

AGENDA

CITY OF TAYLOR, TEXAS
CITY COUNCIL MEETING
CITY HALL, COUNCIL CHAMBERS, 400 PORTER STREET

JUNE 9, 2016, 6:00 P.M.

CALL TO ORDER AND DECLARE A QUORUM

INVOCATION

PLEDGE OF ALLEGIANCE

PROCLAMATION/RECOGNITION

1. Recognition of Tax volunteers. (Mayor)

CITIZENS COMMUNICATION

(The City Council welcomes public comments on items not listed on the agenda. However, the Council cannot respond until the item is posted on a future meeting agenda. Registration forms are available at the sign in table.)

CONSENT AGENDA

(The Consent Agenda includes non-controversial and routine items that the Council may act on with one single vote. The Mayor or any Council member may pull any item from the Consent Agenda to discuss and act upon individually on the Regular Agenda.)

2. Approve Ordinance 2016-09 establishing a program for waste hauling at the wastewater treatment facility. (Noel Bernal)
3. Approve Ordinance 2016-08 regarding a request for a Specific Use Permit for convenience store located at 619 N. Main Street. (Ashley Lumpkin)
4. Approve Resolution R16-18 to authorizing an application for additional HOME grant awards. (Ashley Lumpkin)
5. Approve minutes for May 26, 2016. (Susan Brock)

REGULAR AGENDA; REVIEW/DISCUSS AND CONSIDER ACTION

6. Receive update on Downtown Master Plan activity and progress. (Ashley Lumpkin)
7. Consider appointment to the Parks and Recreation Advisory Board. (Mike DeVito)
8. Receive report on Enterprise Fleet Management program. (Lisa Thompson)
9. Receive follow up report on Spring Community Clean Up event. (Ashley Lumpkin)
10. Receive update on Energy Savings Performance contract with ABM Building and Energy Solutions. (Isaac Turner)
11. Discuss report on housing development and marketing analysis. (Ashley Lumpkin)
12. Discuss and consider proposed plan for Municipal Drainage Utility projects. (Isaac Turner)
13. Receive preliminary budget forecast for fiscal year 2015/2016. (Rosemarie Dennis)
14. Receive update on 7th Street Campus disposition. (Isaac Turner)
15. Consider proposed future agenda topics and items for discussion. (Mayor)

EXECUTIVE SESSION

16. Executive Session I. The Taylor City Council will conduct a closed executive meeting pursuant to the provisions of the Open Meetings Law, Chapter 551, Texas Local Government Code, and the authority contained in Section 551.072 to discuss or deliberate regarding the purchase, exchange, lease, or value of real property.
 - Project Access

17. Consider action from Executive Session.

ADJOURN

The Council may vote and/or act upon each of the items listed in this Agenda. The Council reserves the right to retire into executive session concerning any items listed on this Agenda whenever it is considered necessary and legally justified under the Open Meetings Act including: Section 551.071 (Consult with attorney); Section 551.072 (Real Property); Section 551.073 (Gifts and Donations); Section 551.074 (Personnel Matters); Section 551.076 (Security Devices); and Section 551.087 (Economic Development). I certify that the notice of meeting was posted in the Taylor City Hall Lobby before 6:00 pm on June 6, 2016 and remained posted for at least 72 hours continuously before the scheduled time of said meeting. I further certify that the following news media was notified of this meeting: Taylor Press.

In compliance with the ADA the City Hall and Council Chambers is wheelchair accessible. Reasonable accommodations will be provided for persons attending city council meetings in need of special assistance. Please contact Susan Brock, City Clerk, at least 24 hours prior to the meeting for special assistance.

Posted By: Susan Brock Date 6/6/16
Susan Brock, City Clerk



City Council Meeting June 9, 2016 Agenda Item Transmittal

Agenda Item #: 1
Agenda Title: Proclamation in recognition of Tax Assistance Volunteers.
Council Action to be taken: Presentation
Initiating Department: Taylor Public Library
Staff Contact: Karen Ellis, Library Director

1. INTRODUCTION/PURPOSE

The Taylor Public Library has coordinated with the AARP's Tax-Aide program to provide free tax assistance for area residents. City Hall provided a second location for tax assistance in Taylor for a program led and coordinated by United Way of Williamson County, who also coordinates sites elsewhere in the county.

2. DESCRIPTION/ JUSTIFICATION

As in years past, the AARP Tax-Aide program has worked in coordination with the Taylor Public Library for many years, and in 2011 an additional service point at the City Hall Auditorium utilized VITA volunteers (IRS Volunteer Income Tax Assistance Program). Tax assistance at both City Hall and the Library ran from January through the end of filing in April.

At Taylor Public Library, **294** people were served - 26% increase from 2015, with a total of **221** returns filed, a 2% increase from the prior year. Refunds from electronic returns totaled **\$191,486** —1% increase from last year.

At Taylor City Hall, **518** people were served, with a total of **450** returns filed, a 17.5% increase from 2015. Total refunds were **\$653,124** - 7% increase from last year.

In total: **812** Taylor residents served
 670 Returns filed for free
 Tax Refunds to Taylor residents: **\$844,610.00**

From January through the filing deadline on April 18, 2016, the AARP and United Way of Williamson County provided free tax assistance at the two sites in Taylor plus multiple sites in other parts of the county including:

- Cedar Park Library
- Hutto Library
- Leander Library
- Round Rock Baca Center
- Sun City
- The Caring Place, Georgetown

3. FINANCIAL/BUDGET

4. TIMELINE CONSIDERATIONS

5. RECOMMENDATION

City staff recommends that AARP and United Way of Williamson County and the tax assistance volunteers be recognized for their vital work for the citizens of Taylor.

6. REFERENCE FILES

- 1a. [Proclamation](#)
- 1b. [Map City Hall Clients](#)
- 1c. [Map Library clients](#)

Proclamation

WHEREAS, volunteers provided valuable tax preparation, filing services, and tax related financial advice to the citizens of Taylor at the Taylor City Hall and the Taylor Public Library from January 27 to April 18th 2016; and

WHEREAS, these volunteers worked on behalf of the United Way of Williamson County, the AARP-Tax-Aide program and the IRS Volunteer Income Tax Assistance Program; and

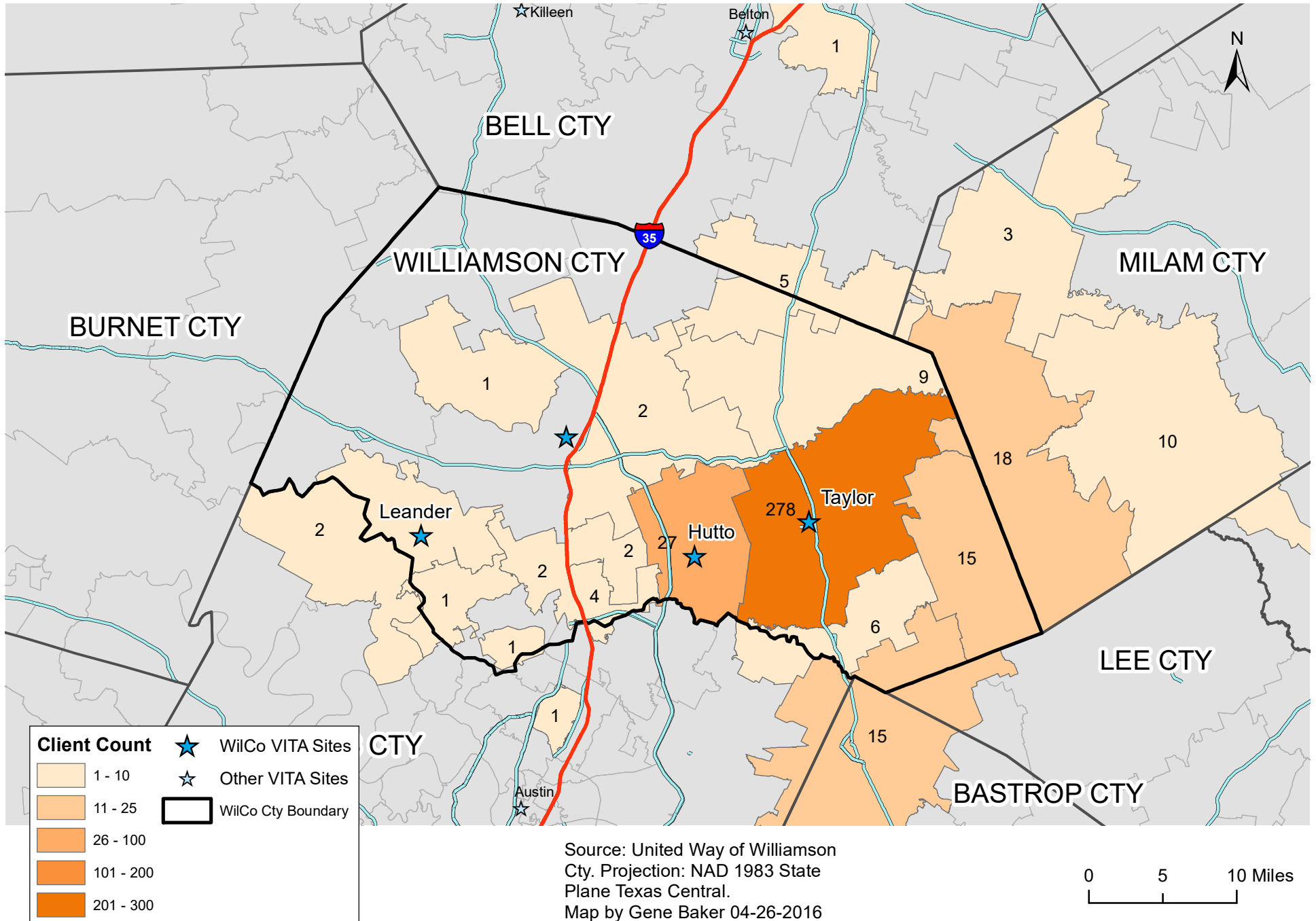
WHEREAS, these volunteers provided assistance to individuals who received these services and expert assistance at no cost to them.

NOW THEREFORE, on this 9th day of June, 2016, and on behalf of the City Council of the City of Taylor, Texas, we take great pride in recognizing the work of the United Way of Williamson County and AARP-Tax-Aide volunteers and proclaim our appreciation and gratitude for the valuable assistance provided to our community.

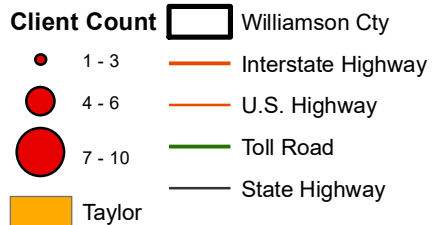
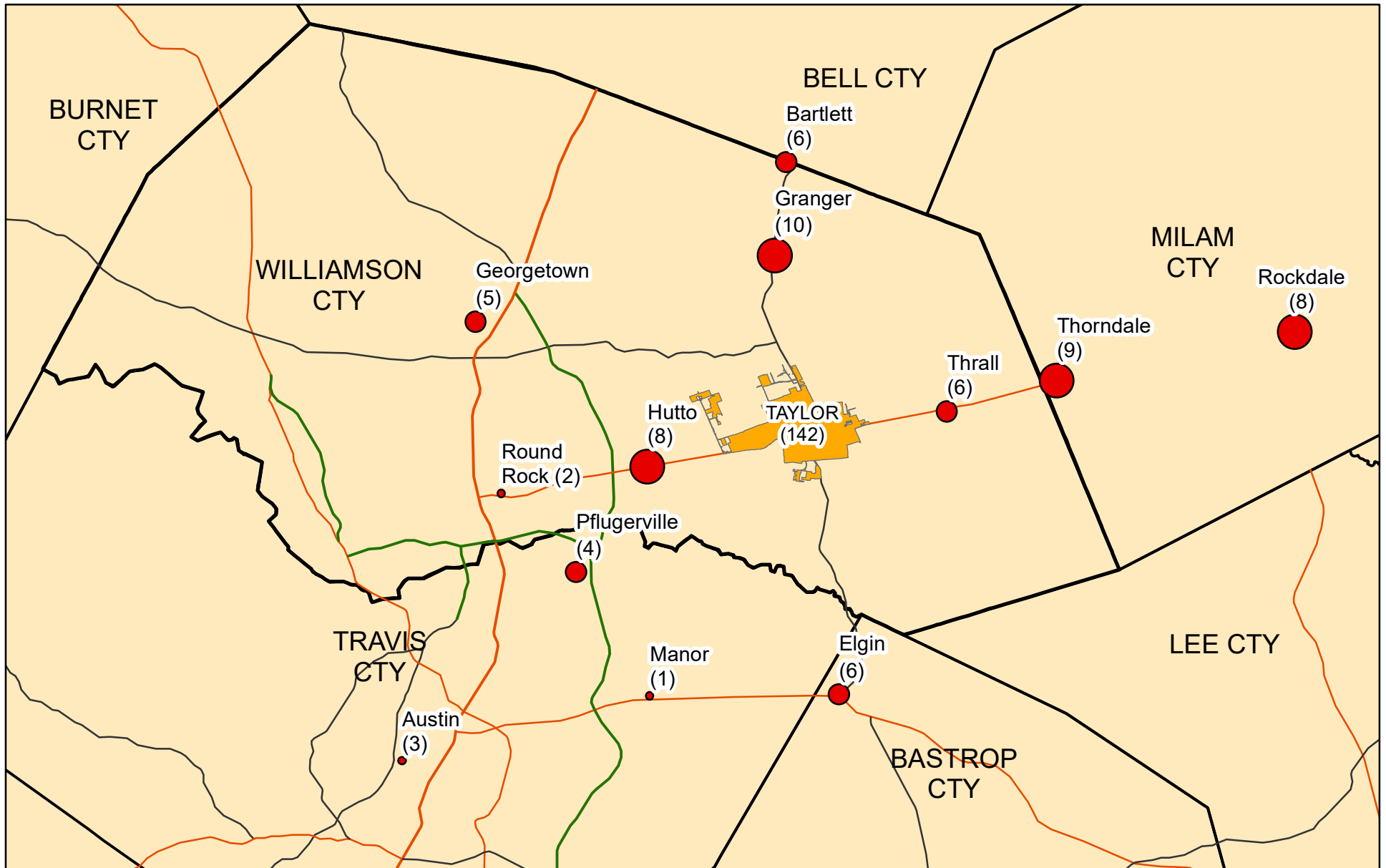
Jesse Ancira, Jr., Mayor

United Way of Williamson County

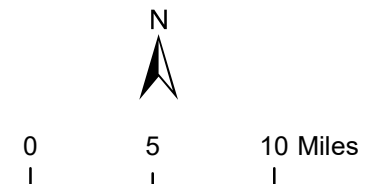
Taylor VITA Site - Client Count 411



Taylor TX City Library 2016 VITA Client Home Towns



Source: Client data from Taylor TX City Hall.
City, county, road data from ERSI.
Coordinate system: NAD_1983. Map by
Gene Baker, 5-31-2016.





City Council Meeting

June 9, 2016

Agenda Item Transmittal

Agenda Item #: 2

Agenda Title: Approve Ordinance 2016-09 establishing a program for waste hauling at the wastewater treatment facility.

Council Action to be taken: Approve by consent Ordinance 2016-09

Initiating Department: City Administration

Staff Contact: Noel Bernal, Assistant City Manager

1. INTRODUCTION/PURPOSE

This agenda item is to approve Ordinance 2016-09 to establish a program for waste hauling at the wastewater treatment facility/plant (WWTP).

2. DESCRIPTION/ JUSTIFICATION

The program for waste hauling applies to the transportation and discharge of domestic septage waste, chemical toilet waste, and similar liquid waste to the City of Taylor Mustang Creek Wastewater Treatment Facility.

3. FINANCIAL/BUDGET

A liquid waste hauler discharge permit fee of \$100 will be charged each year for one (1) vehicle. Additional vehicles may be registered for \$25.00 each year per additional vehicle.

A discharge fee of \$0.05 per gallon, based on the size of the hauler's tank, will be charged for all wastes discharged to the facility.

4. TIMELINE CONSIDERATIONS

This ordinance was presented for discussion at the May 26 council meeting and officially introduced. It is on the consent agenda for final approval.

5. RECOMMENDATION

Staff recommends approving Ordinance 2016-09 to establish a program for waste hauling at the wastewater treatment facility/plant (WWTP).

6. REFERENCE FILES

- 2a. [Hejl, Lee, & Associates Presentation](#)
- 2b. [Ordinance 2016-09](#)

CITY OF TAYLOR LIQUID WASTE HAULER REGISTRATION PROGRAM

Presentation to City Council

May 12, 2016

HEJL, LEE & ASSOCIATES, INC.

ENGINEERING • SURVEYING • PLANNING

321 ED SCHMIDT BLVD., STE. 100, HUTTO, TX 78634

Ph: (512) 642-3292 Fax: (512) 642-4230

hlainc@austin.rr.com

TBPE Firm No. F-755, TBPLS Firm No. 10058500

Purpose of the Liquid Waste Haulers Registration Program

- Protects the City from potential penalties for accepting wastes from unauthorized waste haulers;
- Safeguards its treatment facilities from damage or potential environmental hazards caused by unauthorized wastes;
- Accepting hauled waste is a public service that prevents unauthorized dumping of pollutants in City.

City's Current Practice on Liquid Waste Haulers

- Receiving liquid waste from three local haulers
- Charging service based on measured volume
- No specific regulation and monitoring on waste quality

Neighboring Communities Offering Similar Service

- City of Austin
- City of Bastrop
- City of Brenham
- Brazos River Authority (BRA)
 - Temple
 - Belton
 - Round Rock
 - Cedar Park
 - Hutto

Neighboring Communities Charge for Similar Service

<u>Community</u>	<u>Fee per 1,000-gal</u>
• City of Brenham	\$ 84.00
• City of Bastrop	64.69
• BRA	50.00
• City of Taylor (Proposed)	50.00
• City of Austin	44.50
• City of Taylor (Current)	20.00

Estimated Current & Projected Annual Revenue from Treating Hauled Wastes

VENDOR	TRUCK ID	CAPACITY (gal)	DISCHARGE FREQUENCY	CURRENT ANNUAL REVENUE	PROJECTED ANNUAL REVENUE
S&D PLUMBING	FTR231	650	5 / WEEK	\$ 5,200	\$ 8,450
	CWB5098	600	5 / WEEK	3,900	7,800
	CWB6442	600	5 / WEEK	3,900	7,800
B&L PORTABLE TOILETS	BZ48213	300	6 / WEEK	4,680	4,680
	FTD5938	600	6 / WEEK	4,680	9,360
	DXP5554	600	6 / WEEK	4,680	9,360
JJ SEPTIC	DXD5933	1,500	4 / MONTH	960	3,600
TOTAL ANNUAL REVENUE				\$ 28,000	\$ 51,050

Percentage of Hauled Wastes Compared to Total Wastewater Treatment Plant (WWTP) Flow

- Annual projected liquid waste hauled: 1,021,000 gallons
- Annual current WWTP flow: 657,000,000 gallons
- Hauled liquid waste as a percentage of total flow: 0.16%

ORDINANCE NO. 2016-09

AN ORDINANCE ESTABLISHING REQUIREMENTS ALLOWING INDIRECT DISCHARGES OF HAULED DOMESTIC, COMMERCIAL AND INDUSTRIAL WASTES TO THE PUBLICLY OWNED TREATMENT WORKS (POTW) OF THE CITY OF TAYLOR, TEXAS; PROVIDING A PENALTY OF FINE NOT TO EXCEED THE SUM OF FIVE HUNDRED DOLLARS (\$500.00) FOR EACH OFFENSE FOR VIOLATION OF THIS ORDINANCE, EXCEPT WHERE A DIFFERENT PENALTY HAS BEEN ESTABLISHED BY STATE LAW FOR SUCH OFFENSE, OR FOR ANY VIOLATION OF ANY PROVISION OR REGULATION WHICH GOVERNS FIRE SAFETY, ZONING, OR PUBLIC HEALTH AND SANITATION, INCLUDING DUMPING OF REFUSE WHICH SHALL BE PUNISHED BY PENALTY OF FINE NOT TO EXCEED THE SUM OF TWO THOUSAND DOLLARS (\$2,000.00); PROVIDING SEVERABILITY, REPEALER, AND PUBLICATION CLAUSES.

WHEREAS, the City of Taylor, Texas, desires to establish regulations for indirect dischargers of hauled domestic, commercial and industrial wastes to the Taylor, Texas, publicly owned treatment works (POTW); and

WHEREAS, the Taylor City Council deems the following regulations recommended to the City Council to be reasonable and necessary; and

WHEREAS, it is in the best interest of the residents of the City of Taylor, Texas, that it shall have uniform requirements for indirect dischargers of hauled domestic, commercial and industrial wastes to the POTW of the City.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY OF TAYLOR, TEXAS, that:

SECTION 1. Preamble Incorporation.

All of the facts recited in the preamble to this Ordinance are hereby found by the City Council to be true and correct and are incorporated by reference herein and expressly made a part hereof, as if copied herein verbatim.

SECTION 2. General.

The terms, conditions, obligations, rules and requirements set forth in Exhibit “A” attached to this Ordinance are incorporated by reference into this Ordinance for all purposes, are established by the City to reduce the likelihood of danger to public health and safety, to comply with applicable State and Federal laws regarding indirect dischargers to the POTW, and to preserve and protect the City POTW.

SECTION 3. Requirements.

The terms, conditions, obligations, rules, requirements and matters set forth in Exhibit “A” are adopted by the City for indirect dischargers of hauled domestic, commercial and industrial wastes to the City POTW.

SECTION 4. Penalty.

Any person, firm or corporation violating any of the provisions or terms of this Ordinance shall be guilty of a misdemeanor and upon conviction shall be subjected to a fine not to exceed the sum of Five Hundred and No/100 Dollars (\$500.00) for each offense, except where a different penalty has been established by State law for such offense in which event the penalty shall be fixed by state law and if deemed a violation of any provision which governs fire safety, zoning or public health or sanitation shall be punished by a penalty of fine not to exceed the sum of Two Thousand and No/100 Dollars (\$2,000.00) for each offense; and each and every day such violation is continued shall be deemed to constitute a separate offense.

SECTION 5. Severability.

If any article, paragraph, or part of a paragraph of this Ordinance is held to be invalid or unconstitutional by a court of competent jurisdiction, the same shall not invalidate or impair the validity, force or effect of any other article, paragraph or part of a paragraph of this Ordinance which shall remain in full force and effect.

SECTION 6. Repealer.

All provisions of any Ordinance of the City of Taylor, Texas, in conflict with the provisions of this Ordinance shall be, and the same are hereby repealed, and all other provisions not in conflict with the provisions of this Ordinance shall remain in full force and effect.

SECTION 7. Publication.

The City Clerk is hereby authorized and directed to publish the caption of this Ordinance, together with the penalty provision contained therein, in the manner and for the length of time prescribed by law.

In accordance with Article VIII, Section 1 of the City Charter, Ordinance No. _____ was introduced before the Taylor City Council on the _____ day of May, 2016.

PASSED, APPROVED and ADOPTED on this the ____ day of _____, 2016.

Jesse Ancira, Junior, Mayor

ATTEST:

Susan Brock, City Clerk

APPROVED AS TO FORM:

Ted W. Hejl, City Attorney

CERTIFICATE

THE STATE OF TEXAS
COUNTY OF WILLIAMSON

I, Susan Brock, being the current City Clerk of the City of Taylor, Texas, do hereby certify that the attached is a true and correct copy of Ordinance No. _____, passed and approved by the City Council of the City of Taylor, Texas, on the ____ day of _____, 2016, and such Ordinance was duly introduced, passed, approved and adopted at meetings open to the public and notices of the meetings, giving the dates, places, and subject matter thereof, were posted as prescribed by Government Code Section 551.043.

Witness my hand and seal of office this the ____ day of _____, 2016.

Susan Brock
City Clerk

EXHIBIT “A” TO ORDINANCE NO. 2016-09

SECTION 1 - GENERAL PROVISIONS

1.1. Purpose and Policy

This ordinance sets forth uniform requirements for Indirect Dischargers of Hauled Domestic, Commercial and Industrial Wastes to the Publicly Owned Treatment Works (POTW) of the City of Taylor (hereinafter “City”) and enables the City to comply with all applicable State and Federal laws, including the Clean Water Act (33 United States Code §1251 et. seq.) and the General Pretreatment Regulations (40 Code of Federal Regulations Part 403). Nothing in this ordinance is intended to conflict with, or otherwise invalidate any requirement or procedure or standard specified in the law or by ordinance governing all sources of Indirect Discharge. Users covered by this ordinance shall comply with and have the rights granted in the law or by ordinance applicable to sources of Indirect Discharge.

This ordinance shall apply to all Users that generate, pick up, transport, and dispose of any hauled waste at the POTWs Designated Disposal Station. Discharge of any trucked or hauled waste at a location other than a Designated Disposal Station shall be a violation of this ordinance. This ordinance authorizes the issuance of wastewater discharge permits with applicable controls, establishes prohibited discharge standards, requires the use of a manifest system, provides for monitoring, compliance, and enforcement activities, requires User reporting, and provides for the setting of fees for the equitable distribution of costs resulting from the program established herein.

1.2 Administration

Except as otherwise provided herein, the Control Authority shall administer, implement, and enforce the provisions of this ordinance. Any powers granted to or duties imposed upon the City may be delegated by the Control Authority to other City personnel.

1.3 Definitions

Unless a provision explicitly states otherwise, the following terms and phrases, as used in this ordinance shall have the meanings hereinafter designated for the purposes of controlling the discharges of hauled waste to the POTW. Where a definition does not appear below, additional definitions applicable to the Pretreatment Program may be found in law or by ordinance.

- A. Biochemical Oxygen Demand or BOD: The quantity of oxygen utilized in the biochemical oxidation of organic matter under standard laboratory procedures for five (5) days at 20° centigrade, usually expressed as a concentration (e.g., mg/l).
- B. Categorical Industrial User: A source of Indirect Discharge that is required to comply with Categorical Pretreatment Standards.
- C. CFR: Code of Federal Regulations
- D. City: The City of Taylor, Texas or the City Council of Taylor, Texas.
- E. Composite Sample: For sampling of hauled or trucked waste, a time composite sample shall generally be employed. The sample collection requirements shall be specified by the Control Authority. A time composite sample shall consist of a minimum of three (3) grab samples, composited into a single sample. The first sample shall be collected at the beginning of discharge, a second grab when the discharge is approximately 50% complete and a third sample when the discharge is approximately 90% complete. The POTW shall require the hauler to increase the number of grab samples if the POTW believes that the resultant sample is not representative.
- F. Control Authority: The legal entity (NPDES Permittee, now TCEQ Permittee), the City of Taylor, Texas.
- G. Designated Disposal Station: An authorized site at which the User is allowed to discharge hauled or trucked waste.
- H. Domestic-Only Wastes: (1) Wastewater from normal residential activities, include, but are not limited to, wastewater from kitchen, bath, and laundry

facilities, or (2) wastewater from the personal sanitary conveniences (toilets, showers, bathtubs, fountains, non-commercial sinks, and similar structures) of commercial, industrial or institutional buildings, provided that the wastewater exhibits characteristics which are similar to those of wastewater from normal residential activities. Specifically excluded from this definition is wastewater from commercial, industrial, or institutional laundries or food veneration facilities.

- I. Domestic-Only Source: A Generator of Domestic-Only Waste.
- J. Generator: The User who is the source of the waste that is delivered for disposal at the POTW by the Transporter.
- K. Grab Sample: A single dip and take a sample, not to exceed 15 minutes, collected at a predetermined sampling point(s) as indicted in the Users Permit.
- L. Grease Trap: Defined in the Uniform Plumbing Codes (UPC) to mean something designed to retain grease from 1 to a maximum of 4 fixtures. A Grease Trap is not appropriate for use on heated water (from a dishwasher) or in line to a waste disposal unit (garbage disposal, grinder, etc).
- M. Grease Interceptor: Described by the Uniform Plumbing Codes to mean a tank (minimum of 750 gallons and water tight) to serve one or more fixtures and remotely located. Grease interceptors may capture wastewater from dishwashers, floor drains, pot and pan sinks, etc. Grease Interceptors are commonly required to be installed for restaurants, food service operations, grocery stores (deli and produce wastes), etc.
- N. Grease Interceptor Waste: Waste produced from a Grease Interceptor.
- O. Grease Interceptor Source: A Generator of Grease Interceptor Waste.
- P. Hazardous Waste: Any liquid, semi-liquid, or solid waste (or combination of wastes) which because of its quantity, concentration, physical, chemical, or infectious characteristics may: (a) have any of the following characteristics: toxic, corrosive, an irritant, a strong sensitizer, flammable or combustible, explosive, or otherwise capable of causing substantial personal injury or

illness; and/or (b) pose a substantial hazard to human health or the environment when improperly treated, stored, transported, or disposed of, or otherwise improperly managed, or is identified or listed as a hazardous waste as defined by the U.S. Environmental Protection Agency (EPA) pursuant to the Federal "Solid Waste Disposal Act" as amended by the "Resource Conservation and Recovery Act of 1976" and as may be amended in the future.

- Q. Indirect Discharge or Discharge: The introduction of pollutants into a POTW from any non-domestic source regulated under section 307(b), (c) or (d) of the Clean Water Act. This includes any hauled or trucked wastes disposed of at a POTW. The source(s) of indirect discharge shall be the transporter and generator of the waste.
- R. Industrial User or User: A source of Indirect Discharge.
- S. Industrial Waste: Waste generated from commercial or industrial sources that is not defined herein as Domestic-Only Waste or Grease Interceptor Waste. May include, but not be limited to grit trap waste, sand trap waste, chemical and portable toilet waste, wash water, cooling water, process wastewater etc.
- T. Industrial Waste Source: A Generator of Industrial Waste.
- U. Interference: A Discharge which, alone or in conjunction with a discharge or discharges from other sources, both:

Inhibits or disrupts the POTW, its treatment processes or operations, or its sludge processes, use or disposal; and

Therefore is a cause of a violation of any requirement of the POTW's NPDES permit (including an increase in the magnitude or duration of a violation) or of the prevention of sewage sludge use or disposal in compliance with the following statutory provisions and regulations or permits issued thereunder (or more stringent State or local regulations): Section 405 of the Clean Water Act, the Solid Waste Disposal Act (SWDA) (including Title II, more commonly referred to as the Resource Conservation and Recovery Act (RCRA), and including State regulations

contained in any State sludge management plan prepared pursuant to Subtitle D of the SWDA) the Clean Air Act, the Toxic Substances Control Act, and the Marine Protection, Research and Sanctuaries Act.

- V. Individual Wastewater Disposal System: A septic tank, cesspool or similar self-contained receptacle or facility which collects and/or treats or otherwise disposes of domestic, residential wastewater and which is not connected to the wastewater treatment system of the POTW.
- W. Instantaneous Maximum Allowable Discharge Limit: The maximum concentration of a pollutant allowed to be discharged at any time, determined from the analysis of any discrete or composited sample collected, independent of the industrial flow rate and the duration of the sampling event.
- X. Liquid Waste Hauler: Any Person that transports and disposes of Domestic-only, Grease Interceptor Wastes, and/or Industrial wastes. Also see Transporter.
- Y. mg/l: milligrams per liter
- Z. Manifest: A written document required by the Control Authority that specifies, among other things, the source and nature of wastes to be discharged to the Designated Disposal Station.
- AA. Manifest System: A system consisting of a document that records information and data on the generation, transportation, and disposal of waste.
- BB. Pass Through: A Discharge which exits the POTW into a waters of the United States in quantities or concentrations which, alone or in conjunction with a discharge or discharges from other sources, is a cause of a violation of any requirement of the POTW's NPDES permit (including an increase in the magnitude or duration of a violation).
- CC. Permit: The formal written document issued by the Control Authority authorizing a person to discharge hauled waste at a POTW Designated Disposal Station.

- DD. Permittee: A Person granted a permit Includes officers, employees, agents, representatives and others acting on behalf or for the benefit of the Permittee under the Permit.
- EE. Person: An individual, partnership, copartnership, firm, company, corporation, association, joint stock company, trust, estate, governmental entity, or any other legal entity; or their legal representatives, agents, or assigns. The definition includes all Federal, state, and local governmental entities.
- FF. Publicly-Owned Treatment Works or POTW: A treatment works as defined by section 212 of the Act, which is owned by a State or municipality (as defined by section 502(4) of the Act). This definition includes any devices and systems used in the storage, treatment, recycling and reclamation of municipal sewage or industrial wastes of a liquid nature. It also includes sewers, pipes, and other conveyances only if they convey wastewater to a POTW Treatment Plant The term also means the municipality as defined in section 502(4) of the Act, which has jurisdiction over the Indirect Discharges to and the discharges from such a treatment works.
- GG. POTW Treatment Plant: That portion of the POTW which is designed to provide treatment (including recycling and reclamation) of municipal sewage and industrial waste.
- HH. Transporter: The User authorized by the Control Authority to pick-up, transport, and dispose of wastes at the POTWs Designated Disposal Station. A source of Indirect Discharge.
- II. TSS: Total Suspended Solids
- JJ. Vehicle: A mobile device in which or by which liquid waste may be transported upon a public street or highway.

SECTION 2 - HAULED WASTE PERMIT APPLICATION

2.1 Application Repaired

A Person who desires a permit must make application on a form provided

by the Control Authority. If a Person fails to submit an application as required or the Person submits an incomplete application to the Control Authority, the Person shall be prohibited from transporting and disposing of hauled or trucked waste to the POTW until such time as the Control Authority determines that the applicant has fulfilled all application requirements and a valid, current permit is issued.

An application shall contain the following information:

- A statement of the Company/Individual's name, address, telephone number and date of application. If the applicant is a other than an individual, the Control Authority may require additional information regarding officers, general partners, etc.
- Individual providing the information and his/her title and telephone number.
- Identification of all vehicles owned and/or operated by the applicant and the holding capacity thereof, to be used in connection with the trucking or hauling of waste. Such identification to include vehicle make, model, model year, vehicle identification number (VIN number), motor vehicle registration license plate number and liquid waste hauling capacity.
- A certificate of inspection by the Control Authority, County Health Department or applicable regulatory agency for all vehicles identified above. The Inspection shall verify that at the time of inspection that: *The vehicle had a tank or body for the holding of wastes so constructed and maintained as to be completely spill and leak proof.*
- The address where the vehicles used hi connection with the business or in transporting any wastes will be stored or parked when not in use.
- A listing of all disposal sites used for transport and disposal of trucked or hauled wastes by the applicant at the time this application is completed.
- A listing of the waste types (Domestic-only, Grease Interceptor, Industrial, etc.) and monthly discharge amounts that are expected to be transported and disposed of at the POTW. If industrial waste, describe waste type(s) and squence(s).

- Proof of all required insurance coverages.
- Any other information deemed necessary by the Control Authority.

2.3 Re-Application Required

A User with an expiring hauled waste discharge permit shall apply for hauled waste discharge permit re-issuance by submitting a complete permit application, within sixty (60) days prior to expiration of the existing permit. Reapplication shall be in a form and manner prescribed by the Control Authority. At a minimum the Permittee shall update all information from the previous application that has not been previously provided to the Control Authority.

Failure to submit a new application as required or an incomplete application shall cause the Control Authority to prohibit the transport of hauled or trucked waste to the POTW by the Permittee upon expiration of the current, valid permit.

2.4 Application Signatories and Certification

All wastewater discharge permit applications and reports must be signed by the Transporter and contain the following certification statement (excluding manifests):

I certify under penalty of law that this document and all attachments were prepared under my direction or supervision in accordance with a system designed to assure that qualified personnel properly gather and evaluate the information submitted. Based on my inquiry of the person or persons who manage the system, or those persons directly responsible for gathering the information, the information submitted is, to the best of my knowledge and belief, true, accurate, and complete. I am aware that there are significant penalties for submitting false information, including the possibility of fine and imprisonment for knowing violations.

SECTION 3- HAULED WASTE PERMIT

3.1 Permit Required

It shall be unlawful for any Person to operate or cause to be operated a vehicle for the purpose of transporting and disposing hauled or trucked waste to the POTW without a current, valid permit issued by the Control Authority.

The permit issued by the Control Authority shall authorize the Permittee to transport and dispose of trucked and hauled wastes to the Designated Disposal Station of the POTW. The permit shall specifically control:

- The wastes authorized for transport and disposal at the POTW;
- The vehicles owned and/or operated by the Permittee that are authorized to transport and dispose of waste at the POTW;
- The Pretreatment Standards and requirements with which the Permittee must comply;
- Any other requirements or conditions imposed on the Permittee by the Control Authority for the transport and disposal of trucked and hauled waste to the POTW.

3.2 Permit Contents

No Transporter shall discharge wastewater to the POTW's Designated Disposal Station without first obtaining a hauled waste discharge permit from the Control Authority.

Obtaining a hauled waste discharge permit does not relieve a Permittee of its obligation to comply with all Federal and State Pretreatment Standards or requirements or with any other requirements of Federal, State, and local law.

The permits required shall, at a minimum, contain the following provisions:

- Permittee's name and address;
- Applicable Legal Authority;

- Identification of the POTW Designated Disposal Station;
- Statement of non-transferability;
- Re-application requirements;
- Effective and Expiration date of the permit;
- Definitions;
- Listing of authorized vehicles owned and/or operated by Permittee that are allowed to transport and dispose of waste at the POTW;
- Specific prohibitions and applicable Pretreatment Standards and requirements;
- Listing of authorized waste types that the Permittee may discharge;
- Sampling, analysis and reporting requirement;
- Special requirements for transporters of trucked or hauled waste;
- General permit requirements;
- A statement of applicable civil and criminal penalties for violation of any conditions, requirements, or standards;
- Any other requirements, limitations, or conditions deemed necessary by the Control Authority.

3.3 Hauled Waste Discharge Permit Decisions

The Control Authority will evaluate the data furnished by the User and may require additional information. Within thirty (30) days of receipt of a complete hauled waste discharge permit application, Control Authority will determine whether to issue a hauled waste discharge permit. The Control Authority may deny any application for a hauled waste discharge permit.

3.4 Wastewater Discharge Permit Transfer

OPTION 1: Hauled waste discharge permits, issued under this rule, may not be transferred, sold, traded, assigned, or sublet by the Permittee. Hauled waste discharge permits shall be voidable upon cessation of operations or transfer of business ownership. The hauled waste discharge permit issued to a particular User is void upon the issuance of a new hauled waste discharge permit to that User.

OPTION 2: Hauled waste discharge permits, issued under this rule, may not be transferred, sold, traded, assigned, or sublet by the Permittee unless the Permittee notifies the City in writing, at least thirty (30) days prior

to the requested change and the City provides written approval of the change.

3.5 Hauled Waste Discharge Permit Modification

The Control Authority may modify a hauled waste discharge permit issued under this rule, for good cause, including, but not limited to, the following reasons:

- To incorporate any new or revised Federal, State, or local pretreatment standards or requirements;
- Material or substantial alterations or additions to the discharger's operation processes, or discharge volume or character which were not considered in drafting the effective permit;
- A change in any condition in either the discharge or the POTW that requires either a temporary or permanent reduction or elimination or the authorized discharge;
- Violation of any terms or conditions of this Permit;
- Misrepresentation or failure to disclose fully all relevant facts in the permit application or in any required reporting;
- Information indicating that the authorized discharge poses a threat to the POTW, POTW personnel or the receiving waters to which the POTW discharges;
- To correct typographical or other errors in the permit; or
- To respond to requests of the Permittee for modifications.

3.6 Wastewater Discharge Permit Revocation

The Control Authority may revoke a hauled waste discharge permit for good cause, including, but not limited to, the following reasons:

Violation of any term or condition of this ordinance, or applicable state or federal laws or regulations;

- Obtaining a permit by misrepresentation or failure to disclose fully all relevant facts in either the permit application or any required report;
- Promulgation of a more stringent Pretreatment Standard by state or federal agencies having jurisdiction over receiving waters;
- Changes in the processes used by the Permittee or changes in the discharge volume or character; Changes in design or capability of the POTW;

- Failure to pay charges or fines;
- Failure of the Permittee to report an accidental discharge;
- Permittees increasing the use of wash down water or otherwise diluting the permitted waste for the purpose of meeting discharge limitations or requirements;
- Falsification by the Permittee of any permit, report, manifest information or records required by this Permit or the implementing ordinance;
- Failure of the Permittee to report significant changes in operations or hauled waste characteristics; Tampering by the Permittee with POTW monitoring or sampling equipment;
- Refusing to allow the Control Authority timely access to the Permittee's facility premises, vehicles or records;
- Failure to complete a wastewater discharge permit application or manifest as required; or
- Any other grounds for revocation or suspension as may be allowed by law or ordinance.

SECTION 4 - GENERAL HAULED WASTEWATER/TRANSPORTER REQUIREMENTS

4.1 Prohibited Discharge Standards

In addition to the Prohibited discharge standards that apply to all users, the Permittee covered by these rules shall not discharge any wastes to the POTW that:

- Are liquid, semi-liquid, or solid waste (or combination of wastes) which because of its quantity, concentration, physical, chemical, or infectious characteristics may: (a) have any of the following characteristics: toxic, corrosive, an irritant, a strong sensitizer, flammable or combustible, explosive, or otherwise capable of causing substantial personnel injury or illness; and/or (b) pose a substantial hazard to human health or the environment when improperly treated, stored, transported, or disposed of, or otherwise improperly managed, or is identified or listed as a hazardous waste as defined by the U.S. Environmental Protection Agency (EPA) pursuant to the Federal "Solid Waste Disposal Act," as amended by the "Resource Conservation and Recovery Act of 1976e and as may be amended in the future.

- Are generated from any User that performs operations or is otherwise covered by Pretreatment Standards specified at 40 CFR chapter I, subchapter N (Categorical Industrial Users), unless the Permittee is specifically authorized to pick up and dispose of such wastes from the Generator. The Categorical Industrial User must be authorized by the Control Authority to dispose of process wastewater at the POTW.
- Are discharged to the POTW in a manner or location that is other than that authorized by the permit.

4.2 Limitations for Authorized Disposal of Specific Wastes

The Control Authority shall establish all conditions, requirements, and standards as deemed necessary for the disposal of Domestic-Only, Grease Interceptor, Industrial, and Categorical Industrial User generated wastes at the POTW by a Permittee.

4.3 POTW Contact Information

Discharging of hauled or trucked waste to the Designated Disposal Station shall be allowed only under the supervision of the Control Authority and during the hours specified by the Control Authority. Transporters shall obey all POTW safety and traffic regulations while on the treatment plant site. All notifications required under this rule or the permit and shall be made as follows:

On-site notifications:

Noel Bernal, Assistant City Manager
400 Porter Street
Taylor, Texas 76574
512-352-3675

Mailing of Required Reports, Applications, etc.:

Taylor City Hall
400 Porter Street
Taylor, Texas 76574
512-352-3675

4.4 Liquid Waste Vehicle Maintenance/Operations

A liquid waste Transporter shall:

- Maintain tanks, pumps, valves, hoses, racks, cylinders, diaphragms, pipes, connections, and other appurtenances on a vehicle in good repair and free from leaks;
- Provide a safety plug or cap for each tank; and
- Ensure that the vehicle exterior is clean at the beginning of each work day (prior to entry to the POTW);
- Clean the inside of tanks to ensure that non-permitted residual wastes are not left in the tank and allowed to mix with permitted wastes.

A liquid waste transporter's vehicle shall be inspected by the Control Authority or applicable regulatory agency, prior to the issuance of a permit. To qualify for a permit, the Permittee shall ensure that all vehicles covered by the permit comply with the following requirements:

- The sample tank shall be an integral part of a vehicle to transport liquid waste. Portable tanks or other containers temporarily installed in vehicles are prohibited (unless prior approval is obtained from the Control Authority, e.g. portable toilets);
- Piping, valves, and connectors (excluding the discharge hose) shall be permanently attached to tank and/or vehicle;
- Tanks must be liquid tight and tanks constructed so that every interior and exterior portion can be easily cleaned;
- Opening of tank to be constructed so that collected waste will not spill during filling, transfer, transport or disposal;
- Outlet connections to be constructed so that no liquid waste will leak, run, or spill out from the vehicle;
- Outlets to be of a design and type suitable for the liquid waste handled and capable of controlling flow or discharge without spillage and undue spray on or flooding of immediate surroundings while in use; and

- Pumps, valves, cylinders, diaphragms, and other appurtenances to be of a design and type suitable for the type of waste handled, capable of operation without spillage, spray, or leakage, and capable of being easily disassembled for cleaning.

Vehicles for which permits have been issued are subject to subsequent inspection by Control Authority personnel when they are discharging wastes to the POTW or on POTW facility grounds. Any items of nonconformance regarding the condition of the vehicle, which have developed since the permit was issued, may be noted by the Control Authority and a written notice shall be sent to the Permittee notifying him of the need to correct the deficiency within a specific time limit.

Vehicles for which a permit has been issued must display the current, valid permit during the discharge of wastes to the POTW such that it can be seen from the outside of the vehicle by the Control Authority.

SECTION 5 - REPORTING REQUIREMENTS

5.1 Manifests Required

It is unlawful for any Permittee to discharge hauled or trucked waste at the POTW without first completing a manifest. The Permittee must provide a copy of the manifest to the Control Authority for each generator from which waste is obtained. The manifest form used shall be approved for use by the Control Authority. This manifest shall include, at a minimum:

- The name of the Transporter/Permittee and vehicle identification information;
- Permit number of the permit issued by the Control Authority;
- Signature of the Transporter, date of discharge, and certification;
- The name, addresses, phone number, date and time each waste was pick-up for each Generator;

- The volume and characteristics of each waste picked-up, as appropriate. The form shall identify the type of waste.

Manifest System

The Permittee shall complete one manifest or appropriate section of the manifest for each location serviced.

- A copy of the manifest may be provided to the Generator at the time of waste collection;
- A copy of the completed manifest shall be signed and dated by the Permittee at the time of disposal. A copy shall be maintained by the Permittee; and
- A copy of the completed manifest shall be provided to the Control Authority by the Permittee prior to disposal.

5.2 Self Monitoring Reports

The Control Authority shall establish all sampling and monitoring requirements as deemed necessary for the disposal of Domestic-Only, Grease Interceptor, Industrial, and Categorical Industrial User generated wastes at the POTWs Designated Disposal Station by a Permittee. All self-monitoring reports shall include the certification specified in Section 2.3.

5.3 Reports of Changed Conditions

The Permittee must notify the Control Authority, in writing, of any planned significant changes to the Permittee's operations or system which might alter the nature or quality of its wastewater prior to discharge to the POTWs Designated Disposal System.

A. The Control Authority may require the user to submit such information as may be deemed necessary to evaluate the changed condition, including the submission of a new discharge permit application.

B. The Control Authority may issue a wastewater discharge permit or modify an existing wastewater discharge permit in response to changed conditions or

anticipated changed conditions.

5.4 Reports of Potential Problems

- A. In the case of any discharge, including, but not limited to, accidental discharges, spills, discharges that are suspected to be of a waste type, characteristic and/or nature not specifically authorized under the permit, that may cause potential problems for the POTW, the Transporter shall immediately cease discharge and immediately notify the Control Authority of the incident. This notification shall include a description of the type of waste, characteristic, or other information that alerted the Transporter to the potential problem, volume discharged, and corrective actions taken by the Transporter.
- B. Within five (5) calendar days following such discharge, the Permittee shall, submit a detailed written report describing the cause(s) of the discharge and the measures to be taken by the user to prevent similar future occurrences. Such notification shall not relieve the user of any expense, loss, damage, or other liability which may be incurred as a result of damage to the POTW, natural resources, or any other damage to person or property; nor shall such notification relieve the user of any fines, penalties, or other liability which may be imposed. The Control Authority may waive this requirement if the Permittee fully complies with Paragraph A of this Section and the Control Authority determines that the incident is minor.
- C. A notice shall be permanently posted on the user's bulletin board or other prominent place advising employees whom to call in the event of a discharge described in paragraph A, above. Employers shall ensure that all employees, who may cause such a discharge to occur, are advised of the emergency notification procedure.

5.5 Notice of Violation/Repeat Sampling and Reporting

When sampling is performed by the Permittee, and analysis of the sample indicates a violation known to the Permittee prior to discharge, the Permittee shall prevent the discharge to the POTW. Where sample results are received by the Permittee subsequent to discharge, the Permittee shall notify the POTW within twenty-four (24) hours of becoming aware of the violation. The Permittee shall not

discharge any wastewater from the Generator(s) of the wastewater in which a violation was shown, without future prior notice to the POTW until such time that this reporting requirement is discontinued by the Control Authority.

The Permittee shall submit to the POTW a written explanation of the violation and what steps shall be taken to prevent such violations in the future. The submittal shall be made within thirty (30) calendar days of becoming aware of the violation.

The Permittee will be required to provide the Control Authority with additional documentation attesting to the proper disposal of any rejected load that is transported by the Permittee.

5.6 Analytical Requirements

All pollutant analyses, including sampling techniques, to be submitted as part of a wastewater discharge permit application or report shall be performed in accordance with the techniques prescribed in 40 CFR Part 136.

5.7 Sample Collection

The Control Authority may require the Permittee to collect samples of the waste discharged into the Designated Disposal System and to periodically test and analyze such samples for the purpose of determining whether the provisions of the permit, this ordinance are being complied with. When required by the Control Authority, Transporters shall obtain a sample of waste at the time of discharge.

Sample collection must use procedures and techniques as approved by the Control Authority. Except as indicated below, the user must collect wastewater samples using a Composite Sample. For sampling of hauled or trucked waste, a time composite sample shall generally be employed. The sample collection requirements shall be specified by the Control Authority. A time composite sample shall consist of a minimum of three (3) grab samples, composited into a single sample. The first sample shall be collected at the beginning of discharge, a second grab when the discharge is approximately 50% complete and a third sample when the discharge is approximately 90% complete. The POTW shall require the hauler to increase the number of grab samples if the POTW believes that the resultant sample is not representative.

Grab samples may be authorized to show compliance with instantaneous discharge limits or where the Control Authority determines that the vehicle tanks are well mixed and grab samples are representative of the discharge.

Samples for oil and grease, temperature, pH, cyanide, phenols, sulfides, and volatile organic compounds must be obtained using grab collection techniques.

