

TYLER 21

Building Our Future Together



Tyler 21 Town Hall Forum
October 1, 2007

AGENDA

- *Why we did it:* shaping our growth in the 21st century
- *How we did it:* a community-based plan
- *What's in the Plan:* from downtown to the extra-territorial jurisdiction
- *How we will put the plan to work:* from plan to action
- *Finding out more about the plan*

Why We Did It

Shaping Our Growth in the 21st
Century

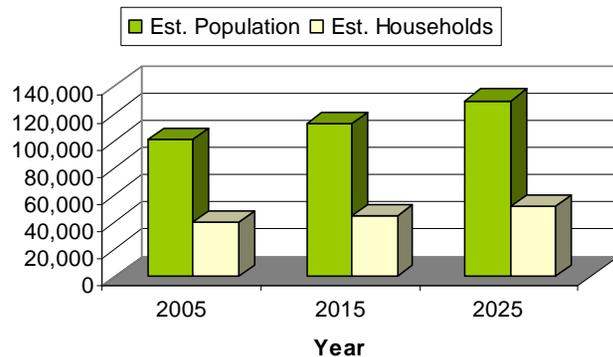
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For high quality growth in the next 20-25 years

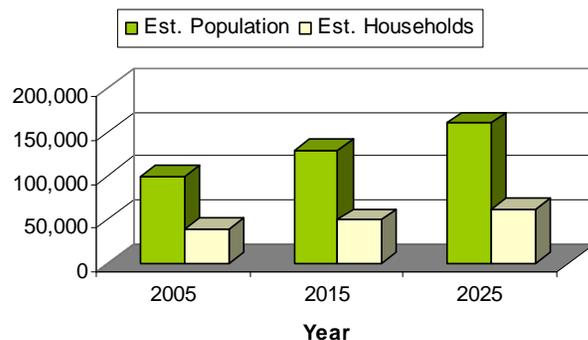
**City of Tyler Population and Household Estimates
2005, 2015, 2025**

Source: PASA Demographics, US Census.



**Smith County Outside Tyler Population and
Household Estimates 2005, 2015, 2025**

Source: GCA estimate



To accommodate new households - 2005-2025

- 11,400 new households within today's city limits
- 23,000 new households in Smith County (excluding current city area)
- If the city expands by 2025 to capture half of the new households, population will go from over 101,000 in 2005 to over 138,000 in 2025.

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How We Did It

A Community-Based Planning Process

A Community-Based Plan

- Public opinion survey
- Interviews and focus groups
- Community visioning retreat
- Neighborhood open houses
- Vision display sites
- Workshops for downtown and the North End
- Working Group discussions
- Informational presentations
- Steering Committee discussions and oversight
- Town Hall Forum and open houses



Vision

- Commitment to community ... Robust business environment ... Beautiful public places
 - Sense of place and community in every part of the city
 - Excellence in design for public places
 - Safe, interconnected neighborhoods
 - Superb transportation system
 - Flourishing economy
 - Vibrant downtown
 - Efficient, forward-thinking, and fiscally-responsible city government
 - Strong public-private and regional partnerships

Principles to Guide the Plan

principles

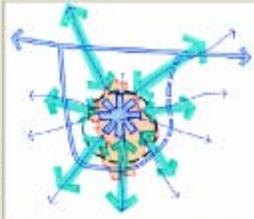
CONNECT PEOPLE TO ONE ANOTHER AND IN COMMUNITY:

- 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 to 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

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What's in the Plan?

From Downtown to the Extra-Territorial Jurisdiction

Two District Plans

- Downtown Master Plan
- North End Revitalization Plan



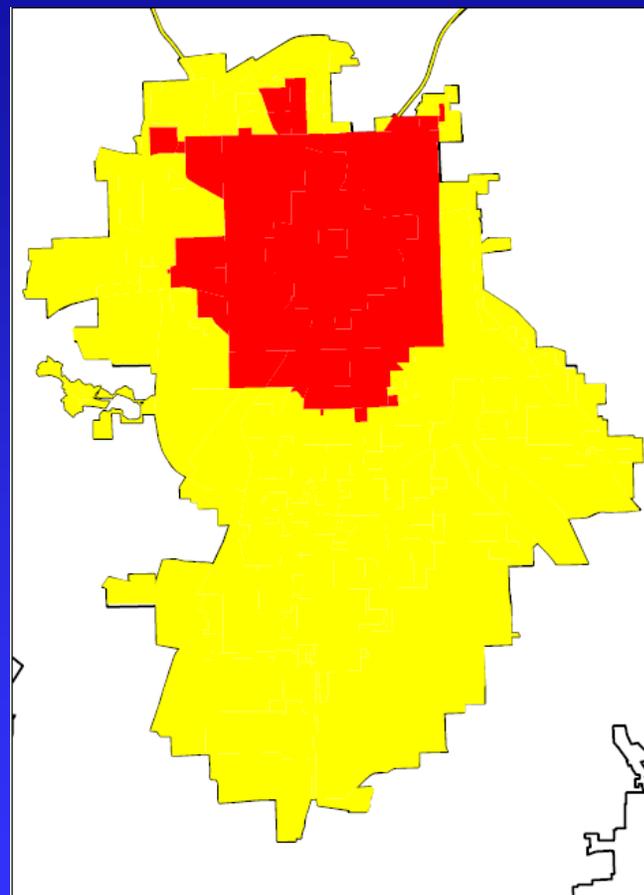
Six Citywide Elements

- Historic Preservation
- Parks, Open Space, Recreation & Lakes
- Housing, Neighborhoods & Community Identity
- Business and Economy
- Transportation and Circulation
- Public Facilities and Services



