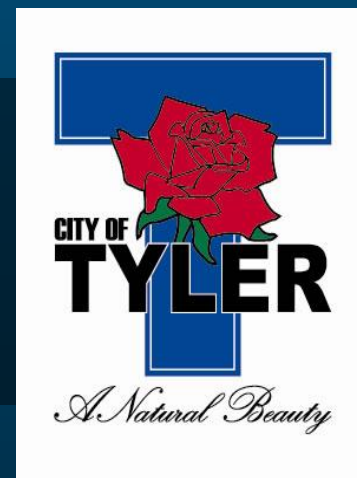


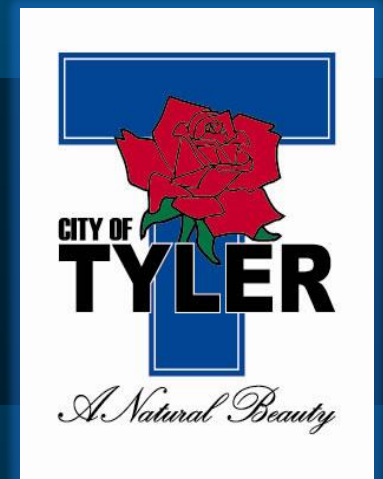
Midtown Area Development Plan

Open House Meeting

CITY OF TYLER
AUGUST 20, 2012



PROJECT OVERVIEW



RESPONSE TO TYLER 21

TYLER 21

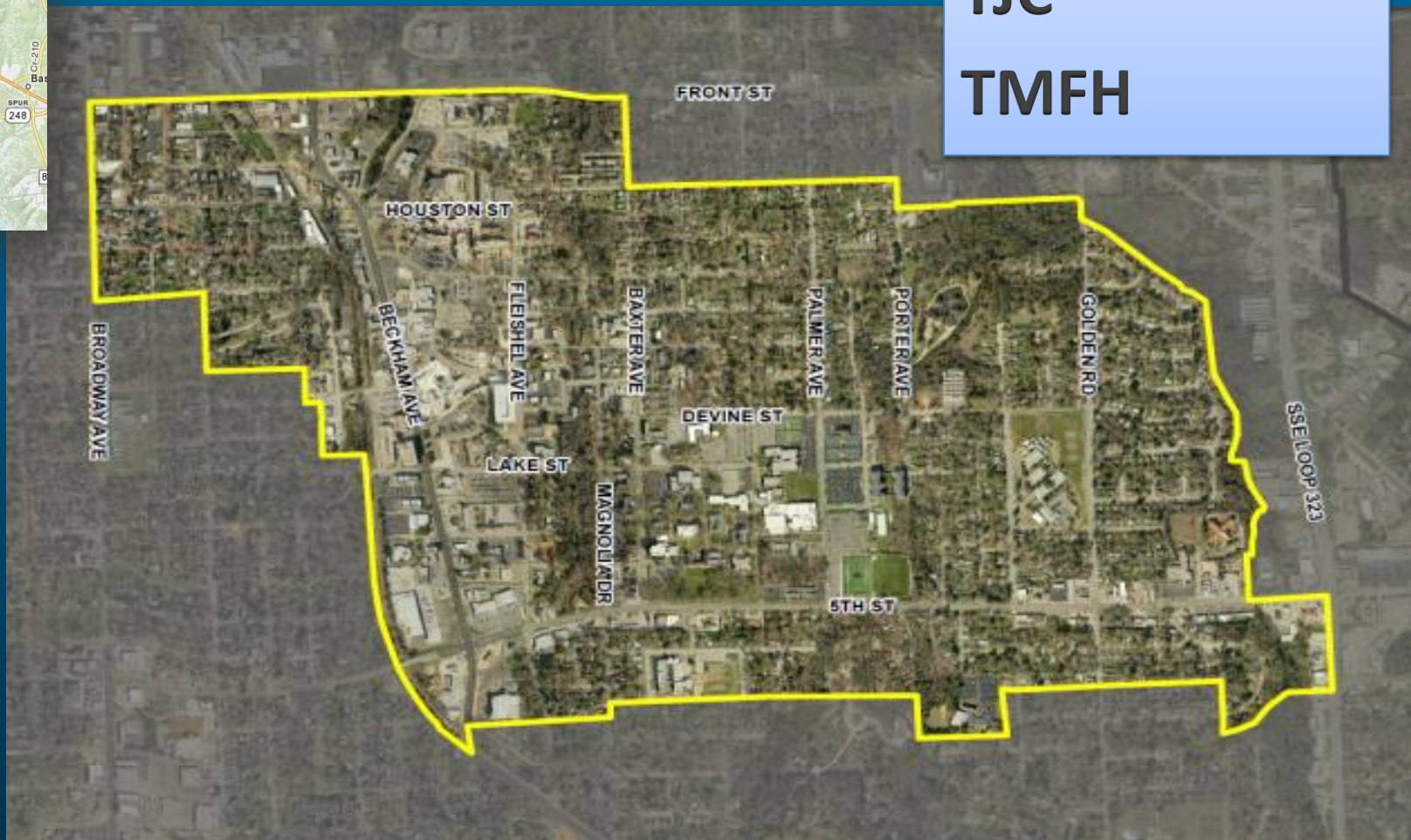
- ✓ **Connect People** To One Another
- ✓ Promote **Balanced Growth**
- ✓ Protect And Enhance **Open Space, Parks and Trees** In a Connected Network For Recreation And A Healthy Environment
- ✓ Provide **Transportation Options**
- ✓ Cultivate An Environment Friendly to Business And Tyler's **Medical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

STUDY AREA

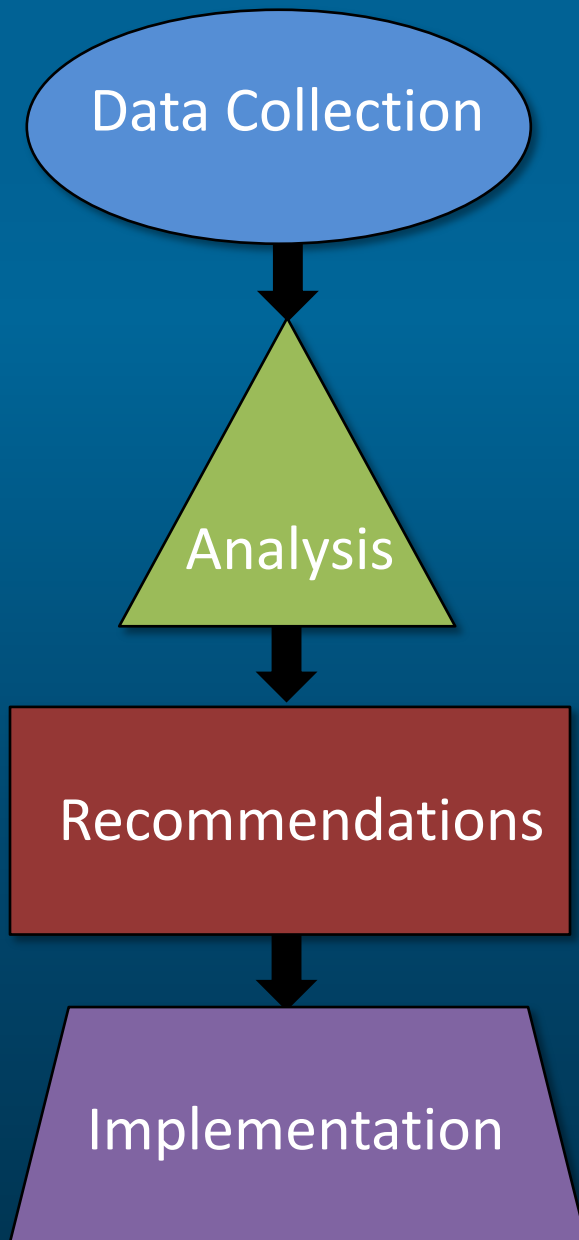


1,062 Acres
1.65 Square Miles

Stakeholders:
ETMC
TJC
TMFH

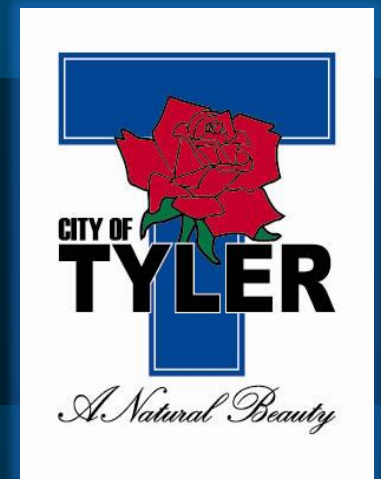


PLANNING PROCESS



- ✓ Data gathering
- ✓ Stakeholder meetings
- ✓ Surveys
- ✓ Analysis
- ✓ Recommendations
- ✓ Consultant Review
- ✓ Action plan and report
- ✓ Final draft
- ✓ Open House
- ✓ P&Z Commission
- ✓ City Council

