



MIDTOWN AREA DEVELOPMENT PLAN

CITY OF TYLER, TX

ADOPTED MARCH 25, 2026

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CHAPTER 01 INTRODUCTION

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Background

Midtown and its Area Development Plan were a result of citywide comprehensive planning conducted in 2012, where the district was identified as a critical focus area. This plan is an update to the initial Midtown Area Development Plan and accounts for accomplishments and changes since its adoption. This plan also provides the city with relevant recommendations that reflect a community-backed vision. Critical to the vision of Midtown is balancing the planning and growth activities of major institutions including Tyler Junior College, UT Health Tyler Hospital, Christus Mother Frances Hospital, and UT Tyler School of Medicine along with those for the district as a whole.

This Midtown Area Development Plan updates the district vision and provides short and long-term strategies that guide future development to create a district that is vibrant, walkable, and is a destination. This plan provides a clear vision and direction for the city, key stakeholders, potential developers, and other entities about the desired outcomes in Midtown.

Purpose of the Plan

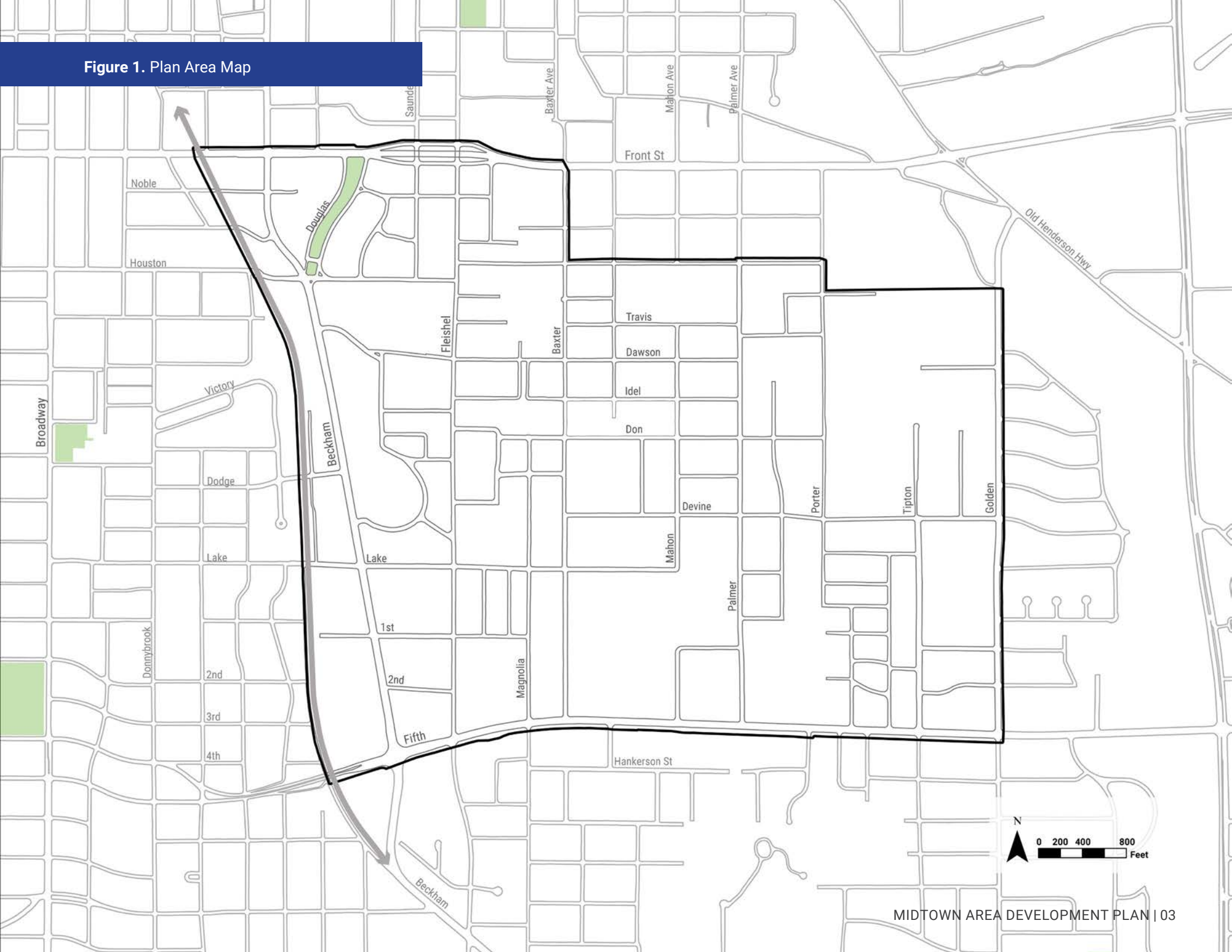
The Midtown Area Development Plan provides guidance for future development and public investment that positions the city to pursue opportunities toward the desired outcomes. By focusing on locally driven strategies, this plan will create a community destination while achieving the citywide goals set forth in the Tyler Tomorrow Comprehensive Plan. This plan is a roadmap that considers land use, economic development, relationships between major institutions and the surrounding community, mobility, and public spaces within Midtown to be implemented through actionable strategies over time.

Plan Area Context

The plan area, shown in **Figure 1**, is the currently defined boundary of Midtown. The district is located on the eastern side of the city and includes significant corridors such as Front Street, Fifth Street, and Beckham Avenue. These corridors are gateways into Midtown bringing local and regional traffic to the area. Outside of the land occupied by the major institutional campuses, the majority of the study area is comprised of single family residential homes.

Midtown is located just southeast of Downtown, which is an important city destination with a distinct identity. Midtown is situated in the middle of primarily residential neighborhoods. To the west of Midtown are historic residential neighborhoods including the Azelea and Charnwood Residential Historic Districts and the Brick Streets Historic District. Proximity to other established districts within Tyler presents the opportunity to create connections to Midtown.

Figure 1. Plan Area Map



Community Engagement Process

Community input informed recommendations for a cohesive and strategic approach to urban design and placemaking to guide the future character of Midtown. Plan development was guided by the Midtown Plan Steering Committee (MPSC), comprised of stakeholders representing the institutional, business, development, and community interests. Additionally, feedback was incorporated through the Tyler Tomorrow Comprehensive Plan engagement process during the public meetings and community survey.

Steering Committee

Themes heard from three MPSC meetings ultimately influenced the plan framework and recommendations set forth in this plan. More information about each meeting is described below.

Meeting #1

The kick-off meeting for the MPSC was held on May 21, 2025. The meeting presented an overview of existing conditions, initial observations, and review of the 2012 plan to stakeholders. Key takeaways from the discussion included: desire for coordination, challenges with mobility and connectivity, and an opportunity for placemaking with community buy-in.

Meeting #2

On August 5, 2025, the MPSC met for the second time to review project updates and discuss the approach and process for urban design and placemaking priorities. Steering committee members interacted with study area maps and discussions included feedback on the draft guiding principles, Sub Area framework, and mobility framework.

Meeting #3

The third MPSC meeting was held on November 18, 2025. Refinements to the planning framework were presented as well as recommendations for catalytic site concepts and key character streets. The committee members participated in break out groups to review draft recommended concepts. This input was then utilized to inform the concepts presented in **Chapter 4, Sub Area Recommendations**.



Public Input

In cooperation with the Tyler Tomorrow Comprehensive Plan development, the community had opportunities to provide input on Midtown during the statistically valid survey and two public meetings. The statistically valid survey findings revealed that some of the key priorities of residents for Midtown include:

- Increasing access and connectivity for pedestrians
- Introducing more retail and restaurant options
- Improving student housing options

Public Meeting #1

In August 2025, the first public open house was held for the Tyler Tomorrow Comprehensive Plan. Tyler residents were able to review the plan purpose and were asked to provide feedback on the vision statement, proposed guiding principle topics, and identify missing elements in Midtown. Key takeaways include a **desire for improved pedestrian and transit connectivity, additional grocery stores, and more retail and sit-down restaurants.**

Public Meeting #2

In February 2026, the second public open house was held for the Tyler Tomorrow Comprehensive Plan. Draft recommendations for Midtown were presented for feedback. Key takeaways include connecting more areas to the North/South Greenway.



Plan Administration

The Midtown Area Development Plan provides a unified vision, informs policy decisions, guides development review, and serves as a benchmark for progress. The plan is intended to be utilized by a variety of entities to allow for collaborative decision-making and communicate comprehensive goals and objectives for the district. The following outlines how different target audiences should utilize the plan and the type of guidance the plan provides to city leadership.

This plan is intended to be used by a variety of audiences:

City Staff – to review development proposals, guiding infrastructure investments, and coordinating interdepartmental efforts.

Elected and Appointed Officials – to inform policy decisions, development approvals, and budget prioritization.

Developers, Property Owners, and Major Institutions – to understand the city's vision, develop expectations, and identify opportunities.

Community Members and Organizations – to track progress, advocate for priorities, and engage in shaping their neighborhoods.

During decision making processes the plan provides guidance to city staff and leadership in the following areas:

Development Review – to evaluate rezoning, site plans, variances, and other development applications.

Capital Improvement Planning – to prioritize and phase future infrastructure investments.

Policy and Program Development – to inform future programs, partnerships, and funding pursuits through strategies established in this plan.

This plan should be updated periodically to track progress, leverage new opportunities, and maintain viable approaches to redevelopment as the city grows. Specific strategies may evolve, but the vision and guiding principles remain consistent unless formally amended.

Plan Content and Organization

The Midtown Area Development Plan is organized into the following parts:

Chapter 1: Introduction

This chapter provides the purpose and background of this planning effort and a summary of engagement efforts which guided the planning process.

Chapter 2: Existing Conditions

This chapter provides a high-level overview of Midtown today which provides context for the recommendations in the subsequent chapters.

Chapter 3: Midtown Framework

This chapter presents the district vision and provides an overview of land use, mobility, and placemaking elements which serve as the overarching planning framework.

Chapter 4: Sub Area Recommendations

This chapter provides concepts and urban design guidance for Sub Areas, key streets, and opportunity sites.

Chapter 5: Implementation Strategies

This chapter provides strategies to achieve the overarching vision for Midtown and to implement recommendations over time.



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3,551
Number of Residents
Living in Midtown



24.9
Median Age



\$60,090
Median Household
Income



32.8%
Live and Work in
Smith County



19,246
Estimated Daytime
Population

Source: ESRI Business Analyst Forecasts

Existing Conditions

To create a more comprehensive understanding of the context of Midtown, this section details key existing conditions including demographics, land use, zoning, and current landownership. The existing conditions provide baseline information that identify opportunities and constraints of an area and allow for informed decision-making practices.

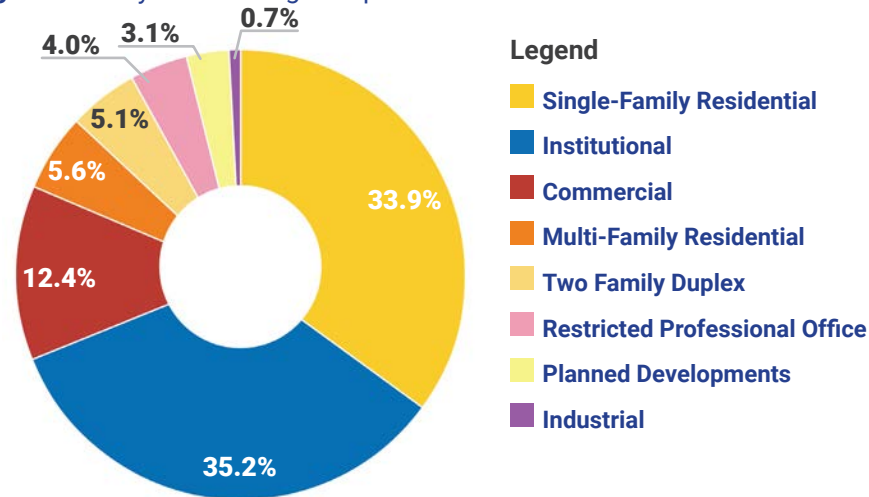
Demographics

The Midtown area is just over 1 square mile (689 acres) and has an estimated population of **3,551 residents**. There are 865 housing units available in the study area primarily located in the eastern portion where there are more established residential neighborhoods. Family households make up the majority of households in the study area at 64 percent. Non-family households are typically one or two-person households which can likely be attributed to the students living in the area. About half of the residents living in Midtown are enrolled in some form of school, with the majority of those that identify as students enrolled in undergraduate college programs. For 14 percent of Midtown residents, the primary means of transportation for commuting to work is walking, which is much higher than Tyler as a whole.

Zoning

There are several zoning districts, as shown in **Figure 2**, that make up the Midtown area, highlighting a variety of allowed uses and development types particularly along the Beckham Avenue Corridor. Institutional uses account for 35 percent of the land in the study area. Collectively, residential uses make up a significant part of the area, about 45 percent. Single-family residential uses total 34 percent, and multifamily uses make up 11 percent of the area. Commercial zoning remains primarily on the west side of Beckham Avenue. The Restricted Professional Office District continues to make up a small percentage of the land and is designated as pockets within the large Institutional zones.

Figure 2. Study Area Zoning Composition

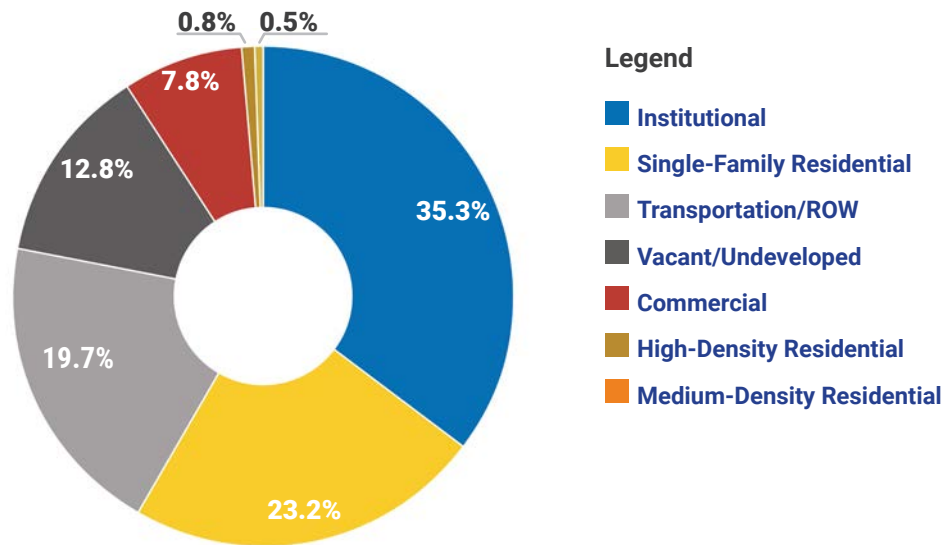


Source: City of Tyler

Existing Land Use

As a medical and education hub, it is not surprising that institutional land uses are the most prevalent in Midtown (35 percent). Beyond the core hospitals and TJC campuses, each institution also owns parcels further removed from the main campus which are intended to be expansion areas in the future. The residential uses in the study area are primarily single-family detached and are located mostly east of Baxter and north of TJC. Beckham Avenue features commercial uses primarily to the west of the roadway and there are some commercial uses along 5th Street as well. The area between Fleishel and Baxter is a mixture of medical office and residential. Uses that do not exist in the study area today include mixed-use and industrial. **Figure 3** depicts the breakdown of existing land uses in the study area as of 2025.

Figure 3. Existing Land Use Composition



Landownership

The major institutions in Midtown own approximately 33 percent of land in the study area, collectively totaling approximately 227 acres. These landowners include Christus Mother Frances, UT Health Tyler, UT Tyler School of Medicine, and Tyler Junior College. Much of the remaining areas of Midtown are owned by individual residents as residential land use makes up a sizable portion of the area.

Observed Conditions

In addition to the data-based conditions in Midtown there are many observed conditions that contribute to how Midtown is experienced by residents, students, healthcare professionals, and visitors today. The following are some of the key existing conditions that people experience in Midtown that contribute to the current identity and should be considered as future development and redevelopment opportunities arise.

Key Destinations

Midtown is anchored by major institutions such as UT Health Tyler Medical Center, Christus Mother Frances Medical Center, UT Tyler School of Medicine, and Tyler Junior College. These institutions serve as healthcare services, employment, and education destinations for local and regional visitors. These institutions make up nearly 30 percent of local employment in the area, creating an employment hub for the city within this district.

TJC is continuing to develop recreational space within Midtown that creates a new type of destination for the area with the potential to provide a missing need for residents. Open space amenities are scarce in Midtown with the only dedicated park space being Douglas Branch Park in the northwestern corner of the district. Overall, park amenities and connectivity to the surrounding areas needs improvement. Today, there are minimal retail, restaurant, entertainment, and similar use destinations within Midtown. Those that exist today are primarily found on key roadway corridors including Beckham Avenue and Fifth Street.

Topography

Throughout Midtown, there are significant changes in elevation which creates edges and boundaries within the district. These differences in elevation have impacted the arrangement of building and roadway configurations. Notably, Houston Street and Dawson Street are among the steepest roads within the area, creating mobility challenges, especially for pedestrians.

Additionally, the difference in elevation contributes to drainage issues. Douglas Boulevard is an example of a location within Midtown that is highly susceptible to flooding and water ponding during and after major rain. The natural barriers, accessibility challenges, and the way previous development has been informed by topography are important factors to consider in future development and redevelopment practices.



The image above illustrates the difference in elevation looking toward the west on Houston Street.

Edges of Development

Midtown has defined edges of development created by existing development patterns. The way development has occurred historically in Midtown has created pockets defined by the existing uses. The medical campuses and TJC's campus are large developments that have abrupt edges where they abut external development. As future redevelopment occurs, creating more context-sensitive transitions between different developments is important. Regarding the edges of the district, the western and southern boundaries are primarily composed of commercial development. The eastern and northern edges consist of residential neighborhoods.

Accessibility

Accessibility refers to reaching and entering key destinations throughout the district both from the surrounding neighborhoods and the major institutions within Midtown. Generally, a 5-minute walking radius encompasses the boundaries of the institutional campuses. Pedestrian access within the medical and educational areas is made up of internal networks of paths and sidewalks. Other areas of the district have varying levels of access due to lack of a continually connected pedestrian network. In areas that are primarily residential the sidewalk network has significant gaps and where facilities exist they do not create strong connections to community destinations.



A person walks through a worn path near the intersection Douglas Boulevard and Houston Street.

Mobility

There are two arterial roads that go through the study area, Beckham Avenue and Fifth Street. These roads regularly carry heavy traffic, functioning as a key connector and supporting travel from all directions. Beckham Avenue connects Downtown Tyler to Midtown and is an important thoroughfare that brings visitors to the district seeking the services of the institutions. Fifth Street and Front Street create critical east-west connections at the edges of the district and are important to the overall vehicular circulation.

There are several connectors that unify the study area. Fleishel Avenue runs north to south and provides access to the major medical campuses. The road also acts as a defining boundary between the medical campuses and the east side of the study area, which is primarily residential neighborhoods. Lake Street and Devine Street contribute to important east-west connectivity, linking medical institutions, Tyler Junior College, and the surrounding residential neighborhoods.

Pedestrian and bicycle mobility is limited due to the lack of facilities. There are existing bike lanes on several roadways; however, they do not provide connections throughout Midtown. As previously mentioned, sidewalk connections are limited in some areas of Midtown and crossing conditions at intersections can be uncomfortable or nonexistent.

Parking

Approximately 95 acres of land is currently dedicated to parking within the Midtown study area boundary. Parking is critical to the operations of the large institutions within the site and has been expanded over time as needed to keep up with growing demand to support expanding healthcare and education facilities. There are 186 individual surface parking areas and six structured parking garages in Midtown. All of the structured parking garages and the majority of the surface parking lots are owned by Christus Mother Frances, UT Health Tyler, and Tyler Junior College. These institutions are responsible for high demand in parking and as new uses and redevelopment are introduced in Midtown parking will continue to be a concern.

Operational Elements

The major institutions within Midtown come with their own unique operational and service needs. For these institutions to operate smoothly, there are many behind the scenes operational elements that play a key role in these activities. For example, emergency services and access routes, loading and delivery zones, and waste management systems, are an essential part of functionality in the area and their location within development is strategic. Consideration for operational elements of different uses in Midtown is critical to maintaining functions and services as redevelopment occurs in the future.

Redevelopment Opportunities

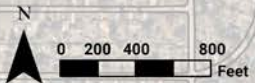
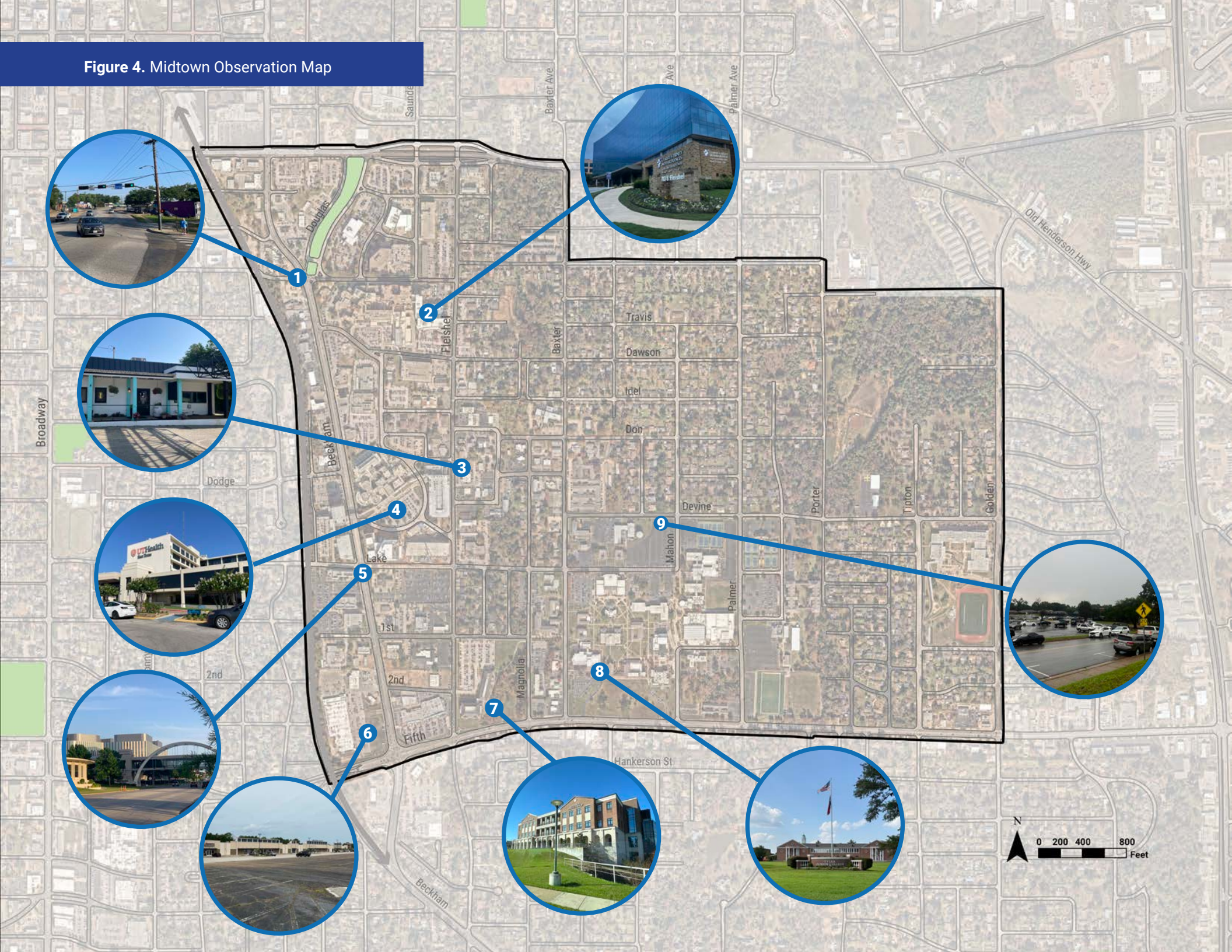
Within the study area, there are significant redevelopment opportunities, especially in underutilized spaces that can be transformed for future needs. For instance, surface parking lots could be transformed if additional structured parking is provided. These large lots can accommodate an array of future commercial, residential, institutional, or green space to better serve the community and its needs. Additionally, there are uses today that have the potential to change over time, which ideally would be redeveloped to introduce new uses and experiences.

Observed Conditions Map

Figure 4 depicts photos of some of the key observed conditions in Midtown; the descriptions of these conditions identified in the figure are listed below.

