



Area Development Plan
CITY OF TYLER, TEXAS
August 26, 2010



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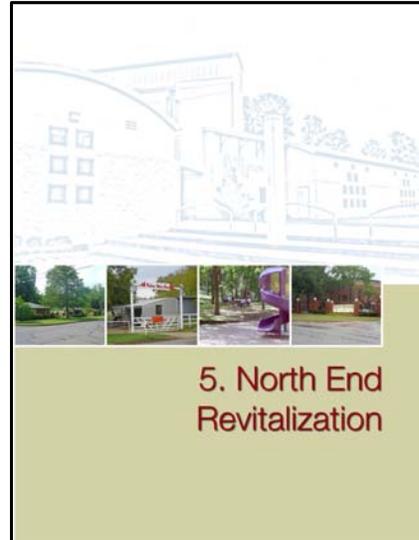
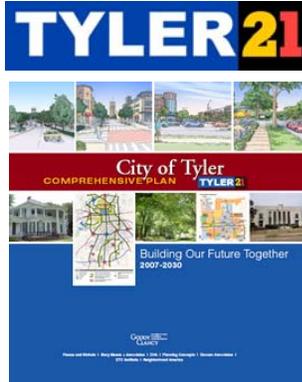
Meeting Agenda

1. Project Overview
2. What We Heard / Existing Conditions
3. What We Observed
4. What We Recommend

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Comprehensive Plan

- Response to Tyler 21
- Texas College is a significant area



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How This Study Relates

- **Connect People** To One Another 
- Promote **Balanced Growth**
- Protect And Enhance **Open Space, Parks and Trees** In a Connected Network For Recreation And A Healthy Environment
- Provide **Transportation Options**
- Preserve, Enhance And Communicate **Tyler's Historic Heritage**
- Cultivate An Environment Friendly to **Business And Tyler's Medical And Educational Institutions**
- Maintain And Enhance Our **Strong Community** And **Regional Partnerships**

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Purpose of Project

- Focus on **Specific Area** of Tyler 21 Comprehensive Plan



- Create Texas College

Area Development Plan

- Look at **Opportunities** in land use, transportation and aesthetics; **Vision**
- Look how the **City** and the **University** can **Work Together**

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Project Review



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Project Review



741 Total Acres

1.2 Total Square Miles

Texas College

1,000 Students

200 Students on
campus

What We Heard



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10-30-09

12-14-09

4-13-10

2-18-10

8-26-10

Public Meeting

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Key Points from Texas College

- Land-locked
- Safety is an issue, one entrance
- No front door image
- Need to expand College identity
- Student housing options
- Community linked with College
- Growing enrollment and number of students on living on campus
- Pedestrian circulation
- Students live in South Tyler
- South Tyler to eat and shop
- Desire retail, restaurants, entertainment
- Texas College should be district focus
- Link between Texas College and neighborhoods
- School pride (students)
- Campus is difficult to find

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Texas College



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Key Points from the Community

- Family entertainment
- Restaurants / retail
- Link to Woldert Park
- Potential reuse of Griffin Elementary
- Mixed-use areas
- Desire roadway enhancements
- Infill opportunities
- Abandoned homes
- Sidewalks
- Bike trails/ routes
- Outreach of College into community
- Aesthetics and guidelines
- Students need convenient services
- College as district theme
- District signage

