



Downtown 2021 Strategic Plan



MAIN STREET FUNDAMENTALS

The Main Street Approach is centered around Transformation Strategies. A Transformation Strategy articulates a focused, deliberate path to revitalizing or strengthening a downtown or commercial district's economy.

A revitalization program's work and its Transformation Strategies need to be informed by a solid understanding of local and regional market data, and sustained and inclusive community engagement.

Transformation Strategies are generated through meaningful community engagement, informed by an analysis of the district's market position, and help guide a revitalization program's work. An effective Transformation Strategy serves a particular customer segment, responds to an underserved market demand, or creates a differentiated destination.



Transformation Strategies are implemented through comprehensive work in four broad areas, known as the **Four Points**.

ECONOMIC VITALITY focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

DESIGN supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

PROMOTION positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

ORGANIZATION involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.



Tyler 1st Downtown Chapter 4 serves as the guiding document for the Downtown Strategic Plan.

MAIN STREET Community Transformation STRATEGY #1:	Create a full-service, mixed-use “Destination Downtown” that functions as the center of the region			
	Organization Captures the human resources to create a strong, credible, sustainable organization capable of carrying out a successful Main Street effort.	Design Capitalizing on historic downtown’s physical assets	Promotion Reintroduce/introduce the public to the historic downtown	Economic Vitality Developing and sustaining a vital downtown marketplace
	1. Assess local TABC ordinances in order to extend service hours and classification requirements 2. Apply for the Culture District Designation 3. Identify the process of creating a Cultural Arts Committee	4. Create or plan for additional green space areas 5. Establish gateway and wayfinding signage 6. Install streetscape furniture	7. “Y” Downtown Campaign 8. Increase events and retail options to attract community Downtown 9. Establish a DTAC membership though Gallery Main street	10. Study feasibility for a Downtown Economic Development Board 11. Conduct market research to identify service gaps

Measurable outcome:

- Increase in Attendance at events
- Increase number of artists involved by 10%
- Increase of fundraising revenue by 10%

Transformation STRATEGY #1: Organization

Create a full-service, mixed-use “Destination Downtown” that functions as the center of the region

PROJECT	ACTION ITEMS	IMPLEMENTATION TIMELINE	BUDGET	RESPONSIBLE PARTY	% COMPLETE
1.1: Assess Local TABC ordinances in order to extend service hours and classification requirements	<ol style="list-style-type: none"> 1. Establish the voting percentage requirements 2. Evaluate desired boundary 3. Work with the County Judge on establishing ballot timeline 	2021	\$0	Heart of Tyler	5%
1.2: Apply for the Culture District Designation	<ol style="list-style-type: none"> 1. Create a Cultural District plan 2. Review 2017 evaluation panel comments 3. Work with local partners in gathering supporting data to complete application 4. Submit LOI 5. Obtain a resolution from Council 6. Submit full application 	2022	\$0	City and Visit Tyler	5%
1.3: Identify the process of creating a Cultural Arts Committee	<ol style="list-style-type: none"> 1. Establish if the committee would be under the Main Street Board or a standalone City Council appointed board 2. Establish desired committee members 3. Establish goals of the committee 4. Create a Cultural District plan 	2022	\$0	City and Visit Tyler	25%

Transformation STRATEGY #1: Design

Create a full-service, mixed-use “Destination Downtown” that functions as the center of the region

