

TYLER 21 DOWNTOWN TYLER ACTION PLAN

GOAL	WHAT	HOW	WHO	CITY STAFF ASSIGNED	TARGET TIMELINE	POTENTIAL RESOURCES	STATUS
<i>Create a full-service, mixed-use "Destination Downtown" that functions as the center of the region.</i>	Convene major city institutions and stakeholders around the theme of downtown renaissance and revitalization.	Conduct meetings of major stakeholders to discuss downtown revitalization.	Mayor and City Council; Major stakeholders; Heart of Tyler Main Street	Main Street Program Director and Redevelopment Specialist.	2007-2009	Current staff time; volunteer time	Have held two fundraisers focused on downtown revitalization; brought the Symphony League to the Downtown; currently in the process of forming subcommittees to plan the Statewide Downtown Revitalization Conference for 2009.
		Create a public-private partnership or development corporation to lead the revitalization of downtown.	Mayor and City Council; Major stakeholders; Heart of Tyler Main Street	City Manager.	2009-2011	General funding; TIF funding; partnerships with other organizations and stakeholders	Main Street was established as a new City department in October, 2008; the Downtown TIRZ Board was also created.
	Create a regulatory environment that will attract desired development types and result in desired design outcomes.	Revise zoning in the downtown planning area to create a new Arts, Culture and Business District with design standards and guidelines.	Mayor and City Council; Planning and Zoning Commission; Joint Committee on Code Review; staff designated by City Manager	City Planning & Zoning Director.	2007-2008	Current staff time; consulting services; general funding	Created Downtown Business, Arts and Culture district in April 2008. Includes zoning and design standards. Unified Development Code adopted which provides for mixed use zoning.
	Maintain up-to-date information on vacant and underutilized land in downtown and throughout the city.	Establish a land monitoring and tracking capacity in city government.	Staff designated by City Manager; Heart of Tyler Main Street	Main Street Program Director, GIS Director, and Redevelopment Specialist	2008	New staff resources; general funding; partnerships with other organizations	To begin preliminary assessment of occupancy in first quarter of 2009, as well as meet to determine software compatibilities between GIS and Mainstreet inventory system.
		Establish a downtown GIS archive that is updated at least monthly.	Staff designated by City Manager; Heart of Tyler Main Street	GIS Director	2008 and ongoing	Current staff time; partnerships with other organizations	Periodically check with GIS; no formal system yet in place.
	Make infrastructure and streetscape investments that support revitalization.	Create a Tax Increment Financing (TIF) district to support revitalization investments in streetscape and infrastructure.	Staff designated by City Manager; County Commissioners Court; TJC Board of Regents	City Manager	2007-2008	Current staff time; consulting services; general funding	Created a Tax Increment Reinvestment Zone February 2008.

