

TYLER

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Building our future, together

**Steering Committee Presentation for the
Comprehensive Plan Update**

July 17, 2013

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Introduction

- **Welcome: Mayor Barbara Bass**
- **Prayer**

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Parks, Recreation, Open Space & Lakes Review

- **Stephanie Rollings, Director of Parks and Recreation**



Parks, Recreation, Open Space & Lakes Review

GOAL:

Preserve open space corridors in Tyler for wildlife habitat, nature-based recreation, an attractive public realm, and a healthy environment.

POLICIES:

- Protect natural corridors along creeks, floodways, utility easements and other appropriate areas for wildlife habitat and nature-based recreation to include a city wide trail system.
- Protect drinking water and other important resources.
- Enhance canals, drainage ways, and road edges and medians to be attractive city amenities.
- Support private and nonprofit open space protection and management strategies such as conservation easements and land trusts.
- Provide street trees on all city roadways.



Parks, Recreation, Open Space & Lakes Review

GOAL:

Provide a balanced park and open space system that allows for access and enjoyment by all citizens of Tyler.

POLICIES:

- Support the new city arborist position
- Provide opportunities for both passive and active use of parks and recreation areas.
- Work towards providing a park within walking distance of every Tyler residence and expand trail systems to connect these facilities.
- Review all excess City-owned property for potential as part of the park and open space network before disposition by sale or other means.
- Seek creation of parks and recreation facilities in underserved parts of the city.
- Explore the potential for an expanded garden center that would enhance the Rose Garden's role as a regional tourism asset, as well as a local asset.
- Explore potential partnerships with nonprofit or for-profit garden and horticulture groups for creation of a major regional center



Parks, Recreation, Open Space & Lakes Review

GOAL:

Provide recreation programs and opportunities for children, youth, adults and senior citizens throughout the city.

POLICIES:

- Support regular surveys of park and program users to meet changing needs for recreation services by all segments of the population.
- Explore collaboration with school and private facilities for shared use of recreation areas and facilities.
- Develop policies and criteria for use of City recreational facilities by private organizations.



Parks, Recreation, Open Space & Lakes Review

GOAL:

Protect and preserve Lake Tyler, Lake Tyler East and Bellwood Lake.

POLICIES:

- Protect the quality of drinking water while providing opportunities for nature- and water-based recreation on City-owned land.
- Ensure access to lake facilities and recreation for all citizens.
- Manage development in and around sensitive areas of the lakes in order to minimize adverse effects on drinking water quality and valuable ecosystems.



Parks, Recreation, Open Space & Lakes Review

GOAL:

Be a good steward of parks and public open spaces.

POLICIES:

- Maintain all parks and public spaces to the same high standard.
- Provide for meaningful community input on plans for park improvements and new parks.
- Encourage and support creation of park "friends" groups or "adopt a park" groups.
- Encourage and support creation of a Tyler Parks Foundation or similar nonprofit group to work with the City on park and open space Issues.
- Promote xeriscaping in landscaped medians and corridor beautification.



Parks, Recreation, Open Space & Lakes Review

IMPLEMENTATION RECOMMENDATIONS RECEIVED:

- **Consider expansion of Glass Recreation**
- **Consider building new public pools and/or water features**
- **If a new conference center is built, consider feasibility of repurposing Harvey as Recreation/Senior Center**
- **Develop a Master Plan for the Rose City complex**
- **Consider development of a Dog Park**
- **Develop recreational amenities around Bellwood Lake per adopted master plan**
- **Develop recreational amenities around Lake Tyler per adopted master plan**

POTENTIAL FUNDING SOURCES:

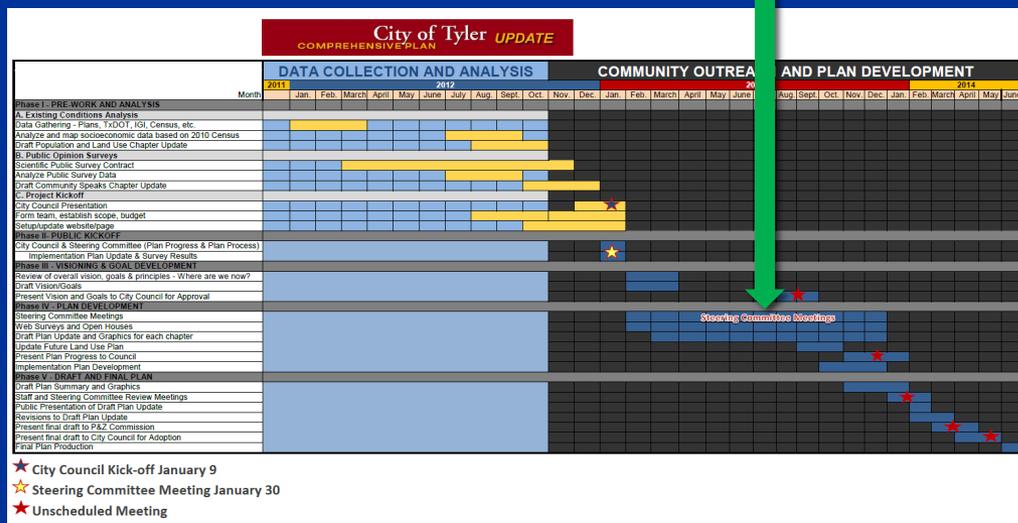
- **User Fees, Dual purpose schools/city park, Utility Fund revenues, General Fund revenues, Half Cent Sales Tax.**



