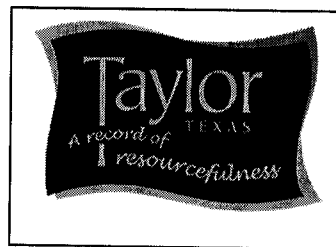




*October 25, 2004*  
*City Council Meeting*  
*Agenda Item Submittal Request*



Agenda Item #:

Department: Community Development

Resolution / Ordinance #

Agenda Title: Consider Approval of 2nd Street Daze

**1. INTRODUCTION/PURPOSE**

The purpose of this item is to consider waiving the peddler's license fee and to allow merchants to set up booths on 2<sup>nd</sup> Street on the first Saturday of each month in an area which does not have the correct zoning for peddlers.

**2. DESCRIPTION/ JUSTIFICATION**

**Background**

Several merchants on 2<sup>nd</sup> Street have organized an event intended to draw more pedestrian traffic to their businesses. They intend to have small booths placed on the sidewalk in front of the businesses. The booths will sell homemade crafts. The area in question is between Main and Talbot on the north and south side of West 2<sup>nd</sup> Street.

This is similar to the monthly trading days in Georgetown, Round Rock, Austin and in other communities.

The ultimate goal of the event is to attract more foot-traffic into the downtown area. In the future the merchants hope to include other areas and expand to the sidewalks on 3<sup>rd</sup> street (between Main and Talbot). Next, to the sidewalks on 4<sup>th</sup> Street (also between Main and Talbot). Then ultimately to Talbot. When the time comes, the group may request that Talbot from 2<sup>nd</sup> Street to 4<sup>th</sup> Street be closed. But that is in the future.

At this time, the request is to conduct the monthly event on the sidewalks on 2<sup>nd</sup> Street between Main and Talbot (both sides of the street) on the first Saturday of the month. The time on those days will be from 6 am till 6 pm. If the event grows beyond the area on 2<sup>nd</sup> Street, the City Council will be asked again to expand the event into the other areas.

**Issues and Analysis**

The request is brought to the Council for several reasons. First, the City requires that all peddlers register and pay a fee. The fee is \$25 per vendor for six months. Second, peddlers are only allowed to operate in light or heavy industrial zoning. The area the merchants are requesting for the event is zoned B3 or Central Business Zoning.

During the evening of October 20<sup>th</sup>, several merchants from 2<sup>nd</sup> Street, a representative from the Taylor Merchant's Association, and the Taylor Main Street Board met with staff to discuss the plans for the event. The meeting ended with each representative in full support of the idea and willing to assist it in order to facilitate its growth, should the Council approve it.

This request is not dissimilar to the approval the City gave to allow vendors and close streets for the Bloomin' Festival.

**3. FINANCIAL/BUDGET**

Based on the \$25 per vendor, the city may forgo approximately \$2,600 per year, based on 50 vendors. This amount will grow as more vendors are attracted to the event. However, the vendors are intended to attract buyers to the downtown area, which in turn may generate additional sales tax for the city.

**4. RECOMMENDATION**

Cheri Wolbrueck, Barbra Hernandez, Dana Hines, and Lonnie Zycha plan on being at the Council meeting to address the Council's questions.

Please let me know if you have any questions or concerns by calling me at 512-352-5990 x 16 or contact me via email at [bob.vantil@ci.taylor.tx.us](mailto:bob.vantil@ci.taylor.tx.us).

**APPROVED FOR SUBMITTAL**

DEPARTMENT HEAD: (ss) R.W. VAN TIL DATE: 10/21/04

CITY MANAGER: \_\_\_\_\_ DATE: \_\_\_\_\_

## Susan Brock

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**From:** Frank Salvato  
**Sent:** Friday, October 22, 2004 8:22 AM  
**To:** Susan Brock  
**Cc:** Bob Vantil  
**Subject:** FW: Monday's Meeting

Susan,  
Please place Rod's e-mail under "2nd Street Daze".  
Thanks,  
Frank

-----Original Message-----

**From:** Rod Stone [mailto:rgstone@skyvueusa.com]  
**Sent:** Thursday, October 21, 2004 6:29 PM  
**To:** Frank Salvato  
**Subject:** Monday's Meeting

Frank:

I just concluded conversations with Don Wolbreck where he is seeking my approval for more sidewalk vendor activities on Second Street. I was told by another person that someone is seeking permission from the Commissioners to let this be a weekly or monthly event for six months or more.

Having witnessed what happened at the previous event and in talking to Don, I believe that this is more of an effort to draw people to his particular business than it is to serving the general interest of all or even most of the downtown merchants.