5.8 Timing

Written reports will be deemed to have been submitted on the date received by the Control Authority or date of postmark.

5.9 Record Keeping

Users subject to the reporting requirements of this ordinance shall retain, and make available for inspection and copying, all records of information obtained pursuant to any monitoring activities required by this rule or the permit, and any additional records of information obtained pursuant to monitoring activities undertaken by the user independent of such requirements. Records shall include the date, exact place, method, and time of sampling, and the name of the person(s) taking the samples; the dates analyses were performed; who performed the analyses; the analytical techniques or methods used; and the results of such analyses. These records shall remain available for a period of at least three (3) years. This period shall be automatically extended for the duration of any litigation concerning the user or where the user has been specifically notified of a longer retention period by the Control Authority.

SECTION 6 - COMPLIANCE MONITORING

6.1 Right of Entry: Inspection and Sampling

The Control Authority shall have the right to enter the premises of any User or inspect any vehicle or equipment used by the Permittee to determine whether the User is complying with all requirements of this ordinance. User shall allow the Control Authority ready access to all parts of the premises and vehicles for the purposes of inspection, sampling, records examination and copying, and the performance of any additional duties.

Where a User has security measures in force which require proper identification and clearance before entry into its premises or vehicle, the User shall make necessary arrangements with its security guards so that, upon presentation of suitable identification, the Control Authority will be permitted to enter without delay for the purposes of performing specific responsibilities.

The Control Authority shall have the right to set up on the User's property or vehicles, or require installation of, such devices as are necessary to conduct sampling and/or metering of the User's operations.

The Control Authority may require the User to install monitoring equipment as necessary. The User's sampling and monitoring equipment shall be maintained at all times in a safe and proper operating condition by the user at its own expense. All devices used to measure wastewater flow and quality shall be calibrated to ensure their accuracy.

Any temporary or permanent obstruction to safe and easy access to the Users equipment to be inspected and/or sampled shall be promptly removed by the User at the written or verbal request of the Control Authority and shall not be replaced. The costs of clearing such access shall be born by the User.

Delays in allowing the Control Authority access to the User's premises or vehicles shall be a violation of this rule.

6.2 Search Warrants

If the Control Authority has been refused access to a building, structure, property, vehicle, or any part thereof, and is able to demonstrate probable cause to believe that there may be a violation of this rule, or that there is a need to inspect and/or sample as part of a routine inspection and sampling program of the Control Authority designed to verify compliance with this ordinance, permit issued hereunder, or to protect the overall public health, safety and welfare of the community, then the Control Authority may seek issuance of a search warrant.

SECTION 7 - SUPPLEMENTAL REQUIREMENTS

7.1 Performance Bonds

The Control Authority may decline to issue or reissue a wastewater

discharge permit to any User who has failed to comply with any provision of this ordinance, a previous wastewater discharge permit, unless such User first files a satisfactory bond, payable to the City, in a sum not to exceed a value determined by the Control Authority to be necessary to achieve consistent compliance. All liquid waste haulers shall be bonded in an amount of at least twenty-five thousand dollars (\$25,000.00), indemnifying the public against damages sustained by any reason; any spill, dumping or discharge of any liquid waste, hazardous waste, or incompatible waste within the jurisdictional limits of the city. Proof of bonding shall be provided to the Control Authority at time of permit application.

7.2 Liability Insurance

The Control Authority may decline to issue or reissue a wastewater discharge permit to any User who has failed to comply with any provision of this ordinance, a previous wastewater discharge permit, unless the user first submits proof that it has obtained financial assurances sufficient to restore or repair damage to the POTW caused by its discharge. The Permittee shall furnish proof of liability insurance for public liability and property damage and for bodily injury or death growing out of any one accident or any other cause in a minimum sum of Two Hundred Fifty Thousand and No/100 Dollars (\$250,000.00) for one person with an annual aggregate limit of Five Hundred Thousand and No/100 Dollars (\$500,000.00) for two (2) or more persons; and in addition, shall provide damage liability insurance in a minimum of One Hundred Thousand and No/100 Dollars (\$100,000.00) for property damage growing out of any one accident or other cause or an alternative to the above, provide combined limit for bodily injury/death or property damage in the sum of Five Hundred Thousand and No/100 Dollars (\$500,000.00).

Such public liability and property damage insurance shall protect against loss from liability imposed by law for damages on account of bodily injury, including death resulting therefrom, suffered or alleged to have been suffered by any person or persons whatsoever resulting directly or indirectly from any acts or activity of licensee, or any person acting for licensee, or under licensees control or direction and also to protect against loss from liability imposed by law for damages to any property of any person caused directly or indirectly by acts or activities of licensee or any person acting for licensee or under licensees control or direction.

7.3 Surety Bond

The Control Authority may decline to issue or reissue a wastewater discharge permit to any User unless the User first executes and deposits with the Control Authority a surety bond in the sum of \$1,000 executed by User and a corporate surety authorized to issue bonds in the State of Texas. The bond shall be conditioned that the Permittee will conduct the hauled waste business in accordance with all local State, and Federal, and that the Permittee will fully comply with the provisions of the permit, and that the Permittee will pay for all costs of cleanup or of any spill resulting from his operations, will promptly pay all sewer use and high strength surcharge f s owed to the Control Authority as they come due, and will pay for the repair of facilities of the City damaged by the Permittee.

7.4 Public Nuisances

A violation of any provision of this ordinance or a previous wastewater discharge permit is hereby declared a public nuisance and shall be corrected or abated as directed by the Control Authority. Any person(s) creating a public nuisance shall be subject to the provisions of State Law and city ordinance governing nuisances, including reimbursing the City for any costs incurred by removing, abating, or remedying said nuisance.



***City Council Meeting
June 9, 2016
Agenda Item Transmittal***

Agenda Item #: 3
Agenda Title: Approve Ordinance 2016-08 regarding a request for a Specific Use Permit for property located at 619 N. Main Street.

Council Action to be taken: Approve by consent Ordinance 2016-08

Initiating Department: Development Services Department

Staff Contact: Ashley Lumpkin, AICP

1. INTRODUCTION/PURPOSE

The purpose of this item is to approve the ordinance to grant Specific Use Approval.

2. DESCRIPTION/ JUSTIFICATION

King's Novelty is a commercial business at 619 N. Main St. The applicants have been utilizing the property for retail sales which is allowed by the Zoning Ordinance and complies with the Comprehensive Plan's designation of commercial use. Convenience stores without gasoline pumps require a Specific Use Permit in the Local Business District. The Zoning Ordinance defines a convenience store as:

Convenience Store With (Or Without) Gasoline Sales - Retail establishment selling food for off-premises consumption and a limited selection of groceries and sundries (and possible gasoline, if pumps are provided). Does not include or offer any automobile repair services.

The applicants have requested approval for a TABC License in order to sell pre-packaged alcohol in the store. As this property is located within the Central Business District, it is exempt from the prohibition of alcohol sales within 300 feet of a church.

Location: 619 N. Main St. Taylor, TX 76574

Legal Description: Taylor City of, Block 33, Lot 3

Existing Zoning: B-1 Local Business – Located within the Central Business District

Utilities: Existing City Utilities

Existing Use of Property: Retail

Adjacent Zoning and Land Use:

	<u>Current Zoning</u>	<u>Existing Land Use</u>
North	B-1 Local Business	Undeveloped
South	B-1 Local Business	Residential
East	B-1 Local Business	Commercial
West	B-1 Local Business	Church

3. FINANCIAL/BUDGET

Not applicable.

4. TIMELINE CONSIDERATIONS

At the May 26th council meeting this ordinance was introduced after a public hearing was held and no comments were made.

5. RECOMMENDATION

The Planning and Zoning Commission held a public hearing and forwarded a favorable recommendation during their meeting on April 12, 2016. The vote was unanimous in favor of the favorable recommendation for approval of the Specific Use Permit for a convenience store.

Staff recommends Council approve Ordinance 2016-08 for the Specific Use Permit.

6. REFERENCE FILES

- 3a. [Ordinance 2016-08](#)
- 3b. [Aerial Location](#)
- 3c. [Surrounding Zoning Map](#)
- 3d. [Ordinance 2014-08 alcohol in CBD](#)

ORDINANCE NO. 2016-08

AN ORDINANCE APPROVING A SPECIFIC USE PERMIT FOR PROPERTY DESCRIBED AS TAYLOR CITY OF, BLOCK 33, LOT 3; ALSO KNOWN AS 619 N. MAIN STREET, TAYLOR TEXAS WILLIAMSON COUNTY TEXAS FOR A CONVENIENCE STORE; AMENDING THE OFFICIAL ZONING MAP OF THE CITY OF TAYLOR, TEXAS, TO SHOW THE SPECIFIC USE PERMIT ADOPTED HEREIN.

Whereas, public notices for the proposed specific use permit were distributed in accordance with the Zoning Ordinance and the request referred to the Planning and Zoning Commission; and

Whereas, Sanjog Tamang, authorized applicant for 619 N. Main Street requested a Specific Use Permit for a Convenience Store on the property described as Taylor City of, Block 33, Lot 3; also known as 619 N. Main Street in the City of Taylor. That after a public hearing held by the Planning and Zoning Commission on April 12, 2016, the Planning and Zoning Commission voted to recommend approval of a specific use permit to a convenience store on said property.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF TAYLOR, TEXAS, that:

SECTION 1. The facts and recitations contained in the preamble of this Ordinance are hereby declared to be true and correct and are incorporated by reference herein and made part hereof, as if copied verbatim.

SECTION 2. The property is granted a specific use permit for a Convenience Store

SECTION 3. The official zoning map of the City of Taylor, Texas, is changed to show the Specific Use Permit for the Convenience Store use.

SECTION 4. All other terms and conditions contained in the official zoning map, except as amended herein, shall continue and remain in full force and effect.

SECTION 5. Should any section, paragraph, clause, phrase, or provision of this ordinance be judged invalid or held unconstitutional, the same shall not affect the validity of this Ordinance as a whole or any part of the provisions thereof, other than the part so decided to be invalid or unconstitutional.

SECTION 6. In accordance with Article VIII of the City of Taylor's Charter, Ordinance 2016-08 as introduced before the Taylor City Council on the, 26th day of May 2016.

PASSED, APPROVED, and ADOPTED on June 9, 2016.

Jesse Ancira, Jr.
Mayor

ATTEST:

Susan Brock, City Clerk

APPROVED AS TO FORM:

Ted W. Hejl,
City Attorney

CERTIFICATE

THE STATE OF TEXAS

COUNTY OF WILLIAMSON

I, Susan L. Brock, being the current City Clerk of the City of Taylor, Texas, do hereby certify that the attached is a true and correct copy of Ordinance 2016-08, passed and approved by the City Council of the City of Taylor, Texas, on the 9th day of June 2016, and such Ordinance as duly introduced, passed, approved and adopted at meetings open to the public and notices of the meetings, giving the dates, places, and subject matter thereof, were posted as prescribed by Government Code section 551.043.

Witness my hand and seal of office this _____ day of _____, 2016.

Susan L. Brock
City Clerk



619 N Main St

© 2015 Google

Google earth

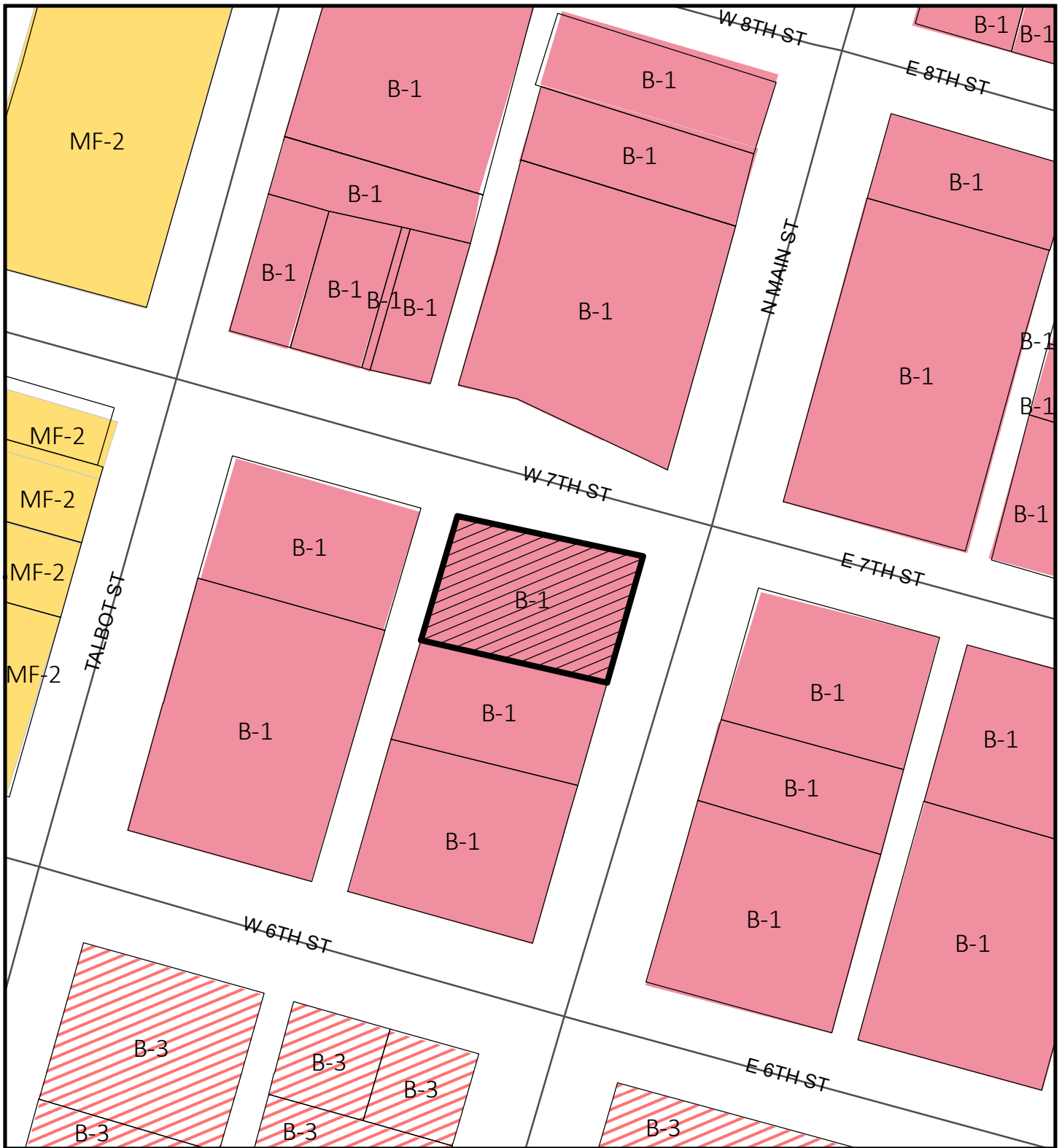
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71° 14' 23.66" N 97° 24' 36.99"

el.evl 584. ft

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SUP-1603-01
King's
619 N. Main St.
4/5/16

Legend

 619 N. Main

0 105 210
Feet



ORDINANCE NO. 2014-08

AN ORDINANCE OF THE CITY OF TAYLOR, TEXAS, AMENDING AN ORDINANCE PASSED, EXAMINED AND APPROVED BY THE CITY OF TAYLOR MARCH 25, 1941, ESTABLISHING DISTANCE REQUIREMENTS FROM ANY CHURCH, PUBLIC SCHOOL, PUBLIC HOSPITAL FOR THE SALE OF ALCOHOLIC BEVERAGES BY ANY DEALER ("1941 ORDINANCE") BY DELETING THE DISTANCE REQUIREMENT FROM CHURCHES IN THE CENTRAL BUSINESS DISTRICT ESTABLISHED BY ORDINANCE 01-03-94; ESTABLISHING A NEW PENALTY FOR VIOLATION OF THE 1941 ORDINANCE; PROVIDING A SAVINGS CLAUSE.

WHEREAS, the City Council desires to remove the distance requirement from churches for the sale of any alcoholic beverages by a dealer in the Central Business District established in Ordinance 01-03-94 and shown in Exhibit "A" attached hereto and incorporated by reference in this Ordinance ("CBD");and

WHEREAS, the City Council desires to change the penalty provision for violation of the 1941 Ordinance to the penalty allowed by law; and

WHEREAS, the City Council deems it is in the best interest of the City that the 1941 Ordinance be amended as set forth herein.

NOW THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF TAYLOR, TEXAS:

SECTION 1. All of the facts recited in the preamble to this Ordinance are hereby found by the City Council to be true and correct and are incorporated by reference herein and expressly made a part hereof, as if copied herein verbatim.

SECTION 2. The 1941 Ordinance is amended so that Section 1. now reads as follows:

The sale within the corporate limits of the City of Taylor, Texas, of any alcoholic beverage by any dealer where the place of business of any such dealer is within three hundred (300) feet of any church, if the church is not located in the Central Business District, or a public school or a public hospital shall be unlawful. No distance requirements from a church in the Central Business District

are imposed for the sale of alcoholic beverages from the place of business by any dealer.

SECTION 3. The 1941 Ordinance is amended so that Section 5. Now reads as follows:

Any person, firm or corporation violating any of the provisions or terms of this Ordinance shall be guilty of a misdemeanor and upon conviction shall be subjected to a fine not to exceed the sum of Five Hundred Dollars (\$500.00) for each offense, except where a different penalty has been established by state law for such offense in which event the penalty shall be fixed by state law and if deemed a violation of any provision which governs fire safety, zoning or public health or sanitation shall be punished by a penalty of fine not to exceed the sum of Two Thousand Dollars (\$2,000.00) for each offense; and each and every day such violation is continued shall be deemed to constitute a separate offense.

SECTION 4. A new Section 8 is added to the 1941 Ordinance to read as follows:

Section 8. As used in this Ordinance, Central Business District shall be the Central Business District as shown in Exhibit "A".

SECTION 5. The 1941 Ordinance as passed and as amended by this Ordinance shall otherwise remain in full force and effect.

SECTION 6. In the event any clause, phrase, provision, sentence, or part of this Ordinance or the application of the same to any person or circumstances shall for any reason be adjudged invalid or held unconstitutional by a court of competent jurisdiction, it shall not affect, impair, or invalidate this Ordinance as a whole or any part or provision hereof other than the part declared to be invalid or unconstitutional; and the City Council of the City of Taylor, Texas, declares that it would have passed each and every part of the same notwithstanding the omission of any such part thus declared to be invalid or unconstitutional, whether there be one or more parts.

In accordance with Article VIII, Section 1 of the City Charter, this Ordinance was introduced before the City

Council of the City of Taylor, Texas, on the 12th day of
June, 2014.

PASSED, APPROVED and ADOPTED on this the 26th day
of June, 2014.

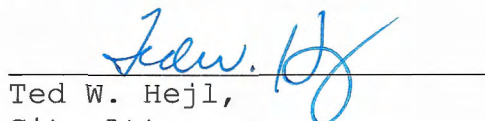

Jesse Ancira Jr., Mayor

ATTEST:



Susan Brock, City Clerk

APPROVED AS TO FORM:


Ted W. Hejl,
City Attorney

CERTIFICATE

THE STATE OF TEXAS

COUNTY OF WILLIAMSON

I, Susan Brock, being the City Clerk of the City of Taylor, Texas, do hereby certify that the attached is a true and correct copy of Ordinance No. 2014-08 passed and approved by the City Council of the City of Taylor, Texas, on the 26th day of June, 2014, and such Ordinance was duly introduced, passed, approved and adopted at meetings open to the public and notices of the meetings, giving the dates, places, and subject matter thereof, were posted as prescribed by Government Code Section 551.043.

Witness my hand and seal of office this the 26th day of June, 2014.

Susan Brock

Susan Brock

City Clerk

CENTRAL BUSINESS DISTRICT

EIGHTH STREET

WEST SEVENTH

EAST SIXTH

WEST FIFTH

EAST FOURTH

WEST THIRD

WEST SECOND

EAST SECOND

WEST FIRST

FOWZER

VANCE

TALBOT

NORTH MAIN STREET

PORTER

WASHBURN



This map is created by the City of Taylor, Texas, Planning and Development Department.

"This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only approximate relative location of property boundaries."

NS No. 1047

Chapter 205L, Government Code is amended by adding Subchapter D. GEOSPATIAL DATA PROTECTS Sec. 205L.100; 205L.102; 205L.103



City Council Meeting June 9, 2016 Agenda Item Transmittal

Agenda Item #: 4

Agenda Title: Consider approving Resolution R16-18 authorizing the City to submit an award application to the Texas Department of Housing and Community Affairs for participation in the HOME program.

Council Action to be taken: Approve Resolution R16-18 as presented

Initiating Department: Development Services

Staff Contact: Ashley Lumpkin, Development Services Director

1. INTRODUCTION/PURPOSE

This is a request for authorization to submit an application to the Texas Department of Housing and Community Affairs (TDHCA) to participate in the upcoming HOME Program contract awards.

2. DESCRIPTION/ JUSTIFICATION

Texas Department of Housing and Community Affairs (TDHCA) anticipates receiving approximately \$8.4 million in Emergency Solutions Grants funds from the U.S. Department of Housing and Urban Development ("HUD") for the Federal Fiscal Year 2016. The purpose of this program is to provide funding to local organizations to assist individuals experiencing homelessness or persons at risk of homelessness to quickly regain stability in permanent housing after experiencing a housing crisis and/or homelessness. This program allows the city to develop a viable community, including housing and opportunities for low to moderate income families.

3. FINANCIAL/BUDGET

In the past, the typical award received will provide funding for four homes. The City is committing to matching funds of approximately \$12,750 or 15% of hard cost construction per home, waived fees, in-kind services and cash as a contribution toward the HOME project. The City is committing \$40,000 per application to facilitate the administration of the program during the TDHCA Disbursement process. These cash reserves are not to be permanently invested in the HOME Project but only used for short term deficits that are reimbursed by HOME program funds.

4. TIMELINE CONSIDERATIONS

Applications are due August 2016.

5. RECOMMENDATION

Staff recommends approval of Resolution R16-18 as presented.

6. REFERENCE FILES

4a. [Resolution 16-18](#)

RESOLUTION R16-18

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF TAYLOR, TEXAS, AUTHORIZING THE SUBMISSION OF A TEXAS HOME INVESTMENT PARTNERSHIPS COMPETITIVE PROGRAM APPLICATIONS TO THE TEXAS DEPARTMENT OF HOUSING AND COMMUNITY AFFAIRS FOR PARTICIPATION IN THE HOME PROGRAM CONTRACT AWARDS; AND AUTHORIZING THE ASSISTANT CITY MANAGER TO ACT AS THE CITY'S EXECUTIVE OFFICER AND AUTHORIZED REPRESENTATIVE IN ALL MATTERS PERTAINING TO THE CITY'S PARTICIPATION IN THE HOME PROGRAM COMPETITIVE CONTRACT AWARDS.

WHEREAS, the City Council of the City of TAYLOR desires to develop a viable community, including decent housing and a suitable living environment and expanding economic opportunities, principally for persons of low/moderate income; and

WHEREAS, certain conditions exist which represent a threat to the public health and safety; and

WHEREAS, it is necessary and in the best interest of the City of TAYLOR to compete for participation in the HOME Program Contract Awards;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF TAYLOR, TEXAS;

1. That a request to the Home Investment Partnerships Program for participation in the HOME Program Competitive Contract Awards is authorized to be filed on behalf of the City with the Texas Department of Housing and Community Affairs. Several applications may be necessary to have access to funds based on sub-region, regional and state-wide collapse of funds.
2. That the City directs and designates the Assistant City Manager, Noel Bernal, as the City's Chief Executive Officers and Authorized Representatives to act in all matters in connection with these applications and the City's participation in the HOME Program, including execution of the City's HOME Contract Award Agreements.
3. That it be stated that the City of TAYLOR is committing to matching funds in the approximate amount of \$12,750 (15% of hard cost construction), per home activity, consisting of waived fees, in-kind services, and cash as a contribution toward the activities of this HOME project in the amount required in 10 TAC, Chapter 23, rules at the time an activity is made and approved in the system.
4. That is be stated that the City of TAYLOR is committing \$40,000, per application, in unencumbered cash reserves to the project to facilitate the administration of the program during the TDHCA disbursement process. These cash reserves are not to be permanently invested in the HOME project but are to be used for short term deficits that are reimbursed by HOME program funds.

Passed and approved this ____ day of _____, 2016.

Jesse Ancira, Jr., Mayor

Susan Brock, City Clerk



***City Council Meeting
June 9, 2016
Agenda Item Transmittal***

Agenda Item #: 5
Agenda Title: Approve minutes for May 26, 2016.
Council Action: Approve by consent or approve with corrections
Initiating Department: City Management/City Clerk
Staff Contact: Susan Brock, City Clerk

1. INTRODUCTION/PURPOSE

Pursuant to the Open Meetings Law, Chapter 551, Local Government Code and in accordance with the authority contained in Section 551.021 and the City Charter, the “Minutes” of each City Council must be recorded, compiled and approved by the City Council in subsequent meetings. The purpose of this item is to conform to these legal requirements.

2. DESCRIPTION/ JUSTIFICATION

N/A

3. FINANCIAL/BUDGET

N/A

4. RECOMMENDATION

Approve as submitted or amend with changes noted.

5. REFERENCE FILES

5a. [Minutes May 26, 2016](#)

The City Council of the City of Taylor met on May 26, 2016, at City Hall, 400 Porter St., Taylor, Texas. Mayor Jesse Ancira declared a quorum and called the meeting to order at 6:01 p.m. with the following present:

Mayor Pro Tem Brandt Rydell
Council Member Robert Garcia
Council Member Chris Gonzales
Council Member Christine Lopez

Noel Bernal, Assistant City Manager
Ted Hejl, City Attorney
Susan Brock, City Clerk

INVOCATION

Chief Pat Ekiss led the group in prayer.

PLEDGE OF ALLEGIANCE

PROCLAMATIONS/RECOGNITION

1. RECOGNITION OF TAYLOR INDEPENDENT SCHOOL DISTRICT STUDENTS.
Council Member Lopez assisted in handing out certificates to TISD students who were recognized by the entire Council for their achievements.
2. RECOGNITION OF GRADUATES FROM TAYLOR CITIZENS FIRE ACADEMY.
Council Member Gonzales assisted Chief Ekiss in recognizing those citizens who completed the twelve week program on fire tactics and life saving basics. Graduates included Peter Bryan, Misti Conditt, Mary Jane Etheredge, Willie Gore, Justin Meyer and BJ Yerby.
3. RECOGNITION BLADE SOLAR LIGHTING PROJECT IN BULL BRANCH PARK.
Mayor Pro Tem Rydell presented a certificate of recognition to the BLADE organization for their recent efforts to provide solar lighting in the pavilion at Bull Branch Park.
4. RECEIVE PRESENTATION OF GRANT AWARD FROM NATIONAL HUMANE SOCIETY FOR IMPROVEMENTS TO THE ANIMAL SHELTER.
Council Member Garcia was on hand to assist the Animal Control staff and Police Department in receiving a grant award in the amount of \$12,000 from Ms. Katie Jarl with the National Humane Society for the Animal Shelter.

CITIZENS COMMUNICATION

Mr. Angel Ramirez, 408 Branch Street, expressed concern regarding what measures were being taken to make our parks safer, particularly Murphy Park.

CONSENT AGENDA

5. APPROVE ORDINANCE 2016-04 AMENDING SUBDIVISION ORDINANCE.

ORDINANCE NO. 2016-04

AN ORDINANCE AMENDING AND RESTATING THE CITY OF TAYLOR, TEXAS, SUBDIVISION ORDINANCE NO. 2001-16 ADOPTED APRIL 4, 2001, AS PREVIOUSLY AMENDED AND AS FURTHER AMENDED HEREIN; THIS ORDINANCE RESTATES THE SUBDIVISION ORDINANCE WITH ALL AMENDMENTS INCLUDING THE AMENDMENTS ADOPTED BY THIS

ORDINANCE; PROVIDING A PENALTY OF FINE NOT TO EXCEED THE SUM OF FIVE HUNDRED DOLLARS (\$500.00) FOR EACH OFFENSE FOR VIOLATION OF THIS ORDINANCE, EXCEPT WHERE A DIFFERENT PENALTY HAS BEEN ESTABLISHED BY STATE LAW FOR SUCH OFFENSE, OR FOR ANY VIOLATION OF ANY PROVISION OR REGULATION WHICH GOVERNS FIRE SAFETY, ZONING, OR PUBLIC HEALTH AND SANITATION, INCLUDING DUMPING OF REFUSE WHICH SHALL BE PUNISHED BY PENALTY OF FINE NOT TO EXCEED THE SUM OF TWO THOUSAND DOLLARS (\$2,000.00); PROVIDING SEVERABILITY, REPEALER, AND PUBLICATION CLAUSES.

6. CONCUR WITH PRELIMINARY FINANCIALS FOR APRIL, 2016
7. APPROVE MINUTES FOR MAY 12, 2016 AND MAY 17, 2016.

Council Member Gonzales moved to approve the consent agenda as presented and Mayor Pro Tem Rydell seconded the motion. VOTE: Five voted AYE. Motion passed.

PUBLIC HEARING

8. CONDUCT PUBLIC HEARING AND CONSIDER INTRODUCING ORDINANCE 2016-08 REGARDING A REQUEST FOR A SPECIFIC USE PERMIT FOR CONVENIENCE STORE LOCATED AT 619 N. MAIN STREET.

Ms. Ashley Lumpkin, Director of Planning and Development Services, presented a request to consider granting a special permit to allow the current owner to rezone the small retail business to a convenience store who will also sell beer and wine. Mayor Ancira declared the Public Hearing open; hearing no comments, the hearing was closed and Mr. Hejl read the caption and declared it introduced.

ORDINANCE NO. 2016-08

AN ORDINANCE APPROVING A SPECIFIC USE PERMIT FOR PROPERTY DESCRIBED AS TAYLOR CITY OF, BLOCK 33, LOT 3; ALSO KNOWN AS 619 N. MAIN STREET, TAYLOR TEXAS WILLIAMSON COUNTY TEXAS FOR A CONVENIENCE STORE; AMENDING THE OFFICIAL ZONING MAP OF THE CITY OF TAYLOR, TEXAS, TO SHOW THE SPECIFIC USE PERMIT ADOPTED HEREIN.

9. CONDUCT PUBLIC HEARING AND CONSIDER INTRODUCING ORDINANCE 2016-09 ESTABLISHING A PROGRAM FOR WASTE HAULING AT THE WASTEWATER TREATMENT FACILITY.

Mr. Bernal presented a request to consider developing a policy for the liquid waste haulers to continue to use the wastewater facility. Mr. Dan Hejl with Hejl and Associates presented the details of the program that ensures the City will avoid potential penalties by not allowing unauthorized haulers and to give businesses the opportunity to use the facility for a cost recovery fee and discourage illegal dumping of these liquid wastes. Mayor Ancira declared the Public Hearing open; hearing no comments the hearing was closed and Mr. Hejl introduced the ordinance as presented.

ORDINANCE NO. 2016-09

AN ORDINANCE ESTABLISHING REQUIREMENTS ALLOWING INDIRECT DISCHARGES OF HAULED DOMESTIC, COMMERCIAL AND INDUSTRIAL WASTES TO THE PUBLICLY OWNED TREATMENT WORKS (POTW) OF THE CITY OF TAYLOR, TEXAS; PROVIDING A PENALTY OF FINE NOT TO EXCEED THE SUM OF FIVE HUNDRED DOLLARS (\$500.00) FOR EACH OFFENSE FOR VIOLATION OF THIS ORDINANCE, EXCEPT WHERE A DIFFERENT PENALTY HAS BEEN ESTABLISHED BY STATE LAW FOR SUCH OFFENSE, OR FOR ANY VIOLATION OF ANY PROVISION OR REGULATION WHICH GOVERNS FIRE SAFETY, ZONING, OR PUBLIC HEALTH AND SANITATION, INCLUDING DUMPING OF REFUSE WHICH SHALL BE PUNISHED BY PENALTY OF FINE NOT TO EXCEED THE SUM OF TWO THOUSAND DOLLARS (\$2,000.00); PROVIDING SEVERABILITY, REPEALER, AND PUBLICATION CLAUSES.

REGULAR AGENDA: REVIEW/DISCUSS AND CONSIDER ACTION

10. APPROVE ORDINANCE 2016-10 TO AMEND THE FEE ORDINANCE TO INCLUDE THE TRANSPORTATION USER FEE.

Ms. Rosemarie Dennis, Finance Director presented an opportunity to continue the discussion on the Transportation User Fee. Mr. Casey Sledge, consulting city engineer, presented an overview of the process to determine the appropriate fees for both residential and commercial properties. Mr. Gary Gola presented additional information on the parcel method versus business method for assigning fees to commercial properties.

Mayor Pro Tem Rydell moved to approve Ordinance 2016-10 with the parcel method as presented and Mayor Ancira seconded the motion. VOTE: Five voted AYE. Motion passed.

11. RECEIVE QUARTERLY REPORT FROM TAYLOR CHAMBER OF COMMERCE.

Ms. Tia Stone, President of the Taylor Chamber of Commerce, presented a report on chamber activities from January through March of this year. Council Member Lopez moved to accept the report as presented and Council Member Garcia seconded the motion. VOTE: Five voted AYE. Motion passed.

12. CONSIDER BID AWARD FOR MAIN STREET TRAIL PROJECT.

Mr. Mike DeVito, Recreation Superintendent, presented a request for Council to awarding the bid for construction of a pedestrian walkway on Main Street and Lake Drive. This project is funded by a grant from the Texas Department of Transportation (TxDOT) Transportation Enhancement Program. Mr. Grayson Cox with KSA stated that two public hearings have already been held and more will be scheduled as the project proceeds.

Mayor Pro Tem Rydell moved to award the bid to Patin Construction for \$1,507,709.05 contingent on approval from TxDOT. Council Member Lopez seconded the motion. VOTE: Five voted AYE. Motion passed.

13. DISCUSS AND CONSIDER STRUCTURE OF THE TAYLOR ECONOMIC DEVELOPMENT CORPORATION (TEDC) BOARD OF DIRECTORS.

Mayor Ancira stated that he has been discussing the possibility of changes to the TEDC Board with Mr. Hejl and that he has also had discussions with Mr. Mark Thomas, President, TEDC. Council members discussed the current board makeup and agreed that Council Member Lopez would replace Mr. Green as the Council representative and that they would also bring back this item for continued discussions at future meetings.

14. DISCUSS AND CONSIDER RESCHEDULE OF SELECTED FUTURE MEETING DATES.

Ms. Brock presented information regarding future conflicts of regular meeting dates and suggested alternative dates for the Budget Workshops. Mayor Pro Tem Rydell moved to set the council meetings for June and July as follows: June 9, June 30, July 21, and July 28 with a special meeting on June 15 for Council to hold a Strategic Plan Update. Council Member Lopez seconded the motion. VOTE: Five voted AYE. Motion passed.

15. CONSIDER PROPOSED FUTURE AGENDA TOPICS AND ITEMS FOR DISCUSSION.

Mayor Ancira asked council members for any items in need of further discussion. He added parks safety concerns. Council Members Garcia and Gonzales requested an opportunity to readdress the TUF property assessment at some point and Council Member Gonzales would like to bring back the TEDC Board for discussion in November prior to the appointment process in January.

(Mayor Ancira and council members retired to closed session at 7:58 pm.)

16. EXECUTIVE SESSION I. The Taylor City Council will conduct a closed executive meeting pursuant to the provisions of the Open Meetings Law, Chapter 551, Texas Local Government Code, and the authority contained in Section 551.072 to discuss or deliberate regarding the purchase, exchange, lease, or value of real property.

- Project Access

17. CONSIDER ACTION FROM EXECUTIVE SESSION.

Mayor Ancira resumed the open meeting at 8:19 p.m. and stated that there was no action taken during either Executive Session.

ADJOURN

With no further action Mayor Ancira declared the meeting adjourned at 8:19 p.m.

Jesse Ancira, Jr., Mayor

ATTEST:

Susan Brock, City Clerk



City Council Meeting June 9, 2016 Agenda Item Transmittal

Agenda Item #: 6

Agenda Title: Receive update on Downtown Master Plan.

Council Action to be taken: For information only. No action is required.

Initiating Department: City Management

Staff Contact: Isaac D. Turner, City Manager

1. INTRODUCTION/PURPOSE

The purpose of this item is to discuss the upcoming meetings regarding implementation of the 2015 Downtown Master Plan.

2. DESCRIPTION/ JUSTIFICATION

The Downtown Master Plan was approved in April 2015 and subsequently won the 2015 Texas Chapter of the American Planning Association's Project Planning Award in recognition for exemplary planning. To fulfill the entire vision of the plan, the implementation timeline for the various measures ranges from short-term to long-term strategies.

Staff narrowed the larger matrix of project to coincide with projected available funding to begin taking steps to enhance the Downtown area. The first project is the sign and gateway features design and construction plans. While the Downtown Plan includes the desired aesthetics, this stage requires designing constructions plans to bring the chosen items to fruition. SEC Planning, LLC has been secured for the design of the downtown signage and gateway signage.

An open house will be held in June showing several renderings of potential signage, based on the Downtown Masterplan designs. In July, staff will schedule a joint meeting between the various boards to receive a recommendation and bring the signage to City Council for final approval at the end of July.

3. FINANCIAL/BUDGET

The Tax Increment Financing (TIF) has been identified as the source funding for up to \$650,000 as well as \$1.2 million in Downtown Street Funds committed from bond monies for implementation of Phase 1 projects.

4. TIMELINE CONSIDERATIONS

Staff anticipates the chosen matrix items will be complete in 2016.

5. RECOMMENDATION

Discussion and direction on the matrix to develop the final list of goals that will be attained in 2016.

6. REFERENCE FILES



***City Council Meeting
June 9, 2016
Agenda Item Transmittal***

Agenda Item #: 7

Agenda Title: Consider appointment to the Parks and Recreation Advisory Board to fill a vacancy.

Council Action to be taken: Appoint member to Board

Initiating Department: Parks Department

Staff Contact: Mike DeVito, Recreation Superintendent

1. INTRODUCTION/PURPOSE

This item is for Council to consider appointing a new member to the Parks and Recreation Advisory Board to fill a recent vacancy.

2. DESCRIPTION/ JUSTIFICATION

The Board Chair, Gary Gola, received a letter of resignation from Mr. Matthew Temple on May 25. On May 26 we received an application from Ms. Irene Michna to the Parks and Recreation Advisory Board. There are no other applications for this Board at this time.

3. FINANCIAL/BUDGET

4. TIMELINE CONSIDERATIONS

5. RECOMMENDATION

6. REFERENCE FILES

- 7a. [Michna Board application](#)
- 7b. [Roster](#)



City of Taylor

Boards and Committee

Application

PLEASE TYPE OR PRINT CLEARLY:

Name IRENE K. MICHNA

Address (Residence and Mailing)

1301 DAVIS ST.
TAYLOR, TEXAS 76774

How long at this residence? 6 YEARS

Phone (Home) 512-365-6056

Cell Phone 512-680-8093

Fax _____

Email IRENE.MICHNA@ATX.COM

Occupation Retired

Employer _____

Address _____

Work Phone _____

Business owner? ☐ Yes ☐ No

Additional information? _____

List the Board or Commission you are applying for. A person may not be appointed by the City Council to serve on more than one board or commission simultaneously. (Does not apply to the Comprehensive Plan Implementation Committee.) If more than one, please list in order of priority for which you wish to be considered.) : PARKS AND RECREATION BOARD

Please consider attending a committee meeting of interest to you prior to submitting your application. Check the website at <http://www.taylortx.gov> for a complete roster of committee appointees.

List experience, training, skills or interests which you believe you could bring to this position. (Attach resume or additional pages if needed.)

I AM VERY proud of our PARKS + I WOULD like
to be A PART of watching their growth + put whatever
expertise I have to continue with the maintaining
+ growth.

APPLICANTS FOR ZONING BOARD OF ADJUSTMENTS, PLANNING AND ZONING, BUILDING AND STANDARDS COMMISSION, AND PARKS AND RECREATION BOARD MUST BE A LEGAL RESIDENT OF THE UNITED STATES AND A VOTING RESIDENT WHO LIVES AND RESIDES* IN THE CITY OF TAYLOR. (*Effective 12/16/08. Residency requirement does not apply to the Moody Museum Board, Library Board, Main Street Advisory Board, Airport Board, or the TEDC. Change in residency status during term can result in termination of appointment.)

I hereby swear and affirm that the information provided above is true and correct

Signature

Irene K Michna

Date

5-26-16

BOARD	TERM (Yrs)/APPTD	MEMBER	APPOINTED	EXPIRES
PARKS & RECREATION	3	Ginger Schneider	2-2015	1-2018
	3	Kathleen Eason	3-2013	1-2019
	3	Andrew Gonzales	3-2013	1-2019
Resigned	3	Kenny Orts	2-2014	1-2017
	3	Laurie Connally	2-2016 (Unexpired term)	1-2018
	3	Matthew Temple	2-2014	1-2017
	3	Stayci Roznovak-Burris	3-2013	1-2018
	3	David Morris	2-2014	1-2017
	3	Lonnie Zycha	3-2013	1-2019
	3	Jennifer Jewitt	3-2013	1-2019
	3	Gary Gola	3-2013	1-2018
Student Representative	1	Timothy Tebeau	2-2016	1-2017



***City Council Meeting
June 9, 2016
Agenda Item Transmittal***

Agenda Item #: 8

Agenda Title: Receive report on Enterprise Fleet Management Program.

Council Action to be taken: Accept Report.

Initiating Department: City Administration

Staff Contact: Noel Bernal, Assistant City Manager
Lisa K. Thompson, Internal Services Director

1. INTRODUCTION/PURPOSE

City staff is constantly looking at alternative ways to enhance the efficiency and replacement of the city's fleet.

2. DESCRIPTION/ JUSTIFICATION

The Enterprise Fleet Management Program will enable the city to replace its fleet of 46 vehicles on a 5 year cycle plan. The utilization of this program will reduce in-house maintenance requirements and result in better fuel efficiency.

3. FINANCIAL/BUDGET

With the reduction in maintenance and fuel costs, there is a potential savings of \$20,000 which will be used to begin establishing funds for the future cash purchase of vehicles.

4. TIMELINE CONSIDERATIONS

The program to be implemented during the fiscal budget year 2016-17.

5. RECOMMENDATION

6. REFERENCE FILES



MANAGED FLEET PROGRAM

OBJECTIVE

- To provide fleet management services for the City of Taylor light and medium duty vehicles.
- Reduce in-house maintenance requirements
- To enhance Fleet Replacement Program
- Better fuel-efficiency

WHY ENTERPRISE?

- Local Account Management Team
- Enterprise was founded in 1957
- Manage more than 1.7 million vehicles
- Comprehensive Environmental Platform

WHY ENTERPRISE?

- Offer Total Transportation Solutions:
 - Fleet Management
 - Business Rental
 - Commercial Truck
 - RideShare Program
- Car Sales

CURRENT GOVERNMENT CUSTOMERS

- **Texas (partial list)**

- City of La Marque
- City of San Marcos
- City of Waxahachie
- City of Fredericksburg
- City of Alvin
- Over 500 government entities nationwide
- County of Webb
- Texas State Technical College
- Texas Tech University
- Texas A&M Corpus Christi

MANAGED FLEET PROGRAM

- Modify replacement cycle
- Improve the safety of the fleet and fuel-efficiency
- Reduce maintenance costs and greenhouse gas emissions
- Match vehicle selection to proper job application
- Higher resale return through Enterprise's resale network

OUR ACCOUNT TEAM MAKES IT EASY

- **Account Managers**
 - Design, review and execute customized fleet program
- **Customer Service Representatives**
 - Supports Account Managers with administrative functions, including all billing and DMV questions, maintaining account information including cost codes and driver names, and handling the day-to-day requests

OUR ACCOUNT TEAM MAKES IT EASY

- **National Service Department**
 - Oversees proactive maintenance program
- **Remarketing Department**
 - Optimize resale through bid process

SUMMARY

- Provide a total transportation solution
- Enterprise will leverage government discounts with all manufacturers, as well as recommend best in class based on residual values and mpg's.
- Utilize the RFP negotiated by the TIPS/TAPS cooperative with Enterprise Fleet Management
- Provide a managed fleet program that includes leasing, rental, maintenance, online reporting and resale

CURRENT FLEET

The current light to medium qualifying fleet configuration is:

- 46 city-owned vehicles (non-emergency)
- The age of the 46 vehicles ranges from 0 - 17+ years old

PROPOSED ROLLOUT PLAN

- Equity Lease 8 initial vehicles to start for immediate needs
- Replacement of 46 vehicles in a 5 year cycle
- Fleet Replacement Model to be presented during Budget Workshops



City Council Meeting June 9, 2016 Agenda Item Transmittal

Agenda Item #: 9

Agenda Title: Receive follow up report on the Spring Community Cleanup Events

Council Action to be taken: Receive report for information.

Initiating Department: Development Services Department

Staff Contact: Ashley Lumpkin, Director
Development Services Department

1. INTRODUCTION/PURPOSE

The City of Taylor held its second Neighborhood Cleanup event on April 23, 2016. The cleanup events are held in conjunction with the city-wide clean-up events in the spring and fall. The first Neighborhood Cleanup in October 2015 was an outstanding success with 58 volunteers. The second Neighborhood Cleanup had an even larger turn-out of 115 volunteers.

The neighborhood along 1st and 2nd Avenues as well as the adjacent area along Royal and Tennessee Avenues was selected for debris removal, mowing, and general beautification of the area. In total, the neighborhood cleanup accounted for 26 tons of debris removal.

In total, the neighborhood cleanup debris numbers:

2nd avenue site

- 1st container – 8.91 tons
- 2nd container – 9.04 tons

MLK/ Dolan site

- 1st container – 4.08 tons
- 2nd container – 4.08 tons
- 156 tires were removed

In total, the citywide community cleanup debris numbers:

- Welch St. collection site serviced 133 vehicles
- Public Works yard on Main St. serviced 186 vehicles
- In all we filled 15 compaction trucks which equates to 135 compacted tons of garbage
 - o 8 trucks were filled at the Main St. (72 tons)
 - o 7 trucks were filled at the Welch St. site (63 tons)

2. DESCRIPTION/ JUSTIFICATION

3. FINANCIAL/BUDGET

4. TIMELINE CONSIDERATIONS

The fall clean-up event date will be decided in June to coincide with the fall city-wide clean-up.

5. RECOMMENDATION

Receive report for information.

6. REFERENCE FILES

9a. [Spring Clean-up Event Photos](#)



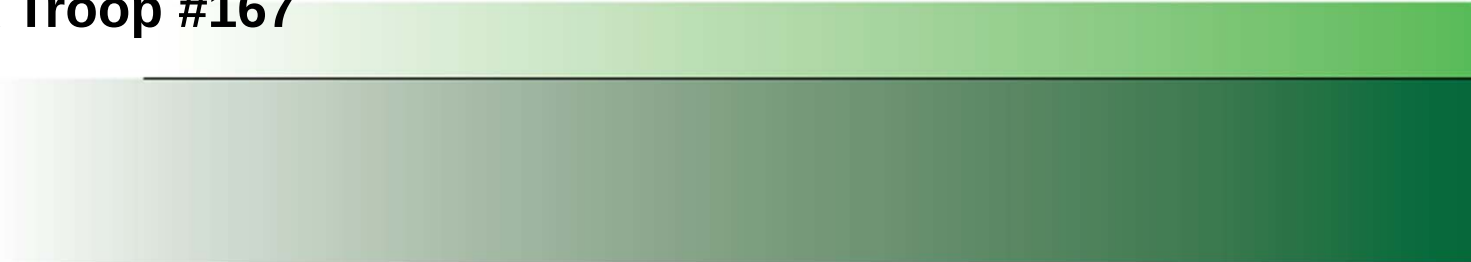
SPRING CLEAN UP

Recap and Update

THANK YOU TO OUR IN-KIND SPONSORS AND VOLUNTEERS FROM THE FOLLOWING ORGANIZATIONS:

**Black Stallion Lawn Care
Service
Tall Grass Guy
Crossroads Assembly of God
Domino's of Taylor
Lowe's
Home Depot
H-E-B
Project LOOP
St. Paul Lutheran Church
Taylor Kiwanis
Taylor Rotary Club
Taylor BSA Troop #167**

**Texas State Guard
Keep Taylor Beautiful
Good Life Taylor
Taylor Garden Club
Progressive Waste Solutions
Taylor National Junior Honor
Society
Taylor Interact
Taylor National Honor Society
Christ Fellowship Church
Highway 95 Church of Christ**

A decorative horizontal bar at the bottom of the page, featuring a green-to-dark-green gradient. It is positioned below the list of organizations and spans the width of the text area.

1ST AVENUE



1ST AVENUE



1ST AVENUE



1ST AVENUE AND MILLER STREET



2ND AVENUE AND MILLER STREET



2ND AVENUE



TENNESSEE AND CAROLINA STREETS



MARTIN LUTHER KING BLVD. @ 1ST AVE



MARTIN LUTHER KING BLVD. @ 1ST AVE



OVERALL NUMBERS

In total, the neighborhood cleanup debris numbers:

2nd avenue site

- 1st container – 8.91 tons
- 2nd container – 9.04 tons

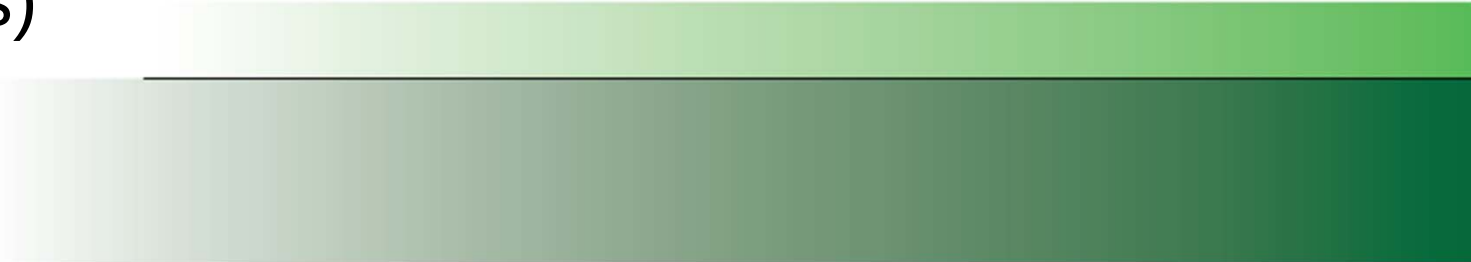
MLK/ Dolan site

- 1st container – 4.08 tons
- 2nd container – 4.08 tons
- 156 tires were removed



OVERALL NUMBERS

In total, the citywide community cleanup debris numbers:

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 - In all we filled 15 compaction trucks which equates to 135 compacted tons of garbage
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 - 7 trucks were filled at the Welch St. site (63 tons)
- 



City Council Meeting June 9, 2016 Agenda Item Transmittal

Agenda Item #: 10

Agenda Title: Receive update on Energy-Savings Performance Contract with ABM Building and Energy Solutions.

