CHAPTER 1

COMMUNITY SNAPSHOT

WHAT'S INCLUDED IN THE CHAPTER

This chapter provides an analysis of the existing demographic, socio-economic, and physical conditions in Tyler. It also outlines past, ongoing, and upcoming planning efforts to ensure that the recommendations of this Plan align with the planning processes already in place within the City. A crucial element of this chapter is the Community Vision and Guiding Principles, which were developed using input gathered through public engagement.

PLAN ORGANIZATION

01 COMMUNITY SNAPSHOT

Presents an analysis of existing demographic, socio-economic, and physical conditions in Tyler, providing the foundation for strategies and recommendations.

02 LAND USE & DEVELOPMENT

Presents an analysis of existing land use and a discussion of existing development patterns. It presents the Future Land Use Map (FLUM) and categories along with growth projections.

03 HOUSING & NEIGHBORHOODS

Presents an analysis of existing housing stock composition, outlines housing needs, and recommends strategies to meet existing and future housing demand.

04 INFRASTRUCTURE, PUBLIC FACILITIES & SERVICES

Presents an analysis of existing infrastructure, public facilities, and services. It provides a review existing capacities and recommendations related to enhancing the sustainability and resilience of utility systems.

05 TRANSPORTATION & MOBILITY

Presents an analysis of existing transportation infrastructure and plans and provides policy opportunities and investment needs to support the direction of the FLUM.

06 ECONOMIC DEVELOPMENT & FISCAL RESILIENCE

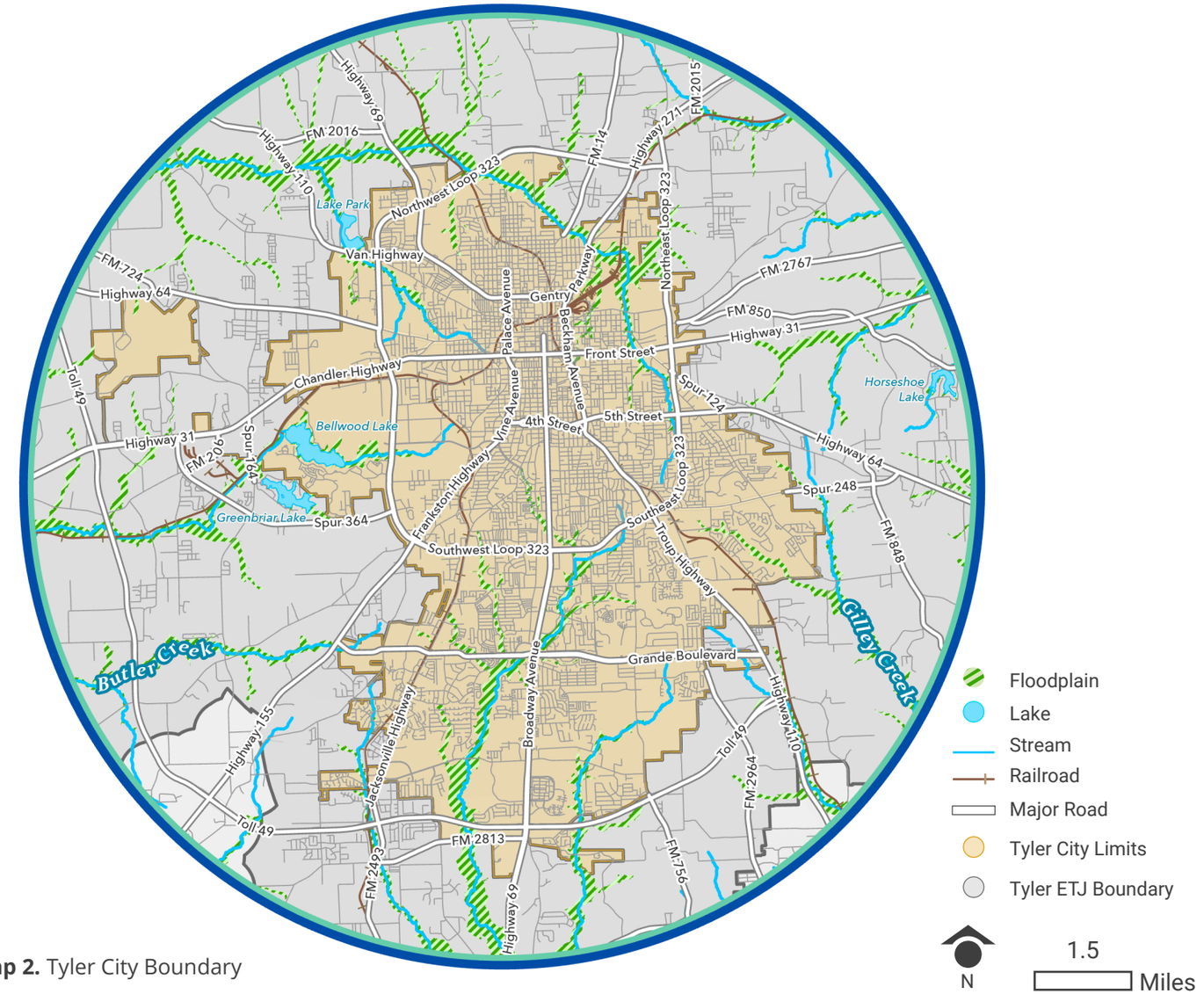
Presents market assessment and fiscal performance baseline for the City. It provides strategies to sustain an economically resilient and diverse community.

07 IMPLEMENTATION

Presents an action-oriented implementation plan to realize the recommendations of the Comprehensive Plan.

INTRODUCTION

The City of Tyler is in Smith County, around 100 miles southeast of Dallas. The City of Tyler is known as the “Rose Capital of America” and offers a vibrant culture, rich history and family-oriented atmosphere. Picturesque landscapes, including the scenic pine woods, surround it. The City provides a balanced lifestyle that combines urban amenities with a welcoming small-town charm. The Community Snapshot chapter of the Tyler Tomorrow Comprehensive Plan provides background information about Tyler and the surrounding area, offering additional context for the Comprehensive Plan.



Map 2. Tyler City Boundary

Growth History

Smith County was established in 1846 by the first Texas Legislature. During its formation, the area now known as Tyler was chosen as the county seat due to its central location on a hilltop within the county. The town was named in honor of President John Tyler, who championed the annexation of Texas into the United States. The City's official incorporation followed in 1850, solidifying its status as an organized municipality.

In its early years, Tyler thrived as a strong agricultural center, greatly impacting the local and regional economy. Throughout the 19th century, cotton farming served as the primary economic driver. As cotton continued to dominate, the late 19th century welcomed a new emerging economy of fruit orchards. By 1900, peach farming became a cornerstone of the regional economy, with over one million peach trees planted across Smith County. However, the booming fruit orchard business came to a halt after a devastating peach blight wiped out much of the fruit crops. This agricultural setback ultimately paved the way for Tyler's transformation into the "Rose Capital of America," as farmers began cultivating roses, which became a hallmark of the City's identity and economy.

In 1930, the discovery of the East Texas Oil Field dramatically shifted Tyler's economic landscape. Numerous oil companies and field developers established offices in Tyler, leading to the City's growing importance in the oil and gas industry. The influx of workers and investments during the oil boom led to rapid urbanization and population growth. By 1940, Tyler had a population of 28,279.

The oil boom's economic impact extended well beyond the 1930s, laying the foundation for Tyler's role as a regional economic center. Today, Tyler continues to balance its historic rose and oil industries while continuing to grow in diverse sectors such as manufacturing, retail, healthcare, and other emerging markets.

1846
Smith County was created by the first Texas Legislature.

1848
First Baptist Church was established.

1850
The City of Tyler was officially incorporated on January 29, 1850.

1851
First newspaper was published.

1882
Public school system was established.

1894
Texas College was founded by a group of ministers affiliated with the Christian Methodist Episcopal (CME) Church, a predominantly Black denomination, to expand educational opportunities to African-American students who were excluded from the segregated university system of Texas.

1900
By 1900, the county had over a million fruit trees, mostly peaches. After a blight, farmers shifted to roses, establishing one of the nation's largest rose industries and earning the title "Rose Capital of America."

1926
Tyler Junior College was established – also where one of the state's largest planetariums is located.

1930
East Texas Oil Field was discovered and Tyler experienced a huge economic boom.

1933
The Texas Rose Festival began and became one of Tyler's major attractions.

1952
Tyler Municipal Rose Garden opens to the public.

1971
University of Texas at Tyler campus opens.

2011
The historic Liberty Hall downtown theater was renovated to serve as a centerpiece for the performing arts in the heart of Tyler's Downtown Business, Arts and Cultural District.

2018
UT Health East Texas (UTHET) was founded in February 2018, quickly expanding the City's position as a regional center for medical care and research.

TYLER TODAY

Demographics

The demographic profile of Tyler is an essential tool for knowing its population and making appropriate decisions for their needs and lifestyles. By evaluating data on age, race, income, education, and other criteria, the City can identify significant trends and barriers to urban growth. Tyler's demographics influence the demand for services, infrastructure, and community facilities ranging from parks to transportation networks. For example, a growing and diversified population demands accessible recreational and cultural options, yet income or educational differences emphasize regions that require specific assistance. Understanding these factors enables the City to develop inclusive, equitable plans that represent the community's ambitions while improving the quality of life for all people.

