

# Historic Downtown Wylie Strategic Plan

August 2021



North Central Texas  
Council of Governments

# Project Background

- City of Wylie Comprehensive Master Plan (2012) calls for a specific, detailed plan to protect downtown residences and businesses, and to strengthen downtown's critical role in the City.
- Project was initiated by a Unified Planning Work Program (UPWP) request which provides free technical assistance.
- Goal: strengthen Downtown's role as a destination, improve multimodal connectivity, and establish more economic development opportunities.



# Plan Elements

Existing Conditions

Stakeholder Outreach

Recommendations

Implementation/Funding Strategies



# Existing Conditions Assessment



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# Existing Conditions

NCTCOG staff assessed the existing conditions of:

Traffic and  
Pedestrian  
Safety

Sidewalk and  
Curb Ramp  
Conditions

Roadway  
Cross-section

Parking  
Conditions

Wayfinding  
and Signage

Land-Use and  
Zoning

Lighting



# Existing Conditions – Major Findings

Element	Findings
Lighting	Even mixture of lighting that serves pedestrians and automobiles
Parking	Perceived parking issue in Downtown, but adequate parking is available
Bicycle Considerations	Lack of bicycle accommodations in and around Downtown
Pedestrian Conditions	Sidewalks not connected to areas surrounding Downtown; most ADA ramps in poor condition
Wayfinding and Signage	Existing wayfinding and signage limited, difficult to see, and lack consistent branding
Zoning and Land Use	Current land use and zoning align with Downtown expansion
Green and Open Spaces	Only one green space in Downtown; need for more gathering space

# Stakeholder Engagement and Prioritizing Goals



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# Stakeholder & Community Engagement

- Four stakeholder meetings held in 2019-2020 to explore Downtown issues and receive feedback
- Online survey for community members
- Presentation of plan concepts to stakeholders





# Community Survey

## General Highlights:

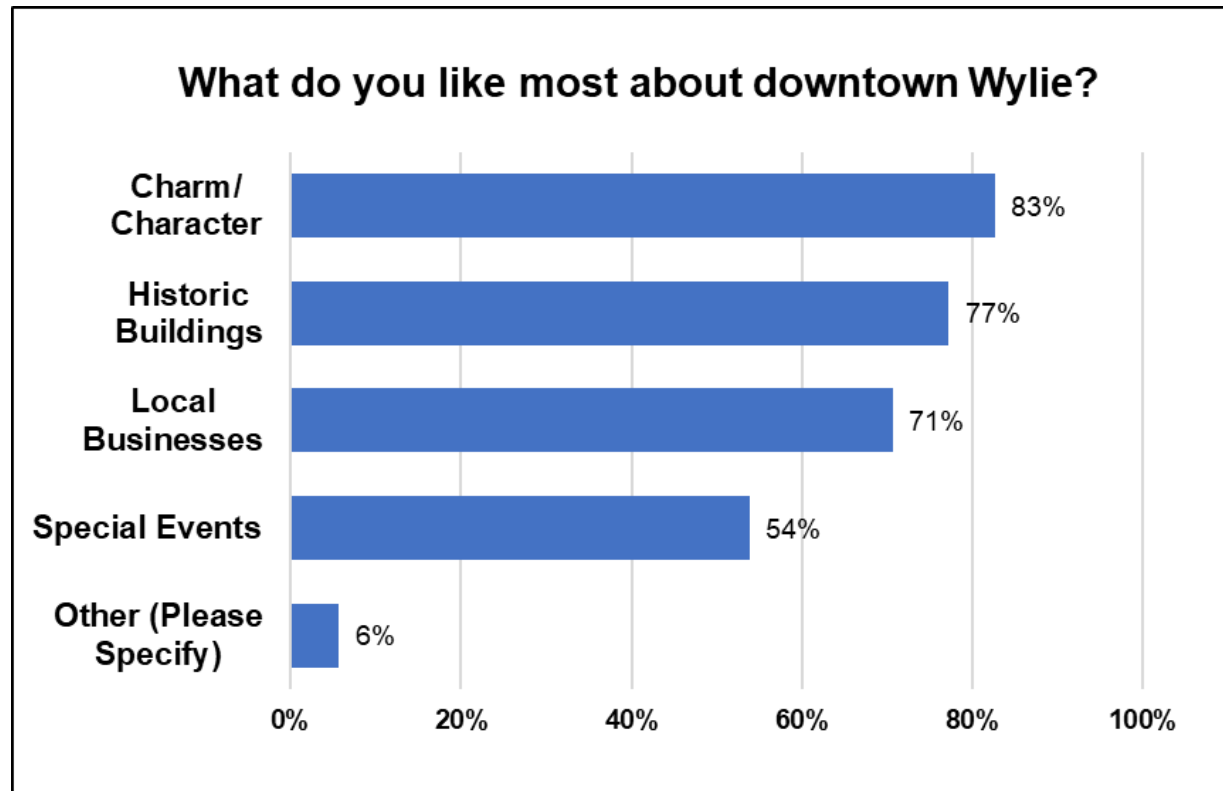
- Distributed electronically to citizens and stakeholders
- Available from September 11, 2019 to October 31, 2019
- 586 responses received

