

Taylor, Texas

A Vision for Future Development

Center for Urban and Regional Planning Research - College of Architecture, Construction and Planning

Rural Business Program - Institute for Economic Development

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Preface

Taylor, Texas lies within the rapidly growing Austin metropolitan area that is projected to experience major population growth (30%+) in the decades ahead. The purpose of this study is to examine land areas within the existing city limits and extra territorial jurisdiction of Taylor that have potential for residential, commercial, office and industrial growth. Six growth areas have been identified as existing and emerging growth sectors within the city's jurisdiction after analysis by the staff of the Center for Urban and Regional Planning Research and Rural Business Program at the University of Texas at San Antonio and planning and economic development staff of the City of Taylor. Each sector is then evaluated with respect to suitability, of its land use potential with regard to existing physical infrastructure (roads, utilities, etc.), land use patterns and natural features (flood plains, topography).

The results of this study can serve as a guide for future businesses and investors who are considering Taylor as a future business location and also existing businesses within Taylor who are considering expansion. For the city, this study can provide a more informed basis for making decisions for capital improvements to stimulate economic development in the years ahead.

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Source: Arsenal

Introduction

Executive Summary

This land use study for Taylor, Texas examines the potential for future residential, commercial, office and industrial development growth within the decades ahead. Discussions with the city’s planning and economic development staff and analysis by CURPR staff have identified six potential growth sectors within the existing city limits and extra territorial jurisdiction of the city. The boundaries of each growth sector are relative and subject to change over time as different types of development occur in each sector in future years.

A land use suitability analysis was conducted to determine the appropriateness of each sector for particular uses. Inputs include the factors listed in Table 01 below which include existing utility infrastructure, rail, existing and future road network, floodplains and available acreage for development. Suitability is determined by a systematic, multi-factor analysis of the different aspects of each sector. The end result is a Geographic Information System (GIS) map for each sector that combines critical information in layers. Additional information can be added in the future to build on this model so that development interests can answer the important question of where to find the best location for the type of development they have in mind. A commercial developer can build on the analysis in this study to look at the location of competitors along with a GAP and market analysis to determine market feasibility for a proposed project. A detailed analysis of each of the six sectors is explained in subsequent sections of this report.

Flood plains can be both a positive and negative feature. What is also important to understand is that upstream development that adds more impervious surface can also change and increase the size of a flood plain. Taylor should consider low impact development standards for future land use development that helps to mitigate this problem. From a positive standpoint flood plains offer high potential for the development of recreational trail systems for walking and bike riding that can be a major asset for residential development.

The size and availability of land parcels is also an important consideration in land development for specific uses. Small and fragmented parcels within an existing land use pattern can

impede future development potential. Land parcel size and availability were considered in the analysis of the six sectors. Accessibility and the major thoroughfare system along with future plans for improvements are also important considerations in land development. Access can be measured in different ways depending on the intended future land use. For commercial properties, visibility and vehicular access can be critical determinants of success. For residential properties access to community facilities as parks and schools is an important factor. Certain businesses prefer access to an airport or interstate highway in order to function effectively. The various aspects of access are covered in this study.

Table 01: Growth Sector Comparative Analysis

	Water Lines on Site	Waste Water Lines on Site	Proximity to Highways	Proximity to Rail	Residential Development Potential	Commercial Development Potential	Office Development Potential	Industrial Development Potential	Park Potential	Existing Floodplain	Available Acreage for Development
Growth Sector #1	Very High	Very High	Medium	High	Medium	High	High	Medium	High	Medium	Medium
Growth Sector #2	Medium	Medium	Medium	Medium	High	High	High	Medium	High	Medium	High
Growth Sector #3	Medium	Medium	High	High	Medium	Medium	Medium	High	Medium	Medium	High
Growth Sector #4	Medium	Medium	High	Medium	High	High	High	Medium	Medium	Medium	High
Growth Sector #5	Medium	Medium	High	High	High	High	High	Medium	High	Medium	High
Growth Sector #6	Medium	Medium	High	High	Medium	High	Medium	Medium	High	Medium	High

Source: CURPR

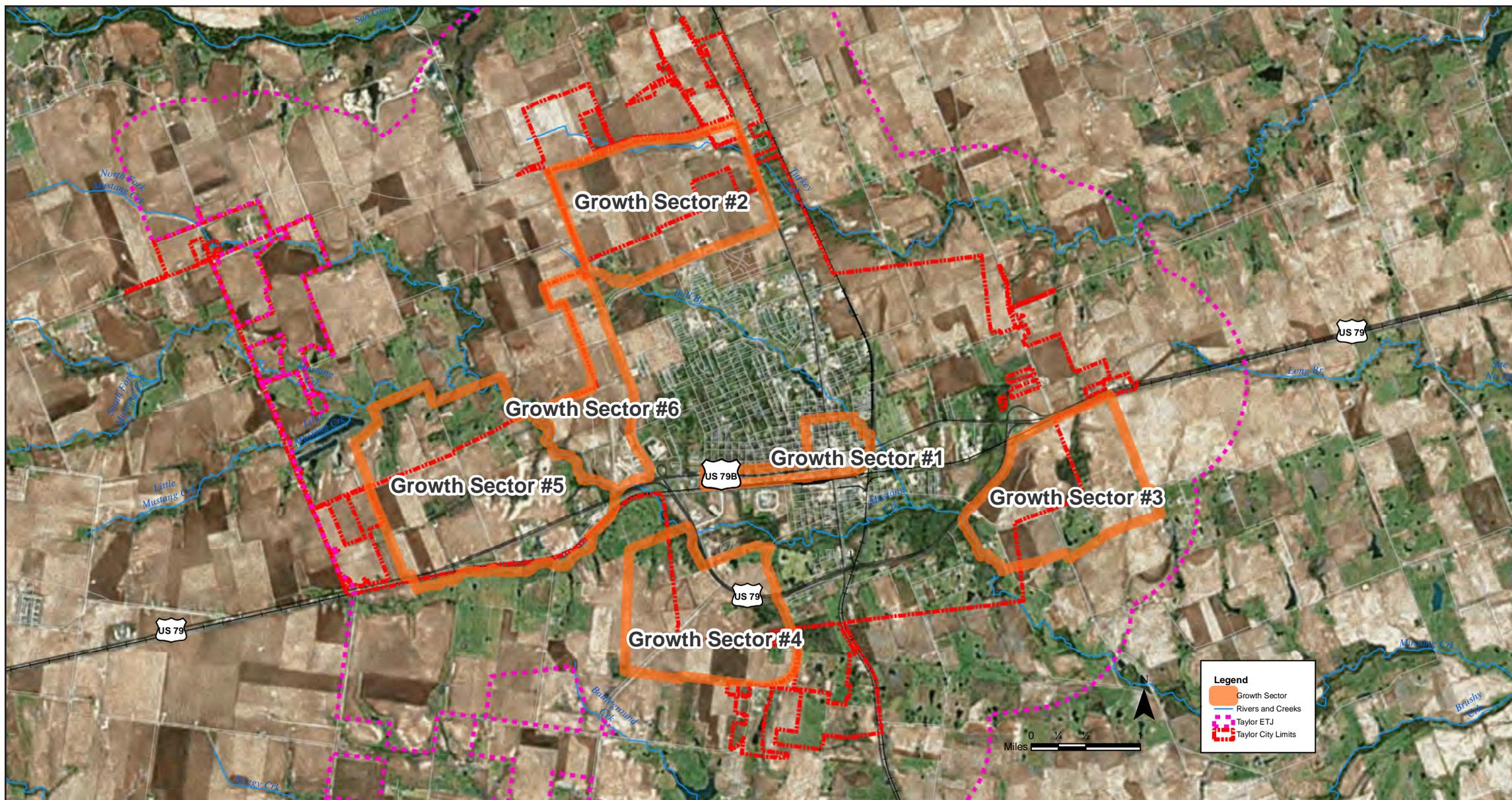


Figure 01: Proposed Growth Sectors - Taylor, Texas

Source: CURPR, ESRI

Growth Sector #1

Growth Sector #1 (Taylor Historic Downtown District) continues to be the cultural and governmental center for the City of Taylor. This area has a significant number of historic buildings that date from the late 1800s. Many of the buildings are underutilized and offer opportunities for adaptive commercial reuse with offices and residences on the upper floors. Other potential uses could include boutique hotels and bread and breakfast lodging. The McCrory-Timmerman Building at the intersection of Main Street and West 2nd Street is an excellent example of adaptive reuse of a historic building that includes commercial at the ground level and residential units on the second floor. The south edge of this growth sector parallels a Union Pacific railroad line and includes an Amtrak Station. The potential for increased passenger rail travel could eventually impact the immediate surrounding area near the station. The industrial development along the south edge of this Growth Sector 1 also offers opportunities to improve utilization. West 2nd Street, 4th Street, and Main Street provide excellent access to Highway 79 which connects to the Texas 130 Toll Road west of the city.



Figure 02: City Hall - Taylor, Texas

Source: CURPR

Growth Sector #2

Growth Sector #2 (Taylor North) is an emerging growth sector with high development potential for residential, service offices and commercial land uses along major roads bordering the sector. The sector covers 1,241 acres of land with sixty-nine parcels ranging in size from $\frac{3}{4}$ acre to 147 acres. A major floodplain covers the northern side and a small floodplain is located in the south west corner for a total of 126 acres of floodway. Turkey Creek at the northern edge offers the potential for recreational development and could be similar to North Bull Branch Creek which has evolved into a linear park. Significant community facilities in this growth sector are the Taylor Regional Park and Sports Complex (75 acres) and Taylor Middle School. An H-E-B grocery store and adjoining strip mall occupy the southeast corner. Utility infrastructure lies primarily off Carlos Parker Boulevard North West. Major road improvements are planned in the near future that will improve access to major highways. Sector 2 is 8.3 miles away from Texas Highway 130 and 14 miles from Interstate 35.



Figure 03: Williamson County Expo Center

Source: CURPR

Growth Sector #3

Growth Sector #3 (Taylor East) with 1,073 acres is an emerging growth sector with excellent potential for industrial development. The northern boundary of this sector runs parallel to the Union Pacific Railroad line and offers the opportunity for rail spurs. Eight large parcels of land (651.73 acres) occupy the area north of East Walnut Street. The only floodplain lies in the south west corner of the sector along Mustang Creek. Utility infrastructure is still partially developed with a water line running parallel to Walnut Street. The highest elevation is in the northeast corner at 590 feet and decreases to 500 feet along Mustang Creek near the southeast by the wastewater treatment plant. There is also good access to major thoroughfares with the western edge of the sector bordering Carlos G. Parker Boulevard Southeast (4,678 feet) and US 79.



Figure 04: Wastewater Facility Entrance

Source: CURPR

Growth Sector #4

Growth Sector #4 (Taylor South) is expected to grow in the near future, for a number of reasons. Access to Highway 79 allows this sector to have easy access to many areas: nearby are Main Street and Downtown Taylor, and, over a longer distance, Georgetown, Round Rock, and Austin, by way of 79 and State Highway 130 or Interstate 35. Though the land in this sector is largely agricultural currently, development would be easy and low-cost, and residential use is the future of this sector. The presence of Taylor High School within the sector makes it attractive to families, and the accessibility and proximity to important parts of Taylor only increase this value. Significant commercial space along Highway 79 and Farm-to-Market 973 would support these residential communities, and the relative lack of floodway makes a high amount of development possible.



Figure 05: Taylor High School

Source: CURPR

Growth Sector #5

Growth Sector #5 (Taylor West) is an area of Taylor that has major residential and commercial growth potential. The predominantly agricultural sector exists as a nearly blank slate for future development. This sector, being the western most area of Taylor, is the closest to Round Rock and Austin, and it has direct access to Highway 79. The high accessibility that comes from the location and highway would make this area very attractive to those who want to live in Taylor but commute to Austin, or just for Taylor residents looking to live a short drive from downtown. The highway also brings great commercial potential along its corridor, and the widening of two county roads in this sector would bring even more highway frontage. Proximity to the airport in the east and the railroad in the south provides both industrial and transportation opportunities. There are several creeks running through this area, which, considering Taylor's existing linear park system, would indicate high potential for green space.



Figure 06: Existing Water Tower Sector #5

Source: CURPR

Growth Sector #6

Growth Sector #6 (Airport) has excellent potential for light industry related to aviation and includes the Taylor Municipal Airport which is classified as a general utility business service airport. Improvements are currently underway for runways and taxiways. Also located in Sector 6 is the operations center for ERCOT which has over 650 employees and is the largest employer in Taylor. This sector has 38 parcels of land ranging in size from 1.89 to 96.76 acres that make up the 618.57 acres in the sector. The majority of land in this sector is undeveloped to the north and west of the Airport. Mustang Creek passes through the western edge of the sector and creates a 54.38 acre floodplain. There is excellent vehicular access to US 79 using the Carlos G. Parker Boulevard Northwest which is classified as a major arterial.



Figure 07: Taylor Municipal Airport

Source: CURPR

Regional Context

Taylor, Texas, is situated in the eastern portion of Williamson County which is part of the broad Coastal Plains region of Texas, as well as the cultural region of Central Texas. According to the Texas Parks and Wildlife Department, the city is in the Edwards Plateau ecological region with some overlap with the Oaks and Prairies region. With an estimated 2015 population of 16,702, Taylor is the 3rd largest city located entirely within Williamson County, after Georgetown (the county seat and population 63,000) and Hutto (population 23,000). Several larger cities, Austin, Round Rock, Cedar Park, and Leander are all partially located in Williamson County, which has a total population of 545,000.

Taylor is part of the five-county Austin-Round Rock statistical area, with a total population of just over 2,000,000. The City is approximately 30 miles northeast of Downtown Austin, 8 miles east of Hutto, 15 miles east of Georgetown, 7 miles west of Thrall, and 10 miles south of Granger Lake. The Urban Institute has projected that the Austin area's population will grow by over 30 percent over the next 15 years.

Being located in the transition area between the Edwards Aquifer and Oaks and Prairies regions (or Blackland Prairies, according to the EPA), the area around Taylor has features of both: the limestone geography with shallow savannah soils are common of the Edwards Aquifer region, and are most suited for grazing, while the rich grassland soils of the Blackland are found in the areas where agriculture thrives. Rivers and streams are common in this region, as are caves and escarpments.

Two highways run through Taylor: Texas Highway 95, running north-south from Temple to Yoakum, and U.S. Highway 79, running roughly east-west and terminating in Round Rock. Approximately 10 miles to the west along Highway 79 is the junction with Texas Highway 130. Taking Farm-to-Market 973 southwest for about 17 miles connects Taylor with U.S. Highway 290. These major highway connections – Texas 130 and U.S. 290 – are very important to Taylor, as they connect the city to the City of Austin, as well as to Interstate 35.

As seen in Figure 09, Taylor's primary market area – the area within a 5-mile radius of the city – contains the City of Taylor itself as well as parts of Circleville and Waterloo. Most of the land not within Taylor itself is farm and ranchland. The 10-mile radius, or secondary market area, includes the cities of Hutto and Thrall, as well as several small unincorporated communities. Hutto is particularly important, as this is a growing urbanized area with a greater population than Taylor. Finally, the tertiary market of a 20-mile radius includes Round Rock, Georgetown, Pflugerville, Elgin, Manor, and considerable part of North Austin. There is a large amount of population and industry to be found within Taylor's tertiary market.

Ultimately, the close geographic between Taylor and the rest of the Austin area is important to the identity of Taylor currently and will be vital moving forward. Austin's rapid expansion to the west, north, and south has left much of the land to the east undeveloped; it's only a matter of time until development heads in this direction. The average commute in Texas is 25 minutes; by car, that is approximately how long it takes to travel from Taylor to both Round Rock and Pflugerville. Extending

the travel time to 35 minutes, one could reach the Tech Ridge area of North Austin, and it would take 45 minutes to reach Downtown Austin. Taylor has the potential to forge an important connection with the Austin metropolis, especially with Austin's ambitious public transportation plan.



Figure 08: Existing Water Tower

Source: Arsenal

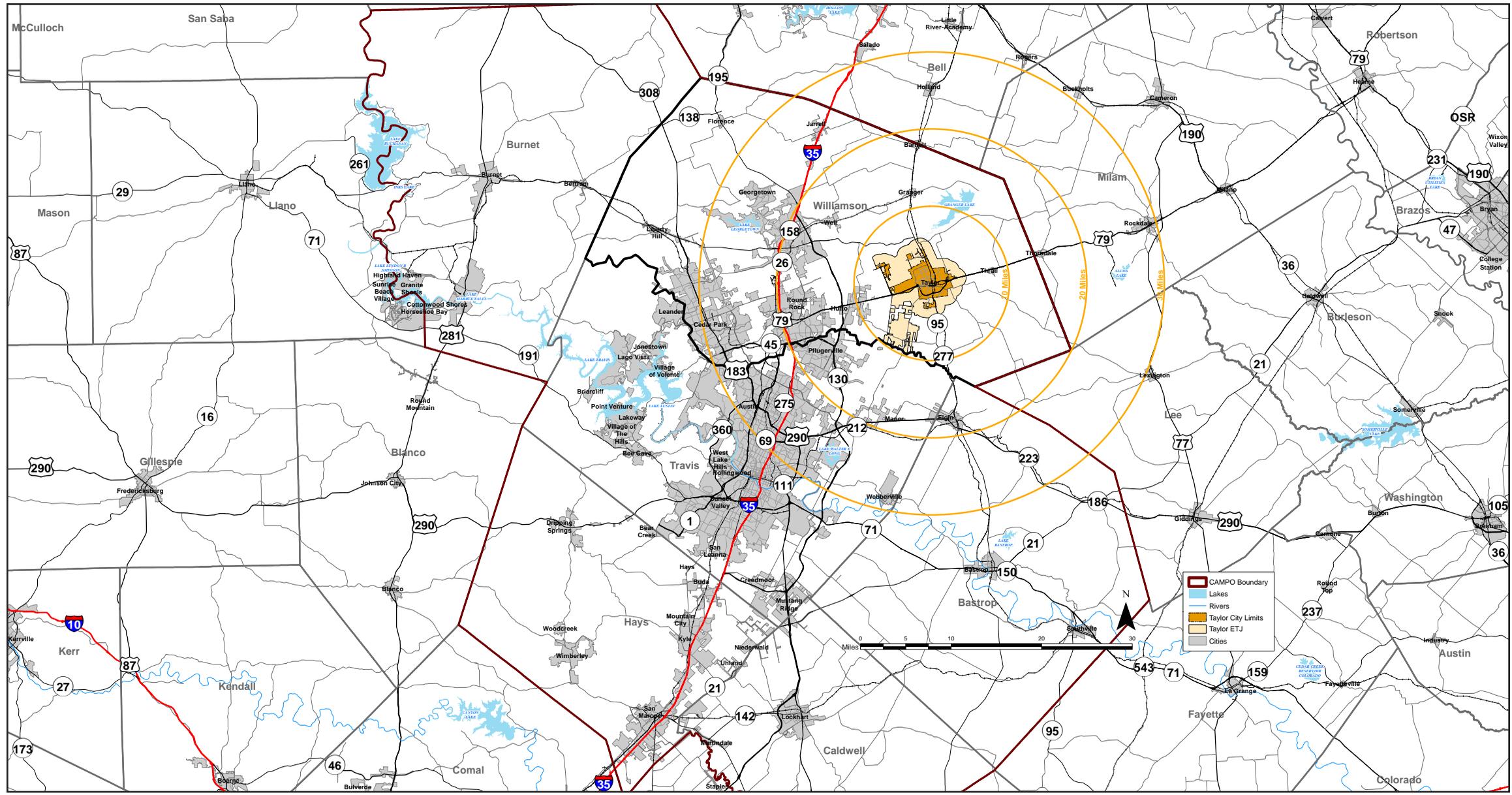


Figure 09: Regional Context

Source: CURPR, ESRI



Source: Arsenal

Background Assessment

Existing Land Use Patterns

An analysis of Taylor's existing land use reveals the pattern of development that has shaped the city so far. This analysis includes the land within Taylor's city limits, as well as within its Extraterritorial Jurisdiction (ETJ).

The vast majority of the land in and around Taylor, based on acreage, is agricultural. Almost all the land within the ETJ is agricultural, and within city limits it can be found circling the developed part of Taylor on the outside. Within city limits, there are 217 agricultural parcels, comprising nearly 5,600 acres of agricultural land; within the ETJ, there are 554 parcels comprising 31,000 acres of agricultural land.

Single-family residential use is the next most prevalent land use in Taylor based on acreage, with 5,422 parcels making up nearly 2,000 acres of land within city limits. In the ETJ, this land use is found in 289 parcels that add up to over 1,300 acres. The bulk of this land use is found in the area to the northwest of the Downtown District. The areas south and east of the Downtown District, over the railroads, have seen much less residential development. Outside of this clustering, there are a few smaller areas found along major roads, such as Rio Grande Street or Old Thorndale Road. The rest of the single-family land use takes the form of largely isolated homes – often farmhouses.

Institutional land use – defined as educational, public administration, health care, places of worship, and similar primarily public uses – is the next most common land use in

Taylor. Within the city limits, there 174 parcels of institutional use that, combined, make up 880 acres. There are no institutional parcels outside city limits. Institutional use takes the form of large areas like the airport, cemetery, prison, community center, and schools near the outskirts of Taylor, while smaller parcels in downtown house government buildings and churches.

Commercial use occupies 412 parcels (460 acres) inside Taylor's city limits, and just 5 parcels (9 acres) outside of it. Almost every parcel of commercial use, both inside and outside city limits, can be found along either U.S. Highway 79, 2nd Street, or 4th Street. Clearly, commercial development has occurred along the most used thoroughfares in the Taylor area. Commercial use in Taylor comes in a variety of functions and shapes: on the outskirts of the city, it occupies larger areas of land and takes the form of farm supply stores, car dealerships, drive-thru restaurants, and big box retailers, among many others. In Downtown, small commercial parcels house theaters, restaurants, bars, and small, locally-owned businesses.

Industrial use can be found on 63 parcels within city limits, adding up to 362 acres of land; in the ETJ, there are no industrial parcels of land. Every piece of industrial land in Taylor is located near the airport or one of the two railroads that run through the city. Near the airport, these industrial parcels are largely related to aviation. Elsewhere, a variety of activities can be found on these parcels, from furniture manufacturing to beverage distribution to industrial coating services.

There are 59 parcels of parks and recreational use, comprising 316 acres, in Taylor's city limits, and no parkspace outside

the limits. The bulk of this area comes in three large parks: the Taylor Regional Park and Sports Complex, in the north; Murphy Park, found in the center of the residential section of Taylor; and Mustang Creek Golf Course, in the south. The rest of the acreage comes from smaller neighborhood parks and the linear park running along Bull Branch Creek. There are 101 parcels (87 acres) of multi-family residential use in Taylor. The bulk of these parcels are small duplexes, fourplexes, and complexes found near downtown, while there are a few larger complex found further from the center of the city. Sixty-Five parcels of manufactured housing exist within city limits, making up 36 acres, while just 2 parcels can be found in the ETJ, making up 16 acres. They mostly take the form of small, isolated trailer parks or scattered manufactured homes located in primarily single-family neighborhoods in the southeast of town.

Within Taylor's city limits, there are 96 acres of utilities land use, made up of 49 parcels. Outside of city limits, just 5 parcels making up 16 acres are used for utilities. These parcels are scattered in a largely pattern-free way, and take the form of water towers, water tanks, drainage and flood control systems, and waste water treatment plants, among other uses.

There are 546 vacant parcels of land inside Taylor's city limits alone, comprising 407 acres. In the ETJ, there are 33 parcels – 45 acres. These vacant parcels can be found throughout the Taylor area, and tend to be smaller and in greater number near the railroad intersection in the center-east of the city, and further away from the center there are fewer parcels, although they tend to be much larger.

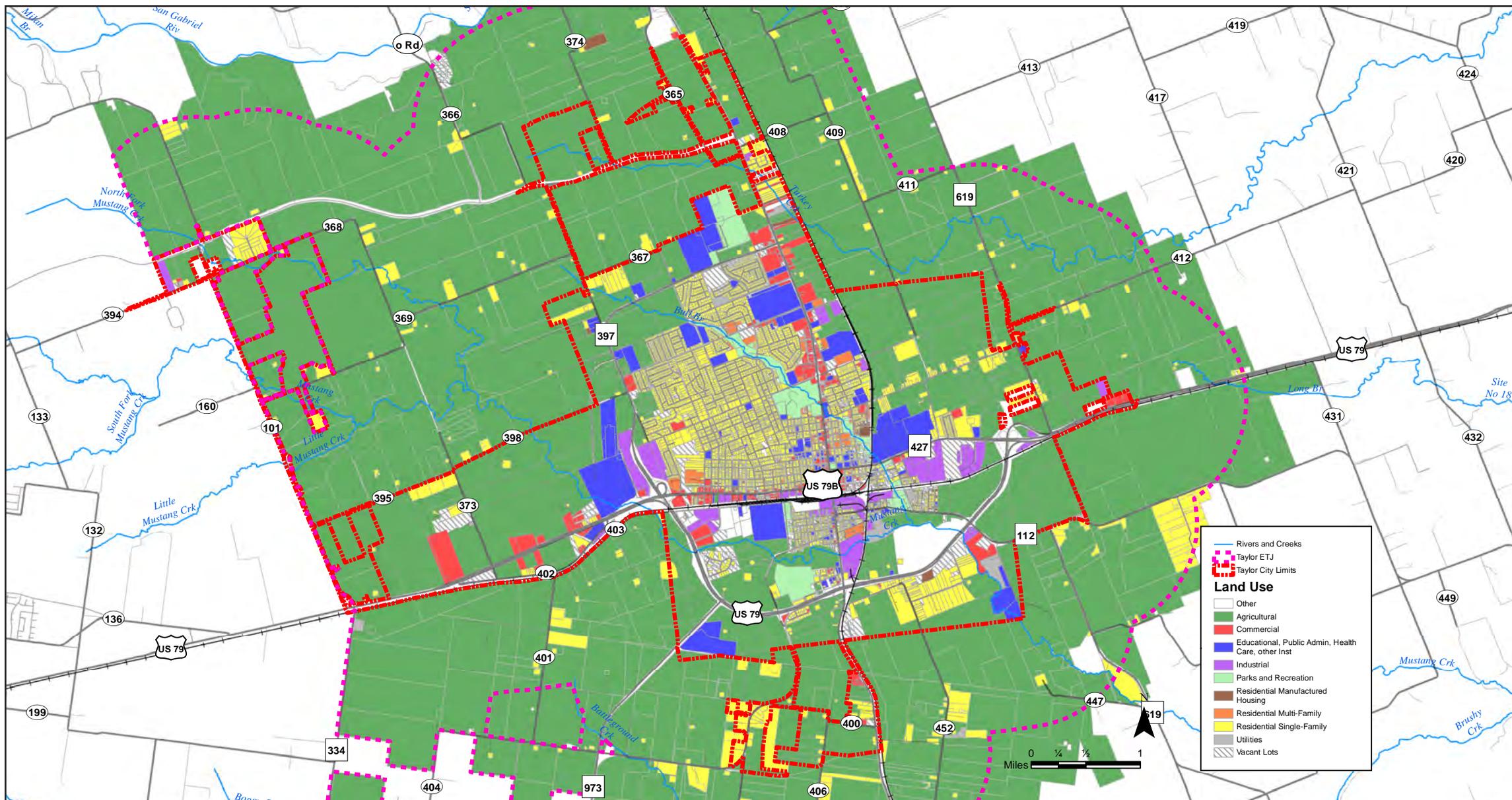


Figure 10: Existing Land Use - Taylor, Texas

Source: CURPR, ESRI

Area Water and Sewer Districts

A holder of a Certificate of Convenience and Necessity (CCN) is granted exclusive rights to provide water and/or sewage utilities to a given area. The holder of the CCN is required to provide adequate service to those within its geographic area, as specified by the Texas Water Code.

There are four CCNs that serve the Taylor Area. The City of Taylor's CCN covers almost all of Taylor's city limits, as well as much of its extraterritorial jurisdiction. Noack Water Supply Corporation, found to the east of Taylor, includes a small amount of land within Taylor's city limits, as well as some of Taylor's ETJ. Manville Water Supply Corporation, to the south, covers some of Taylor's ETJ, while Jonah Water Special Utility District covers a large amount of both the ETJ and Taylor's current city limits.

Just two of Taylor's growth sectors include land that falls in one of these CCNs not held by the City of Taylor. Growth Sector #5 has only a small corner of its land in Jonah Water Special Utility District's CCN. Growth Sector #3 has the majority of its land in Noack Water Supply Corporation's CCN as shown in Figure 11.

