



*A Family Community for a Lifetime*



## **COPPELL 2030**

A COMPREHENSIVE MASTER PLAN

Adopted March 22, 2011



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# ACKNOWLEDGEMENTS

## COPPELL 2030 A COMPREHENSIVE MASTER PLAN

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urban advisors ltd  
and  
Frye Associates

**AN ORDINANCE OF THE CITY OF COPPELL, TEXAS**

**ORDINANCE NO. 91500-A-559**

**AN ORDINANCE OF THE CITY OF COPPELL, TEXAS, AMENDING THE CODE OF ORDINANCES BY ADDING CHAPTER 12A, COMPREHENSIVE LAND USE PLAN, PROVIDING FOR THE ADOPTION OF THE COPPELL 2030 - COMPREHENSIVE MASTER PLAN AND THE LAND USE MAP THEREOF BY INCORPORATING THEREIN THE COMPREHENSIVE PLAN UPDATE, INTERGOVERNMENTAL COOPERATION ELEMENT; PROVIDING A REPEALING CLAUSE; PROVIDING A SEVERABILITY CLAUSE; PROVIDING A SAVINGS CLAUSE; AND PROVIDING AN EFFECTIVE DATE.**

**WHEREAS**, the City staff, commissions, committees and outside consultants have worked together to establish the “Coppell 2030 – A Comprehensive Master Plan”, for the City of Coppell, Texas; and

**WHEREAS**, said plan includes, but is not limited to, demographics, housing characteristics, strategic framework, 2030 Community Planning Goals and Objectives sustainability, land use, parks and open space, transportation and mobility, attractive and well maintained neighborhoods, safe and healthy neighborhoods, neighborhood planning, special area plans for districts such as Old Coppell Historic District, Transit Oriented Development, Denton Tap and Belt Line District, Belt Line and MacArthur District, approaches to support redevelopment, redevelopment area policies, and implementation of the such plan; and

**WHEREAS**, on or about January 10, 2006, the City adopted Ordinance No. 2006-1119 which provided for the incorporation of a planning element entitled the Comprehensive Plan Update, Intergovernmental Cooperation Element, dated December 13, 2005; and

**WHEREAS**, the City finds that adopting the Coppell 2030 - Comprehensive Master Plan and amending the code by adding Chapter 12A to provide for the adoption of said plan and the incorporation of the Comprehensive Plan Update, Intergovernmental Cooperation Element is in the best interest of the City;

**NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF COPPELL, TEXAS:**

**SECTION 1.** That the Code of Ordinances be, and the same is, hereby amended by adding Chapter 12A, Comprehensive Land Use Plan, providing for the adoption of the Coppell 2030 - Comprehensive Master Plan and the land use map thereof, and by incorporating therein

the Comprehensive Plan Update, Intergovernmental Cooperation Element, which shall read as follows:

**“Chapter 12A**

**COMPREHENSIVE LAND USE PLAN**

**Sec. 12A-1-1. Adoption.**

A. There is hereby adopted the Coppell 2030 - Comprehensive Master Plan, and the land use map thereof, a copy of which shall be officially kept on file with the Office of the City Secretary, and may hereinafter be used for those purposes under state law.

B. The Comprehensive Plan Update, Intergovernmental Cooperation Element and the map thereof, as adopted by Ordinance No. 2006-1119, is hereby readopted, except as amended by the Coppell 2030 - Comprehensive Master Plan.

**Sec. 12A-1-2. Amendments.**

The city council may, by ordinance, amend the Comprehensive Land Use Plan after providing public notice, hearing and upon recommendation by the Planning and Zoning Commission.”

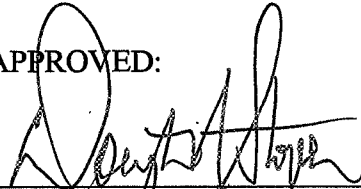
**SECTION 2.** That all provisions of the Ordinances of the City of Coppell, Texas, in conflict with the provisions of this ordinance be, and the same are hereby, repealed, and all other provisions not in conflict with the provisions of this ordinance shall remain in full force and effect.

**SECTION 3.** That should any sentence, paragraph, subdivision, clause, phrase or section of this ordinance be adjudged or held to be unconstitutional, illegal or invalid, the same shall not affect the validity of this ordinance as a whole, or any part or provision thereof other than the part so decided to be unconstitutional, illegal or invalid, and shall not affect the validity of the Comprehensive Zoning Ordinance as a whole.

**SECTION 4.** That this ordinance shall take effect immediately from and after its passage and the publication of its caption, as the law and charter in such cases provide.

DULY PASSED by the City Council of the City of Coppell, Texas, this the 22<sup>nd</sup> day of March, 2011.

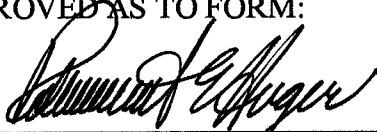
APPROVED:

  
\_\_\_\_\_  
DOUGLAS N. STOVER, MAYOR

ATTEST:

  
\_\_\_\_\_  
CHRISTEL PETTINOS, CITY SECRETARY

APPROVED AS TO FORM:

  
\_\_\_\_\_  
ROBERT E. HAGER, CITY ATTORNEY  
(REH/cdb)





## CHAPTER 1

# Policy PLAN

## COPPELL 2030 PLAN

Introduction

Coppell Fast Facts

Purpose of the Plan

Relationship to other Adopted Plans

Charter Provisions

Basis in State Law

Strategic Framework

Vision 2030 Goals and Objectives





## Introduction

The City of Coppel Comprehensive Plan was last updated in 1996 during a period of rapid growth for the community. Coppel is now almost fully developed and is at the point that citizens are focusing on preserving the integrity of what is good in the city, looking at innovative ways to complete remaining development areas, and addressing problematic elements within the community. The recently completed Coppel Vision 2030 (April 2009), the Old Coppel Master Plan (2002), and the City's other past and current planning efforts serve as a framework and vision for updating the Comprehensive Plan.

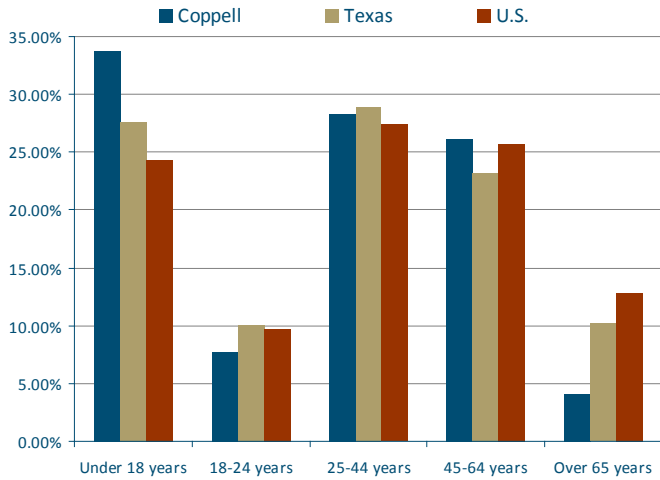
*"While we are only stewards of this community for a short period of time, it is paramount that we establish a vision and roadmap for the future."*

*Mayor Doug Stover  
Coppel Vision 2030*

# COPPELL FAST FACTS

## Demographics

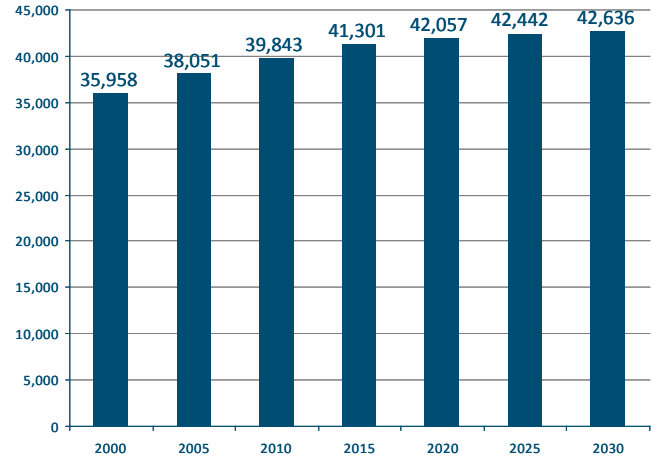
### Coppell Total Population by Age Group



Source: 2009 Adjusted Claritas (Coppell); U.S. Census 2008 Estimates (Texas and U.S.)

Coppell has a much greater share of its population under the age of 18 than state and national averages. Coppell also has a much lower percentage of elderly residents.

### Coppell Population Forecasts



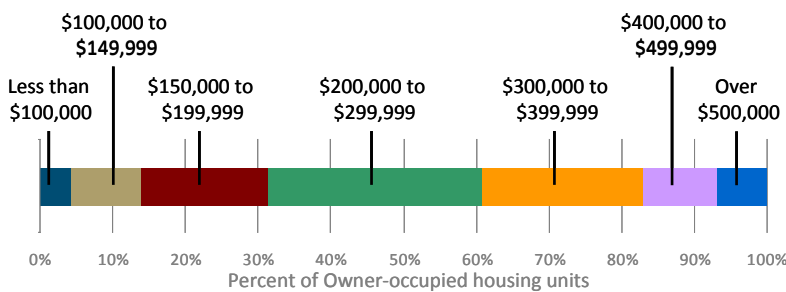
Source: U.S. Census estimates; BWR projections based on ESRI BIS 2009-2014 data.

Note: Updated population forecasts from NCTCOG will be added when they become available.

The graph above shows population forecasts for Coppell for every five years until 2030. Using ESRI 2009-2014 forecast data as a base, the 2030 forecast assumes that Coppell will continue to grow but at a lower rate in each successive five-year increment after 2010. This is due to the fact that the amount of available land for development will continue to decline. These assumptions are based on prior trends of land use density and may change based upon recommendations in this plan.

## Housing Characteristics

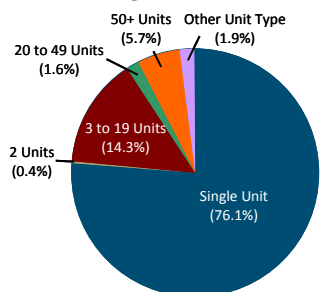
### Coppell Housing Units by Value



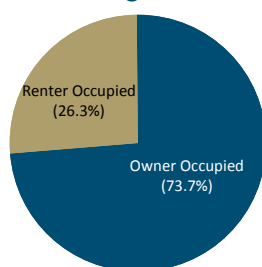
Source: 2009 Adjusted Claritas

Only 14 percent of owner-occupied homes in Coppell are valued at less than \$150,000.

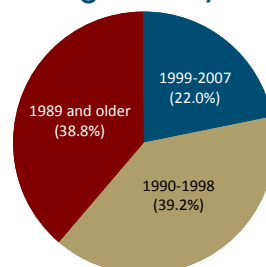
### Housing Units by Type



### Housing Tenure



### Housing Units by Year



More than 70 percent of housing units in Coppell are single units and are owner-occupied. 61 percent of housing units have been built since 1990.

## Purpose of the Plan

The Coppel 2030 Plan is intended to serve as the policy guide and “vision” for the future of Coppel and long-term community planning activities. This Plan officially updates and replaces the previous Comprehensive Plan adopted in 1996. This Plan builds on Coppel Vision 2030 and its recommendations for: quality future programs and services, ensuring financial stability, sustaining the city’s infrastructure, maintaining our neighborhoods, supporting our business community and promoting all of the other elements that make up a desirable community.

### The Coppel 2030 Plan:

- Establishes the community’s vision for the future development of the City;
- Provides a framework for allocating City resources through the budgeting process and for providing municipal services;
- Provides a basis for considering and evaluating land use decisions, and planning for future development and redevelopment projects;
- Integrates other City plans and policies in a cohesive manner; and
- Provides implementation strategies.

## Relationship to Other Adopted Plans

Coppel 2030 Plan integrates the policies and recommendations of various community initiatives and plans. While Coppel Vision 2030 provides the community’s overall vision and goals, various other plans’ recommendations provide a framework for this Plan. These plans include the Parks and Recreation Master Plan, Coppel Trails Master Plan, Old Coppel Master Plan, Major Thoroughfare Plan, Streetscape Plan, 1997 C.I.V.I.C. Report, and regional plans such as Mobility 2030.

As indicated in the Implementation chapter of this Plan, updates to some of these plans may be necessary to achieve the vision of the community and the policies adopted with this Plan.

## Charter Provisions

The City of Coppel’s home rule charter provides a basis for comprehensive planning. This charter provision provides broad authority to the City Council to include within the comprehensive plan policies that guide all municipal ordinances related to the physical development of the community.

## Basis in State Law

Chapter 213 of the Texas Local Government Code provides the basis for comprehensive planning in Texas. This chapter reads in part:

Sec. 213.002. COMPREHENSIVE PLAN.

- (a) The governing body of a municipality may adopt a comprehensive plan for the long-range development of the municipality. A municipality may define the content and design of a comprehensive plan.
- (b) A comprehensive plan may:
  - (1) include but is not limited to provisions on land use, transportation, and public facilities;
  - (2) consist of a single plan or a coordinated set of plans organized by subject and geographic area; and
  - (3) be used to coordinate and guide the establishment of development regulations.
- (c) A municipality may define, in its charter or by ordinance, the relationship between a comprehensive plan and development regulations and may provide standards for determining the consistency required between a plan and development regulations.
- (d) Land use assumptions adopted in a manner that complies with Subchapter C, Chapter 395, may be incorporated in a comprehensive plan.

One of the primary ways in which a municipality regulates the development of land within its jurisdiction is through the implementation of a zoning ordinance. Here again, the Comprehensive Plan serves as the basis upon which all zoning decisions must be made. Chapter 211 of the Local Government Code requires that all zoning decisions must be consistent with a municipal Comprehensive Plan. That chapter reads in part:

Sec. 211.004. COMPLIANCE WITH COMPREHENSIVE PLAN.

- (a) Zoning regulations must be adopted in accordance with a comprehensive plan and must be designed to:
  - (1) lessen congestion in the streets;
  - (2) secure safety from fire, panic, and other dangers;
  - (3) promote health and the general welfare;
  - (4) provide adequate light and air;
  - (5) prevent the overcrowding of land;
  - (6) avoid undue concentration of population; or
  - (7) facilitate the adequate provision of transportation, water, sewers, schools, parks, and other public requirements.

## Strategic Framework

Vision 2030 provides the community’s overall vision, as well as recommended Strategies, Goals, and Objectives for achieving the community vision. Vision 2030 was developed to ensure that the high standard of living present in Coppell today will be maintained tomorrow in this growing community in a changing world. This unique plan provides strategies to manage future opportunities and challenges for Coppell for the next twenty years.

The Coppell 2030 Vision was established through a collaborative effort led by residents, business members, and civic leaders who generously volunteered their time, and dedicated their efforts. Community input is valuable to successful planning and is a sound way to guarantee that Coppell’s diverse population and communities are represented. These dynamic individuals helped solidify their vision: *Coppell is a Family Community for a Lifetime.*

### Coppell 2030 - Our Vision

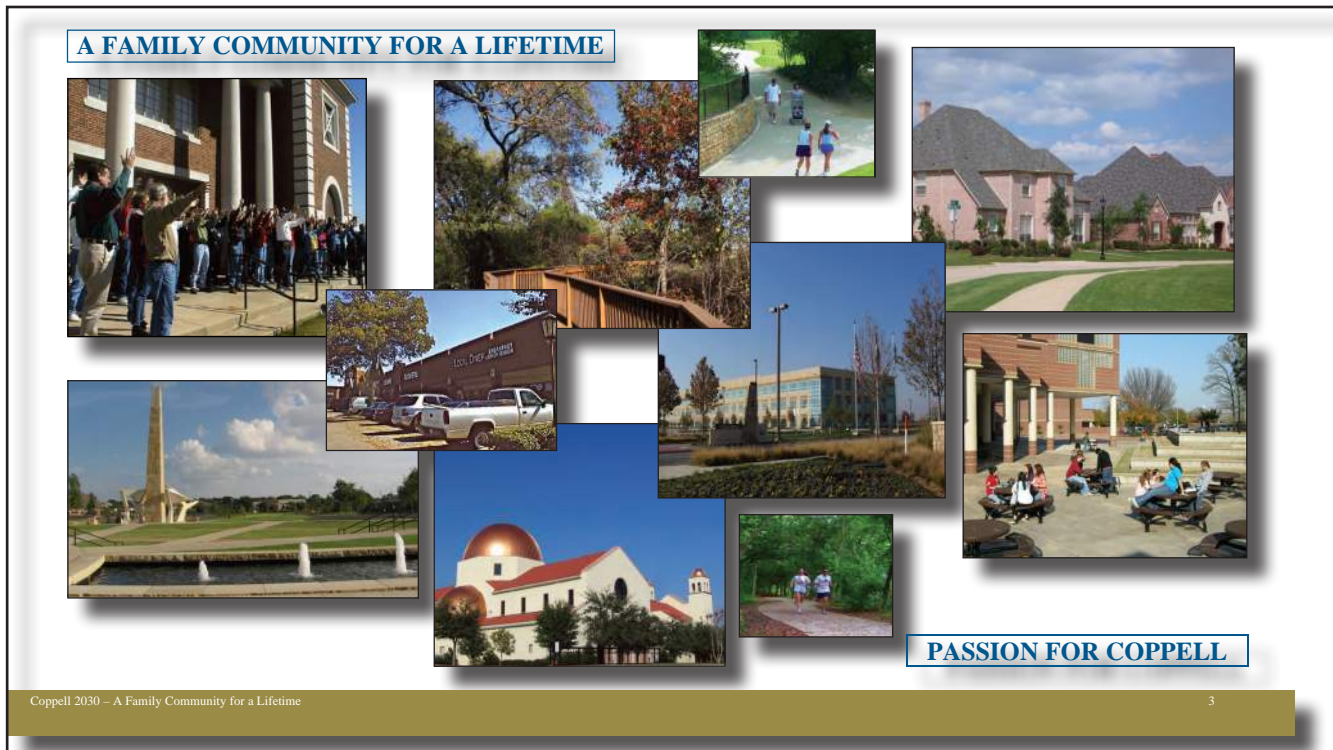
*Coppell is*

#### A Family Community for a Lifetime

Coppell residents choose to make Coppell their hometown because of our **Small Town Feel**, our **Inviting Community Gathering Places**, our **Active, Healthy Lifestyle for All**, our **Top Quality Schools**, and our **Diverse Faith-Based Values**.

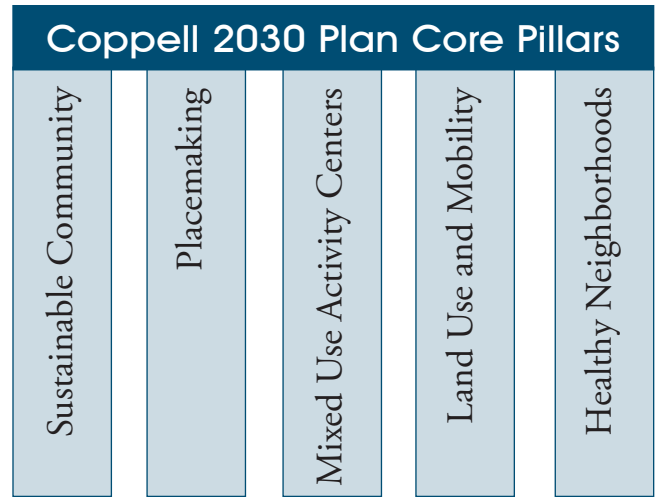
Coppell is our Special Place to Live because of our **Beautiful Green City**, our **Great Livable Neighborhoods**, our **Viable Community Commercial Centers**, our **Prosperous Business Center** and our **Convenient Access and Effective Mobility**.

*We have a PASSION FOR COPPELL*



While Vision 2030 established the community's aspirations for the future, the 2030 Plan defines the road map to achieve the vision. The basic philosophy of the Plan is to preserve the character and quality of Coppel's existing neighborhoods while creating new community activity centers that provide a variety of higher density housing options along side vibrant retail and commercial uses. Several core pillars support this philosophy and are further described on the following pages and include:

- Sustainable Community
- Placemaking
- Mixed Use Activity Centers
- Land Use and Mobility
- Healthy Neighborhoods



### Sustainable Community

Planning for a sustainable community is the overarching theme of Coppel 2030 Plan. Through long range planning actions, the City of Coppel will lead by example to align the community's built environment and socioeconomic activities with the natural systems that support life.

The first step in planning a sustainable community is to prepare and adopt a Community Sustainability Policy and Sustainability Action Plan. The sustainable community strategy is designed to address the long-term economic, environmental, and social health of Coppel and its many neighborhoods. Sustainability topics will be defined by the community and may range from employment and business prosperity, community programs and services, education, mobility, housing, energy and natural resource conservation, and climate change. These efforts are intended to provide a detailed roadmap of actions to implement many of the recommendations of Coppel 2030 Plan intended to achieve a diverse, vibrant economy with a strong tax base, thus reducing the future fiscal burden on residents to provide city amenities and services.



## Placemaking

Placemaking emphasizes creating and transforming public spaces into vibrant community places, whether they are parks, plazas, public squares, streets, sidewalks or the myriad other outdoor and indoor spaces with public activities. These areas have amenities for all family generations - children, young adults, young professionals, empty nesters and seniors.

A vibrant Coppell community in 2030 will be achieved by reorienting planning and design to focus on both people and places. These efforts will promote multiple focal points and places for residents to gather, to socialize, to meet each other and to enjoy. Each focal point will have its own unique venues serving different purposes.

Placemaking will create unique places with lasting value that are compact, mixed use, and pedestrian and transit-oriented with a strong civic character. This includes providing convenient and attractive mixed use destinations for shopping and daily necessities that are located in close proximity to neighborhoods and add value, while blending seamlessly with the character of the area.



## Mixed Use Activity Centers

As Coppell approaches build out, future growth will be focused on retrofitting and redevelopment opportunities of underutilized areas. This will lead to long-term sustainability and value by creating vibrant community places out of older commercial centers that are underutilized, vacant, functionally obsolete, or in need of significant renovation as they age. It will integrate retail trends emphasizing mixed-use developments with retail, offices and residential units in a walkable urban environment with a sense of place.

The strategy directs redevelopment, infill, and new growth into compact, mixed-use, and pedestrian-friendly centers that are well connected to surrounding neighborhoods and have access to multi-modal transportation options. These areas have attractive streetscapes and public spaces that bring people together. These centers also provide a variety of quality urban housing types affordable to residents of all stages of life. Over time, these centers will connect to each other through an expanded local and regional transit system.





### Land Use and Mobility

Implementation of the mixed use activity centers concept is dependent upon close coordination of land use and transportation planning. These centers will improve mobility choices and also reduce vehicular transportation impacts through urban design and form focusing on the needs of people traveling by foot, bicycle, and transit, as well as the automobile. There is a need for effective public transit within the city and to the region, and residents have expressed a desire for a more walkable community and multi-use trails linking neighborhoods to various community destinations.

Focused development and density in mixed use centers will provide linkages between where people live and to where they work, shop, and gather socially. Higher intensity development in corridors such as Belt Line Rd. and Denton Tap Rd. allows for a more cost-effective expansion of transit service linkages to Coppell, thus making transit accessibility more convenient for more people.

Integrating new housing in mixed-use areas will provide opportunities for people to live near their place of work, and help support the use of neighborhood shops and services. As such, the development pattern of mixed use activity centers will address land use and transportation strategies for increased mobility and long term economic and fiscal stability.



### Healthy Neighborhoods

Coppell has a variety of livable neighborhoods making Coppell a “Special Place to Live.” Maintaining healthy residential neighborhoods is critical to ensuring a long-term sustainable community. As neighborhoods mature, the community will rise to the challenge of keeping them sustainable. This includes providing state of the art technology throughout the city and maintaining high-quality infrastructure such as sidewalks, streets, alleys, utilities and fences in all neighborhoods. It also means providing a range of diverse housing choices (types, sizes and price points) for all generations in our city.

Strategic neighborhood level planning will proactively identify and target challenges of mature neighborhoods. The implementation of specific recommendations from neighborhood plans will help stabilize these areas and ensure a sustainable future. These efforts will also foster the ability of neighborhoods to inspire residents with the ambition, interest and ability to work collaboratively with the City to implement the plan’s goals and recommendations.

## 2030 Community Planning Goals and Objectives

The following goals and objectives from Vision 2030 provide the community planning framework for the Coppel 2030 Plan. Additional community planning policies are provided in the various chapters and sections throughout the Plan.

### Special Place to Live

#### Goal: Quality Housing for Family Generations

- Support housing for all stages of life available in Coppel
- Maintain high percentage of home ownership
- Ensure attractive, well-maintained homes (single-family and multi-family)
- Assure that all homes (owner-occupied and rental) meet current City codes and ordinances
- Promote new urban housing with density in selected locations, such as zero lot line homes, townhouses, condos and mixed-use development

#### Goal: Beautiful Green City

- Become the model “Green” community demonstrating best practices
- Provide incentives for beautification and “Greening”
- Ensure well-maintained neighborhood, public infrastructure including streets, alleys, utilities and fences
- Ensure well-maintained private infrastructure including entrances, fences and common areas
- Incorporate xeriscape concepts in landscape design
- Adapt building standards to include “Green” concepts and methods for construction and developments

#### Goal: Revitalizing Neighborhoods

- Develop and enhance an effective code compliance for assuring that homes, both owner-occupied and rental, meet codes

- Upgrade neighborhood infrastructure, including streets, curbs, gutters, sidewalks
- Ensure that homeowners take responsibility for maintaining their homes and yards
- Develop attractive, well-designed, mixed-use developments that integrate professional offices, small scale retail, public space and residential in areas such as Old Coppel, Sandy Lake / MacArthur, Sandy Lake / Denton Tap, and Belt Line / Belt Line
- Upgrade appearance and quality of neighborhood commercial properties
- Develop and support strong neighborhood associations with active resident involvement

#### Goal: Effective Mobility Within Coppel

- Provide efficient local traffic flow
- Expand safe and usable sidewalks and trails connecting the community gathering places, parks, neighborhoods and other destinations of interest
- Provide well-maintained streets and sidewalks
- Develop effective alternative public transportation options to take residents to desired destinations within Coppel
- Comply with Americans with Disabilities Act (ADA) accessibility: sidewalks, trails, public transportation
- Increase safety for automobiles, bikes and pedestrians

#### Goal: Easy Access to Dallas-Fort Worth Region

- Participate in regional rail service to Dallas - Fort Worth region
- Maintain and enhance accessibility to DFW Airport
- Determine level of participation in a regional transportation authority
- Maintain and enhance convenient access to all major thoroughfares
- Develop regional connections for Coppel residents and employees of Coppel businesses

## Community Wellness and Enrichment

### Goal: Community Gathering Places

- Develop Old Coppel as a mixed-use development with retail, restaurants, entertainment, professional offices, Farmers' Market, living opportunities around a square
- Enhance parks as destinations for sports
- Enhance Town Center area as Coppel's civic center: City Hall, Library, Municipal Justice Center, Fire Station and Plaza

### Goal: Multi-Use Trail System Connecting the City

- Complete and maintain multi-use trail system that links city parks and other communities' trails such as soft surfaces
- Ensure sidewalk connectivity throughout the city
- Create safe routes for bicycles
- Maintain a well-marked trail system
- Provide Americans with Disabilities Act (ADA) access to trail system

## Business Prosperity

### Goal: Retention and Attraction of Businesses that Generate Revenues for the City

- Create incentives for business retention and redevelopment
- Attract the "right" businesses to Coppel in the "right" locations and expand support and auxiliary businesses to help existing businesses

### Goal: Major Retail and Top Quality Business Office Park along I-635 and SH 121

- Develop a "gateway" at the corner of I-635 and Belt Line - Point West with a high-quality hotel, offices, warehouses retail and restaurants
- Differentiate Coppel from other communities along major highways
- Develop State Highway 121 with infill retail and professional offices
- Attract high-quality hotels with dining opportunities nearby
- Increase visibility of commercial corridors

### Goal: Old Coppel as a Small Town Village

- Develop Old Coppel that is pedestrian-friendly
- Develop an Old Town Square framed by small niche retail businesses, commercial businesses, restaurants, professional offices, townhouses and condos
- Provide improved accessibility with convenient parking in Old Coppel
- Make Old Coppel as an attractive destination for shopping, eating and entertainment
- Increase opportunities for living in Old Coppel

### Goal: Community Commercial Centers

- Promote redevelopment of shopping centers to improve business vitality and appearance
- Promote redevelopment retail center at Denton Tap / East Belt Line
- Match retail businesses with current and future resident base
- Promote redevelopment of MacArthur / Sandy Lake into an attractive, well-designed, mixed-use development with public spaces
- Recognize Coppel's niche retail businesses - unique stores that draw residents and non-residents

### Goal: Home Offices and Home Based Businesses

- Provide opportunities for executive suites or small offices with ownership opportunities
- Support mixed-use developments such as options for work-life space
- Provide services in Library for local home-based offices
- Provide a "mail/delivery drop" business in retail centers to cut down on neighborhood nuisance
- Ensure that home-based businesses comply with city ordinances and regulations

## Sustainable City Government

### Goal: “Green” City Operations and Facilities

- Incorporate “Green” concepts where economically feasible in new City facilities
- Use more fuel-efficient City vehicles
- Explore alternative water sources for irrigation purposes
- Develop or redevelop all City properties with xeriscape techniques where appropriate
- Convert to alternative energy sources where economically feasible

### Goal: Excellent and Well Maintained City Infrastructure and Facilities

- Maintain and fund preventative maintenance plans for City infrastructure and facilities
- Ensure facilities have capacity to support future growth
- Reduce maintenance costs of City infrastructure maintenance
- Build new City facilities only if the City has the financial resources to maintain

### Goal: Financial Resources to Support City Services

- Implement plans to maximize revenue on undeveloped and redeveloped property
- Ensure that city incentives, economic development maximize financial impact to the city



CHAPTER 2

Planning  
**FRAMEWORK**

COPPELL 2030 PLAN

Sustainability

Land Use

Parks and Open Space

Transportation & Mobility





## Introduction

The Planning Framework Element of Coppel 2030 Plan focuses on investments, redevelopment opportunities, strategies and recommendations to accommodate future growth and implement Coppel Vision 2030. The vision expressed by residents in Coppel Vision 2030 is for a sustainable community with:

- A Small Town Feel
- Inviting Community Gathering Places
- Active, Healthy Lifestyle For All
- Top Quality Schools
- Diverse Faith-Based Values
- Beautiful, Green City
- Great Livable Neighborhoods
- Viable Community Commercial Centers
- Prosperous Business Center
- Convenient Access and Effective Mobility

*Understanding the link between land use, transportation and open space is the key to a sustainable Coppel in 2030.*

This chapter includes the following sections:

- Sustainability
- Land Use
- Parks and Open Space
- Transportation & Mobility



This chapter addresses the topics of Sustainability, Land Use, Parks and Open Space, and Transportation and Mobility. The core pillar of Healthy Neighborhoods is detailed in Chapter 3. The basic philosophy of the Coppel 2030 Plan is to preserve the character and quality of Coppel's existing neighborhoods while creating new community activity centers that provide a variety of higher density housing options along side vibrant retail and commercial uses. The Planning Framework provided in this Chapter is based on the following guiding principles which support the Vision of the community and are the core components of the plan.

### Guiding Principles:

- Promote a sustainable community
- Accommodate population growth and economic development in new denser, walkable mixed-use activity centers
- Connect activity centers with transportation corridors that accommodate automobiles, pedestrians, bicyclists, and transit
- Provide transportation choices that improve the community's connectivity to the region
- Provide distinct community character
- Provide quality complete neighborhoods with diverse housing options
- Concentrate commercial uses in economically viable activity centers



# Sustainability

Planning for a sustainable community is the overarching theme of Vision 2030. Sustainability can mean many things to members of the community. However for the purpose of long range planning, sustainability is defined as aligning our built environment and socioeconomic activities with the natural systems that support life. Inherent in sustainability is the concept of providing for today without compromising the ability of future generations to meet their needs. Actions today affect what future generations have to admire or regret.

The City of Coppell is committed to lead by example, promote public participation, and work in community partnerships to protect the natural systems that support life and improve our quality of life.

The City of Coppell's commitment to sustainability is supported by the Coppell 2030 Plan.

## Leadership in Energy and Environmental Design (LEED)

The Coppell 2030 Plan integrates sustainability planning for individual developments and neighborhoods using the principles of the Leadership in Energy and Environmental Design (LEED) for Neighborhood Development rating system. LEED for Neighborhood Development (LEED-ND) was developed by the U.S. Green Building Council (USGBC), the Congress for the New Urbanism (CNU), and the Natural Resources Defense Council (NRDC).

The 2009 LEED-ND rating system is a set of performance standards for the planning and development of neighborhoods. The intent is to promote healthful, durable, affordable, and environmentally sound practices in building design and construction. LEED-ND creates a label, as well as guidelines for both decision making and development, to provide an incentive for better location, design, and construction of new residential, commercial, and mixed-use developments.

*Building on the principles of LEED-ND, sustainable community planning in Coppell is organized around three basic components, which are further described on the following pages:*

- *Smart Location and Linkage*
- *Neighborhood Pattern and Design*
- *Green Infrastructure and Buildings*

## VISION 2030 GOALS

- *Beautiful Green City*
- *"Green" City Operations*
- *Excellent and Well Maintained City Infrastructure and Facilities*
- *"Old Coppell" as a Small Town Village*
- *Community Commercial Centers*
- *Revitalizing Neighborhoods*
- *Community Gathering Places*
- *Excellent and Well-Maintained City Infrastructure and Facilities*
- *Quality Mobility Within Coppell*
- *Multi-Use Trail System Connecting the City*

**Green Building**— *the movement strives to create a permanent shift in prevailing design, planning, construction, and operational practices toward lower-impact, more sustainable, and ultimately regenerative built environments. This transformation will never be complete, since green building is fundamentally a process of continual improvement. In this process, today's "best practices" become tomorrow's standard practices and the foundation for ever-higher levels of performance.*

— Source: *Green Building and LEED Core Concepts Guide, U.S. Green Building Council, Inc.*

**LEED for Neighborhood Development** — *the rating system is designed primarily for the planning and development of new green neighborhoods, whether infill sites or new developments proximate to diverse uses or adjacent to connected and previously developed land.*

— Source: *U.S. Green Building Council, Inc.*



## Smart Location and Linkage

Development and infrastructure designed and constructed with sustainable practices are beneficial to the community and the individual as well as the environment. A sustainable community emphasizes the location of development, transportation alternatives, and preservation of sensitive lands while discouraging sprawl. It enables a wide variety of residents to be part of the community by including housing of varying types and price ranges. Green development respects historical resources and the existing community fabric; preserves open space and provides access to parks. Green buildings, community gardens, and streets and public spaces encourage physical activity and are beneficial for public health.

### The PRIMARY PRINCIPLES are:

- Encourage development within and near existing public transportation infrastructure to reduce vehicle trips
- Encourage reuse of land and redevelopment of previously developed sites
- Encourage a balanced community with a diversity of uses and employment opportunities
- Conserve natural and financial resources associated with the construction and maintenance of infrastructure
- Protect imperiled species and ecologies
- Promote habitat conservation, enhanced water quality and natural hydrological systems



## Smart Location and Linkage Principles

*The primary principles of sustainable land development and community growth encourage the considerations of location, transportation alternatives, and preservation of sensitive lands.*



### Preferred Location

Previously developed infill sites and sites surrounded by developed areas are preferred since they take advantage of existing infrastructure.



### Brownfield Redevelopment

Encourage the reuse of land by developing sites that are complicated by environmental contamination.



### Reduce Automobile Dependence

Encourage development in locations with multi-modal transportation choices or otherwise reduced motor vehicle use, thereby reducing greenhouse gas emissions, air pollution, and other adverse environmental and public health issues associated with motor vehicle use.



### Bicycle Network and Storage

Create walking and biking networks which provide connectivity to destinations such as schools and employment centers. Also provide users with secure, enclosed bicycle storage and on-site shower and changing facilities for nonresidential developments.



### Housing and Jobs Proximity

Encourage a balanced community with a diversity of uses and employment opportunities within a reasonable walking distance of each other.



### Habitat or Wetland, Water Body Conservation

Conservation of native plants, wildlife habitat, wetland, and water bodies. Also restoring such elements that have been harmed by previous human activities.

## Neighborhood Pattern and Design

There are tremendous opportunities to retrofit under-utilized areas of Coppell and to promote economic development and support new growth by 2030. These efforts emphasize creating vibrant, equitable neighborhoods that are healthy, walkable, and mixed-use. In Coppell this may involve reviving old shopping centers and their surrounding parking lots or adding new units and vibrant walkable mixed-use centers to support existing neighborhoods. Increasingly, as transit options become more available in Coppell there will be candidates for creating mixed-use, walkable developments with the potential to decrease residents' and workers' dependence on personal automobiles.

### The PRIMARY PRINCIPLES are:

- Foster “connectedness”
- Promote livability, transportation efficiency and walkability
- Encourage compact development with diverse uses and the preservation of open space
- Promote diversity of housing types
- Reduce parking footprints
- Encourage the use of multi-modal travel
- Provide access to civic and public spaces and recreation facilities
- Encourage community outreach and involvement
- Promote local food production
- Provide tree-lined and shaded streets



## Neighborhood Pattern and Design Principles

*The primary principles of this category emphasize vibrant, equitable communities that are healthy, walkable, 'connected' and mixed use.*



### Walkable Streets

Promote walking by providing safe, appealing, and comfortable street environments that support public health by reducing pedestrian injuries and encouraging daily physical activities.



### Compact Development

Encourage development in existing areas to conserve land by promoting livability, walkability and transportation efficiency through an increased density in both residential and non-residential areas.



### Mixed-Use Neighborhood Centers

Cluster diverse land uses in accessible neighborhood and community centers allowing residents to meet their daily needs within close proximity to home and reduce their automobile dependence.



### Mixed-Income Diverse Community

Promote social equity by enabling residents from a wide range of economic levels, household sizes, and age groups to live in the community by providing a sufficient variety of housing sizes and types.



### Reduced Parking Footprint

Design parking to increase the pedestrian orientation and minimize the adverse environmental effects of parking facilities. Off-street surface parking lots are limited in area and are located at the side or rear of buildings.



### Street Network

Provide high levels of internal development connectivity as well as connectivity to the community at large. Connectivity addresses the number of publicly accessible street intersections per square mile.



### Transit Facilities and Transportation Demand Management

Encourage the use of multi-modal transportation through the provision of safe, convenient, and comfortable transit waiting areas and safe and secure bicycle storage facilities for transit users. Also encourage transportation demand management programs, support low-cost transit passes, or vehicle sharing.



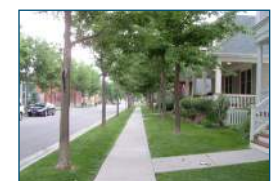
### Access to Civic & Public Spaces, and Recreational Facilities

Provide a variety of open spaces close to work and home to facilitate social networking, civic engagement, physical activity, and time spent outdoors.



### Local Food Production

Promote community-based food production and access to fresh produce by dedicating permanent and viable growing space and related facilities, such as community gardens.



### Tree-Lined and Shaded Streets

Encourage walking, bicycling, and transit use, while reducing urban heat island effects, improving air quality, and reduce cooling loads in buildings.

## Green Infrastructure and Buildings

The natural and built environments are precious resources that should be preserved, protected and enhanced. The manner in which the built environment is designed, constructed, and operated has a significant impact on the natural environment, energy use, and resource consumption. Built environment design decisions of every scale — region, city, neighborhood, block, street, and building — determine the rate at which people use energy and resources in their daily lives. These practices promote the design and construction of buildings and infrastructure that reduce energy and water use, while promoting more sustainable use of materials, reuse of existing and historic structures, and other sustainable best practices.

### The PRIMARY PRINCIPLES are:

- Promote green building practices
- Increase energy efficiency
- Encourage renewable energy sources
- Increase water efficiency and water reuse
- Reduce pollution from construction activities
- Minimize storm water impacts and improve water quality
- Reduce heat island effects
- Increase the use of recycled and reclaimed materials
- Reduce the volume of solid waste
- Minimize light pollution



## Green Infrastructure and Buildings Principles

*The primary principles of this category promote the design and construction of buildings and infrastructure that reduce energy and water use, while promoting more sustainable use of materials, reuse of existing and historic structures, and other sustainable best practices.*



### Green Buildings

Encourage the design, construction, and retrofit of buildings that utilize green building practices.



### Building Energy Efficiency

Encourage the design and construction of energy-efficient buildings that reduce air, water, and land pollution and adverse environmental effects from energy production and consumption.



### Building Water Efficiency

Reduce effects on natural water resources and reduce burdens on community water supply and wastewater systems.



### Water Efficient Landscaping

Limit or eliminate the use of potable water and other natural surface or subsurface water resources for landscape irrigation.



### Building & Adaptive Reuse, and Reuse of Historic Buildings

Extend the life cycle of existing building stock to conserve resources, reduce waste, and reduce adverse environmental effects of new building material manufacturing and transport.



### Storm Water Management

Reduce pollution and hydrologic instability from storm water, reduce flooding, promote aquifer recharge, and improve water quality by emulating natural hydrologic conditions.



### Heat Island Reduction, Solar Orientation, On-Site Renewable Energy, Infrastructure Energy Efficiency

Reduce heat islands, encourage energy efficiency, encourage on-site renewable energy production, and reduce environmental effects from energy use.



### Wastewater Management

Reduce pollution from wastewater and encourage the reuse of treated wastewater for irrigation and other purposes.



### Solid Waste Management

Reduce the volume of waste deposited in landfills and promote the proper disposal of hazardous wastes.



### Light Pollution Reduction

Minimize light trespass and reduce sky-glow, improve nighttime visibility through glare reduction.

## Local Sustainability Initiatives

The City of Coppell actively engages in a variety of community sustainability efforts at both the local and regional level. These existing efforts are highlighted by the following.

### City of ecoCoppell

In 2007, the City of Coppell initiated ecoCoppell with a commitment to focus on sustainability. The initiative includes a wide range of efforts related to community education, programs, and citizen involvement activities. Largely through efforts by the City's interdepartmental "Green Team," staff members are involved in sustainability initiatives pertaining to:

- air quality
- storm water pollution prevention
- community gardens and urban agriculture
- farmers market and local economy
- litter prevention
- recycling and waste reduction
- public infrastructure and facilities retrofits for energy efficiency
- education and recognition of positive environmental practices
- City purchasing policies



## City of Coppell Environmental Management Systems (EMS) Program

The ecoCoppell includes an Environmental Management System (EMS) developed by the EMS "Core" Team, a subgroup of the City's Green Team. The City's EMS provides a set of practices enabling the city to reduce environmental impacts and increase operating efficiency of various municipal facilities and sites.

The City of Coppell Service Center was chosen by the Green Team as the first of several municipal facilities to target and address the aspects of work and activities that impact the environment. Environmental performance goals for Clean Texas were set to reduce annual energy use by 6 percent and fuel usage by 3 percent. Throughout the implementation process, audits were conducted with internal auditors and a third party auditor in preparation for a Texas Commission on Environmental Quality (TCEQ) certified EMS. As a result of these efforts in August 2010, TCEQ approved the Service Center as a new Gold-Level Clean Texas member, which is a first for a city in Texas. These efforts are recognized as a "how to" model for smaller cities in the state. Currently, staff is developing an EMS for the Aquatic and Recreation Center and the W.T. Cozby Public Library, and evaluating the city's three fire stations.





### North Texas Regional Environmental Management Systems Partnership (N-TREMS)

The City of Coppell is a member of N-TREMS, which is a partnership consisting of public/private organizations to collaborate and address regional community and environmental issues throughout the North Texas Region. The partnership promotes environmental sustainability, reduced environmental impacts, and formal public/private relationships through the use of Environmental Management Systems (EMS).

The N-TREMS partnership provides specific benefits to each of its partnering organizations by helping them to improve local and regional environmental quality; build communication and trust between partners and the community; and cost-effectively manage their environmental impacts to improve environmental management.

### ICLEI-Local Governments for Sustainability

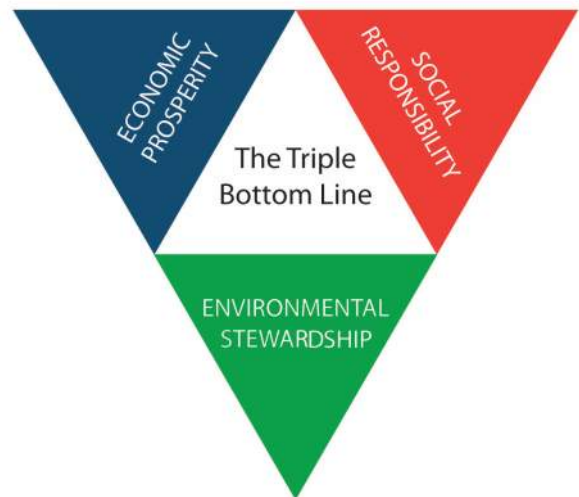
The City of Coppell is a member of ICLEI -Local Governments for Sustainability (ICLEI). ICLEI is an international association of local, regional, and national government organizations that have made a commitment to sustainable development. The basic premise is that locally designed initiatives can provide an effective and cost-efficient way to achieve local, national, and global sustainability

ICLEI provides technical consulting, training, and information services to build capacity, share knowledge, and support local government in the implementation of sustainable development at the local level.



**The Triple Bottom Line** – *LEED measures and enhances the design and sustainability of buildings based on a “triple bottom line” approach. The three dimensions are often likened to the three legs of a stool. If the legs are not all equal, the stool will wobble and be unable to perform its function. Projects certified under the LEED rating systems demonstrate, through compliance with a range of requirements, that they have addressed elements that balance and enhance all three areas of the triple bottom line, all three dimensions of sustainability.*

– Source: U.S. Green Building Council, Inc.



## Citywide Sustainability Plan

Public and private sustainability efforts currently underway in Coppell are generally focused on community education, involvement, programs and initiatives, and recognizing successes. These efforts are primarily managed by the City of Coppell Green Team and ecoCoppell, staff and City Council involvement in ICLEI and N-TREMS, and through community partners such as the similarly named Coppell Green Team organized by the Coppell Chamber of Commerce. Today, these existing sustainability planning efforts, while successful, lack a common framework to guide their efforts citywide and to measure the impact of their programs.

Developing a citywide sustainability plan will provide a means of bringing everything together under a set of goals and metrics and provide a vision for the sustainable future of Coppell. The sustainability plan should define and clearly explain the community's key sustainability challenges, high-level sustainability goals, and the smaller measures and strategies to meet each goal. This framework should include "indicators" allowing for measured outcomes. Such indicators may be a statistic or trend allowing the community to evaluate where the community is and the positive or negative success in meeting the goals.

A sustainability plan differs from a climate action plan in that it takes a broader, more holistic view on community sustainability.

A climate action plan typically focuses on reducing greenhouse gas emissions, including emissions resulting from both the local government's operations and from the community as a whole. This may include opportunities to reduce greenhouse gas emissions resulting from energy use in transportation, solid waste disposal, buildings, lighting, and waste water treatment and water delivery.



