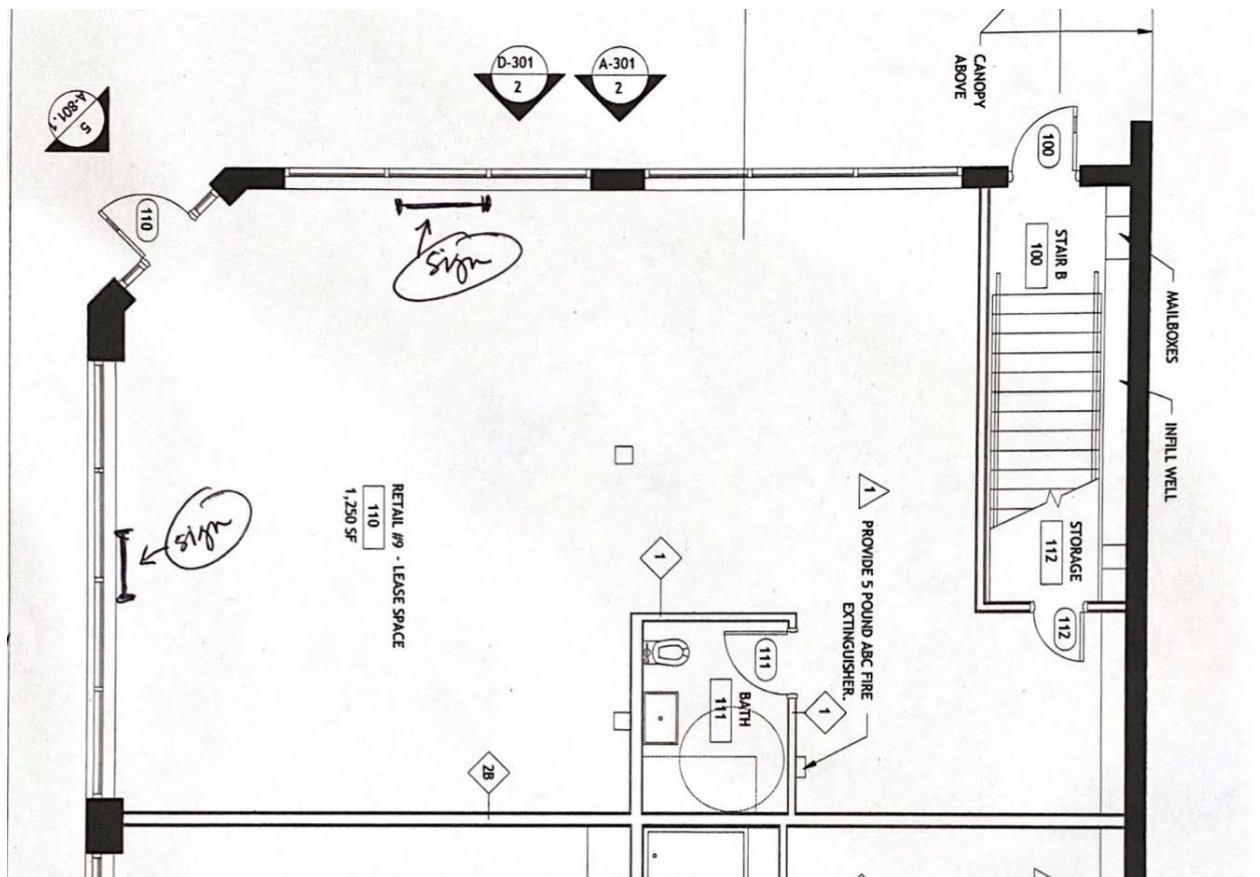
7.5 There is no evidence that there are unique special conditions or substantial hardship in this case.

7.6 As the internally illuminated signs are displayed without a sign permit. If the Zoning Board of Adjustment do not grant the variance, the signs would need to be removed or it would be subject to enforcement proceedings.

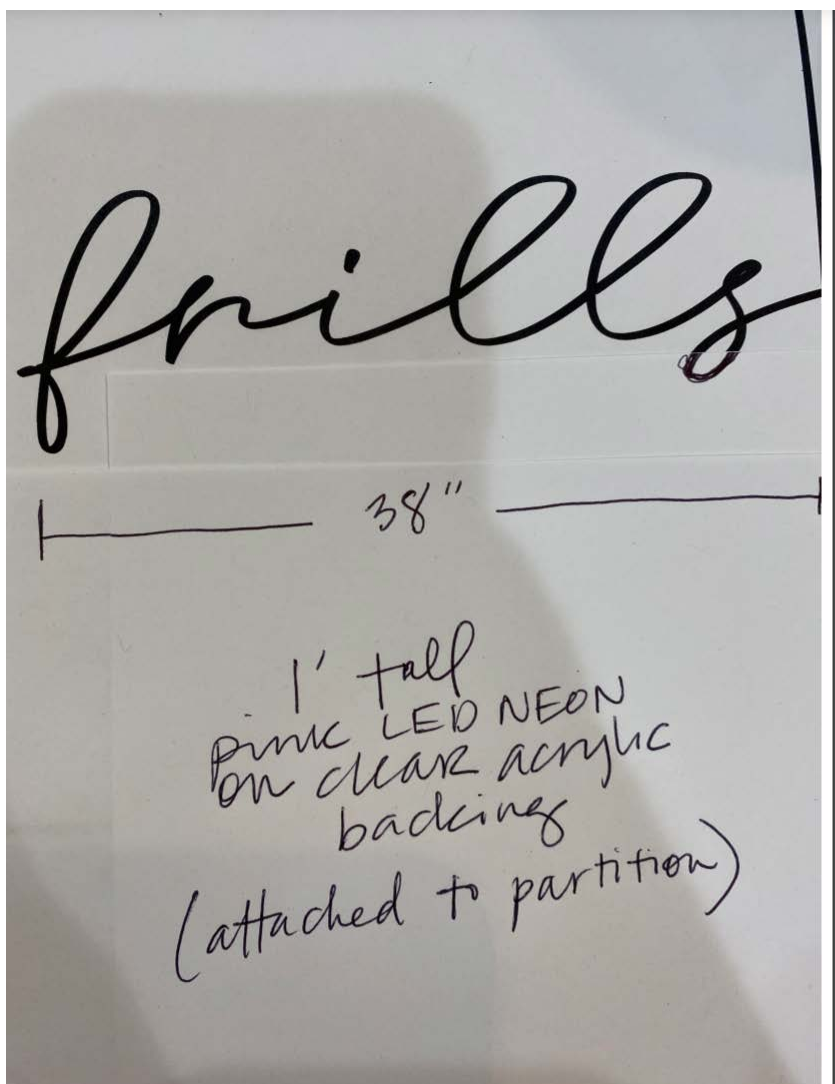
## 8. Applicant's Points:

9. **Action:** Main Street Advisory Board to review this variance and make a recommendation to the Zoning Board of Adjustment