ANALYSIS

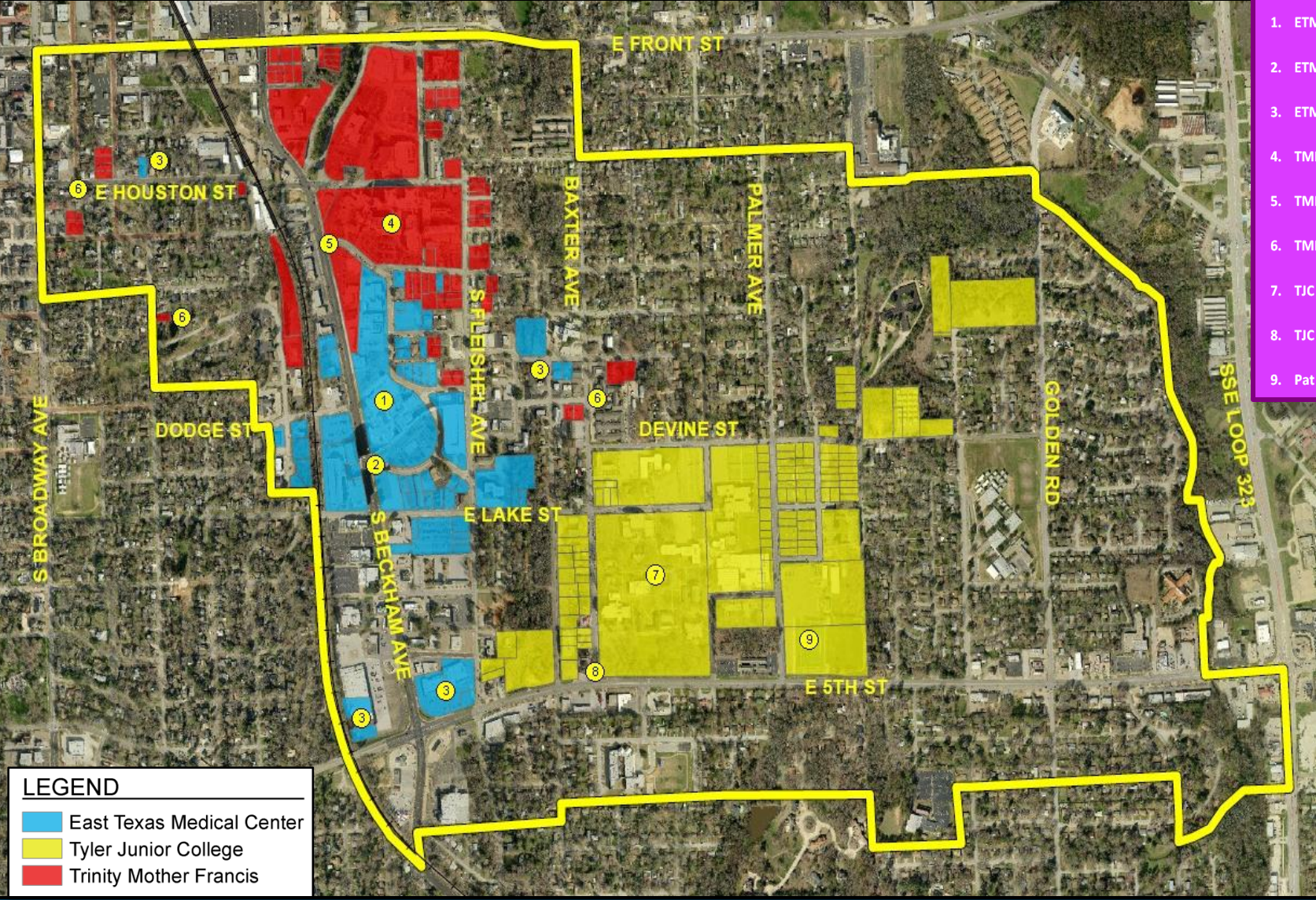


Map Legend

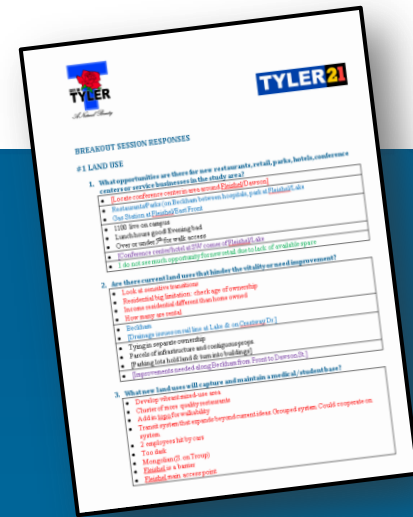
- 1. ETMC Campus; 44.54 acres
- 2. ETMC Primary Entrance
- 3. ETMC Satellite Facility
- 4. TMF Campus; 57.98 acres
- 5. TMF Primary Entrance
- 6. TMF Satellite Facility
- 7. TIC Campus; 111.06 acres
- 8. TIC Primary Entrance
- 9. Pat Hartley Field

LEGEND

- East Texas Medical Center
- Tyler Junior College
- Trinity Mother Francis



WHAT WE HEARD



3-2-11



3-4-11



9-1-11



3-29-11

10-24-11



9-1-11



4-30-12

WHAT WE HEARD: LAND USES

Asked about opportunities, issues, and how capture medical and student users.

- ✓ Desire hotel, event space, restaurants, parks, entertainment
- ✓ Desire more uses within walking distance, sidewalks
- ✓ Desire vibrant mix of uses
- ✓ Conflicts, need transition areas
- ✓ Unify the area, protect neighborhoods
- ✓ Drainage issues, bury utilities
- ✓ Medical support uses
- ✓ More parking

WHAT WE HEARD: TRANSPORTATION

Asked about service levels, opportunities, and walkable environments.

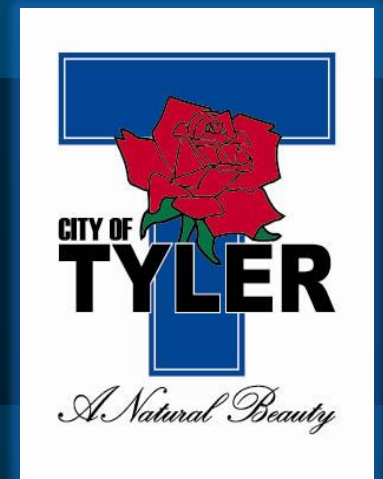
- ✓ Improve roadway aesthetics
- ✓ Increase safety, need medians, crosswalks
- ✓ Make them innovative
- ✓ Road closures on campus
- ✓ More pedestrian options

