

# Stakeholder Dialogue #1 for Taylor Downtown Plan

7/24/2024

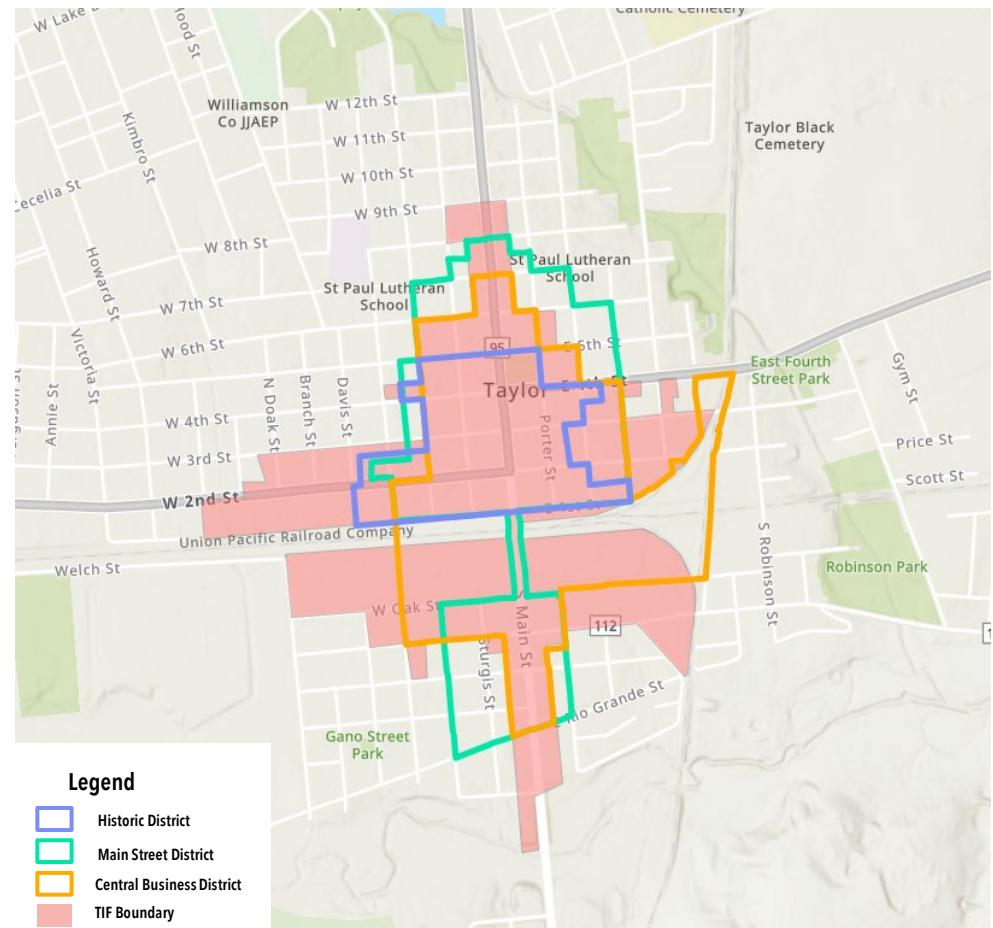


# AGENDA

1. INTRODUCTION & PURPOSE
2. PROJECT GOALS
3. EXISTING CONDITIONS
4. NEXT STEPS

# STUDY AREA

TIF Boundary: 203 ac



# VISION

The City of Taylor desires a community-driven downtown plan that identifies opportunities for future investments, action steps for implementation, as well as educates and paints a vibrant future for Taylor. This should include timing and implementation of the identified catalyst projects that will come out of the study. The client wants to bring people back into downtown and make it a pedestrian-friendly and ADA friendly destination for the visitors and citizens of Taylor. The client wants to fill in the gaps between existing pockets of interest to create a cohesive downtown that serves the needs of visitors and residents. In order to achieve this vision, Taylor needs a plan that focuses on the downtown core and is rooted in implementable projects with action steps identified to make them realized.