1. The current configuration of the Houston/Douglas/Beckham intersection is confusing and perceived as unsafe.
2. Christus Mother Frances one of the key anchors of Midtown, comprising approximately 51 acres across their campus.
3. Some infill development has occurred between Fleishel Avenue and Baxter Avenue.
4. UT Health Tyler is one of the key anchors of Midtown with a campus size of approximately 45 acres.
5. The Beckham Avenue corridor supports automobile traffic, but there are safety concerns with hospital staff and visitors being able to safely cross the roadway.
6. Surface parking lots comprise approximately 14 percent of total acreage in Midtown.
7. Throughout Midtown, there are some significant changes in elevation.
8. Although Tyler Junior College is a relatively short distance from the hospitals, there is a lack of bicycle/pedestrian infrastructure connecting these two parts of Midtown.
9. Flash flooding is a concern in areas of Midtown where there are more significant changes in topography.

Figure 4. Midtown Observation Map





CHAPTER 03 MIDTOWN FRAMEWORK

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Introduction

This chapter provides a **Vision Statement**, **Guiding Principles**, and a flexible **Plan Framework** for the future of the Midtown District. This forward-looking framework was driven by community and steering committee input and is intended as a policy foundation for future public improvements, private investment, developer coordination and other public and private-sector initiatives.

The Vision Statement and Guiding Principles serve as a foundation for the more specific land use, mobility and urban design direction of the Plan Framework.

It is important to note that the concepts presented in this chapter are illustrative in nature.

Vision and Guiding Principles

A vision statement and series of guiding principles have been defined for this plan which communicate the overall desires and priorities for Midtown. The guiding principles identify the specific aspects of Midtown on which to focus to advance the overall vision.

Vision Statement

Midtown is a hub for **healthcare and education** for the greater East Texas region with major institutions that coordinate towards a common vision. The area serves as a vibrant community destination with varied experiences for **Tyler residents to live, work, visit, and learn**. Health and learning are cornerstones of the district, expressed both programmatically through the district's anchor institutions and as embodied in the physical environment, cultural offerings, and diverse neighborhood living options.

Guiding Principles

Community input led to the development of six key guiding principles for Midtown's future. These intent-focused planning directives were borne out of the community process and should serve as a baseline for this Plan's directives and all advanced planning, regulatory, development and other community discussions about Midtown.



Health and Learning

Ensure that all public and private investments contribute to a culture of healthy living and education through design and programmatic initiatives.



Sense of Place

Strengthen the experience in Midtown through memorable, activated, connected, and safe public spaces where private development and public spaces work collectively to enhance quality of place.



Collaboration

Foster collaboration amongst the institutions, businesses, and neighbors to create a unified Midtown that is stronger by working together.



Connectivity

Make it easier for all users to get to and move around in Midtown through diverse means, and cultivate enhanced experiences with key connections at the site, subarea, and district-wide level.



Prosperity

Encourage new development and redevelopment that maintains and expands Midtown's role as a local/regional destination, economic driver, and place that supports the needs of students, healthcare professionals, visitors, and residents.



Livability

Create a walkable environment with a complement of dynamic activity nodes and sub-districts that support a mix of uses and experiences that serve residents, students, employees, and visitors.

Plan Framework

The Plan Framework builds off of the Vision and Guiding Principles to provide more specific recommendations for urban design, mobility, land use and placemaking. The maps in this section provide flexible guidance which should be considered with the recommendations set forth in **Chapter 4, Sub Area Recommendations** and **Chapter 5, Implementation Strategies**. It specifically includes the following:

- **Urban Design Concept** – high-level placemaking and mobility concept for Midtown.
- **Subareas and Institutional Core Blocks** – overview of future subdistricts within Midtown and policy direction for major institutional blocks.
- **Mobility Framework** – framework-level recommendations for multimodal networks and access to and within Midtown.
- **Key Character Streets** – key streets or street segments for which a unique streetscape character is envisioned as established by private development and street right-of-way design.
- **North/South Greenway** – a concept for a centrally located, north-south open space amenity and trail connection.
- **Gateways** – identified intersections and points within Midtown that present an opportunity to create a sense of entry into Midtown or into a destination within Midtown.
- **Building Height Framework** – a high-level framework and context-sensitive approach to building heights.
- **Placemaking Elements** – summary recommendations for smaller scale elements that contribute to character and/or user experience and safety.

Urban Design Concept

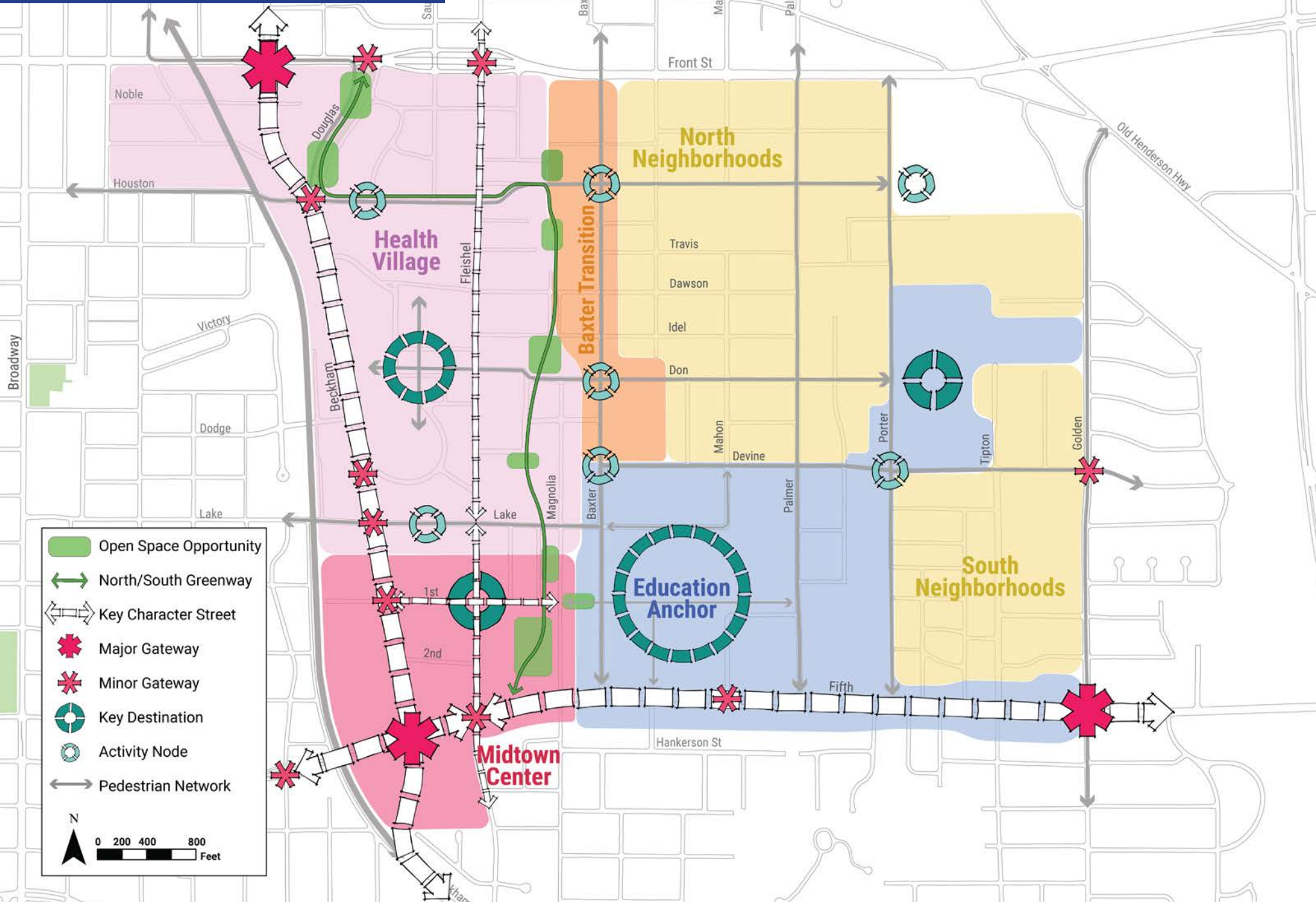
Figure 5 illustrates a high-level concept of the framework elements discussed in greater detail in subsequent sections of this chapter. It is intentionally broad and intended to illustrate the following fundamental design recommendations:









1. Create Enhanced Community Corridors on 5th and Beckham
2. Reimagine Fleishel as a North-South “Main Street”
3. Connect Destinations and Activity Nodes
4. Connect Neighborhoods
5. Create a Sense of Arrival from North, South and East
6. Support Context-Sensitive Investment in Unique Sub Areas

What is Urban Design?

Throughout this plan, the term “urban design” refers to the thoughtful design of buildings, public spaces, and infrastructure to create functional, attractive, sustainable, and activated spaces and paths that are enjoyable to visit, live in, work in, and pass through. Urban design initiatives focus on the characteristics and form of future private development, the function and design of public rights-of-way, and the way in which these private and public elements work together to collectively improve experience, access and economic prosperity.

Figure 5. Concept Plan Graphic



-  Open Space Opportunity
-  North/South Greenway
-  Key Character Street
-  Major Gateway
-  Minor Gateway
-  Key Destination
-  Activity Node
-  Pedestrian Network

N

0 200 400 800 Feet

Sub Areas

A **Sub Area** is a distinct area of future desired character. Midtown’s overall scale, neighborhood characteristics, transportation infrastructure, and institutional campuses dictate how people experience the district today, but there is still great opportunity for community-supportive change through redevelopment of existing properties with new uses and buildings by the private sector and investments in public infrastructure. Looking ahead, this Plan supports a context sensitive approach to Midtown’s future redevelopment. To support this, utilize an intentional “Sub Areas” approach to future planning, development review, and other initiatives. Midtown’s Sub Areas are briefly described below and further detailed along with specific recommendations in **Chapter 4, Sub Area Recommendations**. Areas of Influence about the Plan Area and should be addressed in the Plan at a high level.

Areas of Influence are areas beyond the formal Plan Area but that were determined to be of importance and relevance to some of the policy recommendations in this document. Areas of Influence may be referenced throughout the document and include:

- Area of Influence 1: Northwest of Health Village.
- Area of Influence 2: Residential Blocks (Front to Houston)
- Area of Influence 3: Southside of Fifth Street Properties

The Sub Areas and Areas of Influence are shown in **Figure 6**.



Health Village – blends world class medical services with vibrant, people-centered spaces.



Midtown Center – desintation offering a mix of dining, entertainment, retail, and living options that activate the area.



Education Anchor – prioritizes connecting community and academic life.

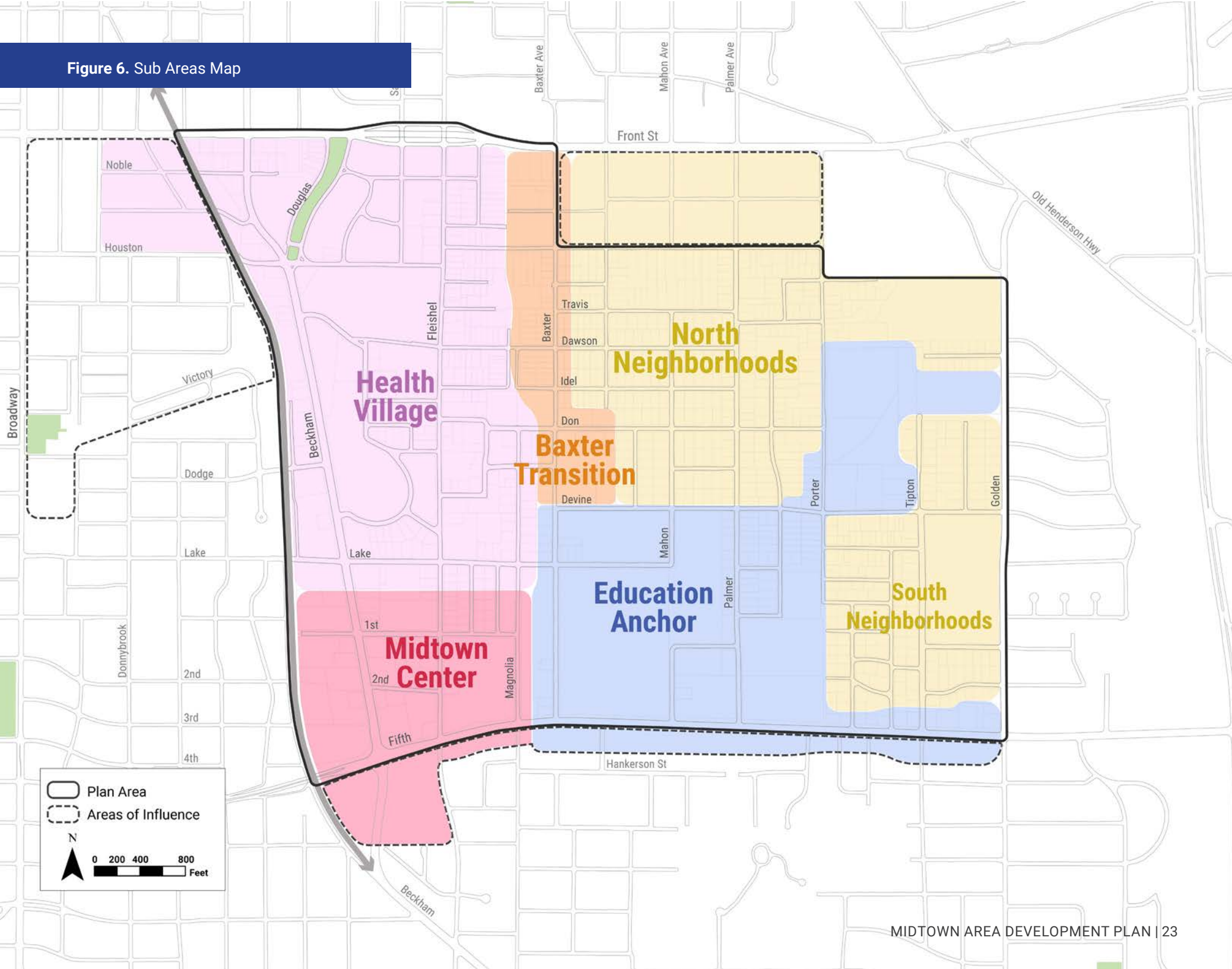


Baxter Transition – thoughtfully transitions from higher intensity land uses to quieter residential neighborhoods.



North & South Neighborhoods – mix of housing options with community spaces and neighborhood scaled retail that contribute to daily life.

Figure 6. Sub Areas Map



Institutional Core Blocks

The southern and western portions of Midtown are largely owned by UT Health Tyler Hospital, Christus Mother Frances Hospital, UT Tyler School of Medicine, and Tyler Junior College. These community driven institutional entities and places are part of Tyler’s history. In addition to their cultural and economic role, each entity operates highly specialized properties with unique needs and evolving futures. They function as “urban campuses” and should continue to be afforded maximum flexibility within the cores of their properties. While currently many of their sites are bisected by public streets, redevelopment of the interiors of these campus blocks could include rethinking of these elements. This plan supports a continued approach of flexibility to meet the institutions’ needs while also ensuring major investments meet the community, mobility and urban design goals outlined in this plan. Core initiatives should include:

- 1. Nurture and Support Flexibility for Institutions.** Support institutional investment decisions consistent with this Plan. Exercise flexibility in development review and regulations to allow for the Plan’s recommendations to be met flexibly and focused on intent.
- 2. Seek a Symbiotic Relationship Between the Institutions and Midtown.** As redevelopment of Institutional Properties occurs, focus on how those investments can be designed to align with this Plan’s recommendations for mobility and urban design.

Figure 7 illustrates the large core blocks of the various institutions with some of the public streets that function more like inner campus streets removed from the map.

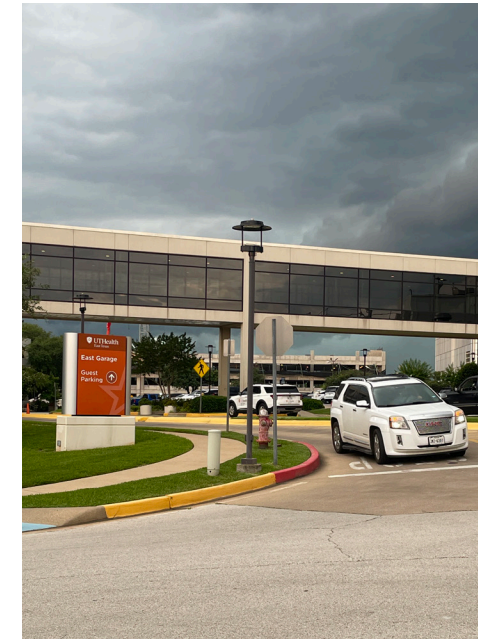
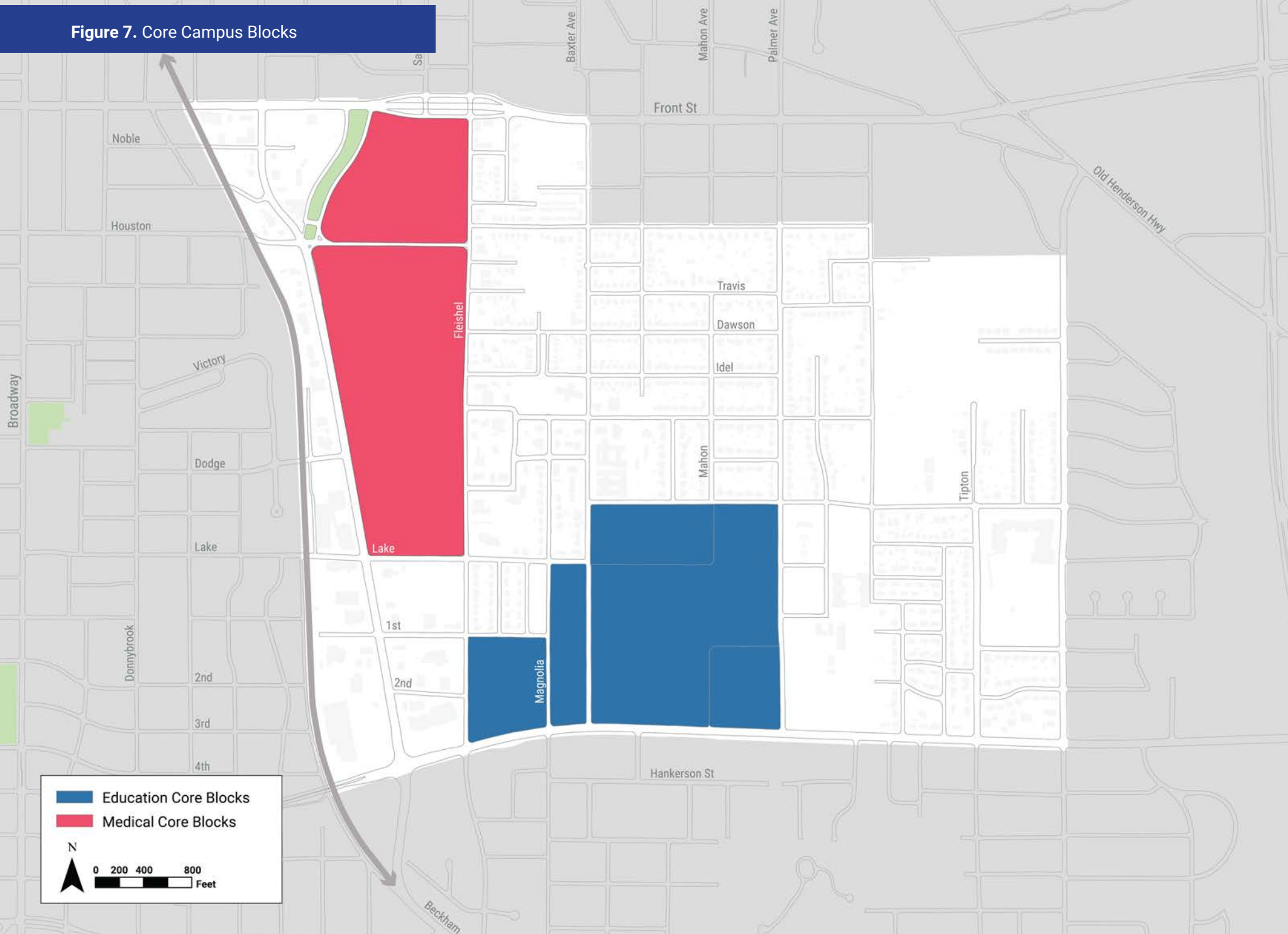


Figure 7. Core Campus Blocks



■ Education Core Blocks
■ Medical Core Blocks

N

0 200 400 800 Feet

Mobility Framework

How people travel through Midtown heavily influences the way they experience the area. All users should have safe and convenient options. The mobility framework establishes an aspirational future preferred network for pedestrian, bicycle, and vehicular users in an effort to, over time, better balance the currently auto-dominated landscape to improve the experience, comfort and safety of non-motorized mobility in Midtown.

This section will address three aspects of mobility – Pedestrian (pages 26-27), Bicycle (pages 28-29), and Vehicles (pages 30-31).

Pedestrian Network

A proposed priority pedestrian network shown in **Figure 8** emphasizes connection of destinations, primarily along public streets. The network seeks to connect and improve existing pedestrian crossings, create new crossings where gaps exist, and enhance facilities along network segments.

While challenging, creating a comprehensive and complete pedestrian network that supports the health and wellness initiatives of this Plan will require new crossings of current barriers on Beckham Avenue and Fifth Street. Tools for safer crossings include costly grade-separated solutions which may be appropriate in certain areas, but also feature smaller-scale improvements like mid-block pedestrian beacons and improvements to pedestrian infrastructure at existing intersections. **Figure 8** shows locations where new crossings should be pursued if opportunities arise.