WHAT WE HEARD: AESTHETICS

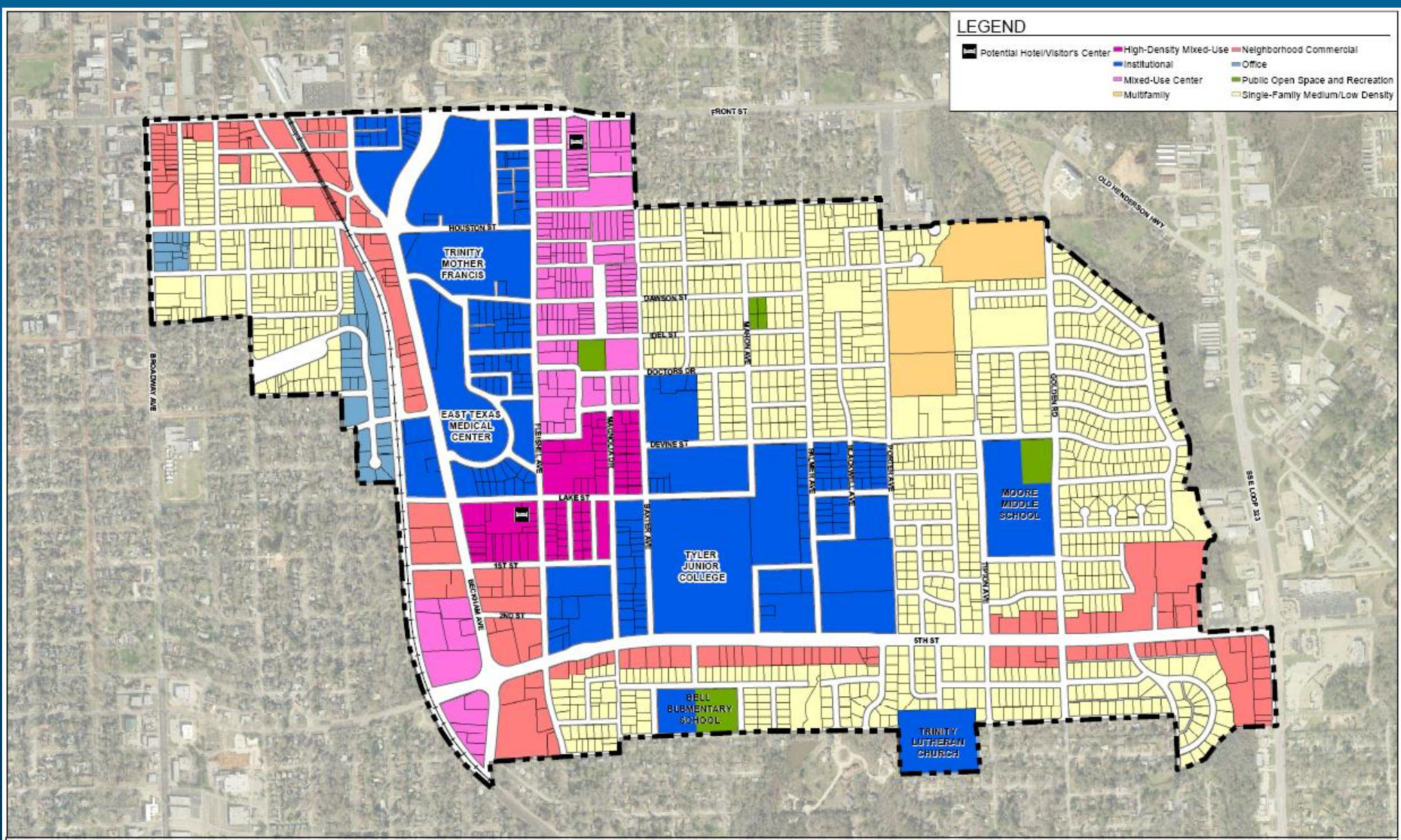
Asked about district, neighborhood protection, and redevelopment.

- ✓ Improve landscaping
- ✓ Bury utilities
- ✓ Desire visitor's center
- ✓ Protect or buffer neighborhoods
- ✓ Redevelop or rehab certain areas
- ✓ Rename Beckham Avenue

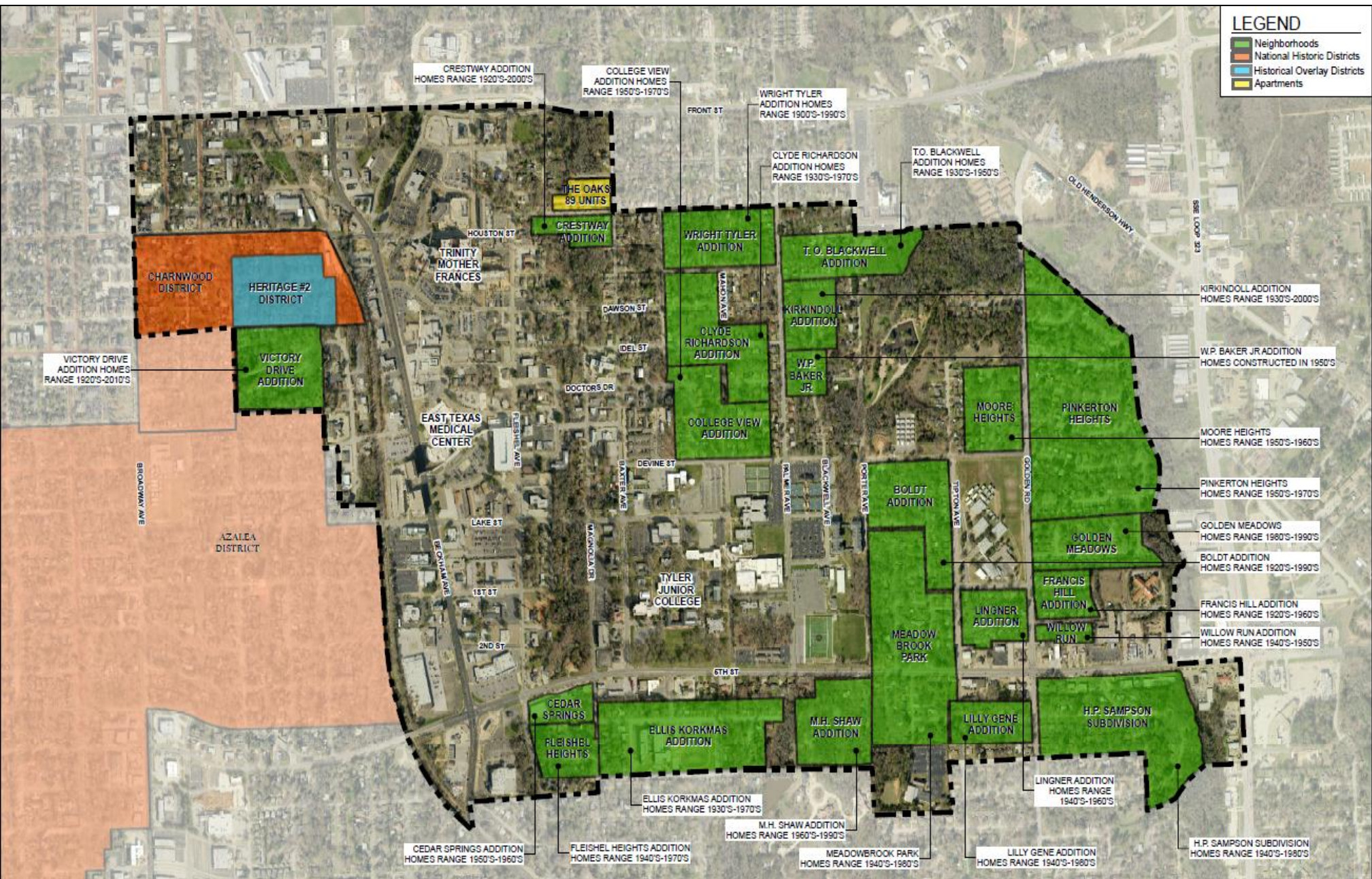
RECOMMENDATIONS



LAND USE PLAN



EXISTING NEIGHBORHOODS



LAND USE: MIXED-USE

- ✓ Single Family Reuse
- ✓ Commercial
- ✓ Institutional
- ✓ Professional Office
- ✓ Hotel



