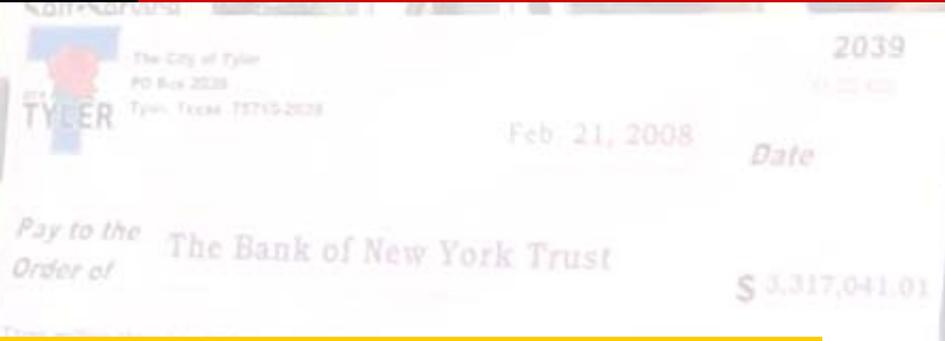


# TYLER 21



## Tyler 21 One year later

*January 28, 2009*

VOTE YES



## What is a comprehensive plan?

- Comprehensive planning engages community members in discussing and reaching a **consensus on the future** they desire for the city.
- A Comprehensive Plan:
  - provides **policy and strategic guidance on the physical development and redevelopment** of the city.
  - guides a community to **actively seek positive change and deflect negative change**, rather than simply react after change has occurred.
  - provides **predictability for developers, businesses and residents.**
  - helps **communities save money because they plan for orderly investment** in services, facilities and infrastructure.
  - helps communities **preserve the sense of place and identity** that make them unique.

# TYLER 21



## Tyler 21 Public Outreach

- Plan took 18 months to draft due to significant citizen input
  - 1000 people took part in developing the plan
  - Scientific survey of 5,000 Tylerites
  - Community Visioning Retreat (300 participants)
  - Comments posted on the Tyler 21 website
  - Focus groups and personal interviews
  - Neighborhood meetings
  - Public displays – opportunities for feedback

# TYLER 21



## 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 

# TYLER 21



## Tyler 21 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...”

# TYLER 21



## Tyler 21 Plan Adoption

- Adopted by Council in Nov. 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.*
  - *Is linked to overall goals and policies.*
  - *Contains strategies and action items for achieving the goals.*

# TYLER 21



## Highlights: Downtown Revitalization

- ETSOA moved administrative offices downtown;
- City purchased Liberty Theatre and is partnering with ETSOA to renovate into a performance hall that will be an East Texas entertainment destination;
- Main Street established as new City Department – director hired;
- Lease of Main Street office space in downtown – will also include art gallery and visitors center;
- Half Mile of History launched;
- Started development of an arts coalition to promote the arts downtown;
- Business, arts and culture district (DBAC) established;
- Downtown TIRZ formed;
- Purchase of several acres of property in downtown for potential second square – residential use.

# TYLER 21



## Highlights: North End Revitalization

- Neighborhood Services Office opened in North Tyler on Gentry Blvd.;
- Hired redevelopment specialist;
- Information on home buying has been consolidated in one kiosk;
- First Time Home Buyers event held at Glass Recreation Center;
- Housing Infill Program (HIP) launched in partnership with others;
- Pro-Active Code Enforcement (PACE) program launched;
- Established City sponsored voluntary demolition program;
- TIRZ established in Northchase/Texas College area;
- Neighborhood Empowerment Zone (NEZ) piloted on North Broadway;
- Long-term lease executed with Tyler Youth Golf Foundation for First Tee Chapter program and facility adjacent to Woldert Park;
- Safe Routes to School project in design phase (Hillsboro and Gentry to Douglas Elementary);
- Partnering with TxDOT for Gentry Parkway landscape enhancements;
- Issuance of UTILITY revenue bonds to fund water and sewer extensions on North Broadway and up Hwy 69 corridor.

# TYLER 21



## Highlights: Cong. Mitigation & Transportation

- Unified Development Code (UDC) established policies for review of Master Street Plan (MSP);
- Flashing Yellow Signals installed at 10 locations;
- Access management guidelines incorporated into new UDC;
- Retiming of 1/3 of traffic signals annually;
- MSP added bike lane corridors;
- Traffic Impact Analysis required for certain developments in new UDC;
- Monitoring of truck traffic, signage, enforcement & communication of trucking routes to large shippers;
- Dialogue with MPO and NETRMA regarding regional transportation issues;
- Installation of Adaptive Control Signals (ADS);
- Extension of Rose Rudman Trail;
- Construction/design of new major east-west routes underway;
- Extension of Loop 49;
- Redesign of key Broadway intersections complete and incorporated into Half Cent program planning;
- New multi-year planning and prioritization now underway for 10 year CIP.

