



KEEP SHADY SHORES BEAUTIFUL
REGULAR SESSION
NOVEMBER 5, 2018; 7:00 PM
SHADY SHORES COMMUNITY CENTER
101 S. SHADY SHORES ROAD
SHADY SHORES, TX 76208

AGENDA

1. CALL TO ORDER
2. ROLL CALL
Establish a quorum
3. MINUTES:
Consider and act upon approval of the October 15 , 2018 Keep Shady Shores Beautiful Board meeting minutes.

Documents:

[KSSB MIN 10.15.2018.PDF](#)

4. NEW BUSINESS
Discuss any new projects to be considered at the next monthly meeting.
5. OLD BUSINESS
Consider and take action relative to ongoing projects and events as listed below.
 - a. Discuss beautification plan for Town of Shady Shores

Documents:

[BEAUTIFICATION PLAN 2013-2014\(1\).PDF](#)

6. ADJOURN

I, Wendy Withers, do certify that a true and correct copy of the above agenda was duly posted on the Town of Shady Shores bulletin board on this the _____, day of _____, 2018 at _____: _____, _____.

Wendy Withers, Town Secretary



**KEEP SHADY SHORES BEAUTIFUL
REGULAR SESSION
OCTOBER 15, 2018; 7:00 PM
SHADY SHORES COMMUNITY CENTER
101 S. SHADY SHORES ROAD
SHADY SHORES, TX 76208**

MINUTES

Nathan Abato	Chairman	Present
Tamara Ross	Chairman	Present
Chris Britton	Board Member	Absent
Amy Whiting	Board Member	Present
Bill Krueger	Board Member	Present
Lynn Grimes	Board Member- Alternate	Absent

Staff Present: Wendy Withers, Town Secretary

1. CALL TO ORDER

Chairman Nathan Abato called the meeting to order at 7:02 pm.

2. ROLL CALL

Establish a quorum.

Chairman Abato called the meeting to order and a quorum was established for the record.

3. MINUTES:

Consider and act upon approval of the August 20th, 2018 Keep Shady Shores Beautiful Board meeting minutes.

Documents: [08202018_MINUTES.PDF](#)

Tamara Ross made a motion to approve the August 20, 2018 Keep Shady Shores Beautiful minutes. Bill Krueger seconded the motion.

DISCUSSION: None

AYES: Whiting, Abato, Ross, Krueger

NAYS: None

The motion passed unanimously.

4. OLD BUSINESS

Consider and take action relative to ongoing projects and events as listed below.

- a. Discuss Future Clean-Up Dates- reschedule for the Spring; March 23, 2018
- b. Discuss beautification plan for Town of Shady Shores- Board members conducted a work session relative to the beautification plan for the Town of Shady Shores. Town Secretary Wendy Withers will make the changes and forward the new document to the board.

5. NEW BUSINESS

Discuss any new projects to be considered at the next monthly meeting.

Members agreed to change the regular monthly meeting to the first Monday of each month.

6. ADJOURN

Chairman Nathan Abato adjourned the meeting at 8:24 pm.

Passed and approved this the _____ day of _____, 2018

APPROVED:

Nathan Abato, Chairman

ATTEST:

Wendy Withers, Town Secretary

BEAUTIFICATION PLAN



**TOWN OF SHADY SHORES
ADOPTED:**

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PURPOSE AND GOAL

Keep Shady Shores Beautiful through education of our residents, and creating an identity and brand for the town

BACKGROUND

Shady Shores

The Town of Shady Shores currently has a population of approximately 2610 and covers 2.9 square miles of property just south of Denton, Texas. Shady Shores' residents take pride in being a small bedroom community (with nary a stop light or convenience store to be found). A look back at the town beginnings will help establish your perspective.

In the mid-1920's, John William Franck, a Dallas contractor, built a fishing camp with about 10 wood-shingle cabins on the northern shores of Lake Dallas. He had this in mind as a weekend retreat for Dallas residents. In the 1930's, many of the fishing camps were torn down and replaced by permanent homes, a number of which are still standing.

The community thrived, and in 1932, a nearby subdivision called Shady Shores began construction. The lake was enlarged in the late '50s, becoming what is now known as Lake Lewisville. In 1960, the town leaders decided to incorporate - mostly to escape being annexed by Denton - and the subdivision's name became the name of a newly formed town. Up until 2000, when tax collection began, money for road repairs and police and fire protection came from fees from building permits, franchise fees, pancake suppers and donations from the residents.

