



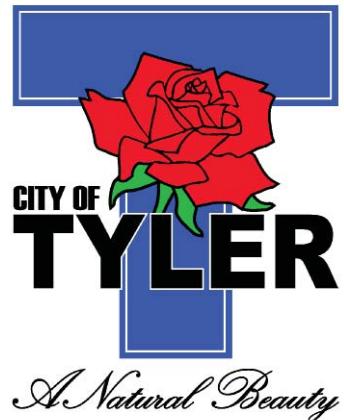
planning report

Texas College Area Development Plan

City of Tyler, Texas

Adopted October 27, 2010

Texas College Area Development Plan



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Mayor Pro Tem 2010

Councilmember District 3- Northwest

Martin Heines

Councilmember District 4- Northeast

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Councilmember District 6- South

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Introduction

In October 2009, the City of Tyler engaged the planning, architectural and engineering firm of Freese and Nichols, Inc. (FNI) to produce an Area Development Plan (ADP). The ADP focuses on the relationships between Texas College, the City of Tyler and the surrounding neighborhoods.

This ADP is designed to complement the goals of Texas College, preserve and enhance the surrounding neighborhoods and provide opportunities for existing and new development of commercial and residential uses. It is a working document and can assist the City of Tyler in prioritizing implementation items and future City projects.

Purpose

This ADP provides a process to make informed decisions, manage growth in an orderly fashion, and guide development of the physical environment. The planning process included Texas College administration and students, the City of Tyler, local residents and business owners. The purpose is to build consensus and provide the vision for the study area's growth and development. The planning team assessed the impacts of Texas College's growth on land uses and circulation while considering the campus's future needs and identity within the community. Implementation of this plan will ensure the City of Tyler can continue to provide services in a planned and organized fashion and help to make the community's visions a reality.

The ADP focuses on three key areas:

Land Use/ Zoning- The ADP provides assessment of current and proposed land uses and zoning, as well as assessment of existing neighborhoods. Recommendations were made on existing neighborhoods, land uses and campus expansion.

Transportation/ Pedestrian Connections- The ADP provides assessment of existing and proposed roadways. In addition, the ADP looks holistically at multi-modal transportation routes and arrival points, pedestrian crossings and streetscape.

Environmental/ Aesthetic Enhancements- The ADP focuses on creating a district image, which includes streetscapes, signage, architecture, landscape and site elements, to create a sense of place.

Additionally, public and stakeholder involvement is a key component for the success of any plan. Throughout the project, public meetings were held to identify issues and build consensus. Stakeholder meetings, questionnaires and a student focus group meeting provided critical ADP issues and formed the basis for recommendations.

Background

The Texas College ADP is in response to the Tyler 21 Comprehensive Plan. The Tyler 21 outlines in *Chapter 5 North End Revitalization*, a plan for balanced growth initiatives throughout Tyler with specific efforts concentrated in Tyler's North End. The Texas College ADP is intended to take the Tyler 21 a step further and study in more detail, the 741-acres surrounding the Texas College campus. Recent City and Texas College activities made it apparent that both entities had plans for North Tyler and each recognized the need to collaborate to ensure a successful vision. The City of Tyler has invested in Capital Improvement Projects along North Broadway Avenue and along West Gentry Parkway, both in the Texas College vicinity. After initial communication, it was clear that each had similar needs and should capitalize on a working relationship and a community partnership.

Texas College was founded in 1894 by a group of ministers of the Christian Episcopal Church. Today, the 34-acre campus has an enrollment of nearly 1,000 students with a 1:8 faculty-to-student ratio with approximately 200 students living on campus. Texas College is a private school with 16 baccalaureate degree programs and two associate of arts degrees. The College's athletic department participates in men's and women's basketball, volleyball, baseball, softball, soccer, track and football. In addition to academics and athletics, the school has a popular marching band. Texas College has just finished a new marketing campaign and campus master plan. The campus is essentially land locked by development, even though, it plans to expand its enrollment to nearly 1,500 students, with 600 of those students living on campus.

The area surrounding Texas College is primarily residential development with a wide variety of homes ranging from 1920s construction through recent infill projects. The area has limited commercial development, shopping and service businesses available to area residents. The area has seen little growth over the past decades, but more recent developments include a new

elementary school, the Boys and Girls Club and the Trinity Mother Frances Clinic. The area also has several recreation facilities including Woldert Park and the Glass Recreational Center.

The City of Tyler and Texas College desire the same elements and actions for the area. As Texas College expands, the City recognizes the historic significance of Texas College, its role as a community leader and that Texas College is a key component in spawning new development and redevelopment for Tyler's North End. This plan is intended to position the area for appropriate and well planned development that supports the College's vision and needs, as well as creates new opportunities for area citizens.

The Planning Process

The planning process was kicked off in October 2009 and spanned a one year period which were conducted in four phases: Visioning, Data Gathering, Analysis and Recommendation phases.

Visioning Phase

The Visioning Phase defined “Who, What, When, Where, and How”. During this phase, team members were introduced, goals were defined, schedules were outlined, a working plan was produced, and issue identification began. The Texas College ADP began with a client kick-off meeting conducted by the Freese and Nichols team. This meeting introduced the primary project team members from FNI to City leadership, City staff, and the Texas College administration. The kick-off meeting defined expectations, set goals, and outlined the ADP process. The kick-off meeting established key points of contact, specific stakeholder groups, project timelines and milestones, client and consultant tasks, and the review process.

Data Gathering

During the Data Gathering, the planning team compiled data through meetings, surveys, interviews, ordinances, plans, city maps, and conducted multiple site visits to organize essential baseline information. Information critical to a successful plan is often dispersed throughout many resources. Committees, stakeholder groups and individuals have bits and pieces of data, but rarely does anyone or any group possess all the data. Data gathering enables the planning team to locate and collect this information and share it with all decision makers. Once organized, this data forms the knowledge base from which the analysis and recommendations were developed.

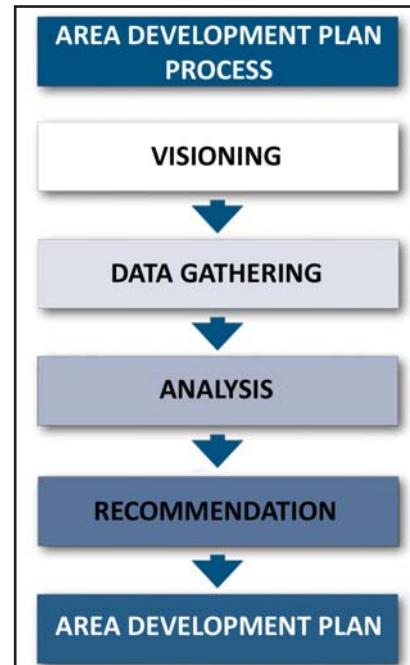
The planning process engaged major stakeholders to build consensus on opportunities and constraints for the ADP. This phase included a stakeholder meeting in which the ADP project and process was introduced to participants. The meeting included mapping exercises to identify key elements and surveys to gain insight on the area's critical issues. In addition, this phase included a student focus group meeting in which students discussed key issues regarding the ADP. Students provided information through surveys and open discussion on topics such as housing, transportation, land use needs and student habits.

Analysis Phase

During the Analysis Phase, the planning team gave thorough consideration to existing conditions and data gathered from the previous phases. Issues were summarized and potential recommendations were explored during design charrettes, conceptual planning and analysis mapping exercises. The team initiated a process of exploration that involved decision makers and staff to form preliminary solutions. The preliminary recommendation were then presented back the City and Texas College administration for review during a Preliminary Findings and Recommendation Meeting. The team received feedback regarding critical ADP issues and further refined the preliminary recommendations based on meeting comments.

Recommendation Phase

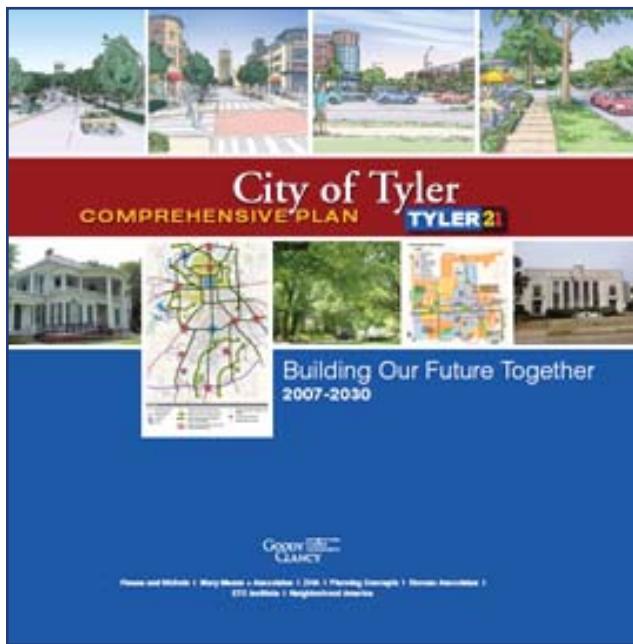
The information developed and refined during the Analysis Phase was then blended into solutions. A preliminary ADP draft of recommendations was presented at a second stakeholder meeting involving the City, College and major stakeholders for review and comment. Upon further collaboration, the team developed an implementation guide that prioritized specific action items. This final Texas College ADP was presented for Tyler City Council adoption on October 27, 2010.



Existing Planning Documents

The following are existing studies and documents that currently address the ADP study area. These additional planning document should be used in coordination with this ADP.

For more information about these plans and documents, please contact the Planning and Zoning Department 903-531-1175 or visit the City website at www.cityoftyler.org.



Source: City of Tyler website

Tyler 21 Comprehensive Plan

Tyler 21 Comprehensive Plan is the City of Tyler's official guide for making decisions about growth and development. The preparation of the plan was in response to Tyler's growth. Tyler 21 was developed by the people of Tyler through the public involvement process, which included public opinion surveys, community visioning retreats, neighborhood open houses, downtown workshops and town hall meetings. The plan was adopted on November 14, 2007 and creates a framework for future actions and a road map for the City's continued growth.

This ADP is a response to implementing several of the Tyler 21 action items. Tyler 21 recommendations, concepts and guidelines that relate directly to this ADP report and were considered during this project include:

Chapter 1: The Tyler 21 Vision Principles

- Connect People to One Another and in Community
- Promote Balanced Growth
 - Promote growth and redevelopment in downtown and all sectors of the City.
 - Revitalize North Tyler.
- Provide Neighborhoods That Are Attractive Centers of Community
 - Provide appealing, safe, affordable and stable places to live for people with a wide range of incomes.
 - Provide a variety of housing types for families, singles, older people and other kinds of households.
 - Enhance and create neighborhoods containing walkable centers with a mix of housing and shopping to serve residents.
- Protect and Enhance Open Space, Parks and Trees in a Connected Network for Recreation and a Healthy Environment
 - Encourage development of new neighborhood parks.
- Provide Transportation Options
 - Provide continuous bicycle and pedestrian routes and trails that connect City destinations.
 - Adopt land use strategies that create higher-density, mixed-use clusters of "transit-ready" development that can support expansion of the public transportation system.
- Preserve, Enhance and Communicate Tyler's Historic Heritage
 - Create heritage trails and historic markers to identify diverse aspects of Tyler's history, such as African-American heritage, the rose industry, the oil and gas industry, and the railroad industry.
- Cultivate an Environment Friendly to Business and Tyler's Medical And Educational Institutions
 - Maintain support for the medical centers, colleges, and the university.
- Maintain And Enhance Our Strong Community And Regional Partnerships
 - Building on a tradition of philanthropy and public-private partnerships, bring together the public, private, and nonprofit sectors to realize the Tyler 21 Next Generation vision.
 - Expand participation throughout the Tyler community.

Chapter 5: North End Revitalization

- Increase the number of homeowners.
- Add 3,000 more households to North Tyler and downtown to create mixed-income neighborhoods.
 - Pursue efforts to make it easier to assemble vacant properties for redevelopment, potentially including tax forgiveness or donating lots for appropriate housing projects.
 - Build more single-family attached buildings instead of single-family attached homes.
 - Locate multifamily housing as part of mixed-use centers, rather than in isolated pods.
- Focus commercial development around targeted mixed-use intersections.
 - Promote mixed-use higher density development at key intersections.
- Create new major open space amenities and upgrade existing parks.
 - Renovate parks associated with school building projects and housing development focus areas and include a neighborhood participation process.
- Maintain and upgrade neighborhood infrastructure.
 - Survey streets, drainage and other infrastructure in the North End for improvements such as paving, sidewalks, street trees and street lights.
 - Create a priority list coordinated with downtown revitalization, housing development activity, parks and other improvements.
- Improve crime prevention and quality of life enforcement.
 - Enhance code and anti-dumping enforcement through intensive outreach and marketing to North End residents, social services agencies, and City departments about City enforcement services and creation of an easy reporting mechanism.
 - Expand a ticketing system for quality of life infractions such as junk cars.
- Recognize historic structures and areas in the North End planning area.
 - Promote Tyler Historic Landmark status and installation of historic markers and plaques at North End locations important to City history, including the history of the African-American community.
- Improve the appearance and function of major roads.
 - Make Gentry Parkway, Glenwood Boulevard and Martin Luther King, Jr. Boulevard into real parkways or boulevards.

- Promote local business development and marketing.

Chapter 6: Historic Preservation

- Maintain the integrity and character of Tyler's historic neighborhoods.
 - Create and pass an ordinance to permit establishment of neighborhood conservation districts to protect neighborhood character in existing historic districts and other older parts of the City.
 - Work to create the first neighborhood conservation district.
 - Develop design guidelines—based on the Secretary of the Interior's Standards—that specifically address property features/qualities that are important to Tyler's history and character.
- Identify additional properties and groups of properties important to Tyler's history for designation and protection.

The following historical buildings have been identified in the Texas College study area:

National Register

- Martin Hall, Texas College (1924)

Tyler Historic Landmarks

- Thomas Jefferson, Sr. and Annie May Givens House (1931) (2209 North Grand Street)
- Texas College, J.C. Martin Hall (Administration Building) (1924)
- Texas College, President's House (1944)
- Texas College, Gus F. Taylor Gymnasium (1940)
- Texas College, D.R. Glass Library (1950)

Chapter 7: Parks, Open Space, Recreation and Lakes

- Preserve open space corridors in Tyler for wildlife habitat, nature-based recreation, an attractive public realm, and a healthy environment.
 - Enhance the “urban forest” by creating green corridors along streets and drainage ways throughout the City.
- Provide a balanced park and open space system that allows for access and enjoyment by all citizens of Tyler.
 - Pursue a long-term goal of a park within walking distance of every Tyler residence.
 - Provide opportunities for both passive and active use of parks and recreation areas.
- Provide recreation programs and opportunities

for children, youth, adults and senior citizens throughout the City.

- Continue to monitor and upgrade recreational elements and facilities at existing parks to ensure compliance with current safety standards and current recreational trends.
- Explore the potential for joint park and recreation development, maintenance and programming with T.I.S.D. and other school districts, as appropriate.
- Continue to monitor use of City facilities by private groups and their contribution to upkeep of these facilities.
- Partner with private interests for the promotion of a new Tyler First Tee program at Woldert Park.
- Be a good steward of parks and public spaces.
 - Landscape small public spaces throughout the City and seek funding support through an “adopt a spot” program.

Chapter 8: Housing, Neighborhoods and Community Identity

- Enhance Tyler’s public realm with trees, attractive streetscapes, and public gathering places.
 - Establish a context-sensitive design standard for streetscapes as part of the area and district plans and, working with TxDOT on improvements for urban arterials that are state roads.
- Promote building, street and residential subdivision design that is focused on people rather than vehicles.
 - Preserve and enhance the walkable character of older neighborhoods.
- Promote creation of new neighborhoods rather than isolated subdivisions and/or apartment complexes.
 - Allow apartment complexes to be connected to surrounding areas.

Chapter 9: Business and Economy

- Establish Tyler’s identity as a regional market leader for retail, medical services and higher education.

Chapter 10: Transportation and Circulation

Short Term Projects (2005-2014):

- Improve travel connectivity in Tyler with new road extensions and new roads, as needed.
 - Ensure coordination with TxDOT and neighboring communities on the Master Street Plan.

- Continue to improve traffic safety.
- Improve the appearance and function of arterial roads throughout Tyler.
 - Explore a long-term Boulevard and Parkway Plan for major and minor arterials.
- Encourage efficient travel, alternatives to transportation by car, and creation of livable streets.
 - Include pedestrian and bicycle modes in planning for all road improvement or construction projects, as appropriate to road classification and surrounding existing and future land uses.

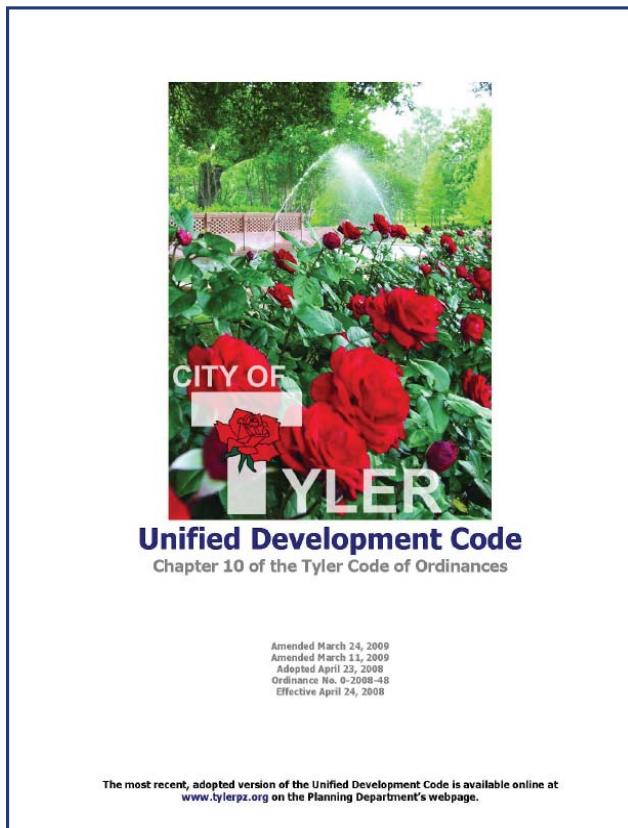
Chapter 12: Future Land Use and Annexation Guide Principles To Guide Future Land Use

- Preserve existing single-family neighborhoods.
- Promote development patterns and connected developments for walkable environments and alternative transportation.
- Promote mixed-use development clusters at important intersections to include residential, commercial, employment, park and civic areas in close proximity.
- Promote high-density, mixed-use centers in key locations and opportunity areas that could serve as future transit hubs.
- Promote infill development on vacant lots, especially in the North End and West Tyler, in order to take advantage of existing infrastructure and services and attract new commercial investment to serve a larger population.
- Promote diverse housing types in new development.
- Encourage the location of single-family and duplex uses on local and collector streets and multi-family uses on collector and arterial streets with connections to local streets.

Chapter 13: Implementation Plan

Urban Design

- Focus on creating human-scaled environments.
- Focus on streets as three-dimensional, shared spaces.
- Create walkable environments.

Unified Development Code

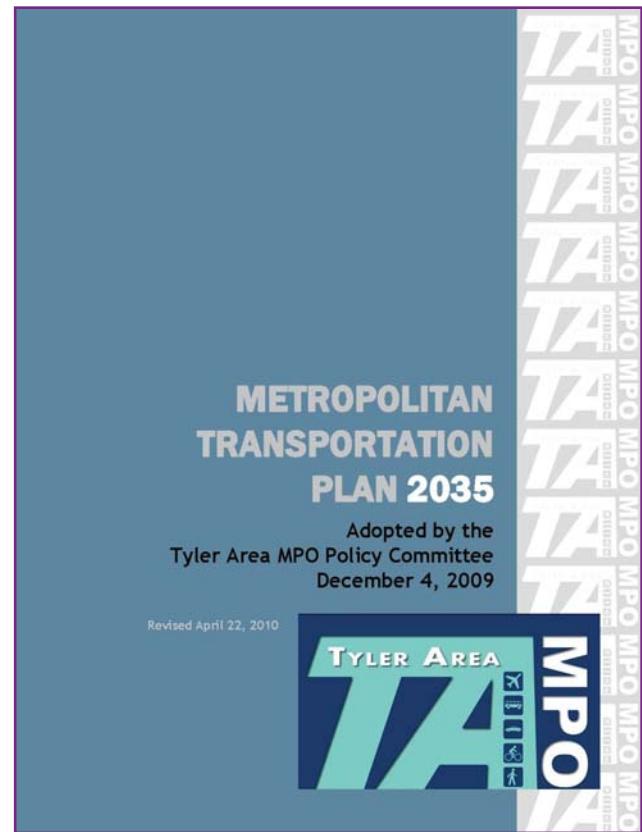
Source: City of Tyler website

This UDC one of the first major outcomes of the Tyler 21 plan. It captures many ideas and community feedback of the Tyler 21 plan recommendations. The FNI planning team researched, assessed and complied with the standards set forth in the UDC. Future action plans recommended in this ADP document should consult and adhere to the UDC standards. The UDC outlines specifics for:

- Zoning Districts
- Use Regulations
- Subdivision Design and Improvements
- Streets and Thoroughfares
- Development Standards
- Environmental Regulations
- Development Approval Procedures
- Permits
- Administration and Enforcement
- Historical Preservation

Texas College Master Plan

Texas College completed a campus master plan in 2010. Future planning efforts and implementation should consider any future Texas College expansion or campus plans.

Metropolitan Transportation Plan 2035

Source: City of Tyler website

The Tyler Area Metropolitan Planning Organization is responsible for transportation planning within the Tyler metropolitan area. The Metropolitan Transportation Plan 2035 provides guidelines for transportation needs of the community for a 25-year period. The plan looks holistically at vehicular improvement projects, bike routes, pedestrian circulation, trails and bus routes. The plan prioritizes roadway improvement projects by types and an implementation timeline. Specific for this ADP project, the plan provides a comprehensive system of trail corridors for Tyler and Smith Counties. The MPO intended for the trail plan to be a partnership with private land owners to facilitate the connectivity, funding, design and construction of the trail network. The plan identifies the general locations, ideal cross sections for the proposed trail and key trail head facilities. The Regional Trail Plan has identified several elements associated within the limits of this ADP.

public/ stakeholder involvement



Introduction

Public and stakeholder involvement are critical components in completing an ADP. It is crucial to gather an understanding of local citizens, students, Texas College staff, businesses and community organizations. During the planning process, the planning team led meetings with a range of participants from City staff and college officials, to neighborhood citizens and students to ensure a diverse view on topics for the study area. The public's and stakeholder's input in the Texas College ADP was an integral part in the planning process and helped to build consensus among stakeholders and form a basis for planning recommendations.

Meetings

The public and stakeholder process included a variety of meetings with a broad spectrum of discussion items including land uses, zoning, neighborhood characteristics, transportation, pedestrian circulation, environmental issues and aesthetics. The minutes from each meeting can be found in the appendix section of this report. The following summarizes each meeting:

Kickoff Meeting

Date: October 30, 2009

Time: 2:00-3:30 pm

Location: Texas College, Martin Hall

Attendance: 21



Kickoff meeting participants

During this kickoff meeting, appointed City of Tyler leaders, City of Tyler staff, Texas College administrators and the planning team met to discuss critical ADP items. The planning team outlined the purpose of the project, project scope, established expectations and setup the project communication structure. In addition, the planning team presented their "Town and Gown" presentation, which illustrated some of the major issues facing the relationships of colleges within their surrounding community.

Key leaders from Texas College discussed critical issues surrounding the campus, campus culture, its students, described relationships with surrounding land uses, potential plans for Texas College and provided their vision for the ADP. City of Tyler staff members outlined current and planned projects, City services and other area opportunities.

Stakeholder Meeting

Date: December 14, 2009

Time: 10:30 am-12:00 pm

Location: Texas Department of Transportation (TxDOT), Tyler Office

Attendance: 10



Source: Texas Department of Transportation

During this stakeholder meeting, appointed City of Tyler leaders, City of Tyler staff, TxDOT engineers and the planning team met to discuss critical ADP items in regards to transportation. The planning team presented the study boundary and provided an outline of the projects purpose and scope. Lines of communication were established between the project team and TxDOT. Key items discussed at this meeting included TxDOT's plans for roadway expansions, safety, funding and pedestrian crossings. In addition, TxDOT explained signage options and right-of-way use possibilities.

Stakeholder Meeting

Date: February 18, 2010

Time: 6:00-8:00 pm

Location: Boys and Girls Club of East Texas

Attendance: 14



Stakeholder meeting participants

During this stakeholder meeting, appointed City of Tyler leaders, City of Tyler staff, the planning team and major stakeholders met to discuss critical visioning elements. The purpose of the meeting was to introduce the project's purpose and scope to the stakeholders. In addition, this meeting included a break-out session in order to receive feedback on opportunities and constraints associated with land uses, transportation, pedestrian circulation, aesthetic enhancements and neighborhoods. The stakeholders were divided into groups of four to eight people. Each group completed surveys and identified areas for improvements on study area maps. At the end of the breakout session, individual groups presented their findings back to all meeting participants. Results of the survey and the breakout session findings can be found in the appendix section.

Student Focus Group Meeting

Date: April 13, 2010

Time: 10:00-11:00 am

Location: Texas College, Martin Hall

Attendance: 10



Student focus group

The student focus group meeting was held to gain insight on student perspective, needs and vision for the study area. This meeting included a representative of the City of Tyler, a member of the planning team and eight students representing the Texas College student body. The students were presented an overview of the study area and the purpose of the ADP study. In addition, the students were shown examples of land use, transportation and aesthetic issues as they may pertain to the area. Afterwards, the focus group participated in a 16-question survey. Finally, the group participated in an open discussion on such topics as student needs, issue identification, desirable land uses, transportation options, community aesthetics and creation of a district. Student survey results and planning team observations of the focus group's open discussion may be found in the appendix section.

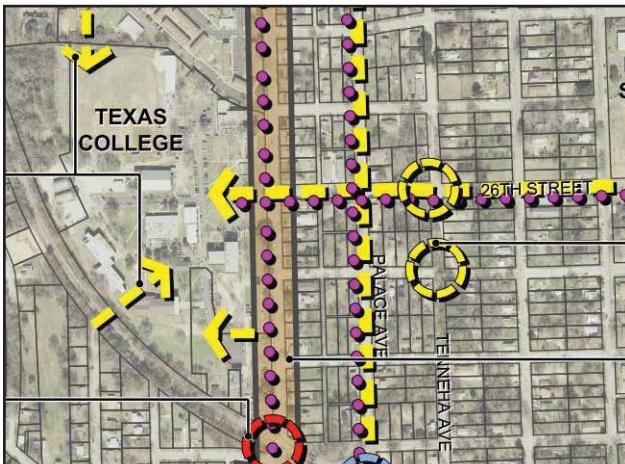
Preliminary Findings and Recommendations Meeting

Date: May 19, 2010

Time: 5:00-7:00 pm

Location: Texas College, Martin Hall

Attendance: 13

*Example of preliminary analysis*

The preliminary findings and recommendations meeting was held to provide an opportunities for the consultant to present their initial findings and recommendations for the Texas College ADP. The meeting included the planning team, Texas College administration and representatives from the City of Tyler. The planning team presented three planning categories of the project's progress. The first was *"What We Heard,"* which included a summary of key topics and issues expressed during the previous kick-off meeting, stakeholder meetings, student meeting and interviews. Second was *"What We Observed,"* which included the planning team's own observations and analysis in regard to the College, land uses, transportation, aesthetics and neighborhoods. Finally, the planning team presented *"What We Recommend,"* which included a preliminary master plan, district elements, district boundary, land use and transportation recommendations. To conclude the meeting, participants discussed the recommendations, and the planning team made appropriate revisions to begin final recommendations.

Findings and Recommendations Meeting

Date: August 26, 2010

Time: 10:30 am-12:00 pm

Location: Texas College, Martin Hall

Attendance: 50

*Texas College Recommendation meeting with faculty*

Prior to the public recommendation and findings meeting, the planning team presented the project's scope and recommendations to the Texas College administration, faculty and City representatives. The meeting was kicked-off with open comments from Councilmember Ralph Caraway. Next, the planning team discussed the project's scope and review of previous area development plan meeting. Following, existing conditions and analysis were presented. The area development plan recommendation were then shown which included a master plan and Texas College District images and graphics. Following the presentation, the planning team, along with City Manager Mark McDaniel, fielded questions and comments from the Texas College faculty. To conclude the meeting, Texas College President Dr. Dwight J. Fennell provided closing comments expressed the excitement around this project.

Findings and Recommendations Meeting

Date: August 26, 2010

Time: 6:00-7:30 pm

Location: Austin Elementary School

Attendance: 70



Meeting participants discuss recommendations

The findings and recommendations meeting was held to provide an opportunities for the planning team to present their findings and recommendations for the Texas College ADP. The meeting included the planning team, Texas College administration, representatives from the City of Tyler, local stakeholders and citizens.

The meeting was kicked-off by Councilmember Ralph Caraway. The planning team then presented the project scope and background. Following, three categories of the project's progress were explained. The first was "*What We Heard*," which included a summary of key topics and issues expressed during the previous kick-off meeting, stakeholder meetings, student meeting and interviews. Second was "*What We Observed*," which included the planning team's own observations and analysis in regard to the College, land uses, transportation, aesthetics and neighborhoods. Finally, the planning team presented "*What We Recommend*," which included the ADP master plan, district elements, district boundary, land use and transportation recommendations. To conclude the meeting, participants asked questions and provided comments to the planning team and city representatives.

