

TYLER 1st

Building our future, together



1. The Tyler 1st Vision

The intent of this document is to detail amendments from the 2020 update while continuing to memorialize the original text. Items updated through the 5-year update process will be accompanied with a Tyler 1st logo within the original Tyler 21 document.



Tyler 1st: A Vision for the Next Generation

Developing a vision statement is an essential early step in creating a community comprehensive plan. Vision statements focus attention on a community’s values, sense of identity, and aspirations. The process of creating a vision statement brings community members together to identify what they want to preserve and what they want to change, to articulate their desires and hopes for the future, to develop a consensus on an ideal future and to commit themselves to working towards that ideal. The vision statement, accompanied by related principles or goals, becomes the guiding image for the community as it faces future challenges and complex choices.

The Tyler 1st Vision and Principles emerged from an extensive public outreach program and series of community participation events. They are the distillation of many hours of community activity and the contributions of over a thousand Tyler residents who responded to a public opinion survey, participated in a day-long visioning retreat, attended neighborhood open houses, and provided their comments at display sites and through the web site. After this community process, the draft Vision and Principles then went to a Steering Committee, which reviewed the detailed results of activities and community comment. After minor revisions by the Steering Committee, the draft Vision and Principles were then sent to the City Council, which approved them on August 9, 2006. The Vision and Principles are the guiding framework for the elements of the Tyler 1st Comprehensive Plan.

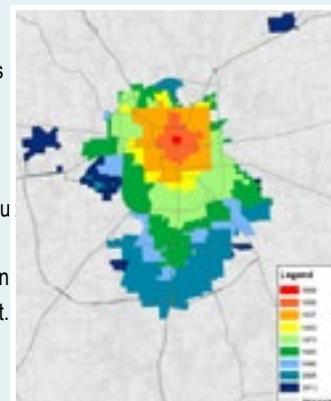
VISION



The City of Tyler aspires to set the highest standards for an outstanding quality of life. By 2030, the City of Tyler will be nationally known for its sense of community, commitment to a robust business environment, quality medical care, excellent educational institutions and the beauty of its public places [and neighborhoods](#).

MISSION STATEMENT

Building on its historic heritage and enduring identity as a city of trees, roses, and azaleas, Tyler will welcome growth with a thoughtful approach that reflects the beauty of the East Texas landscape and creates a sense of place and community in every part of the city. Through excellence in city design, Tyler’s public spaces, from sidewalks to entrance corridors, plazas and parks, will provide comfort, safety, utility, fitness and delight to all who use them throughout the City. In this way, Tyler will enhance and extend into the future the precious legacy bestowed by previous generations—natural beauty, Tyler’s Rose Garden, its tree-lined brick streets, its historic districts, and a rich business environment.



principles

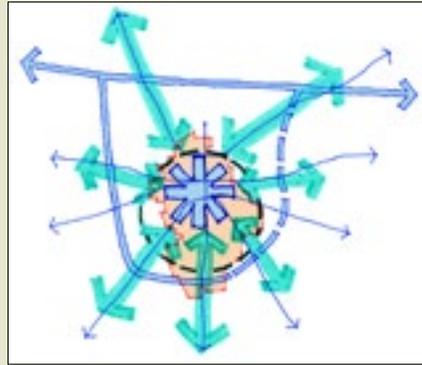
CONNECT PEOPLE TO ONE ANOTHER AND IN COMMUNITY:

- Preserve and protect Tyler's values of friendliness, family, faith and community connections, which will be the foundation for the success of Tyler 1st.
- Encourage multiple opportunities for face-to-face encounters for personal relationships to develop.



PROMOTE BALANCED GROWTH:

- Promote growth and redevelopment in downtown and all sectors of the city.
- Revitalize North Tyler.
- Enhance links to I-20 and Toll 49.
- Enhance infrastructure in targeted growth areas/priority annexation areas.
- Allow market directed growth while respecting the right of private ownership.



PROVIDE NEIGHBORHOODS THAT ARE ATTRACTIVE CENTERS OF COMMUNITY:

- Encourage and promote appealing, safe, affordable and stable places to live for people with a wide range of incomes.
- Encourage and promote a variety of housing types for families, singles, older persons and other kinds of households.
- Enhance and create neighborhoods containing walkable centers with a mix of housing and shopping to serve residents.
- Promote affordable development costs for residential development.
- Encourage environmentally friendly development to support Tyler's natural beauty.