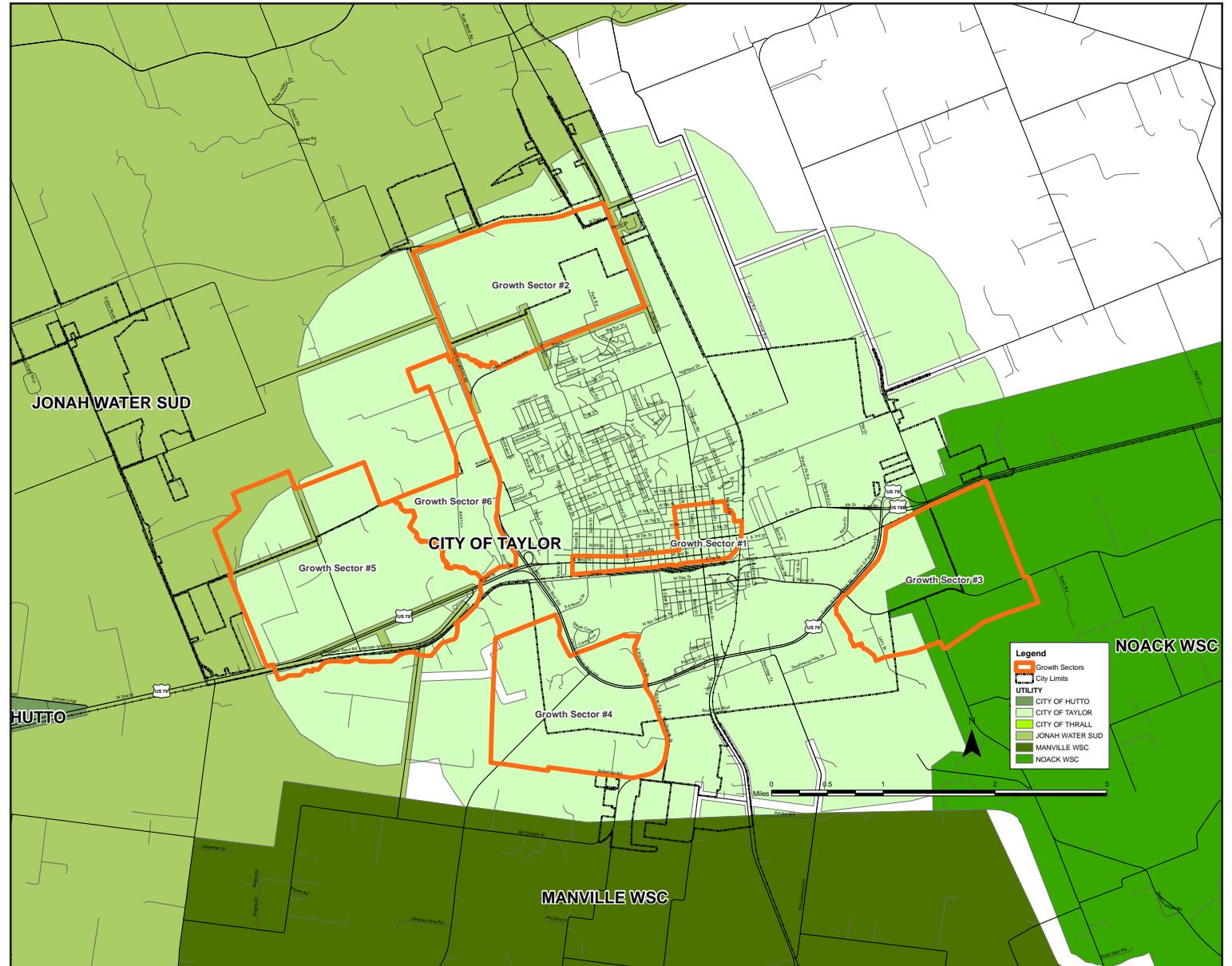


Figure 11: Area Water and Sewer Districts

Source: CURPR, ESRI

GAP Analysis

Using data from The Nielsen Company, a retail gap analysis has been performed for Taylor, Texas, as can be seen in Table 02. A gap analysis compares the demand for each industry group within Taylor (spending by Taylor consumers) to the supply for each industry group in Taylor (sales by Taylor retailers). A retail surplus occurs when supply exceeds demand – indicating that stores in Taylor are drawing customers from other markets. A retail gap occurs when demand exceeds supply – indicating that Taylor consumers are needing to go outside of the city to satisfy demand, which, in turn, suggests that there is potential for the development of businesses in that sector within Taylor. Surplus or leakage factor is the percent of the demand represented by the surplus or gap.

The industry groups with the largest surpluses by percentage are Miscellaneous Store Retailers (which includes florists and novelty, gift, and souvenir stores), General Merchandise Stores (like department stores), and Sporting Goods, Hobby, Book, and Music Stores. In raw numbers, the largest surpluses are in General Merchandise Stores, Miscellaneous Store, Retailers, and Motor Vehicle and Parts Dealers.

The industry groups with the most leakage by percentage are Clothing and Clothing Accessories Stores, Non-Store Retailers, and Electronics and Appliances Stores. The industry groups with the largest gap in raw numbers are Non-Store Retailers, Clothing and Clothing Accessories Stores, and Foodservice and Drinking Places.

Overall, Taylor has a retail surplus of \$262,499,075, with a surplus factor of 87%. The seven industry groups where surpluses occur tend to have large surpluses by percentage: the smallest surplus factor in Taylor is 7%, but after that, the next lowest is 120%, and the highest is 886%. In contrast, the six industry groups with leakage have small leakage factors, with the highest being just 82%. This suggests that Taylor attracts consumers from nearby markets much more than it loses potential sales to nearby markets.



Figure 12: The Texas Beer Company

Source: CURPR

Table 02: Industry Subsector Gap Analysis - Taylor, Texas

Industry Groups	Demand (Spending)	Supply (Sales)	Retail Surplus/Gap	Surplus/Leakage Factor
Motor Vehicle and Parts Dealers	\$55,353,699	\$121,706,095	\$66,352,396	120%
Furniture and Home Furnishing Stores	\$5,615,109	\$14,865,719	\$9,250,610	165%
Electronics and Appliances Stores	\$5,016,827	\$2,452,008	(\$2,564,819)	-51%
Building Material, Garden Equipment Stores	\$31,911,748	\$27,579,564	(\$4,332,184)	-14%
Food and Beverage Stores	\$39,553,930	\$42,516,672	\$2,962,742	7%
Health and Personal Care Stores	\$18,281,263	\$15,176,557	(\$3,104,706)	-17%
Gasoline Stations	\$22,845,703	\$64,235,466	\$41,389,763	181%
Clothing and Clothing Accessories Stores	\$13,042,772	\$2,315,777	(\$10,726,995)	-82%
Sporting Goods, Hobby, Book, Music Stores	\$4,927,501	\$15,246,839	\$10,319,338	209%
General Merchandise Stores	\$35,172,736	\$144,320,785	\$109,148,049	310%
Miscellaneous Store Retailers	\$8,316,293	\$82,010,417	\$73,694,124	886%
Non-Store Retailers	\$27,358,788	\$5,349,658	(\$22,009,130)	-80%
Foodservice and Drinking Places	\$33,470,336	\$25,590,223	(\$7,880,113)	-24%
Total	\$300,866,705	\$563,365,780	\$262,499,075	87%

Source: Nielsen

Demographic Analysis

Age Structure

The population pyramid for Taylor, as shown in Figure 13, shows a relatively even distribution with the variances associated with small populations. Some populations are disproportionately small, such as the population of ages 0-4, males 35-39, and females 30-34, while others are disproportionately large, like ages 40-44 and 5-9, and males 20-24. Overall, though, the pyramid has a relatively standard shape.

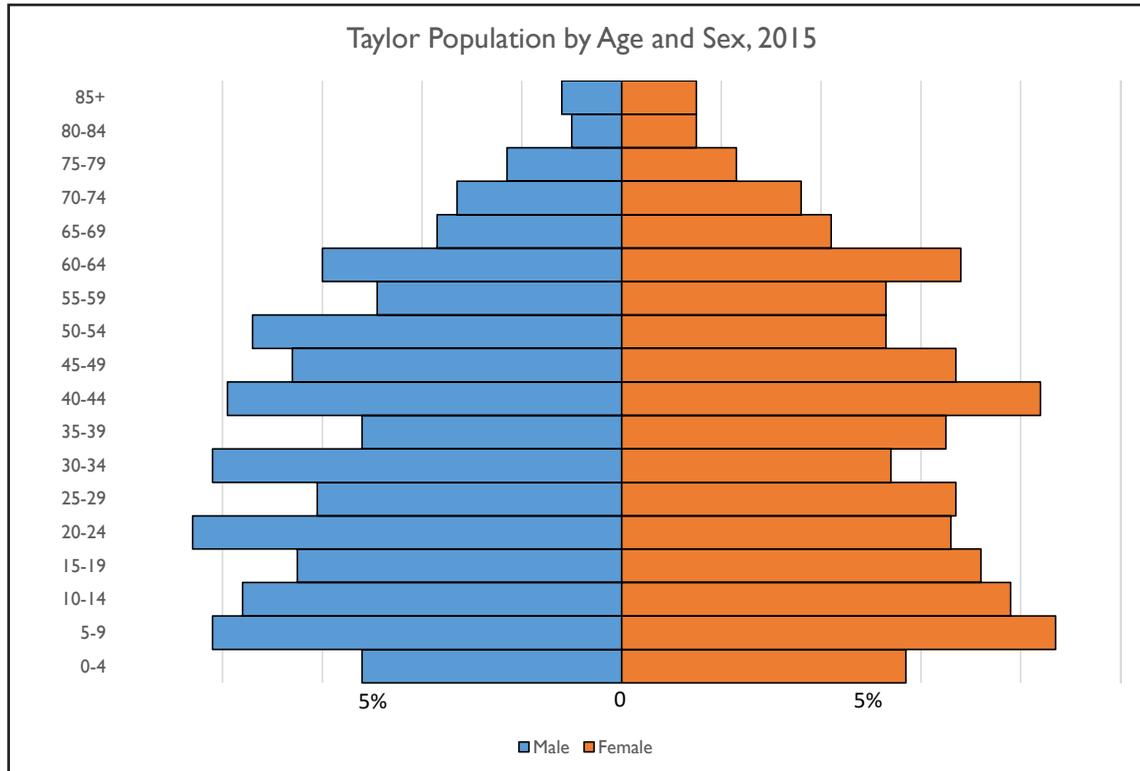


Figure 13: Taylor Population by Age and Sex, 2015

Source: U.S. Census, CURPR

The Williamson County population pyramid, Figure 14 on the other hand, does show some patterns worth pointing out. The highest populations are cluster in the 0-14 range and the 30-44 range. This suggests a high amount of young families that likely moved to Georgetown or Round Rock for work in Austin within the last decade or two.

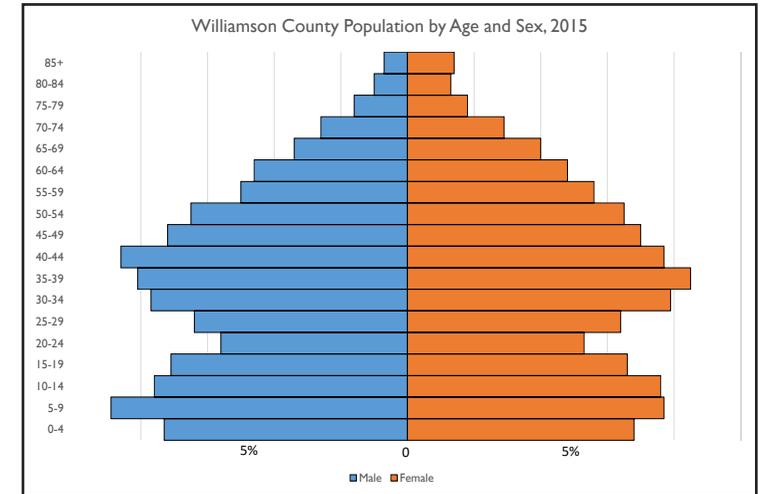


Figure 14: Williamson County Population by Age and Sex, 2015

Source: U.S. Census, CURPR

Texas' population pyramid (Figure 15) models the smoothness that can be found with large population. It shows a much more even decline towards older populations. Despite this difference

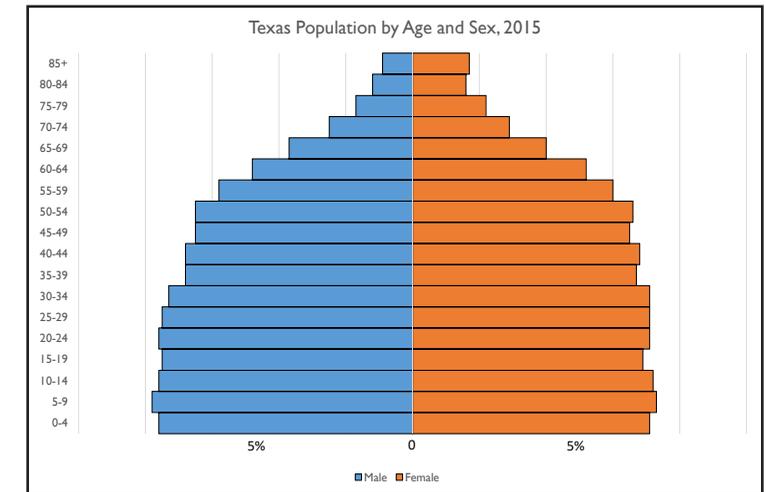


Figure 15: Texas Population by Age and Sex, 2015

Source: U.S. Census, CURPR

in shape, the overall age structure of Taylor is not significantly different from Texas': the median age of Taylor is 34.4, while Texas' is 33.9.

Population Growth

Figure 16 shows Taylor's population growth from 1950 to now, as well as its projected population growth according to the Water Development Board. Taylor's population steadily increased from around 9,000 in 1950 to just over 15,000 in 2010. Taylor is projected to keep growing at around the pace its experience over the last couple decades, and be over 25,000 by 2050.

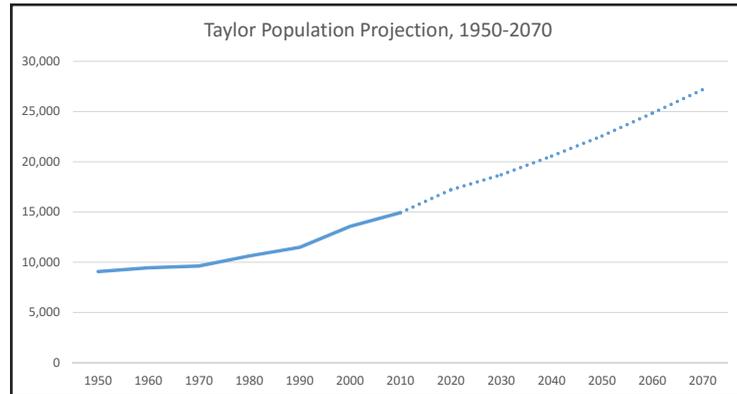


Figure 16: Taylor Population Projection
Source: Texas Water Development Board, CURPR

Williamson County's population, on the other hand, has been growing at a much faster rate than Taylor since 1970, and is projected to keep up that fast pace. Taylor makes up just under 4% of Williamson's current population, and if these projections are accurate, Taylor will comprise less than 2% of the total county population. Taylor is expected to almost double its

population in the next 50 years, while Williamson County is expected to increase in population by a factor of four. Many factors may change this trend, but currently Taylor and especially Williamson County overall are expected to boom.

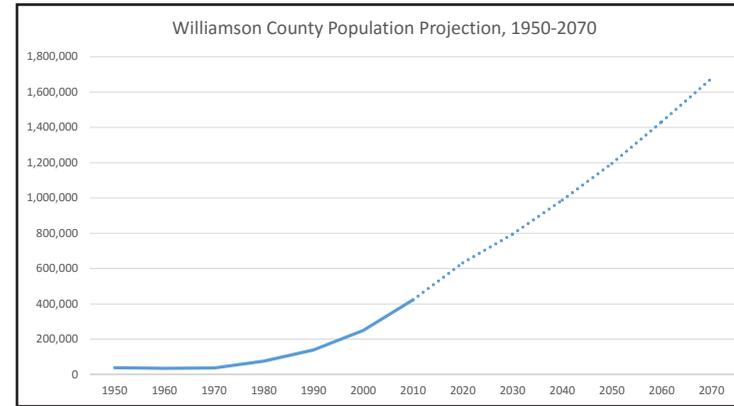


Figure 17: Williamson County Population Projection
Source: Texas Water Development Board, CURPR

Educational Attainment

Taylor's educational attainment (Figure 18) has generally improved from 2000 to 2015. A smaller percentage of the population over 25 has an education level of less than a high school diploma, while the percentage of the population with educational attainment at any college level has increased.

Williamson County shows a similar trend, in Figure 19, although the effects are less dramatic. The percent of the population with a less than a high school diploma's level of education has decreased, while the percentage of all the levels above that have increased in small increments.

Comparing Taylor, Williamson County, and Texas overall, in Figure 20, reveals several details about the educational characteristics of these locations. Williamson County is by far the most educated of the three, with over 70% of the

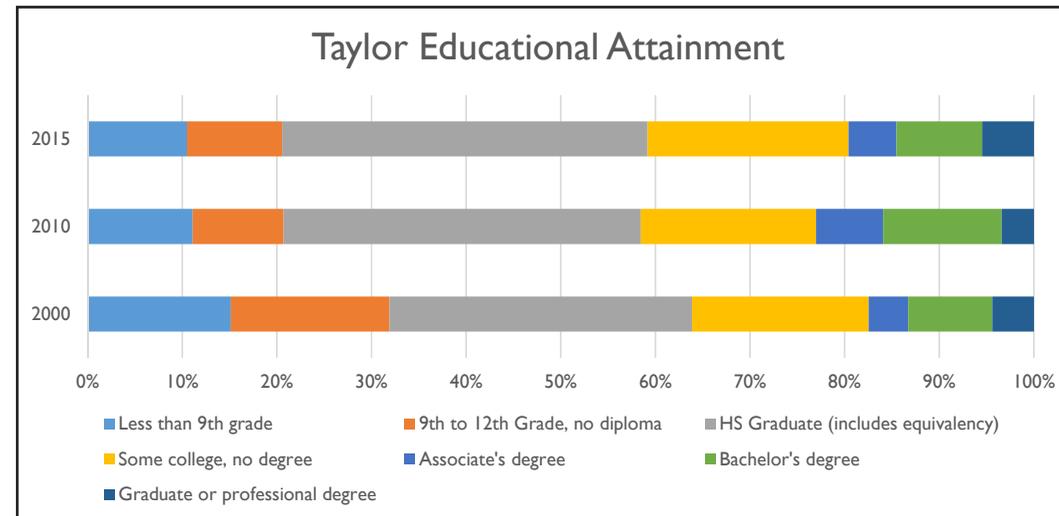


Figure 18: Taylor Educational Attainment

Source: Texas Education Agency, CURPR

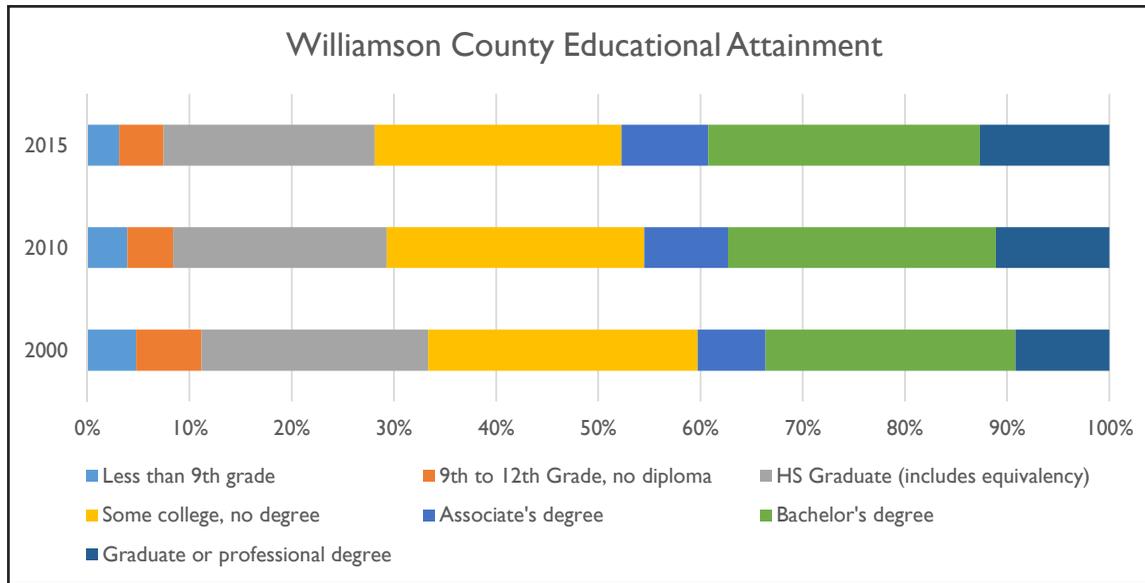


Figure 19: Williamson County Educational Attainment

Source: Texas Education Agency, CURPR

population receiving at least some college education, and almost half with a degree. On the other hand, Taylor is the least educated, with only around 40% of its population having some college education, and less than 20% having a degree. A plurality of Taylor residents have the education level of a high school diploma, with about 40% of the city falling into that category. Texas and Taylor are relatively similar, with the main differences being seen in the High School Graduate and Bachelor's degree categories.

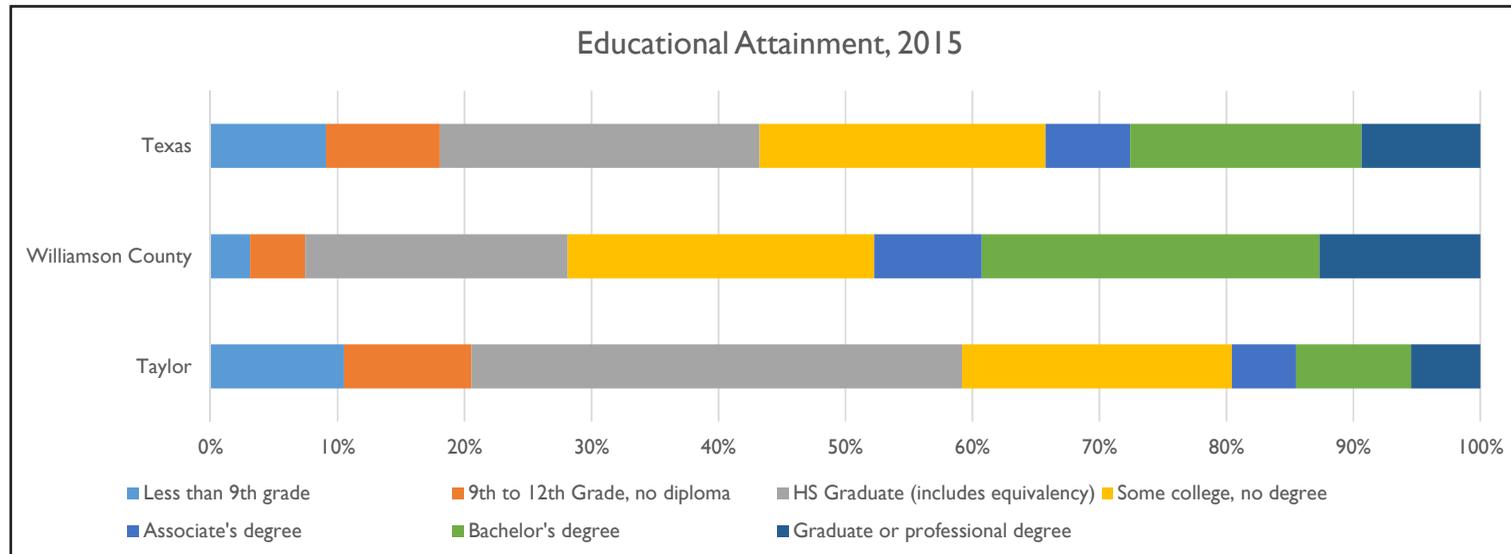


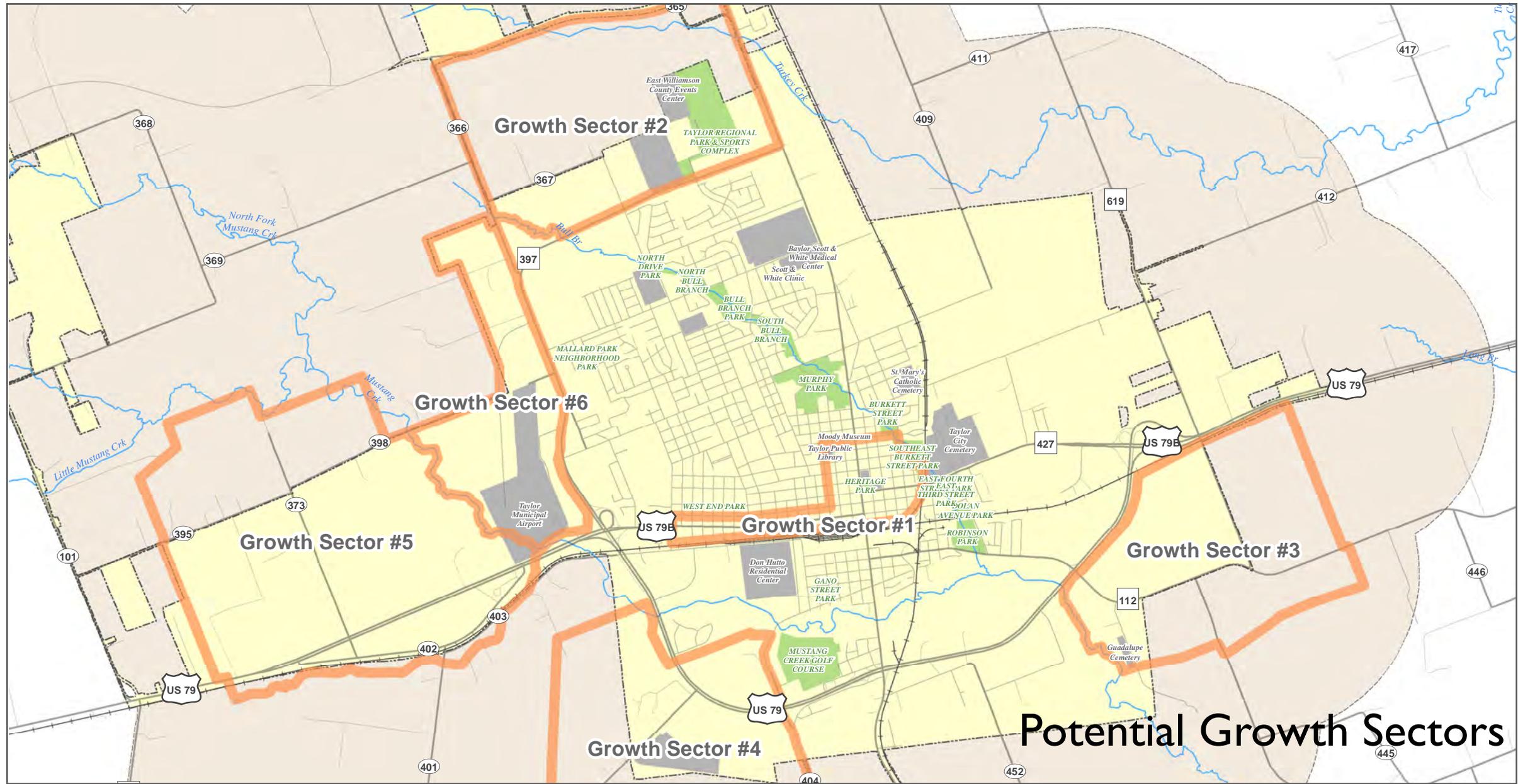
Figure 20: Educational Attainment Comparison 2015

Source: Texas Education Agency, CURPR



Figure 21: Taylor High School

Source: CURPR



Potential Growth Sectors

Growth Sector #1

Growth Sector #1 can be divided into two connected areas. The first is a relatively square area bounded roughly by Fowzer Street to the west, East 9th Street to the north, Burkett and Murphy Street to the east, and West 1st Street/the railroad to the south. The other section is a long corridor extending to the southwest from Fowzer Street. It is bounded by Sloan Street to the west, West 3rd Street to the north, and West 1st Street/the railroad to the south.

As this sector is centrally located within Taylor, its accessibility is one of the main reasons it has been marked as a growth sector. It is less than two miles from both elementary schools, the middle school, and the high school, and the Legacy Early College High School is located in the middle of the sector. U.S. Highway 79 runs through the sector, and the sector is 9 miles from State Highway 130, and 16 miles from Interstate 35, and it has easy access to the railroad. Including either side of the road, this sector contains over 35,000' of highway frontage. Two minor arterials – Main Street (Texas Highway 95) and West 2nd Street (State Loop 427) – make up the bulk of this frontage, with 4th Street (Business 79) – a collector west of Main Street and a minor arterial east of Main Street – comprising the rest. This sector contains Heritage Park and is the only growth sector that touches the linear park, in the form of Burkett Street Park. It is also less than a quarter of a mile from both Murphy Park and Hidalgo Park. The Taylor Public Library and Taylor City Hall are both found in this sector. This sector also has the least amount of land in floodways of all the growth sectors – just 3 acres – which allows for a higher percentage of the land to be available for development.

Development Potential

This sector is approximately 250 acres in size, which is much smaller than the other growth sectors; however, it contains nearly 600 parcels of land, which is over 5 times the amount of parcels in the next highest sector. Almost all of these parcels are less than an acre in size. This shows how densely populated this sector is compared to the other sectors, as well as how much more developed the land is compared to the undeveloped land found elsewhere in the Taylor area. This

growth sector differs in nature from the others because of their corresponding history of development. The other sectors are projected for growth based primarily on their large amounts of undeveloped land that can be easily developed and have high accessibility to downtown and other important locations in the area. Growth Sector #1 was chosen because, despite its lack of undeveloped land, its prime location and underutilized land – vacant or poorly-maintained buildings, inefficient land use, and opportunities for infill development – should make the area ripe for growth.