Planning and Zoning Commission

Date: October 5, 2010

The Area Development Plan was presented to Tyler's Planning and Zoning Commission for approval and recommendation to City Council. The plan received unanimous approval.

City Council Meeting

Date: October 27, 2010

The Area Development Plan was presented to Tyler's City Council for adoption. The plan received unanimous approval and was adopted by the City of Tyler.

Stakeholder Issue Identification

At the conclusion of the public and stakeholder involvement process, numerous opportunities and constraints had presented themselves. The planning team utilized these items along with their own findings and analyses to form recommendations and implementation strategies. The following is an outline describing major themes and issues identified by the ADP stakeholders:

Land Use/ Zoning

- The Tyler 21 Plan and the UDC established opportunity for two mixed-use zoning districts.
- Area could benefit from better code enforcement in surrounding neighborhoods.
- More retail options are desired.
- More restaurant options are desired.
- More entertainment options are desired.
- Opportunities exist for expansion and new development with vacant lots.
- Desire for student service retail and shops in the area.
- Potential exists for reuse or redevelopment with old Griffin Elementary school.
- Opportunity exists for amenity expansion and partnership with Woldert Park and Texas College.
- Desire for local Tyler businesses around Texas College.
- Area residents are having to travel to south Tyler for many uses.
- Limited student housing options exist in the area.

Community

- Desire for better community environment around campus.
- Desire for community-outreach facility in area.
- Desire for joint library use between Texas College and community.

Neighborhoods

- Texas College is concerned about image of apartments directly north of campus.
- Need for more student housing and affordable housing near campus.
- Tyler 21 and the UDC established opportunity for Neighborhood Conservation Districts.
- Code compliance issues exist in the study area.
- Abandoned/vacant homes issues exist in the study area.

Campus Identity

- Texas College has no front door image.
- Texas College lacks an arrival point.
- Texas College does not have monument signage along MLK Boulevard.
- Texas College does not have monument signage at Interstate 20 and along Gentry corridor.
- Texas College would like to promote themselves as an educational facility not only as sports and band.
- Texas College wants to bring awareness of its presence in the community.
- Opportunity and desire exist to expand the Texas College image to edges of the study boundary.

Safety

- Safety is seen as a major issue by Texas College administration.
- Only one entrance in and out of Texas College campus creates potential for conflicts with future needs of police, emergency services or fire access.
- Texas College would like blue light safety call boxes. This will provide both safety image and potential for use if needed.
- Administration has major concern about utility poles and overhead powerlines on Texas College campus.
- Most crimes at student housing are caused by visitors, not actual students.
- Texas College would like better lighting around campus.

Future Development

- Potential exists for partnership at Woldert Park. Could involve expansion or moving of Texas College athletic facilities to Woldert Park.
- City is looking to promote urban infill.
- There is a desire for more activities within walking distance of Texas College campus and could include entertainment, food, shopping and services.

Aesthetics

- Image of surrounding neighborhoods and campus edge is a Texas College concern.
- Texas College would like better maintenance of railroad tracks.
- Code compliance issues exist within area.
- Several abandoned homes are located in the study area.
- The area has limited lighting or signage.
- Desire exists to create district with signage and landscape.
- Desire exists to use Texas College image and logo as district theme.

Campus Expansion

- Potential to transform existing Texas College soccer field into student housing.
- Potential to remove baseball fields for student housing.
- If Texas College expands student housing, then old dorms may become administrative uses.
- Campus could expand to the east.
- The College has mentioned the desire to partner with the community in shared facilities such as library, lecture halls, recreational facilities and outreach centers.

Transportation and Pedestrian Circulation

- Texas College desires to be a more pedestrian friendly campus with better circulation and fewer parking lots.
- An urban trail connection between Woldert Park and Texas College campus is desired.
- MLK Jr. Boulevard has no sidewalks, no bike lanes and limited clearly marked crosswalks.
- Some east-west streets do not bridge or cross drainage channels.
- More crosswalks are desired in the area.
- More sidewalks are desired in the area.
- More bike lanes are desired in the area.
- Area is not pedestrian oriented.

existing conditions



Introduction

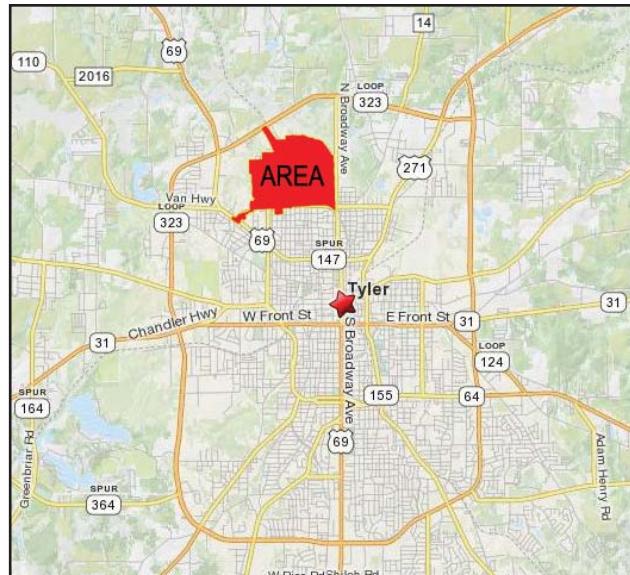
Many critical issues and needs were discovered through a thorough study of the area's existing conditions. The planning team noted many recurring themes, issues and statements. This section captures the existing conditions of the study area including the study boundary, Texas College, future land use, zoning, demographics and growth, neighborhood descriptions, transportation and pedestrian connections and environmental and aesthetic enhancements.

Information contained within this section was gathered from site visits, interviews, public meetings, GIS data, aerial photos, 2005 Tyler Master Street Plan, 2009 Regional Trail Plan, City of Tyler's website, Texas College's website, Tyler 21 Comprehensive Plan and other general research.

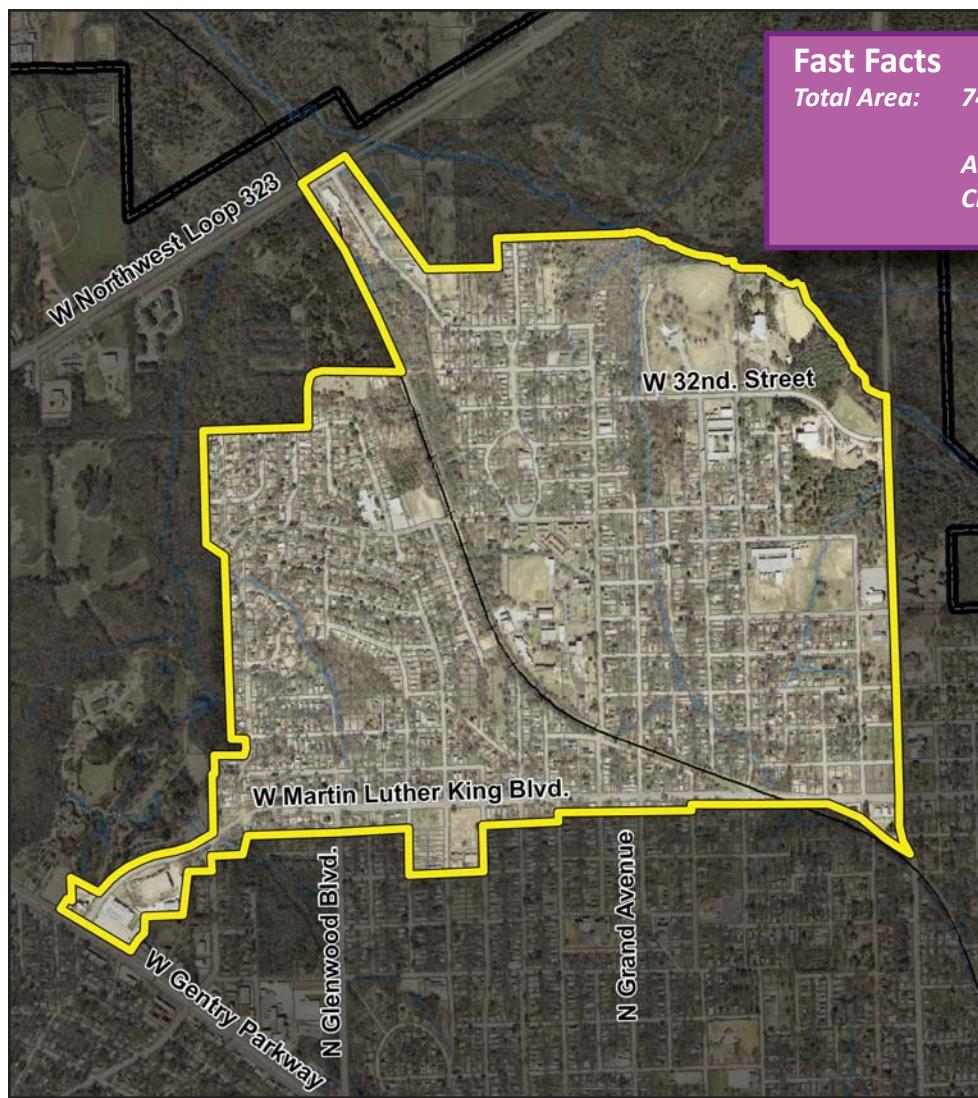
Study Area

The Texas College ADP is located in northwest Tyler about one and a quarter mile from downtown. The study area is approximately 741 acres, all located within the Tyler City limits. The site is bisected by the Union Pacific Railroad tracks. Located in the center of the area is the 34 acre Texas College campus with approximately 1,000 students, 200 of whom live on campus. The study area is located in City Council District 3.

The study area is bounded by W. Gentry Parkway to the southwest, Caldwell Zoo and parcels to the west, Loop 323 and parcels to the north, North Broadway Avenue to the east and Martin Luther King (MLK) Jr. Boulevard and parcels to the south.



Source: Mapquest



Fast Facts

Total Area: 741 acres (1.2 square miles)

All acres within city limits
City Council District 3

Texas College

Texas College was founded in 1894 by a group of ministers of the Christian Episcopal Church. Today, the 34-acre campus has an enrollment of nearly 1,000 students with a 1:8 faculty-to-student ratio. Approximately 200 students live on campus. Texas College is a private school with 16 baccalaureate degree programs and two associate of arts degrees. The school's athletic department participates in men's and women's basketball, volleyball, baseball, softball, soccer, track and football. In addition to academics and athletics, the school has a popular marching band.

The Texas College campus is essentially land locked by development. It is bound by the Union Pacific Railroad tracks to the south and west, homes and apartments to the north, and Grand Avenue to the east. Texas College does own five single family lots along Grand Avenue. One of these lots includes the Tyler Historic Landmark Thomas Jefferson, Sr. and Annie May Givens House at 2209 North Grand Street. In addition, the school has a sports field located along MLK Jr. Boulevard.

Texas College Expansion

According to information obtained during kick-off meetings, Texas College has plans to increase enrollment to nearly 1,500 students. In addition, the College would like to house up to 600 students on campus year round. In the past, Texas College has discussed about acquiring the Grand Manor Apartment at the corner of Grand Avenue and W. 29th Street, however no actions were taken.



Texas College entrance



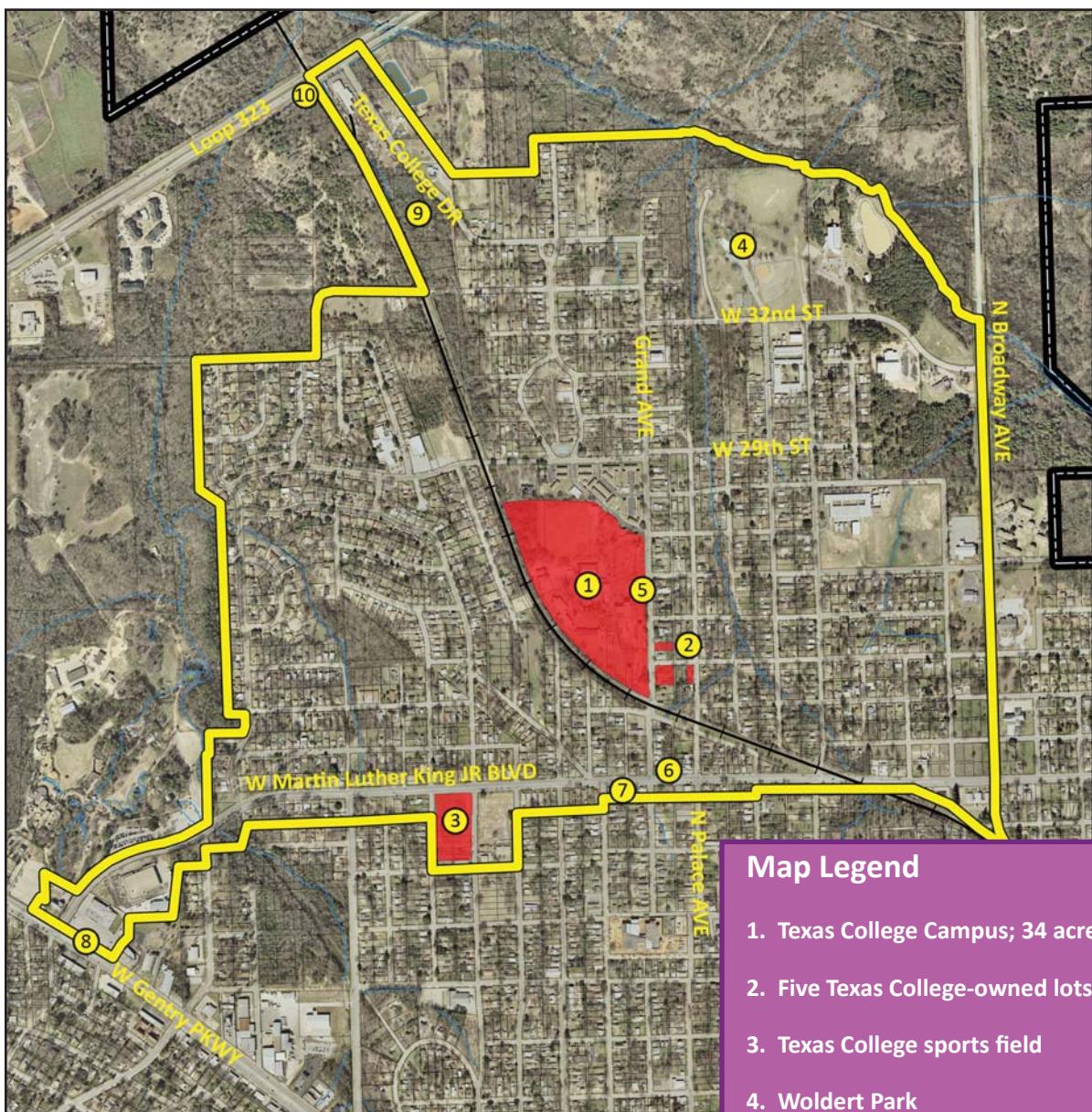
Source: Texas College website



Texas College historic gym

Texas College

Texas College Area Map



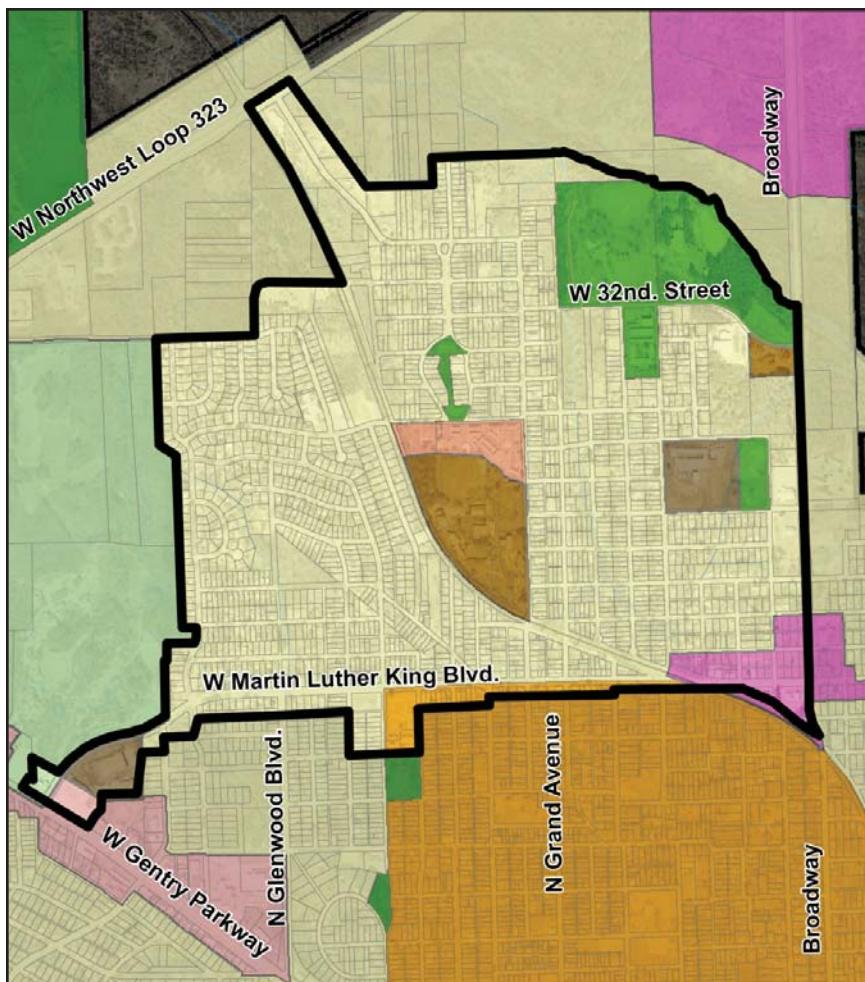
Map Legend

1. Texas College Campus; 34 acres
2. Five Texas College-owned lots
3. Texas College sports field
4. Woldert Park
5. Texas College's only vehicular entrance and exit
6. Existing Texas College road sign
7. Existing Texas College road sign
8. Existing Texas College road sign
9. Texas College Drive
10. Existing Texas College road sign



Example of Texas College road sign

Future Land Use



Texas College Future Land Uses	Acres	Percent
Institutional	34.0 ac.	4.6%
Mixed-Use Center	17.5 ac.	2.4%
Multifamily	11.6 ac.	1.6%
Neighborhood Commercial	3.4 ac.	0.5%
Private Recreation and Open Space	3.5 ac.	0.5%
Public Open Space and Recreation	71.0 ac.	9.6%
School-Public	20.0 ac.	2.7%
Single-Family Medium/Low Density	565.2 ac.	76.3%
Single-Family and Single-Family Attached	14.9 ac.	2.0%
Land Use Total	741.2 ac.	100.0%

Study Area Demographics and Growth

City of Tyler Population Projections

Information for the City of Tyler Population Projections is found in Chapter 3 of the Tyler 21 Comprehensive Plan. Tyler had seen rapid growth between 2000-2005, fueled by an immigration flow from Mexico. However, new population projections estimate a return to average growth rates of 1.1% per year through 2015. Tyler should reach an estimated city population of 112,722 by 2015. It is estimated that the growth rate will increase to 1.5% between 2015-2025.

These growth rates will result in an additional 1,424 persons per year. With these new persons, it is estimated that Tyler will increase by 462 new households per year, with 138 of those being single-person households.

Study Area Growth

While the Tyler 21 Comprehensive Plan has projected the City of Tyler to experience population and household

growth, interviews and planning team observations tell a different story for the Texas College ADP. Tyler's North End has seen slow growth over the past decades. Few to no new homes were observed in the study area. In addition, no new multi family housing projects were seen or in construction phases. No new retail or commercial construction appears to be starting. Overall, the study area has seen limited new homes or businesses mainly associate with infill project, thus no to little population growth is assumed.

However, the City of Tyler has invested nearly \$15 million in infrastructure improvements in Tyler's North End through projects such as the 2009 Utility Improvement Project and the expansion and improvements along W. Gentry Parkway. These projects support balanced growth for Tyler and help meet the Tyler 21 Chapter Five goals for the North End Revitalization. The City has seen an increase in building permits issued in the North End of Tyler, breaking the trend seen for the last decade and beyond.



North Tyler water and sewer improvements



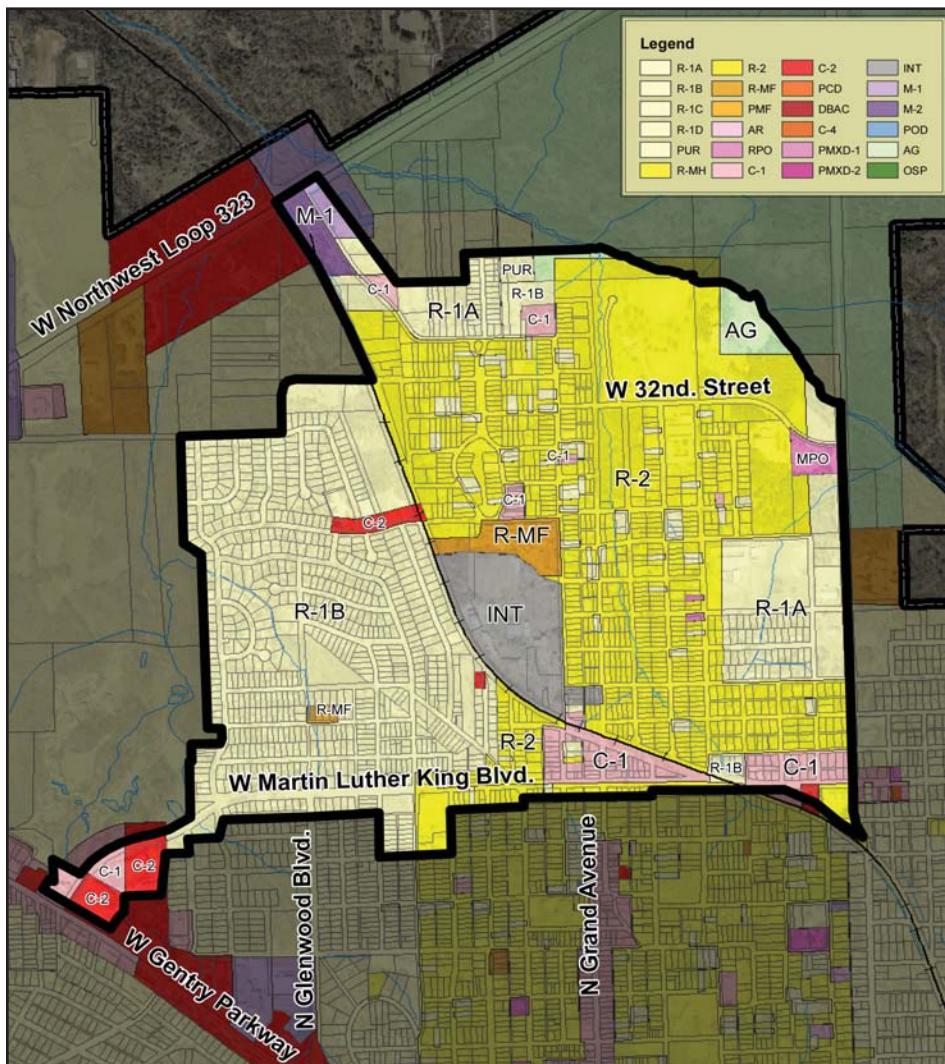
Typical vacant buildings within the study area

CITY OF TYLER POPULATION AND HOUSEHOLD PROJECTIONS, 2005-2025			
	2005	2015	2025
TOTAL CITY POPULATION*	101,160	122,722	129,630
Annual population growth rate	—	1.2%	1.5%
Total city households	40,464	45,089	51,852
Average household size**	2.5	2.5	2.5
New single-person households	—	1,388	2,029
Total single-person households**	12,139	13,527	15,556
New other households	—	3,237	4,734
Total other households	28,325	31,562	36,296
New total households	—	4,625	6,763

* 2005 and 2015 population estimate provided by PASA Demographics.
** Percentage of household types and average persons per household based on 2000 Census. Assumptions include: 1) 2.5 persons per household and 2) 30% of households are single-person households.

Source: Tyler 21 Comprehensive Plan

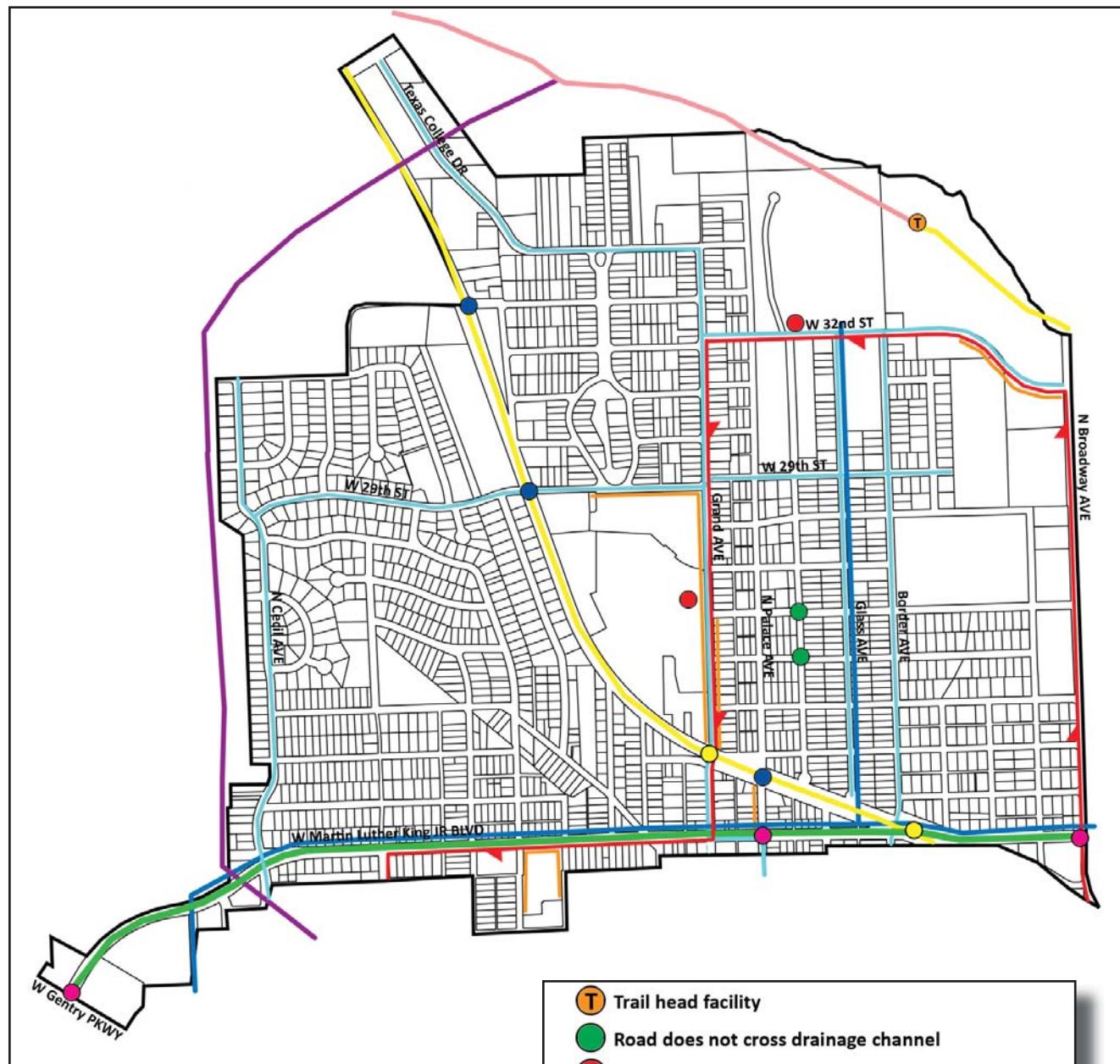
Existing Zoning



Texas College Zoning	Acres	Percent
Agricultural	10.1 ac.	1.4%
Light Commercial	32.5 ac.	4.4%
General Commercial	13.7 ac.	1.8%
Institutional	31.6 ac.	4.3%
Light Industrial	3.4 ac.	0.5%
General Industrial	6.1 ac.	0.8%
Planned Unit Residential	2.2 ac.	0.3%
R-1A Single Family Residential	101.2 ac.	13.7%
R-1B Single Family Residential	219.2 ac.	29.6%
R-1D Single Family-Detached and Attached	0.2 ac.	0.0%
R-2 Two-Family (Duplex)	306.2 ac.	41.3%
R-MF Multi-Family Residential	10.5 ac.	1.4%
Restricted Professional Office	4.4 ac.	0.6%
Zoning Total	741.2 ac.	100.0%

Transportation/ Pedestrian Connections

Texas College Existing Transportation Map



- Trail head facility
- Road does not cross drainage channel
- Existing bus shelter
- Existing railroad crossing- no gate
- Existing railroad crossing- with gate
- Existing intersection with traffic light signal
- Existing sidewalks
- City bus route
- Existing 60' collector with bike lane
- Proposed 115' minor divided arterial with bike lanes
- Proposed Tyler 21 secondary trail route
- Proposed Tyler 21 primary trail route
- Proposed MTP hike and bike trail route
- Black Fork Creek Trail

Note: Existing collector and minor divided arterial roadways descriptions per 2005 Tyler Master Street Plan; sidewalks, intersections and railroad descriptions per aerial interpretations; bus route per Tyler 21 Comprehensive Plan; and trails per 2009 Regional Trail Plan.

Transportation/ Pedestrian Connections

The College is located in the northwestern quadrant of Tyler, approximately one mile inside of Loop 323, and is surrounded by residential development. Access to the College is less than direct by automobile. Local transit service is provided at the end of a one-way loop. Sidewalks are provided along the frontage of the College but not beyond. The College lies along a designated bicycle route.