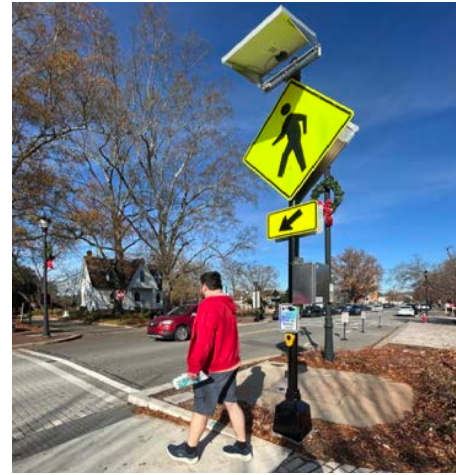
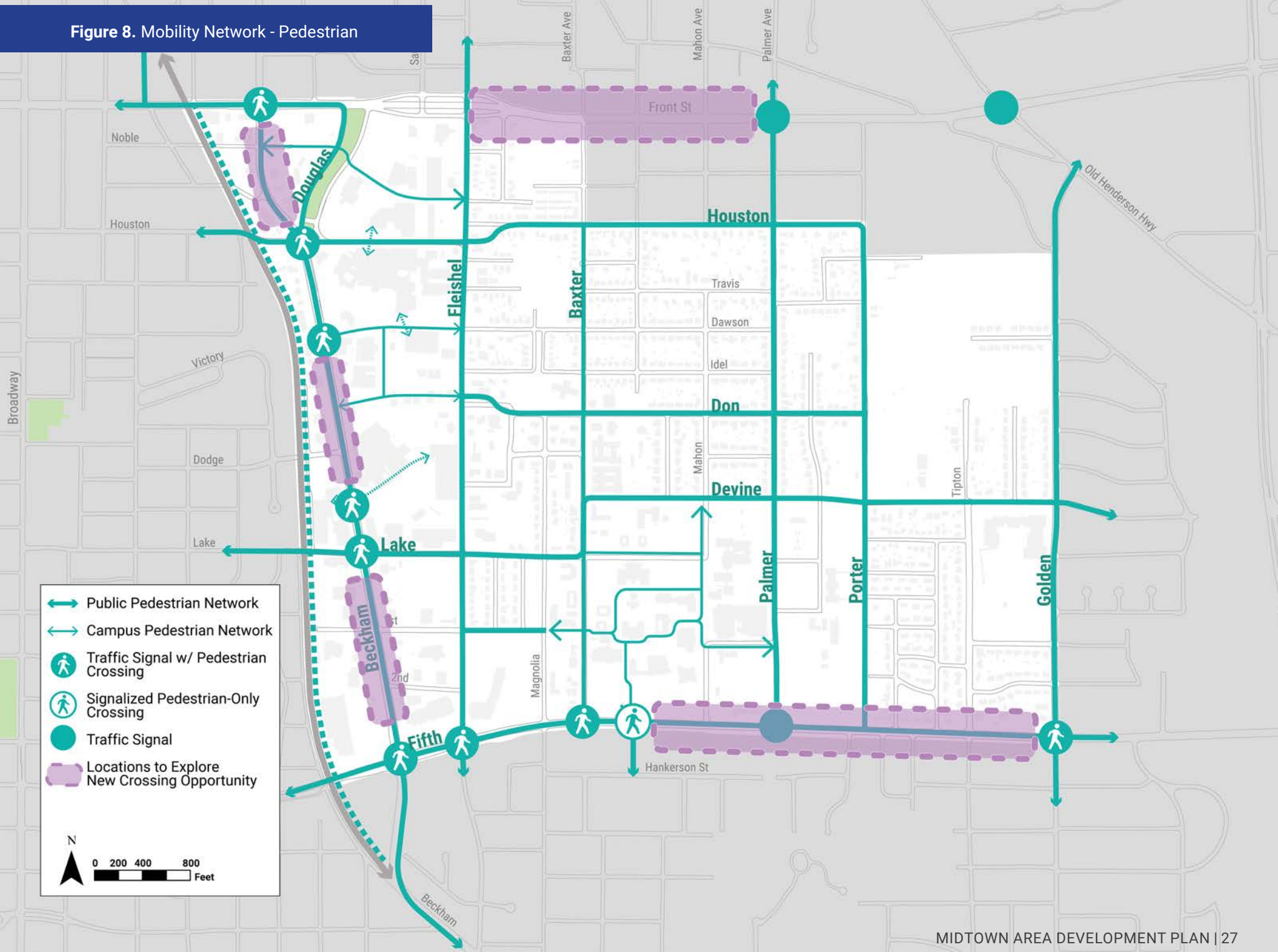


Figure 8. Mobility Network - Pedestrian



Mobility Framework

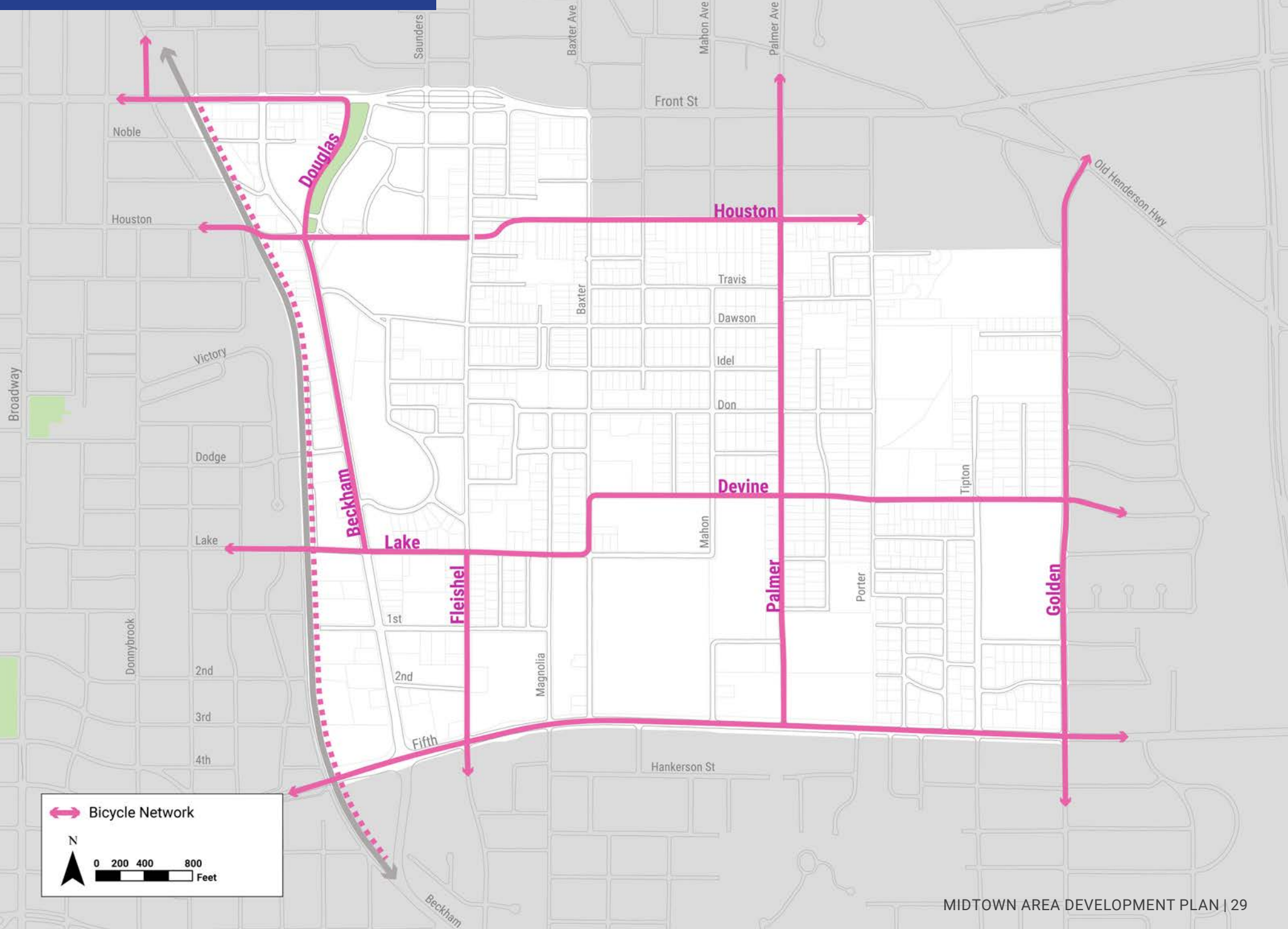
Bicycle Network

Students and other users access Midtown by bike. Some bike infrastructure has already been established in Midtown. This Plan supports building on those investments by pursuing a more complete bike network that intentionally connects critical existing and planned Midtown destinations. The bicycle network is an opportunity to promote a healthy mode of travel, enhance connectivity, and reduce vehicle traffic. **Figure 9** shows a proposed bicycle network throughout Midtown that builds on the existing bike routes on Devine Street, Lake Street, and Palmer Avenue. Bicycle facility enhancements can range from painted bicycle lanes to protected lanes or sidepaths. Seek opportunities to expand the bike network on streets and off-street paths but balance it with the realistic constraints and other mobility needs.

As shown in **Figure 9**, the proposed network seeks to create better east-west and north-south connectivity within the Plan Area and connect to areas south, west, east and toward Downtown to the north.



Figure 9. Mobility Network - Bicycle



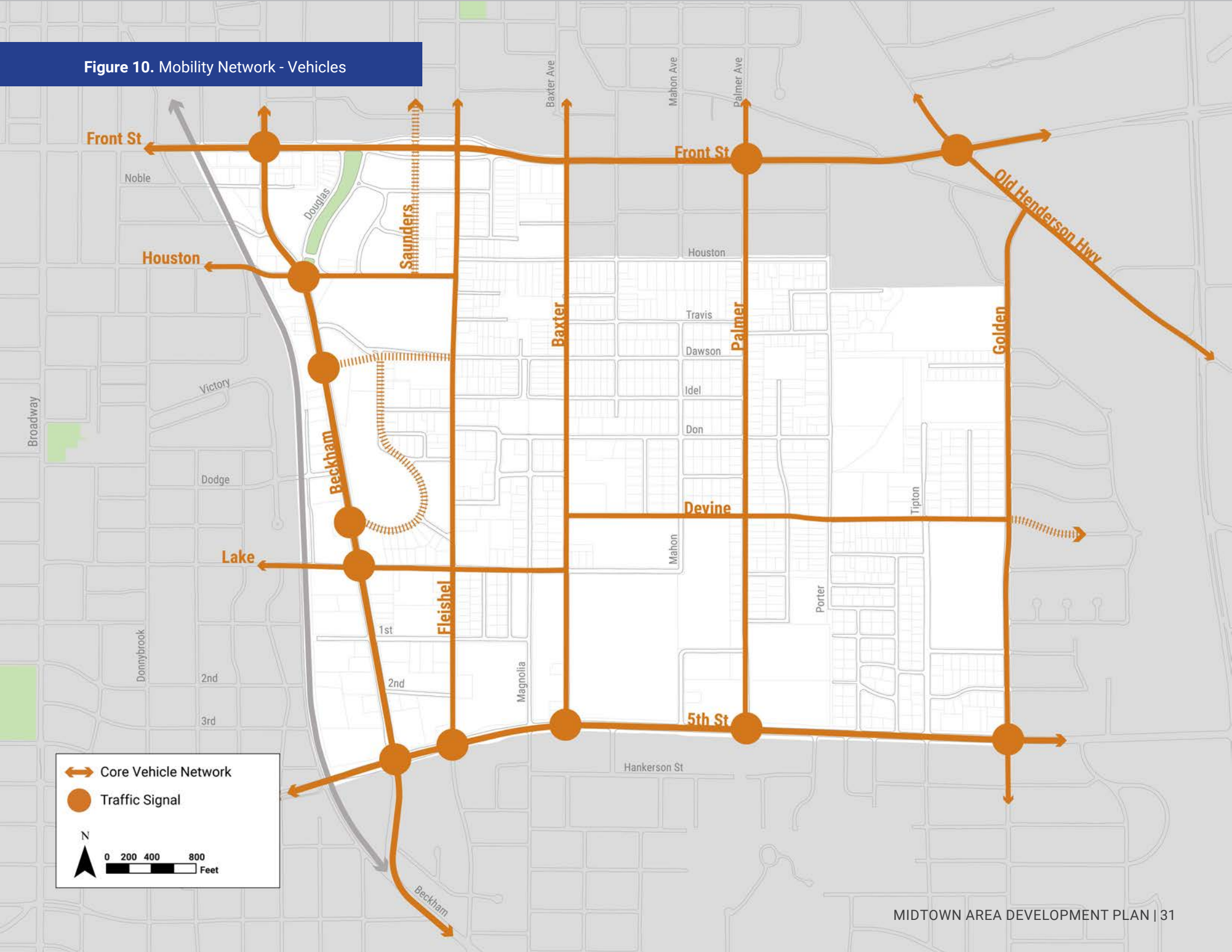
Mobility Framework

Vehicle Network

Most people commuting to Midtown rely on personal vehicles for connectivity and accessibility to hospitals, schools, and other key destinations. Vehicle access will continue to be critical for this area, including for the special needs and demands of the major institutions. **Figure 10** illustrates the primary vehicular network as it is anticipated to function into the future. Note some smaller streets that are not highlighted could be reconfigured, moved or vacated provided such an initiative is consistent with this Plan's goals.



Figure 10. Mobility Network - Vehicles



Key Character Streets

Key character street segments, as identified in **Figure 11**, indicate streets or street segments that this Plan recommends be redesigned as signature people-oriented streets with unique character and balanced mobility infrastructure. Character Streets are intended to be implemented in part by public realm improvements but require intentional design of adjacent private redevelopment to be fully realized.

This Framework calls for intentional design of the right-of-way and abutting developments through landscape elements, building placement and design, and active mobility elements. Additional details on aspirational design concepts for key character streets can be found in **Chapter 4, Sub Area Recommendations**.

Health Corridor

The Health Corridor is envisioned as a tree-lined urban boulevard. Character along Beckham Avenue should balance a pedestrian-friendly environment with the functional needs of the two medical campuses and vehicular access. Buildings are encouraged to frame the street with transparent windows, articulated façades and landscaped buffers with flexible setbacks and parking configurations to accommodate site constraints and operational campus needs. Streetscape enhancements such as lighting, wayfinding, and street furniture can reinforce connectivity and create a welcoming public realm.

Health Village Main Street

The Health Village Main Street, or Upper Fleishel, is envisioned as a signature pedestrian street with slowed traffic, enhanced character and improved safety.

A strong visual and physical connection between adjacent development and Upper Fleishel should be pursued as redevelopment occurs. This typology applies to Fleishel Avenue between Lake Street and Front Street. This corridor should emphasize walkability and a pedestrian-friendly environment through smaller blocks, buildings situated towards the street edge, and entry points that directly connect to public sidewalks. Landscaped buffers and activated spaces, such as plazas, outdoor cafes, and open space, will help create visual interest and connect the public and private realms.

Education Corridor

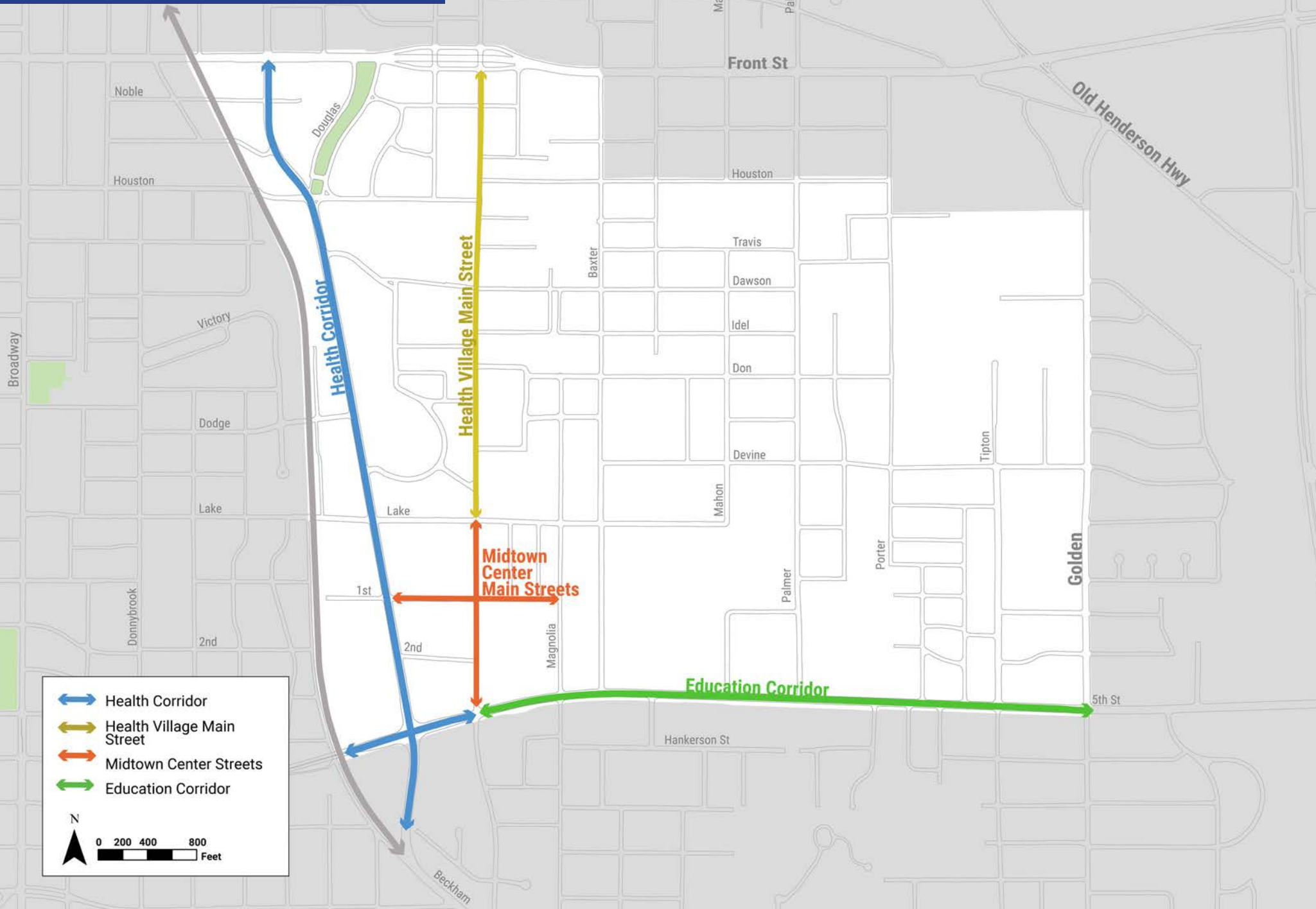
The Education Corridor is envisioned as a bikeable urban corridor that honors the TJC campus character with naturalistic placement of street trees and variable, landscaped street setback areas. Trees and plantings along the corridor and within the front setbacks should work together to establish a “leafy” character on the corridor. The street’s visual character should be unique and intentional to celebrate TJC and provide improved multi-modal connections to it.

Midtown Center Main Streets

Midtown Center Main Streets are envisioned as highly pedestrian-oriented, active streets, some of which contain customer-focused on-street parking.

The objective is to create a sense of enclosure with buildings featured close to the property line and surface parking and other elements contained on the interiors of sites and behind buildings sited along the street.

Figure 11. Key Character Streets

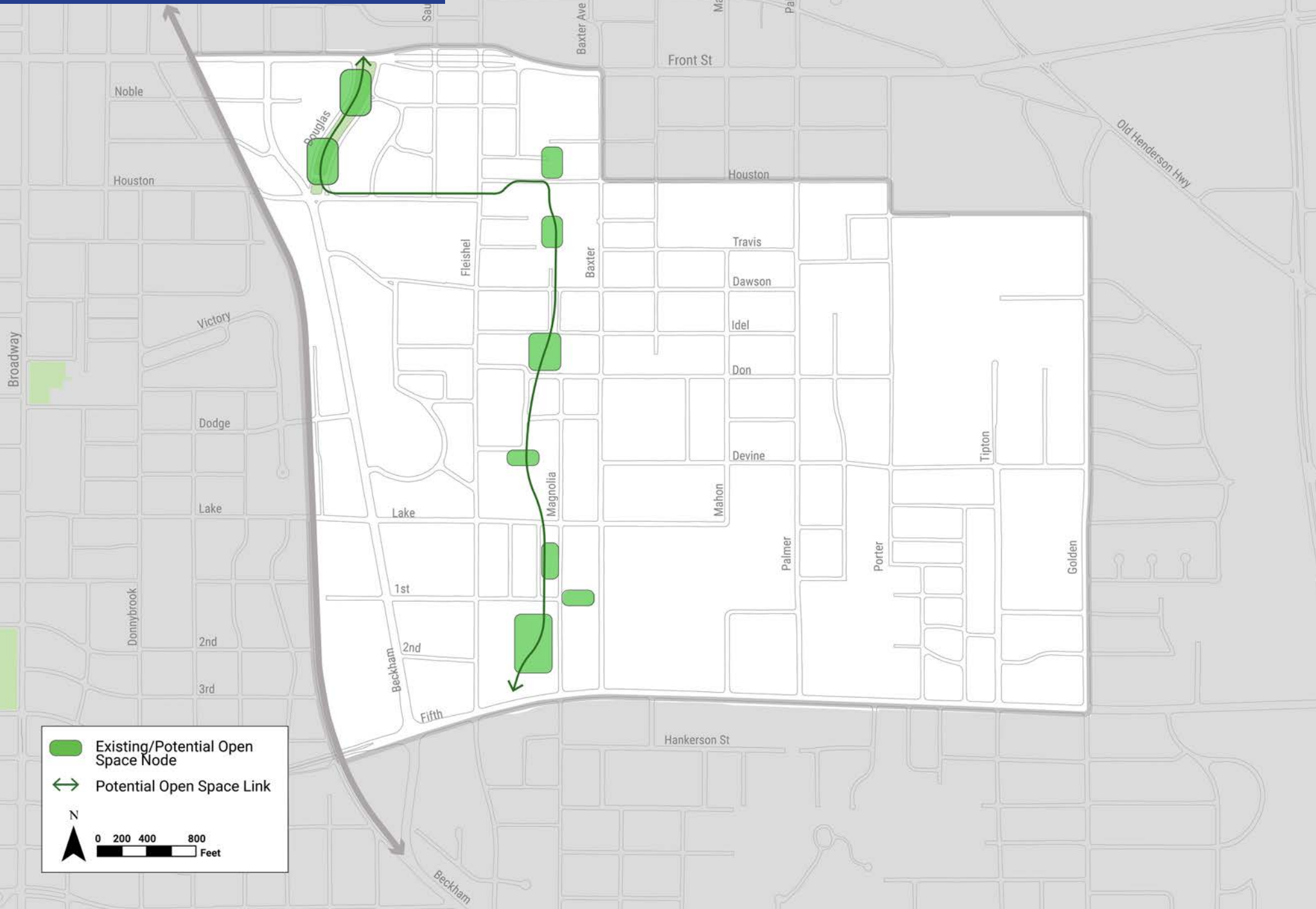


North South Greenway

A key, existing north-south drainage corridor occurs roughly in between Baxter and Fleishel. This lower area spans Midtown and is oftentimes accompanied or intersected by street rights-of-way. Land immediately surrounding the drainage corridor are often underutilized or open, likely due to drainage easements or other reasons. This Framework envisions this feature redesigned as a key north-south pedestrian connector through Midtown that intentionally interfaces with new adjacent redevelopment and serves as a health and wellness destination and amenity for Midtown. This pedestrian connectivity element should be enhanced with small, neighborhood scale open spaces and features that provide passive open space opportunities. Creating publicly accessible open space nodes and connections would require public investment or design of new private investment to facilitate visual and physical access. A conceptual and flexible north-south greenway and a series of conceptual open space “nodes” are identified in **Figure 12**.



Figure 12. North-South Greenway



Gateways

Gateways are strategically located to distinguish unique locations within Midtown and signal to visitors their arrival to the district or a destination within it. Unique building placement, landscaping, public art, branded signage, and changes in streetscape can help set gateway locations apart. As redevelopment and public improvements occur at gateways, design them to orient to and enhance the gateway and sense of place. **Figure 13** depicts the proposed locations of major and minor gateways within Midtown.

Within Midtown, gateways can be utilized to accentuate key intersections and points. Minor gateways function as focal points at critical intersections and entry points to the interior destinations of Midtown. Major gateways are at key entry points to Midtown itself.

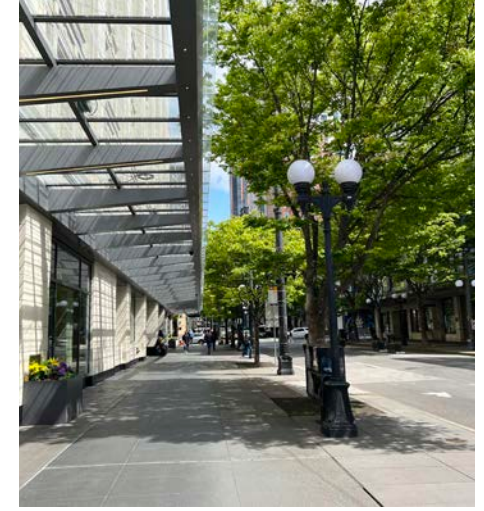
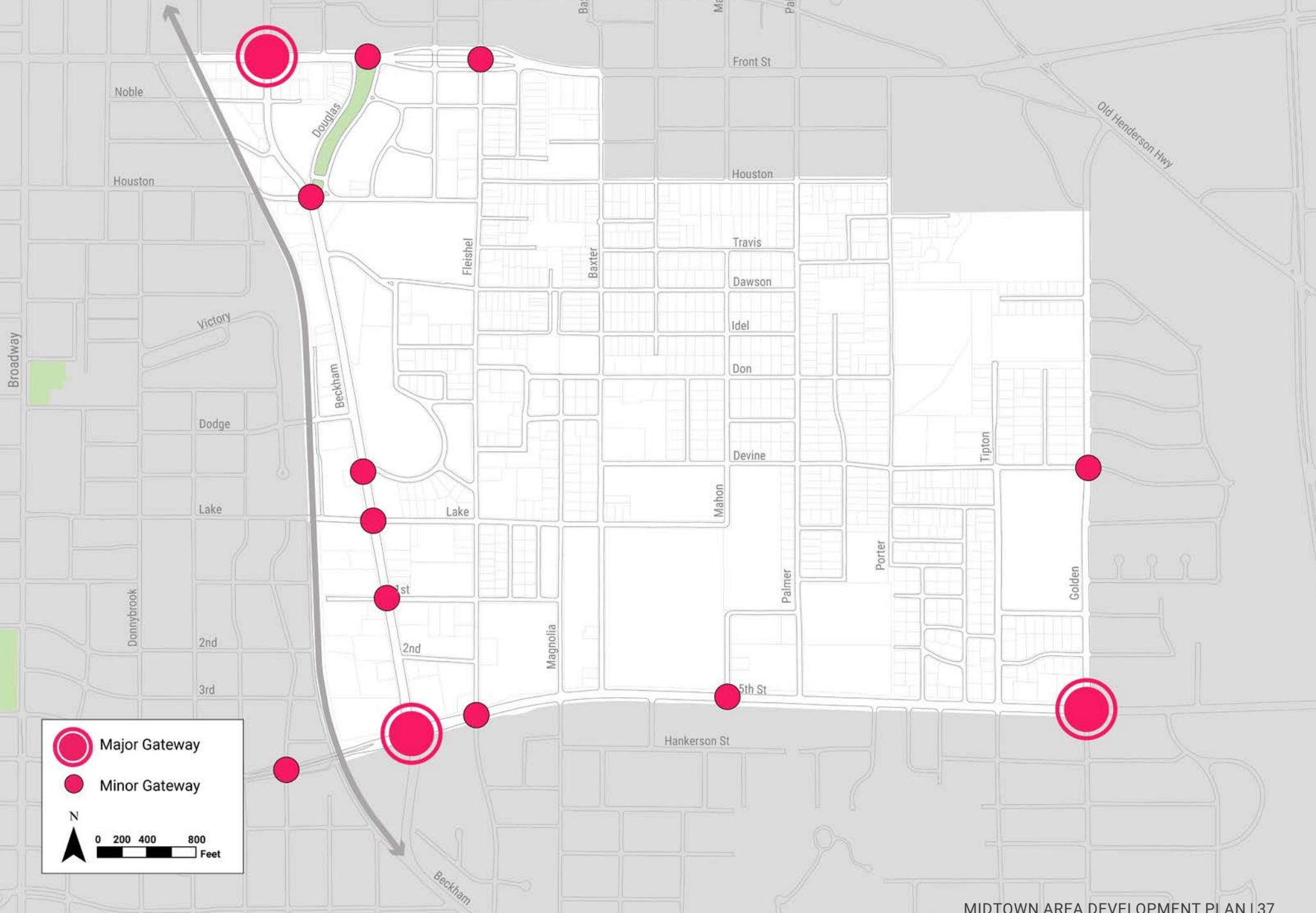


