



# ROSE COMPLEX MASTER PLAN

TYLER TEXAS      30 JUNE 2017



# ACKNOWLEDGMENTS

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Martin Heines	Mayor
Linda Sellers	District 1 - Central
Darryl Bowdre	District 2 - West
Ed Moore	District 3 - Northwest
Don Warren	District 4 - Northeast
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## CITY STAFF

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Ed Broussard	City Manager
Stephanie Franklin	Managing Director of Culture, Recreation and Tourism Services
Carter Delleney, PE	City Engineer
Keidric Trimble,	Chief Financial Officer
Leanne Robinette	Manager of Tourism Facilities and Community Beautification
Heather Nick, AICP	Planning Director / MPO
Jose Parga	Rose Garden Superintendent
Julie Goodgame	Communications

## CONSULTANT TEAM

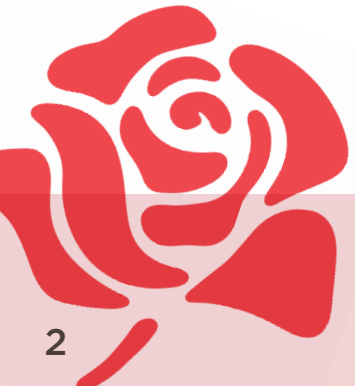
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### *HALFF Associates*

Rick Leisner, AICP, ASLA	Project Director
Lenny Hughes, PLA	Principal-in-Charge
Lauren Patterson	Planner/Landscape Designer
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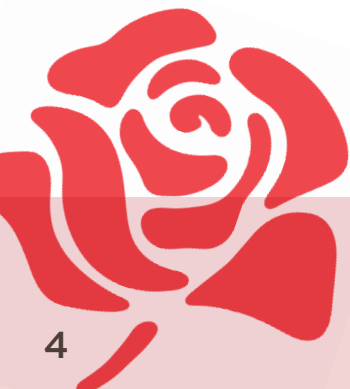


## ROSE COMPLEX MASTER PLAN STEERING COMMITTEE

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Kevin Eltife, Chairman	University of Texas System Board of Regents	Preston Smith	East Texas State Fair
Martin Heines	Mayor	Ronny Anderson	Friends of the Mayfair
Ed Broussard	City Manager	Marty Crawford	Tyler ISD Superintendent
Don Warren	City Council Member	Tim Loper	Director of Facilities for Tyler ISD
Linda Sellers	City Council Member	Sandy Shepard	Parks Board Chair
Darryl Bowdre	City Council Member	Jeff Shirley	East Texas Lodging Association President
Mike Metke	Tyler Junior College President	Stephanie Franklin	Managing Director of Culture, Recreation & Tourism, City of Tyler
Tim Drain	Tyler Junior College Athletics Director	Leanne Robinette	Manager of Tourism Facilities & Community Beautification, City of Tyler
Liz Ballard	Rose Festival	Julie Goodgame	Manager of Communications, City of Tyler
Brian Ballard	Rose Festival	Carter Delleney	City Engineer, City of Tyler
Shari Lee	General Manager/Vice President Visit Tyler	Bill Hicks, PE	Halff Associates, Inc.
Cindy Smoak	SPORTyler President	Rick Leisner, AICP, ASLA	Halff Associates, Inc.
John Sykes	East Texas State Fair President	Mark Priestner	Planning Concepts
Deanna Hargrove	Tyler Civic Theatre Manager		

A special thanks goes to the many residents of Tyler, Rose Garden and complex stakeholders, business owners, community leaders and others for their time and input into this master plan. The following individuals are recognized for their significant contributions to the preparation of the Rose Complex Master Plan.



#### **PHOTO IMAGE DISCLAIMER**

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# TABLE OF CONTENTS



1	INTRODUCTION.....	6
2	STAKEHOLDER ENGAGEMENT.....	8
3	GOALS & DIRECTION.....	10
4	SITE ASSESSMENT.....	14
5	MASTER PLAN SCENARIOS.....	20
6	MASTER PLAN.....	22
7	IMPLEMENTATION.....	40
8	APPENDIX	



# 1

## INTRODUCTION

### PROJECT DEFINITION

This master planning project is a study to determine the appropriate use of the Tyler Rose Complex site and identify improvements to raise the quality of the property. This site is important to the citizens of Tyler and a regional destination for the State of Texas. Centered within the city, this site is “where the community comes together”.

