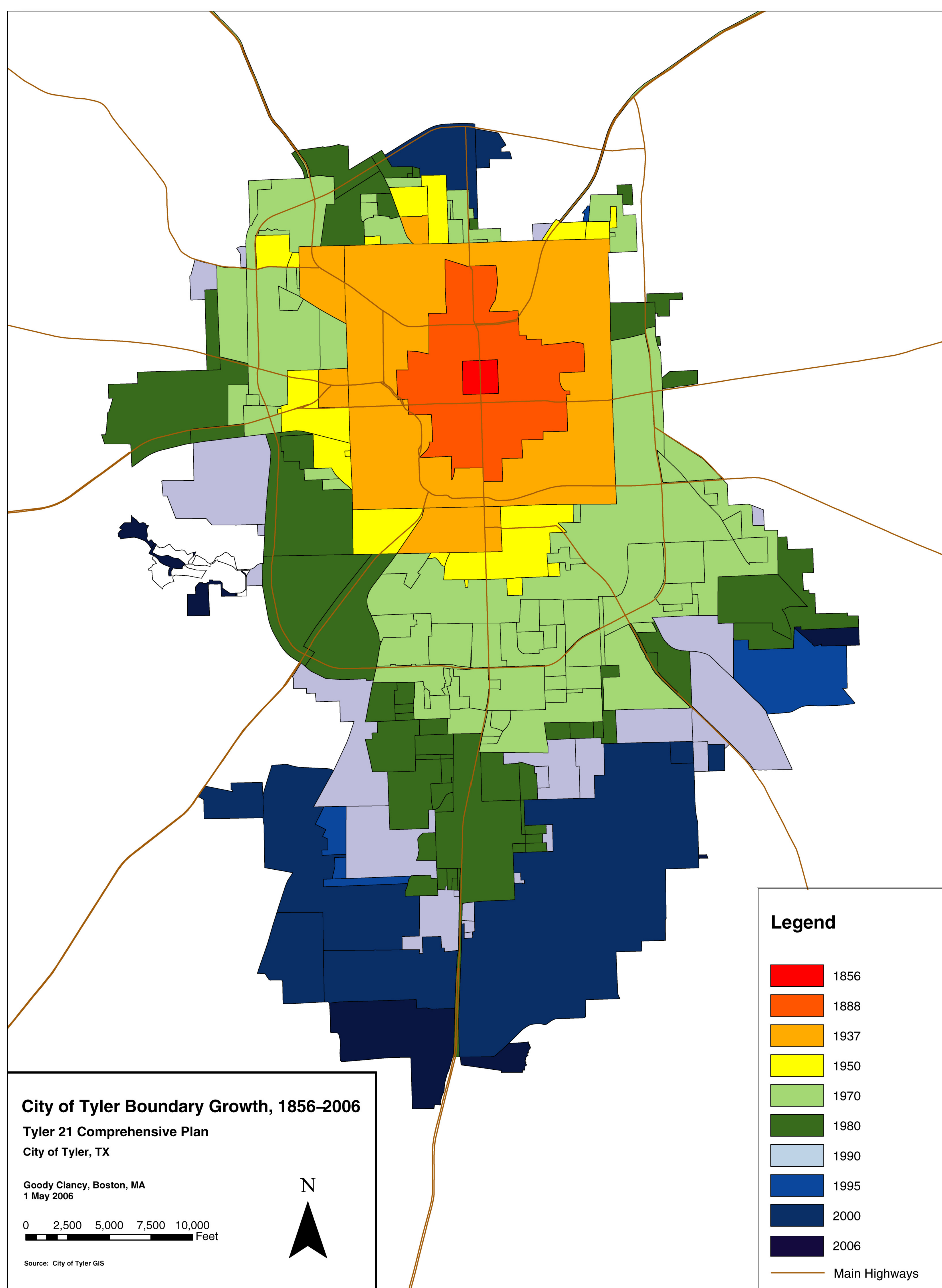


TYLER 21: A Vision for the Next Generation

VISION

In 2030, the City of Tyler will be the **Capital of East Texas** –nationally known for its beauty and design excellence. Building on its historic heritage and as a city of roses, azaleas and trees, Tyler will make all of its public places reflect the beauty of the East Texas landscape and the highest standards of urban design, creating a sense of place and community in every part of the city and every neighborhood. Tyler public spaces, from humble sidewalks to entrance corridors, plazas and parks, will be designed and built to provide comfort, safety, utility and delight to anyone that uses them. In this way Tyler will extend and enhance the precious legacy of previous generations - the Rose Garden, tree-lined brick streets, and historic districts – into the future.