Plan Review Progress and Schedule

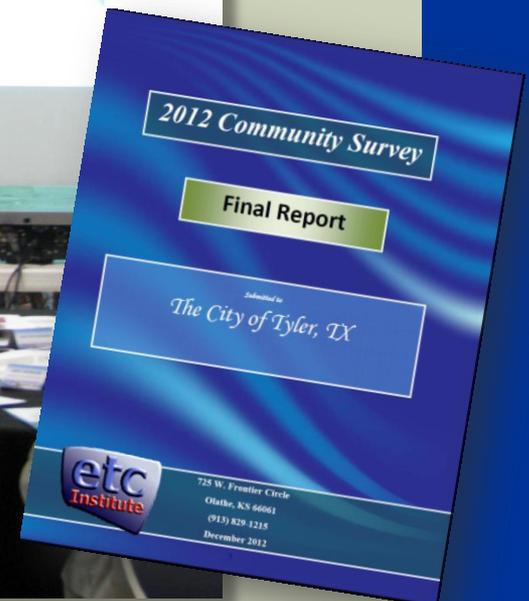
Heather Nick, City Planner

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Citizen Survey Results



BOTTOM LINE UP FRONT

Issues of Importance to Tyler Respondents

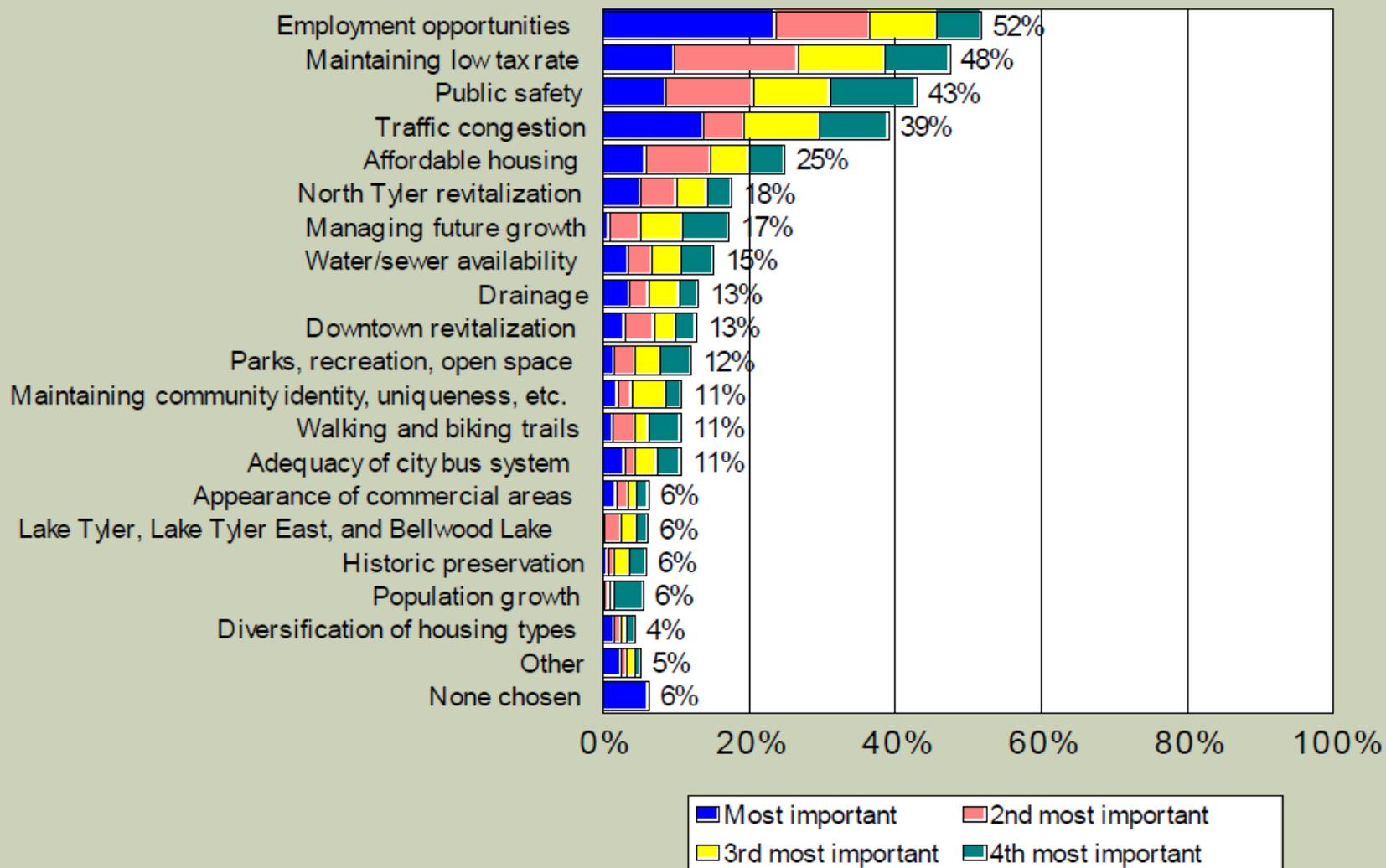
- Employment opportunities, maintaining low tax rate, public safety and traffic congestion remain top 4 issues to residents

Items that Should Receive the Most Emphasis From City Leaders Remain Very Similar

- Effectiveness of traffic and congestion management, quality of public safety, and maintenance of city streets/facilities remain the same 3 major areas of emphasis

Q2. FOUR Issues That Are Most Important to Households

by percentage of respondents who selected the item as one of their top four choices

