

TYLER

1st

Building our future, together

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

January 30, 2013

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Introduction

- **Welcome: Barbara Bass, Mayor**
- **Self-Introductions**

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Tyler 1931 Comprehensive Plan

The city planning program, properly conceived, is essentially a device to stop wasteful and haphazard improvements in city development. Its primary aim is to prevent mistakes--to do the right thing at the right time, especially where new growth is concerned. Many proposals incorporated in the city plan scarcely deserve special notice since the city, whether it has a plan or not, will come to them eventually as a matter of necessity. It is not the planning that is costly; it is the lack of it that will make extraordinary expenditures necessary to correct intolerable conditions later.

KOCH & FOWLER
DALLAS, TEXAS

A CITY PLAN
FOR
TYLER, TEXAS

PREPARED BY
KOCH & FOWLER, ENGINEERS
DALLAS, TEXAS



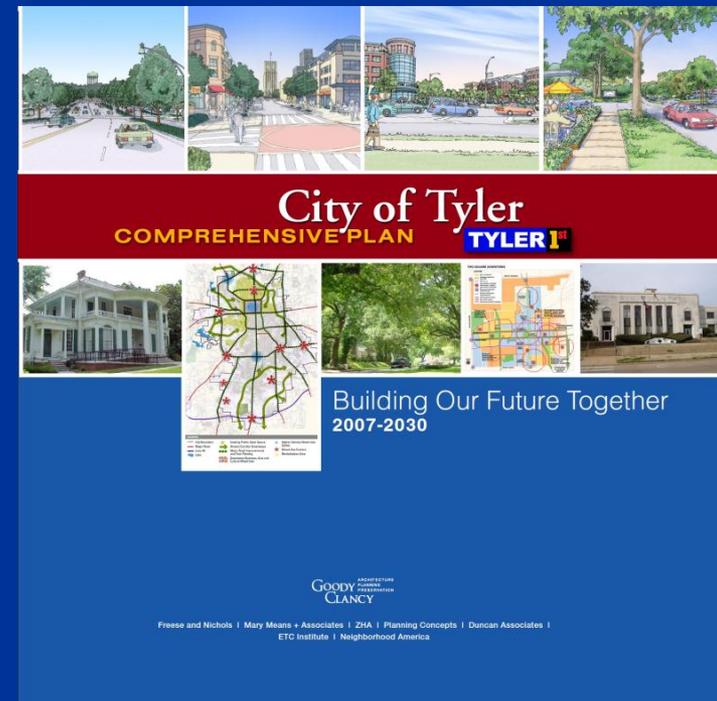
The Value of a Comprehensive Plan

- Understand trends and future implications
- Shape change rather than react to it
- Enhance community life
- Balance competing needs and desires
- Create an plan for future City development:
 - policy and strategic guidance on physical development and redevelopment for the city.
 - predictability for developers, businesses and residents.
 - save money through planned and orderly investment in services, facilities and infrastructure.
 - preserve sense of place and unique identity



Stewardship

- Annual progress report to the City Council
- Use the plan to guide in departmental work plans and capital improvement plans
- Review vision, goals and principles every five years
- Complete updating of the Comprehensive Plan at least every 20 years





Public Outreach

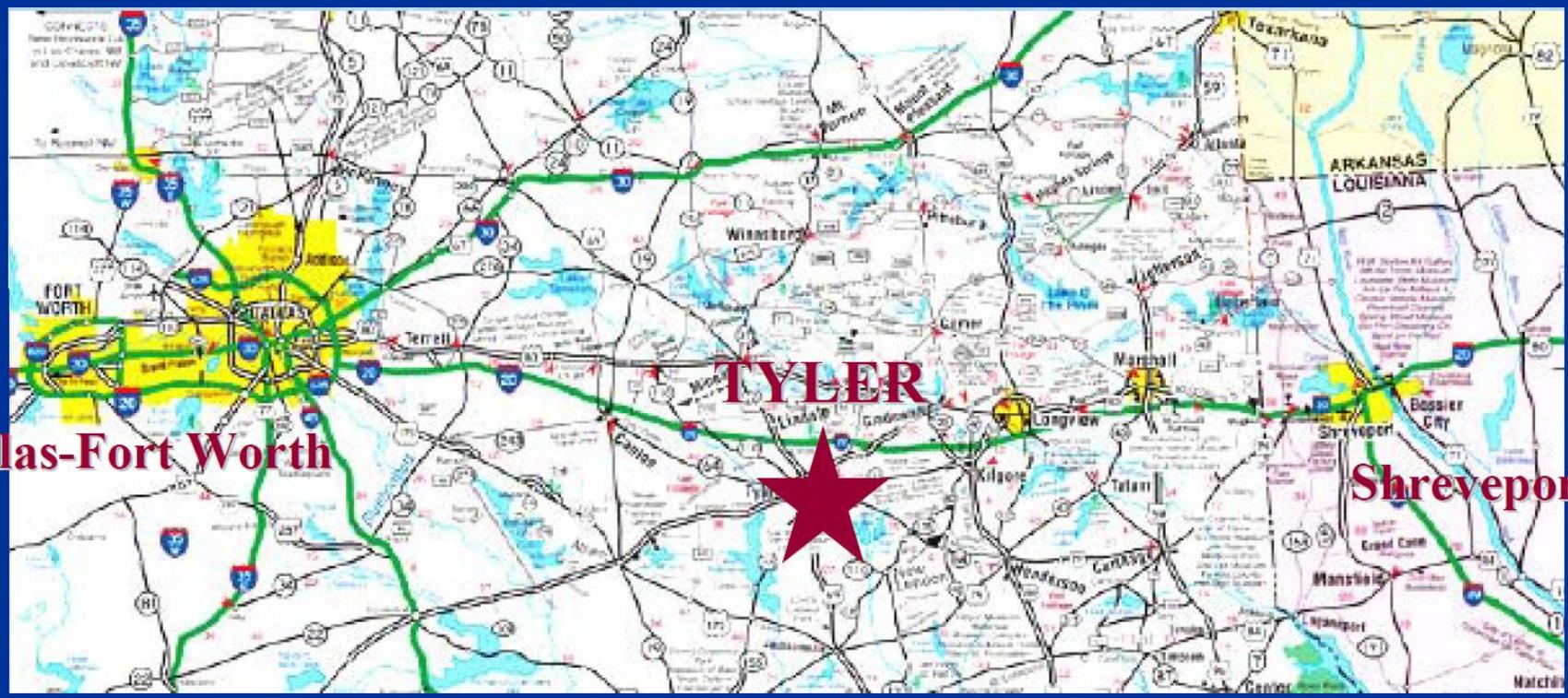
- Plan took 18 months to draft due to significant citizen input.
 - Over 1,000 people took part in developing the plan.
 - Scientific survey of 5,000 Tylerites.
 - Community Visioning Retreat (300 participants).
 - Comments posted on the plan website.
 - Focus groups and personal interviews.
 - Neighborhood meetings.
 - Public displays
 - opportunities for feedback.

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Tyler is the Hub of its Region

- Some one million people depend on Tyler for medical service, shopping, educational opportunities, jobs....

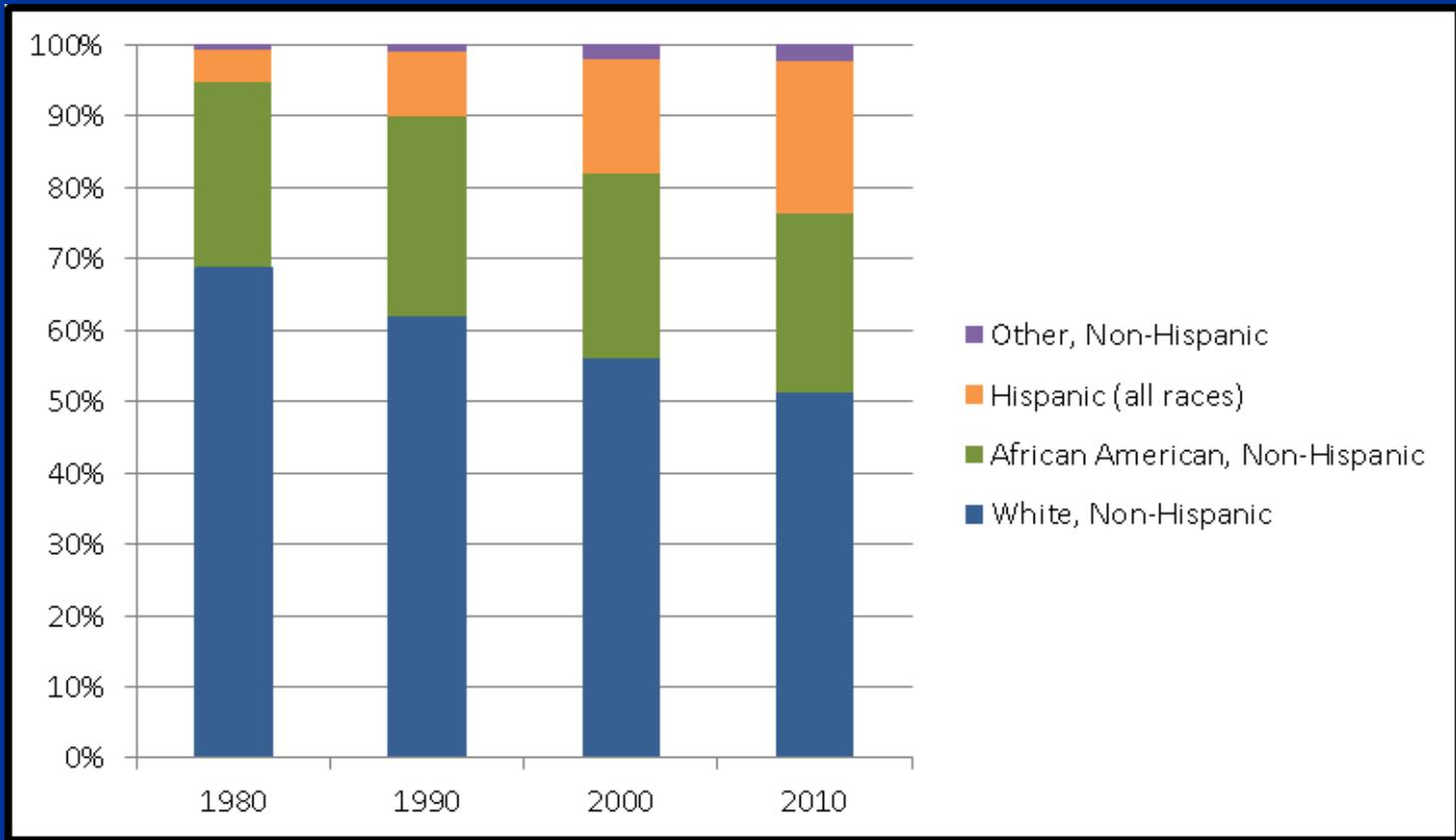


Dallas-Fort Worth

Shreveport

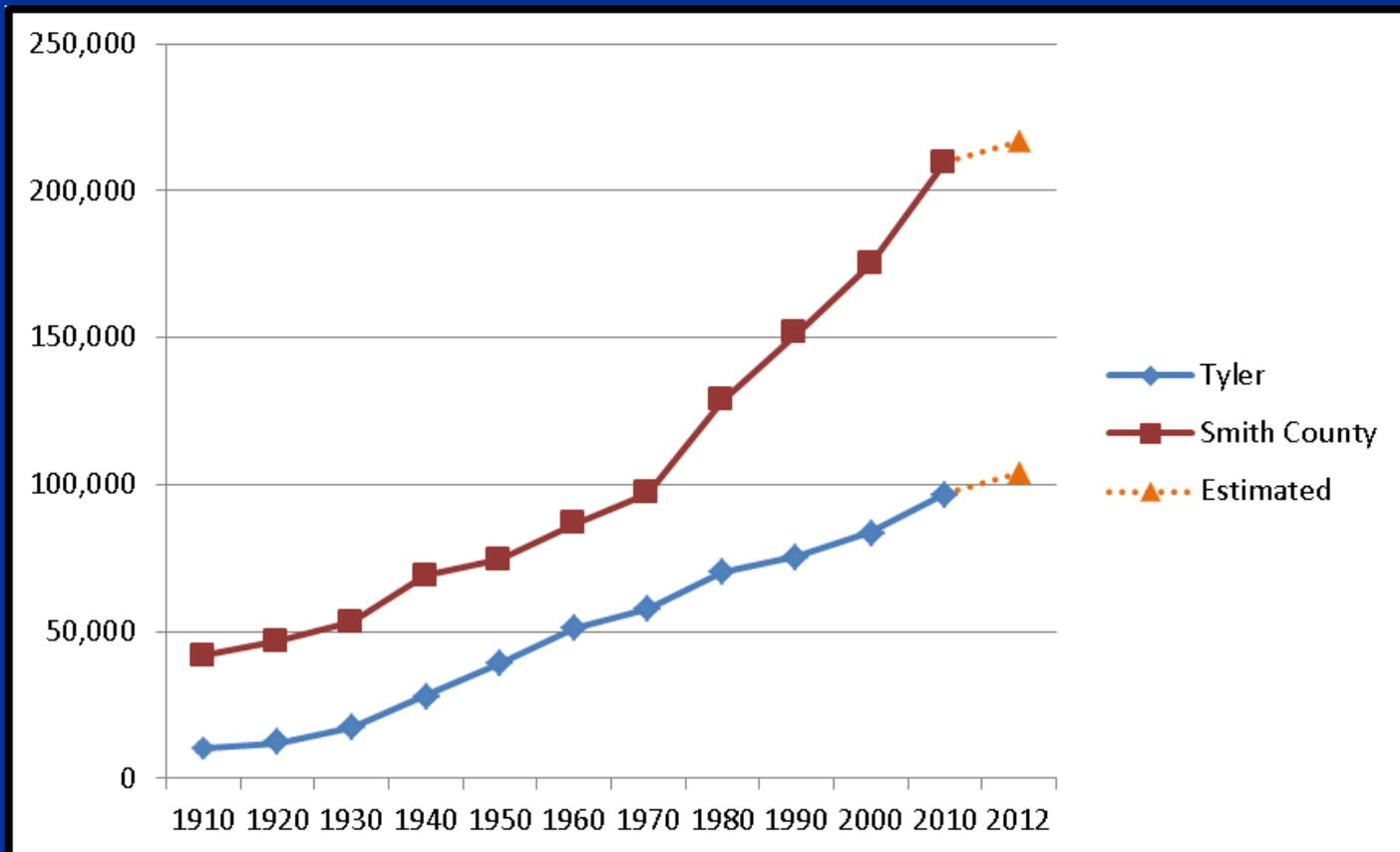


Racial/Ethnic Composition





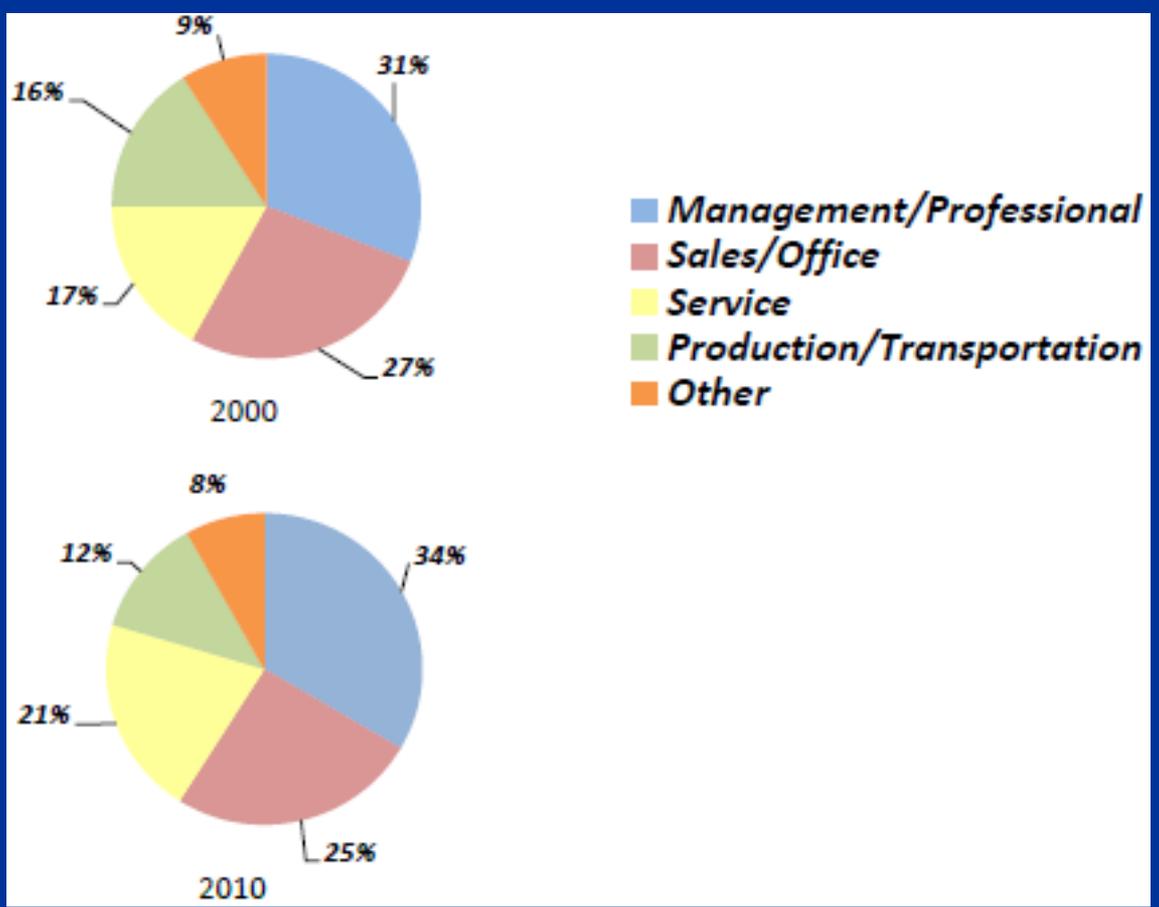
Census Population Data 1910-2012



Source: U.S. Census, City of Tyler Population Analysis

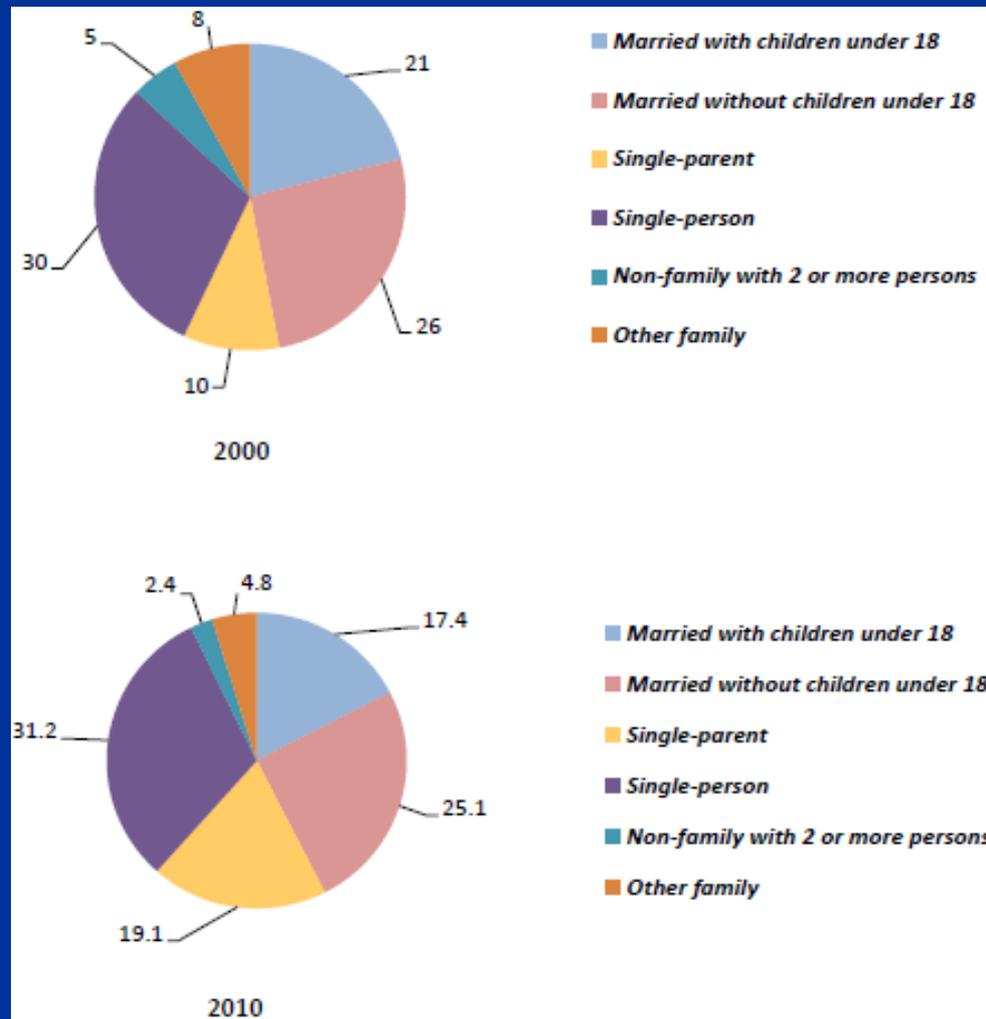


Resident Occupations, 2000-2010





Household Composition, 2000-2010



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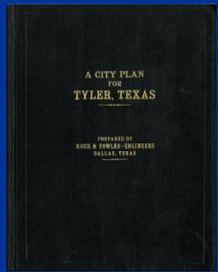
Logistics

