

# VISION

CITY OF COPPELL 2040

## *Report Summary*

2020





# Letter from the Mayor

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Coppell is a wonderful city with a history of success. Maintaining our community's prosperity requires a strong vision for the future. Every ten year or so, the City undergoes a strategic visioning process that helps us set the priorities and direction for the future of the community. We kicked off the latest iteration of this visioning process in 2018, and I am excited to unveil the City's new strategic plan – Vision 2040. Please take a look to see what the community has in mind for Coppell over the next 20 years.

City Council and staff intentionally remained in the background during the visioning process. This plan is truly the result of the work of residents, businesses, and stakeholders in Coppell. The process was designed to be community-driven, transparent, and based on data. The feedback we received and the commentary we heard was compiled to create an actionable plan centered around the community's shared vision. About 2,000 residents contributed, and I am so thankful to the community for showing up and taking the time to contribute to Coppell's future.

The hard work that went into the creation of this plan was just the beginning. The Vision 2040 Strategic Plan lays the groundwork for the next 10-20 years of focused investment in Coppell. This plan will guide City Council priorities and dictate the projects that we take on. City leadership will use the pillars and goals outlined in Vision 2040 to create annual workplans to further the community's vision for the future. The community told us what it wanted, and we will use this plan to bring this vision to life.

Thank you to everyone who contributed to the creation of the Vision 2040 Strategic Plan. I am excited to see what is in store for Coppell!

**Karen Hunt**  
Mayor

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# Coppell 2040

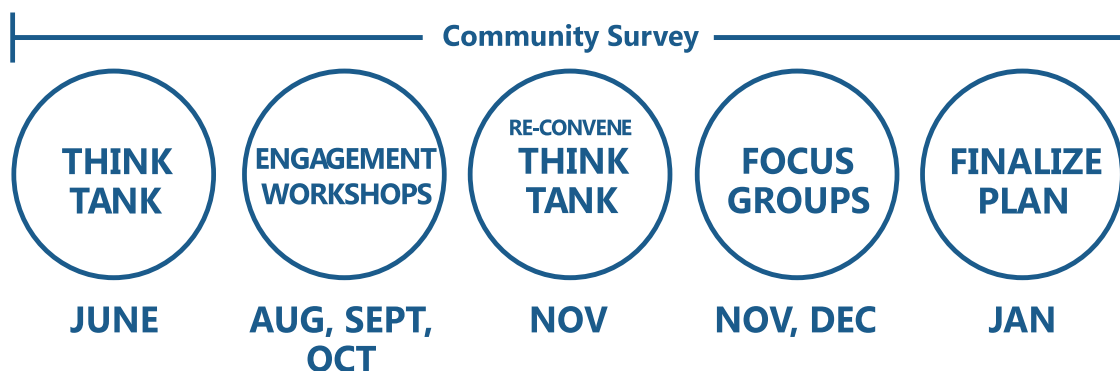
DESIGNED FOR A SMART FUTURE

## *Bold vision and strategic action plan for the city of Coppell, TX*

Throughout 2018, approximately **2,000 Coppell** residents and stakeholders contributed to a series of surveys, two deep dive Think Tanks, workshops and focus group sessions to explore the long-term future of the community. The data driven visioning process helped the Coppell community discover clear 'points of consensus' regarding its future vision.

This engagement process was designed to provide an open, inclusive and transparent platform for community members to help create a long-term strategy and actionable plan that centers around the community's shared vision. Participants in the process provided an excellent cross section of the community profile, including contributions from various ethnic and age demographics as well as representation from diverse interest groups and community sections. A draft of the plan was presented in three community meetings and was well received prior to being accepted by City Council.

The **Coppell Vision 2040 Plan** lays the groundwork for the next 10-20 years of investment and focus in the community.





## *Pillar 1*

# PERPETUATE A LEARNING ENVIRONMENT

Coppell is a community that learns — and wants to learn. Perpetuating a learning environment across all ages, and across diverse topics, will help Coppell retain the intellectually curious and educationally focused identity it desires. There is strong community desire to see the continued collaboration and partnerships between existing educational institutions and businesses.

## GOALS

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### **01 Diversify learning and enrichment opportunities available in Coppell**

While the community is well served by traditional recreation activities such as sporting complexes, there is value in creating locations such as laboratories and shared technology spaces where people can participate in educational experiences. This could also be part of the community's capacity to use its own talented people to problem solve local issues.