Auto

Motorized access to the College from Loop 323 is provided indirectly via Texas College Drive, through an industrial development and through a residential development, and via N. Broadway Boulevard one-half mile to the east. East-west access is provided along MLK Jr. Boulevard. An active freight railroad line abuts the southwestern boundary of the College, separating it from the residential subdivisions to the west and south, with crossings at W. 29th Street, Grand Avenue and N. Palace Avenue.

Transit

Tyler Transit provides service to the Texas College campus. The Red Route runs north along Broadway, west on 32nd Street, south on Grand Avenue with a stop in front of the campus entrance, and then west along MLK Jr. Boulevard before heading back south in towards the center city. Service on the route runs every 30 to 40 minutes from 6:00 a.m. to 8:15 p.m. Monday through Friday and every 60 to 80 minutes on Saturday from 9:00 a.m. to 6:00 p.m.

Bicycle and Pedestrian

An extensive sidewalk network exists on campus and along the north and east perimeter of the campus. However, there are no sidewalks connecting the campus to the surrounding residential and commercial development. The Bicycle and Pedestrian element of Tyler 21 proposes a hike and bike trail along MLK Jr. Boulevard, a trail along Glass Avenue north of MLK Jr. Boulevard to 32nd Street, and a trail paralleling the railroad that runs along the western edge of the campus.



Disconnected 26th Street



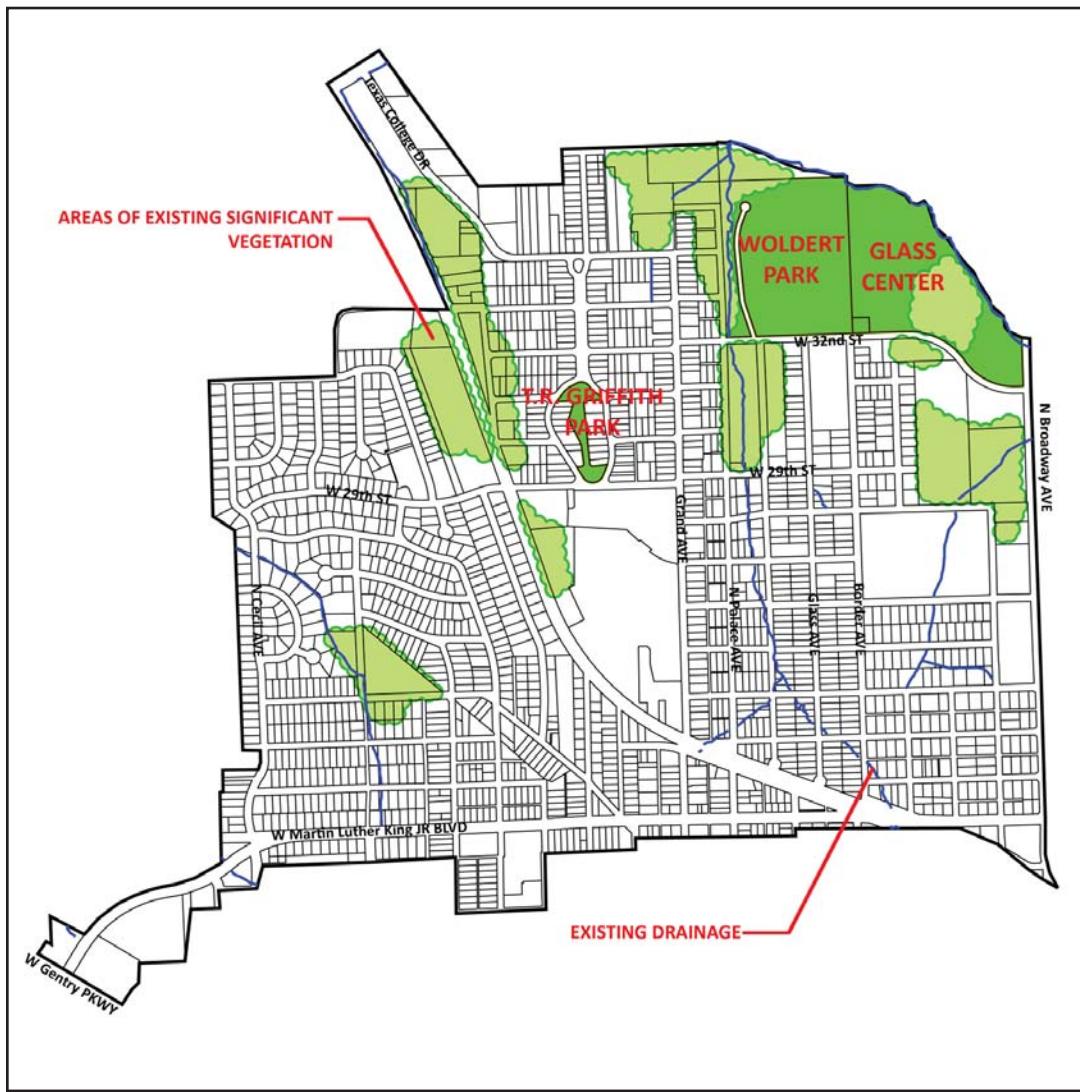
Existing bus shelters outside Texas College's main entrance



Example of designated bike routes

Environmental/Aesthetic Enhancements

Texas College Existing Park, Vegetation and Drainage Map



T.R. Griffith Park

T.R. Griffith Park is located at the intersection of Carter Boulevard and 29th Street. This neighborhood park contains picnic areas, a pavilion, a basketball court, playground equipment and trails.

Woldert Park

This park is located along 32nd Street on the northern portions of the planning area. The large park contains picnic areas, a pavilion, tennis courts, basketball courts, a baseball/softball field, playground equipment and trails.

Glass Recreation Center

The Glass Recreation Center is located adjacent to Woldert Park. It opened in 2001 and, according to the

City's website, it is the City's most popular recreation facility. It contains a weight room, locker rooms, art rooms, a kitchen, basketball/volleyball courts, a track, a computer lab and offices. Use of the center requires an annual membership.

Existing Vegetation

The study area contains undeveloped areas with dense tree vegetation. Approximately 90 acres of the 741 acres or 12.1 percent of the total study area contains this dense vegetation.

Drainage

The study area contains several major drainage ways. These drainage ways are both natural areas and open concrete channelized systems.

Key Streetscapes

Martin Luther King Jr. Boulevard is a five-lane undivided roadway with limited sidewalks, no bike lanes, no landscaping and no architectural lighting or signage.

Texas College Road is a two-lane road that cuts through an industrial district and residential uses. The road section does not contain sidewalk, landscaping or architectural features.

Grand Avenue is a two-lane collector road with limited sidewalks and no landscaping, bike lanes, lighting or architectural features.

Palace Avenue north of Martin Luther King Jr. Boulevard is a two-lane residential road with no sidewalks, bike lanes, lighting or architectural features.

W. 26th Street is a two-lane residential road with limited sidewalks, no landscaping, limited lighting and no architectural features.

Residential roadways are typical for subdivisions. Most in the area do not contain sidewalks or landscaping.

Texas College

The Texas College campus contains many historic buildings with continuity in building forms and materials. The campus has limited landscaping mainly concentrated at the main entrance and building entrances. The campus contains sidewalks, unique fences, benches and tree coverage. However, the campus has limited architectural lighting and directional signage. The campus has numerous utility poles and overhead powerlines.

Landscaping

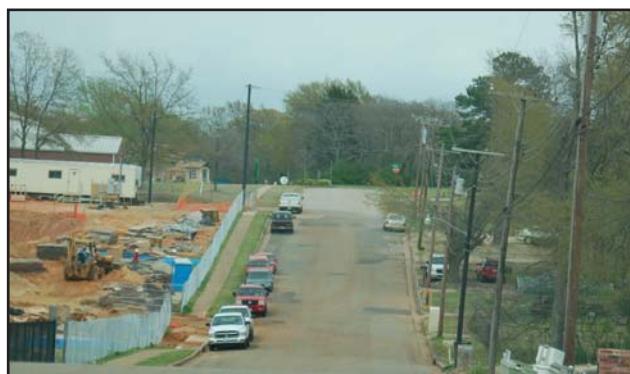
As a whole the area does not contain landscape standards. However, the study boundary has several areas once dedicated for beautification but that have not been maintained. Single-family homes contain typical residential landscaping.

Architecture

The ADP study area does not contain a single style of architecture or continuity between sites. Texas College's buildings have an identifiable architectural style. The area's commercial centers are typical strip center buildings, generally a single story with storefront facades. The area does not contain an architectural design guideline. The study area does not use any district signage or area themes. Subdivisions do not contain signage, benches, sidewalks, lighting or street trees.



Grand Avenue adjacent to Texas College



View towards the east along 26th Street



Existing unmaintained landscape areas



Typical MLK Jr. Boulevard streetscape

Existing Neighborhoods

Subdivisions

The Texas College ADP consist of approximately 16 subdivisions that make up a majority of the study area. Houses have a wide variety of construction dates ranging from the 1920s to the 1990s. The area does have some more recent development consistent with infill projects. The subdivisions consist primarily of single-family homes with some duplex products. Several homes in the area were observed to have recent remodeling construction efforts. Lot sizes are typical for Tyler's older subdivision and contain limited large, single-family lots.

The opinion of the planning team, based on initial site inventory and observations, is that numerous homes are in a dilapidated state and an even larger number of homes appeared to have below-average exterior conditions. The subdivisions also contained a large number of vacant lots. It should be noted that the area does contain historical housing registered in Tyler. No ADP subdivisions had entry monumentation. However, limited continuity in architectural features and design does exist.

Subdivisions that meet conservation district requirements:

- McCullar Gardens
- Lincoln Gardens
- Texas College Heights
- R. Berry
- College Station
- Oak Grove
- Rowlands
- Melody
- Woldert Heights
- Valley View
- College Park
- Texas College Addition

Subdivisions that do not meet conservation district requirements:

- College Lane
- Northridge
- Smuts Heights
- Woodhaven

Note: Subdivision descriptions and boundaries are approximate and were derived from the Smith County Appraisal District's website.

Apartments

The Texas College ADP study area includes just one apartment complex located just north of Texas College. The Grand Manor Apartments contains 120 units. Based on the U.S. Census Bureau 2006-2008 American Community Surveys, the average Tyler household is 2.67 persons. With this, we can assume the apartment complex serves about 320 people.



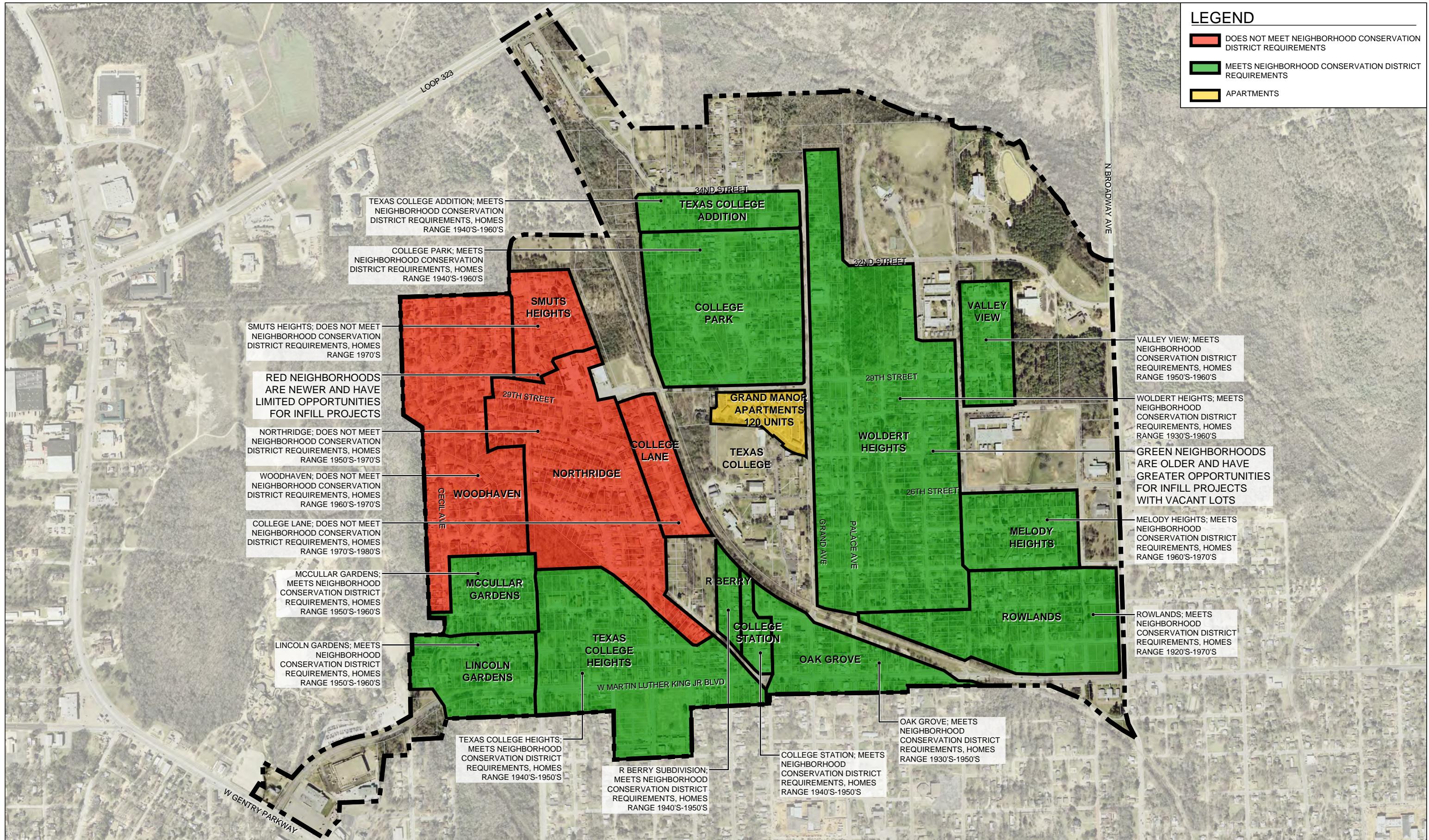
ADP's only apartment complex located north of the campus



Historic home site



Typical single family neighborhood



J. D. Edwards & Sons
FREESE AND NICHOLS

A circular icon with a black triangle pointing upwards, containing the word "NORTH" in capital letters.

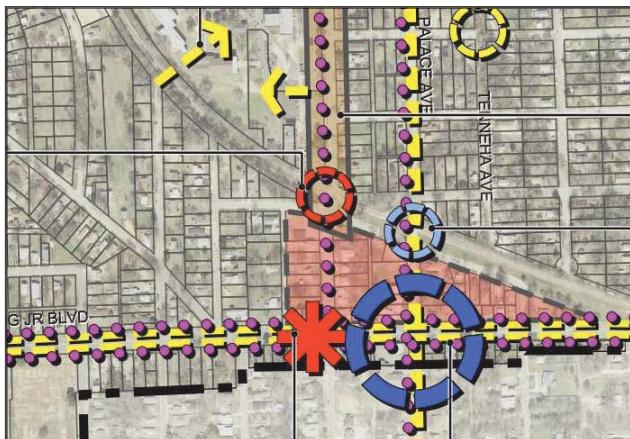
SCALE: 1"=800'

0 400' 800' 1600'

EXISTING NEIGHBORHOODS

TEXAS COLLEGE AREA DEVELOPMENT PLAN





Introduction

During the Analysis Phase, the planning team made general observations and analyses resulting in several recommendations for the Texas College ADP. The following observations, analyses and associated maps helped the planning team gain an accurate understanding of the study area's critical issues.

The Texas College area lacks retail, restaurant and entertainment options that would serve the College's population as well as area residents. The area has seen little growth in recent decades and now holds potential for redevelopment projects. Texas College is growing. It has identified increases in enrollment as well as new building space. As Texas College grows, so will its opportunity to expand beyond its current boundary. So, identifying appropriate institutional lands to house Texas College's expansion is important.

As the campus size and enrollment increase, so should the area's developments. The area has available lots to support quality infill projects. The study area has one multi family site, and student housing options should be increased in the area. Redevelopment efforts should be targeted at creating a mixed-use center that would provide student housing, retail and restaurants as a walkable community. Texas College and the surrounding community should work together to create new outreach programs.

The Texas College study area needs new opportunities to reach its full potential, but should build upon current resources such as the College, the community, parks and history. Pedestrian and vehicular circulation would benefit from updates to roadways, traffic routes and by providing additional pedestrian options. District elements should be incorporated in order to recognize the area's assets and to unify the community, the College and future developments.

Land Use

The City of Tyler Future Land Use Plan and categories are intended to guide decision makers and developers with an understanding of preferred locations for types of development. Land use locations should coincide with population trends, economic growth, infrastructure plans, transportation plans and environmental features. The land use categories' logical placements, arrangements and proximity to one another should help to promote the Tyler 21 land use principles. These principles include: *Preserve, Promote and Locate*, as found on page 400 of the Tyler 21 documents.

General Observations

- Limited-to-no commercial uses are located within a 1/4 mile radius of the Texas College campus.
- No new construction projects were observed in the planning area besides the new Griffin Elementary School.
- A large, undeveloped tract is located along Tenneha Avenue just north of 29th Street.
- A large, undeveloped tract is located just south



Old Griffin Elementary site

of the Boys and Girls Club of East Texas and west of Broadway Boulevard. The area should be considered for professional office uses due to its adjacent land uses.

- A large, undeveloped tract is located just north of 24th Street, west of N. Gaston Avenue.
- All of MLK Jr. Boulevard has existing developments, except near the intersection of Broadway Avenue and a small tract just east of Parkdale Drive.

General Analysis

- The existing Texas College sports fields along MLK Jr. Boulevard and the vacant lots to the east hold

potential for redevelopment.

- The old Griffin Elementary site holds potential for redevelopment or as a partnership with Texas College and the community.
- The area at the corner of Broadway Avenue and MLK Jr. Boulevard is appropriate for redevelopment. An area of mixed use and or commercial uses could be considered at the intersection and continue north along the western side of Broadway Avenue.



Undeveloped tracts

- A large, undeveloped tract at Tenneha Avenue just north of 29th Street holds potential for residential development.
- The area would benefit from a catalyst project.

Institutional Observations

- The study boundary has two areas designated as Institutional on the Future Land Use Plan, the Texas College campus and the Trinity Mother Frances Clinic at W. 32nd Street and Broadway Avenue.
- Texas College's sport fields along MLK Jr. Boulevard are designated as Single-Family Medium/Low Density on the Future Land Use Plan.

Institutional Analysis

- The Future Land Use Plan could consider Texas College future expansions and provide better opportunities for campus expansion. Areas to consider for additional institutional uses are to the north and the east of the current campus location due to the railroad tracks along the western portions of the College.

Residential Uses Observations

- Single-Family Medium and Low Density land uses make up a majority of the study area.
- Student populations are beginning to encroach on

single-family neighborhoods.

- Single-Family and Single-Family Attached land uses are designated on the Future Land Use Plan along the southern side of MLK Jr. Boulevard within the study area. These areas are established neighborhoods.
- Multi-family housing makes up less than two percent of the study area on the Future Land Use Plan. Multi-family is found as a single, designated area just north of Texas College on the Future Land Use Plan.
- Single-family homes that front MLK Jr. Boulevard must back out of driveways onto the major roadway.
- The study area contains numerous existing churches within the existing single-family areas.



The area has limited multi-family housing for students

Residential Uses Analysis

- Consideration should be given to preserve Single-Family Medium and Low Density neighborhoods, however, several of these contain abandoned homes or undeveloped lots.
- Designated residential uses should be within walking distance of mixed-use centers, neighborhood commercial areas and parks.
- Additional student housing options are needed to prevent additional potential conflicts between college students and the surrounding neighborhoods.
- The study area needs additional student housing options if Texas College continues to grow and meet the population predictions as discovered by the planning team during stakeholder meetings. Any additional multi-family projects could be within walking distance of the Texas College campus and potentially associated with mixed use developments.

- Additional screening for multi-family and high density sites would benefit area single-family developments.
- The area would benefit by restricting single-family homes with direct frontage along major roadways
- The area would benefit from infill projects.
- The area lacks diversity in housing products. Townhome or duplex products would benefit the area.



Single-family homes along MLK Jr. Boulevard

Retail/Office/Commercial/Industrial Observations



Commercial building at Gentry Parkway and MLK Jr. Boulevard

- On the Future Land Use Plan, retail in the study area is designated as neighborhood commercial land uses along W. Gentry Parkway.
- The study area has a few small retail and service uses within the existing neighborhoods.
- The Boys and Girls Club of East Texas is located along 32nd Street.
- A Trinity Mother Frances Clinic is located at the



Commercial business along MLK Jr. Boulevard

intersection of 32nd Street and Broadway Avenue.

- Commercial land uses and abandoned commercial buildings are located along 29th Street just west of the railroad tracks.
- The study area lacks restaurant uses within walking distance from most of the neighborhoods, the Texas College campus and future multi-family sites.
- The study area lacks retail uses within walking distance from most of the neighborhoods, the Texas College campus and multi-family sites.
- The study area lacks entertainment businesses within walking distance from most of the neighborhoods, the Texas College campus and multi-family sites.
- The limited retail in the study area is not specific to college students' needs.
- There is a single convenient store along MLK Jr. Boulevard, which serves the entire area.
- The study area has no office use designations.
- The Future Land Use Plan has no industrial uses designated within the study boundary. However, industrial uses are found along Texas College Road at Loop 323.



Industrial uses near Loop 323 and Texas College Drive

Retail/Office/Commercial/Industrial Observations

- The existing shopping center at W. Gentry Parkway holds potential for redevelopment. The location is appropriate for commercial uses.
- Due to limited commercial uses, the study area has a great opportunity to concentrate future commercial uses at centers or at major intersections and not develop as linear forms.
- The area south of Texas College along Grand Avenue has several abandoned retail and commercial services that hold potential for redevelopment. This area would be appropriate for mixed use due to its proximity to the College and MLK Jr. Boulevard.
- Office uses could be served within any future mixed-use areas or near the existing Boys and Girls Club and Trinity Mother Frances Clinic.
- The area's industrial uses are unsightly and create a negative image of the relationship of Texas College Road and Texas College.
- The study area could consider its commercial land uses and their relationship with the Texas College campus and users.

Public/Semi-Public Uses Observations



Potential mixed-use area south of campus

- Public land uses designations on the Future Land Use Plan include the U.S. Post Office, Dogan Middle School and the new Griffin Elementary site.

Mixed Uses Observations

- Mixed-use land use category makes up just over 2% of the study area. All of the mixed-use area is located at the intersection of MLK Jr. Boulevard and Broadway Avenue.
- The existing land uses currently found in the mixed-use areas include single-family homes, undeveloped lots and churches.

- A large mixed-use designation is located outside the study area at the intersection of Loop 323 and Broadway Avenue.

Mixed Uses Analysis

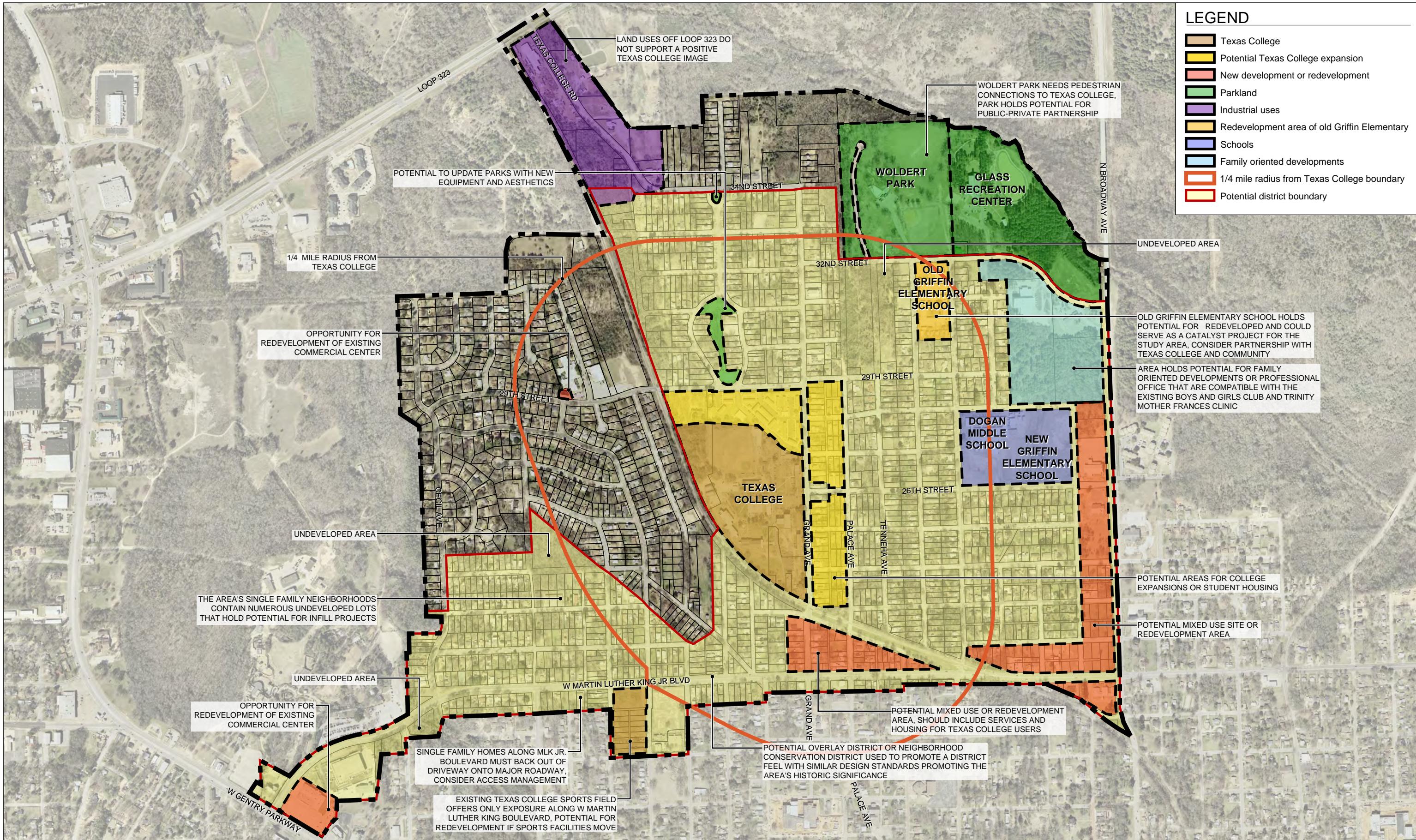
- Future mixed-use land uses could encourage vertical integration of building uses.
- The existing mixed-use designation is appropriate for mixed-use due its proximity to a major roadway intersection.
- Mixed-use land uses would be appropriate along other portions of MLK Jr. Boulevard to support campus edges, the student population and to provide uses to surrounding neighborhoods.

Public Open Space and Recreation Observations and Analysis

- The old Griffin Elementary site is designated as Public Open Space and Recreation on the Future Land Use Plan. Future uses for the site should consider open space as well as other developments.
- A large majority of the new Griffin Elementary site is designated as Public Open Space and Recreation on the Future Land Use Plan.
- The Future Land Plan designates nearly 10 percent, the second largest land use in the study area, as Public Open Space and Recreation. The area is serviced by Woldert Park, the Glass Recreation Center and T.R. Griffith Park.



Construction of the new Griffin Elementary School



Zoning

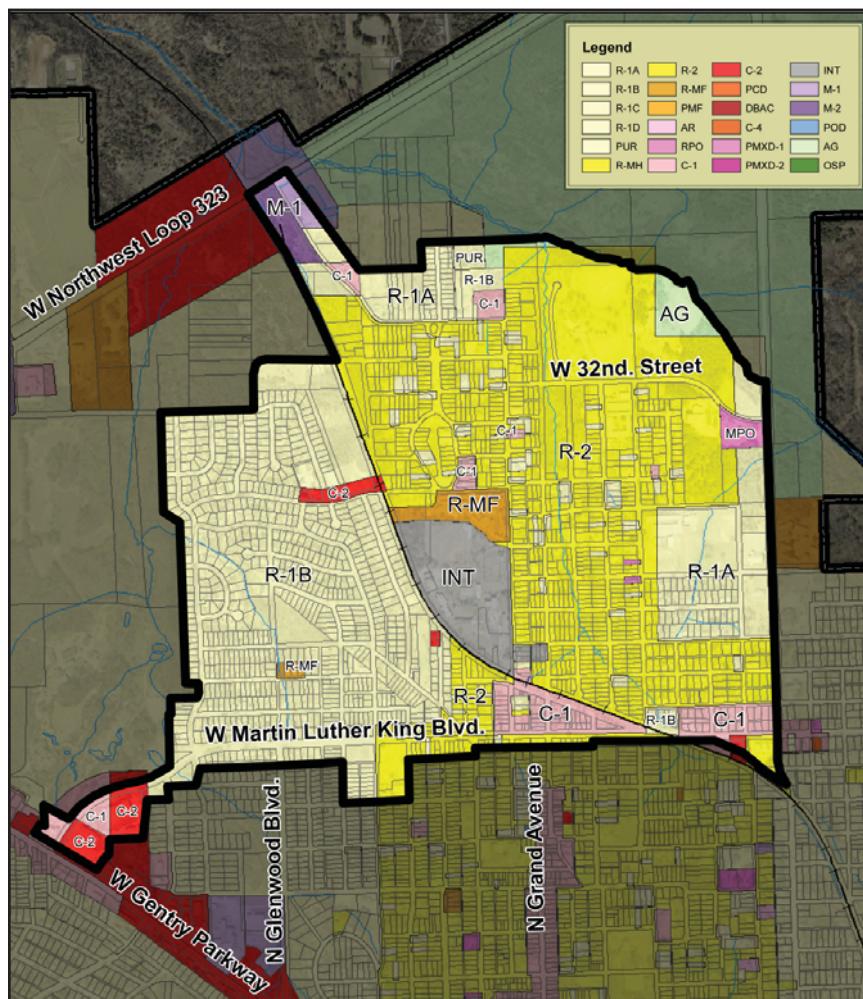
The zoning map for the Texas College area should generally match or be compatible with the Future Land Use Plan. Zoning categories should support patterns of development that provide connectivity, appropriate transitions in developments and compatible adjacent-use densities. Zoning should designate lands for target developments associated with Texas College, as well as position Texas College for expansion.

