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ENVISION  
W Y L I E

2022 Comprehensive Plan

*Growing Together, Building Community*

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# Acknowledgments

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# Contents

## Chapter 1: Plan Introduction.....1

Purpose.....	1
Legal Basis for Planning .....	2
How is a Comprehensive Plan Used? .....	2
Local Plans.....	4
Regional Transportation Plan .....	6
Community Engagement Process.....	8

## Chapter 2: Community Snapshot.....9

Introduction.....	9
Regional Relationship.....	10
Historical Context.....	12
Demographic Profile .....	13
Physical Constraints.....	20

## Chapter 3: Housing & Neighborhoods .....24

Introduction.....	24
Existing Housing & Neighborhood Characteristics	25
Housing & Neighborhoods Goals & Strategies.....	30

## Chapter 4: Land Use & Design.....37

Introduction.....	37
Existing Land Use & Characteristics .....	38
Future Land Use .....	40
Population Projections & Ultimate Capacity.....	49
Land Use & Design Goals & Strategies.....	50

## Chapter 5: Transportation .....66

Introduction.....	66
Existing & Future Level of Service (LOS) .....	67
2018 Thoroughfare Plan.....	69
Transportation Goals & Strategies .....	73

## Chapter 6: Implementation.....79

Introduction.....	79
Phased Implementation .....	80
Methods of Implementation.....	80
Plan Updates .....	80
Implementation Matrix.....	81

## Appendix: Community Input.....92

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# Chapter 1:

## Plan Introduction

### Purpose

There are two interrelated focuses of a comprehensive plan: (1) it allows the citizens of a community to create a shared vision of what they desire for their community, and (2) it establishes ways in which a community can effectively realize that vision. The Wylie Comprehensive Plan tells the story of who Wylie is and what it wishes to become as it grows and redevelops. The City of Wylie is at an opportune crossroad for a new and exciting period in its history. Although the City has seen rapid growth in the past couple of decades, demographic trends in Wylie and the Dallas-Fort Worth Metroplex forecast the City for continued growth in the decades to come. As a result, this update to the City's previous comprehensive plan is meant to be a proactive way for the community to identify a unified vision for the City in anticipation for current and future growth trends.

A city's comprehensive plan is well-defined as a long-range planning tool that is intended to be used by its staff, councils, boards, and residents to guide the community's physical development for 10-20 years. The purpose of a comprehensive plan is to serve as a living, flexible guide for both current and future decision-makers. The primary intentions of a comprehensive plan include the following:

- Efficient delivery of public services,
- Coordination of public and private investment,
- Minimization of potential conflicts between land uses,

- Management of growth, development, and redevelopment in an orderly manner,
- Cost-effective public investments, and
- A rational and reasonable basis for making decisions about the community.

A comprehensive plan is not a zoning ordinance, but rather a high-level tool utilized by the City to make development decisions. As new development applications, zoning requests, and other development decisions are made, a comprehensive plan helps to safeguard coordinated growth. Determining what land uses are appropriate within Wylie and where such land uses should be located helps to protect the integrity of the City's neighborhoods, corridors, and natural assets. Ultimately, synchronized land use patterns help to protect private property by maintaining and enhancing value and protecting property from incompatible uses.

The Wylie Comprehensive Plan examines realities of existing conditions, demographic implications, areas of growth potential and strategies for improving quality of life. The plan focuses not only on the physical development of the city, but also the overall goals to become a more livable and economically vibrant community. While the plan is visionary and outlines citizens' desires, it is also measurable by employing implementation-focused recommendations.

With significant development pressures, Wylie is on course for continued growth and improvements in the decades to come. The Wylie Comprehensive Plan anticipates change

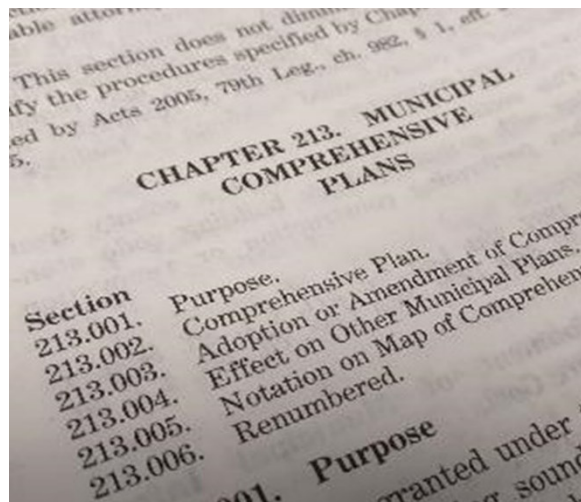
and proactively addresses major issues, defining goals and actions that will help to shape the City. This vision process can help minimize conflicts in decision-making, which saves time, money, and resources. This plan will lay the foundation for future improvements and priority action items.

## Legal Basis for Planning

A city's comprehensive plan can be defined as a long-range planning tool that is intended to be used by citizens, decision-makers, and City staff to guide the growth and physical development of a community for long periods of time. The State of Texas has established laws with regard to the way in which incorporated communities can ensure the health, safety, and welfare of their citizens through a comprehensive plan. More specifically, the law states:

*"The governing body of a municipality may adopt a comprehensive plan for the long-range development of the municipality... A municipality may define the relationship between a comprehensive plan and development regulations and may provide standards for determining the consistency required between a plan and development regulations."*

- Texas Local Government Code, Chapter 213



## How is a Comprehensive Plan Used?

This section describes the various mechanisms used by cities that transform a plan from a document to a tool. These mechanisms fall into the three basic categories: regulatory ordinances, financing mechanisms, and city procedures.

### Regulatory Ordinances

#### Subdivision Regulations

Subdivision regulations direct the division of land into individual lots or parcels prior to development, and control the design and construction of subdivisions, streets, and easements. Subdivision regulations apply both within a city's limits and extraterritorial jurisdiction (ETJ).

#### Zoning Ordinances

Zoning regulations are applicable within a city's limits and can affect land use integration (mixes of uses and lot sizes), site and building design standards, and required amenities for various types of development. Zoning regulations are not applicable within a city's ETJ.

### Financial Mechanisms

#### Capital Improvements

Capital improvement funding supports comprehensive plan recommendations that will generally require a one-time or initial investment to be achieved. Typically, this funding is applied to large municipal projects such as infrastructure improvements and/or land acquisition.

#### Annual Budget

The annual budget (or "general fund") supports comprehensive plan recommendations that are



not capital improvements. This funding typically supports city operations and programs.

## City Procedures

### City Leadership and Staff

City leadership plays a vital role in achieving the vision of the Comprehensive Plan and implementing policy recommendations. City leaders – such as the City Council and Economic Development Corporation – use the Plan as a guide when making development, operational, and/or policy decisions.

City staff is also critical to the process of implementing Plan recommendations. Staff is often the first point of contact for citizens and developments and can educate the community about the visions established by the Plan. Staff can also proactively submit (before the proper boards and commissions) recommended zoning and subdivision amendments, as well as other Comprehensive Plan policy-related recommendations that may be implemented through resolution or ordinance.

### Development Review

The usual processes for reviewing and processing zoning amendments, development plans, and subdivision plats provide significant opportunities for implementing the Comprehensive Plan. Zoning, development and subdivision decisions should be evaluated and weighed against applicable recommendations contained within the Plan. If decisions are made that are inconsistent with the recommendations, the Plan should be amended accordingly in order to ensure consistency and fairness in future decision-making.

### Engineering Studies

Some recommended policies may require more in-depth analysis. These are typically shown with the implementation mechanism. Generally, these recommended policies involve environmental studies or an analysis of public services (water, wastewater, drainage) that may be needed as a city continues to develop and grow in population.



## Local Plans

### 2012 Comprehensive Master Plan

On May 8, 2012, the City of Wylie adopted the 2012 Comprehensive Master Plan. The Plan contains valuable information and recommendations regarding the following elements:

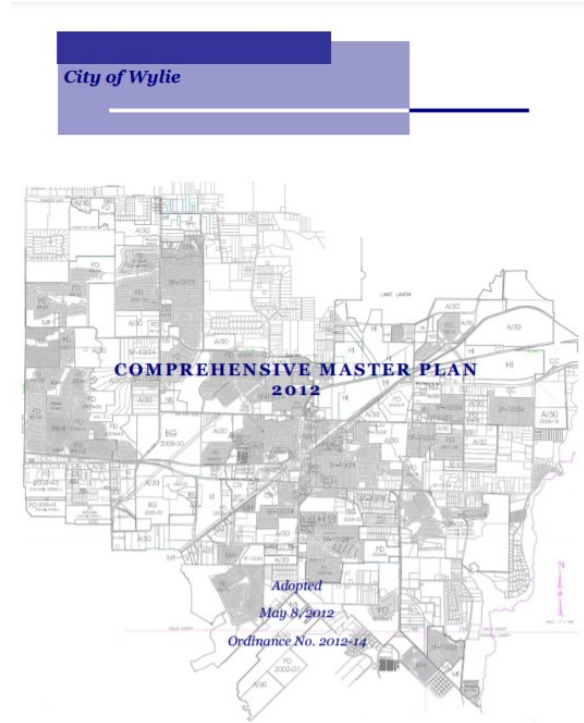
- Development Issues
- Action Steps
- Land Use Plan
- Transportation Plan
- Existing Conditions
- Parks and Recreation
- Redevelopment and Overlay Districts
- Economic Development
- Hazard Mitigation

This Comprehensive Plan builds upon the aforementioned effort. The Plan also takes into consideration previous recommendations outlined in the 2012 effort.

### 2019 Parks, Recreation & Open Space Master Plan

The 2019 Parks, Recreation & Open Space Master Plan provides direction for park expansion, park redevelopment, and new park development to serve the City of Wylie for the next five to ten years. As a guiding document, the Master Plan serves as a strategic tool for fiscal planning and development of Wylie's park system.

As part of the Master Plan, recommendations and concept plans were created to further the goal of maintaining and improving the City's high-quality park system. This Comprehensive Plan takes these recommendations and concept plans into consideration to ensure the goals and recommendations within this Plan align with previous planning efforts made by the City.



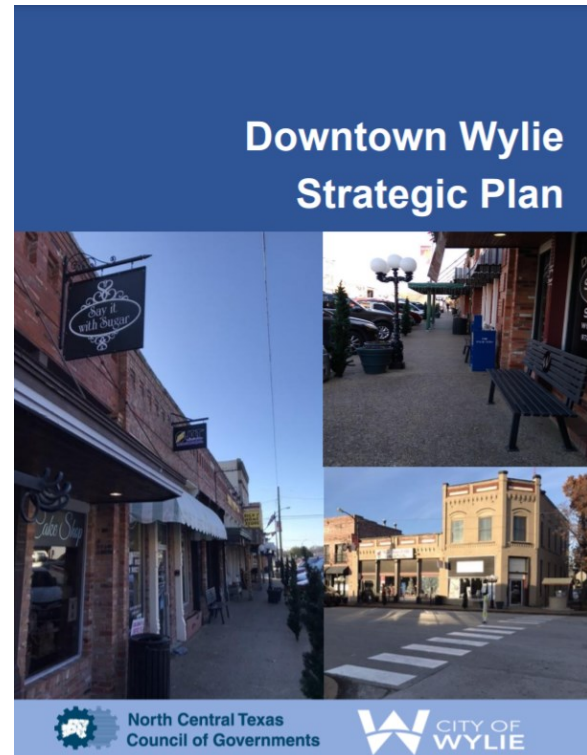


## 2021 Downtown Strategic Plan

As called for in the 2012 Comprehensive Master Plan, the City of Wylie embarked on the creation of the 2021 Downtown Strategic Plan with assistance from the North Central Texas Council of Governments (NCTCOG) to guide development and improvements in Downtown.

Major tasks completed by NCTCOG staff included data collection, stakeholder and public involvement, and strategic plan development. These key tasks were used to assess the existing conditions of sidewalks, roadways, pedestrian experience, lighting, wayfinding, and other components in Downtown Wylie. Staff created recommendations for improvements based on the existing conditions, stakeholder engagement, public survey responses, and goals outlined by the City.

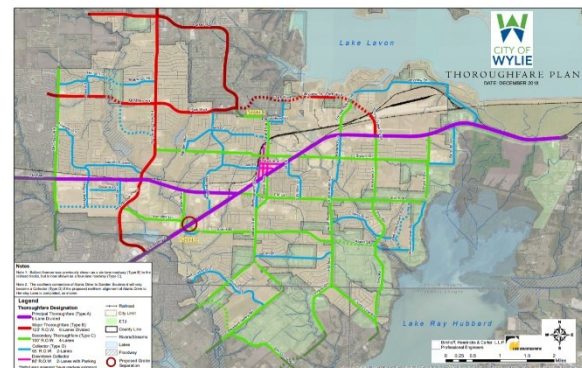
When considering Downtown Wylie, this Plan took into consideration the recommendations outlined within this planning effort.



## 2018 Thoroughfare Plan

In 2018, the City of Wylie adopted the Thoroughfare Plan to guide street improvements in the City in the future. In addition to identifying future roadway classifications for the existing roadway network, new connections were identified to accommodate increased traffic volumes expected to occur in the future. For example, a key connection identified in the Thoroughfare Plan calls for the extension of Park Boulevard to Skyview Drive to provide better east-west connectivity in the City.

This Plan takes into consideration and incorporates this Thoroughfare Plan into recommendations and maps. The proposed classifications and new connections were considered when determining the Future Land Use Plan.

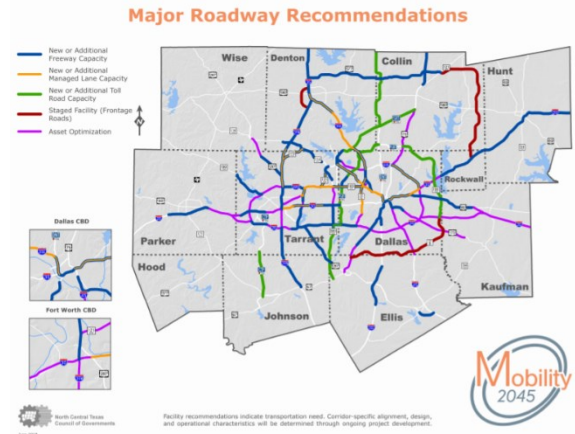
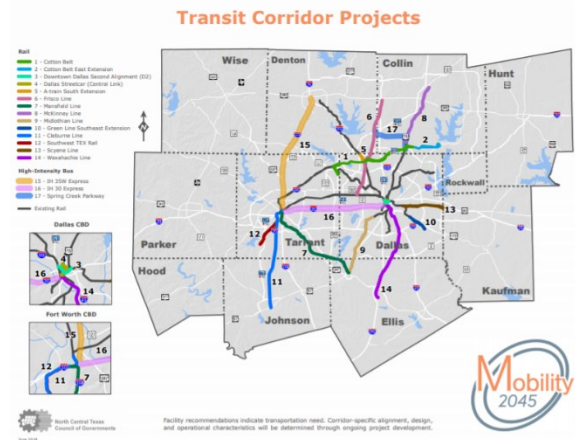


## Regional Transportation Plan

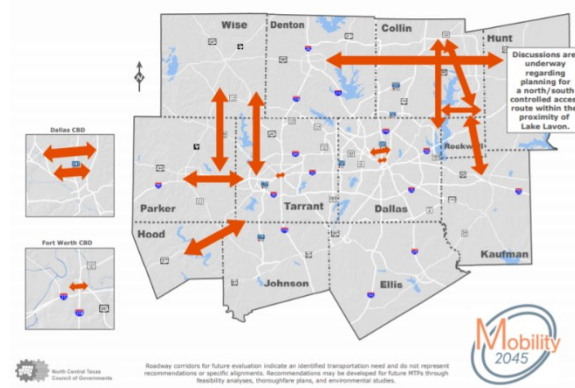
The North Central Texas Council of Governments (NCTCOG) is a voluntary and non-binding association established to “assist local governments in planning for common needs, cooperating for mutual benefit, and coordinating for sound regional development.” NCTCOG is the predominant regional planning body in North Texas - conducting research, studies, and regional plans related to transportation, environmental sustainability, and growth management. Much of this focuses on the rapid growth expected for North Texas in the years to come. Given that Wylie is a member of NCTCOG’s geographical area, it is important that the City monitor planning efforts made on behalf of the organization as they have the potential to affect the community.

Mobility 2045, adopted in June of 2018, is NCTCOG’s most recent transportation plan. In addition to planning for a wide range of future transportation needs, Mobility 2045 provides projections for future population growth and distribution. Due to Wylie’s location in the DFW Metroplex, several transportation topics are addressed in Mobility 2045 that may potentially impact the City.

Mobility 2045 recommends future roadway and transit improvements to areas in North Texas. Near Wylie, additional toll road capacity has been identified starting at US-75 in Plano and traveling southeast, terminating in Rockwall. Additionally, a DART extension has been identified for the proposed Cotton Belt Line, extending east of US-75 to the City of Wylie and terminating at TX-78. The growth that could occur with improvements to the transportation network in Collin County and the surrounding region, specifically those dealing with transit services, are factors the City should continue to monitor to prepare for future growth and transportation needs.



### Roadway Corridors for Future Evaluation





As part of Mobility 2045, NCTCOG estimated the growth of each county in the Metroplex. Wylie is within Collin County, which is adjacent to the largest county in DFW, Dallas County, in terms of population size. According to NCTCOG's projections, Collin and Dallas Counties' populations are anticipated to grow by a combined 1.6 million by 2045. Based on this information, Wylie should continue to prepare for potential growth in the coming decades to ensure the type of development its community desires.

Figure 1-1. County Population Comparisons

County	2017 Population	2045 Population	Increase
Collin	951,795	1,689,168	737,373
Dallas	2,600,408	3,445,204	844,796
Denton	804,395	1,346,316	541,920
Ellis	163,695	300,954	137,259
Hood	55,034	85,738	30,704
Hunt	87,279	134,291	47,012
Johnson	158,683	262,865	104,182
Kaufman	114,741	224,203	109,462
Parker	123,181	206,813	83,632
Rockwall	93,430	181,560	88,103
Tarrant	2,020,278	3,263,622	1,243,344
Wise	62,588	105,797	43,209
<b>Totals</b>	<b>7,235,508</b>	<b>11,246,508</b>	<b>4,011,023</b>



Figure 1-2. Community Engagement Process

## Community Engagement Process

This Envision Wylie comprehensive plan is the community's plan. The community's input shaped the plan's recommendations and priorities. An overview of the primary community engagement meetings is shown in Figure 1-2; the full community input results are included in the Appendix.

Note: Graphic to be updated to reflect final meetings.



## Chapter 2:

# Community Snapshot

### Introduction

The purpose of this Community Snapshot chapter is to understand Wylie's physical, social, and economic context. Understanding the City's background and context helps to identify the community's values, needs, and desires, all of which affect future growth and development. Furthermore, information included within this chapter will lay a foundation for all subsequent planning decisions. This chapter includes a discussion and/or analysis of the following:

- Regional Relationship
- Historical Context
- Demographic Profile
- Physical Constraints





## Regional Relationship

Wylie is located primarily in southern Collin County, but does extend into portions of Dallas County and Rockwall County. The City is centrally located between Lavon Lake and Lake Ray Hubbard in the northeastern portion of the Dallas-Fort Worth Metroplex, with a significant amount of the City Limits having lakefront access to Lavon Lake. The City is approximately 37 square miles in area, with much of the City's commercial activity located along the TX-78 corridor. Notable cities in close proximity to Wylie include:

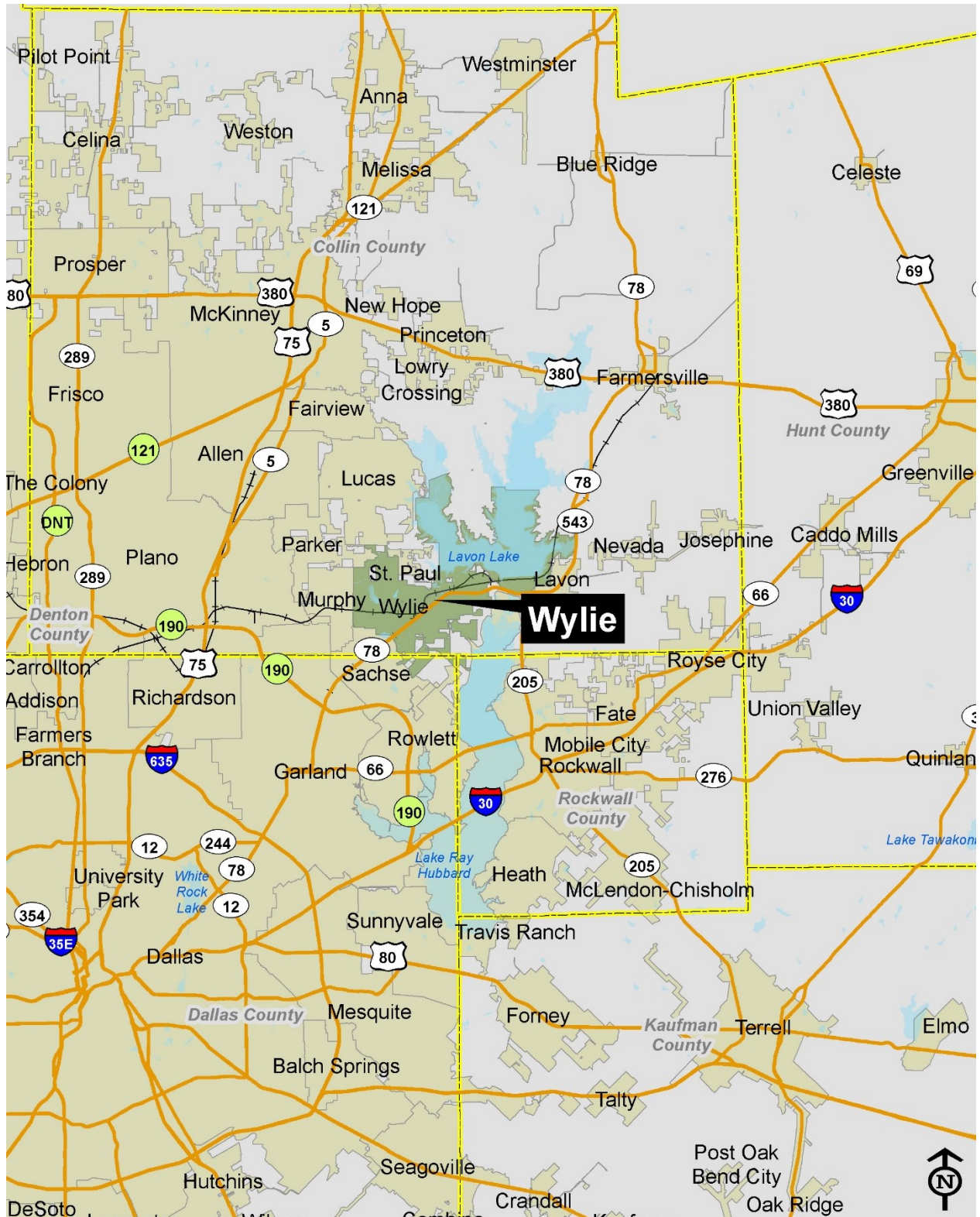
- Plano
- Allen
- Rockwall
- Richardson
- Garland
- Parker
- Murphy
- Sachse
- McKinney
- Dallas

In recent decades, Wylie has become a bedroom community for major employment generators in the DFW Metroplex. As the northeastern part of the Metroplex continues to grow, Wylie is well-positioned to capitalize on the economic opportunities, such as the Intermodal center, while continuing to maintain a high quality of life for current and future residents.





Figure 2-1. Regional Context Map



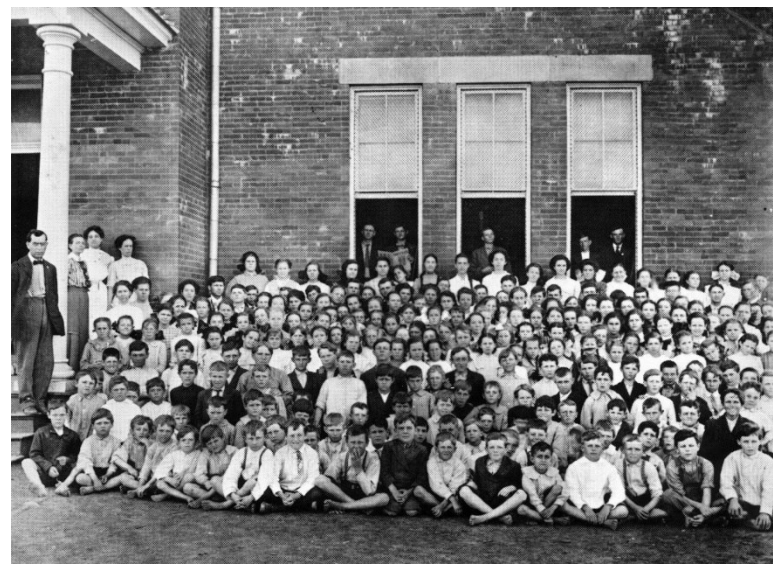
## Historical Context

The City of Wylie's story begins in 1885 as a town called Nickelville. Nickelville was a small North Texas frontier settlement and residents heard word that the Santa Fe rail line was headed in their direction, bringing the potential for added prosperity to the town and region. When the Santa Fe line arrived, the agent and engineer in charge of determining the track route was Colonel W.D. Wylie who, after numerous surveys, decided to lay the track just north of Nickelville.

During this time, Colonel Wylie promised the residents of Nickelville he would do great things for the community if it bore his name. The convinced residents submitted Wylie's name to town leadership and, when the application for the new post office was received in 1886, the name became official.

The town was relatively small throughout the remainder of the 19th century, but by the mid-1910s, agriculture became a staple in the community as shipping by rail was becoming more and more profitable. Hogs were shipped weekly, cotton was the leading crop, and onions soon became a prized commodity. Until the early 1960s, Wylie was known as the "Onion Capital of the World," and an onion shed could be found by the Santa Fe tracks.