The enjoyment of Texas roses in Tyler is also a state-wide and even a national opportunity. As America’s largest Rose Garden, “The Tyler Rose” provides a tremendous marketing opportunity for this site and all of its venues.

Halff Associates, Inc. (Halff) was selected by the city to develop a master plan for this set of facilities, uses, and owners. The planning time-frame was identified from September 2016 to June of 2017, roughly ten (10) months.

Through the planning process Halff defined the current uses and developed expansion options for all activities within the study limits. This study included the following facilities:

Harvey Hall | Rose Garden Center |  
Mayfair Theatre | Windsor Grove Park |  
Tyler Civic Theatre | TJC Mike Carter Ballfield  
TISD Rose Football Field |  
Rose Garden - Maintenance Complex |  
East Texas State Fairground & Buildings |  
City of Tyler Fire Administration Building |  
City of Tyler Fire Training Facility

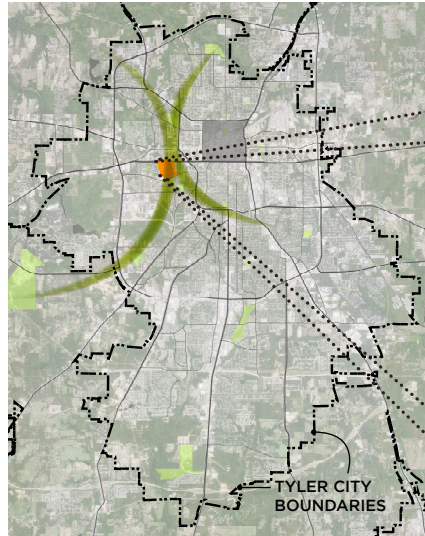


# STUDY AREA

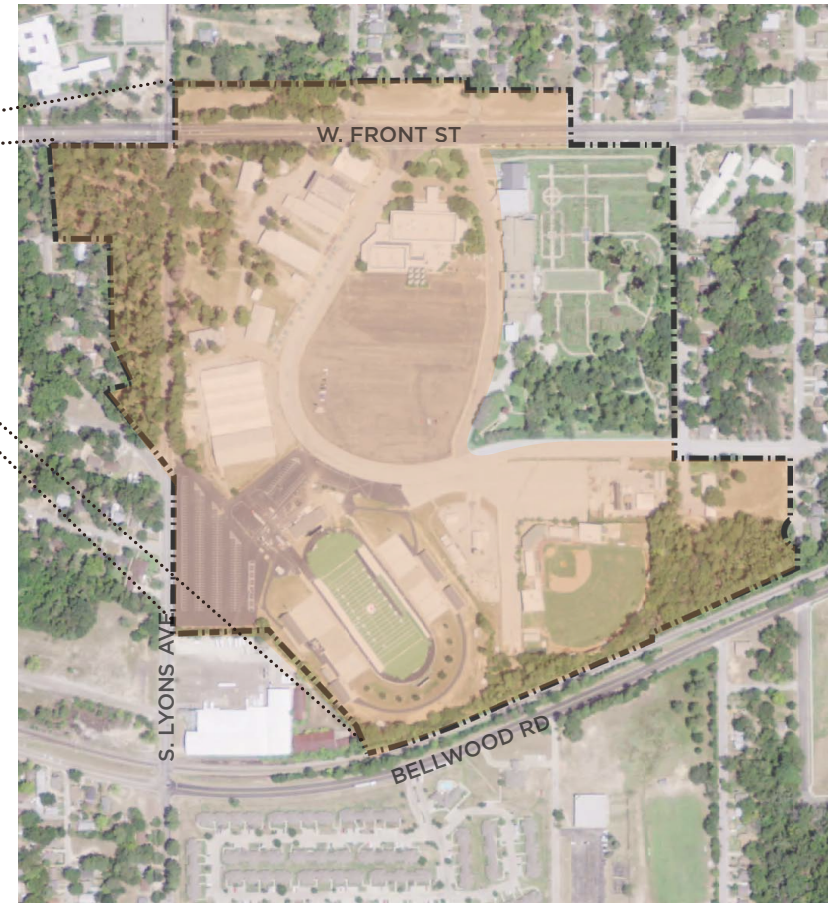
The focus area, which is primarily owned by the City of Tyler, is approximately 66.2 acres in size. The focus/study area is shown in the site map on the right. This includes some land in right-of-way (ROW) for three public streets: West Front Street, West Houston Street and South Lyons Avenue. South Lyons currently separates the study area from Windsor Grove Park which is a component of the plan. Including the Rose Gardens the general size of the entire site is 86.6 acres.