Council Action to be taken: Approve update.

Initiating Department: City Administration

Staff Contact: Noel Bernal, Assistant City Manager

1. INTRODUCTION/PURPOSE

On March 10, 2016, ABM Building and Energy Solutions presented energy-efficient improvement options for an Energy-Savings Performance Contract (ESPC).

City staff has continued working with ABM on the development of an ESPC for Taylor.

2. DESCRIPTION/ JUSTIFICATION

An Energy Savings Performance Contract (contract) allows local governments to finance the cost of energy-saving improvements with funds saved through reduced utility expenditures. Financing for the cost of the improvements are typically processed through the state Master Lease Purchase Program.

The State Energy Conservation Office (SECO) is responsible for establishing guidelines and approving these contracts for agencies and higher education institutions, respectively. The Bond Review Board approves requests for Master Lease Purchase Program financing.

Local governments are authorized to use Energy Savings Performance Contracting by Chapter 302 of the Texas Local Government Code.

A survey of city facilities and equipment was performed by ABM in January and April 2016.

3. FINANCIAL/BUDGET

ABM is presenting preliminary savings projections that would be generated by energy-efficient improvements, and would allow the opportunity for the funding of additional capital projects that would otherwise be funded in the City's base budget.

4. TIMELINE CONSIDERATIONS

The Program would be deployed in three (3) Phases with Phase I beginning as early as June 2016.

5. RECOMMENDATION

Staff recommends approval of update report.

6. REFERENCE FILES

10a [Presentation.](#)

10b [State Energy Conservation Office \(SECO\) guidelines](#)



City of Taylor, TX

Creating Smarter Cities Everyday

May 12, 2016



Phase I- Investment Grade Audit



Heating, Ventilation & Air Conditioning

Interior & Exterior Lighting

EV Charging Stations

Building Automation Systems

AMI Network/ Distribution Automation

City of Taylor, TX – HVAC

- Approximately 180 tons worth of HVAC will be Upgraded or Retro-Commissioned
- The identified HVAC will be replaced with Hi-SEER (Seasonal Energy Efficiency Ratio) HVAC
- \$21,888 in Annual Energy Savings

City of Taylor, TX – WWTP

- Variable Frequency Drives
- Dissolved Oxygen (DO) Control
- \$43,282 in Annual Energy Savings

City of Taylor, TX – Lighting

- Interior and Exterior Lighting throughout the City of Taylor will be upgraded to LED Lighting
- \$40,488 in Annual Energy Savings

City of Taylor, TX – BAS/EMS

- Ability to control all HVAC systems throughout the City of Taylor remotely
- The BAS/EMS is the Brains behind the HVAC
- \$5,389 in Annual Energy Savings

City of Taylor, TX – Building Envelope

- Caulking and Sealing Gaps
- Replace Worn Seals
- Insulation
- Window Film
- \$1,824 in Annual Energy Savings

Energy Savings

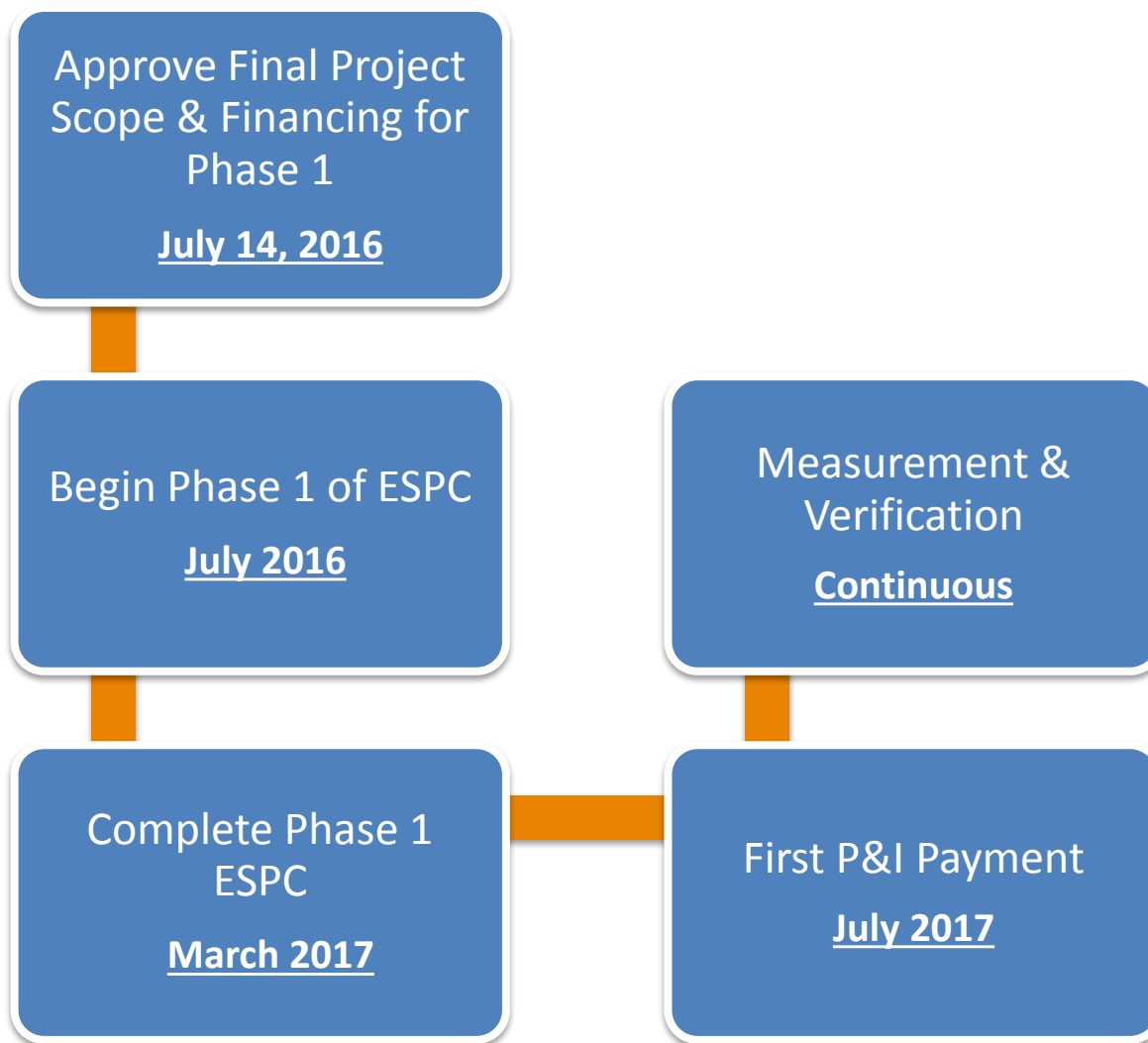
Energy Conservation Measures (ECM)	Annual Energy Savings	Annual Operational Savings	Annual CIP Savings	Annual Revenue Optimization
HVAC Replacements	\$21,888	TBD	TBD	N/A
WWTP Improvements	\$43,282	TBD	TBD	N/A
Lighting Upgrades	\$40,488	TBD	TBD	N/A
Building Automation Systems/EMS	\$5,399	TBD	TBD	N/A
Building Envelope	\$1,824	TBD	TBD	N/A
AMI Project	TBD	TBD	TBD	TBD

- \$112,882 in annual energy savings identified
- \$20,000 annually could go towards “Non-Self Funding” aspects of this project. (\$300,000 total value)
- Additional savings to be identified will derive from-
 1. Water Utility Revenue Optimization
 2. Operational Savings
 3. Capital Savings

Notable Dates

- City Council Update
- Water Meter Testing Begins
- CIP Workshop
- AMI Workshops
- Project Scope & Savings Review
- April 12th
- May 9th
- May 16th
- June (2nd or 3rd Week)
- June (3rd Week)

Project Timeline Phase 1



Thank You!





Energy Savings Performance Contracting Guidelines for State Agencies

Part 1 Getting the most from your Performance Contract and Contractor

The Texas law¹, allows state agencies to enter into guaranteed Energy Savings Performance Contracts (ESPCs) to reduce their use of utilities (energy and water). This document is designed to provide guidance to create a successful contract.

¹Texas Government Code, §2166.406.

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Steps to Take

Step 1: Form an Internal Selection Process. Include personnel from purchasing, facilities management, energy, legal, and executive departments. They will help formulate the strategy.

Step 2: Conduct a Preliminary Utility Audit (PUA). (Optional if PUA is not necessary to assist management in moving forward with procurement or if the desire to understand potential is not needed) In most cases, this can be obtained from an Energy Services Company (ESCO) at no cost and with no obligation to the Owner. This tool will identify viable projects and can act as the basis for a Request for Qualifications (RFQ). PUAs can be done on a representative sample of facilities to assist the agency in understanding the savings potential of the agency's facilities. PUAs can also be utilized to better understand the technical capabilities of competing ESCOs. The savings potential can be used as the basis of the minimum level of savings that need to be found in the Utility Assessment Report.

If a preliminary audit is not performed prior to issuing an RFQ, PUAs should be done prior to entering into the agreement for the Utility Assessment Report allowing the ESCO to determine a mutually acceptable minimum level of performance.

Step 3: Issue Request for Qualifications. An RFQ template, as well as a sample RFQ, may be found in Part 3. Although this should be helpful in designing an RFQ, it should be tailored to each user's particular needs. Part 3a contains a successful RFQ that was issued by the Texas Department Health and Human Services.

Step 4: Selection of a Performance Contractor. More than one Energy Services Company (ESCO) may be selected based on qualifications. Short-listing and oral interviews of several firms may be used.

Step 5: Negotiate & Approve the Utility Assessment Report (UAR). Performance contracts have two parts. The first agreement will authorize the selected Energy Service Company (ESCO) to proceed with a detailed, investment grade audit (The UAR). The second part of the agreement (The implementation contract) will set out the general terms and conditions for the ESCO to proceed with the project once the Owner and the ESCO agree upon a scope of work and budget. The UAR and the specific project proposal will become an attachment to the implementation contract, thus providing the details with respect to what is actually installed, project costs, and savings to be expected. Part 2 of these guidelines provides model implementation contract structure and essential elements to look for in an implementation contract as well as a sample UAR.

Note: It is recommended that an Agency not move forward with the UAR unless the ESCO has performed a PUA at some point prior to beginning the UAR.

Step 6: Submissions. Normally an ESCO will provide a detailed audit (or Utility Assessment Report - UAR) and determine if a viable project is possible. If the UAR does not reasonably confirm the savings identified by the PUA that the ESCO was responsible for

performing, the ESCO should not charge for the UAR. If the UAR confirms savings identified by the PUA, but the Owner does not go forward with the construction, the Owner will have to pay the ESCO for the costs of the UAR. If the Owner moves forward with energy and water² efficiency projects, the cost of the UAR should be rolled into the cost of the full project. The UAR should contain a minimum savings amount, requirements relating to time of completion by the ESCO, cost of the UAR, and scenarios requiring or not requiring payment to the ESCO for the UAR.

The ESCO completes the Utility Assessment Report (detailed audit) and submits it to the Owner. In addition the ESCO must submit a Measurement and Verification Plan (M&V), a Sample Periodic Utility Savings Report, and a Proposed Contract. The Owner and the ESCO should review and agree to the contents of all of the above.

Step 7: Third Party Independent Review. Before an agency can formally enter into an ESPC, the UAR and supporting documentation (including the Contract, the Utility Assessment Report, Measurement and Verification Plan, and the Sample Periodic Utility Savings Report) must be reviewed by an independent third party professional engineer licensed in the state of Texas pursuant to the Texas Engineering Practice Act, Texas Occupations Code Chapter 1001.

Step 8: Project Implementation & Execution.

- Execute Contract
- Oversee Construction and Commissioning
- Review Annual Savings Reports
- Make Contractor Payments

Some Things To Keep In Mind

- All energy and water conservation measures must comply with current local, state, and federal construction and environmental codes and regulations.
- The entity with whom the Owner contracts must be experienced in the design, implementation, and installation of energy and water conservation measures.
- By statute, the energy and water conservation measures payback terms may not exceed 20 years from the final date of completion installation. Note that some financing sources have shorter maximum payback terms which may impact the contract.
- The total of all preconstruction, construction and post-construction costs divided by the guaranteed annual savings must be used to determine the project payback.
- Construction period savings, utility rebates, agency capital budget, or owner provided equipment directly used for the project where reasonable, may be allowed to lower the total financed cost of the project.
- The annual contract obligation may not exceed the total guaranteed savings divided by the term of the contract.

- ESPC proposals must contain four principal documents:
 1. The Contract
 2. The Utility Assessment Report,
 3. The Measurement and Verification Plan,
 4. A Sample Periodic Energy and Water Savings Report

Other elements such as bonds and certifications are incorporated within or attached to the four principal documents. The documents should be complete and consistent and prepared according to these requirements.

- If additional assistance is needed or you have questions, please contact the State Energy Conservation Office.
- The Contract must be approved by the State Energy Conservation Office (SECO) prior to execution. SECO also requires each agency to submit the following certification documents in addition to the Contract itself:

- 1) STATE AGENCY APPROVAL CHECKLIST
- 2) STATE AGENCY CHIEF FINANCIAL OFFICER CHECKLIST
- 3) AGENCY GENERAL COUNSEL CONTRACT CHECKLIST
- 4) MEASUREMENT AND VERIFICATION PROVIDER CERTIFICATION
- 5) PERIODIC UTILITY SAVINGS REPORT CERTIFICATION
- 6) THIRD PARTY REVIEWER CERTIFICATION
- 7) CONFLICT OF INTEREST CERTIFICATION FOR THIRD PARTY REVIEWER
- 8) ANALYST CERTIFICATION

These guidelines, certification documents and checklists are available on the SECO website: www.seco.cpa.state.tx.us/sa_pc.htm



***City Council Meeting
June 9, 2016
Agenda Item Transmittal***

Agenda Item #: 11

Agenda Title: Discuss report on housing development and marketing analysis.

Council Action to be taken: Discussion only

Council Action to be taken: Receive for information only

Initiating Department: Development Services Department

Staff Contact: Ashley Lumpkin, Director of Development Services

1. INTRODUCTION/PURPOSE

The City of Taylor executed a contract with Metrostudy to conduct an analysis of the city to determine future demand of residential development within Taylor. Emphasis will be placed on both move-up and executive level residential development. There is also a particular interest in master planned communities providing for a myriad of housing types locating within the city.

2. DESCRIPTION/ JUSTIFICATION

In an attempt to speed the development trend to Taylor, the City has reached out to numerous developers and home builders in the region to determine next steps to getting a large residential development in Taylor, as well as the demand for higher-end housing in Taylor. A common theme in the discussions was that a housing market study could help market the City better and provide the information developers need in order to develop large tracts of land. The city is particularly interested in a study that proactively answers the questions developers have when determining their next development and land acquisition.

Staff met with two separate firms to discuss the ideas of this direct approach of marketing Taylor to entice development more quickly. Metrostudy was chosen for the process as their proposal focused more on determining the future of Taylor with less emphasis on reiterating the current opportunities for change in Taylor.

The attached reports cover the existing community assets, land availability, market analysis of the great Austin area, and strategic recommendations.

3. FINANCIAL/BUDGET

None.

4. TIMELINE CONSIDERATIONS

None.

5. RECOMMENDATION

This report is for information only.

6. REFERENCE FILES

- 11a. [Housing Market Study](#) and New Housing Growth Community Marketing Assessment
- 11b. [Taylor Texas Marketing](#) Framework
- 11c. [Presentation](#)

FINAL DRAFT Housing Market Study and New Housing Growth Community Marketing Assessment



Prepared for the City of Taylor, Texas

May 5, 2016

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Introduction

Purpose and Methodology

Metrostudy was tasked by the City of Taylor with providing an assessment of residential development needs. Our goal is to assess the City's needs and provide recommendations for the fulfillment thereof. In so doing, Metrostudy seeks to provide actionable insight for key stakeholders, including the City, homebuilders, developers, and their associated financial partners.

Our estimates and recommendations are based upon expected single-family housing demand within a defined Target Market Area (TMA) surrounding the City. It is from TMA housing needs that the City of Taylor will draw much of its market support. Metrostudy also evaluated the overall Austin economy, particularly trends in household formation and employment growth, to determine the correlation between economic expansion and single-family housing demand. By analyzing these historical trends, Metrostudy established a forecast for housing starts in the Austin Market¹ and the TMA. A map of the TMA can be found on page 19 of this document.

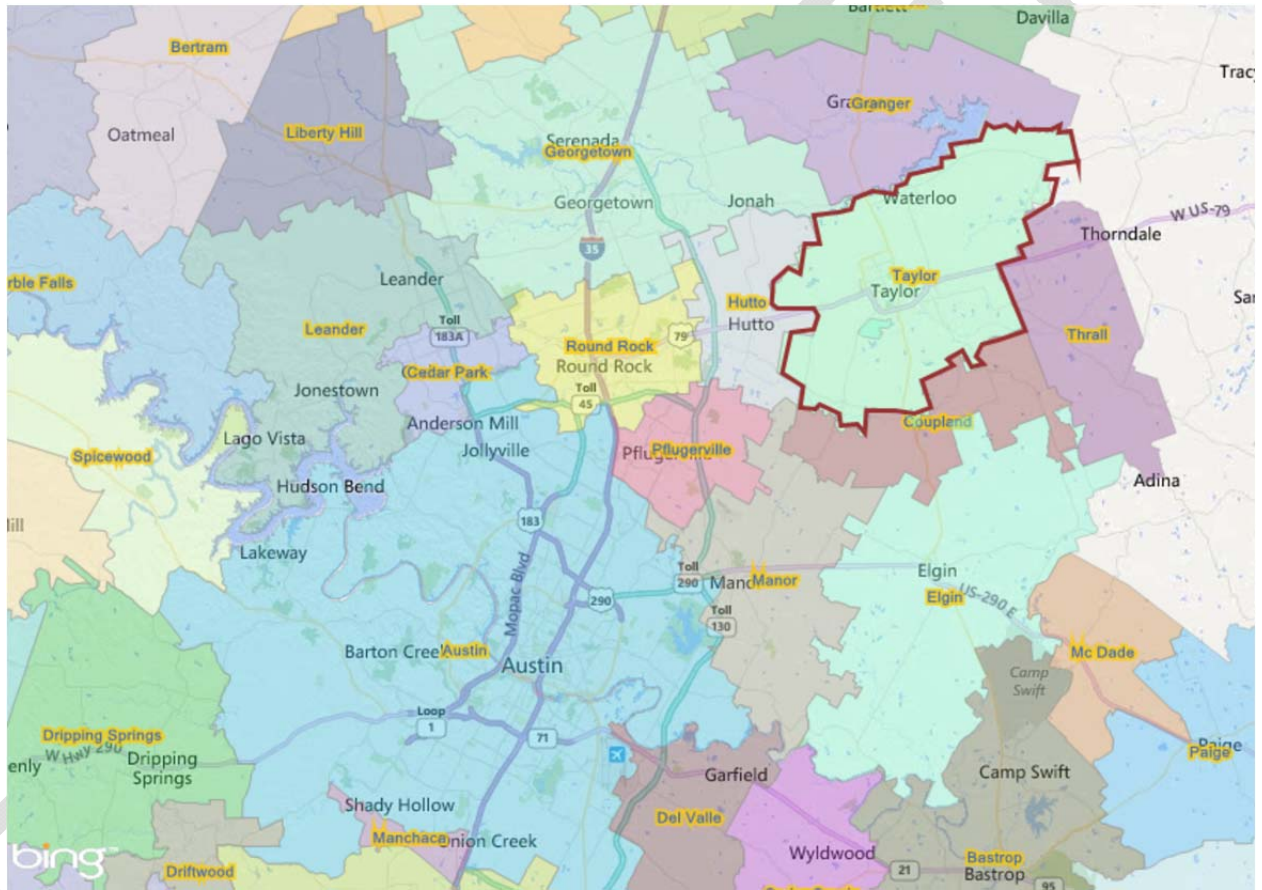
Aggregate single-family housing production was also analyzed to establish the manner in which Austin's housing supply expands and/or contracts in response to economic activity. Metrostudy monitors the supply of new homes on a quarterly basis to accurately determine the size of the Austin market, as well as the size and number of competing subdivisions.

Furthermore, a demographic analysis of the TMA was completed for two main reasons. First, to determine the percentage of the population that is capable of purchasing new homes. But more importantly, in order to break down the buyer profile of single-family housing purchasers in the general area. These are the types of households that will need to be targeted by the City's future developers and homebuilders.

¹ Metrostudy's Austin Market consists of Bastrop, Caldwell, Hays, Travis, and Williamson Counties.

City Location and Characteristics

The City of Taylor is nestled on the Northeast Austin frontier. Conveniently-located a short, 10 minute drive east of State Highway 130 along SH 79, Taylor provides residents the ambience of small town living with easy access to Austin's wide variety of urban entertainment and high-tech employment clusters. Dell, Hewlett-Packard, and Oracle, all located in the Round Rock corridor, are just a 15 minute drive from Taylor.



Community Challenges, Opportunities, and Assets

The following portion of our analysis will serve to notify the City of Taylor of its various strengths and weaknesses in terms of its assets and perceived discrepancies. Typically such assets focus around, but are not limited to, proximity to employment, schools,

location, recreational amenities, and a reasonable building / development entitlement process. Metrostudy's goal is to qualitatively present these opportunities and challenges in terms of how builders and developers will perceive the City when considering a new project within its jurisdiction. In addition, we provide solutions and positive messaging to overcome these objections. In order to determine the challenges, opportunities, and assets, Metrostudy performed the following steps:

- Field Research – Included spending time on the ground in the various neighborhoods of Taylor and other nearby communities assessing housing conditions, market dynamics, and development patterns.
- Professional Interviews – We spoke with several Austin-area builders and developers and Taylor-area realtors in order to gain a better understanding of each's perceptions about Taylor, its housing market, and the market potential for higher-end new housing development.
- Secondary Research – an in-depth analysis of housing market data was performed both within Taylor as well as within nearby communities and metro Austin overall.

Beginning with the good news, Metrostudy has identified multiple community assets and opportunities that are expected to support Taylor's market potential for higher-end new housing, including:

Asset #1: A Genuine "Community Feel"

Unlike some competing suburbs of Austin, Taylor presents a genuine "hometown" or "community" feel. Elements that contribute to this intangible but important asset include Taylor's well preserved historic neighborhoods, extensive park system, and redeveloping classic small town downtown. Hutto does not offer these elements on a scale equal to Taylor. The historic old town areas of Round Rock and Georgetown are on more of a comparable scale to Taylor. Although many other factors contributed greatly to the large scale development occurring in those two cities, it is important to

note that they are instructive that Taylor's current footprint could potentially support additional new development on a larger suburb scale.



Taylor's downtown area includes several notable restaurants and charming local shops. Mueller BBQ and the mixed use redevelopment of the McCrory Timmerman building (including a brew pub, coffee house, and high end loft rental apartments) are not the least of the elements that offer Taylor a genuine "community feel."

The sizable historic neighborhoods just north of downtown Taylor also contribute to this asset.



Metrostudy observed market interest in these older homes in vintage neighborhoods. Most that are currently listed on the market are under contract. Many had been extensively renovated and restored, and were selling for prices in excess of \$110 per front foot. While this represents a value to similar home pricing in vintage areas of central Austin, pricing is still at a premium for this area, indicating the strong demand for – and continuing attractiveness of – Taylor’s historic neighborhoods.

Opportunity: Favorable Land Economics

Metrostudy observed land pricing among tracts currently on the market for sale that would provide a steep discount versus many other suburban locations of Greater Austin. Potential residential development tracts observed for sale ranged in price from \$7,800 to \$21,000 per acre. This pricing structure allows for developers to purchase land at a sufficiently low land basis, thereby pricing in the risk of developing in Taylor (which does not exhibit a demonstrable history of real estate demand).

Asset: Community Amenities

Because it is an established community, Taylor offers new residents a slate of existing amenities that could make the community attractive to new residents and ultimately buyers of new homes within new more upscale developments. These include Taylor’s park and trail system. The more fully developed community amenities within Taylor

should be marketed as an attribute both to potential developer / builders and potential new residents.



Asset: Proximity to 130 Toll, Path of Growth

The opening of the 130 Toll Road has made commuting to and from suburban communities in the northeast, east, and southeast sides of Austin much more feasible than it had been prior. This transportation corridor has allowed for the path of growth to continue east from Round Rock to Hutto beyond 130. Taylor is the next location beyond Hutto in this path of growth expansion. Similar path of growth development has occurred in Georgetown to the north. Previously, Georgetown (not unlike Taylor) was a small historic town with the Sun City age restricted community adjacent. However, Austin's strong growth coupled with path of growth development has lead Georgetown to see strong development growth as Round Rock reaches buildout. A similar dynamic can reasonably be expected to occur in Taylor as Hutto reaches buildout. I-35 is a more primary route in the region than is 79, so the degree to which Taylor is in the path of growth is slightly lesser than the degree to which Georgetown was. However, as Georgetown achieves greater and greater level of development, it is not unreasonable to

contemplate development moving east of Georgetown / Round Rock along Chandler Road and Highway 29 East. This development would eventually reach Taylor. This scenario is not unreasonable to contemplate in the future because development would simply have to reach points too far north from Austin along I-35 such as Jarrell and further into Bell County once it extends beyond Georgetown. The distances from Austin employment centers would be too great; it is more reasonable to expect development to fill back in to the east as projected above. Developers interviewed in this Housing Study process indicated that the perception among homebuilders in Austin (and homebuyers) is that Taylor is geographically “far out.” However, the reality (as acknowledged by the same developer) is that 130 Toll is less than a ten minute drive from Downtown Taylor, and the introduction of 130 makes the commute from Taylor to key Austin area employment nodes comparable to that from multiple other suburbs in the area.

Challenge: Abundance of Land

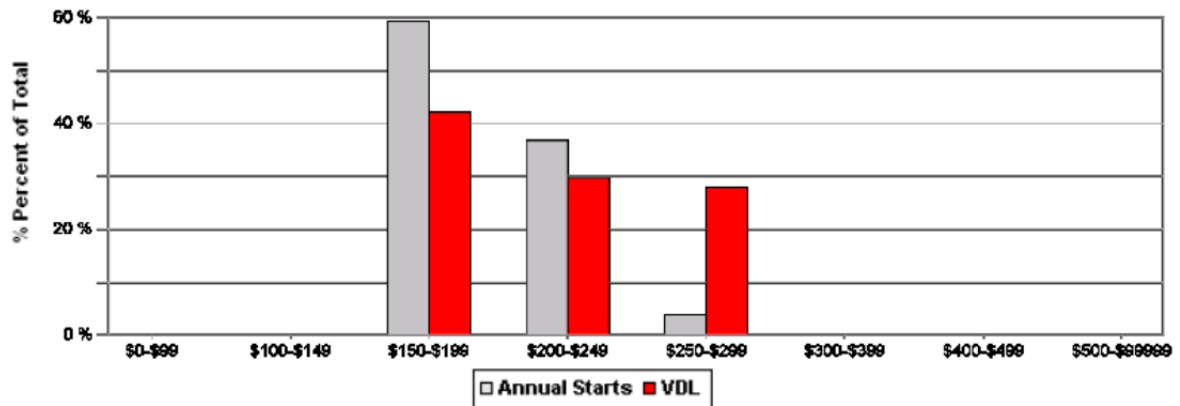
One challenge brought to our attention by our developer clients is the abundance of developable land within the TMA but outside of Taylor’s extraterritorial jurisdiction (ETJ). They fear that taking a long position in Taylor may expose them to undue risk of competition from potential tracts further west and closer to major transportation routes, such as SH-130 and I-35.

Challenge: Lack of Demonstrable Demand for Higher Priced Housing

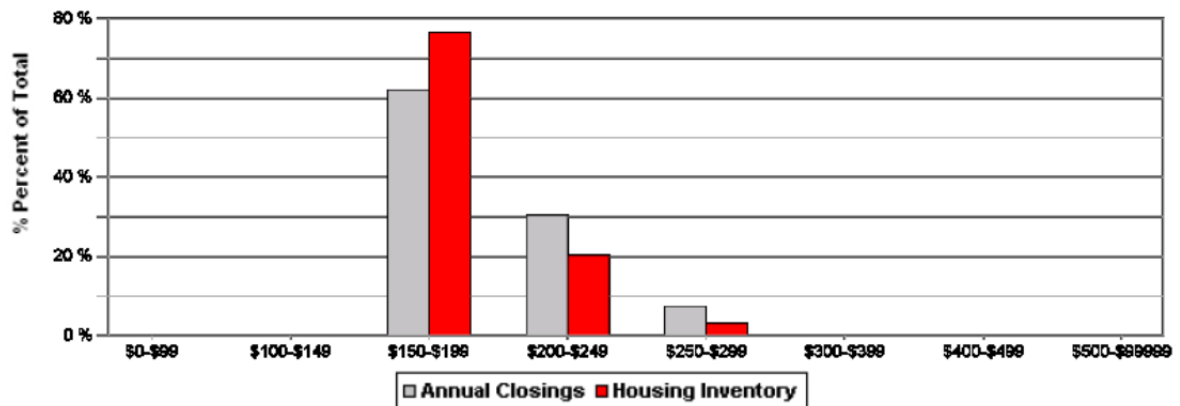
Taylor has many community assets and positives to offer. However, when contemplating where to develop new neighborhoods and build new homes, most builders, developers, and most importantly lenders, will want to see a demonstrable track record of new home sales in the targeted upper price ranges in order to move forward. Underwriting potential new upscale housing deals in Taylor may be more difficult than it would in areas that have a recent history of sales success of homes at or near the targeted price bands.

The tables below present Metrostudy's findings regarding the price band distribution of new homes recently sold in Taylor. Nearly all of these homes are within Summerfield.

Price Range Distribution of Annual Starts vs VDL



Price Range Distribution of Annual Closings vs Housing Inventory



In order to support new more upscale housing being developed in Taylor, it would require a more thorough underwriting and analysis than some developers, builders, and their lenders would wish to perform. This underwriting would ideally require:

- An analysis of the custom homes built on acreage in the surrounding area
- An analysis of the custom homes built at Hills at Mustang Creek

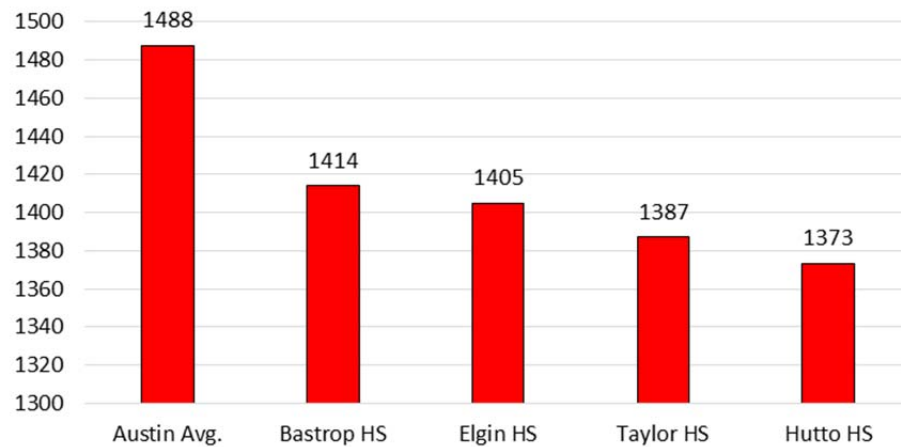
- Connections to be drawn between market potential in Taylor for such housing and market potential for same in surrounding communities including Hutto and Thrall.

Challenge: Public Education System

In order to assess school quality, Metrostudy evaluates district and campus performance on the Scholastic Aptitude Test (SAT) relative to nearby schools. SAT scores are expected to discount all positive and negative attributes that contribute to the quality of education at a particular school or district, including instructional expenditures, teacher experience, standards of accountability, and peer effects.

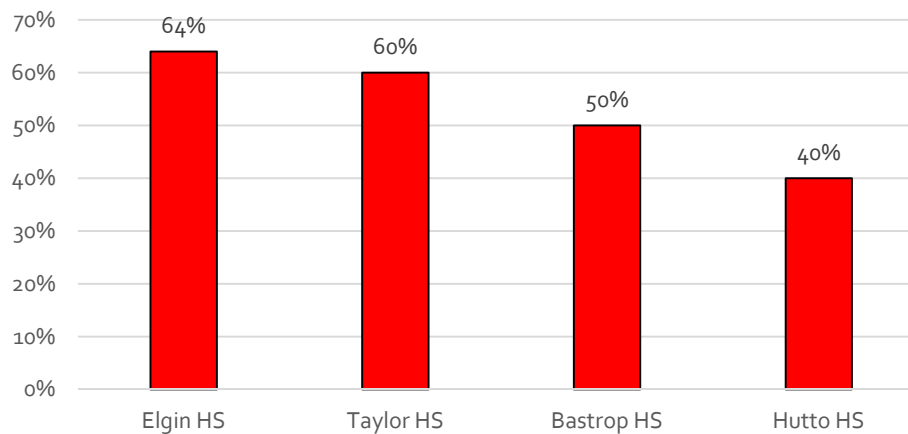
Taylor High School underperforms on the SAT compared to the Austin metro area in general, and also versus many comparable small town schools in particular, such as Bastrop High School and Elgin High School. The perception of Taylor having subpar public schools may hamper the City's competitiveness vis-à-vis other suburbs. This negative perception was confirmed by several local real estate agents. However, it is at least better than Hutto, which leads us to believe that its quality will suffice to support a similar level of new single-family residential attraction. Additionally, Taylor ISD does have a strong number of successes to celebrate. These are outlined in the Strategic Recommendations portion of this report as items which should be proactively promoted.

Average SAT Score



Source: Texas Education Agency, Metrostudy

Percentage of Students Classified as Economically Disadvantaged



Land Availability

Available land in a market-suitable, environmentally feasible, and structurally-supportable location is one of the most crucial key components needed to facilitate new residential development in Taylor. Fortunately, Taylor has the land and infrastructure to offer in the event that residential development interest materializes. Developable land in

Taylor is also priced very competitively as compared to developable tracts in other eastern Austin suburban areas, which generally trade currently for \$25,000 to \$40,000 per acre. Tracts available in Taylor, identified by Metrostudy, are on the market for between \$9,000 and \$22,000. This price structure sets up a potentially compelling value for land developers.

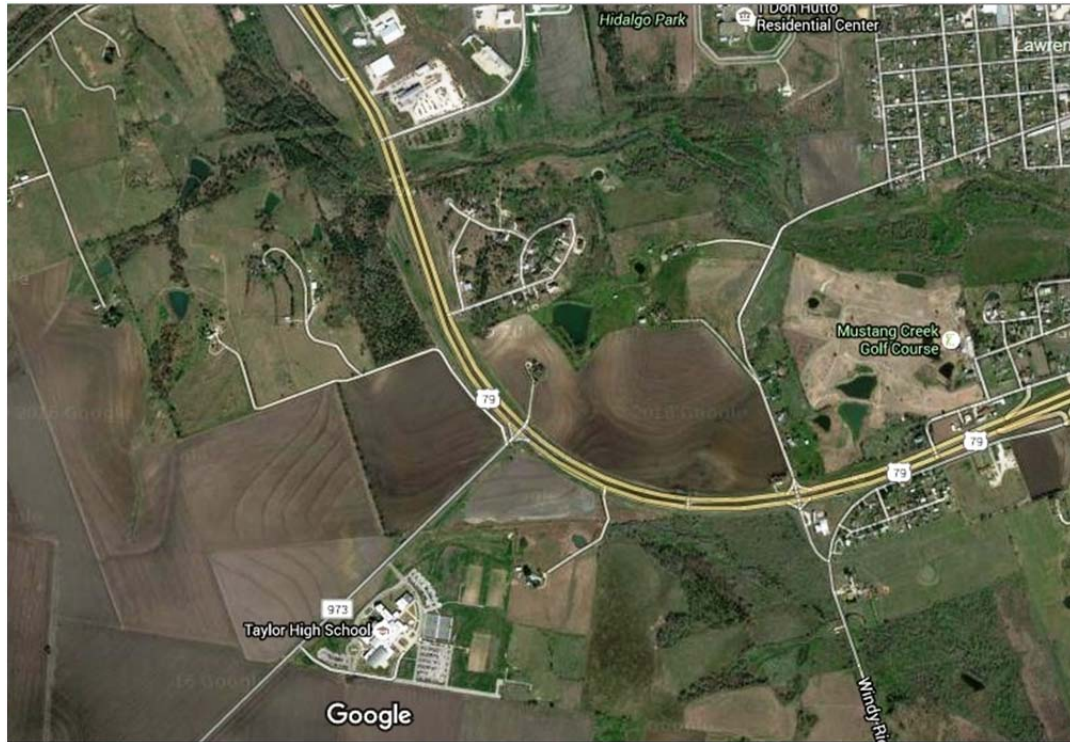
Metrostudy has identified several corridors and areas of Taylor as optimal for potential new residential development at the targeted price points and housing product types. These locations will be discussed below in terms of both available land within each as well as the characteristics Metrostudy identified making these corridors optimal.

SOUTHWEST TAYLOR

The first area identified as being suitable for additional residential development is Southwest Taylor. Specifically, three locations have been identified within Southwest Taylor:

1. Along 79 in the immediate vicinity of the existing upscale Hills of Mustang Creek neighborhood.
2. Along 973 across from or adjacent to the new Taylor High School campus.
3. Along Windy Ridge Road and Buttercup Road, east and south of the new Taylor High School campus.

This area is attractive for new residential development for several reasons. Most importantly, it enjoys close proximity to the attractive new high school campus and SH-79. Thus, it provides easy access to employment routes and also the town's retail.

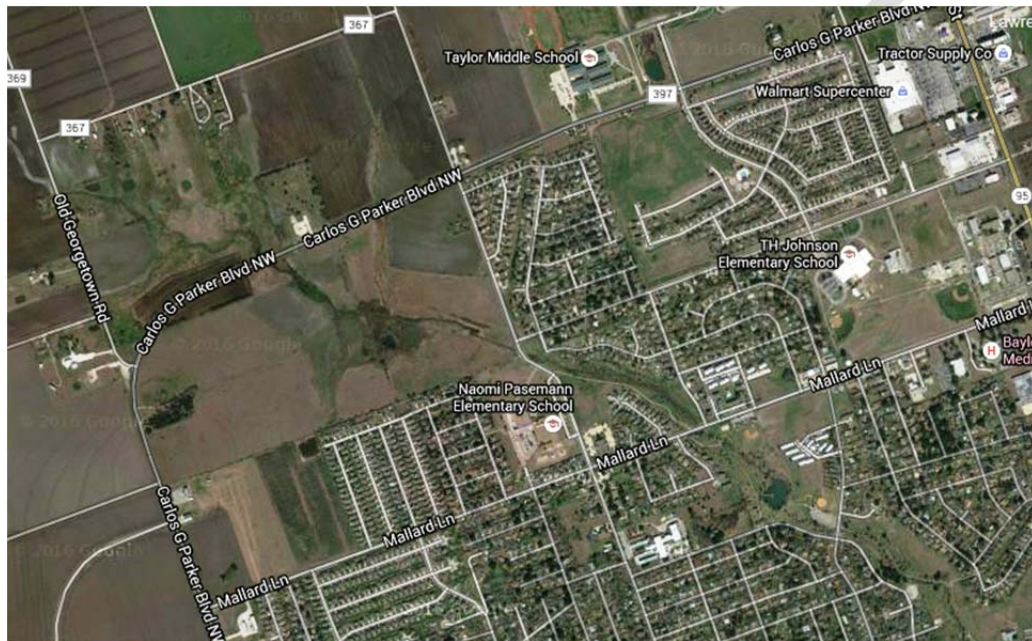


- There is currently a 39.74 acre tract at the hard northwest corner of Carlos G Parker and 973 on the market for \$894,308 or \$22,500 per acre.
- In addition, there are four tracts that total 137.31 acres south of the high school on the market for \$1,853,671 or \$13,499 per acre.
- There are seven subdivided 5 acre “gentleman’s ranch” tracts for sale for \$89,900 each along Windy Ridge Road near the intersection with Buttercup Road.
- There are currently five finished vacant developed lots for sale between \$25,000 and \$41,000 in the Hills of Mustang Creek neighborhood.

NORTH / NORTHWEST TAYLOR

This area provides the best opportunity identified by Metrostudy to tie new development into the existing fabric of Taylor. Developable land exists in this area along the northwest corner of Carlos G. Parker near the intersections with Mallard Lane and with North Drive.

This location is potentially desirable for new single family development because it is adjacent to existing community infrastructure including the park / trail system and facilities including Pasemann Elementary, Taylor Middle School, and the Taylor Regional Park and Sports Complex.



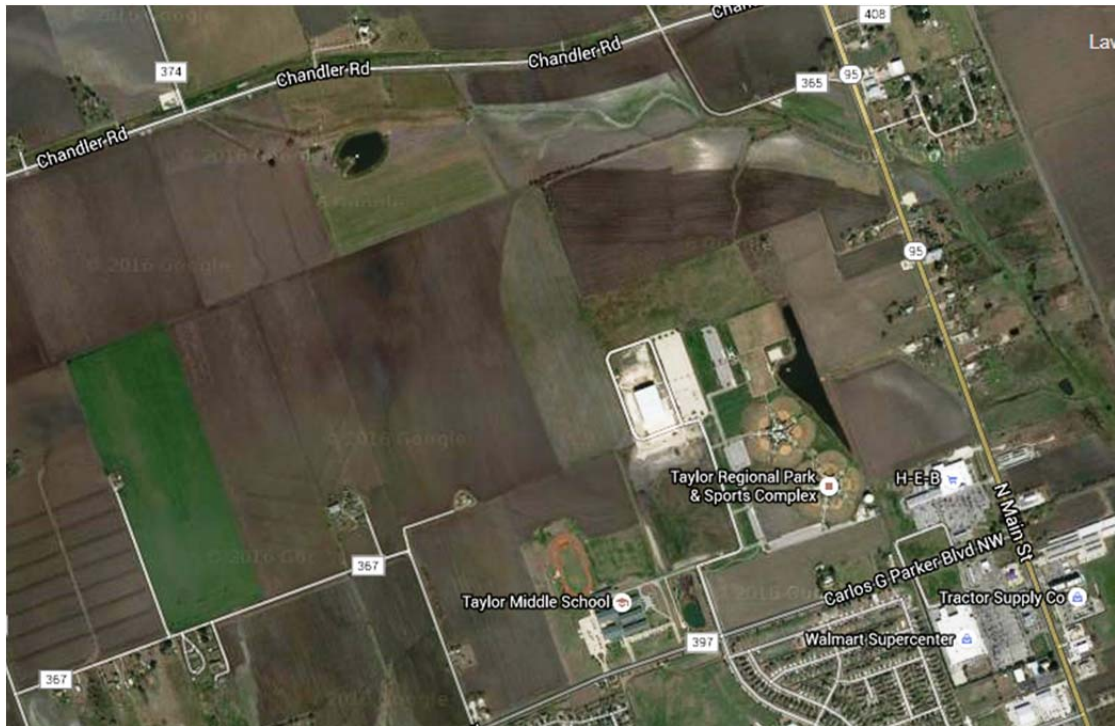
The primary challenge to seeing residential development in this area is twofold. First, much of the land along Carlos G. Parker is zoned for more intensive land uses than single family residential, including light industrial and others. Accordingly, the land is valued at a price too high for residential development. There is currently a 4.73 acre tract inside of Carlos G. Parker north of Mallard listed for \$773,000, and a 3.06 acre tract just to the northwest listed at \$350,000. Tracts could be available along North Drive, or immediately above Oaklawn Drive, that do not have commercial zoning and do not have Carlos G. Parker frontage. These tracts could then potentially be priced and zoned appropriately for residential development. The form this development would take would be smaller, “infill” types of neighborhood development as opposed to larger master planned communities that require more acreage.

CHANDLER ROAD CORRIDOR

As a secondary location, the Chandler Road Corridor has been identified as a potential development node. This is due to two factors:

- Chandler Road being a primary commuting “back door” from Taylor into Hutto, Round Rock, and 130 Toll.
- A potential “corridor effect” extending east from existing master planned communities along Chandler (or University Blvd at that point) including Vizcaya and Teravista.

The downside to developing a new community along Chandler Road in Taylor is lack of connectivity to the existing neighborhoods and amenities of Taylor. One potential scenario that could overcome that factor would be if a sufficiently large tract or tracts were to be acquired south of Chandler Road and north of Taylor Middle School and the Regional Park and Sports Complex. A development within this specific location could be tied into the existing north Taylor area by an extension of North Drive. It could also be further tied into the existing Taylor amenities if direct access were provided from the neighborhood into the Regional Park and Sports Complex.



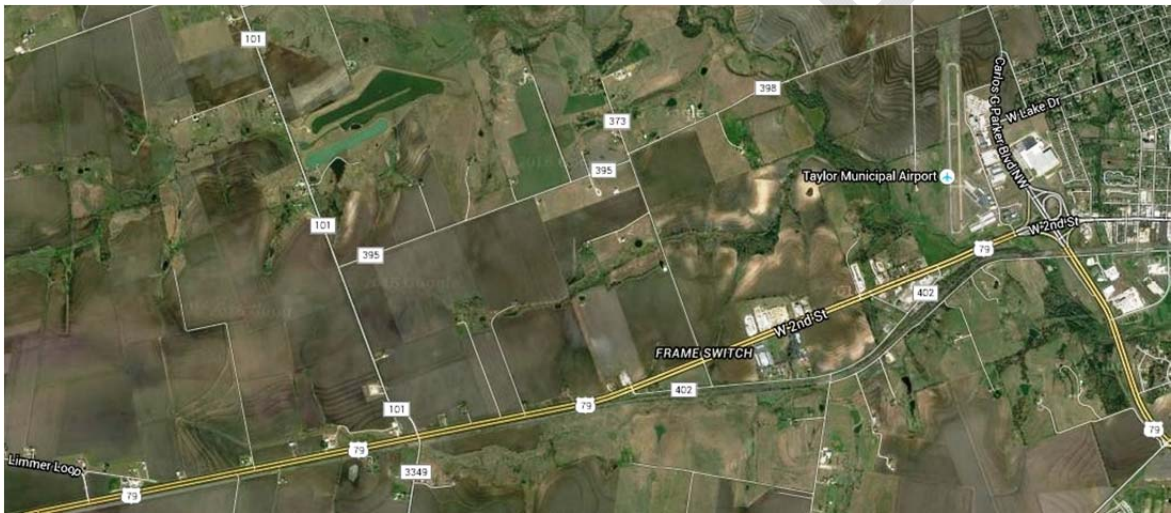
Examples of tracts currently on the market in this area include:

- A 210 acre site along N. CR 366 north of Chandler Road with San Gabriel River frontage for sale at \$2,500,000, or \$11,904 per acre that could be suitable for an upscale development.
- An 83 acre prairie tract for sale listed at \$650,000 along the north line of Chandler Road east of 374.

79 WEST NEAR CR 737

A fourth potential location suitable for new residential development is along 79 West, near CR 373. Metrostudy identified this location because it is the area within the City of Taylor that is most within the direct path of growth extending from Hutto. A medium sized to large residential development in this area could serve as an instigator to draw further development into Taylor from Hutto. The intersection with CR 373 is only a few minutes' drive east of Limmer Loop along 79, and Limmer Loop is the beginning of current new suburban development in Hutto.

This area appears to have sufficient vacant land to support development of a sizable, multiple lot size program single family development. Such a development could support the opening of an on-site Taylor ISD elementary school. An on-site school would not only serve as an attractive amenity for potential homebuyers, but could also serve to help overcome the current objection over Taylor schools perceived to be present in the new home market place. A new, in-neighborhood school, will often overcome objections otherwise expressed about the schools within an area.



Examples of tracts currently on the market in this area include:

- A 48 acre working farm on the north line of 79 priced at \$800,000 or \$16,645 per acre
- An 84 acre tract north of CR 398 priced at \$831,600 or \$9,900 per acre.

Ideally, a development in this area would have frontage along 79 sufficient to allow for a statement making entry area with high quality hardscape and softscape elements. Such an entrance will allow for the community to establish and directly present its identity to potential homebuyers.

I. Executive Summary

Economic Overview

- Austin's economy created approximately 200,000 net new jobs during the current market cycle. As a result, unemployment (3.1 percent) remains below Texas (4.4 percent) and the national average (4.9 percent).
- Despite some headwinds in manufacturing and continued mild growth in the state economy related to the high trade-weighted dollar value and prolonged commodity price slump, most of Austin's large service-based industries have continued to grow unabated. Buoyed by the continued strength and non-cyclical nature of its high-tech employment cluster, the city's professional services sector added 57,300 jobs since the depths of the recession. As a result, employment in non-basic sectors that are sensitive to consumer spending, such as leisure and hospitality, trade, transportation, and utilities, is also growing strong.
- Inflation-adjusted retail sales and wages data show considerable robustness in the economy late last year, surpassing growth in the state and nation.

Housing Market Overview

- Employment gains since the recession have caused housing demand to grow at a faster rate than housing supply. This excess demand is leading to a general shortage that is expected to become increasingly apparent as the housing cycle matures.
- Home prices are currently —and expected to continue— slightly exceeding the income-supported home price. Extreme overvaluation, while not currently the case, may in fact happen if the Austin region's political constraints to affordable housing development are not eased and construction costs continue their upward trend.

