

# Building Our Future Together

**TYLER 21**



**TYLER 21 COMPREHENSIVE PLAN  
COMMUNITY VISIONING RETREAT**

June 10, 2006

# Tyler 21 Team

- **Consultant Team**
  - Goody Clancy
  - Freese and Nichols
  - ZHA
  - Mary Means + Associates
  - Planning Concepts
  - Duncan Associates
  - ETC Institute
  - Neighborhood America
  
- **Role of the Consultant Team**

# The Tyler 21 Team

## Steering Committee

- Dan Arguijo
- Joan Brooks
- Mike Butler
- Nelson Clyde IV
- Bob Garrett
- Reginald Garrett
- Randy Grooms
- Hector Guevara
- Charles Halstead
- JoAnn Hampton
- Gaylord Hughey
- Robert Peltier
- Sandy Shepard
- Lonny Uzzell
- Water Wilhemi
- Mayor Joey Seeber
- City Council Members

- The role of the Steering Committee
- The role of Working Groups in developing the plan
- The importance of your participation....

# The value of a comprehensive plan

- Understand trends and future implications
- Shape change rather than react to it
- Enhance community life
- Balance competing needs and desires
- Create an agenda for future City development:
  - policy and strategic guidance on the physical development and redevelopment of the city.
  - predictability for developers, businesses and residents.
  - save money through planned and orderly investment in services, facilities and infrastructure.
  - preserve sense of place and unique identity.

# TYLER TODAY

- **Tyler 21: Creating a Next Generation Vision**
- **Understanding the city today in order to create a vision for tomorrow**
  - All communities experience change
  - What do we want to preserve?
  - What do we want to change?



# Tyler is the hub of its region

- Some one million people depend on Tyler for medical services, shopping, educational opportunities, jobs....

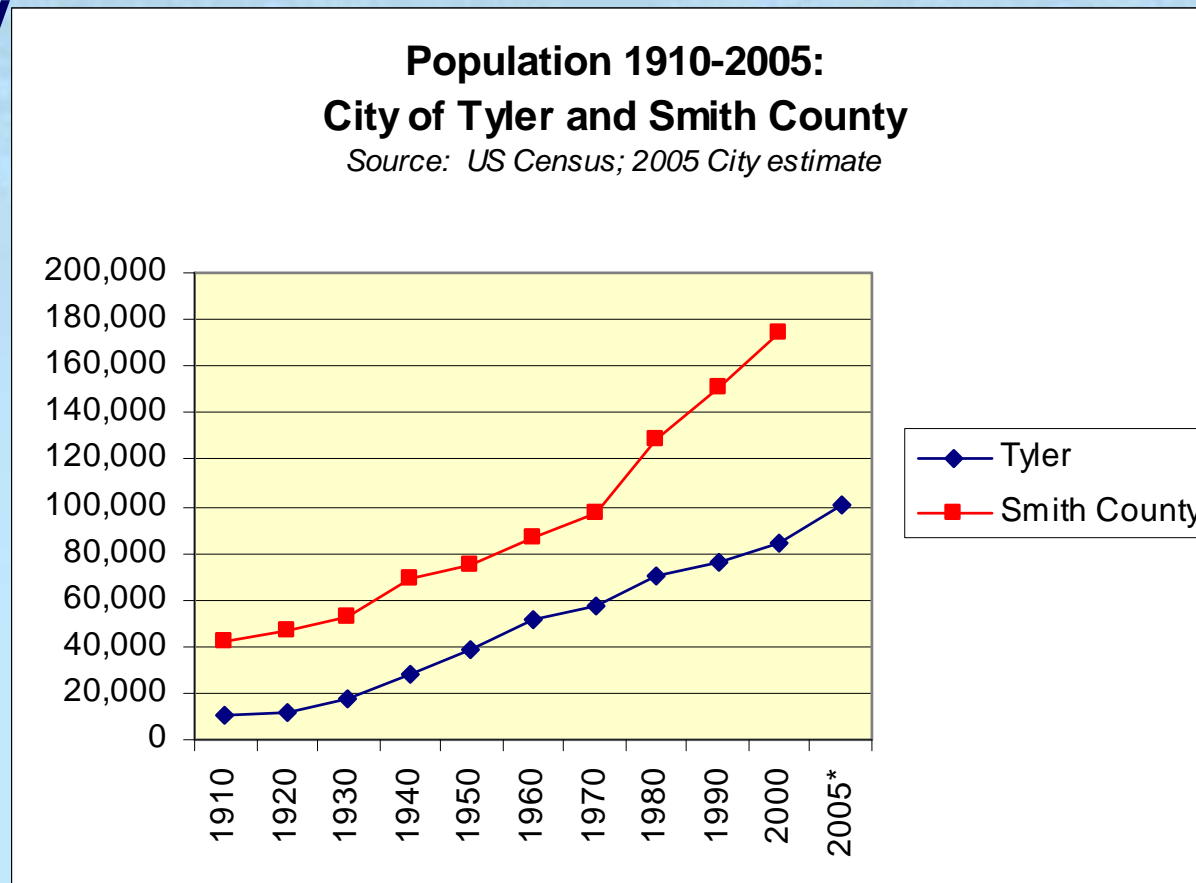


Dallas-Fort Worth

Shreveport

# Who lives in Tyler?

- 2005 estimated population: 101,160 residents
- Tyler's and Smith County's populations are growing rapidly



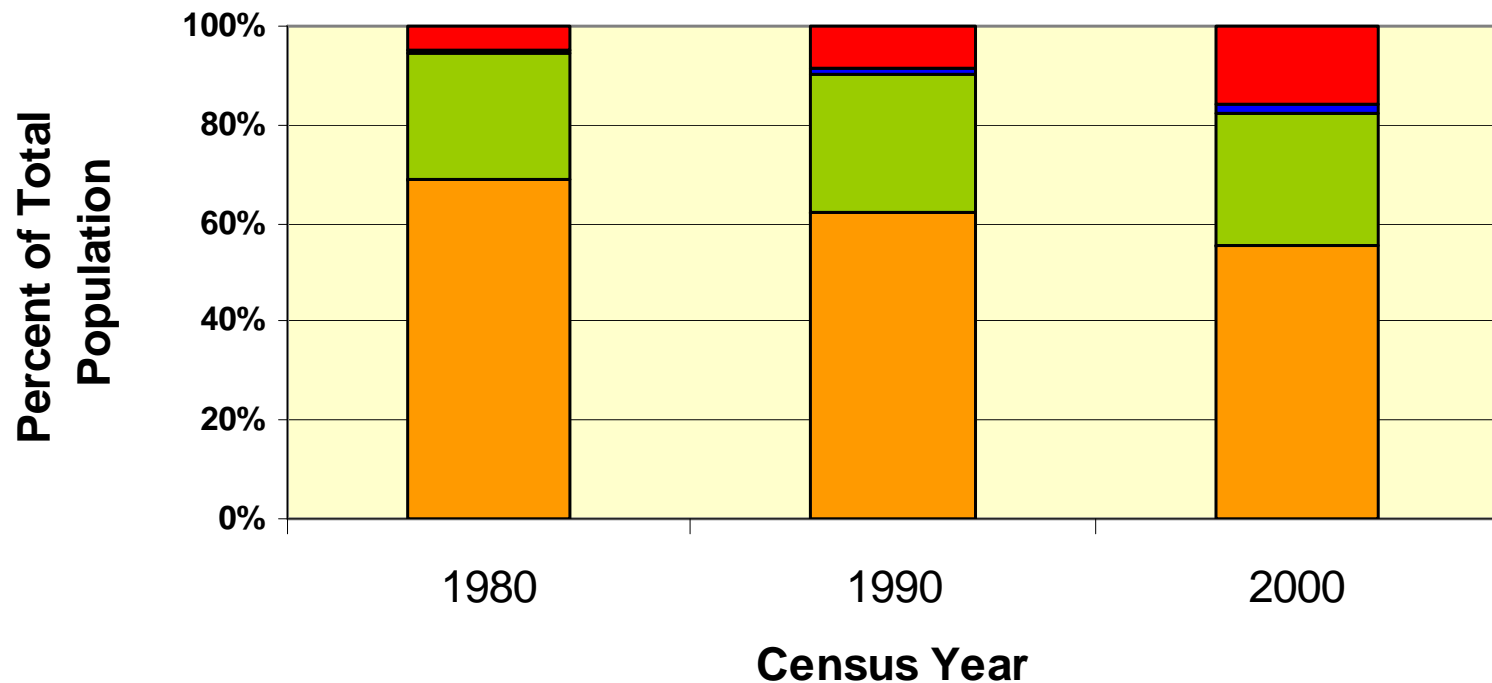
# **“We enjoy all the town has to offer families.”**

- **Most households (65%) in Tyler are family households (people related by blood or marriage)**
- **Like all Americans, Tylerites are living in different types of households at different times of their lives**
  - **Only one in five households is made up of a married couple with their own children under 18 years old**
  - **Less than half (47%) of all households include a married couple**
  - **Households with dependents headed by women account for 14.5% of all households**
- **Almost one-third (30%) of all households are single-person households**



# Tyler's population is becoming more diverse

## Change in Racial/Ethnic Composition, 1980-2000



White, Non-Hispanic  
Other, Non-Hispanic

African-American, Non-Hispanic  
Hispanic (all races)

# Over half the households include seniors or children/teenagers

- 26% of the population is under 18 years old
- 15% of the population is 65 years old or older
- One third (35%) of all households include people under 18 years old
- 26% of all households include people 65+ years in age



# “I like the pleasant and interesting neighborhoods.”

- Most homes (69%) are single family houses
- Most new construction is relatively expensive single family houses in southeast and southwest Tyler
  - Estimated average price - \$250,000
- House by house single family home rehab occurs elsewhere in the city



# Other housing options include duplexes, townhouses and rental apartments

- Range of affordability from basic to luxury
- Apartments often isolated from adjacent neighborhoods
- Few new apartments built in recent years
- Few condominium opportunities for affordable first-time homeownership



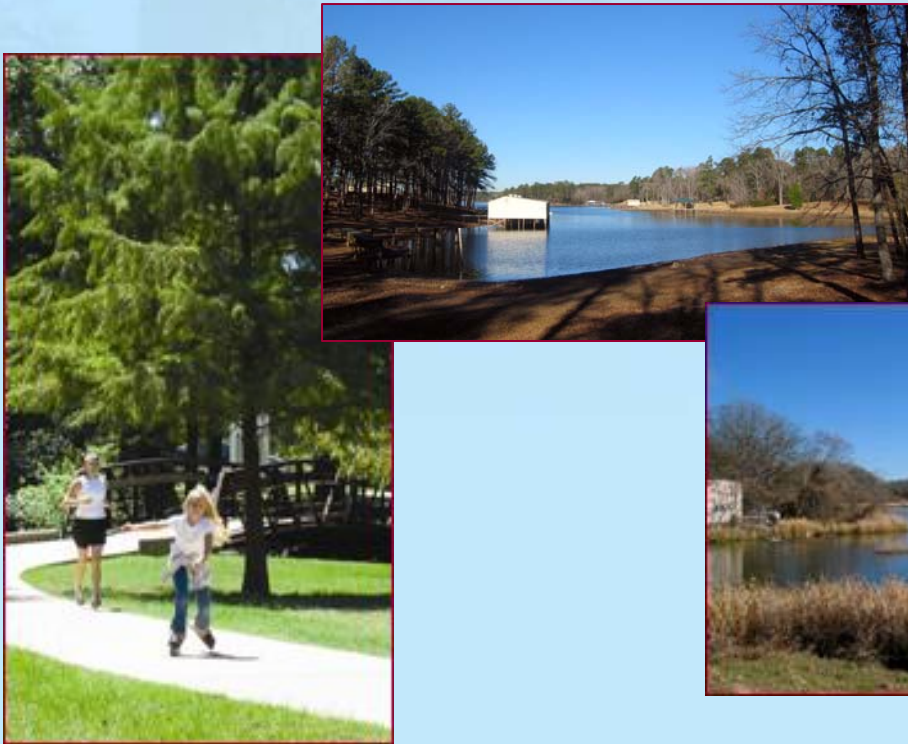
# “I like that we live in a forest...”

- Green landscape of rolling hills
- Multiple streams draining from downtown
- Large and small lakes

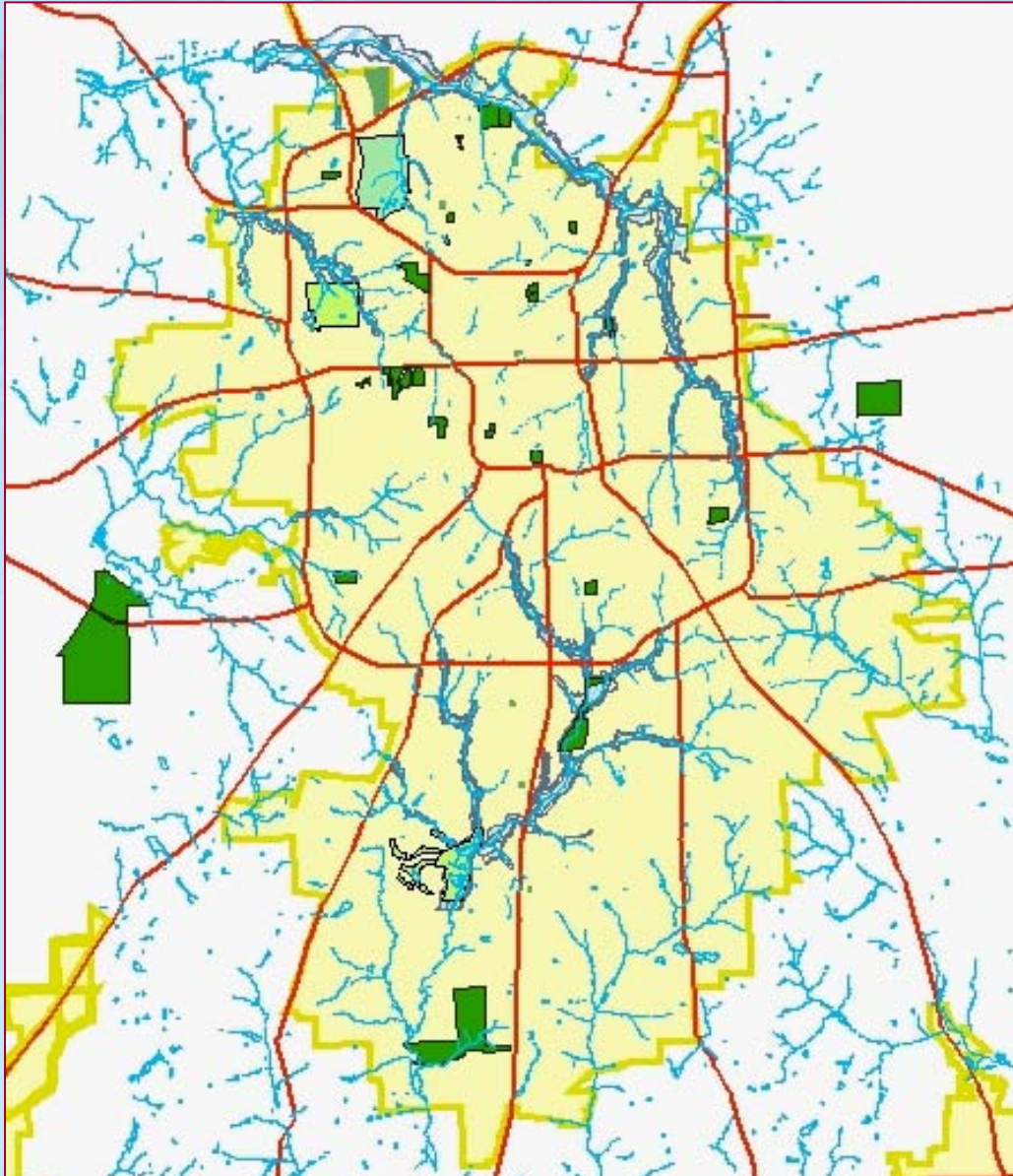


# “It is a shame that as large as Tyler is that we do not have any large walking trails.”

- Small greenway and trail segments have been developed – both public and private
- City ownership of lakeshore land offers recreational opportunities



# Park and open space access and geographic distribution is not equal throughout the city



The flood plains and drainage basins of Tyler's streams offer an opportunity for "green fingers" of open space to wind in and out of the city.