This unique park amenity is located east of downtown and is one of the larger parks within Loop 323. The site is located at the top of a hill and therefore has positive surface drainage in almost all directions. A majority of visitors that drive to the site arrive via West Front Street. If people are arriving for a sporting event they may also use Bellwood Road to South Lyons to access the park. It has good locational accessibility from the major thoroughfares and is connected through the local bus network.

In summary, the study area has excellent access for the community and visitors from outside Tyler and East Texas. Further history and site context for the Rose complex and surrounding zones are summarized in Appendix A.



CONTEXT MAP



SITE MAP





## STAKEHOLDER ENGAGEMENT

The city desired easy and open access to all citizens during the planning process. With that goal, there were a variety of methods given for the community to provide input for the master plan. The steering committee, stakeholder interviews, design charrette, public input meetings, and a project website all helped define the direction of the master plan. Findings are summarized in chapter 3, and a detailed analysis is provided in Appendix B.

## STEERING COMMITTEE

The consultant team met with the Steering Committee each month to review tasks completed and upcoming work items. The committee was made up of representatives of the facilities located on the Rose Complex site. This allowed for an open and continuous level of discussion over issues and opportunities as presented. All of the facilities members provided input related to their facility and its use on the site. All facilities members also participated toward the upgrade and betterment of this important park amenity for the good of Tyler. The Chairman for the committee was past Tyler Mayor and Texas State Senator Kevin Eltife. Kevin ran the steering committee with a steady professional hand providing direction and access to decisions.

# 2 STAKEHOLDER ENGAGEMENT

# STAKEHOLDER INTERVIEWS

The Halff team conducted thirty individual 30-minute interviews with key representatives in the community that have had firsthand experience with the Rose Complex Master Plan site. Individuals had a variety of knowledge with all aspects of the planning, management and promotion of the site. All major facilities on the site including; Tyler Civic Theatre, Tyler Junior College, TISD, The Rose Gardens, East Texas State Fair and City of Tyler was interviewed. These private interviews were to solicit and understand past history and explore new development opportunities. The results of those interviews found that creating a community cultural destination was a primary desire for all organizations

on site. The primary findings from those interviews and public input are summarized in word diagram below.

The survey found that the primary usage of the site was very equally split among all the groups and facilities. Every group/facility had very active use throughout different seasons of the year and all had a variety of needs. The main finding from the interviews showed that physical space limitations hindered many components of each organization. Parking, access, circulation, connectivity, and identity were major needs for all groups within the Rose Complex. The primary findings are summarized in further detail in Appendix B.



Primary Desires For Rose Complex Site From Stakeholder/Public Interviews

# WEBSITE

The city built a web site for 24/7 access to information on the project. Details on meeting schedules and results from community public meetings were uploaded to the site for use by Tyler citizens. The web site address was: <http://parksandrec.cityoftyler.org/ParksSpecialProjects/RoseComplexMasterPlan> The web site was live during the entire planning process for the project.

# PUBLIC MEETINGS

Three public meetings were held to get input on what the community wanted for the site. Each meeting was held at different stages of the project to get accurate feedback on the site needs/direction. The first public meetings provided public input on the existing conditions of the site and helped layout the goals and wants of the community. Then a design charrette was held to get public input on how the site could be laid out. The second public meeting went over design alternatives from the initial public/stakeholder feedback. This meeting narrowed down site desires and identified important site constraints. The third public meeting went over the final design strategy and reviewed the extents of the project. A summary of the public meeting findings are in Appendix B.