- Austin's resale home market adequately portrays the area's robust demand for livable square footage. The total dollar volume of MLS transactions reached \$10.5 billion in 2015, which is more than twice the post-recession low and 52 percent higher than the previous peak reached in 2006. A combination of rising prices and unit sales were responsible for the large increase. Annual closings reached 32,115 by the end of 2015, up 62 percent from the 19,872 units sold during the same period five years ago. Similarly, the median home price increased 37 percent, going from \$189,650 in 2010 to \$260,429 at the end of last year.
- The annual pace of new single-family housing starts reached 11,540 in 4Q15, which is almost twice the bottom reached 5 years ago after the Financial Crisis. However, on a year-over-year basis, growth in starts remained roughly unchanged versus 2014.
- New home inventory has been trending upward lately. A total of 7,310 homes were either under construction or sitting finished, vacant and ready to be sold. The current 8 months of supply remained relatively unchanged compared to a year ago, but this level is significantly high compared to historical norms, explaining why housing absorption failed to keep pace with lot deliveries over the past couple years.
- After several years of lot demand outstripping supply and declining inventories, lot deliveries began to outpace absorption (housing starts) during 2014. The trend continued through 2015, with developers bringing 3,945 more lots online than builders actually absorbed. As a result, vacant developed lot inventory and months of supply increased over the past couple years.
- VDL months of supply increased from 17.1 months in 3Q14 to 20.2 months during 4Q15. However, Metrostudy still considers current lot inventory to be within the long-term equilibrium range for this region. In other words, no oversupply exists in the lot market. Developers should increase the supply of

metro area lots, as builders are expected to remain ready and willing to buy them.

Target Market Area Analysis

- Population and household estimates indicate that the TMA is experiencing considerable growth. As of 2015, there were an estimated 281,143 people in 95,333 households. The TMA is expected to experience a population increase of approximately 32,533 and household increase of 10,998 by 2020, representing gains of nearly 12 percent.
- The TMA currently has an average household size of 2.91 persons, slightly larger than the 2.57 average size for the Austin area. Households consisting of 2 or fewer persons account for approximately 48 percent of the households within the TMA, while households containing 3-5 persons account for approximately 45 percent. Unsurprisingly, the TMA distribution of households in the 3-5 person range is about 10 percent higher than the Austin area, reflecting its attractiveness as a destination for families with children.
- On average, households within the TMA have higher household incomes than the overall Austin metro area. The TMA's estimated average household income for 2015 was \$80,107 with an estimated median household income of \$67,815. For comparison, the average household income in Austin was \$83,551 with a median household income of \$61,610.
- Annual starts on single-family homes within the TMA increased substantially since 4Q10, climbing from 1,295 to 2,904 annual starts by the end of 4Q15. As a result, the TMA's relative share of starts activity Austin area increased from 21.5% to 25.2%. We expect the TMA capture rate to stay on the same relatively stable path over the next five years due to higher barriers to entry in other submarkets.

- Lot absorption has outpaced lot delivery in 16 of the previous 24 quarters, most recently in 4Q15. Overall, there has been a net decrease of 601 lots from inventory since the beginning of 2010. As a result, months of vacant developed lot supply is roughly 25 percent below equilibrium. Under present conditions, we expect new entrants (communities) to experience above average absorption, especially if the product is sufficiently differentiated or priced competitively on per square foot basis.
- The TMA currently has 15 months of vacant developed lot supply versus the current market cycle average of 20. This is principally due to the increasing demand from end consumers and homebuilders for new livable square footage in the wider Austin area. We believe current conditions justify a more aggressive land acquisition strategy for local developers.
- Most TMA starts are in the \$200s. According to our most recent release (4Q15), these accounted for 63 percent of the TMA total, versus only 43 percent of Austin area starts. New homes priced above \$400,000 make up a tiny fraction (3%) of the market, so any future offerings in this category will have to be significantly cheaper on a per square foot basis and differentiated to an adequate extent that would entice high income or net worth households.
- The overall average months of supply of VDL across home price bands in the TMA is 15 months, well below the 20 to 24 month equilibrium range identified by Metrostudy. However, MOS is lowest for homes priced under \$300,000: the average MOS among those price bands is only 13. As a result, homes priced under \$300,000 are expected to achieve above average absorption.

II. Austin Market Analysis

Summary

The Austin economy is in the midst of rapid expansion and urban sprawl. Despite some headwinds in manufacturing and continued mild growth in the state economy related to the high trade-weighted dollar value and prolonged commodity price slump, most of Austin's large service-based industries have continued to grow unabated. Buoyed by the continued strength and non-cyclical nature of its high-tech employment cluster, the city's professional services sector added 57,300 jobs since the depths of the recession. This tightening of Austin's labor market continues to lead real wages higher. As a result, employment in non-basic sectors that are sensitive to consumer spending, such as leisure and hospitality, trade, transportation, and utilities, is also growing strong. Inflation-adjusted retail sales and wages data show considerable robustness in the economy late last year, surpassing growth in the state and nation.

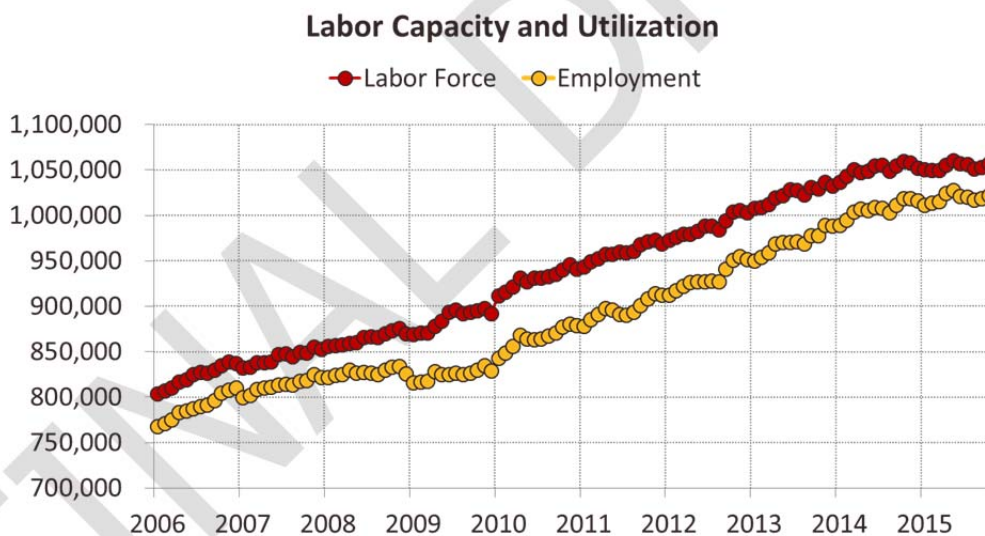
Several significant trends stand out for the Austin housing market. The resale home market provides an adequate portrayal of the area's robust demand for livable square footage. Due to a combination of rising prices and sales, the total dollar volume of MLS transactions reached \$10.5 billion in 2015 – more than twice the post-recession low and 52 percent higher than the previous peak reached in 2006. The annual pace of new single-family housing starts reached 11,540 in 4Q15, which is almost twice the bottom reached 5 years ago after the Financial Crisis. As a result – and after several years of lot demand outstripping supply– lot deliveries began to outpace absorption (housing starts) as early as 2014. The trend continued through 2015, with developers bringing 3,945 more lots online than builders actually absorbed. Overall, however, months of vacant developed lot supply is still within the long-term range that Metrostudy considers to be equilibrium for this market. And Austin still has a supply shortage at multiple price points and lot sizes. While the premium product market, characterized by prices in excess of \$400K on lots over 70' wide, is currently oversupplied, everything cheaper and smaller is chronically undersupplied. Absorption is therefore expected to be strongest for mid-

range and low-end (affordable housing) product types geared toward lower-to-middle and slightly upper-middle income families.

Economic Overview

LABOR CAPACITY AND UTILIZATION

Austin's economy continues to register impressive growth, even after several years of expansion. Since the loss of around 21,000 jobs during the Great Recession, Austin has managed to create an average of about 61,000 net new jobs per year. A total of nearly 214,000 jobs have been added since the depths of the recession. As a result, unemployment (3.1 percent) remains well below Texas (4.4 percent) and the national average (4.9 percent). In fact, unemployment in Austin is amongst the lowest of the 50 largest metropolitan areas in the entire United States.



EMPLOYMENT BY SECTOR

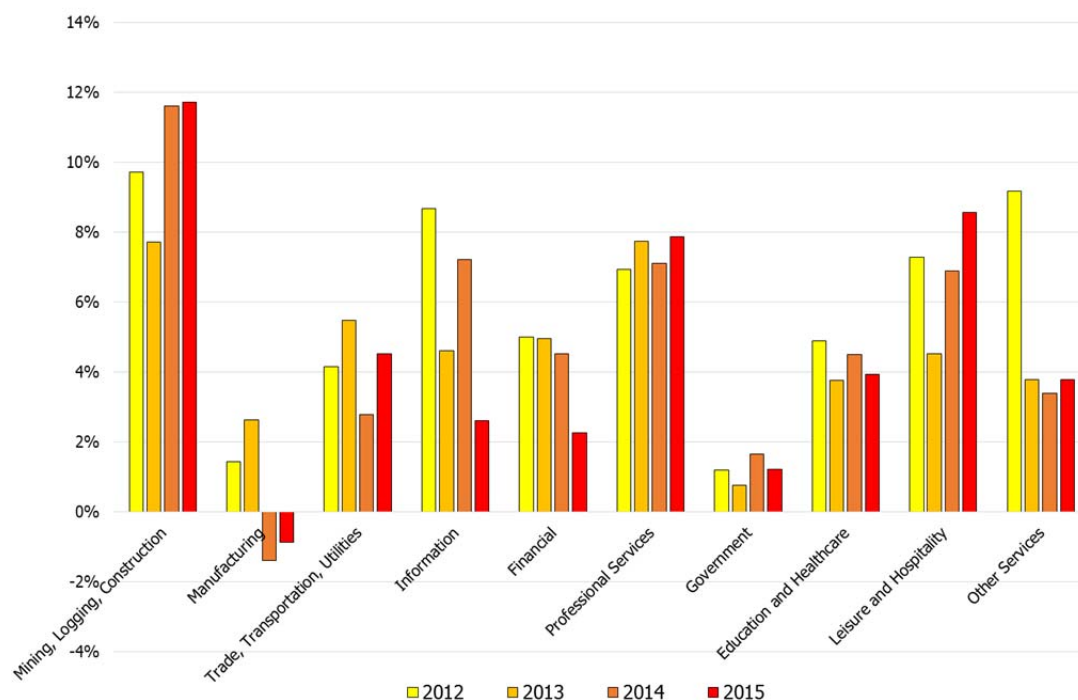
Despite some headwinds in manufacturing and continued mild growth in the state economy related to a high trade-weighted dollar value and the prolonged commodity price slump, most of Austin's large service sectors have continued to expand at a healthy pace. Buoyed by the continued strength and non-cyclical nature of its high-tech

employment cluster, the city's professional services sector added 57,300 jobs since the depths of the recession. This tightening of Austin's labor market continues to lead real wages higher. As a result, employment in non-basic sectors sensitive to consumer spending, such as leisure and hospitality, trade, transportation, and utilities, is also growing strong.

Employment Growth by Sector							
Sector	2010	2011	2012	2013	2014	2015	Total
Mining, Logging, Construction	600	(700)	3,900	3,400	5,500	6,200	18,900
Manufacturing	1,500	2,100	800	1,500	(800)	(500)	4,600
Trade, Transportation, Utilities	6,500	6,300	6,100	8,400	4,500	7,500	39,300
Information	600	1,400	1,900	1,100	1,800	700	7,500
Financial	(400)	2,300	2,300	2,400	2,300	1,200	10,100
Professional Services	7,000	8,700	8,700	10,400	10,300	12,200	57,300
Government	800	(3,900)	2,000	1,300	2,800	2,100	5,100
Education and Healthcare	4,400	6,200	4,700	3,800	4,700	4,300	28,100
Leisure and Hospitality	4,000	3,700	6,600	4,400	7,000	9,300	35,000
Other Services	(200)	800	3,100	1,400	1,300	1,500	7,900
Total	24,800	26,900	40,100	38,100	39,400	44,500	213,800

Source: Bureau of Labor Statistics

Annual Non-Farm Employment Growth by Sector



Demographic Trends

TOTAL POPULATION

The following table summarizes Austin MSA population and household data from the 2010 Census, with 5-year estimates and projections for 2015 and 2020, respectively. After growing approximately 12 percent over the previous five years, population growth is expected to slow to roughly 9 percent through 2020 as the MSA establishes a larger base. Current population sits at nearly 2 million people residing in 773 thousand households. Nielsen Claritas forecasts the area to grow by an annual average 35,855 people and 14,030 households between 2015 and 2020. This growth will necessitate an expansion of the Greater Austin Area housing stock.

Austin Market		Population and Household Growth		
	2010 Census	2015 Estimate	2020 Projection	
Population	1,716,289	1,927,989	2,107,262	
Total Numerical Change	-	211,700	179,273	
Total Percent Change	-	12.3%	9.3%	
Annual Number Change	-	52,925	35,855	
Annual Percent Change	-	3.0%	1.8%	
Households	650,459	733,239	803,391	
Total Numerical Change	-	82,780	70,152	
Total Percent Change	-	12.7%	9.6%	
Annual Number Change	-	20,695	14,030	
Annual Percent Change	-	3.0%	1.8%	
Average Household Size	2.6	2.6	2.6	

Source: Claritas/U.S. Census Bureau

AGE DISTRIBUTION

During the next five years, Austin's population is anticipated to grow across all age groups, including those aged 25-34, which makes it unique compared to other markets. Mimicking national demographic trends, the segment of the population over age 55 are anticipated to account for a much larger share of the regional population than previous cycles. Consequently, the demand for differentiated smaller products is expected to increase.

Both the number and percentage of population in the 45-64 age range, which is considered to be highest in earnings potential, are expected to increase in the region during the next five years. The 65-74 age group is expected to increase its share of the population by 2 percent, which is more than any other segment. These demographic shifts in age and income reinforce the need for developers and homebuilders to make timely alterations in neighborhood and/or floor plan designs to meet the needs of more elderly consumers.

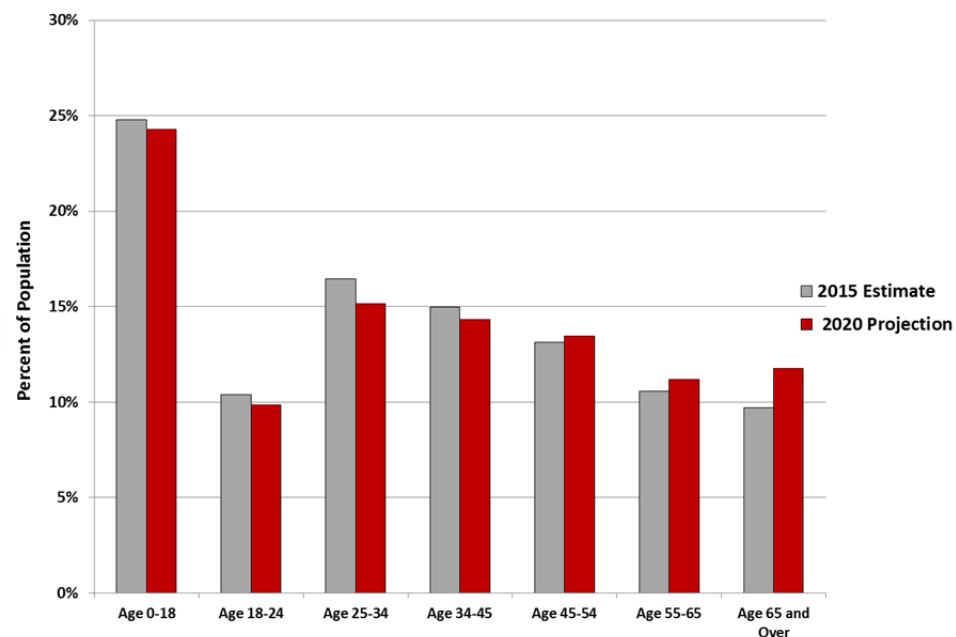
Austin's Population by Age

Population Distribution By Age Austin Market

Age Range	2015 Estimate		2020 Projection	
	Number	Percent	Number	Percent
Age 0-18	477,807	25%	511,595	24%
Age 18-24	200,155	10%	207,709	10%
Age 25-34	317,233	16%	318,989	15%
Age 34-45	288,551	15%	302,042	14%
Age 45-54	253,188	13%	283,829	13%
Age 55-65	203,875	11%	235,546	11%
Age 65 and Over	187,180	10%	247,552	12%
Total	1,927,989	100%	2,107,262	100%
Median Age	34.0		35.5	

Source: Claritas/U.S. Census Bureau

Austin Market Population by Age

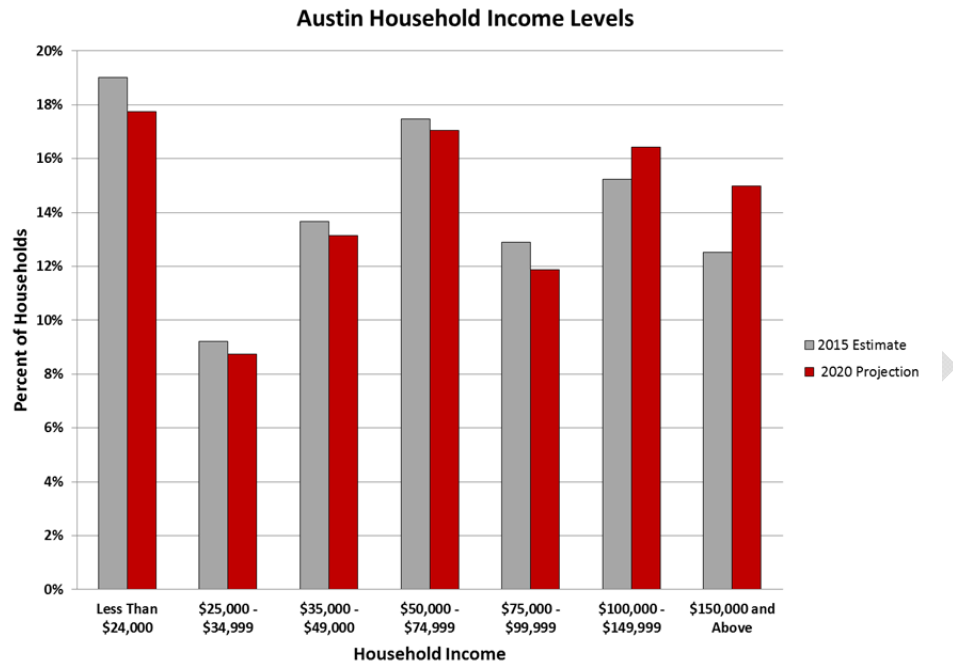


INCOME DISTRIBUTION

Austin's median household income has grown substantially in recent years. According to Nielsen Claritas estimates, the MSA's median income grew more than 10 percent over just the past couple years; in comparison, the national median income remained roughly stagnant. As Austin continues to grow, households with incomes of at least \$100,000 are anticipated to show the strongest growth. Consequently, further housing price appreciation is to be expected. However, as shown in the following chart, most area households will continue earning less than \$24,000 per year, leaving a broad swath of the market unattainable

Austin's Population by Household Income

Household Income Distribution Austin Market				
Income Range	2015 Estimate		2020 Projection	
	Number	Percent	Number	Percent
Less Than \$24,000	139,427	19%	141,244	18%
\$25,000 - \$34,999	67,538	9%	69,483	9%
\$35,000 - \$49,000	100,144	14%	104,526	13%
\$50,000 - \$74,999	128,140	17%	135,585	17%
\$75,000 - \$99,999	94,552	13%	94,552	12%
\$100,000 - \$149,999	111,707	15%	130,733	16%
\$150,000 and Above	91,731	13%	119,275	15%
Total	733,239	100%	795,398	100%
Median Income	\$61,610		\$65,939	
Average Income	\$83,551		\$90,080	
Source: Claritas/U.S. Census Bureau				

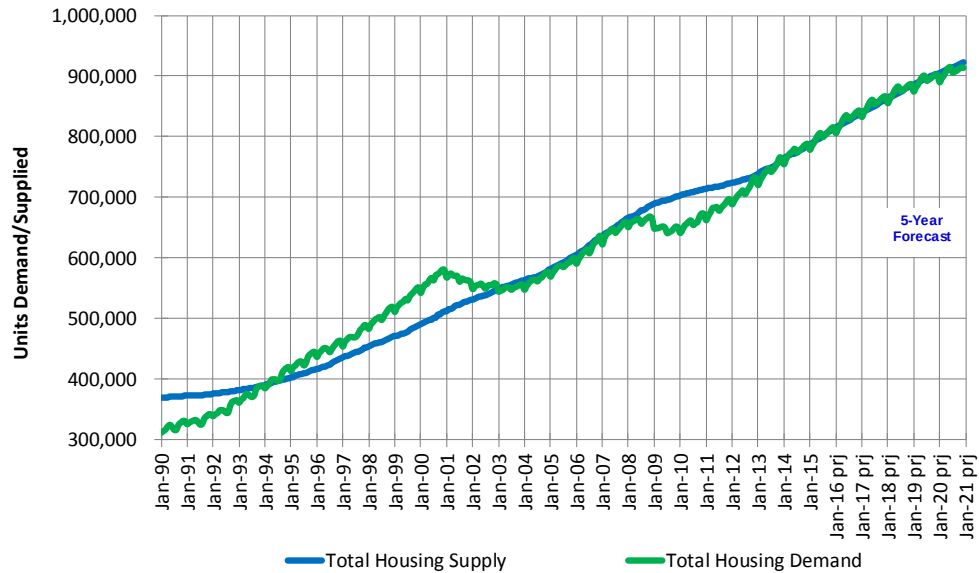


Residential Real Estate Market

AGGREGATE SUPPLY & DEMAND

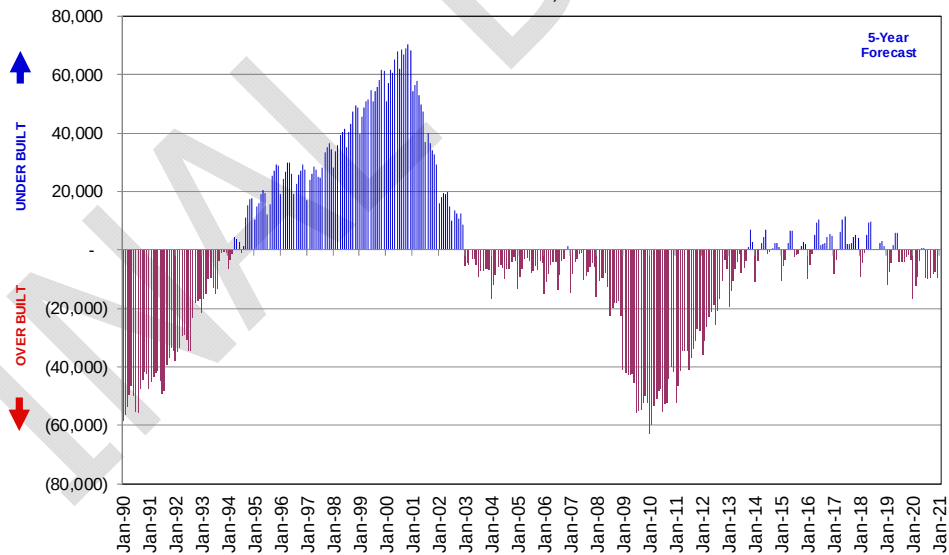
Patterns of housing over supply and under supply are based upon a comparison between a given year's ratio of jobs and housing relative to the long-term trend. During recessionary years, employment losses produced a condition whereby the existing housing stock was too large in comparison to the employment base, contributing to price degradation. Employment gains since the recession, on the other hand, have caused housing demand to grow at a faster rate than housing supply. This excess demand is leading to a general shortage that is expected to become increasingly apparent as the cycle matures.

HOUSING DEMAND AND SUPPLY PATTERNS Austin-Round Rock, TX



Source: Bureau of Labor Statistics; Census Bureau; National Assoc. of Realtors; Real Estate Economics

HOUSING (OVER)/UNDER SUPPLY PATTERNS Austin-Round Rock, TX

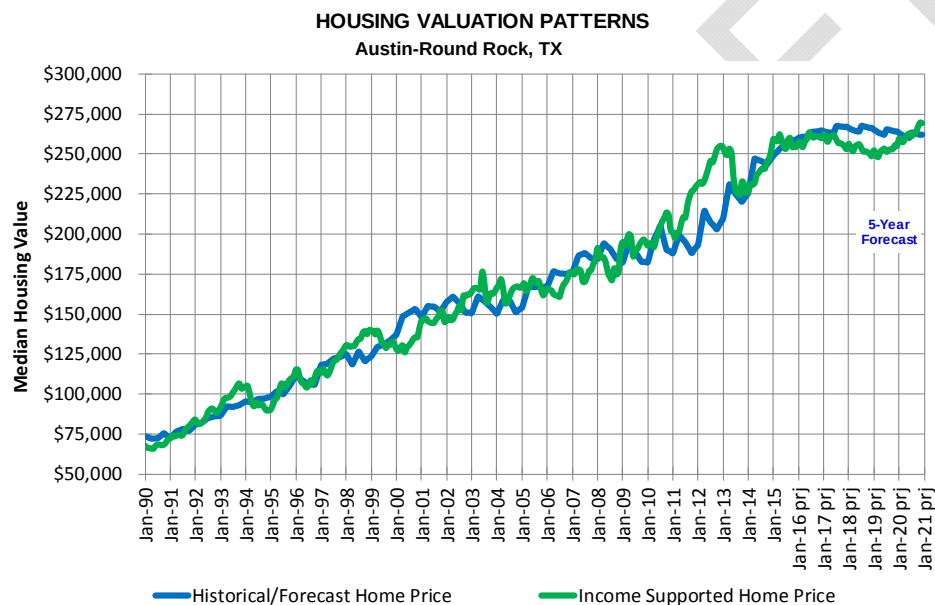


* Over/Under supply measures based on current jobs-to-housing relationship relative to long-term relationship between jobs and housing.

Source: Bureau of Labor Statistics; Census Bureau; National Assoc. of Realtors; Real Estate Economics

PRICING AND AFFORDABILITY

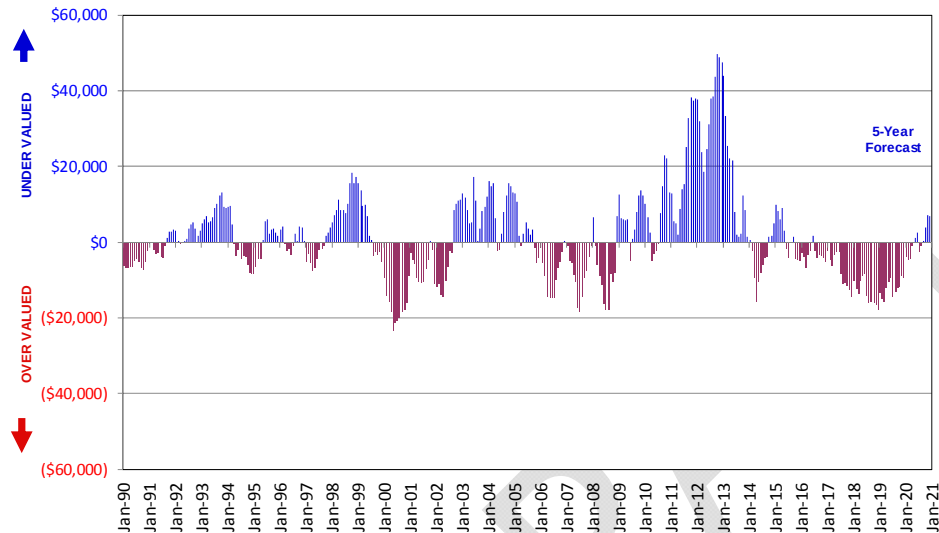
Austin area housing prices are currently –and expected to continue–exceeding the income-supported home price. Our ‘Supportable Median Home Price’ (shown by the green curve in our graph below) is derived from equilibrium housing costs based upon the 40-year trend line between housing values and household incomes. ‘Historical/Forecast Median Home Price’ (shown by the blue curve) is compared with supportable median prices to measure the degree of over/under valuation.



Source: Bureau of Labor Statistics; Census Bureau; National Assoc. of Realtors; Real Estate Economics

Though some under valuation was evident in the mid- to late 1990s, over valuation became increasingly apparent during the 2003-2006 unsubstantiated run-up in prices. The resultant economic and housing crisis caused artificially high housing prices to plummet, creating under valuation during recessionary years that was almost as significant as over valuation during the peak of the previous cycle. Currently, housing prices are not yet inflated to a significantly overvalued status, but extreme overvaluation is likely to appear soon if the Austin region’s political constraints to affordable housing development are not eased and construction costs continue their upward trend.

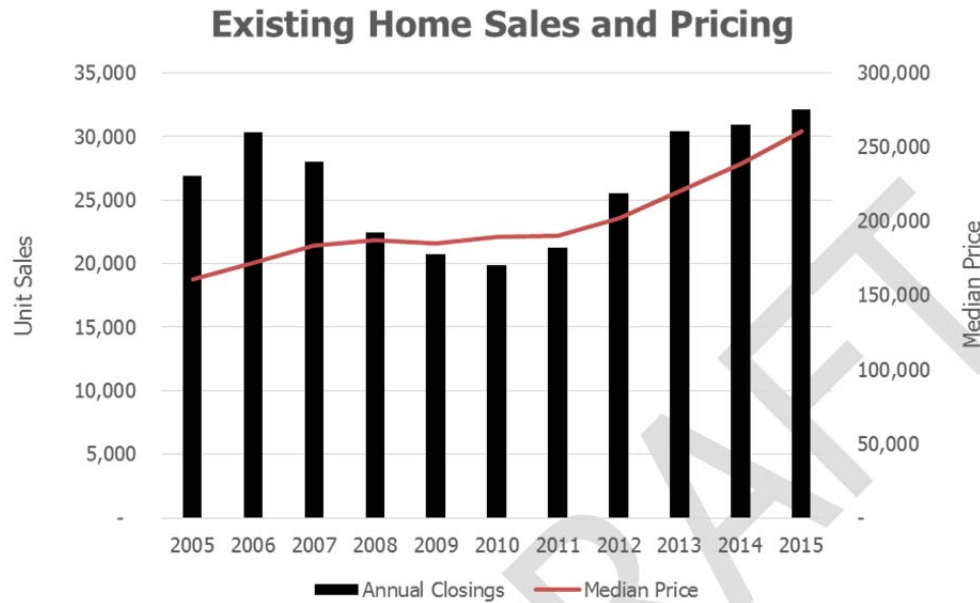
HOUSING (OVER)/UNDER VALUATION PATTERNS
Austin-Round Rock, TX



* Over/Under valuation based on value of housing (inclusive of mortgage rates) relative to long-term relationship between housing value & household incomes.
Source: Bureau of Labor Statistics; Census Bureau; National Assoc. of Realtors; Real Estate Economics

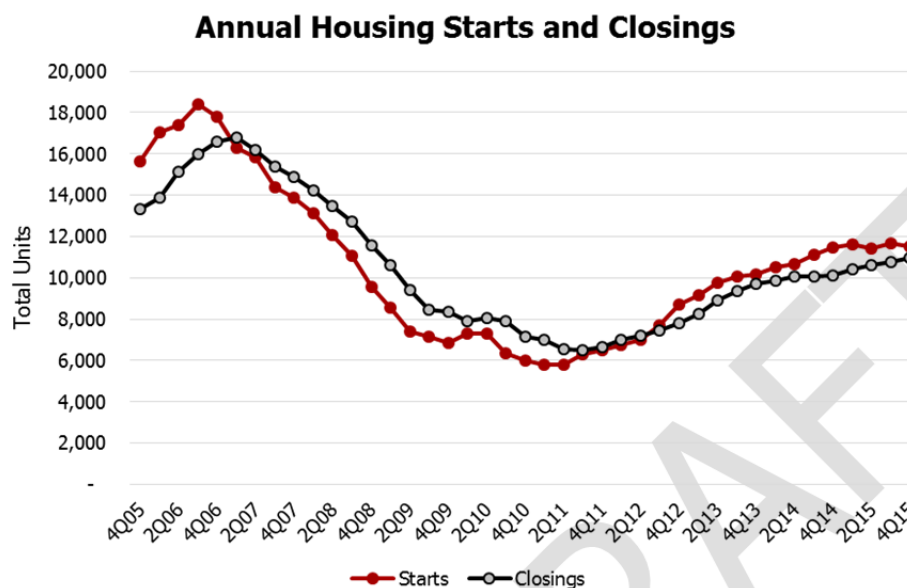
EXISTING HOME MARKET TRENDS

Austin's resale home market adequately portrays the area's robust demand for livable square footage. The total dollar volume of MLS transactions reached \$10.5 billion in 2015, which is more than twice the post-recession low and 52 percent higher than the previous peak reached in 2006. A combination of rising prices and unit sales were responsible for the large increase. Annual closings reached 32,115 by the end of 2015, up 62 percent from the 19,872 units sold during the same period five years ago. Similarly, the median home price increased 37 percent, going from \$189,650 in 2010 to \$260,429 at the end of last year. Months of supply dropped from 5.6 to a record low of 2.1 over the same period.



NEW HOUSING STARTS & FORECAST

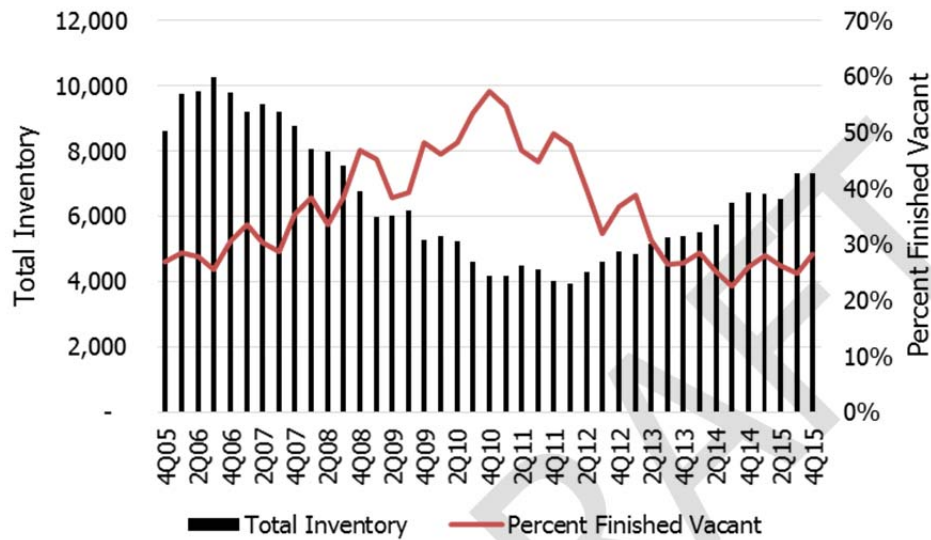
The annual pace of new single-family housing starts reached 11,540 in 4Q15, which is almost twice the bottom reached 5 years ago after the Financial Crisis. However, on a year-over-year basis, growth in starts remained roughly unchanged versus 2014. During this time, homebuilder sentiment remained generally positive, although we have heard some only complaints regarding stiff competition over trades and rising land/lot prices due to new market entrants. Overall, however, most builders are expecting a good 2016. They are working hard to position deals appropriately, and we expect some heavy-hitters will attempt to push back harder on pricing throughout the year.



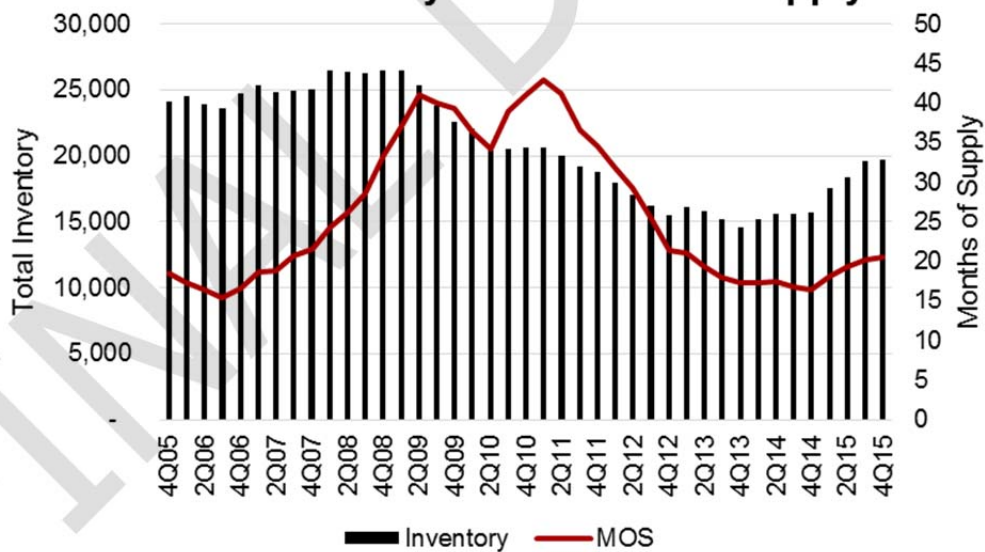
NEW HOUSING AND VACANT DEVELOPED LOT INVENTORY TRENDS

New housing and vacant developed lot inventory have both been trending upward lately. According to our most recent figures, a total of 7,310 homes were either under construction or sitting finished, vacant and ready to be sold. The current 8 months of supply remained relatively unchanged compared to a year ago, but this level is significantly high compared to historical norms – thus explaining why housing absorption failed to keep pace with lot deliveries over the past couple years. It seems that builders may have reached short-term capacity limits. Meanwhile, VDL inventory, currently at 19,705, grew by 3,992 units versus a year ago. As a result, VDL months of supply increased from 17.1 months in 3Q14 to 20.2 months during 4Q15. Metrostudy considers current lot inventory to be within the long-term equilibrium range for this region.

New Housing Inventory



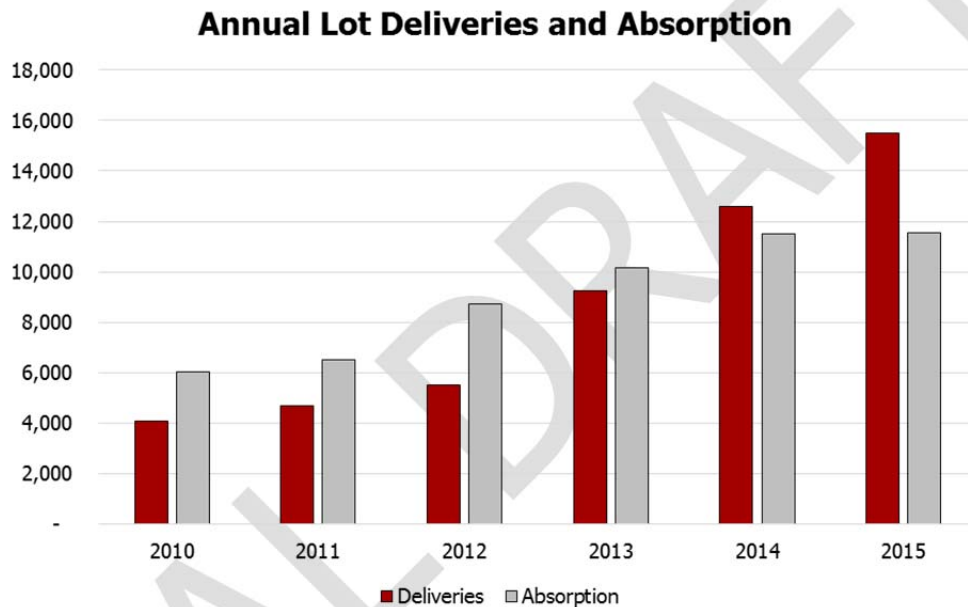
VDL Inventory and Months of Supply



VACANT DEVELOPED LOT ABSORPTION AND INVENTORY

After several years of lot demand outstripping supply and declining inventories, lot deliveries began to outpace absorption (housing starts) during 2014. The trend

continued through 2015, with developers bringing 3,945 more lots online than builders actually absorbed. As a result, vacant developed lot inventory and months of supply increased over the past couple years. However, readers should not interpret this to imply fundamental weakness in the housing market. Overall, months of vacant developed lot supply is still within the long-term range that Metrostudy considers to be equilibrium for this market.



III. Target Market Area Analysis

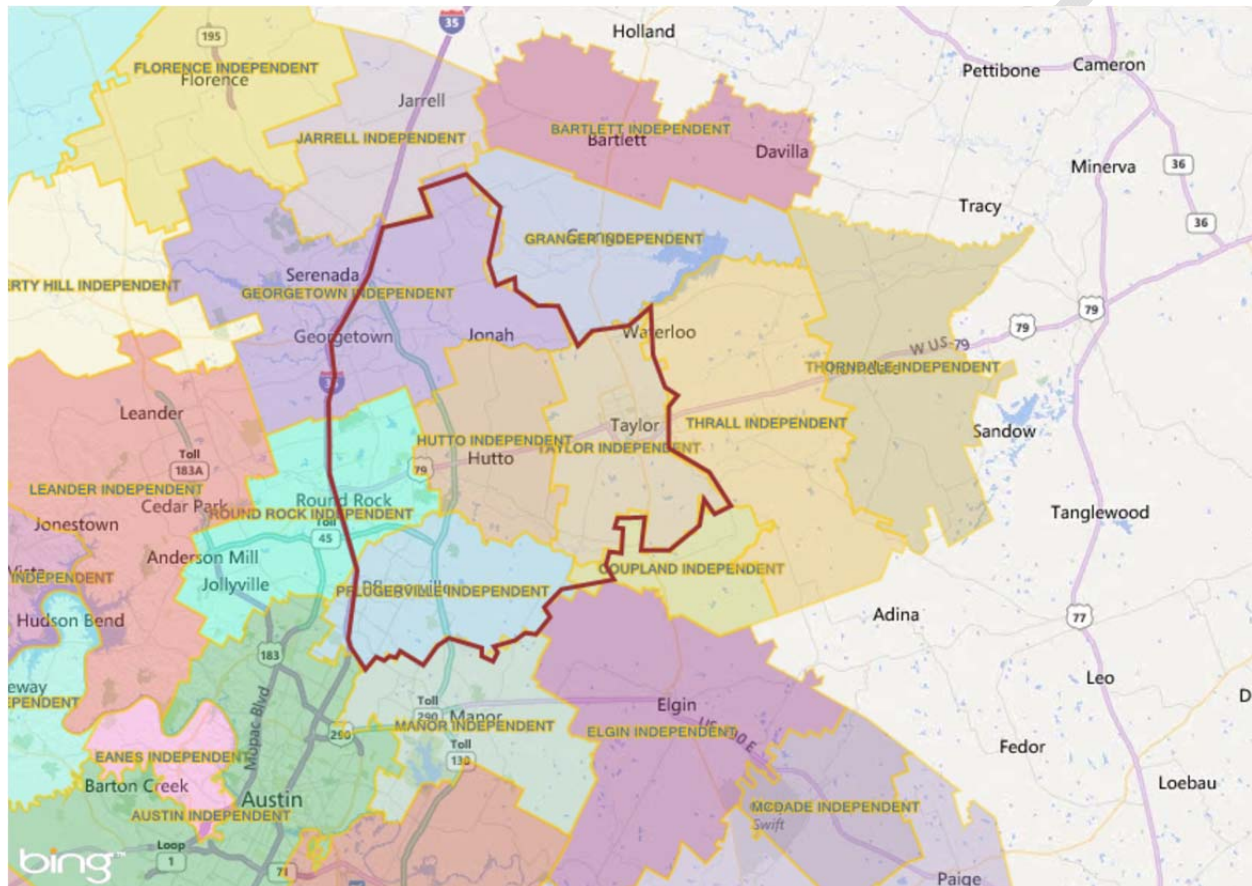
Introduction

The following section describes the socioeconomic and residential real estate market trends in the City's trade area. An evaluation of housing sales, starts activity, lot inventory levels, and future development plans will provide a foundation for understanding the area's supply and demand, product preference, competition, and potential opportunities.

FINAL DRAFT

Definition and Justification

The map below shows the boundaries for the Target Market Area (TMA), as well as the City of Taylor's position within the TMA.



The TMA boundaries were established using several market-related considerations. Primarily, these borders are represented by:

- **North:** The northernmost boundaries of Georgetown Independent School District.
- **South:** The southernmost boundaries of Pflugerville Independent School District.
- **East:** The easternmost boundaries of the City of Taylor's extraterritorial jurisdiction.

- **West:** I-35.

Many of the communities within the TMA boundaries are expected to compete for the same buyer traffic. They will share the same infrastructure advantages and disadvantages, such as retail and commercial locations, traffic patterns, drive time to and from employment centers, and recreational facility availability. Consequently, new-home trends in the TMA communities are expected to be indicative of future demand for particular housing products in the City of Taylor.

Population and Household Trends

Metrostudy uses demographic data and projections from Claritas to help in characterizing geographic areas and in establishing trends. The underlying goal is to understand the buyer profile and determine the appropriate value proposition.

Population and household estimates indicate that the TMA is experiencing considerable growth. As of 2015, there were an estimated 281,143 people in 95,333 households. The TMA is expected to experience a population increase of approximately 32,533 and household increase of 10,998 by 2020, representing gains of nearly 12 percent.²

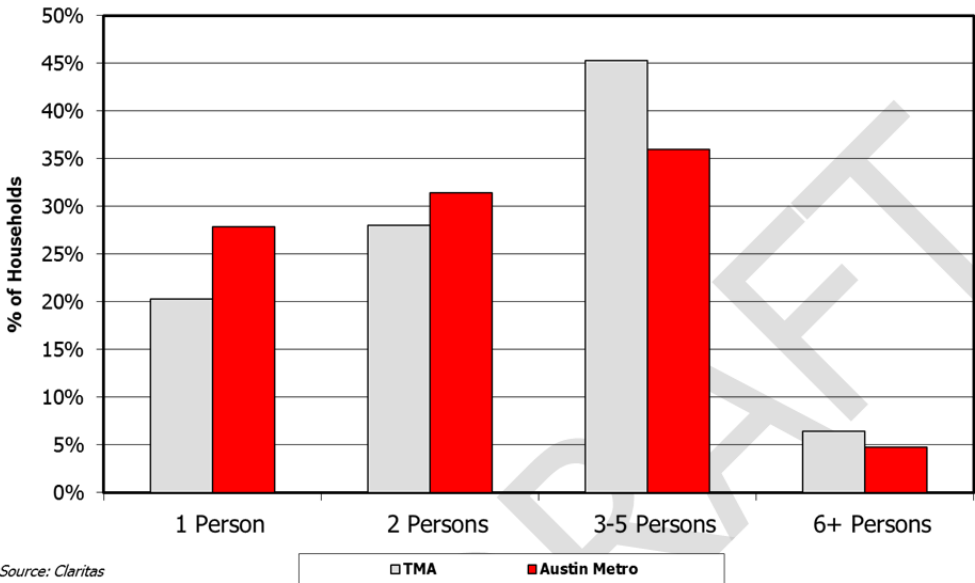
² Population and household growth estimates are always conservative. It is reasonable to assume the TMA will necessitate household growth of approximately 14 percent with a minimum of 11.5 percent and a maximum of 16.8 percent over five-year period spanning 2015-2020.

Northeast TMA		Population and Household Growth		
	2010 Census	2015 Estimate	2020 Projection	
Population	240,317	281,143	313,676	
Total Numerical Change	-	40,826	32,533	
Total Percent Change	-	17.0%	11.6%	
Annual Number Change	-	2,916	6,507	
Annual Percent Change	-	1.1%	2.2%	
Households	81,614	95,333	106,331	
Total Numerical Change	-	13,719	10,998	
Total Percent Change	-	16.8%	11.5%	
Annual Number Change	-	980	2,200	
Annual Percent Change	-	1.1%	2.2%	
Average Household Size	2.9	2.9	2.9	

Source: Claritas

The TMA currently has an average household size of 2.91 persons, slightly larger than the 2.57 average size for the Austin area. Households consisting of 2 or fewer persons account for approximately 48 percent of the households within the TMA, while households containing 3-5 persons account for approximately 45 percent. Unsurprisingly, the TMA distribution of households in the 3-5 person range is about 10 percent higher than the Austin area, reflecting its attractiveness as a destination for families with children.

**Target Market Area vs. Austin
Percent Distribution of 2015 Households by Size**



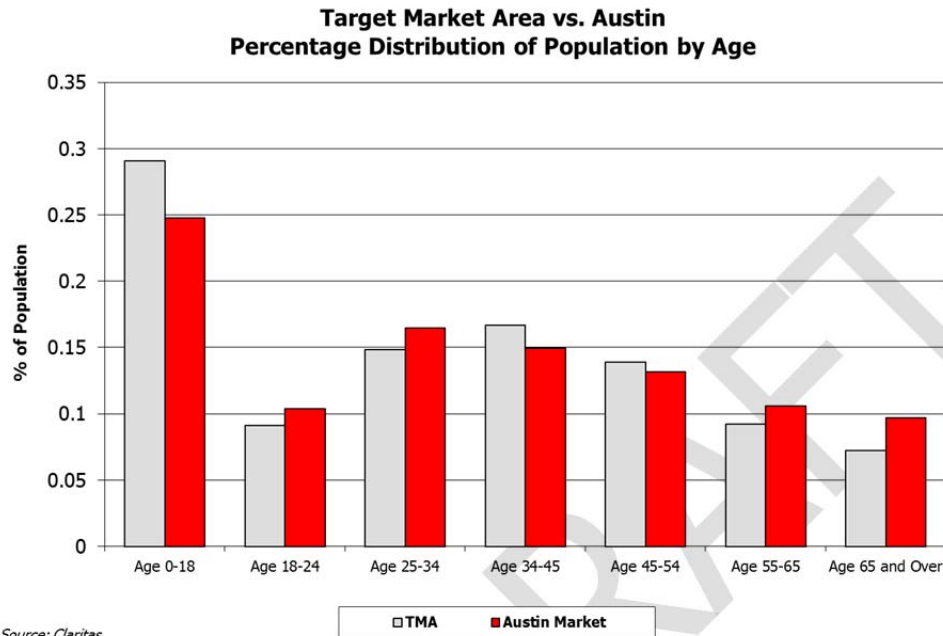
**Northeast Austin TMA
Household Size Profile
2015 Estimate**

Household Size	2015	% Distribution
1 Person	19,346	20%
2 Persons	26,706	28%
3-5 Persons	43,160	45%
6+ Persons	6,120	6%
TOTAL	95,332	100%

TMA Average HH Size: 2.91
Austin Metro Avg. HH Size: 2.57

Source: Claritas

As is typical with suburban areas of Austin with high quality public schools, the age distribution skews slightly younger, with 28% of residents under the age of 18. Another TMA contrast with the Austin market is the higher distribution of prime working age (34-54 year old) adults. This is the ideal buyer profile for the types of housing envisioned in the City of Taylor.