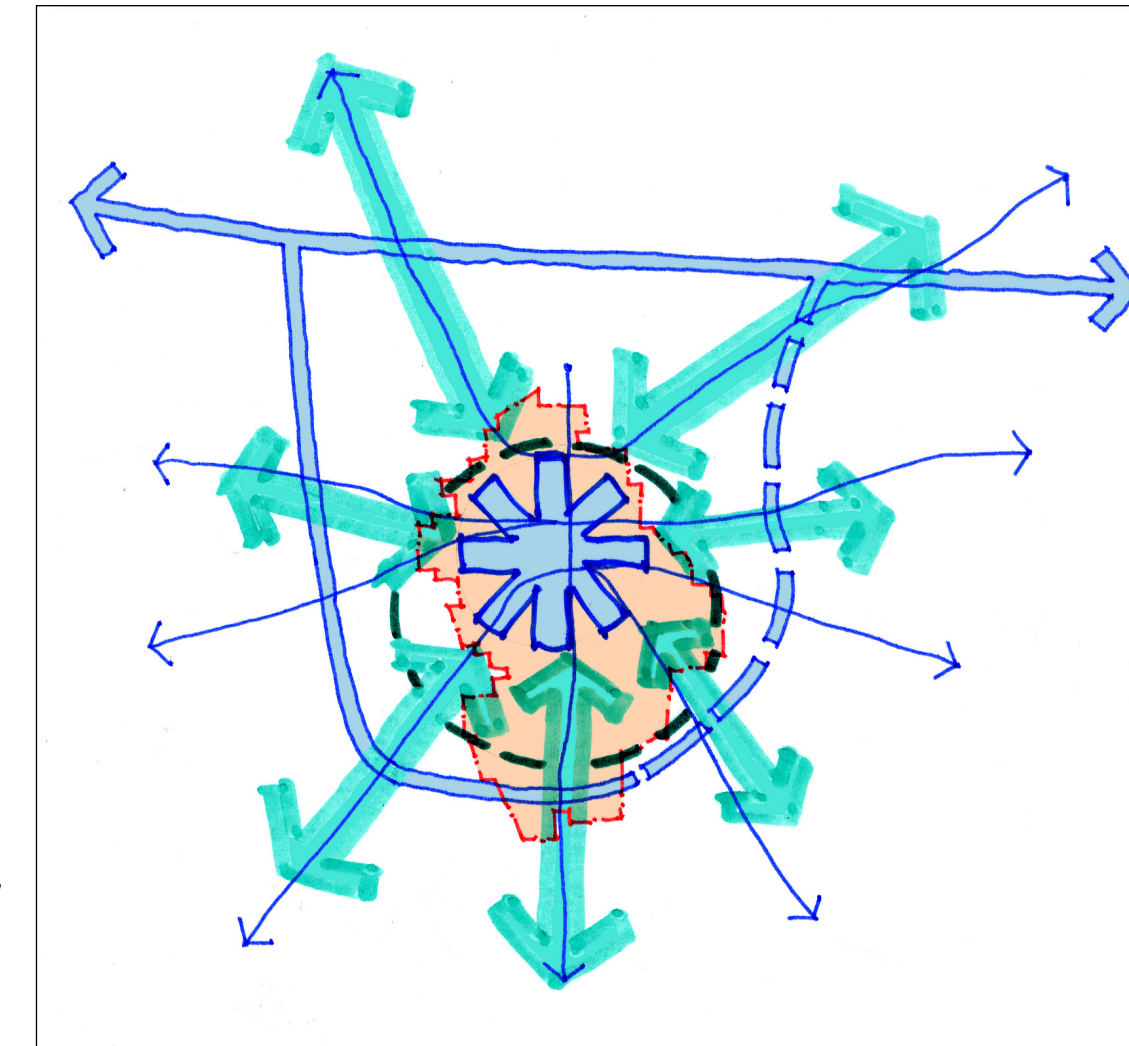
Tyler's commitment to public beauty will be the outward expression of its pledge to providing the highest quality of life to its citizens and visitors: its commitment to community. Tyler will combine friendly, small-town values and preservation of its natural landscape and historical heritage with a flourishing economy, a vibrant downtown, and a variety of robust neighborhoods. With an efficient, forward-thinking city government and strong public-private and regional partnerships, Tyler will meet the highest standards as a place to live, work, play, study or visit.



