



City Council Meeting

June 24, 2021

Transmittal Letter

STRATEGIC PILLAR	
<input type="checkbox"/>	Streets/Infrastructure
<input checked="" type="checkbox"/>	Quality of Life
<input checked="" type="checkbox"/>	Economic Vitality

Agenda Item #: 3
Agenda Title: Consider approving requests for off premise temporary signs for special events

Council Action to be taken: Consider requests

Department Submitted: Development Services

Staff Contact: Colin Harrison, Assistant Development Services Director
Jeff Jenkins, Deputy City Manager

1. PURPOSE/DESCRIPTION

This agenda item allows City Council to consider approval of requests for temporary special event signs for the Taylor Pride Event 2021.

2. STAFF ANALYSIS / BACKGROUND / PRIOR COUNCIL ACTIONS

The sign ordinance (Section 24.3 (o)) prohibits off premise signs unless there has been a determination and minute order of the city council. Taylor Pride is seeking a determination from the City Council for their temporary off premise signs at different locations around the City for their forthcoming special event on June 26th.

3. PROS and CONS

<u>PROS</u>	<u>CONS</u>
<ul style="list-style-type: none">• Attracts business or tourism	<ul style="list-style-type: none">• Temporary banners can be unsightly• If temporary banners are placed in the wrong locations can become a hazard to traffic safety.

4. RECOMMENDATION

Staff recommends that Council consider approval of the following request for the placement of temporary, off-premise banners for:

- i) Taylor Pride Event banners at three locations next to Taylor monument signs on North Main, South Main and West Second Streets between June 20, 2021 to June 27, 2021 with the signs removed on June 27, 2021.

5. FUNDING SOURCE

N/A

6. TIMELINE

N/A

7. OTHER OPTIONS (In order of preference)
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N/A

8. ATTACHMENTS

- 3a. Report on off-premise signs
- 3b. Photos of signs
- 3c. Permit

Report for Off premise temporary signs for special events

1. Ordinance

1.1 Section 24.3 (o) (3) of the City of Taylor Code of Ordinances explicitly prohibits:

”Off-premise signs, both commercial and noncommercial, except on city property where there has been a determination and minute order of the city council which finds that the display of the sign does as follows:

- a. Promotes a positive image of the city for the attraction of business or business or tourism;
- b. Depicts an accomplishment of an individual or group; and
- c. Creates a positive community spirit.

Upon such order, the city can authorize, upon approved construction plans, the following:

- a. A sign on a city water tower; or
- b. An entrance sign to be located on city property such that it is visible from State Highway 79 or State Highway 95; or
- c. A sign to be located on city rights-of-way.

Said sign shall be displayed for a period ordered by the city council or as may be decided by it from time to time.”

2. Recent History

2.1 In the past, some organizations have submitted sign permits for temporary special event signage and other organizations have not submitted permits. Taylor Rodeo has been issued temporary sign permits in the past, albeit incorrectly. Taylor Rodeo was denied sign permits for the recent Bullnanza event. The reason for the recent denial was that these signs are contrary to section 24.3 (o) (3) of the sign ordinance without a determination by the City Council. At the June 10th signs were approved for the Taylor Rodeo and Chamber of Commerce.

3. Proposal

Taylor Pride Event 2021

3.1 Taylor Pride is seeking temporary banners for the first Taylor Pride Event. There are three banner offsite near the Taylor monument signs on North Main, South Main and West 2nd Streets. The signs will be up from June 20, 2021 and removed on June 27, 2021.

3.2 Each banner measures 3 feet by 4 feet.

3.3 The banner on the McCrory Timmerman building facing North Main Street has been issued a sign permit. This is considered an on-premise temporary banner. This temporary banner has permission to be displayed between June 18 to June 30, 2021.

Previous approvals

Taylor Rodeo Association

4.1 Taylor Rodeo Association was seeking temporary signs for this year's Rodeo event at 10 locations with two different types of temporary sign. Type A would be an angled and measure 4 feet high by 16 feet in length. Type B would measure 4 feet high by 8 feet in length.

4.2 The signs would be displayed between June 21 to July 19, 2021. The signs would be removed on July 19, 2021. The signs would be placed in the right-of-way but the applicant states that the signs would not obstruct drivers' view.

4.3 The 10 locations are:

1. North intersection of Bill Pickett Trail and Chandler Lane (Type A sign)
2. North intersection of Bill Pickett Trail and Carlos G Parker Blvd (Type A sign)
3. North West corner of Mallard Drive and Carlos G Parker Blvd (Type B sign)
4. South side of Second Street and Debus Drive (Type B sign)
5. East side of South Main Street and Old Coupland Road (Type B sign)
6. East side of 3605 North Main Street (Type A sign)
7. East Fourth Street at City of Taylor signage (Type B sign)
8. East side of 1008 Carlos G Parker Blvd (Type A sign)
9. South east corner of Carlos G Parker Blvd and FM 973 (Type A sign)
10. East side intersection of Carlos G Parker Blvd and North Main Street (Type B sign)

4.4 Taylor Rodeo are in the process of obtaining adjacent landowners' consent for all the signs except number 7 above.

b) Taylor Chamber of Commerce

4.5 Taylor Chamber of Commerce was seeking a temporary banner across Main Street to advertise the Business Expo 2021. This banner will also require permission from TXDOT.

4.6 The proposed banner would be positioned between Taylor Sporting Goods and the Howard Theatre across Main Street. It would be 4 feet high by 36 feet long and be at least 20 feet above the pavement.

4.7 The banner would be displayed between August 11 to September 17, 2021. The banner would be removed on September 17, 2021.

5. Considerations

5.1 This special event would assist in promoting tourism.







Project Details

Project Number

2021-9535

[AUTO GENERATED]

Status

In Review

Designation

Commercial

Project Name

off premise signs

Project Description

3 temporary banners for Pride event located at 3 Welcome Taylor signs from June 20 to June 27

Occupancy Classification

Utility and Miscellaneous

Group Type

- Select -

Specific Use

Sign Permit-Banner

Physical Address or Location

Add Address



This address is not verified.



Map it

Address Search

Address

2213 W 2nd

Unit / Apt / Suite

Place Name / City

Taylor

State

TX

Zipcode

Description

Project Details



Sign - Banner No Payment Needed



Qty	Sq. Footage	Contract Value	Value
Qty: 1			
	Issued Date		Expired Date
	<input type="checkbox"/>	<input type="text"/>	<input type="checkbox"/>

Additional Information

Associated Contact

Select A Contact

Available Project Fees

Do not filter

Building Permits

Electrical Permits

Gas Permits

Inspection Fees

Mechanical Permits

Miscellaneous Permit Fees