Two Implementation Guidance Chapters

- Future Land Use and Annexation Guide
- Implementation Plan



Key Themes of the Plan

- Protect Tyler's *heritage*
- *Shape* future *growth*
- Improve Tyler's "*public realm*"
- Create a "*destination downtown*"
- Bring *new housing* to revitalization areas
- Balance *access and mobility* in future transportation investments
- Preserve a *business-friendly* environment
- Achieve Tyler 21 goals through *partnerships*

Downtown Master Plan

Destination Downtown

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A Mixed Use Downtown

- Housing is the key to reviving downtown--and the market is favorable
- A walkable environment will attract downtown housing development
- Public investment in streetscape and public spaces will create a walkable environment
- Walking and biking connections to the Medical District will attract medical workers to live downtown



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A Mixed Use Downtown

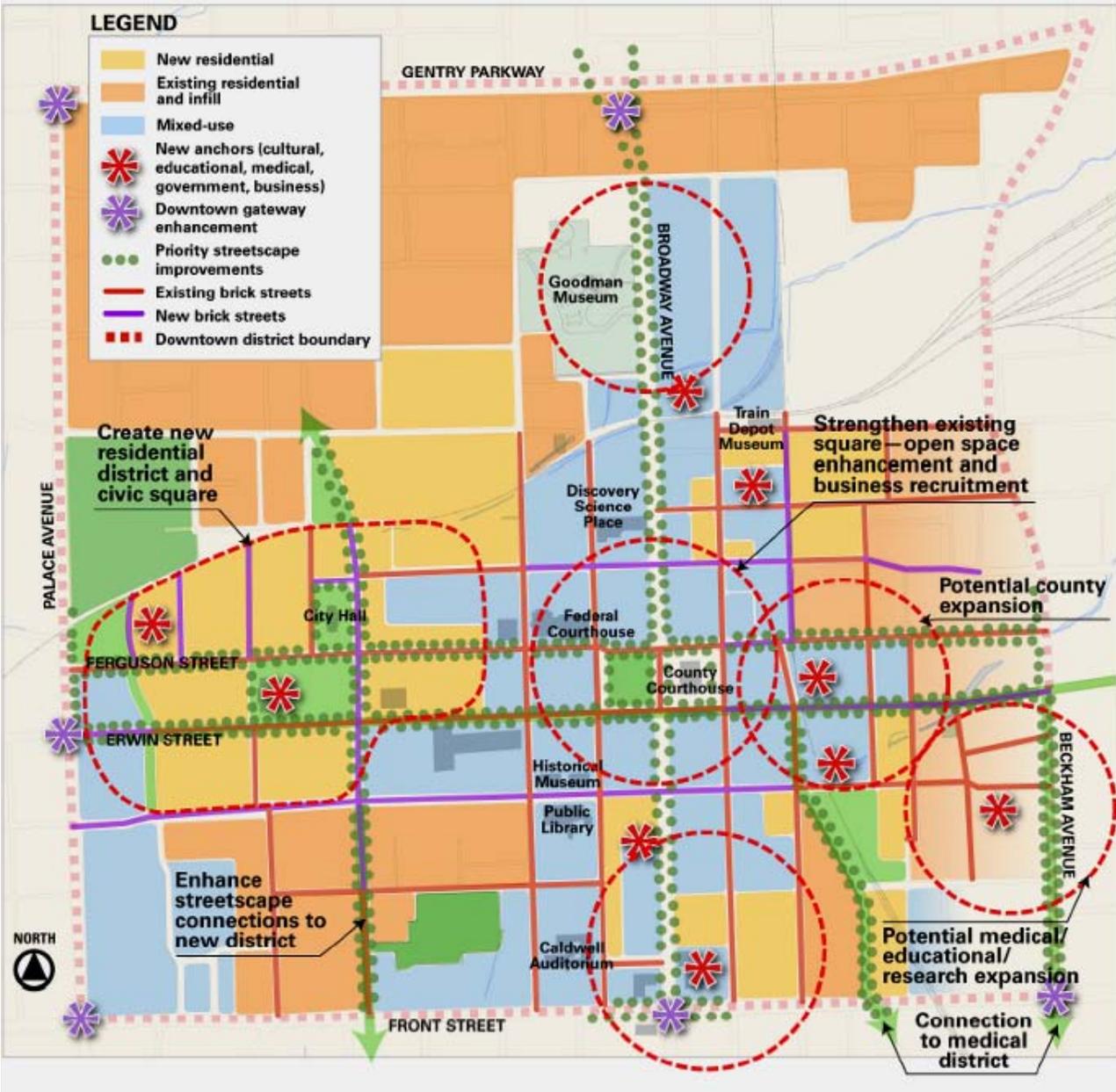
- Design and development guidelines will advise developers about desired results
- A new downtown neighborhood will attract shops, cafes, entertainment and businesses
- Public-private partnerships will lead the transformation of downtown