PRINCIPLES

A CAPITAL CITY THAT PROMOTES BALANCED GROWTH:

- Promote growth and redevelopment in downtown and the northern, western and eastern parts of the city.
- Revitalize North Tyler.
- Enhance links to I-20 and new Loop 49.



Balanced growth will bring development to all parts of the city, including downtown and North Tyler.

A CAPITAL CITY THAT PRESERVES, ENHANCES AND COMMUNICATES TYLER'S HISTORIC HERITAGE:

- Conserve unique character through preservation of historic buildings throughout the city.
- Ensure that new development, while expressing its own time, is respectful of historic character.
- Create heritage trails and historic markers to identify diverse aspects of Tyler's history, such as African-American heritage, the rose industry, the oil and gas industry, and the railroad industry.



Preserving Tyler's historic heritage will be one key to keeping its unique character.

A CAPITAL CITY WITH NEIGHBORHOODS THAT ARE ATTRACTIVE CENTERS OF COMMUNITY:

- Provide appealing, safe, affordable and stable places to live for people with a wide range of incomes
- Provide a variety of housing types for families, singles, older persons and other kinds of households.
- Enhance and create neighborhoods containing walkable centers with a mix of housing and shopping to serve residents.

A CAPITAL CITY THAT PROVIDES 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.
- Work with regional partners to support efficient transportation throughout East Texas.

A CAPITAL CITY THAT IS THE DOWNTOWN OF EAST TEXAS:

- Develop a major downtown neighborhood of new and rehabilitated housing to provide the foundation for shopping, restaurants, culture, arts and entertainment in the evenings and on the weekend.
- Create a concentration of cultural and entertainment venues downtown.
- Program events throughout the year to attract visitors from around the region.



Downtown cultural activities, restaurants and entertainment will bring vitality in the evening and on weekends.

A CAPITAL CITY WITH EXCELLENT MUNICIPAL FACILITIES AND SERVICES:

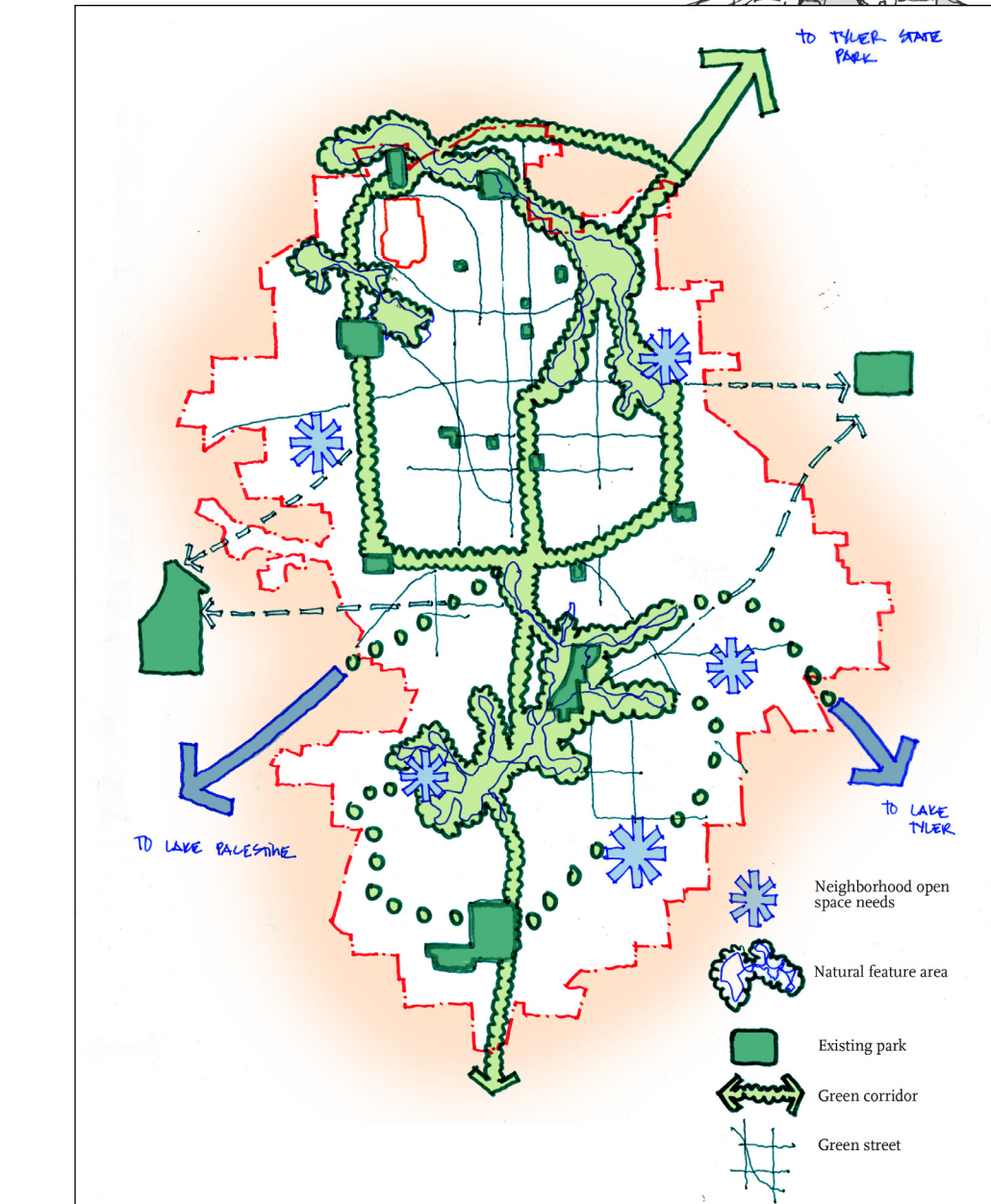
- Continue the government focus on meeting the highest standards of responsiveness, service and efficiency.
- Provide excellent value for taxpayer dollars.

A CAPITAL CITY THAT PROTECTS AND ENHANCES OPEN SPACES, PARKS AND TREES IN A CONNECTED NETWORK FOR RECREATION AND A HEALTHY ENVIRONMENT:

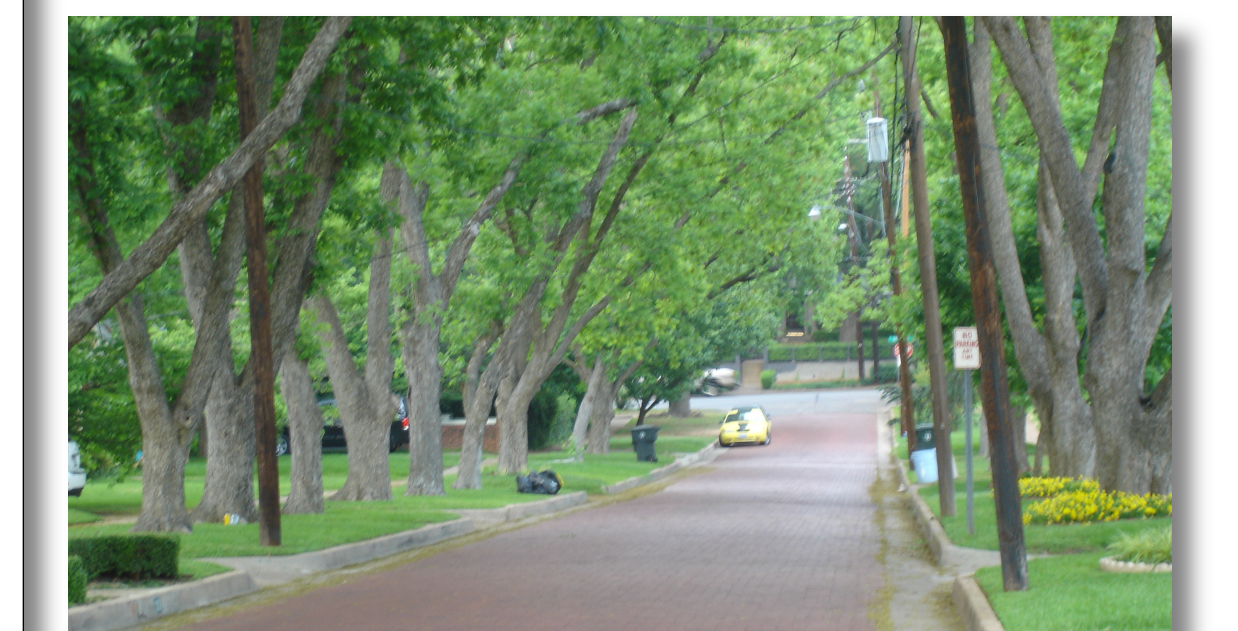
- Create a network of greenways, parks and open spaces linking city and county destinations, such as the lakes and the state park.
- Develop new neighborhood parks.
- Plant trees along streets and in public and private places.



