

planning report



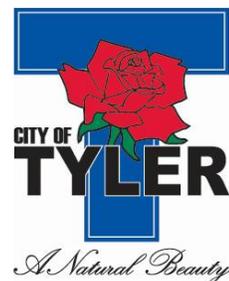
Medical and Tyler Junior College District Midtown Area Development Plan

City of Tyler, Texas

Adopted September 26, 2012



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Prepared by:

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	Acknowledgements.....	3
	Introduction	
	Purpose.....	4
	Background.....	5
	The Planning Process.....	7
	Existing Planning Documents.....	8
	Public/Stakeholder Involvement	
	Introduction.....	16
	Meetings.....	17
	Stakeholder Issue Identification.....	20
	Existing Conditions	
	Introduction.....	26
	Study Area.....	27
	East Texas Medical Center.....	28
	Trinity Mother Francis.....	29
	Tyler Junior College.....	30
	Future Land Use.....	32
	Study Area Demographics and Growth.....	33
	Existing Zoning.....	34
	Transportation/Pedestrian Connections.....	35
	Environmental/Aesthetic Enhancements.....	39
	Existing Neighborhoods.....	41
	Analysis	
	Introduction.....	47
	Land Use.....	49
	Zoning.....	55
	Transportation/Pedestrian Connections.....	56
	Environmental/Aesthetic Enhancements.....	60
	Existing Campuses.....	63
	Existing Neighborhoods.....	64
	Recommendations	
	Introduction.....	67
	Summary of Recommendations.....	67
	Vision.....	68
	Land Use.....	69
	Zoning.....	74
	Transportation/Pedestrian Connections.....	79
	Environmental/Aesthetic Enhancements.....	86
	Implementation Strategies.....	91
	Significant ADP Action Items.....	96
	Appendix	
	Meeting Minutes.....	108

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Tyler Transit
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Introduction

In March 2011, the City of Tyler engaged in the process to produce an Area Development Plan (ADP) to focus on the relationships between East Texas Medical Center (ETMC), Trinity Mother Frances (TMF), Tyler Junior College (TJC), as well as the surrounding neighborhoods and commercial areas.

This ADP is designed to complement the goals of ETMC, TMF, and TJC, preserve and enhance the surrounding neighborhoods and provide opportunities for existing and new development of commercial and residential uses. It is a working document and can assist the City of Tyler in prioritizing implementation items and future projects.

Purpose

This ADP provides a process to make informed decisions, manage growth in an orderly fashion, and guide development of the physical environment. The planning process included the City of Tyler, local residents and business owners. The purpose is to build a consensus and provide a vision for the study area's growth and development. The planning team assessed the impacts of ETMC, TMF, and TJC's growth on land uses and circulation while considering the future needs and identity within the community. Implementation of this plan will ensure the City of Tyler can continue to provide services in a planned and organized fashion and help to make the community's visions a reality.

The ADP focuses on three key areas:

Land Use/ Zoning- The ADP provides assessment of current and proposed land uses and zoning, as well as assessment of existing neighborhoods. Recommendations were made on existing neighborhoods, land uses and campus/hospital expansion.

Transportation/ Pedestrian Connections- The ADP provides assessment of existing and proposed roadways. In addition, the ADP looks holistically at multi-modal transportation routes and arrival points, pedestrian crossings and streetscape.

Environmental/ Aesthetic Enhancements-

The ADP focuses on creating a district image, which includes streetscapes, signage, architecture, landscape and site elements, to create a sense of place.

Additionally, public and stakeholder involvement is a key component for the success of any plan. Throughout the project, public meetings were held to identify issues and build a consensus. Stakeholder meetings, breakout sessions and questionnaires provided critical input and formed the basis for recommendations.

Background

The Medical/TJC ADP is in response to the Tyler 21 Comprehensive Plan. Tyler 21 outlines principles for development, circulation needs and quality of life issues facing Tyler citizens. The Medical/TJC ADP is intended to take Tyler 21 a step further and study, specifically, the 1,061 acres encompassing the Medical/TJC area. The City of Tyler has invested in planned improvement overlay projects for Dawson Street, a sewer rehabilitation project along Douglas Boulevard and Baxter Avenue and sidewalk improvements in the areas around Front and Houston streets. Recent City, ETMC, TMF, and TJC activities made it apparent that all entities had plans for the area and each recognized the need to collaborate to ensure a successful vision. After initial communication, it was clear that each stakeholder had similar needs and should capitalize on a working relationship and a community partnership.

ETMC:

Established in 1952, ETMC started with the mission “Bringing to the people of our region the care they deserve, Care that is first in East Texas, second to none.” ETMC started their journey as a hospital drawing referrals from surrounding healthcare facilities. The regional service philosophy originated in the mid 1970’s, which led to the ETMC Regional Healthcare System. During this time a study showed that outside Smith County patients accounted for more than half of the patient days at ETMC-Tyler, but no organized effort was being made to refer relationships with hospitals in other East Texas communities. The organization of the system was setup to provide the primary care in the rural health clinics. The local ETMC affiliate hospitals would provide the secondary care. ETMC-Tyler would be the high-level secondary and tertiary care provider. ETMC had two goals during the 1970’s. First, to create formal relationships with East Texas communities; and second to diversify the range of services ETMC could make available to those communities. More than a million people call East Texas home, and every year ETMC serves more than 300,000 of them.



TMF:

In 1885, Mother Frances traveled with 11 other Sisters to Chicago, founding a hospital and schools in the Polish community there. The Sisters came to Texas in 1927 to teach in schools and care for the sick. It was in 1937 that the Sisters of the Holy Family of Nazareth came to Tyler from the Sacred Heart Province in Chicago to open Mother Frances Hospital. In 1937, as America was struggling through the Great Depression, the Catholic Order of the Sisters of The Holy Family of Nazareth was committed to bring a modern hospital to Tyler. Mother Frances Hospital was scheduled to open on March 19; however, the opening day dedication that was planned never happened. Mother Frances was called on to open one day early to care for victims of the New London school disaster. Numerous expansions and additions over the last seven and one-half decades have turned the once modest hospital and small clinic into Smith County's largest employer and one of the highest rated integrated health systems in the United States. Mother Frances Hospital and Trinity Clinic are part of Trinity Mother Frances Hospitals and Clinics, which employs over 4,000 people and includes six hospitals and 36 clinics with over 300 physicians and mid-level providers located throughout the region. A national leader in patient satisfaction, advanced technology and quality initiatives, Trinity Mother Frances is a faith-based, not-for-profit organization dedicated to creating healthy lives for people and communities.

**TJC:**

In the 1930s, as the country struggled through the Great Depression, only 200 students were enrolled. However, the prosperity of the 1940s signaled major changes. In 1945, Tyler voters overwhelmingly approved a measure to create a junior college district and issued \$500,000 in bonds for the College. The expansion of the College included new facilities and new full-time faculty members. After 80 years, Tyler Junior College offers more courses in any single major division than were offered in the entire curriculum in 1926. The College now has an enrollment of approximately 10,000 students each fall semester. TJC's average class size is 21 students, with approximately 265 full time faculty who average more than 20 years college instructor experience. TJC offers on campus housing for more than 1,000 students in nine residence halls. TJC's mission statement is "To provide a comprehensive collegiate experience that is anchored in the rich traditions of a quality education, vibrant student life and community service." Their vision statement is "To be the region's premier comprehensive community college, recognized internationally for its academic and workforce programs, student life and community engagement."

The Planning Process

The planning process was kicked off in March 2011 and continued through June 2012. The development was conducted in four phases: Visioning, Data Gathering, Analysis and Recommendation phases.

Visioning Phase

The Visioning Phase defined “Who, What, When, Where, and How”. During this phase, team members were introduced, goals were defined, schedules were outlined, a working plan was produced, and issue identification began. The Medical/TJC ADP began with a client kick-off meeting conducted by the City of Tyler staff. This meeting introduced the primary project team members from the City staff to City leadership, ETMC, TMF, and TJC. The kick-off meeting defined expectations, set goals, and outlined the ADP process. The kick-off meeting established key points of contact, specific stakeholder groups, project timelines and milestones, client and consultant tasks, and the review process.

Data Gathering

During the Data Gathering, the planning team compiled data through meetings, surveys, interviews, ordinances, plans, city maps, and conducted multiple site visits to organize essential baseline information. Information critical to a successful plan is often dispersed throughout many resources. Committees, stakeholder groups and individuals have bits and pieces of data, but rarely does anyone or any group possess all the data. Data gathering enabled the planning team to locate and collect this information and share it with all decision makers. Once organized, this data formed the knowledge base from which the analysis and recommendations were developed. The planning process engaged major stakeholders to build a consensus on opportunities and constraints for the ADP. This phase included a stakeholder meeting in which the ADP project and process were introduced to the participants. The meeting included mapping exercises to identify key elements and surveys to gain insight on the area’s critical issues.

Analysis Phase

During the Analysis Phase, the planning team gave thorough consideration to the existing conditions and the data gathered from the previous phases. Issues were summarized and potential recommendations were explored during design charrettes, conceptual planning and analysis mapping exercises. The team initiated a process of exploration that involved decision makers and staff to form preliminary solutions. The preliminary recommendations were then presented to the City of Tyler staff for review during a Preliminary Findings and Recommendation Meeting. Freese & Nichols, Inc. was also brought in to provide additional insight. The team received feedback regarding critical ADP issues and further refined the preliminary recommendations based on meeting comments.

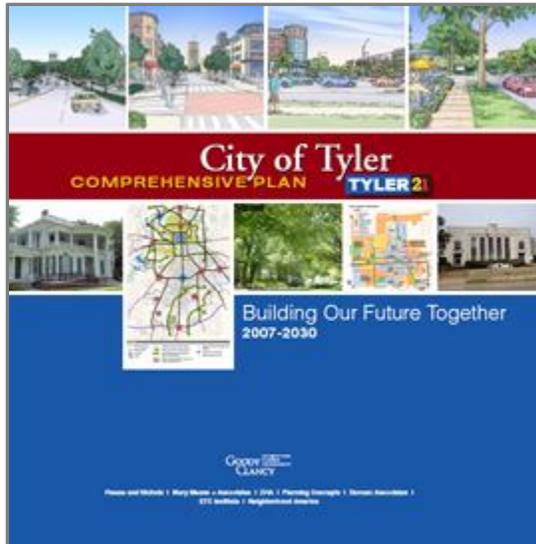
Recommendation Phase

The information developed and refined during the Analysis Phase was then blended into solutions. A preliminary ADP draft of recommendations was presented at a second stakeholder meeting involving the City of Tyler Staff and major stakeholders for review and comment. Upon further collaboration, the team developed an implementation guide that prioritized specification items. The final Medical/TJC ADP was presented for Tyler City Council adoption in xx.xx.xxxx.



Existing Planning Documents

The following are existing studies and documents that currently address the ADP study area. These additional planning documents should be used in coordination with this ADP. For more information about these plans and documents, please contact the Planning Department at 903-531-1175 or visit the City website at www.cityoftyler.org.



Tyler 21 Comprehensive Plan

The Tyler 21 Comprehensive Plan is the City of Tyler's official guide for making decisions about growth and development. The preparation of the plan was in response to Tyler's growth. Tyler 21 was developed by the people of Tyler through the public involvement process, which included public opinion surveys, community visioning retreats, neighborhood open houses, downtown workshops and town hall meetings. The plan was adopted on November 14, 2007 and creates a framework for future actions and a road map for the City's continued growth.

This ADP is a response to implementing several of the Tyler 21 action items. Tyler 21 recommendations, concepts and guidelines that relate directly to this ADP report and were considered during this project include the following Chapters:

Chapter 1: The Tyler 21 Vision Principles

- Connect People to One Another and in Community
- Promote Balanced Growth
 - Promote growth and redevelopment in downtown and all sectors of the City.
- 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 people 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 Space, Parks and Trees in a Connected Network for Recreation and a Healthy Environment
 - Create a network of greenways, parks and open space 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.
- 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, Enhance and Communicate Tyler's Historic Heritage
 - Conserve unique character through preservation of historic buildings throughout the city.
 - Create heritage trails and historic markers to identify diverse aspects of Tyler's history.
- Cultivate an Environment Friendly to Business and Tyler's Medical and Educational Institutions
 - Sustain policies that allow businesses to flourish.
 - Maintain support for the medical centers, colleges, and the university.

- 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.

Chapter 4: Downtown Master Plan

- Support the location of new anchor destinations in downtown with city actions.
 - Explore downtown locations for higher education and medical institutions.
- Create a pedestrian, bicycle and parking plan to enhance access and connections to downtown.
 - Connect downtown to the medical district.

Chapter 6: Historic Preservation

- Maintain the integrity and character of Tyler's historic neighborhoods.
 - Maintain an inventory of Tyler's historic properties.
 - Establish Historic Overlay Districts to preserve structures, sites or areas that have outstanding historical and cultural significance.
 - Maintain and enhance historic elements of the public realm, such as brick streets and street trees.
 - Develop design guidelines—based on the Secretary of the Interior's Standards—that specifically address property features/qualities that are important to Tyler's history and character.
- Identify additional properties and groups of properties important to Tyler's history for designation and protection.

The following historical properties have been identified in the Medical/TJC study area:

- Ramsour House
504 East Charnwood Street
- Littlejohn House
313 East Charnwood Street
- Connally-Musselman House
700 South Broadway Avenue

- Morrell-Pinkerton House
415 East Charnwood
- Willett-Bryant House
621 South Fannin
- Boren House
806 South Broadway Avenue
- Lindsey House
416 East Charnwood

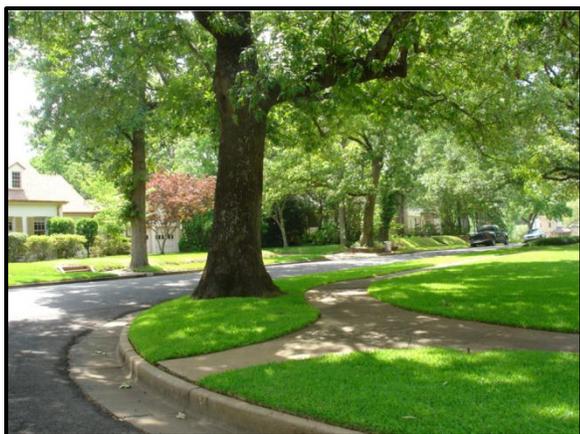
Chapter 7: Parks, Open Space, Recreation and Lakes

- Preserve open space corridors in Tyler for wildlife habitat, nature-based recreation, an attractive public realm, and a healthy environment.
 - Enhance canals, drainage ways and road edges and medians to be attractive city amenities.



- Provide street trees on all city roadways.
- Provide a balanced park and open space system that allows for access and enjoyment by all citizens of Tyler.
 - Pursue a long-term goal of a park within walking distance of every Tyler residence.
 - Provide opportunities for both passive and active use of parks and recreation areas.
- Provide recreation programs and opportunities for children, youth, adults and seniors citizens throughout the City.
 - Continue to monitor and upgrade recreational elements and facilities at existing parks to ensure compliance with current safety standards and current recreational trends.

- Explore the potential for joint park and recreation development, maintenance and programming with T.I.S.D. and other school districts, as appropriate.
- Continue to monitor use of City facilities by private groups and their contribution to upkeep these facilities.
- Be a good steward of parks and public spaces.
 - Landscape small public spaces throughout the City and seek funding support through an “adopt a spot” program.
 - Promote xeriscaping in landscaped medians.



Chapter 8: Housing, Neighborhoods and Community Identity

- Sustain and maintain established neighborhoods
 - Encourage compatible infill residential development in established neighborhoods.
- Concentrate commercial development in compact, mixed-use districts interspersed with lower-density uses and open space along corridors rather than commercial strips.
 - Facilitate and provide incentives for concentration of development in mixed-use districts.
 - Encourage addition of other uses to existing business parks and shopping centers.
 - Establish zoning overlay districts to require improved design standards as properties redevelop.
- Improve function and design of commercial areas.
 - Establish zoning, design and access guidelines for mixed-use and commercial

areas, including tree and landscape standards.

- Enhance Tyler’s public realm with trees, attractive streetscapes, and public gathering places.
 - Establish a context-sensitive design standard for streetscapes as part of the area and district plans and, working with TxDOT on improvements for urban arterials that are state roads.
- Promote building, street and residential subdivision design that is focused on people rather than vehicles.
 - Encourage voluntary use of guidelines for human-scaled and pedestrian-friendly development while accommodating vehicles.
 - Ensure sensitive transitions from nonresidential to residential areas.
 - Preserve and enhance the walkable character of older neighborhoods.
- Promote creation of new neighborhoods rather than isolated subdivisions and/or apartment complexes.
 - Allow apartment complexes to be connected to surrounding areas.

Chapter 9: Business and Economy

- Establish Tyler’s identity as a regional market leader for retail, medical services and higher education.

Chapter 10: Transportation and Circulation

- Improve travel connectivity in Tyler with new road extensions and new roads, as needed.
 - Ensure coordination with TxDOT and neighboring communities on the Master Street Plan.
- Continue to improve traffic safety.
- Improve the appearance and function of arterial roads throughout Tyler.
 - Explore a long-term Boulevard and Parkway Plan for major and minor arterials.
- Encourage efficient travel, alternatives to transportation by car, and creation of livable 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 uses.
- Improve existing public transportation and conditions for future improved service.
 - Promote land use policies that support public transportation with appropriate densities.
- Evaluate traffic impacts of large development projects.
 - Support requirement of Traffic Impact Analysis for projects meeting certain size thresholds.

Chapter 12: Future Land Use and Annexation Guide

Principles To Guide Future Land Use

- Preserve existing single-family neighborhoods.
- Preserve major drainage corridors for park location and trail development in linear greenways with neighborhood access.
- Promote development patterns and connected developments for walkable environments and alternative transportation.
- Promote mixed-use development clusters at important intersections to include residential, commercial, employment, park and civic areas in close proximity.
- Promote high-density, mixed-use centers in key locations and opportunity areas that could serve as future transit hubs.
- Promote infill development on vacant lots, especially in the North End and West Tyler, in order to take advantage of existing infrastructure and services and attract new commercial investment to serve a larger population.
- Promote diverse housing types in new development.
- Encourage the location of single-family and duplex uses on local and collector streets and multi-family uses on collector and arterial streets with connections to local streets.

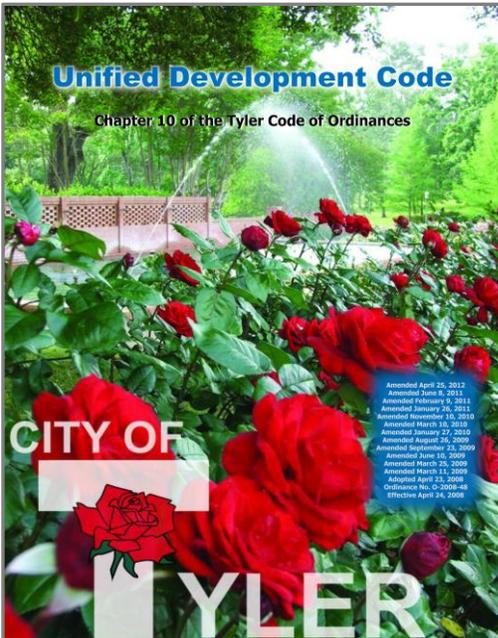
Chapter 13: Implementation Plan Urban Design

- Focus on creating human-scaled environments.
- Focus on streets as three-dimensional, shared spaces.
- Create walkable environments.
- Bring buildings to the street.

- Put parking to the side, to the rear, in structures or underground, with clear signage to direct motorists to parking.



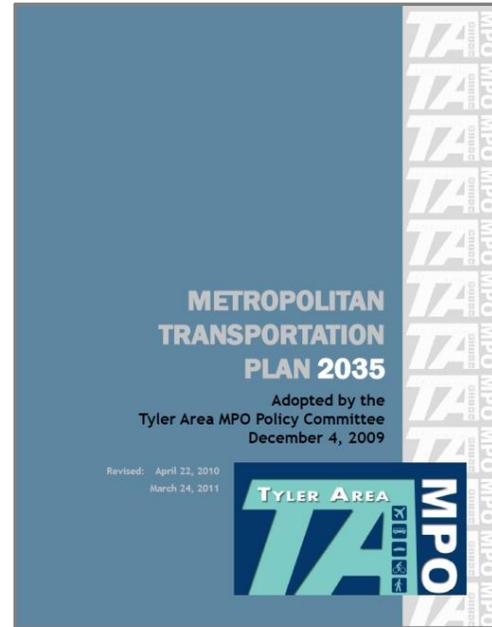
- Use more pedestrian-friendly site design within retail centers.
- Create visual interest in buildings by avoiding blank facades.



Unified Development Code

This Unified Development Code (UDC) was one of the first major outcomes of the Tyler 21 plan. It captures many ideas and community feedback from the Tyler 21 plan recommendations. The planning team researched, assessed and complied with the standards set forth in the UDC. Future action plans recommended in this ADP document should consult and adhere to the UDC standards. The UDC outlines specifics for:

- Zoning Districts
- Use Regulations
- Subdivision Design and Improvements
- Streets and Thoroughfares
- Development Standards
- Environmental Regulations
- Development Approval Procedures
- Permits
- Administration and Enforcement
- Historical Preservation



Metropolitan Transportation Plan

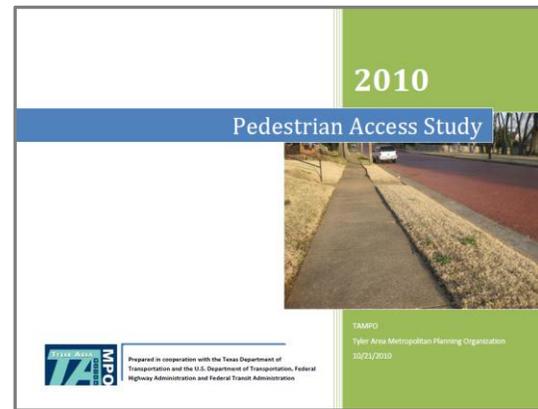
The Tyler Area Metropolitan Planning Organization (MPO) is responsible for transportation planning within the Tyler metropolitan area. The Metropolitan Transportation Plan 2035 provides guidelines for transportation needs of the community for a 25-year period. The plan looks holistically at vehicular improvement projects, bike routes, pedestrian circulation, trails and bus routes. The plan prioritizes roadway improvement projects by types and provides an implementation timeline.

The MPO intended for the trail plan to be a partnership with private land owners to facilitate the connectivity, funding, design and construction of the trail network. The plan identifies the general locations, ideal cross sections for the proposed trail and key trail head facilities. The Regional Trail Plan has identified several elements associated within the limits of this ADP.



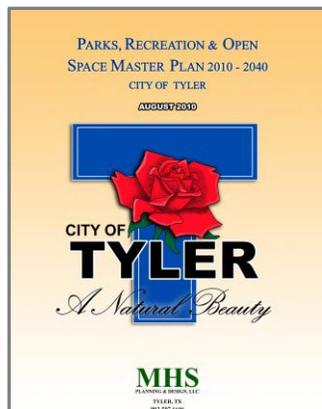
Regional Trail Plan

In December 2007, the Tyler Area MPO commissioned a study to develop a Regional Trail System. The plan represents a comprehensive system of trail corridors spanning the Tyler MPO boundary as well as much of Smith County. The MPO’s goal is to work in partnership with these land owners to facilitate the connectivity, funding, design, and construction of an interconnected trail network.



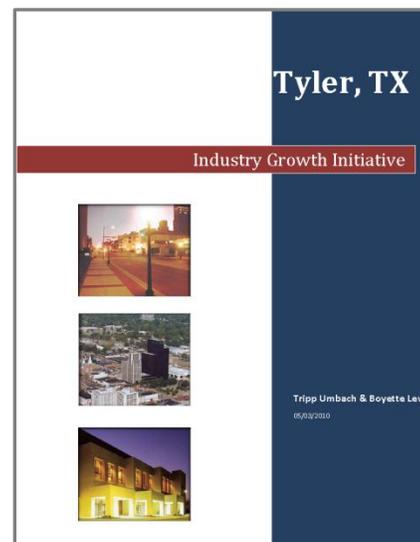
Pedestrian Access Study

The Pedestrian Access Study has been created to provide an inventory of existing pedestrian facilities, the condition of those facilities, and to provide a mechanism for prioritizing future sidewalk projects within the community to enhance walkability.



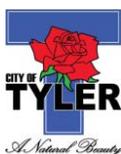
Parks Master Plan

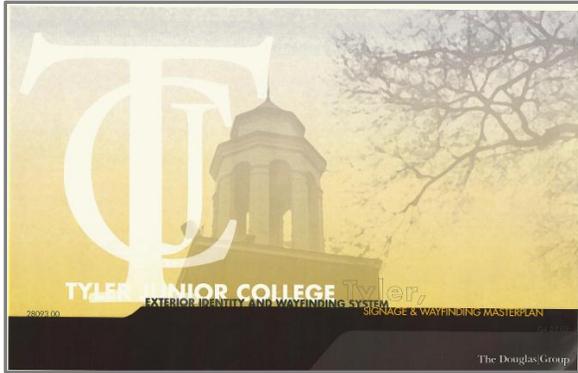
In 2010, the City Council approved the 2010-2040 Tyler Parks, Recreation and Open Space Master Plan. Based on input from residents, the main goals are to identify, protect and preserve quality natural open spaces for unstructured recreational activities, inherent aesthetic value and protection of valuable ecosystems and to ensure the provision of a balanced park and open space system that meets the recreational needs of the citizens of Tyler and helps to create a unique community character.



Industry Growth Initiative Plan

Identifies economic development opportunities, provides strategies and recommendations that support industry growth, and includes an implementation plan.





Tyler Junior College Signage and Wayfinding Master Plan

Tyler Junior College completed a campus master plan in 2009. Future planning efforts and implementation should consider any future Tyler Junior College expansion or campus plans.



East Texas Medical Center Master Plan

East Texas Medical Center has a conceptual growth plan which was shared with the planning team. Ideas proposed in this conceptual plan were incorporated into the ADP.



Trinity Mother Frances Traffic Study

Trinity Mother Frances hired a consultant to complete a parking and traffic impact analysis. Highlights of this plan were shared with the planning team. Future planning efforts and implementation should consider the items identified in the study.

public/stakeholder involvement



Introduction

Public and stakeholder involvement are critical components in completing an ADP. It is crucial to gather an understanding of the needs of local citizens, students, staff, businesses, and community organizations. During the planning process, the planning team led meetings with a range of participants including City staff, college officials, medical facility officials and neighborhood citizens to ensure diversity in viewpoints on topics for the study area. The public's and stakeholder's input in the Medical District ADP was an integral part in the planning process and helped to build a consensus among stakeholders as well as form a basis for planning recommendations.

Meetings

The public and stakeholder input process included a variety of meetings with a broad spectrum of discussion items including: land uses, zoning, neighborhood characteristics, transportation, pedestrian circulation, environmental issues, and aesthetics. The minutes from each meeting can be found in the appendix section of this report. The following summarizes each meeting:

Kickoff meeting with Tyler Junior College

Date: March 4, 2011
 Time: 2 p.m.
 Location: TJC White Administrative Building
 Attendance: 8



During this kickoff meeting, elected City of Tyler leaders, City of Tyler staff, and Tyler Junior College administrators met to discuss critical ADP items. The planning team outlined the purpose of the project, project scope, established expectations and setup the project communication structure. Key leaders from Tyler Junior College discussed critical issues surrounding the campus, campus culture, its students, relationships with surrounding land uses, potential growth plans and provided their vision for the ADP. The City of Tyler staff members outlined current and planned

projects, City services and other area opportunities.