### **02 Promote a knowledge-sharing environment**

Coppell is a knowledge rich community. Unlocking this knowledge, sharing it more broadly within the community and merging that knowledge with city decision making will build collective understanding that could have enormous benefits.

### **03 Build a lifelong learning environment for Coppell**

Coppell is entering a phase where there will likely be a greater number of active retirees living in the community, and programs that support this lifelong learning culture will deliver benefits at many levels.

### **04 Establish Coppell as a 'laboratory of learning'**

Many people in Coppell are attracted to the concept of a 'laboratory of learning,' which was defined as: A community that embraces the rapid demographic and cultural changes, to explore evolution of a multicultural and integrated community fabric. The focus is on becoming agile with the capacity to evolve and adjust as broader society and the internal community values change. The community invests in its attractiveness and relevance to a wider cross section of people.



## *Pillar 2*

# FOSTER AN INCLUSIVE COMMUNITY FABRIC

One of the key elements of the Vision 2040 Plan is the notion of inclusion. The Think Tank highlighted the critical importance of the community evolution as one of the main themes shaping the future of the community. Within Coppell, there is a desire to accomplish two main community objectives: to retain the small town feel while simultaneously creating an 'Inclusive community fabric'.

## GOALS

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### **01 Celebrate the cultural growth of Coppell**

Coppell has been successful in nurturing a safe, stable and attractive community. These qualities have attracted people from around the world. It is time to embrace this cultural growth and meld it into one of the strengths of the community.

### **02 Establish events and programs that foster inclusion and celebrate diversity**

During the Think Tank and subsequent community engagement sessions, stakeholders discussed ways to foster inclusion and celebrate diversity, including ideas for educational programs and events celebrating the variety of cultures in Coppell.

### **03 Purposefully break barriers to inclusion**

Sometimes barriers to inclusion are invisible to those already participating. Undertaking a process to purposely remove barriers is invaluable, as it opens new doors for not only inclusion, but engagement for all. It will be important to continue to allow people of all ages to participate in community events and discussions.

### **04 Promote socialization and community cohesiveness**

Bringing people together in a community setting often includes a combination of recreation and food. The idea of using food to celebrate the ethnic history and diversity could be one way to help create shared experiences and bond people together while celebrating different backgrounds.



### *Pillar 3*

## ENHANCE THE UNIQUE 'COMMUNITY OASIS' EXPERIENCE

The concept of Coppel being a community oasis – where there are safe neighborhoods, neighbors know their neighbors, children play freely and there are similarities and uniformity – attracted significant interest during the visioning process. This concept also supports the strong 'health and wellness' focus in Coppel. To create and maintain this sense of an oasis, it is important to consider scale. There is great potential to strengthen this experience and the 'small town feel' at a neighborhood scale. In Coppel, some neighborhoods are currently loosely defined, but most are centered around schools and park and recreation facilities. Strengthening individual neighborhood identities will allow residents to enjoy the community oasis experience.

## GOALS

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### **01 Develop 'sense of neighborhood' at an appropriate scale**

There is great interest within the community in creating areas safe from cars that feature connectivity for bikes and walking. Gathering spots and ways to bring people together, such as food truck stops and local eating venues, were also discussed.

### **02 Develop programs that enhance the unique feel of each neighborhood**

During the focus group sessions, participants discussed the concept of developing unique, identifiable characteristics and design elements for neighborhoods as a way to create a mini-oasis experience. An intrinsic part of creating neighborhoods will also be building the social connectivity to enhance the sense of belonging.

### **03 Create metrics to measure the 'health and happiness' of Coppel residents**

Throughout the engagement process, it was suggested that Coppel develop a happiness index based on measures of wellbeing and impact on each resident. This exercise could represent a fun, but objective way to quantify happiness and the success of programs that aim to impact the various metrics in the index.

### **04 Establish new safety awareness and training programs**

Throughout the visioning process, participants suggested ways for the Coppel Police Department to build greater connectivity at a local level to foster the sense of community comfort and security.



