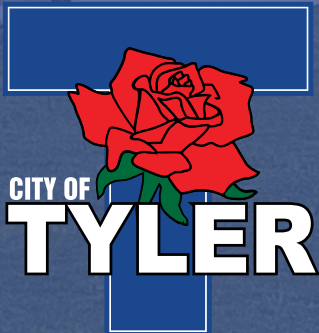


# NORTH END AREA DEVELOPMENT PLAN



ADOPTED MARCH 25, 2026

# Acknowledgments

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# Introduction

## Purpose

The intent of this document is to provide updates to the North End Revitalization chapter that was originally in the Tyler 1st Comprehensive Plan and updated in the 2020 draft. The purpose of this update is to assess updated existing conditions and identify refined goals and policies based on what has been accomplished in the North End Study Area since the last comprehensive plan.

## Context

The North End Planning area, as shown in **Figure 1**, generally includes the northern part of the city, including the ETJ connection to I-20, and much of the western part of the City within Loop 323. Downtown Tyler is not included in this Study Area.

Key challenges that the North End of the city continues to face include:

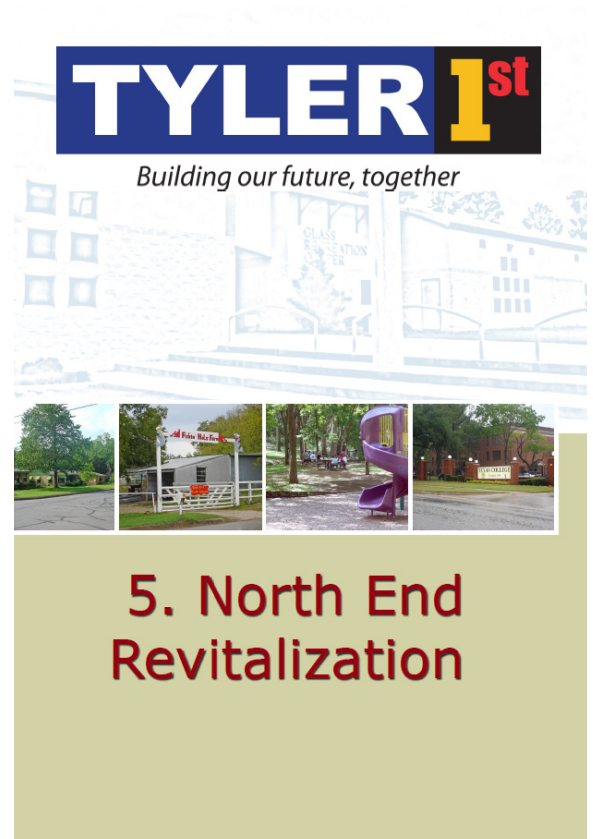
- Increasing the number of homeowners to maintain and expand stable neighborhoods.
- Improving quality of life, amenities and infrastructure to serve existing residents as well as to attract new housing development and population.
- Attracting commercial and retail development to invest in this part of the City.

For the purposes of this area plan, we will consider the North End as comprised of three sub-areas:

- North Tyler (approximately 11.4 square miles) which includes all the area north of Front Street to the city limits except for the Downtown Planning Area bounded by Front Street, Beckham Avenue, Gentry Parkway, and Palace Avenue.
- West Tyler (approximately 4.83 square miles) bounded by Front Street to the north, Loop 323, Old Jacksonville Highway, Sunnybrook Drive, and Vine Street.
- The U.S. 69 corridor from the city limits to I-20, which is part of the city's Extraterritorial Jurisdiction (ETJ).

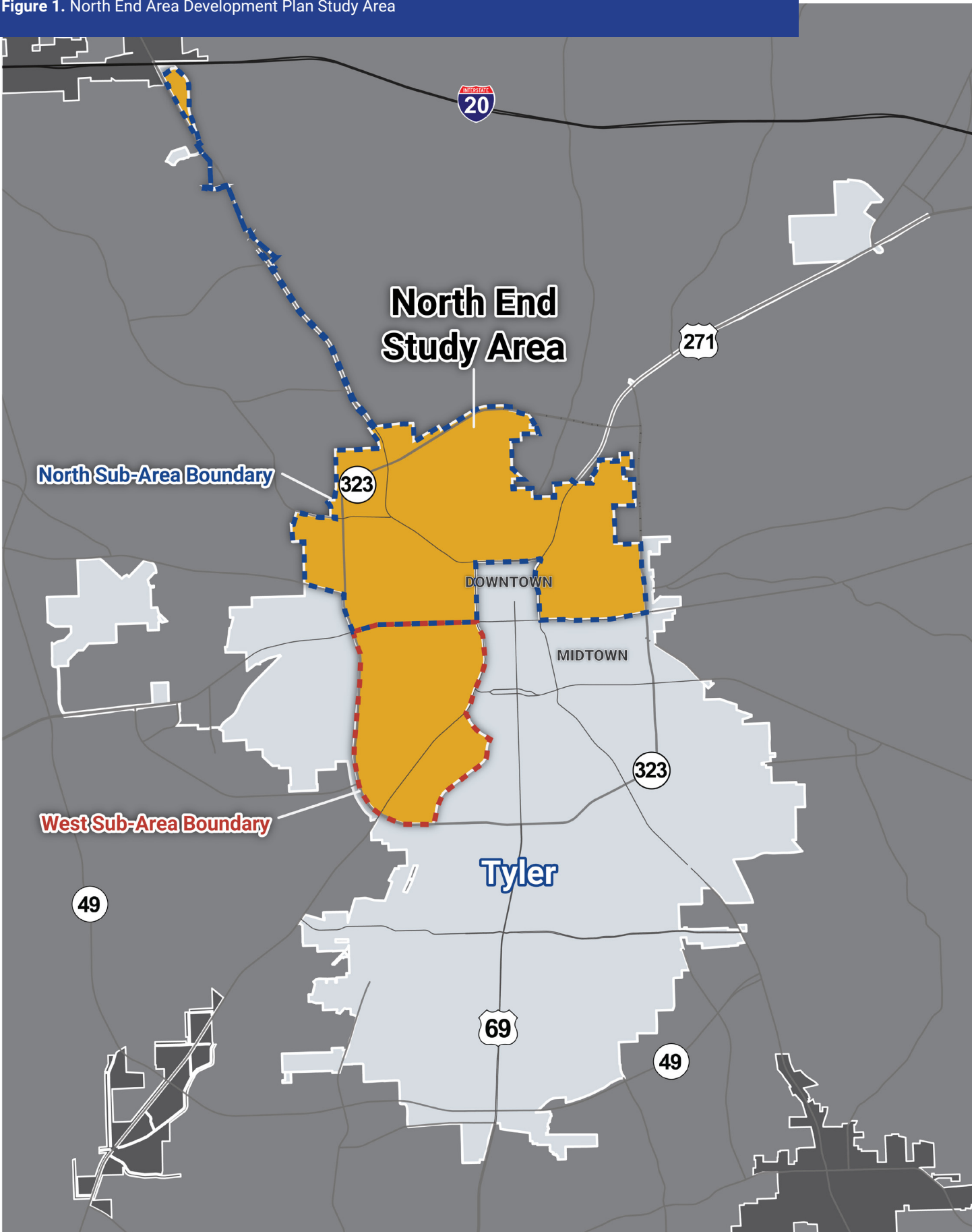
The North End planning area (North and West Tyler) contains about 10,899 acres, approximately 29% of the City of Tyler's land area, and will be the focus of this chapter. The U.S. 69 corridor will be discussed here in relation to its potential impacts on the revitalization of North Tyler.