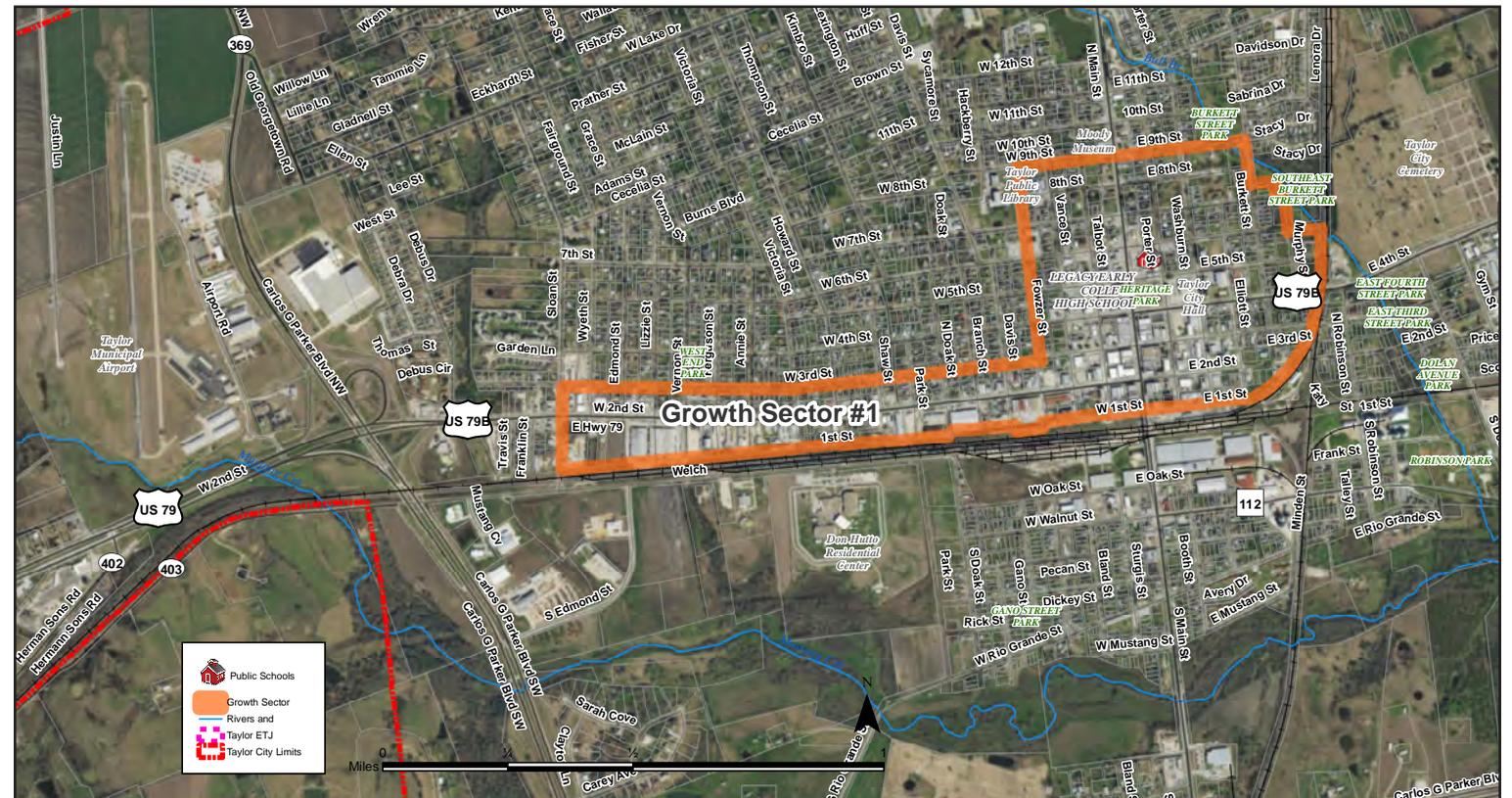


Figure 22: Growth Sector #1

Source: CURPR, ESRI

Existing Land Use

The most prominent land use in Growth Sector #1 is commercial. It can be found primarily around the major roads (Main Street and 2nd Street) and near the railroad. It mostly takes the form of restaurants, small shops, and banks and insurance agencies, although a variety of commercial services can be found.

Single-family residential use is relatively prevalent in this sector, and is found largely along the boundaries of the sector. Along 2nd Street and Fowzer Street, these single-family residences are on the north side and represent the start of a large residential area to the north of the sector. To the east, they are mostly isolated developments.

Institutional use is well-represented in this sector. It can be found in the heart of the sector, near the intersection of Main Street and 4th Street, as well as in isolated areas around 2nd Street. It takes the form of government buildings, like Taylor's City Hall, churches, educational facilities, and a fire station.

Vacant land use is surprisingly common in the Downtown District of Taylor. The vacant parcels in this area are small, most less than half an acre in size, and would be useful for infill development. They can be found primarily on the east side of the sector and along 2nd Street, near the railroad.

Industrial use is found in six parcels, all along the railroad. These include a furniture manufacturer and an automotive dealer. Multi-family residential use can be found in the northern area of this sector. It takes the form of small apartment complexes

as well as duplexes and fourplexes. Most of it is owned by the Taylor Housing Authority.

Manufactured housing is found between Vernon Street and Ferguson Street, in the block north of 2nd Street. This land comprises Berryhill's Trailer Park.

Parks and recreation use is found in the form of Heritage Park, adjacent to City Hall, and part of Burkett Street Park, one of the many parks that comprise the linear park that runs along the creek bed.

Agricultural use is found in one parcel, adjacent to the Primera Iglesia Bautista.

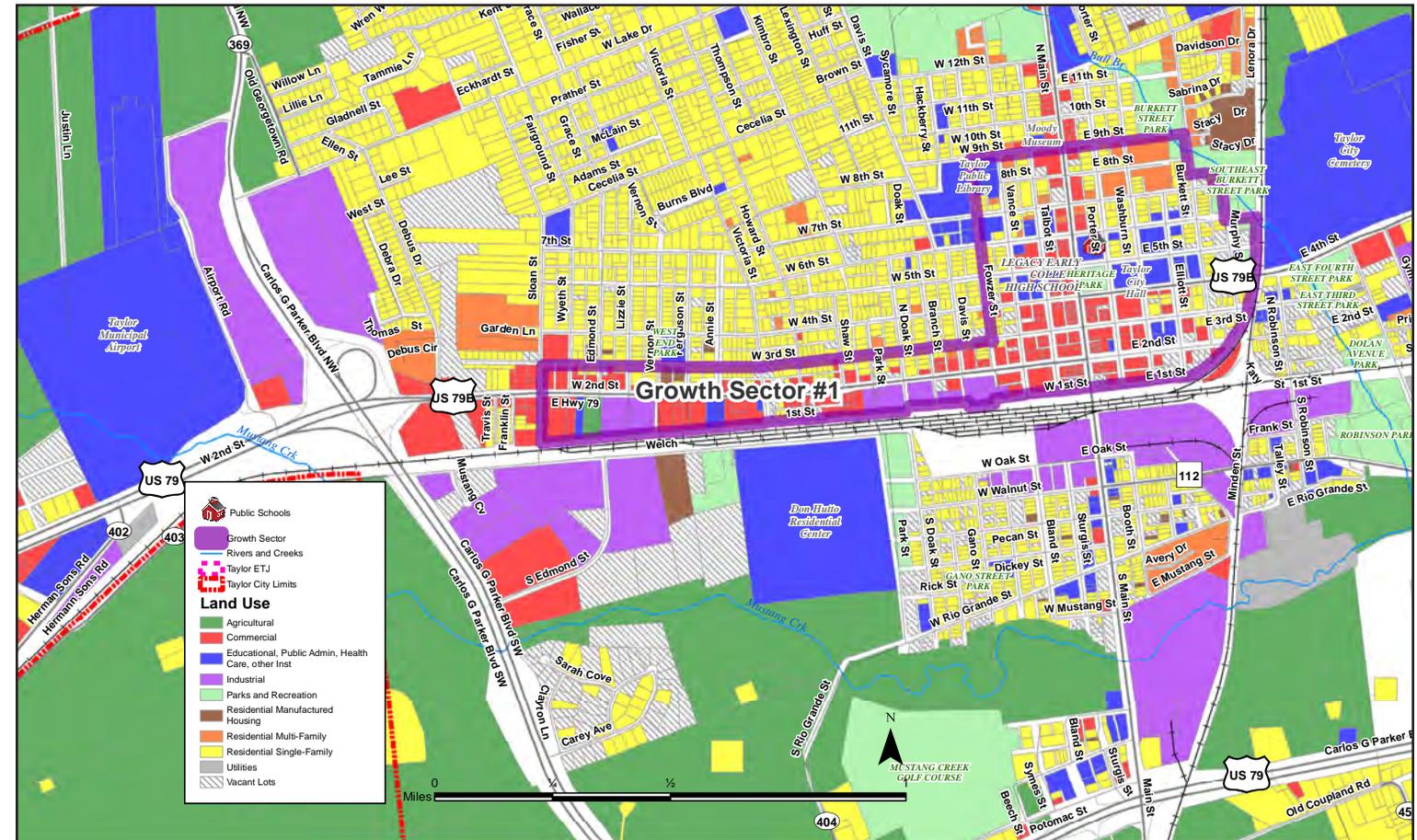


Figure 23: Land Use - Growth Sector #1

Source: CURPR, ESRI

Zoning

The bulk of the land in this sector is zoned for Local Business. This can be found along the north side of 2nd Street, along Main Street in the north of the sector, and along 4th Street in the east side of the sector. A two isolated parcels in these areas are zoned for General Business, both of which are auto repair shops. Most of the blocks in the heart of the sector are zoned as Central Business.

The residential zoning in this sector takes the form of Multi-Family zoning only. These areas can be found in the west of the sector, between Fowzer Street and Talbot Street, and in the northeast of the sector, between Porter Street and Burkett Street Park.

There is one parcel zoned for Institutional use, found at the corner of East 6th Street and Elliott Street, and it is currently vacant, although it is owned by the Allen Chapel Ame Church. Light Industrial is found only along the railroad, and almost all the land in this sector adjacent to the railroad is zoned for Light Industrial, except for a few blocks in the Central Business District and in the commercial area of the northeast.

Parks zoning is found in the current locations of Heritage Park and Burkett Street Park.

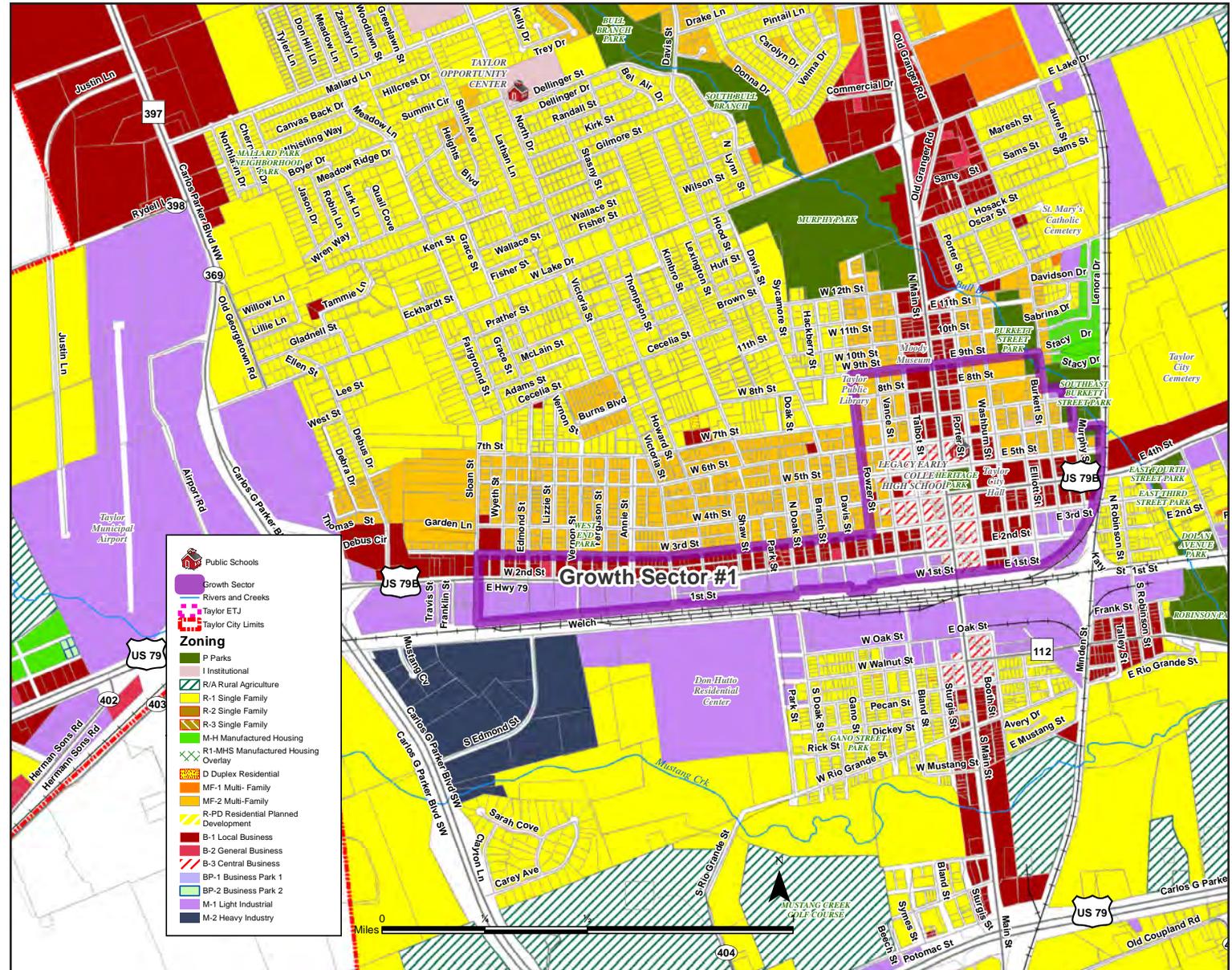


Figure 24: Zoning - Growth Sector #1

Source: CURPR, ESRI

Utility Infrastructure

Growth Sector #1 is well-served by the City's utility infrastructure. Because of the established development and population density in Downtown, utility services cover the whole sector already. Both water lines and waste water lines have extensive coverage in this area. The nearest water tower is less than a quarter-mile from the sector, on the south edge of Murphy Park.



Figure 25: Store Front along Second Street

Source: CURPR

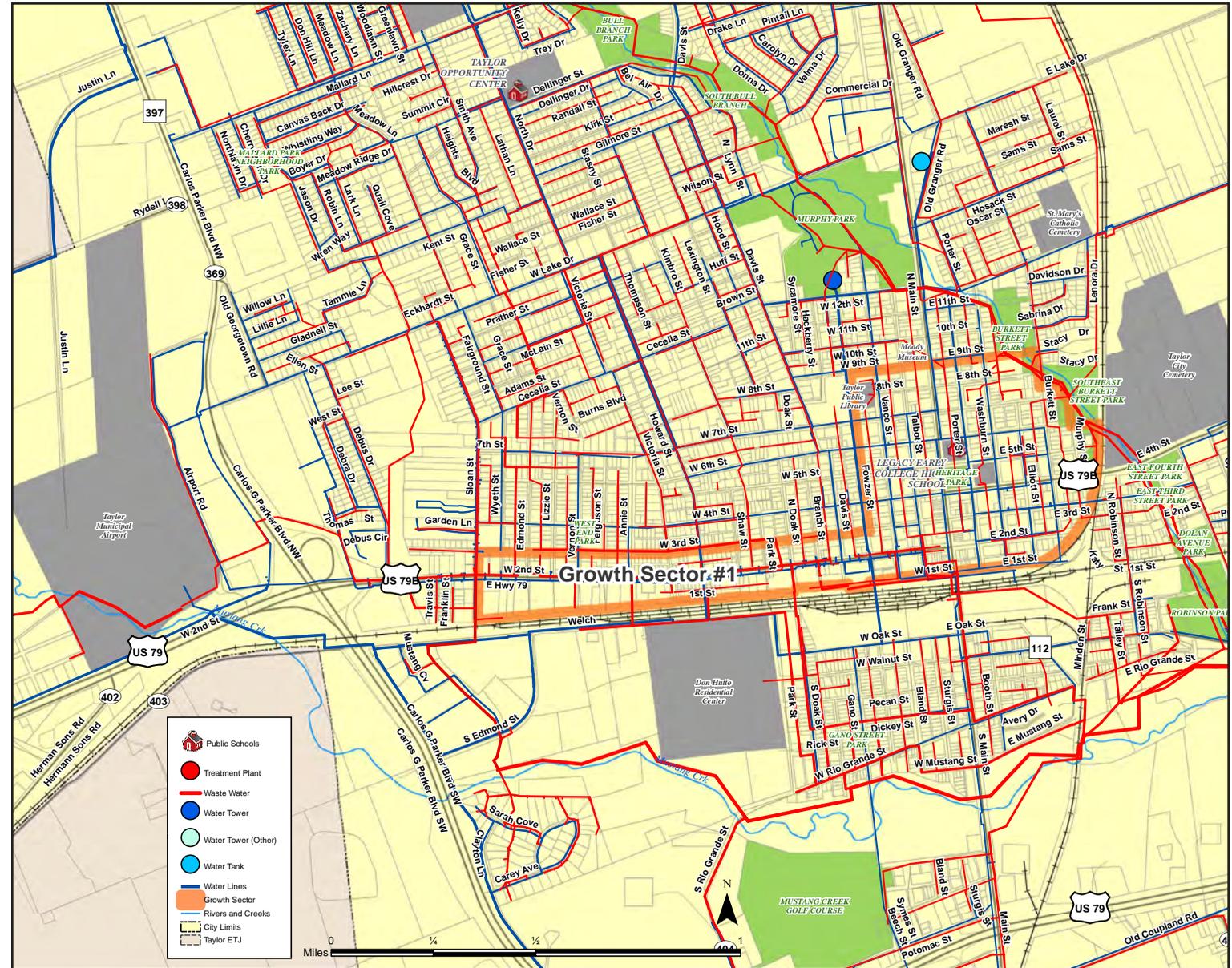


Figure 26: Utilities - Growth Sector #1

Source: CURPR, ESRI

Circulation

Few road infrastructure changes are necessary in and around Growth Sector #1 as part of Taylor's thoroughfare plan. There are three minor arterials of sufficient width in the area (West 2nd Street, East 4th Street, and North Main Street) and two collectors of sufficient width (West 4th Street and West 7th Street).

Within the sector itself, no thoroughfares are slated to be acquired or widened. Within a quarter-mile of the sector's boundaries, three collectors have been chosen to be widened: East Walnut Street, South Edmond Street/Welch/South Doak Street, and East 11th Street/Old Thorndale Road.

There are four locations in this sector that have TxDOT Annual Average Daily Traffic counts available. The highest count is on Main Street, just north of 4th Street, with a 2015 count of 15,138. The second highest is also on Main Street, just south of 4th Street, with a 2015 count of 11,583. The third highest is, again, on Main Street, just south of 2nd Street, with a 2015 count of 9,132. Finally, the fourth highest is on 4th Street, just east of Main Street, with a 2015 count of 8,325.



Figure 27: Circulation - Growth Sector #1

Source: CURPR, ESRI

Floodplain and Topography

This sector's topography can be described as very gradual incline towards the northwest. The highest elevation, found in the area in which the Taylor Public Library is located, is 580'. The lowest elevation, found near Burkett Street Park in the east, is 530'.

This sector has the least amount of land in a floodway – just 3 acres or less than 2% of its total land area – out of all the sectors. All of this land, which includes the 100-year and 500-year floodplains, is found in the linear park. Almost all the land is available for development which has contributed to this sector's existing land use and density.



Figure 28: Bull Branch Creek at Burkett Street

Source: CURPR

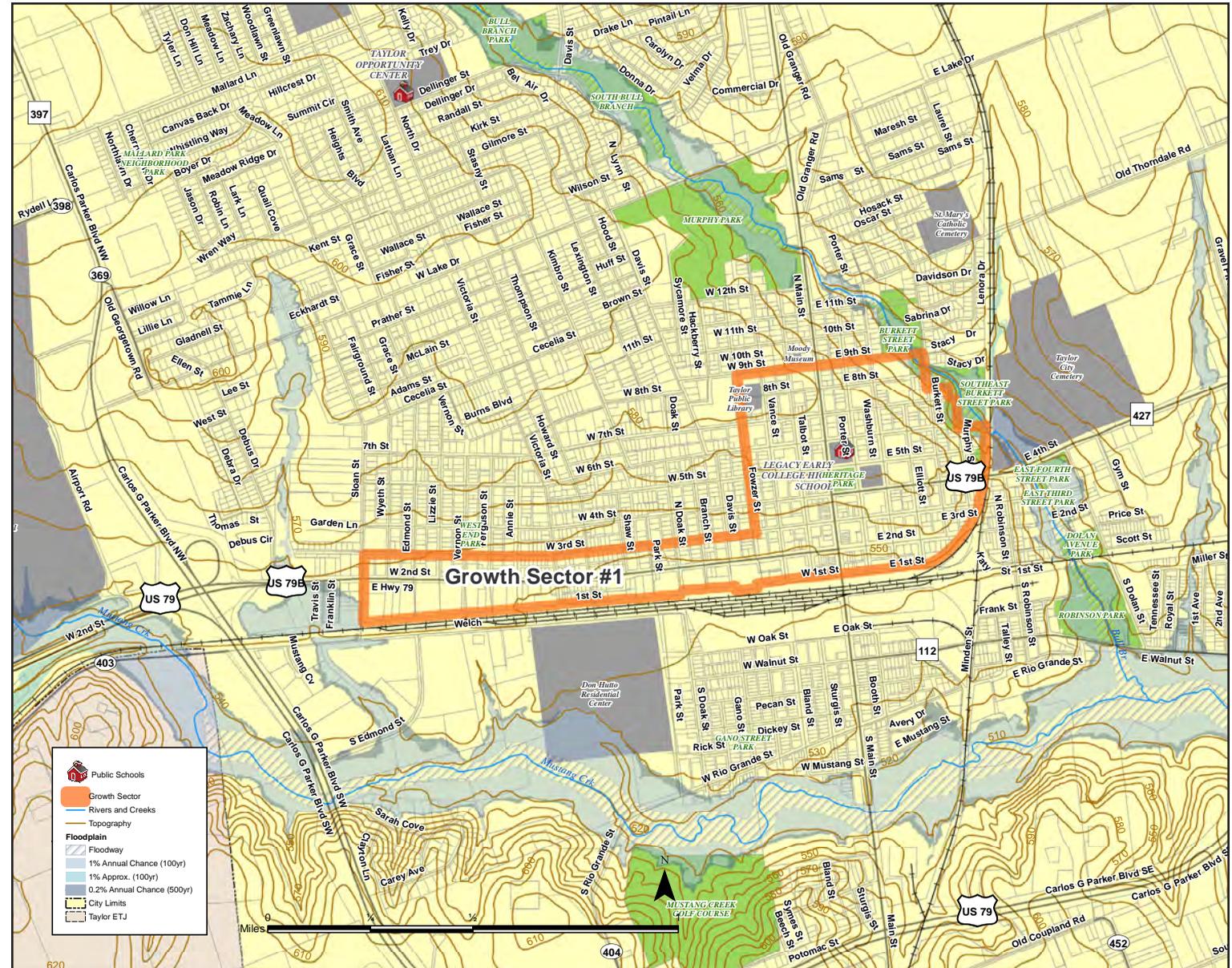


Figure 29: Floodplain and Topography - Growth Sector #1

Source: CURPR, ESRI

Recommended Future Land Use

The future land use of Growth Sector #1 is dominated by mixed use in the Central Business District. This is found throughout the center of Downtown Taylor, leaving the City and property owners with flexibility on developing the core of the city. The only areas in the Central Business District that aren't mixed use are those areas that are currently public or park use. In the stretch of the sector to the west along Business-79, the land south of this road is predominantly industrial, and the land north is predominantly commercial, with the land north of the commercial use being residential. These patterns exist for the current land use, but the future land use makes clearer the distinctions in this part of the sector.



Figure 30: Amtrak Station

Source: CURPR

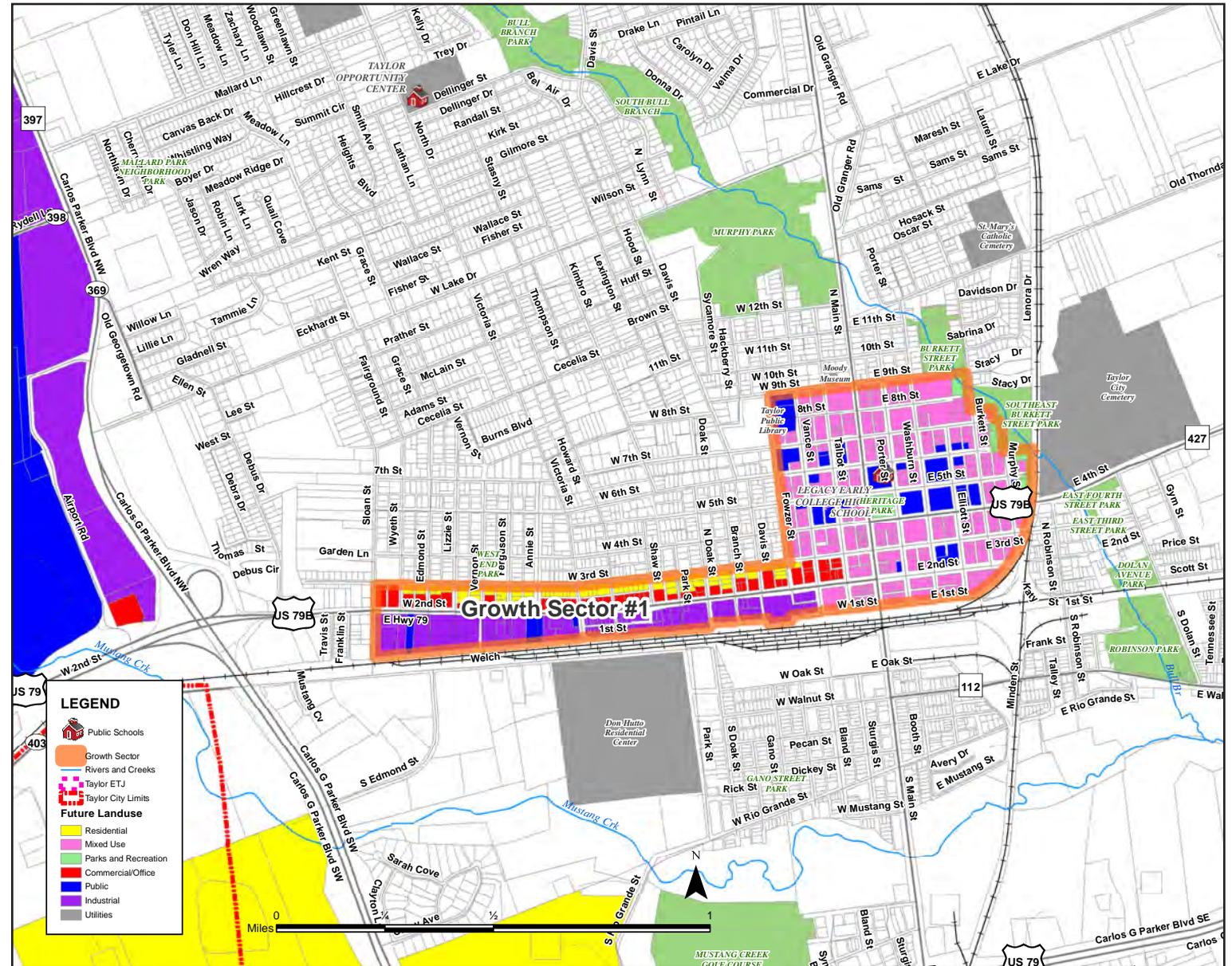


Figure 31: Recommended Future Land Use - Growth Sector #1

Source: CURPR, ESRI

Growth Sector #2

Growth Sector #2 is bounded by Chandler Road to the north, North Main Street/Texas Highway 95 to the east, County Road 366/369 to the west, Carlos G. Parker Boulevard NW to the south, and North Bull Branch Creek to the southwest. The Taylor city limits extend to capture approximately the southern third of this sector, and some of the land north of the sector, but most of the northern part of the sector is not currently included within Taylor’s city limits.

This area has been marked as a growth sector for Taylor for a number of reasons. It’s located just 1.9 miles from the downtown district, as well as 3 miles from U.S. Highway 79, 8.3 miles to Texas Highway 130, and 14 miles from Interstate 35. It contains the city’s middle school, is half a mile from two elementary schools, and is just 3.3 miles from a high school. The Taylor Regional Park and Sports Complex, a vitally important recreational area for the City, is found in this sector. There are also two floodplains on either side of the sector that could easily be developed into linear parks, making this sector well-served for recreational areas.

The major thoroughfare plan for this area involves several expansions and acquisitions of arterials and collectors that are necessary for the growth of residential and commercial development in this sector. Currently, there is over 20,000’ of combined major and minor arterial frontage and proposed collector roads in this sector, with another 5,000’ expected to be added with the expansion and development of Old

Georgetown Road. Almost all of this land is underdeveloped rural agriculture, which would allow for expansion of commercial development along the highways. Utilities coverage is currently established in the southern part of the sector, with only some expansion needed to begin development, although the northern, unannexed part of the sector would need utilities access.

