

# 14. Implementation Plan DRAFT

he purpose of a plan is to organize for action. The Tyler 1st Comprehensive Plan expresses Tylerites' values and aspirations for how the city should grow in the next 20 to 25 years. It is the result of an intensive community dialogue starting with the survey, Community Visioning Retreat and Neighborhood Open Houses, which resulted in a vision for the future and a set of principles to guide decision making. This unprecedented community process continued through the Working Group meetings focusing on specific plan elements. Throughout, the process was overseen by the Steering Committee made up of a diverse and representative group of community leaders. Assisted by staff and consultants, Tylerites have now created a framework of goals, policies and actions designed to achieve the vision. It is time to bring the Plan to life.

This chapter discusses the tools and specific activities that are needed to implement the Tyler 1st Plan and overall stewardship of the plan to keep it useful and current. The first three sections provide a general discussion of the tools needed to advance the plan, focusing especially on zoning and on urban design. As part of the Tyler 1st process, a Joint Committee on Code Review is working with a consultant to revise Tyler's land use regulations to be compatible with the Comprehensive Plan and to be more user-friendly. The fourth section describes ways to incorporate the Plan into day-to-day decision making and to assess progress and make needed revisions so that the Plan remains relevant. The last section of this chapter is a set of action plans corresponding to each of the plan elements. Although there is more detailed focus on actions that the City can take to implement the plan, many actions will also need the participation of private sector partners.

# A. Stewardship of the Plan

The Tyler 1st planning process has been somewhat unusual for the very high degree of participation by the city's elected leadership, the Mayor and the City Council, and the city's administrative leadership, the City Manager and Deputy City Manager. Along with the successful public participation process, this commitment to the plan by city leaders bodes well for stewardship and implementation of this Plan. However, individuals move in and out of city government and the day-to-day demands on the attention of elected officials and staff can push the Plan into the background as a decision-making tool. It is important to create systems and procedures to make sure that the Plan is used to guide decision-making, that it is evaluated regularly to see if strategies are working and if it continues to reflect community goals. Successful implementation of the Tyler 1st Plan will require coordinated activity from many municipal departments, from elected leaders, and from partners in the private and nonprofit sectors. Accordingly, the following measures are recommended.

# Review progress on the Plan in an annual City Council meeting.

A public review of how the City is using the Plan, the way Plan objectives have shaped decision-making, successes and obstacles to implementation, and new circumstances that may affect the Plan's goals and principles will keep the Plan current as officials and the public are reminded of its contents.

 Use the Plan annually in preparing and approving departmental work plans, the City's budget and its capital improvements program.

As each department prepares its work plan and its budget and capital improvements requests, it should be required to consult the Comprehensive Plan for guidance and articulate how the budget and CIP requests reflect the Plan. The Half Cent Sales Tax Board and overall CIP preparation should go through a similar process. The annual plan review session for the City Council could be held in advance of the council's consideration of the annual budget and CIP.

 Schedule a public process to review Comprehensive Plan progress and the Plan's vision, goals and principles at least every five years.

A Comprehensive Plan must reflect the needs and aspirations of community residents. It must be a flexible document that can change according to circumstances. A series of public meetings in conjunction with public surveys and/or Web-based opportunities for public input should be held at least every five years. The process should include a summary of progress made on implementing the Plan, unforeseen circumstances—both opportunities and obstacles—that affect implementation, and a review of the overall vision, goals and principles of the Plan. The public should then be asked to confirm, revise, remove or add to these aspects of the Plan.

• Update the Comprehensive Plan more thoroughly at least every 20 years. Many communities update their comprehensive plans every ten years, but at a minimum, the Plan should be thoroughly updated at least every 20 years. This should include a major public participation process and detailed attention to every plan element.

# B. Zoning

#### APPROACHES TO ZONING

Land use zoning first appeared in the United States in 1916. The zoning system that emerged in the early twentieth century is now called conventional or "Euclidean" zoning (after *Euclid v. Ambler*, the 1926 Supreme Court case that validated zoning as a proper exercise of municipal police power). As some of the disadvantages of conventional zoning became evident by the second half of the twentieth century, new zoning approaches emerged, including performance zoning and design-based zoning. Conventional zoning remains the basis of most zoning systems today, but many jurisdictions have added aspects of performance zoning and design-based zoning. New or rewritten codes for entire jurisdictions, like the Unified Development Code that is being created as part of the Tyler 1st planning process, are generally hybrids, balancing a mix of approaches tailored to the community.

#### **Conventional Zoning**

Conventional zoning was originally created to separate industrial and other noxious land uses from residential areas, and particularly to preserve quality of life and property values in single-family home neighborhoods. Conventional zoning regulates the uses and dimensions of development:

- Type and mix of land uses
- · Size and dimension of lots
- Type, size and height of buildings
- Distance of front, side and rear setbacks
- · Width and length of streets and sidewalks
- · Amount and size of off-street parking

Conventional zoning separates land uses deemed to be incompatible and is prescriptive, in that it specifies land uses and required maximum or minimum dimensions, parking, etc. This prescriptive character makes it easy to implement both by governments and by property owners



because there are no judgment calls when the zoning says, for example, that a building must be ten feet from the front lot line. However, conventional zoning also focuses on proscription, that is, it focuses on what is not allowed rather than articulating what is actually desired. Conventional zoning provides some certainty about development outcomes and, because it is long-established, it is familiar to everyone, but it is inflexible and inhibits design creativity. It is one, though not the only, source of the "Anywhere, USA" sprawl landscape that has produced a built environment lacking in distinctiveness. A variety of "relief valves" have been developed to try to deal with the homogenizing and inflexible outcomes of conventional zoning. Variances, conditional uses, special exceptions, bonuses and incentives, planned unit developments, and similar devices are intended to allow for more tailoring of development to particular conditions and desired results. However, they also contribute to the complexity of many conventional zoning codes.

#### Performance Zoning

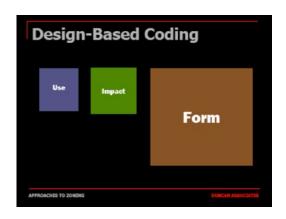
Performance zoning has its origins in industrial performance standards that identified limits on measurable industrial impacts such as noise, vibration, light, dust, smells, and so on, and that were incorporated into zoning codes for industrial land uses. This idea was expanded in performance zoning to regulation of the effects of the built environment. Unlike conventional zoning, which assumes certain uses are incompatible and separates them, pure performance zoning assumes virtually any uses can be made compatible if impacts are properly managed. Because it can provide flexibility to developers and designers to present their own solutions to mitigate impacts for administrative review, the specific



outcomes are not always predictable. Generally speaking, performance zoning requires highly-trained administrators who have the confidence of both residents and developers. Performance zoning emerged in the 1970s and 1980s. There are few places with a pure performance zoning system, but some aspects of performance zoning are incorporated into many communities' zoning codes.

#### Form-Based Codes

Form- or design-based zoning codes are the newest response to the rigidities of conventional zoning. They focus more on building form than on land uses and are based on a transition from low densities at the periphery to high densities at the center – of a city, a district or a neighborhood. These codes are a reaction to conventional zoning's separation of land uses, which made it impossible to build mixed-use neighborhoods and districts, and its neglect of the public realm, which resulted in visually- and functionally-impoverished



environments that were often ugly and functional for only one type of user. Form-based codes are very detailed and prescriptive about certain aspects of design and use many visuals to give a positive vision of what is desired, rather than focusing on what should be excluded. They require a design-focused community process up front. In existing communities, these kinds of codes have generally been applied in specific districts, such as a commercial corridor, rather than city-wide.

#### **Hybrid Zoning Codes**

Conventional, performance, and design-based zoning codes all have advantages and disadvantages. Because of its familiarity and long institutional history, conventional zoning is likely to remain the foundation of most zoning codes. However, performance standards and form-based elements are valuable to increase the flexibility of conventional zoning. For example, conventional zoning is organized in separate-use districts on a citywide basis and is not effective in mediating impacts at the edges of districts – which is precisely the strong point of performance zoning. Form-based codes are organized around the street and the neighborhood and are particularly good about conveying what is desired in terms of the relationship between private buildings and the public street.

#### TYLER'S CURRENT ZONING CODE

The zoning ordinance is one of the primary tools the people of Tyler have to implement the goals and policies of the Tyler 1st Comprehensive Plan. Chapter 10 of the Tyler Code of Ordinances currently includes zoning and subdivision regulations and code sections governing Annexation, Historical Preservation, Right-of-Way Closure and Name Change, Oil and Gas, and the Cotton Belt Train Route Depot. The last major update to the zoning code was in 1997, with further substantive amendments to various sections in 2003 and 2007. The 1997 update process was not comprehensive in the sense that it added many new provisions to an older ordinance and did not eliminate redundancies, resolve conflicting provisions, or improve on the ordinance's overall usability. The existing Tyler zoning ordinance has all the earmarks of a code that has been added to incrementally and has not been comprehensively reviewed or revised in many years. The comprehensive rewrite and reorganization of the code that is currently underway is needed if the goals of Tyler 1st are to be successfully realized.

#### **Consistency and Usability**

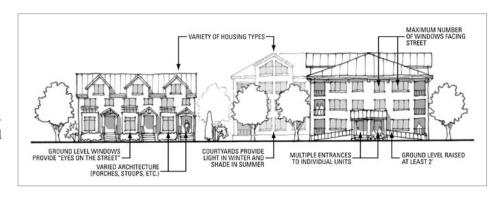
Tyler's zoning code can benefit from many organizational improvements that will make it more usable, internally consistent, and efficient. Examples of how the ordinance can be made easier to use and understand include the following:

- Review and approval procedures can be more explicit and clearly organized. There are seven distinct review and approval procedures sprinkled throughout the ordinance, including special use permits, zoning map amendments, subdivision plat applications, and more land development permits, including grading permits and floodplain development permits. With only a few exceptions, the procedures are not labeled in the table of contents and they are scattered throughout the ordinance. What is more, the procedures themselves do not clearly describe what is required of the applicant, staff, commission members, or city councilors. The lack of a clear organizational approach and the absence of straightforward descriptions of procedures are hardly unique to Tyler. Rather these traits are symptomatic of an ordinance that has been amended over time, with no full-scale attempt to clean it all up.
- A zoning ordinance is seldom read from start to finish, which means users need tools
  to direct them to the sections that relate to their question or issue. An orderly table of
  contents and an index are two must-have components in a user-friendly zoning ordinance.
  Tyler's current zoning ordinance misses the mark in both respects.
- One of the simplest means of improving the usability of a zoning ordinance is to take
  numerical standards that are described in narrative form and put the information into
  one or more tables. In Tyler's case, that change can reduce that section of the ordinance
  from approximately 45 pages to five pages. Tables are also important for standards such
  as allowed uses. By displaying the uses in a matrix, code users can instantly see which
  uses are permitted where, and can easily spot errors of omission that might occur during
  future amendments.
- Graphics are most helpful for illustrating procedures and building form standards. Chapter 10 currently has some illustrations but they are of marginal quality, inconsistent appearance, and very limited utility. Graphics can be used to depict permitted building sizes, orientation, setbacks, landscaping requirements among other standards. Rules of measurement (e.g., what counts as frontage?) are also much easier to grasp when a drawing is included.
- The treatment of definitions in Chapter 10 is also emblematic of an out-of-date ordinance. There are no fewer than 14 separate sets of definitions and some terms are defined and labeled in more than one way. However, there are land uses and general terms used in the ordinance that are not included in the Definitions section and land uses that are in the Definitions section that do not appear in the use table or anywhere else in the ordinance. And finally, many of the definitions in the ordinance contain regulatory standards, which is a problem. To minimize the chance for inconsistency and confusion, standards should only appear in the regulations, not in the definitions. A definition should be value neutral; all numerical standards, dimensional requirements, etc. belong in the code itself.

#### Zoning **Districts**

As a general rule of thumb, the fewer the zoning districts in an ordinance, the easier the regulations will be to understand and administer. Tyler currently has

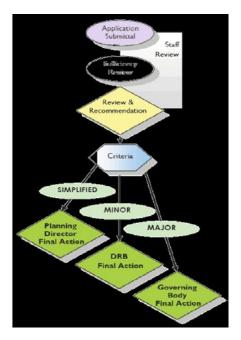
24 zoning districts, including nine



residential, four commercial, two office, five special purpose (e.g., educational, health services), and four planned districts. While the number of zoning districts in the Tyler ordinance is comparable with other cities, there are several opportunities where existing zoning districts can be eliminated and combined with another district of the same basic type. An easy way of determining which districts may no longer be needed is to look at a zoning map to see which districts are in use and to what extent. In addition, where the dimensional and density requirements for districts are similar and there is little variation from one district to the next, there is an opportunity to combine districts. At the same time, the Tyler 1st Comprehensive Plan recommends that several new district types be created: a downtown arts and culture district; neighborhood conservation districts; mixed-use districts; and commercial corridor overlay districts.

#### The Updated Code: Hybrid Zoning in a Unified **Development Ordinance**

The updated zoning ordinance being prepared for Tyler will be a unified development code, which is to say that it will combine all development regulations, including zoning and subdivision, street and sidewalk standards, landscaping and tree protection, parking, open space, sign regulations, stormwater and erosion control



Tyler's zoning ordinance can be made more user-friendly by including illustrations.

provisions into a single document. The foundation of the ordinance will continue to be the conventional zoning model, but aspects of performance zoning and form-based zoning will be incorporated where they would be more effective in promoting the goals of the Tyler 1st Comprehensive Plan. The new code will have the following characteristics:

- A single, uniform set of definitions and terminology
- A refined list of zoning districts and a new land use classification system
- Integrated procedures with step-by-step details on the sequence of development approvals
- Illustrated design guidelines and standards
- A detailed table of contents and index

- · Hyperlinks to code sections (in the electronic version) and site design standards
- A completely new look featuring a new and improved page layout and content described above.

The current ordinance does not enable the City to implement new development concepts in the Plan, for example, creation of a Business, Arts and Culture mixed-use district downtown, as well as other mixed-use districts, new design and development guidelines for commercial areas, corridors and mixed-use districts, the establishment of neighborhood conservation districts, subdivision design modifications and alternative options. It would be difficult to implement these objectives using the existing ordinance. The new strategies under consideration for the updated code are directed towards creating more compact and mixed-use development at human-scaled environments with more connectivity.

# C. Urban Design

Many of the issues central to Tyler 1st require new approaches to urban design as an integral part of the implementation program. But what is "urban design"? In the broadest terms, urban design is the process that shapes urban environments at a variety of scales, from regions and cities as a whole, to city districts or neighborhoods, down to individual lots. Urban design is concerned with the physical character of spaces in three dimensions. It is not, as sometimes thought, simply about visual appearance or style. Urban design affects many aspects of how we experience places, including how the different elements of spaces, such as buildings, sidewalks, roads, parking lots, and parks, relate to one another; how spaces function in facilitating, directing or obstructing people's activities; and how spaces express aesthetic values. Although urban design can be practiced both in publicly-owned and privately-owned places, the focus here will be on the public realm and on private places that are commonly open to the public, such as retail developments.

Many aspects of the Tyler vision and principles focus on issues that are the province of urban design: creation of beautiful public places; growth that reflects sense of place and community; connected networks of parks and trees; a reinvigorated downtown and North End; preservation of historic resources; improvements in transportation and a more pedestrian- and bicycle-friendly community. Although this section began with a call for "new approaches" to urban design, in many ways Tyler needs to return to some of the urban design and placemaking strategies that were prevalent before 1960. The older parts of the city were created at a human scale—laid out in a connected grid of streets with small blocks, sidewalks and tree-lined streets, parks and schools as the center of neighborhoods, shops clustered together and built to the sidewalk, and streets that accommodate cars without being dominated by cars. Tylerites are justifiably proud of the city's many beautiful residential neighborhoods and its identity as a green city of trees and flowers. However, the public realm of streets and commercial areas often does not reflect this beauty and land uses are organized in ways that limit connections and increase congestion. During recent decades, both residential and commercial development has been laid out in bigger blocks, with fewer connecting streets, limited or no facilities for pedestrians, and a general orientation to accommodate vehicles over people.

Adherence to a few basic interrelated urban design principles in the future will make a very big difference in achieving the goals of Tyler 1st:

#### Focus on creating human-scaled environments.

What this means is that places should be designed primarily at a scale that is comfortable for people, rather than at a scale primarily focused on vehicles. This is true even for major roads like South Broadway Avenue and Loop 323 and the retail areas that line these roads. It is hard for many people to imagine that the environment on these roads could ever change, but over time, by focusing on how to make both the street itself and the retail areas more functional and attractive for people, these districts will become even more successful than they already are. A central design question throughout Tyler (and everywhere else) is how to provide vehicle access and storage with a minimum impact on pedestrians and the quality of the environment.

#### Focus on streets as three-dimensional shared spaces.

Streets are the most important public spaces in any city and are made up of the travel right-of-way (including sidewalks) and the land, landscaping and buildings that line the travel way. Except for limited access highways, the travel way should be shared and accessible to vehicles, bicyclists and pedestrians. The vertical elements at the edge of the street—buildings and street trees—should create a sense of enclosure. Researchers have found that the optimum relationship of the vertical (height of buildings) to horizontal (width of street) dimensions in a street corridor should be no more than 1:4. Street trees spaced no more than 35 feet



New development in Southlake, TX includes streets at a scale comfortable for pedestrians and amenities such as sidewalks, lighting, and street trees.

can also create this sense of enclosure, even if the height to width ratio cannot. Tyler's major roads are very wide, with rights-of-way of 110 and 150 feet. On most of these streets, buildings no more than 35 feet tall are set far back from the street behind large parking lots so the effective width of the paved area can be as much as 1,000 feet. Among other things, this lack of enclosure encourages higher vehicle speeds.

#### Create walkable environments.

Everyone is a pedestrian at some point during every day. Walkable environments—connected, safe, comfortable, appealing—are important in both the public and semipublic realms and have been emphasized throughout this plan. In the survey, Community Visioning Retreat and open houses, Tylerites were clear about their desire for more walking opportunities. The City already requires sidewalks in new developments and residential developers have begun to provide walking trails as an amenity. Walkability depends on a variety of other design choices as well, such as block size. Smaller blocks provide more intersections and more opportunities for direct routes to destinations. In commercial areas, visual interest, safe crossings, shelter from sun and rain, human-scaled lighting, and other amenities can keep people walking.





Kierland Commons in Phoenix, AZ, uses a variety of elements to provide shade for people and cars.



Planted pedestrian paths have been added to mall parking lots in Massachusetts to improve pedestrian safety and circulation.



Rows of trees along older highways with typical suburbanstyle retail development can provide a sense of enclosure and scale. (Route 9, Framingham, MA)



With good signage directing drivers to the right location, parking to the rear of retail buildings can be very successful.

#### **Urban Design Strategies to Implement the Principles**

While it is important to tailor design approaches to particular site circumstances and needs, there is a set of well-known urban design strategies that may be used on a voluntary basis in Tyler in order to achieve the goals of the Tyler 1st Plan.

- Plant trees. Planting trees along streets and roads and in parking lots is one of the easiest ways to enhance the public realm, create comfortable environments, and reduce heat effects. Trees should be chosen for their suitability to the task. For example, street trees along sidewalks should be chosen to have canopies sufficiently high and broad to provide shade to pedestrians.
- Bring buildings to the street. In both the
  older and newer parts of the city, buildings should
  be located at the sidewalk, behind a small landscaped
  or hardscape setback, or, in a few cases along major
  arterials, behind limited, single-loaded parking.



New development should be close to sidewalks and have on-street or rear parking.

- Put parking to the side, to the rear, in structures or underground, with clear signage to direct motorists to parking. Parking is necessary but should not dominate street frontage. Rear parking should not, however, result in buildings that turn their backs on the street frontage.
- Use more pedestrian-friendly site design within retail centers. Designated pedestrian pathways along buildings and through parking lots towards building entrances, pedestrian precincts, and pedestrian connections from sidewalks directly to stores can make retail centers more attractive. In large centers, pedestrian paths at least every 300 feet to connect with entrances is a common rule of thumb.
- Create visual interest in buildings by avoiding blank facades. Articulated and modulated façades, windows and transparency attract interest by providing a sense of activity within.
- Design compact subdivisions for walkability, diversity, and connectivity.
   Smaller block sizes, averaging of lot sizes to allow for different housing types, narrower streets, limits on cul-de-sacs and dead end streets, provisions for future connectivity and dedication of open space will create subdivisions that, when connected together, create neighborhoods.



Buildings located at the sidewalk give a sense of enclosure to this new street in Frisco, TX.