## Sustainability Planning Process

ICLEI recommends the following for successfully completing a sustainability plan and the City's journey towards a sustainable future:

- hire a sustainability coordinator
- obtain buy-in from elected officials
- form teams that build bridges across city departments—and beyond city government
- conduct a sustainability assessment
- define clear, relevant, and measurable goals
- include the public throughout the planning process to help identify and prioritize sustainability goals
- develop implementation plans for strategies to achieve the goals of the sustainability plan
- solicit community feedback before completing the plan
- track the implementation status of the sustainability measures, and
- evaluate progress and report results to the community.



## Measuring Success - STAR Community Index

The STAR Community Index is a national, consensus-based framework for gauging the sustainability and livability of U.S. communities. STAR is being developed through a partnership between ICLEI, the U.S. Green Building Council (USGBC), and the Center for American Progress (CAP).

Being developed for release in 2010, STAR is a voluntary rating system for sustainable communities modeled after the LEED™ green building program. STAR identifies key components of urban sustainability, thus providing a way to measure the community's progress in those areas.

For future sustainability planning efforts in Coppell, the STAR Community Index may assist with guiding and measuring local successes, as well as serving as a guide for local policies and plans.



The STAR indicators and metrics are expected to include the following categories of sustainability.

### Environment

- **Natural Systems**  
(ecosystems and habitat, water and stormwater, air quality, waste, and resource conservation)
- **Planning and Design**  
(land use, transportation and mobility, and parks, open space and recreation)
- **Energy and Climate**  
(energy, emissions, renewable energy, and green building)

### Economy

- **Economic Development**  
(clean technologies and green jobs, local commerce, tourism, and local food system)
- **Employment and Workforce Training**  
(green job training, employment and workforce wages, and youth skills)

### Society

- **Education, Arts and Community**  
(education excellence, arts and culture, and civic engagement and vitality)
- **Children, Health and Safety**  
(community health and wellness, access to health care, and public safety)
- **Affordability and Social Equity**  
(affordable and workforce housing, poverty, human services and race and social equity)

## Sustainability Policies

- S-1 Create efficiencies, synergies, and consistencies among city policies, plans, and programs.
- S-2 Pursue the development of “clean” or “green” sector industries that benefit Coppel’s environment and economy.
- S-3 Promote land use patterns that increase energy efficiency in buildings and transportation systems by making energy efficiency a critical element when developing new development regulations and modifying old regulations and policies.
- S-4 Promote sustainable or “green building” practices for the construction and operation of buildings.
- S-5 Design new and major remodels to public buildings, and where feasible, long term building leases for facilities, to achieve certification by the Leadership in Energy and Environmental Design (LEED®) Green Building Rating System to conserve resources, including but not limited to energy and renewable resources.
- S-6 Incorporate sustainable “green design” solutions for streets, storm water, and other infrastructure projects.
- S-7 Support increased recycling and composting throughout the community, and reduce the amount of solid waste disposal.
- S-8 Maintain and improve the water quality of significant wetlands and water bodies through design of storm water drainage facilities on both public and private property.
- S-9 Explore opportunities for promoting “green” renewable energy use and alternative fuels.

## Coppel Environmental Policy

To ensure a desirable community, the City of Coppel will:

- C**ommit to evaluate, comply and improve environmental standards;
- O**utline strategies to minimize impact on the environment;
- P**rotect natural resources by managing our activities;
- P**romote and continually improve the efficient use of resources;
- E**ducate others;
- L**ook for ways to live in a healthy and safe community; and
- L**ead as a proactive model within the region.

# Land Use

Coppell is prepared to embrace its share of the Dallas-Forth Worth region's growth. To ensure that it remains a vibrant and healthy place to live, Coppell has planned for the future of the city as a whole and for targeted areas expected to grow and change by 2030. The City is committed to growing wisely, to growing in ways that ensure a livable future, and to growing sustainably.

Growing sustainably also means building on the city's successes and the foundation of existing neighborhoods. By 2030, Coppell will have a large number of new, diverse, mixed-use urban neighborhoods in activity centers, which serve as the core for supporting housing options for all stages of life in Coppell.

Coppell's strategy for accommodating future growth and creating a sustainable community is focused on creating new mixed-use neighborhood and community activity centers. These are areas where conditions can best support increased density needed to house and employ the community's newest residents while providing more housing options for existing residents. By concentrating growth in these urban centers, Coppell will build on the special aspects of the city's existing character, creating concentrated, pedestrian-oriented, mixed use neighborhoods of varied intensities at appropriate locations throughout the city.

## Land Use Principles

- Preserve the quality of existing neighborhoods
- Increase housing choices in new, higher-density urban neighborhoods
- Create vibrant, mixed-use neighborhood and community activity centers
- Expand the tax base by accommodating regional commercial uses along the freeways and industrial uses in established industrial areas

## VISION 2030 GOALS

- *Community Commercial Centers*
- *"Old Coppell" as a Small Town Village*
- *Major Retail and Top Quality Business Office Park Along I-635 and SH 121*
- *Home Offices and Home Based Businesses*

**"Placemaking"** – *is a holistic and community-based approach to the development and revitalization of neighborhoods and cities. Placemaking creates unique places with lasting value that are compact, mixed-use, and pedestrian and transit-oriented development and have a strong civic character.*

– Source: [Placemaking.com](http://Placemaking.com)

**Walkable Communities** – *are desirable places to live, work, learn and play, and therefore a key component of smart growth. Their desirability comes from two factors. First, locating diverse uses within an easy and safe walk provides access to goods (such as housing, offices and retail) and services (such as transportation, schools, libraries) that a community resident or employee needs on a regular basis. Second, by definition, walkable communities make pedestrian activity possible, thus expanding transportation options and creating a streetscape that better serves a range of users – pedestrians, bicyclists, transit riders and automobiles. To foster walkability, communities must mix land uses and build compactly, and ensure safe and inviting pedestrian corridors.*

– Source: [smartgrowth.org](http://smartgrowth.org)

## Activity Centers

The goal that unifies all the elements of the Coppell 2030 Plan is to preserve the best qualities of the city's distinct neighborhoods while responding positively and creatively to the pressures of change and growth. A key component to achieve this goal is to focus future growth and community "placemaking" in activity centers.

Targeting future growth, urban redevelopment and economic development at several key nodes in the community will provide citizens with access to a variety of goods and services in a relatively small geographic area. This will create synergy and a concentrated business environment.

Focusing future development in compact higher density, mixed-use activity centers represents a change in the city's growth pattern from low-density single-use developments. Since some of the existing centers are already developed, any increase in the density must be made through redeveloping existing land and buildings. This process will require public-private partnerships, proactive public leadership, and neighborhood-based decisions built upon local citizens' expressed priorities.

Coppell in 2030 will include three types of activity centers:

- Neighborhood and Community Activity Centers - will accommodate new mixed-use development and housing opportunities in close proximity to existing established neighborhoods. These activity centers will also provide social gathering places for nearby neighborhoods, where people would find the civic activities and "small-town atmosphere" they cherish.
- Regional / Freeway Centers - will provide goods and services needed by the region including adjoining communities, typically consisting of large format buildings dependent upon high volumes of automobile traffic.
- Transit Oriented Development (TOD) provides the highest density nodes of development centered around a station for the DART fixed rail transit network. This area will serve as a significant new housing and employment center and the primary point of access for Coppell residents to the region.

The qualities and characteristics of neighborhood and community activity centers and the TOD area include:

- a diverse mix of uses with a variety of housing types;
- a diverse mix of people of varied ages, incomes, cultures, employment, and interests;
- vibrant, pedestrian-oriented commercial areas with stores, offices, and services;
- a strong cohesive relationship between residential and commercial areas and adjacent established neighborhoods;
- community facilities, including education, libraries, civic space, and human services;
- transit, bicycle and pedestrian facilities with good circulation within the center and between the center and surrounding neighborhoods;
- well-integrated public civic space for area residents and workers;
- a unique identity with public art and architecture reflecting local history, culture and other sources of community pride.



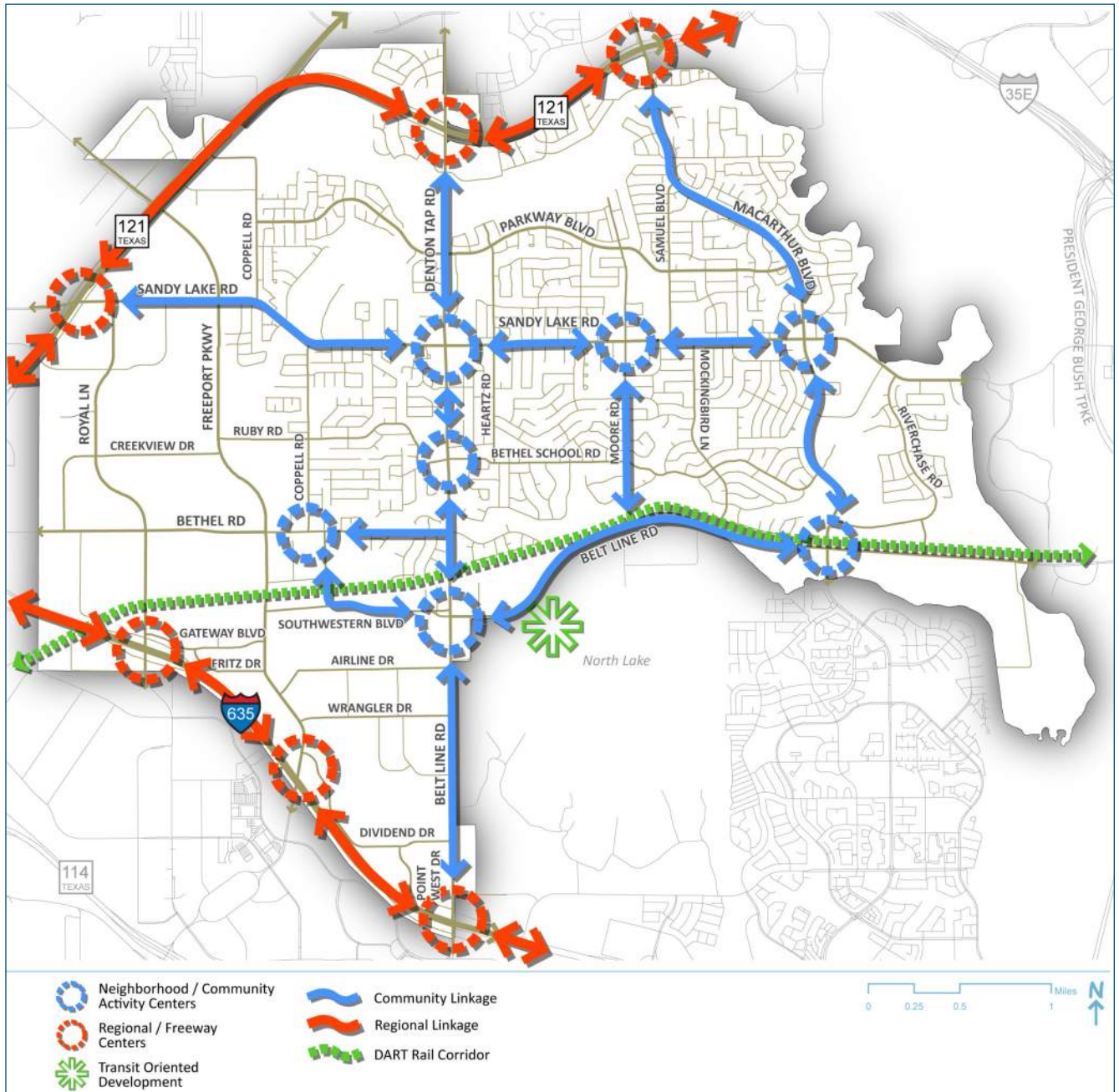
*Plano Station functions as a diverse Transit Oriented Development activity center.*

## Linkages

Linkages provide connectivity corridors between activity centers in Coppell. These corridors are not as dense as activity centers, but provide a place for increased densities in a high-quality pedestrian environment with convenient access to multi-modal transportation options. In many cases, Residential Neighborhoods may abut corridors and are located between the activity centers.

While some linkages may be continuous, narrow bands of higher intensity development along thoroughfares such as the Belt Line Rd. and Denton Tap Rd. corridors, others may be more nodal such as a series of smaller neighborhood mixed-use centers at key intersections, such as Sandy Lake Rd. and Moore Rd.

## Activity Centers and Corridors



## Organizing Principle

A wide variety of factors create context in the urban environment. A continuum of contexts range from varying intensities of urbanism (suburban to urban core) to natural or open spaces (parks, civic spaces). This range of contexts is organized and depicted by the urban-rural transect.

The transect serves as the basis for land use, parks and open space, transportation, and the overall framework to promote quality growth in Coppell by 2030. The transect defines a series of six zones transitioning from natural open space to dense urban core areas of the community. Each zone is fractal in that it contains a similar transition from the edge to the center of the neighborhood.

The importance of transect planning for Coppell in the future is a contrast to previous “Euclidean” zoning and suburban development planning. Past development patterns dedicated large areas to a single purpose, such as housing, offices, shopping, and primarily accessed via major roads. The Transect, by contrast, is a framework for more human-scale built environments built around walkable neighborhoods and multi-modal transportation while decreasing the reliance on the automobile. It creates the framework for growth, it promotes increased pedestrian life, safety, community identity, and protects natural environments.

The Transect of Coppell



Graphic adapted from the SmartCode Version 9.2



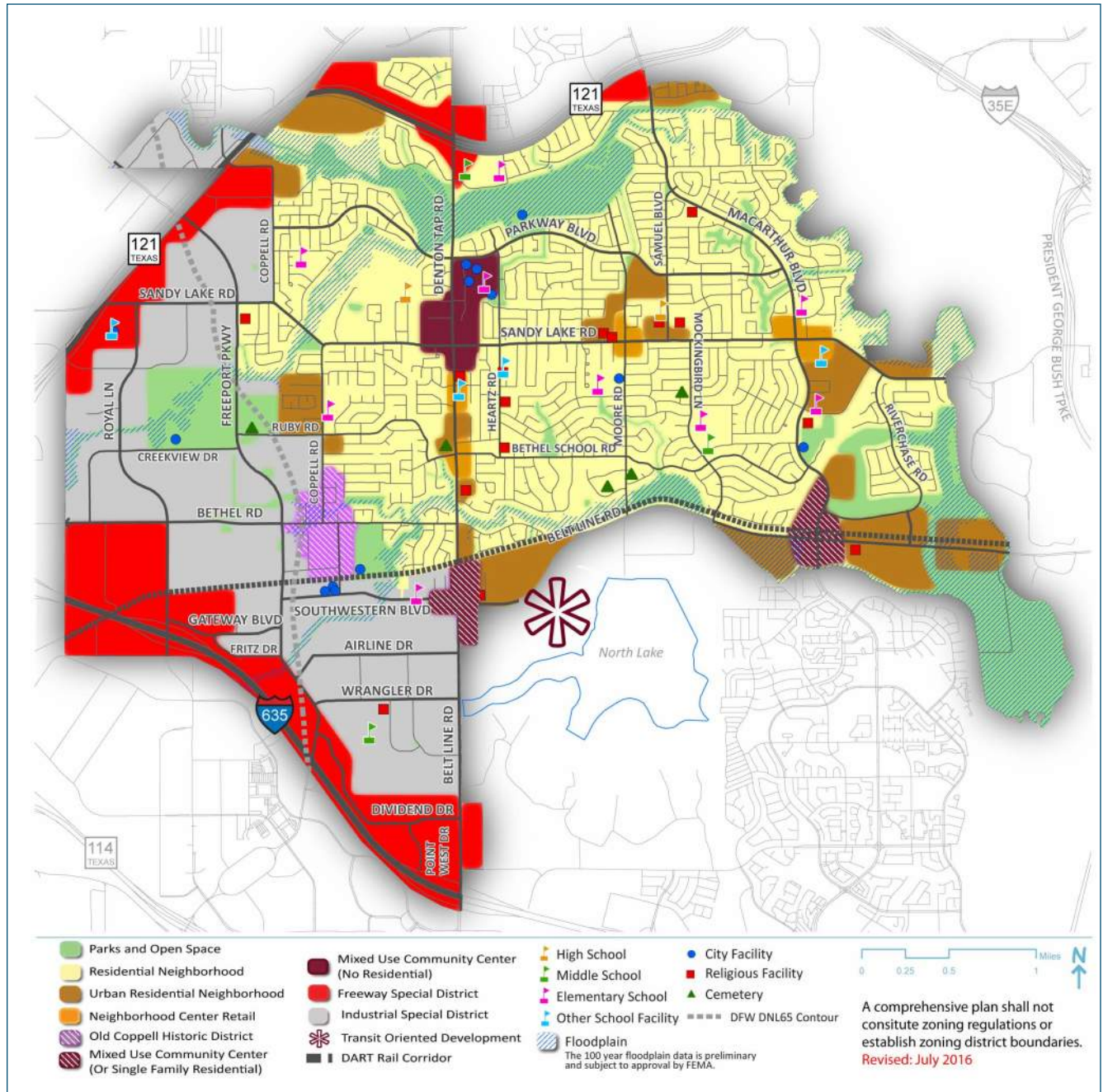
## Future Land Use Plan

The Coppel 2030 Future Land Use Plan is based on the principles of the transect, with each land use category corresponding with a transect zone.

The Future Land Use Plan serves as the framework for future development and redevelopment decisions in Coppel. It is intended to guide appropriate land use, character, scale and intensity of future development.

The land use designations are for planning purposes and do not represent a change to existing zoning or development regulations. Efforts to implement the principles of the transect in Coppel must be accompanied by development code revisions. The following pages describe each transect zone and the corresponding land use categories.

### Future Land Use





**Parks and Open Space  
(T-1 Natural Zone)**

**Purpose:**



To provide areas for active and passive recreation, resource conservation and preservation and flood control.

**Uses:**

Parks, civic spaces, greenbelts, recreation facilities, golf courses, environmentally sensitive and natural resource areas, and any other lands reserved for permanent open space purposes.

**Compatible Zoning Districts:**

A, FP



## Transect Framework of Public and Private Open Space

Existing and future parks and open spaces in Coppell are organized across transect zones reflected by the Future Land Use Plan, ranging from naturalistic corridors to formal civic spaces.

**Park:**

A natural preserve available for unstructured recreation or structured recreation activities such as playgrounds, sports fields, and sports courts. A park may be independent of surrounding building frontages. Its landscape typically consists of paths and trails, meadows, water bodies, woodland and open shelters, all naturalistically disposed. Parks may be lineal, following the trajectories of natural corridors.



Appropriate Transect Zones

- T1
- T3

**Green:**

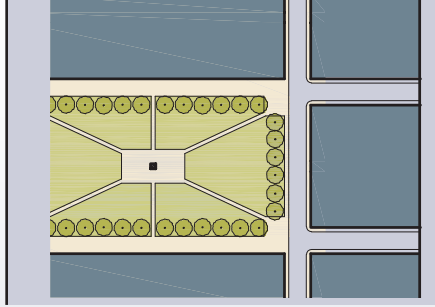
An open space available for unstructured recreation. A green may be spatially defined by landscaping rather than building frontages. Its landscape typically consists of lawn and trees, naturalistically disposed. The minimum size is typically 1/2 acre and usually does not exceed 8 acres.



- T3
- T4
- T5

**Square:**

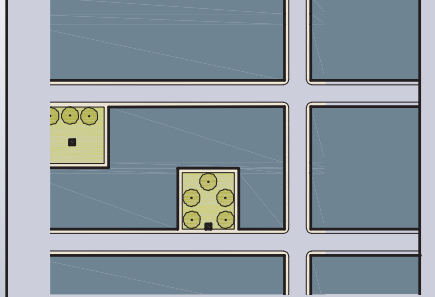
An open space available for unstructured recreation and civic purposes. A square is spatially defined by building frontages. Its landscape consists of paths, lawns and trees, formally disposed. Squares are typically located at the intersection of important thoroughfares. The minimum size is typically 1/2 acre and usually does not exceed 5 acres.



- T4
- T5
- T6

**Plaza:**

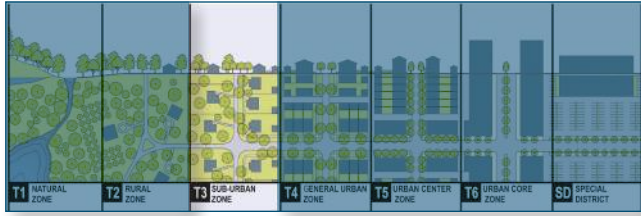
An open space available for civic purposes and commercial activities. A plaza is spatially defined by building frontages. Its landscape consists primarily of pavement. Trees are optional. Plazas should be located at the intersection of important streets. The minimum size is typically 1/2 acre and usually does not exceed 2 acres.



- T1
- T3
- T4
- T5
- T6

Graphics adapted from the SmartCode Version 9.2

## Residential Neighborhood (T-3 Sub-Urban Zone)



### Purpose:

To provide areas of low and medium density single-family neighborhoods (typically 1 to 4 dwelling units per acre) including appropriately scaled civic and institutional uses that function as an integrated neighborhood. These neighborhoods form the backbone of Coppell and provide the primary housing stock for families with children.

### Uses:

Single-family detached, clustered single-family dwellings, low to medium density attached single-family dwellings, and accessory residential units (attached or detached to the single-family dwelling on the same lot). This category is also appropriate for planned public and semi-public uses designed to be compatible with residential uses, such as schools, religious institutions, and civic uses.

Uses other than single-family detached dwellings should be permitted and encouraged only to the degree that the scale, specific location, and design does not significantly impact or impair the residential character of the area. A neighborhood plan should be conducted and adopted for each area in which proposed new housing types, civic, or institutional uses differ from the established density or character of the neighborhood.

### Compatible Zoning Districts:

SF-ED, SF-18, SF-12, SF-9, SF-7, PD, (2F-9, TH-1)\*

\*Special site design standards are required prior to approval of these zoning districts within the Residential Neighborhood category.



## Residential Neighborhood Guidelines

Neighborhoods include a well integrated mix of housing choices and support uses: single-family, multifamily, civic, and limited neighborhood-oriented retail uses.

Neighborhoods are connected to one another by sidewalks and trails, and provide convenient access to neighborhood schools, parks, businesses, and employment. When neighborhoods include a mix of detached and attached structures, careful design and review will ensure these structures are functionally and aesthetically integrated. Architectural character and site design of infill development is compatible with the character of existing structures in the immediate vicinity. Flexibility in regulation is encouraged to accommodate appropriate infill, and redevelopment where appropriate.

### Connectivity

Thoroughfares consist mostly of residential streets, generally with minimum 5-foot wide sidewalks located on both sides of streets. Pedestrian, bicycle, and auto access is provided between neighborhoods. Rear alleys are the typical form of access to residential parking/garages.

### Open Space

Typically takes the form of parks and greens.

### Setbacks

A continuous, defined street edge with setbacks generally 15-30 feet.

### Building Character (Compatibility with Surrounding Development)

New structures are compatible and complement the established proportions and building height, mass, and form of nearby structures.

### Street Edge Orientation

Entry facades are oriented towards the primary street. The building wall creates an inviting image and defines the street edge.

### Residential Compatibility

For attached residential dwellings and public and semi-public uses, the structures include massing and materials compatible with nearby single-family dwellings.

### Parking

The location of garages is consistent with surrounding residential structures, whenever possible accessed from a rear alley. Surface parking lots (when necessary) are located between or behind buildings.



*Neighborhood sidewalks along local streets connect to the community trail system and destinations.*



*Neighborhoods should have convenient access to public and private open space.*



*Residential, public, and semi-public buildings should be oriented toward the street and define the street edge. Surface parking lots (when necessary) should be located between or behind buildings.*

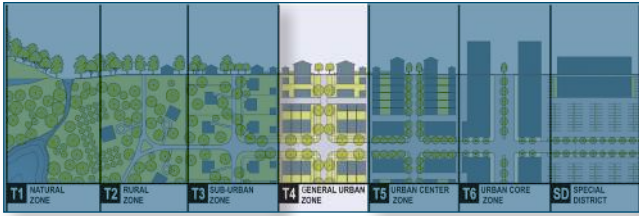


*Parking for public and semi-public uses should be located behind or between buildings.*



*Structures should be architecturally compatible with nearby residential dwellings.*

## Urban Residential Neighborhood (T-4 General Urban Zone)



### Purpose:

To provide areas for a wide variety of higher density residential uses (typically greater than 4 dwelling units per acre) that serve the needs of residents seeking alternatives to low and medium density single-family detached housing. These areas may serve the needs of first-time home owners, empty nesters, and other residents seeking to downsize or maintenance provided dwellings in urban living environments. Typically these areas provide owner-occupied housing stock for smaller households with or without children. New developments within these areas should have a substantial component of owner-occupied housing units, but may include a mix of well integrated owner-occupied and rental properties. New developments consisting of only rental housing communities are not appropriate.

### Uses:

Townhomes, apartment / condominium buildings, small-lot single-family attached and detached dwellings and ancillary, small-scale commercial uses that serve the residents of the neighborhood. This category is also appropriate for planned public and semi-public uses designed to be compatible with residential uses, such as schools, religious institutions, and civic uses. However such uses should be permitted and encouraged only to the degree that the scale, specific location, and design does not significantly impact or impair the residential character of the area.

### Compatible Zoning Districts:

(TH-1, TH-2, MF-1, MF-2)\*, PD

\*Modifications to these districts are required to incorporate appropriate site design standards as described in the guidelines section.



## Urban Residential Neighborhood Guidelines

Urban Residential Neighborhoods are denser than Residential Neighborhoods, typically with attached housing types and multi-story structures. These areas are located and designed in a manner to provide residents nearby access to neighborhood retail, services, and transit facilities within convenient walking and biking distance.

### Connectivity

Such areas have a system of interconnected streets with pedestrian and bicycle facilities and streetscape amenities. Sidewalks a minimum of 5 feet in width are located on both sides of streets. Thoroughfares consist mostly of residential streets and avenues. Pedestrian, bicycle, and auto access are provided between neighborhoods.

### Civic and Gathering Spaces

Formal and informal areas for outdoor gatherings and recreation with pocket parks and neighborhood greens.

### Setbacks

Continuous, defined street edge with building frontages typically closer to the street, ranging from 5 to 25-feet.

### Compatibility with Surrounding Development

Architectural character is compatible with the style, scale, proportions, period, materials, and colors of adjacent single-family neighborhoods, but may vary to a greater degree in proximity to higher intensity development areas.

### Street Edge Orientation

Entry facades are oriented towards the primary street within a shallow setback from the sidewalk along the street. The building wall creates an inviting image and defines the street edge.

### Residential Compatibility

For attached residential dwellings and public or semi-public uses, the structures include massing and materials compatible with nearby single-family dwellings.

### Parking

Parking is provided to the rear of buildings in surface lots or in parking structures. Rear alleys are the typical form of access to residential parking/garages.



*Outdoor gathering places may include a Green, Square, or Plaza.*



*Sidewalks are comfortable for pedestrians and include attractive streetscaping.*



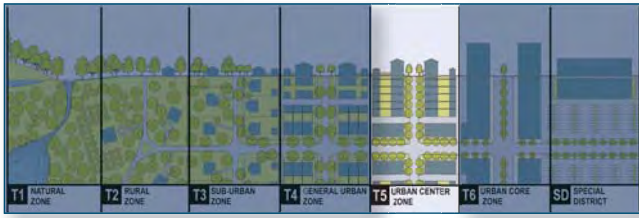
*Attached dwellings include materials compatible with nearby neighborhoods.*



*Setbacks are typically closer to the street, with a defined street edge. Parking is typically provided in garages accessed from rear alleys.*



**Old Coppel Mixed-Use  
(T-5 Urban Center Zone)**



**Purpose:**

To provide areas for neighborhood serving retail, restaurant, office and service uses, as well as upper story residential units above commercial uses and medium density attached and detached residential uses (typically 8-10 dwelling units per acre). Such areas are compatible with and serve the daily shopping, dining and service needs of nearby lower density residential neighborhoods.

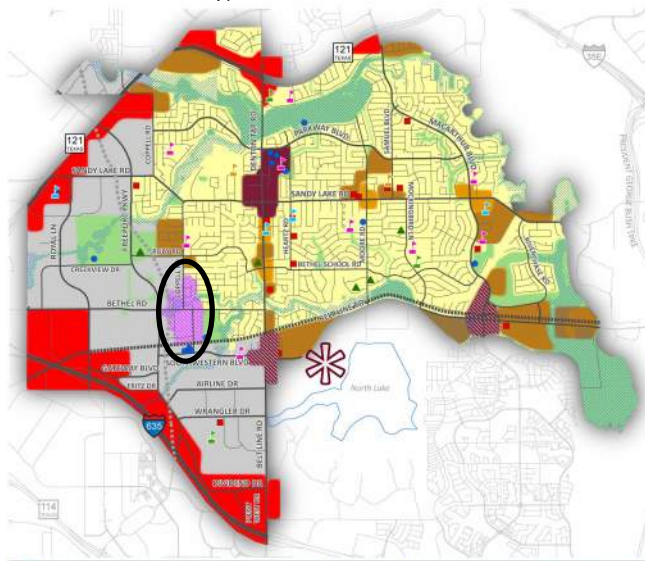
**Uses:**

The Old Coppel Master Plan adopted in May 2002 identifies specific physical improvements and design guidelines that due to the historic nature of the area may differ somewhat from other mixed use centers in Coppell. The Old Coppel area may also integrate small-lot single-family detached dwellings and have exterior building materials and architectural design intended to capture the rural style representative of North Texas in the first half of the twentieth century. The Master Plan serves as the guiding document for the district. Additional detail is also provided in Chapter 4.

**Compatible Zoning Districts:**

(H)\*, PD

\*Modifications to these districts are required to incorporate appropriate site design standards as described in the guidelines section.





## Old Coppel Mixed-Use Guidelines

Old Coppel has a unique character and “sense of place” with an identifiable center and defined “people places” for residents, shoppers, workers and visitors to gather and interact. These areas provide opportunities for medium density attached housing options.

### Connectivity

Such areas have a system of interconnected streets with pedestrian (sidewalks) and bicycle facilities and streetscape amenities. Thoroughfares are typically boulevards, avenues, and residential streets with wide sidewalks and an urban character.

### Civic and Gathering Spaces

Formal and informal areas for outdoor gatherings such as pocket parks and plazas. The sidewalk width is increased when adjacent to on-street parking to create a “transition zone” of pedestrian amenities including street trees, pedestrian lighting, and outdoor seating.

### Setbacks

Continuous, defined street edge is maintained, with building frontages placed at or in close proximity to the sidewalk.

### Building Form

Most buildings are attached, with their front facades aligned, and generally 1-3 stories in height. Buildings may be taller in close proximity to major street intersections, or when upper floors include a “stepback” from the ground plane of lower floors. Prominent intersections serve as focal points with buildings distinguished from others by enhanced architectural design features. Building heights, intensity of use and densities decrease as development moves closer to adjacent established residential neighborhoods.

### Compatibility with Surrounding Development

Architectural character is compatible with the style, scale, proportions, materials, and colors of surrounding neighborhoods, but may vary to a greater degree when in proximity area of a different form or style.

### Street Edge Orientation

Building walls and entries are oriented towards the primary street. The street level has a transparent quality, with passing pedestrians and vehicles able to see activity within the building.

### Parking

Public parking is provided on-street. Off-street parking is provided in shared parking facilities to the rear of buildings in surface lots or in parking structures. Surface parking is typically enclosed on at least three sides. Residential garages are accessed from a rear alley.



*Outdoor gathering places may include a Green, Square, or Plaza.*



*The street facade and sidewalks are comfortable for pedestrians.*



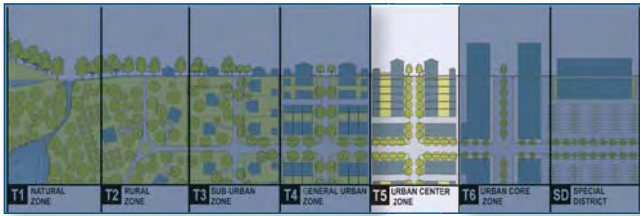
*Building setbacks define the street edge and allow for wide sidewalks with pedestrian amenities. Parking is provided both on-street and in shared parking facilities to the rear of buildings.*



*Detached residential dwellings allow residents nearby access to retail and employment. Buildings are compatible with surrounding neighborhoods. Garages are accessed from a rear alley.*



**Neighborhood Center Retail  
(T-5 Urban Center Zone)**



**Purpose:**

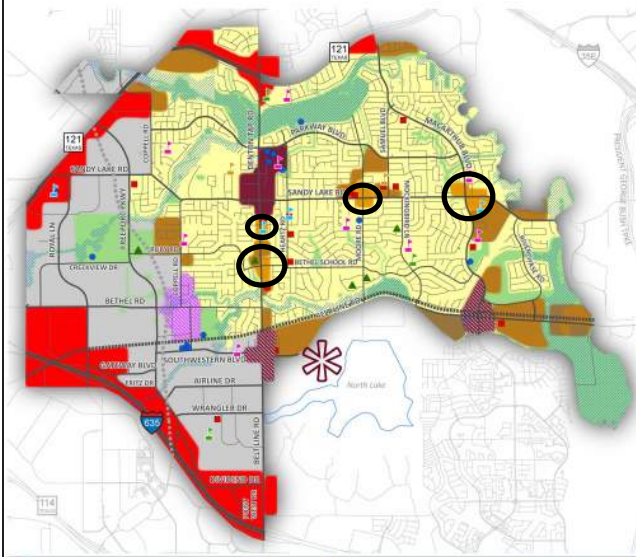
To provide opportunities for neighborhood serving retail, restaurant and service uses. Such areas are compatible with and serve the daily shopping, dining and service needs of nearby lower density residential neighborhoods.

**Uses:**

Retail, restaurants, office, civic and institutional primarily intended to serve nearby neighborhoods. While many of the areas are surrounded by low density single family residences and currently developed with conventional strip centers and free standing office and commercial uses, when these properties are redeveloped, key elements should include neighborhood integration in terms of architectural compatibility and pedestrian accessibility. The neighborhood center should have a unique character and “sense of place” with an identifiable center and defined “people places” for residents, shoppers, workers and visitors to gather and interact, such as common open space, street furniture, public art areas, etc.

**Compatible Zoning Districts:**

R, C, O, PD



## Neighborhood Center Guidelines

The neighborhood center has a unique character and “sense of place” with an identifiable center and defined “people places” for residents, shoppers, workers and visitors to gather and interact.

### **Connectivity**

Neighborhood serving retail uses are accessible to residents within a short walking distance, typically  $\frac{1}{4}$  mile but no more than  $\frac{1}{2}$  mile. Such areas have a system of interconnected streets with pedestrian and bicycle facilities and streetscape amenities.

Thoroughfares are typically boulevards, avenues and residential streets with wide sidewalks and a suburban/urban character.

### **Civic and Gathering Spaces**

Formal and informal areas for outdoor gatherings such as pocket parks and plazas. The sidewalk width is increased when adjacent to on-street parking to create a “transition zone” of pedestrian amenities including street trees, pedestrian lighting, and outdoor seating.

### **Setbacks**

It is intended that the buildings are in close proximity to the street, where no more than 50% of the parking are in front of the building, unless appropriate provisions are incorporated to provide a safe, landscaped pedestrian pathway from the sidewalk to the buildings.

### **Building Form**

Most buildings are attached, with the front facades aligned, and generally 1-3 stories in height. Buildings may be taller in close proximity to a major street intersection or when upper floors include a “step back” from the ground plane of upper floors. Prominent intersections serve as focal points with buildings distinguished from one another by intensity of uses and densities decrease as development moves closer to adjacent established residential neighborhoods.

### **Compatibility with Surrounding Development**

Architectural character is compatible with the style, scale, proportions, materials, and colors of surrounding neighborhoods, but may vary to a greater degree in proximity to major intersections.

### **Street Edge Orientation**

Building walls and entries are oriented towards the primary street. The street level has a transparent quality, with passing pedestrians and vehicles able to see activity within the building.

### **Parking**

Public parking is generally provided off-street. Off-street parking may be provided in shared parking facilities, generally no more than two rows of parking shall be provided in the front of the building.



*Neighborhood serving retail uses are accessible to residents within a short walking distance, typically  $\frac{1}{4}$  mile but no more than  $\frac{1}{2}$  mile.*



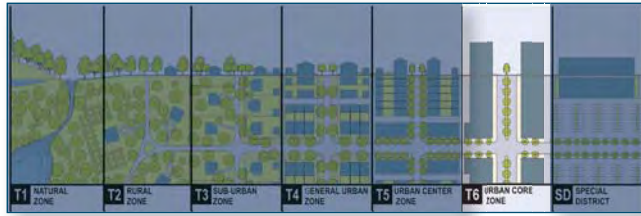
*Building setbacks define the street edge and allow for wide sidewalks with pedestrian amenities. Parking is provided both on-street and in shared parking facilities to the rear of buildings.*



*Buildings are compatible with surrounding neighborhoods.*



**Mixed-Use Community Center  
- Without Residential  
(T-6 Urban Core Zone)**



**Purpose:**

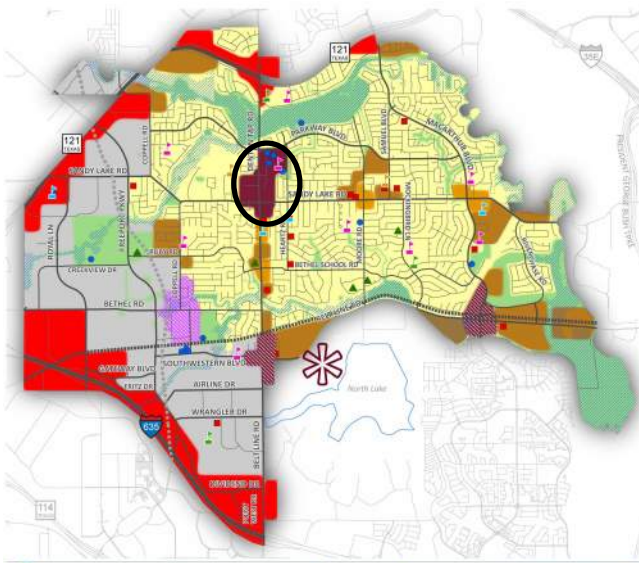
To provide areas for mixed-use non-residential development consisting of both neighborhood and community serving commercial, retail, and office uses. Such areas are typically located in close proximity to major transportation corridors and transit stops. These areas provide opportunities for regional destinations offering unique retail, restaurant and culture designation with more urban lifestyle than available in other areas of the community.

**Uses:**

Retail, restaurant, office, entertainment, civic and institutional uses, non-residential multi-story buildings may include large office and workplace components. Due to the nature of development within this category as a community or regional destination, high volumes of pedestrians, transit riders, and vehicles must be accommodated. This zone is not intended for single-story conventional commercial strip centers, freestanding pad sites, and intensive uses requiring outdoor display or sales yards.

**Compatible Zoning Districts:**

TC, C, R, O, PD



## Mixed-Use Community Center Without Residential Guidelines

The development area is larger and denser than a Neighborhood Center and serves as a focal point of activity and energy, benefiting from substantial traffic – pedestrian, automobile, and transit.

### Connectivity

Commercial uses are accessible to residents within a short walking distance, typically ¼-mile, but no more than ½-mile. Circulation is provided by a system of interconnected streets with pedestrian and bicycle facilities and streetscape amenities. Thoroughfares are typically boulevards, avenues, and residential streets with an urban character. Sidewalks are wide, generally 6 to 20 feet (the more urban the environment, the wider the sidewalk).

### Civic and Gathering Spaces

Open space takes the form of Squares and Plazas, providing a variety of places for outdoor gatherings. Wide sidewalks provide for outdoor seating, lighting, trees and other pedestrian facilities.

### Setbacks

A continuous, defined street edge is maintained with building frontages placed close to the sidewalk.

### Building Form

Most buildings are attached, with their front facades aligned, and generally 1-3 stories in height but may be taller at major activity centers when compatible with surrounding neighborhoods. Buildings may be taller in close proximity to major street intersections, or when upper floors include a “stepback” from the ground plane of lower floors. Building heights, intensity of use and densities decrease as development moves closer to adjacent established residential neighborhoods.

### Compatibility with Surrounding Development

Architectural character may be diverse, but when adjacent to established neighborhoods should be compatible with the style, scale, proportions, materials, and colors.

### Street edge orientation

Building walls and entries are oriented towards the primary street. The street level has a transparent quality, with passing pedestrians and vehicles able to see activity within the building.

### Parking

Off-street parking is provided in shared parking facilities a majority of which to the rear of buildings. Parking structures are also appropriate. Surface parking areas are well landscaped with visual buffers from the street.



*The street level of buildings have a transparent quality for pedestrians and vehicles. Parking is provided both on-street and to the rear of buildings.*



*Institutional buildings are appropriate to be in close proximity to the citizens.*



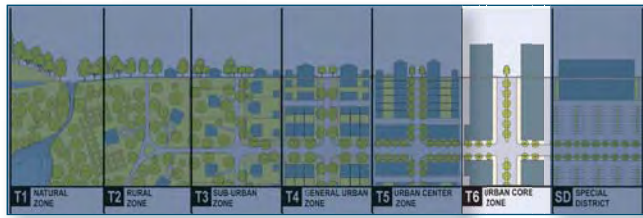
*Buildings at prominent intersections may be taller, and also are distinguished with enhanced architectural design.*



*Building setbacks define the street edge and allow for wide sidewalks with pedestrian amenities.*



**Mixed-Use Community Center  
or Residential  
(T-6 Urban Core Zone)**



**Purpose:**

To provide areas for mixed-use development consisting of both neighborhood and community serving commercial, retail, and office uses, or medium density single family urban residential dwellings (no greater than 10 dwelling units per acre). Such areas are typically located in close proximity to major transportation corridors and transit stops. These areas provide opportunities for regional destinations offering unique retail, restaurant and culture designation with more urban lifestyle than available in other areas of the community.

**Uses:**

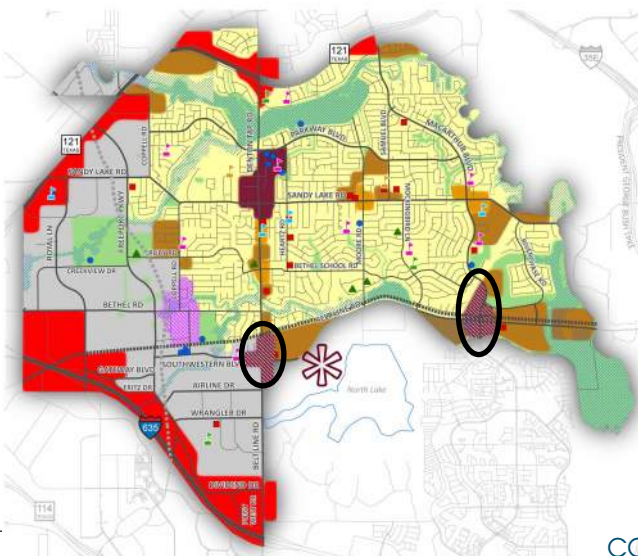
Medium density, single family residential dwellings typically in multi-story structures, with a maximum density of 10 dwelling units per acre.

OR

Retail, restaurant, office, entertainment, civic and institutional uses. Non-residential multi-story buildings may include large office and workplace components. Due to the nature of development within this category as a community or regional destination, high volumes of pedestrians, transit riders, and vehicles must be accommodated. This zone is not intended for single-story conventional commercial strip centers, freestanding pad sites, and intensive uses requiring outdoor display or sales yards.

**Compatible Zoning Districts:**

C, R, O, TH, RBN, PD



## Mixed-Use Community Center or Residential Guidelines

The development area is larger and denser than a Neighborhood Center and serves as a focal point of activity and energy, benefiting from substantial traffic – pedestrian, automobile, and transit.

### Connectivity

Commercial uses and transit services are accessible to residents within a short walking distance, typically ¼-mile, but no more than ½-mile. Circulation is provided by a system of interconnected streets with pedestrian and bicycle facilities and streetscape amenities. Thoroughfares are typically boulevards, avenues, and residential streets with an urban character. Sidewalks are wide, generally 6 to 20 feet (the more urban the environment, the wider the sidewalk).

### Civic and Gathering Spaces

Open space takes the form of Squares and Plazas, providing a variety of places for outdoor gatherings. Wide sidewalks provide for outdoor seating, lighting, trees and other pedestrian facilities.

### Setbacks

A continuous, defined street edge is maintained with building frontages placed close to the sidewalk.

### Building Form

Most non-residential buildings are attached, with their front facades aligned, and generally 2-4 stories in height but may be taller at major activity centers when compatible with surrounding neighborhoods. Buildings may be taller in close proximity to major street intersections, or when upper floors include a “stepback” from the ground plane of lower floors. Building heights, intensity of use and densities decrease as development moves closer to adjacent established residential neighborhoods.

### Compatibility with Surrounding Development

Architectural character may be diverse, but when adjacent to established neighborhoods should be compatible with the style, scale, proportions, materials, and colors.

### Street edge orientation

Building walls and entries are oriented towards the primary street. The street level has a transparent quality, with passing pedestrians and vehicles able to see activity within the building.

### Parking

Off-street parking is provided in shared parking facilities a majority of which is provided to the rear of buildings. Parking structures are appropriate in this area. Surface parking areas will be well screened with landscape buffers along streets. Residential parking is typically provided in garages.



*Building setbacks define the street edge and allow for wide sidewalks with pedestrian amenities.*



*Due to the urban character of this district, outdoor gathering places typically consist of Squares and Plazas.*



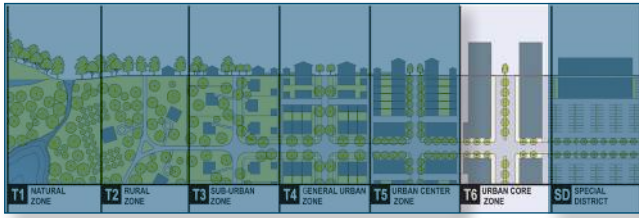
*Buildings at prominent intersections may be taller, and also are distinguished with enhance architectural design.*



*Medium density single family urban residential dwellings (no greater than 10 dwelling units per acre)*



## Transit Oriented Development District (T-6 Urban Core Zone)



### Purpose:

To provide mixed-use development of the highest intensity in proximity to transit facilities consisting of community and regional serving commercial, retail and office uses, and high density urban residential dwellings (typically greater than 24 dwelling units per acre).

These areas provide an urban lifestyle with easy access to regional employment centers, but with the quality of life advantages offered in Coppell. These areas may also accommodate major offices, employers, and residents benefiting from good transportation access offered by the transit facility.

### Uses:

Retail, restaurant, office, entertainment, civic and institutional uses, and high density urban residential dwellings (attached) typically in multi-story structures. High density residential dwellings are encouraged in this district to provide significant on-site demand for commercial uses and transit facilities.

### Compatible Zoning Districts:

PD\*

\*This land use category is appropriate for mixed-use development regulations organized with a form-based code geared toward development in proximity to transit facilities.





## Transit Oriented Development District Guidelines

Transit supportive development is similar to a Mixed-Use Community Center, but includes the highest intensity mix of uses. A transit station is centrally located within the district to provide pedestrian access within 1/2-mile for the majority of residents and business employees.

### Mobility

Circulation is provided by a system of interconnected streets with pedestrian and bicycle facilities and streetscape amenities. Community bicycle routes and trails connect to the district and to the transit station. Thoroughfares are typically boulevards, avenues, and residential streets with an urban character. Sidewalks are wide, generally 6 to 20 feet (the more urban the environment, the wider the sidewalk).