PROJECT	ACTION ITEMS	IMPLEMENTATION TIMELINE	BUDGET	RESPONSIBLE PARTY	% COMPLETE
1.4: Create and plan for additional green space areas	1. Work with County on adding green space with the proposed new Courthouse plans 2. Evaluate City and County land on the conversion possibilities 3. Create a new joint (County and City) position that provides general maintenance for said greenspaces 4. Asses location for “Hero’s Park”	2022/2023	Gathering Data	County and City	5%
1.5: Establish gateway and wayfinding signage	1. Evaluate prior plans to update costs 2. Evaluate proposed design and compare with Heart of Tyler’s campaign 3. Evaluate proposed listed attractions 4. Evaluate digital navigation tools	2022/2023	2018 Quote: \$33,000	City	20%
1.6: Install streetscape furniture	1. Create more seating 2. Install additional trash receptacles 3. Install bike racks and repair stations 4. Additional planters 5. Work with KTB on adding cigarette bud stations 6. Look into electric car charging stations 7. Create priority map	2021/2022	Gathering Data	City, Heart of Tyler and County	10%

Transformation STRATEGY #1: Promotion

Create a full-service, mixed-use “Destination Downtown” that functions as the center of the region

PROJECT	ACTION ITEMS	IMPLEMENTATION TIMELINE	BUDGET	RESPONSIBLE PARTY	% COMPLETE
1.7: “Y” Downtown Campaign	<ol style="list-style-type: none"> 1. Create Banners 2. Social Media posts 3. Digital Billboards 4. Updated membership brochures 	2020/2021	\$40,000	Heart of Tyler	100%
1.8: Increase events and retail options to attract community Downtown	<ol style="list-style-type: none"> 1. Work with community partners on hosting events during Hit the Bricks 2. Expand Downtown Tyler’s Film Festival 3. Holiday in the Heart 4. Promote in house podcasts 5. Offer unique and local retail items within the Visitors Center 	Ongoing	Gathering Data	Heart of Tyler, City and Visit Tyler	
1.9: Establish a DTAC membership though Gallery Main Street	<ol style="list-style-type: none"> 1. Establish program benefits 2. Establish membership fee 3. Establish Artists criteria 4. Create membership brochure 5. Create section on website 6. Establish referral process 	2021	\$500	City	100%

Transformation STRATEGY #1: Economic Vitality

Create a full-service, mixed-use “Destination Downtown” that functions as the center of the region

PROJECT	ACTION ITEMS	IMPLEMENTATION TIMELINE	BUDGET	RESPONSIBLE PARTY	% COMPLETE
1.10: Study feasibility for a Downtown Economic Development Board	1. Establish desired goals and objectives 2. Meet with TEDC 3. Establish which organization the board will reside under 4. Create potential list of members	2022		City and TEDC	0%
1.11: Conduct market research to identify service gaps	1. Work with GIS to pull Arch Map data 2. Review demographics and data to gather an understanding of the market 3. Create sale sheets geared toward the services that are missing and could be supported	2021	\$350	City	0%

MAIN STREET Community Transformation STRATEGY #2:	<p>Encourage residential and commercial redevelopment by creating and promoting additional incentives</p>			
	<p>Organization Captures the human resources to create a strong, credible, sustainable organization capable of carrying out a successful Main Street effort.</p>	<p>Design Capitalizing on historic downtown's physical assets</p>	<p>Promotion Reintroduce/introduce the public to the historic downtown</p>	<p>Economic Vitality Developing and sustaining a vital downtown marketplace</p>
	<p>1. Work with TDC on establishing a DBAC permitting process</p> <p>2. Create a Downtown Maintenance overlay</p> <p>3. Create and disperse a virtual survey to gage the interest and needs of the developer community</p>	<p>4. Increase the amount of outdoor seating</p> <p>5. Adopt design guidelines for historic buildings</p> <p>6. Expand the streetscape to connect future developments</p>	<p>7. Update and utilize DowntownTX.org</p> <p>8. Create Sale sheet for Downtown</p> <p>9. Conduct "Imagine the Possibilities" tour yearly</p>	<p>10. Establish a National Historic District</p> <p>11. Issue Downtown Revitalization grants twice a year</p> <p>12. Facilitate discussion on utilizing the TIRZ</p>

Measurable outcome:

- Reduction in Vacancy Rate to less than 10%
- At least one-property owner apply for the tax credit program
- Award at least 4 DR grants a year