## 10. Attachments:



Floor plan showing position of the two internally illuminated signs



Dimensions of sign submitted by the applicant



View from East Second Street



East Second Street shop window



**North Main Street shop window**

**Main Street Advisory Board**

**April 21, 2021**

**Agenda Item Cover Sheet 3**

**Regular Agenda:**

**Sign Variance Request**

- d. Consider a recommendation to the Zoning Board of Adjustment  
for a sign variance request for 201 North Main Street**

## Staff Report

### Variance request to Downtown Sign District Designation

1. **Location:** 201 North Main Street, Taylor
2. **Business Name:** Texas Beer Company
3. **Case Number:** 2020 8443
4. **Current Zoning:** Downtown Sign District Designation
5. **Most relevant ordinance:**

Section 24.3 (t) (4) e (window signs)

Section 24.3 (5) c (internally illuminated signs)

Ordinance 2021 -01 (amendment to section 24-3)

Section 24.5 (variances)

Section 24.7 (penalty)

#### 6. Elements of the sign proposal requiring variance:

- (i) Display of two internally illuminated inside the window facing Second Street.

#### 7. Considerations:

7.1 The purpose of the sign ordinance is to balance different competing interests. In summary, the sign ordinance recognizes the balance between (1) a business being able to identify themselves, (2) for customers to locate the goods and services they seek, (3) the rights of the public to be protected from a visual proliferation of signs and (4) not to distract motorists or cause a traffic hazard. The sign ordinance seeks to provide a reasonable balance between all the above competing interests and to preserve and improve the character and appearance of the Downtown area. The full description of the purpose of the sign ordinance is given at Section 24.1 of the City of Taylor Code of Ordinances.

7.2 There are two existing internally illuminated sign inside the long window facing Second Street. Both signs are positioned within three feet of the window and constitute a window sign as defined by Ordinance 2021 -01. The Texas Beer Company illuminated sign measures 2 feet by 2 feet. The Shiner illuminates sign measures 3 feet by 2 feet. The current signs comply with the 30 per cent window coverage requirement.

7.3 Section 24.3 (5) ( c) states that internally illuminated signs are not permitted. These signs do not comply with this ordinance.

7.4 Section 24.5 on variances states that “the Zoning Board of Adjustment shall have jurisdiction to hear requests for a variance from the terms of this chapter....The board shall be authorized to grant a variance from the terms hereof if, and only if, they find:

- (1) That the strict enforcement of this section would create a substantial hardship to the applicant by virtue of unique special conditions not generally found within the city, and

- (2) That the granting of the variance would preserve the spirit and intent of the ordinance and would serve the general interests of the public and the applicant.”

Sign variances requested for proposed signs in the downtown sign district may also be submitted ...to the main street advisory board for review and recommendation to the zoning board of adjustment.”

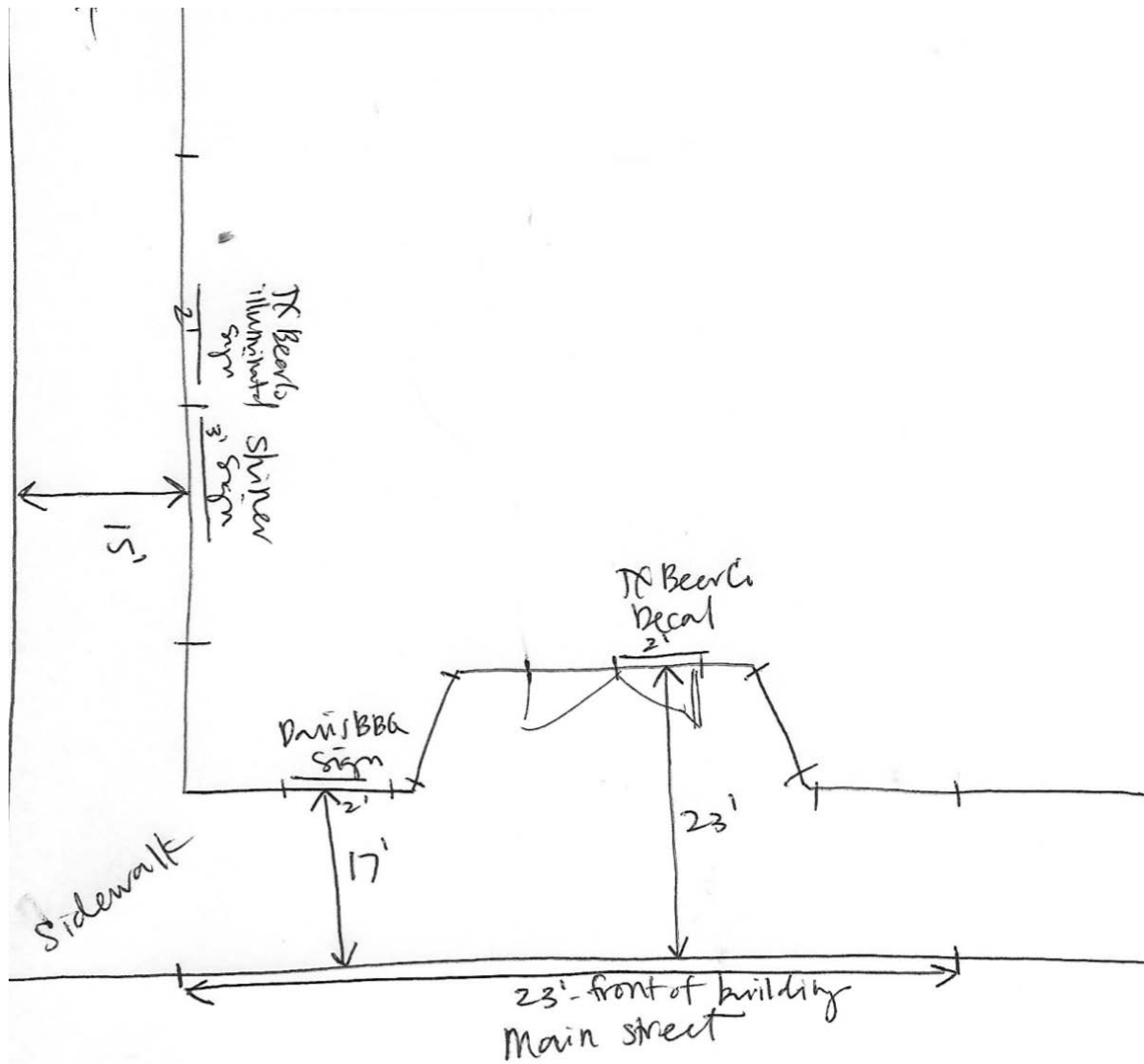
7.5 There is no evidence that there are unique special conditions or substantial hardship in this case.

7.6 As the internally illuminated signs are displayed without a sign permit. If the Zoning Board of Adjustment do not grant the variance, the signs would need to be removed or it would be subject to enforcement proceedings.