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Existing Neighborhoods



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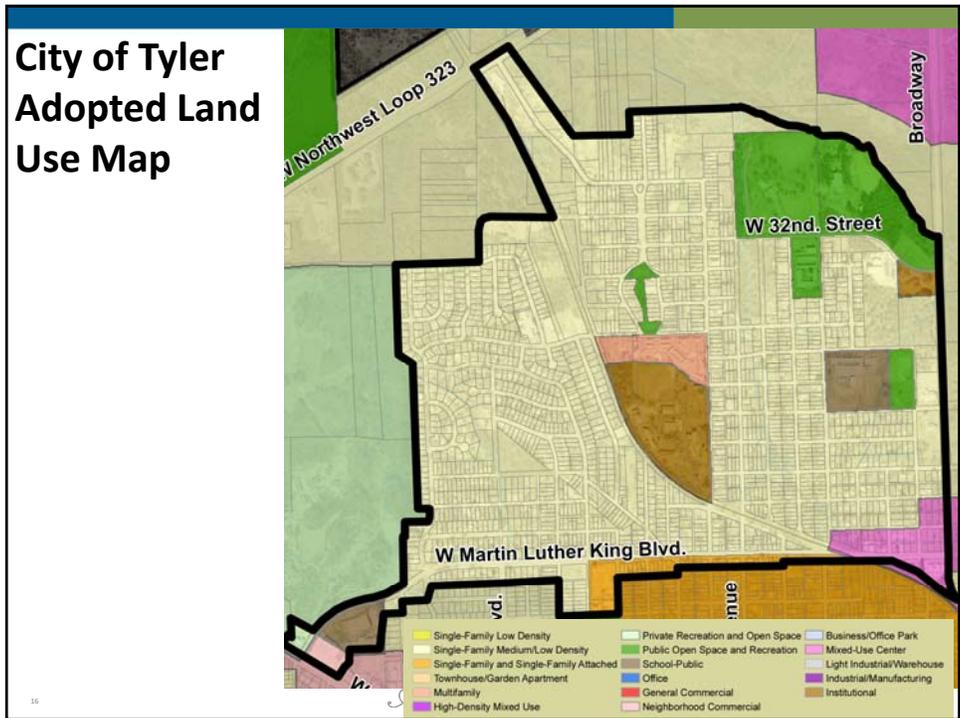
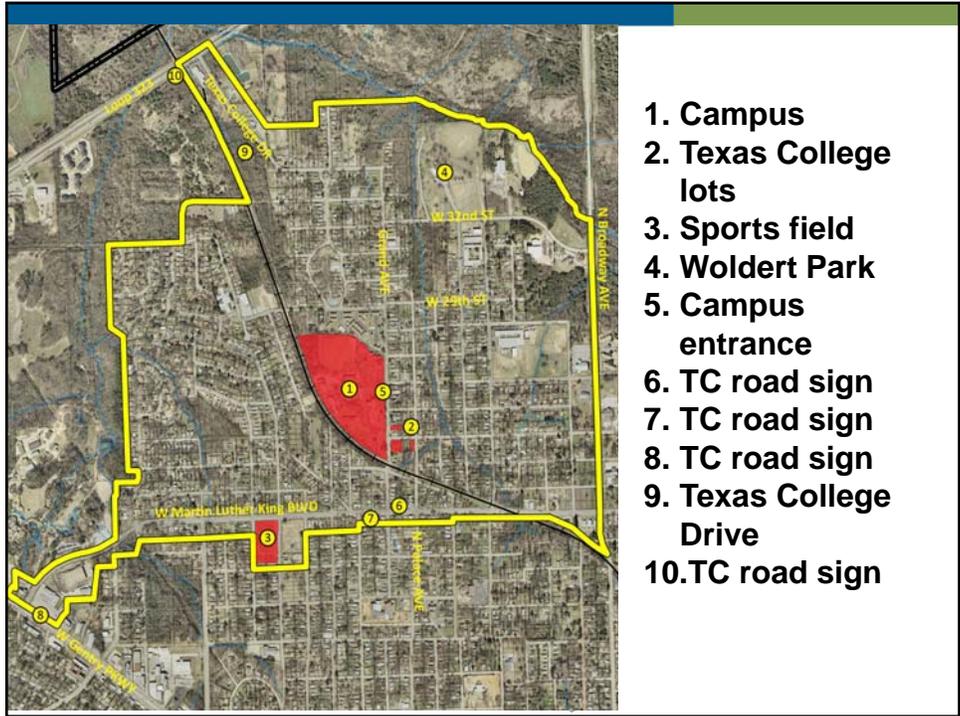
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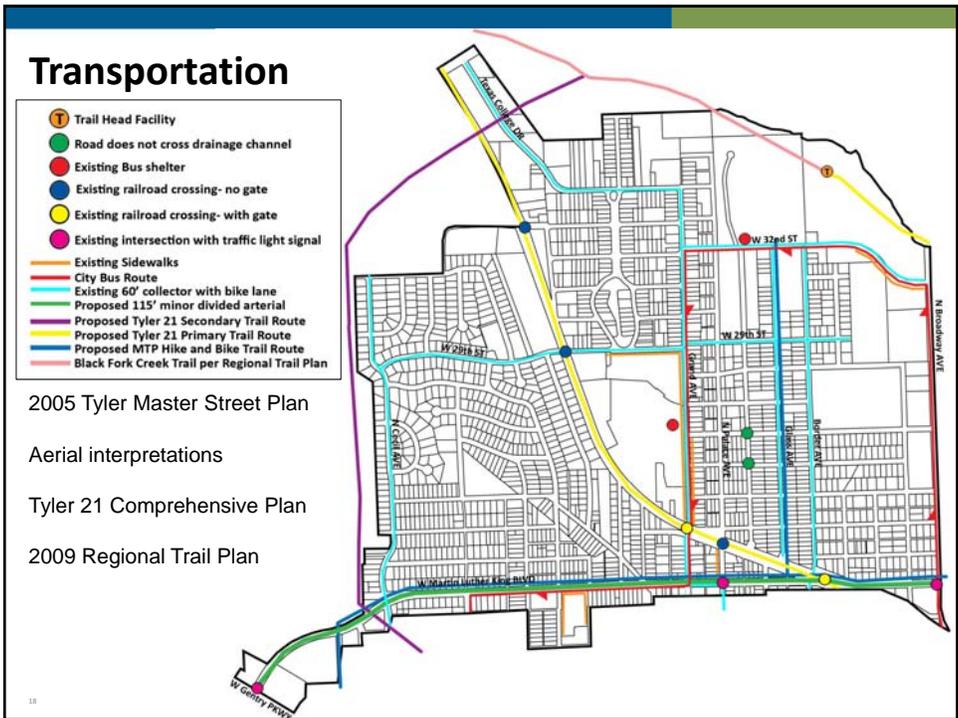
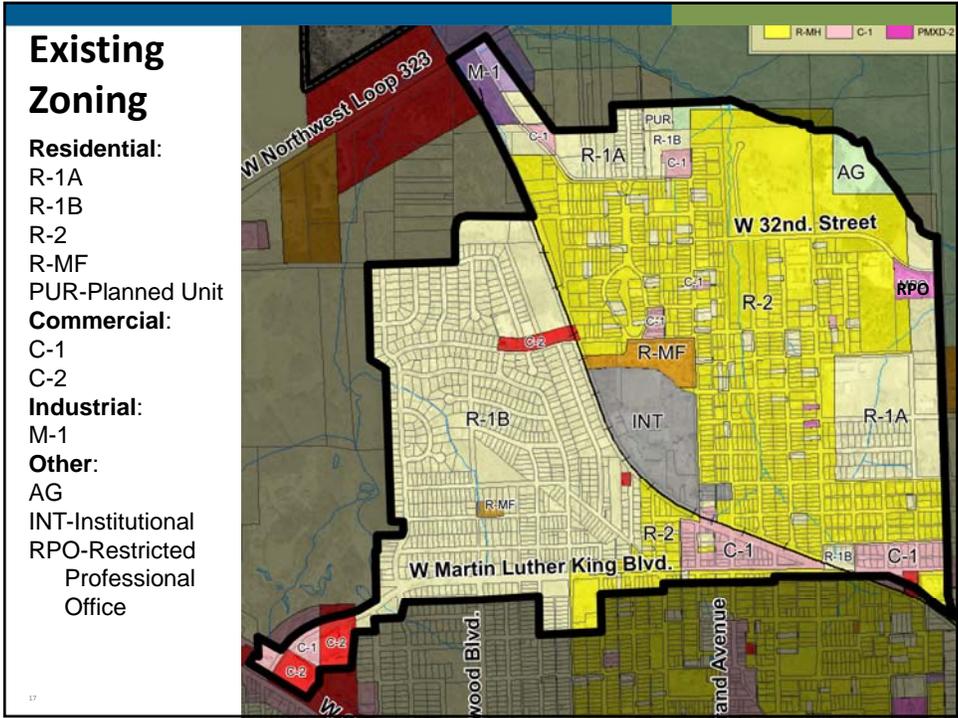
Existing Conditions