Transformation STRATEGY #2: Organization

Encourage residential and commercial redevelopment by creating and promoting additional incentives

PROJECT	ACTION ITEMS	IMPLEMENTATION TIMELINE	BUDGET	RESPONSIBLE PARTY	% COMPLETE
2.1: Work with TDC on establishing a DBAC permitting process	1. Identify and flag all DBAC properties in TRAKiT 2. Assess average revenue generated by DBAC properties 3. Evaluate the possibility of utilizing the Downtown Grant to assist with covering DBAC building permits 4. Evaluate any permits that could be waived for DBAC projects that met certain established criteria	2021	Gathering Data	City	0%
2.2: Create a Downtown maintenance overlay	1. Evaluate current code enforcement ordinances 2. Research other cities maintenance overlay code 3. Assess current major concerns to be addressed by the overlay standards 4. Host meeting with City leadership and collaborating departments on desire and establishment process	2021/2022	\$0	City	15%
2.3: Create and disperse a virtual survey to gauge the interest and needs of the developer community	1. Develop questions in relation to prior feedback 2. Utilize Survey monkey to create a virtual survey 3. Create a contact group for known developers 4. Post on Social media and website	2021	\$0	City	75%

Transformation STRATEGY #2: Design

Encourage residential and commercial redevelopment by creating and promoting additional incentives

PROJECT	ACTION ITEMS	IMPLEMENTATION TIMELINE	BUDGET	RESPONSIBLE PARTY	% COMPLETE
2.4: Increase the amount of outdoor seating	<ol style="list-style-type: none"> 1. Partner with County with proposed new courthouse plan 2. Add tree bench in front from KLVV 3. Create plan to widen sidewalks 4. Install benches at bus stops 5. Evaluate outdoor seating ordinance for businesses 	2021/2022	Gathering Data	City and County	10%
2.5: Adopt design guidelines for historic buildings	<ol style="list-style-type: none"> 1. Research other cities for references of a template that fits Tyler 2. Hire a consultant to create the guidelines 3. Break down architectural styles per historic district and Downtown 4. Present final draft to MSB, HPB and City Council 5. Virtual and physical roll out of final guidelines 	2021	\$12,000	City	80%
2.6: Expand the streetscape to connect future developments	<ol style="list-style-type: none"> 1. Establish priority project map with outlined sections 2. Get estimated cost from Oncor for lamp posts 3. Generate a list of known upcoming projects and developers 4. Update previous streetscape plan and asses potential construction cost 	2021	Gathering Data	City	50%

Transformation STRATEGY #2: Promotion

Encourage residential and commercial redevelopment by creating and promoting additional incentives

PROJECT	ACTION ITEMS	IMPLEMENTATION TIMELINE	BUDGET	RESPONSIBLE PARTY	% COMPLETE
2.7: Update and utilize DowntownTX.org	<ol style="list-style-type: none"> 1. Access current inventory 2. Update current data 3. Setup system with realtors on reporting information 4. Train multiple staff on database software 5. Social media campaign 	2021	\$0	City	75%
2.8: Create a sale sheet for Downtown	<ol style="list-style-type: none"> 1. Research other sale sheets from comparable cities 2. Create list of amenities 3. Gather welcoming photos to utilize 4. Inventory of residential units 5. Inventory of offices 6. Establish travel times 7. Utilize Canva to create the document 	2021	\$350	City and Heart of Tyler	50%
2.9: Conduct “Imagine the Possibilities” tour yearly	<ol style="list-style-type: none"> 1. Register through THC 2. Utilize Downtowntx.org to gather list of featured locations 3. Contact property owners 4. Creating marketing plan 5. Create volunteer list 6. Create detailed map with locations 	Ongoing	\$200	City and Heart of Tyler	

Transformation STRATEGY #2: Economic Vitality

Encourage residential and commercial redevelopment by creating and promoting additional incentives