**8. Applicant's Points: N/A**

9. **Action:** Main Street Advisory Board to review this variance and make a recommendation to the Zoning Board of Adjustment

**10. Attachments:**



Floor plan to show position of the two internally illuminated signs



View of the two internally illuminated signs from West Second Street

**Main Street Advisory Board**

**April 21, 2021**

**Agenda Item Cover Sheet 3**

**Regular Agenda:**

**Sign Variance Request**

- e. Consider a recommendation to the Zoning Board of Adjustment for a sign variance request for 304 North Main Street**

## Staff Report

### Variance request to Downtown Sign District Designation

1. **Location:** 304 North Main Street, Taylor
2. **Business Name:** Blands Jewelry
3. **Case Number:** 2020 8629
4. **Current Zoning:** Downtown Sign District Designation
5. **Most relevant ordinance:**

Section 24.3 (t) (4) e (window signs)

Section 24.3 (t) (5) c (internally illuminated signs)

Ordinance 2021 -01 (amendment to section 24-3)

Section 24.3 (t) 4 d (sidewalk sign)

Section 24.5 (variances)

Section 24.7 (penalty)

#### 6. Elements of the sign proposal requiring variance:

- (i) Display of three internally illuminated signs inside the windows.
- (ii) Sidewalk sign

#### 7. Considerations:

7.1 The purpose of the sign ordinance is to balance different competing interests. In summary, the sign ordinance recognizes the balance between (1) a business being able to identify themselves, (2) for customers to locate the goods and services they seek, (3) the rights of the public to be protected from a visual proliferation of signs and (4) not to distract motorists or cause a traffic hazard. The sign ordinance seeks to provide a reasonable balance between all the above competing interests and to preserve and improve the character and appearance of the Downtown area. The full description of the purpose of the sign ordinance is given at Section 24.1 of the City of Taylor Code of Ordinances.

##### (i) Illuminated signs

7.2 This variance seeks three internally illuminated signs in this shop front. The applicant has removed two of the internally illuminated signs and one internally illuminated 'open' sign remains. The variance proposal is for two illuminated signs in the northern window. One of the signs is a flashing 'open sign' which measures 1 foot 5 inches by 6 inches. The second illuminated sign which reads 'on site jewelry repair' and measures 2 feet 7 inches by 1 foot 7 inches. The third illuminated sign would be positioned in the southern window. This sign reads 'custom jewelry' and measures 2 feet 5 inches by 1 foot 10 inches. The total size of the illuminated signs are approximately 10 sq ft.

7.3 The three signs are positioned within three feet of the window and constitute a window sign as defined by Ordinance 2021 -01. These three signs plus the other signs comply with the 30 per cent window coverage requirement.

7.4 Section 24.3 (5) ( c) states that internally illuminated signs are not permitted. These three signs do not comply with this ordinance.

(ii) Sidewalk sign

7.5. Section 24.3 (t) 4 d 3 requires that sidewalk signs must be properly anchored (temporarily) or weighted against the wind. The sign is currently positioned on the sidewalk when the shop is open and removed at the end of each business day. However, the sidewalk sign is not currently anchored or weighted down. The applicant has not submitted any anchoring solutions to protect the sidewalk sign from being blown away in the wind. This sidewalk sign does not comply with this ordinance.

7.6 Section 24.5 on variances states that “the Zoning Board of Adjustment shall have jurisdiction to hear requests for a variance from the terms of this chapter....The board shall be authorized to grant a variance from the terms hereof if, and only if, they find:

- (1) That the strict enforcement of this section would create a substantial hardship to the applicant by virtue of unique special conditions not generally found within the city, and
- (2) That the granting of the variance would preserve the spirit and intent of the ordinance and would serve the general interests of the public and the applicant.”

Sign variances requested for proposed signs in the downtown sign district may also be submitted ...to the main street advisory board for review and recommendation to the zoning board of adjustment.”

7.7 There is no evidence that there are unique special conditions or substantial hardship in this case.

7.8 As the internally illuminated signs and sidewalk sign are displayed without a sign permit. If the Zoning Board of Adjustment do not grant the variance, the signs would need to be removed or it would be subject to enforcement proceedings.

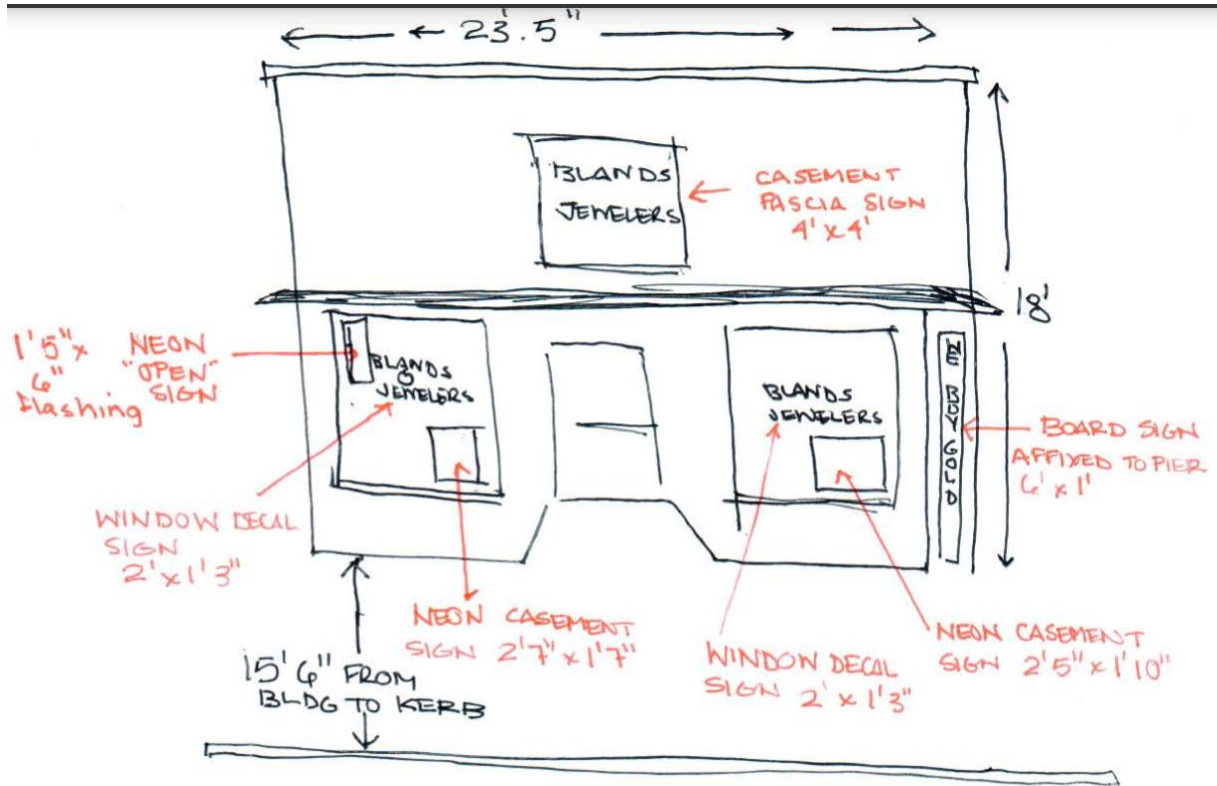
## **8. Applicant's Points:**

A summary of the applicant's main points are as follows:

- The internally illuminated open sign is critical to my business
- There are other illuminated signs in the Downtown area (Staff response: The only permitted internally illuminated sign is the Curbside Coffee sign at 114 West Second Street. This sign (2016 1103) was granted a variance by the Zoning Board of Adjustment in 2016. There are other illuminated open signs in the Downtown area which are subject to code enforcement investigations).
- Taylor is a small town and does not want all these changes
- Leave us alone and let us try to survive

**9. Action:** Main Street Advisory Board to review this variance and make a recommendation to the Zoning Board of Adjustment for (i) the three internally illuminated signs and (ii) the sidewalk sign

10. Attachments:



Sign permit 2020 8629 as submitted



Internally illuminated signs when sign permit was submitted – northern window



Internally illuminated sign when sign permit was submitted – southern window



As existing, showing one internally illuminated sign in the northern window. Other two signs are currently removed.

**Main Street Advisory Board**

**April 21, 2021**

**Agenda Item Cover Sheet 3**

**Regular Agenda:**

**Sign Variance Request**

- f. Consider a recommendation to the Zoning Board of Adjustment for a sign variance request for 115 W 2<sup>nd</sup> Street**

## Staff Report

### Variance request to Downtown Sign District Designation

1. **Location:** 115 West Second Street, Taylor
2. **Business Name:** Xchange Nightlife Inc
3. **Case Number:** 2021 9183
4. **Current Zoning:** Downtown Sign District Designation
5. **Most relevant ordinance:**

Section 24.3 (t) (2) b (projecting sign)

Ordinance 2021 – 01 (amended parts of section 24.3)

Section 24.3 (t) 3 (b) (hanging sign)

Section 24.3 (t) (5) c (internally illuminated signs)

Section 24.5 (variances)

#### 6. Elements of the sign proposal requiring variance:

- (i) Display of one proposed internally illuminated sign above the front awning

#### 7. Considerations:

7.1 The purpose of the sign ordinance is to balance different competing interests. In summary, the sign ordinance recognizes the balance between (1) a business being able to identify themselves, (2) for customers to locate the goods and services they seek, (3) the rights of the public to be protected from a visual proliferation of signs and (4) not to distract motorists or cause a traffic hazard. The sign ordinance seeks to provide a reasonable balance between all the above competing interests and to preserve and improve the character and appearance of the Downtown area. The full description of the purpose of the sign ordinance is given at Section 24.1 of the City of Taylor Code of Ordinances.

7.2 In January 2021, some of the Downtown sign ordinance was revised with ordinance 2021 – 01. This revised ordinance now allows a projecting sign in a mid - terrace location.

7.3 The proposed internally illuminated projecting sign would be measure 3 feet by 3 feet. It would be located 10 feet above the ground and project a maximum of 3 feet 6 inches from the front façade of the building.

7.4 The proposed projecting sign complies with all the relevance ordinance except Section 24.3 (t) (5) c. This states that no internally illuminated signs are permitted.

7.5 Section 24.5 on variances states that “the Zoning Board of Adjustment shall have jurisdiction to hear requests for a variance from the terms of this chapter....The board shall be authorized to grant a variance from the terms hereof if, and only if, they find:

- (1) That the strict enforcement of this section would create a substantial hardship to the applicant by virtue of unique special conditions not generally found within the city, and
- (2) That the granting of the variance would preserve the spirit and intent of the ordinance and would serve the general interests of the public and the applicant.”

Sign variances requested for proposed signs in the downtown sign district may also be submitted ...to the main street advisory board for review and recommendation to the zoning board of adjustment.”

7.6 There is no evidence that there are unique special conditions or substantial hardship in this case.

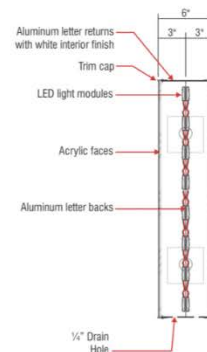
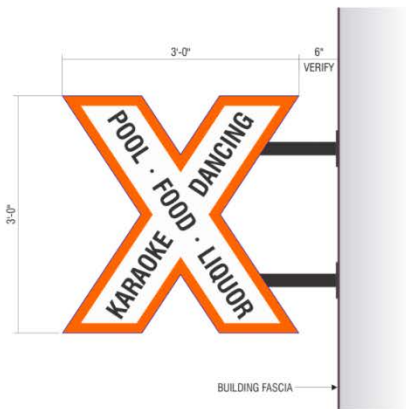
#### **8. Applicant's Points:**

Summary of applicant's main points is as follows:

- Important to see the sign when it's dark
- There are many illuminated signs in the Downtown area (Staff response: The only permitted internally illuminated sign is the Curbside Coffee sign at 114 West Second Street. This sign (2016 1103) was granted a variance by the Zoning Board of Adjustment in 2016).

9. **Action:** Main Street Advisory Board to review this variance and make a recommendation to the Zoning Board of Adjustment

#### **10. Attachments:**



**SECTION DETAIL - LED ILLUMINATED CHANNEL LOGO W/ TRIM CAP**  
 NOTE: SPECIFIC MATERIAL THICKNESSES FOR THIS SIGN TYPE WILL BE DETERMINED BASED ON MANUFACTURING STANDARDS  
 LOW VOLTAGE L.E.D. LIGHTING SYSTEM  
 U.L. LISTED CLASS 2 - CONFORMS TO U.L. 48 & NEC 600 CODE

**A D/F INTERNALLY ILLUMINATED BLADE SIGN | ONE (1) REQ'D**  
 SCALE : 1"= 1'-0" 9.0 SQ. FT.

**SCOPE OF WORK:**

MANUFACTURE AND INSTALL ONE (1) INTERNALLY ILLUMINATED D/F PROJECTING CHANNEL LOGO SIGN DETAILS TO BE VERIFIED BY THE ENGINEERING PRIOR TO FABRICATION.

| MATERIAL FINISH COLORS              |                                            |                                    |                                                |                                                     |
|-------------------------------------|--------------------------------------------|------------------------------------|------------------------------------------------|-----------------------------------------------------|
| # 7028<br>WHITE<br>FACES<br>ACRYLIC | PAINTED T/M<br>PMS 2602 CP<br>BLUE<br>TRIM | T/M PMS 1065 CP<br>ORANGE<br>VINYL | 2100-03<br>BLACK VINYL<br>1ST SURFACE<br>VINYL | PAINTED BLACK<br>MATTE FINISH<br>SUPPORT<br>RETURNS |

## Proposed internally illuminated projecting sign



Existing view as submitted by applicant



Proposed view as submitted by applicant



Existing front elevation

**Main Street Advisory Board**

**April 21, 2021**

**Agenda Item Cover Sheet 4:**

**Regular Agenda:**

**Sign Variance Request**

**Discuss and receive recommendations from the Main Street Advisory Board regarding downtown street improvements**



## MEMORANDUM

TO: Main Street Advisory Board  
FROM: Tom Yantis, Assistant City Manager  
RE: Downtown Streets  
DATE: 4/21/2021

The purpose of this agenda item is to discuss the City staff proposal for the use of bond funds for downtown streets. The City issued bonds in 2013 for improvements to downtown streets. There were not specific projects identified for the use of these bond funds.