- **Logistics: Mark McDaniel, City Manager**

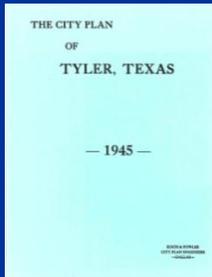
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Comprehensive Plan Evolution



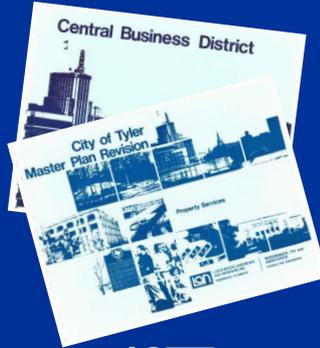
1931



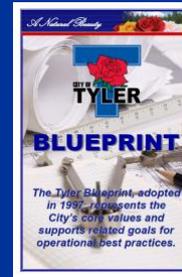
1945



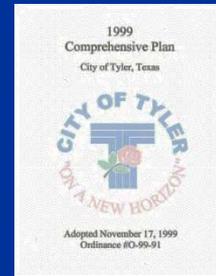
1960



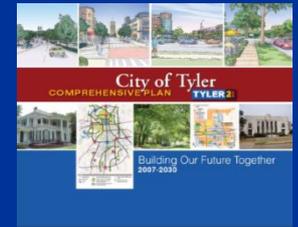
1977



1997



1999



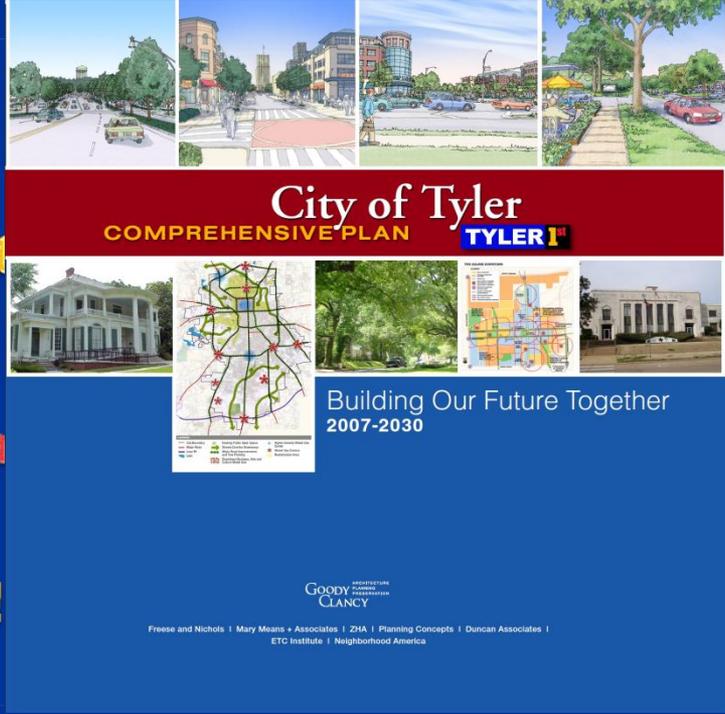
2007



Approximately the same number of full time employees that we did in 1985

Landfill space to last until 2110

Lean Sigma program to become even more efficient



Police Department

One of the lowest

Exempla

vo

AAA bond rating!

supported debt!

One of the LOWEST residential Solid Waste rates in the State – AND we pick up twice per week!

Received Texas APA Community of the Year Award in 2012

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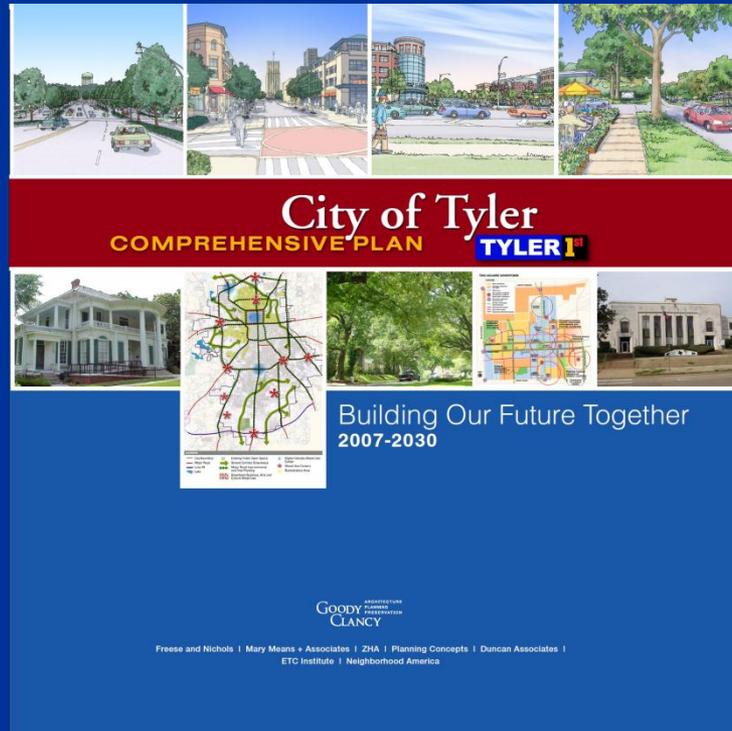
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Comprehensive Plan – *A Community-Based Plan*



Adopted November 14, 2007



Seven Citizen-Led Working Groups

Plan Chapters

1. Downtown Revitalization



2. North End Revitalization



3. Congestion Mitigation & Transportation



4. Historic Preservation



5. Parks, Recreation, Open Space & Lakes



6. Housing & Neighborhood Identity



7. Public Facilities & Services



• Business & Economy





Plan Adoption

- Adopted by Council in November, 2007
- *This 20-year Plan creates a strategic framework for future actions for the City.*
 - *Will act as a guide as the City continues to grow.*
 - *It defines a vision for the future...*



Plan Implementation

...linked to overall goals and policies through strategies and action items.

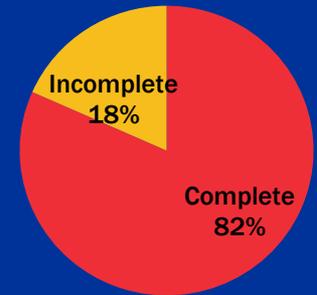
**5-Year Highlights:
The Journey Thus Far**



Highlights: Transportation

- Adopted updated Master Street Plan
- The newly adopted MSP has a complete streets component that supports all forms of transportation.
- "Flashing Yellow Signal" has been installed at 49 intersections.
- Adaptive Control Signals installed on S. Broadway, and under construction on Southwest Loop, Southeast Loop and Northwest Loop.
- Traffic Department retimes 1/3 of the signal systems every year pursuant up to date traffic studies.
- All bus shelters have route maps and schedules posted.
- Transit on time reliability has improved to 88% with new route implementation and use of Route Match.
- 50 new shelters along with sidewalk and ADA improvements to be completed in 2013.

40 of 49 Items Complete





Highlights: Transportation (cont.)

- Regional group titled TL Rail formed to advance higher speed passenger rail between Texas and Louisiana.
- MicroPAVER software employed to prioritize street maintenance.
- Completed Grande Blvd. from Broadway to Hwy 110 and widened Old Omen from University to Old Bascom.
- Completed Earl Campbell Parkway from SH 155 to Loop 323 and a portion of Old Noonday Road.
- Reconstructed Runway 17/35 with ARRA grant funding.
- Began construction of Taxiway K.
- Extension of Loop 49.
- Redesign of key Broadway intersections complete and incorporated into Half Cent program planning.



Highlights: Parks, Rec., Open Space & Lakes

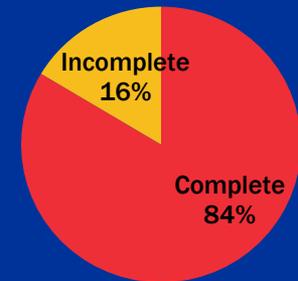
- Adopted the Regional Trail Plan.
 - Over nine miles of trail have been constructed at Lindsey Park.
 - New trail construction is underway to complete a trail to Faulkner Park.
 - Received a grant to construct a new trail along Black Fork Creek.
 - South Tyler trail connection planned to Faulkner
- Completed Parks and Open Space Master Plan (approved by State).
- Accepted donation of new park (Stewart Park) - Master Plan in the works.
- Adopted the Lake Tyler Master Plan.
- Corridor Enhancements: Plantings in Earl Campbell Parkway and Gentry Parkway Medians. Established wildflower program along Grande Corridor. Expanded program in partnership with Keep Tyler Beautiful.



Highlights: Parks, Rec., Open Space & Lakes (cont.)

- Launched Mayor's Tree Tyler Initiative.
- New Rose Hill Cemetery fence.
- Goodman exterior restorations and new restrooms.
- Assist with new convention center study.
- Recognized as Tree City U.S.A. for tree preservation efforts.
- Updated park playground equipment with grant from the Spangenberg Family Foundation and Tyler Soccer Association.
- Updated Glass Recreation Center fitness equipment with a grant from East Texas Communities Foundation.
- Tyler Senior Center improvements including new flooring.
- Funding approved in FY 2012-2013 budget to include Rose Garden Master Plan, new restrooms and new lift at Rose Garden Center.

56 of 67 Items Complete





Highlights: Historic Preservation

18 of 27 Items Complete

- Two Historic overlay districts were adopted
 - (Heritage Neighborhoods No. 1 and No. 2)
 - includes 70 properties
- Co-hosted the 3 annual historic education events during Historic Preservation Month
 - nearly 300 attendees
- Half Mile of History Program
 - 32 stones
- Subject Marker Program – 7 subject markers
- HistoryWalk in partnership with the Downtown's ArtWalk.
- A dedicated Brick Maintenance crew maintains over 14 miles of brick streets.
- Designated 31 landmarks – 95 total landmarks





Highlights: North End Revitalization

- New Neighborhood Services Building on Gentry purchased to establish a central information center on the affordable housing programs.
- Continued partnering with several financial institutions non-profits to assist clients with lower than average scores to buy a home.
- Launched a pilot Neighborhood Empowerment Zone (NEZ) to incentivize new condo/townhome development in North Chase via the waiving of development related fees.
- Tax Increment Reinvestment Zone #3 (North End TIRZ) created in 2008 with participation from Smith Co. and TJC.
- Completed Texas College Area Development Plan.
- Five markers were placed for the Reflections historic preservation program.
- Creation of the City's first Industrial District around Tyler Pipe and extension of City limits north toward I20.
- Expanded CRO Beats from 6 to 10 with help of the Federal JAG Grant.

37 of 60 Items Complete

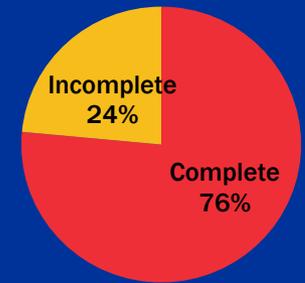




Highlights: Housing & Neighborhood Identity

- Completed the 10th, 11th, and 12th Neighborhood Empowerment Works Programs.
- Bilingual information about City codes was published.
- Using CDBG funds, completed targeted street improvements in District 3 and District 4.
- Using AARA funds, completed targeted street improvements in District 2.
- Built and sold eleven affordable housing units to low- to moderate-income families. Started the construction of three additional units.
- Launched Housing Infill Program (HIP) in cooperation with other taxing jurisdictions – currently 22 properties available, 39 in the pipeline, 5 sold to Habitat for Humanity, and 5 sold to developers for the construction and sale of affordable housing.
- City has a partnership with Tyler Junior College to provide Credit Counseling Services.
- Area Development Plans were completed for the Texas College UT-Tyler and Hospital/TJC areas.

39 of 51 Items Complete

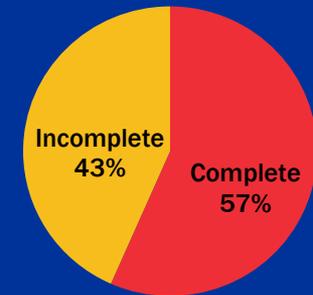




Highlights: Public Facilities & Services

30 of 53 Items Complete

- Completed construction on 3 new Fire Stations
- Completed 24-in water line along the US 69/I-20 corridor
- Installation of US 69/I-20 Sanitary Sewer nearing completion
- Downtown Main Street office and the Liberty Theater added to City facilities serving as Wi-Fi hotspots
- Successful Landfill Gas project generating \$4,000 per month for City of Tyler
- Increased sidewalks along numerous roadways and applied for grant funding to continue program
- Enhanced senior services through implementation of Chamber of Commerce Senior Committee work plan

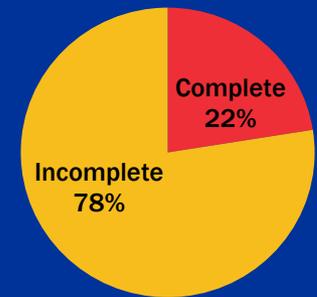




Highlights: Downtown Revitalization

- Establishment of Downtown Business, Arts and Culture District.
- Creation of Downtown TIRZ.
- Main Street became a City Department.
- Opened Gallery Main Street and are holding juried art exhibits, rotating every six weeks.
- Renovation of Liberty Hall completed in 2011.
- East Texas Symphony moved to the Downtown.
- Donation of three properties in downtown for future investment.
- Formed Downtown Tyler Arts Coalition (6X6, ArtWalks, Film Festival).
- Initiated parking study funded by the Downtown TIRZ.
- Design of parking garage in process.
- Adoption of existing building code.
- Façade grant program launched using CDBG funding.
- Held quarterly Half Mile of History ceremonies; videos in progress.
- Completed environmental abatement remediation on eight acre property.
- Public and private reinvestment (People's, Subway, Janie's, Goodman....)

9 of 40 Items Complete





Highlights: Business & Economy

- General obligation/tax-supported debt eliminated. **14 of 28 Items Complete**
- Municipal tax rate lowest among Texas cities with > 16,000.
- AAA bond rating.
- Historic joint adoption of the Industry Growth Initiative (IGI). Champions assigned for each strategy, CAT 100 teams formed and implementation is underway toward a goal of an innovation economy.
 - ▶ Public Private Partnership
 - ▶ Healthcare/Bio-Med
 - ▶ Arts and Entertainment
 - ▶ Retiree
 - ▶ Graduate Education
 - ▶ Education
 - ▶ Tourism
 - ▶ 21st Century Energy
 - ▶ Infrastructure
 - ▶ 21st Century Transportation
- Increase in HOT tax rate in Legislature. Contracted with consultant for hotel/convention center.
- Major infrastructure projects completed to spur private reinvestment (utilities, roads, fire stations, etc.)
- Centene brings 300+ jobs to Tyler.