TWO-SQUARE DOWNTOWN

LEGEND

- New residential
- Existing residential and infill
- Mixed-use
- New anchors (cultural, educational, medical, government, business)
- Downtown gateway enhancement
- Priority streetscape improvements
- Existing brick streets
- New brick streets
- Downtown district boundary



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North End Revitalization

New Housing, Parks and
Businesses

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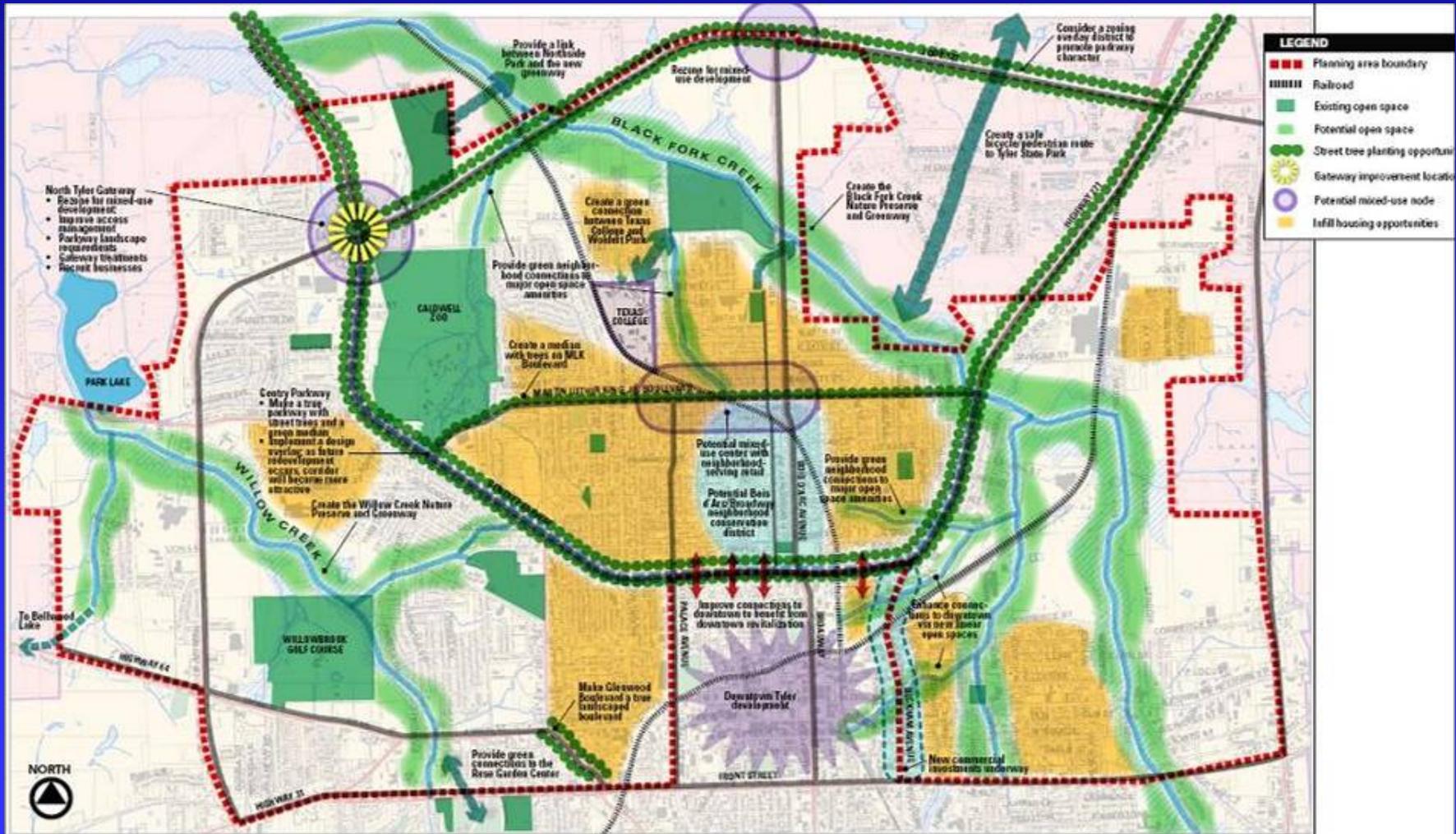
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North End Revitalization