Observations

- The City of Tyler has a long record of not rezoning property without an owner's consent.
- The Texas College campus and several lots adjacent are zoned Institutional.
- The largest majority of zoning consist of R-2 Two Family districts. These areas are described in the UDC as a carry over district allowing duplex and garage apartments. However, R-2 does not allow

single-family developments. The City intends for new single-family lots to be rezoned case by case.

- R-1A and R-1B make up a large portion of the study area. These districts allow single family homes only.
- The study area's zoning does not allow single-family attached housing such as townhouses or rowhouses.
- R-MF Multi Family is designated in two areas in the study boundary, just north of the College and in the four adjacent lots in the western portion of the study boundary. A portion of the R-MF north of the College includes a large, single-family estate and could potentially be land-locked by development.
- Commercial zoning makes up just over six percent of the study area. C-1 districts are found randomly within existing neighborhoods.
- C-1 and C-2 districts are designated near the intersection of W. Gentry Parkway and MLK Jr. Boulevard. The districts are appropriate for these locations.
- Two C-1 districts are located on the north side of MLK Jr. Boulevard on the east half of the study area. These areas are platted as single-family size lots. C-1 and C-2 zoning districts do not allow single family uses.
 - A C-2 district is located north of 29th Street, just west of the railroad.
 - No areas are zoned as Mixed-Use districts.
 - M-1 Light Industrial and M-2 General Industrial are located along Loop 323 within the study boundary. These districts do not support the Texas College image.
 - Current study area zoning districts do not provide district style regulations associated with increased design standards.



Observations and Analysis

- Future single-family infill projects should consider R-1A and R-1B areas first or rezoning to these districts.
- Single-family attached uses would be appropriate in the Texas College area.
- Random placement of C-1

developments are not traditional in form.

- C-1 and C-2 districts near the intersection of W. Gentry Parkway and MLK Jr. Boulevard are appropriate for their locations.
- The two C-1 districts located on the north side of MLK Jr. Boulevard on the east half of the study area are appropriate for commercial zoning and hold potential for redevelopment projects.
- C-2 is intended as a heavier commercial district and would be more appropriate along major roadways.
- Future development in the area should consider mixed-use developments.
- No additional properties should be rezoned as industrial districts.
- Future zoning and rezoning efforts could consider the Texas College image, protect existing neighborhoods, provide student housing and provide housing diversity and opportunities for infill projects.
- The area would benefit from rezoning parcels to better match the Future Land Use Plan's intent.

Transportation/ Pedestrian Connections

Transportation Observations

- A traffic signal is provided at the intersection of MLK Jr. Boulevard and N. Palace Avenue, with N. Palace Avenue designated as a collector street south of MLK Jr. Boulevard. An at-grade crossing is provided for N. Palace Avenue at the railroad, but with passive control (cross bucks only), not active control. Conversely, one block to the west, active control (train-activated flasher) is provided at the at-grade crossing of N. Grand Avenue, which is a collector street north of MLK Jr. Boulevard, but no signal is provided at the intersection with MLK Jr. Boulevard. Grand Avenue is designated as a collector street in the Thoroughfare Plan, but Palace Avenue is not.
- Railroad crossing gates are not provided at the rail line intersection of 29th Street or 33rd Street. This is typical for residential areas.
- Access to the College from Loop 323 is less than direct by automobile. Motorized access to the College from the Loop is provided indirectly via Texas College Drive, through an industrial development and through a residential development.



Access to the campus from Loop 323 is less than direct

- Texas College Road does not lead to Texas College.
- East-west access is provided along MLK Jr. Boulevard, a five-lane roadway (two travel lanes and a center turn lane). Tyler 21 has identified this roadway for enhancements as a true boulevard. However, the improvements are not funded in the City's CIP.
- MLK Jr. Boulevard would benefit from access management.
- Currently, 26th Street is aligned with the Texas College entrance.
- 26th Street does not cross a drainage channel near Tenneha Avenue.

- 24th Street appears to be dedicated just west of Gaston Avenue but not constructed.
- The Tyler Transit Red Route runs north along Broadway, west on 32nd Street, south on Grand Avenue with a stop in front of the campus entrance, and then west along MLK Jr. Boulevard before heading back south in towards the center city
- Bus shelters are located at Woldert Park and at Texas College's main entrance.
- The City's Master Street Plan includes extending 28th Street to Broadway Avenue.



26th Street should link the campus with Broadway Avenue

Transportation Analysis

- The area's collector street system is disconnected.
- Grand Avenue in front of the campus holds potential to serve as a pedestrian mall. Closing vehicular traffic would require consideration for the parcels that currently have access along Grand Avenue.
- There is no sense of arrival at the College. Consider a better route from Loop 323 to access the College potential via Broadway Avenue.
- Texas College needs direct vehicular access to Broadway Avenue.
- Consider 26th Avenue as direct link between the College and Broadway Avenue.
- Future 26th Street connections will require a bridge or box culvert crossing.
- Future bus routes will need to consider the opportunity under consideration to close the Grand Avenue vehicular at-grade railroad crossing.
- Future traffic rerouting efforts could relocate TxDOT signage to appropriate locations to better direct traffic to Texas College.
- Texas College could use the ADP study area's collector and local streets to better link the College's identity to the ADP's major roadways. This would aid in wayfinding.

- Potential exists to extend 29th Street to Broadway Avenue for better circulation and to benefit future sites associated with existing undeveloped lands north of the new Griffin Elementary School.
- The intersections of W. Gentry Parkway and MLK Jr. Boulevard, MLK Jr. Boulevard and Palace Avenue, MLK Jr. Boulevard and Broadway Avenue, Broadway Avenue and 26th Street will be critical in creating a district image and future circulation patterns.

Pedestrian Observations

- The 2009 Regional Trail Plan has identified Primary, Secondary and Hike and Bike trails, all of which have not been implemented in the study area.
- The campus edge along Grand Avenue contains a sidewalk adjacent to the College's perimeter fence.
- The study area has limited safe pedestrian transportation options.
- There are limited pedestrian links between Texas College and the surrounding businesses and neighborhoods.
- The study area has limited safe pedestrian routes to the College's sports field on MLK Jr. Boulevard.
- The study area has limited safe pedestrian routes linking Texas College with Woldert Park and the Glass Recreation Center.
- MLK Jr. Boulevard has limited efficient sidewalks and bike lanes.
- Major signalized pedestrian crossings are located at Palace Avenue and MLK Jr. Boulevard.
- The Bicycle and Pedestrian element of Tyler 21 proposes a hike and bike trail along MLK Jr. Boulevard, and should be complemented with a sidewalk on the other side.

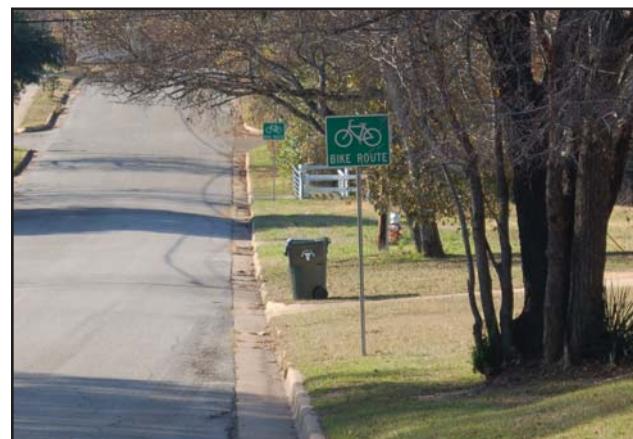
Pedestrian Analysis

- The Texas College campus contains an effective pedestrian circulation system.
- The trails located along the rail corridor, adjacent to the study area's western boundary and the trail head facility and Black Fork Creek Trail are appropriate for the study area and its uses.
- MLK Jr. Boulevard would benefit sidewalks and bike lanes along the north and south sides.
- A trail is proposed along Glass Avenue north of MLK Jr. Boulevard to 32nd Street, but could be better aligned onto N. Palace Avenue to take advantage of the signalized crossing of MLK Jr. Boulevard, then continue on an alignment to Woldert Park.
- Safe pedestrian routes could be provided near the campus to encourage students to walk to future retail services.

- Any new mixed-use centers would benefit by having a strong pedestrian connection to the College.



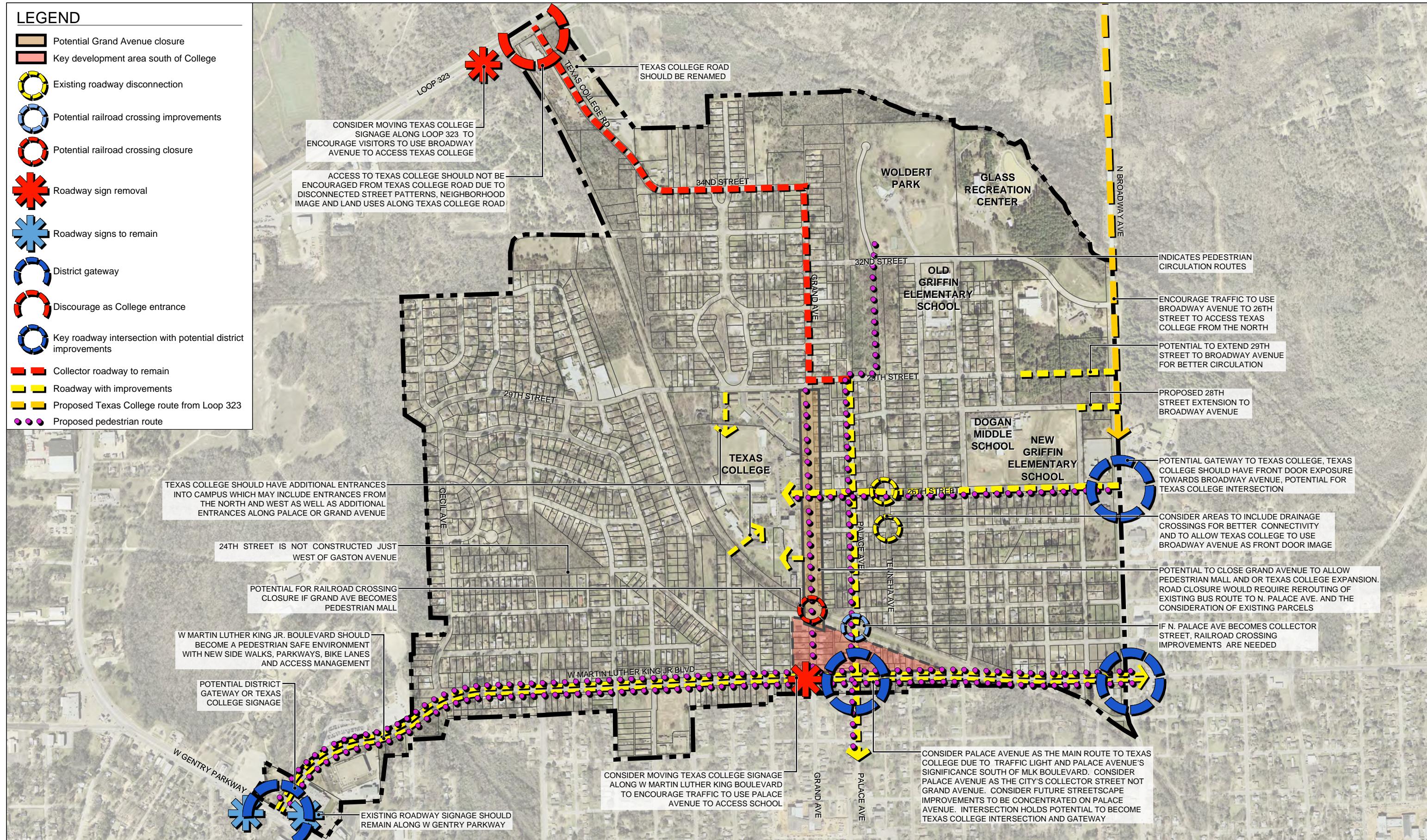
Pedestrian routes and bus shelters are located along Grand Avenue



Existing bike routes along 29th Street

LEGEND

- Potential Grand Avenue closure
- Key development area south of College
- Existing roadway disconnection
- Potential railroad crossing improvements
- Potential railroad crossing closure
- Roadway sign removal
- Roadway signs to remain
- District gateway
- Discourage as College entrance
- Key roadway intersection with potential district improvements
- Collector roadway to remain
- Roadway with improvements
- Proposed Texas College route from Loop 323
- Proposed pedestrian route



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NICHOLS



SCALE: 1"=800'

0 400' 800' 1600'

**TRANSPORTATION
OBSERVATIONS AND ANALYSIS
TEXAS COLLEGE AREA DEVELOPMENT PLAN**

Environmental/ Aesthetic Enhancements



T.R. Griffith Park



Glass Recreation Center

Parks Observations and Analysis

- Although the area offers community parks and one neighborhood park, most residents are farther than a 1/4 mile radius from the parks.
- The area has a high level of park serve dedicated to area residents.
- Future developments could consider outdoor spaces.
- Woldert Park holds potential to be used as a private-public project in association with Texas College.
- Many of Woldert Park's amenity are in need of maintenance and updates. The park would benefit from additional maintenance and equipment review.
- The Glass Recreation Center is a great amenity to the study area and the City of Tyler. Future consideration could be given to maintain and promote the facility.
- Most of the equipment at T.R. Griffith Park is outdated or in need of repair. The park would benefit from new or updated amenities and additional maintenance.

Existing Vegetation Observations and Analysis

- The ADP study area contains several pockets of dense tree vegetation. Future site plans and developments could consider vegetation and incorporate it as a site amenity or feature.
- Potential exists to increase tree preservation requirements in the ADP area.
- The area does not offer an open space feel. Future district elements would not benefit by focusing heavily on natural elements.

Drainage Observations and Analysis

- The City has not logged any complaints regarding drainage issues. However, several stakeholders mentioned drainage issues. Further consideration could be giving to address or dismiss drainage issues.
- Potential street crossings along 26th Avenue will need to span a drainage channel.
- A long drainage channel runs north to south which parallels Palace Avenue. Several stakeholders have mentioned a potential trail system, but the area would require significant coordination across several private, single-family properties. In addition, the drainage area has significant grade issues in regards to providing a safe trail. Trail connections would not benefit by being within this drainage channel.



The area lacks a unifying street scene

Streetscape Observations and Analysis

- No unifying street elements existing within the ADP study area.
- The study area's streetscapes do not offer a unique pedestrian experience and do not support the Texas College image.
- MLK Jr. Boulevard is a key streetscape in terms of creating a district. Currently, MLK Jr. Boulevard does not support Texas College's image.
- A future ADP district would benefit by incorporating a unifying streetscape in order to create continuity.
- The study area's streetscapes could be used to extend the Texas College identity to the surrounding major roadways.
- The streetscape of Texas College Road does not support the Texas College image.



Texas College architecture

Landscape Observations and Analysis

- Outside of the Texas College campus, the area does not provide a significant landscaped appearance.
- Future improvements to the area would benefit by increasing landscape standards and maintenance.
- The area does not contain continuity in landscape enhancements.
- Individual homes contain typical landscape designs.



Unique single-family home elements

Architecture Observations and Analysis

- Several homes in the area offer unique architectural elements such as porches, columns, materials and styles.
- Future improvements, redevelopment or development efforts in the ADP study area could consider or build upon the area's historic architectural style.
- The Texas College campus offers a unique historic architectural style. Many of the buildings on campus are historically registered. The buildings contain historic style materials and forms such as cornices, columns, frieze, belt courses, pilasters, fenestration, brick, stone, textures and patterns. The building forms and styles lend themselves to housing and business applications.

- The ADP study area lacks design guidelines to support the Texas College image. No commercial developments in the study area have significant architectural design. Future developments would benefit by relating to the campus and help to define a unique district experience.
- Future developments in the study area could use increased architectural and landscape standards.
- Future district boundaries could consider greater emphasis on the College's image, attracting future commercial/mixed-use developments and ensuring the streetscapes support the College's image and provide pedestrian options.
- Future district boundaries could place significant emphasis on the relationship of Texas College and the surrounding neighborhoods and businesses.
- Future district elements could consider the traditional architectural style found on the Texas College campus.

District Observations and Analysis

- Future district theatics could focus on the College, historic elements and neighborhoods of the area.
- The area lacks uniforming signage.
- Current commercial developments in the ADP study area have developed over time as individual sites with little to no visual or physical relationships.

Texas College

Observations and Analysis

- Texas College is land-locked by development and has a growing enrollment. Future expansion areas need to be designated.
- The campus' edges are defined by a the railroad tracks and a perimeter fence.
- Texas College lacks a sense of arrival.
- Texas College has limited identity in the community. Its directional signage consists of TxDOT signage along Loop 323, MLK Jr. Boulevard and W. Gentry Parkway.
- Texas College should have additional signage throughout the surrounding area associated with a district.
- The Texas College sports field along MLK Jr. Boulevard is the College's only identifiable image outside the main campus.
- The surrounding land uses do not support the College's needs or identity.
- As enrollment increases, Texas College would benefit from additional student housing in the study area or students will continue to live in other parts of Tyler.
- The Texas College ADP study area lacks a college feel or college town environment.
- Texas College is difficult to find for first-time visitors.
- Vehicular traffic routing to Texas College is disconnected and unsightly.
- Texas College would benefit from additional entrances for emergency access and to provide better circulation for campus users.
- Texas College desires to participate in community outreach programs. Opportunities could be considered to foster a relationship between Texas College and the surrounding community.
- The Texas College campus and the surrounding single-family neighborhoods relate to one another. Many of the homes in the area offer rich and traditional architectural features such as porches, materials and forms. Future district boundaries and guidelines could provide a visual connection between the campus and neighborhoods.



Texas College has a very defined edge



Texas College has a single entrance

Existing Neighborhoods

Observations and Analysis

- The Texas College neighborhoods are built on a traditional street grid.
- The area has single-family lots platted but not constructed.
- The City of Tyler's Neighborhood Services department has goals and programs targeted at housing in north Tyler.
- The ADP study area contains approximately 16 subdivisions.
- The historic registered home along Grand Avenue should be protected during future area or College expansions.
- Neighborhood street grids provides better connectivity and access to future developments. The street grid is traditional and adds to the area's historic feel supporting a connection between Texas College and the surrounding area.
- Some of the housing in the ADP boundary does not provide a positive image for the College. The College and residents would benefit from increased code enforcement.
- The area has a large number of undeveloped lots that hold potential for infill projects.
- Future development efforts in the study boundary could strongly consider City incentives and development assistance.
- None of the subdivisions have a strong individual branding image through signage. In addition, no subdivisions in the study area have perimeter walls. This creates a more seamless area and supports the idea that neighborhoods relate to one another and to the College. A future district could consider this concept. It would be appropriate to include some neighborhoods within its boundary.
- Although there are no elements that visually divide the neighborhoods, the housing styles and construction dates do. Woodhaven, Northridge, College Lane and Smuts Heights were constructed between the 1970s and present. These neighborhoods seem disconnected from the surrounding area due to their location off the major roadways and the division due to the railroad corridor and the style of architecture. These neighborhoods may not significantly add to a historic district and do not have significant areas for infill or redevelopment opportunities.

- The neighborhoods adjacent to the Texas College campus have an older style single-family image. The neighborhoods have an eclectic feel and, because of their construction dates and architectural styles, have a relationship with Texas College.
- Although some of the area's housing could help to form and support a design district with Texas College, many of the homes appearances do not support a positive Texas College image.
- Based upon the planning team's site visits and observations, the Texas College ADP offers three areas that hold potential for redevelopment opportunities. These areas were determined by the number of vacant lots, housing conditions and assumed occupancy. The areas are located just to the north, west and south of the Texas College campus. See the following page for a Housing Assessment Map.



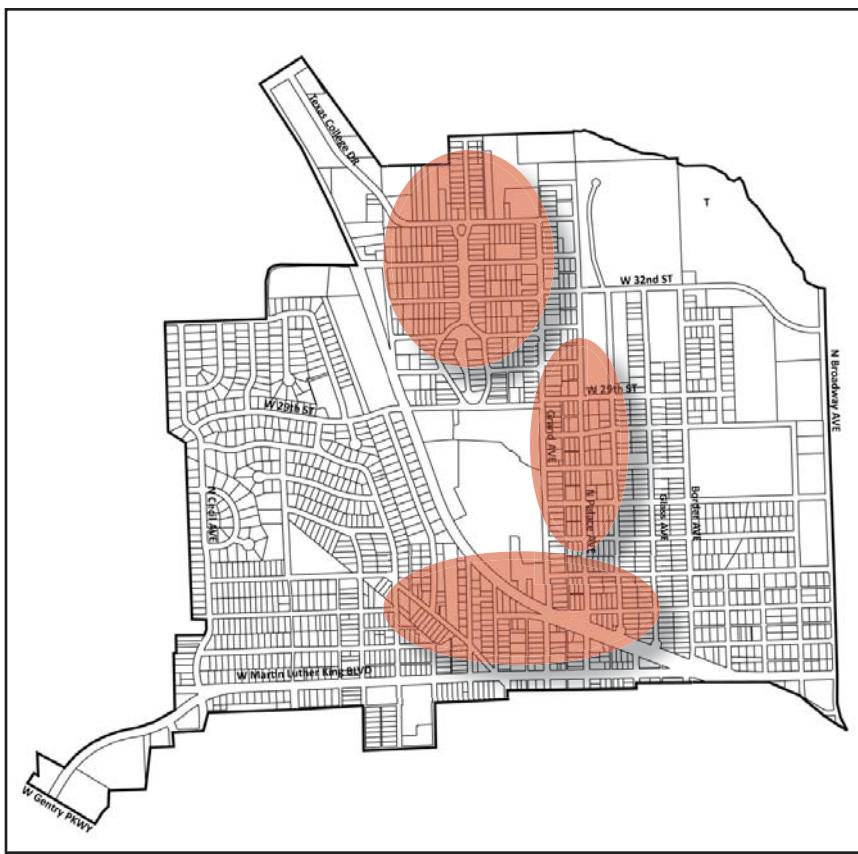
Some homes in the area offer an eclectic feel



Not all homes support a College town environment

Existing Neighborhoods

Housing Assessment Map



Example of occupied, average or better condition



Example of occupied, below average condition

*Red indicate potential redevelopment areas based on the planning teams own housing assessment during on-site observations.

Texas College Housing Assessment

Structure Category	Approximate Lot	
	Count	Percent
Occupied, Average or Better Condition*	820	52%
Occupied, Below Average Condition*	480	30%
Structure On Property, Dilapidated*	28	2%
Vacant Lot**	264	17%
Approximate Total	1592	

*Conditions are opinion of planning team

**Vacant lots verified by aerial imagery



Example of structure on property, dilapidated

recommendations

Introduction

The following are the planning team's recommendation for the Texas College ADP. These recommendations are based upon public and stakeholder input obtained during ADP meetings, existing conditions, planning team analyses, site visits, existing planning documents and planned projects. The recommendations are to be used as a reference and foundation from which ordinance and implementation actions should be derived.

Summary of Recommendations

Land Use

- Provide Texas College expansion areas.
- Provide College-related future expansion areas adjacent to the College.
- Embrace mixed-use developments and redevelopment in appropriate areas.
- Encourage appropriate development and redevelopment opportunities.
- Provide new student housing opportunities.
- Protect established neighborhoods.
- Create additional housing in the Texas College area.

Zoning

- Work with property owners to rezone parcels and support future zoning actions that promote the ADP recommendations and master plan.
- Create an overlay zone.

Transportation/ Pedestrian Connections

- Improve vehicular traffic, pedestrian circulation and the Texas College image through Martin Luther King Jr. Boulevard enhancements.
- Improve vehicular traffic, pedestrian circulation and the Texas College image through 26th Street enhancements.
- Improve vehicular traffic, pedestrian circulation and the Texas College image through Palace Avenue enhancements.
- Create opportunities for Grand Avenue to became a Texas College pedestrian mall.
- Reroute Texas College traffic from Loop 323.
- Ensure future roadways meet the needs of the Texas College area.
- Improve pedestrian circulation around Texas College.
- Provide better bus service to Texas College area.

Environmental/ Aesthetic Enhancements

- Improve existing parks.
- Preserve existing open space and vegetation.
- Texas College should take an active role in advocating and implementing the ADP recommendations.
- Create the Texas College District.
- Provide an identifiable district brand which increases Texas College's image and incorporates future developments and redevelopments.
- Create district design guidelines as part of overlay zone.

Vision

The vision for the Texas College ADP is to create a distinctive Tyler destination with Texas College and an historic theme as the heart of a new **Texas College District**. The district will create better land use opportunities that support Texas College and revitalize the community with new retail, restaurants and entertainment options near the campus. Appropriate redevelopment areas will be targeted at attracting new businesses. The new district will build upon its existing neighborhood character by encouraging new housing infill. New businesses will be concentrated in mixed-use developments that can create pedestrian friendly environments within walking distance to the campus. Area residents and students will be able to work, shop, play and live near the College, while experiencing new businesses centered around a college town atmosphere.

Future transportation enhancements will provide improvements to better connect the community with Texas College and key elements of the district. A unique street scene will brand the Texas College District and open the College's image into the community. New roadway improvements will incorporate traffic management elements and increase pedestrian circulation by providing multi-modal options. Texas College will have a more identifiable image in the community with district and directional signage. The campus will be easier to locate from all major roadways.

The new Texas College District will have an identifiable image through the application of an overlay zoning district. The overlay zoning district will provide streetscapes with similar site furnishings, lighting and banner signs and create a sense of place. New landscape elements will ensure a positive image is maintained in the district. New developments will have similar architectural guidelines in order to create continuity and to relate to

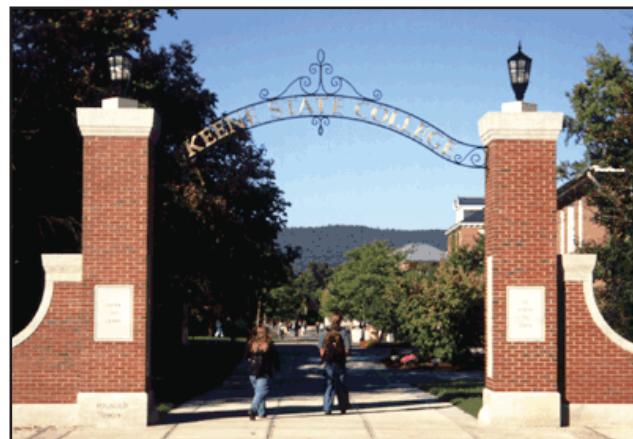
the College and area's history through forms, materials and site furnishings. The Texas College District and area will create a high-quality, pedestrian friendly destination that will benefit residents and the College. New development opportunities are planned in an orderly fashion and provide Texas College campus expansion opportunities.



Mixed-use centers with student housing and a pedestrian street scene



Enhanced roadways and pedestrian circulation options



Create an identifiable district

Land Use

Future decisions in land use developments surrounding Texas College should refer to this Land Use section for guidance. The City has recognized the historic importance and economic value of Texas College as an integral part of Tyler's north end. These land use recommendations help to encourage patterns of development that support Texas College's needs, provide appropriate expansion areas and create opportunities for new housing and mixed-use developments. The land use recommendations are heavily dependant upon developer initiatives. The City should strive to create a public/private partnership when applicable and provide development incentives to encourage the correct developments for the Texas College District. The following recommendations identify the highest and best use of the Texas College area. While updates to the Future Land Use Plan may not be necessary to implement the projects, cohesiveness should be considered with future updates to the Future Land Use Plan and Tyler 21.

Recommendations

Provide Texas College expansion areas.

Texas College has growing enrollment and future development plans to provide new building square footage. In addition, Texas College is land-locked by residential developments to the north and east and by a rail corridor to the west. Texas College is currently bound by its own perimeter walls, but should consider long-term goals of campus expansion. Areas should be designated and preserved for campus expansion allowing Texas College to explore opportunities outside its current boundary that will benefit the school as well as the surrounding community.

- Designate and provide institutional land uses north of the campus to 29th Street. This is a logical location for campus expansion due to existing uses and undeveloped areas.
- Support Texas College's desire to purchase lands surrounding its current campus. This will further protect the College's image and provide future expansion options.
- Encourage Texas College to explore and include these expansion lands in future Master Plan updates.
- Support Texas College uses in other areas of ADP study boundary such as facilities and programs. Texas College has a growing interest to provide community outreach and partnership. A strong relationship should be fostered between the College and the area's residents.

Provide College-related future expansion areas adjacent to the College.

These future expansion areas should be redeveloped as a part of the Texas College's expansion, as student housing or a compatible use directly related to the College. This is a long-term strategy and will involve coordination between the City, Texas College, developers and current land owners.

- Designate the areas north of the railroad to 29th Street and between Grand Avenue and Palace Avenue as institutional or college-related expansion areas.
- Create strategies to implement the project. The strategies should include building uses, project time line, phasing, funding, developer partnerships and parcel takedown schedule.
- Begin purchasing properties as they are available in this area and hold them for future development.
- Provide development incentives.

Embrace mixed-use developments and redevelopment in appropriate areas.