PROTECT AND ENHANCE OPEN SPACES, PARKS AND TREES IN A CONNECTED NETWORK FOR RECREATION AND A HEALTHY ENVIRONMENT:

- Create a network of greenways, parks and open spaces linking city and county destinations, such as the lakes and the state park.
- Encourage development of new neighborhood parks.
- Encourage the planting of trees along streets and in public and private places.
- Encourage amenities in older parks, including lighting and security.



Trees and other streetscape improvements can transform major streets.



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



principles

PROVIDE TRANSPORTATION OPTIONS:

- Encourage continuous bicycle and pedestrian routes and trails that connect city destinations.
- Adopt land use strategies that create higher-density, mixed-use clusters of “transit-ready” development that can support expansion of the public transportation system.
- **Plan for and** preserve potential new transportation corridors and work with regional partners to support efficient transportation **options** throughout East Texas.
- Emphasize links within the city via multimodal connections with the airport, rail, and bus services.
- Accommodate regional traffic flow by proactively planning for future corridors and alternate routes **and connectivity options**.
- Identify and develop specific gateways.

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REINVIGORATE THE CITY CENTER TO BE THE DOWNTOWN OF EAST TEXAS:

- Develop a major downtown neighborhood of new and rehabilitated housing to provide the foundation for shopping, restaurants, culture, arts and entertainment in the evenings and on the weekend.
- Bring focus to culture, arts, entertainment and education through a concentration of cultural and entertainment venues downtown.
- Program events throughout the year to attract visitors from around the region.
- Develop a transportation hub downtown.
- Enlist Smith County, area churches and other entities to recruit downtown programs and investments.

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



Tyler is beginning to expand its housing, restaurant and retail options.



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PRESERVE, ENHANCE AND COMMUNICATE TYLER'S HISTORIC HERITAGE:

- Protect the integrity of local and national historic districts, balancing strategies with private property rights.
- Conserve unique character through preservation of historic buildings throughout the city.
- Encourage infill development that, while expressing its own time, is respectful of historic character.
- Create heritage trails and historic markers to identify diverse aspects of Tyler's history, such as African-American heritage, the rose industry, the oil and gas industry, and the railroad industry.



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

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CULTIVATE AN ENVIRONMENT FRIENDLY TO THAT DRIVES BUSINESS AND TYLER'S MEDICAL AND EDUCATIONAL INSTITUTIONS:

- Sustain policies that allow businesses to flourish.
- Continue to foster the city's role as the retail hub of a broad region.
- Maintain support for the medical centers, colleges and the university.
- Foster an innovation economy based on high quality jobs, enterprises and a high quality public education system.
- Continue to be the economic driver and leader in the East Texas region.



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



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MAINTAIN EXCELLENT MUNICIPAL FACILITIES AND SERVICES:

- Continue city government's focus on meeting the highest standards of responsiveness, service and efficiency.
- Provide excellent value for taxpayer dollars.
- Continue to recruit, retain, promote and develop high quality staff.
- Maintain existing infrastructure and provide for growth.
- Measure customer satisfaction frequently to ensure accountability in providing quality customer service.

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MAINTAIN AND ENHANCE OUR STRONG COMMUNITY AND REGIONAL PARTNERSHIPS:

- Building on a tradition of philanthropy and public-private partnerships, bring together the public, private, and nonprofit sectors to realize the Tyler 1st Next Generation vision.
- Expand participation throughout the Tyler community.
- Continue to reach out and enhance partnerships with school districts, neighboring cities and county government.

CULTIVATE AND ENSURE LIFE-LONG LEARNING THROUGH HIGH QUALITY EDUCATION AND SKILL DEVELOPMENT AT EVERY LEVEL:

- Develop Tyler as an educational destination.
- Champion, support and partner with K-12 public schools, colleges and universities for excellence in academic achievement.
- Encourage an environment of education and life-long learning in families.
- Collaborate with business entities to enhance educational efforts and skill development.
- Recognize that education directly impacts economic development and quality of life.

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