Today Shady Shores is a thriving community that boasts excellent fire, emergency and police protection, provided by The Lake Cities Fire Department and the Corinth Police Department. Our residents enjoy a quiet lifestyle with ready access to the lake while being only a short drive from DFW airport, and nearby shopping and restaurants.

The benefits of a Beautification Plan include:

1. Consistency in decision making- The Beautification Plan gives decision makers a consistent reference point for directing beautification efforts.
2. Ability to make informed decisions- the Beautification Plan provides facts on existing conditions, and recommendations on beautifying existing conditions enabling the decision makers to understand the impact of their decisions.
3. Produce positive economic development- Beautiful communities attract new growth and development, as well as protects property values in both residential.

INITIATIVE 1 - CREATION OF AN ENTRY CORRIDOR OVERLAY ZONE

Entry Corridor Overlays lend additional guidelines that enhance the corridors of Town of Shady Shores. The district will be established to provide development standards for particular roadway corridor areas that are

in addition to current zoning districts already in existence within the designated corridors.

The ECO is designed to recognize the importance of the corridors and enhance the aesthetic appeal for those entering the town. Guidelines will include additional screening,

signage, and additional landscaping requirements for new subdivisions. The ECO zone will be a target area for code enforcement compliance. Additionally, in the Entry Corridor Overlays, Town of Shady Shores will work closely with the Texas Department of Transportation on placement of new town entrance signage, additional streetscape improvements in the state rights-of-way, and maintenance of the rights-of-way___0 in the following overlays:

1. W. Shady Shores Road
2. S. Shady Shores Road
3. Dobbs Road
4. Berry Lane
5. Lakeshore Road

RECOMMENDATIONS:

- 1) Create the Entry Corridor Overlay Zone.
- 2.) Seek additional sources for a right-of-way landscaping design for the overlays and create a budget for these improvements **(Master Gardeners/University of North Texas/Texas Woman 's University Programs) .**

- 3) Meet with property owners in the corridors to involve them in the beautification efforts of the area.
- 4) Meet with the Texas Department of Transportation regarding landscaping and signage in the state public rights-of-way___0 if necessary.

RESPONSIBLE DEPARTMENTS:

- A. Planning Department
- B. Public Works
- C. Town Administration

PROJECT COST:

TBD

INITIATIVE 2 - UNIFORM AND ATTRACTIVE SIGNAGE

Entryway Signage establishes a visual aesthetic that will enhance the appearance of the community. The role of the entryway sign is to set an image that will generate a favorable impression to visitors and citizens.



The goal of **Wayfinding Signage** is to make it easy for visitors and residents to navigate around downtown, as well as highlight attractions within the Town and offerings in an appealing and informative manner.

Right-of-way Audit- There are currently many permanent signs (church signs, old signage at the town limits, civic organization signs, etc.) that are positioned in state and town rights-of-way___0. Many of these signs are old, cracked, faded, or obsolete and need to be replaced, maintained, or removed permanently. The Shady Shores sign ordinance currently prohibits signage in the right-of- way exempting signage for government entities (state signage, street signs, way finding signage etc.). Town of Shady Shores will perform an audit to determine how many signs are in the right-of- way and contact the owners of the signs to remove, repair, or permit these signs.

RECOMMENDATIONS:

- 1) Design wayfinding program for key destinations throughout the town (schools, boat ramp, town hall).
- 2) Work with US Army Corps of Engineers to upgrade and design signage for the Big Sandy Boat Ramp.
- 3.) Design the new Gateway corridor signage for all entry corridors.
- 4.) Perform an audit on permanent signage in the right-of-way, and amend the sign ordinance to

allow certain permanent signage in the right-of-way with proper permitting.

RESPONSIBLE DEPARTMENTS:

- A. Planning Department
- B. Public Works
- C. Administration

PROJECT COST:

INITIATIVE 3 - ETJ BEAUTIFICATION

Meet with surrounding Cities in the extra-territorial jurisdiction that need immediate attention with code violations.

RECOMMENDATIONS:

- 1.) Create a list of code violations in the ETJ
- 2.) Work with local cities of Lake Dallas, and Corinth to abate the violations.