In the 21st century, the City of Wylie has seen tremendous growth, seeing an increase of roughly 45,000 residents in the last 20 years. No longer is Wylie the sleepy agriculture community of North Texas, but rather a thriving suburban city with a high quality of life, close to the tremendous leisure activities and employment the DFW Metroplex has to offer.



Source: City of Wylie



## Demographic Profile

The purpose of evaluating a community's demographics is to understand its social context, both historically and at the present time. Understanding the background and context of a community can help identify its values, needs, and desires that will affect its future growth and development. Demographics impact every element of a comprehensive plan, from land use to tax revenue to the demand for infrastructure and services. Understanding the 'who', 'when', and 'where' of demographic trends can help the City accommodate current and future needs with a higher degree of efficiency and accuracy.

### Methodology

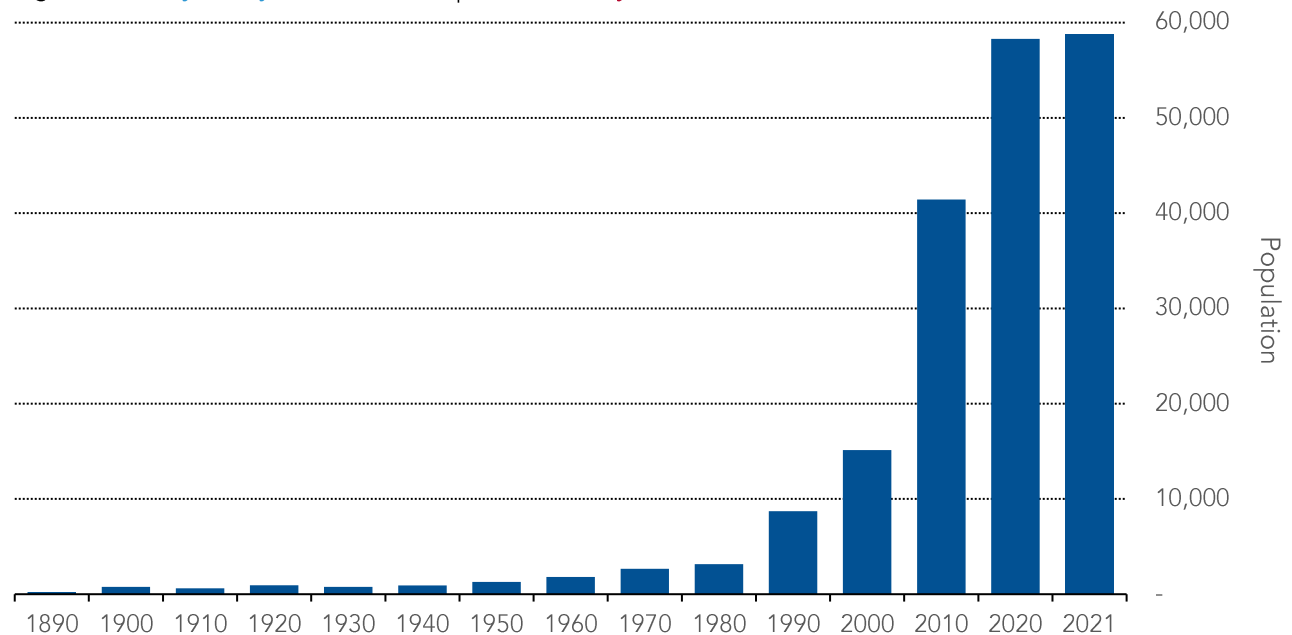
This Plan utilizes historical and forecasted data from Esri and the U.S. Census Bureau. Esri uses U.S. Census Bureau data as the basis for estimates. In regard to the U.S. Census Bureau, every 10 years a systematic count is conducted of the number of people living in the country.

Between decennial censuses, the U.S. Census Bureau conducts an American Community Survey (ACS), which is an estimate based on a small sample of randomly selected participants over a period of several years. While the ACS data is not as statistically reliable as the decennial census, it provides a more recent estimate of the existing conditions. These data sets are taken into account by Esri and are refined further for more accurate up-to-date estimates.

### Population Trends

In 2021, it was estimated that Wylie had a population of 58,797 people. Spanning over a century, the City's population has increased exponentially. In 1890, the population of the City was 239 residents. By 1990, the City had increased in population by nearly 8,500 persons. In recent years, the City has seen even more growth, with a population increase of 26,295 people from 2000 to 2010 and an increase of 17,370 people from 2010 to 2021.

Figure 2-2. [City of Wylie](#) Historical Population ~~of Wylie~~

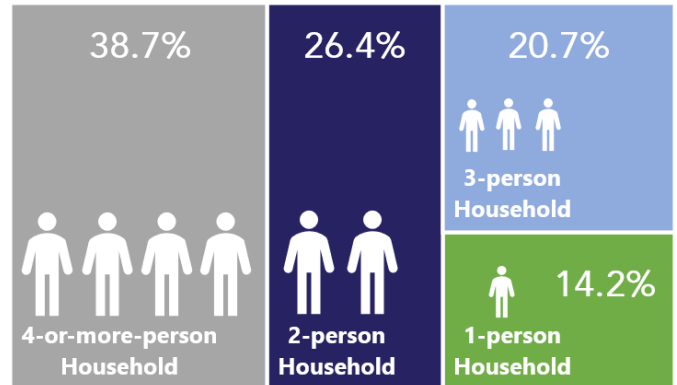


Source: U.S. Census Bureau; Esri (2020 and 2021)

## Household Size

Household size is important when evaluating future housing types and other land use decisions. For example, larger households tend to live in larger housing types to accommodate the number of people living under one roof. The City of Wylie's household distribution is typical of a suburban community in the DFW Metroplex. As of 2020, the majority of all households contain three people or more, indicating a strong familial presence within the community. The average household size within Wylie is 3.14 people.

Figure 2-3. [City of Wylie](#) Household Size



Source: Esri 2020





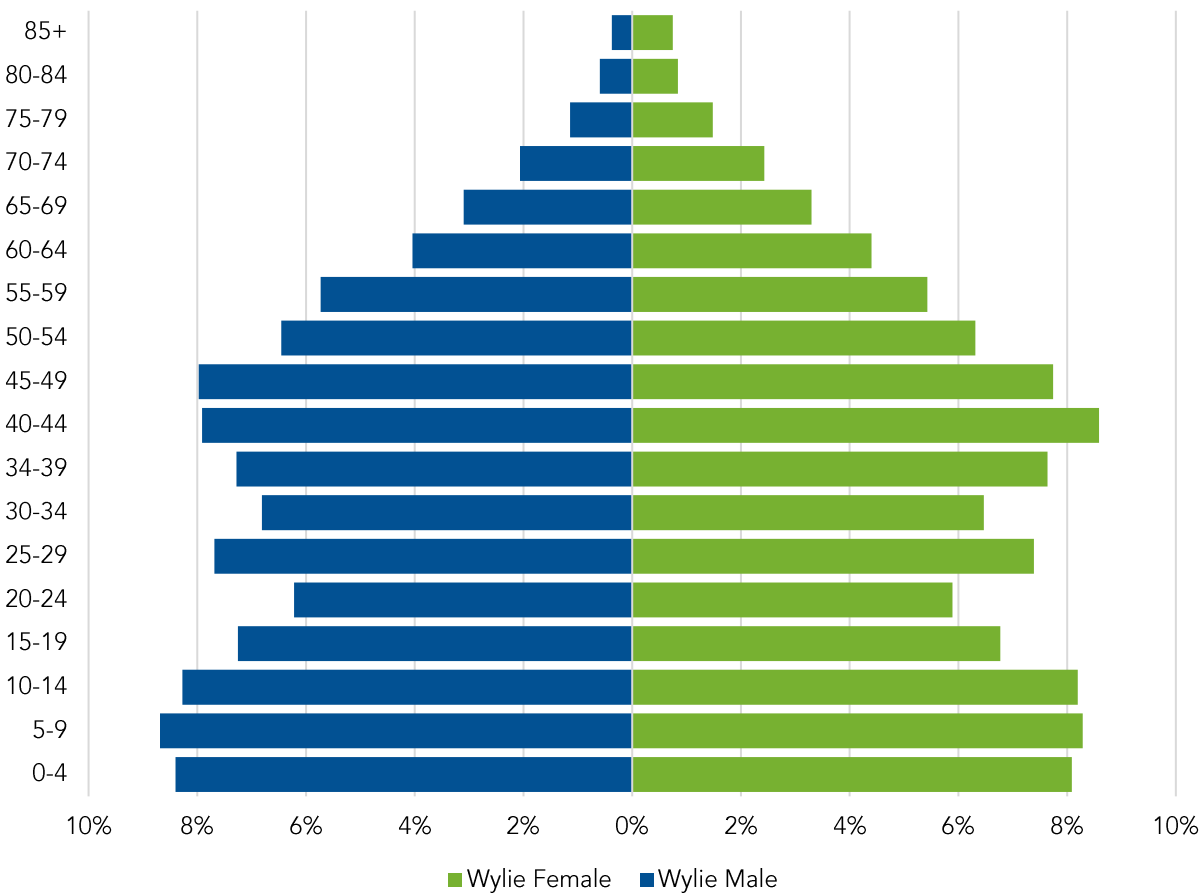
## Age and Sex Distribution

Age and sex trends within a population can indicate and project need for services such as hospitals, parks, schools, and community centers. Age and sex distribution can also help identify what kinds of land uses might be desirable within a community. For example, a community with a younger population might prefer starter and move-up housing.

Age distribution in the City follows a relatively normal pyramid shape. This is evident with a large population of younger residents (0-14

years of age) and a smaller population of older residents (50-85+ years of age). It is no surprise there are fewer people in the age range of 20-24 relative to adjacent age groups – one of the only deviations from the pyramid shape. This is typical of many cities that do not have an established higher education or large local employment presence in which younger adults move away for college and/or other job opportunities.

Figure 2-4. [City of Wylie](#) Age Pyramid



Source: Esri 2020

## Race and Ethnicity

Race and ethnicity are factors that help explain a community's identity. While the two terms are often used interchangeably, race is associated with biological factors, such as facial features or hair color. According to the U.S. Census Bureau classifications, racial classifications in the United States include, but are not limited to, White, Black, Asian, Pacific Islander, and Native American. Ethnicity is associated with cultural factors, such as language and traditions. The most common ethnicity in the U.S. is Hispanic/Latino.

### Race

The largest racial group in Wylie is those who consider themselves "White", making up 64.2% of the population. The second largest racial group is those who consider themselves "Black or African American", making up 14.4% of the population. The third largest racial group is those who consider themselves "Asian", comprising 9.5% of the population. In addition, approximately 7.2% of residents consider themselves "Some other race".

### Ethnicity

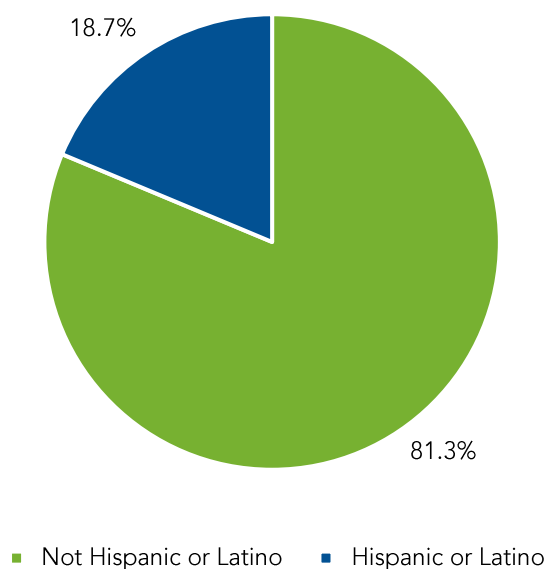
In regard to the ethnic makeup of Wylie, 81.3% of people identify as "Not Hispanic or Latino", while 18.7% responded as "Hispanic or Latino". In Collin County, 15.7% of people identify as "Hispanic or Latino". This varies from the State of Texas in which roughly 40% of individuals identify as Hispanic.

Figure 2-5. [City of Wylie](#) Racial Distribution

Race	Percentage
White	64.2%
Black or African American	14.4%
American Indian and Alaska Native	0.6%
Asian	9.5%
Native Hawaiian and Other Pacific Islander	0.2%
Some other race	7.2%
Two or more races	3.9%

Source: Esri 2020

Figure 2-6. [City of Wylie](#) Ethnic Distribution



Source: Esri 2020

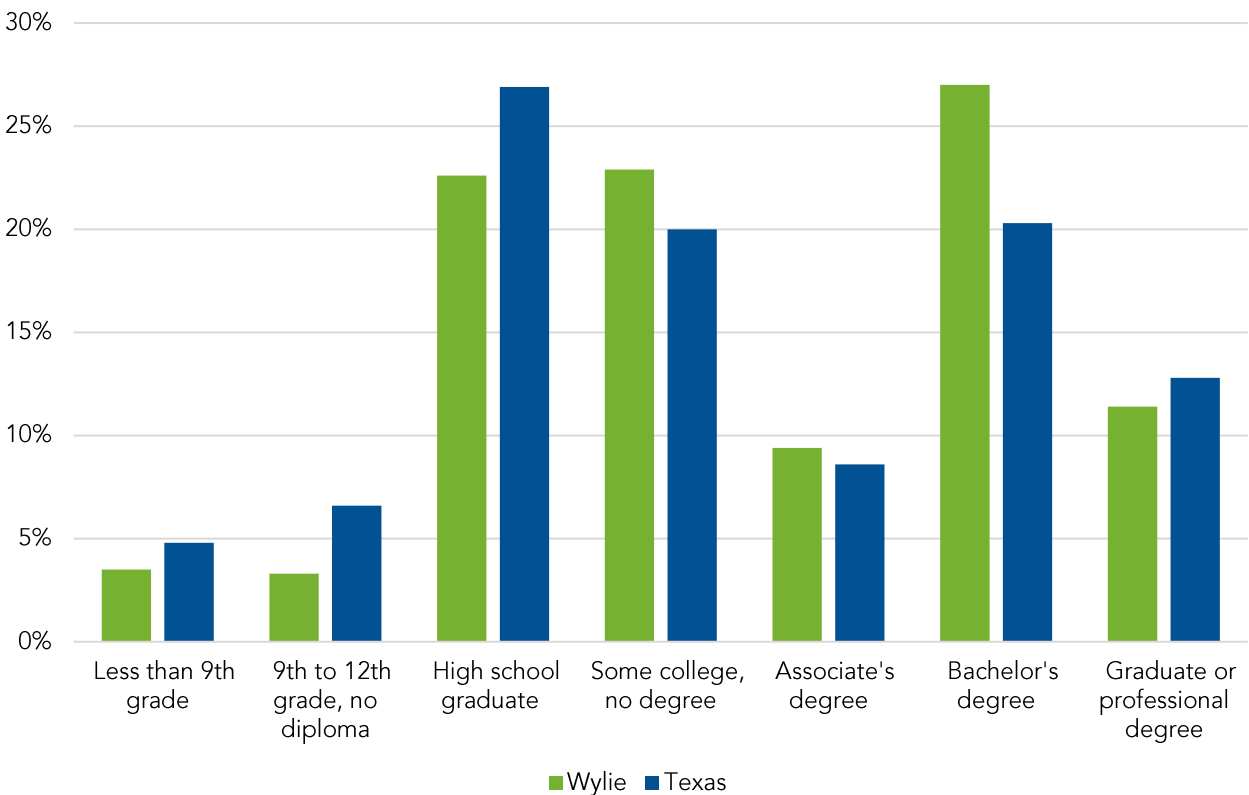
## Educational Attainment

The educational attainment of a community can be an indicator of the types of jobs in the region, and can provide general information about the skills and abilities of the local workforce. Knowledge of workforce composition can also help a city target and recruit certain types of businesses. Highly educated communities typically attract high-paying jobs and upscale businesses.

Wylie has similar metrics compared to the State of Texas, with the largest difference evident in the number of residents that hold a bachelor's degree. The ratio of residents in Wylie who hold a bachelor's degree is approximately seven percentage points greater than the State of Texas. The majority of residents in Wylie have completed at least some college coursework, indicating Wylie is a highly educated community relative to the state.



Figure 2-7. [City of Wylie](#) Educational Attainment



Source: Esri 2020

## Employment Characteristics

### Resident Occupations

Every job that is available in the U.S. falls into one of ten categories, as defined by both the U.S. Census Bureau and the Bureau of Labor Statistics. These categories are:

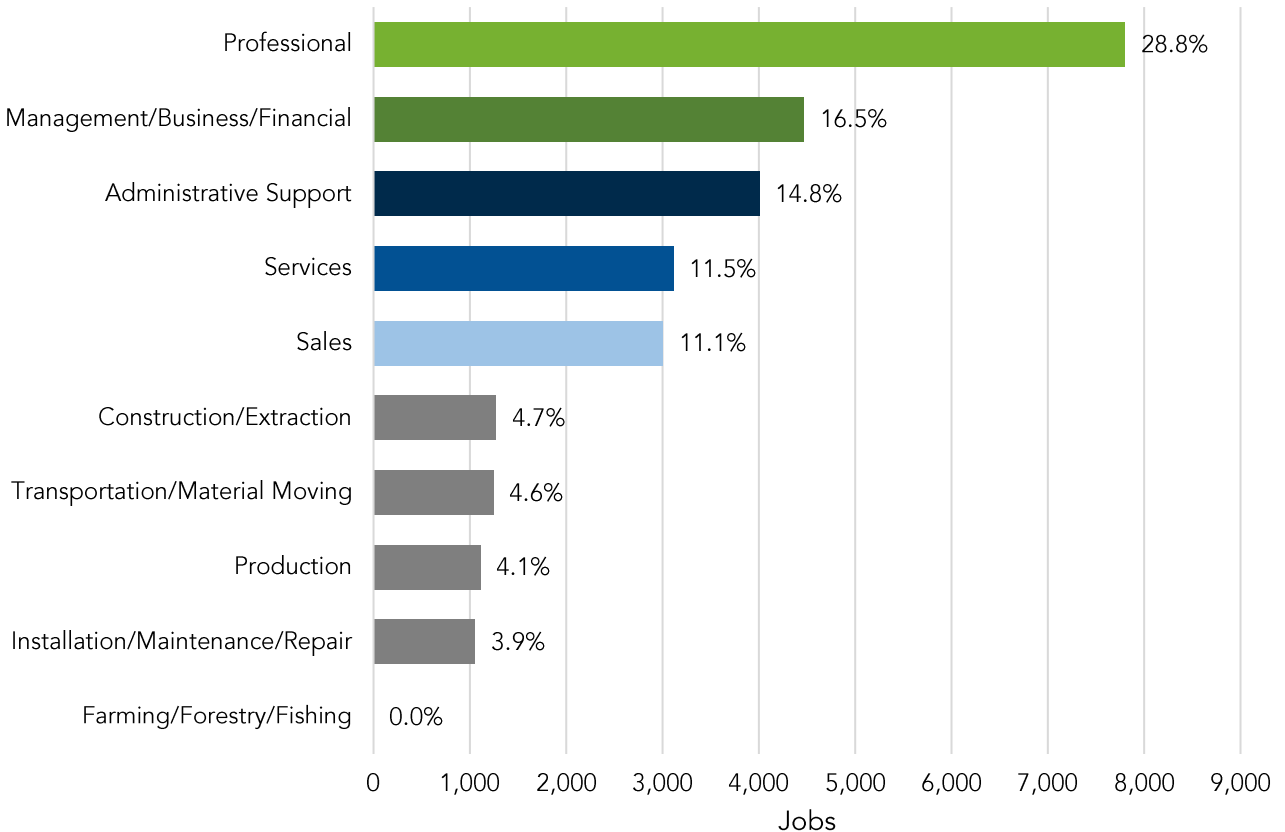
- Professional;
- Management/Business/Financial;
- Administrative Support;
- Services;
- Sales;
- Construction/Extraction;
- Transportation/Material Moving;
- Production;
- Installation/Maintenance/Repair; and
- Farming/Forestry/Fishing.

Worker occupation aids in measuring the kinds of work that employ a community's citizens.

Note that this is an assessment of the employment of Wylie's residents, rather than an assessment of employment located within the City.

Workers who live in the City are employed in a variety of occupations. Approximately 28.8% of residents work in Professional occupations. In addition, residents who work in Management/Business/Financial occupations make up 16.5% while 14.8% of residents work in Administrative Support occupations. These three occupations make up roughly 60% of all jobs worked by Wylie's residents. The majority of the remaining 40% of jobs worked by residents of the City are in the Services and Sales occupations.

Figure 2-8. [City of Wylie](#) Resident Occupations



Source: Esri 2020

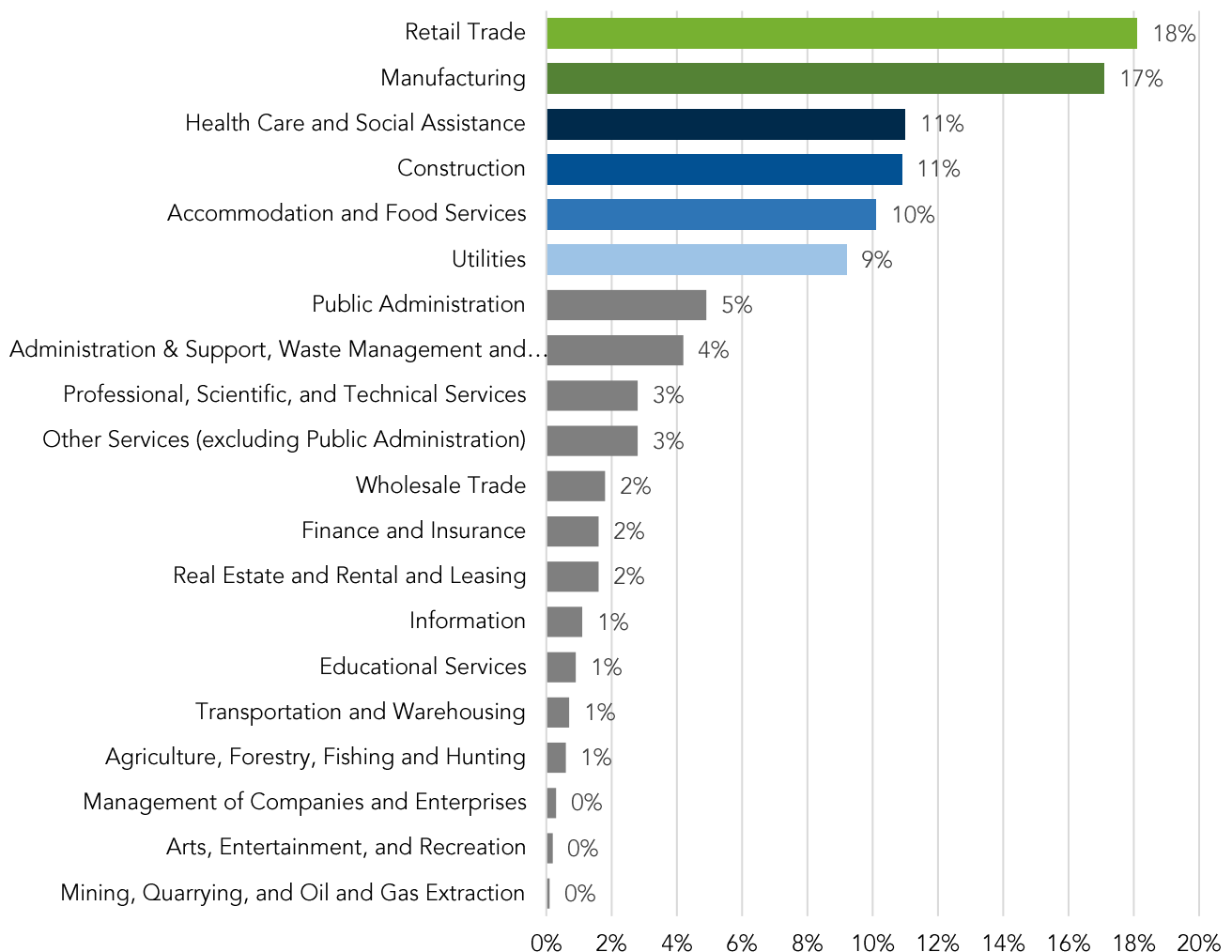
## Employers in Wylie

Compared to the previous section, the following is a detailed overview of the industries for jobs physically located within Wylie rather than the occupations of its residents. Understanding the types and distribution of jobs within the City allows one to understand predominant industries. According to the U.S. Census Bureau, 10,157 jobs are located within Wylie (2019). As shown in Figure 2-9, the largest percentages of jobs in the City of Wylie are in the Retail Trade and Manufacturing industries, making up 35% of all jobs located within Wylie.

## Median Household Income

Median household income is the household income earned in which half of the homes in the community earn more and half earn less. Compared to average household income, median household income tends to be a more accurate portrayal of a typical household's income as outliers do not affect the resulting income. Understanding the median household income of a community is important as it can identify services that individuals and their families can afford. In addition, median income can help identify goals that a city might desire to achieve. In Wylie, the median household income is \$94,662 – significantly higher than the state's median household income of \$60,820.