The Texas College area and the proposed Texas College District should be guided towards a goal of higher-density, mixed-use developments in designated areas. The mixed-use centers should provide student housing, retail, entertainment, office and restaurant uses. In order to ensure the long-term viability of the mixed use center, it should create critical mass with student housing. The new mixed-use centers should be a dense concentration of development that provide amenities to support the Texas College District's themes. The mixed-use centers should be near the school and provide pedestrian-friendly sites that promote connectivity and walkability.

- Revisit the mixed-use designations on the Future Land Use Plan.
- Concentrate mixed-use sites in key development areas.
- Encourage new businesses to develop as part of the mixed use areas.
- Support a mixed-use catalyst project. Create and designate a mixed-use center south of Texas College to MLK Jr. Boulevard along Grand Avenue. The City should work with Texas College and developers to make this project a priority for the area. The City should provide development incentives to aid in the project's development. This mixed-use center should have a strong architectural, axial and visual connection to Texas College. The mixed-use center should serve as a pedestrian gateway into the campus from MLK Jr. Boulevard.



Mixed use catalyst project south of Texas College campus

- Maintain existing mixed-use land use designation on the Future Land Use Plan.
- Extend the existing mixed-use land use designation on the Future Land Use Plan to the north from W. Mims Street to W. 28th Street.
- Ensure future mixed-use development has vertically integrated uses such as residential/student housing over retail.
- Mixed use sites should generally have their buildings located at the sidewalk or street, and the buildings should serve to define a pedestrian streetscene. Parking should generally be located in garages or behind buildings.
- Market the mixed-use sites with land owners to developers.
- Provide development incentives to mixed-use developers.

Encourage appropriate development and redevelopment opportunities.

The study area should continue to develop and redevelop commercial uses in existing commercial sites. New commercial lands should be associated with mixed-use sites.

- Redevelop the old Griffin Elementary site. This is supported by the Tyler ISD and will provide revitalization to the area. Potential redevelopment could include:
 - Demolition of the buildings and expanding Woldert Park.
 - Demolition of the buildings and new construction with housing infill.
 - Remodeling and reuse of the existing structures.
- Designate and support professional office uses south of the existing Trinity Mother Frances Clinic and north of W. 28th Street. This area should develop as medical or office uses due to location and adjacent uses. The development's site plan should be low density with clustered buildings and parking in order to incorporate the existing vegetation.
- Encourage and support the redevelopment of the commercial center at W. Gentry Parkway and MLK



Consider medium density housing at the old Griffin Elementary site

Jr. Boulevard. This site should serve as gateway to the Texas College District. Redevelopment efforts should incorporate the districts architecture and site guidelines as well as provide district signage at this locations. The site should include extensive facade and landscape enhancements. This commercial corner is essential in defining the district's character and limits.

- Encourage and support the redevelopment of the commercial site located at W. 29th Street and Ada Avenue. This building should include neighborhood commercial services.
- Do not expand the area's commercial land uses that are not associated with mixed-use developments.



Consider professional office clusters south of the medical clinic

Provide new student housing opportunities.

Most students who do not live on campus do not live in the Texas College area. Students commute to campus from other parts of Tyler and then return closer to home to shop and eat. Students should be encouraged to live closer to school and have better housing options in the Texas College vicinity.

- Concentrate new student housing projects within walking distance of the College.
- Concentrate new student housing projects as part of horizontally and vertically integrated mixed-used developments.

Protect established neighborhoods.

The study boundary has well-established and unique neighborhoods. The planning team believes some of these neighborhoods offer redevelopment potential, but as a whole, the subdivisions are established and provide appropriate residential use locations along with a historic identity. The City should continue to recognize the importance of these neighborhoods and discourage student populations from moving in.

- Maintain existing residential land use designations on the Future Land Use Plan.
- Support the creation of Neighborhood Conservation Districts in eligible neighborhoods. Neighborhoods should organize if they feel it necessary to protect their identity and preserve their neighborhood character.
- Provide and support additional student housing options.
- Concentrate and support new non-residential developments in areas of mixed use.
- Provide strong code enforcement. The area has numerous code enforcement issues associated with dilapidated housing and litter. Texas College would benefit from these code enforcement issues being resolved. As sites are redeveloped, code enforcement will help the image of the area and make it more attractive to potential investors. Also, the fact college students live in the neighborhoods is not an issue, but rather property owner responsibilities such as appearance, parking, litter and/or home maintenance.
- Encourage and support remodeling and facade enhancement to existing homes. Work with home owners and the City's Neighborhood Services department to continue to promote and offer rehabilitation projects.

Create additional housing in the Texas College area.

The study boundary has significant areas of undeveloped lands appropriate for residential infill. The area contains lots that are platted but have not been developed.

- Promote single family infill projects. Housing density will support non-residential developments. Work with the City's Neighborhood Services department to continue to promote and offer grant programs for new housing.

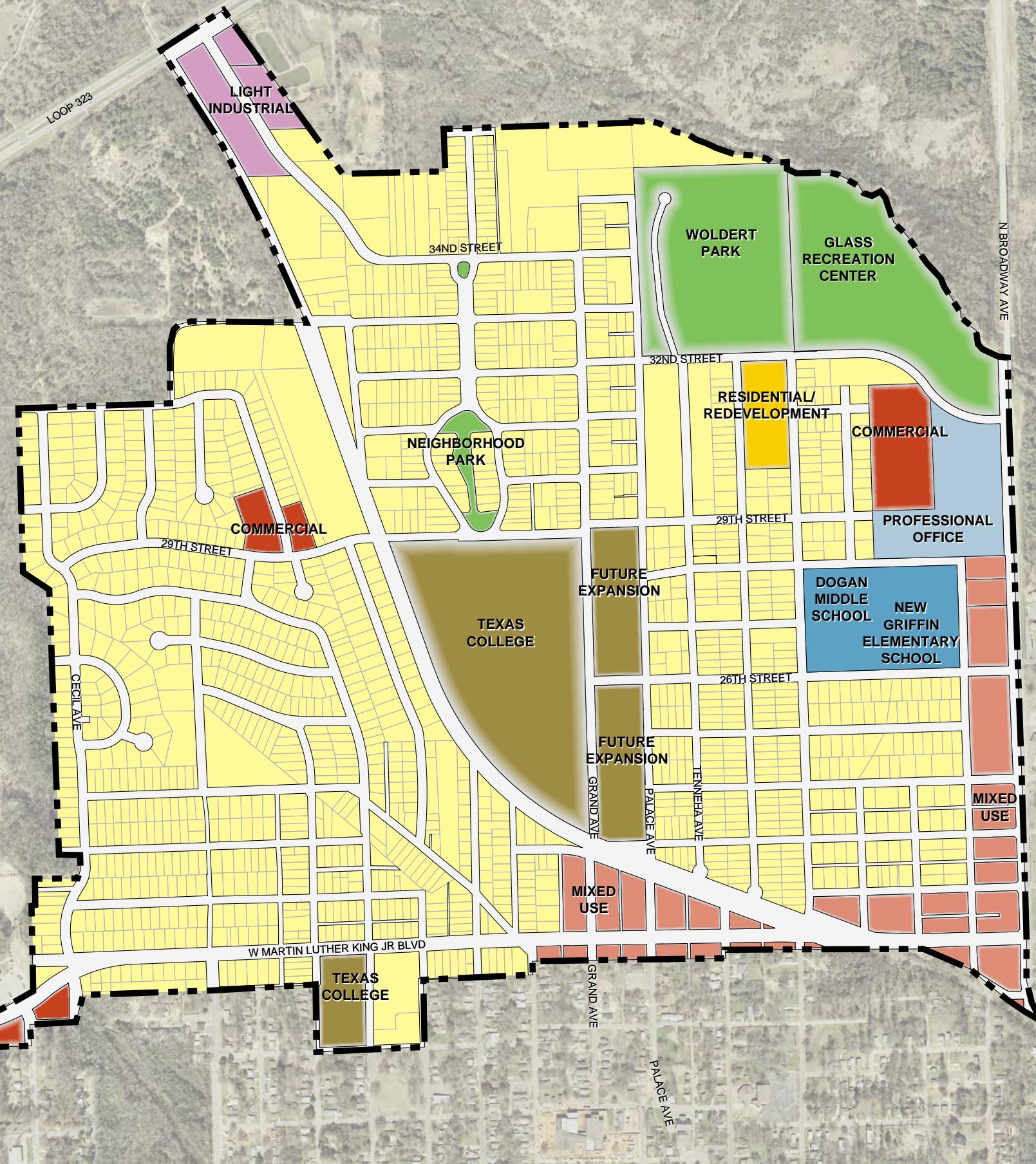
- Target and work with housing developers to create quality infill projects. These infill projects should include rental properties.
- Provide housing type diversity such as townhomes, rowhomes and duplexes.
- Promote and support low-to-medium density housing in the undeveloped lands north of 29th Street, south of 32nd Street and between Palace Avenue and Glass Avenue.
- Promote and support low-to-medium density housing in the undeveloped lands north of 29th Street, west of the rail corridor and east of Ada Avenue.



Support quality infill housing project
Source: www.houseplansandmore.com

LEGEND

- Texas College and future expansion area
- Parkland
- Residential
- Residential/ Redevelopment
- School
- Professional Office
- Commercial
- Mixed Use
- Industrial

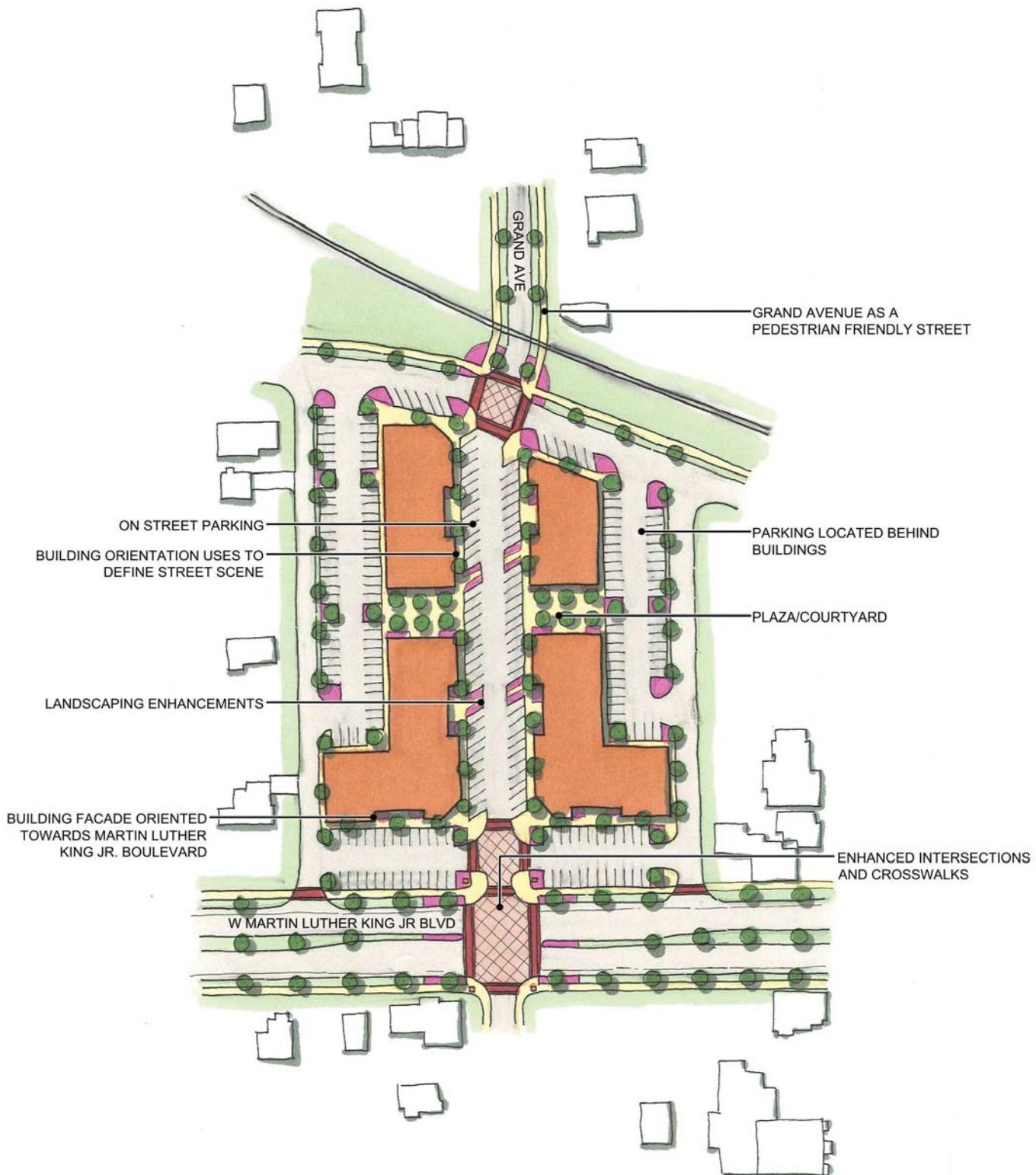


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MASTER PLAN
RECOMMENDATIONS
TEXAS COLLEGE AREA DEVELOPMENT PLAN

Mixed-Use Catalyst Project



Zoning

Zoning for the Texas College ADP should help implement the land use recommendations. The City will need to work with land owners and developers to ensure the area's vision is captured through appropriate district uses. Some of the current zoning districts, which promote segregated uses, will not support the community's vision of a mixed-use, pedestrian oriented area. The best strategies for creating the vision and ensuring the best use of the land is rezoning and implementing an overlay zone.

Recommendations

Work with property owners to rezone parcels and support future zoning actions that promote the ADP recommendations and master plan.

- Support and maintain existing R-1A and R-1B residential zoning districts on the zoning map.
- Do not allow R-MF rezoning. Future multi-family housing should be associated with mixed use sites.
- Do not allow future C-1 or C-2 rezoning. Future commercial uses should be associated with existing commercial districts or mixed-use sites.
- Do not allow future M-1 or M-2 rezoning.
- Allow R-2 zoning district to rezone as R-1A and R-1B districts. This should accommodate future single-family infill projects. Consider waiving rezoning fees in these situations.
- Allow R-1D rezoning in undeveloped residential areas found in the ADP study boundary.
- Support and maintain existing non-residential zoning districts on the zoning map that have not been recommended for rezoning considerations.
- Work with land owners and developers to rezone properties as recommended on the New Zoning Recommendations Map.
 - Rezone areas as Institutional to ensure Texas College expansion opportunities.
 - Rezone the lands north of 29th Street, west of the rail corridor and east of Ada Avenue as R1-D.
 - Rezone the old Griffin Elementary site as R1-D.
 - Rezone the undeveloped lands north of 29th Street, south of 32nd Street and between Palace Avenue and Glass Avenue as R1-D.
 - Rezone the undeveloped block south of MLK Jr. Boulevard and between Englewood Avenue and Confederate Avenue as R1-D.
 - Rezone the small tract just east of Parkdale Drive as C-1 or C-2.

- Rezone the area south of the existing Trinity Mother Frances clinic and north of W. 28th Street as RPO.
- Rezone two areas as PMXD-1 or PMXD-2 to indicate lands for mixed-use centers. See Rezoning Recommendation Map.

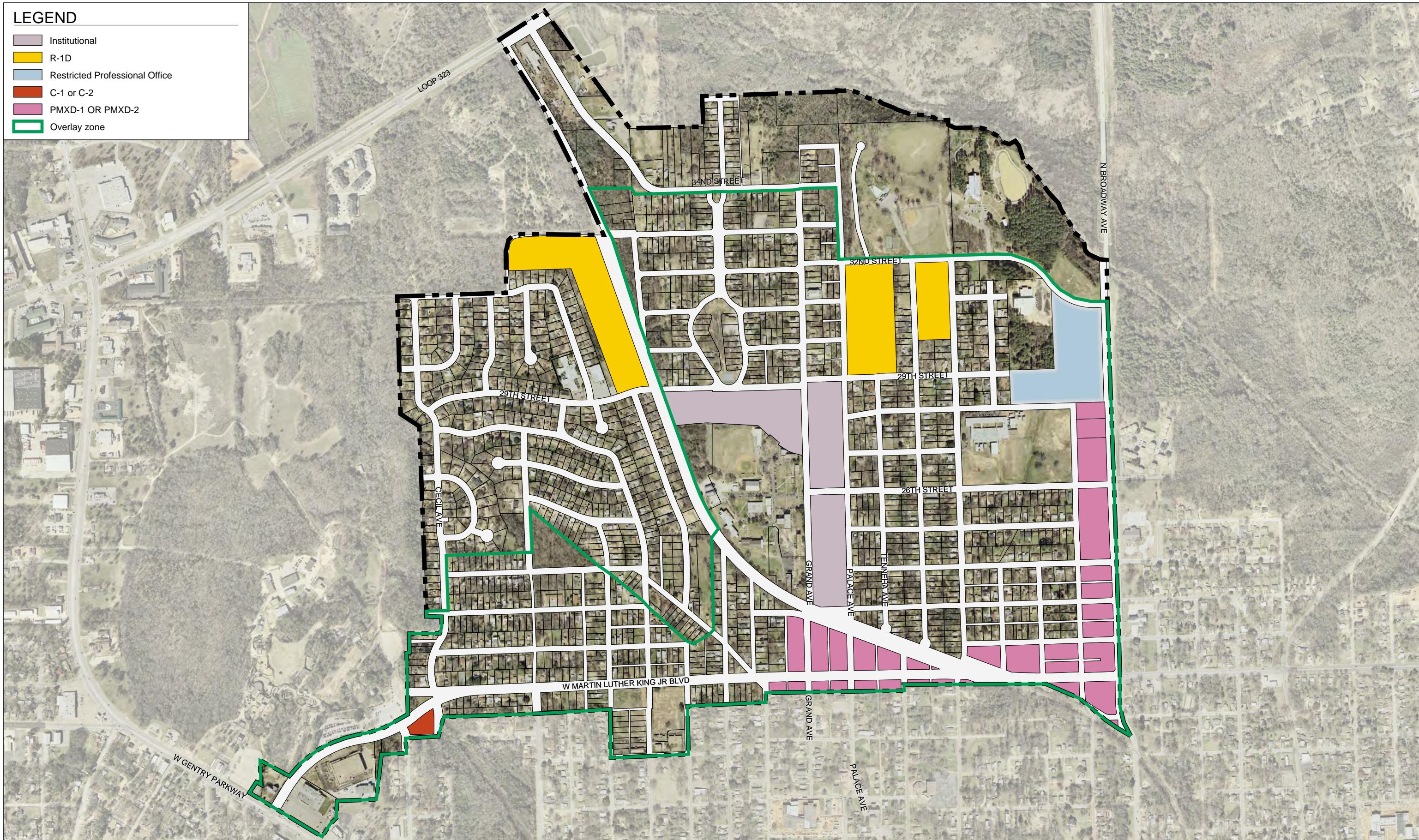
Create an Overlay Zone.

In order to create future district style improvements, an overlay zone is recommended to regulate its implementation.

- Draft a Texas College overlay zoning district. The overlay zone should incorporate recommendations found in the Environmental/ Aesthetics Enhancements section of this document.
- Adopt the Texas College overlay zoning district.

LEGEND

- Institutional
- R-1D
- Restricted Professional Office
- C-1 or C-2
- PMXD-1 OR PMXD-2
- Overlay zone



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SCALE: 1"=1500'

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**REZONING
RECOMMENDATIONS
TEXAS COLLEGE AREA DEVELOPMENT PLAN**

Transportation/ Pedestrian Connections

Transportation recommendations are targeted at providing more efficient roadways and better pedestrian options. The roadway improvements will provide better connectivity to district destinations as well as more efficient circulation to and from Texas College. Street enhancements are targeted at increasing Texas College's identity, while conceptually expanding its image and front door. Several redevelopment recommendations have identified the need for a walkable environment with retail and restaurants provided near campus. New pedestrian options will link those new uses with area residents and Texas College.

The following recommendations offer transportation and pedestrian enhancements for the Texas College area. While updates to the Master Street Plan and Tyler 21 may not be necessary to implement the projects, cohesiveness should be considered with future updates to those documents.

Recommendations

Improve vehicular traffic, pedestrian circulation and the Texas college image through Martin Luther King Jr. Boulevard enhancements.

MLK Jr. Boulevard is a key roadway in providing safe vehicular traffic to and from Texas College. As a result, the roadway also sets the tone for the Texas College area and has the opportunity to better serve Texas College's interest. As the area implements the ADP vision of increasing Texas College's image and creating mixed-use environments, MLK Jr. Boulevard should also provide pedestrian circulation options.

- Maintain two eastbound lanes and two westbound lanes.
- Construct medians and turn lanes from W. Gentry Parkway to Broadway Avenue.
- Provide continuous sidewalks from W. Gentry Parkway to Broadway Avenue. Sidewalks should be located on the north and south sides of the street section.
- Provide continuous dedicated bike lanes from W. Gentry Parkway to Broadway Avenue. Bike lanes should be located on the north and south sides of the street section.
- Provide district street lights in new roadway along with banner signs as recommended in the Environmental/ Aesthetics section of this report.
- Consider additional roadway enhancements along other parts of MLK Jr. Boulevard per Tyler 21 recommendations.

- Encourage shared access by limiting driveways as part of the overlay zone district.
- No new right-of-way purchase is proposed.

Improve vehicular traffic, pedestrian circulation and the Texas College image through 26th Street enhancements.

26th Street should serve as a major connection from the College to Broadway Avenue. The new improvements should consider the existing homes along 26th Street. The roadway should provide an entrance sequence to Texas College's main entrance.

- Consider maintaining on-street parking to serve existing residents and future College needs.
- Designate 26th Street as a bike route, but do not provide dedicated bike lanes.
- Provide a continuous sidewalk from Broadway Avenue to Grand Avenue.
- Provide district street lights and/or banner poles in new roadway along with banner signs as recommended in the Environmental/ Aesthetics section of this report.
- Connect east and west 26th Street with a new drainage channel crossing near Tenneha Avenue.

Improve vehicular traffic, pedestrian circulation and the Texas College image through Palace Avenue enhancements.

Palace Avenue should serve as the new major vehicular route to access Texas College. This will allow future appropriate expansion areas for Texas College and provide better circulation routes for Palace Avenue south of MLK Jr. Boulevard.

- Designate Palace Avenue as a collector roadway from MLK Jr. Boulevard to 29th Street.
- Maintain one northbound and one southbound lane.
- Provide continuous sidewalks from MLK Jr. Boulevard to 29th Street. Sidewalks should be located on each side of the roadway section.
- Provide continuous dedicated bike lanes from MLK Jr. Boulevard to 29th Street. Bike lanes should be located on each side of the roadway section.
- Provide district street lights or banner poles in new roadway along with banner signs as recommended in the Environmental/ Aesthetics section of this report.
- Move the street directional signage along MLK Jr. Boulevard and Grand Avenue to direct vehicular traffic along Palace Avenue to access Texas College.
- Provide active railroad crossing controls at Palace Avenue and railroad corridor.

- Designate one block of 29th Street as a collector to connect Palace Avenue with portions of Grand Avenue that are remaining a collector street classification.
- Maintain the existing collector roadway classification from 29th Street to Loop 323.

Create opportunities for Grand Avenue to become a Texas College pedestrian mall.

As Palace Avenue becomes a collector street classification and as future expansion areas develop as Texas College or College-related use, Grand Avenue should become a major pedestrian mall. Grand Avenue should visually and through pedestrian route applications, connect Texas College with a mixed use center south of the school.

- Redesignate Grand Avenue as a local street from MLK Jr. Boulevard to 29th Street.
- Consider closing the railroad crossing at Grand Avenue and allow only pedestrian and emergency access. This will be a phased approach and should be implemented as recommended redevelopment occurs.
- Develop Grand Avenue south of the railroad corridor as a mixed-use street. This road section should have on-street parking, wide sidewalks and buildings set at the sidewalk. The City should consider developing this street section prior to mixed-use development to help attract investments.
- Provide a continuous sidewalk from Broadway Avenue to 29th Street.

Reroute Texas College traffic from Loop 323.

Texas College is currently accessed from Loop 323 along Texas College Drive. Texas College Drive does not offer a direct route or land uses and aesthetics that support Texas College's image.

- Rename Texas College Drive. Future road names for the existing Texas College Drive should not be associated with the College.
- Relocate Texas College directional TxDOT signs along Loop 323 from Texas College Drive to Broadway Avenue.
- Provide signage along Broadway Avenue directing traffic to use 26th Street to access the College.

Ensure future roadways meet the needs of the Texas College Area.

As the areas continue to develop and expand, make sure future roadways meet the needs of existing developments. These roadway improvements are critical in providing connectivity and development potential for future office uses.

- Extend 28th Street to Broadway Avenue.
- Extend 29th Street to Broadway Avenue.
- Extend Tenneha Avenue from 29th Street to 32nd Street.
- Work with future developers of the identified office parcels to dedicate right-of-way and to develop the roadway extensions of 28th Street, 29th Street and Tenneha Avenue.

Improve pedestrian circulation around Texas College.

- Maintain the bike route designation along 32nd Street and 29th Street.
- Realign proposed Hike and Bike Trail along Glass Avenue from MLK Jr. Boulevard to 32nd Street as designated in the MPO. New alignment should take advantage of the signalized intersection at Palace Avenue and MLK Jr. Boulevard. New segment designation should be along Palace Avenue from MLK Jr. Boulevard to 32nd Street.
- Provide a pedestrian trail connection from Texas College to Woldert Park. Provide a continuous trail/sidewalk from the College's entrance, north along Grand Avenue, east along 29th Street, and north along a proposed Tenneha Avenue to Woldert Park.

Provide better bus service to Texas College area.

The bus service to and from Texas College can improve dramatically with several adjustments. These recommendations will increase pedestrian safety, increase the number of users and provide users with better bus service.

- Increase bus service times to the Texas College area. Currently most buses run every 30-40 minutes, 30 minute headways throughout the day would be preferred.
- As Grand Avenue and Palace Avenue enhancements are implemented, shift the route segment from Grand Avenue to Palace Avenue.
- As Grand Avenue and Palace Avenue enhancements are implemented, provide bus shelters along Palace Avenue and relocate the bus shelter along Grand Avenue.

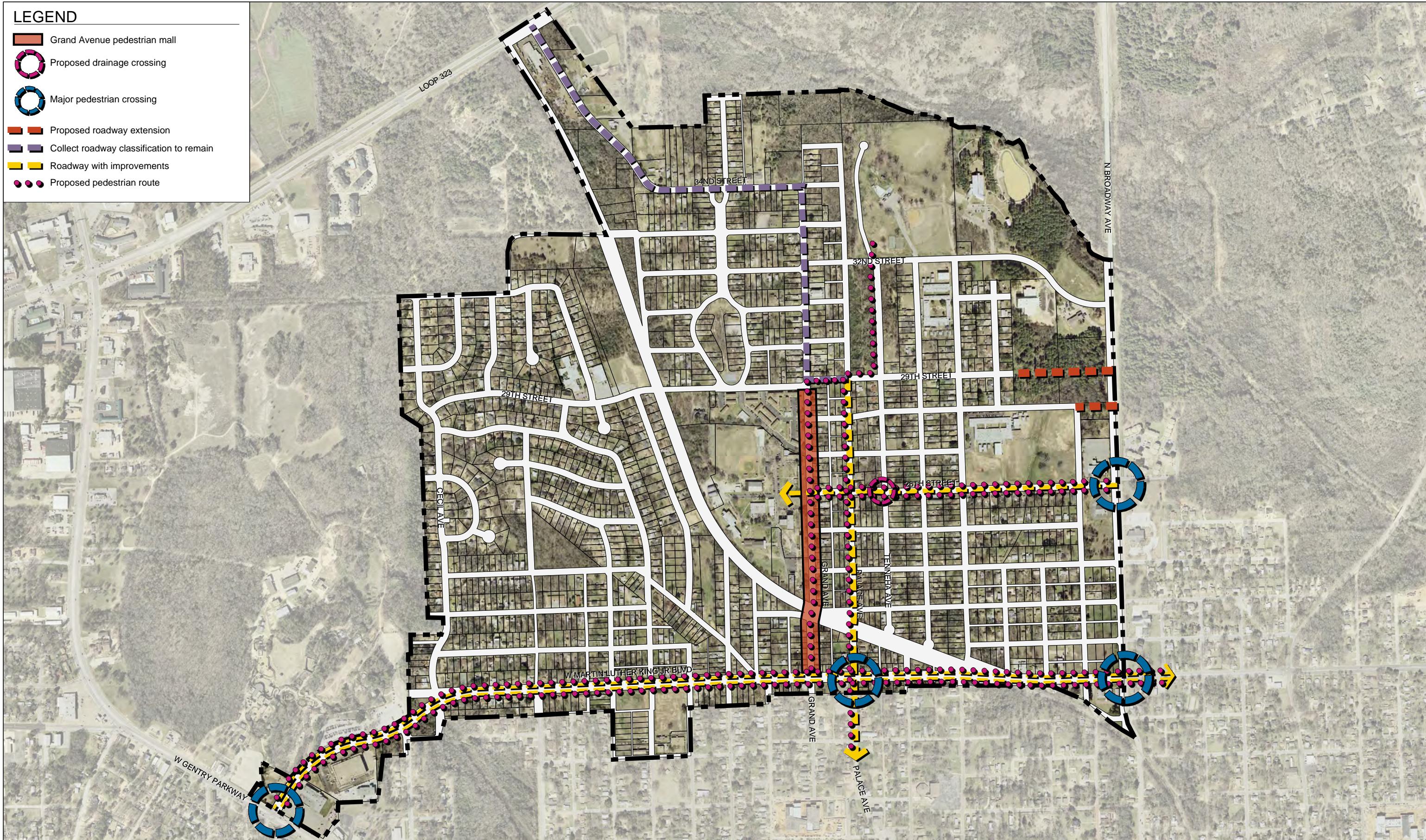
Encourage and support additional Texas College entrances.