Key destinations located within the North End planning area include Texas College, Tyler Rose Complex, Caldwell Zoo, and Tyler Junior College - West Campus.



## 5. North End Revitalization

Figure 1. North End Area Development Plan Study Area



# Community Involvement

## Previous Engagement Efforts

Prior community engagement efforts for the North End included a public workshop in Fall 2006. Participants were organized into small groups for discussion on the following three themes:

**Commercial and Economic Development:** Indicated a need for more retail, entertainment and job-creating businesses.

**Parks, Transportation and Infrastructure:** Desired expansion of recreational facilities, bus service, and overall visual enhancement of roadways.

**Housing and Neighborhoods:** Identified opportunities for historic preservation, new development, and housing affordability.

## Statistically Valid Survey

In Fall 2024, residents were surveyed as part of the Tyler Tomorrow Comprehensive Plan. Residents were specifically asked about the Texas College area within the North End.

Tyler residents envision the Texas College area to include:

1. More sidewalks, walking paths, and trails
2. More restaurant and retail options
3. Better landscaping along streets

Other comments from the survey included a desire for increased public safety and additional beautification efforts.

## Council Retreat

In February 2025, a City Council retreat was held, primarily focused on the development of the Tyler Tomorrow Comprehensive Plan and the corresponding area development plan efforts. Opportunities and themes from the discussion include:

- Support and encourage local entrepreneurship through a small business incubator
- Create city and area gateways
- Prioritize adaptive reuse and infill development
- Improve public safety with police and fire substations
- Continue to support owner-occupied housing with local incentives and home repair programs

## Tyler Tomorrow Open House

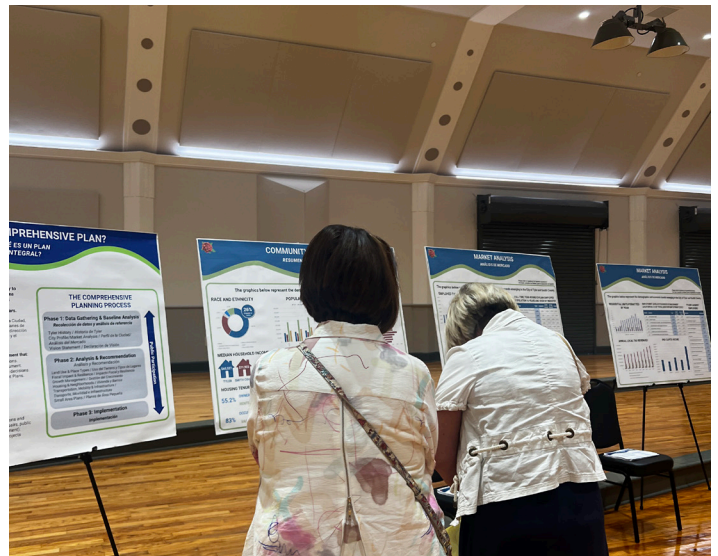
In August 2025, a public meeting was held for the Tyler Tomorrow Comprehensive Plan. Community members had the opportunity to provide insights into and feedback on the North End planning area.

Themes from the open house include the following:

**Economic Development and Investment:** Residents indicated a desire for more commercial investment, incentives for home and local business owners, and more restaurants.

**Infrastructure and Neighborhood Services:** Residents communicated the need for improved infrastructure and access to neighborhood services such as cafes, grocery stores, and drug stores.

**Community Sense of Place and Beautification:** Residents want more quality and affordable homes and beautification efforts in North End.



*Residents interact with meeting materials at the August 2025 comprehensive plan public meeting.*

# Existing Conditions

## Demographics

The North End study area is just over 16 square miles and has an estimated population of 30,524 residents. There are 12,142 housing units – many of which are single-family homes or duplexes. Family households make up approximately 69 percent of the study area. 2025 estimates indicate the median household income is \$51,764 with approximately 19.5 percent of the population living below the poverty level. When compared to the City as a whole, the North and West Sub Areas are more racially diverse with lower median household incomes and more households in poverty.

**Figure 2. Population by Race**

Race and Ethnicity	North Sub Area	West Sub Area	City of Tyler
White Alone	3,683 (17.1%)	1,914 (21.2%)	64,868 (60.2%)
Black Alone	8,323 (38.6%)	4,181 (46.2%)	25,195 (23.4%)
American Indian Alone	234 (1.1%)	55 (0.6%)	723 (0.7%)
Asian Alone	69 (0.3%)	66 (0.7%)	2,716 (2.5%)
Pacific Islander Alone	1 (0.0%)	3 (0.0%)	29 (0.0%)
Some Other Race Alone	6,114 (28.4%)	1,798 (19.9%)	4,868 (4.5%)
Two or More Races	3,114 (14.5%)	1,023 (11.3%)	9,319 (8.7%)
Hispanic Origin (Any Race)	11,117 (51.6%)	3,041 (33.6%)	25,420 (23.6%)

Source: ESRI Business Analyst 2025 Forecasts, 2024 ACS 5-Year Estimates

**Figure 3. Demographic Snapshot**

	North Sub Area	West Sub Area	City of Tyler
Population	22,099	8,425	107,718
Households	6,778	2,695	45,461
Median Age	32.1	35.3	35.5
Enrolled K-12	22.8%	22.5%	64%
Median Household Income	\$53,771	\$47,747	\$70,101
Family Households	70%	68.1%	63.5%
Households in Poverty	19.2%	20.1%	12.8%