# One of the oldest cities in Texas

- Over 5,500 historic properties have been inventoried
- Strong constituency for historic preservation
- Non-residential historic properties have potential
- Historic districts and National Register listings do not protect historic integrity





# Small town feel with larger city culture

- Cultural institutions are scattered around the city: art museum, symphony, ballet, zoo
- Several arts organizations lack a permanent home
- New performance space is needed



# Strong community commitment

- Churches
- Service organizations
- Local foundations



# “I don’t like to drive south/north....”

- Congestion on South Broadway
  - 40,000-50,000 cars a day
- Many curb cuts and access points promote congestion
- Excessive traffic is deterring patronage of stores
- Easier traffic flow east-west and in north because of unused road capacity
- Limited public transportation



# Working in Tyler: Business and Employment

- Increase in jobs in health care, retail and other services
- Decrease in manufacturing jobs
  - Remaining industry has high productivity
- Dominant retail center for a large region
  - 80% of county retail dollars spent in the city



# Community Facilities and Services

- School construction program
- New Glass Recreation Center
- Senior Center
- New airport with improved service
- Good water supply



# “There’s lots of private beauty in Tyler, but where’s the public beauty?”

Public beauty belongs in the “public realm”:

- Streetscape: streets, sidewalks, trees, lighting, benches
- Plazas and parks
- Public art
- Utility infrastructure
- The “urban forest”
- Gateways to the city
- Experience of arterial roads



# “There’s lots of private beauty in Tyler, but where’s the public beauty?”

- Tyler’s heritage of tree-lined streets has been lost on main roads and in many newer parts of the city.



# What Tylerites Are Saying: Citizen Survey

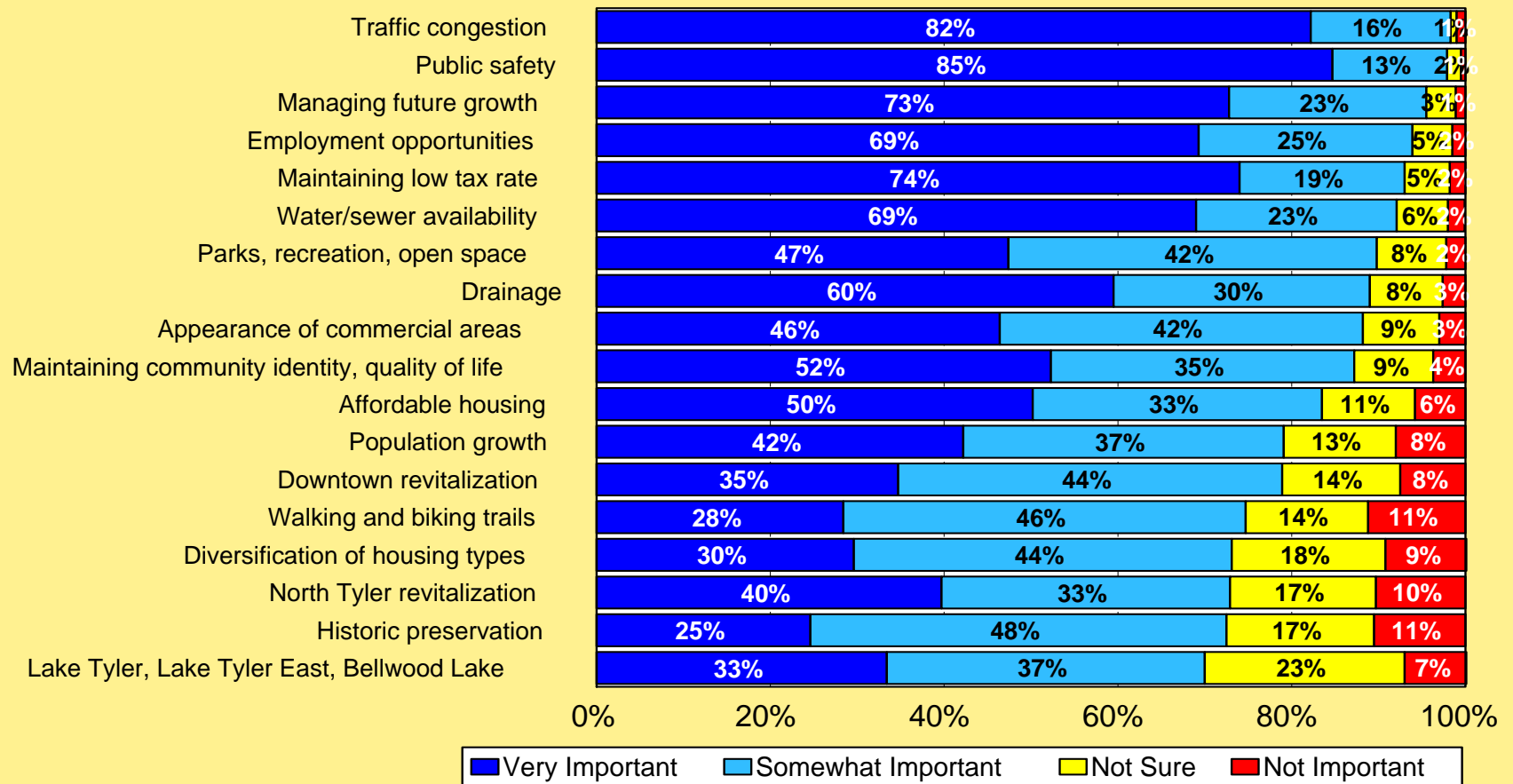
- Questions on full range of issues related to city services, visioning, issues facing Tyler, customer satisfaction, reasons for staying in Tyler, assets to build upon, and priorities
- Administered to random sampling of 5,000 households
- Each household receiving a survey received electronic voice message encouraging participation
- Survey administered by mail and phone
- 834 surveys completed to date
- Results have 95% level of confidence with margin of error of +/-3.4%
- Surveys will be geocoded for mapping in GIS database



# 1. Traffic congestion, public safety, and maintaining a low tax rate most important issues

## Q1. Importance of Various Issues Currently Facing the City of Tyler

by percentage of respondents

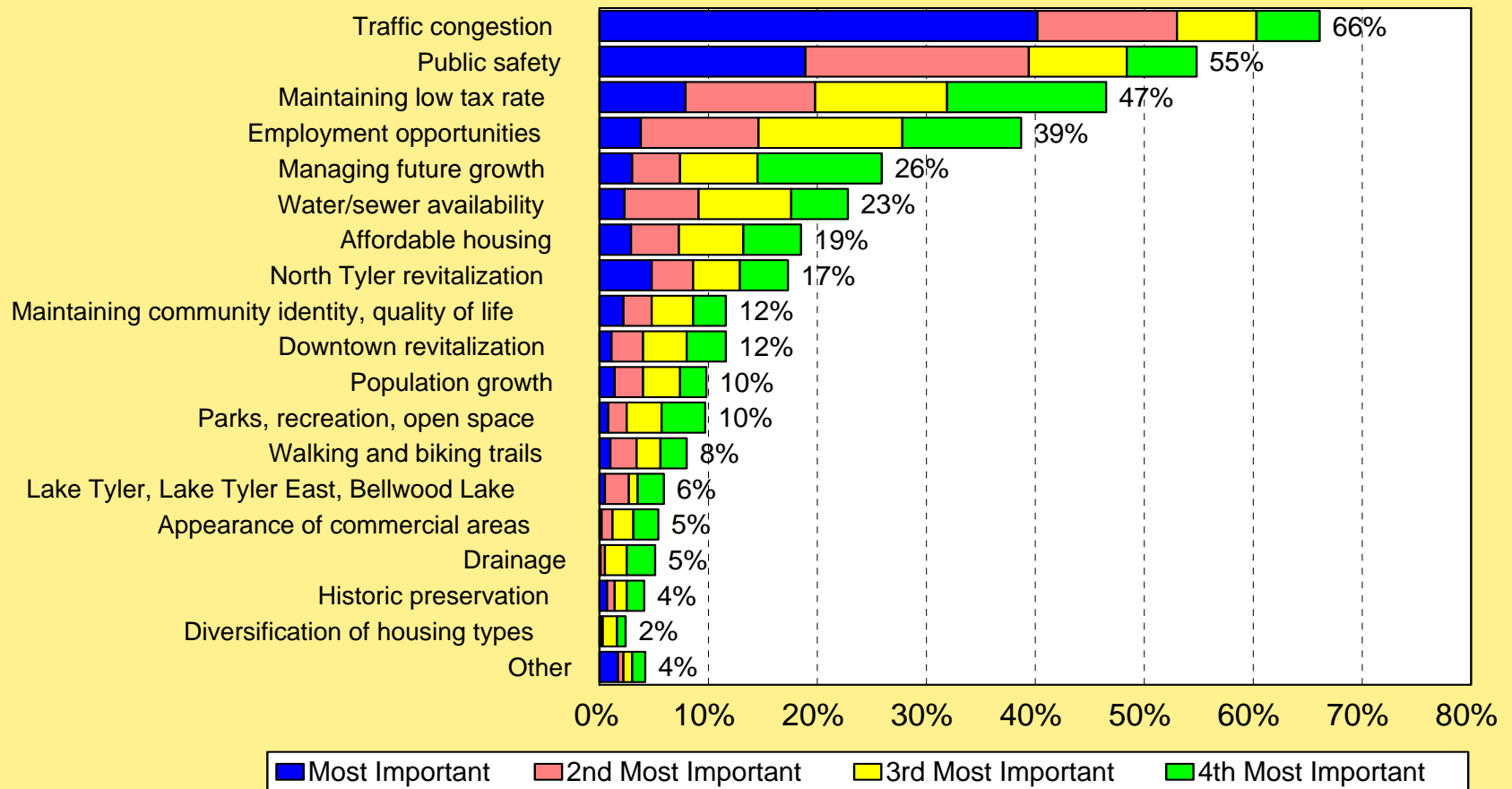


Source: ETC Institute (Tyler 2006)

# 1. Traffic congestion, public safety, and maintaining a low tax rate most important issues

## Q2. Most Important Issues for the City of Tyler to Address

by percentage of respondents who selected the item as one of their top four choices

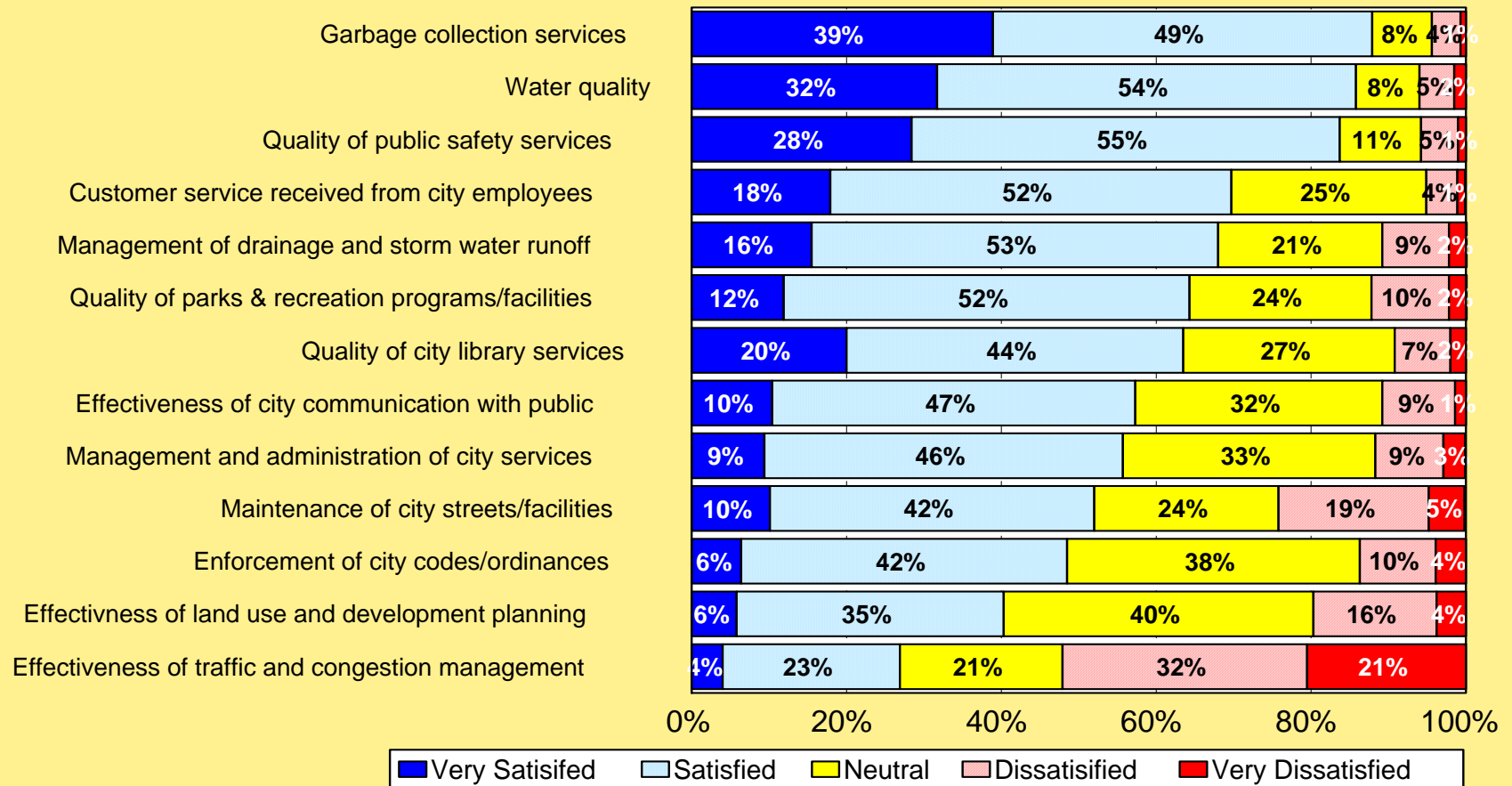


Source: ETC Institute (Tyler 2006)

## 2. A majority of respondents are very or somewhat satisfied with most major city services

### Q3. Level of Satisfaction with Major City Services in the City of Tyler

by percentage of respondents (excluding "don't know" responses)

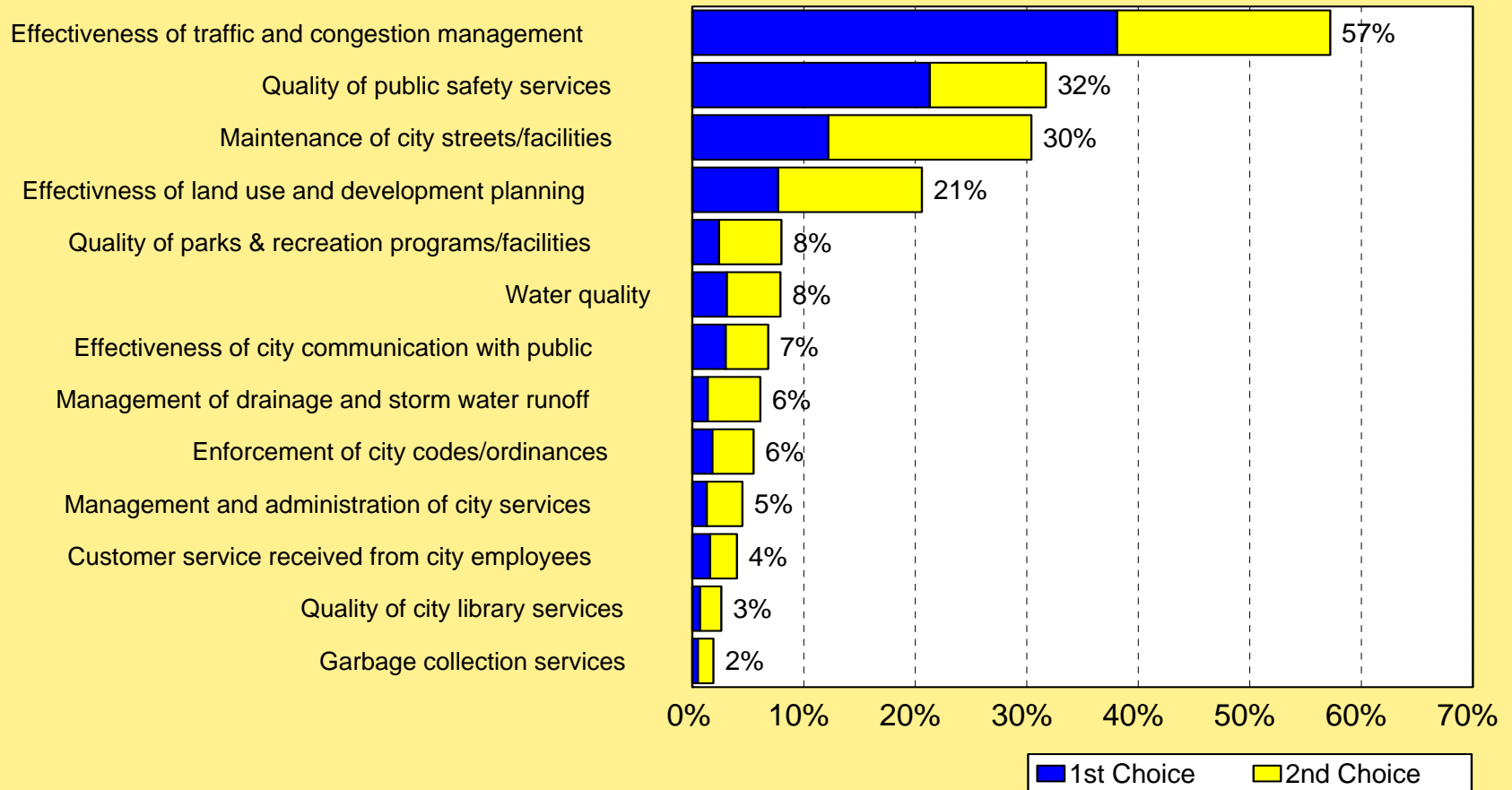


Source: ETC Institute (Tyler 2006)