Figure 13. Major and Minor Gateways



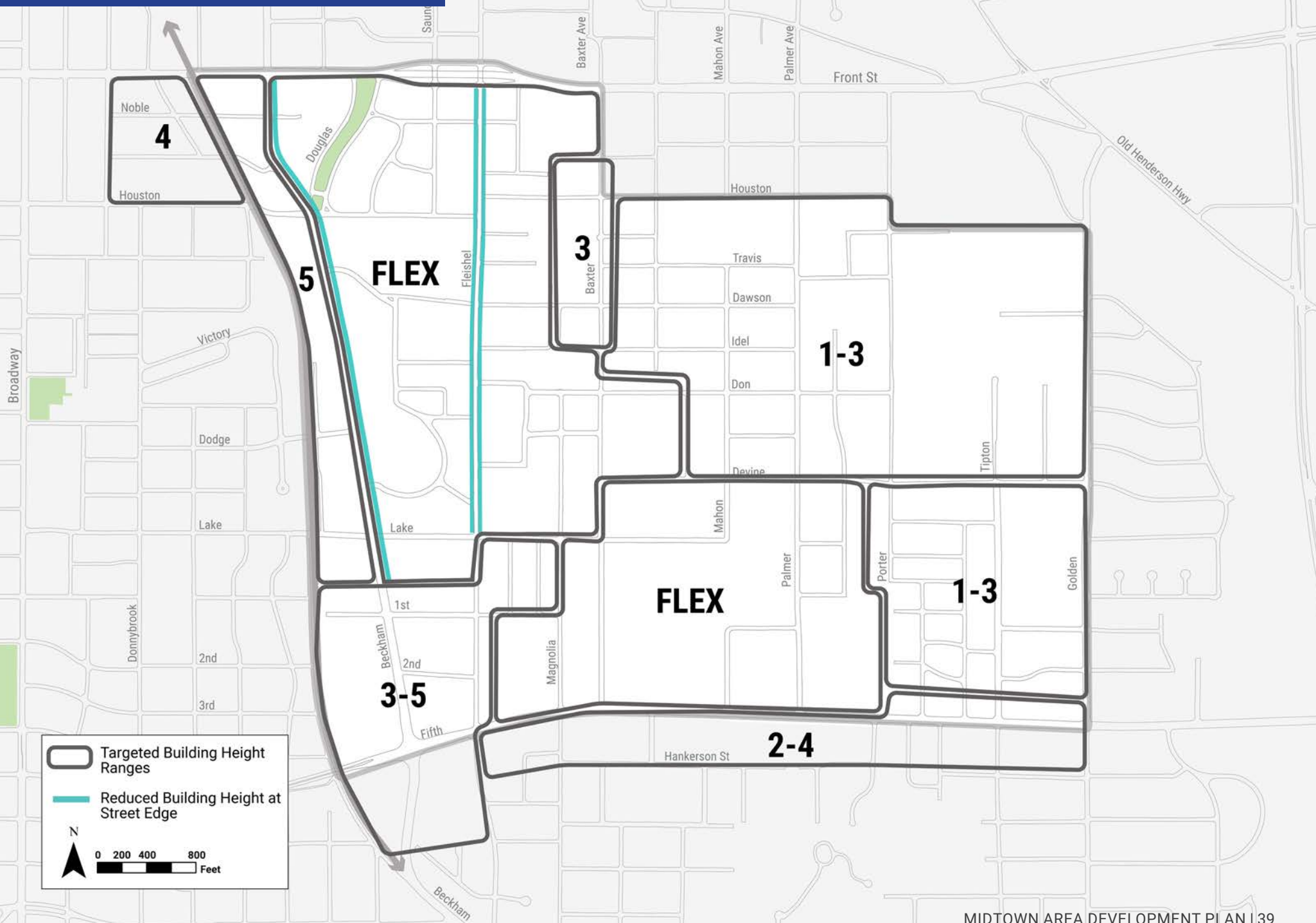
Building Height Framework

The height of buildings impacts neighborhood and district character, especially along streets, but also for the people using and/or living in upper story spaces. The approach to maximum building heights in Midtown should be further considered in future regulatory efforts conducted to implement this Plan, but this component of the Framework provides a planning-level approach for considering building scale in different areas and along varying streets in Midtown. The Building Heights Framework balances placemaking goals, neighborhood impacts, and institutional flexibility.

Figure 14 identifies target ranges of building heights. The strategy includes the following components:

- Allow institutions significant flexibility around building heights, especially at the interiors of the institutions and nearby properties that could become more integrated with the core campus areas in the future.
- Target a mid-rise scale along Beckham and in the Midtown Center Sub Area.
- Step down in scale toward the neighborhoods to the west and east.
- Maintain a lower scale along Fifth Street around the University to address tight neighborhood interfaces and establish a scale that is visually compatible with the TJC campus.
- Consider the need to reduce building height in the areas identified as Flex along Fleishel and Beckham.

Figure 14. Building Height Framework



Placemaking Elements

Placemaking elements can, at a smaller scale, contribute to Midtown's identity by enhancing branding and placemaking, enhancing pedestrian safety, improving visitor navigation, creating visual interest and providing user amenities. These improvements are best achieved with public and private contributions. Examples include:

Signage

Branded wayfinding signage is a key tool for improving visitor experience in Midtown that contributes to the sense of place. Midtown branded signage is present at intersections along Beckham Avenue, Fleishel Avenue, and East 5th Street. The City of Tyler can strengthen branded signage with the addition of banners, lamp posts, and kiosks.



Lighting

Lighting, that is both adequate and distinct, is a key element to creating a space that feels safe, welcoming, and memorable. Signature lighting should be provided during all public and private improvements. Designing new lighting and updating existing features for low-energy use contributes to the efficiency of these features.



Public Art

Public art can serve a variety of roles to define the character and identity of Midtown. Incorporating public art connects local artists to the area, is a unique attraction specific to Midtown, and provides visitors with photo opportunities to remember and share their experience.



Street Furniture

The public realm is shaped through street furniture including benches, planters, water fountains, shade structures, trash receptacles, signage, and kiosks. These elements can improve the overall pedestrian experience through form and function while providing places to gather and interact within Midtown.



Open Spaces

Open space can be achieved through a variety of uses including plazas, parks, squares, and small greenspaces. These spaces can be designed for programming and activation to invite people to use the area. Integrating publicly accessible open spaces in private development is one way to provide amenities to both residents and visitors.





CHAPTER 04 SUB AREA RECOMMENDATIONS

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Introduction

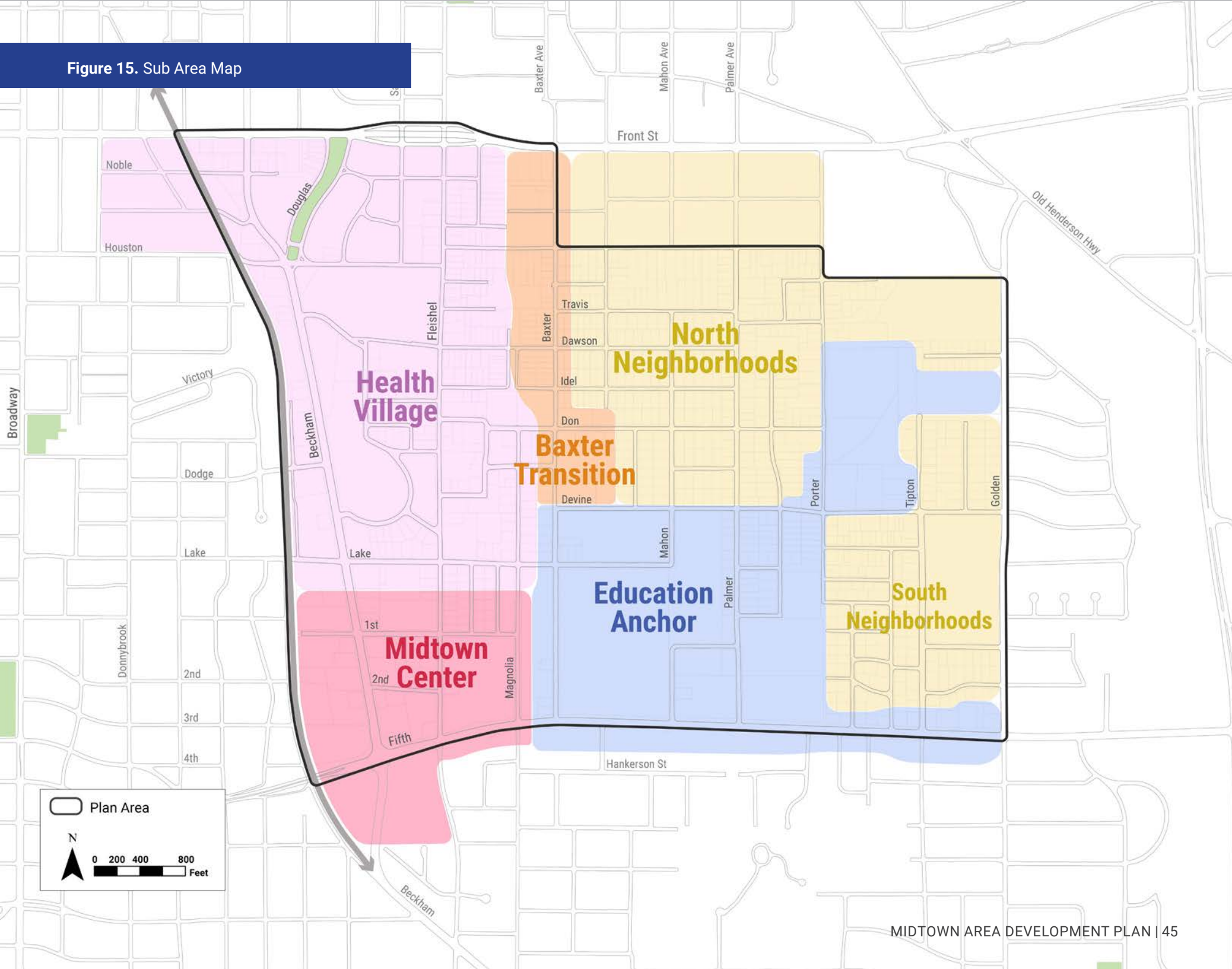
This chapter builds on the elements described in **Chapter 3, Midtown Framework** with more detailed recommendations and guidance for each of the Sub Areas, depicted in **Figure 15**. The recommendations in this chapter should be utilized as a framework for future updates to the Unified Development Code, development review, public investment decisions, and other City initiatives.

The following components are described for each Sub Area:

- **Vision:** An aspirational statement for each Sub Area that describes desired future character.
- **Land Use:** Targeted (primary) and complementary (secondary) land uses.
- **Future Investment:** Identifies key objectives, challenges, and priorities for redevelopment in the Sub Area through coordinated public and private investment.

Additionally, some of the Sub Areas contain more focused design concepts for key opportunity areas, sites and streets. See the Sub Areas and Areas of Influence on **Figure 15** and as introduced in **Chapter 3**.

Figure 15. Sub Area Map



Health Village Sub Area

Vision

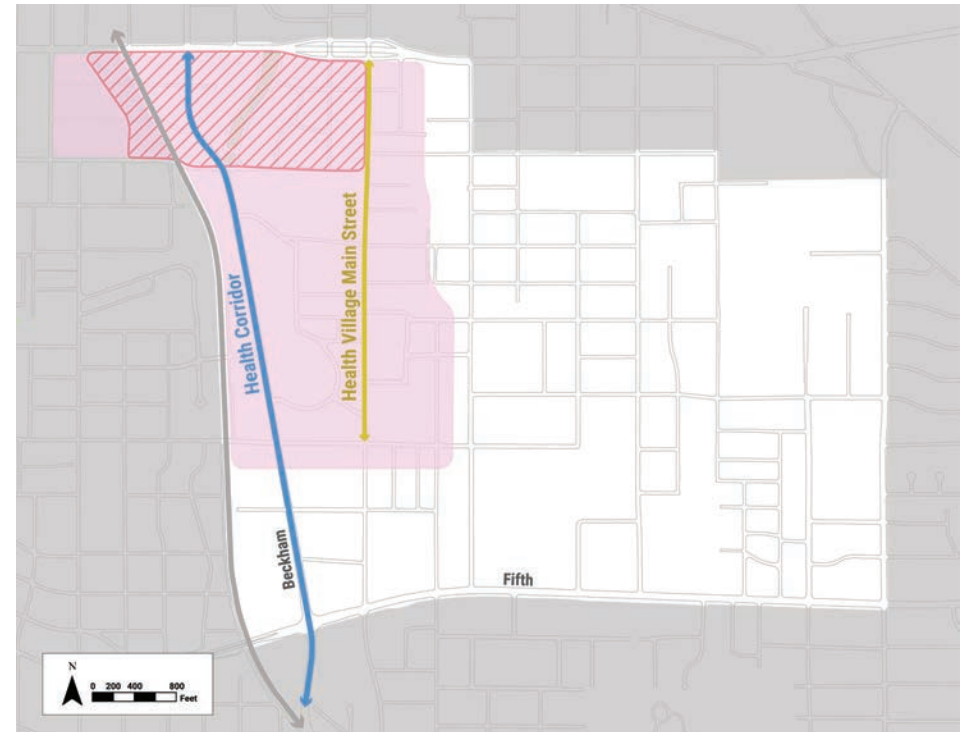
The Health Village will foster a **health and wellness-focused district** that blends world class medical services with vibrant, people-centered spaces, healthy food options, active mobility networks that support daily activity, and green spaces that support mental health. The Sub Area will prioritize the needs of employees, patients, and visitors by integrating **accessible amenities, walkable spaces, safe access, and connected destinations** within an urban environment. The core campuses of UT Health and Christus will continue to function as anchors for this Sub Area, but will be bolstered by new facilities and amenities on existing campus properties and complemented with new development outside the core campus areas that contribute to a more cohesive Sub Area ecosystem that benefits the hospitals, visitors, employees and nearby residents.

Land Use

Land uses in this Sub Area should support a healthcare focus while also allowing a variety of complementary uses. The following targeted and complementary land uses should be encouraged, prioritized and emphasized in this Sub Area.

TARGETED LAND USES	COMPLEMENTARY LAND USES
Medical, healthcare, and related services	Multi-family Residential
Employment and offices	Community uses (community center, etc.)
Bio-tech, life sciences, research facilities	Health and wellness business incubator space
Small scale retail sales and services	
Healthy food and dining options (including sit-down restaurants and markets with fresh food available)	
Hotels and lodging	
Senior and support housing	
Education	
Clinics	

Figure 16. Health Village Sub Area



Within the Health Village Sub Area, two key character streets are identified: Beckham Avenue Heath Corridor (see pages 50-52) and 'Upper' Fleishel Heath Village Main Street (see pages 54-57). Additionally the Sub Area includes an opportunity site in the northern part of the study area called North Health Village (see pages 58-63).

Future Investment

This section identifies key objectives, challenges, and priorities for redevelopment in the Health Village Sub Area through coordinated public and private investment.

Redevelopment Objectives

- A campus-centric district where core UT Health Tyler and Christus Health properties between Beckham and Fleishel are well connected and integrated with areas west and east, including the proposed North-South Greenway, the Beckham corridor, and potential redevelopment areas east of Fleishel.
- A curated, wellness-focused environment that offers improved access to healthy food options, health services, green space, and safe and attainable housing.
- Enhanced campus cores with new facilities and site features that promote operational excellence, employee/visitor experience, and inclusive connectivity to nearby destinations.
- New investment in vacant and underutilized properties along Beckham and Fleishel.
- Publicly accessible community amenities (i.e., trails and green space) coupled with private green space and activity nodes on private property.
- Buildings and development that improve user experience and visual character with an emphasis on engaging the Beckham and Fleishel edges.

Redevelopment Challenges

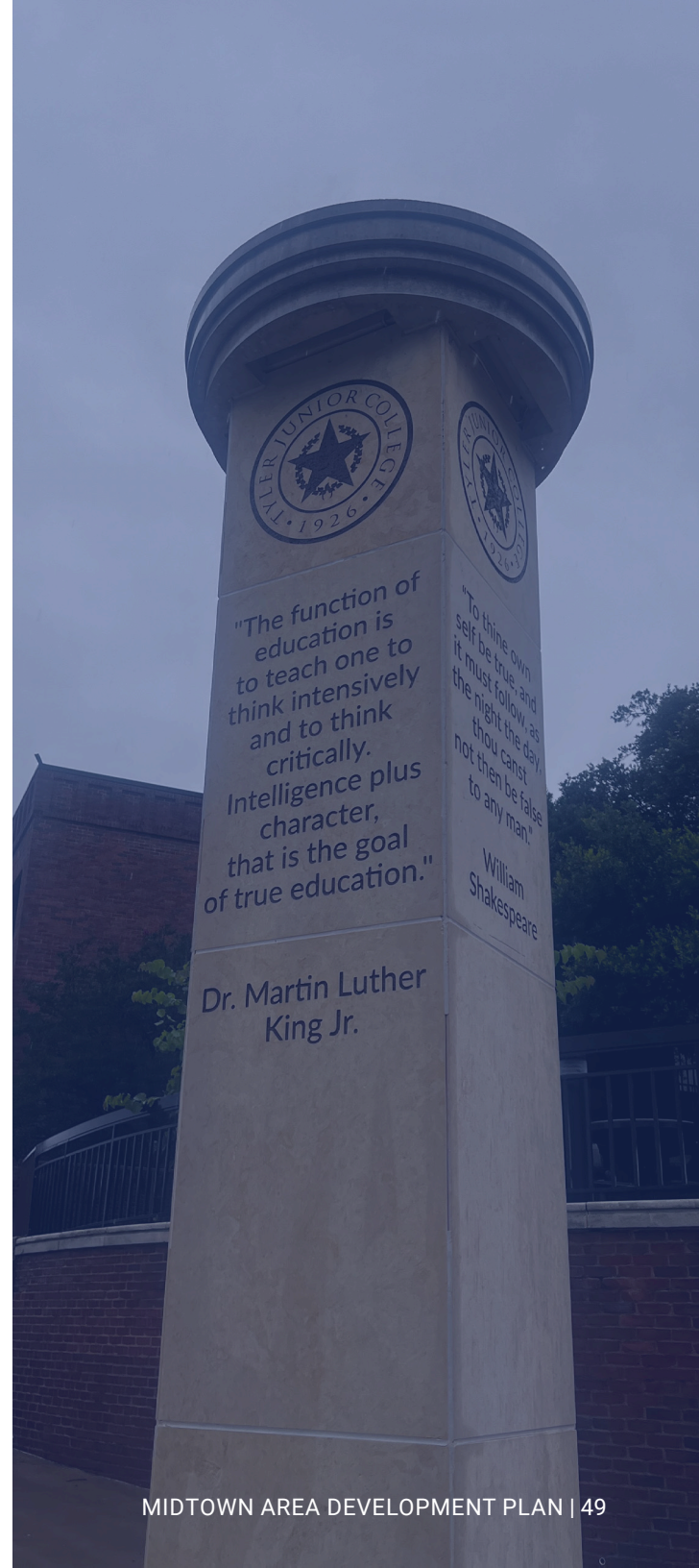
- Pedestrians face difficulties crossing Beckham Avenue and other corridors due to a lack of crossings, dangerous intersections, long crossing distances, high vehicle speeds, lack of designated crosswalks, and limited pedestrian signal infrastructure.
- Outside of the Christus and UT Health Tyler properties, fragmented property ownership will make development more challenging.
- Grade changes in some areas will challenge designers of future projects to balance enhancement of the public realm with operational needs.
- Infrastructure (including drainage) and significant network/intersection challenges and the presence of a city park will demand extensive public-private coordination in the North Health Village.
- Auto trips will likely continue to be the primary access mode for the lifespan of this plan, driving demand for parking, which can sometimes create challenges for elevating the pedestrian experience through new development.

Design Priorities

- Design in context, pushing for development outcomes that benefit the subject property, surrounding properties, and the public realm.
- Ensure new development near an identified Character Street is designed to thoughtfully engage it.
- Seek redevelopment solutions that reduce access points along Fleishel and Beckham and contribute to a safer and more engaging pedestrian experience.
- In the North Health Village and west of Beckham, provide flexibility for future development to facilitate infill and reuse success on these small, bifurcated and grade-challenged properties.
- In the North Health Village and west of Beckham, work with Christus and other property owners to pursue large scale redevelopment options that benefit Christus while also supporting dynamic new development that integrates with the campus area east of Douglas Street.
- Support and partner on strategic redevelopment and public improvements that better tie together the Beckham Avenue corridor, the healthcare campuses, and the Fleishel Avenue corridor visually, physically, and experientially.
- Maintain maximum flexibility within the interiors of the UT-Tyler Medical Education Building, UT Health, and Christus medical campuses to support operational requirements, while also creating a strong visual presence along Beckham Avenue and Fleishel Avenue that contributes to the desired character for each of these critical streets.
- At the south near the Medical School, support future redevelopment of surface parking areas to the south to enhance this existing activity center and better integrate with the envisioned Midtown Center district.
- East of Fleishel, encourage, incentivize and facilitate assembly of fragmented parcels and facilitate both incremental and larger redevelopments that consolidate access, contribute to a walkable Fleishel and complement the healthcare campuses and/or neighborhoods.

Mobility Priorities

- Prioritize safe and comfortable east-west pedestrian connections, including on Houston and Lake Streets, and explore the feasibility of at least one additional mid-block crossing of Beckham between Houston Street and Lake Street. Focus on creating safe connections between the rail corridor and the North-South Greenway.
- Support intentional permeability through large institutional sites with reimagined street networks and intentional pedestrian connections. As redevelopment activity occurs on the campus interiors, seek opportunities to provide a strong pedestrian connection through the campus from Beckham Avenue to Don Street.
- Maintain and enhance east-west multi-modal access on Houston and Lake Streets but remain open to creative solutions for and modifications of the street network between Lake, Beckham, Fleishel, and Houston provided such solutions are consistent with this Plan. This could include reconfiguration of and potential vacation of existing street rights-of-way.
- Address the critical safety and traffic challenge at the Houston/Beckham intersection in coordination with immediately adjacent property owners.
- Align and consolidate street intersections of Fleishel, including exploring realigning the eastern leg of Houston Street to cleanly connect to Houston Street west of Fleishel if properties in this area redevelop.
- Support north-south pedestrian connectivity with a focus on Beckham, Douglas and Fleishel.



Health Village Concepts

Beckham Avenue Health Corridor

Beckham Avenue within the Health Village and Midtown Center Sub Areas (see **Figure 16**) should be reimagined to better **balance the functional and vehicular access needs of the two medical campuses with a pedestrian-friendly environment**. The streetscape of this critical corridor should be uniquely designed to express an intentional visual character unique to Midtown. **Figure 17** depicts two alternatives that were explored for how the corridor could be re-imagined as a tree-lined, urban boulevard that helps signify Midtown as a special district for those traveling along the roadway via car, foot, or bicycle.

Concept 1

Concept 1 reduces the width of the travel lanes to allow installation of a center landscaped median that would replace the continuous center turn lane. Consistent with current plans, a 10' shared-use path would be installed on the eastern side of the roadway, part of a larger network to connect Midtown to Downtown. Consistently spaced street trees would be added to the new median and to the buffer areas between the travel lanes and pedestrian pathways to reinforce the vision for a stately urban boulevard. This concept also envisions that buildings would frame the street with parking at the side or rear of buildings instead of fronting Beckham.

Concept 2

Concept 2 also reduces the width of the travel lanes, but maintains the continuous center turn lane and redesigns them with distinctive paving treatment. The recommendation for a 10' shared-use path on the east side of Beckham Avenue remains in this concept with expanded sidewalks on the west side. Trees would be added to the buffer area between the travel lanes and pedestrian pathways. If parking is adjacent to the street, an additional landscape buffer should be considered.