Kickoff meeting with East Texas Medical Center

Date: March 29, 2011
 Time: 3 p.m.
 Location: East Texas Medical Center
 Attendance: 14



During this kickoff meeting, elected City of Tyler leaders, City of Tyler staff, and ETMC administrators met to discuss critical ADP items. The planning team outlined the purpose of the project, project scope, established expectations and setup the project communication structure. Administrators from East Texas Medical Center discussed critical issues surrounding their facilities, their employees and patients, traffic patterns, relationships with surrounding land uses, potential growth plans for East Texas Medical Center and provided their vision for the ADP. The City of Tyler staff members outlined current and planned projects, City services and other area opportunities.

Kickoff meeting with Trinity Mother Frances

Date: March 2, 2011

Time: 2 p.m.

Location: Trinity Mother Frances

Attendance: 16



During this kickoff meeting, elected City of Tyler leaders, City of Tyler staff, and Trinity Mother Frances administrators met to discuss critical ADP items. The planning team outlined the purpose of the project, project scope, established expectations and setup the project communication structure. Key administrators from Trinity Mother Frances discussed critical issues surrounding the facilities, its employees and patients, relationships with surrounding land uses, potential growth plans for Trinity Mother Frances and provided their vision for the ADP. The City of Tyler staff members outlined current and planned projects, City services and other area opportunities.

Stakeholder Meeting

Date: September 1, 2011

Time: 6 p.m.

Location: TJC White Administrative Building

Attendance: 25



During this stakeholder meeting, elected and appointed City of Tyler leaders, City of Tyler staff, the planning team and stakeholders met to discuss critical visioning elements. The purpose of the meeting was to introduce the project's purpose and scope to the stakeholders. In addition, this meeting included a break-out session in order to receive feedback on opportunities and constraints associated with land uses, transportation, pedestrian circulation, aesthetic enhancements and neighborhoods. The stakeholders were divided into groups of four to eight people. Each group completed surveys and identified areas for improvements on study area maps. Results of the survey and the breakout session findings can be found in the appendix section.

Stakeholder Meeting

Date: October 24, 2011

Time: 10:30 a.m.

Location: Trinity Mother Frances Hospital

Attendance: 22



During this stakeholder meeting, elected City of Tyler leaders, City of Tyler staff and Trinity Mother Frances executives met to discuss critical visioning elements. The purpose of the meeting was to introduce the project's purpose and scope to the stakeholders. In addition, this meeting included a break-out session in order to receive feedback on opportunities and constraints associated with land uses, transportation, pedestrian circulation, aesthetic enhancements and neighborhoods. The stakeholders were divided into groups of four to eight people. Each group completed surveys and identified areas for improvements on study area maps. Results of the survey and the breakout session findings can be found in the appendix section.

Stakeholder Issue Identification

At the conclusion of the public and stakeholder involvement process, numerous opportunities and constraints had presented themselves. The planning team utilized these items along with their own findings and analyses to form recommendations and implementation strategies. The following outline describes major themes and issues identified by the ADP stakeholders.

Land Use / Zoning

- Mixed use areas should be established between hospitals and TJC.
- Public parks are desired.
- More restaurants are desired.
- More retail is desired and may include bookstores, grocery, drug stores, coffee shops, fitness centers and student services.
- Boutique-style retail is desired.
- Redevelopment opportunities exist for a hotel/conference area around Front Street and Beckham Avenue.
- The study area lacks service and retail land uses within walking distance of the campus and medical facilities.
- A community-wide entertainment venue is desired.
- Training facilities for further medical staff development are required.

Community

- The surrounding community currently utilizes the campuses of ETMC and TMF as destinations for medical treatment and hospitalization. Many community members are employed by these facilities. TJC has become a popular higher education choice for residents in

the community and many students drive to and from their homes to classes daily.

Neighborhoods

- Some older homes are not being maintained within the study area boundary.
- Street lighting and walkability from neighborhoods to medical and education facilities are desired.
- Sound buffers and evergreen landscaping will assist neighboring communities with privacy from commercial properties.
- More green spaces and park areas should be utilized for neighborhoods and campuses.
- Efforts should be made help to preserve historic neighborhoods.

Campus & Facility Identity

- Wayfinding signs and gateway entrances should distinguish medical facilities from the college and education campuses and facilitate a smooth transition from one area to another.

Safety

- The area would benefit from additional crosswalks.
- Improved street lighting will enhance safety.
- Public transportation adjoining all facilities is a major concern, as well as lighting and safe parking areas.

Future Development

- Future development around education facilities should meet the growing needs of additional students living on or near college campus.
- Desire for more activities within walking distance to, from and within medical

facilities and the college campus which could include entertainment, food, shopping and services.

- There is potential for a hotel and convention center at Front Street and Beckham.

Aesthetics

- Design guidelines are desired by stakeholders.
- Wayfinding signs and lighting are desired within the future district.
- Stakeholders commented that utility poles are unsightly and that they would prefer buried utilities.
- Currently no uniform building guidelines exist for retail areas.
- Stakeholders suggested a cultural district, park district, college style district and mixed use style districts.
- Park areas and landscaping are desired along existing streets and walking routes.

Campus Expansion

- A natural expansion area for TMF is north along Baxter Avenue.
- TJC officials envision the campus growing towards the north and east.
- Future facility expansions will need to be seen as contiguous with main campuses.
- ETMC medical facilities logically would extend south toward Green Acres Shopping Center.

Transportation and Pedestrian

Circulation

- More crosswalks are needed to promote pedestrian access.
- There is limited pedestrian connectivity from the district to the downtown area.

- Bus routes should access areas within and along the periphery of the District.
- The closing of some streets within the district would enhance walkability and create a safer pedestrian environment.
- TMF helicopter is currently across the street from the hospital, which creates a hazard for traffic and pedestrians.
- Potential exists to link Medical/TJC campuses with downtown and the University Woods area.
- There are limited and disconnected sidewalks throughout the study area.
- There are limited denoted bike lanes in area.
- Stakeholders desire the widening of inner thoroughfares and medians along Beckham for a safety “stop” for pedestrians.
- Stakeholders said that unprotected turns at traffic signals such as Lake and Magnolia are hazardous to drivers and pedestrians.
- Trails and bike routes should mimic Rose Rudman trail for extensive access within the district and connecting to downtown.
- Inner campus shuttles would be advantageous for ETMC, TMF and TJC, especially when parking facilities are separate from main facilities.

Findings and Recommendations Meetings



In December 2011, Freese and Nichols, Inc. (FNI) was contracted to assist the City of Tyler with completion of the Medical/TJC District Area Development Plan. FNI staff worked with City staff to develop final recommendations and an implementation plan.

Findings and recommendations meetings were held on April 30, 2012 at ETMC, TMF and TJC to provide opportunities for City of Tyler staff to present findings and recommendations for the Medical/TJC District ADP. Each meeting included the planning and consultant teams, ETMC, TMF or TJC administration and representatives from the City of Tyler.

The meetings were opened by Tyler's City Manager, Mark McDaniel. City of Tyler staff summarized the key topics and issues that were expressed during the kick-off and stakeholder meetings. Observations and analyses in regard to the key stakeholders, land uses, transportation, aesthetics and neighborhoods were then presented. Finally, the planning team presented recommendations for the ADP master plan, district elements, district boundary, land use and transportation recommendations.

Leaders from ETMC, TMF and TJC were given the opportunity to ask questions and provided valuable feedback to the planning team and city representatives.

Feedback from ETMC Representatives

- Hotel/Convention center should be located in the north area of the Medical District, near Front Street.
- Parking structures are more effective than on-street parking.
- Education facilities and parks are in planning stages.
- 1960s and 1970s medical offices need updating and are available for mixed-use.
- New residences will require more retail uses during non-business hours.

Feedback from TMF Representatives

- Parking meters can be utilized for short-term parking.
- Improving existing intersection of Dawson and Clinic Drive will eliminate congestion and confusion.
- Roundabouts are not the most effective traffic controls and create less parking availability at surrounding businesses.
- Gateway signage should also be located on Front Street.
- East/West traffic patterns between Beckham Avenue and Fleishel Avenue should be analyzed.
- Routes into the Medical District should be easier to navigate.
- The new TMF Heart Hospital will bring an additional 500 patients into the District each day.

Feedback from TJC Representatives

- Internal infrastructure on TJC campus needs improvements before thoroughfares are closed.
- Relocate traffic signal from 5th Street and Clayton Avenue to 5th Street and South Baxter Avenue for easier access and less traffic congestion.
- Park areas should utilize safety elements such as shrubbery four feet or less in height and contain multiple smaller gathering areas.
- Safety structures will enhance pedestrian access to 5th Street and Beckham Avenue area.
- TJC will partner with City of Tyler Transit for student passes and development of additional routes.
- New TJC parking structure near Magnolia Drive and Baxter Avenue will exit onto Baxter Avenue.
- Night life restaurant and retail activities will encourage more students to live on campus.

Draft Document Stakeholder Presentation

Date: August 6, 2012
 Time: 3:30
 Location: TJC White Administrative Building
 Attendance: 22



Chamber of Commerce Medical Committee Meeting

Date: August 20, 2012
 Time: Noon
 Location: Tyler Chamber of Commerce Genecov Room
 Attendance: 38



Open House Meeting

Date: August 20, 2012
 Time: 5:30
 Location: TJC White Administrative Building
 Attendance: 18



Planning and Zoning Commission Meeting

Date: September 4, 2012

Time: 1:30

Location: City of Tyler Council Chambers

The Area Development Plan was presented to Tyler's Planning and Zoning Commission for approval and recommendation to City Council. The plan was recommended for approval by a 6-0 vote.

City Council Meeting

Date: September 26, 2012

Time: 9:00 a.m.

Location: City of Tyler Council Chambers

The Area Development Plan was presented to Tyler's City Council for adoption. The plan was adopted by an 7-0 vote.

existing conditions





Introduction

Many critical issues and needs were discovered through a thorough study of the area's existing conditions. The planning team noted many recurring themes, issues, and statements. This section captures the existing conditions of the study area including the study boundary, future land use, zoning, demographics, growth, neighborhood descriptions, transportation and pedestrian connections, environmental and aesthetic enhancements.

Information contained within this section was gathered from site visits, interviews, public meetings, GIS data, aerial photos, the 2005 Master Street Plan, the 2009 Regional Trail Plan, City of Tyler's website, the Tyler 21 Comprehensive Plan and other general research.

Study Area

The study area is located in the eastern part of the city inside of Loop 323, immediately southeast of downtown Tyler. The study area is approximately 1,062 acres.

The Midtown ADP study area contains two of East Texas’s largest healthcare providers, East Texas Medical Center (ETMC) and Trinity Mother Frances (TMF). The district is also home to Tyler Junior College (TJC) and its student population.

The district is bisected by Beckham Avenue and 5th Street, and is partially surrounded by Broadway Avenue to the west, Front Street to the north, and Old Henderson Highway and Loop 323 to the east.

The ADP study area contains four of the six city council districts including predominantly Northeast District 4 (Martin Heines), and to a lesser extent West District 2 (Darryl Bowdre), East District 5 (Mark Whatley), and South District 6 (Jason Wright).

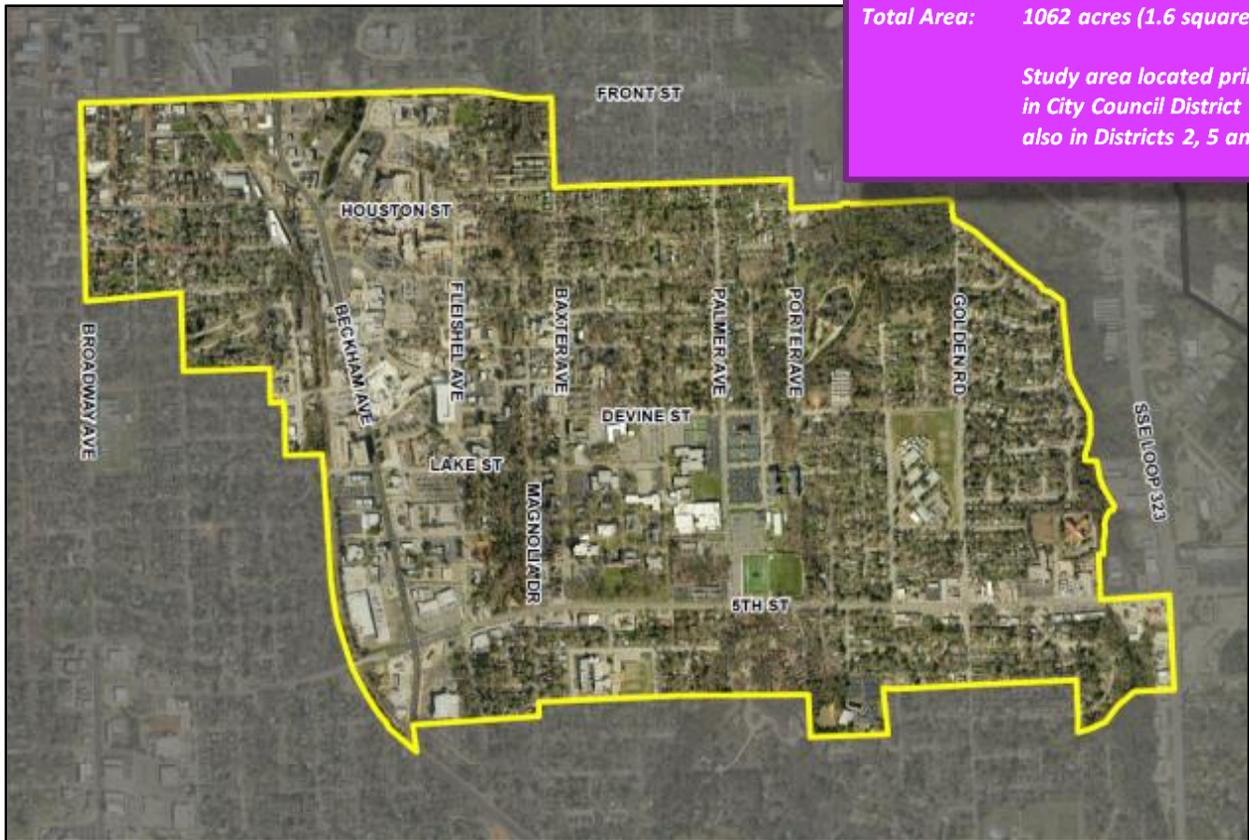


Source: Google

Fast Facts

Total Area: 1062 acres (1.6 square miles)

Study area located primarily in City Council District 4 but also in Districts 2, 5 and 6



East Texas Medical Center

ETMC was established in 1952. ETMC is a not-for-profit health system with 450 beds and 703 full-time and 315 part-time staff across the region. In 2011, ETMC admitted 20,911 patients, performed 6,745 surgeries, and experienced 70,906 emergency room visits.

In addition to the Tyler campus, ETMC has established hospitals in Athens, Carthage, Clarksville, Crockett, Fairfield, Gilmer, Jacksonville, Mt. Vernon, Pittsburg, Quitman, and Trinity to serve more than 300,000 East Texans.

East Texas Medical Center Expansion

In 2010, ETMC completed a 28 million dollar project that added 72 rooms to ETMC-Tyler. The new 5 North houses cardiac patients while the new 6 North addition is used for oncology patients.

A new six-level, 20 million dollar parking garage was recently constructed containing an estimated 1,000 new parking spaces.

ETMC also has plans to add a 4.6 million dollar expansion to its emergency department by adding three new trauma rooms with state-of-the-art technology in each room.



ETMC main entrance



ETMC from Beckham Avenue



Parking garage construction

Trinity Mother Frances

TMF hospital was established in 1937 as Tyler's first and only hospital. The hospital was founded by the Sisters of the Holy Family of Nazareth and community leaders. TMF was named one of the nation's 100 Top Hospitals by Thomson Reuters in 2011.

Trinity Mother Frances Expansion

In 1948, TMF added a four-story wing which more than doubled its size from 60 to 150 beds. TMF completed a 4.5 million dollar project in 1965 that included a dedication of a new 140,000 square-foot addition and increase in the number of hospital beds to 240.

In 1995, Trinity Clinic and Mother Frances Hospital merged to create Trinity Mother Frances Hospitals and Clinics which expanded service and value to patients throughout the East Texas region.

Some of the major additions in recent years include: The Ornelas Tower (2003), a Lindale medical complex (2004), Level IIA Neonatal Intensive Unit (2008), TMF-Palestine (2009), TMF- Winnsboro (2010), The Louis and Peaches Owen Heart Hospital (2012).



TMF in 1937, Source: Sisters of the Holy Family of Nazareth website



TMF Heart Hospital under construction



TMF skyway

Tyler Junior College

Tyler Junior College (TJC) was established in 1926 as part of the Tyler Public School System. In 1945, Tyler voters approved a measure to create a separate junior college district and to greatly expand TJC's facilities and full-time faculty. TJC offers more than 60 concentration options for an Associate in Applied Science Degree, an Associate in Arts Degree, or a Certificate of Proficiency.

Tyler Junior College Expansion

In 1992, TJC enrolled 8,600 credit students and 10,000 continuing education enrollments with 200 faculty members. As of 2012, TJC enrolls more than 15,000 credit students each year with an additional 20,000 continuing education enrollments annually.

Approximately 265 full-time faculty are employed at TJC with 15 percent holding doctoral degrees or terminal degrees.

In 2010, TJC implemented approximately 26 million dollars in infrastructure improvements and expanded its programs offered on its Lindale campus.

The Center for Earth and Space Science Education (CESSE) on the TJC campus was completed in 2012 and provides science education for all ages.

TJC plans to construct a new six story, 110,000 square foot Allied Health and Nursing building near Fleishel Avenue between 2nd and East 5th streets. TJC is also expected to continuing expanding eastward along Devine Street.



Tyler Junior College

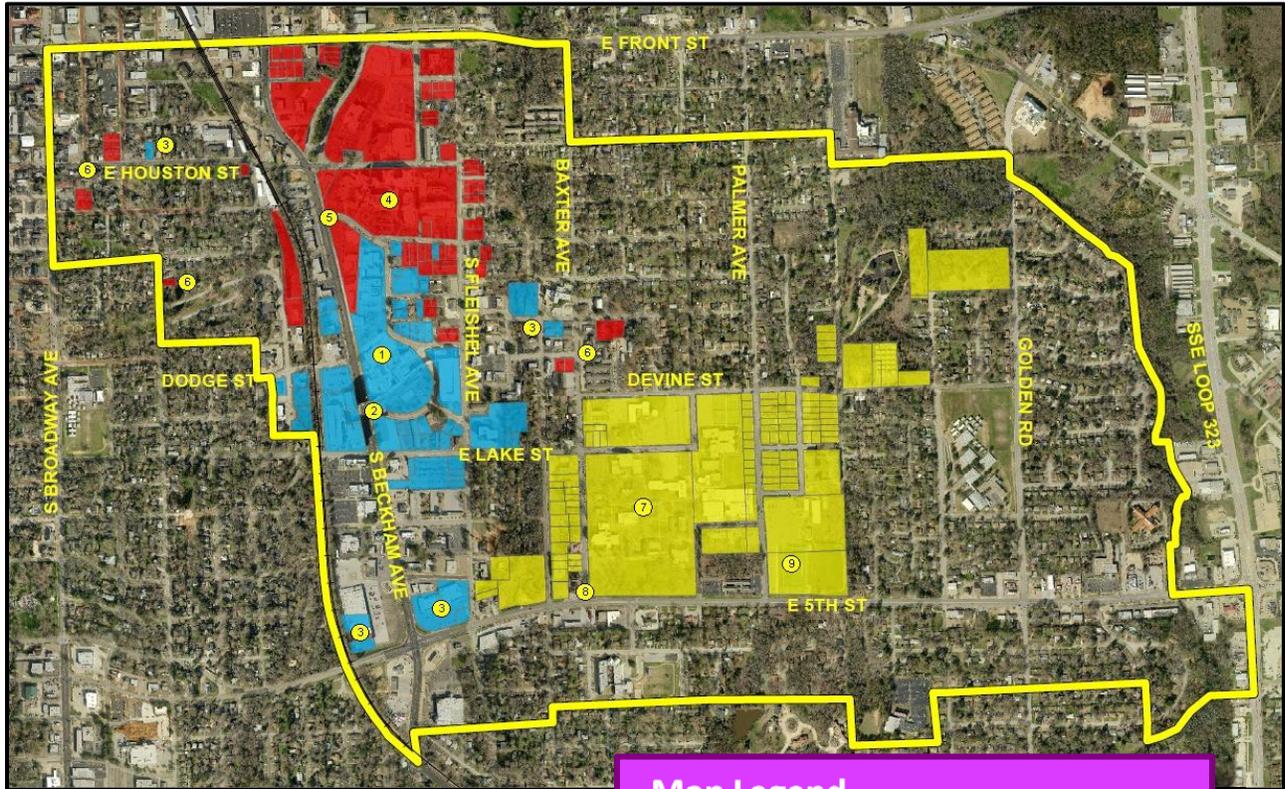


Center for Earth and Space Science Center



TJC Allied Health Center concept design: Image courtesy of TJC

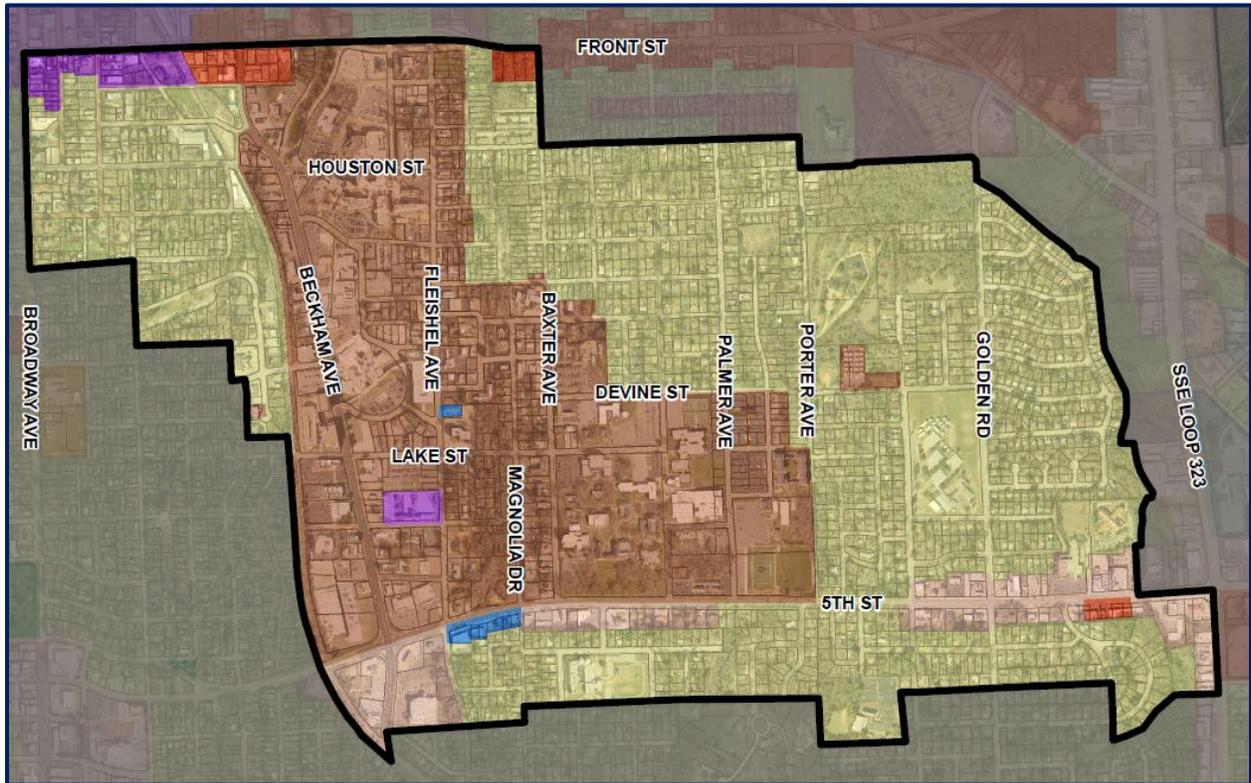
ETMC, TMF and TJC
Midtown Area Map



LEGEND	
■	East Texas Medical Center
■	Tyler Junior College
■	Trinity Mother Francis

Map Legend	
1.	ETMC Campus; 44.54 acres
2.	ETMC Primary Entrance
3.	ETMC Satellite Facility
4.	TMF Campus; 57.98 acres
5.	TMF Primary Entrance
6.	TMF Satellite Facility
7.	TJC Campus; 111.06 acres
8.	TJC Primary Entrance
9.	Pat Hartley Field

Future Land Use



Medical/TJC Future Land Uses	Acres	Percent
Institutional	375.8 ac.	35.40%
General Commercial	12.5 ac.	1.17%
High-Density Mixed-Use	15.1 ac.	1.43%
Multifamily	0.0 ac.	0.00%
Office	3.4 ac.	0.32%
Neighborhood Commercial	61.6 ac.	5.80%
Single-Family Medium/Low Density	593.1 ac.	55.87%
Land Use Total	1061.6 ac.	100.00%

Study Area Demographics and Growth

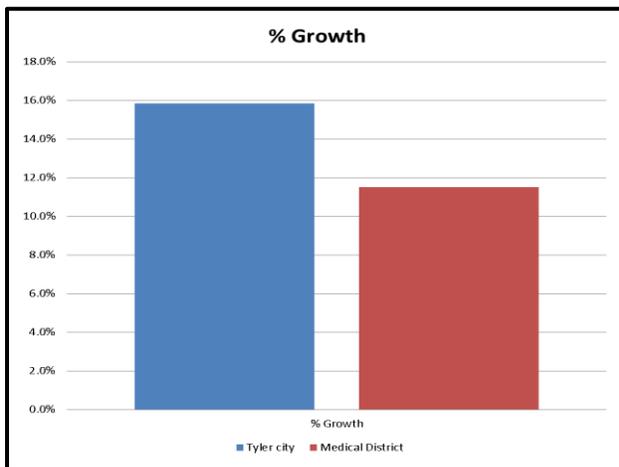
City of Tyler Population Projections

Information for the City of Tyler Population Projections is found in Chapter 3 of the Tyler 21 Comprehensive Plan. Tyler had seen rapid growth between 2000-2005, fueled by an immigration flow from Mexico. However, new population projections estimate a return to average growth rates of 1.1 percent per year through 2015. Tyler should reach an estimated city population of 112,722 by 2015. It is estimated that the growth rate will increase to 1.5 percent between 2015-2025.

These growth rates will result in an additional 1,424 persons per year. With these new persons, it is estimated that Tyler will increase by 462 new households per year, with 138 of those being single-person households.

Study Area Growth

The Tyler 21 Comprehensive Plan has projected the City of Tyler to experience population and household growth. Growth in the study area shows a trend towards increased business and institutional uses and a decrease in residential uses. Stakeholder interviews and planning team observations have confirmed this projection.