On average, households within the TMA have higher household incomes than the overall Austin metro area. The TMA's estimated average household income for 2015 was \$80,107 with an estimated median household income of \$67,815. For comparison, the average household income in Austin was \$83,551 with a median household income of \$61,610.

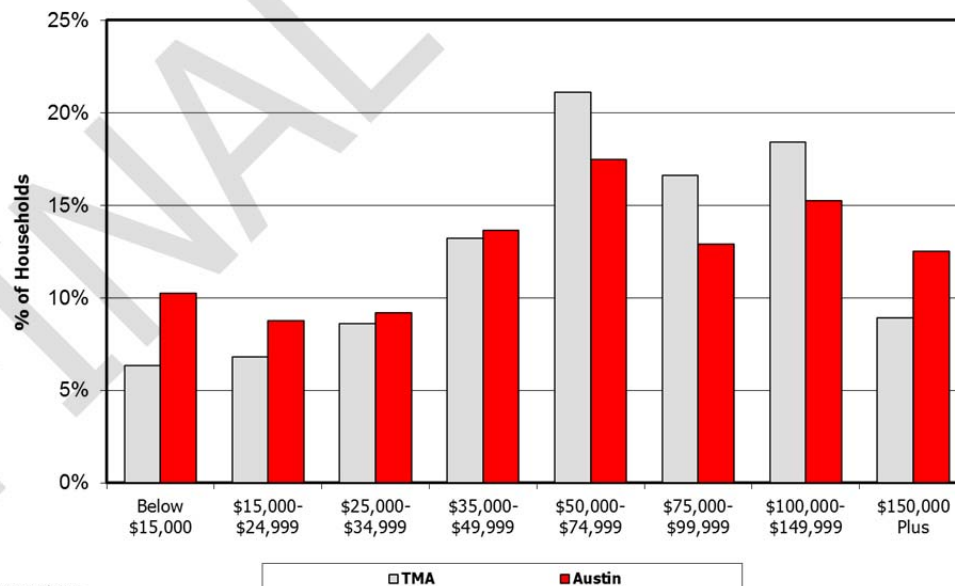
**Target Market Area
Income Profile of Households
2015 Estimate**

Household Income	2015	% Distrib.
Below \$15,000	6,041	6%
\$15,000-\$24,999	6,495	7%
\$25,000-\$34,999	8,194	9%
\$35,000-\$49,999	12,599	13%
\$50,000-\$74,999	20,119	21%
\$75,000-\$99,999	15,824	17%
\$100,000-\$149,999	17,570	18%
\$150,000 Plus	8,491	9%
TOTAL	95,333	100%

TMA Median HH Income:	\$67,815
TMA Average HH Income:	\$80,107
Austin Metro Med. HH Income:	\$61,610
Austin Metro Avg. HH Income:	\$83,551

Source: Claritas

**Target Market Area vs. Austin
Percent Distribution of 2015 Household Incomes**



Residential Analysis

This section describes recent quarterly trends in single-family housing starts and vacant developed lots in regards to price, volume, lot sizes, and subdivisions.

HOUSING STARTS

The table and chart on the following page display the annual rate of new single-family home starts on a quarterly basis from 4Q10 through 4Q15 for both the overall Austin market and the TMA, with the percent share of the metropolitan Austin market captured by the TMA also displayed.

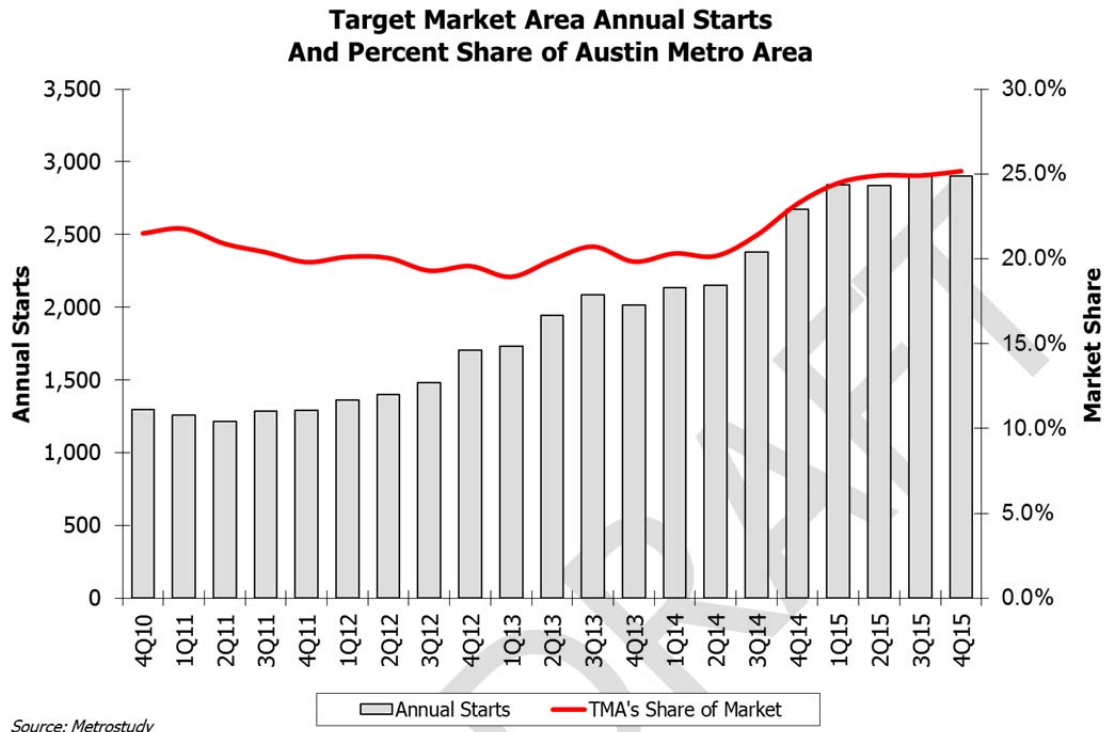
Annual starts on single-family homes within the TMA increased substantially since 4Q10, climbing from 1,295 to 2,904 annual starts by the end of 4Q15. As a result, the TMA's relative share of starts activity Austin area increased from 21.5% to 25.2%. We expect the TMA capture rate to stay on the same relatively stable path over the next five years due to higher barriers to entry in other submarkets.

The following table and chart illustrate the historical and forecast rate of single-family housing starts in the Austin survey region and the TMA, as well as the historical and forecast market share.

**Target Market Area Starts
and Market Share of Total Austin Starts
4Q12 to 4Q15 and Projected**

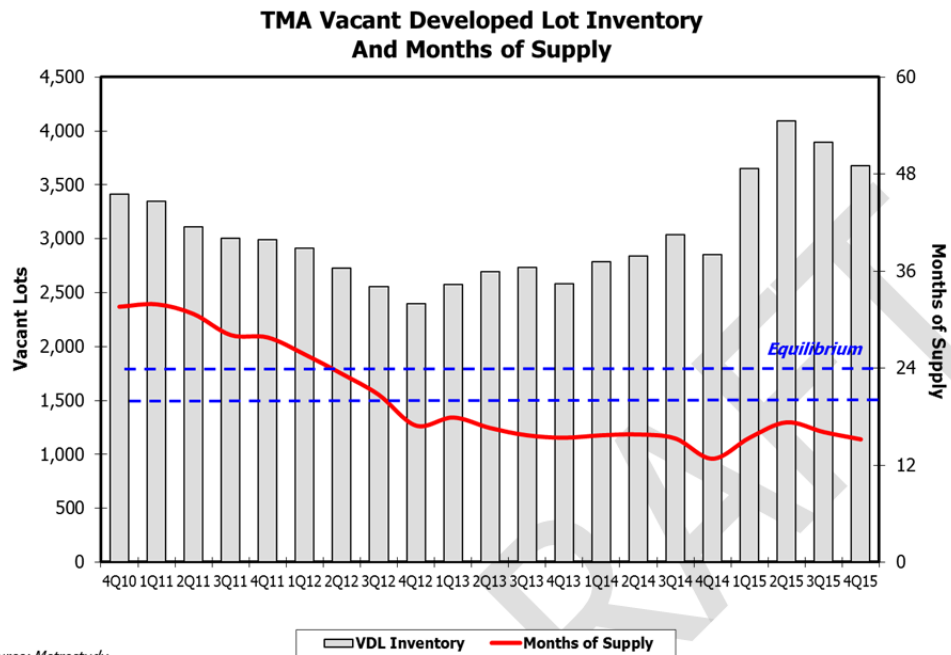
Qtr/Yr	Ann. Starts Austin	Ann. Starts TMA	TMA Share of Austin
4Q10	6,022	1,295	21.5%
1Q11	5,777	1,258	21.8%
2Q11	5,818	1,215	20.9%
3Q11	6,293	1,283	20.4%
4Q11	6,518	1,291	19.8%
1Q12	6,760	1,360	20.1%
2Q12	6,988	1,401	20.0%
3Q12	7,685	1,483	19.3%
4Q12	8,723	1,707	19.6%
1Q13	9,136	1,730	18.9%
2Q13	9,763	1,946	19.9%
3Q13	10,077	2,088	20.7%
4Q13	10,169	2,017	19.8%
1Q14	10,508	2,135	20.3%
2Q14	10,657	2,149	20.2%
3Q14	11,137	2,382	21.4%
4Q14	11,488	2,671	23.3%
1Q15	11,605	2,840	24.5%
2Q15	11,396	2,839	24.9%
3Q15	11,674	2,908	24.9%
4Q15	11,540	2,904	25.2%
<i>Projected</i>			
2016	11,500 to 12,500	2,933 to 3,188	25.5%
2017	12,500 to 13,000	3,163 to 3,289	25.3%
2018	13,000 to 13,500	3,263 to 3,389	25.1%
2019	13,500 to 14,000	3,375 to 3,500	25.0%
2020	13,500 to 14,000	3,362 to 3,486	24.9%
Avg. 16'-20'	12,800 to 13,400	3,119 to 3,288	25.2%

Source: Metrostudy



VACANT DEVELOPED LOTS

The following chart shows recent quarterly lot inventory trends in Austin and the TMA. Austin's total VDL inventory had been in rapid decline since the beginning of the current market cycle (in 2010), as increasing consumer demand worked to clear the backlog resulting from the housing boom. Although total inventory has crept back up since 2014, months of supply is still well within the range Metrostudy considers to be equilibrium for this region. In the TMA, however, developers were unable to accelerate lot production to match the robust rebound of home starts rates. As a result, months of available lot supply is roughly 25 percent below equilibrium. Under present conditions, we expect new entrants (communities) to experience above average absorption, especially if the product is sufficiently differentiated or priced competitively on per square foot basis.

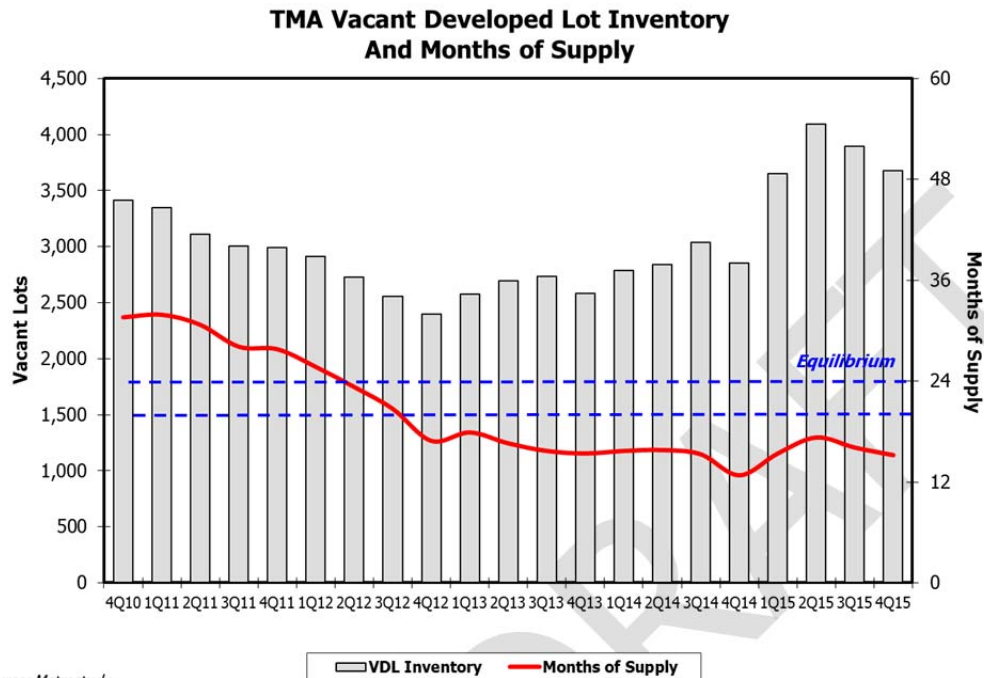


**Austin and Target Market Area
Vacant Developed Lot Inventory and Months of Supply
4Q10 to 4Q15**

Qtr/Yr	Austin VDL	Months of Supply	TMA VDL	Months of Supply
4Q10	20,615	41	3,412	32
1Q11	20,651	43	3,347	32
2Q11	19,974	41	3,108	31
3Q11	19,237	37	3,004	28
4Q11	18,766	35	2,992	28
1Q12	17,993	32	2,910	26
2Q12	17,042	29	2,725	23
3Q12	16,239	25	2,558	21
4Q12	15,538	21	2,397	17
1Q13	16,090	21	2,578	18
2Q13	15,804	19	2,692	17
3Q13	15,151	18	2,731	16
4Q13	14,626	17	2,585	15
1Q14	15,176	17	2,788	16
2Q14	15,561	18	2,838	16
3Q14	15,585	17	3,038	15
4Q14	15,713	16	2,851	13
1Q15	17,566	18	3,651	15
2Q15	18,361	19	4,092	17
3Q15	19,623	20	3,897	16
4Q15	19,705	21	3,676	15

Source: Metrostudy

The TMA currently has 15 months of vacant developed lot supply versus the current market cycle average of 20. This is principally due to the increasing demand from end consumers and homebuilders for new livable square footage in the wider Austin area. Current conditions justify a more aggressive acquisition strategy for local developers.



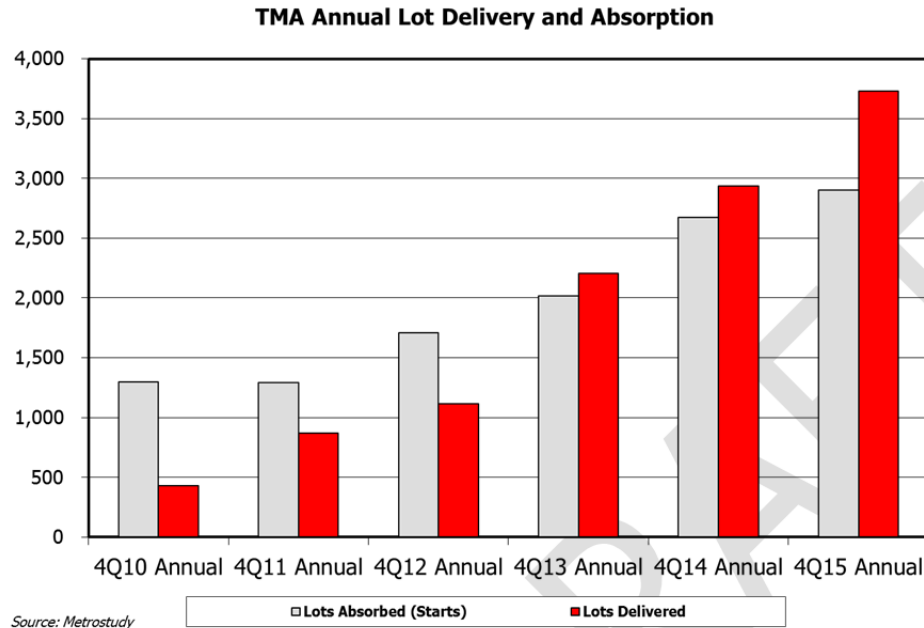
LOT DELIVERY AND ABSORPTION

Lot absorption has outpaced lot delivery in 16 of the previous 24 quarters, most recently in 4Q15. Overall, there has been a net decrease of 601 lots from inventory since the beginning of 2010. Over the previous four quarters, however, lot deliveries exceeded absorption by 825 units. This was due to a combination of two factors. Mainly, strong production in communities like Siena in Hutto, Paloma Lake in Round Rock, and Avalon in Pflugerville. Yet it was also due in part to the severe inclement weather experienced in Austin, and throughout the state of Texas, during the first half of 2015. It was a very wet year. This situation corrected in 3Q15 as lot absorptions outpaced lot deliveries and area weather stabilized. The following table shows historical lot deliveries and absorption rates during the current market cycle:

**Target Market Area
Quarterly Lot Delivery and Lot Absorption
1Q10 to 4Q15**

Yr/Qtr	Lots Absorbed	Lots Delivered	Net Increase or (Decrease)
1Q10	328	255	(73)
2Q10	427	74	(353)
3Q10	284	22	(262)
4Q10	256	79	(177)
1Q11	291	226	(65)
2Q11	384	145	(239)
3Q11	352	248	(104)
4Q11	264	252	(12)
1Q12	360	278	(82)
2Q12	425	240	(185)
3Q12	434	267	(167)
4Q12	488	327	(161)
1Q13	383	564	181
2Q13	641	755	114
3Q13	576	615	39
4Q13	417	271	(146)
1Q14	501	704	203
2Q14	655	705	50
3Q14	809	1,009	200
4Q14	706	519	(187)
1Q15	670	1,470	800
2Q15	654	1,095	441
3Q15	878	683	(195)
4Q15	702	481	(221)
Total	11,885	11,284	(601)

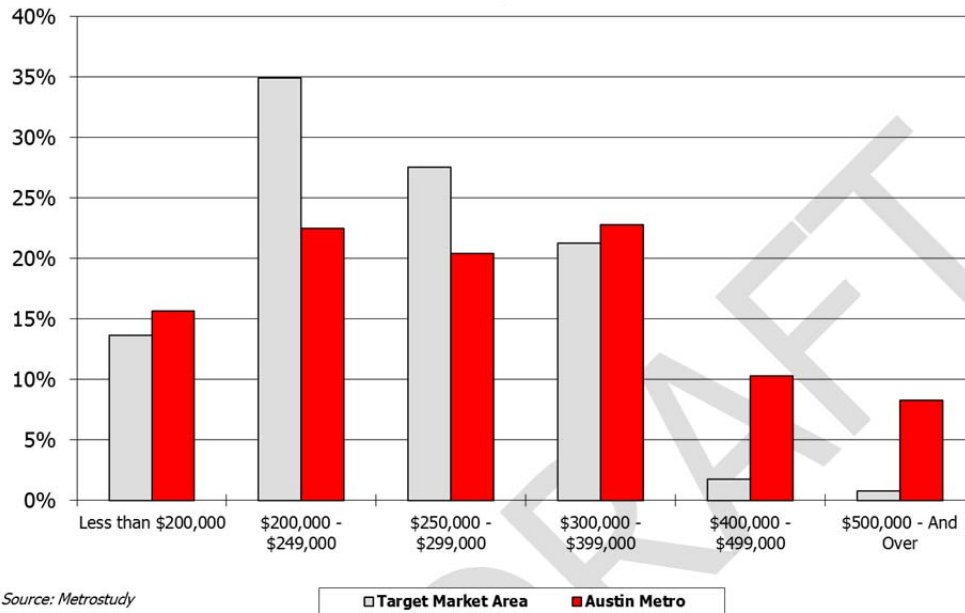
Source: Metrostudy



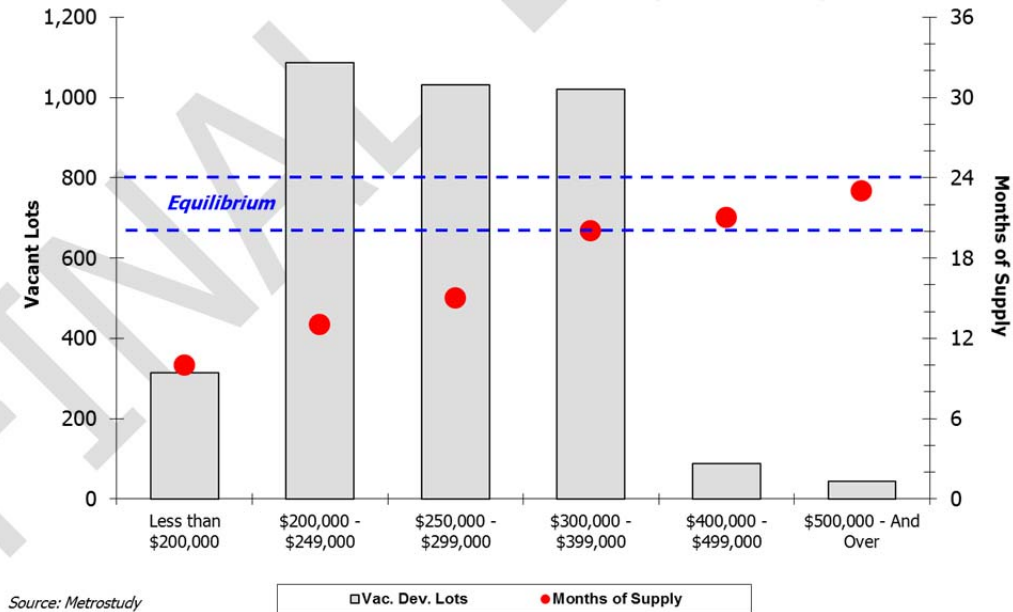
PRICE RANGE DISTRIBUTION OF NEW HOME STARTS AND VDL

Most TMA starts are in the \$200s. According to our most recent release (4Q15), these accounted for 63 percent of the TMA total, versus only 43 percent of Austin area starts. New homes priced above \$400,000 make up a tiny fraction (3%) of the market, so any future offerings in this category will have to be significantly cheaper on a per square foot basis and differentiated to an adequate extent that would entice high income or net worth households. The overall average months of supply of VDL across home price bands in the TMA is 15 months, well below the 20 to 24 month equilibrium range identified by Metrostudy. However, MOS is lowest for homes priced under \$300,000: the average MOS among those price bands is only 13. As a result, homes priced under \$300,000 are expected to achieve above average absorption.

**Percent Distribution of Annual Starts by Price Range
Austin and Target Market Area**

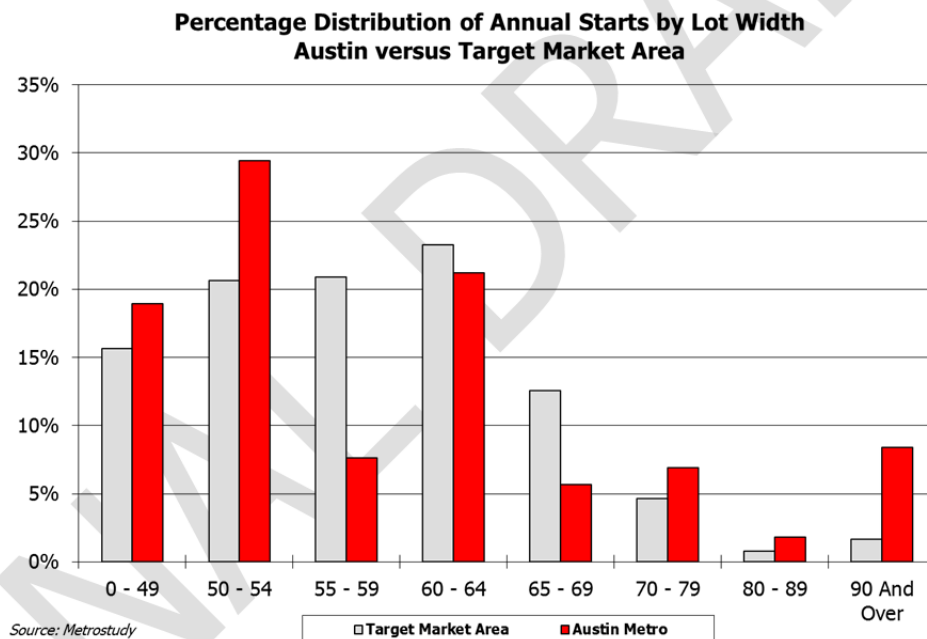


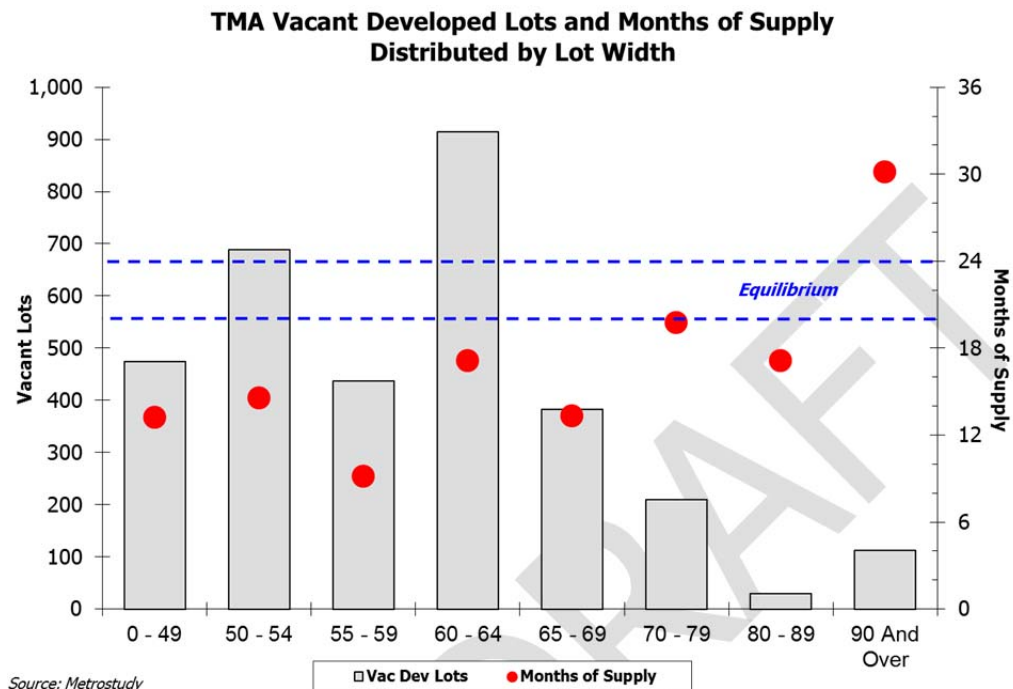
**TMA Vacant Developed Lot Inventory
And Months of Supply by Price Range for Housing**



TMA DEMAND BY LOT SIZE

The 60'-64' lot width range is the sweet spot of this market area. Unsurprisingly, given the price range distribution, the vast majority (92%) of housing starts are 64' and below, with the below 49', 50'-54', 55'-59', and prized 60'-64' lot ranges accounting for 16%, 21%, 21%, and 23%, respectively. For the most part, all lot size programs are below equilibrium, with the exception of 90' and above. The appearance of oversupply in extra-large lot programs, however, is overstated due to the area's lack of a real market for this product type.





TMA SUBDIVISIONS RANKED BY ANNUAL NEW HOME STARTS

The following table shows the top 10 subdivisions in the TMA ranked by the total number of new homes started during 4Q15. The top 10 subdivisions started at least 80 homes each during the previous four quarters, and accounted for 1,620 starts (56%) of the total annual starts in the TMA. The top-10 subdivisions also have only a 16.4-month supply of vacant developed lots, which is below the level Metrostudy considers equilibrium for this region. An increase in supply –either by incumbents or new entrants—is warranted under current conditions, and will continue to be for the foreseeable future.

Target Market Area Subdivisions Ranked by 4Q15 Annual Starts							
Rank	Subdivision Name Builders	Price Range (in Thousands of Dollars)	Lot Size	4Q15 Ann Starts	4Q15 Ann Closings	Vac Dev Lots	Months of Supply
1	Siena	\$190 - \$571	53'-63'	316	257	533	20.2
2	Teravista	\$231 - \$467	50'-60'	206	204	352	20.5
3	Paloma Lake	\$219 - \$427	53'-70'	203	218	205	12.1
4	Avalon	\$193 - \$419	50'-65'	201	157	243	14.5
5	Falcon Pointe	\$249 - \$336	55'	184	168	63	4.1
6	Highland Park	\$188 - \$260	20'-70'	139	128	37	3.2
7	Blackhawk/Lakeside	\$232 - \$423	70'-80'	109	43	186	20.5
8	Pinnacle	\$176 - \$216	47'-52'	98	71	34	4.2
9	Commons at Rowe Lane	\$235 - \$399	55'-65'	84	70	123	17.6
10	Glenwood	\$169 - \$217	50'-60'	80	88	139	20.9
Top 10 Total				1,620	1,404	1,915	16.4
Balance of TMA				1,284	1,292	1,761	16.4
TMA Total				2,904	2,696	3,676	15.2
Top 10 Subdivisions Share of TMA				56%	52%	52%	

Source: Metrostudy

PLANNED HOUSING PROJECTS

A total of 25,505 undeveloped lots have received either preliminary or final approval in the TMA. We include this information so that developers can get an idea of what is planned to come online over the next several years in the general market area. It is worth noting, however, that just because a plat is approved does not mean that the lots are under development. Many of these plats are only pre-approved and will enter the market only if Austin MSA single-family housing demand continues to grow unabated. Furthermore, delivery timing of lots will depend on the type of lot, the supply and demand for the lot type, and whether the lots are for brand new communities or “add-ons” to existing communities.

Target Market Area Future Lot Inventory				
Subdivision	Sec.	Lot Size	Developer	# of Lots
Addison (Georgetown)	Concept	N/A	Michael Moore	3,000
Avalon	Ph 11B	55x120	Blake Magee	1,888
Avalon	Ph 12	50x120	Blake Magee	1,640
Avalon	Ph 13	NA	Blake Magee	1,440
Avalon	Ph 14	60x120	Blake Magee	922
Avalon	Ph 16	NA	Blake Magee	915
Avalon	Ph 17	NA	Blake Magee	896
Avalon	Ph 5C	NA	Blake Magee	841
Avalon	Ph 6C	NA	Blake Magee	678
Ballantyne	Prel Plan	NA	Finley Company (Tim Finley)	637
Beaver Creek	Prel Plan	NA	Sealy Heatherwilde L.P.	550
Blackhawk/Lakeside II	Ph 2-1B Undefined	70x125	N/A	544
Blackhawk/Lakeside III	Future	NA	Robert Tieman	448
Blackhawk/Park III	Ph III Sec 2 Undefined	NA	N/A	445
Blackhawk/Park IV	Ph IV-6B	75x120	N/A	426
Blackhawk/Park VII	Ph VII-2 Undefined	NA	N/A	336
Cactus	FUTURE	N/A	Tejas Viego Land Company	330
Cantarra	FUTURE Sec III	N/A	Intermandeco	258
Cantarra	FUTURE Sec IV	NA	Intermandeco	224
Cantarra	FUTURE Sec V	N/A	Intermandeco	213
Cantarra	Sec IIA	50x120	Intermandeco	205
Cantarra	Sec IIIA (p) - DR	NA	Intermandeco	188
Cantarra II	FUTURE	N/A	N/A	182
Carmel	Prel Plan	NA	N/A	176
Carmel Creek	FUTURE	N/A	Pulte Homes	173
Carol Meadows	Sec 2	N/A	Bob Chambers	169
Chisholm Park Duplexes	Section 2	NA	LOM Services	161
Total Future Lots				25,505
Source: Metrostudy				

IV. Strategic Recommendations

The following section highlights Metrostudy's recommendations for the City of Taylor, based on our comprehensive review of the Austin Market and TMA analysis. The overarching goal of these recommendations is to promote the success of introducing new home development in Taylor focused on higher price points and more upscale housing. Among the strategic recommendations identified are potential market niches. Some of these recommendations are large scale, capital intensive, time intensive public policy initiatives. Some of them are simple events and marketing messages that can be implemented cost and time effectively. Each has been identified by Metrostudy as an action with a potential resulting outcome of facilitating or promoting the development of new more upscale homes in Taylor.

Create a Public Improvement District

During the course of reaching out to developers, we were advised that a Public Improvement District (PID) might be sufficient to serve as a competitive advantage for the City. In mentioning this, our developer client stated that a PID would significantly reduce the cost burden associated with building a level of amenity sufficient to attract homebuyers. As a result, project risk would be lower and expected returns would be higher.

Chapter 372 of the Texas Local Government Code (TLGC) provides the process for establishing a PID. According to the TLGC, PIDs may be formed to develop, rehabilitate or expand affordable housing; create water, wastewater, health and sanitation, or drainage improvements; street and sidewalk improvements; mass transit improvements; parking improvements; library improvements; park, recreation and cultural improvements; landscaping and other aesthetic improvements; art installation; creation of pedestrian malls or similar improvements; supplemental safety services for the improvement of the district, including public safety and security services; or

supplemental business-related services for the improvement of the district, including advertising and business recruitment and development.

By defining the boundaries for PID implementation, only the tax payers within the district are responsible for paying for the improvements that specifically benefit them. This is preferable to a direct subsidy from the local government or issuance of bonds that would compel taxpayers in other parts of the City to shoulder part of the financial burden for improvements that offer them no direct benefit.

Promote Taylor ISD Successes

The general perception of Taylor ISD is that it is more challenged than neighboring school districts, with a greater percentage of children from lower socioeconomic backgrounds. However, the District also has its success stories. Taylor ISD (with the assistance of the City) should seek venues and opportunities to promote its successes to those generally in the real estate industry. These successes can include expansions and improvements to campuses, athletic wins, academic highlights, and special programs offered in the schools. Messaging Taylor ISD successes to the local realtor community could be done very efficiently through ABOR member marketing and events. Such messaging (via email, special events presenting TISD to the realtor community, articles in the local Association magazine, etc.) can work to change the perception of Taylor ISD first among area realtors and secondly among homebuyers in the region. Homebuilders and developers stay acutely aware of homebuyer perceptions, so any momentum achieved in altering perceptions will likely feed directly up to the builders and developers and will influence their actions regarding Taylor.

Taylor ISD offers many successes upon which to build a new narrative, redirecting perception away from current inaccurate perceptions based on previous conditions within the District that have been greatly improved and rectified over the last seven to eight years. These successes include:

- Taylor High School has changed from being ranked “Academically Unacceptable” eight plus years ago to now being rated highly and achieving the highest graduation rate of any high school in Williamson County.
- Legacy Early College High School, and its strong academic performance and unique (one of 13 in Texas) program in which every student receives an Associate’s Degree at no charge. 98% of LECHS graduates go on to attend four year universities.
- The new large scale stadium, field house, softball / baseball facilities, and ag facility in process for development by TISD.
- The HS-TSTC Tech Connect Co-Op between Taylor ISD and Texas State Technical College offering eight technical vocational certificate programs at no cost to the students.
- Taylor High School and Legacy High School are “One to One” campuses, meaning every student receives a Mac Book Air.
- A student / teacher ratio that is 3 below the state average, at 19:1
- Extracurricular programs that are highly competitive with high student participation levels.
- Naomi Pasemann Elementary School is a Premiere Level “Leader in Me” School
- Taylor has been the State Champions in Academic Decathlon three times in the last eight years.

Market and Leverage Taylor’s “Hometown Feel”

Taylor is fortunate to offer a true hometown feel including the City’s vintage neighborhoods and historic downtown. This is an advantage that Taylor can leverage to attract homebuyer / new resident interest in the community, which can ultimately lead to builder / developer interest in developing communities and housing in Taylor.

The overall umbrella of marketing the “Hometown Feel” can take three forms:

- Policies and incentives that encourage continued investment and improvement in assets like Taylor's historic downtown that foster this "Hometown Feel"
- Organized promotion of Taylor's current "Hometown Feel" assets and events
- New and different community events that emphasize these "Hometown Feel" assets and raise awareness of them to potential residents from throughout the Austin area.

Implement Policies for the Protection and Investment in "Hometown Feel"

Assets

Metrostudy identifies two key sets of assets that contribute to the "Hometown Feel" of Taylor: (1) Its historic neighborhoods and (2) the vintage downtown area. Taylor's historic neighborhoods should be protected, improved, and promoted by the creation of a neighborhood specific Historic District with unique street signage, wayfinding, and plaques noting the importance of each historic home within. The policy aspect of implementing a historic district centers on regulating remodel and rebuild / tear down activity in the neighborhood and specific to the historic homes themselves. When setting such policies, balance must be achieved between protecting the homes and neighborhood and realistically meeting the needs of actual neighborhood residents. This action could foster new more upscale housing development in Taylor because it makes the existing town assets more attractive and places greater emphasis on these assets, making Taylor overall a more desirable (or perceived to be more desirable) place to live.





The policies and initiatives that could bolster Taylor's historic downtown area are likely to be more investment intensive. Taylor is already focusing resources towards this successfully via the Taylor Main Street Programs, including the Downtown Rental / Purchase Program. Such programs have contributed to Downtown successes like the McCrory Timmerman building redevelopment. Continued program successes in this area will only further bolster Taylor's historic downtown area which will contribute to strengthening the "Hometown Feel" asset possessed by Taylor. This asset is a powerful advantage that many competing suburban areas do not offer. The strength and appeal of Downtown Taylor can lead to setting the stage for the community to be perceived as a desirable place to live and a desirable, suitable place for additional upscale single family housing development.

Organized Promotion of Existing "Hometown Feel" Assets

This family of action steps is generally low cost in nature, and works to raise awareness of Taylor among both Austin area building / development professionals and potential new residents from throughout the Austin region. One immediate opportunity is expanded marketing and promotion of the Blackland Prairie Days event throughout the greater Austin area. This fun event can be leveraged as a springboard for residents from other surrounding, more crowded suburban areas throughout the Austin region to have a reason to come to Taylor, and become familiar with Taylor. Direct marketing in area "Community Impact News" type newspapers serving Round Rock, Georgetown, Pflugerville, Leander, Cedar Park, and others could be effective to this end. Also,

promoting the event informally through family oriented Facebook feeds favored by families in these suburbs could be a low cost high impact effort. Finally, promoting the event in publications like Austin Family magazine / website could reach families in these other competing suburbs effectively. The goal of this effort is to leverage an event that is already happening to raise overall Austin-wide market awareness of Taylor. More interaction with and awareness of Taylor plants the seed of Taylor as a place to live, and gets Taylor on the radar of a greater pool of potential future homebuyers and residents. Austin's population has grown significantly in recent years, with many of these new residents from out of state. These residents will not have a reason to know about Taylor if they are not presented with a compelling reason to visit the town.

New and Different Events to Promote Taylor's "Hometown Feel" Assets

In addition to leveraging this existing event, Metrostudy has identified several additional targeted events:

Host a ULI Austin District Council Event at McCrory Timmerman: Urban Land Institute, or ULI, is a broad based think tank and professional organization for those involved in the real estate development industry and allied professions. The Austin District Council holds monthly meetings for both their overall membership as well as targeted meetings for their Young Leaders (under 35) group. These meetings typically contain both a professional networking and educational component, and often are held at a local new development or redevelopment of note. The McCrory Timmerman building is a perfect example and a perfect venue for such a meeting. The net outcome of hosting ULI would be awareness of a) activity and investment in Taylor, and b) Taylor overall as a destination among a group that includes the developers, consultants, and bankers that facilitate development in greater Austin.

Host a Homebuilders Association of Greater Austin event at McCrory Timmerman – both Williamson County Chapter and Overall Membership: The overall goal of this effort would be similar to that of hosting the ULI event. A low cost but potentially high impact

opportunity to drive awareness of activity within and the desirability of Taylor among local professionals charged with developing and building new housing in the overall Austin market.

Hold a Historic Home Tour “Sip and Stroll” type of event: A walking (or bus) tour of Taylor’s historic neighborhoods and homes could also work to build awareness of Taylor among both providers of upscale new housing as well as potential residents. Such an event could be oriented towards awareness growth among builders / developers if it were held in conjunction with ULI, ABoR, or Homebuilders Association of Greater Austin. A similar event could be oriented towards potential new residents if it were marketed in much the same way Metrostudy recommended marketing Blackland Prairie Days to residents of nearby and region-wide suburbs. Unlike holding events at McCrory Timmerman, this recommendation brings along with it the added logistical and possible political challenge of recruiting historic homeowners to participate in the event. One opportunity to create awareness of Taylor by leveraging its historic neighborhoods and homes while not requiring residents to make the inside of their homes available would be a holiday event mimicking “Lights in the Heights” in the Houston Heights area of Houston. This historic neighborhood in Houston holds an extensive holiday light festival every year where streets are closed off, residents sit on their porch and visit with event attendees, and decorate their homes extensively for the holiday. Typically a holiday concert is also held in a neighborhood park, giving the event a central congregating location.



One Austin area land developer interviewed during this process indicated that many residents in the greater Austin area do not have much of a mental image of Taylor, because they generally travel around Taylor on the south 79 Bypass instead of traveling straight along West 2nd Street / East 4th Street which connect through Downtown Taylor and function as “Business 79.” An overarching goal of these events should be to create a reason for residents in the broader region (both professionals in the housing industry and the general population) to come into ‘town’ on West 2nd Street and come away with a mental picture of Taylor that is focused on these “Hometown Feel” Assets.

Leverage the Hills of Mustang Creek

Taylor does already have one upscale, luxury home development of the general nature targeted within this study: Hills of Mustang Creek. This community is located within one of the identified target development areas by this study, and in general offers a desirable location near the new Taylor High School campus and near Hwy 79 for ease of access to Hutto, Round Rock, and 130 Toll. This custom home community features lots sized 120' x 220' with a total of 57 homesites. 19 lots have homes built or under construction, resulting in 38 vacant developed lots. According to Williamson County Appraisal District, these 38 vacant lots are owned by 17 different owners (including some owned by the original developer). These lots are currently valued at a lower price / value than lots of a similar quality in communities of a similar quality elsewhere in suburban Austin. A local real estate broker could work with lot owners on assembling a package of vacant lots, somewhere between 20 and all 38, and then market these lots to a larger high end focused homebuilder. Such a builder could establish a model home sales center in the community, market the community in a proactive professional manner, and reactivate the asset. Hills of Mustang Creek represents the greatest “low hanging fruit” opportunity to introduce more upscale new homes to be built in Taylor. This is because:

- The community has 38 ready to build on, vacant lots, that support the type of more upscale executive housing Taylor is lacking.
- Austin is currently a lot constrained and land constrained market, so high quality homebuilders are actively looking for lots and land to buy to fulfill current strong homebuyer demand.
- Hills of Mustang Creek is a high quality development located within one of the key potential new home growth corridors of Taylor as identified by Metrostudy.

These 38 lots represent a relatively low risk opportunity for builders of upscale housing to establish a building presence and program in Taylor. Should they be successful in doing so, this will be highly productive in drawing the attention of other builders and developers of upscale housing neighborhoods towards Taylor.

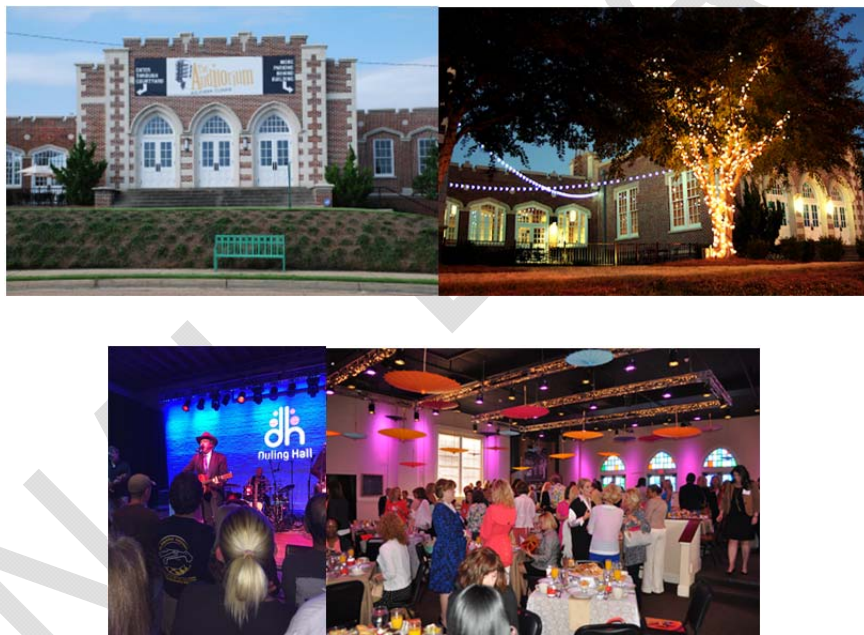
Leverage Former Taylor MS/HS Site for a Unique Community Amenity

Metrostudy understands that Taylor ISD is in the process of accepting bids to purchase the 6.4 acre site in Central / North Taylor that houses the former Taylor High School and Taylor Middle School campuses. This is a unique re-development opportunity within one of Taylor's historic neighborhoods. The opportunity exists to re-purpose these two historic campus buildings into a unique community amenity asset that could be another "Hometown Feel" Asset making Taylor a more desirable place to live and therefore more desirable place for builders and developers to offer higher price point new homes. The scale and configuration of the historic school buildings lend themselves to a variety of adaptive re-use scenarios. One similar re-development that Metrostudy feels is instructive of what could be achieved in Taylor is Duling Hall in Jackson, Mississippi. Duling Hall is a venue in a repurposed historic junior high school building in the vintage Fondren neighborhood. Like the Taylor MS / HS site, Duling is surrounded by a neighborhood of historic homes and churches. Duling Hall fronts on a slightly busier, more commercial street than does the Taylor MS / HS site. However, the two locations are otherwise comparable.

As a private business enterprise that was aided by grant finding from the City of Jackson, Duling Hall has been converted into a multi-use venue including:

- A small concert venue showcasing local and regional musicians
- A locally owned, farm to table concept restaurant
- A special event venue

This site has become a redevelopment focal point in the Fondren neighborhood. Photos of the redevelopment site and it's various uses are presented on the top of the following page.



Develop an Agrihood

One challenge presented to Metrostudy by our developer clients interviewed as part of this Taylor effort was this: there is plenty of land left in Hutto and other suburbs closer in to Austin along the path of growth. Why would homebuyers choose to leapfrog past these areas to Taylor? The answer to that question is that they must be incentivized to do so by being offered a sufficiently unique value proposition to make them choose

Taylor over a closer in competing suburb. One development trend that is gaining a foothold on a national level is the “Agrihood.” These neighborhoods marry the conventional product offerings and layout of a master planned community with community agricultural and food growing as the key theme and amenity offering. Such communities are highly activated, and align well with the desire by both millennials and empty nesters to live in an active, connected community. Highly successful agrihoods have been launched in Dallas / Fort Worth and Houston by professional seasoned master planned community developers. Interestingly, as progressive as the Austin region is relative to its Texas large metro peers, Metrostudy knows of no meaningful agrihood developments that are either active or planned for development in the Austin region. Taylor could be a strong potential location for the first such community in Austin as the theme of an agrihood ties well with Taylor’s agricultural past and present. Will an agrihood support Taylor’s goal of attracting more upscale housing? The pricing and product of housing offered in Harvest Green in suburban Houston and Harvest in suburban Dallas are instructive towards this answer.

Near Houston, base home pricing in Harvest Green in Richmond ranges from a low of \$250,000 for homes on 50’ wide lots by DR Horton to \$560,000 for the largest home offered by Trendmaker Homes on a 75’ wide lot.

Near Dallas, base home pricing at Harvest in Argyle ranges from a low of \$330,000 for the smallest patio home to \$569,000 for the largest home offered by David Weekley Homes on an 80’ wide lot.

An agrihood in Taylor could initially be expected to achieve pricing at a value to the pricing represented in more established, closer in Harvest Green and Harvest. However, even at a relative value pricing, the net outcome would be homes offered at the \$250K to \$350K price range and the \$400K plus price range targeted for growth in Taylor.

Large Lot, Competitively-Priced Value Proposition

Another challenge to producing new upscale housing in Taylor that was brought up by developer clients interviewed was the scarcity of housing priced above \$400,000 in Hutto, which is closer to 130 Toll, has newer retail, and more highly perceived schools. Why would there be a market for such higher priced homes in Taylor which is further out and arguably lacks some of these other positive attributes? One way to potentially create this market is to give the homebuyer an incentive to buying an executive luxury home in Taylor versus closer in suburbs such as Round Rock. An incentive identified by Metrostudy is to offer the homebuyer a high end new custom or production home on an acreage estate lot at a price competitive with what they would pay for a similar home on a 70' to 90' subdivision lot in Round Rock or Pflugerville.

Metrostudy believes that an acreage estate lot community (defined as offering lots $\frac{3}{4}$ acre to 1.5 acres in size) that was professionally developed with lots sold to a builder or builders who operated a professional model home sales center and marketed the community proactively could achieve sales success at price points above \$400,000 in Taylor. Austin overall is a land constrained market, while Taylor is not land constrained. A way to leverage this dynamic is to offer large spacious lots at a relative value. Taylor is closer in to Austin than many locations where such acreage subdivisions are developed, providing it an advantage it may not similarly enjoy relative to conventional master planned communities. Land is sufficiently low priced in Taylor to facilitate such a development. Some of the most active large lot communities in Greater Austin are located in relative close proximity to Taylor:

- Grand Mesa at Crystal Falls: 42 annual closings priced from \$450K to \$1.0M
- Green Haven Ranch: 18 annual closings priced from \$300K to \$524K
- Reagans Overlook: 44 annual closings priced from \$492K to \$662K
- Shady Oaks Estates: 27 annual closings priced from \$399K to \$507K
- Woodland Park: 17 annual closings priced from \$376K to \$496K

Shady Oaks Estates, in nearby Hutto, is probably the most instructive example of pricing power that could be achieved in Taylor.