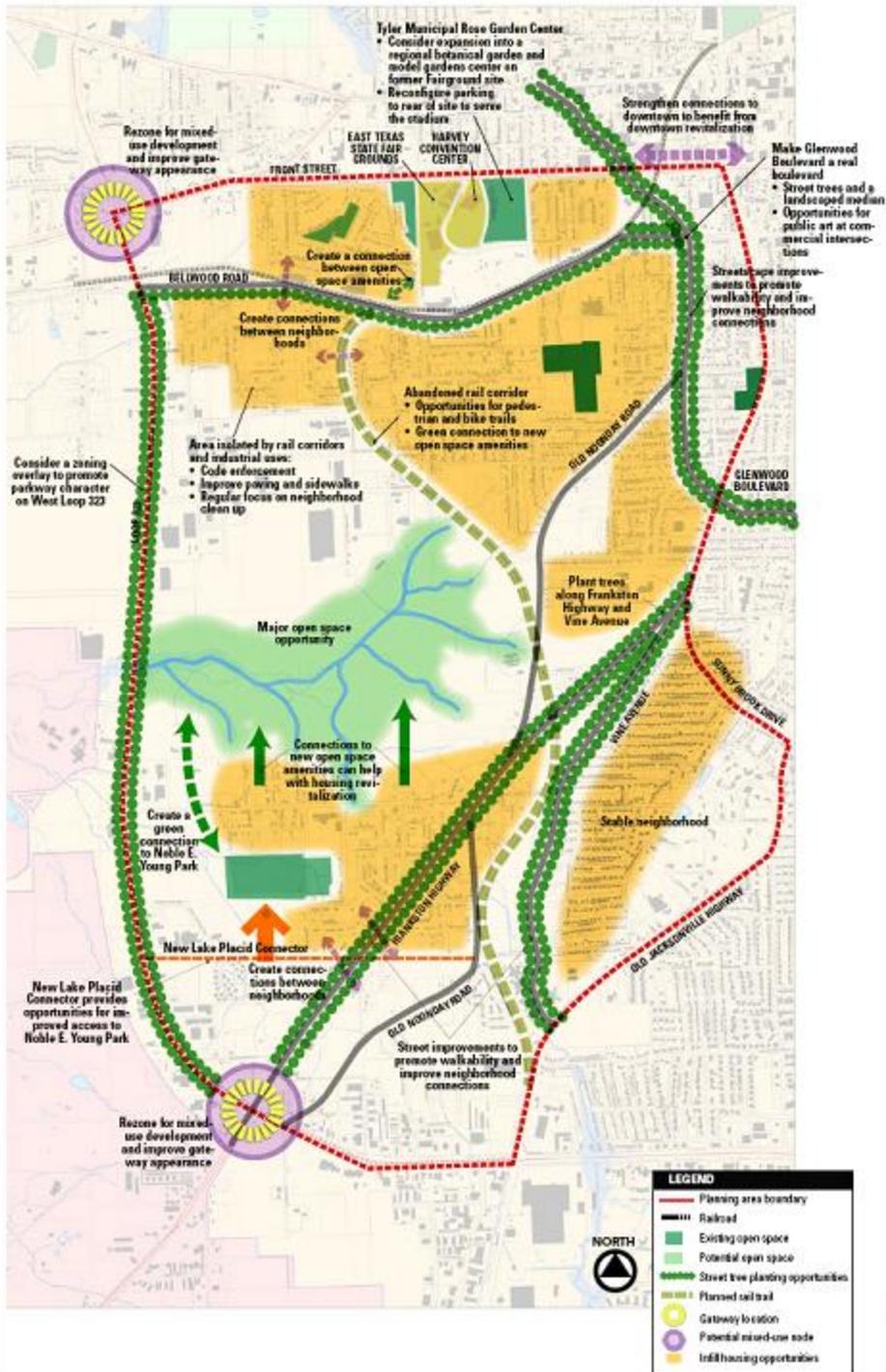
- Linked to downtown success
- New development and amenities
 - 3,000 more households
 - Mixed-use centers
 - Nature preserves and greenways
- Neighborhood improvements
 - Code enforcement
 - Public investment in amenities
 - Historic preservation
 - Credit counseling for first time homebuyer assistance



North End (North) Plan



North End (West) Plan



Neighborhood Commercial Area (MLK & Bois D'Arc)



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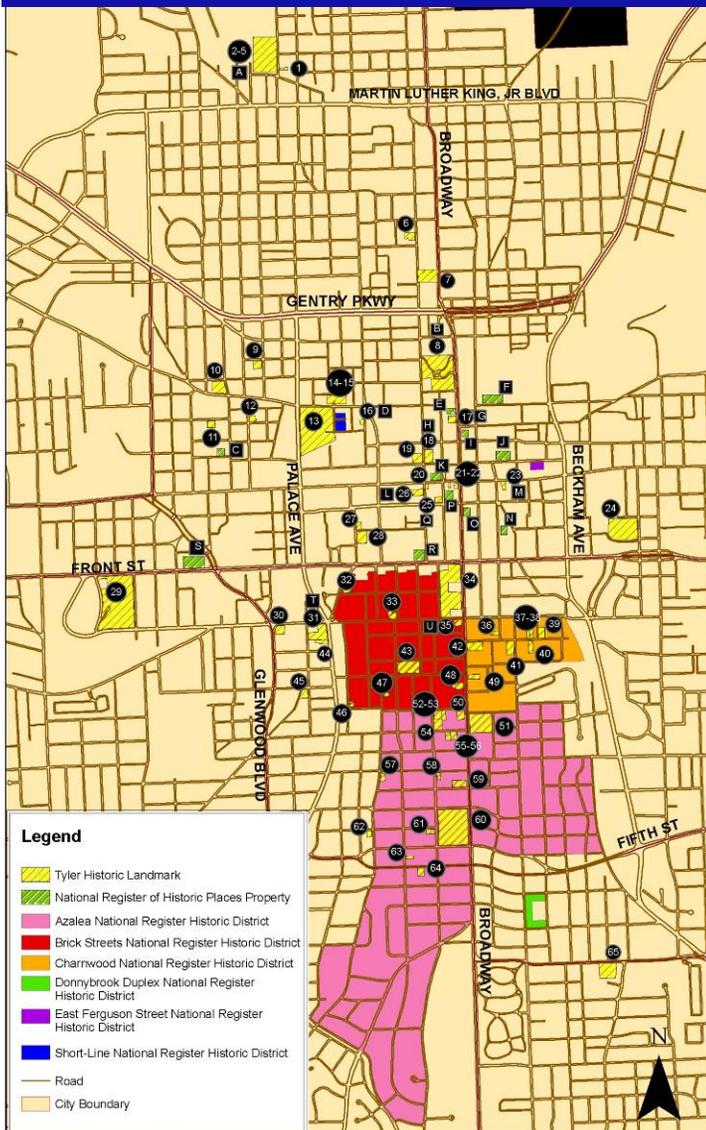
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Historic Preservation