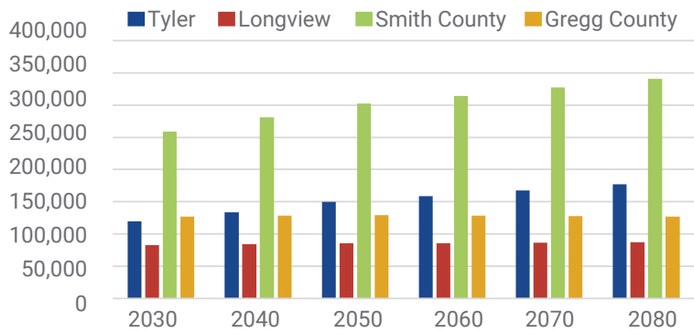
Population Trends

The population of Tyler has steadily increased throughout time, with roughly a 1% annual growth rate. The population was approximately 75,000 in 1990. It rose to about 84,000 by the year 2000. The population grew during the following 10 years, reaching about 97,000 in 2010. By 2020, roughly 106,000 people were living in Tyler. The City has about 112,000 inhabitants as of 2024.

Population Projections

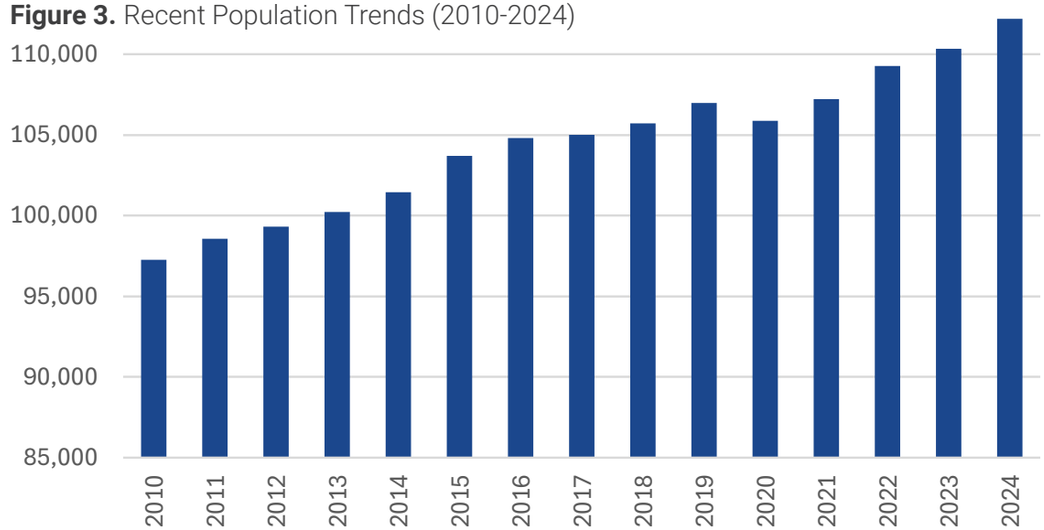
Population projections are used in planning to forecast future trends and effectively distribute resources. By assisting in developing suitable housing, transportation, and infrastructure plans, these projections enable the development of thriving and resilient communities. The population of Tyler is expected to increase from 112,204 in 2024 to 119,540 in 2035, which equates to a 6.5% increase.

Figure 2. Population Projections (2030-2080)



Source: Texas Water Development Board

Figure 3. Recent Population Trends (2010-2024)



Source: U.S. Census Bureau

Age

The median age in Tyler is 33.4, reflecting a balanced demographic with a substantial percentage of young adults and older citizens (2024 American Community Survey (ACS)). The proportion of retirees in the City is on the rise, with individuals aged 65 and over now making up 17%, an increase from 13% in 2010. This trend highlights the need for senior-focused housing and healthcare services.

Race and Ethnicity Trends

Tyler's population has grown to be increasingly more diverse over the last decade. According to the 2024 ACS data, approximately 55% of residents identified as White, 23% as African American, and 25% as Hispanic or Latino, with smaller percentages identifying as Asian or two or more races. The City has seen significant growth in its Hispanic population, from 18% in 2010 to 25% in 2024. The Texas Demographic Center projects continued diversification, with Hispanic residents potentially comprising over 30% of the population by 2030.

Education and Poverty

Approximately 87% of adults aged 25 and older have a high school diploma, while 37% hold a bachelor's degree or higher (2020 ACS). Despite these educational achievements, about 19% of Tyler's residents live below the poverty line, a rate higher than the state average of 14%. Efforts to address educational disparities and expand access to economic opportunities remain critical for reducing poverty.

Figure 4. Population Pyramid

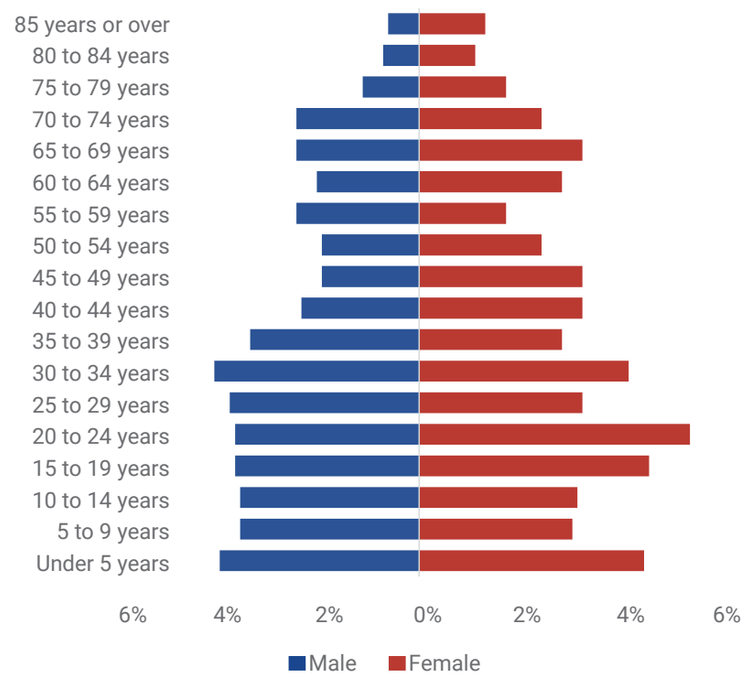


Figure 5. Race and Ethnicity

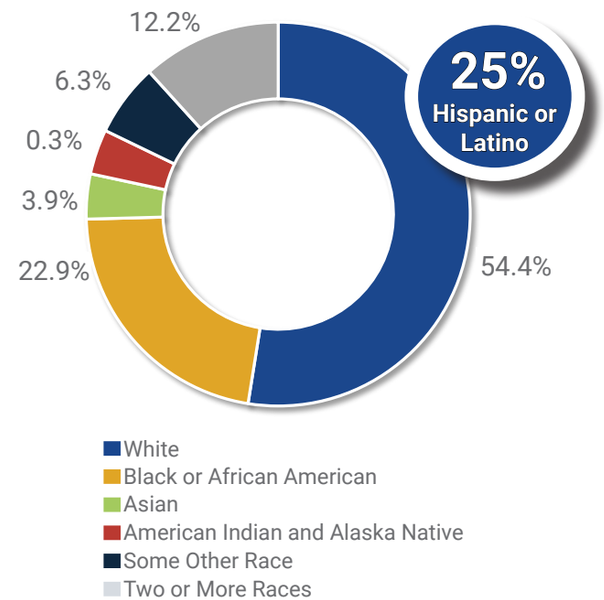
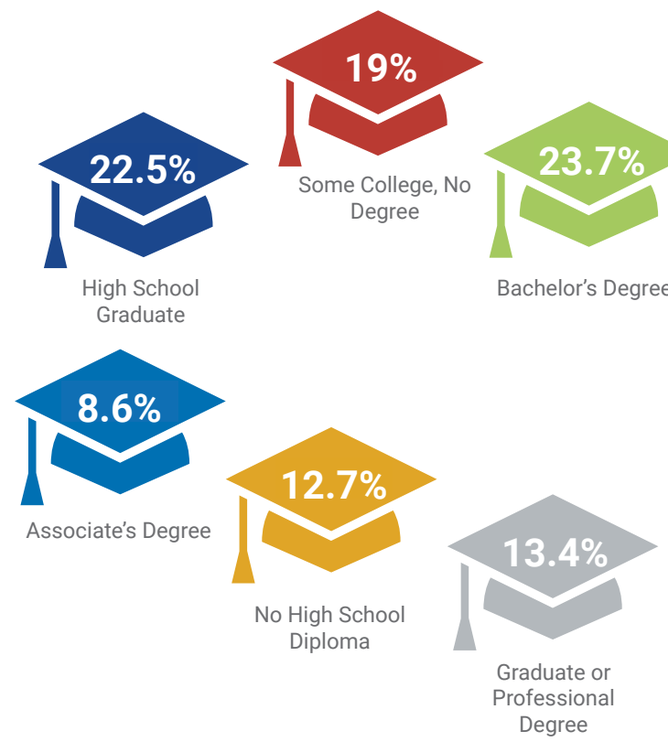


Figure 6. Education Attainment



Physical Features

Place

The City of Tyler is nestled in the pine forests of East Texas, with lush forest landscapes. Known as the "Rose Capital of America," Tyler's character and growth are tied to its surroundings, including fertile soil, mild climate, and abundant natural beauty. The City's vibrant community and thriving horticulture industry attract residents and visitors interested in its amenities and serene surroundings.