Population growth of Medical District versus Tyler



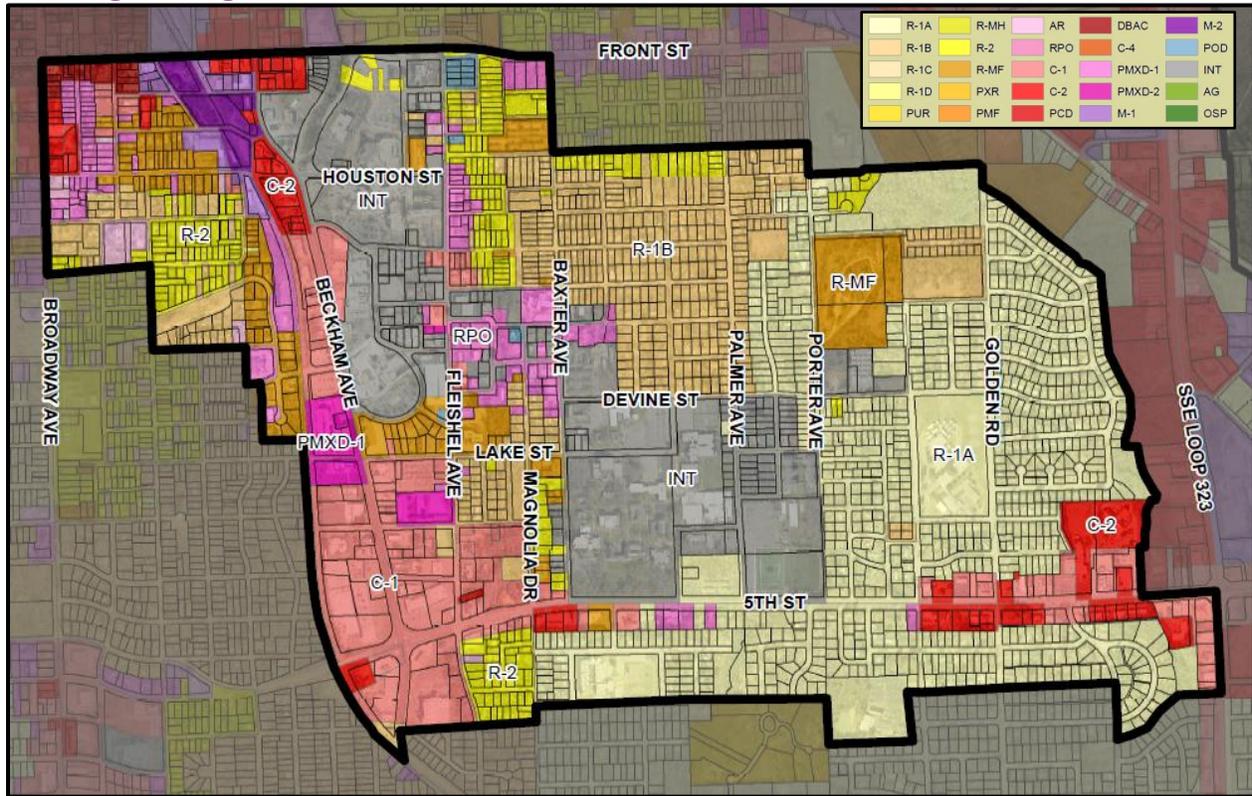
Construction and expansion in the study area (TMF)

CITY OF TYLER POPULATION AND HOUSEHOLD PROJECTIONS, 2005-2025			
	2005	2015	2025
TOTAL CITY POPULATION*	101,160	122,722	129,630
Annual population growth rate	—	1.2%	1.5%
Total city households	40,464	45,089	51,852
Average household size**	2.5	2.5	2.5
New single-person households	—	1,388	2,029
Total single-person households**	12,139	13,527	15,556
New other households	—	3,237	4,734
Total other households	28,325	31,562	36,296
New total households	—	4,625	6,763

* 2005 and 2015 population estimate provided by PASA Demographics.
 ** Percentage of household types and average persons per household based on 2000 Census. Assumptions include: 1) 2.5 persons per household and 2) 30% of households are single-person households.

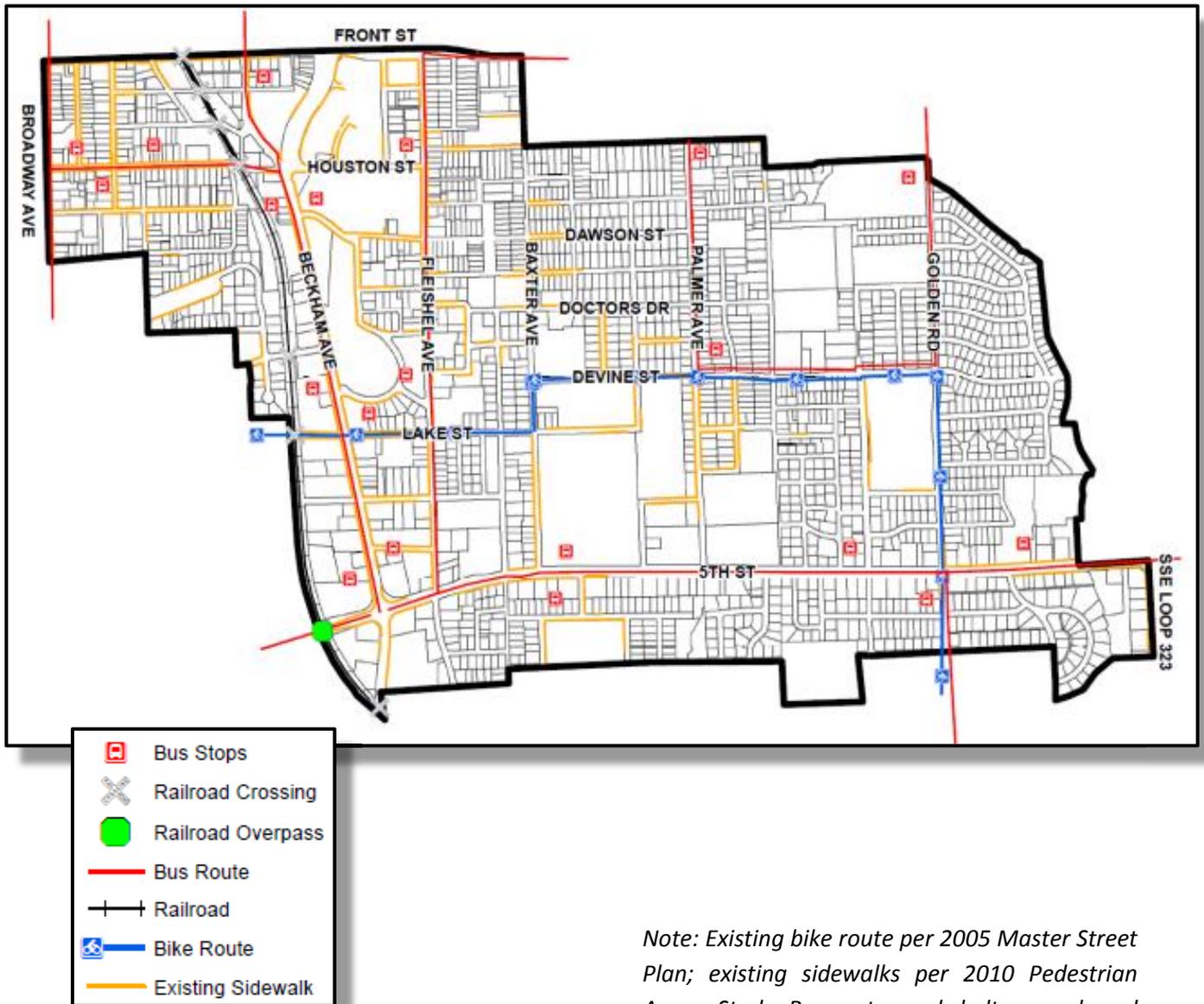
Source: Tyler 21 Comprehensive Plan

Existing Zoning



Medical/TJC Zoning	Acres	Percent
Adaptive Reuse	7.1 ac.	0.7%
Light Commercial	119.7 ac.	11.3%
General Commercial	45.0 ac.	4.2%
Downtown Business, Arts and Culture	5.4 ac.	0.5%
Institutional District	201.2 ac.	19.0%
Light Industrial	8.2 ac.	0.8%
General Industrial	9.5 ac.	0.9%
Planned Commercial Development	0.3 ac.	0.0%
Planned Mixed Use	12.8 ac.	1.2%
Planned Office District	3.5 ac.	0.3%
Planned Unit Residential	0.1 ac.	0.0%
R-1A Single-Family Residential	314.0 ac.	29.6%
R-1B Single-Family Residential	151.6 ac.	14.3%
R-1D Single-Family Detached and Attached	0.2 ac.	0.0%
R-2 Two-Family Residential	66.4 ac.	6.3%
R-MF Multi-Family Residential	68.5 ac.	6.5%
Restricted Professional Office	47.9 ac.	4.5%
Zoning Total	1061.6 ac.	100.0%

Transportation/Pedestrian Connections
Medical/TJC Existing Transportation Map



Note: Existing bike route per 2005 Master Street Plan; existing sidewalks per 2010 Pedestrian Access Study; Bus routes and shelters are based on the latest Tyler Transit information at the time of publication for this document.

Transportation/Pedestrian Connections

The Medical/TJC District is located in the southeastern quadrant of Tyler, just inside of Loop 323. Access to the District is direct by automobile. Local transit service is provided to and within the area. Sidewalks are provided along many of the main campus areas. The Medical/TJC District contains one shared bicycle route.

Auto

Motorized access to the Medical/TJC District from Loop 323 is provided via 5th Street, through commercial development. Heading west, TJC will be to the right. Motorists will turn right at the intersection of 5th and Beckham Avenue to access ETMC and TMF, both of which are located on the right.

From downtown via Front Street, motorists will head east through industrial and light commercial development and turn right onto Beckham Avenue. Heading south through residential and commercial development, TMF and ETMC will be located on the left. Continuing south on Beckham Avenue, motorists will turn left at the 5th Street intersection and travel east to TJC which will be located on the left.

Transit

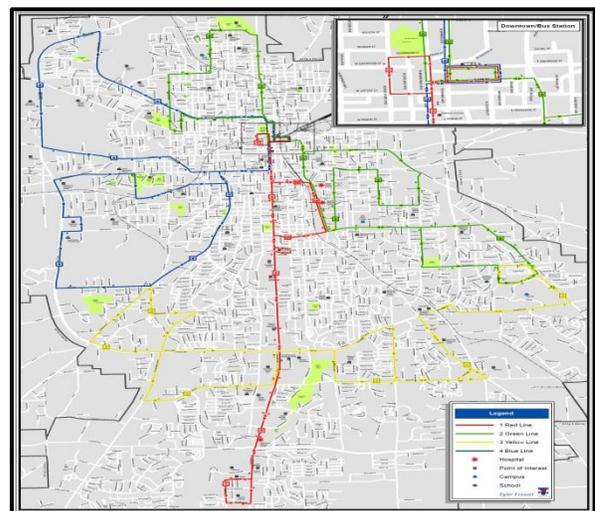
Tyler Transit provides fixed-route bus services to the Medical/TJC District. Prior to July 2010 the Medical/TJC District was serviced by three routes at various locations along Houston Street, Beckham Avenue and 5th Street. Currently, the Red Line North provides service to Houston Street in the eastbound direction and Beckham Avenue in the southbound direction every 30 to 40 minutes. The Green Line North East provides northbound service on Beckham Avenue, southbound on



Beckham Avenue and 5th Street Intersection



Tyler Transit



Tyler Transit Map (from Tyler Transit Department)

Golden Avenue and westbound service along 5th Street every 70 to 80 minutes. The Green Line South East services 5th Street in both directions every 70 to 80 minutes. The Saturday schedule operates a reduced schedule on the Red Line North at 90 minutes. Service hours Monday through Friday are from 6:00 a.m. to 8:15 p.m. and on Saturday from 9 a.m. to 6 p.m.

In July of 2011, Tyler Transit revised the fixed-route services. The area is now served by Green Route along Fleishel Avenue in the southbound direction and Beckham Avenue in the northbound direction every 90 minutes. The route runs east and west along 5th Street providing service to TJC. Service hours Monday through Friday are from 6:00 a.m. to 8:15 p.m. and on Saturday from 9 a.m. to 6 p.m.

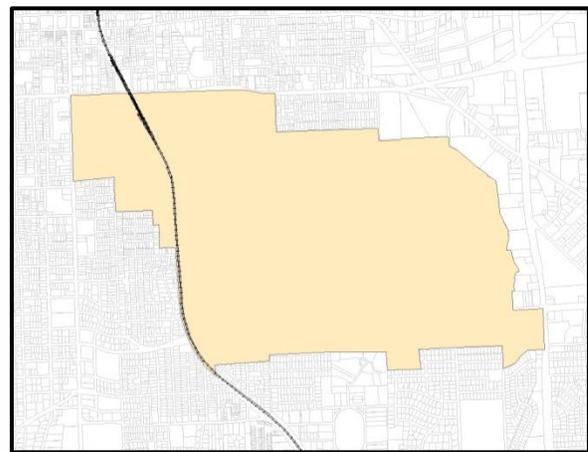
Tyler Transit offers paratransit services to persons with disabilities. Paratransit is an alternative mode of flexible passenger transportation that does not follow fixed routes or schedules. To use this service a rider must be determined as eligible under the Americans with Disabilities Act and live within the City limits of Tyler. Riders simply call in a request, and the paratransit buses are dispatched to their locations. This service allows persons with disabilities the freedom to access shopping centers, medical facilities, or other locations within the City. Paratransit services have the same operational hours as the fixed route system. The cost per trip to users of the demand and response service is one dollar and 50 cents.

Railroads

The study area includes one railroad running north to south, parallel to Beckham Avenue on its west-side and defines the southwestern border of the Medical/TJC District. The railroad was once owned by Missouri Pacific (MoPac) and ran from Troup to Lindale. It no longer connects to Lindale and is largely inactive.



Bus Shelter near ETMC



Railroad within study area



Existing rail line

Air Travel and Emergency Routes

The Medical/TJC District includes two large hospitals resulting in frequent ambulance and medical helicopter traffic. Both ETMC and TMF have helipads on their campuses.

Bicycle and Pedestrian

The Medical District has an on-street bike lane running through the area. The Loop 12 bicycle route, which is partially striped and partially a shared lane, runs west to east along Lake Street, along Baxter Avenue to Devine Street and continues on Devine Street to Golden Road where it turns south and continues out of the district. This is the only on-street bike facility that is part of the 2005 Master Street Plan.

Sidewalks within the Medical/TJC District largely exist adjacent and around the large institutions, however, are found to be more sporadic in the residential areas. The specific institutions provide extensive sidewalk connections within their respective campus. Sidewalk access is quickly lost within a block or two of leaving a campus.

There are currently no hike and bike trails running through the Medical District. Tyler 21, the City of Tyler Comprehensive Plan, does include plans for creating a pedestrian connection between the hospitals and the downtown.



ETMC Helipad



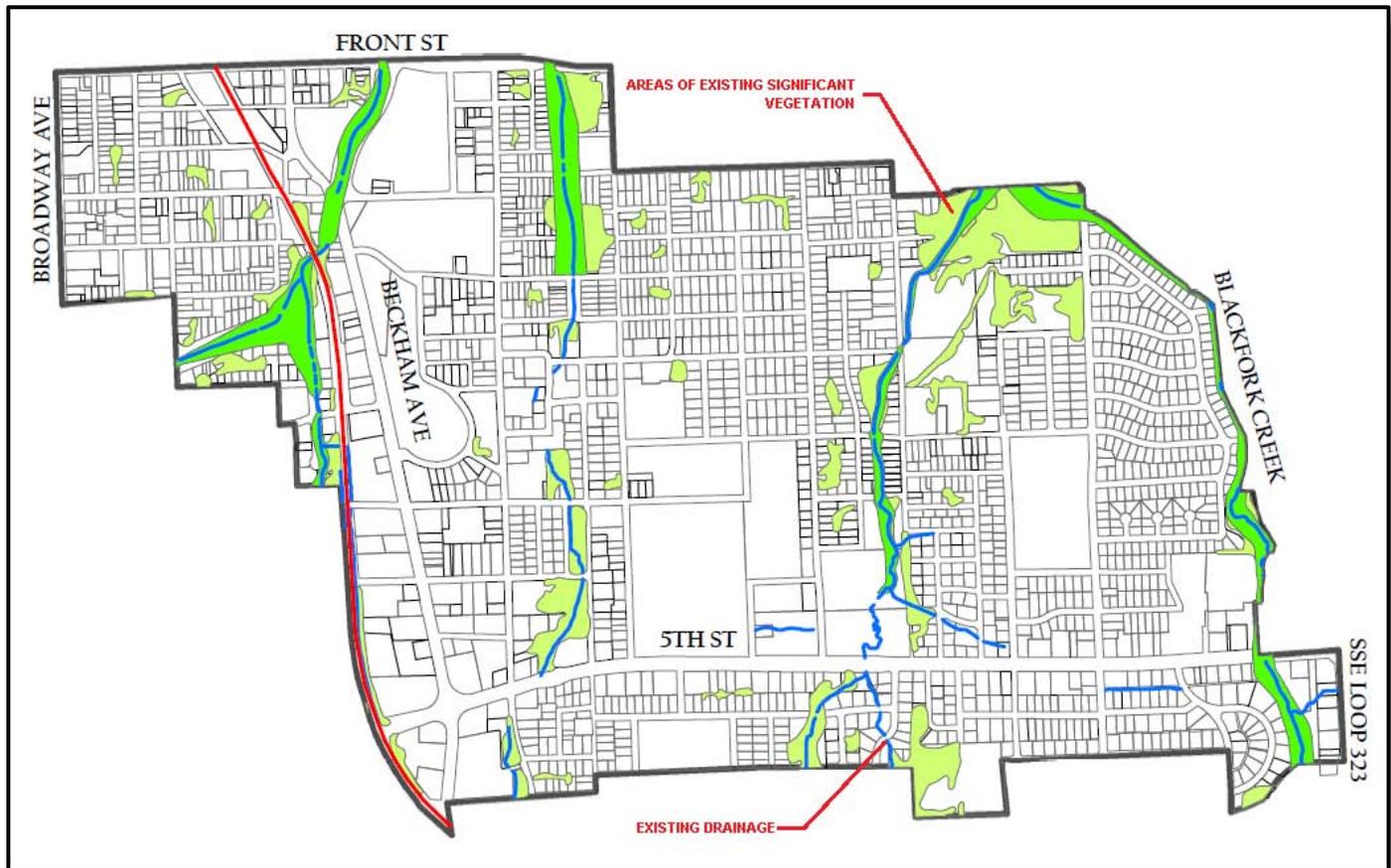
Loop 12 bicycle route signage



Mid-block pedestrian crossing on Lake Street

Environmental/Aesthetic Enhancements

Midtown Existing Park, Vegetation and Drainage Map



Parks

The Medical/TJC District study boundary does not contain any designated City Parks. However, the City does have picnic tables in the green space located along Douglas Boulevard. The nearest designated parks are Hillside Park located at the intersection of Erwin Street and Fleishel Avenue (north of the district), and Children's Park located on Broadway Avenue and Dobbs Street.

Both TJC and Moore MST Middle School campuses contain athletic fields and green space.

Existing Vegetation

The study area is highly developed with most vegetation being located along creeks. Approximately 88 acres of the 1,061 acres or 8.3 percent of the total study area contains dense vegetation.

Drainage

The study area contains a number of small non-contiguous creeks including the Blackfork Creek located on the eastern border of the district.

Key Streetscapes

Beckham Avenue is a five-lane, undivided roadway with limited sidewalks, no bike lanes, and limited landscaping.

5th Street is a five-lane, undivided roadway with limited sidewalks, no bike lanes, and limited landscaping.

Fleishel Avenue is a two-lane roadway with adequate lighting with ample sidewalks and landscaping.

Residential roadways are typical for residential areas. Most roadways in the area contain limited sidewalks or landscaping.

Landscaping

As a whole, the area does not contain landscape standards. Single-family homes contain typical residential landscaping.

Architecture

The study area does not contain a single architectural style or continuity between sites. TJC's buildings have an identifiable architectural style. The area's commercial centers are typical strip center buildings; generally single story with storefront facades. The area does not contain an architectural design guideline. The study area does not use any district signage or area themes.



Beckham Avenue



5th Street



Fleishel Avenue

Existing Neighborhoods

Historic Districts

The City of Tyler created Historic District Overlay Designations within its Unified Development Code in 2008. Historic Overlay Districts are intended to establish and preserve structure, sites or areas that have outstanding historical and cultural significance.

The study area contains one Historic District Overlay which includes 55 properties in the Charnwood Historic District known as Heritage #2.

The **Charnwood Historic District** became Tyler's first historic district listed in the National Register in 1999. The district encompasses twelve blocks of late 19th and early 20th century residential development including Tudor Revival, Classical Revival, Colonial Revival, Craftsman, Queen Anne, and Ranch style residences with brick veneer or wood siding.

Subdivisions

The Medical/TJC ADP study area consists of approximately 22 subdivisions located primarily in the eastern portion of the district near TJC. The subdivisions consist primarily of single-family homes with some duplex products. Lot sizes are typical for Tyler's older and newer subdivision product types.

Subdivisions include:

- Boldt Addition
- Cedar Springs
- Clyde Richardson Addition
- College View Addition
- Crestway Addition
- Ellis Korkmas Addition
- Fleishel Heights
- Francis Hill Addition



House in the Heritage #2 Historical District Overlay



House in the Charnwood Historic District



Houses in the Golden Meadows subdivision

- Lilly Gene Addition
- Golden Meadows
- H.P. Sampson Subdivision
- Kirkindoll Addition
- Lingner Addition
- Meadow Brook Park
- Moore Heights
- Pinkerton Heights
- Shaw Addition
- T.O. Blackwell Addition
- Victory Drive Addition
- Willow
- W.P. Baker Jr. Addition
- Wright Tyler Addition

Apartments

The study area consists of one apartment complex, Oaks Apartments, which contains 89 units. Based on the US Census Bureau 2006-2010 American Community Surveys, the average Tyler household is 2.42 persons. With this, we can assume the study boundary's apartments serve approximately 215 people.

Nursing and Rehabilitation Centers

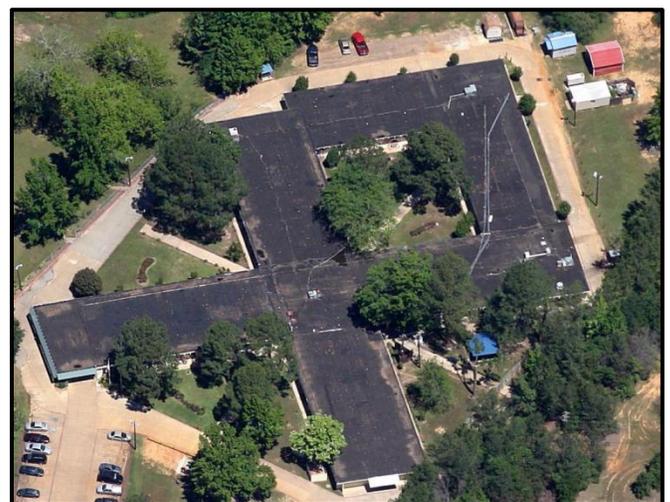
There are three nursing homes in the study area. Colonial Tyler Care Center on South Baxter Avenue, Park Place Nursing and Rehabilitation Center on East 5th Street, and Azalea Place Nursing and Rehab Center on South Porter Street.



Colonial Tyler Nursing Center



Park Place Nursing and Rehabilitation Center



Azalea Place Nursing and Rehab Center

Tyler Independent School District

Tyler ISD is the largest school district in Northeast Texas, serving 18,600 students on 36 campuses and auxiliary facilities.

The J.R. Moore Math Science Technology Magnet School is located in the study area on Tipton Avenue. The school serves grades six through eight and places a strong emphasis on math, science, and technology education.

Henry M. Bell Elementary School is located in the study area on Hankerson Street. The school serves kindergarten through fifth grade and enrolled 546 students in 2010.



Moore MST Middle School



Moore MST Middle School campus

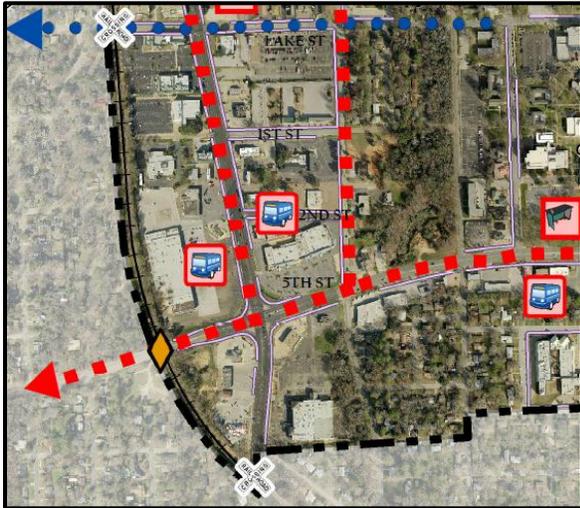


Henry M. Bell Elementary School

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analysis





Introduction

During the Analysis Phase, the planning team made general observations and analyses resulting in several recommendations for the Medical/TJC ADP. The following observations, analyses and associated maps helped the planning team gain an accurate understanding of the study area's critical issues.

The Medical/TJC area lacks retail, restaurant and entertainment options that would serve each institution's population as well as area residents. The area has seen steady growth in hospital/clinical uses which has spurred reuse and redevelopment. Many structures originally built as single-family homes have now been converted to doctor's offices. TJC has also experienced growth and continues to add new facilities. The area needs to be positioned to better accommodate future doctors, students and residents in order to create the full community experience. As each campus's population increases, so will their need to expand beyond their current boundaries. This being the case, identifying appropriate institutional lands to house each campus's expansion is important.

As campus size and population increase, so should the area's developments. The majority of lots are currently developed with a variety of uses in various states of being maintained. Redevelopment efforts should be targeted at creating mixed-use developments which could provide housing, retail and restaurant uses geared towards a walkable community. Area commercial centers should be denser concentrations near major intersections. The study area offers quality single-family housing and neighborhoods that should be protected while capitalizing on the proximity to two National Historic Districts.

The Medical/TJC area needs new opportunities to reach its full potential, but should build upon current resources such as the hospitals, the college, the community and history. Pedestrian and vehicular circulation would benefit from updates to roadways, traffic routes and by providing additional pedestrian options. In order to recognize the assets of the area and to help it reach its full potential, district elements should be incorporated to unify the campuses and their surroundings.

Land Use

The City of Tyler Future Land Use Plan and categories are intended to guide decision makers and developers with an understanding of preferred locations for types of development. Land use locations should coincide with population trends, economic growth, infrastructure plans, transportation plans and environmental features. The land use categories' logical placements, arrangements and proximity to one another should help to promote the Tyler 21 land use principles. These principles include: *Preserve, Promote and Locate*, as found on page 400 of the Tyler 21 document.

General Observations

- The study area contains three major, TxDOT-maintained roadway intersections.
- Many commercial businesses along the major corridors are aging and ripe for redevelopment.
- The commercial corridors have an excessive amount of overhead power lines and pavement.



- The majority of restaurants are fast food restaurant chains.
- The major intersections are underutilized with single story developments and excessive parking lots.

- There are residential developments along roads which the Master Street Plan identifies as major arterials.
- Limited existing commercial uses are located within a 1/4 mile radius from all three of the campuses.
- The Tyler Museum of Art intends to move to the intersection of University Boulevard and Lazy Creek Drive.
- The northeastern portion of the study area has large, undeveloped tracts of land.

General Analysis

- Businesses along 5th Street and Beckham Avenue are appropriate for their location.
- The undeveloped land on Golden Road, north of Pinkerton Street, could act as a buffer between the single-family homes and the multifamily development.

Institutional Observations

- The hospitals are purchasing and developing more properties within the residential district east of Fleishel Avenue and along Turtle Creek adjacent to the Azalea Historic District.
- TMF is constructing a new heart hospital which fronts on Fleishel Avenue and Dawson Street.



- TJC is planning a new building for their Allied Healthcare Program at the intersection of Magnolia Drive and 5th Street.
- There is no definitive campus boundary between the two hospitals.

Institutional Analysis

- The land use map could benefit by including ETMC's, TMF's and TJC's expansion plans in greater detail in order to ensure and preserve the associated uses for the campuses.
- Institutional categories would benefit to include all of each facility's area and parcels.