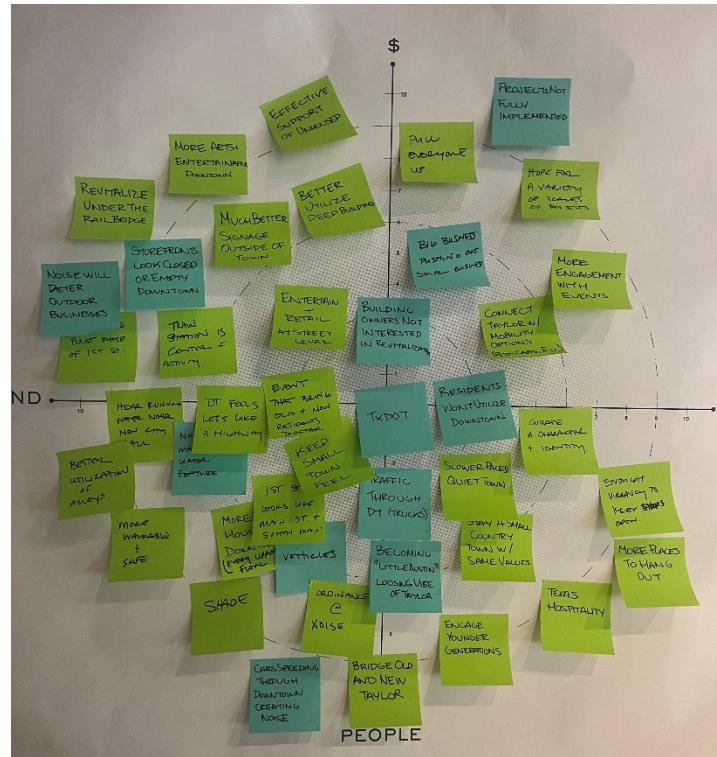
The tax increment funds public improvements to encourage the redevelopment of downtown Taylor into a mixed-use, pedestrian-oriented environment consistent with the goals of the City's Comprehensive Plan.

# LIONHEART PROCESS



# PROJECT GOALS

## ADVISORY COMMITTEE MEETING 1



# PROPOSED DRAFT GOALS & METRICS FOR 2024 PLAN

## PROPOSED:

### **Economic Development**

- Ensure the Downtown is fiscally sustainable and vibrant.
- Improve navigation and accessibility.

### **Social Fabric**

- Encourage a mix of uses – housing, office, employment, and retail.
- Expand mobility options and connectivity.
- Be a destination for social life in Taylor for residents and visitors.

### **Environmental Enhancement**

- Increase human comfort for all – shade, quiet, safety.
- Improve access to nature and recreation.

### **Art and Culture**

- Preserve and celebrate local heritage.
- Encourage the integration of the arts into the urban fabric.

## OLD:

### **Economic**

- Stimulate economic development.
- Provide entertainment, recreation, programming, and events.
- Direct visitors to key locations with signage, parking, and streetscapes.

### **Community**

- Be a pedestrian-friendly destination.
- Meet the vision of a broad range of stakeholders.
- Serve the needs of visitors and residents alike.

### **Environment**

- Provide more recreational opportunities and access to nature.

### **Art**

- Protect the unique history and character of Taylor.

# ASSESSMENT OF 2015 DOWNTOWN PLAN

## PROJECTS BUILT SINCE 2015

**54% of all strategies from the 2015 Downtown Plan are completed or in progress.**

- New City Hall Building (est. 2026)
- Taylor Studio Tour (2024)
- Taylor Made Land Development Code (2023)
- 2nd & Main Street Improvements (2023)
- CARTS Expansion (2022)
- Heritage Square (2019)
- Pierce Park Skatepark (2017)
- Gateways & Wayfinding

# PIERCE PARK SKATEPARK



**Built: 2017**

**Improvements:**

- Skate park,
- Seating,
- Public art display,
- Shade structure, and
- Landscaping.