## *Pillar 4*

# FUTURE ORIENTED APPROACH TO RESIDENTIAL DEVELOPMENT

The issue of future residential development is a sensitive topic in the community. While many in the community express concern around density, the demographics of the city have changed: a significant cohort of people in the 50- to 59-year age group, the largest cohort, represent nearly 20% of the population. This cohort is likely to include a significant percentage of people who moved to Coppell in the 1990s and are now looking to downsize their homes.

## GOALS

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### **01 Establish programs to protect the unique character of single-family home community oasis nodes**

A key point of pride and protectiveness in Coppell is the single-family home profile, especially surrounding elementary schools and key parks. The engagement and survey work revealed that the community is very keen to see this housing stock remain intact.

### **02 Explore refit and refurbishment of older housing stock**

Some neighborhoods that were established early in Coppell's shift to suburban development are now due for refurbishment. There is some desire to see the character of these neighborhoods retained. The City might consider providing incentives to encourage refurbishment and implementing some protection of important architectural examples.

### **03 Explore new options for 55 plus population that maintain high standard of living while reducing footprint**

While it has been identified that 55+ or retiree housing is needed and desired, the vexing question is where to put this housing. There is resistance to large-scale density. However, there may be potential for small-scale developments on the fringe of commercial and retail areas. These potential developments might accomplish the dual objectives of helping reinvigorate some commercial areas and providing much needed senior and retiree housing.

### **04 Undertake studies to consider optimal future city population**

Attractive communities like Coppell are subject to developmental pressures for vertical growth. This type of density has been resisted to date, but there is merit to undertaking a long-term study to evaluate various options, optimal future density, and ideal population. This type of study could give some insight into the level of incremental growth that is possible.



## *Pillar 5*

# CREATE BUSINESS AND INNOVATION NODES

Coppell has several significant business and commercial nodes. These are clustered in the west side of the city, and in the Denton Tap / Sandy Lake corridors. Increasingly, cities are working to create new models of business and innovation nodes, such as Old Town, to help encourage the reinvention of retail spaces and attract small businesses and start-ups.

## GOALS

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### **01 Support the Old Town area and concept**

Old Town is developing into a key Coppell node of experience and activity, and it is exciting to see this idea and location gain traction. The new Arts Center will help draw more people to this location and further support the local businesses.

### **02 Encourage redevelopment of 'hot spots' along the Denton Tap / Sandy Lake corridor as major creativity zone**

The concept of a creativity or innovation zone in Coppell was of particular interest to young people. This zone is right at the heart of Coppell and could represent an opportunity to tap into the intellectual and creative aspirations of the community.

### **03 Work with the commercial / warehouse district to understand the future Version 2.0.**

The future of the commercial/warehouse district will have a significant impact on Coppell. While it is now relatively new, longer-term planning should explore the potential next iteration of land use and how this sector might be predicted to evolve.

### **04 Explore future trends in retail and repurposing commercial areas**

Despite the appeal of Old Town, the community engagement sessions did not record much desire for a replication of this specific model or identify future potential in other locations. Emerging global trends suggest that a similar model, including a combination of moderate density, high-quality housing, a walkable commercial core and anchor attractions, might have future potential.





## *Pillar 6*

# IMPLEMENT INNOVATIVE TRANSPORTATION NETWORKS

The topic of transportation and traffic congestion was of major interest throughout the visioning process. The initial community survey flagged this topic as a key current and emergent issue, and this was reinforced throughout the engagement workshops. There is significant desire for innovative solutions and local mobility options outside of roads and cars. The transition from car transit to multi-modal (bikes, scooters, walking, small scale transit) is not necessarily fast or easy. Infrastructure has to be planned, funded and built. Technology will certainly help in future solutions, but people are also seeking more immediate solutions.

## GOALS

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### **01 Begin to plan for a post-automobile ownership era**

One potentially disruptive trend in city planning is the advent of autonomous driverless vehicles, which will radically reshape transportation planning, cityscapes and human mobility. This is a game changer, and Coppell needs to be planning now. The ultimate impacts on commuter flows and car ownership is not yet well understood.

### **02 Create new modes of connectivity between community oasis pockets, recreation and community centers**

It is possible to envision a network of connectivity that spans across Coppell and comprises pedestrian and bike pathways that allow residents to 'beat the traffic' and realize the community oasis dream. This connectivity would bypass the existing transport road system and create an intimate neighborhood connectivity.