To date, the primary use of the downtown street bond funds has been for the reconstruction of 3<sup>rd</sup> Street associated with the Skate Park project and the installation of a pedestrian crossing on 4<sup>th</sup> Street associated with the Skate Park and Heritage Square projects.

The City adopted a downtown master plan in 2015 that called for improvements to downtown streets to make the downtown more suitable for pedestrians and street-level businesses. In 2017, the City adopted a wayfinding sign plan to direct vehicles and pedestrians to and within downtown. In 2020, the City completed a landscape plan to rehabilitate all of the downtown public planting beds.

Beginning in 2020, the City Council authorized the use of some of the downtown street bonds to implement pilot projects associated with the recommendations in the Downtown Master Plan. These projects included temporary curb extensions, plantings and painting/stripping along 2<sup>nd</sup> Street between Porter and Talbot. These projects demonstrate the concepts in the Downtown Master Plan.

Now that these pilot projects have been in place for a year, staff is recommending using additional bond funds to make permanent the improvements in the block of W. 2<sup>nd</sup> Street between Main and Talbot. This would include constructing new concrete curbs and sidewalks, installing barriers such as bollards to separate pedestrians from vehicles, creating tree wells to plant street trees, etc.

Based upon the cost of these improvements, staff recommends using the remaining funds on three additional projects: 1) re-stripping all downtown streets to maximize on-street parking; 2)

rehabilitating all of the downtown planting beds with new plants and irrigations repairs; 3) beginning to implement the pedestrian wayfinding sign program.

Staff is seeking input from the Main Street Advisory Board on these recommendations prior to presenting this plan to City Council.



# Downtown Master Plan Improvements

Main Street Advisory Board April 21, 2021

# Background

- 2013 – City sold bonds for downtown street improvements
  - 2015 – City adopted Downtown Master Plan
  - 2017 – City adopted a Wayfinding Sign plan
  - 2018-19 – City used bond funds for 3<sup>rd</sup> Street reconstruction associated with Skate Park
  - 2018-19 – City used bond funds for 4<sup>th</sup> Street pedestrian crossing
  - 2018 – HDR studied the pavement condition of all downtown streets
  - 2020 – City completed a landscape plan for all downtown public landscape areas
  - 2020 – City initiated downtown master plan pilot projects on 2<sup>nd</sup> Street
-



# 2020 - 2<sup>nd</sup> St Pilot Program



## LEGEND

- PROPOSED FLEXIBLE PEDSTRIAN SPACE
- PROPOSED RUBBER BOLT DOWN CURB
- PROPOSED RECTANGULAR PLANTER BOX
- PROPOSED CIRCULAR PLANTER BOX
- EXISTING PARCEL LINE DATA

## NOTES

1. ALL CURB RETURN RADII ACCOMODATE TURNING MOVEMENTS FOR THE FOLLOWING VEHICLES UNLESS OTHERWISE NOTED: P, MH, SU-40, AND WB-40.
2. THE TURNING MOVEMENT ONTO TALBOT ST ACCOMODATES AN SU-40 AND WB-40 MOVEMENT WITH OVERSTEERING INTO ADJACENT LANE ON TALBOT ST.
3. INSTALL "WAIT BEHIND STOP LINE ON RED" (CUSTOM) SIGN, AND "NO TURN ON RED" (R10-11) SIGN ON SIGNAL MAST ARM. SEE DETAIL FOR CUSTOM SIGN.
4. "KEEP CLEAR" PAVEMENT MARKING LETTERS SHALL BE 6 FEET OR MORE IN HEIGHT.



**CITY OF TAYLOR  
2ND STREET  
RESTRIPING**



HDR Engineering, Inc.  
710 Masters Crossing, Suite 150  
Round Rock, Texas 78681  
Texas Registered Engineering Firm F-754

**PRELIMINARY**

THIS PRINT IS FURNISHED FOR INFORMATION ONLY.  
THE PLAN INFORMATION OR OTHER DATA SHOWN HEREON IS  
SUBJECT TO CHANGE AND MUST NOT BE CONSIDERED AS FINAL.

2020 -  
2<sup>nd</sup> St  
Pilot Program





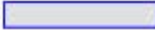
2020 -  
2<sup>nd</sup> St  
Pilot Program-  
Corner  
Protection  
Options



# 2021 - 2nd St Permanent DTMP



## LEGEND

-  CONCRETE PAVERS (PER COA STD. 4805-5)
-  CONCRETE SIDEWALK
-  CONCRETE WALL
-  EXISTING PARCEL LINE
-  CURB & GUTTER
-  HANDRAIL (TY E) (PER TXDOT STD. PRD-13)
-  TREE & TREE WELL (PER COA STD. 4325-7C)