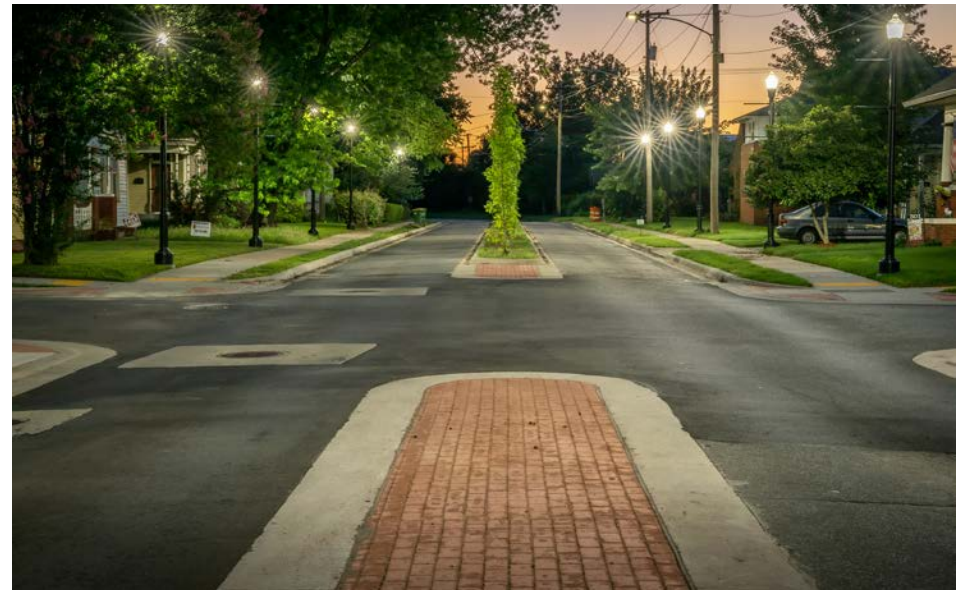


Figure 17. Beckham Avenue Health Corridor Concepts



Beckham Avenue Health Corridor Private Realm Components

Achieving the vision for the Beckham Avenue Health Corridor requires private development to embrace intentional design choices that contribute to the experience and visual character of the street corridor. Future development and redevelopment along this portion of Beckham should observe the urban design considerations outlined on this page to reinforce the desired character identified for the corridor.

Building Placement

- Place buildings moderately close to the Beckham street property line where possible but allow flexibility to address constrained parcel depths, parking and vehicle access needs, and other existing site limitations.
- Configure back-of-house activities (e.g. loading, deliveries, trash service) to avoid view from Beckham.

Street Wall Continuity

- Allow for a flexible street wall to allow for landscape variation and creative design elements between a building and the street.
- Allow breaks in the continuity of the street where it is necessary to accommodate east-west access and surface parking along Beckham.

Parking Location

- Allow for flexibility in parking location along Beckham; where feasible, place surface parking at the rear of buildings and consider shared parking configurations.
- Where surface parking is provided between a building and Beckham, limit to one double-row of parking when possible.

Vehicle Access to Parking

- Require access to be taken from side streets to prioritize the pedestrian environment along Beckham.
- As the corridor redevelops, encourage consolidated curb cuts from Beckham to reduce disruptions to the pedestrian environment.

Building Orientation

- Building entries should face Beckham where feasible, but allow flexibility for internally oriented buildings at the interior of larger campus blocks.
- Where a building orients toward a site's interior instead of Beckham, connect the entry to public sidewalks and crossings of Beckham.

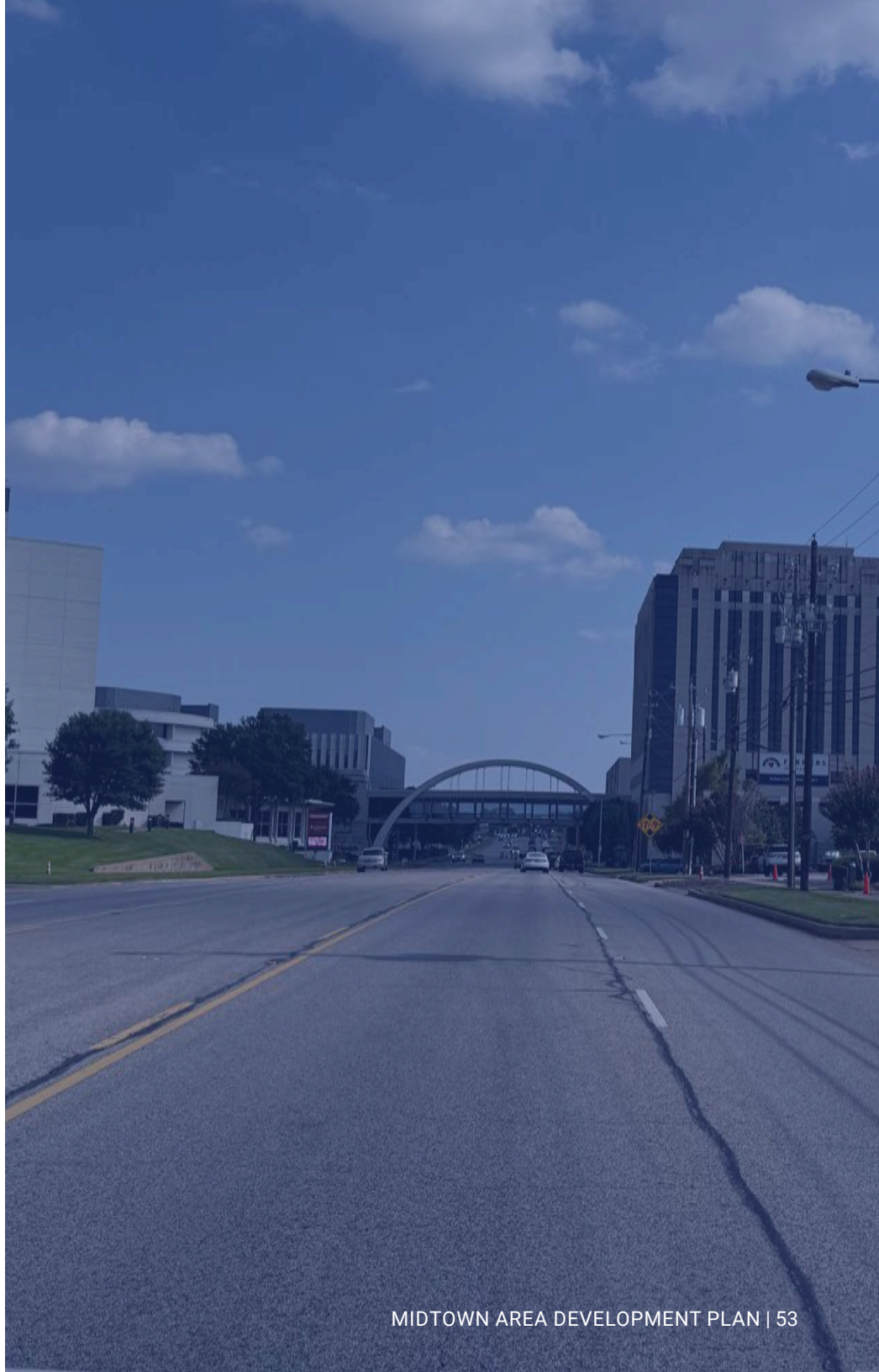
Vertical Building Scale

- Promote a 5-6 story scale where a building immediately abuts the Beckham frontage with greater flexibility for building heights further set back from the Beckham edge.

Street Facing Wall Design and Activation

- Building walls prominently visible from Beckham should integrate transparency and visually interesting elements (massing changes, landscape screens, building articulation, design of corner buildings, etc.).
- Where a building is sited closely to Beckham, design the street facing ground floor with a generous heights, and with ground floor design features (entries, windows, etc.) that express a human scale, create visual interest and generate activity.





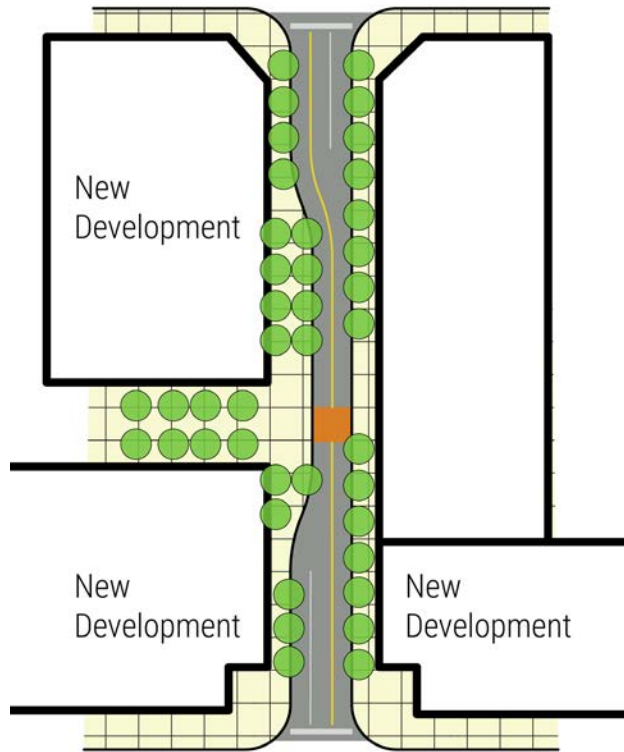
Upper Fleishel Avenue Health Village Main Street

'Upper Fleishel' is currently constrained and feels busy due to the number of private drives and side streets, and resulting vehicular turning movements and activity. This environment creates a uncomfortable walking environment on the key pedestrian-scaled north-south street through the Health Village. This Plan calls for Upper Fleishel to be redesigned to emphasize walkability, activated spaces, visual interest and a stronger connection between the public and private realms. Rather than proposing a singular streetscape design solution, this section identifies a "kit-of-parts" approach. Over time, the City should pursue incremental and/or phased redesign. The City could advance improvements within the right-of-way, but should also focus on coupling improvements with future adjacent redevelopment activities that may create opportunities for consolidation of existing vehicle access drives and activation of the street with new ground floor street-engaging uses.

All three scenarios, and potentially other similar permutations, should be explored as opportunities arise and particularly when new development occurs along Upper Fleishel. This section identifies a series of streetscape concepts that could be applied along different stretches of Upper Fleishel. All scenarios propose a variety of streetscape improvements including removing the center turn lane where feasible, burying utilities, providing wider sidewalks, establishing street trees, and framing the street with buildings where possible. Each of these scenarios would require consolidation and/or elimination of driveways, access from side streets, and cross-access agreements. **Figure 18** depicts the three scenarios for "Upper Fleishel."

Scenario 1

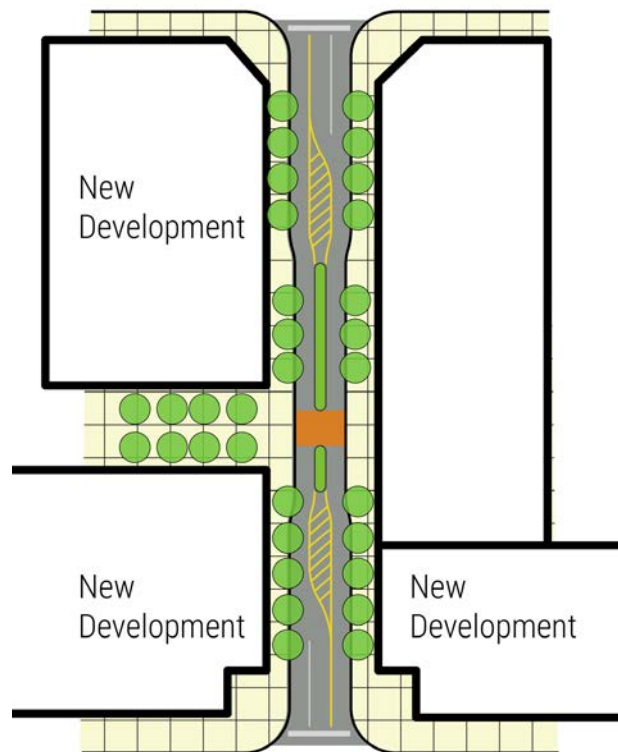
Offset Condition. This scenario positions the two travel lanes offset from the center of the right-of-way in order to have a wider sidewalk and landscape buffer on one side. As Fleishel approaches intersections, the roadway would be centered within the right-of-way again to include a left turn lane if one is needed.



Offset condition

Scenario 2

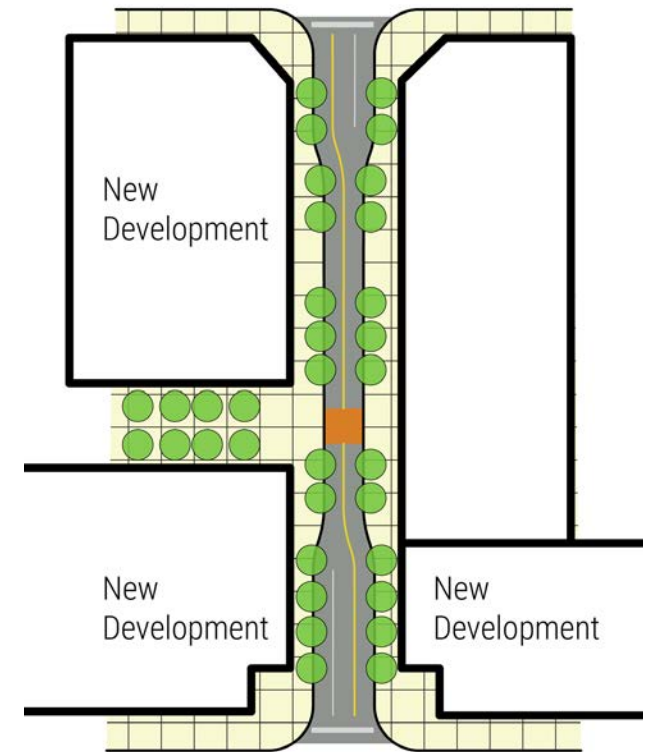
Centered Condition with Small Median. This scenario centers the two travel lanes in the right-of-way and includes a small median. Widened sidewalks with opportunities for street trees are included on either side of the roadway. The median offers space for small planters or landscaping that create visual interest and soften the streetscape while also providing an opportunity for integrated wayfinding.



Centered condition with small median

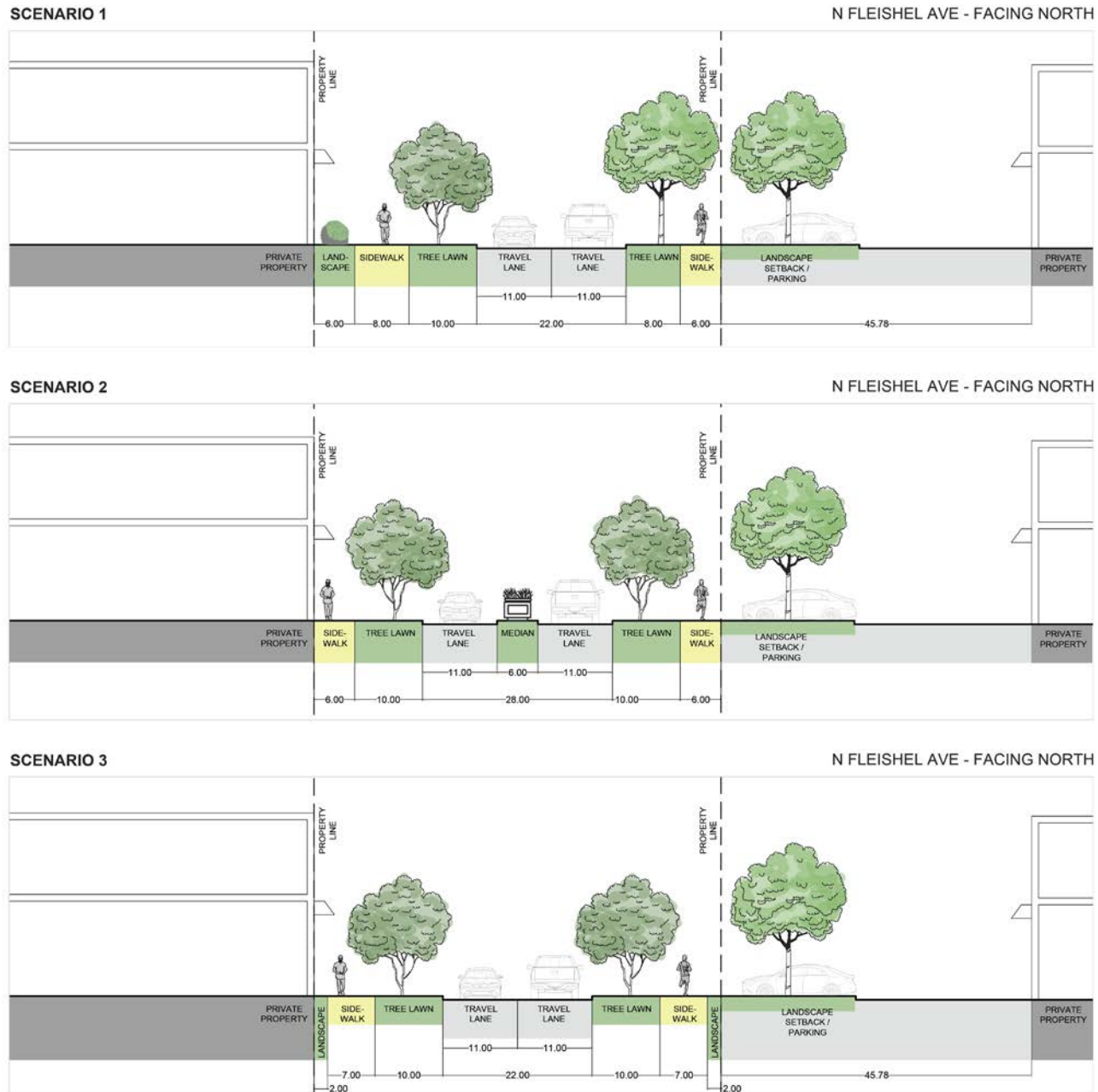
Scenario 3

Centered Condition with no Median. This scenario centers the travel lanes in the right-of-way and maximizes the width for tree lawn and sidewalks on either side of Fleishel.



Centered condition – no median

Figure 18. Fleishel Avenue Health Village Main Street Concepts



Upper Fleishel Avenue Health Village Main Street Private Realm Components

Achieving the vision for the Fleishel Avenue Health Village Main Street requires private development to embrace intentional design choices that contribute to the experience and visual character of the street corridor. Future development and redevelopment along this portion of Fleishel Avenue should observe the urban design considerations outlined on this page to reinforce the desired character identified for the corridor.

Building Placement

- Buildings should be sited close to the street edge, particularly customer-facing uses.
- Configure back-of-house activities (e.g. loading, deliveries, trash service) to avoid view from Fleishel.

Street Wall Continuity

- Promote a more continuous street wall, especially on sites where more significant parcel assembly can support a larger project with greater Fleishel frontage.
- On smaller sites and under incremental improvement scenarios, provide greater flexibility around the continuity of the street wall.

Parking Location

- Encourage surface parking at the rear or sides of buildings where feasible.
- Where surface parking must abut Fleishel, limit to one double-row of parking.
- Where possible minimize surface parking areas near key east-west pedestrian connections.

Vehicle Access to Parking

- Require access to be taken from side streets where feasible to prioritize the pedestrian environment along Fleishel.
- As the corridor redevelops, consolidate curb cuts along Fleishel to reduce disruptions to the pedestrian environment.

Building Orientation

- Require primary entrances of a building to face Fleishel and directly connect to its sidewalks with a pedestrian pathway.
- Allow side street facing building orientation where this configuration creates opportunities for social gathering areas and accommodating target uses.

Vertical Building Scale

- Promote a 4-5 story maximum scale where a building immediately abuts the Fleishel Avenue frontage with greater flexibility for building heights further set back from the Fleishel edge.

Street Facing Wall Design and Activation

- Prioritize frequent building entries that directly connect to adjacent public sidewalks.
- Activate and engage the street edge with active non-residential uses on ground floors, such as eating/drinking establishments, healthcare uses, hotel lobbies, employment and other activity-generating uses, plazas, and outdoor café seating to connect public realm to building visually and physically and to create visual interest along the street.
- Encourage active uses and buildings to integrate open space, outdoor seating, and plazas close and directly connected to Fleishel.
- A building wall facing Fleishel should integrate a ground floor with a generous height, and with ground floor design features (entries, windows, etc.) that express a human scale, create visual interest and generate activity.
- Break up larger and longer buildings into smaller modules using massing and building articulation techniques to reduce perceived scale and massing to create a more engaging and comfortable experience for pedestrians.

North Health Village Opportunity Focus Area

The area between Houston, the rail corridor, Front Street and Fleishel is home to anchor Christus Health buildings, Stanley's BBQ and a City park along Douglas. Many properties are underutilized with low scale buildings and large surface parking areas, presenting robust redevelopment opportunities. Public streets in this area are auto-dominated with confusing and unsafe pedestrian conditions, with a particularly problematic condition at the Houston/Beckham/Douglas intersection. The creek aligned with Douglas Avenue floods, creating a hazard for campus users. The challenges are many and solutions complex, but if redeveloped thoughtfully, this area has the potential to provide a mixed-use gateway district at the north end of the Plan Area. This section identifies overarching objectives for this area and presents two concept diagrams that illustrate differing ways of meeting the overarching objectives. The boundaries for the 'North Health Village' site are shown in **Figure 19**.

Overarching objectives for the North Health Village include:

- Establish a sense of entry into Midtown
- Ensure any new development integrates thoughtfully with north campus area
- Address safety concerns at Houston/Beckham/Douglas
- Create an integrated public and private street network that better balances vehicle and pedestrian access
- Address flood/drainage issues on Douglas
- Create a signature open space amenity
- Support complementary, integrated development near Beckham/Front
- Facilitate trail connectivity to Downtown
- Facilitate a neighborhood and Midtown-serving mixed-use node on the west side of Beckham

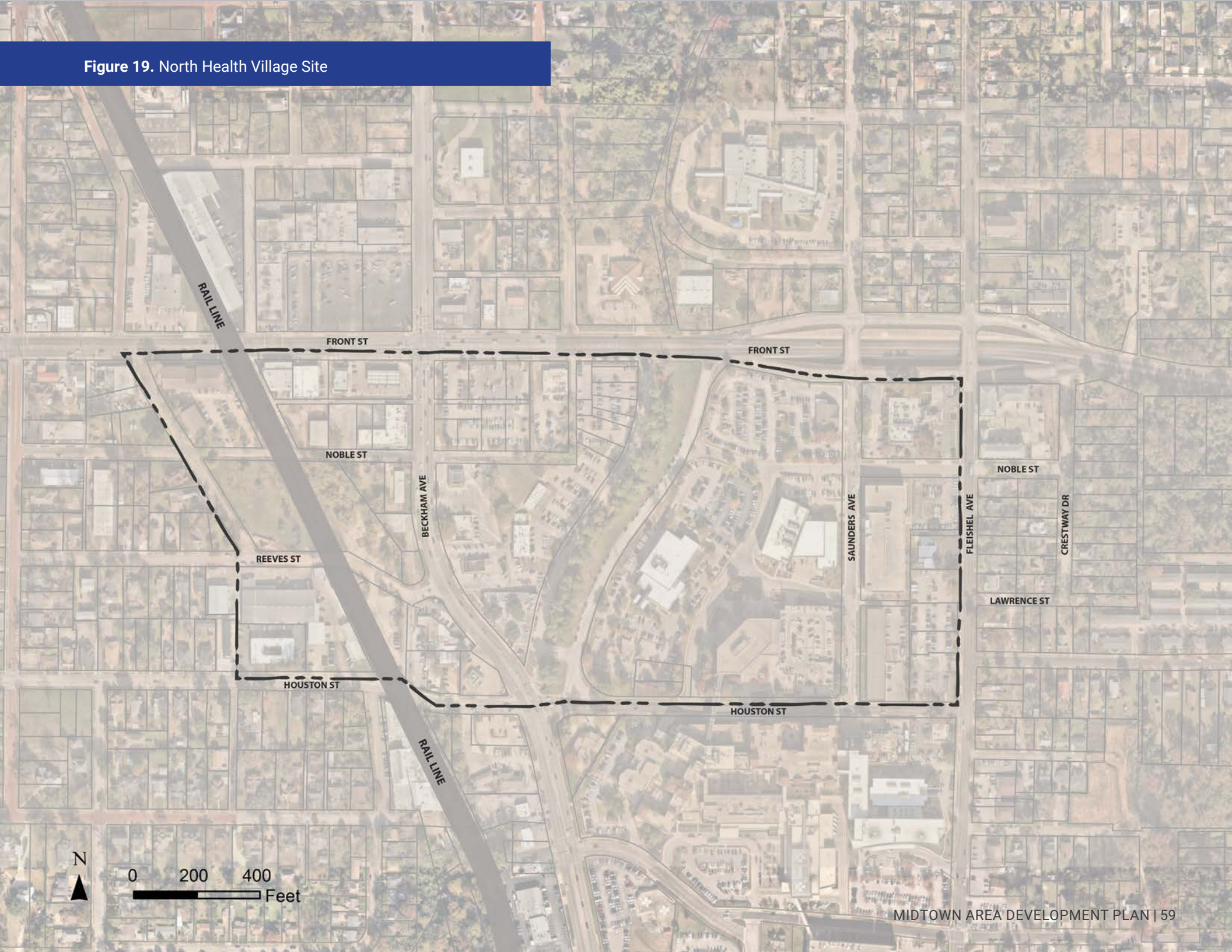
The two concepts presented in this section are strictly conceptual. They are intended to illustrate possible land use, urban design and mobility solutions for a large area and are not prescriptive. Coordinated redevelopment of the North Health Village will require flexibility, incremental change, and public-private cooperation. Any future development of this area will require willing property owners. The concepts imagine a complete transformation of the area, but in practice, redevelopment of the North Health Village will likely happen incrementally.