Figure 2-9. Industry of Jobs in [Located in the City of](#) Wylie



Source: U.S. Census Bureau 2019



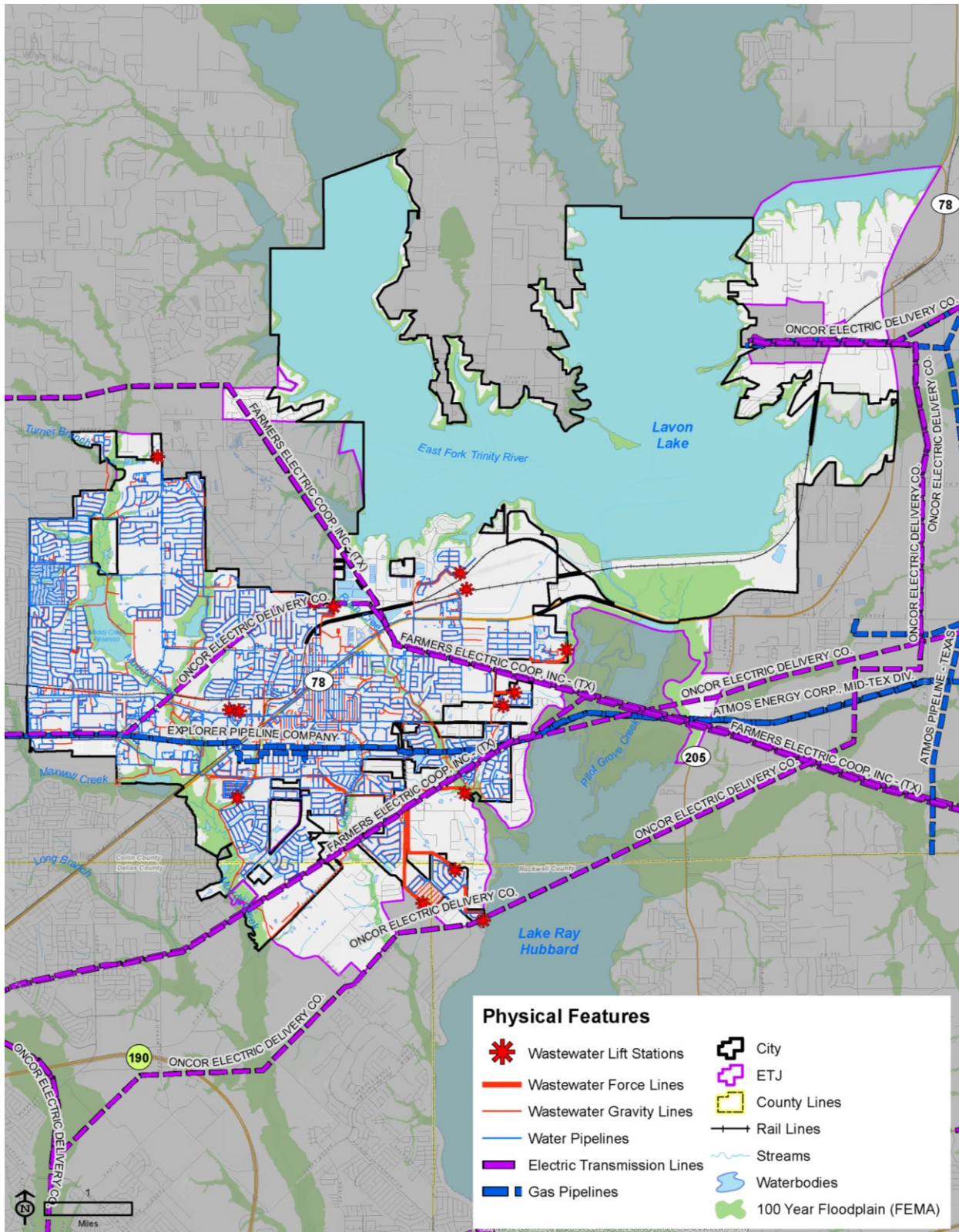
## Physical Constraints

A number of factors, both natural and constructed, impact how Wylie can grow and develop. For example, the City limits, water bodies, floodplains, natural resources, and major thoroughfares impact/influence future development. By understanding these factors and impediments, the City can better understand its potential to grow as well as where that growth might occur. The map on the following page identifies physical constraints in Wylie and the surrounding area.





Figure 2-10. Physical Features Map



## Natural Constraints

### Topography

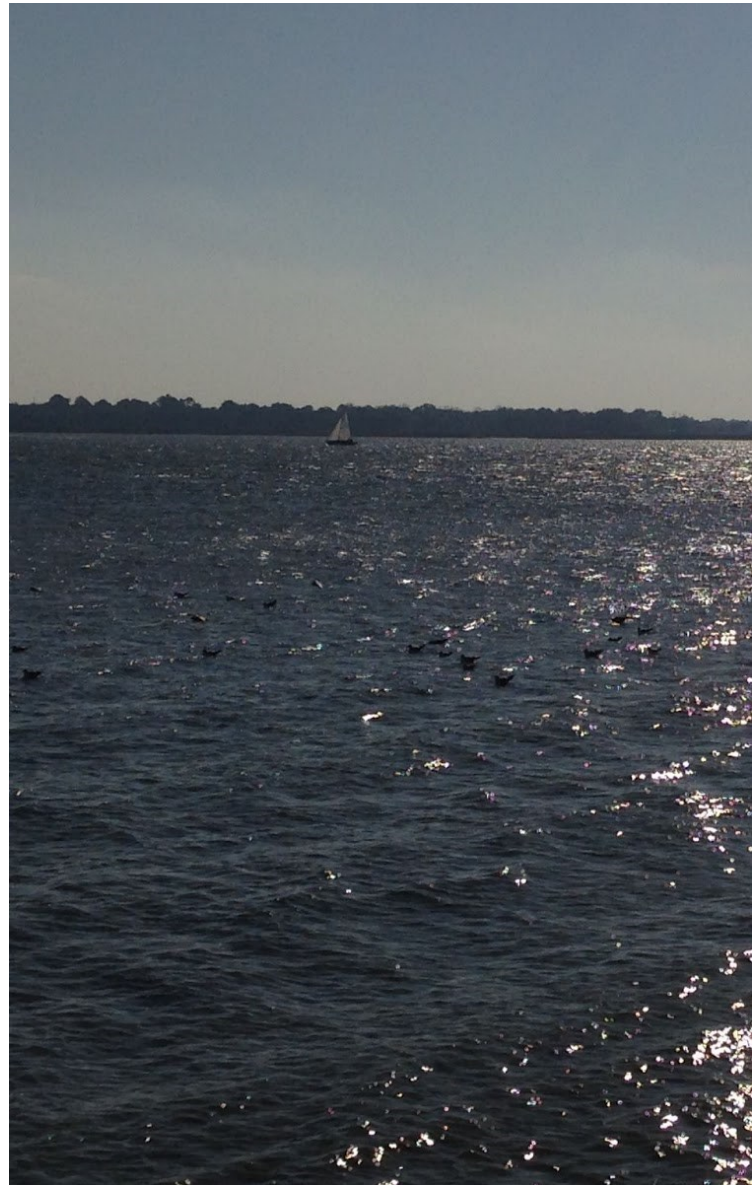
Wylie has a high point elevation of roughly 570 feet and a low point elevation of roughly 440 feet, indicating an elevation difference of about 130 feet within the City. Higher elevations are generally in the western portion of the City's limits while lower elevations are generally in the eastern portion of the City's limits. Changes in elevation will be important when considering developable land and stormwater planning.

### Water Bodies, Streams, and Floodplains

Wylie is unique in that it is a lakeside community with lakefront access to Lavon Lake, and is in close proximity to Lake Ray Hubbard. Given Wylie's proximity to two major lakes in the DFW Metroplex, there are multiple tributaries and rivers in or in close proximity to the City.

The East Fork of the Trinity River flows south from Lake Lavon to Lake Ray Hubbard, flowing through portions of Wylie's eastern City limits. Multiple tributaries of Lake Ray Hubbard like Muddy Creek and Cottonwood Creek flow through the southern portion of Wylie's City limits.

As with all major rivers and tributaries, large amounts of floodplain are associated with the streams flowing through Wylie. This is important to consider as stringent development regulations have been put in place by the Federal Emergency Management Agency's (FEMA) National Flood Insurance Program (NFIP). In most cases, developers tend to avoid these areas in order to avoid incurring costs associated with bringing a building up to the standards required by the NFIP.





## Constructed Constraints

### City Boundaries

Currently, the City limits comprise about 37 square miles. Approximately five percent of the City remains undeveloped, with about 10 to 15 percent of the City available for redevelopment, indicating the City can accommodate growth within its current boundaries. In addition, there are portions of the City's extraterritorial jurisdiction (ETJ) that can accommodate growth - particularly in the southern and northeastern portions of the ETJ.

### Major Thoroughfares

Major thoroughfares are roadways identified as regional and local routes, providing mobility over long distances. These roadways differ compared to roads located in places like subdivisions as they are meant to provide mobility for higher volumes of traffic at relatively high speeds. In Wylie, TX-78 is the major regional thoroughfare, with a southwest to northeast alignment. Other roadways that may not constitute regional thoroughfares but are worth noting include Ballard Avenue, Country Club Road, and FM-544. These roadways provide adequate north-south and east-west mobility, with Ballard Avenue acting as the primary boulevard into Downtown Wylie.

These roadways provide major benefits to the community, including access and connectivity within and through Wylie, economic development potential due to undeveloped frontage, and a wide range of opportunities to continue to create a positive image of Wylie for thousands of people traveling in the City each day. These roadways are critical beyond serving as connectors; they also provide land prime for development opportunities and establishing a

positive image. In addition, it is important that City staff and City leadership consider future improvements that are expected to occur on these roadways. Although TX-78 is managed and maintained by the Texas Department of Transportation (TxDOT), it is important that the City monitor improvements as it will have a significant impact on development within the City.





## Chapter 3:

# Housing & Neighborhoods

## Introduction

Communities are defined by their neighborhoods. Retail, commercial, and other employment centers provide jobs and the foundation for our economy. Residential areas are where we live, raise families, and invest in private property. Each of Wylie's neighborhoods face different challenges and opportunities. Neighborhood revitalization is a complex issue because it must be respectful of the physical structure itself and the people who live in it, including their physical and financial abilities to maintain the property's integrity.

This section of the Envision Wylie Comprehensive Plan provides an analysis of existing neighborhoods, followed by goals and strategies for future housing needs to ensure that Wylie continues to be a desirable and welcoming community for years to come.



### Community Input Themes Related to Housing & Neighborhoods

We need **more entry-level housing** options for singles and small families

**Smaller homes and lots** should be reviewed through the Planned Development (PD) process

We need more **options for seniors** who would like to downsize to smaller houses

We need **more large homes** for families

**Downtown mixed-use housing** should be higher-end development

Note: Removed input themes related to attainable housing and concerns that Wylie is already full.

## Existing Housing & Neighborhood Characteristics

Understanding the existing housing conditions within a community is helpful in determining appropriate goals and recommendations to ensure there is housing that can serve current and future residential needs.

### Housing Choices

“Housing choices” refers to the variety of housing types that exist in Wylie today. As shown in Figure 3-1, the majority (83%) of dwelling units in Wylie are traditional detached single-family homes, compared to 65% statewide and 69% in Collin County. The next most common housing types include mobile/manufactured homes and multifamily buildings with 20 or more units.

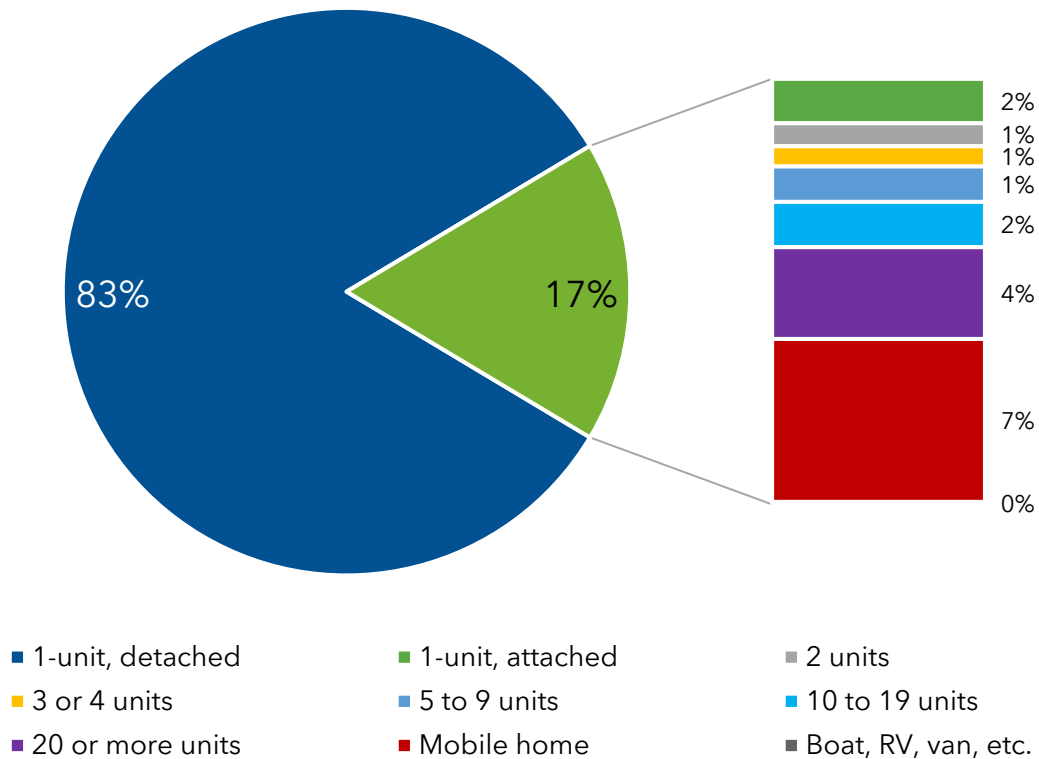
#### Census Terminology

1-unit, detached = Traditional single-family home

1-unit, attached = Duplexes or townhomes that share a ground-to-roof wall

2 or more units = Units that are not separated by a ground-to-roof wall (e.g., stacked units, triplex, quadplex, traditional apartments)

Figure 3-1. [City of Wylie](#) Housing Types



Source: ACS 2015-2019

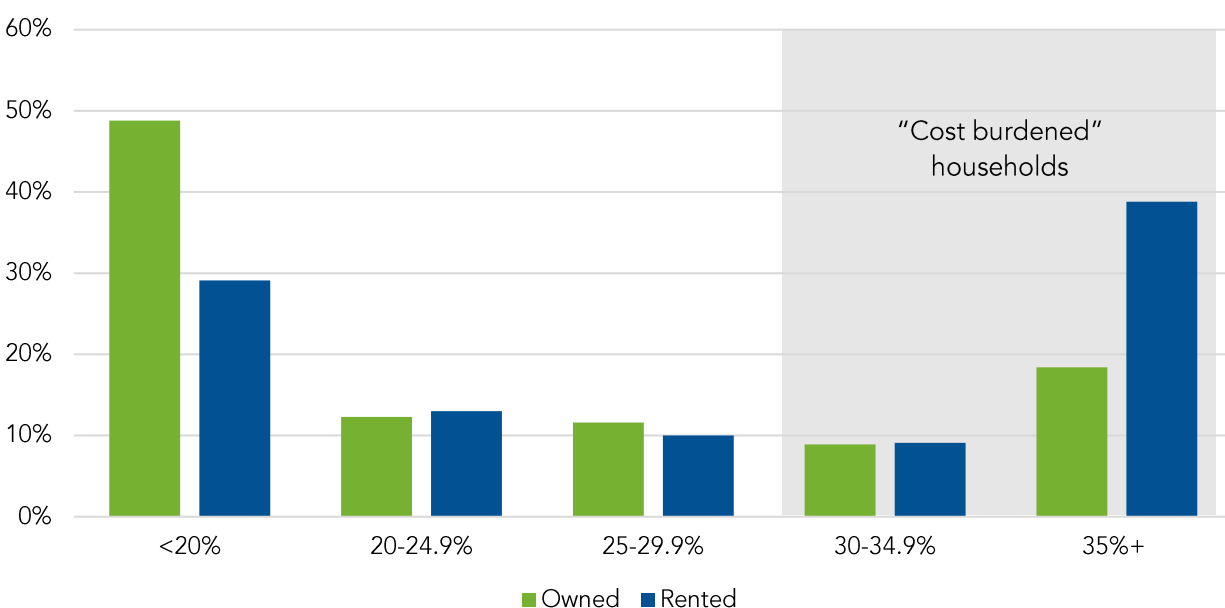
## Affordability

Households paying more than 30 percent of their income towards housing costs are considered “cost burdened”. The U.S. Department of Housing and Urban Development (HUD) defines housing affordability as the ability to pay less than 30 percent of housing income on housing costs. Using this standard, the percentage of residents who pay 30 percent or less of their income toward housing costs indicates residents who are in housing that is affordable for their income level. Paying greater than 30 percent of household income on housing costs indicates households experiencing burdensome housing costs.

When looking at homeowners with a mortgage, nearly half (49 percent) pay less than 20 percent of their household income toward housing costs. However, when looking at renters, the largest group (39 percent) is those who pay more than 35 percent of their household income toward housing costs. A noticeable gap is present between those paying 20 percent and 35 percent toward housing, indicating that mid-range products may be in demand.

Median home value can provide insights into the affordability of homes within a community compared to the surrounding region. According to Esri, Wylie’s 2021 median home value was \$282,463, higher than Texas’ median value of \$224,879 but lower than Collin County’s median value of \$352,703.

Figure 3-2. [City of Wylie](#) Housing Costs as a Percentage of Household Income





## Housing Age & Neighborhood Conditions

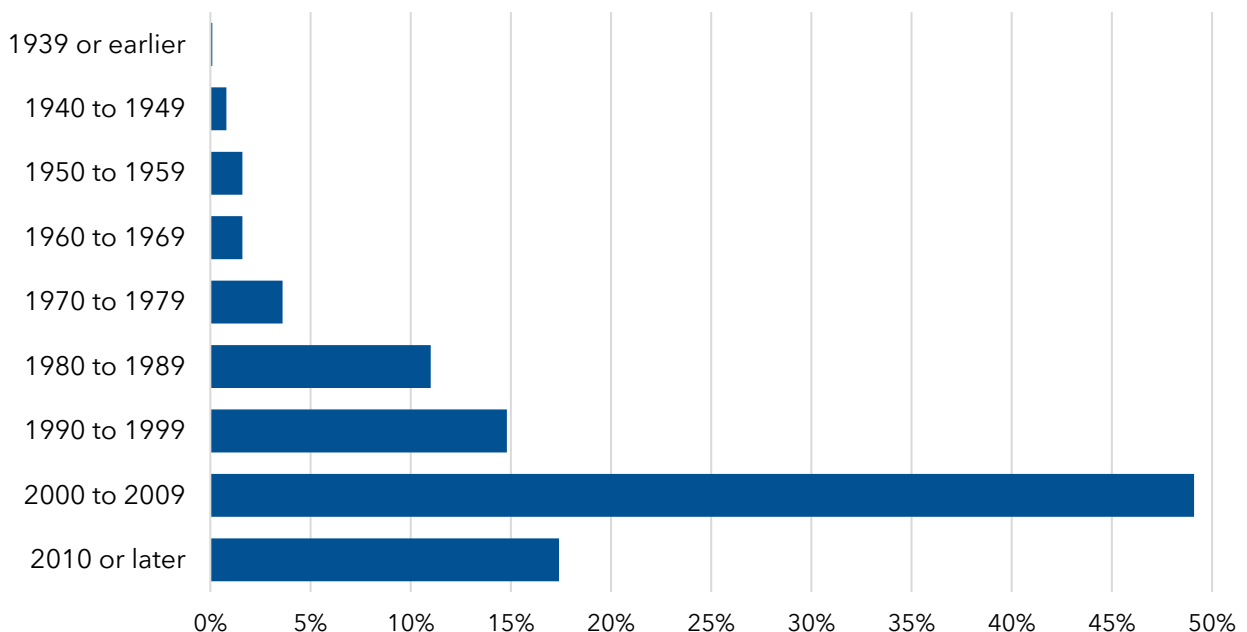
The age of housing within a community can be helpful in understanding when most structures were built – providing insights into generally when housing and infrastructure will begin to reach the end of its useful life if no significant reinvestments are made. In many instances, as is the case with Wylie, a large portion of a city's housing is built in a concentrated time period. For the City of Wylie, roughly 50% of all housing was built between 2000 to 2009. Given this, it will be important for the City to take proactive measures to ensure those neighborhoods continue to be high quality in the following decades.

Figure 3-4 on the following page displays conditions on a neighborhood scale, considering the general exterior conditions of a typical home and property within the area. Most of the housing in Wylie is considered "Sound", which aligns with newer construction. The neighborhoods designated as "Potential Minor



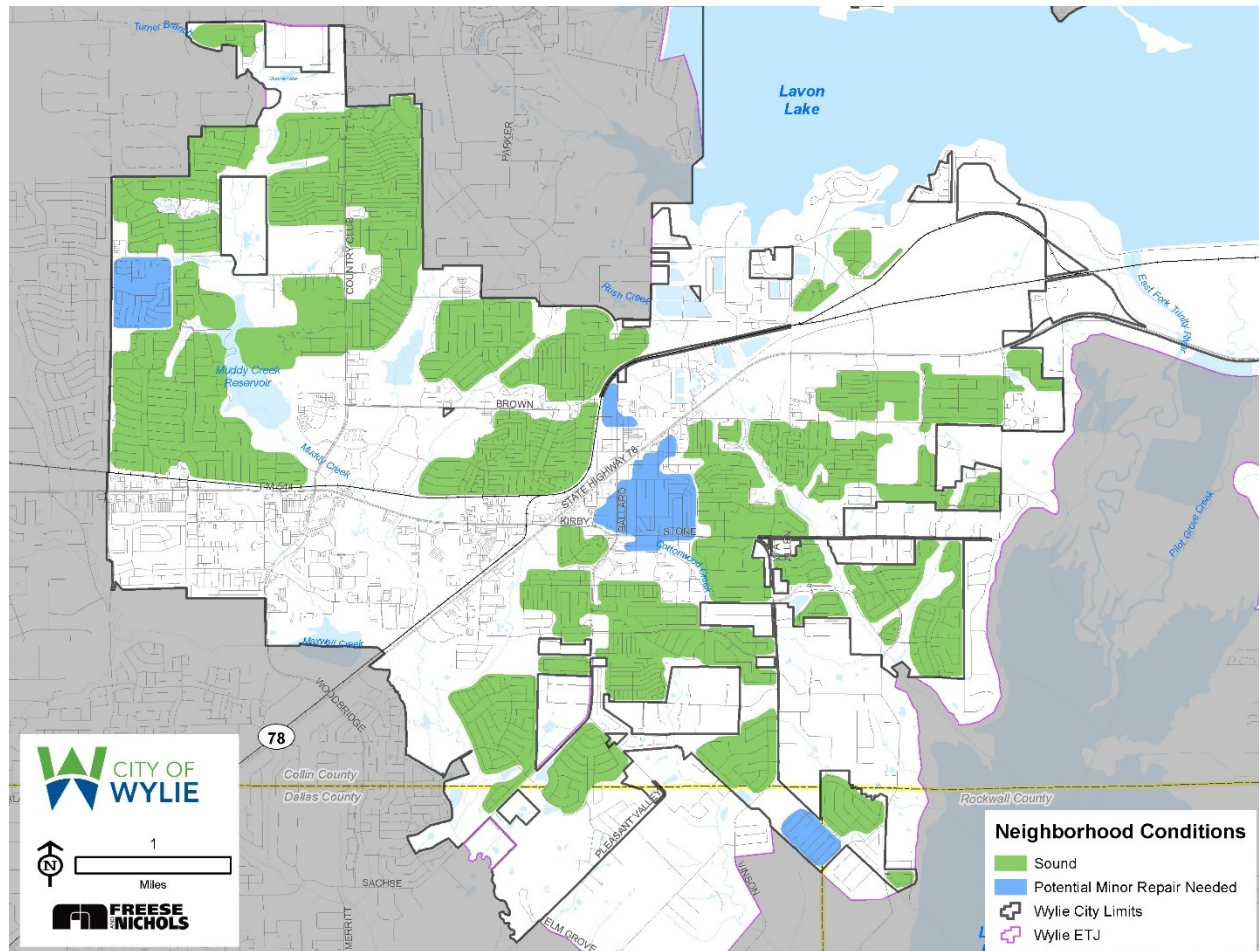
Repair Needed" include the historic neighborhoods in and around Downtown and South Ballard Avenue, the manufactured home park at McMillen Drive and McCreary Road, and the neighborhoods in and around Kirby and Ballard. It is important to note that these designations are high-level assessments and may not apply to every dwelling in the neighborhood.

Figure 3-3. [City of Wylie](#) Year of Home Construction



Source: Esri 2020

Figure 3-4. Neighborhood Conditions Assessment Map

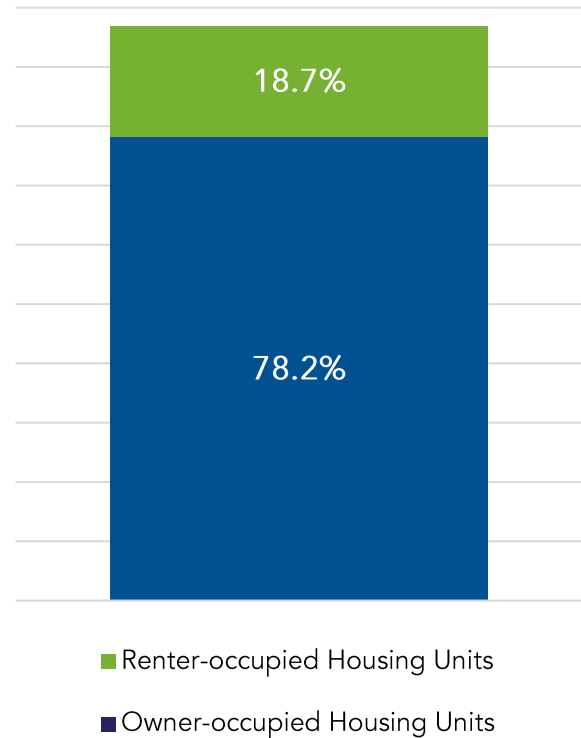


## Home Ownership

Understanding the ratio of owner-occupied and renter-occupied housing units within a community can be extremely valuable. This ratio can help determine the resiliency of existing housing stock as homeownership is considered to be a long-term purchase by most. Generally, those who live in the home they own tend to take better care of the property which supports quality, lasting neighborhoods.