Developmental Potential

The location and amenities of this sector make it one of the logical areas for Taylor to grow. There are 69 parcels ranging from 3/4 acre - 147 acres and a total of 1,241 acres that make up this sector. With access to schools, parks, major roads, and commercial centers, this sector of largely undeveloped land so close to the city center is likely to see major growth soon, and the City of Taylor must plan accordingly.



Figure 32: Growth Sector #2

Source: CURPR, ESRI

Existing Land Use

The vast majority of the land in this sector is currently used for agriculture. The northern half is almost entirely agricultural, and the southern half, while containing more diversity in land use, is still over 50% agricultural.

Parks and recreation is another type of significant land use in this sector. The Taylor Regional Park and Sports Complex (75 Acres) is found here, in the southeast quadrant of the sector. This complex includes 5 youth baseball fields, 5 fast-pitch softball fields, 2 adult soccer fields, 1 football field, 2 basketball courts, 3 playgrounds, and a 6 acre lake and natural preserve.

Single-family residential use is found scattered around this sector. There's a small collection of approximately a dozen homes in the southwest corner, as well as individual residences, some of which are farmhouses, found around the sector.

In the southeast corner is an H-E-B and adjoining strip mall, which represents the current commercial land use in this sector.

There is a significant amount of institutional land use in this sector. The Crossroads Assembly of God Church is found in the southwest corner, and the East Williamson County Events Center is found adjacent to the Taylor Regional Park and Sports Complex. A branch of Bluebonnet Trails, a community health service organization, is found at the intersection of North Drive and Carlos G. Parker Boulevard NW. Taylor Middle School is located within the sector itself, and it is half a mile from the sector to both Naomi Pasemann Elementary

School and T.H. Johnson Elementary School, as well as 3.3 miles to Taylor High School.

There are a few small vacant parcels in the Taylor North Growth Sector; one is near the H-E-B, and another is adjacent to the Crossroads Assembly of God Church.

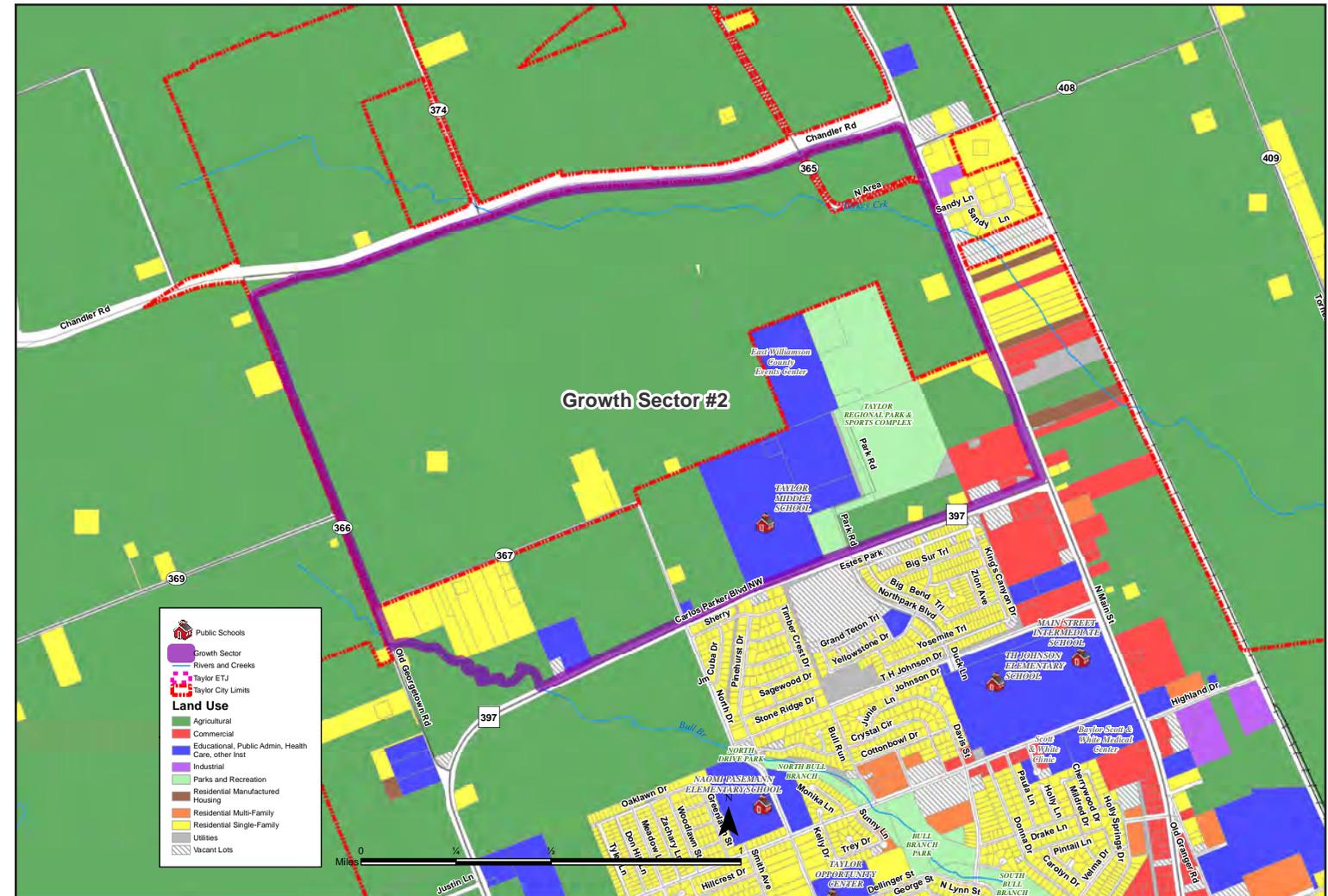


Figure 33: Land Use - Growth Sector #2

Source: CURPR, ESRI

Zoning

The northern half of this growth sector is part of Taylor's ETJ, there is no current zoning for this part of the sector.

Parks zoning is represented in the parcels that currently house the Taylor Regional Park and Sports Complex, as well as the adjacent East Williamson County Events Center.

Taylor Middle School is zoned for institutional use, as is a small triangle of land to the southeast of the regional park.

Rural agricultural is zoned in a few locations in this sector. In terms of large areas of this zoning, in the east, a block of land is zoned for agriculture adjacent to Taylor Regional Park and north of the H-E-B. In the west, there is a large block of land to the northeast of the church that is zoned agricultural. There's another large parcel of agricultural zoning to the west of the church that straddles the creek that serves as a border to the sector. All of these areas are currently used for agriculture.

For single-family residential zoning, there are two significant areas within this growth sector. The first is a block of land west of the middle school. This land is currently agricultural, with just one residence on it. The other area is in the southwestern corner, which currently has a few single-family residences but is mostly undeveloped.

The commercial zoning in this sector takes the form of local business zoning. Right now, that includes the parcel H-E-B and the adjoining strip mall are located on, as well as two strips to the west and north of this area, running parallel to North

Main Street and Carlos G. Parker Boulevard NW. The small parcel that the Bluebonnet Trails location sits on is zoned local business, as is the parcel where the Crossroads church is found.

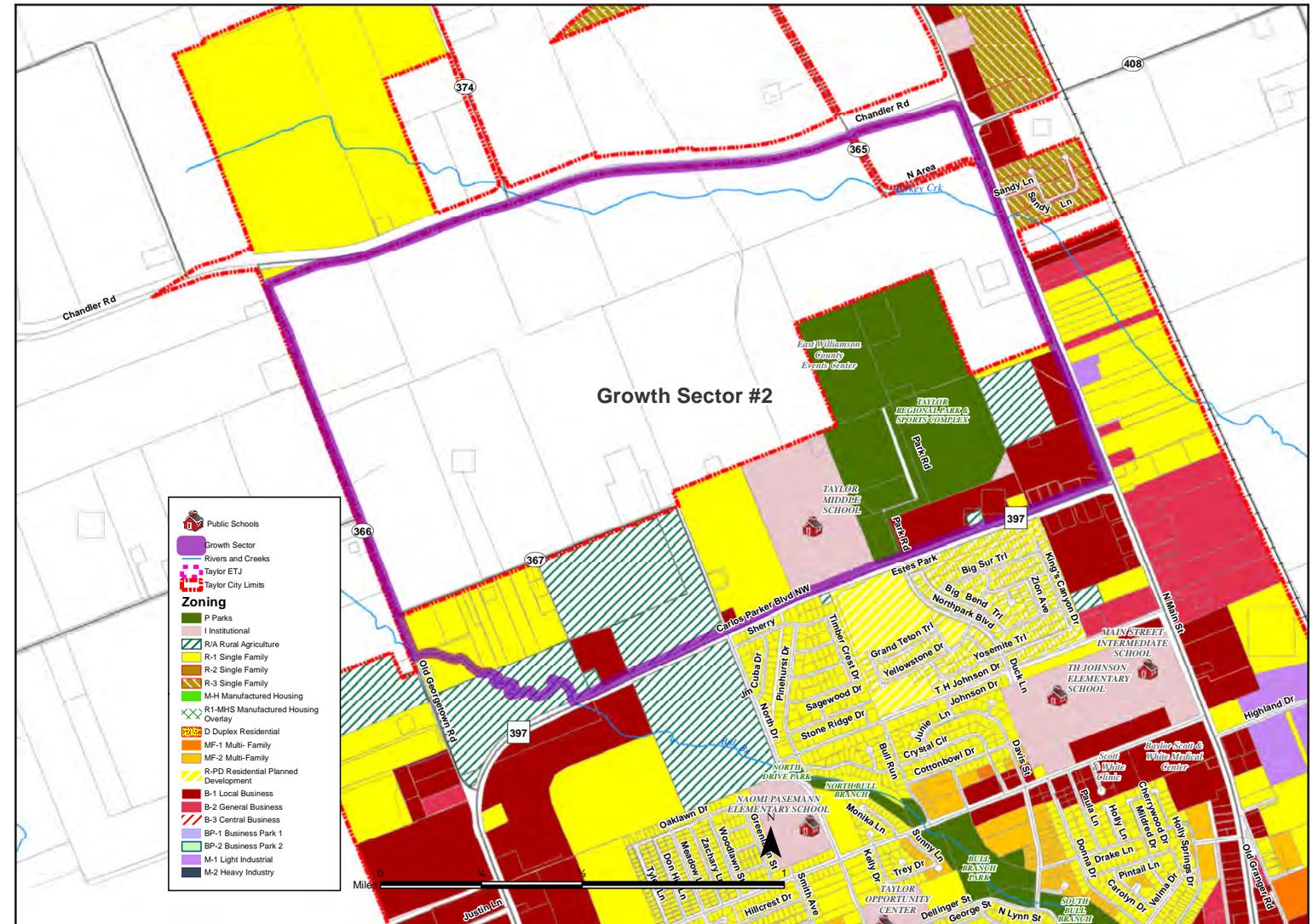


Figure 34: Zoning - Growth Sector #2

Source: CURPR, ESRI

Utility Infrastructure

The north half of the sector lacks utility infrastructure from the City of Taylor, as it has not yet been annexed. In the southern half, the eastern side has relatively extensive coverage for both water lines and waste water lines. The western side, however only has water lines running briefly along the two main roads of the area, North Drive and County Road 367, and the only waste water line in the area stops on Carlos G. Parker Boulevard NW.

For this sector to meet its growth potential, the annexation of the northern half must be accompanied with access to water/waste water lines. Additionally, the network of utility lines in the southern portion, particular in the west, should be expanded to allow for higher density residential and commercial growth.



Figure 35: North Pump Station

Source: CURPR

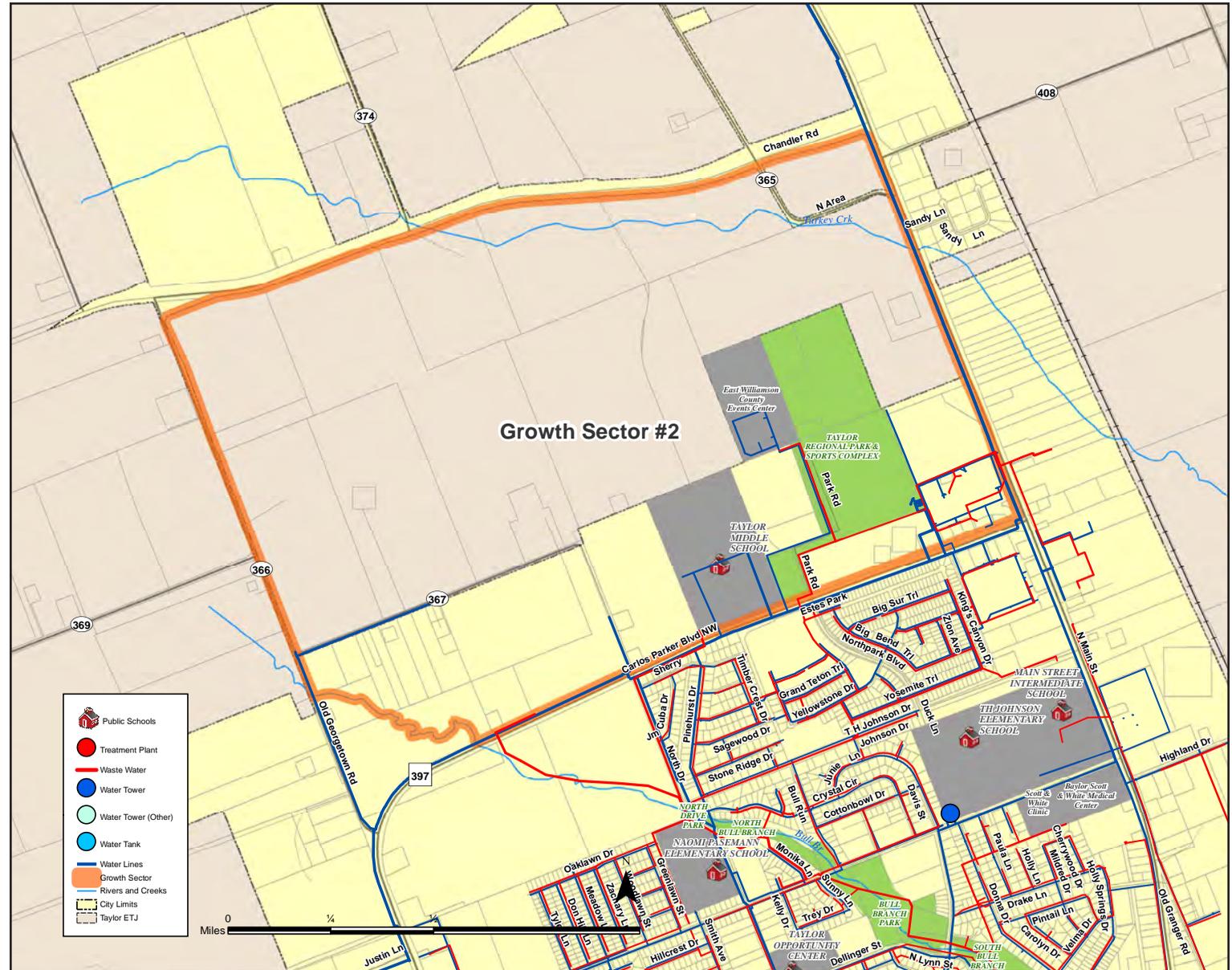


Figure 36: Utilities - Growth Sector #2

Source: CURPR, ESRI

Circulation

Significant changes in the circulation network of this sector are proposed in order to allow it to meet its growth potential.

There are two proposed major arterials to be developed for this sector. The first will take the place of and improve upon Old Georgetown Road/County Road 366/369. It will stretch from its merging with Carlos G. Parker Boulevard NW south of the sector, north along the western boundary of the sector, until it hits Chandler Road, where it will veer northwest as a minor arterial. The other is an entirely new arterial, to run east-west just north of the sector, briefly merging with Chandler Road to form a part of the northern border. North Main Street/Texas Highway 95 north of Carlos G. Parker Boulevard NW is a major arterial currently, and is proposed to be widened to accommodate more traffic.

There are two minor arterials serving the sector that are proposed to be acquired. The first is the aforementioned northwestern extension of Old Georgetown Road. The other is the improvement of Carlos G. Parker Boulevard NW and the extension of it eastward past its current terminus at North Main Street. North Main Street, southward from its intersection with Carlos G. Parker Boulevard NW, is currently a minor arterial of sufficient width.

There are three collectors proposed for Growth Sector #2. The first is North Drive, which is at a sufficient width south of Carlos G. Parker Boulevard NW, is proposed to be widened in the stretch north of Parker and south of County Road 367, and extended northward past that point, continuing past

the northern edge of the sector. Park Road is proposed to be extended through the currently unannexed northern half of the sector, running parallel to the proposed North Drive extension. County Road 369, which currently ends at Old Georgetown Road, is proposed to be extended through the center of the sector. Northpark Boulevard is a collector of sufficient width that continues south from Park Road.

According to the Texas Department of Transportation three traffic count locations are found near this growth sector. Two are found on Carlos G. Parker Boulevard NW, and each had an annual average daily traffic (AADT) count in 2015 around 6,500 apiece. The third is south of the sector on North Main Street, with traffic counts around 17,000 (AADT).

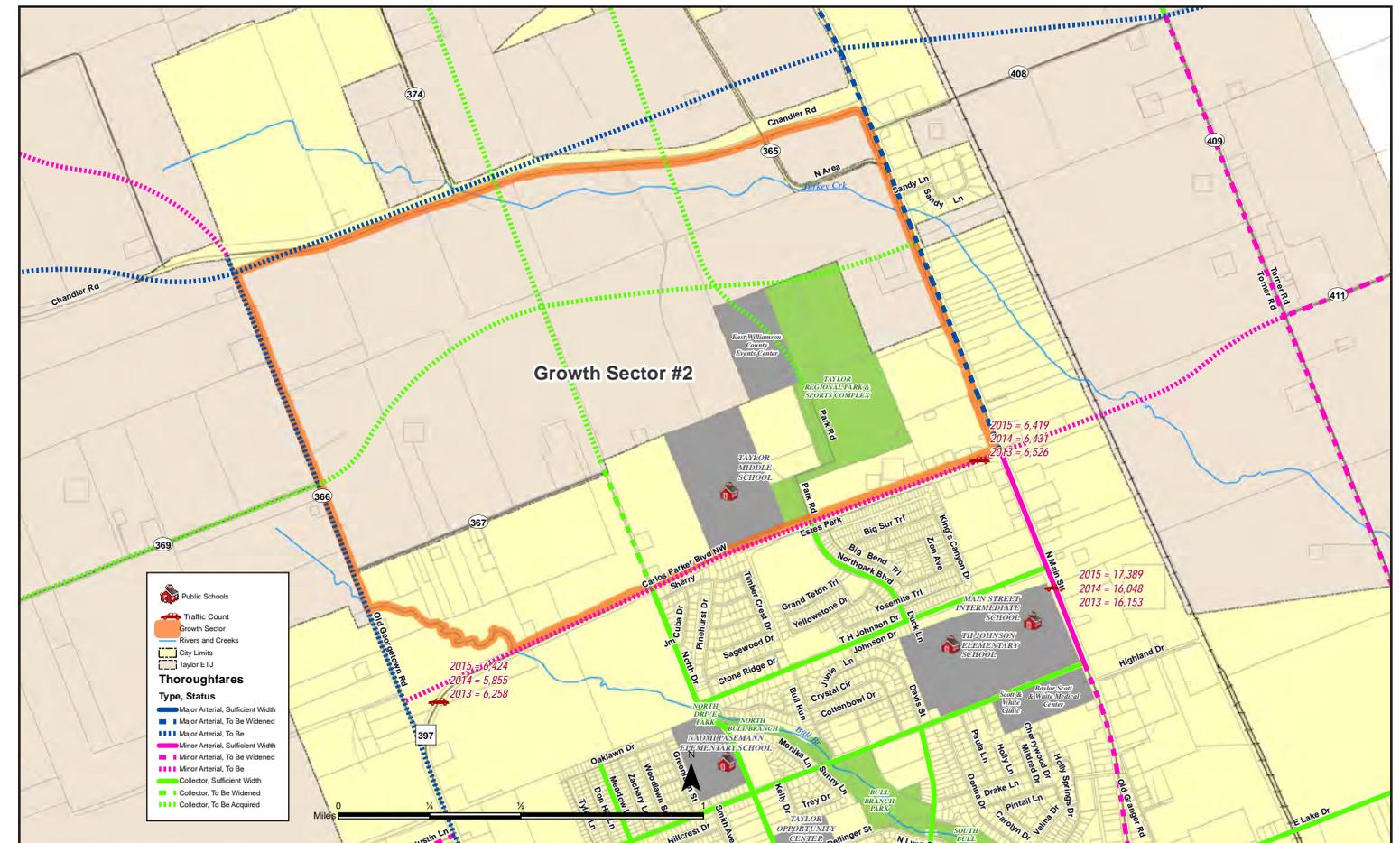


Figure 37: Circulation - Growth Sector #2

Source: CURPR, ESRI

Floodplain and Topography

Taylor Growth Sector #2 lies at a slightly higher elevation than the rest of the city to the south. The center of the sector has an elevation of 620', which gradually declines to the south and east, and gradually increases west of the sector. Elevations within the sector range from 600' to 620', while the area of Taylor immediately to the south ranges from 570'-600'. Overall, the difference is minimal and largely imperceptible at a human scale.

The elevation is important, however, when considering the flood zones of this sector. Because of the peak in the center of the sector, there are two 100 year floodplains on either side of this peak: the first surrounds North Bull Branch Creek, which serves as the southwestern border of the sector, and the second surrounds Turkey Creek, which runs through the northeastern part of the sector. Taylor has already established a linear park along the North Bull Branch Creek further south, and would seem to intend to extend the creek further to northwest, making full use of the land in the floodplain. Turkey Creek also provides the possibility of a second linear park. This growth sector contains 126 acres of floodway or 10.1% of its total land area, which unfortunately lowers the amount of land suitable for development. However, this increases the area of land in sector suitable for park space, which Taylor should utilize to efficiently use this land.

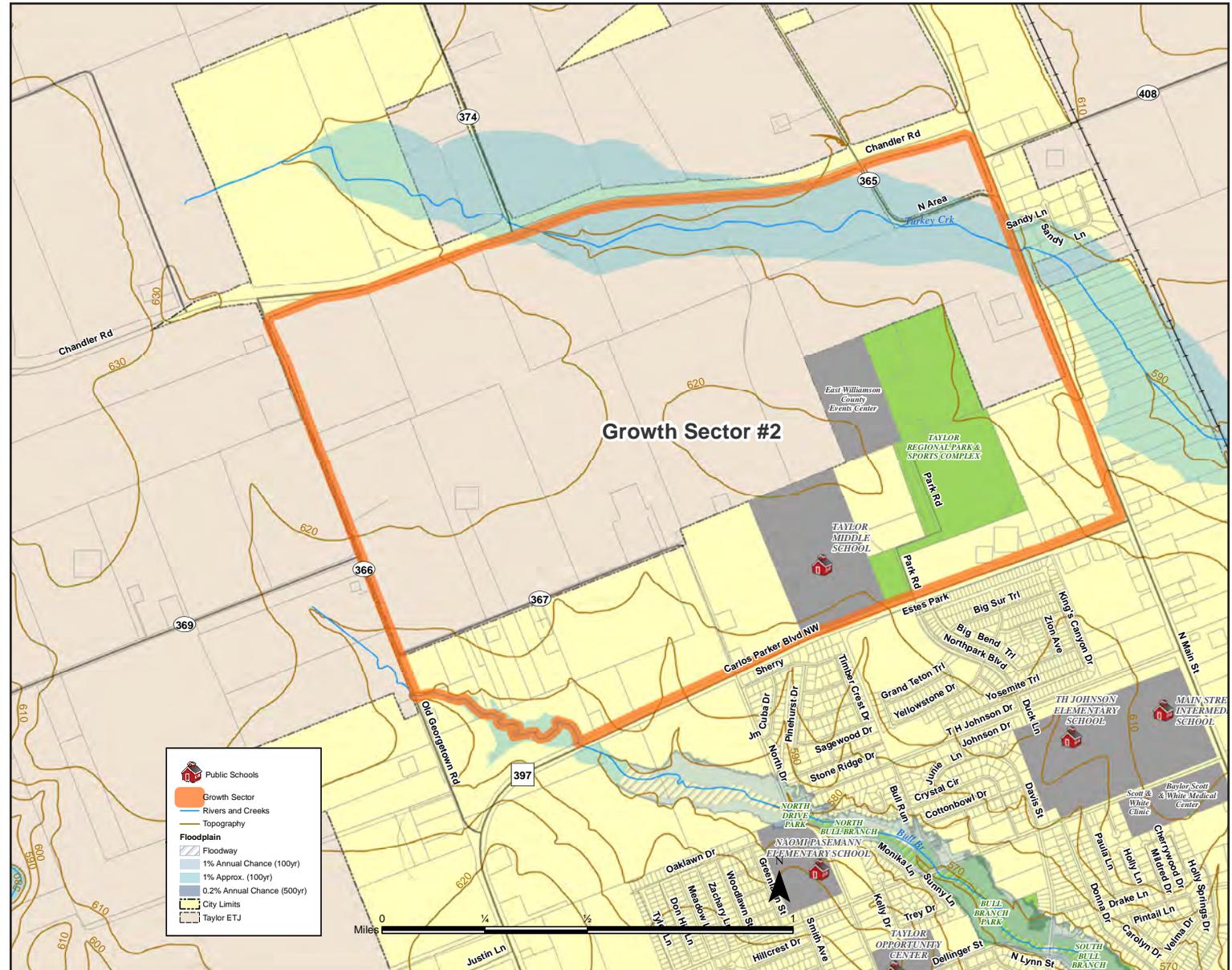


Figure 38: Floodplain and Topography - Growth Sector #2

Source: CURPR, ESRI

Recommended Future Land Use

The future land use of Growth Sector #2 is predominantly residential, in contrast to its current dominant use of agriculture. The residential use can be found through the center and west of the sector, replacing the agricultural use that disappears in the future land use projections. Along the outer edges of the sector, and along major roads, can be found commercial/office use. This land use is at a much higher amount that can be currently found in this sector, concentrated in the southeast corner. The public land use, such as the middle school and event center, remain unchanged. The Taylor Regional Park and Sports Complex remains as park space, and additional park space is added in the form of a linear park in the northeast of the sector, along Turkey Creek's floodplain, which will be connected to the regional park. Additionally, another small linear park will be found along North Bull Branch Creek to the southwest.



Figure 39: Regional Park and Sports Complex

Source: CURPR

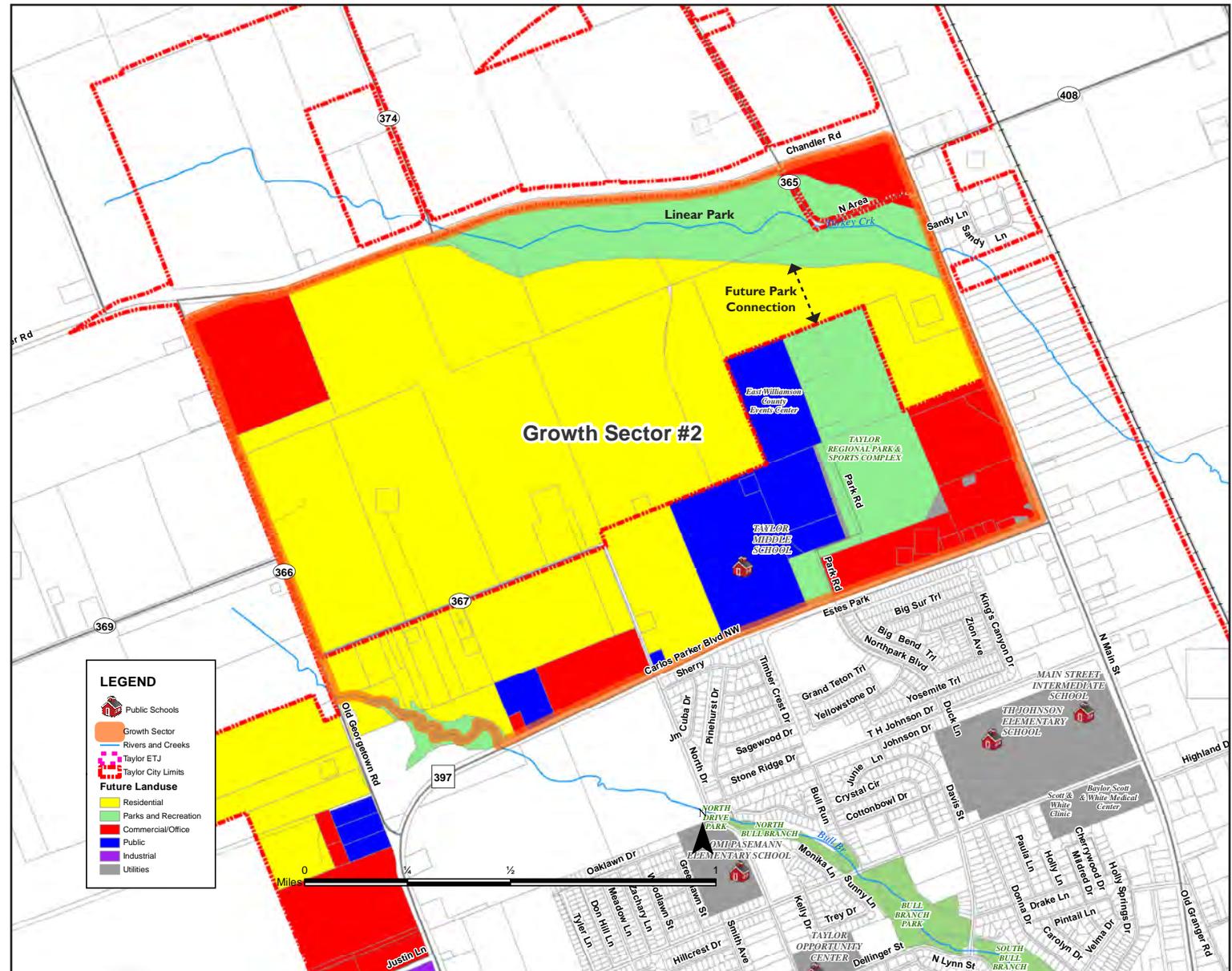


Figure 40: Recommended Future Land Use - Growth Sector #2

Source: CURPR, ESRI

Growth Sector #3

Taylor's Growth Sector #3 is bounded by U.S. Highway 79 to the north, Mustang Creek to the west and agricultural parcels to the south and east. Roughly half of the proposed growth sector is within the city limits while the other half is part of the city's extraterritorial jurisdiction.