The face that Southlake Town Square in Southlake, TX turns to the four-lane highway at its edge is of a series of buildings with architectural interest, and windows and doors opening to the sidewalk–not large parking lots in front of boxy buildings with blank walls.

A wide sidewalk, benches, shade, and human-scale lighting provide comfortable conditions for pedestrians in Addison, TX.



# D. Sampling of Potential Implementation Tools

In addition to tools referenced in the Action Plans, there are a variety of tools available to help Tyler achieve the broad range of land use and programmatic goals in the Comprehensive Plan. The Tyler community prefers using incentives and encouragement to achieve desired outcomes and the most important implementation tool that city government has is its ability to decide where and how to make public investments—in infrastructure, in programs, and in development assistance. Public investments coupled with the Plan tell the development community that local government will do what it can to support new private investment that will implement the plan. A representative list of regulatory, financial and incentive-based types of tools includes:

- **Zoning and regulations.** Most people think of zoning as the preeminent implementation tool for a land use plan and zoning is certainly one of the foundations for effective implementation of a plan. Because zoning regulates land use decisions and activities, implementation of the plan will involve adjustments to zoning to make it compatible with the plan's vision, goals, and actions.
- **Urban design strategies and design review.** Better design of public and semipublic places, as well as the way that private property meets public spaces, is critical to achieving the more functional, walkable, and distinctive community called for in the Tyler 1st Vision and Principles.
- Capital Improvement Plan and Master Street Plan. The Comprehensive Plan goals, principles and recommended actions should be consulted as the capital improvement plan is modified every year and as decisions are made about when and how to build out the Master Street Plan. The Tyler city government has made a commitment to retire debt and pay cash for capital improvements from the Half Cent Sales Tax, but the water and sewer enterprise funds do issue bonds to pay for capital improvements. Consolidation of capital improvements into one interrelated plan will help ensure consistency with Tyler 1st goals.
- Long-range transportation plan and the TIP (Transportation Improvement Program). Federal and state funds for transportation improvements become available through the MPO planning process. Decision-making for Tyler transportation needs within the MPO should be coordinated to achieve Tyler 1st goals.
- **Grant programs.** Federal Community Development Block Grant (CDBG) funds help pay for housing and community development assistance to low- and moderate-income households and neighborhoods predominantly occupied by those households. Tyler currently receives approximately \$400,000 annually in CDBG funds. It also receives federal HOME funds for acquisition, rehabilitation or new construction of homes for low- and moderate-income households. Competitive grant programs for economic development and other programs are available from the federal government, as well as some from state agencies such as the Texas Parks and Wildlife Department.

- Private and nonprofit funds. Tyler has a number of generous foundations that
  so far have not focused very much on aspects of the physical development of the city.
  However, there could be many opportunities for partnership in improving parks and
  public spaces, contributing to downtown and North End revitalization, and other Tyler
  1st goals.
- Public improvement districts. Tyler's Neighborhood Empowerment Works (NEW) program targets a specific neighborhood every year for focused attention and services.
   The City Council could also designate certain areas as needing additional services or infrastructure and assess property owners in these areas according to the level of benefit they receive.
- **Tax abatements.** Property tax abatements can be granted as an incentive for desired projects. The City already provides significant tax abatements for local historic landmarks.
- Tax Increment Financing (TIF). TIF districts are created by the City Council to underwrite infrastructure improvements designed to encourage redevelopment. The new tax increment above the pre-investment taxable value is directed to pay for the cost of the public improvements.
- Land assembly/land banking. For desired projects and investments, the City can help developers by facilitating land assembly or land banking properties.

# E. Action Plans

The implementation matrices that follow were developed to provide more specific guidance about how to put the plan to work and begin transforming ideas into action. The plan has a long-term horizon, looking ahead to 2030, but it also includes a number of short- and medium-term actions that are necessary prerequisites to long-term results. Each action plan includes goals, outcomes ("what"), strategies and actions ("how"), responsible parties ("who"), a target timeline and potential resources.

Short-Term Actions (2020-2022)

Intermediate Actions (2023-2026)

Long-Term Actions (2027+)

Complete

GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Create a full- service, mixed- use "Destination Downtown" that functions as the center of the	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	2007-2009	Current staff time; volunteer time
region.		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	2009-2011	General funding; TIF funding; partnerships with other organizations and stakeholders
TYLER 1st TYLER 1st 2020 UPDATE		Create church property owner, resident and millennial college groups in order gain their input and engage them in implementation of programs related to downtown revitalization.	Church representatives Property and business owners, residents, citizens in 20s and 30s (millenials).	2014-2015 2017 and ongoing	Current staff time and budget.
TYLER IST  TYLER IST  2020 UPDATE	Market downtown as a cohesive entity.	Organize a committee to define unified graphics and marketing activities such as an umbrella website for all of downtown, marketing programs that involve and promote downtown businesses, and define other appropriate marketing practices.	Main Street Department Staff and Heart of Tyler <u>Economic Vitality Com-</u> <u>mittee, volunteers, Hit the</u> <u>Bricks Committee</u>	2014-2016 2017-2020	Current staff time, volunteer time, media in-kind contributions and support funding contributed by participating businesses.
TYLER 1	Create a detailed master plan for downtown revitalization that includes numerous large-scale visual illustration of goals.	Create a Downtown Area Plan (DAP).	Planning and Main Street staff and Heart of Tyler volunteers in partnership with business and property owners, stakeholders.	2014-2017	Current staff time, volunteer time, Texas Main Street Program staff, consultants.
TYLER IST		Examine opportunities for more downtown event programming.	Main Street Department Staff and Heart of Tyler volunteers in partnership with business and property owners, stakeholders.	2014 and ongoing	Current staff time, volunteer time, media in-kind contributions and support funding contributed by participating businesses.
TYLER IST 2020 UPDATE		Consider trail facilities between downtown and Mid- town, as well as downtown and the Rose Garden.	Staff designated by City- Manager Main Street Staff	2014-20 <del>19</del> 21	Current staff time; consulting services; general funding

TYLER 1 <sup>ST</sup> DOWNTOWN TYLER ACTION PLAN						
Short-Term Ac	tions (2020-2022)	Intermediate Actions (2023-202	6) Long-Term	Actions (2027+)	Complete	
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES	
TYLER 1st		Consider branding areas within the downtown planning area.	· ·		Current staff time, volunteer time, Texas Main Street Program staff, consultants.	
TYLER 151 2020 UPDATE	Create a regulatory environment that will attract desired development types and result in desired design outcomes.	Designate the downtown planning area as a National Historic District, Revise zoning in the downtown planning area to create an 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 Main Street Staff	<del>2007-2008</del> 2018-2021	Current staff time; consulting services; general funding. grants	



TYLER 1 <sup>ST</sup> DOWNTOWN TYLER ACTION PLAN						
Short-Term Action	ons (2020-2022)	Intermediate Actions (2023-2026)	Long-Term A	actions (2027+)	Complete	
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES	
Create a full- service, mixed- use "Destination Downtown" that		Revise sign ordinance to allow downtown marquees to include electronic message center signs.	Staff designated by City Manager	2013	Current staff time	
functions as the center of the region.	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	2005-2019	New staff resources; general funding; partnerships with other organizations	
		Establish a downtown GIS archive that is updated at least monthly.	Staff designated by City Manager; Heart of Tyler Main Street	2008 and ongoing	Current staff time; partnerships with other organizations	
TYLER IST 2020 UPDATE	Make infrastructure and streetscape investments that support revitalization.	Create a Tax Increment Financing (TIF) district Reinvestment Zone (TIRZ) to support revitalization investments in streetscape and infrastructure.	Staff designated by City Manager; County Commissioners Court; Tyler Junior College Board of Regents	<del>2007-2008</del> <u>2015-2017</u>	Current staff time; consulting services; general funding	
TYLER 181 2020 UPDATE		Commission Implement a streetscape plan that includes continuous, high- quality sidewalks, street trees, safe pedestrian crossings, street furniture, parks and plazas.	Staff designated by City- Manager; Main Street Staff, Heart of Tyler Main- Street	2015-2016 2018-2021	New staff resources; general funding; partnerships with other organizations, grants	
TYLER IST  2020 UPDATE		Upgrade utility infrastructure, as needed, to support new residential and other development.	Staff designated by City- Manager Engineering, Streets and Main Street Staff	As needed, starting in 2008	Utility funding	
TYLER 1st 2020 UPDATE	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 Main Street Staff and County Coalition Mem- bers	<del>2008-2009</del> <u>2017-2019</u>	New staff resources; general funding; partnerships with other organizations	
TYLER 181 2020 UPDATE	Provide incentives for downtown development and redevelopment.	Consider select Monitor Downtown Revitalization Grant and other incentives, especially for pioneer developers, for development of priority sites.	Mayor and City Council; Staff designated by City- Manager Main Street Board and Main Street Staff	201 <u>29</u> and ongoing	General funding; TIF funding; project financing options; partnerships with other organizations and stakeholders, grants	
TYLER 1ST 2020 UPDATE		Consider Research a rent-assistance program to nurture start-up businesses.	Mayor and City Council; Staff designated by City Manager; Heart of Tyler Main Street Staff,- Property owners	201 <u>29</u> and ongoing	Current staff time; HUD funding; partnerships with property owners, grants	

Long-Term Actions (2027+)

2014 and

ongoing

2014-2015

#### TYLER 1ST DOWNTOWN TYLER ACTION PLAN

Intermediate Actions (2023-2026)

Consider making some

City-owned land in the

development.

western land section of the

either as public realm or for

Consider a market analysis for mixed-use development.

downtown core available,

GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Create new "urban" residential districts and improve existing districts with infill.	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	2007 and ongoing	General funding; TIF funding; project financing options; partnerships with other organizations



Short-Term Actions (2020-2022)





Discuss housing
<del>development</del>
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 designoptions for redevelopment of properties.

Offer incentives for Consider tax abatements, housing development. permit streamlining/ reductions, infrastructure relocations and other incentives for early projects of new housing and infill in downtown.

Mayor and City Council; 2014 and Heart of Tyler Main ongoing Street; Staff designated by City Manager

Property owners; Heart of Tyler Main Street; Staff designated by City-Manager

Mayor and City Council

2014-2015 and Mayor and City Council ongoing

and stakeholders General funding; TIF funding; partnerships with

other organizations

and stakeholders

and stakeholders

General funding;

TIF funding; project

financing options;

partnerships with other organizations

and stakeholders

General funding;

TIF funding; project

financing options;

partnerships with other organizations

Complete

Current staff time; General funding; utility funding

Short-Term Actions (2020-2022)	Intermediate Actions (2023-2026)	Long-Term Actions (2027+)	Complete
--------------------------------	----------------------------------	---------------------------	----------

GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Support the location of new anchor destinations in	Promote creation of downtown facilities by higher education and medical institutions.	Work with educational and medical institutions to locate facilities or make connections with downtown.	Mayor and City Council; Staff designated by City Manager	2014 and ongoing	Current staff time
downtown with City actions.	Provide incentives to attract new anchors, such as a hotel 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	2014 and ongoing	New staff resources; general funding; partnerships with other organizations
TYLER 181 2020 UPDATE		Examine Update the plan for further development of Goodman Museum and grounds.	Mayor and City Council; Heart of Tyler Main Street; Major stakeholders; Staff desginated by City Manager	<del>2014-2019</del> <u>2019-2022</u>	General funding; THF_ TIRZ funding; private funding
	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 desginated by City Manager	2008-2010	New staff resources; Heart of Tyler funding; general funding; partnerships with other organizations
TYLER IST 2020 UPDATE		Consider renovating Lindsey- Building into Arts Innovation- Center.	Mayor and City Council; Heart of Tyler Main Street; Major stakeholders; Staff desginated by City Manager	<del>2014-2019</del>	New staff resources; Heart of Tyler funding; general funding; partnerships with other organizations
TYLER IST 2020 UPDATE	Work to strengthen existing businesses and recruit new businesses to downtown.	Work on educational, service and marketing programming aimed and providing services to businesss. Create programming to attract new businesses and support them with services prior to and after opening.	Main Street Department Staff, Heart of Tyler volunteers and community partners such as the Small Business Development Center.	<del>2015-2019</del> <u>2018-2022</u>	Current staff time and budget.

Short-Term Ac	tions (2020-2022)	Intermediate Actions (2023-2026	6) Long-Term	Actions (2027+)	Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Enhance the public realm, including existing streets, parks, plazas, and open areas, and create new signature public spaces.  TYLER 181  2020 UPDATE	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	2015-20 <del>19</del> 21	General funding; TIF funding; private funding
TYLER IST 2020 UPDATE		Consider installing iconic artwork downtown. Art Alley, murals, sidewalk art and sculptures.	Heart of Tyler Main Street Staff; Staff designated by City Manager	2015-20 <del>19</del> 20	General funding; partnerships with other organizations
TYLER 1st 2020 UPDATE	Create or enhance downtown gateways.	Develop Implement concepts for gateway enhancements at major entryways into downtown, as well as underground utilities.	Major stakeholders; Developers; Heart of Tyler Main Street; Staff designated by City Manager	2015-20 <del>19</del> 22	New staff resources; consulting services; general funding; partnerships with other organizations
		Prioritize and implement gateway enhancements.	Major stakeholders; Developers; Heart of Tyler Main Street; Staff designated by City Manager	2020-2025	New staff resources; general funding; partnerships with other organizations
	Work with the County to promote enhancement 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; Heart of Tyler Main Street; Major stakeholders; General public; Staff designated by City Manager	2015-2019	General funding; TIF funding; private funding; professional services
		Implement enhancements for Downtown Square.	County; City; Major stakeholders	2020-2025	General funding; TIF funding; contributions from other agencies and the private sector
TYLER IST 2020 UPDATE	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	<del>2008-2011</del>	General funding; TIF- funding; contributions- from other agencies- and the private sector
TYLER Ist 2020 UPDATE		Commission a design of the new square to include elements such as public art, an interactive water feature, shade trees and flowering plants:	Mayor and City Council; Staff designated by City Manager	<del>2014-2019</del>	General funding; TIF- funding; contributions- from other agencies- and the private sector

Short-Term Actions (2020-2022)		Intermediate Actions (2023-2026)	Long-Term A	Actions (2027+)	Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Enhance the public realm, including existing streets, parks, plazas, and open areas,	TYLER IST 2020 UPDATE	Construct the new square.	Staff designated by City Manager	<del>2020-2025</del>	General funding; TIF- funding; contributions- from other agencies- and the private- sector
and create new signature public	TYLER IST	Provide funds to maintain the new square.	Mayor and City Council	After- construction	General funding
TYLER IST  TYLER IST  2020 UPDATE	2020 UPDATE Facilitate wayfinding through uniform downtown signage.	Commission design of a Assess current trends to create 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	<del>2014-2019</del> <u>2018-2021</u>	General funding; THF TIRZ funding; contributions from other agencies and the private sector
		Install new signs.	Staff designated by City Manager	2020-2025	General funding; TIF funding; contributions from other agencies and the private sector
TYLER 181 2020 UPDATE	Reinforce the existing brick streets identity of downtown.	Maintain 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; and experiment with modern brick to find the best fit.	Staff designated by City Manager	2007 and ongoing	Current staff time; general funding
	Provide incentives for site and façade improvements in existing downtown locations and retail buildings.	Establish the Downtown Revitalization Grant program Consider establishment of a Downtown Small Improvements Fund and program-to provide up to \$105,000 for signage, safety upgrades parking lot or façade improvements. that meet design guidelines in the new Business, Arts & Culture District.	Mayor and City Council; Heart of Tyler Main Street; Staff designated by City Manager	2009-2011 and ongoing 2017-2019	General funding; TIF funding; contributions from other agencies and the private sector
	Remediate the rest of the King Parking Lot to be more aesthetically pleasing and useful.	Create an interim plan for leveling and/or cleaning up the lot and put it into use until the lot is commercially developed.	Main Street Department Staff, Parks Department Staff, Planning Department Staff, Heart of Tyler volunteers and community partners.	2014-2019	Current staff time, donations, grants.
2020 UPDATE	Provide open space for a downtown farmers market.	Promote and examine possibilities to expand the feasibility of a downtown farmers market.	Staff designated by City Manager Main Street and Heart of Tyler	2014-2019 2019-2021	Current staff time.

# IMPLEMENTATION PLAN :: Chapter 14

Short-Term Acti	ons (2020-2022)	Intermediate Actions (2023-2026)	Long-Term A	Actions (2027+)	Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
TYLER 181 2020 UPDATE	Adopt Downtown Design Guidelines.	Study downtown design guidelines and adopt appropriate policies for downtown Tyler.	Planning and zoning staff, Main Street Department Staff.	<del>2016</del> 2018-2020	Current staff time.
Create a pedestrian, bicycle and parking plan to enhance access and connections to downtown.	Create a pedestrian and bicycle plan for downtown.	Identify needs for sidewalk improvements, crosswalks, extended walk signal times, bicycle lane opportunities, bike racks, etc., and incorporate this into the streetscape design plan.	Transportation Advisory Board; Metropolitan Planning Organization; Volunteer assistance from bike groups; Staff designated by City Manager	2014-2019	Current staff time; consulting services; general funding; Metropolitan Planning Organization funding; volunteer time
TYLER Ist 2020 UPDATE		Identify Implement Active Tyler recommendations including the a pedestrian route linking downtown and the medical district for improvements and signage.	Transportation Advisory Board; Staff designated by City Manager	2020-2025	Current staff time; consulting services; general funding
TYLER 181 2020 UPDATE		Utilize the Active Tyler Plan to guide and support grant applications for pedestrian and bicycle improvements.	Staff designated by the City Manager; Main Street Staff	2020 and ongoing	Current staff time, consulting services, general funding, grants
TYLER 181 2020 UPDATE	Improve availability and access to parking.	Consider creation and need- for a parking management- district which will manage all- the parking within the district, Implement the new parking meters, creation of a free parking garage and 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	<del>2014-2019</del> 2018-2020	Current staff time; consulting services; general funding; TIF funding
		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	2008 and ongoing	Current staff time; private partnerships
	Examine creation of a rail-trail.	Study feasibility of ROW acquisition and construction of a multi-use trail.	Metropolitan Planning Organization; Staff desig- nated by City Manager.	2020-2025	Current staff time; consulting services; general funding; Metropolitan Planning Organization funding
		If feasible, acquire ROW and design/construct the trail.	Mayor and City Council; Staff designated by City Manager; Metropolitan Planning Organization; Private sector partners	2026+	Current staff time; consulting services; general funding; Metropolitan Planning Organization funding

### TYLER 1ST DOWNTOWN TYLER ACTION PLAN

Short-Term Actions (2020-2022)

Intermediate Actions (2023-2026)

Long-Term Actions (2027+)

Complete

GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
	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	2009-2010 and ongoing	General funding; TIF funding; contributions from other agencies and the private sector
TYLER 181 2020 UPDATE	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	<del>2014-2019</del> 2018-2021	General funding; TIF funding; contributions from the private sector; current staff time; consulting services
TYLER 1st 2020 UPDATE		Make intersection crossing improvements for pedestrians, such as well-marked crossings, countdown lights, etc. at major intersections along Front Street and Beckham Avenue and Erwin Street and Broadway Avenue, Ferguson Street and Broadway Avenue. Conduct Traffic study to reduce number of traffic lights and include four-way stops and pedestrian srambles.	Staff designated by City Manager Main Street Staff and Engineering Department	<del>2012-2017</del> 2017-2022	General funding; Metropolitan Planning Organization funding