Implementation... Keeping the Momentum

- ✓ 62 Tyler 1st Council agenda items in 2012
- ✓ 243 of 375 Tyler 1st Council agenda items to date

Total Implementation



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2012 Citizen Survey Results

- Results: Ron Vine, Vice President, ETC Institute

TYLER, TEXAS

2012 COMMUNITY SURVEY FINDINGS

Presented by

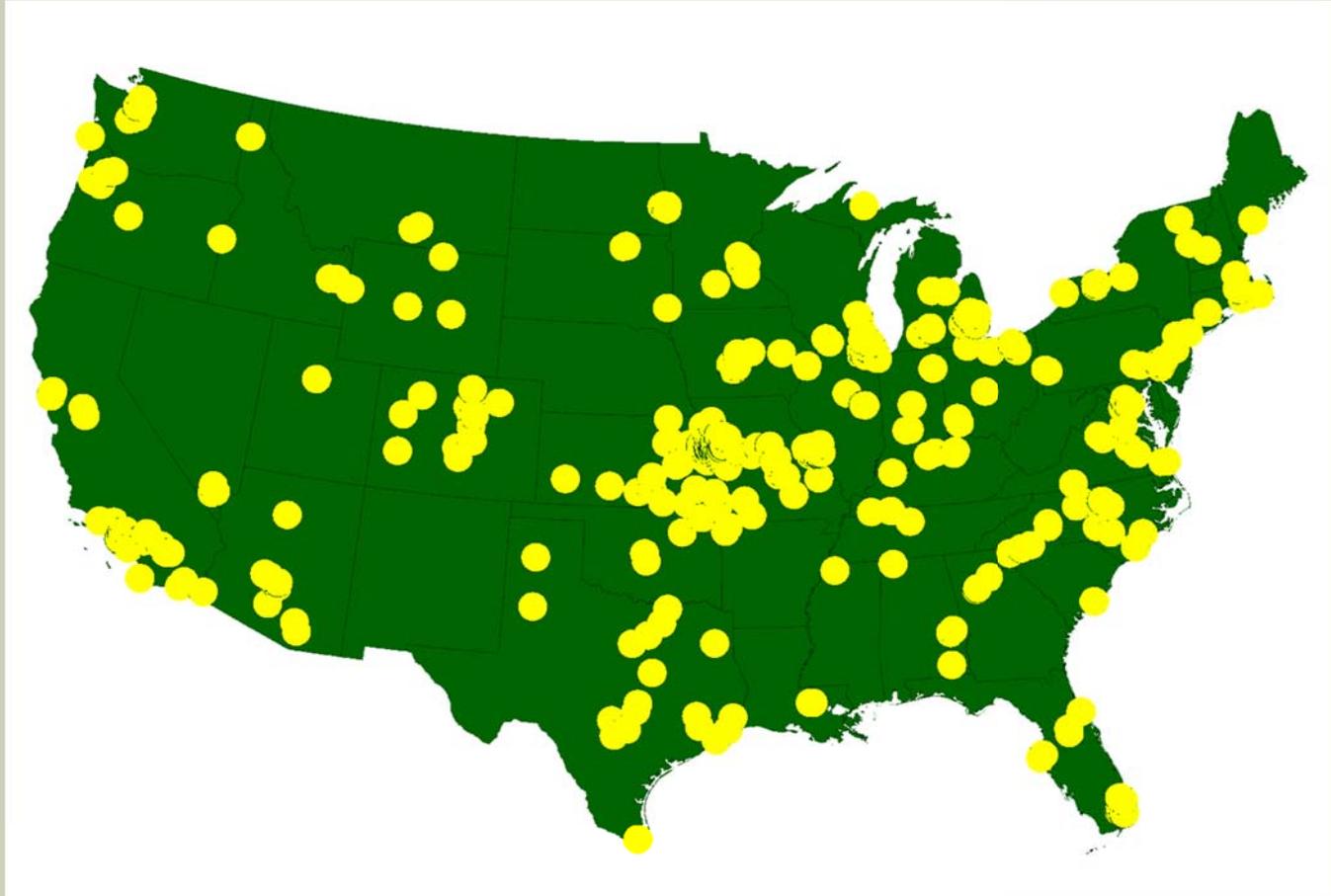
ETC Institute

January 30, 2013



ETC Institute: A National Leader in Market Research for Local Governmental Organizations

...helping city and county governments gather and use survey data to enhance organizational performance for 30 years



More than 1,350,000 Persons Surveyed
for more than 500 cities and counties in 48 States

Agenda

- **Purpose and Methodology**
- **Bottom Line Upfront**
- **Major Changes from 2006**
- **Questions**

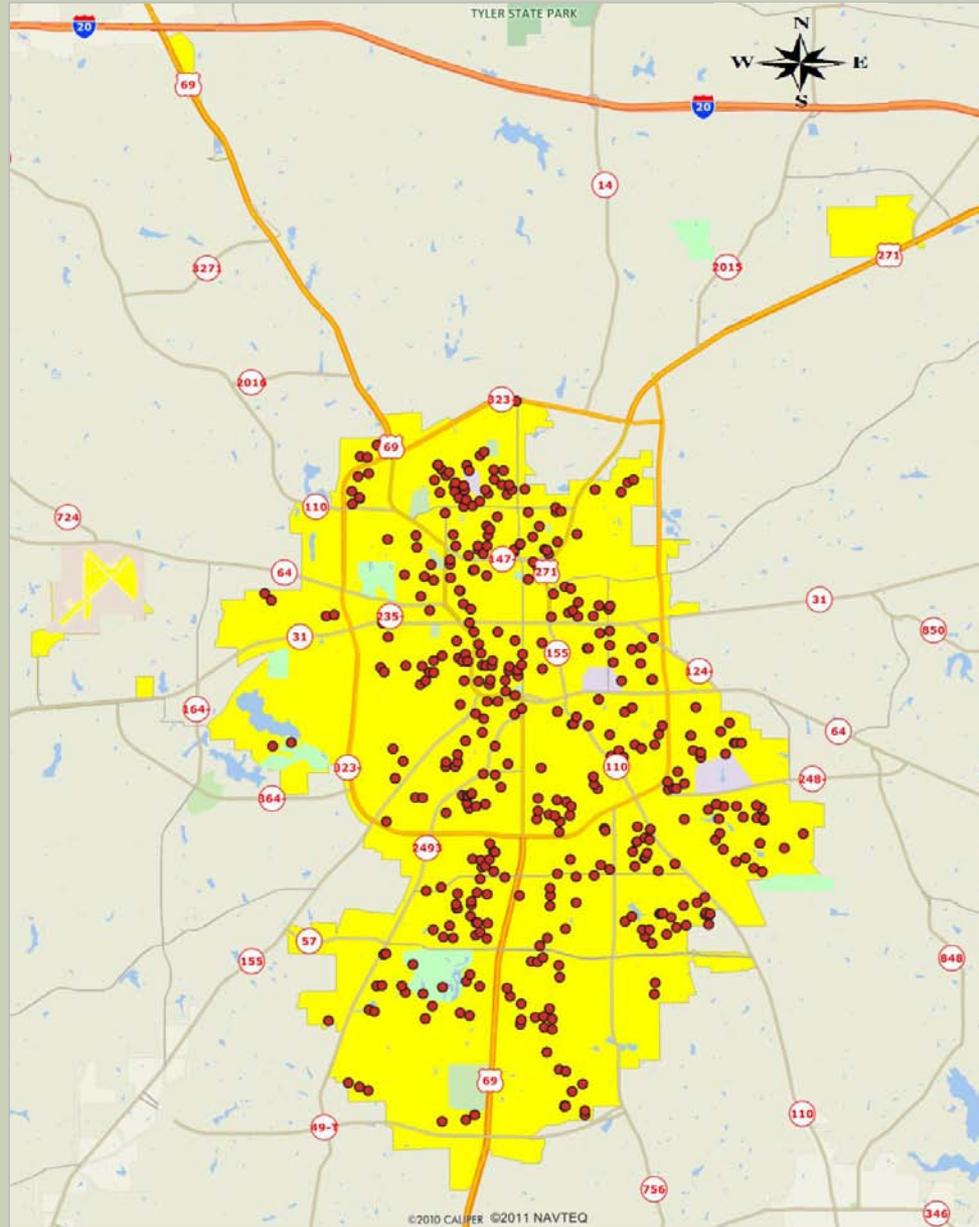
Purpose: To Gather Citizen Input Regarding

- **Important issues facing the City of Tyler**
- **Issues City leaders should emphasize**
- **Items having the most impact on respondents decision to stay in Tyler**
- **Major assets to build upon**
- **Community Vision**
- **Changes from 2006**

Survey Methodology

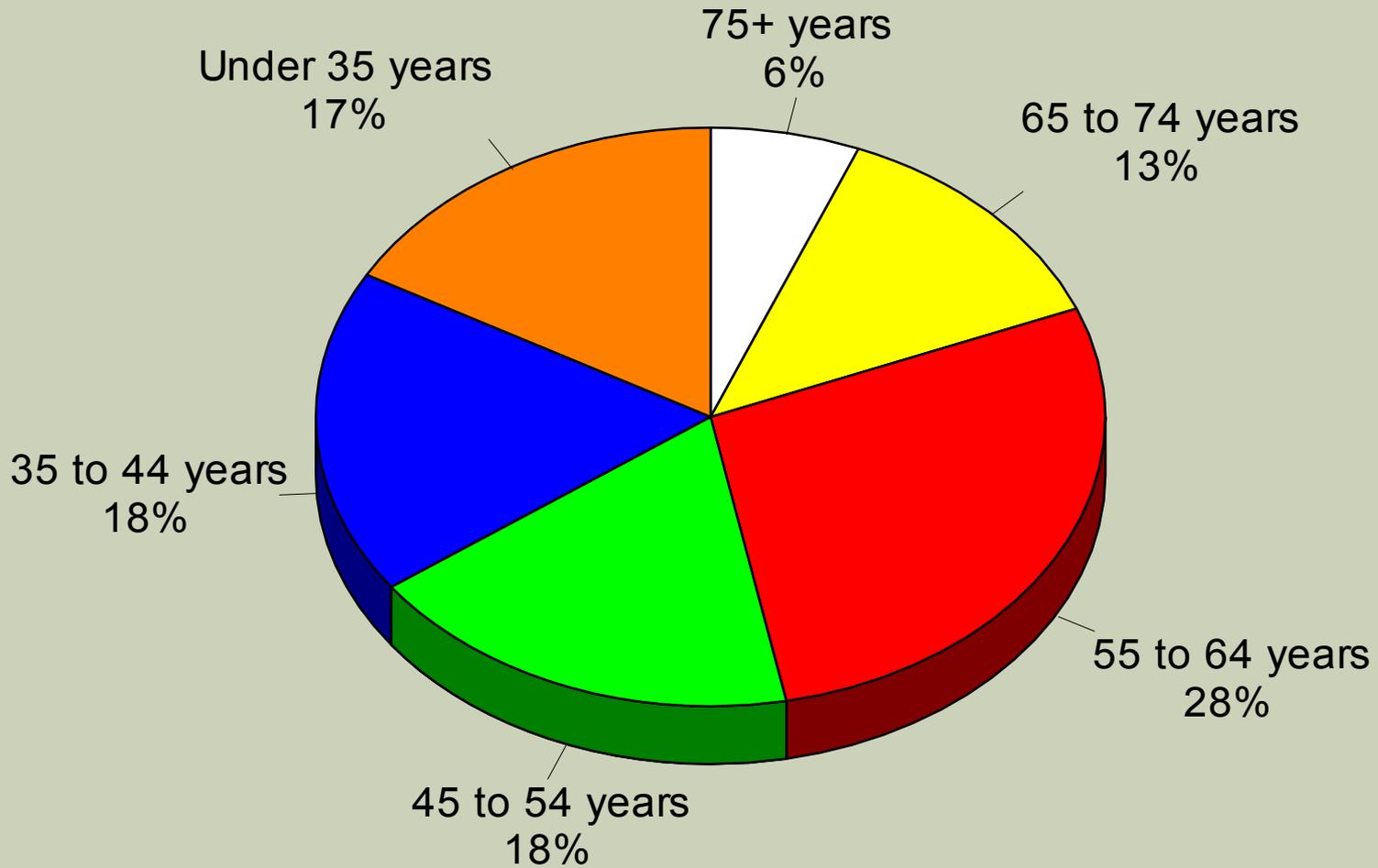
- **Survey Description:**
 - survey took 15-20 minutes to complete
- **Sample Size:** 427 completed surveys
- **Method of Administration:**
 - by mail, web with follow-up by phone
 - randomly selected sample of households in 6 districts
- **Confidence Level:** 95%
- **Margin of Error:** +/- 4.7% overall
- **GIS Mapping**

Location of Survey Respondents



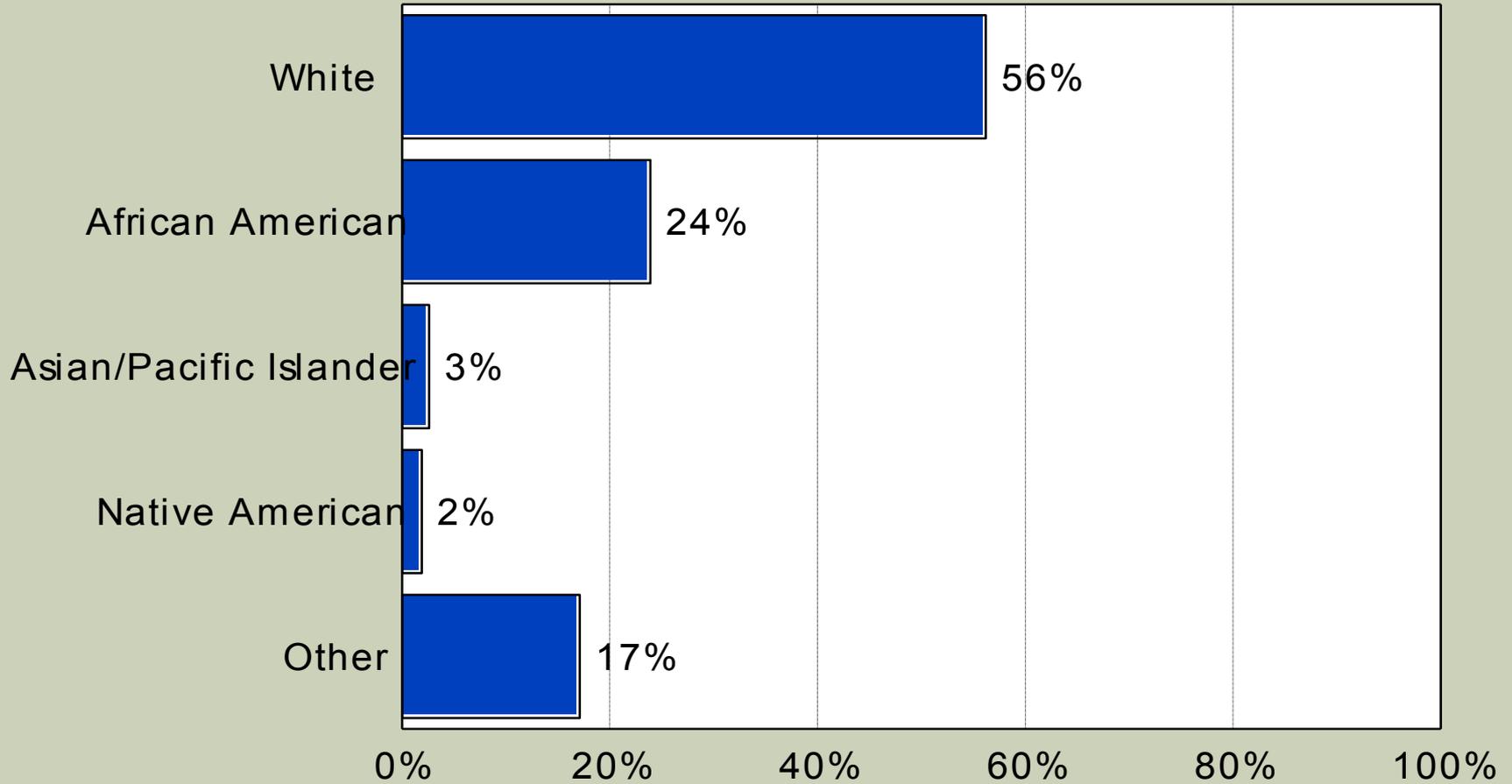
Q20. Demographics: Age of Respondent

by percentage of respondents



Q26. Demographics: Respondent's Race/Ethnicity

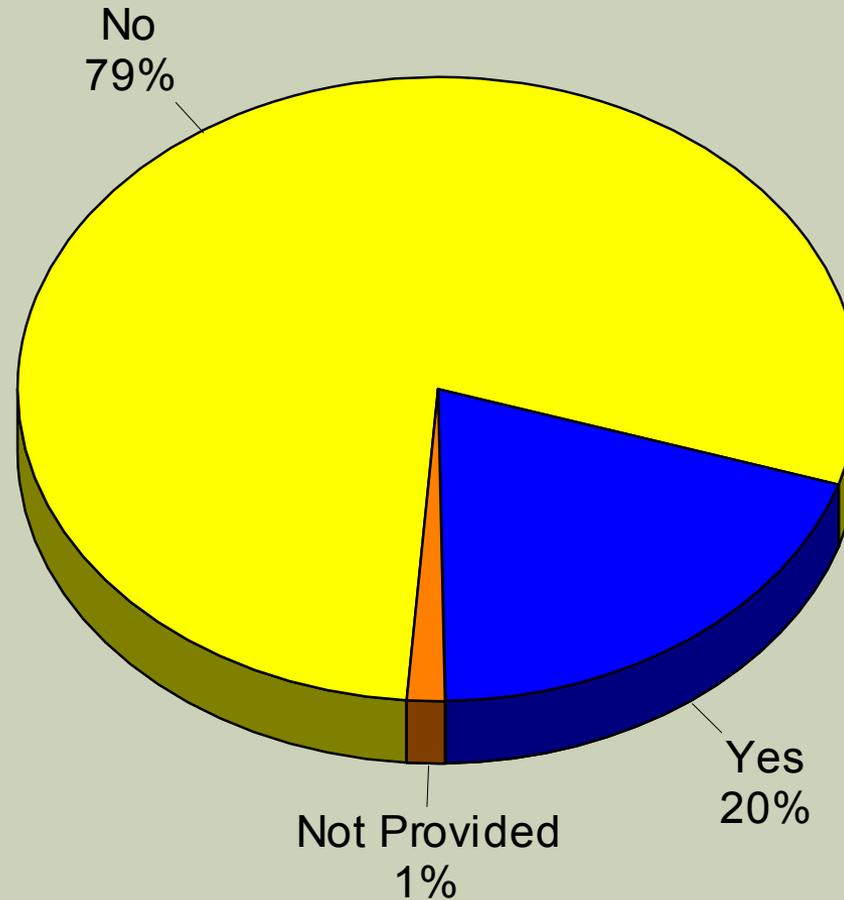
by percentage of respondents (multiple choices could be made)



GOOD REPRESENTATION BY RACE

Q25. Demographics: Is Anyone in the Household of Hispanic, Latino, or Spanish Ancestry?

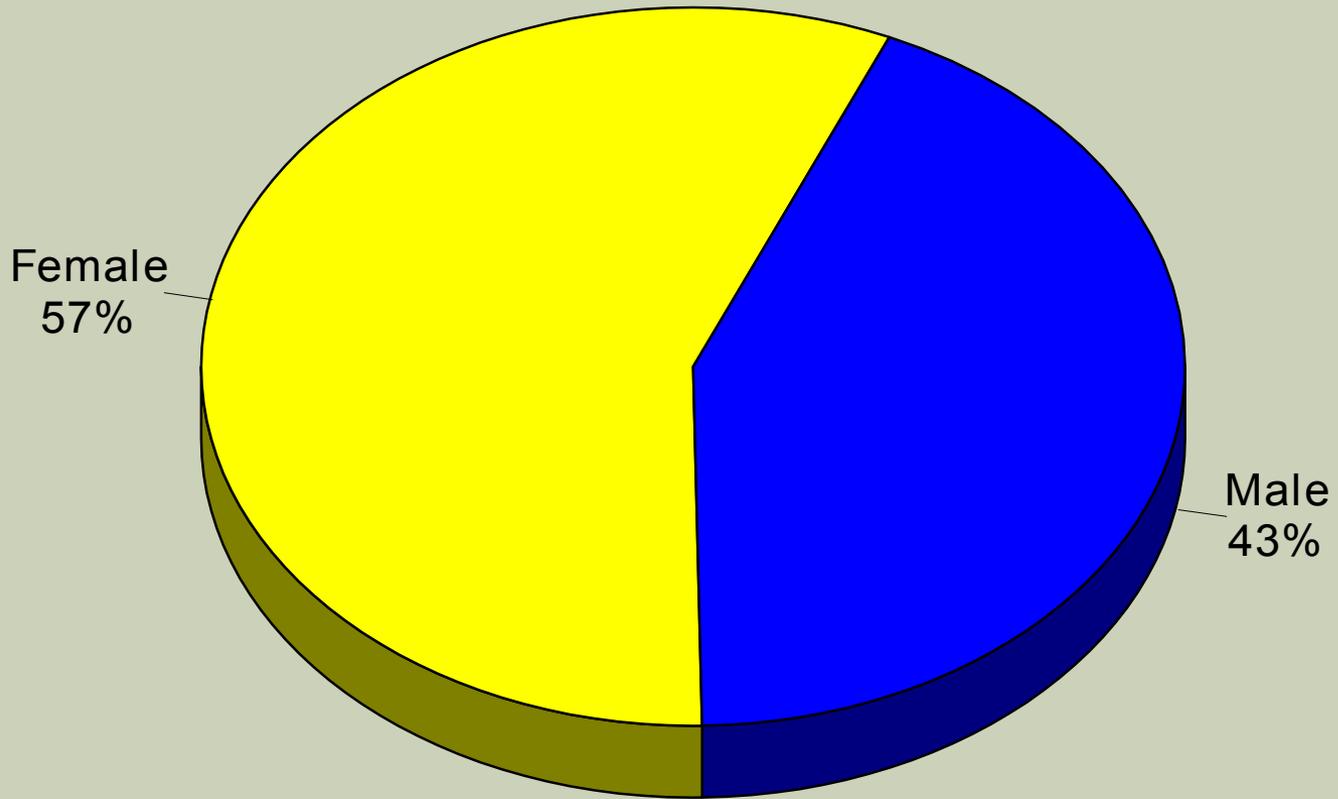
by percentage of respondents



GOOD REPRESENTATION BY ETHNICITY

Q27. Demographics: Gender

by percentage of respondents



GOOD REPRESENTATION BY GENDER

QUESTIONS?