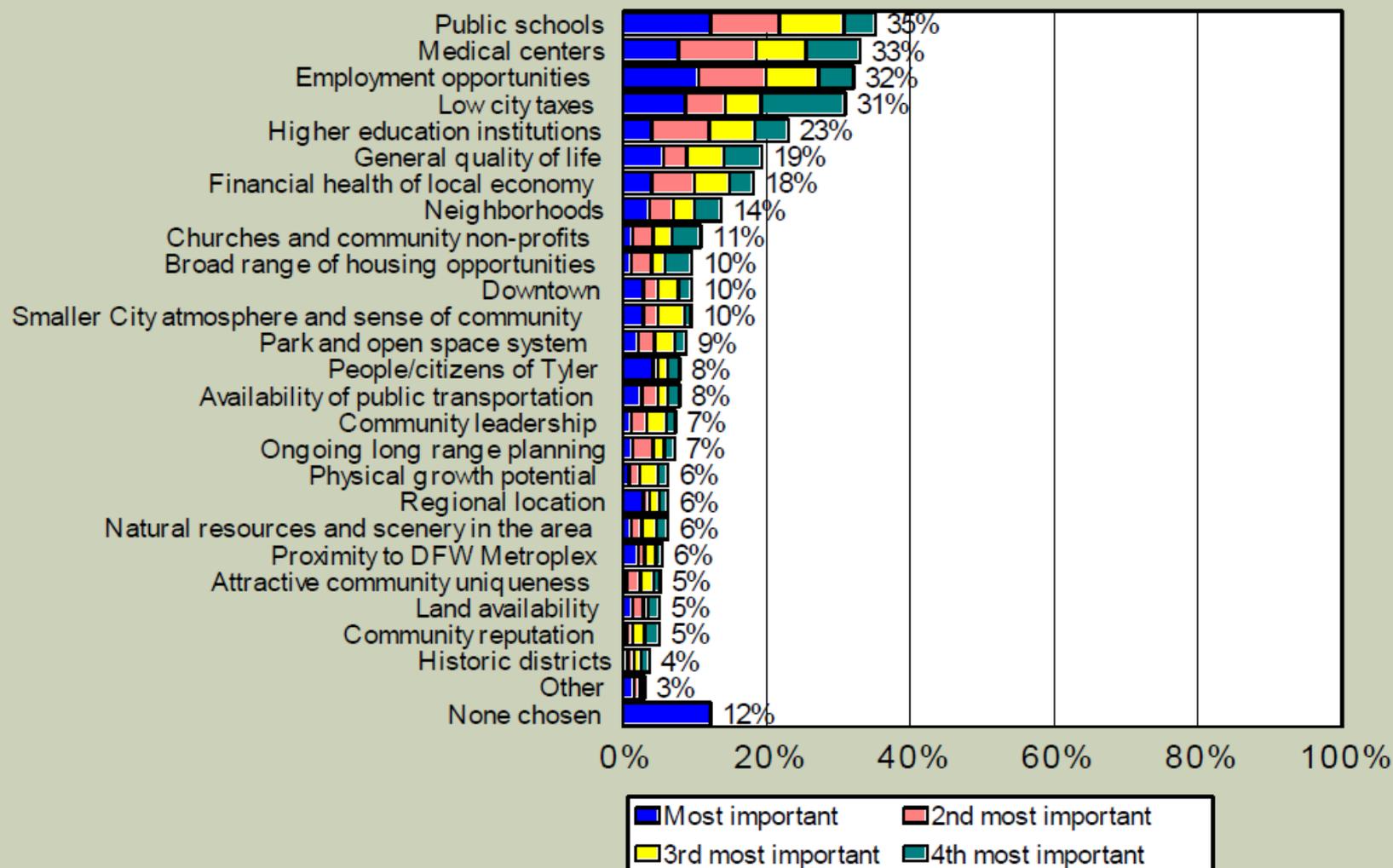


BOTTOM LINE UP FRONT

- ❑ **Items that Have the Most Impact on Respondents Decision to Stay in Tyler Remain the Same**
 - Low crime rate, quality of health care services and employment opportunities remain top 3 items
- ❑ **Four Major Assets That Are Most Important to Tyler's Future Remain the Same**
 - Public schools, medical centers, employment opportunities, and low city taxes remain top 4 assets

Q14. FOUR Assets That Are Most Important for the City of Tyler to Build Upon in the Future

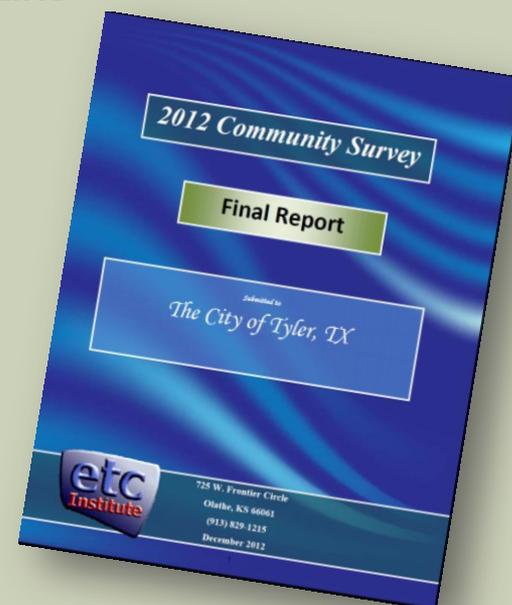
by percentage of respondents who selected the item as one of their top four choices



SIGNIFICANT TRENDS

❑ Importance of Various Issues –The importance of the following issues have all seen changes of 5% or greater since the 2006 survey

- 
- +16% Historic preservation
 - +12% Walking and biking trails
 - +10% Lake Tyler, Lake Tyler East, and Bellwood Lake
 - +9% Downtown revitalization
 - +8% North Tyler revitalization
 - +5% Appearance of commercial areas
 - +5% Population growth
 - +5% Drainage
 - +5% Diversification of housing types



SIGNIFICANT CHANGES

☐ Agreement with Statements Regarding What the City of Tyler's Future Should Include

-The importance of the following issues have all seen changes of 5% or greater since 2006 survey

- 
- +16% A multi-purpose arena
 - +12% New and expanded convention space
 - +12% Additional swimming and water recreation facilities
 - +11% More bicycle paths and routes
 - +10% More sidewalks, walking paths, and trails
 - + 9% More parks
 - + 8% More activities for seniors
 - +7% More activities for teenagers
 - +7% More restaurants, entertainment, etc. downtown
 - +6% More attractive entrance and commercial corridors

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Business and Economy Update

- **Susan Guthrie, Assistant City Manager**



Goal: Continue to foster a business-friendly environment.