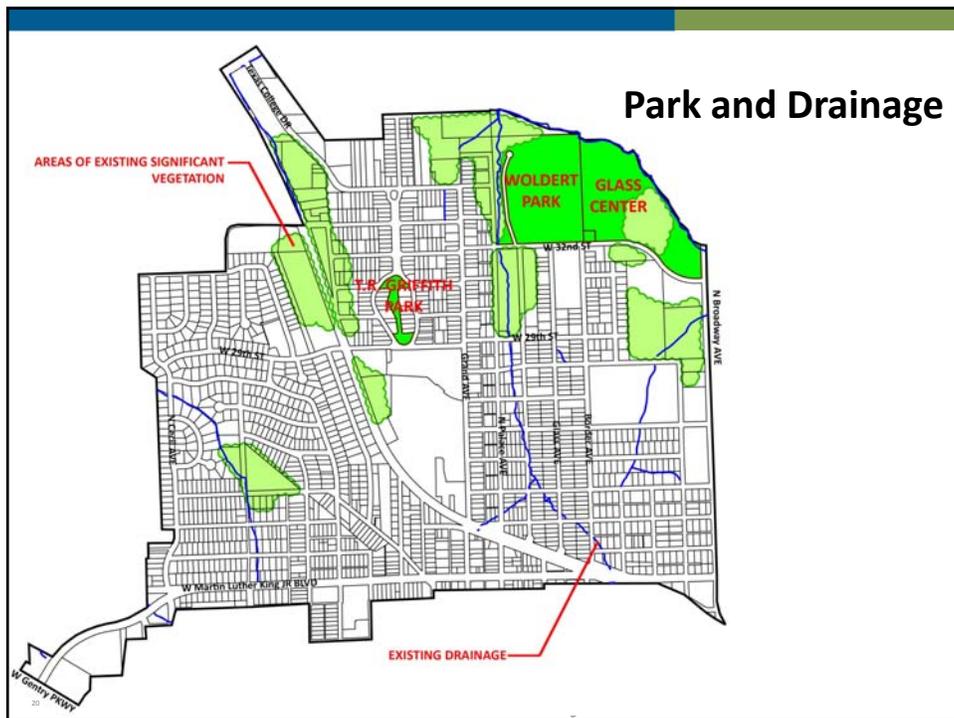
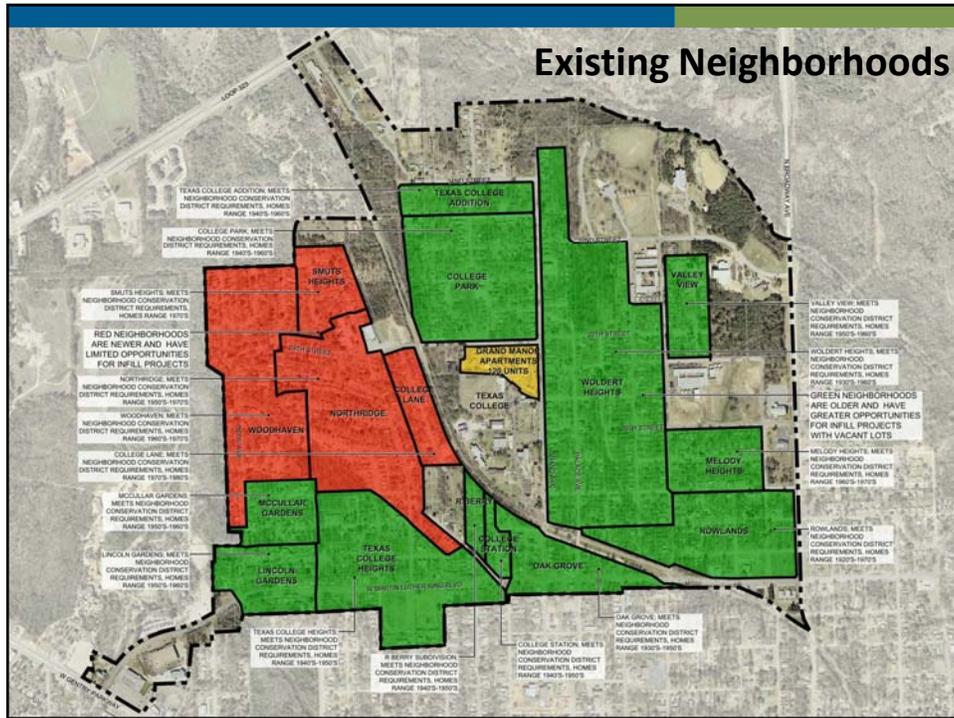


