

# South Tyler Mobility Study



## What problem are we trying to solve?

The City of Tyler is experiencing continuous growth, straining the existing transportation system, with no signs of stopping. Numerous developments are being planned in the South Tyler area—potentially increasing both morning and afternoon peak period traffic by 50%—accelerating the need for additional transportation infrastructure.

The lack of alternative routes within the existing roadway network in South Tyler has led to an overdependence on a few major roadways. In fact, South Broadway Avenue ranked 87th on the 100 most congested roadways in Texas in 2023. To reduce congestion and improve mobility, transportation improvements have to be prioritized to keep up with the increased demands on the roadway system.

## What are our goals?



Improve mobility



Enhance transportation connectivity



Provide reliable alternative routes



Improve safety



Increase multimodal travel options



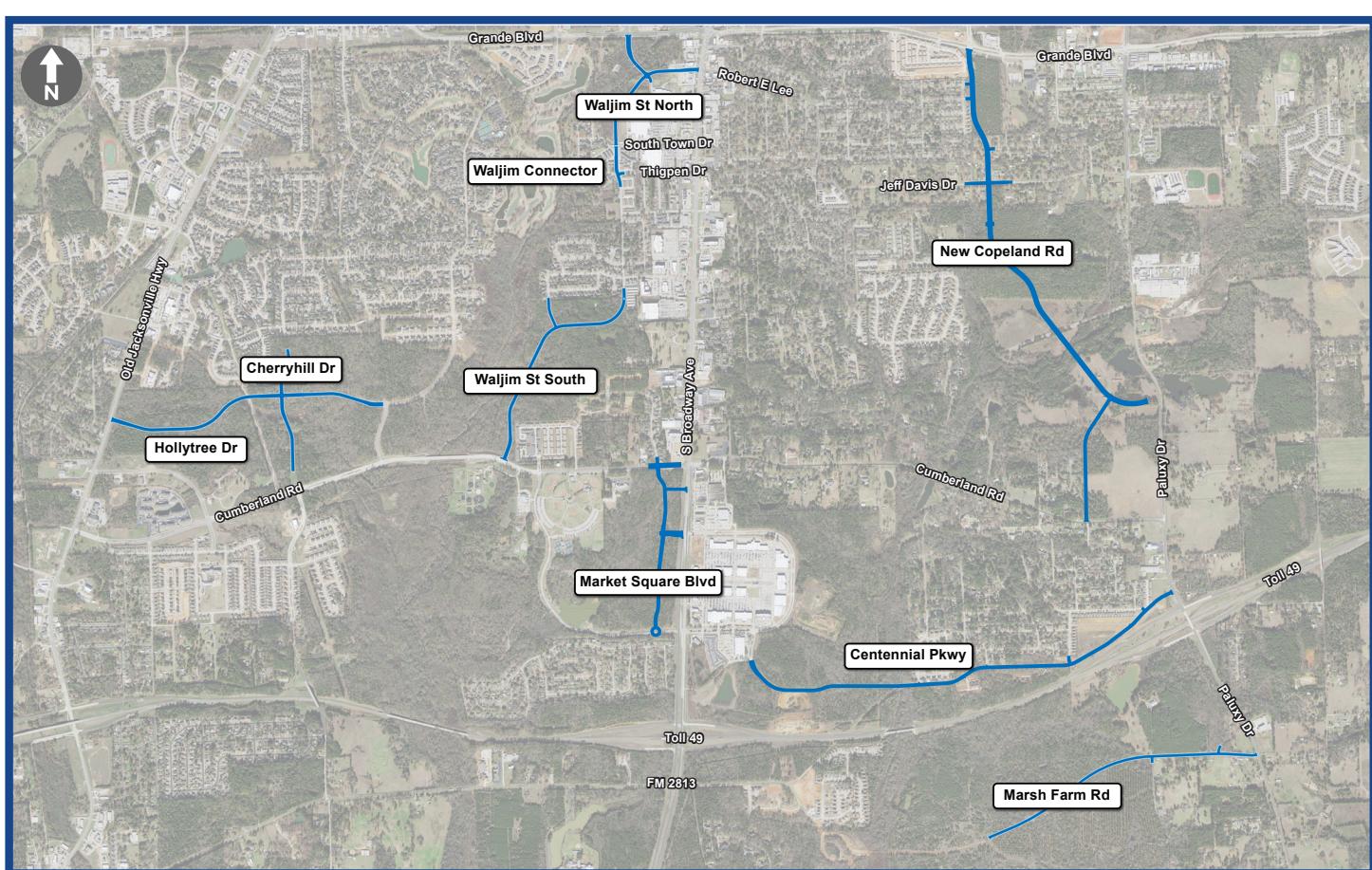
Improve emergency response

## How do we plan to do this?

The City of Tyler evaluated seven corridors in an effort to address congestion, increase connectivity, and improve mobility.

The purpose of the South Tyler Mobility Study is to:

- Evaluate existing and future traffic conditions.
- Identify short-term transportation improvements.
- Evaluate the feasibility of long-term transportation improvements, including new roadways.
- Prioritize long-term improvements for future roadway connectivity within the study area.



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## What are the overarching benefits?

The South Tyler Mobility Study is designed to:



Improve mobility and decrease congestion in South Tyler.



Reduce vehicular delays at the intersection of Broadway Avenue and Grande Boulevard.



Accommodate additional traffic from future developments in South Tyler.



Safely accommodate pedestrians and bicyclists along new roadways.

## What has been done before?

The City of Tyler has a Master Street Plan approved in 2023 that identifies future roadways within South Tyler, including most of the routes evaluated in this study. Similarly, the Tyler Area MPO adopted a Master Street Plan in 2021 which includes the routes evaluated in this study. These plans identify route connectivity, roadway functional classification, and typical sections for each roadway.