# GATEWAYS & WAYFINDING



**Built: 2019**

**Improvements:**

- New signage at key gateway (US 79)

# HERITAGE SQUARE



**Built: 2019**

**Improvements:**

- Amphitheater,
- Pavilion,
- Spray park,
- Public art display,
- Shade structures, and
- Landscaping.

# CARTS EXPANSION



**Built: 2022**

**Improvements:**

- CARTS NOW on-demand transit service zone expanded

# 2ND & MAIN STREET IMPROVEMENTS



**Built: 2023**

## **Improvements:**

- Sidewalk reconstruction
- Bulbout with bollards
- Accessible curb ramp
- Decorative pavers
- Street tree and planting area

# TAYLOR-MADE LAND DEVELOPMENT CODE



**Adopted: 2023**

**Improvements:**

- Form Based Code
- Streamlined Processes

# TAYLOR STUDIO TOUR



**Began:** 2024

**Description:** Free self guided tour that features over 30 local artists.

# NEW CITY HALL



**Built: Est. 2026**

## **Improvements:**

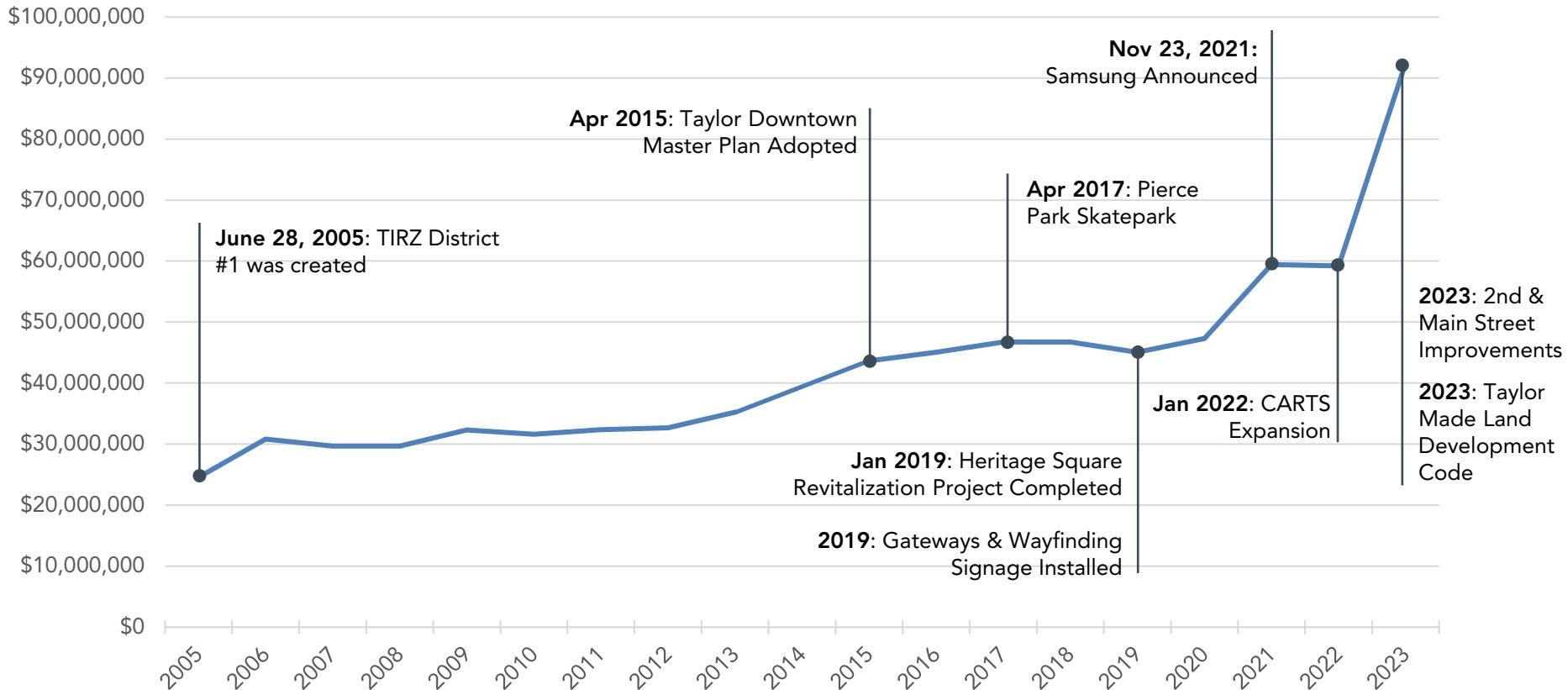
- New building with council chambers, community room, municipal court, utility building, police department, and city hall services.

