



# **TAYLOR DOWNTOWN PLAN**

CITY OF TAYLOR | OCT 2025



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# Executive Summary

## Introduction

**Key Challenges and Opportunities:** The City of Taylor has undergone several significant changes in recent years, presenting both challenges and opportunities. Located in one of the fastest-growing regions in the country, Taylor is now home to the new Samsung factory, which is expected to create numerous jobs and spur economic development. The plant has driven up property values and rents—a central challenge for downtown but also an opportunity, as added value increases the TIRZ's capacity to invest in capital improvements.

To preserve the identity of downtown Taylor, the City has updated its downtown plan. This plan addresses key challenges such as managing regional growth, activating underutilized land and buildings, and maintaining the character that defines the community. The updated plan reflects the current needs of the community and provides a framework for guiding future development while honoring the values that make Taylor unique.

**Approach:** To align with the goals established by the community, the City of Taylor should implement projects, programs, and policies that promote the repurposing of vacant or underutilized spaces in the downtown area. This revitalization can be achieved by updating development codes and offering incentives to create a vibrant mix of uses within a safe, walkable environment. Enhancing navigation, accessibility, and connectivity where trails and parks link to safe, shaded streetscapes will support the economic development of downtown Taylor. To celebrate Taylor's identity, it is essential to preserve its historic character while also integrating public art and cultural programs through partnerships with artists, schools, and community organizations. These efforts will foster a downtown environment that encourages people to gather, explore, and engage in downtown Taylor.

## Goals (pg. 19)

Goals outlining how the City of Taylor should respond to growth and maintain its identity were developed through an extensive public outreach process. Recommended actions were created in response to the goals and can be directly tied back to them.



### ECONOMIC DEVELOPMENT

**ED1**

Ensure the Downtown is fiscally sustainable and vibrant.

**ED2**

Improve navigation and accessibility.



### ENVIRONMENTAL ENHANCEMENT

**EN1**

Increase human comfort for all - shade, quiet, safety.

**EN2**

Improve access to nature and recreation.



### SOCIAL FABRIC

**SF1**

Encourage a mix of uses - housing, office, employment, and retail.

**SF2**

Expand mobility options and connectivity.

**SF3**

Be a destination for social life in Taylor for residents and visitors.



### ART AND CULTURE

**AC1**

Preserve and celebrate local heritage.

**AC2**

Encourage the integration of the arts into the urban fabric.

## Framework Maps

### Green and Gathering Spaces (pg. 74)

This framework ensures that all residents of downtown Taylor live within a quarter-mile walk of a park and to encourage visits to the downtown area, this plan proposes improving or creating several parks, developing connections to green spaces, and extending the existing trail network to promote connectivity in and around downtown Taylor.



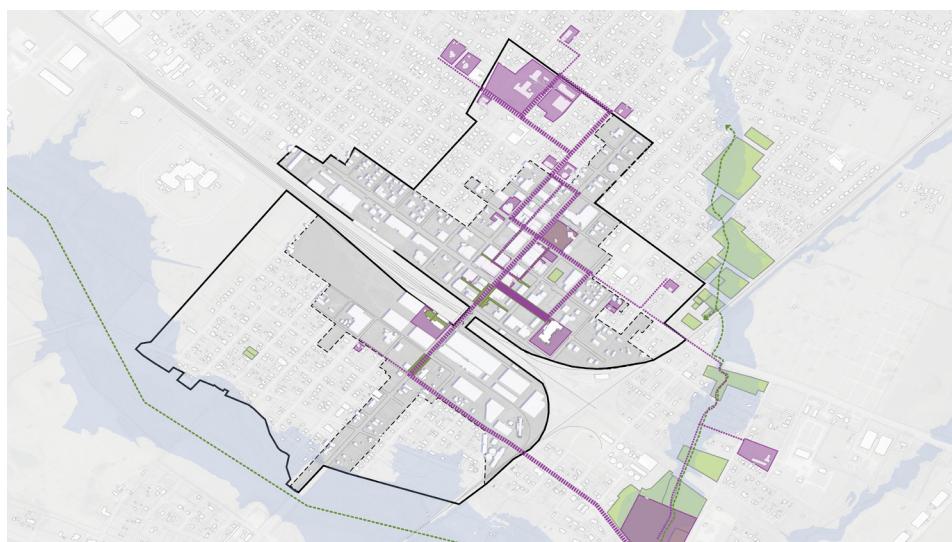
### Streetscape Improvements (pg. 76)

This framework aims to foster comfortable and safe connections throughout downtown, several streetscape improvements are proposed as part of the downtown framework. Various street types in the area require different treatments that cater to both community and business needs.



### Art and Cultural Heritage (pg. 78)

This framework creates a network of important spaces in downtown Taylor for the City to highlight. It includes an art and cultural trail, historic and cultural sites, as well as art and performance venues. It establishes connections between key locations in downtown to attract more visitors to experience the culture and art that Taylor has to offer.



## Implementation Strategy Index

There are a total of 15 strategies that will move this plan forward from a vision to reality. Implementation strategies provide a roadmap for success. With an emphasis on connectivity, economic development, green spaces, and activating underutilized spaces, they will provide the necessary actions that will advance the long-term vision of the Taylor Downtown Plan.

1. Activate Alleyways	6. Implement Operations and Maintenance Plan	11. Create Arts Program
2. Activate Main Street Bridge	7. Establish Parking Inventory	12. Expand Tax Increment Reinvestment Zone Boundary
3. Build Comfortable and Safe Streetscapes	8. Develop a Financial Model for Downtown	13. Prioritize Investment along South Main Street
4. Support More Festivals and Events Downtown	9. Implement Quiet Zone	14. Develop Commercial Infill Incentive Program
5. Create Connections to Green Spaces	10. Enhance Cohesive Identity of Downtown	15. Report on Plan Implementation



Source: City of Taylor

This sign welcomes visitors to downtown Taylor.





# 1. Introduction and Context

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<b>1.2. Process .....</b>	<b>17</b>
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## 1.1. Introduction

## What is the Taylor Downtown Plan and why is it important?

The City of Taylor is committed to bringing people to the downtown area and making it a pedestrian-friendly and ADA-accessible destination for all, including visitors and citizens. This plan, which focuses on the downtown core and is rooted in implementable projects with identified action steps, seeks to fill in the gaps between existing pockets of interest to create a downtown that serves the needs of everyone. By identifying opportunities for future investments and action steps, we are ensuring that this plan is inclusive and considers the needs of all members of the Taylor community.

## Study Area

The study area for the Taylor Downtown Plan is 197 acres and includes all land within the Tax Increment Financing District (TIF), a specially designated reinvestment zone. A TIF District pays for improvements on public property such as new sidewalks, streets, and parks by utilizing the incremental tax gains that occur on private properties adjacent to the public improvements.

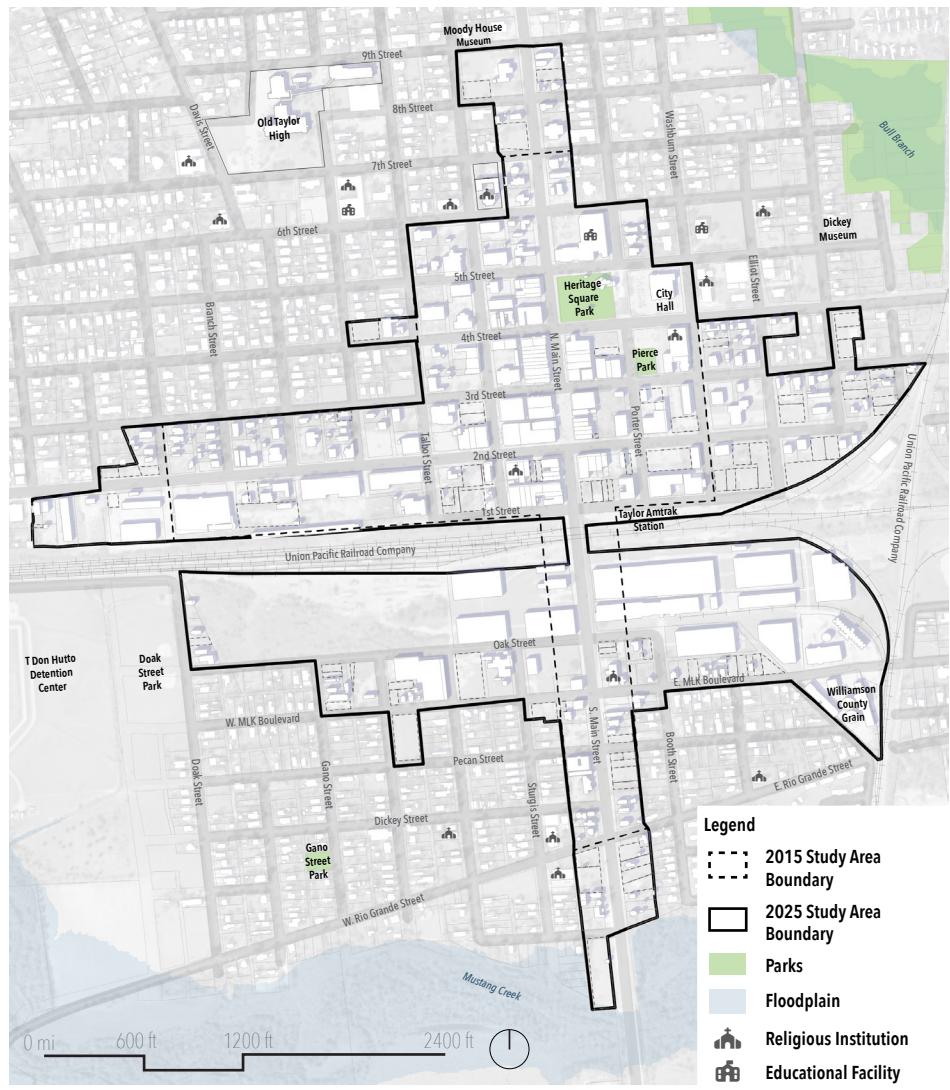


Figure 1: Downtown Taylor Study Area Boundary

The Taylor Downtown Plan builds off the work identified and completed from the 2015 Taylor Downtown Master Plan. The study area boundaries for this updated plan have been extended to match the TIF District and include an additional 98.7 acres.

## 1.2. Process

### Process

The Taylor Downtown Plan is guided by a metrics-based approach that measures the degree to which identified projects, plans, and policies meet the community's goals. This approach prioritizes transparency and trust, removes assumptions, and ensures that the planning process is based on facts and data. It openly communicates and weighs the impacts of the Taylor Downtown Plan, providing a clear and factual basis for all decisions.

### Think

Work with the City of Taylor and key stakeholders to create the project vision, goals, and metrics. These goals will become the foundation of the Taylor Downtown Plan and result in a preferred framework for redevelopment opportunities, infrastructure needs, and alignment with broader goals for parks, open space, culture, and urban design.

### Investigate

Review downtown Taylor's physical, environmental, community, financial, and regulatory context against project goals to understand baseline conditions. Analyze baseline conditions regarding outcomes in the North and South Study Areas.



### Create

Develop alternatives for the future of downtown Taylor, which will be measured against project goals. Based on the desired characteristics of each alternative, develop an implementation program.

### Share

Package the final plan as an easy-to-digest, highly graphic document to share with implementation partners, the community, and policymakers.

### Build & Review

These steps in the process begin immediately after adoption of the plan and are ongoing through out implementation of the plan. This is when identified projects, policies, and programs are implemented. Continuous monitoring and review of how well the project, program, or policy is working is ongoing.

## 1.3. Regional Context

Located in Central Texas, Taylor is an established regional, residential, agricultural, and manufacturing center. Approximately 29 miles northeast of Austin and 17 miles east of IH 35, the city is part of the five county Austin - Round Rock - San Marcos Metropolitan Statistical Area (MSA), one of the fastest growing areas of the United States.

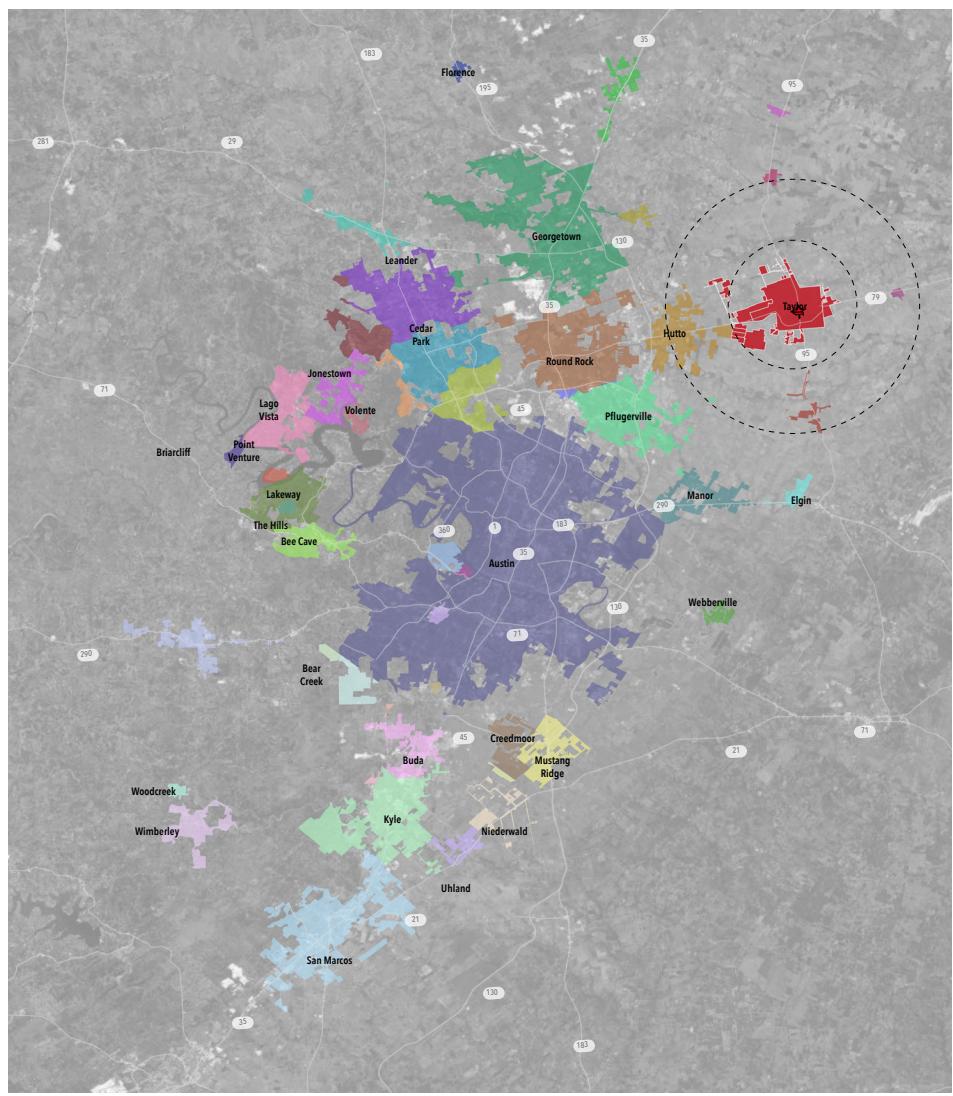


Figure 2: Regional Context Map

0 mi 7.5 mi 15 mi 30 mi



## 1.4. Demographics

The Taylor Downtown Plan study area overlaps with three census tracts. Census Tract 211, which covers the majority of the northern portion of the study area and primarily contains many historic single-family residential blocks adjacent to downtown. Census Tract 212.03, which covers a small portion of the study area's northern extents and contains a mix of single-family residential land uses and rural and undeveloped areas. Census Tract 210, which covers the entire southern portion of the study area and contains all the historically single-family residential blocks around S. Main Street, along with undeveloped land, open space, and rural land uses.

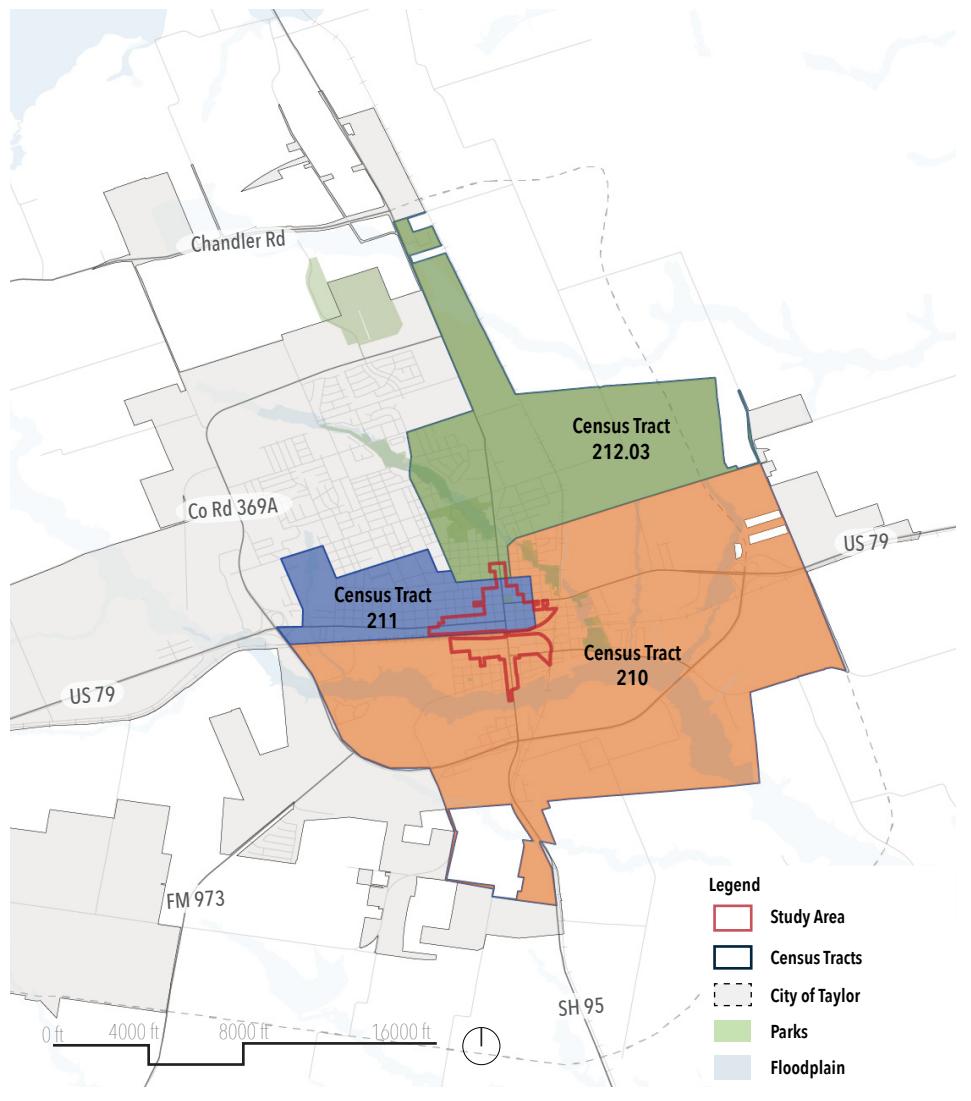


Figure 3: Census Tract Map

## Population

All three census tracts make up 47 percent of the total population of Taylor and each tract has a similar sized population. Census Tract 211, representing most of the northern study area, has a higher population density (population per square mile) due to its smaller land area and historic grid pattern. Census Tracts 210 and 212.03 have lower population densities due to their larger land areas and share of rural, industrial, undeveloped, and open space land uses.

It should be noted that the T. Don Hutto Detention Center contributes population to Census Tract 210. The 2020 Census recorded 219 people in the "Female Institutionalized Population Age 18-64" category in "Group Quarters: Correctional Facilities" at that detention center.

<b>State of Texas</b>	<b>30,030,000</b>
<b>Williamson County</b>	<b>671,418</b>
<b>City of Taylor</b>	<b>17,088</b>
<b>Census Tract 212.03</b>	<b>2,615</b>
<b>Census Tract 211</b>	<b>2,561</b>
<b>Census Tract 210</b>	<b>2,908</b>

Figure 4: Population by Census Tract

## Diversity Index

The Census Bureau uses the Diversity Index to measure the probability, from 0 to 100%, that two people chosen at random will be from different race and ethnicity groups. The City of Taylor has a Diversity Index score higher than the national average (61.1%). Census Tracts 210 and 211 have a higher Diversity Index score than the City of Taylor overall, while Census Tract 212.03 has a lower diversity index.

<b>State of Texas</b>	<b>61.1%</b>
<b>Williamson County</b>	<b>71.0%</b>
<b>City of Taylor</b>	<b>81.4%</b>
<b>Census Tract 212.03</b>	<b>80.5%</b>
<b>Census Tract 211</b>	<b>83.3%</b>
<b>Census Tract 210</b>	<b>85.8%</b>

Figure 5: Diversity Index by Census Tract

Census Tract 210, in the southern study area, has a higher Diversity Index score than both northern study area census tracts. The reported White population is 48% in Census Tract 211 and 57% in Census Tract 212.03, versus only 37% in Census Tract 210, where the share of the population identifying as Black/African American is 15% versus 7% in Census Tract 210 and 10% in Census Tract 212.03.

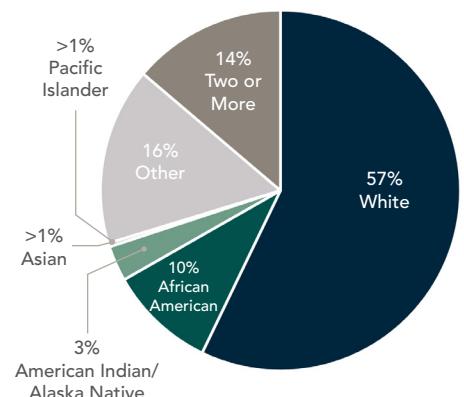


Figure 6: Race and Ethnicity Breakdown for Census Tract 212.03

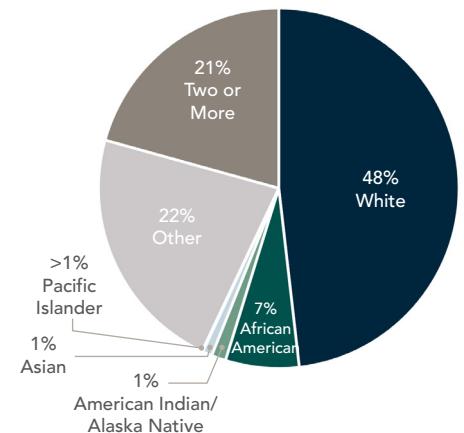


Figure 7: Race and Ethnicity Breakdown for Census Tract 211

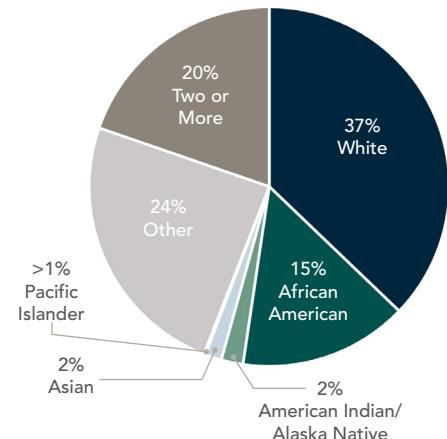


Figure 8: Race and Ethnicity Breakdown for Census Tract 210

## Median Household Income

All three census tracts have median household incomes below that of the City of Taylor. Census Tract 210 has a lower median household income than Census Tract 211, which represents most of the residential areas adjacent to Downtown. Census Tract 212.03 has a lower median household income than the other two study area census tracts.

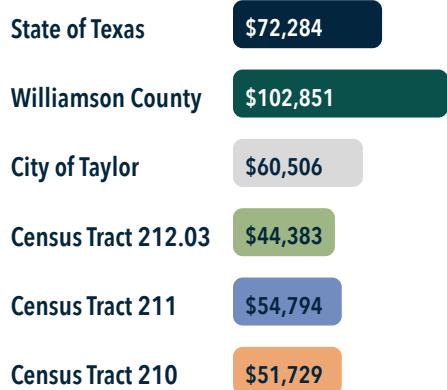


Figure 9: Median Household Income by Census Tract

## Median Age

The City of Taylor has an older median age than Williamson County, but Census Tracts 210 and 211 have a younger median age than the City of Taylor. Census Tract 212.03 has an older median age than the City of Taylor overall and a larger senior population (age 65+) than the other study area census tracts. Census Tract 210 has a slightly younger median age than Census Tract 211.

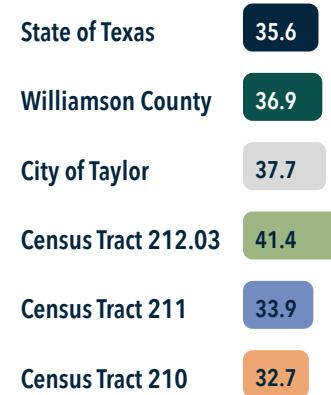


Figure 10: Median Age by Census Tract

## Average Household Size

The average household size in Census Tract 211 is comparable to that of the City of Taylor, which is smaller than the Williamson County average. Census Tract 210 has a larger average household size than Census Tract 211. Census Tract 212.03 has a smaller household size than the other study area census tracts and the City and County.

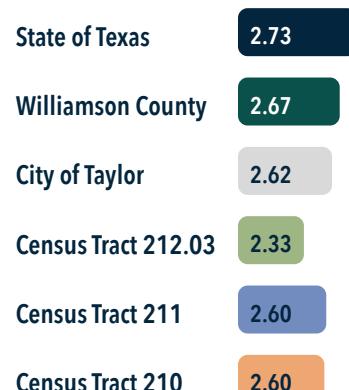
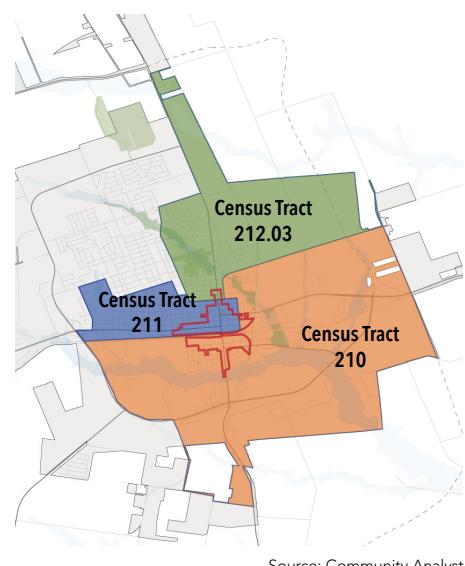


Figure 11: Average Household Size by Census Tract

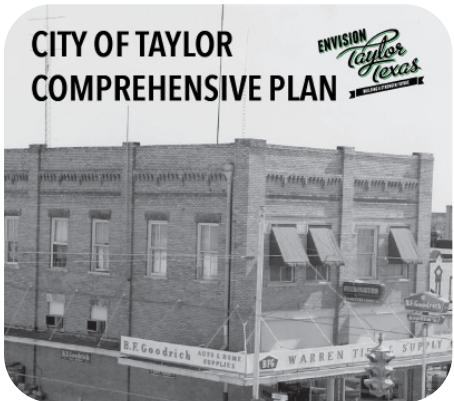


Source: Community Analyst

Figure 12: Key Map

## 1.5. Past and Current Planning Efforts

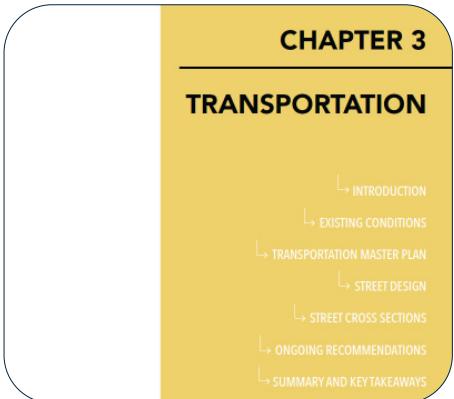
### Envision Taylor Comp Plan (2021)



The Envision Taylor Comprehensive Plan was adopted on November 18, 2021. The plan focused on the key challenge of fiscal sustainability and aims to guide resilient development and investment through policy statements categorized by land use, transportation, or housing. These policies are guided by “big ideas” of Fiscal Sustainability and Infrastructure, Community Character, Diverse Housing, Inclusive Growth, and Economic Resilience.

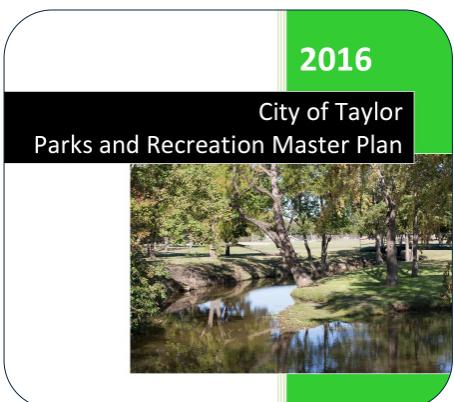
Shortly after the City of Taylor adopted the Comprehensive Plan in November 2021, Samsung Electronics announced its new semiconductor manufacturing in Taylor. As a result, the Plan was updated on May 12, 2022, and again on March 9, 2023, to accommodate the new facility and update population projections, transportation and utility infrastructure, land use, growth planning, and increased development pressure related to Samsung.

### Transportation Master Plan (2021)



Adopted as a part of the Envision Taylor Comprehensive Plan, the City of Taylor’s Transportation Master Plan identifies and prioritizes mobility improvements that encourage safe and efficient travel within and through the City of Taylor. Improvements include roadway operations, safety enhancements, and pedestrian and bicycle facilities. The Transportation Master Plan also focuses on providing a more robust, connected roadway that builds on Taylor’s traditional street grid and fulfills Envision Taylor’s goals of fostering community wealth, promoting inclusive growth, and maintaining Taylor’s small-town atmosphere.

### 2016 Parks and Recreation Master Plan and 2020 Parks Master Plan



Adopted in 2016, the City of Taylor’s Parks and Recreation Master Plan sought to preserve and enhance Taylor’s existing park system while planning for the parks and recreation needs of future generations. Specific goals of the plan included increasing overall parkland and trail connectivity, increasing park safety, reviewing and implementing parks policies and ordinances, and developing marketing and programming for parks and recreation facilities. In 2020, the Parks Master Plan was updated to identify proposed improvements to four key community parks: Bull Branch Park, Bull Branch Trail, Murphy Park and Fannie Robinson Park. Though none of these parks are in downtown Taylor or the study area, they are key open spaces for the City as a whole.

## Planned and Proposed Residential Developments

Although none are located in the downtown Taylor study area, proposed, planned, or under-construction residential developments will add units to Census Tracts 210 and 211. Boxwood II and Legacy Crossing will add 128 residential units to Census Tract 211, resulting in 335 new residents based on the City of Taylor's average household size (2.60). In Census Tract 210, Hilltop Estates will add 40 single-family residential units; MSR II will add 30 residential units; and the Taylor Housing Authority will develop 70 affordable residential units, resulting in 367 additional residents in the census tracts overlapping the study area based on the City of Taylor's average household size. There are currently no anticipated residential developments in Census Tract 212.03.

Downtown redevelopments such as the 2nd & Main Lofts have also added residential units on the upper floors of existing buildings. This type of redevelopment, along with smaller infill and mixed-use developments elsewhere in Downtown, could also contribute to population growth within the study area.

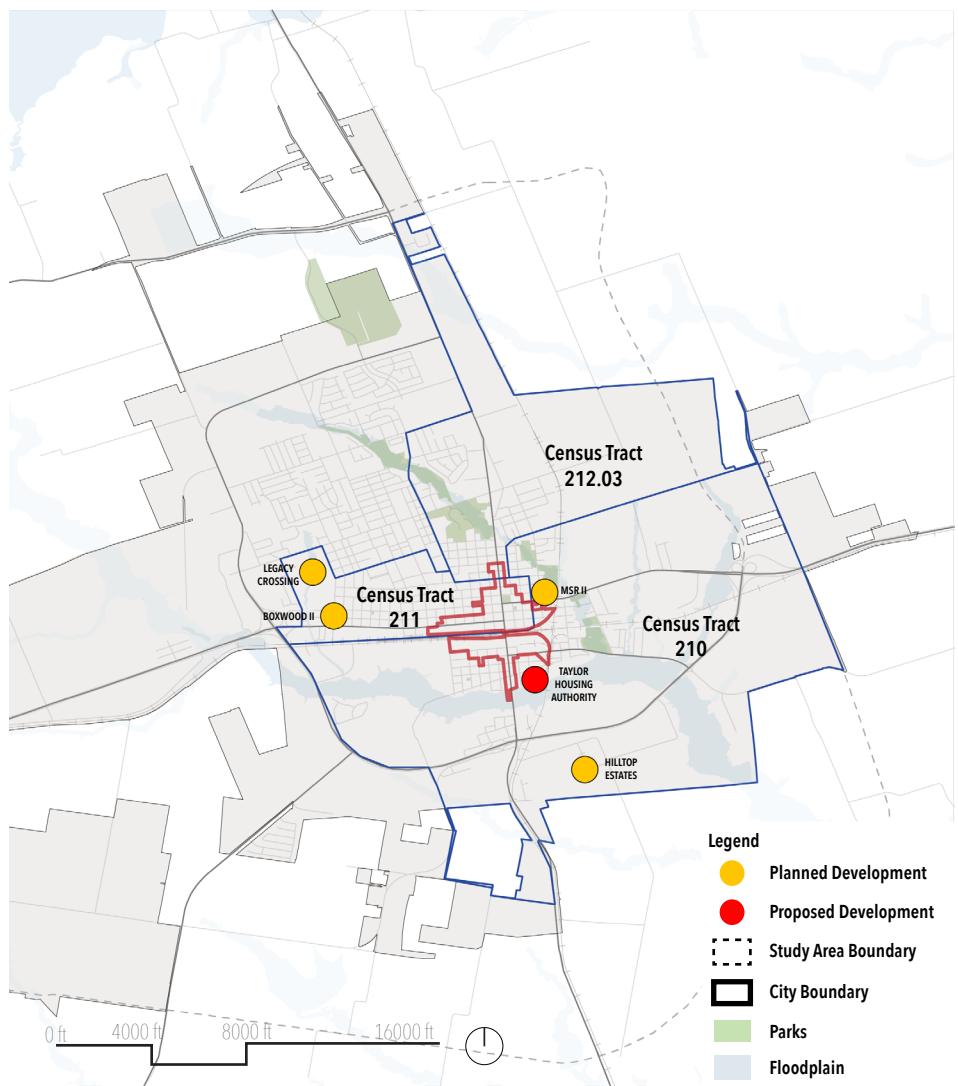


Figure 13: Anticipated Residential Development

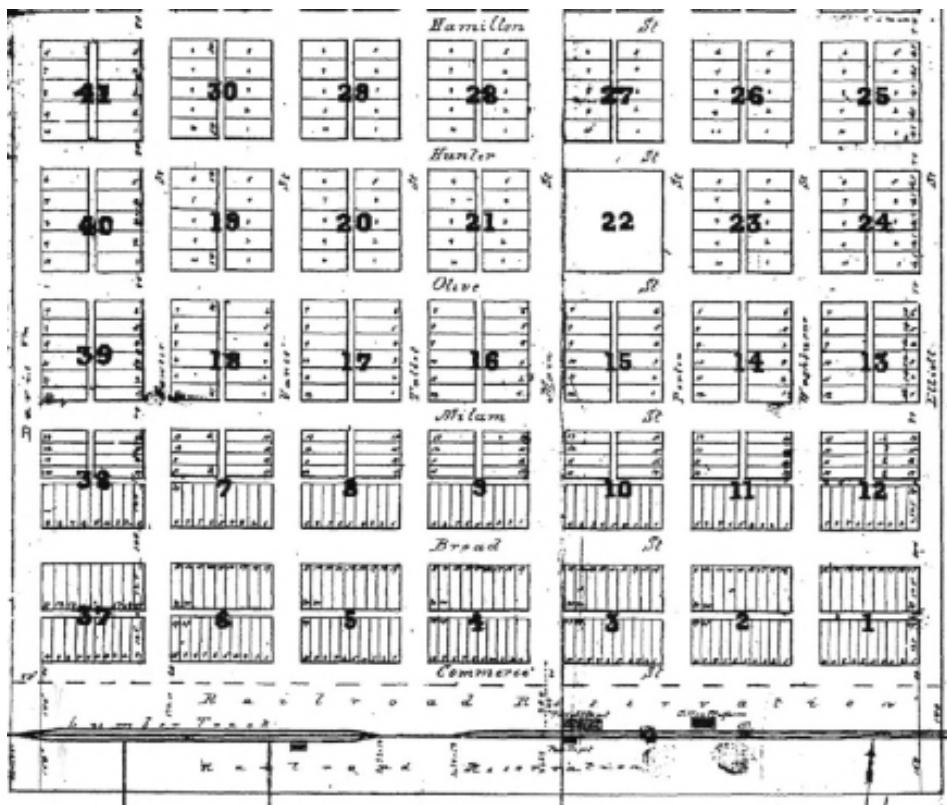
Source: City of Taylor

## 1.6. History

**Downtown is the historic center of Taylor, with numerous buildings contributing to the National Register Historic District, including two National Historic Sites.**

Historically named Taylorsville, the City originated in the late 1880s in a traditional street grid pattern around the intersection of two rail lines (the Missouri Pacific and the Missouri, Kansas and Texas railway) and state highways (US 79 and SH 95). This advantageous location attracted settlers from around the globe including Czechoslovakia, Germany, Austria and England. By the 1900s, Taylor had established itself as a significant center of cattle, grain, and cotton production.

The downtown area of Taylor became a major hub of commerce and community within the city. Businesses included banks, pharmacies, grocery stores, bakeries, and saloons. Events such as Trades Day and the July 4th celebration took place in the downtown area, bringing the community together. In 2005, the downtown areas was added to the National Register as a Historic District.



Source: 2015 Taylor Downtown Master Plan

Taylor originated in the late 1880s in a traditional street grid pattern around the intersection of two rail lines. Street names in the community have evolved over time. First Street was originally known as Commerce Street.



Source: 2015 Taylor Downtown Master Plan

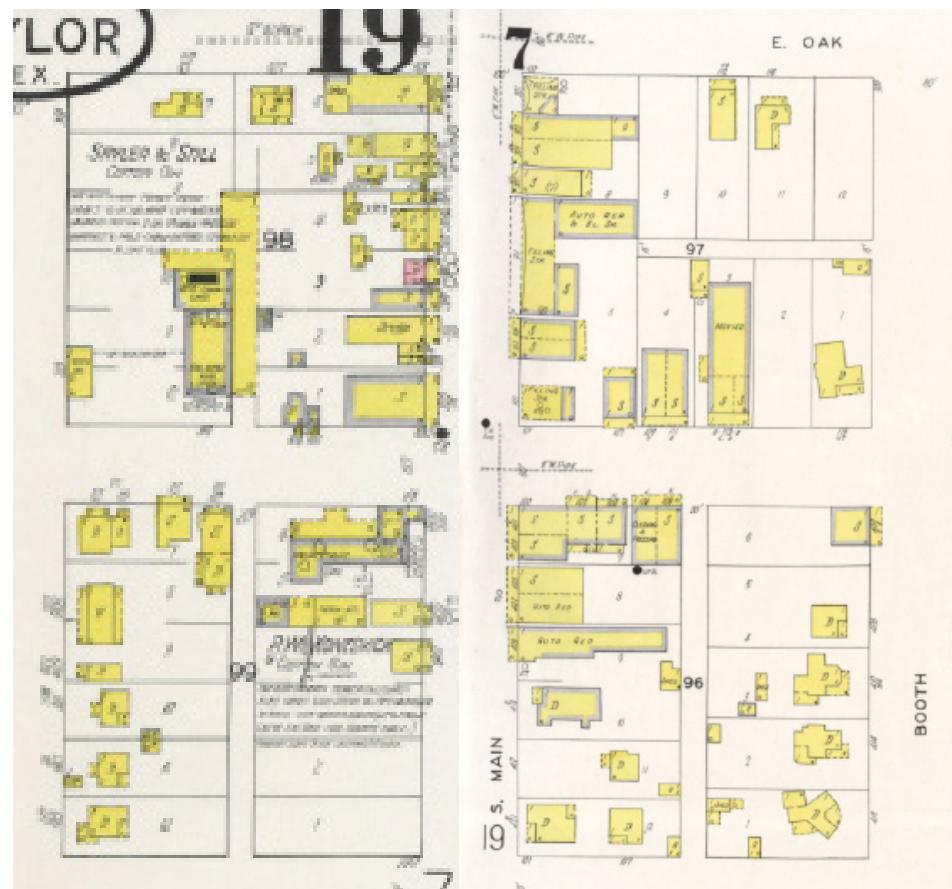
Source: Photography Credit: Michna, Irene K. Images of America: Taylor. Charleston, South Carolina: Arcadia Publishing, 2011.

As early as 1906, banners and parades helped to create signature street experiences. The parade is on Main Street heading south. In this picture, one can see the east side of Main Street.

The area surrounding S. Main Street in Taylor was known as "The Line." Though it largely sits vacant today, in the early twentieth century "The Line" featured businesses and storefronts built up to the street, including cinemas, barbershops, grocery stores, restaurants, filling stations, auto repair shops, and drugstores. These businesses were important resources for the African- and Mexican-American communities living south of the rail yard, along with the many houses of worship in the area.

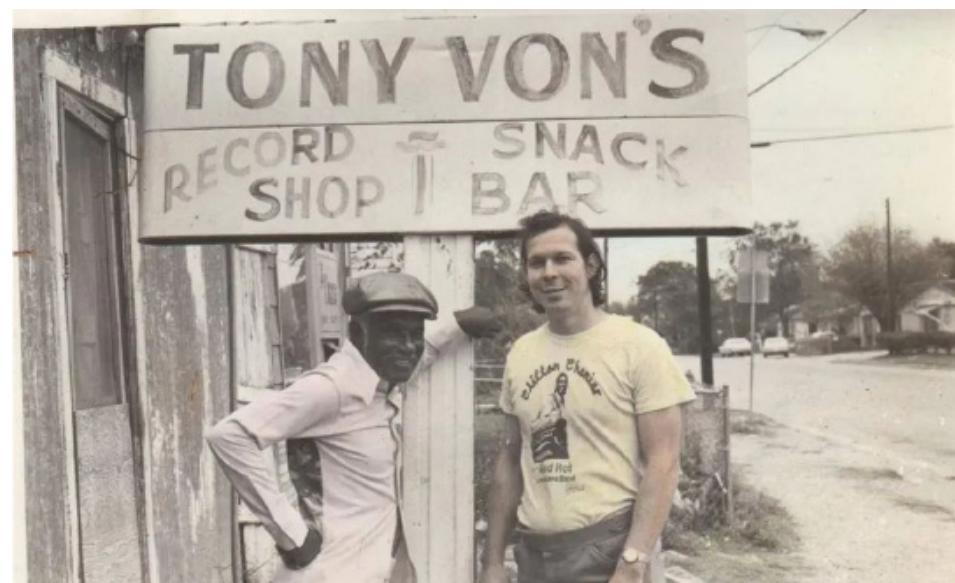
"The Line" also played a key role in the Central Texas expansion of the "Chitlin' Circuit," an informal network of performance venues where African-American musicians, comedians, and entertainers could safely travel and perform across the segregated South.

The expansion of the Circuit resulted from the efforts of radio DJ, promoter, venue owner, and entrepreneur Tony Von, the only African-American disc jockey in Central Texas during the 1950s and 60s. Von played blues music from KTAE in Taylor, where he lived and owned a record shop and club on E. Walnut Street (now E. MLK Jr. Boulevard). He used his influence and connections to top talent like B.B. King to establish Austin and Central Texas as key stops on the Chitlin' Circuit.



Source: Sanborn Maps

Nearly all of the structures built on S. Main Street between 1885-1931 were wood frame construction, whereas much of Taylor's N. Main Street business district buildings (following reconstruction from the devastating 1879 fire that struck downtown Taylor) were constructed from brick.



Source: East Side Stories

Tony Von and Michael Corcoran at Tony's record shop on E. Walnut Street.

## 1.7. Implemented Projects

Since its creation in 2005 the TIF District has set aside a certain percentage of the incremental property taxes generated within the downtown district providing a funding source to implement priority projects, many of which were identified in the 2015 Taylor Downtown Master Plan. The following list of projects have been implemented in-line with the guidance from the 2015 Taylor Downtown Master Plan.



### Pierce Park Skate Park (2017)

The city of Taylor completed Pierce Skatepark with assistance from a Texas Parks and Wildlife Foundation grant and a donation of land from Chisum Pierce, for whose late father the skatepark is named.



### Gateways & Wayfinding (2019)

The city of Taylor completed the first of its new gateway signs along US 79, featuring the City's new branding standards and a striking monument that greets visitors at a key entry point into downtown Taylor.



### Heritage Square (2019)

The city of Taylor underwent a full renovation of Heritage Square, with amenities including an amphitheater, market/events pavilion, splash pad, public art, shade structures, and landscaping.



### 2nd and Main Street Improvements (2023)

The City of Taylor is implementing streetscape reconstructions and improvements in downtown Taylor, including sidewalk, bulb outs, reconstruction, accessible curb ramps, decorative pavers, street trees, and planting areas.



### Taylor-Made Land Development Code (2023)

A new Land Development Code that aligns the City's policies with the Envision Taylor Comprehensive Plan to "create attainable homes within walkable places connected to a mixture of services."



### Taylor Studio Tour (2024)

The inaugural Artist Studio tour invited residents and visitors into the home studios and gallery spaces of Taylor's thriving art scene. This event highlighted Taylor-based artists and activated many retail and food/beverage businesses downtown.



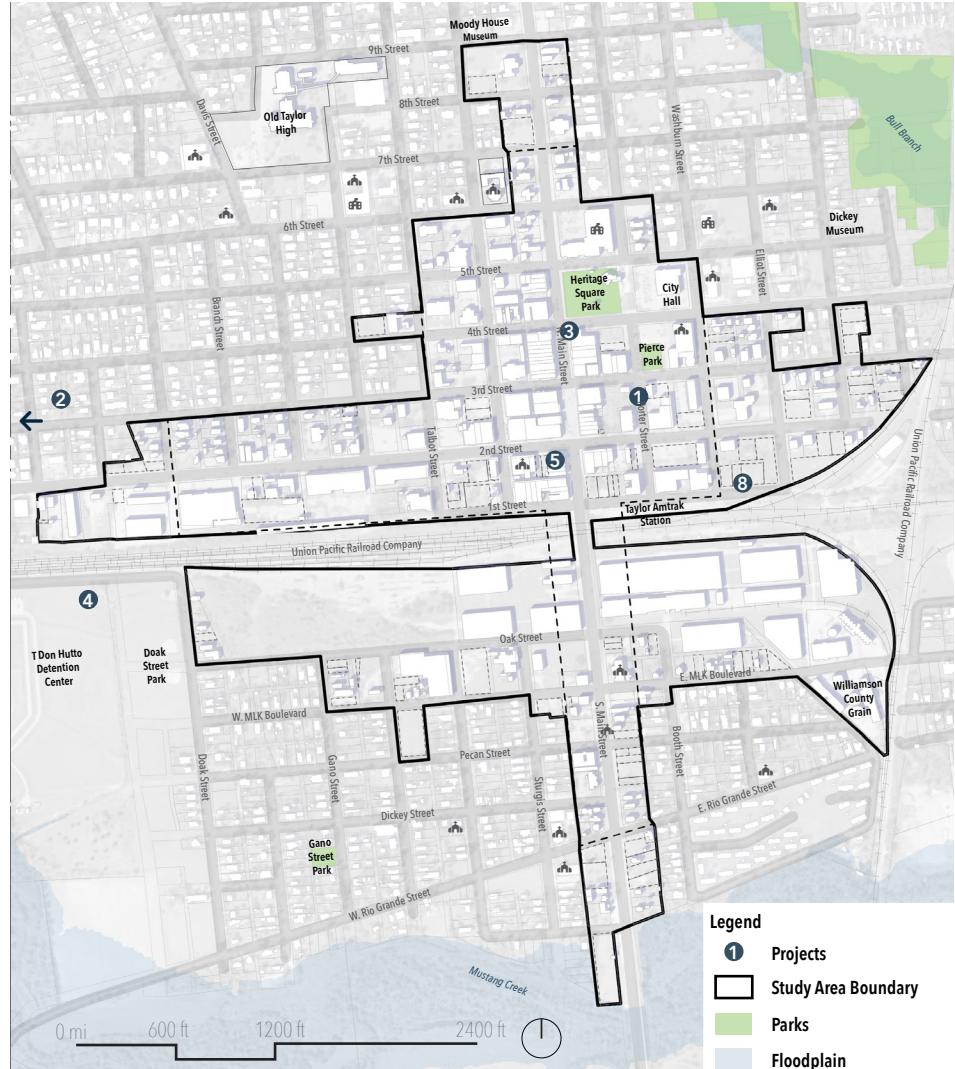
#### CARTS NOW Expansion (2022)

The CARTS NOW on-demand transit service zone in Taylor was expanded to serve additional neighborhoods, creating additional opportunities for transit trips in and out of downtown Taylor.