As discussed on pages 50-52, Beckham Avenue is identified as a key street where coordinated public and private realm improvements should create a distinct character. As redevelopment occurs, prominent sites along Beckham should be designed to frame and engage this critical gateway street. This means creating a flexible, but generally consistent street wall along Beckham with parking to interior of the site where feasible and sited away from Beckham. The Midtown to Downtown Trail connection is shown on both concepts and would be a key centralizing feature of the open space feature in both concepts.

Future Considerations

The concepts for the North Health Village represent two distinct ideas of how to address key challenges in the area and accomplish the stated objectives. Since many of the ideas in these concepts are located on private property, the vision will only be realized as the market conditions allow and as redevelopment occurs. The City actively coordinates with Christus and other area property owners on infrastructure challenges and catalyzing private investment. When redevelopment occurs in the North Health Village, focus on partnering with private developers to reach creative design outcomes that meet the overarching objectives for Midtown, the Health Village and this section.

Figure 19. North Health Village Site



Douglas Linear Park Concept

The **Douglas Linear Park Concept** shown in **Figure 20** centers around a reconfigured Douglas Street, expanded linear park, and new roundabout at the intersection of Houston/Beckham/Douglas. Key features of the concept are described below.

Houston/Beckham/Douglas. The existing intersection at Houston/Beckham/Douglas is confusing and dangerous for both motorists and pedestrians. One of the overarching objectives of this plan is to make the Midtown district more walkable, which necessitates improving unsafe crossings. This concept proposes a roundabout in place of the existing signalized intersection that could help improve traffic flow and clearly differentiate pedestrian movements through careful at-grade design solutions or an elevated pedestrian bridge over the intersection. A roundabout also offers an opportunity for a signature gateway feature in the middle, which can help achieve the objective of this site as a northern gateway into Midtown.

Douglas Street. In its current configuration, Douglas Street runs on both sides of the creek corridor which adds to the complexity of the Houston/Beckham/Douglas intersection. This concept consolidates Douglas Boulevard into a single north-south greenway. This is achieved by removing the western side of Douglas as a public street. The eastern side of Douglas remains and intersects with the proposed roundabout at the Houston/Beckham/Douglas intersection. In order to maintain access to the businesses on the west side of Douglas, the western Douglas could be vacated by the City if it helps to facilitate creative redevelopment outcomes and accessible public open space in the area consistent with this Plan. To achieve the 'greenway' character along the reconfigured Douglas Street, street trees and creative landscape design treatments are located along the roadway enhancing the linear park experience and providing a transition between private development and public space.

East-West Access Across Creek. With the removal of the western side of Douglas as a public street, the short roadway just north of Houston Street connecting both sides of Douglas is also removed. Instead, the only access across the drainage channel within the Houston to Front Street superblock would be a pedestrian bridge.

Private Streets. Between Beckham and the edge of the new linear park, Noble Street and Reeves Street could be extended as private drives to maintain circulation internal to the development (shown on **Figure 20** as dashed white lines). These extensions would occur in conjunction with redevelopment as opportunities arise and could take a variety of forms

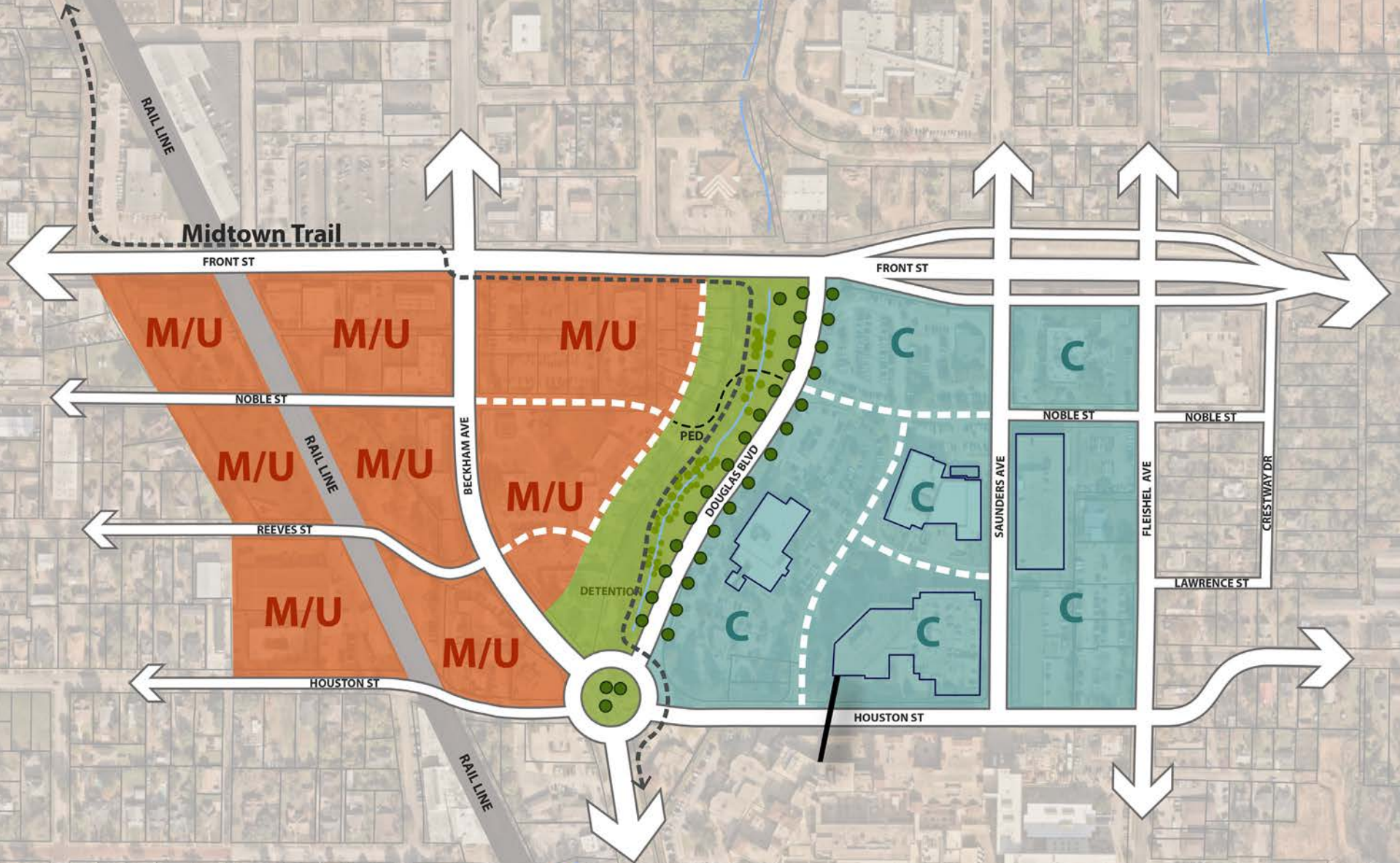
Campus Streets. To the east of Douglas, Christus is the primary landowner. Lawrence and Noble are maintained as public streets with other existing public streets envisioned as transferring to Christus ownership, presuming such an initiative provides the landowner flexibility to achieve creative development solutions that meet the objectives of this Plan.

Land Use. The areas shown in orange and indicated as mixed use (M/U) should support a diverse mix of uses consistent with the land use objectives for the Health Village Sub Area. The area shown in blue is envisioned to continue and expand with additional healthcare focused uses (Campus – C), but additional uses identified for the Health Village should also be supported if there is property owner interest.

Open Space. Douglas Park is the only existing city park within Midtown and follows the drainage corridor. With the removal of the western side of Douglas there would be opportunity to extend the linear park further to the south and include amenities such as trails that follow the drainage corridor with supporting passive amenities to create an intentional open space. The expanded linear park in this concept serves as a central public gathering space stitching together the hospital campus at the east with the future mixed-use at the west.



Figure 20. North Health Village Douglas Linear Park Concept



North Health Village concept is for illustrative purposes to generate ideas for future development and redevelopment.

East-West Greenway Connector Concept

The **East-West Greenway Connector Concept** shown in **Figure 21** eliminates Douglas Street as a public connector, creating a simplified four-legged intersection at Houston/Beckham. A new east-west street through the site is envisioned to be created in coordination with future redevelopment of the larger site(s), providing additional access to Beckham, Fleishel and Front and taking pressure of the Houston/Beckham intersection. Note a public connection of this potential street to Beckham requires further study to assess feasibility and would potentially be limited to right-in, right-out turning movements for westbound vehicle traffic. Key features of the concept are described below.

Houston/Beckham/Douglas. The existing intersection at Houston/Beckham/Douglas is confusing and dangerous for both motorists and pedestrians. One of the overarching objectives of this plan is to make the Midtown district more walkable, which necessitates improving unsafe crossings. This concept proposes eliminating Douglas as a public street, so the challenging intersection of Houston/Beckham/Douglas becomes a four-legged intersection between Houston and Beckham. This configuration would facilitate safer pedestrian movements through careful at-grade design solutions and eliminate the complex and competing turning movements around the Douglas/Houston intersection.

Douglas Street. In its current configuration, Douglas Street runs on both sides of the creek corridor which adds to the complexity of the Houston/Beckham/Douglas intersection. This concept removes Douglas entirely in order to improve the intersection at Houston/Beckham, and as a result creates an opportunity for expanded green space in the center of the North Health Village site. The east side of Douglas could potentially be vacated by the City and become a private access drive if such an initiative would create more flexibility for investment in these properties consistent with this Plan.

East/West Connector. A key feature of this concept is a new east/west roadway to provide additional safe and integrated connections for both vehicles and pedestrians from Beckham to Fleishel. This new east/west connector is envisioned as a 'greenway,' with street trees and creative landscape design treatments along the roadway providing a signature multimodal street through the interior of the site. While **Figure 21** shows an alignment of the east/west connector with Noble and Lawrence, there are a range of alternative alignments that could achieve similar outcomes.

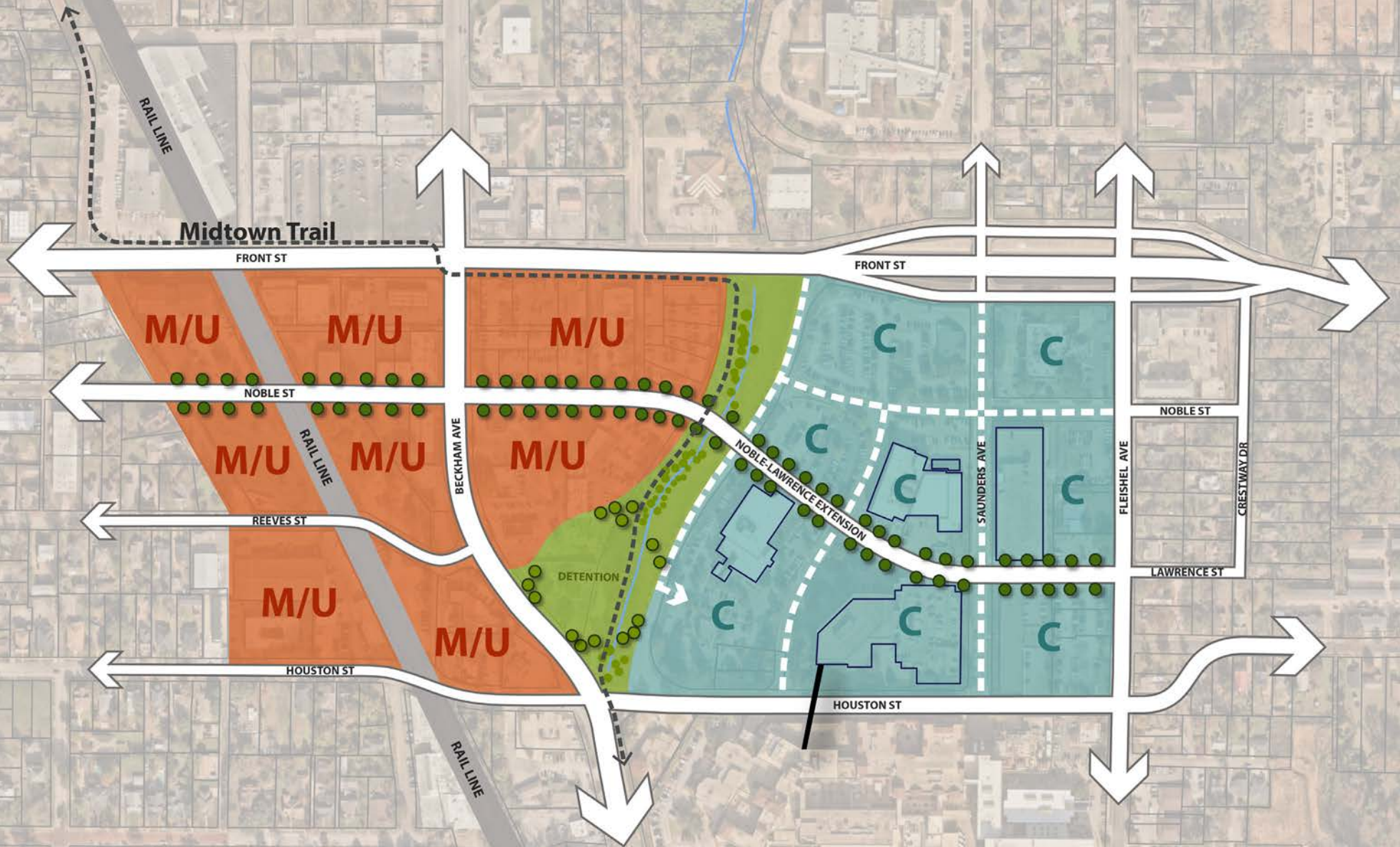
Campus Streets. To the east of the proposed green space, Christus is the primary landowner. The new east-west connector is the primary public roadway within the campus. Other existing public streets are envisioned to transfer to Christus ownership (shown in **Figure 21** as dashed white lines), presuming such an initiative provides the landowner flexibility to achieve creative development solutions that meet the objectives of this Plan.

Land Use. The areas shown in orange and indicated as mixed use (M/U) should support a diverse mix of uses consistent with the land use objectives for the Health Village Sub Area. The area shown in blue is envisioned to continue and expand with additional healthcare focused uses (Campus – C), but additional uses identified for the Health Village should also be supported if there is property owner interest.

Open Space. Douglas Park is the only existing city park within Midtown and follows the drainage corridor. With the removal of Douglas Street, there would be opportunity to create a larger park node as Beckham approaches Houston with a smaller linear park feature to the north. The expanded park node in this concept can serve as a detention area to help address flooding and also serve as a public gathering space providing a central green serving the hospital campus to the east and the future mixed-use to the west.



Figure 21. North Health Village East-West Greenway Concept



North Health Village concept is for illustrative purposes to generate ideas for future development and redevelopment.

Midtown Center Sub Area

Vision

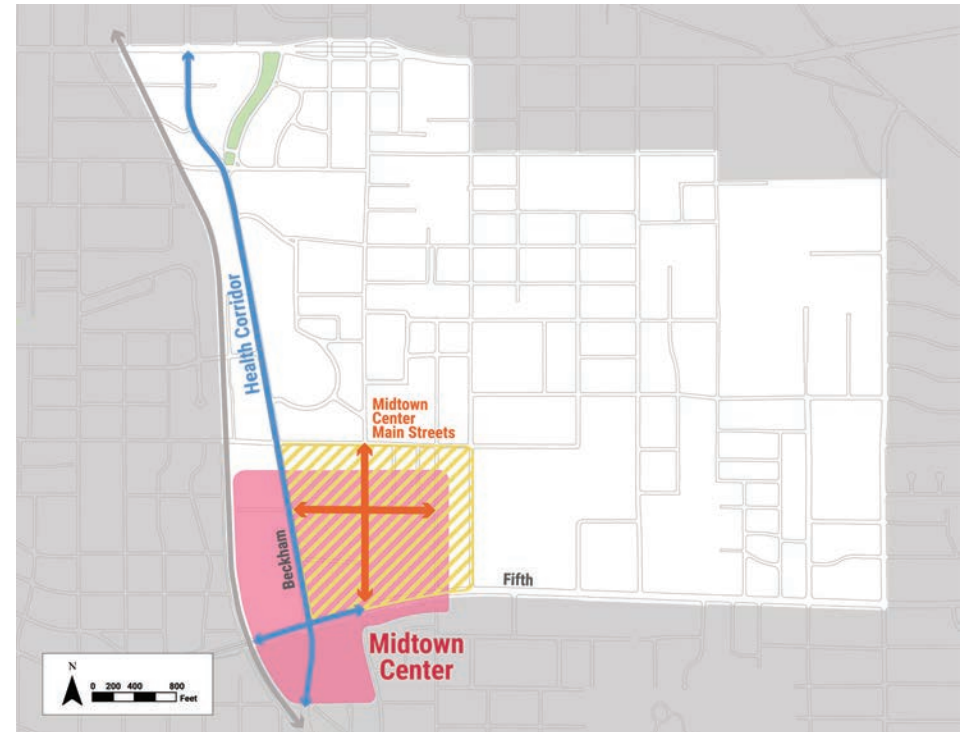
The Midtown Center will be a **destination for the community** within and surrounding the district offering a mix of dining, entertainment, employment, retail, and living options that activate the area during the day and at night. Vertical development will tightly frame pedestrian oriented streets and active ground floors will spill out into the public realm with outdoor dining opportunities located along generous sidewalks. Designed and programmed as the “**downtown**” of Midtown, this Sub Area redevelops over time to become the primary social gathering place and a central destination with convenient access from TJC, the hospitals, UT Tyler Medical Education Building, and surrounding areas.

Land Use

Land uses within the Sub Area must support a highly active street environment through the day and evening. This means focusing on a mix of uses that generate activity. The following targeted and complementary land uses should be encouraged, prioritized and emphasized in this Sub Area. Note that activity-generating ground floor non-residential uses, like restaurants or retail sales, should be prioritized at the street level.

TARGETED LAND USES	COMPLEMENTARY LAND USES
Eating and drinking establishments	Attached single-family residential on smaller, constrained properties
Hotels and lodging	
Office and employment	
Retail sales and services	
Multi-family residential	
Entertainment	

Figure 22. Midtown Center Sub Area



Within the Midtown Center Sub Area, three key character streets are identified: Beckham Avenue Heath Corridor (see pages 50-52), Midtown Center Main Streets (see pages 66-68), and 5th Street Education Corridor (see pages 78-80). Additionally, the Sub Area includes an opportunity site at the corner of Beckham Avenue and 5th Street called Midtown Center Core (see pages 70-75).

Future Investment

This section identifies key objectives, challenges, and priorities for redevelopment in the Midtown Center Sub Area through coordinated public and private investment.

Redevelopment Objectives

- Include a key activity node to serve as a “downtown-like” district for Midtown.
- Buildings and development that improve user experience and visual character, both within the Midtown Center Core (Fleishel and 1st Streets) and along the edges (Beckham and 5th Street).
- Streetscape features that signify a sense of entry and serve as a southern gateway into Midtown.
- Increased pedestrian access and comfort throughout the area, especially crossing Beckham and 5th Street.
- Intentional connections are created to TJC to the east and medical campuses to the north.
- Publicly accessible community amenities (i.e., trails and green space) coupled with private green space and activity nodes on private property.

Redevelopment Challenges

- Pedestrians face difficulties crossing Beckham Avenue and 5th Street due to lack of crossings, long crossing distances, high vehicle speeds, lack of designated crosswalks, and limited pedestrian signal infrastructure. Ongoing coordination with TxDOT is needed as the agency owns and maintains both of these corridors.
- Fragmented property ownership will make larger-scale development more challenging.
- Grade changes in some areas will challenge designers of future projects to balance enhancement of the public realm with operational needs.
- As redevelopment occurs in the Sub Area, there will need to be a balance between market realities with the placemaking goals expressed in this plan.
- Careful consideration is needed to determine how best phase redevelopment on the edge of TJC campus to not interrupt campus operations.

Design Priorities

- Design in context, pushing for development outcomes that benefit the subject property, surrounding properties, and the public realm.
- Ensure new development near an identified Character Street is designed to thoughtfully engage it.
- Support and partner on strategic redevelopment and public improvements that tie together the TJC campus, Midtown Center Core, and the Health Village.
- In the Midtown Center Core, encourage buildings lining the street, high-comfort pedestrian amenities, enhanced streetscape, and parking behind buildings where feasible.
- With new development in the Midtown Center Core, integrate a signature plaza space that is surrounded by development with active ground floor design.
- On either side of Beckham and 5th, support development that reduces the amount of surface parking that is visible from the street and incorporates landscape screening.
- In the properties surrounding the Beckham and 5th intersection, work with property owners to pursue large-scale redevelopment options that offer a mixture of uses to activate the area.

Mobility Priorities

- Prioritize safe and comfortable pedestrian connections, especially within the Midtown Center Core along Fleishel, 1st Street, and 2nd Street.
- Improve pedestrian infrastructure along Beckham and 5th Street and for pedestrians seeking to cross these major streets.
- Establish an activated connection along 1st Street to connect to Crossroads Hall on TJC campus.
- Provide pedestrian and bicycle connections to the north/south greenway.
- Coordinate with TxDOT on implementation of the proposed Midtown to Downtown Trail connection.

Midtown Center Concepts

Midtown Center Main Streets

The Midtown Center Main Street key character streets include 'Lower' Fleishel Avenue and 1st and 2nd Streets in the Midtown Center Sub Area (see **Figure 22**). These streets currently present constrained pedestrian facilities or none at all and are flanked by large underutilized properties and surface parking areas. In coordination with redevelopment activities, they should be designed as highly pedestrian-oriented, active streets framed by engaging development. For Lower Fleishel, a high comfort bicycle facility is envisioned as part of a broader trail network. This section presents design concepts for Lower Fleishel and 1st/2nd Streets. Both cross section concepts in **Figure 23** feature many elements, including an Amenity Zone and Frontage Zone, which are defined below:

- **Amenity Zone:** Portion of the streetscape located between the curb and the pedestrian pathway (sidewalk or shared-use path). This zone typically includes street trees, lighting, street furniture and other similar elements.
- **Frontage Zone:** Setback area between a building and street property line that functions as an extension of the sidewalk and may be used for outdoor dining, display, landscape elements, and other similar features that enhance the streetscape.



'Lower Fleishel' Avenue

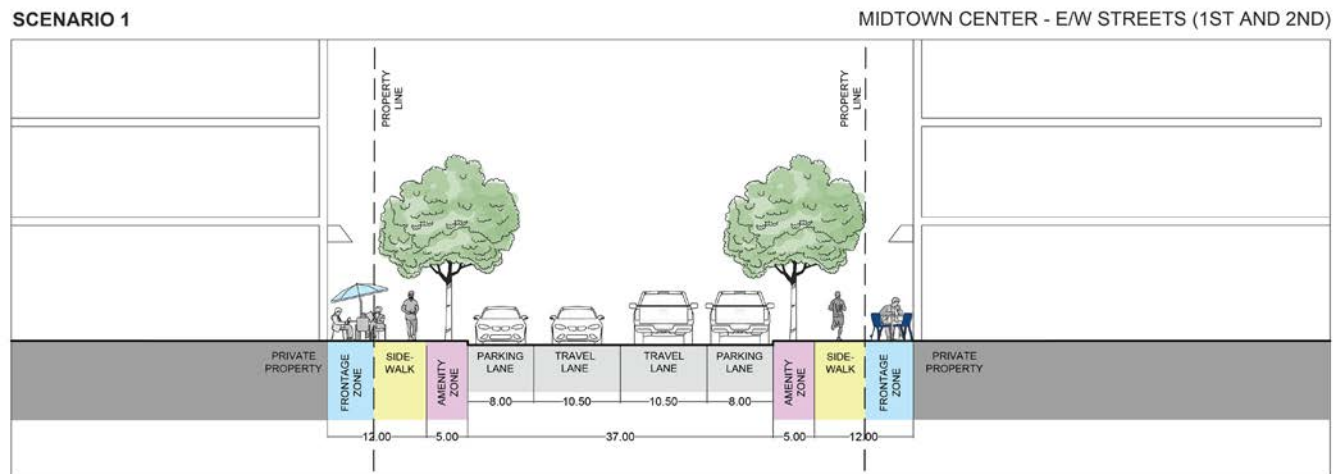
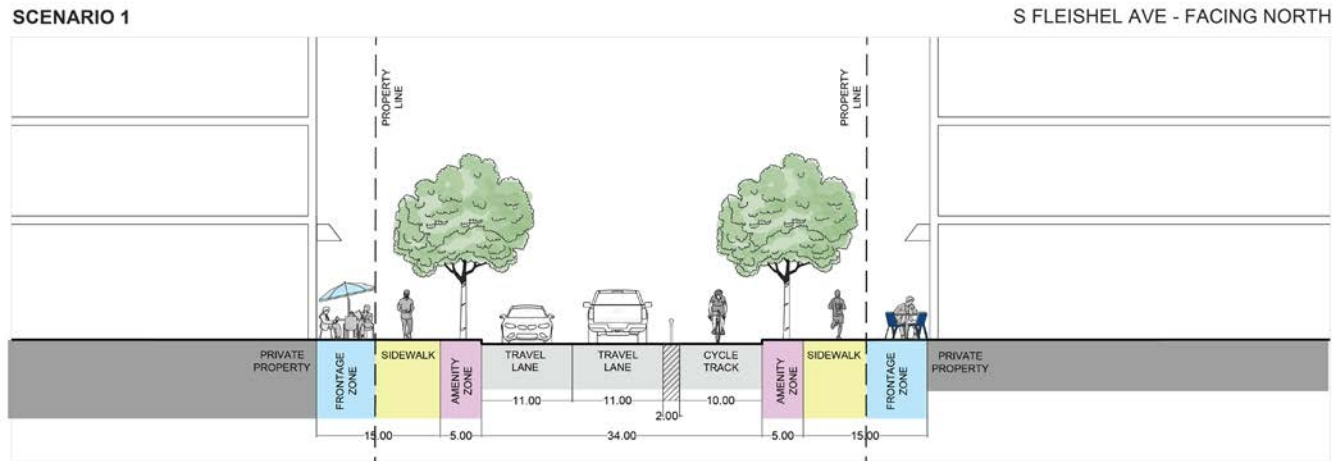
The proposed concept removes the continuous center turn lane and adds a dedicated cycle track on the east side of the roadway, consistent with the proposed Midtown to Downtown trail and bikeway connection. The existing tree lawn on either side of Fleishel is replaced with a hardscaped urban sidewalk and amenity zone with landscaping. Outdoor seating could be provided within a small setback area in front of a building. By removing the continuous center turn lane, the sidewalks and amenity zones on either side of the street can be widened.