Trees and other streetscape improvements can transform major streets.



A connected network of trails and parks will link the city, the lakes, and the state park.



A CAPITAL CITY WITH A BUSINESS-FRIENDLY ENVIRONMENT:

- Maintain policies that allow businesses to flourish.
- Continue supporting the city's role as the retail hub of a broad region.



Tyler will continue to be friendly to large and small businesses.

A CAPITAL CITY WITH STRONG COMMUNITY AND REGIONAL PARTNERSHIPS:

- Building on a tradition of philanthropy and public-private partnerships, bring together the public, private, and nonprofit sectors to realize the Tyler 21 Next Generation vision.
- Expand participation throughout the Tyler community.
- Continue to reach out and enhance partnerships with school districts, neighboring cities, and county government.

A CAPITAL CITY THAT CONNECTS PEOPLE TO ONE ANOTHER AND IN COMMUNITY:

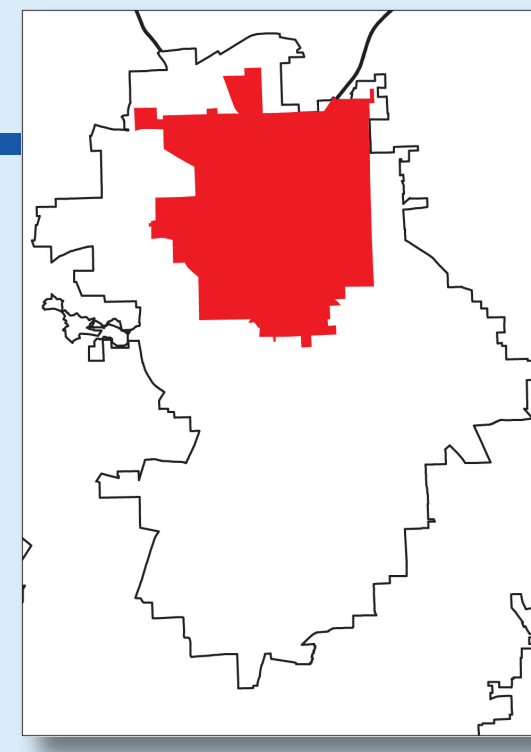
- Preserve and protect Tyler's values of friendliness, family, faith and community connections, which will be the foundation for the success of Tyler 21.

TYLER 21 Community Visioning Retreat

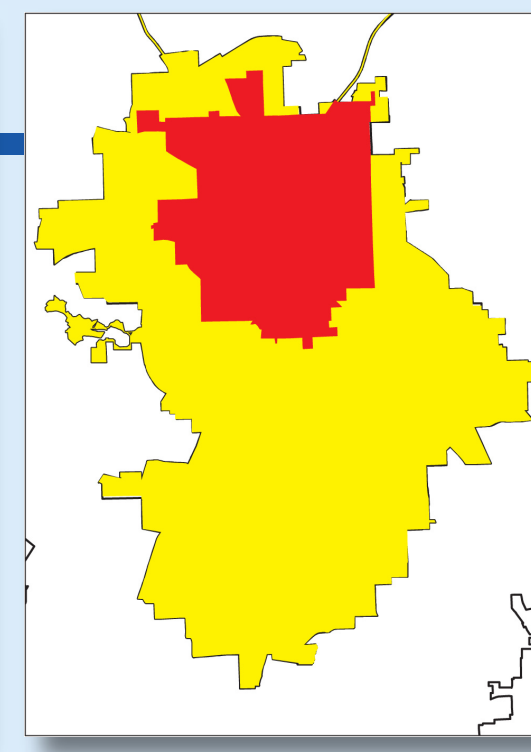
Tyler 21 is our city's comprehensive planning process for the 21st century. With 101,000 residents, the city is growing rapidly and we need to plan for the future. On June 10, 2006, Tyler residents came together in a day-long retreat to help create a vision for what we want Tyler to be in the next generation.