Texas College is currently serviced by a single entrance. This poses emergency access issues as well as inefficient campus circulation.

- Work with Texas College to provide at least one additional entrance along the eastern campus boundary.
- Consider additional campus entrances to the north along 29th Street as the College expands. This will require land acquisition, and the College should work with land owners to provide access.

LEGEND

- Grand Avenue pedestrian mall
- Proposed drainage crossing
- Major pedestrian crossing
- Proposed roadway extension
- Collect roadway classification to remain
- Roadway with improvements
- Proposed pedestrian route

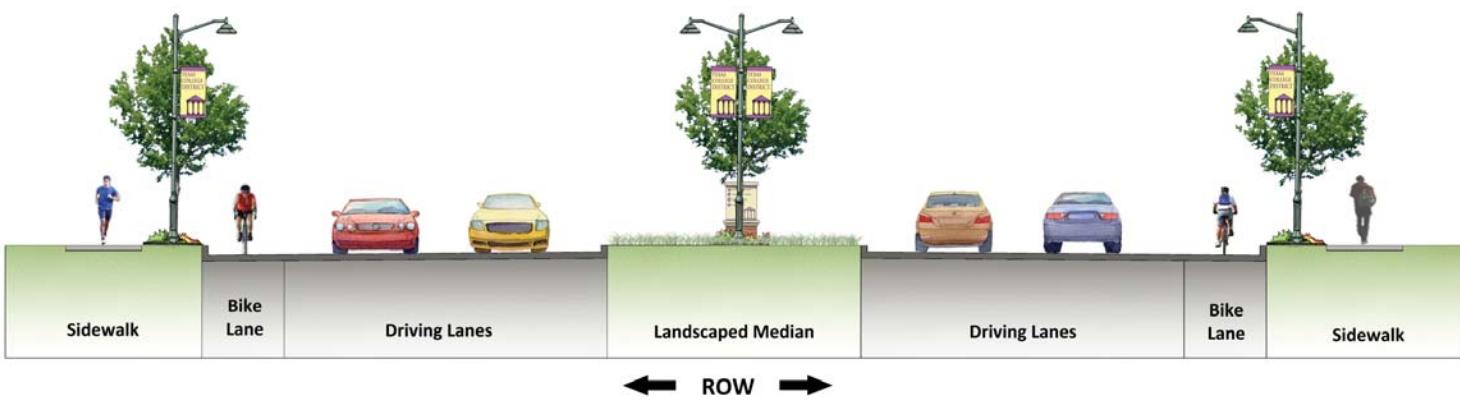


Proposed Martin Luther King Jr. Boulevard Improvements



After

Before

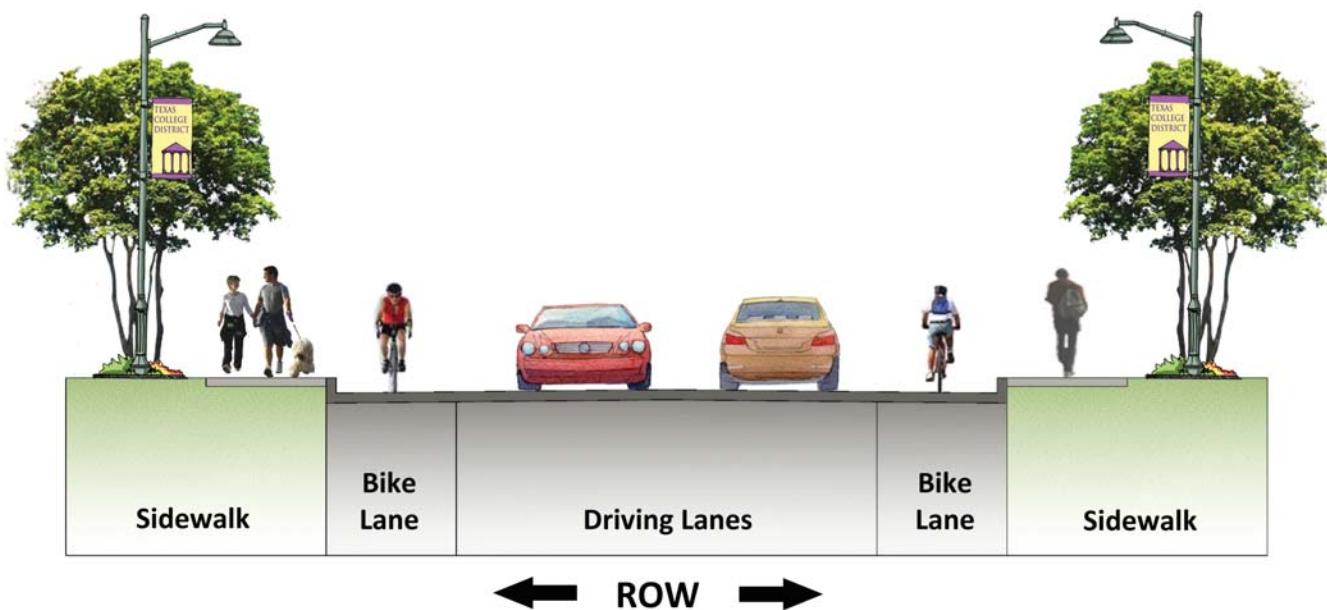


Proposed Palace Avenue Improvements

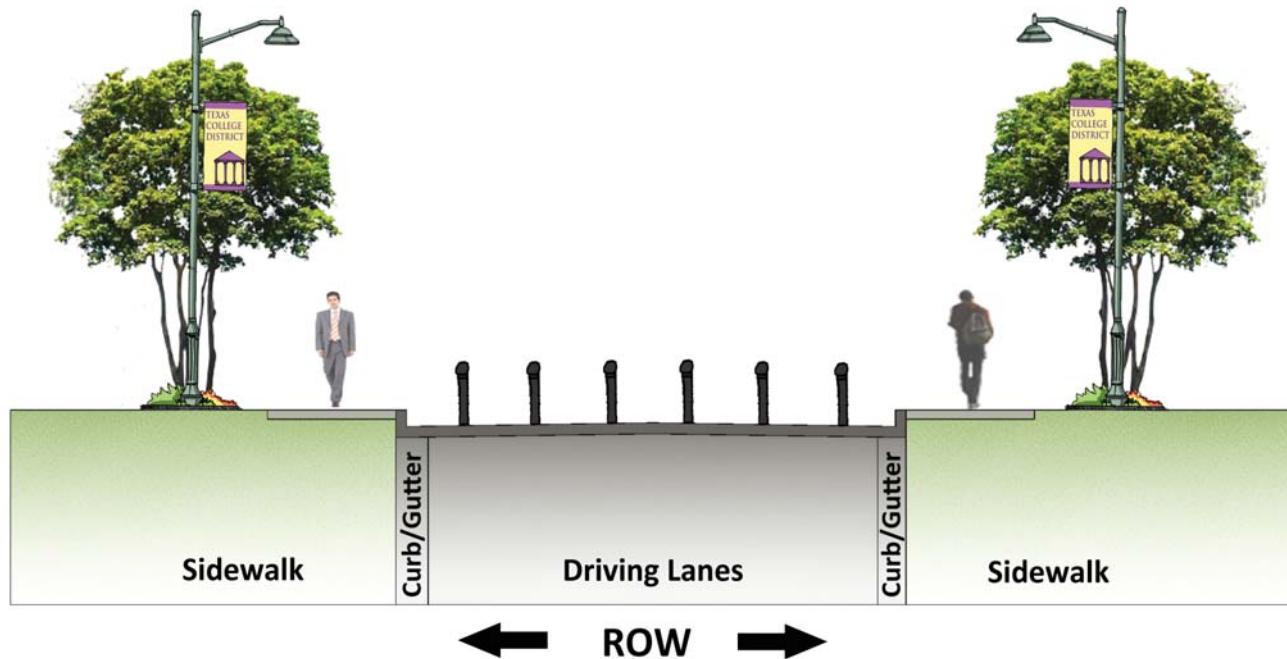
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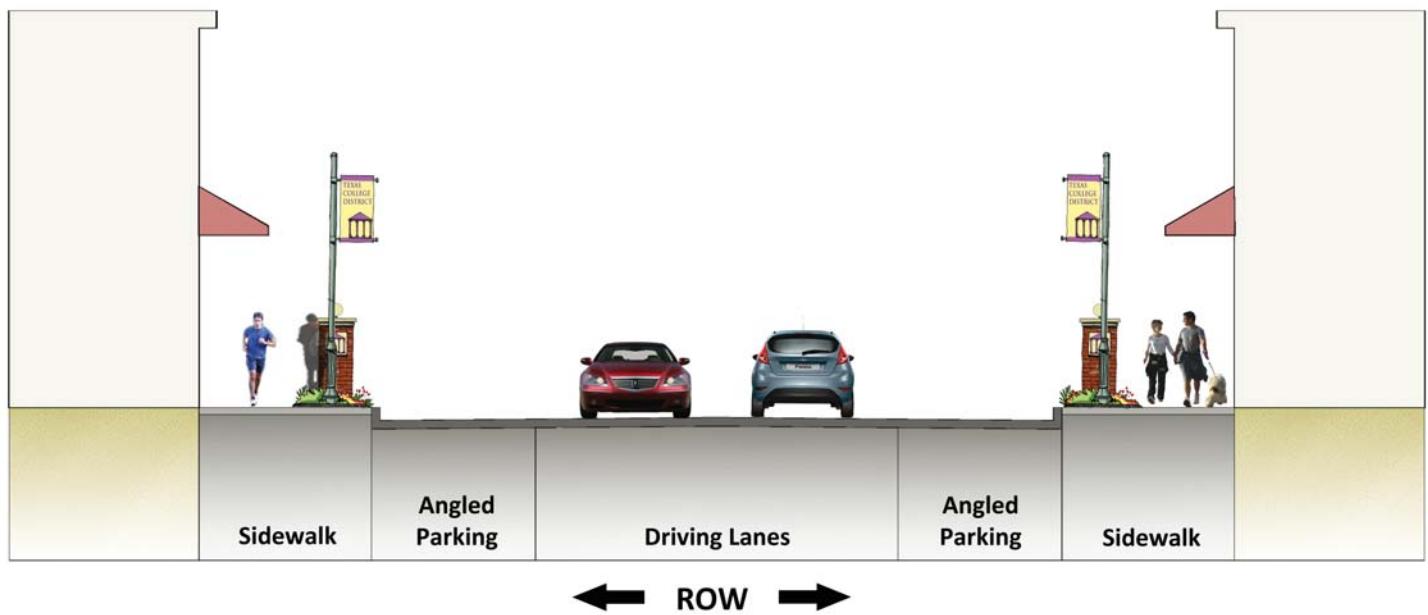
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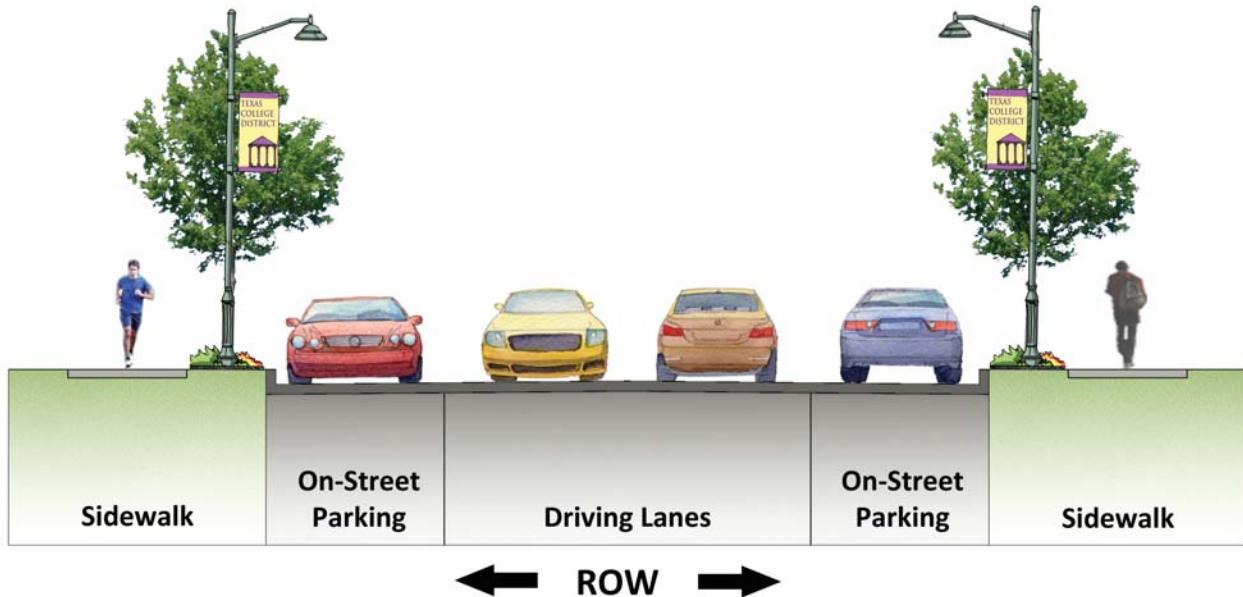


Proposed Grand Avenue Improvements North of Railroad Corridor



Proposed Grand Avenue Improvements South of Railroad Corridor



Proposed 26th Street Improvements

Environmental/ Aesthetic Enhancements

The Texas College area has a unique situation and should work to create a district image with Texas College as the focus for the area. In order to encourage new development and redevelopment, the area should capitalize on the College's image and the area's history to create the Texas College District. The new district will provide architecture and design standards to brand the district's image. New signage and streetscape improvements will define visitors' perspectives and showcase pedestrian-friendly environments. Park updates, residential infill and new mixed-use sites will help to reinforce the historic theme. The area should focus on new developments, redevelopments and improved streetscapes to define the new district.

Park Recommendations

Improve existing parks.

The Texas College ADP study area has a high level of existing park service. Woldert Park and the Glass Recreational Center provide significant recreational facilities. While most of the existing neighborhoods are within walking distance of parks, the areas would benefit from park improvements or updates. Much of this is associated with maintenance.



Consider updates to park equipment and furnishings

Source: www.playmasters.com

- Consider a public/private partnership at Woldert Park. Texas College and the City should explore shared use of the park facility with Texas College sport teams. Future updates should include shared use of softball and baseball fields.
- Update the equipment at Woldert Park. The majority of needed improvements to the park involves continuous maintenance such as basketball nets, backboards and painting.

- Update T.R. Griffith Park. Park improvements should include maintenance for existing equipment, replacement of outdated equipment and site furnishings and landscape improvements.
- Renovate the existing roadway planting area/ median at 34th Street and Carter Boulevard. The updates to this areas should help to support an increase neighborhood image and include new landscape material.



Example of landscaped median/planting area

Existing Vegetation and Drainage Recommendations

Preserve existing open space and vegetation.

While the ADP provides opportunities for new housing and businesses, consideration should be given to maintain existing open space facilities. The City should work with new developments to incorporate existing vegetation into site designs.

- Provide a maximum lot coverage percentage for mixed-use sites as part of the overlay zone district.
- Encourage and support new developments to concentrate areas of tree preservation into larger usable spaces.
- Encourage and allow shared parking.
- Encourage new developments to mass buildings.
- Encourage increased building heights in mixed-use areas.
- Preserve existing parks.

Texas College Recommendations

Texas College should take an active role in advocating and implementing the ADP recommendations.

While the majority of the ADP recommendations are streetscape improvements or involve new development, Texas College should take a leading role in implementing many of the projects. Texas College has much to gain from improvements to the area and should be an active member of partnerships with the City, citizens and developers.

- Ensure future updates the Texas College Master Plan include ADP recommendations.
- Partner with a developer to create the catalyst mixed use development south of the College.
- Work with the City to provide additional campus entrances.
- Work with the City to design, fund and implement the district's primary and secondary signage.
- Continue to work with the City and future developers to champion for the Texas College District.
- Maintain the existing sports field on MLK Jr. Boulevard. Consider updates to the facility such as new seating, signage and district style elements.
- Consider purchasing lands indicated as Institutional Uses in order to preserve future campus expansion lands.

District Recommendations

Create the Texas College District.

Merge the images of the Texas College with the area's history and community to form the Texas College

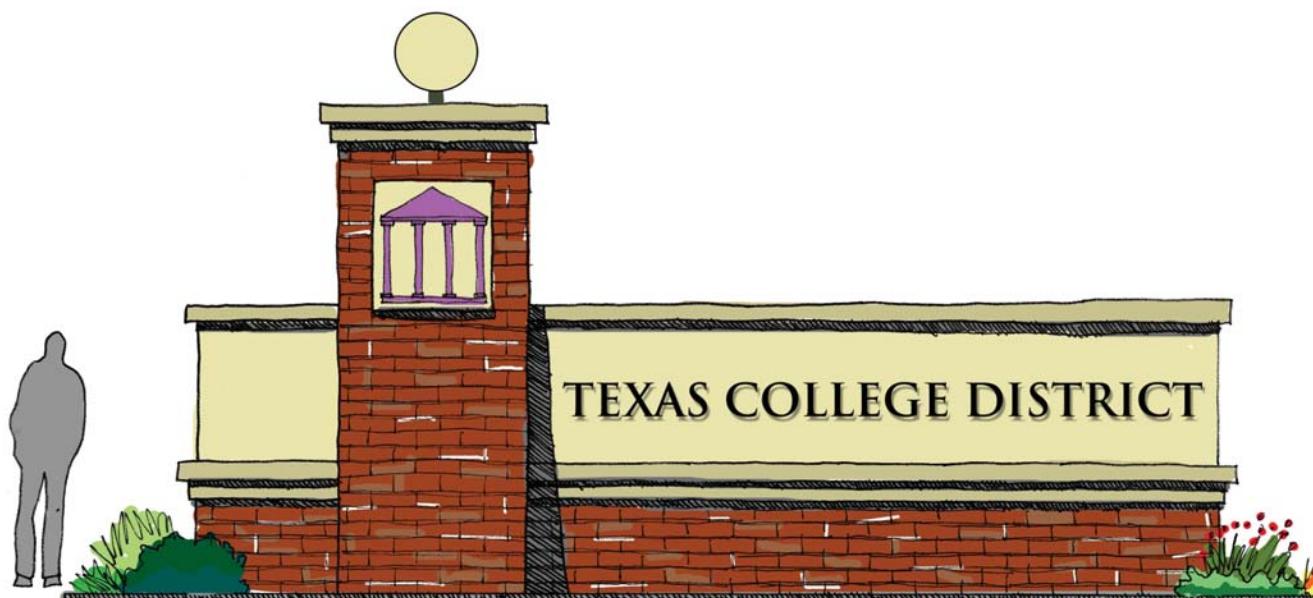
District. In order to enforce the recommended design standards, an additional regulatory district is needed.

- Implement a zoning overlay district and boundary.
- Name the new district Texas College District.
- Utilize new design standards.
- Encourage future developments within the boundary to incorporate an historic theme into the development's name and architecture.

Provide an identifiable district brand that increases Texas College's image and incorporates future developments and redevelopments.

When visitors come to the district, it should be easily memorable and make a great first impression. The new district should strive to provide a brand that unifies the area and creates a sense of place. All the recommended improvements should be similar as to form continuity throughout the district.

- Provide district gateway/monument signage:
 - At the intersection of W. Gentry Parkway and MLK Jr. Boulevard.
 - At the intersection of Broadway Boulevard and MLK Jr. Boulevard.
- Provide district secondary/directional/marker signage:
 - Near the intersection of Grand Avenue along MLK Jr. Boulevard.
 - Near the intersection of Palace Avenue along MLK Jr. Boulevard.
 - Near the intersection of 32nd Street along Broadway Boulevard.
 - Near the intersection of 26th Street along Broadway Boulevard.



Conceptual district gateway or monument sign



Conceptual district secondary or directional sign



Conceptual district marker

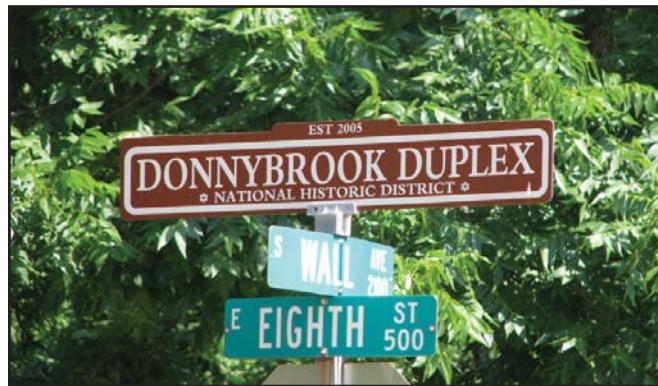


Conceptual fence column

- Provide new architectural street light poles and banner poles with future improvements along MLK Jr. Boulevard, Grand Avenue, Palace Avenue and 26th Street.
- Provide banner signs on recommended street light poles and banner poles.
- Consider adding district signage on top of existing street lights and street signs. This is recommended at all the intersections along MLK Jr. Boulevard and on the west side of Broadway Avenue within the district boundary. Also consider these street sign improvements along 26th Street and Palace Avenue.
- Provide similar site furnishings within streetscapes and new developments. As part of an overlay zone, regulate new developments and recommended streetscape to provide similar lighting, waste

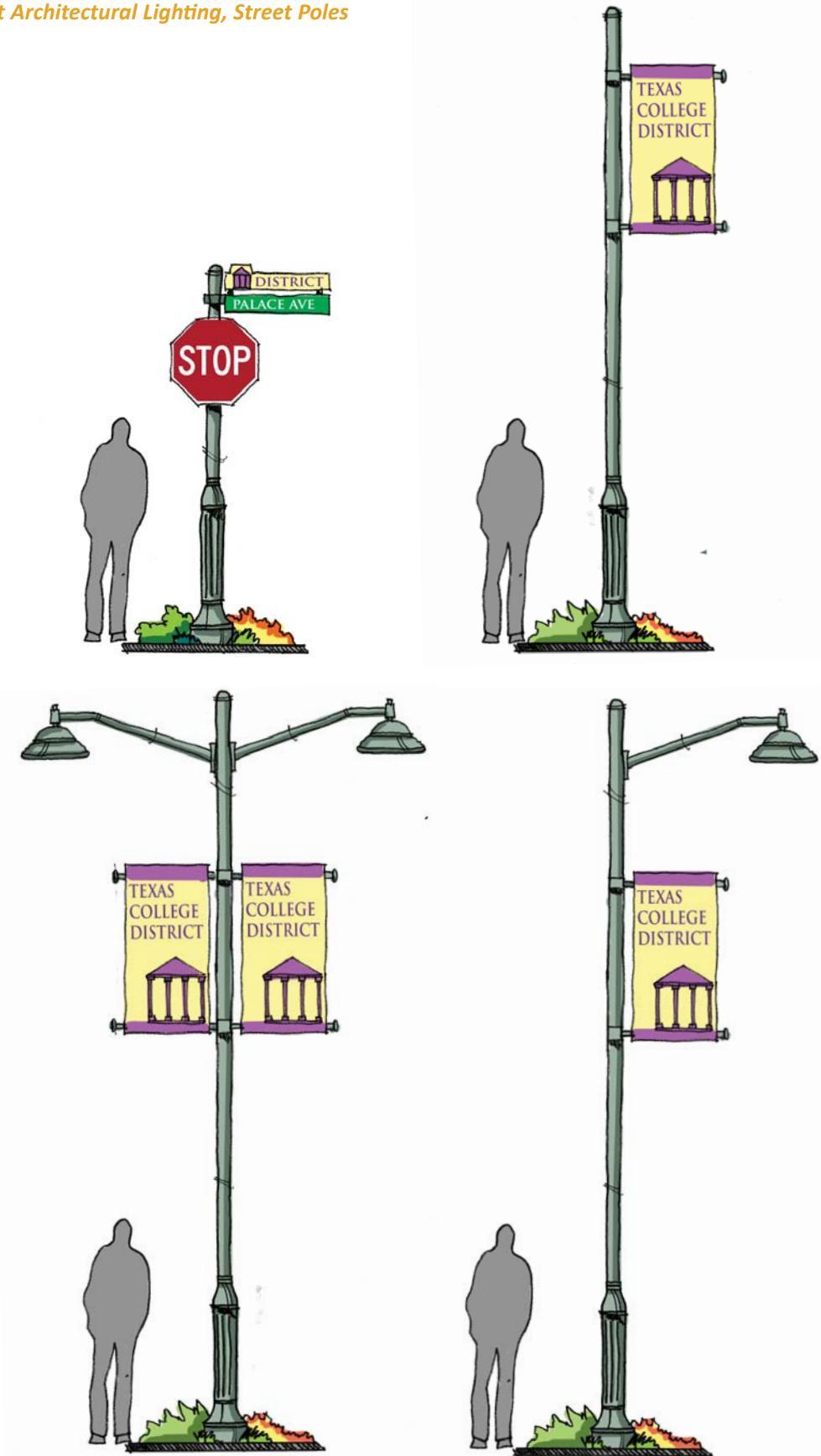


Examples of historic character site furnishings that provide continuity. Photos courtesy of Victor Stanley, Inc.



Example of district signage on street poles

*Conceptual District Architectural Lighting, Street Poles
and Banner Signs*



receptacles, benches, bike racks, tree grates, bollards, tables, water fountains and planters. Site furnishing styles should complement the district's historic architectural style.

Create district design guidelines as part of overlay zone.

In order to regulate the district design intent, specific design guidelines should be developed as part of the overlay zone. These recommended design guidelines should define aesthetic enhancements, site design, signage and architectural character. The guidelines should consider the types of uses and have regulations for mixed-use, residential and commercial areas within the district. As part of the Texas College District, special consideration should be given to promoting the area's historic theme. The design guidelines are recommended to create a framework for consistent, attractive and desirable developments for the district.

- Develop mixed-use and commercial architecture guidelines for the Texas College District. These guidelines should apply to all new development and redevelopment regardless of use or parcel size and should be used in conjunction with existing Tyler ordinances. The following are recommended components to be included as part of these architectural guidelines:
 - Architectural character should be considered traditional or historic and complement the Texas College campus.
 - Define allowable uses; mixed use site should have a required mix of uses with emphasis on providing new businesses and residential

density associated with student housing. It is recommended that uses exclude industrial or manufacturing.

- Define building minimum and maximum heights.
- Mixed use buildings and new commercial areas should incorporate a distinct building form. It is recommended that all buildings be designed with a distinguishable base (first floor), middle (upper facade) and top (roof element). This will create an interesting architecture style and help to create a unified character throughout the study area. Multi-store buildings should be designed with the first floor at a pedestrian scale.
- Standards should be developed for building facades to incorporate certain design elements in order to promote the community's historic character and pedestrian scale. These design elements should include architectural features such as cornices, piers, columns, rustication and/or belt courses. In addition, variations in wall planes such as the use of canopies, lighting fixtures, balconies and awnings are also recommended.
- Horizontal building articulation requirements should be developed based on building facades greater than forty feet in length. Articulation requirements should be based on a minimum required number of facade breaks at a minimum horizontal depth per breaks. For example, the City could require a recess or offset of three feet for every 40 feet of wall length.



Example of building forms



Example of store front facades and pedestrian scale

- Vertical building articulation requirements should be developed based on building facades greater than forty feet in length. Articulation requirements should be based on a minimum width per facade's width and a minimum height per percent of the facades total height.
- Building entrances should be easily identifiable and relate to both human scale and the scale of the buildings they serve. In order to create a pedestrian-oriented environment in which buildings are oriented towards publicly accessible streets and sidewalks, a principal building should have its main entrance from a public sidewalk or plaza. Each non-residential use with exterior, street-oriented exposure should have an individual public entry. Entries should be accented by architectural elements such as columns, overhangs, changes in roof design, awnings or balconies.
- Roofs should be designed as individual design elements and be utilized to block equipment and satellite dishes. Rooftops shall be viewed



Use human scale elements such as canopies, awnings and balconies

as a part of the site plan and should help to create an interesting skyline

- Material standards should be developed that borrow materials found on the Texas College campus. This should include the use of similar bricks, textures, marble and cast stone.
- Limitations should be placed on the use of stucco or Exterior Insulation Finishing System (EIFS). While Texas College's buildings primarily use a single exterior material, it is recommended that no single masonry material make up the entire facade treatment. Standards should be developed that require a change in materials and the use of accent materials in order to maintain a high architectural quality. Side and rear facades should be finished in a similar color, texture and materials as the building's front facade.
- First floor requirements should be developed for mixed-use areas. The requirements should promote a minimum non-residential use on first floor adjacent to major roadways. In addition, consider a percent of the non-residential uses be required to have storefront applications.
- Develop residential architecture guidelines for the Texas College District. These guidelines should apply to all new infill projects and remodeling. The following are recommended components to be included as part of the residential architecture guidelines:
 - New residential single-family homes and remodels should be consistent with the early 20th century home styles, particularly the craftsman, cottage and bungalow styles.
 - Encourage the use of historic elements found on the Texas College campus.



Borrow district style material, texture and forms from the Texas College campus



Encourage residential designs similar to existing historic Tyler homes or in the craftsman, cottage or bungalow styles.