### Civic and Gathering Spaces

Open space takes the form of Squares and Plazas, serving as focal points around transit stations and providing a variety of places for outdoor gatherings. Wide sidewalks accommodate large groups of pedestrians and provide for outdoor seating, lighting, trees and other pedestrian facilities.

### Setbacks

A continuous, defined street edge is maintained, with building frontages built to the sidewalk, or in close proximity to the sidewalk.

### Building Form

Most buildings are attached, with their front facades aligned, and generally 2-4 stories in height. Taller and more intensely developed structures may be located in close proximity to a transit station. Prominent intersections serve as focal points with buildings distinguished from others by enhanced architectural design features. Buildings are highly flexible in their uses – commonly mixing uses with shops and businesses on the first floor, and office or residential units above.

### Compatibility with Surrounding Development

Architectural character may be diverse. Development intensity appropriately transitions to low rise structures when adjacent to a Residential Neighborhood.

### Street Edge Orientation

Building walls and entries are oriented towards the primary street. The street level has a transparent quality, with passing pedestrians and vehicles able to see activity within the building.

### Parking

Public parking is provided on-street. Off-street parking is provided in shared parking facilities to the rear of buildings typically in parking structures. Due to development density, surface parking areas are limited within 1/4-mile of the station. Residential parking is typically provided in structured facilities.



*A transit station is supported by higher density development within walking distance.*



*Sidewalks and gathering places are highly interactive.*

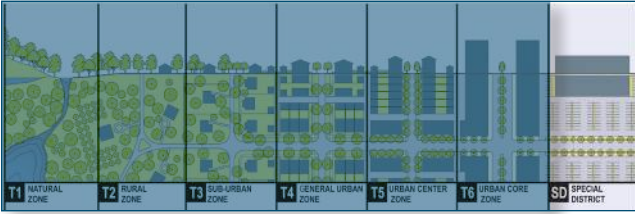


*High density housing should be compatible with the materials and architectural character of Coppell neighborhoods.*



*The tallest and most intensely developed structures are located close to the transit station. These areas also often include civic space as a focal point for the development.*

## Freeway Special District (SD Special District)



### Purpose:

To provide areas within the community for conventional high intensity regional commercial uses and office developments dependent upon good transportation access to highway interchanges and frontage roads. These areas are primarily intended for medium-to-large scale developments serving travelers and clientele from the region, and typically experience high volumes of ingress and egress by auto traffic.

### Uses:

Hotels, multi-story office buildings, medium-to-large scale regional commercial uses, restaurants, and other uses dependent upon high volumes of vehicular traffic.

### Compatible Zoning Districts:

HC, PD



## Freeway Special District Guidelines

The development form typically contains large format buildings with surface parking lots. Where possible, development within this district mixes compatible uses such as hotels, offices and restaurants within a single development to facilitate walking between uses and reduce automobile trips. Development within 400 feet of a freeway/highway is considered highly visible, thus requiring special review to ensure compatible building style and character in Coppell. Building form, materials, and landscaping should be consistent with adopted design standards and policies.

### Focal Points

Corners of major intersections should include a “focal point” near major intersections and around “gateway” areas. Focal points should include vertical architectural features, fountains, public art, and/or public plazas.

### Setbacks

A minimum of 50-ft of privately owned land along the freeway/highway right-of-way should be free of buildings and parking, with a total of 80-ft in width landscaped, including privately owned land and available public highway right-of-way.

### Parking

Off-street parking is typically provided in surface parking lots; though parking structures and shared parking among uses are encouraged. Parking areas should not be located within a 200-ft radius of the center point of a major street intersection or gateway, unless located behind a building. The visual impact of parking is mitigated through the use of landscaping, and building orientation. Large expanses of parking should not be directly visible from the freeway/highway.

### Building Form and Character

Buildings within a development should have a coherent architectural theme in terms of mass, height, rooflines, and materials. Large buildings should be located and designed to minimize windowless walls and service areas visible from the freeway/highway. Architectural unity should be accomplished through the use of coordinated building materials and colors. Building exteriors should be completed with high quality sustainable architectural materials that are not resource intensive, and consist of post-consumer use recycled materials whenever possible.



*Major intersections should be highlighted by enhanced building architectural features and streetscaping.*



*Generous landscaped setbacks along freeway frontages are important for establishing a quality image for Coppell.*



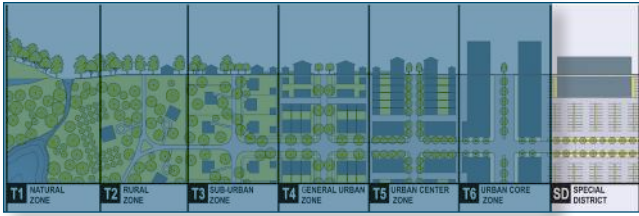
*Buildings should embrace nearby roadways, with parking screened from view along major streets and from the freeway.*



*The architectural design and materials of large buildings should be consistent with the Coppell character.*



**Industrial Special District  
(SD Special District)**



**Purpose:**

To provide areas for employment and light industrial activities typically dependent upon good transportation access to highways, rail lines, and/or airports.

**Uses:**

Medium to large scale warehousing, light manufacturing, wholesale storage and distribution, showrooms, office/warehouses, research and development, technology centers, and ancillary retail, service and restaurant uses that serve the employees within the district.

**Compatible Zoning Districts:**

LI, PD



## Industrial Special District Guidelines

Development in this zone generally has a different character from the remainder of Coppell, largely due to the types of land use activities and the use of tilt-wall concrete construction for most buildings. Site design mitigates the impacts of noise and visually unappealing areas from surrounding uses and from freeway/highway visibility. Building form, materials, and landscaping should be consistent with adopted design standards and policies.

### Focal Points

Corners of major intersections should include a “focal point” within a 200-ft radius of the center of the intersection and around “gateway” areas. Focal points should include vertical architectural features, fountains, public art, and/or public plazas.

### Setbacks

Where adjacent to freeway/highway right-of-way a minimum of 50-ft of privately owned land along the right-of-way should be free of buildings and parking, with a total of 80-ft in width landscaped (including privately owned land and available public highway right-of-way).

### Parking

Off-street parking is typically provided in surface parking lots; though parking structures and shared parking among uses are encouraged. Parking areas should not be located within a 200-ft radius of the center point of a major street intersection or gateway, unless located behind a building. The visual impact of parking is mitigated through the use of landscaping, and building orientation. Large expanses of parking should not be directly visible from the freeway/highway.

### Connectivity

Streets within the district include landscaping and sidewalks. Supporting uses such as retail, restaurant and service uses are centrally located to provide convenient access to the majority of employees within the area. Connections to public parks and trails are provided for the benefit of employees.

### Building Form and Character

Large buildings should be located and designed to minimize windowless walls and services areas visible from the freeway/highway. Orientation of structures and landscaping generally provide screening of docks and trucks from public view.



*Buildings at focal point intersections should include enhanced design to create a gateway focal point.*



*Landscape setbacks are provided along freeway frontages.*



*Parking and loading areas are screened from view along major streets.*



*Large buildings are designed to minimize windowless walls visible from streets and highways.*

## Land Use Policies

- LU-1 Balance future growth by preserving existing stable neighborhoods and focusing commercial and residential growth in mixed-use centers and corridors at a pedestrian scale.
- LU-2 Encourage the redevelopment and reuse of lands used in the past or already used for linear “strip commercial” development to uses compatible with adjoining neighborhoods and focus more compact “nodal” pattern of higher intensity development to mixed-use activity centers. Include densities in these areas that support transit use.
- LU-3 Include a variety of housing types with varying levels of affordability as part of the mix of activities accommodated in the redevelopment of the mixed-use activity centers.
- LU-4 Proactively facilitate infill development for private developers through active land assembly, land reclamation and street and utility system improvements.
- LU-5 Direct large-scale commercial and auto-oriented uses dependent upon high traffic volumes to freeway interchange activity centers.
- LU-6 For industrial activities which tend to have substantial off-site impacts or demands on public services, limit the zones where they are permitted outright, and require additional reviews where they may be appropriate.
- LU-7 Establish a unique architectural theme and sense of place in new developments that differentiate Coppell from other communities.
- LU-8 Encourage the use of materials, architectural design, and a quality of finish work which reinforce the sense of Coppell as one that is built for beauty and to last. Reflect this quality in both public and private development projects.

# Parks and Open Space

Great parks and open space networks consist of more than trails, ballfields and recreational facilities, but also of neighborhoods, schools, civic institutions, neighborhood centers, streetscapes and people. Their components are woven into the fabric of Coppell and enrich the activities of everyday life.

Public and private spaces play a strong aesthetic role in Coppell. These spaces function primarily as ornaments, enhancing the appeal and value of the community's streets, buildings, drainage and utility corridors, and everything around them.

One of the 2030 Vision's five pillars focuses on **Community Wellness and Enrichment** and addresses the importance of community gathering places, a multi-use trail system connecting the City, recreation and programs and services, cultural arts and amenities, and personal wellness and fitness. Parks and open spaces also play a key role for strategies in other pillars of the 2030 Vision including a Sense of Community, a Special Place to Live, Business Prosperity, and a Sustainable Community.

This section of the Coppell 2030 Plan provides an overview of the community's Vision 2030 for its Parks and Open Space system.

## VISION 2030 GOALS

- *Community Gathering Places*
- *Recreational Programs and Services for All Generations*
- *Expand Cultural Arts Amenities and Opportunities*
- *Residents Wellness and Longevity*
- *Community Education Programs and Support of Top Quality Schools*

## Parks and Open Space Planning Context

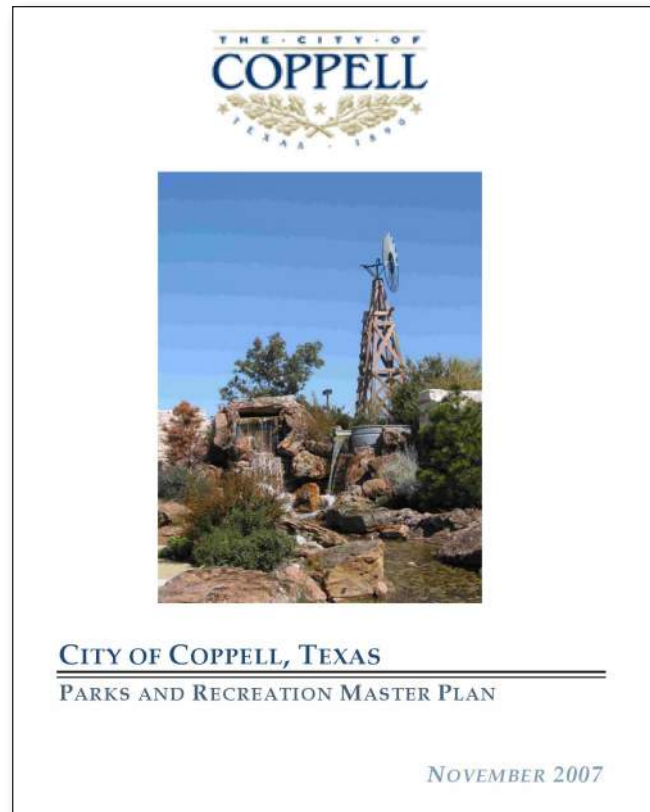
The 2030 Plan serves as the vision and the framework for long-range public policy decisions. The parks and open space planning framework is further supplemented by the Parks and Recreation Master Plan and the City-Wide Trails Implementation Plan (summarized in the Transportation and Mobility Section) which provide a detailed guide for implementing the vision and primary objectives identified by the community. These supplemental Master Plans are intended to provide guidance for many years; however they are expected to be periodically updated. Each update should reflect the current conditions within the City, neighboring communities, and the region as a whole while remaining true to the 2030 Vision reflected by the Comprehensive Plan.



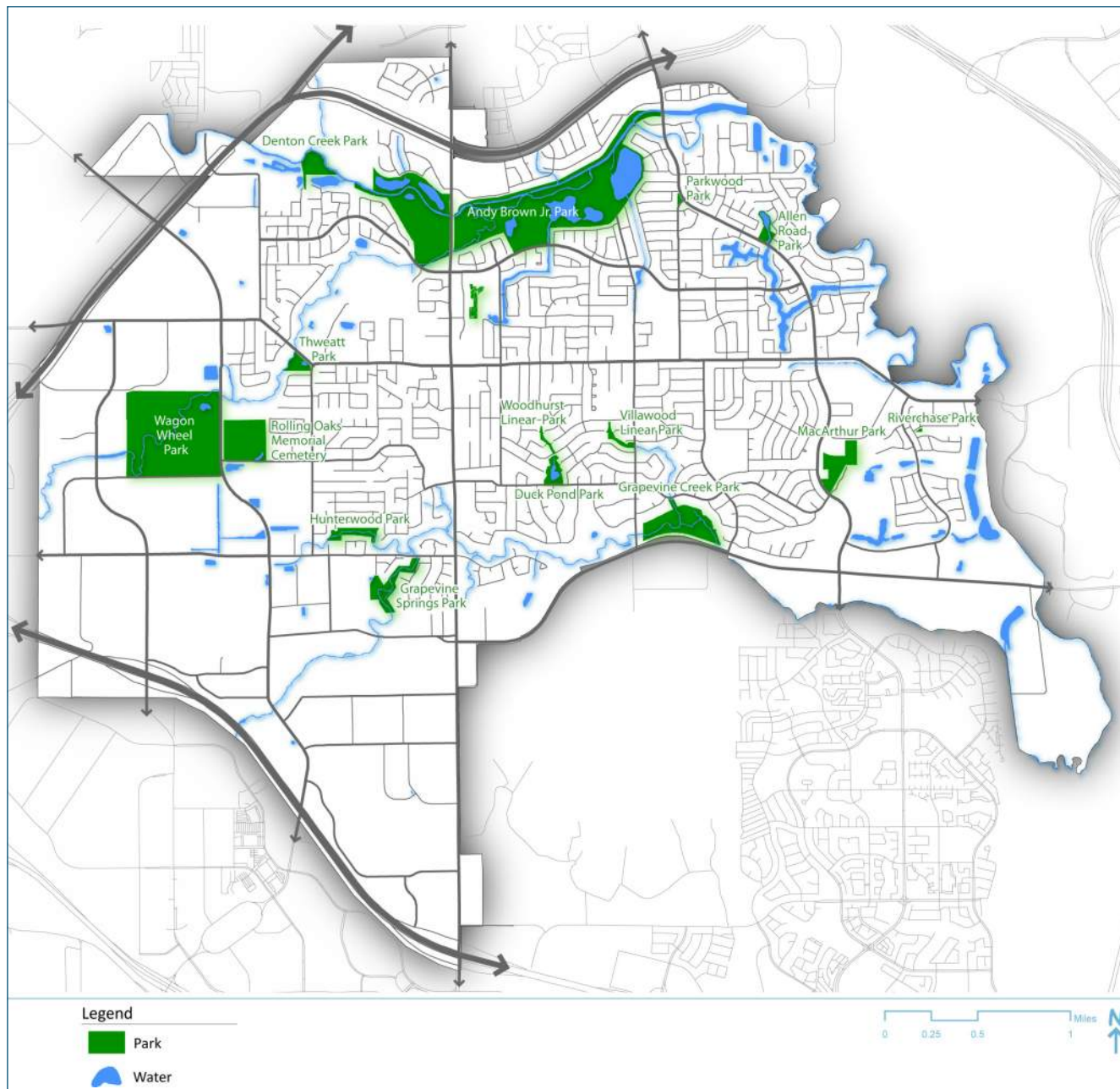
### Parks and Recreation Master Plan

The 2007 Parks and Recreation Master Plan serves as the City's guiding Plan focused on facility and programming needs. Implementation strategies of the Master Plan are intended to achieve the following:

- Ensure public safety and well maintained facilities expected by the community.
- Increase customer service offerings.
- Ensure longevity and sustainability of resources and facilities.
- Provide a variety of recreational opportunities and program offerings that meet the various existing and changing needs of the community.







*“Leave all the afternoon for exercise and recreation, which are as necessary as reading. I will rather say more necessary because health is worth more than learning.”*

- Thomas Jefferson

## Public and Private Open Space Characteristics

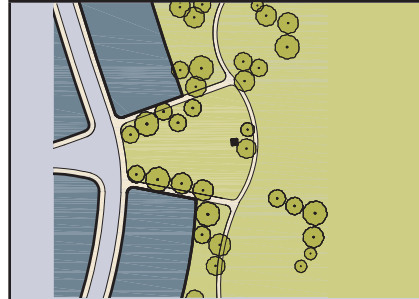
Existing and future parks and open spaces in Coppell are organized across transect zones reflected by the Future Land Use Plan, ranging from naturalistic corridors to formal civic spaces.

Appropriate  
Transect  
Zones

### Park:

A natural preserve available for unstructured recreation or structured recreation activities such as playgrounds, sports fields, and sports courts typically independent of surrounding building frontages and streets.

- Often irregularly shaped but may be linear in order to parallel creeks and other natural or utility corridors.
- Bounded by streets on a minimum of one side.
- Landscaping consists of informally arranged trees and shrubs. The topography may be irregular.
- Impervious surfaces typically less than 15 percent.
- May include tot lot play areas for children as well as open shelter and benches.
- May include a community garden with a grouping of garden plots available to nearby residents for small-scale cultivation, including storage facilities for necessary equipment.

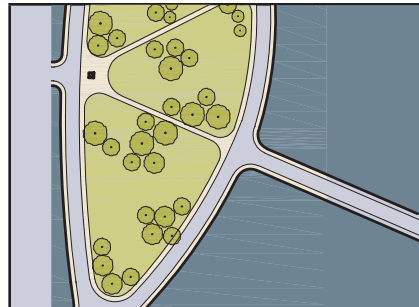


T1  
T3

### Green:

An open space available for unstructured recreation spatially defined by abutting streets.

- Landscape typically consists of lawn and trees, naturalistically disposed.
- Generally contains a minimum 60 percent turf, ground cover, soil, or mulch, with the balance of the area containing a paved surface.
- Bounded by streets on a minimum of two sides.
- Typically furnished with paths, benches, and open shelters.
- Buildings that share an adjacent common boundary with a green must orient front facades toward the green as though it were a primary street.



T3  
T4  
T5

Graphics adapted from the SmartCode Version 9.2

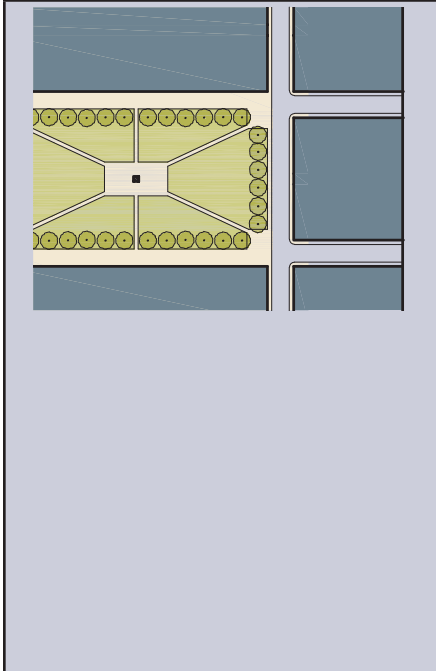
# Public and Private Open Space Characteristics

Appropriate  
Transect  
Zones

**Square:**

A formal open space available for unstructured recreation and civic purposes, spatially defined by building frontages and streets.

- Typically located at the intersection of important thoroughfares.
- Bounded by streets on a minimum of three sides.
- Landscape consists of paths, lawns and trees, formally disposed.
- Generally contains a minimum 30 percent turf, ground cover, soil, or mulch, with the balance of the area containing a paved surface.
- May be level, stepped, or gently sloping.
- Typically furnished with paths, benches, and open shelters
- Buildings that share an adjacent common boundary with a square must orient front facades toward the square as though it were a primary street.

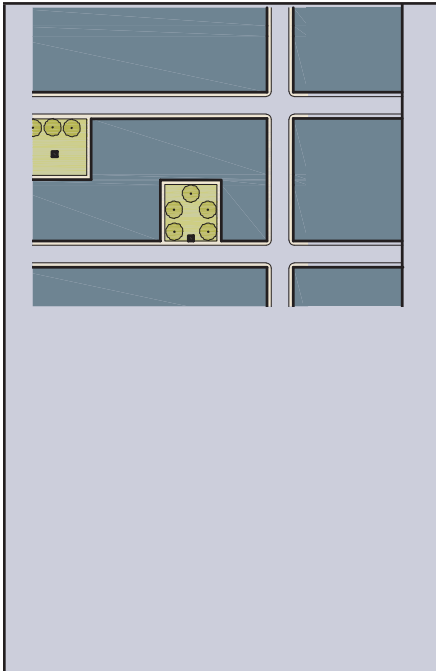


T4  
T5  
T6

**Plaza:**

A formal open space available for civic purposes and commercial activities spatially defined by building frontages and streets.

- Typically located at the intersection of important streets.
- Bounded by a street on at least one side.
- Landscape consists primarily of paved surface, but may include trees and shrubs planted in formal patterns.
- May be level, stepped, or gently sloping.
- Typically furnished with paths, benches, and open shelters.
- Buildings that share an adjacent common boundary with a plaza must orient front facades toward the plaza as though it were a primary street.



T1  
T3  
T4  
T5  
T6

Graphics adapted from the SmartCode Version 9.2

## Parks and Open Space Policies

- P-1 Maintain master development plans for city parks that address user group needs, development priorities, development and maintenance costs, program opportunities, financing strategies and citizen involvement.
- P-2 Base priorities for improving and developing parklands on documented needs and criteria including long-term maintenance costs, location in deficient areas, broad community support, location adjacent to schools and other public facilities, support of neighborhood stabilization and community development projects and policies, and consistency with park master development plans.
- P-3 Create neighborhood or community gathering spaces in each activity center.
- P-4 Encourage the beautification of Coppel by incorporating appropriate streetscape elements along thoroughfares and at major intersections.
- P-5 Provide a part of the construction cost of public projects for the purchase and installation of art.
- P-6 Create incentives for the provision of public art as part of private development projects.
- P-7 Emphasize important places, transitions and gateways within Coppel by celebrating them with works of public art.
- P-8 Coordinate parks planning with the school district and develop joint-use agreements.

# Transportation & Mobility

Since first preparing a Transportation Plan to support the growth and build out of Coppell the local street and highway system has been the primary means of travel between neighborhoods, to community destinations and areas of employment, and to link with the greater metropolitan area.

Through the Vision 2030 process, the community outlined the desire to significantly enhance mobility and the diversity of available transportation options within Coppell and connections to the region. This includes a desire for a more walkable community, multi-use trails, and effective public transit linking neighborhoods to various community destinations.

## Transportation System Principles

- Connect community activity centers
- Complete bicycle and pedestrian corridors
- Create human-scale walkable streets in neighborhood and community activity centers
- Plan for transit service both intra-city and inter-city

## Transportation Planning Context

The Coppell 2030 Transportation Plan builds on past and current plans and policies in Coppell, and the region. These include the City's existing Thoroughfare Plan, City-Wide Trails Implementation Plan, DART 2030 Transit System Plan, and Mobility 2030: The Metropolitan Transportation Plan for the Dallas-Fort Worth area.

### 1996 Thoroughfare Plan

Using the framework of two adjacent freeways – IH-635 and SH 121 – the Thoroughfare Plan adopted with the 1996 Comprehensive Plan identified a network of 2-lane, 4-lane, and 6-lane roadways distinguishing streets based on their ability to support automobile travel. The Plan used a functional class for determining right-of-way requirements and the number of vehicle lanes. The hierarchical system of streets had four functional classifications – Freeways, Principal Arterials, Collector Streets, and Residential Streets. This system significantly focused on facilitating high speed automobile travel and reduced travel time, but often did not adequately integrate Context Sensitive Solutions (CSS) for the safety and mobility needs of other users such as pedestrians, bicyclists, and transit riders.

## VISION 2030 GOALS

- *Quality Mobility Within Coppell*
- *Easy Access to the Dallas-Fort Worth Region*
- *Multi-Use Trail System Connecting the City*



*“This is the vision, to create a changed transportation system that offers not only choices among travel modes for specific trips, but more importantly presents these options so that they are real choices that meet the needs of individuals and society as a whole. Making this vision a reality must begin now.”*

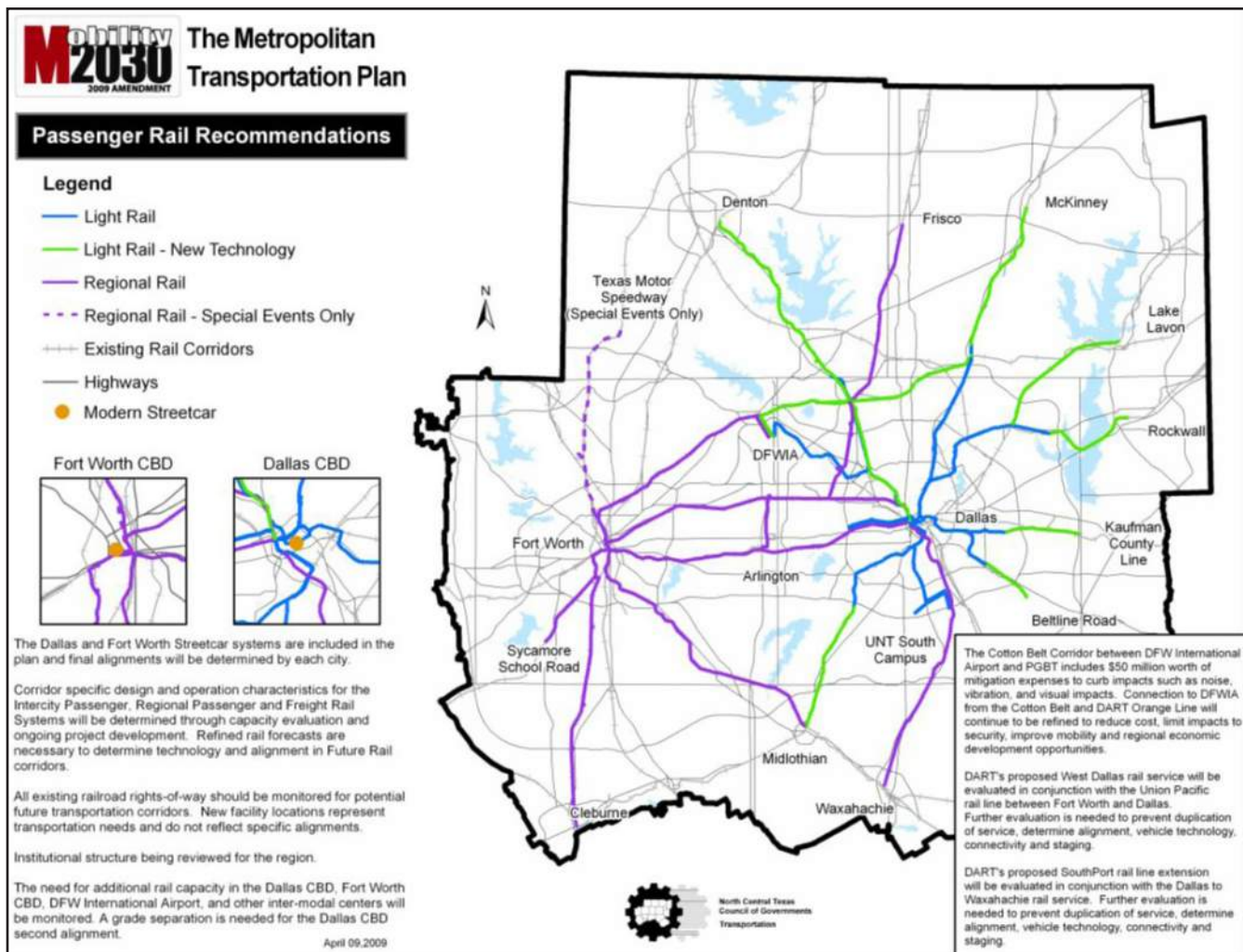
– Source: *The National Bicycle and Walking Study*

## Mobility 2030

**Mobility 2030: The Metropolitan Transportation Plan** for the Dallas-Fort Worth Area, 2009 Amendment is the defining vision for transportation systems and services in the Dallas-Fort Worth (DFW) Metropolitan Area. This plan was approved in April 2009 by the Regional Transportation Council (RTC), serving as the Metropolitan Planning Organization (MPO) for the DFW Metropolitan Area. The Metropolitan Transportation Plan guides the implementation of multi-modal transportation improvements, policies, and programs in the DFW Metropolitan Area through the year 2030.

The Coppell 2030 Transportation Plan acknowledges the recommendations and policies of Mobility 2030 by providing the framework for implementation at the local level. Key elements of Mobility 2030 integrated into the Coppell 2030 Transportation Plan include, but are not limited to:

- Sustainable Development Practices
- Intelligent Transportation Systems
- Pedestrian / Bicycle Systems
- Regional Rail and Bus Transit Systems
- Roadway Systems and Regionally Significant Arterials



Source: North Central Texas Council of Governments

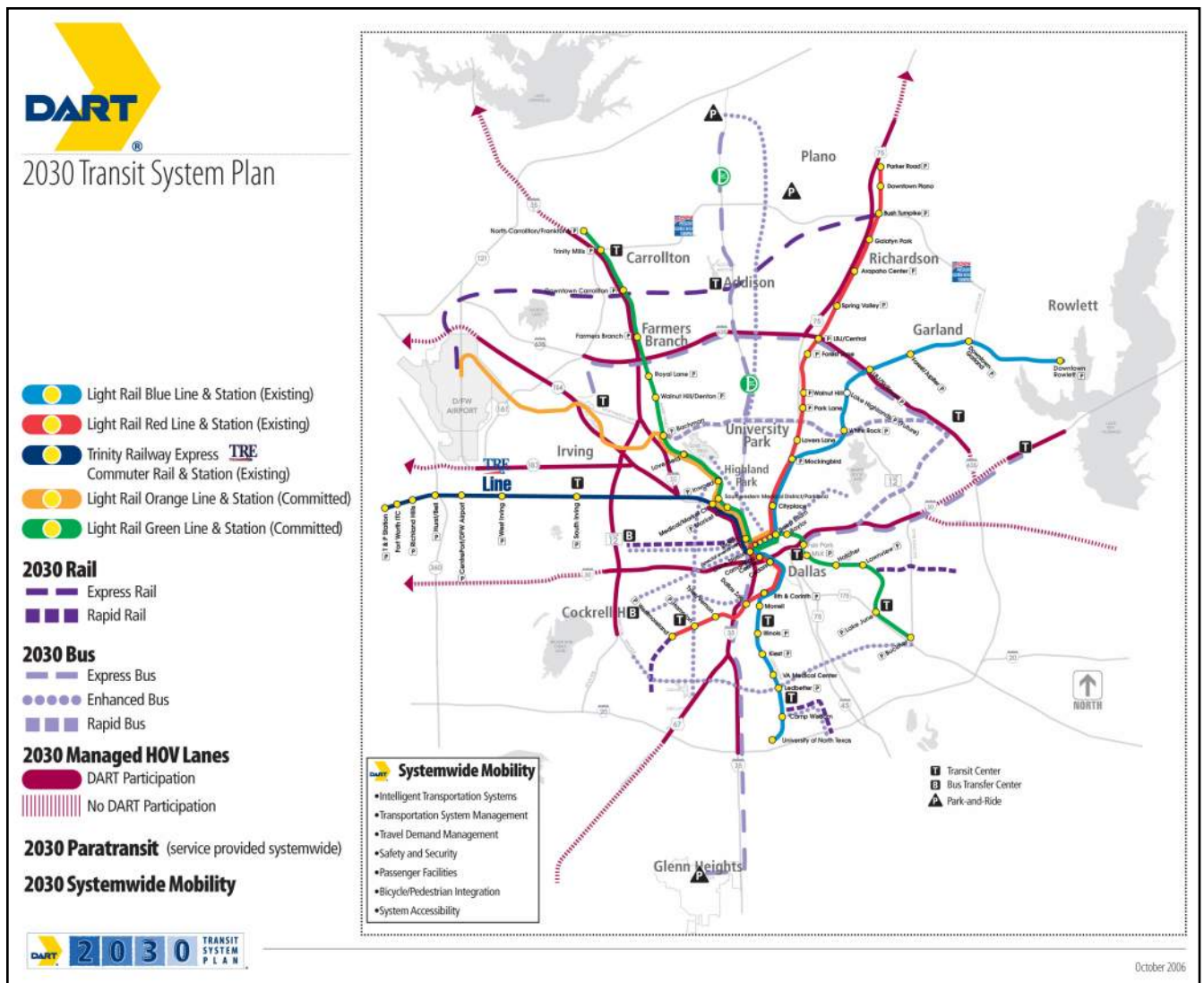
## DART 2030 Transit System Plan

Convenient access to transit service is an important component of an effective multi-modal transportation system for Coppell in 2030. Because a large percentage of local residents work outside of Coppell and many local employers rely on employees who reside outside the city, it is important to plan for alternative transportation modes to get them to and from their destinations within the region as traffic congestion will continue to worsen as the region's population grows.

The existing Cotton Belt rail line along Belt Line Rd. at the City's southern boundary is slated for future express rail service in DART's 2030 Plan. The DART Plan identifies a future DART rail station to be located within this corridor either on the City-owned North

Lake property or in the vicinity of the MacArthur Blvd. intersection. Due to the regional transportation significance of the Belt Line Rd. corridor, it is designated for the highest intensity development within and adjacent to Coppell and also offers significant opportunities for future economic development.

The Belt Line Corridor is designated for a mix of Transit Oriented Development (TOD), Community Mixed-Use Centers, and Urban Residential Neighborhoods. In order to support future development, as well as connectivity of riders to the transit station, multi-modal accommodations are essential throughout the corridor and the thoroughfares linking to this area. More detailed development concepts for this corridor are provided in Chapter 4.



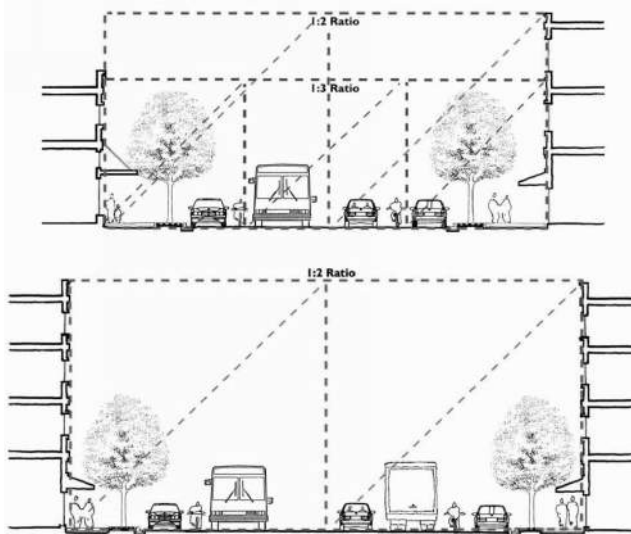
Source: Dallas Area Rapid Transit

## Context Sensitive Solutions (CSS)

The Coppell 2030 Plan transportation system applies the concepts and principles of context sensitive solutions in the planning and design of thoroughfares for walkable communities. Recommended practices for these concepts and principles are described by the Institute of Transportation Engineers (ITE) in the 2010 manual *Designing Walkable Urban Thoroughfares: A Context Sensitive Approach*.

Transportation systems in Coppell should be designed and constructed according to standards sensitive to the context of the neighborhoods and districts through which they pass. Thoroughfares play a key role in creating urban form. Designing thoroughfares to enhance community design and character requires understanding the ingredients of creating great places.

One of the key considerations in creating human scale, walkable places is the ratio of the height of buildings to the width between building facades on each side of the thoroughfare. To create human scale environments, this ratio should be between 1:2 and 1:3 as depicted in the figure from the ITE manual.



### Future thoroughfares in Coppell will:

- Balance safety, mobility, community, and environmental goals in all projects;
- Address all modes of travel;
- Use the context of adjacent buildings and land uses to define the character of the roadway;
- Apply flexibility in street design standards;
- Incorporate aesthetics as an integral part of good design; and
- Involve the public, stakeholders, and an interdisciplinary team of professionals early and continuously throughout the planning and project development process.

## Urban Form Context

The ITE Context Sensitive Approach design manual describes the features that create urban context:

### Land Use

Variations in land use have a fundamental impact on automobile travel demand and affect the width and design of the streetside (area between the curb and the edge of right-of-way including sidewalks). For example, residential uses typically have less need for sidewalk space than similarly scaled mixed-use blocks with ground floor commercial retail uses, where space for window shopping, outdoor dining, newspaper racks and other street appurtenances add to the sidewalk width.

### Site Design and Urban Form

The ways in which buildings, circulation, parking and landscape are arranged on a site has an effect on where a thoroughfare and its context fall in the continuum of walkability. The specific elements of site design that contribute to defining urban context include:

- Building orientation and setbacks
- Parking type and orientation
- Block length

### Building Design

The design of buildings is a significant contributor to context and the priority that the context gives to walking. Some aspects of how building design helps define urban context include:

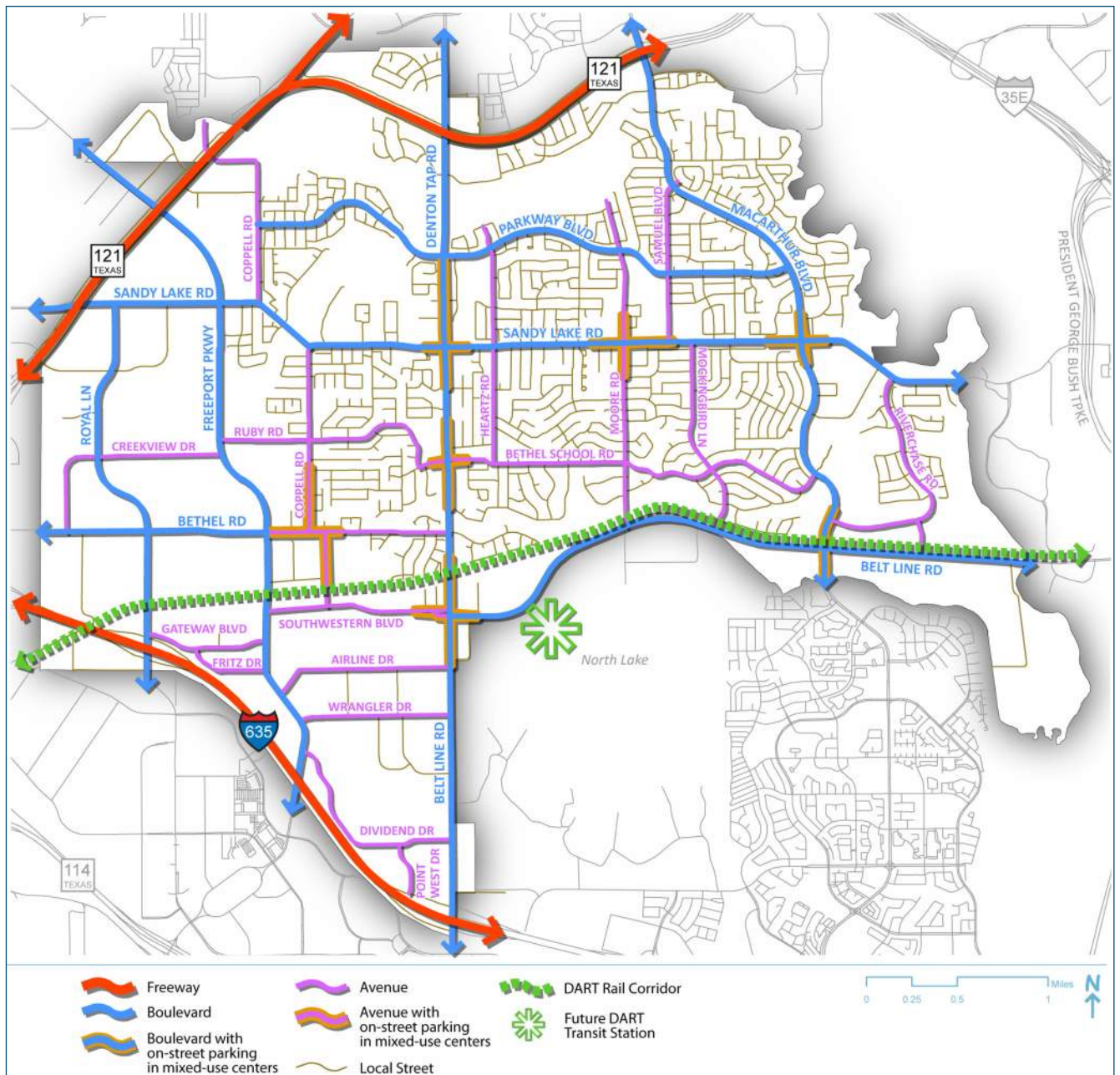
- Building height and thoroughfare enclosure
- Building width
- Building scale and variety
- Building entries









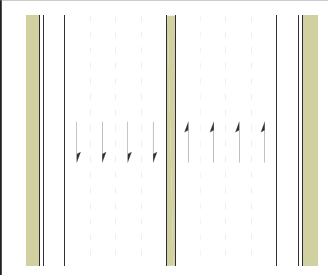
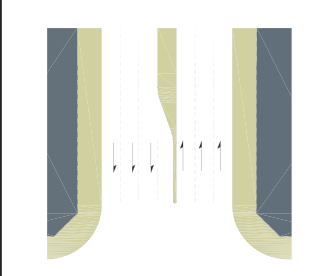
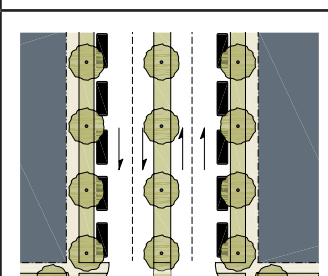
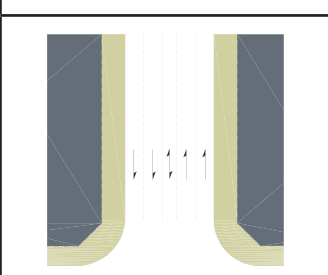
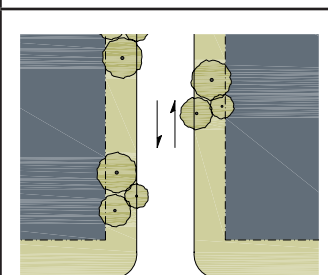
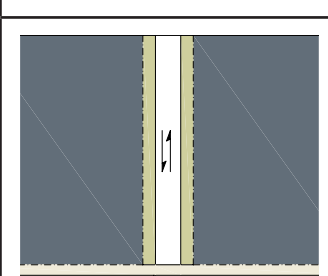
# Coppell 2030 Transportation Plan

The Coppell 2030 Plan transportation system balances the regional, community, and neighborhood functions to achieve the desired community form and character. These functions include roadways, trails, pedestrian systems, and transit. Since it will be necessary to transition the design and function of existing streets over time, the 2030 Transportation Plan outlines a framework for context sensitive street types which should be used as a guide to update the City's existing street design manuals with integrated standards for Context Sensitive Solutions.

The context sensitive street types are defined on the following page, and designated on the Coppell 2030 Transportation Plan map below. The map also identifies areas where on-street parking should be integrated with future redevelopment of the neighborhood and community mixed-use activity centers designated by the Future Land Use Plan. The form and character of each street type is recommended with the understanding that the final design may vary based on further study and determinations of the city, transportation planners and engineers, key stakeholders, and citizens-at-large.



Thoroughfare Type		Functional Classification and Definition	
Freeways		Principal Arterial	High speed, controlled access thoroughfares with grade-separated interchanges and no pedestrian or bicycle access. They carry regional and interstate traffic and include a parallel frontage road system to access freeway commercial and industrial land uses.
Boulevard (High Speed)		Principal or Minor Arterial	Divided arterial thoroughfare designed to primarily carry higher speed (40 mph or more), long distance traffic and serve large tracts of separated single land uses (e.g. freeway commercial shopping centers, industrial areas and business parks). These boulevards emphasize traffic movement, and signalized pedestrian crossings and cross streets may be widely spaced. Pedestrian accommodations typically consist of sidewalks or trails set back from the street with a landscape buffer. Bicycles may be accommodated with bike lanes or on separate trails. Buildings or parking lots adjacent to boulevards typically have large landscape setbacks. No on-street parking is provided.
Boulevard (with Parking)		Principal or Minor Arterial	Walkable, low speed (35 mph or less) divided arterial thoroughfare in urban environments designed to carry both through and local traffic, pedestrians and bicyclists. These boulevards are typically 4 lanes or wider and typically accommodate curb parking. They may be designed as multi-way boulevards to provide local access to retail and commercial uses. Pedestrian accommodations may include wide sidewalks adjacent to the street curb with streetscaping for the pedestrian realm.
Avenue		Principal or Minor Arterial / Collector	Walkable, low speed (35 mph or less) urban arterial or collector thoroughfare typically serving mixed use centers and neighborhoods. Avenues serve as primary pedestrian and bicycle routes and may also serve as local transit routes. Avenues are typically 2 lanes, but may be up to 4 lanes. Some avenues may feature a raised landscape median and also accommodate on-street parking in mixed use centers and higher density residential areas. These higher intensity areas have wider sidewalks and more streetscape amenities lining the sidewalk edge.
Local Street		Local	Walkable, low speed (25 mph) thoroughfare in urban areas and neighborhoods primarily serving abutting properties. Local streets are designed to connect residential neighborhoods with each other, connect neighborhoods with neighborhood and community centers, and connect to arterial streets. These streets are 2 lanes and may serve local travel through mixed-use centers, commercial and industrial districts. On-street curb parking is provided.
Alley / Rear Lane		Local	Very low-speed (5-10 mph) vehicular driveway located to the rear of properties, providing access to parking, service areas and rear uses such as secondary units, as well as an easement for utilities.

Thoroughfare Assembly Concepts		Design Parameters
Freeways		<ul style="list-style-type: none"> <li>Controlled access</li> <li>No pedestrian or bicycle provisions</li> </ul>
Boulevard (High Speed)		<ul style="list-style-type: none"> <li>4-6 lanes</li> <li>Turn lanes at intersections</li> <li>Landscape median</li> <li>6-foot sidewalks setback from curb</li> <li>Bicycle provisions where possible</li> </ul>
Boulevard (with Parking)		<ul style="list-style-type: none"> <li>3-5 lanes (1 turn lane)</li> <li>2 one-way slip roads (in some instances)</li> <li>6-20 foot wide sidewalks in Mixed-Use Districts</li> <li>Bicycle provisions</li> </ul>
Avenue		<ul style="list-style-type: none"> <li>2-4 lanes</li> <li>Undivided or divided with landscape median</li> <li>Parking lanes in Mixed-Use Districts</li> <li>6-20 foot wide sidewalk in Mixed-Use Districts</li> </ul>
Local Street		<ul style="list-style-type: none"> <li>2 lanes</li> <li>Low design speed</li> <li>Unmarked on-street parking</li> <li>5 foot sidewalks</li> <li>Bicycle on-street</li> </ul>
Alley / Rear Lane		<ul style="list-style-type: none"> <li>No parking</li> <li>No sidewalks</li> <li>Wider pavement provided in Urban Residential and Mixed-Use Districts</li> </ul>

Graphics adapted from the SmartCode Version 9.2

## Key Transportation System Components

This section describes other key components of the transportation system which include:

- Vehicle Lanes and Storm Water Management
- The Pedestrian Realm
- Trails
- Bicycle Routes
- Transit
- Sustainable Transportation Options

### Vehicle Lanes and Storm Water Management

Most area within a thoroughfare is dedicated to moving and parking vehicles. This area consists of the main travel lanes and medians, and on-street parking where appropriate. As described in the Thoroughfare Assembly table, the vehicle lane configuration, width and parking type will vary depending upon the context in which the thoroughfare exists.