WHY WE DID IT

In 1950, Tyler was home to 50,000 people. Since 1950, Tyler's population has doubled and its land area has increased dramatically. What kind of place do we want to be a generation from now, in 2030 or 2035? With a common vision of our ideal future, we can work together to make the vision a reality.



Tyler's 50,000 population lived in the red area in 1950.



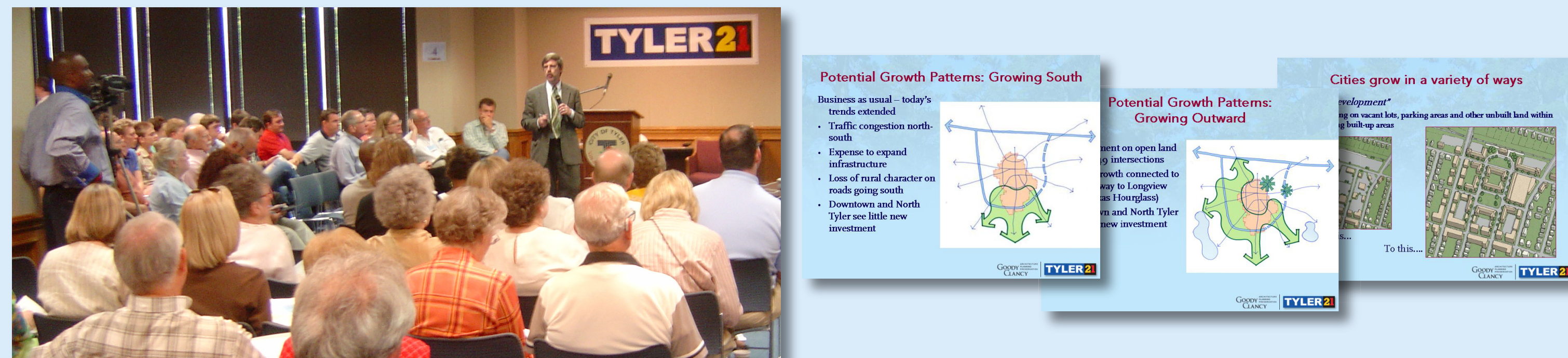
The next 50,000 population expanded into the yellow area by 2006.

WHAT WE DID

LOOKED AT MAPS AND PHOTO BOARDS ANALYZING TYLER



LEARNED ABOUT DIFFERENT WAYS TYLER COULD GROW



CONSIDERED DIFFERENT IDENTITY STATEMENTS



SHARED IDEAS, VALUES, HOPES, AND ASPIRATIONS



WHAT WE SAID: Common Themes That Emerged

WHAT WE WANT TO PRESERVE ABOUT TYLER:

- Our **small-town atmosphere** and **East Texas friendliness**
- Our **values** and **strong sense of community**
- The **natural landscape**, trees, lakes, azaleas and roses
- Our **history**, historic buildings, streets and districts
- **Safe neighborhoods** that are good places to raise a family
- **Unique places** like the Rose Garden and Caldwell Zoo
- A **strong business environment** and **diverse economy**

WHAT WE WANT TO IMPROVE OR CHANGE ABOUT TYLER:

- We should **expand our natural beauty** into more places, such as along public streets.
- We need to **make it easier to travel around Tyler** by improving traffic flow and public transportation options.
- **Growth and development** should be encouraged in **all parts of the city**.
- Downtown and North Tyler need **revitalization**.
- The city needs a greater **variety of housing types** and **more affordable housing**.
- There should be **more people, activities and things to do downtown**.
- Tyler needs **more recreation opportunities**, such as swimming pools, community centers, and recreation at the lakes.
- Our **cultural and arts** activities should be **expanded**.
- **Employment and business opportunities** should be **enhanced** with new facilities, such as a hotel and convention center, and with both vocational training and more professional jobs.
- **Public education** should continue to be **improved**.