1st and 2nd Streets

The proposed concept for the east/west streets within the Midtown Center Sub Area envisions a similar urban streetscape environment as on Lower Fleishel, but with a parallel parking lane on either side of the street.



Figure 23. Midtown Center Main Streets Concepts



Midtown Center Main Streets Private Realm Components

Achieving the vision for the Midtown Center Main Streets requires private development to embrace intentional design choices that contribute to the experience and visual character of the street corridor. Future development and redevelopment along these streets within the Midtown Center Sub Area should observe the urban design considerations outlined on this page to reinforce the desired character identified for the corridor.

Building Placement

- Buildings should be sited close to or at the street property line.
- Configure back-of-house activities (e.g. loading, deliveries, trash service) to avoid view from streets.

Street Wall Continuity

- Encourage a consistent street wall to create a “main street” feeling with few gaps between buildings except for thoughtfully integrated publicly accessible open spaces between buildings and consolidated vehicle access to block interiors.

Parking Location

- Place surface parking at the rear of buildings.
- Promote on-street parking on First and Second Streets.

Vehicle Access to Parking

- Require access to be taken from areas that are further away from the most active, people-oriented components of future development.

Building Orientation

- Require primary entrances to a building to face the street and directly connect to its sidewalks.

Vertical Building Scale

- Target buildings a minimum of 2 stories and up to 5 stories to create a sense of pedestrian enclosure for key pedestrian spaces and street segments.

Street Facing Wall Design and Activation

- Prioritize frequent building entries that directly connect to adjacent public sidewalks.
- Activate and engage the street edge with non-residential uses such as eating/drinking, entertainment, hotel/office lobbies, and retail.
- A building wall facing Fleishel or First (or possibly Second depending on future development configuration) should integrate a ground floor with a generous height, and with ground floor design features (storefronts, entries, windows, outdoor dining areas etc.) that express a human scale, create visual interest and generate activity. On these “Main Streets,” design new development to create a consistent rhythm of entries along the street, especially in the people-focused areas of the development.





Midtown Center Core Opportunity Focus Area

The area between Beckham, 5th, Magnolia, and Lake Street includes retail, satellite healthcare buildings, residential, and the new TJC Nursing Building and associated creekside open space. While there are not many vacant properties along Beckham, many of these uses are auto-dominated with excess surface parking, which does not align with the intended vision of the area of being the ‘downtown’ of Midtown. This section identifies overarching objectives for this area and presents two concept diagrams that illustrate differing ways of meeting the overarching objectives. The boundaries for the ‘Midtown Center Core’ site are shown in **Figure 24**.

Overarching objectives for the Midtown Center Core include:

- Create a walkable, “downtown-like” district for Midtown
- Integrate thoughtfully with the Health Village to the north and TJC to the east through enhanced connectivity and as a new destination for everyday users of these adjacent areas
- Create a sense of arrival at Beckham/5th
- Transform area streets into activated, pedestrian-focused ‘Main Streets’

The two concepts presented in this section are strictly conceptual. They are intended to illustrate possible land use, urban design and mobility solutions for a large area and are not prescriptive. Coordinated redevelopment of the Midtown Center Core will require flexibility, incremental change, and public-private cooperation. Comprehensive redevelopment of this area as shown in **Figures 25 and 26** will require willing property owners and coordination among TJC, the City and other private landowners. The concepts imagine a significant transformation of the area, but in practice, redevelopment of the Midtown Center Core could happen more incrementally or in phases.

As discussed on pages 50-52, Beckham Avenue is identified as a key street where coordinated public and private realm improvements should create a distinct character. As redevelopment occurs, prominent sites along Beckham should be designed to frame and engage this critical gateway street. This means creating a flexible, but generally consistent street wall along Beckham with most parking to interior of the site where feasible and sited away from Beckham. The Midtown Center Main Streets (Lower Fleishel, 1st and 2nd Streets), discussed on pages 66-68, are also identified as key character streets with the primary focus of creating an active main street with high-comfort pedestrian and bicycle facilities.

Future Considerations

The concepts for the Midtown Center Core represent two distinct ideas for a ‘downtown-like’ destination thoughtfully connected to TJC and the rest of Midtown. Since many of the ideas in these concepts are located on private property, the vision will only be realized as market conditions allow and as redevelopment occurs. The City should actively coordinate with TJC and other area property owners on infrastructure challenges and catalyzing private investment. When redevelopment occurs in and around the area, focus on partnering with private developers to create a destination-oriented use mix and a vibrant, pedestrian oriented street environment on 1st, 2nd and Lower Fleishel.

Figure 24. Midtown Center Core Site



First and Fleishel Main Streets Concept

The **First and Fleishel Main Streets Concept** shown in **Figure 25** focuses the activated core of the development along 1st and Fleishel and removes 2nd Street as a public street to create a larger area for coordinated redevelopment. The emphasis on 1st Street creates synergy and connection with Crossroads Hall immediately to the east and the medical school to the north. Key features of the concept are described below.

First and Fleishel Development Core. The first concept centers the development core around 1st Street and Fleishel Avenue. New development along these roadways is envisioned as three to five story mixed-use buildings that could include retail, office, residential, and hotel uses. In order to cultivate a main street character, buildings on 1st and Fleishel front streets with parking tucked behind buildings, roadways feature trees and distinct landscaping, and streetscapes include highly-amenitized pedestrian elements. The intersection of 1st and Fleishel is treated as an active node with highly visible pedestrian and bicycle crossing features as well as plaza space that can accommodate informal gatherings and small formal events.

Second Street. In this concept, 2nd Street is vacated as a public street to create a 'superblock' bounded by 1st Street, Fleishel Avenue, 5th Street, and Beckham Avenue. Eliminating 2nd Street may create enhanced opportunities for significant, coordinated redevelopment.

Beckham and Fifth Frontage. Visitors to the Midtown Center will likely travel along either Beckham or 5th Street to access the area so the roadway frontages along these major arterials should indicate a sense of arrival to the Midtown Center Core just a block away. In order to achieve this distinct character, in this concept no surface parking is shown along Beckham, but rather the parking is behind the buildings. Along 5th Street, this concept envisions a large, landscaped setback to integrate with the 5th Street edge created at the TJC Nursing School building and the open space located just to the east. Additionally, one key building holds the corner at Beckham and 5th with generous landscaping.

Land Use. The buildings shown in red represent opportunities for mixed-use/commercial and should support a diverse mix of uses consistent with the land use objectives for the Midtown Center Sub Area. The building footprints in orange represent the idea of the single-family homes transitioning over time as properties change hands to alley-loaded townhomes, which is more consistent with the intended 'main street' character. The blue areas represent the existing building footprints of the TJC campus.

Integration with TJC. In this concept, the development core is centered on 1st and Fleishel, the southeast corner of which is currently surface parking for the TJC Nursing School building. In order to create the activated Midtown Center Core, this concept proposes new mixed-use/commercial buildings lining 1st and Fleishel in the southeast corner of the intersection, therefore removing some of the parking at the nursing school. These parking spaces could be replaced within the superblock created just on the other side of Fleishel through a coordinated agreement among property owners. The pedestrian vista and plaza located between Baxter and Magnolia on TJC campus ties directly into the First Street corridor, making a direct connection from campus to the Midtown Center Core.

Figure 25. Midtown Center Core First and Fleishel Concept



Midtown Center Core concept is for illustrative purposes to generate ideas for future development and redevelopment.

Second and Fleishel Main Streets Concept

The **Second and Fleishel Main Streets Concept** shown in **Figure 26** focuses the activated core of development along 2nd and Fleishel and maintains the existing block structure. Second Street is emphasized in this concept because it has walkable blocks, carries less traffic than 1st Street, and ties directly into the TJC Nursing School. In this concept, 1st Street would still be an important pedestrian connector with generous sidewalks and streetscape enhancements. Key features of the concept are described below.

Second and Fleishel Development Core. The second concept centers the development core around 2nd Street and Fleishel Avenue. New development along these roadways is envisioned as three to five story mixed-use buildings that could include retail, office, residential, and hotel uses. In order to cultivate a main street character, buildings on 2nd and Fleishel front streets with parking tucked behind buildings, roadways feature trees and distinct landscaping, and streetscapes include highly-amenitized pedestrian elements. A plaza space is shown just north of the 2nd Street and Fleishel Avenue intersection that can accommodate informal gatherings and small formal events.

First Street. In this concept, the existing block structure for 1st Street remains intact, and the development core focus is at 2nd and Fleishel. First Street would still serve as an important pedestrian connector, designed with generous sidewalks, street trees, and distinct landscaping.

Beckham and Fifth Frontage. Visitors to the Midtown Center will likely travel along either Beckham or 5th Street to access the area so the roadway frontages along these major arterials should indicate a sense of arrival to the Midtown Center Core just a block away. In order to achieve this distinct character, in this concept there is 'teaser' parking shown along Beckham but it is intended to be limited in depth and generously screened by landscaping. Along 5th Street, this concept shows some parking but it should be accompanied by generous trees and landscape screening. At the intersection of Beckham and 5th, there are more buildings in this concept to activate that key intersection, which wouldn't occur until the existing buildings transition ownership.

Land Use. The buildings shown in red represent opportunities for mixed-use/commercial and should support a diverse mix of uses consistent with the land use objectives for the Midtown Center Sub Area. The buildings footprints shown in orange represent the idea of the single-family homes transitioning over time as properties change hands to alley-loaded townhomes, which is more consistent with the intended 'main street' character. The blue areas represent the existing building footprints of the TJC campus.

Integration with TJC. In this concept, the development core is centered on 2nd and Fleishel, the northeast corner of which is currently surface parking for the TJC Nursing School building. In order to create the activated Midtown Center Core, this concept proposes new mixed-use/commercial buildings lining 2nd and Fleishel in the northeast corner of the intersection, therefore removing some of the parking at the nursing school. These parking spaces could be replaced within the superblock created just on the other side of Fleishel through a coordinated agreement among property owners. Additionally, 2nd Street provides direct access to the Nursing School building, making a direct connection from campus to the Midtown Center Core.

Figure 26. Midtown Center Core Second and Fleishel Concept



Midtown Center Core concept is for illustrative purposes to generate ideas for future development and redevelopment.

Education Anchor Sub Area

Vision

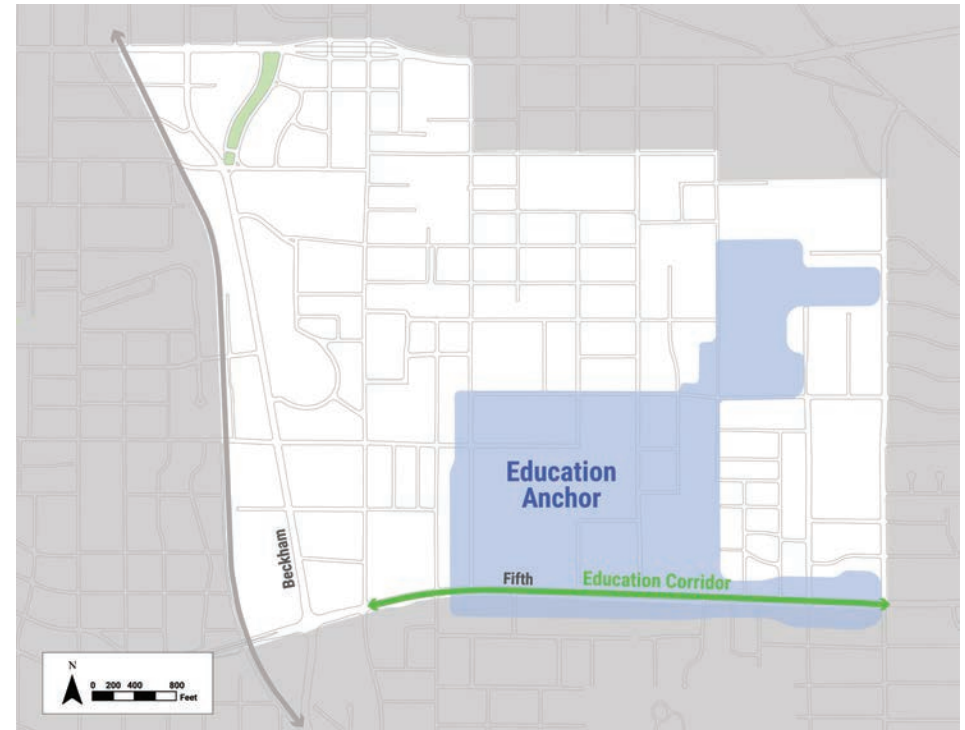
The Education Anchor accommodates continued growth of Tyler Junior College but also **prioritizes connecting community and academic life** within and surrounding the campus. For the broader Midtown District this Sub Area serves as a connector for other areas through **well-connected streets, safe pedestrian pathways, and accessible public spaces**. Over time, many of the surface parking lots that present unfriendly walking environments are replaced with new campus facilities, student-serving housing and other functions complementary to the TJC’s broader goals. The expanded facilities are designed to support great experiences consistent with TJC’s master plan, but also intentionally relate and connect to other parts of Midtown.

Land Use

Land uses within the Sub Area must support sustainable development, optimize space, and balance competing demands to effectively meet the vision and objectives. The following targeted and complementary land uses should be considered in future development code updates.

TARGETED LAND USES	COMPLEMENTARY LAND USES
Education campus uses, including administrative, classrooms, libraries, athletics, etc.	Community uses (community center, etc.)
Multi-family housing	Offices, innovation, and research
Campus-serving retail sales and services (printing, office supply, etc.)	
Campus serving eating/drinking	
Campus serving personal services (barber, pharmacy, etc.)	
Grocery	

Figure 27. Education Anchor Sub Area



Within the Education Anchor Sub Area, one key character street is identified: 5th Street Education Corridor (see pages 78-80).

Future Investment

This section identifies key objectives, challenges, and priorities for redevelopment in the Education Anchor Sub Area through coordinated public and private investment.

Redevelopment Objectives

- Better integrate the TJC campus to the rest of Midtown through strategic physical and visual points of connection along the edges of the campus and future areas of expansion that interface with other Sub Areas.
- Redevelop property along the south side of Fifth Street to incorporate uses that contribute to a stronger relationship between academic activities and community life (i.e., housing options and small-scale retail).
- Support planned incremental expansion of the TJC campus over time through coordinated efforts for maintaining flexible street connections to keep campus integrated with the rest of Midtown.
- Strengthen the physical and perceived connections between the TJC campus and commercial development on the south side of Fifth Street.
- Coordinate the potential for publicly accessible amenities within the undeveloped TJC property slated for recreational amenities.

Redevelopment Challenges

- Pedestrians face difficulties crossing Fifth Street due to a lack of crossings, dangerous intersections, long crossing distances, high vehicle speeds, lack of designated crosswalks, and limited pedestrian signal infrastructure.
- Redevelopment of parcels along the south side of Fifth Street will require creative and collaborative solutions such as consolidated parking configurations to address constraints created by shallow parcel depths.
- Properties along the south side of Fifth Street directly abut properties to the south which requires consideration for how edges of commercial development will impact existing residential uses when redevelopment occurs in the future.
- A relationship between properties on either side of Fifth Street is largely nonexistent today with current uses and means of access for pedestrians.

Design Priorities

- Seek redevelopment solutions on the south side of Fifth Street that encourage new uses and contribute to a safer and more engaging pedestrian experience. Explore solutions for consolidating parking to optimize redevelopment opportunities along the south side of Fifth Street.
- Maintain flexibility within the interior of the TJC Campus and undeveloped property to support the goals of the adopted campus master plan, while also maintaining physical connectivity from surrounding areas which contributes to the integrated nature of Midtown.

Mobility Priorities

- Create more comfortable pedestrian environments along the edges of Fifth Street that support pedestrian traffic associated with the campus and surrounding uses.
- Prioritize safe, comfortable, and convenient north-south pedestrian connections along Fifth Street, including mid-block opportunities and signalized intersection crossings.
- Maintain intentional permeability through the TJC campus through flexible street networks and intentional pedestrian connections. As redevelopment activity occurs on the campus interiors, seek opportunities to provide a strong pedestrian connection through the campus and from surrounding Sub Areas.
- Create pedestrian connections to the future recreation amenities in the undeveloped TJC property from other areas in Midtown, leveraging existing and new facilities (e.g., existing bikeway along Devine Street).

Education Anchor Concepts

Fifth Street Education Corridor

The focus of 5th Street within the Education Anchor Sub Area (see **Figure 27**) is to develop a **walkable and bikeable urban corridor that honors the Tyler Junior College campus character** with naturalistic street tree placement. The south lawn of TJC fronting 5th Street used to feature a distinct tree grove, but recent storms destroyed many of the trees. There are also challenges for students being able to cross Fifth Street to access retail businesses to the south.

Concept 1

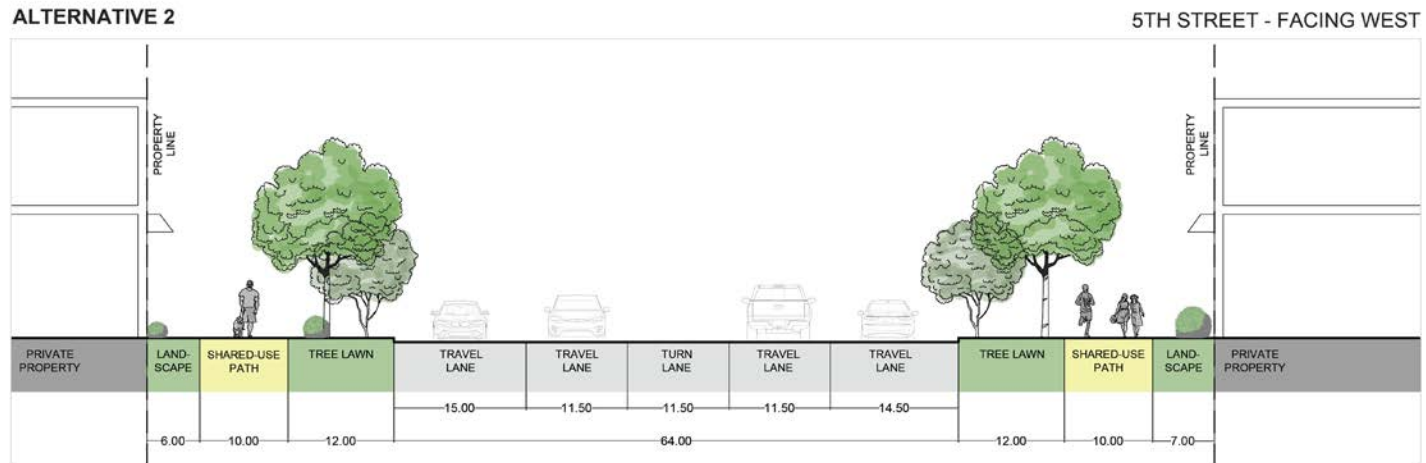
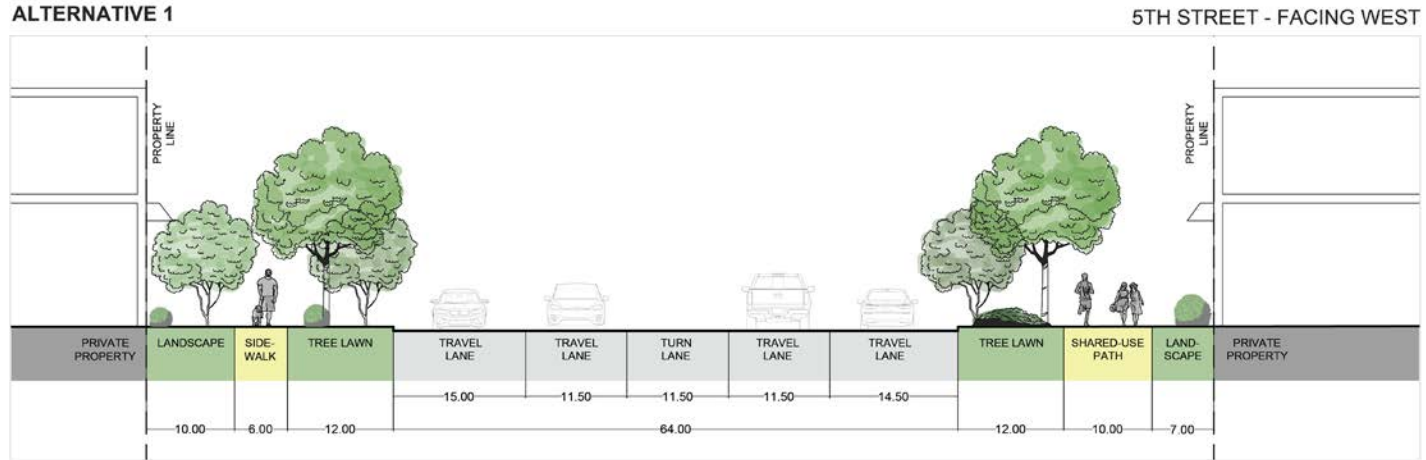
The first concept maintains the existing travel lanes and features wider sidewalks on the south side and a shared-use path on the north side that abuts campus. This concept also proposes burying overhead utilities and establishing street trees in a naturalistic pattern. As new development and redevelopment occurs, buildings should frame the street where possible.

Concept 2

The second concept also maintains the existing travel lanes and proposes a 10' shared-use path on both the north and south side of the roadway. This concept also proposes burying overhead utilities and establishing street trees in a naturalistic pattern. Similar to Concept 1, as new development and redevelopment occurs, buildings should frame the street where possible.



Figure 28. Fifth Street Education Corridor Concepts



Fifth Street Education Corridor Private Realm Components

Achieving the vision for the Fifth Street Education Corridor requires private development to embrace intentional design choices that contribute to the experience and visual character of the street corridor. Future development and redevelopment along this portion of Fifth Street should observe the urban design considerations outlined on this page to reinforce the desired character identified for the corridor.

Building Placement

- Place buildings on the south side of 5th Street moderately close to the street property line where possible but allow flexibility to address constrained site conditions or to create opportunities for more generous landscaping consistent with the Education Corridor vision.
- Configure back-of-house activities (e.g. loading, deliveries, trash service) to avoid view from Fifth Street.

Street Wall Continuity

- Encourage buildings along the south side of 5th street to create a vertical edge and enclosure of Fifth Street where feasible, but allow significant flexibility in the street wall overall.

Parking Location

- Where feasible, place surface parking at the rear or to the side of buildings and consider shared parking configurations.
- Where surface parking is provided between a building and Fifth Street limit to one double-row of parking when possible.

Vehicle Access to Parking

- As the corridor redevelops, encourage consolidated curb cuts to reduce disruptions to pedestrian environment.

Building Orientation

- Require primary entrances to buildings to open towards 5th Street and directly connect to its public sidewalks.