While travel lanes are primarily utilitarian, the design of the main travel zone offers opportunities to create community identity. Coppell has good existing standards for roadway median landscaping outlined by the City’s streetscape standards and should continue implementing these improvements.

The main travel lanes also serve as conveyors of storm water to the community’s storm water drainage system. This function offers opportunities to implement more sustainable storm water management techniques in new or redesigned thoroughfares by allowing storm water to be captured and filtered in natural drainage areas within the street right-of-way.



*Median landscape treatment along Sandy Lake Rd. which is a high speed boulevard.*



*This “green” street in Seattle has a vegetated swale between the street edge and the sidewalk, providing natural drainage and filtering of storm water in a residential area.  
Credit: NY Street Design Manual, Abby Hall*



*This multi-way boulevard concept in a mixed-use urban environment provides on-street parking and a sidewalk with “green” solutions within the median.  
Credit: NY Street Design Manual , NY DOT*



*This “green” solution is located along the side of a boulevard in a pedestrian-oriented environment.  
Credit: NY Street Design Manual , NY DOT*

## The Pedestrian Realm

Another key component of the transportation system is the pedestrian realm, which is a three and four-dimensional experience. The first two dimensions of the pedestrian realm are depicted on engineering drawings and consist of the width and length of the ground plane. The third dimension of the pedestrian realm contains the vertical elements: building wall or building activity edge, building signing, the street furniture, parkway, trees, tree wells, planters, lights, and the curb edge to the street which may or may not have parking. The fourth dimension is the experiential aspect gained from moving along the sidewalk over time.

### Pedestrian Realm Guidelines

- Sidewalks sufficiently wide to accommodate pedestrian flow, particularly in higher intensity mixed-use centers and urban residential areas.
- Sidewalks of interesting texture and color in mixed-use centers. Texture does not necessarily mean brick, but can be created by scored concrete, changes in materials and shadowing.
- Sidewalks are carried across the street through well-defined pedestrian crosswalks. Material changes can act as traffic calming devices.
- Lighting poles and illumination are well designed, attractive at the base and provide adequate lighting of the pedestrian realm. The fixtures should be used as a single lower pole height on narrow streets and with higher pole heights on the wider streets.
- Street trees of proper type, height, foliage, trunk sizes, planting location along retail, office, residential, civic and institutional streets.
- The curb edge should buffer the pedestrian from traffic. In mixed-use centers parallel or head-in parking should be present whenever possible. Where parking cannot be provided, bollards, street trees, or other decorative features may be used.
- Street furniture in mixed-use centers may include benches, planters, trash containers, and public art. The design location and grouping of these elements is dependent on the function, size, building type and edge activities. In front of retail and office uses, civic, and institutional uses the pedestrian realm should have benches, planters, trash receptacles, kiosks, street art, and transit shelters where service is available.



*Residential neighborhood streets should include a street tree canopy to provide shade for the pedestrian zone.*



*Mixed-use centers should have wide sidewalks with interesting texture.*



*Material changes help define pedestrian crossings through streets and driveways, and also help slow vehicular speeds.*



*A comfortable pedestrian realm includes a curb edge, street trees, pedestrian-scale lighting and street furniture such as this example in Southlake.*

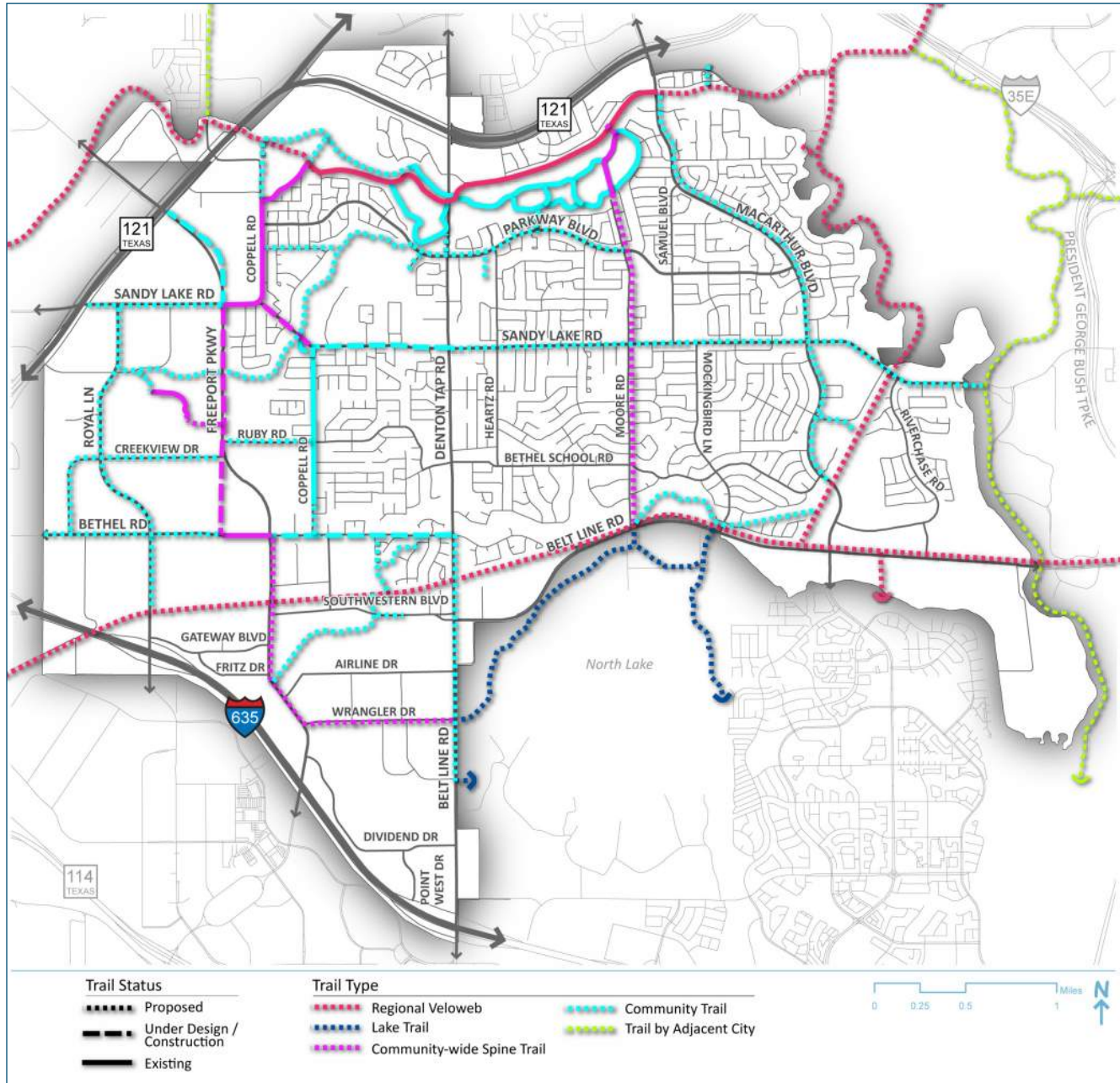
### Trails

The Coppell 2030 transportation system includes an extensive network of regional and community trails and neighborhood sidewalks to link people to places. Shared use trails are typically used by walkers, joggers/runners, cyclists (typically children and recreational adult riders), mountain biking, and in-line skaters and scooters.

Regional Veloweb trails and community-wide spine trails provide linkages from Coppell to adjacent communities and the DFW metropolitan region. The

Veloweb is primarily a series of 12-foot wide off-road trails designed for use by fast-moving bicyclists. Community trails are minimum 8-foot wide and provide local area connections between neighborhoods and key destinations including parks and recreation facilities, schools, mixed-use centers, and employment centers. Local neighborhood sidewalks connect neighborhood blocks together and provide direct linkages to the broader trail network.

City of Coppell Trails Plan



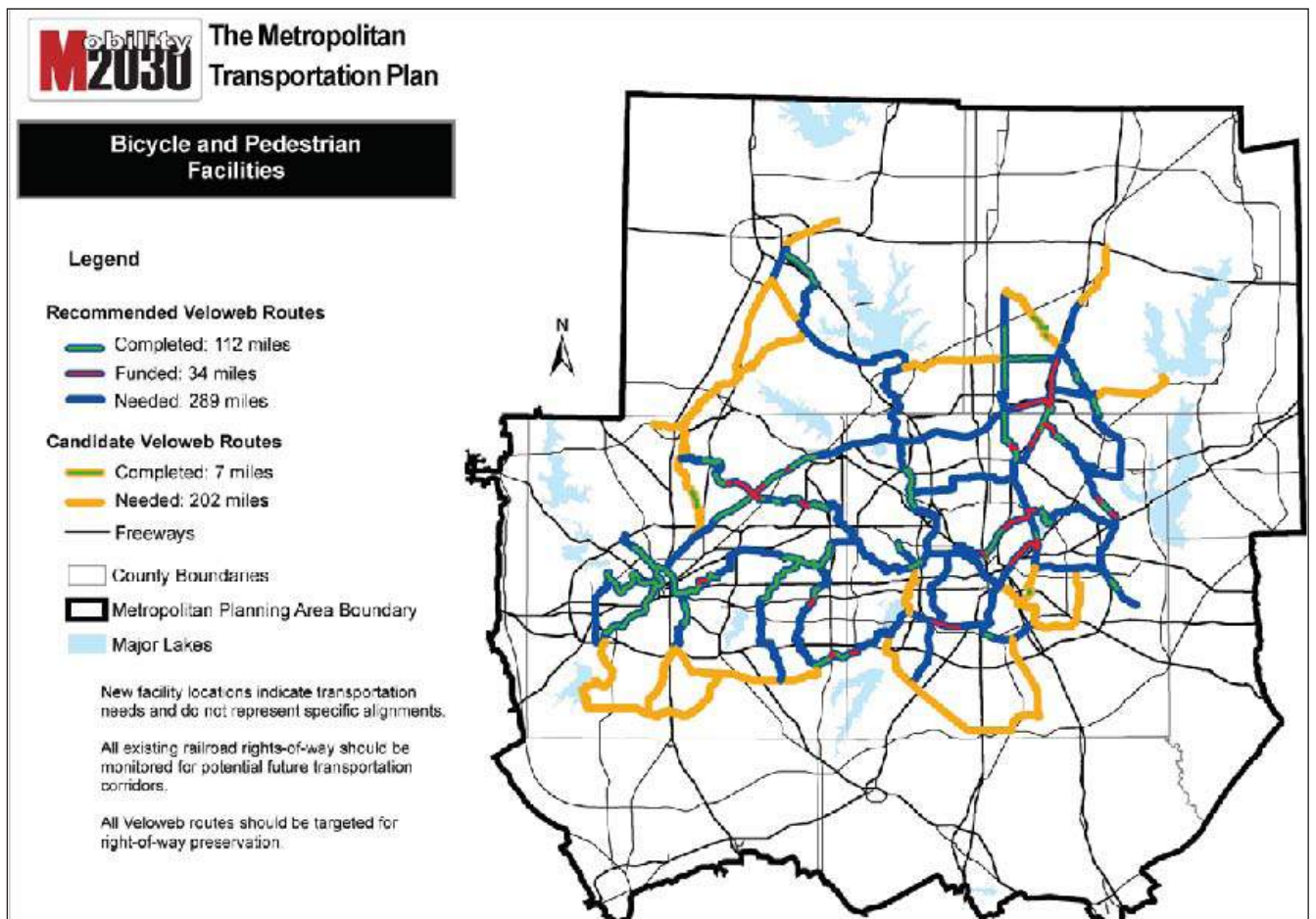
## Bicycle Routes

A key recommendation of Mobility 2030 is the importance of improving bicycle mobility throughout the DFW region, for both off-street and on-street cyclists. The regional Veloweb trail network and local community trails provide facilities for children and less experienced adult cyclists. However Mobility 2030 also provides recommended policies to establish a systematic method of improving on-street bicycle mobility for experienced bicyclists.

- Adopt local street and right-of-way standards that accommodate extra widths or lanes needed for bicycle traffic. In order to provide the minimum level of safety to bicyclists, arterials should provide a 15-foot wide outside lane and collectors should provide a 14-foot wide outside lane for bicyclists and motorists to share the road more safely.
- Provide dedicated bicycle lanes along appropriate corridors to safely accommodate bicyclists on some collector and arterial roadways in urban areas.

Bicycle lanes should have a minimum width of 4-feet from gutter seam to lane stripe, with 5-feet preferred or 6-feet when adjacent to on-street parking. Bicycle lanes must be designed in conformance with the American Association of State Highway and Transportation Officials' guidelines.

Moore Rd. in Coppell north of Belt Line Rd. is identified for 4-6 foot on-street bike lanes in addition to 5-6 foot off-street sidewalks. The Coppell 2030 Transportation Plan recommends a larger network of on-street cycling facilities, including shared roadways (no bikeway designations), signed shared roadways (designated by bike route signs as the best route for bikes to share with vehicles), and bicycle lanes (suited with the appropriate markings and signage for corridors with high demand for bike use by advanced cyclists).



Source: North Central Texas Council of Governments

## Transit

Convenient access to transit service is an important component of an effective multi-modal transportation system for Coppell in 2030. Vision 2030 identified easy access to the Dallas-Fort Worth Region as an important mobility goal. With roadway capacities unable to keep pace with population growth in the region, transit is a key component to providing regional access for the citizens of Coppell. The Coppell 2030 Plan addresses transit at two levels, intra-city and inter-city. Intra-city transit will serve the local transit needs of Coppell residents and will connect activity centers. Inter-city transit will connect Coppell residents to the greater Dallas-Fort Worth Region and will provide improved access to DFW Airport.

### Intra-City

Coppell 2030 Plan envisions the creation of numerous neighborhood and community activity centers that will be hubs of activity that provide retail, restaurant, service, civic and residential uses all within compact, mixed-use developments. An intra-city circulator transit system is one way to provide connectivity between these activity centers while reducing congestion on local roadways.

Because transit requires higher densities of residential development within compact areas to be an effective alternative to automobile transportation, Coppell will not be ready to implement a circulator bus or trolley system until significant redevelopment occurs within the planned activity centers. Once the neighborhood and community activity centers have redeveloped to include higher density residential housing products, ridership potential may justify the introduction of local transit service. Once potential ridership exists to justify local transit, a detailed transit system study is needed to identify appropriate routes and system characteristics.

As Coppell's thoroughfares are modified over time to implement the recommendations in this plan, accommodation of local transit service will play an integral part of the thoroughfare design process.

### Inter-City

The primary provider of inter-city transit services that will serve Coppell is Dallas Area Rapid Transit (DART), which provides bus and rail transit service to participating regional cities. The City of Coppell is not a member of the DART system. However, DART controls the Cotton Belt rail corridor which parallels Belt Line Rd. on the southern boundary of the City. This rail corridor is planned for future passenger train service linking into the rest of DART and the region's rail transit system.

While the City is not a member of the DART system, it does own property south of Belt Line Rd., the North Lake property, which is a potential location for a future DART rail station on the Cotton Belt line. The Coppell 2030 Plan identifies this area for transit oriented development and Chapter 4 of the Plan discusses in further detail the development opportunities for areas in proximity to a future DART transit station.

The City will continue its work with DART and other regional transportation organizations to determine the most cost-effective means of providing its residents with access to regional transit service.

As the City plans for rail transit it must ensure compatibility with adjacent neighborhoods by implementing mitigation techniques including buffering (noise and visual impacts). The City should ensure it is involved and its interests are represented during the environmental review process.

## Sustainable Transportation Options

Conventional transportation technologies involve the use of fossil fuels for vehicle propulsion. However rising fuel prices and significant air quality and environmental impacts are causing awareness and interest in alternative transportation technology. Coppell 2030 Plan recommends exploring a range of options and technologies for environmentally friendly transportation circulation within the community and connections to the region.



## Transportation & Mobility Policies

- TM-1 Provide a balanced transportation system, less dependent on the private automobile, supported by both the use of emerging technology and the location of jobs, housing, commercial activity, parks and open space.
- TM-2 Improve mobility options and accessibility for the non-driving elderly, children, disabled, low- income and other members of the population.
- TM-3 Provide a safe and interconnected network of pedestrian and bicycle routes throughout the city, with connections to regional transit services, that provides linkages among employment sites, housing, and mixed-use centers.
- TM-4 Provide walking and biking corridors linking neighborhoods and other destinations in Coppell to the future DART station in the Belt Line corridor.
- TM-5 Provide short-term and/or long-term bicycle parking in commercial and mixed-use districts, in employment centers and multifamily developments, at educational facilities, in parks and recreational areas, at special events, and at transit facilities.
- TM-6 Provide an adequate supply of on-street parking to support land uses in existing and emerging mixed-use activity centers.
- TM-7 Implement traffic calming measures to minimize the impact of regional trips through Coppell, while supporting the travel needs of the community.
- TM-8 Participate in regional transportation planning activities and pursue opportunities to improve connectivity with the regional transportation system.
- TM-9 Work with the Coppell Independent School District to increase walking and biking to school by improving routes from neighborhoods to schools.





## CHAPTER 3

# Healthy NEIGHBORHOODS

COPPELL 2030 PLAN

Attractive and  
Well Maintained Neighborhoods

Safe Neighborhoods

Neighborhoods Contribute  
to Community Health

Multi-Generational Neighborhoods

Neighborhood Planning

Healthy Neighborhood Policies





## Introduction

Neighborhoods are the building blocks of a community. Coppell is fortunate to have a community of great neighborhoods. Over time, as the community ages, ensuring the long term health and value of its neighborhoods is a high priority of the citizens of Coppell. This chapter identifies strategies that will be employed to ensure the health of the city's family neighborhoods. The chapter is divided into sections that address neighborhood attractiveness, completeness, health, resident mix, safety, and sustainability.

*"The neighborhood is the basic building block of human society, and successful efforts to make the world a better place often start right there."*

*-Jay Walljasper*

Residents expressed priorities for their neighborhoods throughout Coppell Vision 2030. The Vision identifies the following priorities related to neighborhoods:

- *High-quality, well-maintained neighborhood infrastructure*
- *State of the art technology infrastructure serving every neighborhood*
- *A range of diverse housing choices for all generations*
- *Homes and landscaping are attractive and well maintained*
- *Homes and buildings meet current codes and community standards*
- *A high percentage of occupant ownership*
- *Neighbors are involved, know each other and help each other*
- *Residents have opportunities to live where they work and work where they live*



*Complete neighborhoods include quality housing for family generations.*



*Neighborhoods include gathering places and are connected with pedestrian and bicycle facilities.*



*Neighborhoods have convenient access to mixed-use centers with civic spaces and opportunities for social interaction.*

This chapter of the Coppell 2030 Plan provides the means through which Coppell will achieve the vision for its neighborhoods. This element is based upon the following guiding principles:

### Guiding Principles:

- *Attractive and well maintained neighborhoods*
- *Safe neighborhoods*
- *Neighborhoods contribute to community health*
- *Multi-generational neighborhoods*

### VISION 2030 GOALS

#### Special Place to Live

- *Quality Housing for Family Generations*
- *Revitalizing Neighborhoods*

#### Community Wellness and Enrichment

- *Community Gathering Places*
- *Multi-use Trail System*

#### Business Prosperity

- *Community Commercial Centers*
- *Home Offices and Home-based Businesses*

## Attractive and Well Maintained Neighborhoods

Coppell's neighborhoods are attractive and well maintained and this instills pride and a sense of ownership among residents. Some of the key aspects of neighborhood attractiveness include: identity signage, landscaping, fencing, home maintenance, architectural cohesiveness, vehicle parking, street conditions and a system of neighborhood governance that helps maintain standards for each of these characteristics.

Neighborhood attractiveness requires cooperation between the individual homeowners, the neighborhood or homeowners' association and the City of Coppell.



*Coppell's neighborhoods are attractive and well maintained.*



*Neighborhood infrastructure maintained by the City such as streetscape enhancements helps establish the aesthetic image of the community.*

### Public Infrastructure

*The primary principles of this category emphasize infrastructure provided by the City of Coppell.*



#### Sidewalks

Sidewalks are well maintained and of adequate size. Sidewalks are separated from the curb wherever possible with a planting strip large enough to support street trees or landscaping.



#### Parks and Playgrounds

Neighborhood parks and playgrounds are designed to complement the neighborhood aesthetic by incorporating a similar palette of landscape materials, fencing, lighting and architectural styles for any structures.



#### Utilities

Utilities are placed underground and above ground elements are placed in rear or side easements or are screened with landscaping, fencing or berms.



#### Street Lights

Street lights match the architectural character of the neighborhood and are maintained on a regular basis



#### Drainage

Storm water drainage areas are designed as neighborhood amenities where feasible and provide potential trail linkage opportunities.

## Private Infrastructure

*The primary principles of this category emphasize improvements constructed and maintained by developers and property owners, including homeowners associations.*



*Common open space maintained by homeowners is important to Coppell's image.*



### Entry Features

Neighborhood identity is established by well designed and landscaped entry features. Regular maintenance of entry features is the primary responsibility of the HOA or neighborhood association.



### Neighborhood Landscaping

Neighborhood landscaping areas, medians and amenity areas follow a consistent landscape design with materials that are native and require less frequent irrigation.



### Boundary Walls

Where appropriate, neighborhood boundary walls and fences are constructed of durable, attractive materials that require low maintenance. Fences and walls are architecturally integrated with the neighborhood design standards.



### Architectural Design Standards

Neighborhoods maintain their identity through the use of architectural design standards that ensure that new construction, additions and redevelopment are architecturally compatible with other structures within the neighborhood.



### Landscaping and Trees

Individual lawns are primarily landscaped with native and drought tolerant plants. Shade trees in front yards are oriented to create shade for sidewalks. Routine maintenance ensures that landscape materials add to neighborhood character.



### Home Maintenance

Homes are constructed of durable, sustainable materials that minimize maintenance requirements. Routine maintenance including paint, roofing materials, windows and doors is handled promptly to ensure every home in the neighborhood is attractive.



### Fences

Fences and walls on individual lots complement the architectural style of the house and that of neighborhood walls and fences. Materials are durable and routine maintenance ensures fences and walls remain attractive.



### Parking

Cars are primarily parked inside garages and on-street parking is reserved for visitors. Rear and side entry access to garages is preferred.



## Safe Neighborhoods

Coppell's neighborhoods are safe places for residents of all ages. Traffic on neighborhood streets is slow, sidewalk systems are complete, off-street trails and sidewalks connect neighborhoods to community parks, and parks and other community gathering places are designed to be highly visible while being separated from high speed traffic.

Neighborhood safety is improved when neighbors know each other and can watch out for each others safety. Residents encourage interaction among neighbors through regular neighborhood events, by including gathering places that are well designed and highly utilized. Residents also help implement programs that provide safe pedestrian and bicycle routes to school and safe places for children after school.



Photo: Dan Burden

Healthy neighborhoods have safe streets for residents of all ages and physical abilities.

### Safe Streets Principles

*The primary principles of this category emphasize safety in the public street right-of-way.*



#### Reduced Speed

The maximum speed on neighborhood streets is 25 mph. Wider streets or long blocks include traffic calming devices.



#### Parking

Primary residential parking is off-street. On-street parking is located so as to reduce potential blind spots and conflicts between pedestrians, cyclists and automobiles.



#### Rear Loaded Garages

Rear loaded garage are preferred, because they reduce conflicts between pedestrians, cyclists and automobiles. Where alleys are not feasible, front loading driveways are long enough to allow vehicles not to block sidewalks.



#### Landscaping and Fencing

Landscaping and fencing adjacent to parks, trails and gathering places is permeable to allow greater visibility of activity in those areas.



#### Street Lighting

Adequate street lighting is provided to increase neighborhood safety after dark.

### Safe Routes to School Principles

The primary principles of this category emphasize creating a safe environment for school children to walk or bike to school.



#### Elementary Schools Integrated within Neighborhoods

Elementary schools are provided with access from surrounding neighborhoods by walking and biking paths on residential streets.



#### Off-Street Walking and Biking Paths to Schools

Sidewalks and trails connect neighborhoods to each other and to schools and provide safe routes for school children.



#### Signalized Crossings at Major Intersections

Where school walking and biking routes must cross major streets, signalized crossings are provided with visible crosswalks of different color and texture from the primary paved road surface.



#### Sidewalks Separated from Curb

Sidewalks are set back from the curb to provide a safety zone between pedestrians and passing automobiles.



#### Walking School Bus Program

The School District and neighborhood organizations encourage the formation of walking school buses to provide a safer walk to school.



Citizen involvement plays a significant role in maintaining strong neighborhoods and an attractive community.

### Neighborliness Principles

The primary principles of this category emphasize activities which can be organized and accomplished by residents.



#### Active Neighborhood Organization

Neighborhoods have active associations that provide opportunities for neighbors to meet each other and to participate in the governance of the neighborhood.



#### Regular Neighborhood Functions

Neighborhood associations organize regular neighborhood events to provide opportunities for neighbors to meet each other.



#### Neighborhood Gardens and Tool Co-ops

Neighborhood associations encourage the development of neighborhood gardens and tool sharing arrangements.



#### Neighborhood Beautification Committee

Neighborhood associations encourage the creation of beautification committees to assist with upgrading neighborhood landscaping, coordinating maintenance issues with the City and working with homeowners to encourage property improvements.



#### Gathering Spaces

Inviting gathering places including parks, plazas and neighborhood commercial areas.

## Contribute to Community Health

Neighborhood design plays a key role in determining community health. The Centers for Disease Control and Prevention (CDC) have established clear links between community design and individual health. The CDC's guidelines for healthy community designs are the basis for recommendations in this section.

Coppell's neighborhoods contribute to community health and well being by:

- Promoting physical activity among residents of all ages.
- Improving mental health by increasing social connections and a sense of community.
- Encouraging healthy eating by increasing opportunities for local food production.
- Improving air quality by reducing automobile dependence.
- Improving water quality and reducing water use through water conservation and natural storm water filtration.



*Neighborhood design plays a role in community health and a healthy environment.*



*Neighborhoods in Coppell are linked by trails.*

### Physical Activity

*Moderate physical activity on a regular basis can significantly improve individual health and well-being according to the U.S. Surgeon General's 1996 Report on Physical Activity and Health. Neighborhood design offers one of the best ways to increase regular physical activity for residents of all ages. Some techniques offer significant opportunities to increase both physical activity and community social connections.*



#### Walk/Bike to School

School children walk or bike to school.



#### Access to Neighborhood Services

Neighborhood retail and service uses are within easy walking or biking distance of all neighborhoods.



#### Neighborhoods Connected by Trails

Neighborhoods are connected to each other by a community-wide trail system.



#### Bicycle Routes

Bicycle routes are coordinated and well-marked to encourage biking as an alternative transportation mode within and between neighborhoods.



#### Encourage Walking

Sidewalks and shade trees are provided on all streets to encourage walking. Sidewalk connections are made to shorten walking distances and do not always follow roadways.

*Photo: Dan Burden*

### Mental Health

*Social isolation can have a negative impact on mental health. Good neighborhood design offers opportunities to increase social connections by providing gathering places where neighbors can meet and socialize on a regular basis.*



*Public and private gathering places increase social connections.*



#### Gathering Places

Neighborhoods include well-integrated parks, plazas and other gathering places.



#### Neighborhood Commercial Areas

Neighborhood mixed-use centers provide opportunities for social interaction.



#### Neighborhood Activities

Neighborhood activities such as block parties bring neighbors together on a regular basis.



#### Civic Uses

Civic uses within neighborhoods such as schools and religious institutions provide places for neighbors to congregate.



#### Connecting Generations

Neighborhood watch and safe home programs connect younger and older generations.

### Healthy Eating

*Our busy lifestyles sometimes prevent us from making healthy eating choices. Providing areas for local food production within neighborhoods and creating networks of gardeners can improve opportunities for healthy eating.*



*The Coppell Community Garden and the Coppell Farmers Market are excellent examples of organizations providing healthy eating choices within the City.*



#### Community Gardens

Areas are set aside within neighborhoods for neighborhood gardens.



#### School Children Garden

Elementary schools partner with neighborhood associations to maintain neighborhood gardens and incorporate organic gardening in the curriculum.

*Photo: Lewis Ginter Botanical Garden*



#### Master Gardeners

Experienced gardeners mentor novices through neighborhood gardening programs.

*Photo: Oregon State University - Extension Service*



#### Tool Sharing

Neighborhood tool sharing arrangements lower the cost of participation and encourage new gardeners.

*Photo: Vicki Moore - SimpleOrganic.net*

## Environmental Health

*Most of our time is spent within our homes and neighborhoods. We can have some of the most significant positive impacts on the environment by changing our habits at home and within our neighborhoods.*

*An example of environmental stewardship in Coppell is the Friends of Coppell Nature Park (FCNP) which promotes the preservation of our natural environment through conservation and education. Development of the 66-acre nature park, located within Wagon Wheel Park, has been fostered by citizen and youth participation. The park represents a learning experience for students and a peaceful retreat for all citizens. Numerous types of native vegetation may be found within the park, and it serves as a natural habitat for hawks, coyotes, bobcats, and other animals.*



*Daily needs can be provided within walking and biking distance.*



*Neighborhoods have private sidewalks and trails that connect to the citywide network.*



### Daily Needs Within Walking Distance

Automobile trips are reduced by locating daily needs within walking and biking distance of most neighborhoods.



### Natural Filtration of Storm Water

Storm water is treated through natural filtration wherever feasible.



### Composting

Organic materials including yard waste are composted in conjunction with neighborhood gardens.



### Native Plants

Water consumption is reduced by planting native and drought tolerant plants and turf grasses and rainwater collection for irrigation.



### Energy Efficient Homes

Houses are updated with energy efficient materials and systems.

*Photo: Solarenergyfact.org*

## Multigenerational Neighborhoods

Neighborhoods that provide housing opportunities for multiple generations have advantages over those that do not. These neighborhoods often have residents at home throughout more hours of the day due to varying work schedules and those who are retired or are working less. This increase in the number of hours in the day when residents are at home provides for greater neighborhood safety, can help provide neighborhood eyes on the street for crime prevention, and as extra supervision for children coming and going from school.

By facilitating multigenerational neighborhoods, Coppel will provide options for its aging residents who want to stay within their hometown, but who require a smaller or less maintenance intensive housing type. When Coppel's seniors and empty nesters are able to move from a larger house to a smaller house or condo, the larger house will become available for households that may have a greater need for the housing type including families with children.



*A variety of housing choices will help create multigenerational neighborhoods.*

*From 2000 to 2008, multigenerational households in the U.S. grew from 5 million to 6.2 million, a 24 percent increase.*

*-AARP*



### Multiple Product Types

Provide housing choices that suit the needs of multiple generations in one neighborhood.



### Flexible Zoning

Provide flexibility within the zoning code to allow multi-generational households including allowing accessory units.



### Universal Design

Encourage universal design practices in residential construction so housing is flexible for multiple generations.



### Public Services and Transportation

Ensure public services are available within walking distance or that transit is available for non-driving residents.



### Engage Seniors

Engage seniors in neighborhood service such as volunteering at local schools or at community gardens.

## Neighborhood Planning

Maintaining healthy neighborhoods is a key recommendation of the Coppel 2030 Plan to ensure a long-term sustainable community. Neighborhood planning is a way to tailor the recommendations of Coppel 2030 Plan and develop strategies at the neighborhood level that address the challenges of aging neighborhoods in Coppel. It is also a means by which residents may directly participate in planning for the future of their area within the context of the vision established by the Coppel 2030 Plan.

Most neighborhoods in Coppel are considered healthy and are anticipated to maintain their vitality and economic value for the foreseeable future. Thus, planning at the neighborhood level is recommended initially for “stabilization” areas in order to proactively address the challenges of aging neighborhoods in Coppel and provide strategies to address their needs.

### “Conservation” Neighborhoods

These neighborhoods have quality housing and economic indicators comparing favorable to or exceeding those of the DFW metroplex. In general these areas have few infrastructure improvement needs and have well-maintained housing stock, landscaping, and other physical improvements.

### “Stabilization” Neighborhoods

These neighborhoods generally have housing or economic indicators comparing less favorably to the city as a whole. Certain blocks or clusters of blocks in a neighborhood may have declining housing conditions, the lowest home values, the lowest percentage of owner-occupied single-family dwellings, and may have the greatest need for physical infrastructure improvements. Such areas may also experience the highest levels of property maintenance challenges and have the greatest need for reinvestment. Long term health issues may range from relatively minor to serious.

Two phases of neighborhood planning are recommended. These phases consist of the interactive planning process and subsequent plan implementation.



*Civic gathering places in close proximity to housing provide places to socialize.*

### Phase 1: Preparation of Neighborhood Plans

Precise boundaries of neighborhood planning areas will be determined through additional community involvement and dialogue with residents prior to initiating the planning efforts. The 2030 Plan recommends these efforts use a variety of “indicators” economic, demographic, code enforcement statistics, housing physical conditions “windshield” surveys, and infrastructure condition “indicators” to proactively identify targeted areas for neighborhood planning efforts.

These neighborhood plans will include extensive resident involvement to prepare a framework addressing issues such as:

- land use,
- housing revitalization,
- appropriate infill character and density,
- urban design,
- transportation and mobility,
- essential public infrastructure and services,
- economic development,
- opportunities to leverage other resources, or partnerships,
- implementation plan, and
- capital improvement and funding plan.

## Phase 2: Neighborhood Plan Implementation

The implementation of specific recommendations from each neighborhood plan is critical for stabilizing these areas and ensuring a sustainable future. These efforts should be directed toward not only accomplishing specific projects, but also toward fostering the ability of neighborhoods to inspire residents with the ambition, interest and ability to work collaboratively with the City to implement the plan's goals and recommendations.

To help realize the intent of neighborhood plans the following should be considered:

- Monitor progress toward implementing adopted neighborhood plans and communicate results to City officials, neighborhood planning participants and interested citizens.
- Assess as part of the City's budget process, neighborhood plan implementation needs and resources taking into consideration the implementation activities for each area and public input into the budget process.
- Use adopted neighborhood plan goals and policies and the neighborhood implementation plans to help balance between competing goals in City decision making and the allocation of budget resources.
- Consider recommendations from neighborhood plans in the context of Coppell as a whole. Incorporate these recommendations into City prioritization processes as appropriate for capital expenditures and other decision making recognizing the City's legal, administrative and fiscal constraints.
- Allocate resources to considering areas of greatest need and where resources would help spur revitalization and growth.



*Use of native and drought tolerant plants reduce potable water consumption.*



*Safe sidewalks provide access to a range of users.*



*Composted yard waste benefits community gardens.*



## Healthy Neighborhoods Policies

- HN-1 Preserve a balance in the city's population by attracting families with children to maintain stable established residential neighborhoods and a vital public school system.
- HN-2 Provide a diverse range of housing types and mixed-income housing, particularly in new mixed-use activity centers, which are attractive and affordable to potential home buyers at all income levels.
- HN-3 Encourage new higher density housing in urban residential neighborhoods and mixed use activity centers with convenient access to transit, services, parks, schools and community facilities.
- HN-4 Support homeownership opportunities in new multi-dwelling housing by encouraging the creation of condominiums, cooperatives, mutual housing associations, and limited equity cooperatives.
- HN-5 Ensure compatible infill residential development design that supports the conservation, character and fabric of existing neighborhoods.
- HN-6 Make community services accessible to residents of neighborhoods by walking, bicycle and transit, where possible.
- HN-7 Protect established neighborhoods from excessive off-site impacts including pollution, noise, vibration, odors, and glare.
- HN-8 Encourage healthy and safe housing through such means as maintenance, repair and renovation, increased home ownership opportunities, and neighborhood preservation and revitalization efforts.
- HN-9 Encourage the active involvement of neighborhood residents and businesses in decisions affecting their neighborhood through active neighborhood and business associations.





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## CHAPTER 4

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# Special Area PLANS

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### COPPELL 2030 PLAN

Old Coppel Historic District

Denton Tap & Belt Line District

Belt Line & MacArthur District





## Introduction

The Coppel 2030 Land Use Plan identifies seven areas for higher intensity mixed-use activity centers, as well as a future transit-oriented development on the land at North Lake. With few remaining undeveloped parcels in Coppel, the concept of sustainability has changed how the community approaches future growth and development. Sustainability is defined generally as aligning our built environment and socioeconomic activities to provide for today without compromising the ability of future generations to meet their needs.

For Coppel to continue to be a thriving community in 2030 the community must effectively manage the development of the few remaining undeveloped areas and focus on strategic redevelopment opportunities that will provide the tax base necessary to support the community's desired quality of life.

A central component of sustainability, and the basis for encouraging infill development, is maintaining the long-term viability and health of Coppel's economy so residents continue to enjoy a high quality of life at an affordable cost. Retrofitting existing low intensity and underperforming suburban commercial areas will support a strong economy in the future by increasing the property and sales tax base, accommodating additional population, providing areas for new employment

opportunities and providing additional housing options for all generations within the community. Additionally, retrofitting these centers will benefit the environment by reducing automobile dependence and encourage walking and biking in compact developments which will help reduce air pollution and other negative effects of vehicular traffic.

*For Coppel to continue to be a thriving community in 2030 the community must effectively manage the development of the few remaining undeveloped areas and prioritize strategic redevelopment.*

## Methodology and Overview of Area Plan Summaries

This chapter is organized to provide a summary of three targeted areas based on the priorities identified by the Coppell 2030 Plan Steering Committee. These targeted areas are recommended for comprehensive area plans and revitalization activities to be conducted in the future. The overview and vision provided in this chapter serves as a guide for future detailed planning and implementation efforts for each of the mixed-use activity centers.

The three targeted areas that were analyzed for redevelopment include:

- Old Coppell District
- Belt Line and MacArthur Blvd. District
- Belt Line and Denton Tap District

Each area was analyzed by examining the existing development pattern, the current uses and property values, and the proposed future use objectives outlined in Chapter 2. The analysis for each area is organized in the following general categories:

- Background and Existing Conditions
- Economics Summary and Potential Redevelopment Program
- Conceptual Rendering of Redevelopment Character
- Planning Recommendations

While the analysis of potential redevelopment opportunities is based upon sound market economics, these redevelopment scenarios are conceptual in nature and represent a means of understanding how the area could evolve over time. For each of the targeted areas, a graphic representation of the potential development character of the redeveloped area is also presented. These graphics are conceptual in nature and are only intended to provide a visualization of the proposed development character.

As each area is further studied through an area planning process, the analysis provided in this chapter will be further refined based upon detailed site planning and economic opportunities that present themselves through private investment and through public/private partnerships. Data in this chapter indicates there is ample opportunity to increase density and tax base in each of the targeted areas, however market economics and the level of public involvement will dictate the timing of redevelopment.

Market conditions in 2010 currently favors new single-family housing development in Coppell. However, remaining land areas for new single-family housing are limited, thus in the future new housing development will need to be focused on infill and redevelopment areas. Such areas will in most cases be within the seven mixed-use activity centers which will be most suitable for new “urban” housing choices.

### Market Fundamentals

In order to identify future redevelopment opportunities for the three targeted areas it is necessary to understand the basic market dynamics that factor into the feasibility of developing the appropriate mix of land uses and increased development density within each area. The primary land uses anticipated in these mixed use redevelopment areas are retail, office/employment, and urban residential housing. Each use has its own set of market criteria that determine the feasibility of new development.

### Property Values

One market fundamental that affects the development feasibility of all of the projected uses is the underlying cost of the land upon which new construction will occur. In the case of a redevelopment area, it is important to consider not only the value of the land itself, but also any buildings or physical improvements currently on the land. In many cases, the existing buildings and improvements must ultimately be redeveloped in order to achieve the desired land use mix, increased density, and urban form. Because of this, the actual cost of the land for redevelopment purposes is calculated as the land value plus the value of any improvements on the land.

Since redevelopment projects will be competing with projects on vacant or “green field” sites in other parts of Coppell, adjoining communities and the surrounding region the presumption in these redevelopment scenarios is that, in the near term, the most viable new construction in the three targeted areas will be on existing vacant land or land with improvements where the value is near that of vacant land (currently approximately \$5 per square foot). The economics summary for each of the targeted areas includes a map showing combined land and improvement values per square foot for each land parcel.

## Retail

In 2010, there is a high retail vacancy rate in Coppell and retail space is renting for as low as \$8 per square foot per year. New retail development typically requires leasing rates over \$16 net per square foot per year to justify the cost of construction.

## Office/Employment

Average current rents for office space in Coppell are in the range of \$18 per square foot, which is below the level needed to support new construction. Further, the DFW metro area market is currently experiencing increases in vacancy rates with the first quarter of 2010 vacancy rate at 23 percent. To support new office construction, vacancy rates will need to drop below 10 percent and leasing rates will need to rise above \$19 on a net basis.

## Residential

A bright spot in the 2010 market for new construction is related to for-sale residential units. Coppell has an adopted vision to provide housing for residents of all ages, including young families as well as seniors who wish to remain in the community but need to downsize to smaller units. Currently there is a need to create more housing options than are currently offered in the local market. The targeted mixed use activity centers attempt to address this need with housing options that will be accompanied by services and retail uses, while remaining within a reasonable price range for local service and professional workers such as teachers, fire and police personnel, government employees and new household-forming young residents.

The redevelopment programs also provide for upscale urban housing opportunities for small families and down-sizing empty nesters who wish to remain in Coppell. The housing component of the mixed-use activity centers is feasible in the for-sale unit market in a five-year time horizon. Construction costs currently make rental units difficult, except for upscale and very small segment of renters, as new construction costs in the DFW metro area have remained higher than the market pricing of units will support. In 2010 rents have fallen to around \$1 per month per square foot while construction pricing is in the range of \$100,000 per unit, which requires rental rates in the range of \$1.20 per square foot.

## Summary

The economic conditions in the short term present a challenge for new development. Currently there is an economic disconnection between the costs of new construction and the ability and willingness to pay on the part of tenants and buyers of commercial and retail space. The competition to lease current retail offerings in Coppell is fierce and there is an oversupply of retail space.

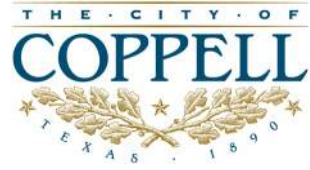
With this in mind, the redevelopment programs presented for the targeted mixed-use activity centers are potential opportunities for higher intensity use that could occur in the next seven to ten years. The underlying long-term market outlook for Coppell and its position in the DFW metro marketplace is strong. This is reflected by strong demand for housing in the community as well as long-term employment projections.

The programs suggested for the targeted mixed-use activity centers use a different formula for retail than auto-oriented development. They are formulated on a retail base that is supported by a robust higher density housing component that will increase local capture through proximity and walkability from urban density neighborhoods.

Because of the current slowed economy, the increase in support for retail space city-wide is projected to be approximately 90,000 square feet between 2010-2015 based on current population trends. However, Coppell's median household income is well above average in the DFW metro area and therefore, by increasing the number of households in Coppell faster than the current growth trends predict additional demand for retail and office/employment space can be created.

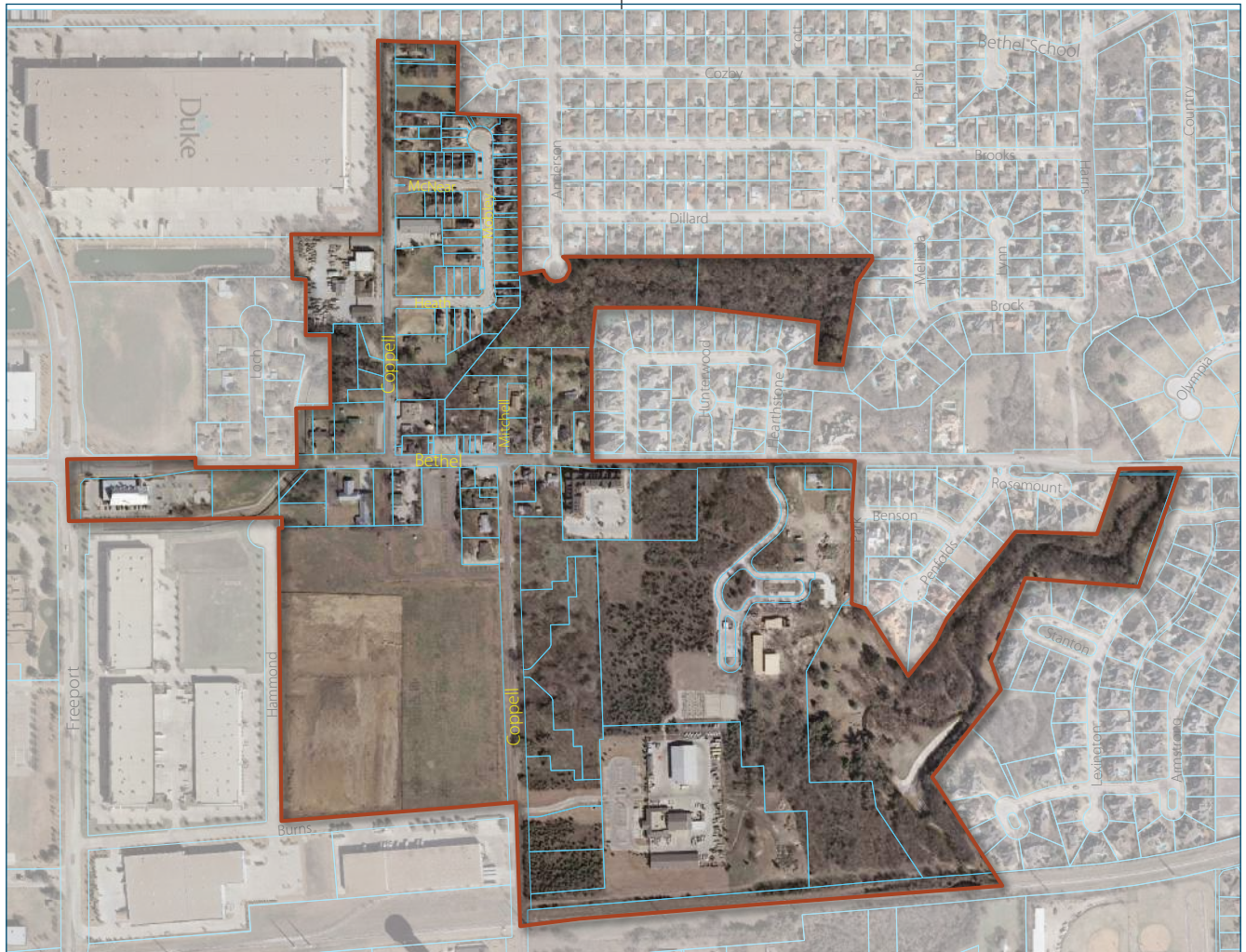
At current spending levels one thousand new households at the future projected median income for Coppell can stimulate demand for about 160,000 square feet of retail uses if the capture includes both local and non-local patrons. That is why these redevelopment programs recommend new housing in mixed use activity centers as a primary strategy to provide on-site market demand for both retail and office/employment uses.