		Commission a streetscape plan that includes continuous, high quality sidewalks, street trees, safe pedestrian crossings, street furniture, parks and plazas.	Staff designated by City Manager; Heart of Tyler Main Street	City Manager and Main Street Program Director	2009-2011	New staff resources; general funding; partnerships with other organizations	Possibly the first Downtown TIRZ project contingent upon available funding. Main Street department is working to develop immediate implementation items as well as longer-term streetscape plan.
		Upgrade utility infrastructure, as needed, to support new residential and other development.	Staff designated by City Manager	Director of Utilities & Public Works	As needed starting 2008	Utility funding	Ongoing; infrastructure is being upgraded as development occurs. For example, infrastructure near the Moore Grocery Lofts was upgraded with the project.
	Determine appropriate staff support to promote downtown economic and cultural development and assistance.	Hire staff or contract for assistance to coordinate city government and private sector downtown revitalization activity.	Staff designated by City Manager	City Manager	2008-2009	New staff resources; general funding; partnerships with other organizations	Hired Redevelopment Specialist; Main Street became a City Department and a Director has been hired.
	Provide incentives for downtown development and redevelopment.	Consider select incentives, especially for pioneer developers, for development of priority sites.	Mayor and City Council; Staff designated by City Manager	Redevelopment Specialist and with Main Street Director	2008 and ongoing	General funding; TIF funding; project financing options; partnerships with other organizations and stakeholders	Established Tax Increment Reinvestment Zone; Launched first pilot Neighborhood Empowerment Zone (NEZ) in North End. Will assess effectiveness and potential application in the Downtown. Main Street program provides assistance via the Texas Historic Commission preservation architect. Assistance includes counseling and site design work for existing and potential property owners at no cost to property owner.
		Consider a rent-assistance program to nurture start-up businesses.	Mayor and City Council; Staff designated by City Manager; Heart of Tyler Main Street; Property owners	Main Street Program Director	2012 and ongoing	Current staff time; HUD funding; partnerships with property owners	No action to date.
<i>Create new "urban" residential districts and improve existing districts with infill.</i>	Create a new residential district in the western section of downtown.	Assist in land assembly.	Major Stakeholders; Developers; Heart of Tyler Main Street; Staff designated by City Manager	Redevelopment Specialist along with Main Street Director	2007 and ongoing	General funding; TIF funding; project financing options; partnerships with other organizations and stakeholders	Several acres have been purchased by the City adjacent to City Hall and extending west. Potential public private partnerships are being explored.

		Consider making some City-owned land in the western land section of the downtown core available, either as public realm or for development.	Mayor and City Council	City Manager	2008 and ongoing	General funding; TIF funding; project financing options; partnerships with other organizations and stakeholders	Considering plans for the western square. Land has been purchased.
	Discuss housing development opportunities with nonprofit owners of large parking lots and vacant land that would allow them to continue to meet their parking and program needs.	Discuss desirability of development opportunities and consider commissioning a study of the financial feasibility and design options for redevelopment of properties.	Property Owners; Heart of Tyler Main Street; Staff designated by City Manager	City Manager, Redevelopment Specialist and Main Street Director	2008-2009	General funding; TIF funding; partnerships with other organizations and stakeholders	Update to inventory of vacant parcels will begin in first quarter 2009. Preliminary discussions held with land owners regarding potential public parking amenities.
	Offer incentives for housing development.	Consider tax abatements, permit streamlining/reductions, infrastructure relocations and other incentives for early projects of new housing and infill in downtown.	Mayor and City Council	City Manager, Redevelopment Specialist and Main Street Director	2008-2009 and ongoing	Current staff time; General funding; utility funding	A pilot NEZ has been launched in North Tyler. Will consider creating one in Downtown based upon results. Tax abatements may work counter to purpose of TIRZ. Infrastructure considered on a project basis.
<i>Support the location of new anchor destinations in downtown with City actions.</i>	Promote creation of downtown facilities by higher education and medical institutions.	Work to get educational and medical institutions to locate facilities or make connections with downtown.	Mayor and City Council; Staff designated by City Manager	City Manager, Redevelopment Specialist and Main Street Director	2007 and ongoing	Current staff time	Several discussions held and ongoing with potential educational and medical anchors.
	Provide incentives to attract new anchors, such as hotels with meeting space, a community arts center, and an educational facility.	Determine cost and feasibility for potential incentives and inducements such as limited property tax abatement, parking garage construction, etc.	Mayor and City Council	City Manager, Redevelopment Specialist and Main Street Director	2008-2010	New staff resources; general funding; partnerships with other organizations	Precedent set for potential 380 agreement to rebate a portion of Hotel Tax to incentivize location of a hotel in the downtown.
	Promote downtown arts and culture activities through an existing or new organization.	Establish a downtown visitors center/community arts center.	Mayor and City Council; Heart of Tyler Main Street; Major stakeholders; Staff designated by City Manager	Main Street Program Director	2008-2010	New staff resources; Heart of Tyler funding; general funding; partnerships with other organizations	Main Street Program has become a City department. City leasing space on the square to house Main Street office, visitors center and art gallery. The City also purchased the Liberty Theatre and is partnering with the ETSO to open a performing arts center.