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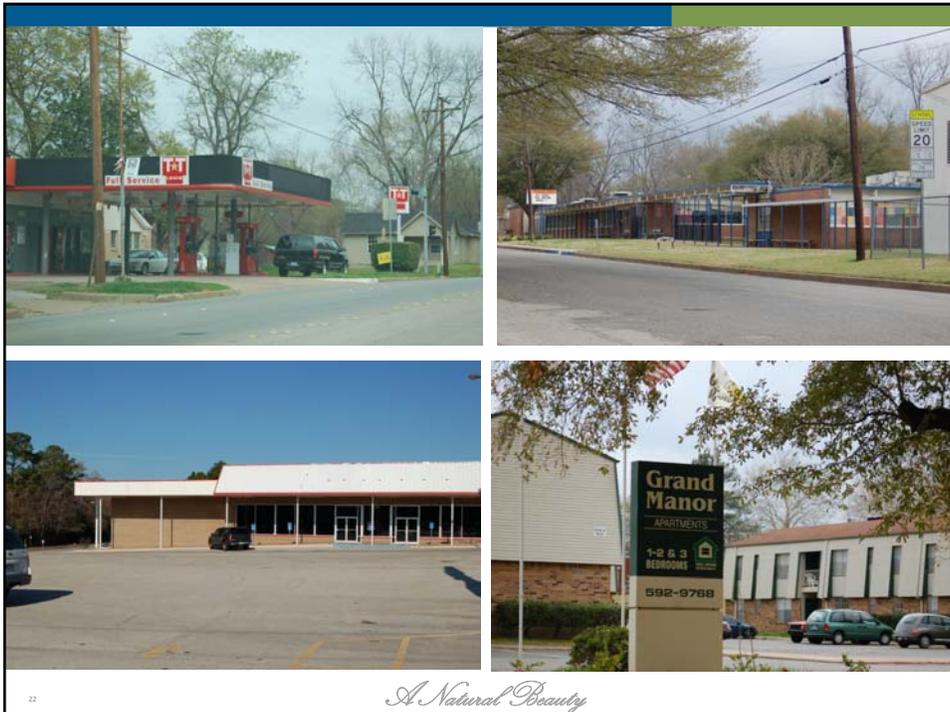


What We Observed



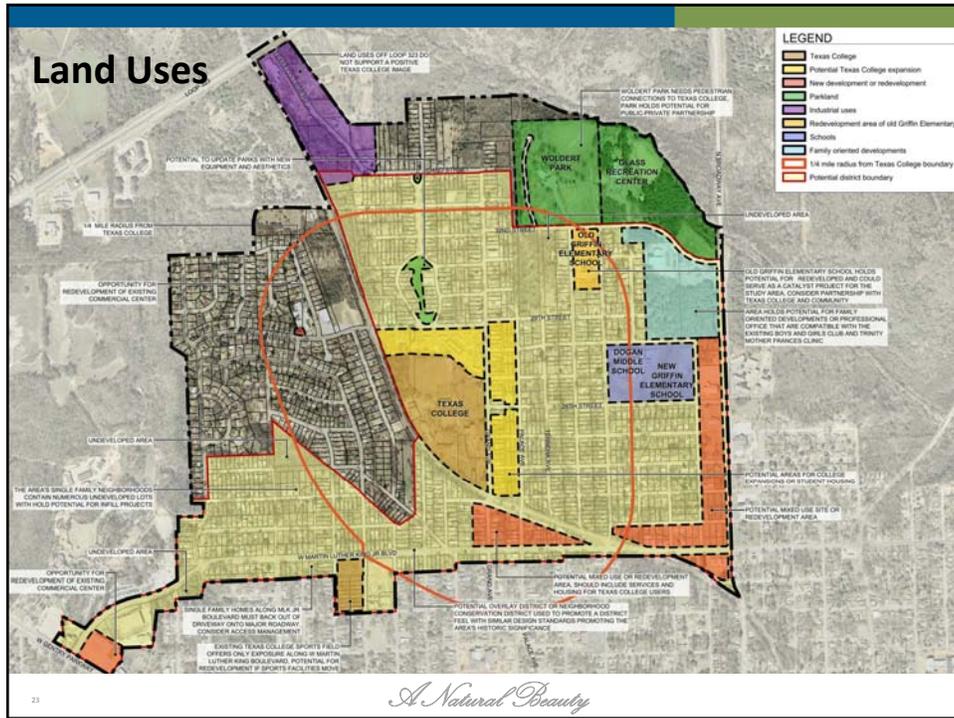
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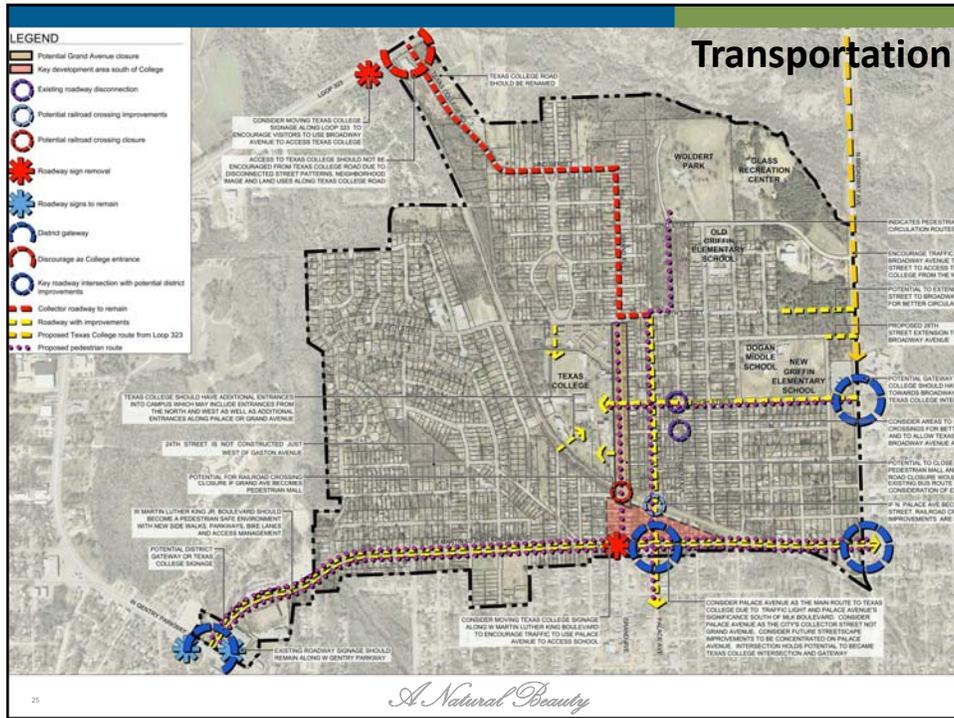
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Streetscape and Landscape