In order to achieve the 2030 vision, it is necessary to plan and be ready for opportunities when the economy strengthens. These programs are aimed at assisting in that process.





# Old Coppel Historic District



## Background and Existing Conditions

The Old Coppel Historic District encompasses most of the original town site, including the original location of Coppel City Hall. The area was first settled in the mid-1800s by James Parish. The Cotton Belt Railroad established a station in the community in 1888, and rail was the primary long-distance mode of transportation until the 1920s.

Grapevine Springs Park, located on the eastern side of the district has great historical significance for the City of Coppel. Sam Houston, during his second term as President of the Republic of Texas, came to the area to work out a treaty with several of the local Indian tribes in 1843. He set up camp at Grapevine Springs and this campsite later served as the basis for naming the farming community of “Grapevine Springs,” which

later evolved into Coppel. In 1936, the Works Progress Administration (WPA) built a park on Grapevine Springs.

The Old Coppel area was once the community’s hub for activity including business, shopping, and to catch the train. Such activities largely disappeared with the outward growth of Coppel and the development of new suburban oriented commercial districts. Today the Old Coppel area is targeted for revitalization and new infill development to create a unique mixed-use community destination.

Numerous “character defining” buildings remain in the area. Although none of the original buildings constructed in Old Coppel during the late-1800s are known to exist today, the existing character defining buildings represent Old Coppel’s “second generation” of buildings, and they embody an overall historic character.

In recent years the City of Coppell has adopted the Old Coppell Master Plan, Old Coppell Design Guidelines, established historic district zoning regulations (Article 28A “H” Historic District), and invested in street improvements to Coppell Rd. (south leg) including new on-street parking. In addition, the city has completed plans for improvements to Bethel Rd. that include streetscaping, on-street parking, and enhanced paving at key intersections. These efforts provide the framework for future revitalization efforts and new development projects.



Existing “character defining” non-residential buildings are located near the street right-of-way, and typically are one-story in height and small in scale and massing. Most buildings feature either a front porch or a canopy of some type.



While there are exceptions, most exterior cladding consists of horizontal clapboards. The predominant roof form is the gable, with some buildings including a parapet wall that masks the roof as viewed from the street.



Bethel Rd. and Coppell Rd. are both two-lanes and currently lack sidewalks, streetscape amenities, and defined on-street parking areas. The two Bethel Rd. intersections at Coppell Rd. (north leg) shown above and at Mitchell St./Coppell Rd. (south leg) are opportunities for character defining intersection improvements.

## Current Value Per Square Foot

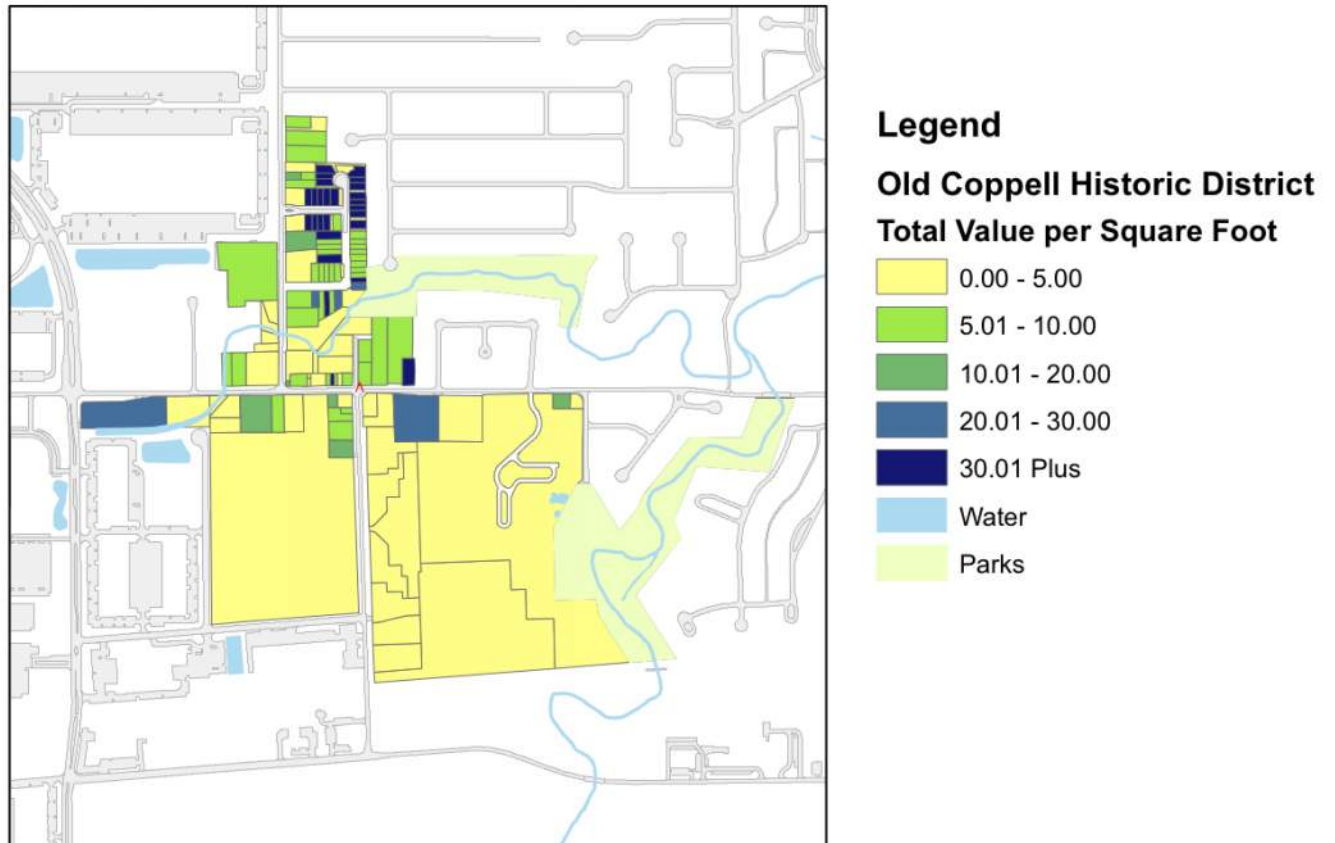
There is abundant vacant land allowing a lower cost of acquisition than in other areas of the city. The map illustrates the value per square foot of land including the value of any improvements. This mapping shows that large areas of the study area are valued at a price similar to vacant land. The land other than residential in the area is either vacant or commercial and its value and extent are shown in the table below. Because of site constraints and location, not all of the inventory is expected to be redeveloped.

### Land Area and Value

Land Use	Approx. Area SF	Approx. Acres	Total Value	Average Value/SF
City Owned Vacant Land	2,208,436	51	\$3,894,040	\$1.76
City Maintenance Yard	472,964	11	\$1,550,910	\$3.28
Very Low Value Commercial	188,195	4	\$781,020	\$4.15
Low Value Commercial	254,120	6	\$1,546,580	\$6.09
Vacant Land	797,556	18	\$2,385,810	\$2.99
Parkland	1,916,640	44	N/A	N/A
Totals	5,837,910	134	\$10,158,360	\$2.59

Source: City of Coppell Geographic Information System and the Dallas Central Appraisal District

### Total Value Per Square Foot



## Economics Summary

To begin the process of planning for this study area, a program has been formulated to correspond to the future land use objectives for Old Coppell as described in Chapter 2 of this Plan. This program is preliminary, a first step prior to conceptual design, and will be adjusted as design progresses to achieve a workable solution for phased development over time.

The program was formed to mix residential, employment, and retail and services to be as self-supporting as possible. A conservative estimate was made of potential land for development or redevelopment, with the assumption that the existing commercial land in the Land Area and Value table is too costly compared to the vacant or underused parcels to make it feasible in the near term for redevelopment of new uses.

An iterative process was undertaken to balance housing units, retail and employment uses. Employment is calculated for this plan by looking at the number of people employed per household expected in the residential component assuming one person per household is employed and then assuming that 55 percent of those are actually employed (the workforce engagement ratio). This is a conservative approach and may underestimate the potential number of employed, but is reasonable in determining the amount of office/employment space that could be supported in the redevelopment area. While it is true that not all who live in the area would work here, maintaining a balance will provide more opportunities for Coppell residents to live where they work.

### Old Coppell Program

Land Use		Approx. Acres	% of Total
Vacant Land		70.0	-
Underused Commercial		4.0	-
Total Land Available for Redevelopment		74.0	-
Public and Semi-Public land	Open Space	7.4	10.0%
	Roads/Circulation	14.8	20.0%
	Parking (surface and deck)	6.4	8.6%
	Institutional Use	2.0	2.7%
Remainder left for Development		43.4	58.6%
Proposed Land Use Mix	Mixed Use Residential/Retail	1.8	4.1%
	Mixed Use Residential/Employment	0.4	0.9%
	Residential Only	38.3	89.2%
	Employment Only (at .75 FAR)	2.4	5.6%
Approximate Households (.50 FAR) = 500			

The modest amount of retail in the program was calculated by using consumer spending of an average Coppell household and calculating a capture based on the number of households to be placed in the area. The reason for a modest amount is that even though capture increases in relation to proximity, the site area does not have the higher vehicular traffic volumes to support a larger retail development. The idea of the program is to create a local destination with a local character. The results of this process are shown in the land use mix table below.

The amount of available land for development and/or redevelopment within Old Coppell is approximately 74 acres. The proposed redevelopment scenario includes 7.4 acres of open space that could be in plazas and green spaces to manage storm drainage, and two acres of civic / institutional space. The total floor area ratio (the building square feet divided by the land square feet) remains below 0.4, and thus allows for relatively economical solutions to parking including a combination of surface parking and some amount of open-air parking decks over asphalt surface parking (a more economical solution than parking garages). The amount of housing square feet proposed could accommodate around 450 to 600 units at an average unit size of between 1,500 and 2,000 square feet. While the amount of employment square footage proposed could accommodate 300 to 400 employees with an average allocation of between 250 and 350 square feet per employee.

Based upon current assessed values, this land use program would create a new total assessed value in the range of \$90 to \$110 million depending on the mix of housing unit types. The current assessed value is approximately \$6.8 million. The retail component of the program could generate sales in the range of \$24 million annually based upon an average of \$300 in sales per square foot per year in addition to any sales currently being generated in the area.

### Land Use Mix

Land Use Floor Area	Sq. Ft.	% of Total
Housing Floor Area Created	937,500	84%
Local Retail Services Floor Area in Mixed Use	80,000	7%
Employment Floor Area Created	96,500	9%
Total	1,114,000	100%

## Redevelopment Concept

The adopted Old Coppel Master Plan provides recommendations related to the following for future revitalization and redevelopment in the district:

- Adaptive reuse and infill development
- Streetscapes and gateways
- Public spaces
- Urban design and architecture
- Access and parking
- Public policy recommendations
- Strategic redevelopment initiatives
- Business development
- Marketing and promotion
- Funding and incentives and fiscal implementations
- Implementation strategies

Given the adopted plans, policies, and regulations for the area, the Coppel 2030 Plan provides a vision concept for the 17-acre Carter/Crowley parcel that was not originally included in the Old Coppel Master Plan. This area with the addition of existing properties in the Master Plan area is bounded by Bethel Rd. on the north, Coppel Rd. on the east, Burns St on the south, and Hammond St on the west. The area is envisioned as a mixed-use infill area consisting of the following:

- formal village green civic space with amenities for the farmers market
- restaurant, retail, and cottage office spaces
- service / office space
- townhomes

The concept includes a “main street” extension of Coppel Rd. south of Bethel Rd. On-street parking and streetscape enhancements with wide sidewalks are envisioned along all internal roadways. Outdoor dining for restaurant spaces is expected to occur with sidewalk seating as well as strategically located outdoor patios adjacent to restaurant building sites. Buildings should be flexible in design allowing for active retail uses to be located on the first floor and office or residential uses to occupy the upper floor.

### Old Coppel Redevelopment Concept - south of Bethel Rd.



## Design Components

The Old Coppel Design Guidelines apply to new construction and site improvements in the district. In addition the following is recommend for the area.

### Streetscape Improvements

In order to maintain the character of the area both Bethel and Coppel Roads should continue to function with two travel lanes. Future streetscape improvements should:

- include on-street parking, generous sidewalk widths, designated cross-walks at intersections, pedestrian scale streetlights, and shade trees.
- relocate power poles or bury overhead power lines.
- include wayfinding signage for the Old Coppel district.
- provide convenient sidewalk and trail connections to Grapevine Springs Park and surrounding neighborhoods.

### Renovations and Infill Development

Several older buildings contribute to the historic character of the area and their adaptive reuse should be used as the framework for new development. Infill development should:

- locate commercial structures at the core of the district.
- create “building enclosure” along Coppel and Bethel Roads and at the proposed village green to provide a more comfortable feel for pedestrians.
- be compatible with the massing and architectural design of older “character defining” buildings.
- comply with the Old Coppel Design Guidelines.

### Village Green Civic Space

A formal civic space should be located south of Bethel Rd. to serve as a community gathering space and for the enjoyment of future “urban” residential dwellings in the district. The civic space should:

- include a pavilion, utility connections, and other accommodations for special events as well as the farmers market.
- be spacially defined by landscaping and formally disposed street trees with adjacent on-street parking.
- have surrounding buildings facing the space.

### Parking

Parking should be provided on-street and within shared parking areas to the sides and rear of buildings.



*Buildings should utilize a varied pattern of segments, porch canopy and storefront designs to break up the massing.*



*Adaptive reuse of existing buildings such as the Senior Center offer opportunities to create “character defining” enhancements.*



*Buildings should be located in close proximity to the sidewalk and should not exceed 2.5 stories or 35 feet. All buildings should have a main entrance fronting the primary adjacent street.*



*The Old Coppel formal civic space should serve as a focal point and a ceremonial location for civic events. In addition to accommodating the farmers market, the area should include an open lawn, shade trees around the perimeter, pedestrian amenities, and adjacent on-street parking.*

# Denton Tap and Belt Line District



## Background and Existing Conditions

The planning area consists of a mixture of vacant parcels, single-family housing, older or underutilized commercial properties, newer office and retail / restaurant pad sites, mini-storage, a religious facility, and industrial warehouses. The existing city owned North Lake property is located to the immediate east on the south side of Belt Line Rd.

The existing arrangement and placement of buildings throughout the planning area is largely oriented toward the automobile and has limited function for pedestrian or bicycle activities. The residential area on the north side of Southwestern Blvd. has no connectivity to surrounding neighborhoods and is generally isolated from surrounding uses.

The existing Cotton Belt rail line abuts the north side of the planning area and crosses Denton Tap Rd.

approximately one-quarter mile north of Belt Line Rd. The future regional veloweb trail is also planned to be constructed in the same corridor.

Existing industrial warehouses are located to the southwest on the south side of Southwestern Blvd. and also on the north side of Belt Line Rd. approximately one-quarter mile east of Denton Tap Rd. Existing undeveloped land at the southwest corner of Belt Line Rd. and Southwestern Blvd. is zoned and approved for additional industrial / warehouse development.

Two redevelopment scenarios are identified for future study, depending on the future location of the proposed DART transit station. If a DART station and a relocated rail corridor occur in close proximity to the planning area then the infill and redevelopment potential is expected to be significantly enhanced. The existing industrial area along Belt Line Rd. identified in Scenario 2 is expected to be a prime candidate for redevelopment if a DART station is located to the immediate south.



Several existing vacant, aging, or underutilized parcels are located in the area. Consolidation of these parcels would help facilitate new development opportunities.



The area includes a number of newer well maintained commercial properties with high property values. While increased density on these parcels would enhance their long-term value, their existing high values makes their redevelopment unlikely in the short term.



Currently some newer commercial buildings in the area have significant vacant space available for lease.



The area includes several underutilized parking lots and commercial buildings with lower property values.



An existing low density single-family neighborhood is located on the north side of Southwestern Blvd. and is generally isolated from surrounding uses.



Denton Tap and Belt Line Rd. are both improved as 6-lane divided roadways. Currently landscaping in the public right-of-way is limited and the existing overhead powerlines have a significant visual impact on the area.



## Scenario 1 -

### Current Value Per Square Foot

The scenario 1 study area has both vacant and underutilized land. Most of the area consists of low intensity commercial use. Currently there are a variety of properties with low property values. However the location of these parcels is fragmented, with some high value parcels along Denton Tap Rd. Some consolidation of parcels will be necessary if future development or redevelopment is to take place in accordance with the vision of the Coppell 2030 Plan.

An issue for this area is that several recently constructed developments have high property values. Parcels that are between \$5 and \$10 per square foot along Denton Tap Rd., if consolidated with parcels below \$5 per square foot could be feasible for densification or redevelopment, but some consolidation will likely be necessary for this to be feasible in the short term. The 2010 land area and values are shown in the tables below.

### Land Area and Value

Land Use	Area SF	Acres	Imp. Value	Land Value	Total Value	Value/SF
Commercial	1,159,132	26.6	\$13,620,680	\$4,486,250	\$18,106,930	\$15.68
Residential	298,337	6.8	\$2,128,670	\$952,330	\$3,081,000	\$10.43
Vacant	413,384	9.5	\$0	\$1,525,430	\$1,525,430	\$3.69

Source: City of Coppell Geographic Information System and the Dallas Central Appraisal District

### Land Area for Potential New Development

Land Use	Area SF	Acres	Imp. Value	Land Value	Total Value	Value/SF
Land Below \$6/SF	457,380	10.5	\$111,840	\$1,594,490	\$1,706,330	\$3.73
Land Between \$6-\$10/SF	230,432	5.3	\$804,690	\$976,600	\$1,781,560	\$7.73

Source: City of Coppell Geographic Information System and the Dallas Central Appraisal District

### Total Value Per Square Foot



## Economics Summary

This area is designated as a mixed-use neighborhood center by the future land use plan. The long-term program for this area recommends a mix of housing, retail and employment including restaurants, coffee shops, business services such as copy centers, convenience retail, etc. Employment and retail uses have been programmed for an overall floor area ratio of 0.45, low enough to permit mostly surface parking with some amount of parking decks. Similar to the Old Coppell district, retail and employment uses for this area have been calculated to match the base of support and employment needs of the new households created.

Short-term densification and redevelopment of the currently vacant and underutilized tracts create a new value in the range of \$28 million as opposed to the current assessed value of \$2.4 million. The retail could generate as much as \$9.6 million in annual sales (2010 dollars).

## Short-Term Program - Scenario 1

Land Use		Approx. Acres	% of Total
Vacant Land		10.5	-
Underused Commercial		5.3	-
Total Land Available for Redevelopment		15.8	-
Public and Semi-Public land	Open Space	1.6	10.0%
	Roads/Circulation*	1.6	10.0%
	Parking (surface and deck)	2.8	17.7%
	Institutional Use	-	-
Remainder left for Development		9.9	62.7%
Proposed Land Use Mix	Mixed Use Residential/Retail	0.7	6.7%
	Mixed Use Residential/Employment	0.4	3.8%
	Residential Only	7.9	80.1%
	Employment Only (at 0.45 FAR)	0.9	9.4%
Approximate Households: 180 (.50 FAR)			

\*Roads and Circulation are a smaller percentage because of the existing road network.

## Short-Term Land Use Mix - Scenario 1

Land Use Floor Area	Sq. Ft.	% of Total
Housing Floor Area Created	225,000	78%
Local Mixed Use Retail Services Floor Area	28,800	10%
Employment Floor Area Created	34,650	12%
Total	288,450	100%

## Scenario 1 - Redevelopment Concept

The Scenario 1 redevelopment concept illustration for the Denton Tap and Belt Line district shows the potential long-term redevelopment character assuming that the proposed DART rail does not have an impact on this area. This redevelopment concept calls for transitioning the area from an automobile oriented development pattern to a higher intensity, pedestrian oriented development pattern. Because the intersection of Denton Tap and Belt Line Rd. is a key entryway into Coppell, special attention is paid to the architectural character of the buildings at the intersection to create an inviting gateway that portrays the high level of development quality exemplified in other areas of the community. Some of the key concepts envisioned for this redevelopment area include:

- Creation of a slip street on the east side of Denton Tap and Belt Line Rd. to provide separation between through traffic and local traffic. This design is similar to the proposed multi-way boulevard with on-street parking proposal for MacArthur Blvd.
- Relocating off-street parking to the rear of buildings in surface lots and parking decks.
- Creation of a pedestrian friendly street edges by

bringing buildings up to or near the sidewalk edge and providing wide sidewalks with landscaping and street furnishings.

- Creation of an internal grid of streets to provide circulation throughout the development area and to create a consistent design for the pedestrian realm.
- Conversion of existing low density residential development within the study area to higher density attached townhouses or condominiums.
- Creation of live/work spaces to provide Coppell residents the opportunity to live and work in the same place.
- Recruitment of specialty retail and restaurant users that help create a destination for residents and visitors.
- Integration of the proposed regional veloweb along the Cotton Belt rail corridor to provide pedestrian and bicycle connectivity to the rest of the community.

While the economics summary identifies the short-term potential redevelopment opportunities based upon the 2010 land and improvement values, the redevelopment concept illustration demonstrates the long term redevelopment potential and conveys the overall land use pattern and development character envisioned for this area.

### Denton Tap and Belt Line Redevelopment Concept - Scenario 1



## Scenario 2 - Current Value Per Square Foot

Scenario 2 assumes a DART commuter rail station is constructed in approximately the location shown on the map below (this is one of the potential station locations being studied by DART). To accommodate the rail station, this scenario assumes the relocation of the Cotton Belt rail line to the south through the study area and the realignment of Belt Line Rd. to the south to align with the existing intersection of Belt Line Rd. and Wrangler.

Because of the impact that passenger rail stations have on land use, this scenario anticipates significant redevelopment opportunities for the land in close

proximity to the station. The primary land use demand that will be created by the station is high density residential. However, there is an opportunity for some amount of primary employment office space as well as local retail, restaurant and service uses primarily serving the residential and employment population within the study area.

Scenario 2 adds five parcels to those included in the Scenario 1 study. Four of the parcels, those on the north side of Belt Line Rd., are within the city limits of Coppell while the fifth parcel is outside the city limits, but owned by the Coppell ISD. These five tracts total approximately 80-acres and include both developed and undeveloped acreage. The table and map below identify the parcels and summarize their current valuation.

### Land Area for Scenario 2 Parcels

Parcel	Area SF	Acres	Imp. Value	Land Value	Total Value	Value/SF
1	491,357	11.3	\$4,862,960	\$737,040	\$5,600,000	\$11.40
2	444,312	10.2	\$1,071,600	\$666,610	\$1,738,210	\$3.91
3	457,380	10.5	\$0	\$688,060	\$688,060	\$1.50
4	1,179,169	27.1	\$8,731,120	\$1,768,880	\$10,500,000	\$8.90
5	871,200	20.0	\$0	\$1,089,000	\$1,089,000	\$1.25
Total	3,443,418	79.1	\$14,665,680	\$4,949,590	\$19,615,270	\$5.70

Source: City of Coppell Geographic Information System and the Dallas Central Appraisal District

### Denton Tap and Belt Line Redevelopment Concept - Scenario 2



## Density Scenarios

One of the key planning considerations for transit station areas is the provision of significant residential density within a comfortable walking distance of the station. This helps provide the ridership critical mass necessary to facilitate the effective implementation of rail transit. DART's Transit-Oriented Development Guidelines provide some benchmarks related to development intensity.

### Intensity of Development Guidelines

- For commercial, retail, and institutional development, provide a minimum development density of 0.8 to 1.0 floor area ratio average over the designated station area at final build-out. This allows flexibility in locating greater and lesser density at different locations within the station area.
- For residential development, provide a minimum of 24 dwelling units per acre average over the designated station area at final build-out. This allows greater density near the station and less density at the periphery, near existing neighborhoods.

While intensity of development is certainly necessary to make a transit station area successful, it has to also be balanced with the character of the surrounding community and should not detract from other community planning goals. For this scenario, three different density options have been analyzed so the community has a range of options as it works to develop more detailed plans when and if a rail transit station is determined to be located near the study area. The following tables summarize the potential transit-oriented development (TOD) that could occur for the three density options.

## TOD - Scenario 2 Low Density 20 dwelling units / acre

Land Use		Approx. Acres	% of Total
Total Land Available for Redevelopment		80	-
Public and Semi-Public land	Open Space (1-acre per 10-acres of use)	8.0	10.0%
	Roads/Circulation	20.0	25.0%
	Parking (structured)	8.3	
	Institutional Use	-	-
Remainder left for Development		43.7	54.6%
Proposed Land Use Mix	Mixed Use Residential/Retail	2.4	5.6%
	Mixed Use Residential/Employment	0.9	2.0%
	Residential Only	35.3	80.8%
	Employment Only (at 0.5 FAR)	5.1	11.6%
Approximate Households: 775 (20 du/acre)			

### TOD Land Use Mix - Low Density 20 du/acre

Land Use Floor Area	Sq. Ft.	% of Total
Housing Floor Area Created	968,664	79%
Local Mixed Use Retail Services Floor Area	106,276	9%
Employment Floor Area Created	149,174	12%
Total	1,224,114	100%

The TOD low density scenario would create a new value in the range of \$120 million as opposed to the current assessed value of \$9.98 million. The retail could generate as much as \$31.8 million in annual sales (2010 dollars).

**TOD - Scenario 2  
Medium Density 35 dwelling units/acre**

Land Use		Approx. Acres	% of Total
Total Land Available for Redevelopment		80	-
Public and Semi-Public land	Open Space (1-acre per 10-acres of use)	8.0	10.0%
	Roads/Circulation	20.0	25.0%
	Parking (structured)	10.9	13.6%
	Institutional Use	-	-
Remainder left for Development		41.1	51.4%
Proposed Land Use Mix	Mixed Use Residential/Retail	4.3	10.4%
	Mixed Use Residential/Employment	1.6	3.8%
	Residential Only	33.0	80.4%
	Employment Only (at 0.7 FAR)	2.2	5.4%
Approximate Households: 1,362 (35 du/acre)			

**TOD Land Use Mix - Medium Density 35 du/acre**

Land Use Floor Area	Sq. Ft.	% of Total
Housing Floor Area Created	1,702,490	79%
Local Mixed Use Retail Services Floor Area	186,787	9%
Employment Floor Area Created	262,183	12%
Total	2,151,460	100%

The TOD medium density scenario would create a new value in the range of \$152 million as opposed to the current assessed value of \$9.98 million. The retail could generate as much as \$40.3 million in annual sales (2010 dollars).

**TOD - Scenario 2  
Higher Density 55 dwelling units/acre**

Land Use		Approx. Acres	% of Total
Total Land Available for Redevelopment		80	-
Public and Semi-Public land	Open Space (1-acre per 10-acres of use)	8.0	10.0%
	Roads/Circulation	20.0	25.0%
	Parking (structured)	11.0	13.7%
	Institutional Use	-	-
Remainder left for Development		41.0	51.3%
Proposed Land Use Mix	Mixed Use Residential/Retail	6.5	15.9%
	Mixed Use Residential/Employment	2.4	5.8%
	Residential Only	28.7	70.1%
	Employment Only (at 2.0 FAR)	3.4	8.3%
Approximate Households: 2,068 (55 du/acre)			

**TOD Land Use Mix - High Density 55 du/acre**

Land Use Floor Area	Sq. Ft.	% of Total
Housing Floor Area Created	2,585,559	79%
Local Mixed Use Retail Services Floor Area	283,673	9%
Employment Floor Area Created	398,176	12%
Total	3,267,408	100%

The TOD high density scenario would create a new value in the range of \$258 million as opposed to the current assessed value of \$9.98 million. The retail could generate as much as \$85 million in annual sales (2010 dollars).

The following tables show the combined land use program of Scenario 1 and the five additional tracts of Scenario 2

### TOD - Combined Area Scenario Low Density 20 dwelling units/acre

Land Use		Approx. Acres	% of Total
Vacant Land		91	-
Underused Commercial		5.3	-
Total Land Available for Redevelopment		96	-
Public and Semi-Public land	Open Space	9.6	10%
	Roads/Circulation	21.6	23%
	Parking (surface and deck)	11.0	11%
	Institutional Use	-	-
Remainder left for Development		53.6	55.8%
Proposed Land Use Mix	Mixed Use Residential/Retail	3.1	5.8%
	Mixed Use Residential/Employment	1.3	2.4%
	Residential Only	43.3	80.7%
	Employment Only (at 0.5 FAR)	6.0	11.2%
Approximate Households: 955			

### TOD Land Use Mix - Combined Area Low Density 20 du/acre

Land Use Floor Area	Sq. Ft.	% of Total
Housing Floor Area Created	1,193,664	79%
Local Mixed Use Retail Services Floor Area	135,076	9%
Employment Floor Area Created	183,824	12%
Total	1,512,564	100%

The combined area TOD scenario with low density development would create a new value in the range of \$148.5 million as opposed to the current assessed value of \$12.4 million. The retail could generate as much as \$40.5 million in annual sales (2010 dollars).

### TOD - Combined Area Scenario Medium Density 35 dwelling units/acre

Land Use		Approx. Acres	% of Total
Vacant Land		91	-
Underused Commercial		5.3	-
Total Land Available for Redevelopment		96	-
Public and Semi-Public land	Open Space	9.6	10%
	Roads/Circulation	21.6	23%
	Parking (surface and deck)	13.6	14%
	Institutional Use	-	-
Remainder left for Development		51.0	53.1%
Proposed Land Use Mix	Mixed Use Residential/Retail	4.9	9.7%
	Mixed Use Residential/Employment	1.9	3.8%
	Residential Only	40.9	80.3%
	Employment Only (at 0.7 FAR)	3.2	6.2%
Approximate Households: 1,542			

### TOD Land Use Mix - Combined Area Medium Density 35 du/acre

Land Use Floor Area	Sq. Ft.	% of Total
Housing Floor Area Created	1,927,490	79%
Local Mixed Use Retail Services Floor Area	215,587	9%
Employment Floor Area Created	296,833	12%
Total	2,439,910	100%

The combined area TOD scenario with medium density development would create a new value in the range of \$180 million as opposed to the current assessed value of \$12.4 million. The retail could generate as much as \$64.6 million in annual sales (2010 dollars).

### TOD - Combined Area Scenario High Density 55 dwelling units/acre

Land Use		Approx. Acres	% of Total
Vacant Land		91	-
Underused Commercial		5.3	-
Total Land Available for Redevelopment		96	-
Public and Semi-Public land	Open Space	9.6	10%
	Roads/Circulation	21.6	23%
	Parking (surface and deck)	13.8	14%
	Institutional Use	-	-
Remainder left for Development		50.9	53.0%
Proposed Land Use Mix	Mixed Use Residential/Retail	7.2	14.1%
	Mixed Use Residential/Employment	2.8	5.4%
	Residential Only	36.6	72.0%
	Employment Only (at 2.0 FAR)	4.3	8.5%
Approximate Households: 2,248			

### TOD Land Use Mix - Combined Area High Density 55 du/acre

Land Use Floor Area	Sq. Ft.	% of Total
Housing Floor Area Created	2,810,559	79%
Local Mixed Use Retail Services Floor Area	312,473	9%
Employment Floor Area Created	432,826	12%
Total	3,555,858	100%

The combined area TOD scenario with high density development would create a new value in the range of \$349 million as opposed to the current assessed value of \$12.4 million. The retail could generate as much as \$93.7 million in annual sales (2010 dollars).



## Scenario 2 - Redevelopment Concept

The redevelopment concept for Scenario 2 is a high intensity, mixed use, transit-oriented development. This concept shows what would be the most intense development within the community creating a new transit village around the proposed DART station.

The concept illustration represents the medium density option of approximately 35 dwelling units per acre average over the site. This concept places the highest intensity and tallest structures closest to the transit station and decreases intensity and building height moving north toward existing single family neighborhoods.

The realignment of the rail line to serve the station provides an opportunity to create a greenbelt and trail system in the existing Cotton Belt rail corridor. This will provide a buffer between the TOD and the single family neighborhoods to the north. It will also provide a pedestrian and bicycle linkage to the transit station for the rest of the community.

The concept graphic below is a perspective from existing Belt Line Rd. looking southwest toward the intersection of Belt Line Rd. and Denton Tap. The existing Cotton Belt rail corridor is on the right side of the image and the possible relocated rail line, DART station and relocated Belt Line Rd. are on the left side of the graphic.

Some of the key concepts envisioned for this redevelopment area include:

- Development of the Coppell ISD site as a mixed use neighborhood adjacent to the transit station. The illustration does not show a school in this location, although that is a possibility. A more likely option would be the inclusion of office space for the District's administrative functions.
- Creation of an internal street grid with pedestrian scaled blocks and providing for internal automobile circulation.
- Placement of non-residential mixed use buildings immediately adjacent to the realigned railroad tracks to minimize the impact of train noise on residences.
- Creation of internal parks, open space and plazas, consistent with the open space characteristics described in Chapter 2.
- Provision of high quality, Class A office space for the potential location of major employers.
- Accommodation of automobile parking mostly in parking decks and structures internal to blocks.
- Cohesive architectural design throughout the TOD area to create a unique sense of place and reinforce the area as a destination.

### Denton Tap and Belt Line Redevelopment Concept - Scenario 2



## Future Planning Recommendations

The Denton Tap and Belt Line District serves as a gateway to Coppell. Whether or not the proposed DART station occurs in this area, the development pattern should be that of a higher density, 24-hour, mixed-use activity center. If the proposed DART station is located near this area, the overall size of the redevelopment area will increase and there will be potential for even higher intensities of development. New mixed-use development regulations should be implemented and a detailed master plan for the area should be prepared to determine the appropriate magnitude of infill and densification for the area, and the means to seamlessly integrate redevelopment with the nearby North Lake transit-oriented development.

The following is recommended to be addressed as part of development planning and a future Area Plan for the district.

### Recommended Land Uses

The ultimate mixture of uses in the area would be appropriate for 24-hour activity.

- Primarily multi-story commercial and office mixed-use structures, with urban residential uses in appropriate locations.
- Increase building height (recommended 2-story minimum). No maximum height except where in close proximity to existing residential neighborhoods.
- Infill existing parking lots and densify existing low-rise commercial structures as market conditions warrant.

## Street, Bicycle and Pedestrian Network

New streets should be integrated to support mixed-use development.

- Retrofit Belt Line Rd., Denton Tap Rd. and Southwestern Blvd. as appropriate to support adjoining mixed-use development and pedestrian activities. This may include the addition of on-street parking in some locations.
- New public streets should be integrated to improve connectivity as part of redevelopment. Streets and pedestrian facilities should extend to the east and link with the North Lake TOD area.
- Establish linkages with the future regional Veloweb off-street trail.

### Building Setbacks

Area planning efforts for the district should establish recommended building setbacks along major thoroughfares and new internal public streets.

- Create a consistent street front and pedestrian friendly feeling.
- New building development along the major thoroughfares should be located in close proximity to the right-of-way to create a consistent street front and pedestrian friendly feel. Buildings should be designed with storefronts oriented along the roadways.

### Gateway Features

Gateway improvements should include both public streetscape enhancements as well as significant architectural statements on private property.

- Relocate or bury overhead utilities.
- Improve street median landscaping.
- Improve intersection and pedestrian crossing treatments.
- Locate architecturally significant buildings at each corner of the Belt Line Rd. / Denton Tap intersection.

### Civic Space

Public civic spaces should be identified as part of the detailed master plan. Such spaces may include pocket parks, public plazas, and community gardens.

### Design Guidelines

Prepare mixed-use design guidelines for infill and new development. The guidelines should be implemented through new mixed-use development regulations.

# Belt Line and MacArthur District



## Background and Existing Conditions

The approximate 55-acre planning area currently consists of a scattered arrangement of single-story commercial structures with large setbacks from the street. Uses primarily consist of small and mid-size retail establishments offering wide choices of goods and services, including strip retail, big box retail (grocery), fast-food and other restaurants, and gas station outparcels. The commercial properties include large surface parking lots that are relatively underutilized. The arrangement and placement of buildings with large surface parking areas is pedestrian unfriendly.

A golf course and overhead powerlines are located to the north and west of the commercial area and a drainage area is adjacent to the south. Currently there are no civic gathering places for social interaction with the exception of a few outdoor dining areas adjacent to restaurants that are surrounded by surface parking.

Existing developed commercial properties have limited connectivity to surrounding areas. Access primarily occurs by vehicles from multiple private driveway locations along Belt Line and Mac Arthur Roads.

The Cotton Belt rail line (future DART rail line) parallels the north side of Belt Line Road. The future DART station is anticipated to be approximately 1 - 1.5 miles to the west on the south side of Belt Line Road and thus beyond typical walking distance to a transit stop. The north side of Belt Line Road is designated for a future regional 12-foot wide Veloweb off-street trail intended for use by fast-moving bicyclists. The trail could provide access to the future DART station for bicyclists.

Both Belt Line Rd. and MacArthur Rd. are 4-6 lane divided thoroughfares, with turn-lanes provided at major street and driveway intersections. On-street parking is not allowed along either roadway.



Existing low density retail areas while mostly occupied have large surface parking lots that are underutilized.



Existing conditions include a number of vacant retail and restaurant spaces.



Most existing commercial properties are well maintained, constructed of quality materials, and have high property values.



The Cotton Belt rail line (future DART line) runs along the north side of Belt Line Rd.



An existing utility corridor with overhead power lines is adjacent to the western side of the planning area. Currently there is limited connectivity with neighborhoods to the west.



Both Belt Line Rd. and MacArthur Blvd. are 4-6 lane divided thoroughfares designed to facilitate the quick movement of vehicles..

## Current Value Per Square Foot

The development at Belt Line Rd. and MacArthur Blvd. poses different challenges for revitalization and redevelopment to a mixed-use activity center than do other sites in Coppell. Unlike the other areas nearly all of this area is currently developed and the property values are much higher because of the active businesses.

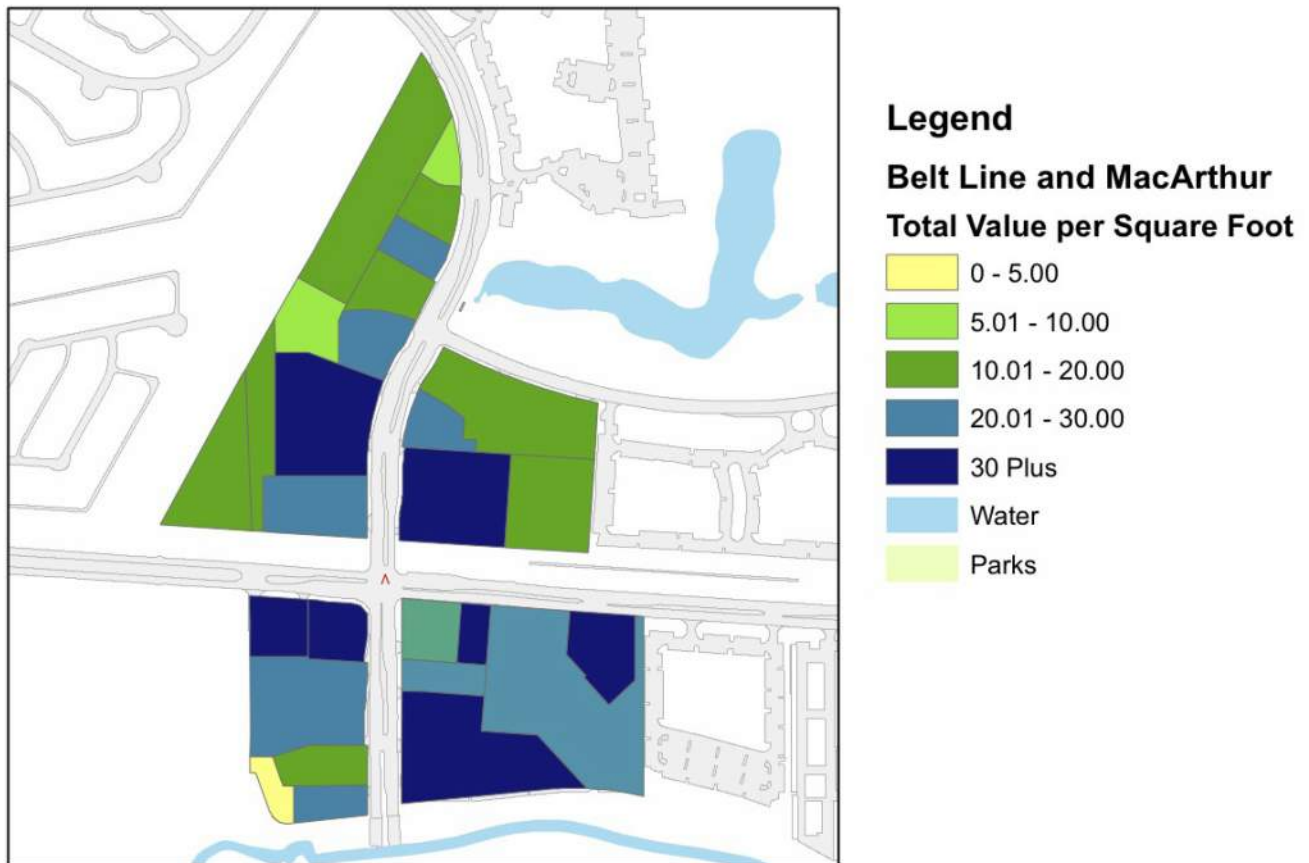
These sites are considered long-term redevelopment areas. Infill and increased density with multi-story buildings will require a rebound in the economy that will make purchase of these sites feasible in the future. To understand the potential for infill and densification, scenarios were modeled for the four quadrants as single blocks. The scenarios must create enough value to justify redevelopment. The proposed use for these blocks is mixed use residential/retail.

## Land Area and Value

Land Use	Area SF	Acres	Imp. Value	Land Value	Total Value	Value/SF
NE Commercial Corner	369,803	8.5	\$5,174,070	\$3,337,040	\$8,511,110	\$23.02
NW Commercial Corner	706,960	16.2	\$8,206,260	\$5,189,660	\$13,395,920	\$18.95
SE Commercial Corner	522,729	12.0	\$12,447,470	\$4,641,090	\$17,118,560	\$32.75
SW Commercial Corner	288,259	6.6	\$4,550,730	\$2,934,200	\$7,484,930	\$25.97

Source: City of Coppell Geographic Information System and the Dallas Central Appraisal District

## Total Value Per Square Foot



## Economics Summary

Because of the high land cost, demolition costs and higher resulting site costs, a more aggressive land use program is necessary to distribute the costs over more square feet of development. Even with an aggressive program, however, the necessary leasing rates are too high for the market in the short term.

As market conditions strengthen in the future, leasing and rental rates will increase, but this is expected to be no sooner than 2015. In this case, if poor performance brings the acquisition cost of these properties down, redevelopment will become more feasible. The intent of the program presented is to create a new destination using all of the available land at the intersection. The individual programs that were prepared for each site are listed in the tables below. The site is primarily mixed-use residential and commercial, planned for the individual quadrants to be phased separately if necessary, but with an overall

program to create a retail mixed use destination with enough residential and employment to ensure activity on the site at all hours. This is one of the few opportunities in Coppell to create a new destination development that can add high value and taxable income to the city. The first table shows the SE and SW quadrants, and the second table shows the NE and NW quadrants and a composite program for all sites as a whole.

The programs listed result in approximately \$340 million in new development versus a current assessed value of approximately \$46.5 million. Retail sales could be in the range of \$170 million for all sites together. Because of the intensity of use, these scenarios do not provide workforce housing at market rate currently. Employment space provided is sufficient for 400 to 500 employees. Depending upon the housing types and unit sizes, the areas listed for residential could provide as many as 1,000 units of new housing.

### Belt Line and MacArthur District Program

Land Use	SE	SW	NE	NW	All Sites
Site Area (acres)	12.0	6.6	8.5	16.2	43.0
New Circulation (acres)	1.8	1.0	1.3	3.6	7.0
Open Space (acres)	1.2	0.7	0.9	1.6	4.0
Development Area (acres)	9.0	5.0	6.4	11.4	32.0
Development Area (sq.ft.)	392,000	216,000	277,000	215,000	554,250
Site Value	\$17,118,560	\$7,484,930	\$8,511,110	\$13,395,920	\$43,510,520
Cost per Acre	\$1,426,522	\$1,131,078	\$1,002,544	\$825,402	\$1,073,234

### Land Use Mix

Land Use Floor Area	SE		SW		NE		NW		All Sites	
Land Use Type	Sq. Ft.	Percent of Total	Sq. Ft.	Percent of Total	Sq. Ft.	Percent of Total	Sq. Ft.	Percent of Total	Sq. Ft.	Percent of Total
Retail/Commercial (footprint)	137,000	35%	76,000	35%	111,000	40%	248,000	50%	572,000	41%
Mixed Use Office	39,000		22,000		28,000		50,000		139,000	
Mixed Use Residential	69,000		38,000		56,000		124,000		287,000	
Residential (footprint)	108,000	27%	58,000	27%	56,000	20%	33,000	7%	255,000	19%
Parking Footprint (surface / deck)	147,000	38%	82,000	38%	110,250	40%	215,000	43%	554,250	40%
Total Floor Area Without Parking	353,000		194,000		251,000		455,000		1,253,000	

## Redevelopment Concept

The redevelopment concept for the Belt Line Rd. and MacArthur Blvd. area consists of four mixed use quadrants defined by the four corners of the intersection of these two major roadways. While each quadrant has been individually programmed, it is the opportunity to redevelop the entire area that offers a unique opportunity to create a destination in Coppell that can draw specialty retail, dining, entertainment, housing and employment uses that are unique within the region.

Some of the key concepts envisioned for this redevelopment area include:

- Conversion of MacArthur Blvd. into a multi-way boulevard with on-street parking through the area
- Creation of an internal street network in each of the four quadrants
- Development of bicycle and pedestrian facilities along the rail and power line corridors
- Maintaining a viable grocery store as an amenity for new residents
- Conversion of surface parking to parking decks over time as density increases
- Adoption of specific urban design and architectural guidelines

- Creation of high quality office space in mixed use buildings
- Creation of for-sale, urban residential housing in mixed use buildings
- Recruitment of unique, destination retail, dining and entertainment uses

Because of the high vehicular traffic volumes along MacArthur and Belt Line, the conversion of MacArthur into a multi-way boulevard through the redevelopment area will allow for the creation of inviting, pedestrian scale local streets with on-street parking separated from the main lanes. These local “slip streets” will provide opportunities for retail and dining uses to make use of wide sidewalks for outdoor displays and seating areas.

The location of both the Cotton Belt rail corridor and the electric utility easement adjacent to this area provide an ideal opportunity to develop major pedestrian and bicycle facilities that will link this area to adjacent single-family and multi-family neighborhoods as well as providing a future link to a commuter rail station on the Cotton Belt line.

The overall redevelopment concept for this area will create a compact, mixed use, pedestrian-oriented destination that will provide unique retail and dining options, various urban residential unit types and offer high end office space with convenient access to major transportation routes.

## Belt Line and MacArthur Redevelopment Concept



## Future Planning Recommendations

The Belt Line and MacArthur District is a key eastern gateway to Coppell and is a major destination for neighborhoods in eastern Coppell and northern Irving. Recommendations for this area are intended to gradually create a more dense mixed-use pedestrian friendly area. The existing conditions of the area require a gradual and sensitive approach to reaching the future vision for a vibrant mixed-use environment.