## Topics:

- Frequency, timing, and purpose of visits to Downtown
- Event attendance
- Distance people willing walk to their destination from parking
- Desired improvements to Downtown
- Experience of pedestrian safety Downtown



# Select Survey Results: What do people like most about downtown?

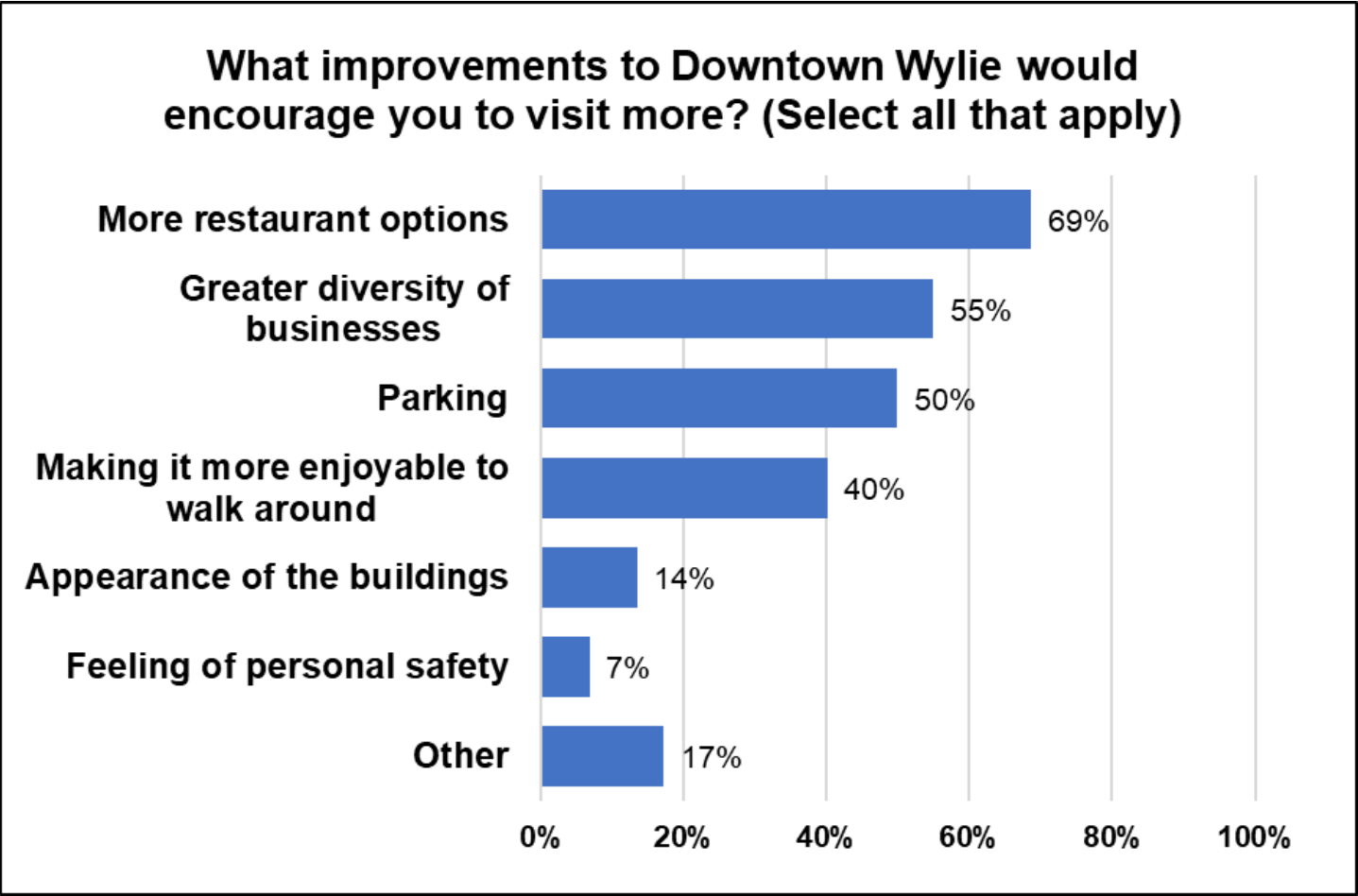


## Other Responses:

- Olde City Park and playground
- Small town feel
- Convenience to residence (several comments desiring more residential)

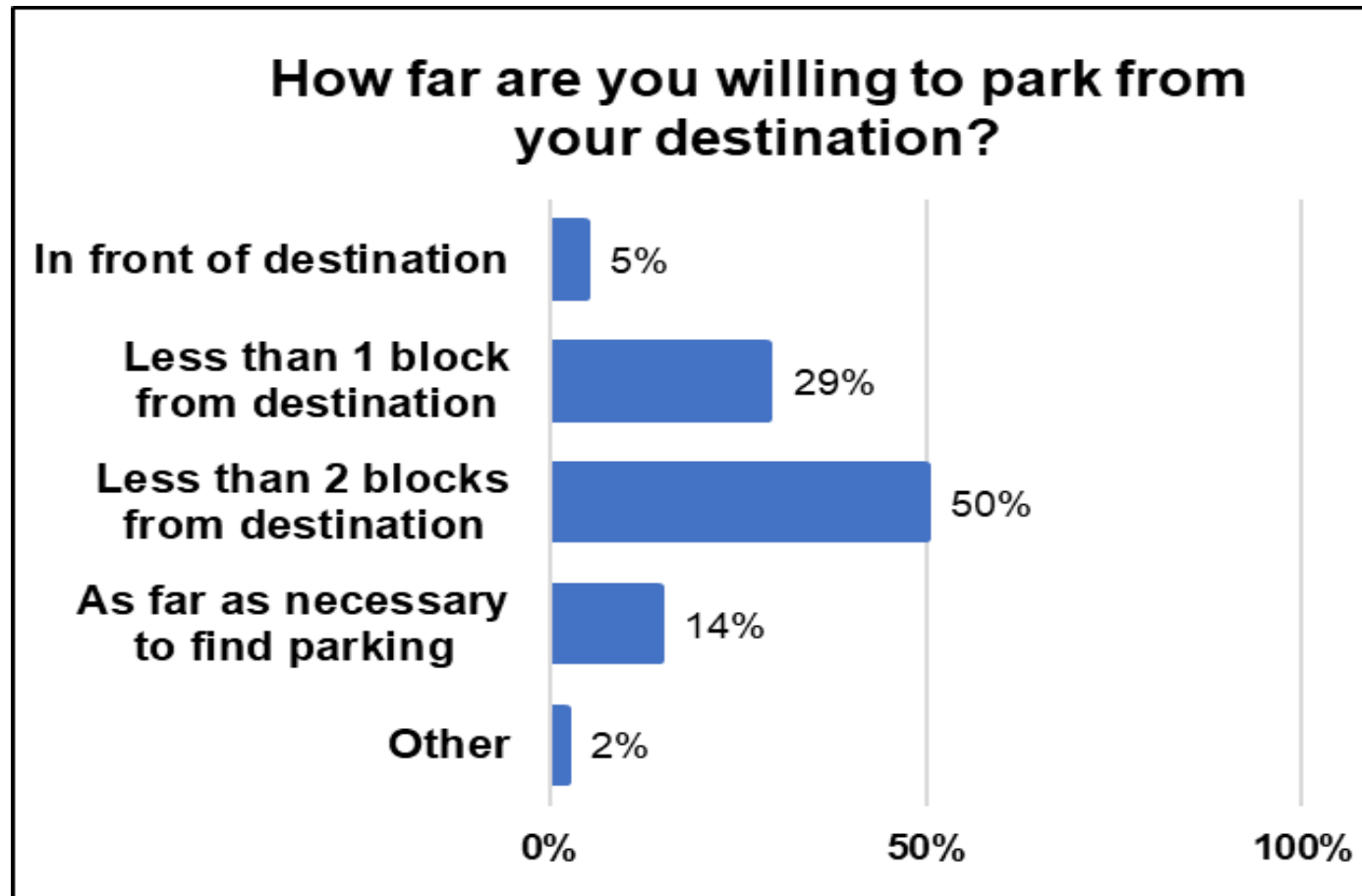
# Select Survey Results:

## What would people like to improve about downtown?



# Select Survey Results:

## How far are you willing to park from your destination?



# Prioritizing Goals

Themes developed from stakeholder and survey respondents' feedback.

Goal	Total Votes
Increase safety and walkability	18
Parking availability and increase of wayfinding	13
Expand business and restaurant diversity	10
Encourage business growth on side and parallel streets	9
Create a Downtown focal point or gathering space	8
Bring customers closer by expanding housing Downtown	6
Preserve and expand Downtown historic character	5
Relieve rush hour traffic and move traffic through Downtown more quickly	3

# Recommendations and Next Steps



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# Recommendations

- Pursue roadway and parking reconfigurations
- Prioritize sidewalk improvements and ADA compliance
- Develop signage and wayfinding branding package
- Install additional pedestrian-oriented lighting
- Additional outreach to the broader public regarding recommendations



# Parking Reconfiguration

Parking reconfiguration options provide more flexibility for overall right-of-way reconfiguration

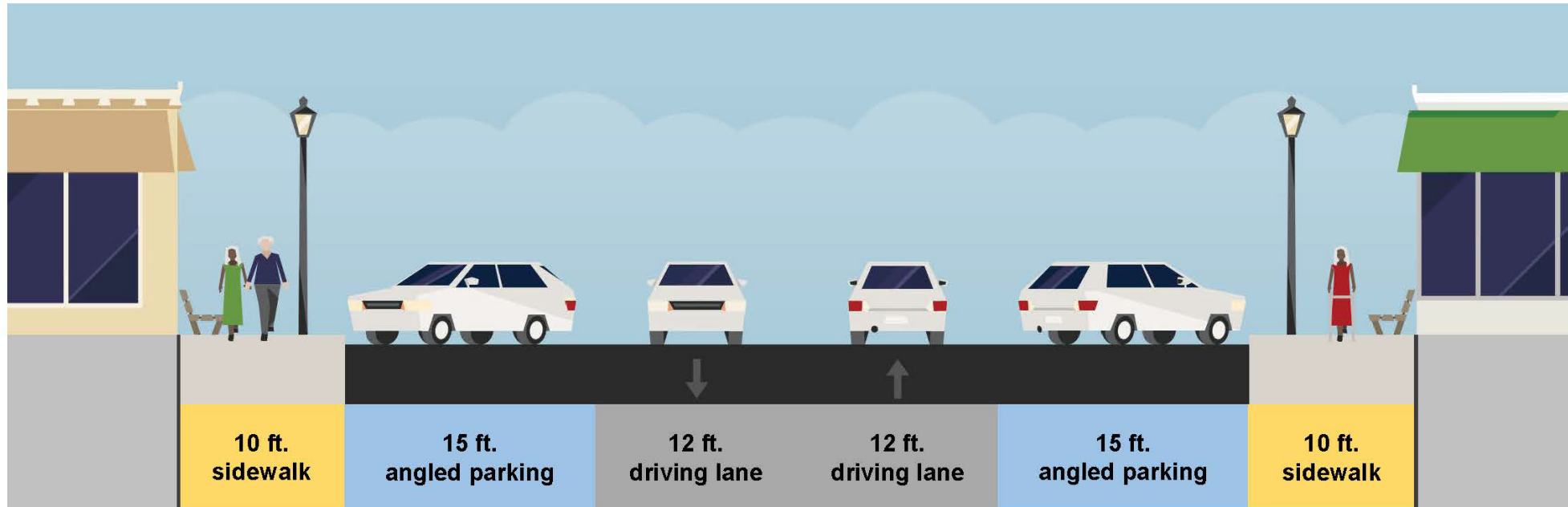
Options:

Parallel Parking	Traditional Angled Parking	Back In Parking
		
<p>Approximately 5 stalls per 100 feet</p>	<p>Approximately 6-7 stalls per 100 feet</p>	<p>Approximately 6-7 stalls per 100 feet</p>
<p>Requires through-traffic to wait when parking</p>	<p>Requires through-traffic to wait when exiting stall</p>	<p>Requires through-traffic to wait when parking</p>
<p>Good visibility when exiting stall</p>	<p>Poor visibility when exiting stall</p>	<p>Good visibility when exiting stall</p>
<p>Most minimal ROW need</p>		<p>Better cargo loading</p>



# Existing Roadway Configuration

## EXISTING



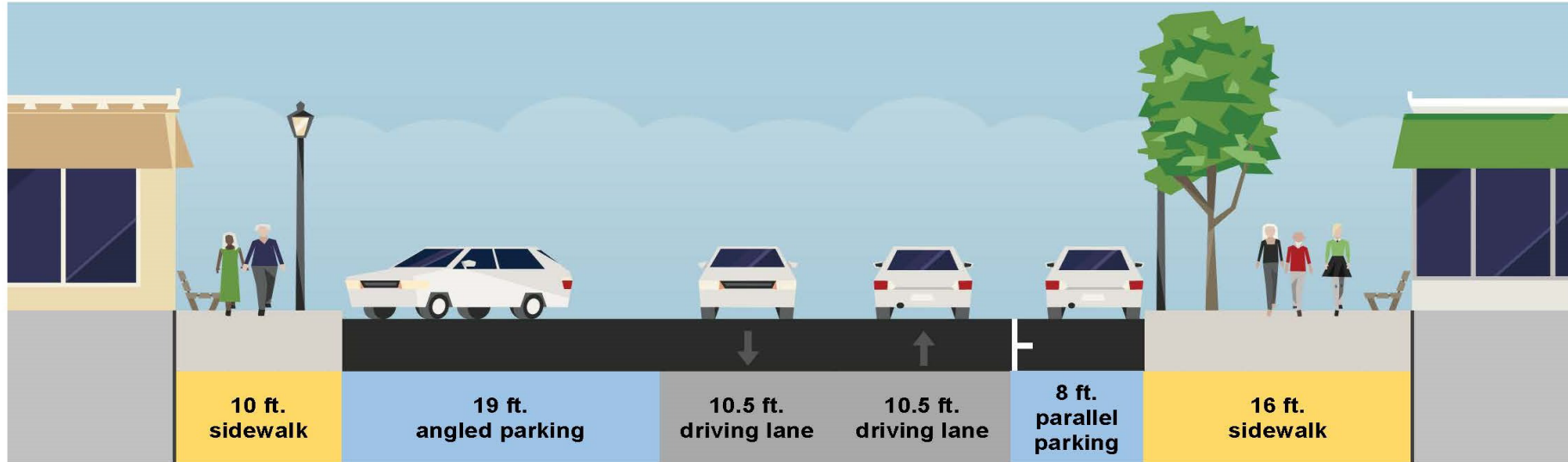
### Existing Conditions:

- Narrow sidewalks: walking space is only 4 ft. wide (6-12 ft. minimum is recommended for downtown and commercial areas (NACTO))
- Angled parking stalls are not wide enough, causing parked cars to encroach into the travel lanes (18-20 ft. width is typically recommended)
- Wide driving lanes promote higher speeds (12 ft. wide lanes are typical for highway lanes)

Pedestrian and Bicycle Safety	Aesthetics and Feel	Economic Development
		

# Roadway Reconfiguration Concept

Parallel parking and wider sidewalk on one side of the street



## Improvements:

- Narrow the width of driving lanes to the recommended width for urban roadways, to encourage slower travel speeds
- Replace the angled parking lane with a parallel parking lane on one side of the street, and widen the sidewalk on that side of the street to 16 ft.
- Widen the remaining angled parking lane to 19 ft.