Of Wylie's existing housing stock, 78.2% is owner-occupied. The remaining 18.7% is comprised of housing units that are renter-occupied. This differs from the State of Texas in which it is estimated that 62.3% of homes are owner-occupied and 37.7% are renter-occupied.

Figure 3-5. [City of Wylie](#) Renter- vs. Owner-Occupied Housing



Source: Esri 2020

## Housing & Neighborhoods Goals & Strategies

### Goal H1. Preserve Wylie's existing neighborhoods.

**Strategy H1a. Continue proactive code enforcement efforts and identify resources available to residents who may need assistance addressing violations.**

Code enforcement plays a critical role in preserving the quality of life in residential areas. The City should continue the current proactive code enforcement practice to assist in maintaining neighborhoods over time. Additionally, innovative policies should be examined and tested where applicable, such as:

- Partnering with local volunteer organizations who could assist some residents address minor violations, perhaps due to the financial burden or lack of the physical ability required to address some issues, or
- A City-funded need-based grant program that can be used to assist in paying for larger repairs that require professional services.

These and similar approaches could resolve violations, keep neighborhoods vibrant, and avoid fines that may increase an existing financial hardship.

**Strategy H1b. Develop and implement neighborhood enhancement programs and initiatives to help facilitate and improve neighborhood quality.**

Neighborhood clean-up days can be beneficial to neighborhood quality. The City should reach out to local nonprofits, HOAs, and other organizations, and develop a calendar to schedule volunteer clean-up days. These efforts can address litter, minor repairs, and landscaping maintenance, which improve the appearance of a neighborhood. Coordinated efforts can generate excitement, encourage participation, and support consistency throughout the year. Develop and maintain a webpage on the City's website that outlines steps to organizing a volunteer event, including how to schedule a date on the City's calendar. Rewarding well-maintained yards through a "yard of the month" designation can also support this initiative.

#### Neighborhood Clean-Up





### Strategy H1c. Promote aesthetic improvements for existing neighborhoods to create visual appeal and foster a sense of community.

Retrofitting features into existing neighborhoods can help to maintain and enhance the existing quality. Evaluate opportunities to install welcoming entryway signage, enhanced native landscaping along prominent corridors, and distinctive branded signage within neighborhoods. This effort could be achieved as a capital improvement project and/or through coordination with individual homeowners' associations (HOAs). At least one retrofit project should be completed per year.

Temporary signs (i.e., "bandit signs") that are often placed within and along the right-of-way can create visual clutter and promote an undesirable neighborhood image. Strengthen sign regulations to the extent possible to alleviate this issue. Small, temporary signs should be allowed only as required by State or Federal Law.

### Strategy H1d. Ensure that the City's property exhibits the desired level of standard for property maintenance.

City-owned property can set the tone for the community's image, particularly along corridor rights-of-way. Ensuring that this property is well maintained encourages private property owners to maintain their property to a similar standard. Develop a "sponsor a highway" (or corridor) program supplementing existing City right-of-way clean-up efforts to maintain a positive image.

Unlike some municipalities, the City of Wylie provides the community the benefit of the City being responsible for maintaining sidewalks along public streets; however, not all residents are aware that repairs can be requested at no charge. Consider occasional social media updates (e.g., "did you know...") regarding the City's services that are available to maintain quality neighborhoods. Also, consider expanding the existing information on the City's website to clarify that residents can request repairs from the City.

#### Enhanced Neighborhood Entryway



## Goal H2. Encourage compatible infill and redevelopment in aging neighborhoods.

### Strategy H2a. Review the Zoning Regulations to ensure compatible infill development in existing neighborhoods.

As neighborhoods mature and begin to redevelop over time, a change in residential character can occur – often through either increased densities or through substantially larger single-family homes. Review and update the current Zoning Regulations to strengthen requirements for any construction be compatible with the neighborhood or future residential goals.

### Strategy H2b. Investigate methods for the demolition of dilapidated structures.

Some homes may be deteriorated beyond repair and require demolition for safety purposes. Additionally, the City proactively clearing the lot encourages future private investment in developing the property, since there would be no costs required to remove an existing dilapidated structure. The City should investigate whether a land banking program would be beneficial. The City could take over ownership of a property in exchange for clearing unpaid taxes and/or removing an unsafe structure, and selling the land at a reduced rate to encourage investment in desired development types.

#### Incompatible Infill Development





### Goal H3. Support various attainable housing options.

Strategy H3a. Ensure that City Staff is knowledgeable about programs and resources that are available to support a variety of housing types where appropriate.

Numerous grant programs are available to support the availability of various housing types to increase affordability. Investigate various options including the following programs: Low Income Housing Tax Credit (LIHTC), Community Development Block Grant (CDBG), Texas State Affordable Housing Corporation affordable housing bonds, and HOME Investment Partnerships Program.

Strategy H3b. Encourage adaptive reuse of structures to promote a variety of housing options.

Review the current Zoning Regulations and building codes for any potential barriers to appropriate adaptive reuse.

Strategy H3c. Encourage mixed use, walkable developments to increase housing choice.

Appropriate mixed use development (i.e., typically multifamily units above retail uses) can create vibrant and desirable places by concentrating population in retail areas, generating activity at local shops, restaurants, and other businesses. Amend the Zoning Regulations to specifically define and address mixed use development and permit this use in identified higher intensity districts.

Note: Mixed use now addressed in the Special Planning Area descriptions.

Vibrant, Mixed Use Development



## Goal H4. Allow a variety of housing types and choices.

Strategy H4a. Identify appropriate locations for non-single family housing types as redevelopment occurs.

The Future Land Use Map identifies areas as Mixed Use and Medium-Density Residential, which could accommodate non-single family housing types. When determining whether a specific site within these areas is appropriate for non-single family development, consider the following:

- Compatibility with surrounding development;
- Proximity and access to retail areas and commercial services;
- The need for a transitional use between single-family and other uses; and
- Resulting traffic flow and parking needs.

Strategy H4b. Expand housing options within Downtown by encouraging living units above retail stores and developing mixed-use opportunities.

The number and concentration of residential units drive activity and support economic development efforts. Additionally, living units above retail stores (i.e., vertical mixed-use) provides both shopping opportunities and an alternative housing type. Ensure that mixed-use development is specifically encouraged and incentivized within Downtown and the surrounding area. This will continue to promote Downtown as a unique and vibrant destination.

### Live-Above-Downtown-Residential





**Goal [H5H3](#).** Incorporate amenities and design features in future developments to encourage high-quality neighborhoods.

**Strategy [H5aH3a](#).** Encourage the programming of open space with shaded areas and trail connections in future development.

The current Subdivision Ordinance requires the dedication of parkland for public recreational space. Consider expanding the regulations to require the improvement of the parkland with play, shade, and/or picnic equipment (or a fee in lieu of installing the improvements). Additionally, the Ordinance should require the dedication/construction of trails in accordance with the Parks, Recreation, and Open Space Master Plan.

**Strategy [H5bH3b](#).** Identify corridors with high pedestrian traffic and provide street trees in high-priority areas to increase pedestrian comfort.

Street trees – those that line the sidewalks, usually found between the sidewalk and the street – provide numerous benefits. The trees improve the appearance of corridors, help to reduce the urban heat island effect, offer shade to pedestrians, and create a protective buffer for pedestrians from nearby traffic. Many streets in Wylie, however, do not have street trees in place today. The City should conduct an inventory of the streets that are currently tree-lined, and plan to install trees along the remaining streets where appropriate, prioritizing high pedestrian areas.

Street Trees





Strategy ~~H5c~~H3c. Incorporate communal open space elements for an increased sense of community.

While the current Subdivision Ordinance requires the dedication of parkland, the regulations could specify whether the requirements are for Neighborhood Parks intended to serve a specific neighborhood, or for Community Parks that serve the entire community, or for both. Options could be to require the dedication of land for a Neighborhood Park when a subdivision is developed, and an additional fee in lieu of land dedication to help fund the development of a larger Community Park. As an alternative to Neighborhood Parks, a series of small Pocket Parks (approximately one acre) may be desirable for improved access and unique facilities; however, this can pose a maintenance challenge. Covered pavilions and similar facilities would help meet the communities desire of communal open space. The inclusion of open space should be a key consideration when evaluating Planned Developments (PDs).

Strategy ~~H5d~~H3d. Use the Planned Development (PD) process to encourage innovative residential developments.

Planned Developments (PDs) are a zoning tool intended to allow innovative or unique development that cannot otherwise be accommodated by the City's codes. The PD process enables the City to negotiate with an applicant and consider various trade-offs to meet both parties' needs. The City should continue to use this process to achieve desirable development objectives, such as housing variety, infill development, enhanced open space, and low-impact development.

Park Amenities



## Chapter 4:

# Land Use & Design

## Introduction

The purpose of this chapter is to plan for the future land use pattern in Wylie. This begins with an evaluation of the existing land uses in Wylie today. Next, future land use categories were developed to address new development and any anticipated redevelopment, driven by the community's goals.

The pattern of land uses in Wylie has evolved over many years to serve its residents. The acreage used for various uses is largely determined by the market demand; however, regulatory approaches can shape whether the market can act on the demands. This section uses existing land uses, physical features, market trends, and community input to guide land use planning and strategies.

The chapter also outlines strategies to help achieve the community's vision for its build environment, and additional planning considerations such as population projections and ultimate build-out projections.



### Community Input Themes Related to Land Use & Design

We should preserve our **low-density atmosphere**

We need **more entertainment options** for teens and families

We need **more local shopping options** and nightlife

The **lakefront is underutilized**

A business or office park would help to **increase local employment options**

We should **preserve the lakeshore, green spaces, and our natural environment**

We should use non-monetary incentives to **encourage desirable development**

We should **expand** the use of our **existing parks** and plan for more future recreational opportunities

## Existing Land Use & Characteristics

This section provides an analysis of the existing land use patterns present in Wylie today. The analysis includes the area within the City limits and within the extraterritorial jurisdiction (ETJ).

Figure 4-1 indicates the number of acres within each existing land use category within the City, ETJ, and the total planning area (City limits and ETJ combined). Excluding Right-of-Way and Lake Lavon, the largest land uses today are Single-Family (38 percent), Parks and Open Space (23 percent) and Vacant (19 percent).

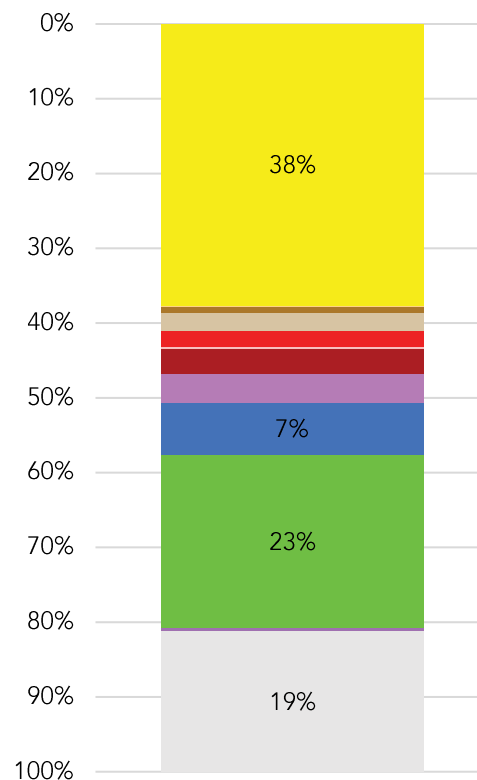


Figure 4-1. Existing Land Use Distribution

Existing Land Use Category	City	ETJ	Total Planning Area	% of Planning Area*
Single-Family	4,078	2,658	6,736	38%
Two-Family	18	0.0	18	0.1%
Townhome	16	0.0	16	0.1%
Multi-Family	125	0.0	125	1%
Manufactured Homes	220	204	424	2%
Retail	394	8	401	2%
Office	34	0.0	34	0.2%
Commercial	301	274	576	3%
Industrial	686	7	693	4%
Public/Semi-Public	1,167	52	1,219	7%
Parks and Open Space	4,031	110	4,141	23%
Utilities	54	16	70	0.4%
Right-of-Way	1,928	277	2,204	-
Lake Lavon	9,563	434	9,997	-
Vacant	1,263	2,089	3,353	19%
Total	23,879	6,128	30,007	-

\*Excludes Right-of-Way and Lake Lavon



Figure 4-2. Existing Land Use Map

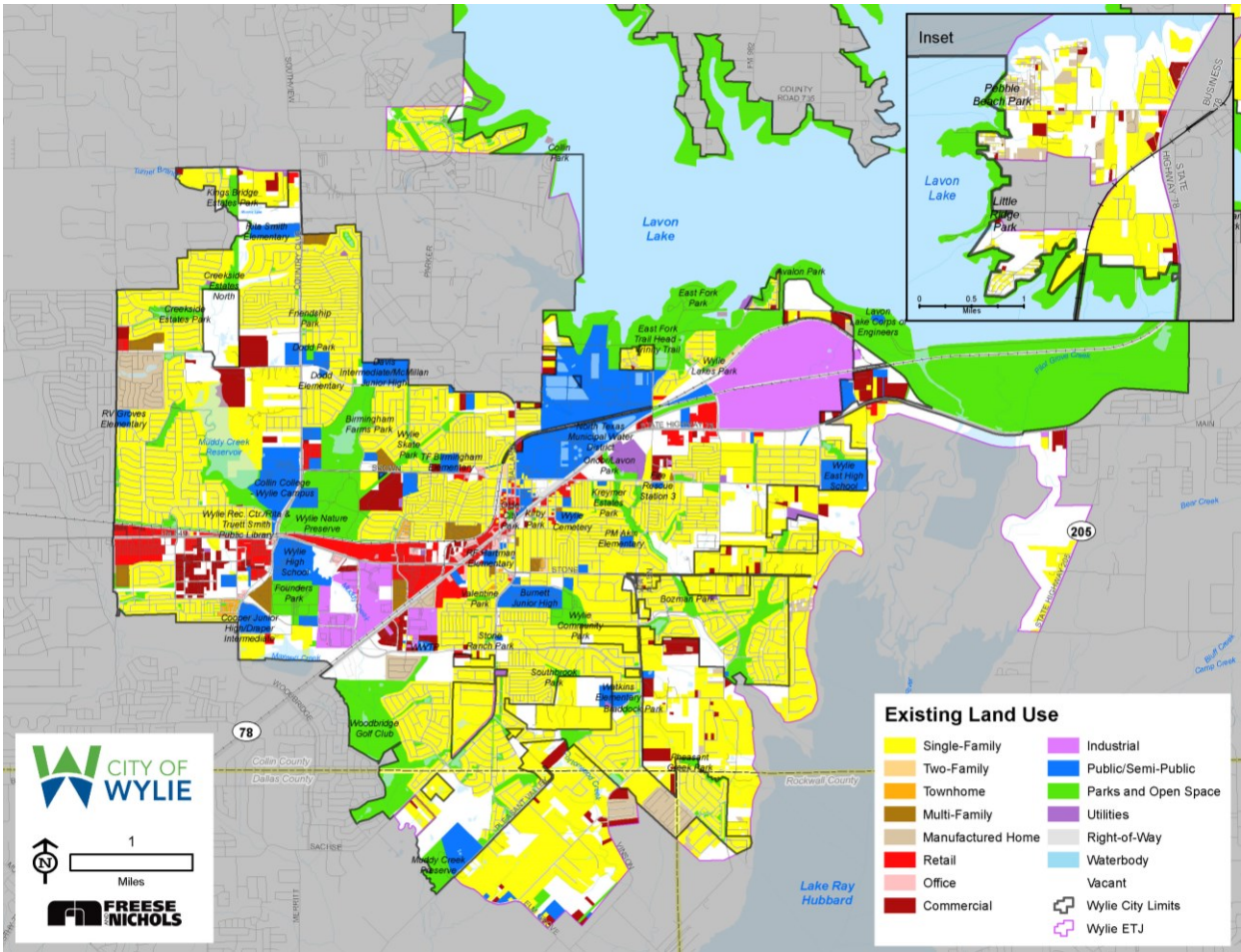
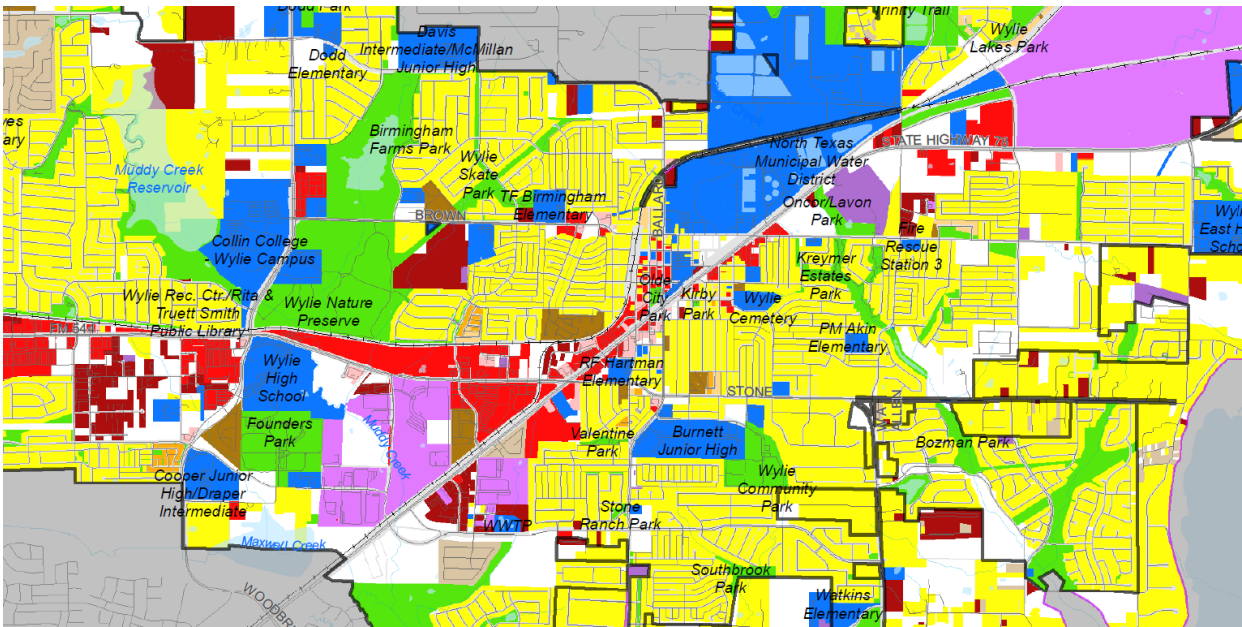


Figure 4-3. Existing Land Use Map (Core Close-Up)



## Future Land Use

The Future Land Use (FLU) map, shown in Figure 4-5 on the following page, is a graphic representation of the recommended land use pattern in the City and its ETJ. It is intended to guide future land use decisions and infrastructure planning as development and redevelopment occur. The map is a long-range vision and is not necessarily the land uses that exist today.

The FLU map provides guidance and helps to inform development decisions; however, it is not the City's zoning map, which regulates the use of land. The FLU map is also not the endpoint of discussions, but rather an important element to evaluate along with other site- or conditions-specific considerations.

The FLU map depicts nine land use categories. The pages following the map describe the main purpose of each category, any secondary purposes, and associated development characteristics.

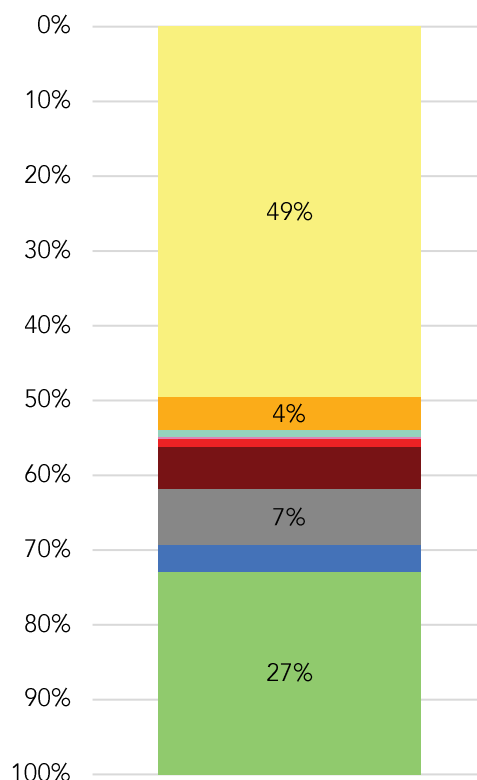


Figure 4-4. Future Land Use Distribution

Future Land Use Category		City	ETJ	Total Planning Area	% of Planning Area*
	Low-Density Residential	4,568	4,195	8,763	49%
	Medium-Density Residential	667	123	790	4%
	Mixed-Use and Special Planning Areas	111	45	156	1%
	Downtown	48	0.0	48	0.3%
	Local Commercial	Note: Acreage to be updated with confirmed FLU map.		197	1%
	Regional Commercial			1,004	6%
	Industrial			1,324	7%
	Public/Semi-Public	613	25	638	4%
	Parks and Open Space	4,117	687	4,804	27%
	Right-of-Way	1,964	323	2,287	-
	Lake Lavon	9,563	434	9,997	-
	Total	23,879	6,128	30,007	-

\*Excludes Right-of-Way and Lake Lavon

Figure 4-5. Future Land Use Map

Note: Confirmed FLU map to be added (Option 1 or Option 2).

## FLU Map Options Compared to Current Zoning Districts

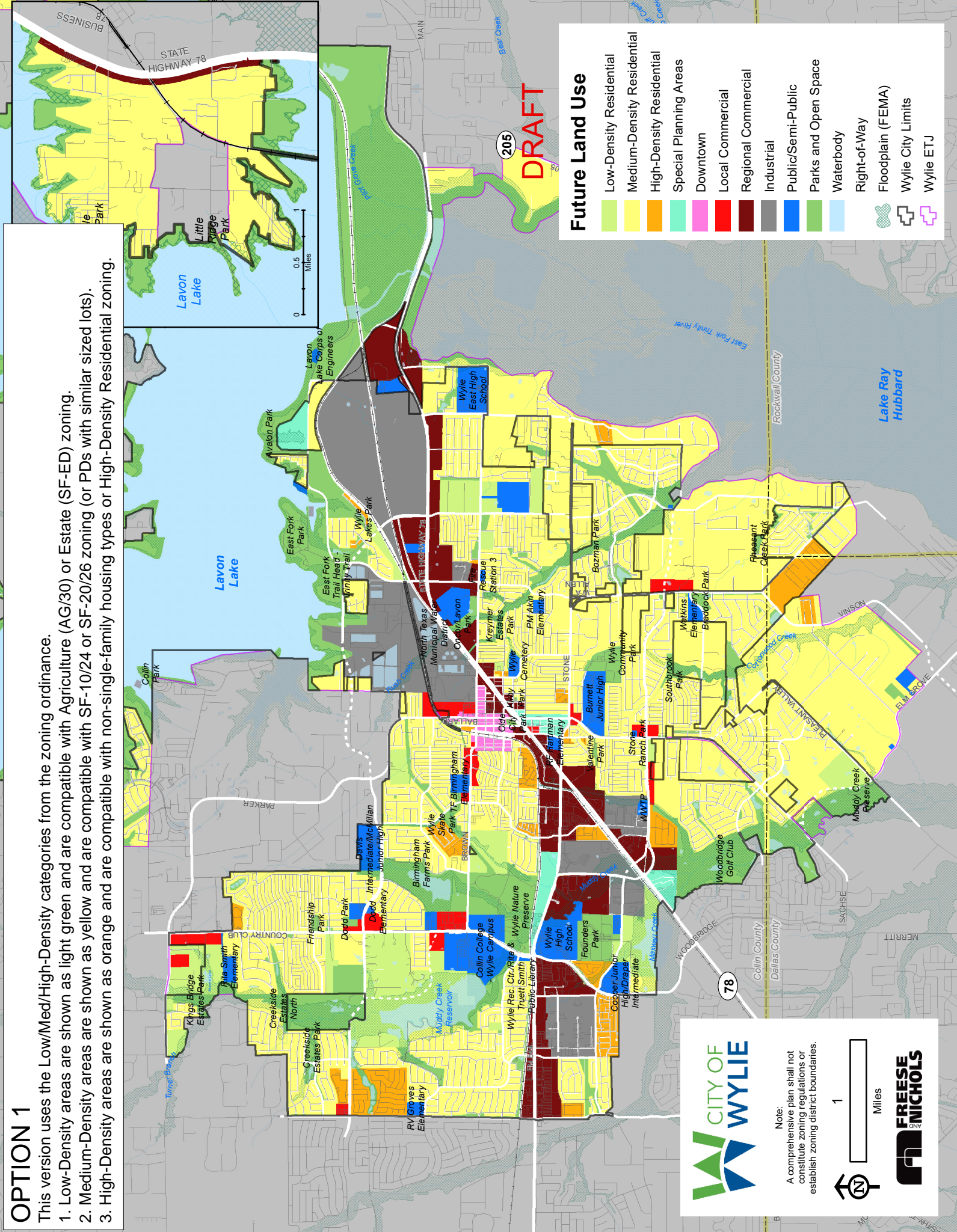
Option 1	ABBREVIATED DESIGNATION	ZONING DISTRICT NAME	Option 2
Low-Density	<b>Low-Density Residential Districts</b>		Low-Density
	AG/30	Agricultural District	
	SF-ED	Single Family – Estate District	
Medium-Density	<b>Medium-Density Residential Districts</b>		
	SF-20/26	Single Family-20 District	
	SF-10/24	Single Family - 10 District	
High-Density	<b>High-Density Residential Districts</b>		High-Density
	TH	Townhouse District	
	MF	Multifamily District	
	MH	Manufactured Home District	
	<b>Commercial Districts</b>		
	NS	Neighborhood Service	
	CR	Community Retail	
	CC	Corridor Commercial District	
	BG	Business Government	
	<b>Industrial District</b>		
	L I	Light Industrial District	
	H I	Heavy Industrial District	
	<b>Special Purpose and Overlay Districts</b>		
	PD	Planned Development District	
	FP	Floodplain District	
	DTH	Downtown Historic District	
	SBO	South Ballard Overlay District	



# OPTION 1

This version uses the Low/Med/High-Density categories from the zoning ordinance.