Source: ESRI Business Analyst 2025 Forecasts, 2024 ACS 5-Year Estimates

# Land Use and Zoning

## North Tyler Sub Area

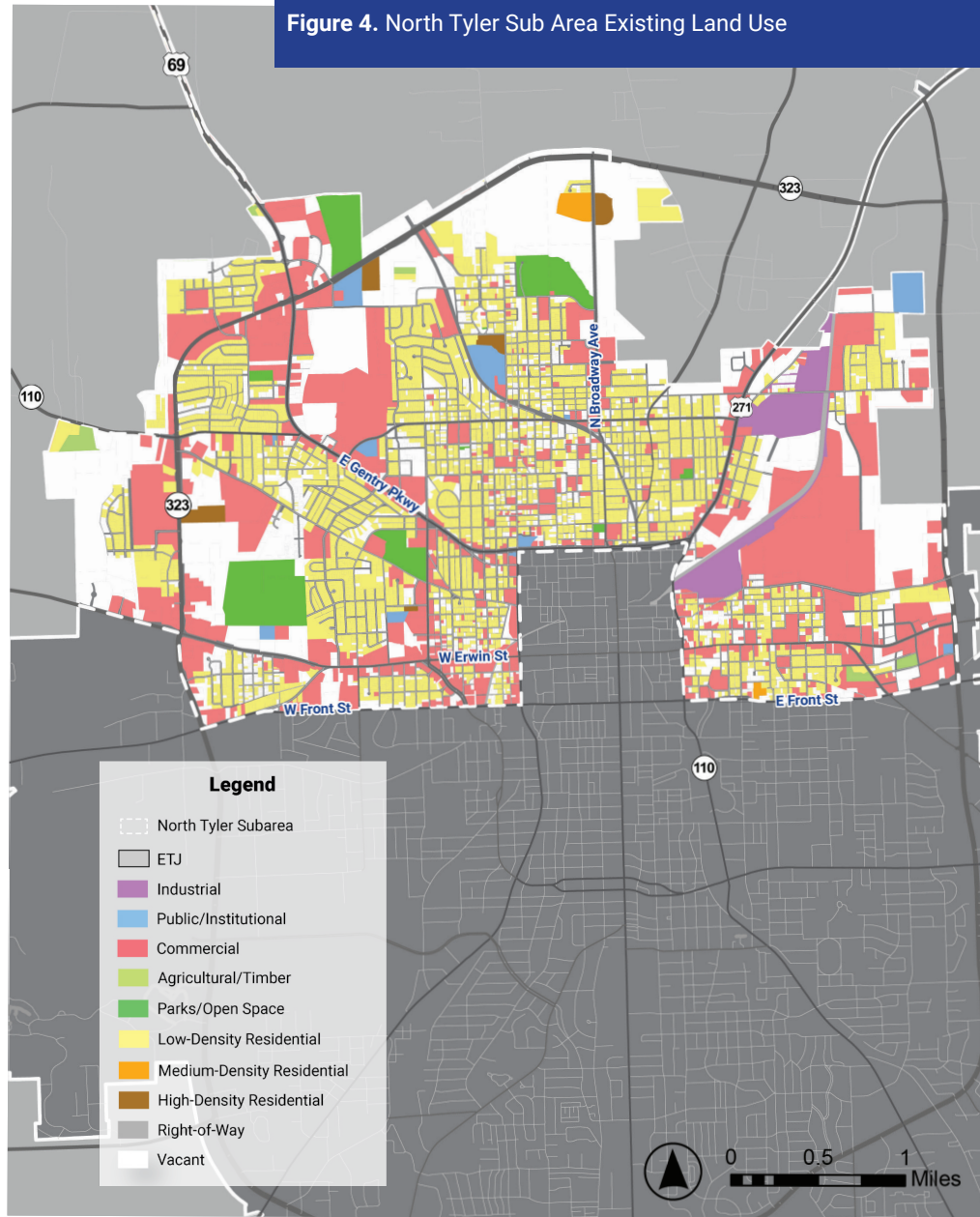
**Zoning.** Today, about 38.4 percent of the North Tyler Sub Area is zoned as Single-Family (R-1A and R-1B) and another 9.7 percent is zoned as Two Family Duplex with minimum lot sizes ranging from 6,000 to 9,000 square feet. More than 25 percent of the North Tyler Sub Area is zoned for General or Light Industrial districts.

Consistent throughout the city, major arterials are zoned for mostly commercial uses. Almost all of Gentry Parkway is zoned for commercial uses. General or Light Commercial accounts for another 15.3 percent of the North Tyler Sub Area zoning.

**Existing Land Use.** As shown in Figure 4, the predominant land use throughout North Tyler is single-family residential. A few duplexes and scattered multifamily complexes can be found, and some commercial and retail uses can be found along the arterials. Many areas zoned for industrial are either occupied by residential or commercial uses or are vacant.

Additionally, approximately 22 percent of parcels in the North Tyler Sub Area are vacant. As shown in **Figure 4**, there are large areas of vacant land as well as many residential areas that have empty lots. In the previous plan, approximately 25 percent of parcels in the Sub Area were vacant, so some development has occurred over the last decade in this area.

Figure 4. North Tyler Sub Area Existing Land Use



## West Tyler Sub Area

**Zoning.** Like North Tyler, just under 40 percent of West Tyler is zoned for single-family and another 9.5 percent is zoned for two-family housing. Since the 2014 update, multifamily housing zoning has increased to just over 5 percent.

Most of the land east of Loop 323 from Old Chandler Highway to Old Jacksonville Highway is zoned for light manufacturing, with the exception of commercial zoning around Loop 323 intersections.

Land just north of the railroad line and west of Rose Stadium is zoned for heavy industrial. Much of the northern third of Frankston Highway is zoned for commercial uses, as is Glenwood Parkway from the West Houston Street intersection north.