### 3. Effectiveness of traffic congestion management is most important service to address in next THREE years

#### Q4. Items That Should Receive the Most Emphasis from City Leaders Over the Next THREE Years

by percentage of respondents who selected the item as one of their top two choices

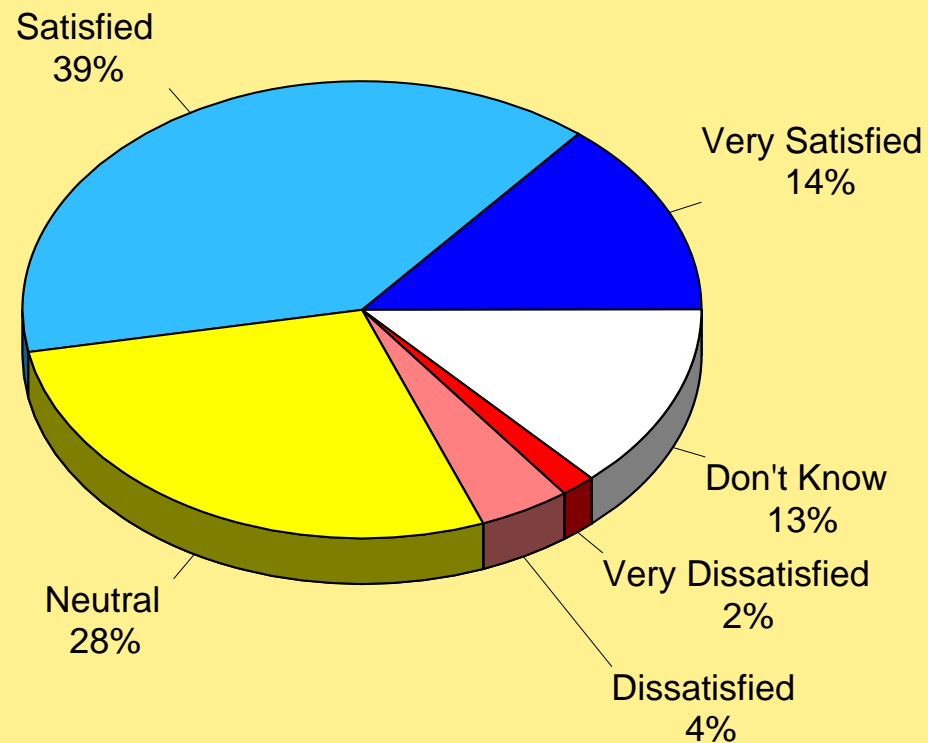


Source: ETC Institute (Tyler 2006)

## 4. A majority of respondents are satisfied with the quality of new neighborhoods and commercial development

### Q5. Level of Satisfaction with the Quality of New Neighborhood Sub-Divisions in the City of Tyler

by percentage of respondents

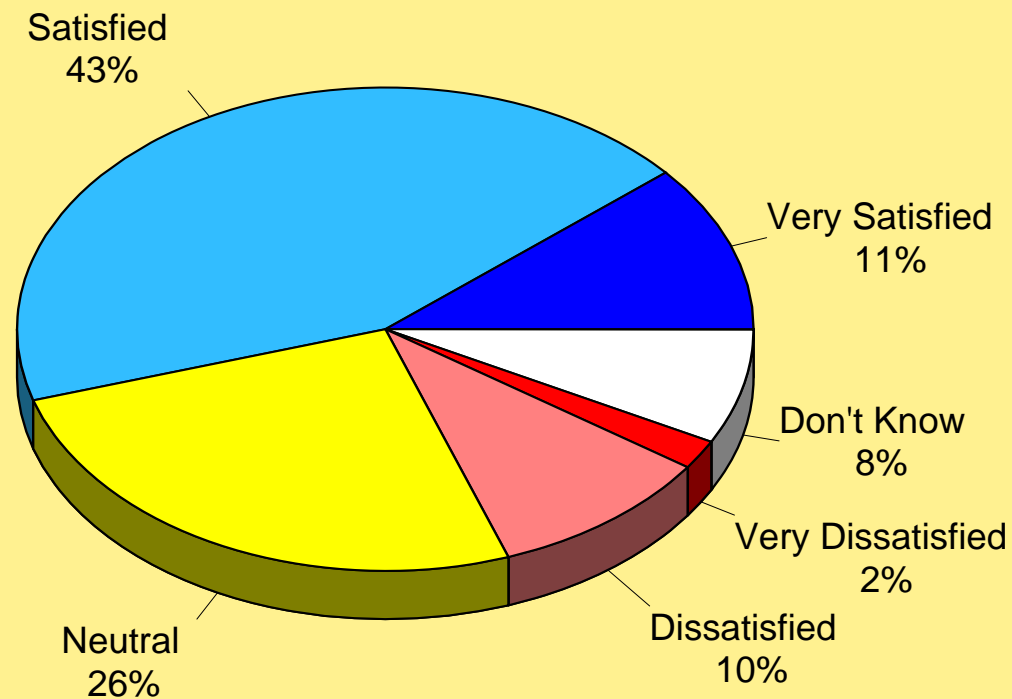


Source: ETC Institute (Tyler 2006)

## 4. A majority of respondents are satisfied with the quality of new neighborhoods and commercial development

### Q6. Level of Satisfaction with the Quality of New Commercial Development in the City of Tyler

by percentage of respondents

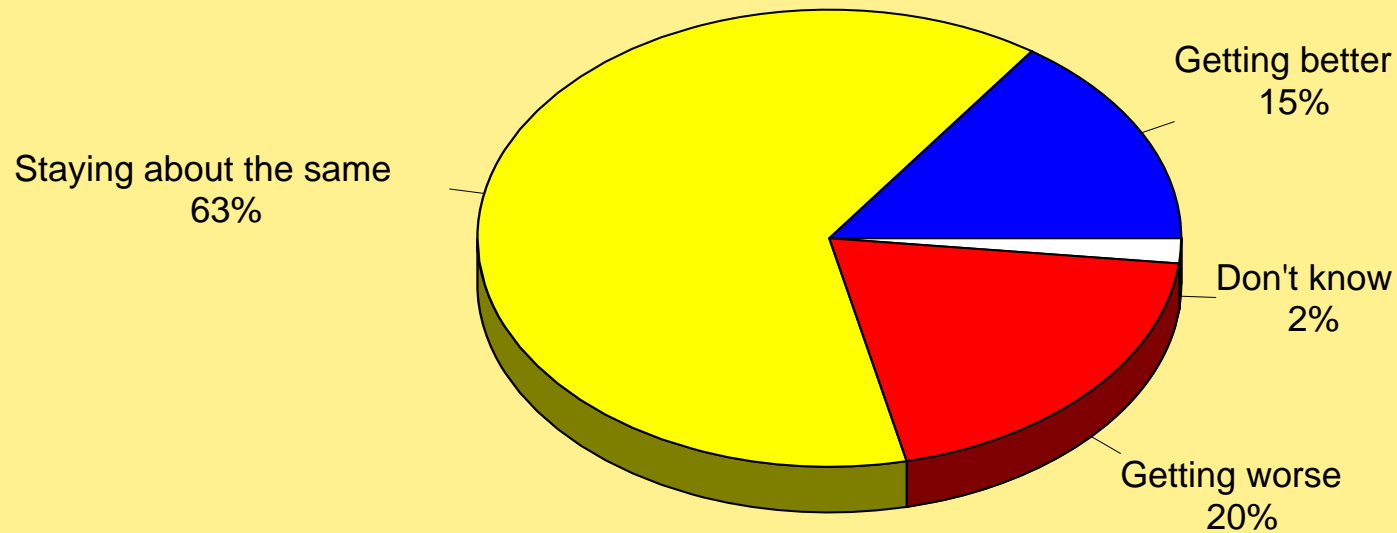


Source: ETC Institute (Tyler 2006)

## 5. Nearly two-thirds of respondents feel the condition of their neighborhood is staying about the same

### Q7. How Respondents Feel About the Condition of Their Neighborhood

by percentage of respondents

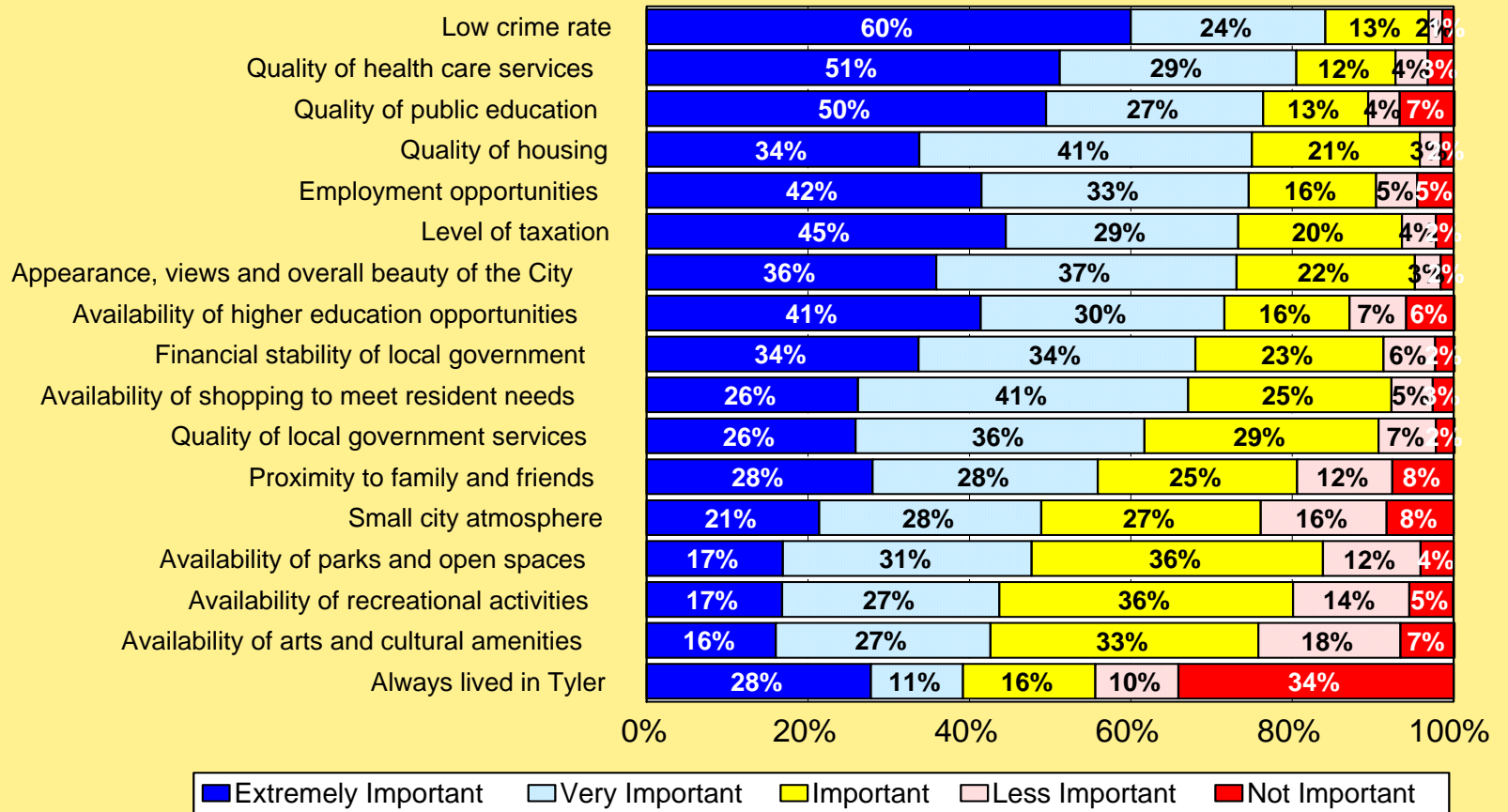


Source: ETC Institute (Tyler 2006)

# 6. Low crime rate, quality of health care, level of taxation, and employment opportunities have most impact on staying in Tyler

## Q8. Importance of Various Reasons for Deciding to Live in Tyler

by percentage of respondents



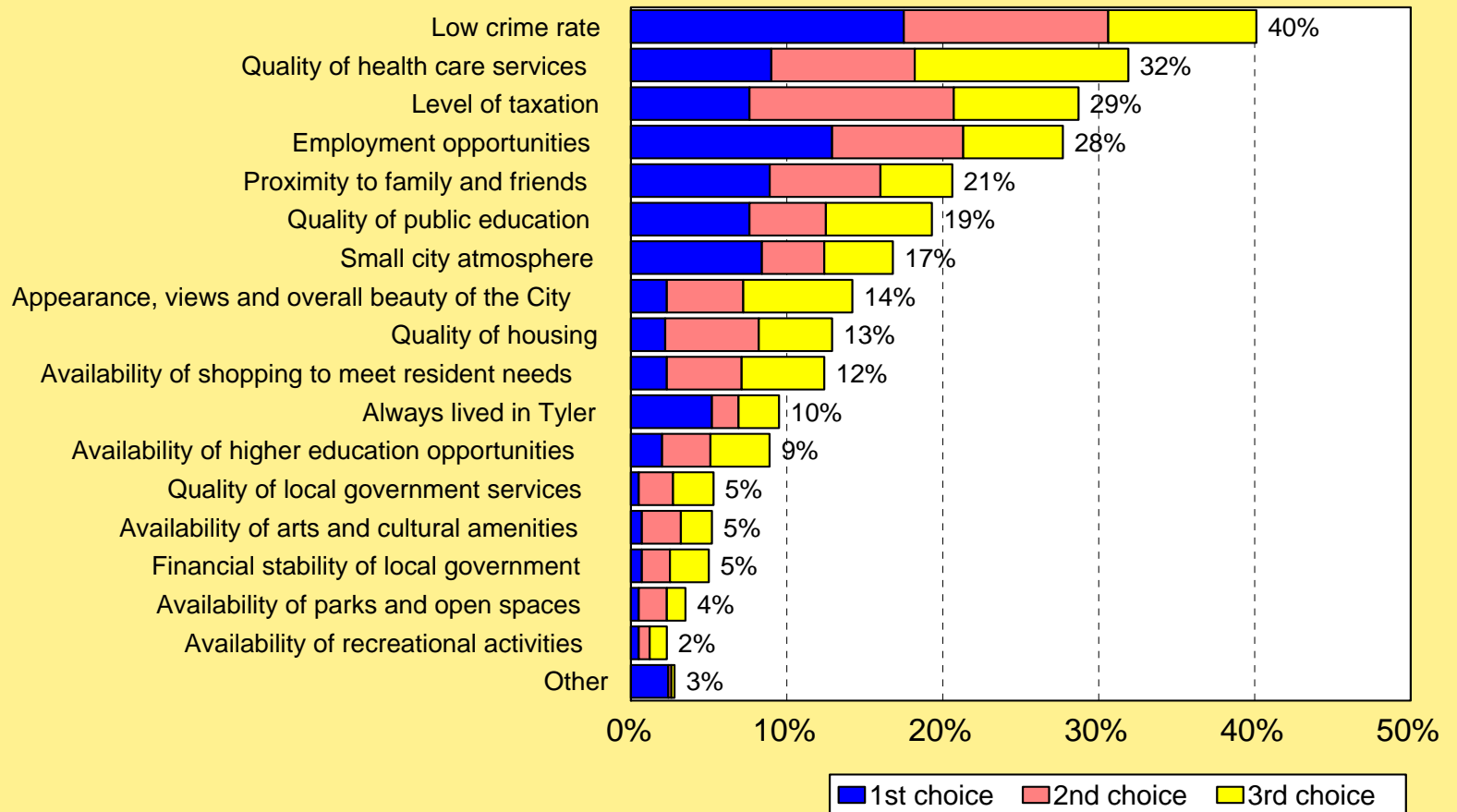
Source: ETC Institute (Tyler 2006)