V. Q&A Development

The purpose of this recommendation is to preemptively present questions the City may reasonably anticipate being asked by potential land developers and homebuilders who are contemplating building homes or developing subdivisions in the City of Taylor. Some of these are direct questions with concrete answers, while others are broader concepts of concern and importance to builders and developers when evaluating new places in which to work. Many to most of these questions will be answered as part of Metrostudy's larger engagement with the City.

Next Steps:

City officials and other key related stakeholders should contemplate the answers to these questions and ultimately have answers ready in preparation for potential engagement with builders and land developers to recruit them to expand into the City of Taylor.

Market-Oriented Questions

1. What is the market demand for new homes in Taylor?
2. What are the key employers in and around Taylor?
3. What public schools serve Taylor, and how are they ranked by TEA?
4. Who do you anticipate will want to purchase a new home in Taylor?
 - (a) Current local residents who wish to upgrade their current home?
 - (b) Current local residents who wish to downsize from their current home?

- (c) Commuters into Austin?
 - (d) Commuters to Round Rock?
 - (e) Retirees / soon to be retirees from elsewhere in the Austin region?
 - (f) Others?
5. What is the current population of the City of Taylor?
 - A. Where do current residents of Taylor work?
 - B. What marketing window can my company use to drive traffic to our subdivision or homes?
 6. What other new home subdivisions (if any) are currently operating or planned within the City of Taylor?
 7. What attributes distinguish Taylor from other parts of the TMA where large scale suburban development is beginning? I.e. why should I expect a homebuyer to buy a new home in Taylor instead of 5-10 minutes away in Hutto or 15 to 25 minutes away in Round Rock and Pflugerville?
 8. What is the tax rate in Taylor, and how does this compare to other places in Williamson County?
 9. What community amenities or attributes are special about Taylor that I can reference to market the homes / neighborhood I plan on developing?

Process-Oriented Questions

1. What is the building permit process for home construction in Taylor?
2. What is the building inspection process for home construction in Taylor?
3. What is the platting /entitlement process for land development in Taylor?
4. What is the development review process for land developments in Taylor?
5. Does the City of Taylor have water and sewer capacity sufficient to serve a new residential subdivision?
6. Will the City of Taylor allow the formation of a PID to provide utilities or as a vehicle to reimburse the developer for infrastructure and amenities installed in a new subdivision?

7. Who is the electric, gas, phone, and cable infrastructure provider that serves Taylor and Williamson County?
8. Does Taylor have zoning or other land use controls in place?
9. What roads in or near Taylor are slated for expansion or construction, and what impact will that have on surrounding land tracts for development?
10. Are any areas of developable land in Taylor within the FEMA floodplain?
11. Are there any finished lots currently available to build homes immediately in Taylor?
12. Are there any subdivisions currently being engineered or planned for near term future development in Taylor?
13. Which civil engineering firms have land development experience in Taylor?
14. Does Taylor have a municipal building code?
15. Does Taylor have municipal subdivision regulations?

VI. Resale Market Impact

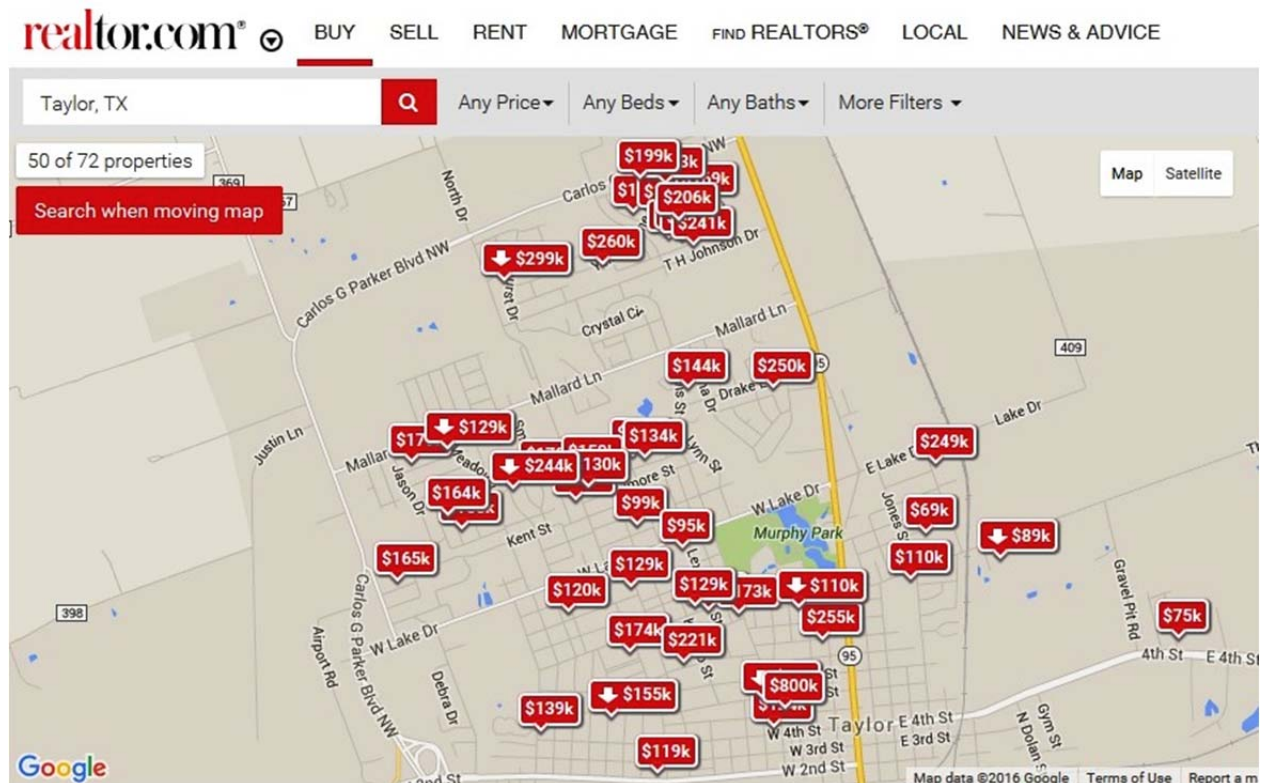
In addition to Metrostudy was tasked with assessing the impact on the existing resale home market in Taylor under the assumption that meaningful new single-family residential development will occur? In order to provide guidance around this impact, Metrostudy has:

- Assessed current resale home market conditions
- Noted potential differences between current and future development
- Presented potential resale market impact points
- Drawn conclusions from the above exercises

CURRENT CONDITIONS

The resale home market in Taylor is characterized by scarce inventory. Realtor.com, the National Association of Realtors public facing listing site, currently lists 72 homes on

the market in Taylor; however, of these 72, 27 are new homes primarily listed by KB Home in Summerfield.



Many of the remaining 45 (72 total minus 27 new homes) true resales are older properties in north and near-north Taylor.

Notably, of the 72 total listings, 33 are currently pending sale. Another 18 of the 72 are “place holder” listings by KB Home showing one of the plans they offer in Summerfield, but not tied to an actual home or specific lot on which to build a home. It is not uncommon for builders to leverage the MLS to advertise in this manner. Netting the 33 homes pending sale *plus* the 18 KB Home placeholders from the total of 72 listings results in true new and resale home inventory listed for sale of just 21 homes in Taylor. This represents less than three months inventory, corresponding directly with the current tight 2.0 months of inventory reported greater Austin-wide.

The fact that 33 homes (across all price and age characteristics) are currently pending sale indicates market interest in purchasing homes and living in Taylor. Some of this interest may stem from Taylor's relative affordability. The median listing price is \$176,000 or \$100 per foot. This represents a value versus the overall greater Austin market. The March 2016 median home price in greater Austin is \$278,000. Currently, virtually all home listings in Taylor are priced below \$300,000.

NEW DEVELOPMENT / EXISTING HOME CHARACTERISTICS

New single family development in Taylor is likely to be sufficiently different from most current housing offered in Taylor, and thus is not expected to result in a negative impact upon values and sales of existing homes. The most typical impact on existing homes and neighborhoods is a flight from these homes by current owners to the new homes and neighborhoods once they are offered. This flight can result in a decline of values of existing homes as their level of inventory builds as buyers flock to new homes. However, Metrostudy does not anticipate this dynamic occurring in Taylor for two key reasons.

First, many of the existing housing stock in Taylor is located within established, stable neighborhoods. Without significant decline characteristics, the level of incentive is not as strong for current homeowners to relocate to new neighborhoods as it would be if the existing neighborhoods were in a decline state. Metrostudy has not observed or been notified of flight from existing nearby neighborhoods to Summerfield as that neighborhood has been open for sales. Some of this is due to the entry level nature of a portion of Summerfield. However, Metrostudy still sees this as a positive indicator. Summerfield is located adjacent to several of Taylor's existing, established neighborhoods so it would have had an optimal opportunity to draw buyers from these neighborhoods as residents would not have to change schools, community resources, etc. to move to Summerfield. Yet Summerfield has not appeared to have a negative impact on existing home values nor has it appeared to have an impact on existing home inventory levels as they are and continue to be tight.

A reasonable portion of the existing housing stock in Taylor is historic or vintage in nature. A different sort of buyer seeks an older home in a vintage neighborhood over a new home in a new neighborhood. Very little, if any, cross-shopping between these two types of housing options occurs. Of the 33 listings currently pending sale, 21 of them are older / vintage homes indicating a level of interest in this type of housing in Taylor.

POTENTIAL RESALE MARKET IMPACT POINTS

Potential Resale Market Impact Points

Metrostudy is of the general opinion that additional new single family residential development in Taylor would have minimal impact on existing neighborhoods and housing in Taylor. The relatively small impacts that could potentially occur are limited to the following:

- Price declines and inventory creep in Summerfield. Buyers who sought “nicer” new homes in Taylor have until recently been offered essentially one option: the larger homes /lot size programs in Summerfield offered by KB Home. Should a new development offering a different variety of home floor plans and features be introduced in Taylor, some current residents may choose to relocate to this neighborhood. Further, some potential Summerfield larger lot new home buyers could choose to purchase homes in the new subdivision which would result in slower absorption in Summerfield.
- Slight price declines and inventory creep in certain other new neighborhoods in northern Taylor. Many of the neighborhoods north of Mallard Lane feature homes that are at least somewhat comparable to new homes. Therefore, residents of this area may be more likely than residents of other areas of Taylor to cross-shop with new homes and wish to “upgrade” to a new home should a high quality new home development be introduced in Taylor. Because of this, it is possible that an increased number of homes in these neighborhoods north of Mallard Lane could come to market and therefore result in increased inventory and suppressed pricing. This is considered by Metrostudy to be a minimal risk

because a) Summerfield has not posed this problem so far, and b) new housing a short drive west in Hutto has not appeared to present this impact on these Taylor neighborhoods either.

CONCLUSION

New high quality single-family home development is not expected to have a negative impact on values or home inventory in Taylor's existing neighborhoods. It is likely that the opposite will occur. A professionally-developed and marketed new community development in Taylor could generate increased overall interest in living in Taylor. Should this occur, the result is more likely to be increased values of existing homes in Taylor.

VII. Assumptions & Limiting Conditions

The following contingencies and limiting conditions are noted as fundamental assumptions that may affect the validity of the analysis and conclusions reached in this report:

- All information contained in this report, while based upon information obtained from the client and other sources deemed to be reliable, is in no way warranted by Metrostudy.
- The Austin MSA, State of Texas, and the nation as a whole will not suffer any major economic shock during the time period of the forecast contained in this report.
- Population will continue to increase at or above the rate forecast.
- The sources of statistical data and demographic estimates used in this analysis are sufficiently accurate to be useful for planning purposes.
- The development will be designed, promoted, and managed in a professional manner.

- The recommendations set forth in this report will be acted upon within a reasonable period of time to preclude major changes in the conditions evaluated.

Radical changes in factors affecting the major assumptions noted above could alter the conclusions reached in this analysis or necessitate the re-evaluation of portions of this report.

FINAL DRAFT



Taylor, Texas Marketing Framework

Target Audience: Single Family Builders / Developers

10707 Corporate Drive, Suite 200
Stafford, Texas 77477

www.metrostudy.com



April 2016



Introduction

Introduction

The purpose of this supplemental document is for Metrostudy to provide the City of Taylor a separate marketing message document synthesizing the findings from the broader Housing Study effort in such a way to be useful in marketing Taylor builder and developer community to attract them to produce new move up housing in Taylor.

This Marketing Framework Includes:

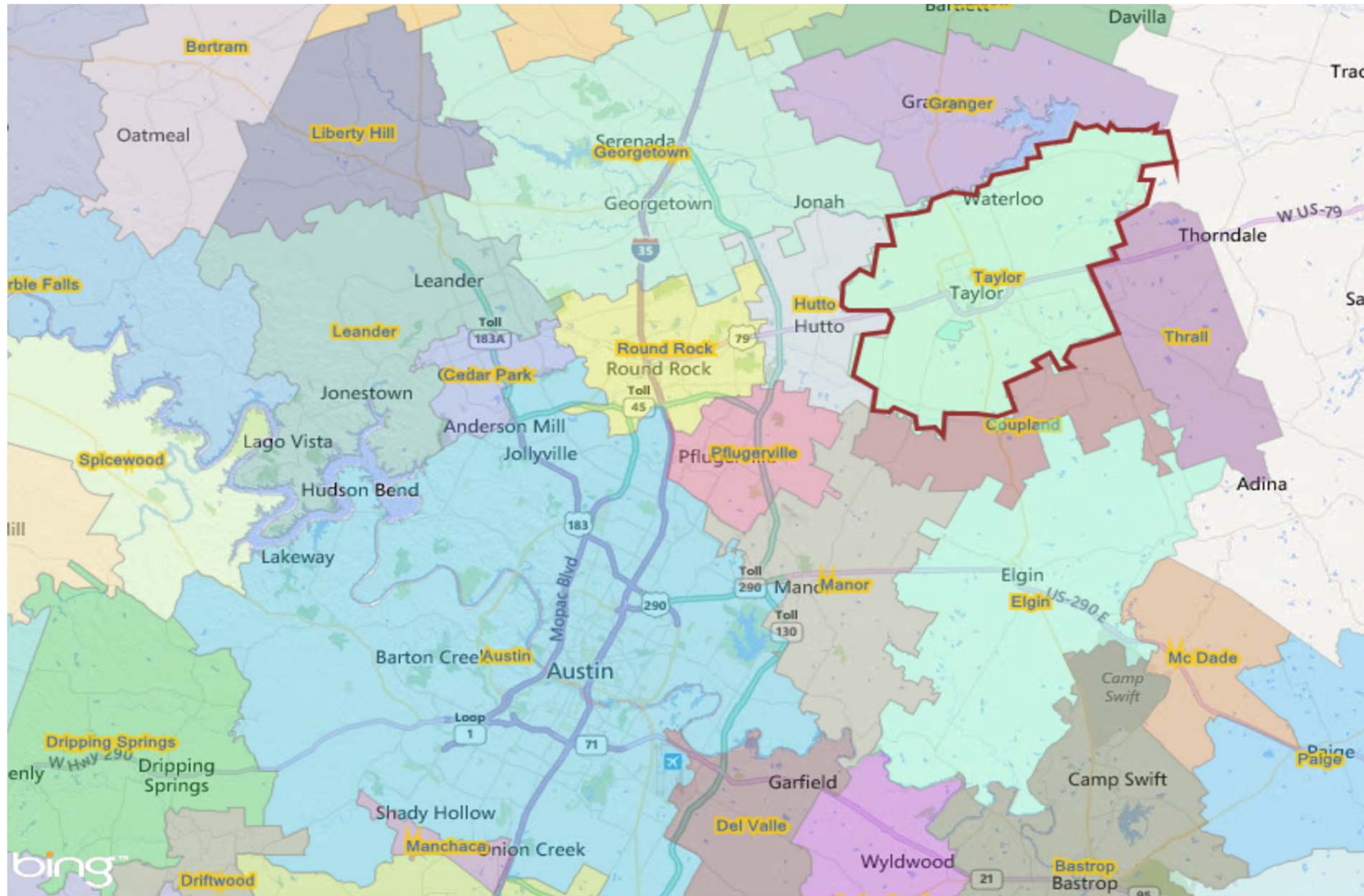
- City Location and Characteristics
- Community Assets
- Taylor and Surrounding Area (TMA) Consumer Segmentation
- The Case for Taylor
- The Value Proposition – In General and As it Relates to Taylor



City Location and Characteristics

City Location

The City of Taylor is nestled on the Northeast Austin frontier. Conveniently-located a short, 10 minute drive east of State Highway 130 along SH 79, Taylor provides residents the ambience of small town living with easy access to Austin's wide variety of urban entertainment and high-tech employment clusters. Dell, Hewlett-Packard, and Oracle, all located in the Round Rock corridor, are just a 15 minute drive from Taylor.





Community Assets

Asset #1 – A Genuine “Community Feel”

Unlike some competing suburbs of Austin, Taylor presents a genuine “hometown” or “community” feel. Elements that contribute to this intangible but important asset include Taylor's well preserved historic neighborhoods, extensive park system, and redeveloping classic small town downtown. Hutto does not offer these elements on a scale equal to Taylor. The historic old town areas of Round Rock and Georgetown are on more of a comparable scale to Taylor. Although many other factors contributed greatly to the large scale development occurring in those two cities, it is important to note that they are instructive that Taylor's current footprint could potentially support additional new development on a larger suburb scale.



Asset #2 – Community Amenities

Because it is an established community, Taylor offers new residents a slate of existing amenities that could make the community attractive to new residents and ultimately buyers of new homes within new more upscale developments. These include Taylor's park and trail system. The more fully developed community amenities within Taylor should be marketed as an attribute both to potential developer / builders and potential new residents.



Asset #3 – Proximity to 130 Toll, Path of Growth

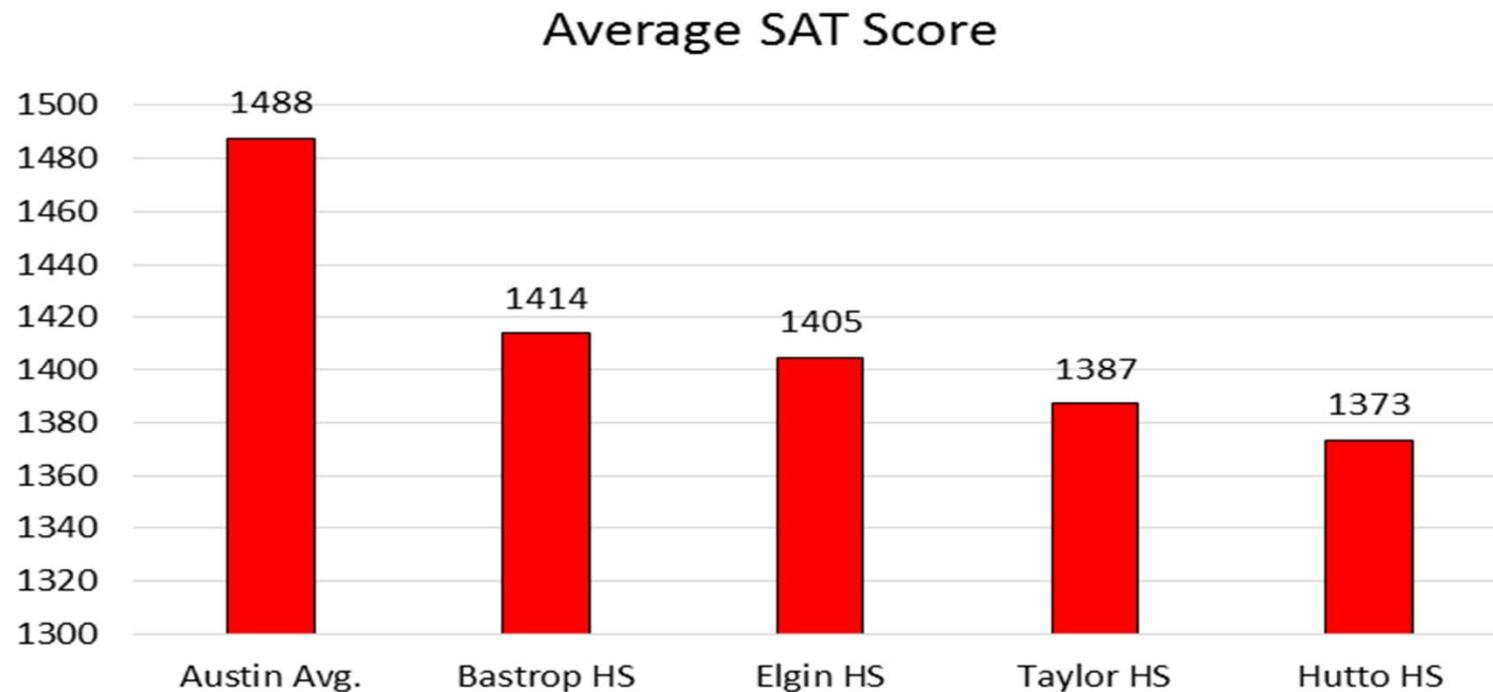
The opening of the 130 Toll Road has made commuting to and from suburban communities in the northeast, east, and southeast sides of Austin much more feasible than it had been prior. This transportation corridor has allowed for the path of growth to continue east from Round Rock to Hutto beyond 130. Taylor is the next location beyond Hutto in this path of growth expansion. Similar path of growth development has occurred in Georgetown to the north. Previously, Georgetown (not unlike Taylor) was a small historic town with the Sun City age restricted community adjacent. However, Austin's strong growth coupled with path of growth development has lead Georgetown to see strong development growth as Round Rock reaches buildout. A similar dynamic can reasonably be expected to occur in Taylor as Hutto reaches buildout. I-35 is a more primary route in the region than is 79, so the degree to which Taylor is in the path of growth is slightly lesser than the degree to which Georgetown was. However, as Georgetown achieves greater and greater level of development, it is not unreasonable to contemplate development moving east of Georgetown / Round Rock along Chandler Road and Highway 29 East. This development would eventually reach Taylor. This scenario is not unreasonable to contemplate in the future because development would simply have to reach points too far north from Austin along I-35 such as Jarrell and further into Bell County once it extends beyond Georgetown. The distances from Austin employment centers would be too great; it is more reasonable to expect development to fill back in to the east as projected above.

Asset #4 – Favorable Land Economics

Metrostudy observed land pricing among tracts currently on the market for sale that would provide a steep discount versus many other suburban locations of Greater Austin. Potential residential development tracts observed for sale ranged in price from \$7,800 to \$21,000 per acre. This pricing structure allows for developers to purchase land at a sufficiently low land basis, thereby pricing in the risk of developing in Taylor (which does not exhibit a demonstrable history of real estate demand).

Asset #5 – Better Performing Schools than Hutto....by some definitions

One market objection to Taylor that Metrostudy observed is related to the performance and demography of Taylor ISD versus competing suburbs. Builders, developers, and homebuyers should take note that several metrics favor Taylor ISD over Hutto ISD. One is the average SAT score as reflected in the table below.



Source: Texas Education Agency, Metrostudy

Asset #5 – Better Performing Schools than Hutto....by some definitions

In addition:

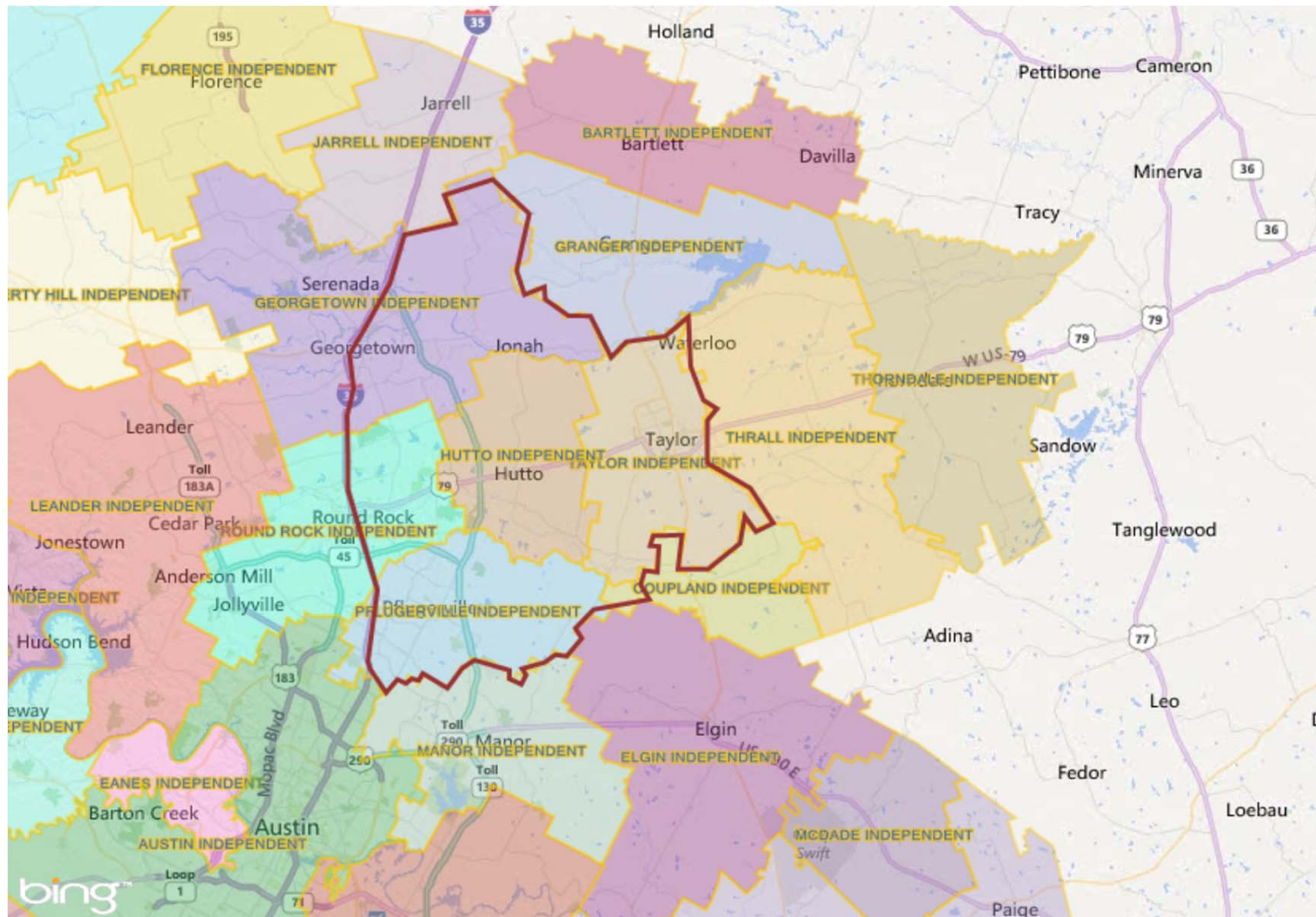
- 6.4% of Taylor ISD students are in Gifted and Talented programs while just 4.5% of Hutto ISD students are.
- Taylor has a Teacher / Student Ratio of 13.20 S/T, versus Hutto's 15.40 S/T ratio.



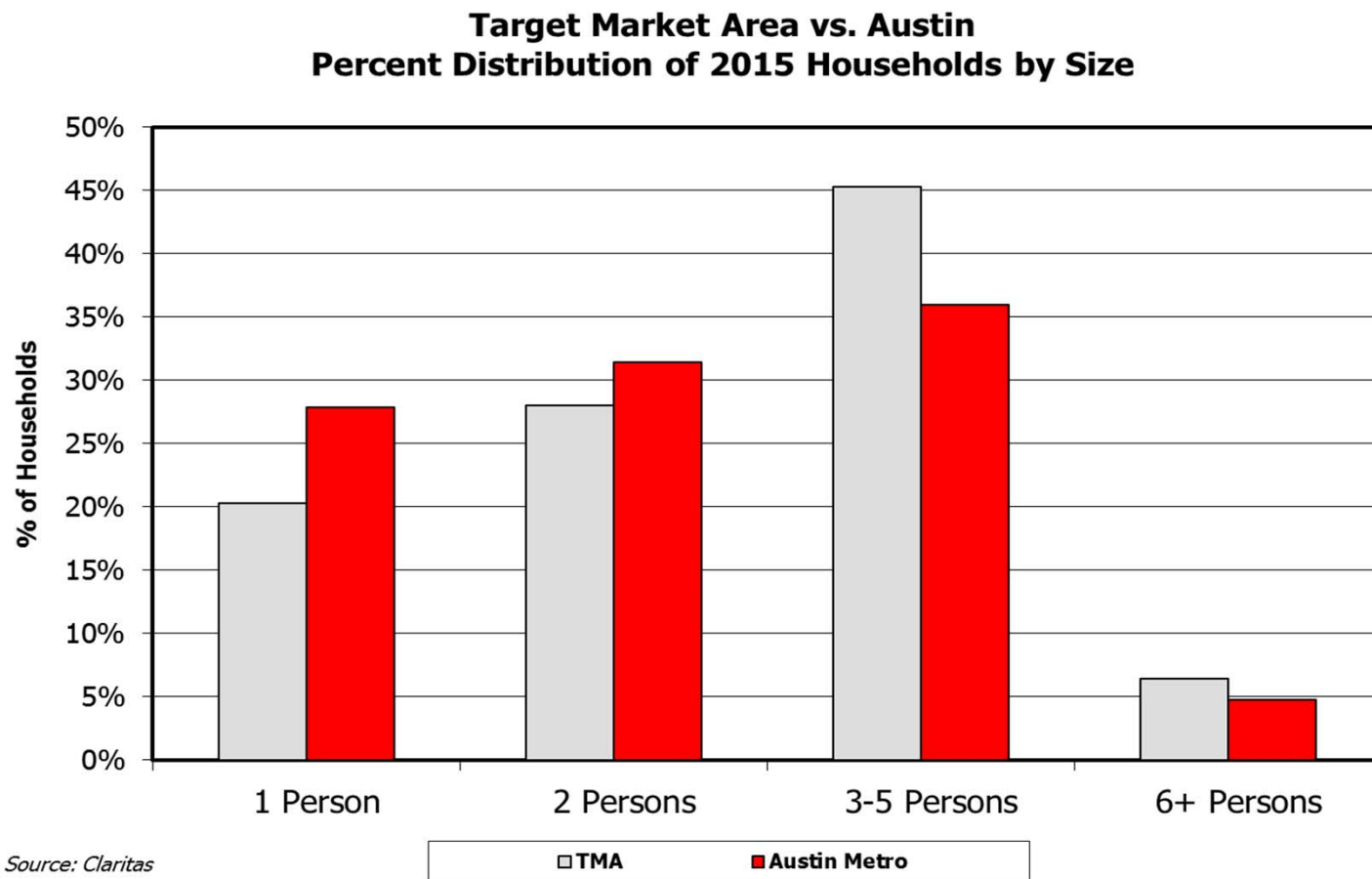
Taylor and Surrounding TMA Area Consumer Segmentation

TMA Boundaries

Communities within the target market area (TMA) boundaries are expected to compete for the same buyer traffic. They will share the same infrastructure advantages and disadvantages, such as retail and commercial locations, traffic patterns, drive time to and from employment centers, and recreational facility availability. Consequently, new-home trends and demographics in the TMA is expected to be indicative of potential demand for particular housing products in the City of Taylor.

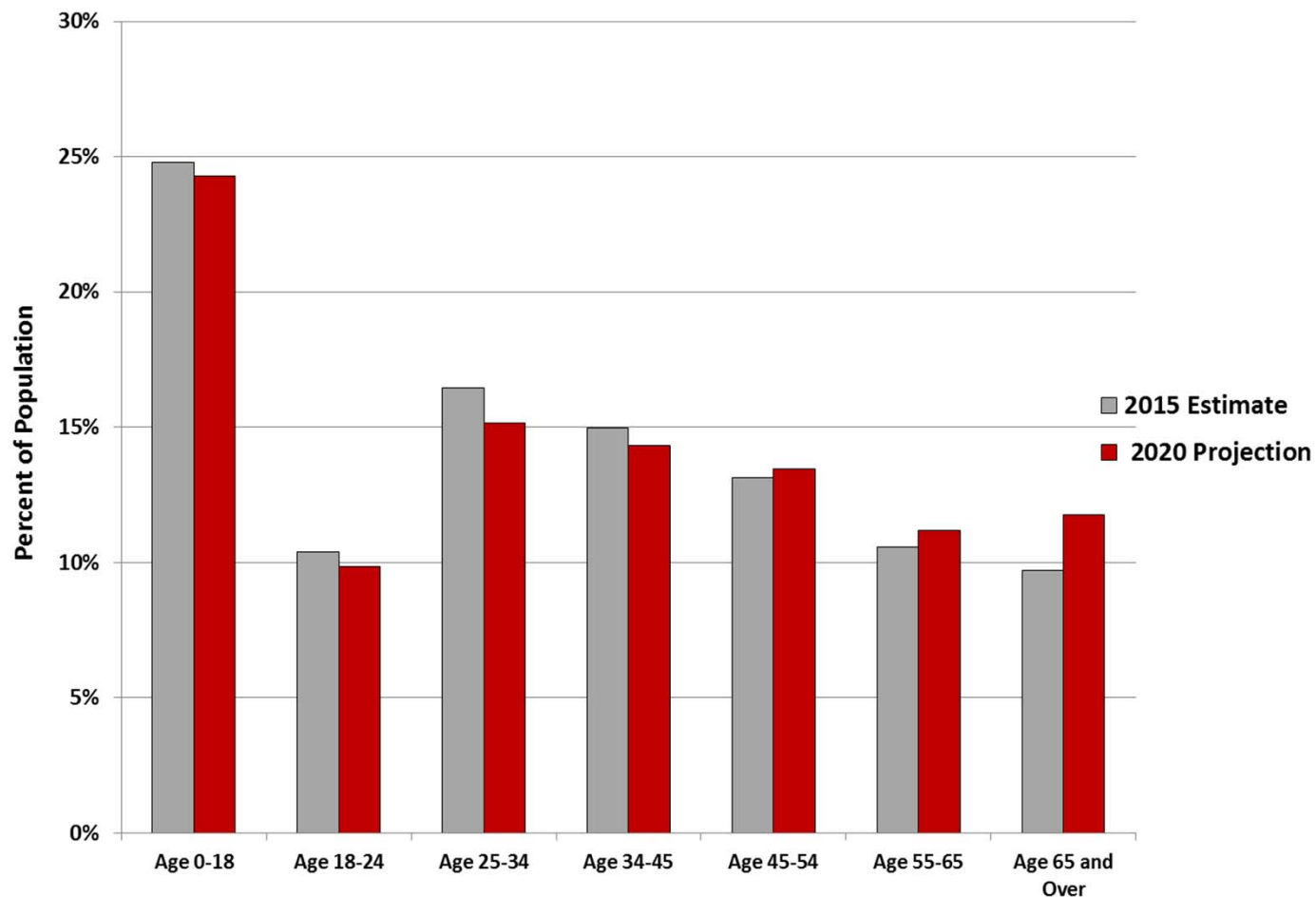


This area is one found highly favorable by families. This is evidenced by the larger share of 3-5 person and 6+ person households in this area versus Austin overall.



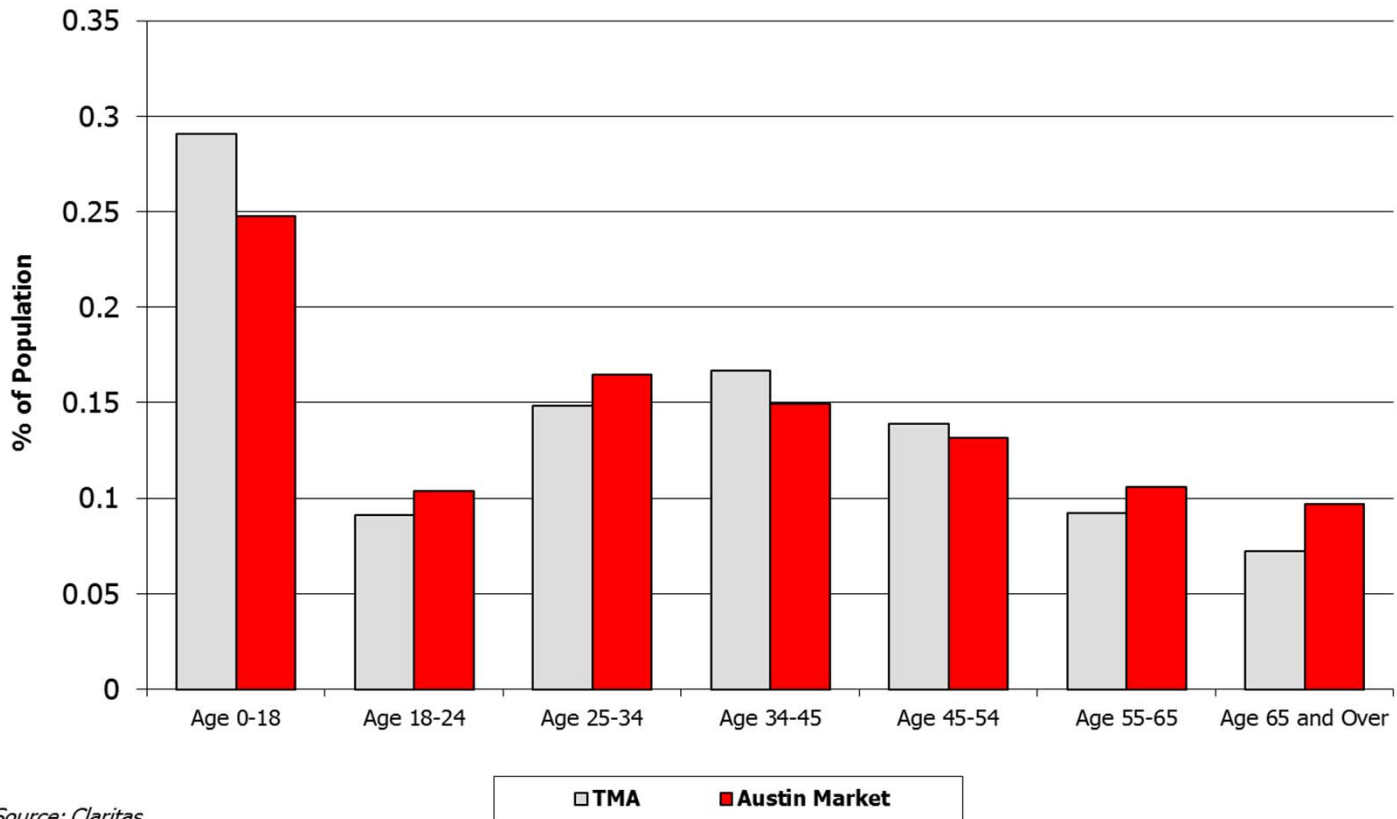
Homebuilders and developers must keep in mind the shifting age distribution of the Greater Austin Area when positioning housing products in new communities. Maximizing return on investment will require targeting growing segments of the income and age distributions. Those in the older age cohorts are anticipated to make up a larger share of the overall population. Taylor's laid back lifestyle, hometown feel amenities, and close proximity to healthcare and employment align well with the needs of these age groups.

Austin Market Population by Age

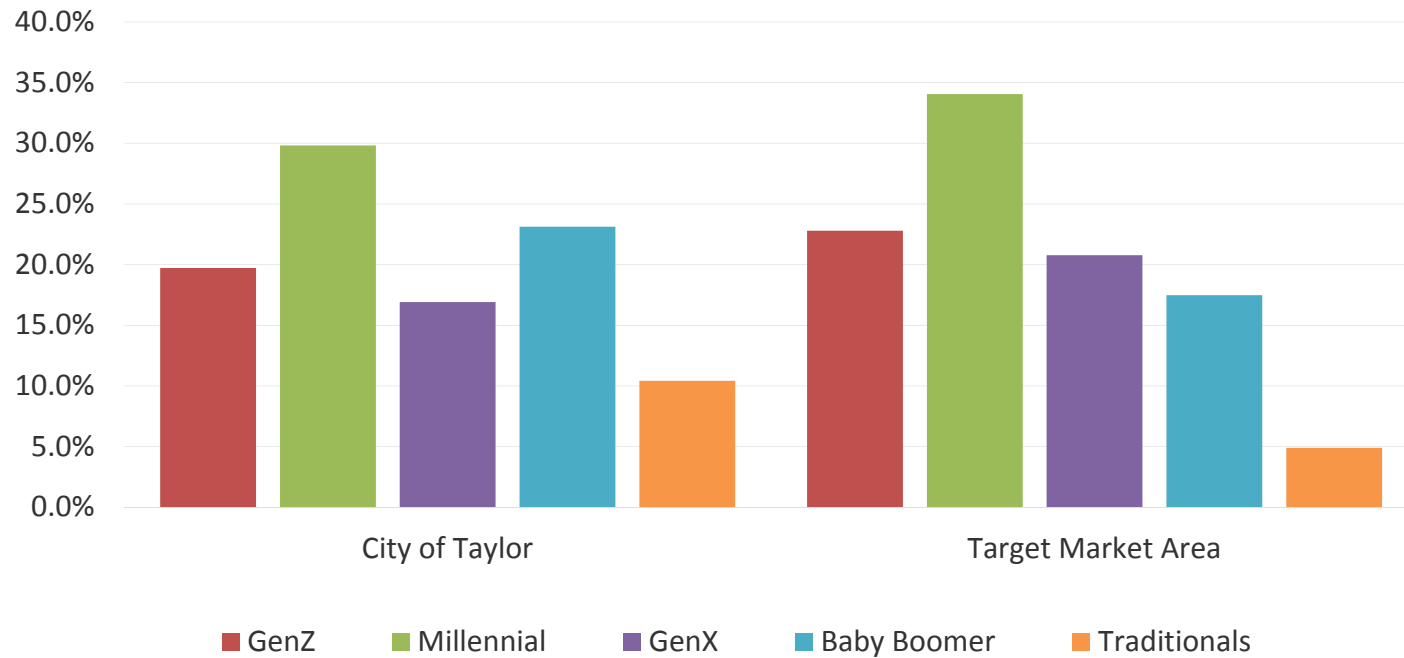


The TMA contains more children, and more middle aged residents than Austin overall. As those middle aged age groups get older, their needs and wants are likely to shift as they enter the “move down” and “empty nest” housing stages of life. Taylor, and new development within Taylor, can be well positioned to capitalize on the housing needs of these age groups.

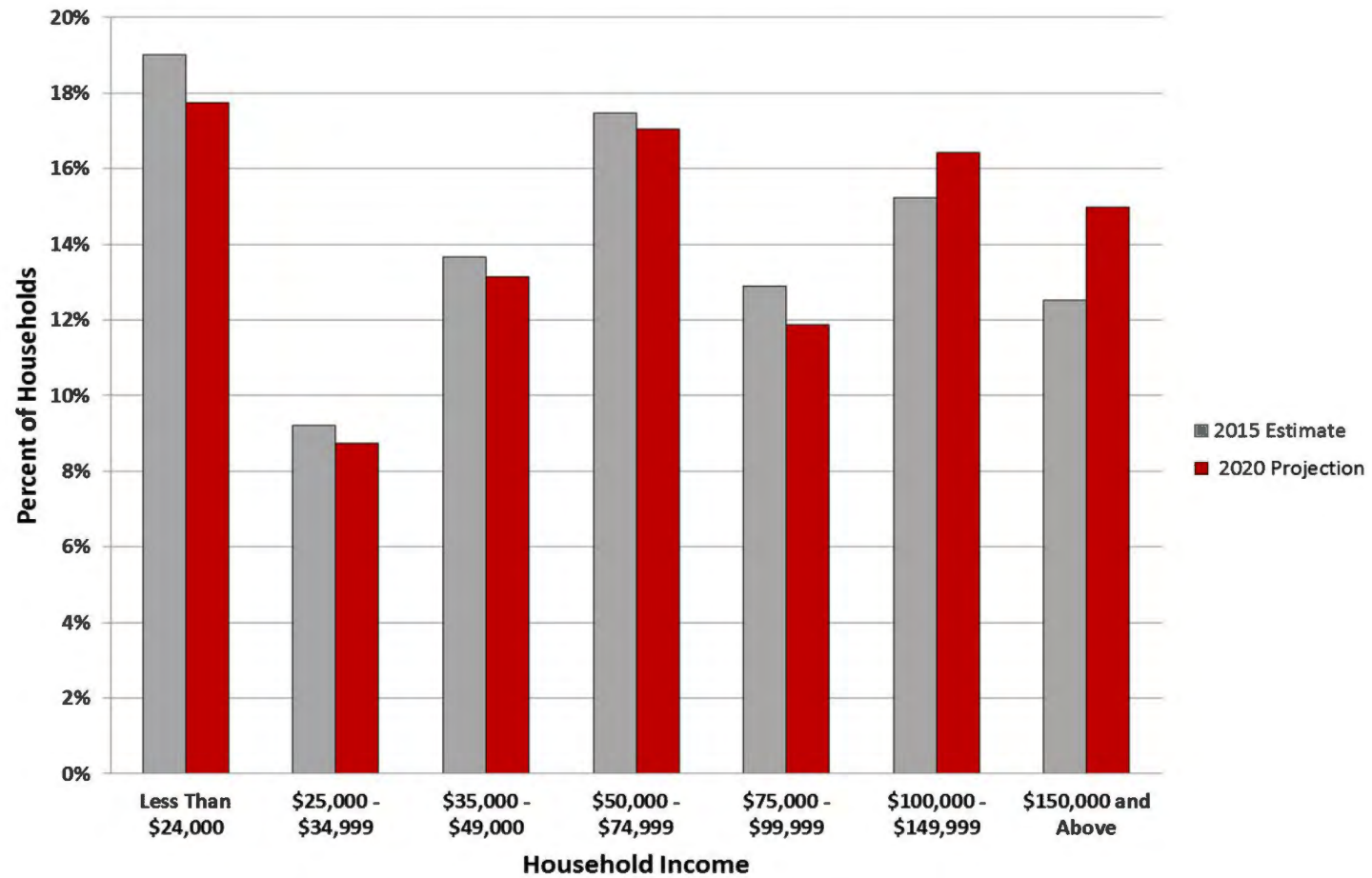
**Target Market Area vs. Austin
Percentage Distribution of Population by Age**



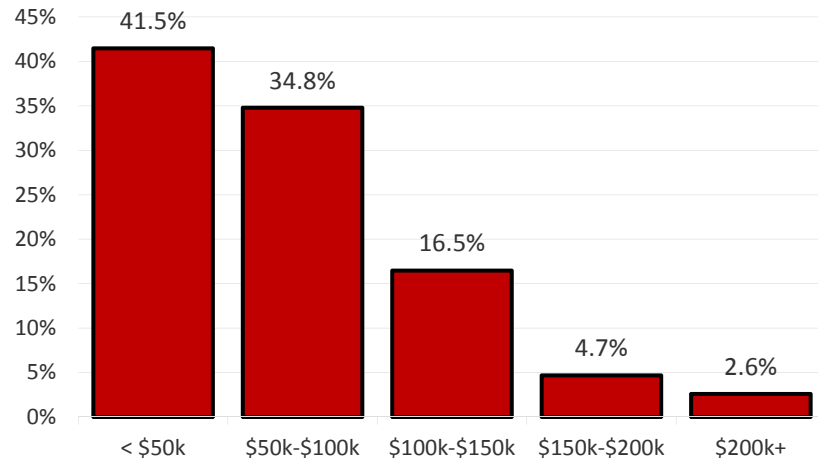
POPULATION BY GENERATION



Austin Household Income Levels



CITY OF TAYLOR INCOME DISTRIBUTION



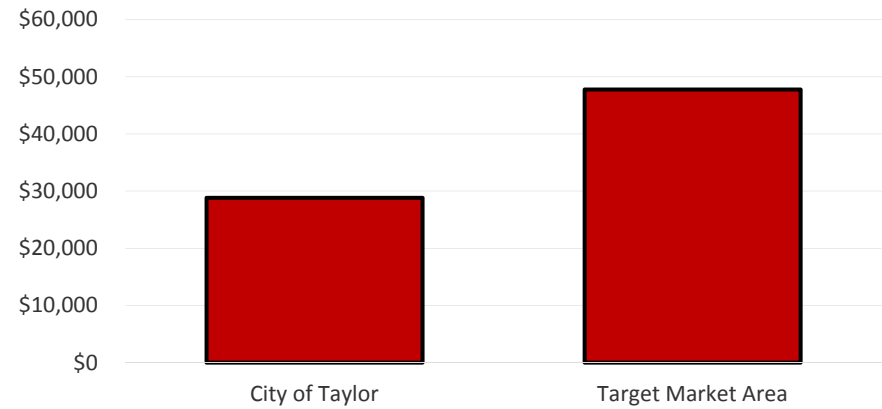
TMA INCOME DISTRIBUTION



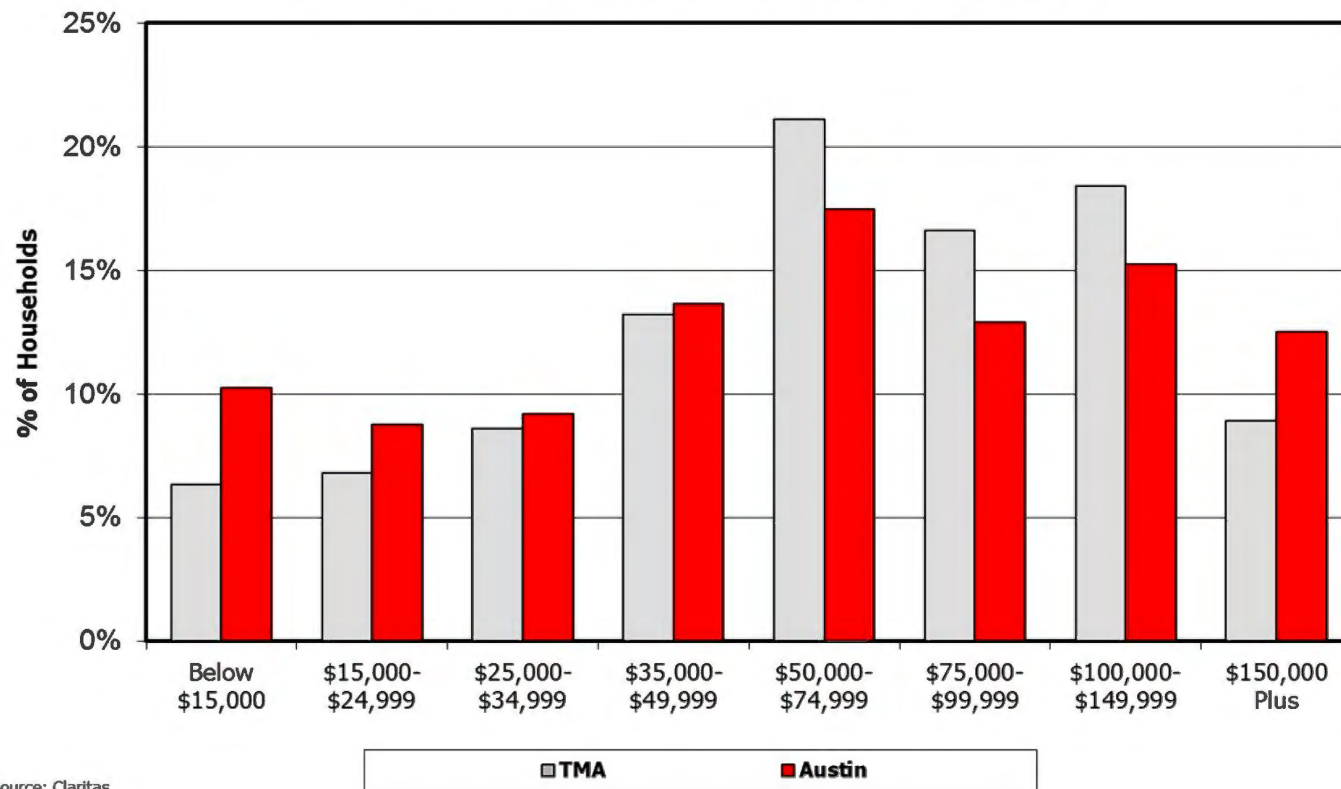
MEDIAN HOUSEHOLD INCOME



RETAIL SALES PER CAPITA



**Target Market Area vs. Austin
Percent Distribution of 2015 Household Incomes**





The Case for Taylor

The Case for Taylor

“People don’t know what they want until you show it to them.” –Steve Jobs

- Austin area developers need to think beyond competing in overcrowded submarkets. Within Austin’s most competitive markets, such as our defined Northeast Austin TMA, communities are always trying to outperform rivals to grab bigger slices of existing demand.
- A builder/developer in the City of Taylor would have the opportunity to create uncontested market space. Competition is irrelevant in this situation, and the goal is to invent and capture new demand, offering customers a leap in value at a lower cost. This concept applies to move up and executive housing.
- Conventional wisdom holds that new developments can either create greater value for homebuyers at a higher cost or create a “value play” at a lower cost. Our recommended strategy is based on the simultaneous pursuit of differentiation (via large lots, low density) attainable at a lower cost per sq. ft. due to the relative discount in land prices in Taylor vis-à-vis other portions of the TMA. In other words, It is an “and-and,” not an “either-or” strategy.