-  WASTE RECEPTACLE
-  EXISTING SIGNAL POLE
-  BENCH
-  BIKE RACK
-  ILLUMINATION POLE



**CITY OF TAYLOR  
2ND STREET  
DTMP IMPLEMENTATION**

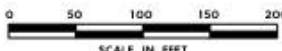
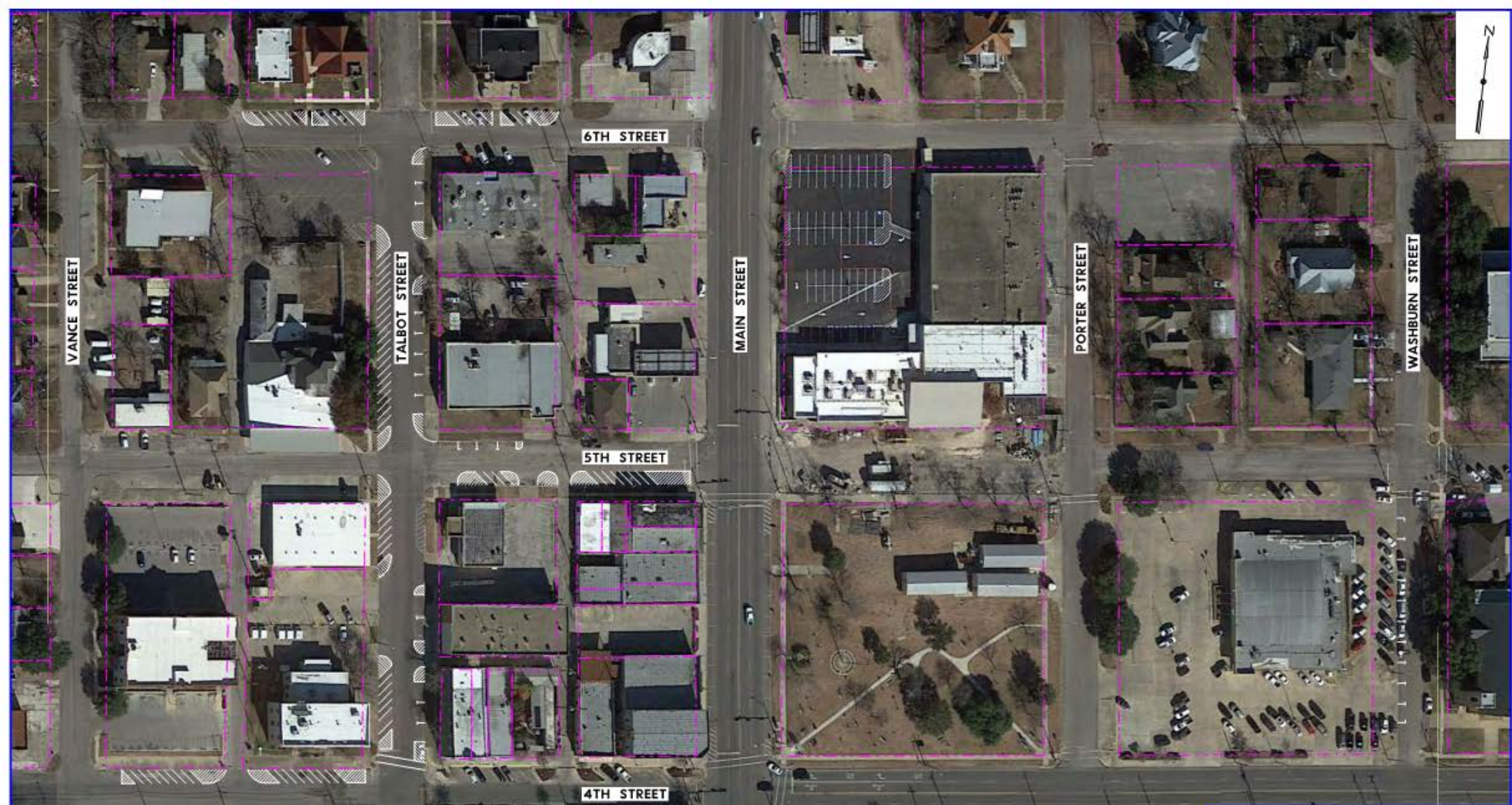
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SUBJECT TO CHANGE AND MUST NOT BE CONSIDERED AS FINAL.

**HDR** HDR Engineering, Inc.  
7110 Hunters Crossing, Suite 150  
Round Rock, Texas 78681  
Texas Registered Engineering Firm F-754

# 2021 - Downtown Striping



2021 -  
Downtown  
Striping



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THIS PRINT IS FOR INFORMATION ONLY.  
THE PLAN INFORMATION OR OTHER DATA SHOWN HEREON IS  
SUBJECT TO CHANGE AND MUST NOT BE CONSIDERED AS FINAL.

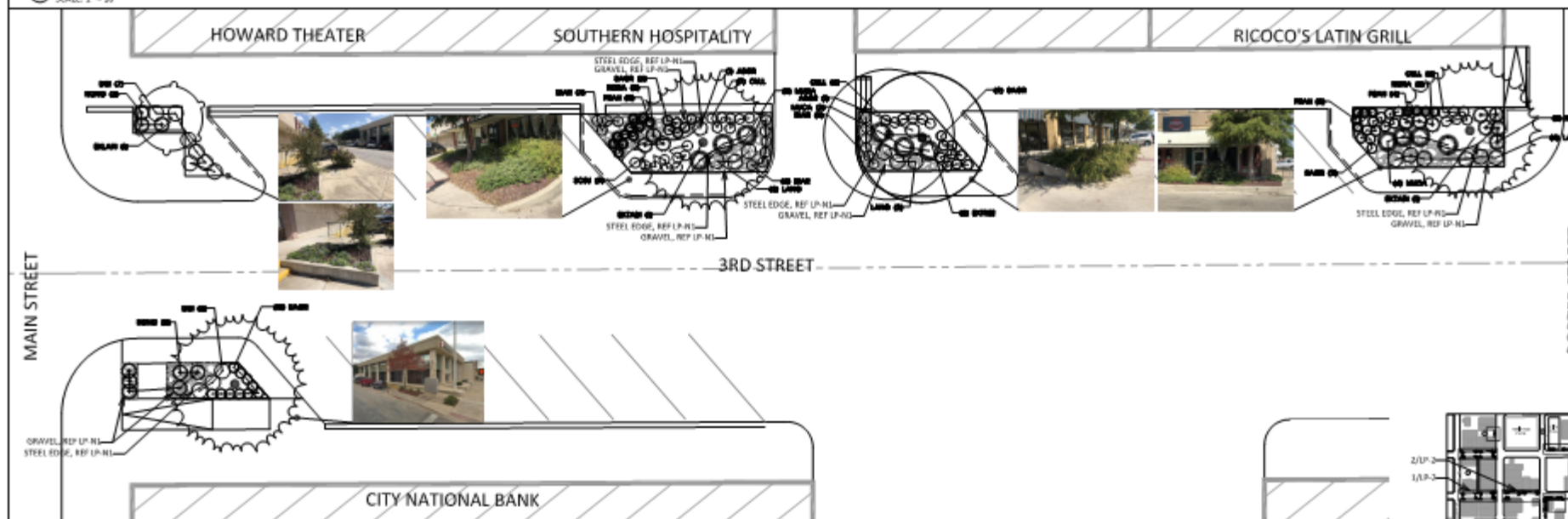
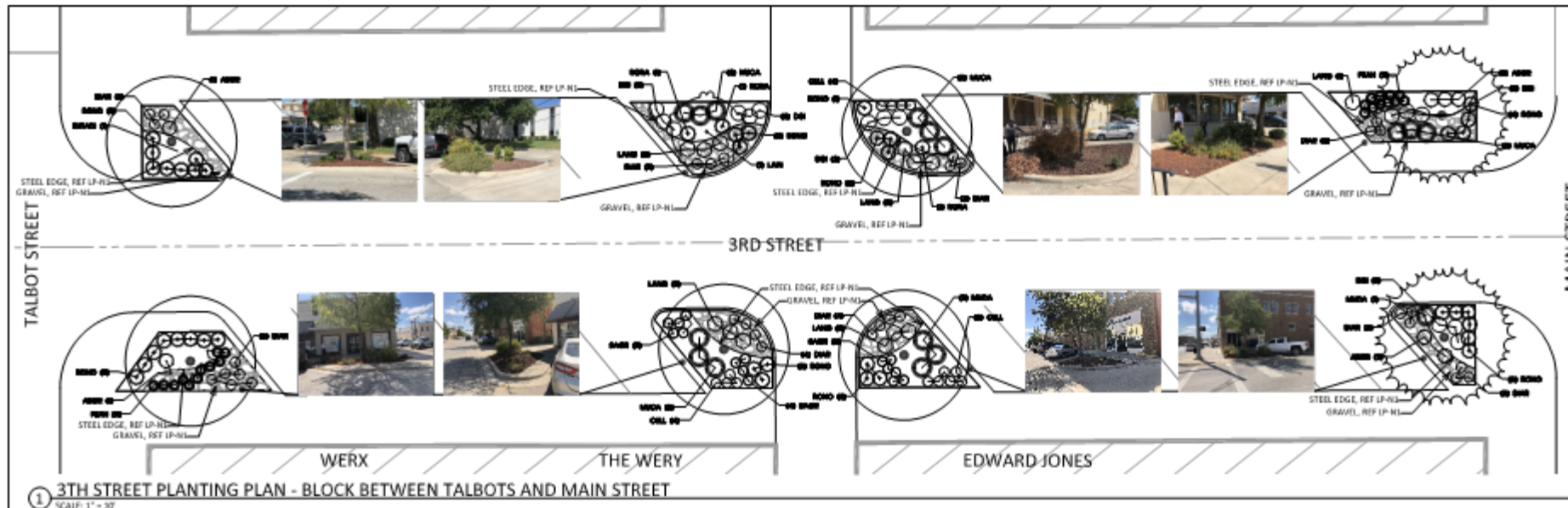
**CITY OF TAYLOR  
DOWNTOWN PARKING**

