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Media Advisory

For Planning Purposes Only
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The Downtown is BAC(k)!

- What:** The City of Tyler and the Heart of Tyler will hold a ribbon-cutting ceremony and celebration to mark the launch of the new **Business Arts and Culture District** in Downtown Tyler. The event will include live music, art and dance as well as a formal ribbon cutting ceremony and program. Speakers include Tyler Mayor Joey Seeber and Mayor Pro Tem Chris Simons. Attendees are encouraged to dine at one of the Downtown restaurants or bring a brown bag lunch. Cake and punch will be served at the ribbon cutting ceremony.
- When:** Friday, May 2 from 11 a.m. until 2 p.m. (**The ribbon cutting ceremony and program will be held at 1 p.m.**)
- Where:** T.B. Butler Plaza
Downtown Square
Tyler, TX

The Business, Arts and Culture District is an outcome of the Tyler 21 planning process. Chapter 4 of the Plan focuses on revitalization of Downtown Tyler and one of the primary goals was to “create a full-service, mixed use ‘Destination Downtown’ that functions as the center of the region”.

On April 23, the Tyler City Council approved the new Unified Development Code that includes new regulations related to zoning, landscaping, drainage, streets and historic preservation. The new Unified Development Code is a major outcome of the Tyler 21 planning process and puts into ordinance many of the ideas developed from community feedback and recommended in the Plan. One example is new mixed use development zoning districts that will allow for vertical integration of retail, office and residential. Other changes to the Code include enhanced landscaping requirements for new developments and relaxed parking standards. Specific changes to the Code that impact Downtown and will transform it from a business district into a Business, Arts and Culture District include:

- Uses for property in the District have been expanded to include art studios, ceramics operations, framing stores, art workshops, photography and other arts businesses.
- Grocers have now been allowed to encourage residency in the District.

- Outdoor storage will no longer be allowed.
- Sidewalk sales are encouraged by permit only.
- Horizontally projected signs are now allowed.

Since the implementation of the Tyler 21 plan in Nov. 2007, several exciting actions have occurred in Downtown. This event is the formal launch of the BAC district.

- On March 7, 2007 the Half-Mile of History program was launched. The program draws attention to Tyler's rich history by creating a permanent, outdoor, half mile heritage walk that surrounds the square. Stone markers placed in the sidewalk commemorate significant people, places or events.
- The City of Tyler announced on March 26 that they had purchased the Liberty Theater in Downtown. In partnership with the East Tyler Symphony Orchestra Association, the theatre would be renovated for future use as a recital and performance hall.
- On April 23 the City Council appointed the Board of Directors that will have jurisdiction over the Downtown TIF (Tax Increment Financing). A TIF is a tool used to foster downtown redevelopment. As private reinvestment occurs in the zone occurs, the TIF captures the tax revenue from incremental increases in the property values in the area; it is not a new or additional tax. This revenue is then directly reinvested back into the zone in the form of public improvements, revitalization and infrastructure projects.

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