# TYLER 21



## Highlights: Historic Preservation

- Neighborhood Conservation Districts enabled via new UDC;
- New Local Historic District Overlay approved with design guidelines according to Secretary of Interior Standards for Rehabilitation;
- Brick Streets Committee duties consolidated into role of Historic Preservation Board (HPB);
- Historic preservation officer designated;
- Process established to notify HPB of demolition candidates located in a National Historic District;
- Increased training of staff for historic preservation;
- Launched Half Mile of History;
- Continuation of historic preservation tax incentives.

# TYLER 21



## Highlights: Parks, Rec., Open Space & Lakes

- Established urban forestry program and hired arborist/urban forester;
- Preferred tree list adopted as part of UDC;
- UDC encourages street trees, enhanced provisions to save existing trees, and requires planting of shade trees in parking lots;
- Process established to review disposition properties for Parks use;
- Completed LeGrand Gardens Master Plan;
- LeGrand Gardens at Goodman Museum designated world's first Earthkind™ botanical garden by TAMU;
- Construction of Chamblee Rose Garden at LeGrand Gardens underway;
- Partnering with TISD on school/park sites;
- Lake Tyler Roundtable appointed, two meetings held to date;
- Annexed Lake and City-owned property on north side of Lake Bellwood;
- Commissioned master plan of Lake Bellwood.

# TYLER 21



## Highlights: Housing & Neighborhood Identity

- HIP program launched (9 available, 70 in pipeline);
- Assisted with tax credits for Moore Grocery Lofts and Lakeview Apts.;
- Launched pilot NEZ, partnering with Northchase development in providing major utility infrastructure and development fee exemptions;
- First Time Home Buyers Seminar conducted through Neighborhood Services;
- Began process of extending utility infrastructure to areas of priority growth;
- On-going major investment in roadway arterials via Half Cent program;
- Changed CDBG target area rotation to annually;
- Partnering with Habitat for Humanity to offer homebuyers' counseling;
- Marketing of Code Enforcement efforts (PACE) – public education, City Code enforcement team established and encouraged neighborhood groups to report code infractions;
- Establishing mixed use district zoning in UDC (North Chase and Oak Hollow underway);
- Enhanced sign ordinance requirements in new UDC.

# TYLER 21



## Highlights: Public Facilities & Services

- Built two new fire stations and updated Fire Department six year plan;
- CIP prioritization project underway for Half Cent program;
- Steps taken to hire a more diverse workforce for Police and Fire;
- Wireless hotspots created at City facilities and Fire Stations;
- \$5 million in utility revenue bonds issued for expansion of utilities in underserved areas; \$20 million more planned; Bond rating upgraded;
- Developed water conservation plan; adopted as ordinance and on web;
- 400 acres permitted as a landfill – Allied Waste permit to service Tyler for 100 years;
- Household hazardous waste events conducted;
- Tripled the number of curbside recycling customers through marketing, creation of Recycling Committee and Tyler Recycles Day event;
- Subdivision regulation for infiltration of storm water adopted;
- Launched PACE program, enhanced use of technology for Code officers and promoted ways to report Code violations (web, public meetings, etc.)

# TYLER 21



## Highlights: Business & Economy

- Adoption of business incentive guidelines;
- Enhanced representation on TEDC Executive Committee;
- Mayor and State Senator initiated quarterly luncheons to discuss local community issues;
- Expanded support of tourism (Azalea Trails, Rose Festival, Rose Garden enhancements, LeGrand Gardens);
- Rose Garden brochure developed;
- Tourism programs added to Channel 3; Goodman tour filming is complete – will be a podcast;
- Chamber Retail Task Force established and retail market survey completed;
- Issued revenue bonds for utility extension to promote development in all directions;
- Phase II of TISD capital campaign approved;
- Airport incentives adopted;
- Pay-as-you-go policy for infrastructure, elimination of general obligation debt, and low taxes maintain business friendly environment.

# TYLER 21



## Implementation... Keeping the Momentum

- ✓ Implementation plans expanded and up to date.
- ✓ A City staff member(s) has been made responsible for each action item, and a Key Leader is designated for each chapter.
- ✓ Action plans are reviewed monthly with City Key Leader Group.
- ✓ Icons have been added to the City Council agendas to track and highlight items related to implementation of the Plan.
- ✓ An annual review will be brought forth to the Steering Committee and City Council.

# TYLER 21



## Questions & Comments