SHEET 2 OF 2



**HDR** HDR Engineering, Inc.  
710 Hepler Crossing, Suite 150  
Round Rock, Texas 78681  
Texas Registered Engineering Firm F-754

# 2021 - Downtown Landscaping



| LEGEND |                                                             |
|--------|-------------------------------------------------------------|
|        | RIVER GRAVEL, 5/8" - 2" DIAM.<br>REF PRODUCT SCHEDULE LPD-1 |
|        | PLANT BEDS WITH MULCH                                       |



City of Taylor



CITY OF TAYLOR  
LANDSCAPE DEVELOPMENT PLANS  
DOWNTOWN STREETScape  
TAYLOR, TEXAS

| Item | Description |
|------|-------------|
| 1    | Planting    |
| 2    | Planting    |
| 3    | Planting    |
| 4    | Planting    |
| 5    | Planting    |
| 6    | Planting    |
| 7    | Planting    |
| 8    | Planting    |
| 9    | Planting    |
| 10   | Planting    |

Drawn By: JET  
Reviewed By: JET

1/10/2021

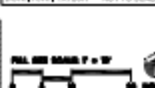
PLANTING PLAN

Sheet No. 1 of 2

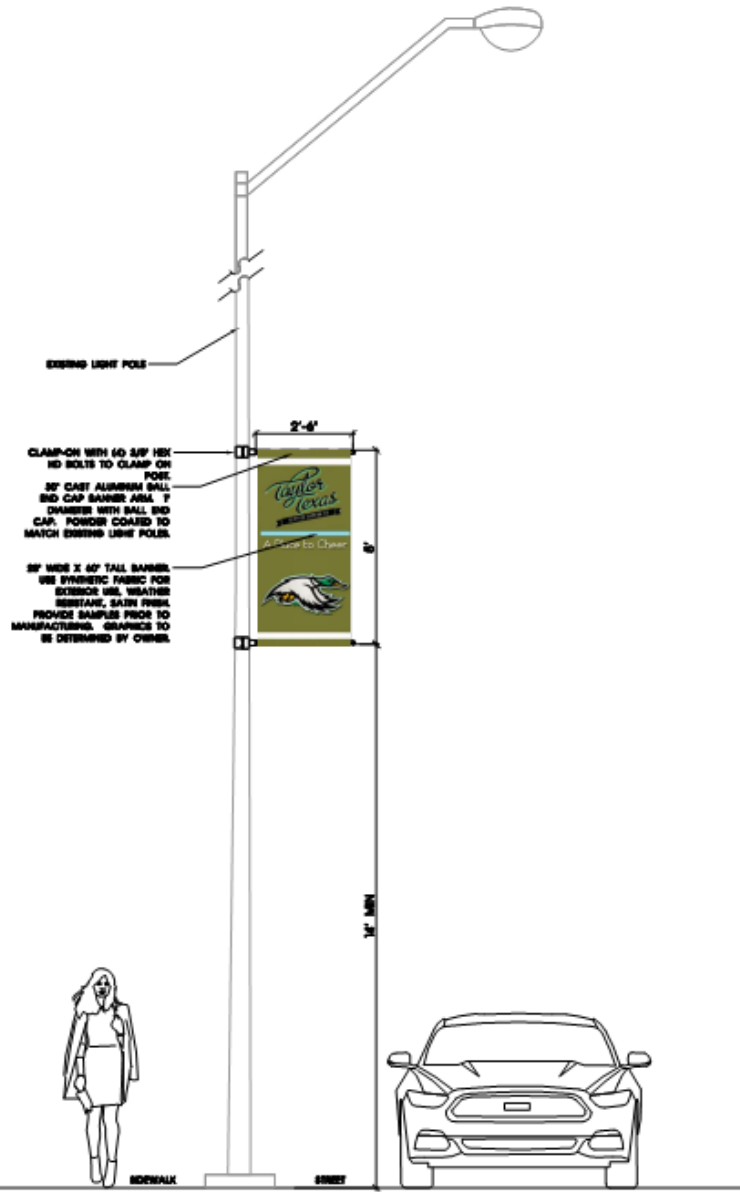
Scale: 1" = 30'