Topography

Tyler's landscape features gently rolling hills and forested areas, typical of the Piney Woods region of East Texas. The City has an average elevation of about 482 feet above sea level, ranging from approximately 299 feet to 666 feet.

Floodplain

Tyler's floodplain is largely created by a network of streams and rivers, including Mud Creek and West Mud Creek, that eventually empty into the Neches River. The City's 100-year (1%) and 500-year (0.2%) flooding patterns impact land use and development patterns. Proactive flood management and planning, including protecting riparian corridors and wetlands, help reduce hazards and safeguard both property and natural ecosystems.

Environment

The City experiences a humid subtropical climate, marked by hot, humid summers and mild winters. Seasonal thunderstorms are the most common environmental danger, including excessive rainfall, localized flooding, and severe weather events like hail and tornadoes. Despite these threats, according to Federal Emergency Management Agency (FEMA) estimates, Tyler has a relatively low overall risk profile. The City is well-known for its natural beauty, with plenty of parks and open areas, and its distinctive rose gardens, which attract people all year. Tyler is home to various animals, including white-tailed deer, fox squirrels, and migrating bird species, making it a favorite location for nature lovers. Conservation and sustainability activities are a priority for the community, as seen by programs such as Keep Tyler Beautiful and cooperation with Texas Parks and Wildlife. These projects seek to protect Tyler's natural resources and promote environmental stewardship, reaffirming the City's deep connection to nature.

Hazards and Resiliency

Comprehensive plans are robust long-term documents that consider nearly every facet of a community. Every community faces shocks – such as severe storms, wildfires, or earthquakes, and stressors such as extreme heat and drought. It is crucial that a community plans for the short- and long-term impact of these events on infrastructure, human health and wellbeing, and the economy. Understanding and planning for risk will help fortify a community and make it resilient to shocks and stressors. The hazard and resilience analysis serves as a high-level overview of what hazards Tyler is vulnerable to and what considerations that the City should take.

Tyler is at highest risk of exposure to flooding, severe storms, and wildfires. The City has many buildings located in flood hazard areas and has experienced numerous tornadoes and high-wind events. While the overall risk for wildfires is relatively low, much of the City would be exposed and at risk in the event of a wildfire. Long-term stressors such as extreme heat and drought are placing strain on resources and health in the near term and need to be considered when planning for growth.

SMITH COUNTY 2018 HAZARD MITIGATION PLAN (HMP)

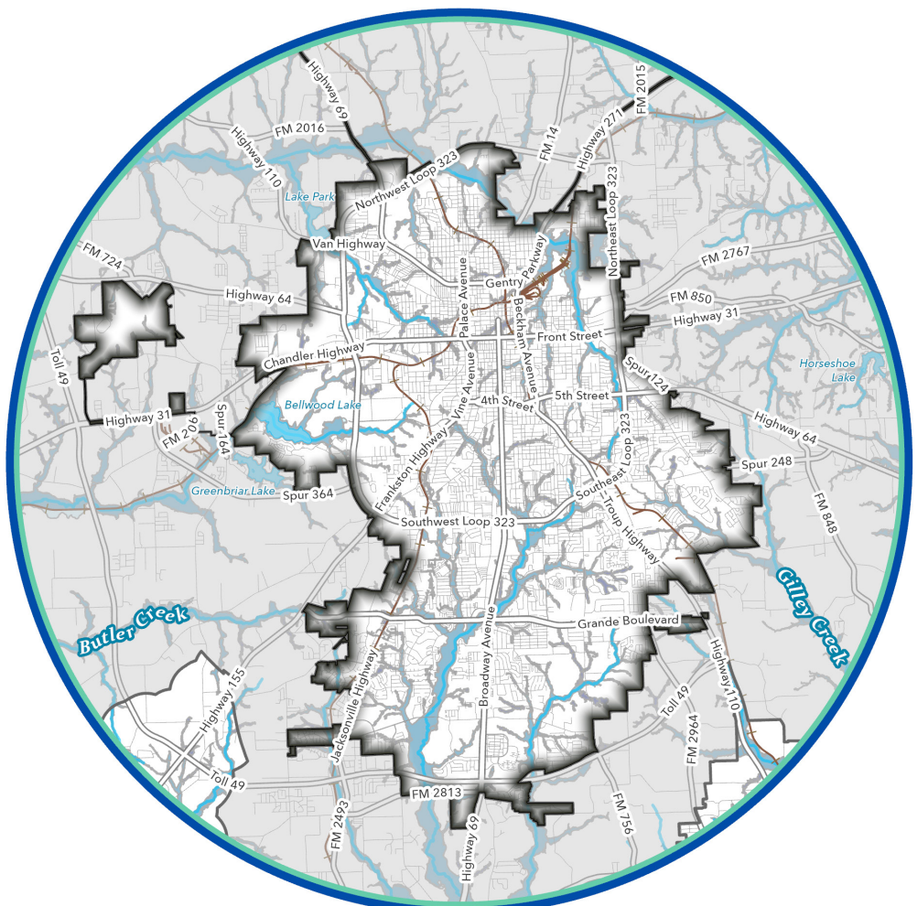
The Smith County 2018 HMP identifies and addresses the following hazards of concern for the area:

- Dam Failure
- Drought/Extreme Heat
- Earthquake
- Flood
- Hurricane / Tropical Storms
- Severe Storms (Hail, Lightning, and Wind)
- Tornado
- Wildfire
- Winter Storms (including Ice Storms)

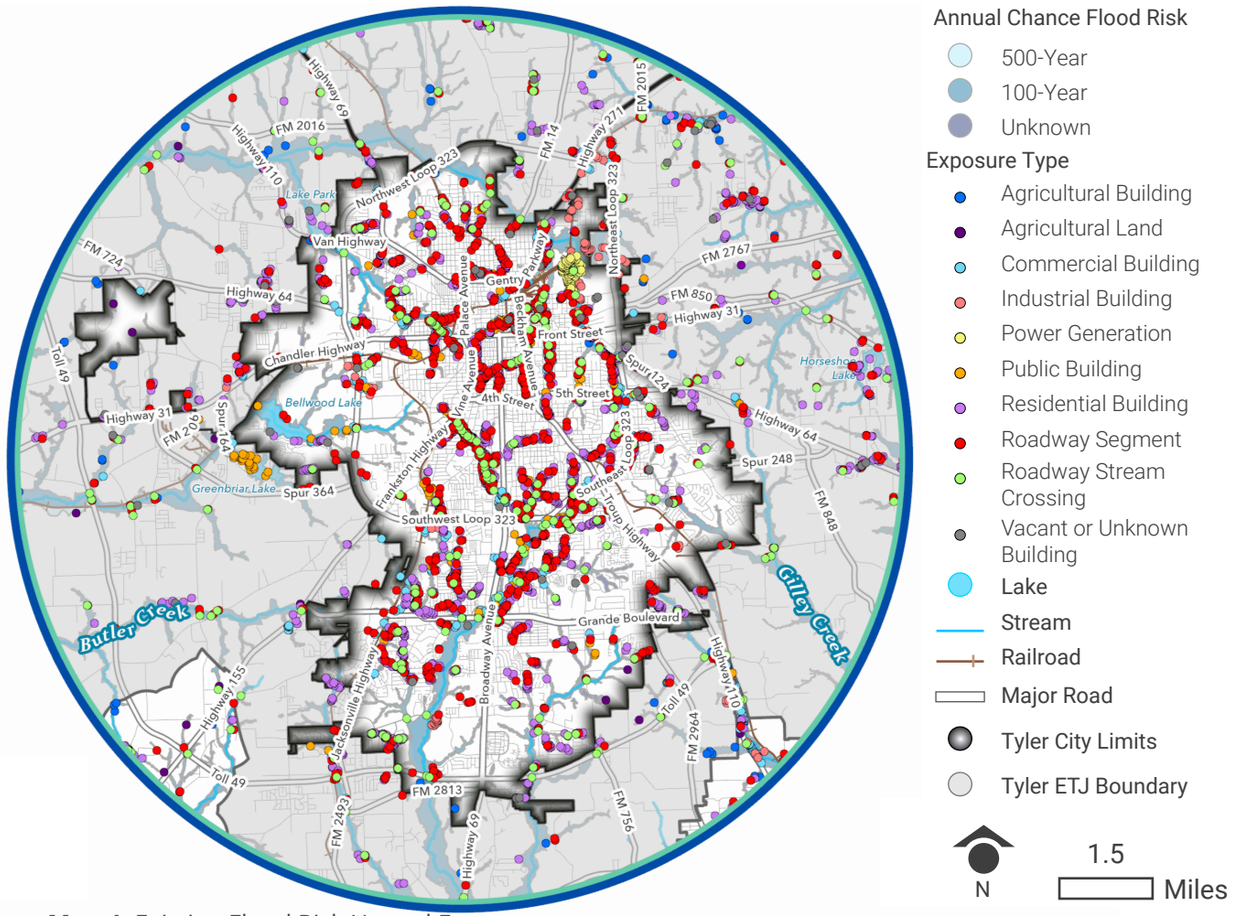
The plan identifies 70 mitigation actions which have been organized in order of priority. These mitigation actions will be taken into consideration while developing the recommendations of this Plan. A detailed look into the hazards that can potentially impact the City of Tyler is presented in later sections of this chapter.