Downtown streetscape on the south side of the square



Residential neighborhood southeast of the downtown square



East side of the downtown sqaure



Butler Plaza and Smith County Courthouse

Sho	rt-Term Actions (2020-2022)	Intermediate Actions (2023	-2026) Long	-Term Actions (2027+)	Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Increase the number of homeowners.	er of program for all information center on the Manager		2008 and ongoing	New staff resources and current staff time	
		Consolidate information in a brochure, to be distributed widely to organizations and individuals around the city, and posted on the City's website. Update it annually.	Staff designated by City Manager	2008 and ongoing	New staff resources and current staff time; HUD funding
		Provide outreach through presentations to community groups such as church congregations, or first-time homebuyer fairs.	Staff designated by City Manager	2008-2009 and ongoing	New staff resources and current staff time; HUD funding
	Expand credit counseling programs for first-time homebuyers.	Seek funding from foundations, banks or other donors and then issue a request for proposals (RFP) to identify a nonprofit service provider for credit counseling.	Staff designated by City Manager	2008-2009	New staff resources and current staff time
		Approach the city's colleges and university to help provide credit counseling classes.	Staff designated by City Manager	2008-2009 and ongoing	New staff resources and current staff time; partnerships with educational institutions
		Consider contracting with a credit counseling provider who will issue quarterly and annual performance reports and measure outcomes.	Staff designated by City Manager	2009-2011 and ongoing	New staff resources and current staff time; HUD funding; partnerships with other organizations
	Explore community land trust and limited-equity models for below-market ownership housing.	Partner with experienced mortage lending nonprofits in other places to discuss their experiences and invite PATH or other appropriate local groups to participate.	Staff designated by City Manager; Housing- related non-profits	2008	New staff resources and current staff time; partnerships with non- profits
Add 3,000 mo households to North Tyler and downtow to create mixed-income neighborhood	it easier to assemble vacant properties for redevelopment, potentially including tax forgiveness or	Work with the Smith County Tax Office to gain control of tax title properties as part of the City's Housing Infill Program (HIP).	Staff designated by City Manager; Smith County Tax Office; Tax collection firms; Local taxing jurisdictions	2007 and ongoing	New staff resources and current staff time; partnerships with Tax Office, collection firms and other local taxing jurisdictions

Short-Term Actions (2020-2022)

Short-Term	Actions (2020-2022)	Intermediate Actions (2023-2	2026) Long	-Term Actions (2027+)	Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Add 3,000 more households to North Tyler		Provide assistance in locating and working with absentee owners.	Staff designated by City Manager	2008-2011 and ongoing	New staff resources and current staff time
and downtown to create mixed-income neighborhoods.		Provide incentives for housing development, such as forgiveness of taxes on tax title properties, donation of lots, or forgiveness of mowing and demolition liens.	Mayor and City Council	2008-2011 and ongoing	New staff resources and current staff time; general funding
	Organize revolving loan pools to write down interest rates for scattered site housing rehabilitation and new housing development.	Approach Tyler area banks and foundations about contributing to revolving loan pools, interest rate buy downs, or loan loss reserves.	Staff designated by City Manager	2008-2011 and ongoing	New staff resources and current staff time
	Provide tax incentives for market rate rental and condominium housing development in the North End.	Consider providing tax abatements for new market- rate rental and condominium housing developed in the North End to reduce the risk to for-profit developers entering the North End market.	Mayor and City Council; County Commissioners Court; TJC Board of Regents	2008-2017	New staff resources and current staff time; general funding
TYLER SI 2020 UPDATE	Establish task force to address affordable housing.	Convene stakeholders, including community representatives, bankers, realtors, builders, and housing advocates	Staff designated by City Manager	2008-2009 Needs to be revisited 2020- 2021)	Staff time; private sector partners
	Promote construction of single-family attached housing to increase new housing stock with single-family character.	Work with a designer and real estate consultant to provide a design and financial conceptual model to show to developers.	Local builders and realtors; Staff designated by City Manager	2009-2011	Volunteer services; new staff resources and current staff time
	Provide information on landlord-tenant relationships and rights.	Create pamphlets and online information, or obtain it from other sources and distribute widely, including to social services agencies, churches and other community organizations	Staff designated by City Manager	2010	New staff resources and current staff time; CDBG funding
	Locate multifamily housing as part of mixed-use centers, rather than in isolated pods.	Consult the Future Land Use Guide for mixed-use locations for multifamily housing when considering rezoning applications.	Mayor and City Council; Planning & Zoning Commission; Staff designated by City Manager	2008 and ongoing	Current staff time
		Work to create a mixed-use, multifamily and/or single- family project.	Staff designated by City Manager; Private partnerships	2008 and ongoing	New staff resources and current staff time; utility funding; HUD funding

TYLER 1ST NORTH END ACTION PLAN					
Short-Term	Short-Term Actions (2020-2022) Intermediate Actions (2023-20		-2026) Long	-Term Actions (2027+)	Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Add 3,000 more households to North Tyler and downtown to create mixed-income neighborhoods.	Work with for-profit and non-profit developers to ensure that design of new below-market housing is compatible with existing neighborhood character rather than an identifiable, "subsidized" model.	Review designs as a condition of any City incentives or City-facilitated housing development.	Staff designated by City Manager	2008 and ongoing	Current staff time
TYLER 1st 2020 UPDATE	Prepare property to be sold by the City for quality and innovative redevelopment.	Work with the City of Tyler Legal, Contract attorneys and Smith County to place the restrictions on property acquired for the HIP program. In addition, to any property acquired by the City for the construction of affordable housing.	Neighborhood Services staff.	2020-2021	Current staff time
TYLER 151 2020 UPDATE		Utilize planned development zoning and/or overlay districts to establish development parameters for desired redevelopment.	Staff assigned by City Manager	2020 and ongoing	Current staff time
Focus commercial development around targeted mixed-use intersections.	Promote mixed- use, higher-density development at key intersections: U.S. 69N and Loop 323, Gentry Parkway from Martin Luther King, Jr. Boulevard to North Glenwood Boulevard, Gentry Parkway and Bergfeld Avenue, Martin Luther King, Jr. Boulevard between Broadway and Palace avenues, Glenwood Boulevard and Vine Avenue, Glenwood Boulevard and Houston Street, and Loop 323 and major intersections.	Consult the Future Land Use Guide on applications for new zoning and establish an overlay district on major streets that provides for appropriate design standards and clustering of commercial development.	Mayor and City Council; Planning & Zoning Commission; Staff designated by City Manager; TxDOT	2014-2019	Current staff time
	Improve the appearance of Loop 323.	Establish an overlay district that promotes better sight design, access management, and appearance.	Mayor and City Council; Planning & Zoning Commission; Staff designated by City Manager; TxDOT	2007-2008	Current staff time; consultant services; general funding

Short-Term A	ctions (2020-2022)	Intermediate Actions (2023-2	026) Long-	Term Actions (2027+)	Complete
GOAL	WHAT	HOW	WHO	TIMELINE	RESOURCES
Focus commercial development around targeted mixed-use	Provide for small corner stores in neighborhoods.	Allow neighborhood stores by special permit.	Mayor and City Council; Planning & Zoning Commission; Staff designated by City Manager	2007-2008	Current staff time; consultant services; general funding
intersections.	Consider tax- related incentives for commercial redevelopment in the North End.	Develop a policy for potential tax abatements on a limited case-by-case basis for commercial redevelopment in the designated mixed-use centers if the project meets the goals of the revitalization plan.	Mayor and City Council; Staff designated by City Manager; County Commissioners Court; TJC Board of Regents	2014-2019	Current staff time; general funding
		Where appropriate for redevelopment, consider creation of a Tax Increment Financing (TIF) district to capture incremental increases in levies due to increases in value to fund public improvements.	Mayor and City Council; Staff designated by City Manager	2008-2010 and ongoing	New staff resources; current staff time; consultant services; general funding
TYLER 1st	Increase the number of transit routes.	Conduct community surveys to locate need for transit routes.	Neighborhood Services, Transit	2014 and ongoing	Federal Funds, consulting services
Create new major open space amenities and upgrade existing parks.	Create Black Fork Creek and Willow Creek Nature Preserves and Greenways with walking and biking trails.	Commission a plan that provides physical alternatives and implementation and financial alternatives including roles for government, for profit, and nonprofit entities.	Mayor and City Council; Major stakeholders; Staff designated by City Manager	2020-2025	Current staff time; consultant services; general funding
	associated with pschool building dprojects and housing a	Include a public participation process associated with the design of these parks to build and strengthen community in these neighborhoods.	Parks & Recreation Board; Major stakeholders; Staff designated by City Manager	2009 and ongoing	New staff resources and current staff time; general funding
	Partner with private interests for the promotion of a new Tyler First Tee program at Woldert Park	The First Tee of Tyler has been formed and land has been donated adjacent to Woldert Park. This land, together with land from the existing Woldert Park, is intended to be the home for this new sports program.	Private/community partners	2007 and ongoing	Private funding

	1	YLER 1ST NORTH E	ND ACTION PLAN			
Short-Terr	m Actions (2020-2022)	Intermediate Actions (2023	3-2026) Long	-Term Actions (2027+)	Complete	
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES	
	Give priority to park renovation where new or renovated housing is developed.	Coordinate park renovations with housing activities.	Parks & Recreation Board; Developers; Staff designated by City Manager	2009 and ongoing	Current staff time; general funding	
	Increase the number of trails, pocket parks and green space around new development.	Ask developers to consider adding as part of the project.	Neighborhood Services, Development Services	2014 and ongoing	Developers	
Maintain and upgrade neighborhood infrastructure.	Survey streets, drainage and other infrastructure in the North End for improvements such as paving, sidewalks, street trees and street lights.	Evaluate existing assets in the North End for maintenance needs.	Staff designated by City Manager	2008-2009 and ongoing	Current staff time; general funding	
		Inventory locations where sidewalks are discontinuous, street lights are lacking, and street trees are needed.	Staff designated by City Manager	2008-2009 and ongoing	New staff resources and current staff time; general funding	
	Coordinate improvements with other revitalization activities so that infrastructure investments can contribute to a critical mass of revitalization.	Create a priority list coordinated with downtown revitalization, housing development activity, parks and other improvements.	North End Working Group	2008 and ongoing	New staff resources and current staff time	
		Evaluate the North Bois d'Arc-North Broadway area because of its proximity to downtown and the Texas College area, which has diverse existing housing and many new housing opportunities, as the first two priority areas.	North End Working Group	2008-2009	New staff resources and current staff time	
	Establish a Safe Routes to School Program.	Create a Safe Routes to School plan.	Staff designated by City Manager; MPO; T.I.S.D.	2009-2011	New staff resources and current staff time; consulting services; general funding	

#### **TYLER 1ST NORTH END ACTION PLAN** Short-Term Actions (2020-2022) Complete Intermediate Actions (2023-2026) Long-Term Actions (2027+) **POTENTIAL TARGET GOAL WHAT HOW WHO RESOURCES TIMELINE** Staff designated by City 2012-2015 Apply for funds from TxDOT New staff resources from the federal Safe Routes Manager; MPO and current staff time: to School Program for consulting services; infrastructure projects and general funding activities such as education, enforcement, and promotion. Improve crime Continue and Add new beats and Police Department ongoing New staff resources and prevention and enhance community community policing officers current staff time quality of life policing initiatives as needed enforcement. 2008 and New staff resources Consider creation of a Work with the proposed Representatives North End Crime Task of neighborhood neighborhood coalition or and current staff time; ongoing associations, social Force groups active in the Texans community-based Against Crime initiative services groups, groups churches and other community-based groups and the Police Department Inform residents of Create a marketing Staff designated by City 2008 and New staff resources and their rights to codeprogram and easy reporting current staff time; solid Manager ongoing compliant housing mechanism (phone as waste funding and their ability to well as Web), including call on the City to Spanish language capacity. improve conditions that reaches North End residents including church and promote reporting of code violations. congregations, other neighborhood organizations, and social services agencies to raise public awareness. Commission city employees Staff designated by City 2008 and New staff resources and in various field service Manager ongoing current staff time; solid departments to report waste funding offenses. Increase manpower and Mayor and City Council; 2007 New staff resources and resources to provide more Staff designated by City current staff time; solid Manager proactive code enforcement. waste funding New staff resources and Work with the North 2008 and Staff designated by City End community and Manager ongoing current staff time; solid neighborhood groups to waste funding enhance code enforcement. Provide for an initial warning Staff designated by City 2008 and New staff resources and Expand a ticketing system for quality of and educational material Manager current staff time; solid ongoing life infractions such as followed by fines significant waste funding junk cars. enough to make an

impression.

Short-Term Actions (2020-2022)	Intermediate Actions (2023-2026)	Long-Term Actions (2027+)	Complete

GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
	Expedite the demolition process of unoccupied, substandard, dilapidated houses.	Encourage/utilize Voluntary Demolition program in collaboration with the Neighborhood Revitalization Board.	Neighborhood Services staff	2014 and ongoing	Neighborhood Revitalization Board
Establish a neighborhood coalition with associations in all major	hborhood activities of North End and West Tyler citizen groups, churches and others groups, agencies and nonprofits.  All major cicts to lay groundwork community elopment oration C).  Activities of North End and Sociations, social services groups, churches and others groups, churches and others groups, churches and others groups, churches and others to convene a North End coalition for revitalization.  Provide meeting space and staff support for meetings (outreach, calling meetings, creating contact lists, organizing volunteer committees, grant-writing	Staff designated by City	2008 and ongoing	New staff resources and current staff time	
districts to lay the groundwork for a community development corporation (CDC).		and staff support for meetings (outreach, calling meetings, creating contact lists, organizing volunteer	Staff designated by City Manager	2008-2011	New staff resources and current staff time
		Transition organizational and support activities to the coalition after two years with limited municipal contribution from CDBG funds.	North End coalition	2012 and ongoing	Major stakeholders; new staff resources and current staff time; HUD- funding
		Organize activities for North End improvement such as children's activities, clean-up campaigns, distribution of information on credit counseling, etc.	North End coalition	2012 and ongoing	Major stakeholders; new staff resources and current staff time; HUD funding
Recognize historic structures and areas in the North End planning area.	Seek to uncover, restore, and maintain brick streets north of downtown to enhance historic character.	Examine the possibility of creating a defined area of historic neighborhood character by uncovering brick streets where intersections or abutting blocks are covered over with asphalt and maintain Bois d'Arc Avenue brick streets north of Gentry Parkway.	Historical Preservation Board; Major stakeholders; Historic Tyler, Inc.; Staff designated by City Manager	2012-2015	Current staff time; volunteer time; partnership with interested organizations
	Promote creation of a Neighborhood Conservation District around North Bois d'Arc Avenue.	Pass an enabling act to create Neighborhood Conservation Districts.	Mayor and City Council	2007	Current staff time

Short-T	erm Actions (2020-2022)	Intermediate Actions (20	23-2026) Lo	ng-Term Actions (2027+	-) Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Recognize historic structures and areas in the North End planning area.		Work with property owners and residents to promote creation of a NCD centered on Bois d'Arc Avenue from Gentry Parkway to Martin Luther King, Jr. Boulevard.	Historical Preservation Board; Major stakeholders; Historic Tyler, Inc.; Staff designated by City Manager	2012-2015	Current staff time; volunteer time; partnership with interested organizations
	Launch a three- year program to promote Tyler Historic Landmark status and installation of historic markers and plaques at North End locations important to city history, including the history of the African- American community.	Encourage the designation of other properties in the North End as Tyler Historic Landmarks and the identification of important sites as candidates for state historic markers.	Historical Preservation Board; Major stakeholders; Historic Tyler, Inc.; Staff designated by City Manager	2009-2011	Current staff time; volunteer time; partnership with interested organizations
Improve the appearance and function of major roads.		Apply for 50/50 matching grant funds from the state to install landscaping on Gentry Parkway.	Staff designated by City Manager; TxDOT	2007-2008	Current staff time; consultant services; general funding
		Install landscaping on Gentry Parkway.	Staff designated by City Manager; TxDOT	2009-2010	Current staff time; State funding; Half Cent Sales Tax funding
	Make Gentry Parkway, Glenwood Boulevard and Martin Luther King, Jr. Boulevard into real parkways or boulevards.	Experiment with temporary barriers to reconfigure lanes —accompanied by public outreach.	Staff designated by City Manager; TxDOT	2009-2011	New staff resources and current staff time; general funding
		Fund a boulevard study.	MPO; Staff designated by City Manager	2014-2019	Current staff time; MPO funding
		Commission a preliminary design plan for priority boulevards.	Staff designated by City Manager; TxDOT	2020-2025	Current staff time; Half Cent Sales Tax funding; State funding
		Construct parkway/boulevard design.	Staff designated by City Manager; TxDOT	2026+	Current staff time; Half Cent Sales Tax funding; State funding
	Promote a program to plant pine trees along the major entrance corridors into Tyler.	Promote a program to plant pine trees along entrance corridors.	Keep Tyler Beautiful Board; Volunteers; Community Stakeholders; Staff designated by City Manager	2014 and ongoing	New staff resources and current staff time; private contributions; general funding

TYLER 1ST NORTH END ACTION PLAN					
Short-Term	Actions (2020-2022)	Intermediate Actions (2023	-2026) Long	-Term Actions (2027+)	Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
TYLER 1st 2020 UPDATE	Increase street lighting along major roads.	Work with Oncor for the installation of additional lights.	Chief Financial Officer	2020 and ongoing	Grants, City budget
Promote local business development and marketing.	Support expansion of marketing and programs for microlending and small business training.	Assist the Metropolitan Black Chamber of Commerce in expanding public awareness of its programs.	Metropolitan Black Chamber of Commerce; Staff designated by City Manager	2008 and ongoing	Current staff time; general funding
		Offer more accessible and affordable micro-lending through a partnership with a non-profit lender.	Hispanic Business Alliance and its partners	2008 and ongoing	Outside organization funding; general funding
	Assist in joint marketing efforts for existing businesses.	Use joint marketing efforts to raise awareness about existing local unique businesses that serve the neighborhood and encourage a "Buy Local" campaign with brochures that identify the locally-owned businesses, joint advertising, and special events.	Metropolitan Black Chamber of Commerce; Tyler Area Chamber of Commerce; Staff designated by City Manager	2008 and ongoing	Current staff time; support from local business organizations
Focus attention on neighborhood improvement, new housing development, and marketing of	Coordinate neighborhood improvement and redevelopment activities in the North End planning area.	Create an interdepartmental North End Working Group to focus on the needs of the North End on a regular basis in a coordinated way.	Staff designated by City Manager	2008 and ongoing	New staff resources and current staff time
neighborhoods in the North End planning area		Purchase and renovate the old Regions Bank building on Gentry Parkway to house the Neighborhood Services Department as an example for redevelopment and to better serve the North End.	Mayor and City Council; Staff designated by City Manager	2007	Current staff time; consulting services; general funding
		Create and implement an Area Development Plan for the Texas College area.	Mayor and City Council; Staff designated by City Manager; Texas College; other stakeholders	2010 and ongoing	Current staff time; consulting services; general funding
TYLER IS		Consider developing an urban village concept in the North End planning area.	Mayor and City Council; Staff designated by City Manager; Texas College; other stakeholders	2014-2019	Current staff time; consulting services; general funding
TYLER SI 2020 UPDATE		Utilize the Active Tyler Plan to guide and support grant applications to connect neighborhoods to schools, parks and other destinations.	Staff designated by City Manager	2020 and ongoing	Current staff time, consulting services, general funding, grants

Short-Term Actions (2020-2022) Intermediate Actions (2023-2026)

Long-Term Actions (2027+)

Complete

GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
	Create new development opportunities through annexation.	Pursue annexation strategies to the north and west.	Mayor and City Council; Staff designated by City Manager	2008 and ongoing	Current staff time; consulting services; general funding



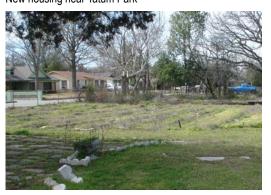
Home business on North Bois d'Arc Avenue



New housing near Tatum Park



St. Peter Claver Catholic Church, North Tenneha Avenue



Butler College Community Garden

# TYLER 1ST HISTORIC PRESERVATION ACTION PLAN

Short-Term Actions (2020-2022)	Intermediate Actions (2023-2026)	Long-Term Actions (2027+)	Complete
--------------------------------	----------------------------------	---------------------------	----------

Short-Term Action	ons (2020-2022)	Intermediate Actions (2023-202	Long-Term A	Long-Term Actions (2027+)	
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Maintain the integrity and character of Tyler's historic neighborhoods.	Allow for the creation of neighborhood conservation districts to protect neighborhood character in existing historic and other distinctive residential areas.	Draft and adopt an enabling ordinace that includes a 2/3 property owner requirement to request an NCD study and a 75% property-owner assent before creation of an NCD.	Mayor and City Council; Historical Preservation Board; Staff designated by City Manager	2007-2008	Current staff time
		Identify groups of properties within the city that may qualify as neighborhood conservation districts.	Historical Preservation Board; Historic Tyler; Heart of Tyler Main Street; Staff designated by City Manager	2008-2011	Current staff time; possible consulting services; possible general funding; partnerships with other organizations
	Consider reducing the property-owner consent requirement for a local historic district.	Amend the landmarks ordinance to require less than 100% consent.	Mayor and City Council; Historical Preservation Board	2007-2008	Current staff time
	Initiate a local historic district.	Encourage the creation of a local historic district that is smaller than the National Register historic districts and includes properties that have clear and documented historic significance.	Historical Preservation Board; Historic Tyler; Heart of Tyler Main Street; Staff designated by City Manager	2008-2011	Current staff time; partnerships with others organizations
	Give the Historical Preservation Board greater direct responsibility for reviewing proposed changes to historic landmarks and districts.	Amend the historic preservation ordinance to give the Historical Preservation Board the authority to issue Certificates of Appropriateness for local historic landmarks and districts.	Mayor and City Council	2007-2008	Current staff time
		Develop design guidelines—based on the Secretary of the Interior's Standards—that specifically address property features/qualities that are important to Tyler's history and character.	Mayor and City Council; Historical Preservation Board; Staff designated by City Manager	2008-2011	Current staff time; possible consulting services; possible general funding; partnerships with other organizations