## PROJECT DIRECTION

The city has provided a strong direction for extensive opportunities for citizens, stakeholders and concerned individuals to be able to provide input during all phases of this open master planning process. Through the many venues noted on previous pages the following set of comprehensive goal statements were developed. These goals helped to provide a level of direction to the Halff team during the establishment of physical plan scenarios.

Appendix C contains an extensive summary of the main collective vision of what the stakeholders and the community desire for the Rose Complex.

## 3 GOALS & DIRECTION







# STAKEHOLDER CONCERNS/NEEDS

These are a list of needs as defined by the current facility stakeholders. This list was summarized from interviews and meetings and is representative of all major components on the Rose Complex site.

## VISIBILITY/CONNECTIVITY

- Streetscape along Front Street needs help
- Complex needs more visibility
- Needs more cultural/organization relationship to city
- Complex lacks organization
- Opportunity to utilize its great location within Tyler
- Site was built piece meal fashion - needs organization/connectivity
- No connection to surrounding neighborhood
- Entrances need wow factor/direction

## BEAUTIFICATION/ENHANCEMENT

- More greenery needed - area dominated by concrete.
- Park like environment needed throughout
- Create a showplace for community
- Complex has poor/down trodden feeling
- Complex needs identity and consistency
- Enhanced internal streetscapes needed
- Nature park needs renovation & integration
- Entire site needs to be beautified/green/landscaped

## CIRCULATION/FUNCTIONALITY

- Needs to be year round venue
- Areas where people can sit/walk/gather/relax
- Pedestrian circulation & environment of park needs help
- All uses/buildings need more parking
- Vehicular circulation/access is poor
- Limited connections between land uses
- Piecemeal site organization needs reorganizing
- Consistent signage and identity
- More amenities needed for visitors to stay longer
- ADA accessibility problem for all venues

## ACTIVITY/LAND USE

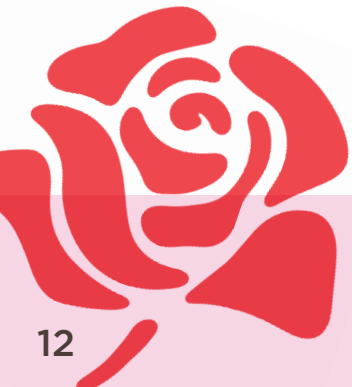
- Opportunity for night life - food trucks/concerts
- Fire training/park maintenance non-compatible use for site
- Want to see site daily use activities
- Rose expansion opportunity: arboretum/botanical garden
- Park programming for greater use of site
- Economic impact...Best use of site?
- East TX State Fair needs more room
- Harvey Hall offers size & economy of space that Tyler needs
- Convention center has potential for economic growth
- More community/Neighborhood amenities needed

## CULTURAL/HISTORICAL

- Perfect opportunity for cultural destination with existing cultural amenities
- Wow factor needed
- Incorporate history/culture throughout site
- City is regional destination
- Sports history - Earl Campbell Museum and Hall of Fame opportunity
- Mayfair (Elvis) building tied to music history

## PHYSICAL SITE NEEDS

- Dining opportunities for park - dinner theater, food trucks, etc.
- Softball stadium needed
- Restaurants/coffee shops/local business could be on site
- Need an outdoor theater
- More Parking
- More space for all facilities
- Harvey Hall needs major upgrades
- Food is needed to allow daily use activities and multiple destination functions
- Need more meeting rooms - Tyler is overbooked for many facilities
- Need 12-15 break out rooms and 50,000 sf meeting space (Harvey)
- Mayfair needs legal and safety upgrades to hold events



# RESOURCES

These are a list of primary important resources and uses as defined by the current facility stakeholders.