Growth Sector #3 presents a unique opportunity to support light industrial and heavy industrial developments. With access to both U.S. Highway 79 and the railroad this proposed growth sector is primed for distribution and manufacturing. It is also only 18.1 miles from Interstate 35, a major interstate corridor, and 11.3 miles from the Texas Highway 130.

The major thoroughfare plan illustrates expansions for a couple of existing roads which are to be widened and converted into arterials and collectors. There is approximately 7,000' of existing major arterial frontage and 12,000' of proposed minor arterial frontage along the existing FM 619. The majority of this proposed sector is currently used for agricultural purposes. The site has access to water with a supply line that runs along Walnut Street to FM 619 South. Although the site lacks access to the waste water network the City's treatment plant is found within the boundary of this growth sector.

Development Potential

The existing assets on and adjacent to this growth sector encourages industrial development but also has opportunity for commercial and residential development. There are 46 parcels ranging from 1.75 acres - 204.38 acres and a total of 1,073 acres that make up this sector.



Figure 41: Growth Sector #3

Source: CURPR, ESRI

Existing Land Use

Agricultural land use is currently the only land use in this sector north of Walnut Street, which bisects the sector, and the majority of the land use south of Walnut Street. Large agricultural tracts are attractive to developers because of the lack of restrictions created by existing developments adjacent or near the proposed sector.

South of Walnut Street there are approximately 10 parcels defined as single family residential. The existing single family residential structures are made up of farm houses and a few newly constructed homes.

There is a pocket of commercial parcels at the corner of Walnut Street and Carlos G Parker Blvd. This is also the current location of an Oncor Electric Delivery site.

The City's wastewater treatment plant is located on the southwest corner of Growth Sector #3.



Figure 42: Wastewater Facility

Source: CURPR

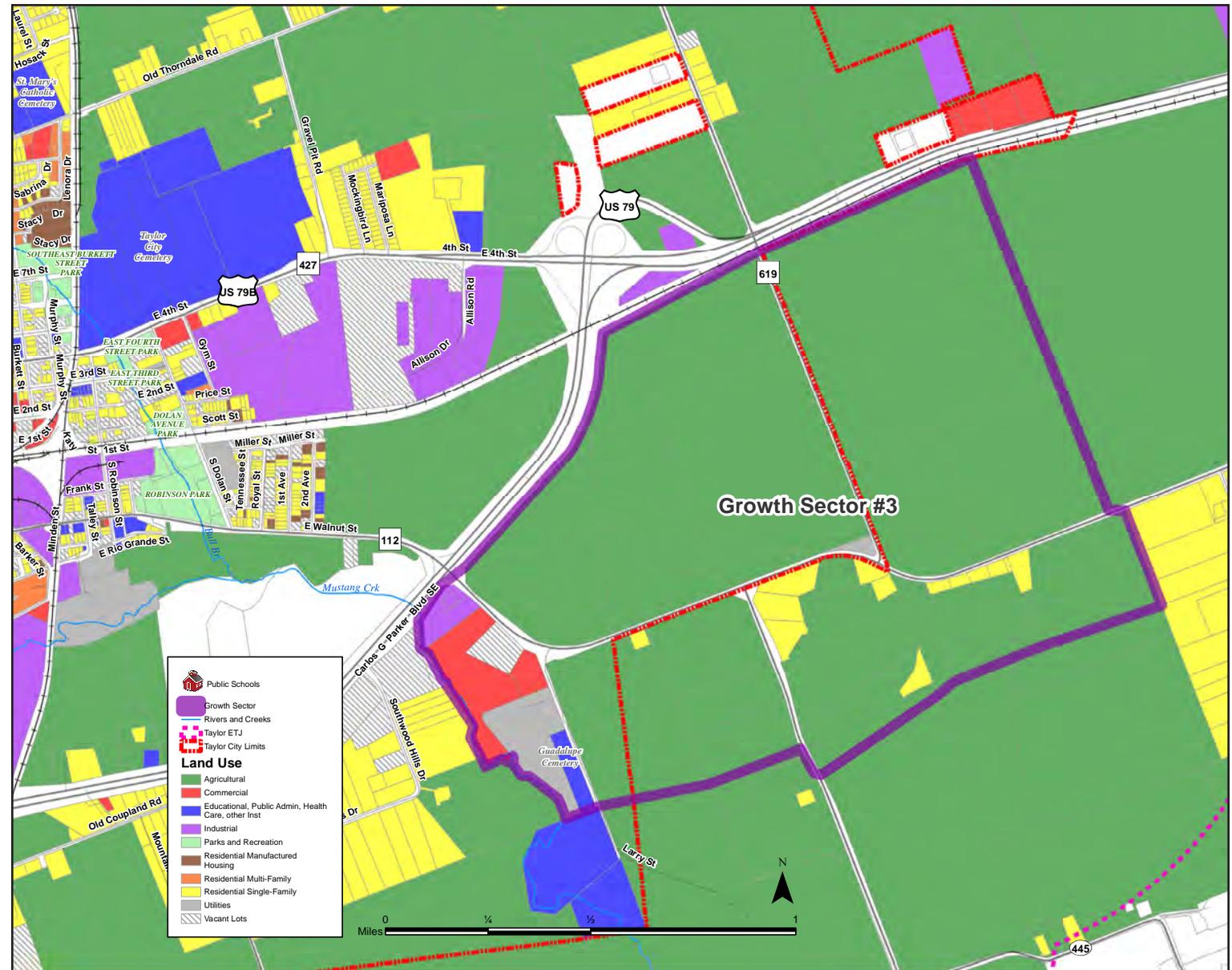


Figure 43: Land Use - Growth Sector #3

Source: CURPR, ESRI

Zoning

Only half of Growth Sector #3 is within the city limits while the remaining half is part of Taylor's ETJ.

The majority of the northwest portion of the sector within the city limits is mostly heavy industrial with some parcels zoned as light industrial. Currently these parcels are agricultural land or open space. The heavy industrial parcels are north of Walnut Street while the light industrial parcels are south of Walnut Street.

There are four parcels zoned as single family residential south of Walnut Street on the west side of the sector. One of these parcels along Larry Street is the location of the city's water treatment plant and adjacent to the plant is the location of a cemetery.

There is one parcel zoned institutional at the northwest corner of FM 619 and Walnut Street. This is the location of a water tower.



Figure 44: Historical Marker within Sector #3

Source: CURPR

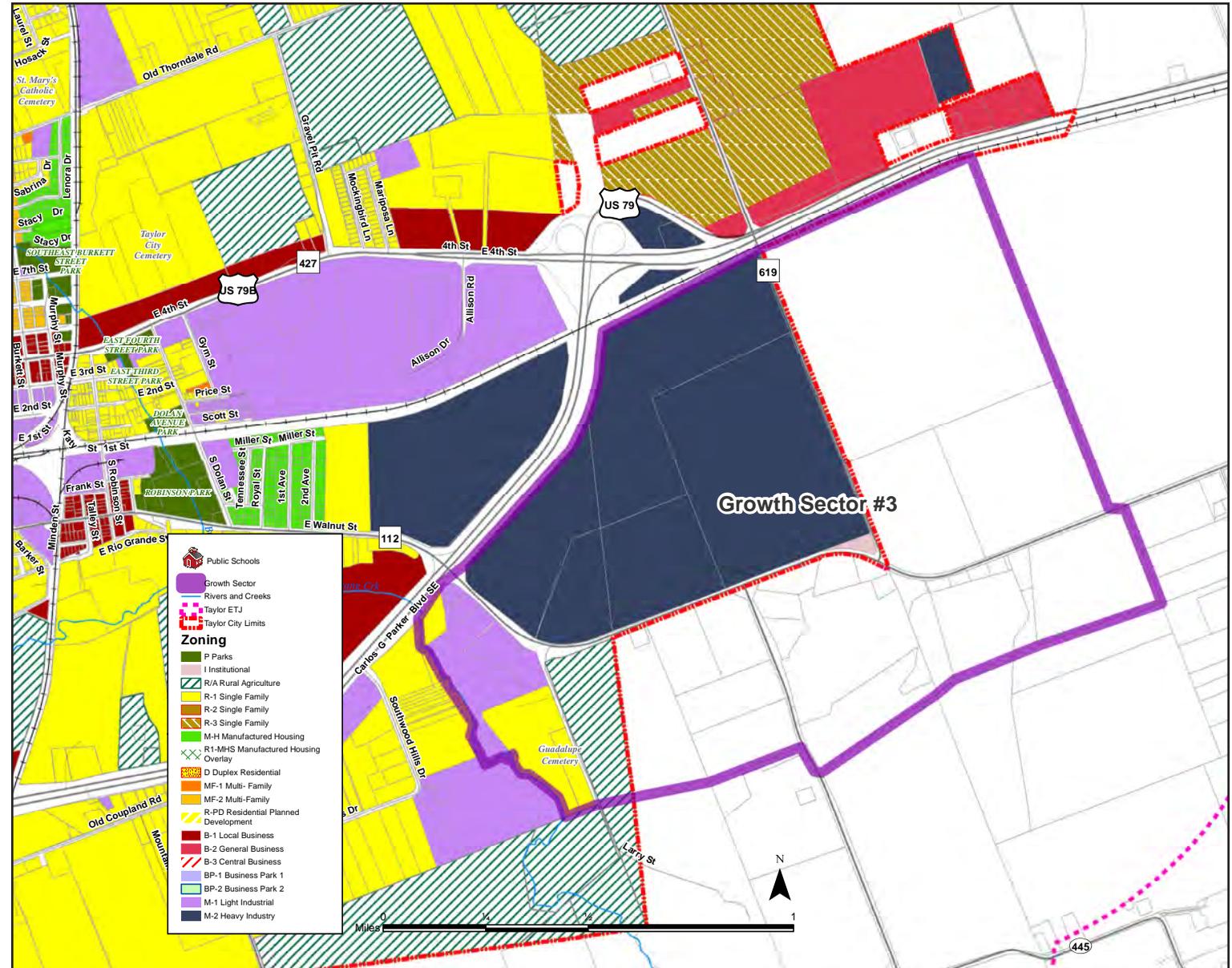


Figure 45: Zoning - Growth Sector #3

Source: CURPR, ESRI

Utility Infrastructure

The utility infrastructure in Growth Sector #3 exists primarily on the west side. Currently there is a water supply line that runs parallel to Walnut Street from Carlos G Parker Blvd. to FM 619 South (See Figure 47).

The existing waste water lines in Growth Sector #3 run along the western boundary of the sector following Mustang Creek to the waste water treatment plant for the city.

There is a water tower at the northwest corner of FM 619 and Walnut Street that is owned and managed by NOACK water supply corporation. NOACK Water Supply provides water to Eastern Williamson County.



Figure 46: NOACK Water Supply Tower

Source: CURPR



Figure 47: Utilities - Growth Sector #3

Source: CURPR, ESRI

Circulation

There is one existing major arterial (U.S. Highway 79) in this sector illustrated in blue. The U.S. Highway 79 is the largest thoroughfare in Taylor, TX. It is an east/west highway that connects to Interstate 35 and SH 130 to the west and as far as Russelville, Kentucky to the east. It is a split highway with 2 lanes in each direction. The business section of U.S. Highway 79 directs traffic through the downtown district of Taylor, while the main route loops around the city on the south side.

There are also plans to widen FM 619 from U.S. Highway 79 to Walnut Street creating a minor arterial. It is proposed that land be acquired to extend this minor arterial creating a secondary loop around the city.

The existing Walnut Street will be widened from Main Street to FM 619. South of the growth sector FM 619 will also be widened.

There are 5 locations in and adjacent to this sector for which there are TxDOT Annual Average Daily Traffic (AADT) count data. The location along FM 619 illustrates a gradual increase from 373 (AADT) in 2013 to 528 in 2015. The location along Walnut Street decreased from 2,018 in 2013 to 1,649 in 2014 then rebounded to 1,759 in 2015.

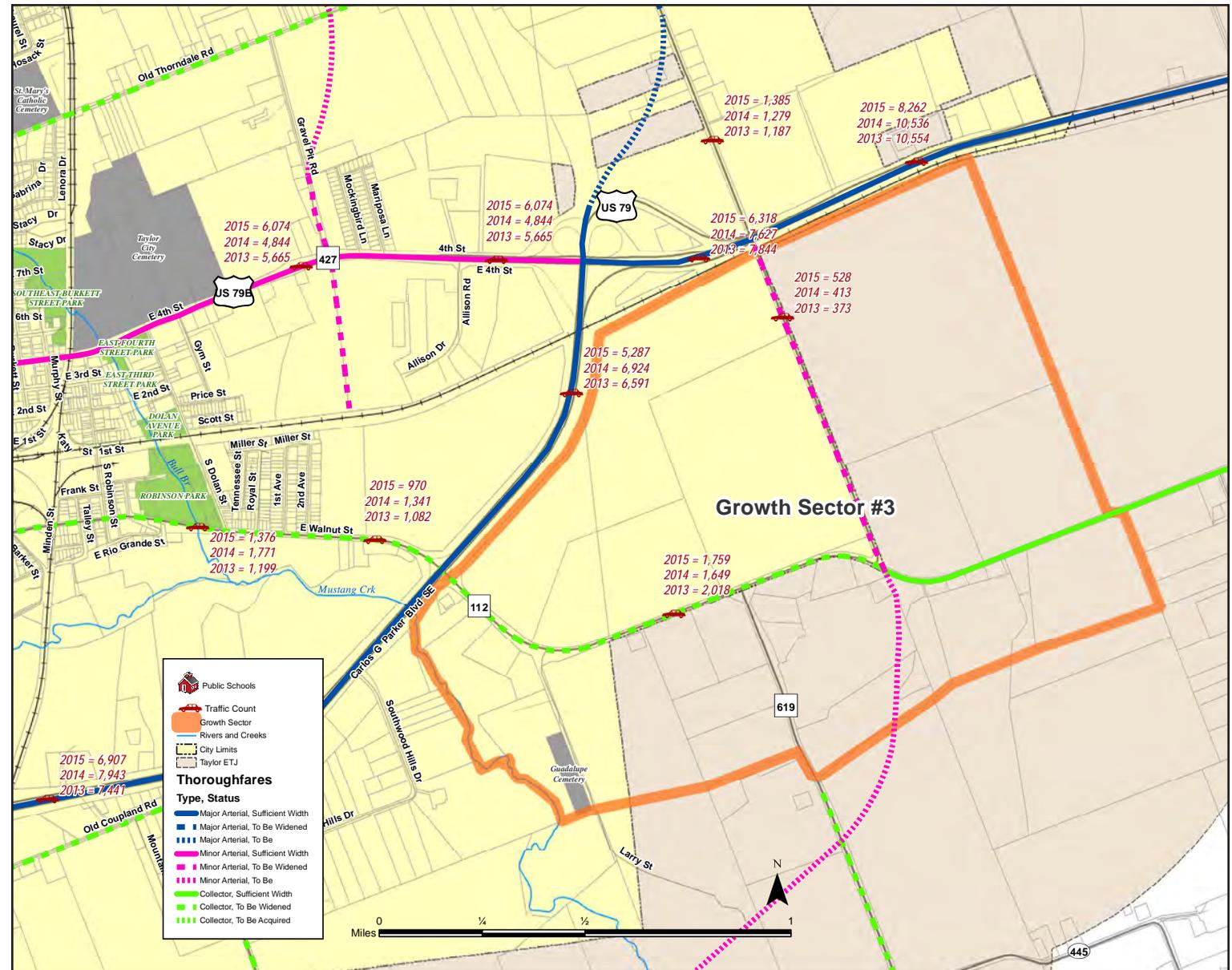


Figure 48: Circulation - Growth Sector #3

Source: CURPR, ESRI

Flood Plain and Topography

Taylor Growth Sector #3 is at a lower elevation than most of the city and as mentioned before contains the waste water treatment plant. The highest elevation is in the northeast corner of the sector at 590' and decreases to 500' along the Mustang Creek on the southwest side of the sector.

The 100 year floodplain in this sector is along the Mustang Creek on the southwest corner near the waste water treatment plant. Out of the 1,073 acres in the sector only 44 acres or 4% of the total land area is not suitable for development due to the floodplain.

The flood plain and Mustang Creek in this sector allow for the potential to connect Growth Sector #3 with the existing park system in Taylor. Robinson Park is about a 1/2 mile upstream from this sector.



Figure 49: Mustang Creek at Highway 79

Source: CURPR

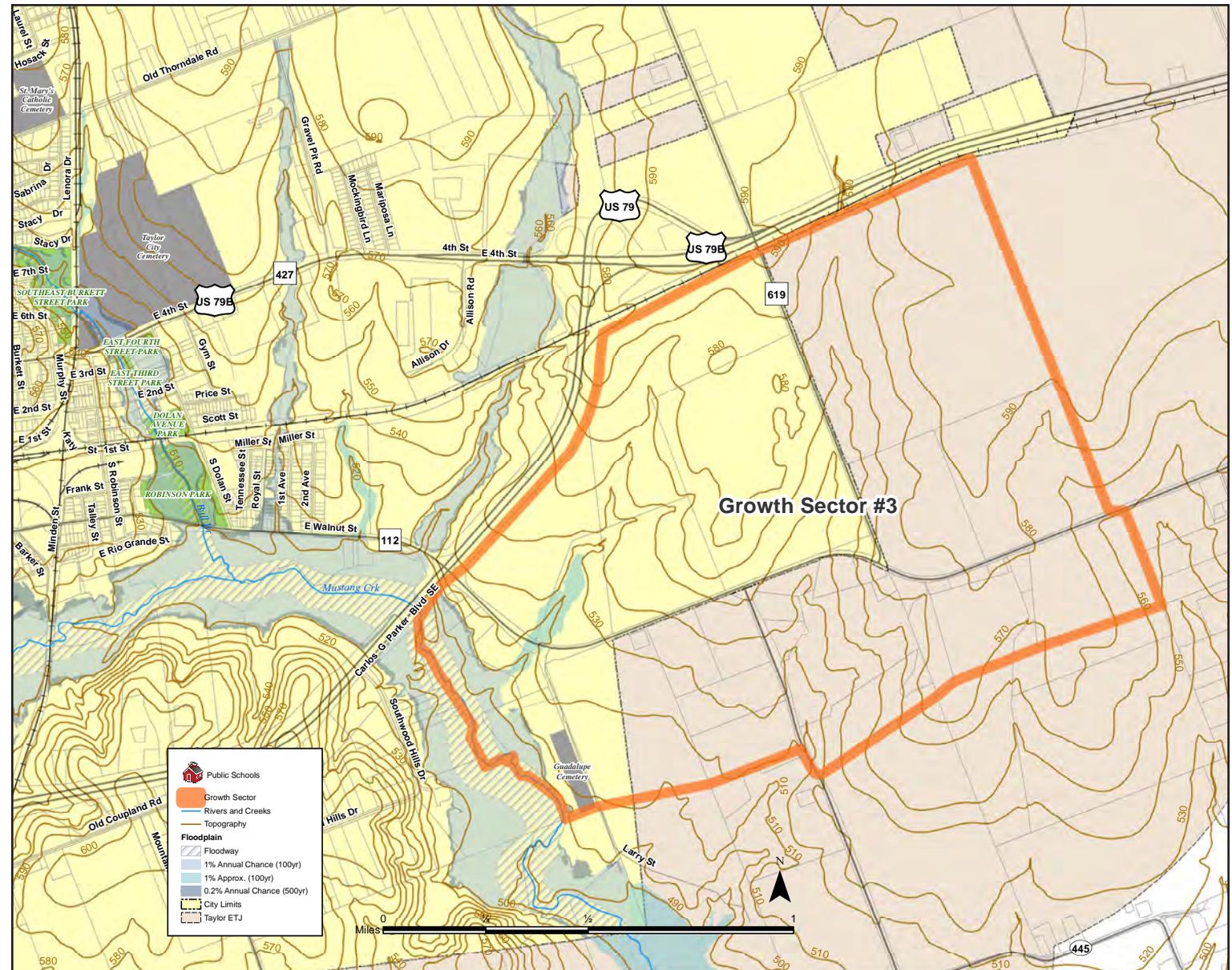


Figure 50: Floodplain and Topography - Growth Sector #3

Source: CURPR, ESRI

Recommended Future Land Use

There is a stark difference between the current land use of Growth Sector #3 and its future land use. Like most of the growth sectors, it is currently predominantly agricultural, but that is not the case with the future land use, in which no agricultural land remains. The land north of East Walnut Street, which is virtually all agricultural currently, is projected to be industrial. South of Walnut Street will be largely residential, in contrast to its current use as agricultural with scattered residential. Additionally, two parcels of land at the intersection of Walnut and Farm-to-Market 619 will be commercial/office space, as are two parcels at the intersection of Walnut and Highway 79. The current location of the Guadalupe Cemetery is projected for utilities use. Finally, the area of this sector to the west that falls within Mustang Creek's floodplain will be park space, rather than its current commercial use.



Figure 51: Property For Sale Adjacent to Sector #3 Source: CURPR

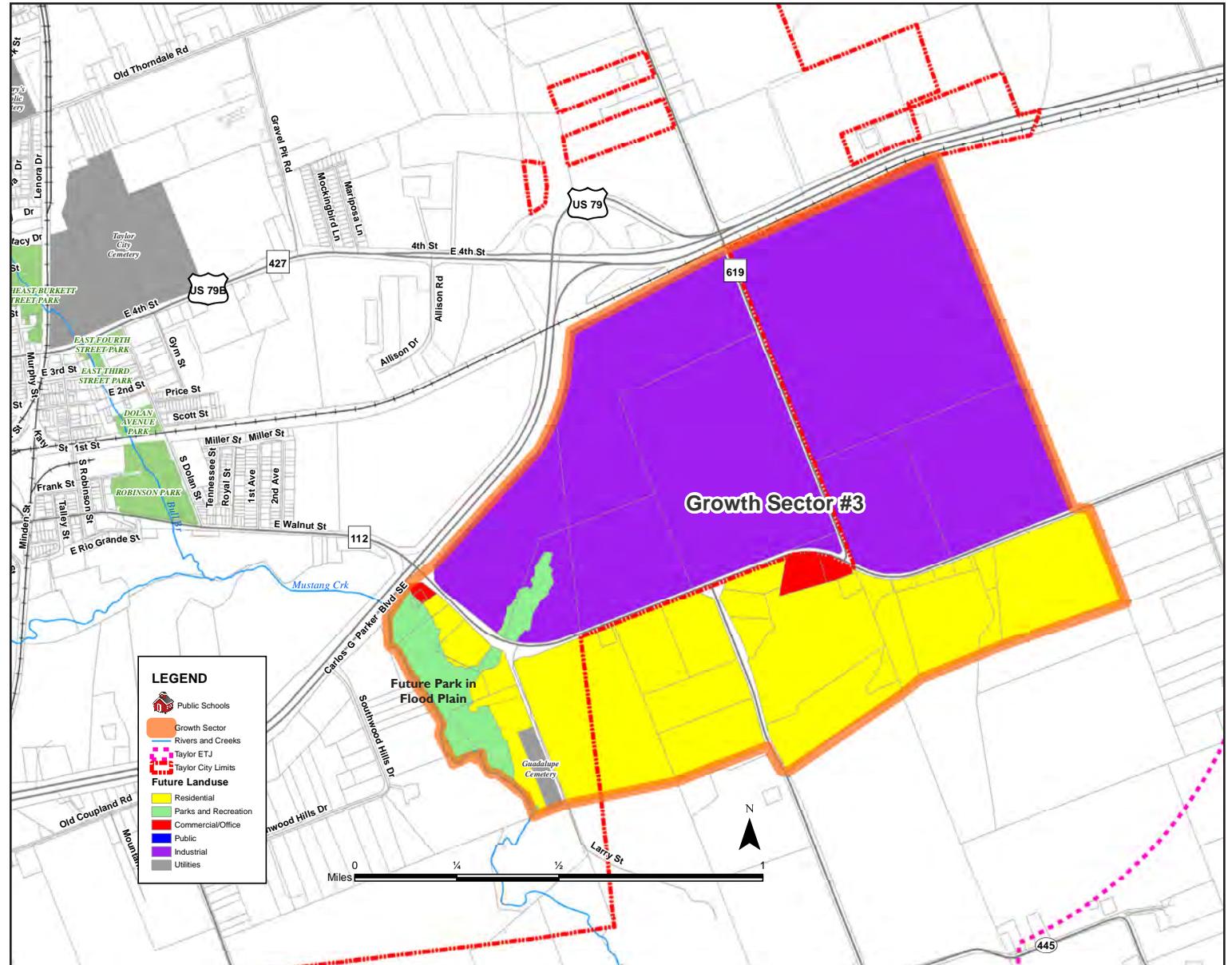


Figure 52: Recommended Future Land Use - Growth Sector #3

Source: CURPR, ESRI

Growth Sector #4

Taylor’s Growth Sector #4 – found to the southwest of the city – is bounded on the west by a northward line extending from near Farm-to-Market 973 to a point extended from South Edmond Street; on the north by that Edmond Street extension, a line parallel to and southwest of Carlos G. Parker Boulevard/U.S. Highway 79, and a line running northwest from Carlos G. Parker Boulevard parallel with Carey Avenue; on the east by Rio Grande Street/Windy Ridge Road; and on the south by Buttercup Road and a line extending west from Buttercup Road.

This growth sector is very near to Downtown Taylor and is overall relatively accessible to many locations and services in Taylor. It is .4 miles to the downtown area, and U.S. Highway 79 passes through the sector. Because of this immediate connection to Highway 79 it is also just eight miles to State Highway 130 and 15 miles to Interstate 35. Taylor High School is located within the sector, and the area is 2.6 miles from the middle school as well as about two miles from each of the elementary schools. There are no parks within the sector currently, and Heritage Park is about a mile away, but it does have access to Mustang Creek which could be an expansion of the linear park system already in place. There is currently 16,000’ of highway frontage, all along Highway 79, and if Farm-to-Market Road 973 is expanded as planned that would add another 24,000’. Several other thoroughfare changes are planned in order to increase the accessibility of this area as it transitions from largely agricultural use to residential and eventually commercial use.

Developmental Potential

This sector’s growth potential is based upon its amount of undeveloped land in such close proximity to Central Taylor, as well as its accessibility to major highways. There is over 1,100 acres of land in this sector, divided into just 47 parcels, almost all of which are agricultural in use. Very little development has occurred here, which makes development on land already cleared for use as cropland relatively easy. The presence of Taylor High School should make the land around it attractive

to families, and the proximity to Highway 79 would make this area suitable for those who seek to live in Taylor and commute the 30-40 minutes to work in Round Rock or Austin. Overall, the potential for development for this sector is based on the vast possibilities for what can be done with this land that’s very close to Downtown: though it lacks park space now, there are near endless ways that could be remedied with development. The same concept applies to commercial space and residential developments. For new residents of Taylor, this area of potential will be very attractive.



Figure 53: Growth Sector #4

Source: CURPR, ESRI

Existing Land Use

The overwhelming majority of the land in Growth Sector #4 is agricultural in use. It can be found throughout the sector in the form of cropland. The entire southwest corner of the sector, with the exception of the road right-of-way, is agricultural.

Institutional use represents a large chunk of the land in this sector, entirely in the form of Taylor High School. The two parcels that comprise the high school are found in the middle of the sector, surrounded by agricultural land. This sector is also 2.6 miles to Taylor Middle School, 1.9 miles to Naomi Pasemann Elementary School, and 2.3 miles to T.H. Johnson Elementary School.

There are nine isolated areas of single-family residential use, all of which contain one household, and generally these lots are owned by the families who own the surrounding farmland. About half the land in this sector is currently outside the Taylor city limits. The land to the south and west fall outside the city boundary.

Because of the nature of the agricultural land use in this sector, most of the parcels are large in size: all but three are larger than an acre, with the majority being larger than 10 acres. The largest is 105 acres.