New mixed-use development regulations should be implemented and a detailed Area Plan for the district should be prepared to determine the infill and densification of the area. Although not located within walking distance of the anticipated North Lake TOD / DART transit station, long-range development planning should focus on creating seamless connections with future development in the North Lake area.

The following is recommended to be addressed as part of development planning and a future Area Plan for the district.

### Recommended Land Uses

The ultimate mixture of uses in the area would be appropriate for a high activity mixed-use community center serving neighborhoods from a larger region.

- Multi-story mixed-use structures, with urban residential uses integrated in appropriate locations throughout the development area.
- Increase building height, especially in proximity to the intersection of Belt Line Rd. and MacArthur Blvd. Recommended 2-story minimum building heights, with no maximum height except where in close proximity to existing residential neighborhoods.
- Infill existing parking lots and densify existing low-rise commercial structures as market conditions warrant.

## Street, Bicycle and Pedestrian Network

New context sensitive public streets should be integrated to support mixed-use development.

- Retrofit Belt Line Rd. and MacArthur Blvd. as an urban boulevard (with on-street parking) and pedestrian streetscape enhancements as appropriate to support adjoining mixed-use development and pedestrian activities.
- Integrate new public streets as part of redevelopment to improve connectivity. Streets and pedestrian facilities on the south side of Belt Line Rd. should extend to the west and link with future development, including the North Lake area.
- Establish linkages with the future regional Veloweb off-street trail.

### Building Setbacks

Master planning efforts should establish recommended building setbacks along major thoroughfares and new internal public streets.

- Create a pedestrian-friendly street edge with buildings placed at or near the sidewalk edge.
- New building development along the major thoroughfares should be located in close proximity to the right-of-way to create a consistent street front and pedestrian friendly feel. Buildings should be designed with storefronts oriented along the roadways.

### Gateway Features

Gateway improvements should include both public streetscape enhancements as well as significant architectural statements on private property.

- Relocate or bury overhead utilities along Belt Line Rd.
- Improve intersection and pedestrian crossing treatments.
- Locate architecturally significant buildings at each corner of the Belt Line Rd. / MacArthur Blvd. intersection.

### Civic Space

Public civic spaces should be identified as part of the detailed master plan. Such spaces may include pocket parks, public plazas, and community gardens.

### Design Guidelines

Prepare mixed-use design guidelines for infill and new development. The guidelines should be implemented through new mixed-use development regulations.



# Approaches to Support Redevelopment

The U.S. Green Building Council recommends four approaches for local governments to achieve sustainability goals and move closer to lasting change. These approaches include strategies at different levels of involvement, from direct participation in a development project, to setting goals and expectations for future growth in the area.

## Approach 1: Lead by Example

### Set Goals and Make Commitments

Showing commitment to a sustainable development agenda includes adopting a policy statement with relevant areas of sustainable practices.

### Create an Area Plan / Master Plan for Targeted Sites

Such plans can ensure new development / redevelopment sites integrate certain sustainable practices.

### Clean Up Brownfield Contamination

Helping to orchestrate the environmental remediation of infill sites with soil or groundwater contamination will eliminate the uncertainty in the development community about the site.

### Construct or Install Updated Infrastructure on the Site

Constructing new or improved infrastructure in the targeted area will help mitigate some of the financial costs associated with redevelopment. In addition to streets and utilities, such improvements could also include parks and civic spaces, pedestrian streetscape enhancements, or other alternative modes of transportation.

## Approach 2: Remove Barriers

### Revise Development Ordinances

Updates to regulations may range from line item updates to existing codes to new zoning ordinances that are more compatible with sustainable development, such as form-based codes, design-based zoning, and performance zoning.

### Write a Green Building Ordinance / Green Development Ordinance

Recommend or require LEED (or equivalent) certification for buildings and for neighborhood developments. Use LEED as a checklist to analyze a project without necessarily requiring certification.

## Approach 3: Incentives

### Provide an Expedited Review and Permitting Process

This allows the City to offer a significant incentive to developers with little or no financial investment

### Provide Density Bonuses

Allow an increase in density or height for development that follows green building principles. This approach ties incentives to specific public policy objectives such as promoting infill development. Owners and developers are able to build additional units, making such development more financially attractive.

### Offer Tax Credits and Abatements

Extend incentives to developers and builders who follow measurable and verifiable green building goals. Increased property value from a sustainable neighborhood can offset a short-term reduction in tax revenue.

### Reduce or Waive Fees

Offer reduced review or permit fees to developers and builders who commit to green building and neighborhood principles that have community-wide benefits. This strategy can be combined with an expedited review process.

## Approach 4: Technical Assistance and Education

### Provide Direct Technical Assistance

Designate a staff member or members to work with developers and project teams who have less experience or familiarity with green development principles.

### Educate Staff

Provide training to all city staff involved in the development review and approval process. This can help streamline the review process of green developments and can also signal the city's commitment to green development.

### Compile Data

Green development generally requires high-quality and detailed information about a site and the surrounding area. Centralizing the appropriate infrastructure, social, and other data (or training staff to require such information from applicants) can help streamline the development process and ensure that high-quality data is utilized in the process.

# Redevelopment Areas Policies

- RA-1 Recognize the importance of maintaining and enhancing the City's tax base, including property taxes, sales taxes and business and occupation taxes, to provide funds for capital facilities and City services for existing and future populations.
- RA-2 Promote redevelopment of targeted areas as mixed-use activity centers that blend with existing neighborhoods, provide convenient shopping for daily necessities, and provide new housing options for residents of all stages of life.
- RA-3 Promote the development or expansion of cultural facilities, including libraries, educational institutions, civic spaces, performing arts and art exhibition facilities, museums, and community centers, in redevelopment areas designated as mixed-use activity centers.
- RA-4 Promote a wide range of goods and services for residents and businesses in mixed-use activity centers by providing incentives for appropriate retail development in these areas.
- RA-5 Provide thoroughfare system improvements as a catalyst to support redevelopment in areas designated for mixed-use activity centers.
- RA-6 Encourage the formation of public or business improvement districts for the construction of transportation infrastructure in redevelopment areas, which may include streets, curbs, or other structures; pedestrian or bicycle facilities; drainage; and street trees.
- RA-7 Encourage the redevelopment of surface parking lots into mixed-use projects with transit-supportive uses in the Belt Line corridor.
- RA-8 Provide interconnected streets between established neighborhoods and redeveloping areas such as mixed-use activity centers to ensure safe, efficient, and convenient pedestrian, bicycle, and vehicle access.
- RA-9 Increase communication among government, businesses, major institutions and other entities that may provide economic opportunities, in order to: (a) enhance the common understanding of issues related to employment growth, business competitiveness, public policy goals and program implementation and (b) promote partnerships between government and business to achieve the goals of Coppel 2030 Plan.



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## CHAPTER 5

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# Implementation

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### COPPELL 2030 PLAN

Sustainability

Land Use

Parks and Open Space

Transportation & Mobility

Healthy Neighborhoods

Redevelopment Areas





## Introduction

The Implementation Plan contains specific action items drawing from policies and recommendations identified throughout Coppel 2030 Plan. The Implementation Plan goes beyond the typical implementation tools of zoning, subdivisions, and capital improvements to holistically address implementation and ensure the long-term sustainability of the community.

The Implementation Plan arranges implementation measures consistent with the organized structure of Coppel 2030 Plan. Each table of the Implementation Plan identifies the policies in the corresponding element of the 2030 Plan, responsible parties to oversee and initiate implementation actions, time frames, and potential funding sources.

Due to the broad nature of citywide implementation of Coppel 2030 Plan, more detailed information on individual actions will be addressed in the responsible departments' work programs.

*Plans are only good intentions  
unless they immediately  
degenerate into hard work.*

*-Peter Drucker*

## Timeframe for Implementation

Execution of the Implementation Plan will be an ongoing process throughout the 20- year planning horizon. The pace at which implementation occurs will be dependent on the City's budget and market conditions. Each element of the Implementation Plan organizes action items by the timeframe in which they are recommended to be undertaken. The timeframes associated with each action are based on input from representatives of the responsible city departments and effort was made to identify reasonable timeframes for these actions. Some actions have aggressive timeframes for implementation due to their importance in implementing the key recommendations of the Coppel 2030 Plan. As such, it may be necessary to allocate additional resources to meet the specified timeframes for those actions. The timeframes included in the Implementation Plan are:

- Short-term actions are those anticipated to be completed within 0-3 years
- Mid-term actions within 3-5 years
- Long-term actions within 5-10 years, and
- Ongoing actions are part of current standard practices or programs and have no definite completion date.

## Implementation Priorities

Implementation Action	Lead Responsible Department	Time Frame	Potential Funding
1 Annual Updates to the Coppel 2030 Plan	Planning	Ongoing	Variety of Sources. Staff will begin the program. Additional funding may be needed as updates are identified.
2 Citywide Sustainability Plan	City Manager's Office as lead with participation from multiple City Departments	Short-term	General Fund Staffing / Consulting Services. Funding will be needed to provide technical assistance.
3 Updates to City Development Ordinances and Policies	Planning	Short-to-mid-term dependent upon specific amendment	General Fund Staffing / Consulting Services. Funding will be needed to complete all Ordinance and Policy updates in the timeframes identified and to provide technical assistance.
4 Updates to other City Plans and Policies	Parks and Recreation, Engineering, Public Works, Economic Development	Short-to-mid-term dependent upon specific amendment	General Fund Staffing / Consulting Services. Funding will be needed to complete all Ordinance and Policy updates in the timeframes identified and to provide technical assistance.
5 Area Plans for Targeted Mixed-Use Activity Centers	Planning	Short to mid-term	General Fund Staffing / Consulting Services. Funding will be needed to complete all Ordinance and Policy updates in the timeframes identified and to provide technical assistance.
6 Neighborhood Plans	Planning	Mid-term	General Fund Staffing / Consulting Services. Funding will need to be identified.

## Annual Monitoring

In order to monitor and evaluate the progress of the implementation actions, an annual report should be prepared by the City's Planning Department and reviewed by the Planning and Zoning Commission and referred to the City Council. This review should be used to measure advancement toward the specific goals and policies of each Plan element, and the progress of specific implementation actions. This process will also determine the need for necessary annual updates to any element, policy, or implementation action of the Coppel 2030 Plan.

## Funding and the Budget Process

The Implementation Plan is intended to be an integral part of the City's budget and finance process. The Plan should be used as an information tool to identify funding priorities during the budget process and the formation of the City's financial strategies and plans for the 2030 Plan implementation.

## Implementation Priorities

Six key actions are designated as the top priorities for implementation of the Coppel 2030 Plan. These actions are complementary and together form the core of the implementation program. They each play a vital role in implementing the vision set forth by the Coppel 2030 Vision and the Coppel 2030 Plan. The actions are not prioritized and several may be implemented concurrently, since some actions draw upon separate funding sources or are the responsibility of separate City departments.

## Annual Updates to the Coppel 2030 Plan

Beginning in early 2011 City Planning staff will prepare an annual monitoring report for the City Planning and Zoning Commission to evaluate the progress and effectiveness of the implementation actions outlined by the Coppel 2030 Plan Implementation Plan.

In addition, this report will outline recommended updates to the Coppel 2030 Plan. The annual review by the Planning and Zoning Commission will occur in advance of the City's annual budget preparation process in order for the Commission to outline a work program with associated funding requirements and provide recommendations to the City Manager and City Council to consider as part of the City's budgeting process. Upon completion of the annual review, the City Planning and Zoning Commission will initiate any necessary updates to the Coppel 2030 Plan.

## Citywide Sustainability Plan

There are a number of public and private sustainability efforts currently underway in Coppel to focus on community education, involvement, and successes. These efforts are primarily managed by the City of Coppel Green Team and other community partners such as the similarly named Coppel Green Team organized by the Coppel Chamber of Commerce. However these existing efforts do not have a Sustainability Plan outlining a framework of coordinated community-wide goals with "indicators" allowing for measured outcomes. Such indicators may be a statistic or trend allowing the community to evaluate where the community is and the positive or negative success in meeting the goals. By developing and adopting a Community Sustainability Policy with a Sustainability Action Plan, a holistic approach to community sustainability planning in Coppel will be established.

The community involvement process will be expected to help determine appropriate sustainability topics and goals to include in the Plan, as well as the appropriate indicators for evaluating progress toward the goals of sustainability. Possible citywide sustainability topics may include: employment; sustainable businesses and "green jobs"; community health / health care / child care; education; local food production; climate change; transportation options; integrating land use and mobility; housing affordability; green building; energy conservation and renewable energy production; solid waste; water conservation and greywater; and storm water, streams, and hydrology.

The Citywide Sustainability Action Plan should address:

- existing practices and emerging opportunities for sustainability in both the public and private sectors;
- recommended goals and targets for implementation;
- recommended updates to city regulations; and
- resources necessary to carry out the Plan.

## Updates to City Development Ordinances and Policies

Implementation of new activity centers and the mixed-use land use strategy with pedestrian and bicycle friendly streets will require updates to the City's Zoning Ordinance, development regulations, and related policies. The recommended updates to ordinances and policies identified throughout the Implementation Plan have been assigned a timeframe according to priority. Additional funding may need to be identified for staffing or consultant technical expertise to accomplish the amendments in the timeframes specified. Beginning in 2011 the City Planning staff will initiate updates for the following:

- Mixed-use development / form-based code regulations, including appropriate regulations for the provision of on-street and off-street parking, civic spaces, signage, and streetscapes in mixed use districts.
- Sustainable development practices, including appropriate principles of LEED for Neighborhood Development in redevelopment districts and freeway commercial areas.
- Standards for civic space and landscape enhancements for new freeway commercial development areas and redevelopment projects.
- Standards for bicycle parking and related accommodations in larger developments.
- Standards for residential infill development to ensure compatibility with established neighborhoods.
- Apply the regulatory framework in the targeted areas upon adoption of new mixed-use development regulations and completion of Area Plans for Mixed-Use Activity Centers.

## Updates to Other City Plans and Policies

Various City Departments and staff will be responsible for initiating updates to other City Plans, policies, and infrastructure design standards. These updates will be coordinated with City Planning staff, the Planning and Zoning Commission and other responsible City boards and commissions to ensure consistency with the implementation recommendations and vision of the Coppel 2030 Plan. The updates identified throughout the Implementation Plan have been assigned a timeframe according to priority. Additional funding may need to be identified for staffing or consultant technical expertise to accomplish the amendments in the timeframes specified. These updates will include:

- “Context Sensitive Design” street design manual with detailed standards integrating pedestrian and on-street bicycle accommodations, streetscaping, on-street parking, and “green” street infrastructure. Bicycle accommodations include appropriate widths or lanes needed for designated on-street bicycle traffic corridors. Alternative designs and standards should be considered for greater storm water filtration and more appropriate storm water conveyance. The manual will include appropriate street standards for mixed-use centers and areas of higher intensity.
- Adopting revised street right-of-way standards as necessary to implement the Context Sensitive Design street manual.
- Suitable corridors in Coppel for an on-street cycling network (signed shared roadways and roadways for bicycle lanes) to include in the City-Wide Trails Implementation Plan, including coordination with the regional on-street network framework provided by Mobility 2030.
- Sustainable “green building” codes for new and significant remodels of residential and commercial buildings, as well as standards for new development of commercial and multifamily buildings to include facilities for waste recycling. Phased implementation of new standards may be desirable.
- Alternative methods and “green infrastructure” standards for storm water management in new site development that retain natural site drainage and mitigate impervious (pavement) coverage.

## Neighborhood Plans

Maintaining healthy residential neighborhoods is a key recommendation of the Coppel 2030 Plan to ensure a long-term sustainable community. Thus, planning at the neighborhood level will be initiated to address the challenges of aging neighborhoods in Coppel and provide strategies to address their needs. Neighborhood Plans may include clusters of several neighborhoods located in close proximity to one another. Typically these areas are facing challenges related to age, maintenance of housing, and may have declining conditions or may be negatively impacted by nearby surrounding influences such as commercial or industrial districts.

Precise boundaries of the Neighborhood Plans will be determined through additional community involvement and dialogue with residents prior to initiating the planning efforts. These Plans will include extensive resident involvement to prepare a framework addressing issues such as:

- land use,
- housing revitalization,
- appropriate infill character and density,
- urban design,
- transportation,
- essential public infrastructure and services,
- economic development,
- opportunities to leverage other resources, or partnerships, and
- a capital improvement and funding plan.

## Area Plans for Targeted

### Mixed-Use Activity Centers

The implementation of the higher intensity mixed-use activity centers will require the preparation of Area Plans to address the detailed retrofit and redevelopment of these areas which are primarily developed with low density suburban commercial uses. The concept calls for redevelopment, infill, and new growth to be targeted into compact, mixed-use, and walkable activity centers. Redevelopment of some of these activity centers are provided in Chapter 4 of the Coppel 2030 Plan.

Implementation of the mixed-use activity center concepts must consider many factors including the capacity for growth, existing and future public facilities, street and streetscape improvements, community character, and environmental constraints. In addition consensus must be reached through extensive



community involvement with property owners and businesses both within the area and in surrounding neighborhoods about the precise boundaries of the centers, the specific mix of uses, architectural form, needed public facilities, the type and design of public spaces, and potential public-private partnerships. Implementation is also dependent upon close coordination of land use and transportation planning. Several of the activity centers are located in the Belt Line corridor and within reasonable distance of the proposed DART transit station. All centers will require the implementation of new multi-modal street designs and on-street parking.

After adoption, these Area Plans will serve as the blueprint and final arbiter on issues of land use, density and intensity. Until such time that the Area Plans are prepared, the Coppell 2030 Plan will be used by staff and decision makers to review and make findings for discretionary development projects. Implementation opportunities may occur on a project-by-project basis.

The table below identifies Area Plans for Mixed Use Activity Centers recommended by the Coppell 2030 Plan for study. As staffing and funding become available additional Area Plans will commence. The priorities for preparing the Area Plans will consider many factors including:

- Funding availability;
- Requests by property owners and developers and opportunities for public and private partnerships;
- Opportunities to implement the mixed-use activity center concept;
- Development pressure manifested through frequent development requests;
- Transit and economic development opportunities; and
- Demographic shifts within the community.

Area Plan	Estimated Start Date	Description
Old Coppell Master Plan	Completed	Historic District Master Plan and development standards have been adopted.
Denton Tap and Belt Line District	2011	Mixed Use Neighborhood Center Additional description provided in Ch. 4.
Belt Line and MacArthur Blvd District - Scenario 1	2012	Mixed Use Community Center Additional description provided in Ch. 4.
Sandy Lake Rd. and MacArthur Blvd. District	2013	Mixed Use Neighborhood Center Study the infill and redevelopment of the mostly developed commercial area to serve as a hub for neighborhood activities and services, including new neighborhood civic gathering spaces serving neighborhoods for much of eastern Coppell.
Denton Tap and Belt Line District - Scenario 2	TBD	High intensity, mixed use, transit-oriented development district based on the assumption of a relocated Cotten Belt rail line and a new DART station in close proximity to the study area. Additional description provided in Ch. 4.
Denton Tap Rd. and Sandy Lake Rd. District	TBD	Mixed Use Community Center Study the long-term redevelopment of existing commercial areas to serve as a higher intensity community-wide destination. This study would also include studying the conversion of the existing linear strip retail along Denton Tap Road south of Sandy Lake Rd to mixed-use neighborhood serving retail and higher density urban residential housing types.
Denton Tap Rd. and Bethel School Rd. District	TBD	Mixed Use Neighborhood Center Study the infill and redevelopment of the area to serve as a hub for neighborhood activities and services, including new neighborhood civic gathering space serving neighborhoods both east and west of Denton Tap Rd. Also study the potential to integrate higher density urban residential housing.
Sandy Lake Rd. and Moore Rd. District	TBD	Mixed Use Neighborhood Center Study the infill and redevelopment of the mostly developed commercial area to serve as a hub for neighborhood activities and services, including new neighborhood civic gathering spaces serving neighborhoods both north and south of Sandy Lake Rd. Also study the potential to integrate higher density urban residential housing.

## Sustainability Implementation Actions

No.	Sustainability Implementation Actions	Plan Policy	Responsible Departments
<b>Short-term Actions</b>			
1	Develop a Coppel Sustainability Plan and establish a Sustainability Action Plan with targets and goals to measure the community's progress towards sustainability.	S-1	CMO
2	Implement a sustainable landscape design and maintenance program for public and private properties through the Coppel SmartScape Program, with a native and adaptive plant list, that conserves water. The program efforts should address the use of such SmartScapes in new construction as well as incentives to retrofit existing landscapes on private properties citywide that meet SmartScape principles.	S-1	PR
3	Establish a tree canopy coverage enhancement program.	S-1	PR
4	Update city zoning and development regulations to integrate appropriate sustainability practices, include LEED for Neighborhood Development principles.	S-3	PL
<b>Mid-term Actions</b>			
5	Develop and phase implementation of a sustainable "green building" codes for new and significant remodels of residential and commercial buildings.	S-4	BI
6	Develop standards requiring new development of commercial and multifamily buildings to include facilities for waste recycling.	S-4, S-7	BI
7	Develop regulations and storm water management standards for alternative methods of development that retain natural site drainage and mitigate impervious (pavement) coverage.	S-6	ENG
8	Develop alternative street designs and standards that allow for greater filtration and more appropriate storm water conveyance.	S-6	ENG
<b>Long-term Actions</b>			
<b>Ongoing</b>			
9	Provide community leadership and education programs in sustainability.	S-1, S-4	CMO
10	Participate in state and federal efforts to address sustainable development and climate change.	S-1	CMO
11	Coordinate with the NCTCOG to implement new standards for Integrated Storm Water Quality Management (ISWM).	S-6, S-8	ENG
12	Participate in regional implementation actions that will provide for long-term improvement of air quality and attain federal air quality standards.	S-2, S-3, S-9	CMO
13	Align the City with agency counterparts for grant funding opportunities.	S-1	CMO
14	Promote water and energy conservation programs.	S-9	CMO
15	Promote local agriculture on city-owned lands and within neighborhoods.	S-2	PR
16	Promote the use of alternative landscaping that is native or climate tolerant and erosion resistant.	S-2	PR
17	Promote tree planting as a way to reduce summer cooling loads and air pollution, making sure the trees do not cause the need for additional street lighting.	S-4	PR
18	Expedite the entitlement process for projects that meet LEED certification standards or other environmentally sensitive programs.	S-4	PL/BI

### City Department Codes

Code	Department Name
BI	Building Inspections
CMO	City Manager's Office

CE	Code Enforcement
CI	Community Information
ED	Economic Development

ENG	Engineering
PR	Parks and Recreation
PL	Planning

PW	Public Works
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## Land Use Implementation Actions

No.	Land Use Implementation Actions	Plan Policy	Responsible Departments
<b>Short-term Actions</b>			
1	Initiate Area Plans for targeted mixed use activity centers, as reflected on the future land use plan, to define the appropriate mix and density of uses and appropriate transitions to adjacent areas.	LU-1, LU-2, LU-3, LU-4	PL
2	Update the City zoning Ordinance to create mixed-use / form-based development regulations.	LU-2	PL
3	Apply new mixed-use / form-based zoning regulations to the Old Coppell District.	LU-1, LU-2	PL
4	Update the zoning ordinance to allow live-work spaces, particularly in mixed-use developments.	LU-3	PL
5	Adopt new parking regulations for mixed-use centers and consider removing minimum parking requirements and setting parking maximums in recognition of the increased pedestrian, bicycle and transit accessibility in these areas.	LU-2	PL
6	Adopt urban design standards to facilitate development of more pedestrian-friendly and human-scale built environments.	LU-7, LU-8	PL
7	Revise the City's street standards to allow for on-street parking in mixed-use districts and to provide for context sensitive street design.	LU-2	ENG
8	Explore extending the Old Coppell "brand" beyond the established historic district boundaries to provide greater connectivity with nearby major thoroughfares and neighborhoods.	LU-7	ED
9	Adopt residential infill development standards to address compatible detached and attached housing infill development within established neighborhoods in terms of height, scale, architectural character, open space and setbacks, siting, and building orientation.	LU-1	PL
<b>Mid-term Actions</b>			
10	Prepare a transit-oriented development zoning district for areas within the city limits adjacent to the proposed rail station and a detailed area plan for the City-owned property outside the city limits on the North Lake property.	LU-2	PL
11	Apply new mixed-use / form-based development regulations to the future mixed use activity centers in the Belt Line Road corridor (Denton Tap and Belt Line, Belt Line and MacArthur Blvd)	LU-2	PL
12	Apply new mixed-use / form-based development regulations to the future mixed use activity centers in established areas (Denton Tap Rd/Sandy Lake Rd, Denton Tap Rd / Bethel School Rd, Sandy Lake Rd / Moore Rd, and Sandy Lake Rd / MacArthur Blvd).	LU-2	PL
13	Apply new mixed-use / form-based development regulations to areas where existing zoning and development patterns conflict with future land use designations.	LU-1, LU-2	PL
<b>Long-term Actions</b>			
14	Implement a catalyst project in one of the Special Planning Areas with character defining buildings to create the desired physical context.	LU-2	CMO
<b>Ongoing</b>			
15	Review existing zoning and apply new zoning upon completion of each Area Plan to assure that revised land use designations or newly-applicable policies are implemented through appropriate zones and development regulations.	LU-1, LU-2, LU-3	PL
16	Direct resources and coordinate economic development and transportation planning to encourage redevelopment or stabilization in the mixed-use activity centers.	LU-1, LU-2	CMO/ED/ENG
17	Require shared and off-street parking facilities in order to encourage the efficient use of parking. Ensure that such parking is compatible with the existing or desired character of the area and ensure that such parking is available for the duration of the use requiring the parking.	LU-1	PL/ENG
18	Require "signature" development design to serve as a gateway to Coppell at the corner of I-635 and Belt Line – Point West.	LU-5, LU-6, LU-8	PL
19	Promote the development of multi-story high-quality hotels with dining opportunities at each interchange location along IH-635.	LU-5	ED/PL

Code	Department Name	CE	Code Enforcement	ENG	Engineering	PW	Public Works
BI	Building Inspections	CI	Community Information	PR	Parks and Recreation		
CMO	City Manager's Office	ED	Economic Development	PL	Planning		

## Parks and Open Space Implementation Actions

No.	Parks and Open Space Implementation Actions	Plan Policy	Responsible Departments
<b>Short-term Actions</b>			
1	Revise the City's development regulations to incorporate park and civic space design standards based upon land use context and ensure the provision of appropriate park and civic spaces in new and redeveloped mixed-use projects.	P-3	PL
2	Identify opportunities to develop new neighborhood parks and playgrounds and to upgrade existing neighborhood parks.	P-1	PR
3	Pursue joint use and maintenance agreements with Coppell ISD for school playgrounds within existing neighborhoods and for new schools in new developments.		PR/Coppell ISD
<b>Mid-term Actions</b>			
4	Adopt streetscape standards for mixed-use districts.	P-4	PL/ENG
<b>Long-term Actions</b>			
<b>Ongoing</b>			
5	Construct park and recreation facility enhancements in accordance with the 2007 Parks Master Plan.	P-1, P-2	PR
6	Improve access to parks and recreation areas through the design, individual development review process, street improvement plans, and implementation of the trails system.	P-2	PL/ENG
7	Construct streetscape enhancements and develop new civic spaces in key locations to enhance Coppell's distinct identity.	P-4, P-5, P-7	ENG
8	Enhance major points of entry into Coppell and major intersections throughout the community with special design treatments including landscaping, public art and/or signage that reflect the unique character of the area.	P-4, P-5, P-6, P-7	PL/ENG
9	Partner with TXDOT to implement urban design and landscape enhancements along highway frontages and at interchanges adjacent to Coppell.	P-4, P-5, P-7	ENG
10	Promote collaboration among the business community and organizations involved in cultural resources to provide public art throughout the community and make cultural experiences accessible to all residents of Coppell.	P-4, P-6	CMO
11	Encourage support for public art and cultural resources through individual and corporate philanthropy, and publicly recognize and celebrate gift giving of all types and levels.	P-6, P-7	CMO
12	Increase opportunities for artists to apply their skills and creativity in the delivery of public services, in the planning and design of capital improvements or in the design and delivery of public information.	P-6, P-7	CMO/ENG

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CE	Code Enforcement
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## Transportation and Mobility Implementation Actions

No.	Transportation and Mobility Implementation Actions	Plan Policy	Responsible Departments
<b>Short-term Actions</b>			
1	Adopt a “Context Sensitive Design” manual with detailed standards to provide context sensitive solutions including multi-modal accommodations, streetscaping, on-street parking, and “green” street infrastructure.	TM-1, TM-2, TM-3, TM-5, TM-6, TM-7	ENG
2	Adopt standards to integrate pedestrian and bike amenities with public streetscape improvements, particularly in mixed-use centers and areas of higher intensity.	TM-2, TM-3, TM-4	ENG
3	Adopt standards for bicycle parking and accommodations in larger developments to facilitate bicycle use.	TM-5	PL
4	Identify opportunities to improve walking and biking routes from neighborhoods to schools.	TM-9	ENG
5	Update the City-Wide Trails Implementation Plan to identify suitable corridors for an on-street cycling network (signed shared roadways and roadways for bicycle lanes).	TM-1, TM-2, TM-3	ENG
6	Adopt street and right-of-way standards that accommodate the extra widths or lanes needed for designated on-street bicycle traffic corridors.	TM-3	ENG
7	Explore options to improve transportation efficiency and environmental friendliness of vehicular transportation systems including ride-sharing, alternative fuel and low-emission vehicles, travel-on-demand, etc.	TM-1, TM-8	ENG
<b>Mid-term Actions</b>			
8	Explore options with DART to provide new transit systems and cross-town circulator service to destinations within Coppell, such as modern streetcars, local bus, or bus rapid transit and to provide efficient local circulation and linkages to DART stations.	TM-4, TM-8	CMO/ENG
9	Complete construction of links to close all gaps in the citywide pedestrian network.	TM-2, TM-3	ENG
<b>Long-term Actions</b>			
10	Develop a transportation linkage plan in collaboration with DART to provide linkages to DART stations.	TM-4, TM-8	ENG
<b>Ongoing</b>			
11	Collaborate with regional agencies, school districts, community planning groups, community activists, public health professionals, developers, law and code enforcement officials, and others, to better realize the mobility, environmental, social, and health benefits of pedestrian and bicycle friendly communities.	TM-8, TM-9	CMO
12	Apply for Safe Routes to School funding to implement strategic safety pedestrian and bicycle improvements around schools.	TM-9	ENG
13	Construct trail facility enhancements in accordance with the adopted Trails Master Plan.	TM-1, TM-2, TM-3	ENG
14	Continue to partner with the NCTCOG to implement recommendations of Mobility 2030.	TM-8	ENG
15	Encourage a “park once” concept in redevelopment areas by integrating pedestrian, bicycle, and transit facilities connections to all parking areas.	TM-3, TM-5, TM-6	PL/ENG
16	Provide funding in the Capital Improvements Plan to construct new streets, boulevards, on-street parking, and streetscape improvements to facilitate redevelopment in the mixed-use activity center districts.	TM-1, TM-2	ENG
17	Implement education programs to increase and encourage pedestrian, bicycle, and traffic safety.	TM-2, TM-9	PR
18	Provide a strong school curriculum and program for safety and travel choices with emphasis on environmental consequences, neighborhood livability, personal safety, and health.	TM-2, TM-9	Coppell ISD
19	Evaluate new development proposals and exact appropriate improvements through the development review process.	TM-1, TM-2, TM-3	PL

Code	Department Name	CE	Code Enforcement	ENG	Engineering	PW	Public Works
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## Healthy Neighborhoods Implementation Actions

No.	Healthy Neighborhoods Implementation Actions	Plan Policy	Responsible Departments
<b>Short-term Actions</b>			
1	Create a Registered Neighborhood Program to serve as the primary means for communication between the City and neighborhoods.	HN-9	CI
2	Establish a neighborhood / homes association database and a citywide map of neighborhood boundaries, including primary neighborhood representative contacts and that is available to the public through the City's website.	HN-9	CI
3	Develop a neighborhood association resource kit to assist with the formation of neighborhood associations or reenergize existing associations, such as example bylaws, meeting agendas and preparation, and other information needed for an effective neighborhood association.	HN-9	CMO/PL
4	Adopt the current version of the International Property Maintenance Code to provide a tool for ensuring compliance with community maintenance standards.	HN-8	CE
5	Adopt citywide neighborhood architectural compatibility standards for new construction and infill, and as necessary integrate specific standards for individual neighborhoods into Neighborhood Plans.	HN-2, HN-3, HN-5	PL
6	Establish an incentive grant program for Homes Associations to upgrade private neighborhood amenities such as fences, signs and landscaping.	HN-8, HN-9	CMO
7	Explore establishing a matching grant program for homeowners who need assistance with major home repairs and maintenance costs.	HN-8	CMO
8	Establish a safe home program to provide a place where children can go to get help in the neighborhood.	HN-9	Police
<b>Mid-term Actions</b>			
9	Initiate Neighborhood Plans for aging neighborhoods to address challenges related to long-term health and sustainability, and include implementation strategies so these plans can be continuously monitored.	HN-2, HN-3, HN-5, HN-6, HN-7, HN-8, HN-9	PL
10	Complete a walkability checklist for every neighborhood to identify areas with needed improvements.	HN-6, HN-9	PL/ENG
11	Develop an environmental safety checklist to be completed by each neighborhood throughout the city. The checklist should identify existing safety hazards including poor visibility, inappropriate landscaping or fencing, etc.	HN-7, HN-8, HN-9	Police
<b>Long-term Actions</b>			
12	Implement a Neighborhood Investment Program (NIP) as needed in aging neighborhoods to support infrastructure investments and revitalization programs for long-term neighborhood health and sustainability.	HN-8, HN-9	PL

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CE	Code Enforcement
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## Healthy Neighborhoods Implementation Actions

No.	Healthy Neighborhoods Implementation Actions	Plan Policy	Responsible Departments
<b>Ongoing</b>			
13	Establish a clear relationship between the City's budgeting processes and adopted neighborhood plans.	HN-9	CMO
14	Monitor progress toward implementing adopted neighborhood plans and communicate results to City officials, neighborhood planning participants and interested citizens.	HN-9	PL
15	Regularly update and maintain the neighborhood database contact information and provide regular communication between residents and the City.	HN-9	CI
16	Ensure new neighborhoods establish an owners association.	HN-9	PL
17	Provide technical assistance to existing neighborhoods for establishing or improving neighborhood associations.	HN-9	PL
18	Encourage the formation of neighborhood activity committees to foster greater interaction among neighbors.	HN-9	CI
19	Monitor homeownership levels in neighborhoods and when necessary implement programs to encourage ownership of affordable homes and owner occupancy in areas with high concentrations of rental single-family housing.	HN-1, HN-4	PL/CE
20	Monitor the physical condition of neighborhoods and as necessary establish programs focused on housing rehabilitation and neighborhood revitalization.	HN-1, HN-8	CE
21	Ensure that owners, managers, and residents of rental property improve and maintain the safety, durability, and livability of rental housing.	HN-8	CE
22	Provide start-up assistance to neighborhoods that want to establish community gardens and modify the development regulations to encourage the set aside of areas for community gardens in new development and redevelopment areas.	HN-9	PR
23	Encourage alley-loaded garages in new developments to reduce the visibility of vehicle parking from neighborhood streets and to reduce safety conflicts between pedestrians and automobiles in neighborhoods.	HN-5	PL
24	Coordinate with CISD to develop a walking school bus program for elementary schools throughout the city.	HN-9	ENG

Code	Department Name	Code	Department Name	Code	Department Name	Code	Department Name
BI	Building Inspections	CE	Code Enforcement	ENG	Engineering	PW	Public Works
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		ED	Economic Development	PL	Planning		

## Redevelopment Areas Implementation Actions

No.	Redevelopment Areas Implementation Actions	Plan Policy	Responsible Departments
<b>Short-term Actions</b>			
1	Adopt application and review procedures for the retrofitting and redevelopment of targeted activity centers.	RA-2, RA-9	PL/ED
2	Adopt a policy for public-private financing of new street improvements and streetscaping in mixed-use activity centers, including maintenance responsibilities of improvements in the public right-of-way.	RA-5, RA-6	ED/CMO
3	Examine the financial incentives that may be available to developers and potential public-private partnerships to assist with retrofitting and redevelopment of targeted activity centers.	RA-1, RA-2	ED/PL/CMO
4	Develop a municipal revenue impact statement that is completed for all redevelopment proposals to ensure the best long-term use of redevelopment sites.	RA-1	ED/CMO
5	Create a redevelopment oversight organization with representatives from appropriate City departments, boards and committees to coordinate redevelopment activities.	RA-2	ED/CMO
6	Adopt a redevelopment incentive package that provides for financial, development and procedural incentives for targeted redevelopment areas.	RA-2	ED/CMO
7	Revise development regulations to facilitate higher intensity, mixed use development and include incentive provisions for public amenities, shared parking, housing, etc.	RA-2	PL
<b>Mid-term Actions</b>			
8	Create redevelopment districts for priority redevelopment areas to provide tax increment financing or other public funding mechanisms to facilitate redevelopment	RA-6	ED/CMO
9	Create parking management districts to facilitate shared parking and the construction of parking facilities.	RA-6	PL/ED/CMO
10	Prepare detailed redevelopment plans for each of the targeted redevelopment areas.	RA-5	PL/ED
<b>Long-term Actions</b>			
<b>Ongoing</b>			
11	Assist with land assembly as needed to promote targeted redevelopment projects.	RA-2, RA-3	ED
12	Apply for funding grants and other funding opportunities to assist with the construction of multi-modal street and infrastructure improvements as a demonstration project and catalyst to support redevelopment of a targeted area into a mixed-use activity center, such as the implementation of a multi-way boulevard concept.	RA-5, RA-6	ED/ENG
13	Participate in the development of civic spaces and community facilities in mixed-use activity centers when appropriate in order to provide needed community places, facilities, and civic amenities.	RA-3	PR
14	Recruit developers to partner with the City to redevelop priority areas.	RA-2	ED/CMO
15	Coordinate with DART to ensure future rail transit facilities are compatible with the City's land use goals.	RA-9	ED/CMO

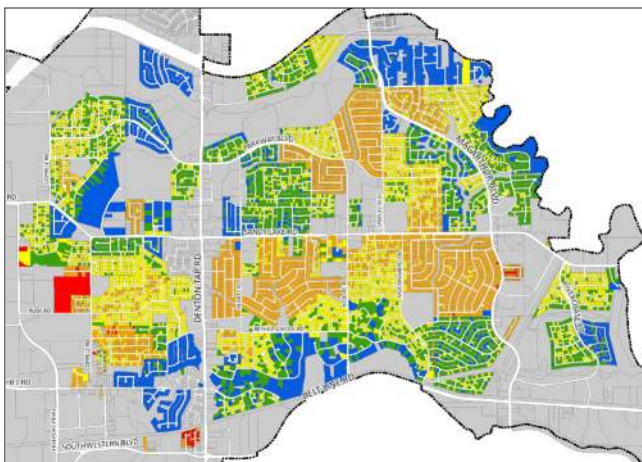
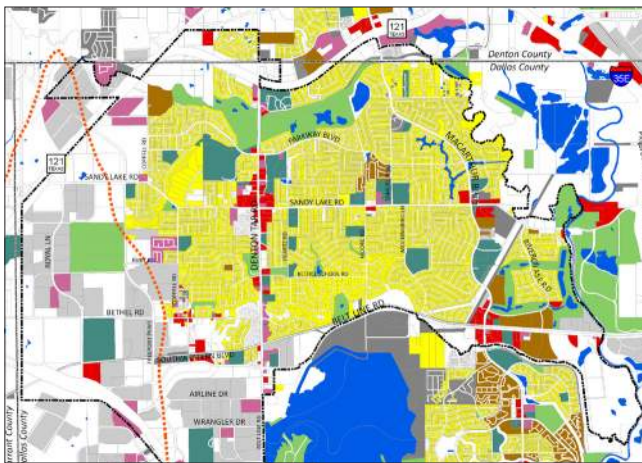
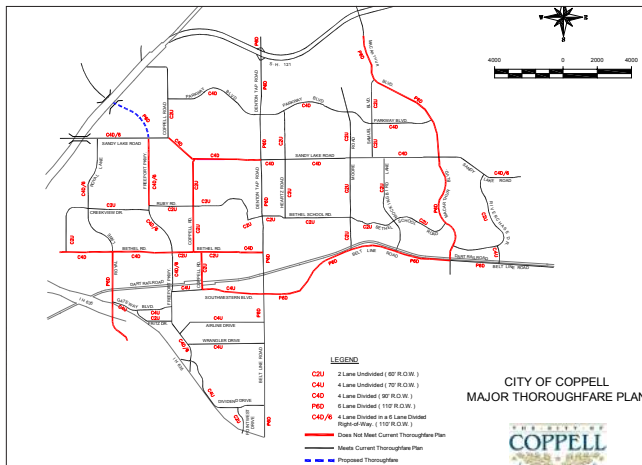
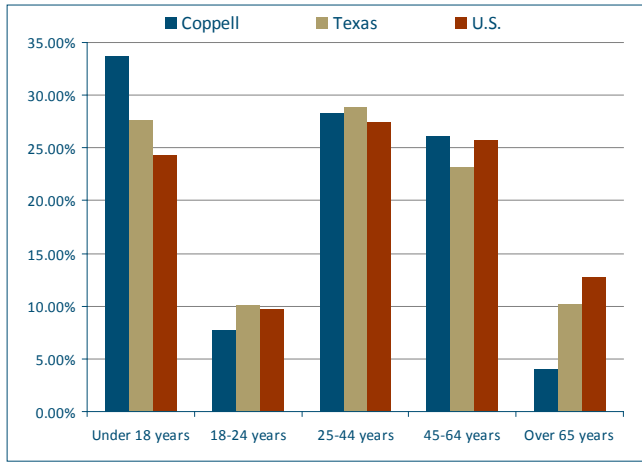
Code	Department Name
BI	Building Inspections
CMO	City Manager's Office

CE	Code Enforcement
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PL	Planning

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## APPENDIX A

# Community PROFILE

## COPPELL 2030 PLAN

### Demographics and Market Analysis

### Planning Context

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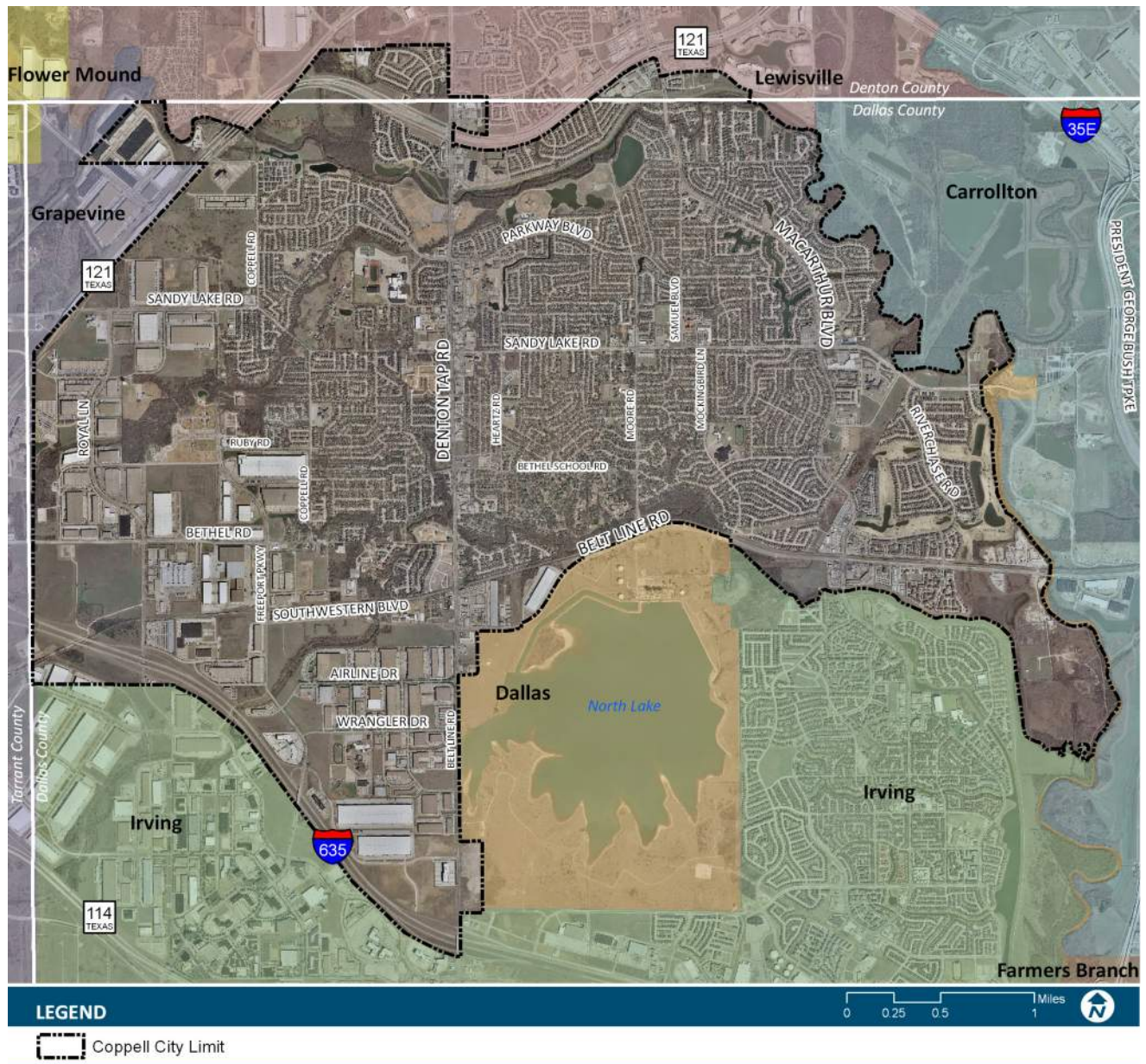
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# Introduction



## Overview

The City of Coppel Comprehensive Plan was last updated in 1996 during a period of rapid growth for the community. Coppel is now almost fully developed and is at the point that citizens are focusing on preserving the integrity of what is good in the city, looking at innovative ways to complete remaining development areas, and addressing problematic elements within the community. The recently completed Coppel 2030 Plan (April 2009), the Old Coppel Master Plan (2002), and the City's other past and current planning efforts serve as a framework and vision for updating the Comprehensive Plan.

The purpose of this workbook is to provide background information and analysis related to the community planning process and the preparation of the Coppel 2030 Comprehensive Plan. This workbook:

- Provides information about existing conditions;
- Provides information about current and past planning efforts in the area;
- Serves as the common frame of reference for visioning and goal setting sessions to be conducted during the planning process;
- Identifies key planning issues that need to be addressed when planning for 2030.

# Introduction

## Purpose of a Comprehensive Plan

The Coppel 2030 Comprehensive Plan is intended to serve as the policy guide and “vision” for the future of Coppel and long-term community planning activities. This Plan officially updates and replaces the previous Plan adopted in 1996. The Plan builds on Coppel 2030 and its recommendations for: quality future programs and services, ensuring financial stability, sustaining the city’s infrastructure, maintaining our neighborhoods, supporting our business community and promoting all of the other elements that make up a desirable community.