# 6. Low crime rate, quality of health care, level of taxation, and employment opportunities have most impact on staying in Tyler

## Q9. Items That Have the Most Impact on Respondents Decision to Stay in the City of Tyler

by percentage of respondents who selected the item as one of their top three choices

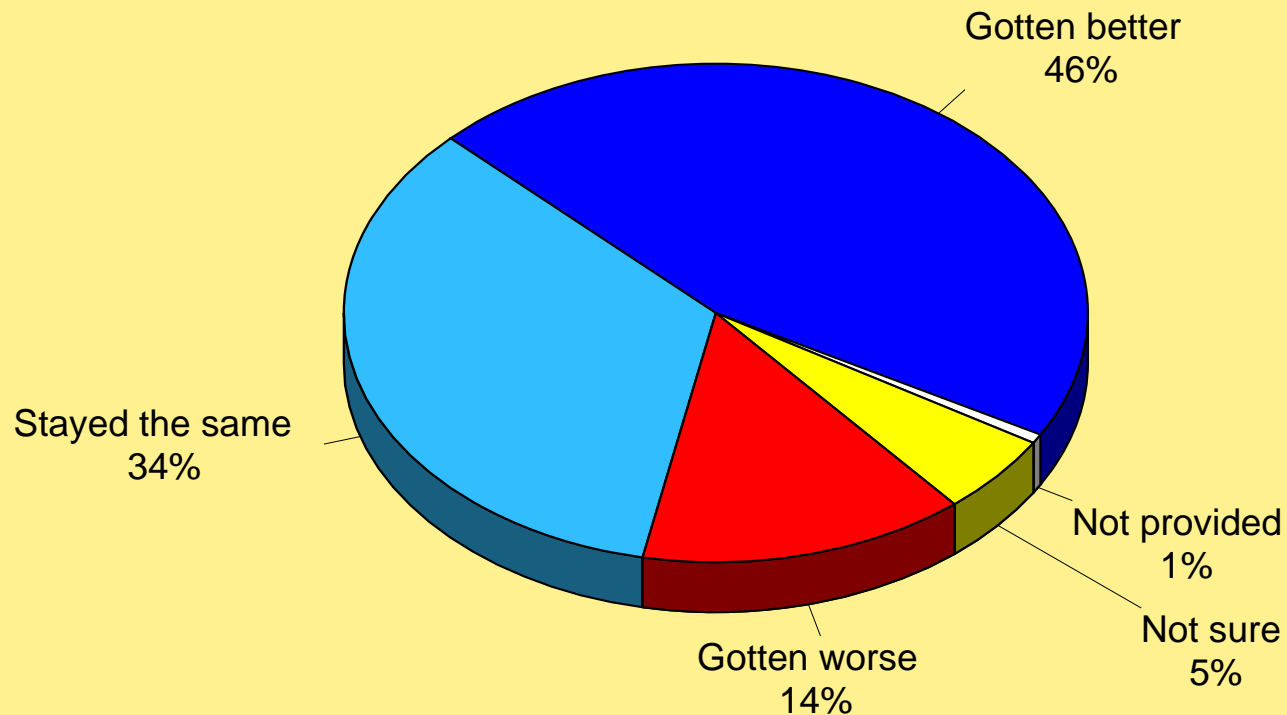


Source: ETC Institute (Tyler 2006)

## 7. Nearly half of respondents feel the quality of life has gotten better since they lived in Tyler

### Q11. How Respondents Feel About the Quality of Life Since They Have Lived in Tyler

by percentage of respondents

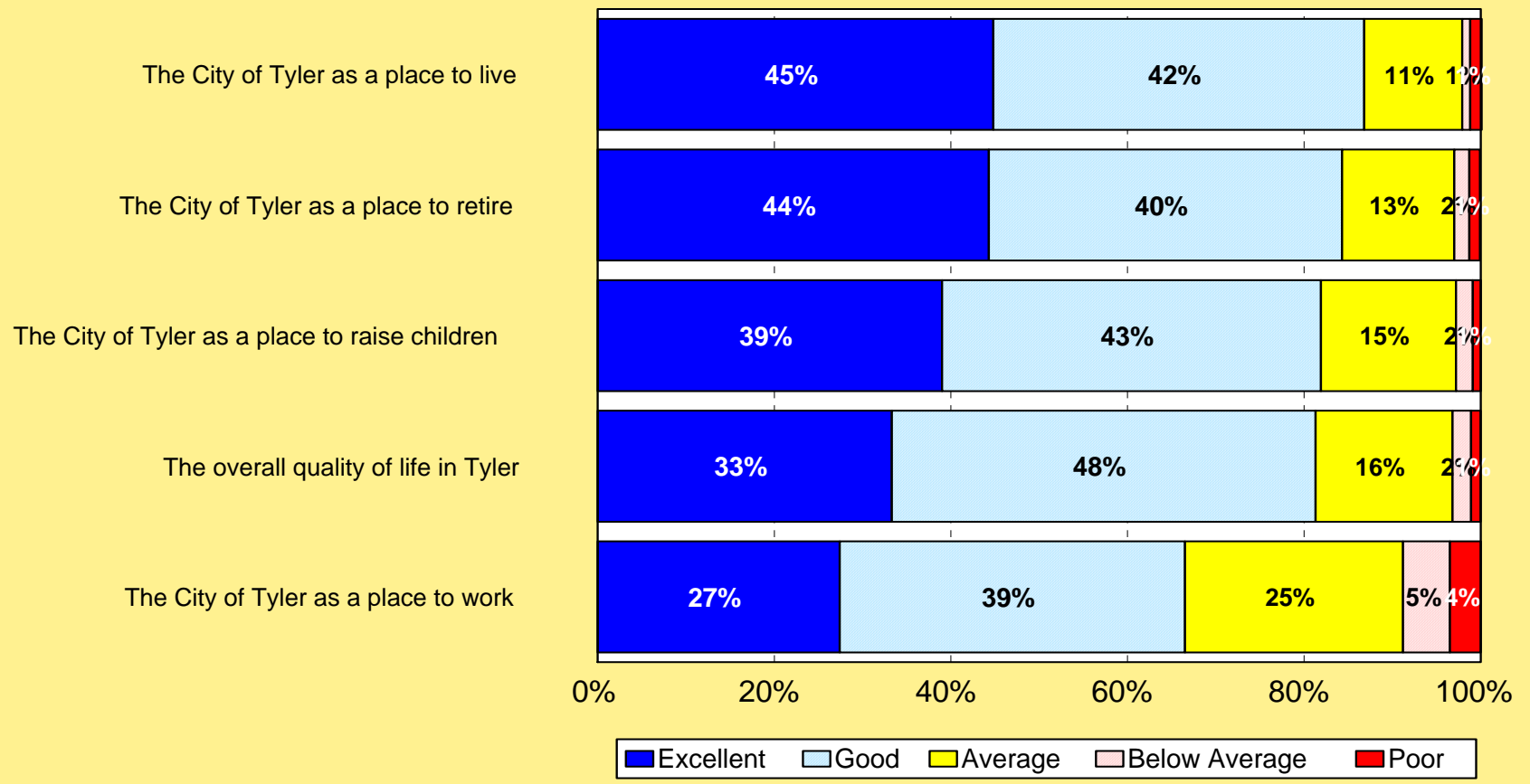


Source: ETC Institute (Tyler 2006)

# 8. Respondents positively rate items that could influence their perceptions of Tyler

## Q10. How Respondents Rate Various Items That Could Influence the Perception of the City of Tyler

by percentage of respondents

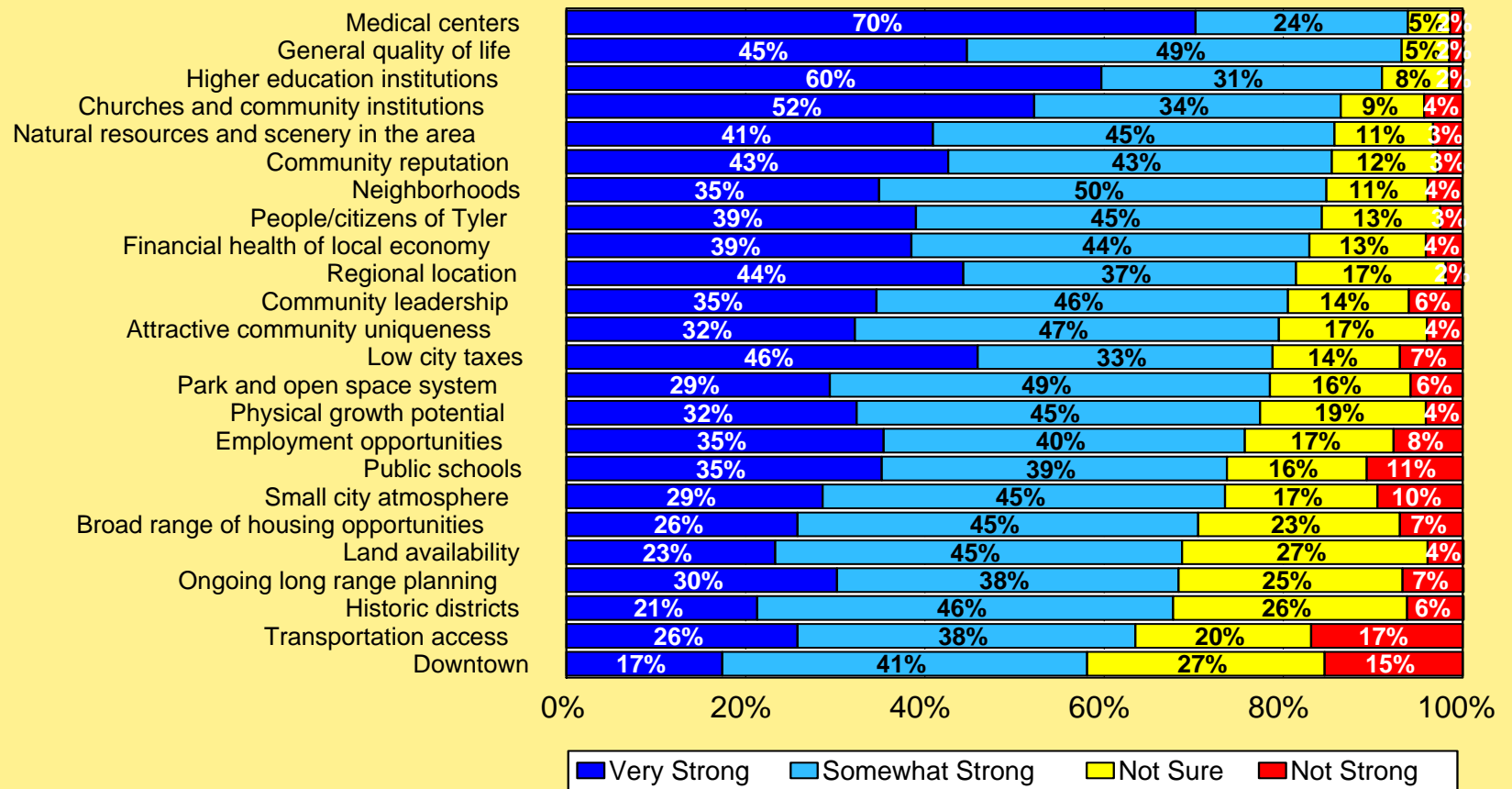


Source: ETC Institute (Tyler 2006)

# 9. Low city taxes, medical centers, employment opportunities, and public schools are most important assets to build upon in the future

## Q13. Strength of Various Assets That the City of Tyler Could Build Upon in the Future

by percentage of respondents

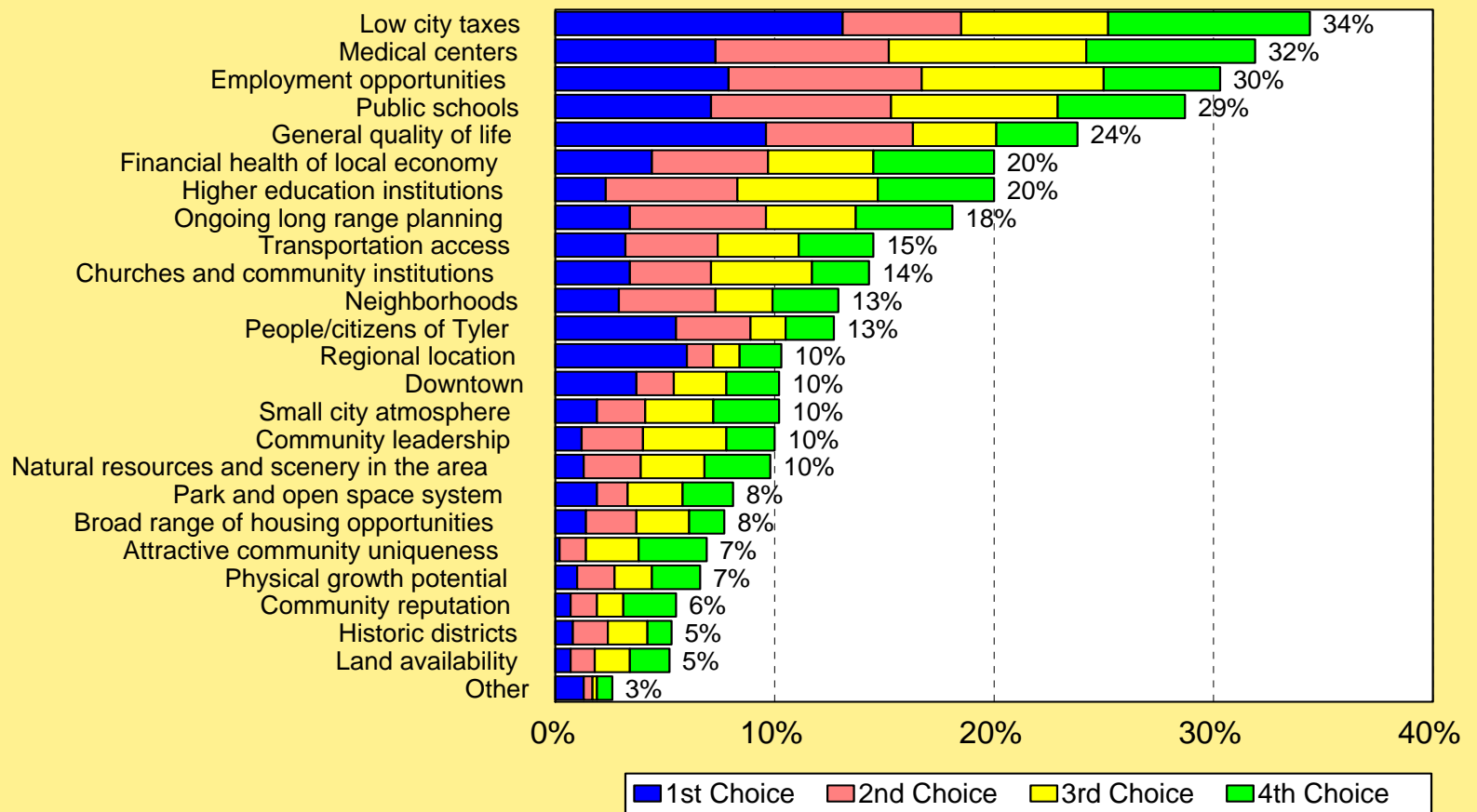


Source: ETC Institute (Tyler 2006)