- Athletics are great asset
- Mayfair has great history and opportunity for culture
- Harvey should be a better neighborhood facility
- Whole site needs upgrades for future
- Opportunity for future entertainment district
- Convention center key to the community
- Rose Garden great amenity
- Complex is a place to draw people to Tyler
- East TX athletic museums - history of sports
- Rose theme is opportunity for all venues
- Comfort/shade/quality needs improvement
- Rose Garden symbol of Tyler & reflected in community
- Rose Garden place where Tyler gathers - hub of city
- Rose Complex is gem of community

# VISION

These are a list of primary needs and vision statements as defined by the current facility stakeholders.

- Dining opportunities for park - to support all facilities
- Restaurants/coffee shops/local business could be on site
- Complex needs identity and consistency
- Need daily activities to site - food is good opportunity
- Family weekend hot spot
- Beautiful/green/landscaped park destination
- Convention center has potential for economic growth
- Opportunity for Convention Center to accommodate all Tyler's needs - larger and more efficient
- Regional destination
- Sports history - Earl Campbell Museum and Hall of Fame opportunity
- Mayfair (Elvis) building tied to music history
- Opportunity to relocate fire
- WOW factor
- Daily community park destination





## SITE ANALYSIS

The physical site has many activities and community events that take place within the limited site boundaries.

Circulation, physical structures, topography, drainage, vegetation, aesthetic quality, vehicular pavement, pedestrian amenities, community activities, and more were analyzed to understand the physical site context and figure out how these elements could be best purposed for Tyler.

# 4

## SITE ASSESSMENT





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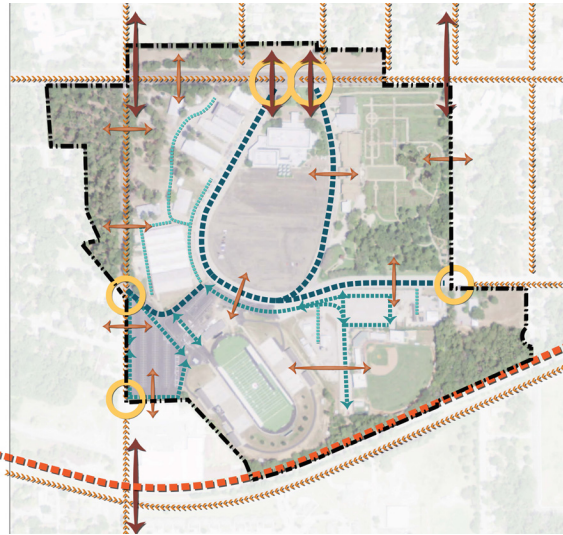
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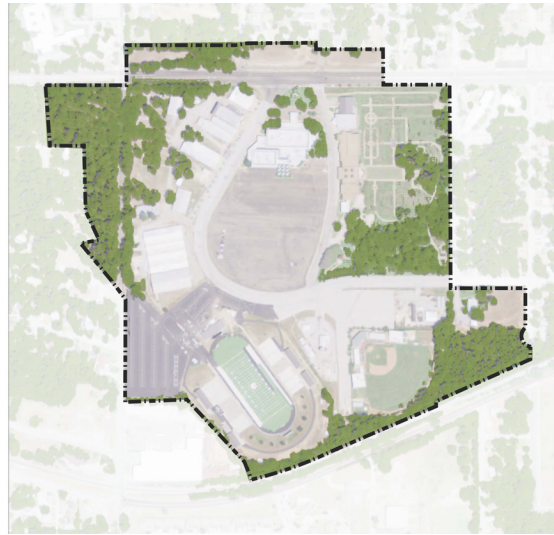


# PHYSICAL SITE ANALYSIS



## SITE CIRCULATION

There are two primary entrances to the site along front street that are very close together and cause some congestion. Parking along major circulation route within site causes circulation, access, and safety issues. Primary internal circulation routes are loosely defined with little connectivity to amenities. Components of site are disconnected with little defined routes or signage. There is also no separation between vehicular and pedestrian circulation.



## LANDSCAPE

The existing vegetation on site is scarce. There are large pockets of tree groves around edges of site in 3 primary locations: The southern sports zone, along the rose complex, and within Windsor Park. The three areas provide very different and unique functions for the site and should be protected. Additional landscaped zones are very minimal throughout the site and need to be addressed.