PROJECT	ACTION ITEMS	IMPLEMENTATION TIMELINE	BUDGET	RESPONSIBLE PARTY	% COMPLETE
2.10: Establish a Downtown National Historic District in	1. Evaluate the potential area to establish a boundary 2. Hire a consultant to complete the DOE/Application and submit to THC for review and approval 3. Present final nomination to MSB, HPB, PZ and City Council 4. Host two public meetings, as well as send out informational documents to properties within the propose boundary	2021-2023	\$27,000	City	75%
2.11: Issue Downtown Revitalization grants twice a year	1. Review application for any updates 2. Establish budget through COT and HoT funds 4. Create criteria scoring sheet for MSB 5. Utilize social media to promote program and feature completed projects 6. Place projects on website 7. Create sign for project to use while project is underway	Ongoing	\$35,000 a year	City and Heart of Tyler	
2.12: Facilitate discussion on utilizing TIRZ funding	1. Create application and scoring chart 2. Create informational tab on website 3. Create grading sheet for committee	2021	\$0	City	100%

MAIN STREET Community Transformation STRATEGY #3:	<p>Create a visually appealing public realm through walkability, increased pedestrian safety measures and multi-modal amenities to promote the positive perception of Downtown.</p>			
	<p>Organization Captures the human resources to create a strong, credible, sustainable organization capable of carrying out a successful Main Street effort.</p>	<p>Design Capitalizing on historic downtown's physical assets</p>	<p>Promotion Reintroduce/introduce the public to the historic downtown</p>	<p>Economic Vitality Developing and sustaining a vital downtown marketplace</p>
	<p>1. Work with Traffic Engineering on travel time study to Downtown</p> <p>2. Establish a work plan with Traffic Engineering on Pedestrian access points</p> <p>3. Update the Half Cent proposal to reflect current plans</p>	<p>4. Implement a lane diet on the Broadway Corridors</p> <p>5. Upgrade light post to LED and new glass globes</p> <p>6. Establish wider sidewalks in high pedestrian traffic areas</p>	<p>7. Create a Downtown map that showcases all amenities</p> <p>8. Create a Travel-time infographic</p> <p>9. Showcase Art Alley as it transforms a blighted alley</p>	<p>10. Establish designated areas/lanes for bikers</p> <p>11. Update all remaining parking meters</p> <p>12. Establish a plan on connecting Downtown to Midtown</p>

Measurable outcome:

- Install two pieces of public art each year
- Percentage of traffic's destination being downtown increased
- Increased multi-modal usage

Transformation STRATEGY #3: Organization

Create a visually appealing public realm through walkability, increased pedestrian safety measures and multi-modal amenities to promote the positive perception of Downtown.

PROJECT	ACTION ITEMS	IMPLEMENTATION TIMELINE	BUDGET	RESPONSIBLE PARTY	% COMPLETE
3.1: Work with Traffic Engineering on travel time study to Downtown	<ol style="list-style-type: none"> 1. Assess routes into Downtown 2. Assess outdated traffic lights 3. Install traffic sensors on all Downtown traffic lights 4. Assess County Courthouse traffic plan 	2021	\$20,000 per intersection	City and County	60%
3.2: Establish a work plan with Traffic Engineering on pedestrian access points	<ol style="list-style-type: none"> 1. Assess current pedestrian infrastructure needs 2. Repair crosswalk curbs 3. Paint crosswalks in high traveled areas 4. Assess color options to differ from vehicle markings 5. Install talking cross walk equipment 6. Add additional signage at intersections 	2021	Gathering Data	City	50%
3.3: Update the Half Cent project proposals	<ol style="list-style-type: none"> 1. Review current proposal for updates 2. Establish a new list of priority Downtown projects 3. Work with Engineering on calculating total costs 	2021	\$0	City	25%

Transformation STRATEGY #3: Design

Create a visually appealing public realm through walkability, increased pedestrian safety measures and multi-modal amenities to promote the positive perception of Downtown.