### TYLER 1ST HISTORIC PRESERVATION ACTION PLAN

Short-Term Actions (2020-2022)		Intermediate Actions (2023-2026)	) Long-Term Actions (2027+		Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Maintain the integrity and character of Tyler's historic neighborhoods.		Amend the landmark ordinance to place a six-month COA time limit for work to proceed before the COA expires and a two-year limit for completion of work.	Mayor and City Council; Historical Preservation Board	2007-2008	Current staff time
	Ensure that the Historical Preservation Board membership meets the requirements of the City's historic preservation ordinance.	Ensure that the Board includes the spectrum of expertise to qualify to perform design review of historic property and neighborhood features.	Mayor and City Council	2007 and ongoing	Current staff time
TYLER Ist 2020 UPDATE	Continue to maintain Tyler's existing brick streets and create a plan to uncover and repair brick streets that have been paved over and adopt a maintenance plan.	Create and adopt a maintenance plan for brick streets; include a prioritization ranking for the brick streets, funding sources for maintenance crew and sourcing of bricks.	Staff designated by City Manager	2007 and ongoing	Current staff time
	Hire staff with historic preservation training.	Hire a full-time historic preservation officer.	Staff designated by City Manager	2026+	New staff resources; general funding
TYLER 1st 2020 UPDATE		Recruit Planning Department staff with coursework and experience in historic preservation.	Planning Director	2020 and ongoing	Current staff time
	Work with Historic Tyler, Inc. to provide guidance publications for property owners.	Jointly create a series of documents that will provide guidance for owners of historic properties.	Historical Preservation Board; Historic Tyler; Heart of Tyler Main Street; Staff designated by City Manager	2011-2015	Current staff time; possible consulting services; possible general funding; partnerships with other organizations
TYLER IST 2020 UPDATE		Prepare design guidelines or design manual for review and education purposes.	Historic Preservation Board; Historic Tyler; Heart of Tyler Main Street; Staff designated by City Manager	2020 and ongoing	Current staff time
TYLER Ist	Retain Tyler's sense of place and identity.	Encourage zone changes and creation of historic overlay districts, which would protect historical significant structures.	Historical Preservation Board, Planning Director and Historic Preservation Officer	2014 and ongoing	Current Staff Time and general funding

Short-Term Actions (2020-2022)		Intermediate Actions (2023-2026)		Long-Term Actions (2027+)		Complete
--------------------------------	--	----------------------------------	--	---------------------------	--	----------

Snort- Ierm Actio	ons (2020-2022)	Intermediate Actions (2023-202	Intermediate Actions (2023-2026) Long-term Ad		Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Identify additional properties and groups of properties important to Tyler's history for designation and protection.	Seek consultant assistance and grants to identify and document residential and commercial properties - and historic infrastructure - throughout the city for potential local landmark designation.	Update the 1995-1999 historic resources survey and rank properties for priority preservation.	Historical Preservation Board; Staff designated by City Manager	2014-2019	Current staff time; consulting services; general funding
	Identify structures less than 50 years old that may be exceptionally significant and encourage them to apply for landmark status.	Use Historic Resource Survey to identify properties and send letters of encouragment.	Historical Preservation Board, Planning Director and Historic Preservation Officer	2015 and ongoing	Current Staff Time and general funding
Ensure that City review of development includes historic preservation review when necessary.	Create an efficient system in which the Historical Preservation Board is notified by the City departments and boards when there are projects affecting properties at least 50 years old so potential impacts to historic properties can be reviewed	Allow the Historical Preservation Board to comment on projects/actions that will affect properties that are at least 50 years old, even if these properties are not local landmarks or contributing properties in a National Register historic district.	Staff designated by City Manager	2008 and ongoing	Current staff time

	Short-Term Act	ions (2020-2022)	Intermediate Actions (2023-20	26)	Long-Term	Actions (2027+)	Complete
G	GOAL	WHAT	HOW		WHO	TARGET TIMELINE	POTENTIAL RESOURCES
all City s	ervation opportunities send Historical Preservation Manager  ledge of for staff and Board members and their staff support to at least one educational event in Texas.  Preservation Board Board members to			2008 and ongoing	General funding		
			Collaborate with Historic Tyler, Inc. to hold an annual local historic preservation conference/workshop in Tyler and seek to host a local historic preservation conference or workshop at one of Tyler's historic buildings.	Board; Hi	Preservation storic Tyler; gnated by City	2012 and ongoing	Current staff time; possible consulting services; possible general funding; partnerships with other organizations
		Seek education on preservation of commercial properties and infrastructure.	Work with Tyler's Main Street program, the Heart of Tyler; the Texas Historical Commission; and other sources of preservation information to better understand the cultural and economic value of the preservation of non-residential properties.	Street; Staff designated by City Manager		2008 and ongoing	Current staff time; possible consulting services; possible general funding; partnerships with other organizations
TYL	ER <mark>I</mark> si	Provide, support and increase the availability of training and education.	Create and host quarterly Historic Preservation educational and training sessions.	Historic P	nd host quarterly Preservation nal and training	2015 and ongoing	Historical Preservation Board, Planning Director and Historic Preservation Officer



Jenkins-Harvey Super Service Station and Garage (1929)



WPA drainage canal (1932)



Victorian-era homes on South Fannin Avenue

Short-Term Action	ons (2020-2022)	Intermediate Actions (2023-202	6) Long-Term	Actions (2027+)	Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Promote and display diverse aspects of Tyler's history to enhance resident and visitor awareness of its importance.	Collaborate with Historic Tyler, Inc. and other groups to develop thematic heritage trails.	Commission a study of potential historic trails in Tyler.	Historical Preservation Board; Historic Tyler; Heart of Tyler Main Street; Staff designated by City Manager	2020-2025	Current staff time; possible consulting services; possible general funding; partnerships with other organizations
	Collaborate with Historic Tyler, Inc. to organize public events that celebrate Tyler's history and historic neighborhoods.	Work with Historic Tyler, Inc. to offer public events that highlight Tyler's historical role as a regional center and its many historic neighborhoods.	Historical Preservation Board; Historic Tyler; Staff designated by City Manager	2009 and ongoing	Current staff time; possible consulting services; possible general funding; partnerships with other organizations
TYLER S	Support preservation of properties and sites associated with ethnic groups.	Develop and implement Black History Month Program.	Historical Preservation Board, Planning Director, Communications Department and Historic Preservation Officer	2014 and ongoing	CLG Grant, Current Staff Time and general funding
Enhance public awareness of the economic benefits of historic preservation in Tyler.	Expand the local landmarks program by contacting owners of key historic properties annually with information about the benefits of local landmark designation.	Contact the property owners of "high" and "medium priority" properties on an annual basis to urge them to protect their properties by entering them in the local landmarks program (or even to work together to create a local historic district).	Historical Preservation Board; Historic Tyler; Heart of Tyler Main Street; Staff designated by City Manager	2008 and ongoing	Current staff time; partnerships with other organizations
		Provide materials that outline the local tax benefits that are available to landmarked properties, along with a brief description of the designation process, and information on how the City can help property owners with the designation process.	Staff designated by City Manager	2008 and ongoing	Current staff time
		Post these materials on the Department of Planning and Zoning's webpage for viewing and downloading.	Staff designated by City Manager	2008 and ongoing	Current staff time

#### TYLER 1ST HISTORIC PRESERVATION ACTION PLAN Complete Short-Term Actions (2020-2022) Long-Term Actions (2027+) Intermediate Actions (2023-2026) **TARGET POTENTIAL GOAL WHO WHAT** HOW **TIMELINE RESOURCES** Provide contact information **Enhance public** Staff designated by City 2007 and Current staff time awareness of (phone number and e-mail Manager ongoing the economic address) for the staff person benefits of historic who advises the HPB in all preservation in materials on the City's website Tyler. and in phone directories. Examine the feasibility of Historic Tyler, Inc.; Smith 2014-2019 Current staff time creating a Landmark Society County Historical Society: TYLER 1st in Tyler. the Historical Preservation Board; Staff designated by City Manager Continue to offer Continue the 50% exemption Mayor and City Council 2007 and Current staff time (50% of the property's entire and publicize ongoing historic preservation assessed value) to encourage tax incentives. owners to keep their properties in the local landmarks program and maintain them. Mayor and City Council 2007 and Current staff time Continue the 100% tax abatement for up to five years ongoing for improvements to properties in the local landmarks program. Publicize the availability Historical Preservation 2008 and Current staff time: of federal tax incentives Board; Historic Tyler; Heart partnerships with ongoing and grants from the Texas of Tyler Main Street; Staff other organizations Historical Commission for designated by the City historic rehabilitation projects. Manager 2011 Quantify the Create public education Historical Preservation Current staff time; materials that include Board; Historic Tyler; Heart existing and partnerships with potential economic discussions of economic of Tyler Main Street; Staff other organizations designated by the City benefits of historic benefits. preservation. Manager 2019 and Measure the existing and City of Tyler, Tyler Area Current staff time: potential economic benefits Convention and Visitors ongoing possible consulting to the city in terms of tax services; possible Rureau base, increased tourism, and general funding; increased resident and tourist partnerships with expenditures in the event of other organizations new historic designations and preservation activities. This

information should be widely distributed through brochures, HPB, Historic Tyler, and Heart of Tyler information materials and online materials.

Short-Term Acti	ons (2020-2022)	Intermediate Actions (2023-202	(6) Long-Term	Actions (2027+)	Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Enhance Historic Preservation Involvment	Facilitate and adopt a Strategic Plan for Historic Preservation.	Develop and implement historic preservation strategic plan.	Historic Tyler, Inc., Smith County Historical Society, the Historical Preservation Board, City of Tyler and the Tyler Area Chamber of Commerce	2014-2015	Certified Local Government (CLG) Grant, Current Staff Time and general funding
TYLER [8	Educate residents of the importance of history, to better understand and appreciate historic preservation.	Create various educational programs for the local schools.	Historic Tyler, Inc., Smith County Historical Society, the Historical Preservation Board, City of Tyler, the Tyler Area Chamber of Commerce and TISD	2015 and ongoing	CLG Grant, Current Staff Time and general funding
TYLER 18		Develop a preservation lecture series.	Historic Tyler, Inc., Smith County Historical Society, the Historical Preservation Board, City of Tyler and the Tyler Area Chamber of Commerce	2015 and ongoing	CLG Grant, Current Staff Time and general funding
TYLER [8		Develop and hold a seminar with educational handouts for contractors on the Secretary of Interior Standards.	Historic Tyler, Inc., Smith County Historical Society, the Historical Preservation Board, City of Tyler and the Tyler Area Chamber of Commerce	2014 and ongoing	CLG Grant, Current Staff Time and general funding
TYLER I	Develop, support and market historic and cultural places to travelers/tourists.	Expand the number of tour itineraries that reach other districts, neighborhoods and sites.	Historic Tyler, Inc., Smith County Historical Society, the Historical Preservation Board, City of Tyler, the Tyler Area Chamber of Commerce and TISD	2015 and ongoing	CLG Grant, Current Staff Time and general funding
TYLER 18		Develop Tyler historic tour maps with podcasting .	Historic Tyler, Inc., Smith County Historical Society, the Historical Preservation Board, City of Tyler, the Tyler Area Chamber of Commerce and TISD	2014 and ongoing	CLG Grant, Current Staff Time and general funding
TYLER 18		Conduct a Heritage tourism development study.	Historic Tyler, Inc., Smith County Historical Society, the Historical Preservation Board, City of Tyler, the Tyler Area Chamber of Commerce and TISD	2015 and ongoing	CLG Grant, Current Staff Time and general funding
TYLER [8	Recognize the impact of historic preservation on economic development.	Publish an economic impact study.	Historic Tyler, Inc., Smith County Historical Society, the Historical Preservation Board, City of Tyler, the Tyler Area Chamber of Commerce and TISD	2015 and ongoing	CLG Grant, Current Staff Time and general funding

Short-Term A	Short-Term Actions (2020-2022) Intermediate Actions (2023-2026		6) Long-Te	rm Actions (2027+)	Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Preserve open space corridors in Tyler for wildlife habitat, nature-based recreation, an attractive	Create nature preserves and greenways in the floodplains of Tyler's major creeks and their tributaries.	Develop a master plan for a regional greenway program and implementation strategy.	Metropolitan Planning Organization (MPO)	2007-2008	MPO funding
public realm, and a healthy environment.	LER 1st	Continue to expand trail extensions.	Staff designated by City Manager	2014 and ongoing	Current staff time
		Explore establishment of a competitive funding program to provide matching funds to developers willing to provide public trail facilities on private or public land that meet the requirements of the greenway plan.	Staff designated by City Manager	2014-2019	Current staff time
		Continue to explore private partnerships and grant opportunities to expand trail systems throughout the City.	Staff designated by City Manager	2007 and ongoing	Current staff time.
TYLER 1 2020 UPDATE		Utilize the Active Tyler Planto guide and support grantapplications to expand the pedestrian and bicycle network.	Staff designated by City Manager	2020 and ongoing	Current staff time: consulting services; grants
	Enhance the "urban forest" by creating green corridors along streets and drainageways throughout the city.	Fund and establish an urban forestry program within city government.	Mayor and City Council; Staff designated by City Manager	2007-2008	New staff resources and current staff time; general funding
		Create a City arborist/urban forester staff position or responsibility.	Mayor and City Council; Staff designated by City Manager	2007	New staff resources and current staff time; general funding
		Create and maintain a City tree planting plan for streets, drainageways, medians, bicycle routes, pedestrian routes and other public places.	Staff designated by City Manager; Trees Committee	2008 and ongoing	Current staff time
		Enroll Tyler in the Tree City USA Program sponsored by the National Arbor Day Foundation.	Mayor and City Council; Staff designated by City Manager	2007 and ongoing	Current staff time; general funding
		Review and edit the list of preferred/acceptable street trees in the landscape ordinance for their suitability in producing shade and in surviving in harsh urban conditions in Tyler's climate.	Staff designated by City Manager; Trees Committee	2008 and ongoing	Current staff time

Short-Term A	actions (2020-2022)	Intermediate Actions (2023-2026	S) Long-Ter	m Actions (2027+)	Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Preserve open space corridors in Tyler for wildlife habitat, nature-		Fund and execute the planting of shade trees on major streets every year at an estimated cost of \$25,000.	Mayor and City Council; Staff designated by City Manager; Trees Committee	2007 and ongoing	Current staff time
based recreation, an attractive public realm, and a healthy environment.		Amend the landscape ordinance to require the planting of more street trees, where feasible and depending upon the type of tree, in road rights-of-way in new residential and commercial developments, when feasible.	Mayor and City Council; Planning & Zoning Commission; Joint Committee on Code Review; Staff designated by City Manager	2007-2008	Current staff time; consulting services; general funding
		Amend the landscape ordinance to provide incentives to preserve existing trees, avoid excessive clearing and identify tree save areas, when feasible.	Mayor and City Council; Planning & Zoning Commission; Joint Committee on Code Review; Staff designated by City Manager	2007-2008	Current staff time; consulting services; general funding
		Amend the landscape ordinance to require planting of shade trees in surface parking lots to provide greater shade at maturity, when feasible.	Mayor and City Council; Planning & Zoning Commission; Joint Committee on Code Review; Staff designated by City Manager	2007-2008	Current staff time; consulting services; general funding
		Inventory and evaluate the city's drainageways for potential retrofitting with trees and plantings.	Staff designated by City Manager	2008-2011 and ongoing	Current staff time
TYLER 181		Develop a Green-up the Gateway plan for implementation.	Staff designated by City Manager	2014 and ongoing	Current staff time; \$25,000 in funds allocated in budget.
	Consider establishing a City tree and plant nursery.	Determine the feasibility of establishing a plant nursery to provide trees and other plants for public beautification using a cost-benefit analysis (versus contracting or purchasing for other sources).	Staff designated by City Manager	2010-2011 and ongoing	Current staff time
		Identify City-owned land for a potential nursery and City or contractor operation.	Staff designated by City Manager	2010-2011 and ongoing	Current staff time

Short-Term A	Actions (2020-2022)	Intermediate Actions (2023-202	6)	Long-Te	rm Actions (2027+)	Complete
GOAL	WHAT	HOW		WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Preserve open space corridors in Tyler for wildlife habitat, nature-based recreation, an attractive public realm, and a healthy environment.	Continue to host community tree planting events each year to enhance the urban forest.	Work with local volunteers and the TREES Committee to identify locations for tree plantings each year.	Staff do Manag	esignated by City er	2014 and ongoing	Current staff time and \$25,000 in funds allocated in budget
	Explore alternative open space conservation strategies, particularly for natural areas.	Seek assistance from state and nonprofit land conservation groups to give presentations and provide materials on strategies such as conservation easements, purchase of development rights and transfer of development rights.	Staff do Manag	esignated by City er	2014 and ongoing	Current staff time; assistance from other agencies
		Identify land ownership where regional trails and greenways are proposed and propose volunary open space conservation strategies.	Staff do Manag	esignated by City er	2010-2011 and ongoing	Current staff time
Provide a balanced park and open space system that allows	Pursue a long-term goal of a park within walking distance of every Tyler residence.	Be alert to opportunities for neighborhood park development in underserved areas and consider acquisition.	Park & Board;	and City Council; Recreation Staff designated Manager	2008 and ongoing	Current staff time; general funding; private funding
for easy access and enjoyment by all citizens of Tyler.		Acquire additional parkland in existing neighborhoods.	Park & Board;	and City Council; Recreation Staff designated Manager	2008 and ongoing	Current staff time; general funding; private funding
TYLER ISI		Develop Stewart Park grounds.	Staff designated by City Manager		2014 and ongoing	Current staff time; general funding; private funding
	Establish planning strategies, practices and ordinances to ensure voluntary provision for parks as new development occurs.	Create an Open Space Trust fund to be capitalized by rollback funds and seek other potential funding sources such as municipal and grant contributions.		and City Council; esignated by City er	2008-2011 and ongoing	Current staff time; general funding; private funding
		Request developers/builders to contribute funds annually on a voluntary basis to the Open Space Trust Fund for creation of public open space.	Staff do Manag	esignated by City er	2008-2011 and ongoing	Current staff time
		Involve residents at the beginning of the design process, to discuss local recreation and park needs, and at several points during the design process, when feasible.	Staff do Manag	esignated by City er	2008 and ongoing	Current staff time

Short-Term Ad	etions (2020-2022)	Intermediate Actions (2023-2026	) Long-Terr	m Actions (2027+)	Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Provide a balanced park and open space system that allows	Provide opportunities for both passive and active use of parks and recreation areas.	Design all parks with active uses such as athletic fields or courts as well as provide some passive space.	Mayor and City Council; Park & Recreation Board; Staff designated by City Manager	2008 and ongoing	Current staff time; consulting services; general funding; private funding
for easy access and enjoyment by all citizens of Tyler.		Continue to expand upon Tyler's current trail system, beginning with Phase II of the Rose Rudman Trail.	Mayor and City Council; TxDOT; Staff designated by the City Manager	2014	General funding; TxDOT funding
	Review surplus City- owned land for park and open space use before disposition by sale or other means.	Review disposition properties for location in underserved areas; potential addition to a regional park network; and potential for a needed type of park or recreation facility.	Mayor and City Council; Park & Recreation Board; Staff designated by City Manager	2008 and ongoing	Current staff time; general funding
	Explore the potential to create a horticulture center or botanical garden on the parking lot and fairgrounds site adjacent to the Rose Garden.	Explore potential partnerships with nonprofit or for-profit garden and horticulture groups for creation of a major regional center with botanical gardens, expanded model gardens, and an environmental education center focused on the East Texas environment.	Mayor and City Council; Park and Recreation Board; Rose Festival Association; Staff designated by City Manager; Master Gardeners; Educational and research institutions	2014-2019	Current staff time
TYLER 1st 2020 UPDATE		Consider developing a Implement the Rose Garden master plan.	Staff designated by City Manager	2014-2019 and ongoing	Current staff time; consulting services; general funding;
TYLER I		Develop a site master plan including alternatives for expanded horticulture uses while accommodating parking and circulation for the stadium and athletic fields.	Mayor and City Council; Staff designated by City Manager; T.I.S.D. staff	2020-2025	Current staff time; consulting services; general funding
	Develop LeGrand Gardens as the world's first Earthkind Botanical Garden that will accommodate special activities.	Commission a master plan.	Mayor and City Council; Keep Tyler Beautiful Board; Staff designated by City Manager	2007	Current staff time; consulting services; general funding; private funding
		Achieve Earthkind official designation.	Keep Tyler Beautiful Board; Staff designated by City Manager	2007	Current staff time
		Seek out private sponsorships/ donations and host fundraising events to finance garden and facility development.	Staff designated by City Manager	2014 and ongoing	Current staff time; private funding