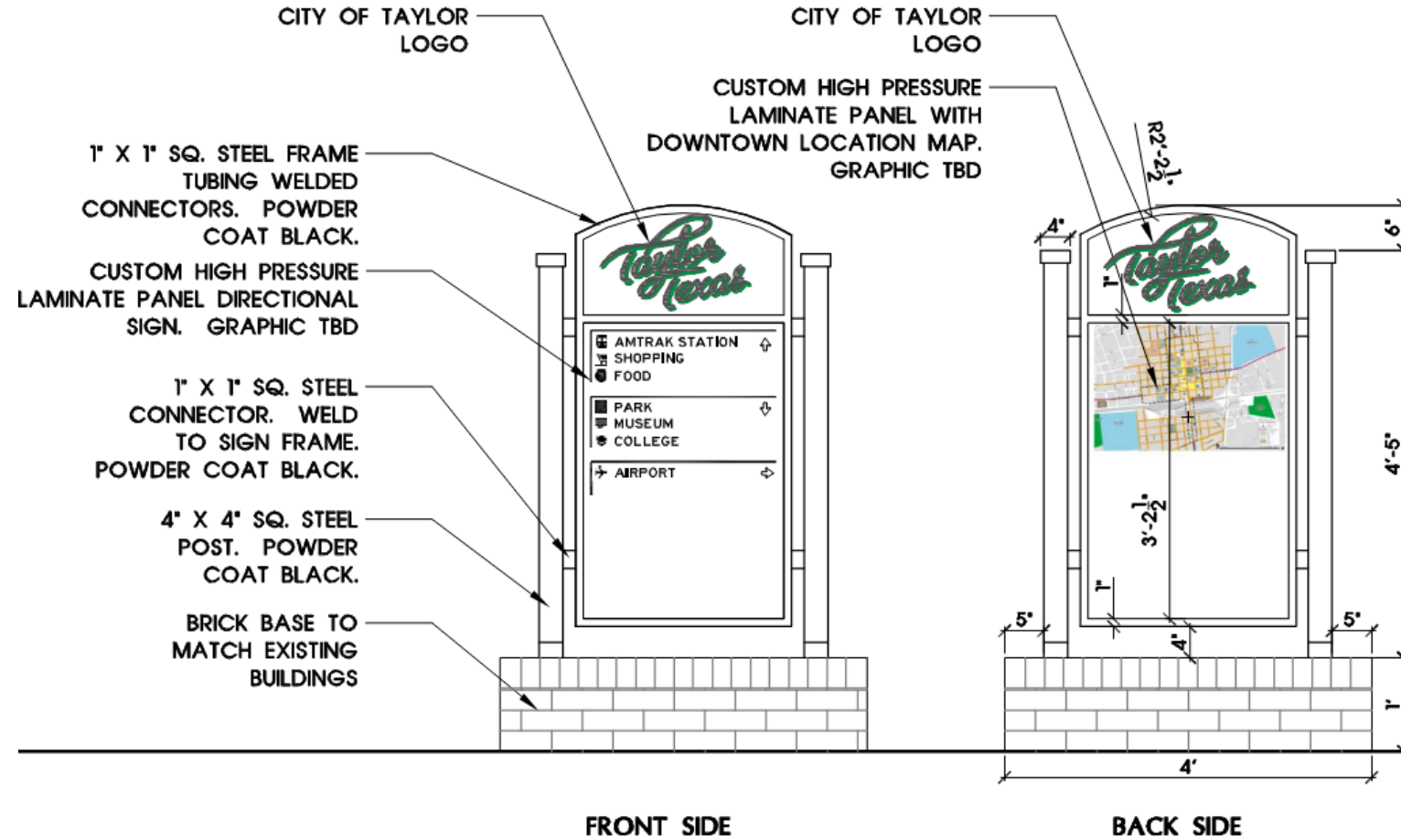
THE LOCATION OF EXISTING UNDERGROUND UTILITIES ARE SHOWN AS AN APPROXIMATE ONLY. THE CONTRACTOR SHALL DETERMINE THE EXACT LOCATION OF ALL EXISTING UTILITIES BEFORE CONSTRUCTION. THE CONTRACTOR SHALL BE FULLY RESPONSIBLE FOR ANY AND ALL DAMAGES WHICH MAY BE OCCURRED BY HIS FAILURE TO EXACTLY LOCATE AND PROTECT ANY AND ALL UNDERGROUND UTILITIES.



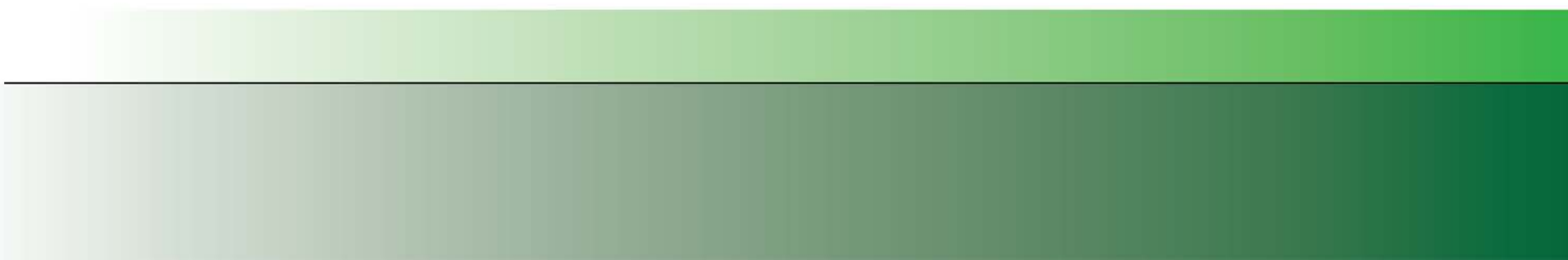
# 2021 - Downtown Wayfinding PLAN VIEW



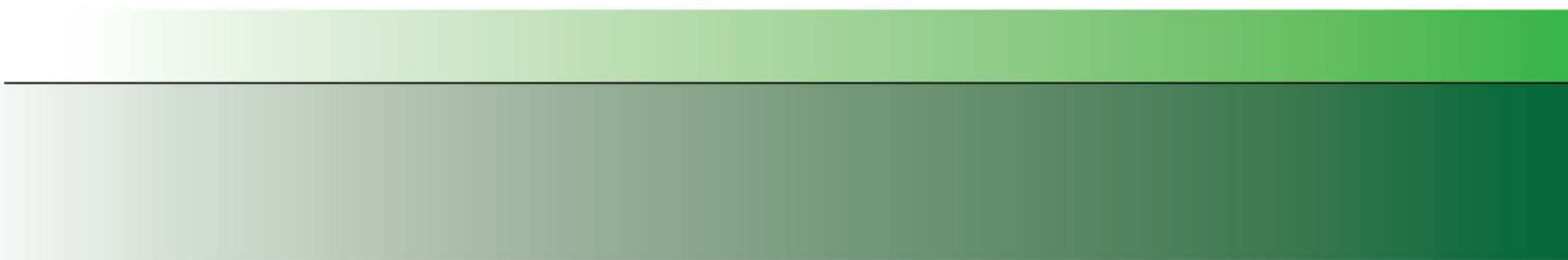
TYPE V-1  
BANNER ON EXISTING HWY LIGHT POLES  
SCALE: 1/2" = 1'-0"



# Staff Proposal

1. Implement permanent improvements on W. 2<sup>nd</sup> between Main and Talbot
  2. Re-stripe downtown streets to maximize on-street parking
  3. Implement landscape plan for downtown planting beds
  4. Begin implementation of wayfinding sign plan
- 
- A decorative horizontal bar at the bottom of the slide, consisting of a light green gradient bar on top and a darker green gradient bar on the bottom, separated by a thin black line.

# Discussion

A decorative horizontal bar at the bottom of the slide, featuring a green-to-dark-green gradient.