Flooding

The Texas Water Development Board (TWDB) Texas Flood Quilt data is a comprehensive, statewide dataset that maps flood risk across Texas. The dataset utilizes various sources of flood-related information from both TWDB and FEMA, including historic flood events, hydrologic models, and topographic data, to create a representation of flood risks that are more detailed and in-depth than only using FEMA regulatory floodplain map data. The availability of each level of data varies geographically. Base Level Engineering is the most comprehensive dataset within the flood quilt and is what was included in the mapping effort. Flood risk mapping is a combination of the likelihood of flood events and what the impact will be if it occurs. This data set is informed by flood quilt data and overlays existing conditions and infrastructure such as roadways and critical facilities. In Tyler, at risk infrastructure includes the power generation facility along Black Fork Creek and various residential and industrial buildings near and along the watersheds. There are many structures of all types at risk of flooding within urbanized portions of Tyler. Flood risk mapping can help to determine land development codes and regulations.



Map 3. Existing Flood Risk



Map 4. Existing Flood Risk Hazard Exposure

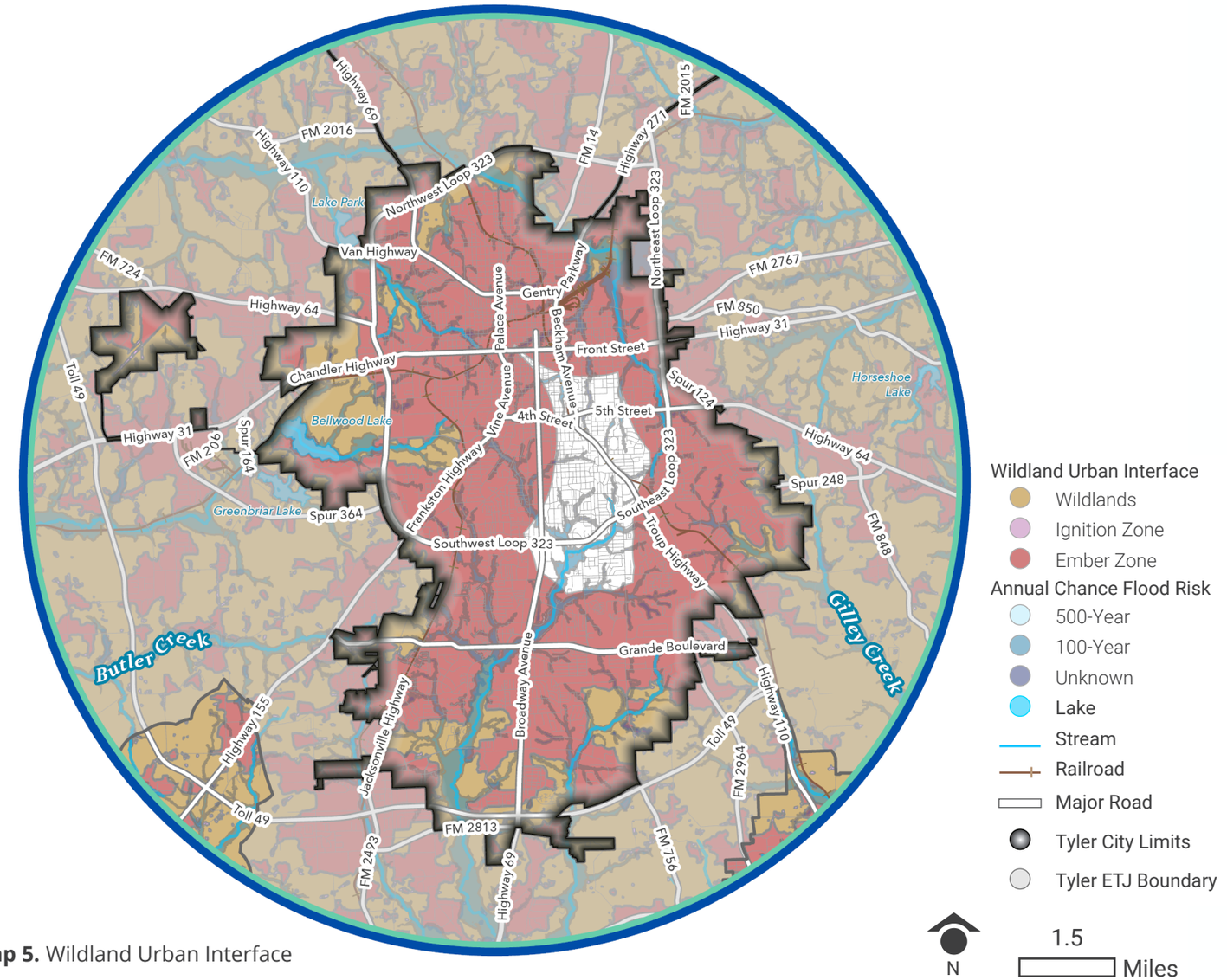
Wildfire

The Wildland Urban Interface (WUI) Mapping Tool is designed to help communities identify areas where urban development meets wildland vegetation, and therefore at a higher risk of wildfire spread and exposure to urban areas.

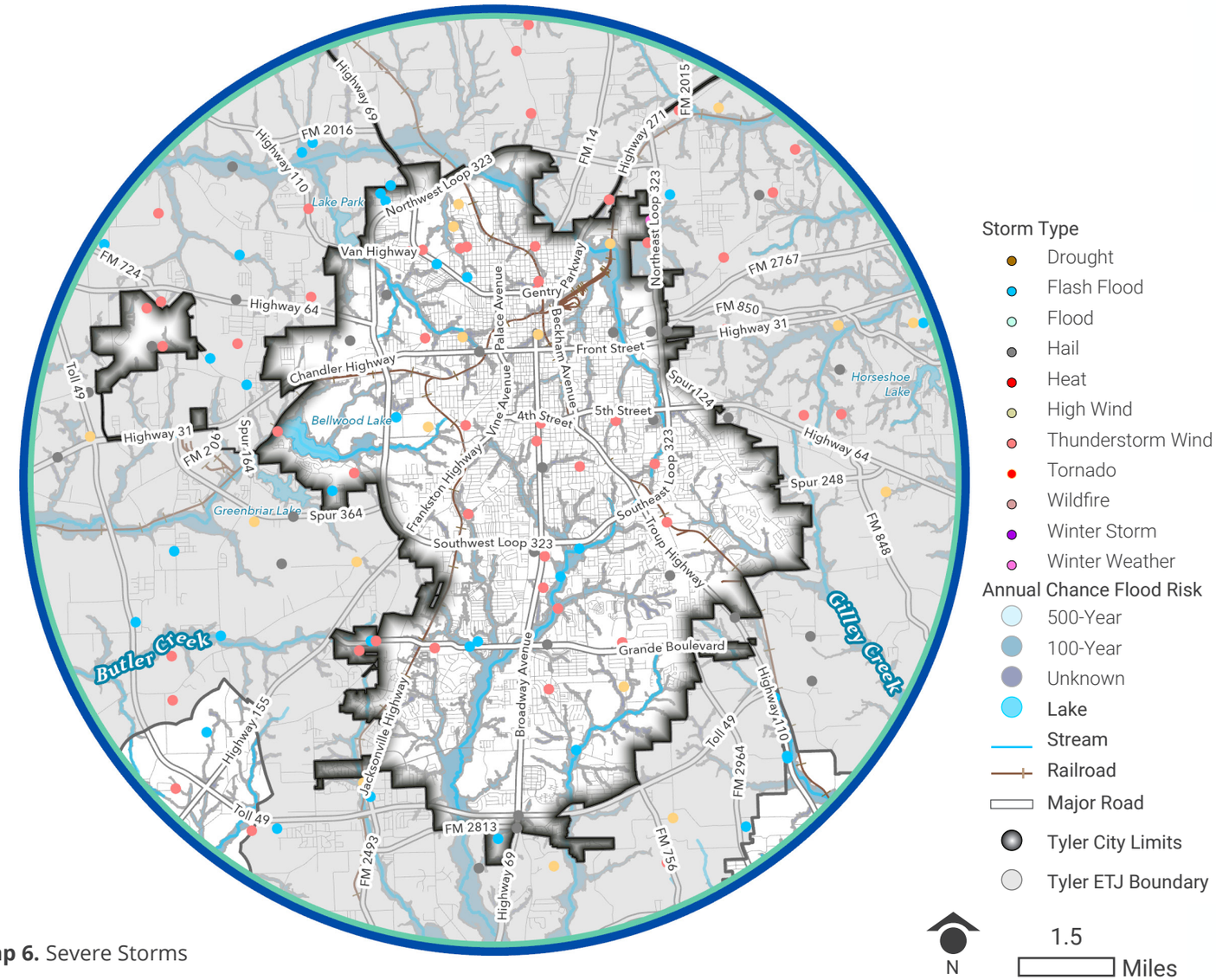
- **Wildlands** refer to areas predominately covered by natural vegetation where wildfires often start or where they may gather fuel.
- The **Ignition Zone** exists just outside of the wildlands and represents areas with less dense vegetation and structures that can be ignited through various means due to proximity.
- The **Ember Zone** represents areas where wind-driven embers can ignite structures or vegetation that are not directly adjacent or in the path of wildfires.