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

BOTTOM LINE UP FRONT

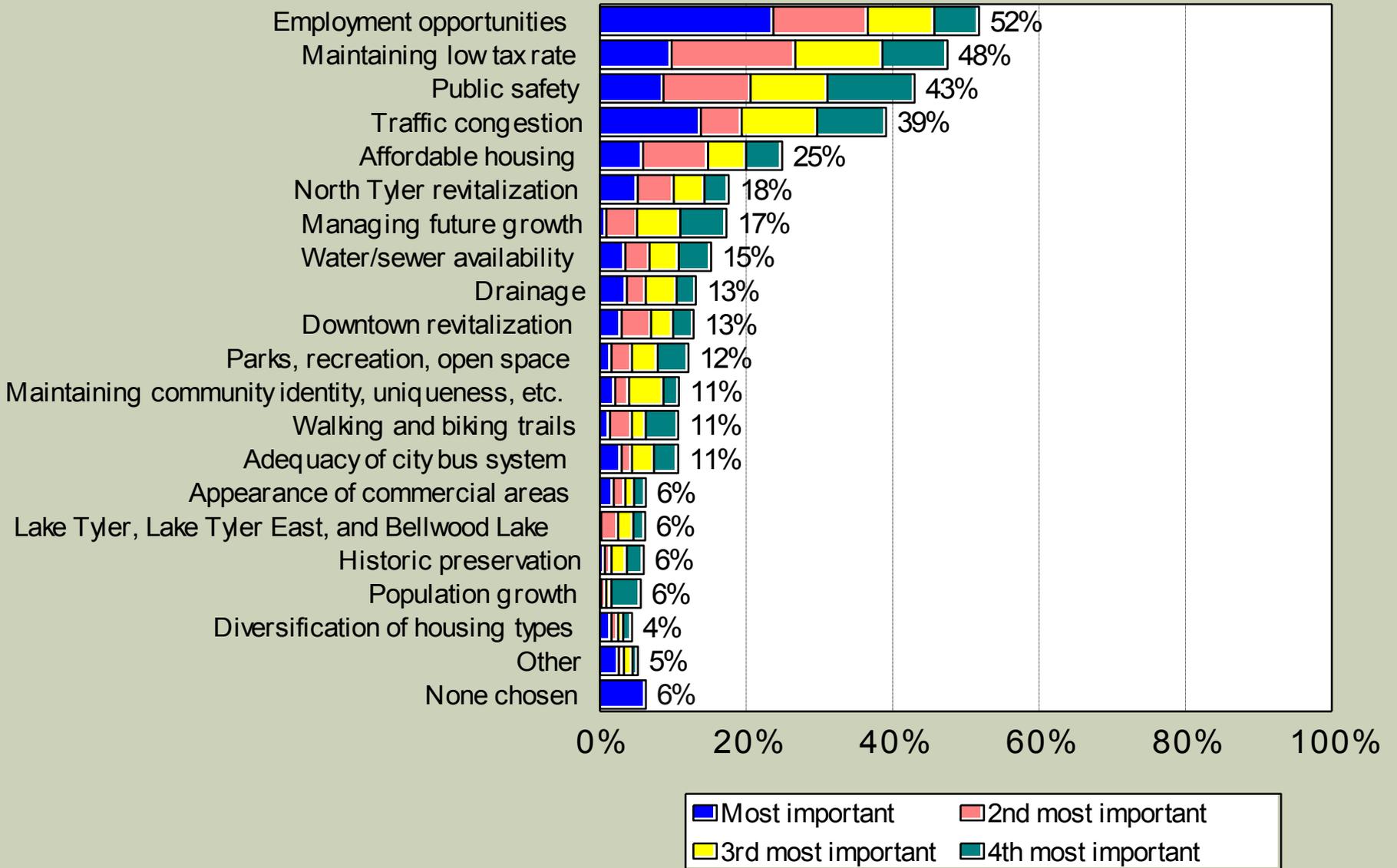
- ❑ **Items that Have the Most Impact on Respondents Decision to Stay in Tyler Remain the Same**
 - Low crime rate, quality of health care services and employment opportunities remain top 3 items
- ❑ **Four Major Assets That Are Most Important to Tyler's Future Remain the Same**
 - Public schools, medical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

BOTTOM LINE UP FRONT

- ❑ **The Two Major Statements That Best Represent Respondents Vision for the Future**
 - Better flow on major city roads and
 - Improved and new public schools remain top 2 statements

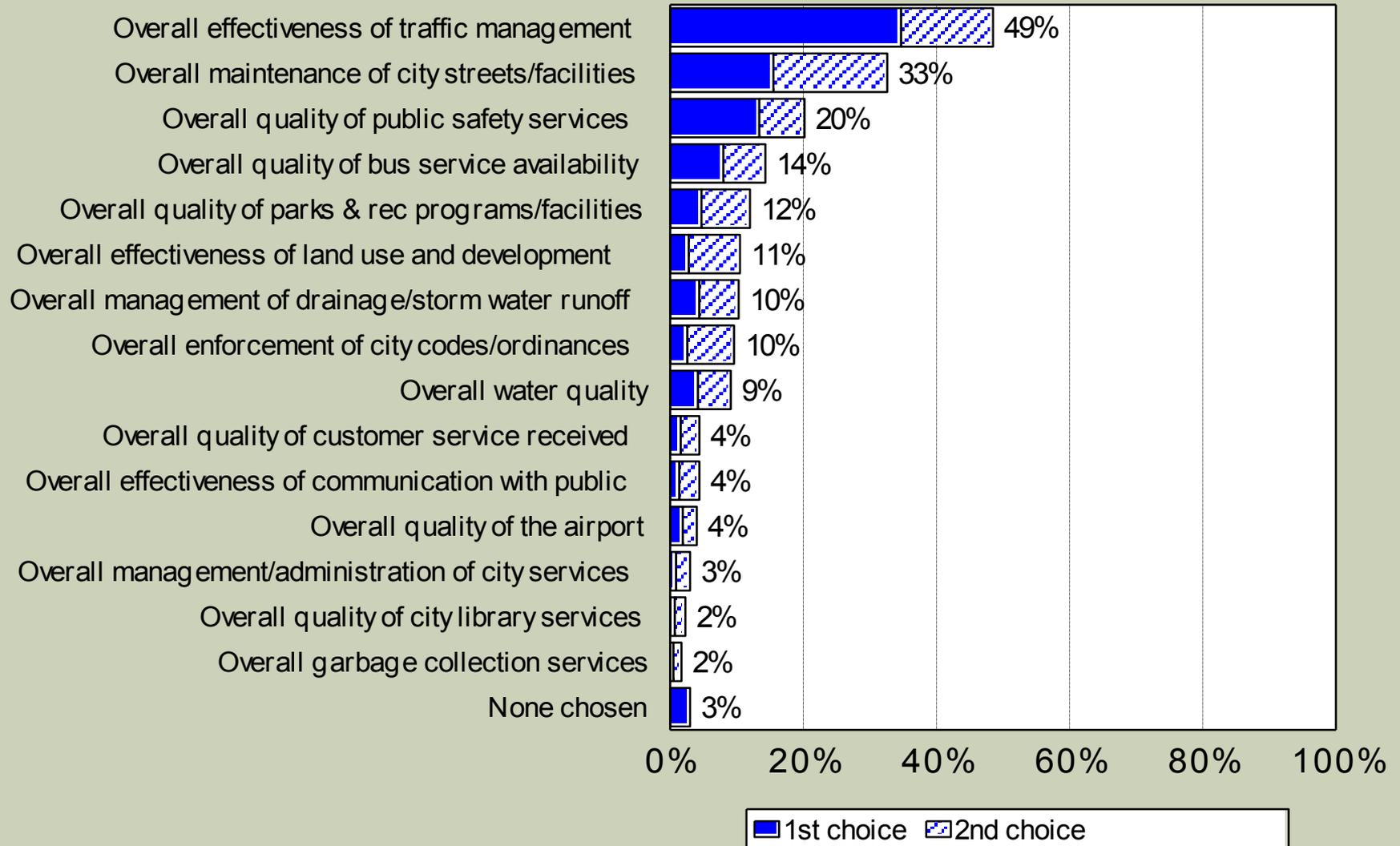
Q2. FOUR Issues That Are Most Important to Households

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



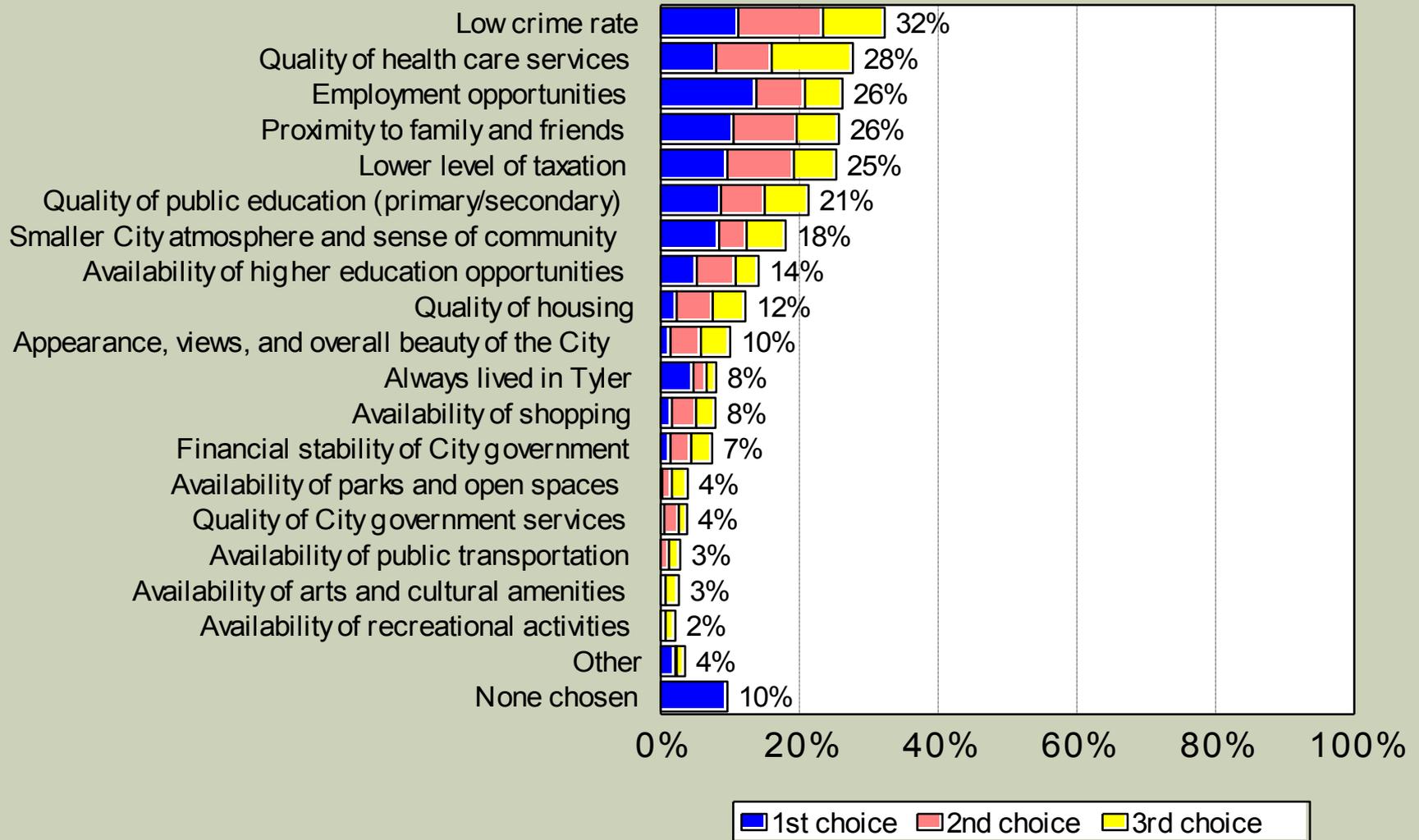
Q4. TWO Items That Households Think Should Receive the Most Emphasis From City Leaders Over the Next Three Years

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



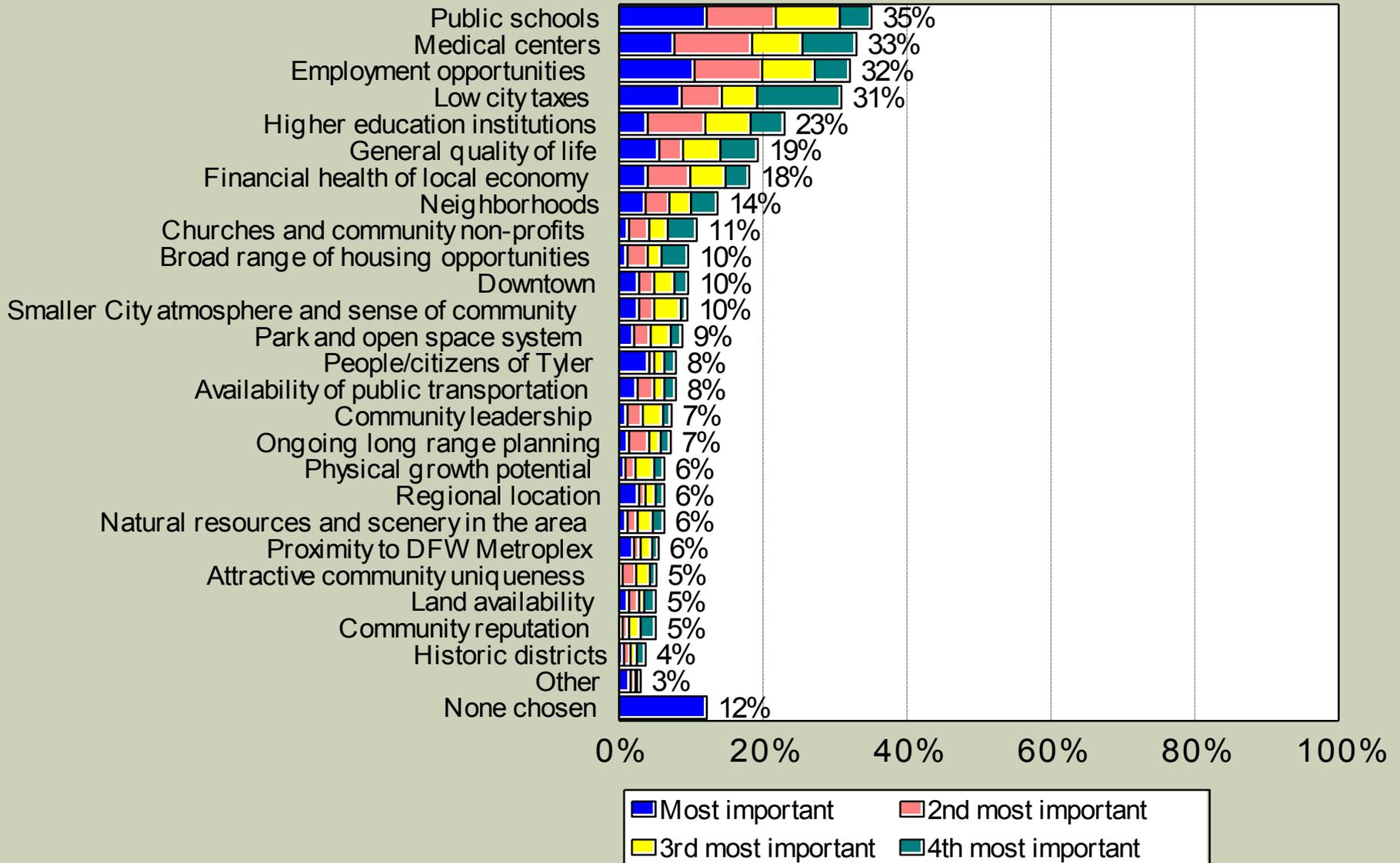
Q9. THREE Items That Will Have the Most Impact on Respondent's Decision to Stay in the City of Tyler

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



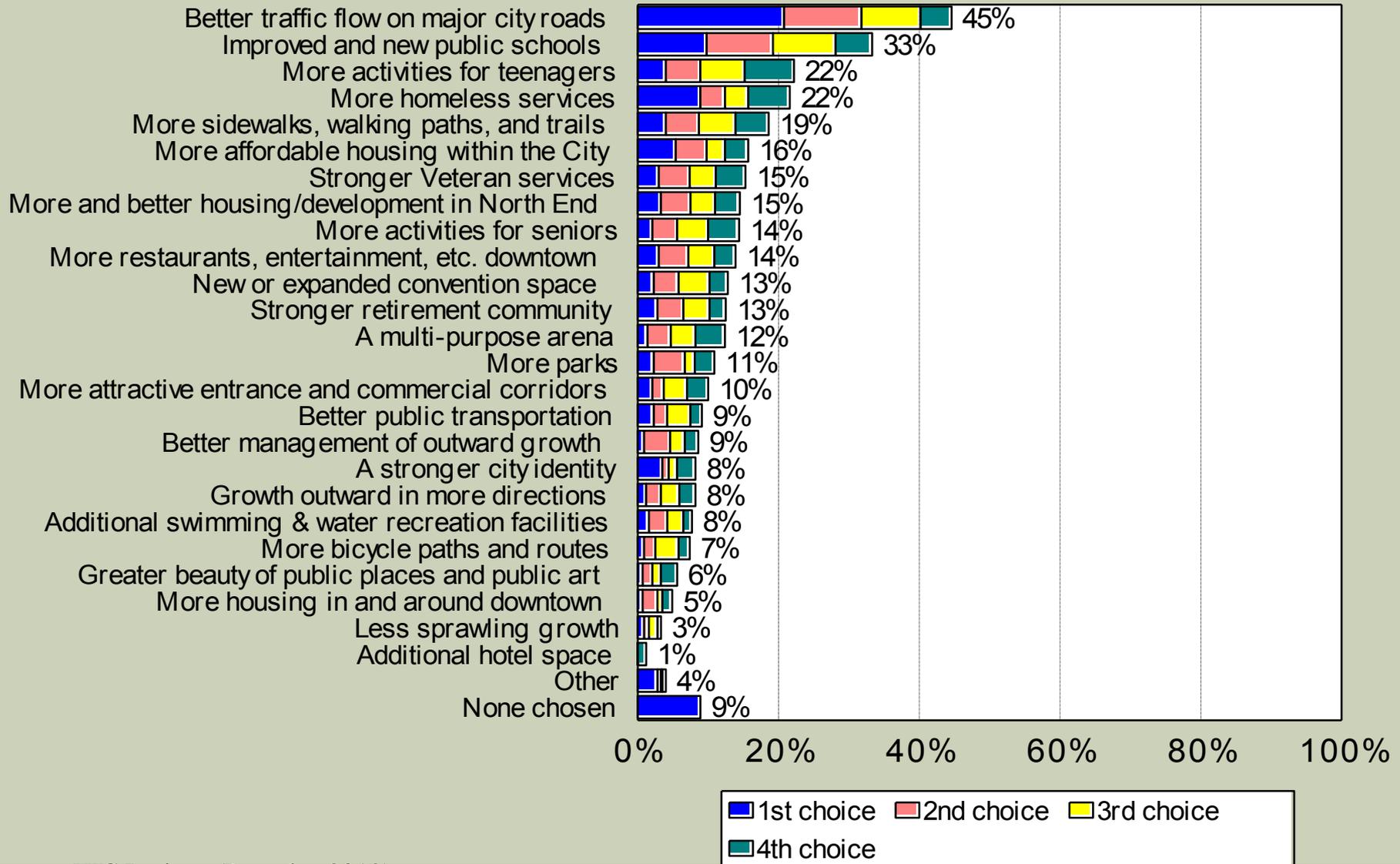
Q14. FOUR Assets That Are Most Important for the City of Tyler to Build Upon in the Future

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



Q16. FOUR Statements That Best Represent Respondent's Vision for the Future of the City of Tyler

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



QUESTIONS?