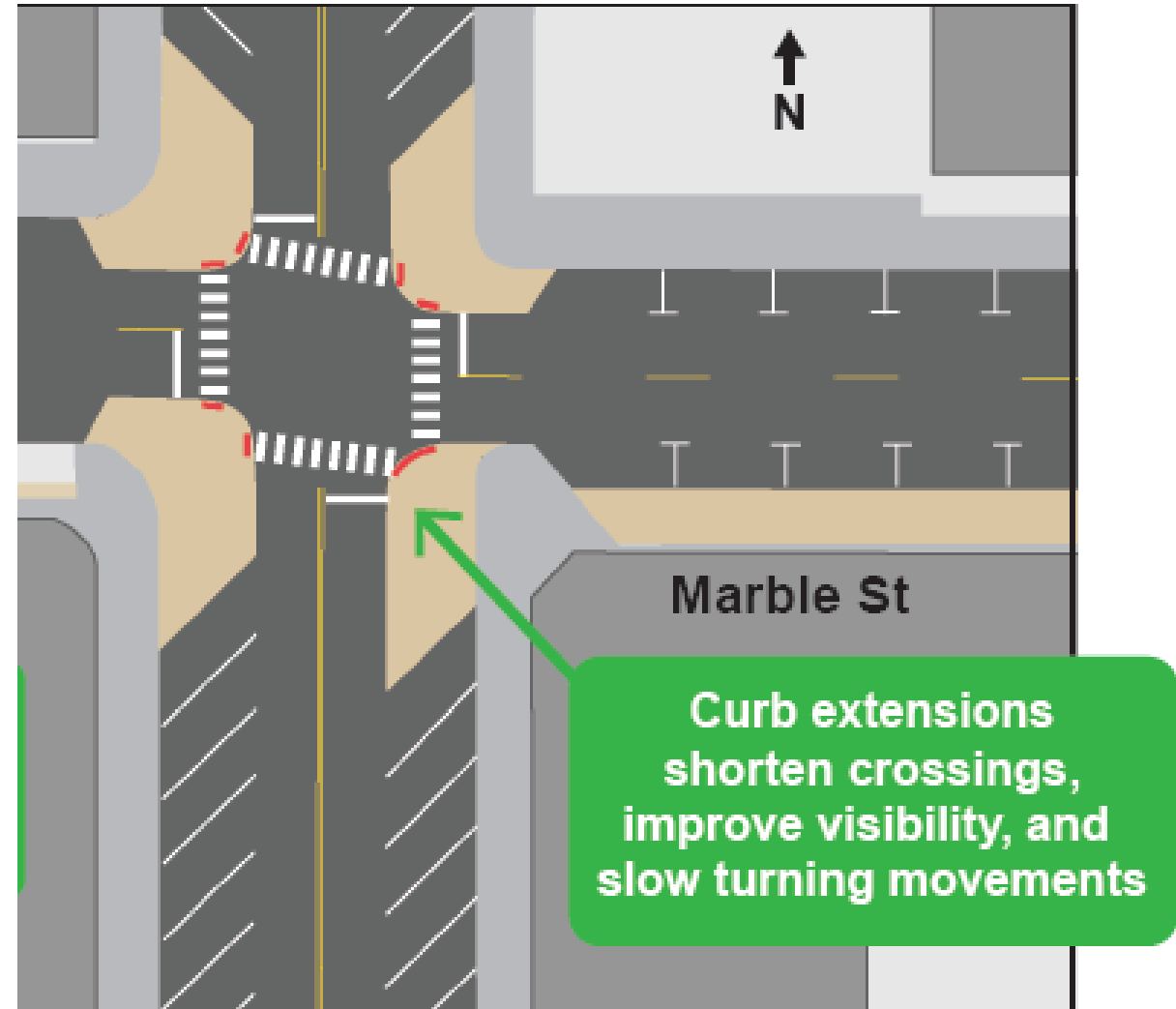
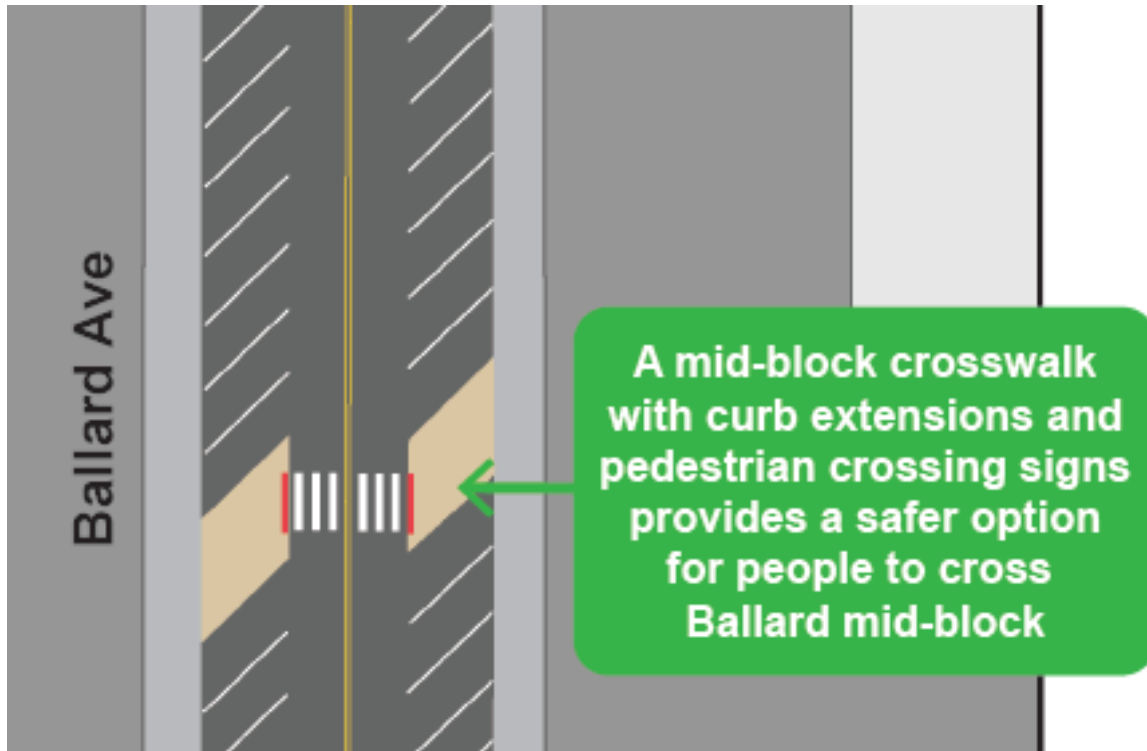
## Impacts:

- Slower travel speeds caused by reduced driving lane width
- Creates space on one side of the street for café-style outdoor seating and street trees
- The reduced roadway width shortens crossing distances for pedestrians, and increases pedestrian safety
- Wider angled parking lane eliminates vehicle encroachment into driving lanes
- Up to 15 parking spaces would be lost on Ballard; six could be gained back through curb extensions



# Pedestrian Improvements Options

Pedestrian bulb outs at intersections along Ballard with additional crossings midblock



# Next Steps

## Short-Term

- Parking considerations
- Wayfinding/Signage
- Community engagement
- Sidewalk improvements

## Mid-Term

- Funding and budget strategies
- Zoning considerations

## Long-Term

- Roadway reconfiguration

# Project Contacts

Karla Weaver, Senior Program Manager

[kweaver@nctcog.org](mailto:kweaver@nctcog.org)

Shawn Conrad, Principal Transportation Planner

[sconrad@nctcog.org](mailto:sconrad@nctcog.org)

Sydnee Steelman, Transportation Planner

[ssteelman@nctcog.org](mailto:ssteelman@nctcog.org)