### **03 Position Coppell at the forefront of testing autonomous vehicle transportation systems**

The Transportation Focus Group was enthused by the potential of seeing Coppell at the forefront of autonomous vehicle system testing and deployment. The proximity to DFW airport might make Coppell an ideal testing location for shuttles and connection to regional transportation systems.

### **04 Build Coppell's transportation system to connect with regional systems**

The Coppell community has historically resisted direct connectivity to the DART system. The new transit line planned at the city's border will provide a logical commuter link and perhaps bring the Cypress Waters and Coppell ecosystems together.



## *Pillar 7*

# APPLY 'SMART CITY' APPROACH TO RESOURCE MANAGEMENT

Technological developments promise to offer enormous dividends to cities by increasing their ability to optimize usage, redirect resources and find new efficiencies. During the Vision 2040 Think Tank and subsequent engagement sessions, there was great interest and support in the concept of pursuing a 'Smart City' approach. Activities related to Pillar 7 are expected to transform as trends and the needs of the community evolve. Continued community engagement is a key element of this pillar to ensure plans stay relevant to the times, evolution of technology and advancement of resource management opportunities.

## GOALS

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### **01 Rebuild and revitalize Coppel's ecological zones**

Coppel has invested in facilities and initiatives which reflect the community's interest in connecting with nature. Like many modern cities, Coppel has extensive surface areas of roads, parking lots and buildings, as well as natural corridors. There is interest in seeing more spaces returned to ecological zones and buffers, including the water canals.

### **02 Develop renewable energy and resource recycling plan for the City**

The Coppel citizenry is highly educated, engaged and globally aware, and community members expressed interest in the development of a renewable energy and recycling plan. The plan should be inclusive of residential areas, commercial zones and warehouse and distribution areas.

### **03 Establish green building standards for Coppel and transform aging infrastructure**

Coppel is likely to see more redevelopment of older residential and commercial areas in the coming years. This is an ideal opportunity for the City to continue recommending 'green' building standards to encourage resource-use efficiency and best practices. In addition, this presents an opportunity to consider new design standards that will help maintain the sense of quality of place.

### **04 Build backbone of Smart Operating Systems for all resource management**

Coppel has already begun building a smart-system backbone in its infrastructure. As technology evolves, this backbone will serve existing and future functions. Being able to analyze data in real time will contribute value in many areas, such as safety, disaster management, resource use and transportation.

# Conclusion



***The 'Coppell 2040: Designed for a smart future' Vision and Strategic Action Plan provides a framework for City leadership to apply best practices to the key areas of interest in the community.***

When considered in full, the framework creates a compelling collection of strategic actions and goals. Pillars are not listed in any priority and are intended to complement one another.

The City Council identified several key principles that will provide a solid foundation as the community transitions from development of the Vision 2040 Plan to implementation. This foundation incorporates the principles of a strong, sustainable city government. The City Council, as the stewards of public resources, identified four key values that will be essential to ensure that City staff is clear about the manner in which services are to be provided and how implementation of the Vision 2040 Plan should unfold:

- As a fiduciary, the City will ensure that there are adequate financial resources to support City services.
- The City will maintain a quality work force to serve the community.
- City infrastructure will be well-maintained and consistent with the Council's value proposition.
- City services will be provided in a manner that ensures high levels of customer satisfaction.



# VISION

CITY OF COPPELL 2040

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## FOR MORE INFORMATION

For more information on Coppel Vision 2040, please contact: [2040@coppelltx.gov](mailto:2040@coppelltx.gov)

For more details or to access additional reports, visit: [www.coppelltx.gov/2040](http://www.coppelltx.gov/2040)

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## ACKNOWLEDGMENTS

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The community members of Coppel demonstrated exceptional commitment, energy and participation in this very valuable process. The City of Coppel would like to particularly acknowledge the Vision 2040 Executive Committee for setting the guiding principles and their commitment to openness, inclusivity and transparency throughout the project. The Executive Committee consisted of the following individuals:

- John Jun
- Kevin Nevels
- Aaron Duncan
- Mahbuba Khan
- Kristi Valentine
- Ace Fernandes
- Maggie Lucas
- Leigh Walker
- John Gesek
- Earl Nesbitt
- Amit Sangani
- Jennifer Holmes