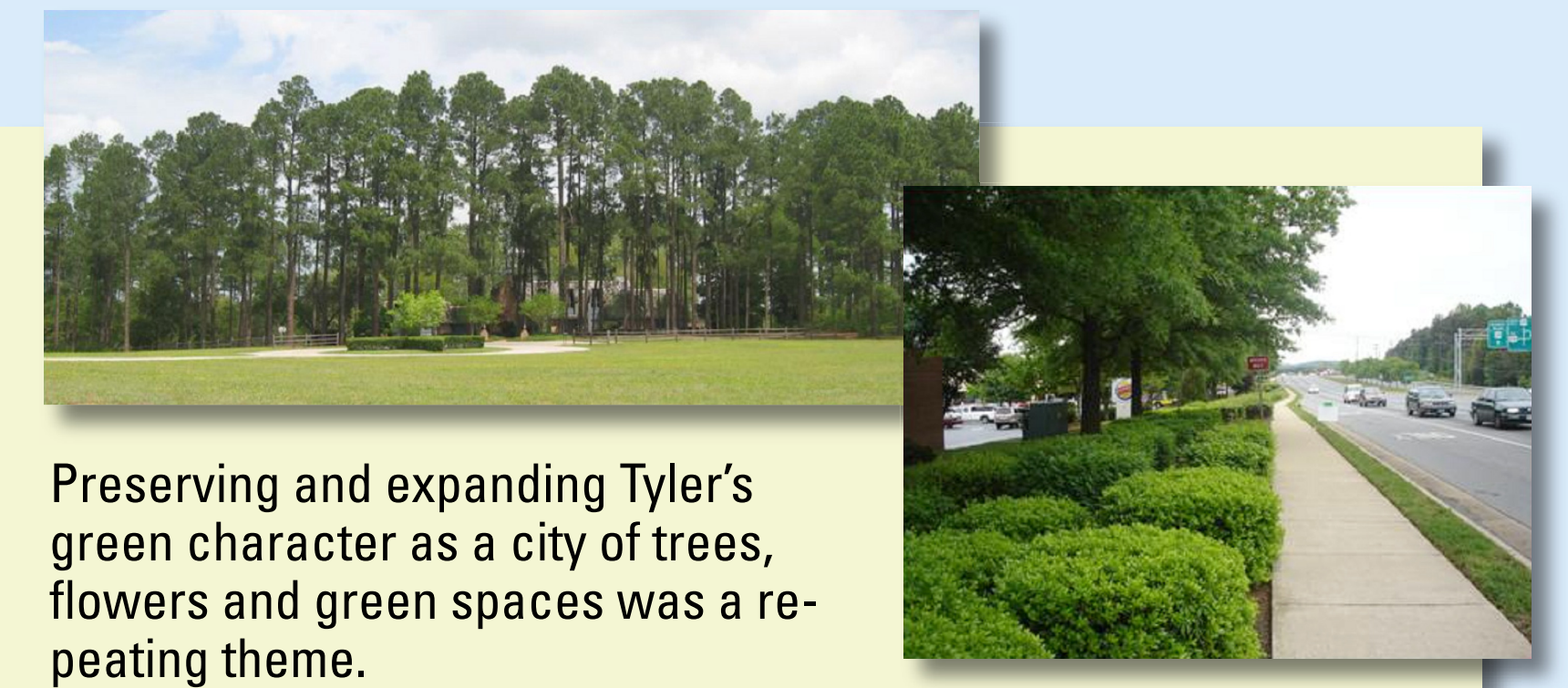
WHAT WE WOULD LIKE TYLER TO BE KNOWN FOR IN THE FUTURE:

Participants in the Retreat were asked to rank five "vision identities" in terms of how the identities represented the direction they would like to see Tyler take in the future. All five of the identities received substantial support:

- **City of Trees and Lakes:** *The best small city park and open space system in Texas*
- **City of Neighborhoods:** *Quality neighborhoods for people at all stages of their lives and priced for a range of incomes*
- **Capital of East Texas:** *A vibrant regional downtown that attracts people from all over East Texas*
- **Engine of the Region:** *Economic and institutional energy radiating throughout the region*
- **Community of Shared Places:** *A city of excellent public spaces with activities that bring the entire community together*

