April 2025

City of Tyler Downtown Corridor Traffic Study



Hiron Fernando

Downtown

Cameron Williams

4/30 STAND UP TO STIGMA 5/5 JOHN CONLEE



Outline

- 1. Introduction
- 2. Tyler Downtown History
- 3. Project Need
- 4. Traffic Operations Analysis
- 5. Recommendations
- 6. Post Traffic Study and where we are today
- 7. Closing Remarks

Kimley Worn



Downtown Tyler History

1909 Tyler Courthouse **Building**

Broadway Ave. didn't used to be continuous, since the Old Courthouse building was in center of the square.

Once the "new" Courthouse building was built in 1955, Broadway Ave. was connected.



Downtown Tyler Today

STREET, STREET

1955 Tyler Courthouse Building

> 1909 Tyler Courthouse Building

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Downtown Tyler History



Old Courthouse building: 1909-1955



Looking North along Broadway Ave.



Timeline, Prior to this Study

- 1. Old Courthouse Building 1909-1955
- 2. "New" Courthouse Building 1955 Present
- 3. Conceptual Design Study and Public Engagement **2021-2022**
- 4. Bond Passed for the latest "New" Courthouse Building **Nov. 2022**
- 5. Kimley-Horn Hired for Traffic Operational Analysis – Aug. 2022 – May 2023

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Study Need



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Focus of this Presentation



Traffic Rerouting

Broadway Avenue Road Diet



Inclusion of pedestrian and multimodal access





8 Traffic signal

Two-way Street

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Future Growth Modeling

Future Growth Summary

- Negative historic growth
- Used conservative
 1% growth rate



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Traffic Reroute Due to Road Diet



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Regional Impact

How are the major corridors effected by a potential road diet on Broadway Ave?



along Roadway

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Traffic Analysis

Alternatives Evaluated

Locust

Option 1 Full Road Diet

Broadway Ave

Front

2 Lanes

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Alternatives Evaluated



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Main constraints seen in southbound traffic between <u>Front and</u> <u>Elm (in Option 1)</u>



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Main constraints seen in southbound traffic between <u>Front and</u> <u>Elm (in Option 1)</u>



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Downtown Tyler Traffic Study

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Main constraints seen in southbound traffic between <u>Front and</u> <u>Elm (in Option 1)</u>



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Downtown Tyler Traffic Study

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Palace/Beckham/Front – Link Analysis

Beedway	Sagmant	Number of Lanes	Capacity	AM Peak Hour						
Roadway	Segment			Direction of Travel	Volume	V/C	LOS			
	2032 Broad	+ Two-Way F	Reroute							
Palace Ave	Between Front St	2	1,750	NB	615	0.35	A/B			
	and Erwin St	2	1,750	SB	741	0.42	A/B			
Baakham Ava	Between Erwin St	2	1,750	NB	935	0.53	С			
Decknam Ave	and Gentry Pkwy	2	1,750	SB	1,887	1.08	F			
Eropt St	Between Palace Ave	2	1,750	EB	1,276	0.73	D			
FIUNT SL	and Broadway Ave	2	1,750	WB	1,240	0.71	D			

Deedway	Commont	Number	Conceitu	PM Peak Hour						
коадway	Segment	of Lanes	Сарасну	Direction of Travel	Volume	V/C	LOS			
	2032 Broad	way Ave I	Road Diet	+ Two-Way F	Reroute					
Palace Ave	Between Front St	2	1,750	NB	769	0.44	A/B			
	and Erwin St	2	1,750	SB	729	0.42	A/B			
Rockham Ave	Between Erwin St	2	1,750	NB	1,520	0.87	E			
Decknam Ave	and Gentry Pkwy	2	1,750	SB	1,038	0.59	С			
5 0	Between Palace Ave	2	1,750	EB	1,205	0.69	D			
Front St	and Broadway Ave	2	1,750	WB	1,462	0.84	E			



Downtown Tyler Traffic Study

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2032 Broadway Ave Road Diet + Two-Way Reroute									
Between Front St	1	825	NB	544	0.66	D	Diet	v/	LOS
and Elm St	1	825	SB	954	1.16	F	oad [D.44	A/B
Between Elm St	1	825	NB	529	0.64	С	ull Re	0.45 0.41	A/B A/B
and Erwin St	1	825	SB	672	0.81	Е		0.38 0.42	A/B /B
Between Ferguson St	1	825	NB	492	0.60	С	tion	0.32	
and Locust St	1	825 SB		535	0.65	С	о d	0.53	C
Between Front St	2	1,650	NB	544	0.33	A/B	'brid	0.71 0.53	C
and Elm St	2	1,650	SB	954	0.58	С	d Hy	0.54 0.53	C C
Between Elm St	1.1	908	NB	529	0.58	С	pere	0.42	A/B
and Erwin St	1.1	908	SB	672	0.74	D	2: Ta	0.66 1 .16	D to the second
Between Ferguson St	1	825	NB	492	0.60	С	ion	0.64	C E
and Locust St	1	825	SB	535	0.65	С	Opt	D.60	C
Between 105t 2 1,650 and Elm St 1.650	NB SB	599 0.36 633 0.38	A/B A/B	Between Front St and Elm St	2 1,650 2 1.650	NB SB	544 954	0.65	A/B C
Between Elm St 1.1 900	NB	481 0.53	aperec J	Between Elm St	1.1 908	NB	529	0.58	C
and Erwin St 1.1 908	SB	0.52		and Erwin St	1.1 908	SB	672	0.74	
Between Ferguson St 1 825 and Locust St 1 825	SB	209 0.2 624 0.76	A/B 0	Between Ferguson St and Locust St	1 825 1 825	SB	492 535	0.60	C C