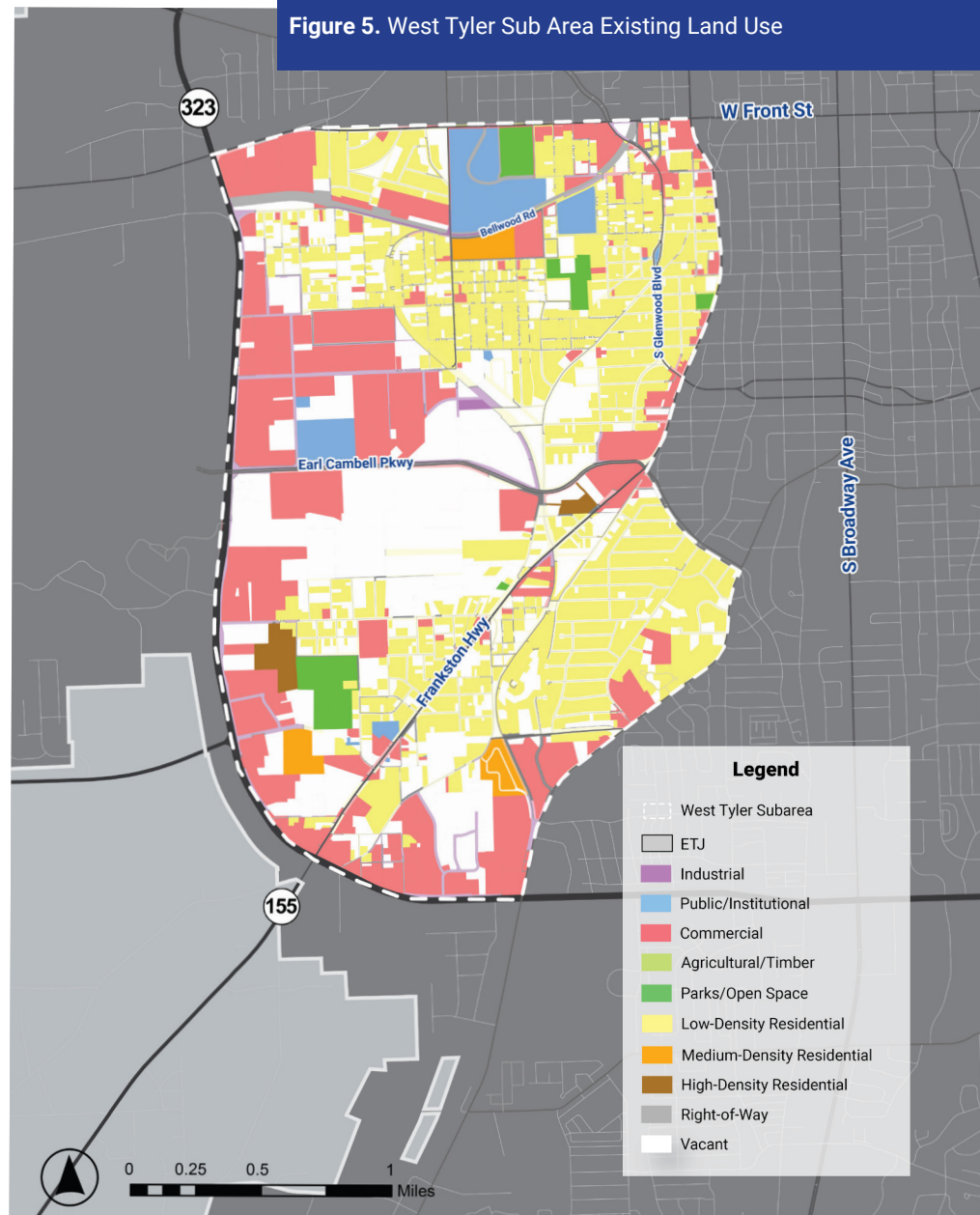
**Existing Land Use.** Despite the different residential densities permitted in the various neighborhoods, single-family homes overwhelmingly predominate, as shown in **Figure 5**. There are few uses classified as manufacturing in the large area zoned for manufacturing. Commercial/retail uses are more likely to occupy land zoned for industry along Loop 323 and within the industrial park on Robertson Road.

As in North Tyler, there are large areas of vacant land; about 25% of West Tyler parcels are vacant. Neighborhoods east of the railroad tracks are more intact, but the St. Louis and Butler College neighborhoods have a higher number of empty lots.

## U.S. 69 Corridor ETJ

There is no zoning outside the city limits, though the City reviews subdivision plans within its ETJ (Extraterritorial Jurisdiction). Between the city limits and Tyler Pipe there are developed parcels along U.S. 69 but no large subdivisions or retail activity. At the intersection of U.S. 69 and I-20, there is retail development that has been developed in the last decade.

Figure 5. West Tyler Sub Area Existing Land Use



## Housing

### Housing Types and Household Composition

The North Tyler Sub Area includes a variety of neighborhoods with diverse character. Nearly 70 percent of the housing units were built before 1970 and 25 percent were built before 1950, in contrast to the city as whole, where only 48 percent were built before 1970.

Directly north of downtown, especially in the Bois d'Arc corridor and near Texas College, there are houses with historic character. Neighborhoods with curvilinear streets and ranch houses dating from the late 1950s to the 1970s are located just east and west of Caldwell Zoo. According to the 2025 estimates, 57 percent of housing units in the North Tyler Sub Area are owner-occupied and 43 percent are rented. This is not substantially different from the city overall, where 55 percent of occupied units are owner-occupied and 45 percent are rented.

West Tyler has somewhat less variety in housing types than North Tyler. Some neighborhoods are isolated by highway and railroad corridors, particularly Duckenfield, Butler College and St. Louis. In the West Tyler Sub Area, 48 percent of the occupied housing units in 2025 are owner-occupied and 52 percent are renter-occupied. The majority of housing units date back to the 1950s and 1970s, which may indicate a need for higher level of maintenance and code enforcement.



*Tyler's historic red brick neighborhood in the Bois d'Arc corridor.*



*West Tyler's neighborhoods are predominantly characterized by older residential dwellings.*

## Household Growth Trends and Housing Markets

According to census data and demographic estimates, since 2010 the North Tyler Sub Area has experienced a 2.6 percent increase in the number of households and the West Tyler Sub Area has experienced a 1.3 percent increase in the number of households. North End as a whole has seen a 2.2 percent increase in the number of households for the study area.

### Subsidized Housing

Most of the subsidized housing in Tyler is rental housing, and most of the subsidized rental complexes are located in the North End planning area. Recent developments include Saige Meadows near I-20 and Pinnacle on N. Broadway near the North Loop.

### Housing Rehabilitation

There are limited programs in Tyler to support the rehabilitation of housing occupied by low- to moderate-income residents. Within the Community Development Block Grant (CDBG) target areas selected annually, the City allocates U.S. Department of Housing and Urban Development (HUD) funding for homeowner rehabilitation, minor home repairs, and the demolition and reconstruction of owner-occupied units. CDBG target areas are located in both the North Tyler and West Tyler subareas. In addition, limited funding is available for emergency rehabilitation assistance for homeowners who are disabled or have accessibility needs.