#### New City Hall (Est. 2026)

The City of Taylor plans to complete a new city hall and justice center building complete with council chambers, community room, municipal court, utility building, police department, and city hall services.



Source: 2015 Taylor Downtown Master Plan

Figure 14: Completed 2015 Taylor Downtown Master Plan Projects

## 1.8. Community Outreach

### Overview

Community outreach played an integral role in the shaping of the Taylor Downtown Plan. The Main Street Board acted as the Taylor Downtown Plan Advisory Committee, and were involved throughout the process to provide input on the vision and goals, plan development, strategies, and recommendations in the final plans. Groups and committees involved were:

#### Stakeholders:

Taylor Downtown Plan Advisory Committee (Main Street Board)

- May 12, 2024
- June 18, 2024
- September 18, 2024
- January 15, 2025

#### Focus Groups

- Key Stakeholder Meeting #1 - September 11, 2024
- Property Owners and Business Owners Meeting - August 13, 2024
- Key Stakeholder Meeting #2 - November 20, 2024

#### Key Implementers

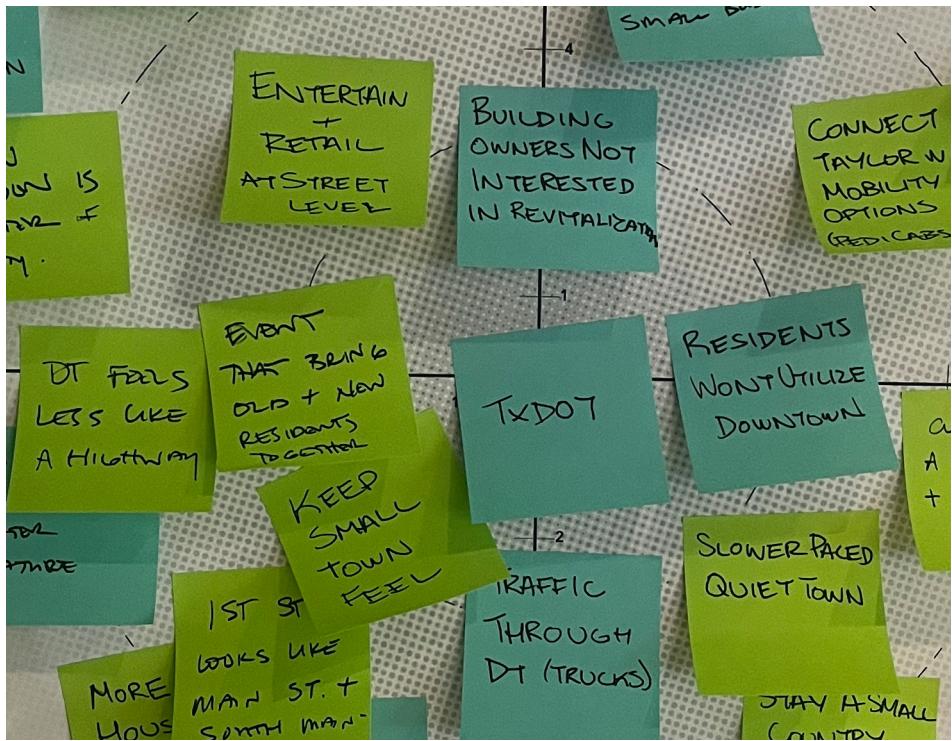
- Property Owners
- Business Owners
- TxDOT
- Amtrak
- ONCOR

#### Elected and Appointed Officials



Source: Lionheart

The Main Street Board worked together to determine the proposed goals for the Taylor Downtown Plan during an Advisory Committee Meeting.



Source: Lionheart

The Main Street Board engaged in a "Hopes and Fears" exercise to share their thoughts on a number of topics related to the Taylor Downtown Plan.

## Stakeholder Dialogue 1

During this first Stakeholder Dialogue, the community reviewed existing conditions and validated proposed goals for the update to the Taylor Downtown Plan.



Source: Lionheart

Approximately 150 residents gathered to listen to a presentation about existing conditions in downtown Taylor in Stakeholder Dialogue 1.

## Stakeholder Dialogue 2

Stakeholder Dialogue 2 focused on the Downtown Framework Plan and invited community members to weigh in on how much investment the city should assume for various project types.



Source: Lionheart

Stakeholder Dialogue 2 invited community members to prioritize city investment in downtown projects through a sticker-based voting activity.

## 1.9. Vision and Goals

### 2015 Taylor Downtown Master Plan Vision and Goals

**The 2015 Taylor Downtown Master Plan goals focused on bringing people downtown by creating a cohesive, walkable neighborhood for residents and visitors.**

The vision statement from the previous plan is as follows,

"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."

These goals are still relevant to downtown today, but following Stakeholder Dialogue 1, adjustments were made to incorporate the community's additional needs today.

#### Economic

**EC1** Stimulate economic development.

**EC2** Provide entertainment, recreation, programming, and events.

**EC3** Direct visitors to key locations with signage, parking, and streetscapes.

#### Community

**C1** Be a pedestrian-friendly destination.

**C2** Meet the vision of a broad range of stakeholders.

**C3** Serve the needs of visitors and residents alike.

#### Environment

**EN1** Provide more recreational opportunities and access to nature.

#### Art

**A1** Protect the unique history and character of Taylor.

## 2025 Taylor Downtown Plan Vision and Goals

### VISION STATEMENT

We envision a vibrant, accessible, and sustainable Downtown Taylor, offering diverse opportunities for living, working, and recreation. Enhanced connectivity, green spaces, and artistic integration will create an inclusive, welcoming community for all.



### ECONOMIC DEVELOPMENT

- ED1** Ensure the Downtown is fiscally sustainable and vibrant.
- ED2** Improve navigation and accessibility.



### SOCIAL FABRIC

- SF1** Encourage a mix of uses - housing, office, employment, and retail.
- SF2** Expand mobility options and connectivity.
- SF3** Be a destination for social life in Taylor for residents and visitors.



### ENVIRONMENTAL ENHANCEMENT

- EN1** Increase human comfort for all - shade, quiet, safety.
- EN2** Improve access to nature and recreation.



### ART AND CULTURE

- AC1** Preserve and celebrate local heritage.
- AC2** Encourage the integration of the arts into the urban fabric.



## **2. Existing Conditions**

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## 2.1. Downtown Building Blocks

## Envision Taylor Comprehensive Plan Components

In 2021, Taylor adopted the Envision Taylor Comprehensive Plan to outline policies related to growth and development within the city. Two concepts utilized to implement the policies of the plan were Growth Sectors and the Future Land Use Map.

## Growth Sectors

Growth Sectors were established in the Envision Taylor Comprehensive Plan to identify sectors where new development and redevelopment should be directed. The growth sectors mapped within the boundaries of the study area include;

- **Preserved Open Sector (O-1)** which is made up of parks and open space protected from development in perpetuity,
- **Intended Growth Sector (G-3)** areas with access to existing or planned transportation / infrastructure and are primarily vacant, underutilized, or poorly developed commercial areas adjacent to existing centers and service areas,
- **Infill Neighborhood Sector (G-4)** areas within the city that are already developed and served by infrastructure where infill development is encouraged to generally match the character of the existing development while allowing for incremental increases in density, and
- **Infill Growth Sector (G-5)** areas that are already developed and served by infrastructure. They are also intended for higher intensity

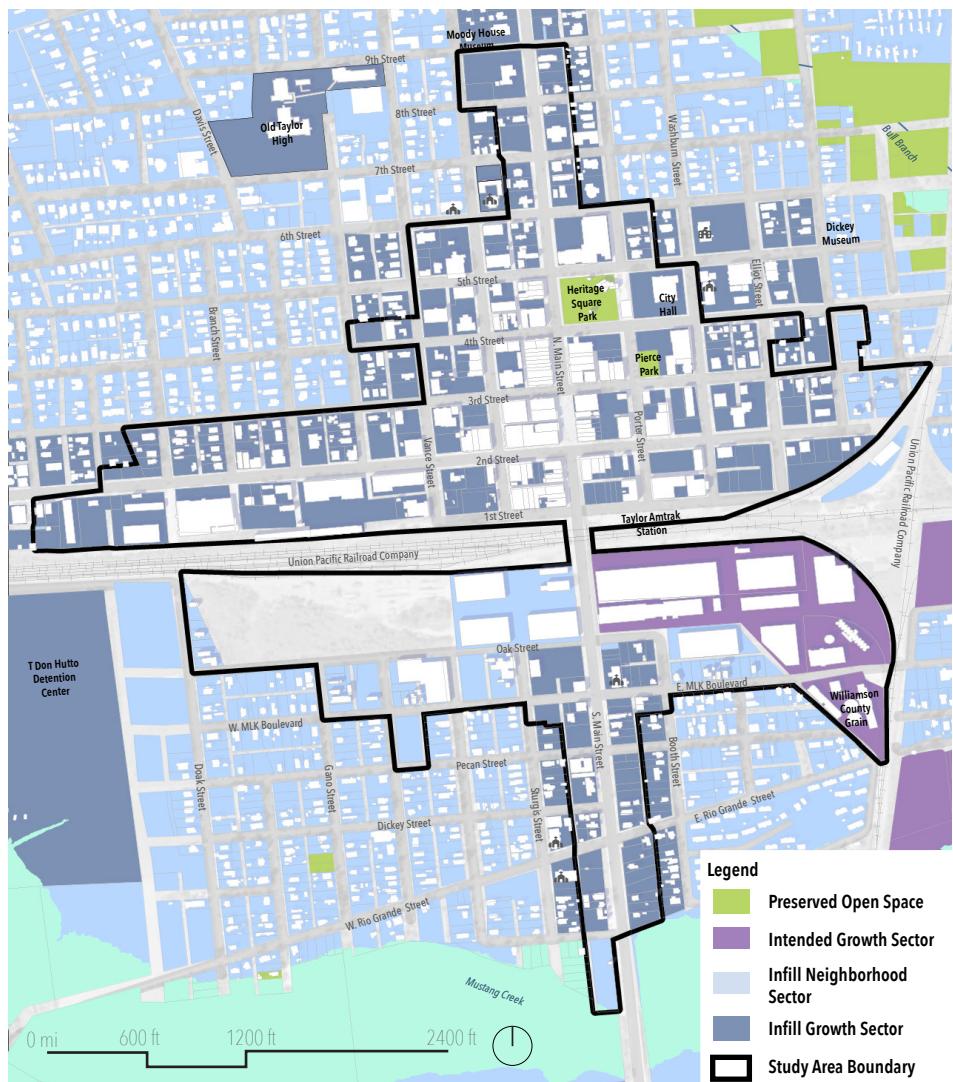


Figure 15: Envision Taylor Comprehensive Plan Growth Sectors Map

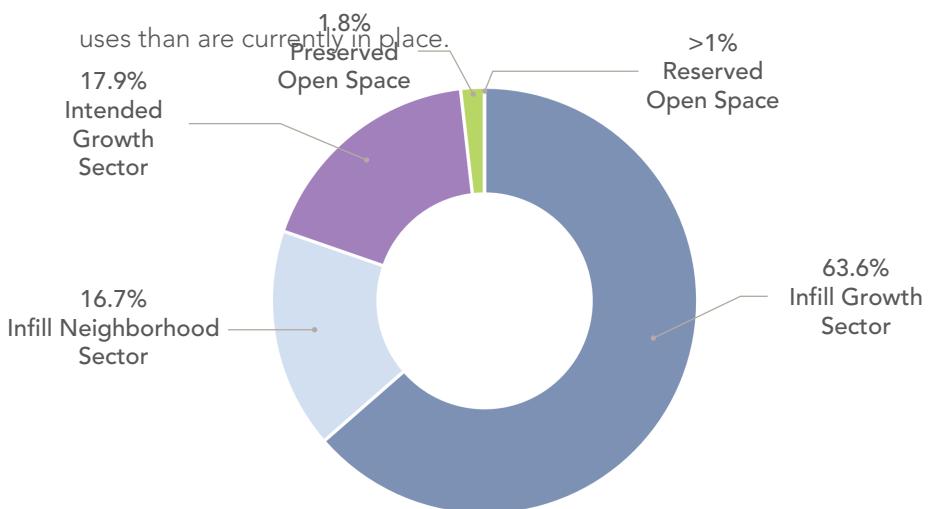


Figure 16: Growth Sectors by Share of Study Area

Source: Envision Taylor Comprehensive Plan

## Future Land Use

The future land uses established in the Envision Taylor Comprehensive Plan, serve as a reliable guide for how development and redevelopment should look and function, providing a sense of security and confidence in the city's future.

Market centers are defined as mixed-use areas anchored by a retail destination where surrounding residents get daily goods and services. Community and neighborhood-scale market centers are designated within the study area. The types of businesses in the community-scale market center include apparel, home improvement, restaurants, and supermarkets, while areas designated as neighborhood-scale market centers include banks, cafes, dry cleaners, and florists, promising a vibrant and thriving economy.

Neighborhood Infill is also designated within the study area, which is intended for slight increases in density, smaller neighborhood-oriented retail and services, and missing middle housing types like smaller lots, townhomes, and additional corner units.

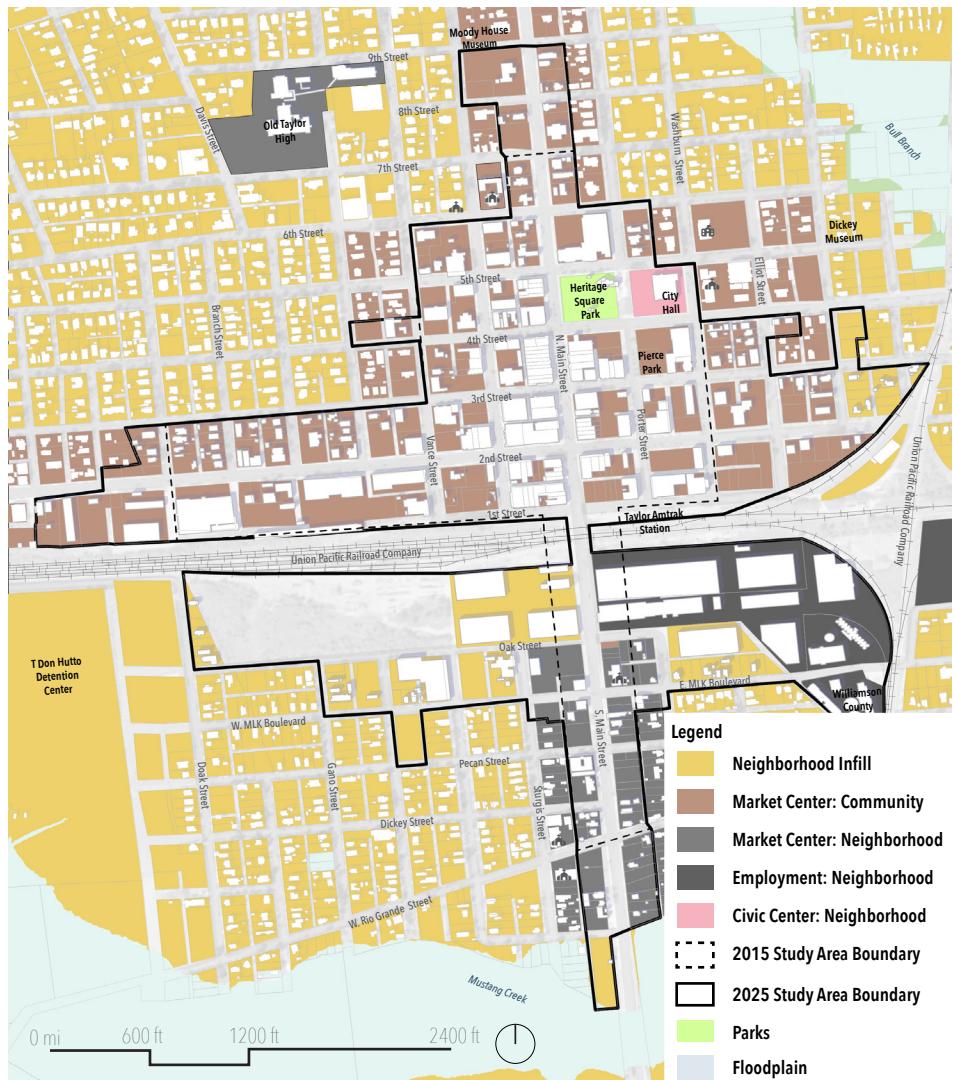


Figure 17: Envision Taylor Comprehensive Plan Future Land Use Map

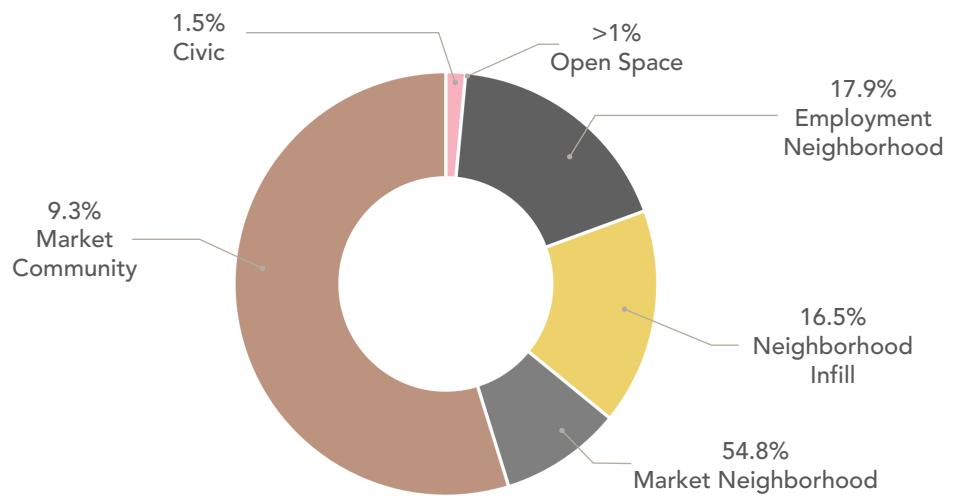


Figure 18: Future Land Uses by Share of Study Area

## Zoning

Taylor will soon update its comprehensive plan, which will include zoning changes. These changes will affect the Justice Center, as it is relocating to a new site.

In 2023, Taylor adopted a new Land Development Code, which aligns Taylor's land development policies with the Envision Taylor Comprehensive Plan. Using a form-based framework, the new Land Development Code seeks to "create attainable homes within walkable places connected to a mixture of services." The zoning "place types" created in the new code are intended to be adaptable to the changing needs of the city. They relate to the growth sectors and future land uses established in the Envision

Taylor Comprehensive Plan and identify where development should occur and how that development should look and function.

The study area is mostly designated as Urban Center (P5) and Neighborhood Mix (P4) Place Types in the new Land Development Code. P5 and P4, being the most "urban" place types, with their high maximum lot coverage, lack of a minimum lot size, compact block lengths, and flexibility for commercial uses, all contribute to a more compact and walkable built environment. Urban Center (P5) prohibits all residential building types except small and large apartments but allows a wide range of commercial building

types. Conversely, Neighborhood Mix (P4) prohibits all commercial building types except those of a small or temporary scale but allows for a wide range of infill/missing-middle housing types. The flexibility of these place types ensures that the urban environment can adapt to changing needs and trends.

There is a portion of the area south of the railroad that is designated as Employment Center, where the Taylor Compress Plant is located. There are also some areas that are designated as Civic Space which include Heritage Square, Pierce Park, City Hall, Police Department, churches, and schools.

Table 1: Taylor Land Development Code Place Type Standards

Source: Taylor Land Development Code

Code	Name	District Description
 P3	Neighborhood	This place type generally contains low-density residential areas. P3 is adjacent to higher density Place Types that have some mixed-use buildings. Setbacks vary from relatively deep to shallow. The roads and blocks may be irregular to accommodate natural conditions.
 P4	Mix	This place type functions as a transition from commercial oriented P5 Urban Center Place Type outward to the established residential P3 Neighborhood Place Type. P4 Mix regulates a variety of building types ranging from smaller commercial buildings to intermixed house-form commercial and attached and detached residential.
 P5	Urban Center	This place type regulates a higher intensity mixture of building types that accommodate commercial, retail, offices, hotels, and residential. Buildings are set close to the sidewalk with high pedestrian and vehicle traffic. P5 promotes a continuous line of buildings and wide sidewalks critical to defining the public frontage.
 EC	Employment Center	This place type function, disposition, or configuration cannot, or should not conform to one or more of the Place Types. EC shall be used for job creation centers and building forms that do not fit within the character of the other Place Types. At time of application for an Employment Center Plan, development standards will be determined to fit the needs of the proposed use.
 CS	Civic Space	Civic Spaces and/or Civic Buildings serve as community features appropriate to their Place Types. Civic Spaces provide relief from the urban environment inside each neighborhood. Civic spaces are defined as Park, Green, Square, Plaza, and Pocket Park.

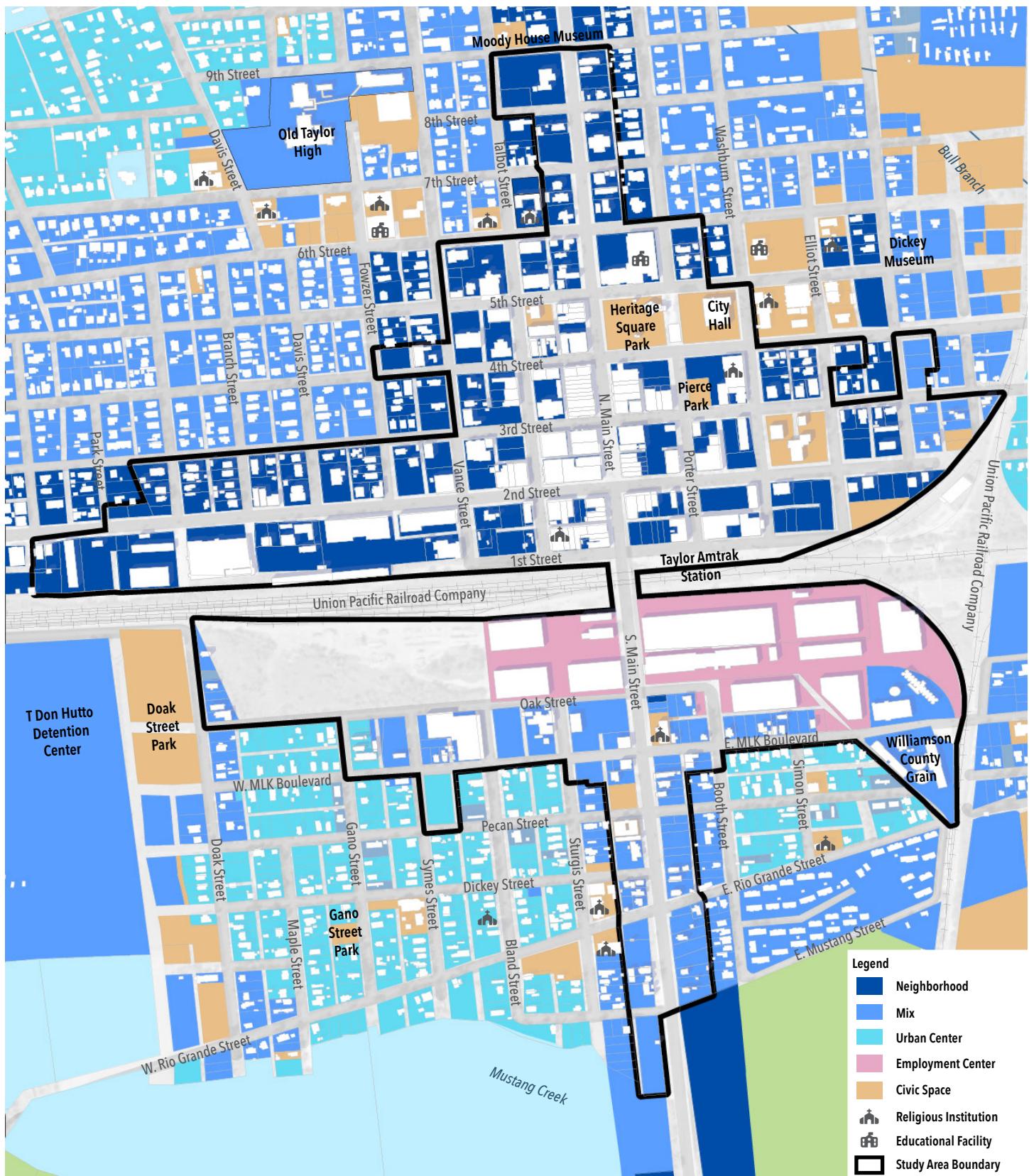


Figure 19: Taylor Zoning Map

Source: Envision Taylor Comprehensive Plan

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## Corridors

Residents and visitors travel to and from downtown Taylor via a network of county roads, state highways and city-maintained streets connecting to the greater Central Texas region. The state highways are operated and maintained by the Texas Department of Transportation.

US 79 connects Taylor to the Austin metropolitan area to the southwest but bypasses downtown. Carlos G. Parker Boulevard connects to US 79 and forms a loop road which bypasses downtown to the west and northwest. However, until the northeast quadrant of this loop road is constructed, SH 95 (Main Street) will continue to act as both a busy regional north-south route through downtown and as the main street serving downtown businesses. Both 2nd and 4th Streets are important east-west corridors between US 79 and N. Main Street, while E. Martin Luther King Jr. Boulevard provides an important east-west linkage between US 79 and S. Main Street.



Figure 20: Key Corridors to Downtown Taylor Map

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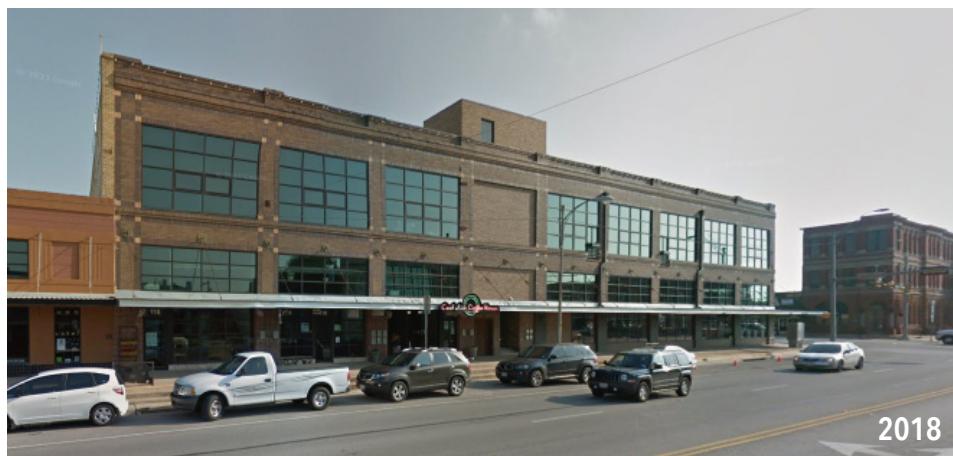
## Parking

In 2021, the City of Taylor underwent a restriping project to reconfigure parking in downtown. Prior to restriping, downtown Taylor had approximately 58 parallel parking spaces on Main Street and 364 on-street or surface lot spaces elsewhere in the TIF District, including City Hall. The City increased the overall number of parking spaces through their restriping effort, increasing the overall available parking spaces (off of Main Street) from 364 to 679 for an overall 737 parking spaces available in downtown Taylor. Through this restriping effort, the City accomplished another overall strategy from the 2015 Downtown Master Plan: unlocking new downtown parking spaces which may have been technically available but went unused due to a lack of clear striping.



Source: City of Taylor

Numerous pedestrian safety improvements were included in the restriping projects.



Source: Google Maps

The city increased the number of parking spaces downtown by moving from parallel parking spaces to angled parking spaces.

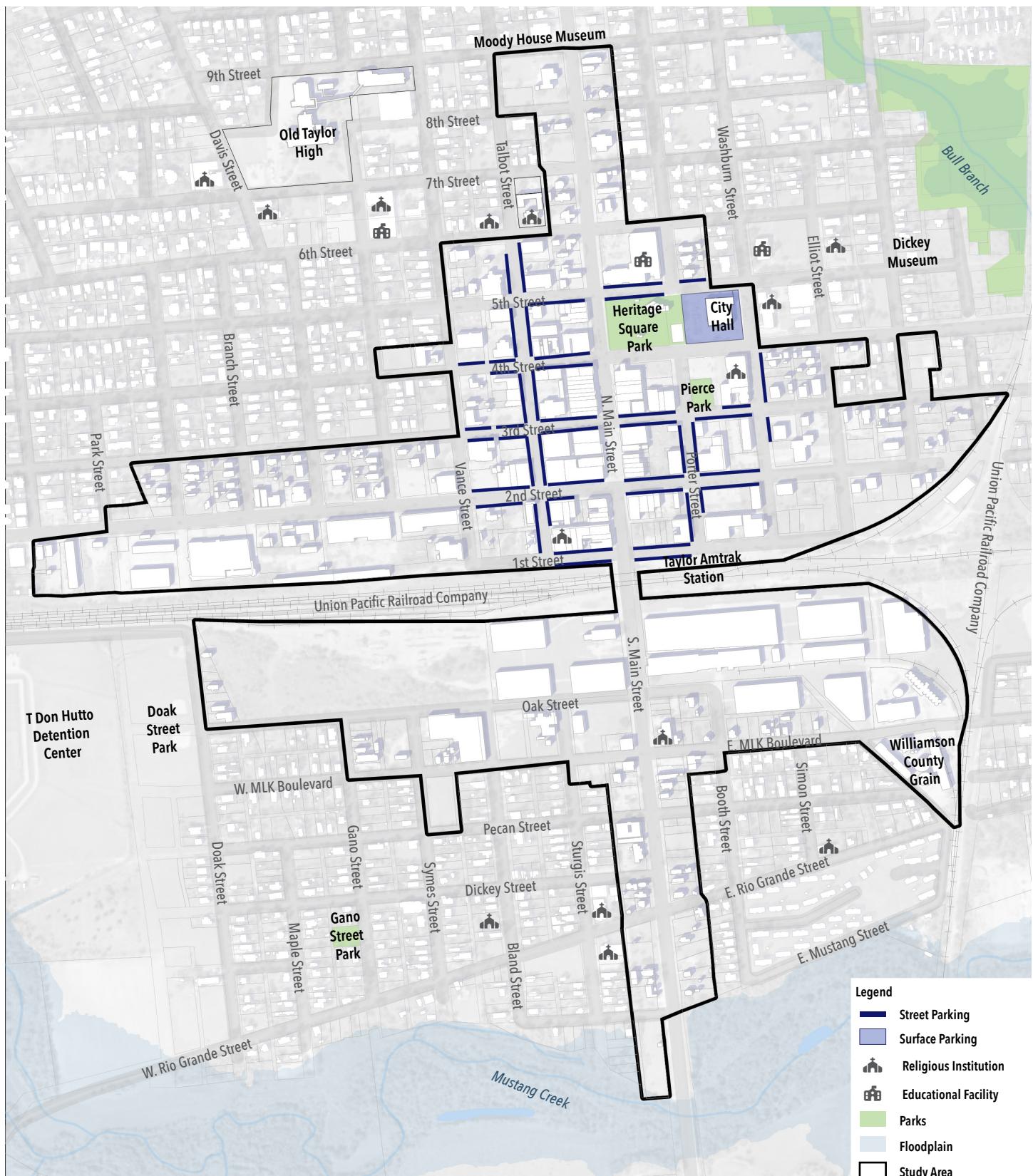


Figure 15: Public Parking Map

Source: City of Taylor

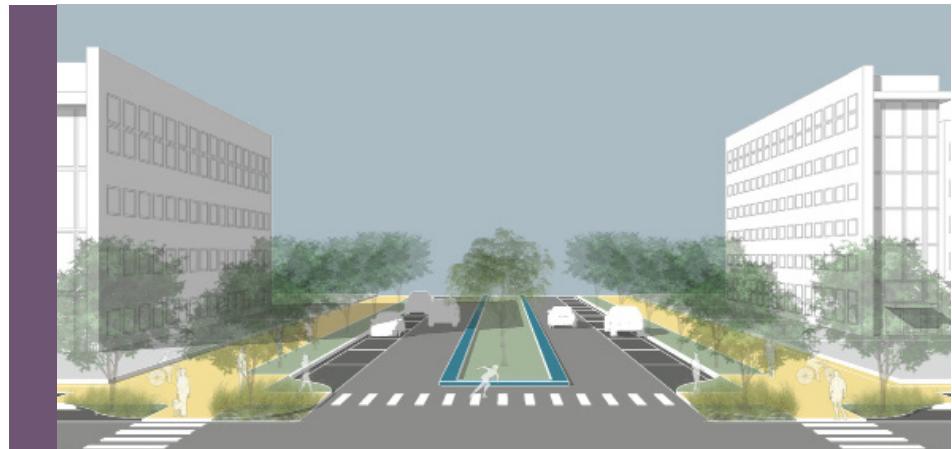
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## Taylor Comprehensive Plan Street Sections

**The Envision Taylor Comprehensive Plan outlined a number of street sections within the downtown area to encourage multi-modality.**

Two street section types from the Envision Taylor Comprehensive Plan are planned in the Taylor Downtown Plan study area: Community Boulevard and Neighborhood Avenue. A Community Boulevard is designed for the most intense mixed-use and commercial areas, bicyclists and pedestrians are typically separated from vehicular traffic, and transit should be prioritized. A Neighborhood Avenue is typically used as a cross-town street and used to travel between different centers throughout the city. Neighborhood Avenues should accommodate all modes of transportation including transit and are appropriate for areas with high density housing adjacent to the street or in areas of more intense mixed-use/commercial land uses.



Source: Envision Taylor Comprehensive Plan

*"Enhanced Community Boulevards" provide connectivity from downtown Taylor to the rest of the city.*



Source: Envision Taylor Comprehensive Plan

*West MLK Boulevard has been designated as an "Enhanced Neighborhood Avenue" throughout the entire study area.*



Source: HDR

*Sidewalks, shared use paths, bicycle lanes, and trails are multi-modal facilities.*

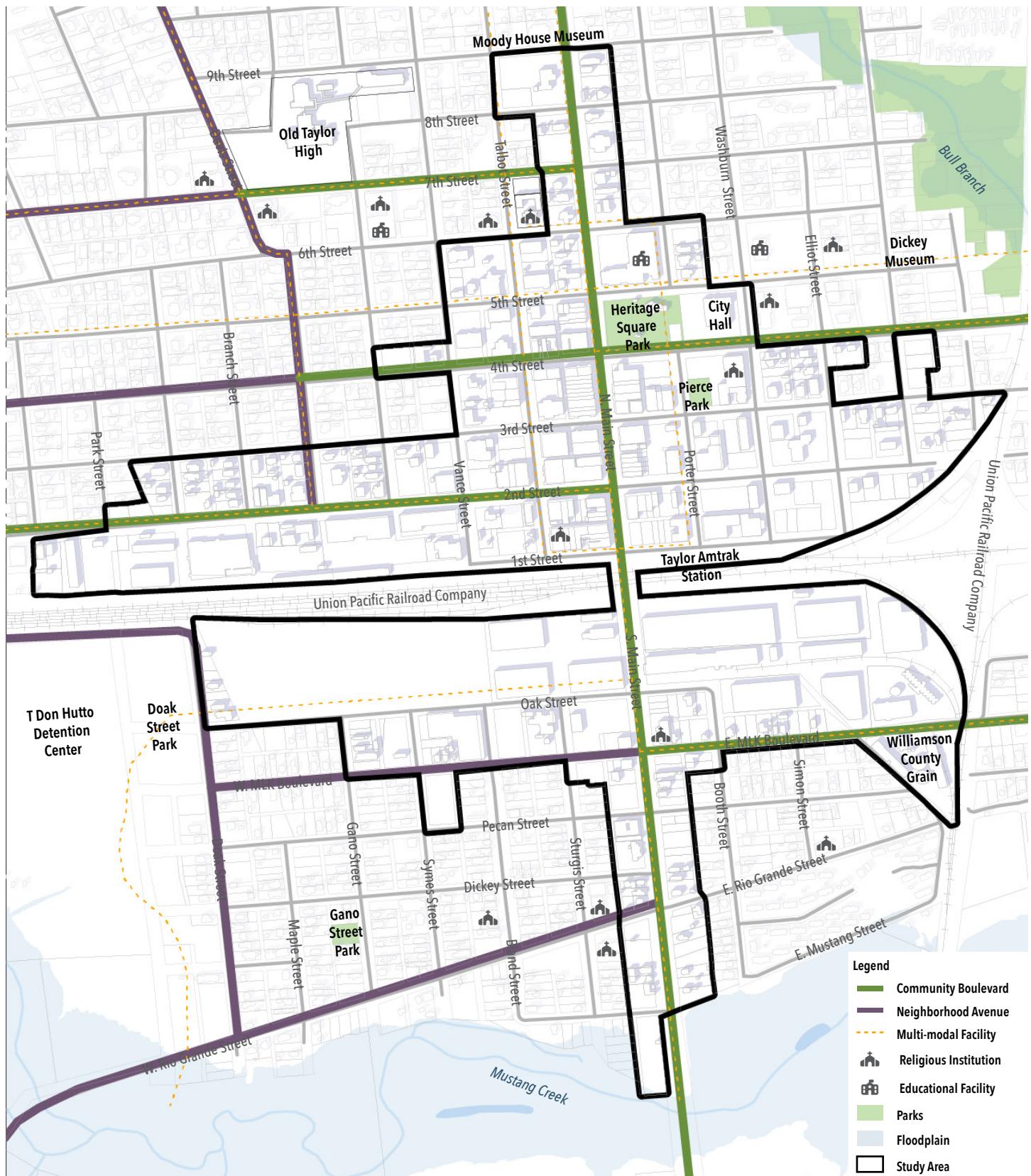


Figure 21: Envision Taylor Comprehensive Plan Street Types

Source: Envision Taylor Comprehensive Plan

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Existing Conditions | 43

## Planned Capital Improvements

There are numerous capital improvement projects in progress within downtown Taylor to support its vibrancy and growth. The following projects are capital improvement projects that are relevant to the study area.

### **2022 Street Maintenance Project**

In 2022, the Taylor City Council approved an infrastructure bond to complete repairs to 2nd Street, 4th Street, and Mallard Lane. The 2nd Street project includes pavement rehabilitation from Carlos G. Parker Boulevard to Main Street, and revised striping from Davis Street to Branch Street that will include angled parking and parallel parking. The 4th Street project includes both pavement repair in and full-depth reconstruction, and will include additional parking spaces and a shared use path.

### **City Hall & Fire Station #1 Electrical Improvements**

In addition to plans for a new City Hall and remodeled Fire Station #1, the City plans to make electrical improvements to both the existing City Hall building and existing Fire Station #1 building.

### **Fire Station #1 Renovation (\$250,000)**

The City plans to remodel Fire Station #1. Conceptual plans currently call for the construction and site work for a renovated fire station facility.

### **MLK Sidewalk Project (\$3,428,240)**

The City plans to install sidewalks on E. Martin Luther King Jr. Boulevard, from the north-south Union Pacific Railroad east to Robinson Street, and along Robinson Street from E. Martin Luther King Jr. Boulevard to the east-west Union Pacific Railroad just north of Frank Street.

### **New Justice Center and City Hall Project**

The City will move its City Hall from its current location adjacent to Heritage Square to the corner of 2nd Street and Washburn Street. Current plans include council chambers, a community room, municipal court, utility billing, police department and city hall services.

### **Downtown Streetscape Improvements (\$750,000)**

In 2023, the City of Taylor completed improvements at the Northwest corner of 2nd Street and Main Street, including additional parking, landscaping, signage, and bollards. The other three corners of the 2nd and Main Street intersection are currently in design, as are similar improvements at the 2nd Street and Talbot Street intersection.

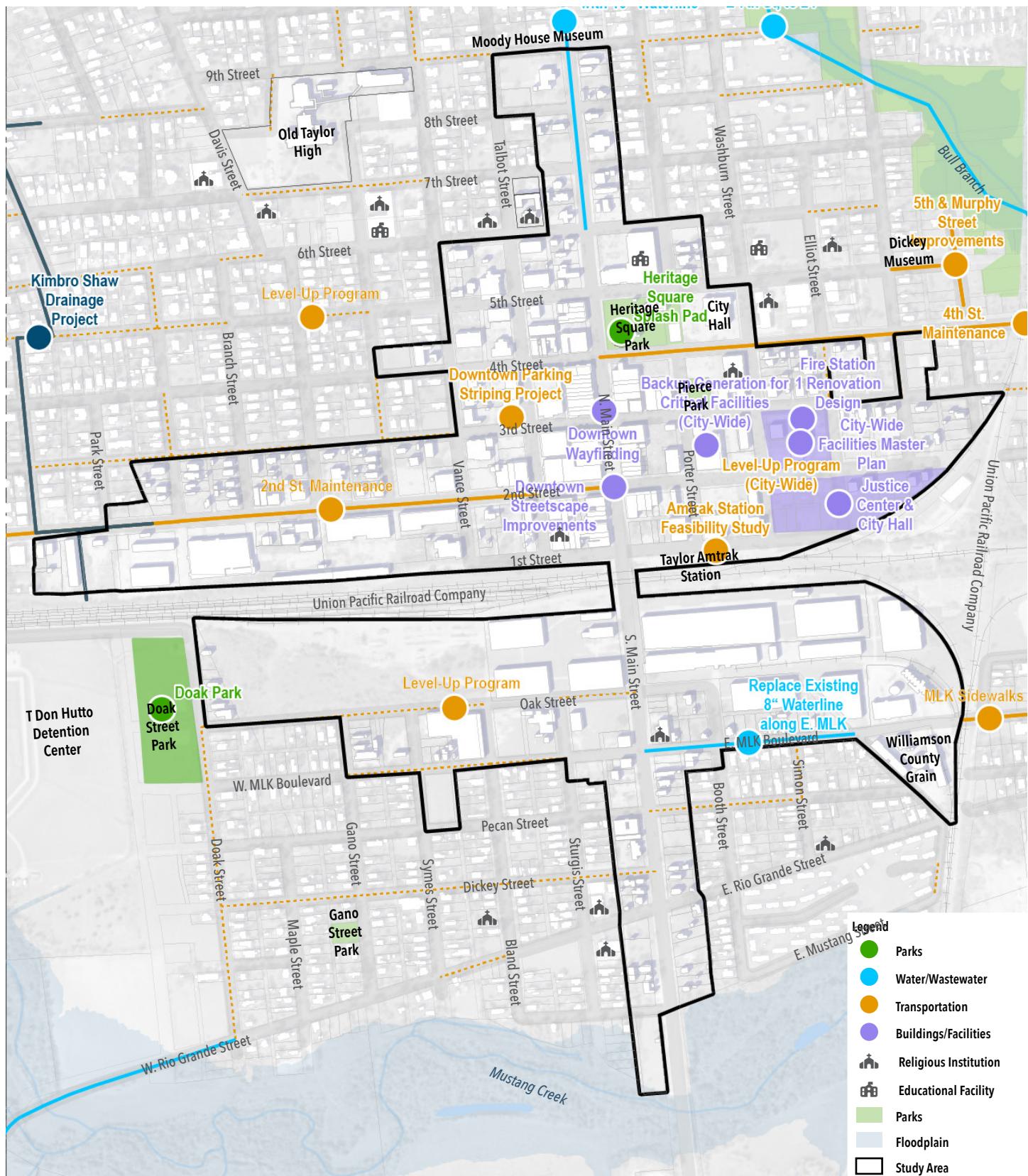


Figure 22: City of Taylor Planned Capital Improvements Project Map

Source: City of Taylor GIS

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Existing Conditions 45

## 2.2. Downtown Prosperity

Since 2016, Downtown Taylor's property value has increased by 133 percent.

From 2005, when Taylor created the TIF District, to the adoption of the 2015 Downtown Master Plan, downtown Taylor's assessed value increased at a rate of 7.8 percent per year.

Shortly after the 2015 Downtown Master Plan was adopted to just before Samsung's announcement of its factory in Taylor in 2021, the total assessed value increased at a rate of 7.2 percent per year. Since Samsung's announcement, the assessed value increased at a rate of 27.7 percent per year.

Though Samsung plays a major role in downtown Taylor's value increase since 2021, many public improvements completed by the City of Taylor since 2015 contributed to a robust increase in assessed value. Key redevelopments of historic buildings like McCrory Timmerman, 2nd/Main Lofts, Talbot Commons, and Old Taylor High have unlocked the value-generating potential of downtown's building stock.

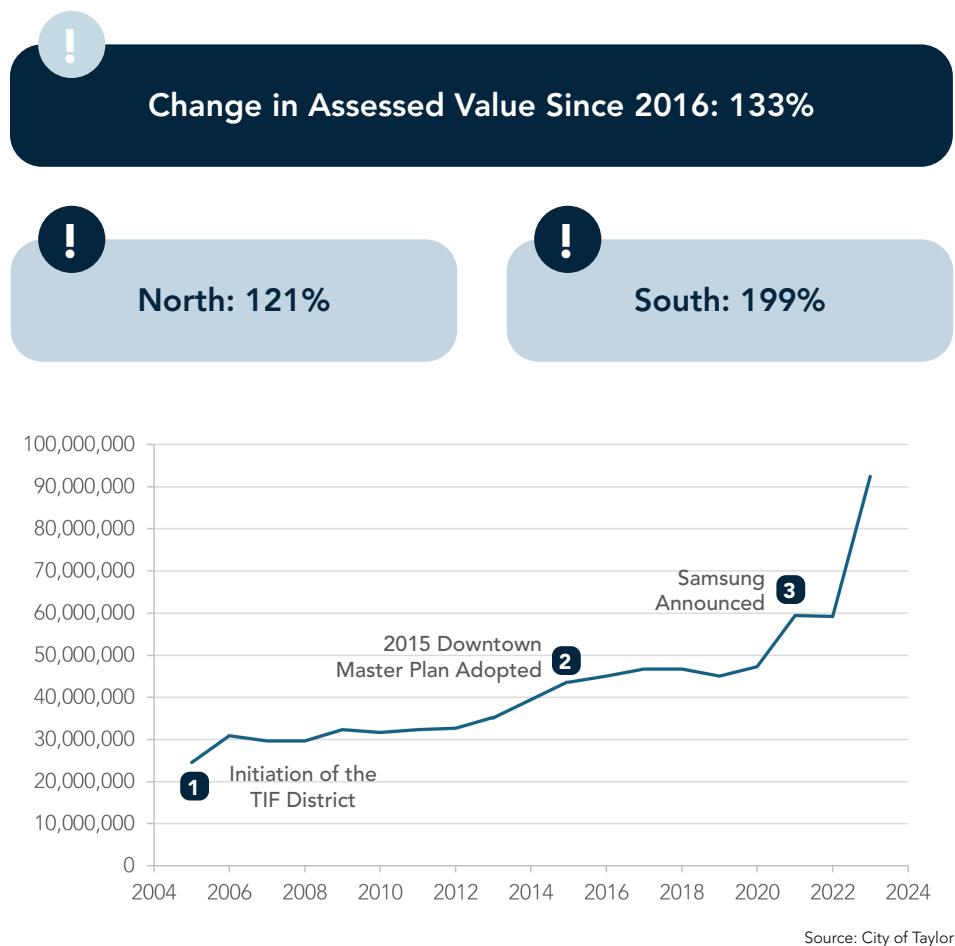


Figure 23: Assessed Value of Downtown Taylor Property Over Time

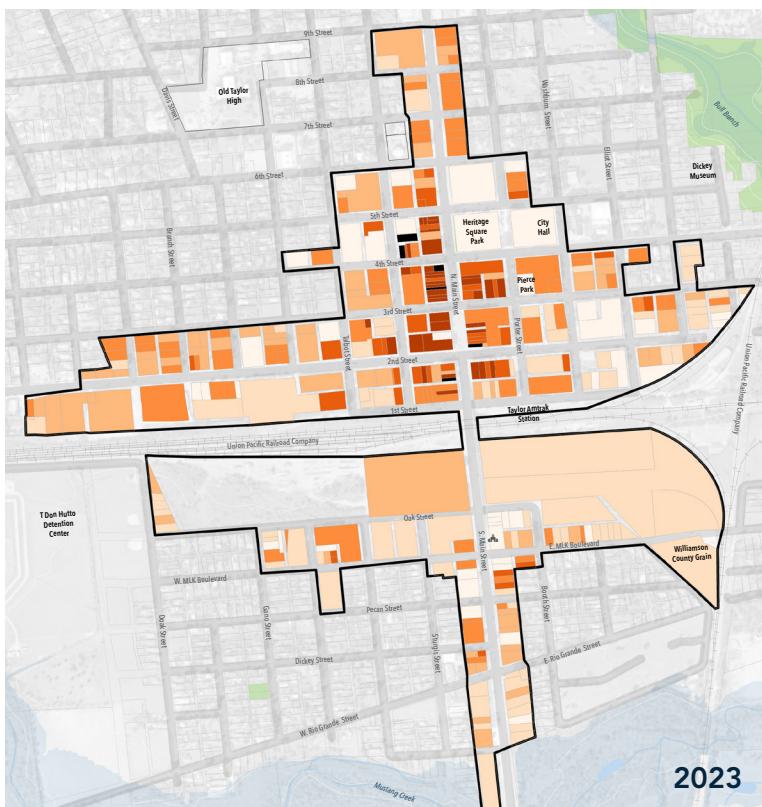
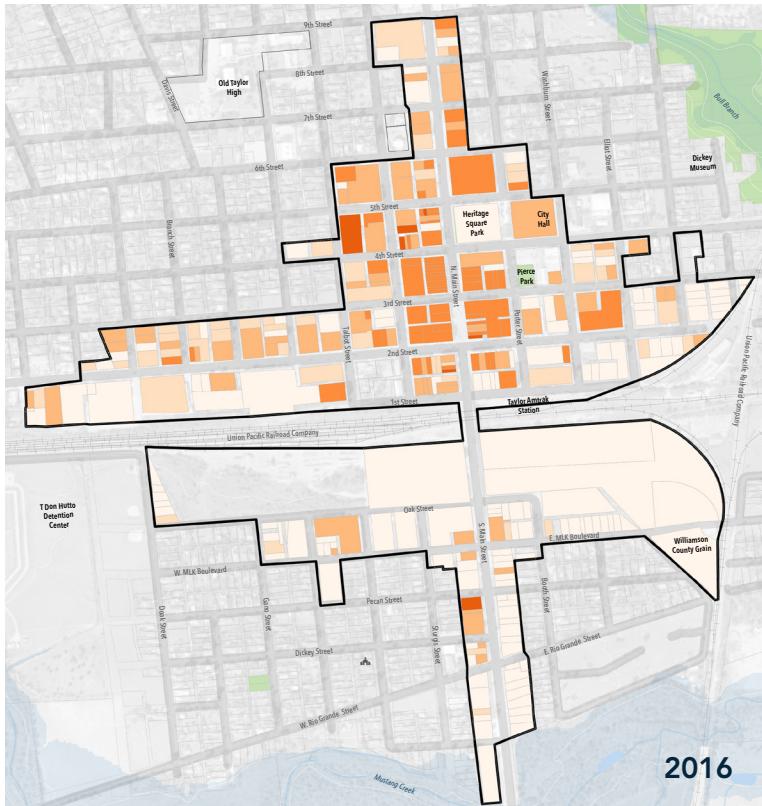
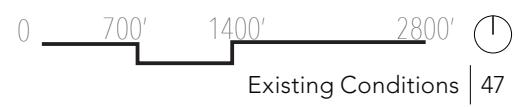


Figure 24: Assessed Property Values Map (2016 and 2023)

Source: Williamson County Appraisal District



## 2.3. Downtown Comfort

Downtown Taylor has little tree shade, but awnings compensate for a lack of trees.