1. Low-Density areas are shown as light green and are compatible with Agriculture (AG/30) or Estate (SF-ED) zoning.
2. Medium-Density areas are shown as yellow and are compatible with SF-10/24 or SF-20/26 zoning (or PDs with similar sized lots).
3. High-Density areas are shown as orange and are compatible with non-single-family housing types or High-Density Residential zoning.

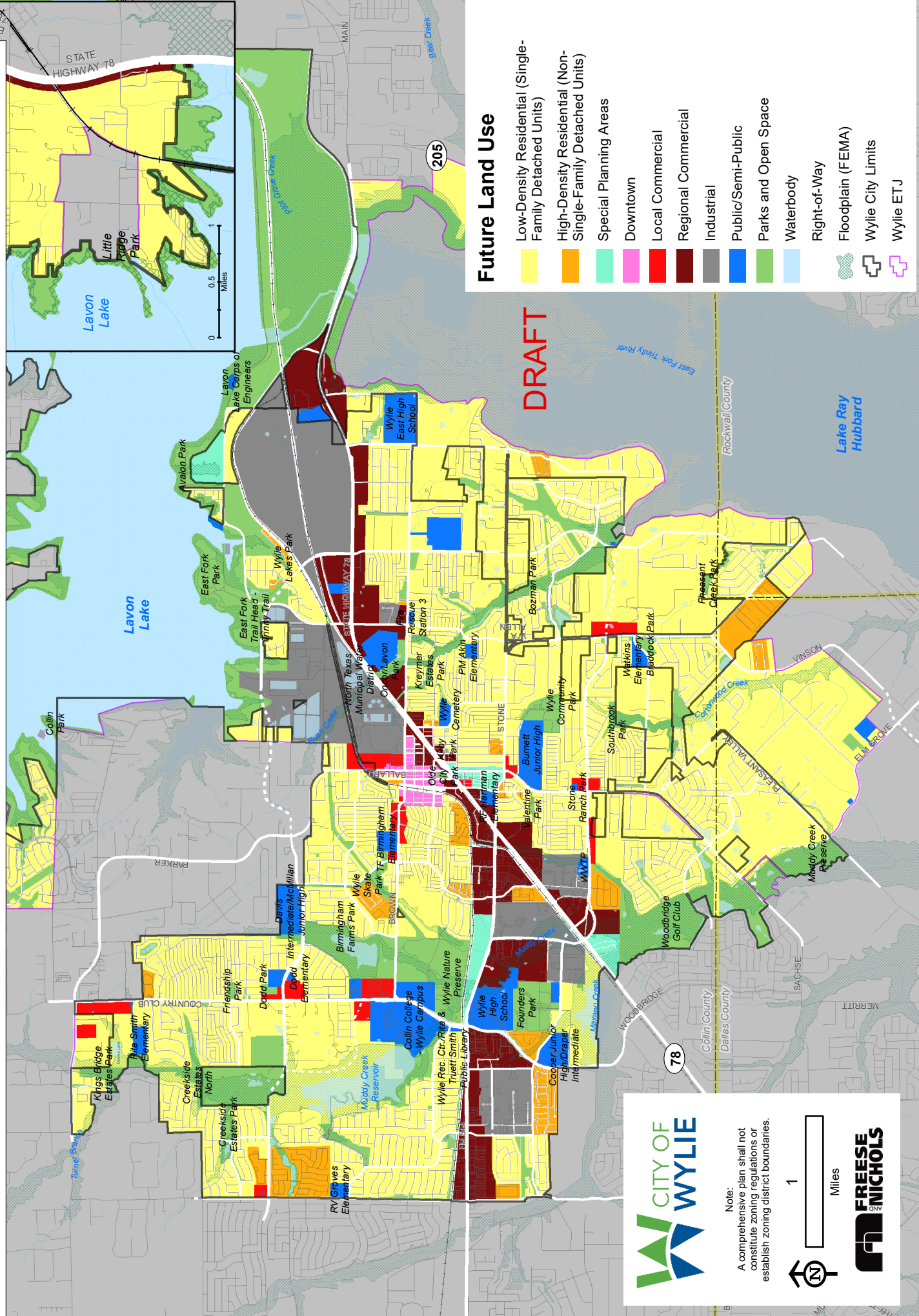




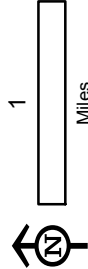
# OPTION 2

Combines Low- and Medium-Density Residential into one category.

1. Low-Density areas are shown as yellow and are compatible with Agriculture (AG/30), Estate (SF-ED), SF-10/24, or SF-20/26 zoning (or PDs with similar sized lots).
2. High-Density areas are shown as orange and are compatible with non-single-family housing types or High-Density Residential zoning.



Note:  
A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries.





## Future Land Use Categories

### Low-Density Residential

**Main Purpose:** Provide areas for detached single-family homes on large lots ~~generally a minimum of one-fifth of an acre (i.e., 8,712 square feet).~~ This category generally corresponds to the AG/30 and SF-ED zoning districts.

**Secondary Purpose:** Provide limited ~~areas and~~ locations for nonresidential development that ~~directly~~ serves adjacent neighborhoods (e.g., convenience stores, dry cleaners). Local Commercial uses may be appropriate at the intersections of major or secondary thoroughfares.

**Characteristics:** ~~Home developments intended to serve a range of housing needs, from affordable to higher end housing options~~ Large, estate lots preserving Wylie's rural character and promoting new developments designed with the same rural character. Nonresidential uses ~~are~~ should be compatible with surrounding neighborhoods and in locations limited to arterial roadways.

sized lots preserving Wylie's existing character and promoting new developments designed with the same suburban style. Nonresidential uses should be compatible with surrounding neighborhoods and in locations limited to arterial roadways.



### Medium-Density Residential

**Main Purpose:** Provide areas for detached single-family homes on medium-sized lots ~~generally a maximum of one-fifth of an acre (i.e., 8,712 square feet).~~ This category generally corresponds to the SF-20/26 and SF-10/24 zoning districts.

**Secondary Purpose:** Provide limited ~~areas and~~ ~~locations for duplex, townhouses, and~~ nonresidential development that ~~directly~~ serves adjacent neighborhoods (e.g., convenience stores, dry cleaners). ~~Also includes limited nonresidential development as outlined for Low-Density Residential.~~

**Characteristics:** ~~New construction of traditional single-family neighborhoods. Nonresidential uses are limited to arterial roadways.~~ Medium-



Note: Medium-Density to be combined with Low-Density in FLU Map Option 2.





## High-Density Residential

**Main Purpose:** Provide areas for non-single-family housing types such as townhomes, duplexes, or apartments. This category generally corresponds to the TH, MF, and MH zoning districts.

**Secondary Purpose:** Provide limited nonresidential development that serves the adjacent neighborhoods (e.g., convenience stores, dry cleaners).

**Characteristics:** Developments will provide high quality housing options and have elements of open space and walkability. High-Density Residential neighborhoods should be compatible with any adjacent single-family neighborhoods.



## Downtown

**Main Purpose:** Build upon the existing Downtown development pattern by encouraging appropriate infill and redevelopment of similar uses.

**Secondary Purpose:** Preserve and promote Downtown as the cultural center and key economic driver for Wylie.

**Characteristics:** Mixed-use development aligned around historic Downtown Wylie and North Ballard Avenue. Development in this area should improve pedestrian spaces and pedestrian connectivity to surrounding neighborhoods to sustain and enhance an enjoyable and vibrant Downtown.



## ~~Mixed Use &~~ Special Planning Areas

~~**Main Purpose:** Provide areas for coordinated residential and nonresidential uses within a single development or planning area. Multi-family and high density residential may be appropriate in the context of mixed uses.~~

~~**Secondary Purpose:** Provide unique destinations for people to visit, shop, dine, work, and live.~~

~~**Characteristics:** Horizontal or vertical mixture of residential and nonresidential uses. Standalone residential (e.g., multi-family developments) located at mid block and not major street intersections.~~

Several Special Planning Areas (SPAs) have been designated to identify where unique opportunities exist for quality, master-planned developments. The rationale and potential vision for each SPA is outlined below.

### Special Planning Area #1 – FM 544

SPA #1 is one of the few remaining large vacant tracts along a major thoroughfare in Wylie. This site provides an opportunity for desirable development to serve the Wylie community and for the City to generate additional sales tax revenue. This area is envisioned as a walkable, attractive, mixed-use destination with ground level shops and offices with the potential for residential uses on the upper levels. Some residential uses may be in standalone buildings.

### Special Planning Area #2 – SH 78 Entryway

SPA #2 is located along SH 78 – the City’s most heavily traveled roadway – at the entryway into the City. This site provides an opportunity for a development that promotes a positive image of Wylie. Similar to SPA #1, this area should be planned for a mixed-use, walkable development. Quality building design/materials and welcoming gateway signage should be encouraged to welcome residents and visitors into Wylie.

### Special Planning Area #3 – South Ballard

SPA #3 generally follows the boundaries of the existing South Ballard Overlay District. The purpose of the district is to provide a pedestrian friendly atmosphere for the community that expands upon the architectural character of nearby Downtown Wylie. The proposed SPA boundary expands the boundary slightly west toward Birmingham Street. As stated within the zoning district regulations, this area should include mixed-use, single-family, and multi-family development with enhanced pedestrian elements and a reduced emphasis on parking.

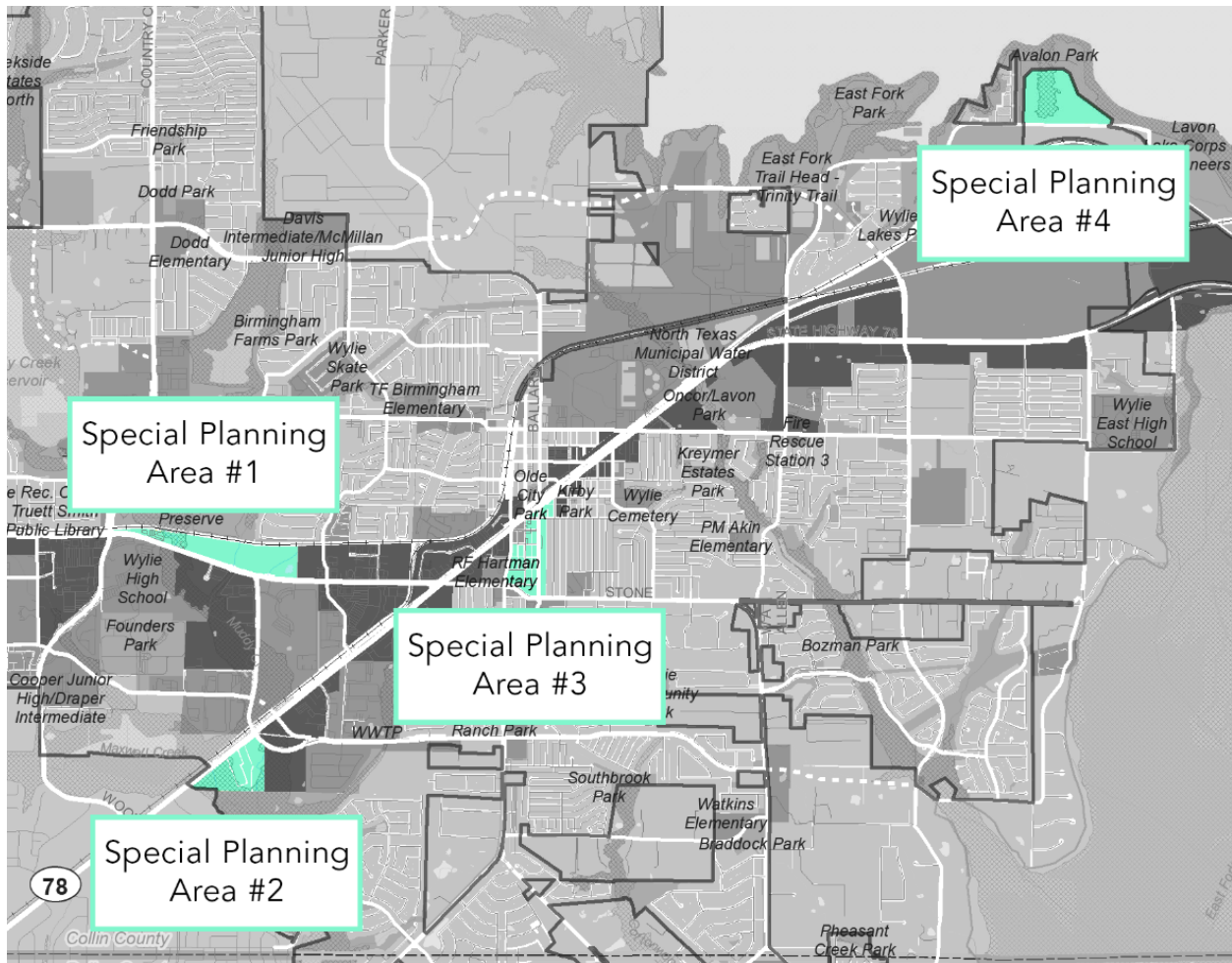
### Special Planning Area #4 – Avalon Park

SPA #4 is a currently vacant area located south of Avalon Park. This site provides a distinctive opportunity due to its proximity to the lake and park and its large size. Appropriate potential uses could include a mixed-use development, commercial development to capitalize on the nearby lake, or expanded parkland. Additional study is recommended to determine the best use for this site, evaluating considerations such as infrastructure or regulatory limitations.





Figure 4-7. Special Planning Areas (SPAs)





## Local Commercial

**Main Purpose:** Provide small-scale commercial, retail, and office uses that are compatible with and serve adjacent neighborhoods.

**Secondary Purpose:** None.

**Characteristics:** Single-story nonresidential uses that often serve as a buffer between neighborhoods and more intense uses.



## Regional Commercial

**Main Purpose:** Provide areas to allow for a broad range of commercial, retail, and office uses oriented toward major roadways.

**Secondary Purpose:** Heavy commercial or light industrial uses may be appropriate depending on compatibility with surrounding uses.

**Characteristics:** Single- or multi-story nonresidential uses that maximize major roadway frontage and intersection traffic and visibility.



## Industrial

**Main Purpose:** Provide areas for light industrial, heavy commercial, office, and flex-space development and related uses.

**Secondary Purpose:** None.

**Characteristics:** These areas contain nonresidential uses of high intensity, typically involving industrial processes, and often located along rail lines and major thoroughfares.



## Public/Semi-Public

**Main Purpose:** Designate existing governmental facilities (City, County, etc.), educational facilities, and places of worship.

**Secondary Purpose:** None.

**Characteristics:** Public facilities should portray a positive image of the community, with quality stone/brick materials and artistic features when possible, such as the City Hall/Public Library facility.





## Parks & Open Space

**Main Purpose:** Designate existing and planned parks and open space areas to serve the community.

**Secondary Purpose:** None.

**Characteristics:** May be dedicated active recreation, passive open space, or floodplain.





## Population Projections & Ultimate Capacity

Figure 4-8 shows the City's population projections through 2040 based on four different growth scenarios ranging from one to four percent. For planning purposes, an estimated growth rate of two percent is recommended. This rate is based on previous growth rates (1.87% for 2010-2020 from the City's building permits) and regional projections (1.79% for 2020-2040 from the Texas Water Development Board). This rate would result in a population of about 85,600 residents in 2040.

Figure 4-8. Population Projections

Year	Growth Rate			
	1.0%	2.0%	3.0%	4.0%
2021	58,797	58,797	58,797	58,797
2025	61,184	63,644	66,177	68,784
2030	64,305	70,268	76,717	83,686
2035	67,586	77,581	88,936	101,817
2040	71,033	85,656	103,101	123,876

Figure 4-9 estimates the ultimate capacity, or "build-out", of the City, ETJ, and the combined planning area. Assuming the currently vacant areas develop as shown in the Future Land Use Map, the combined planning area could accommodate about 92,500 residents.

Figure 4-9. Ultimate Capacity Estimate

Future Land Use	Currently Vacant Acres	Characteristics			Future Housing Units	Future Households	Future Population				
		Approx. DUA	Occ. Rate*	PPH*							
City											
Low-Density Residential	534	3	96.9%	3.14	1,602	1,552	4,874				
Medium-Density Residential	84	8	96.9%	3.14	672	651	2,045				
Mixed-Use and Special Planning Areas	32	8	96.9%	3.14	259	251	789				
Ultimate Capacity in Vacant Areas in the City							7,708				
	Note: Acreage to be updated with confirmed FLU map.					Current Population in the City		58,797			
						Ultimate Capacity in the City		66,505			
Low-Density Residential								96.9%	3.14	4,356	4,221
Medium-Density Residential	18	8	96.9%	3.14	141	136	428				
Mixed-Use and Special Planning Areas	45	8	96.9%	3.14	362	350	1,100				
Ultimate Capacity in Vacant Areas in the ETJ							14,782				
Current Population in the ETJ							11,261				
Ultimate Capacity in the ETJ							26,043				
Combined Planning Area											
Low-Density Residential	1,986	3	96.9%	3.14	5,958	5,773	18,128				
Medium-Density Residential	102	8	96.9%	3.14	813	788	2,473				
Mixed-Use and Special Planning Areas	78	8	96.9%	3.14	621	602	1,889				
Ultimate Capacity in Vacant Areas in the Combined Planning Area							22,490				
Current Population in the Combined Planning Area							70,058				
Ultimate Capacity in the Combined Planning Area							92,548				

\*2020 Esri occupancy rate and persons per household estimates

## Land Use & Design Goals & Strategies

**Goal LU1. Use the FLU map and strategies contained within this comprehensive plan when making development decisions.**

**Strategy LU1a. Review and update the existing zoning ordinance and subdivision regulations to align with this plan's recommendations.**

The zoning ordinance and subdivision regulations are two of the most important mechanisms for implementing a comprehensive plan. Generally speaking, the zoning ordinance controls land use types and site design, while the subdivision regulations control the dividing of land and installation of public improvements to serve development. The City should evaluate the existing regulations against plan recommendations to identify possible amendments that could support the community's vision. For the zoning ordinance specially, investigate the need to add land uses to the use chart and potential new zoning districts to incorporate recommendations. For the subdivision regulations, evaluate if infrastructure design standards (roads, sidewalks, etc.) need to be updated to align with the plan's recommendations.

**Strategy LU1b. Consider this plan when evaluating future rezonings or development plans, with an emphasis on achieving the overall vision for the community.**

Although the Future Land Use map is not a zoning map, it is intended to guide decisions regarding potential rezonings. The Planning & Zoning Commission and City Council should continue to reference the FLU map and the goals and policies contained herein, particularly when reviewing zoning requests.

**Strategy LU1c. Develop a procedure, process, or policy to review when considering a proposal that is inconsistent with the plan.**

This plan seeks to identify recommendations that are reflective of the community's vision for its future and in the community's best interest; however, the City may receive future development proposals that may not align exactly with the plan's stated recommendations and policies that may still help achieve the community's overall vision expressed in the plan. Additionally, new development types and patterns may emerge after this plan's adoption that may be appropriate within Wylie. The City should establish criteria for evaluating proposals that are not consistent with the plan. The criteria would serve as a way to communicate to the public why a development project should be supported.

## Goal LU2. Promote Wylie's sense of community identity and small-town charm.

### Strategy LU2a. Plan for capital improvements that contribute to the sense of community, such as enhanced gateways and corridor banners.

Unique design features can help to define a community's identity, indicating to someone that they have entered the City of Wylie and creating a consistent theme and sense of place throughout the community.

Gateways are typically placed at the entryway into the City, incorporating a design and materials that reflect the City's branding. Gateways typically include a sign, enhanced landscaping, lighting, and/or public art. Gateways are often categorized into primary and secondary, with the larger primary gateways located along the most heavily traveled and higher speed roadways and smaller secondary gateways along moderately traveled corridors.

The City currently has one monument sign placed in the median along SH 78 entering into the southern boundary of the City. Enhancements should be considered to increase the presence into that of a primary gateway, including landscaping and possibly public art. Another primary gateway would be appropriate along SH 78 at the northern entry into the City, with secondary gateways along corridors that connect to neighboring communities such as FM 544 and Woodbridge Parkway.

Additionally, City-branded banners attached to streetlight posts are appropriate in areas with pedestrian traffic. The City currently has branded banners in some locations; however, expanding the signage to additional locations with City or area-specific branding may be appropriate. Encourage local businesses to sponsor the banners with the business name added to the banner to offset the cost.

#### Existing Gateway Signage





## Strategy LU2b. Define the desired public and private aesthetics for Downtown, Highway, Suburban, and Rural Corridors.

The term “corridor” is used herein to describe the area within the public right-of-way (including streets, any medians, pedestrian amenities, landscaping, lighting), as well as the private realm (including building heights, setbacks, and site design). Corridors play a major role in establishing a community’s identity, framing the development pattern and creating the view from the street for residents and visitors. For this reason, it is important that the corridors project a positive image that is reflective of Wylie’s character.

Additionally, different corridor types should have different characteristics. The following section outlines recommended elements that may be appropriate for each corridor type.

### Downtown Corridors

North Ballard Avenue is the prime example of a Downtown Corridor. Development is the most urban in nature, with one- to two-story buildings abutting the sidewalks and parking located either on-street or behind the buildings. Signage is smaller in scale and may be oriented toward pedestrians with sandwich board or hanging signs. Pedestrian amenities are strongly encouraged, with wide sidewalks, enhanced crossings, and ample seating, shade, and landscaping.

### Highway Corridors

An example of a Highway Corridor would be SH 78. Highway Corridors typically include larger scale developments (e.g., “big box” development or office headquarters). Buildings with larger setbacks are more common, with taller commercial signage for visibility. The development is generally more auto oriented but includes comfortable pedestrian connections from parking areas to building entrances.

### Suburban Corridors

Suburban Corridors are the most common in Wylie, exemplified by Brown Street or Woodbridge Parkway. These corridors are typically auto oriented, although development should include a well-connected pedestrian network between uses. Commercial signs should be lower heights with multi-tenant consolidated signage encouraged.

### Rural Corridors

Rural Corridors are present near the periphery of Wylie, such as Country Club Road. These corridors are important to retaining the natural, rural atmosphere that many residents enjoy about Wylie today, while still allowing development that meets market demands. Rural corridors should generally allow for medium-scale development with more significant setbacks and native mature landscaping along the roadways. Wider right-of-way widths are appropriate when possible through dedication or acquisition. Commercial signage should be smaller in scale and constructed of materials that are reflective of the City’s image (e.g., limestone). Multi-purpose trails are appropriate along these corridors.

### Strategy LU2c. Increase outdoor gathering places in Downtown and other destinations.

Outdoor gathering places include amenities such as parks, plazas, or seating areas. These places can serve as destinations that attract visitors to an area, or as an informal gathering place where the community can interact or otherwise enjoy an experience. Olde City Park is a notable outdoor gathering place in Downtown; however, smaller places can help expand activity and provide different experiences.

Consider potential locations for smaller gathering spaces in Downtown. These spaces should be programmed with features to draw people to the area, such as shaded picnic tables/seating, interactive public art installations, or unique and entertaining exercise amenities (e.g., a climbing wall). Additional locations that would be appropriate for planned outdoor gathering places and amenities include the area north of City Hall near the nature preserve and the area immediately south of East Fork Park.

### Strategy LU2d. Increase the number of community events and festivals to promote the small-town feel.

Community input received throughout the creation of this Plan overwhelmingly underscored the importance of retaining Wylie's small-town character. Citywide events help to bring together a community, whether it is a large annual festival or smaller recurring events. The City hosts multiple annual events each year, such as the Wylie Arts Festival, Bluegrass on Ballard, Boo on Ballard, and several others. Consider whether an additional festival dedicated to celebrating Wylie's historic heritage (e.g., Wylie Heritage Days) would be desirable. In terms of smaller recurring events, the City should consider holding a farmers' market or a "First Friday" event to encourage people to visit Downtown and patronize local businesses.

Outdoor Gathering Space





**Strategy LU2e. Commemorate the history of the two railroads that built Wylie's foundation.**

The extension of two railroads into Wylie – the Gulf, Colorado and Santa Fe Railway in 1886 and the St. Louis Southwestern Railway in 1888 – is largely responsible for the initial development of the City. To pay homage and build on this history, the City should evaluate options to commemorate its roots, such as a festival (as mentioned in LU2d, such as Wylie Heritage Days or a Model Train Festival) and/or a dedicated plaza area with related educational information and public art.

**Strategy LU2f. Embrace Wylie's unique history by pursuing the development of a local history museum.**

As noted in LU2e, Wylie has a unique history based on its foundation as a two-railroad town. Resident support exists for the creation of a local history museum; however, no progress has been made to-date. The City should work with local community volunteers to inventory the artifacts and assets that could be displayed in such a museum, identify potential locations, and consider potential sponsorship/donation opportunities.

Example of a Railroad Depot with Local History Exhibits





## Goal LU3. Strengthen Downtown Wylie as a vibrant and welcoming destination.

### Strategy LU3a. Focus on placemaking initiatives within Downtown.

Placemaking refers to embracing and enhancing the unique characteristics of a certain area and building a sense of place that is specific to that particular location. It creates a place where people want to be. Downtown Wylie is the most distinctive “place” within Wylie, with its historic charm and walkable streetscape; however, improvements should be considered.

Wayfinding signs are directional signage that assist visitors in finding common destinations, such as a park, parking, or an events facility. As described in the 2021 Downtown Strategic Plan, adding consistently themed wayfinding signs throughout Downtown Wylie could help the area feel more cohesive and connected with the immediately surrounding areas, as well as improve navigation in the area. This could also help to encourage people to walk between nearby destinations.

Cross-street string lighting (i.e., lights hung overhead across streets) is a common way of making a space feel more inviting. The lighting improves the attractiveness and feeling of safety within the area, and helps to indicate a designated “place”. String lighting may be appropriate across Ballard Avenue, particularly between Oak and Marble Streets. As the Downtown core expands in the future, additional block lighting would be appropriate.