Short-Term A	Short-Term Actions (2020-2022)		Long-Ter	m Actions (2027+)	Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
TYLER IS		Begin installation of master plan features and specialty gardens through public-private funding.	Mayor and City Council; Private funding sponsors; Staff designated by City Manager	2015	Current staff time; consulting services; general funding; private funding
		Develop architectural rendering and pursue private donations.	Mayor and City Council; Staff designated by City Manager	2014	Current staff time; consulting services; general funding; private funding.
Provide recreation programs and opportunities for children, youth, adults and senior citizens throughout the city.	Continue to monitor and upgrade recreational elements and facilities at existing parks to ensure compliance with current safety standards and current recreational trends.	Continue conducting annual assessments of the city's parks and recreation facilities and replace facilities with improved equipment, implement ADA standards, and provide equipment for handicapped users.	Mayor and City Council; Park & Recreation Board; Staff designated by City Manager	2007 and ongoing	Current staff time; general funding
		Ensure full handicap accessibility, including routes to accessible facilities, when installing ADA upgrades.	Mayor and City Council; Park & Recreation Board; Staff designated by City Manager	2007 and ongoing	Current staff time; private partnerships.
	Explore the potential for full partial/public access to private park and recreation facilities.	Consider arrangements with the managers of private parks and recreational facilities in which the City could allow for complete public access or access for programs in return for sharing maintenance and/or program costs.	Mayor and City Council; Park & Recreation Board; Staff designated by City Manager	Ongoing	Current staff time; general funding
TYLER IS		Consider renovation/ repurposing of Woldert Pool.	Staff designated by City Manager	2014 and ongoing	Current staff time
TYLER Ist		Consider expanding Glass Recreation Center.	Staff designated by City Manager	2014 and ongoing	Current staff time
	Explore the potential for joint park and recreation development, maintenance and programming with Tyler I.S.D. and other school districts, as appropriate.	Continue dialogue with Tyler I.S.D. and other school districts for the provision of recreational opportunities.	Mayor and City Council; Park & Recreation Board; Staff designated by City Manager	2008 and ongoing	Current staff time; general funding

Short-Term A	ctions (2020-2022)	Intermediate Actions (2023-2026)	) Long-Terr	m Actions (2027+)	Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Provide recreation programs and opportunities for children, youth, adults and senior citizens		Work closely with Tyler I.S.D. and other school districts to monitor future expansion plans so the City and the school district can jointly develop future recreational facilities.	Mayor and City Council; Park & Recreation Board; Staff designated by City Manager	2008 and ongoing	Current staff time; general funding
throughout the city.		Develop a joint programming effort to maximize the use and enjoyment of both City and public school facilities.	Mayor and City Council; Park & Recreation Board; Staff designated by City Manager	2009-2011	Current staff time; general funding
	Survey residents regularly to monitor needs, interests, and satisfaction with the park system.	Survey program users after program completion with a common survey instrument for all programs.	Mayor and City Council; Park & Recreation Board; Staff designated by City Manager	Ongoing	Current staff time; consultant services; general funding
	Continue to monitor use of City facilities by private groups and their contribution to upkeep of these facilities.	Allow private groups to use park facilities such as amphitheatres, pavilions, ball fields, etc. provided the use does not conflict with a scheduled City event or completely monopolize facilities, shutting out the public at large.	Staff designated by City Manager	2007 and ongoing	Current staff time
		Evaluate fees on a regular basis to make sure that private groups contribute towards the maintenance and repair of facilities they use regularly.	Staff designated by City Manager	Ongoing	Current staff time
	Partner with private interests for the promotion of a new Tyler First Tee program at Woldert Park	The First Tee of Tyler has been formed and land has been donated adjacent to Woldert Park. This land, together with land from the existing Woldert Park, is intended to be the home for this new sports program.	Private/community partners	2007 and ongoing	Private funding
	Continue annual review and updating of the Parks and Open Space Plan.	Provide survey results and coordinate with other departments on potential park land expansion to inform the Park Board in its annual update.	Staff designated by City Manager	Ongoing	Current staff time

Short-Term A	Actions (2020-2022)	Intermediate Actions (2023-202	6)	Long-Te	rm Actions (2027+)	Complete
GOAL	WHAT	HOW		WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Protect and preserve Lake Tyler, Lake Tyler East and Bellwood	Continue giving highest priority to water quality protection.	Keep protection of water quality as the highest priority, since the lakes are the city's drinking water supply.	Staff de Manag	esignated by City er	2007 and ongoing	Current staff time
Lake.	Continue to review compliance with the existing lease requirements for both residential and commercial leases and take enforcement action in the case of noncompliance.	Enforce lease terms.	Staff designated by City Manager		2008 and ongoing	Current staff time
Protect and preserve Lake Tyler, Lake Tyler East and Bellwood Lake.	Review and revise maximum parking limits for camping and R.V. facilities.	Ensure that the lease language contains aesthetic controls and requires best practices to control nonpoint source pollution and proper waste disposal.	Staff de Manag	esignated by City er	2008 and ongoing	Current staff time
TYLER 18		Create and implement Lake Tyler master plan.		and City Council; esignated by City er	2011 and ongoing	Current staff time; consulting services
	Prohibit further subdivision of lease lots on City-owned property.	Eliminate the designation of "Club Lot" (subdividable lots) so that all lots fall under the same development criteria.		and City Council; esignated by City er	2008 and ongoing	Current staff time
	Designate properties which do not currently have leases as Greenbelt Properties.	Preserve the existing public- owned property around the lakes for public purposes, protection of water supply, and public recreation.		and City Council; esignated by City er	2008 and ongoing	Current staff time
		Designate remaining City- owned properties as Greenbelt Properties to eliminate the potential for future private development while allowing for low-impact, nature-based recreation with a minimum of support facilities.	serties as Greenbelt to eliminate the r future private nt while allowing act, nature-based with a minimum of illities.  esign for a nature marina to Hill reation Area on  Staff designated by City Manager  Manager  Manager		2008 and ongoing	Current staff time
	Develop a trail system around Lake Tyler.	Fund the design for a nature trail from the marina to Hill Creek Recreation Area on the City-owned greenbelt properties.			2014-2019 and ongoing	Current staff time; consulting services; utility funding
		Fund and construct the trail.	Staff de	and City Council; esignated by City er; Volunteers	2020-2025	Current staff time; consulting services; utility funding; volunteer time

Snort-Ierm A	ctions (2020-2022)	Intermediate Actions (2023-2026	b) Long-Ter	m Actions (2027+)	Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
	Continue to improve recreational facilities at existing sites.	Fund and install improvements to facilities to serve more users more effectively while minimizing impacts on the land and the water.	Mayor and City Council; Staff designated by City Manager	2016-2019	Current staff time; utility funding
		Maintain facility standards and expectations held of other City of Tyler recreation sites, including signage.	Staff designated by City Manager	2014 and ongoing	Current staff time; utility funding
Protect and preserve Lake Tyler, Lake Tyler East and Bellwood Lake.	Evaluate the location, performance, and appearance of the existing R.V. facility and the need for such a facility.	Evaluate R.V. facility operation for its contributions to the recreational objectives of the lakes, taking into account the housing needs of the people who live there now.	Staff designated by City Manager	2014-2016	Current staff time; utility funding
	Explore amending the lease agreement language so that the City receives some monetary compensation when the leases are sold.	Evaluate potential strategies such as transfer fees or percentages of every lease sale transaction and raising of lease payments when the lease is transferred to help pay for improvements and access to lake amenities.	Staff designated by City Manager	2010	Current staff time; private funding
	Consider annexing a corridor to the lakes and all of the property around the lakes.	Perform a cost-benefit study for annexing all City-owned property around Lake Tyler into the corporate limits of Tyler.	Staff designated by City Manager	2012-2015	Current staff time; consulting services
	Protect water quality and public access at Lake Tyler East.	Continue to purchase undeveloped land around Lake Tyler East as it becomes available.	Mayor and City Council; Staff designated by City Manager	2008 and ongoing	Current staff time; utility funding
		Establish maximum impervious cover standards around the lake to ensure water quality.	Mayor and City Council; Staff designated by City Manager	2016-2019	Current staff time; consulting services
		Grant access to the lake only to properties which comply with the standards.	Mayor and City Council; Staff designated by City Manager	<del>2012-2015</del>	Current staff time
	Ensure continued protection of the water source and natural environment.	Review and amend any lease agreements or other use agreements.	Mayor and City Council; Staff designated by City Manager	2012 and ongoing	Current staff time
		Continue to monitor motorized use and how it impacts water quality.	Staff designated by City Manager	2007	Current staff time

Sho	ort-Term Actions (2020-2022)	Intermediate Act	ions (2023-2026)	Long-Term Actions (2027+)	Comple	te
-----	------------------------------	------------------	------------------	---------------------------	--------	----

Short- ferm Ad	Stions (2020-2022)	Intermediate Actions (2023-2026	Long-Ten	TI ACTIONS (2021+)	Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
	Develop a conceptual site master plan for the City-owned property north of Bellwood Lake.	Ensure that the City has identified access points, protection of natural open space, lake amenities, etc. prior to surrounding properties being developed.	Staff designated by City Manager	2008	Current staff time; consulting services
		Work with property owners north of Bellwood Lake on a cohesive development plan for the entire area.	Staff designated by City Manager	2007-2009	Current staff time
Protect and preserve Lake Tyler, Lake Tyler East and Bellwood	Consider annexing City-owned property on the north side of Bellwood Lake.	Perform a cost-benefit study to determine the feasibility of annexing this property.	Staff designated by City Manager	2008	Current staff time
Lake.	Manage development and recreational activities in and around sensitive areas of the lakes to minimize adverse effects on water quality and valuable ecosystems.	Prohibit the construction of boat houses and piers on Bellwood Lake.	Staff designated by City Manager	2007 and ongoing	Current staff time
		Limit water skiing in order to maintain a healthy lake environment.	Staff designated by City Manager	2007 and ongoing	Current staff time
	Develop public trails on the lake.	Fund and further develop public trails at Bellwood Lake from the Cascades Trail up though the City-owned property on the north side of the lake to connect with a trail on adjoining property, and connect the Cascades Trail with nearby Lindsey Park property.	Mayor and City Council; Parks & Recreation Board; Private stakeholders; Staff designated by City Manager	2012-2017	Current staff time; consulting services; utility funding; private funding

GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Be a good steward of parks and public spaces.	Maintain all parks and public spaces to the same high standard.	Develop a maintenance checklist for park land and park facilities with easily understood criteria for rating conditions and perform an evaluation of every park on a regular schedule.	Staff designated by City Manager	2007 and ongoing	Current staff time
		Develop maintenance standards so that employees know what is expected.	Staff designated by City Manager	2007 and ongoing	Current staff time
		Create a maintenance plan that prioritizes current needs and provides for catching up on maintenance backlogs.	Staff designated by City Manager	2007 and ongoing	Current staff time
TYLER IST 2020 UPDATE		Create a sustainable funding stream for all maintenance.	Mayor and City Council; Parks and Recreation Board; Private stakeholders; Staff designated by City Manager	2020 and ongoing	Current staff time
TYLER 1st	Continue to expand wildflower program throughout the City.	Identify new road corridors throughout the city each year to plant wildflowers.	Staff designated by City Manager	2014 and ongoing	Private partnerships.
		Evaluate the costs and benefits of contracting out some park maintenance work.	Staff designated by City Manager	2007 and ongoing	Current staff time
		Collaborate with volunteer groups on certain park maintenance tasks.	Staff designated by City Manager	2007 and ongoing	Current staff time; volunteer assistance

	TYLER 1ST	HOUSING AND NEIGHE	BORHOODS ACTIO	ON PLAN	
Short-Term Act	tions (2020-2022)	Intermediate Actions (2023-202	6) Long-Teri	m Actions (2027+)	Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
HOUSING					
Provide sufficient housing for households at all income levels and all stages of the life cycle.	Expand first-time homebuyer and credit counseling programs.		Staff designated by City Manager	2008-2009	New staff resources and current staff time
	Provide developer/ builder incentives for producing housing affordable to households making 80% or below the area median income in areas where housing development is desired other than South Tyler.	Work with the Smith County Tax Office to gain control of tax title properties as part of City's Housing Infill Program (HIP).	Staff designated by City Manager; Smith Co. Tax Office; Tax collection firms; Local taxing jurisdictions	2007 and ongoing	New staff resources and current staff time; partnerships with Tax Office, collection firms and other local taxing jurisdictions
		Approach Tyler area banks and foundations about contributing to revolving loan pools, interest rate buydowns, or loan loss reserves.	Staff designated by City Manager	2020-2025	New staff resources and current staff time
		Facilitate developer access to government funding for affordable housing production and provide assistance with paperwork and requirements.	Staff designated by City Manager	2008-2011 and ongoing	New staff resources and current staff time
		Provide tax incentives on a case-by-case basis where affordable housing production is desired.	Mayor and City Council; Staff designated by City Manager	2008 and ongoing	New staff resources; current staff time; general funding
		Create public-private partnerships in which the City contributes infrastructure and/ or permits higher densities in return for desired development types and locations.	Mayor and City Council; Planning & Zoning Commission; Staff designated by City Manager	2008-2011 and ongoing	New staff resources and current staff time
TYLER ISL 2020 UPDATE TYLER ISL		Waive development fees i.e., building permits, taps, platting zoning, etc., removal of curb & gutter improvement requirement, or escrow for new affordable housing in the North End.	Staff designated by City Manager	2014 and ongoing	Current staff time

	TYLER 1ST H	OUSING AND NEIGHE	ORHOODS ACTIO	N PLAN	
Short-Term Ac	ctions (2020-2022)	Intermediate Actions (2023-202	26) Long-Terr	m Actions (2027+)	Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Provide sufficient housing for households at all income levels and all stages of the life cycle.	Create a marketing program for all first-time homebuyer programs available in the city.	Establish a central information center on the affordable housing programs in the city.	Staff designated by City Manager	2008-2011 and ongoing	New staff resources and current staff time
		Consolidate information in a brochure, to be distributed widely to organizations and individuals around the city, and posted on the City's website. Update it annually.	Staff designated by City Manager	2008-2011 and ongoing	New staff resources and current staff time; general resources; HUD funding
		Provide outreach through presentations to community groups such as church congregations, or first-time homebuyer fairs.	Staff designated by City Manager	2008-2011 and ongoing	New staff resources and current staff time; general resources; HUD funding
	Make public investments in infrastructure and amenities where housing development is desired.	Coordinate improvements to have maximum impact on areas where development is desired.	Mayor and City Council; Half Cent Sales Tax Board; Staff designated by City Manager	2008 and ongoing	New staff resources and current staff time; HUD funding; utility funding; Half Cent Sales Tax funding
		Where appropriate for redevelopment, consider creation of a Tax Increment Financing (TIF) district to capture incremental increases in levies due to increases in value to fund public improvements.	Mayor and City Council; Staff designated by City Manager	2008-2010	New staff resources; current staff time; consultant services; general funding
		Continue the existing strategy used to choose a target area for expenditure of Community Development Block Grant funds.	Mayor and City Council; Staff designated by City Manager	2008 and ongoing	Current staff time; HUD funding
		Examine the desirability of abandoning unused alleys in neighborhoods.	Mayor and City Council; Planning and Zoning Commission; Neighborhood associations; Staff designated by City Manager	2007 and ongoing	Current staff time
	Make public investments	Periodically examine the most cost-effective pipe materials	Staff designated by City Manager	2008 and ongoing	Current staff time

	TYLER 1ST H	OUSING AND NEIGHE	ORHOODS ACTIO	N PLAN	
Short-Term Ad	ctions (2020-2022)	Intermediate Actions (2023-20	26) Long-Ter	m Actions (2027+)	Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
	Promote partnerships between social service agencies and providers of subsidized housing.	Make educational and social services easily available to residents of subsidized housing.	Staff designated by City Manager	2008-2011 and ongoing	New staff resources and current staff time; general resources; HUD funding; partnerships with other agencies
Sustain and maintain established neighborhoods.	Create a database of existing homeowners' associations and neighborhood associations.	Gather information about neighborhood associations, homeowners' associations (HOAs), and large condominium associations and keep the list updated.	Staff designated by City Manager	2008-2011 and ongoing	New staff resources and current staff time; general resources; partnerships with neighborhood groups
		Research how HOAs and condominium associations affect maintenance of common spaces, private streets and public or semi-public spaces and when, if ever, their responsibilities may lapse.	Staff designated by City Manager	2009-2011 and ongoing	Current staff time
		Identify the City's preferred practices for HOAs and condo associations and amend regulations and policies as needed, based on discussion with affected groups.	Staff designated by City Manager	2009-2011 and ongoing	Current staff time
	Ensure that maintenance endowments are included in Homeowner Association draft documents and required before final plat approval.	Amend subdivision regulations and city policies.	Mayor and City Council; Planning & Zoning Commission; Joint Committee on Code Review; Staff designated by City Manager	2007	Current staff time; consulting services; general funding
		Encourage developers to create playgrounds or other open space amenities on undevelopable tracts, with provision for maintenance.	Staff designated by City Manager	2008 and ongoing	Current staff time
Sustain and maintain established neighborhoods.	Encourage compatible infill residential development in existing neighborhoods and the creation of neighborhood conservation districts.	Pass enabling legislation for neighborhood conservation-districts in existing neighborhoods.	Mayor and City Council; Planning & Zoning- Commission; Joint- Committee on Code Review; Historical Preservation Board; Staff designated by City- Manager	<del>2007</del>	Current staff time; consulting services; general funding

TYLER 1ST HOUSING AND NEIGHBORHO			ORHOODS ACTIO	N PLAN	
Short-Term Ac	etions (2020-2022)	Intermediate Actions (2023-202	6) Long-Terr	m Actions (2027+)	Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Sustain and maintain established neighborhoods.	Rehabilitate existing housing stock.	Approach Tyler area banks and foundations about contributing to revolving loan pools, interest rate buydowns, or loan loss reserves to promote housing rehabilitation by low-income homeowners and to investor-owners who agree to rent to low-income tenants.	Staff designated by City Manager	2008-2011 and ongoing	New staff resources and current staff time
	Enhance code enforcement.	Create a marketing program and easy reporting mechanism (phone as well as Web), including Spanish language capacity, that reaches residents including church congregations, other neighborhood organizations, and social services agencies to raise public awareness.	Staff designated by City Manager	2008 and ongoing	New staff resources and current staff time; solid waste funding
		Commission City employees in various field service departments to report offenses.	Staff designated by City Manager	2008 and ongoing	New staff resources and current staff time; solid waste funding
		Increase manpower and resources to provide more proactive code enforcement.	Mayor and City Council; Staff designated by City Manager	2007	New staff resources and current staff time; solid waste funding
		Work with community and neighborhood groups to enhance code enforcement.	Staff designated by City Manager	2008 and ongoing	New staff resources and current staff time; solid waste funding
	Expand a ticketing system for quality of life infractions such as junk cars.	Provide for an initial warning and educational material followed by fines significant enough to make an impression.	Staff designated by City Manager	2008 and ongoing	New staff resources and current staff time; solid waste funding
TYLER 181 2020 UPDATE		Evaluate current standards and enforcement prior to the adoption of new standards.	Staff designated by City Manager	2020 and ongoing	Current staff resources and time
TYLER 181 2020 UPDATE	Protect investments and property values within neighborhoods.	Consider the adoption of a property maintenance code.	Staff designated by City Manager	2020-2022	Code Enforcement Manager and Building Official