Environmental/ Aesthetics



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Architecture and District

Environmental/ Aesthetics



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Architecture and District

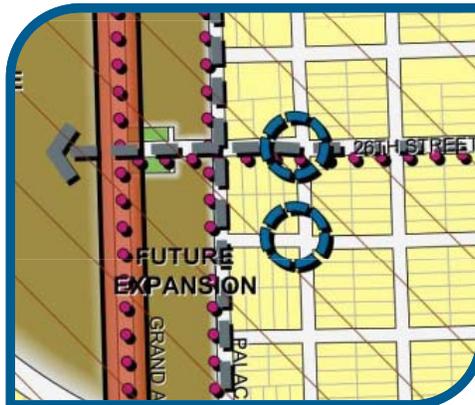
Environmental/ Aesthetics



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What We Recommend



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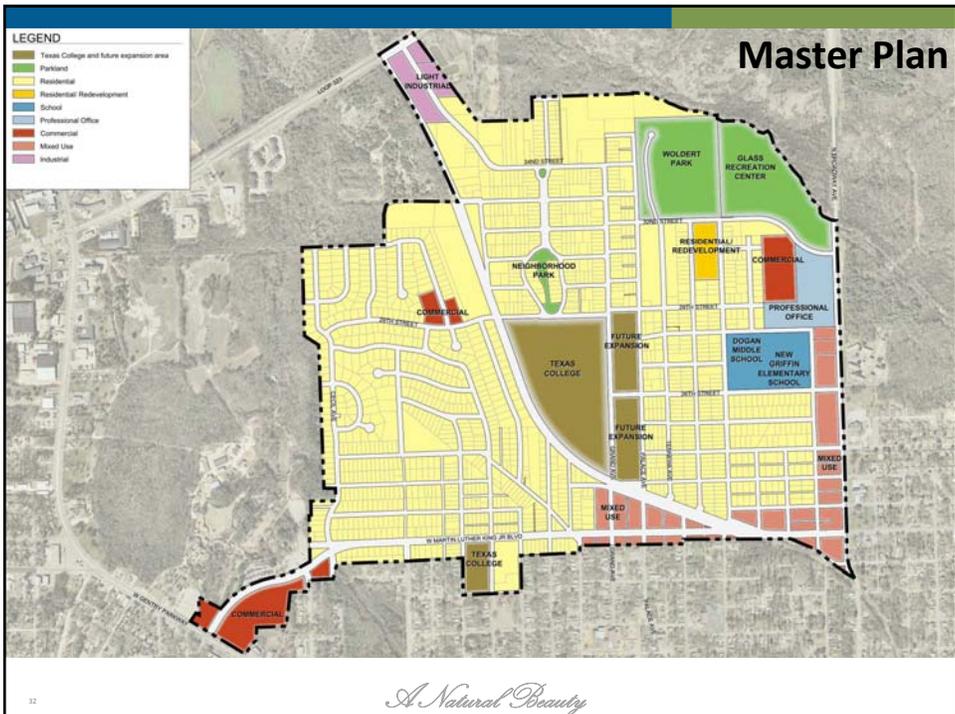