SIGNIFICANT CHANGES

□ 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

- Overall Satisfaction with Major City Services – Satisfaction with the following major city services have all seen changes of 5% or greater since the 2006 survey
 - +10% Overall effectiveness of land use and development
 - +8% Overall effectiveness of communications with public
 - +7% Overall quality of city library services

SIGNIFICANT CHANGES

Items that May Influence Perception of the City of Tyler

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

➤+6% The City of Tyler as a place to raise children

SIGNIFICANT CHANGES

□ Strengths of Assets to Build Upon

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

- +10% Downtown
- +6% Smaller city atmosphere and sense of community
- +6% Low city taxes
- 6% Attractive community uniqueness
- 5% Public schools

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

SIGNIFICANT CHANGES

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

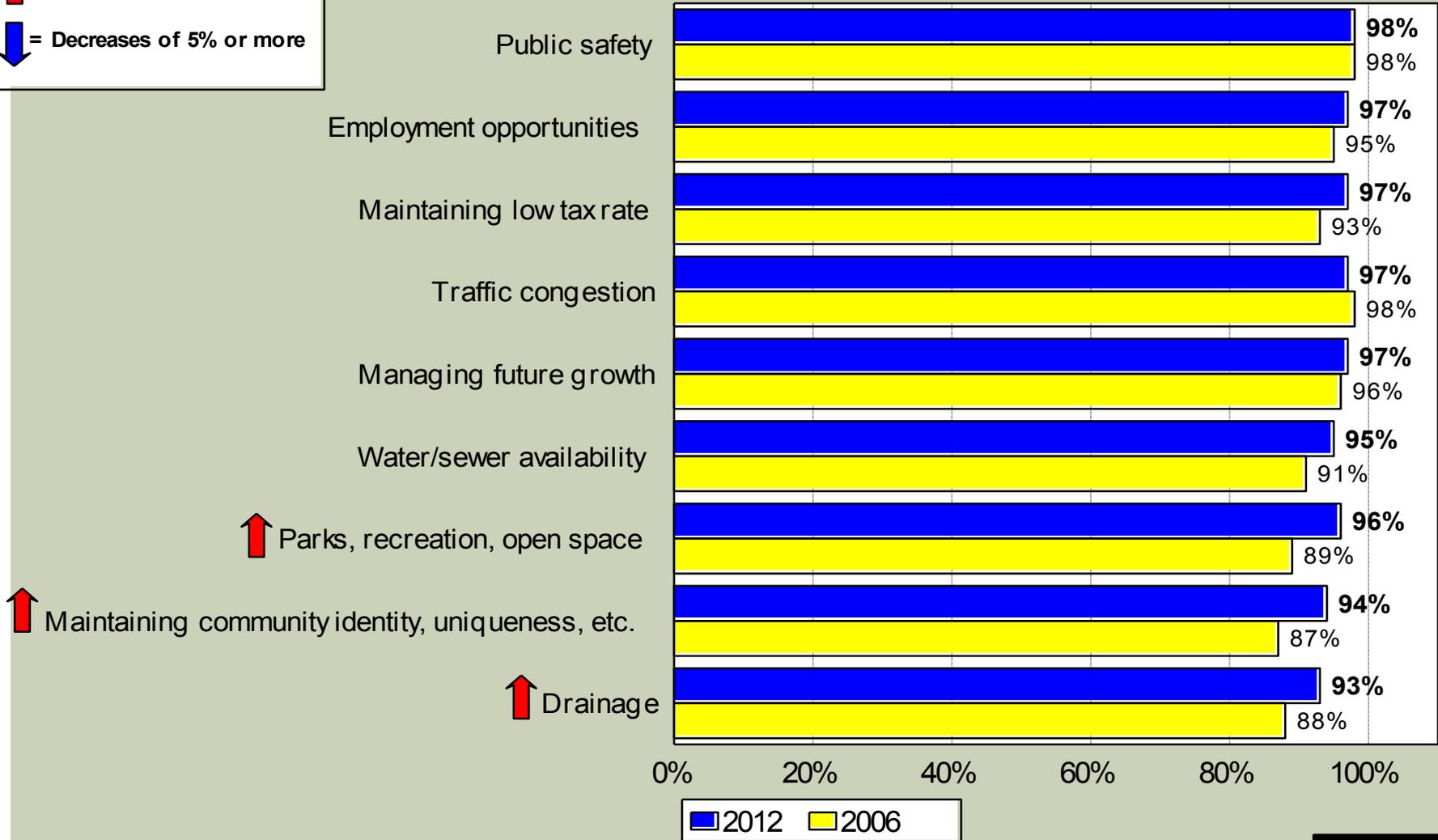
-The importance of the following issues have all seen changes of 5% or greater since 2006 survey

- 11% Better public transportation
- 9% Growth outward in more directions
- 6% Less sprawling growth

Level of Importance of Various Issues 2012 vs. 2006

by percentage of respondents who rated the item as a "very important" or "somewhat important" (excluding "not provided" responses)

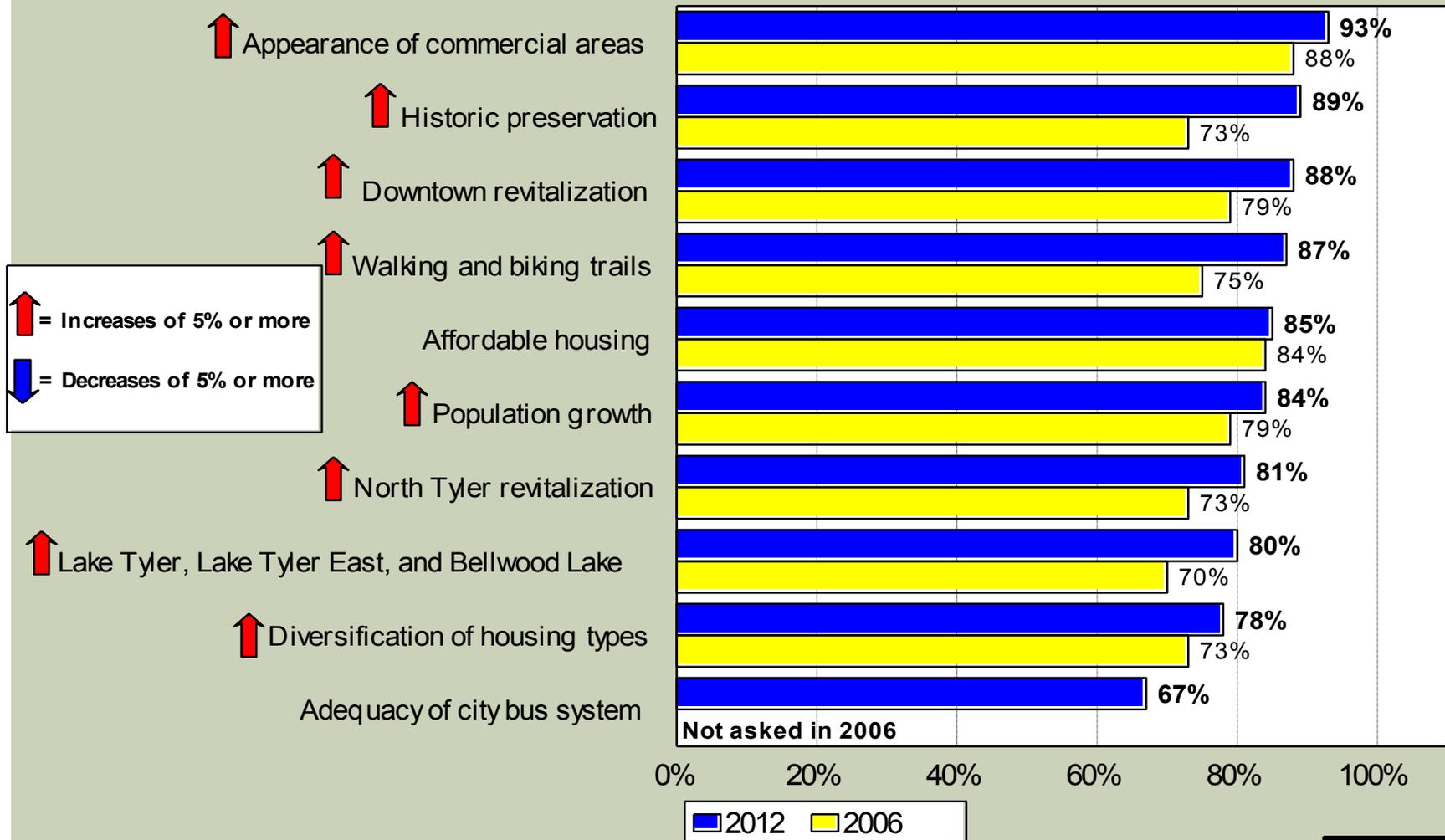
 = Increases of 5% or more
 = Decreases of 5% or more



Level of Importance of Various Issues (Continued)

2012 vs. 2006

by percentage of respondents who rated the item as a "very important" or "somewhat important" (excluding "not provided" responses)

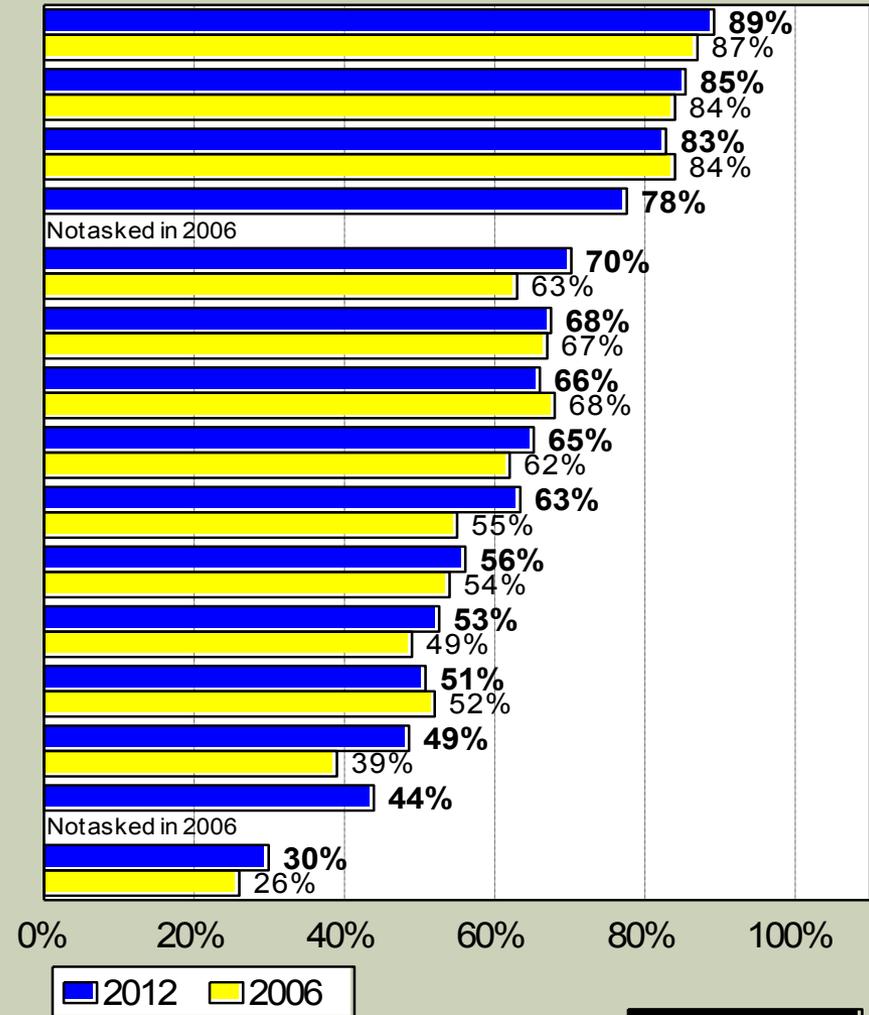


Overall Satisfaction with Major City Services 2012 vs. 2006

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means very satisfied
(excluding don't knows)

↑ = Increases of 5% or more
↓ = Decreases of 5% or more

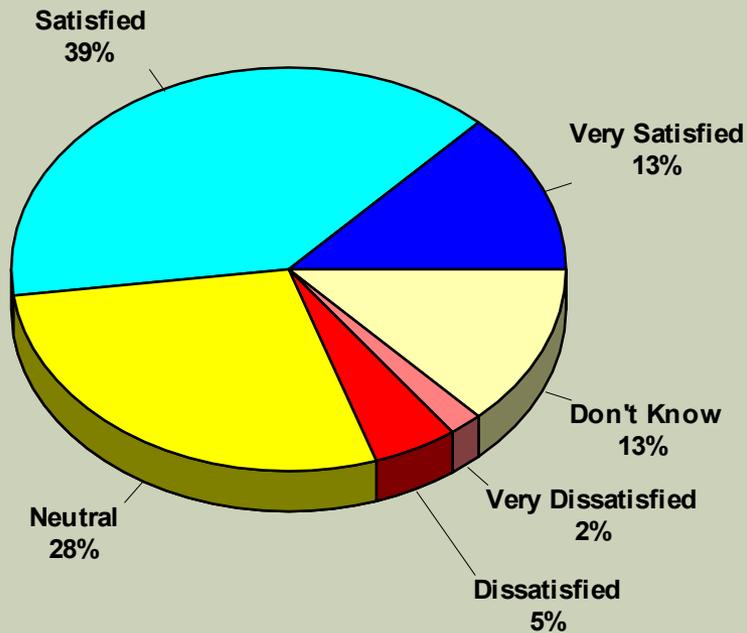
- Overall garbage collection services
- Overall quality of public safety services
- Overall water quality
- Overall quality of the airport
- ↑ Overall quality of city library services
- Overall management of drainage/storm water runoff
- Overall quality of customer service received
- Overall quality of parks & rec programs/facilities
- ↑ Overall effectiveness of communication with public
- Overall management/administration of city services
- Overall enforcement of city codes/ordinances
- Overall maintenance of city streets/facilities
- ↑ Overall effectiveness of land use and development
- Overall quality of bus service availability
- Overall effectiveness of traffic management



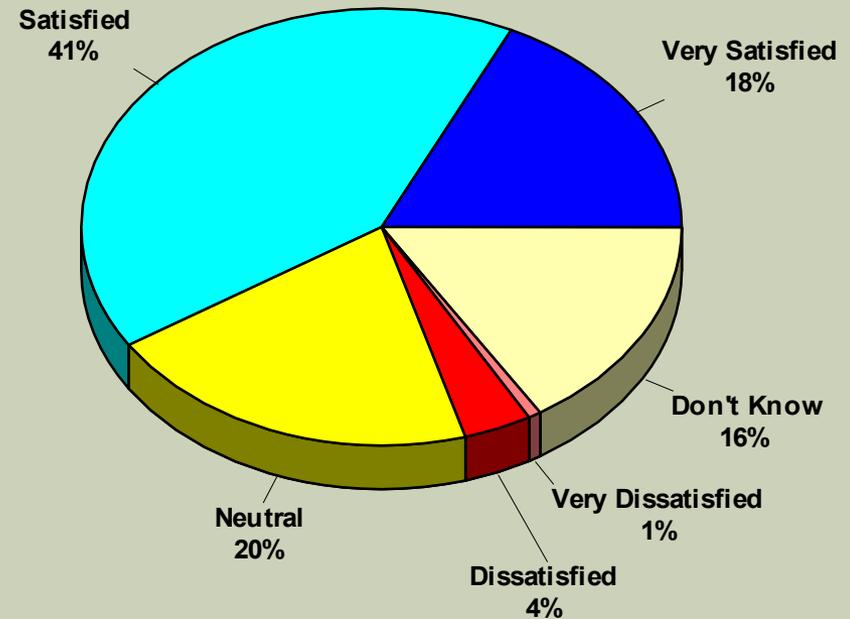
Q5. Overall Satisfaction With the Quality of New Neighborhood Sub-Divisions in the City of Tyler

by percentage of respondents

2006



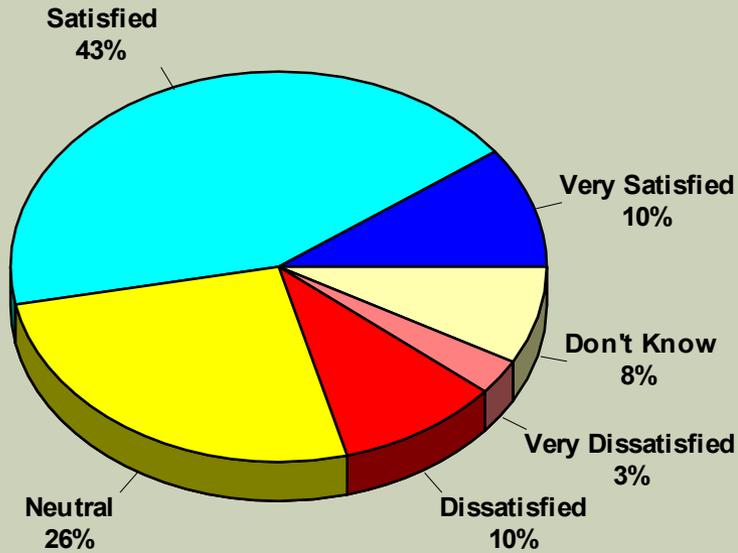
2012



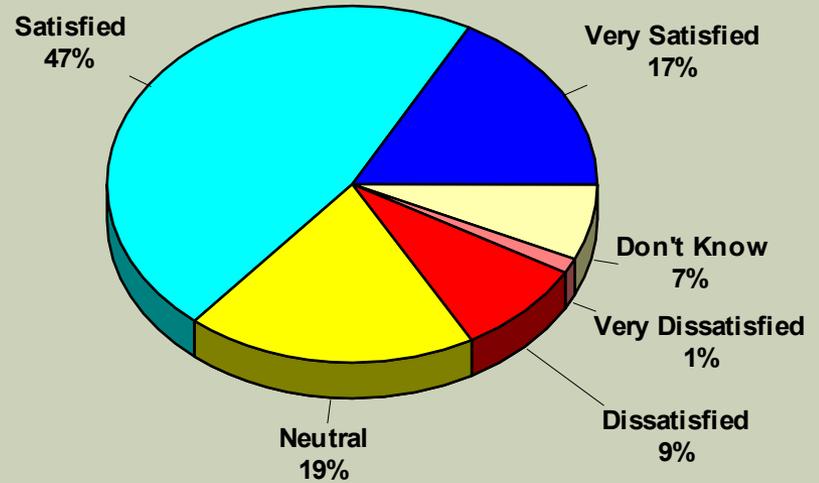
Q6. Overall Satisfaction With the Quality of New Commercial Development in the City of Tyler