- Continue incentives for industry expansion.
 - In 2008, the Council passed a business incentive policy. This has helped bring businesses like Centene to Tyler, as well as Tazza Pronto. The City also has a tax abatement policy that has been used many times to encourage existing businesses to expand and to attract new businesses.

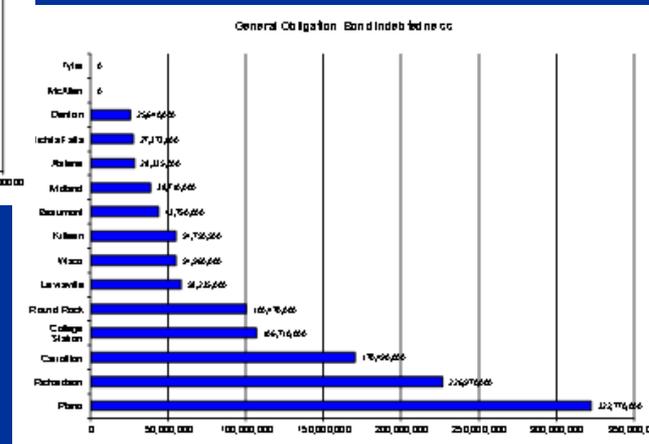
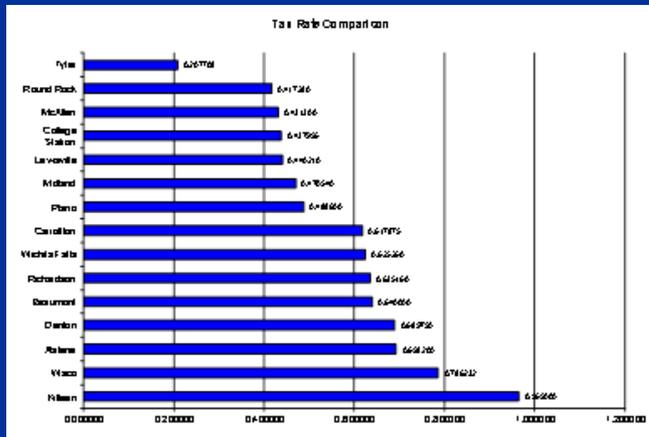




Goal: Continue to foster a business-friendly environment.

- Continue policies that result in low property taxes and avoidance of general obligation debt.

Tyler's Tax Rate has dropped more than 60% since the mid 1990's.





Goal: Continue to promote a diversified economy.

- Aggressively pursue industry recruitment and expansion efforts.

Historic joint adoption of the Industry Growth Initiative (IGI) in 2010. Champions assigned for each strategy, implementation is underway toward goal of an innovation economy.

Public Private Partnership
Education
Healthcare/Bio-Med
Tourism
Arts and Entertainment
21st Century Energy
Retiree
Infrastructure
Graduate Education
21st Century Transportation

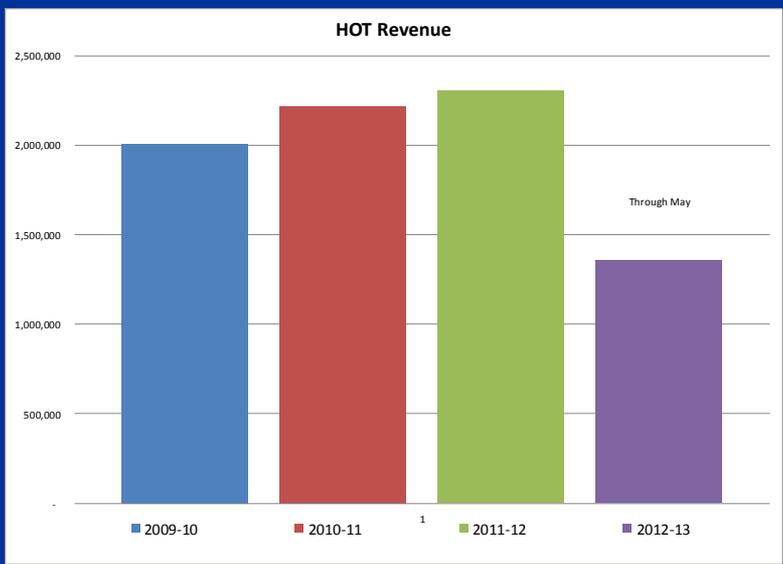




Goal: Continue to promote a diversified economy.

- Continue and expand support of tourism.

One of the building blocks for the IGI is tourism. New venues have been built including Gallery Main Street and Liberty Hall, and a rebranding initiative was successfully launched. In addition, coordinated efforts to expand and grow tourism have led to a steady increase in Hotel Tax Revenues in the last five years. We are now on our way to seeing a new hotel conference center become a reality.



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Goal: Establish Tyler's identity as a regional market leader for retail, medical services and higher education.