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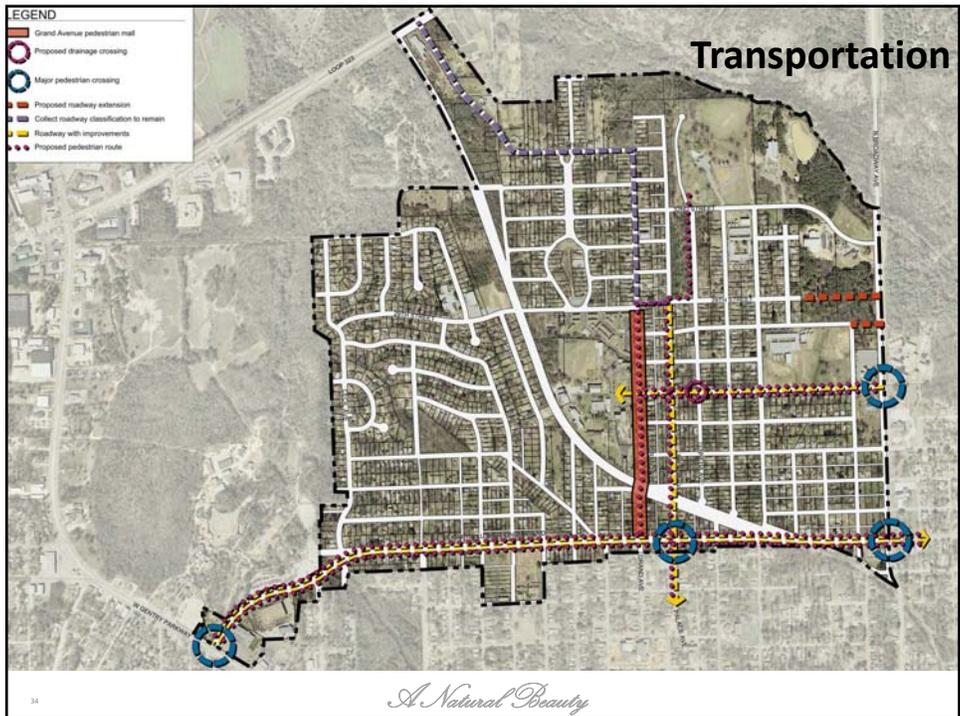
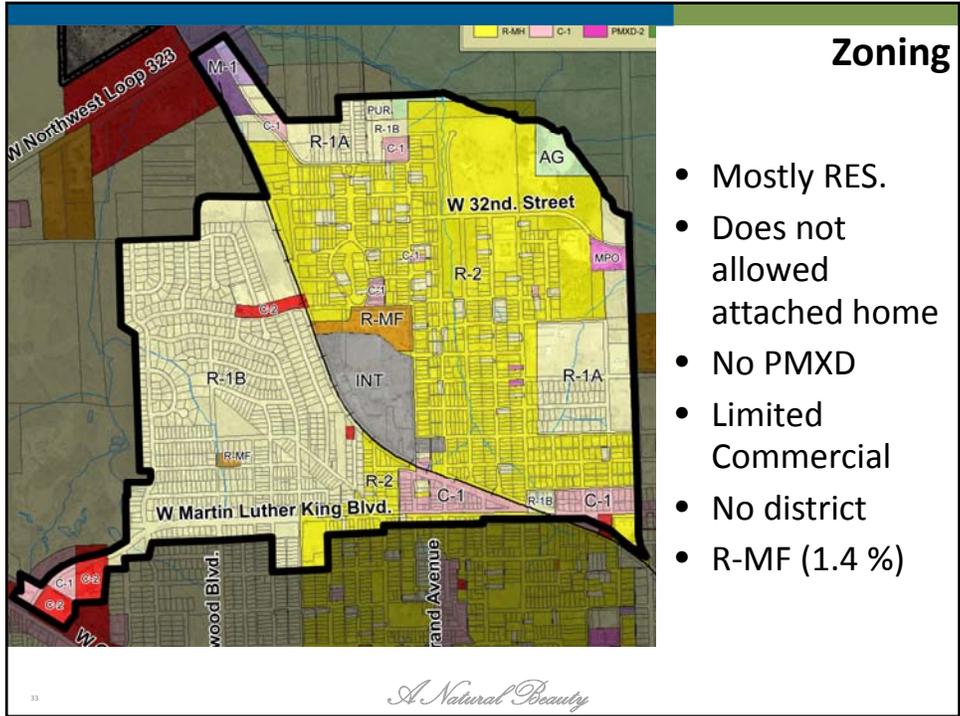
Vision

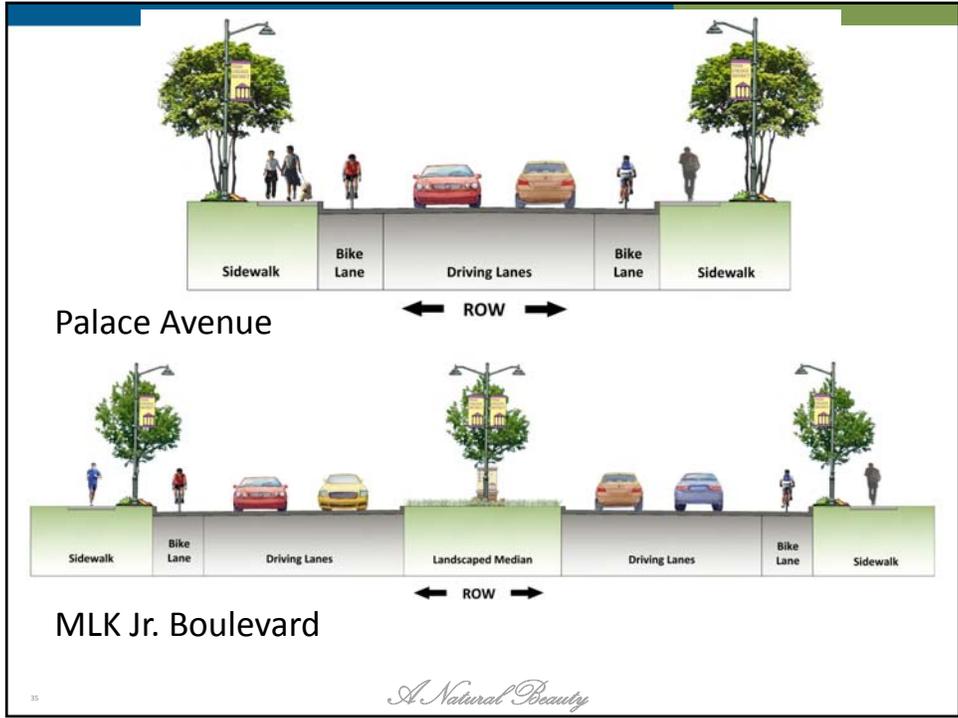
- Texas College District
- Retail, restaurants, mixed-use
- Entertainment options
- Student housing variety
- Transportation enhancements
- Signage and district identity
- Pedestrian friendly
- Redevelopment opportunities