by percentage of respondents

2006



2012



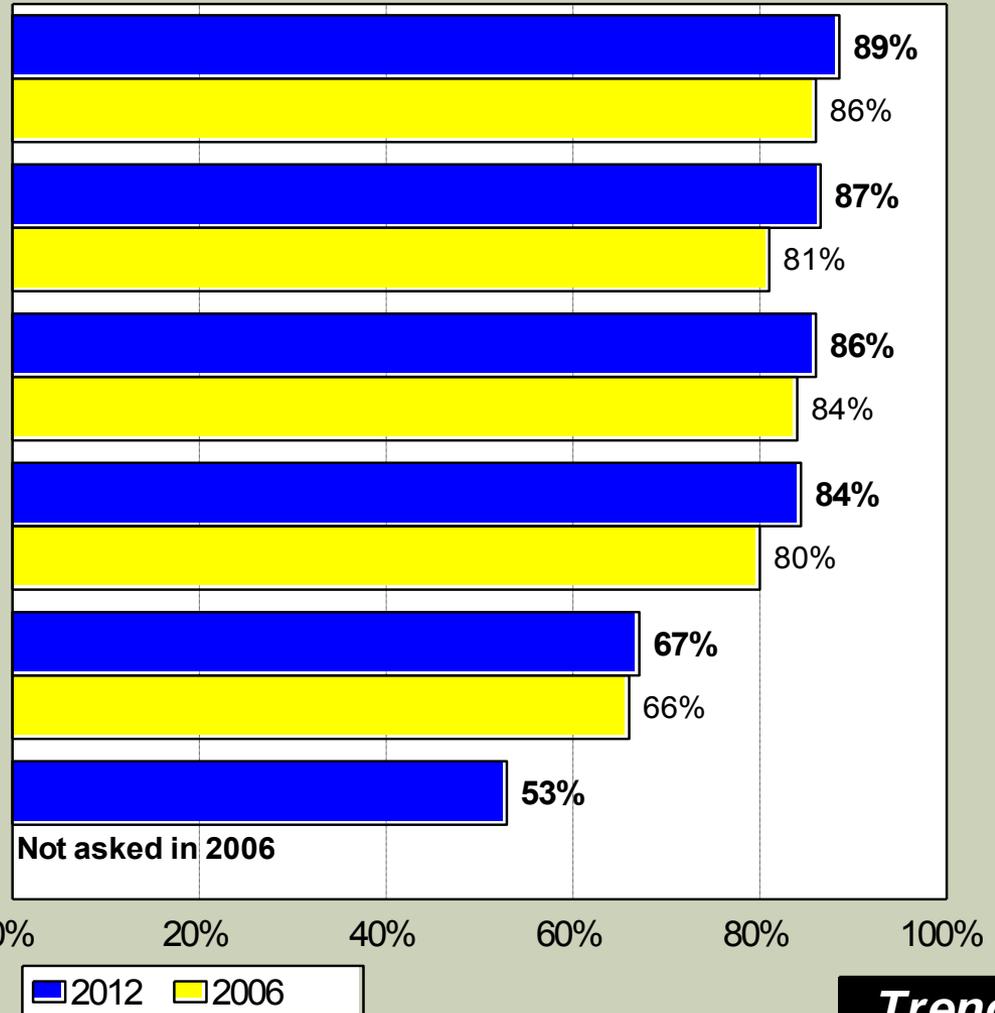
Ratings of Items That May Influence Perception of City of Tyler 2012 vs. 2006

by percentage of respondents who rated the item as "excellent" or "good"

(excluding don't knows)

 = Increases of 5% or more
 = Decreases of 5% or more

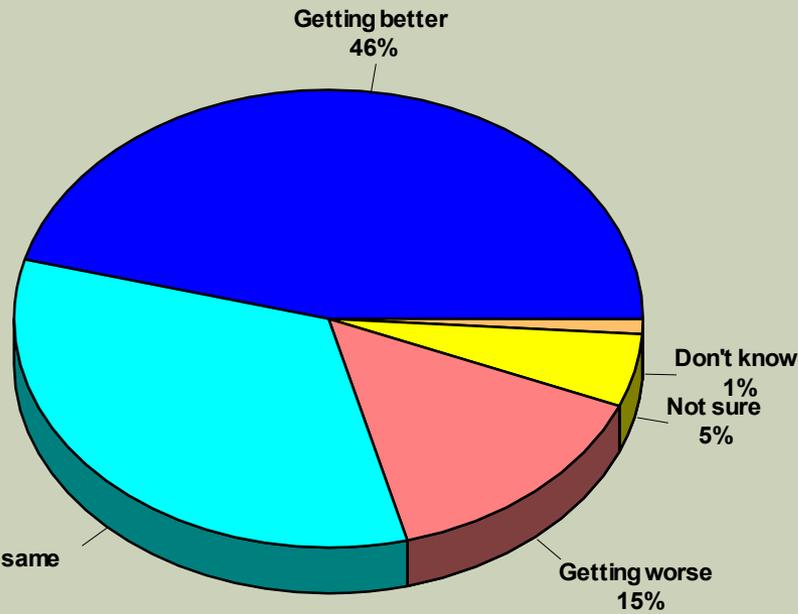
 The City of Tyler as a place to raise children



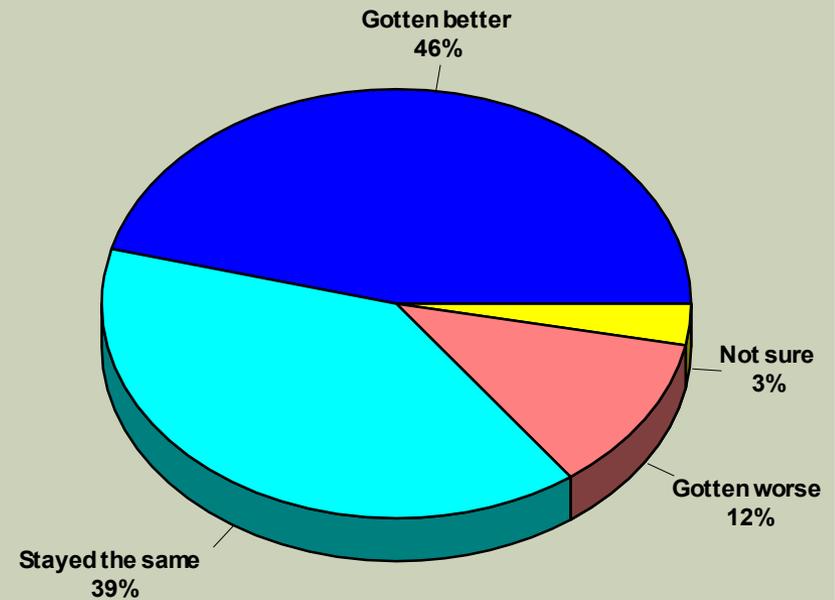
Q11. Household Opinion Concerning the Quality of Life in Tyler

by percentage of respondents

2006



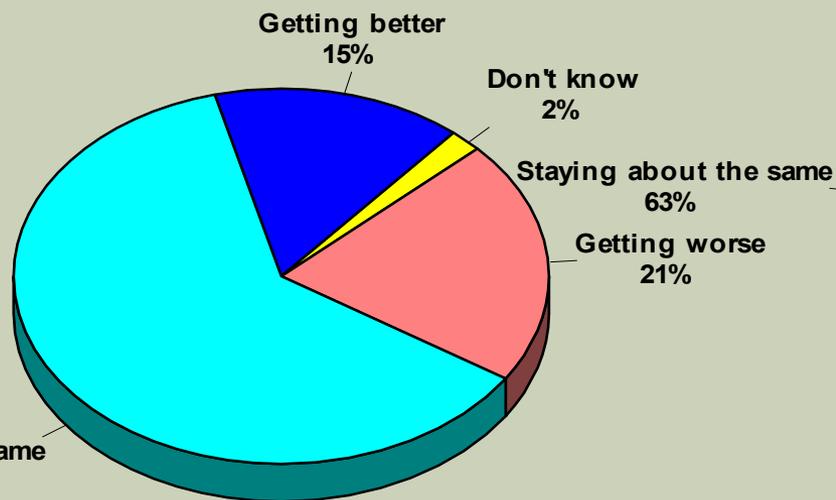
2012



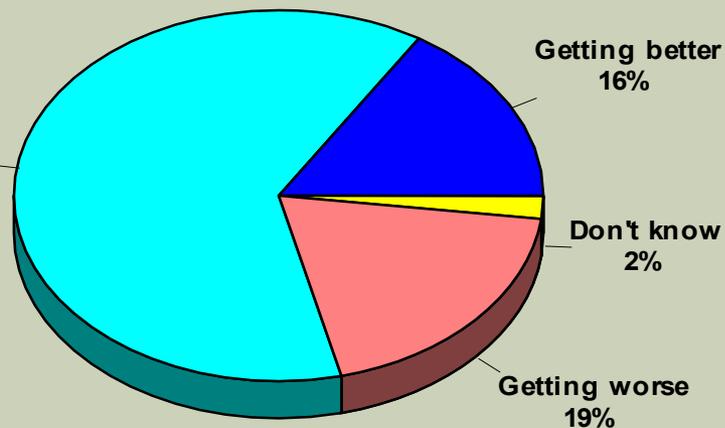
Q7. Household Opinion Concerning the Condition of Their Neighborhood

by percentage of respondents

2006



2012

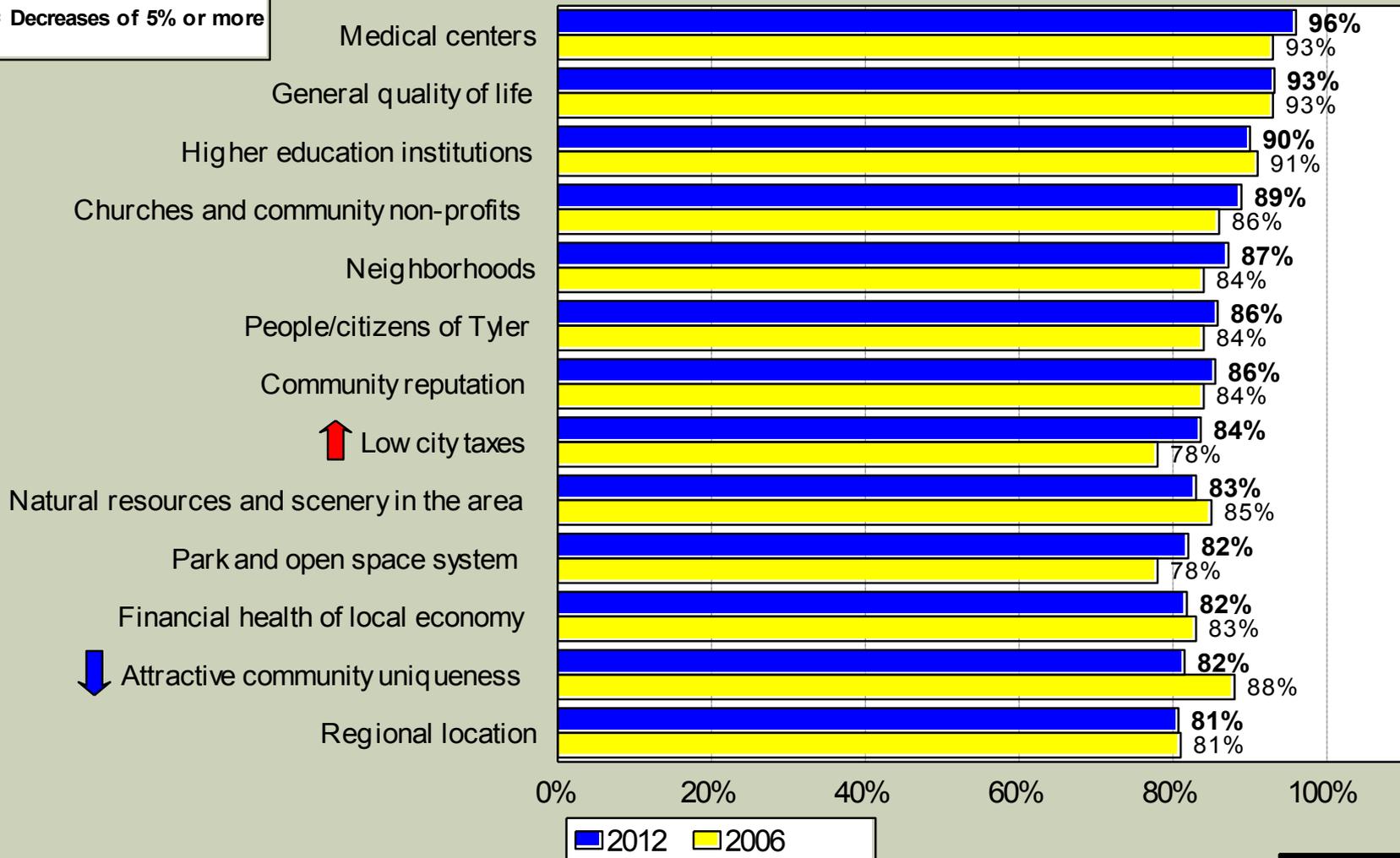


Strength of Assets that the City of Tyler Could Build Upon in the Future 2012 vs. 2006

by percentage of respondents who rated the item as "very strong" or "somewhat strong"

(excluding not provided responses)

 = Increases of 5% or more
 = Decreases of 5% or more



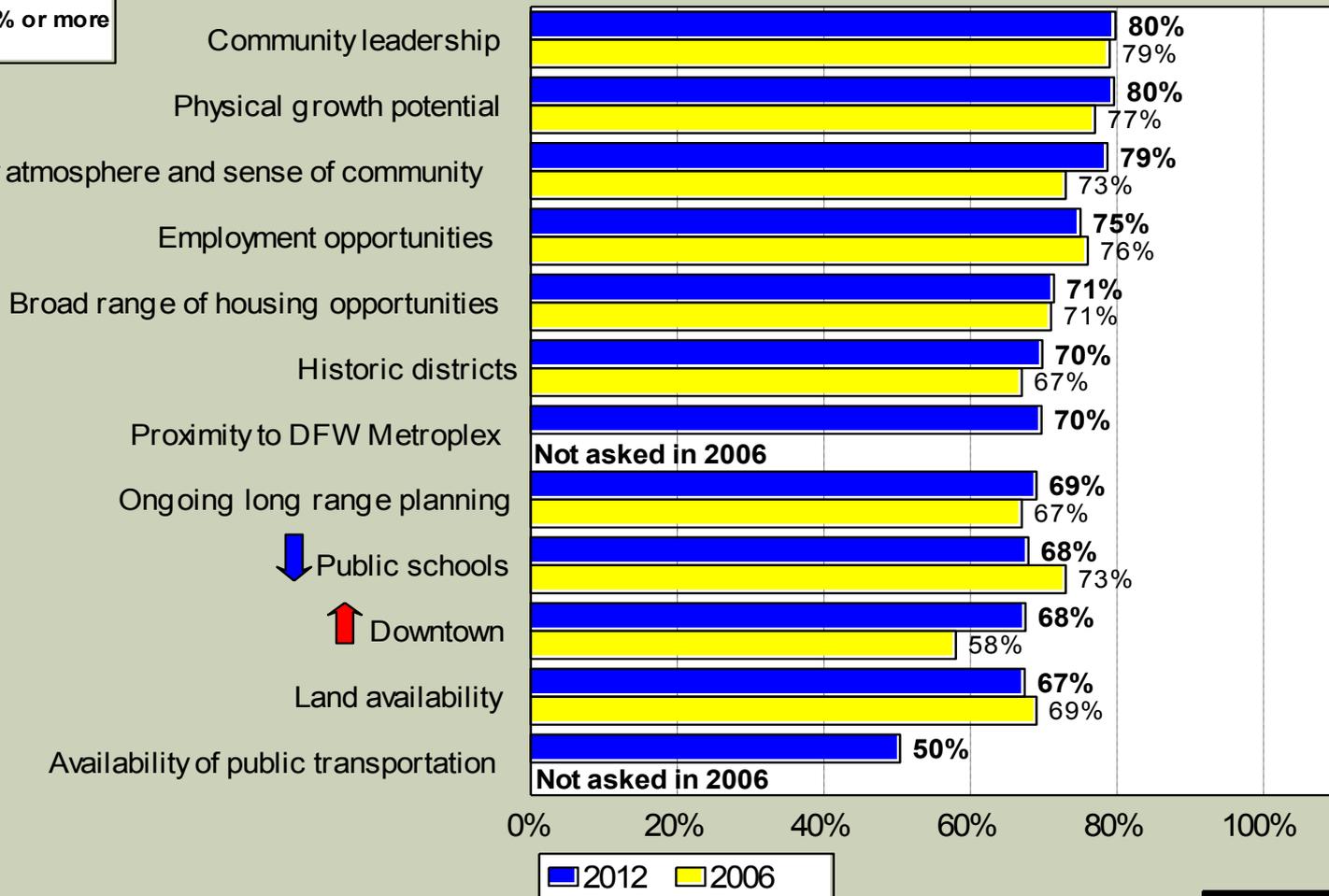
Strength of Assets that the City of Tyler Could Build Upon in the Future 2012 vs. 2006

by percentage of respondents who rated the item as “very strong” or “somewhat strong”

(excluding not provided responses)