- Coordinate a community effort to market Tyler as a regional retail market, and as a center of medical and educational institutions.
 - Rebranding effort was completed.
 - Tyler's retail jobs have grown more than 9% in the last five years - and that is during an economic downturn! Just signed an agreement bringing 700,000 additional square feet of retail space.
 - Health and education jobs have grown 15%.
 - Tyler completed a retail market study.
 - Tyler truly is a medical destination AND a college town (18,000+ students and growing)!



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Goal: Encourage international partnerships for future economic development.

- Foster relationships with Sister Cities and other international contacts.
 - Tyler has continued its Sister City relationship with Yachiyo City, Japan.
 - New relationships have been formed with San Miguel, Mexico and Liberia, Costa Rica.



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Goal: Provide physical and social infrastructure to support economic development.

- **Ensure completion of Loop 49 in Tyler.**
 -
- **Creation of the Business Education Council.**
- **Extend water and sewer infrastructure to support growth.**
 - City extended water mains:
 - North along Broadway to Loop 323
 - West along Hwy 69 to I20
 - City extended the sewer system:
 - North along Broadway to Loop 323
 - From the Westside Wastewater Treatment Plant on CR 46 to I20 east of Hwy 69
 - These extensions have spurred the completion of new housing developments in north Tyler and opened up opportunities for growth towards I20; The investment totaled \$13.1 million
- **Support investment in the public school system.**
 - Tyler has passed two bond elections since 2008, resulting in an investment of more than \$280 million to be used for facility improvements or replacement.





Goal: Protect and enhance Tyler's road, air and rail networks, facilities and services.

- Promote more commercial flights to and from Tyler.
 - Tyler Pounds has maintained a consistent customer base.
 - Tyler has approximately 16 arrivals and departures daily.
- Protect potential expansion area around the airport from encroachment.
 - Annexation of land where the airport is located; acquired additional property in the runway safety area. Aerial easements have been secured.
- Support rail facilities and policies that ready the region for new rail opportunities.
 - Partnership with NETRMA, DART and cities along the I20 corridor to explore higher speed passenger rail between Dallas and Shreveport/Bossier City.
 - NETRMA has signed an MOU with DART to begin this exploration.
 - T*L Rail, has created its vision and mission, and sent key delegates to Louisiana to determine the interest from that state.
 - An MOU has been sent to Shreveport and Bossier City to continue work on this important component of new rail opportunities between Texas and Louisiana.



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Goal: Continue to lead regional coordination for legislative support.

- The City of Tyler has formed the Council of Cities, made up of communities in the region, for the purposes of discussing and acting upon issues of shared interest.
- East Texas Days in Austin.





Feedback from the Business and Economy Open House

- Held in conjunction with the Chambers Business After Hours.
- Feedback includes:

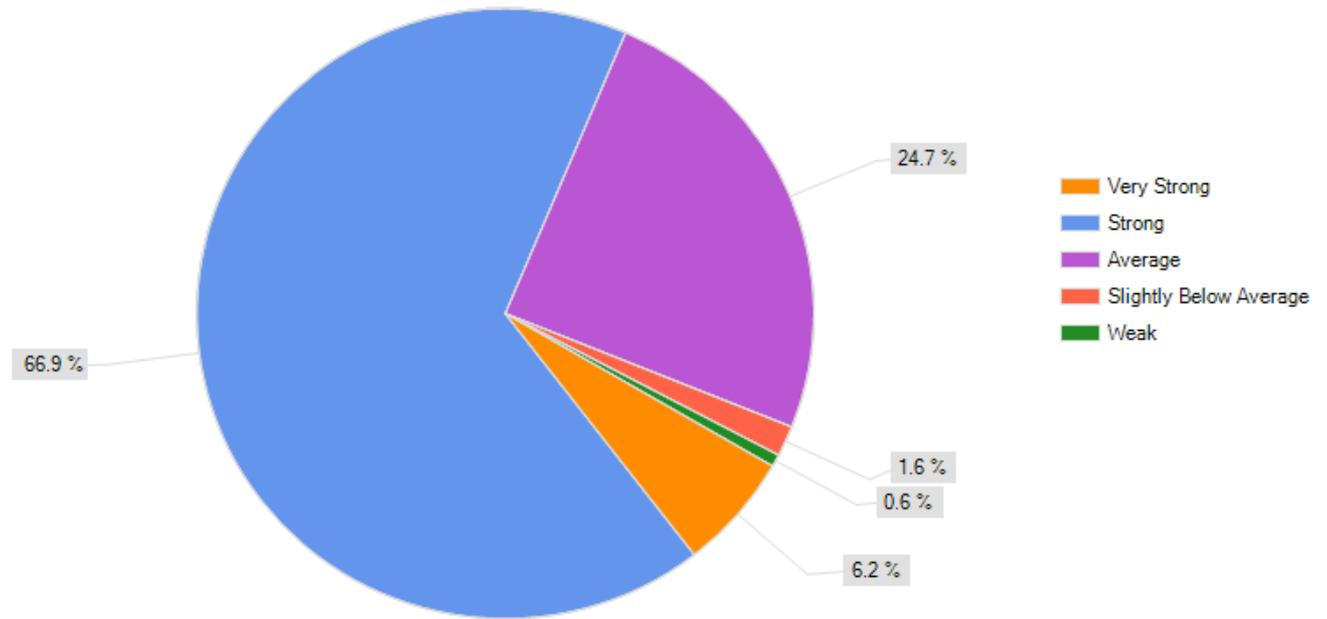
| Frequency | Feedback |
|-----------|--|
| 4 | Incorporate planning for veterans and their families |
| 3 | Diversify planning efforts to include specific groups |
| 3 | More community facilities/centers (e.g. dance hall, rodeo complex, concert hall) |
| 2 | Develop comprehensive broadband strategies |
| 2 | More retail options (e.g. clothing, automobiles) |
| 1 | Improve flood mitigation controls |
| 1 | Improve marketing of TPR Airport |
| 1 | Improve arts and entertainment sector to attract tourists |
| 1 | More libraries |
| 1 | More bicycle trails, separate from roadways |
| 1 | Create industry specific Business After Hours events |
| 1 | Update street signs |
| 1 | Reconsider use of center medians on roadways |



Feedback from the Business and Economy Online Survey

- 308 responses

How would you rate the overall state of Tyler's business economy?