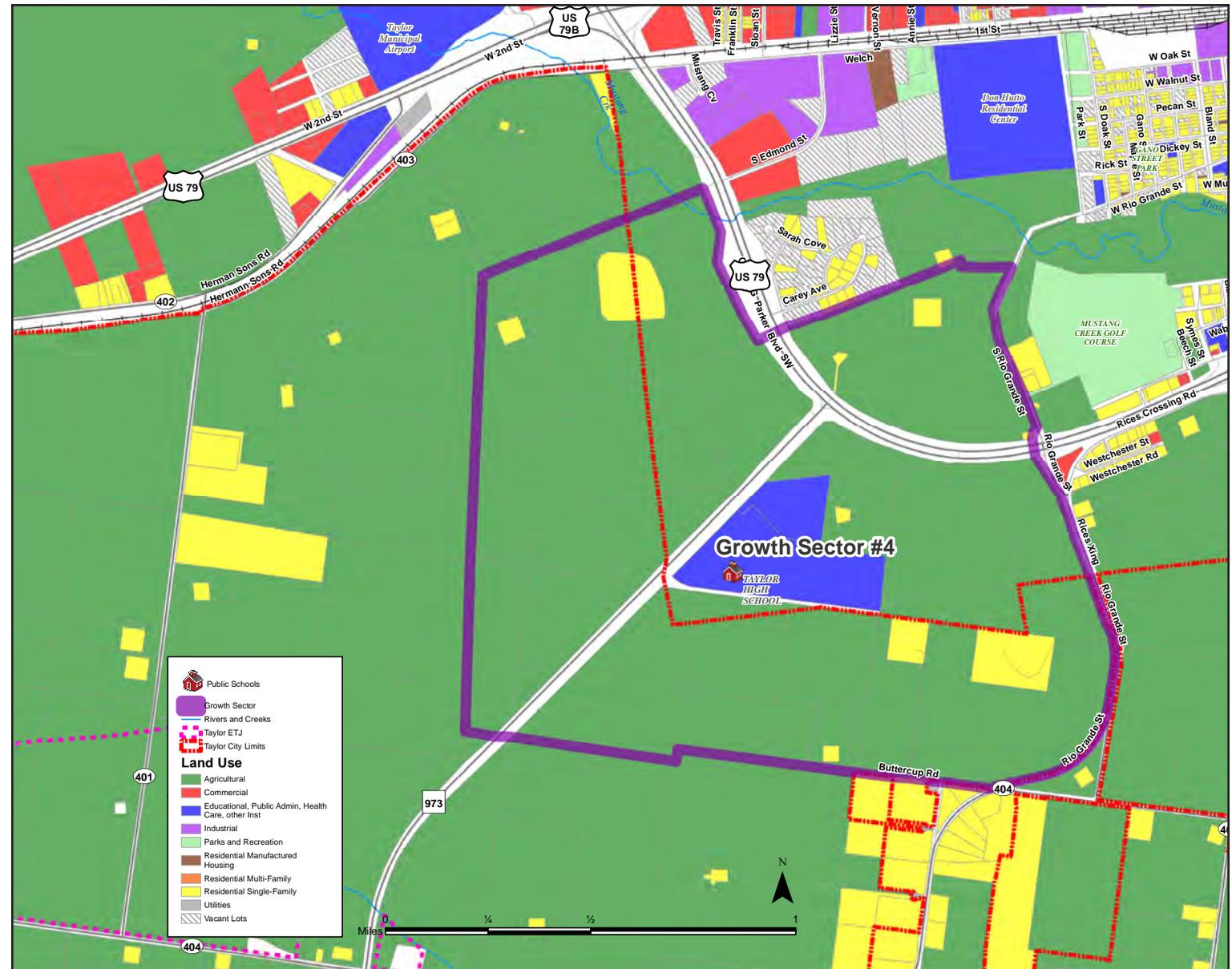


Figure 54: Land Use - Growth Sector #4

Source: CURPR, ESRI

Zoning

Zoning in Growth Sector #4 is largely consistent with the existing land use. The southern and western portions are not currently within Taylor city limits, and are thus not zoned by the city.

A majority of the land is zoned for Rural Agriculture, all of which is currently used for agriculture with the exception of a couple small single-family parcels. This land is in the center of the sector, stretching into the northeast corner.

A large amount of land is zoned Single-Family Residential, which indicates a shift from the existing use. Nearly all of the land in the sector zoned Single-Family is currently used for agriculture. This indicates that this area is expected to grow in population. The two large areas of Single-Family zoning flank the Rural Agriculture zoning in the center of the sector.

Institutional zoning is found in the parcels use for Taylor High School, both of which are currently used for Institutional purposes.

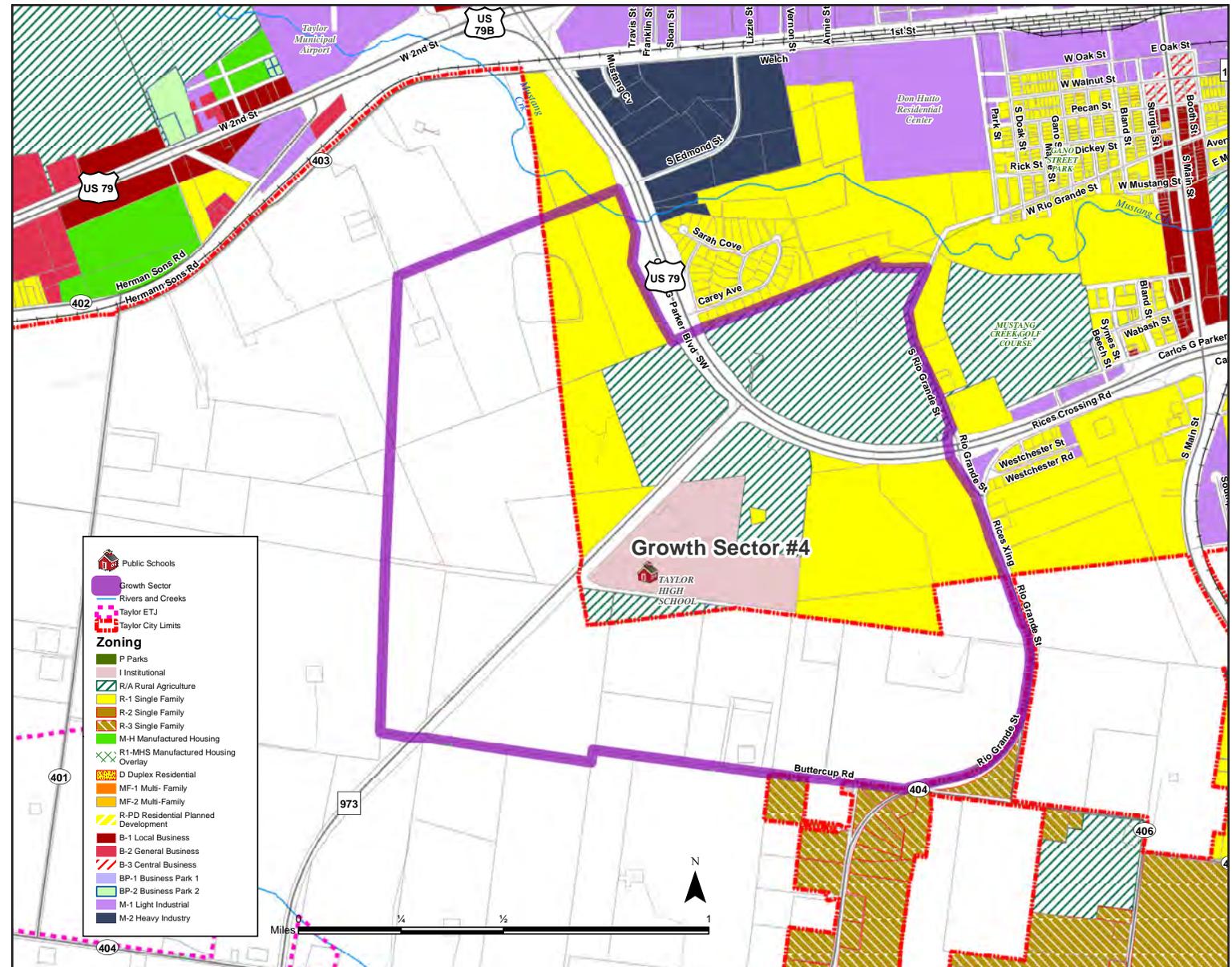


Figure 55: Zoning - Growth Sector #4

Source: CURPR, ESRI

Utility Infrastructure

The utility infrastructure in this sector would need to be greatly expanded to accommodate the growth anticipated. Currently there are both water lines and waste water lines in this sector, but their coverage extends solely to the high school. The network would have to branch out from these initial lines to cover the entire sector, where the vast majority of the land does not currently have easy access to utility lines.

The land not currently within Taylor city limits, too, lacks city utilities coverage. To allow this sector to meet its growth potential, utility coverage would need to be massively expanded here.



Figure 56: Property For Sale - Growth Sector #4

Source: CURPR

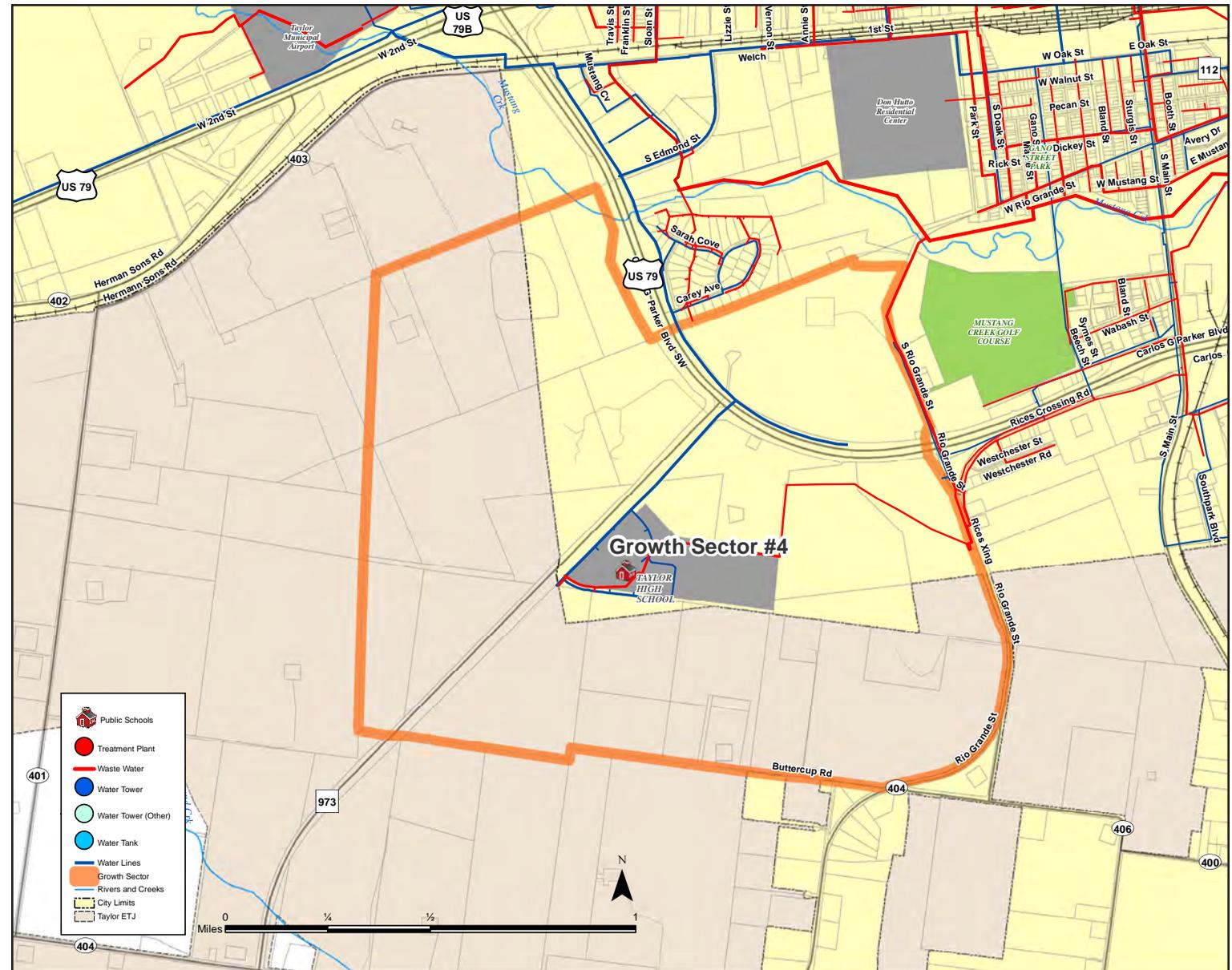


Figure 57: Utilities - Growth Sector #4

Source: CURPR, ESRI

Circulation

This sector is slated for significant changes under Taylor's thoroughfare plan, as clearly this area needs greater accessibility to meet its growth potential.

There is one major arterial of sufficient width in Growth Sector #4: Carlos G. Parker Boulevard/U.S. Highway 79, which runs through the northeast of the sector. Farm-to-Market Road 973, which runs southwest from Carlos G. Parker Boulevard adjacent to the high school, is a major arterial to be widened. There are no minor arterials of sufficient width within this sector. Rio Grande Street/Windy Ridge Street, in the stretch that forms the edge of the sector between Carlos G. Parker Boulevard and Buttercup Road, is a minor arterial to be widened. A minor arterial to be acquired is an east-west road that would replace Buttercup Road and County Road 406 in parts and extend past both ends of the sector.

No collectors of sufficient width can be found in Growth Sector #4 at the moment. Rio Grande Street, in the stretch of the road that continues north from Carlos G. Parker Boulevard and acts as the boundary of the sector before extending to the northeast, is a collector to be widened. There are three collectors to be acquired in this sector: an entirely new road running southwest from Carlos G. Parker Boulevard across the northwest part of the sector before continuing past the edge of the area; another new road extending from Carlos G. Parker Boulevard stretching south past the eastern edge of Taylor High School and past the edge of the sector; and another new road running east-west for about half-a-mile connecting the prior new collector and Rio Grande Street/Windy Ridge Road.

There is one location in this sector for which there is TxDOT Annual Average Daily Traffic count data: on Farm-to-Market Road 973, just off Carlos G. Parker Boulevard. This spot had an AADT count of 6,039 in 2015. Two spots on Carlos G. Parker

Boulevard just outside the sector's boundary have AADT counts: south of Edmond Street, and west of Main Street. The 2015 counts for these locations were, respectively, 8,964 and 9,151.

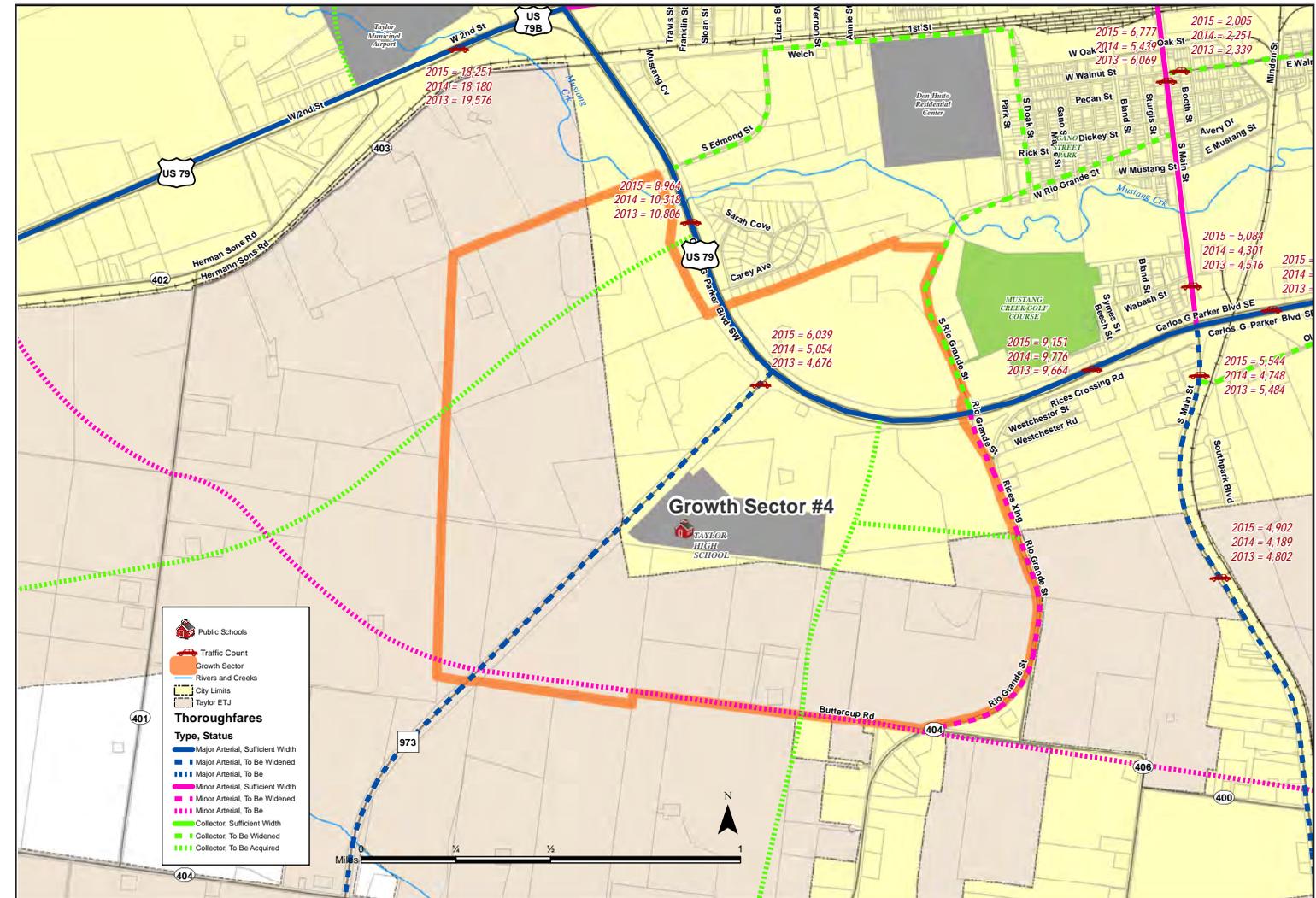


Figure 58: Circulation - Growth Sector #4

Source: CURPR, ESRI

Floodplain and Topography

The topography of this sector is more varied when compared to the other sectors of Taylor. The highest elevation is 620', to the southwest of the sector, while the lowest elevation is 540', to the northwest of the sector, near Mustang Creek. Though this is a relatively wide range of elevations for this part of Taylor, the vast majority of the sector is in the 600' - 620' range that stretches through the center of the sector. There is a dramatic dip in elevation near Mustang Creek that accounts for the wide range of elevations.

Growth Sector #4 has the second-fewest acres of floodway among Taylor's growth sectors – just under 20 acres or less than 2% of the total land area. This allows for a very high percentage of the land to be available for development without significant risk of flooding. The floodway that does exist in the area can be found in the northwest along Mustang Creek, and in the east in a small valley that starts around Carlos G. Parker Boulevard/U.S. Highway 79 and continues to the southeast. These areas, especially the Mustang Creek area, have the potential to be linear parks. Should Mustang Creek be turned into a linear park, it could connect with the existing linear park that runs through the heart of Taylor. This could be important land use for Taylor, as this sector lacks parkspace of any kind currently.

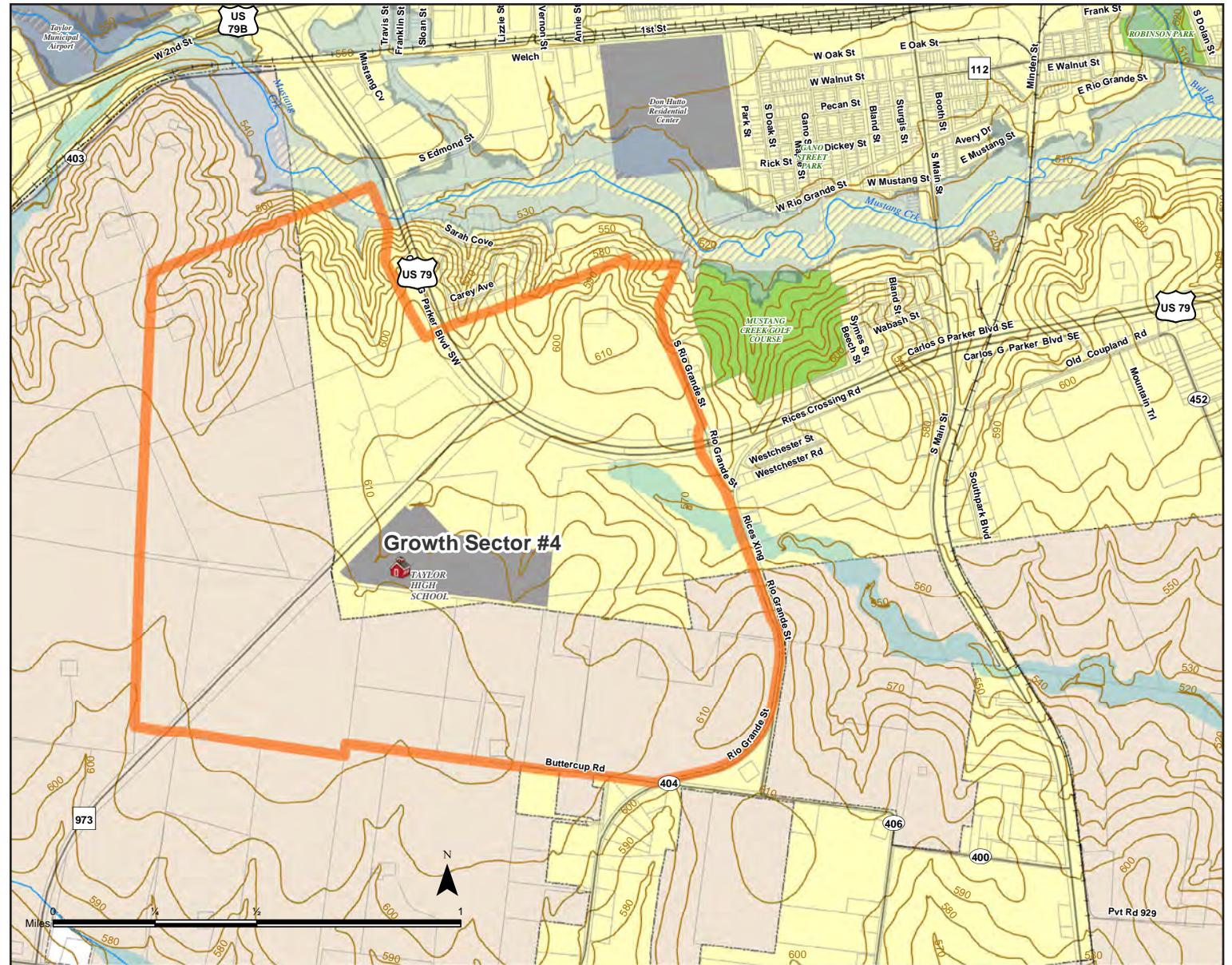


Figure 59: Floodplain and Topography - Growth Sector #4

Source: CURPR, ESRI

Recommended Future Land Use

The future land use of Growth Sector #4 differs significantly from its current land use. While the majority of land is currently used for agriculture, the future land use is predominantly residential; indeed, no agricultural use remains at all. The high school's land remains as public use, and two areas on either side of the school that are currently agricultural will be commercial – one at the intersection of Highway 79 and Farm-to-Market 973, and the other further south on 973. A short stretch of floodplain in the east of the sector is projected to become parkland. The remainder of the land is residential, indicating the City's intention to turn this sector into a neighborhood centered on the high school, which would appeal to families.



Figure 60: Taylor High School

Source: CURPR

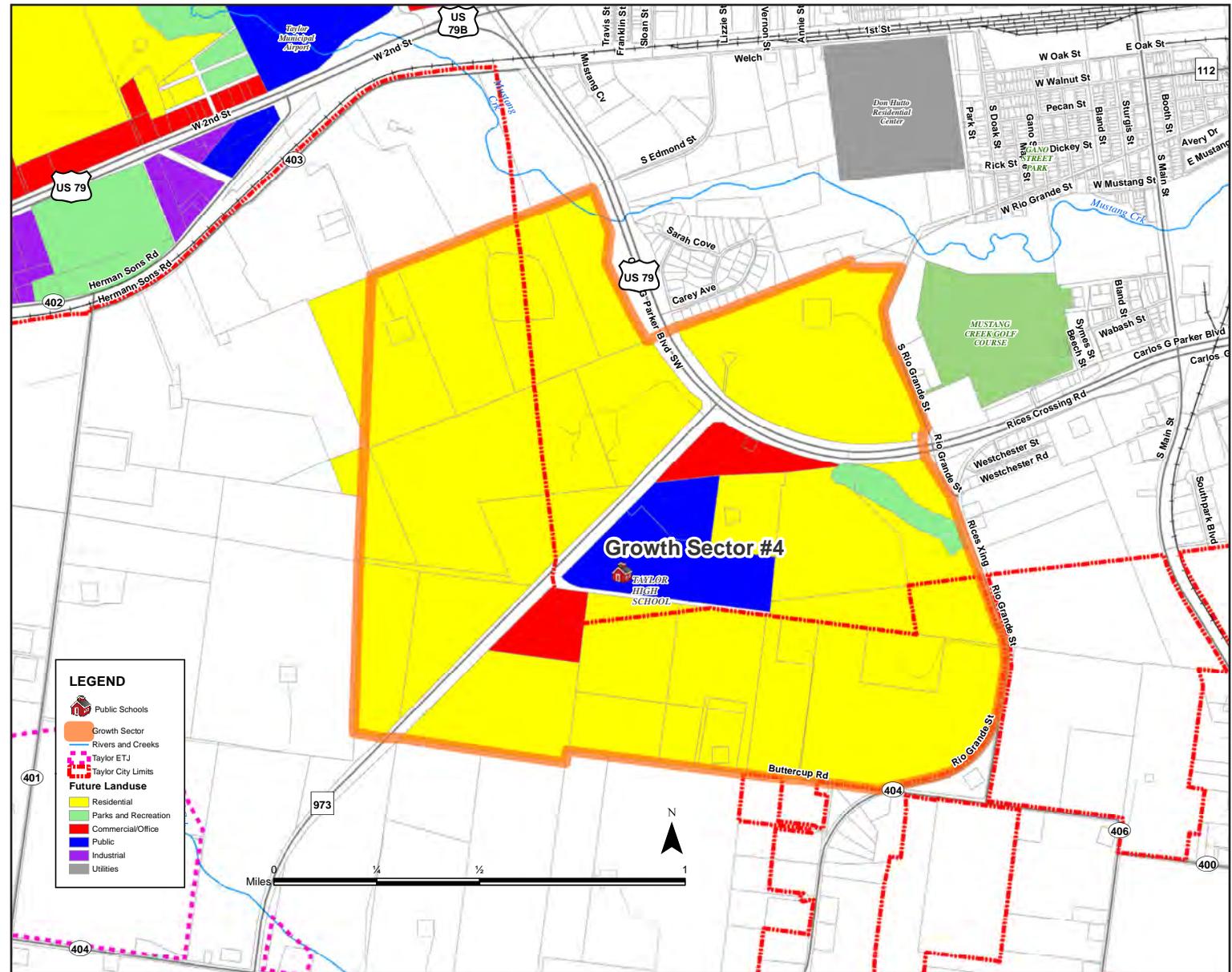


Figure 61: Recommended Future Land Use - Growth Sector #4

Source: CURPR, ESRI

Growth Sector #5

This sector is bounded by Mustang Creek on the east, a small creek to the south, County Road 101 to the west, and a series of parcel boundaries that run near Little Mustang Creek in the north. The southern 3/4ths of the sector fall within Taylor’s city limits, with the exception of a narrow strip of land south of the railroad, and the upper 1/4th also falls outside of the city limits. This sector is located with reasonably easy access to most locations in Taylor. It is less than a mile to the Downtown District, and is accessible to it by highway. Though it contains no schools, it is just 1.75 miles to Naomi Pasemann Elementary, 2.45 miles to T.H. Johnson Elementary, 2.23 miles to Taylor Middle School, and 1.43 miles to Taylor High School. It has direct access to U.S. Highway 79, and is just 13 miles to Interstate 35, along with 6 miles to State Highway 130. While it is the furthest sector from any park, its high amount of floodway would allow for that to be remedied easily.

Because of this sector’s highway access, circulation should not be a major problem, and several collectors are slated for widening into minor arterials. There is currently 43,000’ of highway frontage in the sector, and, with proposed changes, that number would rise to nearly 100,000’ of highway frontage. Currently most of the land is agricultural, and is zoned for Single-Family Residential. It is also the largest of the sectors, with the second highest number of parcels, which range in size from 2 acres to 220 acres.

Developmental Potential

This sector’s potential for development is based on its

accessibility and the many options available for development. The current highway frontage alone is enticing to commercial developers, and with the proposed thoroughfare changes this land’s value should go even further up. It is easy to access just

about any area of Taylor from this sector, quickly, thanks to its connection to Highway 79. The vast amounts of agricultural land, as well as considerable vacant land, makes development of this area low-cost and efficient.



Figure 62: Growth Sector #5

Source: CURPR, ESRI

Existing Land Use

Land use in this sector is currently dominated by agricultural use. It can be found throughout the sector and makes up the vast majority of the land.

Commercial use is the next most common land use in the sector, and is found exclusively along U.S. Highway 79, in three clusters separated by agricultural use. It takes the form of generally large retailers, such as car dealerships, storage space and warehouses, and home/garden equipment retailers, among many others.

There is a decent amount of single-family residential use in this sector, found scattered throughout but for the most part away from Highway 79 and closer to Hermann Sons Road in the south and County Road 395 in the north. It takes the form of individual homes on relatively large lots, without the presence of subdivisions or neighborhoods.

