

Draft

West 2nd Street Corridor Implementation Plan

Taylor, Texas

Introduction.

As a result of the partnership between the State of Texas (TXDOT), the County of Williamson, and the City of Taylor, W. 2nd Street was rebuilt. These improvements included drainage, utility, and pavement improvements.

W 2nd Street has been a major thoroughfare in Taylor since the City was incorporated. Originally named Broad Street, it is Business 79 now, or W. 2nd Street, which is part of US 79 highway that extends from Interstate 35 to Memphis, Tennessee.

Several long standing businesses have and do call W. 2nd Street home: Floyd's Glass, Taylor Bedding, Burrows Cabinets, and Taylor Meat, for instance. Other notable businesses include Louis Miller's and El Corral Lozano, formerly Mikeska's BBQ.

Currently, the corridor is experiencing a low, if not absent crime rate and a resurgence in private investment as a result of the capital improvements.

In response to the infrastructure improvements, the City leadership directed city staff to analyze the corridor and make recommendations to encourage the following strategic objectives.

The W 2nd Street Corridor Plan was adopted by the City Council in March 2013.

This document is intended to outline the implementation strategy of the Plan. It is also intended to be used in conjunction with the adopted plan.

The **Strategic Objectives** of the Plan were as follows:

- Compliment the road, utility, and drainage improvements made to the thoroughfare
- Encourage beautification
- Enhance code enforcement (grass, trash, and debris)
- Encourage continued investment and development

The Plan's Recommendations Included:

- For 12 months enhance focused code enforcement efforts along the corridor
- Enlist Keep Taylor Beautiful volunteers, and others, to visit with property owners about beautification and nuisance abatement solutions; the "peer to peer" approach.
- Allocate approximately \$50,000 to assist with projects along the corridor; for example:
 - ✓ Painting,
 - ✓ Building rehabilitation,
 - ✓ Demolition,
 - ✓ Asbestos removal,

- ✓ Sign repair or removal,
- ✓ Trash removal and cutting grass, etc
- Prepare literature or brochures to relay the vision of the corridor (landscaping, type of signage)
- Examine the possibility of creating a Tax Increment Financing (TIF) District in partnership with the County to assist with the economic development of the corridor
- Develop a “W 2nd Corridor Economic Development Public Incentives Policy.” Similar to the Downtown area where investment levels are lower in order to qualify for incentives.
 - ✓ For instance, the minimum capital investment is currently \$500,000. Consider reducing this to \$100,000 to qualify for incentives.
 - ✓ Also expand the target industry list to encourage more retail and professional services

The Recommended Implementation Plan Included:

1. Recruit volunteers from various organizations, including Keep Taylor beautiful,
2. Conduct public meetings in the Corridor area,
3. Allocate as soon as possible, the recommended funds for the corridor,
4. Amend the economic development incentives matrix to reflect the lower investment threshold and a complimentary target industry list,
5. Instigate the code enforcement efforts,
6. Publish public awareness literature in print as well as electronically (i.e. website),
7. Develop general design standards for building appearance, landscape design, and public art,
8. Develop the Gateway Commercial District. Now that our western boundaries are identified, staff can move forward with defining what this district is intended to be,
9. Pursue the creation of the W. 2nd Street Corridor Tax Increment Financing District (TIF),
10. Install way-finding signs.

Specific Implementation Recommendations:

1. Recruit volunteers: Meet with various groups to enlist their assistance with the ‘peer to peer’ approach to code enforcement, beautification, and general public awareness of the District’s programs and objectives (District Ambassadors).
2. Public meetings: meet at least once per year to discuss issues and concerns within the District.
3. Seed money for District improvements:
 - Budget funds for public arts projects (see also item number 7)
 - Budget funds for Way-Finding Signs that identify key destinations (see also item number 10)
 - Landscaping Grants for trees and irrigation; up to \$1,500 per grant on a 50/50 cost sharing basis,
 - Energy Efficiency Grants to meet the 2009 International Energy Conservation Code (IECC) for HVAC upgrades, new windows, doors, insulation, wiring; up to \$4,500 per grant on a 50/50 cost sharing basis,
 - Security Enhancement Grants for cameras, fencing, lighting; up to \$2,000 per grant on a 50/50 cost sharing basis,

- Technology Enhancement Grants for machinery and equipment purchases and replacements; up to \$1,500 per grant on a 50/50 cost sharing basis,
 - Clean Up Partnership Grants for trash clean up, asbestos surveys and removal, demolition, etc.; up to \$1,500 per grant on a 50/50 cost sharing basis,
 - Paint Grant: up to \$1,000 per grant on a 50/50 cost sharing basis,
 - Sign Grant: up to \$1,000 per grant on a 50/50 cost sharing basis.
4. Economic Development Incentives Policies: submit amendment to Ordinance 2010-38 adding the Proposed Incentives in Attachment “A” and the Proposed Target List in Attachment “B.” In addition, the sustaining Tax Increment Financing District will continue to be pursued. Finally, mechanisms will be explored in order to introduce Industrial Development Bonds in to the mix of economic development finance options.
 5. Code enforcement: staff initiated a focused code efforts in the District when the Plan was approved, and will continue to ensure that basic nuisances are addressed. Additionally, substandard buildings and non-conforming uses will be identified and strategies developed to assist those property owners.
 6. Awareness Literature: the Plan is on the city’s website. A brochure, which can be disseminated electronically as well as in print, will be produced highlighting the various projects and programs available in the District, including but not limited to communicating the vision and design standards of the corridor. In addition, real estate and development professionals will continue to be engaged to help market the District.
 7. Design Standards: recruit a small representative ‘steering committee’ tasked with developing a strategy to address building, landscape, private signage and ‘way-finding’, City-District entry point identification, and public art aesthetics within 8 to 12 months from Council appointment.
 8. Gateway Commercial District – implement the recommendations in the 2004 Comprehensive Plan for this zoning district, ensuring that it is complimentary with the vision of the District within 12 months following the adoption of the ‘Implementation Plan’ for the District.
 9. Tax Increment Financing District – continue to work with the County for the establishment of “Taylor TIF #2.” This will enable the grant programs mentioned above to continue, as well as provide public infrastructure and also possibly engage in property assembly and land banking to assist in the redevelopment of the District.
 10. Way-Finding Signs: these can be provided to identify key destinations in the District such as local businesses, City Hall, Downtown, Police Department, etc. These can be sponsored in part by private companies as well as the City.

