



Steering Committee Meeting

Rose Garden Center – Rose Room
September 18, 2013 - 8 to 11 a.m.

Downtown

Agenda

1. **Breakfast – 8 to 8:30 a.m.**
2. **Introductions – 8:30 a.m.**
 - Welcome: Barbara Bass, Mayor
 - Prayer
3. **Historic Preservation Review – 8:35 a.m.**
 - Heather Nick, City Planner
4. **Citizen Survey and Market Study Review – 8:45 a.m.**
 - Susan Guthrie, Assistant City Manager
5. **Downtown Update– 8:50 a.m.**
 - Beverly Abell, City of Tyler Main Street Department Leader
6. **Importance of Revitalization – 9:10**
7. **BREAK – 9:25**
8. **Revitalization Video – 9:35**
 - Lori Ellis/Brian Brandt, Facilitators
9. **Facilitated Table Discussion – 9:45**
 - Lori Ellis/Brian Brandt, Facilitators
10. **Table Report Out – 10:20**
11. **Wrap Up/Next Steps – 10:50**
 - Education
 - i. First Meeting October 15, 2013 at Liberty Hall
 - ii. Second Meeting October 24, 2013 at Harvey Hall

Building Our Future Together

Building Our Future Together

TYLER 1st



DOWNTOWN

DOWNTOWN PLANNING AREA:

- Bounded by Front Street to the south, Palace Avenue to the west, Gentry Parkway to the north, and Beckham Avenue to the east.
- Contains about 400 acres (less than one square mile).

BUSINESS DEVELOPMENT HIGHLIGHTS SINCE ADOPTION OF TYLER 1ST:

- New businesses and services have been added since 2007, including 8th Street Boutique, Salon Verve, Bistrolls, El Lugar, Subway, La Tee Da, numerous professional offices and more.
- The City of Tyler created the Commercial Exterior Grant Program, which allows property and business owners access to a forgivable loan of up to \$10,000 for appropriate building and property enhancements.
- The International Existing Building Code was adopted in 2010 to give owners of older properties alternatives to standard code that offer ways to make a building safe while protecting its historic integrity.

PARKING:

- Construction begins soon on a new four-story, 380-space parking garage at Elm and Broadway.

PUBLIC SPACES:

- Gallery Main Street was opened in August 2009. The building at 110 W. Erwin was renovated with donated professional services, labor and materials. It houses the City of Tyler Main Street Department, Heart of Tyler and the office of Liberty Hall. Numerous arts and community activities also take place in the space.
- New traffic signals were installed utilizing Federal grant funding.

HIGHLIGHTS IN DOWNTOWN TYLER SINCE 2007

- The Downtown arts movement moved ahead with creation of the Downtown Tyler Arts Coalition (DTAC) in 2009. This group is responsible for developing arts-related activities and programming in the downtown area.
- Gallery Main Street, the heart of the downtown arts movement, was opened in August 2009.
- Liberty Hall, downtown's performing arts center, was opened in September 2011 following a major public-private partnership to refurbish the facility at 103 E. Erwin.
- Downtown Tyler has received numerous statewide honors from the Texas Downtown Association for its programming, volunteers and projects.
- The Moore Grocery Lofts development, completed in 2008, added 88 living spaces to the downtown area.
- Total private sector reinvestment in downtown since 2007 tops \$33 million.

DOWNTOWN GOALS AND POLICIES

| GOAL | POLICIES FOR DECISION MAKERS |
|---|--|
| Create a full-service, mixed-use "Destination Downtown" that functions as the center of the region. | <ul style="list-style-type: none"> • Convene major city and downtown stakeholders. • Create a public-private partnership to lead the revitalization of downtown. • Create a Tax Increment Financing (TIF) district to support revitalization. • Make infrastructure investments that support revitalization. • Provide incentives for downtown development and redevelopment. • Designate or determine appropriate staff support or partner to advocate for downtown economic development. • Collaborate with the County to integrate the planning process for County facilities. |
| Create new "urban" residential districts and improve existing districts with infill. | <ul style="list-style-type: none"> • Revise zoning and land use policies to support housing and mixed-use development. • Develop and implement design guidelines for public and private development. • Make infrastructure investments that support revitalization. • Make existing residential districts a priority for infill home development, working with private builders. |
| Support the location of new anchor destinations in downtown with City actions. | <ul style="list-style-type: none"> • Provide incentives to attract new anchors. • Promote downtown arts and culture activities through an existing or new organization. • Explore downtown locations for higher education and medical institutions. |
| Enhance the public realm including existing streets, parks, plazas, and open areas, and create new signature public spaces. | <ul style="list-style-type: none"> • Invest in a pedestrian-friendly streetscape. • Create a park in the western part of downtown. • Include water features in public spaces. • Expand programming for public spaces. |
| Create a pedestrian, bicycle and parking plan to enhance access and connections to downtown. | <ul style="list-style-type: none"> • Work to create a rail-trail on the north-south line. • Identify pedestrian and bicycle needs, including bicycle racks. • Explore creation of a parking management district. • Explore a public-private partnership to build a parking garage. • Connect downtown to the medical district. |

FACT SHEET