LAND USE: MIXED-USE

✓ Mixed Residential Infill



LAND USE: MIXED-USE



MIDTOWN DISTRICT

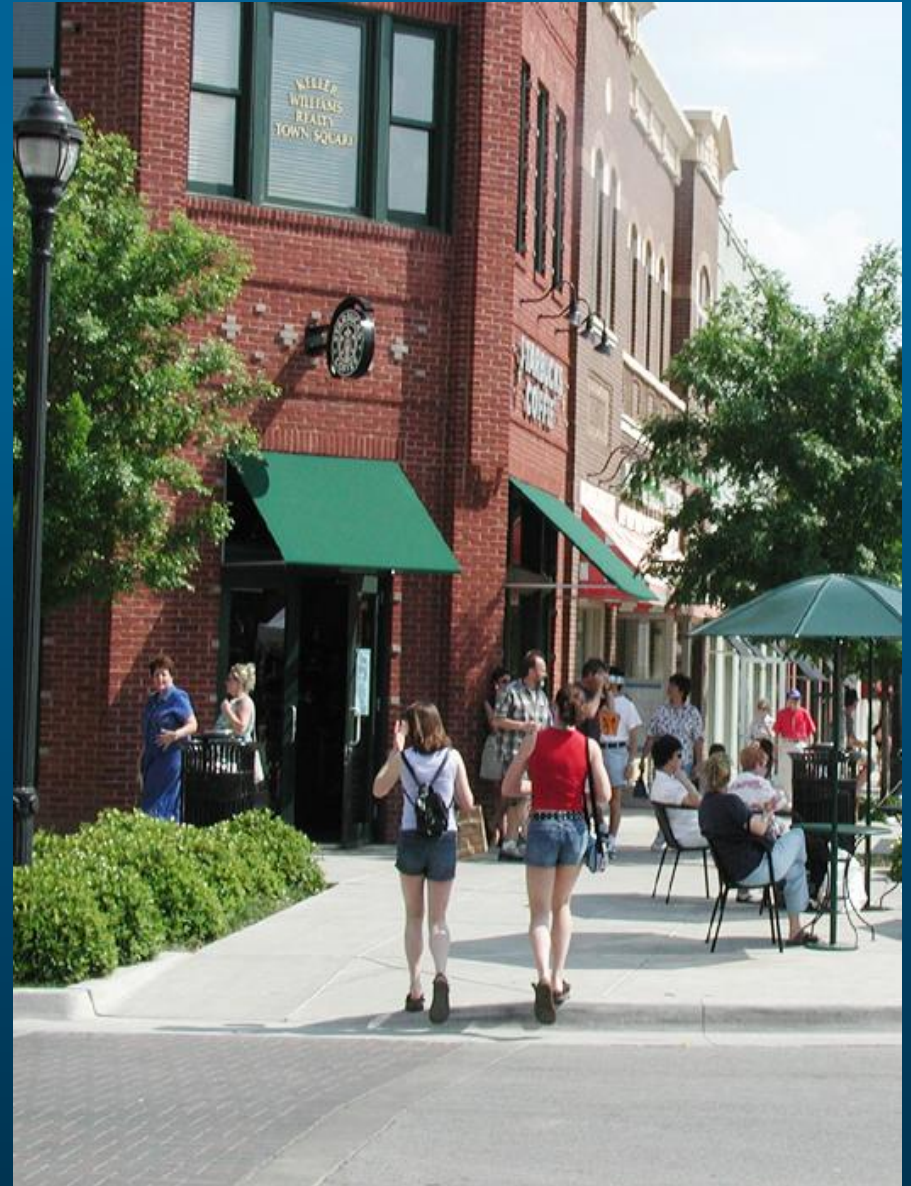
LAND USE: HIGHER INTENSITY MIXED-USE

✓ Vertical Integration



LAND USE: HIGHER INTENSITY MIXED-USE

✓ First Floor Importance



MIDTOWN DISTRICT

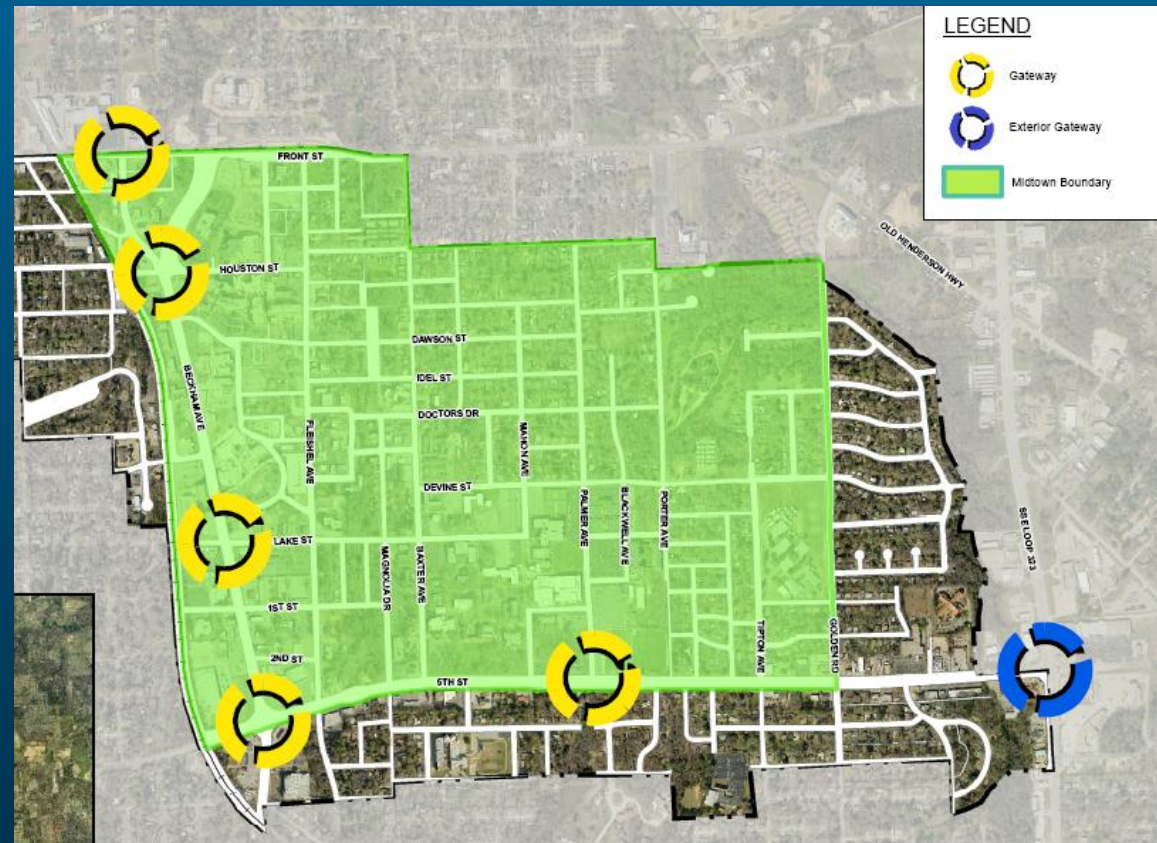
LAND USE: HIGHER INTENSITY MIXED-USE

✓ Conceptual



ZONING

- ✓ Establish Midtown Boundary
- ✓ Support Commercial Corridor Overlays
- ✓ Support RMF to RPO
- ✓ Support rezoning consistent with Land Use (e.g. Mixed Use zoning)