Wylie Car Show in Downtown



### Strategy LU3b. Address parking issues, particularly during events, as Downtown continues to become more active.

Adequate parking access can be a challenge for any community with a successful and active Downtown. With most parking located either on-street or behind buildings, finding an open parking space near one's destination can be a challenge.

The 2021 Downtown Strategic Plan included an inventory and analysis of the existing parking supply (see Figure 4-10 on the following page). This analysis determined that while most parking spaces along Ballard Avenue are occupied during normal peak times, parking on streets other than Ballard and the immediately adjacent streets was less than 25% occupied, and public off-street lots were less than 20% occupied. This indicates that the issue during normal conditions is not due to a lack of parking, but likely rather due to a lack of awareness of the available parking locations and

rules, and the comfort level for pedestrians to walk between the available parking and their destination. Wayfinding signage would be helpful to indicate where free parking is located, with any limitations or rules clearly posted at the parking site.

Continue the ongoing traffic study and consider conducting an evaluation of the typical daily use to determine whether the on-street spaces are occupied by Downtown employees who park in the spaces for long periods of time. If so, encouraging employees to park in other locations may be beneficial to keep the nearest on-street spaces available for patrons on a short-term visit. Alternatively, a parking time limit may be helpful if spaces are occupied for long periods of time.

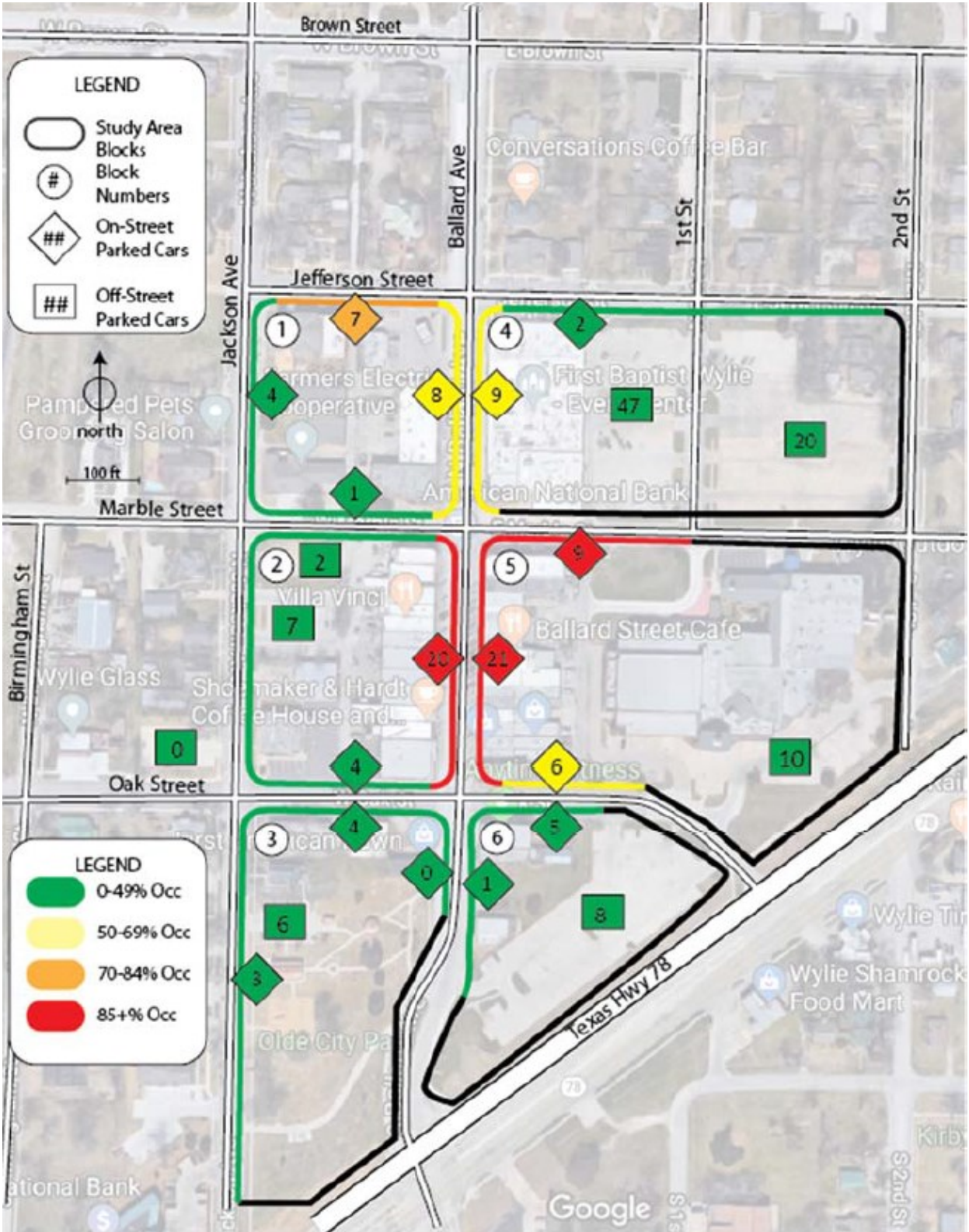
For special events when parking demand is at its peak, the City should continue coordination with surrounding property owners.

### On-Street Parking in Wylie





Figure 4-10. On-Street Parking Occupancy (Weekday Lunchtime) from the Downtown Strategic Plan



Walker Consultants, 2019



### Strategy LU3c. Implement interim and long-term pedestrian enhancements in Downtown, such as sidewalk enhancement, crosswalks, pedestrian connectivity, shade, and accessibility.

The 2021 Downtown Strategic Plan provides recommendations regarding pedestrian enhancements in Downtown; the City should continue proactive implementation of these recommendations. Additionally, consider options for immediate improvements through the use of “tactical urbanism”, which is the practice of implementing low-cost, pilot program improvements. These improvements can spark change, generate excitement, and evaluate alternatives (also see “better block” initiatives). Examples of this practice include painting pavement to add character to a crosswalk or add a bike lane; placing potted landscaping in the street to mimic bulb-outs that lower speeds and enhance pedestrian safety; and adding temporary seating/dining areas in place of on-street parking spaces. These improvements can coincide with an event or festival to draw the community’s attention for feedback. Consider whether this type of temporary improvements could be beneficial for Downtown Wylie.

### Strategy LU3d. Establish standards for new development in Downtown to preserve and expand the character of the current Downtown core and adjacent areas.

The 2021 Downtown Strategic Plan provides recommendations related to form-based code regulations that would be appropriate within Downtown Wylie to maintain its historic character and pedestrian orientation. “Form-based codes” focus primarily on a building’s façade and how the building interfaces with the public/pedestrian realm, whereas traditional codes focus primarily on the specific use that is conducted inside the building. Evaluate options (e.g., form-based code or pattern book) to better define the building form within the Zoning Ordinance in Downtown, as recommended by the Strategic Plan.

#### Downtown Pedestrian Crossings



### Strategy LU3e. Evaluate opportunities to generate additional activity in Downtown.

To support Downtown Wylie as an active, thriving destination, the City should consider options to generate increased and extended activity in Downtown. Many shops and restaurants in Downtown are closed by 6:00 p.m., which can discourage visitors who work during the day or who are looking for evening activities. Conduct a survey of business owners to identify challenges and opportunities for enhancing the Downtown business environment (e.g., extended hours on coordinated evenings with City support on advertisements).

In addition to supporting existing businesses, consider options that attract new businesses to Downtown. Food trucks and other “pop-up” mobile vending allows new businesses get established in the community without requiring the financial investment to build or lease a brick-and-mortar location. Mobile vendors, especially those that serve food, typically require access to electric and water supply connections. The City could designate a location for a food truck park and provide

electric/water connections to accommodate its users. The food truck park could be in operation for special events or on scheduled days. Food halls are a similar concept where multiple restaurants can lease kitchen spaces adjoined to a shared dining area for patrons, similar to a food court.

### Strategy LU3f. Prioritize the development of a stage in Olde City Park for additional downtown activities and festivals.

Olde City Park’s proximity to the Downtown core underscores its importance as a community gathering place. The addition of a permanent stage (i.e., ground platform, canopy cover electrical connections) in the park could expand the park’s services and attract more visitors into the Downtown area for events, similar to the Bluegrass on Ballard event. The City should continue to pursue the development of a stage in the park that could accommodate concerts, ceremonies, and other performances within the park. Consider opportunities for sponsorship from local donors and/or add the project into the capital improvements plan.

Bluegrass on Ballard Temporary Stage



## **Goal LU4. Support a resilient local economy and plan for well-designed commercial development.**

### **Strategy LU4a. Preserve prime land fronting State Highway 78 for sales tax-generating uses.**

State Highway 78 is Wylie's primary corridor, carrying nearly 33,000 vehicles per day (Kalibrate Technologies, 2021). It provides a tremendous opportunity for the City to generate substantial sales tax revenue, which offsets the need to increase property taxes and other fees/assessments to fund the City's operational costs. The City should review the existing zoning map and permitted land use types to ensure that vacant and redeveloping parcels along SH 78 are conducive to retail uses.

### **Strategy LU4b. Re-evaluate existing parking requirements and consider reducing minimum parking standards to encourage smaller parking lots for commercial uses.**

The zoning regulations establish minimum parking requirements for various land use types, typically with one parking space required per a varying amount of square footage (e.g., one space per 300 square feet). Many cities' zoning regulations require more parking than businesses need, resulting in large expanses of pavement that create stormwater run-off issues, increase the cost of development, increase the urban heat island effect, and can impeded the ability to develop on smaller lots. Review the existing parking requirements to determine whether the amount of parking can be reduced by-right or in certain circumstances.

### **Strategy LU4c. Encourage additional family-friendly entertainment options for Wylie residents.**

The community input strongly supported continuing to build Wylie as a family-friendly community and identified the need for additional activities and entertainment for children and families. Review the zoning regulations to ensure that family-friendly uses (e.g., bowling, arcades, cinemas, trampoline parks) are allowed in appropriate locations. For example, indoor facilities may be appropriate by-right while outdoor facilities may require a Special Use Permit (SUP) to ensure compatibility with surrounding development. These uses can also be appropriate as transitional uses between commercial areas and residential areas. Additionally, review the existing zoning regulations for outdoor dining options that may better accommodate young families.

### **Strategy LU4d. Consider implementing incentives and other tools to help spur high quality development along Wylie's major corridors.**

As previously noted, ensuring an attractive view along the corridors helps to promote the desired positive image of Wylie. House Bill 2439, which passed in 2019, limited cities' abilities to regulate the use of building materials beyond the adopted building code standards; however, cities are still able to encourage the use of higher quality materials, such as brick or stone, through financial incentives or other tools such as reduced landscaping or parking requirements. Consider amending the zoning regulations to allow these trade-offs by-right to encourage such development. Continue to coordinate with the Wylie Economic Development (WEDC) to identify any potential financial incentives that may be available and/or appropriate for such use, with an emphasis along the City's key corridors.



**Strategy LU4e. Explore opportunities to expand the City's daytime population and to increase high quality local employment opportunities within Wylie.**

Expanding the City's daytime population helps to attract new retail and commercial development. Additionally, promoting local employment within the City supports quality of life by reducing commute times, providing alternative employment options, and supporting the local tax base. The City should continue coordination with the Wylie Economic Development Corporation (WEDC) to promote flex space (i.e., office/warehouse facilities) and industrial developments in targeted locations in Wylie by advertising available spaces and ensuring that zoning is in place to support appropriate uses. As some employees have transitioned to a work-from-home environment, an increased daytime population could also be supported by offering additional housing variety, ~~as outlined in Goal H4.~~

**Strategy LU4f. Support the efforts of local and regional entities to expand local employment and business start-up opportunities.**

Local and regional entities such as Wylie ISD, Collin College, Wylie Economic Development Corporation (WEDC), and the Chamber of Commerce provide services aimed at expanding the local workforce and business opportunities. The City should continue to work with these partners to attract targeted industries, identify desirable skillsets for focused training, empower start-up businesses, and provide information regarding available resources to interested parties.

#### Local Business Construction



## Goal LU5. Leverage the lakefront as a unique and desirable destination.

### Strategy LU5a. Communicate with the U.S. Army Corps of Engineers to understand potential amenities and cooperative efforts at Lake Lavon.

The U.S. Army Corps of Engineers (USACE) owns Lake Lavon. The lake provides a water supply source to the member cities of the North Texas Municipal Water District, flood control for Collin, Dallas, and Rockwall Counties, and recreational opportunities for the region. While the lake plays a very important role in the region, the necessary water quality protections limit the ability to develop the shoreline.

Boating, fishing, tent camping, and hunting are allowed at the lake in certain locations and during certain times, attracting approximately 1.6 million visitors per year. All special events and activities held on the lake require a permit from USACE.

The City should continue meeting with the USACE District Commander to discuss any potential cooperative efforts or expanded public use of the lake and surrounding land. The District Commander is authorized to permit structures (e.g., a floating boardwalk) or allow commercial activities that could be beneficial to the Wylie community without negatively affecting the lake and the lake's water quality.

Lakefront





### Strategy LU5b. Support implementation of the existing parks, recreation, and open space plans.

In 2019, the City adopted a Parks, Recreation, & Open Space Master Plan, which included recommendations for facility improvements, funding opportunities, and recreation policies based on the community's input and a needs analysis. The plan recommended ordinance language that should be included in the subdivision regulations (also see strategies [H5a](#), [H3a](#) and [H5eH3c](#)).

Continue to pursue implementation of the plan, focusing on the following identified top priorities:

1. Hike/bike/walk trails that are connected throughout the City
2. Sprayground
3. Expand amenities at Lavon Lake (fishing, picnicking, swim beach)
4. Hike/bike/walk trails along the Lake/Dam
5. Aquatic Center (indoor – leisure area and lap lanes)

6. Aquatic Center (outdoor – leisure area and lap lanes)
7. Special events in parks
8. Additional lighting in parks
9. Multipurpose sports fields (football, soccer, baseball, softball)
10. Multipurpose practice fields (football, soccer, baseball, softball)
11. Benches/seating areas

In 2021, the City commissioned the development of concept plans for East Fork Park and Avalon Park. Two concepts were developed for each park, including hike/bike/walk trails, primitive camping, glamping (i.e., “glamorous camping”), cabins, RV parks, playgrounds, picnic pavilions, fishing, beach/swimming areas, kayaking, equestrian trails, restroom facilities, bird watching, and special event facilities. Many of these amenities support the top priorities identified by the 2019 Parks Master Plan. The next step in implementing these plans is to prepare preliminary master plans to refine the exact configurations of each park and to prepare budget projections.

#### Avalon Park





## Goal LU6. Protect and conserve environmentally sensitive areas.

Strategy LU6a. Evaluate the existing hazard mitigation policy to ensure that the City is adequately prepared for potential disasters.

The Federal Emergency Management Agency (FEMA) describes hazard mitigation as follows:

*“Hazard mitigation planning reduces loss of life and property by minimizing the impact of disasters. It begins with state, tribal and local governments identifying natural disaster risks and vulnerabilities that are common in their area. After identifying these risks, they develop long-term strategies for protecting people and property from similar events. Mitigation plans are key to breaking the cycle of disaster damage and reconstruction.”*

FEMA requires that cities have a hazard mitigation plan in place and submitted to FEMA every five years to maintain eligibility for funding and disaster relief. The City of Wylie’s hazard mitigation plan was last updated in 2012 as part of the previous comprehensive planning effort. The plan included 10 objectives for hazard mitigation. In summary:

1. Ensure that the comprehensive plan’s recommendations do not compromise emergency response efforts;
2. Minimize development in hazardous areas;
3. Allow temporary residential occupation of nonresidential structures in the event of an emergency;

4. Allow seven or more unrelated persons to shelter in a single-family or multi-family home in the event of an emergency;
5. Identify residents and structures at potential risk of hazards;
6. Limit variances and tax incentives that subsidize vulnerability and risk;
7. Create hazard area maps;
8. Monitor the effectiveness of existing plans;
9. Implement policies to control stormwater run-off; and
10. Require National Incident Management System (NIMS) training for all necessary employees.

The City should conduct an update to its existing plan to incorporate best practices and the latest FEMA guidance, and ensure that the plan is submitted to FEMA in accordance with the five-year requirements. Continue to pursue grant funding from FEMA and the Texas Department of Emergency Management (TDEM) as appropriate.

Strategy LU6b. Evaluate the existing tree preservation, protection, and replacement policies for commercial and public lands.

The City’s current regulations regarding tree preservation policies are unclear and difficult to enforce, leaving the City susceptible to clear-cutting lots for development. The City should review and update its existing policies to requirement replacement of certain trees when commercial sites are developed. Additionally, the policy should apply to the City’s land (including rights-of-way) to ensure that the City is leading by example.

### Strategy LU6c. Evaluate low-impact development (LID) provisions, floodplain development policies, and overall conservation practices.

Review the City's floodplain, drainage, and conservation standards. Amend the subdivision regulations to specifically prohibit development within the 100-year floodplain and consider establishing a required setback or buffer from waterways to reduce erosion and pollution. Encourage or require developers to design "single-loaded" streets along creeks (i.e., there are only homes on one side of the street and no homes backing up to the creek) to increase access to creekside trails and viewsheds. Update the current drainage design manual to include best practices and green infrastructure approaches; consider adopting NCTCOG's Integrated Stormwater Management (iSWM) manual to include options for LID elements such as bioswales and permeable pavement.

### Strategy LU6d. Preserve existing greenspace in strategic locations.

Many residents have expressed their desire for Wylie to maintain its rural, low-density character and natural environment. As the remaining vacant land in the City continues to develop, the City can make efforts to preserve portions of the remaining greenspace through strategic purchases. Key areas for preservation include the entryways into the City, particularly in conjunction with gateway features (see LU2a) to promote the desired image of Wylie. Additionally, the wider right-of-way recommended by the Rural Corridors (LU2b) supports this strategy.

#### Low-Impact Drainage Design



## Chapter 5:

# Transportation

### Introduction

The roadway network forms one of the most visible and permanent elements of a city. It establishes the framework for all future growth and development, providing connectivity within a city and to adjacent cities in the surrounding region.

This chapter includes recommendations for future updates to the City's Thoroughfare Plan, which is separate from this document, and strategies for future roadway network considerations and policies. In addition to vehicular traffic, strategies outlined in this section address other modes of transportation such as walking and biking.



### Community Input Themes Related to Transportation

Downtown parking is a frequent issue

We would like more hike and bike trails or paths

Consider whether public transportation is appropriate in Wylie

Our neighborhoods should be walkable

Streets should be right-sized for their purpose and context



## Existing & Future Level of Service (LOS)

Level-of-Service (LOS) is a performance measure used to evaluate the function and flow of traffic through a transportation network. LOS is an operational expression that measures roadway congestion levels based on the volume of vehicles on a roadway relative to its overall vehicle capacity. This is called the volume to capacity ratio. Traffic operations range from A through F, with A referring to free flow traffic conditions and F representing severely congested facilities. Illustrated in Figure 5-1, North Central Texas Council of Governments (NCTCOG) groups LOS into three general LOS categories for the area's regional travel demand model: ABC, DE, and F.

The following LOS analysis uses NCTCOG's 2018 Daily Hour LOS to assess traffic conditions on Wylie's existing thoroughfare network. Note that NCTCOG's Daily Hour LOS provides the worst traffic conditions during a 24-hour analysis period, and considers a.m., p.m., and off-peak operational conditions. Additionally, NCTCOG projects the anticipated LOS for the roadway network for a 10-year period. The 2018 and 2028 LOS maps are shown on the follow page.

The analysis indicates that under current conditions, there is sufficient daily capacity to accommodate most of the traffic on Wylie's road network, as the majority of the roadways within the City operate at LOS ABC. Various segments of roadways are classified as LOS DE, and the eastern portions of SH 78 operate at LOS F.

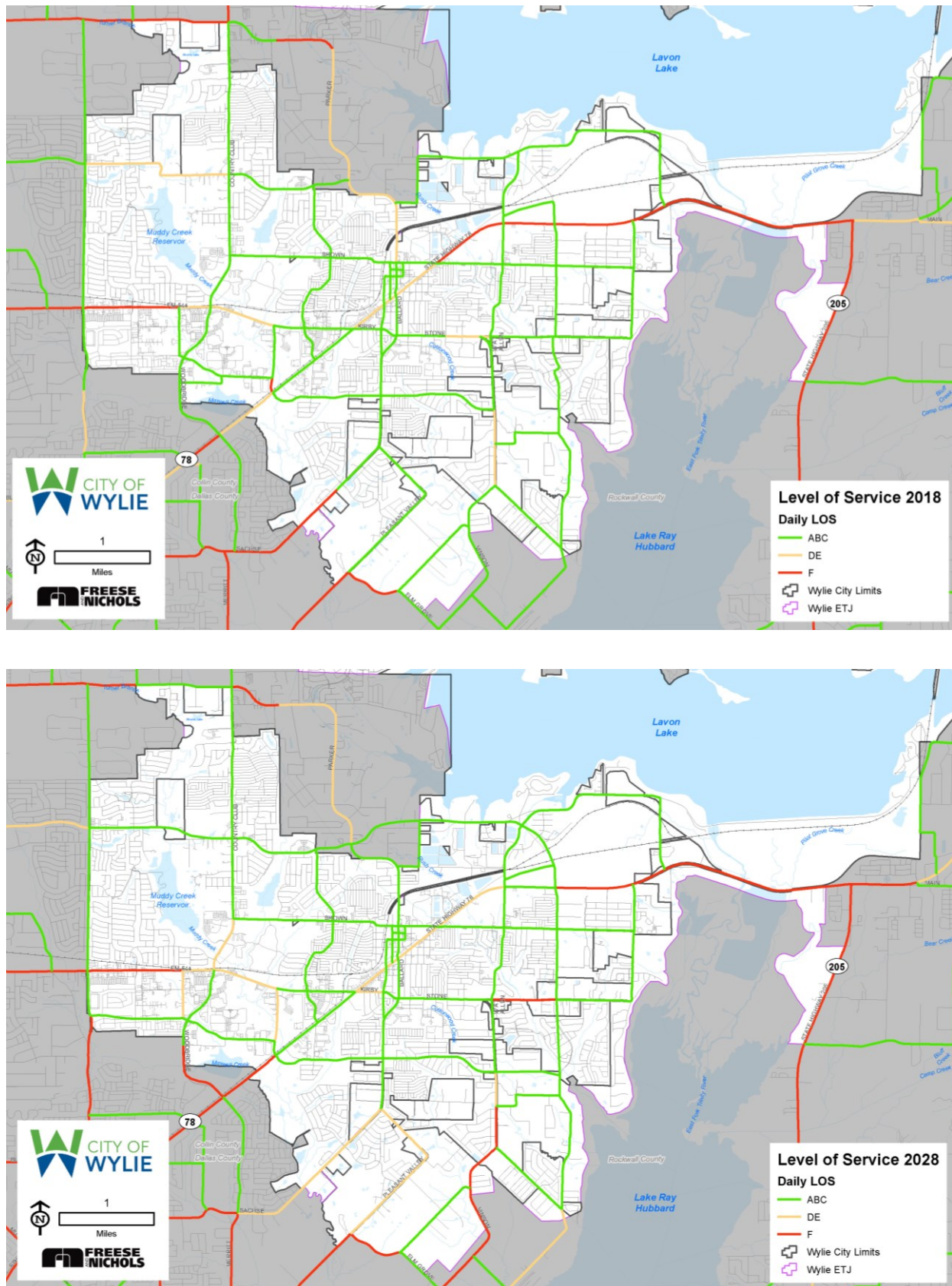
Figure 5-1. NCTCOG Level of Service Descriptions

**LOS "A", "B", and "C":** Traffic flow in this category moves at or above the posted speed limit. Travel time in this category is not hindered because of congestion because traffic volumes are much less than the actual capacity.

**LOS "D" and "E":** This category is slightly more congested than LOS ABC; however, traffic volumes are beginning to reach their capacity of the thoroughfare. Traffic moves along at a fairly efficient rate, and posted speeds may not be fully reached.

**LOS "F":** Congestion is apparent in this level-of-service category. Traffic flow is irregular, and speed varies. The posted speed limit is rarely, if ever, achieved in this category. In more congested corridors, traffic can be at a mere standstill with limited progression during peak hours.

Figure 5-2. 2018 (top) and 2028 (bottom) Level of Service



## 2018 Thoroughfare Plan

The City's most recent Thoroughfare Plan was adopted in 2018. While the Thoroughfare Plan is not amended through this process, this Comprehensive Plan outlines recommendations to be considered in a future update to the Thoroughfare Plan. Typical cross-section examples of each roadway type are shown on the following pages for reference.