RESPONSIBLE DEPARTMENTS :

- A. Planning Department
- B. Public Safety (Code Enforcement)
- C. Administration

PROJECT COST:

\$0

INITIATIVE 4 - NEIGHBORHOOD ENHANCEMENT

The preservation and enhancement of neighborhoods are a critical component of any community.” “Neighborhood Beautification Programs” are recommended under the Beautification Plan and are essential to enhancement of properties. During this program, Town of Shady Shores Code Enforcement Office will work with other departments at Town of Shady Shores to identify and abate code violations in a designated neighborhood with the intent of improving the quality of life for the residents of the neighborhood and the general citizenry. The Code Enforcement Department will look for violations of high weeds and grass, junk vehicles, the accumulation of junk and debris, locations that do not have address numbers posted, dangerous structures, and other violations of the Town Code. Additional departments will address issues such as potholes, replacement of street signs, mowing of rights-of-ways, and trash pick-up along the streets. These areas can be easily abated by town staff such as removal of tree stumps, storm drain cleanouts, old traffic signal pedestals, broken gutters, sidewalk cracks etc.

RECOMMENDATIONS:

- 1. Town workers can catalog problems requiring town maintenance. Once catalogued, they can be prioritized and abated.
- 2. Zones 1, 2, 3 These zones have been identified and prioritized as to the deteriorating conditions of the area, code enforcement violations, and the need for public works assistance for remediating Shady Shores

infrastructure issues (for example potholes, replacement of street signs, etc.).

RESPONSIBLE DEPARTMENT

A. All town departments

A. DEMOLISH DILAPIDATED STRUCTURES

There are many areas within the town limits of Shady Shores that are owned by private individuals with structures and property that are simply abandoned and in need of clean-up and façade improvements; or may not be abandoned but may simply be unsightly to the public. These are areas that are seen when people visit our town. Dilapidated or dangerous structures (structure is in a condition of decay and partial or complete collapse is possible) within a town are always an eyesore. Many times, the structure needs repair or demolition, but the owners of the property cannot be found, are deceased, or live out of state. This makes for a lengthy and difficult process for demolition or repair of structures. Shady Shores has adopted a Dangerous Structures Ordinance to address these structures. The Town of Shady Shores has created a Building and Standards Commission to receive information and make decisions on the status of such structures.



Funds in the amount of \$30,000 have been budgeted for demolition of structures. As always, the Town gives notice to the property owner and allows ample opportunity to demolish the structure. If there is no compliance with the property owner, then the town will demolish the structure and place a lien on the property.

RECOMMENDATIONS:

- 1) A list of dilapidated structures will be created and prioritized by the structures that are most unsafe.
- 2) The "2019 Customer Service Plan" has an estimated goal of three structures to be demolished by the end of the FY 2019.
- 3) The list should be reviewed on a yearly basis by the Keep Shady Shores Beautiful Committee.
 - 1.) Contact the owners of the individual properties notifying them of the Town's intentions of property abatement compliance.
 - 2.) Consider placing fencing, landscaping, etc., in the right-of-way, so that a buffer is created to shield the property from the public.

PROJECT COST:

\$30,000 Abatement Process

RESPONSIBLE DEPARTMENTS:

- A. Building and Standards Commission
- B. Public Safety (Code Enforcement, Police Department, Fire Department)
- C. Public Works Department
- D. Administration
- E. Legal

B - LITTER CONTROL PROGRAMS

1. ADOPT A SPOT

ADOPT-A-SPOT MISSION STATEMENT

The Adopt-A-Spot program is intended to showcase our residents' commitment to love of community and n

natural beauty, by providing opportunities to keep the Town of Shady Shores beautiful.

PARTICIPATION

- Litter control
- Tree plantings (of trees and locations approved by the Town)
- Beautification and landscaping
- Special projects will be considered

COMMITMENT

- Submit an Adopt-A-Spot application to the Town
- Attend a Group Leader Orientation and Safety training and complete the Group Leader Agreement form given to you at that time
- Sign the Town's Adopt-A-Spot Hold Harmless Release Form prior to any Adopt-A-Spot activity
- Conduct clean-ups in compliance with Keep Shady Shores Beautiful (KSSB) "Litter Cleanup Safety Guidelines" by informing all participants of these safety measures prior to each clean-up
- Adoption length is one year
- Minimum of six clean-ups of Adopt-A-Spot for litter control areas
- Proper maintenance of Adopt-A-Spot tree plantings, beautification and landscaping areas
- Submit a Cleanup Results Report Form **tracking the number of volunteers, hours spent, and amount of trash collected, within two weeks of each cleanup**
- Inform the Keep Shady Shores Beautiful Committee if there is a change in any of your contact information, if a new group leader is appointed, or if your group decides to withdraw from the program.
- If a new group leader is assigned, a Group Status Report must be submitted and the new leader must attend the Group Leader Orientation
- Provide the Town with names and addresses of all persons involved