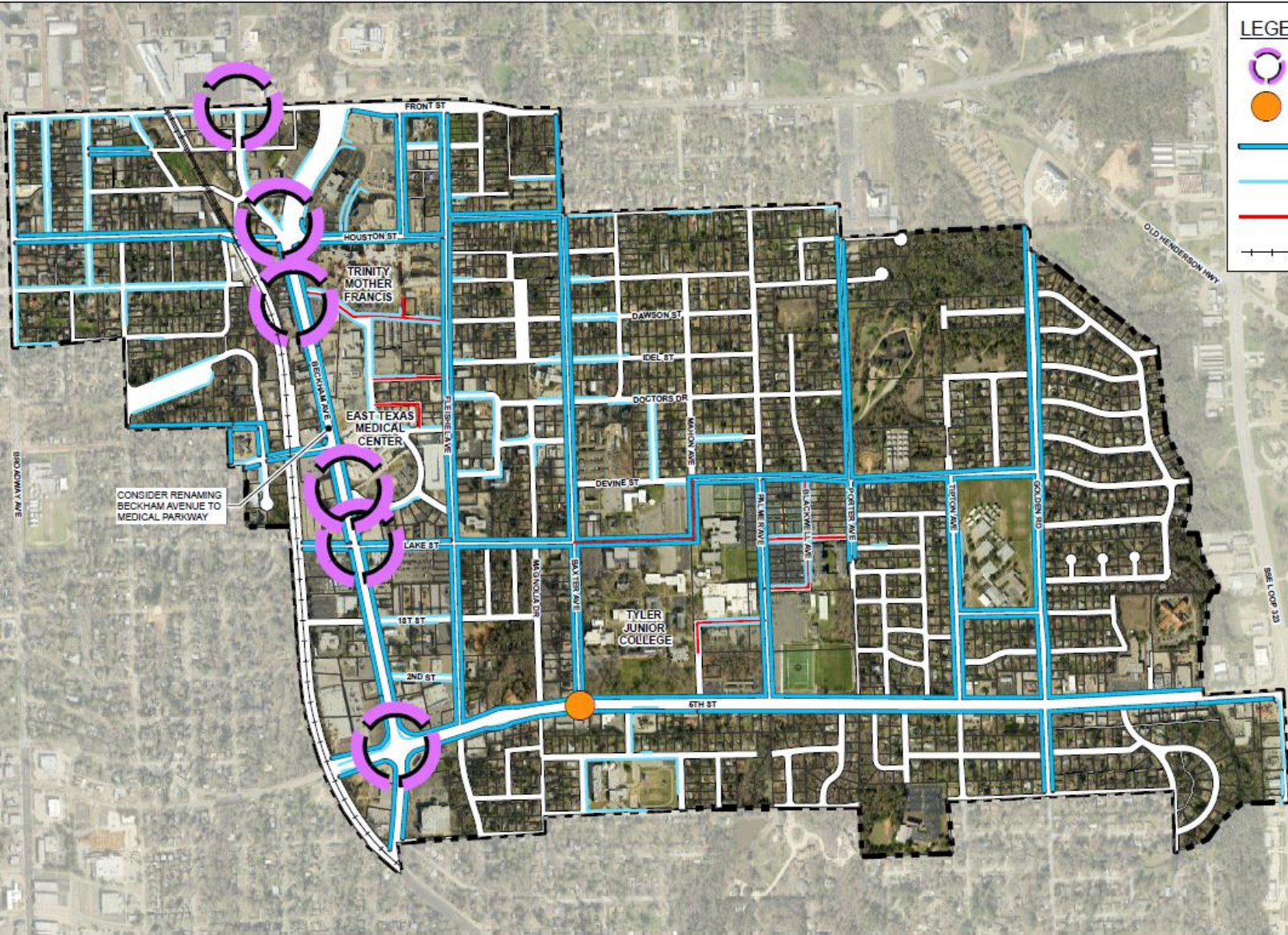
TRANSPORTATION



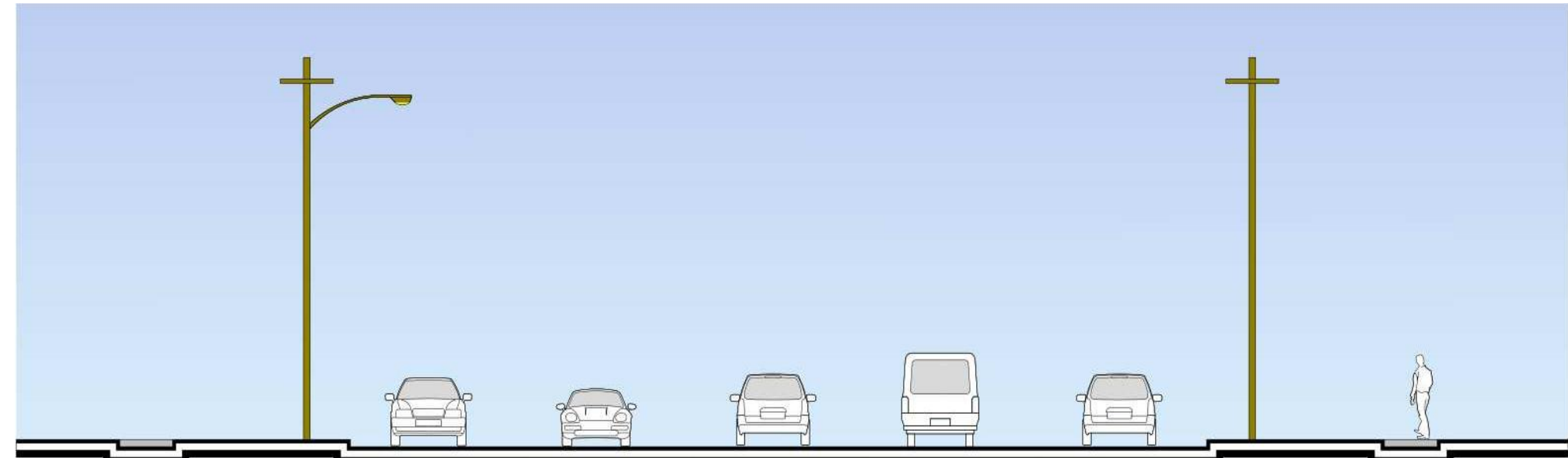
LEGEND

-  Existing Hellpad
-  Bus Shelter
-  Bus Stop
-  Railroad Overpass
-  Railroad Crossing
-  Railroad
-  Bus Route
-  Existing Bike Route
-  Existing Sidewalk

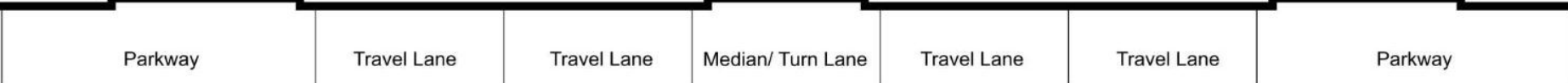
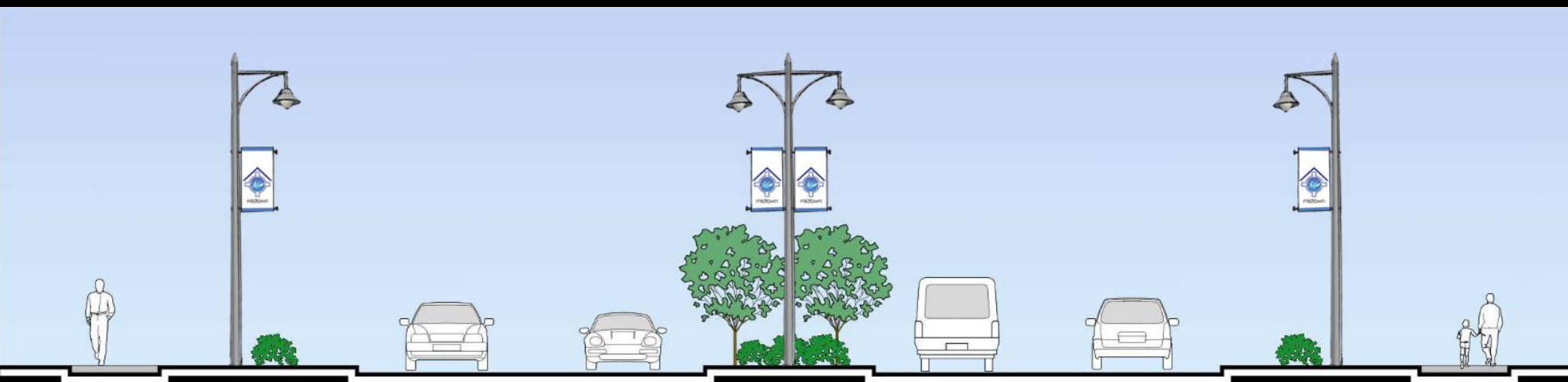
TRANSPORTATION