	TILLIX ISTI	IOUSING AND NEIGHE	SORHOODS ACTIO	NPLAN	
Short-Term A	actions (2020-2022)	Intermediate Actions (2023-20	D26) Long-Te	rm Actions (2027+)	Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Sustain and maintain established neighborhoods.	Expand a ticketing system for quality of life infractions such as junk cars.	Provide for an initial warning and educational material followed by fines significant enough to make an impression.	Staff designated by City Manager	2008 and ongoing	New staff resources and current staff time; solid waste funding
BUSINESS, RETAIL	AND MIXED USE AI	REAS			
Concentrate commercial development in compact, mixed- use districts interspersed with lower-density uses and open space	Establish mixed-use districts at major arterial intersections and other appropriate locations.	Consult the Future Land Use Guide on applications for new zoning and establish an overlay district on major streets that provides for appropriate design standards and clustering of commercial development.	Mayor and City Council; Planning & Zoning Commission; Staff designated by City Manager	2007-2008 and ongoing	Current staff time
along corridors rather than commercial strips.		Establish transition zones from higher to lower heights, densities and impacts and design guidelines and standards in mixed-use districts.	Mayor and City Council; Planning & Zoning Commission; Joint Committee on Code Review; Historical Preservation Board; Staff designated by City Manager	2007-2008	Current staff time; consulting services; general funding
Improve the function and design of commercial areas.	Establish zoning overlay districts with improved design standards as properties redevelop on arterial roads.	Encourage design standards for improved access management, build-to lines and parking to the side and rear, pedestrian amenities, and similar improvements.	Mayor and City Council; Planning & Zoning Commission; Joint Committee on Code Review; Historical Preservation Board; Staff designated by City Manager	2007-2008	Current staff time; consulting services; general funding
Use public investments to promote compact mixed-use districts.	Locate public buildings to anchor mixed-use districts and invest in the public realm to encourage development and redevelopment by property owners.	Target public investment to areas where the City wants to see mixed-use development and redevelopment, rather than isolated, low-density sites.	Mayor and City Council; Planning & Zoning Commission; Staff designated by City Manager	2014 and ongoing	Current staff time

		TYLER 1ST H	OUSING AND NEIGHE	ORHOODS A	CTIO	N PLAN	
	Short-Term Ac	ctions (2020-2022)	Intermediate Actions (2023-202	26)	Long-Tern	n Actions (2027+)	Complete
G	OAL	WHAT	HOW	WHO		TARGET TIMELINE	POTENTIAL RESOURCES
trees, at	ealm with tractive	Reflect the regional landscape of trees in Tyler's public places.	Fund and establish an urban forestry program within city government.	Mayor and City Co Staff designated b Manager		2007-2008	New staff resources and current staff time; general funding
and pub	e lighting.		Create a City arborist/urban forester staff position or responsibility.	Mayor and City Co Staff designated b Manager		2007	New staff resources and current staff time; general funding
R <mark>I</mark> st ATE	g pidooc.		Create and maintain a city tree planting plan for streets, drainageways, medians, bicycle routes, pedestrian routes and other public places.	Staff designated b City Manager; Tre- Committee		2008 and ongoing	Current staff time
			Enroll Tyler in the Tree City USA Program sponsored by the National Arbor Day Foundation.	Mayor and City Co Staff designated b Manager		2007 and ongoing	Current staff time; general funding
			Review and edit the list of preferred/acceptable street trees in the landscape ordinance for their suitability in producing shade and in surviving in harsh urban conditions in Tyler's climate.	Staff designated b City Manager; Tre Committee		2008 and ongoing	Current staff time
			Fund and execute the planting of shade trees on major streets every year at an estimated cost of \$25,000.	Mayor and City Co Staff designated b City Manager; Tre- Committee	y	2007 and ongoing	Current staff time
			Amend the landscape ordinance to encourage the planting of more trees, where feasible. For single family residential, require at least one tree per lot. Encourage planting trees in existing commercial developments and right-of-way when feasible.	Mayor and City Co Planning & Zoning Commission; Joint Committee on Coo Review; Staff des by City Manager	) t de	2007-2008	Current staff time; consulting services; general funding
			Amend the landscape ordinance to provide incentives to preserve existing trees and avoid excessive clearing and identify tree save areas.	Mayor and City Co Planning & Zoning Commission; Joint Committee on Coo Review; Staff des by City Manager	) t de	2007-2008	Current staff time; consulting services; general funding

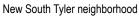
	TYLER 1ST H	OUSING AND NEIGHE	ORHOODS ACTIO	N PLAN	
Short-Term A	ctions (2020-2022)	Intermediate Actions (2023-20	26) Long-Ter	m Actions (2027+)	Complete
GOAL	WHAT	нош	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Enhance Tyler's public realm with trees, attractive streetscapes, and public gathering places.		Amend the landscape ordinance to require planting of shade trees in surface parking lots to provide greater shade at maturity, when feasible.	Mayor and City Council; Planning & Zoning Commission; Joint Committee on Code Review; Staff designated by City Manager	2007-2008	Current staff time; consulting services; general funding
		Inventory and evaluate the city's drainageways for potential retrofitting with trees and plantings.	Staff designated by City Manager	2008-2011 and ongoing	Current staff time
		Consider a program for residents to request trees to be planted by the City for a set fee, or to have commemorative trees planted to honor a person or event.	Staff designated by City Manager	2008-2011 and ongoing	Current staff time
TYLER 1st 2020 UPDATE		Coordinate with developers at the land clearing and grading phase to identify possible tree preservation areas to receive landscaping credits.	Staff designated by City Manager	2020 and ongoing	Current Staff time
	Establish a flexible context-sensitive design standard for streetscapes as part of the area and district plans and, working with TxDOT, on improvements for urban arterials that are state roads.	Amend subdivision regulations and city policies.	Mayor and City Council; Planning & Zoning Commission; Joint Committee on Code Review; Staff designated by City Manager	2007-2008	Current staff time; consulting services; general funding
TYLER IST 2020 UPDATE		Consider requiring overhead powerlines to be buried with new development.	Mayor and City Council; Planning & Zoning Commission; Joint Committee on Code Review; Staff designated by City Manager	2023-2026	Current staff time; consulting services; general funding
TYLER IST 2020 UPDATE		Evaluate neighborhood lighting needs and develop a plan to address any deficiencies.	Mayor and City Council; Planning & Zoning Commission; Joint Committee on Code Review; Staff designated by City Manager	2020-2022	Current staff time; consulting services; general funding
	Establish a program for public art.	Consider a mechanism in partnership with the community for funding public art competitions and projects.	Staff designated by City Manager; Private/ community partners	2009-2011	New staff resources and current staff time; general resources; private/community contributions

Short-Term Ac	etions (2020-2022)	Intermediate Actions (2023-202	26) Long-Term	n Actions (2027+)	Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Promote building, street and residential subdivision that is focused on people rather than	Encourage voluntary use of guidelines for nonresidential development downtown and on major arterials.	Incorporate improved design guidelines for nonresidential development into the zoning code.	Mayor and City Council; Planning & Zoning Commission; Joint Committee on Code Review; Staff designated by City Manager	2007-2008	Current staff time; consulting services; general funding
vehicles.		Incorporate improved design guidelines and alternative design guidelines linked to public amenities in subdivision regulations.	Mayor and City Council; Planning & Zoning Commission; Joint Committee on Code Review; Staff designated by City Manager	2007-2008	Current staff time; consulting services; general funding
	Ensure sensitive transitions from nonresidential to residential areas.	Incorporate design guidelines for transitions in impacts from nonresidential to residential zoning districts, including guidelines for parking areas, loading and service areas, height and shadows, lighting, and similar elements.	Mayor and City Council; Planning & Zoning Commission; Joint Committee on Code Review; Staff designated by City Manager	2007-2008	Current staff time; consulting services; general funding
	Ensure that signs are compatible with the desired surrounding context and kept in good repair.	Amend the sign ordinance.	Mayor and City Council; Planning & Zoning Commission; Joint Committee on Code Review; Staff designated by City Manager	2007-2008	Current staff time; consulting services; general funding
	Preserve and enhance the walkable character of older neighborhoods.	Direct public improvements to locations where upgrades will enhance the safety of routes to important neighborhood destinations.	Mayor and City Council; Half Cent Sales Tax Board; Staff designated by City Manager	2008 and ongoing	New staff resources and current staff tim HUD funding; utility funding; Half Cent Sales Tax funding
Promote creation of new neighborhoods rather than isolated subdivisions and/ or apartment complexes.	Divide the city and the ETJ into planning districts.	Create district plans with sufficient detail appropriate to the area.	Mayor and City Council; Planning & Zoning Commission; Staff designated by City Manager	2012 and ongoing	Current staff time; consulting services; general funding

#### TYLER 1ST HOUSING AND NEIGHBORHOODS ACTION PLAN

GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Promote creation of new neighborhoods rather than isolated subdivisions and/	Ensure that apartment complexes are connected to surrounding areas.	Amend zoning to require connection while mitigating impacts through improved design standards.	Mayor and City Council; Planning & Zoning Commission; Joint Committee on Code Review; Staff designated by City Manager	2007-2008	Current staff time; consulting services; general funding
or apartment complexes.	LER Ist	Examine the feasibility of developing urban village conceptuals.	Staff designated by City Manager	2014-2019	Current staff time
	Ensure subdivision designs will effectively connect to surrounding areas and that they will provide for public spaces such as neighborhood squares and district parks.	Amend subdivision regulations and city policies to provide for connectivity and alternative subdivision designs.	Mayor and City Council; Planning & Zoning Commission; Joint Committee on Code Review; Staff designated by City Manager	2007-2008	Current staff time; consulting services; general funding
	Through establishing district plans, identify preferred development areas for the ETJ to coordinate with the Comprehensive Plan, infrastructure and transportation plans, and open space preservation strategies.	Review subdivisions for connectivity, relationship to the Future Land Use Guide, the Master Street Plan, regional trails plan, park and greenway opportunities, village commercial district preferred locations, and other Tyler 1st Comprehensive Plan policies.	Staff designated by City Manager	2008 and ongoing	Current staff time







Stone house in North Tyler

	TYLER	1ST TRANSPORTATIO	N ACTION PLA	N	
Short-Term Acti	ons (2020-2022)	Intermediate Actions (2023-2026	) Long-T	erm Actions (2027+)	Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Promote appropriate location and design of housing and commercial development in the ETJ.	Identify preferred development areas for the ETJ to coordinate with the Comprehensive Plan, infrastructure and transportation plans, and open space preservation strategies.	Review subdivisions for connectivity, relationship to the Future Land Use Guide, the Master Street Plan, regional trails plan, park and greenway opportunities, village commercial district preferred locations, and other Tyler 1st Comprehensive Plan policies.	Staff designated by City Manager	2008 and ongoing	Current staff time
Improve travel connectivity in Tyler with new	Implement the Master Street Plan to create new connections.	Develop a set of criteria to set priorities for implementation of the Master Street Plan.	Staff designated by City Manager	2008 and ongoing	Current staff time
road extensions and new roads, as needed.		Rank proposed new roads and road connections according to established criteria.	Mayor and City Council; Half Cent Sales Tax Board; MPO	2008 and ongoing	Current staff time
TYLER Ist		Consider the construction of additional east/west connections.	Mayor and City Council; Half Cent Sales Tax Board; MPO	2014 and ongoing	Current staff time
	Establish policies and procedures for regular review and updating of the Master Street Plan.	Establish a set of policies and procedures to make city regulations and procedures consistent with the plan.	Mayor and City Council; Planning & Zoning Commission; Staff designated by City Manager	2008	Current staff time
	Ensure coordination with TxDOT and neighboring communities on the Master Street Plan.	Work with TxDOT in the MPO process, informally, and in comments on any state projects to make sure that Master Street Plan connections are maximized and impacts are taken into account in all TxDOT projects.	Planning Department; Traffic Engineer; MPO	2007 and ongoing	Current staff time
		Review and reevaluate the Master Street Plan approximately every five years within the context of a Tyler 1st Comprehensive Plan review.	Mayor and City Council; Planning & Zoning Commission; Staff designated by City Manager	2010 and every five years	Current staff time; consultant services; general funding
TYLER Ist 2020 UPDATE	Ensure local street connectivity among subdivisions.	Continue to review subdivisions for existing or planned connections to other subdivisions or preliminary plats.	Planning Department; Engineering Department	2020 and ongoing	Current staff time; consultant services; general funding

TYLER 1ST TRANSPORTATION ACTION PLAN					
Short-Term Act	ions (2020-2022)	Intermediate Actions (2023-2026	Long-Te	erm Actions (2027+)	Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
TYLER 181 2020 UPDATE		Consider amending the UDC to adopt a street connectivity index for new subdivisions	Planning Department: Engineering Department	2020-2022	Current staff time: consultant services; general funding
TYLER IST 2020 UPDATE	Consider park and ride options locally and regionally	Work with current property owners south and north of town to create bus stop for direct bussing to medical district and City transfer station.	Transit	2020-2021	Current staff time; consultant services; grant funding
TYLER 1st 2020 UPDATE		Implement recommendations of Transit Route Study	Transit	2020-2022	Current staff time; consultant services; grant funding
Continue to improve traffic safety.	Continue to identify and monitor locations with high crash rates and develop potential enforcement actions or other improvements to reduce crashes.	Collect data on crashes and develop a list of high-priority traffic safety improvement locations.	Staff designated by City Manager	2007 and ongoing	Current staff time
		Monitor these locations to understand the reasons for high crash rates.	Staff designated by City Manager	2007 and ongoing	Current staff time
	Continue to improve traffic incident (crash) management.	Reduce detection and response times to crashes and clear crashes from the roadway quickly and reopen lanes to traffic.	Staff designated by City Manager	2007 and ongoing	Current staff time
Improve traffic flow on South Broadway and other highly-traveled streets throughout the Tyler area.	Implement South Broadway improvements recommended in the congestion mitigation plan developed as part of the Tyler 1st project and evaluate their suitability to other highly-traveled streets.	Implement Dallas phasing, adaptive control signal systems, and geometric changes at selected intersections.	Staff designated by City Manager	2007 - 2008	General funding; Half Cent Sales Tax funding
		Implement access management improvements through internal circulation improvements in abutting properties, a corridor zoning overlay district for improved redevelopment site design standards, and elimination of superfluous curb cutouts.	Mayor and City Council; Planning & Zoning Commission; Staff designated by City Manager	2007 and ongoing	Current staff time; consultant services; general funding

	TYLER 1ST TRANSPORTATION ACTION PLAN						
Short-Term Acti	ons (2020-2022)	Intermediate Actions (2023-2026)	Lon	g-Term Actions (2027+)	Complete		
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES		
		Initiate a study of longer-term design solutions to South Broadway as part of a city-wide Boulevard and Parkway Plan.	Staff designated by City Manager	2020-2025	Consultant services; general funding		
	Work with T.I.S.D., colleges, and major employers to improve traffic flow at peak hours.	Meet with institutions and others to coordinate congestion mitigation activities, such as flexible scheduling, traffic direction at schools, and so on.	Staff designated by City Manager	2007 and ongoing	Current staff time		
	Improve traffic signal operations along arterials throughout the city.	Monitor and update signal timing at least once every three years.	Staff designated by City Manager	2007 and ongoing	Current staff time		
TYLER 181 2020 UPDATE		Implement recommendations of the Traffic Signalization Study.	Staff designated by City Manager	2020 and ongoing	Consultant services; general funding; grant funding		
	Implement access management strategies on existing arterials.	Work with property and business owners to manage access through improved internal circulation where feasible.	Staff designated by City Manager	2007 and ongoing	Current staff time		
		Establish corridor zoning overlay districts on major arterials such as Loop 323 and Gentry Parkway, as well as South Broadway, with access management development and redevelopment standards that emphasize shared access, cross-site access, and pedestrian-friendly design elements.	Mayor and City Council; Planning & Zoning Commissior Joint Committee on Code Review; Staff designated by City Manager		Current staff time		
	Explore a long-term Boulevard and Parkway Plan for major and minor arterials.	Develop a plan that evaluates roads such as Loop 323, Gentry, Martin Luther King, Jr. Boulevard, Glenwood, South Broadway, and Beckham/ Troup, for boulevard and parkway options consistent with expected vehicle traffic and potential for alternative travel modes.	Staff designated by City Manager	2020-2025	Current staff time; consultant services; general funding		

TYLER 1ST TRANSPORTATION ACTION PLAN					
Short-Term Act	ions (2020-2022)	Intermediate Actions (2023-2026	) Long-T	erm Actions (2027+)	Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
		In exploring the potential for changing road configurations, use temporary barriers or striping, accompanied by public information campaigns, to test the impacts of alternatives.	Staff designated by City Manager	2009-2011	Current staff time; consultant services; general funding
		Consider restriping of Rice Road and Shiloh Road.	Staff designated by City Manager	2014-2019	General funding; Half Cent Sales Tax funding
		Include the roads suitable for boulevard or parkway treatment in the Long-Range Transportation Plan and the TIP.	Metropolitan Planning Organization (MPO)	2010 and ongoing	Current staff time; Half Cent Sales Tax funding
	Obtain funding and begin City construction.		City Council; Half Cent Sales Tax Board; MPO	2026+	Half Cent Sales Tax funding; MPO funding
Encourage efficient travel alternatives to transportation by car, and creation of livable streets.	Include pedestrian and bicycle modes in planning for all road improvement or construction projects, as appropriate to road classification and surrounding existing and future land uses.	Include study of pedestrian and bicycle existing conditions, potential demand, and potential facilities in all road improvement studies and, as feasible, designs.	MPO/TxDOT; Staff designated by City Manager	2008 and ongoing	Current staff time; consultant services; MPO funding
		Include pedestrians and bicyclists in traffic counts and analysis.	MPO; Staff designated by City Manager	2008 and ongoing	Current staff time; consultant services; MPO funding
		Provide space for bike lanes and sidewalks within existing rights of way, as feasible.	MPO/TxDOT; Staff designated by City Manager	2008 and ongoing	Current staff time; consultant services; Half Cent Sales Tax funding; General funding; MPO funding
		Review policies/State laws to implement shared lanes for bicycles.	MPO/TxDOT; Staff designated by City Manager	2014 and ongoing	Current staff time

## **TYLER 1ST TRANSPORTATION ACTION PLAN**

GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Encourage efficient travel alternatives to transportation by car, and creation of livable streets.	Create a pedestrian plan for Tyler.	Analyze existing conditions for pedestrians and provide plans for standards and guidelines for different areas in the city and for interactions between pedestrians and vehicles; priorities for completion of discontinuous sidewalks and building new sidewalks; addition of pedestrian facilities at signalized intersections; and priority pedestrian routes linking neighborhoods and city destinations.	MPO; Staff designated by City Manager	2012-2015	Current staff time; consultant services; MPO funding
	Identify routes with excess capacity and evaluate if unneeded travel lanes for use as bike or transit lanes.	Evaluate locations with more lanes than necessary for existing traffic volumes for the potential to create designated bicycle or transit lanes or road narrowing.	MPO; Staff designated by City Manager	2012-2015	Current staff time; consultant services; MPO funding
TYLER 1st 2020 UPDATE		Coordinate with Union Pacific Railroad to identify bike route crossing locations.	Staff designated by City Manager; MPO	2020-2022	Current staff time; consultant services; MPO funding
TYLER Ist 2020 UPDATE		Perform a route lighting anaylsis to identify infrastructure needs to accommodate Active Tyler routes.	Staff designated by City Manager; MPO	2020-2022	Current staff time; consultant services; MPO funding
	Explore the use of traffic calming techniques to reduce speeds while improving traffic flow in appropriate locations.	Analyze the traffic complaint log once a year to see if there are any locational patterns or trends that emerge.	Staff designated by City Manager	2008 and ongoing	Current staff time
		Use traffic calming designs and interventions to protect neighborhoods from speeding.	Staff designated by City Manager	2012 and ongoing	Current staff time; consultant services; general funding.
	Convert Bus Fleet to CNG	Spec Heavy Duty CNG buses; Work with VES on fast fill station; Implement 10 year vehicle replacement program to buy two CNG buses per year for five years, then one per year to have a total fleet of 15 CNG heavy duty buses	MPO, Transit, Vehical Services (VES)	2015 and ongoing	Fuel and maintenance savings
	Implement pedestrian plan with continued sidewalk construction	Work through the priority listing developed in CIP.	Engineering	2014-2019	Grants, CIP funding, General Funds