# 9. Low city taxes, medical centers, employment opportunities, and public schools are most important assets to build upon in the future

## Q14. Most Important Assets That the City of Tyler Could Build Upon in the Future

by percentage of respondents who selected the item as one of their top three choices

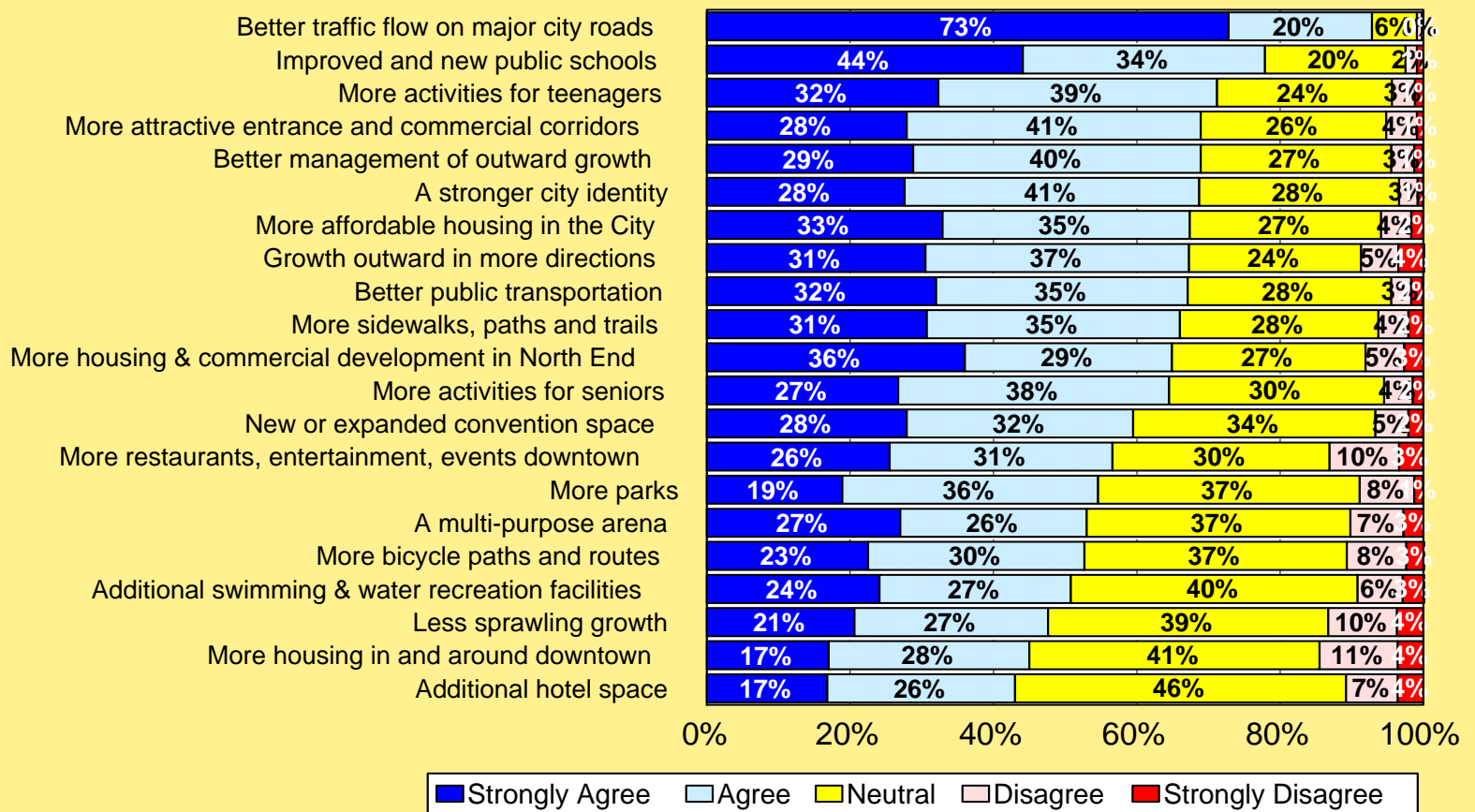


Source: ETC Institute (Tyler 2006)

# 10. Better traffic flow on major city streets is the statement that BEST represents respondents' vision for the future

## Q15. Level of Agreement with Various Statements About the Future of Tyler

by percentage of respondents

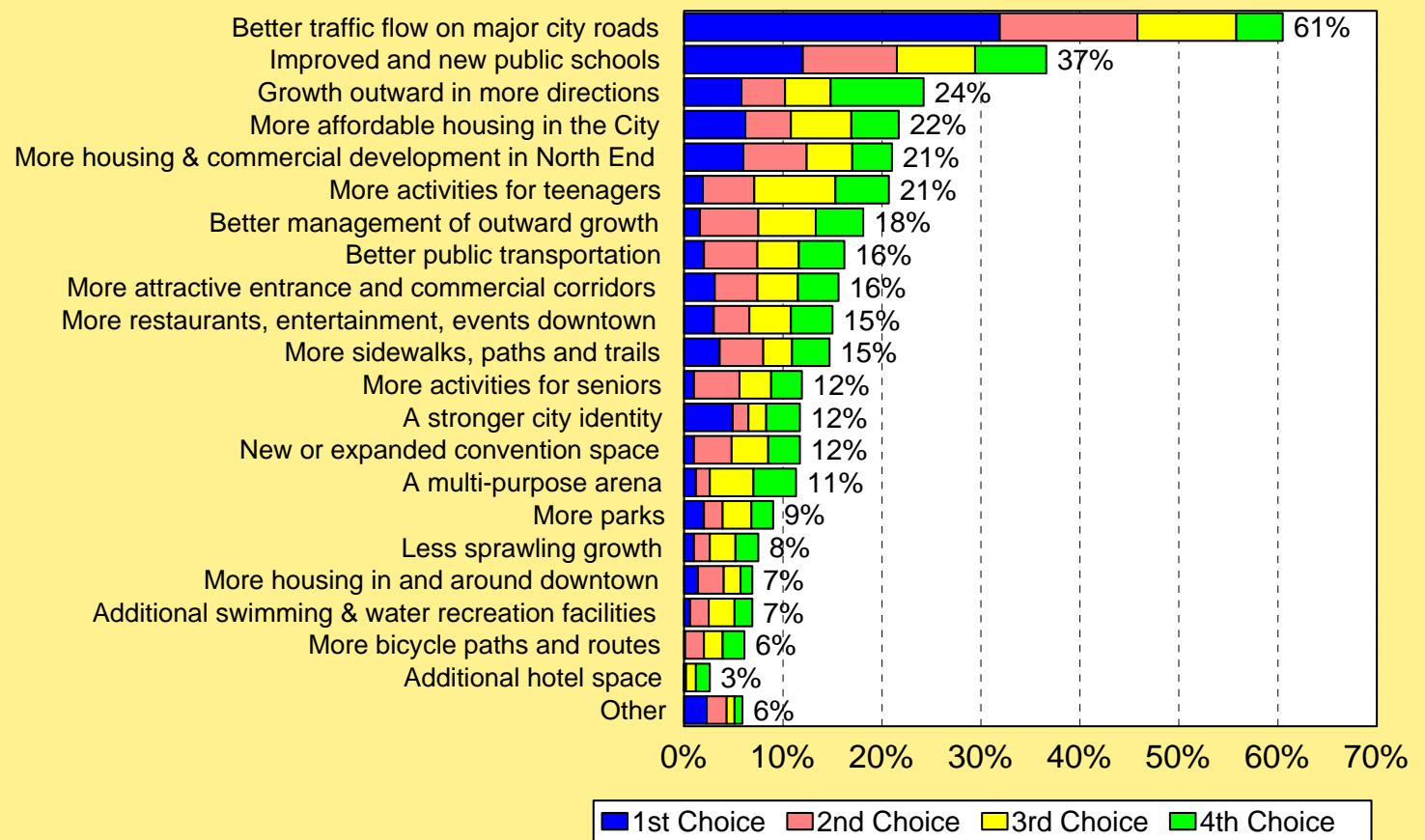


Source: ETC Institute (Tyler 2006)

# 10. Better traffic flow on major city streets is the statement that BEST represents respondents' vision for the future

## Q16. Statements That Best Represent Respondents Vision for the Future of the City of Tyler

by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (Tyler 2006)

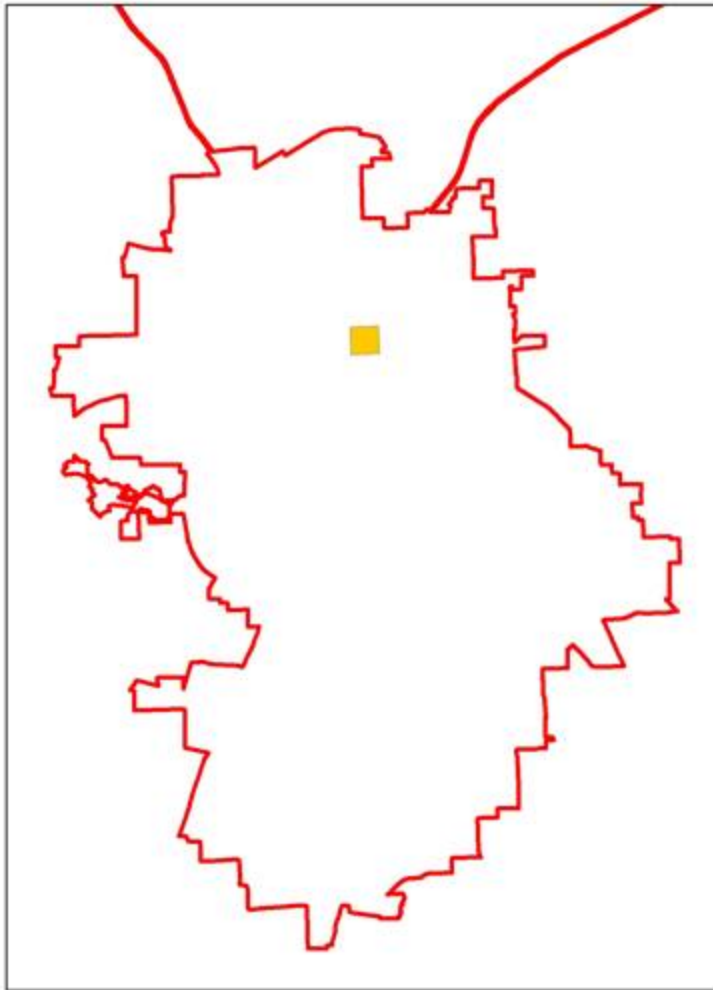
# TYLER TOMORROW

- **Tyler 21: Next Generation Identity**
- **Understanding potential development patterns**
  - Where do we want to grow?
  - How do we want to grow?
- **Creating Tyler's 21<sup>st</sup> century identity**