TRANSPORTATION: S BECKHAM AVENUE



✓ Rename - Medical Parkway



100' Right of Way

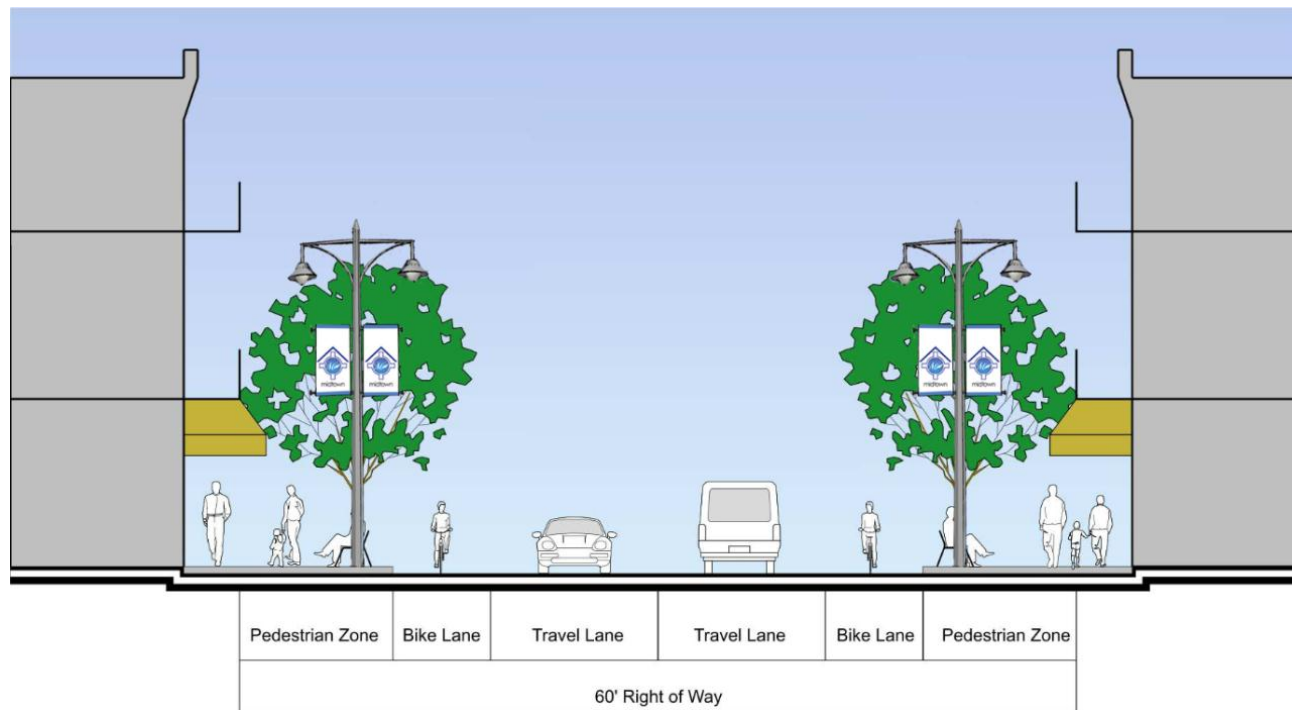
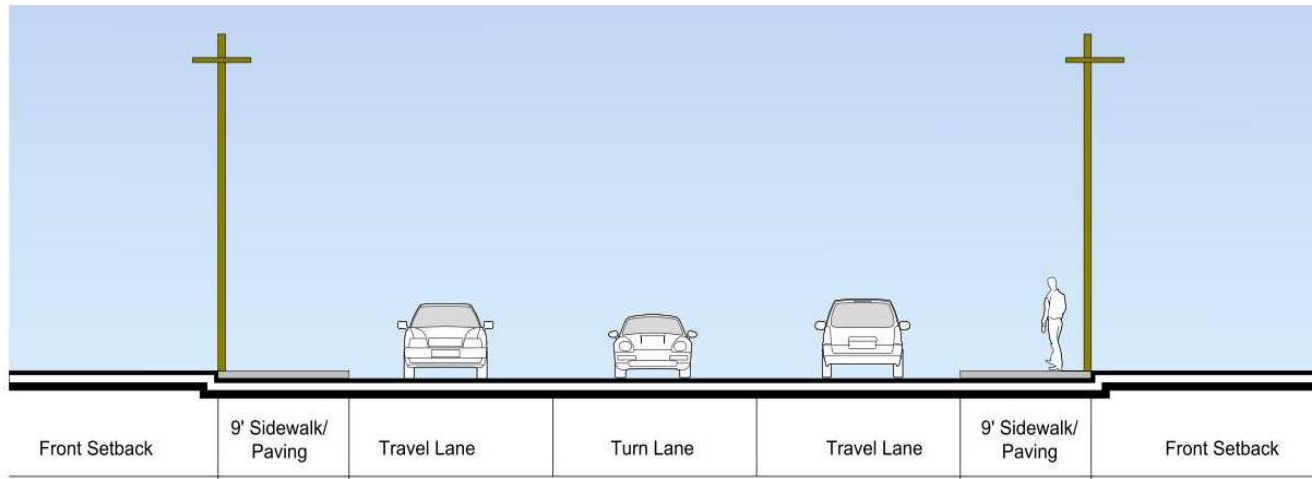
TRANSPORTATION: S BECKHAM AVENUE



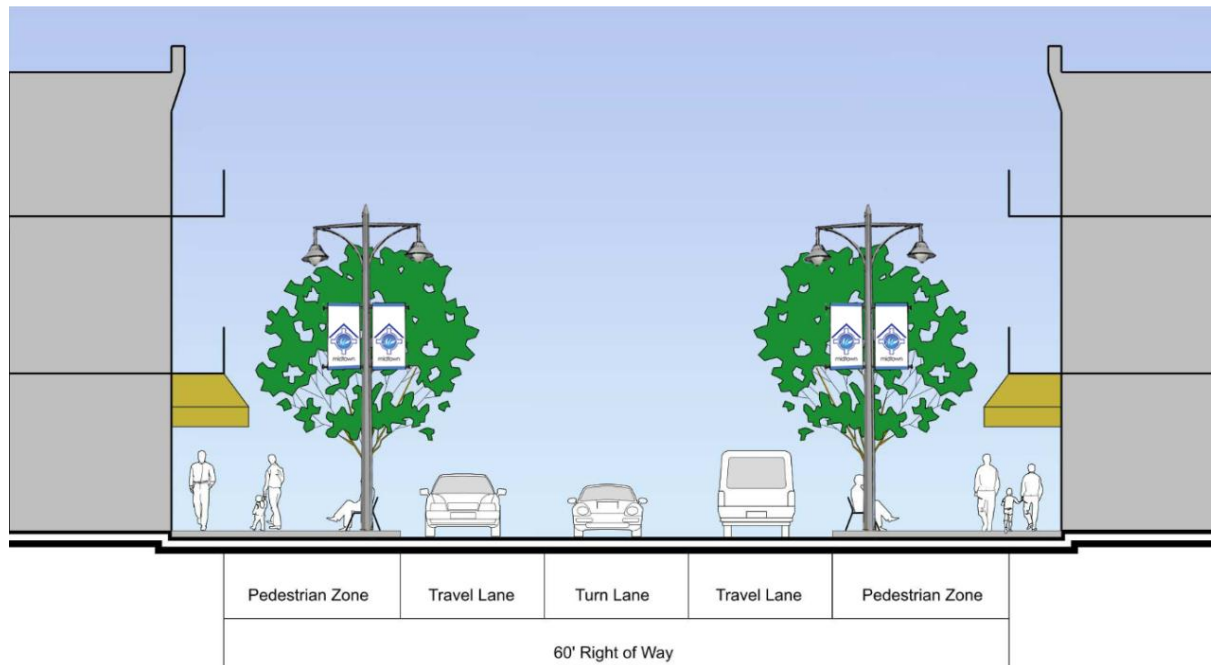
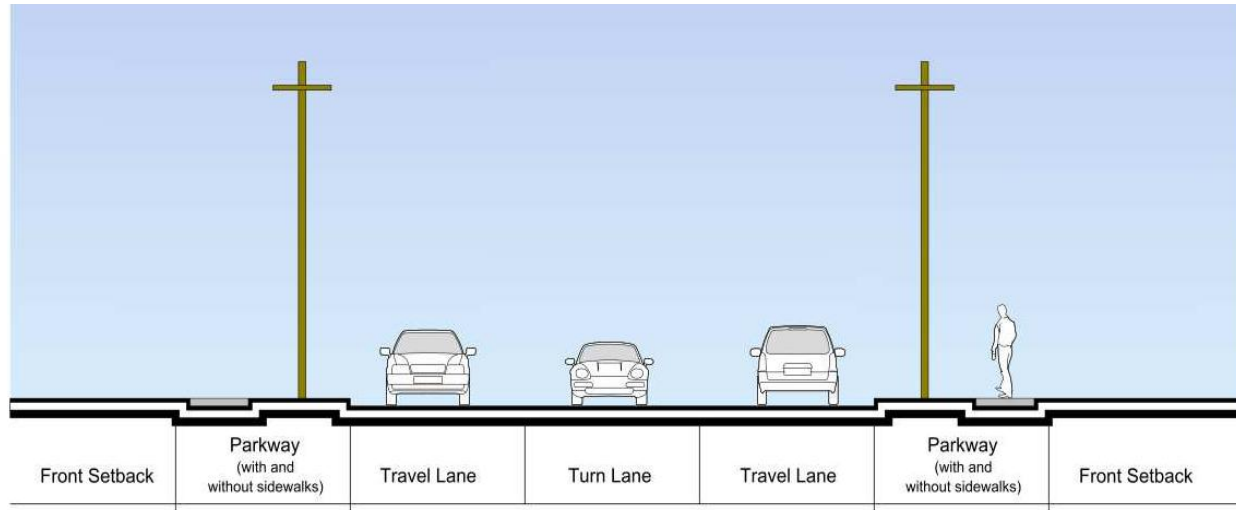
TRANSPORTATION: S BECKHAM AVENUE