Residential Uses Observations

- The majority of the residential development is Single-Family Medium and Low Density with fewer duplex and multifamily developments.
- The lack of multifamily sites in the study area has led to students and professionals finding residences outside of the district.
- The student population is beginning to encroach on single-family neighborhoods and the historic neighborhoods.
- There are approximately 370 rental properties within the district.

Residential Uses Analysis

- Consideration could be given to preserve Single-Family Medium and Low Density neighborhoods. These areas could be within walking distance to mixed-use centers, neighborhood commercial areas and/or parks.
- Additional student housing options would be needed to prevent additional conflicts between college students and the surrounding neighborhoods.

- Consideration could be given to preserve The Charnwood and Azalea Historic District neighborhoods and their character along with the neighborhoods surrounding Moore MST Middle School and Henry Bell Elementary School.



- Townhomes and garden home types of medium-density uses could serve as a buffer between single-family and denser housing, commercial and retail uses. Currently, these uses are not in close proximity to convenient services and retail.
- The high number of rental properties suggests the area is capable of sustaining multiple residential units in mixed use developments.
- Additional screening for multifamily and high-density sites would benefit area single-family developments.
- Additional direct frontage of single-family uses along major roadways should be restricted.
- The area holds potential for infill projects in current platted, but undeveloped, single-family lots.

Retail/Office/Commercial/Industrial Observations

- One historic registered property exists in the ADP study area.
- Retail in the study area is neighborhood retail land uses. However, most of the available retail areas are not within walking distance of any campus.
- The study area lacks restaurant uses within walking distance from most of the neighborhoods, campuses and multifamily sites.
- The study area lacks retail uses within walking distance from most of the neighborhoods, campuses and multifamily sites.
- Most retail in the area is not specific to either doctor's or college students' needs.
- The study area lacks entertainment-style options for residents.
- Commercial land uses are located along 5th Street, Beckham Avenue and Front Street.
- There are multiple physicians' offices located along Hospital Drive, Medical Drive and Clinic Drive.



- The existing industrial uses are located along the rail line in the northwest portion of the study area.

- The Future Land Use Plan identifies the areas surrounding the campuses as institutional and all areas within the Charnwood and Azalea Historic Districts as single-family.

Retail/Office/Commercial/Industrial Analysis

- The retail center at the northwest intersection of Beckham Avenue and 5th Street is ideal for redevelopment. This area could benefit as being vertically integrated mixed-use.



- The location of commercial land uses located along 5th Street are appropriate in offering regional and local retail, office, entertainment and service uses.
- All future office uses would benefit from being concentrated in mixed-use areas.
- Industrial uses should be discouraged in the study area and concentrated within the industrial area to the north.
- Commercial uses would benefit from being concentrated at centers or major intersections and not linear in form.
- The study area should consider the benefits of limiting its general commercial uses to the major corridors.

Public/Semi-Public Uses Observations

- No future land use categories are designated as public uses. However, the study area does contain Moore MST Middle School and Henry Bell Elementary School.

Mixed-Uses Observations

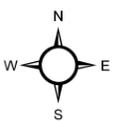
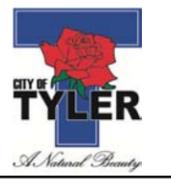
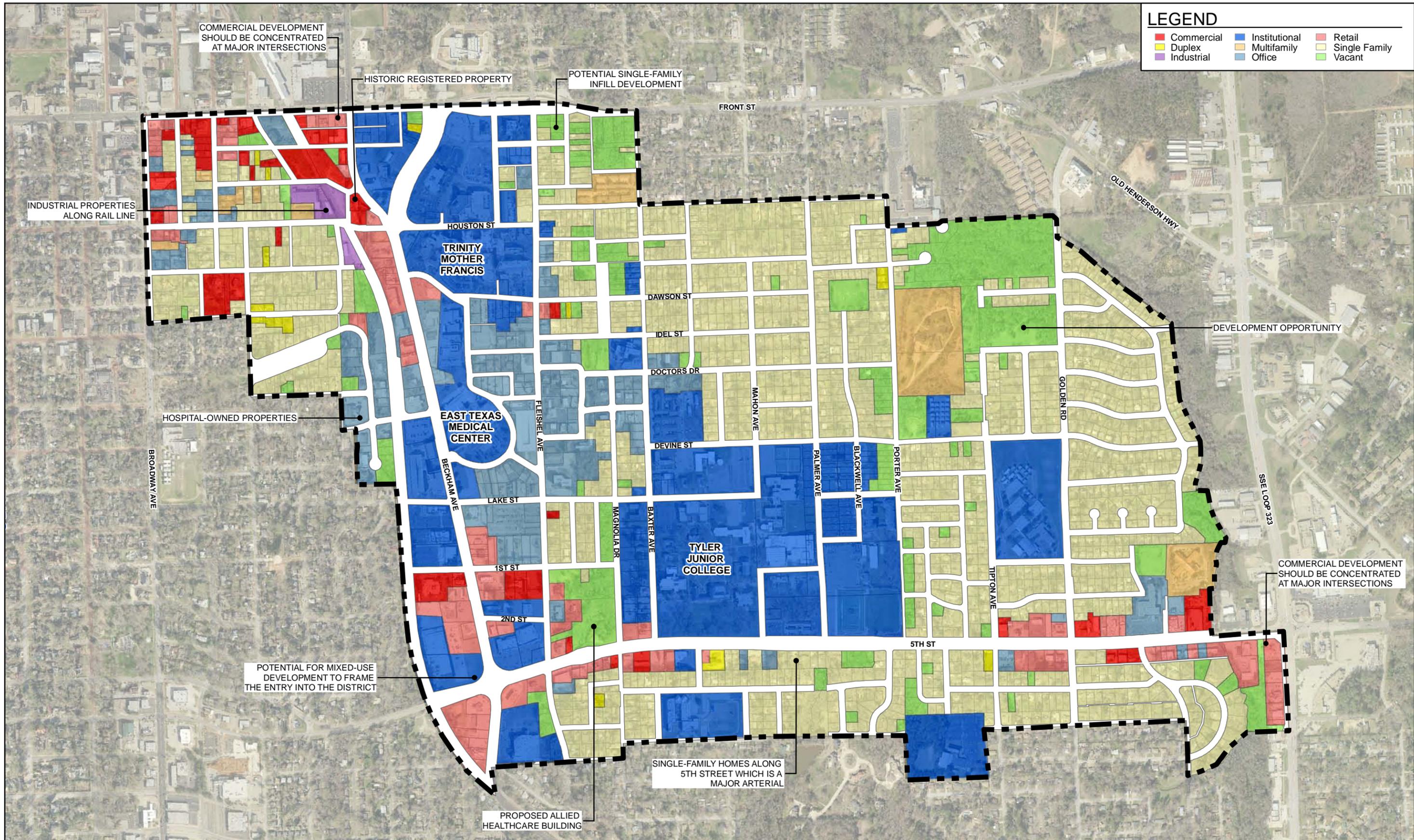
- The study area contains few properties with mixed-use zoning classifications and none are developed with a mixture of uses.
- The Future Land Use Guide does not identify any properties in the study area as mixed-use centers.

Mixed-Uses Analysis

- Future mixed-use land uses should encourage vertical integration of building uses.
- The parcels at the intersections of Beckham Avenue and 5th Street along with Beckham and Front Street hold potential for mixed-use developments. These potential sites should consider student housing, retail and its architectural relationship to form a regional environment.
- Mixed-use land uses would be appropriate along Fleishel Avenue to support the campus edges.
- The intersection of Beckham Avenue and 5th Street holds potential for mixed-use development to frame the entry into the district.

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LEGEND		
Commercial	Institutional	Retail
Duplex	Multifamily	Single Family
Industrial	Office	Vacant



**LAND USE
OBSERVATIONS AND ANALYSIS
MIDTOWN AREA DEVELOPMENT PLAN**

Zoning

The zoning map for the Hospital/TJC area should generally match or be compatible with the Future Land Use Plan. Zoning categories should support patterns of development that provide connectivity, appropriate transitions in developments and compatible adjacent use densities. Zoning should designate lands for target developments associated with the campuses, as well as position them for expansion.

Observations

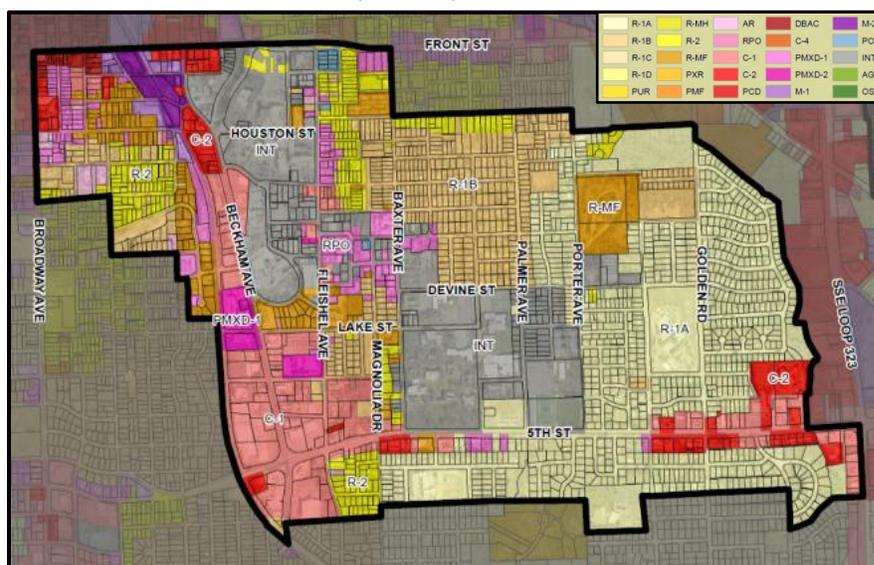
- The City of Tyler has a long history of not rezoning property without an owner's consent.
- Single-Family Detached zoning, which includes the R-1A, R-1B and PUR districts, makes up 44 percent of the study area.
- Single-Family Attached zoning, which includes the R-1D and R-2 districts, makes up six percent of the study area.
- R-MF, Multifamily Residential makes up seven percent of the study areas.
- Zoning districts which allow for a mixture of uses, including the AR, DBAC, and PMXD-1 districts, make up three percent

of the study area.

- Commercial zoning, which includes the C-1, C-2 and PCD districts, makes up 16 percent of the study area.
- Office zoning, which includes the POD and RPO districts, makes up five percent of the study area.
- INT, Institutional zoning makes up 19 percent of the study area.
- Zoning districts which allow for industrial uses, including M-1 and M-2 districts, make up two percent of the study area.
- The current study area zoning districts do not provide district style regulations associated with increased design standards.

Analysis

- Future single-family infill projects could consider R-1A and R-1B areas first or rezone to these districts.
- Many single-family homes are constructed in the R-2 district. These properties should be rezoned to their appropriate classification.
- The area would benefit from rezoning parcels and updating the Future Land Use



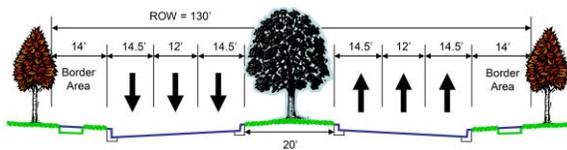
Guide to allow for mixed-use developments.

- Future zoning and rezoning efforts would benefit by considering a regional image, protecting existing neighborhoods, providing student housing and providing housing diversity and opportunities for infill projects.

Transportation/Pedestrian Connections

Transportation Observations

- Beckham Avenue experiences the highest traffic congestion in the study area.
- There are high traffic volumes on 5th Street, Front Street, and Fleishel Avenue.
- TJC events cause traffic parking and congestion issues along 5th Street.
- Beckham Avenue is designated on the Master Street Plan as a major arterial with 130 feet right-of-way, but is constructed with a varying right-of-way ranging from 70 feet to 105 feet.



- TMF has three main entrances.
- ETMC has one main entrance.
- TJC has two main entrances.
- The Green Bus Route stops on Golden Road, Devine Street, Palmer Avenue, Front Street, Fleishel Avenue, 5th Street and Beckham Avenue. These stops provide access to each main campus as well as many locations to get to and from the bus.
- Bus shelters are provided along Beckham Avenue, 5th Street, Houston Street, Fleishel Avenue, Palmer Avenue and Golden Road.
- Service on the route runs every 95 minutes from 6:00 a.m. to 8:15 p.m. Monday through Friday and every 95 minutes on Saturday from 9:00 a.m. to 5:30 p.m., which can require careful planning to catch the bus and not waste time making a trip by bus to and from the campuses.



- A bike lane is identified in the study area connecting Lake Street to the Azalea Historic District going east to Baxter Avenue, then north to Devine Street, and finally south on Golden Road.
- A gated, at-grade rail line crossing is provided at Lake Street.
- Non-gated, at-grade rail line crossings are provided at Dodge Street, Houston Street, Reeves Street, Noble Street and Front Street.
- A grade separated rail line crossing is provided at 5th Street.
- Each hospital has a helipad adjacent to their main campus.

Transportation Analysis

- Fleishel Avenue would benefit from reducing the number of individual driveways by expanding the number of shared driveways.
- Consider realignment of the Dawson Street and Clinic Drive intersection.
- Beckham Avenue would benefit from access management such as shared drives and medians.
- Fleishel Avenue has a residential characteristic. This roadway would better function as a more pedestrian-friendly environment.



- 5th Street, Front Street and Beckham Avenue have major arterial characteristics.
- Campus access appears to be properly served.
- The intersections of 5th Street and South Southeast Loop 323, 5th Street and Palmer Avenue, 5th Street and Fleishel Avenue, 5th Street and Beckham Avenue, Lake Street and Beckham Avenue, Houston Street and Beckham Avenue, and Front Street and Beckham Avenue will be critical in creating a district image and future circulation.
- Porter Avenue is not constructed with curb and gutter.
- Local roadways and connections function effectively for ADP residential uses.

Pedestrian Observations

- The 2010 Pedestrian Access Study identified multiple locations within the study area which require sidewalks.
- There are multiple hospital employees jaywalking across Beckham Avenue because they are utilizing the closer, free parking along Dodge Street.
- There is a concentration of jaywalking on Houston Street between Saunders Avenue and Fleishel Avenue.

- There is a concentration of jaywalking on Dawson Street between Clinic Drive and Fleishel Avenue from the free, guest parking.
- The campus' edges have limited sidewalks and trails.
- The study area has limited safe pedestrian transportation options.
- The 2009 Regional Trail Plan does not identify any trails in the study area.
- Lake Street, Baxter Avenue, Devine Street and Golden Road designated bike routes.
- There is a midblock pedestrian crossing on Lake Street between Beckham Avenue and Fleishel Avenue.
- ETMC has a skywalk over Beckham Avenue connecting the Olympic Center to the main facility and another over Hospital Drive connecting the parking garage to the main facility.



- TMF has a skywalk over Houston Street which connects The North Park Medical Plaza to the main facility and another over an interior drive which connects the Medical Arts Plaza to the Parking Garage.
- There are no sidewalks or trails connecting the campus to the surrounding residential and commercial developments.

Pedestrian Analysis

- Current roadways do not provide pedestrian environments typical of mixed-use sites.
- Each individual campus does not contain an effective pedestrian sidewalk and trail system.
- The study area has limited safe pedestrian routes connecting the study area to other districts.
- Safe pedestrian routes could be provided near the campuses in order to encourage walking to retail services.
- Additional retail and other bicycle and pedestrian destinations could be built within one-half mile of each campus.
- Any new mixed-use centers would benefit by having a strong pedestrian connection to the surrounding campuses.

LEGEND

-  Existing Helipad
-  Bus Shelter
-  Bus Stop
-  Railroad Overpass
-  Railroad Crossing
-  Railroad
-  Bus Route
-  Existing Bike Route
-  Existing Sidewalk



CONSIDER REALIGNMENT OF DAWSON STREET AND CLINIC DRIVE INTERSECTION

HOSPITAL EMPLOYEES JAYWALK ACROSS BECKHAM AVENUE TO ACCESS CLOSER, FREE PARKING ALONG DODGE STREET

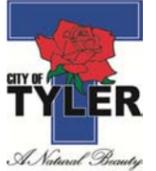
FLEISHEL AVENUE WOULD BENEFIT FROM REDUCING THE NUMBER OF INDIVIDUAL DRIVEWAYS BY EXPANDING THE NUMBER OF SHARED DRIVEWAYS

LOCAL ROADWAYS AND CONNECTIONS FUNCTION EFFECTIVELY FOR ADP RESIDENTIAL USES

PORTER AVENUE IS NOT CONSTRUCTED WITH CURB AND GUTTER

PALMER AVENUE APPEARS TO HAVE SUFFICIENT STREET AREA TO ALLOW FOR BIKE LANES

TJC EVENTS CAUSE TRAFFIC, PARKING, AND CONGESTION ISSUES ALONG 5TH STREET



TRANSPORTATION OBSERVATIONS AND ANALYSIS MIDTOWN AREA DEVELOPMENT PLAN

Environment/Aesthetic Enhancements

Parks Observations and Analysis

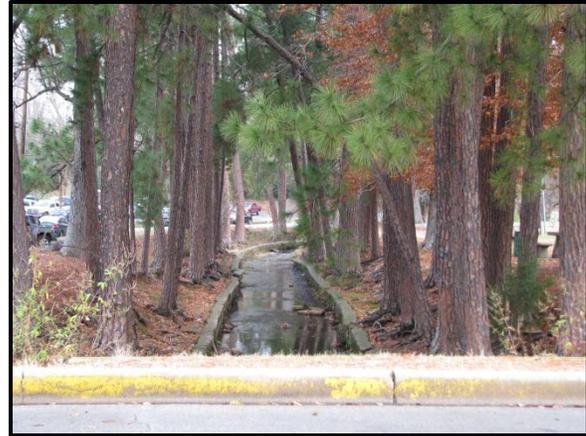
- The 2010 Parks Master Plan did not designate any parks in the study area.
- There are picnic tables in the City maintained green space located within the Douglas Boulevard right-of-way.
- The closest parks to the study boundary are Bergfeld Park, Children's Park, Hillside Park, and Golden Road Park.
- The TJC campus serves as a park amenity to surrounding residents and student population.
- The area lacks neighborhood parks within walking distance of neighborhoods.
- Future developments could include community open space and parks.

Existing Vegetation Observations and Analysis

- The commercial developments have little to no landscaping which yields a sense of blight. Future developments would benefit by considering tree coverage.
- Potential exists to increase tree preservation requirements in the ADP area.
- Additional open space is a primary desire for the residents of the area. Consider including open space as an element for the district.

Drainage Observations and Analysis

- The main drainage issue reported was in the channel separating the two directions of traffic on Douglas Boulevard. Consider rehabilitation and clearing of debris in the channel.



- Any future roadway improvements to Douglas Boulevard or Crestway Drive will need to consider the drainage and flood area.

Streetscape Observations and Analysis

- The commercial corridors have limited amounts of landscaping.
- No unifying street elements exist within the ADP study area.
- Beckham Avenue and 5th Street are key streetscapes in terms of creating a district. The street scene does not relate a community feeling to the district.
- A future ADP district would benefit from incorporating a unifying streetscape in order to create continuity.
- No streets offer a unique pedestrian experience.

Landscape Observations and Analysis

- Outside of the campuses, the area does not provide a significant landscaped appearance. This should not be confused with open space.
- The area does not contain continuity in landscape enhancements.
- Individual homes contain typical landscape designs.

Architecture Observations and Analysis

- The Charnwood and Azalea Historic Districts have unique architectural styles associated with their own districts.



- The TJC campus has a colonial revival style of architecture that was typically used between 1880 and 1955. The forms and style identifying features include an accentuated front door supported by pillars or slender columns to form an entry porch. The façade normally shows symmetrically balanced windows around a centralized door.



- The original TMF campus has a Spanish Eclectic style of architecture that was typically used between 1915 and 1940. The forms and style identifying features include a low-pitched roof and thick masonry walls of adobe brick or rubble stone covered with protective stucco.



- The ETMC campus has a Modernistic style of architecture that was typically used from the 1920s to the 1940s. The forms and style identifying features include a smooth wall surface, zigzags, chevrons, and other stylized and geometric motifs as decorative elements on the façade.
- The differing architectural styles and forms of the three campuses will be difficult to translate into residential and commercial applications.

District Observations and Analysis

- The area lacks uniform signage.
- Current commercial developments in the ADP study area have developed over time as individual sites with little to no visual or physical relationship.
- The ADP study area lacks design guidelines that support a district image. No commercial developments in the study area have significant architectural design.
- Future developments in the study area would benefit by using increased architecture and landscape standards.
- Future district boundaries could consider greater emphasis on the areas image, capturing future commercial developments and ensuring the streetscapes support the district's image as well as provide pedestrian options.
- Future district boundaries would not benefit by placing significant emphasis on the relationship of the campuses and surrounding neighborhoods.

Existing Campuses

Observations and Analysis

- The campuses are primarily land-locked yet are experiencing growth.
- Each campus has limited TxDOT signage outside of its campus boundary directing vehicular traffic to the campus.
- The campuses are difficult to find and navigate for first time visitors to the area.
- The campus edges are not defined and most of the adjacent land uses do not support the campus. The campus edges do not reflect a community atmosphere.
- As the job market and student enrollment increase, additional housing will be needed near each campus.
- The study area lacks a community feel or a young professional environment.
- There are no strong visual architectural relationships between campus architecture and the surrounding neighborhoods.
- The area would benefit by designating future expansion areas.
- The campuses would benefit by having additional signage outside its current boundary associated with a district.
- Consider incorporating green space elements into the theme for the area.



ETMC campus signage



TMF campus signage

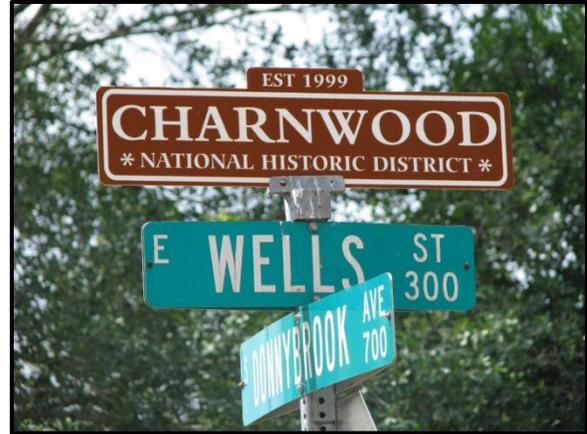


TJC campus signage

Existing Neighborhoods

Observations and Analysis

- Seven historic registered homes exist in the ADP study area.
- The area has single family lots platted but not constructed.
- The historic neighborhoods have strong individual thematics and identities. The entry features and homes do not directly relate to the main campuses.
- Other neighborhoods and subdivisions have individual single-family home characteristics and do not directly relate to the main campuses in terms of architectural features and style.
- Some of the study area's neighborhoods do not relate to one another. The existing ADP subdivisions offer a wide variety of home sizes, materials, forms and architectural styles. It will be difficult to create a district with a unified neighborhood theme.
- The area has a unique opportunity to expand upon a young professional community or area due to existing facilities.



National historic district signage



Littlejohn historic home



Variety in building styles

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recommendations

Introduction

The following are the planning team’s recommendation for the Medical/TJC ADP. These recommendations are based upon public and stakeholder input obtained during ADP meetings, observations of existing conditions, planning/consultant team analyses, site visits, existing planning documents and planned projects. The recommendations are to be used as a reference and foundation from which ordinance and implementation actions should be derived.

Summary of Recommendations

Land Use

- Establish “Midtown” as the new district.
- Provide institutional expansion areas.
- Embrace mixed-use developments in appropriate areas.
- Encourage appropriate commercial development and redevelopment opportunities that do not compete with mixed-use areas.
- Provide student housing opportunities.
- Protect historical neighborhoods from commercial and institutional encroachments.
- Work with land owners to consider housing infill projects.
- Limit rezoning of existing residential areas to non-residential.

Zoning

- Work with property owners to rezone parcels and support future zoning actions that promote the ADP recommendations and master plan.
- Create an overlay zone.

Transportation/ Pedestrian Connections

- Improve vehicular traffic, pedestrian circulation and the district image through Beckham Avenue, Lake Street and Fleishel Avenue enhancements.
- Improve future circulation and create walkable areas.
- Provide additional building spaces or pedestrian malls within the ETMC, TMF, and TJC campuses.

Environmental/ Aesthetic Enhancements

- Increase park service levels.
- Provide district branding and increased aesthetic through streetscape improvements.
- External signage improvements.
- Bury overhead utilities.

Vision

The vision for the Medical/TJC ADP is to create a distinctive Tyler destination with ETMC, TMF and TJC as the heart of a new Midtown. The area will create better land use opportunities to support the medical and college campuses and provide retail, restaurant and entertainment options. New businesses will be attracted to the area, existing single-family neighborhoods will be protected. These new businesses will be concentrated in mixed-use developments targeted at creating pedestrian-friendly environments within walking distance of the hospitals and TJC. Area residents and students will be able to work, shop, play and live near the campus, while experiencing new businesses centered on open space amenities.

Future transportation enhancements will provide improvements to relieve traffic congestion during peak hours while providing a unique street scene that brands the Midtown. New roadway improvements will incorporate traffic management elements and pedestrian circulation options, better connecting all parts of the study area. The area will have a more identifiable image in the community with district and directional signage.

The new Midtown will have an identifiable image through the application of an overlay zoning district. The overlay zoning district will provide streetscapes with similar site furnishings, lighting and banner signs while creating a sense of place. New landscape and open space standards will ensure a positive and open space image is maintained in the district. The Midtown and area will create a high-quality, pedestrian-friendly destination that will benefit residents and the hospitals and college.



Mixed-use developments include retail/restaurants



Midtown logo



Create a sense of place with amenities

Land Use

Future decisions in land use development surrounding the institutional uses should refer to the Proposed Future Land Use Map and the following recommendations. The City has recognized the economic value, employment base and educational importance of the hospitals and college for the entire region. The land use recommendations help to organize land uses into patterns to support institutional expansions as well as incorporate stakeholder desires. The land uses work to support future redevelopment opportunities while protecting existing neighborhoods. Both targeted and realistic development of mixed-use areas is highly encouraged to create a walkable environment that takes advantage of the major activity generators. The following recommendations identify the highest and best uses for the study area.

Recommendations

Work with Tyler Junior College (TJC) to provide appropriate expansion areas

TJC has a growing enrollment and owns several large parcels outside its current main campus. The campus is currently landlocked to the north and east by residential uses and 5th Street to the south, and it is recommended that future encroachment into residential areas be minimized. As TJC continues to expand, appropriate areas need to be identified for institutional uses.

- Designate Institutional areas as indicated on the Future Land Use Plan. Provide institutional land uses west of Porter Avenue, south of Devine Street, east of Magnolia Drive and north of 5th Street.
- Support institutional expansion based on TJC needs. Consider expansion in the area south of 1st Street, east of Fleishel Avenue, west of Magnolia Drive and

north of 5th Street. Consider institutional expansions at the northeast corner of intersection of Devine Street and Baxter Avenue.



- Encourage TJC to consider student housing uses in the two large TJC-owned tracts northeast of the main campus.
- Encourage TJC to include these lands in future Master Plan updates.
- Minimize TJC conflicts with surrounding residential uses.
- Work with TJC and Tyler Museum of Art to incorporate the Tyler Museum of Art building into TJC's master plan if Tyler Museum of Art relocates.

Work with ETMC and TMF to provide appropriate expansion areas

Currently, ETMC and TMF have expanded medical uses surrounding their main hospital buildings with new, specialized medical buildings, administrative spaces, patient wings and parking facilities. As the medical providers continue to expand, infill projects are encouraged to create campus-like settings for each institution. The campus-like settings could include parking structures to accommodate employees and visitors, less surface parking, more pedestrian and green spaces, and new buildings located near existing structures to lessen dependence on vehicular traffic.