Protecting Tyler's Heritage

Historic Preservation

- Community-driven regulation:
 - Neighborhood Conservation Districts based on property owner petitions
- Guidance on historically appropriate renovation and additions
- Pilot local historic district



Historic Preservation

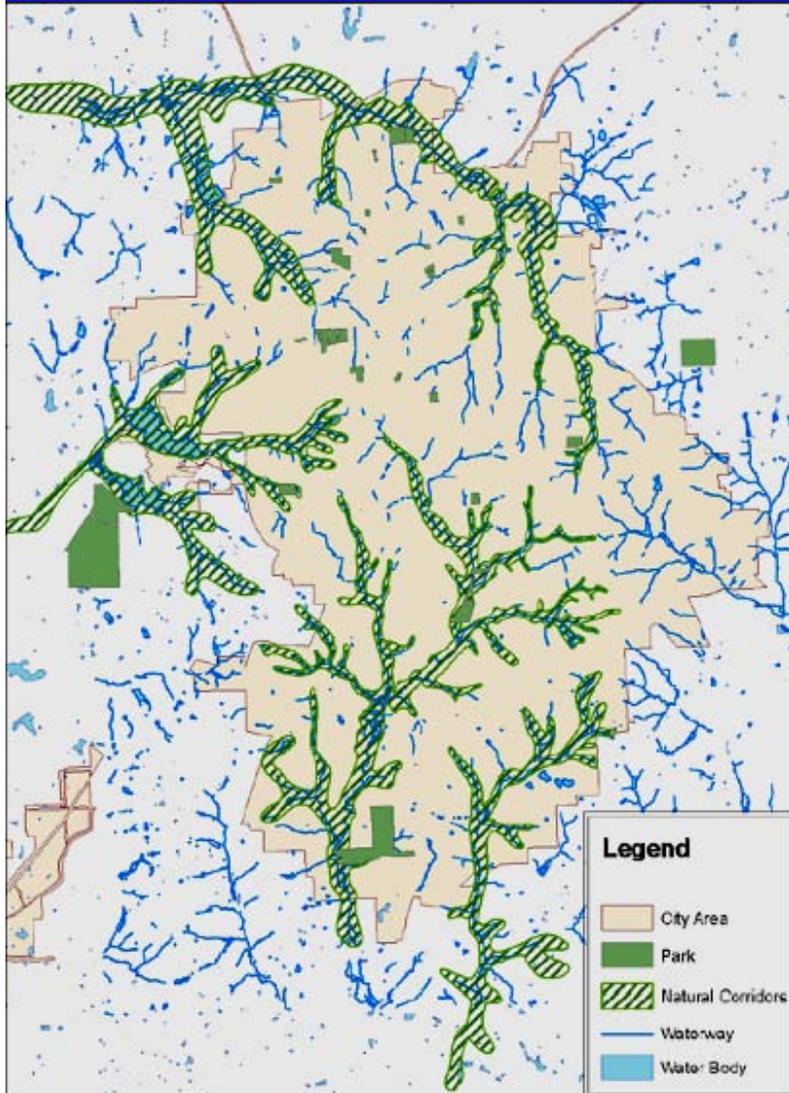
- Additional historic designations
- Brick streets maintenance
- Support for historic preservation activities



Parks, Open Space, Recreation and Lakes

Preserving and Enhancing
Tyler's Green Spaces

Parks, Open Space, Recreation, Lakes



- Greenway trails in the floodplains
- Plant trees in public places and explore a city tree nursery
- A “walk-to” park for every resident

Parks, Open Space, Recreation, Lakes



- Preserve remaining public land at the lakes for public, nature-based recreation
- New parks to serve new development through Parks and Open Space Trust Fund and other strategies

Housing, Neighborhoods and Community Identity

Housing Choices and Sense of
Place

Housing, Neighborhoods and Community Identity

- Provide a variety of housing types and affordability levels
- Protect and enhance existing established and stable neighborhoods
- Create compact, mixed-use centers – live, shop, work and play
- Enhance the public realm and establish design standards for walkability
- Promote connectivity rather than isolated developments
- Create district plans to guide development



Walkable Neighborhood Commercial Areas



NOW



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Mixed-Use Centers: Low-Rise and Mid-Rise



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Higher Density Mixed Use Centers at Important Intersections... like Broadway and the Loop



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Compact Village Development for South Tyler and the ETJ