Figure 5-3. 2018 Thoroughfare Plan

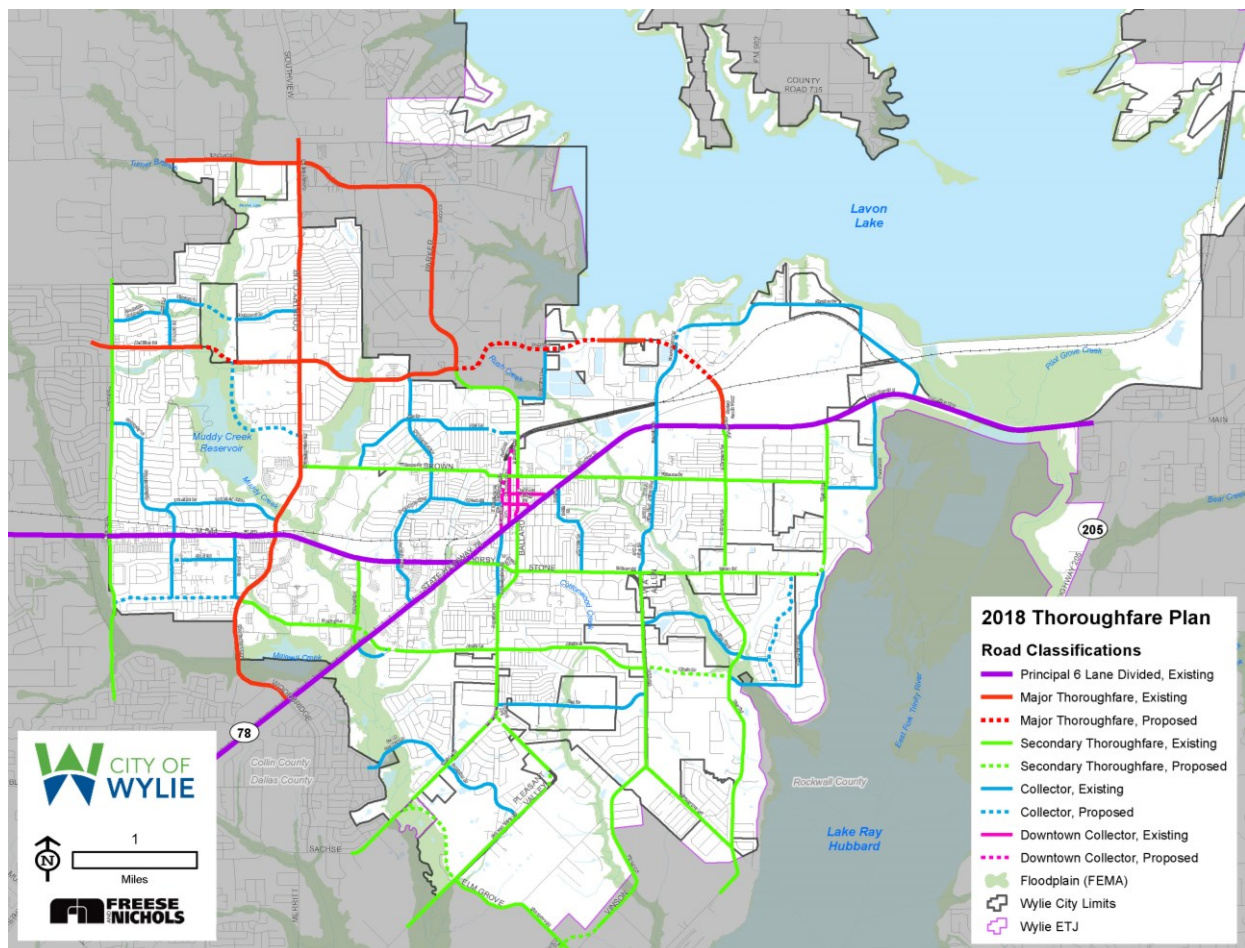
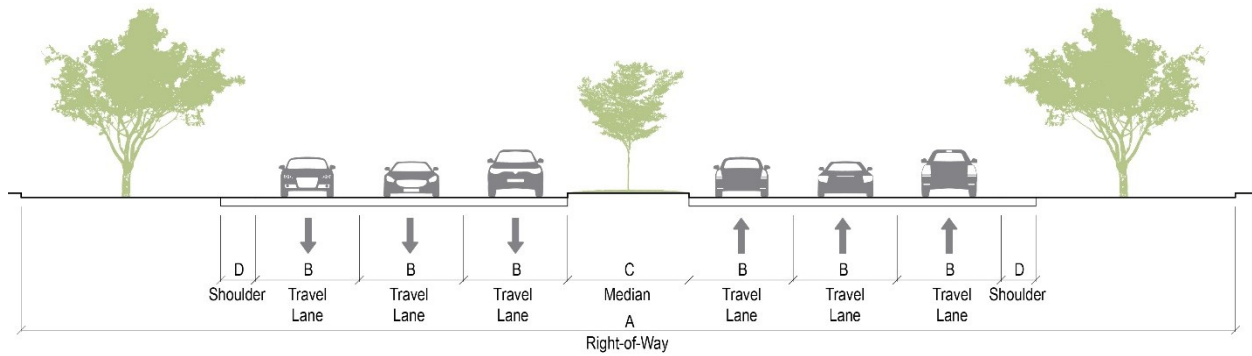
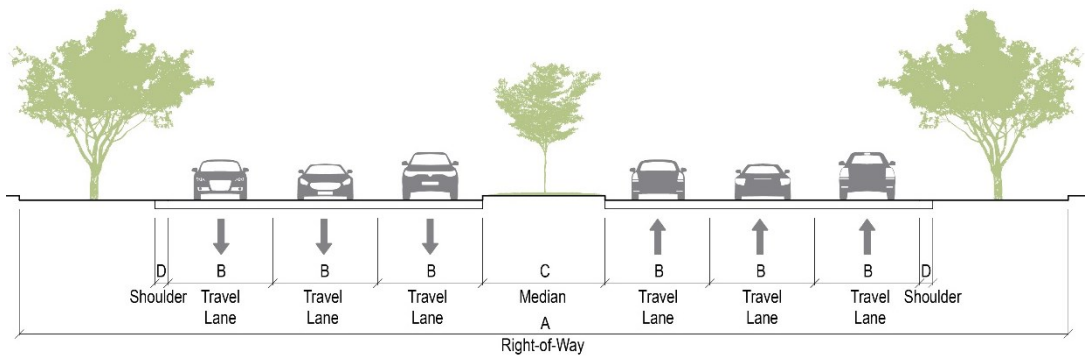




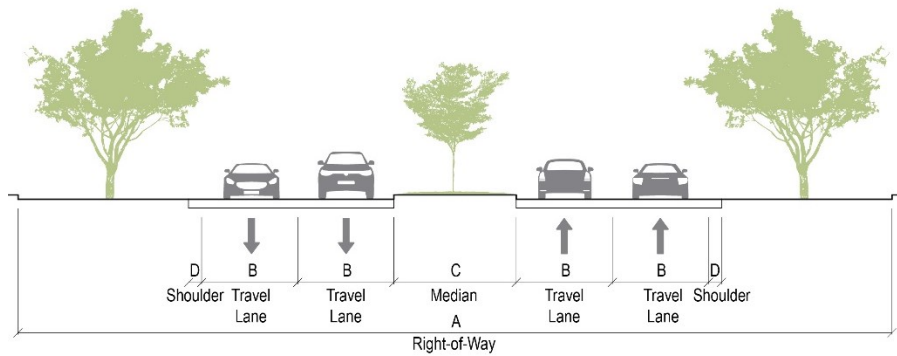
Figure 5-4. Typical Roadway Cross-Sections



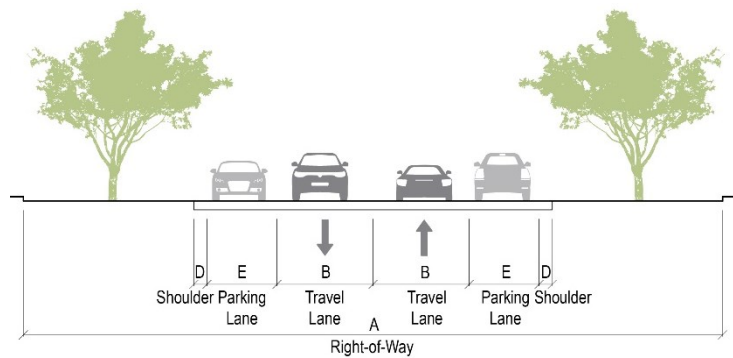
Principal Thoroughfare				
Configuration	A Right-of-Way	B Lane Width	C Median	D Shoulders
6-lane divided	140'	12'	14'	4'



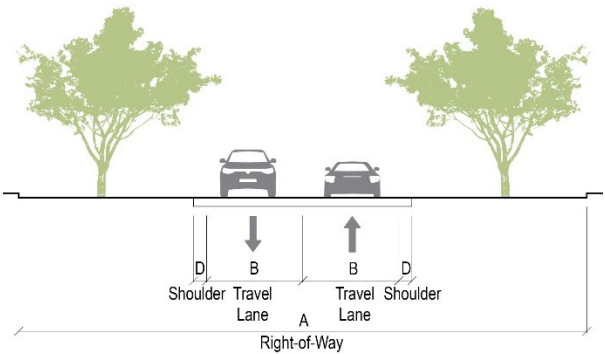
Major Thoroughfare				
Configuration	A Right-of-Way	B Lane Width	C Median	D Shoulders
6-lane divided	120'	12'	14'	1.5'



Secondary Thoroughfare				
Configuration	A Right-of-Way	B Lane Width	C Median	D Shoulders
4-lane divided	100'	11'	14'	1.5'



Downtown Collector				
Configuration	A Right-of-Way	B Lane Width	C Median	D Shoulders
2-lane undivided	80'	11'	N/A	1.5'



Collector				
Configuration	A Right-of-Way	B Lane Width	C Median	D Shoulders
2-lane undivided	65'	11'	N/A	1.5'



## Transportation Goals & Strategies

### Goal T1. Plan for safe and efficient transportation infrastructure.

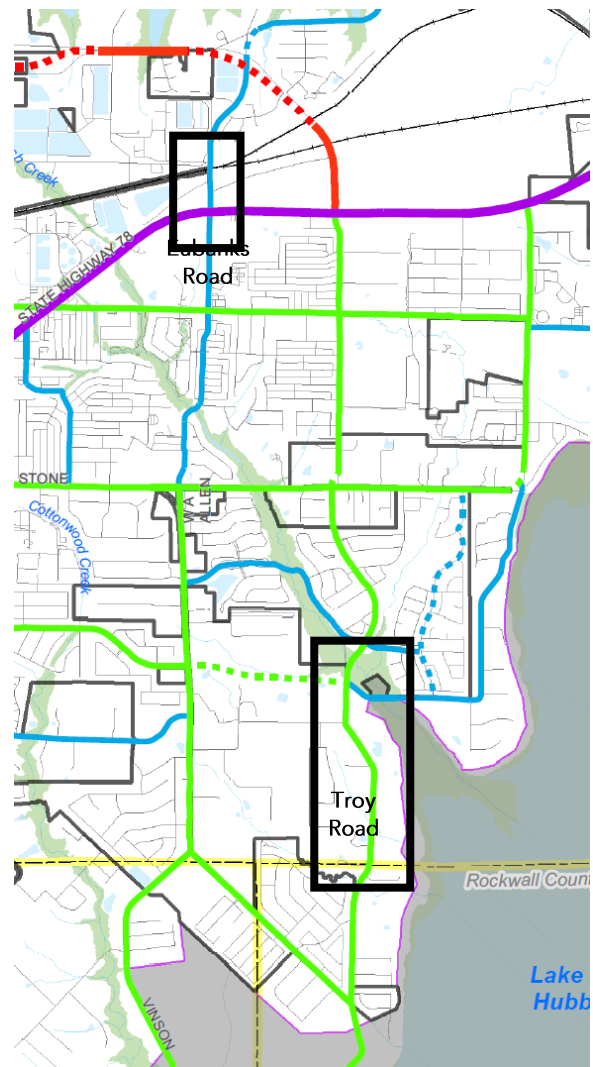
#### Strategy T1a. Continue to implement the Thoroughfare Plan and evaluate as needed over time.

Continue to review the thoroughfare plan for potential updates every three to four years and to prioritize designated projects in the annual budget and CIP programs. Consider whether additional new connections are warranted and whether the assigned functional classifications are appropriate. Roadways that have been constructed since the 2018 plan should be reflected as “existing” (e.g., Hensley Lane and Green Meadows Way/Hickory Woods Way).

The City should consider whether the segment of Eubanks Road between SH 78 and Brown Street should be upgraded from a Collector to a Secondary Thoroughfare. The community expressed a desire for increased capacity, although this segment is indicated to have a Level of Service (LOS) of at least C through 2028.

Lastly, the community input supported downgrading Troy Road from a Secondary Thoroughfare to a Collector. This road has already been constructed as a four-lane divided facility north of Beaver Creek Road; therefore, a reduction in classification may not be feasible for the northern portion of this road. As an alternative, the City may wish to consider implementing traffic calming measures along the length of the roadway to ensure appropriate speeds, and reassess whether converting the remaining portion to a four-lane divided roadway is desirable.

Figure 5-5. Potential Revisions to the Thoroughfare Plan



### Strategy T1b. Implement policies, rules, and regulations regarding access management.

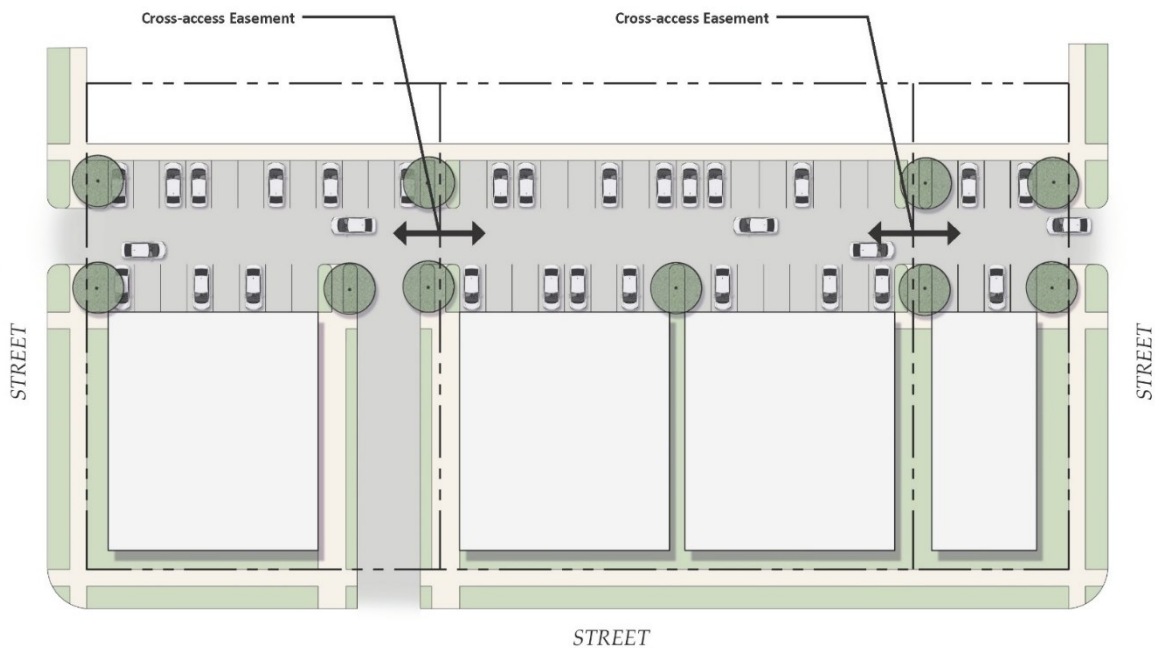
Access management is the practice of coordinating access connection points onto a roadway by considering specific design criteria for the location, spacing, design and operation of driveways, median openings, and intersections. Access management provides a significant benefit to the mobility and function of the roadway, and more importantly, reduces the potential for accidents by minimizing speed differentials between vehicles and turning movements.

The subdivision regulations do not adequately address access management controls. Review and update the regulations to require cross-access easements to enable motorists to travel between adjacent parking lots without returning to the thoroughfare.

Example of Excessive Curb Cuts



Figure 5-6. Cross-Access Easements between Adjacent Developments



### Strategy T1c. Continually identify and prioritize intersections with high crash rates that could benefit from safety improvements.

The City should continue to monitor crash and citation data to identify hazardous areas, specifically those with pedestrian or bicyclist involvement. TXDOT's Crash Records Information System Query tool is a helpful resource for accessing and filtering crash data. Potential mitigation measures may include lighting, signage, additional or alternative signalization, reduced speeds, the addition of turn lanes, or implementation of traffic calming elements like bulb-outs, chicanes, street trees, or special paving.

### Strategy T1d. Prioritize street maintenance in capital improvements planning and promote awareness of maintenance efforts.

Street maintenance and repair is one of the largest expenses that cities face; the City of Wylie budgeted nearly \$3 million for maintenance along in the 2021-2022 fiscal year. The City should continue to invest in the maintenance of its streets. Increased transparency regarding the planned and completed improvements/repairs could help increase public awareness of the City's efforts and progress. Additionally, consider approaches to minimizing lane miles and width of pavement maintained by the City to ensure that road construction is a fiscally sustainable investment in the long term.

Enhanced Intersection Crosswalk



### Strategy T1e. Identify roadways in the City that do not presently have curbs, gutters, or other desired street elements.

Conduct an inventory of the existing curb, gutter, and sidewalk improvements to identify areas that lack these elements. Consider the corridor design standards outlined in LU2b when determining where the improvements are needed (i.e., curb and gutter may not be necessary in areas designated for Rural Corridors). Where improvements should be installed, either include the projects in a capital improvement plan or ensure that the improvements are required during future development/redevelopment efforts.



## Goal T2. Promote mobility, access, and connectivity throughout the community.

### Strategy T2a. Promote walkability in new and developing neighborhoods.

The vast majority of Wylie's neighborhoods are lined with sidewalks on both sides of the street, one of the primary considerations for walkability. During this plan's development, some residents expressed concern regarding the condition of some sidewalks, making for unsafe walking conditions – particularly at night. Many cities require residents to maintain sidewalks that are adjacent to their property; however, the City of Wylie maintains all sidewalks in the City (except those along private streets). While the City does proactively repair sidewalks as possible, more convenient citizen reporting and transparency could improve citizen satisfaction. The City's website includes an interactive map to report sidewalks in need of repair; promote this tool via the City's outreach methods to increase awareness of the ability and ease of reporting issues. Expand this webpage (and related street repair webpages) to highlight repairs as they are completed.

### Strategy T2b. Facilitate bicycle and pedestrian pathways and connections along key corridors.

As mentioned in T2a, most of Wylie's streets include sidewalks on both sides; however, the network is not complete. Notably, Stone Road lacks sidewalks on the east side of town. Conduct a detailed sidewalk inventory to identify missing connections and prioritize installation in areas near schools and key destinations, and in areas where dirt paths have been worn in the grass through foot traffic.

Sidewalk Requiring Repair



Lack of Sidewalks Along Stone Road



### Strategy T2c. Expand the existing “hike and bike” network by connecting existing trails and key destinations, supported by coordination with Collin County, surrounding cities, and NCTCOG.

Continue to develop the trail network by implementing the Collin County regional trails plan (<https://www.collincountytx.gov/parks/Documents/RegionalTrailsPlan.pdf>). Coordinate with the County and regional entities on potential funding sources and future updates to the plan. Identify appropriate connections between existing and planned trails and key destinations, such as schools, parks, Downtown, City Hall, and the lake. Plan for capital improvement amenities along the trails, including signage, rest stations, safety call boxes, and bike repair stations. Evaluate whether existing sidewalks should be widened, particularly in highly walkable areas.

### Strategy T2d. Plan for pedestrian and bicycle signalized crossings to ensure safe crossings of trails at roadways.

Identify roadway crossings that could benefit from enhanced pedestrian and/or bicycle crossings, particularly those that align with designated trail routes. Prioritize areas near schools, parks, and other key destinations. Enhanced crossings may include increased striping and signage; the presence of bollards; the use of button- or motion-triggered warning lights.

### Strategy T2e. Proactively improve access and ADA-compliance throughout the City.

Wylie seeks to be an accessible community for residents and visitors of all abilities. While most intersections and facilities in the City are already compliant with the Americans with Disabilities Act (ADA), the City should conduct an inventory to identify any areas of issue or potential improvements. The City currently has an ADA Transition Plan in place, which is required for all cities with 50 or more employees; the City should continue progress toward implementing this plan and evaluate opportunities for improvement.

#### ADA-Accessible Development





### **Goal T3. Continue regional communications for a coordinated transportation network and efficient use of resources.**

#### **Strategy T3a. Coordinate with the local school district on transportation system implications of proposed school facility expansion/needs.**

While schools are an important part of a community, they also have a major impact on a city's transportation network in terms of planning bus routes and pick-up/drop-off locations and queuing. Congestion from school buses and parents'/students' vehicles around the school can negatively impact the surrounding neighborhoods. The City should continue to maintain ongoing communications with Wylie ISD to identify any transportation-related issues that arise from existing or expanding facilities, and to identify the best locations for any future facilities.

#### **Strategy T3b. Coordinate with state, regional, and local entities regarding the transportation network.**

The transportation network extends beyond the boundary of a city into the surrounding region and beyond. For this reason, intergovernmental coordination is essential for transportation planning. Continue regular coordination with regional partners, including the neighboring cities, Collin County, North Central Texas Council of Governments (NCTCOG), and TXDOT to evaluate opportunities for cooperation, shared resources, and potential funding sources for new construction or other network improvements.

Local School Queuing Traffic



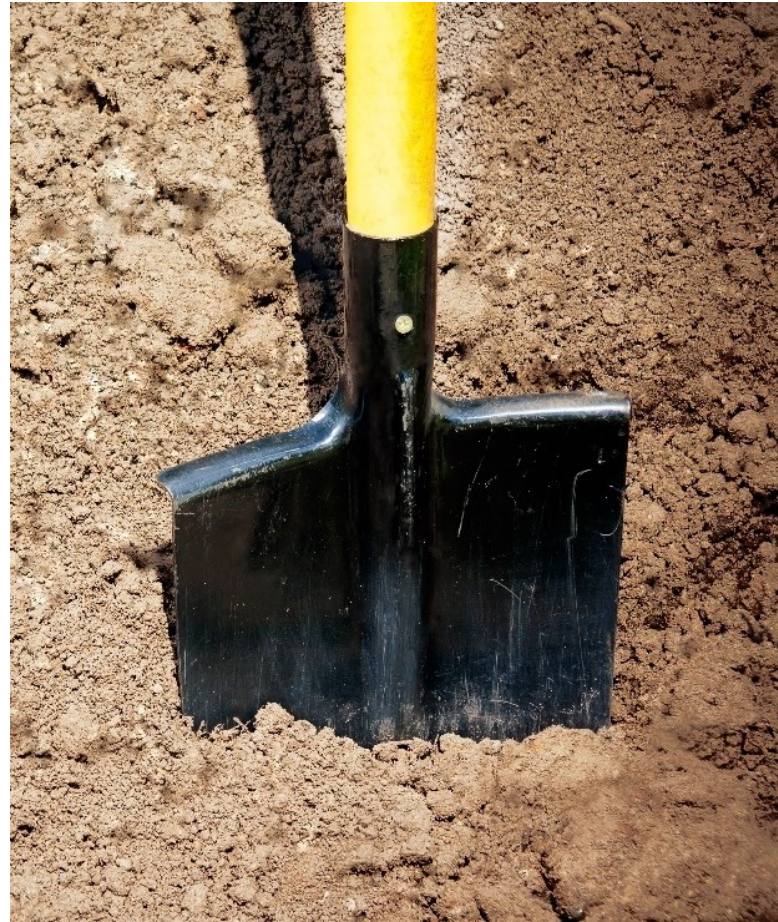


## Chapter 6:

# Implementation

### Introduction

A successful community is one that establishes a clear vision for their future and identifies the steps necessary to achieve that vision. This section summarizes the plan's goals and strategies that address the vision and guiding principles established herein. Furthermore, this section has been structured into a coordinated action program so that Wylie's leaders, staff, and other decision-makers can easily identify the steps necessary to achieve the vision for the City described within this plan.



## Phased Implementation

It is crucial to understand that most cities cannot afford to complete all desired tasks at once; therefore, it is important to identify the top priorities that are most critical for achieving the City's vision. Many of these recommendations will take several years to complete, but this plan will help Wylie to identify attainable, short-term steps and allocate resources and funding in future budgets for more extensive projects.

## Methods of Implementation

To be successful, the City must utilize this plan constantly and consistently, and it must be integrated into ongoing governmental practices and programs. The recommendations and actions included herein should be referenced to make decisions related to the timing and availability of infrastructure improvements; proposed development applications; expansion of public facilities, services, and programs; and annual capital budgeting, among other considerations.

There are two methods of plan implementation: proactive and reactive methods. To successfully implement the plan and fully realize its benefits, both methods must be used in an effective manner.

Examples of proactive methods include:

- Developing a CIP and expending funds to finance public improvements to meet strategies outlined in the plan;
- Updating the development codes; and
- Establishing programs and partnerships.

Examples of reactive methods include:

- Considering a rezoning request;
- Development application review; and
- Responding to requests in accordance with stated policies.

## Plan Updates

Over the course of its 10- to 20-year planning horizon, the plan is meant to be a living document that allows flexibility for political, economic, physical, technological, and social conditions, as well as any other unforeseen circumstances, that may influence and/or change the priorities and perspective of the community. The plan should be reviewed on a regular basis to ensure that its elements are still relevant and applicable.

## Annual Progress Reporting

Once the plan is adopted, City staff should prepare a yearly progress report for presentation to the Planning & Zoning Commission and City Council. This practice will make certain that the plan is consistently reviewed, and any necessary changes or clarifications are identified. It is also important to provide ongoing monitoring between the plan and the City's implementing regulations to maintain consistency among all documents.

## Minor Amendments

Minor amendments can be proposed at any time, such as revisions to the Future Land Use Plan to reflect a change in a planned land use. Minor amendments can be addressed by the City as they come up or may be compiled for a more thorough evaluation via an annual review process.

## Major Updates

The City Charter requires the Planning & Zoning Commission to review the comprehensive plan every five years. These major updates involve reviewing the current conditions and projected growth trends; reevaluating the recommendations of the plan (and formulating new ones as necessary), and adding to, modifying, or removing recommendations in the plan based on their implementation progress.

## Implementation Matrix

The following Implementation Matrix is intended to serve as a summary of the plan's strategies and provide the City with a "to-do" list for implementing the plan. The plan's strategies have been abbreviated in this Matrix for readability; visit the corresponding chapters for additional information.