There is significant vacant land in this sector. Most of it is found along Highway 79, although there is a large chunk in the center of the sector, adjacent to County Road 373. The vacant land here is in the form of larger lots that at one time were likely used for agriculture.

There are two parcels of institutional use in this sector, both found in the east of the area. One is a part of the large Taylor Municipal Airport parcel that extends beyond the boundary of the sector to the northeast. The other is the location of a branch of the Texas Department of Transportation. There are no schools within the sector, which is an obstacle for its growth,

but the sector is relatively close to all the schools located in other areas of Taylor.

There is one parcel of light industrial use: it is occupied by Taylor Auto Parts and is found near the southeast boundary of the sector.

Finally, there are two parcels used for utilities. The first is a water tower found just south of the vacant area in the center of the sector. The second is a parcel owned by the City of Taylor adjacent to the TxDOT building.

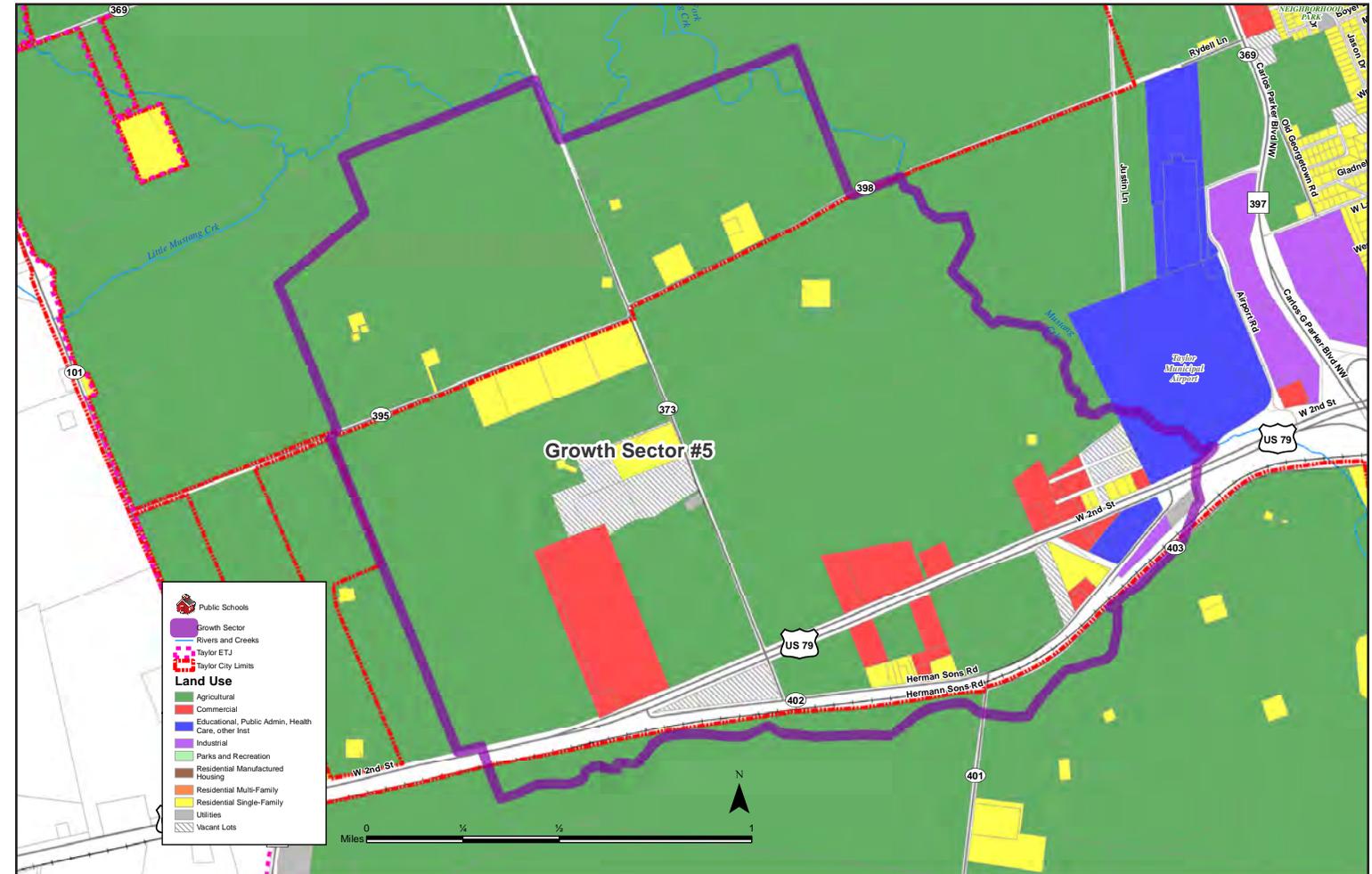


Figure 63: Land Use - Growth Sector #5

Source: CURPR, ESRI

Zoning

Zoning in Growth Sector #5 is significantly different from the current land use of the sector, indicating that Taylor envisions this area transitioning away from its current form.

The northern quarter of the sector that does not yet fall within Taylor’s city limits is obviously not zoned currently, as is the narrow stretch outside of city limits in the south. Of the area that is, the vast majority of it is zoned Single-Family. Clearly the City of Taylor sees this area developing as a residential area to replace the current agricultural use. Essentially the entire western half of the sector is zoned Single-Family, as is the northern section of the eastern half.

Agricultural zoning persists in the center of the sector, likely due to the presence of a creek bed and floodplain that makes development difficult.

Most of the land currently used for commercial space is zoned as General Business, while the land along the highway that is vacant or agricultural is zoned Local Business. Two areas along U.S. Highway 79 are zoned Business Park 2.

Light Industrial zoning increases upon the use of light industrial land, and can be exclusively found in the east of the sector. The parcel that is the TxDOT location is now zoned light industrial, as is the airport. Additionally, a few small parcels in the area that is currently commercial are zoned Light Industrial.

There’s a significant amount of land zoned for Manufactured Housing. One area of this is much of the vacant land adjacent

to the airport, as is a large chunk of currently agricultural land in the south of the sector.

There is one parcel of Institutional zoning, which currently houses the water tower. There is no zoning for Parks or Multi-Family.

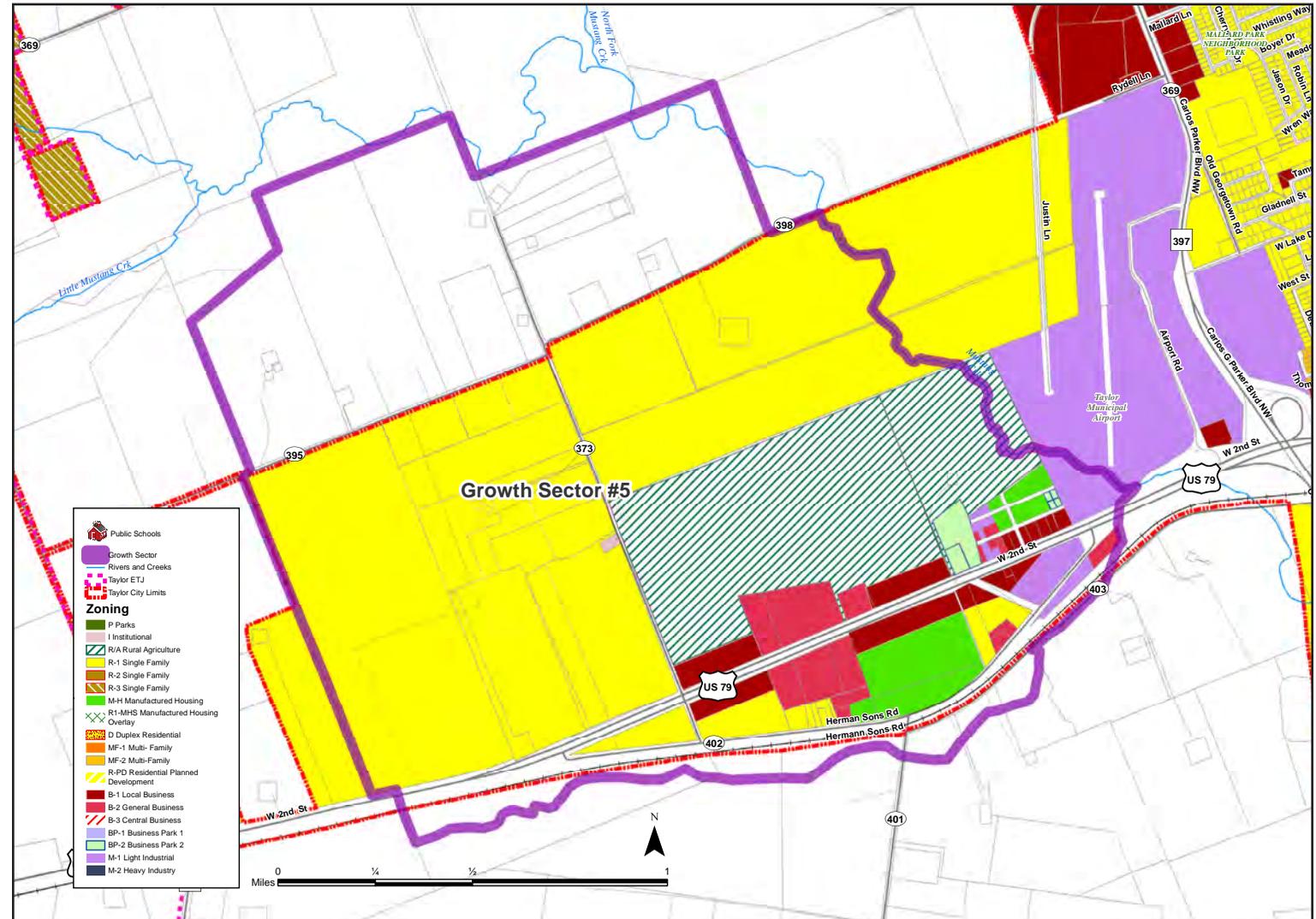


Figure 64: Zoning - Growth Sector #5

Source: CURPR, ESRI

Utility Infrastructure

Utility infrastructure would need to be greatly expanded for allow this sector to grow in the ways it is projected to do so. The presence of the water tower should allow for relatively easy access to water, although water lines currently only run near the major thoroughfares of Highway 79 and County Road 373 and 398. Waste water lines have even less coverage, barely extending into the sector from the east. Both of these networks would require large expansions to cover the entire sector, including the land to the north that is currently outside Taylor city limits.



Figure 65: Existing Water Tower in Sector #5

Source: CURPR

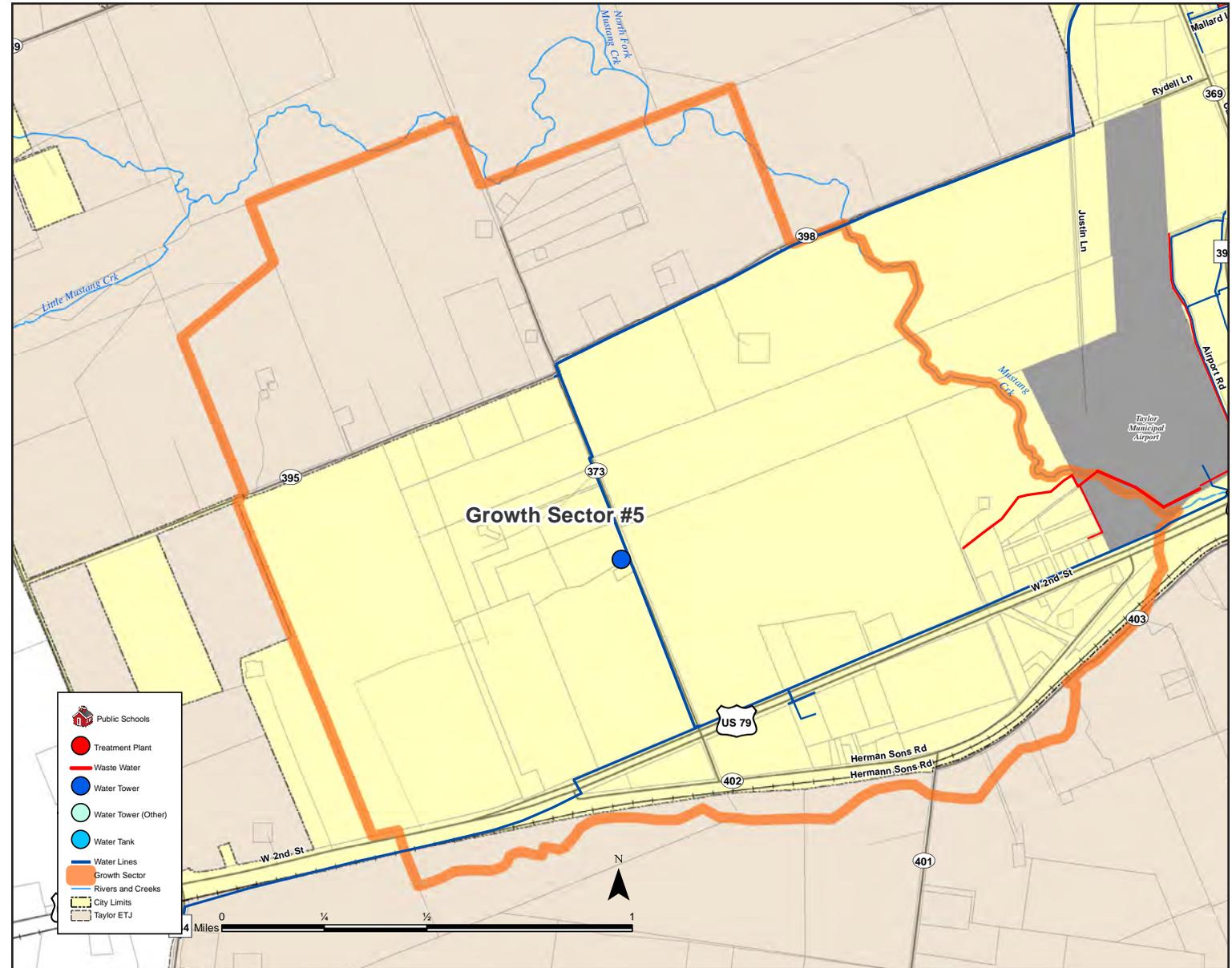


Figure 66: Utilities - Growth Sector #5

Source: CURPR, ESRI

Circulation

The thoroughfare network in Growth Sector #5 is largely developed already, although there are some changes necessary as part of Taylor’s Thoroughfare Plan. Highway 79 is a major arterial of sufficient width, and there are no major arterials to be widened or acquired.

County Roads 373, 398, and 395 are all minor arterials to be widened. Additionally, County Road 373, which begins and ends all within the sector, is slated for extension beginning at the edge of the sector. In the north, it would extend over Mustang Creek and continue northward, and, in the south, it would continue over the railroad to the southeast.

A collector to be acquired exists in the form of an extension of Justin Lane, which currently ends and becomes a private road running over airport land. The public road would be extended to connect with Highway 79.

There are no locations within the sector that have TxDOT Average Annual Daily Traffic counts. However, two locations, both on Highway 79 just outside the boundary of the sector, have traffic counts. The first is less than a quarter-mile to the west of the sector, and had a traffic count of 15,519 in 2015. The other is less than a quarter-mile to the east of the sector, and had a count of 18,251 in 2015.

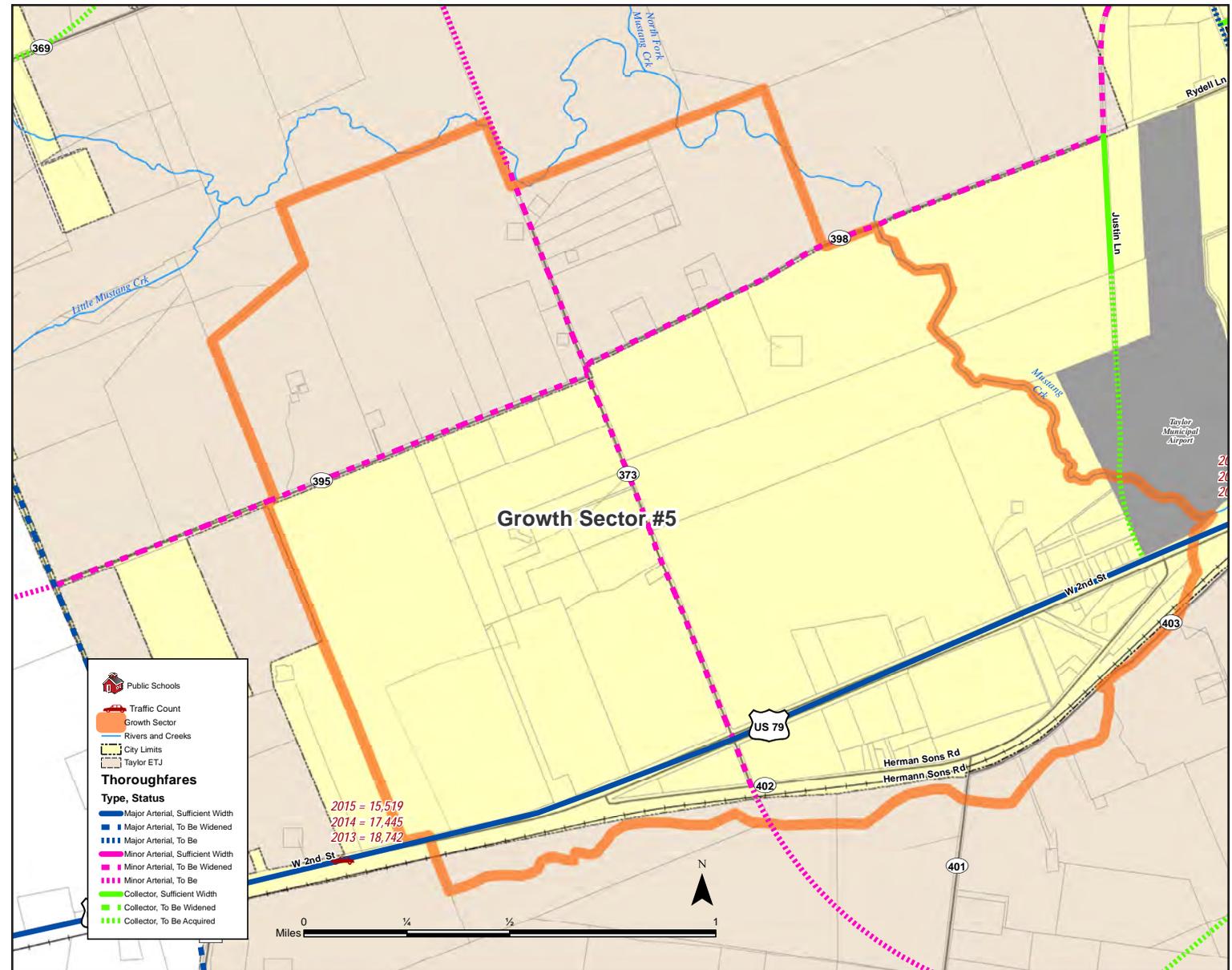


Figure 67: Circulation - Growth Sector #5

Source: CURPR, ESRI

Floodplain and Topography

The topography of Growth Sector #5 ranges from an elevation of 550' to an elevation of 640'. The highest elevations can be found in the west of the sector, while the lowest can be found in the east, north, south, and center of the sector, where creeks abound.

This sector has the highest acreage of floodway among all of Taylor's growth sectors: 181 acres about 9.5% of the total land area. These can be found all along the several creeks that bound and run through the sector, all branching off of Mustang Creek. This could be an obstacle for development, but could also help remedy the lack of parkland in the sector. Taylor already has an established linear park, and it would be relatively simple to expand the network to this sector.



Figure 68: Flood Plain at County Road 373 (tree line)

Source: CURPR

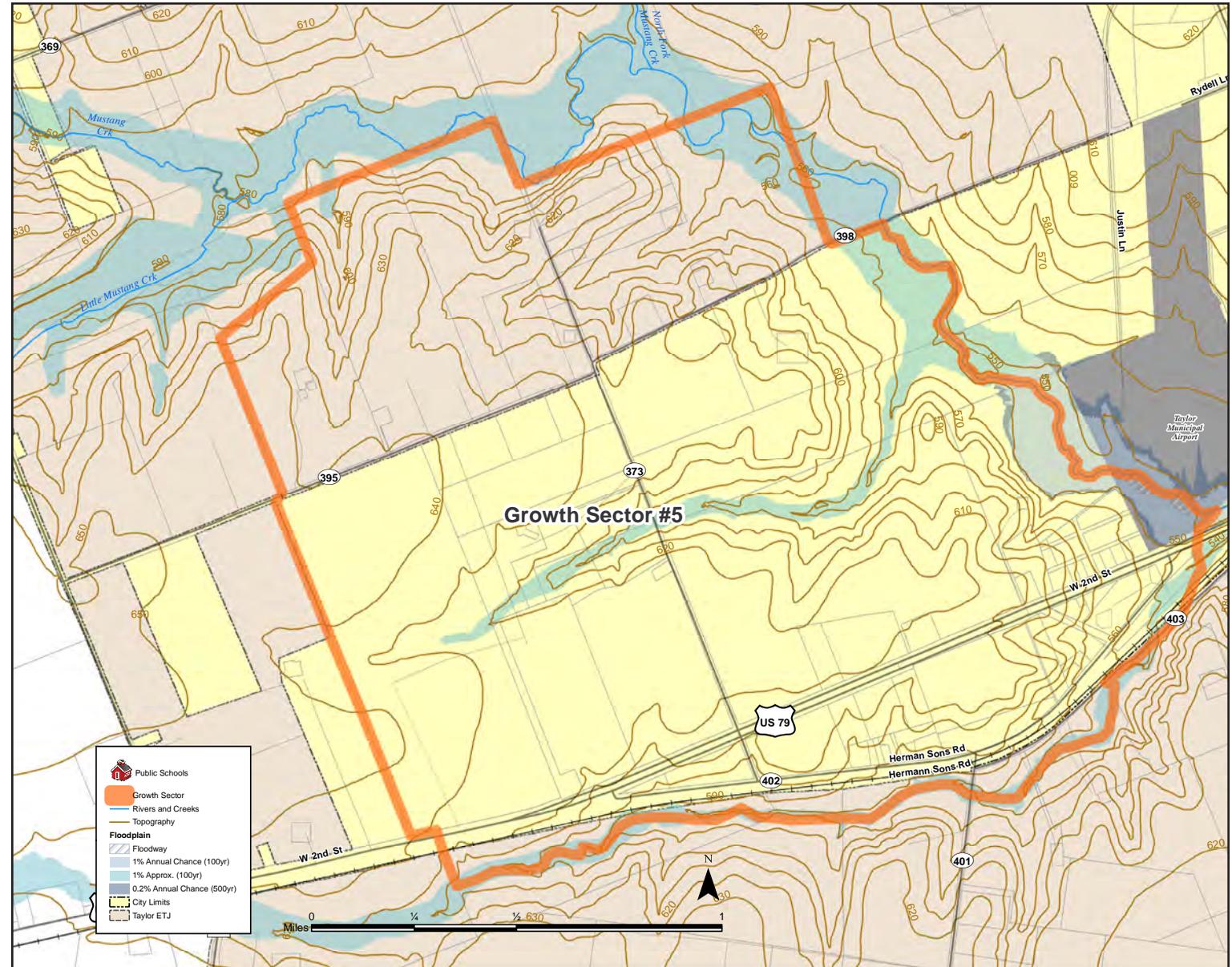


Figure 69: Floodplain and Topography - Growth Sector #5

Source: CURPR, ESRI

Recommended Future Land Use

Similar to the other growth sectors in Taylor, Growth Sector #5 is currently used for agriculture more than anything, but the future land use discards all agricultural use. The majority of the future land use is residential, all found north of Highway 79. Just north of the highway, the future land expands on the current commercial use to create a line of commercial/office use stretching from County Road 373 to the airport. South of the highway to the edge of the sector is projected to be largely industrial, with the use of a large area of current agriculture as park space. An area to the east will remain public use. Finally, the floodplains of Mustang Creek to the east and running through the center of the sector will become linear parks.



Figure 70: Property For Sale - Growth Sector #5

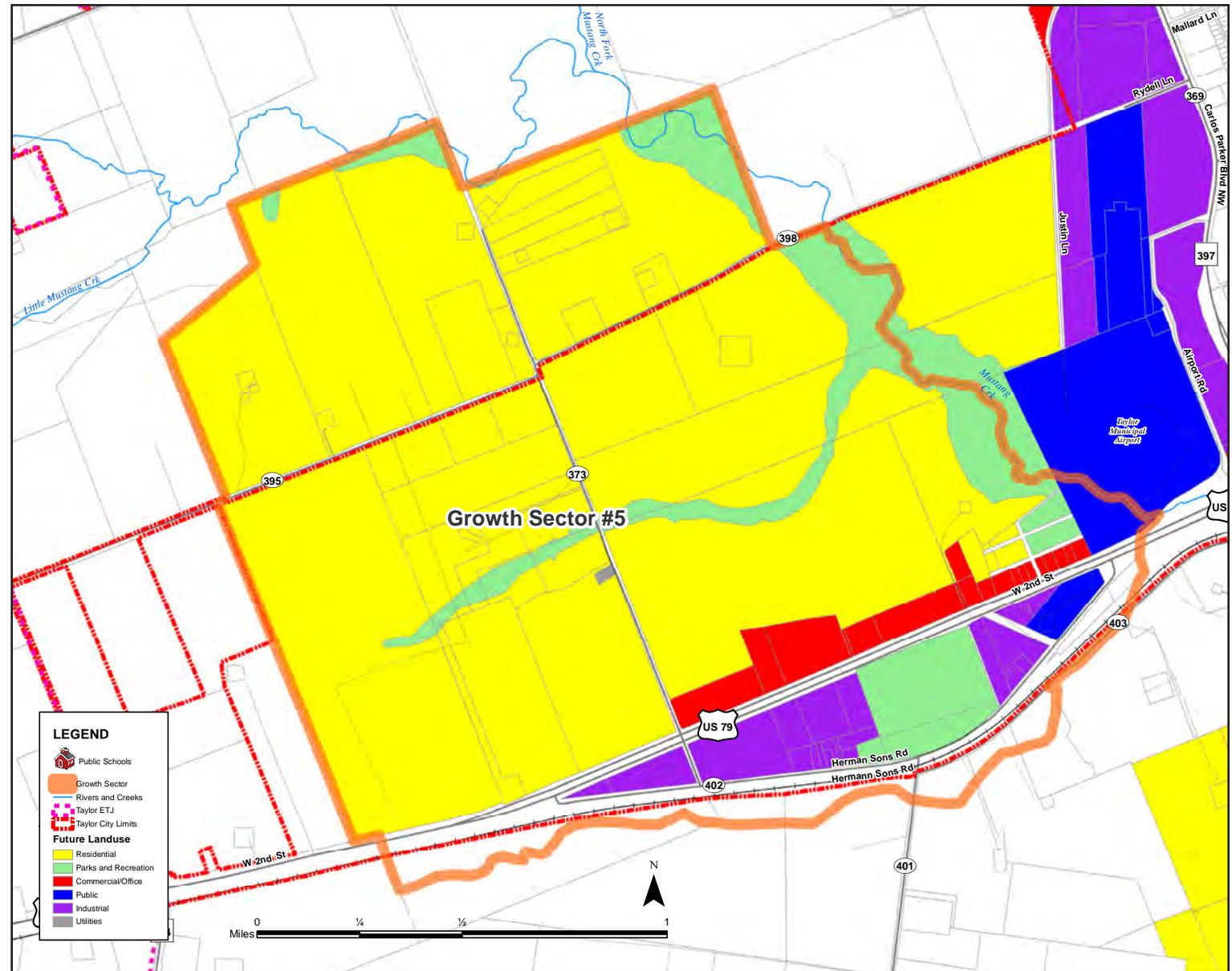


Figure 71: Circulation - Growth Sector #5

Source: CURPR, ESRI

Growth Sector #6

Taylor's Growth Sector #6 is bounded by Carlos G. Parker Blvd. to the east, Mustang Creek and farm land to the west, farm land to the north and U.S. Highway 79 to the south. This growth sector is entirely within the City Limits of Taylor.

This growth sector is a 1/2 mile from the downtown district, adjacent to U.S. Highway 79, 15.1 miles from Interstate 35, 8.3 miles from Texas Highway 130. It is only .77 miles from Naomi Passemann Elementary and 1.46 miles from T.H. Johnson Elementary. The middle school is 1.04 miles away and 1.54 miles from the high school. The flood plain is on the west side of the sector along Mustang Creek and accounts for 55 of the 618 acres that make up this sector.

The major thoroughfare plan for this area includes widening County Road 398, extending Justin Lane and widening Carlos G. Parker Boulevard. There is currently approximately 11,400 linear feet of frontage with an additional 7,900 linear feet proposed in the major thoroughfare plan.

Development Potential

There are 38 parcels ranging from 1.89 acres - 96.76 acres that make up the 618.57 acres in this sector. The majority of this sector is undeveloped but has great potential given its location on the west side of Taylor and access to U.S. Highway 79.



Figure 72: Growth Sector #6

Source: CURPR, ESRI

Existing Land Use

The combined parcels in this sector illustrate six different uses. Several of these parcels are large tract agricultural parcels that are undeveloped.

The Taylor Municipal Airport is located in the southern part of this sector. The airport is classified as an institutional land use. For the most part the airport is adjacent to parcels with agricultural land uses with a couple of exceptions. To the east of the airport there are a three parcels with industrial uses and one small parcel with a commercial use. Adjacent to the southwest corner of the airport there is a cluster of commercial and residential parcels.