You have my earlier written comments about how and why I oppose street vendors. I have also indicated that I have no objection to artists and other vendors when they are part of a fund raiser for a civic group and that those activities are centered in some area such as Heritage Park. That location is better suited for parking and walking/shopping and safety of people than an area like Second Street which has some 8000+ cars per day traffic count.

Please share with anyone my objections to the proposed "Second Street Vendor Fiesta" or whatever a more proper name is to their effort.

I cannot come to the meeting Monday nite as I have a Spanish class.

Thank you.

Rod Stone  
Ro-Laine Furniture

10/22/2004

**Susan Brock**


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**From:** Frank Salvato  
**Sent:** Friday, October 22, 2004 8:26 AM  
**To:** Susan Brock  
**Subject:** FW: PITA

-----Original Message-----

**From:** Rod Stone [mailto:rgstone@skyvueusa.com]  
**Sent:** Monday, October 04, 2004 4:37 PM  
**To:** Frank Salvato  
**Cc:** Benito Gonzales; Donald Hill; Ella Jez; John McDonald; Tim Mikeska  
**Subject:** RE: PITA

Thanks for your answers. Obviously, the last two questions are somewhat in jest. The one about property tax-street vendors can conduct business without paying property tax-why should building owners be treated any differently? And lastly, the sign ordinance cost building vendors like me money because I have to buy a sign permit. This is a regressive and unfair tax-but maybe I'd rather pay more of this tax so the City can provide them restrooms and I don't have to provide bathroom facilities for my competitors.

I am glad to know that the vendor ordinance is being enforced by our police department. Now all we got to do is stop other city officials from granting frequent and rather arbitrary exceptions to this law. I support street vendors and local artists etc conducting business when they are a part of a fund raising effort for Main Street or some program that is for the overall good of the community. I am opposed to people being granted special privileges to conduct normal business activities when the existing businesses do not get the same advantages. Local businesses not only pay property tax but they also generate sales tax. The City should be on their side and doing all in its' power to promote and stimulate those businesses.

-----Original Message-----

**From:** Frank Salvato [mailto:frank.salvato@ci.taylor.tx.us]  
**Sent:** Monday, October 04, 2004 2:22 PM  
**To:** Rod Stone  
**Cc:** Don Hill (E-mail 2); Benito Gonzales (E-mail); Don Hill (E-mail); Ella Jez (E-mail); John McDonald (E-mail); Tim Mikeska (E-mail)  
**Subject:** RE: PITA

-----Original Message-----

**From:** Rod Stone [mailto:rgstone@skyvueusa.com]  
**Sent:** Saturday, October 02, 2004 2:04 PM  
**To:** Frank Salvato  
**Cc:** Donald Hill; Benito Gonzales; Ella Jez; John McDonald; Tim Mikeska  
**Subject:** PITA

Frank:

I don't really want to be a PITA but I have several questions that I think ought to be answered:

How much revenue did the City collect from the Second Street Days vendors?[Frank Salvato] We did not collect on the Second Street Days vendors. I advised the ladies sponsoring the event that they would need to get Taylor Merchants Association or the Main Street Program support and then ask the Council to waive the vendor permit fees in the future. They advised someone at City Hall told them they could have the event. I have not been able to find that person in City Hall. Since they had already advertised the event, I let them proceed without permits this one time. They also

advised the vendors would all be local artisans.

How much total revenue is the City collecting from the Vendors Ordinance?[Frank Salvato] During fiscal year 2003-2004, the City received \$695.00.

Do the vendors using the old HEB parking lot have vendor permits?[Frank Salvato] Yes. They have written permission from HEB and vendor permits from the City.

How do I know that the vendor ordinance is being enforced?[Frank Salvato] Chief Straub and I have discussed this many times and he assures me his officers check every vendor, that sets up along the highways, inside City limits.

How much sales tax revenue is collected from street vendors?[Frank Salvato] The State Comptrollers office does not report that information to the City. Sales tax information is proprietary. We only get information on businesses that report more than \$100,000 per month and that information is not allowed to be released to the public.

Why should street vendors not be forced to bring their own rest rooms?[Frank Salvato] Good questions. I do not know of any city that has that requirement in their ordinance.

Why should building vendors pay property tax?[Frank Salvato] A building owner pays property taxes because he/she owns property, not because he/she sells a product.

Why don't we raise the fees on the sign ordinance to provide restroom facilities for the street vendors?[Frank Salvato] I do not understand this question. What is the relationship between the sign ordinance, the vendor ordinance and restroom facilities?

Rod Stone