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Business and Economy

Supporting a Diverse Economy

Business and Economy

- Continue to foster a business-friendly environment:
 - low property taxes
 - streamlined development process
 - capital improvements without debt
- Establish Tyler as a top-75 regional retail market



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Business and Economy

- Expand support for tourism
- Continue to provide infrastructure to support the economy

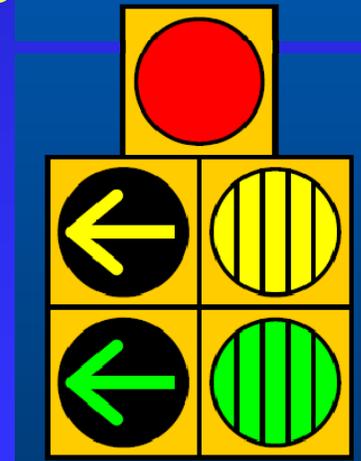


Transportation and Circulation

Transportation Choice:
It's Not Just About Cars

Coordinate land use and transportation decisions

- South Broadway congestion mitigation improvements
- Access management improvements
- New east-west street connections through the Master Street Plan
- Pedestrian and sidewalk plan
- Traffic impact analysis for large projects
- Boulevard and parkway plan

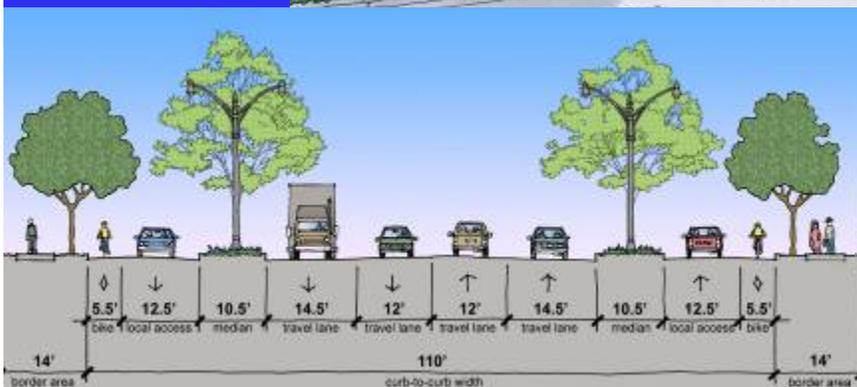


Access Management



*Internal
access street*

Long Term Boulevard and Parkway Plan



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Public Facilities and Services

Efficient and Cost Effective
Government

Public Facilities and Services

- Become the countywide service provider:
 - drinking water
 - waste water
 - solid waste (continue)
- Expand facilities and services to support existing growth
- Use public facility investments to anchor mixed-use centers and village commercial centers
- Preserve natural drainage where feasible and otherwise manage drainage as an amenity