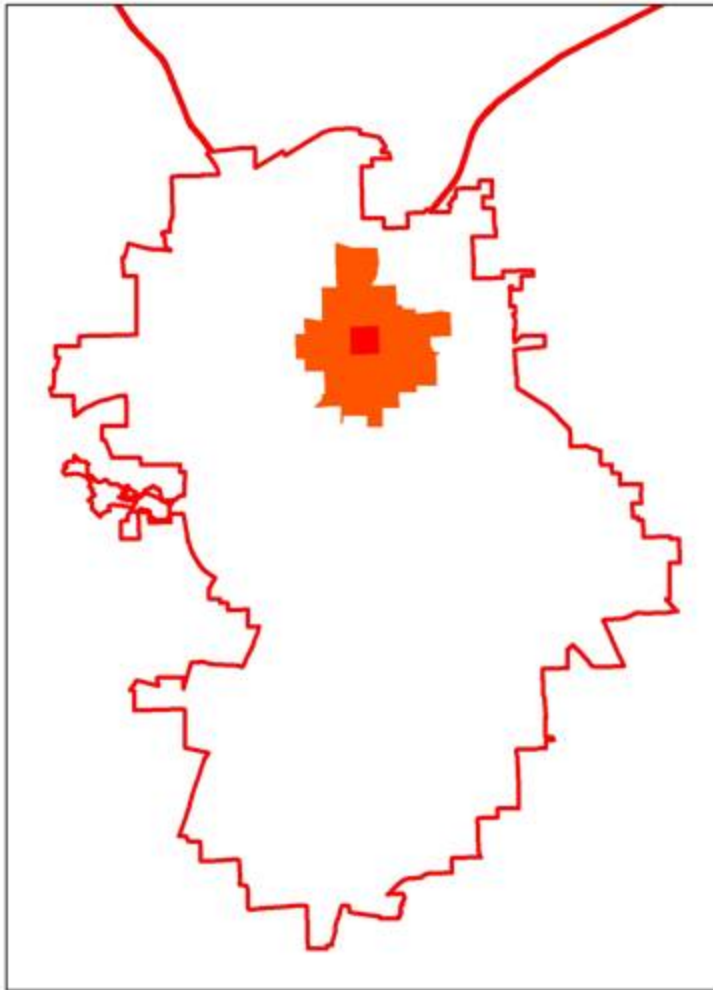


# Tyler's Expanding Boundaries



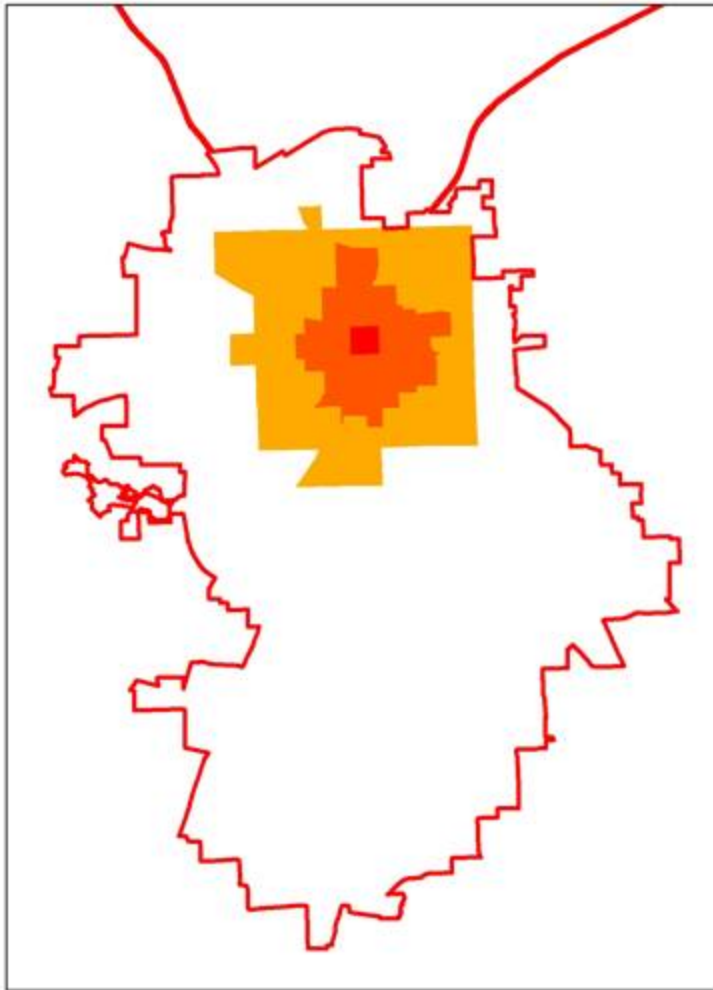
**1856**

# Tyler's Expanding Boundaries



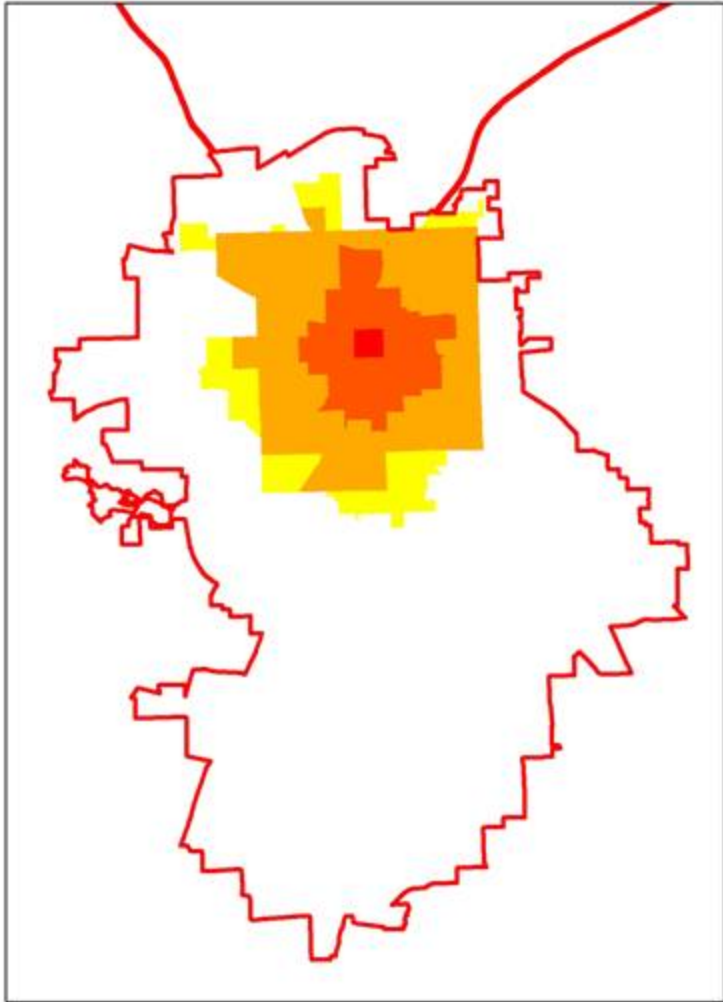
**1888**

# Tyler's Expanding Boundaries



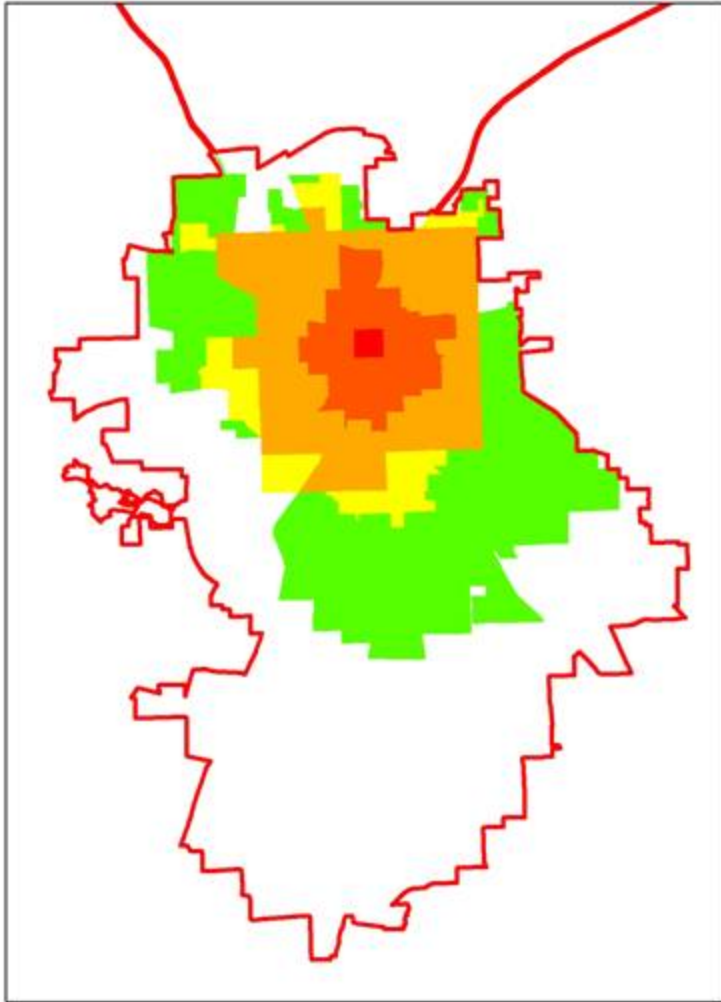
**1937**

# Tyler's Expanding Boundaries



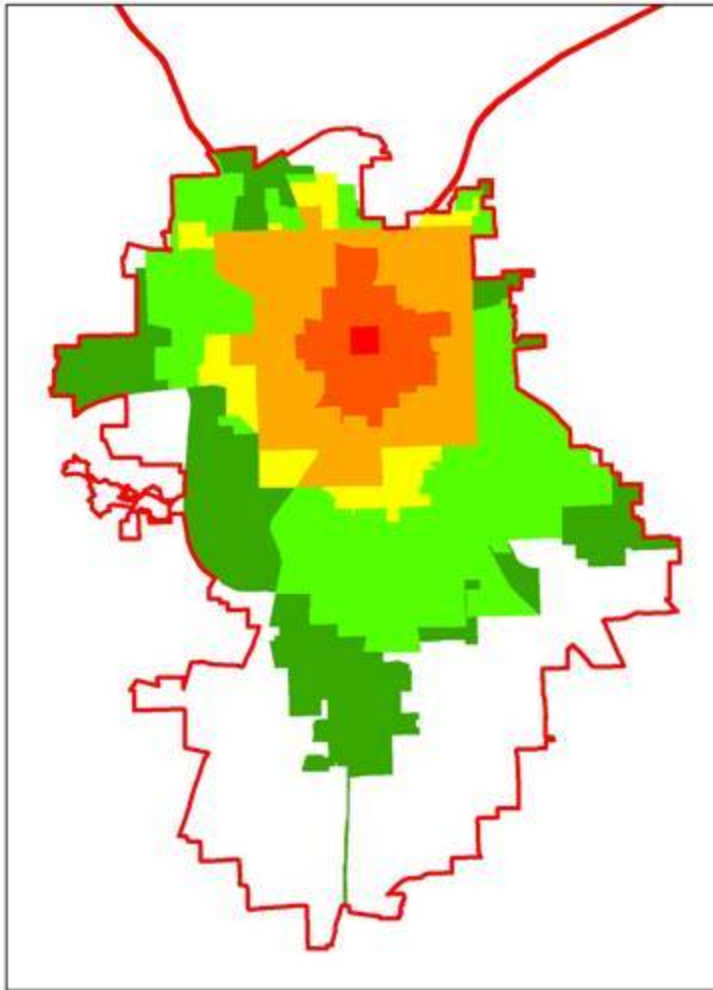
**1950**

# Tyler's Expanding Boundaries



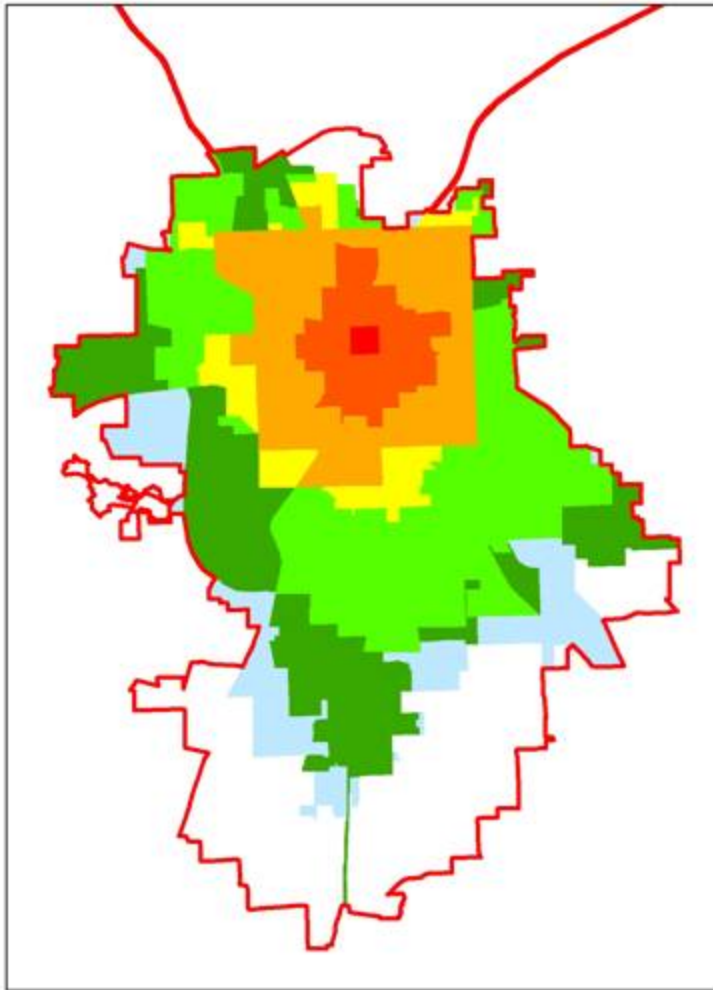
**1970**

# Tyler's Expanding Boundaries



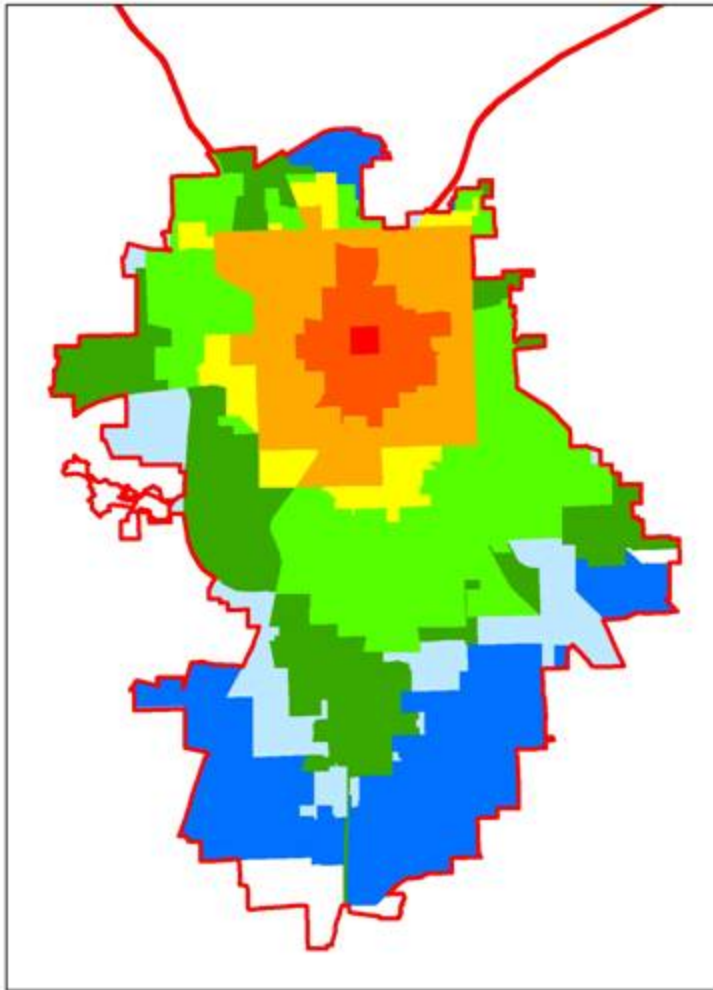
**1980**

# Tyler's Expanding Boundaries



**1990**

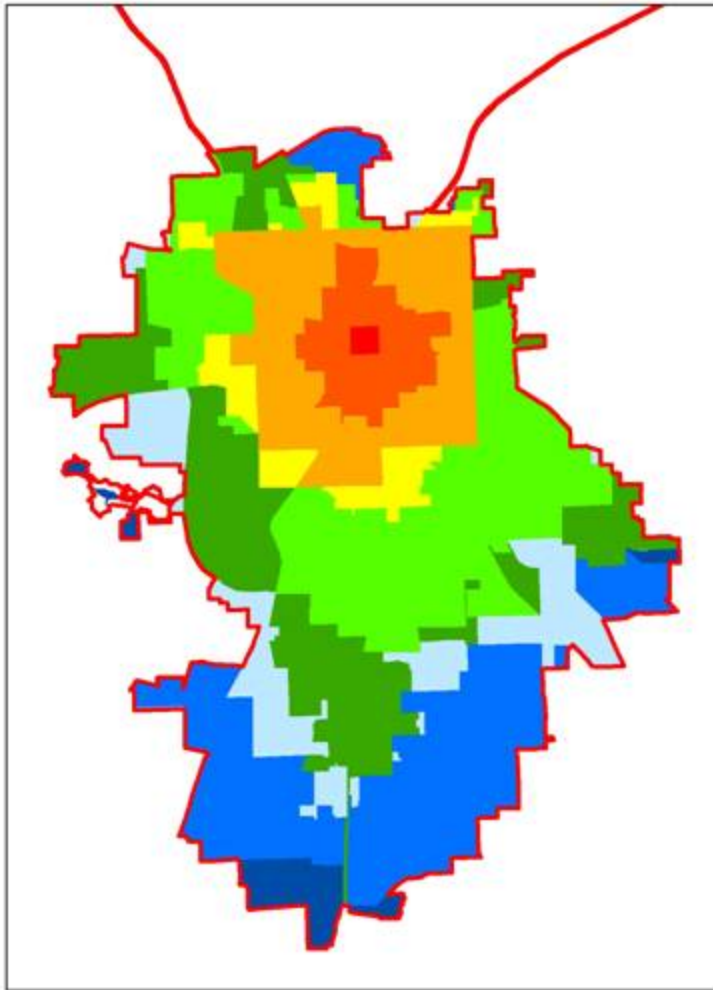
# Tyler's Expanding Boundaries



**2000**

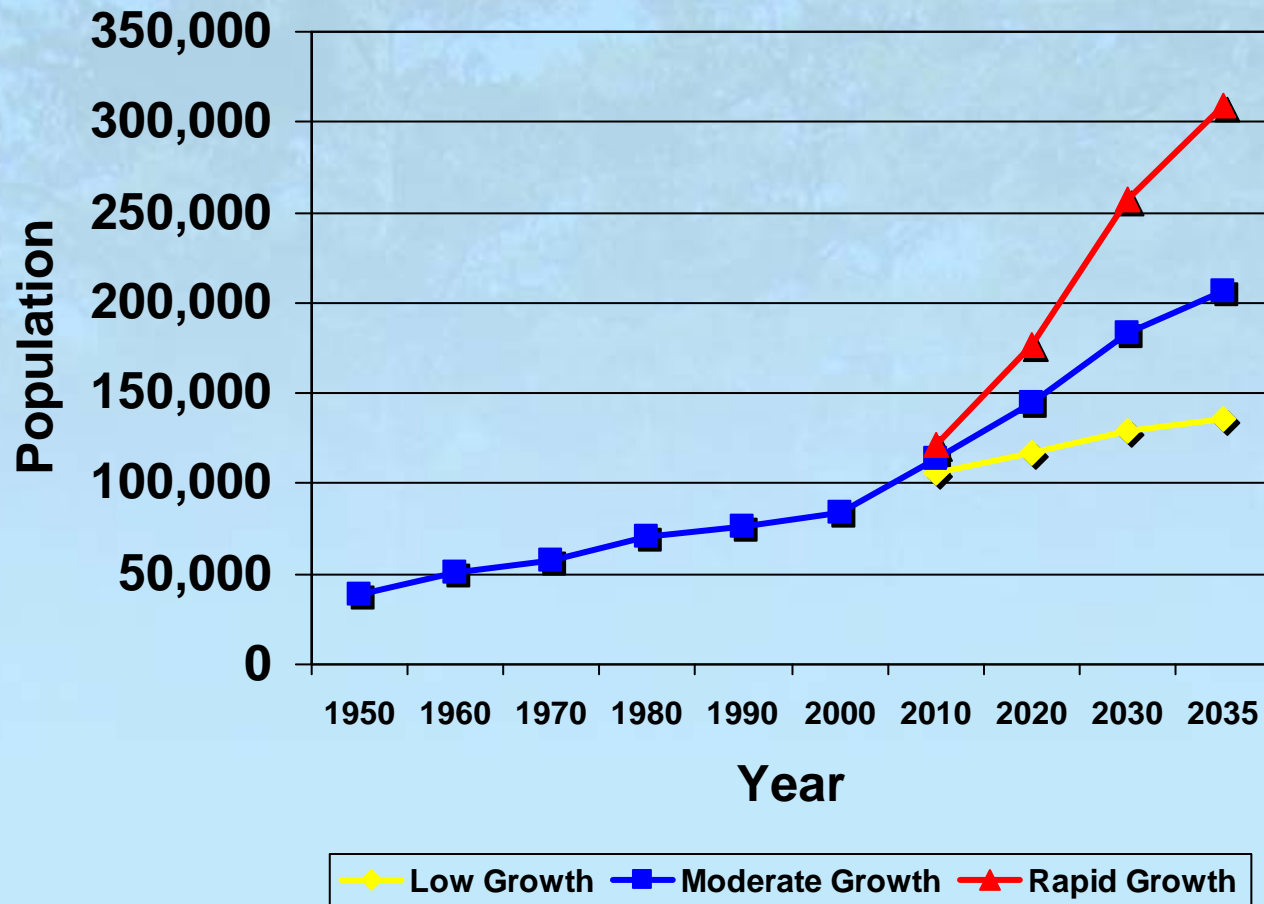


# Tyler's Expanding Boundaries



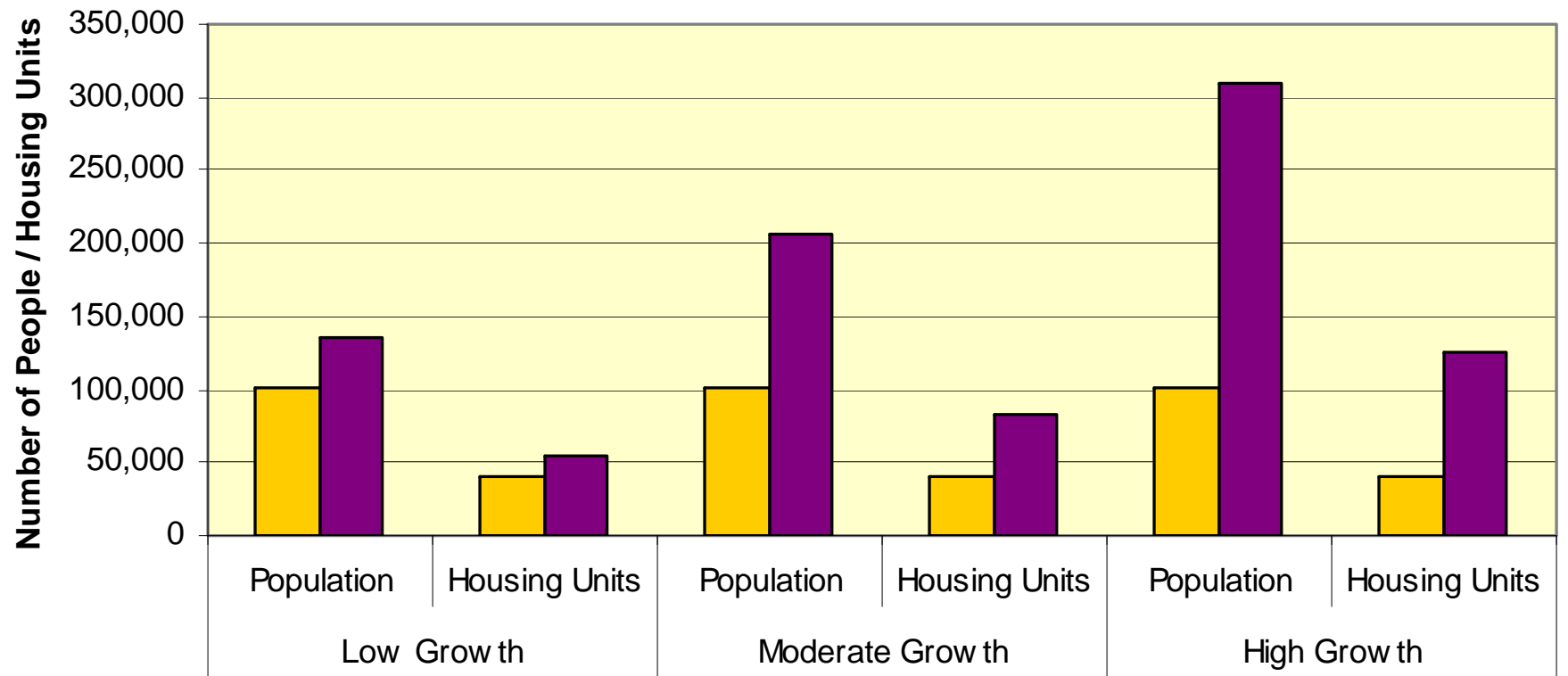
**2006**

# Thirty Year Growth Scenarios



## Growth Scenarios: Population and Housing Units, 2005 and 2035

2005 2035



# Cities grow in a variety of ways

- ***Outward into undeveloped land:***
  - Single family houses on individual lots in subdivisions.



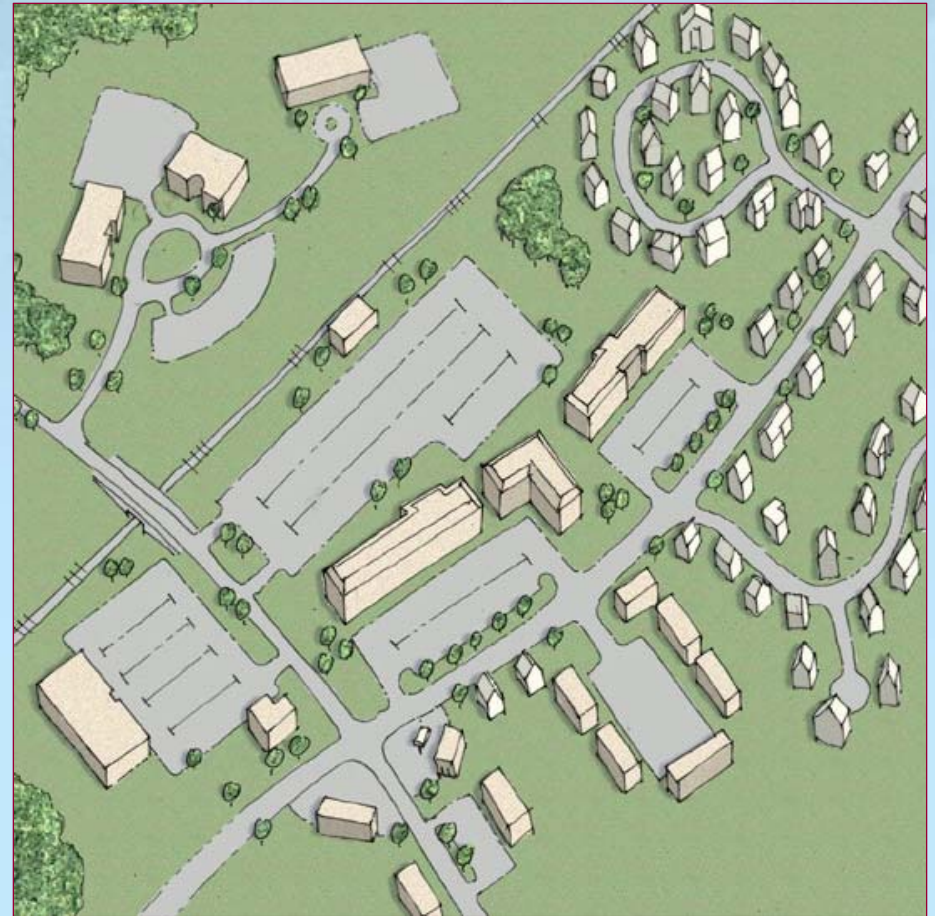
# Cities grow in a variety of ways

- ***Outward into undeveloped land:***
  - **Adjacent to existing development: clustered houses in walkable neighborhoods with land preserved as open space for parks and trails.**



# Cities grow in a variety of ways

- ***Outward into undeveloped land:***
  - On the 20<sup>th</sup>-century suburban model...
    - Separation of residential areas from shopping or workplaces and of different kinds of housing.
    - Large parking lots in front of nonresidential buildings.
    - Housing and business parks in isolated “pods” that all empty onto one or two roads.
    - Car travel needed for almost all trips.



# Cities grow in a variety of ways

- ***Outward into undeveloped land:***
  - Compact traditional models
  - Buildings at the street edge
  - Parking at the side or rear
  - Housing connected in a grid of streets
  - Sidewalks and other amenities for pedestrians
  - Mixture of uses and housing types
  - Nearby parks and open space



# Cities grow in a variety of ways

- *Outward into undeveloped land:*
  - Mixed-use centers combining shops and housing





# Cities grow in a variety of ways

- ***“Infill development”***