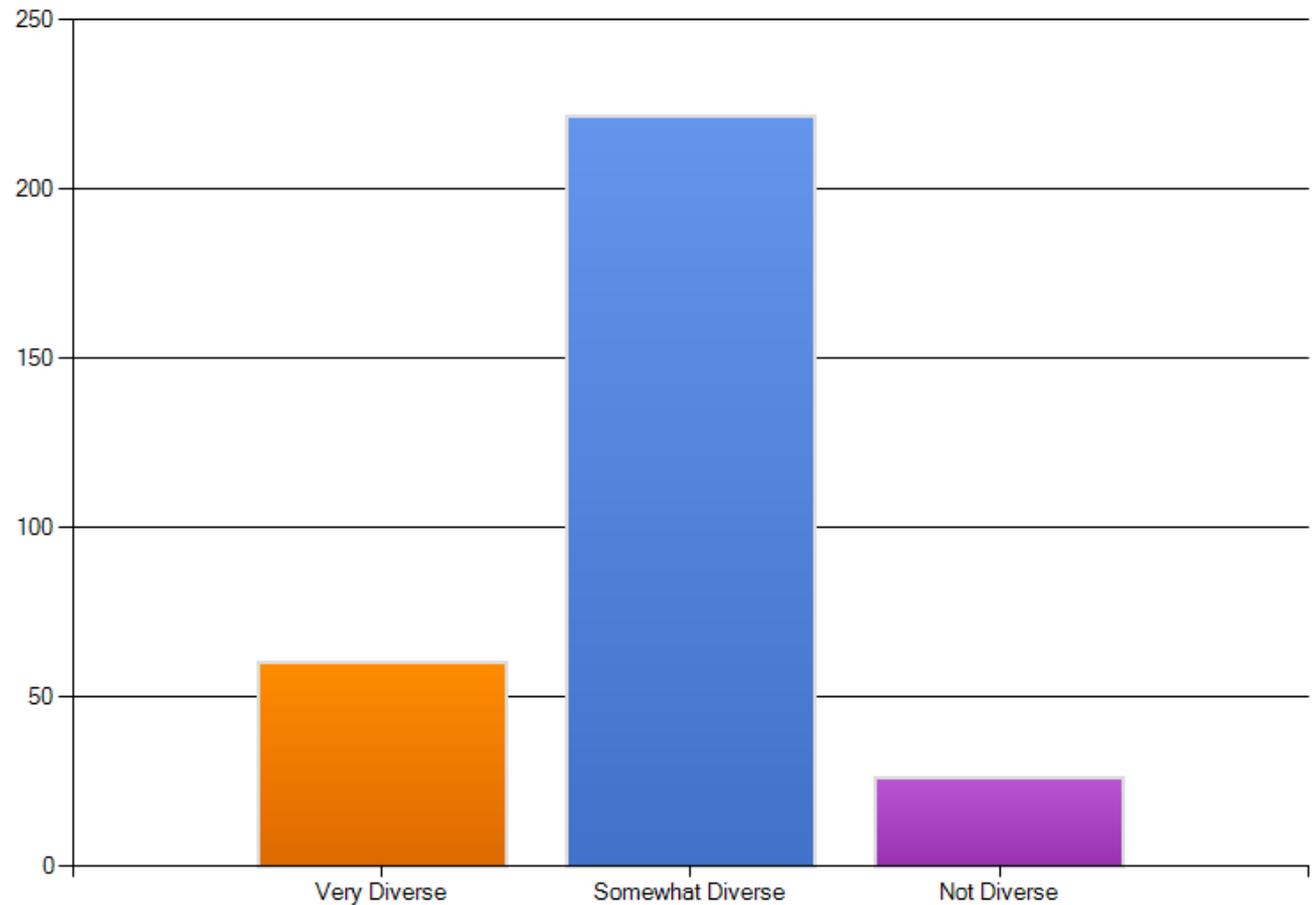




Feedback from the Business and Economy Online Survey

- 308 responses

How would you rate the diversity of Tyler's economy?