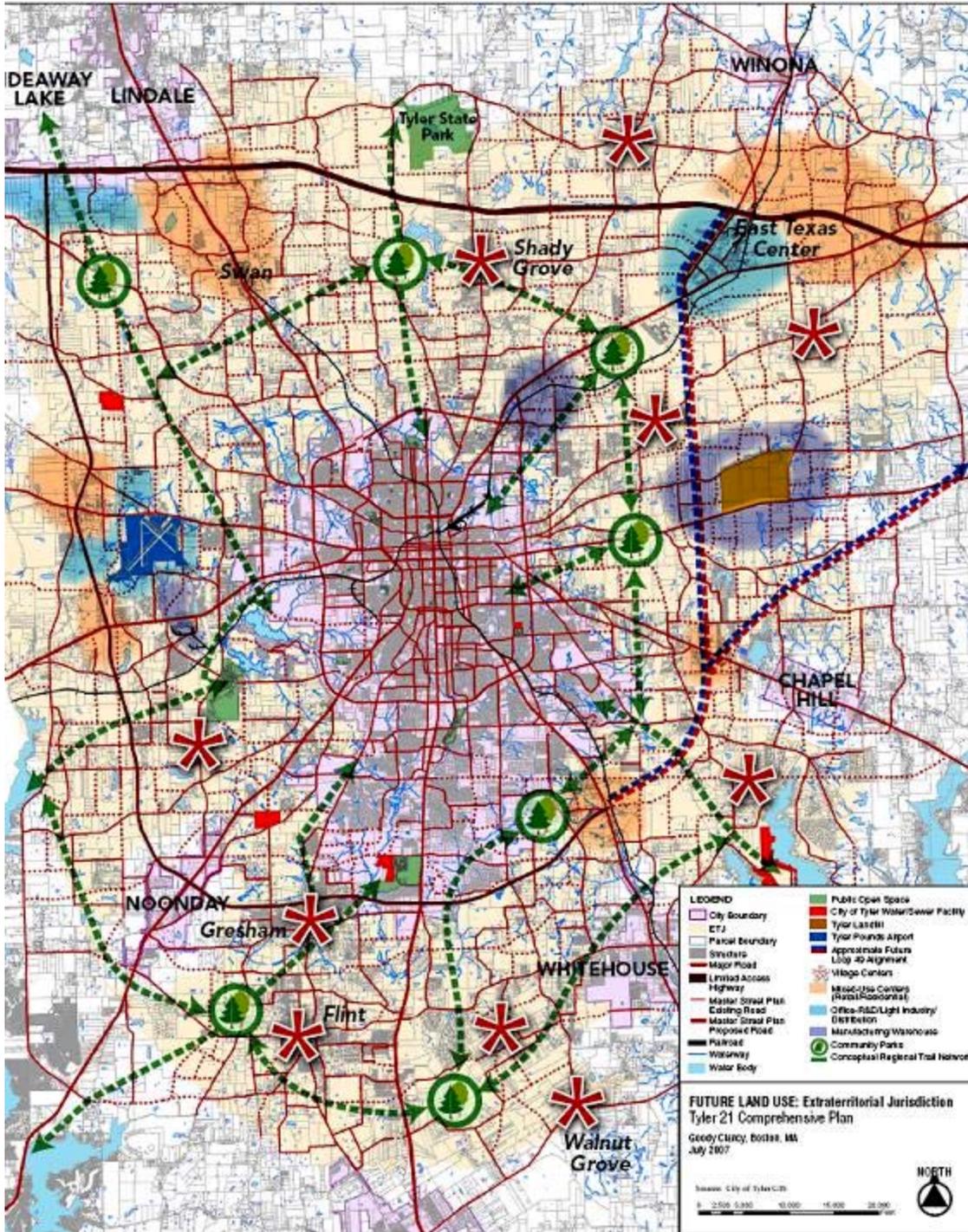
Public Facilities and Services

- Prepare a public library master plan
- Prepare a master plan for the combined Rose Garden, Harvey Convention Center, and Fairgrounds site
- Make city facilities and operations a model of resource efficiency
- Meet city government space needs by enhancing current facilities



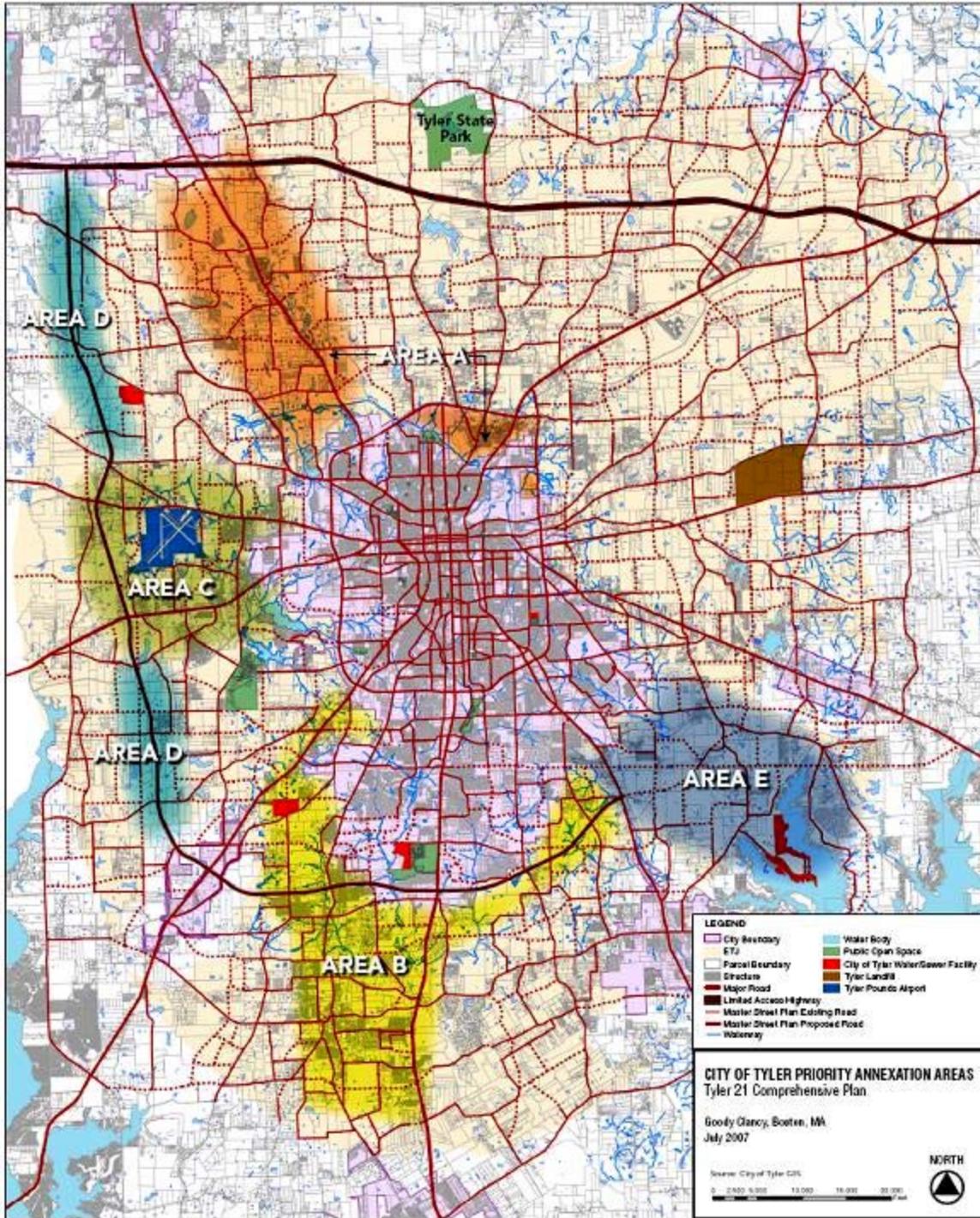
Future Land Use and Annexation Guide

Land Use Decision Making to
Shape Growth



ETJ Land Use Guide

- Limited city ability to shape growth
- Conceptual locations of potential land uses, parks, green connections, and neighborhood centers