The Ember Zone poses the highest risk to urbanized Tyler – most of the City remains at risk of ignition through windblown embers. The areas outside the loop but within Tyler City Limits predominantly consist of wildlands adjacent to waterbodies, with the exception of the region located just southeast of the loop road. Wildlands inside the loop are relegated to greenways along waterways such as Black Fork Creek and golf courses.

WUI mapping can be used by the City to determine land use and permitting requirements. The wildland-urban interface (the Ignition and Ember Zones) can be further broken up into zones that are determined by proximity to a certain acreage of wildlands. For example, permitting in areas that fall within 50 feet of 40 acres plus of wildland may require fire resistant building materials and fencing.



Map 5. Wildland Urban Interface



Map 6. Severe Storms

Drought

Drought mapping data provided by FEMA is essential for understanding the extent and severity of drought conditions. This data integrates historical drought patterns, current climatic conditions, and future projections to create a comprehensive picture of drought risk. The drought mapping tool is a dynamic tool that is updated regularly. At present, Tyler and most of northeast Texas are experiencing moderate drought conditions, but this can frequently change throughout the year depending on significant rain events.

Droughts are stresses on systems, ultimately burdening communities with small-scale, chronic, multi-year struggles without any clear timeline for respite. Droughts may require a reduction in public and private water use in the short term and can place significant strains on water with population growth.

Severe Storms

NOAA's Storm Events Database, spanning from 1950 to 2021, tracks severe storms and other significant weather events across the United States. This comprehensive database details various storm types including tornadoes, hurricanes, hail, and thunderstorms, among others. Tyler most frequently experiences thunderstorms with high winds, tornadoes, flash flooding, lightning, and hail.

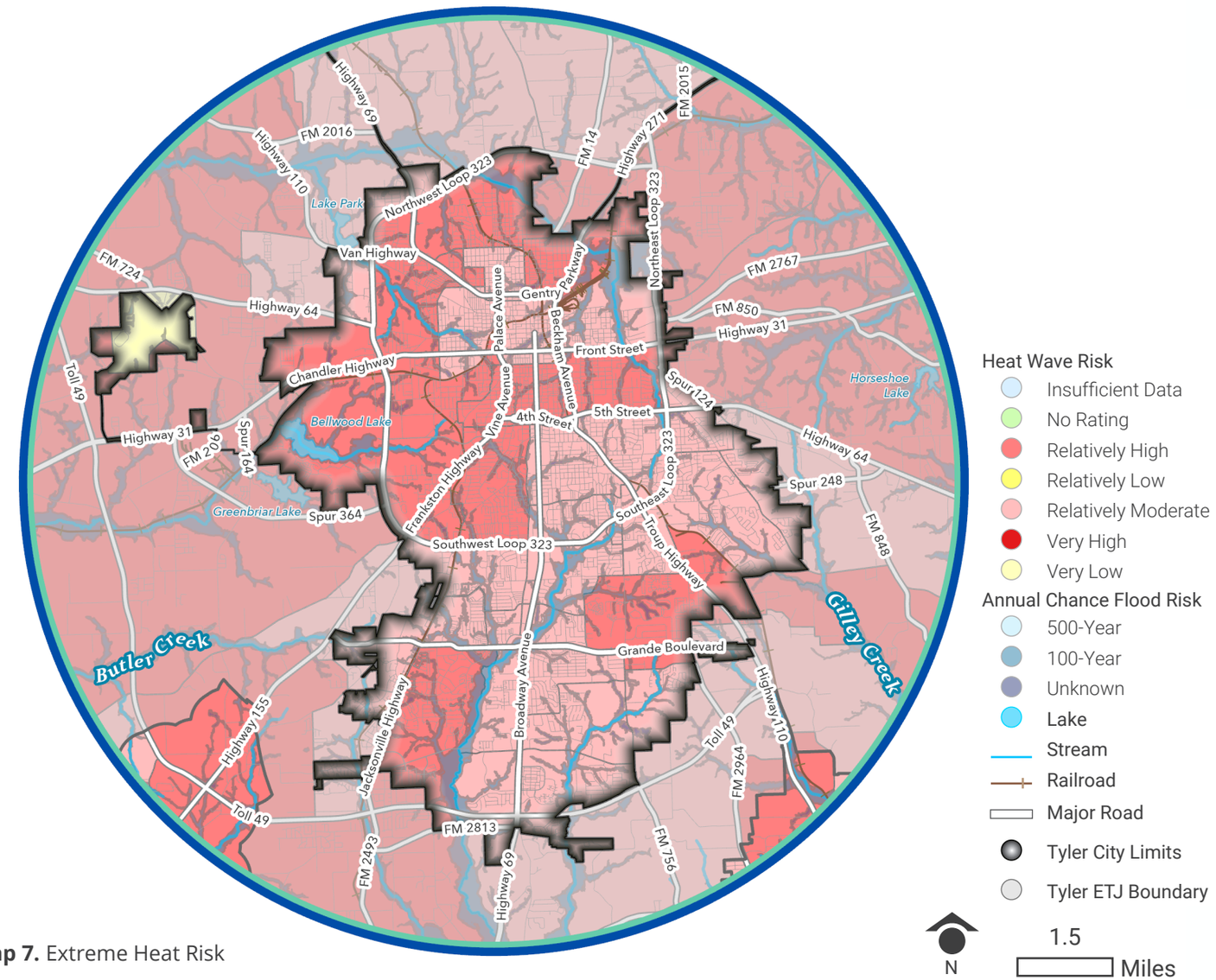
Since 1950, there have been 10 recorded injuries/deaths and $3,624,101 in recorded property damage from severe storms – with the highest amount coming from tornado damage. It is likely that these numbers are higher – costs and fatalities are not always documented if a FEMA report is not filed. Map 6 depicts the location of reported severe storms, however the damage was likely more widespread.

Extreme Heat

Extreme heat is a stressor to the human body – especially for those over 65. As people age, heat exacts a greater strain on the cardiovascular system and the ability to sweat becomes less efficient. This also negatively impacts people who work outdoors and those who do not have access to air conditioning. Heat stress also negatively impacts the environment and can impose long-term stress on flora and fauna.

The urban heat island effect dangerously exacerbates extreme heat within cities. Cities can register at an average of 1-7 degrees Fahrenheit warmer than surrounding areas. This effect continues into the night, perpetuating a cycle of trapped heat. Natural surfaces such as vegetation, soil, and water – fixtures that are harder to find with more development – help cool environments by moderating air temperatures. Man-made surfaces, like those of roadway and building materials, tend to absorb and re-emit heat. Creating more green spaces and planting more trees can help reduce these negative impacts.

The National Risk Index (NRI) includes an Annualized Frequency metric for heat waves, a crucial factor in assessing community vulnerability to extreme heat. This metric provides an estimate of how often heat waves occur within a year by analyzing historical temperature data, environmental conditions, and the effects of the urban heat island. Understanding the annualized frequency of heat waves allows communities to recognize their exposure to prolonged periods of extreme temperatures. This information can help local authorities prioritize heat mitigation strategies, improve public health outreach, and ensure that resources are allocated to protect vulnerable populations, such as the elderly and those with pre-existing health conditions. Portions of northern and western Tyler face a moderately high risk for heat waves, while other parts of the city have a relatively moderate risk.