# PROJECTS THAT HAVE NOT PROGRESSED

## Reasons some projects from the 2015 Downtown Plan have not progressed

- Implementers not on board with recommendations
- Additional resources needed
- No longer in line with goals of the community

# TOTAL ASSESSED VALUE OVER TIME



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## 2016 Assessed Value

**\$51,383,572**

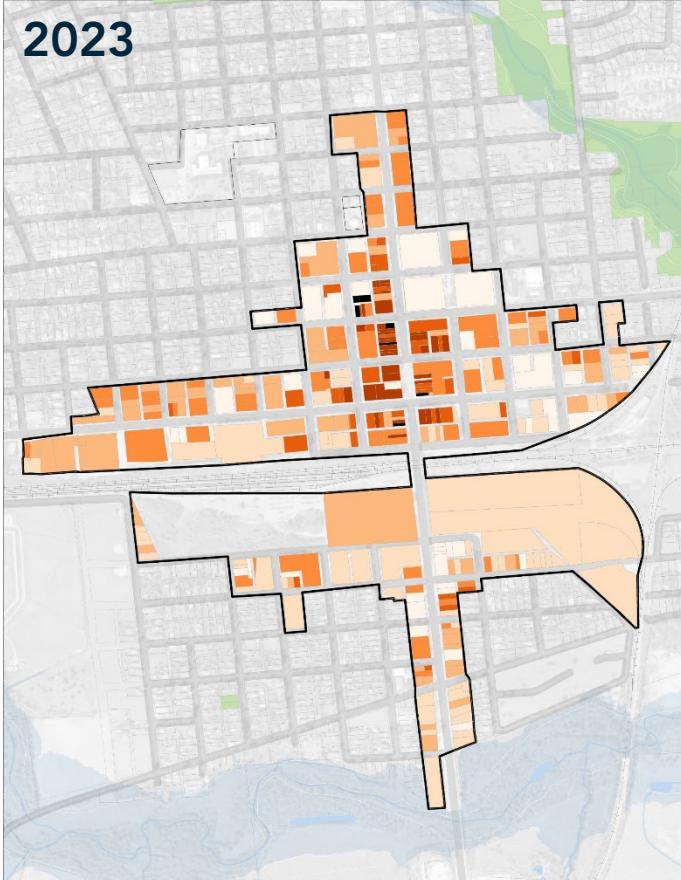
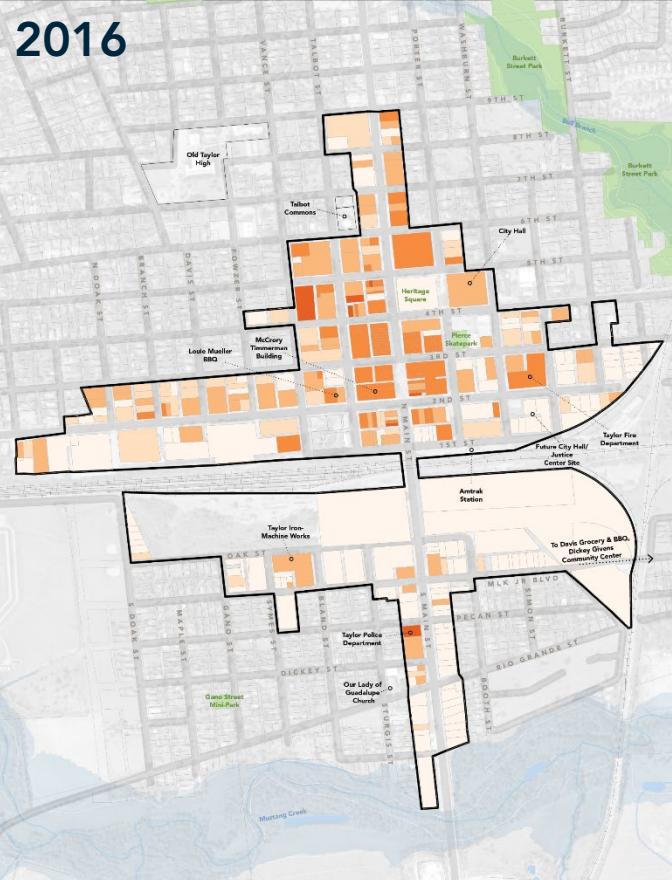
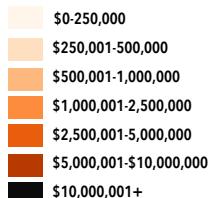
- North - \$43,383,419
- South - \$7,782,352