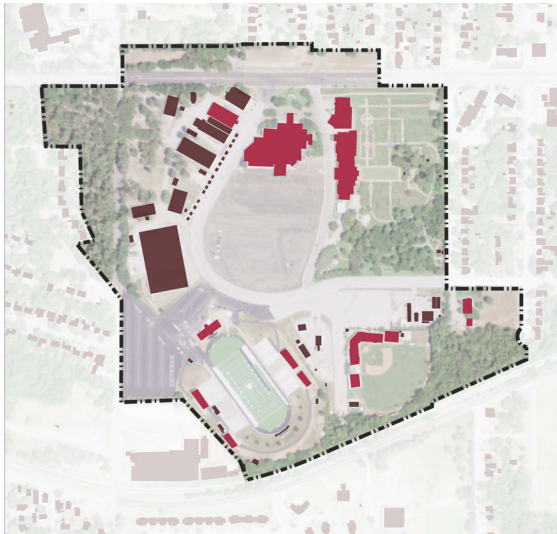


## SITE USAGE

Paved parking, circulation, gravel transition space, and gardens/fields create the primary use of the land. Vehicular use through parking and circulation uses the majority of the land area. The parking is not developed in a way that is convenient for every amenity. There is little signage, connectivity, or definition to allow for simple movement between spaces. Major entities of the site all have inadequate parking for their "sections" of the site and spill over into other zones during major events. This is shown in Appendix D in more detail.

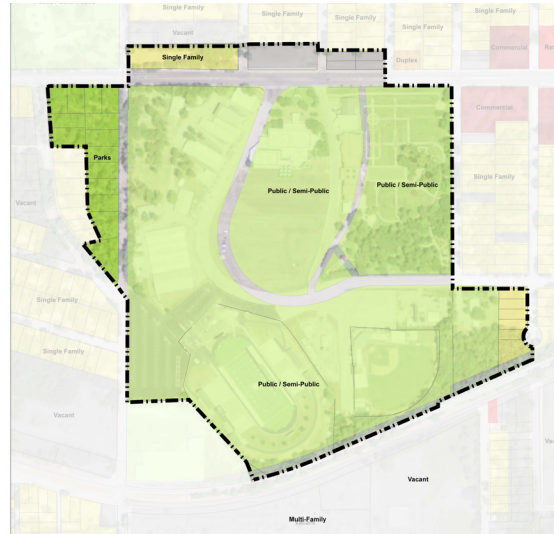






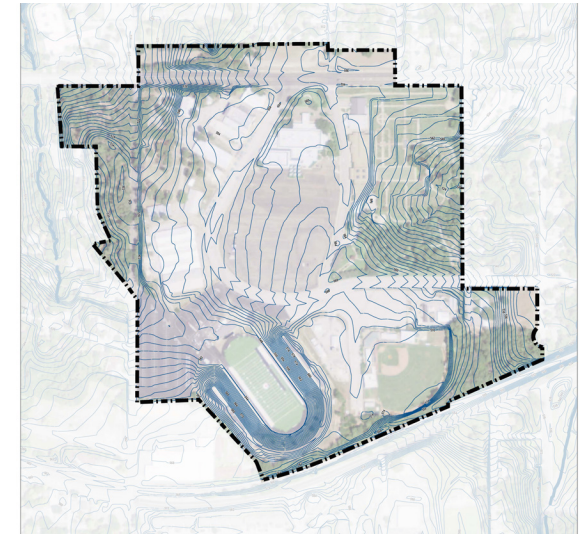
## BUILDING ANALYSIS

The majority of buildings on site are in need of major upgrades. These facilities are highly used and are in need of some repair. There are also some competing and incompatible uses on site that hinder the processes of other uses. All facilities are active and need more space to grow. Currently physical building uses cannot accommodate the need for the city of Tyler. This is a major issue considering the physical site boundaries of the Rose Complex. An extensive building analysis is described in Appendix D.