	TYLER	1ST TRANSPORTATIO	N ACTION PLAN		
Short-Term Action	ons (2020-2022)	Intermediate Actions (2023-2026)	Long-Te	rm Actions (2027+)	Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
	Promote bicycle riding	Establish a pilot bicycle rideshare program.	MPO	2015-2019	TxDOT
		Consider developing a bicycle plan.	MPO/TxDOT; Staff designated by City Manager	2014-2019	Current staff time, TxDOT, consultant
	Support transportation-efficient land use practices.	Review and evaluate the need and ROW for bus turnouts on major roadways.	MPO/TxDOT; Staff designated by City Manager	2014 and ongoing	TxDOT, Current staff time
		Implement way-finding signage system.	Traffic, Planning, Heart of Tyler	2014 and ongoing	Current staff time, TxDOT, consultant
		Provide bus route from hotel/ motel rich areas directly to airport.	Transit, Airport	2026+	Current staff time
	Support higher speed rail initiative between Dallas and Shreveport/Bossier City	Work with TxDOT, LADOT and member cities for buy in.	TL Rail Coalition, MPO	2014 and on- going	Current staff time
Improve public transportation.	Implement transit improvement items, as appropriate, to Tyler Transit, that are listed in the regional transit plan and evaluate other potential improvements.	Ensure that all transit stops and approaching sidewalks comply with requirements of the Americans with Disabilities Act.	Staff designated by City Manager	2007 and ongoing	Current staff time; consultant services; transit funding
		Study creating a transit transfer center in the Medical District in Tyler to provide amenities for regional travelers who need to transfer between city and regional routes.	Staff designated by City Manager	2009 and ongoing	Current staff time; consultant services; medical industry partnerships; transit funding
		Establish a vehicle sharing system with public and private fleet owners.	Staff designated by City Manager; Private fleet owners	2012 and ongoing	Current staff time; private fleet owner partnerships
		Conduct targeted education and outreach to promote transit use and transit routes.	Staff designated by City Manager; MPO	2009 and ongoing	Current staff time; MPO funding; transit funding
		Provide business-sponsored shopping day and special event transit service.	Staff designated by City Manager; Private business owners	2010 and ongoing	Current staff time; private business partnerships
		Increase frequency of bus service to limit wait times for transit riders.	Staff designated by City Manager	2008 and ongoing	Current staff time

	TYLER	1ST TRANSPORTATIO	N ACTION PLAN		
Short-Term Act	ions (2020-2022)	Intermediate Actions (2023-2026	Long-T	erm Actions (2027+)	Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
		Review the transit plan to identify high-traffic destinations as well as opportunities for park and ride or public/private shuttle partnerships.	Staff designated by City Manager; MPO	2012 and ongoing	Current staff time; consultant services; MPO funding; transit funding
		Evaluate possible uses of smaller buses that run more frequently.	Staff designated by City Manager	2007 and ongoing	Current staff time; MPO funding; transit funding
		Install additional bus shelters.	Staff designated by City Manager	2008 and ongoing	Current staff time; transit funding
		Consider strategies to improve condition of bus fleet.	Staff designated by City Manager; Transit	2014 and ongoing	Current staff time; MPO funding; transit funding
		Continue to evaluate current bus routes for possible expansion.	Staff designated by City Manager; MPO	2014 and ongoing	Current staff time; MPO funding; transit funding
		Post the route map at major stops.	Staff designated by City Manager	2008 and ongoing	Current staff time; transit funding
		Evaluate the potential for Bus Rapid Transit (BRT) and the threshold densities and system organization needed to make it realistic.	Staff designated by City Manager; MPO	2026+	Current staff time; consultant services; MPO funding
		Promote transit-ready densities in key locations to prepare for future transit investment.	Staff designated by City Manager	2008 and ongoing	Current staff time
Preserve rights of way for future transportation routes and services.	Identify and protect rights of way (ROW) for future roads, multi-use paths and greenways, and locations with potential for logistics (freight and distribution centers).	Refer to the Master Street Plan when reviewing development proposals to make sure that potential ROW is not compromised for other uses.	Staff designated by City Manager	2007 and ongoing	Current staff time
		Where possible, acquire abandoned ROW not used for rail traffic or reserved by the NETRMA for multi-use trails.	NETRMA and MPO	2014 and ongoing	MPO funding
	Require bus bay turnouts for new major public and private developments.	Incorporate reviewing transit needs into the site plan and building permit process	Planning, Development Services	2014 and ongoing	Current staff time

	TYLER	1ST TRANSPORTATIO	N ACTION PLA	N	
Short-Term Act	ions (2020-2022)	Intermediate Actions (2023-2026	Long-	Term Actions (2027+)	Complete
GOAL	WHAT	нош	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Evaluate and mitigate the traffic impacts of large development projects.	Design and implement a Traffic Impact Analysis requirement for development projects meeting threshold sizes.	Amend zoning code to require TIA at certain thresholds for residential and nonresidential development.	Mayor and City Council; Planning & Zoning Commission; Joint Committee on Code Review	2007	Current staff time; consultant services; general funding
		Develop city criteria and TIA program to work with developers.	Staff designated by City Manager	2009	Current staff time; consultant services
Enhance the existing asset management system for transportation facilities as well as other municipal infrastructure	"Fix It First" - if it can be fixed - create a priority system for a work program to maintain existing roads and transportation facilities.	Use asset management systems, including pavement management, to ensure continuing maintenance of high-traffic roads.	Staff designated by City Manager	2009	Current staff time; consultant services; general funding.
assets.		Develop a priority system for catch-up on deferred maintenance or development of capital improvements on neighborhood streets and roads.	Staff designated by City Manager	2007	Current staff time
TYLER [8]		Consider the sale of Fair Foundation Building.	Staff designated by City Manager	2014-2019	Current staff time
Explore strategies to manage the impacts of truck traffic.	Review compliance with truck routes by truckers and make improvements as needed.	Monitor truck traffic.	Staff designated by City Manager	2007	Current staff time
		Review truck routes, signage and enforcement.	Staff designated by City Manager	2008	Current staff time
		Contact large shippers in the Tyler area about trucking routes.	Staff designated by City Manager	2008	Current staff time
	Study the potential for efficient freight handling through the creation of a "logistics center" or "freight village."	Develop a center that advances freight efficiencies for the city and region.	Staff designated by City Manager; RMA; MPO	2026+	Current staff time; consultant services; RMA funding; MPO funding

## TYLER 1ST BUSINESS AND ECONOMY ACTION PLAN

Short-Term Actions (2020-2022)	Intermediate Actions (2023-2026)	Long-Term Actions (2027+)	Complete

Short-Term Actions (2020-2022)		Intermediate Actions (2023-2026)	Long-Term Actions (2027+)		Complete	
GOAL	WHAT	нош	WHO	TARGET TIMELINE	POTENTIAL RESOURCES	
Continue to foster a business-friendly environment.	Use the Half Cent Tax to maintain low taxes, eliminate tax-supported debt, and fund capital projects on a pay-as-you- go basis.	Continue current policies.	Mayor and City Council; Half Cent Sales Tax board; City Manager	2007 and ongoing	Half Cent Sales Tax funding	
	Collaborate with the County and other regional partners.	Meet at least annually with city and county representatives in the larger region to discuss how collaborative efforts might foster economic development.	Mayor and City Council; City Manager	2008 and ongoing	Current staff time	
Continue to promote a diversified	Aggressively pursue industry recruitment and expansion efforts.	Continue to provide and consider incentives for industry expansion and job creation.	Mayor and City Council; TEDC	2007 and ongoing	General funding; utility funding; TEDC	
economy.		Continue to contract with the Tyler Economic Development Council (TEDC) for economic development efforts.	Mayor and City Council	2007 and ongoing	Utility funding	
		Enhance communication with existing major businesses to increase awareness about expansion needs.	TEDC; Chamber of Commerce, Texas Workforce Commission	2007 and ongoing	TEDC Board and staff time; Chamber	
		Market Tyler to industries with profiles similar to existing industries.	TEDC; Chamber of Commerce	2014 and ongoing	TEDC staff time and funding; Chamber	
		Market Tyler's quality of life and friendly business environment on a broader scale through national media.	TEDC; Chamber of Commerce; Convention and Visitor's Bureau	2008 and ongoing	TEDC staff time and funding; Chamber; CYB staff time	
	Improve communications and coordination related to contracted services for economic development.	Enhance communications at both the policy and administration levels with TEDC by including both the Mayor and City Manager as members of the TEDC Executive Committee.	TEDC Board	2007 and ongoing	TEDC Board and staff time	
		Coordinate and communicate more closely among TEDC and City staff at initial contact stages with prospects in order to provide more thorough consideration of potential incentives.	TEDC President (or his designated staff); City Manager (or his designated staff)	2007 and ongoing	New staff resources; current staff time; TEDC staff time	

#### TYLER 1ST BUSINESS AND ECONOMY ACTION PLAN

Short-Term Act	ions (2020-2022)	Intermediate Actions (2023-2026)	Long-Term Acti	ons (2027+)	Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Continue to promote a diversified economy.		Develop written guidelines for potential City-related incentives for business retention, expansion, and attraction.	Mayor and City Council; Staff designated by City Manager; TEDC	2007	Current staff time; TEDC staff time
	Work with TJC, UT-Tyler, and UTHCT on workforce development.	Continue and expand current programs, with attention to providing up-to-date technical training.	TEDC; TJC; UT- Tyler; UTHCT; Texas Workforce Commission	2007 and ongoing	Participation from partnering organizations
	Expand support for tourism.	Build on existing attractions, such as the Rose Garden, Caldwell Zoo, the Azalea Trail and the Rose Festival.	Staff designated by City Manager; Chamber of Commerce and Convention and Visitors' Bureau; Historic Tyler, Inc.; East Texas State Fair	2007 and ongoing	Current staff time; participation from partnering organizations
		Work to attract a full-service hotel with meeting space and conference center to Tyler.	Staff designated by City Manager; TEDC	2014-2016	Current staff time; TEDC staff time
TYLER 181 2020 UPDATE		Create and publicize new tourist attractions such as a regional bike trail system, cultural heritage trails, sporting events and venues and East Texas State Fair events center.	Staff designated by City Manager; partner organizations	2014 and ongoing	Current staff time; participation from partnership organizations
		Update the design and content of tourism publicity materials, such as websites and brochures.	Tyler Convention and Visitors' Bureau	2008-2010	Tyler Convention and Visitors' Bureau
Establish Tyler's identity as a national and regional market	Establish Tyler's identity as one of the top 75 regional markets for retail and medical services.	Establish a Retail Task Force to examine how to better market and brand Tyler's identity as a regional market.	Chamber of Commerce; Staff designated by City Manager	2007	Current staff time; Chamber staff time
leader for retail, medical services, and higher education.		Create a data set on the greater Northeast Texas retail/medical region and market the region to national retailers and industries.	Chamber of Commerce; TEDC	2008 and ongoing	Consulting services; UT Tyler or other research assistance; private or nonprofit funding; TEDC staff time
Encourage international partnerships for future economic development.	Build on existing Continue cultivating relationships.  Continue cultivating Mayor; TEDC; Sister relationships with Japan, South Korea, and other potential international collaborations.		•	2007 and ongoing	General resources; TEDC staff time; Sister Cities

		BUSINESS AND ECONO			
Short-Term Ad	etions (2020-2022)	Intermediate Actions (2023-2026)	Long-Term Actions (2027+)		Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTI RESOURC
Provide physical and social infrastructure to support economic development and balanced growth.  PDATE	Ensure completion of Loop 49.	Support NETRMA work to complete Loop 49.	Mayor and City Council; MPO; TEDC; Chamber; TxDOT	2007 and ongoing	Current staff time TEDC staff time Chamber; TxD
	Extend utility services and facilities to serve underutilized and strategic growth corridors.	Issue infrastructure revenue bonds to extend facilities.	Mayor and City Council; Staff designated by City Manager	2007 and ongoing	Utility funding
		Construct utility infrastructure.	Staff designated by City Manager.	2008 and ongoing	Utility funding
		Purchase private utility systems and examine joint efforts with neighboring cities to provide utility services.	Mayor and City Council; Staff designated by City Manager	2014 and ongoing	Utility funding
	Work towards a next generation plan for the public school system.	Support responsible efforts for new public school facilities, enhanced staff/teacher performance and technology investments.	Mayor and City Council; TEDC; Chamber	2014 and ongoing	Assistance wit school location etc.; funding fr public school systems in Tyle
		Consider Hispanic resources center.	Hispanic Business Alliance; Chamber of Commerce; Staff designated by City Manager	2014-2019	Current staff ti donation
Protect and enhance Tyler's road, air and rail networks, facilities and services.	Work to increase the number of commercial flights to and from Tyler.	Provide incentives to the airline carriers to provide more flights.	Mayor and City Council; Staff designated by City Manager	2014 and ongoing	Aviation fundir
	Protect the potential for airport expansion.	Continue land purchases, if needed, to protect airport expansion.	Mayor and City Council; Staff designated by City Manager	2007 and ongoing	Aviation fundin utility funding; general funding
		Consider annexation strategies to allow zoning for appropriate land uses around the airport on land owned by others.	Mayor and City Council; Staff designated by City Manager	2007 and ongoing	Aviation fundin utility funding; general funding
	Retain rail service and look ahead for long-range connectivity – high speed or commuter rail.	Communicate regularly with the rail companies and NETRMA to stay up to date on rail service issues.	Mayor and City Council; MPO; NETRMA; Staff designated by City Manager; TxDOT	2008 and ongoing	Current staff ti TxDOT; NETR
TYLER 181 2020 UPDATE	Support new and diverse forms of access to regional and national markets.	Advocate for new and diverse forms of intrastate and interstate travel for commerce, freight and	Mayor and City Council; MPO; TEDC; Chamber: TxDOT; Staff	2020 and ongoing	Current staff ti

tourism that connect Tyler with

other markets.

designated by City

Manager

#### TYLER 1ST BUSINESS AND ECONOMY ACTION PLAN Short-Term Actions (2020-2022) Intermediate Actions (2023-2026) Long-Term Actions (2027+) Complete **TARGET POTENTIAL GOAL WHAT** HOW **WHO** TIMELINE **RESOURCES** Continue to Continue to collaborate Organize meetings of regional Mayor; Chamber of 2007 and Current staff time; lead regional TYLER with other East Texas elected and business leadership Chamber staff time: Commerce; TEDC ongoing coordination for cities and counties for on an regular basis to create a TEDC staff time legislative support. greater state legislative common agenda for discussion with all of the East Texas state strength. legislative delegation. Continue to Expand graduate school Conduct an inventory of Universities 2013 Current staff time support and programs and enrollment graduate school programs at expand the in Tyler Universities. Tyler Universities to determine implementation of opportunities for expansion. the Industry Growth **Expand opportunities** Explore opportunities for Tyler Economic 2014 Current staff time Initiative for economic impact of research park to support spinoff **Development Council** graduate school education companies. (TEDC) YLER Ist in Tyler. Expand opportunities Continue to expand CNG City of Tyler; private 2014 Current staff time: for economic growth program, both public and sector Grant Funds: and TYLER I associated with 21st private. private investment Century Energy. Current staff time Research and pursue grant City of Tyler 2014 TYLER Ist opportunities for expansion of CNG programs. Continue to partner with landfill City of Tyler 2013 and Current staff time TYLER 181 to capture methane gas. ongoing 2013 and Current staff time Continue to foster an Oil and City of Tyler, TEDC, Gas friendly environment to Chamber of Commerce ongoing TYLER I enhance regional expansion of production and service companies - including hosting an annual energy summit. 2013 and Current staff time Support Luminant and City of Tyler, TEDC, electric generation industry Chamber of Commerce ongoing by supporting responsible TYLER Ist legislation and regulations that allow for reasonable use of coal and natural gas. Promote Oil and Gas and College and 2013 and Current staff time electric generation formal Universities, City of ongoing TYLER 1 training and educational Tyler, TEDC, Chamber opportunities through new of Commerce Energy Center. Expand opportunities for 2014 Current staff time: Work to consolidate marketing Convention and TYLER I economic growth through of Tyler attractions through Visitors Bureau (CVB) CVB funding tourism. packaging and marketing. City of Tyler, School 2015 and Current staff time Increase sports tourism by District, County exploring opportunities to ongoing TYLER I add venues for swimming, basketball, softball and soccer

Short-Term A	actions (2020-2022)	Intermediate Actions (2023-2026)	Long-Term Acti	ions (2027+)	Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL
TYLER IS		Pursue implementation of Bellwood Lake Master Plan for recreation facilities that would make this area a tourism destination.	City of Tyler	2020-2025	Half Cent funding; user fees; Utilities fund
TYLER IS		Explore opportunities to reuse Harvey Convention Center.	City of Tyler	2020-2025	Half Cent funding
TYLER Ist	Create opportunities for economic growth through the attraction of retirees to the community.	Continue implementation of Midtown plan to further accessibility of medical services.	City of Tyler	2013 and ongoing	Half Cent funding Capital Improvement Fund
TYLER IS		Continue attraction and growth of medical specialties to the Community.	Hospitals	2013 ongoing	Private funding
TYLER [SI		Foster a multi-modal transportation system to allow for non-drivers to get around Tyler.	City of Tyler MPO	2020-2025	Grant Funds Half Cent Funds General Fund Transit Funds
TYLER IST		Continue to foster cultural opportunities in the community.	City of Tyler Non Profit Community Universities Chamber of Commerce	2013 and ongoing	Tourism Funding
TYLER IS		Develop centralized marketing and communication about recreational activities.	Convention and Visitors Bureau and Chamber of Commerce	2013 and ongoing	Tourism Funding
TYLER IS		Explore the possibility of expanded senior facilities.	City of Tyler Senior Residence Owners	2020-2025	Half Cent Funding Private Funding
TYLER 1st		Create clearinghouse for community volunteerism.	City of Tyler and United Way	2014-2019	Current staff time
TYLER 181	Create opportunities for economic growth through the expansion of the Healthcare and Biomedical sector.	Support the creation of a new pharmacy college at UT.	City of Tyler UT Chamber of Commerce	2013 and ongoing	Private funding
TYLER IS		Work with key stakeholders to grow residency programs and clinical rotations.	Universities and Hospitals	2015 to 2018	Federal Funding Private Funding
TYLER 1st		Continue support of the Fit City Program to encourage a healthier community.	City of Tyler Chamber of Commerce Universities Public Health District	2013 tand ongoing	Donations
TYLER 18		Nurture continued research collaboration between UT and	Universities City of Tyler Chamber of Commerce	2013 and ongoing	Private Funding Grants State Funding

UT Health NE.

State Funding

City of Tyler Chamber of Commerce

### TYLER 1ST BUSINESS AND ECONOMY ACTION PLAN

Short-Term Acti	Short-Term Actions (2020-2022)		Long-Term Actions (2027+)		Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
TYLER 1st		Explore the potential of developing a biomedical tech incubator.	Universities TEDC	2020-2025	Private Funding
TYLER IS		Evaluate Center for Healthy Living as a replicable model.	Public Health District	2015-2019	Grant Funds
TYLER 1	Create opportunities for economic growth through the attraction and support of veterans in the community.	Consider creation of a veterans resource center.	City of Tyler; Chamber of Commerce; stakeholder groups	2015-2019	Current staff time; general funding; donations
TYLER 18		Examine strategies for Veterans Community certification.	City of Tyler; Chamber of Commerce; Public Health District	2014-2019	Current staff time
TYLER 1	Create opportunities for economic growth through development of arts and entertainment assets.	Implement recommendations put forth by Arts Center Task Force for the Lindsey Building.	City of Tyler Universities; non- profits; private sector	2014-2019	Private Funding
TYLER 18		Explore development of entertainment assets in downtown.	City of Tyler	2010 and ongoing	Private Investment Half Cent Funding
TYLER [S		Continue fostering investment of cultural events in the downtown.	CVB, Chamber of Commerce and City of Tyler	2013 and ongoing	Private Funding Tourism Funding
TYLER 1		Explore opportunities to expand marketing of arts and entertainment opportunities.	CVB and City of Tyler	2014 and ongoing	Tourism Funding Coop Funding
TYLER Ist		Enhance connectivity and way finding in downtown areas and	City of Tyler	2015-2019	General Fund

recreational assets.