### The Coppel 2030 Comprehensive Plan:

- Establishes the community’s vision for the future development of the City, including land use and development options for the North Lake property owned by the City;
- Provides a framework for allocating City resources through the budgeting process and for providing municipal services;
- Provides a basis for considering and evaluating land use decisions, and planning for future development and redevelopment projects;
- Integrates other City plans and policies in a cohesive manner; and
- Provides implementation strategies.

## Basis In State Law

Chapter 213 of the Texas Local Government Code provides the basis for comprehensive planning in Texas. This chapter reads in part:

### Sec. 213.002. COMPREHENSIVE PLAN.

- (a) The governing body of a municipality may adopt a comprehensive plan for the long-range development of the municipality. A municipality may define the content and design of a comprehensive plan.
- (b) A comprehensive plan may:
- (1) include but is not limited to provisions on land use, transportation, and public facilities;
  - (2) consist of a single plan or a coordinated set of plans organized by subject and geographic area; and
  - (3) be used to coordinate and guide the establishment of development regulations.

(c) A municipality may define, in its charter or by ordinance, the relationship between a comprehensive plan and development regulations and may provide standards for determining the consistency required between a plan and development regulations.

(d) Land use assumptions adopted in a manner that complies with Subchapter C, Chapter 395, may be incorporated in a comprehensive plan.

One of the primary ways in which a municipality regulates the development of land within its jurisdiction is through the implementation of a zoning ordinance. Here again, the comprehensive plan serves as the basis upon which all zoning decisions must be made. Chapter 211 of the Local Government Code requires that all zoning decisions must be consistent with a municipal comprehensive plan. That chapter reads in part:

### Sec. 211.004. COMPLIANCE WITH COMPREHENSIVE PLAN.

- (a) Zoning regulations must be adopted in accordance with a comprehensive plan and must be designed to:
- (1) lessen congestion in the streets;
  - (2) secure safety from fire, panic, and other dangers;
  - (3) promote health and the general welfare;
  - (4) provide adequate light and air;
  - (5) prevent the overcrowding of land;
  - (6) avoid undue concentration of population; or
  - (7) facilitate the adequate provision of transportation, water, sewers, schools, parks, and other public requirements.

## Charter Provisions

The City of Coppel’s home rule charter also provides a basis for comprehensive planning. This charter provision provides broad authority to the City Council to include within the comprehensive plan policies that guide all municipal ordinances related to the physical development of the community. Article 9 – Planning of the charter reads in part:

### SECTION 9.01 - POWERS OF THE CITY

The city shall have the power to adopt and enforce:

- A. A master plan to be used as a guide in considering passage of ordinances for the orderly growth and development of the city.

# Demographics & Market Analysis

## Demographics

### Population Trends

Coppell and the surrounding region have experienced rapid population growth since 1970. This growth has generally slowed in the past decade in inner-ring suburbs such as Coppell and Irving. Cities to the north of Coppell (Flower Mound and Lewisville) have the highest population growth rates since 1990.

According to 2008 U.S. Census estimates, the Dallas-Ft. Worth-Arlington metropolitan statistical area (MSA) added more population from 2000 to 2008 (more than 1.1 million people) than any other MSA in the nation.

The table to the right is updated based on 2009 NCTCOG data. The Dallas-Ft. Worth urban area grew by more than 25 percent from 2000 to 2009.

Coppell and Comparison Areas Population Trends (1970-2009)

City	1970	1980	1990	2000	2009	2000-2009
						Growth
<b>Coppell</b>	<b>1,728</b>	<b>3,826</b>	<b>16,881</b>	<b>35,958</b>	<b>39,550</b>	<b>10.0%</b>
Carrollton	13,855	40,595	82,169	109,576	120,950	10.4%
Farmers Branch	27,492	24,863	24,250	27,508	31,100	13.1%
Flower Mound	1,685	4,402	15,527	50,702	62,800	23.9%
Grapevine	7,049	11,801	29,198	42,059	47,950	14.0%
Irving	97,260	109,943	155,037	191,615	212,250	10.8%
Lewisville	9,264	24,273	46,521	77,737	95,250	22.5%
County	1970	1980	1990	2000	2009	Growth
Dallas County	1,327,696	1,556,419	1,852,810	2,218,899	2,471,000	11.4%
Denton County	75,633	143,126	273,775	432,976	628,300	45.1%
Tarrant County	715,587	860,880	1,170,103	1,446,219	1,807,750	25.0%
Region	1970	1980	1990	2000	2009	Growth
Urban Area*	2,351,569	2,930,545	3,885,415	5,030,828	6,293,700	25.1%
NCTCOG Region**	2,506,618	3,116,181	4,111,750	5,309,277	6,637,230	25.0%

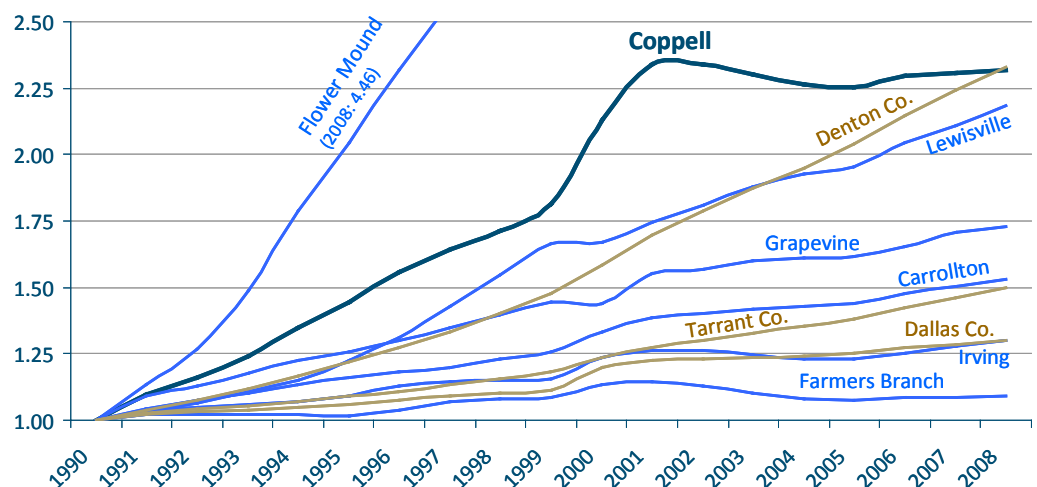
\* 9 counties

\*\* 16 counties

Source: U.S. Census (1970-2000), NCTCOG (2009 estimate)

Coppell and Comparison Areas Population Growth Index (1990-2008)

From 1990 to 1999, Coppell grew steadily at about 7 percent per year. The city's population then grew by 29 percent between 1999 to 2001. Population growth has slowed since 2002 as the amount of vacant land has diminished and growth has moved further north.

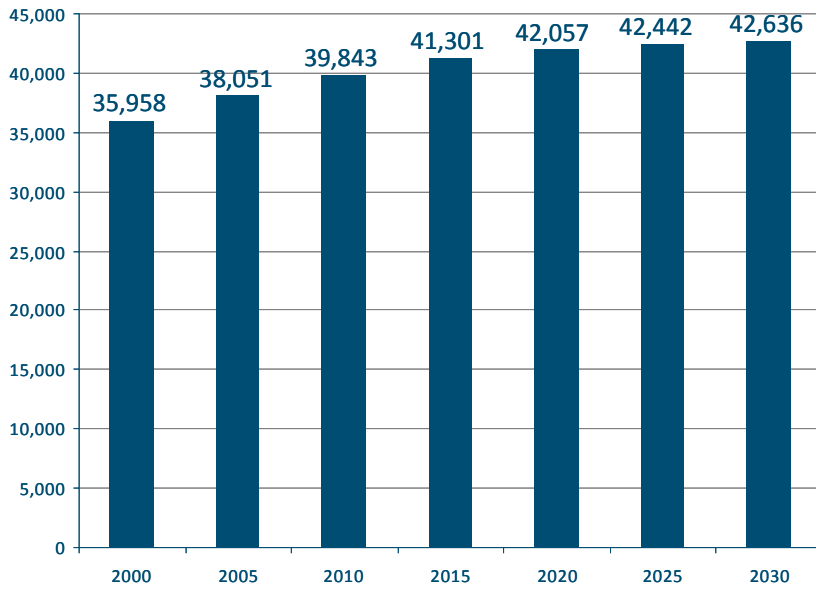


Source: U.S. Census

Note: The growth index measures the rate of population growth over time, with 1990 as the base year (index of 1.00)

## Population & Household Forecasts

Coppell Population Forecasts



Source: U.S. Census estimates; BWR projections based on ESRI BIS 2009-2014 data.

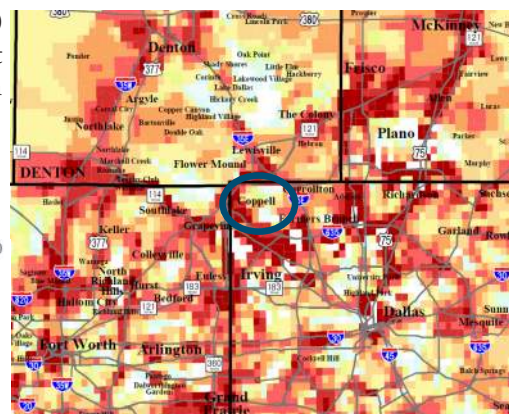
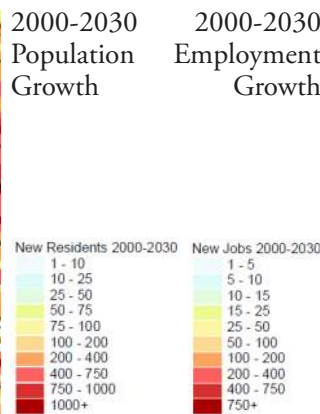
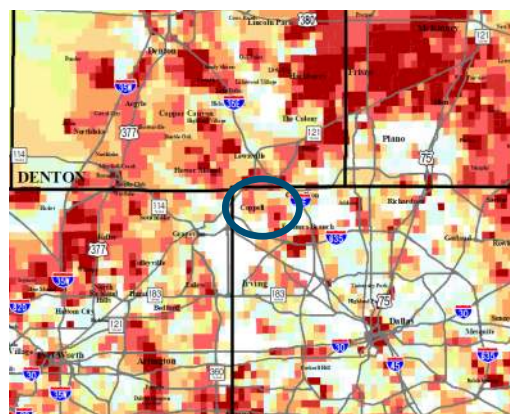
Note: Updated population forecasts from NCTCOG will be available in January 2010.

### Average Household Size

Area	Census		2006-2008	NCTCOG Projections		
	1990	2000	ACS	2010	2020	2030
<b>Coppell</b>	<b>2.81</b>	<b>2.94</b>	<b>2.94</b>	<b>2.92</b>	<b>2.92</b>	<b>2.92</b>
DFW Urban Area	2.61	2.69	2.79	2.69	2.68	2.68
Texas	2.73	2.74	2.82	N/A	N/A	N/A
United States	2.63	2.59	2.61	N/A	N/A	N/A

Source: 2006-2008 American Community Survey, U.S. Census

### NCTCOG 2030 Forecast Maps



The graph to the left shows population forecasts for Coppell for every five years until 2030. Using ESRI 2009-2014 forecast data as a base, the 2030 forecast assumes that Coppell will continue to grow but at a lower rate in each successive five-year increment after 2010. This is due to the fact that the amount of available land for development will continue to decline.

Updated NCTCOG demographic forecasts will be incorporated into these projections when they are updated in January 2010.

See page 9 of this report for more recent and detailed projections of demographic change within Coppell from 2009 to 2014.

The average household size in Coppell and the greater Dallas-Fort Worth area have sharply increased since 1990, especially compared to the national average.

NCTCOG 2030 forecast maps reveal high growth in the north suburbs and employment growth along major highway corridors. Population growth in Coppell and other “inner-ring suburbs is expected to be modest.

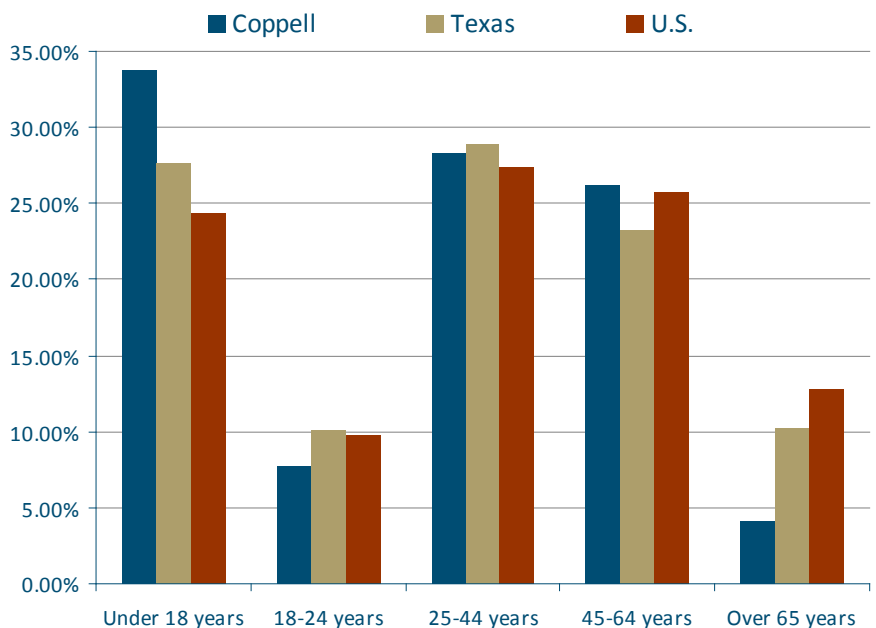
# Demographics & Market Analysis

## Age & Income

Coppell has a much greater share of its population under the age of 18 than state and national averages. Coppell also has a much lower percentage of elderly residents.

See page 11 for projections of household change by age cohort from 2009 to 2014.

Coppell Total Population by Age Group



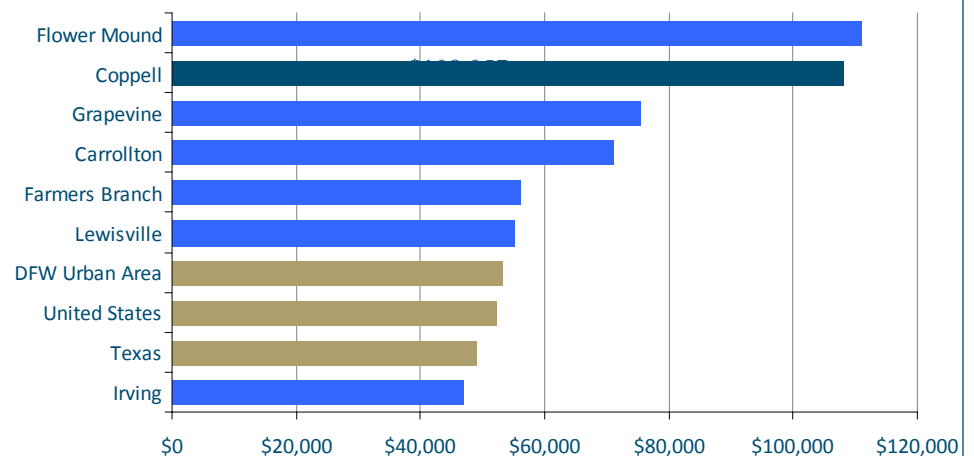
Source: 2009 Adjusted Claritas (Coppell); U.S. Census 2008 Estimates (Texas and U.S.)

Coppell has a high median household income at \$111,427 annually, one of the highest in the DFW metroplex.

A majority of Coppell households have annual incomes above \$100,000. Only 16 percent of households have an annual income of less than \$50,000.

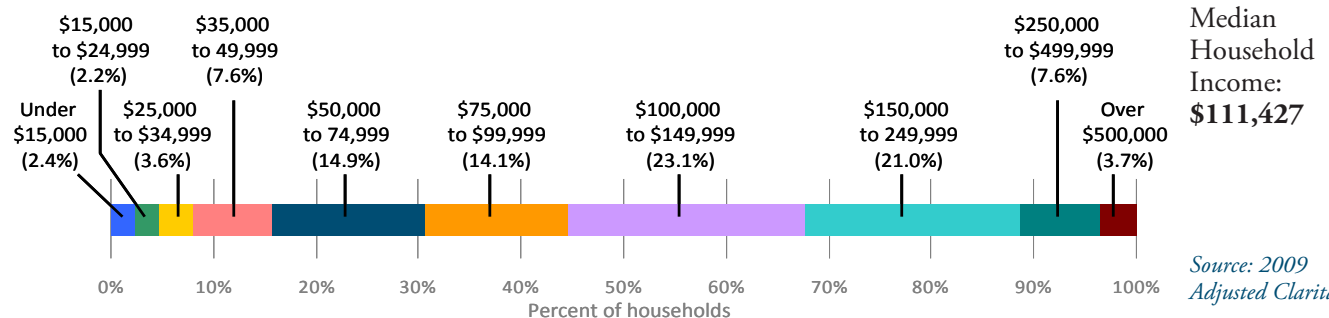
See page 11 for projections of household change by income from 2009 to 2014.

Annual Median Household Income



Source: 2006-2008 American Community Survey

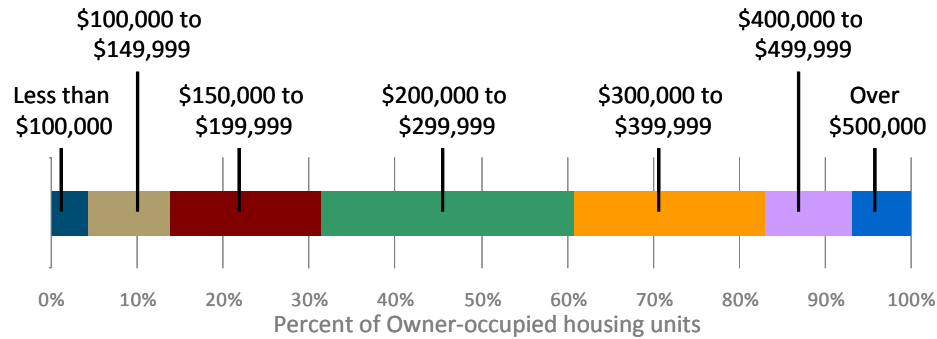
Coppell Household Income Distribution



Source: 2009 Adjusted Claritas

## Households & Housing

### Coppell Housing Units by Value

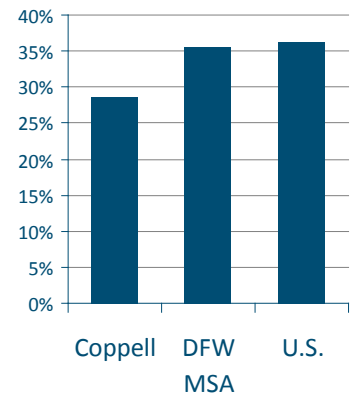


Source: 2009 Adjusted Claritas

Only 14 percent of owner-occupied homes in Coppell are valued at less than \$150,000.

Compared to the metroplex and the United States as a whole, housing units in Coppell are more affordable to its residents.

### Percentage of households that spend at least 30% of their income on housing



Source: 2006-2008 American Community Survey, U.S. Census

### Coppell Household Types

Household Type	Total Households	Percent of Total Households	With own children under 18	Percent with children	Percent Homeowners
Married-couple family household	9,460	66.8%	5,777	61.1%	88.4%
Male householder, no wife present, family	542	3.8%	311	57.4%	49.3%
Female householder, no husband present, family	1,216	8.6%	1,081	88.9%	49.5%
Nonfamily household	2,950	20.8%	0	0.0%	50.8%
<b>Total</b>	<b>14,168</b>		<b>7,169</b>	<b>50.6%</b>	<b>75.8%</b>

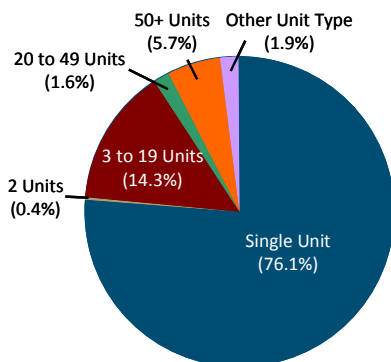
Source: 2006-2008 American Community Survey, U.S. Census

Two-thirds of households in Coppell are married-couple family households and half of the households in Coppell have children under 18 years of age. Single-parent and non-family households are much more likely to rent housing compared to married-couple households.

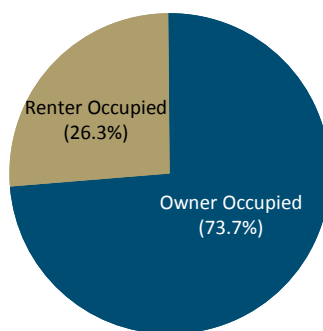
### Coppell Housing Characteristics

More than 70 percent of housing units in Coppell are single units and are owner-occupied. 61 percent of housing units have been built since 1990.

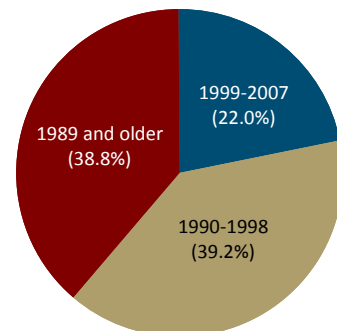
#### Housing Units by Type of Structure



#### Housing Tenure



#### Housing Units by Year



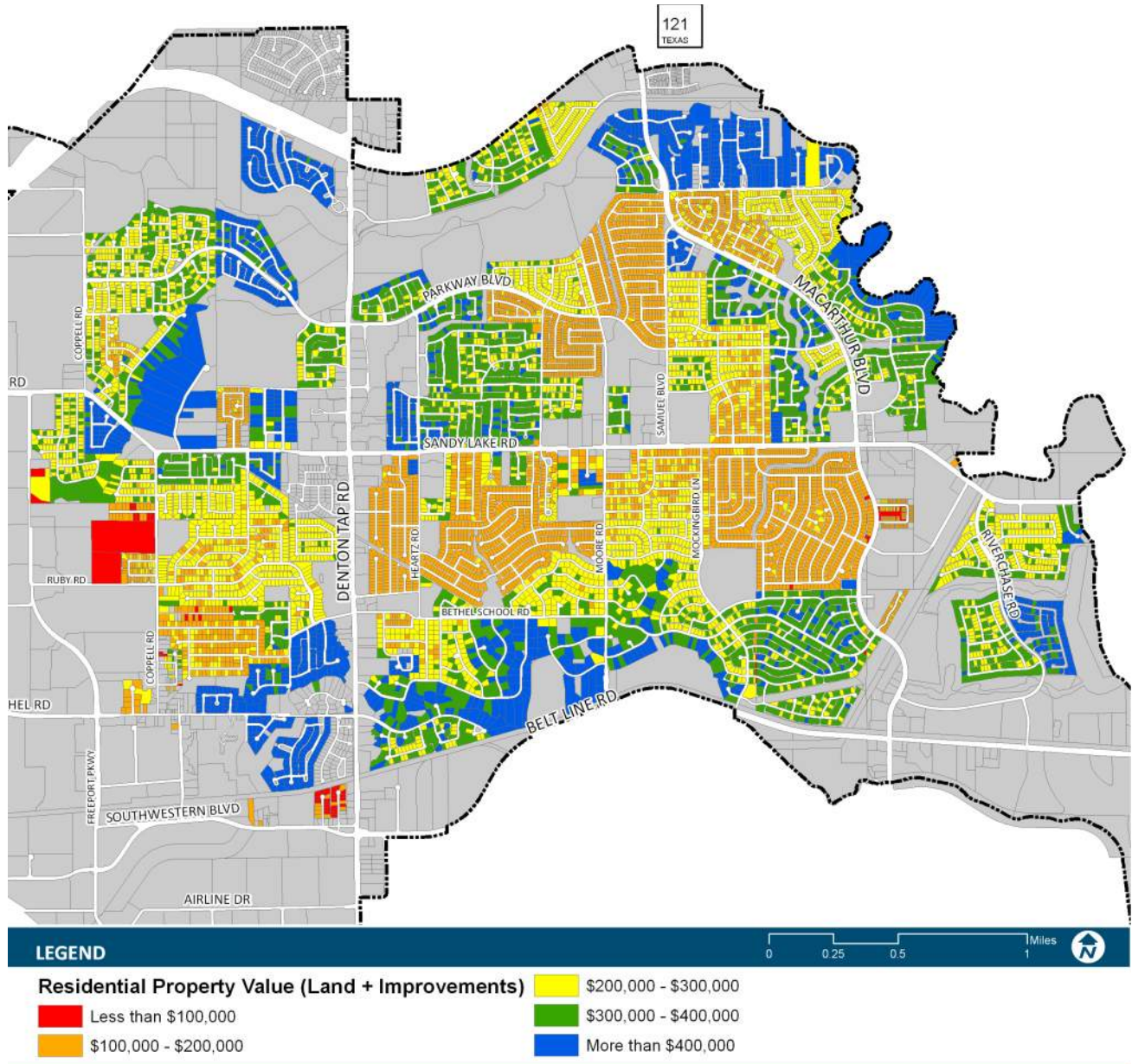


# Demographics & Market Analysis

## Preliminary Market Overview for Coppell

Today, residential areas of Coppell with the highest property valuations are primarily the newest or developing neighborhoods, typically located around the fringe of the city. Residential property values tend to be lower in established neighborhoods in the central portion of the city.

## Residential Property Values



## Preliminary Market Overview for Coppell

### Fundamentals: Household Growth

Projections for demographic change within Coppell from 2009 to 2014 are shown in the table below.

- There will be demand for a moderate number of units in Coppell by 2014
- The challenge is financing in the current economy, not market demand
- Project financing can be more difficult than individual mortgage financing
- Almost all demand is for owner units rather than rentals



Demographic Change: Coppell, Texas				
	2000	2009	2014	09 to 14
Population	35,958	39,553	41,001	1,448
Households	12,211	13,120	13,552	432
Families	9,787	10,173	10,347	174
Non-Family Households	2,424	2,947	3,205	258
Percent Non-Family	20%	22%	24%	148%
Average Household Size	2.94	3.01	3.03	3.35
Owner Occupied HUs	9,425	9,321	9,725	404
Renter Occupied HUs	2,786	3,799	3,827	28
Percent Renter HU's	23%	29%	28%	7%
Median Age	33.3	34.4	33.7	-0.7
<b>Median Household Income</b>	<b>\$96,208</b>	<b>\$125,023</b>	<b>\$121,944</b>	<b>\$(3,079)</b>
<b>Average Household Income</b>	<b>\$117,974</b>	<b>\$159,250</b>	<b>\$164,215</b>	<b>\$4,965</b>

Source: ESRI BIS

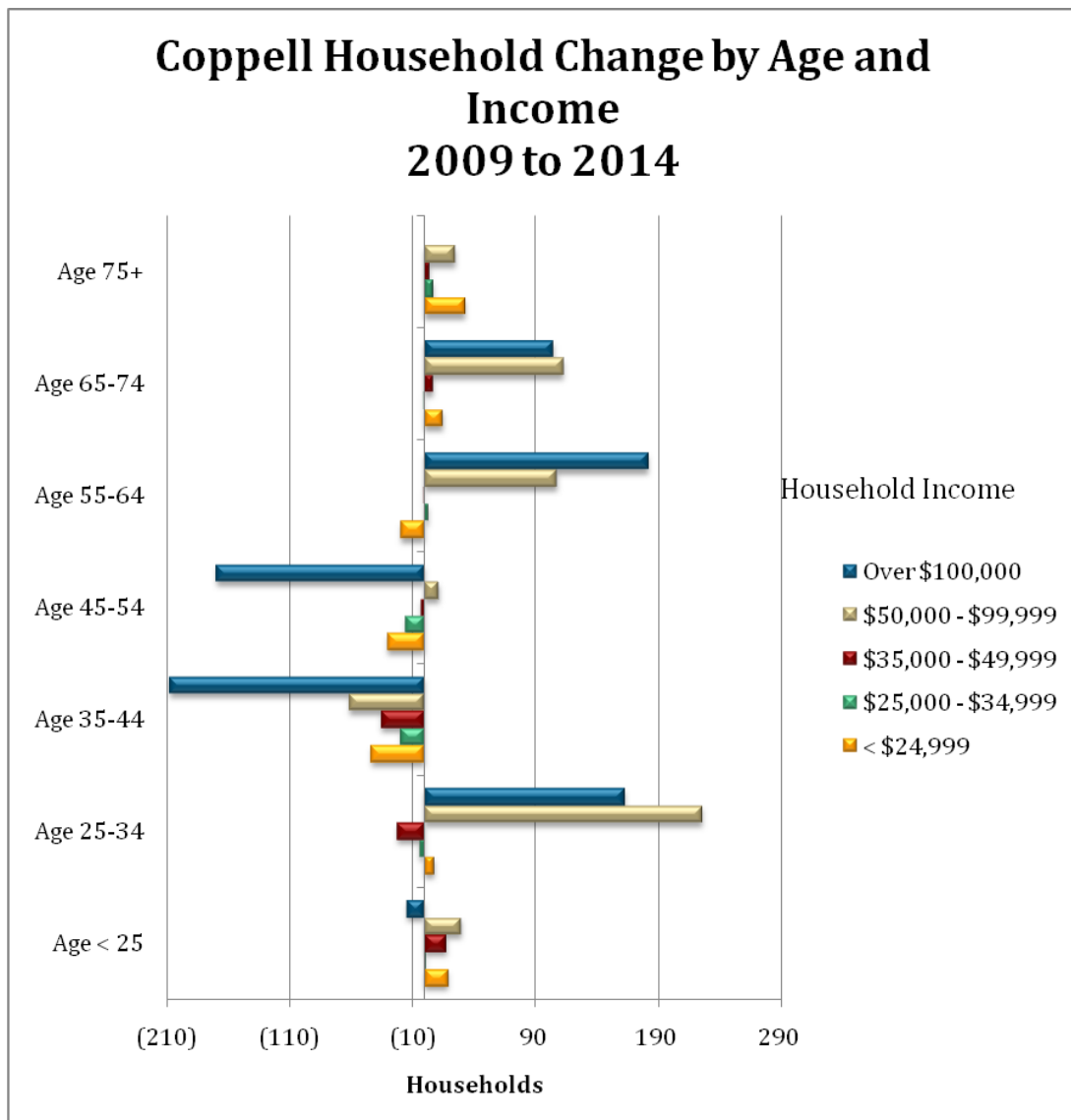
Change in the metro Dallas area shows strong household growth, but at lower income levels, smaller household size and higher rental level than those seen in Coppell. Since housing markets are regional, a new DART light rail station will introduce new opportunities for Coppell that are likely to increase the number and types of units feasible.

- Household growth in the local area is concentrated in households between 25 to 34 years of age and households over 55 years of age.
- Greatest growth is in households with income between \$50,000 to \$99,999 per year, followed by households with income of \$100,000 or more.
- This demographic split indicates a need for units of medium value and higher that will appeal to seniors and units for young households.

# Demographics & Market Analysis

Demographic Change: Dallas MSA				
	2000	2009	2014	09 to 14
Households	1,881,056	2,293,694	2,559,496	265,802
Percent Non-Family	31%	31%	32%	58%
Average Household Size	2.70	2.77	2.78	2.89
Percent Renter HU's	40%	40%	37%	18%
Median Age	32.0	33.4	33.5	0.1
<b>Median Household Income</b>	<b>\$47,789</b>	<b>\$63,485</b>	<b>\$65,984</b>	<b>\$2,499</b>
<b>Average Household Income</b>	<b>\$64,077</b>	<b>\$83,209</b>	<b>\$87,640</b>	<b>\$4,431</b>

Source: Dallas Central Appraisal District



Source: ESRI BIS

## Preliminary Market Overview for Coppell

### Retail Fundamentals

The following chart enumerates consumer spending by residents of Coppell.

Consumer Spending - Coppell Residents	2009 (in Thousands)	2014 (in Thousands)	Change (in Thousands)
Apparel and Services	\$52,365	\$55,776	\$3,411
Computers and Software	\$6,903	\$7,352	\$450
Movie/ Ent Admissions	\$4,695	\$5,001	\$306
TV/Video/Sound	\$34,354	\$36,591	\$2,237
Pets	\$14,712	\$15,670	\$958
Toys, Sports Equip	\$8,777	\$9,348	\$572
Photo	\$3,589	\$3,823	\$234
Reading	\$4,498	\$4,791	\$293
Food/Beverage at Home	\$153,087	\$163,058	\$9,971
Restaurant	\$96,195	\$102,460	\$6,265
Drug	\$15,714	\$16,737	\$1,023
Eyeglasses	\$2,100	\$2,237	\$137
Household Furnishings/Equip/Supplies	\$41,063	\$43,737	\$2,674
Lawn & Garden	\$11,712	\$12,474	\$763
Personal Care Products	\$11,449	\$12,195	\$746
School Books and Supplies	\$3,232	\$3,442	\$210
Smoking Products	\$10,321	\$10,993	\$672
<b>Totals</b>	<b>\$474,765</b>	<b>\$505,687</b>	<b>\$30,922</b>

The estimate of spending change shows support for retail in Coppell that is growing modestly, but still may be captured by existing retail businesses. The creation of any major new retail will require a strategy for location that captures outside-of-area spending, but there may be opportunities for existing business to expand or enhance offerings to increase capture. Further information about current retail supply is needed to complete this picture.

As with housing, a primary barrier to expanding business opportunity despite market trends is the current lack of financing. Many businesses with long-standing credit lines that are necessary to fund gaps between receivables and payables have had these credit lines removed and are unable to expand. New businesses are risky and are currently finding difficulty in financing and meeting equity requirements to allay risk.

# Demographics & Market Analysis

## Employment Space Fundamentals

Coppell has employers that in 2008 provided almost 22,000 local jobs, and within 10 miles of Coppell there are over 1 million jobs.

	Coppell	10 Mi. Radius	Coppell Share
<b>2008 Total All Jobs</b>	21,877	1,010,495	2.2%
<b>2008 Jobs by Earnings Paid</b>	<b>Coppell</b>	<b>10 Mi. Radius</b>	<b>Coppell Share</b>
\$1,250 per month or less	4,124	205,767	2.0%
\$1,251 to \$3,333 per month	8,389	348,975	2.4%
More than \$3,333 per month	9,364	455,751	2.1%

<b>2008 Jobs by Industry Type (2-digit NAICS)</b>	<b>Coppell</b>	<b>10 Mi. Radius</b>	<b>Coppell Share</b>
Agriculture, Forestry, Fishing and Hunting	3	584	0.5%
Mining, Quarrying, and Oil and Gas Extraction	6	5,581	0.1%
Utilities	18	1,533	1.2%
Construction	1,719	57,317	3.0%
Manufacturing	1,417	70,395	2.0%
Wholesale Trade	3,130	85,368	3.7%
Retail Trade	1,709	103,894	1.6%
Transportation and Warehousing	1,215	73,548	1.7%
Information	478	35,147	1.4%
Finance and Insurance	1,420	87,617	1.6%
Real Estate and Rental and Leasing	351	27,267	1.3%
Professional, Scientific, and Technical Services	1,603	82,685	1.9%
Management of Companies and Enterprises	985	18,242	5.4%
Administration, Waste Management, Remediation	1,042	107,961	1.0%
Educational Services	1,810	54,675	3.3%
Health Care and Social Assistance	2,259	72,092	3.1%
Arts, Entertainment, and Recreation	241	10,356	2.3%
Accommodation and Food Services	1,250	81,445	1.5%
Other Services (excluding Public Administration)	966	24,542	3.9%
Public Administration	255	10,246	2.5%

Source: Local Employment Dynamics, US Census, 2008

## Preliminary Market Overview for Coppell

Unemployment in Dallas County was at 8.7 percent in October 2009, up from a low of 3.3 percent in 2001. In 2008, unemployment rose from 4.4 percent to 7.5 percent in response to the downturn in the national economy. Despite the rising unemployment figures, employment increased in Coppell from 2004 to 2008 by over 4,200 jobs. The problem in the Dallas metro area is most likely not a collapse of employment, but job creation that is not keeping pace with population change as new employment age people enter the market.

Light rail in Coppell offers opportunities for employment as the access provided increases the range of available job candidates, a favorable situation for any employer choosing to locate near the station. With this in mind, in further analysis we will examine the impact of light rail in employment location and the potential for Coppell.

### Fundamentals of Light Rail

Light rail can offer development opportunities to Coppell that can enhance the market potential for housing and employment. In a study of over 60 rail stations and their surrounding environments completed for the Portland metro area Westside rail, we found the following:

- The demographics of users and residents near light rail tend to be higher income people in professional and technical occupations.
- Employers will locate near light rail because it gives them an advantage by increasing the radius of available employees and by lowering the time and cost of commuting.
- People are willing to relocate as residents near light rail, even if they only use the service periodically, because it offers more options for travel to the central city for work, entertainment, and other cultural events.

- Developers like light rail for two reasons: fixed guideway transit and demographics. When there is a fixed guideway, the transit improvement cannot be moved as can a bus route, for instance. This means that the amenity being relied on is there for the foreseeable future and creates certainty for potential residents and employers that may rely upon it. The demographics for light rail indicate a higher end market for housing because of the occupations of the typical ridership.
- Parking can be reduced by the mode share of the transit, reducing development costs on a site-by-site basis, particularly if employers engage in demand management, a cost savings not available without the fixed investment of light rail.

For the reasons above, it may be that a DART system station can offer new opportunities to the city of Coppell that can enhance the local economy and add to the already livable environment.

### Conclusions

- Underlying fundamentals for housing indicate demand over a five-year period that may be pent up for several years due to financial and economic uncertainty.
- Underlying demand for retail over the next five years exists, but again will likely be pent up until financial constraints ease and consumers experience more confidence in outlook.
- The presence of a light rail station in Coppell will provide a new location attractive to employers and housing developers. Employment and housing in Coppell, aided by the attractiveness of increased access provided by light rail may make new development more feasible and less risky than at other locations.

# Planning Context

In order to be successful, the *Coppell 2030 Comprehensive Plan* must build on the meaningful input from the community as well as prior community planning efforts. As such, the Comprehensive Plan provides an opportunity to coordinate and validate the goals, objectives and policies from numerous adopted citywide plans and studies. This section provides an inventory and brief summary of the City's policy plans and studies pertinent to community planning.

## Coppell Vision 2030

Coppell Vision 2030 provides the community's overall vision, as well as recommended Strategies, Goals, and Objectives for achieving the community vision. The following pages identify the community's recommended Strategies, Goals, and Objectives to achieve their desired community in 2030.

## Coppell 2030 - Our Vision

*Coppell is*

### A Family Community for a Lifetime

Coppell residents choose to make Coppell their hometown because of our **Small Town Feel**, our **Inviting Community Gathering Places**, our **Active, Healthy Lifestyle for All**, our **Top Quality Schools**, and our **Diverse Faith-Based Values**.

Coppell is our Special Place to Live because of our **Beautiful Green City**, our **Great Livable Neighborhoods**, our **Viable Community Commercial Centers**, our **Prosperous Business Center** and our **Convenient Access and Effective Mobility**.

*We have a PASSION FOR COPPELL*

### A FAMILY COMMUNITY FOR A LIFETIME



### PASSION FOR COPPELL

## Sense of Community

### Residents and Businesses Engaged and Contributing to Community

- Businesses support and contribute to community organizations and events
- Residents volunteer, contribute and support community events and organizations
- Businesses support and sponsor city programs, services and events
- Residents involved in City Government on Boards, Commissions and Committees
- Residents actively involved in and take responsibility for their neighborhoods

### Successful Community Events and Festivals

- Develop and support a variety of community events
- Increase resident attendance at community events and festivals
- Develop cultural events that welcome all residents
- Support small scale events aimed at Coppell residents (age and interest specific)
- Expand community parades
- Support successful community gardens and other “Green” initiatives

### New Residents Welcomed and Involved

- Help new residents make Coppell their hometown
- Develop effective programs for welcoming new residents from all cultures
- Strengthen community and civic orientation programs
- Increase the involvement and commitment to Coppell among adult residents of all cultures
- Provide meaningful incentives to get residents involved in the community



## Sense of Community

### Effective Community Partnerships

- Promote a sense of ownership in the Coppell community among businesses and residents
- Increase understanding among various cultural groups
- Enhance effective relationships between City and residents
- Strengthen effective partnerships between City and School districts
- Enhance effective collaboration between City and Community and Service organizations
- Strengthen effective cooperation between City and the faith-based community
- Support mentoring programs for young people
- Broaden relationship with the senior citizen community

### Future Civic and Community Leaders Development

- Enhance and develop leadership programs
- Expand residents' interest and understanding of City Government
- Increase participation on City Boards, Commissions, Task Forces, Committees and Programs
- Increase opportunities for youth leadership
- Involve "retired" elected officials as leaders emeritus
- Increase voter turnout in elections

# Special Place to Live

## Quality Housing for Family Generations

- Support housing for all stages of life available in Coppell
- Maintain high percentage of home ownership
- Ensure attractive, well-maintained homes (single-family and multi-family)
- Assure that all homes (owner-occupied and rental) meet current City codes and ordinances
- Promote new urban housing with density in selected locations, such as zero lot line homes, townhouses, condos and mixed-use development

## Beautiful Green City

- Become the model “Green” community demonstrating best practices
- Provide incentives for beautification and “Greening”
- Ensure well-maintained neighborhood, public infrastructure including streets, alleys, utilities and fences
- Ensure well-maintained private infrastructure including entrances, fences and common areas
- Incorporate xeriscape concepts in landscape design
- Adapt building standards to include “Green” concepts and methods for construction and developments

## Revitalizing Neighborhoods

- Develop and enhance an effective code compliance for assuring that homes, both owner-occupied and rental, meet codes
- Upgrade neighborhood infrastructure, including streets, curbs, gutters, sidewalks
- Ensure that homeowners take responsibility for maintaining their homes and yards
- Develop attractive, well-designed, mixed-use developments that integrate professional offices, small scale retail, public space and residential in areas such as Old Coppell, Sandy Lake / MacArthur, Sandy Lake / Denton Tap, and Belt Line / Belt Line
- Upgrade appearance and quality of neighborhood commercial properties
- Develop and support strong neighborhood associations with active resident involvement

## Special Place to Live

### Quality Mobility Within Coppell

- Provide efficient local traffic flow
- Expand safe and usable sidewalks and trails connecting the community gathering places, parks, neighborhoods and other destinations of interest
- Provide well-maintained streets and sidewalks
- Develop effective alternative public transportation options to take residents to desired destinations within Coppell
- Comply with Americans with Disabilities Act (ADA) accessibility: sidewalks, trails, public transportation
- Increase safety for automobiles, bikes and pedestrians

### Easy Access to Dallas - Fort Worth Region

- Participate in regional rail service to Dallas - Fort Worth region
- Maintain and enhance accessibility to DFW Airport
- Determine level of participation in a regional transportation authority
- Maintain and enhance convenient access to all major thoroughfares
- Develop regional connections for Coppell residents and employees of Coppell businesses

# Community Wellness and Enrichment

## Community Gathering Places

- Develop Old Coppel as a mixed-use development with retail, restaurants, entertainment, professional offices, Farmers' Market, living opportunities around a square
- Enhance parks as destination for sports, Wagon Wheel, Andy Brown and MacArthur
- Enhance Town Center area as Coppel's civic center: City Hall, Library, Municipal Justice Center, Fire Station and Plaza
- Enhance Andy Brown East with a variety of venues for events and passive recreation and enjoyment for picnics and gatherings

## Recreation Programs and Services for All Generations

- Complete Grapevine Springs Park and facilities Center with a variety of venues, programs and services for all generations
- Expand programs and services that support personal health, fitness and wellness
- Maintain and enhance youth and adult recreational sports
- Expand Aquatic and Recreation Center facilities including classes, fitness training and programming space
- Support success of community gardens
- Expand relationship with non-profit sports associations and Coppel I.S.D.