## LANDUSE CONNECTIVITY

The surrounding land uses provide insight to how the Rose Complex fits into the larger community. There is a lot of opportunity to connect to the surrounding area and help provide a greater community amenity. There is also opportunity to connect to existing land uses and provide greater activation of Front Street.



## TOPOGRAPHY

The topography on site is fairly consistent. Major topography slopes occur around the sporting facilities, within Windsor Grove park, along Lyons Avenue, and along Front street. The topography slopes along the streets provide some access and connectivity barriers but are not huge considerations for the site. Some drainage issues could occur due to lack of adequate slope. Existing analysis showed some area where drainage could be a slight issue.

# PHYSICAL ASSESSMENT

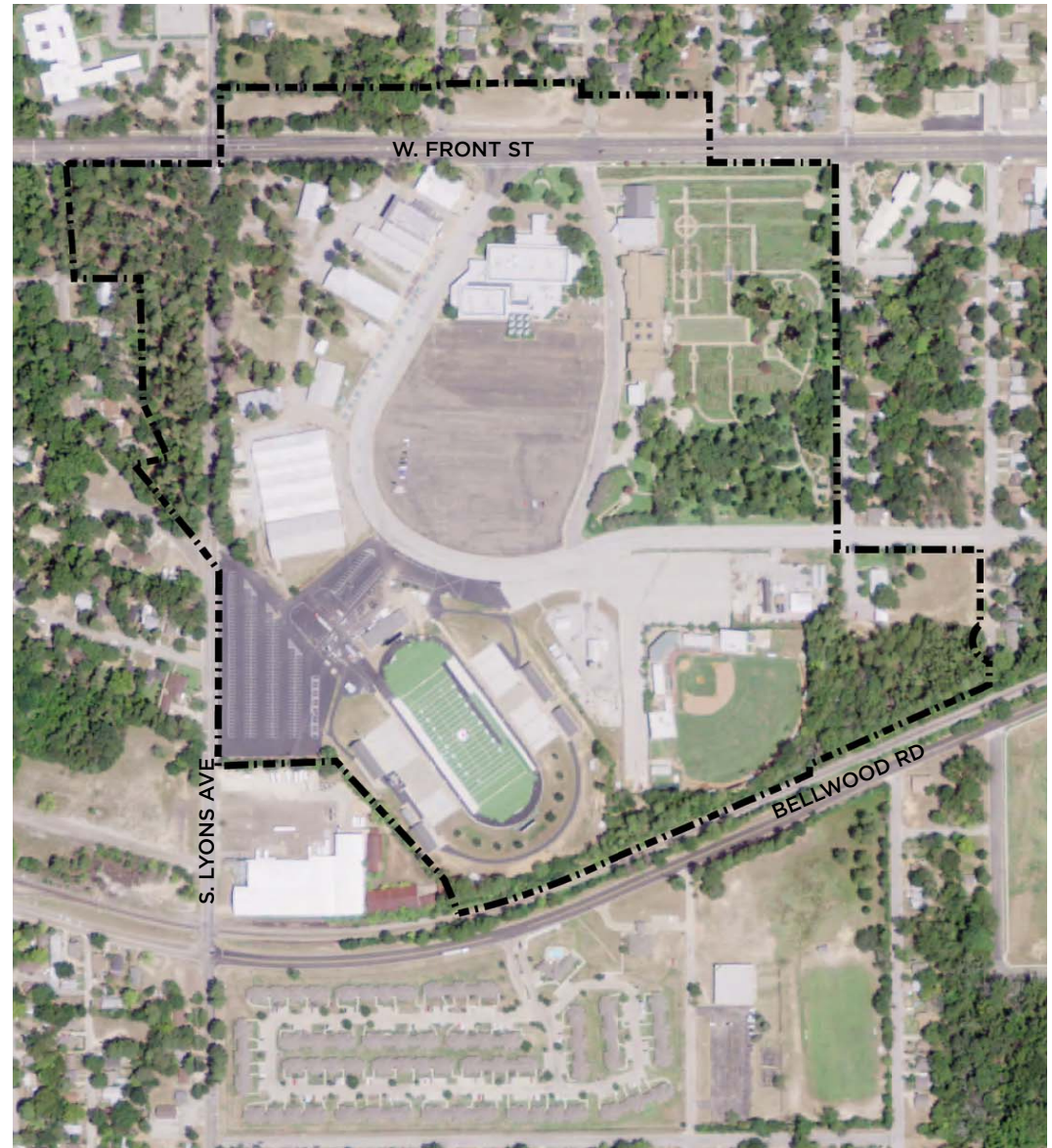
There are two primary entrances to the site along Front Street that are very close together. Primary internal circulation routes are undefined with little connectivity to amenities. Parking along major circulation routes within site causes circulation, access, and safety issues. Components of site are disconnected with no defined routes or signage. There is also no separation between vehicular and pedestrian circulation.