- Encourage the use of elements found in the Thomas Jefferson, Sr. and Annie Mae Givens house.
- Infill projects should be sensitive in matching adjacent building heights, setbacks, massing and scale. Avoid having new buildings in front of or behind existing facade lines.
- Consider design of new buildings to have similar door and wall areas like those found in the area's existing older homes.
- Consider window requirements such as pane types, double hung and wooden frames. Window replacement should avoid vinyl or aluminum windows.
- Encourage the use of front porches.
- Avoid garage-dominant front facades. Allow and encourage detached garages and carports that are extensions of the main structure's roof.
- Require and encourage the use of pedestrian-scale architecture elements. These include window canopies and awnings, door canopies and awnings, brackets, columns and other detailed works.
- Materials should be consistent with other older homes in the area and those found on the Texas College Campus. Flexibility in materials should promote individual character and encourage each home to create the uniqueness typical of historic neighborhoods. Material restrictions should be placed on providing material changes and accents. Limit the use of distracting and non-historic colors and the overuse of siding and stucco. Place emphasis on masonry materials.
- Encourage the use of dormers and interesting roof lines.



Use a variety of plant materials to enhance new developments, roadways and district intersections

- Develop landscape guidelines for the Texas College District. These guidelines are critical in conveying a positive Texas College District image. The following are recommended components to be included as part of the landscape and open space guidelines:
 - Require street trees along major roadways and within mixed-use streets.
 - Increase the landscape requirements for commercial and mixed-use developments.
 - Increased landscaping should be used along major roadways, at major intersections and at site entrances.
 - The plant materials for these areas should include not only large trees and shrubs, but also seasonal color, small trees and specimen plants. Trees near buildings and pedestrian walkways should be pruned up to nine feet in height to ensure safe clearance.
 - Landscape beds and planters should be provided at building entrances and outdoor seating areas. Planter styles and planting designs should emphasize the site's architectural characteristics. The planting design for developments should include a variety of plant material in addition to the required trees. The use of seasonal plants is encouraged to add color and variety to the landscape.
 - Develop public space standards that require plazas or courtyards for mixed use sites.
- Develop site design guidelines for the Texas College District. The following are recommended components to be included as part of the site design guidelines:
 - Develop minimum and maximum setbacks and build to lines for mixed-use sites. Emphasis

should be given to creating a unique streetscene with building placements.

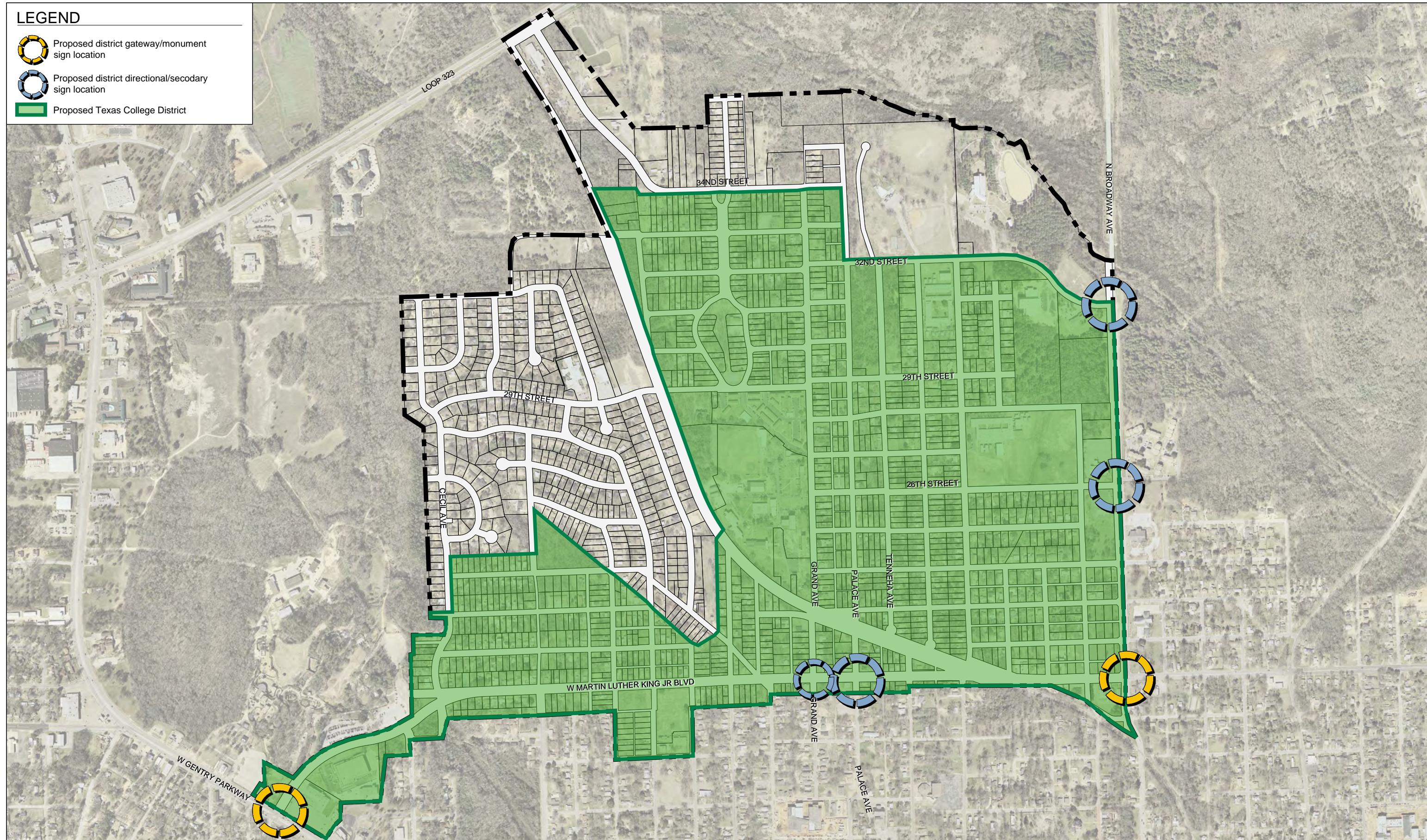
- Develop parking restrictions for parking in front of buildings. Encourage parking in garages and behind buildings.
- Encourage shared parking.
- Consider parking space caps for mixed-use areas.
- Consider requirements for cross access easements to encourage shared drives, browser lanes and connectivity.
- Require sidewalks within all new developments.
- Encouraging unique building orientations, the use of view corridors and walkable block lengths.
- Develop sign guidelines for the Texas College District. Signage establishes identity for buildings, businesses and developments. As one of the most visible elements in a streetscape or corridor, signs have a significant influence on the visual environment and upon a visitor's perception of a district. The following are recommended components to be included as part of the sign guidelines:
 - Signage design, color and materials should be consistent and compliment the architectural character of the accompanying structure, development or business.
 - Signs should have limited text and sizes.
 - Billboard signs should be restricted.
 - Pole signs should be restricted.
 - Temporary signage should be restricted.
 - Businesses should be restricted to one attached sign and one monument sign.
 - The use of multi-tenant signs should be encouraged for commercial centers or large developments.
 - The number and location of freestanding monument signs should be restricted.
 - Special feature signage should include banner signs on light poles, directory and way-finding signs. Way-finding signs are aimed at providing guidance to specific locations or features of an area. Way-finding signs may be used to direct vehicular traffic to a final destination within a district or large tract development. They may also be used to direct pedestrians or bicyclists along a trail corridor. These types of way-finding signs may be pole mounted, part of a monument sign, attached to traffic signal poles or attached to light poles.
 - Monument sign heights should be restricted to six to nine feet in height.



Examples of appropriate signage

LEGEND

- Proposed district gateway/monument sign location
- Proposed district directional/secondary sign location
- Proposed Texas College District



**FRESE
NICHOLS**



SCALE: 1"=1500'

0 750' 1500' 3000'

**DISTRICT
RECOMMENDATIONS
TEXAS COLLEGE AREA DEVELOPMENT PLAN**

Implementation Strategies

A “multi-tool” approach is recommended in which multiple strategies are employed in order to collectively work to achieve the desired results for the ADP. Different strategies may be appropriate within a given location and, therefore, each possible strategy should be understood and examined in order to determine where it may be most appropriately used. Legislative actions, such as rezoning or creating an overlay district are only some components to the overall picture of what the College, City and developers should do. Financial incentives, specifically those appropriated by Chapter 380 of the Texas Local Government Code, should be utilized by the City in order to create incentives to attract desired development.

Owner Volunteer or Developer Agreements

The City could take the approach of asking current owners to voluntarily meet any new requirements within the study area. If presented with the vision and potential for increased property values, many owners may autonomously consider actions proposed by this plan.

In terms of public infrastructure projects associated with new development, the current practice in most cities is for the developer to be responsible for a portion of associated roadway improvements. Often for perimeter arterial roads, that includes the outside curb and gutter but not the median curb and gutter. Recent rough proportionality laws have complicated the situation, in that each project should be studied to show that the exaction being required on a perimeter street is “roughly proportional” to the demand being created by the development having to pay the exaction. This is the limit as to the amount that the City could require a developer to pay for, and in many cases will reduce developer participation. In theory, if a development contributed only enough traffic to use up 10 percent of an arterial’s capacity, then the City could only charge the development that contribution toward the cost of the facility, rather than the typical 33 percent to 50 percent currently being charged. On the other hand, if a development contributed enough traffic to consume 75 percent of an arterial’s capacity, then the City could charge the development that contribution toward the cost of the facility. Of course, developments that use and benefit from a perimeter street but have no frontage on that particular street contribute nothing toward the street improvements.

Impact Fees

Consideration could be given to establishing an impact fee program to serve as an additional funding source for transportation improvements. A growing number of local jurisdictions and state governments throughout the United States are establishing impact fee programs as a method of financing needed transportation and other infrastructure improvements. Impact fees are prevalent in the states of Florida and California, with state-enabling legislation for local implementation enacted in Arizona, Colorado, Georgia, Illinois, Maryland, New Jersey, New Hampshire, North Carolina, Oregon, Pennsylvania, Texas, Utah and Washington. This trend results from the increasing cost of maintaining existing infrastructure and the difficulty of local governments having to provide needed improvements due to the lack of adequate funding.

An impact fee is an exaction imposed by a local government on a new development to generate revenue for funding transportation improvements needed to accommodate demands created by development. Impact fees, as distinguished from a general-purpose tax, are levied to allow the local government to build public infrastructure made necessary by new development or renovation that results in new impacts. Impact fees cannot be used to pay for correcting past deficiencies in existing facilities nor can impact fees be used to support operation and maintenance of existing facilities. Impact fees have been used to provide capital funding for infrastructure improvements such as streets, water supply systems, wastewater collection and treatment systems, drainage and recreational facilities. Impact fee legislation in Texas allows for developers to construct improvements and/or dedicate land for rights-of-way in lieu of paying impact fees.

Roadway impact fees provide a means of sharing the cost of transportation improvements necessitated by new development within defined service areas. Generally, a service area is delineated and transportation improvement needs within the area are identified based on projected future growth. Level-of-Service “C” or “D” is typically used as the standard for identifying needed improvements. Once an impact fee capital improvement plan (CIP) is developed, the cost of necessitated improvements is then assessed to new development. Individual impact fees are based on the demand placed on the system by a specific development. In residential areas, the roadway impact fee is often based on a cost per dwelling unit, and in commercial, office or industrial areas on a per square foot basis.

A number of factors are included in the development of the impact fee CIP including: projected growth from a documented land use assumptions report, the City Thoroughfare Plan, input from an Capital Improvements Advisory Committee appointed by the city at the outset of study, city staff input, and other city capital improvements programs. Roadway impact fees are assessed at platting and collected at the building permit stage.

Impact fees can only be used to pay for the construction of capital improvements or facility expansions, and are limited to:

- Construction contract price;
- Surveying and engineering fees;
- Land acquisition costs (including purchase of land, court costs, attorney fees and expert witness fees); and
- Costs associated with having qualified professionals prepare or update the entity's CIP.

Interest charges and other finance costs associated with capital improvements or facility expansions identified in the CIP may be included if the fee is applied toward the principal and interest on bonds, notes or other obligations.

Advantages of an impact fee program include:

- A systematic and structured approach to assessment of fees with new development knowing up-front an exact fee to be imposed;
- Provides a “level playing field” where all new development is assessed based on traffic characteristics of specific development applications;
- Provides an additional source of revenue to finance a portion of future transportation and other infrastructure improvements;
- Existing revenue sources can be devoted to maintaining existing service levels and funding improvements to correct existing deficiencies;
- The cost of infrastructure improvements is paid in part by those who directly benefit from new facilities;
- Impact fees introduce the cost of necessary public infrastructure improvements into the private development decision-making process, thereby imposing a degree of market discipline on resource allocation decisions; and
- Establishes “rough proportionality” and fairness of exaction based on demands placed by new development on the roadway system.

The procedures for establishing, administering and

adopting impact fees are specified in Chapter 395 of the Texas Local Government Code.

Economic Development Corporations

Economic Development Corporations, or EDCs, are often utilized in communities as a means of concentrating resources towards economic development and creating new jobs. The advantages to EDCs are that they may exist as a public entity (directly associated with municipal government) or may exist as a non-profit organization. EDCs may be created to promote and attract economic development for the city as a whole, or they may be created to specifically address issues within a particular neighborhood or area within the community. EDCs often receive funding from both public and private sources, such as funding by 4B sales tax revenues, and essentially act as an ambassador for the area that they serve. Advocacy and proactive outreach are important functions of EDCs in their attempt to explain and reach out to potential development and provide reasons and offer incentives for choosing to locate within the identified area.

Tyler has already established the Tyler Economic Development Council, Inc (TEDC). The organization contains a Board of Directors with 33 voting members and eight Ex-Officio members. It is recommended that members of the TEDC use this document as a guide in promoting and attracting development within the study area. The identified land use strategies, as well as identified zones, may help to indicate the types of development that may be appropriate. This document may also be used to market the corridor by showing the commitment the City has made towards the construction and attraction of quality development. Finally, the TEDC may play a crucial role in the attraction of a catalyst project to the corridor, a recommended strategy for the ADP.

City Funds

The City itself may take an active role in attracting quality development and implementing the recommendations contained in this plan through direct funding. Examples may include the issuance of bonds for infrastructure improvements and landscape enhancements. City funds may also be used towards the purchase of property, especially in redevelopment locations. The City may then use purchased property as an incentive to developers by offering the property to developers at a discounted rate in exchange for meeting certain development criteria. The City may also ultimately

decide to provide financing options for development by providing direct financing, waiving development fees or working to obtain low interest rate loans for developers. Many of these techniques are explained in the financing tools to follow, specifically Chapter 380 Incentives.

Tax Increment Reinvestment Zones

Tax Increment Reinvestment Zones (TIRZs), also known as Tax Increment Financing Districts (TIFs), are specifically designated districts that exist for a limited period of time. It is a way to fund public improvements and to stimulate new private investment without affecting the taxpayers. Any increase in ad valorem tax revenue (land and buildings) caused by new private investment and higher land values in the district is paid into a special TIF Fund used to finance public projects in the TIRZ. They originated in California during the early 1950s but the majority of TIFs have been established since the 1980s. They were established in Texas in 1981 and are governed by Chapter 311 of Texas Tax Code.

A TIRZ is:

- Created and the boundary established by the City
- Governed by the City Council
- Managed by the City Council with the advice of a Board of Directors
- Each Board member is a representative from a participating taxing jurisdiction
- The Board is only a recommending body
- All Board actions must be approved by the City Council
- Supported by existing City Staff

What is the TIF creation process?

- Boundary is determined
- A Project Plan is developed of all the private and public investment needed
- A Financing Plan is developed projecting TIRZ revenues and bonding capacity
- There needs to be an independent feasibility analysis and market study
- It requires a public hearing and ordinance creating the TIF District
- Once the district is created, contracts or interlocal agreements must be negotiated with the other taxing jurisdictions
- The Council appoints the TIF board

What are the benefits of a TIRZ?

- Only pays for public improvements
- Developer pays normal taxes
- Personal property, business inventory are not part of the increment and continue to go to taxing jurisdictions
- New growth (increment) pays own way
- Other taxing jurisdictions can partner in the project up to 100 percent, but not school districts. As much as 50 percent of a project can be financed by other jurisdictions
- The TIRZ creates spin-off growth in surrounding areas, which adds additional income
- New development can improve other areas by utilizing “creative” boundaries

What are the disadvantages of a TIRZ?

- Only pays for public improvements
- Takes two years to start seeing income due to construction time frames and tax assessment/collection process
- “Gap” financing needed, usually by the City
- The funding dries up when debt paid off

Public Improvement (Assessment) District

Public Improvement Districts (PIDs) are a mechanism to finance new public improvements and enhance public services in a designated area in order to stimulate new private investment and enhance the viability of existing businesses. It is a defined assessment area providing specific types of public improvements or maintenance. The Texas Legislature authorized creation of special districts in 1977, but it was such ambiguous legislation that few special districts were created. Chapter 372 of Local Government Code Public Improvement District Assessment Act was amended in September 1987, and the comprehensive changes specifically allowed PIDs in a wide variety of situations.

- To fund project expenses, a PID collects special assessments on property within the district
- Assessments are over and above normal tax assessments of a jurisdiction
- Property owners in the area sign petitions to create a district
- Geographic subdivision of city, but still part of the city.
- Advisory board appointed by city
- Must include affected property owners
- Recommends to city council.

PIDs can fund:

- Water, waste water, health and sanitation, or drainage improvements
- Street and sidewalk improvements
- Mass transit improvements
- Library improvements
- Parking improvements
- Park, recreation and cultural improvements
- Landscaping and other aesthetic improvements
- Art installation
- Creation of pedestrian malls
- Supplemental safety, sanitation and security services
- Supplemental advertising and business recruitment and development
- Maintenance of the public improvements within a district
- Payment of expenses incurred in the establishment, administration and operation of the district

What is the PID creation process?

- Boundary is determined
- A Project Plan is developed of all the private and public investment needed
- A Financing Plan is developed projecting PID assessments, revenues and bonding capacity
- There needs to be an independent feasibility analysis and market study
- A petition needs to be signed by the owners
- More than 50 percent of the assessed value and more than 50 percent of the property owners, or
- More than 50 percent of the surface area
- It requires a public hearing and ordinance creating the PID District
- The Council appoints the board

PID (Assessment) benefits

- Does not need new development to finance
- Assessments start immediately
- Wide variety of things can be paid for
- Property owners within district have control of collected funds/operations
- City can control abuses in PIDs unlike MUDs and homeowner associations
- PID can be used on top of TIRZ
- Assessments included in annual tax statements
- Revenue collection is simpler
- Single family pays out-of-mortgage escrow
- Interest penalties and liens can be adopted
- No problems of HOA in collecting assessment delinquencies.
- PID assessments are flexible (not MUDs)

- Debt payment/assessment can be longterm
- Or liens that are paid at time of sale

PID (Assessment) disadvantages

- Can only pay for public improvements
- Requires petition
- Has a problem with homestead exemption on existing homesteads
- Revenue Bonds may have to be issued by City if assessments are not deemed credit worthy by public debt markets. Could become a more expensive form of borrowing.

Chapter 380 Grants/Loans

Chapter 380 of the Local Government Code gives legislative authority to Texas cities to provide grants or loan of city funds or services to promote economic development. Whether a city provides these incentives is completely discretionary. To establish a loan or grant, or to offer discounted or free city services, the city must meet the requirements contained in the Constitution and applicable statutes, and must comply with the city charter and make sure that any other local provisions do not limit the city's ability to provide the grant or loan.

380 Agreements can be used to fund initial infrastructure requirements for a development or to provide incentives such as:

- Fee reductions to help get the project built
- Infrastructure assistance specific to a particular project
- Tax rebates to get it leased
- The 380 Agreement should include a recapture provision so if business does not fulfill its promises, the city will have right to seek reimbursement of incentives along with tangible means for measurement
- Chapter 380 does not provide any express authorization for the city to finance economic development program through issuance of debt or bonds. Look to the city charter for guidance.
- A city may issue bonds to fund an economic development program if two conditions are met:
 - Bonds must be in an amount and to extent allowed by city charter
 - A majority of qualified taxpaying voters must approve issuance of bonds

What are benefits/disadvantages?

- Straightforward developer agreement
- Money comes from either sales tax or ad valorem tax revenues or bond financing

- Can be set up to be related to performance
- No real partners

State and Federal Grants and Funding

The State of Texas, as well as the Federal government offer a variety of grants and funding options that may be explored by the City in their efforts to implement this plan and enhance the visual integrity of the ADP. One program, the State Transportation Enhancement Program, or STEP, offers funding to projects that go above and beyond typical transportation planning. Funding may be offered to transportation related projects that enhance the local character and that integrate roadways into the surrounding community and environment. The STEP program encourages the incorporation of pedestrian and bicycle trails, environmental impact mitigation, historic preservation and control and removal of outdoor advertising, among others, as components of its program.

Examples of other State-funding options that may be pursued include the Safe Routes to School program offered by TxDOT, which provides funding for pedestrian pathways, especially near or around school areas, as well as various grants offered by Texas Parks and Wildlife Department. Tyler may be particularly interested in exploring grant funding from Texas Parks and Wildlife as a means of enhancing the City's trail system. Funding opportunities are typically granted when a parks and trails master plan has been adopted and when projects have the opportunity to both enhance quality of life and protect green and open space.

Sponsor-Based Funding

Several cities have begun to use sponsor-based funding for public improvements. These allow for increased community ownership, support and buy-in for many projects. Fundraising or donations by community organizations or citizen-sponsored improvements could include public art programs, park amenities, landscape enhancements, trails or gateway signage. Such sponsor-based funding could be marketed towards a promotion campaign for the new district. Additionally, sponsor based funding projects create opportunities for community participation by engaging and encouraging businesses and citizens to take an active role in the beautification of the City. Engaging the public through participation and involvement can make lasting impressions and may ultimately create more of an

interest in community involvement.

Catalyst Project

A catalyst project is recommended as an opportunity to begin attracting and re-defining the study area. Often a single business will spawn new development. Catalyst projects could include the active pursuit of a site down style restaurant. It is believed that a large or initial project would help to attract additional development with in the ADP.

Significant ADP Action Items

Implementation is key to the successful development of any planning exercise. In order to successfully realize the vision set forth in this plan, deliberate actions must be taken including realizing not everything can be done at once and prioritizing recommendations. Strategies should be implemented incrementally over time or as funding is available.

The following guide provides additional actions to implement the ADP. The guide is a matrix divided into 'action items' located in the first column. The second column identifies the 'key recommendation(s)' by the targeted action item. The third column titled 'who' identifies those individuals or organizations who should take the lead in implementing a particular ADP action item. Next, the matrix provides a 'target timeline' in which the action item should be implemented by the identified partners. Finally, this guide contains 'potential resource(s)' to be pursued for implementing the recommendation.

While the action item guide provides specific direction, not all recommendations and partners are contained within. The recommendation section of this document contains detailed explanations and recommendations for ongoing methodology, philosophical approaches and support items. When making informed decisions regarding the future direction or actions within the ADP boundary, the entire ADP report and vision should be considered as a whole.

SIGNIFICANT ADP ACTION ITEMS

ACTION ITEM	KEY RECOMMENDATION(S)	WHO	TARGET TIMELINE	POTENTIAL RESOURCE(S)
Revise Future Land Use Plan to incorporate ADP recommendations.	<ul style="list-style-type: none"> • Provide Texas College expansion areas. • Provide College-related future expansion areas adjacent to the College. • Embrace mixed-use developments and redevelopment in appropriate areas. • Encourage appropriate development and redevelopment opportunities. • Provide new student housing opportunities. • Protect established neighborhoods. • Create additional housing developments in the Texas College area. 	City	2011	General funding
Develop and adopt an overlay zone district that regulates ADP recommendations and creates design guidelines.	<ul style="list-style-type: none"> • Embrace mixed-use developments and redevelopment in appropriate areas. • Encourage appropriate development and redevelopment opportunities. • Provide new student housing opportunities. • Protect established neighborhoods. • Create an Overlay Zone. • Preserve existing open space and vegetation. • Create district design guidelines as part of overlay zone. 	City	2012	General funding
Create development incentive strategies and marketing materials which support recommended projects.	<ul style="list-style-type: none"> • Provide Texas College expansion areas. • Provide College-related future expansion areas adjacent to the College. • Embrace mixed-use developments and redevelopment in appropriate areas. • Encourage appropriate development and redevelopment opportunities. • Provide new student housing opportunities. • Create additional housing developments in the Texas College area. 	City, EDC, property owners, developers	2012	General funding, EDC funding, Texas College funding, private funding
Work with TISD, Texas College to identify uses and to redevelop the old Griffin Elementary site .	<ul style="list-style-type: none"> • Encourage appropriate development and redevelopment opportunities. 	City, TISD, EDC, Texas College, developers	2012	Grants

SIGNIFICANT ADP ACTION ITEMS

ACTION ITEM	KEY RECOMMENDATION(S)	WHO	TARGET TIMELINE	POTENTIAL RESOURCE(S)
Work with the Neighborhood Services department and local organizations to identify applicable properties and promote existing development assistance programs .	<ul style="list-style-type: none"> Protect established neighborhoods. 	City	2011, Ongoing	General funding, grants, HUD funding, private funding, volunteer services
Updates the zoning map to incorporate ADP recommendations.	<ul style="list-style-type: none"> Create additional housing developments in the Texas College area. Work with property owners to rezone parcels and support future zoning actions that promote the ADP recommendations and master plan. 	City	2011	General funding
Prepare CIP project database sheets for transportation and pedestrian circulation recommendations and enter into the City's project prioritization ranking system.	<ul style="list-style-type: none"> Martin Luther King Jr. Boulevard improvements. 26th Street improvements. Palace Avenue improvements. Grand Avenue improvements. 28th Street extension. 29th Street extension. Tenneha Avenue extension. 	City, Texas College	2011-2012	1/2 cent sales tax funding, developer agreements, assessment districts, Texas College funding, grants
Prepare CIP project database sheets for rerouting Texas College traffic from Loop 323 and renaming Texas College Drive and enter into the City's project prioritization ranking system.	<ul style="list-style-type: none"> Vehicular traffic and pedestrian circulation recommendations. 	City, Texas College, TxDOT	2011-2012	1/2 cent sales tax funding, developer agreements, assessment districts, Texas College funding, grants
Update the Metropolitan Transportation Plan and associated maps to incorporate Hike and Bike Trail designations along Palace Avenue.	<ul style="list-style-type: none"> Vehicular traffic and pedestrian circulation recommendations. 	City	2011	General funding

SIGNIFICANT ADP ACTION ITEMS

ACTION ITEM	KEY RECOMMENDATION(S)	WHO	TARGET TIMELINE	POTENTIAL RESOURCE(S)
Prepare CIP project database sheets for a pedestrian trail and enter into the City's project prioritization ranking system.	<ul style="list-style-type: none"> Link Texas College to Woldert Parks. 	City, Texas College	2011-2012	1/2 cent sales tax funding, developer agreements, assessment districts, Texas College funding
Revise bus service maps and routing.	<ul style="list-style-type: none"> Provide better bus service to Texas College area. 	City	2012	General funding, grants
Provide new bus shelters along Palace Avenue as new routing occurs.	<ul style="list-style-type: none"> Provide better bus service to Texas College area. 	City	2012	General funding, grants
Conduct park assessment and update the park equipment. Explore partnership with Texas College to have shared facility.	<ul style="list-style-type: none"> Woldert Park improvements. T.R. Griffith Park improvements. 	City, Texas College, local org.	2011-2012	General funding, grants, private funding, volunteer services
Work with local organizations to renovate the existing planting area at 34th Street and Carter Boulevard.	<ul style="list-style-type: none"> Improve existing parks. 	City, local org.	2011-2012	General funding, grants, private funding, volunteer services
Prepare CIP project database sheets for district gateway/monument signage and enter into the City's project prioritization ranking system.	<ul style="list-style-type: none"> Intersection of W. Gentry Parkway and MLK Jr. Boulevard. Intersection of Broadway Boulevard and MLK Jr. Boulevard. 	City, Texas College	2011-2012	1/2 cent sales tax funding, developer agreements, assessment districts, Texas College funding
Prepare CIP project database sheets for district secondary/directional/marker signage near the intersection of Lazy Creek Drive along University Boulevard and enter into the City's project prioritization ranking system.	<ul style="list-style-type: none"> Near the intersection of Grand Avenue along MLK Jr. Boulevard. Near the intersection of Palace Avenue along MLK Jr. Boulevard. Near the intersection of 32nd Street along Broadway Boulevard. Near the intersection of 26th Street along Broadway Boulevard. 	City, Texas College	2011-2012	1/2 cent sales tax funding, developer agreements, assessment districts, Texas College funding

SIGNIFICANT ADP ACTION ITEMS

ACTION ITEM	KEY RECOMMENDATION(S)	WHO	TARGET TIMELINE	POTENTIAL RESOURCE(S)
Prepare CIP project database sheets for architectural street light poles and banner poles and enter into the City's project prioritization ranking system.	<ul style="list-style-type: none"> • MLK Jr. Boulevard enhancements. • Grand Avenue enhancements. • Palace Avenue enhancements. • 26th Street enhancements. 	City, Texas College	2011-2012	1/2 cent sales tax funding, developer agreements, assessment districts, Texas College funding
Prepare CIP project database sheets for banner signs on recommended street light poles and banner poles and enter into the City's project prioritization ranking system.	<ul style="list-style-type: none"> • MLK Jr. Boulevard enhancements. • Grand Avenue enhancements. • Palace Avenue enhancements. • 26th Street enhancements. 	City, Texas College	2011-2012	1/2 cent sales tax funding, developer agreements, assessment districts, Texas College funding
Prepare CIP project database sheets for district signage on top of existing street lights and street signs and enter into the City's project prioritization ranking system.	<ul style="list-style-type: none"> • Provide an identifiable district brand that increases Texas College's image and incorporates future developments. 	City, Texas College	2011-2012	1/2 cent sales tax funding, developer agreements, assessment districts, Texas College funding