The Taylor Downtown Plan study area has a compact, historic block structure whose right-of-way conditions, state roadway operations/maintenance, and historical land uses have resulted in relatively low tree canopy cover. However, the City of Taylor has made progress toward creating a continuous shade awning corridor. This initiative, along with the use of alternative surface materials in street reconstructions, holds great potential to reduce urban heat island impacts experienced by pedestrians in downtown.

Around midday on July 9th, a sunny and hot day, multiple points in downtown Taylor experienced varied temperature readings. The results illustrated how shade can significantly increase human comfort. Shade awnings decreased surface temperatures across several material types; concrete, dark-colored pavers, and light-colored pavers, with readings as much as 12 degrees lower than those in direct sunlight. Notably, the light-colored pavers recently installed at 2nd and Main showed surface temperature readings about 2 degrees lower.

!

Percent of Tree Shade: 10%

!

North: 10%

!

South: 10%

Benchmark City Downtown	Percent of Tree Shade
Georgetown	8.5%
McKinney	11%
Elgin	11%
Brenham	5%



Source: [taylormadetexas.com/arts-entertainment/](http://taylormadetexas.com/arts-entertainment/)

Awnings along Main Street provide reprieve from the sun for pedestrians throughout the day.

### Concrete



In Sun: 100 Degrees

Shaded: 87.9 Degrees

### Dark Pavers



In Sun: 100.4 Degrees

Shaded: 88 Degrees

### Light Pavers



In Sun: 98.7 Degrees

Shaded: 88.7 Degrees

Source: Google Images (materials) and Lionheart (temperature readings)

Different materials support a variety of comfort levels downtown.

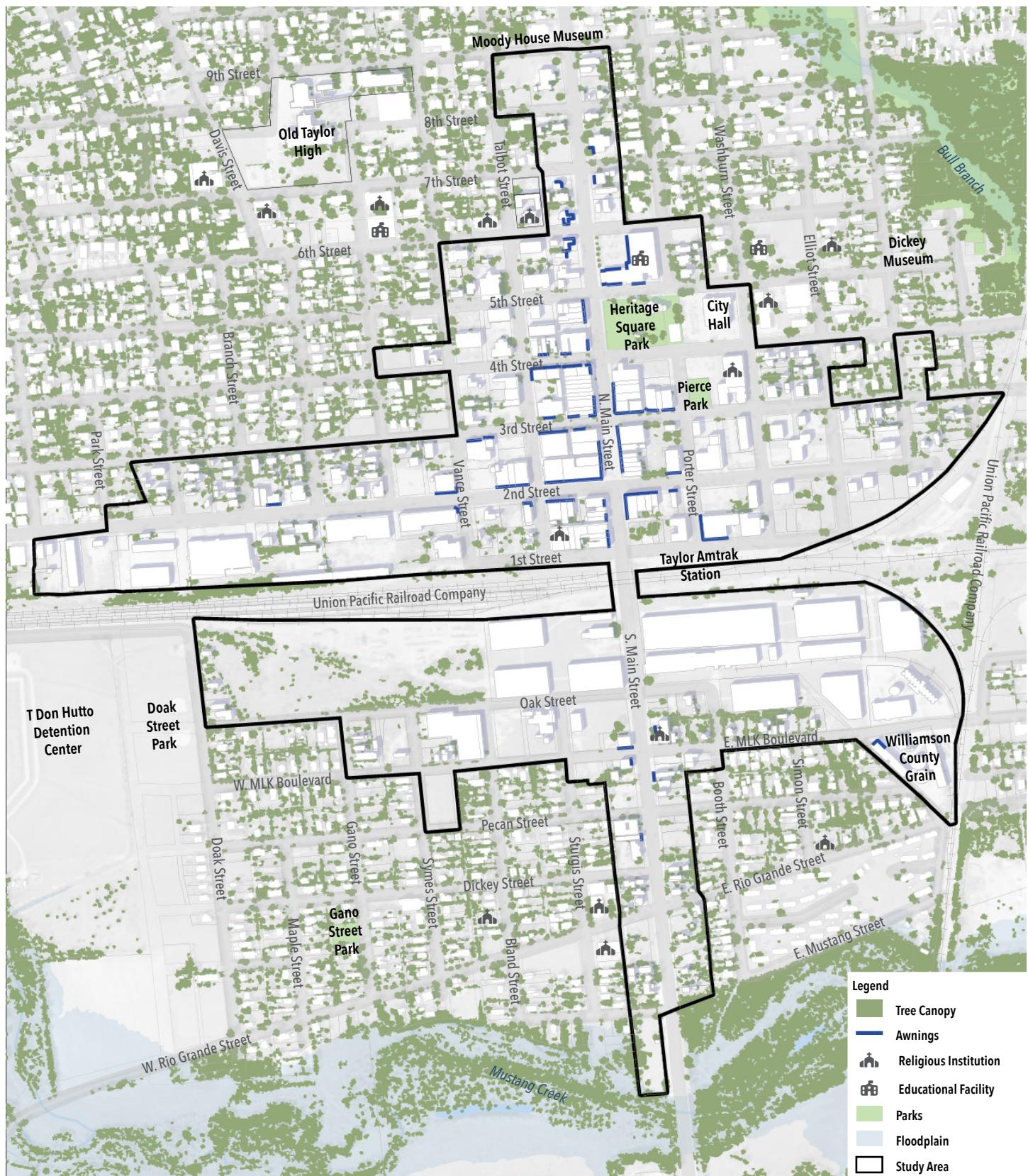


Figure 26: Shade Map

Source: Texas A&M Forest Service Urban Tree Canopy

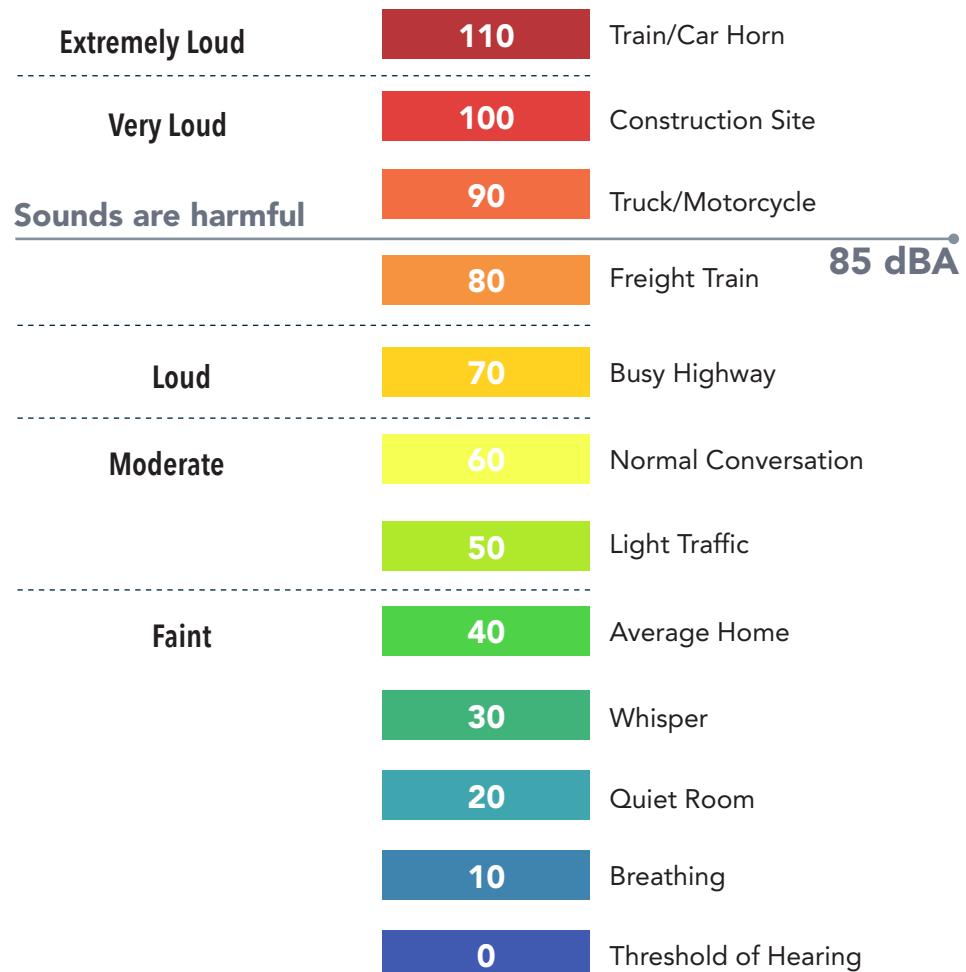
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Existing Conditions | 49

**In certain parts of downtown Taylor, the noise level from various transportation forms can be harmful.**

Downtown Taylor is an important node for both automotive through-traffic and rail yard activity from Union Pacific and Amtrak—two sources of potentially-hazardous noise levels. The project team measured several key intersections in the study area. Measured noise levels at the Main Street/4th Street intersection were at a potentially-harmful 85 decibels. Noise levels at Main Street and 1st Street, near the Amtrak Station and Union Pacific Railyard, were measured upwards of 104 decibels when a train passed.

One recommendation in the 2015 Downtown Master Plan was the establishment of a Railroad quiet zone covering a one-mile area around downtown Taylor. Implementation of a quiet zone is a complex endeavor requiring coordination between federal, state, and local stakeholders as well as design and installation of a number of safety and crossing improvements and control devices. The City of Taylor is in the early stages of studying quiet zone implementation for downtown Taylor, but it has not yet been implemented.



A urban environment is typically within 50 to 60 dBA. At 5 pm certain parts of Main Street can be around 75 to 85 dBA.

Source: StoryMD



Source: Amtrak

There are numerous trains that travel through downtown Taylor each day, increasing dBA readings above safe exposure levels.

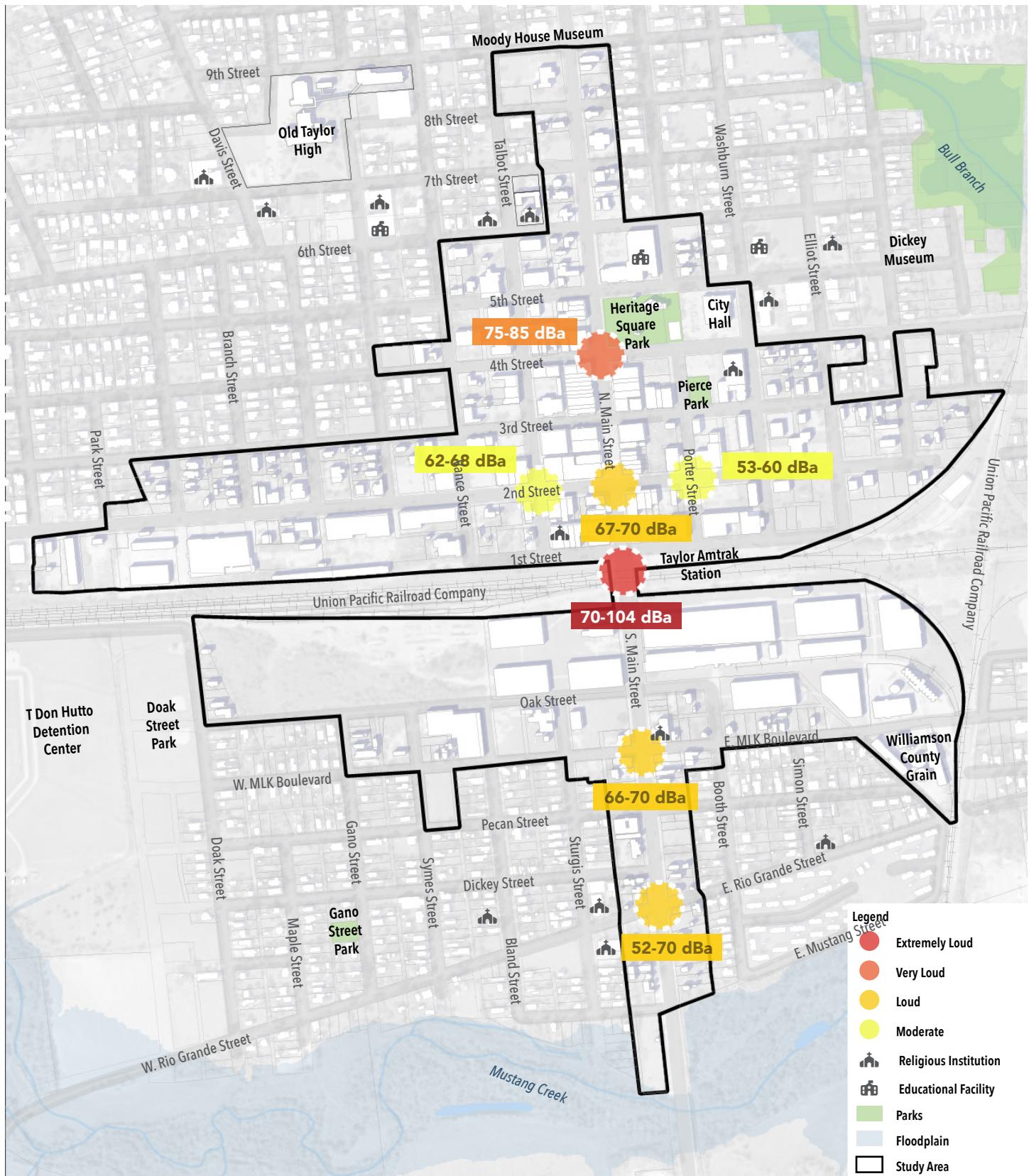


Figure 27: Noise Measurements Map

Source: City of Taylor

While the northern portion of downtown Taylor has a robust sidewalk network, the southern portion is far more lacking in continuous sidewalks. In the northern study area, the sidewalk network gradually decreases in connectivity as one moves east or west from Main Street; West 2nd Street is a fairly consistent sidewalk route, though it is interrupted by many service and access driveways on both sides of the street. On N. Main Street, sidewalks are most consistent between 2nd Street and Heritage Square and only connect to 1st Street on the west side of Main Street. However, the only current means to cross the railroad is a pedestrian bridge connected to the Main Street overpass, which is not adequately connected via sidewalk to either portion of the study area. In the southern portion of the study area, east-west sidewalk connectivity is minimal; many gaps exist in the sidewalk network, especially on the west side of S. Main Street. Current sidewalk conditions in the southern portion of the study area, and a lack of safe railroad crossings, present barriers to walkability between the southern and northern portions of the study area.



Source: medium.com

*Sidewalks along Main Street connect residents and visitors to numerous shops along the corridor.*



Source: Google Maps

*The City of Taylor recently completed improvements to the intersection of 2nd Street and Main Street, including sidewalk, bulb outs, reconstruction, accessible curb ramps, decorative pavers, street trees and planting areas.*

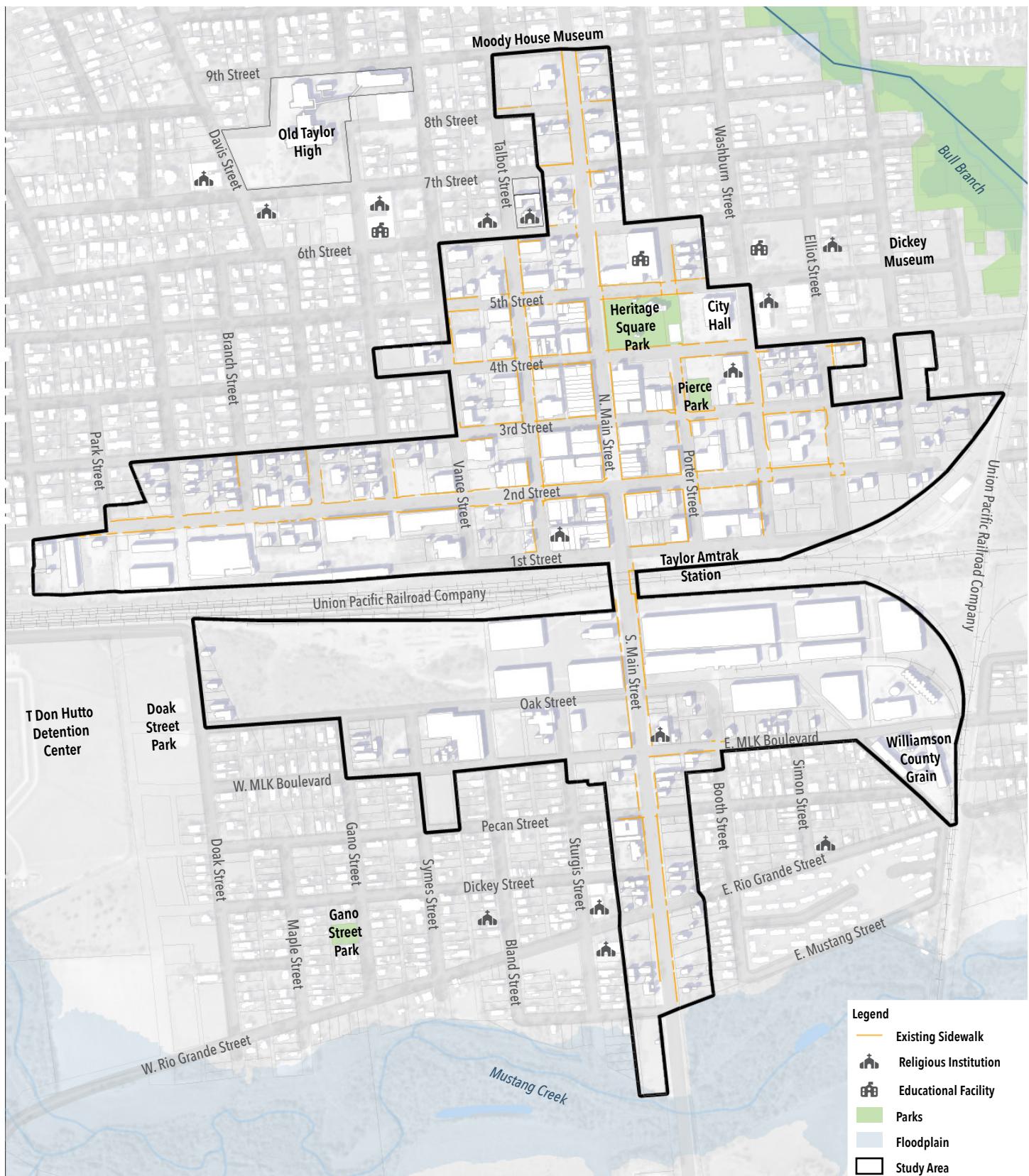


Figure 28: Sidewalk Map

**Flooding effects the southern portion of downtown more directly than the northern portion, however both experience its negative effects.**

Downtown Taylor is bookended by two waterways: Mustang Creek and Bull Branch (itself a "fork" connecting to Mustang Creek). Bull Branch runs from Northwest Taylor to the City's Bull Branch Park, then continues to Murphy Park where it becomes City Lake. From City Lake, Bull Branch continues southeast until it meets Mustang Creek. Mustang Creek's headwaters begin near Hutto and flow southeast through Taylor and eventually flow to Brushy Creek. When Bull Branch and Mustang Creek swelled during the 2015 Memorial Day floods in Taylor, 270 homes were damaged; the heaviest damage was done to homes in low-lying areas of Southeast Taylor. The southern study area is at lower elevations and closer to the Mustang Creek floodplain. Based on 1-foot contour data, numerous informal drainageways currently exist in the southern study area that can be observed as being heavily-vegetated and unmaintained, many running through alleys or directly across parcel lines. Atlas 14 rainfall data show several residences—and the planned Avery affordable housing site at E. Rio Grande Street and Booth Street—in the 100-year floodplain.



Source: City of Taylor

*Flooding in May of 2015 impacted all of Taylor.*



Source: City of Taylor

*Flooding has been a large issue in Taylor due to Mustang Creek and Bull Branch.*

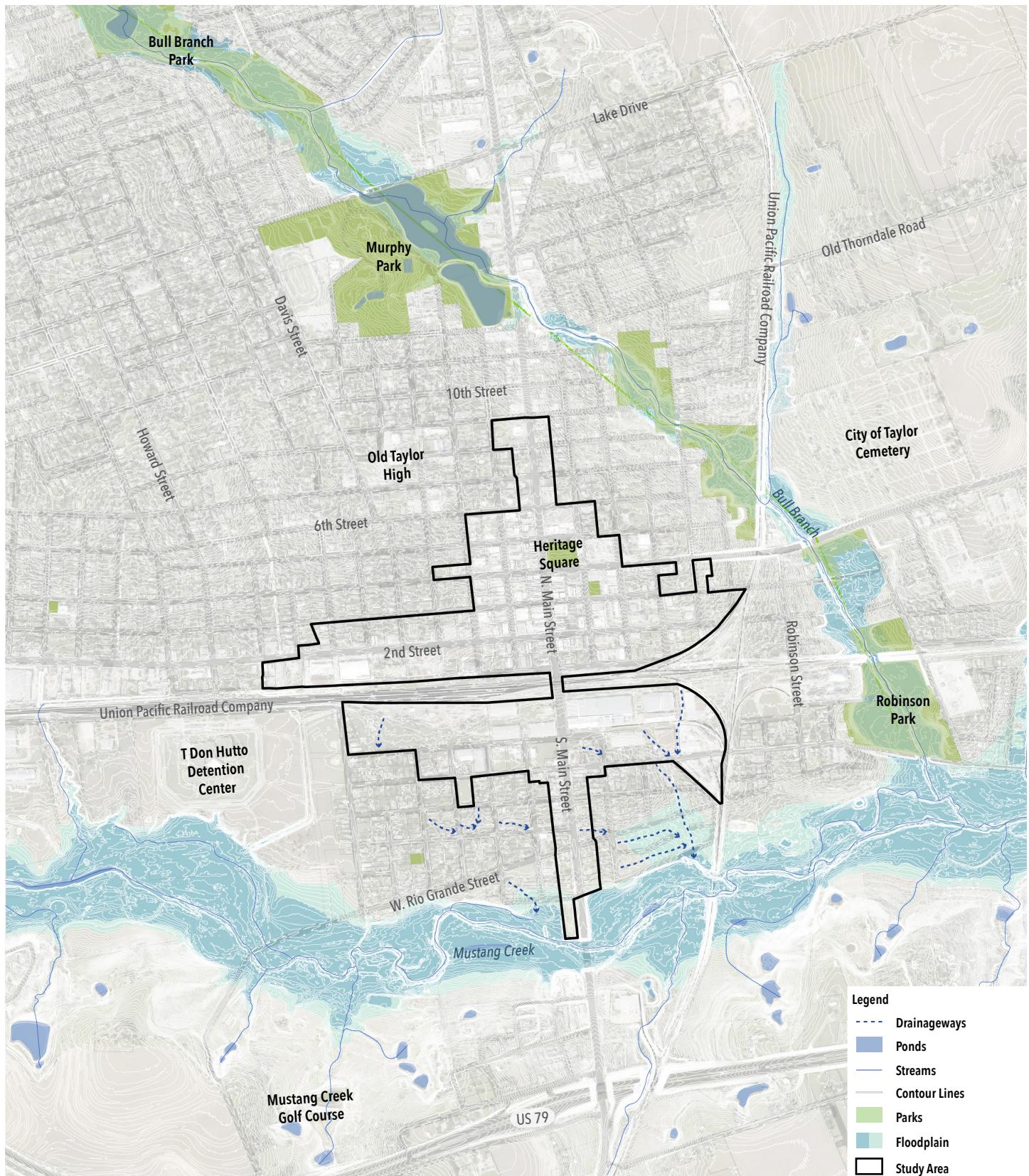


Figure 29: Flooding and Drainageways Map

Source: City of Taylor GIS, Williamson County GIS

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## 2.4. Downtown Nature and Recreation

**Taylor's network of parks is more accessible in the northern portion of downtown than the in southern portion.**

Between the northern and southern study area, there is currently a large disparity in access to a public park within a 5-minute walk. Most of the northern study area has access to Heritage Square Park and Pierce Skatepark. Some northeastern areas in the study area also are within a 5-minute walk of Burkett Street Park and the Hike and Bike Trail.

The nearest public park to the southern study area is Gano Street Mini-Park, which features a basketball court and water fountain, and Doak Street Park which features practice baseball fields and a playground. Though Hidalgo Park appears on some maps as a public park, it does not have clear public access and is not listed as a public park by the City of Taylor. Robinson Park provides important amenities to the southern study area, such as the Dickey Givens Community Center, but only a small eastern portion of the southern study area is within a 5-minute walk and the only east-west walking route to it is E. Martin Luther King Jr. Boulevard, which currently lacks sidewalks or a safe railroad crossing.



**Percent of Park Access: 46%**



**North: 79%**



**South: 29%**

Benchmark City Downtown	Percent of Park Access
Georgetown	37%
McKinney	35%
Elgin	99%
Brenham	39%



Source: [taylortx.gov/247/Heritage-Square](http://taylortx.gov/247/Heritage-Square)

*Heritage Square has numerous amenities, including a splash pad and pavilion area.*



Source: [ci.Taylor.TX.us/239/Bull-Branch](http://ci.Taylor.TX.us/239/Bull-Branch)

*Bull Branch is easily accessible to the northern portion of downtown and provides access to the surrounding parks.*

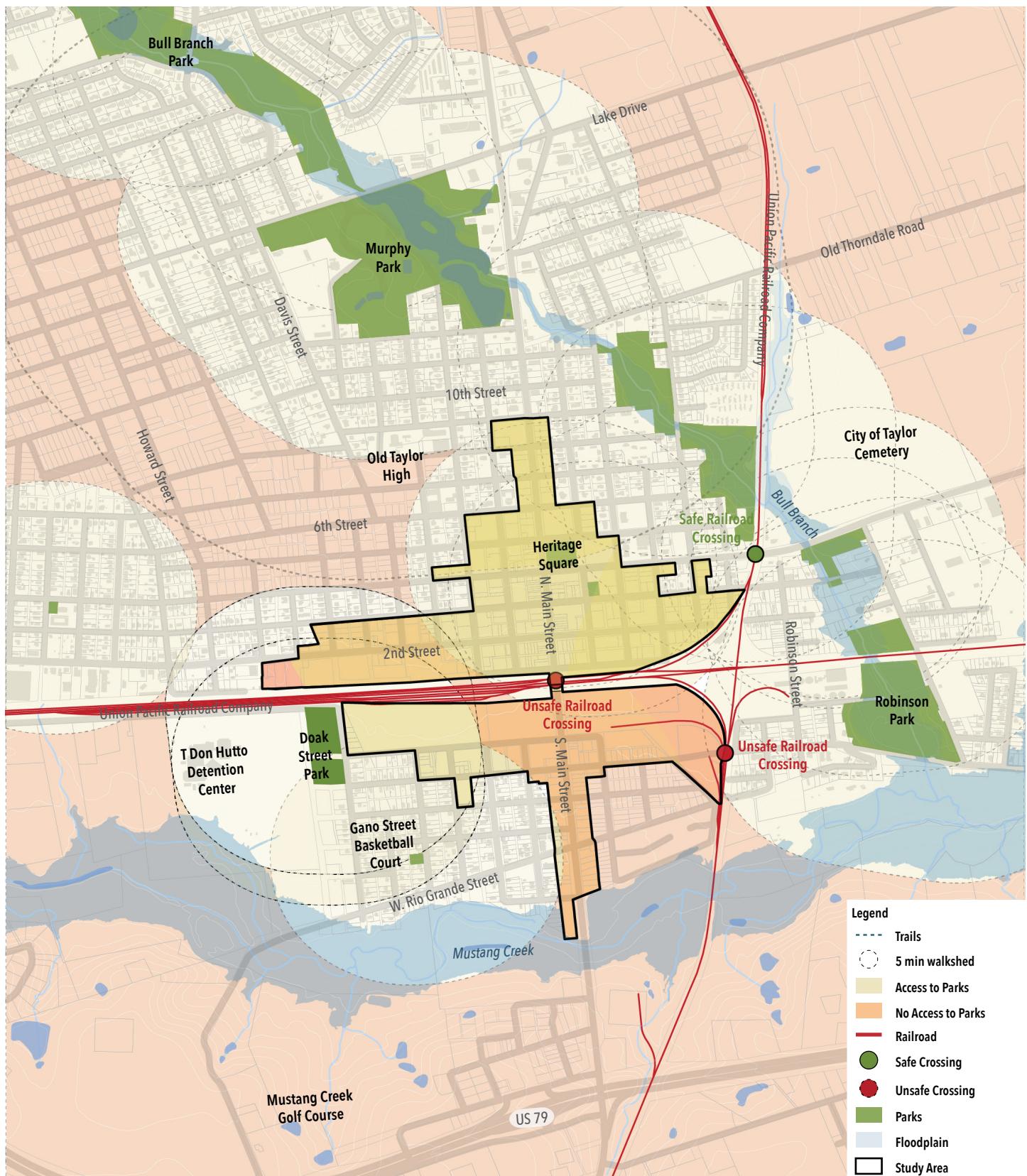


Figure 30: Parks and Recreation Accessibility Map

## ParkScore Analysis

The Trust for Public Land's ParkScore index is a comprehensive rating system which provides additional layers of analysis related to park access. ParkScore metrics relevant to the study area analysis include park access within a 10-minute walk accounting for physical barriers like railroads, city investment in parks, availability of key park amenities (basketball, dog parks, playgrounds, recreation/senior centers, restrooms, and splash pads), acres of park space per 1000 people, and availability of parkland to low-income households and areas with high percentages of people of color.

The Trust for Public Land analyzes census block groups to determine a ParkScore rating. The five census block groups that make up the study area are 210.001, 211.001, and 212.033 in the northern study area, and 210.002 and 210.003 in the southern study area .

### Access

Expanding to a 10-minute walkshed increases access for the northern study area to parks like Murphy Park and Heritage Square and access for the southern study area to Robinson Park and the Dickey Givens Community Center. However, the Union Pacific Railyard presents a significant physical barrier to pedestrians from the southern study area. The only crossing to the east is E. Martin Luther King Jr. Boulevard, which lacks sidewalks or safe rail crossings. If traveling north, a pedestrian must traverse a pedestrian bridge with stairs or rely on an incomplete sidewalk network and unsafe rail crossing.

### Equity

Block groups 211.001 and 210.003 have the highest percentages of low-income households and block groups 210.002, 210.003, and 210.001 have the highest percentages of residents of color (those identifying as Black, Hispanic, Native American, Asian, Pacific Islander, or Multiple Races). The northern study area block groups are served by Heritage Square, Pierce Skatepark, Burkett Street Park, and Robinson Park, resulting in 97 acres of parkland per 1,000 people. Since the Gano Street Mini-Park is the only park within reasonable 10-minute walk access to the southern study area block groups, there are only 0.3 acres of accessible parkland per 1,000 people in the southern study area. At the overall study area level, park access is equitable across both race and income in the northern study area and inequitable for both in the study area.

### Investment

The City continues to plan for significant investments in parks and public facilities, especially following its 2020 Parks Master Plan. That Plan included many improvements to Robinson Park, including completion of the Dickey Givens Community Center, which provides key amenities to the southern study area if safe pedestrian access is provided across the Union Pacific Railyard. The 2020 Parks Master Plan did not propose any new parkland in the vicinity of the southern study area.

### Amenities

Robinson Park is the nearest fully-amenitized park to block groups 210.002 and 210.003. Block groups 210.001, 211.001, and 212.033 are all served by the amenitized Heritage Square Park (plus Pierce Skatepark), and 212.033 also has access to Murphy Park. Given the physical barriers to Robinson Park from the southern study area, Gano Street Basketball Court and Doak Street Park are the only parks providing amenities within a safe walk. The amenities they offer are a basketball court, baseball fields, and a playground.



Source: Google Earth

*The current Railroad Crossing at E. M.L.K. Jr Boulevard is lacking sidewalks and additional safety measures.*



Source: Google Earth

*There is a pedestrian bridge which provides some connectivity over the Main Street crossing.*



Source: Google Earth

*The Gano Street Basketball Court is one of the only parks accessible to the southern portion of the study area.*



Source: Google Earth

*Doak Street Park has baseball fields and a playground within the southern portion of the study area.*



Source: Google Earth

*The only safe crossing along the rail is in the northern portion of the study area.*



Source: City of Taylor

*The splash pad in Heritage Square is a major attraction in the northern portion of the study area.*

## 2.5. Downtown Culture

### Downtown Taylor has numerous historic places, but all registered historic places are in the northern portion.

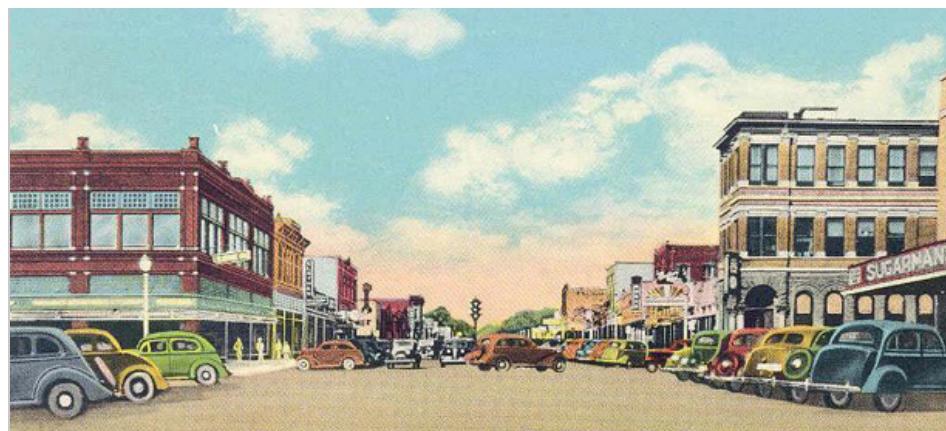
Taylor's Historic Downtown District is the historic center of Taylor. The northern study area features numerous designated "contributing properties" including the Taylor National Bank and the Preslar-Hewitt Building. Other significant sites immediately adjacent to the study area are Old Taylor High School and the Dickey Museum site. The City of Taylor has also identified properties within the Historic Downtown District that are "lost" but likely would have been contributing historic properties were they extant today. Though this analysis was not conducted in the southern study area or on/near S. Main Street, Texas Sanborn Fire Insurance Maps created for Taylor in 1931 show S. Main Street as a bustling commercial street (especially at Walnut Street, now called E. Martin Luther King Jr. Boulevard) with storefronts, restaurants, barbershops, and other community businesses built up to the street on both sides of S. Main street. However, unlike the brick structures constructed on N. Main Street following the devastating 1879 fire in Taylor the storefronts on S. Main Street were almost exclusively of wood frame construction. The material construction of these

buildings, combined with a wave of demolitions in the 1990s along S. Main Street, means these storefronts no longer exist; yet their documented existence at the same time as the brick structures on N. Main Street shows the historical significance they would have contributed if they existed today.

Table 2: Benchmark City Historic Assets

Source: Texas Historical Commission

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



Source: Taylor Public Library  
Downtown Taylor has been the central business district since the city was founded.

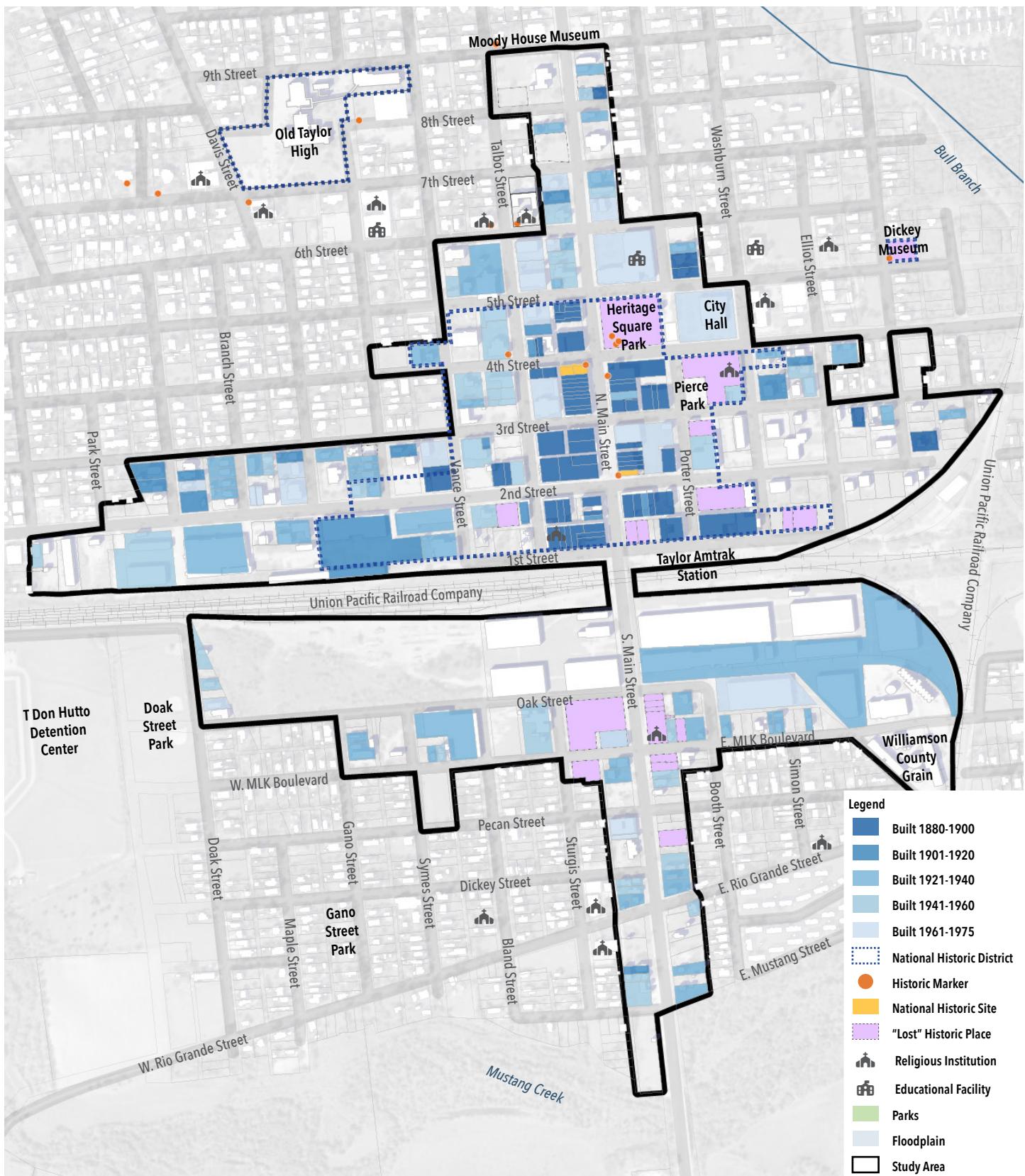


Figure 31: Historic Assets and Age of Buildings Map

0 ft 400 ft 800 ft 1600 ft

## 2.6. Downtown Vibrancy

Downtown Taylor needs more connected linear feet of retail space, especially in the southern portion of downtown.

One of the key challenges identified in the 2015 Downtown Master Plan was “to bring people back into Downtown.” There have been many successes in downtown since then, both in terms of public improvements completed by the City and key redevelopments of historic downtown buildings. But, downtown vacancy remains a barrier to continuous retail corridors in downtown Taylor and contributes to a lower density of retail. While downtown Taylor has an overall linear footage of retail frontage comparable to some benchmark downtowns studied, when that linear footage is calculated as density of retail frontage relative to downtown Taylor’s acreage it is in fact a lower density of retail than all other benchmarks downtown.

Density of retail is drastically lower in the southern study area. Both portions of the study area also have lot frontage that is vacant, and particularly the south: there is 13 linear feet per acre of vacant lot frontage in the northern study area versus 43 linear feet in the south.

Linear Feet of Retail per Acre: 14 LF/ac

!

North: 21 LF/ac

!

South: 2 LF/ac

Benchmark City Downtown	Linear Feet of Retail per Acre
Georgetown	38 LF/ac
McKinney	21 LF/ac
Elgin	13 LF/ac
Brenham	50 LF/ac



Source: City of Taylor

Compact development along N. Main Street supports downtown Taylor's vibrancy.



Source: taylormadetexas.com

The Main Street Car show takes place every fall, bringing music, art, and impressive cars downtown.

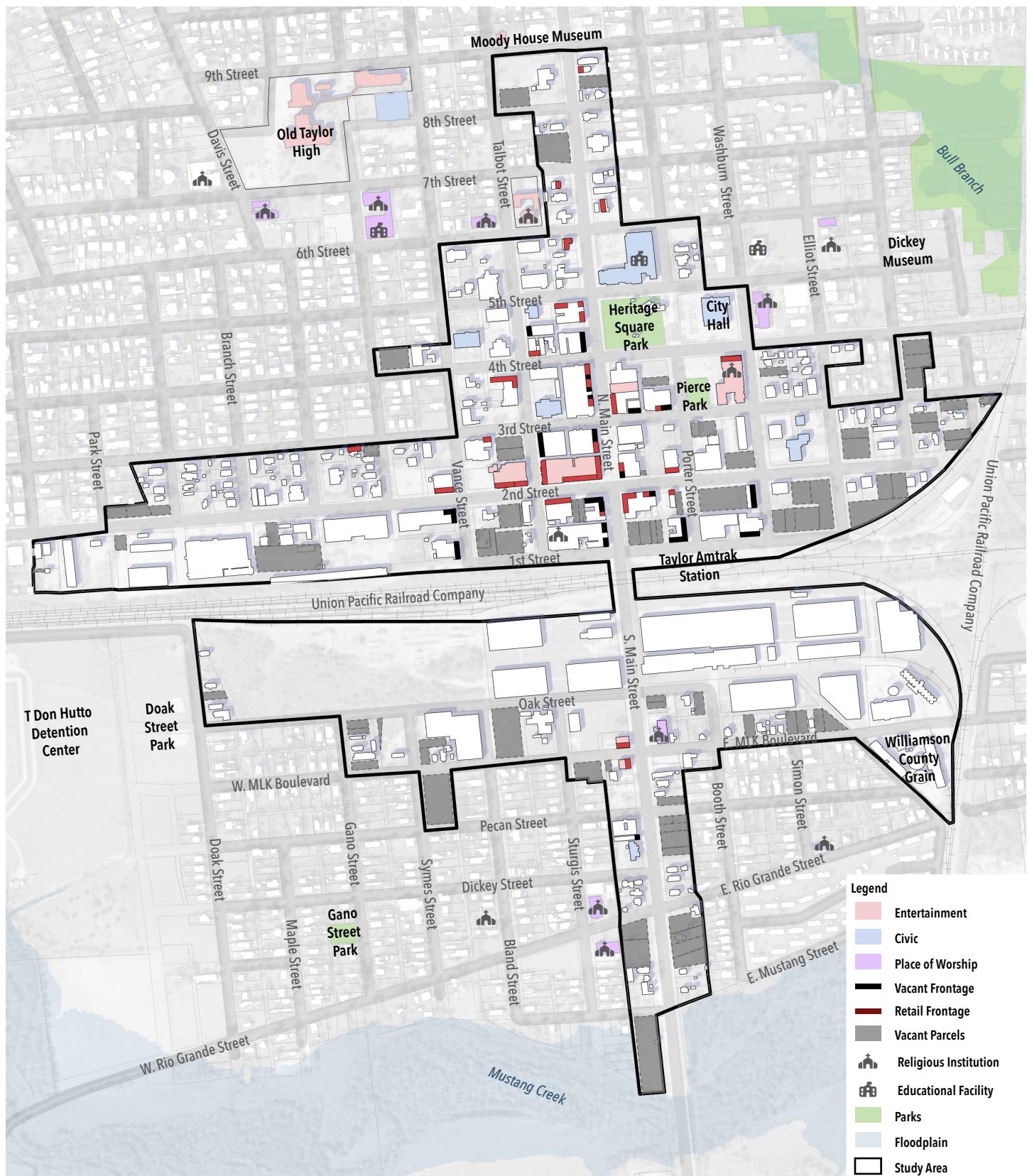


Figure 32: Retail and Vacant Frontages and Key Destinations Map

Source: Google Maps, City of Taylor GIS

0 ft 400 ft 800 ft 1600 ft

Existing Conditions | 63

## Downtown Taylor has a small but diverse housing stock.

The housing stock in Downtown Taylor comprises single-unit, multi-unit, and apartment buildings. There are 63 housing units in total, over half of which are located within apartment buildings. A key recommendation in the 2015 Taylor Downtown Master Plan was to allow for more mixed-use residential buildings in the downtown area. Since then, a number of buildings have been rehabilitated to create mixed-use buildings with residential units on the upper floors, including multiple properties on 2nd Street and N. Main Street.

However, Downtown Taylor still has a low number of housing units per acre, at 0.3 units per acre. The northern portion of the study area has double the number of units per acre as the southern portion, all of which are single-unit housing.

Number of Housing Units per Acre: 0.3

!

North: 0.4

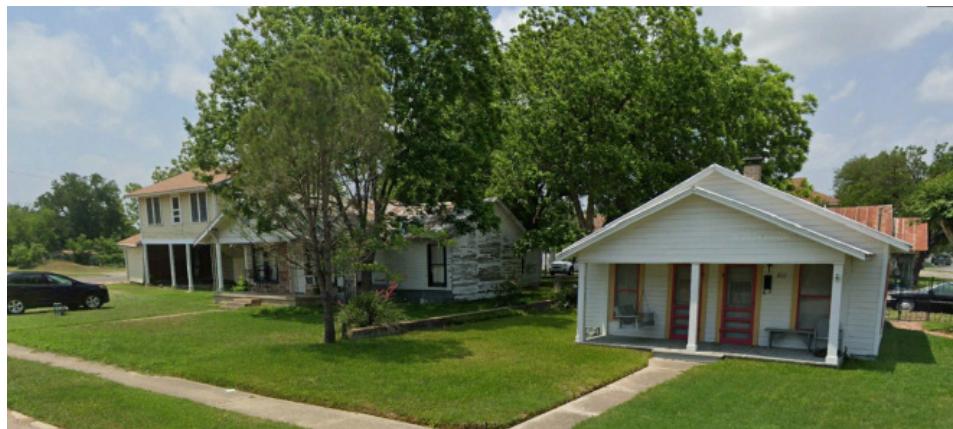
!