↑ = Increases of 5% or more
↓ = Decreases of 5% or more

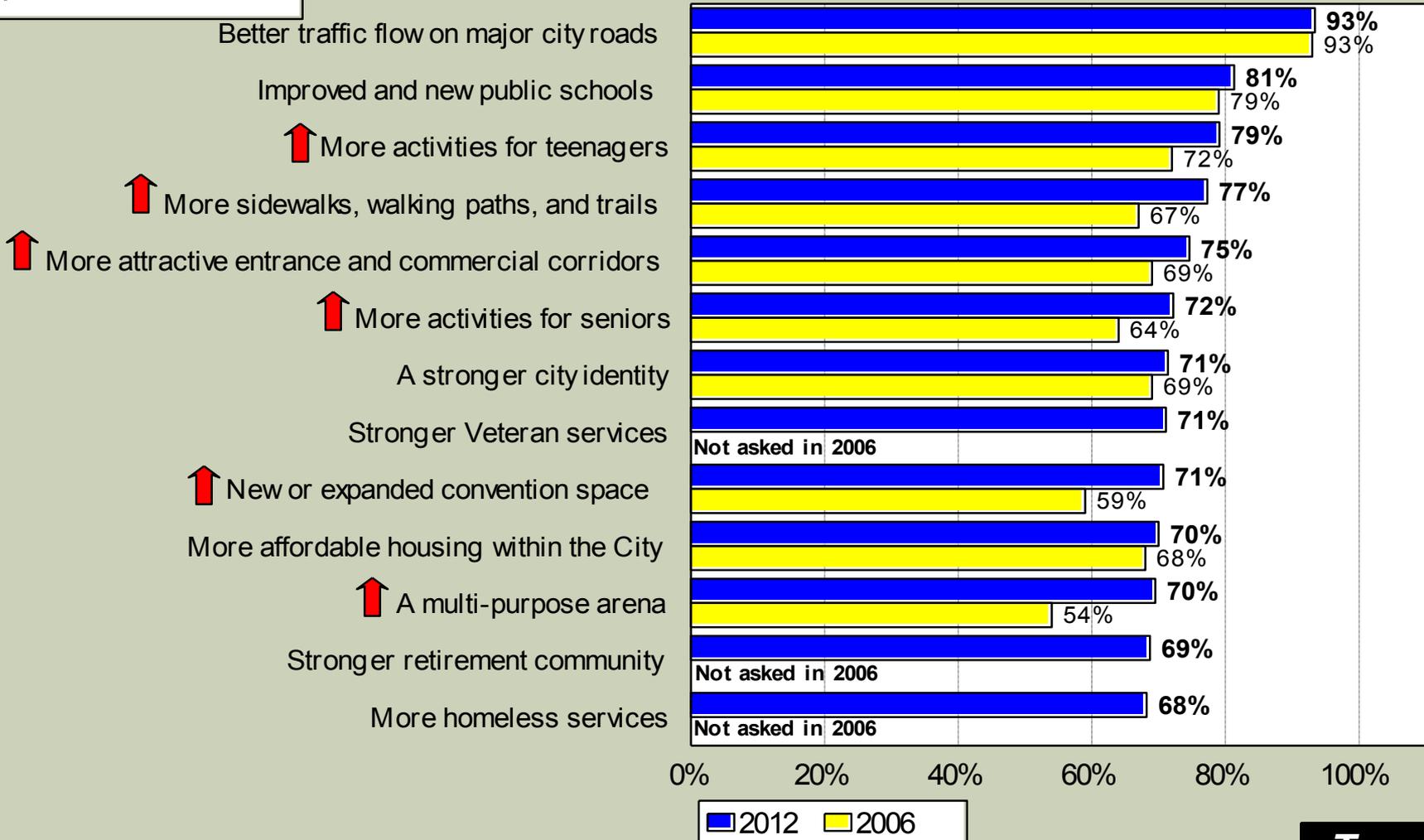
↑ Smaller City atmosphere and sense of community



Agreement with Statements About the What the City of Tyler's Future Should Include 2012 vs. 2006

by percentage of respondents who rated the item with "strongly agree" or "agree" (excluding not provided responses)

 = Increases of 5% or more
 = Decreases of 5% or more

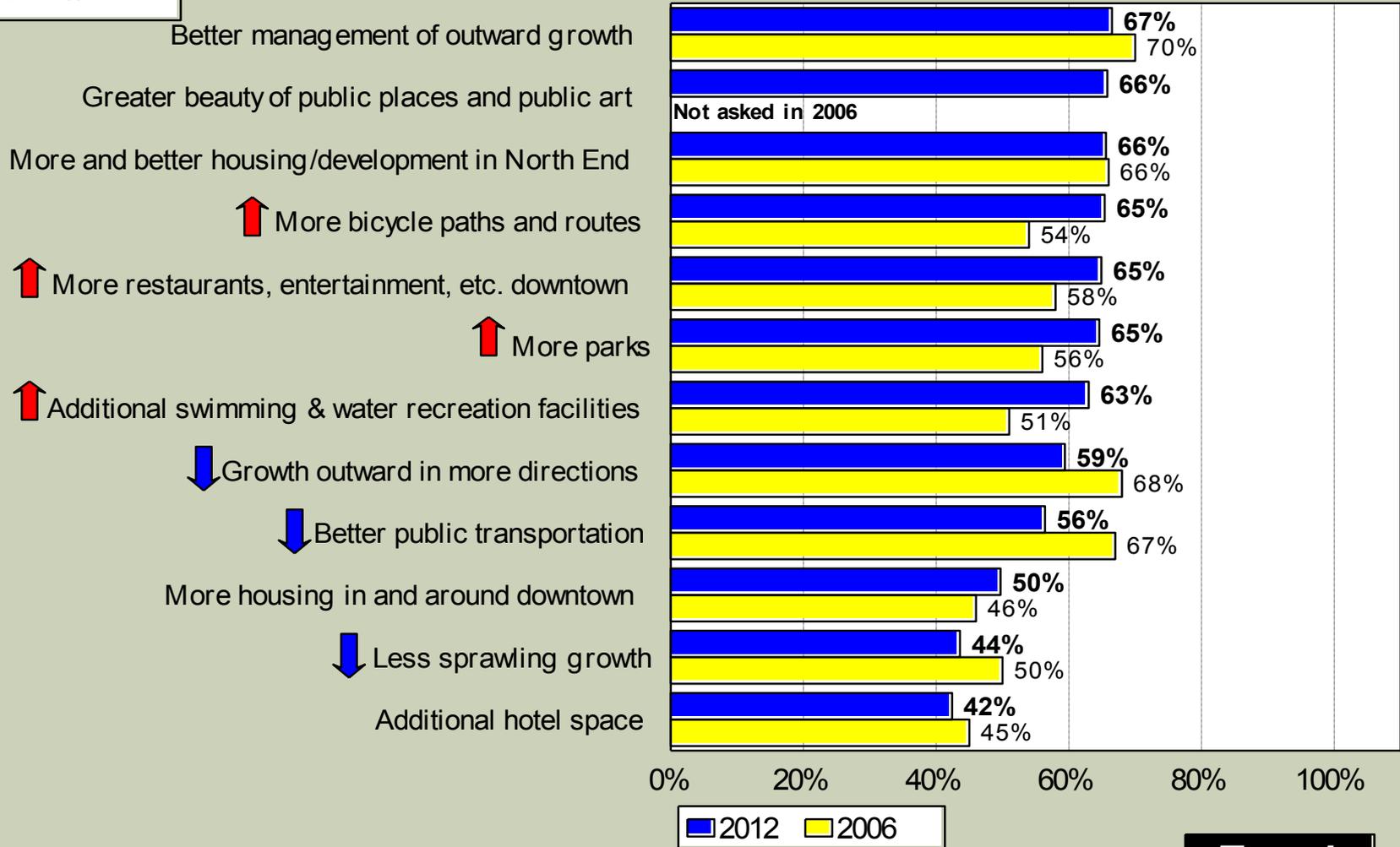


Agreement with Statements About the What the City of Tyler's Future Should Include 2012 vs. 2006

by percentage of respondents who rated the item with "strongly agree" or "agree" responses

(excluding not provided

↑ = Increases of 5% or more
 ↓ = Decreases of 5% or more



WHAT HAD MOST IMPACT ON MOVING TO TYLER FOR RESPONDENTS WHO HAVE LIVED IN THE CITY 5 YEARS OR LESS (TOP 3 CHOICES)

0-2 Years

- Low crime rate (35%)
- Employment opportunities (30%)
- Proximity to family and friends (26%)
- Availability of higher education (22%)
- Availability of shopping (22%)

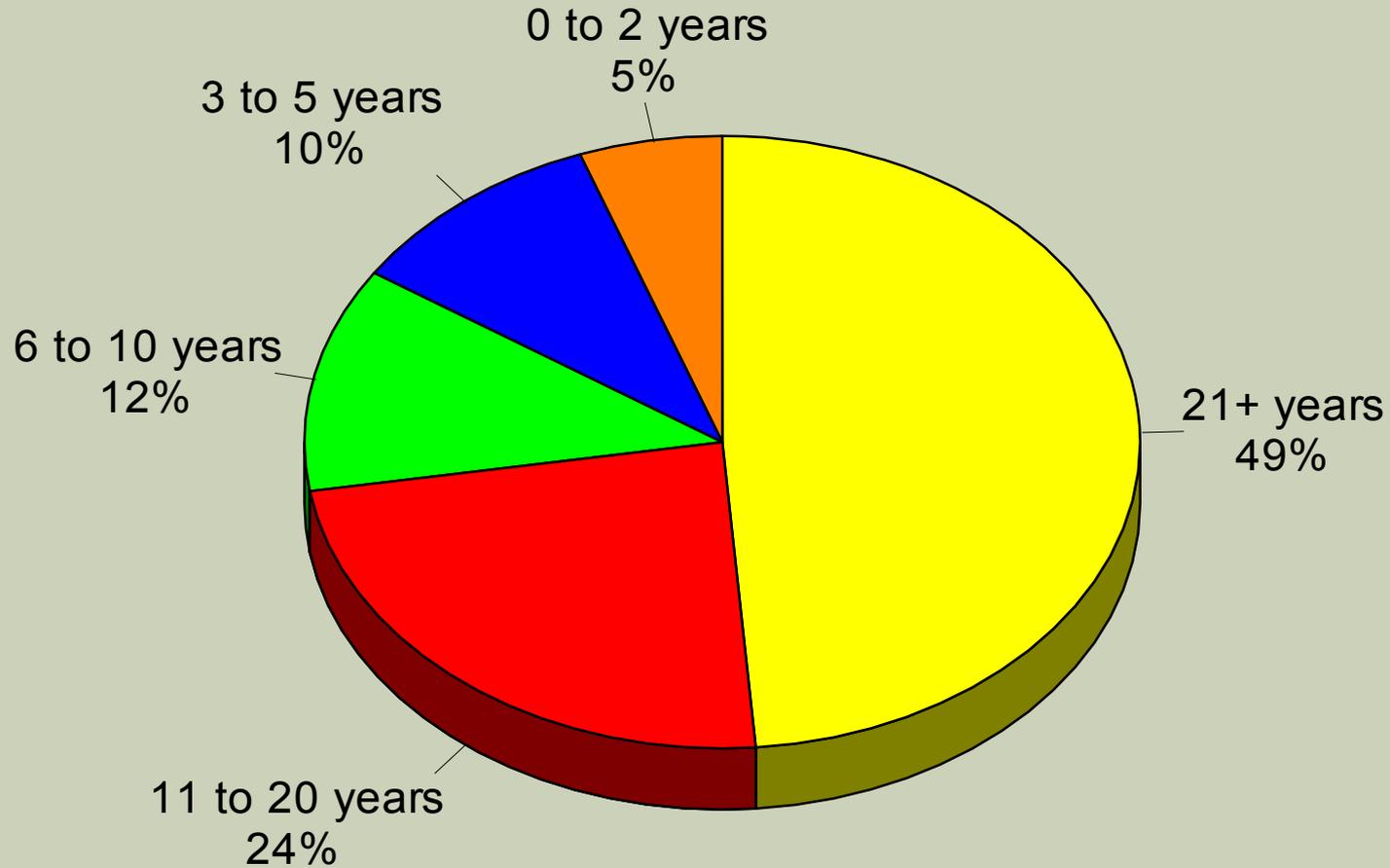
3-5 Years

- Quality of housing (27%)
- Proximity to family and friends (27%)
- Low crime rate (21%)
- Quality of public education (21%)
- Quality of health care (18%)
- Availability of higher education (18%)

QUESTIONS?

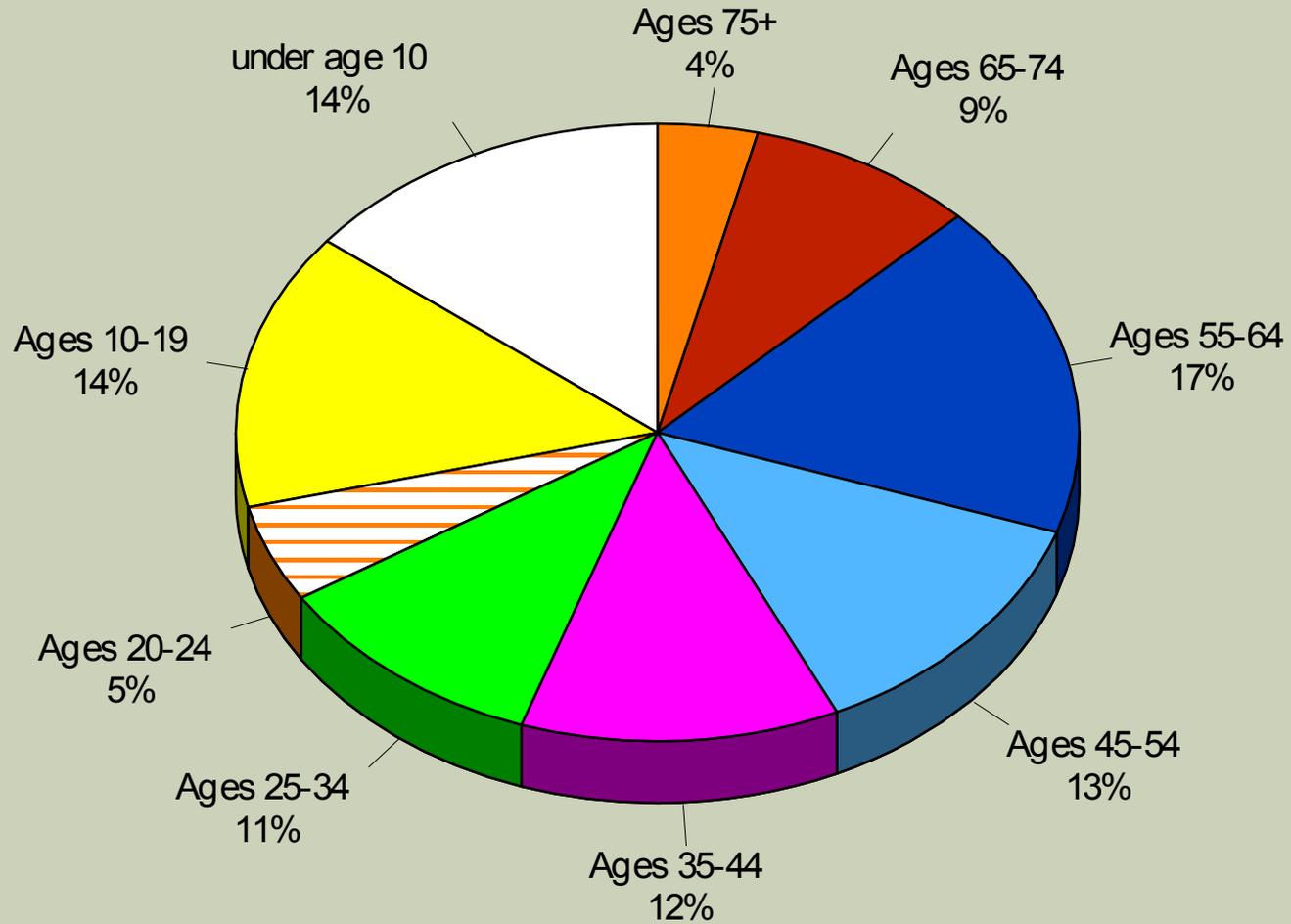
Q18. Demographics: Number of Years Respondent Has Lived in the Community

by percentage of respondents



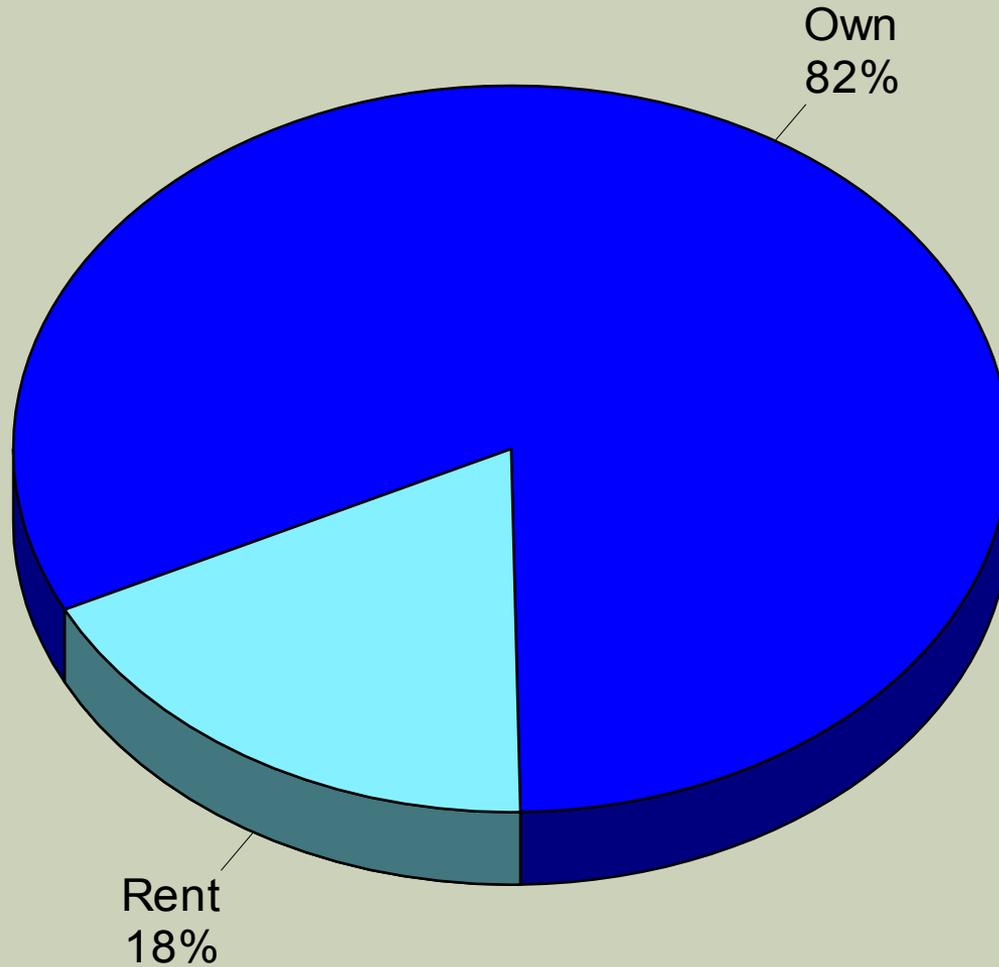
Q19. Demographics: Age of All Persons Living In Household

by percentage of respondents



Q21. Demographics: Does Respondent Own or Rent?