## 2023 Assessed Value

**\$119,642,062**

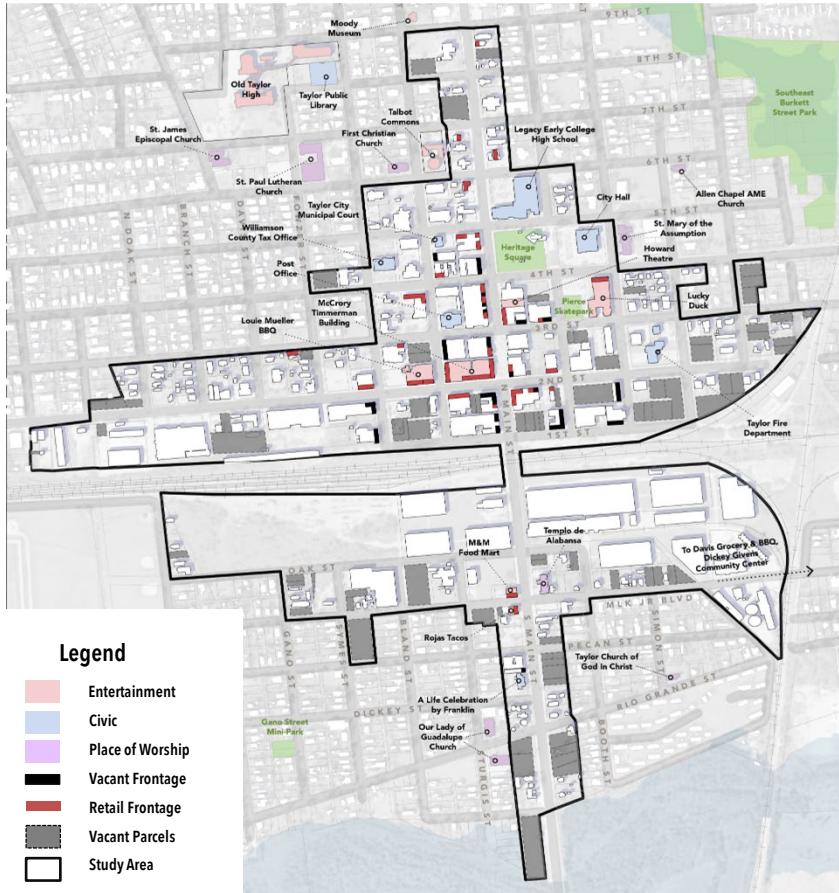
- North - \$95,773,407
- South - \$23,241,439