South: 0.2



Source: Google Earth

Some housing in Downtown Taylor is located on the second floor of mixed-use buildings.



Source: taylormadetexas.com

The southern portion of Downtown Taylor has a less diverse housing stock, mostly comprising of single-unit housing.

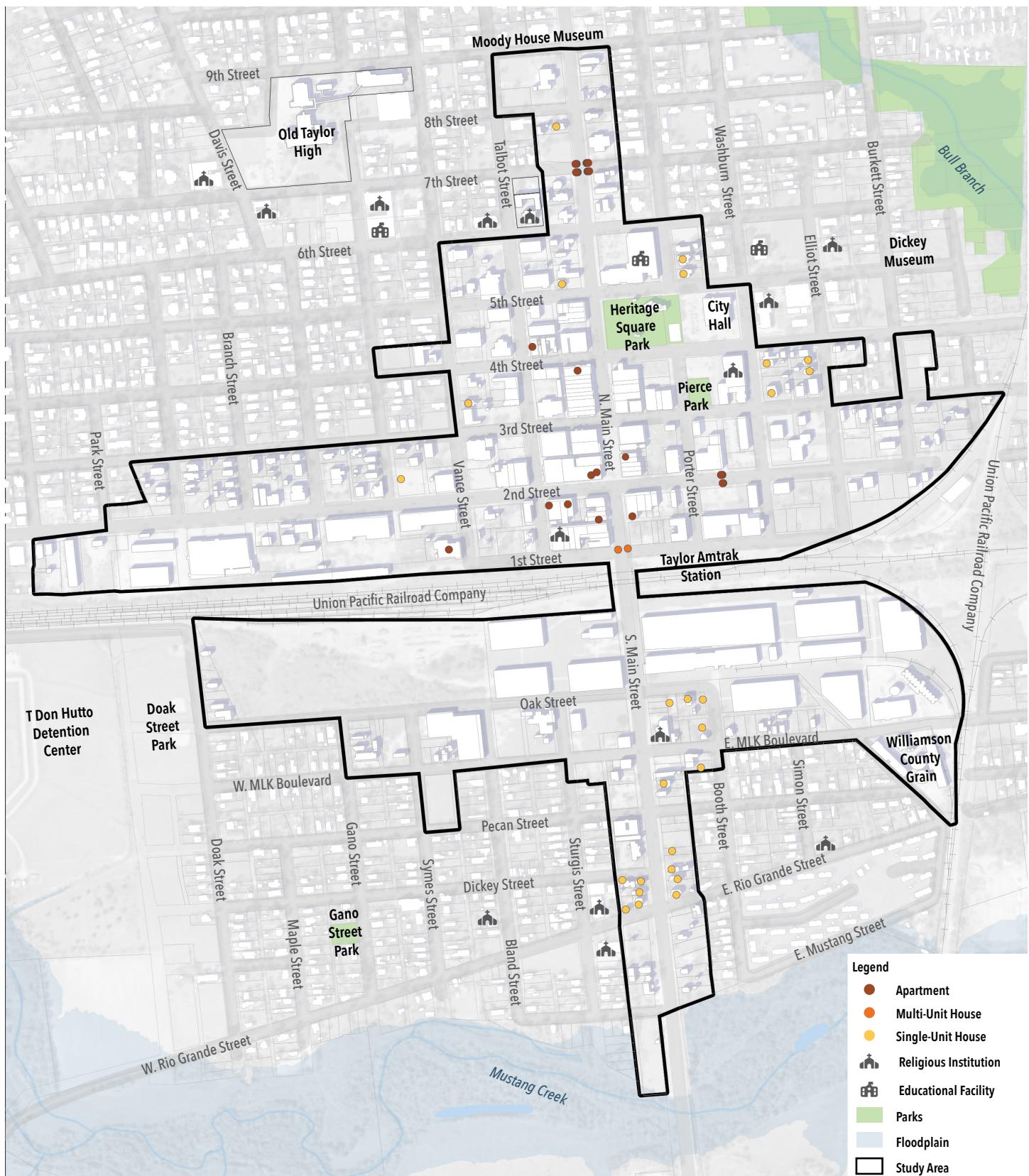


Figure 33: Housing Map

Source: City of Taylor

0 ft 400 ft 800 ft 1600 ft

Existing Conditions | 65

## Main Street Programming

The City of Taylor's Main Street Program is funded by the TIF District and offers both financial incentives to businesses and a host of special events to encourage visitation to Main Street businesses. For property owners wishing to make smaller improvements to their buildings (such as repainting, signage improvements, or awning repair/replacement) the City of Taylor offers a Façade Improvement Grant Program and Sign Reimbursement Grant Program. For property owners planning on more significant renovation projects to buildings in the Historic Downtown District, the Main Street Program also assists with pursuing Texas Historic Tax Credits and National Park Service Tax Credits. These tax credits can result in substantial savings of up to 25% and can greatly assist in the transformation of historic buildings in downtown.

The Main Street Program also hosts a series of special events throughout the year: Taylor Fest which brings cultural performances and vendors to downtown in May; the year-round Heritage Square Farmer's Market on Saturdays; the Main Street Car Show each fall; the Main Street Christmas Fair; and regular "Sip 'n Stroll" weekend events which promote visitation to downtown businesses.

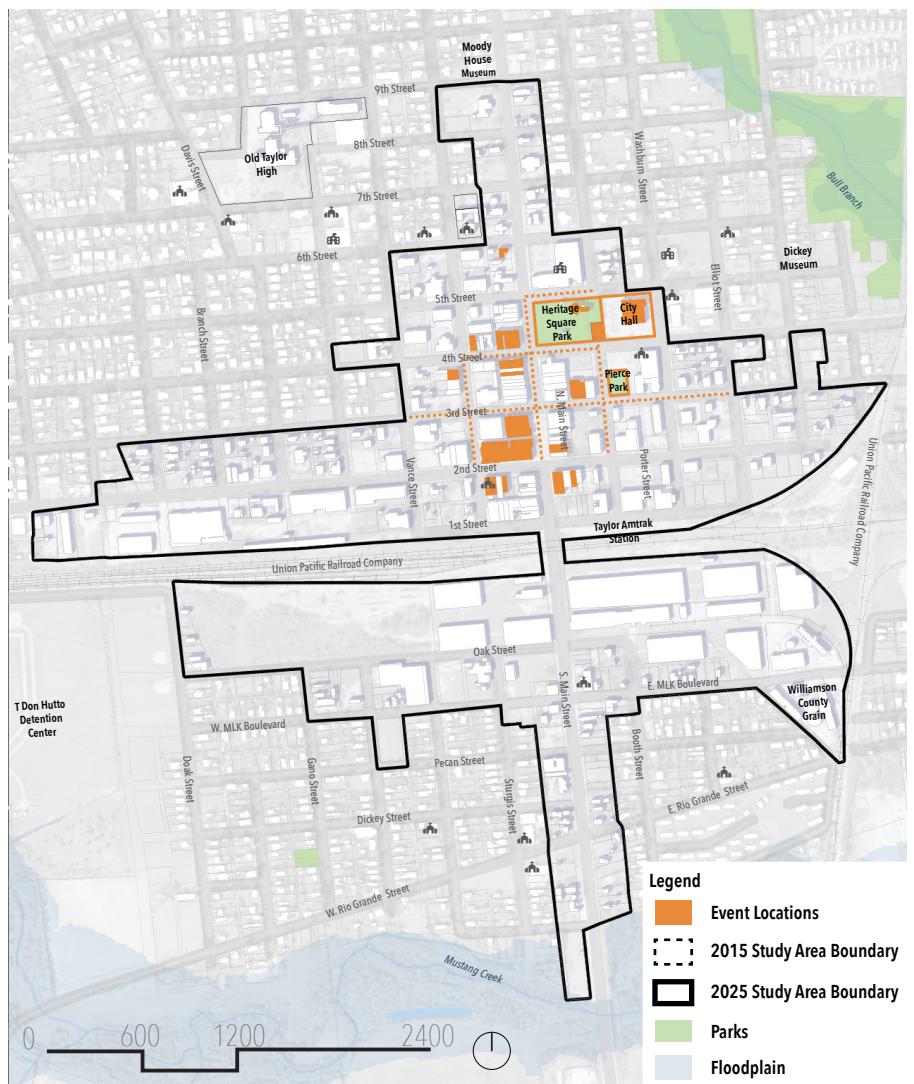


Figure 34: Main Street Event Locations Map

Source: City of Taylor Main Street Program



Figure 35: Main Street 2024 Programming

nal Bank

Main St



### **3. Framework**

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<b>3.1. How to Use this Plan .....</b>	<b>72</b>
<b>3.2. How to Update this Plan .....</b>	<b>73</b>
<b>3.3. Downtown Framework.....</b>	<b>74</b>
<b>3.4. Implementation Strategies .....</b>	<b>82</b>

### 3.1. How to Use this Plan

This chapter outlines the recommendations for the Taylor Downtown Plan. These recommendations will help the City achieve the goals established at the beginning of the planning process.

These recommendations are organized into three frameworks: Green and Gathering Spaces, Streetscapes, and Art and Cultural Heritage. Each section contains relevant framework plans. Following these sections, several implementation strategies are outlined to implement this plan.

#### Project Goals



#### Framework Maps

There are framework maps that define the character of development and how to connect to said development. These maps include the Future Land Use, Thoroughfare Plan, and Bicycle and Pedestrian Connectivity Maps.

#### Implementation

Strategies and actions outline how development should be accommodated within the city. These are part of the implementation plan.

- **Strategies** are found within each chapter and outline how the City will implement the goals of the comprehensive plan. These strategies should be utilized by City Council to determine their priorities for the year.
- **Actions** are projects, programs, and policies that correspond with each strategy. City staff should refer to these actions to address the strategies that the City Council wants to prioritize.

### **3.2. How to Update this Plan**

The Downtown Plan may be amended, revised, or supplemented at any time at the sole discretion of the City Council. The City Council shall determine, in its discretion, whether any proposed amendment warrants public input, hearings, or review by any board, commission, or advisory body. Nothing in this Plan shall be construed to require such additional review or input unless specifically directed by the City Council.

### 3.3. Downtown Framework

#### Downtown Framework Plan

This plan presents an updated vision for downtown Taylor by proposing an expansion of its boundaries to include additional areas of influence. It outlines a framework comprised of three key components: green and gathering spaces, streetscape improvements, and art and cultural heritage.

The green and gathering spaces framework identifies several parks to be enhanced or developed, along with new nature connections and trailheads. The streetscape improvements framework focuses on a variety of streets that the City can improve to enhance the comfort and quality of the downtown experience. Lastly, the art and cultural heritage framework proposes an art and cultural trail throughout the city, connecting to various historic sites and public art venues in downtown Taylor.

By implementing this framework, downtown Taylor can transform into a vibrant and lively center for both residents and visitors, fostering a sense of community and connection.

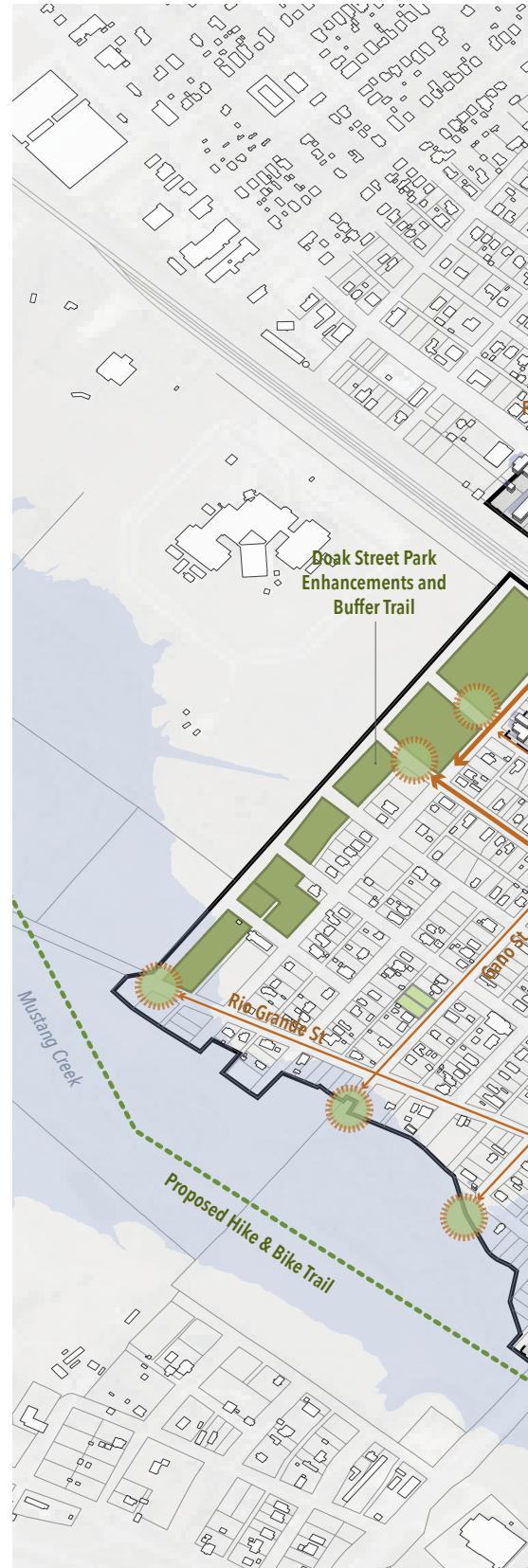
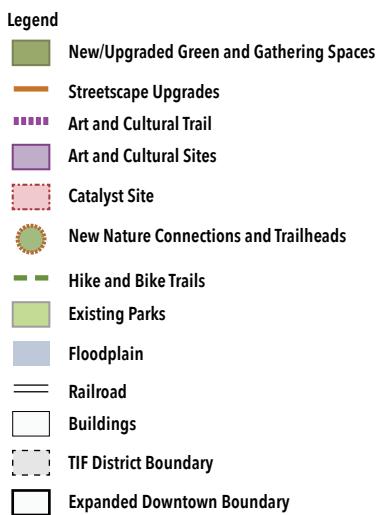
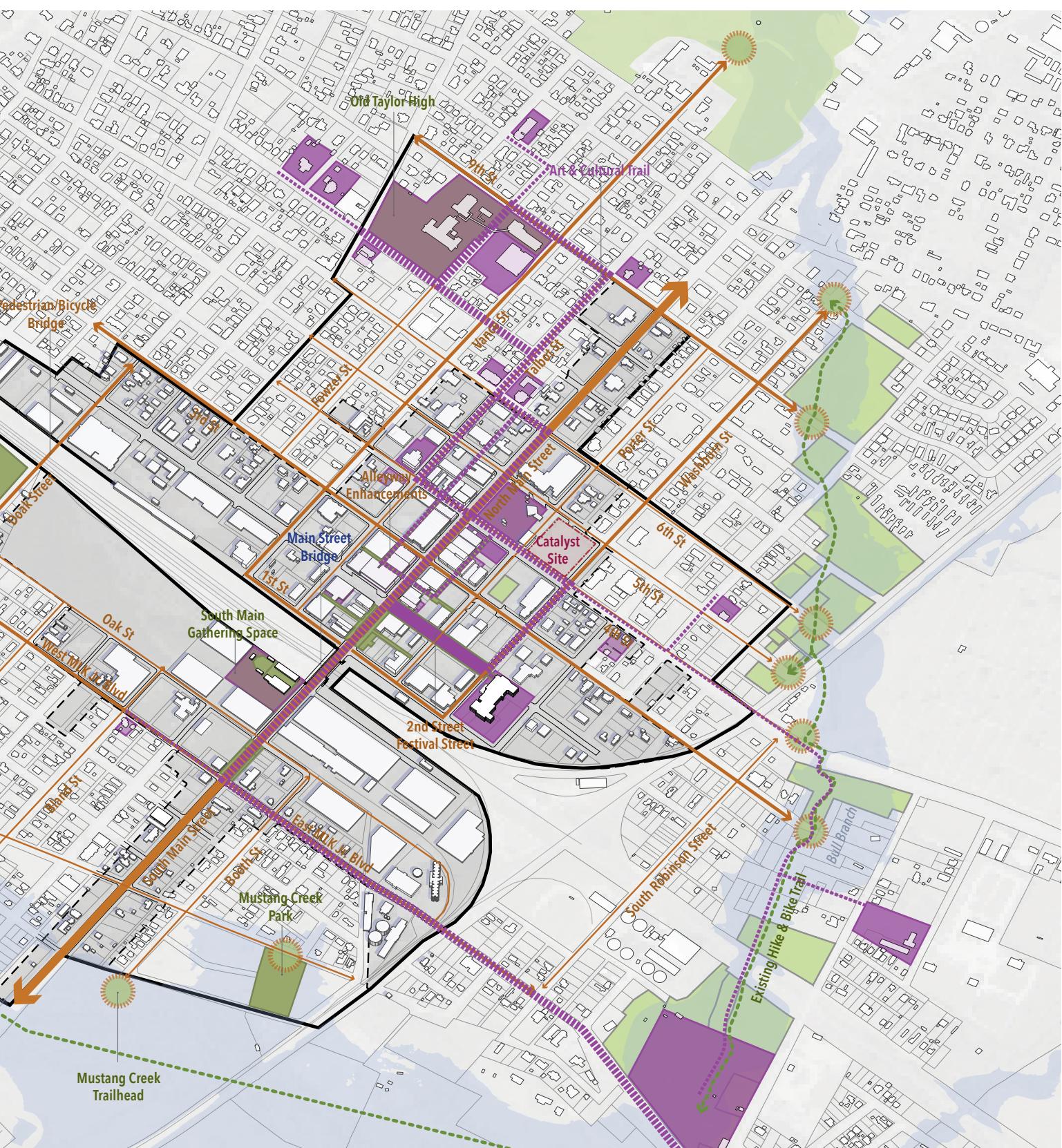


Figure 36: Downtown Framework Map



Source: City of Taylor

## Green and Gathering Spaces Framework Plan

To ensure that all residents of downtown Taylor live within a quarter-mile walk of a park and to encourage visits to the downtown area, this plan proposes improving or creating several parks, developing connections to green spaces, and extending the existing trail network to promote connectivity in and around downtown Taylor. Some of these improvements are within city-maintained parks, while others would require collaboration with private property owners.

The following list includes projects outlined in this plan;

- Old Taylor High (privately owned),
- Doak Street Park Enhancements and Buffer Trail (publicly owned),
- South Main Gathering Space (privately owned),
- Mustang Creek Park (privately owned), and
- 14 New Nature Connections and Trailheads (publicly owned).

By investing in green and gathering spaces, the City can attract more visitors for entertainment and recreation, which will result in increased foot traffic downtown. By having diverse programming distributed throughout the downtown with strong connectivity, people will spend more time in downtown and contribute to the local economy.

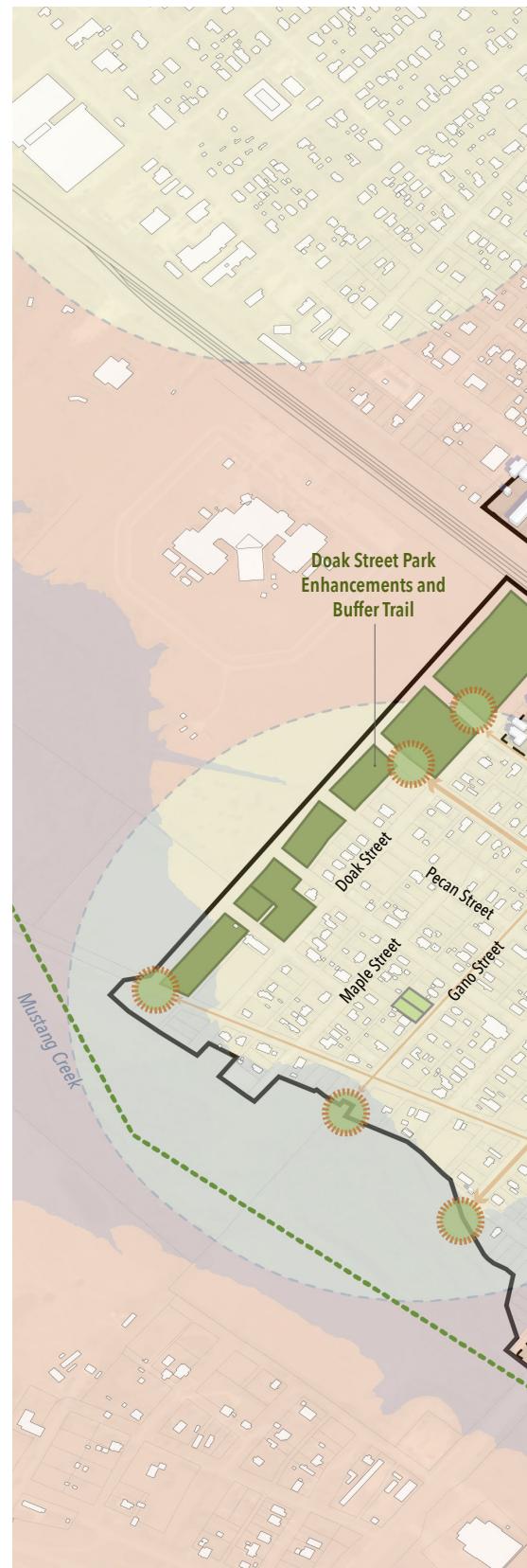


Figure 37: Parks & Trails Framework



Source: City of Taylor

## Streetscape Improvements Framework Plan

To foster comfortable and safe connections throughout downtown, several streetscape improvements are proposed as part of the downtown framework. Various street types in the area require different treatments that cater to both community and business needs.

The following is a list of projects included in this plan;

- TxDOT Roads,
- Shared-Use Streets (80' and 60' ROW),
- Festival Street,
- 1st Street Promenade, and
- Alleyway Connections.

By upgrading the streetscapes in downtown, the City can encourage extended visits by enhancing comfort and connectivity. Improvements will include additional shade, seating, lighting, and upgraded crossings designed to create a vibrant environment that supports economic growth while ensuring a welcoming atmosphere for residents and visitors alike.

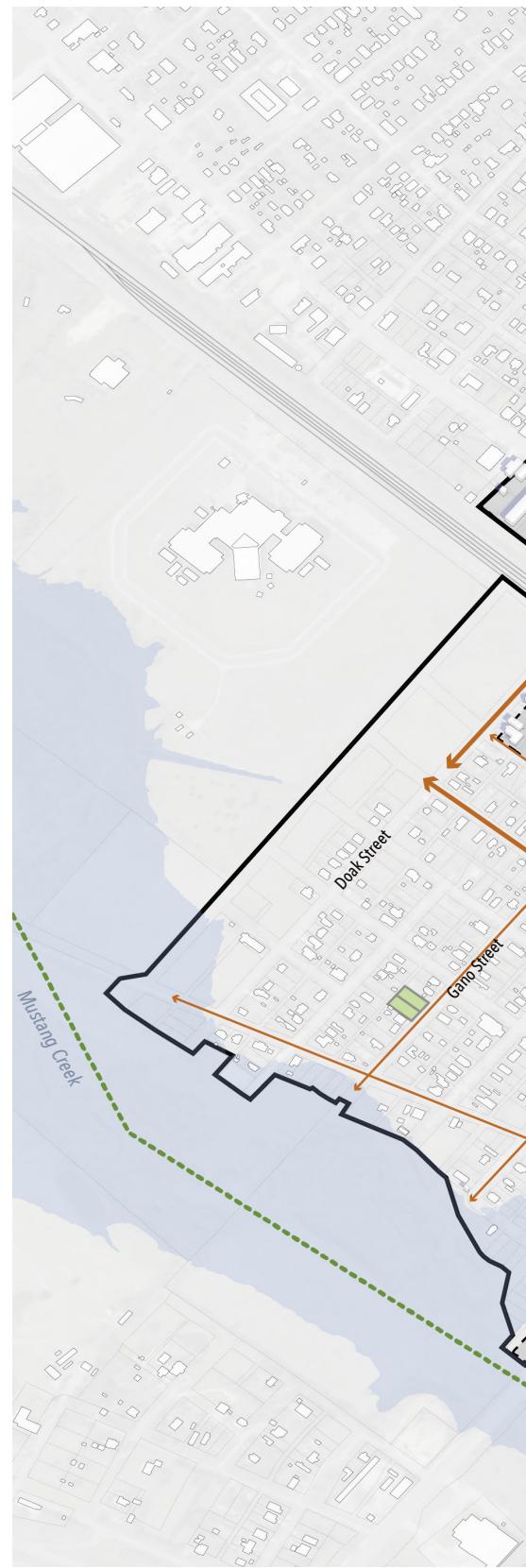
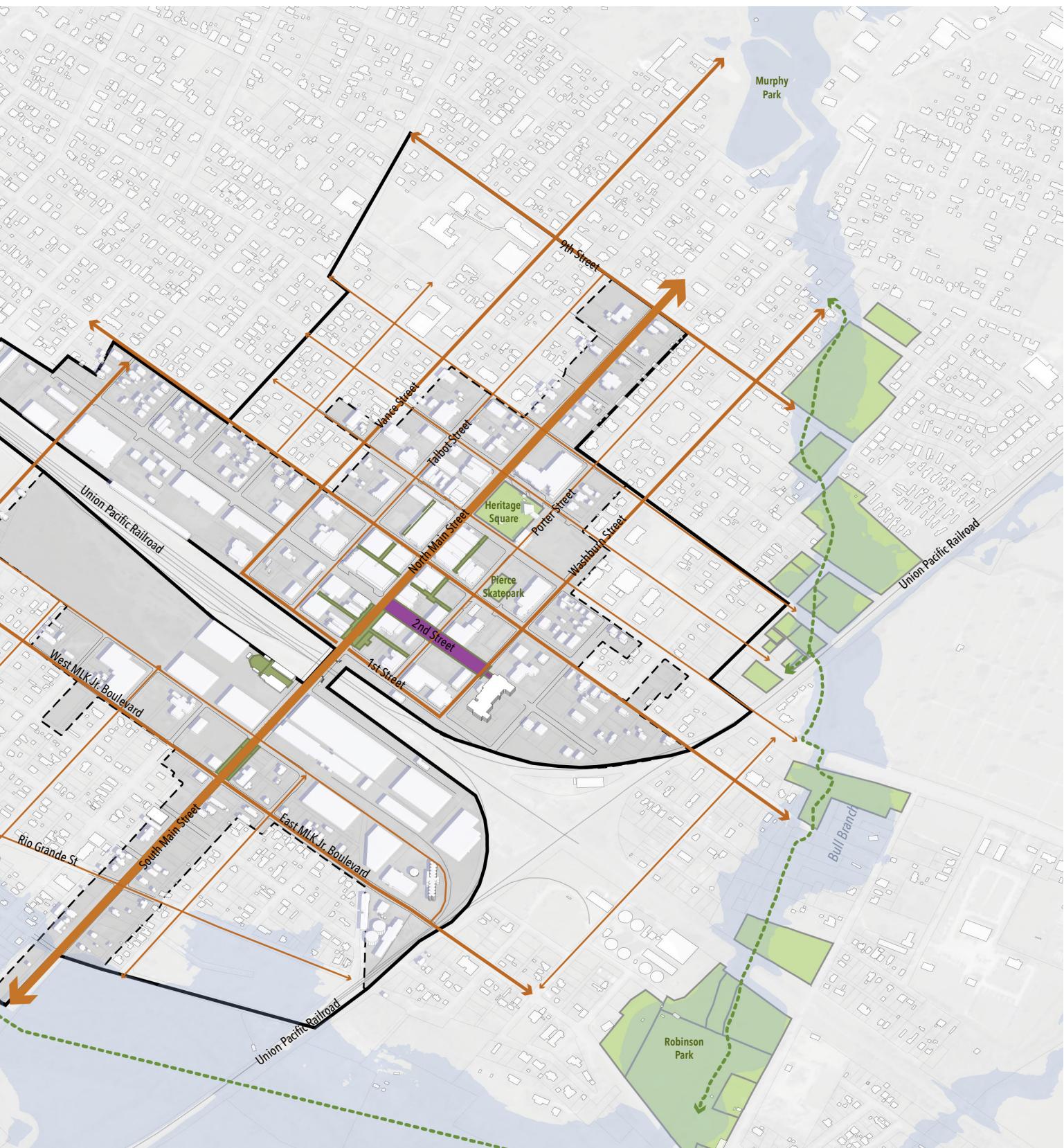


Figure 38: Streetscape Framework Plan



Source: City of Taylor

## Art and Cultural Heritage Framework Plan

The City of Taylor is recognized for its historic downtown, vibrant artistic culture, and lively community events. This framework includes an art and cultural trail, historic and cultural sites, as well as art and performance venues.

By establishing connections between these key locations in downtown, the City can promote economic development by attracting more visitors to experience the culture and art that Taylor has to offer. Additionally, hosting events and performances can spark interest and investment in the area, encouraging new businesses to set up shop in downtown Taylor.

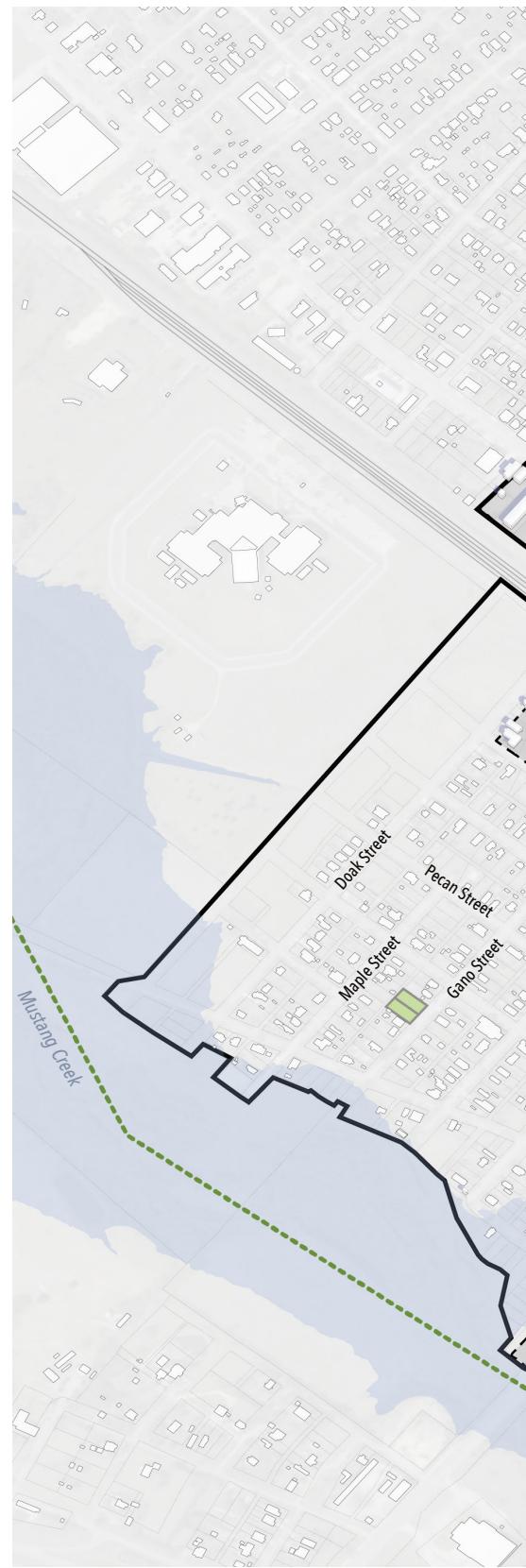
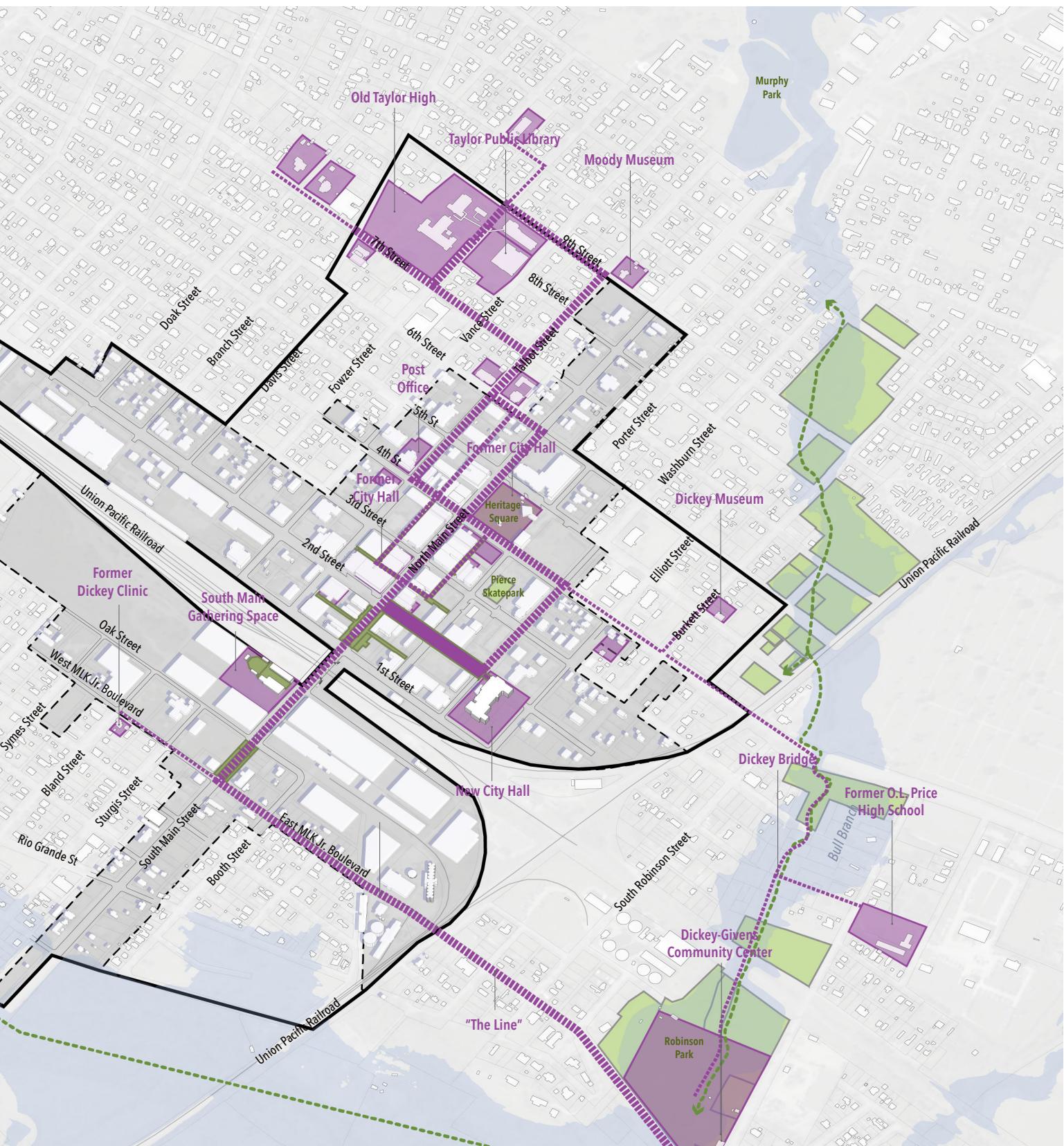


Figure 39: Art and Cultural Framework Plan



Source: City of Taylor

### 3.4. Implementation Strategies

#### Activate Alleyways

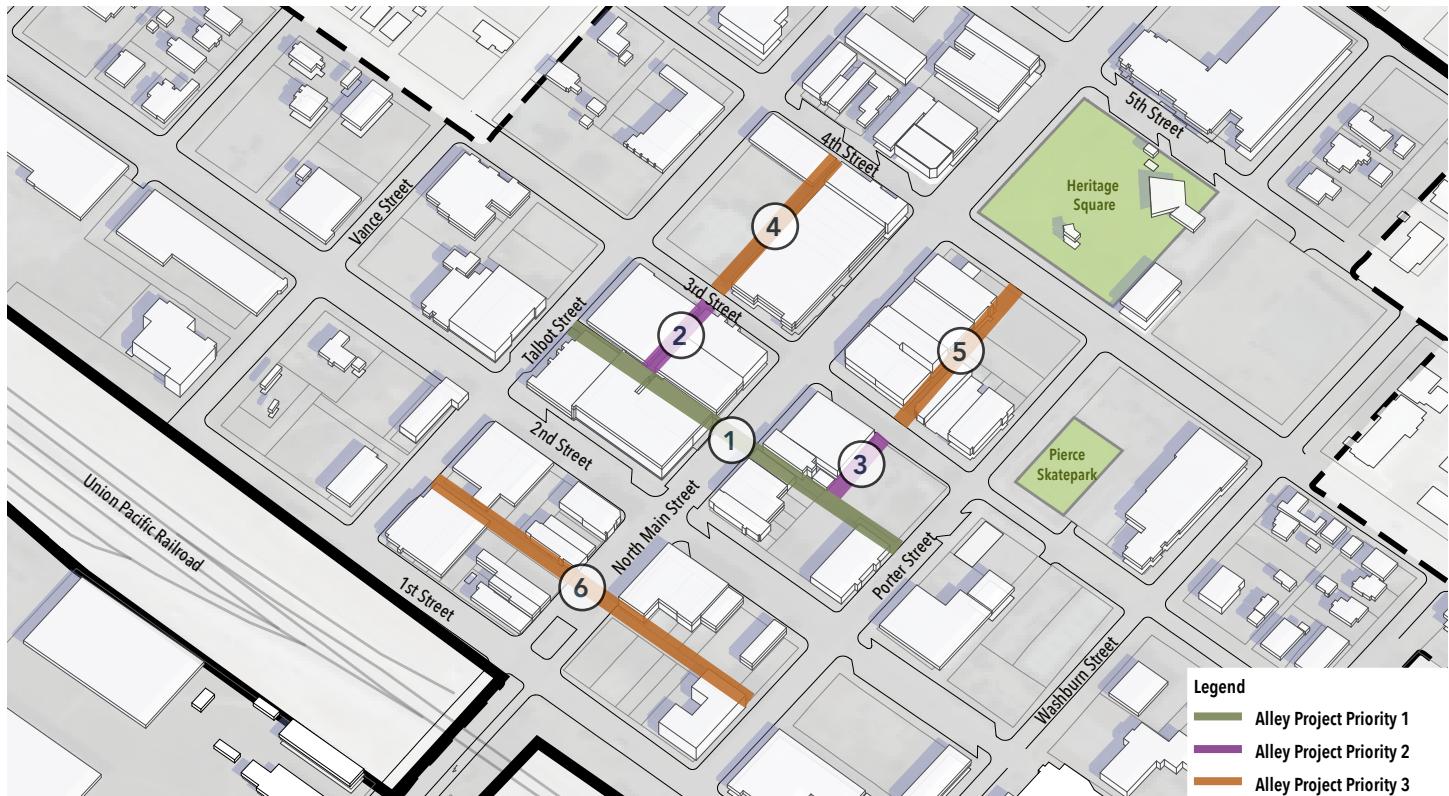
Downtown Taylor features a well-connected grid of roads and alleyways. Currently, these alleyways serve essential functions for utilities, including electric lines and trash collection. However, by creatively repurposing them, the City can significantly enhance pedestrian activity and bolster support for small businesses. Transforming these alleyways into vibrant gathering spaces could foster a stronger sense of community, providing areas for pedestrian refuge, public art displays, and increased commercial activity.

#### ACTIONS

**PROJECT 1** Develop a program through the Taylor Main Street Program to support upgrading lighting and materials in alleyways, providing street furnishings, and assisting in ongoing maintenance.

**PROGRAM 1** Create consolidated trash and loading areas for multiple buildings to provide space for pedestrian activity.

**POLICY 1** Update codes to allow for oversized buildings to utilize the alleyways as access to allow for separated retail space.



## PROJECTS

**Project 1. Develop a program through Main Street to support upgrading lighting and materials in alleyways, provide street furnishings, and assist in ongoing maintenance.**

Establishing a Main Street-led program can provide the structure and support needed to improve the appearance and function of downtown alleyways. Upgrades may include improved lighting, durable paving materials, and the addition of street furnishings such as benches, planters, and bike racks. These improvements should be made along alleyways located between;

1. 2nd and 3rd Street connecting Porter and Talbot Street,
2. N. Main and Porter Street connecting 3rd Street to the mid-block alleyway,
3. N. Main and Talbot Street connecting 3rd Street to the mid-block alleyway,
4. N. Main and Porter Street connecting 3rd and 4th Street,
5. N. Main and Talbot Street connecting 3rd and 4th Street, and
6. 1st and 2nd Street connecting Porter and Talbot Street.

A coordinated approach to maintenance ensures these spaces remain clean, safe, and welcoming over time, encouraging pedestrian use and reinforcing the alleys as vibrant extensions of the public realm.

## PROGRAMS

**Program 1. Create consolidated trash and loading areas for multiple buildings to provide space for pedestrian activity.**

Consolidating trash and loading areas into shared service zones allows alleyways to better serve both functional and public purposes. With fewer obstructions, these spaces can accommodate pedestrian improvements such as seating, lighting, murals, and small-scale retail. Coordinating with property owners and ONCOR will help determine strategic locations for shared service areas, freeing up space for activation and enhancing the overall downtown experience.

## POLICIES

**Policy 1. Update codes to allow for oversized buildings to utilize the alleyways as access to allow for separated retail space.**

Allowing oversized buildings to use alleyways for access enables rear-facing retail and service entrances, supporting flexible commercial configurations and activating underutilized spaces with pedestrian-oriented activity. This policy encourages more dynamic, alley-facing storefronts and reinforces alleyways as viable extensions of the public realm.

## PHASE

Long-term

## LEVEL OF INVESTMENT

Med - \$\$

## IMPLEMENTING AGENCY

Development Services

## FUNDING TOOLS

- Grants and funding programs for downtown revitalization and streetscape improvements
- Public-private partnerships

## PARTNERSHIPS

- ONCOR
- Development community
- Local businesses and community organizations

## GOALS ADDRESSED



SOCIAL  
FABRIC



ECONOMIC  
DEVELOPMENT



ENVIRONMENTAL  
ENHANCEMENT



ART AND  
CULTURE

## Alleyway Connections - Community Desired Level of Investment

There are several alleyways throughout downtown Taylor that provide additional connections in the area. While some of these alleyways have been improved with murals and lighting, the majority still lack enhancements to increase pedestrian accessibility.

By adding public art, enhancing lighting, creating shared loading and parking areas, and installing planters, the City can make a pedestrian-friendly environment that fosters better connections throughout downtown. There is also an opportunity to utilize this space for events like art markets, food festivals, and musical performances. These enhancements will attract more visitors to the downtown area, providing improved connectivity and increased foot traffic that will support local businesses.

### Level 3 | Community Desired Level of Investment

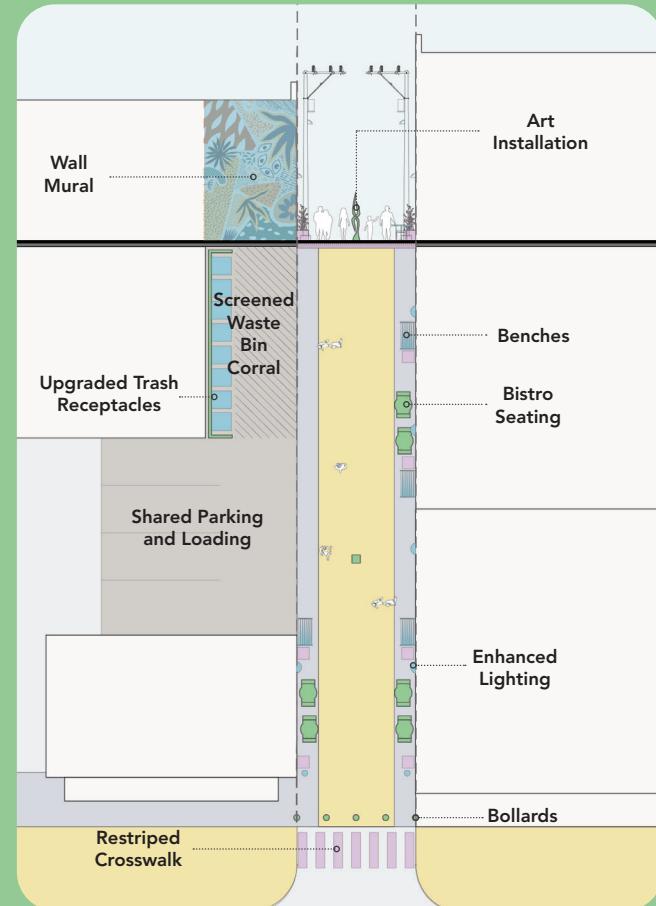


Table 3: List of Improvements by Level

Item	Number of Items per Block	Level
Wall Mural	1	1, 2, 3
Upgraded Trash Receptacles	5 - 8	1, 2, 3
Enhanced Lighting	10 - 4	1, 2, 3
Benches	8	1, 2, 3
Surface Parking	1	1, 2, 3
Shared Loading Zone	1	2, 3
Restriped Crosswalk	2	2, 3
Planters	12	3
Bistro Seating	12	3
Screened Waste Bin Corral	1	3
Bollards	10	3
Art Installation	2	3
<i>6 blocks and 2 half blocks proposed</i>		



## Alleyway Connections - Case Studies

### San Antonio, TX

Peacock Alley, located between two historic buildings in downtown, has been transformed into a vibrant gathering place for the community. This alley is managed by the Centro Alliance, a nonprofit organization which manages the Public Improvement District (PID).



Source: [www.expressnews.com](http://www.expressnews.com)

*Wall murals and street furnishing activate Peacock Alley and a number of events are hosted here throughout the year.*

### Fort Collins, CO

Since 2008, the City of Fort Collins has taken on a number of alleyway enhancement projects as part of their Downtown Alleys Master Plan. This plan recommended a number of improvements including shared parking areas, plazas with dining spaces, art installations, consolidated trash areas, overhead alley treatments, and shade structures.



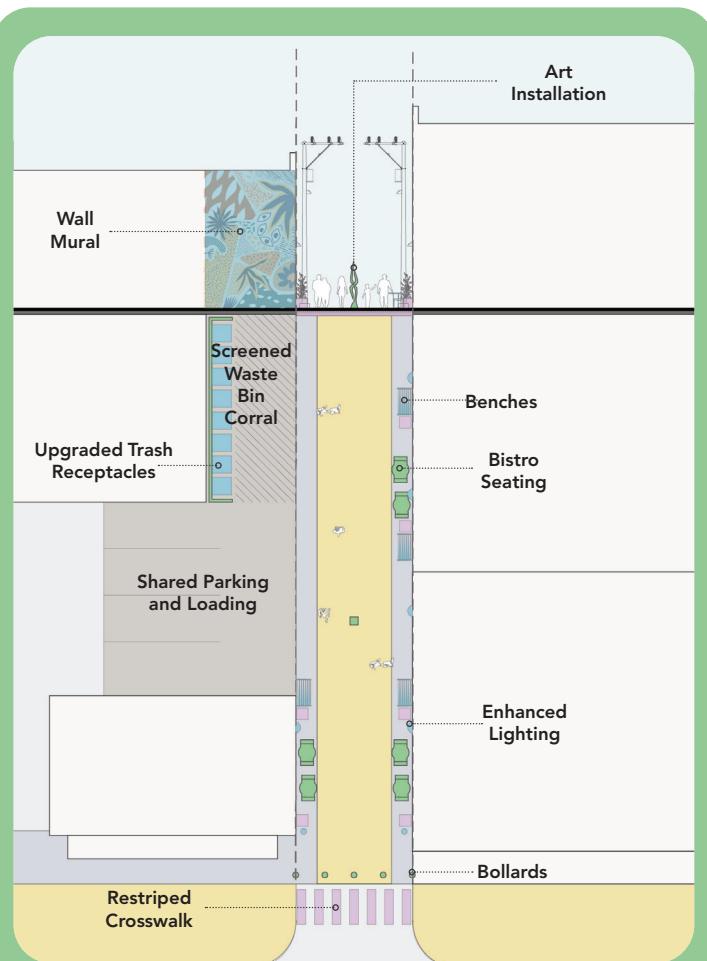
Source: [russellmillsstudios.com](http://russellmillsstudios.com)

*The Old Firehouse Alley was developed in 2010.*

## Alleyway Connections - Other Levels of Investment



Levels 1 through 3 represent phased improvements that can build on each other over time.