*New residential construction showcases the ongoing neighborhood development.*

## Neighborhood Improvements

Since 1995, CDBG funding provided by the U.S. Department of Housing and Urban Development (HUD) has been utilized by the City through the annual designation of focus areas for concentrated investment. These CDBG target areas have primarily been located in the North End of Tyler, as well as portions of the Butler College area. Planning efforts within these areas emphasize the rehabilitation, demolition, and reconstruction of dilapidated owner-occupied housing. New residential construction, infrastructure improvements, and park rehabilitation have also been key components of these initiatives. Notable areas where new development has been successful and well received by residents include Paul Street, Hunter's Court, and Hidden Palace.

## Business and Commercial Activities

With few exceptions, the businesses in the North End planning area are small, local enterprises. At present, the businesses at the most visible intersection in North Tyler—such as budget hotels—are not targeted to serve neighborhood residents. Local service businesses, especially auto repair shops and other auto-oriented businesses along with a few restaurants or take out shops, beauty salons, and similar service businesses, are scattered along the major arterials and on Palace Avenue.

West Tyler includes the Tyler Industrial Park, which is an important job center for the city. There are scattered retail uses along Loop 323 and at intersections of Glenwood Boulevard and Frankston Highway, but overall, there is little neighborhood-serving retail in West Tyler.



*Presence of local businesses serve the surrounding communities.*

## Parks and Open Space

The North End planning area includes very significant park and open space resources. There are twelve city parks, not including the Rose Garden Center, as well as the Caldwell Zoo. In addition to small neighborhood parks, there are parks of citywide importance such as the Glass Center in Woldert Park, and Fun Forest Park. Many of the city parks allow for a variety of activities and are easily accessible on foot or by bicycle. The large floodplains of Black Fork Creek, Willow Creek and the creek in the area south of Robertson Road are natural greenways. The railroad corridor in West Tyler could eventually be used for a multi-use trail helping to connect city destinations for pedestrians and bicyclists. The older parts of the North End planning area have retained the mature trees and landscape of the historic city. Since the previous plan, updates have been made to Emmett J. Scott Park.



*Emmett J. Scott Park was renovated in 2020 with new playground equipment, picnic tables, walking trails, and a full-court basketball court.*

## Transportation and Infrastructure

The major arterials and railroad corridors in the North End planning area create barriers between neighborhoods. The major roads are too wide for the traffic they carry, visually dominate the small residences located along them, and are unattractive, particularly at gateway intersections. The City is no longer served by fixed route transit, but rather is served by on-demand transit service.

Given that the time period that much of the North End was developed, the infrastructure (roadways, water and sewer) is aging as well. After the Tyler 21 Comprehensive Plan, the City installed major sewer trunk lines and water extensions primarily in the Northchase area and also extended water and sewer up to I-20 along US 69.

### Traffic and Safety

To evaluate traffic and safety conditions in the Study Area, data from TxDOT Crash Records Information System (CRIS) between July 31, 2020 and August 1, 2025 was analyzed.

The highest concentration of crashes occurred at the intersection of U.S. Highway 69 and W NW Loop 323. Over 300 incidents occurred from July 31, 2020, and August 1, 2025. During the same analysis, around 200 incidents occurred at intersections of Van Highway and N NW Loop 323, U.S. Highway 64 and N NW Loop 322, and U.S. Highway 31 and S SW Loop 323.



*Gentry Parkway, a major corridor, functions as a gateway into Tyler.*

## Key Takeaways

- Several key destinations are located within the North End planning area that draw residents from across Tyler and beyond such as the Tyler Rose Complex, Caldwell Zoo, and Texas College.
- The housing stock in North End is aging but there have been some recent housing developments in the area.
- Roadway corridors in the North End could be enhanced through streetscape and intersection crossing improvements.
- Several public investments have been in the North End since the previous plan was completed including improvements to parks, schools, and public facilities.
- The area surrounding Texas College represents a key opportunity to revitalize area housing and create distinct branding and sense of character.
- There has been some retail and business development since the last area plan was adopted, but new retail is still overwhelmingly being located outside of the North End in other parts of the city.



1. Caldwell Zoo, located off of Martin Luther King Jr Blvd in the North End planning area, is a local and regional attraction.
2. Smaller infill development projects are located throughout northern Tyler, including the housing shown here near Woldert Park off of W 32nd Street.
3. Fire Station #1, located at the intersection of Gentry Pkwy and Palace Ave, was rebuilt in 2019 and is representative of city investment within the North End.
4. Some retail and office development have occurred in the North End, such as the development shown here at Loop 323 and Earl Campbell Pkwy.

# Goals and Recommendations

As the existing conditions indicate, there are key challenges in North End that will require coordinated efforts from multiple partners to address. Revitalization will not occur based on one action or development, but rather will occur over time with marketing the area to investors, providing support for existing homeowners and business owners, and investments by the public and private sector. This section reviews the overarching goals for North End, which have either been modified or carried forward from the previous plan. The section also identifies key policies and strategies that can help achieve the goals over time.



## 01 Expand Housing Types & Homeownership

Increase the number of households, diversify housing options, and promote homeownership opportunities in the North End to support vibrant, mixed-income neighborhoods.



## 02 Support Commercial Development

Focus commercial development around targeted mixed-use intersections.



## 03 Enhance Parks & Open Spaces

Create new parks and open space amenities and upgrade existing parks to serve the community.



## 04 Upgrade Neighborhood Infrastructure

Maintain and enhance streets, utilities, sidewalks, lighting, and other essential infrastructure to improve overall quality of life.



## 05 Improve Public Safety

Improve public safety through crime prevention and code enforcement efforts.



## 06 Encourage Historic Preservation

Recognize and preserve historic structures and areas to celebrate the history and character of community.



## 07 Enhance Area Roadways

Improve the appearance and function of major roadways to enhance safety and mobility of all roadway users.



## 08 Support Local Businesses

Promote local business development and marketing to strengthen the local economy.



## 09 Revitalize Texas College District

Support revitalization of the Texas College District through collaboration with the College and area neighborhoods.

# 01

## Expand Housing Types & Homeownership

Increase the number of households, diversify housing options, and promote homeownership opportunities in the North End to support vibrant, mixed-income neighborhoods.