- Priority annexation areas

How We Will Put the Plan to Work

From Plan to Action

Stewardship

- Annual progress report to the City Council
- Use of the Comprehensive Plan in city departmental work plans and capital improvement plans
- Public meetings every three to five years to review vision, goals and principles
- Complete updating of the Comprehensive Plan at least every 20 years

Action Plan

- GOAL to be achieved
- WHAT is the strategy?
- HOW do we implement it?
- WHO will be responsible?
- WHEN will the action take place?
- WHERE is the possible funding?

TYLER 21 TRANSPORTATION ACTION PLAN					
Short-Term Actions (2007-2011)		Intermediate Actions (2012-2017)		Long-Term Actions (2018+)	
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Improve the appearance and function of arterial roads throughout Tyler.	Explore a long-term Boulevard and Parkway Plan for major and minor arterials.	Develop a plan that evaluates roads such as Loop 323, Gentry, Martin Luther King, Jr. Boulevard, Glenwood, South Broadway, and Beckham/Troup, for boulevard and parkway options consistent with expected vehicle traffic and potential for alternative travel modes.	Staff designated by City Manager	2012-2015	Current staff time; consultant services; general funding
		In exploring the potential for changing road configurations, use temporary barriers or striping, accompanied by public information campaigns, to test the impacts of alternatives.	Staff designated by City Manager	2009-2011	Current staff time; consultant services; general funding
		Include the roads suitable for boulevard or parkway treatment in the Long-Range Transportation Plan and the TIP.	MPO	2010 and ongoing	Current staff time; Half Cent Sales Tax funding
		Obtain funding and begin construction.	City Council; Half Cent Sales Tax Board; MPO	2012-2030	Half Cent Sales Tax funding; MPO funding
Encourage efficient travel alternatives to transportation by car, and condition of usable streets.	Include pedestrian and bicycle modes in planning for all road improvement or construction projects, as appropriate to road classification and surrounding existing and future land use.	Include study of pedestrian and bicycle existing conditions, potential demand, and potential facilities in all road improvement studies and, as feasible, designs.	MPO/TxDOT, Staff designated by City Manager	2008 and ongoing	Current staff time; consultant services; MPO funding
		Include pedestrians and bicyclists in traffic counts and	MPO, Staff designated by City Manager	2008 and ongoing	Current staff time; consultant services

TYLER 21 NORTH END ACTION PLAN					
Short-Term Actions (2007-2011)		Intermediate Actions (2012-2017)		Long-Term Actions (2018+)	
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Focus attention on neighborhood improvement, new housing development, and marketing of neighborhoods in the North End planning area	Coordinate neighborhood improvement and redevelopment activities in the North End planning area.	Create an interdepartmental North End Working Group to focus on the needs of the North End on a regular basis in a coordinated way.	Staff designated by City Manager	2008 and ongoing	New staff resources and current staff time
		Purchase and renovate the old Regions Bank building on Gentry Parkway to house the Neighborhood Services Department as an example for redevelopment and to better serve the North End.	Mayor and City Council; Staff designated by City Manager	2007	Current staff time; consulting services; general funding
	Create new development opportunities through annexation.	Pursue Priority Area A annexation strategies to the north and west.	Mayor and City Council; Staff designated by City Manager	2008 and ongoing	Current staff time; consulting services; general funding

The Plan in Action: Examples of Early Implementation

- Joint Committee on Code Review
- South Broadway adaptive controls for traffic congestion mitigation
- Tree City application
- Downtown TIF study
- New code enforcement program
- \$25,000 for street tree planting
- First Tee youth golf program at Woldert Park
- Acquisition of Regions Bank building on Gentry

Partners invited for implementation

- Heart of Tyler Main Street
- Planning and Zoning Commission
- County Commissioners Court
- TJC Board of Regents
- Transportation Advisory Board
- Metropolitan Planning Organization
- Smith County Tax Office
- Park and Recreation Board
- TxDOT
- Keep Tyler Beautiful Board
- Metropolitan Chamber of Commerce
- Hispanic Business Alliance
- Tyler Area Chamber of Commerce
- Historical Preservation Board
- Tyler Area Convention and Visitors Bureau
- Trees Committee
- TISD
- Rose Festival Association
- Master Gardeners
- Half Cent Sales Tax Board
- Tyler Economic Development Corporation
- Northeast Texas Regional Mobility Authority
- Neighboring Communities
- UT-Tyler
- UT Health Center
- East Texas State Fair
- Tyler Area Builders Association
- Tyler Developers Roundtable
- Library Board
- Potential Tyler Parks Foundation
- Potential Adopt-a-Park or Adopt-a-Spot groups

Finding out more about the Plan

What do you think?

- Questions and answers
- Your comments
- Review the plan on-line at www.cityoftyler.org – and click the Tyler 21 icon **TYLER21**
- Give us your feedback!

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