There are a couple of residential parcels on the north side of this sector along with three institutional use parcels along Old Georgetown Road.



Figure 73: BABECO Fabricating and Machining

Source: CURPR

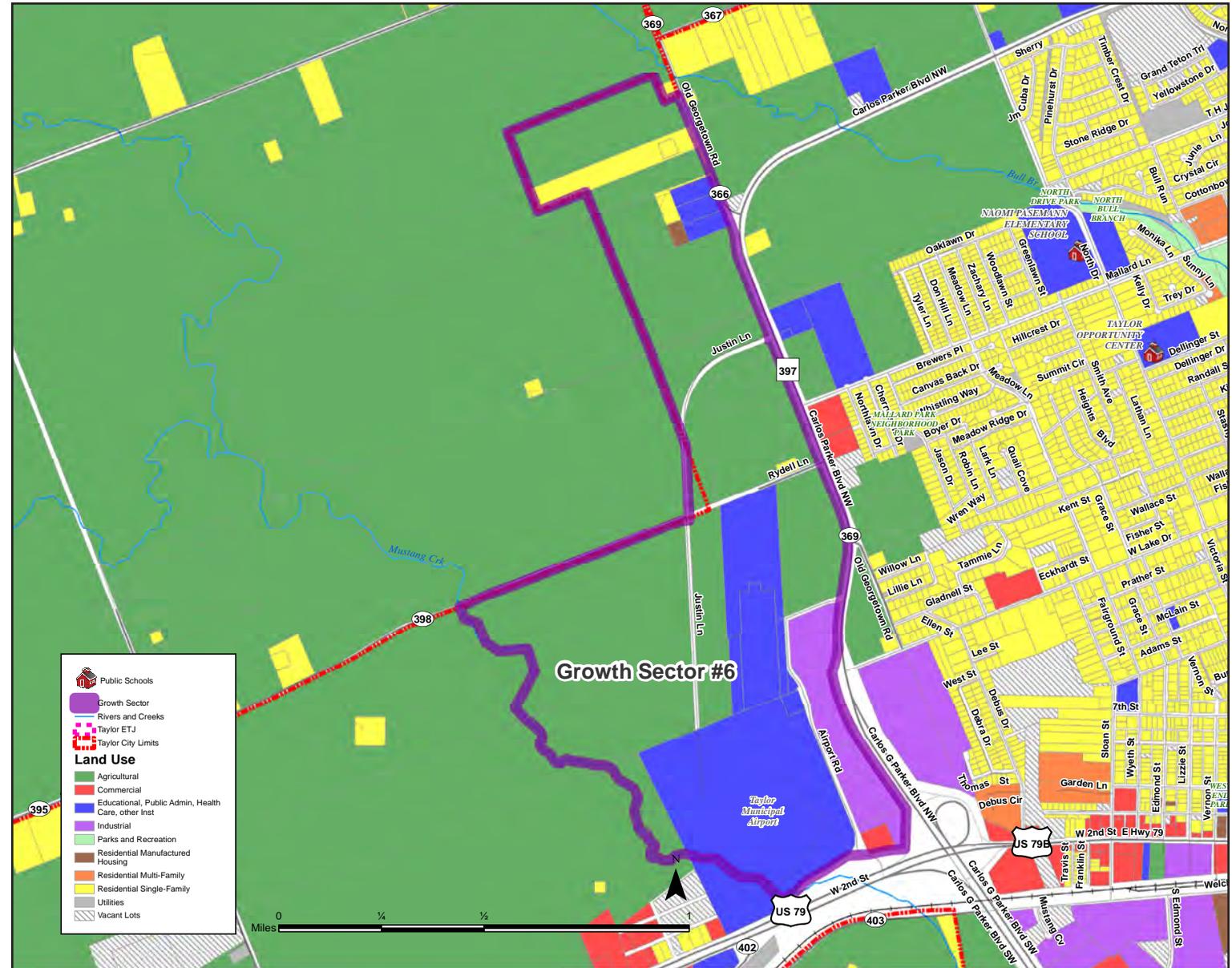


Figure 74: Land Use - Growth Sector #6

Source: CURPR, ESRI

Zoning

The current zoning in this sector is light industrial, local business, general business, single family residential and rural agriculture.

The Taylor Municipal Airport is in the southern portion of the Growth Sector #6 and is zoned light industrial with several adjacent parcels also zoned for light industrial.

There are several parcels to the west of the airport that are zoned for single family residential. These parcels are bounded by County Road 398 to the north and Mustang Creek to the west. There are also some parcels zoned single family residential in the northern portion of this sector with some of the parcels having frontage along Old Georgetown Road.

The most northern parcel is zoned rural agriculture and there is one parcel adjacent to the airport, along Mustang Creek, that is also rural agriculture.

Along Carlos G. Parker boulevard there is one parcel that is zoned general business and several that are zoned as local business. There is also one parcel that houses a Best Western Inn along U.S. Highway 79 next to the airport that is zoned for local business.

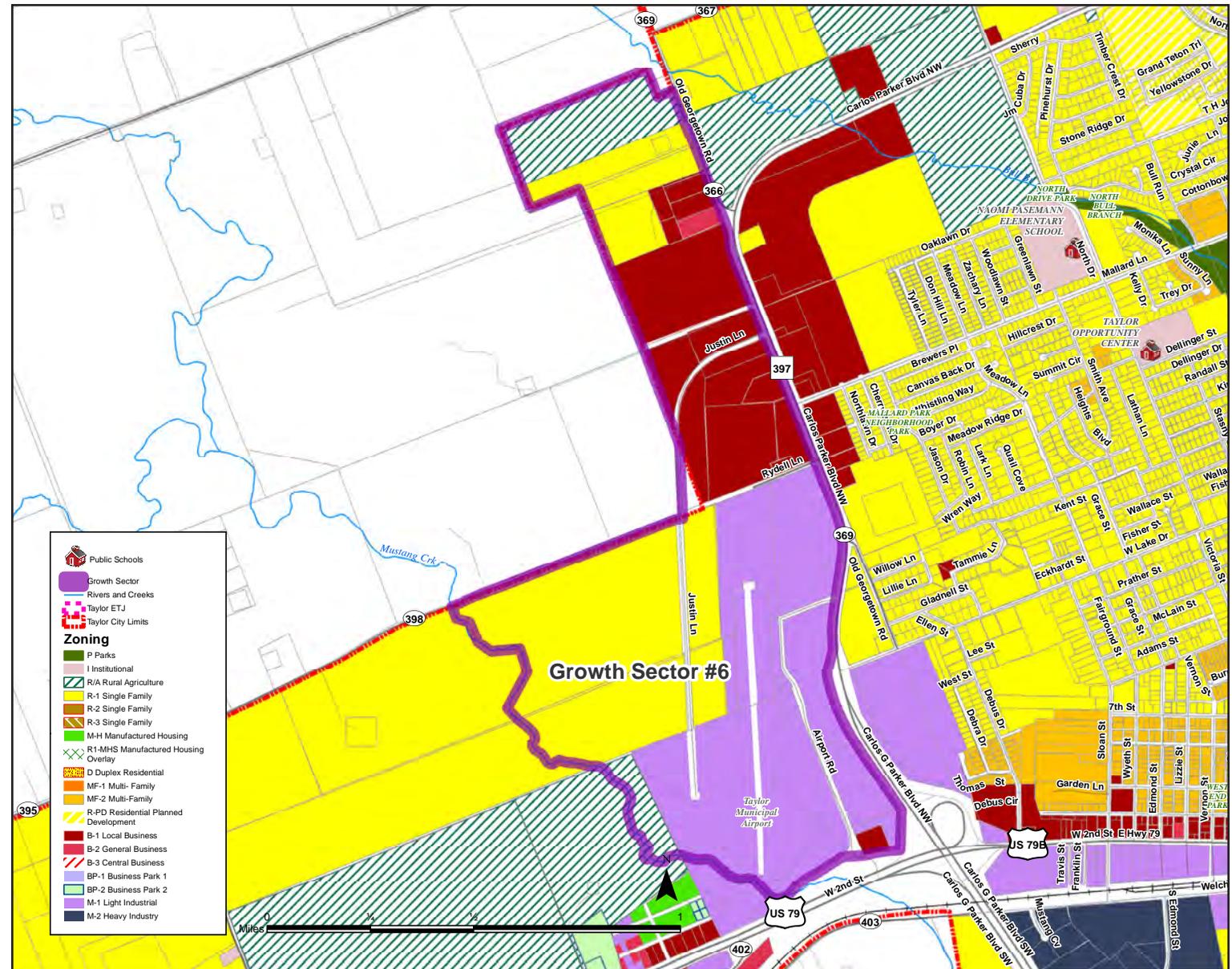


Figure 75: Zoning - Growth Sector #6

Source: CURPR, ESRI

Utility Infrastructure

Growth Sector #6 has both water and waste water on site but will need some extensions to the infrastructure in order to fully serve the entire sector. Currently there is water available along Carlos G. Parker Boulevard from Mallard Lane to Justin Lane and from Airport Road to U.S. Highway 79. The water line will need to be extended from Airport Road to Justin Lane. There is also a water line that runs along County Road 398. There is a water tower west of the airport about one mile from Growth Sector #6 on County Road 373.

The majority of the waste water infrastructure in this sector is around the airport and east of Carlos G. Parker Boulevard.



Figure 76: Geotown Instrument Services at Airport

Source: CURPR

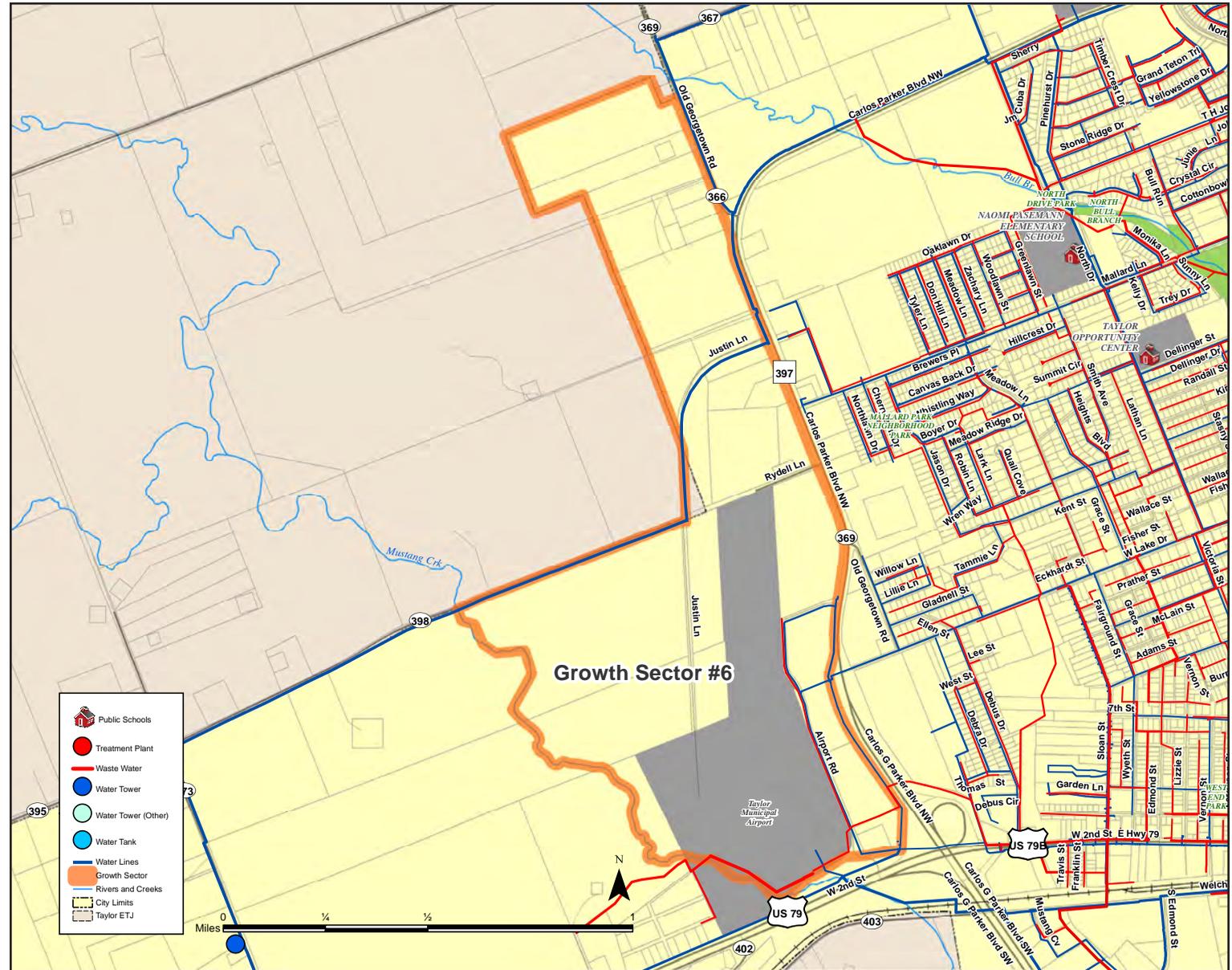


Figure 77: Utilities - Growth Sector #6

Source: CURPR, ESRI

Circulation

Growth Sector #6 is set to undergo a few changes to its vehicular circulation network. According to the major thoroughfare plan Carlos G. Parker Boulevard a major arterial, on the east side of the sector, will be enhanced. County Road 398 and 373 will be widened to become a minor arterial. There is one collector street, Justin Lane, in the major thoroughfare plan that is to be extended. The extension will require land to be acquired but once complete will connect to U.S. Highway 79.

There are three locations near this sector that have TxDOT Annual Average Daily Traffic counts available. Each location experienced a decrease from 2013-2014 but increased from 2014-2015. The highest count is on U.S. Highway 79 south of the growth sector.



Figure 78: Justin Lane at Airport

Source: CURPR

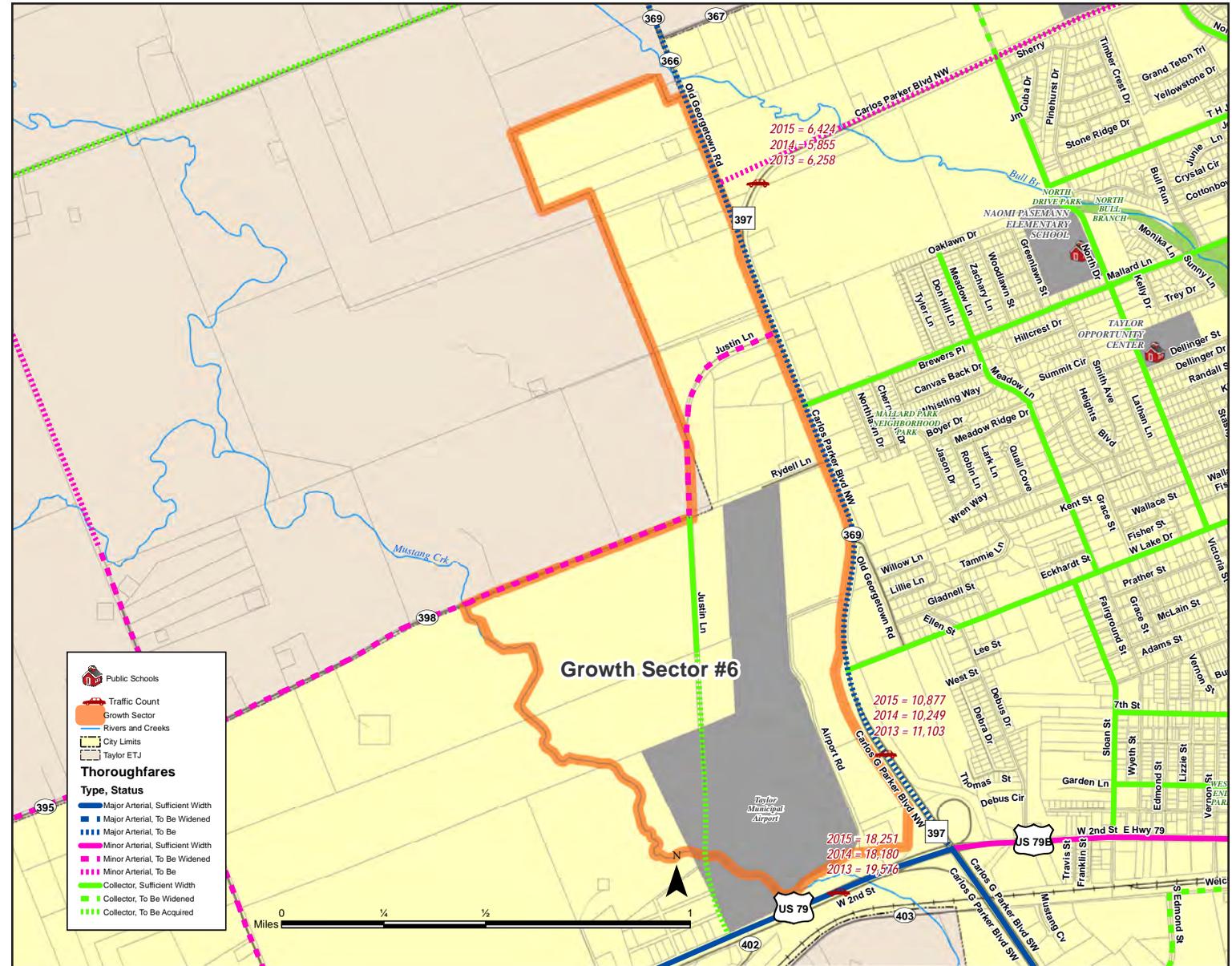


Figure 79: Circulation - Growth Sector #6

Source: CURPR, ESRI

Floodplain and Topography

The topography of this sector sheds water in two different directions. The highest elevation is a peak of 620' that is centered on the intersection of Justin Lane and Carlos Parker Boulevard. At this intersection water sheds to the south towards Mustang Creek or Bull Branch Creek to the north. The lowest elevation is 550' along Mustang Creek. The majority of this sector is in the range of 590'-620' which stretches from about 1/3 of a mile north of the intersection of Old Georgetown Road and Carlos G. Parker Boulevard to 1/4 of a mile north of Mustang Creek.

Growth Sector #6 has just under 9% or 54.38 acres of its land area within the floodplain. The floodplain for this sector begins on Mustang Creek at County Road 398. It continues along the sectors west side boundary heading south and across U.S. Highway 79.



Figure 80: Mustang Creek at County Road 398

Source: CURPR

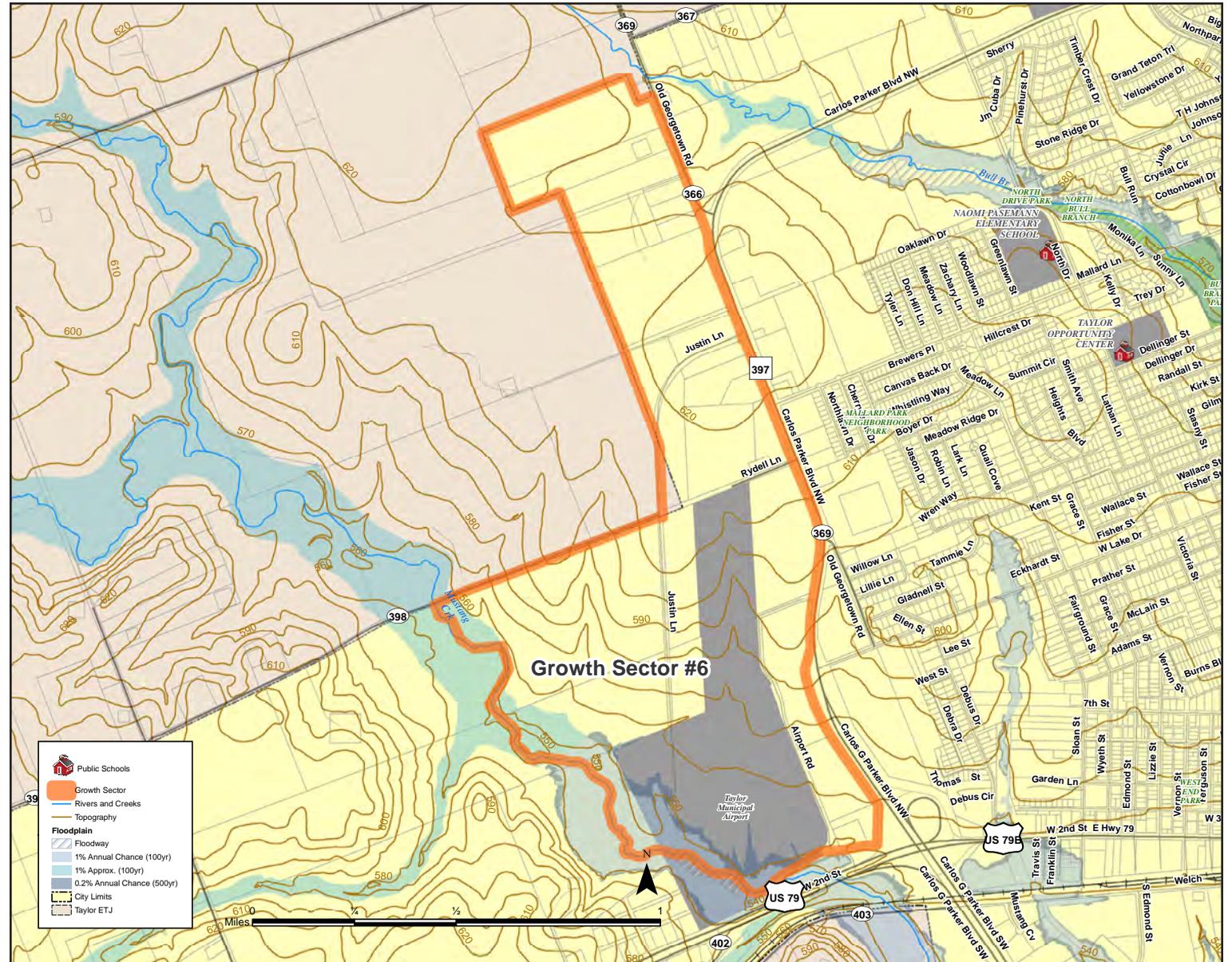


Figure 81: Floodplain and Topography - Growth Sector #6

Source: CURPR, ESRI

Recommended Future Land Use

The future land use of Growth Sector #6 is focused around the airport. The public land use of the airport and the church in the north of the sector remain as such. The agricultural land surrounding the airport's runway is slated to become industrial, joining the existing industrial stretch to the immediate east of the airport. Two areas of the sector that are currently mostly agricultural will become residential: one west of Justin Lane, and the other in the north of the sector. Commercial/office use will replace the agriculture use between Justin Lane and the residential area in the north. Finally, a linear park in the floodplain of Mustang Creek will come about in the west of the sector.



Figure 82: Taylor Municipal Airport

Source: CURPR

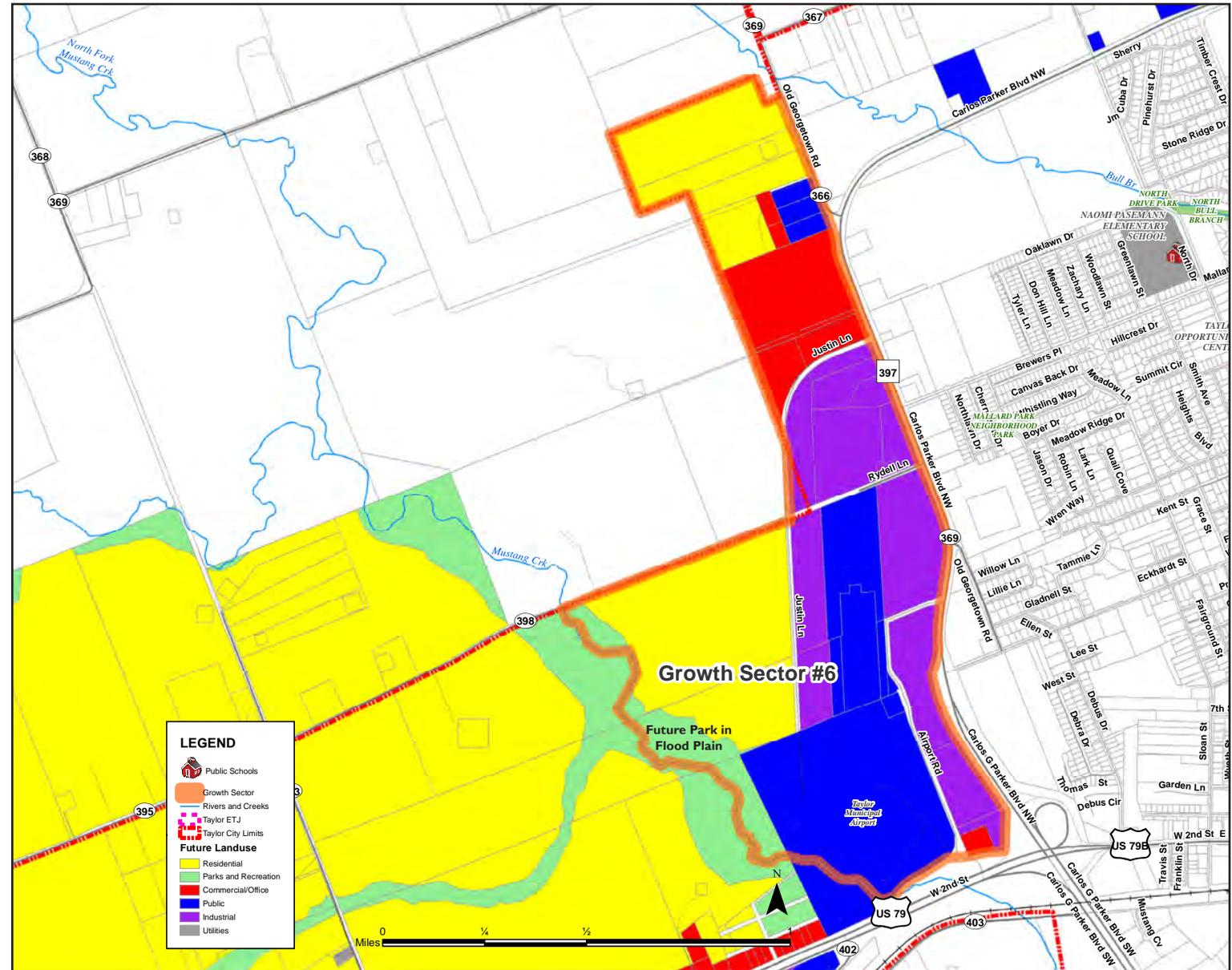


Figure 83: Recommended Future Land Use - Growth Sector #6

Source: CURPR, ESRI

What's Next

This study examines six existing and emerging growth sectors in the City of Taylor, Texas. Equally important it seeks to enhance the community's local economy while maintaining its unique ambience. It also identifies and analyzes a number of infrastructure factors that must be taken into account if Taylor is to grow its economy, create new job opportunities and attract additional investment. A key point in devising any long-term strategy is the need to put in place a plan of action that takes full advantage of the community's civic and economic assets.

While this preliminary study examines the potential of six growth sectors that are both existing and emerging, the next step along this path is to define a workable course of action. This section describes an implementation strategy to assist Taylor in redeveloping its downtown district, and establishing the foundation for its long-term growth.

Putting in Place a Planning and Development Strategy

It is important to keep in mind that the analysis and land use recommendations included in this study are only a start. The next step is to discuss carefully the proposed recommendations and make adjustments as needed. Once this is done it will then be important to establish priorities for development. These priorities will always be governed by the availability of resources, and their relationship to other pressing needs the community has to address. Once priorities are decided upon the next step is to put together an implementation strategy and plan. As this is done elements of the proposed

plan can be implemented. It is also useful to acknowledge that adjustments and changes in the plan are likely to be made as the community moves forward with its implementation. This means that whatever plan is ultimately decided upon, steps will have to be taken to carefully monitor and evaluate it over time to ensure that it remains relevant to the community. However, the ultimate success of this plan will depend, in large part, on the kinds of leadership that is provided over the course of its implementation. In the end, leadership more than any other factor will drive this effort.

Major Recommendations

Planning and policy areas to consider as part of the City's growth strategy should include:

- An impact fee study to determine cost implications of new growth.
- A planning/economic analysis to develop ratios for residential vs commercial development which is important for balanced and sustainable development for the future of Taylor.
- An analysis of appropriate development tools/mechanisms (i.e., PID, TIRZ, MUD, Development Agreements, etc.) for areas in ETJ outside of growth sectors.
- A planning study to develop commercial corridor standards for significant corridors in Taylor. Overlay districts can then be applied to implement the standards for development.

- An analysis of the alignment of the future land use plan with the Water and Wastewater Masterplan to promote sustainable growth.
- An expansion of CNN service areas to support future development in outer growth sectors
- Major components of the Taylor Comprehensive Plan should be updated every five to eight years. These include the major thoroughfare plan, the existing and future land use plan, the park master plan and community facilities master plan.

It is also strongly recommended that a high priority be given to the redevelopment of Taylor's historic Downtown District to create a unique environment that attracts tourists and continues to build pride in the community.

Implementation Strategy

To carry out the recommendations and the action steps discussed below it will be necessary to bring the community together to address matters of common concern and to develop an overall implementation strategy. The implementing entity for this task will be the City of Taylor. It will, in turn, draw heavily from local citizens, business and civic leaders, and public officials as it moves forward with the implementation of a plan. The primary driver of an implementation effort should be the community's leadership.

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