### Key Issues

Growth in the number of households has been slower in the North End when compared to the City as a whole over the past ten years. The percentage of renter-occupied housing units is also higher in the study area than in the City. In order to encourage a mixture of demographics in North End, additional housing options are needed to attract more residents. “Missing Middle” housing is also largely absent in the area, which is housing that helps bridge the gap between detached single-family homes and large, multi-story apartments. Desired missing middle housing types include townhomes, duplexes, and condominiums.

### Accomplishments Since 2020

- Construction of Low-Income Housing Tax Credit (LIHTC) housing near Gentry and Palace
- Establishment of a task force focused on affordable housing
- Continued partnerships with financial institutions and non-profits to assist clients with lower than average credit scores to buy a home



Low- to moderate-income single-family housing funded through HUD grants, located near the intersection of Gentry Parkway and Palace Avenue on Heiress Court and Queen Street; Hidden Palace subdivision.

### Key Policies and Strategies for Decision Makers

- **1.1:** Support expansion of credit counseling, homebuyer and landlord-tenant counseling.
- **1.2:** Support new housing types and first-time homebuyer and similar programs.
- **1.3:** As needed, target public investments, regulations and incentives to attract new households without pushing out existing households.
- **1.4:** Continue efforts to fill in vacant lots and facilitate land assembly, prioritizing opportunities for missing middle housing.
- **1.5:** Prepare property to be sold by the City for quality and innovative development using planned development zoning and deed restrictions.
- **1.6:** Clarify direction regarding Low-Income Housing Tax Credits (LIHTC) letters of support or no contest for housing within North End.
- **1.7:** Seek public/private partnerships for funding key housing development or redevelopment projects.

### Missing Middle Housing

“Missing Middle” Housing is a term used to describe multi-unit housing types that provide more density than detached homes but less than high-density apartment complexes, offering diverse housing options for various stages of life. Examples of missing middle housing include duplexes, townhomes, and garden homes.

# 02 Support Commercial Development

Focus commercial development around targeted mixed-use intersections.

## Key Issues

Over the last decade, a significant amount of growth has been directed towards southern Tyler, resulting in fewer new commercial developments in the North End. Major roadway intersections represent opportunities for mixed-use development that includes commercial development. Consistent with the Tyler Tomorrow future land use map, the intersections within the study area identified for mixed-use potential are depicted in **Figure 6** and include:

- US 69 and Loop 323
- Loop 323 and Highway 64
- Loop 323 and Frankston Highway
- Loop 323 and Earl Campbell

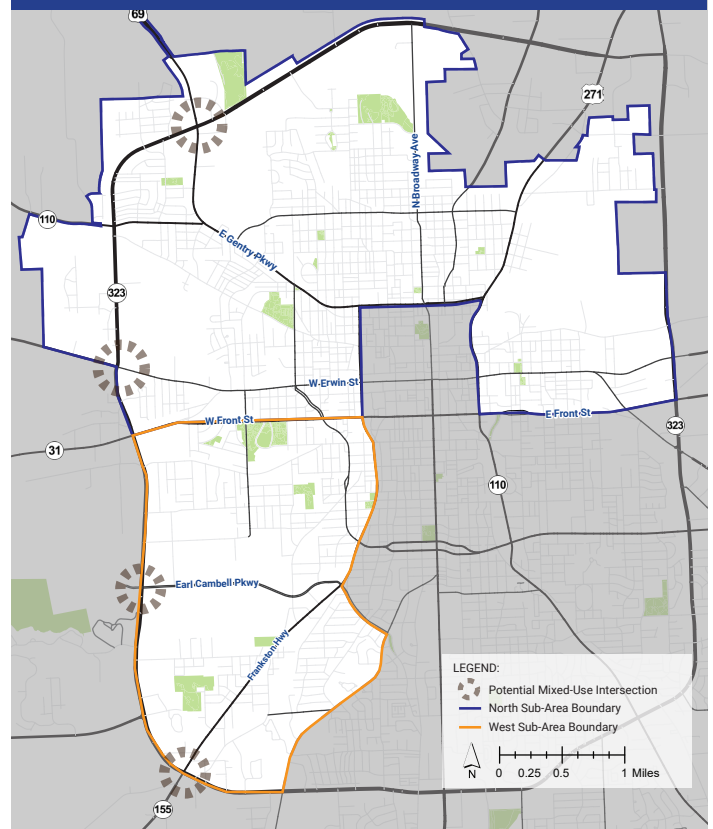
## Accomplishments Since 2020

- Commercial development at Earl Campbell/Loop 323
- Planned mixed-use development at North Broadway and North Loop 323 in TIRZ Number 3

## Key Policies and Strategies for Decision Makers

- **2.1:** Consider tax or other incentives for commercial development.
- **2.2:** Update zoning at key intersections to be consistent with the Tyler Tomorrow Comprehensive Plan future land use map.
- **2.3:** Explore public-private partnerships to catalyze development at key intersections.

Figure 6. North End Potential Mixed-Use Intersections



Potential Intersections for Mixed-Use Development located along Loop 323.

# 03

## Enhance Parks & Open Spaces

Create new parks and open space amenities and upgrade existing parks to serve the community.

### Key Issues

Parks and open space are critical quality of life amenities that can help attract and retain residents to an area. While there are a number of parks in the North and West Sub Areas, many are in need of improvement. Updated public engagement efforts also indicated a desire for more trails throughout the City. As shown in **Figure 7**, some of the West Sub Area is located outside of a ten-minute walk access to park, so opportunities to improve access to existing parks and seeking to incorporate green space with new development and redevelopment should be a focus.

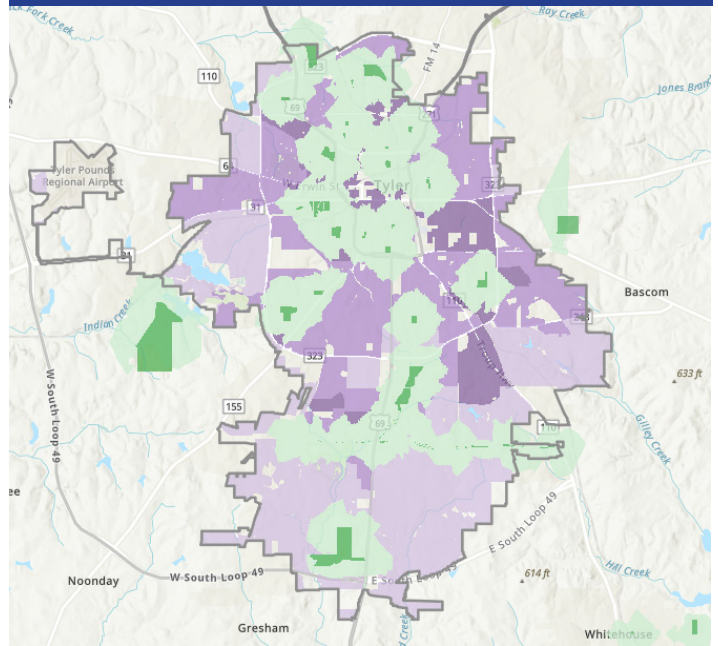
### Accomplishments Since 2020

- Improvements to Emmett J. Scott Park
- Improvements to P.T. Cole Park
- Improvements to Noble E. Young Park