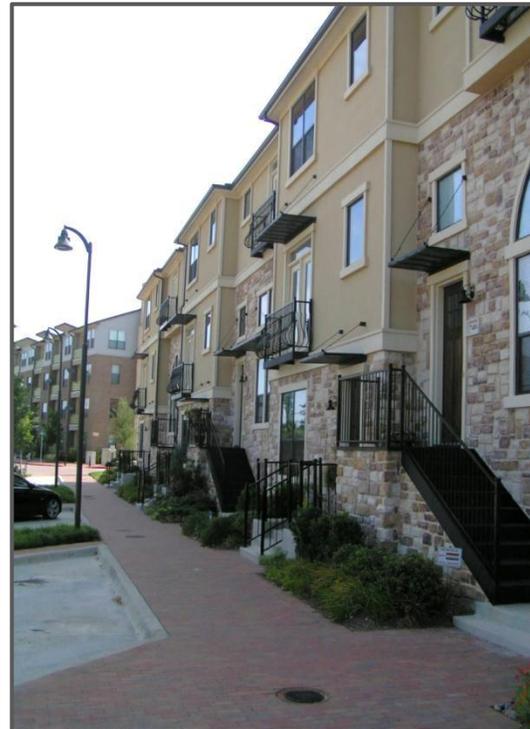
- Designate Institutional areas as indicated on the Future Land Use Plan. Provide institutional land uses east of Beckham Avenue, south of Front Street, west of Fleishel Avenue and north of Lake Street.
- Support institutional uses in the mixed-use center areas. Such redevelopment could include urban forms with buildings at street fronts to support a pedestrian-oriented environment.
- Encourage each institution to limit the need for pedestrians to cross Beckham Avenue. Consider programming parking for visitors and employees that limits the need to cross major roadways.
- Encourage the hospitals to develop their underutilized land before buying new areas.
- Minimize institutional land use encroachments into existing residential areas.

Embrace mixed-use developments and redevelopment in appropriate areas

Based on stakeholder desires and five minute walking distances from the major institutional uses or activity generators, the planning areas should be guided towards creating higher-density mixed-use developments. Consider additional revisions to mixed-use areas designations based on market findings and funding/assessment districts. The mixed-use areas should be targeted at attracting visitors from the activity generators and providing support uses such as student and young professional housing, institutional, retail, office and restaurant spaces. High-density mixed-use areas should be centered at the intersection of Lake Street and Fleishel Avenue but can include other areas. These uses should be pedestrian-friendly sites that promote connectivity and walkability between ETMC, TMF, TJC the Azalea District and other surrounding residential areas. This high-density mixed-use area should be

complimented with a mixed-use center area. Both mixed-use types should incorporate visual and accessible parks, plazas, courtyards, outdoor dining and other pedestrian spaces to create an interesting street scene.

- Designate high density mixed-use areas as indicated on the Future Land Use Plan. These uses are intended to include higher intensity two to five story buildings located near street fronts to create unique pedestrian environments. Such mixed-use buildings should consider first floor non-residential uses with housing or office spaces above. Hotel and institutional uses could also be incorporated.



Higher density residential infill

- Designate mixed-use center areas as indicated on the Future Land Use Plan. These areas are intended to include medium intensity one to three story buildings located near the street fronts to create unique pedestrian environments. Such mixed-use center buildings should consider limited first floor non-residential

uses. Consider other higher density residential infill and compatible neighborhood-style non-residential uses. Uses could include non-garden style apartments, townhomes, rowhomes, condos, lofts, offices, retail, hotel, restaurant, institutional and studio spaces.

- Support expanding mixed-use land uses along Lake Street in order to connect the existing Azalea District residential uses with the proposed mixed-use sites and TJC.
- Support expanding mixed-use land uses at the southwest intersection of 5th Street and Beckham Avenue.
- Support expanding mixed-use land uses along Fleishel Avenue in order to connect the hospitals with the proposed mixed-use sites.



- Support a mixed-use catalyst project at the intersection of Lake Street and Fleishel Avenue. Work with major land owners and developers to make this project a priority for the area. The City should consider developer incentives to aid in the project's development.
- Consider limiting the amount of vertical mixed-use development based on market analysis, in order to have a targeted area that creates the desired pedestrian-oriented environment.
- Consider a hotel catalyst project within the proposed mixed-use center areas.

Prepare a market analysis and development incentives

The study area appears to have many opportunities for development and redevelopment based on existing land uses, building stock and daytime populations from the major employers and college students. A market analysis could help identify redevelopment areas based on property values and land assembly. In addition, public-private partnerships and funding mechanisms could be used to help stimulate improvements.

- Consider conducting a market analysis. A developer could use the market study to identify trade area demographics, sales leakage and identify potential residential and non-residential square footage amounts that could be supported within the trade area. The market study can help bridge the gap and work with major land owners to identify catalyst projects such as mixed-use, hotels or meeting spaces.
- Consider the expansion of existing Tax Increment Reinvestment Zone, the creation of a new Tax Increment Reinvestment Zone consistent with the Midtown boundary and/or the creation of new assessment districts.
- Create a list of development incentives to attract businesses and new development.
- Create marketing materials based on a market analysis and redevelopment properties to showcase lands to developers and investors.

Create a new visitor's center

Based on stakeholder input the campuses can be difficult to navigate for first time visitors. A visitor's center could assist visitors with campus navigation and spotlight area businesses and amenities.

- Consider a visitor's center as a shared use facility within future hotel site.

Support existing non-residential uses

The study area contains many successful existing public, commercial and office areas. These areas should be maintained and expanded through infill only, not with new land use designations.

- Support existing commercial land uses along Beckham Avenue, Front Street, and 5th Street. Preserve these corridors as auto-dominate commercial corridors.
- Support existing public uses.
- Support existing office uses west of the railroad corridor along Turtle Creek Drive. Limit additional non-residential uses to be developed outside the area but support infill office uses along Turtle Creek Drive.



- Support additional adaptive reuse of single family homes north of Medical Drive, between Fleishel Avenue and Baxter Avenue.

Provide new housing opportunities

Work with land owners to consider housing infill projects in the two large tracts of undeveloped land near Golden Road.

- Target residential infill projects in the undeveloped lands north of Devine Street, between Golden Road and Porter Avenue. Such uses could include a range of products from single family homes, student housing and townhomes.

Protect established neighborhoods

The study area offers quality single-family housing and neighborhoods that should be protected while capitalizing on the proximity to two National Historic Districts.

- Limit additional commercial or office uses west of the rail road corridor.
- Limit rezoning for existing residential areas to non-residential areas with the exception of those mixed-uses areas described.

Create the Midtown boundary

While all properties in the ADP study area should support the primary district, Midtown should be a focal point. In addition, Midtown should not encompass any established historic districts as the multiple designations dilute the sense of place.

The recommended northern boundary begins at the intersection of railroad right-of-way and Front Street continuing east on Front to Baxter Avenue where it turns south going to Houston Street. The boundary continues east along Houston Street to Porter Avenue where it turns south again and then east on Ferdell Street continuing east until it reaches Golden Road. The boundary goes south on Golden Road, encompassing Moore MTS Middle School, until it reaches 5th Street. From there, the boundary then follows 5th Street west until it reaches the railroad right-of-way where it turns north, following the borders of the Azalea and Charnwood Historic Districts, and goes back to the intersection of the railroad right-of-way and Front Street. See District Recommendations map.

Mixed Use Catalyst Project Example



Zoning

Zoning within the study area should support the land use recommendations. The City should work with land owners and developers to ensure the area’s vision and stakeholder desires are implemented. The existing zoning will have difficulties implementing the community’s desire for a walkable, mixed-use development. The most appropriate application to regulate land uses within the study area is to support rezoning to better coincide with land use strategies. The following are zoning recommendations; please see Master Plan Recommendations map.

District Recommendations

Create the Midtown

- Adopt regulations that identify the Midtown boundary, see District Recommendations map.
- Name the new district Midtown.
- Encourage future developments within the boundary to incorporate Midtown into the developments name, e.g. Midtown Medical Tower (mixed-use development).
- Architecture guidelines should apply to all new development and redevelopment regardless of use or parcel size and should be used in conjunction with existing Tyler ordinances. The following are recommended components to be included as part of the architecture guidelines:
 - Define allowable uses: mixed-use sites should have a required mix of uses with emphasis on providing

Create Commercial Corridor Overlay for mixed-use areas

In order to regulate the district’s design and urban form intent, a Commercial Corridor Overlay is recommended. The areas to consider for the overlay zone should be coordinated with the Land Use Map. As part of this overlay district, create specific design guidelines to identify development expectations. These recommended design guidelines should define types of uses, architecture, landscape and open space, and site design requirements. The design guidelines are recommended to create a framework for consistent, attractive and desirable pedestrian-oriented developments for the district and consider including the criteria:

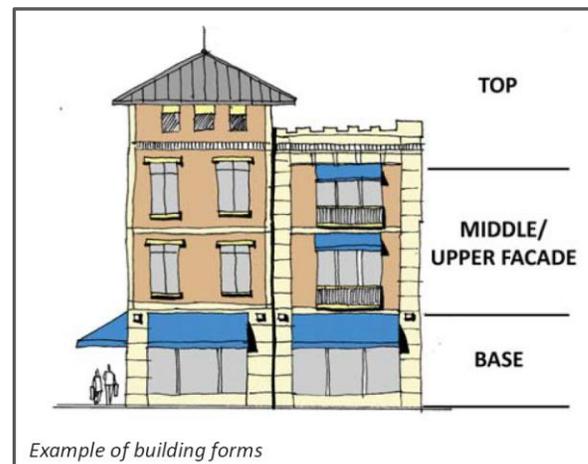


residential density associated with housing. It is recommended that allowable uses exclude industrial or manufacturing.

- Define building minimum and maximum heights.
- Mixed-use buildings should incorporate a distinct building form. It is recommended that all buildings be designed with a distinguishable base (first floor), middle (upper facade) and top (roof element). This will create an interesting architecture style and help to create a unified character throughout the study area. Multi-store buildings should be designed with the first floor at a pedestrian scale.
- Standards should be developed for building facades to incorporate certain design elements in order to promote a community character and pedestrian scale. These design elements should include architectural features such as cornices, piers, columns, rustication and/or belt courses. In addition, variations in wall planes such as the use of canopies, lighting fixtures, balconies and awnings are also recommended.
- Horizontal building articulation requirements.
- Vertical building articulation requirements.
- In order to create a pedestrian-oriented environment in which buildings are oriented toward publicly accessible streets and sidewalks, a principal building should have its main entrance from a public sidewalk or plaza. Each non-residential use with exterior, street-oriented exposure should have an individual public entry.
- Rooftops should be designed as individual design elements and be utilized to block equipment and satellite dishes. Rooftops shall be

viewed as a part of the site plan and should help to create an interesting skyline.

- Material standards should be developed that borrow materials found within the existing study area institutional use.
- First floor requirements should be developed for mixed-use areas. The requirements should promote a minimum non-residential use on the first floor adjacent to major roadways.



- Landscape and open space guidelines should be included. These guidelines are critical in conveying and preserving pedestrian spaces. The following are recommended components to be included as part of the landscape and open space guidelines:
 - Require street trees along mixed-use streets.
 - Define site furnishing requirements.
 - Increase the landscape requirements for mixed-use developments.
 - Include buffer and screening requirements for non-compatible uses.
 - Increased landscaping should be used along major roadways, at major intersections and at site entrances.
 - The plant materials for these areas should include not only large trees and shrubs, but also seasonal color,

small trees and specimen plants. Trees near buildings and pedestrian walkways should be pruned up to nine feet in height to ensure safe clearance.

- Increase the accessible open space requirements for mixed-use sites that have developments larger than five acres. Develop these guidelines to encourage open space to be developed as a linear system or as an amenity to the site. These spaces should be public.
- Develop public space standards that require plazas, small parks or courtyards for mixed-use sites.



- Limit overhead utilities.
- Site design guidelines should be included. The following are recommended components for the site design guidelines:
 - Develop minimum and maximum setbacks and build-to lines for mixed-use sites. Emphasis should be given to create a unique street scene with building placements near the street.
 - Develop maximum lot coverage standards for mixed-use sites.
 - Develop parking restrictions for parking in front of buildings. Encourage parking within right-of-ways, in garages and behind buildings.
 - Encourage shared parking. Adjust minimum parking requirements.

- Consider parking space caps for mixed-use areas.
- Consider requirements for cross access easements to encourage shared drives, browser lanes and connectivity.
- Require sidewalks within all new developments.
- Consider providing examples and encouraging unique building orientations, the use of view corridors and walkable block lengths.

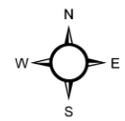
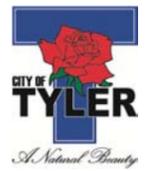
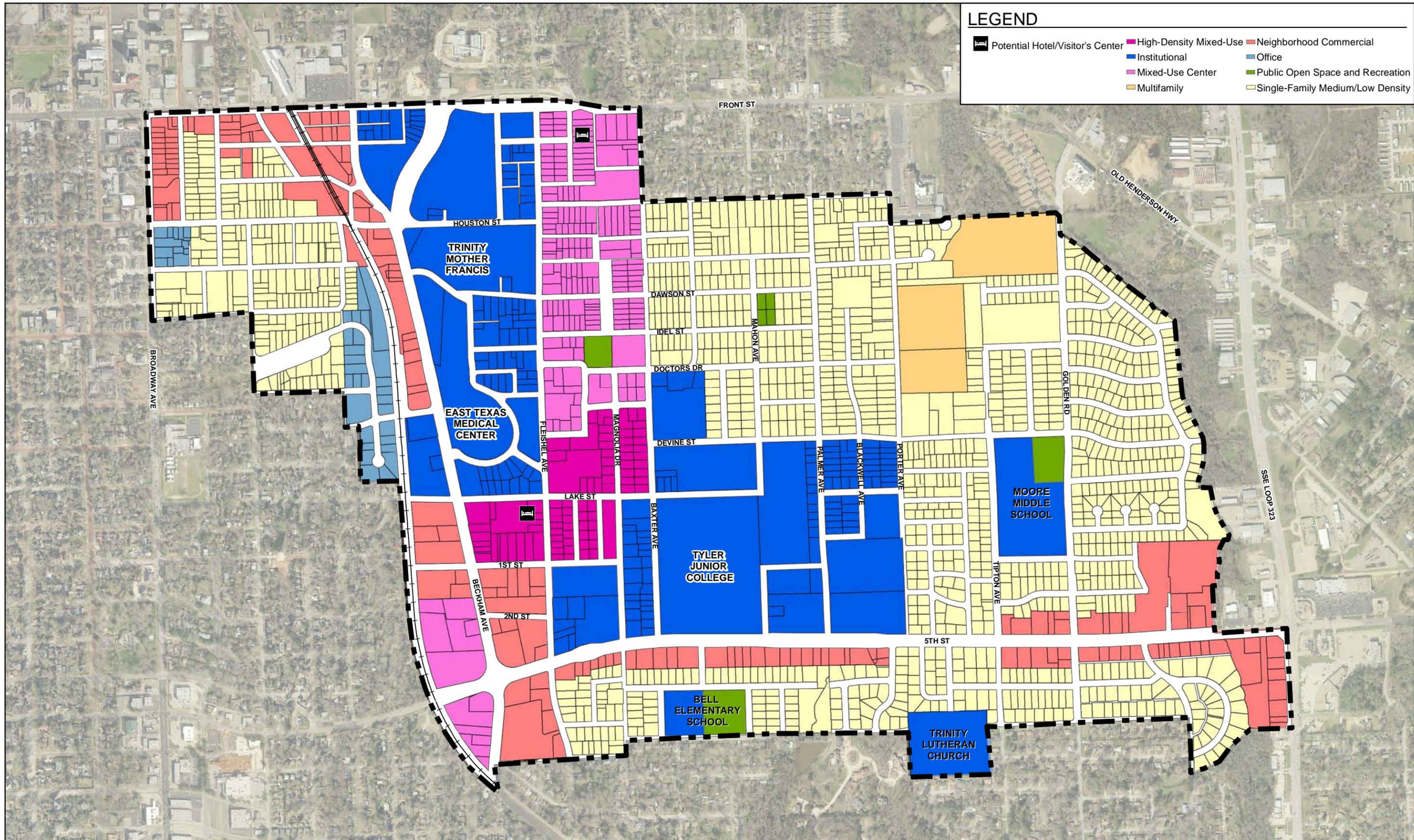
Work with property owners to rezone parcels and support future zoning actions that promote the study’s recommendations

- Support RMF to RPO zoning.
- Support existing R-1A, R-1B, R-1C, R-1D, R-MH, and R-2 residential zoning districts, with the exception of those parcels identified as new mixed-use areas.
- Support existing C-1 and C-2 zoning along Front Street, 5th Street and Beckham Avenue, with the exception of existing residential parcels and proposed institutional and mixed-use areas.
- Discourage M-1 or M-2 zoning.
- Support rezoning of the parcels identified as office land uses along Turtle Creek Drive to a zoning category that allows office uses.
- Support existing Institutional districts, including those within proposed mixed-use areas.
- Support rezoning for parcels to match proposed Institutional districts, see Master Plan Recommendations.
- Support rezoning for parcels to match proposed PMXD-1 and PMXD-2 areas, see Master Plan Recommendations.

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LEGEND

-  Potential Hotel/Visitor's Center
-  High-Density Mixed-Use
-  Neighborhood Commercial
-  Institutional
-  Office
-  Mixed-Use Center
-  Public Open Space and Recreation
-  Multifamily
-  Single-Family Medium/Low Density



MASTER PLAN RECOMMENDATIONS MIDTOWN AREA DEVELOPMENT PLAN

Transportation/ Pedestrian Connections

Transportation recommendations are directed at increasing safety, providing pedestrian options, supporting land uses, and maintaining traffic efficiency. These strategies work within the confinements of existing right-of-way widths; however, new cross sections for the several existing streets are proposed to support the mixed-use concepts. The need for a walkable environments and expanded pedestrian movements has been identified.

The following recommendations offer transportation and pedestrian enhancements for the study area. While updates to the Master Street Plan and Tyler 21 may not be necessary to implement the projects, cohesiveness should be considered with future updates to those documents.

Recommendations

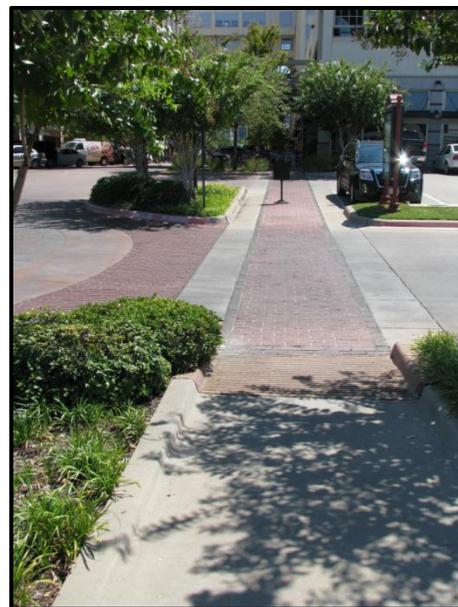
Improve vehicular traffic, promote pedestrian circulation and create a sense of place through Beckham Avenue improvements

Beckham Avenue is a key roadway for the entire Tyler area. It serves as a major north-south arterial connecting downtown to southeast Tyler. The roadway should provide an image for both hospitals and the surrounding commercial uses. Along with land use redevelopment, Beckham Avenue can serve as a key branding opportunity for the district. See proposed street section.

- Support the renaming of Beckham Avenue to Medical Parkway. Using the proposed limits of Fleishel to Gentry Parkway, the renaming will affect 118 parcels on Beckham Avenue. Coordinate with TxDOT and US Postal service.
- Support the renaming Medical Drive to Medical Way or Medical Circle in conjunction with the renaming of

Beckham Avenue. The renaming will affect nine parcels on Medical Drive.

- Maintain two northbound and two southbound lanes.
- Conduct an access management study to help decrease driveway conflicts and increase safety. The study should identify median and turn lane locations for future improvements.
- Based on the access management study, construct medians and turn lanes from Front Street to 5th Street.
- Implement an adaptive control system for the traffic lights to adjust the signal timing based on changes in the traffic conditions.
- Provide continuous sidewalks from Front Street to 5th Street. Sidewalks should be provided on both the east and west sides of Beckham Avenue.



- Provide new landscaping and lighting within proposed medians.
- Coordinate with planning efforts by others to implement long range commuter rail plans that serve the area.

Improve vehicular traffic, provide parking, promote pedestrian circulation and create a sense of place through Lake Street improvements

Lake Street has the potential to conceptually link TJC with the Azalea District and provide a framework for mixed-use recommendations. It currently serves as an existing collector road. The roadway’s improvements should promote a pedestrian scale environment while increasing aesthetics. These improvements should help attract the desired mixed-use style developments and promote walkability. See proposed street section.

- Maintain one eastbound and one westbound lane with occasional turn lanes.
- Provide traffic calming devices such as landscape islands, crosswalks, street trees, neckdowns, chokers, and textured crosswalks.
- Use bulb out islands at intersections to promote pedestrian safety.
- Provide a wide pedestrian zone on the outside of both the north and south sides. This area should be used to incorporate buried utilities, wide walks, site furnishings, plantings and street trees.



Improve vehicular traffic, provide parking, promote pedestrian circulation and create a sense of place through Fleishel Avenue improvements

Fleishel Avenue recommendations are key roadway improvements for mixed-use concepts. The road will conceptually link the hospitals with new mixed-use areas. It

currently serves as an existing collector road. The roadway’s improvements should promote a pedestrian scale environment while increasing aesthetics. These improvements should help to attract the desired mixed-use style developments, promote walkability and better serve existing land uses and future institutional uses. See proposed street section.

- Consider providing center turn lanes at appropriate intervals.
 - Private property dedication may be required to provide minimum right-of-way widths.
- Consider using parking islands for street trees and at intersections to promote pedestrian safety.
- Provide traffic calming devices such as landscape islands, crosswalks, street trees, neckdowns, chokers, and textured crosswalks.
- Use bump out islands at intersections to promote pedestrian safety.
- Provide a wide pedestrian zone on the outside of both the east and west sides. This area should be used to incorporate buried utilities, wide walks, site furnishings, plantings and street trees.
- Provide place-making furnishings such as decorative street light/pedestrian light poles and banners in new roadways along with recommendations in the Environmental/Aesthetic section.

Improve future circulation and create walkable areas

Mixed-use developments depend upon pedestrian traffic. Increasing connectivity is a key issue for creating successful mixed-use spaces. The study area needs continuous sidewalks and outdoor spaces to aid in developing the study area as a walkable environment that people want to visit.

- Install a traffic signal at the intersection of Baxter Avenue and 5th Street to relieve TJC traffic congestion.
- Deter midblock crossings. Future midblock crossings should be signalized and supported by high pedestrian volumes.
- Close sidewalk gaps. Construct new sidewalks to connect all existing sidewalks. See Transportation Recommendations.
- Provide place-making furnishings such as decorative street light/pedestrian light poles and banners in new roadways along with recommendations in the Environmental/Aesthetic section



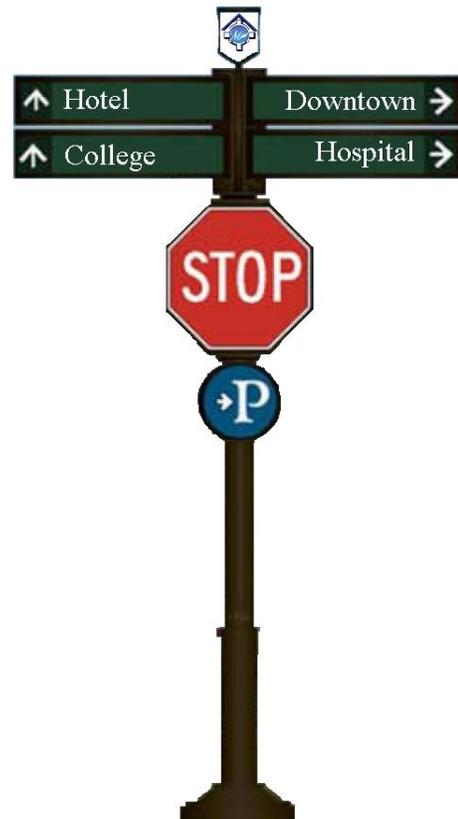
- Incorporate the Midtown color scheme into future bus shelter installations to help create a sense of place.
- Discourage land uses and site specific programming that requires pedestrians to cross Beckham Avenue.
- Encourage pedestrian traffic to access mixed-use areas.
- Work with ETMC to close Idel Street and Foundation Drive within the existing campus areas.
- Work with TJC to close Lake Street, Mahon Avenue, Apache Pass Drive, Adair Street, Tennis Court, and Blackwell Avenue within the existing campus areas.
- Work with TMF to close and realign Dawson Street within the existing campus areas.

- Owner-initiated street realignments would require dedication of private property for new roadway.
- Consider adjacent property owner initiated street closure requests within the ETMC, TJC, and TMF campuses.

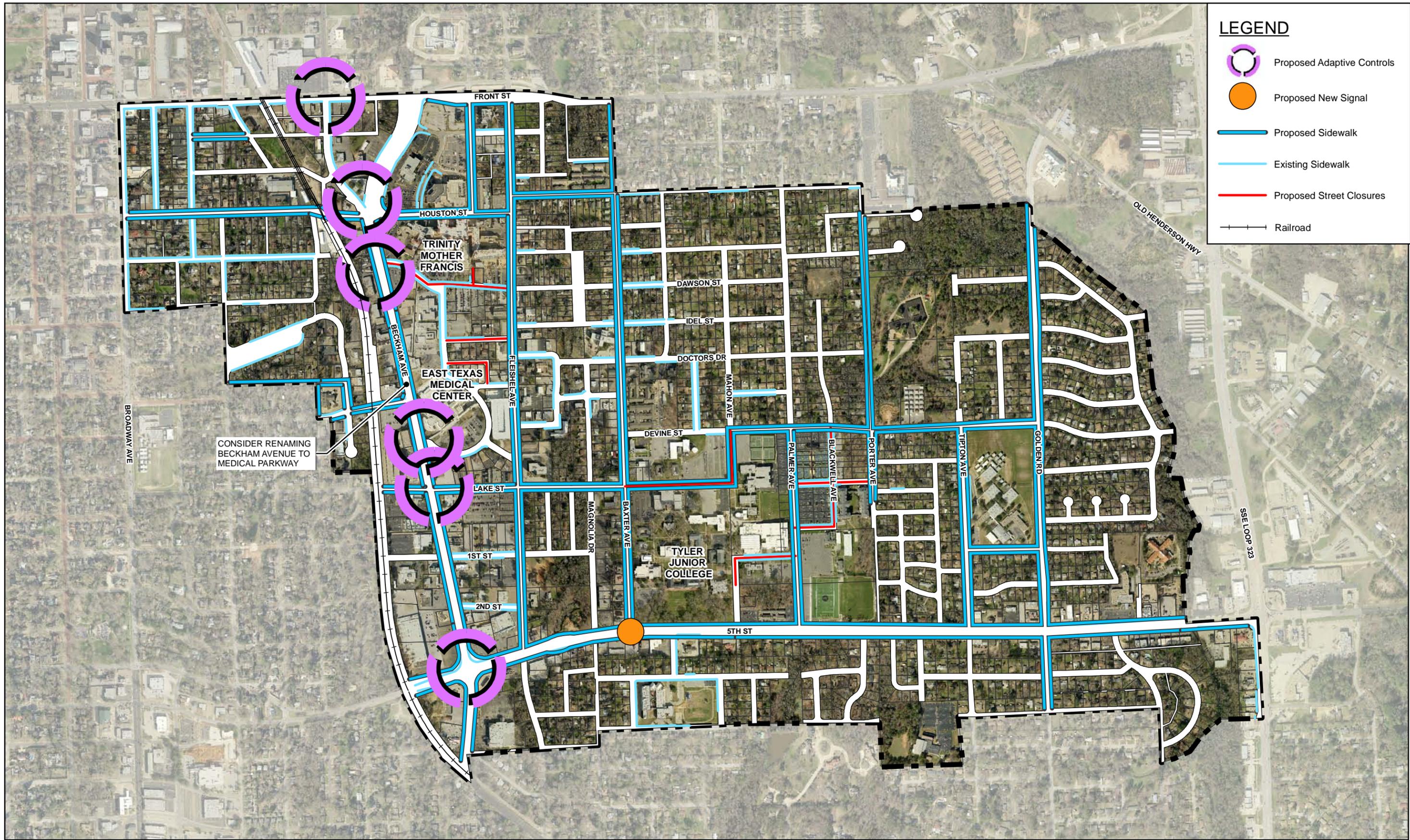
Improve transportation circulation through wayfinding improvements

Wayfinding should enhance the district’s character and organizational effectiveness. Providing the appropriate amount of signage is a necessary factor for success.