<i>Enhance the public realm, including existing streets, parks, plazas, and open areas, and create new signature public spaces.</i>	Invest in a pedestrian-friendly streetscape.	Design and implement a streetscape plan by upgrading sidewalks, planting street trees that provide shade, installing pedestrian-scale street lighting, installing benches and other street furniture, and installing prominent crosswalks (including raising intersections at major crossings).	Staff designated by City Manager	City Manager, Redevelopment Specialist and Main Street Director	2009-2011	General funding; TIF funding; private funding	Possibly the first Downtown TIRZ project contingent upon available funding. Main Street department is working to develop immediate implementation items as well as longer-term streetscape plan.
	Create or enhance downtown gateways.	Develop concepts for gateway enhancements at major entryways into downtown.	Major Stakeholders; Developers; Heart of Tyler Main Street; Staff designated by City Manager	City Manager, Redevelopment Specialist and Main Street Director	2008-2011	New staff resources; consulting services; general funding; partnerships with other organizations	No action other than working with landowners who have properties that need attention.
		Prioritize and implement gateway enhancements.	Major Stakeholders; Developers; Heart of Tyler Main Street; Staff designated by City Manager	Main Street Program Director	2012-2017	New staff resources; general funding; partnerships with other organizations	No action to date.
	Work with the County to promote a redesign of Downtown Square.	Assist in identifying enhancements for the downtown square in a process that incorporates significant public input by contributing City funds and seeking funds from the private sector.	Mayor and City Council; County Commissioners Court; Hear of Tyler Main Street; Major Stakeholders; General public; Staff designated by City Manager	City Manager, Redevelopment Specialist and Main Street Director	2009-2011	General funding; TIF funding; private funding; professional services	Possibly the first Downtown TIRZ project contingent upon available funding. Main Street department is working to develop immediate implementation items as well as longer-term streetscape plan.
		Implement enhancements for Downtown Square.	County; City; Major stakeholders	Main Street Program Director	2012-2015	General funding; TIF funding; contributions from other agencies and private sector	No action to date.
	Create a second public square in the western part of downtown to anchor a new arts and residential district.	Acquire land.	Mayor and City Council; Developers; Major stakeholders; Staff designated by City Manager	City Manager.	2008-2011	General funding; TIF funding; contributions from other agencies and private sector	Land for a second possible square has been purchased.
		Commission a design of the new square to include elements such as public art, interactive water feature, shade trees and flowering plants.	Mayor and City Council; Staff designated by City Manager	Redevelopment Specialist along with Main Street Director	2009-2011	General funding; TIF funding; contributions from other agencies and private sector	Possibly the first Downtown TIRZ project contingent upon available funding.
		Construct the new square.	Staff designated by City Manager.	Redevelopment Specialist along with Main Street Director	2012-2017	General funding; TIF funding; contributions from other agencies and private sector	No action to date.