  - Building on vacant lots, parking areas and other unbuilt land within existing built-up areas



From this...

To this....



# Cities grow in a variety of ways



- *Growing upward*
  - Taller buildings – if economically feasible

# How should Tyler grow?

## Issues:

- **Traffic and transportation**
  - Patterns of growth on the land have a direct impact on traffic congestion
  - The potential for enhanced public transportation depends on sufficient density at station locations
  
- **Housing**
  - People in different kinds of households and at different stages of the life cycle need different housing types

# How should Tyler grow?

- **Infrastructure costs**

- Some parts of the city have unused capacity in existing infrastructure
- Extension outward requires costly new infrastructure investments

- **Community character**

- Is it important to retain country or open space areas within the city?
- How should the city relate to the lakes?
- Does a lively and successful downtown matter?

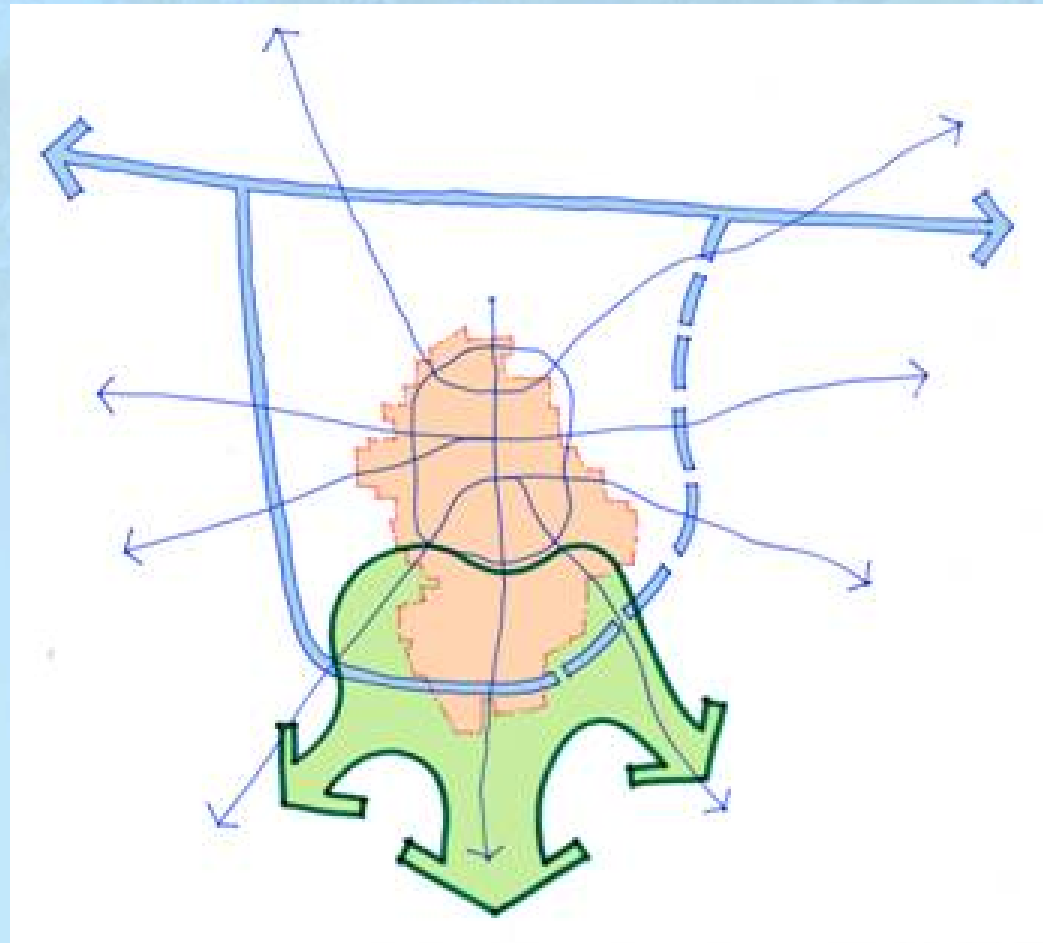
# How should Tyler grow?

- **Some potential growth patterns to think about:**
  - Continuing the *current pattern of growing to the south*
  - Growing *outward in multiple directions*
  - *Attracting some growth to the center and north of the city* as well as continuing some outward growth

# Potential Growth Patterns: Growing South

**Business as usual – today's trends extended**

- **Traffic congestion north-south**
- **Expense to expand infrastructure**
- **Loss of rural character on roads going south**
- **Downtown and North Tyler see little new investment**



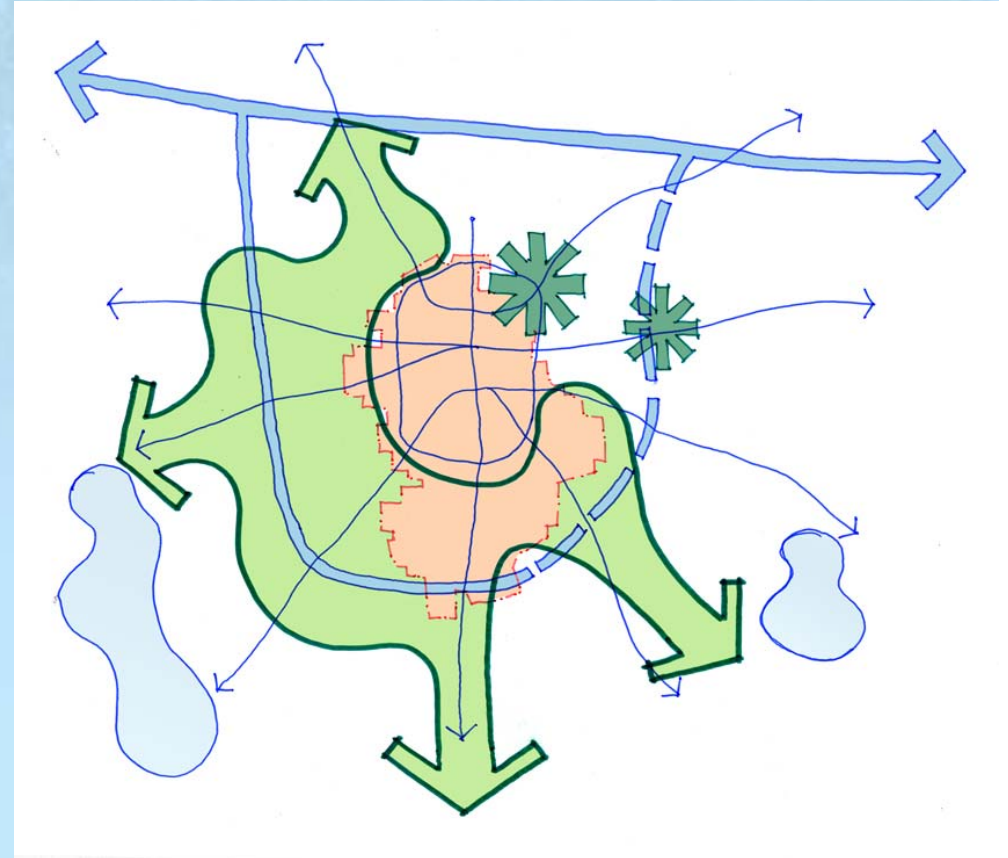
# Growing South: Implications

- Single-family subdivision neighborhoods similar to today's
- Separate developments of rental housing near main roads
- “Drive till you qualify”: more affordable development outside the city
- Car-oriented commercial development along major roads
- Some new neighborhoods that combine retail with different types of housing



# Potential Growth Patterns: Growing Outward

- Development on open land at Loop 49 intersections
- Future growth connected to the highway to Longview (East Texas Hourglass)
- Downtown and North Tyler see little new investment