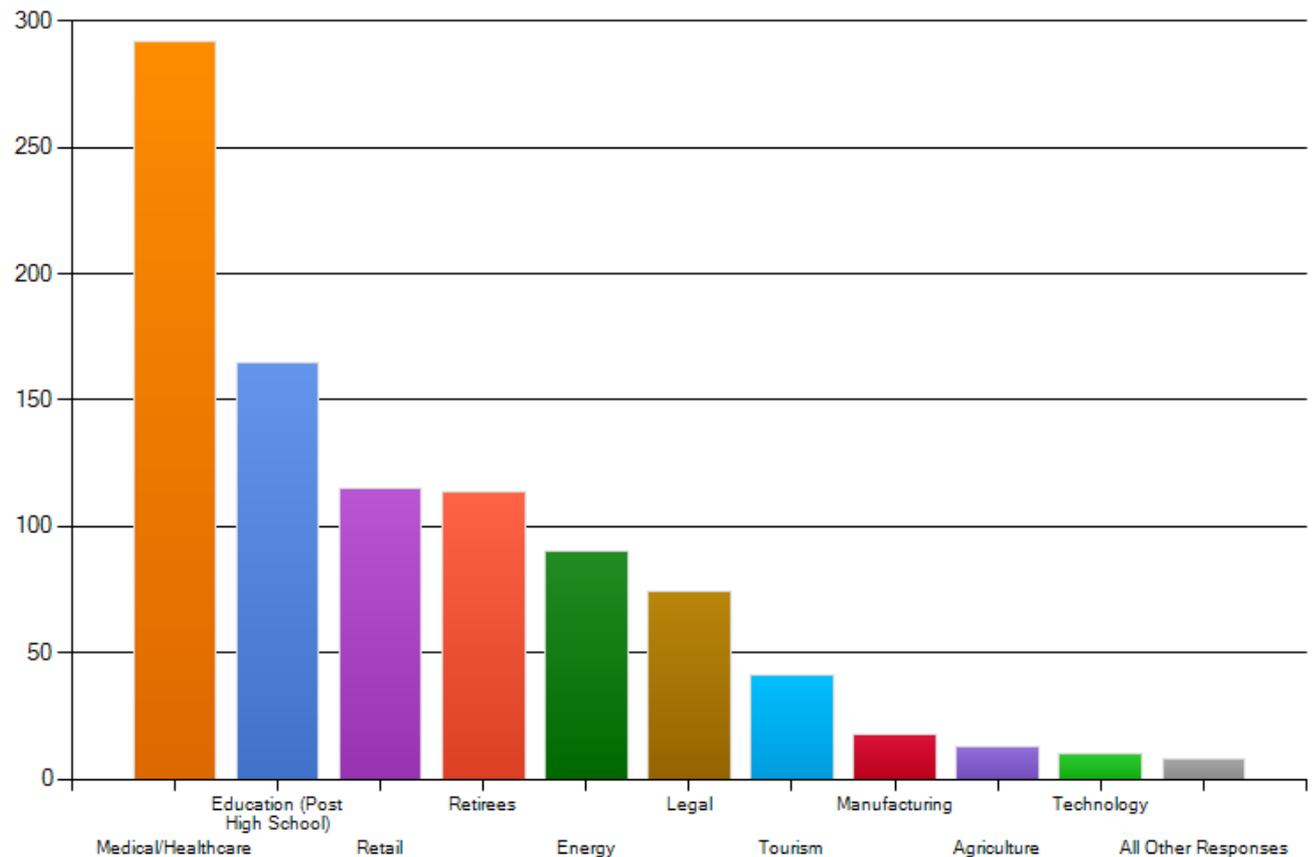




Feedback from the Business and Economy Online Survey

- 308 responses

What do you feel are the strongest sectors in Tyler's economy? (You may choose more than one answer)