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Recommendations- Palace Ave



Recommendations- Palace Ave



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Recommendations – MLK Boulevard

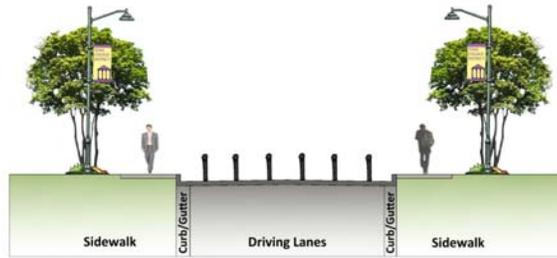


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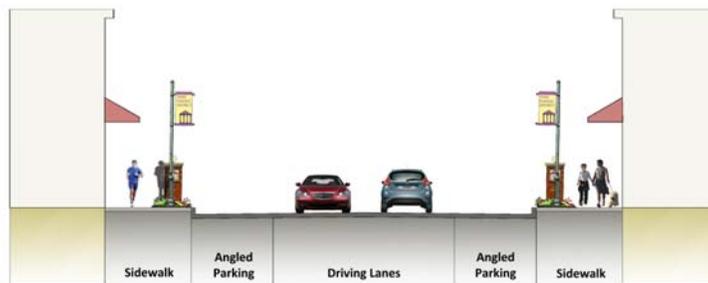
Recommendations – MLK Boulevard



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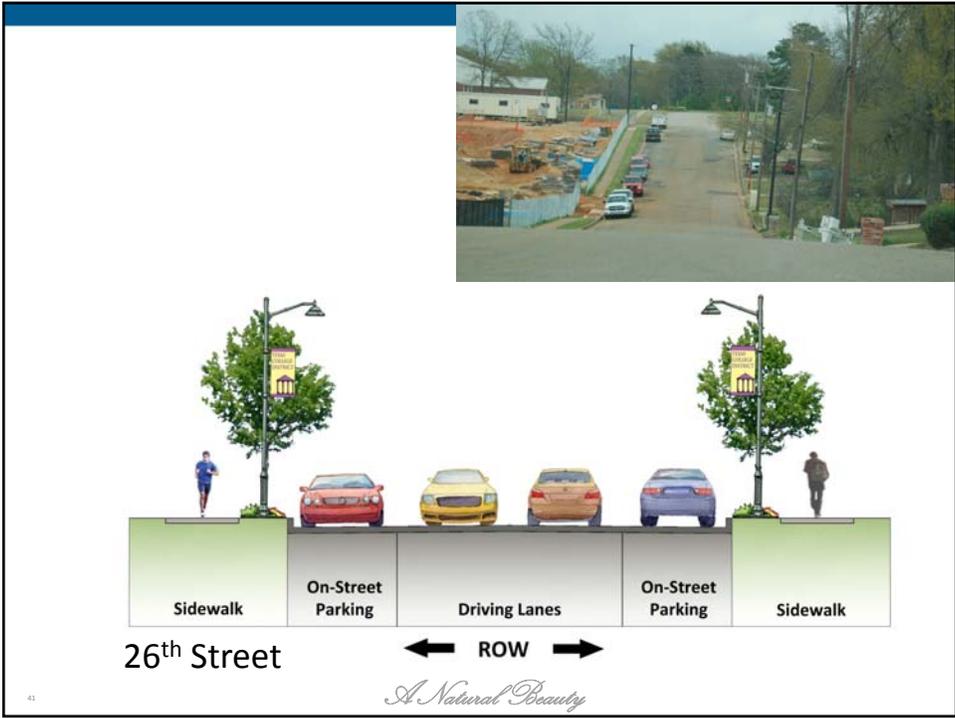
Grand Avenue- North of RR Crossing