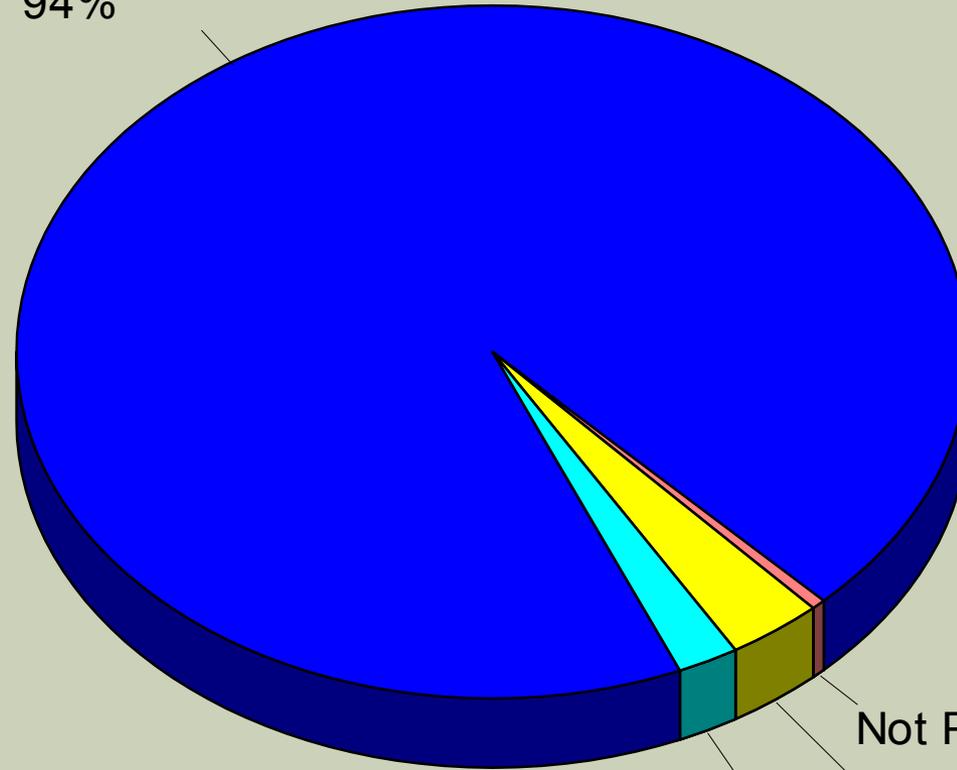
by percentage of respondents



Q22. Type of Home Where Respondent Resides

by percentage of respondents

Single family
94%



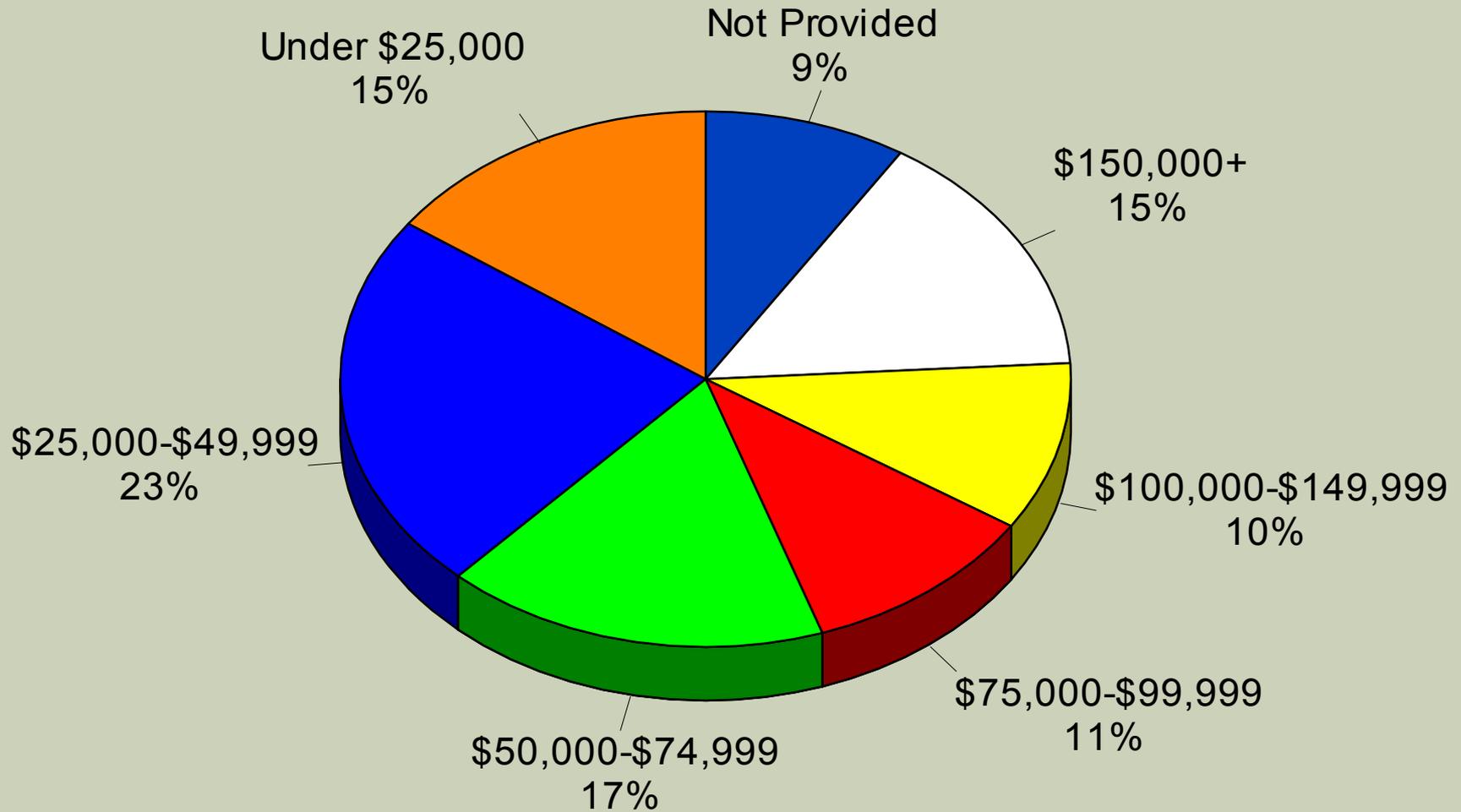
Not Provided
1%

Apartment/condo
3%

Duplex/triplex
2%

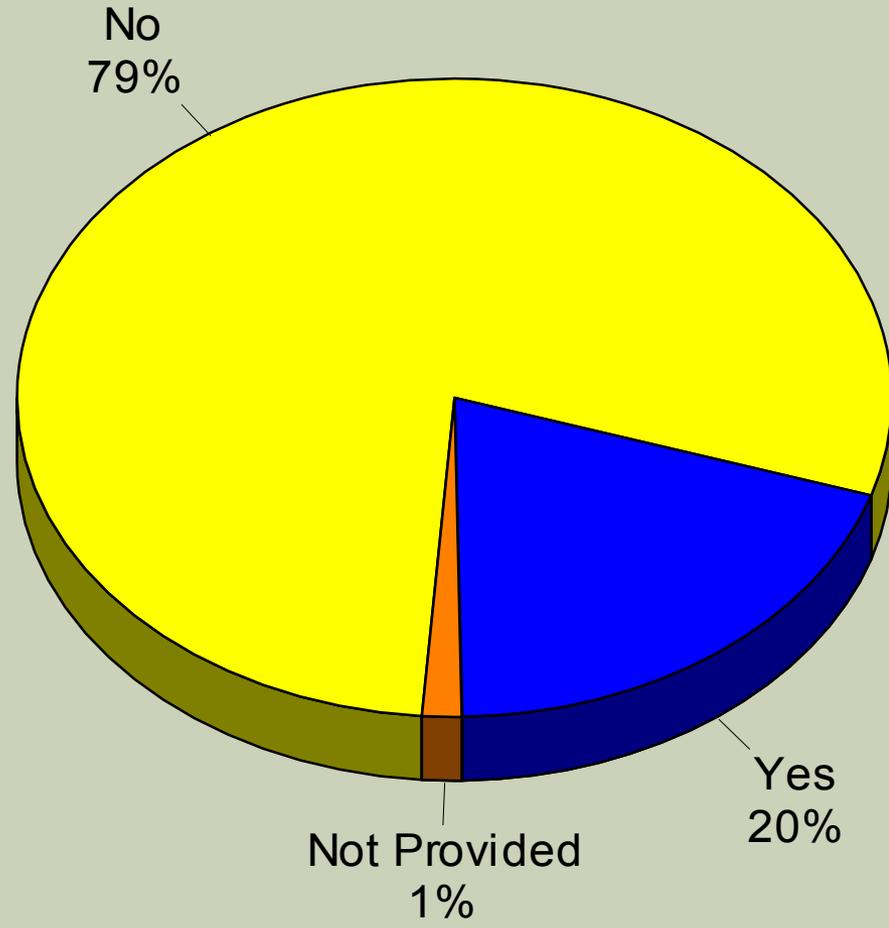
Q24. Demographics: Annual Household Income

by percentage of respondents



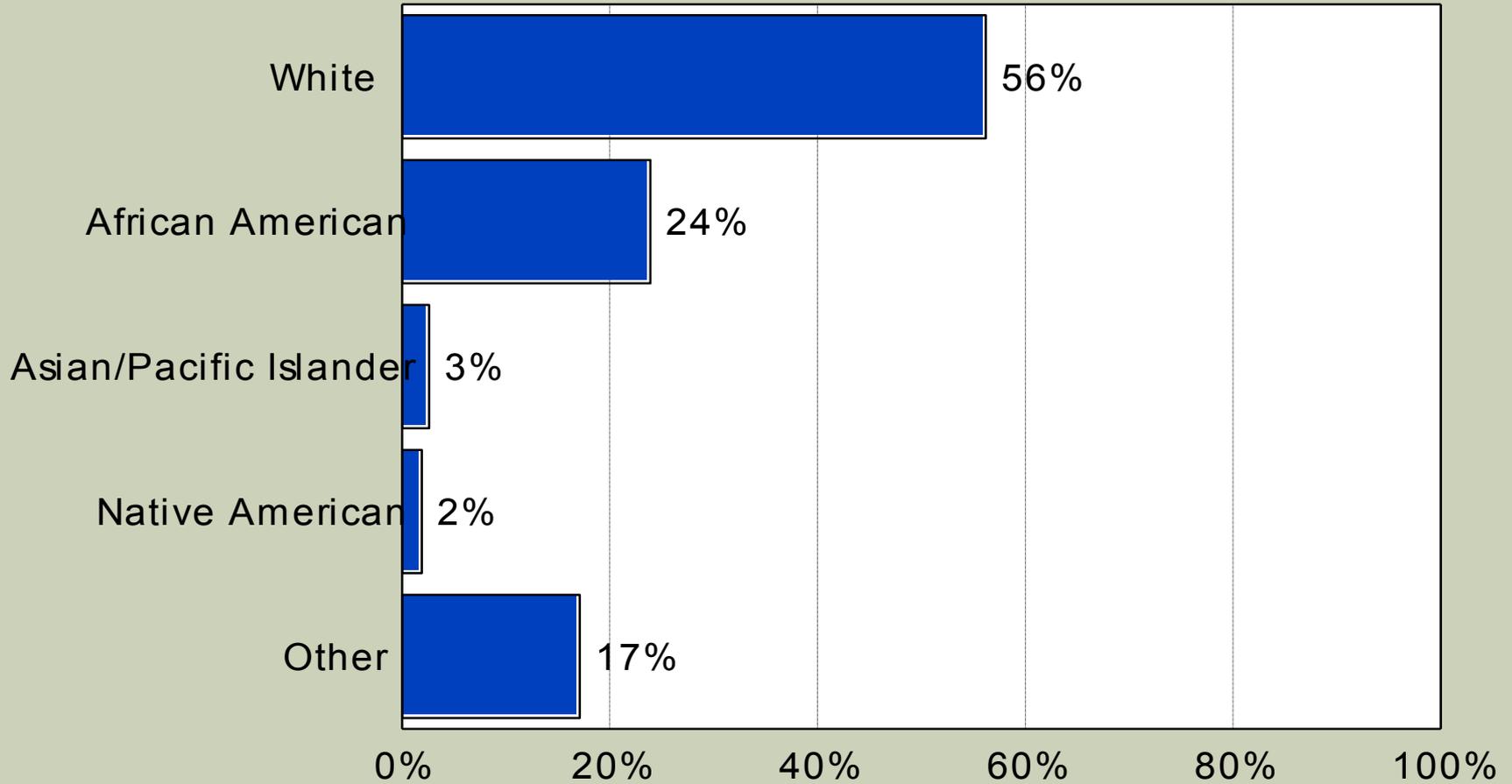
Q25. Demographics: Is Anyone in the Household of Hispanic, Latino, or Spanish Ancestry?

by percentage of respondents



Q26. Demographics: Respondent's Race/Ethnicity

by percentage of respondents (multiple choices could be made)



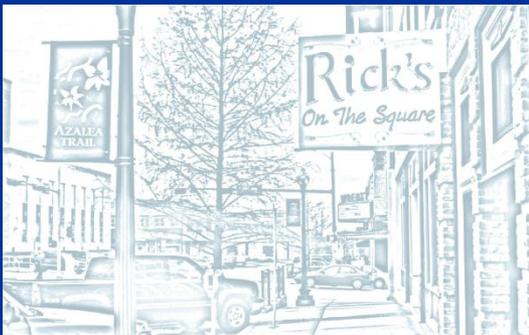


Next Steps

- Next Steps: Lori Ellis, Planner, Facilitator

10-12 Steering Committee Meetings – Feb/Nov 2013

Next Meeting: Review Vision and Principles





Scope

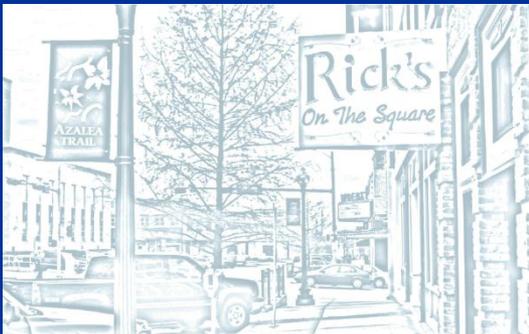
Phase I – Pre-Work and Analysis

Phase II – Public Kickoff

Phase III – Visioning and Goal Development

Phase IV – Plan Development

Phase V – Draft and Final Plan





Vision

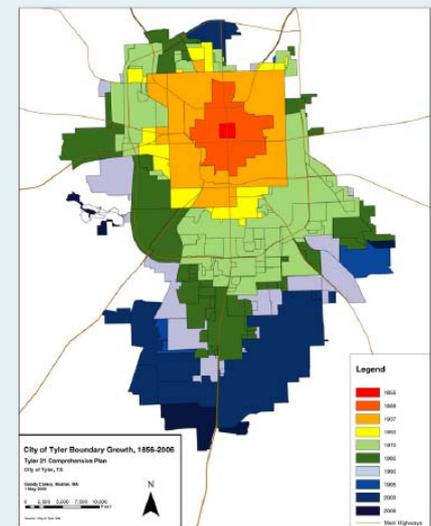
In 2030, the City of Tyler will be nationally known for its commitment to community, a robust business environment, and the beauty of its public places.

VISION

In 2030, the City of Tyler will be nationally known for its commitment to community, a robust business environment, and the beauty of its public places.

Building on its historic heritage and enduring identity as a city of trees, roses, and azaleas, Tyler will welcome growth with a thoughtful approach that reflects the beauty of the East Texas landscape and creates *a sense of place and community in every part of the city*. Through excellence in city design, Tyler's public spaces, from humble sidewalks to entrance corridors, plazas and parks, will provide comfort, safety, utility and delight to all who use them. In this way, Tyler will enhance and extend into the future the precious legacy bestowed by previous generations—Tyler's Rose Garden, its tree-lined brick streets, and its historic districts.

Tyler will combine faith-based and small-town values with *safe, interconnected neighborhoods; a superb transportation system; a flourishing economy; and a vibrant downtown*. With an efficient, forward-thinking, and fiscally-responsible city government and strong public-private and regional partnerships, Tyler will set the highest standards for an outstanding quality of life.



TYLER 1st

Principles

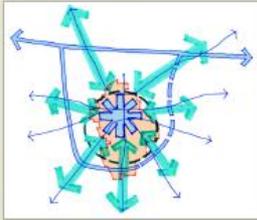
principles

CONNECT PEOPLE TO ONE ANOTHER AND IN COMMUNITY:

- Preserve and protect Tyler's values of friendliness, family, faith and community connections, which will be the foundation for the success of Tyler 21.

PROMOTE BALANCED GROWTH:

- Promote growth and redevelopment in downtown and all sectors of the city.
- Revitalize North Tyler.
- Enhance links to I-20 and Loop 49.



Balanced growth will bring development to all parts of the city, including downtown and North Tyler.

PROVIDE NEIGHBORHOODS THAT ARE ATTRACTIVE CENTERS OF COMMUNITY:

- Provide appealing, safe, affordable and stable places to live for people with a wide range of incomes.
- Provide a variety of housing types for families, singles, older persons and other kinds of households.
- Enhance and create neighborhoods containing walkable centers with a mix of housing and shopping to serve residents.

PROTECT AND ENHANCE OPEN SPACES, PARKS AND TREES IN A CONNECTED NETWORK FOR RECREATION AND A HEALTHY ENVIRONMENT:

- Create a network of greenways, parks and open spaces linking city and county destinations, such as the lakes and the state park.
- Encourage development of new neighborhood parks.
- Encourage the planting of trees along streets and in public and private places.



Trees and other streetscape improvements can transform major streets.



A connected network of trails and parks will link the city, the lakes and the state park.

principles

PROVIDE TRANSPORTATION OPTIONS:

- Provide continuous bicycle and pedestrian routes and trails that connect city destinations.
- Adopt land use strategies that create higher-density, mixed-use clusters of "transit-ready" development that can support expansion of the public transportation system.
- Preserve potential new transportation corridors and work with regional partners to support efficient transportation throughout East Texas.

REINVIGORATE THE CITY CENTER TO BE THE DOWNTOWN OF EAST TEXAS:

- Develop a major downtown neighborhood of new and rehabilitated housing to provide the foundation for shopping, restaurants, culture, arts and entertainment in the evenings and on the weekend.
- Create a concentration of cultural and entertainment venues downtown.
- Program events throughout the year to attract visitors from around the region.



Downtown cultural activities, restaurants and entertainment will bring vitality in the evening and on weekends.



Tyler is beginning to expand its housing, restaurant and retail options.



principles

PRESERVE, ENHANCE AND COMMUNICATE TYLER'S HISTORIC HERITAGE:

- Conserve unique character through preservation of historic buildings throughout the city.
- Ensure that new development, while expressing its own time, is respectful of historic character.
- Create heritage trails and historic markers to identify diverse aspects of Tyler's history, such as African-American heritage, the rose industry, the oil and gas industry, and the railroad industry.



Preserving Tyler's historic heritage will be one key to keeping its unique character.

CULTIVATE AN ENVIRONMENT FRIENDLY TO BUSINESS AND TYLER'S MEDICAL AND EDUCATIONAL INSTITUTIONS:

- Sustain policies that allow businesses to flourish.
- Continue to foster the city's role as the retail hub of a broad region.
- Maintain support for the medical centers, colleges and the university.



Tyler will continue to be friendly to large and small businesses.



MAINTAIN EXCELLENT MUNICIPAL FACILITIES AND SERVICES:

- Continue city government's focus on meeting the highest standards of responsiveness, service and efficiency.
- Provide excellent value for taxpayer dollars.

MAINTAIN AND ENHANCE OUR STRONG COMMUNITY AND REGIONAL PARTNERSHIPS:

- Building on a tradition of philanthropy and public-private partnerships, bring together the public, private, and nonprofit sectors to realize the Tyler 21 Next Generation vision.
- Expand participation throughout the Tyler community.
- Continue to reach out and enhance partnerships with school districts, neighboring cities and county government.

TYLER 1st



Questions & Comments

TYLER 1st

Building our future, together