Map 7. Extreme Heat Risk

Tree Canopy

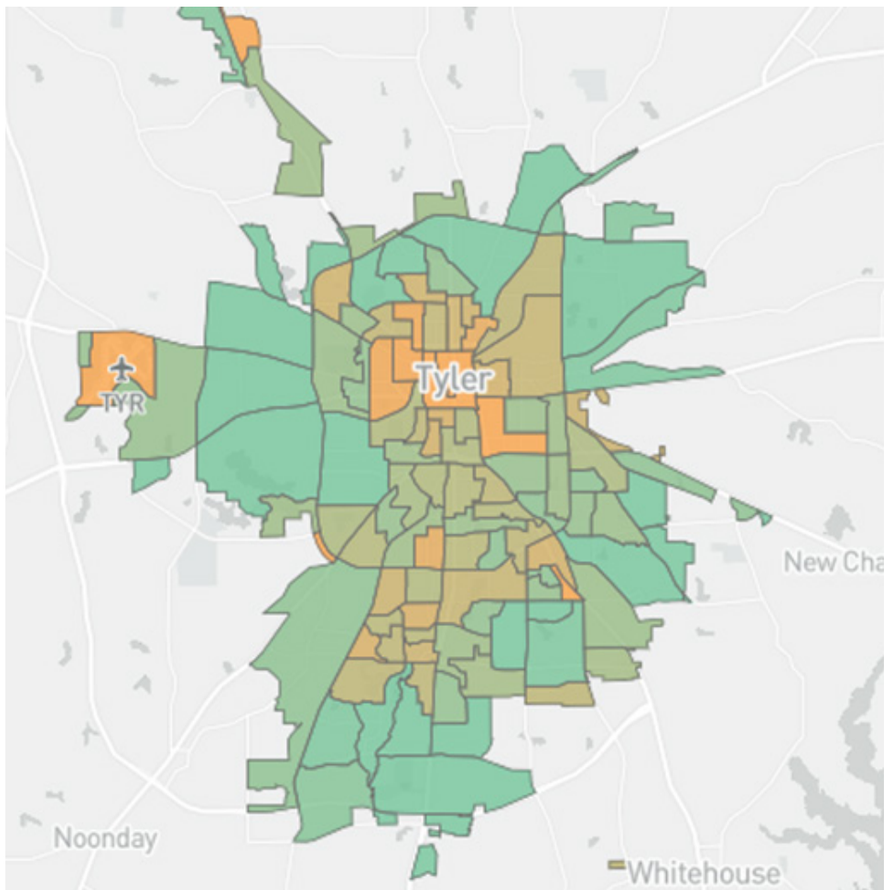
Benefits of the Urban Forest

Stakeholders throughout the planning process noted their desire for enhanced tree preservation of the distinct East Texas Piney Woods. The 'urban forest' provides significant environmental and economic benefits to the community. In addition to providing natural relief in an urban environment and adding aesthetic value, trees can also help improve air quality, remove pollution, and reduce stormwater runoff. The tree canopy can also help combat the urban heat island effect and promote people getting outside and interacting with nature.

TREE EQUITY SCORE

Trees are critical infrastructure in communities that should be inventoried, maintained, and replaced similar to utilities as they are essential to improving public health and well-being. In recognition of this, the American Forests organization created the 'Tree Equity Score,' which is a nationwide dataset that applies a score of 0-100 to Census block groups derived from tree canopy cover, climate, demographic, and socioeconomic data.

The City of Tyler scores very well overall, having a composite 'Tree Equity Score' of 86, with approximately 44% of the city limits comprised of tree canopy. However, as shown in the image to the (direction), when the scores are broken down to the Census block group level, there are areas of the city that score lower and would therefore benefit from additional tree canopy coverage. This includes portions of central and northern Tyler, as well as more newly developed areas between Loop 323 and Grande Boulevard.

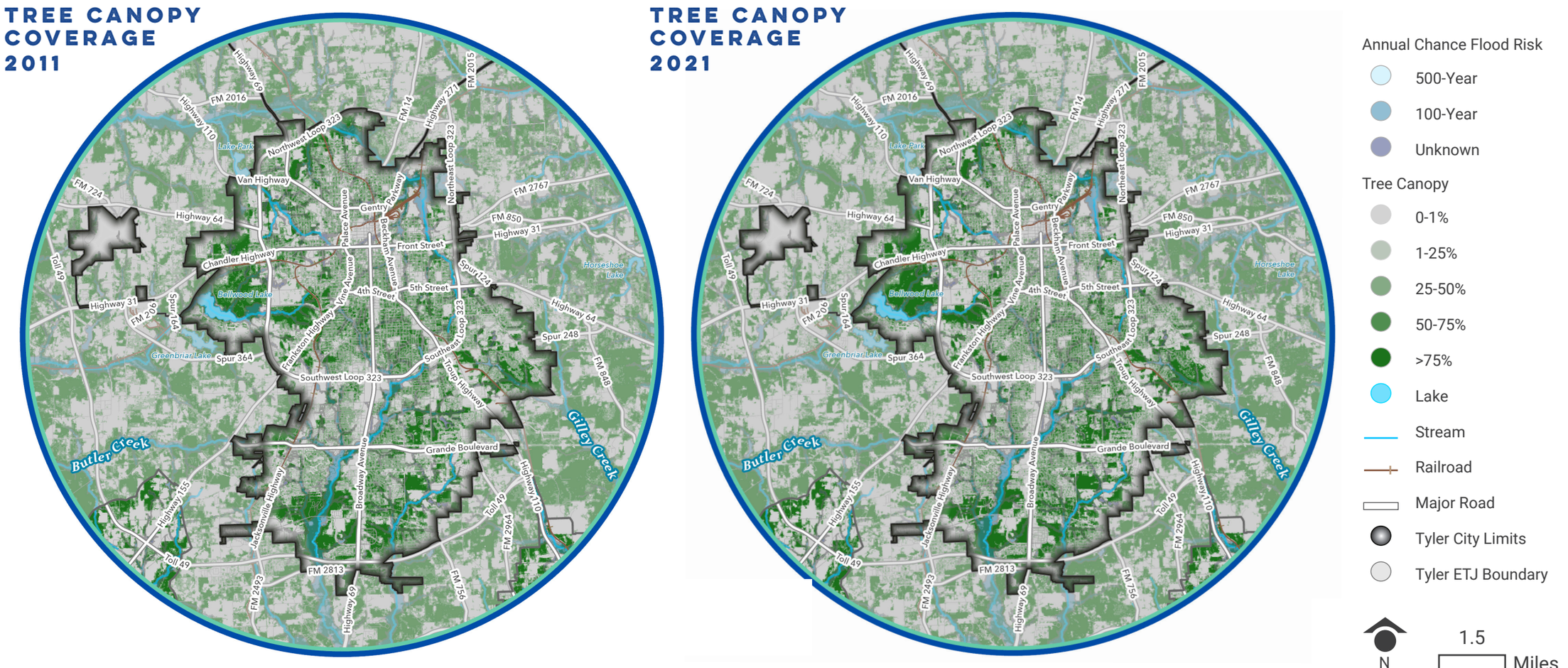


Source: Tree Equity Score, https://www.treeequityscore.org/insights/place/tyler-tx

Source: https://www.nature.org/en-us/about-us/where-we-work/united-states/washington/stories-in-washington/health-benefits-of-trees/)

Tree Canopy Coverage

While discrete tree canopy coverage data is not available for Tyler at this time, the USDA Forest Service produces a nationwide land cover dataset that represents the percentage of tree canopy coverage of different geographies. The maps on the facing page show the percentage of tree canopy coverage as of 2011 and 2021. As development has continued, there is less canopy coverage in areas such as far southern Tyler. Significant canopy coverage remains near Bellwood Lake and along West Mud and Shackleford Creeks in far southern Tyler. Notably, key destinations within Tyler such as Downtown and Midtown have very minimal tree canopy coverage, indicating a need for priority planting in those well visited areas.



Map 8. Tree Canopy Coverage Change 2011-2021

Why Increasing Tree Canopy Matters

Expanding the tree canopy across our city is a critical investment in long-term sustainability, equity, and climate resilience. Trees disproportionately benefit neighborhoods that currently suffer from higher temperatures, poor air quality, and limited access to green space—often, historically underserved areas.

By preserving existing trees and strategically planting new ones, the city can improve public health, protect infrastructure, and create a more livable, climate-resilient community for future generations.

STORMWATER MANAGEMENT

Trees play a vital role in reducing stormwater runoff. Their roots absorb rainwater and help water infiltrate into the soil, reducing the burden on city drainage systems and lowering the risk of flooding. Leaves and branches also slow rainfall, which reduces erosion and water pollution.

URBAN HEAT ISLAND MITIGATION

Urban areas tend to be significantly hotter than surrounding rural areas—a phenomenon known as the "urban heat island effect." Trees help counter this by providing shade and releasing water vapor through a process called transpiration, which cools the air and reduces the need for energy-intensive air conditioning.

IMPROVED AIR AND SOIL QUALITY

Beyond carbon absorption, trees filter fine particulates and pollutants from the air, improving respiratory health. Their roots stabilize soil, reducing erosion and helping to maintain healthy ecosystems in both urban and natural areas.

ENHANCED MENTAL AND PHYSICAL HEALTH

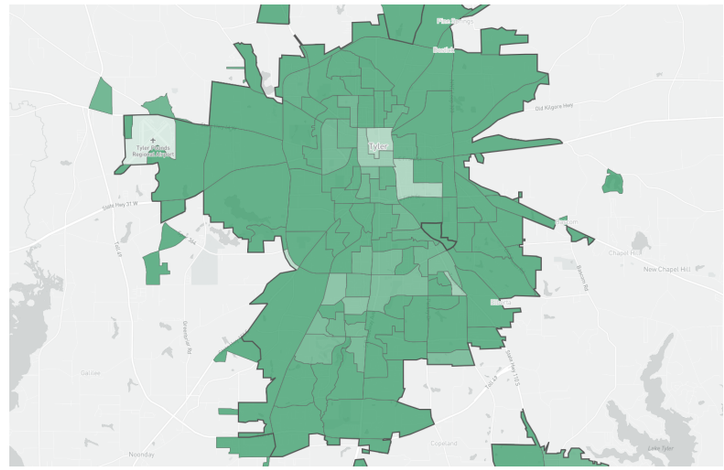
Access to green spaces and tree-lined streets has been linked to reduced stress, lower blood pressure, improved concentration, and even faster recovery times in hospitals. Communities with more trees often experience increased physical activity and stronger social connections.