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Downtown Tyler Traffic Study

	APPROACH	2022 Existing Traffic				2032 Traffic				2032 Traffic				
INTERSECTION						No Mitigations Broadway Road Diet + Two-Way Reroute*		No Mitigations Broadway Road Diet Two-Way Reroute*			Road Diet + Reroute*			
		AM Pea	ak Hour	PM Peak Hour			AM Pe	ak Hour		PM Peak Hour				
		DELAY (SEC/VEH)	LOS	DELAY (SEC/VEH)	LOS	DELAY (SEC/VEH)	LOS	DELAY (SEC/VEH)	LOS	DELAY (SEC/VEH)	LOS	DELAY (SEC/VEH)	LOS	
	EB	37.9	D	34.4	С	42.1	D	40.3	D	36.0	D	34.8	С	
	WB	63.5	E	36.2	D	94.5	F	100.1	F	41.4	D	39.7	D	
Palace Avenue & Gentry Parkway	NB	17.4	В	18.9	В	17.4	В	23.1	С	19.2	В	22.8	С	
	SB	48.8	D	42.2	D	49.6	D	49.5	D	43.3	D	43.3	D	
	Overall	45.0	D	32.7	С	57.6	Е	56.7	E	35.8	D	34.7	С	
Gentry Parkway & Broadway Avenue	EB	29.4	С	19.9	В	32.3	С	31.7	С	20.7	С	20.8	С	
	WB	26.6	С	34.2	С	28.4	С	29.0	С	37.0	D	36.9	D	
	NB	16.2	В	17.6	В	19.1	В	21.7	С	26.8	С	23.9	С	
	SB	24.3	С	33.3	С	30.3	С	21.1	С	51.9	D	41.4	D	
	Overall	26.2	С	28.2	С	29.3	С	27.7	С	36.3	D	33.5	С	
	EB	93.8	F	43.3	D	158.3	F	145.1	F	43.7	D	41.0	D	
Beckham Avenue &	NB	16.6	В	9.1	A	22.0	С	29.3	С	15.6	В	16.9	В	
Gentry Parkway	SB	32.4	С	17.4	В	34.7	С	40.6	D	19.0	В	19.9	В	
	Overall	49.9	D	20.8	С	76.1	Е	71.0	E	24.3	С	23.6	С	
	EB	58.1	E	56.3	E	60.0	E	69.2	E	57.1	E	67.9	E	
	WB	58.8	E	59.9	E	60.7	E	59.9	Е	60.2	Е	59.4	E	
Beckham Avenue &	NB	38.2	D	35.5	D	51.5	D	51.3	D	51.1	D	53.1	D	
FION Street	SB	30.8	С	20.8	С	43.0	D	53.5	D	31.2	С	32.2	С	
	Overall	45.6	D	43.3	D	53.0	D	58.3	E	50.4	D	54.0	D	
	EB	49.5	D	54.6	D	63.8	E	81.9	F	71.4	E	91.3	F	
	WB	47.2	D	57.7	E	59.4	E	79.2	E	105.2	F	81.5	F	
Broadway Avenue & Front Street	NB	47.9	D	45.3	D	61.7	E	51.3	D	54.4	D	58.7	E	
Tont Street	SB	53.9	D	48.5	D	70.8	E	51.3	D	70.0	E	53.4	D	
	Overall	49.4	D	52.1	D	63.7	Е	69.3	Е	77.0	E	73.5	Е	
	EB	18.4	В	19.0	В	21.3	С	22.5	С	21.0	С	21.8	С	
	WB	17.2	В	22.1	С	19.5	В	22.7	С	25.2	С	30.1	С	
Palace Avenue & Front Street	NB	63.3	E	63.0	E	62.3	E	62.2	E	64.8	E	66.7	E	
i ioni oneel	SB	59.2	E	60.4	E	60.8	E	65.3	E	61.7	E	64.6	E	
	Overall	33.9	С	36.9	D	35.6	D	38.3	D	38.9	D	42.0	D	
* Results shown for Option 2: Hybrid Tapered Option										 No movements in Time Period Hovement Delay Exceeds 200 seconds 				

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LOS Results Table (AM & PM Peak Hour)

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Public Opinion

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Public Engagement

- 1. Quality of Life Committee March 2023
- 2. Main St. Board Meeting April 2023
- 3. Downtown Discussion Board April 2023
- 4. City Council Meeting– May 2023
- 5. Tyler MPO TAC Meeting May 2023



Broadway Avenue Recommendations

Option 1: Full Road Diet



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Kimley Worn



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On-Street Parking (Front to Elm)



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Mini Roundabouts at Erwin/Ferguson



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Video Representation

4/30 STAND UP TO STIGMA 5/5 JOHN CONLEE 5/7 WILLIAM LEE MARTIN

Edwar









Traffic Operations shows the corridor can be improved and modified as shown in the study.

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Option 2 was preferred and adopted by council.

There was push back from residents about the roundabouts, but most were supportive after explanation and addressing their concerns.

Since Completing Traffic Study

- City Council adopted the study
- Completed design of the project
- Applied for grant funding
- Bidding the project now





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Downtown Tyler Traffic Study

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Traffic Signal Timing Improvements

Natural Beauty

Traffic Signal Timing Program Year 4



Downtown Tyler Traffic Study

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Acknowledgements and Key Stakeholders

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Amber Verona

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QUESTIONS?

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Weicome To Downtown

Arts & Culture District



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