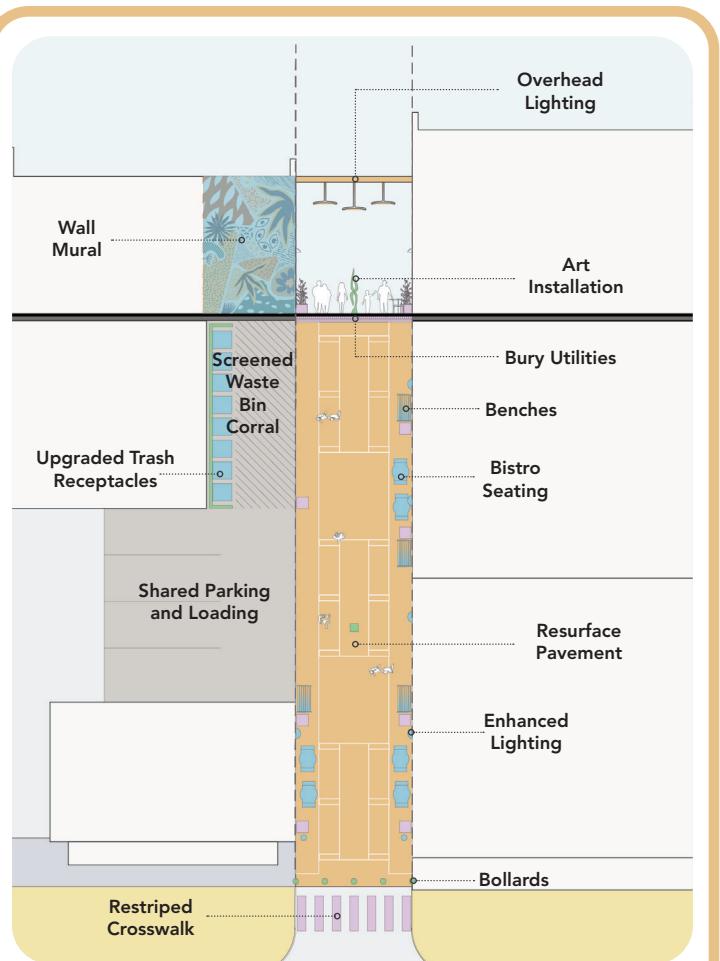


### Level 3

- Install planters.
- Provide bistro seating.
- Create screened waste bin corral.
- Install bollards.
- Commission an art installation from a local artist.

50 percent of participants chose investment level 3 for this project during Stakeholder Dialogue 2.

Level 4 is a more ambitious, all-in approach from the outset and would require removing any previous improvements if levels 1–3 were implemented first.



### Level 4

- Bury utilities and resurface alleyway.
- Commission a local artist to create a wall mural and additional art installations.
- Upgrade trash receptacles and create screened waste bin corral.
- Install enhanced lighting.
- Create a shared parking area and loading zone.
- Restripe crosswalk and install bollards.
- Install planters.
- Provide bistro seating and benches.

## Activate Main Street Bridge

The Main Street Bridge in downtown Taylor serves as the main north-south route in the area. It connects Historic North Main Street to the region south of the Union Pacific Railroad along South Main Street. To further enhance connectivity and improve safety along this corridor, the city could consider developing the area beneath the bridge into vibrant community spaces. Additionally, introducing a variety of mobility options would facilitate transportation for visitors and residents to access both ends of Main Street easily.

### ACTIONS

#### PROJECT 2

Develop at-grade, flexible streetscapes along the bridge so all modes can safely share space.

#### PROJECT 3

Rebuild the pedestrian bridge to be ADA-compliant and create a safe connection to it.

#### PROJECT 4

Close down wing streets to cars and reactivate them as pedestrian-only spaces.



## PROJECTS

### Project 2. Develop at-grade, flexible streetscapes along the bridge so all modes can safely share space.

Redesigning the Main Street Bridge with at-grade, shared streetscape elements can improve safety and comfort for all users. Flexible design allows the corridor to adapt to events and changing traffic needs, while also reinforcing the connection between North and South Main Street.

### Project 3. Rebuild the pedestrian bridge to be ADA-compliant and create a safe connection to it.

Upgrading the existing pedestrian bridge to meet ADA standards will ensure that it is accessible to all users and provides a safe route across the railroad. Improvements could include new ramps, handrails, lighting, and wayfinding signage. Creating a clearly marked and comfortable connection to the bridge on both sides will strengthen the link between key destinations downtown and encourage increased foot traffic along Main Street.

### Project 4. Close down wing streets to cars and reactivate them as pedestrian-only spaces.

Converting select wing streets near the bridge into pedestrian-only areas will create opportunities for public gathering, outdoor dining, and community programming. Removing vehicle traffic from these streets enhances safety, reduces noise, and opens space for street furniture, landscaping, and pop-up events. These pedestrian zones can serve as welcoming gateways to both ends of Main Street and encourage exploration of the downtown area.

## PHASE

Mid-term

## LEVEL OF INVESTMENT

Med - \$\$

## IMPLEMENTING AGENCY

Public Works

## FUNDING TOOLS

- Grants and funding programs for downtown revitalization and streetscape improvements
- Public-private partnerships

## PARTNERSHIPS

- TxDOT
- Development Community
- Local businesses and community organizations

## GOALS ADDRESSED



SOCIAL  
FABRIC



ECONOMIC  
DEVELOPMENT



ENVIRONMENTAL  
ENHANCEMENT



ART AND  
CULTURE

## Main Street Bridge - Community Desired Level of Investment

The Main Street Bridge is an important connection between the northern and southern ends of downtown, but it creates underutilized space below, which creates unsafe conditions for pedestrians.

During Stakeholder Dialogue 2, the community recommended that the City make improvements to the Main Street Bridge underpass, which include sidewalk reconstruction, upgraded crossings, street trees, closing the wing streets to vehicles, art installations, enhanced lighting, and street furniture, as well as building pedestrian bridges on both sides of the street.

These improvements will create a vibrant atmosphere that attracts people to the area, fostering better connections downtown and likely leading to increased visits to shops, restaurants, and services, in turn encouraging economic growth and revitalization in the community.



### Level 3 | Community Desired Level of Investment

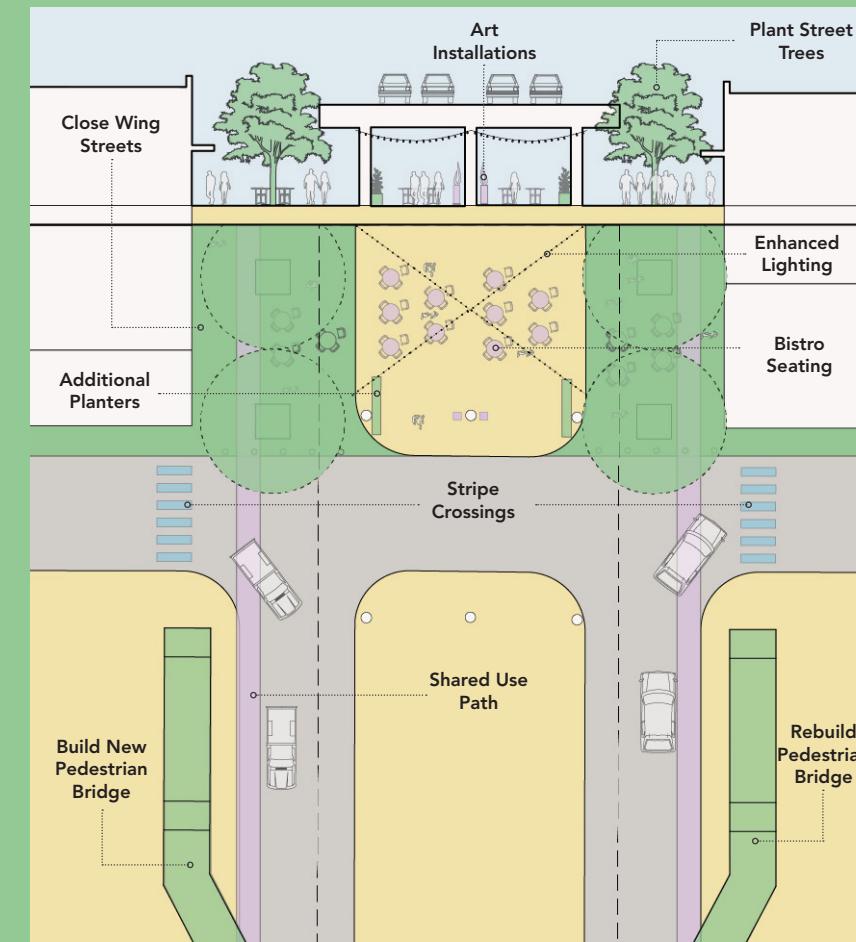


Table 4: List of Improvements by Phase

Item	Number of Items	Phase
Stripe Crossings	4	1, 2, 3
Surface Treatments	1	1, 2, 3
Art Installation and Murals	3	2, 3
Enhanced Lighting (String Lights)	4	2, 3
Shared Use Path Striping	2	2, 3
Planters	2 - 4	2, 3
Street Furnishing (Tables and Chairs)	16	2, 3
Surface Treatment for Wing Streets	2	3
Street Trees (30' on center)	8	3
Bollards	20	3
New Pedestrian Bridge	2	3

## Main Street Bridge - Case Studies

### San Antonio, TX

The Pass at Market Square, a play park with a basketball court, swing chairs, and ping pong tables, was built under the Interstate 35 overpass near the Historic Market Square. This project was funded with approximately \$200,000 in grant funding. The City holds a number of events at this location and features a number of local artists within the space. This park space now acts as a connection between District 1 and the University of Texas at San Antonio.



Source: [www.expressnews.com](http://www.expressnews.com)

*The Pass was created as a partnership between the City of San Antonio and the Texas Department of Transportation.*

### Glenwood Springs, CO

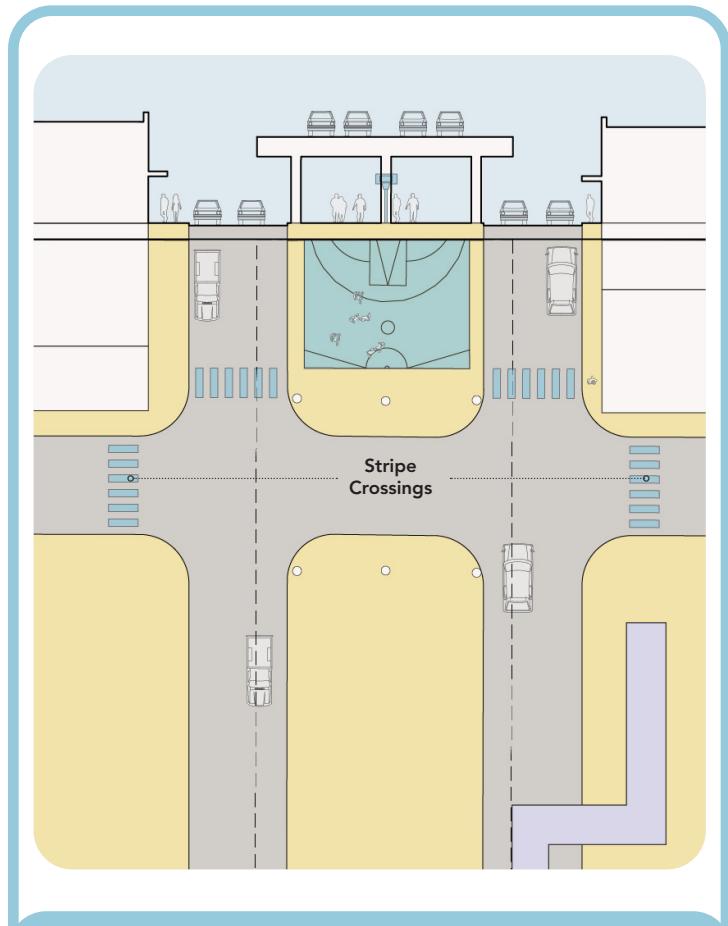
In 2019, Bethel Plaza was created to provide additional space for pedestrians following the reconstruction of the Grand Avenue Bridge in 2017. The plaza includes street furnishings, overhead lighting, planters, and provides space for the businesses on either side of the bridge to utilize space for outdoor dining or displaying products. The City received grant funding up to \$1.4 million and allocated \$1 million from the City budget for the project.



Source: [www.glenwoodspringsdda.com](http://www.glenwoodspringsdda.com)

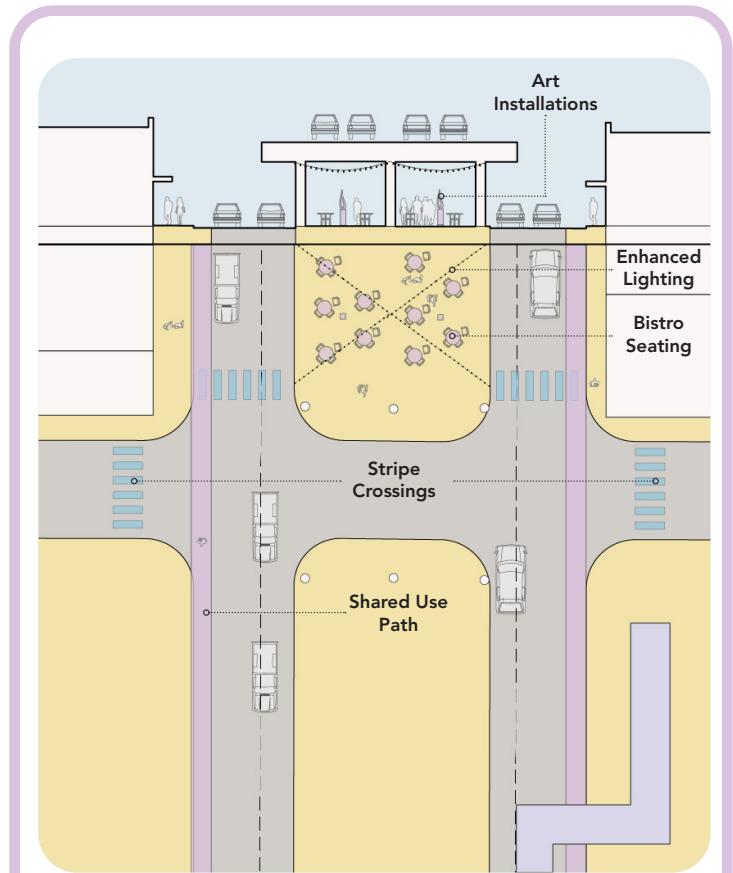
*The City hosts a number of events throughout the year, including a number of local musicians.*

## Main Street Bridge - Levels of Investment



### Level 1

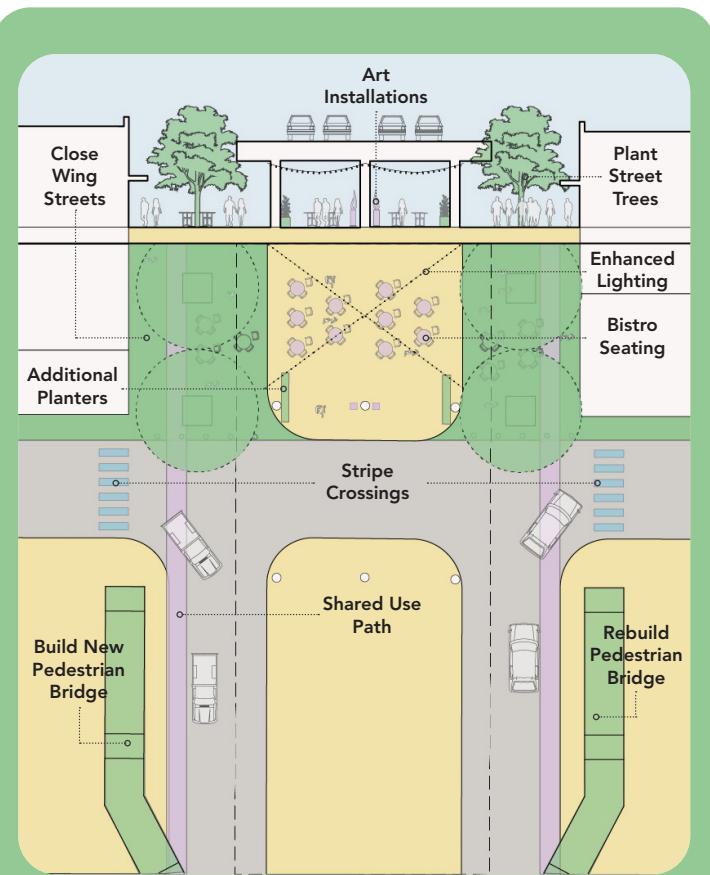
- Enhance surface treatment below bridge.
- Stripe crossings.



### Level 2

- Create shared use path along existing road.
- Commission art installations and murals under the bridge.
- Add bistro seating to pedestrian area under the bridge.

Levels 1 through 3 represent phased improvements that can build on each other over time.



### Level 3

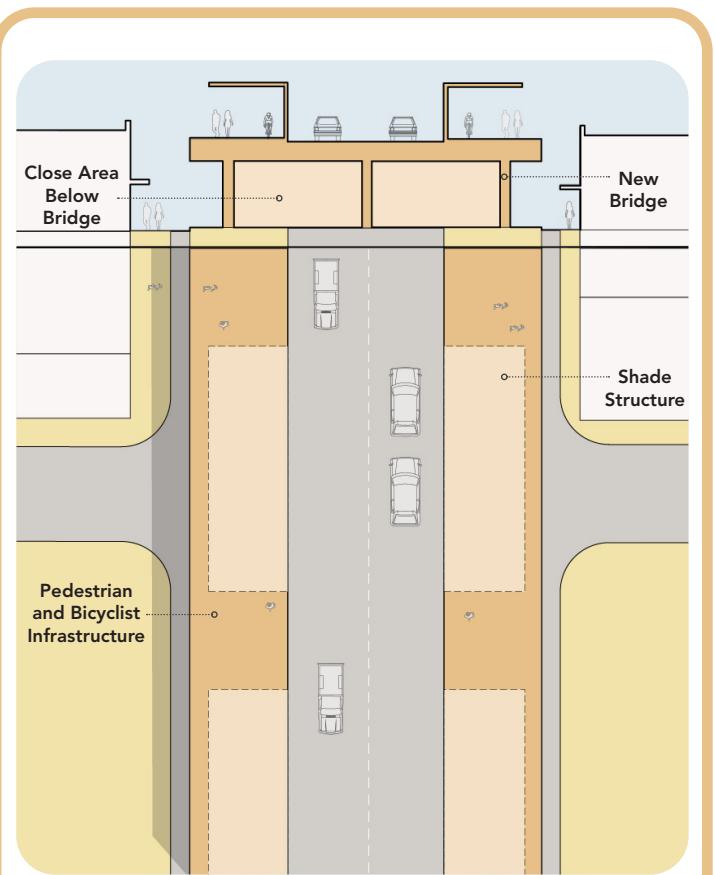
- Close wing streets to traffic to expand pedestrian area.
- Rebuild the eastern pedestrian bridge and build a western pedestrian bridge to be ADA accessible.
- Plant street trees and add planter boxes.
- Add additional bistro seating.

“

37 percent of participants chose level 3 for this project during Stakeholder Dialogue 2.

“

Level 4 is a more ambitious, all-in approach from the outset and would require removing any previous improvements if levels 1–3 were implemented first.



### Level 4

- Build new bridge with pedestrian and bicyclist infrastructure.
- Close area below bridge and utilize as city storage area.



Source: thebentway.ca



Source: [www.visitgreensboronc.com/](http://www.visitgreensboronc.com/)



Source: [landezine.com/](http://landezine.com/)

## Build Comfortable and Safe Streetscapes

By enhancing the design and function of streetscapes, downtown Taylor will support pedestrians and cyclists while maintaining efficient vehicular traffic flow. The reimagined streets will reflect a balanced approach that accommodates future growth while preserving the city's small-town charm and community-focused spirit.

### ACTIONS

**PROJECT 5** Increase comfort by providing shade trees and benches for refuge along streets.

**POLICY 2** Incorporate shared use paths to reduce conflict between various modes of transportation.

**POLICY 3** Improve TxDOT-controlled roads to align with the downtown vision of safety and comfort for pedestrians.



## PROJECTS

### Project 5. Increase comfort by providing shade trees and benches for refuge along streets.

Installing shade trees and benches throughout downtown creates a more comfortable and welcoming environment for pedestrians. These streetscape elements offer places for rest and relief from the sun, encouraging walking and making the downtown experience more enjoyable for all ages. Strategically placed furnishings also help define the street edge and contribute to a visually cohesive and pedestrian-friendly corridor.

## POLICIES

### Policy 2. Incorporate shared use paths to reduce conflict between various modes of transportation.

Designing streets with shared use paths allows pedestrians to travel safely alongside one another, separated from vehicular traffic. These wide, multi-use paths reduce conflicts at intersections and enhance overall mobility by providing clear, designated space for non-motorized users. Incorporating this policy into future projects ensures consistent, safe accommodations for all modes throughout downtown.

### Policy 3. Improve TxDOT-controlled roads to align with the downtown vision of safety and comfort for pedestrians.

TxDOT-controlled roads play an important role in shaping the downtown experience. By coordinating with TxDOT to implement improvements such as enhanced crossings, wider sidewalks, reduced lane widths, and improved lighting, the City can ensure these roads reflect the community's goals for a safe, walkable, and inviting downtown.

## PHASE

Long-term

## LEVEL OF INVESTMENT

Med - \$\$

## IMPLEMENTING AGENCY

Public Works

## FUNDING TOOLS

- 2024 Certificates of Obligation Bond
- Grants and funding programs for downtown revitalization and streetscape improvements
- Public-private partnerships
- Transportation funding programs and grants for road improvements

## PARTNERSHIPS

- TxDOT
- Arbor Day Foundation
- Local businesses and community organizations
- Development Community

## GOALS ADDRESSED



SOCIAL  
FABRIC



ECONOMIC  
DEVELOPMENT



ENVIRONMENTAL  
ENHANCEMENT



ART AND  
CULTURE

## North and South Main Street - Community Desired Level Of Investment

Main Street is the primary thoroughfare for both cars and pedestrians through downtown Taylor. It has been the center of local commerce for decades. To create improvements to the road that would not require major reconstruction, the city should install planters with ornamental trees for additional shade, street furnishings, and trash receptacles. It should also encourage outdoor seating for restaurants and cafes. These improvements would enhance the comfort and safety of downtown for both pedestrians and vehicles, and attract more foot traffic to the area.

During Stakeholder Dialogue 2, the majority of participants chose investment level 3 for all TxDOT-maintained roads.

**Legend**

- Level 1 Improvements
- Level 2 Improvements
- Level 3 Improvements
- Buildings
- Pedestrian Zone
- Clear Zone
- Asphalt
- Section Line
- Right of Way Line

### Level 3 | Community Desired Level of Improvements

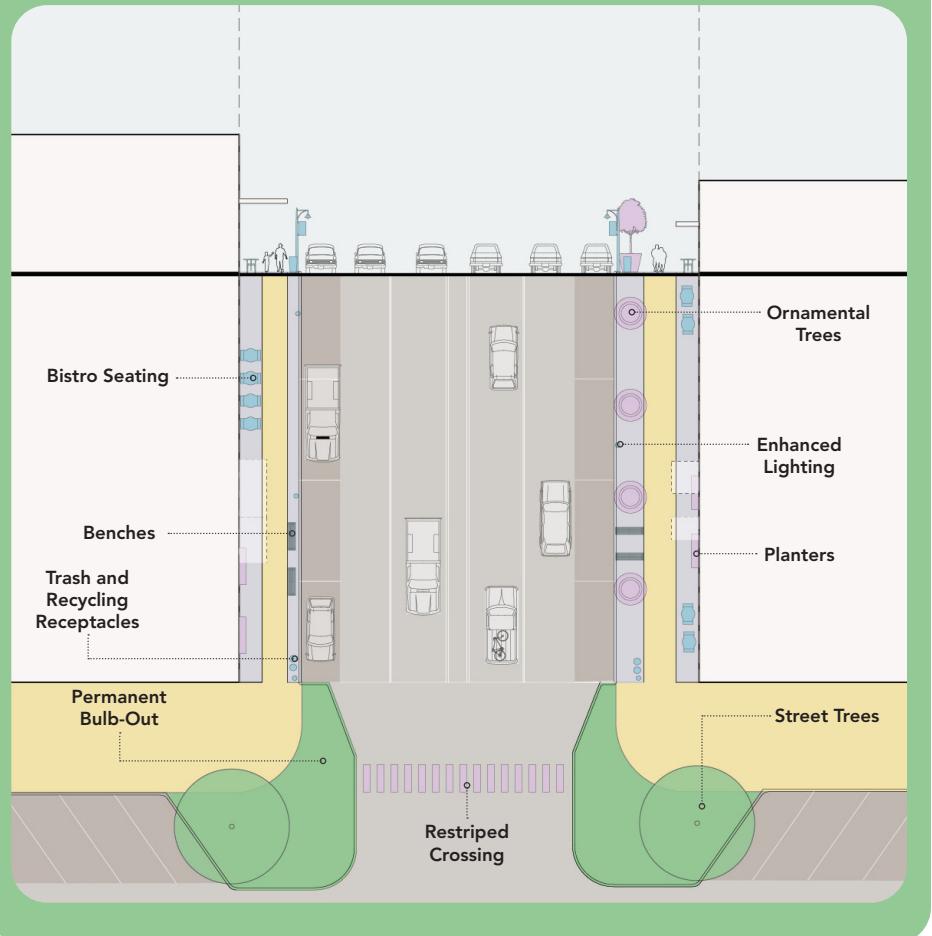
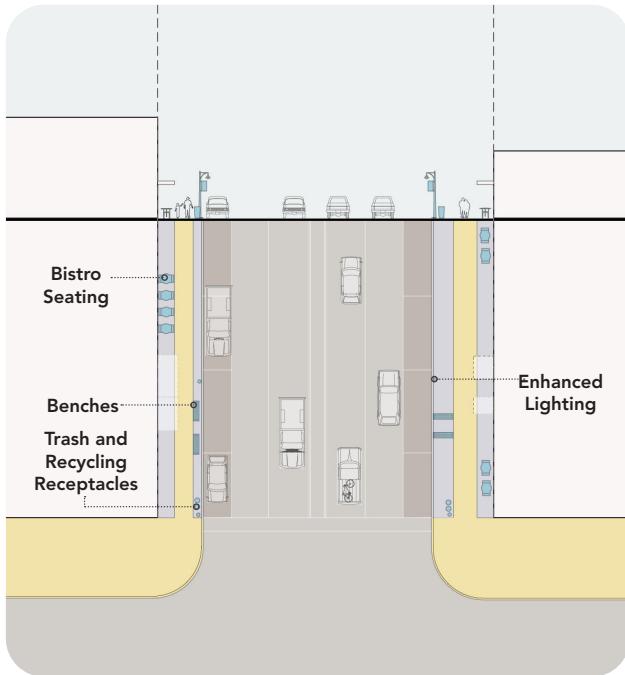


Table 5: List of Improvements by Phase

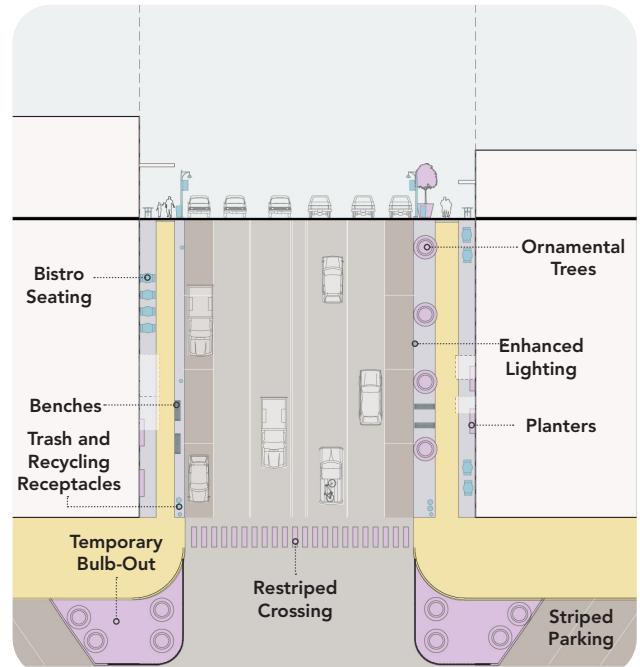
Item	Number of Items per Block	Phase
Benches	8	1, 2, 3
Trash and Recycling Receptacles	8	1, 2, 3
Enhanced Lighting	8	1, 2, 3
Bistro Seating	12	1, 2, 3
Planter Boxes	8	2, 3
Ornamental Trees	8	2, 3
Restriped Crosswalk	1	2, 3
Temporary Bulb-out	2	2
Permanent Bulb-out	2	3
Street Trees	2	3
		12 blocks proposed

## North and South Main Street - Other Levels of Investment

Level 1



Level 2

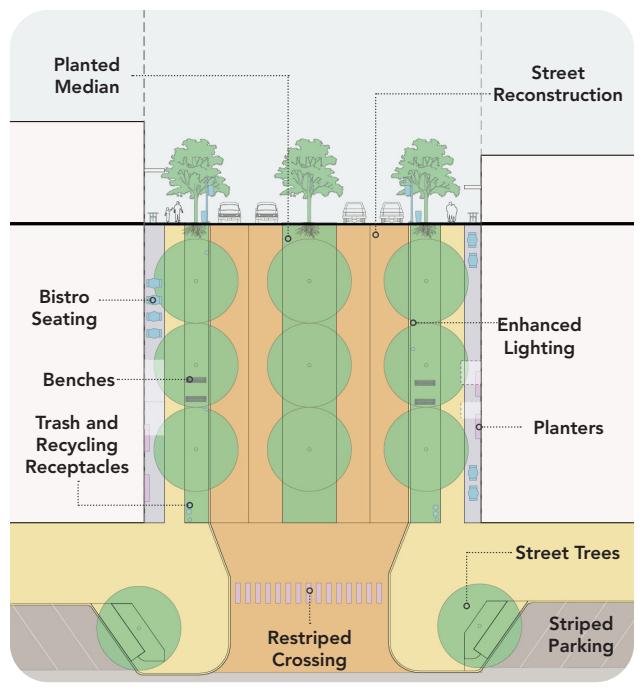


↑ Investment levels 1 through 3 represent phased improvements that can build on each other over time.

→ Level 4 is a more ambitious, all-in approach from the outset and would require removing any previous improvements if levels 1–3 were implemented first.

- Full Street Reconstruction
- Planted Median
- Street Trees
- Striped Parking
- Restriped Crosswalk
- Enhance Lighting
- Planters
- Bistro Seating
- Benches
- Trash and Recycling Receptacles

Level 4





Source: tomballtxedc.org



Source: [www.checkitofftravel.com](http://www.checkitofftravel.com)



Source: [www.innonbaronscreek.com](http://www.innonbaronscreek.com)

## East MLK Boulevard - Community Desired Level Of Investment

East MLK Boulevard, formerly known as Walnut Avenue, has historically served as the heart of southern downtown Taylor. It was home to music venues and community centers that catered to the Black community. Currently, East M.L.K. Boulevard lacks connected sidewalks and clearly marked crosswalks.

To improve the street without major reconstruction, the city could add planters with ornamental trees, street furniture, and trash receptacles, while encouraging outdoor seating for restaurants and cafes. These enhancements would increase comfort and safety, drawing more foot traffic downtown.

During Stakeholder Dialogue 2, the majority of participants chose investment level 3 for all TxDOT-maintained roads.



### Level 3 | Community Desired Level of Improvements

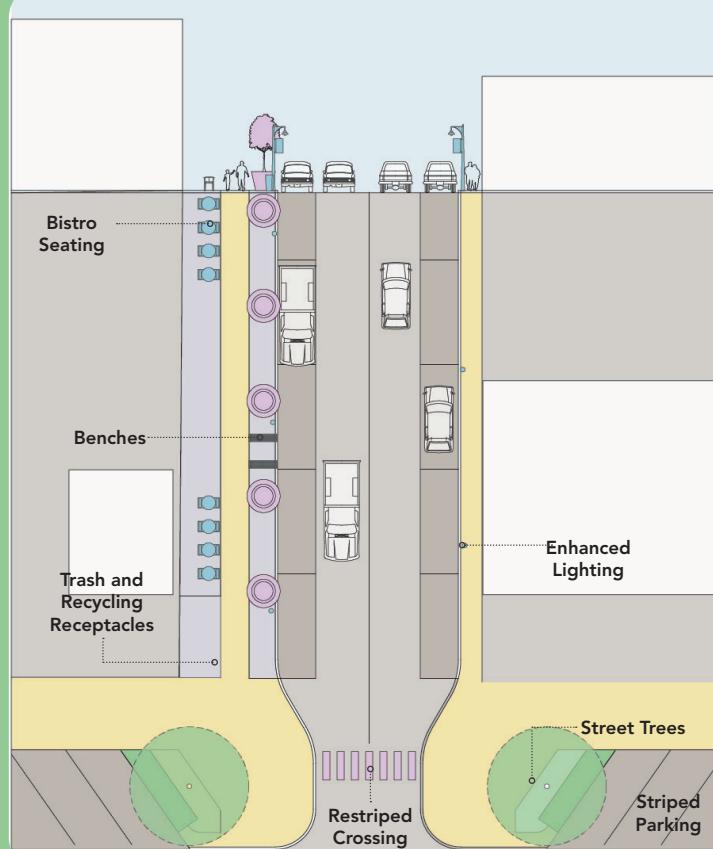
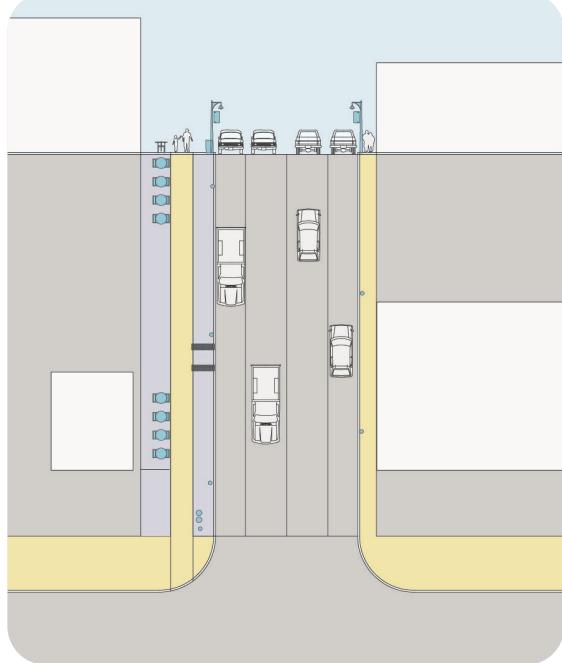


Table 6: List of Improvements by Phase

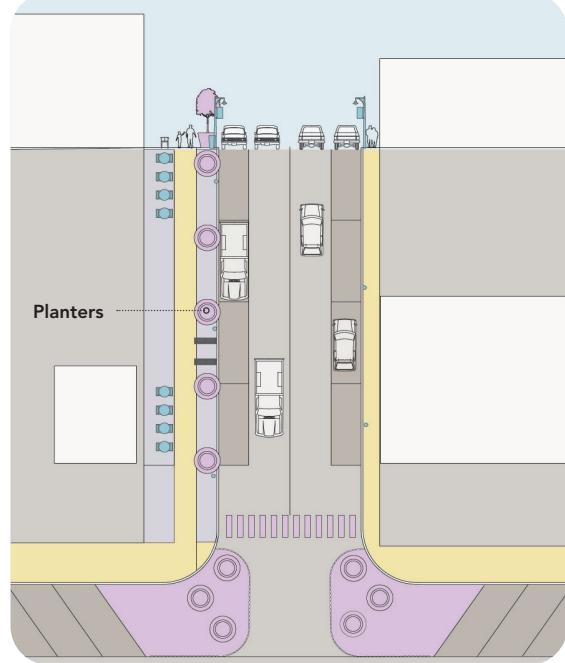
Item	Number of Items per Block	Phase
Benches	8	1
Trash and Recycling Receptacles	8	1
Enhanced Lighting	8	1
Bistro Seating	12	1
Planter Boxes	8	2
Ornamental Trees	8	2
Restriped Crosswalk	1	2
Temporary Bulb-out	2	2
Permanent Bulb-out	2	3
Street Trees	2	3
		4 blocks proposed

## East MLK Boulevard - Other Levels of Investment

Level 1



Level 2

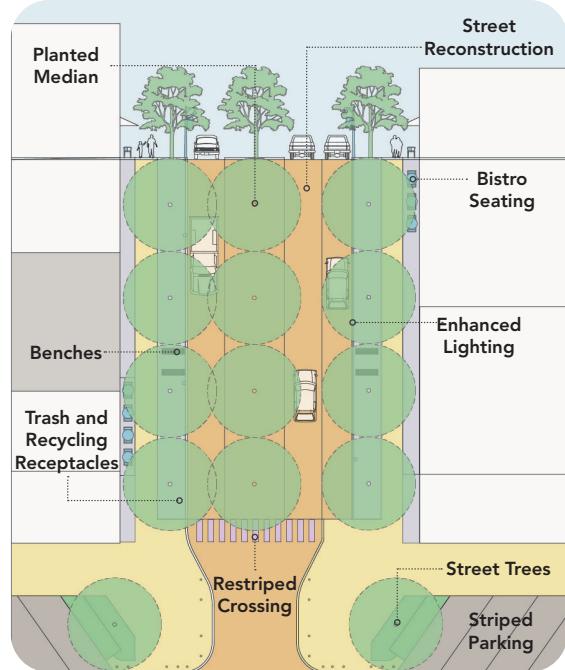


↑ Levels 1 through 3 represent phased improvements that can build on each other over time.

→ Level 4 is a more ambitious, all-in approach from the outset and would require removing any previous improvements if levels 1–3 were implemented first.

- Full Street Reconstruction
- Planted Median
- Street Trees
- Striped Parking
- Restriped Crosswalk
- Enhance Lighting
- Planters
- Bistro Seating
- Benches
- Trash and Recycling Receptacles

Level 4

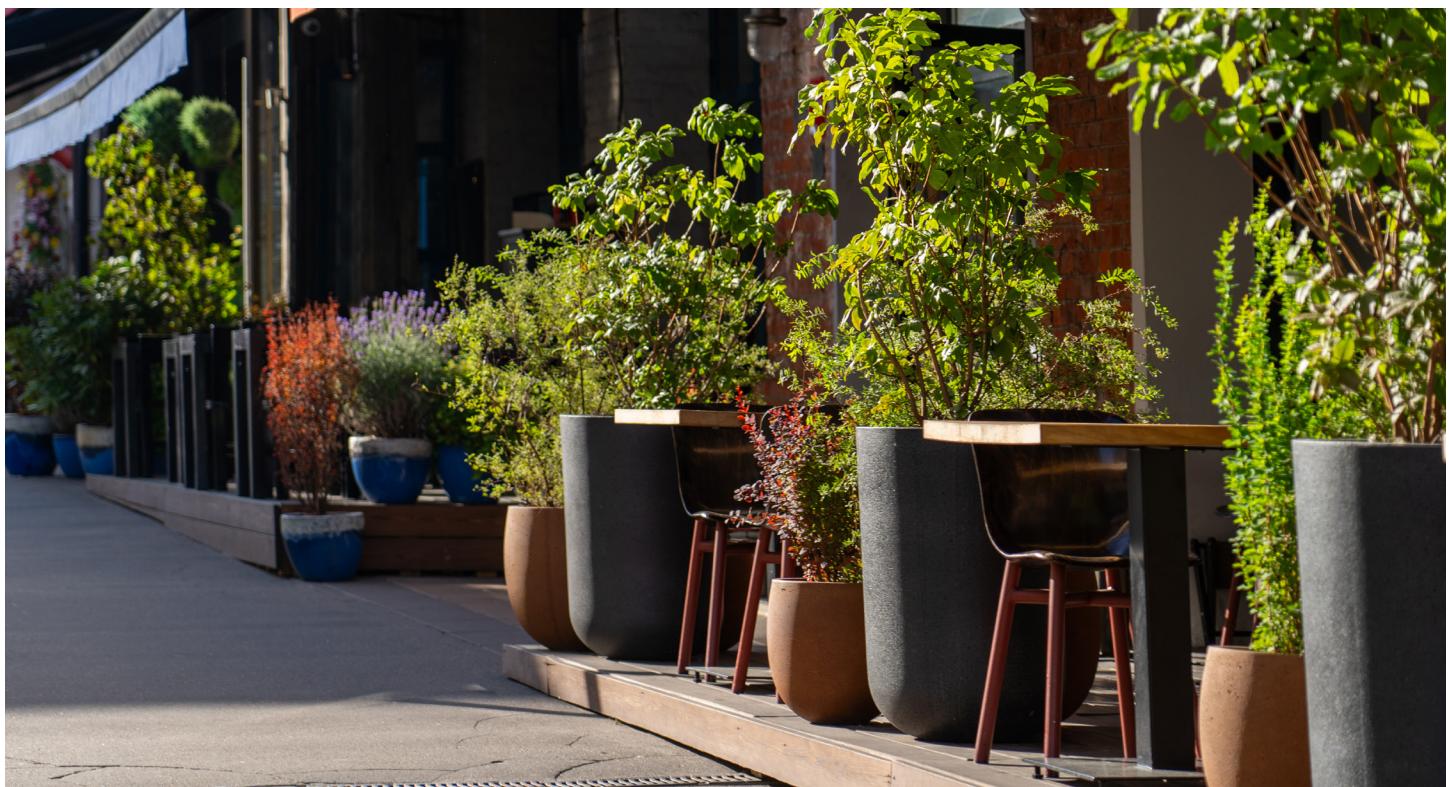




Source: [www.historicgeorgetownsc.com](http://www.historicgeorgetownsc.com)



Source: Google Earth



Source: www.shutterstock.com

## 1st Street - Community Desired Level Of Investment

1st Street runs adjacent to the railroad in downtown Taylor, with the Amtrak station located on the eastern end. Originally built with pine block pavers in 1910, it has since been paved over. The road, which runs from Vance Street to Elliot Street, is improved and experiences minimal traffic due nearby industrial businesses.

This road presents an opportunity to provide additional parking and shared-use paths, improving accessibility, attracting new businesses, and supporting existing ones. Shared-use paths can enhance connectivity, promoting walkability and encouraging local spending. These enhancements contribute to a thriving downtown atmosphere.

55 percent of participants chose investment level 3 for this streetscape during Stakeholder Dialogue 2.



### Level 3 | Community Desired Level of Investment

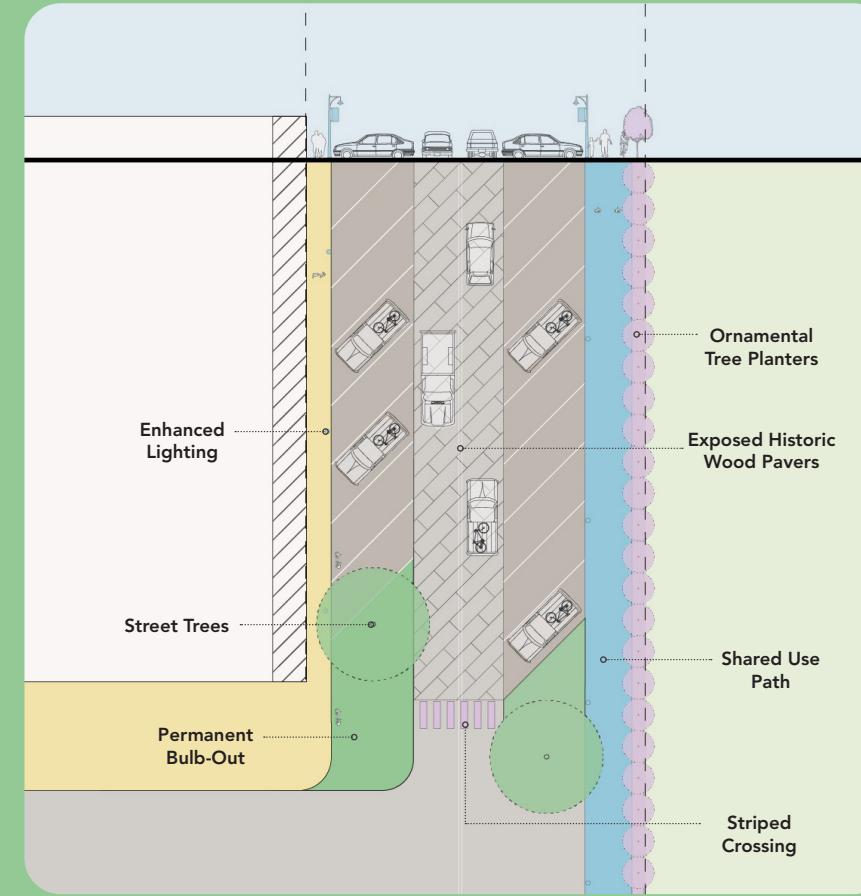
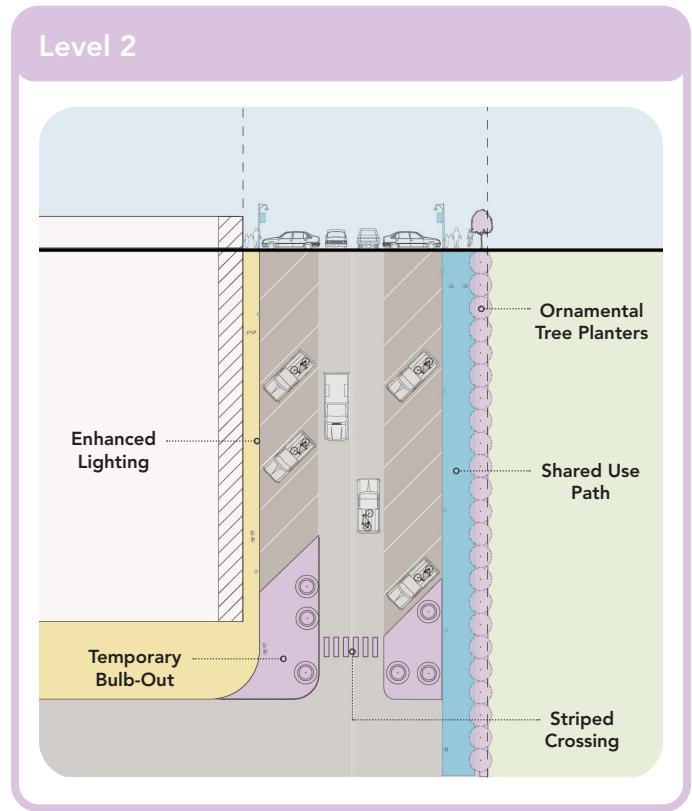
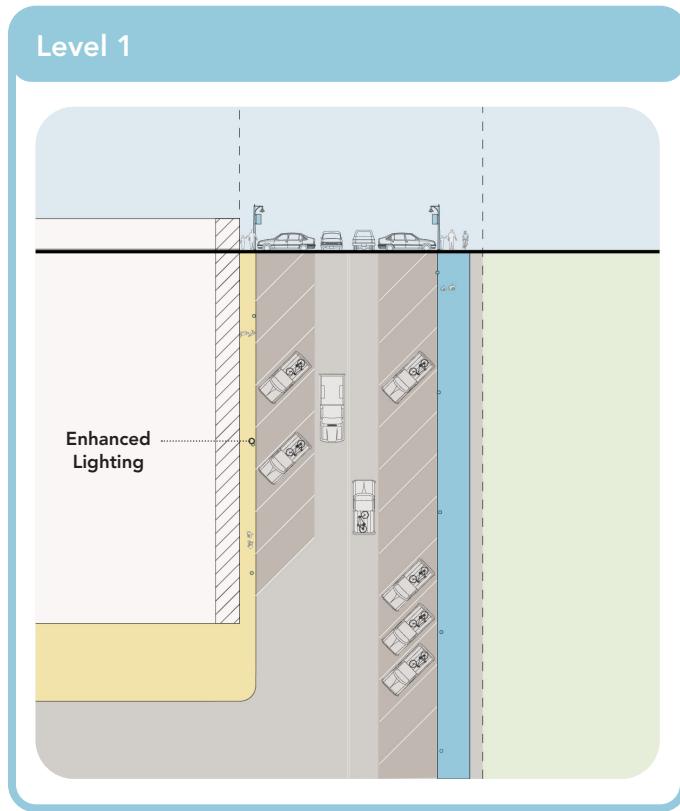


Table 7: List of Improvements by Level

Item	Number of Items per Block	Level
Trash and Recycling Receptacles	8	1, 2, 3, and 4
Enhanced Lighting	8	1, 2, 3, and 4
Temporary Bulb-out	2	2
Ornamental Trees	40	2 and 3
Restriped Crosswalk	1	2, 3, and 4
Permanent Bulb-out	2	3 and 4
Street Trees (30' on center)	2 - 5	3 and 4
Exposed Historic Wood Pavers	1	3 and 4
Benches	4	4
Bistro Seating	16	4
		5 blocks proposed

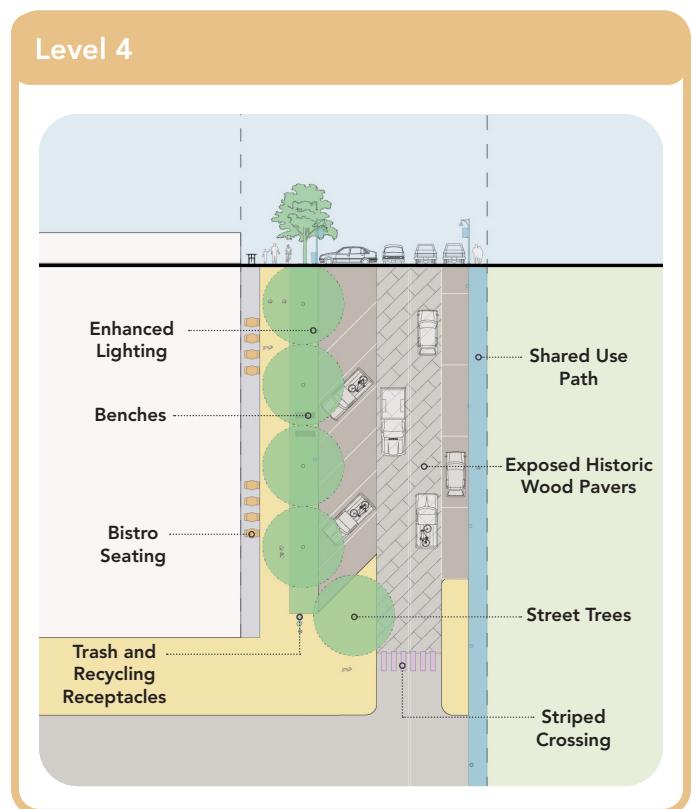
## 1st Street - Other Levels of Investment



↑ Levels 1 through 3 represent phased improvements that can build on each other over time.