- Encourage sign pooling to concentrate information in key locations.
- Provide for institutional development signs larger than what is currently allowed to provide the needed signage for pooling.
- Encourage campuses to consider posting campus maps around their facilities.



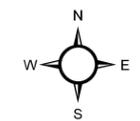
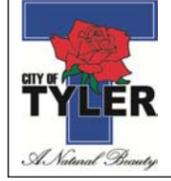
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LEGEND

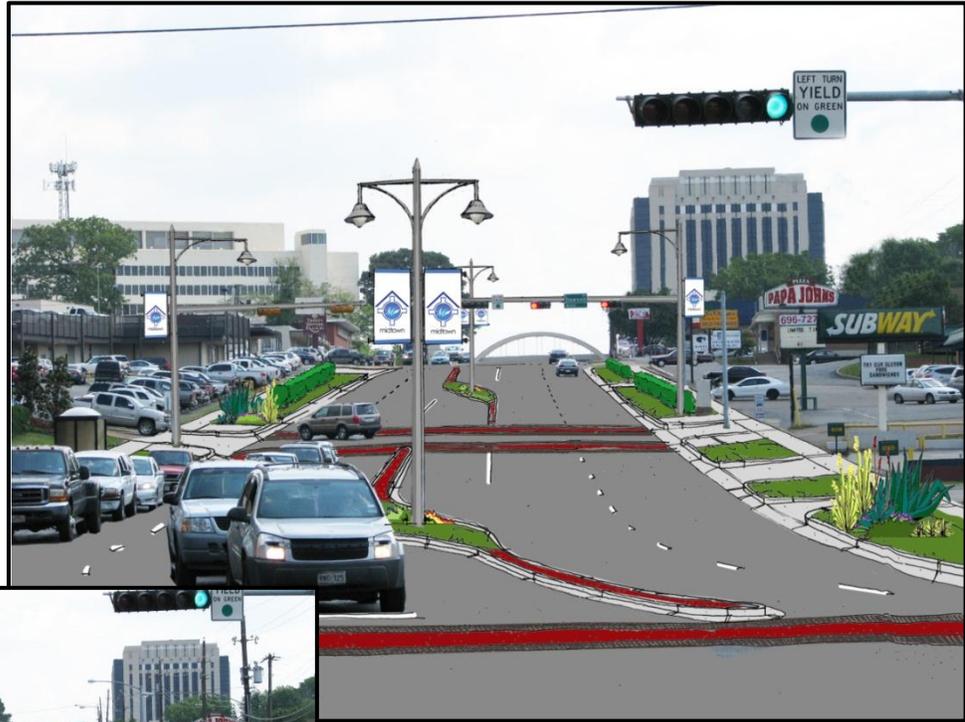
-  Proposed Adaptive Controls
-  Proposed New Signal
-  Proposed Sidewalk
-  Existing Sidewalk
-  Proposed Street Closures
-  Railroad

CONSIDER RENAMING
BECKHAM AVENUE TO
MEDICAL PARKWAY



**TRANSPORTATION
RECOMMENDATIONS
MIDTOWN AREA DEVELOPMENT PLAN**

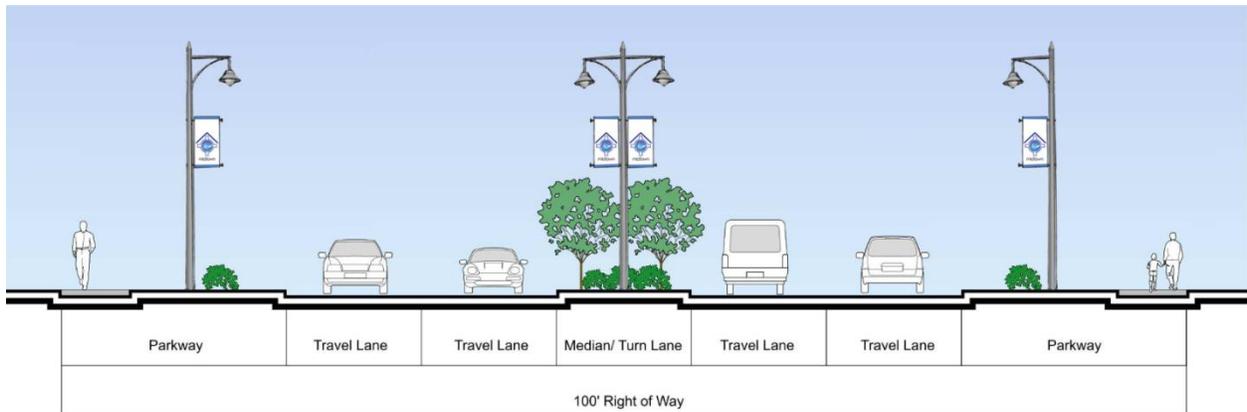
Proposed Beckham Avenue Improvements



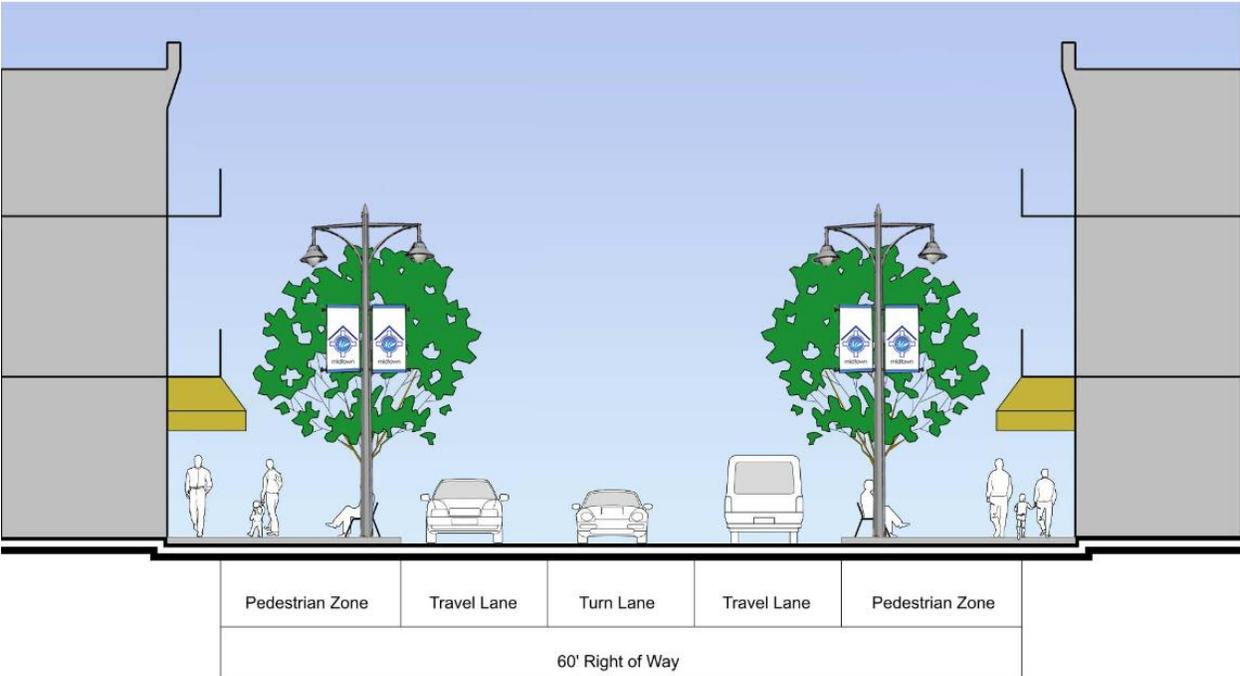
After



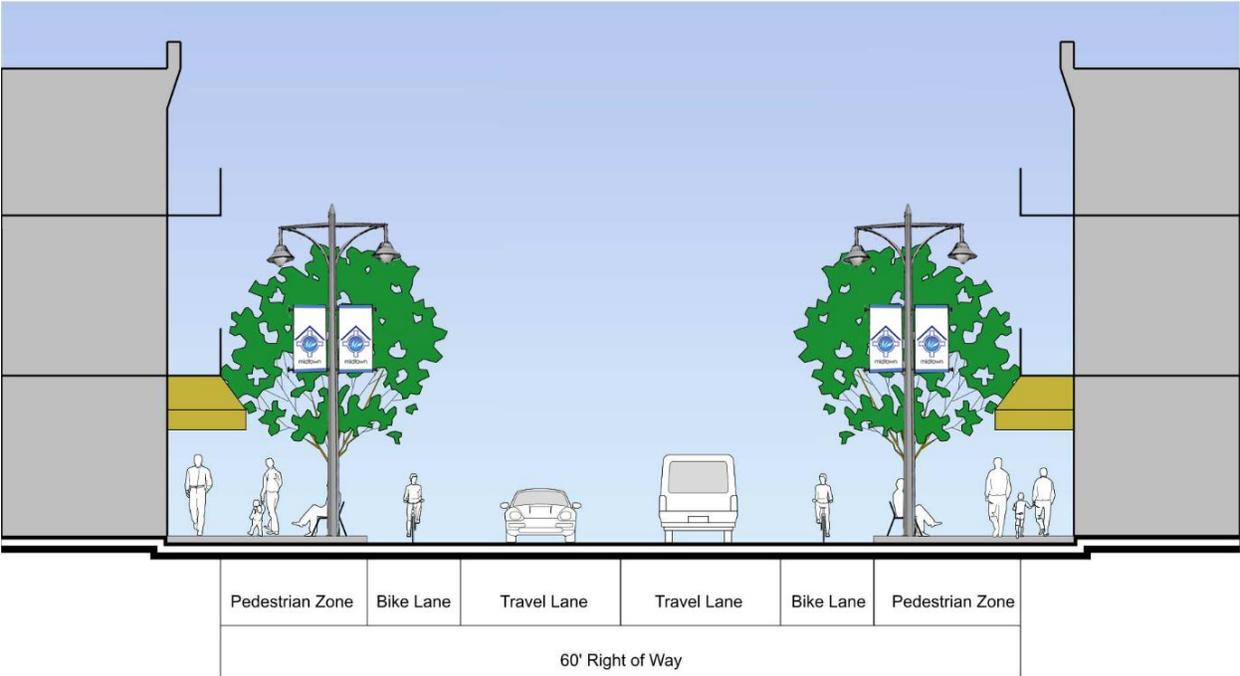
Before



Proposed Lake Street Improvements



Proposed Fleishel Avenue Improvements



Environmental/ Aesthetic Enhancements

The district has a unique opportunity to create a distinctive place within Tyler. Three large institutional uses, a high daytime visitor population, walkable blocks and redevelopment prospective all contribute to the area’s mixed-use potential. An improved street scene is just part of the focus needed to create the community’s vision. Midtown should work to generate a sense of place through increased environmental and aesthetic enhancements. More than using signage, place making techniques should contribute to Midtown’s branding. Such applications include intersection improvements, district markers, parks, public spaces, trees, landscaping, architecture, and site features.

Park Recommendations

Increase park service levels for residents

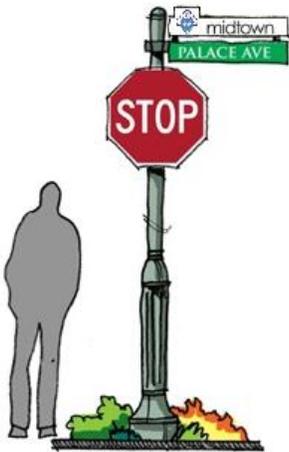
Most of the neighborhoods within the study area do not have access to park facilities. To increase the basic level of park service, additional neighborhood parks are recommended. Each park’s service area should roughly include a 1/4 mile radius, or about a five minute walk. These additional recreation amenities will help preserve neighborhoods and increase identity.

- Create a neighborhood park near the center of the residential area north of TJC. The park could be located in two or three undeveloped lots.
- Preserve and enhance the open space at Crestway Drive, just south of Idle Street.
- Preserve and enhance the open space at Douglas Boulevard.
- As part of mixed-use guidelines, ensure publicly accessible spaces are part of redeveloped street scenes along Fleishel Avenue and Lake Street. Such spaces should include a pedestrian connection from ETMC’s front door to the new mixed-use areas, courtyards, outdoor dining, plazas, and pocket parks.



- Consider trail connections from Children’s Park, west along the drain feature to the Midtown area.
- Support off-street trails to foster connectivity within the City through rail beds, creeks, and drainage ways in order to further connect Midtown with other trails.
- Support future use of the railroad corridor as a rails-to-trails project. This Tyler 21 recommendation envisions connections between major parts of the city on a regional scale through the applications of rail corridors.
- Coordinate ADP park recommendations with future Tyler Parks Master Plan.

Conceptual Architectural Lighting, Street Poles and Banner Signs

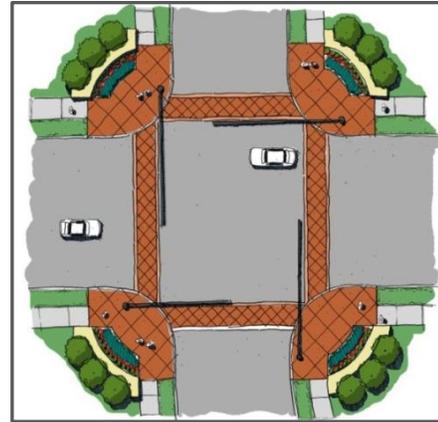


Stakeholder Recommendations

Stakeholders should take a lead role in advocating and implementing the ADP recommendations.

While many of the ADP recommendations are streetscape improvements and involve new development, stakeholders should take a leading role in implementing many of the projects. ETMC, TMF, and TJC have much to gain from improvements to the area and should be an active member of partnerships with the City, citizens and developers.

- Ensure future updates to Master Plans include ADP recommendations.
- Stakeholders should partner with a developer to create a catalyst mixed-use development.
- Stakeholders should work with the City to design, fund and implement the district's primary and secondary signage.
- Stakeholders should continue to work with the City and future developers to champion the Midtown.
- Stakeholders should purchase lands indicated as Institutional Uses in order to preserve future campus expansion lands.



- Incorporate intersection enhancements to include patterned crosswalks, district markers, landscaping, trees, lighting, public art, colored concrete, pavers, and/or new ramps. Provide enhancements for the following intersections:
 - Beckham Avenue and Front Street
 - Beckham Avenue and Houston Street
 - Beckham Avenue and Lake Street
 - Beckham Avenue and 5th Street
 - Fleishel Avenue and Houston Street
 - Fleishel Avenue and Lake Street
 - Lake Street and Baxter Avenue
- Install district identification that incorporates district name signage above street sign names at major Midtown intersections.
- Include district markers at the following intersections pending TxDOT approval:
 - Beckham Avenue and Front Street
 - Beckham Avenue and Houston Street
 - Beckham Avenue and Lake Street
 - Beckham Avenue and 5th Street
 - Palmer Avenue and 5th Street
 - SSE Loop 323 and 5th Street
 - ENE Loop 323 and Gentry Parkway
 - ESE Loop 323 and Troup Highway
 - SH 31 and Loop 49
- Incorporate medical and higher education branding into future City gateway signs.



Provide district branding and increased aesthetic through streetscape improvements

When visitors come to the district, it should be memorable and make a great first impression. The new district should strive to provide a brand that unifies the area and creates a sense of place. A district image should be created with the application of aesthetic elements. These improvements should relate to human scale and provide continuity throughout the area. The creative use of materials, colors and textures is encouraged to provide uniqueness.

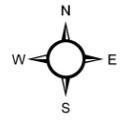
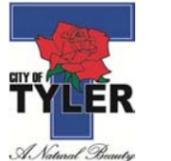
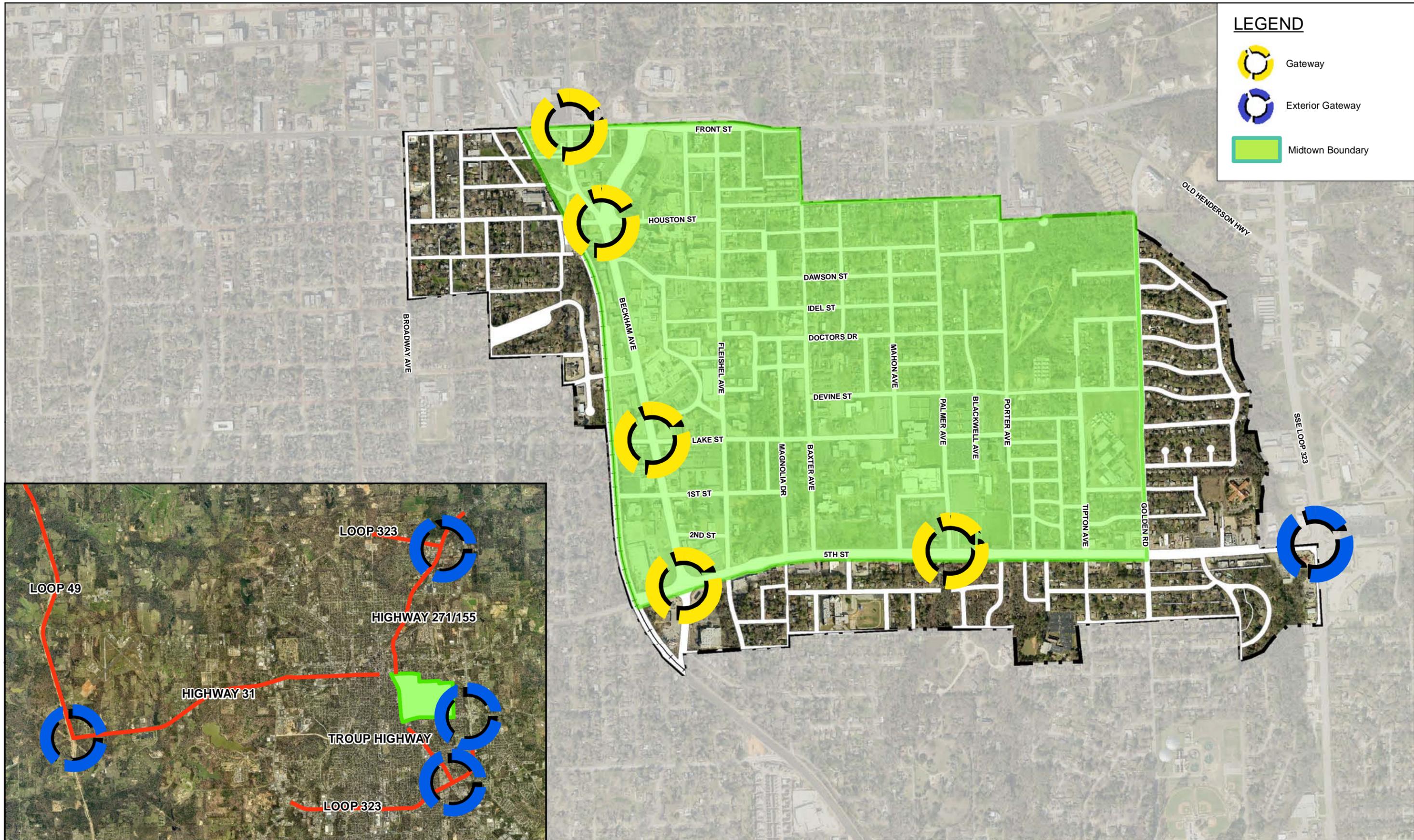
Bury overhead utilities

- Bury overhead utilities along Beckham Avenue, Lake Street and Fleishel Avenue as new development occurs.

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LEGEND

-  Gateway
-  Exterior Gateway
-  Midtown Boundary



**DISTRICT
RECOMMENDATIONS
MIDTOWN AREA DEVELOPMENT PLAN**

Implementation Strategies

A “multi-tool” approach is recommended in which multiple strategies are employed in order to collectively work to achieve the desired results for the district. Different strategies may be appropriate within a given location and, therefore, each possible strategy should be understood and examined in order to determine where it may be most appropriately used. Legislative actions, such as rezoning or creating an overlay district are only some components to the overall picture of what the institutional stakeholders, City and developers should do. Financial incentives, specifically those appropriated by Chapter 380 of the Texas Local Government Code, can be utilized in order to create incentives to attract desired development.

Owner Volunteer or Developer Agreements

The City could take the approach of asking current owners to voluntarily meet any new requirements within the study area. If presented with the vision and potential for increased property values, many owners may autonomously consider actions proposed by this plan.

In terms of public infrastructure projects associated with new development, the current practice in most cities is for the developer to be responsible for a portion of associated roadway improvements. Often for perimeter arterial roads, that includes the outside curb and gutter but not the median curb and gutter. Recent rough proportionality laws have complicated the situation, in that each project should be studied to show that the exaction being required on a perimeter street is “roughly proportional” to the demand being created by the development having to pay the exaction. This is the limit as to the amount that the City could require a developer to pay for, and in many cases will reduce developer participation.

In theory, if a development contributed only enough traffic to use up 10 percent of an arterial’s capacity, then the City could only charge the development that contribution toward the cost of the facility, rather than the typical 33 percent to 50 percent currently being charged. On the other hand, if a development contributed enough traffic to consume 75 percent of an arterial’s capacity, then the City could charge the development that contribution toward the cost of the facility. Of course, developments that use and benefit from a perimeter street but have no frontage on that particular street contribute nothing toward the street improvements.

City Funds

The City itself may take an active role in attracting quality development and implementing the recommendations contained in this plan through direct funding. Examples may include the issuance of bonds for infrastructure improvements and landscape enhancements. City funds may also be used towards the purchase of property, especially in redevelopment locations. The City may then use purchased property as an incentive to developers by offering the property to developers at a discounted rate in exchange for meeting certain development criteria. The City may also ultimately decide to provide financing options for development by providing direct financing, waiving development fees or working to obtain low interest rate loans for developers. Many of these techniques are explained in the financing tools to follow, specifically Chapter 380 Incentives.

Tax Increment Reinvestment Zones

Tax Increment Reinvestment Zones (TIRZs), also known as Tax Increment Financing districts (TIFs), are specifically designated districts that

exist for a limited period of time. It is a way to fund public improvements and to stimulate new private investment without affecting the taxpayers. Any increase in ad valorem tax revenue (land and buildings) caused by new private investment and higher land values in the district is paid into a special TIF Fund used to finance public projects in the TIRZ. They originated in California during the early 1950s but the majority of TIFs have been established since the 1980s. They were established in Texas in 1981 and are governed by Chapter 311 of Texas Tax Code.

A TIRZ is:

- Created and the boundary established by the City.
- Governed by the City Council.
- Managed by the City Council with the advice of a Board of Directors.
 - Each Board member is a representative from a participating taxing jurisdiction.
 - The Board is only a recommending body
 - All Board actions must be approved by the City Council.
 - Supported by existing City Staff.

What is the TIF creation process?

- The boundary is determined.
- A Project Plan is developed of all the private and public investment needed.
- A Financing Plan is developed projecting TIRZ revenues and bonding capacity.
- There needs to be an independent feasibility analysis and market study.
- It requires a public hearing and ordinance creating the TIF District.
- Once the district is created, contracts or interlocal agreements must be negotiated with the other taxing jurisdictions.

- The Council appoints the TIF board.

What are the benefits of a TIRZ?

- It only pays for public improvements.
- Developer pays normal taxes.
- Personal property and business inventory are not part of the increment and continue to go to taxing jurisdictions.
- New growth (increment) pays its own way.
- Other taxing jurisdictions can partner in the project up to 100 percent, but not school districts.
- As much as 50 percent of a project can be financed by other jurisdictions.
- The TIRZ creates spin-off growth in surrounding areas, which adds additional income.
- New development can improve other areas by utilizing “creative” boundaries.

What are the disadvantages of a TIRZ?

- It only pays for public improvements.
- Takes two years to start seeing income due to construction time frames and tax assessment/collection process.
- “Gap” financing needed, usually by the City.
- The funding dries up when debt paid off.

Public Improvement (Assessment) District

Public Improvement Districts (PIDs) are a mechanism to finance new public improvements and enhance public services in a designated area in order to stimulate new private investment and enhance the viability of existing businesses. It is a defined assessment area providing specific types of public improvements or maintenance. The Texas Legislature authorized the creation of special districts in 1977, but it was such ambiguous legislation that few special districts were

created. Chapter 372 of Local Government Code Public Improvement District Assessment Act was amended in September 1987, and the comprehensive changes specifically allowed PIDs in a wide variety of situations.

- To fund project expenses, a PID collects special assessments on property within the district.
- Assessments are over and above normal tax assessments of a jurisdiction.
- Property owners in the area sign petitions to create a district.
- PIDs are a geographic subdivision of city, but still part of the city.
- The advisory board is appointed by the City.
- Must include affected property owners
- The PID board makes recommendations to City Council.

PIDs can fund:

- Water, waste water, health and sanitation, or drainage improvements;
- Street and sidewalk improvements;
- Mass transit improvements;
- Library improvements;
- Parking improvements;
- Park, recreation and cultural improvements;
- Landscaping and other aesthetic improvements;
- Art installation;
- Creation of pedestrian malls;
- Supplemental safety, sanitation and security services;
- Supplemental advertising and business recruitment and development;
- Maintenance of the public improvements within a district; and

- Payment of expenses incurred in the establishment, administration and operation of the district.

What is the PID creation process?

- The boundary is determined.
- A Project Plan is developed of all the private and public investment needed.
- A Financing Plan is developed projecting PID assessments, revenues and bonding capacity.
- There needs to be an independent feasibility analysis and market study.
- A petition must be signed by the owners of:
 - More than 50 percent of the assessed value and more than 50 percent of the property owners, or
 - More than 50 percent of the surface area
- A public hearing and ordinance are required to create the PID District.
- The City Council appoints the board.

What are the benefits of a PID?

- A PID does not need new development to obtain financing.
- Assessments start immediately.
- The funds may be used for a variety of items.
- Property owners within district have control over the collected funds and operations.
- The City can control abuses in PIDs unlike Municipal Utility Districts (MUDs) and homeowner associations (HOAs).
- A PID can be used on top of a TIRZ.
- Assessments are included in annual tax statements.
- Revenue collection is simpler.
- Single-family uses pay out-of-mortgage escrow.

- Interest penalties and liens can be adopted.
- No problems of HOA in collecting assessment delinquencies.
- Unlike MUDs, PID assessments are flexible.
- Debt payments and assessments can be long term or liens may be paid at time of sale.

What are the disadvantages of a PID?