Through the feed back and collective needs/desires for the site there is a strong need to enhance this regional amenity to create a more visible, accessible active community destination

Primary means of reaching those goals is through:

- Connecting all major uses of site
- Creating adequate access and circulation throughout site complex
- Creating a centralized public space to add value and opportunity for all site uses
- Beautify complex
- Maximizing space opportunities
- Increase site efficiency
- Create more visibility

From this feed back the Halff team drew out many concepts for Master Plan Options at the 2-day Community Design Charrette. This process created alternative scenarios of how these goals could be achieved within the context of the physical site limitations.







VEGETATION | LANDSCAPE



NEIGHBORHOOD



ACTIVITY | USAGE



TOPOGRAPHY | DRAINAGE



PARKING | CONNECTIVITY | ACCESS | CIRCULATION | VISIBILITY



PARKING | CONNECTIVITY | ACCESS | CIRCULATION





## DESIGN OPTIONS

The Halff team combined the goals of the site within the physical site limitations to evaluate what the priorities were available for the Rose Complex. With every facility needing to be expanded some land uses needed to be rearranged, combined, or eliminated. These options provided the direction in how each entity could be used to create a cohesive park master plan. The public and stakeholder reviewed these options and provided feedback on the needs/ desires of the community. These comments were then analyzed with the physical assessment to come up with a final master plan. Some of the primary findings from the design analysis are described on the following page and a full detail analysis of each option is provided in Appendix E.

5

MASTER PLAN SCENARIOS



## NARROWED DOWN DESIGN CONCEPTS



## REDUCED DESIGN ALTERNATIVES



### LIKES

Park Near Front Street  
Open Views Into Complex  
Arrangement Of Facilities  
Unified Trail Network  
Connection To Windsor Park  
Activity Across Front Street  
Added Access Off Of S. Lyons Rd,

### DIS-LIKES

Doesn't Fill All Parking Needs  
Expansion Of Complex Too Much



### LIKES

Softball Field Needed  
Athletic Park And Trails  
Great Circulation and Access  
Entrance & First Street Enhancements  
Accessibility to Public Park  
Parking Added  
Added Access From S. Lyons Rd,  
Connection To Windsor Park

### DIS-LIKES

Retail Along Front St Blocks Views  
Too Much Retail  
Not Enough Space For Harvey Hall



### LIKES

Most Cost Effective  
Park As Focal Point  
Entrance & First Street Enhancements  
Earl Campbell Museum Focal Point  
Added Access Off Of S. Lyons Rd,

### DIS-LIKES

One Roundabout Could Cause Congestion  
Doesn't Fix All Congestion Issues





# MASTER PLAN

## THE PLAN

From the evaluation of the 3 options primary opportunities and constraints were noted. The input from the stakeholder and public meetings were taken back to determine a final master plan. Expansion opportunities were also identified and are summarized in Appendix F.

Through the analysis and design process the Halff team identified 3 major components needed for the site:

- Better access/parking/circulation
- Connectivity of all major site amenities
- Cohesive design and identity

These elements were established through:

- Realigning roads and parking lots
- Simplifying site elements
- Adding access points
- Creating a network of sidewalks and trails
- Creating public space amenities to organize all site elements

Primary components of the master plan are:

- Circulation
- Access
- Parking
- The Park
- Multi-Purpose Trails
- The Athletic Zone
- Harvey Hall

These components are described in more detail through the following pages.