### Key Policies and Strategies for Decision Makers

- **3.1:** Support funding and grant proposals for nature preserves, trails, park upgrades, and acquisition for new parkland.
- **3.2:** Increase the number of trails, pocket parks and green space around new development.
- **3.3:** Focus on improving access for residents living outside of a ten-minute walk to a park.
- **3.4:** Support establishment of friends of the parks groups so residents can help volunteer and instill pride in their local parks.

Figure 7. North End Park Access



Parks in Tyler with corresponding areas within a 10-minute walk are shown in green. Areas in purple represent areas outside of the 10-minute walk to a park.

Source: Trust for Public Land



Woldert Park, located in the North Tyler Sub Area, represents a significant park and recreation asset in the community.

# 04

## Upgrade Neighborhood Infrastructure

Maintain and enhance streets, utilities, sidewalks, lighting, and other essential infrastructure to improve overall quality of life.

### Key Issues

The North End represents some of the oldest developed portions of Tyler, and therefore much of the infrastructure is aging as well. Well-maintained streets, drainage, water, and sewer infrastructure are essential for creating and sustaining quality places. While funding is limited, resources should be focused on areas with known infrastructure capacity issues such as water and wastewater. The previous plans also discussed the need for additional sidewalk infrastructure to connect residential neighborhoods to help create safer routes to schools.

### Accomplishments Since 2020

- Street improvement projects including curb and gutter, drainage improvements
- Sidewalk extension completed near T.J. Austin Elementary School

### Key Policies and Strategies for Decision Makers

- **4.1:** Support regular funding for infrastructure improvements.
- **4.2:** Balance improvements to maintain existing infrastructure with capacity improvements to support new development or redevelopment.
- **4.3:** Implement asset management strategies to better track the age and condition of infrastructure.
- **4.4:** Prioritize filling in sidewalk gaps and bicycle/pedestrian crossing infrastructure improvements surrounding schools.



*Some residential areas in the North End lack sidewalk infrastructure and need roadway improvements.*



*Newer residential development in North End features sidewalk and curb and gutter infrastructure.*

# 05

## Improve Public Safety

Improve public safety through crime prevention and code enforcement efforts.

### Key Issues

Previous North End engagement efforts noted that crime prevention should be a key priority. Vacant or boarded-up homes can invite crime as they are perceived as areas that are not monitored or cared for. As you travel through the North End, there are still instances of blighted and boarded-up houses although the number has decreased since 2010. From 2020 to 2025, there were 346 documented substandard structure code enforcement cases in the North End. A combination of limited staff resources for code enforcement, absentee landlords, and homeowners with limited discretionary income can lead to more instances of homes that are blighted or in need of repair. Code enforcement efforts in the North End continue to be important, but residents with limited resources may not have the ability to comply with code enforcement citations, so partnerships with social services organizations may be necessary.

### Accomplishments Since 2020

- Demolition and clearance of 32 substandard or dilapidated homes
- Issuance of numerous certified notices to non-resident property owners to encourage property maintenance and improvements

### Vacant Property Registry

Several communities in Texas have adopted a vacant property registry, which is used to identify, track, and maintain vacant buildings. These programs can help hold property owners accountable for meeting maintenance, health, and safety standards even when the building is unoccupied. It also gives the City a better understanding of how much of a neighborhood or area of the city are vacant, which could lead to targeted redevelopment efforts.

### Key Policies and Strategies for Decision Makers

- **5.1:** Continue and enhance community policing initiatives.
- **5.2:** Continue to target code enforcement in vulnerable neighborhoods.
- **5.3:** Develop a property maintenance code, including standards for junk removal.
- **5.4:** Establish a vacant property registry to track, monitor, and ensure vacant properties are being maintained and don't become blighted.
- **5.5:** Provide educational information about neighborhood services programs and initiatives.
- **5.6:** Establish a police branch building or office within the North End to contribute to improved public safety and community presence.



*Vacant and boarded-up properties in the North End can detract from the perceived safety of a neighborhood.*

# 06

## Encourage Historic Preservation

Recognize and preserve historic structures and areas to celebrate the history and character of the community.

### Key Issues

The successes of the nearby Azalea and Charnwood Districts have indicated that investment in historic structures can have positive economic spin-off effects. There are existing structures identified by the Texas Historic Commission such as the McClendon House located within the North End study area. However, additional areas could be identified for inclusion on the state or national registries, such as the historic brick streets along N. Bois D'Arc. When properties or districts are recognized as historic, more emphasis is placed on preservation and it may be possible to secure funding for restoration efforts along N. Bois D'Arc as well as the Texas College Area.

### Accomplishments Since 2020

- Historic resources survey planned for the Texas College Area per the recommendation from the Historic Preservation Strategic Plan
- Faded subject markers replaced with more durable material for longevity

### Key Policies and Strategies for Decision Makers

- **6.1:** Continue to support historic recognition and preservation efforts.
- **6.2:** Include representation from the North End during future updates to the Historic Preservation Strategic Plan.
- **6.3:** Explore a partnership with Tyler Junior College – West Campus to create a program for contractors and construction management professionals that are certified in historic buildings.



*The McClendon House is recognized as a historic structure by the Texas Historic Commission.*



*N. Bois D'Arc Avenue, shown here near City Park, features red brick pavers similar to other historic parts of Tyler.*

# 07

## Enhance Area Roadways

Improve the appearance and function of major roadways to enhance safety and mobility of all roadway users.

### Key Issues

Major roadways within the North End Study Area include Loop 323, Gentry Parkway (Hwy 69), Erwin Street (Hwy 64), Front Street (Hwy 31), Franskton Highway (Hwy 155), and Earl Campbell Parkway. All of these roadways have the primary purpose of moving vehicles throughout the City. Hotspots for crashes in the past five years include the intersection of Hwy 69 and Loop 323, where over 300 incidents occurred from 2020 to 2025. Additionally, within the North End, there are several corridors that are ‘on-system’ roadways, meaning they are owned and operated by TxDOT. One such roadway is Gentry Parkway, which is a very wide arterial that has more capacity than the volume of traffic that it carries at peak times; opportunities for an alternative cross section for this roadway should be explored. Many of the major corridors in the study area also lack lighting, which can pose a safety issue at night.