- A PID can only pay for public improvements.
- District creation requires a petition.
- Has a problem with homestead exemption on existing homesteads.
- Revenue Bonds may have to be issued by the City if assessments are not deemed credit worthy by public debt markets which could become a more expensive form of borrowing.

Chapter 380 Grants/Loans

Chapter 380 of the Local Government Code gives legislative authority to Texas cities to provide grants or loan of City funds or services to promote economic development. Whether a city provides these incentives is completely discretionary. To establish a loan, grant, or to offer discounted or free city services, the City must meet the requirements contained in the Constitution and applicable statutes and must comply with the City charter and make sure that any other local provisions do not limit the city's ability to provide the grant or loan.

380 Agreements can be used to fund initial infrastructure requirements for a development or to provide incentives such as:

- Fee reductions to help get the project built;

- Infrastructure assistance specific to a particular project; and
- Tax rebates to get project leased.
- The 380 Agreement should include a recapture provision so if business does not fulfill its promises, the City will have the right to seek reimbursement of incentives along with a tangible means for measurement.
- Chapter 380 does not provide any express authorization for the City to finance an economic development program through issuance of debt or bonds.
- A city may issue bonds to fund an economic development program if two conditions are met:
 - Bonds must be in an amount and to extent allowed by city charter.
 - A majority of qualified taxpaying voters must approve issuance of bonds.

What are benefits/disadvantages?

- Straightforward developer agreement
- Money comes from either sales tax or ad valorem tax revenues or bond financing
- Can be set up to be related to performance
- No real partners

State and Federal Grants and Funding

The State of Texas, as well as the Federal Government offers a variety of grants and funding options that may be explored by the City in their efforts to assist in the implementation of this plan.

One program, the State Transportation Enhancement Program (STEP) offers funding to projects that go above and beyond typical transportation planning. Funding may be offered to transportation related projects that

enhance the local character and integrate roadways into the surrounding community and environment. The STEP program encourages the incorporation of pedestrian and bicycle trails, environmental impact mitigation, historic preservation and control and removal of outdoor advertising, among others as components of its program.

Examples of other State-funding options that may be pursued include the Safe Routes to School program offered by TxDOT, which provides funding for pedestrian pathways, especially near or around school areas, as well as various grants offered by Texas Parks and Wildlife Department. Tyler may be particularly interested in exploring grant funding from Texas Parks and Wildlife as a means of enhancing the City's trail system. Funding opportunities are typically granted when a parks and trails master plan has been adopted and when projects have the opportunity to both enhance quality of life and protect green and open space.

Sponsor-Based Funding

Several cities have begun to use sponsor-based funding for public improvements. These allow for increased community ownership, support and buy-in for many projects. Fundraising or donations by community organizations or citizen-sponsored improvements could include public art programs, park amenities, landscape enhancements, trails or gateway signage. Such sponsor-based funding could be marketed towards a promotion campaign for the new district. Additionally, sponsor based funding projects create opportunities for community participation by engaging and encouraging businesses and citizens to take an active role in the beautification of the City. Engaging the public through participation and involvement can make lasting impressions and may

ultimately create more of an interest in community involvement.

Catalyst Project

A catalyst project is recommended as an opportunity to begin attracting and re-defining the study area. Often a single business will spawn new development. Catalyst projects could include the active pursuit of a sit down style restaurant or even a hotel. It is believed that a large or initial project would help to attract additional development within the district.

Significant ADP Action Items

Implementation is key to the successful development of any planning exercise. In order to successfully realize the vision set forth in this plan, deliberate actions must be taken including realizing everything cannot be done at once and the prioritizing of recommendations. Strategies should be implemented incrementally over time or as funding is available.

The following guide provides additional actions to implement the ADP. The guide is a matrix divided into ‘action items’ located in the first column. The second column identifies the ‘key recommendation(s)’ by the targeted action item. The third column titled ‘who’ identifies those individuals or organizations who should take the lead in implementing a particular ADP action item. Next, the matrix provides a ‘target timeline’ in which the action item should be implemented by the identified partners. Finally, this guide contains ‘potential resource(s)’ to be pursued for implementing the recommendation.

While the action item guide provides specific direction, not all recommendations and partners are contained within the matrix. The recommendation section of this document contains detailed explanations and recommendations for ongoing methodology, philosophical approaches and support items. When making informed decisions regarding the future direction or actions within the district boundary, the entire ADP report and vision should be considered as a whole.

MIDTOWN ADP ACTION ITEMS

Land Use				
ACTION	KEY RECOMMENDATIONS	WHO	TARGET TIMELINE: Short (1-2 years) Mid (2-4 years) Long (5 years +)	POTENTIAL RESOURCES
Update Future Land Use Plan and work with TJC to provide appropriate expansion areas	<ul style="list-style-type: none"> Designate Institutional areas as indicated on the Future Land Use Plan. Provide institutional land uses west of Porter Avenue, south of Devine Street, east of Magnolia Drive and north of 5th Street. Support institutional expansion based on TJC needs. Consider expansion in the area south of 1st Street, east of Fleishel Avenue, west of Magnolia Drive and north of 5th Street. Consider institutional expansions at the northeast corner of intersection of Devine Street and Baxter Avenue. Encourage TJC to consider student housing uses in the two large TJC-owned tracts northeast of the main campus. Encourage TJC to include these lands in future Master Plan updates. Minimize TJC conflicts in land uses with surrounding residential uses. Work with TJC and Tyler Museum of Art to incorporate the Tyler Museum of Art building into TJC master plan if Tyler Museum of Art relocates. 	City	Short	General funding, private funding, public-private partnerships
Update Future Land Use Plan and work with ETMC and TMF to provide appropriate expansion areas	<ul style="list-style-type: none"> Designate Institutional areas as indicated on the Future Land Use Plan. Provide institutional land uses east of Beckham Avenue, south of Front Street, west of Fleishel Avenue and north of Lake Street. Support institutional uses in the mixed-use center areas. Such redevelopment could include urban forms with buildings at street fronts to support a pedestrian-oriented environment. 	City	Short	General funding, private funding, public-private partnerships

MIDTOWN ADP ACTION ITEMS				
LAND USE				
ACTION	KEY RECOMMENDATIONS	WHO	TARGET TIMELINE: Short (1-2 years) Mid (2-4 years) Long (5 years +)	POTENTIAL RESOURCES
	<ul style="list-style-type: none"> Encourage each institution to limit the need for pedestrians to cross Beckham Avenue. Consider programming parking for visitors and employees that limits the need to cross major roadways. Encourage hospitals to develop underutilized land before developing new areas. Minimize institutional land use encroachments into existing residential areas. 			
Update Future Land Use Plan to embrace mixed-use development and redevelopment in appropriate areas	<ul style="list-style-type: none"> Designate high density mixed-use areas as indicated on the Future Land Use Plan. These uses are intended to include higher intensity two to five story buildings located near street fronts to create unique pedestrian environments. Such mixed-use buildings should consider first floor non-residential uses with housing or office spaces above. Hotel and institutional uses could also be incorporated. Designate mixed-use center areas as indicated on the Future Land Use Plan. These areas are intended to include medium intensity one-three story buildings located near the street fronts to create unique pedestrian environments. Such mixed-use center buildings should consider limited first floor non-residential uses. Consider other higher density residential infill and compatible neighborhood-style non-residential uses. Uses could include non-garden style apartments, townhomes, rowhomes, condos, lofts, offices, retail, hotel, restaurant, institutional and studio spaces. 	City	Short	General funding, private funding, public-private partnerships

MIDTOWN ADP ACTION ITEMS

LAND USE				
ACTION	KEY RECOMMENDATIONS	WHO	TARGET TIMELINE: Short (1-2 years) Mid (2-4 years) Long (5 years +)	POTENTIAL RESOURCES
	<ul style="list-style-type: none"> Support expanding mixed-use land uses along Lake Street in order to connect the existing Azalea District residential uses with the proposed mixed-use sites and TJC. Support expanding mixed-use land uses at the Southwest intersection of 5th Street and Beckham Avenue. Support expanding mixed-use land uses along Fleishel Avenue in order to connect the hospitals with the proposed mixed-use sites. Support a mixed-use catalyst project at the intersection of Lake Street and Fleishel Avenue. Work with major land owners and developers to make this project a priority for the area. The City should consider developer incentives to aid in the project's development. Consider limiting the amount of vertical mixed-use development based on market analysis, in order to have a targeted area that creates the desired pedestrian-oriented environment. Consider a hotel catalyst project within the proposed mixed-use center areas. 			
Prepare a market analysis and development incentives	<ul style="list-style-type: none"> Consider conducting a market analysis. Consider the expansion of existing Tax Increment Reinvestment Zone, the creation of a new Tax Increment Reinvestment Zone consistent with the Midtown boundary and/or the creation of new assessment districts. Create a list of development incentives to attract businesses and new development. Create marketing materials based on a market analysis and redevelopment properties to showcase lands to developers and investors. 	ETMC, TJC, TMF, property owners, developers, City	Mid	Private funding, public-private partnerships, general funding

MIDTOWN ADP ACTION ITEMS

LAND USE

ACTION	KEY RECOMMENDATIONS	WHO	TARGET TIMELINE: Short (1-2 years) Mid (2-4 years) Long (5 years +)	POTENTIAL RESOURCES
Create a new visitor's center	<ul style="list-style-type: none"> Consider a visitor's center as a shared use facility within future hotel site. 	City, property owners, developers	Mid	General funding, private funding, public-private partnerships
Support existing non-residential uses	<ul style="list-style-type: none"> Support existing commercial land uses along Beckham Avenue, Front Street, and 5th Street. Preserve these corridors as auto-dominate commercial corridors. Support existing public uses. Support existing office uses west of the railroad corridor along Turtle Creek Drive. Limit additional non-residential uses to be developed outside the area but support infill office uses along Turtle Creek Drive. Support additional adaptive reuse of single family homes north of Medical Drive, between Fleishel Avenue and Baxter Avenue. 	City, property owners, developers	Long, continuous	General funding, private funding, public-private partnerships
Provide new housing opportunities	<ul style="list-style-type: none"> Work with land owners to consider housing infill projects in the two large tracts of undeveloped land near Golden Road. Target residential infill projects in the undeveloped lands north of Devine Street, between Golden Road and Porter Avenue. Such uses could include a range of products from single family homes, student housing and townhomes. 	TJC, City, property owners, developers	Long, continuous	General funding, private funding, public-private partnerships
Protect established neighborhoods	<ul style="list-style-type: none"> Limit additional commercial or office uses west of the rail road corridor. Limit rezoning for existing residential areas to non-residential areas with the exception of those mixed-uses areas described. 	City, property owners, developers	Long, continuous	General funding, private funding

MIDTOWN ADP ACTION ITEMS				
Zoning				
ACTION	KEY RECOMMENDATIONS	WHO	TARGET TIMELINE: Short (1-2 years) Mid (2-4 years) Long (5 years +)	POTENTIAL RESOURCES
Establish the Midtown	<ul style="list-style-type: none"> Identify the Midtown boundary, see District Recommendations map. Name the new district Midtown. Encourage future developments within the boundary to incorporate Midtown into the developments name, e.g. Midtown Medical Tower 	City, property owners	Short	General funding
Create Commercial Corridor Overlay for mixed-use areas	<ul style="list-style-type: none"> Support owner initiated Commercial Corridor Overlay requests based on UDC guidelines. Include design guidelines for architectural, landscape and open space, and site design guidelines. See recommendations for full descriptions. 	Property owners, City	Mid	Private funding, general funding
Work with property owners to rezone parcels and support future zoning actions that promote the study's recommendations	<ul style="list-style-type: none"> Support RMF to RPO zoning. Support existing R-1A, R-1B, R-1C, R-1D, R-MH, and R-2 residential zoning districts, with the exception of those parcels identified as new mixed-use areas. Support existing C-1 and C-2 zoning along Front Street, 5th Street and Beckham Avenue, with the exception of existing residential parcels and proposed institutional and mixed-use areas. Discourage M-1 or M-2 zoning. Support rezoning of the parcels identified as office land uses along Turtle Creek Drive to a zoning category that allows office uses. Support existing Institutional districts, including those within proposed mixed-use areas. Support rezoning for parcels to match proposed Institutional districts. Support rezoning for parcels to match proposed PMXD-1 and PMXD-2 areas, 	Property owners, developers, City	Long, continuous	Private funding, public-private partnerships, general funding

MIDTOWN ADP ACTION ITEMS

Transportation				
ACTION	KEY RECOMMENDATIONS	WHO	TARGET TIMELINE: Short (1-2 years) Mid (2-4 years) Long (5 years +)	POTENTIAL RESOURCES
Create a sense of place through Beckham Avenue improvements	<ul style="list-style-type: none"> Consider renaming Beckham Avenue to Medical Parkway. Rename Medical Drive to Medical Way or Medical Circle. See recommendations for full descriptions. 	Property owners, City, TxDOT, US Postal Service	Short	TxDOT, private funding, general funding
Improve vehicular traffic/access, promote pedestrian circulation and create a sense of place through Beckham Avenue improvements	<ul style="list-style-type: none"> Maintain two north and southbound lanes. Conduct an access management study to help decrease driveway conflicts and increase safety. The study should identify median and turn lane locations for future improvements. Based on the access management study, construct medians and turn lanes from Front Street to 5th Street. Implement an adaptive control system for the traffic lights to adjust the signal timing based on changes in the traffic conditions. Provide continuous sidewalks from Front Street to 5th Street. Sidewalks should be provided on both east and west sides of Beckham Avenue. Provide new landscape and lighting within proposed medians. Coordinate with planning efforts by others to implement long range commuter rail plans that serve the area. 	City	Short	1/2 cent sales tax, private funding, public-private partnerships
Improve vehicular traffic/access, promote pedestrian circulation and create a sense of place through Lake Street improvements	<ul style="list-style-type: none"> Maintain one eastbound and one westbound lane with occasional turn lanes. Provide traffic calming devices such as landscape islands, crosswalks, street trees, neckdowns, chokers, and textured crosswalks. Use bulb out islands at intersections to promote pedestrian safety. 	City	Short	1/2 cent sales tax, private funding, public-private partnerships

MIDTOWN ADP ACTION ITEMS

Transportation				
ACTION	KEY RECOMMENDATIONS	WHO	TARGET TIMELINE: Short (1-2 years) Mid (2-4 years) Long (5 years +)	POTENTIAL RESOURCES
	<ul style="list-style-type: none"> Provide wide pedestrian zone on the outside of both the north and south sides. This area should be used to incorporate buried utilities, wide walks, site furnishings, plantings and street trees. Provide place-making furnishings such as decorative street light/pedestrian light poles and banners in new roadways along with recommendations in the Environmental/Aesthetic goal. 			
Improve vehicular traffic/access, promote pedestrian circulation and create a sense of place through Fleishel Avenue improvements.	<ul style="list-style-type: none"> Consider providing center turn lanes at appropriate intervals. Consider using parking islands for street trees and at intersections to promote pedestrian safety. Provide traffic calming devices such as landscape islands, crosswalks, street trees, neckdowns, chokers, and textured crosswalks. Use bump out islands at intersections to promote pedestrian safety. Provide a wide pedestrian zone on the outside of both the east and west sides. This area should be used to incorporate buried utilities, wide walks, site furnishings, plantings and street trees. Provide place-making furnishings such as decorative street light/pedestrian light poles and banners in new roadways along with recommendations in the Environmental/Aesthetic goal. 	City	Mid	1/2 cent sales tax, private funding, public-private partnerships
Improve future circulation and create walkable areas	<ul style="list-style-type: none"> Prepare CIP project database sheets for sidewalk improvements and enter into the City's project prioritization ranking system. 	City	Mid	1/2 cent sales tax, private funding, public-private partnerships

MIDTOWN ADP ACTION ITEMS

Transportation				
ACTION	KEY RECOMMENDATIONS	WHO	TARGET TIMELINE: Short (1-2 years) Mid (2-4 years) Long (5 years +)	POTENTIAL RESOURCES
	<ul style="list-style-type: none"> Deter midblock crossings. Future midblock crossings should be signalized and supported by high pedestrian volumes. Install a traffic signal at the intersection of Baxter Avenue and 5th Street to relieve TJC traffic congestion. Close sidewalk gaps. Construct new sidewalks to connect all existing sidewalks. Discourage land uses and site specific programming that requires pedestrians to cross Beckham Avenue. Encourage pedestrian traffic to access mixed-use areas. 			
Provide additional building spaces or pedestrian malls within the ETMC, TJC, and TMF campuses	<ul style="list-style-type: none"> Work with ETMC to close Idel Street and Foundation Drive within the existing campus areas. Work with TJC to close Lake Street, Mahon Avenue, Apache Pass Drive, Adair Street, Tennis Court, and Blackwell Avenue within the existing campus areas. Work with TMF to close and realign Dawson Street within the existing campus areas. Consider adjacent property owner initiated street closure requests within the ETMC, TJC, and TMF campuses. 	Property owners, City	Long	Private funding, general funding, public-private partnerships
Increase transportation circulation through wayfinding improvements	<ul style="list-style-type: none"> Incorporate the bus shelters with the Midtown color scheme to create a sense of place. Encourage sign pooling to concentrate information in key locations. Provide for institutional development signs larger than what is currently allowed to provide the needed signage for pooling. Encourage campuses to consider posting campus maps around their facilities. 	Property owners, City	Short (1-2 years)	Private funding, general funding, public-private partnerships

MIDTOWN ADP ACTION ITEMS

Environmental/Aesthetic Enhancements				
ACTION	KEY RECOMMENDATIONS	WHO	TARGET TIMELINE: Short (1-2 years) Mid (2-4 years) Long (5 years +)	POTENTIAL RESOURCES
Increase park service levels	<ul style="list-style-type: none"> • Create a neighborhood park near the center of the residential area north of TJC. The park could be located in two or three undeveloped lots. • Preserve and enhance the open space at Crestway Drive, just south of Idle Street. • Preserve and enhance the open space at Douglas Boulevard. • As part of mixed-use guidelines, ensure publicly accessible spaces are part of redeveloped street scenes along Fleishel Avenue and Lake Street. Such spaces should include a pedestrian connection from ETMC's front door to the new mixed-use areas, courtyards, outdoor dining, plazas, and pocket parks. • Consider trail connections from Children's Park, west along the drain feature to the Midtown area. • Support off-street trails to foster connectivity within the City through rail beds, creeks, and drainage ways in order to further connect Midtown with other trails. • Support future use of the railroad corridor as a rails-to-trails project. This Tyler 21 recommendation envisions connections between major parts of the city on a regional scale through the applications of rail corridors. • Coordinate ADP park recommendations with future Tyler Parks Master Plan. 	City	Short	1/2 cent sales tax, private funding, public-private partnerships, grants
Provide district branding and increased aesthetic through streetscape improvements	<ul style="list-style-type: none"> • Install district identification that incorporates district name signage above street sign names at major Midtown intersections. 	City	Mid	1/2 cent sales tax, private funding, public-private partnerships

MIDTOWN ADP ACTION ITEMS

Environmental/Aesthetic Enhancements

ACTION	KEY RECOMMENDATIONS	WHO	TARGET TIMELINE: Short (1-2 years) Mid (2-4 years) Long (5 years +)	POTENTIAL RESOURCES
	<ul style="list-style-type: none"> • Incorporate intersection enhancements to include patterned crosswalks, district markers, landscaping, trees, lighting, public art, colored concrete, pavers, and/or new ramps. Provide enhancements for the following intersections: <ul style="list-style-type: none"> ○ Beckham Avenue and Front Street (include district markers at this location) ○ Beckham Avenue and Houston Street ○ Beckham Avenue and Lake Street ○ Beckham Avenue and 5th Street (include district markers at this location) ○ Fleishel Avenue and Houston Street ○ Fleishel Avenue and Lake Street ○ Lake Street and Baxter Avenue 			
External signage improvements	<ul style="list-style-type: none"> • Incorporate medical and higher education branding into future City gateway signs. 	City, TxDOT	Long	1/2 cent sales tax, general funding, private funding, public-private partnerships, grants
Bury overhead utilities	<ul style="list-style-type: none"> • Bury overhead utilities along Beckham Avenue, Lake Street and Fleishel Avenue as new development occurs. 	ETMC, TJC, TMF, property owners, developers, City	Long	Private funding, public-private partnerships, grants, general funding

appendix



MEETING MINUTES

PROJECT: Medical District ADP
NAME OF MEETING: Kick-off Meeting with East Texas Medical Center
DATE: March 29, 2011
LOCATION: East Texas Medical Center
ATTENDEES: Elmer Ellis, East Texas Medical Center (ETMC)
 Mike Thomas, ETMC
 Byron Hale, ETMC
 Bob Hampton, ETMC
 Martin Heines, City of Tyler Councilman
 Mark Whatley, City of Tyler Councilman
 Carter Delleney, City of Tyler
 Mark McDaniel, City of Tyler
 Gary M. Swindle, Tyler Policy Department
 Tim Johnson, Tyler Fire Department
 Barbara Holly, City of Tyler
 Tony Filippini, City of Tyler
 Heather Nick, City of Tyler
 Michael Howell, City of Tyler

The following description of the meeting is our best record of the events and discussions. This account will be assumed accurate if we are not notified within five days of any errors.

ITEM	DESCRIPTION	PRESENTER
1	Team introductions by Councilman Mark Whatley and Mark McDaniel	
2	PowerPoint presentation. Planning Department explains the purpose of the project, project scope, study area, methodology, schedule, and expectations.	Barbara Holly Tony Filippini Heather Nick Michael Howell
3	Chief Gary Swindle discusses new police beat: 1. Louis Aparicio will be the beat officer. He is bilingual and was recognized as the officer of the year.	Gary Swindle
4	Elmer Ellis discussed the challenges and issues of ETMC and the district: 1. Access is the number one priority. 2. The neighborhood would need to change to allow for growth in the area. Additional facilities would otherwise be located further from the main campus. 3. Baylor Medical is a good example of a medical campus with a high concentration of investments in an area. 4. A vision for the area includes a mix of uses including restaurants, hotel, movie theater, parking, and more commercial development. Development with residential and commercial opportunity with parking in the middle of the block. 5. Goal of making the area attractive for physicians to bring	Elmer Ellis

	<p>them to the community.</p> <p>6. Pedestrians are significant in the area.</p>	Elmer Ellis
5	<p>Discussion of the study area boundary:</p> <ol style="list-style-type: none"> 1. The east is largely area to be occupied by Tyler Junior College. 2. The north is Trinity Mother Frances. 3. The west is available. 4. ETMC is developing south of the hospital towards 5th Street. 5. In the 1950's, ETMC sold a large amount of land and is continuously repurchasing the land. 6. Vision of a DART (Dallas) style elevated train for the area. 	<p>Mark Whatley Mark McDaniel Elmer Ellis</p>
6	<p>Discussion of signage:</p> <ol style="list-style-type: none"> 1. More than 60% of patients come from outside of Tyler. 2. Finding the hospital is an issue. Some patients have difficulty distinguishing one hospital from another. 3. Enhancing wayfinding and include a visitor center may alleviate confusion. 4. Many patients choose ETMC because Tyler is easier to travel to than Dallas. 	<p>Barbara Holly Mike Thomas Elmer Ellis</p>
7	<p>Discussion of transportation:</p> <ol style="list-style-type: none"> 1. Air flight issues mainly come from buildings height and lights and not from power lines. 2. Wayfinding should incorporate a color scheme to help people identify locations. 3. ETMC mainly focused on intersections and not roadways. 	<p>Mark Whatley Bob Hampton Elmer Ellis Barbara Holly</p>
8	<p>Bob Hampton discussed power issues:</p> <ol style="list-style-type: none"> 1. Power to the facilities west of Beckham is lost on a regular basis mainly due to squirrels. 2. ETMC is trying to remedy the issue with additional generators but will not be able to power 100%. 	Bob Hampton
9	<p>Discussion of hotel:</p> <ol style="list-style-type: none"> 1. Hotel with convention center and educational facilities are seen as a need by ETMC. 2. Similar facilities are seen at the Baylor hospital in Dallas. 3. Electronic educational center would be able to serve patients. 4. ETMC had earlier planned for two floors of hotel space which could have been supported by \$60 per night. 5. A variety of accommodations would need to be available from low priced motels to high end hotels. 6. Area would need to include locations to buy groceries and be easily walkable. 	<p>Barbara Holly Elmer Ellis</p>

	<p>7. Noted that land assembly in the area is difficult and expensive. Hotel plans would likely need to be cooperative venture between large land owners.</p>	<p>Martin Heines Mike Thomas</p>
<p>10</p>	<p>Discussion of other challenges:</p> <ol style="list-style-type: none"> 1. Physicians are looking for progressive cities with prosperity. A location also for the doctor's wives to love as well. 2. Reliable power supply. 3. Wayfinding for the internal campus needs to be addressed. 4. ETMC has a model of satellite locations. Services that cannot be located at satellite locations are brought into Tyler. 5. A good transportation network is needed to get people to the medical district along with wayfinding. 6. Transit is often underutilized in the area. 7. ETMC operates the first remote emergency room in Texas, located on South Broadway Avenue. 8. Tyler has a Level 1 trauma center. 	<p>Elmer Ellis Bob Hampton</p>

MEETING MINUTES

PROJECT: Medical District ADP
NAME OF MEETING: Kick-off Meeting with Trinity Mother Frances
DATE: March 2, 2011
LOCATION: Trinity Mother Frances Campus
ATTENDEES: Laura Owen, Trinity Mother Frances (TMF)
 Fagg Sanford, TMF
 N. Todd Hancock, TMF
 Oran Farrell, TMF
 Mary Elizabeth Jackson, TMF
 Kyle Rutherford, TMF
 Martin Heines, City of Tyler Councilman
 Carter Delleney, City of Tyler
 Mark McDaniel, City of Tyler
 Gary M. Swindle, Tyler Policy Department
 Paul Findley, Tyler Fire Department
 Tim Johnson, Tyler Fire Department
 Barbara Holly, City of Tyler
 Tony Filippini, City of Tyler
 Heather Nick, City of Tyler
 Michael Howell, City of Tyler

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ITEM	DESCRIPTION	PRESENTER
1	Team introductions by Mark McDaniel and Mary Elizabeth Jackson	
2	PowerPoint show. Planning Department explains the purpose of the project, project scope, study area, methodology, schedule, and expectations.	Barbara Holly Tony Filippini Heather Nick Michael Howell
3	Mary Elizabeth Jackson views and issues of Trinity Mother Frances: 1. TMF has additional facilities and clinics south of the study area along Troup Highway. Would like the study boundary to include these areas 2. There is a need to make the hospital easy to find for motorist coming from Troup Highway. Suggestion of having blue street signs in the district. 3. The roadway changes name and creates a difficulty for directions (Beckham Avenue, Troup highway) 4. Way finding should be visual and should be able to communicate with more than just English speakers.	Mary E. Jackson
4	Unique safety issues were brought up including: helicopter air traffic, safety, noise, overhead utilities.	Fagg Sanford

5	<p>Kyle Rutherford Discussed the facility plans for Trinity Mother Frances</p> <ol style="list-style-type: none"> 1. Recent traffic study will be made available for planning staff 2. Possibility of making Saunders a one-way street. 3. Concerned with pedestrian crossings on Fleishel and Dawson. 4. Pedestrian access and safety. 5. Street improvements including expansion of Fleishel. 6. High vehicular traffic volume on Houston Street just north of the hospital. 7. Consider ADA improvements at pedestrian crossings. 8. TMF staff provided feedback during the City's Transit Route Study. 9. The hospital is adding 500 parking spaces just north of campus. 10. TMF is currently purchasing a second shuttle. 11. Shuttles provide service 15 hours a day 12. The campus accommodates 16,000 parking spaces currently, 536 spaces over the requirements in the Unified Development Code and 56 spaces over the traffic study recommendation. (includes Heart Hospital) 13. Possibility of adding 62 parking spaces at the former Dairy Queen location on Front Street. 14. The Heart Hospital construction will take 16 months and anticipates 200 construction workers daily. 	Kyle Rutherford
6	<p>Mark McDaniel: Is there potential for further growth north of Front Street?</p> <p>Kyle Rutherford: Further expansion north of Front Street would likely be parking. Future facilities expansion would take place in existing parking lots.</p>	Mark McDaniel Kyle Rutherford
7	<p>Martin Heines: What additional staffing comes with a new physician?</p> <p>Kyle Rutherford: For 1 doctor: 3 additional employees. An exam space is between 1,200 – 1,500 square feet. A physician will have between 400 – 500 visits per month.</p>	Martin Heines Kyle Rutherford
8	<p>Mary Elizabeth Jackson views and issues of Trinity Mother Frances:</p> <ol style="list-style-type: none"> 1. TMF is participating with the Fit Tyler initiative. 2. Would like the TMF campus to be included in walking trails to connect to downtown. 3. Currently working with Jeff Austin and Randy Hopmann on creek and drainage issues under Highway 31. There have been issues with flooding along Douglas. 	Mary E. Jackson
9	<p>Fagg Sanford views and issues of Trinity Mother Frances:</p>	

	<ol style="list-style-type: none"> 1. The new Heart Hospital will reorient the entrance onto Fleishel and Dawson. 2. Traffic during peak hours along Fleishel creates bumper-to-bumper conditions. 	Fagg Sanford
10	<p>Mary Elizabeth Jackson views and issues of Trinity Mother Frances:</p> <ol style="list-style-type: none"> 1. Allied Health Building is planned for Fleishel. 2. The Heart Hospital will accommodate 250 patients. The location will remove between 116 – 124 parking spaces. 3. The Heart Hospital will be family friendly and will have 75 beds. 4. Patients will stay on average between 3 – 7 days for treatment. 	Mary E. Jackson
11	<p>Discussion regarding the need for a hotel in the immediate area.</p> <ol style="list-style-type: none"> 1. Question if a hotel could be supported economically in the area. 2. Both hospitals have a huge need for a hotel. 3. Hospitals could work with hotels to block rooms, have cooperative deal with private partners. 4. A national study looking at hospital needs said there was need. 5. Currently discussions with Staybridge near UT-Tyler campus. The big issue is transportation access. 6. The NET RMA is working to purchase rail between Troup and Whitehouse. Possibility for light rail use to include medical district and downtown. 	Mary E. Jackson Martin Heines
12	<p>Kyle Rutherford: Will the ADP result in any code changes?</p> <p>Barbara Holly: The plan could result in code changes and/or a commercial overlay.</p>	Kyle Rutherford Barbara Holly
13	<ol style="list-style-type: none"> 1. Crime / Safety / Security. 2. Criminal element within parking lots, safety for walking. 3. Security Lighting 	Gary Swindle

MEETING MINUTES

PROJECT: Medical District ADP
NAME OF MEETING: Kick-off Meeting with Tyler Junior College
DATE: March 4, 2011
LOCATION: Tyler Junior College Campus
ATTENDEES: Dr. Mike Metke, Tyler Junior College (TJC)
 Clint Roxburgh, Henry & Peters, TJC
 Fred Peters, TJC
 Bill King, TJC
 Martin Heines, City of Tyler Councilman
 Carter Delleney, City of Tyler
 Mark McDaniel, City of Tyler
 Gary M. Swindle, Tyler Policy Department
 Tim Johnson, Tyler Fire Department
 Barbara Holly, City of Tyler
 Tony Filippini, City of Tyler
 Heather Nick, City of Tyler
 Michael Howell, City of Tyler

The following description of the meeting is our best record of the events and discussions. This account will be assumed accurate if we are not notified within five days of any errors.