Many participants said that they would like to see a combination of all these identities and also mentioned:

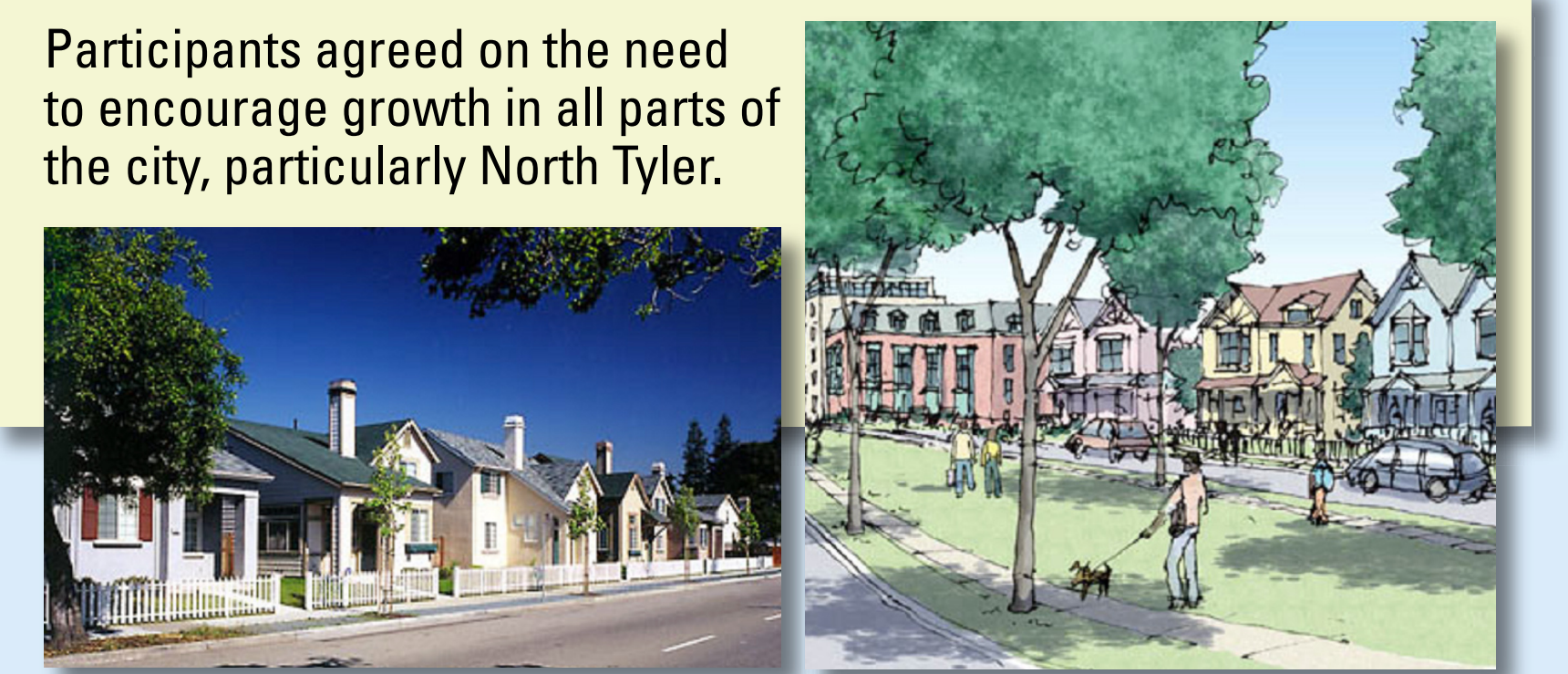
- **A Community of Involvement**
- **The Hub of East Texas – the Best of Everything**
- **The Leader of East Texas**



Preserving and expanding Tyler's green character as a city of trees, flowers and green spaces was a repeating theme.



Expanded bus service and other public transportation options were mentioned as one way to help manage Tyler's traffic congestion problems.



Participants agreed on the need to encourage growth in all parts of the city, particularly North Tyler.



Many residents desire a lively downtown with restaurants, shops and activities.



Retreat participants were interested in creating walkable neighborhood centers with different kinds of housing.