

RCP Downtown Study — Wills Point, Texas

Draft Scope & Quick-Win Plan Proposal from LCMS

Why now

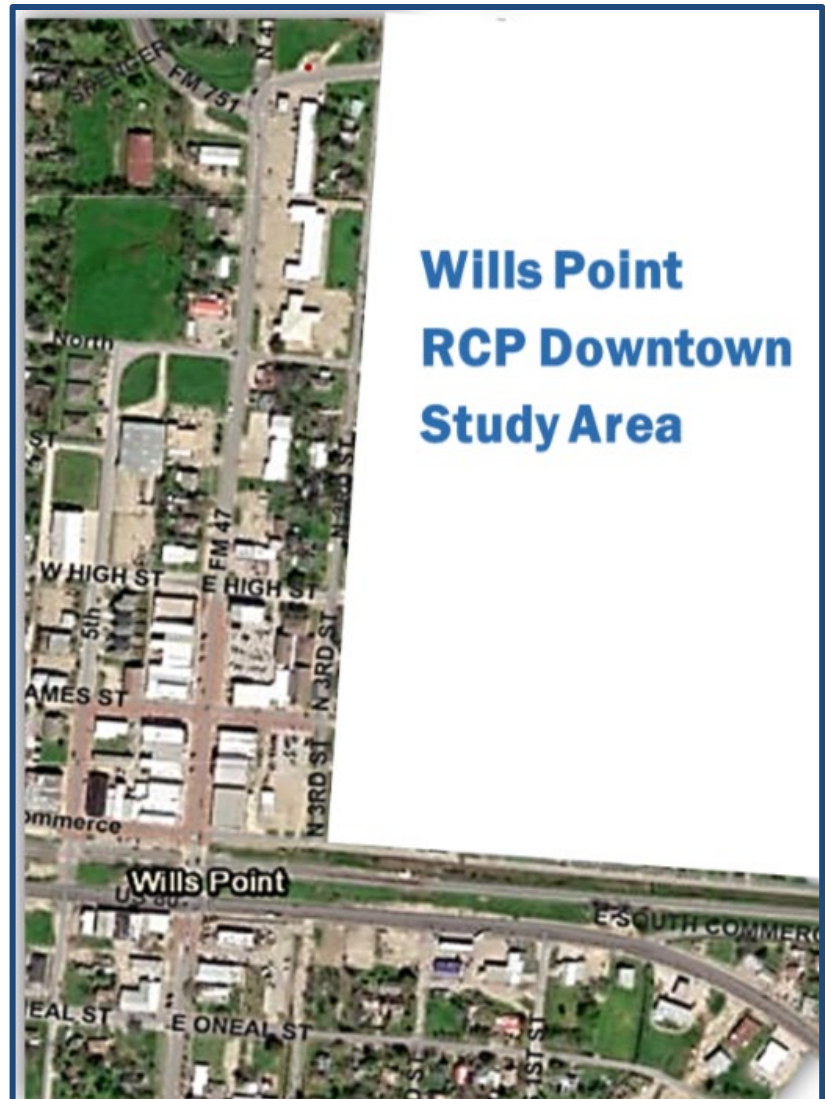
Wills Point's brick-street downtown, the Rose Monument, and its "Gateway to Tawakoni / Bluebird Capital" identity are authentic assets ready to leverage. With a growing population and proximity to DFW, a focused study can translate those strengths into storefront activation, upper-story housing, and safer, more inviting streets.

Study area & focus

Historic brick-street CBD around the Rose Monument, plus key blocks along US-80 / SH-64 gateways and the former depot/rail-side area up to the FM 751/North 4th Street intersection.

What this study produces

- Downtown snapshot: concise baseline maps & metrics (vacancies, foot-traffic proxies, curb use, crash history, utilities at a glance).
- Storefront & upper-story audit: space-by-space inventory; reuse constraints; pop-up candidates; housing conversion opportunities.
- Code & policy scan: CBD zoning/uses, signage, outdoor dining/parklets, temporary activation permits, parking management.
- Streets & curb blueprint: brick-care SOP, crosswalk & corner daylighting, monument-area calming, loading & short-stay plan.
- Catalyst site concept sheets (3–5): massing/fit tests, reuse concepts, order-of-magnitude feasibility notes, partnership path.
- Implementation playbook: roles, sequence, funding toolkit, and a simple dashboard for tracking wins.



Key questions to answer

- Mix of uses: what blend of retail, food/beverage, services, maker/creative, and civic anchors keeps a day-to-evening rhythm?
- Housing: where do upper-story and infill units fit with minimal code friction and realistic parking strategies?
- Parking & curbs: how to balance short-stay shopper stalls, ADA, deliveries, and outdoor dining without over-supply?
- Brick streets: care standards that protect the asset while improving walkability and drainage.
- Safety & identity at the Monument: simple, reversible moves that calm traffic and highlight the landmark.
- Catalytic sites: which 3–5 locations unlock the most reinvestment and momentum?

Quick-win plan (do now, low-cost)

- Clean & Green + Light: power-wash and litter sweep priority blocks; string-light pilots on key storefronts; window-display program for vacant bays.
- Monument mini-plaza: temporary neckdowns with planters/curb paint; high-visibility crosswalk pattern; lighting/up light on the monument.
- Curb tune-up: stripe/sign 15-minute bays near anchors, add ADA spaces by storefronts, designate AM loading windows.
- Open-air commerce: one-page permit for parklets/patios and A-frame signs; guidance sheet for façade touch-ups.
- Pop-up & market lane: short-term leases in identified bays; maker/food pop-ups aligned with Bluebird branding.
- Branding & wayfinding: “Bluebird Loop” walking map; refreshed gateway signs on US-80/SH-64; shared downtown events calendar.

Candidate catalytic sites (to confirm)

- Former depot & rail-side parcels — multi-tenant maker/food hall + plaza edge.
- US-80 / SH-64 gateway corners — mixed-use infill or signature civic/visitor use.
- Underutilized lots within 1 block of the Monument — housing over active ground floors.
- Large-footprint historic buildings — boutique lodging or flex-workspace conversion.
- City-influenceable parcels (owned/tax-delinquent) — early-action demonstration projects.

Partners & inputs

City of Wills Point, property & business owners, EDC/MDD, ETCOG, TxDOT, WISD, Chamber/merchants, lenders & developers, civic groups.

Data sources (starter set)

- willspointtx.gov
- ETCOG (regional data & technical assistance)
- Census Reporter (demographics & incomes)
- Texas Historical Commission Atlas (downtown heritage context)
- Van Zandt CAD (parcel ownership & values)

- TxDOT (traffic volumes & crash data)

Success signals

- Vacant storefronts converted to active uses.
- New upper-story or infill housing units delivered.
- Safer walking speeds and fewer/severity-reduced crashes near the Monument.
- Short-stay parking turnover that supports retail.
- Measurable foot-traffic gains during evenings/weekends.
- Private reinvestment leveraged by public moves.