TRANSPORTATION: E LAKE STREET



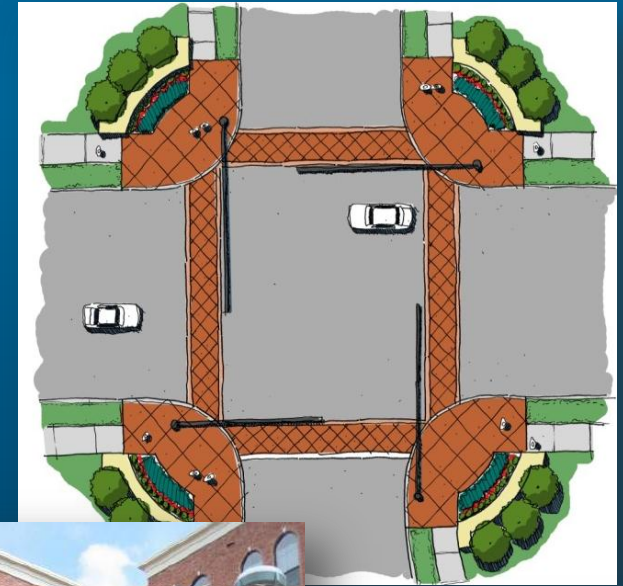
TRANSPORTATION: S FLEISHEL AVENUE



AESTHETICS/ENVIRONMENT

✓ Sense of Place - Place Making Techniques

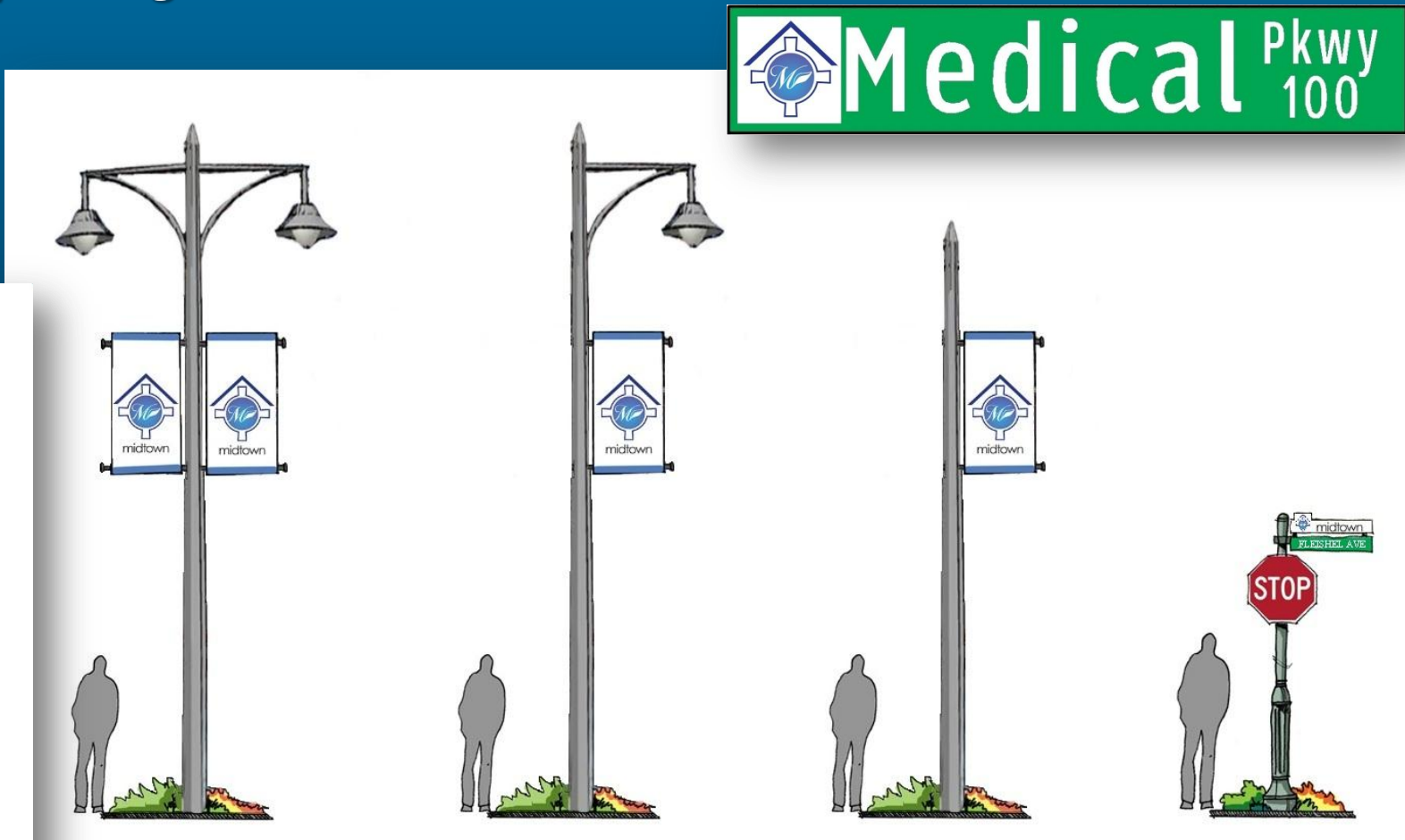
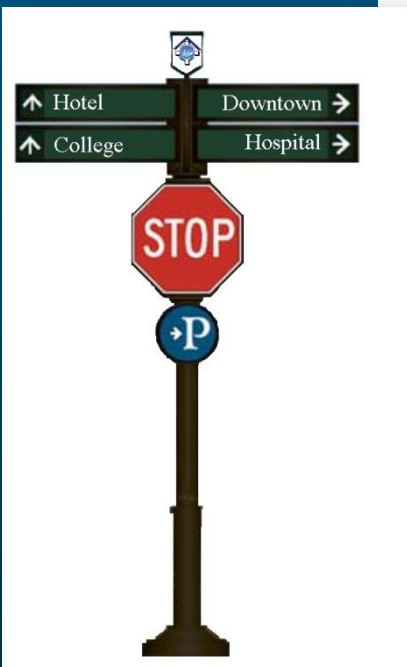
- ✓ Land Uses; Mixed-Use Developments
- ✓ Guidelines for New Development
- ✓ Intersection Enhancements
- ✓ Site Furnishings
- ✓ Landscaping



AESTHETICS/ENVIRONMENT

✓ Sense of Place - Place Making Techniques

- ✓ Lighting and Street Poles
- ✓ Wayfinding



AESTHETICS/ENVIRONMENT

✓ District Logo



FrankieZed Studios, Inc.