→ Level 4 is a more ambitious, all-in approach from the outset and would require removing any previous improvements if levels 1–3 were implemented first.

- Full Street Reconstruction with Exposed Historic Wood Pavers
- Street Trees
- Striped Parking
- Restriped Crosswalk
- Enhanced Lighting
- Bistro Seating
- Benches
- Trash and Recycling Receptacles





Source: [worldlandscapearchitect.com/](http://worldlandscapearchitect.com/)



Source: [austin.urbanize.city](http://austin.urbanize.city)



Source: [www.tourtexas.com](http://www.tourtexas.com)

## Porter/Talbot/Vance/Washburn (80' ROW) - Community Desired Level Of Investment

Many local businesses are located on the smaller streets throughout downtown. These streets experience less vehicular traffic compared to the major corridors, presenting an opportunity for transformation into inviting spaces. By enhancing pedestrian connectivity and providing outdoor seating, the City can create a more enjoyable environment for both residents and visitors. These enhancements will encourage economic growth and foster a sense of community in downtown.

55 percent of participants chose investment level 3 for this streetscape during Stakeholder Dialogue 2.



### Level 3 | Community Desired Level of Improvements

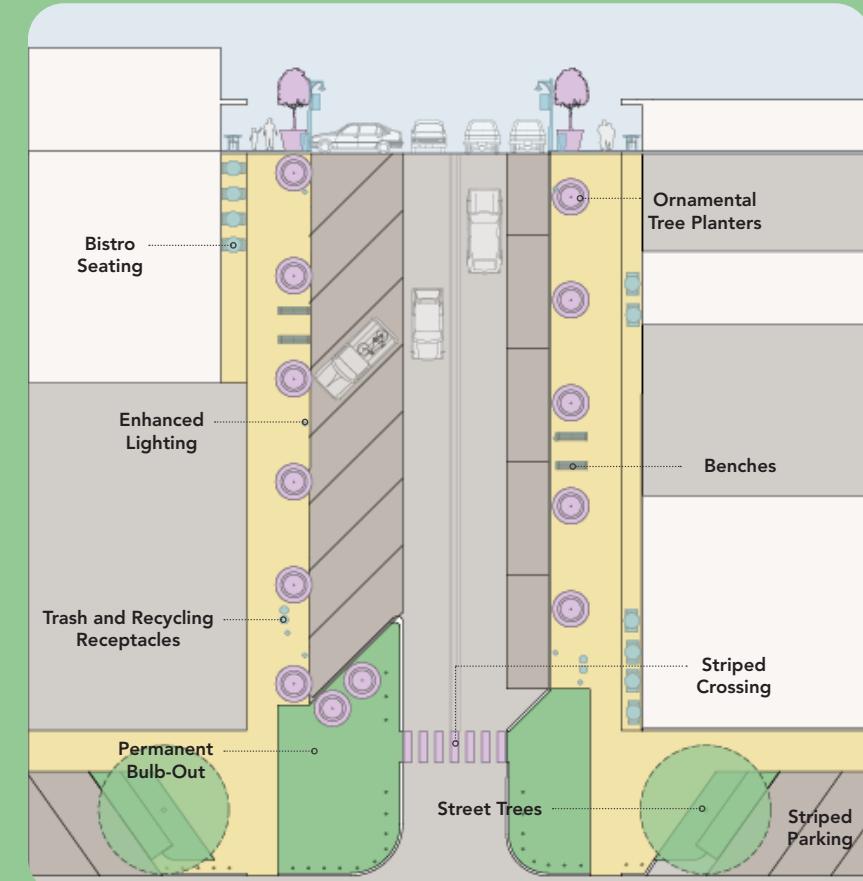
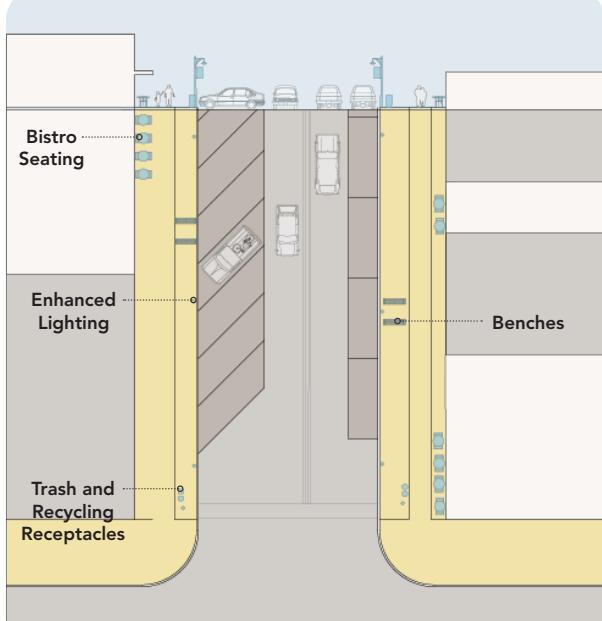


Table 8: List of Improvements by Phase

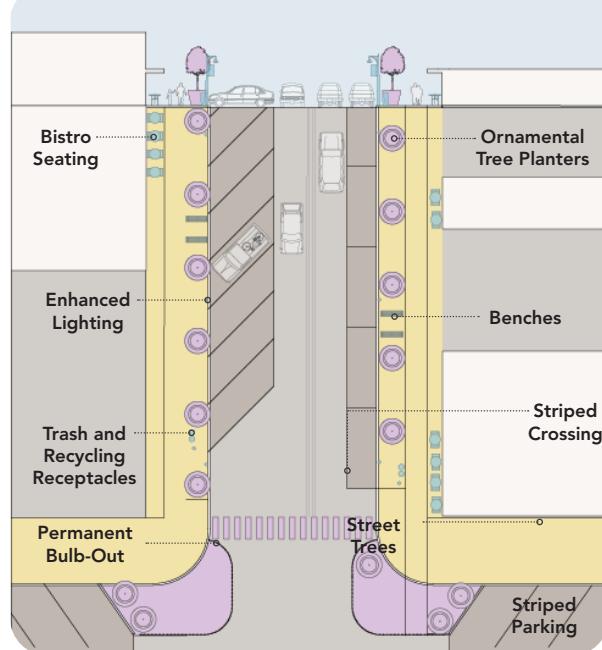
Item	Number of Items per Block	Phase
Benches	8	1
Trash and Recycling Receptacles	8	1
Enhanced Lighting	8	1
Bistro Seating	12	1
Planter Boxes	8	2
Ornamental Trees	8	2
Restriped Crosswalk	1	2
Temporary Bulb-out	2	2
Permanent Bulb-out	2	3
Street Trees	2	3
		32 blocks proposed

## Porter/Talbot/Vance/Washburn (80' ROW) - 1st Street - Other Levels of Investment

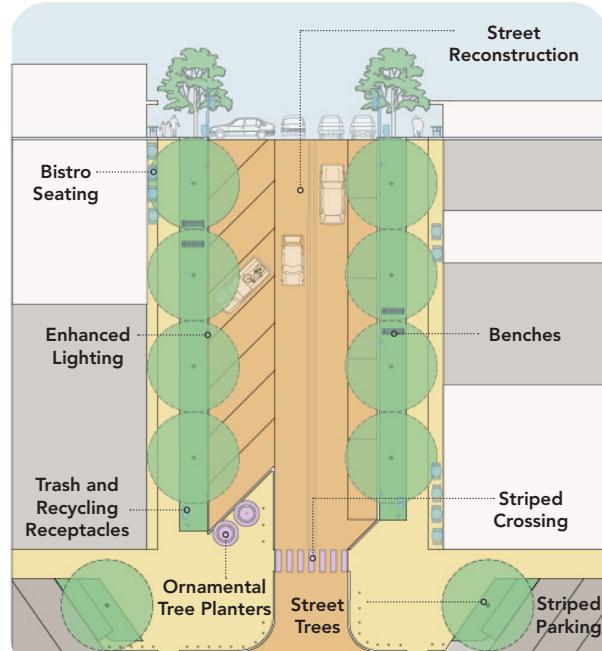
### Level 1



### Level 2



### Level 4



↑ Levels 1 through 3 represent phased improvements that can build on each other over time.

→ Level 4 is a more ambitious, all-in approach from the outset and would require removing any previous improvements if levels 1–3 were implemented first.

- Full Street Reconstruction
- Street Trees
- Striped Parking
- Restriped Crosswalk
- Enhanced Lighting
- Bistro Seating
- Benches
- Trash and Recycling Receptacles



Source: [www.pinterest.com](http://www.pinterest.com)



Source: [www.aspendailynews.com](http://www.aspendailynews.com)



Source: [tooledesign.com/](http://tooledesign.com/)

## Gano/Rio Grande/West MLK/Doak/9th (60' ROW) - Community Desired Level Of Investment

Many of these streets are smaller and more residential, yet they provide essential connections to various green spaces in and around downtown. By improving these streets, the City can establish a more welcoming network that encourages people to travel from these green spaces into downtown, where they can experience all that downtown Taylor has to offer.

55 percent of participants chose investment level 3 for this streetscape during Stakeholder Dialogue 2.



### Level 3 | Community Desired Level of Improvements

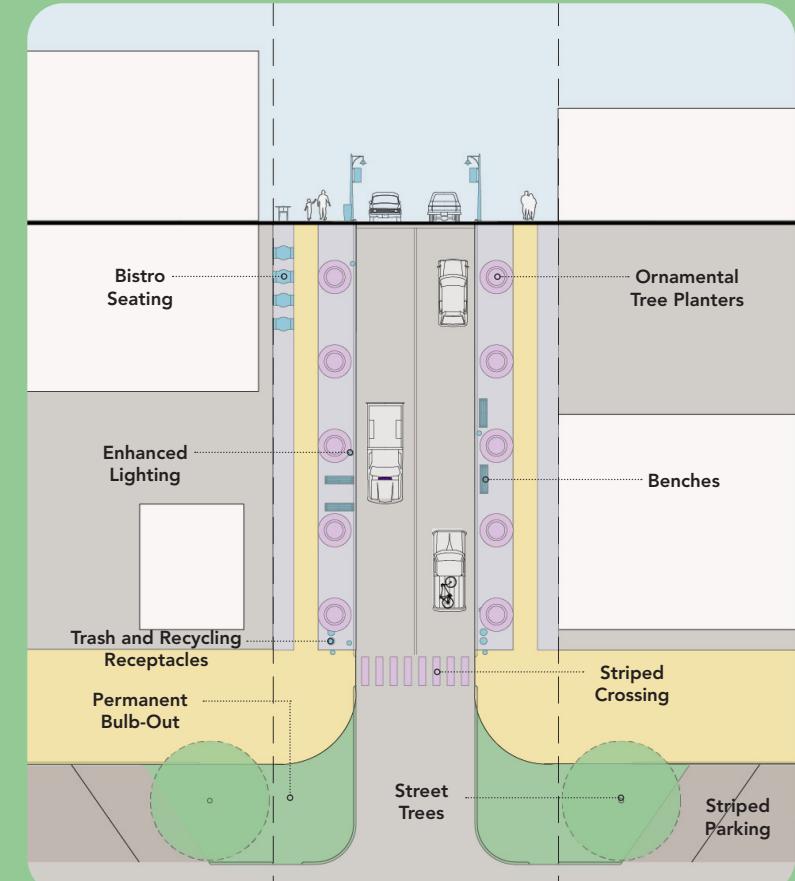
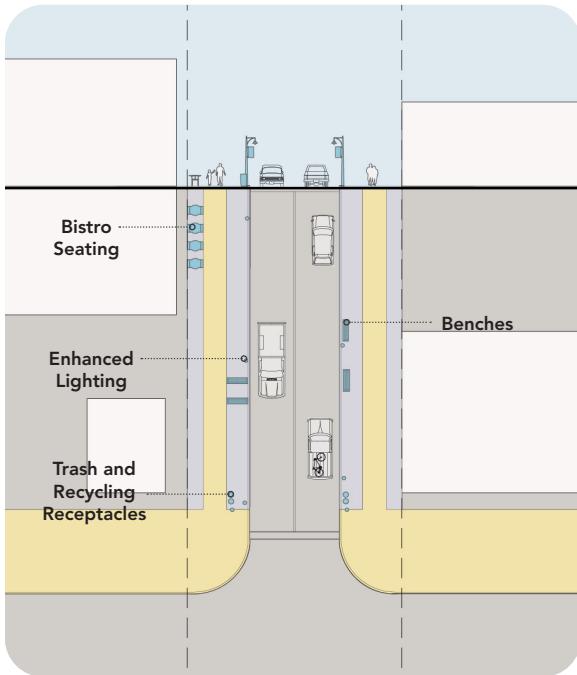


Table 9: List of Improvements by Phase

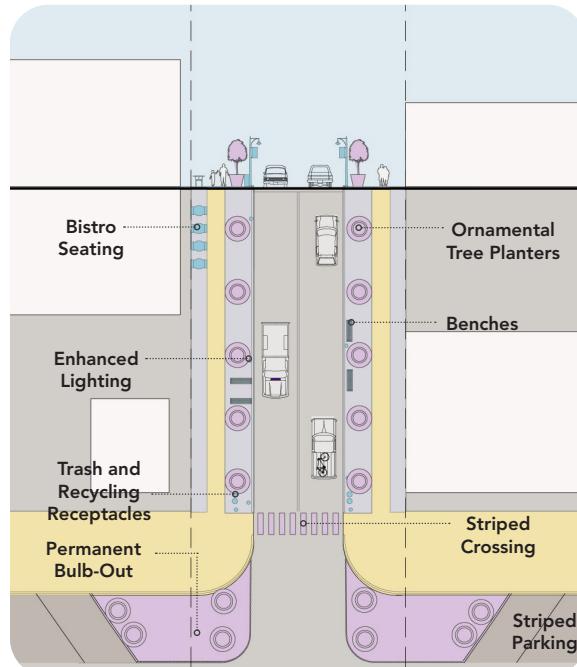
Item	Number of Items per Block	Level
Benches	8	1, 2, and 3
Trash and Recycling Receptacles	8	1, 2, and 3
Enhanced Lighting	8	1, 2, and 3
Bistro Seating	12	1, 2, and 3
Planter Boxes	8	2 and 3
Ornamental Trees	8	2 and 3
Restriped Crosswalk	1	2 and 3
Temporary Bulb-out	2	2
Permanent Bulb-out	2	3
Street Trees (30' on Center)	2	3
		32 blocks proposed

## Gano/Rio Grande/West MLK/Doak/9th (60' ROW) - Other Levels of Investment

### Level 1



### Level 2

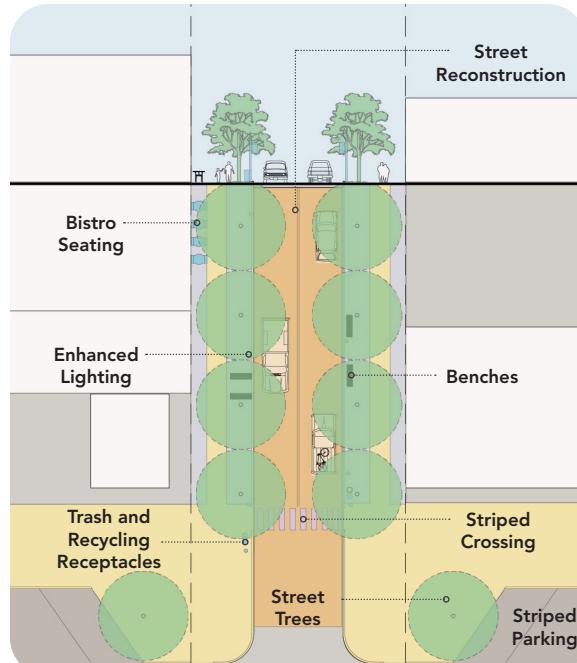


↑ Levels 1 through 3 represent phased improvements that can build on each other over time.

→ Level 4 is a more ambitious, all-in approach from the outset and would require removing any previous improvements if levels 1–3 were implemented first.

- Full Street Reconstruction
- Street Trees
- Restriped Crosswalk
- Enhanced Lighting
- Bistro Seating
- Benches
- Trash and Recycling Receptacles

### Level 4





Source: download.fargond.gov



Source: [www.livingstreetsalliance.org](http://www.livingstreetsalliance.org)



Source: [raleighnc.gov/](http://raleighnc.gov/)

## Support More Festivals and Events Downtown

Downtown Taylor hosts several events and festivals throughout the year, including Taylor Fest, Taylor Shred Fest, the Main Street Car Show, and the Taylor Studio Tour. Most of these events take place on North Main Street or in its vicinity, leading to closures of this central thoroughfare, which limits the number of events the city can accommodate. However, there are opportunities in downtown Taylor to host events in other locations within the area.

### ACTIONS

**PROJECT 6** Reconstruct East Second Street as a flexible, event-ready space for community festivals and gatherings.

**PROGRAM 2** Expand the year-round calendar of downtown events to draw visitors and foster community pride.



## PROJECTS

### **Project 6. Reconstruct East Second Street as a flexible, event-ready space for community festivals and gatherings.**

Reconstructing East Second Street as a shared, flexible-use space will expand downtown's capacity to host community events without impacting traffic on North Main Street. Improvements may include level paving, removable bollards, enhanced lighting, and access to utilities to support food trucks, vendor tents, and live performances. These upgrades will allow the street to serve both everyday circulation needs and seasonal events, fostering a dynamic and inclusive downtown experience.

## PROGRAMS

### **Program 2. Expand the year-round calendar of downtown events to draw visitors and foster community pride.**

Expanding the year-round calendar of events will ensure ongoing activity and vibrancy in downtown Taylor. A diverse mix of cultural festivals, markets, art walks, and pop-up programming can appeal to a broad audience and highlight local talent. Expanding this program would encourage collaboration between the City, Main Street, local businesses, and community organizations, building momentum for downtown as a destination and community hub.

## PHASE

Long-term

## LEVEL OF INVESTMENT

High - \$\$\$

## IMPLEMENTING AGENCY

Development Services

## FUNDING TOOLS

- 2024 Certificates of Obligation Bond
- Grants and funding programs for downtown revitalization and streetscape improvements
- Public-private partnerships
- Transportation funding programs and grants for road improvements

## PARTNERSHIPS

- Local businesses and community organizations; Development Community
- TxDOT
- Texas Commission on the Arts

## GOALS ADDRESSED



SOCIAL  
FABRIC



ECONOMIC  
DEVELOPMENT



ENVIRONMENTAL  
ENHANCEMENT



ART AND  
CULTURE

## 2nd Street Festival Street - Community Desired Level of Investment

As the City of Taylor relocates City Hall to a new building at the end of East Second Street, there's an opportunity to transform the street into a curbless, pedestrian-friendly area. This redesign will promote economic development by creating a vibrant space for shopping, dining, and socializing, attracting both residents and visitors.

Outdoor seating and street trees will enhance the area's appeal, encouraging people to spend more time and explore local shops. Increased foot traffic will benefit local businesses, resulting in higher sales and potentially leading to job creation. Additionally, hosting events in the new space will attract more visitors and support local entrepreneurs. This investment will foster community pride and position East Second Street as a lively destination, enhancing the overall economic vitality of Taylor.



### Level 4 | Community Desired Level of Improvements

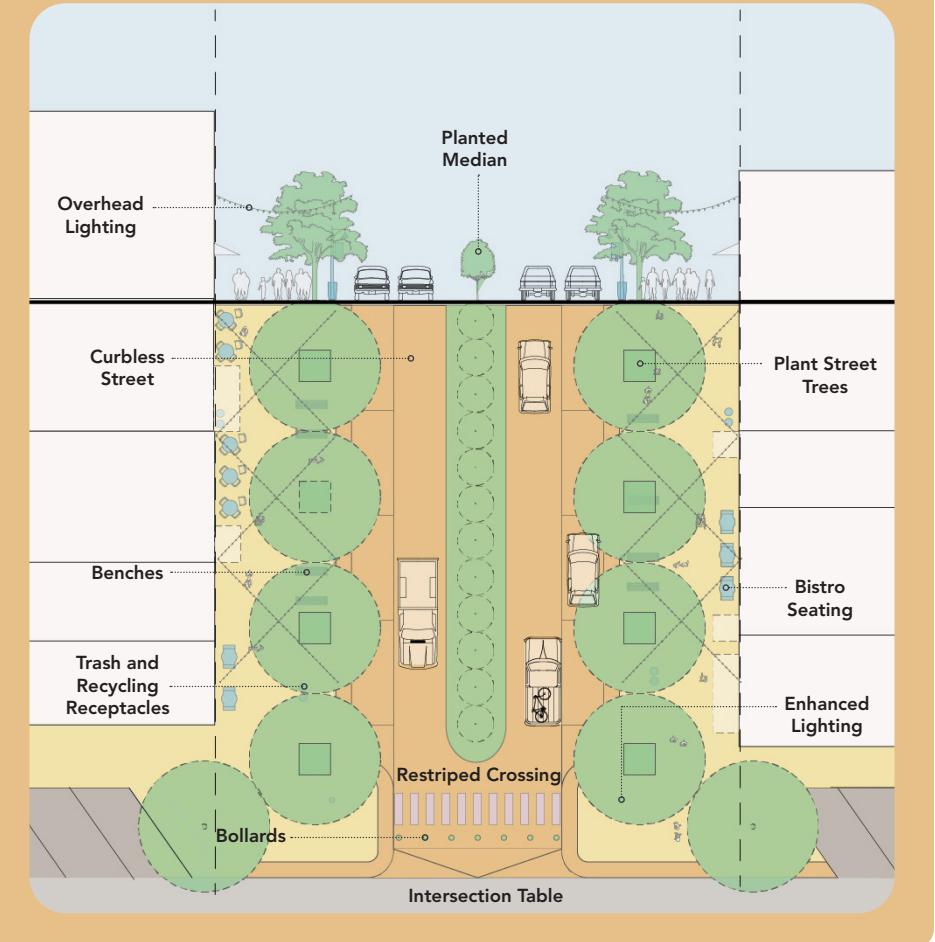


Table 10: List of Improvements by Level

Item	Number of Items per Block	Level
Curbless Street Reconstruction	1	4
Planted Median	12 Ornamental Trees	4
Intersection Table	1	4
Enhanced Lighting	4	4
Benches	8	4
Street Lights	12	4
Street Furnishing (Tables and Chairs)	16	4
Overhead Lighting	2	4
Street Trees (30' on center)	16	4
Bollards	7	4
Trash and Recycling Receptacles	16	4
2 blocks proposed		

## Ennis, TX

In 2019, the City of Ennis redeveloped Dallas Street as a curbless, festival-ready corridor. The \$7 million public investment leveraged over \$10 million in private funding through the Historic Preservation Grant Program. Today, Dallas Street hosts major events such as the Bluebonnet Trails Festival, Cinco de Mayo, Blues on Main, and the Lights of Ennis Parade, reinforcing downtown as a regional destination for community gatherings.



Source: [www.expressnews.com](http://www.expressnews.com)

*Through the Historic Preservation Grant Program—Dallas Street was redesigned to support both daily commerce and large-scale gatherings.*

## Denison, TX

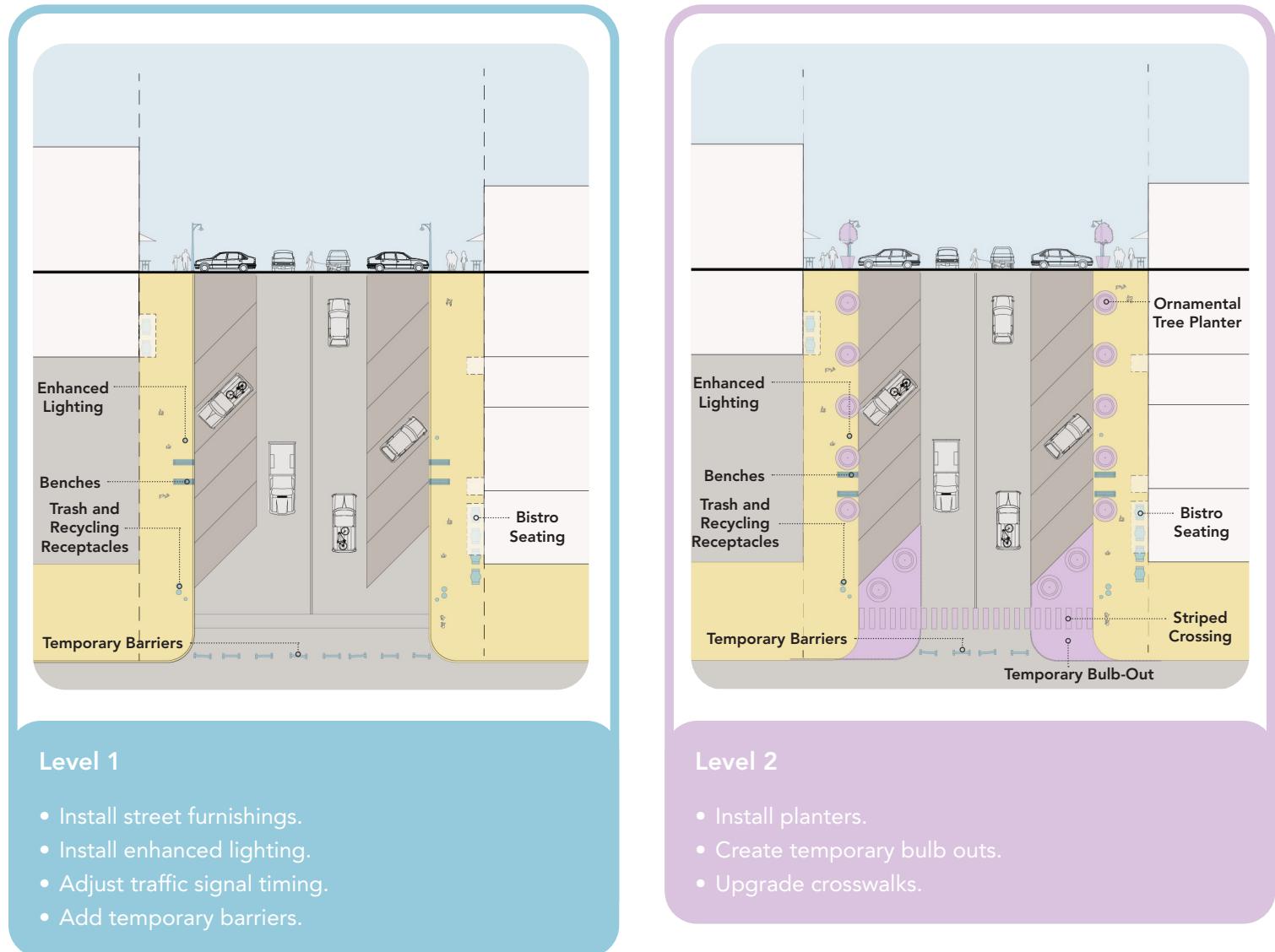
Denison's Main Street was revitalized through Designing Downtown Denison (D3). Led by the Denison Main Street Program, the project emphasized community engagement and introduced creative funding tools like the Alley Access Grant. Today, Main Street hosts over 680 events annually—including farmers markets, Music on Main, and the Doc Holliday Festival—supporting both economic activity and community pride.



Source: [www.denisontx.gov](http://www.denisontx.gov)

*Denison earned the 2025 Great American Main Street Award for its preservation-focused, community-driven approach.*

## 2nd Street Festival Street - Other Levels of Investment



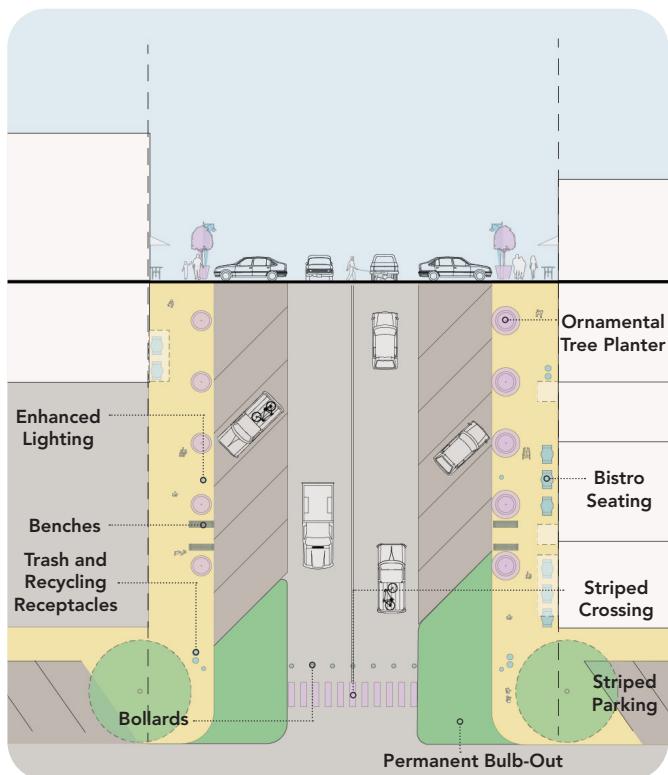
### Level 1

- Install street furnishings.
- Install enhanced lighting.
- Adjust traffic signal timing.
- Add temporary barriers.

### Level 2

- Install planters.
- Create temporary bulb outs.
- Upgrade crosswalks.

Levels 1 through 3 represent phased improvements that can build on each other over time.



### Level 3

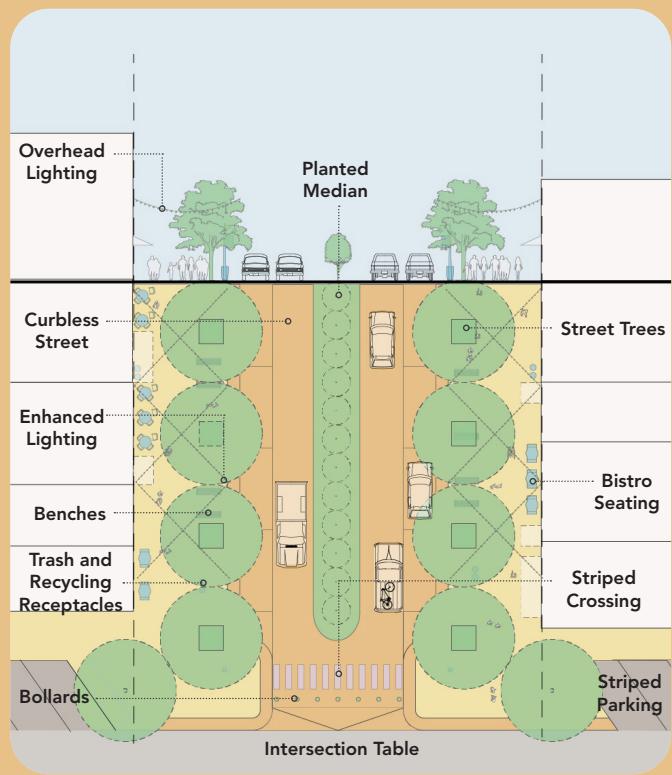
- Add street trees.
- Ornamental tree planters.
- Add permanent bulb outs.
- Add retractable bollards.

“

40 percent of the participants chose investment level 3 for this project during Stakeholder Dialogue 2.

”

Level 4 is a more ambitious, all-in approach from the outset and would require removing any previous improvements if levels 1–3 were implemented first.



### Level 4

- Full street reconstruction as curbless street with median.
- Install overhead lighting.
- Add intersection table.



Source: mesadesigngroup.com



Source: nocostyle.com



Source: www.cnu.org

## City Hall Alternatives

### Former City Hall Site

With the relocation of City Hall, the City of Taylor has the opportunity to reimagine the existing City Hall site. Located next to Heritage Square Park, the City's main square and site of the original City Hall, this area presents a chance to expand the reach of events within the city and generate additional revenue.

The site is approximately two acres in size. Currently, the existing building on this property is a former grocery store that was converted into the current City Hall. As the City transitions to the new building on 2nd Street, this property will become a valuable asset for the City to utilize.

The following pages outline several options that the city can consider for this site, including expanding Heritage Square, constructing a civic building, developing surface parking, and utilizing the land for private development to generate additional property tax revenue.



Source: City of Taylor

*The original City Hall building was located on Main Street, between 4th and 5th street, which is now Heritage Square.*



Source: [www.mysanantonio.com](http://www.mysanantonio.com)

*This is the existing City Hall building to be reimagined.*

## Existing Heritage Park and City Hall Site

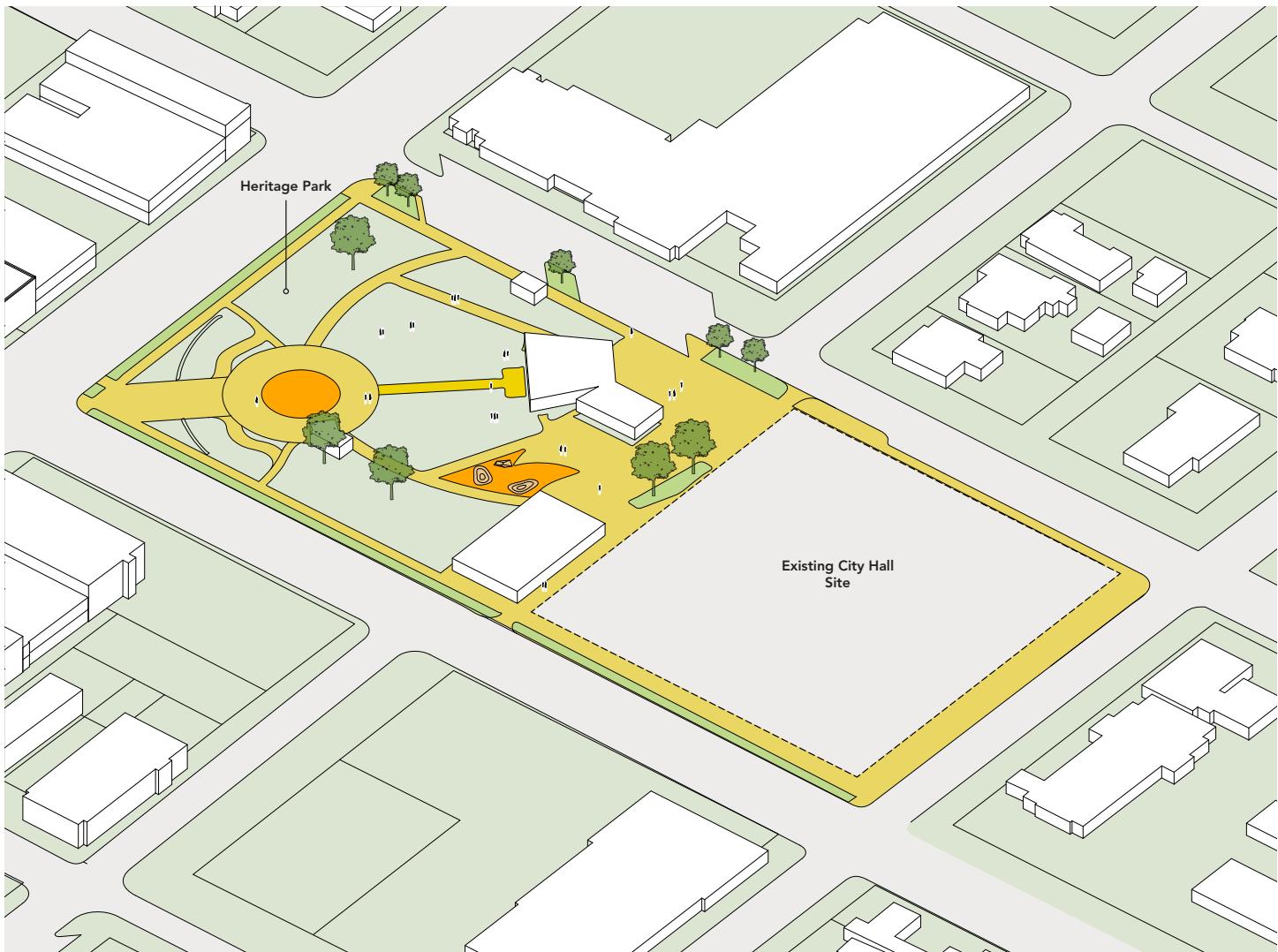


Figure 40: Existing City Hall and Heritage Square Site

Table 11: Metrics for City Hall and Heritage Square

Metrics	
Event Space	19,000 sf
Civic Space	0 sf
Private Development Space	0 sf
Impervious Area	61%
Parking Area	33,000 sf
Additional Trees	0
Food Truck Space	0 sf
Potential for Additional Property Tax Revenue	No

## Alternative 1 - Park Space with Small Surface Parking Lot

This option prioritizes expanding Heritage Square as a central green space within downtown. The design provides additional lawn and gathering areas for community events, recreation, and daily use. A small surface parking lot is included to support accessibility for visitors while maintaining the park-like character of the site. This approach emphasizes open space and community benefit as the primary focus for the property.



Source: [www.fredericksburgtx-online.com](http://www.fredericksburgtx-online.com)

*The park functions as a unifying element within downtown, bridging adjacent districts and land uses.*



Source: [www.fredericksburgtx-online.com](http://www.fredericksburgtx-online.com)

*The park provides dedicated locations for public art, integrating cultural expression into the downtown landscape.*



Source: [www.visitfredericksburgtx.com](http://www.visitfredericksburgtx.com)

*Interpretive features highlight the city's history, reinforcing a sense of identity and place.*



Figure 41: City Hall and Heritage Square Alternative 1

Table 12: Alternative 1 Metrics

Metrics	
Event Space	50,000 sf
Civic Space	0 sf
Private Development Space	0 sf
Impervious Area	49%
Parking Area	18,000 sf
Additional Trees	86
Food Truck Space	1,000 sf
Potential for Additional Property Tax Revenue	No

Table 13: Alternative 1 Improvements

Item	Number of Items
Event Lawn	1
Shade Trees	86
Ornamental Tree Planters	8
Food Truck Pads	3
Pathways	1
Surface Parking Lot	1

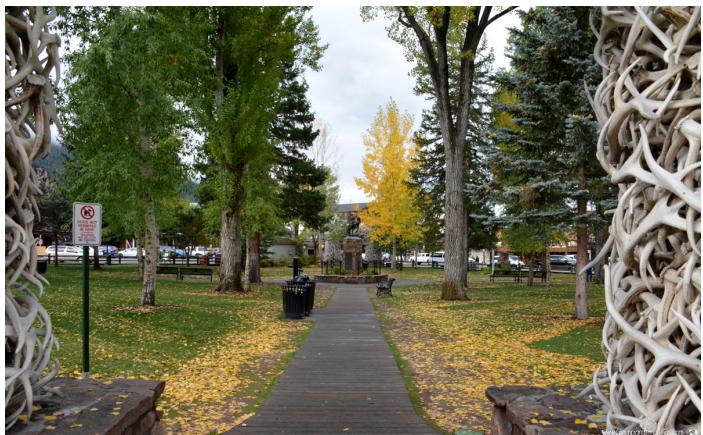
## Alternative 2 - Park Space with Small Civic Building and Surface Parking Lot

This option combines new park space with the introduction of a small civic building, reinforcing the site as a central community destination. The building could accommodate municipal services, cultural programming, or public meetings, enhancing the role of the park as a civic hub. A small surface parking lot provides convenient access while balancing open space and functionality. This approach highlights the park's dual role as both a recreational and civic gathering place.



Source: hdlajh.com

*A civic building at the park's edge enhances its role as a community focal point.*



Source: visitjacksonhole.com

*The central park serves as a critical green space in the urban core, offering environmental, social, and economic benefits.*



Source: hdlajh.com/

*A civic building with outdoor space provides a hub for orientation, resources, and community activities.*

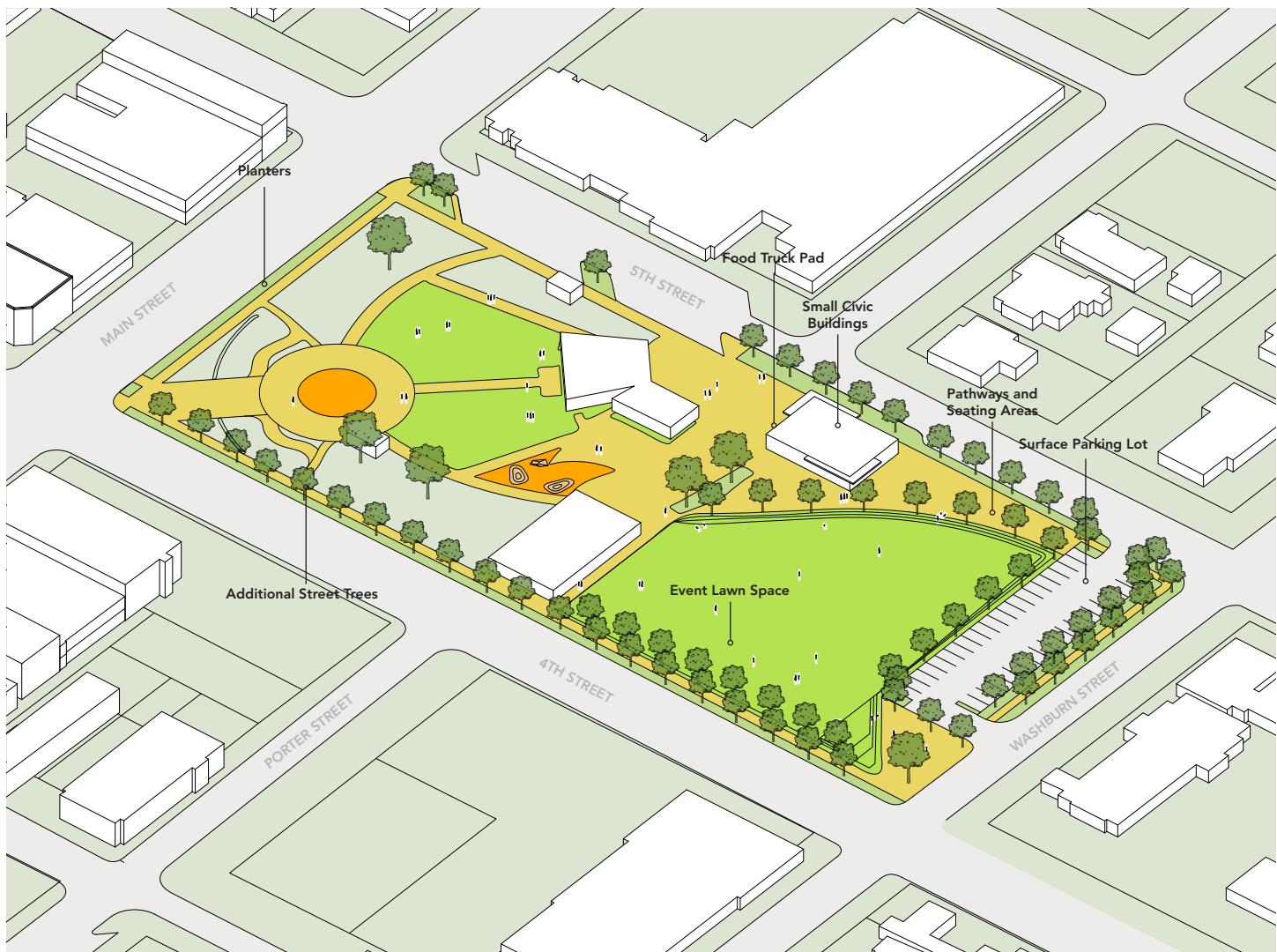


Figure 42: City Hall and Heritage Square Alternative 2

Table 14: Alternative 2 Metrics

Metrics	
Event Space	62,000 sf
Civic Space	3,500 sf
Private Development Space	0 sf
Impervious Area	45%
Parking Area	12,500 sf
Additional Trees	68
Food Truck Space	600 sf
Potential for Additional Property Tax Revenue	No

Table 15: Alternative 2 Improvements

Item	Number of Items
Event Lawn	1
Shade Trees	68
Ornamental Tree Planters	8
Small Civic Building	1
Pathways	1
Surface Parking Lot	1

## Alternative 3A - Park Space with Private Development and Surface Parking Lot

This option incorporates private development alongside park space, creating opportunities to activate the site and strengthen downtown's economic base. New development could introduce retail, office, or mixed-use space that complements the park's civic and recreational role. A surface parking lot supports access for both park visitors and adjacent uses. This balance of development and open space supports tax revenue generation while maintaining a significant public amenity.



Source: visitseguin.com

*Pedestrian-oriented pathways and plazas enhance connectivity between downtown destinations.*



Source: www.seguintexas.gov

*Designated gathering spaces accommodate a range of community events, fostering civic engagement and connection.*



Source: www.seguintexas.gov

*Distinctive design features provide focal points within the park, enriching its visual character and reinforcing civic identity.*

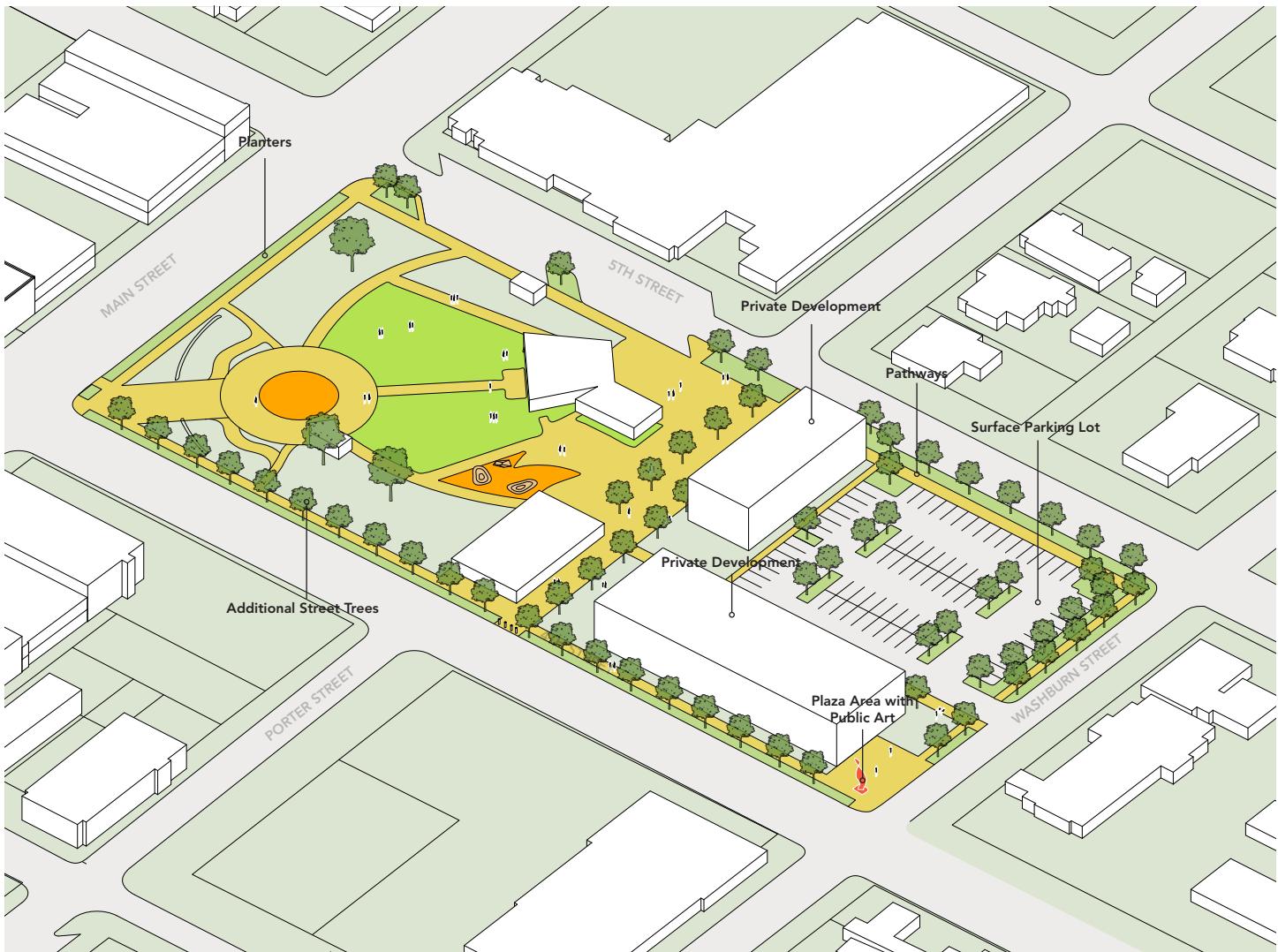


Figure 43: City Hall and Heritage Square Alternative 3A

Table 16: Alternative 3A Metrics

Metrics	
Event Space	19,000 sf
Civic Space	0 sf
Private Development Space	20,000 sf
Impervious Area	61%
Parking Area	33,000 sf
Additional Trees	61
Food Truck Space	0 sf
Potential for Additional Property Tax Revenue	Yes

Table 17: Alternative 3A Improvements

Item	Number of Items
Shade Trees	61 (16*)
Ornamental Tree Planters	8
Pathways	1*
Surface Parking Lot	1*
Plaza Area	1*
Public Art	1*

\*Any development on private property can be done as a partnership with the City or funded solely by the developer.