Meeting Minutes, October 30, 2009

MEETING MINUTES		 FREESE AND NICHOLS	Innovative approaches Practical results Outstanding service
4055 International Plaza, Suite 200 • Fort Worth, Texas 76109 • 817-735-7300 • fax 817-735-7491 • www.freese.com			
PROJECT:	Texas College ADP		
NAME OF MEETING:	Kick-Off Meeting		
RECORDED BY:	Cody Richardson		
DATE:	10-30-09		
LOCATION:	Texas College Campus		
ATTENDEES:	Wendy Shabay, Freese and Nichols (FNI) Alfred Vidaurri, FNI Cody Richardson, FNI Trish Hatley, FNI Clay Evers, FNI Barbara Bass, Mayor of Tyler Ralph Caraway, City of Tyler Councilmen Mark McDaniel, City of Tyler Gary Swindle, City of Tyler Police Department Carter Delleney, City of Tyler Barbara Johnson, City of Tyler Davis Dickson, City of Tyler Barbara Holly, City of Tyler Heather Nick, City of Tyler Tony Filippini, City of Tyler L. Scott Wall, City of Tyler Dr. Dwight J. Fennel, Texas College Johnnnye Jones, Texas College Anthony Meyers, Texas College James Harris, Texas College Cynthia Marshall, Texas College		
<i>The following reflects our understanding of the items discussed during the subject meeting. If you do not notify us within five working days, we will assume that you are in agreement with our understanding.</i>			
ITEM	DESCRIPTION	PRESENTER	
1	Team introductions by Mark McDaniel, Dr. Dwight J. Fennel, and Trish Hatley		
2	Opening Statement: Ran out of housing space this year. 964 current students with 2,500 applications. 116 year old college. New slogan, "Expanding the Vision, Come Grow With Us".	Dr. Dwight J. Fennel	
3	PowerPoint show. Wendy explains history of FNI, purpose of project, project scope, study area, methodology, schedule, and expectations. Mark McDaniel: Area development plan boundary may expand to include Woldert Park. We need to decide very soon.	Wendy Shabay Mark McDaniel	
4	Town and Gown presentation on issues facing college campuses today.	Alfred Vidaurri	

Meeting Minutes, December 14, 2009 (continued)

ITEM	DESCRIPTION	PRESENTER
5	Project communication is setup: Mark McDaniel will be primary contact for City of Tyler, with Barbara Holly. Wendy Shabay will be primary contact for FNI. Would like for the ADP to stay close to Texas College President's office for contacts. FNI will provide monthly status reports.	Wendy Shabay Mark McDaniel Dr. Dwight J. Fennel
6	<p>Dr. Dwight J. Fennel presents views and issues of Texas College surrounding area development plan:</p> <ol style="list-style-type: none"> 1. Safety is number one issue. 2. Only one entrance is a problem both for safety and circulation 3. Concerns about aesthetics of surrounding neighborhood and campus edge 4. Wants to get people to stay in area and to stay on Texas College campus and people need a reason to want to stay. 5. Texas College should have front door, currently no front door image. 6. Potential to take soccer fields and put housing on it. 7. Wants campus identity along MLK Blvd. 8. Would encourage use of blue light safety boxes, not only for their use, but to show surroundings as a safe environment. 9. Would like signage from I-20 to Gentry corridor that connects to college. 10. Major concern about population across the street from campus. Often news stories are incorrectly linked to Texas College. Apartments to the north of Campus are a major concern. Would like better code enforcement for surrounding neighborhoods, such as abandoned cars. 11. Major safety concern with utility poles and overhead lines throughout Texas College campus. 12. Would like to make the campus more pedestrian friendly, better circulation with fewer parking lots. 13. Need more housing around campus. 14. Would like to promote the campus image as education not sports or band only. Baseball field could become student housing. Currently 10 sports at Texas College and would like their facilities to be off campus. Woldert Park holds potential to serve as athletic facilities. Could serve as social retention area. This could promote the health and wellness and provide for an early childhood activities at the park. 	Dr. Dwight J. Fennel
7	Current project with Gentry Pkwy beautification and pedestrian improvements. Street parking is an issue and we are looking at additional bike routes.	Carter Delleney
8	We are looking to remove old housing that is dilapidated and promote housing infill projects.	Barbara Johnson
9	We would like to look at how to implement bike routes with the transportation modes. City provides curb to curb serve for ADA.	Davis Dickson
10	<ol style="list-style-type: none"> 1. T21 provides overlay districts for surrounding neighborhoods. T21 provide two new mixed use categories. 2. Future land use of with mixed use area is great idea. 3. T21 also looked at walkability 4. T21 has two new mixed use districts (high and low intensity mixed use) 	Barbara Holly

Meeting Minutes, December 14, 2009 (continued)

ITEM	DESCRIPTION	PRESENTER
11	<p>1. Excited about thoughts of new housing. 2. Most problems with college students occur when students get away from campus or with non students who attend college events. 3. One entrance to campus is a problem for emergency services.</p>	Gary Swindle
12	<p>Wendy Shabay presents Area Study Survey with three questions:</p> <ol style="list-style-type: none"> 1. What are the issues surrounding Texas College? Discussed earlier. 2. What are the biggest needs surrounding Texas College? <p>Answers from group include:</p> <ul style="list-style-type: none"> • "Marketing", need signage and visibility along Gentry corridor and MLK corridor to bring awareness that Texas College. Also consider signage at Broadway and the Loop. • Lighting • May be opportunity for parking lots along MLK and let students walk to class. This will require bike lanes and sidewalks. • 2/3 of students live off campus. Need affordable housing in area and more student activities around campus. • Better community environment around campus. <p>Question from Alfred Vidaurri: How many students in the future will be at Texas College?</p> <p>Answer from Dr. Dwight J. Fennel: We would like to level off at 1,500 students and then enforce more selective process for applications. All freshmen and sophomores must live on campus. Currently no rec. center or student center. If campus gets new dorms, then old dorms will become administration space.</p> <p>Question from Alfred Vidaurri: If you reach 1,500 students, how many dorm rooms will you need.</p> <p>Answer from Dr. Dwight J. Fennel: We will need 600 beds, currently about 1/3 of that is available. We would like students to live on campus year round.</p> <p>3. If this Area Development Plan could address one item, what would that be?</p> <ul style="list-style-type: none"> • Code enforcement in surrounding neighborhoods. • Maintenance of railroad track. • Campus signage • Development of Woldert Park with urban trail link to Texas College campus. 	Wendy Shabay Alfred Vidaurri Dr. Dwight J. Fennel
13	<p>Would like this ADP to stay close to President's office for contacts. Texas College could help facilitate meetings with surrounding neighborhoods.</p> <p>One other issue for campus firewall and wireless internet spilling out into surrounding neighborhoods.</p>	Dr. Dwight J. Fennel

Meeting Minutes, December 14, 2009 (continued)

ACTION ITEMS			
WHAT	WHO	WHEN	STATUS
1. Provide names of organizations/stakeholders who should participate in upcoming data gathering meeting. May include surrounding businesses, neighborhoods, students, student organizations, staff, and faculty.	City of Tyler, Texas College	ASAP	
2. Prepare meeting minutes	FNI	ASAP	Complete
3. Provide meeting attendance sheet	FNI	ASAP	Complete
4. Decide on study boundary, may include Woldert Park	City of Tyler	ASAP	

Meeting Minutes, December 14, 2009

MEETING MINUTES		Innovative approaches Practical results Outstanding service
 FREESE AND NICHOLS 4055 International Plaza, Suite 200 • Fort Worth, Texas 76109 • 817-735-7300 • fax 817-735-7491 • www.freese.com		
PROJECT:	Area Development Plan	
NAME OF MEETING:	Texas Department of Transportation	
RECORDED BY:	Cody Richardson	
DATE:	12-14-09	
LOCATION:	Texas Department of Transportation, Tyler Office	
ATTENDEES:	Wendy Shabay, Freese and Nichols (FNI) Kevin St. Jacques, FNI Cody Richardson, FNI Clay Evers, FNI Mark McDaniel, City of Tyler Barbara Holly, City of Tyler Tony Filippini, City of Tyler Randy Hopmann, Texas Department of Transportation Jeffrey Harmon, Texas Department of Transportation Glenn H. Green, Texas Department of Transportation	
<i>The following reflects our understanding of the items discussed during the subject meeting. If you do not notify us within five working days, we will assume that you are in agreement with our understanding.</i>		
ITEM	DESCRIPTION	PRESENTER
1	Team introductions	Wendy Shabay Glenn H. Green
2	Background explanation for two Area Development Plans	Mark McDaniel
3	Outline project of Area Development Plans: • Purpose of the project • Project scope • Land Use and Zoning • Transportation and Pedestrian Connections (this is where we need input from TxDOT) • Environmental/ Aesthetic Enhancements • Outline of study area boundaries • We will need TxDOT input on plans for roadway expansions, plans for area around colleges, landscape guidelines, constraints or limitations, and signage/gateway standards	Wendy Shabay
4	Question (Randy Hopmann): How where the study area boundaries determined? Answer (Mark McDaniel): By working with the colleges and looking to create opportunity to build cohesive neighborhoods. We wanted to hear from area residents about the neighborhood and college. This is also an opportunity for colleges to share their expansion plans.	Mark McDaniel Randy Hopmann
5	There are no roadway expansion plans for the two areas. University Boulevard does taper down to four lanes east of Old Omen Road all the way to Highway 64.	Glenn H. Green

Meeting Minutes, December 14, 2009 (continued)

ITEM	DESCRIPTION	PRESENTER
6	Always looking at safety as number one priority. Nothing is planned for these areas.	Randy Hopmann
7	Question (Barbara Holly): Can we apply for Safe Routes to School funding for higher education facilities? Answer (Randy Hopmann): Not sure.	Barbara Holly Randy Hopmann
8	Restrictions: TxDOT does not pay for maintenance and operation cost of landscape material. Occasionally have funding for landscaping in Tyler but usually associated with air quality issues. TxDOT is concerned with landscape in regards to safety and maintenance. TxDOT will require sight distance safety. Irrigation systems (water) can damage roadways.	
9	Would like no trees in medians and low growing landscape material. Question (Wendy Shabay): What about elements outside of medians? Answer (Randy Hopmann): Goes back to policies. TxDOT can install pedestrian elements such as architectural lighting. However, City will be required to take over maintenance and operation cost.	Randy Hopmann Wendy Shabay Randy Hopmann
10	Question (Wendy Shabay): Right now, are there any funded projects in the study areas? Answer (Randy Hopmann): Only Gentry Parkway section. Question (Wendy Shabay): What about signage? Answer (Randy Hopmann): We can do the typical green signs with white letters now. But TxDOT doesn't like to "bread crumb" the signs all the way down the road every quarter mile. Question (Wendy Shabay): What about Gateway signage, monument signs? Answer (Randy Hopmann): We do not participate in cost of these types of signs. But may allow in right of way, often utilities will dictate location of monument signs. TxDOT's first preference is to have monument signs outside of right of way.	Wendy Shabay Randy Hopmann
11	Question (Wendy Shabay): As UT Tyler expands and if mixed use center is across from campus on the south side, then can we put in crosswalks similar to the one found on Old Omen Road? Answer (Randy Hopmann): Major pedestrian movement needs to be at major intersections. TxDOT can help with signal timing.	Wendy Shabay Randy Hopmann
12	Question (Randy Hopmann): Are there plans to link UT Tyler area to Texas Junior College? Answer (Mark McDaniel): We should look at potential connection.	Randy Hopmann Mark McDaniel
13	Question (Randy Hopmann): We have no funding on the radar for these areas, where will the funding come from? Answer (Wendy Shabay): In terms of the studies, we will create implementation matrix with identified funding options. Statement (Randy Hopmann): Colleges should be included in funding for area.	Randy Hopmann Wendy Shabay
14	Question (Randy Hopmann): What about public transportation routes for the area? Answer (Barbara Holly): The City is currently in process of doing a route study and will include the college students.	Barbara Holly Randy Hopmann

Meeting Minutes, December 14, 2009 (continued)

ACTION ITEMS			
WHAT	WHO	WHEN	STATUS
1. Send Area Development Plan maps to Texas Department of Transportation	FNI		
2. Prepare meeting minutes	FNI		
3. Provide meeting attendance sheet	FNI		
4. Send plans for Gentry Parkway for examples of landscape standards.	TxDOT		

Meeting Minutes, February 18, 2010

MEETING MINUTES		 FREESE AND NICHOLS	Innovative approaches Practical results Outstanding service
4055 International Plaza, Suite 200 • Fort Worth, Texas 76109 • 817-735-7300 • fax 817-735-7491 • www.freese.com			
PROJECT:	Texas College Area Development Plan		
NAME OF MEETING:	Stakeholder Meeting		
RECORDED BY:	Cody Richardson		
DATE:	2-18-10		
LOCATION:	Boys and Girls Club of East Texas		
ATTENDEES:	(17 Total) City of Tyler Councilmember and Staff Texas College Administration and Staff Texas College Area Development Plan Stakeholders Freese and Nichols Planning Team Members		
<i>The following reflects our understanding of the items discussed during the subject meeting. If you do not notify us within five working days, we will assume that you are in agreement with our understanding.</i>			
ITEM	DESCRIPTION	PRESENTER	
1	Meeting kick off by City Councilmember Ralph Caraway	Ralph Caraway	
2	Team Introductions, PowerPoint show: Explained how this Area Development Plan is a response to Tyler 21 Comprehensive Plan.	Trish Hatley	
3	PowerPoint show: Explained purpose of project, project scope, study area, baseline analysis and project boundary. Wendy also provided examples of issues and solutions associated with Land Uses, Transportation, Pedestrian Circulation, Aesthetic Enhancements and Neighborhoods for areas around college campuses.	Wendy Shabay	
4	Breakout Sessions: Wendy explained purpose of meeting breakout session which was to have smaller groups talk about study area at individual tables. Groups discussed land use, transportation and aesthetic enhancements. Groups were given a three part survey to complete and study area maps on which they identified opportunities and constraints.	Wendy Shabay	
5	Survey responses to Land Use: 1. What opportunities are there for new restaurants, retail, parks and service businesses in the study area? <ul style="list-style-type: none"> • Need to explore opportunities with vacant lots • Need restaurants, retail, park amenities • Need place for families to go, entertainment options, no good restaurants in the area, there is an abundance of single family homes but no restaurants, limited stores, need laundry mat, most people travel to south Tyler for restaurants and retail, need amenities for small children • Need restaurants, entertainment, retail, services, movie theater, skating facility, maybe bowling alley, need student housing and small local businesses (not chain stores) • Need to develop Texas College property by MLK Boulevard, potential for this area to become athletic facility but would need to close a street. • Opportunity at Woldert Park for more uses and for College uses, Potential for Phase 2 of Glass Center • Redevelopment potential for Griffin Elementary School. This old facility could be something 		Stakeholders

Meeting Minutes, February 18, 2010 (continued)

ITEM	DESCRIPTION	PRESENTER
	<p>unique.</p> <ul style="list-style-type: none"> • Need to redevelop apartments north of Texas College. • Use Grand Avenue as a gateway • Joint library with College and community • Community Center or Outreach Center • Need businesses that are similar to those at south Tyler so residents don't have to travel. 	
6	<p>Survey responses to Land Use: 2. Are there current land uses that hinder the vitality or need improvement?</p> <ul style="list-style-type: none"> • Appearance of existing neighborhoods • Need to spread out development into neighborhoods, need infill project • Limited lighting and aesthetics for gateway and pedestrian travel • Businesses on Gentry Avenue • Drainage issues around 30th Street and railroad, 24th Street drainage issues • Abandoned homes • Code enforcement issues with existing homes and area • No amenities for small children • Image of area and drainage • Parks in disrepair, need aesthetic enhancements for future land uses, district standards • Griffin Elementary School building can be used as future facility after new school is built. 	Stakeholders
7	<p>Survey responses to Land Use: 3. What new land uses will capture and maintain a student base?</p> <ul style="list-style-type: none"> • Services, retail, coffee shops, sandwich shops, student housing • Use college brand/logo on new development to create area or district • Neighborhood identity to connect to Texas College • Community Center • Shared Facilities with community • Ingress/egress off Confederate Ave, or Ross Ave. • Park, Athletic Club, Work Out Facilities, Coffee Shop, Walking trails, pharmacy • Community partnership with College students and small children of the area, after school program, mentoring program • Community outreach center, library, public lecture hall, student housing, coffee shop, student services 	Stakeholders
8	<p>Survey responses to Transportation and Pedestrian Circulation: 1. Do the current roadways adequately serve vehicles? Pedestrians? Bicyclists?</p> <ul style="list-style-type: none"> • No, need street improvements • Need sidewalks for children and college students • Some east-west street don't connect across drainage channel • Limited marked bike lanes, MLK needs sidewalks • Review bus routes 	Stakeholders
9	<p>Survey responses to Transportation and Pedestrian Circulation: 2. What are the opportunities for transportation and pedestrian circulation improvements?</p> <ul style="list-style-type: none"> • Need sidewalks everywhere 	Stakeholders

Meeting Minutes, February 18, 2010 (continued)

ITEM	DESCRIPTION	PRESENTER
	<ul style="list-style-type: none"> • More bus shelters • Walking trails • Bike trails • Need sidewalk to new developments • Need to connect college student to downtown • Need to connect college student to park • Need walks around middle and elementary school 	
10	<p>Survey responses to Transportation and Pedestrian Circulation: 3. How do we create a more pedestrian friendly environment?</p> <ul style="list-style-type: none"> • Landscape, signage • Sidewalks, walks around schools • More sidewalks, bikes trails • Connect college students to new developments 	Stakeholders
11	<p>Survey responses to Aesthetic Enhancements and Neighborhoods: 1. What are ideas to create a district?</p> <ul style="list-style-type: none"> • Use college logo, name and brand to create district. Could use logo on new buildings outside of campus. • Tie neighborhoods together, create businesses that caters to area/residents needs • “Texas College” district, signage, signage like other Tyler district on street signs • Have Texas College signage at all major area development plan intersections or at edges, landscape enhancements • Signage and new sidewalks 	Stakeholders
12	<p>Survey responses to Aesthetic Enhancements and Neighborhoods: 2. How would you protect established neighborhoods?</p> <ul style="list-style-type: none"> • Need signage for district • Code compliance associated with noise and appearance • Create fridge businesses, get resident input on their future ideas for land uses, build up or repair homes within the boundary • Clean up trees in area 	Stakeholders
13	<p>Breakout groups presented their findings. Below list general comments about opportunities and constraints recorded by Freese and Nichols:</p> <ul style="list-style-type: none"> • Need lighting and landscape on roadways, especially MLK and Grand • Need to widen roads • Need signage for Texas College • Repair dilapidated housing • Need better code enforcement • Need alternative housing for students • Need to study transit system and shelter locations • Improve transit for walking population • Limited parking options • Neighborhood drainage is an issue and tree maintenance is an issue • Need family entertainment options 	Stakeholders

Meeting Minutes, February 18, 2010 (continued)

ITEM	DESCRIPTION	PRESENTER
	<ul style="list-style-type: none"> • Need to create a district with signage and Texas College signage at major intersections • Limited restaurant options in area • Limited retail and service options in area • Need better student housing outside of campus • Parks need updated amenities such as play systems for small children • Reuse Griffin Elementary as gym or library • Provide egress and ingress to campus • Promote shared facilities with College and community • Use zoo as classroom for College and schools • Use mixed use type developments • Texas College has immediate need for housing • Need sidewalk in the area • Need distinctive signage 	

ACTION ITEMS			
WHAT	WHO	WHEN	STATUS
1. Prepare meeting minutes and sign-in sheets for distribution.	FNI		

Meeting Minutes, April 13, 2010

MEETING MINUTES		 FREESE AND NICHOLS		Innovative approaches Practical results Outstanding service																																							
4055 International Plaza, Suite 200 • Fort Worth, Texas 76109 • 817-735-7300 • fax 817-735-7491 • www.freese.com																																											
PROJECT:	Texas College Area Development Plan																																										
NAME OF MEETING:	Student Focus Group Meeting																																										
RECORDED BY:	Cody Richardson																																										
DATE:	04-13-10																																										
LOCATION:	Texas College Campus																																										
ATTENDEES:	(10 Total) Cody Richardson, Freese and Nichols Barbara Holly, City of Tyler Texas College Students (8)																																										
<p><i>The following reflects our understanding of the items discussed during the subject meeting. If you do not notify us within five working days, we will assume that you are in agreement with our understanding.</i></p>																																											
ITEM	DESCRIPTION			PRESENTER																																							
1	Meeting kick off by Cody Richardson, introduction of students to group by individual student, introduction of Barbara Holly			Multiple																																							
2	PowerPoint show: Cody explains the background of the project, project study area, purpose of the project and project scope.			Cody Richardson																																							
3	<p>PowerPoint Show-Student Survey: Cody Richardson conducted a student survey for the Texas College study area. Students were shown a series of slides totaling 13 questions and asked to response on answer sheets they were provided.</p> <p>Survey Results:</p> <p>Question #1 How do you typically commute to campus?</p> <table border="1"> <thead> <tr> <th></th><th>Walk</th><th>Bike</th><th>Car</th><th>Bus</th><th></th></tr> </thead> <tbody> <tr> <td>Responses</td><td>0</td><td>0</td><td>8</td><td>0</td><td>total 8</td></tr> <tr> <td>Percent</td><td>0%</td><td>0%</td><td>100%</td><td>0%</td><td>100%</td></tr> </tbody> </table> <p>Question #2 How far do you travel to reach the Texas College Campus?</p> <table border="1"> <thead> <tr> <th></th><th>5 minutes</th><th>10 minutes</th><th>15 minutes</th><th>20 minutes</th><th>Over 20 minutes</th><th></th></tr> </thead> <tbody> <tr> <td>Responses</td><td>0</td><td>2</td><td>5</td><td>0</td><td>1</td><td>total 8</td></tr> <tr> <td>Percent</td><td>0%</td><td>25%</td><td>63%</td><td>0%</td><td>13%</td><td>100%</td></tr> </tbody> </table>				Walk	Bike	Car	Bus		Responses	0	0	8	0	total 8	Percent	0%	0%	100%	0%	100%		5 minutes	10 minutes	15 minutes	20 minutes	Over 20 minutes		Responses	0	2	5	0	1	total 8	Percent	0%	25%	63%	0%	13%	100%	Cody Richardson, student participation
	Walk	Bike	Car	Bus																																							
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Percent	0%	25%	63%	0%	13%	100%																																					

Meeting Minutes, April 13, 2010 (continued)

ITEM	DESCRIPTION						PRESENTER
	Question #3 How far would you be willing to walk from the Texas College campus to reach a restaurant or store?						
		<input type="checkbox"/>	total				
	Responses	5	3	0	0	0	8
	Percent	63%	38%	0%	0%	0%	100%
	Question #4 How far would you prefer to live from the Texas College campus?						
		<input type="checkbox"/>	total				
	Responses	2	2	2	2	0	8
	Percent	25%	25%	25%	25%	0%	100%
	Questions 5-13	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
	Question #5 I have a positive general impression of the Texas College study area.						total
	Responses	0	2	3	3	0	8
	Percent	0%	25%	38%	38%	0%	100%
	Question #6 The Texas College area provides desirable student housing options.						total
	Responses	0	0	3	2	3	8
	Percent	0%	0%	38%	25%	38%	100%
	Question #7 The Texas College area is attractive and offers an appealing first impression?						total
	Responses	0	0	0	4	4	8
	Percent	0%	0%	0%	50%	50%	100%

Meeting Minutes, April 13, 2010 (continued)

ITEM	DESCRIPTION						PRESENTER
	Question #8 The Texas College area offers exterior gathering spaces that are attractive and provide a relaxing place to meet, study or socialize.						total
	Responses	0	1	1	2	4	8
	Percent	0%	13%	13%	25%	50%	100%
	Question #9 I currently use Woldert Park.						total
	Responses	0	0	1	0	7	8
	Percent	0%	0%	13%	0%	88%	100%
	Question #10 The Texas College area has limited conflicts between vehicular and pedestrian movements.						total
	Responses	1	1	2	2	2	8
	Percent	13%	13%	25%	25%	25%	100%
	Question #11 The Texas College area needs more restaurant, retail and services for students.						total
	Responses	6	2	0	0	0	8
	Percent	75%	25%	0%	0%	0%	100%
	Question #12 The Texas College area needs more student housing options.						total
	Responses	7	1	0	0	0	8
	Percent	88%	13%	0%	0%	0%	100%
	Question #13 The Texas College area provides safe pedestrian circulation options such as sidewalks and bike routes.						total
	Responses	0	0	0	2	6	8
	Percent	0%	0%	0%	25%	75%	100%

Meeting Minutes, April 13, 2010 (continued)

4	<p>Student Survey Results; Question 14: What is the greatest feature about the Texas College study area?</p> <p>Responses:</p> <ul style="list-style-type: none"> • Caldwell zoo, Mall, Computer Services, Restaurants, Hospitals • In my opinion Caldwell Zoo is the best thing there is to offer in this area. • I think that the glass building is the greatest feature about the area. • The College is set apart from the community • Caldwell zoo • Wireless internet, Computer services, Available tutoring, Access to bookstore for studying • Currently the greatest feature in the study area is the Student Union building located on campus and the Glass Building. • The greatest feature is probably the Caldwell Zoo. We have a brand new Student Union building that has been great for the student body to relax and interact with each other. I hope that we can have more great additions. 	Students
5	<p>Student Survey Results; Question 15: What is the biggest issue facing the Texas College study area?</p> <p>Responses:</p> <ul style="list-style-type: none"> • None • The fact there are no fast food areas, no convenient stores, or areas for general shopping within walking distance of the institution and community really hurts this area. • I feel that crime is the biggest issue facing the Texas College study • I think the study area needs to be more campus friendly • Not enough features in area, more retail, more restaurants, wal mart, ect. • Many students do not have knowledge about what is in the study area because of limited transportation. We need a shuttle bus. • The study area is not student friendly. The restaurants are limited, there aren't any good attractions or areas for students to hang out. There aren't any sidewalks and there isn't any student housing except for the dorms. • The stereotype that police officers and Tyler, Texas residents have about North Tyler. It's frustrating to hear nothing but negative reviews about our campus and North Tyler when in fact there is great people. 	Students
6	<p>Student Survey Results; Question 16: When you come back as alumni in 10 years, what would you like the Texas College area to look like?</p> <p>Responses:</p> <ul style="list-style-type: none"> • Separate buildings on campus for church services. • Bright vibrant, inviting areas or place that students and the community would actually be proud to call home. Better housing and more community involvement between Texas College and the North Tyler area. More things for students without cars to do besides sit on campus and count leaves on a tree, Change this environment. • I would like this area to look more like south Tyler 	Students

Meeting Minutes, April 13, 2010 (continued)

	<ul style="list-style-type: none"> • I would like to see a community that embraces the college campus and a campus that extends beyond the gates. • Nicer, features to bring you over to this side of town, things to do with Texas College, Mainly just a nicer area, more to do, growth of campus and development of area. • A cleaner environment, more sidewalks, more advertising for what the Texas College area has to offer. • I would like Texas College study area to be filled with exciting features such as movies, arcades, mall, shopping, restaurants and fraternity and sorority houses. I would also like to see a pedestrian friendly study area that allows people to walk and use bicycles without the fear of being harmed. I would also like to see more student housing, including but not limited to dorms, houses, and apartments. • I would love to see this campus grow ten times as what it's today. I want this campus to be respected and well known just as the other institutions in Tyler. With that said, what I most want to see in 10 years is for my campus to be taken seriously. I want Texas College to be beautiful, appealing and welcoming. 	
7	<p>The final exercise of the focus group meeting was to have a general open discussion to gain knowledge of the student's perspectives in regards to lands uses, concerns, needs, aesthetics, transportation, how they use the area, district themes and future developments. The following are general planning team observations based on the student's open discussions:</p> <ul style="list-style-type: none"> • Most students live in South Tyler • Most students travel to South Tyler to shop, eat and enjoy entertainment • Students desire more restaurant and retail close to campus • Students believe the surrounding neighborhoods have a negative image that reflects poorly on Texas College. Students believe the college should serve the surrounding community. • Students desire better housing options near campus. • Students don't use the city bus system. • Students would like to work near campus. • Students living on campus must leave in car to get food and services. • Students want entertainment, studying and hang out places near campus. • Students believe Texas College is not known throughout the community and needs to have better and more visible image in the area. • Students feel Tyler residents have very little reasons to visit North Tyler. • Students feel that a district could be created in the area with Texas College as the focus. They feel the new district should include historic architectural features found in the area as a theme and to expand the Texas College image throughout. The new district should have banners, signs, walks, lighting, new stores and restaurant. • New development should be focused on student needs. • Desire for entertainment options in the area. • Students have concerns about safety in the area. They feel lighting would help this out. • Students believe Texas College should offer partnership with surrounding community such as daycares, mentoring or other programs to serve the community. • Students feel the image of North Tyler could be improved with new development around Texas College. • Students see direct link between surrounding community/neighborhoods and Texas College. Texas College needs larger presents in community. Students want to express school pride in the area. 	Multiple

Meeting Minutes, April 13, 2010 (continued)

	<ul style="list-style-type: none">• Generally, students agreed campus expansion and new development should occur adjacent to campus and at Grand and MLK Boulevard.• Student thing Texas College needs stronger presents on MLK Boulevard, especially the sports fields.• Students think the campus is hard to find for visitors.• Student focus group had concerns about apartment complex just north of campus.	
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