### Legend



## EXISTING CONDITIONS ANALYSIS

# DOWNTOWN VIBRANCY



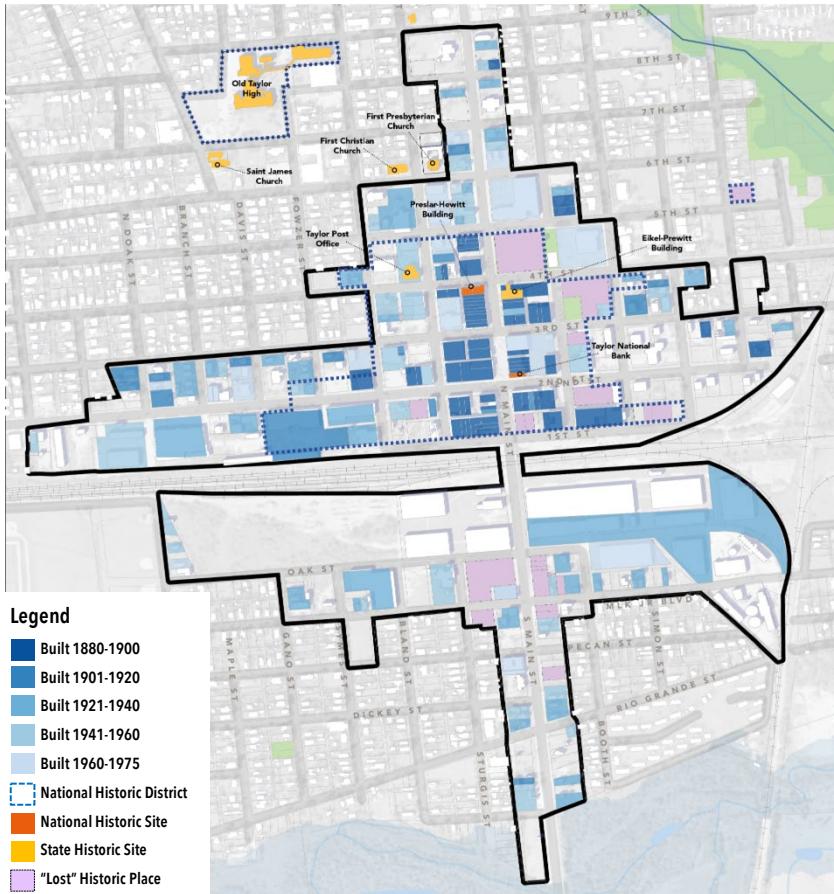
## Linear Ft of Retail Frontage

- Georgetown: 4,495 LF
- McKinney: 4,938 LF
- Elgin: 1,450 LF
- Brenham: 2,088 LF