The Texas Department of Transportation Tyler District is developing plans for operational and intersection improvements along South Broadway Avenue, from South Town Drive to FM 2813 in Smith County. The proposed project would include adding auxiliary lanes, turn lanes, raised medians, and increasing storage capacities at intersections along the corridor. Proposed improvements also include upgraded pedestrian and bicycle accommodations.

## What is the timeline for improvements?

All projects are unique and have their own timelines, dependent on each individual project's location, adjacent developments, constraints, and engineering considerations. As such, the City of Tyler has identified short-, mid-, and long-term projects to prioritize the improvements proposed in the study.

### SHORT-TERM ➔

These are lower-cost improvements that could be implemented by the city in the next two to five years and would reduce intersection delay, providing for more efficient traffic operations. Funding for a portion of these improvements have been identified in a Half-Cent Sales Tax program. Recommendations include:

- Intersection improvements, specifically along Broadway Avenue at South Town Drive, Heritage Drive, Cumberland Road, and Centennial Parkway. Annual user savings due to delay reductions exceed \$375,000.
- Access management and connectivity enhancements along Broadway Avenue.

### LONG-TERM ➔

The long-term analysis evaluates the feasibility of multiple roadways and alignments in South Tyler over the next 10+ years, prioritizing the proposed roadways and identifying preferred alignments for the city to carry forward into future planning and design stages. Funding for these projects has not been identified and timing would be unique to each project. The long-term analysis included an evaluation of the roadway network proposed in the Master Street Plan, along with iterations of roadway alignments and connections. Roadway assessments were performed to consider different combinations of projects and prioritized improvements (based on weighted scoring). Recommendations include:

- Planning for long-term construction of seven roadways:
  - Waljim Street
  - Market Square Boulevard
  - New Copeland Road
  - Marsh Farm Road
  - Cherryhill Drive
  - Centennial Parkway
  - Hollytree Drive
- Focus on critical roadways, including Waljim Street, Market Square, and New Copeland Road.

### MID-TERM ➔

These are improvements that could be implemented by the city in the next five to 10 years to improve mobility and operations. Recommendations include:

- Intersection improvements at Broadway Avenue and Grande Boulevard, resulting in a morning peak hour traffic delay decrease of 5% and an afternoon peak hour traffic delay decrease of 11%.