IMPLEMENTATION PLAN (ACTION ITEMS)

MIDTOWN ADP ACTION ITEMS

LAND USE	
ACTION	KEY RECOMMENDATIONS
a. Update Future Land Use Plan and work with TJC to provide appropriate expansion areas	<ul style="list-style-type: none"> Designate Institutional areas as indicated on the Future Land Use Plan. Provide institutional land uses west of Porter Avenue, south of Devine Street, east of Magnolia Drive and north of 5th Street. Support institutional expansion based on TJC needs. Consider expansion in the area south of 1st Street, east of Fleishel Avenue, west of Magnolia Drive and north of 5th Street. Consider institutional expansions at the northeast corner of intersection of Devine Street and Baxter Avenue. Encourage TJC to consider student housing uses in the two large TJC-owned tracts northeast of the main campus. Encourage TJC to include these lands in future Master Plan updates. Minimize TJC conflicts in land uses with surrounding residential uses. Work with TJC and Tyler Museum of Art to incorporate the Tyler Museum of Art building into TJC master plan if Tyler Museum of Art relocates.
b. Update Future Land Use Plan and work with ETMC and Trinity Mother Frances to provide appropriate expansion areas	<ul style="list-style-type: none"> Designate Institutional areas as indicated on the Future Land Use Plan. Provide institutional land uses east of Beckham Avenue, south of Front Street, west of Fleishel Avenue and north of Hospital Drive. Support institutional uses in the Mixed-Use Center areas. Such redevelopment could include urban forms with buildings at street fronts to support a pedestrian-oriented environment. Encourage each institution to limit the need for pedestrians to cross Beckham Avenue. Consider programming parking for visitors and employees that limits the need to cross major roadways. Encourage hospitals to develop underutilized land before developing new areas. Minimize institutional land use encroachments

MIDTOWN ADP ACTION ITEMS

Zoning	
ACTION	KEY RECOMMENDATIONS
a. Establish the Midtown area	<ul style="list-style-type: none"> Identify the Midtown boundary, see recommended District Map.
b. Create Commercial Corridor Overlay for mixed-use areas	<ul style="list-style-type: none"> Support owner initiated Commercial Overlay requests based on UDC guidelines. Include design guidelines for architectural landscape and open space, and site guidelines. See recommendation: descriptions.
c. Work with property owners to rezone parcels and support future zoning actions that promote the study's recommendations	<ul style="list-style-type: none"> Support RMF to RPO zoning. Support existing R-1A, R-1B, R-1C, and R-2 residential zoning districts excepted of those parcels identified mixed-use areas. Support existing C-1 and C-2 zoning Front Street, 5th Street and Beckham with the exception of existing residential parcels and proposed institutional use areas. Discourage M-1 or M-2 zoning. Support rezoning of the parcels identified office land uses along Turtle Creek zoning category that allows office. Support existing Institutional districts including those within proposed residential areas. Support rezoning for parcels to mixed-use proposed institutional districts, see Land Use Map. Support rezoning for parcels to mixed-use proposed PMXD-1 and PMXD-2 areas proposed Land Use Map.

MIDTOWN ADP ACTION ITEMS

Transportation	
ACTION	KEY RECOMMENDATIONS
a. Create a sense of place through Beckham Avenue improvements	<ul style="list-style-type: none"> Consider renaming Beckham Avenue Medical Parkway. (Note this will affect parcels on Beckham Avenue). Rename Medical Drive to Doctors Drive Medical Circle. (Note this will affect parcels on Medical Drive). Coordinate with TxDOT and US Postal Service on street names.
a. Improve vehicular traffic/access, promote pedestrian circulation and create a sense of place through Beckham Avenue improvements	<ul style="list-style-type: none"> Maintain two northbound and two southbound lanes. Conduct an access management study to decrease drive way conflicts and increase safety. The study should identify median turn lane locations for future improvement. Based on the access management study construct medians and turn lanes from Street to 5th Street. Provide continuous sidewalks from Front Street to 5th Street. Sidewalks should be provided on both east and west side of Beckham Avenue. Provide new landscape and lighting along proposed medians. Coordinate with planning efforts by the City to implement long range commuter rail that serve the area.
b. Improve vehicular traffic/access, promote pedestrian circulation and create a sense of place through Lake Street improvements	<ul style="list-style-type: none"> Maintain one eastbound and one westbound lane with occasional turn lanes. Provide parallel on-street parking on north and south sides. Consider using islands for street trees and at intersections promote pedestrian safety. Provide traffic calming devices such as landscape islands, crosswalks, street neckdowns, chokers, and textured crosswalks. Use bulb out islands at intersections to promote pedestrian safety. Provide wide pedestrian zone on the north and south sides. Textured crosswalks should be used to incorporate buried curb wide walks, site furnishings, planting and street trees.

MIDTOWN ADP ACTION ITEMS

Environmental/Aesthetic Enhancements				
ACTION	KEY RECOMMENDATIONS	WHO	TARGET TIMELINE: Short (1-2 years) Mid (2-4 years) Long (5 years +)	POTENTIAL RESOURCES
a. Increase park service levels	<ul style="list-style-type: none"> Create a neighborhood park near the center of the residential area north of TJC. The park could be located in two or three undeveloped lots. Preserve and enhance the open space at Crestway Drive, just south of Idle Street. Preserve and enhance the open space at Douglas Boulevard. As part of mixed-use guidelines, ensure publicly accessible spaces are part of redeveloped street scenes along Fleishel Avenue and Lake Street. Such spaces should include a pedestrian connection from ETMC's front door to the new mixed-use areas, courtyards, outdoor dining, plazas, and pocket parks. Consider trail connections from Children's Park, west along the drain feature to the Midtown area. Support off-street trails to foster connectivity within the City through rail beds, creeks, and drainage ways in order to further connect Midtown with other trails. Support future use of the railroad corridor as a rails-to-trails project. This Tyler 21 recommendation envisions connections between major parts of the city on a regional scale through the applications of rail corridors. 	City	Short	1/2 cent sales tax, private funding, public-private partnerships, grants

CONCLUSIONS: OPPORTUNITIES

- ✓ Capitalize on Major Activity Generators
- ✓ Recognize Existing Investment
- ✓ Identify a Catalyst Project
- ✓ Create Green Space *Critical for Mixed Use*
- ✓ Encourage Pedestrian Activity at Street Level
- ✓ Develop and Support Mixed-Use Land Uses

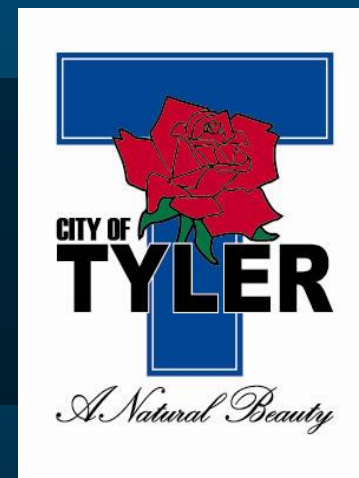
EARLY ACTION ITEMS

- ❖ New Signal at Baxter and 5th Street
- ❖ Overlay on Dawson
- ❖ Bus Shelter Improvements
- ❖ Exterior Gateway Signage (Pending TxDOT Approval)
- ❖ Adaptive Controls for Beckham Traffic Signals
- ❖ Beckham Renaming
- ❖ CIP Project Sheet Development
- ❖ Street Closures
- ❖ Zoning Amendments

NEXT STEPS

- ❖ Planning and Zoning Work Session 8/21/2012
- ❖ Planning and Zoning Commission 9/4/2012
- ❖ City Council 9/26/2012

CITY OF TYLER
AUGUST 20, 2012





Please join us
for refreshments!

CITY OF TYLER
AUGUST 20, 2012