WHO CAN PARTICIPATE

- Individuals
- Families
- Youth groups
- Neighborhood homeowner associations
- Hiking and biking enthusiasts
- Scouts

- Schools and school clubs
- Businesses
- Non-profit groups
- Any combination of the above

THE TOWN WILL

- Install a sign at the designated Adopt-A-Spot location
- List Adopt-A-Spot participants and adopted location on the website

RECOMMENDATION: With the revival of the “Adopt a Spot Program,” the community will have a hand in keeping our town beautiful. Additionally, working with the Municipal Court to identify individuals that need community service will enhance our beautification efforts for the entry ways into the Town.

RESPONSIBLE DEPARTMENT

- A. Keep Shady Shores Beautiful
- B. Administration
- C. Municipal Court

PROJECT COST:

Safety Vests \$0
 Bags \$ 0
 New signage: \$400

2. Garbage Carts

Currently Town of Shady Shores requires that trash be placed in containers provided by the Solid Waste provider. This oftentimes creates problems because trash is either blown down the street or into another citizen’s yard or is opened by wildlife. The Town offers once a week pick-up as well as five (5) additional cubic yards of bulk pickup. In addition, residents are offered household hazardous waste service as a part of their quarterly service.

RECOMMENDATION: The Town may adopt an ordinance change to require containers for solid waste.

RESPONSIBLE DEPARTMENT

- A. Town Council
- B. Administration

PROJECT COST:

\$0

3. Town-Wide Clean Up Days

Currently the Town of Shady Shores provides two (2) town-wide clean up days. On the designated day the town provides additional dumpsters, a paper shredding service, electronics recycling, tire collection and household hazardous waste collection. This allows residents to dispose of potentially hazardous materials in the proper manner.

RECOMMENDATION:

1. **Develop more publicity for the bi-annual events to increase awareness**
2. **Conduct a citizen survey to determine needs**
- 3.

RESPONSIBLE DEPARTMENT

- A. Keep Shady Shores Beautiful
- B. Administration

PROJECT COST:

\$1000- 5,000

CERTIFICATIONS

The **Scenic Town Certification Program** is a project of Scenic Texas. Scenic Texas has identified a direct correlation between the success of a town's economic development efforts and the visual appearance of its public spaces. Scenic Texas has developed the Scenic Town Certification Program to support and recognize municipalities that implement high-quality scenic standards for public roadways and public spaces.

The Scenic Town Certification Program can play a vital role in giving voice to the proposition that all citizens of any town are entitled to a green, uncluttered, visually appealing place to live, work and play - a truly Scenic Town.

Tree Town USA program is a national program that provides the framework for community forestry management for cities and towns across America. Participation in the Tree Town USA program helps residents feel good about the place they live and work. Annual recognition shows visitors and prospective residents that trees, conservation and the environment are an important part of life in the community. Pride in public trees also leads to more engaged residents and better care for new and existing trees on private property.

RECOMMENDATION: Accomplish all requirements of both the Scenic Town Certification and Tree Town USA and submit applications to be approved for the designations.

RESPONSIBLE DEPARTMENT

- A. Planning Department
- B. General Services Department (Code Enforcement)

PROJECT COST:

\$100

BEAUTIFICATION PLAN INITIATIVE FUNDING

While many of these initiatives do not require major funding, certain initiatives do require substantial funding. These initiatives may be helped by the following funding ideas:

1. Citizens could have the opportunity to donate a monthly fee to the program that will appear

on their solid waste bill.

2. Corporate sponsors

3. Governor's Community Achievement Awards. This competition distributes \$2 million in funding from TxDOT across the ten communities, with the amount based on population size. The funds are used for landscaping projects along local rights-of-way. A community's environmental program is judged on achievements in seven different areas: community leadership and coordination, public awareness, education, beautification and community improvement, litter prevention and cleanup, solid waste management and litter law and illegal dumping enforcement.

4. Other funding sources (i.e. grants, dedicated taxes, bonds, etc.)

SUMMARY

The goal of the beautification plan is to improve the overall appearance of Town of Shady Shores and its entry corridors. The elements of the plan will be combined to enhance the beauty of Shady Shores and create a true sense of place. Investing in beautification supports existing and proposed private and public investments in the area. And, as this is a living document, the Beautification Plan will continue to identify projects that will beautify our community, increase desirability and quality of life, and encourage residential homeowners and business owners to invest in landscaping and clean up of their properties.