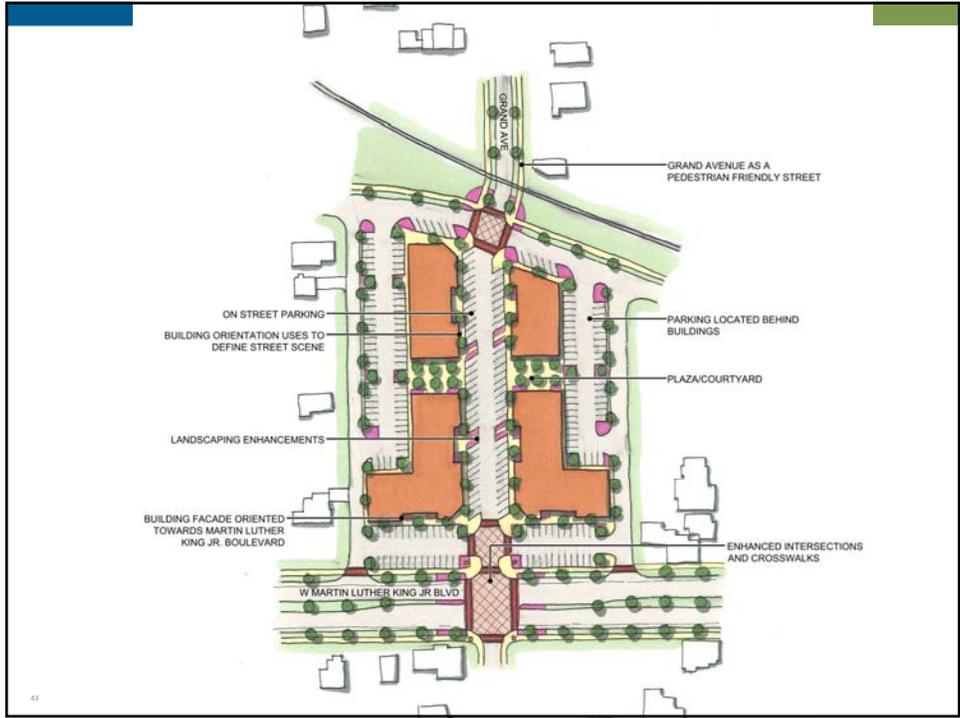


Grand Avenue- South of RR Crossing

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Mixed-use



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Mixed-use



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Create design guidelines

- Architecture
- Heights
- Materials
- Forms
- Facade requirements
- Articulations
- Pedestrian Scale
- Landscape standards



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Create design guidelines



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Identifiable District Brand



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Create Texas College District



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Identifiable District Brand



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Identifiable District Brand



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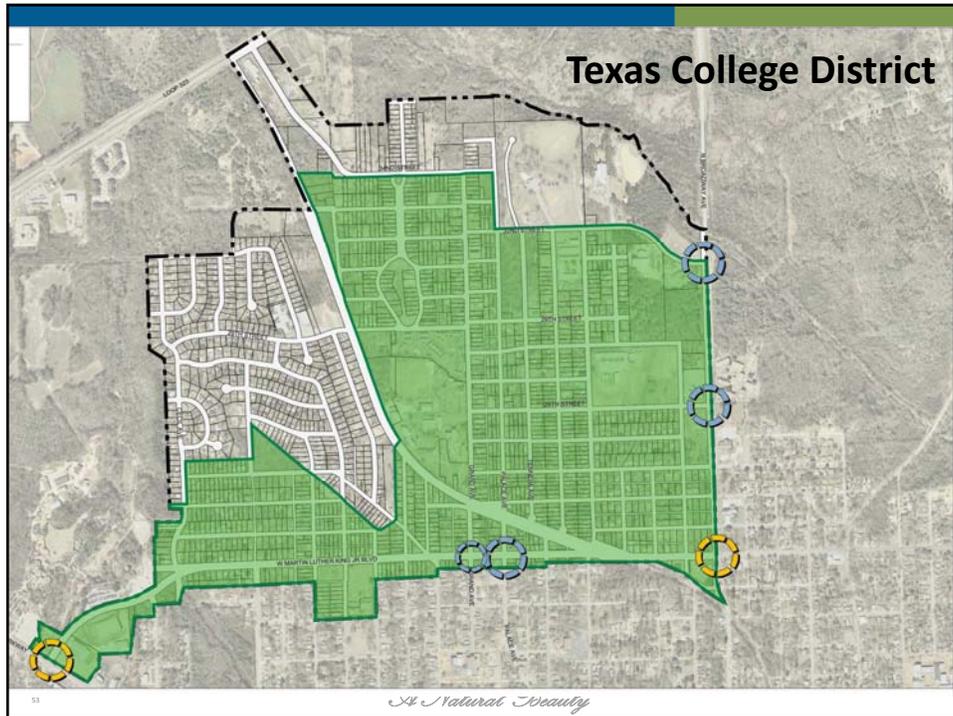
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Identifiable District Brand



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Summary of Recommendation

Land Use

- Provide Texas College expansion areas.
- Embrace mixed-use developments in appropriate areas.
- Encourage development and redevelopment opportunities.
- Provide new student housing opportunities.
- Protect established neighborhoods.
- Create additional housing developments.

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Summary of Recommendation

Zoning

- Support future zoning actions that promote the ADP recommendations and master plan.
- Create an overlay zone.

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Summary of Recommendation

Transportation/ Pedestrian Connections

- MLK Jr. Boulevard enhancements.
- Palace Avenue enhancements.
- Grand Avenue enhancements.
- 26th Street enhancements.
- Reroute Texas College traffic from Loop 323.
- Ensure future roadways meet the needs of the Texas College area.
- Improve pedestrian circulation around Texas College.
- Provide better bus service to Texas College

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Summary of Recommendation

Environmental/ Aesthetic Enhancements

- Improve existing parks.
- Preserve existing open space and vegetation.
- Create Texas College District
- Provide an identifiable district brand.
- Create district design guidelines as part of overly zone.
- Texas College, City of Tyler, stakeholders and neighborhoods should take collective responsibility for implementation.

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Next Step



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Next Step

- Report
- City Council
- Implementation Plan
- Community Effort
 - Texas College
 - City of Tyler
 - Developers
 - Businesses
 - Residents

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**FREASE
AND
NICHOLS**

THANK YOU FOR YOUR PARTICIPATION

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Environmental/ Aesthetic Enhancements

- Woldert Park partnership
- Updated equipment
- Landscape and maintenance



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