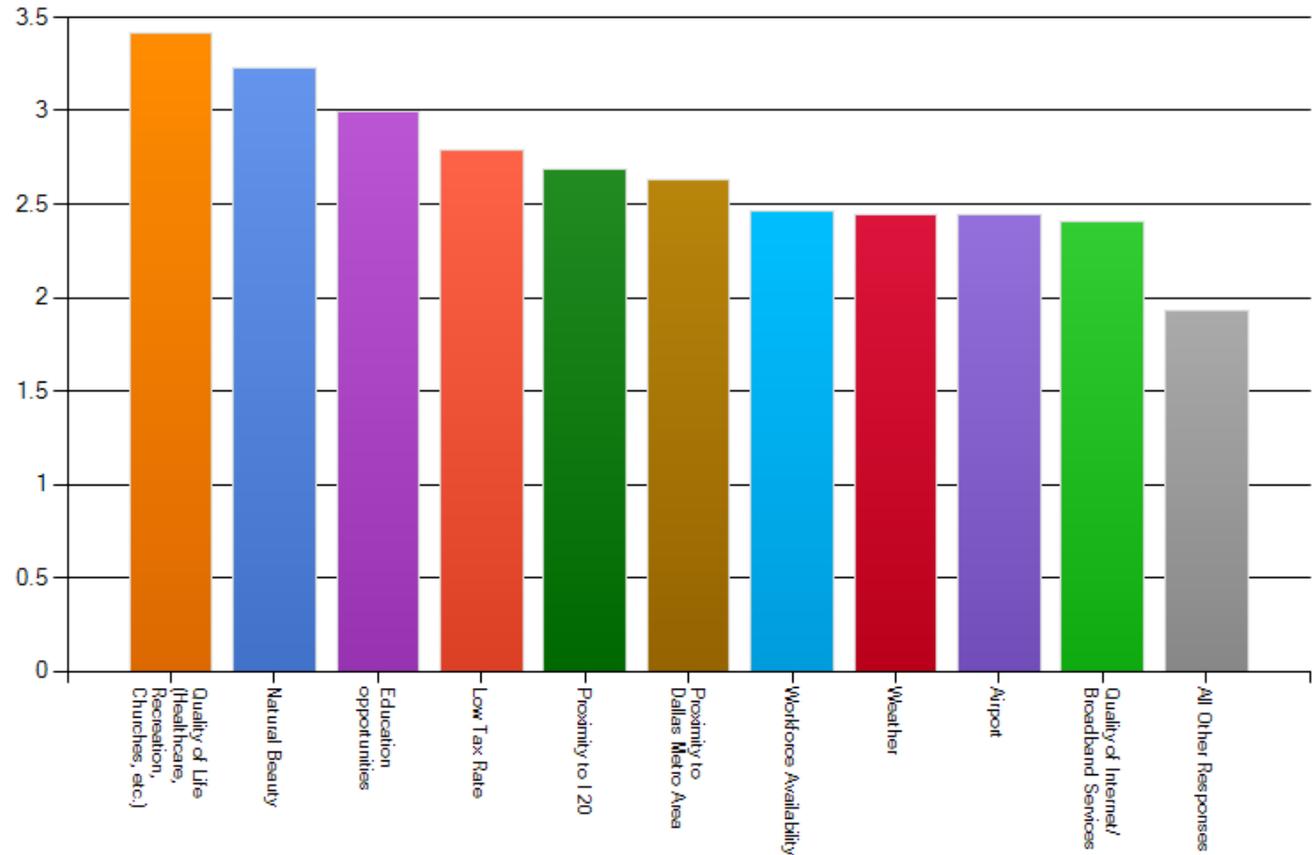




Feedback from the Business and Economy Online Survey

- 308 responses

How would you rate each of the following items as a competitive advantage to attracting and retaining businesses in Tyler?





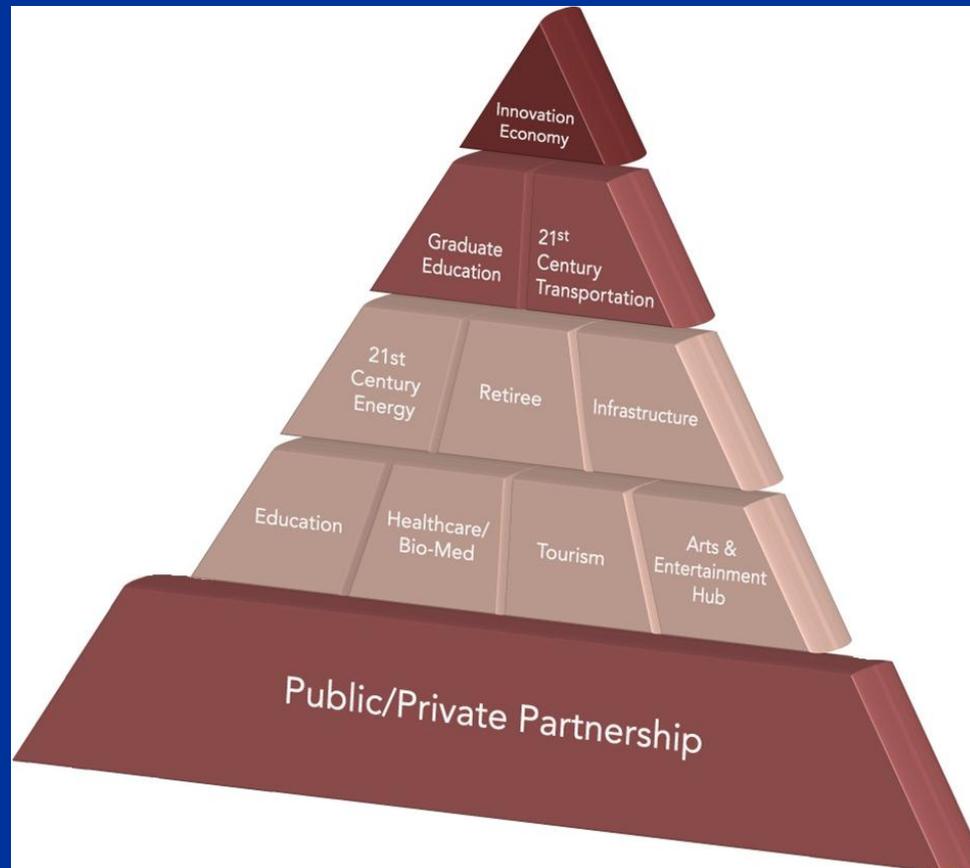
Feedback from the Business and Economy Online Survey

- What could the community do to attract more businesses to Tyler?

| Frequency | Comment |
|-----------|--|
| 20 | Offer more entertainment and cultural activities |
| 20 | Improve public schools, workforce training and higher Ed |
| 17 | Build a conference center hotel (also sports venue) |
| 17 | Improve traffic congestion |
| 16 | Strong, bigger, better incentives to more groups |
| 14 | Lower property taxes |
| 10 | North End revitalization |
| 7 | Invest more in downtown/nightlife |
| 6 | Expand Broadband |



Group Exercise



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Industry Growth Initiative Goals

Table Discussion

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Industry Growth Initiative Goals

Table Report Out

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Group Exercise

What Else?



Wrap Up / Next Steps

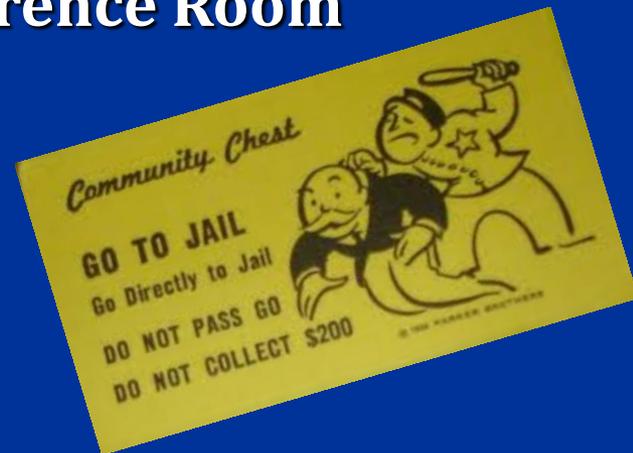
Next Topic: Infrastructure, Facilities and Services

Open House

– July 23rd, TDC Large Conference Room

Steering Committee Meeting

– August 13th, Police Station



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Thank you for your time!

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Building our future, together