Locally-owned business on Gentry Parkway

#### TYLER 1ST PUBLIC FACILITIES AND SERVICES ACTION PLAN Short-Term Actions (2020-2022) Long-Term Actions (2027+) Complete Intermediate Actions (2023-2026) **TARGET** POTENTIAL **GOAL WHAT** HOW **WHO** TIMELINE **RESOURCES** Continue Plan for future public Continue five-year planning Staff designated by 2007 and Current staff time improvements cycles for facilities and safety facilities. City Manager ongoing and extension services in coordination with of public safety the Capital Improvement facilities and Program. services to keep Recruit a diverse Make affirmative efforts to Staff designated by 2007 and Current staff time pace with growth. recruit and hire Hispanic and workforce that City Manager ongoing reflects Tyler's African-American public safety citizenry to the staff. police force and fire departments. Fund and recruit additional Mayor and City 2007 and General funding; public safety officers as entry-Council: Staff ongoing current staff time level training positions for designated by City noncertified personnel. Manager Fund and implement the fire 2007 and Mayor and City General funding; department reorganization Council; Staff ongoing current staff time designated by City plan. Manager Fund and implement pay Mayor and City 2007 and General funding; plan adjustments for sworn Council; Staff ongoing current staff time personnel in the police designated by City department by adding Manager additional steps for Sergeants and Lieutenants. Build new facilities for Construct and staff two Mayor and City 2007-2008 Current staff time: Council: Half Cent service and training. replacement fire stations (5 & Half Cent Sales Tax 7) and a new tenth fire station. Sales Tax Board: Staff funding; general designated by City funding Manager Locate and acquire property for Mayor and City 2013 Current staff time: an eleventh fire station and a Council; Half Cent Half Cent Sales Tax third police substation in South Sales Tax Board; Staff funding; general Tyler. designated by City funding Manager Build the proposed eleventh Mayor and City 2013-2019 Current staff time: fire station and a third police Council; Half Cent Half Cent Sales Tax substation in South Tyler. Sales Tax Board; Staff funding; general designated by City funding Manager Mayor and City 2014-2019 Consider combining station 1 & Current staff time: TYLER I 4 and to include administrative Council: Half Cent Half Cent Sales Tax offices. Sales Tax Board; Staff funding; general

funding

designated by City

Manager

	TYLER 1ST PU	BLIC FACILITIES AND	SERVICES AC	TION PLAN	
Short-Term Ac	etions (2020-2022)	Intermediate Actions (2023-202	26) Lon	g-Term Actions (2027+)	Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Continue improvements and extension of public safety facilities and services to keep		Where practical, locate stations at recommended village commercial centers in growth areas in order to use public facilities to promote clustered growth.	Mayor and City Council; Half Cent Sales Tax Board; Staf designated by City Manager	2008 and ongoing	Current staff time; Half Cent Sales Tax funding; general funding
pace with growth.		Identify a location and funding for a new fire and police training field.	Staff designated by City Manager	2020-2025	Current staff time; Half Cent Sales Tax funding; general funding
		Create wireless hotspots in downtown and along major corridors to permit police officers to transmit information and data efficiently.	Staff designated by City Manager; Private service provider	2007 and ongoing	Current staff time; grant funding; general funding; partnerships with private service providers
TYLER [8		Consider expanding City University.	Staff designated by City Manager	2014 and ongoing	Current staff time; Half Cent Sales Tax funding; general funding
TYLER 1st 2020 UPDATE	Coordinate safety between public institutions.	Consider creating a comprehensive plan between public institutions for safety analysis.	Staff designated by City Manager; Other public institutions	2023-2026	Current staff time
Become the regional water provider for Smith County.	Actively examine acquisition of investor-owned water utilities.	Identify, rank and negotiate for acquisition when possible.	Staff designated by City Manager	2007 and ongoing	Current staff time
TYLER [8		Examine the feasibility of purchasing Tall Timbers utilities.	Mayor and City Council; Staff designated by City Manager	2015 and ongoing	Current staff time
	Expand infrastructure as an incentive for urban growth.	Issue infrastructure revenue bonds to extend facilities.	Mayor and City Council; Staff designated by City Manager	2007 and ongoing	Utility funding
		Construct utility infrastructure.	Staff designated by City Manager	2008 and ongoing	Utility funding
TYLER 1st		Consider additional long-term water sources.	Staff designated by City Manager	2014 and ongoing	Current staff time

#### TYLER 1ST PUBLIC FACILITIES AND SERVICES ACTION PLAN Short-Term Actions (2020-2022) Complete Intermediate Actions (2023-2026) Long-Term Actions (2027+) POTENTIAL **TARGET GOAL WHAT** HOW **WHO TIMELINE RESOURCES** Protect the quality Preserve public land Seek local or regional nonprofit Staff designated by 2008 and Utility funding and quantity of for nature-based partners for raising public City Manager; Regional ongoing Tyler's drinking nonprofit partners recreation at Lake awareness about long-term water supply. Tyler and promote watershed planning. long-term watershed planning. Ensure monitoring of septic Staff designated by 2007 and Utility funding systems near lakes to avoid City Manager ongoing failure and excess nutrients in the lakes. Protect the quality Continue to implement water Staff designated by 2007 and Utility funding and quantity of conservation by raising public City Manager ongoing Tyler's drinking awareness. water supply. Implement water Create a water conservation Staff designated by 2012 Current staff time: conservation plan for public facilities. City Manager consulting services; measures in all public utility funding facilities. Make improvements Add booster pump stations Staff designated by 2008 and Utility funding to existing water where needed throughout City City Manager ongoing system infrastructure to improve water pressure. Loop water lines where needed Staff designated by 2014 and Utility funding throughout City to improve City Manager ongoing water quality. Rehabilitate existing sewer Staff designated by 2008 and Utility funding lines and sewer lift stations City Manager ongoing where needed throughout City to reduce potential for sanitary sewer overflows. Become the 2007 and Plan for expansion Issue infrastructure revenue Mayor and City Utility funding regional sewer/ and to fund bonds to extend facilities. Council; Staff ongoing wasterwater acquisition of designated by City existing utilities and treatment utility Manager for Smith County. construction of new facilities. Acquire a location in the Mayor and City 2007 and Utility funding southern part of the county for Council; Staff ongoing designated by City a new wastewater treatement plant and land for additional Manager plants as needed. Extend or improve Mayor and City 2008 and Utility funding

infrastructure within the city

future annexation) and acquire

limits (existing or through

investor-owned utilities.

Expand infrastructure in areas

proposed for urban growth.

ongoing

2008 and

ongoing

Utility funding

Council: Staff

Mayor and City

designated by City Manager

Council; Staff

Manager

designated by City

TYLER 1ST PUBLIC FACILITIES AND SERVICES ACTION PLAN									
Short-Term Ac	etions (2020-2022)	Intermediate Actions (2023-202	26) Long-1	Long-Term Actions (2027+)					
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES				
Maintain the City's role as the regional landfill provider.	Continue and expand services to enhance programs and capacity.	Continue permitted phased landfill expansion.	Staff designated by City Manager	2008 and ongoing	Solid waste funding				
		Evaluate the feasibility of transfer stations outside the city limits that are distinct from the existing landfill.	Staff designated by City Manager	2012 and ongoing	Solid waste funding				
Maintain the City's role as the regional landfill provider.		Continue reasonable pricing to discourage dumping.	Mayor and City Council; Staff designated by City Manager; Landfill operator	2008 and ongoing	Solid waste funding				
		Continue customized premium curbside services for residential customers on a subscription basis.	Staff designated by City Manager	2007 and ongoing	Solid waste funding				
		Continue annual household hazardous waste events.	Keep Tyler Beautiful Board; Staff designated by City Manager	2007 and ongoing	Solid waste funding; ETCOG funding; County funding				
	Work towards programs for community mulch and curbside recycling.	Continue and enhance program for subscription curbside recycling.	Keep Tyler Beautiful Board; Staff designated by City Manager	2008 and ongoing	Solid waste funding				
		Further promote workplace and commercial recycling.	Keep Tyler Beautiful Board; Staff designated by City Manager	2008 and ongoing	Solid waste funding				
		Study and develop plans for a community mulch program through collection and processing of yard waste for reuse.	Keep Tyler Beautiful Board; Staff designated by City Manager	2008-2011	Solid waste funding; ETCOG funding				
		Implement plans for a community mulch program.	Keep Tyler Beautiful Board; Staff designated by City Manager	2012 and ongoing	Solid waste funding; ETCOG funding				

## TYLER 1ST PUBLIC FACILITIES AND SERVICES ACTION PLAN

Short-Term Actions (2020-2022)	Intermediate Actions (2023-2026)	Long-Term Actions (2027+)	Complete
	(=====)		

Short-Term A	ctions (2020-2022)	Intermediate Actions (2023-202	26) L	ong-Term Actions (2027+)	Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Minimize flooding, erosion and water quality degradation.	Make improvements to exisitng infrastructure and implement best management practices in growth areas.	Establish a priority ranking system to resolve existing drainage problems.	Staff designated by City Manager	2008	Current staff time; consulting services; utility funding
		Review drainage plans and regulations and make changes as needed to promote preservation of natural drainage and use of natural channel design rather than hard-armored channels, when possible.	Mayor and City Council; Planning & Zoning Commission Joint Committee on Code Review; Staff designated by City Manager	);	Current staff time; consulting services; general funding
		Encourage protection and integration of natural drainage features into the community through park systems and planned land use.	Mayor and City Council; Planning & Zoning Commission Staff designated by City Manager	);	Current staff time
Minimize flooding, erosion and water quality degradation.		Amend subdivision regulations to allow strategies that encourage infiltration of stormwater, such as pervious surfaces and directing rooftop runoff, where feasible.	Mayor and City Council; Planning & Zoning Commission Joint Committee on Code Review; Staff designated by City Manager	);	Current staff time; consulting services; general funding
		Seek local or regional nonprofit partners for raising public awareness about watershed planning.	Staff designated by City Manager	2009 and ongoing	Current staff time; regional nonprofit resources
Keep existing streets and public places well- maintained.	Develop a pavement management program.	Evaluate and purchase a pavement management program connected to GIS with criteria for priority ranking and clarity of criteria for greater public understanding.	Staff designated by City Manager	2009	General funding; current staff time
		Continue to maintain brick streets.	Staff designated by City Manager	2007 and ongoing	General funding; current staff time
	Create a Sidewalk Improvement and Continuity Plan.	Work with the pedestrian plan recommended in the Transportation Element to inventory and rank sidewalks for improvements.	Staff designated by City Manager	2012-2015	Current staff time; consultant services; MPO funding

	TYLER 1ST PUBLIC FACILITIES AND SERVICES ACTION PLAN									
Short-Term Ad	etions (2020-2022)	Intermediate Actions (2023-202	26)	Long-Term Actions (2027+)		Complete				
GOAL	WHAT	HOW	WH	10	TARGET TIMELINE	POTENTIAL RESOURCES				
Enhance code enforcement.	Increase the amount of resources dedicated to a more proactive code enforcement effort.	Commission City employees in various field service departments to report offenses.	Staff designa City Manager		2008 and ongoing	New staff resources and current staff time; solid waste funding				
		Provide more proactive code enforcement through additional manpower and funding.	Mayor and C Council; Staf designated b Manager	f	2007	New staff resources and current staff time; solid waste funding				
		Enhance the use of technology in the monitoring and execution of code enforcement efforts.	Mayor and C Council; Staf designated b Manager	f	2007	Current staff time; solid waste funding				
	for citizens and City employees to report code infractions.	Advertise the reporting options to the public and provide a mechanism to learn what action was taken by the City.	Staff designa City Manager	•	2008 and ongoing	Current staff time				
Continue and enhance efforts to assure compliance with accessibility standards in both public and private facilities.	Provide guidance to the private sector for ADA/TX Accessibility Standards compliance.	Make brochures and other materials available to developers and builders as they make applications for projects.	Staff designa City Manager		2008 and ongoing	Current staff time; general funding				
Develop Tyler's library system and resources as an innovative source	Develop a Master Plan for library services and the library buildings.	Write an RFP and hire a consultant.	Mayor and C Council; Libra Staff designa City Manager	ary Board; ated by	2010	Current staff time; consulting services; general funding				
of information services and culture.		Complete renovation of library.	Staff designa City Manager stakeholders	r; Major	2014-2019	Current staff time; consulting services; general funding				
	Make the library a key asset in the downtown Arts, Culture and Business District.	Consult with Library Board and library staff in downtown planning.	Staff designa City Manager stakeholders Tyler Main St	r; Major ; Heart of	2014 and ongoing	Current staff time				

	TYLER 1ST PU	IBLIC FACILITIES AND	SERVICES ACTI	ON PLAN	
Short-Term Ac	tions (2020-2022)	Intermediate Actions (2023-202	6) Long-T	erm Actions (2027+)	Complete
GOAL	WHAT	нош	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Strengthen the tourism value of the Rose Center, Harvey Convention Center and current East Texas Fairgrounds site.	Study the potential to create a horticulture center/ botanical garden and environmental education center on the parking lot and fairgrounds site adjacent to the Rose Garden.	Explore potential partnerships with nonprofit or for-profit garden and horticulture groups.	Mayor and City Council; Park and Recreation Board; Rose Festival Association; Staff designated by City Manager; Master Gardeners; Educational and research instititions	2014-2019	Current staff time
		Commission and develop a site master plan including alternatives for expanded horticulture uses while accommodating parking and circulation for the stadium and athletic fields.	Mayor and City Council; Staff designated by City Manager; T.I.S.D. staff	2020-2025	Current staff time; consulting services; general funding
		Fund short to medium-term interior improvements to Harvey Center while other options are under review.	Mayor and City Council; Park and Recreation Board; Staff designated by City Manager	2008 and ongoing	Current staff time; general funding; Heart of Tyler funding
TYLER I		Examine additional functions and repurposing of Harvey Center.	Mayor and City Council; Park and Recreation Board; Staff designated by City Manager	2014-2019	Current staff time; consulting services; general funding

TYLER 1ST PUBLIC FACILITIES AND SERVICES ACTION PLAN									
Short-Term Ac	tions (2020-2022)	Intermediate Actions (2023-202	26) Long-Te	erm Actions (2027+)	Complete				
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES				
Continue partnerships with nonprofit organizations in social services,	Continue HUD (CDBG and HOME) pass-through funding, as feasible.	Consider implementation of a competitive process for a portion of available funding to promote innovation in qualified areas.	Mayor and City Council; Staff designated by City Manager	2009 and ongoing	Current staff time; HUD funding				
arts and culture.		Facilitate accountability and avoid duplication of services.	Staff designated by City Manager; Nonprofit and for-profit partners	2007 and ongoing	Current staff time; outside organization staff time				
		Coordinate funding to support key City objectives, such as revitalization of downtown.	Staff designated by City Manager	2007 and ongoing	Current staff time; HUD funding				
TYLER 1st	Continue to maintain a close relationship with animal welfare organizations.	Establish an Animal Care Advisory Board.	Mayor and City Council	2013	Current staff time				
TYLER 1st		Construct and staff a City- owned and operated animal care facility.	Mayor and City Council; Animal Care Advisory Board; stakeholder groups; Staff designated by City Manager	2014-2019	New staff resources and current staff time; Half Cent Sales Tax; general funding				
Provide services and opportunities for senior citizens.	Develop a comprehensive plan with nonprofit partners for senior services.	Survey retirees and senior citizens about needs.	Staff designated by City Manager; Tyler Area Chamber of Commerce; Educational institutions	2012	Current staff time; Chamber staff and volunteer time; consulting services; general funding				
	Promote Tyler as a retirement destination.	Assist with efforts of educational and medical institutions and the Senior Resource Committee of the Chamber of Commerce.	Staff designated by City Manager; Tyler Area Chamber of Commerce; Major stakeholders	2008 and ongoing	Current staff time; Chamber staff and volunteer time; partnerships with major stakeholders				
Reconstruct entry corridors to downtown, major roadways	Promote program to beautify designated districts.	Implement wayfinding flags and pillars introducing drivers to district. Create and adopt a pole or district program.	Community partnerships with colleges/universities/ business owners and private citizens	Current staff time; Chamber staff and volunteer time; partnerships	2020-2021				
R <mark>I</mark> st DATE				with major stakeholders					

# New Chapter TYLER 181 TYLER 1ST EDUCATION ACTION PLAN

		LER 131 EDUCATION /	ACTION PLAN		
Short-Term Act	ions (2020-2022)	Intermediate Actions (2023-2026)	Long-Ter	m Actions (2027+)	Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Develop Tyler as an educational destination  TYLER  2020 UPDATE	Ensure that Pre-K-16 education is a priority in the community and that this is evident through demonstrated actions.	Include education as a goal in Tyler 1st.	City of Tyler	2014	No Cost
		Introduce early college programs.	Smith County school districts; Tyler Junior College	2014-2019	No Cost
	Support the Industry Growth Initiative plans directed toward education.	Encourage IGI Implementation committees to incorporate these goals into their Action Plans and work toward achievement.	City of Tyler; Business Education Council; Chamber of Commerce	2010 and ongoing	No Cost
Champion, support and partner with K-12 public schools,	Actively support the implementation of the FISD strategic plans.	Participate on FISD implementation committees and incorporate applicable action plans into Tyler 1st.	City of Tyler; Business Education Council; Chamber of Commerce; ŦISDs	2014 and ongoing	Current staff time  TYL  2020 U
colleges and universities for excellence in academic achievement.	Support programs to attract and retain talented teachers to the community.	Develop detailed action plan in cooperation with public and private school districts within Tyler.	City of Tyler; Smith County school districts; private schools; Business Education Council; Chamber of Commerce	2014 and ongoing	Donations
Encourage an environment of education and lifelong learning in families.	Collaborate to develop programs to support strong parenting skills and involvement in education.	Complete assessment of community needs and develop action plans to address them.	City of Tyler; Business Education; Council; Smith County school districts; private schools;	2014	Donations
	Ensure that fundamental family needs are met.	Conduct an assessment of programming in Tyler that is available to families.	City of Tyler; Business Education Council; Smith County school districts; private schools;	2015	Donations
		Identify or develop programs to address gaps in services.	City of Tyler; Business Education Council; Smith County school districts; private schools;	2017	In Kind

	TY	LER 1ST EDUCATION	ACTION PLAN		
Short-Term Ac	etions (2020-2022)	Intermediate Actions (2023-2026	S) Long-Te	rm Actions (2027+)	Complete
GOAL	WHAT	HOW	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Collaborate with business entities to enhance educational efforts.	business entities to enhance educationalBusiness Education Council to support 		Business Education Council	2014 and ongoing	Donations
	Encourage businesses to grow involvement and investment in the education of Tyler's youth as their future labor force.	Evaluate community business internship programs for implementation.	Business Education Council; Chamber of Commerce	2014-2015	Donations
	Encourage businesses to grow involvement and investment in the education of Tyler's youth as their future labor force.	Evaluate community business mentoring programs for implementation.	Business Education Council; Chamber of Commerce	2014-2019	Donations
Recognize that education directly impacts economic development and quality of life.	Foster a culture of community support for education.	Evaluate opportunities for investment in community-wide educational events, such as a back to school fair, rallies for education achievement, recognition for students, family nights, community reading events and investment in the local library.	City of Tyler; Smith County school districts; private schools; Business Education Council	2014 and ongoing	Sponsorships
		Support efforts of the Tyler Area Partners for Literacy (TAP for Literacy) initiative.	City of Tyler; Smith County school districts; private schools; Chamber of Commerce; TEDC	2014 and ongoing	Sponsorships
		Explore potential community mentoring programs.	City of Tyler; Smith County school districts; private schools; Business Education Council; Chamber of Commerce	2014 and ongoing	Donations
		Solicit businesses to work with schools on career exploration activities, life skills programs, case studies, etc. to further strengthen this connection.	Smith County school districts; private schools; Business Education Council	2017	Donations
		Evaluate educational data to determine five core outcomes to improve.	Business Education Council	2014	Donations

Short-Term Ac	tions (2020-2022)	LER 1ST EDUCATION A		Ferm Actions (2027+)	Complete
GOAL	WHAT	нош	WHO	TARGET TIMELINE	POTENTIAL RESOURCES
Recognize that education directly impacts economic development and quality of life.		Form committees to further assess data and determine what interventions are working best in specific populations in the community and then develop and implement strategies to improve these outcomes.	Business Education Council	2015-2016	Donations
		Support construction of new Career Tech Center.	City of Tyler; TISD; Business Education Council	2014 and ongoing	No cost
	Encourage peer support of educational attainment.	Develop PSA campaign where successful young people share their successes and how they overcame challenges. This campaign could be supported by local media.	City of Tyler; Business Education Council;	2014 and ongoing	City Communications Funding and In Kind Donations
		Enhance peer support by holding celebrations at local schools that focus on academic achievement.	Smith County school districts; private schools;	2014 and ongoing	TISD Foundation Funding
		Research and evaluate job shadowing programs that will help students tie their academic endeavors to future careers and provide students with a tangible goal.	Business Education Councill; Chamber of Commerce; Smith County school districts; private schools;	2017	In Kind Donations
		Utilize the latest technology for educational purposes to better connect to the new generation of learners.	Smith County school districts; private schools;	2014 and ongoing	School Funding
		Evaluate programs for implmementation that engage students in community problem solving to help create a sense of purpose and community connection.	City of Tyler	2016-2019	Donations