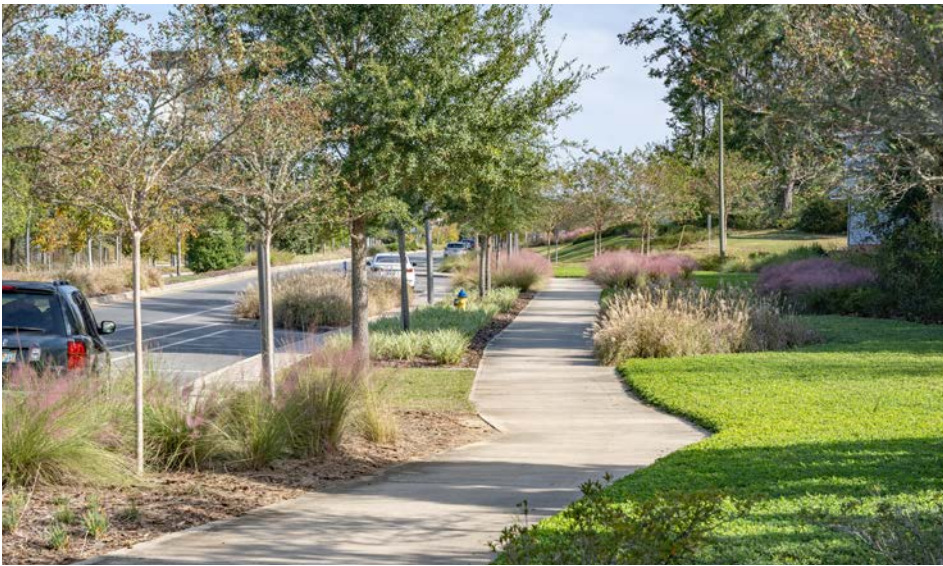
Vertical Building Scale

- Allow a 2-4 story scale along and abutting the 5th Street Frontage; except allow flexible height within TJC campus.

Street Facing Wall Design and Activation

- Building frontages that directly face Fifth Street should have a higher level of transparency and visually interesting elements (massing changes, building articulations, design of corner buildings, etc.).
- For a building wall facing Fifth, design the street facing ground floor with generous heights and with ground floor design features (entries, windows, landscape walls, wall art features, etc.) that express a human scale, create visual interest and generate activity.





Baxter Transition Sub Area

Vision

The Baxter Transition Sub Area will continue to provide for an eclectic mix of residential and non-residential uses along this key north-south street, while also providing a **thoughtful transition** from higher intensity development in the Health Village to the residential neighborhoods to the east. This transition will occur through a shift downward in development scale and a shift toward non-residential uses with lower impacts. This area will offer a diverse mix of housing options, support smaller scale retail and office spaces. As discussed in Chapter 3, the North-South Greenway would serve as a unique neighborhood amenity for residences and employees in this area as well as neighborhoods to the east. The southern and northern ends of this Sub Area serve as bookends to this corridor, providing opportunities for more intensive development like apartments, offices, and hotels.

Land Use

Land uses in this Sub Area should continue to be comprised of an eclectic mix of residential and low-impact non-residential uses, but with a greater allowance for diverse housing types throughout. Note the northern and southern ends of this Sub Area should be afforded more flexibility for higher intensity uses given their proximity to busy Front Street and TJC, respectively. The following targeted and complementary land uses should be considered in future development code updates.

TARGETED LAND USES	COMPLEMENTARY LAND USES
Employment and office with low impacts	Multifamily residential
Small scale multi-unit (duplexes/triplexes, etc.)	Accessory dwelling units
Attached single-family residential	Single-family residential (small lot)
Hotels (at the northern end near Front Street and southern end near TJC boundaries)	Healthcare clinics and other medical uses

Figure 29. Baxter Transition Sub Area



Future Investment

This section identifies key objectives, challenges, and priorities for redevelopment in the Baxter Transition Sub Area through coordinated public and private investment.

Redevelopment Objectives

- An eclectic mix of residential and non-residential uses with more potential for redevelopment activity at the southern and northern edges of the Sub Area.
- A mixture of housing types, including medium-density residential that can serve students and healthcare workers.
- Don Street as a key pedestrian connector that interfaces with development in the Health Village to the west and the North Neighborhoods to the east.
- Publicly accessible community amenities (i.e., trails and green space) along the North-South Greenway as development occurs.
- More direct interface to the surrounding Health Village and Education Anchor Sub Areas.

Redevelopment Challenges

- Much of the Sub Area lacks pedestrian access and connections.
- Community spaces such as open space and trails do not exist today.
- There is limited right-of-way on the streets to implement public realm improvements.

Design Priorities

- To the south of Don Street, support more significant redevelopment that includes a mixture of uses with flexible building heights that interfaces seamlessly with public realm improvements along Don Street and Baxter Avenue.
- In the central part of the Sub Area between Houston and Don Street, seek creative ways to establish the North-South Greenway as a public amenity.
- To the north of Houston Street, support more significant redevelopment with flexible building heights that includes a mixture of office, retail, and residential uses.
- Encourage medium-density residential to integrate 'missing middle' housing types to serve students and healthcare workers.
- Allow for adaptive reuse of buildings that maintain the area character and meet a need for small-scale office or retail.

Mobility Priorities

- Incorporate high-comfort pedestrian facilities along Don Street as a key connector between the medical campuses in the Health Village to the future TJC athletic complex east of Porter.
- Support north-south pedestrian connectivity with a focus on Baxter Avenue.



North & South Neighborhoods Sub Area

Vision

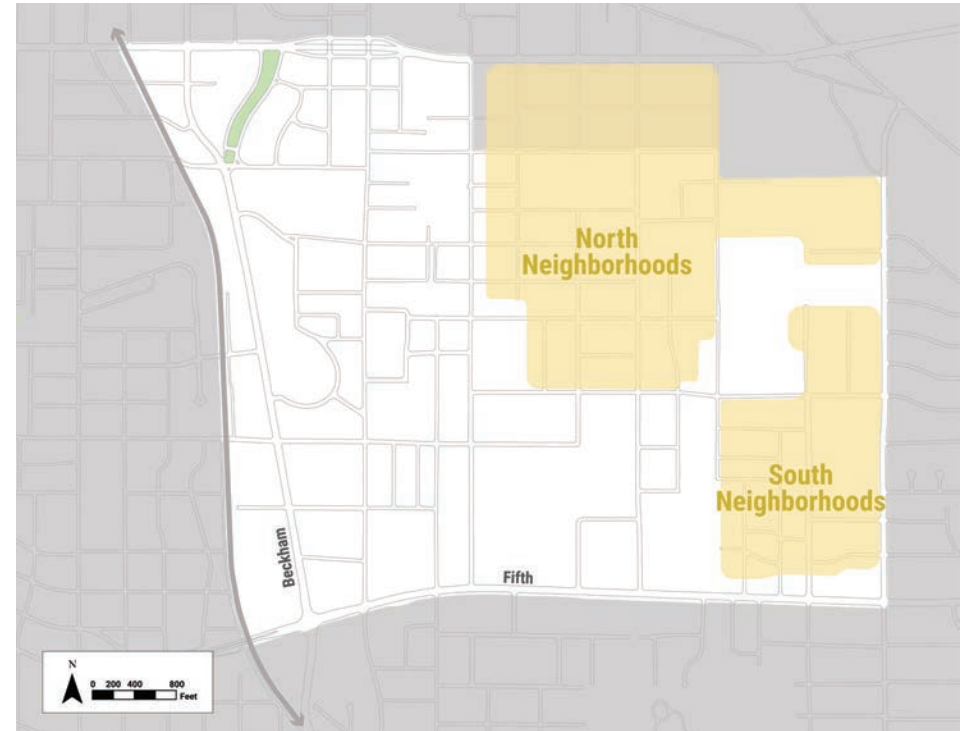
The North and South Neighborhoods will maintain the existing residential districts in these areas, but allow **incremental infill development over time to create a greater diversity of housing options** to serve students, Midtown employees, and families. The Sub Area will prioritize connectivity to adjacent areas through walkable streets and bike routes. Introduction of new housing types like accessory dwelling units and duplexes create opportunities for existing homeowners to age in place or create income properties that could serve students, traveling nurses, and others in need of small-scale housing.

Land Use

Land uses in this Sub Area should generally support a continuation of the existing single-family character of the Sub Area, but with a greater allowance for additional small-scale attached residential uses that are designed to be compatible with the existing neighborhood context. The following targeted and complementary land uses should be considered in future development code updates.

TARGETED LAND USES	COMPLEMENTARY LAND USES
Detached single-family residential	Community/civic uses
Attached single-family residential (duplex, townhouse)	Accessory dwelling units

Figure 30. North and South Neighborhood Sub Areas



Future Investment

This section identifies key objectives, challenges, and priorities for redevelopment in the North and South Neighborhoods Sub Area through coordinated public and private investment.

Redevelopment Objectives

- Maintain the existing low density residential character of the North Neighborhood creating opportunities for context-sensitive redevelopment to include missing middle and infill housing options.
- Preserve the existing low density residential character of the South Neighborhood for redevelopment opportunities similar to the existing housing types.
- Target the edges of the neighborhoods as areas for attached housing options, particularly the interface of Baxter Avenue, Front Street, and the Education Anchor.
- Strengthen connections outside of the residential neighborhoods to the other Sub Areas in Midtown and the community destinations found throughout the district.
- Support student and workforce housing options to incrementally develop, particularly along the edges of the neighborhoods that interface with the Education Anchor and the Baxter Transition.

Redevelopment Challenges

- Existing streets are narrow and lack curb and gutter infrastructure, making the current environment unfriendly to pedestrians and difficult to implement new infrastructure like sidewalks and bicycle facilities.
- Future missing middle housing will need to be compatible with the existing development pattern to avoid inconsistent character.

Design Priorities

- Support incremental investment in properties both internal to the neighborhoods and the edges of the Sub Area focusing on larger properties that interface with other Sub Areas.
- Develop a regulatory structure allowing for context-sensitive infill development that supports the housing diversity goals of this plan (i.e., missing middle housing, student/workforce housing).
- Require future redevelopment internal to neighborhoods to maintain compatibility with existing development, but allow for some flexibility along the edges of the Sub Area (e.g., allow for increased building heights).
- Create strong connections between private development and public streets through introducing urban design elements that prioritize physical and visual connection.

Mobility Priorities

- Create safe, convenient, and comfortable connections for pedestrians to access community destinations, services, and activities that are found in the surrounding Sub Areas.





CHAPTER 05 IMPLEMENTATION STRATEGIES

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Introduction

The previous chapters of the plan outline both a framework and key recommendations for the public and private realm to achieve a long-term vision and goals related to urban design, mobility, and sense of place. This chapter shifts focuses on achieving these recommendations. Implementation of this Plan will occur incrementally through deliberate coordination between the City, institutional partners, developers, and business and property owners. This chapter provides specific recommendations and actions for Midtown, which are intended to augment the broader implementation initiatives identified in the Comprehensive Plan.

Implementation Considerations

While Midtown holds considerable potential for becoming even more of a destination in the city, there are some key challenges to consider that will require creative solutions to achieve implementation of this plan. Acknowledging these challenges allows the implementation strategy to remain realistic, flexible, and grounded in the district's existing conditions. Some of the key challenges in Midtown include:

- **Expansion of institutions.** As there are several major institutions within Midtown, it is likely that over time there will be plans for expansion to adapt to changing needs and anticipated growth of services. Future expansion or redevelopment of institutional land will require intentional coordination to ensure urban design, mobility, and community benefit goals are met.
- **Private development activity.** This type of development activity is unknown at the time of plan development; therefore, the specifics regarding scale, timing, and design character of private investments cannot be determined at this time.
- **Fragmented property ownership.** Throughout Midtown, outside of the major institutional properties, property ownership is fragmented particularly along major corridors and key sites prime for redevelopment. Disconnected property ownership can make coordinated and cohesive redevelopment outcomes more complex.
- **Significant grade changes.** The inconsistent topography of the district poses a few challenges to the realities of redevelopment and achieving design goals. Factoring in major topographic changes increases construction complexities, can limit redevelopment options, and requires more creative and potentially costly design solutions to achieve desired design outcomes experienced in a development site.
- **Hard-to-develop sites.** Several parcels present constraints related to shape, access, or physical conditions that complicate redevelopment feasibility.
- **High-cost improvements.** Infrastructure upgrades, site preparation, and public realm enhancements are likely to be expensive for both the City and private developers, requiring a variety of funding mechanisms to be explored.

Implementation Philosophy

Implementation of this plan is guided by a clear philosophy that recognizes the complexities of the district, the evolving nature of the institutional campuses, the importance of incremental reinvestments, and the desire to create a stronger district identity. The philosophy identifies a handful of key elements that collectively create a framework for the actionable strategies that are found in the later part of this chapter. The following elements respond to the changing physical and regulatory environment, resources to leverage and explore, and incremental nature of this plan, in order to guide specific actions:

- **Regulatory changes.** To support development based on the recommendations about targeted land uses, reconfiguring streets and public rights-of-way, and the design of the built environment, updates to regulatory documents (i.e., zoning codes and design standards) will be necessary to align with urban design goals.
- **Redevelopment of opportunity sites.** Prioritizing the opportunity sites identified in this plan for redevelopment requires strategies for concentrating investment, coordination between public and private property owners, and clearly defining redevelopment and design goals for these areas.
- **Collaboration with institutions.** Maintain an open line of communication between the City and the major institutions in Midtown as plans for expansion and redevelopment arise for both parties. Policies that support the flexibility of institutional growth and encourage consideration for broader community benefit will satisfy the goals of this plan and those of individual institutions.
- **Flexible implementation.** As there are many unknowns when it comes to future public and private development, it is important to adopt strategies that allow for flexibility and adaptability. Recognizing that there are recommendations in this plan outside of the City's control, there should be strategies in place to help navigate situations, whether that be with property owners, TxDOT, or other entities, to advance the goals for Midtown.
- **Strategic public investment.** Identifying improvements to the public realm where the City has control and how to coordinate with entities to support private improvements help to set the stage for private investment. Actions identified should seek to maximize the impact of public investment and leverage outside funding where possible.
- **Additional technical studies.** Supplemental analysis will validate feasibility, identify alternatives, and guide decision making for implementation of the recommendations of this plan. Identifying potential studies needed in the future will create actionable steps toward achieving recommendations and ensure that they are grounded in the realities of existing conditions.

Implementation Program

Chapters 3 and 4 of this plan presented the plan framework, land use and design guidance for the sub areas, and concepts for key character streets and opportunity areas. The implementation program shown in **Figure 31** on pages 90-93 builds upon these recommendations and focuses on action steps that partners can take to incrementally implement the overall vision for Midtown.

The implementation program is organized by topic, including development and redevelopment, mobility, placemaking, and partnerships and collaboration. Under each topic, a series of recommendations are listed with associated timeframes and potential partners.

Timeframe. The timeframe column represents the time in which the associated recommendation should be initiated.

- **Short-Term:** Represents strategies intended to be initiated in the first five years of plan implementation.
- **Mid-Term:** Represents strategies intended to be initiated in years six to ten of plan implementation.
- **Long-Term:** Represents strategies intended to be implemented in years ten and beyond.
- **Ongoing:** Represents strategies that should be continued throughout the plan horizon and beyond.

Potential Partners. Represents internal or external groups or agencies that can help achieve implementation of the associated recommendation. Several potential partners are listed in the implementation program, but it is not an exhaustive list and other implementing partners may be identified throughout the life of this plan.

Figure 31. Implementation Program

REF #	STRATEGY	TIMEFRAME	POTENTIAL PARTNERS
1. DEVELOPMENT & REDEVELOPMENT			
1.1	Encourage the uses and design elements identified for the sub areas in this plan as new development proposals are submitted and reviewed.	Ongoing	Development Services, P&Z, City Council
1.2	For smaller scale development and redevelopment, allow flexibility to encourage transformative projects such as adaptive reuse of buildings, incremental site improvements, or introduction of new uses through infill development that begin to shape the area and contribute to community benefit.	Short	Development Services, P&Z, City Council
1.3	For large-scale development or redevelopment projects, sites with development complexities, and sites in key locations (i.e., opportunity areas), explore incentive mechanisms for preferred development types to allow flexibility of building standards in exchange for benefits to the greater community (i.e. gateways, community open space, amenity zones).	Mid	Development Services, P&Z, City Council
1.4	Evaluate and update the City’s Unified Development Code and public rights-of-way design standards to ensure the regulatory structure for Midtown is consistent with this Plan.	Mid	Development Services, P&Z, City Council, Development Community
1.5	Through planning and public engagement processes, develop updated zoning for the area of influence that is west of the Health Village to address how it is incorporated into Midtown with respect to the adjacent historic neighborhoods.	Mid	Development Services, Neighborhood Services, Communications, Neighborhood Groups
1.6	Continue to support flexibility for the institutions as they grow and expand, while identifying and collaborating on targeted projects that meet the community, mobility, and urban design goals of this Plan. Examples of this flexibility may include but are not limited to, intentional coordination of infrastructure connecting other parts of Midtown to the institution, reconfiguring streets and their functionalities, introducing innovative street designs that deviate from typical standards, and encouraging and potentially incentivizing complementary land uses on adjacent sites that contribute to the quality of life of institutional users.	Ongoing	City Manager, Christus, UT Health, TJC
1.7	Support larger-scale, catalyst projects on large properties or our groups of properties throughout the Plan Area, and particularly near the northern and southern gateways to Midtown.	Long	Development Community

See page 89 for description of the implementation parameters shown in this table.

Figure 31. Implementation Program

REF #	STRATEGY	TIMEFRAME	POTENTIAL PARTNERS
1.8	Explore development partnerships between the City, the institutions, private developers and other entities, especially for identified opportunity areas or on challenging sites to reduce risk and seek mutually beneficial outcomes.	Ongoing	City Manager, City Council, Christus, UT Health, Development Community
1.9	Coordinate public and private realm improvements wherever possible to create efficiencies and mutually beneficial outcomes for the City and investors.	Long	Development Community, Development Services, Engineering
1.10	Contribute to creating a stronger sense of place and reducing visual clutter along major roadway corridors by burying overhead utilities, where feasible, as a City-led public improvement project or as part of private redevelopment.	Long	Utility Organizations, Engineering, TxDOT
1.11	Identify barriers for adaptive reuse in existing City codes, requirements, and standards.	Mid	Development Services, Fire, Engineering, Neighborhood Services
2. MOBILITY			
2.1	Pursue funding for design and construction of the Midtown Trail to connect to downtown.	Short	Development Services, Engineering, City Council, TxDOT
2.2	Coordinate with TxDOT on design for improvements to Beckham Avenue and Fifth Street, including potential medians, enhanced crossings, streetscape features and pedestrian paths.	Mid	Engineering, Traffic, TxDOT
2.3	Coordinate, design, and implement bicycle and pedestrian infrastructure consistent with this Plan's recommendations, including seeking opportunities to coordinate such improvements with vehicle- and utility-focused projects.	Ongoing	Engineering, Development Services, MPO
2.4	Seek funding for design and construction of bicycle and pedestrian improvements through regional, state, federal, and non-profit funding opportunities.	Ongoing	Engineering, Development Services, TxDOT, MPO
2.5	Explore low-cost, reversible bicycle and pedestrian safety improvements along key local streets such as Fleishel, Baxter, Lake, Devine, and Don and for improving crossings along Beckham Avenue and Fifth Street.	Mid	Engineering, Development Services, TxDOT

See page 89 for description of the implementation parameters shown in this table.

Figure 31. Implementation Program

REF #	STRATEGY	TIMEFRAME	POTENTIAL PARTNERS
2.6	Conduct a more rigorous analysis of potential redesign options for the Houston/ Beckham/Douglas intersection to improve safety for motorists and pedestrians, and to accommodate the Midtown Trail network. Collaborate directly with adjacent landowners to assess the potential for phased improvements that could be coordinated with future redevelopment of adjacent underutilized sites and flood mitigation/open space improvements along the drainage channel.	Mid	Engineering, Traffic, TxDOT, Christus
2.7	Explore vacating or reconfiguring public streets within core campus areas to achieve development and mobility objectives identified in this Plan.	Mid	Christus, UT Health
2.8	If it is determined that light rail is feasible along the existing Union Pacific rail corridor, support the strategic placement of a station within Midtown to integrate with the mobility framework identified in this Plan.	Long	MPO, Tyler Transit, Union Pacific
2.9	Explore possibility of a trail within the existing rail corridor accommodating an appropriate distance and fencing to separate the tracks from a future trail corridor.	Long	MPO, Union Pacific
2.10	Support implementation of the Tyler Junior College Campus Master Plan by focusing on opportunities to improve connections to campus from the surrounding area.	Mid	TJC
3. PLACEMAKING			
3.1	Encourage the private realm design components along the key character streets including building placement, orientation, and scale, street wall continuity, street facing wall design and activation, and parking location and access.	Ongoing	Development Services, P&Z, City Council
3.2	Update the City's Engineering and Construction Standards as needed to accommodate the design concepts and street cross-sections for the Key Character Streets and other streets identified on the Mobility Framework.	Mid	Engineering, City Manager
3.3	As roadway improvement projects occur, integrate enhanced public realm elements within the public rights-of-way including lighting, signage and landscaping.	Ongoing	Engineering, Traffic

See page 89 for description of the implementation parameters shown in this table.

Figure 31. Implementation Program

REF #	STRATEGY	TIMEFRAME	POTENTIAL PARTNERS
3.4	Encourage enhancements and activation elements along a street frontage on private property and in public rights-of-way, including outdoor dining, street furniture, public art, and publicly accessible green spaces. Coordinate these efforts with new development, improvements to existing sites, and street improvements when opportunities arise.	Ongoing	Development Services, P&Z, City Council
3.5	Implement improvements to enhance the existing city-owned park along Douglas Street to serve as the northern anchor of the North-South Greenway in the near-term but preserve long-term reconfiguration opportunities coordinated with redevelopment and flood improvements.	Mid	Parks & Recreation
3.6	Encourage open space nodes and public gathering spaces throughout the Plan Area, and particularly along Key Character Streets, the North-South Greenway, and along key components of the Mobility Framework. Leverage development to create or improve access to such features.	Ongoing	Development Services, Stormwater, Parks & Recreation
3.7	Coordinate with future city drainage projects to explore opportunities to create and enhance the North-South Greenway, showing flexibility around alignment, exact location and continuity in the near term.	Ongoing	Stormwater, Engineering
3.8	Work with TxDOT, the City, property owners, and developers to create major and minor gateways identified in the Framework.	Mid	TxDOT, Development Services
3.9	Collaborate with the area institutions to develop a wayfinding program that builds upon the existing Midtown branding and is cohesive and easily understandable.	Mid	Visit Tyler, Development Services Christus, UT Health, TJC
3.10	Explore temporary activation projects such as pop-up areas in parking lots, food truck events, or parklets to test transforming flexible spaces into vibrant community assets.	Short	Local Businesses, EDC

See page 89 for description of the implementation parameters shown in this table.

Figure 31. Implementation Program

REF #	STRATEGY	TIMEFRAME	POTENTIAL PARTNERS
4. PARTNERSHIP & COLLABORATION			
4.1	Collaborate with the major institutions to conduct a parking study to assess public and private parking supply and demand and identify more specific parking management and coordination opportunities.	Mid	Christus, UT Health, UT Tyler Medical School
4.2	As development and redevelopment occur, promote and incentivize shared and/or structured parking solutions, off-site parking solutions, and other similar mechanisms that reduce the overall amount of surface parking.	Ongoing	Christus, UT Health, UT Tyler Medical School
4.3	Establish a Midtown Area Plan implementation working group comprised of representatives from the major institutions to steward the Plan's implementation through coordination, investment, advocacy, events, and other similar activities.	Short	Area institutions, MPSC members
4.4	Commission a hotel feasibility study to determine potential locations and types of hotels that would be supported by market demand.	Short	City Manager, Development Services
4.5	Coordinate with the Tyler Area Chamber of Commerce and Tyler Economic Development Council to attract businesses to Midtown that are in keeping with the objectives of this Plan.	Short	Chamber, EDC
4.6	Coordinate with area institutions to generate an annual estimate of the economic impact Midtown has on Tyler and the greater East Texas region to be used in advocacy efforts with City Council, grant funding applications, and other to inform citywide dialogue around capital improvements.	Mid	Chamber, EDC, Christus, UT Health, UT Tyler Medical School, TJC

See page 89 for description of the implementation parameters shown in this table.

Conclusion

The Midtown Area Development Plan establishes clear guidance for future development, redevelopment opportunities, and public investment that align with goals established for the district and those within the broader Tyler Tomorrow Comprehensive Plan. The recommendations of this plan have been made actionable through the implementation program outlined in this chapter, which provides practical and flexible direction for advancing the vision for Midtown. By acknowledging existing challenges - such as fragmented ownership, institutional expansion needs, topographic constraints, and the unpredictability of private development - the plan reinforces a realistic and flexible approach to reinvestment. The actions provided in this plan account for evolving conditions, the incremental nature of implementation, and the coordination between community partners to inform future decision-making processes. This plan will be a tool for the city to implement the vision for Midtown over time and adapt to challenges and opportunities, while keeping the plan vision and corresponding guiding principles a priority.