## Alternative 3B - Park Space with Private Development with Surface Parking Lot

This option emphasizes private development as a major component of the site, with park space and surface parking in a supporting role. Revenue from the development could help fund improvements to Heritage Square, enhancing its ability to host large events. In turn, the project could catalyze downtown investment, attract businesses and visitors, and strengthen the city's tax base.



Source: [visitjacksonhole.com](http://visitjacksonhole.com)

*As a central civic asset, the park contributes to the livability and resilience of the downtown district.*



Source: [www.atlasobscura.com](http://www.atlasobscura.com)

*Adjacent private development benefits from proximity to the park, reinforcing downtown vitality and supporting economic growth.*



Source: [visitjacksonhole.com](http://visitjacksonhole.com)

*Native plantings and shaded areas contribute to urban cooling and improved environmental performance.*

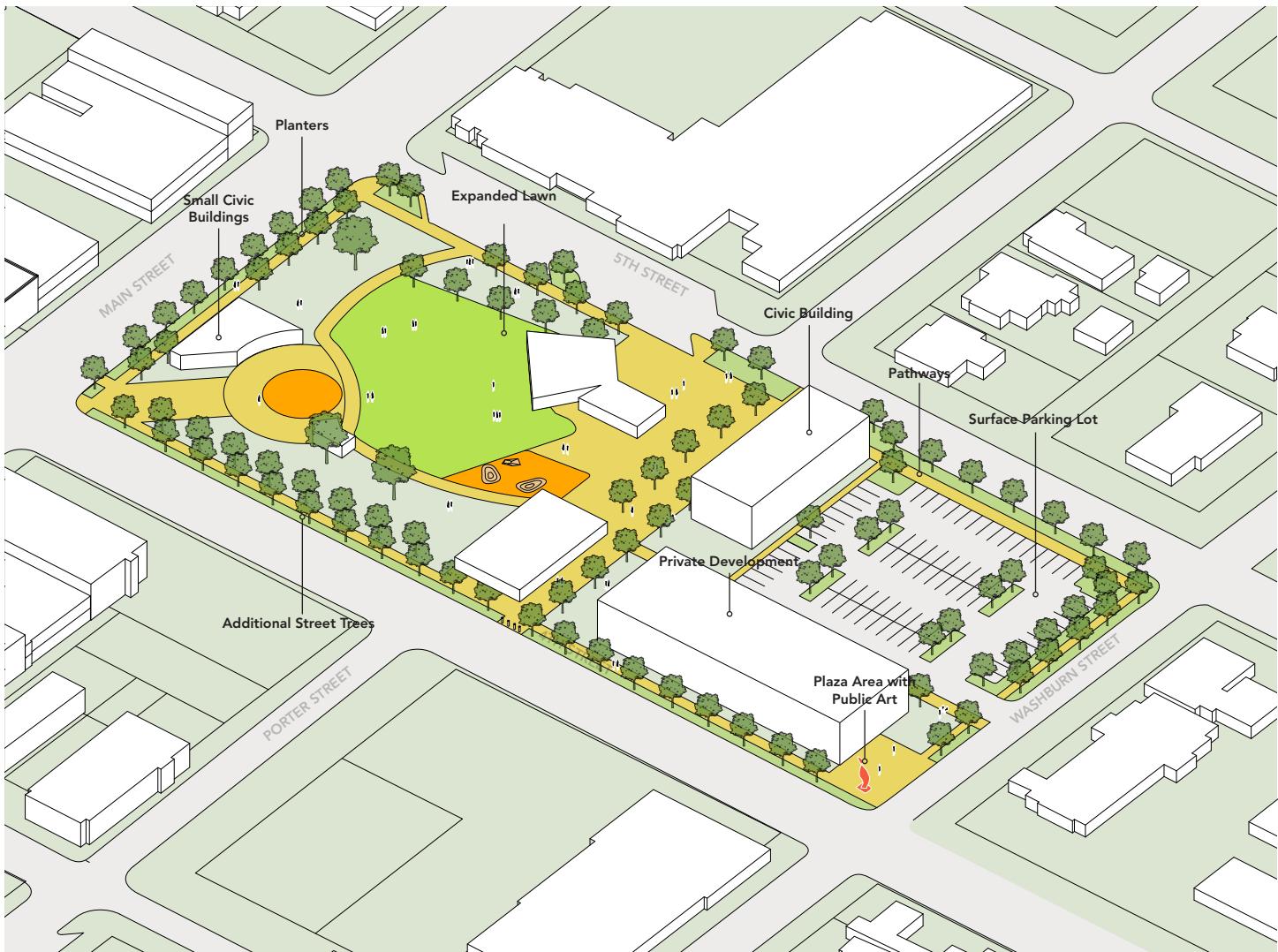


Figure 44: City Hall and Heritage Square Alternative 3B

Table 18: Alternative 3B Metrics

Metrics	
Event Space	21,000 sf
Civic Space	2,300 sf
Private Development Space	20,000 sf
Impervious Area	63%
Parking Area	33,000 sf
Additional Trees	86
Food Truck Space	0 sf
Potential for Additional Property Tax Revenue	Yes

Table 19: Alternative 3B Improvements

Item	Number of Items
Expanded Event Lawn	1
Shade Trees	86 (16*)
Ornamental Tree Planters	8
Small Civic Building	1
Pathways	1*
Surface Parking Lot	1*
Plaza Area	1*
Public Art	1*

\*Any development on private property can be done as a partnership with the City or funded solely by the developer.

## Create Connections to Green Spaces

Taylor has various park spaces and natural areas surrounding its downtown. However, Heritage Square is the only park within the downtown area. Developing connections to these green spaces will significantly improve accessibility for residents and visitors, encouraging them to explore and enjoy these vibrant outdoor areas.

### ACTIONS

**PROJECT 7** Install new signage along with temporary art installations to connect downtown users to parks and trails.

**PROJECT 8** Enhance surrounding park spaces with upgraded facilities and new event spaces to draw more visitors.

**POLICY 4** Prioritize park and trail improvements where they connect to comfortable and safe streetscapes.



## PROJECTS

### Project 7. Install new signage along with temporary art installations to connect downtown users to parks and trails.

Wayfinding signage and art installations can guide residents and visitors from downtown to nearby parks and trails. These visual cues help raise awareness of green spaces just beyond the core and make navigating to them more intuitive. Temporary installations such as murals, sculptures, or interactive displays can add interest, making the journey to open space part of the experience.

### Project 8. Enhance surrounding park spaces with upgraded facilities and new event spaces to draw more visitors.

Improving park amenities such as seating, lighting, restrooms, and pavilions will increase comfort and usability for a range of activities. Adding flexible event spaces within these parks—such as performance lawns, vendor areas, or outdoor classrooms—can attract more programming and provide an alternative to downtown streets for festivals and gatherings. These enhancements support a stronger connection between the city's green spaces and downtown life.

## POLICIES

### Policy 4. Prioritize park and trail improvements where they connect to comfortable and safe streetscapes.

Focusing investment on park and trail access points that connect to comfortable and safe streetscapes will improve the overall user experience. Enhancing these connections through crosswalks, lighting, signage, and landscaping ensures safe, intuitive routes between downtown and nearby green spaces.

## PHASE

Mid-term

## LEVEL OF INVESTMENT

Med - \$\$

## IMPLEMENTING AGENCY

Development Services and Parks and Recreation

## FUNDING TOOLS

- Grants and funding programs for downtown revitalization and streetscape improvement
- Public-private partnerships

## PARTNERSHIPS

- Trail advocacy groups
- Local businesses, nonprofits, and community organizations
- Texas Commission on the Arts

## GOALS ADDRESSED



SOCIAL  
FABRIC



ECONOMIC  
DEVELOPMENT



ENVIRONMENTAL  
ENHANCEMENT



ART AND  
CULTURE

## New Nature Connections and Trailheads

Taylor has a number of green spaces throughout the downtown area with a variety of programming that offer space for recreation, celebration, and relaxation. These spaces are connected by a number of existing trails that connect to other areas of the city.

To expand that network, the City of Taylor can create a new hike and bike trail along the edge of Mustang Creek that can connect to the existing hike and bike trail that connects Robinson Park to Bull Branch Park. Additionally, the City can create a number of nature connections and trailheads that connect from the downtown to these parks and trails.

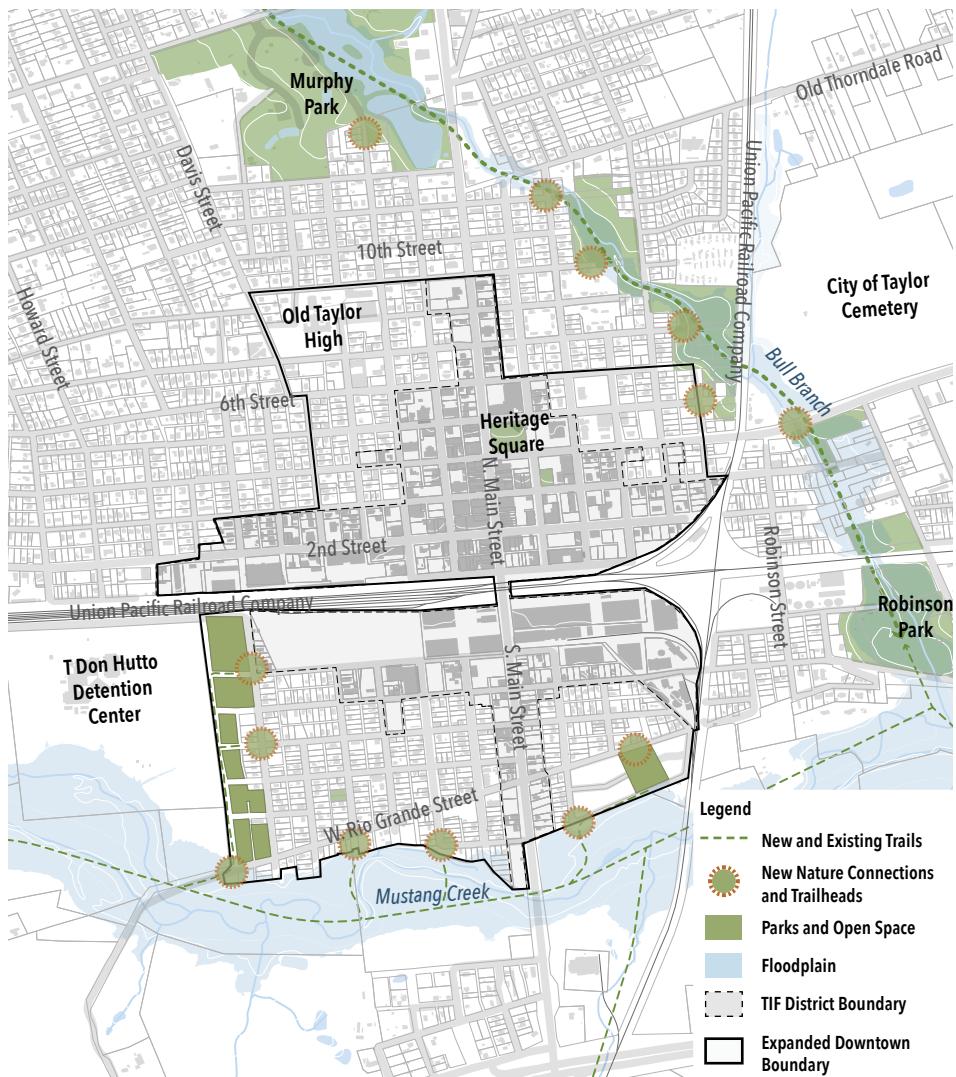


Figure 45: Nature Connections and Trailhead Map



Trailhead with Street Furnishings



Signage



Source: austinmonitor.com

A shared-use trail provides safe and convenient access for walkers, cyclists, and other users.



Source: thetrailconservancy.org

Trailheads can incorporate natural elements into its play areas, encouraging connection with the outdoors.



Source: americas.uli.org

Trail signage can incorporate technology to track and share user activity.



Source: design.com

Trail signage helps establish and reinforce the city's branding and visual identity.



Source: www.hilltopviewsonline.com

Trail and wayfinding signs guide visitors through parks and highlight key destinations.



Source: p7design.com

Trailheads and wayfinding signage can be an opportunity for public art.

## Update and Implement Landscape Operations and Maintenance Plan

In 2023, the City of Taylor created a Landscape Operation and Maintenance (O&M) Plan for numerous landscaped areas in the downtown. This O&M plan ensures that the landscaped areas in downtown are regularly maintained to extend their lifespan, improve safety, and enhance community satisfaction.

### ACTIONS

- PROGRAM 3** Coordinate between Parks and Recreation, Public Works, and other departments to determine maintenance responsibilities and implementation structure.
- PROGRAM 4** Identify additional City or other funding sources for increased operations and maintenance activities.
- POLICY 5** Update the City of Taylor Landscape Operations and Maintenance Plan to guide landscape and public space maintenance.
- POLICY 6** Expand plan to include the maintenance of streets, sidewalks, additional parks/public spaces, and utilities.



## PROGRAMS

### **Program 3. Coordinate between Parks and Recreation, Public Works, and other departments to determine maintenance responsibilities and implementation structure.**

Establishing clear roles and communication protocols between City departments is essential for effectively implementing the O&M Plan. Regular coordination among Parks and Recreation, Public Works, and other relevant departments will ensure that responsibilities for maintaining landscaping, infrastructure, and public spaces are well-defined. This collaborative structure will support more efficient use of resources and consistent, high-quality maintenance throughout downtown.

### **Program 4. Identify additional City or other funding sources for increased operations and maintenance activities.**

Securing reliable funding is key to maintaining the quality and longevity of downtown improvements. The City can explore options such as grants, partnerships, or budget reallocations to support expanded maintenance efforts. Dedicated funding for operations and maintenance will help protect recent investments,

improve public safety, and keep downtown spaces clean, attractive, and functional over time.

## POLICIES

### **Policy 5. Update the City of Taylor Landscape Operations and Maintenance Plan to guide landscape and public space maintenance.**

Regularly updating the landscape operations and maintenance plan ensures that staff will be able to utilize and understand the document. Aligning maintenance practices with evolving community needs and environmental standards supports long-term resilience and reinforces a commitment to high-quality public realm management.

### **Policy 6. Expand plan to include the maintenance of streets, sidewalks, additional parks/public spaces, and utilities.**

Broadening the O&M Plan to cover streets, sidewalks, utilities, and additional public spaces ensures a more comprehensive approach to downtown upkeep. Integrating these elements into the plan supports long-term sustainability and demonstrates a continued commitment to community stewardship.

## PHASE

Short-term

## LEVEL OF INVESTMENT

Low - \$

## IMPLEMENTING AGENCY

Public Works and Parks and Recreation

## FUNDING TOOLS

- 2024 Certificates of Obligation Bond
- City of Taylor budget allocation

## PARTNERSHIPS

- Local businesses, nonprofits, and community organizations
- Trail advocacy groups

## GOALS ADDRESSED



SOCIAL FABRIC



ECONOMIC DEVELOPMENT



ENVIRONMENTAL ENHANCEMENT



ART AND CULTURE

## Establish Parking Inventory

The City of Taylor has recently restriped parking downtown to support local businesses and has an abundance of surface parking. Moving forward, maintaining an accurate inventory of parking and monitoring how it is used will help the City optimize existing resources and guide future decisions. Sharing this information with downtown users will improve wayfinding, make better use of available spaces, and ensure the parking system continues to support access, connectivity, and economic vitality.

### ACTIONS

**PROGRAM 5** Keep an up-to-date inventory of existing parking and continue to assess usage patterns and future needs and report out to downtown users on the inventory available.



## PROGRAMS

**Program 5. Keep an up-to-date inventory of existing parking and continue to assess usage patterns and future needs and report out to downtown users on the inventory available.**

Tracking existing parking and usage patterns will provide the city with the necessary information to make the most of available or underutilized parking resources surrounding downtown. Communicating these findings to downtown users—through maps, signage, or online tools—will improve wayfinding and reduce time spent searching for parking. Ongoing assessment and communication will ensure the parking system evolves with the community's needs and supports downtown vitality.

## PHASE

Short-term

## LEVEL OF INVESTMENT

Low - \$

## IMPLEMENTING AGENCY

Development Services

## FUNDING TOOLS

- City of Taylor budget allocation
- Parking revenue
- Grants and sponsorships

## PARTNERSHIPS

- Downtown business owners
- Parking management companies
- Transportation agencies

## GOALS ADDRESSED



SOCIAL  
FABRIC



ECONOMIC  
DEVELOPMENT



ENVIRONMENTAL  
ENHANCEMENT



ART AND  
CULTURE

## Develop a Financial Model for Downtown

As more development happens in downtown Taylor over the course of this plan, the City will need to determine if the project will contribute to the fiscal sustainability of the city. To ensure each project, plug new developments into the model to test whether the project generates the amount of revenue for the cost of infrastructure maintenance.

### ACTIONS

- PROGRAM 6** Develop a financial model to prioritize and fund downtown improvement projects.
- PROGRAM 7** Utilize financial model to evaluate private development and public investment.
- POLICY 7** Identify what tools city has to identify gaps.



## PROGRAMS

### Program 6. Develop a financial model to prioritize and fund downtown improvement projects.

Creating a financial model will equip the City with a tool to evaluate the fiscal impact of new development and guide investment in downtown improvement projects. The model will help prioritize projects that support long-term sustainability.

### Program 7. Utilize financial model to evaluate private development and public investment.

This tool will help City staff assess the potential benefits and risks of both private development and public investment. As more projects are entered into the model, the City will gain valuable insights from past outcomes, enabling more informed and fiscally responsible decisions. Over time, this approach will help ensure that downtown remains vibrant, well-maintained, and welcoming for residents, businesses, and visitors.

## POLICIES

### Policy 7. Identify what tools city has to identify gaps.

The City should inventory and evaluate its existing financial and planning tools and consider opportunities to expand them. Current programs include the Main Street Façade Improvement Grant, the State and Federal Historic Preservation Tax Incentives, and the Sign Reimbursement Grant. Building on these, the City could identify gaps and introduce new tools that better support reinvestment, rehabilitation, and economic activity downtown.

## PHASE

Mid-term

## LEVEL OF INVESTMENT

Med - \$\$

## IMPLEMENTING AGENCY

Development Services

## FUNDING TOOLS

- Grants and funding programs
- City of Taylor budget allocation
- Public-Private Partnership

## PARTNERSHIPS

- Downtown business owners
- Financial Consultants
- Local business organizations

## GOALS ADDRESSED



SOCIAL  
FABRIC



ECONOMIC  
DEVELOPMENT



ENVIRONMENTAL  
ENHANCEMENT



ART AND  
CULTURE

## Implement Comprehensive Railroad Safety Zone

Downtown Taylor is divided by the Union Pacific Rail Yard which supports numerous industries in downtown Taylor and an Amtrak passenger rail stop. This rail yard is integral to the city however it impacts the livability and vibrancy of the downtown area. Implementing a Comprehensive Railroad Safety Zone would allow trains to routinely not sound their horns at public highway-rail grade crossings if additional safety measures are in place.

### ACTIONS

- PROJECT 9** Conduct a feasibility study to determine what is needed for an implementation plan.
- PROJECT 10** Develop a detailed Implementation Plan to upgrade crossings identified in feasibility study.
- PROJECT 11** Upgrade all crossing and submit Comprehensive Railroad Safety Zone application to all required parties.



## PROJECTS

### Project 9. Conduct a feasibility study to determine what is needed for an implementation plan.

A feasibility study will assess the condition of existing rail crossings and evaluate what safety measures are necessary to meet federal Comprehensive Railroad Safety Zone requirements. This study will help the City understand potential costs, safety improvements, and coordination needs with Union Pacific and other stakeholders.

### Project 10. Develop a detailed Implementation Plan to upgrade crossings identified in feasibility study.

The implementation plan will establish how the City will go about upgrading rail crossings to meet Comprehensive Railroad Safety Zone safety standards. The plan will might include engineering designs, cost estimates, funding strategies, and a phasing schedule to guide the City's next steps.

### Project 11. Upgrade all crossings and submit Comprehensive Railroad Safety Zone application to all required parties.

This project will include finalizing funding and constructing the necessary crossing improvements identified in the implementation plan—such as medians, gates, or signage. The City will need to coordinate with the Federal Railroad Administration and Union Pacific Railroad to go through inspections and formally establish the Comprehensive Railroad Safety Zone, enhancing downtown livability while maintaining rail operations.

## PHASE

Long-term

## LEVEL OF INVESTMENT

High - \$\$\$

## IMPLEMENTING AGENCY

Public Works

## FUNDING TOOLS

- Grants and funding programs
- City of Taylor budget allocation
- Public-Private Partnership

## PARTNERSHIPS

- Union Pacific Railroad
- Federal Railroad Administration
- Downtown business owners
- TxDOT

## GOALS ADDRESSED



SOCIAL  
FABRIC



ECONOMIC  
DEVELOPMENT



ENVIRONMENTAL  
ENHANCEMENT



ART AND  
CULTURE

## Taylor Comprehensive Railroad Safety Zone

The City of Taylor has begun to take steps towards implementing a Comprehensive Railroad Safety Zone. At the beginning of 2024, they put together a scope of work for the larger study. There are 11 intersections within Taylor that need to be upgraded to implement a "Quiet Zone" within the city, five of which are located within or on the edge of the expanded boundaries of downtown. These crossing type upgrades vary from pedestrian, to grade-separated, to public at-grade crossings. To move forward with this strategy, the City will need to conduct a Comprehensive Railroad Safety Zone Feasibility Study to determine the full scope of upgrades necessary and an implementation plan for the project.

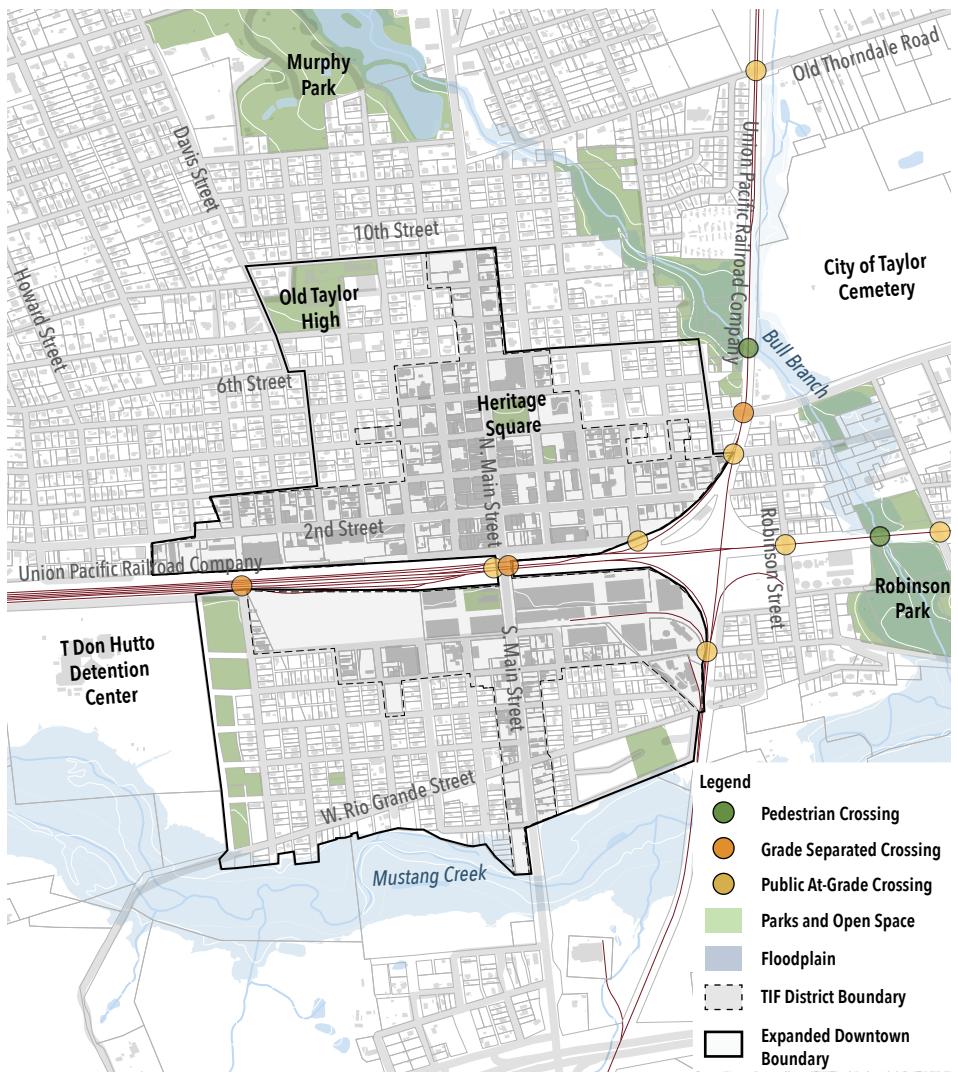


Figure 47: Quiet Zone Intersection Improvement Locations

Table 21: Quiet Zone Crossing Locations

Street	Type
Old Thorndale Road	Public At-Grade
East 4th Street	Grade Separated
East 3rd Street	Public At-Grade
East 1st Street	Public At-Grade
FM 112 / Walnut Street / E.MLK Boulevard	Public At-Grade
TX 95 / Main Street Frontage Road	Public At-Grade
TX 95 / Main Street	Grade Separated
Robinson Street	Public At-Grade
Dolan Street	Public At-Grade
Doak Street	Grade Separated

Source: City of Taylor Quiet Zone Proposal

## Comprehensive Railroad Safety Zone - Case Studies

### San Marcos, TX

San Marcos established Quiet Zones at 24 railroad crossings in 2015, reducing train horn noise through enhanced safety measures like gates, lights, and medians. In 2024, the Federal Railroad Administration identified safety deficiencies, leading to a temporary suspension. The City is currently making improvements and using general fund dollars to complete the projects.



Source: [www.sanmarcostx.gov/](http://www.sanmarcostx.gov/)

*With federal and local support, San Marcos works to reinstate its Quiet Zones.*

### Beaumont, TX

The City of Beaumont established two Quiet Zones in 2008 and 2012 and has since added three more, continuing to invest in safety upgrades at key crossings. While Quiet Zones reduce noise and improve quality of life, they can be costly and may limit emergency access. Beaumont is currently undergoing a diagnostic review with the FRA, TxDOT, and technical consultants to re-establish Quiet Zones, identifying safety improvements needed.



Source: [www.beaumontenterprise.com/](http://www.beaumontenterprise.com/)

*Beaumont has continued to weigh the pros and cons of Quiet Zones, balancing safety, access, and quality of life.*

## Enhance Cohesive Identity of Downtown

To strengthen downtown Taylor's unique character and sense of place, the City should support unified design elements, branding, and placemaking initiatives. This strategy will attract visitors, foster community pride, and promote economic vitality by creating a visually distinctive, walkable, and vibrant urban core. The approach integrates physical improvements, wayfinding, public art, and programming to highlight the city's historic and cultural assets while supporting future growth.

### ACTIONS

- PROJECT 12** Enhance signage throughout the downtown, including South Main Street.
- PROJECT 13** Create Downtown Taylor Art and Cultural Trail.
- PROGRAM 8** Incorporate murals, sculptures, and regular events to create engaging and memorable public spaces.
- PROGRAM 9** Offer incentives for property owners to renovate and maintain storefronts with design elements that align with the cohesive identity.



## PROJECTS

### Project 12. Enhance signage throughout the downtown, including South Main Street.

Wayfinding and signage guide visitors through downtown and encourage exploration of areas they may otherwise overlook. Signage also offers an opportunity to reflect the City's personality and character. Eye-level, clear directional information, and consistent design will enhance the pedestrian experience and strengthen downtown's identity.

### Project 13. Create Downtown Taylor Art and Cultural Trail.

The City should create an art and cultural trail that allows people to explore significant locations in downtown. This trail should be identified on a paper map and by painted stamps on streets to guide individuals along the sidewalks and alleyways of downtown. Future streetscape design can include enhancements that support the trail.

## PROGRAMS

### Program 8. Incorporate murals, sculptures, and regular events to create engaging and memorable public spaces.

Public art and community programming bring energy to downtown and invite people to gather, explore, and connect. Supporting partnerships between artists, business owners, and community groups can transform ordinary spaces into destinations that celebrate the City's culture and creativity.

### Program 9. Offer incentives for property owners to renovate and maintain storefronts with design elements that align with the cohesive identity.

Incentivizing property owners to improve and maintain their storefronts using coordinated design guidelines will reinforce a unified downtown identity. Incentives could include a 50/50 match program and a waiver for building permit fees (related to facade improvement). These updates will contribute to creating a cohesive and engaging downtown experience.

## PHASE

Short-term

## LEVEL OF INVESTMENT

Low - \$

## IMPLEMENTING AGENCY

Development Services

## FUNDING TOOLS

- Grants and funding programs for downtown revitalization and streetscape improvements
- Hotel occupancy tax funds
- Public-private partnerships

## PARTNERSHIPS

- Texas Commission on the Arts
- Texas Rural Funders
- Development Community
- Local businesses and community organizations

## GOALS ADDRESSED



SOCIAL  
FABRIC



ECONOMIC  
DEVELOPMENT



ENVIRONMENTAL  
ENHANCEMENT



ART AND  
CULTURE

## Downtown Taylor Character Areas

To strengthen the identity of downtown Taylor, the City should establish four distinct character areas to highlight the unique features within each area.

These areas include the historic district and its surrounding neighborhoods, the vicinity of Old Taylor High, the southern portion of Main Street, and the gateway area to the west of the historic downtown. Each character area has its own unique identity, allowing the City of Taylor to effectively market downtown to various groups.

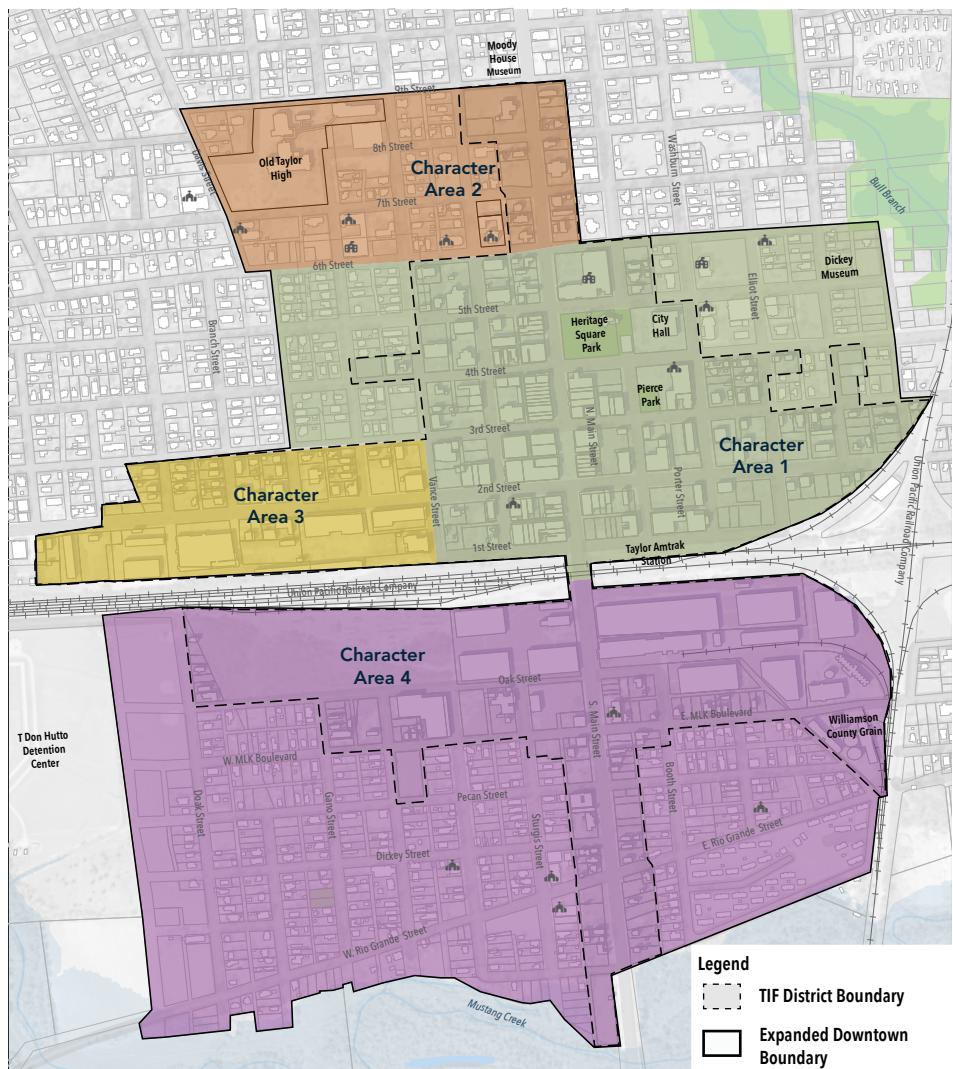


Figure 48: Downtown Character Areas Map

Source: City of Taylor

## Character Area 1

This area is the historic heart of downtown and is the most recognizable location in the city. With many historic buildings, this area embodies the small-town charm that makes Taylor unique. This area serves as the center for local businesses within the city.



## Character Area 2

Known as a space for learning, celebrating, and creating, this area has become a hub of local commerce. It offers shopping, dining, and entertainment, anchored by Old Taylor High, the Public Library, and other historic landmarks.



## Character Area 3

This area serves as the western gateway to downtown, welcoming residents and visitors to the area. Currently, it is characterized by industrial and automotive uses, which highlights the hardworking and creative spirit of local entrepreneurs.



## Character Area 4

The southern portion of downtown has a rich history as a center for music in the South. As part of the Chitlin' Circuit, it hosted many famous acts over the years. By focusing on this legacy, the City can encourage investment in this area.



## Downtown Taylor Art and Cultural Trail

Downtown Taylor is known for its rich history and vibrant arts scene. The city celebrates its cultural heritage through various festivals and events held throughout the year.

To enhance the experience for both residents and visitors, the city should create an art and cultural trail that allows people to explore significant locations in downtown. This trail would include stops at national and state historic sites, city historical markers, public art displays, and venues for events and performances.

Additionally, the city should develop design guidelines for the trail that provide direction on streetscape design and wayfinding signage. These features will help guide individuals along the sidewalks and alleyways of downtown, making it easier for everyone to navigate and enjoy the trail.

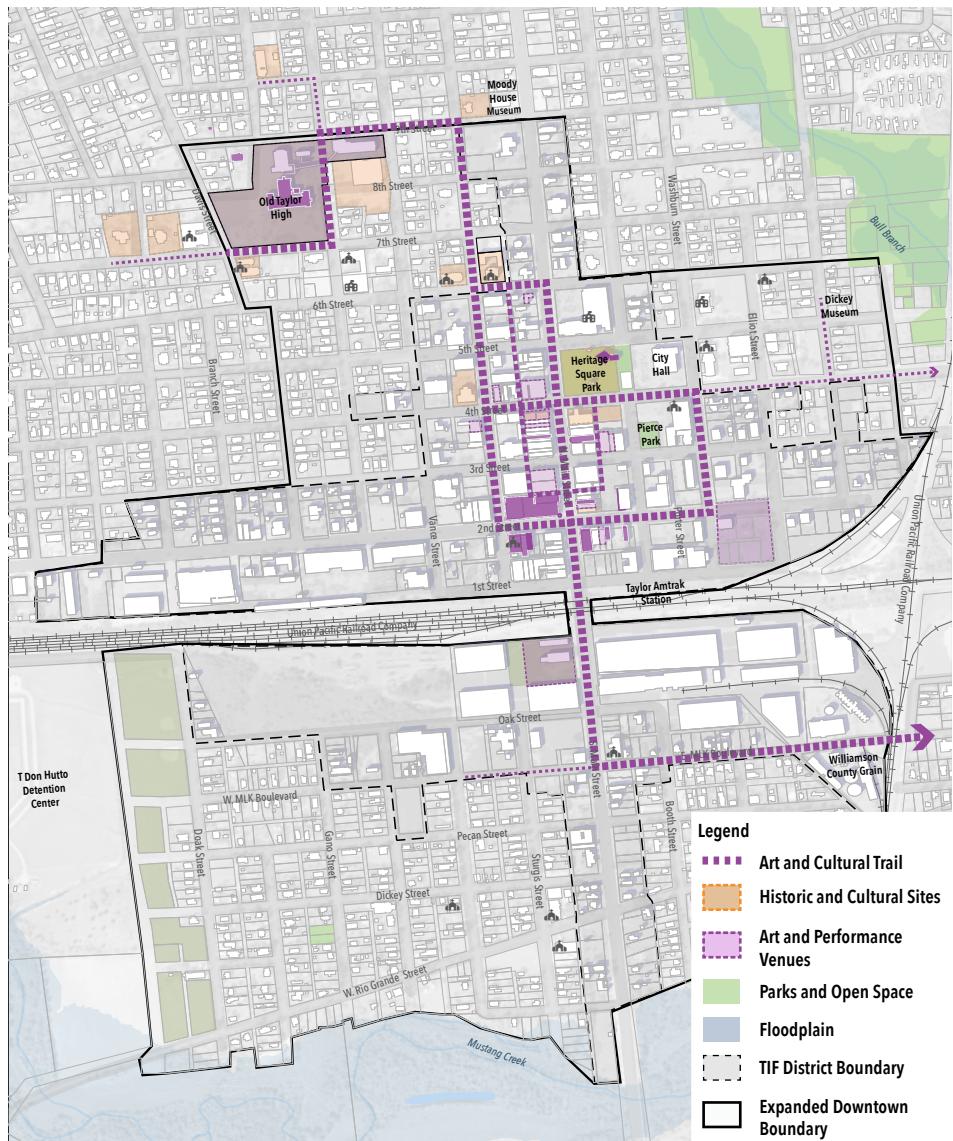


Figure 49: Art and Cultural Trail Map

Source: City of Taylor

## Indianapolis, IN

The Indianapolis Cultural Trail opened in May 2013 as a way to connect the city's many neighborhoods and cultural districts to its downtown area. This project was funded by a \$15 million donation and a \$20.5 million Transportation Investment Generating Economic Recovery (TIGER) grant from the US Department of Transportation. The trail has several art installations, space for performances, and holds events throughout the year.



Source: [www.midstory.org](http://www.midstory.org)

*The Indianapolis Cultural Trail has distinct signage and wayfinding to direct visitors along the trail.*

## Bryan, TX

The Aggieland Art Trail in Bryan, Texas showcases local art throughout the community. There are numerous art galleries, murals, sculptures, and museums throughout 2,100 square miles. The trail is hosted and maintained by a local non-profit organization focused on supporting members of the Visual Art Society. There is a digital map that visitors can download while they are on the trail to inform them about the different art within the



Source: [www.bryantx.gov](http://www.bryantx.gov)

*The Aggieland Art Trail has over 102 art stops throughout the College Station-Bryan area.*

## Expand Arts Program

Downtown Taylor is home to a variety of residents and business owners who use their creativity to enhance the community. Building on the work of the existing Public Arts Advisory Board, the City should expand their arts program to secure funding and provide direction for future initiatives. This can guide public art installations, performing arts events, gallery spaces, and arts education, while fostering partnerships with local artists, cultural organizations, and schools to create engaging and accessible art experiences for residents and visitors alike

### ACTIONS

- PROGRAM 10** Provide grants, studio spaces, and professional development opportunities.
- PROGRAM 11** Commission murals, sculptures, and interactive art pieces in public spaces.
- PROGRAM 12** Collaborate with community organizations to offer arts education.



## PROGRAMS

### Program 10. Provide grants, studio spaces, and professional development opportunities.

Supporting local artists through grants, affordable studio spaces, and professional development opportunities will help grow Taylor's creative economy. These resources will give artists the opportunity to strengthen their brands and grow their audiences, which in turn will contribute to downtown's vibrancy.

### Program 11. Commission murals, sculptures, and interactive art pieces in public spaces.

Investing in public art installations will enhance the character of downtown and will positively impact the experience of residents and visitors. Art commissions can reflect Taylor's history, culture, and creativity, while bringing new life to everyday spaces.

### Program 12. Collaborate with community organizations to offer arts education.

Partnering with local schools, nonprofits, and arts organizations to provide accessible arts education will cultivate future generations of artists. Hosting public workshops, youth programs, and community classes will ensure the arts are accessible to all and woven into the City's identity.

## PHASE

Mid-term

## LEVEL OF INVESTMENT

Med - \$\$

## IMPLEMENTING AGENCY

Development Services

## FUNDING TOOLS

- Grants and funding programs for downtown revitalization and streetscape improvements
- Public-private partnerships

## PARTNERSHIPS

- Texas Commission on the Arts
- Texas Rural Funders
- Local businesses and community organizations
- Development Community

## GOALS ADDRESSED



SOCIAL  
FABRIC



ECONOMIC  
DEVELOPMENT



ENVIRONMENTAL  
ENHANCEMENT



ART AND  
CULTURE

## Art Programming

Throughout downtown Taylor, several locations host performances and display public art. The City should leverage these existing spaces to create more opportunities for showcasing local art and culture. Additionally, promoting collaborations between artist collectives and local businesses in the downtown area can foster a dynamic environment that celebrates creativity while driving economic growth. Embracing and promoting the local art scene can lead to a more vibrant and fiscally sustainable Taylor, benefiting everyone in the community.

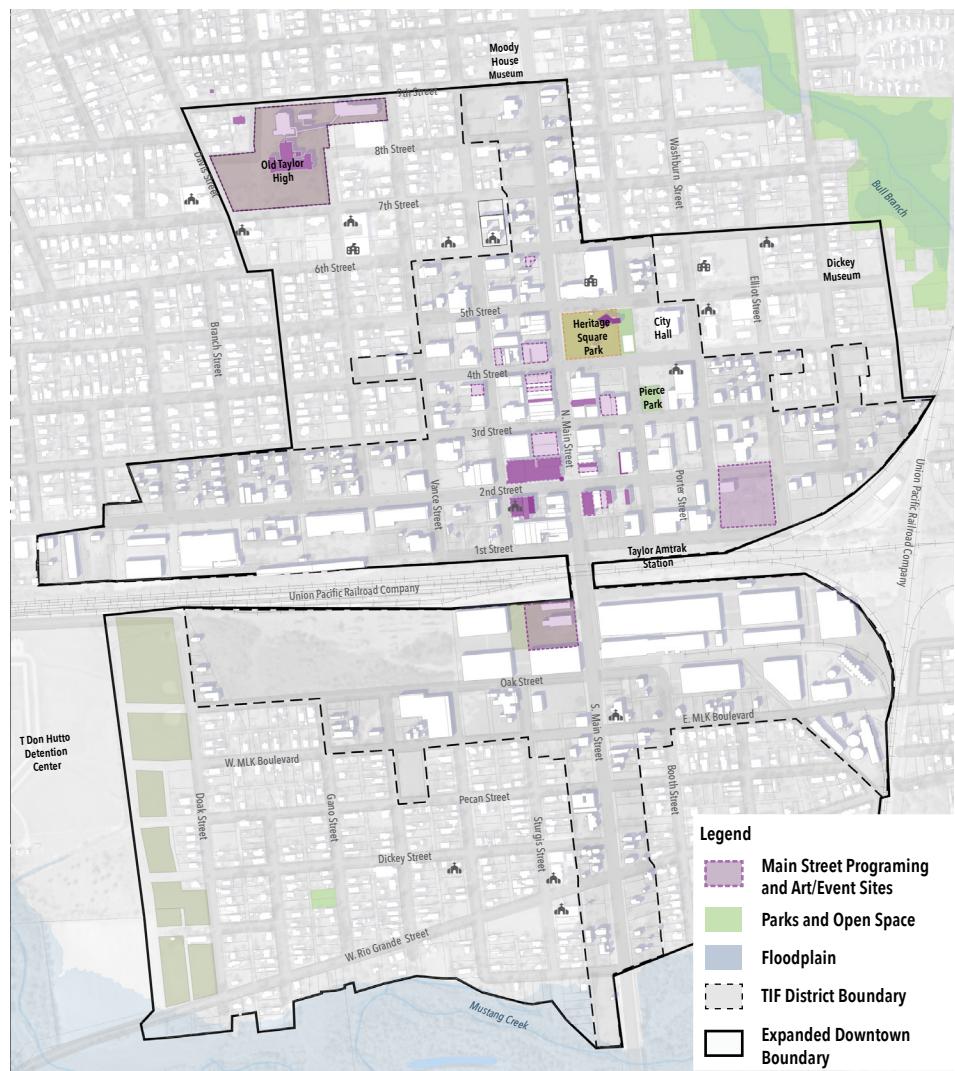


Figure 50: Public Art and Performance Locations

Source: City of Taylor

## Branson, MO

The Branson Regional Arts Council promotes community-wide participation in the arts by making creative programming accessible and visible throughout the region. With leadership drawn from across the community, the council supports initiatives that keep arts and culture at the center of civic life. Programs are publicly and privately funded by the Missouri Arts Council, as well as memberships, sponsorships, and private donations



Source: [www.explorebranson.com](http://www.explorebranson.com)

*Branson Regional Arts Council programs are supported by state funding, memberships, and private donations.*

## Victoria, TX

The Victoria Art League has been a cornerstone of the local arts community since 1966, offering classes, workshops, and outreach programs for all ages and skill levels. Located in a historic gallery space near downtown, the nonprofit supports creativity through rotating exhibits, juried shows, and community events. Funding is sustained through memberships, classes, and art sales, helping make visual art a vibrant and accessible part of life in Victoria.



Source: [www.discovervictoriataxas.com](http://www.discovervictoriataxas.com)

*The Victoria Art League fosters local creativity through classes, exhibits, and community events.*

## Old Taylor High Enhancements

The public land next to the Taylor Public Library has become a de facto outdoor gathering space, as no other public green space exists in this part of Downtown. To address this gap, the City could activate the site as a community recreational area, supporting events, outdoor activities, and library programming. Old Taylor High has become an important gathering space within the community over the past several years. The building, initially constructed in 1923, is now home to a diverse range of retail, dining, and entertainment options. It is a major stop during the Taylor Studio Tour and hosts Taylor Market Days on the first and third Saturdays of each month.

To capitalize on this existing activity and support additional economic development in the area, the City can partner with the property owners to enhance the spaces around Old Taylor High, creating further opportunities for downtown growth. This partnership can include updating the Fowzer Street streetscape, creating a public parking lot, and adding park programming. With the Taylor Public Library adjacent to Old Taylor High, there is an opportunity to coordinate events and share spaces to create a vibrant, community hub for residents and visitors.