Reduce-Eliminate-Raise-Create

Reduce

What costs can be reduced by developing in Taylor?

- Land

Raise

What can and should be raised above industry standard?

- Age-targeted housing?
- Specialty Amenitization?

Eliminate

What costs can be eliminated by developing in Taylor?

- Scale back and eliminate some traditional community amenities due to Taylor's vibrant town center
- Special District creation costs

Create

What has never been offered, but should/could be done, in a new development in Taylor?

- Acreage Estate Lot Living?
- A Vibrant "Agrihood"?
- A Production Operation at Hills of Mustang Creek?



Value Proposition

Value Proposition

- ***To Homebuyers:*** Prospective developers and homebuilders, in conjunction with the City of Taylor, should provide a clear, simple statement of the benefits, both tangible and intangible, that the community will provide.
- ***To Homebuilders / Developers:*** Taylor provides the opportunity to bring to market a unique community development, likely at a land cost basis that prices in the risk for doing so, within the current Northeast Austin path of growth, with the support of and existing high quality community infrastructure within the City of Taylor.
- The value proposition must be made by leveraging the community's assets to take advantage of its opportunities and avoid its challenges, which are laid forth in Metrostudy's Housing Market Study and New Housing Growth Community Marketing Assessment for the City of Taylor.



City of Taylor Housing Study City Council Briefing

June 9, 2016





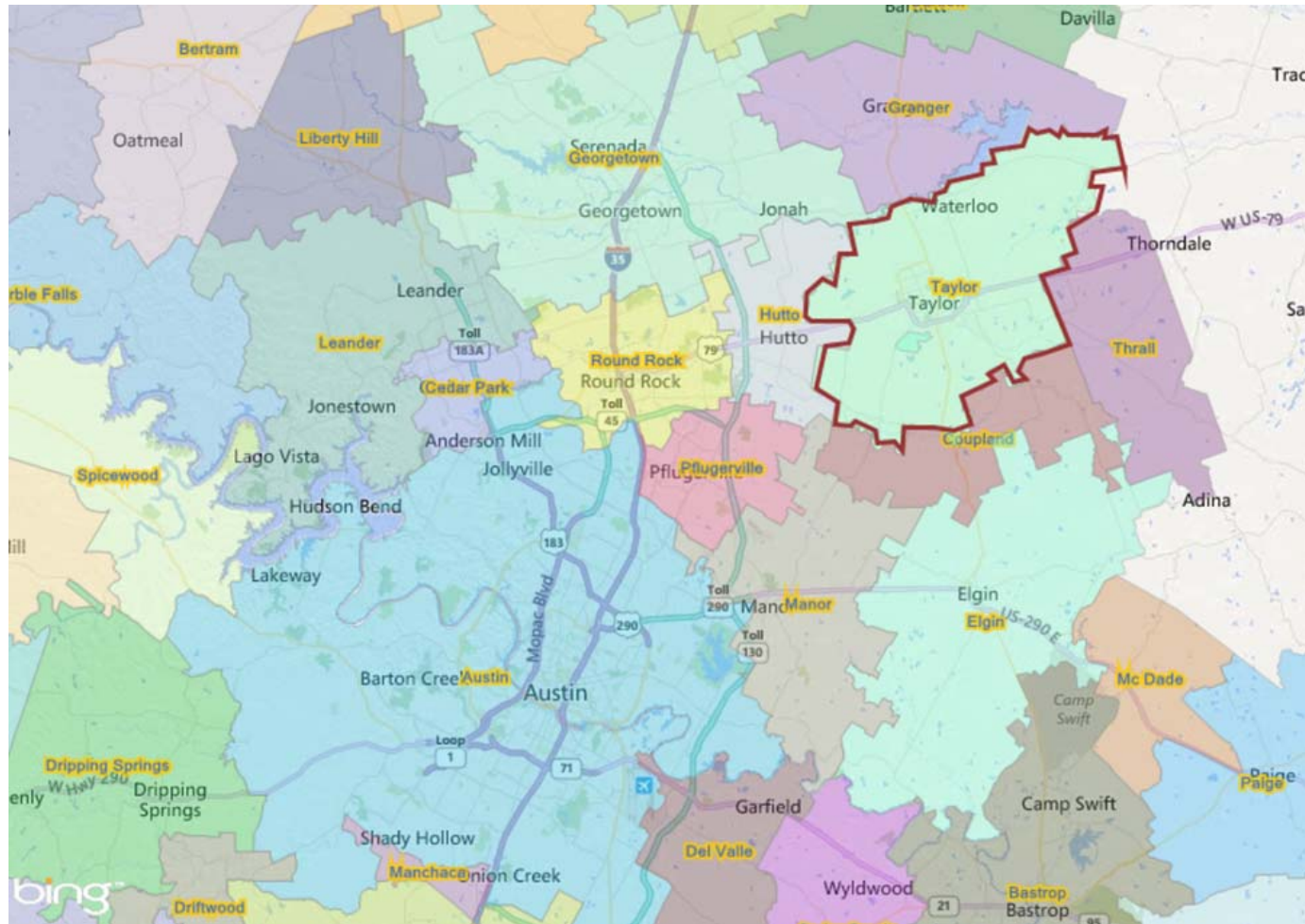
Introduction

Purpose of The Study

- Opportunity for additional new single family housing in Taylor?
- Opportunity for new housing at move up and beyond prices in Taylor?
- What assets does Taylor offer to make it attractive for new housing development and new residents?
- What can the City do to make it more attractive for new housing?
- What can the City (and others) do to promote Taylor's assets and benefits to both developers / builders of new housing and ultimately new residents?

Taylor as Part of the Larger Region

What is Taylor's context within the greater region's housing market, and how can this be leveraged?



Community Challenges, Opportunities, and Assets

➤ *Assets:*

- Genuine Community Feel



- Favorable Land Economics

- Community Amenities



- Proximity to 130 Toll, Path of Growth

Community Challenges, Opportunities, and Assets

➤ *Challenges:*

- Abundance of Land



- Lack of Demonstrable Demand for Higher Priced Housing
- Perception of Public Education System

Summary: *Community Benefits and Assets*

- Close proximity to 130 Tollway – making Taylor “not that far out” anymore
- Part of the high growth, land constrained Austin housing market
- Now in a true path of growth from Hutto
- A true Hometown Feel, with many community assets contributing to that Feel
- Developable land on the market at pricing below other Austin suburbs

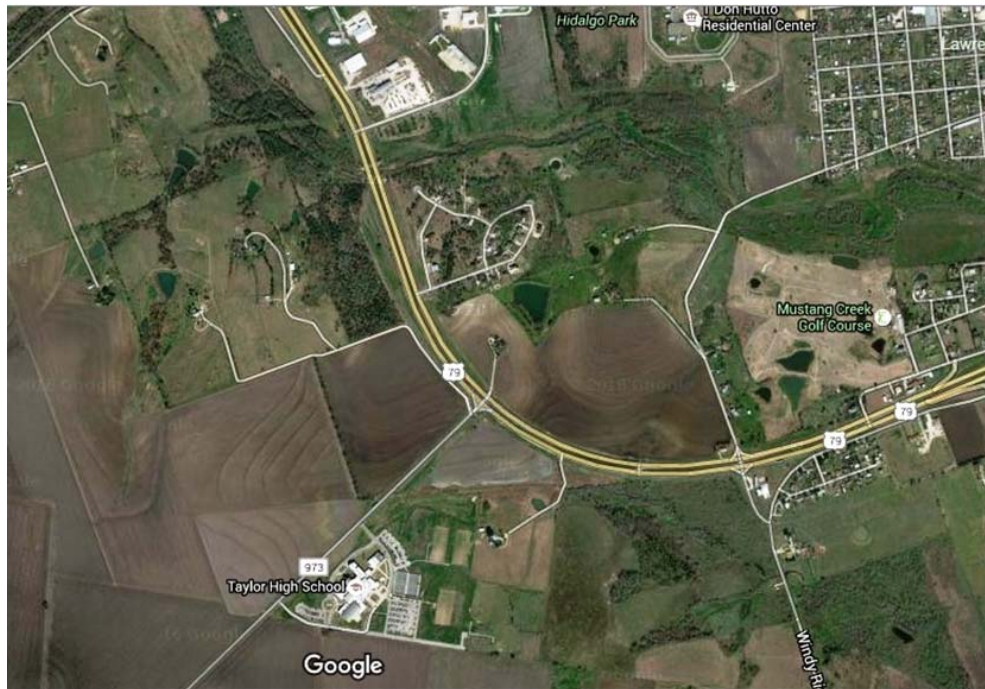


Land Availability: Four Key Conclusions

Southwest Taylor

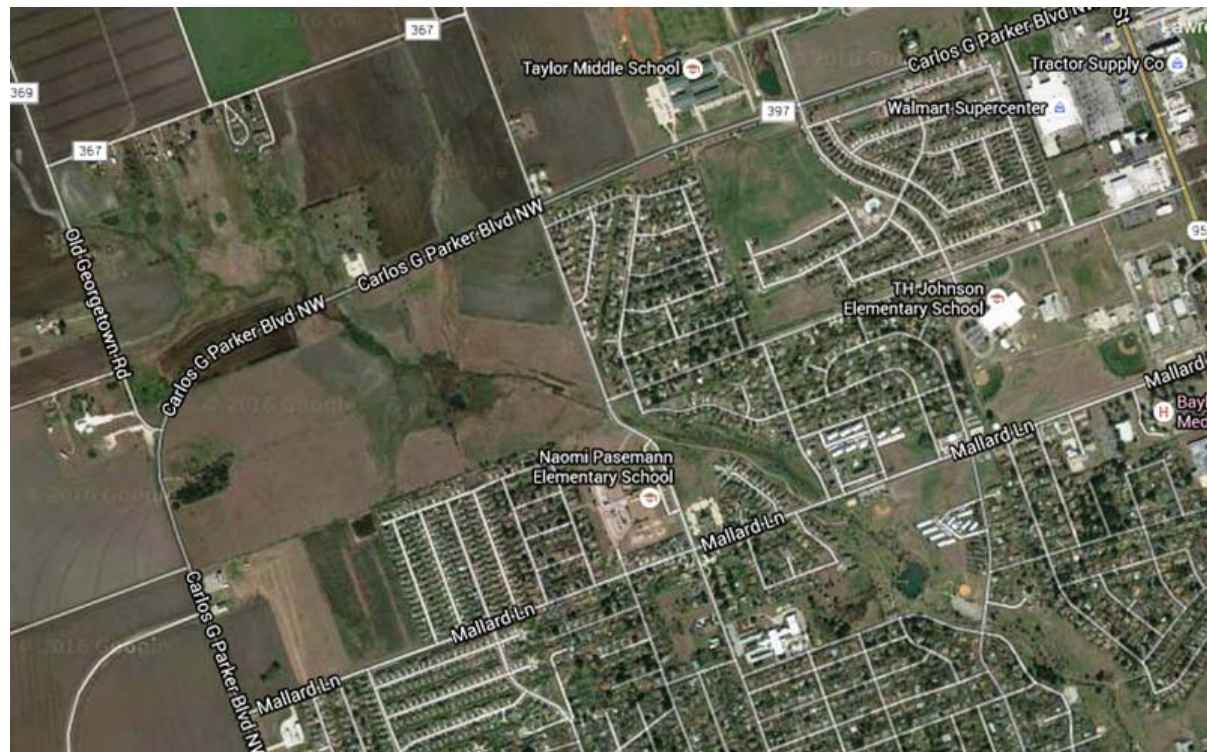
This area is attractive for new residential development for several reasons. Most importantly, it enjoys close proximity to the attractive new high school campus and SH-79. Thus, it provides easy access to employment routes and also the town's retail. Specifically, three locations have been identified within Southwest Taylor:

1. Along 79 in the immediate vicinity of the existing upscale Hills of Mustang Creek neighborhood.
2. Along 973 across from or adjacent to the new Taylor High School campus.
3. Along Windy Ridge Road and Buttercup Road, east and south of the new Taylor High School campus.



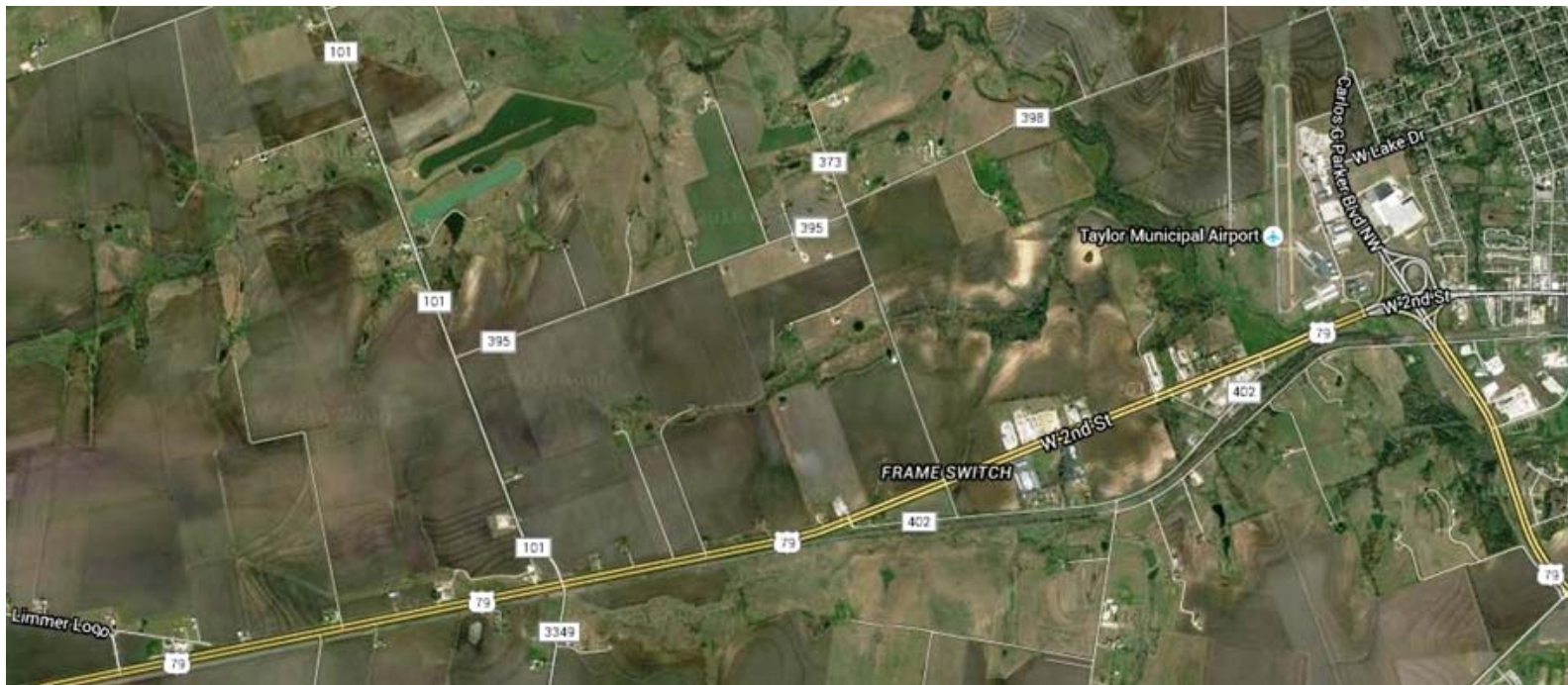
North / Northwest Taylor

This location is potentially desirable for new single family development because it is adjacent to existing community infrastructure including the park / trail system and facilities including Pasemann Elementary, Taylor Middle School, and the Taylor Regional Park and Sports Complex.



79 West Near CR 737

Metrostudy identified this location because it is the area within the City of Taylor that is most within the direct path of growth extending from Hutto. A medium sized to large residential development in this area could serve as an instigator to draw further development into Taylor from Hutto. The intersection with CR 373 is only a few minutes' drive east of Limmer Loop along 79, and Limmer Loop is the beginning of current new suburban development in Hutto.



Chandler Road Corridor

As a secondary location, the Chandler Road Corridor has been identified as a potential development node. This is due to two factors:

- Chandler Road being a primary commuting “back door” from Taylor into Hutto, Round Rock, and 130 Toll.
- A potential “corridor effect” extending east from existing master planned communities along Chandler (or University Blvd at that point) including Vizcaya and Teravista.





Key Findings and Strategic Recommendations

Strategic Recommendations – *Effort and Cost*



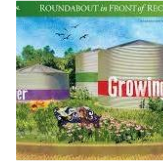
Tier One: Low Cost , Low Effort

- Promote Taylor ISD Successes
- Market and Leverage Taylor’s “Hometown Feel”
- Implement policies to protect hometown assets
- Leverage the Hills of Mustang Creek
- Organized Promotion of existing hometown feel assets



Tier Two: Medium Cost, Medium Effort

- Create a Public Improvement District
- New and different events to promote hometown assets
- Work with a developer to develop a larger lot, competitively priced new home neighborhood



Tier Three: High Cost, High Effort

- Implement policies to invest in hometown assets
- Seek Opportunities for New Unique Community Amenities
- Work with a developer to develop an “Agrihood” playing off of Taylor’s agricultural heritage



The Case for Taylor

The Case for Taylor

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City Council Meeting June 9, 2016 Agenda Item Transmittal

Agenda Item #: 12

Agenda Title: Discuss and consider proposed plan for Municipal Drainage Utility projects.

Council Action to be taken: Discuss and consider approving recommended projects.

Initiating Department: City Administration

Staff Contact: Isaac Turner, City Manager

1. INTRODUCTION/PURPOSE

This item was added to the agenda to continue the discussion with Halff and Associates who will provide an update on the Municipal Utility Drainage System (MDUS) projects.

2. DESCRIPTION/ JUSTIFICATION

Halff and Associates manages the MDUS program and performed a drainage assessments of events thru the October 2015 flooding. The MDUS list of drainage projects has been updated to include additional drainage improvement projects that were identified.

New incidents of flooding from the recent April 2016 rains are being assessed and are not included as projects in the attached report.

3. FINANCIAL/BUDGET

Portion of funding for the recommended projects will come from the MDUS fund balance, Transportation User fee, Utility Fund and 2012 bond proceeds. The specific amounts will be detailed in the upcoming FY 2016 -2017 Budget process, however the estimated are listed below.

- MDUS fund
- TUF
- Utility Fund
- 2012 Bond Proceeds

4. TIMELINE CONSIDERATIONS

Small MDUS projects

2016 Q3-Q4 Design

2017 Q1 acquire easements and coordinate utility adjustments

2017 Q2 construct small projects

Edmonds/Mills

2017 Q1-Q2 Design

2017 Q3-Q4 Coordinate utility adjustments

2017 Q4 Bid construction

2018 Construction

5. RECOMMENDATION

Staff is requesting for Council to approve proceeding with the recommended projects.

6. REFERENCE FILES

12a. [MDUS CIP Presentation](#)



City of Taylor MDUS CIP Projects Update





Overview of Scope

Part 1 - Edmond Mills – Preliminary Assessment

STATUS: COMPLETE

Part 2 – Donna Drainage – Review Previous Study. Develop Construction Documents

STATUS: Analysis complete. Alternatives Developed. Design on Hold

Part 3 – Miscellaneous Site - Preliminary Assessments of 5 various smaller site/projects

STATUS: COMPLETE

Part 4 – Additional Sites - Preliminary Assessments of 5 additional smaller site/projects

STATUS: COMPLETE

Part 5 – Additional Sites – Preliminary Assessment of 10 additional smaller site/projects

STATUS: COMPLETE



Taylor MDUS 5-year CIP table

Projects in Halff's current scope of work.

MDUS 5-year CIP

Edmond / Mills - Phase 1

Paula / Medical Pkwy

McLain Street

800 Kirk Street

2nd / Main

Laurel / Sams St

Donna Channel - Preliminary Design

1608 Castlewood Drive

210 Lake Drive < Complete

MDUS 5-year CIP

900 West 3rd Street

407 Drake Lane

Booth / Oak

Airport at Mustang Cr

Debus St

4th @ Victoria

Kimbrow @ 6th

Kimbrow @ 7th

Rio Grande @ Mustang Cr

LEVEL 1 PROJECTS TOTAL

Oaklawn @ Bull Br Trib

LEVEL 2 PROJECTS TOTAL



Taylor MDUS CIP – Projects added after May 31, 2015

Projects in Halff's current scope of work.

2000 Davis Street

Brookwood Circle

2709 Kelly Lane

1409 TH Johnson Dr

1308 TH Johnson Dr

3310 Crystal Circle

Reece Residence (2nd Street)

Tammi Lane

Taylor Dental Association



Other Projects (Not on CIP List)

Projects in Halff's current scope of work.

Davis St Sidewalk
2200 Lee St
1806 Lynn



Summary of Projects

	Site	Project Costs
Part 1	Edmond and Mills Street	Option 1: \$2,520,000
		Option 2: \$2,970,000
Part 2	Donna Channel	Option 1: \$1,320,000
		Option 2: \$1,760,000
Part 3 & 4	Paula Lane/Medical Parkway	\$33,000
	McLain Street	\$154,000
	800 Kirk Street	Option 1: \$38,500
		Option 2: \$77,000
		Option 3: \$187,000
	Laurel/Sams Street	\$170,000
	407 Drake Lane	\$66,000
	Booth/Oak	\$55,000
	Debus Drive	Option 1: \$121,000
		Option 2: \$1,100,000
	Kimbrow @ 7th	\$38,500
	Oaklawn @ Bull Br Trib (Greenlawn)	\$66,000
	W. Lake Drive	Completed by City



Summary of Projects

	Site	Project Costs
Part 5	2000 Davis Street	\$21,000
	Brookwood Circle (706, 708, 710)	See Donna Channel
	2709 Kelly Drive	\$11,000
	1409 TH Johnson at Pinehurst	\$92,400
	1308 TH Johnson culvert	\$121,000
	3310 Crystal Circle	\$31,000
	Reece Residence on 2nd Street	Option 1: \$130,000
		Option 2: \$66,000
		Contingency 1: \$30,000
	Tammi Lane near 1617	\$70,500
	Taylor Dental Association (Cabaniss) on 920 Main St/SH95	\$50,600
	Davis Street Sidewalk at Bull Branch	\$21,000
	Grand Total: Varies	\$5,500,000- \$6,700,000



Funding

Projects Grand Total:
\$5,500,000 - \$6,700,000

Current Available MDUS Fund:
\$872,000



Prioritization of Projects

Priority	Project	Number of Affected Properties	Approx Cost Per Residence Affected	Probable Total Cost	Level of Severity
1	Edmond and Mills Street	43	Phase 1: \$22,260	Phase 1: \$957,000	3
2	Donna Channel*	15	Option 1: \$88,000 Option 2: \$117,333	Option 1: \$1,320,000 Option 2: \$1,760,000	3
3	2709 Kelly Drive	1	\$11,000	\$11,000	3
4	Paula Lane/Medical Parkway*	2	\$16,500	\$33,000	3
5	800 Kirk Street	2	\$19,250	\$38,500	3
6	Laurel/Sams Street	10	\$17,000	\$170,000	3
7	Booth/Oak (Walnut)*	2	\$27,500	\$55,000	3
8	Reece residence on 2nd Street*	3	Option 1: \$53,333 Option 2: \$32,000	Option 1: \$160,000 Option 2: \$96,000	3
9	Oaklawn @ Bull Br Trib (Greenlawn)*	2	\$33,000	\$66,000	3

* Easement acquisition required, cost undetermined



Prioritization of Projects

Priority	Project	Number of Affected Properties	Approx Cost Per Residence Affected	Probable Total Cost	Level of Severity
10	Brookwood Circle (706, 708, 710)	3	Option 1: Donna Option 2: \$63,000	Option 1: Donna Channel Option 2: \$189,000	3
11	Turkey Creek	3	Option 1: City Crew Option 2: \$83,392	Option 1: City Crew Option 2: \$250,175	3
12	1609/1611 Castlewood Ct.*	2	TBD	TBD	3
13	1806 N Lynn Street	1	TBD	TBD	3
14	1308 TH Johnson culvert	6	\$20,200	\$121,000	2
15	2000 Davis Street	1	\$21,000	\$21,000	2
16	3310 Crystal Circle	1	\$31,000	\$31,000	2
17	Kimbro @ 7th	1	\$38,500	\$38,500	2
18	Taylor Dental Association (Cabaniss) on 920 Main St/SH95	1	\$50,600	\$50,600	2
19	407 Drake Lane	1	\$66,000	\$66,000	2

* Easement acquisition required, cost undetermined



Prioritization of Projects

Priority	Project	Number of Affected Properties	Approx Cost Per Residence Affected	Probable Total Cost	Level of Severity
20	Debus Drive*	2	\$60,500	\$121,000	1
21	Tammi Lane near 1617	2	\$35,250	\$70,500	1
22	1409 TH Johnson at Pinehurst	1	\$92,400	\$92,400	1
23	Mclain Street	1	\$154,000	\$154,000	1
24	2200 Lee Street	1	na	Work by City	1
25	Davis Street Sidewalk at Bull Branch	0	n/a	\$21,000	1

* Easement acquisition required, cost undetermined



Project Packages

Phase 1 Edmond Mills & 6 Smaller Projects (Defer Donna)				MDUS + TUF + Utility Funds		
Priority	Project	Number of Affected Properties	Probable Total Cost	Drainage Costs	Roadway Costs	Running Total MDUS Funds
1	Edmond and Mills Street	43	Phase 1: \$957,000	\$660,000	\$297,000	\$660,000
2	Donna Channel	15	\$1,760,000			
3	2709 Kelly Drive	1	\$11,000	\$11,000		\$671,000
4	Paula Lane/Medical Parkway	2	\$33,000	\$33,000		\$704,000
5	800 Kirk Street	2	\$38,500		\$38,500	(Street Funds)
6	Laurel/Sams Street	10	\$170,000		\$170,000	(Street Funds)
7	Booth/Oak (Walnut)	2	\$55,000	\$55,000		\$759,000
8	Reece residence on 2nd Street	3	\$96,000	\$85,000	\$11,000	\$844,000
9	Oaklawn @ Bull Br Trib (Greenlawn)	2	\$66,000	\$66,000		\$910,000



Recommendation

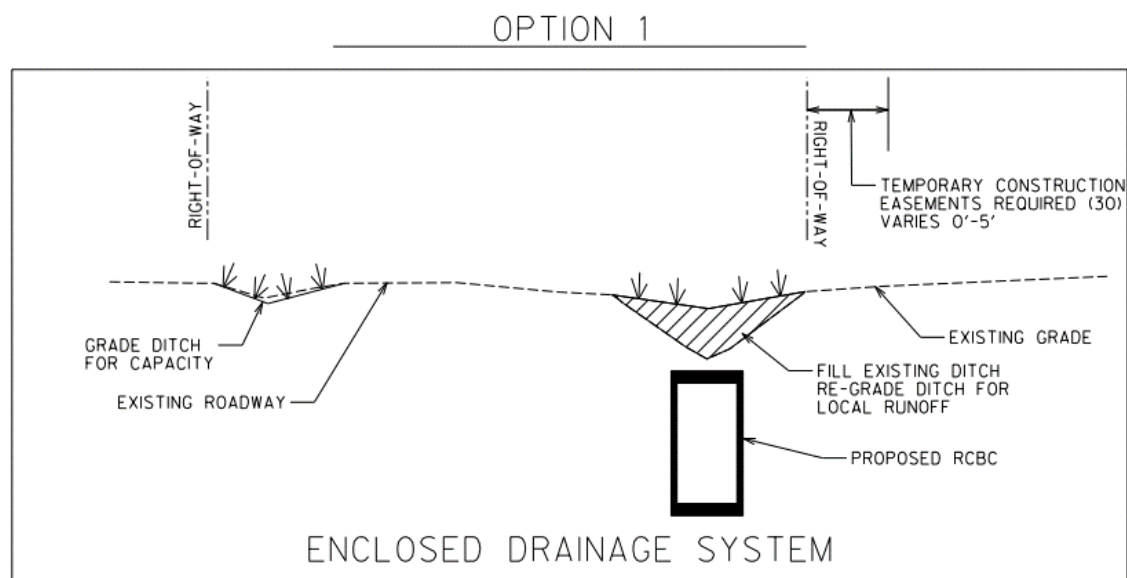


Proceed with:

- First six small projects
- Edmonds Phase 1
- Use combination of MDUS, utility, and TUF funds



Edmond/Mills



Project Costs

Option 1: Enclosed Drainage (storm sewer)

\$1,760,000 Drainage

\$ 770,000 Roadway, Utilities

\$2,530,000 Total*

*Easement costs not included





Edmond/Mills

Project Costs

Option 2: Open Drainage (channel)

\$2,200,000 Drainage

\$ 770,000 Roadway, Utilities

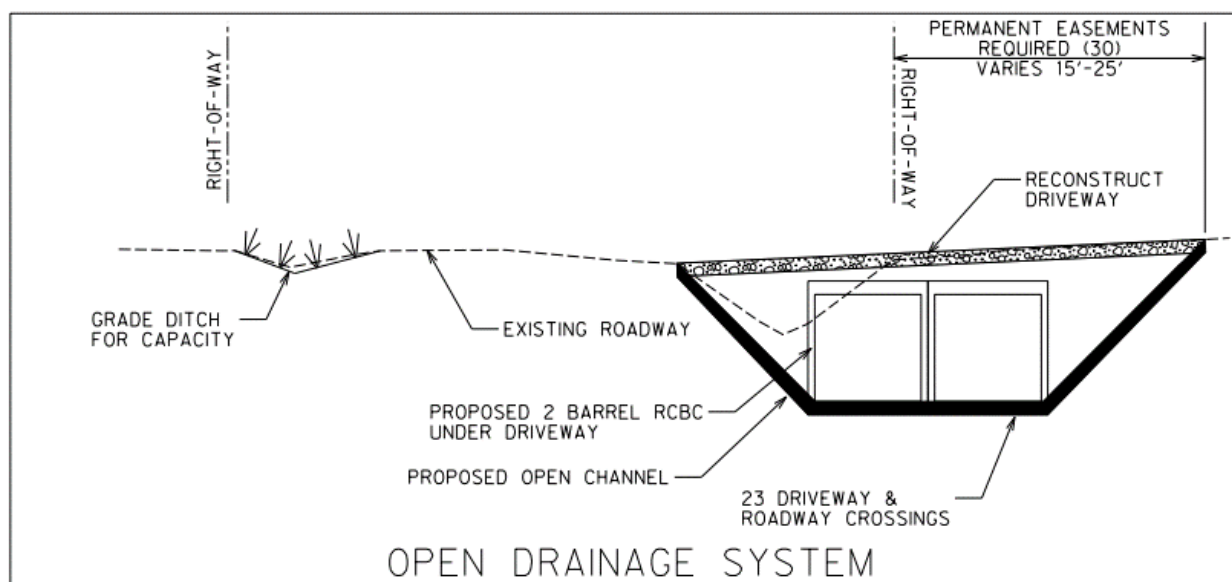
\$2,970,000 Total*

*Easement costs not included

Next Steps:

- Choose Option/Phasing
- Funding (drainage, roadway, utilities)
- CDs

OPTION 2





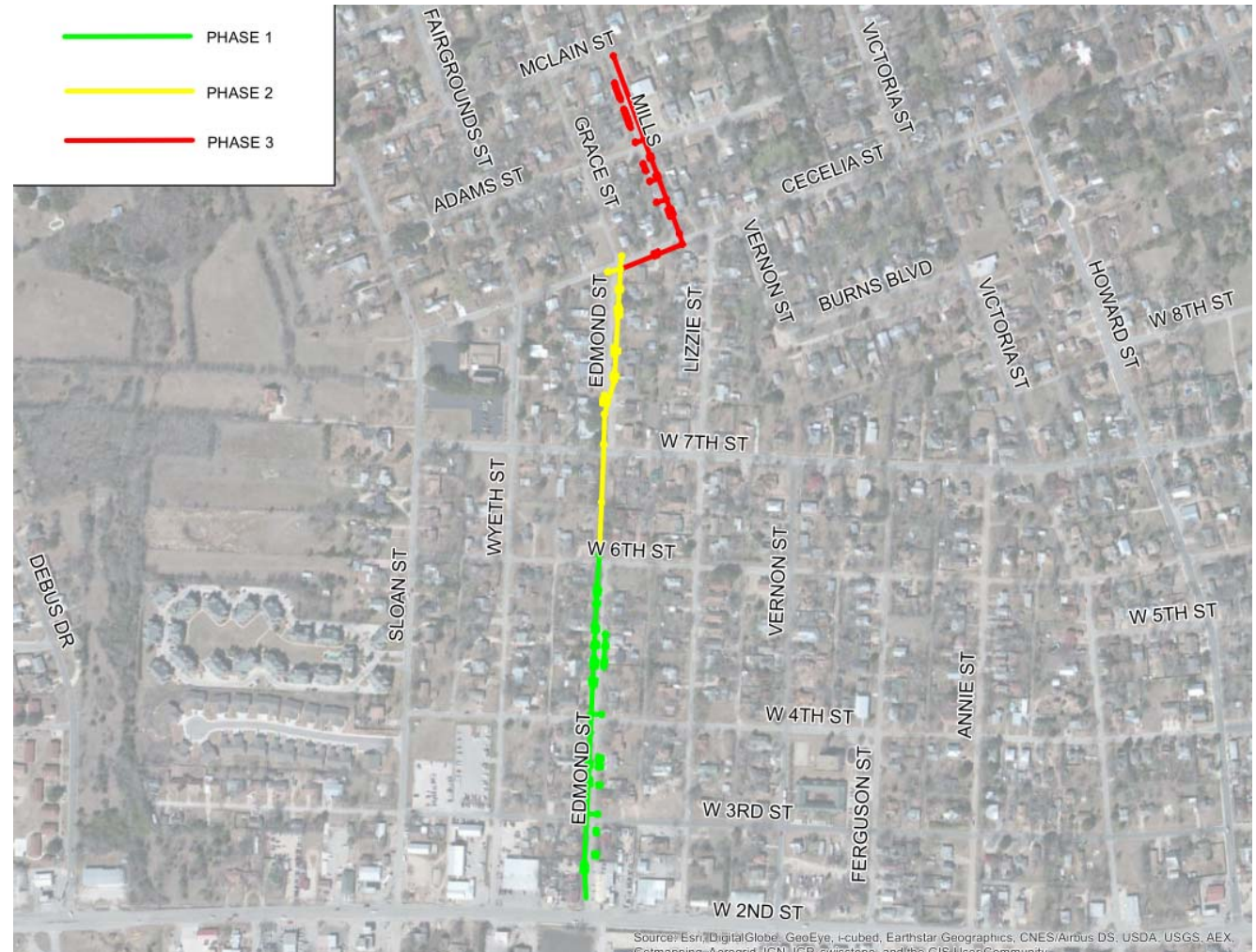
Edmond/Mills: Potential Phasing

Project Costs (Option 1)

Phase 1: \$957,000

Phase 2: \$814,000

Phase 3: \$759,000





Donna Channel

Option 1

Project Costs

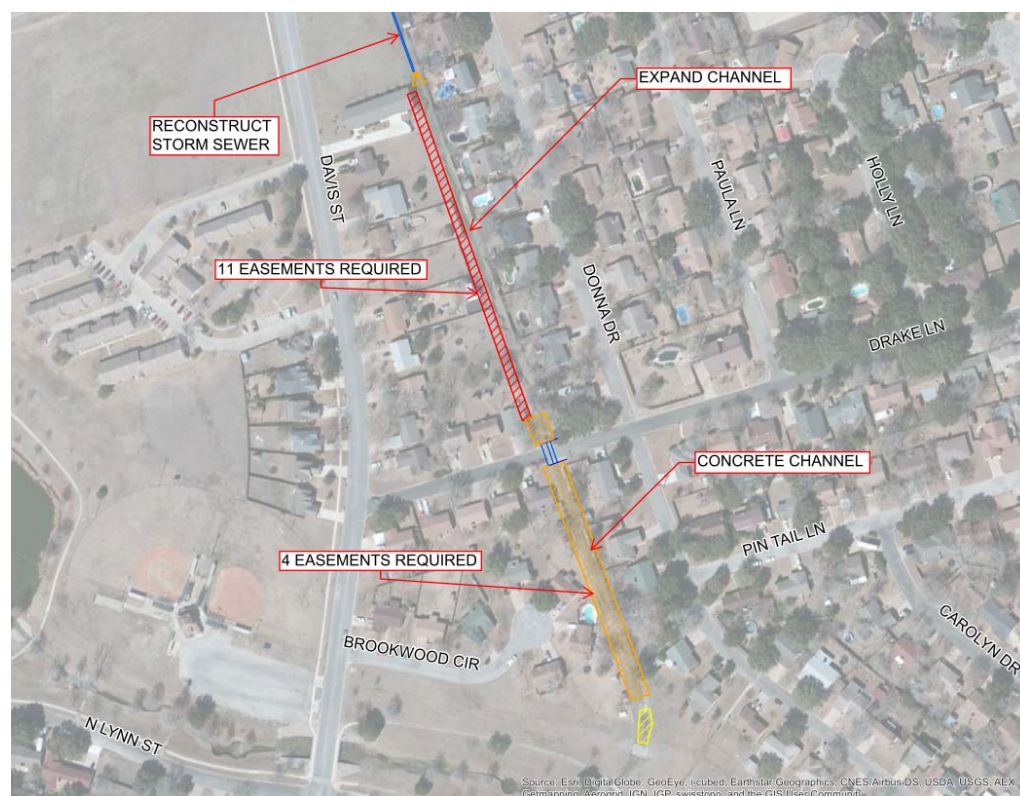
Option 1 - Channel reconstruction, storm sewer

\$1,320,000

*Could require USACE permit for wetlands
(15 Easements required, cost TBD)

Next Steps:

- Choose Option
- Easement Acquisition
- ISD Coordination
- Funding/CDs



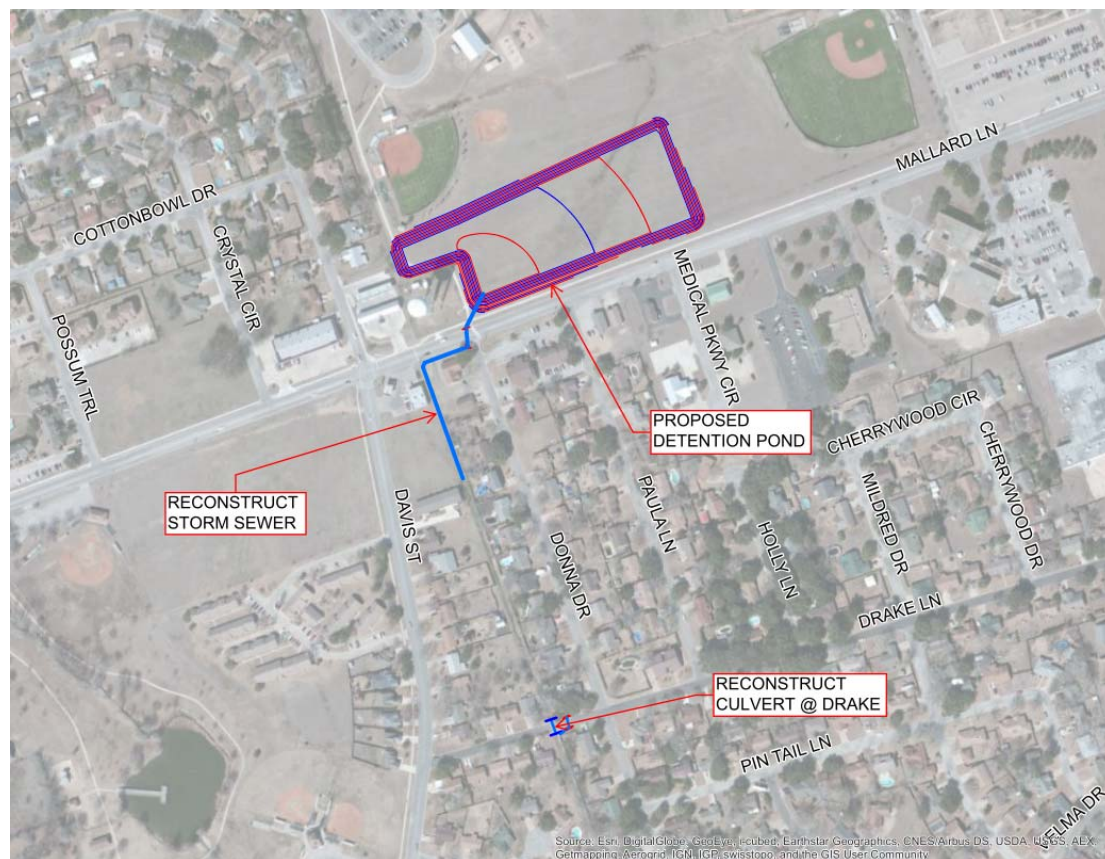


Donna Channel

Option 2

Project Costs

Option 2 - Detention pond, storm sewer
\$1,760,000 (ISD easement required, cost
TBD)





McLain Street

Project Costs
\$154,000

Next Steps:

- Funding/CDs





Paula Lane/Medical Parkway

Project Costs: \$33,000

Next Steps:

- Easement acquisition
- Funding/CDs





Miscellaneous Projects: 800 Kirk Street





800 Kirk Street

Project Costs

Option 1 (Only curb & driveway): \$38,500

- Resolves complaint

Option 2 (Option 1 plus flume): \$77,000

- Resolves street ponding

Option 3 (Full reconstruction): \$187,000

- Correct street crown

Next Steps:

- Choose Option
- Funding/CDs





Miscellaneous Projects: Laurel/Sams Street

Project Costs
\$170,000

Next Steps:

- Funding/CDs





Additional Misc Projects: Kimbro @ 7th

Project Costs
\$38,500

Next Steps:

- Funding/CDs





Additional Misc Projects: 407 Drake Lane

Project Costs
\$66,000

Next Steps:

- Funding/CDs





Additional Misc Projects: Oaklawn @ Bull Branch Trib (Greenlawn)

Project Costs

\$66,000

(ISD easement required, cost TBD)

Next Steps:

- Easement acquisition
- ISD Coordination
- Funding/CDs





Debus Drive

Option 1

Project Costs

Option 1-(Interim repairs to address complaints) \$121,000

Option 2-(Full reconstruction from Lake Dr to Thomas St, storm sewer) \$1,100,000

Next Steps:

- Choose Option
- Funding/CDs





Additional Misc Projects: Booth/Oak

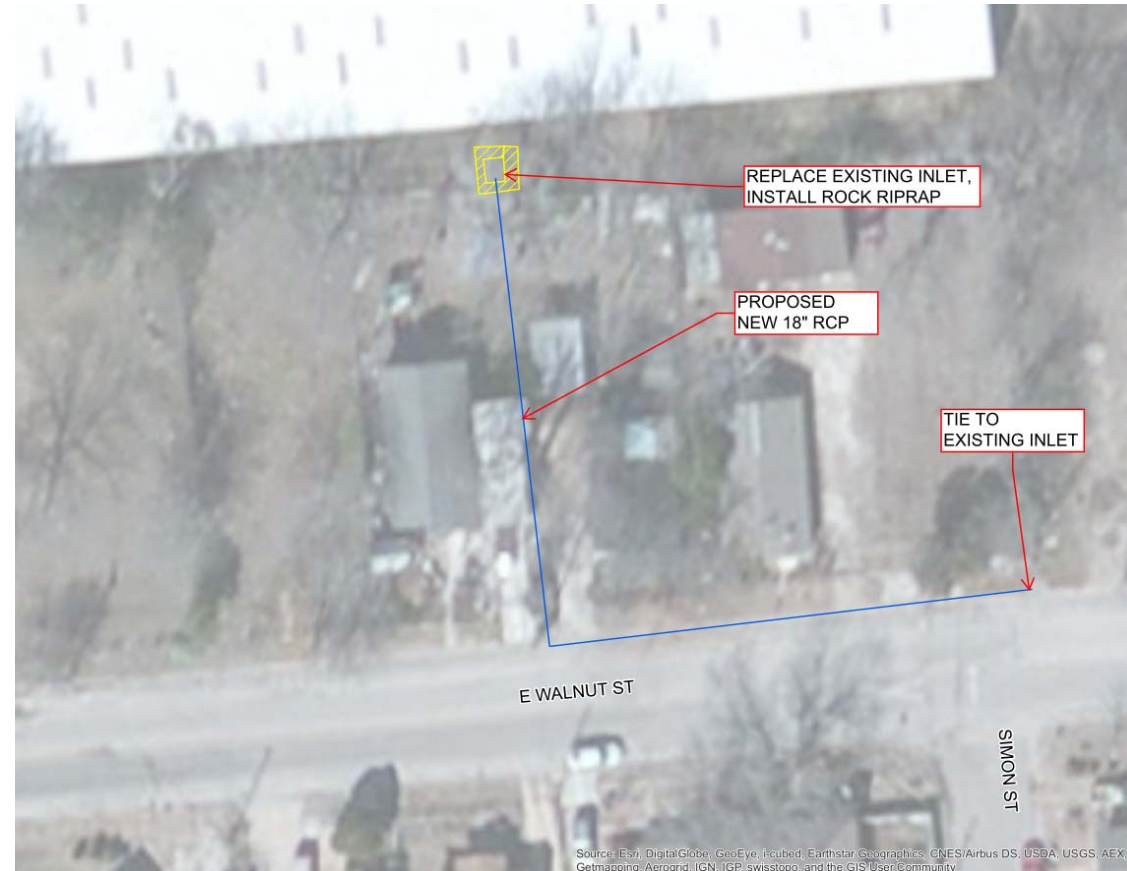
Project Costs

\$55,000

(Easement required, cost TBD)

Next Steps:

- Easement acquisition
- Funding/CDs





Turkey Creek Option 2

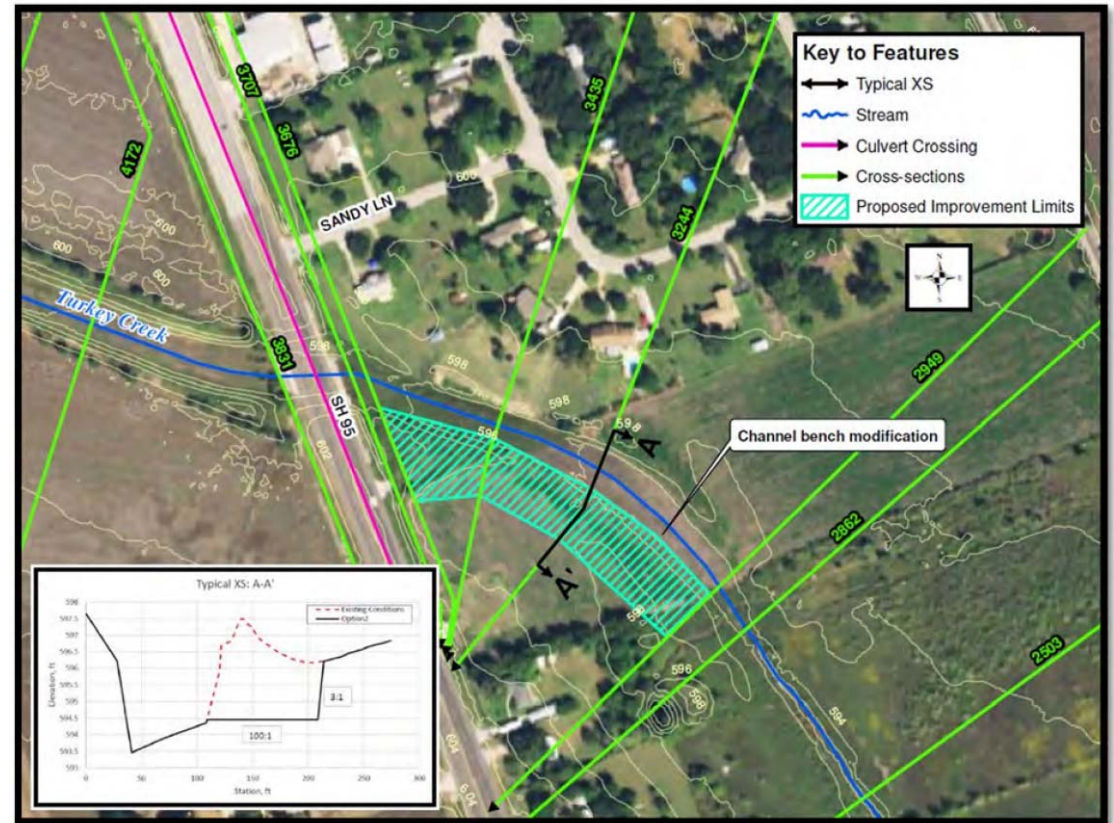
Project Costs

Option 1- Debris Clearing by City Forces (Temporary Right of Entry Required)

Option 2- Channel Widening
(Temp Easement ;Cost TBD) \$250,175

Next Steps:

- TXDOT Coordination
- Easement Acquisition
- Funding/CDs





Additional Misc Projects: 2000 Davis Street

Project Costs

\$21,000

(Temp Easement Req'd -Cost TBD)

Next Steps:

- Easement Acquisition
- Funding/CDs





Brookwood Circle

Project Costs

Option 1: Donna Channel Project

Option 2: \$189,000 (Drake Culvert & Channel Maintenance)



Next Steps:

Choose Option
Easement Acquisition
ISD Coordination
Funding/CDs





2709 Kelly Drive

Project Costs

\$11,000

(Easement Required-Cost TBD)

Next Steps:

- Easement Acquisition
- Funding/CDs





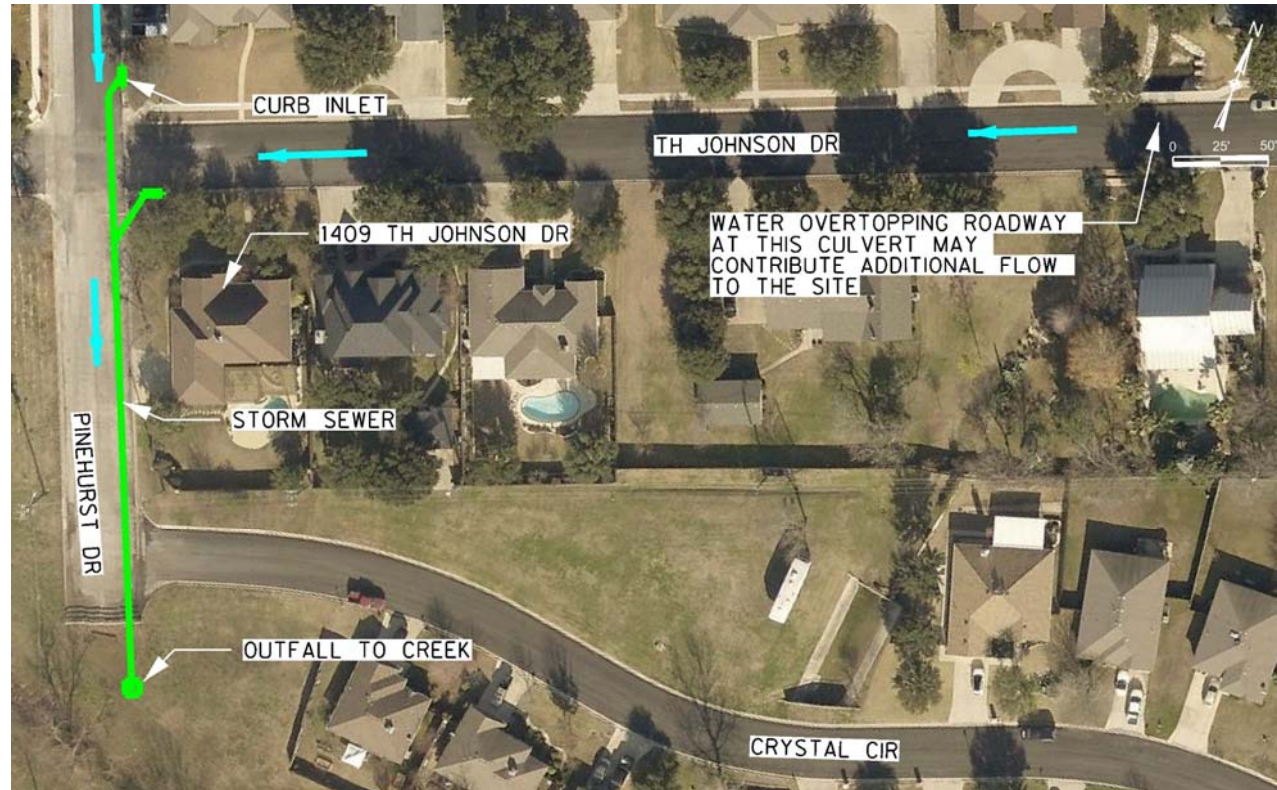
Additional Misc Projects: TH Johnson @ Pinehurst

Project Costs

\$92,400

Next Steps:

- Funding/CDs





Additional Misc Projects: 1308 TH Johnson Culvert





Additional Misc Projects: 1308 TH Johnson Culvert

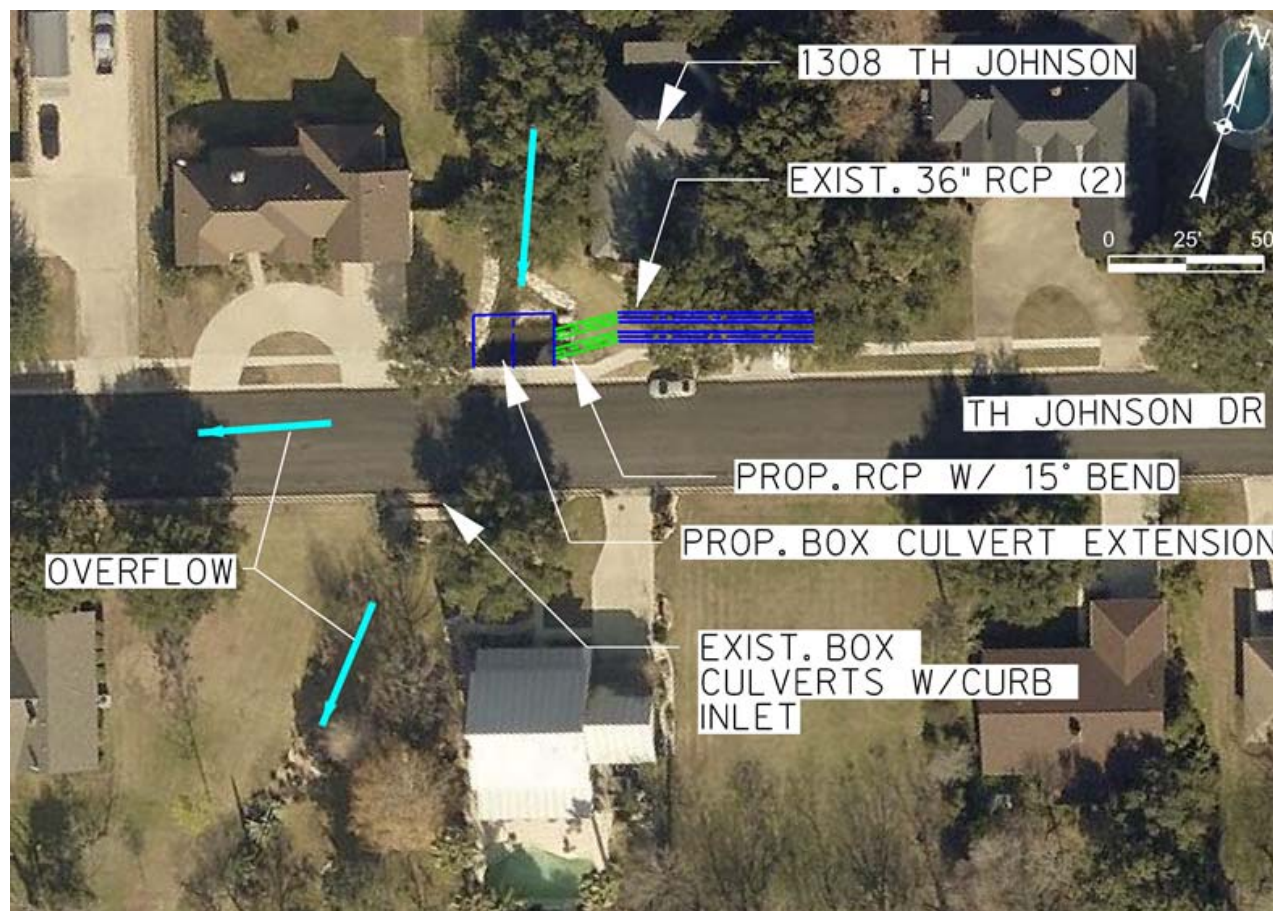
Project Costs

\$121,000

(Easement Required)

Next Steps:

- Easement Acquisition
- Funding/CDs





Additional Misc Projects: 3310 Crystal Circle





Additional Misc Projects: 3310 Crystal Circle

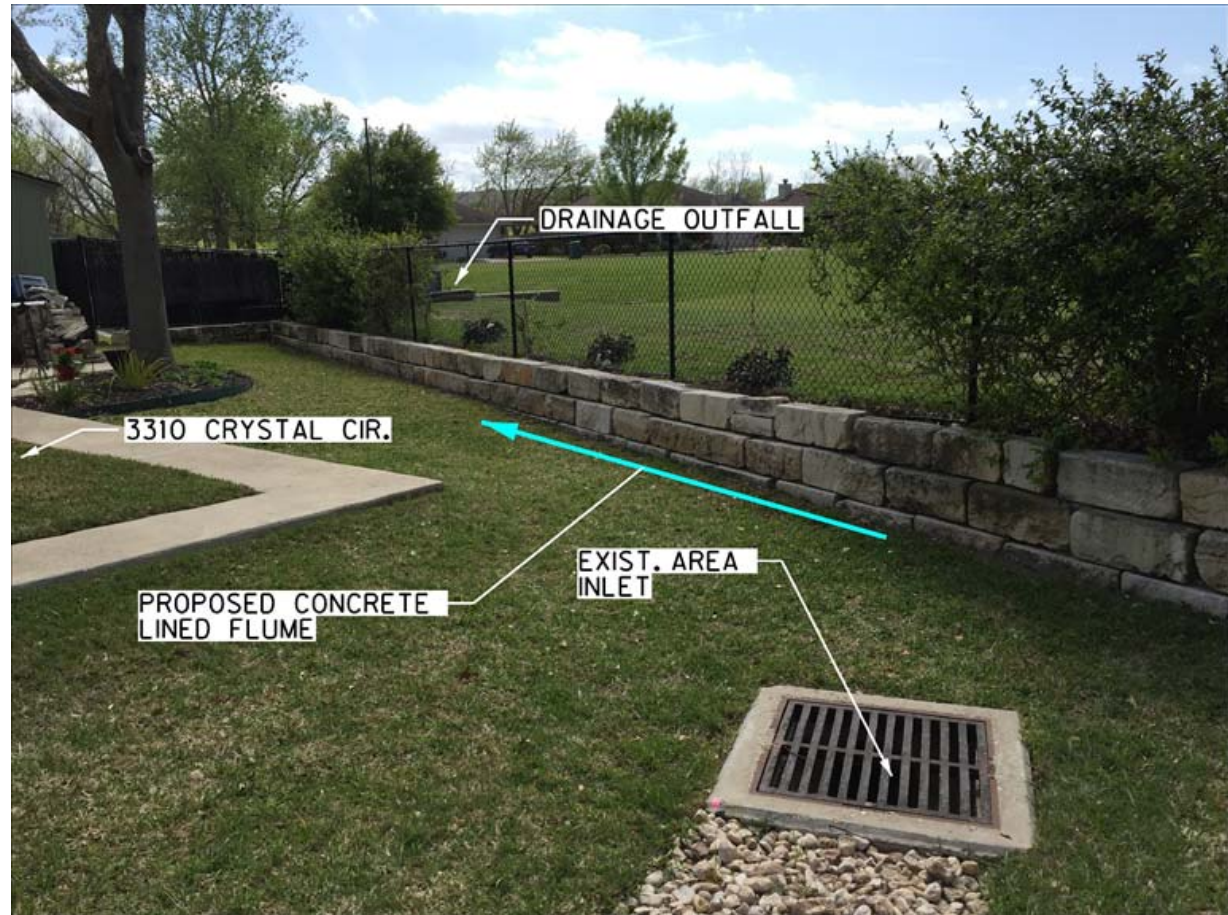
Project Costs

\$31,000

(Temporary **Construction** Easement
Required)

Next Steps:

- Easement
Acquisition
- Funding/CDs





Additional Misc Projects: Reece Residence on 2nd Street



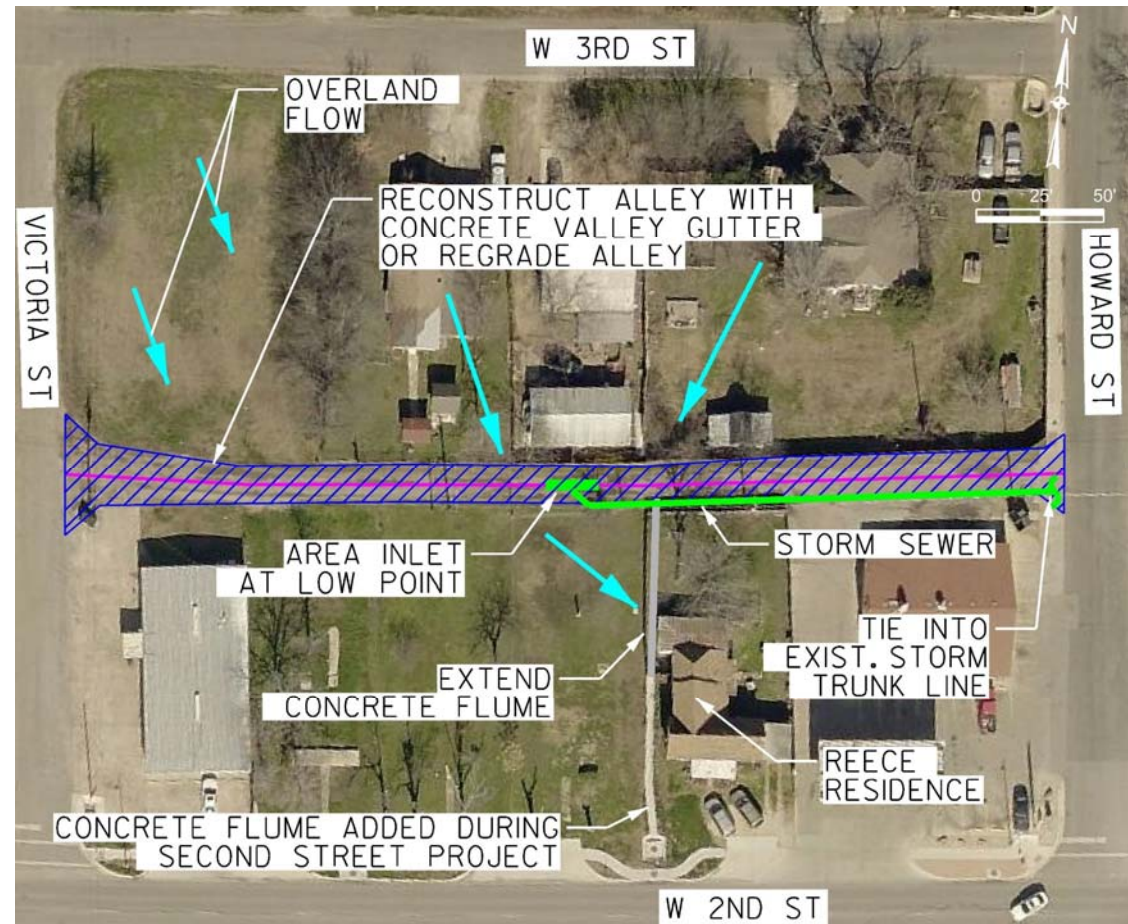
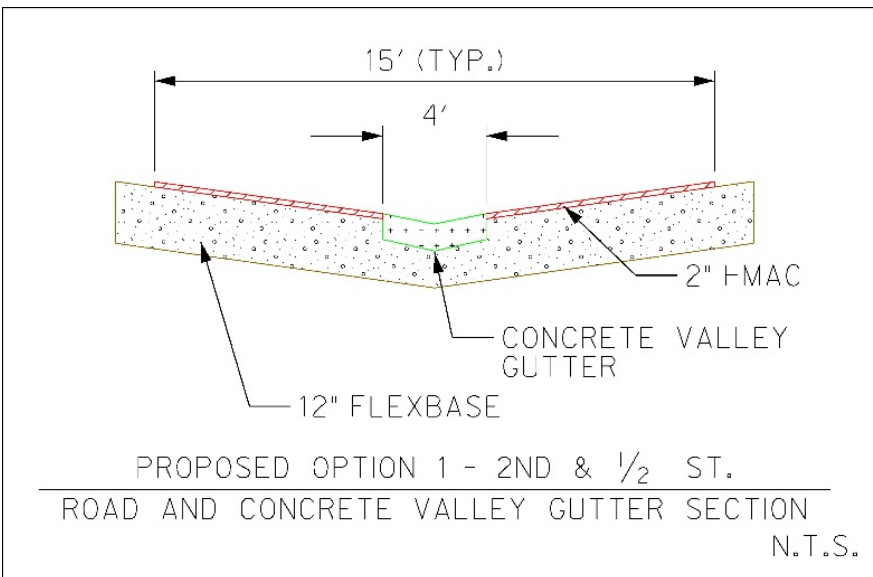


Additional Misc Projects: Reece Residence on 2nd Street

Project Costs

Option 1: \$130,000

Howard St Contingency: \$30,000
(Easement Required-Cost TBD)



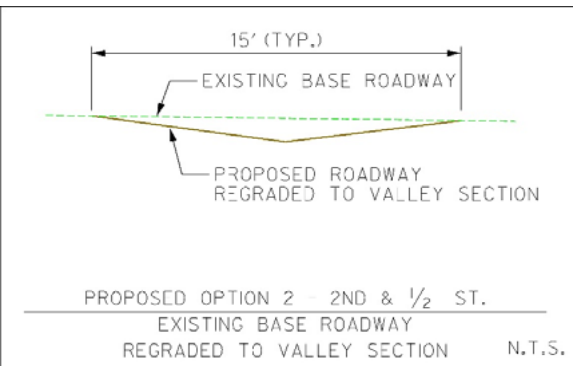


Additional Misc Projects: Reece Residence on 2nd Street

Project Costs

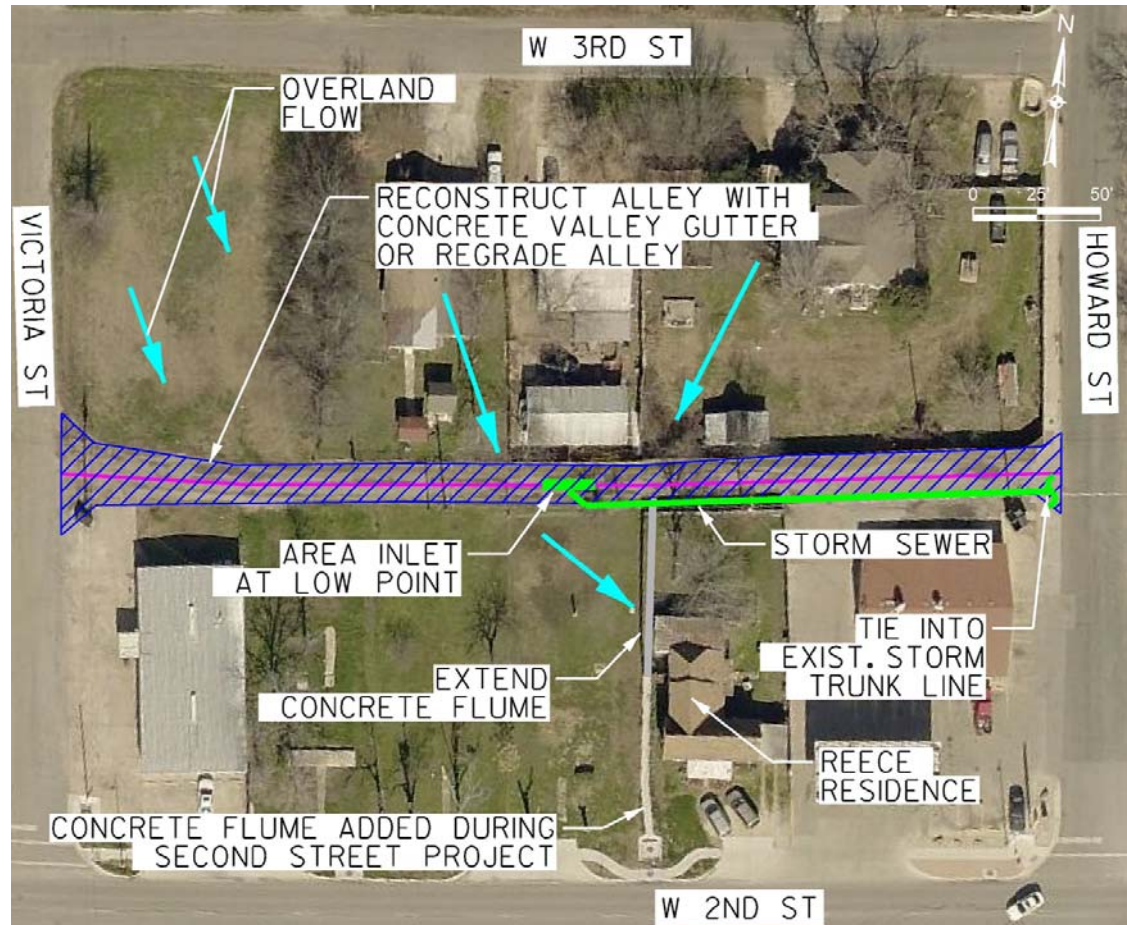
Option 2: \$66,000

Howard St Contingency: \$30,000
(Easement Required-Cost TBD)



Next Steps:

- Choose Option
- Easement Acquisition
- Funding/CDs



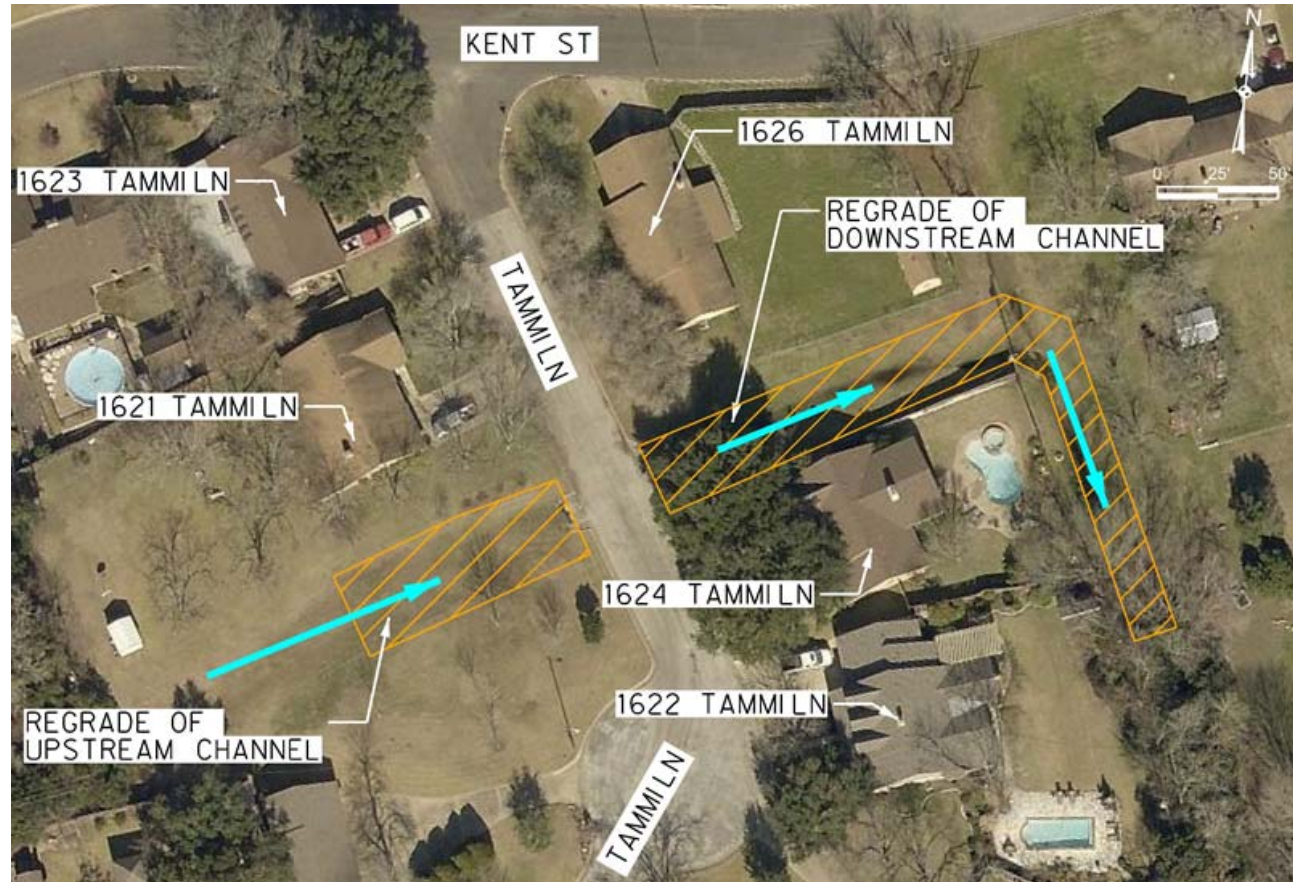


Tammi Lane

Project Costs: \$70,500
(Temporary Easement Required-Cost TBD)

Next Steps:

- Easement Acquisition
- Funding/CDs



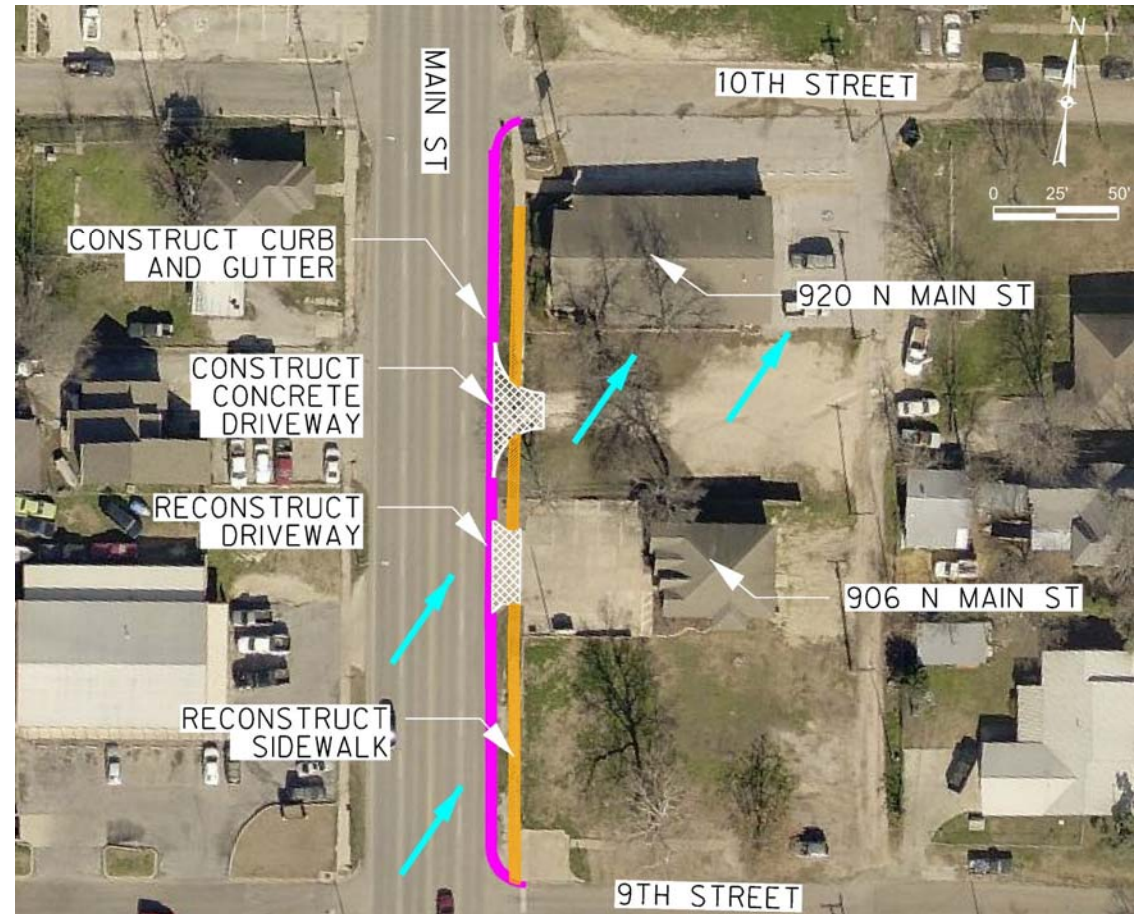


Taylor Dental Association

Project Costs
\$50,600

Next Steps:

- Coordination w/TxDOT
- Funding/CDs





Davis Street @ Bull Branch Sidewalk

Project Costs

\$21,000

Next Steps:

- Funding/CDs





2200 Lee Street

Project Costs

Debris Clearing by City Forces
(Temporary Right of Entry Required)

Next Steps:

- Public Works evaluate equipment needed and if accessible.
- Coordinate ROE & clean debris.





***City Council Meeting
June 9, 2016
Agenda Item Transmittal***

Agenda Item #: 13

Agenda Title: Receive preliminary Budget Forecast for fiscal year 2015-16.

Council Action to be taken: No action required.

Initiating Department: City Management, Finance Department

Staff Contact: Rosemarie Dennis, Finance Director

1. INTRODUCTION/PURPOSE

The purpose of this item is to provide City Council with information on the preliminary budget forecast for the year end 2015-16.

2. DESCRIPTION/ JUSTIFICATION

3. FINANCIAL/BUDGET

4. TIMELINE CONSIDERATIONS

5. RECOMMENDATION

6. REFERENCE FILES

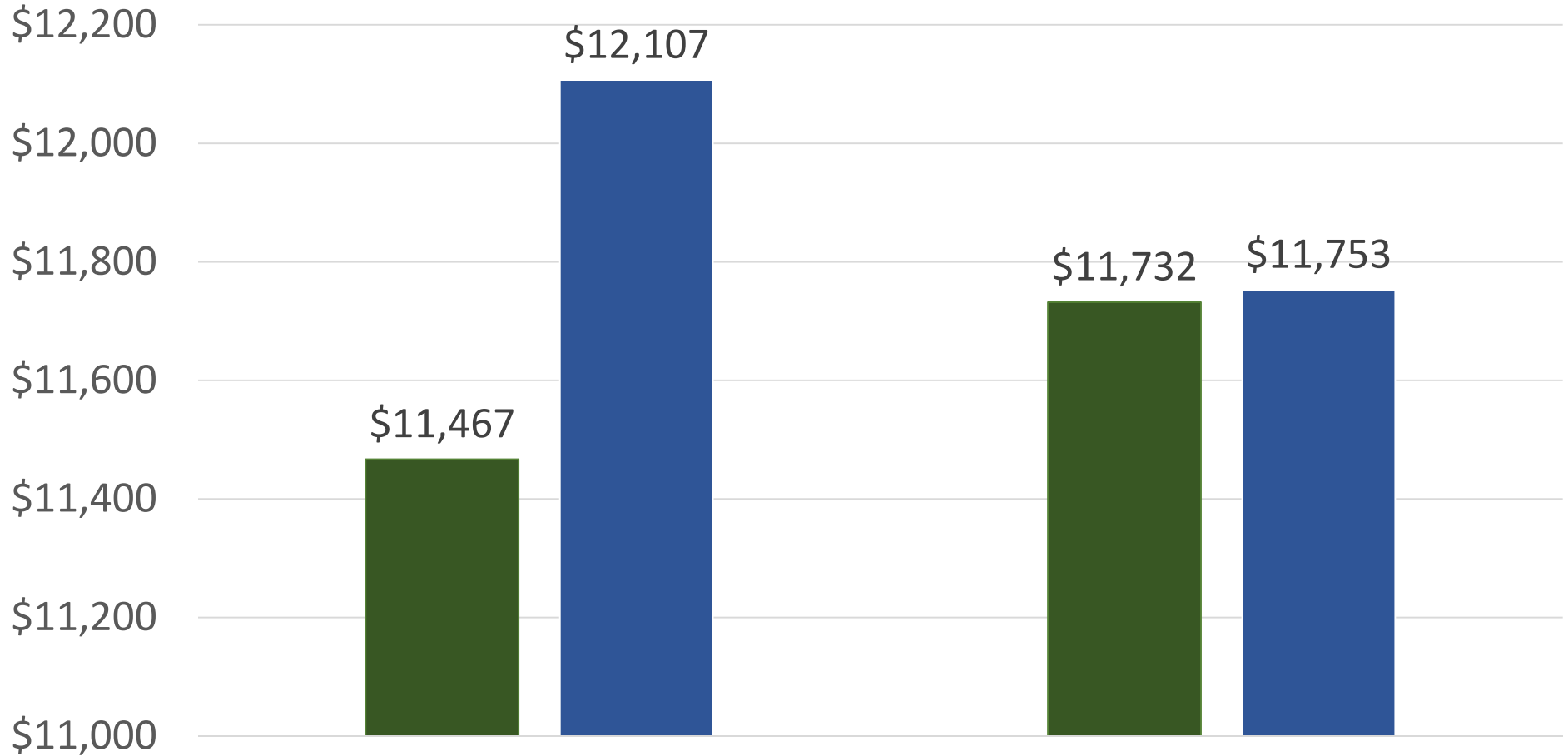
13a. [Budget Year End Projection PowerPoint](#)



BUDGET END OF YEAR PROJECTIONS FOR FY2015-16



GENERAL FUND (Shown in Thousands)



Adopted Budget

Projected Year End Budget

■ Revenues

■ Expenditures

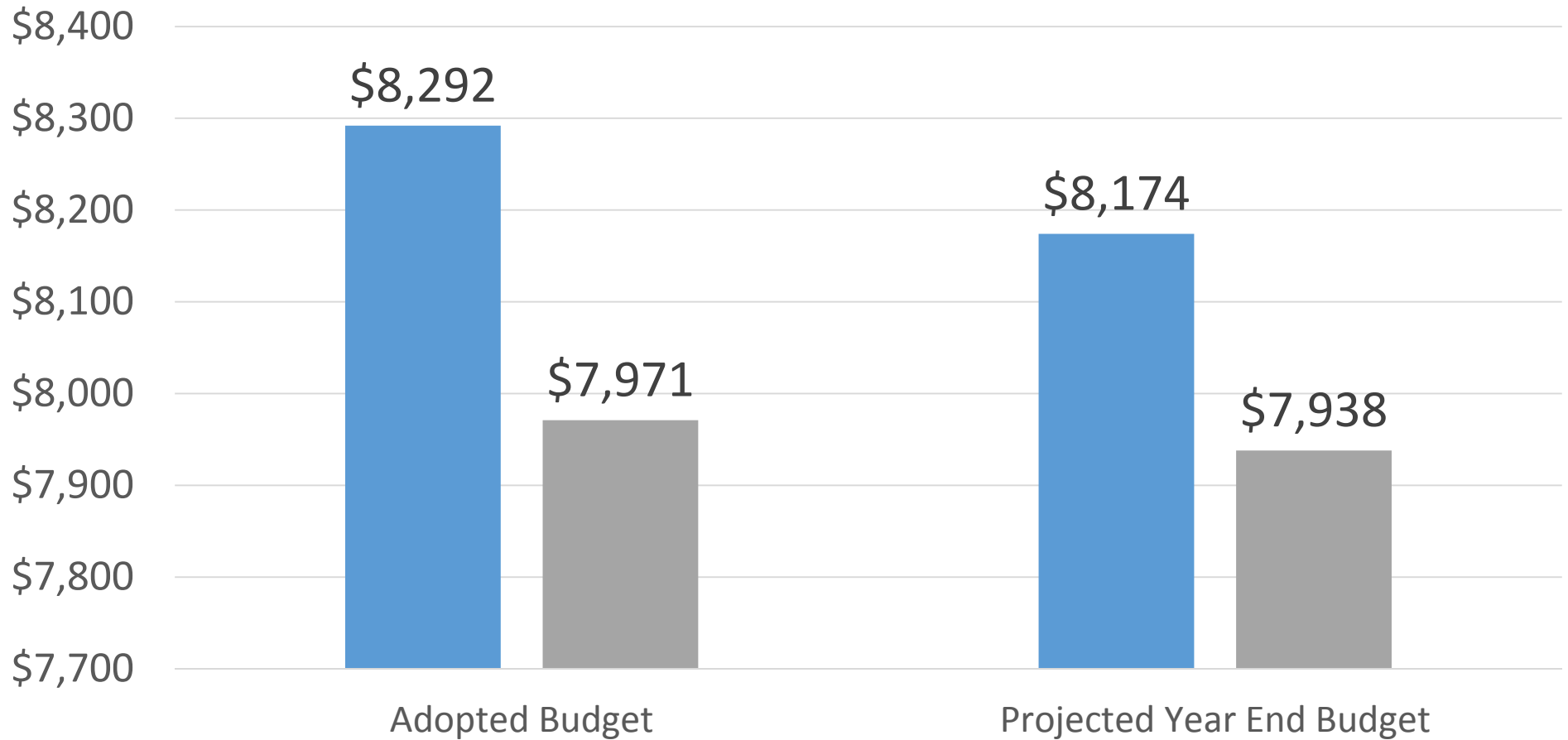
GENERAL FUND REVENUES 2015-16

BUDGET	\$11,467,314
PROPERTY TAX	\$80,003
SALES TAX	(\$96,545)
FRANCHISE TAX	\$32,530
LICENSES AND PERMITS	\$56,500
GRANTS	\$181,993
CHARGES FOR SERVICES	(\$27,920)
COURT FINES AND FEES	(\$35,172)
MISC. REVENUE	\$73,473
FISCAL YEAR END PROJECTION	\$11,732,176
CHANGE IN REVENUES	2.3%
CHANGE IN BUDGET TO PROJECTION	\$264,862

GENERAL FUND EXPENDITURES 2015-16

BUDGET	\$12,107,314
SALARY & BENEFIT SAVINGS	(\$421,009)
EQUIPMENT COST SAVINGS	(\$40,604)
380 ECO. DEV. AGREEMENT	\$200,000
TELEPHONE SAVINGS	(\$46,468)
HIRING SEARCHES FOR PROF. POSITIONS	54,517
CASH MATCHES-GRANTS/CONTINGENCY	(\$212,473)
METROSTUDY	\$25,205
TICKET WRITER GRANT EXPENDITURES	\$50,710
2015 MAY FLOODING EXPENDITURES	\$18,682
MISECELLANEOUS REPAIRS	\$17,500
FISCAL YEAR END PROJECTION	\$11,753,374
CHANGE IN EXPENDITURES	-2.9%
CHANGE IN BUDGET TO PROJECTION	(\$353,940)

UTILITY FUND (Shown in Thousands)



■ REVENUES ■ EXPENDITURES

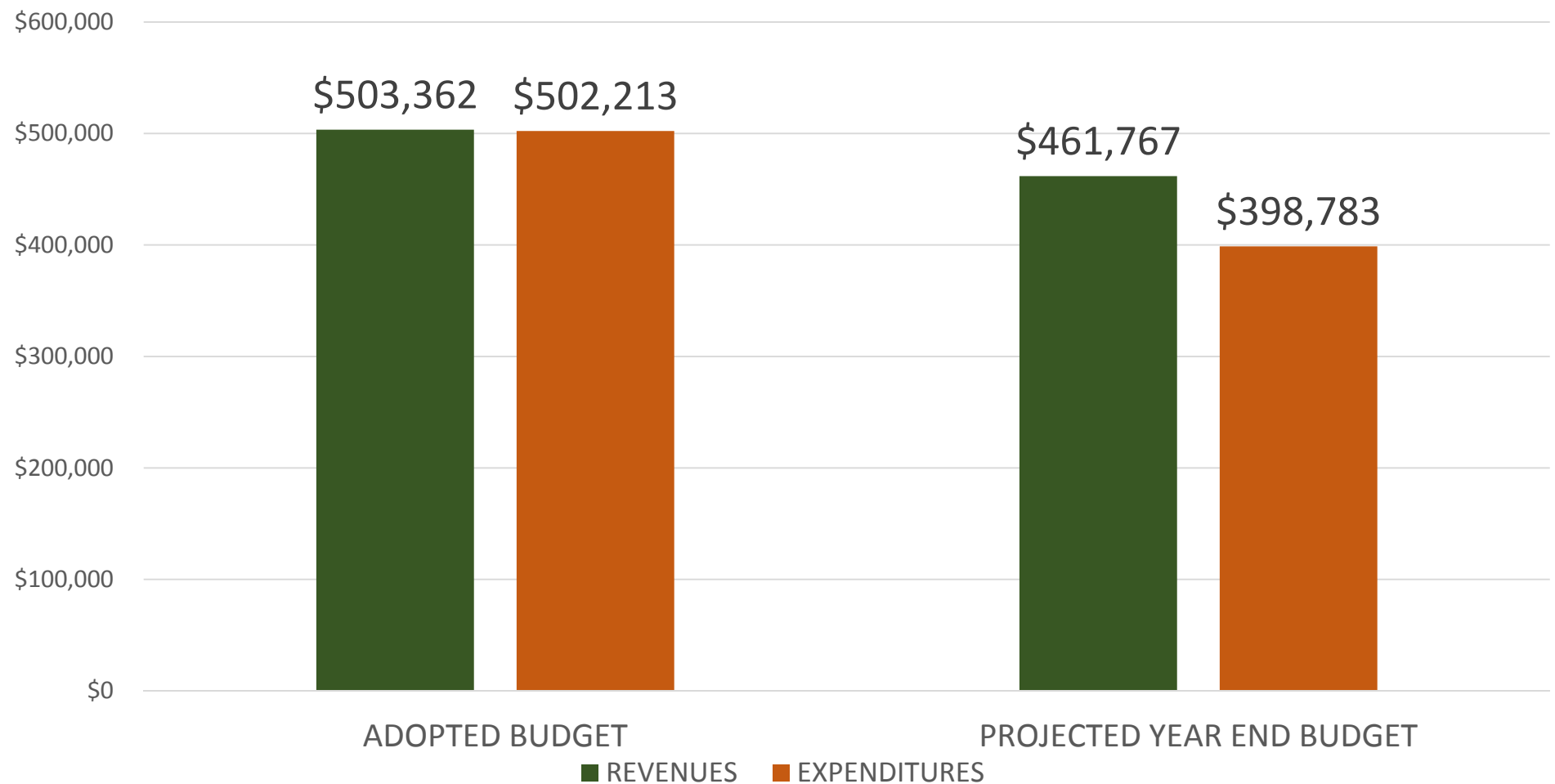
UTILITY FUND REVENUES 2015-16

BUDGET	\$8,291,509
WATER SALES	(\$186,819)
CHARGES FOR SERVICES	\$5,500
ASSESSMENTS	\$15,170
INTERGOVERNMENTAL/GRANTS	\$49,580
MISC. REVENUE	(\$775)
FISCAL YEAR END PROJECTION	\$8,174,165
CHANGE IN REVENUES	-1.4%
CHANGE IN BUDGET TO PROJECTION	(\$117,344)

UTILITY FUND EXPENDITURES 2015-16

BUDGET	\$7,971,971
SALARY & BENEFIT SAVINGS	(\$20,400)
WASTEWATER TREATMENT PLANT-PUMPS	\$83,048
EQUIPMENT COST SAVINGS	(\$16,500)
TELEPHONE SAVINGS	(\$3,968)
OPERATIONAL COST	\$402
USE OF CONTINGENCY RESERVES	(\$93,132)
FISCAL YEAR END PROJECTION	\$7,938,419
CHANGE IN EXPENDITURES	-0.4%
CHANGE IN BUDGET TO PROJECTION	(\$33,552)

AIRPORT FUND



AIRPORT FUND REVENUES 2015-16

BUDGET	\$503,362
T-HANGAR RENTAL	\$4,244
FUEL SALES	(\$48,000)
MISC REVENUE	\$2,161
FISCAL YEAR END PROJECTION	\$461,767
CHANGE IN REVENUES	-8.3%
CHANGE IN BUDGET TO PROJECTION	(\$41,595)

AIRPORT FUND EXPENDITURES 2015-16

BUDGET	\$502,213
SALARY & BENEFIT SAVINGS	(\$19,349)
EQUIPMENT COST SAVINGS	(\$1,430)
COST OF FUEL	(\$76,100)
OPERATIONAL COST	(\$6,551)
FISCAL YEAR END PROJECTION	\$461,767
CHANGE IN EXPENDITURES	-20.6%
CHANGE IN BUDGET TO PROJECTION	(\$103,430)



***City Council Meeting
June 9, 2016
Agenda Item Transmittal***

Agenda Item #: 14

Agenda Title: Receive update on 7th Street Campus disposition.

Council Action to be taken: Receive update.

Initiating Department: City Administration

Staff Contact: Isaac Turner, City Manager

1. INTRODUCTION/PURPOSE

The city is continuing to work closely with the TISD on redevelopment of the 7th Street campus and this item is to update the council and public on the latest disposition of this project.

2. DESCRIPTION/ JUSTIFICATION

3. FINANCIAL/BUDGET

4. TIMELINE CONSIDERATIONS

5. RECOMMENDATION

6. REFERENCE FILES



***City Council Meeting
June 9, 2016
Agenda Item Transmittal***

Agenda Item #: 15

Agenda Title: Consider proposed future agenda topics and any items for future discussion.

Council Action to be taken: Discuss possible future agenda items.

Initiating Department: City Council

Staff Contact: Mayor

1. INTRODUCTION/PURPOSE

Under this item, staff will be receiving input regarding future agenda items from you. This agenda item will be added as a routine matter on each of your upcoming agendas and will not be an action item unless specific items are listed for consideration. Staff will also be bringing potential agenda items before you at this time.

2. DESCRIPTION/ JUSTIFICATION

3. FINANCIAL/BUDGET

4. TIMELINE CONSIDERATIONS

5. RECOMMENDATION

6. REFERENCE FILES

15a. [Continuous list of items](#)

Topics still to be addressed:

Ancira:

- request joint meetings or workshop with the TEDC- **TEDC mtg scheduled for June 3 cancelled.**
- Update on Williamson County Expo Center **(July 28)**
- Parks safety issues and preventive measures

Garcia:

- Continue to research the parcel method for business TUF rates

Gonzales:

- a city facilities assessment
- report from Police Department every 6 months
- Cemetery streets
- Speeding and traffic issues **(July)**
- Bring back the TEDC Board member issue for continued discussion prior to next year appts.

Rydell:

- Developing historic preservation ordinances
- More diversity for board volunteers

Green:

- Re-evaluate Animal control tech positions **(during budget discussions)**
- Historical preservation

Hill:

- Drainage issues including Hwy 79 east at the railroad overpass, Mariposa and Mockingbird Lane, and Mustang



***City Council Meeting
June 9, 2016
Agenda Item Transmittal***

Agenda Item #: 16
Agenda Title: Executive Session. (Acquisition of real property)
Council Action to be taken: Adjourn into Closed session.
Initiating Department: City Administration
Staff Contact: Mayor

1. INTRODUCTION/PURPOSE

2. DESCRIPTION/ JUSTIFICATION

The Taylor City Council will conduct a closed meeting under Section 551.072 of the Texas Government Code which allows such a closed meeting and which Rules conflict with the Texas Open Meetings Act.

3. FINANCIAL/BUDGET

4. TIMELINE CONSIDERATIONS

5. RECOMMENDATION

6. REFERENCE FILES

16a. [Executive Session form](#)

**TAYLOR CITY COUNCIL
CERTIFIED AGENDA - EXECUTIVE SESSION**

1. OPEN MEETING ANNOUNCEMENT

The City of Taylor City Council convened in Open Session, declared a quorum on June 9, 2016 and has posted an Official Agenda indicating the possible need for an Executive Session. The Council will now adjourn into Executive Session pursuant to the Texas Open Meetings Act, Government Code Section:

- | | | |
|-------------------------------------|---------|--|
| ☐ | 551.071 | To consult with its attorney regarding a matter in which the duty of the attorney to the City conflicts with the Open Meetings Act. |
| ☒ | 551.072 | To conduct deliberations regarding the purchase, exchange, lease, or value of real property. |
| ☐ | 551.074 | Regarding personnel matters |
| ☐ | 551.087 | Regarding economic development negotiations and considering financial or other incentives to a business prospect that the City seeks to have locate in or near the City of Taylor. |

Any action resulting from the Executive Session will be taken in Open Session immediately following the Executive Session.

2. BACK TO OPEN SESSION

The time is now _____ and we will reconvene into Open Session. No action or vote was taken on any matter discussed in Executive Session.

CERTIFICATION

As Mayor of the City of Taylor, I do hereby certify that this Agenda of an Executive Session of the City Council is a true and correct record of the proceedings.

WITNESS my hand this the 9th day of June 2016.

Mayor