## Downtown Taylor: 2,370 LF

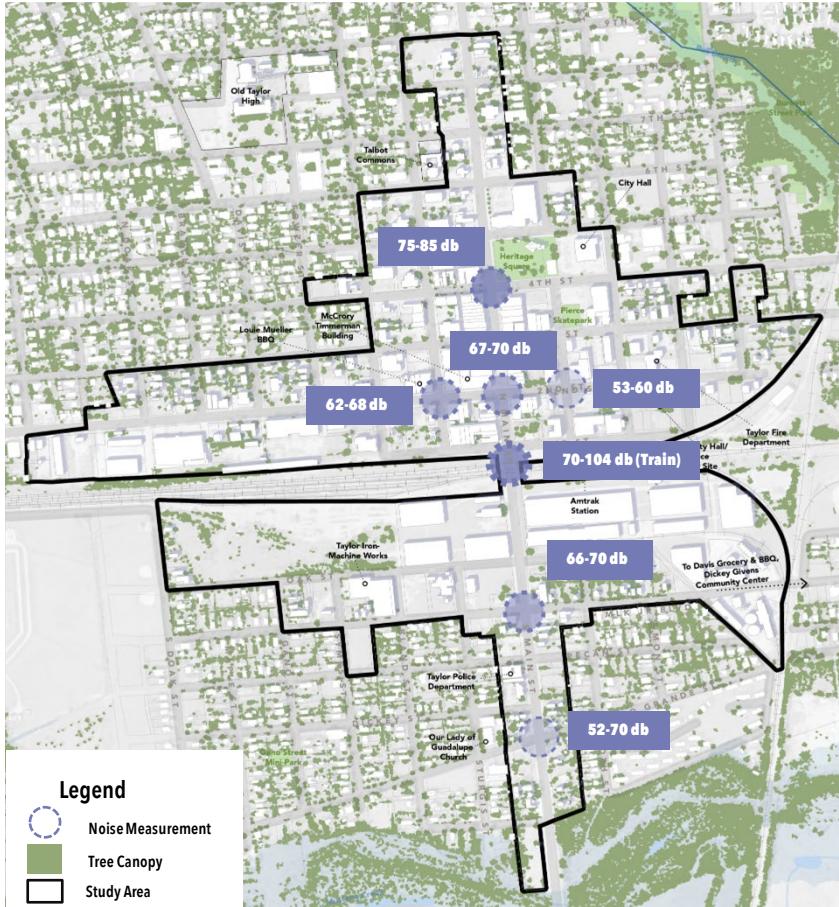
- North: 2,256 LF
- South: 114 LF

# DOWNTOWN CULTURE



City	National Register District	National Register Property	Historical Marker
Taylor	1 (84)	2	7
Georgetown	1 (40)	6	25
McKinney	4 (80)	10	16
Elgin	1 (67)	0	4
Brenham	2 (101)	3	10