### Legend for Approximate Cost Ranges

\$ = <\$100,000

\$\$ = \$100,000-\$500,000

\$\$\$ = \$500,000+

Implementation  
Timeframe

Estimated  
Cost Range

Implementation  
Tool(s)

Plan Chapter

Goal Statement and  
Metrics to Measure  
Performance

Strategy Summary

Goals and Strategies	Timeline (Years)			Approx. Cost	Primary Mechanism(s)
	0-5	6-10	11-20		
Housing & Neighborhoods					
Goal H1. Preserve Wylie's existing neighborhoods.					
Performance Measures:					
<ul style="list-style-type: none"><li>- Number of sidewalk repairs completed annually per capita</li><li>- Number of clean-up days scheduled</li><li>- Length of time to resolve code enforcement issues</li><li>- Number of aesthetic improvement features installed</li></ul>					
Strategy H1a. Continue proactive code enforcement efforts and identify resources available to residents who may need assistance addressing violations. <ul style="list-style-type: none"><li>• Continue current efforts;</li><li>• Partner with volunteer organizations to assist with minor repairs and violations; and</li><li>• Consider a grant to assist with larger repairs.</li></ul>	●	●	●	\$-\$	Code enforcement; City program
Strategy H1b. Develop and implement neighborhood enhancement programs and initiatives to help facilitate and improve neighborhood quality. <ul style="list-style-type: none"><li>• Coordinate with nonprofits to schedule clean-up days;</li><li>• Create a City webpage to outline steps to organize a volunteer event; and</li><li>• Consider a "yard of the month" program.</li></ul>	●			\$	City partnership; City website update; City program



Goals and Strategies	Timeline (Years)			Approx. Cost	Primary Mechanism(s)
	0-5	6-10	11-20		
Housing & Neighborhoods					
Goal H1. Preserve Wylie’s existing neighborhoods.					
Performance Measures: <ul style="list-style-type: none"><li>- Number of sidewalk repairs completed annually per capita</li><li>- Number of clean-up days scheduled</li><li>- Length of time to resolve code enforcement issues</li><li>- Number of aesthetic improvement features installed</li></ul>					
Strategy H1a. Continue proactive code enforcement efforts and identify resources available to residents who may need assistance addressing violations. <ul style="list-style-type: none"><li>• Continue current efforts;</li><li>• Partner with volunteer organizations to assist with minor repairs and violations; and</li><li>• Consider a grant to assist with larger repairs.</li></ul>	●	●	●	\$-\$\$	Code enforcement; City program
Strategy H1b. Develop and implement neighborhood enhancement programs and initiatives to help facilitate and improve neighborhood quality. <ul style="list-style-type: none"><li>• Coordinate with nonprofits to schedule clean-up days;</li><li>• Create a City webpage to outline steps to organize a volunteer event; and</li><li>• Consider a “yard of the month” program.</li></ul>	●			\$	City partnership; City website update; City program
Strategy H1c. Promote aesthetic improvements for existing neighborhoods to create visual appeal and foster a sense of community. <ul style="list-style-type: none"><li>• Evaluate opportunities for entryway features, enhanced landscaping, and branding signage as capital improvements and/or HOA contributions, aiming for at least one project a year; and</li><li>• Update the sign regulations.</li></ul>	●	●		\$\$	Study to identify locations; Capital improvements and/or HOA partnerships; Development Code update
Strategy H1d. Ensure that the City’s property exhibits the desired level of standard for property maintenance. <ul style="list-style-type: none"><li>• Continue quality maintenance of City’s facilities and properties;</li><li>• Develop a “sponsor a highway” program; and</li><li>• Promote awareness of the City’s sidewalk repair program.</li></ul>	●	●	●	\$	City maintenance activity; City program; City website
Goal H2. Encourage compatible infill and redevelopment in aging neighborhoods.					
Performance Measures: <ul style="list-style-type: none"><li>- Number of dilapidated properties and number of dilapidated properties cleared annually</li><li>- Number of infill projects per year</li></ul>					
Strategy H2a. Review the Zoning Regulations to ensure compatible infill development in existing neighborhoods. <ul style="list-style-type: none"><li>• Strengthen requirements (e.g., setbacks, height) for new construction to be compatible with the neighborhood or future residential goals.</li></ul>	●			\$-\$\$	Development Code update

Goals and Strategies	Timeline (Years)			Approx. Cost	Primary Mechanism(s)
	0-5	6-10	11-20		
Strategy H2b. Investigate methods for the demolition of dilapidated structures. <ul style="list-style-type: none"> <li>Investigate whether a land banking program would be beneficial to purchase and clear dilapidated properties to resell for desirable development.</li> </ul>	●	●		\$-\$\$	City program
<b>Goal H3. Support various attainable housing options.</b> Performance Measures: — Staff report to P&Z regarding housing programs and resources — Median household income as a percentage of median home sale price — Occupancy permits issued for a change in use — Number of vacant buildings — Acreage zoned to allow mixed-use development					
Strategy H3a. Ensure that City Staff is knowledgeable about programs and resources that are available to support a variety of housing types where appropriate. <ul style="list-style-type: none"> <li>Investigate available programs (e.g., LIHTC, CDBG) to support housing variety.</li> </ul>	●	●	●		City Staff action
Strategy H3b. Encourage adaptive reuse of structures to promote a variety of housing options. <ul style="list-style-type: none"> <li>Review the Zoning Regulations and Building Code for barriers to appropriate adaptive reuse.</li> </ul>	●				Development Code and Building Code update
Strategy H3c. Encourage mixed-use, walkable developments to increase housing choice. <ul style="list-style-type: none"> <li>Specifically define and address mixed-use development; and</li> <li>Permit this use in defined higher intensity districts.</li> </ul>	●	●	●		Development Code update
<b>Goal H4. Allow a variety of housing types and choices.</b> Performance Measures: — Percentage of non single family dwellings — Square footage of mixed-use developments — Number of housing units in Downtown					
Strategy H4a. Identify appropriate locations for non single family housing types as redevelopment occurs. <ul style="list-style-type: none"> <li>Consider the following to determine appropriateness: compatibility with surroundings, proximity to retail/services, ability to serve as a transitional use, and traffic/parking impacts.</li> </ul>	●	●	●	\$	City policy
Strategy H4b. Expand housing options within Downtown by encouraging living units above retail stores and developing mixed-use opportunities. <ul style="list-style-type: none"> <li>Allow vertical mixed-use development in Downtown and surrounding areas.</li> </ul>	●	●	●	\$	Development Code update

Goals and Strategies	Timeline (Years)			Approx. Cost	Primary Mechanism(s)
	0-5	6-10	11-20		
Goal <a href="#">H3</a> . Incorporate amenities and design features in future developments to encourage high-quality neighborhoods.					
Performance Measures: <ul style="list-style-type: none"><li>- Ratio of park acreage to population</li><li>- Street miles lined with trees</li></ul>					
Strategy <a href="#">H3a</a> . Encourage the programming of open space with shaded areas and trail connections in future development. <ul style="list-style-type: none"><li>Require parkland improvements (e.g., shade, play areas); and</li><li>Require trail dedication.</li></ul>	●	●	●	\$	Development Code update
Strategy <a href="#">H3b</a> . Identify corridors with high pedestrian traffic and provide street trees in high-priority areas to increase pedestrian comfort. <ul style="list-style-type: none"><li>Conduct an inventory of street trees and plan to install street trees where not currently in place, prioritizing areas with high pedestrian traffic.</li></ul>		●		\$\$	City study; General fund
Strategy <a href="#">H3c</a> . Incorporate communal open space elements for an increased sense of community. <ul style="list-style-type: none"><li>Specify the type of parks (i.e., Neighborhood or Community) required for dedication;</li><li>Consider whether and when Pocket Parks are appropriate; and</li><li>Prioritize the inclusion of parks with amenities when considering PDs.</li></ul>	●			\$-\$	Development Code update; Parks Master Plan update; City policy
Strategy <a href="#">H3d</a> . Use the Planned Development (PD) process to encourage innovative residential developments. <ul style="list-style-type: none"><li>Continue to use this process to achieve desirable development objective, such as housing variety, infill development, enhanced open space, and low-impact development.</li></ul>	●	●	●	\$	City policy
Land Use & Design					
Goal LU1. Use the FLU map and strategies contained within this comprehensive plan when making development decisions.					
Performance Measures: <ul style="list-style-type: none"><li>- Percentage of approved rezonings in compliance with the Future Land Use map</li><li>- Updates to the zoning ordinance and subdivision ordinance</li></ul>					
Strategy LU1a. Review and update the existing zoning ordinance and subdivision regulations to align with this plan's recommendations. <ul style="list-style-type: none"><li>Proactively amend the zoning ordinance and subdivision ordinance and program either City staff time or third-party time to perform the update.</li></ul>	●			\$\$	Development Code update
Strategy LU1b. Consider this plan when evaluating future rezonings or development plans, with an emphasis on achieving the overall vision for the community. <ul style="list-style-type: none"><li>Continue to reference the Comprehensive Plan's recommendations in City Staff reports for rezoning requests.</li></ul>	●	●	●	\$	City policy; City Staff action



Goals and Strategies	Timeline (Years)			Approx. Cost	Primary Mechanism(s)
	0-5	6-10	11-20		
Strategy LU1c. Develop a procedure, process, or policy to review when considering a proposal that is inconsistent with the plan. <ul style="list-style-type: none"> <li>Establish criteria for evaluating proposals that are not consistent with the plan.</li> </ul>	●			\$	City Staff action
<b>Goal LU2. Promote Wylie's sense of community identity and small-town charm.</b> Performance Measures: - Number of enhanced entryways - Miles of designated corridors - Number of special event permits issued annually					
Strategy LU2a. Plan for capital improvements that contribute to the sense of community, such as enhanced gateways and corridor banners. <ul style="list-style-type: none"> <li>Develop designs for primary and secondary entryways and identify appropriate future locations;</li> <li>Plan for increased landscaping and public art at existing and future entryway features; and</li> <li>Plan for branded streetlight post banners.</li> </ul>		●	●	\$\$-\$\$\$	Branding strategy; Capital improvement
Strategy LU2b. Define the desired public and private aesthetics for Downtown, Highway, Suburban, and Rural Corridors. <ul style="list-style-type: none"> <li>Define various corridor types and associated character of each (e.g., right-of-way, landscaping, building scale, site design, signage);</li> <li>Map the locations of each corridor type; and</li> <li>Implement the improvements through capital improvements and regulatory controls.</li> </ul>	●	●		\$\$\$	City Staff action; Capital improvement; Development Code update
Strategy LU2c. Increase outdoor gathering places in Downtown and other destinations. <ul style="list-style-type: none"> <li>Consider potential locations for smaller gathering spaces in Downtown;</li> <li>Plan for programming to draw people (e.g., picnic areas, interactive art, exercise amenities); and</li> <li>Consider additional locations such as the area north of City Hall or south of East Fork Park.</li> </ul>		●	●	\$\$-\$\$\$	City study; capital improvement
Strategy LU2d. Increase the number of community events and festivals to promote the small-town feel. <ul style="list-style-type: none"> <li>Consider hosting farmers' markets or a "First Friday" event to encourage people to visit Downtown.</li> </ul>		●	●	\$	Development Code update
Strategy LU2e. Commemorate the history of the two railroads that built Wylie's foundation. <ul style="list-style-type: none"> <li>Evaluate options to commemorate its roots, such as a festival and/or dedicated plaza area with related educational information and public art.</li> </ul>		●	●	\$\$-\$\$\$	City event; Capital improvement
Strategy LU2f. Embrace Wylie's unique history by pursuing the development of a local history museum. <ul style="list-style-type: none"> <li>Work with local volunteers to inventory the artifacts and assets that could be displayed in a museum;</li> <li>Identify potential locations; and</li> <li>Consider potential sponsorship/donation opportunities.</li> </ul>		●	●	\$-\$\$\$	City partnership; City study

Goals and Strategies	Timeline (Years)			Approx. Cost	Primary Mechanism(s)
	0-5	6-10	11-20		
Goal LU3. Strengthen Downtown Wylie as a vibrant and welcoming destination.					
Performance Measures: <ul style="list-style-type: none"><li>- Number of wayfinding signs</li><li>- Number of crosswalk or sidewalk improvements</li><li>- Business survey owner satisfaction score</li><li>- Number of active businesses in Downtown</li></ul>					
Strategy LU3a. Focus on placemaking initiatives within Downtown. <ul style="list-style-type: none"><li>• Install wayfinding signage and add cross-street string lighting.</li></ul>	●			\$\$	Capital improvement
Strategy LU3b. Address parking issues, particularly during events, as Downtown continues to become more active. <ul style="list-style-type: none"><li>• Continue the ongoing traffic study;</li><li>• Consider conducting an evaluation of the typical daily use;</li><li>• Consider parking time limits if spaces are occupied for long periods; and</li><li>• Continue coordination with surrounding property owners.</li></ul>	●	●	●	\$-\$\$	City study; City partnership
Strategy LU3c. Implement interim and long-term pedestrian enhancements in Downtown, such as sidewalk enhancement, crosswalks, pedestrian connectivity, shade, and accessibility. <ul style="list-style-type: none"><li>• Continue to implement the pedestrian enhancements outlined in the Downtown Strategic Plan; and</li><li>• Consider options for immediate improvements through “tactical urbanism” approaches.</li></ul>	●	●	●	\$\$-\$\$\$	Capital improvement; City study
Strategy LU3d. Establish standards for new development in Downtown to preserve and expand the character of the current Downtown core and adjacent areas. <ul style="list-style-type: none"><li>• Evaluate options for a form-based approach in the Downtown area. Alternatively, non-form-based approaches, such as a standalone district or overlay district, should be considered.</li></ul>	●			\$\$	Development Code update
Strategy LU3e. Evaluate opportunities to generate additional activity in Downtown. <ul style="list-style-type: none"><li>• Conduct a survey of business owners to identify challenges and opportunities; and</li><li>• Consider food trucks, pop-up vendors, or food halls.</li></ul>	●	●	●	\$-\$\$	City survey; City study
Strategy LU3f. Prioritize the development of a stage in Olde City Park for additional downtown activities and festivals. <ul style="list-style-type: none"><li>• Continue to pursue the development of a stage in the park; and</li><li>• Consider opportunities for sponsorship from local donors and/or add the project to the capital improvements plan.</li></ul>	●			\$-\$\$	City partnership; Capital improvement
Goal LU4. Support a resilient local economy and plan for well-designed commercial development.					
Performance Measures: <ul style="list-style-type: none"><li>- Annual sales tax revenues</li><li>- Total number of jobs in the City limits</li></ul>					
Strategy LU4a. Preserve prime land fronting State Highway 78 for sales tax-generating uses. <ul style="list-style-type: none"><li>• Review the zoning map and permitted land use types.</li></ul>	●	●	●	\$-\$\$	Development Code update

Goals and Strategies	Timeline (Years)			Approx. Cost	Primary Mechanism(s)
	0-5	6-10	11-20		
Strategy LU4b. Re-evaluate existing parking requirements and consider reducing minimum parking standards to encourage smaller parking lots for commercial uses. <ul style="list-style-type: none"> <li>Review the existing parking requirements to determine whether parking can be reduced by-right or in certain circumstances.</li> </ul>	●			\$-\$	Development Code update
Strategy LU4c. Encourage additional family-friendly entertainment options for Wylie residents. <ul style="list-style-type: none"> <li>Ensure that family-friendly uses are allowed in appropriate locations; and</li> <li>Review the regulations for outdoor dining options.</li> </ul>	●	●	●	\$-\$	Development Code update
Strategy LU4d. Consider implementing incentives and other tools to help spur high quality development along Wylie's major corridors. <ul style="list-style-type: none"> <li>Incentivize higher quality design and materials through pre-established development trade-offs (e.g., reduced landscaping required in exchange for masonry construction); and</li> <li>Continue to coordinate with WEDC to identify potential financial incentives to encourage quality development along the City's major corridors.</li> </ul>	●			\$-\$	Development Code update; City partnership
Strategy LU4e. Explore opportunities to expand the City's daytime population and to increase high quality local employment opportunities within Wylie. <ul style="list-style-type: none"> <li>Continue coordination with WEDC to promote flex spaces (i.e., office/warehouse facilities) and industrial developments in targeted locations by advertising available spaces; and</li> <li>Ensure that zoning is in place to support appropriate uses.</li> </ul>	●	●	●	\$-\$	City partnership; Development Code update
Strategy LU4f. Support the efforts of local and regional entities to expand local employment and business start-up opportunities. <ul style="list-style-type: none"> <li>Continue to work with local partners (e.g., WISD, Collin College, WEDC, and Chamber of Commerce) to attract targeted industries, identify desirable skillsets, empower start-ups, and provide information regarding available resources.</li> </ul>	●	●	●	\$	City partnership
<b>Goal LU5. Leverage the lakefront as a unique and desirable destination.</b> Performance Measures: - Regular communications, including meetings, with USACE - Total acres of lakefront parks					
Strategy LU5a. Communicate with the U.S. Army Corps of Engineers to understand potential amenities and cooperative efforts at Lake Lavon. <ul style="list-style-type: none"> <li>Continue meeting with the USACE District Commander to discuss potential cooperative efforts or expanded public use of the lake and surrounding lake.</li> </ul>	●			\$	City partnership



Goals and Strategies	Timeline (Years)			Approx. Cost	Primary Mechanism(s)
	0-5	6-10	11-20		
Strategy LU5b. Support implementation of the existing parks, recreation, and open space plans. <ul style="list-style-type: none"> <li>Continue to pursue implementation of the plan, focusing on the identified top priorities; and</li> <li>Review the concept plans for East Fork Park and Avalon Park to determine whether preliminary master plans should be prepared.</li> </ul>	●	●		\$\$\$	Capital improvement; Park planning study
<b>Goal LU6. Protect and conserve environmentally sensitive areas.</b> Performance Measures: - Grant dollars received to support hazard mitigation - Acres of preserved natural greenspace and floodplain					
Strategy LU6a. Evaluate the existing hazard mitigation policy to ensure that the City is adequately prepared for potential disasters. <ul style="list-style-type: none"> <li>Conduct an update to the existing hazard mitigation plan to incorporate best practices and FEMA guidance; and</li> <li>Continue to pursue grant funding from FEMA and TDEM.</li> </ul>	●				Hazard Mitigation Plan update; City Staff action
Strategy LU6b. Evaluate the existing tree preservation, protection, and replacement policies for commercial and public lands. <ul style="list-style-type: none"> <li>Require replacement of certain trees when commercial sites are developed; and</li> <li>Apply the same policy to the City's land (including rights-of-way) to ensure that the City is leading by example.</li> </ul>	●			\$\$	Development Code update; City policy
Strategy LU6c. Evaluate low-impact development (LID) provisions, floodplain development policies, and overall conservation practices. <ul style="list-style-type: none"> <li>Review the floodplain, drainage, and conservation standards;</li> <li>Prohibit development in the 100-year floodplain;</li> <li>Consider establishing a required setback from waterways to reduce erosion and pollution;</li> <li>Encourage single-loaded streets along creeks;</li> <li>Update the drainage design manual to include best practices and green infrastructure approaches; and</li> <li>Consider adopting the iSWM manual to allow for LID designs.</li> </ul>	●			\$\$	Development Code update; City policy
Strategy LU6d. Preserve existing greenspace in strategic locations. <ul style="list-style-type: none"> <li>Consider strategic purchases of remaining vacant land to preserve Wylie's rural, low-density character and natural environment.</li> </ul>	●	●	●	\$	General fund

Goals and Strategies	Timeline (Years)			Approx. Cost	Primary Mechanism(s)
	0-5	6-10	11-20		
Transportation					
Goal T1. Plan for safe and efficient transportation infrastructure.					
Performance Measures: <ul style="list-style-type: none"><li>- Number of crashes per capita</li><li>- Fiscal analysis of revenue generated by new lane miles compared to the cost of construction and maintenance</li></ul>					
Strategy T1a. Continue to implement the Thoroughfare Plan and evaluate as needed over time. <ul style="list-style-type: none"><li>Continue to regularly review and update the Thoroughfare Plan;</li><li>Update the Thoroughfare Plan to reflect roadways constructed since its creation;</li><li>Consider upgrading a segment of Eubanks Road; and</li><li>Consider downgrading and/or traffic calming measures for portions of Troy Road.</li></ul>	●	●	●	\$\$-\$\$\$	Thoroughfare Plan update; Capital improvement
Strategy T1b. Implement policies, rules, and regulations regarding access management. <ul style="list-style-type: none"><li>Require cross-access easements in future development to enable motorists to travel between adjacent parking lots without returning to the thoroughfare.</li></ul>	●			\$-\$	Development Code update
Strategy T1c. Continually identify and prioritize intersections with high crash rates that could benefit from safety improvements. <ul style="list-style-type: none"><li>Monitor crash and citation data to identify hazardous areas, specifically those with pedestrian or bicyclist involvement; and</li><li>Consider mitigation measures to improve safety of identified intersections.</li></ul>	●	●	●	\$-\$\$\$	City Staff action; Capital improvement
Strategy T1d. Prioritize street maintenance in capital improvements planning and promote awareness of maintenance efforts. <ul style="list-style-type: none"><li>Continue to invest in street maintenance;</li><li>Increase transparency in planned and completed improvements/repairs; and</li><li>Maximize City-maintained lane miles and pavement width to ensure that road construction is a fiscally sustainable investment.</li></ul>	●	●	●	\$\$\$	Capital improvement; City policy
Strategy T1e. Identify roadways in the City that do not presently have curbs, gutters, or other desired street elements. <ul style="list-style-type: none"><li>Conduct an inventory of the existing curb, gutter, and sidewalk improvements to identify areas that lack these elements; and</li><li>Plan for installation of improvements in areas where appropriate.</li></ul>	●			\$\$\$	City study; Capital improvement

Goals and Strategies	Timeline (Years)			Approx. Cost	Primary Mechanism(s)
	0-5	6-10	11-20		
Goal T2. Promote mobility, access, and connectivity throughout the community.					
Performance Measures: <ul style="list-style-type: none"><li>- Miles of sidewalk, bike lanes, and off-street trails</li><li>- Turnaround time for sidewalk repairs</li></ul>					
Strategy T2a. Promote walkability in new and developing neighborhoods. <ul style="list-style-type: none"><li>Promote awareness of the City’s webpage tool for reporting sidewalk issues;</li><li>Evaluate options for more convenient citizen reporting of sidewalk issues; and</li><li>Improve transparency of sidewalk repair progress.</li></ul>	●	●	●	\$	City promotional campaign; City website updates
Strategy T2b. Facilitate bicycle and pedestrian pathways and connections along key corridors. <ul style="list-style-type: none"><li>Conduct a detailed sidewalk inventory to identify missing connections; and</li><li>Prioritize installation in areas near schools and key destinations, and in areas where dirt paths have been worn in the grass through foot traffic.</li></ul>	●	●	●	\$\$-\$\$\$	City study; Capital improvement
Strategy T2c. Expand the existing “hike and bike” network by connecting existing trails and key destinations, supported by coordination with Collin County, surrounding cities, and NCTCOG. <ul style="list-style-type: none"><li>Continue to coordinate with the County and regional entities on trail network implementation, potential funding sources, and future updates to the plan;</li><li>Identify appropriate connections between existing and planned trails and key destinations;</li><li>Plan for amenities along trails; and</li><li>Evaluate whether existing sidewalks should be widened.</li></ul>	●	●	●	\$-\$\$\$	City partnership; City study; Capital improvement
Strategy T2d. Plan for pedestrian and bicycle signalized crossings to ensure safe crossings of trails at roadways. <ul style="list-style-type: none"><li>Identify roadway crossings that could benefit from enhanced pedestrian and/or bicycle crossings, particularly those that align with designated trail routes; and</li><li>Prioritize areas near schools, parks, and other key destinations.</li></ul>	●	●	●	\$-\$\$\$	City study; Capital improvement
Strategy T2e. Proactively improve access and ADA-compliance throughout the City. <ul style="list-style-type: none"><li>Conduct an inventory to identify any areas of issue or potential improvements; and</li><li>Continue progress toward implementing the City’s ADA Transition Plan and evaluate opportunities for improvement.</li></ul>	●	●	●	\$-\$\$\$	City study; Capital improvement



Goals and Strategies	Timeline (Years)			Approx. Cost	Primary Mechanism(s)
	0-5	6-10	11-20		
Goal T3. Continue regional communications for a coordinated transportation network and efficient use of resources.					
Performance Measures:					
- Number or City Staff meetings or hours coordinating or meeting with local partners					
Strategy T3a. Coordinate with the local school district on transportation system implications of proposed school facility expansion/needs. <ul style="list-style-type: none"><li>Continue ongoing communications with WISD to identify any transportation-related issues that arise from existing or expanding facilities, and to identify the best locations for any future facilities.</li></ul>	●	●	●	\$	City partnership
Strategy T3b. Coordinate with state, regional, and local entities regarding the transportation network. <ul style="list-style-type: none"><li>Continue coordination with regional partners (e.g., Collin County, NCTCOG, TXDOT, neighboring cities) to evaluate opportunities for cooperation, shared resources, and potential funding sources for new construction or other network improvements.</li></ul>	●	●	●	\$	City partnership

## Appendix: Community Input

The Appendix is a separate document that includes the community input received and notes from the meeting discussions conducted during the development of this plan. The following engagements are reflected in the Appendix:

Monday, August 19, 2021 - CPAC Kickoff

Monday, September 13, 2021 - Community Open House #1 (Online: Sept. 3-Sept. 19)

Tuesday, October 12, 2021 - Joint Workshop: Input Review and Goals

Thursday, November 11, 2021 - CPAC: Housing, Special Planning Areas, Land Use Categories

Thursday, January 13, 2021 - CPAC: Future Land Use, Transportation

Thursday, February 3-17, 2022 - CPAC Survey: Detailed Strategies Online Survey

Thursday, March 3, 2022 - CPAC: Review and Discuss Detailed Strategies

Thursday, March 31, 2022 - Community Open House #2 (Online: March 21-April 10)

Thursday, May 19, 2022 - CPAC: Input Review, Finalize Plan

Tuesday, June 14, 2022 - Joint Workshop

Tuesday, July 5, 2022 - Planning & Zoning Commission Public Hearing

Tuesday, July 26, 2022 - City Council Public Hearing