		Provide funds to maintain the new square.	Mayor and City Council	City Manager	After construction	General funding	No action to date.
	Facilitate wayfinding through uniform downtown signage.	Commission design of a signage system that provides visitors and residents with clear information about parking, community buildings, attractions, and downtown events.	Staff designated by City Manager; Heart of Tyler Main Street; Major stakeholders	Main Street Program Director	2009	General funding; TIF funding; contributions from other agencies and private sector	Considering new signage and seeking possible grant funding.
		Install new signs.	Staff designated by City Manager	Director of Utilities & Public Works.	2010-2011	General funding; TIF funding; contributions from other agencies and private sector	No action to date.
	Reinforce the existing brick streets identity of downtown.	Maintain the existing brick streets and where possible, uncover and repair segments of brick streets that have been paved over; use bricks from streets with fragmented brick character; experiment with modern brick to find best fit.	Staff designated by City Manager	Director of Utilities & Public Works and City Engineer.	2007 and ongoing	Current staff time; general funding	Maintenance ongoing. Feasibility of uncovering any streets has not been performed.
	Provide incentives for façade improvements in existing downtown locations and retail buildings.	Consider establishment of a Downtown Small Improvements Fund and program to provide up to \$5,000 for signage, parking lot or façade improvements that meet design guidelines in new Business, Arts & Culture District.	Mayor and City Council; Heart of Tyler Main Street; Staff designated by City Manager	Main Street Program Director	2009-2011 and ongoing	General funding; TIF funding; contributions from other agencies and private sector	Researching potential of using CDBG funding for façade grants. Possible role for HOT as a non-profit.
<i>Create a pedestrian, bicycle and parking plan to enhance access and connections to downtown.</i>	Create a pedestrian and bicycle plan for downtown.	Identify needs for sidewalk improvements, crosswalks, extended walk signal times, bicycle lane opportunities, bike rack needs, etc., and incorporate into the streetscape design plan.	Transportation Advisory Board; MPO; Volunteer assistance from bike groups; Staff designated by City Manager	City Engineer and Main Street Director	2009-2011	Current staff time; consulting services; general funding; MPO funding; volunteer time	No action to date, other than purchase of bike racks.

		Identify a pedestrian route linking downtown and the medical district for improvements and signage.	Transportation Advisory Board; Staff designated by City Manager	City Engineer, Planning & Zoning Director and Main Street Director	2009-2011	Current staff time; consulting services; general funding	No action to date.
	Improve availability and access to parking.	Consider creation and need for a parking management district which will manage all the parking within the district, facilitate shared parking arrangements and collect fees towards a parking garage for future development.	Mayor and City Council; Heart of Tyler Main Street; Major stakeholders; Staff designated by City Manager	City Manager, Planning & Zoning Director and Main Street Director	2012-2015	Current staff time; consulting services; general funding; TIF funding	No action to date.
		To aid in new development, consider a new public-private partnership for building a parking garage as part of a new anchor project.	Mayor and City Council; Major stakeholders; Developers	City Manager, Redevelopment Specialist and Main Street Director	2008 and ongoing	Current staff time; private partnerships	Preliminary discussions held with land owners regarding potential public parking amenities.
	Examine creation of a rail-trail.	Study feasibility of ROW acquisition and construction of a multi-use trail.	MPO; Staff designated by City Manager.	Planning & Zoning Director, City Engineer and Main Street Director	2012-2013	Current staff time; consulting services; general funding; MPO funding.	No action to date.
		If feasible, acquire ROW and design/construct the trail.	Mayor and City Council; Staff designated by City Manager; MPO; Private sector partners	City Engineer	2013-2017	Current staff time; consulting services; general funding; MPO funding.	No action to date.
	Promote incremental improvements to existing parking lots, such as ornamental fencing and tree planting.	Include parking lot improvements as eligible projects for the proposed Downtown Small Improvements fund.	Mayor and City Council; Heart of Tyler Main Street; Staff designated by City Manager	Main Street Program Director	2009-2010 and ongoing	General funding; TIF funding; contributions from other agencies and private sector	No action to date.
	Connect Downtown to the Medical District.	Create safe pedestrian and bicycle routes between downtown and the medical district through the downtown pedestrian and bike plan, the streetscape plan and express trolley or dedicated bus routes.	Transportation Advisory Board; Major stakeholders; Staff designated by City Manager	Planning & Zoning Director, City Engineer and Main Street Director	2009-2011	General funding; TIF funding; contributions from private sector; current staff time; consulting services	No action to date.

		Make intersection crossing improvements for pedestrians, such as well-marked crossings, countdown lights, etc. at major intersections along Front Street and Beckham Avenue.	Staff designated by City Manager	City Engineer	2012-2017	General funding; MPO funding	No action to date.
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