ITEM	DESCRIPTION	PRESENTER
1	Team introductions by Mark McDaniel and Dr. Mike Metke	
2	PowerPoint presentation. Planning Department explains the purpose of the project, project scope, study area, methodology, schedule, and expectations.	Barbara Holly Tony Filippini Heather Nick Michael Howell
3	Dr. Mike Metke's views and concerns for Tyler Junior College: <ol style="list-style-type: none"> 1. Worked with Peter Eng of Traffic Department on signage. Happy with the relationship and responsiveness. 2. 1,100 students live on campus full-time. 3. Want more shopping and entertainment activities like a movie theater within walking distance. 4. 600 full-time employees at both campuses. 1,000 employees total. 5. ½ budget from students is derived revenues from outside of district. 6. TJC wants to provide full campus life to students. 7. Campus to be safe and nurturing. 8. Investment in allied health program. 9. Would like to focus on traffic, student housing, and pedestrian circulation. 10. Students commute from as far as Paris, TX, Ben Wheeler, and Rusk. 	Dr. Mike Metke
4	TJC is constructing a new planetarium on campus. The first show will be <i>Great Balls of Fire</i> and will open in early	

	<p>September. The dome is a 40 ft. dome with IMAX quality films. A show is around \$25,000 for a perpetual license. TJC will change shows at least annually to keep the exhibits fresh. The facility can also show movies and host rock concerts for students. The facility could also be rented out for special events. The facility will have a seating capacity of 85.</p>	<p>Bill King</p>
5	<p>Dr. Metke discussed the facility plans for Tyler Junior College</p> <ol style="list-style-type: none"> 1. New Allied Health building has a need for resident halls in close proximity. 2. TJC would like to accommodate another 400 on-campus housing units. 3. Building would be about 100,000 square feet of space with simulation labs. 	<p>Dr. Mike Metke</p>
6	<p>Dr. Metke discussed the demographics of TJC</p> <ol style="list-style-type: none"> 1. Enrollment is 60% female and 40% male. 2. Enrollment is 40% Hispanic. 3. Total enrollment is 20,000 students and includes all campuses (Tyler-Main, TJC West, Lindale, and Jacksonville). 	<p>Dr. Mike Metke</p>
7	<p>Bill King discussed the major challenges for TJC</p> <ol style="list-style-type: none"> 1. Traffic. 2. Replacing aging infrastructure. 3. Pedestrian circulation and crossing locations along Palmer and Baxter and the possibility of closing roads. 	<p>Bill King</p>
8	<p>TJC discussed master plans for TJC</p> <ol style="list-style-type: none"> 1. Health professional building 2. Renovation of Wagstaff Gym. 3. Football stadium seating and on-campus games. 4. Enhanced campus life for the 1,100 on-campus students. 5. Hotel for service / hospitality education. 6. Jacksonville and Lindale campuses will continue to provide core curriculum with students transferring to the main campus for degree completion. 7. Parking garage off Magnolia. 8. Wayfinding. 9. Campus footprint from Fifth St. to Moore Middle School. 10. Place electric utilities underground and improve electric service reliability. 	<p>Bill King Dr. Mike Metke</p>

STAKEHOLDER MEETING

Medical/TJC District ADP

TJC White Administration Building

September 1, 2011

Attendees: City of Tyler Councilmembers and Staff
 TJC Administration Members
 ETMC Administration Members
 Other Community Members and Stakeholders

BREAKOUT SESSION RESPONSES

#1 LAND USE

1. What opportunities are there for new restaurants, retail, parks, hotels, conference centers or service businesses in the study area?

<ul style="list-style-type: none"> Locate conference center in area around Fleishel/Dawson
<ul style="list-style-type: none"> Restaurants/Parks (on Beckham between hospitals, park at Fleishel/Lake Gas Station at Fleishel/East Front
<ul style="list-style-type: none"> 1100 live on campus Lunch hours good! Evening bad Over or under 5th for walk access
<ul style="list-style-type: none"> Conference center/hotel at SW corner of Fleishel/Lake
<ul style="list-style-type: none"> I do not see much opportunity for new retail due to lack of available space

2. Are there current land uses that hinder the vitality or need improvement?

<ul style="list-style-type: none"> Look at sensitive transitions Residential big limitation: check age of ownership Income residential different than home owned How many are rental
<ul style="list-style-type: none"> Beckham Drainage issues on rail line at Lake & on Crestway Dr.
<ul style="list-style-type: none"> Tying in separate ownership Parcels of infrastructure and contiguous props. Parking lots hold land & turn into buildings
<ul style="list-style-type: none"> Improvements needed along Beckham from Front to Dawson St.

3. What new land uses will capture and maintain a medical/student base?

<ul style="list-style-type: none"> Develop vibrant mixed-use area Cluster of more quality restaurants Add in topo for walkability Transit system that expands beyond current ideas. Grouped system. Could cooperate on system.
--

<ul style="list-style-type: none"> • 2 employees hit by cars • Too dark • Mongolian (S. on Troup) • Fleishel is a barrier • Fleishel main access point • Concrete flumes – act as wheelstops
<ul style="list-style-type: none"> • Sidewalks (along Beckham, Lake, Baxter, Devine, Clayton, Mahon & Palmer)
<ul style="list-style-type: none"> • Potential medical management, nursing and dental (at 5th/Fleishel) • Residence, training facilities, fire, EMS, police, CSI (can be self-contained, separate from campus)
<ul style="list-style-type: none"> • Healthy food choices • More free parking

#2 TRANSPORTATION AND PEDESTRIAN CIRCULATION

1. Do the current roadways adequately service vehicles, pedestrians, and/or bicyclists? What about helicopter or ambulance needs?

<ul style="list-style-type: none"> • Currants bucked the trend. • Trails seem like a great idea. • Changing dynamics of the neighborhoods. • Bikepaths into downtown. • Work out at Olympic Center. • Add condos upper end. Loft renovations.
<ul style="list-style-type: none"> • Sounding (Evergreens) to help with the growth • Police substation
<ul style="list-style-type: none"> • Safety! Baxter: northbound ambulance/fire corridor (Move EMS around TJC campus) • Prefer Fleishel/Lake • Closure Magnolia and/or Baxter in campus
<ul style="list-style-type: none"> • Yes, it appears the roadways are adequate. I do worry about air traffic into areas being so close to pedestrians.

2. What opportunities do you envision for transportation and pedestrian circulation improvements?

<ul style="list-style-type: none"> • Mother Frances helicopter across the street from treatment facility • Medians can help w/ jaywalking • “Stop for pedestrians”
<ul style="list-style-type: none"> • Bus routes along Lake St. and periphery of TJC campus • Sidewalks along Beckham, Lake, and periphery of TJC extending north into neighborhood • Crosswalk from across Lake at ETMC Olympic Center, 4-way stop at Magnolia.

- Lake: no thoroughfare. Limit turning at intersection.
- Rail Transit along rail line
- Trails to Downtown & University Woods District
- Close streets within the TJC Campus, including Baxter & Palmer
- Rail circulation, some time in the future

3. How do we create a more walkable environment?

- Add medians in Beckham
- Mimic the Rose Rudman Trail
- Well lit – Olympic Center
- Sidewalks! Closures of Baxter
- Access to/from campus for bus routes access.
- Off-site parking? Most contiguous within campus
- Shuttle within campus?
- Apache Woodlands. Temporary buildings.

#3 AESTHETICS ENHANCEMENTS AND NEIGHBORHOODS

1. How do you envision the district?

- Landscape more. Enhance codes.
- Old Medical Surgery is to be a green space. Now sodded.
- Drop overhead lines
- Transform Fleishel
- (Green) – Evergreen’s lasting through winter
- Sound buffers
- Clean up of residences surrounding
- Medical/TJC District
- Combine medical and college. Name both in title.
- TJC can go east
- ETMC/TJC/TMF join near Lake/Fleishel/5th/Baxter
- TJC-Med... Open.
- More street lighting
- Please, no medians

2. Are specific neighborhoods more in need of protection? Are more likely to convert?

- Area east of hospitals and north of TJC is stable residential
- Retain buffer along Tipton Ave between single-family and more intensive uses
- What about a visitor’s center? w/ golf carts
- Rename street to Medical Drive

- NE of TJC: Housing 50's, 60's individual
- Some rental, more mobbing to rental or need rehab or care
- Those around both hospitals – and I think more neighborhoods will convert as our current facilities expand.

3. What one item do you need to see addressed in the plan?

- Make roads more inviting
- Burying the power lines
- Adding medians to discourage pedestrians (from jaywalking) and enhance beauty
- Drainage behind Currants
- Transit runs between
- Work out a deal with railroads
- Too close, looks cluttered
- How to make glamorous?
- Need engineers to give cost estimates.
- Sidewalks! Curbs
- Limit the number of streets paved in black asphalt
- Concert or Activity Hall: big infrastructure in/out access, parking
- TJC acquire property
- TJC utilities all underground
- Property Availability
- Walkability – Schools and Hospitals
- Parking
- Move utility lines underground for aesthetics and power reliability
- More free public parking
- Alternatives for smokers who migrate to neighboring business properties

- Red - Denotes Table #1 Responses
- Blue - Denotes Table #2 Responses
- Black - Denotes Table #3 Responses
- Purple - Denotes Table #4 Responses
- Green - Denotes Table #5 Responses

STAKEHOLDER MEETING

Medical/TJC District ADP

Trinity Mother Frances Hospital

October 24, 2011

Attendees: City of Tyler Councilmembers and Staff
 TMF Administration Members

BREAKOUT SESSION RESPONSES

#1 LAND USE

1. What opportunities are there for new restaurants, retail, parks, hotels, conference centers or service businesses in the study area?

<ul style="list-style-type: none"> • Locate hotel/conference center in area around Front/Beckham
<ul style="list-style-type: none"> • Breakfast • Hotel & conference center at NW corner of Beckham & Front
<ul style="list-style-type: none"> • Extended stay hotel • Utilize downtown, Front St w/ shuttle
<ul style="list-style-type: none"> • Add daycare • NW/SW conference center • Medical out to Loop on Beckham • Primary care moving south, specialty staying strong • Restaurants along Beckham from Houston to Front

2. Are there current land uses that hinder the vitality or need improvement?

<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> • Need daycare; work with TJC and Med
<ul style="list-style-type: none"> • Older, not maintained homes
<ul style="list-style-type: none"> • Parking garages lining up

3. What new land uses will capture and maintain a medical/student base?

<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> • Restaurants east of Fleishel between Houston and Idel
<ul style="list-style-type: none"> • Higher-end restaurants • Architectural controls along Beckham
<ul style="list-style-type: none"> • Do specialty diagnostics

#2 TRANSPORTATION AND PEDESTRIAN CIRCULATION

4. Do the current roadways adequately service vehicles, pedestrians, and/or bicyclists? What about helicopter or ambulance needs?

- | |
|---|
| <ul style="list-style-type: none"> • Widen Houston from Broadway to Fleishel |
| <ul style="list-style-type: none"> • Ped concerns @ Beckham & @ Houston/Beckham |
| <ul style="list-style-type: none"> • On-street parking issues • Fleishel inadequate for flow of traffic |

5. What opportunities do you envision for transportation and pedestrian circulation improvements?

- | |
|---|
| <ul style="list-style-type: none"> • Highway exit to Fleishel on E. Front going westbound (@ Front/Baxter) • Walking trails along Douglas, Front, Fleishel to Doctors/Don, and creekbed |
| <ul style="list-style-type: none"> • Medical District transportation/shuttles needed |
| <ul style="list-style-type: none"> • TJC to hospitals • Do unified transit |

6. How do we create a more walkable environment?

- | |
|--|
| <ul style="list-style-type: none"> • Improved lighting |
| <ul style="list-style-type: none"> • Tie together w/ improvements on Beckham to the gateway and E. 5th to Palmer in order to soften the area |
| <ul style="list-style-type: none"> • Use lighting & brick, landscaping, street trees, bushes |
| <ul style="list-style-type: none"> • More trees and more green |
| <ul style="list-style-type: none"> • Make more roundabouts |

#3 AESTHETICS ENHANCEMENTS AND NEIGHBORHOODS

1. How do you envision the district?

- | |
|---|
| <ul style="list-style-type: none"> • Power lines go away on Fleishel & Houston • Boundary expands on northeast from Front/Baxter to Front/Palmer |
| <ul style="list-style-type: none"> • Facelift for commercial buildings leading into district • Preserve and enhance the greenbelt in Douglas Boulevard |
| <ul style="list-style-type: none"> • Green space needed |
| <ul style="list-style-type: none"> • Expand boundary south (to complex care center around Green Acres) • Make it a neutral corner, “Medical Corridor”, “Medical Area” – too bland • Vanderbilt University, as an example |

2. Are specific neighborhoods more in need of protection? Are more likely to convert?

<ul style="list-style-type: none"> • Preserve the historic areas
<ul style="list-style-type: none"> • Redevelopment needed in blocks (Dawson/Fleishel/Clinic, and Lake/Magnolia/1st/Fleishel) • No further development east of Baxter Avenue
<ul style="list-style-type: none"> • TMF logical growth boundary along Baxter Avenue

3. What one item do you need to see addressed in the plan?

<ul style="list-style-type: none"> • Directional signage on major roadways directing visitors to the district • Gateways at Front/Fleishel & Baxter, Hwy 271, Front/Loop 323
<ul style="list-style-type: none"> • Power lines concern – buried utilities • Comfort, tranquility • Change district name – “Medical District” sounds too clinical
<ul style="list-style-type: none"> • Upgrade / plan for Fleishel
<ul style="list-style-type: none"> • Wayfinding • TMF: look at Kyle’s signage

<ul style="list-style-type: none"> • Red Denotes Group #1 Responses
<ul style="list-style-type: none"> • Blue Denotes Group #2 Responses
<ul style="list-style-type: none"> • Black Denotes Group #3 Responses
<ul style="list-style-type: none"> • Green Denotes Group #4 Responses

MEETING MINUTES

PROJECT: Medical District ADP
NAME OF MEETING: Stakeholder Recommendation Meeting
DATE: August 6, 2012
LOCATION: Tyler Junior College Campus
ATTENDEES: Dr. Mike Metke, Tyler Junior College (TJC)
Aubrey D. Sharpe, TJC
Bill King, TJC
Kim Russell, TJC
Kevin Fowler, TJC
Kyle Rutherford, TMF
Mary Elizabeth Jackson, TMF
Lee Portwood, TMF
Jeff Pearson, TMF
Mike Thomas, ETMC
Bob Hampton, ETMC
Sarah Van Cleef, TJC
Brooke Droptini, Freese-Nichols, Inc (FNI)
Martin Heines, City of Tyler Councilman
Mark McDaniel, City of Tyler
Barbara Holly, City of Tyler
Heather Nick, City of Tyler
Michael Howell, City of Tyler
Gayle Mapes, City of Tyler
Kyle Kingma, City of Tyler
Thanasis Kombas, City of Tyler
Michael Wilson, City of Tyler

The following comments were received following the meeting. This account will be assumed accurate if we are not notified within five days of any errors.

Deployment Type: Web

Completion Time: Aug 15, 2012 6:29AM

Exclude This Response

1. I am a _____ stakeholder.

ETMC

2. What is your favorite component of the Area Development Plan Recommendations chapter? Please see the Summary of Recommendations on page 67 of the draft plan.

Environmental/Aesthetic Enhancements

3. Please rate your overall satisfaction with the planning process.

Moderately satisfied

4. What could we do better?

Still not clear about the "multi-use" designation of the land where ETMC property, Southside Banks property and the Manziel et al properties come together at Lake, Beckham and Fleishel. Still not sure who (City or private developers) are going to take the first step to begin to make the Plan take life (i.e. beautification and traffic improvement of Beckham Ave) and how much money it is going to cost.

5. Please enter general comments below.

The City of Tyler staff work very hard on this project and have created good product for presentation

6. For follow-up purposes, please provide your contact information.

Robert Hampton, VP ETMC

Your input in the Area Development Plan was an integral part in the planning process and helped to build a consensus among stakeholders as well as form a basis for planning recommendations. Thank you for your participation in this project! Don't forget to visit us on our department webpage: www.tylerpz.org

Deployment Type: Web

Completion Time: Aug 15, 2012 9:40PM

Exclude This Response

1. I am a _____ stakeholder.

TJC

2. What is your favorite component of the Area Development Plan Recommendations chapter? Please see the Summary of Recommendations on page 67 of the draft plan.

Environmental/Aesthetic Enhancements

3. Please rate your overall satisfaction with the planning process.

Extremely satisfied

4. What could we do better?

5. Please enter general comments below.

6. For follow-up purposes, please provide your contact information.

Kim Russell, Krus@tjc.edu

Your input in the Area Development Plan was an integral part in the planning process and helped to build a consensus among stakeholders as well as form a basis for planning recommendations. Thank you for your participation in this project! Don't forget to visit us on our department webpage: www.tylerpz.org

Deployment Type: Web
 Completion Time: Aug 15, 2012 5:26AM
 Exclude This Response

1. I am a _____ stakeholder.

TJC

2. What is your favorite component of the Area Development Plan Recommendations chapter? Please see the Summary of Recommendations on page 67 of the draft plan.

Environmental/Aesthetic Enhancements

3. Please rate your overall satisfaction with the planning process.

Extremely satisfied

4. What could we do better?

Way too many stops at red lights. I believe this is why Tyler has so many "yellow/red light runners". Synchronize traffic lights by mph not by a camera. The citizens of Tyler could reduce their gasoline usage and time. This could also lower vehicle emissions which affects air quality. I believe this also prevents the traveling public from wanting to drive in the city of Tyler because it is easier to avoid Tyler. If you have driven through Corsicana you understand. When going to Austin, I choose not to use HWY 31 because of Corsicana (a town that needs a loop). I see this as a loss of revenue opportunities for Corsicana and each town along that route. With Tyler's outer loop completion in site, Tyler may feel this affect if driving in Tyler doesn't become more "driver friendly". Also, if the lights were in sync, perhaps Tyler wouldn't need soooo many motorcycle police feeding on the citizens and visitors of Tyler and that money could be used on projects such as this or fighting/preventing major crimes around Tyler. If I were a large business looking to find a home, the substantial use of motorcycle police would not attract me to Tyler. Please consider fixing the source of the problem and not addressing the symptoms of the problem. Control the "red light runners" and "speeders" by synchronizing the lights. Make it a pleasure to come to Tyler, to shop in our stores, stay in our hotels, and eat in our restaurants.

5. Please enter general comments below.

Thank you for what your are doing. We as citizens of Tyler must look with fresh eyes just as newcomers and visitors to our city. If we look cluttered, unorganized, dirty, old,... on the outside, the impression may be that the inside is the same. We should compare ourselves with peer cities who look like we do. We should compare Tyler with the cities we want to look like and set Tyler apart from our peer cities. I believe this plan is a great start to setting our sites high.

6. For follow-up purposes, please provide your contact information.

Kevin Fowler,kfow@tjc.edu

Your input in the Area Development Plan was an integral part in the planning process and helped to build a consensus among stakeholders as well as form a basis for planning recommendations. Thank you for your participation in this project! Don't forget to visit us on our department webpage: www.tylerpz.org

Deployment Type: Web
 Completion Time: Aug 14, 2012 4:55PM
 Exclude This Response

1. I am a _____ stakeholder.

Other, please specify
 City employee

2. What is your favorite component of the Area Development Plan Recommendations chapter? Please see the Summary of Recommendations on page 67 of the draft plan.

Transportation/Pedestrian Connections

3. Please rate your overall satisfaction with the planning process.

Moderately satisfied

4. What could we do better?

5. Please enter general comments below.

Thanks for going the extra mile with all the meetings.

6. For follow-up purposes, please provide your contact information.

Your input in the Area Development Plan was an integral part in the planning process and helped to build a consensus among stakeholders as well as form a basis for planning recommendations. Thank you for your participation in this project! Don't forget to visit us on our department webpage: www.tylerpz.org

MEETING MINUTES

PROJECT: Medical District ADP
NAME OF MEETING: Chamber of Commerce Medical Committee Meeting
DATE: August 20, 2012
LOCATION: Tyler Junior College Campus
ATTENDEES: LaToya Young, Faulconer Scholarship
 Betty BB Blevins, Allegiance Home Health
 Brandy Ziegler, Fitzpatrick Architects
 Shawn Parrish, Trinity Optical
 Millette Stroud, Bancorp South
 Tom Mullins, TEDC
 Crystal Forrest, Tyler ISD
 Laura Jackson, Tyler ISD
 Mary Burch, Simmons Commercial Real Estate
 B. J. Hornbostel, United Heritage Credit Union
 Jen King, Park Place
 Ray Koons, East Texas Copy Systems
 Stephanie Taylor, NET Health
 Linda Klotz, UT Tyler
 Dru Crenshaw, Texas Spine & Joint Hospital
 Debbie Splinter, Texas Spine & Joint Hospital
 Angela Jenkins, Tyler ISD
 Paul Monagan, TJC
 Martin Krueger, Learning RX
 June Cheatham, Eye Care Associates
 Dave Berry, Tyler Morning Telegraph
 Lynn Ruben, At Home Healthcare
 Mary Elizabeth Jackson, TMF
 George Roberts, NET Health
 Blake Beavers, Regions Bank
 Henry Bell, Tyler Chamber of Commerce
 David L. Jones, UT Tyler
 Mac Griffith, UTHSCT
 Marshall Kratz, NE Region AHEC
 Claude Henry, Texas Bank & Trust
 Kim Stacy, Texas Workforce Solutions
 Rick Smith, Texas Workforce Solutions
 Cheryl Saba, Hospice of East Texas
 Rosemary Jones, Ramey & Flock
 Martin Heines, City of Tyler Councilman
 Mark McDaniel, City of Tyler
 Heather Nick, City of Tyler
 Michael Howell, City of Tyler

Midtown Area Development Plan

Chamber of Commerce Medical Committee
Genecov Room
August 20, 2012 - Noon



Additional Comments:

Replace district logo with

MD²

Medical District Multipurpose Development

M. KATZ



Thank you for your participation in this project!

Midtown Area Development Plan

Chamber of Commerce Medical Committee
Genecov Room
August 20, 2012 - Noon



Additional Comments: very exciting

o like the "mixed use" & lively streetscape idea.

- taking the pedestrian level to the street & parking "hidden" or tucked away where it is not (the car & parking) the primary thing you see along the street.

o great idea that Troup & loop could be the "gateway" to the district.

o Could it be marketed as the "healthy" district? promotes & encourages "active" design to promote & green/LEED building & opportunities for those who work/live/eat/play in the district. active lifestyles.

o incentives for stakeholders in the districts to share in infrastructure development that help promote & support each of them.

- simulation labs - student/resident housing
- parking garages - trails etc.



Thank you for your participation in this project!

Midtown Area Development Plan

Chamber of Commerce Medical Committee
Genecov Room
August 20, 2012 - Noon



Additional Comments:

*Logo doesn't really reflect area - Tyler
Not recognizable to outsiders.*



Thank you for your participation in this project!

Midtown Area Development Plan

Chamber of Commerce Medical Committee
Genecov Room
August 20, 2012 - Noon



Additional Comments:

I like the idea of a medical district. I also like the idea of a Midtown. When I think of midtown, I think of mixed use, retail, restaurant, and housing, with some office. I also think of high density with an effort to minimize car traffic and maximize foot traffic. However, I don't see the synergy between a midtown (as described) and a medical district, which tends to have high car traffic and minimal foot traffic. Also, hospitals don't tend to be a great place for housing and outside dining (ambulance sirens, heliport). It seems ~~like~~ like these should be 2 separate projects in different locations.



Thank you for your participation in this project!

Midtown Area Development Plan

Chamber of Commerce Medical Committee
Genecov Room
August 20, 2012 - Noon



Additional Comments:

- Great idea on new city map to include color coding districts or ADPs.
 - > Call of Henry Bell on next reprint



Thank you for your participation in this project!

**CITY OF TYLER
PLANNING DEPARTMENT**

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Tyler, Texas 75702
(903) 531-1175

www.tylerpz.org