### Accomplishments Since 2020

- Signal retiming improvements at intersections along Gentry Parkway (Hwy 69)

### Key Policies and Strategies for Decision Makers

- **7.1:** Redesign roads to improve appearance, function and pedestrian friendliness.
- **7.2:** Increase lighting along major roads, particularly at intersections.
- **7.3:** Coordinate with TxDOT on options to ‘right-size’ Gentry Parkway.
- **7.4:** Pursue TxDOT Green Ribbon funding to improve streetscapes along on-system roadways where medians exist.
- **7.5:** Pursue installation of city gateway features at major entry points to the City.



Portions of Gentry Parkway are oversized and could be ‘right-sized’ to better accommodate multiple modes of transportation.

### TxDOT Green Ribbon Funding

Texas communities can apply for Green Ribbon funding for TxDOT on-system roadways to improve the visual appeal of these corridors. Eligible program activities include native plants and landscaping. There is no funding match required, however the community must commit to ongoing maintenance.

# 08 Support Local Businesses

Promote local business development and marketing to strengthen the local economy.

## Key Issues

Over the past decade, the majority of new residential and commercial development has occurred in South Tyler, outside of the North End study area. However, there are a number of small, locally-owned businesses in the study area. Efforts moving forward should continue to focus on supporting small businesses – both from a recruitment and retention standpoint. The Tyler Metro Chamber of Commerce is a key partner in empowering small businesses. Additionally, much of the North End study area is located within a food desert, meaning that many residents don't live within a reasonable distance of a grocery store with fresh produce and other options.

## Accomplishments Since 2020

- Development of the Mosaic District along Earl Campbell Parkway as a shopping destination featuring many local businesses
- Continued efforts by the Tyler Metro Chamber of Commerce to support North End businesses

## Key Policies and Strategies for Decision Makers

- **8.1:** Support expansion of marketing and programs for microlending and small business training.
- **8.2:** Assist in joint marketing efforts for existing businesses.
- **8.3:** Support development of home-based businesses that do not impinge on neighborhood character.
- **8.4:** Coordinate with both the Tyler Metro Chamber of Commerce and the Tyler Area Chamber of Commerce on economic development efforts.
- **8.5:** Determine key sites that could be marketed to attract a grocery store.

## Food Deserts

As defined by the U.S. Department of Agriculture, a food desert is a low-income area where a significant number of residents lack easy access to grocery stores. This has the potential to make eating a healthy diet more difficult for those that live in these areas.



*The Mosaic District along Earl Campbell Parkway is a recent development featuring a mixture of retail and office in a unique setting.*

# 09

## Revitalize Texas College District

Support revitalization of the Texas College District through collaboration with the College and area neighborhoods.

### Key Issues

The vision for the 2010 Texas College Area Development Plan, covering Texas College and the surrounding area, focused on efforts to make a distinctive destination that is tied to the history of the area. Strategies that are still relevant today include creating a distinct Texas College district, increasing variety of student housing options, making pedestrian realm improvements, transportation enhancements, and strategic redevelopment opportunities.

### Accomplishments Since 2020

- Addition of district banners on street lights and street sign toppers

### Key Policies and Strategies for Decision Makers

- **9.1:** Establish a signature gateway feature for the Texas College District.
- **9.2:** Promote additional housing types to have a variety of student housing options.
- **9.3:** Improve pedestrian circulation around Texas College.
- **9.4:** Enhance T.R. Griffith Park to increase usability and recreational opportunities. The park's proximity to Texas College presents an opportunity for increased community and student engagement.



*Street sign topper for the Texas College District with district branding.*

## Implementation Considerations

The actions identified for the nine stated goals represent key policy and strategies that can help revitalize the North End planning area over time. This section discusses key partners that can play a role in implementing the strategies and potential funding sources that can be explored.

### Key Partners

While the Development Services Department initiated this planning effort, implementation of the recommendations will take the efforts of many city departments as well as external partners. Other organizations and stakeholders will help play a critical role in contributing resources, expertise, and support to achieve the goals set out in this document. There are several potential partners listed below, but this list is not exhaustive; other implementing partners may be identified through this plan horizon.

- Tyler Metro Chamber
- Tyler Area Chamber of Commerce
- Half-Cent Sales Tax Board
- Tyler Economic Development Council
- Visit Tyler
- Historic Tyler, Inc.
- Tyler ISD
- TxDOT
- Tyler Area MPO
- East Texas Council of Governments
- Texas College
- East Texas Communities Foundation
- East Texas Food Bank
- Habitat for Humanity Smith County

### Potential Funding Sources

A variety of funding mechanisms could be evaluated for implementing improvements within the North End including grants and financing options such as issuing bonds. Other funding mechanisms to be considered include:

**Half-Cent Sales Tax:** Funds from the voter-approved 4B Half-Cent Sales Tax can be used for capital projects that help improve quality of life such as drainage, street improvements, and public safety improvements.

**Tax Increment Reinvestment Zone (TIRZ):** These public funding mechanisms function as a district in which the increase in property tax revenue generated in that area is reinvested for infrastructure improvements. As property values and property tax revenues increase, the extra revenue goes directly back into the designated district for improvements.

**Public-Private Partnerships:** These partnerships offer a collaborative approach for financing improvement projects using both public and private investment. Resources from the private sector may be used to fund, plan, or construct improvement projects such as roadways and park improvements in coordination with catalytic development projects.

**TxDOT Transportation Alternatives Program:** TxDOT administers and awards funds for locally sponsored bicycle and pedestrian infrastructure projects across the state. These grant funds could be utilized to develop pedestrian and bicycle facilities throughout the area.

**TxDOT Green Ribbon Program:** Texas communities can apply for Green Ribbon funding for TxDOT on-system roadways such as Gentry Parkway to improve the visual appeal of these corridors. Eligible program activities include native plants and landscaping. There is no funding match required, however the community must commit to ongoing maintenance.

**Certified Local Government Grants (Texas Historical Commission):** The Texas Historical Commission provides grants to local governments to develop and administer local preservation programs including projects such as historical/archaeological surveys, local preservation plans, preservation ordinances, and development of local design guidelines.