Great Lawn Landscape Improvements



Wayfinding and Signage



Food Truck Park



Picnic Pavilions



Splash Pad Plaza



All-Ages/Nature Play



Festival Street



Outdoor Events



Figure 51: Old Taylor High Enhancements

Table 22: List of Improvements by Level

Item	Number of Items	Level
Wayfinding Signage	4	1, 2, 3, and 4
Pathways	1	1, 2, 3, and 4
Landscape Improvements	1	1, 2, 3, and 4
Great Lawn Landscaping	1	1, 2, 3, and 4
Picnic Pavilions	2	2, 3, and 4
Event/Food Truck Lawn	2	2, 3, and 4
Event Drop-Off/Loading Plaza	1	3 and 4
Covered Porte-Cochere for Events	1	3 and 4
Extended Awning Pavilion	1	3 and 4
Outdoor Dining Area	1	3 and 4
Fowzer Street Enhancements	1	3 and 4
All Ages Playground	1	3 and 4
Splash Pad	1	4
Public Parking Lot	1	4
Festival Street	1	4

## Expand Tax Increment Financing District Boundary

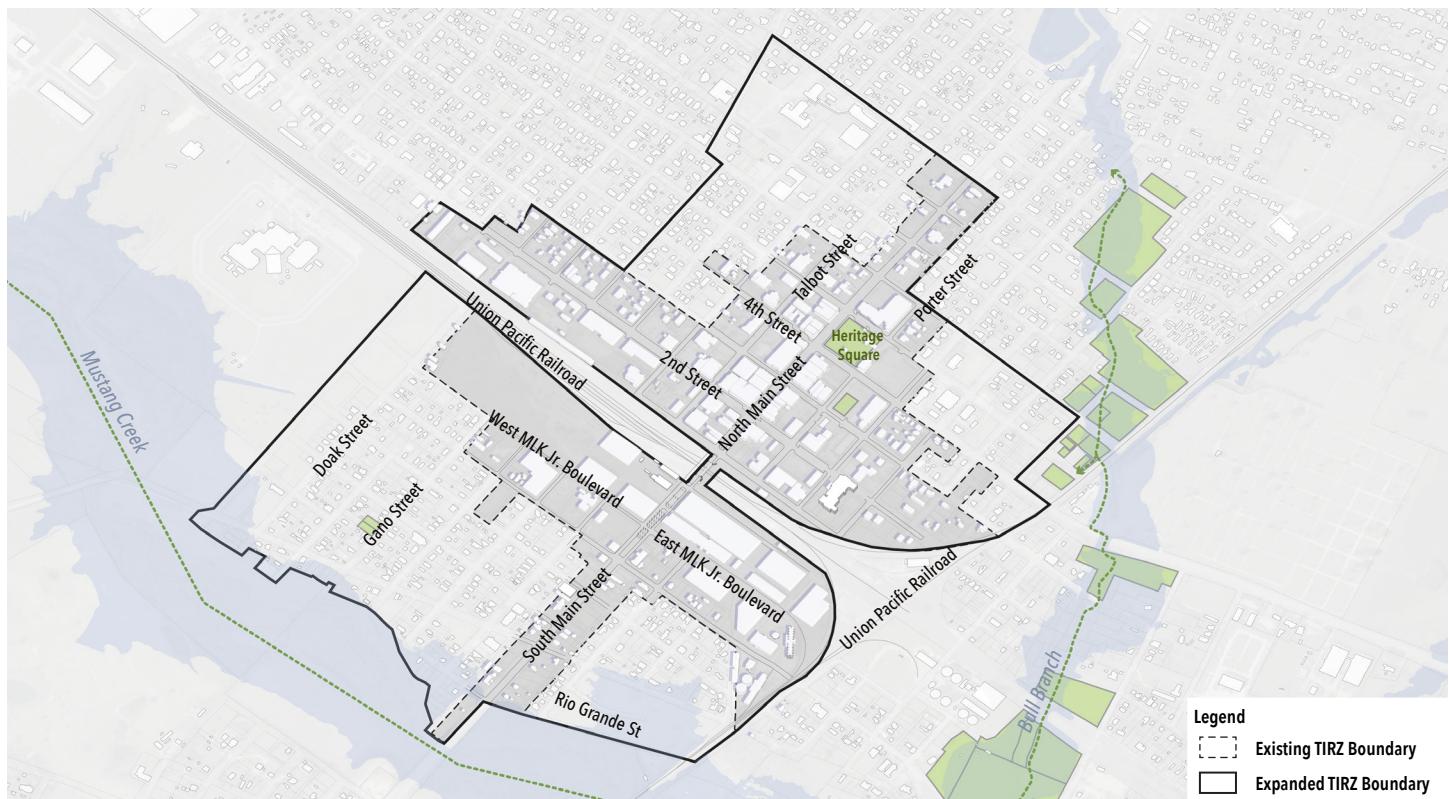
The Tax Increment Financing District (TIF), the boundary for the Taylor Downtown Plan, is approximately 203 acres spanning Main Street. Expanding the boundary would allow for additional dollars to be generated as part of the zone that can be used to implement projects, policies, and programs.

### ACTIONS

**PROJECT 14** Determine what areas should be included in the expanded boundary.

**POLICY 8** Create a financial plan for areas to be added to the TIF District.

**POLICY 9** Amend TIF District Boundary and investigate additional partners



## PROJECTS

### Project 14. Determine what areas should be included in the expanded boundary.

Identify areas that align with the goals of the Taylor Downtown Plan, by analyzing adjacent and underutilized land near the existing TIF District. The selected expansion areas should have redevelopment potential and the ability to generate incremental value to fund future projects, programs, and policies.

## POLICIES

### Policy 8. Create a financial plan for areas to be added to the TIF District.

A financial plan should be developed to evaluate the potential revenue generated by the expanded boundary. This plan will help prioritize investments and ensure that new areas added to the TIF District contribute to the fiscal health and long-term sustainability of downtown projects.

### Policy 9. Amend TIF District Boundary and Investigate additional partners

To support the boundary expansion, the City should initiate the formal process to amend the TIF District boundary and explore partnerships with public agencies and private developers. These partnerships could contribute funding and expertise.

## PHASE

Short-term

## LEVEL OF INVESTMENT

Low - \$

## IMPLEMENTING AGENCY

Development Services and Public Works

## FUNDING TOOLS

- Incremental property tax revenue generated by increased property values within the TIF District
- Grants or funding programs offered by state or federal agencies for infrastructure development projects

## PARTNERSHIPS

- Property owners within the TIF District
- State or federal agencies providing funding or resources for community development and infrastructure projects

## GOALS ADDRESSED



SOCIAL  
FABRIC



ECONOMIC  
DEVELOPMENT



ENVIRONMENTAL  
ENHANCEMENT



ART AND  
CULTURE

## Prioritize Investment along South Main Street

South Main Street has historically seen less investment than North Main Street, which has an existing historic district. Fostering investment in this area will extend the vibrancy of downtown, diversify local business opportunities, and support long-term sustainable development. Focusing on the unique culture and history of South Main Street will create a desirable destination for businesses, residents, and visitors.

### ACTIONS

- PROJECT 15** Utilize TIF funds to invest in capital improvements, including sidewalks, lighting, landscaping, and signage, to create a pedestrian-friendly, attractive environment.
- POLICY 10** Create a historic overlay to celebrate the history and culture of South Main Street.
- POLICY 11** Realign land use categories to support local businesses and provide more housing opportunities.



## PROJECTS

**Project 15. Utilize TIF funds to invest in capital improvements, including sidewalks, lighting, landscaping, and signage, to create a pedestrian-friendly, attractive environment.**

TIF funds should be directed toward strengthening South Main Street through targeted capital improvements. Enhancements to pedestrian infrastructure, lighting, and landscaping will signal to developers, residents, and business owners that the City is committed to investing in the area's long-term vibrancy and economic potential.

## POLICIES

**Policy 10. Create a historic overlay to celebrate the history and culture of South Main Street.**

Establishing a historic overlay district will help preserve the cultural identity of South Main Street while guiding future development. Interpretive signage and design guidelines can share local stories and celebrate the area's heritage, enriching the pedestrian experience and reinforcing a sense of place.

**Policy 11. Realign land use categories to support local businesses and provide more housing opportunities.**

Aligning land use categories with the City's goals will promote a dynamic downtown that attracts investment from residents and business owners. Supporting local businesses and introducing diverse housing options will foster a thriving South Main Street.

## PHASE

Long-term

## LEVEL OF INVESTMENT

High - \$\$\$

## IMPLEMENTING AGENCY

Development Services and Public Works

## FUNDING TOOLS

- Incremental property tax revenue generated by increased property values within the TIF district
- Grants or funding programs offered by state or federal agencies for infrastructure development projects

## PARTNERSHIPS

- Property owners within the TIF district
- City government departments responsible for finance, planning, and infrastructure development
- State or federal agencies providing funding or resources for community development and infrastructure projects

## GOALS ADDRESSED



SOCIAL  
FABRIC



ECONOMIC  
DEVELOPMENT



ENVIRONMENTAL  
ENHANCEMENT



ART AND  
CULTURE

## Mustang Creek Park

In the southern part of downtown, there are fewer parks compared to the northern area. To address this, the City can develop new park spaces and improve existing ones, ensuring that all residents in downtown are within walking distance of open spaces.

The City can collaborate with property owners who have vacant land to create new parks. One opportunity is partnering with the Taylor Housing Authority to develop Mustang Creek Park on the eastern edge of their property. This park will feature green stormwater management, picnic shelters, event and sports lawns, community gardens, and playgrounds.



*Gravel Trails and Interpretive Signage*



*Green Stormwater Management and Native Habitat*



*Shade Structure/Picnic Pavilion*



*Community Garden*



*Event Lawn*



*Sports/Multi-Use Lawn*



*All-Ages/Nature Play*



*Playground*



Figure 52: Mustang Creek Park Development

Table 23: List of Improvements by Level

Item	Number of Items	Level
Trails	1	1, 2, 3 and 4
Interpretive Signage	2	1, 2, 3 and 4
Seating Benches	4	1, 2, 3 and 4
Green Stormwater Management	1	1, 2, 3 and 4
Native Habitat Planting	1	1, 2, 3 and 4
Small Picnic Shelter	1	2, 3 and 4
Maintenance and Support Building	1	2, 3 and 4
Community Garden Beds	11	2, 3 and 4
Small Lawn	1	2, 3 and 4
Sport and Event Lawn	1	3 and 4
Terraced Lawn Seating	1	4
All Ages Nature Play	1	4
Playground	1	4
Large Picnic Shelter	1	4

## Doak Street Park and Buffer Trail Enhancements

The Doak Street Park is a city park located on the western edge of the southern portion of downtown. It is currently improved with two baseball fields and a playground. To provide more access to park space for residents in the southern portion of downtown and create additional space for events, the City can expand the park to include sports courts, an outdoor amphitheater, outdoor fitness facilities, a dog park, and a trail that connects to the larger network throughout the city.

This expansion can provide the City with an opportunity to generate additional revenue through concessions, events, and local performances.



Buffer Hike/Bike Trail



Wayfinding and signage



Sports Courts



Park Concessions



Outdoor Fitness



Outdoor Amphitheater



Picnic Pavilion



Upgraded Baseball Facilities



Figure 53: Doak Street Park and Buffer Trail Enhancements

Table 24: List of Improvements by Level

Item	Number of Items	Level
Trail	1	1, 2, 3 and 4
Landscaping		1, 2, 3 and 4
Wayfinding Signage	4	1, 2, 3 and 4
Landscape Buffer	1	2, 3 and 4
Surface Parking	1	2, 3 and 4
Sports Courts	8	2, 3 and 4
Dog Park	1	3 and 4
Outdoor Fitness Park	1	3 and 4
Outdoor Amphitheater	1	3 and 4
All Ages Playground	1	3 and 4
Upgraded Baseball Facilities	2	4
Picnic Pavilion	1	4
Sports Field	1	4

## Develop Commercial Infill Incentive Program

In downtown Taylor, there is an opportunity to promote the redevelopment of vacant or underutilized land. By offering financial or regulatory incentives, the city can encourage private investment in commercial projects that boost economic growth, the local tax base, and the quality of commercial corridors. Incentives could include tax abatements, fee waivers, or expedited permitting processes, focusing on projects that align with community goals like mixed-use developments, small business support, and improved walkability.

### ACTIONS

**POLICY 12** Streamline permitting or other regulatory barriers to retrofitting historic buildings for commercial uses.

**POLICY 13** Implement tax abatements for projects with ground floor retail which follow design standards and plan priorities.



## POLICIES

### Policy 12. Streamline permitting or other regulatory barriers to retrofitting historic buildings for commercial uses.

Reducing regulatory challenges for retrofitting historic buildings will encourage investment and adaptive reuse in downtown. Streamlined permitting processes can make it easier for property owners to bring existing buildings up to modern standards while preserving their historic character and supporting commercial activity.

### Policy 13. Implement tax abatements for projects with ground floor retail which follow design standards and plan priorities.

Offering tax abatements for developments that include ground floor retail and meet established design and policy goals will help attract infill projects. These incentives can support a vibrant, pedestrian-oriented downtown by encouraging mixed-use development that aligns with the community's vision.

## PHASE

Short-term

## LEVEL OF INVESTMENT

Low - \$

## IMPLEMENTING AGENCY

Development Services

## FUNDING TOOLS

- Grants, Tax Credits and Funding from Texas Historical Commission
- City of Taylor budget allocation
- Public-Private Partnership

## PARTNERSHIPS

- Texas Historical Commission
- Taylor Conservation and Heritage Society
- Development Community
- Local businesses and community organizations

## GOALS ADDRESSED



SOCIAL  
FABRIC



ECONOMIC  
DEVELOPMENT



ENVIRONMENTAL  
ENHANCEMENT



ART AND  
CULTURE

## Potential Commercial Development Opportunities

Downtown Taylor offers many opportunities for expanding commercial uses. This can be achieved through utilizing existing spaces, developing vacant lots, or adapting current structures for new purposes. Many property owners in the area own adjacent properties, which creates the potential to consolidate these lots for larger development projects.

The City can work together with these property owners to develop or redevelop these sites for commercial use. This collaboration will support the economic growth of downtown.

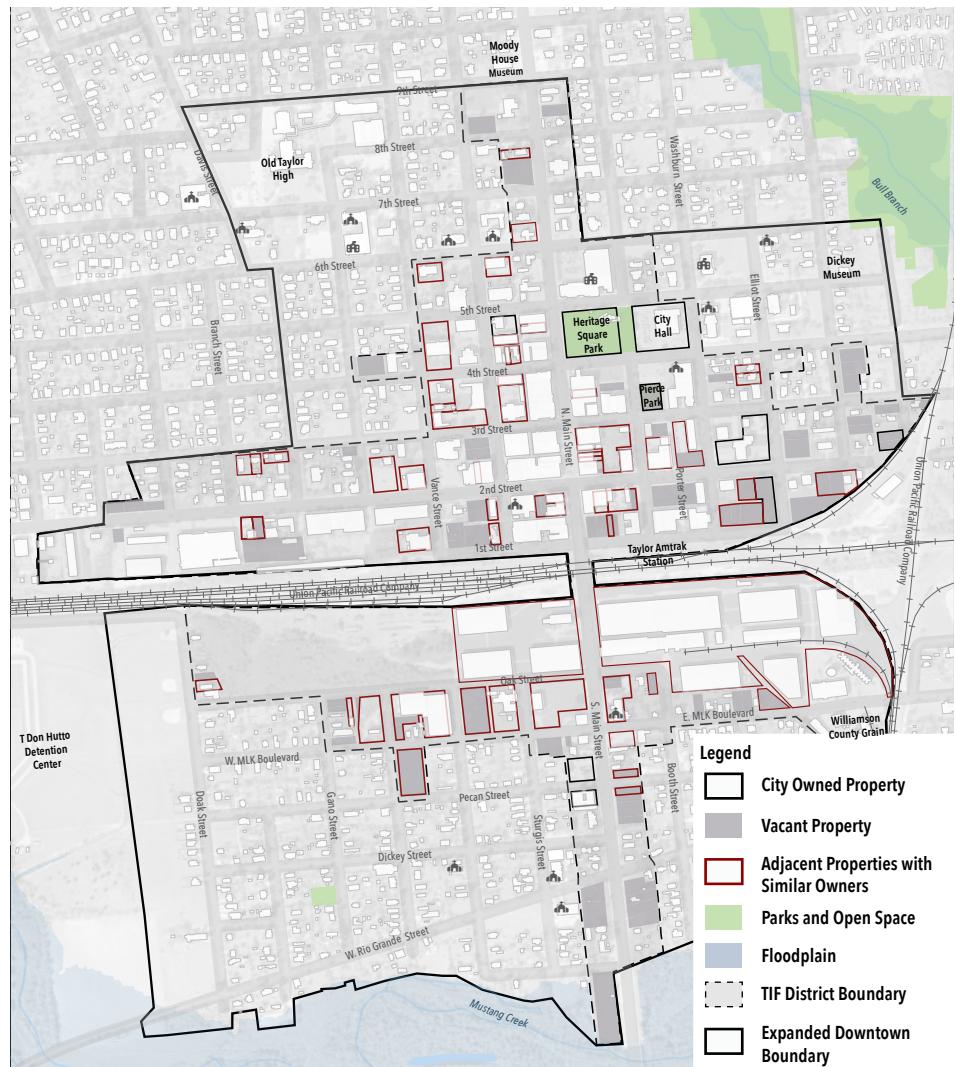


Figure 54: Potential Development Opportunities Map

Source: City of Taylor

## Victoria, TX

The City of Victoria encourages infill development through incentives like the Façade Grant Program and Historic Preservation Tax Credits. Tax abatements reward projects that create jobs and investment, while TIRZs fund public improvements. Additional programs such as TX-PACE and Opportunity Zones offer financing for energy-efficient upgrades and long-term redevelopment.



Source: [www.growingvictoriatx.com](http://www.growingvictoriatx.com)

*Victoria uses grants, tax incentives, and financing programs to boost downtown revitalization and infill development.*

## San Marcos, TX

San Marcos supports infill development through an economic development policy focused on job creation, capital investment, and community values. Incentives are used selectively to fill funding gaps and include infrastructure assistance, fee waivers, and grants like BIG Grant and Main Street Incentive Grant. Programs like the Legacy Business and Sustainable Resources Grants support long-term retention and downtown revitalization.



Source: [www.sanmarcostx.gov](http://www.sanmarcostx.gov)

*San Marcos incentives help attract new businesses and support their long-term success*

## Report on Plan Implementation

The City should monitor and report the Taylor Downtown Plan's progress to the community to ensure it meets its objectives. A well-organized reporting system promotes accountability, transparency, and continuous improvement by tracking key metrics, documenting completed actions, and identifying areas that need adjustment. Public reports encourage community engagement by providing residents, businesses, and stakeholders with updates on how the plan's goals and strategies are being implemented.

### ACTIONS

**PROGRAM 13** Create a public facing tracking system to report on the implementation of the plan's programs, policies, and projects.



## PROGRAMS

### Program 13. Create a public facing tracking system to report on the implementation of the plan's programs, policies, and projects.

An accessible tracking system will keep the public informed about the City's progress and outcomes in downtown. By documenting current efforts, completed tasks, and future goals, the tracker will bring transparency and build trust with the community. Making this information publicly available through a website, dashboard, or public reports will encourage continued stakeholder engagement and help the City adjust priorities as needed to stay aligned with shared goals.

## PHASE

Short-term

## LEVEL OF INVESTMENT

Low - \$

## IMPLEMENTING AGENCY

Development Services

## FUNDING TOOLS

- City of Taylor budget allocation

## PARTNERSHIPS

- Representatives from applicable City departments
- Technology Consultant

## GOALS ADDRESSED



SOCIAL  
FABRIC



ECONOMIC  
DEVELOPMENT



ENVIRONMENTAL  
ENHANCEMENT



ART AND  
CULTURE



## **4. Implementation**

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## 4.1. Overview

Implementation strategies provide a clear roadmap for success. This section outlines the strategies that the City of Taylor and local leaders can utilize to implement the Taylor Downtown Plan. With a focus on planning and regulatory frameworks, incentives, financial tools and capital improvements, these

strategies detail the necessary actions to advance the plan's long-term vision.

These strategies serve as a valuable guide for the City of Taylor and its partners in developing programs, setting priorities, allocating resources and measuring progress. It is essential to periodically review

and update this section to maintain its relevance as the downtown area evolves.

As ongoing work progresses, new collaborations will form, additional funding sources will be discovered, and successful projects will create opportunities for further enhancements.

Area

Main Street

## Desarrollo

### Desarrollo de Norte Main Street

Local Trade Improvement  
Proposed: City development  
and local community  
improvement plan  
including: commercial and  
residential development.

Desarrollo de Sector Local  
Proposed: City development  
and local community  
improvement plan  
including: commercial and  
residential development.

Local Main Improvement  
Proposed: City development  
and local community  
improvement plan  
including: commercial and  
residential development.

Local Main Improvement  
Proposed: City development  
and local community  
improvement plan  
including: commercial and  
residential development.



## 4.2. Elements of Implementation

### Action Steps

Action steps provide guidance about where and how to start implementing each of the recommendations. Action steps also help in planning for full implementation and establishing when funding sources will be needed.

### Phase

Implementation phases are estimated time frames for initiation to completion of each recommendation. They are classified as follows:

**Short-term (1-5 years):** These are typically less complex recommendations which require fewer resources and involve fewer partners for implementation. It also includes projects which are currently in advanced planning or full design stage.

**Mid-term (5-10 years):** These are recommendations that may require more resources and planning than the 5-year horizon.

**Long-term (10+ years):** These recommendations typically require a large amount of capital and coordination between different partners. Their implementation may begin earlier but may include a number of phases to construct, taking the full completion of the recommendation past the 10 year horizon.

### Level of Investment

Level of investment designations help to provide planning level estimates for future budgets, resources and funding sources. The symbology for the designations is described here:

- \$ Low - Typically includes allocating or reallocating existing resources, staff time and partner coordination. A low level of investment does not typically require capital expenditures.
- \$\$ Medium - Typically includes design, studies, aesthetic enhancements and limited infrastructure improvements.
- \$\$\$ High - Typically includes construction of significant infrastructure that would be part of a Capital Improvement Program.

### Potential Funding Sources

Potential funding sources are included for each recommendation. Funding strategies are to assist the City of Taylor in seeking available funding. Every strategy is not applicable in every case; however, a single strategy may be utilized to fund multiple recommendations. Potential funding sources include:

- City of Taylor Budget
- Bonds
- State Grants
- Funding Programs
- Public-Private Partnerships
- Tax Increment Districts

- Debt
- Private Organizations and Developers
- Williamson County

### Potential Partnerships

Public, private and community organizations have roles to play in contributing to the implementation of these recommendations. Partners can play a number of different roles including:

- Organize
- Advocate
- Initiate
- Participate
- Lead

Examples of organizations include:

- City of Taylor departments
- Local businesses and property owners
- Community organizations
- Williamson County
- State of Texas
- Taylor Chamber of Commerce
- Taylor Independent School District (TISD)



## PROJECTS

Projects are built, permanent, physical changes.



## PROGRAMS

Programs are one-time events or ongoing actions that influence the study area but do not require permanent physical changes.



## POLICIES

Policies are legal norms, rules, or definitions that control and influence future changes.

Each Project, Program or Policy ties back to our previous goals:



Economic Development



Social Fabric

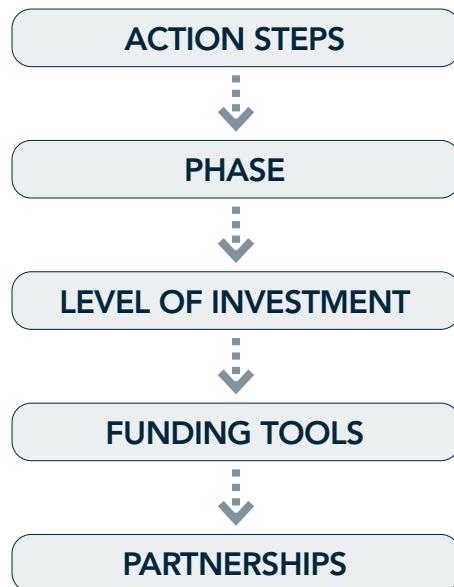


Environmental Enhancement



Art and Culture

Each Project, Program or Policy includes the following elements:



## 4.3. Implementation Summary

#	Recommendation	Phase	Level of Investment
①	Activate Alleyways	Long-Term	\$\$
②	Activate Main Street Bridge	Mid-Term	\$\$
③	Build Comfortable and Safe Streets	Long-Term	\$\$
④	Support More Festivals and Events Downtown	Long-Term	\$\$\$
⑤	Connect to Greenspaces	Mid-Term	\$\$
⑥	Implement Operations and Maintenance Plan	Short-Term	\$
⑦	Establish Parking Inventory	Short-Term	\$\$
⑧	Develop Financial Model for Downtown	Mid-Term	\$\$
⑨	Implement Comprehensive Railroad Safety Zone	Long-Term	\$\$\$
⑩	Enhance Cohesive Identity of Downtown	Short-Term	\$
⑪	Create Arts Program	Mid-Term	\$\$
⑫	Expand Tax Increment Reinvestment Zone	Short-Term	\$
⑬	Prioritize Investments Along South Main Street	Long-Term	\$\$\$
⑭	Develop Commercial Infill Incentive Program	Short-Term	\$
⑮	Report on Plan Implementation	Short-Term	\$

## Legend

- New/Upgraded Green and Gathering Spaces
- Streetscape Upgrades
- Art and Cultural Trail
- Art and Cultural Sites
- Catalyst Site
- New Nature Connections and Trailheads
- Hike and Bike Trails
- Existing Parks
- Floodplain
- Railroad
- Buildings
- TIF District Boundary
- Expanded Downtown Boundary

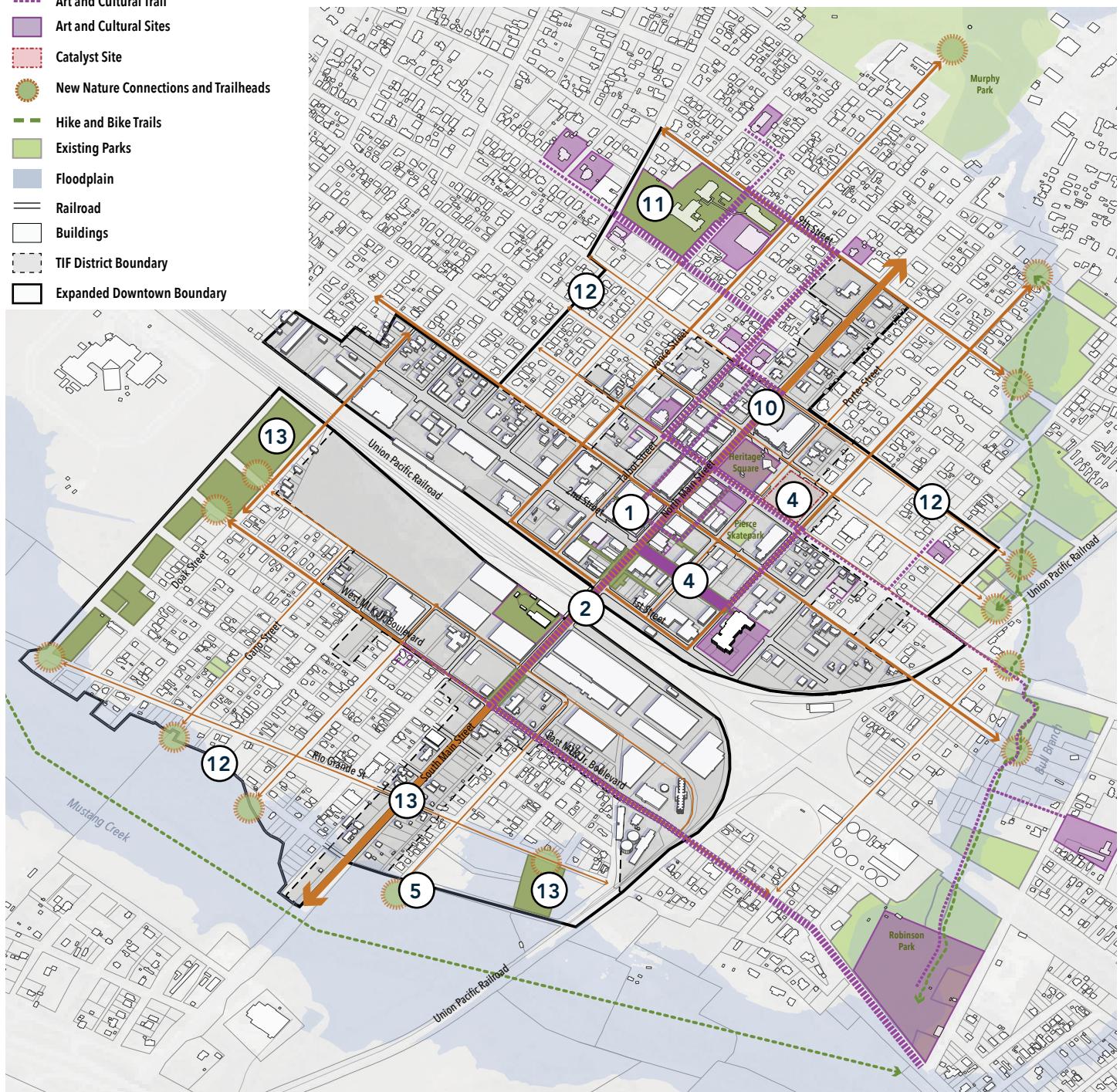
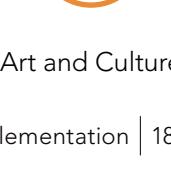


Figure 55: Implementation Strategies Map

## 4.4. Implementation Plan

#	RECOMMENDATION	TYPE	ACTIONS
1	<p><b>Activate Alleyways</b></p> <p>Downtown Taylor features a well-connected grid of roads and alleyways. Currently, these alleyways serve essential functions for utilities, including electric lines and trash collection. However, by creatively repurposing them, we can significantly enhance pedestrian activity and bolster support for small businesses. Transforming these alleyways into vibrant gathering spaces could foster a stronger sense of community, providing areas for pedestrian refuge, public art displays, and increased commercial activity.</p>	Program 1	Create consolidated trash and loading areas near buildings to provide space for pedestrian activity.
		Project 1	Develop a program through Main Street to enhance lighting and materials in alleyways, provide trash receptacles, and assist in ongoing maintenance.
		Policy 1	<p><b>Step 1:</b> Install benches, enhanced lighting, trash receptacles, striped surface parking, and assist in ongoing maintenance.</p> <p><b>Step 2:</b> Restripe crosswalk and create a screen for utility access.</p> <p><b>Step 3:</b> Install planters, bollards, and art displays, creating a screened waste corral and planter boxes.</p>
2	<p><b>Activate Main Street Bridge</b></p> <p>The Main Street Bridge in downtown Taylor serves as the main north-south route in the area. It connects Historic North Main Street to the region south of the Union Pacific Railroad along South Main Street. To further enhance connectivity and improve safety along this corridor, the city could consider developing the area beneath the bridge into vibrant community spaces. Additionally, introducing multi-modal mobility options would facilitate transportation for visitors and residents to access both ends of Main Street easily.</p>	Project 2	<p>Develop at-grade, flexible streetscapes allowing for all modes to safely share space.</p> <p><b>Step 1:</b> Stripe crossings along 1st Street and provide surface treatment under the bridge.</p> <p><b>Step 2:</b> Install planters, street furnishings, and seating under the bridge.</p> <p><b>Step 3:</b> Designate space for markets, performances, and community events to activate the bridge.</p>
		Project 3	<p>Rebuild the pedestrian bridge to be ADA-compliant and create a safe connection to it.</p> <p><b>Step 1:</b> Remove existing pedestrian bridge and create a safe connection to it.</p> <p><b>Step 2:</b> Construct ADA-compliant pedestrian ramps, handrails, and non-slip surface.</p> <p><b>Step 3:</b> Add lighting, signage, and wayfinding connections.</p>
		Project 4	<p>Close down wing streets to cars and reactivate pedestrian-only spaces.</p> <p><b>Step 1:</b> Restrict vehicle access along wing streets using temporary barriers.</p> <p><b>Step 2:</b> Add lighting, seating, and wayfinding.</p> <p><b>Step 3:</b> Activate space below the bridge with programming.</p>

	Phase	Level of Investment	Potential Funding Sources	Potential Partnership	Implementing Agency	Goals Addressed
as for multiple activity. o support upgrading street furnishings, ng, and upgraded , and add art murals. shared loading zone. in addition to ice bistro seating. ngs to utilize the retail space. ong the bridge so all and Main Street bridge. s, and art/mural erformances, and area. compliant and lge and prepare site strian bridge with nding to improve vate them as g streets and install ding. e with planters, art,	Long-Term (10+ years)	Med - \$\$	Grants and funding programs for downtown revitalization and streetscape improvements, Public-private partnerships	ONCOR, Development community, Local businesses and community organizations	Development Services	   
	Mid-Term (5-10 years)	Med - \$\$	Grants and funding programs for downtown revitalization and streetscape improvements, Public-private partnerships	TXDOT, Development Community, Local businesses and community organizations	Public Works	   

**KEY:**



Economic Development



Social Fabric



Environmental Enhancement



Art and Culture

#	RECOMMENDATION	TYPE	ACTIONS
3	<p><b>Build Comfortable and Safe Streetscapes</b></p> <p>By enhancing the design and function of streetscapes, downtown Taylor will support pedestrians and cyclists while maintaining efficient vehicular traffic flow. The reimagined streets will reflect a balanced approach that accommodates future growth while preserving the city's small-town charm and community-focused spirit.</p>	Project 5	<p>Increase comfort by providing shade trees refuge along streets.</p> <p><b>Step 1:</b> Plant shade trees along sidewalk areas.</p> <p><b>Step 2:</b> Install benches and seating at key locations.</p> <p><b>Step 3:</b> Add planters and street furnishings to enhance comfort and character.</p>
			<p>Incorporate shared use paths to reduce conflicts between various modes of transportation.</p>
			<p>Improve TXDOT-controlled roads to align with the vision of safety and comfort for pedestrians and cyclists.</p>
4	<p><b>Support More Festivals and Events Downtown</b></p> <p>Downtown Taylor hosts several events and festivals throughout the year, including Taylor Fest, Taylor Shred Fest, the Main Street Car Show, and the Taylor Studio Tour. Most of these events take place on North Main Street or in its vicinity, leading to closures of this central thoroughfare, which limits the number of events the city can accommodate. However, there are opportunities in downtown Taylor to host events in other locations within the area.</p>	Project 6	<p>Reconstruct East Second Street as a flexible space for community festivals and gatherings.</p> <p><b>Step 1:</b> Rebuild street with at-grade, flexible space for vehicles and pedestrians.</p> <p><b>Step 2:</b> Install lighting, utilities, and furnishings for events.</p> <p><b>Step 3:</b> Incorporate space for vendors, performers, and community programming.</p>
			<p>Expand the year-round calendar of downtown events to attract visitors and foster community pride.</p>

	Phase	Level of Investment	Potential Funding Sources	Potential Partnership	Implementing Agency	Goals Addressed
and benches for s and gathering ey rest points. ngs to enhance nflict between	Long-Term (10+ years)	Med - \$\$	2024 Certificates of Obligation Bond, Grants and funding programs for downtown revitalization and streetscape improvements, Public-private partnerships, Transportation funding programs and grants for road improvements	TXDOT, Arbor Day Foundation, Local businesses and community organizations, Development Community	Public Works	   
with the downtown s.						
e, event-ready gs. xible paving for shings to support erformances, and own events to draw	Long-Term (10+ years)	High - \$\$\$	2024 Certificates of Obligation Bond, Grants and funding programs for downtown revitalization and streetscape improvements, Public-private partnerships, Transportation funding programs and grants for road improvements	Local businesses and community organizations, Development Community, TXDOT, Texas Commission on the Arts	Development Services	   

**KEY:**



Economic Development



Social Fabric



Environmental Enhancement



Art and Culture

#	RECOMMENDATION	TYPE	ACTIONS
5	<p><b>Create Connections to Green Spaces</b></p> <p>Taylor has various park spaces and natural areas surrounding its downtown. However, Heritage Square is the only park within the downtown area. Developing connections to these green spaces will significantly improve accessibility for residents and visitors, encouraging them to explore and enjoy these vibrant outdoor areas.</p>	Project 7	<p>Install new signage along with temporary art installations to connect downtown users to parks and trails.</p> <p><b>Step 1:</b> Coordinate with Public Works to make the connections.</p> <p><b>Step 2:</b> Install directional and wayfinding signs for parks and trails.</p> <p><b>Step 3:</b> Add temporary art installations at key locations.</p>
		Project 8	<p>Enhance surrounding park spaces with upgraded facilities and seating.</p> <p><b>Step 1:</b> Upgrade park facilities such as restrooms and seating.</p> <p><b>Step 2:</b> Provide flexible spaces designed for events and gatherings.</p> <p><b>Step 3:</b> Program spaces with events and activities.</p>
		Policy 4	Prioritize park and trail improvements where they are most "comfortable and safe streetscapes."
6	<p><b>Update and Implement Landscape Operation and Maintenance Plan</b></p> <p>In 2023, the City of Taylor created a Landscape Operation and Maintenance (O&amp;M) Plan for numerous landscaped areas in the downtown. This O&amp;M plan ensures that the landscaped areas in downtown are regularly maintained to extend their lifespan, improve safety, and enhance community satisfaction.</p>	Program 3	Coordinate between Parks and Recreation and other departments to determine maintenance and implementation structure.
		Program 4	Identify additional City or other funding sources for operations and maintenance activities.
		Policy 5	Update City of Taylor Landscape Operation Plan to guide landscape and public space improvements.
		Policy 6	Expand plan to include the maintenance of additional parks/public spaces, and utility areas.
7	<p><b>Establish Parking Inventory</b></p> <p>The City of Taylor has recently restriped parking downtown to support local businesses, there is an abundance of parking downtown. Moving forward, maintaining an accurate inventory of parking and monitoring how it is used will help the City optimize existing resources and guide future decisions. Sharing this information with downtown users will improve wayfinding, make better use of available spaces, and ensure the parking system continues to support access, connectivity, and economic vitality.</p>	Program 5	<p>Keep an up-to-date inventory of existing parking spaces to assess usage patterns and future needs.</p> <p>Downtown users on the inventory available for shared use.</p>

	Phase	Level of Investment	Potential Funding Sources	Potential Partnership	Implementing Agency	Goals Addressed
art installations to s. have signage g signage to parks along key routes. graded facilities and restrooms, lighting, d to support events activities re they connect to , Public Works, and nce responsibilities	Mid-Term (5-10 years)	Med - \$\$	Grants and funding programs for downtown revitalization and streetscape improvements, Public- private partnerships	Trail advocacy groups, Local businesses, nonprofits, and community organizations, Texas Commission on the Arts	Development Services and Parks and Recreation	   
ources for increased ns and Maintenance aintenance. f streets, sidewalks, s.	Short- Term (1-5 years)	Low - \$	2024 Certificates of Obligation Bond, City of Taylor budget allocation	Local businesses, nonprofits, and community organizations, Trail advocacy groups	Public Works and Parks and Recreation	   
arking and continue and report out to e.	Short- Term (1-5 years)	Low - \$	City of Taylor budget allocation, Parking revenue, Grants and sponsorships	Downtown business owners, Parking management companies, Transportation agencies	Development Services	   

**KEY:**



Economic  
Development



Social Fabric

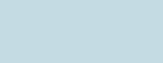


Environmental  
Enhancement



Art and Culture

#	RECOMMENDATION	TYPE	ACTIONS
8	<b>Develop a Financial Model for Downtown</b>  As more development happens in downtown Taylor over the course of this plan, the City will need to determine if the project will contribute to the fiscal sustainability of the city. To ensure each project, plug new developments into the model to test whether the project generates the amount of revenue for the cost of infrastructure maintenance.	Program 6	Develop a financial model to prioritize and improvement projects.
	Program 7	Utilize financial model to evaluate private or public investment.	
	Policy 7	Identify what tools city has to identify gaps.	
9	<b>Implement Comprehensive Railroad Safety Zone</b>  Downtown Taylor is divided by the Union Pacific Rail Yard which supports numerous industries in downtown Taylor and an Amtrak passenger rail stop. This rail yard is integral to the city however it impacts the livability and vibrancy of the downtown area. Implementing a Comprehensive Railroad Safety Zone would allow trains to routinely not sound their horns at public highway-rail grade crossings if additional safety measures are in place.	Project 9	Conduct a feasibility study to determine what implementation plan.  <b>Step 1:</b> Coordinate with Union Pacific and City Administration staff to identify safety improvements. <b>Step 2:</b> Collect traffic and train data. <b>Step 3:</b> Calculate risk using the Quiet Zone and confirm feasibility of establishing the Quiet Zone.
		Project 10	Develop a detailed Implementation Plan to be identified in feasibility study.  <b>Step 1:</b> Identify funding sources and obtain approval (e.g., NAMP, HUD 108, CDBG). <b>Step 2:</b> Prepare design plans including signage, and pavement markings. <b>Step 3:</b> Send Notice of Intent and design to stakeholders (FRA, UPRR, Amtrak, TxDOT).
		Project 11	Upgrade all crossings and submit Quiet Zone to required parties.  <b>Step 1:</b> Implement all recommended safety improvements. <b>Step 2:</b> Diagnostic team to complete final verify safety improvements. <b>Step 3:</b> Send Notice of Establishment to UPRR, Amtrak, TxDOT, etc.

	Phase	Level of Investment	Potential Funding Sources	Potential Partnership	Implementing Agency	Goals Addressed
l fund downtown	Mid-Term (5-10 years)	Med - \$\$	Grants and funding programs, City of Taylor budget allocation, Public-Private Partnership	Downtown business owners, Financial Consultants, Local business organizations	Development Services	   
development and						
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hat is needed for an	Long-Term (10+ years)	High - \$\$\$	Grants and funding programs, City of Taylor budget allocation, Public-Private Partnership	Union Pacific Railroad Federal Railroad Administration, Downtown business owners, TXDOT	Public Works	   
nd Federal Railroad						
orvements.						
one Risk Index, and						
iet Zone.						
o upgrade crossings						
ain City Council						
safety improvements,						
n plans to						
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one application to all						
afety upgrades at						
al inspection to						
o stakeholders (FRA,						

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Economic Development



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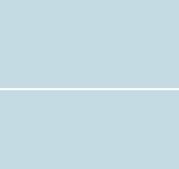
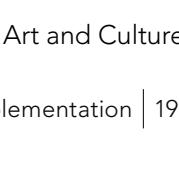


Environmental Enhancement



Art and Culture

#	RECOMMENDATION	TYPE	ACTIONS
10	<p><b>Enhance Cohesive Identity of Downtown</b></p> <p>To strengthen downtown Taylor's unique character and sense of place, the City should support unified design elements, branding, and placemaking initiatives. This strategy will attract visitors, foster community pride, and promote economic vitality by creating a visually distinctive, walkable, and vibrant urban core. The approach integrates physical improvements, wayfinding, public art, and programming to highlight the city's historic and cultural assets while supporting future growth.</p>	Project 12	<p>Enhance signage throughout the downtown Main Street.</p> <p><b>Step 1:</b> Coordinate with Public Works and tourism to ensure consistent signage and public art made.</p> <p><b>Step 2:</b> Install signage and public art.</p> <p><b>Step 3:</b> Activate corridors with events and programming.</p>
		Project 13	<p>Create Downtown Taylor Art and Cultural Trail.</p> <p><b>Step 1:</b> Define the location of the trail and create a wayfinding and branding package.</p> <p><b>Step 2:</b> Install signage and painted sidewalks to guide visitors to key sites along the trail.</p> <p><b>Step 3:</b> Create design guidelines for streets and alleyways to create a defined trail.</p>
		Program 8	Incorporate murals, sculptures, and regular events in engaging and memorable public spaces.
		Program 9	Offer incentives for property owners to renovate storefronts with design elements that align with the city's identity.
11	<p><b>Expand Arts Program</b></p> <p>Downtown Taylor is home to a variety of residents and business owners who use their creativity to enhance the community. Building on the work of the existing Public Arts Advisory Board, the City should develop and adopt a comprehensive arts plan that secures funding and provides direction for future initiatives. This plan can guide public art installations, performing arts events, gallery spaces, and arts education, while fostering partnerships with local artists, cultural organizations, and schools to create engaging and accessible art experiences for residents and visitors alike.</p>	Program 10	Provide grants, studio spaces, and professional development opportunities.
		Program 11	Commission murals, sculptures, and interactive public spaces.
		Program 12	Collaborate with community organizations for arts education.
12	<p><b>Expand Tax Increment Reinvestment Zone Boundary</b></p> <p>The Tax Increment Reinvestment Zone (TIRZ), the boundary for the Taylor Downtown Plan, is approximately 203 acres spanning Main Street. Expanding the boundary would allow for additional dollars to be generated as part of the zone that can be used to implement projects, policies, and programs.</p>	Project 14	<p>Determine what areas should be included in the boundary.</p> <p><b>Step 1:</b> Identify potential boundary expansion areas.</p> <p><b>Step 2:</b> Confirm property owner support for the expanded zone.</p> <p><b>Step 3:</b> Prepare recommendation for government to adopt boundary enlargement by ordinance.</p>
		Policy 8	Create a financial plan for areas to be added to the TIRZ.
		Policy 9	Amend TIRZ Boundary and investigate additional funding sources.

	Phase	Level of Investment	Potential Funding Sources	Potential Partnership	Implementing Agency	Goals Addressed
vn, including South nd artists to have nd programming. Trail. nd create a walk stamps to direct eetscapes and r events to create novate and maintain n with the cohesive	Short-Term (1-5 years)	Low - \$	Grants and funding programs for downtown revitalization and streetscape improvements, Hotel occupancy tax funds, Public-private partnerships	Texas Commission on the Arts, Texas Rural Funders, Development Community, Local businesses and community organizations	Development Services	   
ional development ctive art pieces in to offer arts	Mid-Term (5-10 years)	Med - \$\$	Grants and funding programs for downtown revitalization and streetscape improvements, Public-private partnerships	Texas Commission on the Arts, Texas Rural Funders, Local businesses and community organizations, Development Community	Development Services	   
in the expanded nsion areas. t for inclusion in the verning body to nce or resolution. ed to the TIRZ. ditional partners	Short-Term (1-5 years)	Low - \$	Incremental property tax revenue generated by increased property values within the TIRZ district, Grants or funding programs offered by state or federal agencies for infrastructure development projects	Property owners within the TIRZ district, State or federal agencies providing funding or resources for community development and infrastructure projects	Development Services and, Public Works	 

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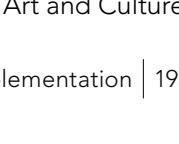


Environmental Enhancement



Art and Culture

#	RECOMMENDATION	TYPE	ACTIONS
13	<p><b>Prioritize Investment along South Main Street</b></p> <p>South Main Street has historically seen less investment than North Main Street, which has an existing historic district. Fostering investment in this area will extend the vibrancy of downtown, diversify local business opportunities, and support long-term sustainable development. Focusing on the unique culture and history of South Main Street will create a desirable destination for businesses, residents, and visitors.</p>	Project 15	Utilize TIRZ funds to invest in capital improvements to sidewalks, lighting, landscaping, and signage to create a pedestrian-friendly, attractive environment.
			<b>Step 1:</b> Prepare or amend the TIRZ project financing plan to guide improvements.
			<b>Step 2:</b> Allocate funds and enter agreements for projects, upgrade sidewalks, lighting, landscaping, and provide related city/county signage, and provide related city/county
14	<p><b>Develop Commercial Infill Incentive Program</b></p> <p>In downtown Taylor, there is an opportunity to promote the redevelopment of vacant or underutilized land. By offering financial or regulatory incentives, the city can encourage private investment in commercial projects that boost economic growth, the local tax base, and the quality of commercial corridors. Incentives could include tax abatements, fee waivers, or expedited permitting processes, focusing on projects that align with community goals like mixed-use developments, small business support, and improved walkability.</p>	Policy 12	Create a historic overlay to celebrate the history of South Main Street.
			Realign land use categories to support local businesses and provide more housing opportunities.
15	<p><b>Report on Plan Implementation</b></p> <p>The City should monitor and report the Downtown Plan's progress to the community to ensure it meets its objectives. A well-organized reporting system promotes accountability, transparency, and continuous improvement by tracking key metrics, documenting completed actions, and identifying areas that need adjustment. Public reports encourage community engagement by providing residents, businesses, and stakeholders with updates on how the plan's goals and strategies are being implemented.</p>	Program 13	Streamline permitting or other regulatory hurdles for retrofitting historic buildings for commercial use.
			Implement tax abatements for projects within the historic district which follow design standards and plan principles.

	Phase	Level of Investment	Potential Funding Sources	Potential Partnership	Implementing Agency	Goals Addressed
gements, including ge, to create a ect plan and ents to implement ndscaping, and ervices. ships to support velopment, and zone. istory and culture of al businesses and barriers to al uses. h ground floor retail riorities.	Long-Term (10+ years)	High - \$\$\$	Incremental property tax revenue generated by increased property values within the TIRZ district, Grants or funding programs offered by state or federal agencies for infrastructure development projects	Property owners within the TIRZ district, City government departments responsible for finance, planning, and infrastructure development, State or federal agencies providing funding or resources for community development and infrastructure projects	Development Services and, Public Works	   
Report on the olicies, and projects.	Short-Term (1-5 years)	Low - \$	Grants, Tax Credits and Funding from Texas Historical Commission, City of Taylor budget allocation, Public-Private Partnership	Texas Historical Commission, Taylor Conservation and Heritage Society, Development Community, Local businesses and community organizations	Development Services	   
	Short-Term (1-5 years)	Low - \$	City of Taylor budget allocation	Representatives from applicable City departments, Technology Consultant	Development Services	  

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