ENERGY EFFICIENCY AND COST SAVINGS

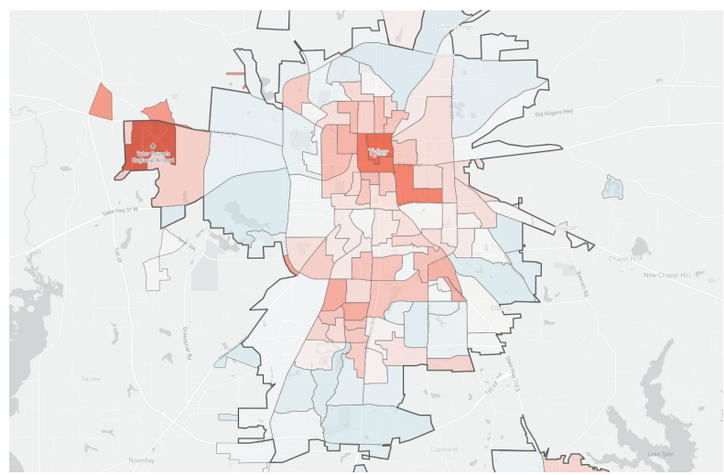
Strategically planted trees can reduce energy costs by providing natural shade in summer and acting as windbreaks in winter. This contributes to lower utility bills for residents and reduces strain on city infrastructure during extreme weather.

BIODIVERSITY AND HABITAT CREATION

Urban trees support local wildlife by providing habitat for birds, pollinators, and beneficial insects. A diverse tree canopy helps sustain local ecosystems and enhances overall urban biodiversity.



Canopy Cover



Heat Disparity

Source: Tree Equity Score, https://www.treeequityscore.org/insights/place/tyler-tx

Tree Canopy Change

Tree canopy loss can occur for a variety of reasons, including clear cutting for new development as well as stressors such as drought, severe storms, or winter storms. Additionally, the proliferation of invasive species such as privet can also prevent young saplings from maturing into larger trees by blocking sunlight.

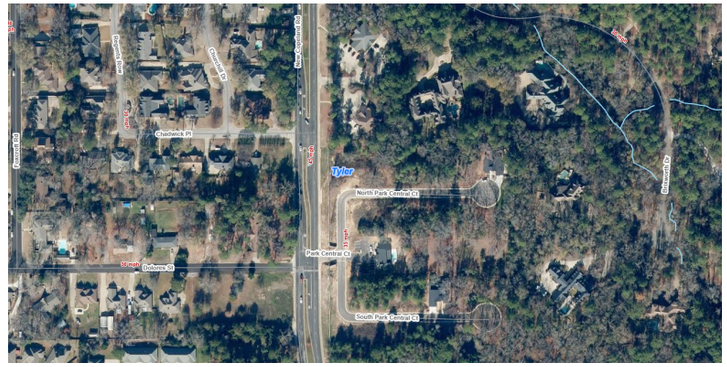
The images (below) represent change in tree canopy cover due to development. While Tyler has an existing tree preservation ordinance, there are improvements that could be made to help ensure that mature, healthy trees are protected and that new trees that are planted can survive into mature trees.

Before: Loop 323 and Earl Campbell Pkwy

Before: New Copeland

After: Loop 323 and Earl Campbell Pkwy

Source: NearMap



After: New Copeland

MOVING FORWARD

An urban forest master plan should be considered for Tyler since tree preservation has emerged as a key priority for the community. The benefits of an urban forest master plan include:

- **Gain an understanding of the composition and health of the existing urban forest in a community**
- **Quantify the economic and environmental health benefits the tree canopy brings to a community**
- **Identify tree canopy management strategies to protect high value replacement trees**
- **Develop recommendations for improving the existing tree preservation ordinance**
- **Identify priority areas that are suitable for planting more trees**

PREVIOUS COMPREHENSIVE PLAN

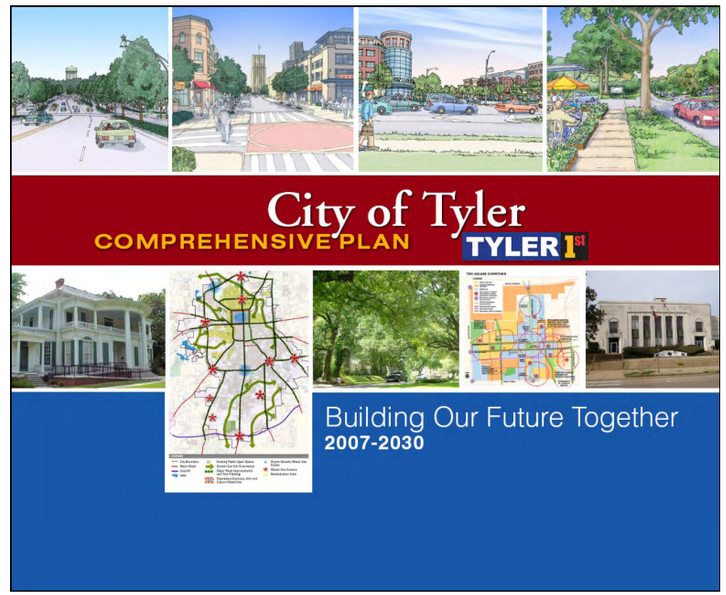
In 2014, the City of Tyler adopted the Tyler 1st Comprehensive Plan, a` long-term plan to guide the City's growth and development through 2030. Addressing various community priorities, including land use, housing, transportation, economic development, and parks and recreation, the document reflects Tyler's vision for the future and emphasizes preserving the City's historic character while promoting sustainable development.

The Tyler 1st Comprehensive Plan resulted from a community engagement process that included input from residents, business owners and other stakeholders. The goals and objectives reflect Tyler's commitment to enhancing economic prosperity, improving quality of life and providing quality City services. Highlights include encouraging mixed-use development, enhancing regional connectivity and preserving the City's natural resources.

Significant initiatives and updates occurred across the City after adopting the Tyler 1st Comprehensive Plan. The Parks and Open Space Master Plan was revised in 2018 to align with the vision outlined in the Master Plan, focusing on expanding amenities and ensuring equity across parks. Similarly, the Tyler Area Metropolitan Planning Organization (MPO) developed a long-distance transportation plan that addresses transportation issues and prioritizes intermodal solutions.

One of the accomplishments was downtown Tyler's revitalization plan. Under the plan, the City used public-private partnerships to encourage new development and bring new jobs, housing options, and culture to the City's history. The Rose District Street Plan, completed in 2021, is a prime example of these efforts, creating a pedestrian environment that supports business and community engagement.

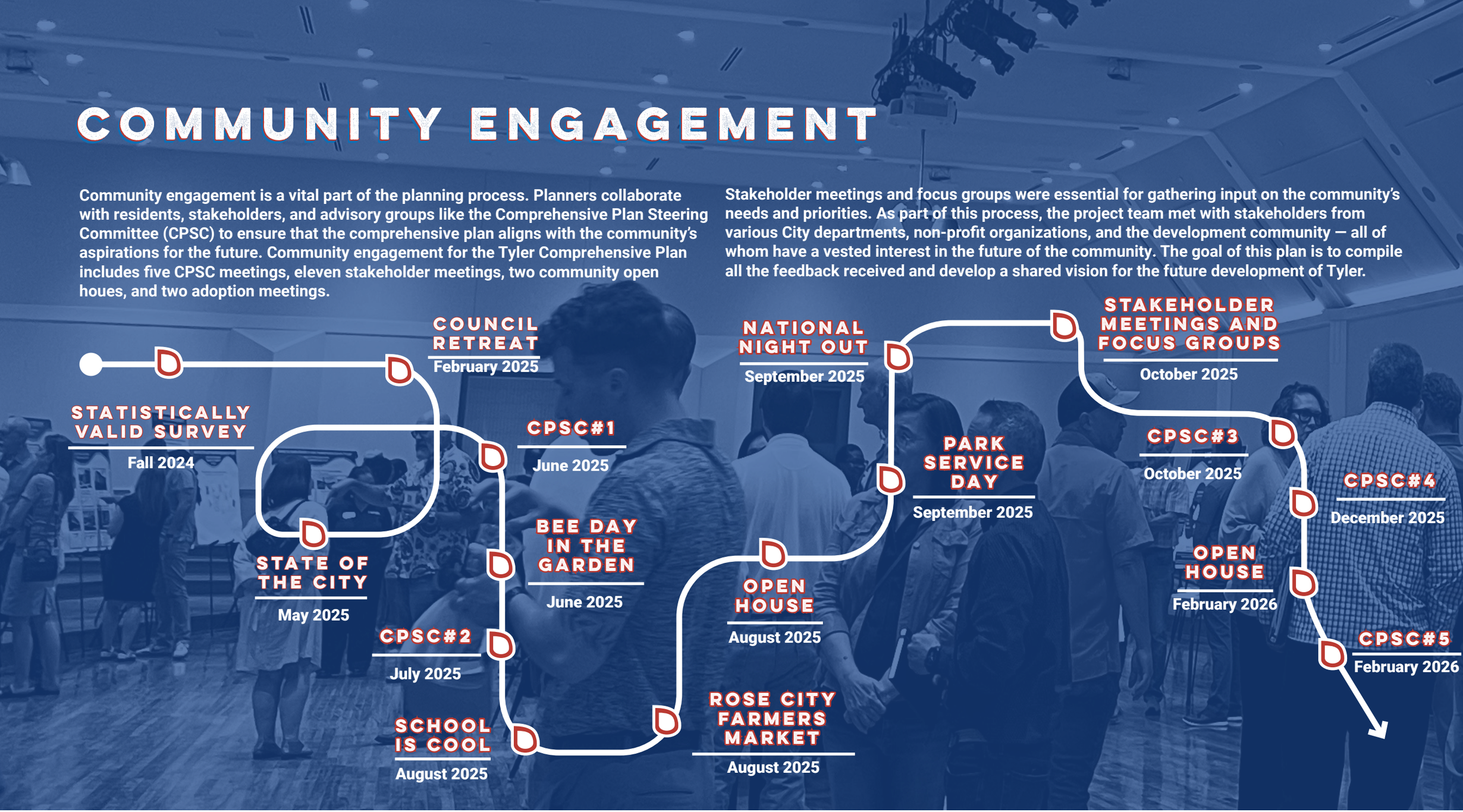
As Tyler looks to the future, the City is preparing to update its comprehensive plan to address emerging trends and challenges. The next iteration will build on the successes of Tyler 1st, incorporating new small-area plans, updated infrastructure strategies, and enhanced tools for community engagement. The plan will continue to serve as a guiding document for City leaders, ensuring a shared vision and cohesive approach to decision-making as Tyler grows and evolves.