# DOWNTOWN COMFORT



## % of Tree Shade

- Georgetown: 8.5%
- McKinney: 11%
- Elgin: 11%
- Brenham: 5%

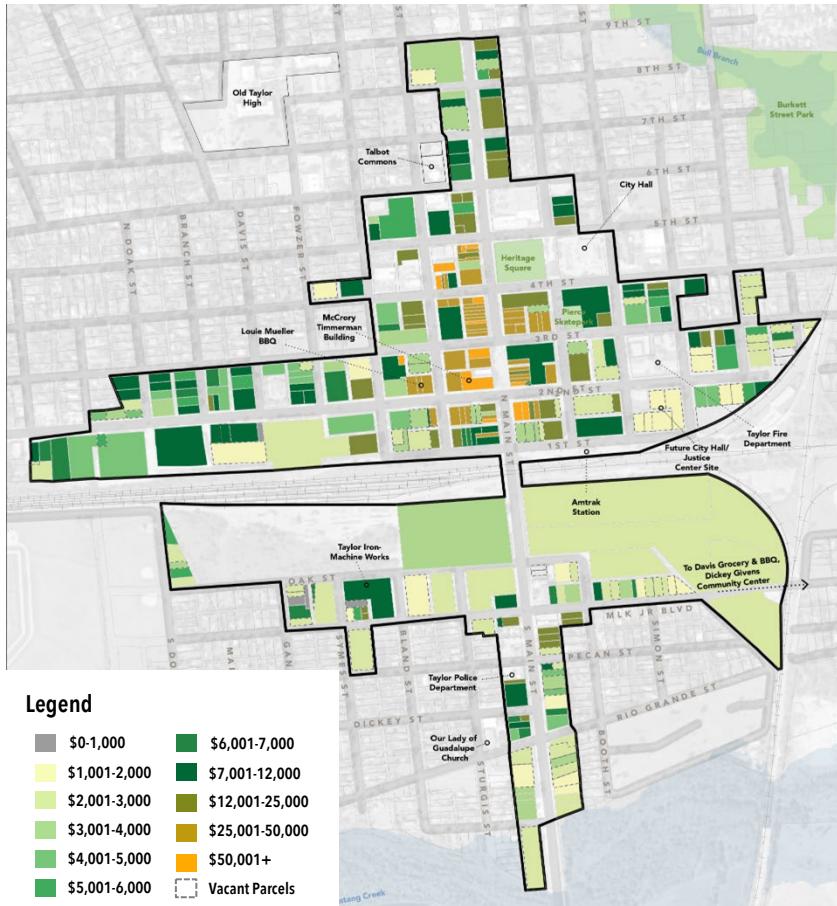
## Downtown Taylor: 10%

- North: 10%
- South: 10%

## How hearing loss occurs.



# DOWNTOWN PROSPERITY



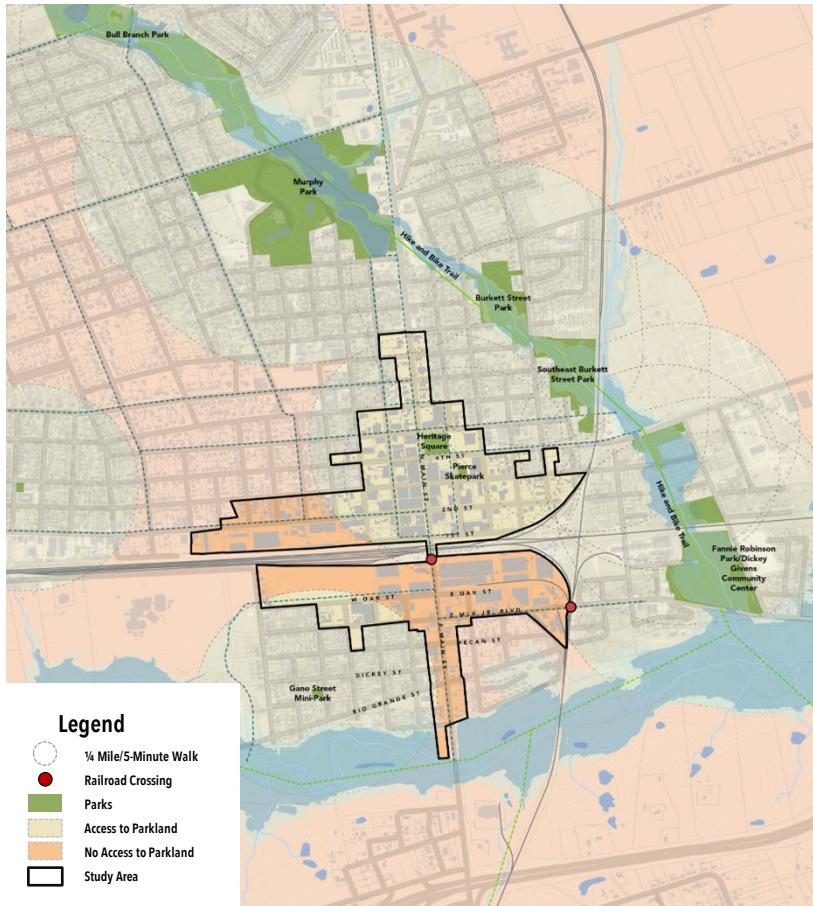
## Average Revenue per Acre

- Georgetown: \$26,099/ac
- McKinney: \$19,269/ac
- Elgin: \$10,410/ac
- Brenham: \$17,481/ac

## Downtown Taylor: \$11,975/ac

- North: \$14,940/ac
- South: \$4,505/ac

# DOWNTOWN NATURE & RECREATION ACCESS



## % of Park Access

- Georgetown: 37%
- McKinney: 35%
- Elgin: 99%
- Brenham: 39%

## Downtown Taylor: 41%

- North: 79%
- South: 16%

## NEXT STEPS

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- Advisory Board Committee Meeting 3 August
- Stakeholder Dialogue #2 October
- City Council Update October (TBD)
- Advisory Board Committee Meeting 4 November
- Stakeholder Dialogue #3 December
- City Council Update December/January (TBD)