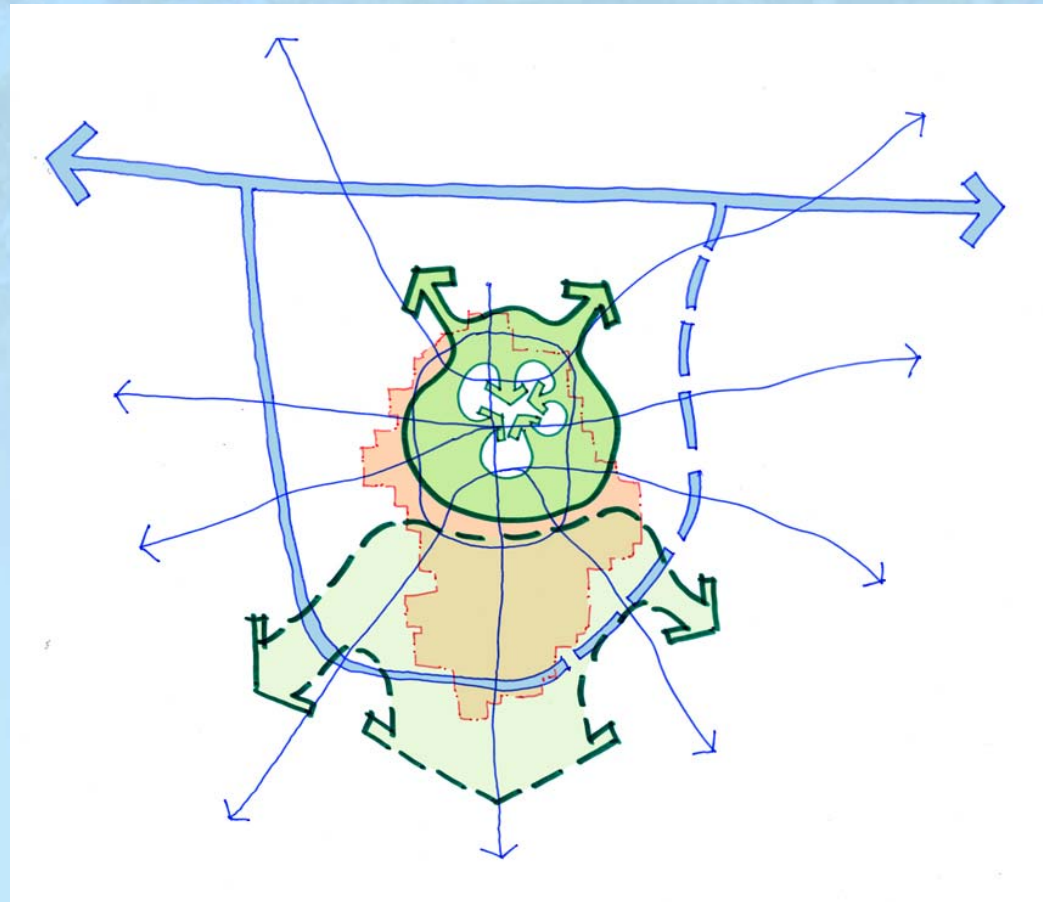
# Growing Outward: Implications

- Potential for new mixed use centers at some Loop 49 interchanges, including housing
- Potential to attract businesses needing access to I-20
- Potential redevelopment along Route 69 corridor to I-20
- High cost to extend infrastructure



# Potential Growth Patterns: Center Renaissance

- Some development continues to the south and outward
- A portion of investment goes downtown and to North Tyler
- New and redeveloped housing
- More downtown residents support more businesses and activities downtown
- New and rehabilitated mixed-income housing to revitalize North Tyler



# Center Renaissance: Implications

- New and rehabilitated housing
- Different housing types for singles, empty-nesters, and first time homebuyers
- Potential to live near work in and around downtown
- Redevelopment of parking lots and new parking management strategies
- People who live outside downtown may start to visit it more often for culture, shopping and dining



# Tyler's Next Generation Identity

- In 20 or 30 years, what are the most important things you want Tyler to be known for?
  - City of Trees and Lakes?
  - City of Neighborhoods?
  - The Capital of East Texas?
  - Engine of the Region?
  - Community of Shared Places?

# Identity: City of Trees and Lakes?

*The best small city park and open space system in Texas*

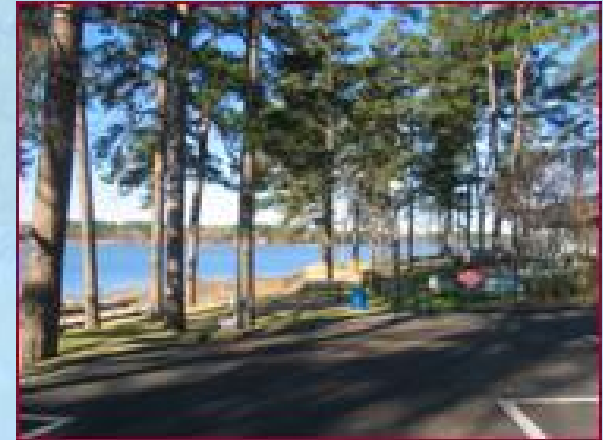
- “Green Fingers” of open space and trails stretching into the city along the drainage basins of streams
- Greenways with pedestrian and bike trails connect parks and community destinations throughout the city, to the Lakes, and to Tyler State Park



# Identity: City of Trees and Lakes?

*The best small city park and open space system in Texas*

- Shady streets for comfortable walking – “Tree City” status
- On-street and off-street pedestrian and bicycle routes
- Excellent parks throughout the city
- Enhanced public recreation at the lakes



# Identity: City of Trees and Lakes?

*The best small city park and open space system in Texas*

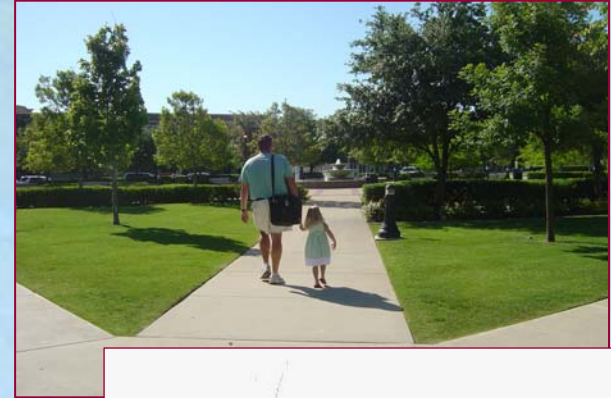
- Parkway and boulevards
- Landscaped and tree-lined arterial roads



# Identity: City of Neighborhoods?

*Quality neighborhoods for people at all stages of their lives and priced for a range of incomes*

- **Connections - streets, pedestrian paths - among neighborhoods break down physical isolation**
- **More variety of housing types to serve people at different stages of their lives**

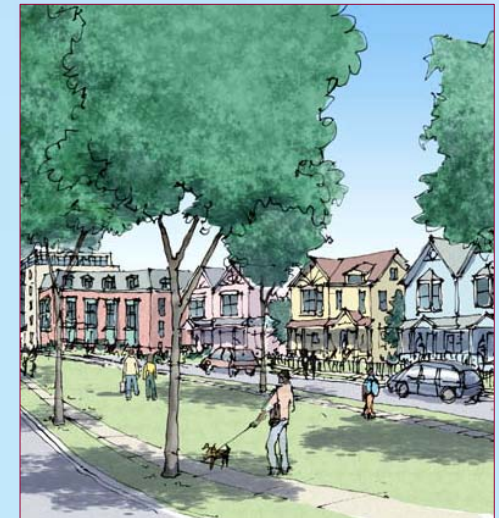




# Identity: City of Neighborhoods?

*Quality neighborhoods for people at all stages of their lives and priced for a range of incomes*

- Housing near major employers to enable walking and biking to work
- Neighborhood retail centers supported by higher densities
- Neighborhood gathering places to enhance community



# Identity: The Capital of East Texas?

*A vibrant regional downtown that attracts people from all over East Texas*

- Arts, culture and entertainment
- More restaurants and shops
- Activity in the evening and on weekends



# Identity: The Capital of East Texas?

*A vibrant regional downtown  
that attracts people from all  
over East Texas*

- New and rehabbed housing to support downtown shopping and activities
- Mixed-use buildings
- Walkable environment supported by parking management strategies



# Identity: Engine of the Region?

*Economic and institutional energy radiating throughout the region*

- Medical services expansion
- Higher education expansion



# Engine of the Region?

*Economic and institutional energy radiating throughout the region*

- Additional regional retail
- Meeting and convention facilities
- Equestrian center



# Identity: Community of Shared Places

*A city of excellent public spaces with activities that bring the entire community together*

- Commitment to high quality design and investment in the public realm:
  - Beautification of all of Tyler's roads and streets
  - Parks and plazas for citywide events and festivals
  - Civic buildings



# Community of Shared Places

*A city of excellent public spaces  
with activities that bring the  
entire community together*

- Public art
- Enhanced programming and activities for all public spaces
- Public-private partnerships for community activities



# What's YOUR Vision for Tyler?

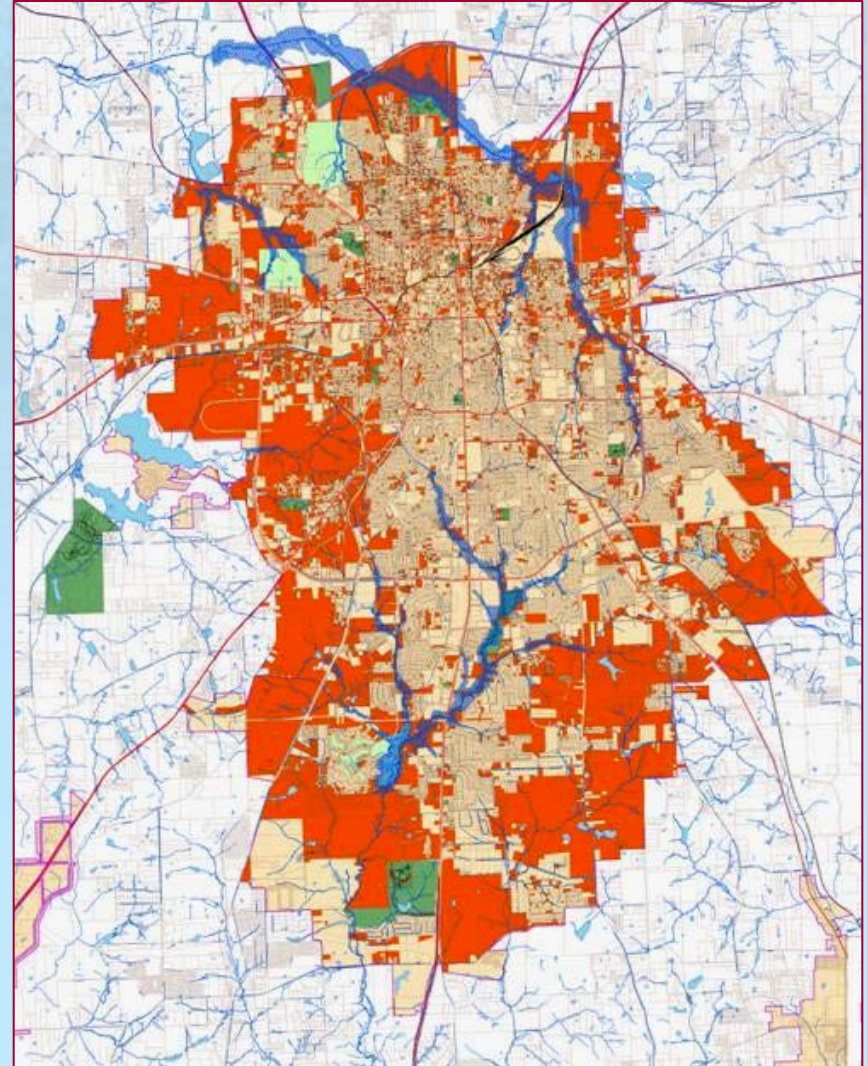
***Today's activities:*** What do you want Tyler to be known for thirty years from now?

- **Develop your vision for Tyler**
  - What should we preserve? What should we change?
- **Develop your goals for Tyler**
  - What do you think the Tyler 21 comprehensive plan process should focus on?
  - Rank the suggested identity visions in order of what you want Tyler to aspire to in the future



# Make your mark on the map of Tyler's future!

- The *vision* defines and articulates future aspirations
- *Goals* are linked to the vision
- The vision and goals guide and direct the creation of *strategies* for specific areas and issues
- The strategies are linked to specific *actions*
- The actions transform the goals and vision into *reality*



# Next Steps

- **Review the visioning results at Neighborhood Open Houses**
  - Drop-in events, anytime between 5 pm and 8 pm
    - ***MONDAY, JUNE 19, 2006***
      - Glass Center, 509 W. 32<sup>nd</sup> Street
      - Tyler Junior College, Main Campus, Jean Brown Theater
      - Tyler Junior College, West Campus, Large Conference Room
    - ***TUESDAY, JUNE 20, 2006***
      - Hubbard Middle School, 1300 Hubbard Drive
      - Tyler Area Builders Assoc., 1504-A West Grande Boulevard

# Next Steps

- Review and comment on the visioning results at display sites on Wednesday, June 21:
  - Glass Recreation Center, 509 West 32<sup>nd</sup> Street
  - Tyler Public Library, 201 South College Avenue
  - Southside Bank, Main Branch, 1201 South Beckham Avenue
  - Broadway Square Mall, 4601 South Broadway Avenue
  - Albertson's, 1900 Loop 323 East
- Review and comment on the visioning results on the Tyler 21 website:
  - [www.tyler21.com](http://www.tyler21.com)

# [www.tyler21.com](http://www.tyler21.com)

Tyler, Texas Master Plan - Home - Microsoft Internet Explorer provided by Goody Clancy

File Edit View Favorites Tools Help



Address <http://www.tyler21.org/>

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## TYLER21 COMPREHENSIVE PLAN

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ABOUT TYLER 21

GET INVOLVED

SCHEDULE

CONTACT US

SEARCH

### PLAN DOCUMENTS

The Tyler 21 plan will cover multiple elements. Click here to see background materials, maps and images, presentations, articles, reports, and other resources:

- :: SURVEY RESULTS
- :: VISION & GOALS
- :: DOWNTOWN MASTER PLAN
- :: PARKS, OPEN SPACE & RECREATION PLAN
- :: NORTH END REVITALIZATION PLAN
- :: SOUTH TYLER CONGESTION MITIGATION PLAN
- :: HISTORIC PRESERVATION PLAN



### WELCOME TO TYLER 21: TYLER'S PLAN FOR THE 21ST CENTURY!

"Tyler 21 is our city's comprehensive plan for the future. With over 101,000 residents, Tyler is growing rapidly. What kind of place do we want Tyler to be in the future? What steps do we need to take to get us there? Everyone in Tyler can contribute to shaping our city's future. Please explore this website

to find out more about the planning process," says Tyler City Manager Bob Turner. **About Tyler 21** explains why a new comprehensive plan is needed and what will be in this plan. **Get Involved** describes the many ways that Tylerites can participate in planning for Tyler's future growth and quality of life. Sign up to receive an email notice when a new Tyler 21 newsletter is published or a new meeting is scheduled. The **Schedule** page consolidates information on the locations, dates and times for Tyler 21 activities. The **Plan Document Library** page is your portal to all the information, documents and resources generated during the planning process. We hope you'll come back to visit this page often and become an active participant in the Tyler 21 planning process.

### MESSAGE FROM THE MAYOR



Welcome to Tyler 21, the official website for the City of Tyler Comprehensive Plan. The Plan will establish an overall vision for our future and a strategy for reaching it. We have all invested in our lives here, and others across the country are beginning to take notice of all that Tyler has to offer.

### TYLER 21 NEWS

- Join us on Saturday, June 10 at the UT-Tyler campus for a Community Visioning Retreat!  
[Click here for details on time and location.](#)
- Drop in at a Neighborhood Open House any time between 5pm and 8pm on Monday, June 19 or Tuesday, June 20.



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# Next Steps

- **Steering Committee review of visioning results and recommendation to City Council**
- **July 2006: City Council vote on vision and goals**
- **September 2006: Planning begins on plan elements**