PROJECT	ACTION ITEMS	IMPLEMENTATION TIMELINE	BUDGET	RESPONSIBLE PARTY	% COMPLETE
3.4: Implement a lane diet on the Broadway corridors	<ol style="list-style-type: none"> 1. Asses plan created by Fitzpatrick Architects 2. Break project into phases. 3. Submit to Half Cent Project list 4. Assess County Courthouse traffic study 5. Conduct updated traffic study 	2022/2023	2019 estimate: \$3,500,000	City and County	5%
3.5: Upgrade light posts to LED and install new glass globes	<ol style="list-style-type: none"> 1. Establish location map for upgrades 2. Work with Oncor on total cost 3. Establish upgrade timeline 4. Partner with HoT on costs 5. Promote on social media 	2021	\$30,000	City and Heart of Tyler	90%
3.6: Establish wider sidewalks in high pedestrian traffic areas	<ol style="list-style-type: none"> 1. Assess current high traffic areas 2. Create a data map to display areas and current sidewalk measurements 3. Gather costs for expansion 4. Notify affected properties prior to project starting 	2022/2023	Gathering Data	City and County	10%

Transformation STRATEGY #3: Promotion

Create a visually appealing public realm through walkability, increased pedestrian safety measures and multi-modal amenities to promote the positive perception of Downtown.

PROJECT	ACTION ITEMS	IMPLEMENTATION TIMELINE	BUDGET	RESPONSIBLE PARTY	% COMPLETE
3.7: Create a Downtown map that showcases all amenities	1. Inventory all Downtown businesses 2. Organize into categories 3. Create list of other amenities to include 4. Hire graphic designer to create map 5. Print and disperse to businesses 6. Publish Digital version	2020	\$800	City	100%
3.8: Create a travel-time infographic	1. Create log of travel time from major points of interest in Downtown 2. Create a travel time inside Walmart and the Mall 3. Create map with marked distances and time as comparisons	2021	\$350	City	0%
3.9: Showcase Art Alley as it transforms a blighted alley	1. Select a group of participating Artists 2. Install plywood wall 3. Mark sections 4. Create informational tab on website 5. Photograph progress and post on social media 6. Post time lapse videos of individual murals 7. Spray with Anti-Graffiti coating 8. Photograph completed murals with Artists and create a book 9. Utilize space for a gathering location	2020/2021	\$6,000	City	100%

Transformation STRATEGY #3: Economic Vitality

Create a visually appealing public realm through walkability, increased pedestrian safety measures and multi-modal amenities to promote the positive perception of Downtown.

PROJECT	ACTION ITEMS	IMPLEMENTATION TIMELINE	BUDGET	RESPONSIBLE PARTY	% COMPLETE
3.10: Establish designated areas/lanes for bicyclists	<ol style="list-style-type: none"> 1. Asses Fitzpatrick Downtown Plan to determine proposed lanes 2. Conduct traffic study 3. Conduct a pilot program to gage impact 4. Work with Engineering on feasibility and marking process 5. Create additional signage 	2021/2022	Gathering Data	City and County	5%
3.11: Update all remaining parking meters	<ol style="list-style-type: none"> 1. Review location map for final count of remaining meters. 2. Work with IPS to acquire final cost 3. Work with Finance to secure funding 4. Establish timeline and phased roll out 5. Order QR codes for all meters 6. Create location log for IPS 7. Setup displayed language on new meters 	2021	\$115,669.36 : Equipment \$5.75 per meter/per month	City	100%
3.12: Establish a plan on connecting Downtown to Midtown/Rose Complex	<ol style="list-style-type: none"> 1. Review possible avenues for new trails 2. Establish construction costs 3. Work with Engineering on joint projects to reduce cost 4. Research available grants 	2021	Gathering Data	City	10%