Conclusion.

This document will be submitted for public comment as well as reviewed at the W 2nd Street Public Meeting on July 30, 2013. Once the 30-day public comment has been completed, staff will request that the Taylor City Council approve the Implementation Plan.

Appendix "A"

	<i>Equal to or Greater Than</i>	<i>But Less Than</i>	<i>Up To:</i>	<i>Up To:</i>
<i>TYPE VII - W 2nd Street Corridor Revelopment Zone (similar to EZ/NEZ and Downtown Incentives)</i>				
<i>Capital Investment</i>	<i>\$100,000</i>	<i>\$250,000</i>	<i>40%</i>	<i>5 years</i>
	<i>\$250,000</i>	<i>\$450,000</i>	<i>60%</i>	<i>5 years</i>
	<i>\$450,000</i>	<i>\$750,000</i>	<i>75%</i>	<i>5 years</i>
<i>Major Investment</i>	<i>\$750,000</i>		<i>90%</i>	<i>10 years</i>
<i>Plus Option One or</i>				
<i>New Full-Time Permanent Jobs</i>	<i>10</i>	<i>20</i>	<i>10%</i>	<i>5 years</i>
	<i>20</i>	<i>30</i>	<i>20%</i>	<i>5 years</i>
	<i>30</i>		<i>30%</i>	<i>5 years</i>
<i>Plus Option Two or</i>				
<i>Retaining Existing Full-Time Permanent Jobs</i>	<i>5</i>	<i>10</i>	<i>10%</i>	<i>5 years</i>
	<i>11</i>	<i>20</i>	<i>20%</i>	<i>5 years</i>
	<i>21</i>		<i>30%</i>	<i>5 years</i>
<i>Plus Option Three or</i>				
<i>Target Industry</i>			<i>30%</i>	<i>5 years</i>
<i>Plus Option Four or</i>				
<i>Wages Paid</i>	<i>Between 100% and 110% of the average weekly wages paid for this industry</i>		<i>10%</i>	<i>5 years</i>
	<i>Between 110% and 120% of the average weekly wages paid for this industry</i>		<i>20%</i>	<i>5 years</i>
	<i>Greater than 120% of the average weekly wages paid for this industry</i>		<i>30%</i>	<i>5 years</i>
	<i>Fifty percent or more of the full time permanent jobs pay \$50,000 or more (gross wages) per year</i>		<i>30%</i>	<i>5 years</i>

Appendix "A"

<i>Plus Option Five or</i>				
<i>Residency Requirements</i>	<i>Between 25 and 50% of the newly created full-time employees locate to Taylor within 12 months of issuance of the certificate of occupancy</i>		<i>15%</i>	<i>5 years</i>
	<i>Greater than 50% of the newly created full-time employees locate to Taylor within 12 months of issuance of the certificate of occupancy</i>		<i>30%</i>	<i>5 years</i>
<i>Plus Option Six or</i>				
<i>LEED Certification</i>	<i>Certified</i>		<i>20%</i>	<i>5 years</i>
	<i>Silver</i>		<i>30%</i>	<i>5 years</i>
	<i>Gold</i>		<i>40%</i>	<i>5 years</i>
	<i>Platinum</i>		<i>50%</i>	<i>5 years</i>
<i>Type VII W 2nd Street Corridor Redevelopment Project</i>			<i>90%</i>	<i>10 Years</i>

City of Taylor, Texas
 Economic Development Incentives Guidelines
 Target Industry List
Appendix "B"

Type VII Projects (W 2nd Street Corridor District)		
TARGET INDUSTRY	NAICS	NOTES
Manufacturing		All types
Recycling (primarily in door)		
Value Added Agriculture		Agricultural biotechnology, other R+D, finance, trade, manufacturing, etc not found in other NAICS sectors
Logistics and Distribution	493	Warehousing and storage
Hospitality and Tourism	7211	Traveler accommodation
	7221	Full service restaurants
Healthcare	621	Ambulatory Healthcare Services
	622	Hospitals
	623	Nursing and Residential Care Facilities
Design (arts and crafts, software, film production, professional services)	711	Performing arts, spectator sports, and related industries
	512110	Film studio producing films
	541511	Software analysis and design services, custom computer
	511210	Software Publishers
Retail	541	Professional, scientific, and technical services
	443	Electronics and appliance stores
	444	Building materials and garden equipment and supplies dealers
	445	Food and beverage stores
	446	Health and personal care stores
	448	Clothing and clothing accessory stores
	451	Sporting goods, hobby, book, and music stores
	452	General merchandise stores
453	Miscellaneous store retailers	
	454	Nonstore retailers