COMMUNITY ENGAGEMENT

Community engagement is a vital part of the planning process. Planners collaborate with residents, stakeholders, and advisory groups like the Comprehensive Plan Steering Committee (CPSC) to ensure that the comprehensive plan aligns with the community's aspirations for the future. Community engagement for the Tyler Comprehensive Plan includes five CPSC meetings, eleven stakeholder meetings, two community open houes, and two adoption meetings.

Stakeholder meetings and focus groups were essential for gathering input on the community's needs and priorities. As part of this process, the project team met with stakeholders from various City departments, non-profit organizations, and the development community — all of whom have a vested interest in the future of the community. The goal of this plan is to compile all the feedback received and develop a shared vision for the future development of Tyler.



KEY THEMES

STATE OF THE CITY

- Streets/Traffic Management ranked as the top priority (28), indicating a strong community concern for road conditions, congestion, and overall transportation flow.
- Public Services/Infrastructure (25) and Parks, Trails, and Public Facilities (24) followed closely, highlighting the importance of maintaining essential utilities and enhancing recreational spaces for residents.
- Housing Affordability (9) and Stormwater/Flood Control (8) were the lowest priorities in this exercise, suggesting participants may perceive these issues as less immediate or already adequately addressed.

BEE DAY IN THE GARDEN

- Residents value sustainability and want to see stronger environmental protection, including tree preservation, flood mitigation, and native landscaping to support long-term resilience.
- Improving walkability and connectivity is a major priority, with strong support for better street infrastructure.
- Residents value Tyler's strong sense of community and want to see it strengthened through more accessible community amenities and events. Respondents emphasized the need for more for parks, community pools, and a wider range of family-friendly activities.

OPEN HOUSE

- Transportation improvements are a major priority for residents. Community members want to see increased transportation options for elderly residents with different needs. They also envision the City to be more walkable and safer.
- Residents want to see more opportunities for mixed-use developments in different parts of the City.
- Residents value natural resource preservation and want to see stronger environmental protection and more efforts in maintaining water availability.
- Residents value Tyler's strong identity and desire to see more investments in arts and cultural programs.

STAKEHOLDER MEETINGS AND FOCUS GROUPS

- Tyler's future depends on strong partnerships across city, county, schools, and universities, with a shared vision of building something special together.
- Investments in parks, trails, and neighborhoods are essential for livability.
- Need attainable housing options for first-time buyers.
- Opportunity for making Downtown a destination with things to do for Tyler Junior College and college students outside of campus.
- Protecting and enhancing natural environment remains a top priority.
- Competitive work environment with competitive pay for newly graduated professionals

STATISTICALLY VALID SURVEY

Most Important City Issues

Traffic Congestion	Public Safety	Water/Sewer Availability

Reasons to Live in Tyler

Low Crime Rate	Quality of Healthcare Services	Quality of Housing

Community Vision

Better Traffic Flow on Major City Roads	More Sidewalks/ Walking Paths/Trails	More Affordable Housing within the City

VISION AND PLANNING PILLARS

The community engagement received throughout the project was used to create a vision statement for the Comprehensive Plan along with feedback from staff and the Steering Committee.

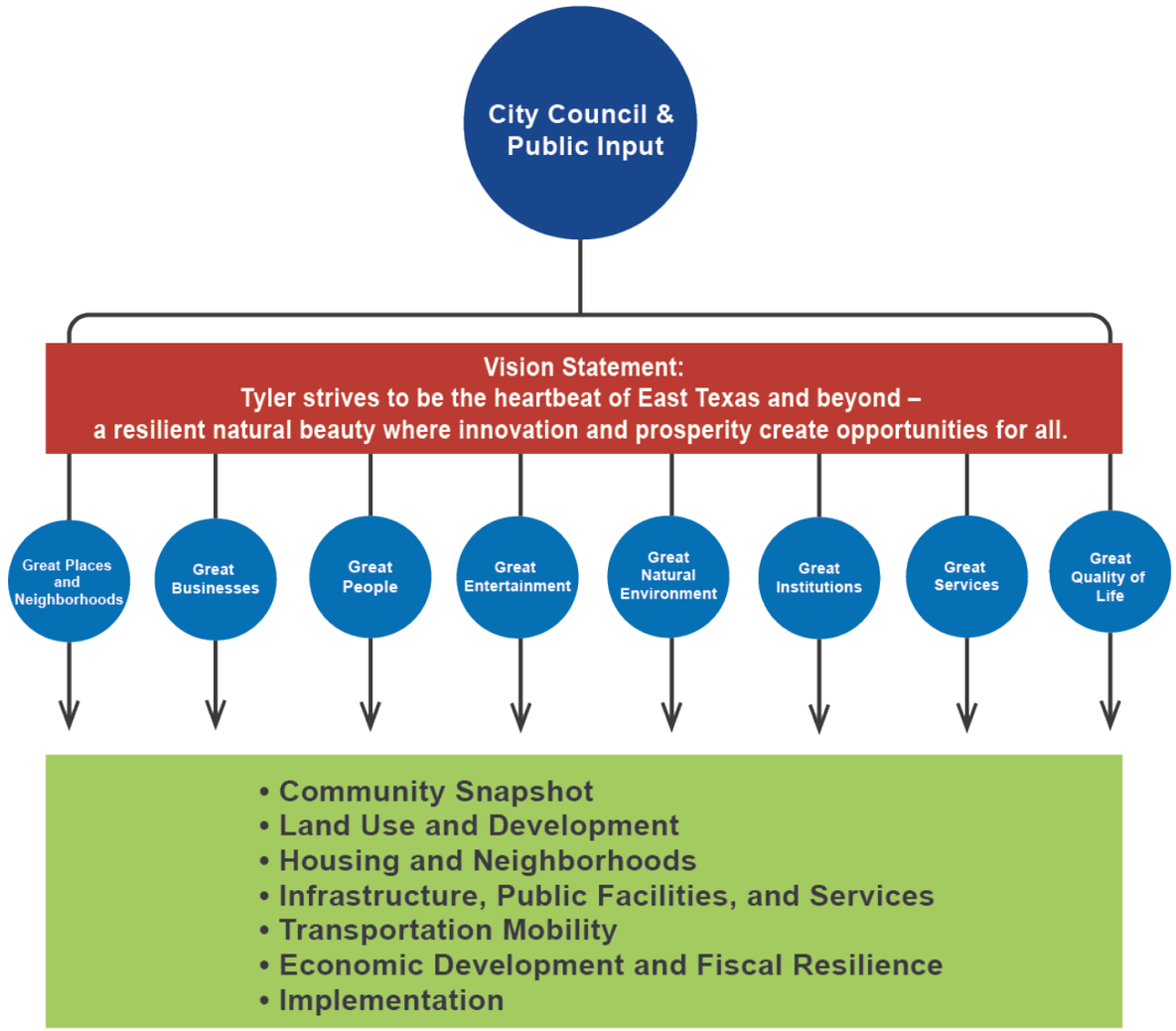
Vision Statement

The vision statement is a high-level, long-range goal that should succinctly and vividly describe the community as it ideally will exist in the future. Essentially, this statement describes what it looks and feels like in the next 10-20 years and is intended to guide both the comprehensive planning process, as well as the City's future more broadly. The following draft vision statement is based on the feedback received from the public to date and is further supported by the pillars.

Pillars

Pillars are individual elements that support the overall vision. While the vision statement describes the overarching desire for the future, the pillars represent the priorities for the community and provide further guidance for growth, development, and decision-making. The pillars are influenced by the key themes from the public input. Through this process, the following eight pillars were identified.

- Great Places and Neighborhoods
- Great Businesses
- Great People
- Great Entertainment
- Great Natural Environment
- Great Institutions
- Great Services
- Great Quality of Life




EMERGENCY
UTHealth
East Texas