## Expand Cultural Arts Amenities and Opportunities

- Develop and maintain the Town Center Plaza and the square in Old Coppel for small scale performances and presentations
- Create an organization to direct, promote and coordinate arts in the city
- Maintain and support the Theatre Coppel and expand opportunities for performing arts programs and venues
- Develop outdoor performing arts venues for major productions
- Develop and maintain effective relationship with arts organizations

## Community Wellness and Enrichment

### Residents Wellness and Longevity

- Establish a reputation as a community that values personal wellness and fitness
- Promote high-quality medical and healthcare service accessible for Coppell residents
- Maintain high-quality emergency response by the City
- Expand City facilities and programs with venues for personal fitness and wellness
- Foster a community that values personal wellness and fitness

### Community Education Programs and Support of Top Quality Schools

- Support the expansion of adult and continuing education programs and services for personal and professional development enrichment
- Expand and support the City Library programs and services
- Expand City Library space such as "mini" auditorium, computer lab and business center
- Promote safe schools
- Promote and expand "Green" education programs in schools
- Support Nature Park
- Support education programs and services for children and youth

### Multi-Use Trail System Connecting the City

- Complete and maintain multi-use trail system that links city parks and other communities' trails such as soft surfaces
- Ensure sidewalks connectivity throughout the city
- Create safe routes for bicycles
- Maintain a well-marked trail system
- Provide Americans with Disabilities Act (ADA) access to trail system

## Business Prosperity

### Retention and Attraction of Businesses that Generate Revenues for the City

- Create incentives for business retention and redevelopment
- Attract the “right” businesses to Coppell in the “right” locations and expand support and auxiliary businesses to help existing businesses
- Stay abreast of legislation and new opportunities that impact economic development
- Expand participation from local businesses especially non retail to contribute and be involved in the community and create a value for them to do it
- Develop the “Coppell Brand” as a valued address for business

### Major Retail and Top Quality Business Office Park Along I-635 & State Highway

- Develop a “gateway” at the corner of I-635 and Belt Line - Point West with a high-quality hotel, offices, warehouses retail and restaurants
- Differentiate Coppell from other communities along major highways
- Develop State Highway 121 with infill retail and professional offices
- Attract high-quality hotels with dining opportunities nearby
- Increase visibility of commercial corridors through more effective signage

### Old Coppell as a Small Town Village

- Develop Old Coppell that is pedestrian-friendly
- Develop an Old Town Square framed by small niche retail businesses, commercial businesses, restaurants, professional offices, townhouses and condos
- Provide easily accessible with convenient parking in Old Coppell
- Make Old Coppell as an attractive destination for shopping, eating and entertainment
- Increase opportunities for living in Old Coppell

## Business Prosperity

### Community Commercial Centers

- Promote redevelopment of shopping centers to improve business vitality and appearance
- Promote redevelopment retail center at Denton Tap / East Belt Line
- Match retail businesses with current and future resident base
- Promote redevelopment of MacArthur / Sandy Lake into an attractive, well-designed, mixed-use development with public spaces
- Recognize Coppell's niche retail businesses - unique stores that draw residents and non-residents

### Home Offices and Home Based Businesses

- Provide opportunities for executive suites or small offices with ownership opportunities
- Support mixed-use developments such as options for work-life space
- Provide services in Library for local home-based offices
- Provide a "mail/delivery drop" business in retail centers to cut down on neighborhood nuisance
- Ensure that home-based businesses comply with city ordinances and regulations

# Sustainable City Government

## Excellent City Services with High Level of Customer Satisfaction

- Provide City services and facilities that are valued by residents and consistent with the City's mission
- Provide opportunity for feedback from residents on City services and service delivery
- Determine the residents' and businesses' needs and the role of the City as the service provider
- Use technology to operate more efficiently and effectively
- Maintain high level of customer satisfaction with City services

## "Green" City Operations and Facilities

- Incorporate "Green" concepts where economically feasible in new City facilities
- Use more fuel-efficient City vehicles
- Explore alternative water sources for irrigation purposes
- Develop or redevelop all City properties with xeriscape techniques where appropriate
- Convert to alternative energy sources where economically feasible

## Excellent and Well Maintained City Infrastructure and Facilities

- Maintain and fund preventative maintenance plans for City infrastructure and facilities
- Ensure facilities have capacity to support future growth
- Reduce maintenance costs of City infrastructure maintenance
- Build new City facilities only if the City has the financial resources to maintain



## Sustainable City Government

### Top Quality City Work Force

- Hire the most qualified employees committed to public service
- Continue training programs to upgrade skills of City workforce
- Monitor competitive markets for compensation plan
- Maintain an effective, performance-based compensation system
- Recruit multilingual employees for customer service positions
- Integrate technology into daily operations
- Encourage City employees to live in Coppell

### Financial Resources to Support City Services

- Deliver City services in the most cost-effective manner
- Attract sales tax generating businesses to Coppell
- Implement plans to maximize revenue on undeveloped and redeveloped property
- Assess the appropriate user fees for sports teams and non residents
- Ensure that city incentives, economic development maximize financial impact to the city



# Planning Context

## Coppell 2030 City Government Mission Statement

The Mission of Coppell City Government is to create a vibrant and sustainable “Family Community for a Lifetime” by:

- Maintaining a safe and secure community
- Providing essential infrastructure and services for daily living
- Regulating developments, buildings, land use and appearance for community and residents’ benefit
- Supporting expansion of the City’s local economy
- Enriching residents’ lives through facilities, services and programs
- Planning for a vibrant city and livable neighborhoods
- Serving as an advocate and partner for the City’s and community’s interests
- Enhancing the physical beauty of the City
- In a financially responsible manner

 **COPPELL CITY GOVERNMENT MISSION**



## Coppell 2030 City Government Mission

### Principle 1

#### Maintain a Safe and Secure Community

- Preparing for, response to, and recovery from a national, regional or local disaster or emergency situation
- Providing a rapid response to all emergency calls
- Preventing problems through community education for citizens
- Having well-trained staff prepared for emergency and non-emergency situations
- Keeping current equipment and facilities to support community safety
- Using technology (phones, cameras) for community safety
- Maintaining low crime rate within Coppell
- Getting citizens involved in, and sharing responsibility for community safety
- Maintaining “no tolerance” for drugs or criminal activities
- Having a highly visible police presence in the Coppell community
- Having visible numbers and well-lighted corridors and neighborhoods
- Have reflective corners at critical intersections
- Providing crossing guards for student safety

### Principle 2

#### Provide Essential Infrastructure and Services for Daily Living

- Providing superior quality water with adequate supply for the future
- Collecting wastewater
- Collecting and disposing of solid waste
- Managing recycling program
- Providing well-maintained streets
- Providing well-maintained alleys
- Providing well-maintained sidewalks and paths
- Developing and administering zoning standards and enforcement
- Planning the lighting for public R.O.W. (with TXU)
- Regulating and facilitating technology infrastructure
- Planning, developing and maintaining bike paths and trails
- Planning, developing and maintaining parks
- Planning, developing and maintaining city buildings and facilities

## Principle 3

### Regulate Developments, Buildings, Land Use and Appearance for Community and Residents' Benefit

- Determining and administering zoning for land uses
- Developing and regulating appearance and design standards
- Developing and regulating maintenance standards for buildings and homes
- Enforcing codes and ordinances
- Regulating empty commercial buildings and homes
- Providing incentives for updating buildings and homes
- Developing and regulating building standards
- Applying current trends to new developments
- Developing "Green" standards and incentives for more energy conservative buildings and homes
- Developing and regulating signs and visible impairments
- Regulating parking

## Principle 4

### Support Expansion of the City's Local Economy

- Providing incentives for businesses
- Streamlining development services and permitting process
- Promoting and marketing city for business development
- Recruiting and attracting "right" businesses consistent with vision and plan
- Facilitating and supporting city – business relations
- Supporting Chamber's business retention program
- Maintaining a "business friendly" image of City Government

## Principle 5

### Enrich Residents' Lives Through Facilities, Services and Programs

- Planning, developing and maintaining parks and equipment
- Planning, developing and maintaining the Library
- Developing and managing recreation programs
- Developing and managing senior program
- Planning, developing and maintaining ball fields and athletic fields
- Financing, supporting, facilitating community events /festivals
- Supporting schools
- Facilitating support for community organizations
- Building a sense of Coppell community
- Providing public information
- Regulating use of City facilities
- Serving as a clearing house of community events
- Maintaining facilities for community use
- Maintaining aquatic center
- Supporting/subsidizing/facilitating programs

## Coppell 2030 City Government Mission

### Principle 6

#### Plan for a Vibrant City and Livable Neighborhoods

- Preparing, monitoring and updating the Strategic Plan
- Developing and updating Comprehensive Plan
- Developing and updating Capital Improvement Program (CIP)
- Planning maintenance of City infrastructure
- Developing and updating financial plans and projections
- Developing and updating master plans
- Planning and updating transportation plan and representing City to Metropolitan Planning Organization (MPO)
- Coordinating with regional governmental bodies
- Monitoring plan implementation

### Principle 7

#### Serve as an Advocate and Partner for the City's and Community's Interests

- Providing representation on DFW Airport Board
- Suing and litigating in the interest of the City
- Lobbying federal and state governments
- Working with schools
- Working with chamber of commerce
- Working with DART
- Working with other cities
- Working to develop technology infrastructure
- Marketing City
- Proposing legislation

### Principle 8

#### Enhance the Physical, Beauty of the City

- Develop consistent standards for medians and streetscapes on major corridors
- Design, maintain and update parks and their amenities
- Design, maintain and update City facilities
- Design, maintain and update entrances and gateways
- Design, maintain and update neighborhood streets and alleys
- Design, maintain and update lighting (low voltage)
- Design, maintain and update public spaces
- Design, maintain and update buffers from unsightly equipment and facilities
- Design, maintain and update streetscapes and medians
- Design attractive landscapes with low water use and low maintenance costs

### Principle 9

#### Manage Municipal Government in a Financially Responsible Manner

- Providing value for residents' tax dollars and fees
- Delivering services in the most cost-effective manner
- Providing adequate resources for defined services and service levels
- Investing in the City organization, infrastructure and in realizing the 2030 Vision
- Maintaining financial reserves consistent with City policy
- Balancing the tax base and revenue sources
- Maintaining affordable taxes and fees for residents
- Having responsible level of debt with at least "AA" bond rating

## 1996 Comprehensive Plan

The 1996 Comprehensive Plan was prepared at a time when Coppell was nearly 75 percent undeveloped. Replacing a previous plan from 1987, the 1996 Comprehensive Plan established a framework of goals and objectives, future land use plan, thoroughfare plan, urban design, and implementation which helped guide the community through a period of substantial growth. While the existing Plan was prepared to guide growth, now that Coppell is almost fully developed the Comprehensive Plan update must be focused on innovative ways to preserve the integrity of the community. The 2030 Comprehensive Plan will need to emphasize maintaining the existing Coppell character, and integrating revitalization and/or redevelopment districts to ensure a long-term “sustainable” community.

The following summarizes important planning issues related to various components of the 1996 Plan and elements where consensus will need to be developed with the 2030 Comprehensive Plan:

**Policy Framework:** The Comprehensive Plan goals and policies must be updated based on the vision established by Coppell Vision 2030 and reflect current priorities of citizens.

**Sustainability / “Green” Development:** The Plan will need to determine the most appropriate manner to integrate current priorities that will ensure long-term community sustainability, including “green” development. This may include a greater emphasis upon mixed-use development/redevelopment and new housing options, energy and water efficiency, multi-modal transportation options in lieu of the automobile, and providing appropriate public and private infrastructure to support new “green” technologies.

**Land Use Plan:** The land use plan needs to be updated, including the future land use descriptions which may need additional description and guidelines defining appropriate development and expectations in the various land use categories. In addition, a market assessment will provide information to assist planning for the realistic market potential of future commercial and mixed-use development areas in the community, including possible infill or increased density in existing developed areas. Where appropriate, recommendations from the Parks and Recreation Plan must be integrated for open space and gathering places.

Currently the community does not adequately provide housing for all generations. The Plan will need to address impacts and opportunities related to expected

DFW population growth by 2030, and the expected market demand of new residents desiring to locate in communities such as Coppell. More diversity in housing choices will be needed in the future due to changing demographics and market preferences.

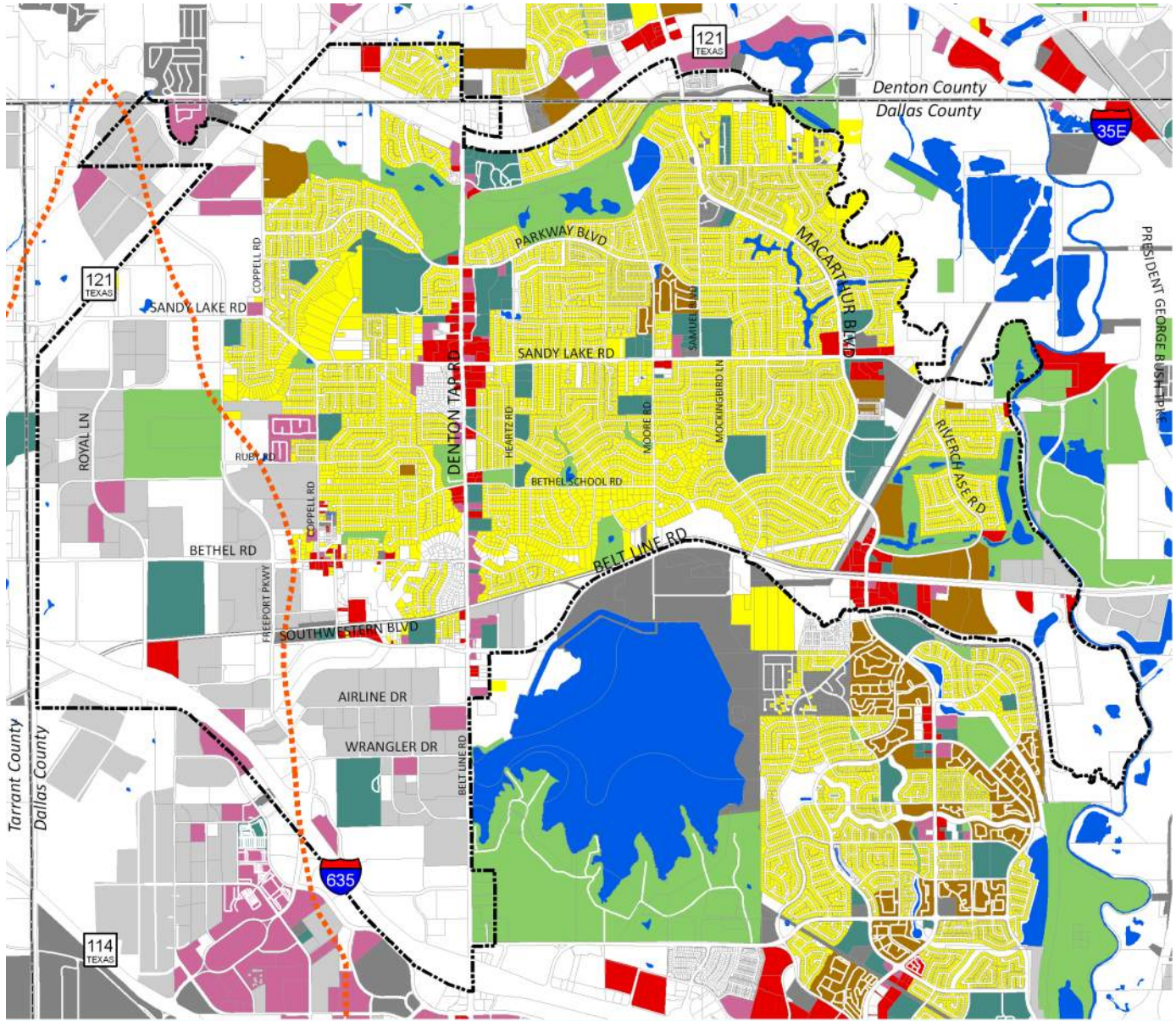
The Plan will need to address options for potential higher density housing in the community such as smaller lot single-family housing integrated as planned neighborhoods. This may also include flexibility in zoning standards to allow individual site infill / densification, such as allowing attached housing structures in a single-family district, and possible requirements to meet design or performance standards.

**Urban Design:** This element of the Plan will need to be revised based on the actual street/streetscape design in Coppell as well as any potential modifications needed to these plans. Design standards may need to be established to help guide compatible “infill” development or redevelopment, particularly in areas where higher density mixed-use development may occur in close proximity to established neighborhoods. In addition, urban design guidelines should be provided in the 2030 Plan to address the quality and design expectations for mixed-use districts and community “nodes.”

**Thoroughfare Plan:** This element of the Comprehensive Plan must be expanded to integrate multi-modal transportation options that will provide circulation within the community and connectivity to the surrounding region (e.g. DART, local bus circulators / trolleys, bike, and pedestrian facilities, etc.). In addition, the Plan must integrate both off-street recreational trails and the potential for on-street bicycle and transit facilities. This may require consideration of modified street sections to accommodate multi-modal transportation as well as the potential for on-street parking in mixed-use districts, particularly in areas of the community where redevelopment may likely occur by 2030.

**Implementation:** This element of the Comprehensive Plan will require significant updates to accommodate the vision of Coppell Vision 2030 and the greater emphasis upon preserving the integrity of the community, accommodating redevelopment of challenging areas, multi-modal transportation, new housing options, and potential higher density mixed-use developments within the community.

### Existing Land Use Map



**LEGEND**

- DFW DNL65 Contour (1992 FEIS)
- City Limit
- County Boundary
- Parcel

**Existing Land Use (NCTCOG)**

- |                                                                                                                                          |                                                                                                                                             |                                                                                                                                      |                                                                                                                                         |
|------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| <span style="display: inline-block; width: 15px; height: 15px; background-color: yellow; border: 1px solid black;"></span> Single-Family | <span style="display: inline-block; width: 15px; height: 15px; background-color: red; border: 1px solid black;"></span> Retail              | <span style="display: inline-block; width: 15px; height: 15px; background-color: lightgreen; border: 1px solid black;"></span> Parks | <span style="display: inline-block; width: 15px; height: 15px; background-color: gray; border: 1px solid black;"></span> All other uses |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: brown; border: 1px solid black;"></span> Multi-Family   | <span style="display: inline-block; width: 15px; height: 15px; background-color: lightgray; border: 1px solid black;"></span> Industrial    | <span style="display: inline-block; width: 15px; height: 15px; background-color: blue; border: 1px solid black;"></span> Water       |                                                                                                                                         |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: pink; border: 1px solid black;"></span> Office          | <span style="display: inline-block; width: 15px; height: 15px; background-color: darkgreen; border: 1px solid black;"></span> Institutional | <span style="display: inline-block; width: 15px; height: 15px; background-color: white; border: 1px solid black;"></span> Vacant     |                                                                                                                                         |

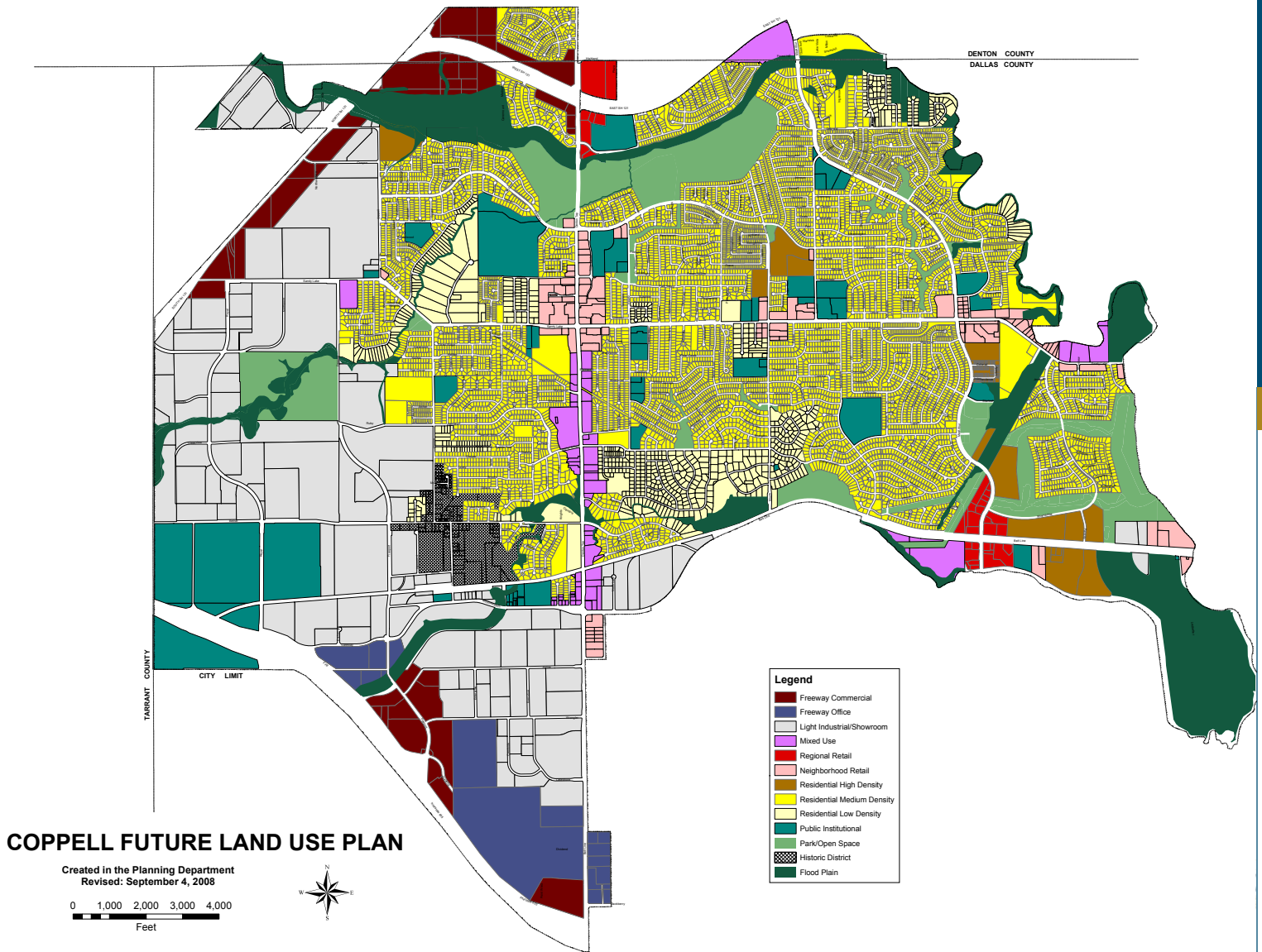


Source: 2005 North Central Texas Council of Governments



# Planning Context

Future Land Use Plan - Last Revised September 4, 2008



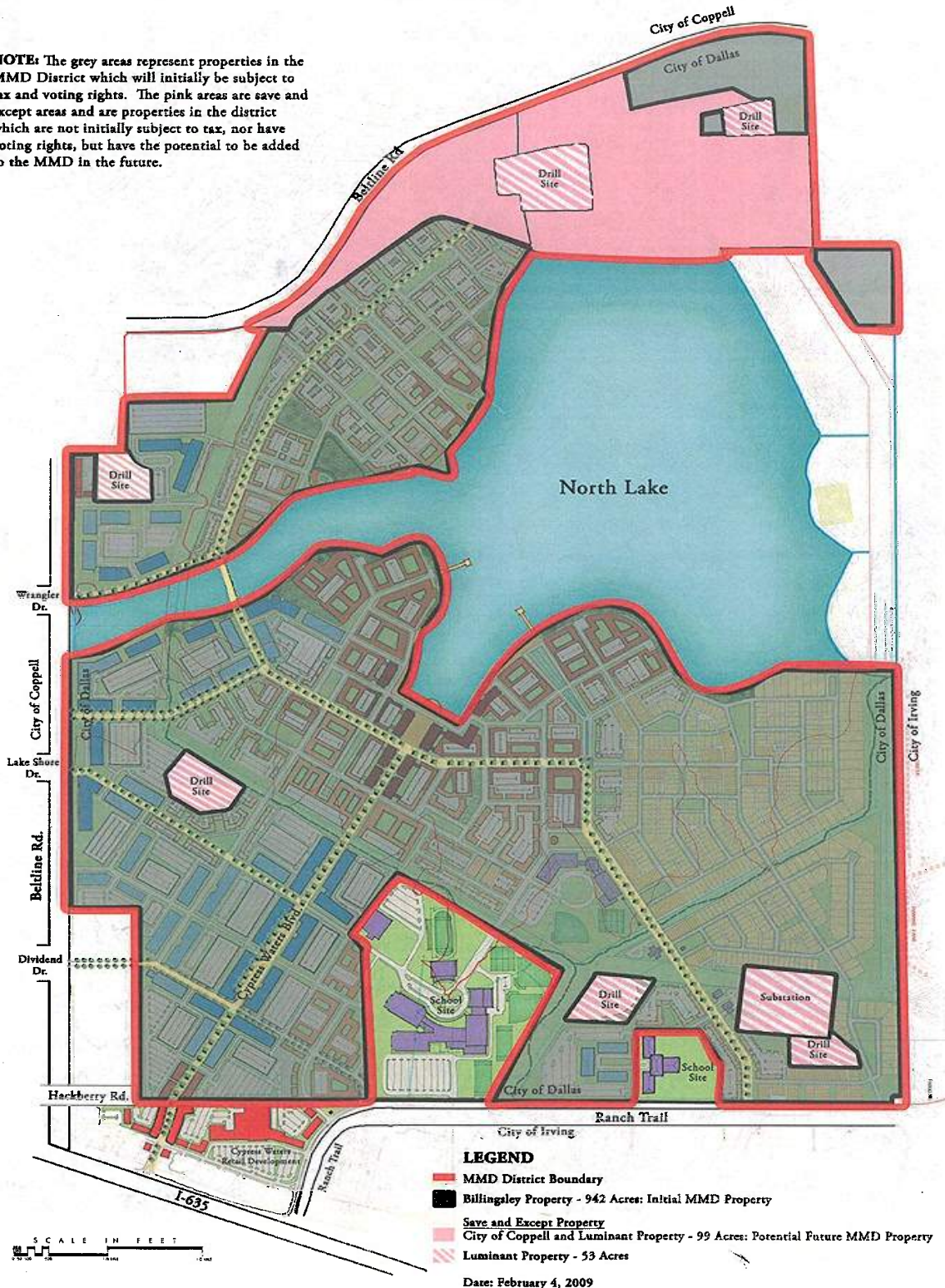
Source: City of Coppell

## North Lake

Although physically located in the City of Dallas, the City of Coppell owns 500-acres of land adjacent to North Lake. The Comprehensive Plan will need to provide a recommended development approach for this area which may include a new DART station and the potential for mixed-use / Transit Oriented Development (TOD) at higher densities than otherwise developed within Coppell.

### CYPRESS WATERS MMD AND TIF AREA MAP

**NOTE:** The grey areas represent properties in the MMD District which will initially be subject to tax and voting rights. The pink areas are save and except areas and are properties in the district which are not initially subject to tax, nor have voting rights, but have the potential to be added to the MMD in the future.



# Planning Context

## Parks and Recreation Master Plan

Largely focused on facility and programming needs, the City's Parks and Recreation Master Plan provides a framework for future improvements to meet the parks and recreation needs of existing and future residents of the community.

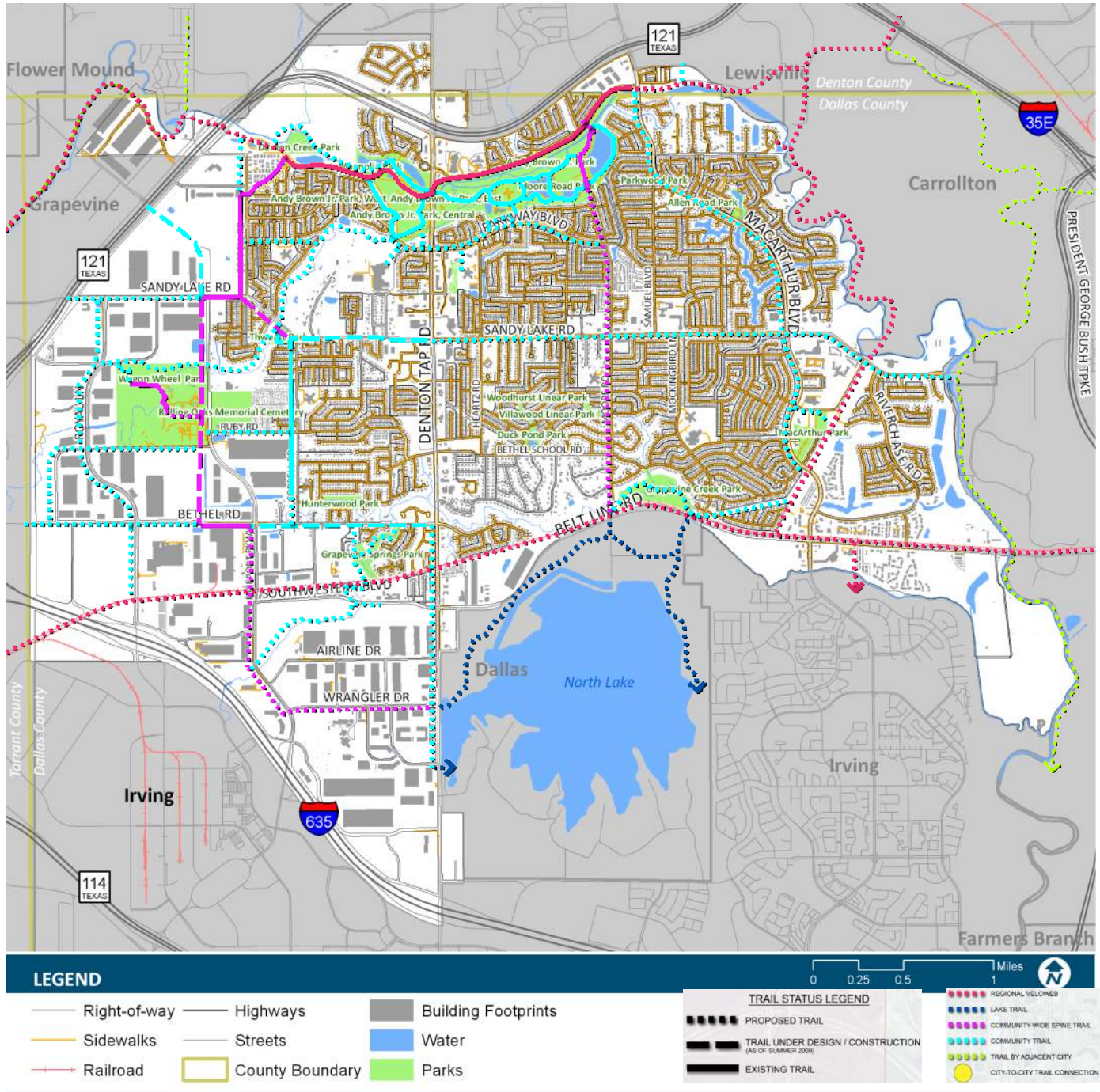
**Trails Master Plan:** The trails master plan provides a framework for critical linkages between community parks and other local destinations. The linkages provide connectivity to surrounding communities and regional trails. The Plan is primarily focused on off-street multiuse recreational trails.

Important parks and recreation issues related to the 2030 Comprehensive Plan include:

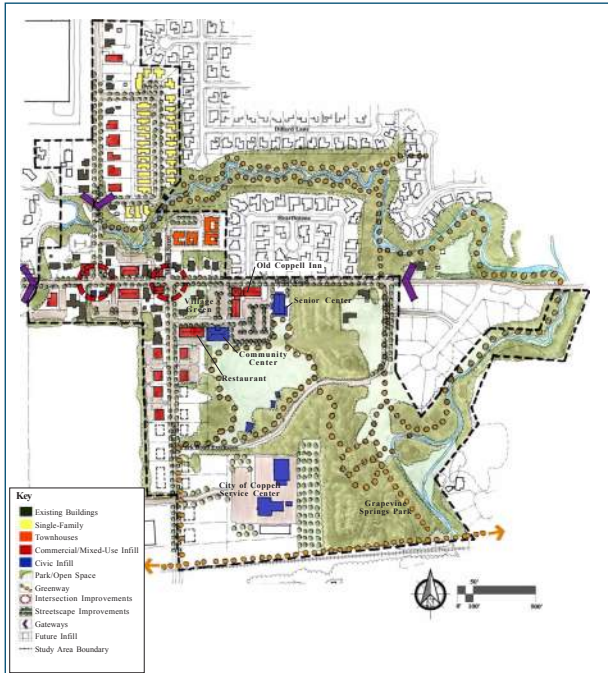
- The design of park improvements planned throughout the city can help establish the “Coppell brand”.
- Adult bikers typically prefer to use on-street corridors to avoid slower recreational users on trails and to provide greater connectivity to destinations. However the Trails Master Plan primarily consists of “off-street” trails. The Comprehensive Plan will need to build consensus for providing “multi-modal” streets with bicycle and transit accommodations, and any necessary revisions to the city’s standard thoroughfare cross-sections.



## Parks, Trails & Sidewalks Map



The Parks, Trails, and Sidewalks Map identifies the existing sidewalk network and proposed future trails that link parks and other community destinations such as schools and retail areas. Currently there are various locations throughout Coppell with gaps in the existing sidewalk network, and there are limited options for bikers on the city's major thoroughfares. The City has a process underway to identify improvements that will address critical sidewalk gaps. However the Comprehensive Plan will need to build consensus for an interconnected system of multi-modal transportation choices in 2030 including pedestrians, bicyclists, and local and regional transit services. In the future, linkages from neighborhoods to transit facilities will be important.



*Old Coppel Concept Plan*

## Old Coppel Master Plan

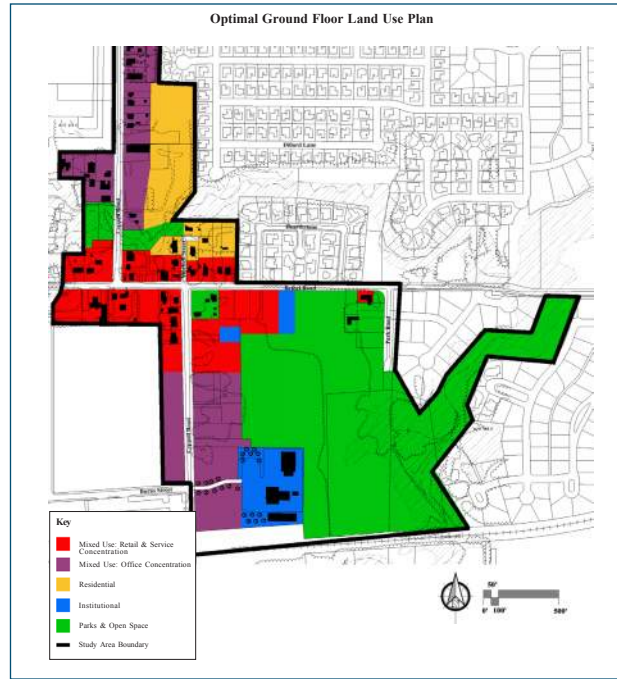
The Old Coppel Master Plan outlines recommendations for land use, streetscape, and urban design with various public policy recommendations for implementation in the approximate 135-acre historic district. The Master Plan is intended to capture and preserve the largely rural style representative of North Texas in the first half of the twentieth century. New development projects recently completed in the area include a medical/office building, restaurant, community center, as well as a townhouse neighborhood under development. In addition the City is constructing street and streetscape improvements to Coppel Road south of Bethel Road to be completed in 2010. Some concern has been expressed by the community that development has not occurred more rapidly. The Comprehensive Plan process will consider whether any revisions to the Master Plan are appropriate. The Comprehensive Plan will need to build consensus about the following issues:

- The Master Plan recommends creating a “building enclosure” along Coppel and Bethel Roads to create a comfortable feel for pedestrians, with this context represented throughout the Plan by a variety of photos and graphic images. However the concept site plan for the City owned property identifies building footprints and surface parking lots essentially similar to Coppel Town Center with a suburban development pattern of freestanding structures separated by surface parking lots. The Comprehensive Plan / Old Coppel Master Plan should consider other options for providing parking and building types in Old Coppel in order to create the desired “building enclosure,” including emphasizing on-street parking and the potential for creating public parking areas in-lieu of required off-street parking areas for each individual development site.
- Residential uses are encouraged, including residential above ground-floor retail. However the Master Plan identifies few areas where this mixed-use residential may occur. Also, the freestanding arrangement of buildings surrounded by parking may make upper level residential undesirable to potential tenants. An “urban” rowhouse or attached townhouse product with rear alleys would be most appropriate for the Old Coppel context. Such uses are not currently provided within the core area of Old Coppel. Residential dwelling types with front-loaded garages (facing the street) should be discouraged in this district.



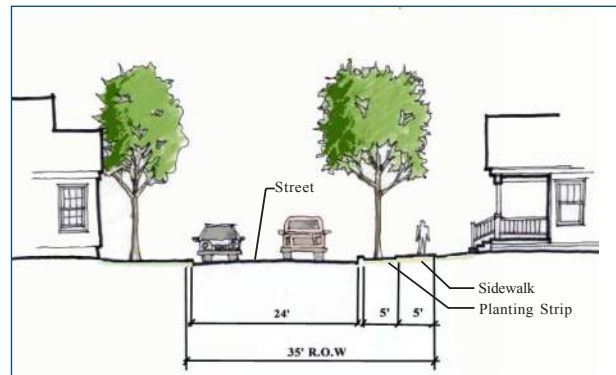
*The Old Coppel Master Plan recommends creating parking areas that serve multiple uses, thus making it easier to create a “building enclosure” along streets as depicted above.*

- Opportunities should be explored for extending the Old Coppel “brand” beyond the established historic district boundaries to provide greater connectivity with nearby major thoroughfares and neighborhoods. For example, opportunities should be considered to extend the Old Coppel “brand” to link with Belt Line, Denton Tap, and Freepport such as through streetscaping and signage to draw residents and visitors to the heart of the district.
- The Master Plan recommends creating detailed design guidelines to regulate future development within Old Coppel based on a framework of design expectations and graphic examples provided by the Master Plan. However those guidelines have currently not been completed. A form-based code may be the most appropriate means to implement the public policy recommendations for land use and urban design in a unified manner.
- A catalyst project(s) is likely needed to help kick-off redevelopment by investing in the public infrastructure improvements / streetscape / on-street parking. In addition, a catalyst project(s) should include character defining buildings to create the desired physical context.



Old Coppel Land Use Plan

	NO	YES	Urban & Architectural Design
<b>Scale &amp; Height</b>			<p>It is recommended that detailed design guidelines be prepared to regulate all future development within Old Coppel. Guidelines should be developed to regulate the following ground floor design:</p> <p><b>Building Scale, Orientation &amp; Height</b></p> <ul style="list-style-type: none"> <li>• Commercial buildings should be built to a low profile, consistent with the surrounding historic context.</li> <li>• Buildings should be oriented to the street.</li> <li>• Buildings should be oriented to the street.</li> <li>• Buildings should be oriented to the street.</li> <li>• Buildings should be oriented to the street.</li> </ul>
<b>Material</b>			<p><b>Building Material &amp; Finish</b></p> <ul style="list-style-type: none"> <li>• Building materials should be consistent with the general character of the existing historic district buildings.</li> <li>• Building materials should be consistent with the general character of the existing historic district buildings.</li> <li>• Building materials should be consistent with the general character of the existing historic district buildings.</li> <li>• Building materials should be consistent with the general character of the existing historic district buildings.</li> </ul>
<b>Form &amp; Massing</b>			<p><b>Form &amp; Massing</b></p> <ul style="list-style-type: none"> <li>• Buildings should be built to a low profile, consistent with the surrounding historic context.</li> <li>• Buildings should be oriented to the street.</li> <li>• Buildings should be oriented to the street.</li> <li>• Buildings should be oriented to the street.</li> </ul>
<b>Frontage &amp; Windows</b>			<p><b>Frontage &amp; Windows</b></p> <ul style="list-style-type: none"> <li>• Buildings should be built to a low profile, consistent with the surrounding historic context.</li> <li>• Buildings should be oriented to the street.</li> <li>• Buildings should be oriented to the street.</li> <li>• Buildings should be oriented to the street.</li> </ul>



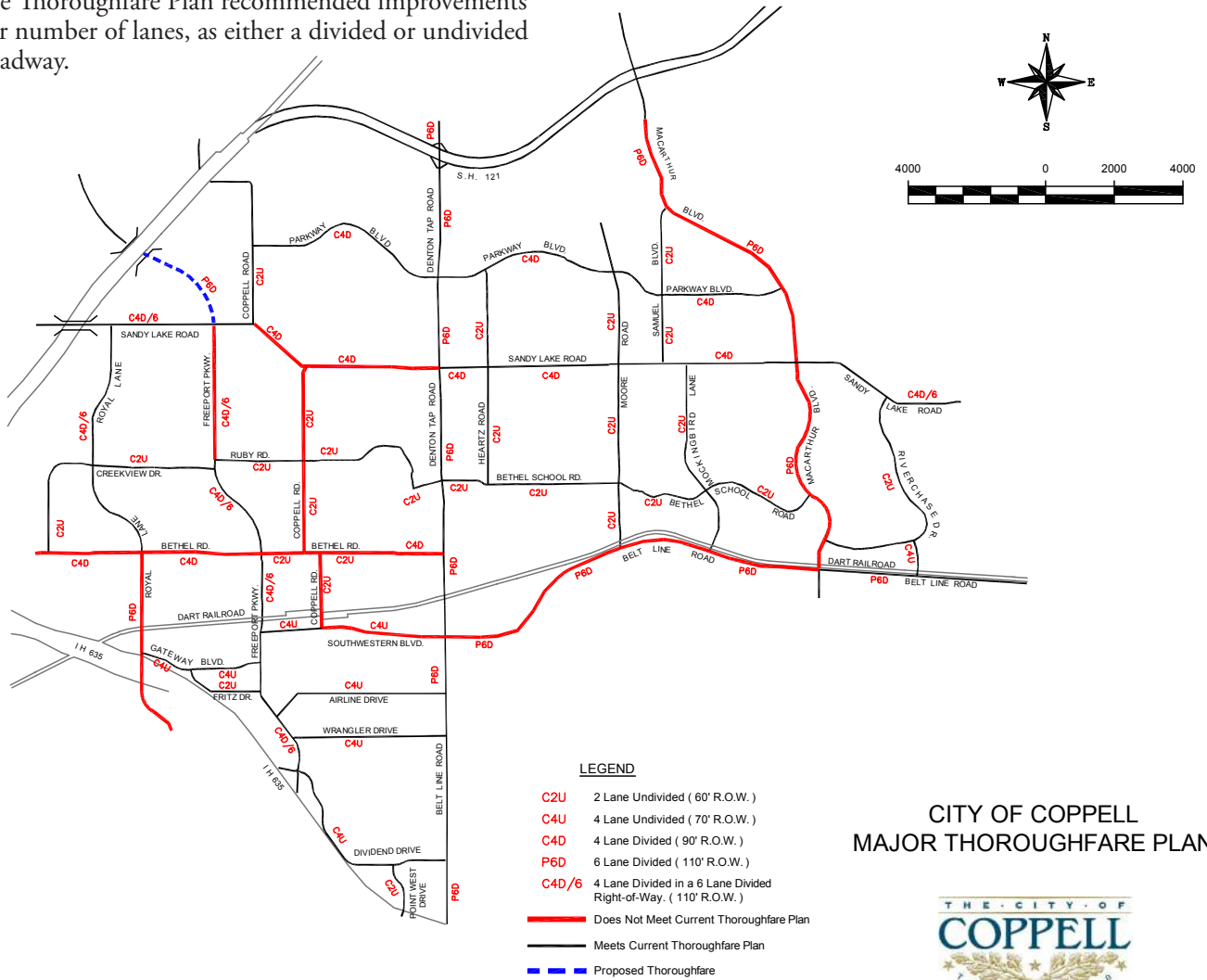
Old Coppel Urban & Architectural Design Recommendations and Streetscape Standards

# Planning Context

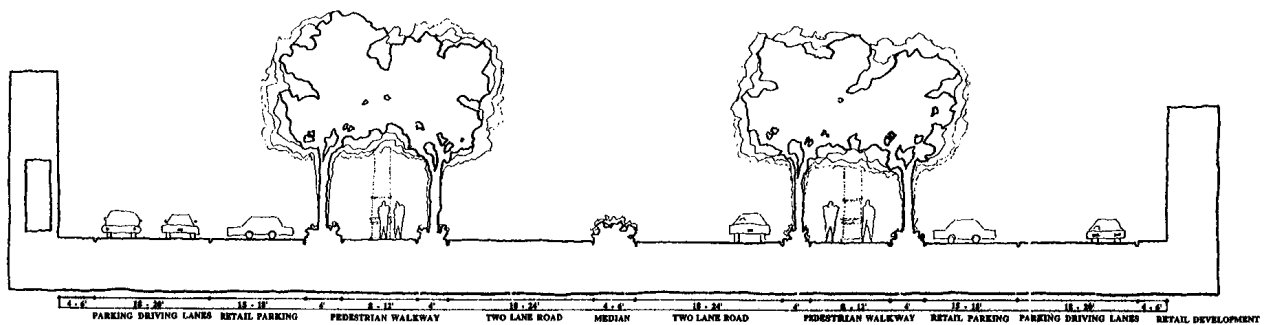
## Thoroughfare Plan

Background and detail related to the City's Thoroughfare Plan is provided in Section 4 of the 1996 Comprehensive Plan. The Thoroughfare Plan map identifies Coppel's network of thoroughfare roadways consisting of 2-lane, 4-lane, and 6-lane roadways. The map also identifies whether or not the roadways meet the Thoroughfare Plan recommended improvements for number of lanes, as either a divided or undivided roadway.

The Comprehensive Plan will need to build consensus about any needed revisions to the street standards such as aesthetic enhancements, multi-modal accommodations, and the potential addition of on-street parking in future mixed-use and redevelopment districts such as Old Coppel.



CITY OF COPPELL  
MAJOR THOROUGHFARE PLAN



1996 Comprehensive Plan design section for "Primary Streets" for roadways such as Belt Line Rd, Denton Tap Rd, Sandy Lake Rd, MacArthur Blvd, Parkway Blvd, Freeport Pkwy, and Royal Lane. The 2030 Comprehensive Plan will need to determine appropriate street sections for mixed-use and redevelopment districts and adjustments as needed to accommodate multi-modal users.

## C.I.V.I.C. Report

### (Committee to Improve the Visual Image of Coppell)

Building on the Coppell Streetscape Plan, the Committee to Improve the Visual Image of Coppell report prepared in 1997 has played a significant role in defining the visual appearance of the community during a period of rapid growth.

- The Report identifies recommendations for gateway areas. The Comprehensive Plan should build consensus about possible major public art and streetscape enhancements to coincide with the gateway monument markers as a means of reinforcing the Coppell identity.
- The Comprehensive Plan will need to build consensus about the community image standards and whether the Coppell identity and upscale development standards should be modified to accommodate corporate or franchise identity.
- The C.I.V.I.C report recommends development within 400-feet of a freeway and within 300-feet of an existing or proposed divided thoroughfare should be considered highly visible, although thoroughfares through the industrial districts west of Denton Tap Road have a lower priority. The Comprehensive Plan will need to build consensus about the type(s) of desired land uses and community identity along the I-635 and S.H. 121 highway “image” corridors.



## Streetscape Plan

### (Appendix D-Subdivision Regulations):

The Streetscape Plan was developed to provide standards for streetscape improvements throughout Coppell. The document has served as a guide for both public and private improvements that occur in and adjacent to thoroughfare rights-of-way. The major design issues focus on unifying the street image zones and edges, creating identifiable City entry points, and emphasizing major and secondary intersections.

#### Goals:

*Create an identifiable image for the City of Coppell to visitors and residents alike.*

*Improve the aesthetic quality and bring cohesiveness and unity to the street scene.*

*Provide simplicity in design and elements of low maintenance without compromising the overall quality of the project.*

Key Recommendations of the Streetscape Plan relevant to the 2030 Comprehensive Plan include:

- Unity – create a sense of cohesiveness throughout the City that links many various projects and unifies the City’s public thoroughfares.
- Identity – create a quality image of Coppell and a sense of arrival when one enters the City’s boundaries and travels its thoroughfares.
- Simplicity – provide designs that are simple, yet aesthetically pleasing, and that have their own character but will not overpower existing or future development.
- Major and secondary intersections should be identified and treated with a variety of elements – special paving and crosswalks, landscaping, new signage, new lighting and traffic signal standards, etc.
- All entrances into the City of Coppell need a strong definition.



# Planning Context

## Regional Planning Issues

### Transit

Access to transit service is an important component of an effective multi-modal transportation system. Currently, the City is not served by either intra- or inter-city transit service.

Coppell Vision 2030 identified both intra-city public transportation and participation by the City in regional transit as priorities. Both types of service can improve the quality of life of Coppell residents by providing transportation choice and creating economic development opportunities through transit oriented development.

### DART Commuter Rail

The community opted out of the Dallas Area Rapid Transit (DART) system many years ago and does not currently have the sales tax revenue available to join the DART system. However, the existing rail line along Belt Line Road at the City's southern boundary is slated for future service in DART's 2030 Plan. The City-owned property north of North Lake could provide a future DART station location.

Because a large percentage of the City's residents work outside of Coppell, it is important to plan for alternative transportation modes to get them to and from their places of employment within the region as traffic congestion will continue to worsen as the region's population grows.

The Comprehensive Plan will identify development strategies for the North Lake property in the event that a DART station is located there. Strategies should also be considered for how the City can provide the financial mechanism to join the DART system.



- Light Rail Blue Line & Station (Existing)
- Light Rail Red Line & Station (Existing)
- Trinity Railway Express (TRE) Commuter Rail & Station (Existing)
- Light Rail Orange Line & Station (Committed)
- Light Rail Green Line & Station (Committed)
- 2030 Rail**
- Express Rail
- Rapid Rail
- 2030 Bus**
- Express Bus
- Enhanced Bus
- Rapid Bus
- 2030 Managed HOV Lanes**
- DART Participation
- No DART Participation
- 2030 Paratransit** (service provided systemwide)
- 2030 Systemwide Mobility**



October 2006

## Economic Development Strategic Plan

The City's current Economic Development Strategic Plan identifies three main goals for the City's economic development program. The goals are:

### **Goal I – Recruitment:**

*To recruit a broad range of businesses which have a long-term positive impact on the growth of the tax base.*

### **Goal II – Retention/Expansion:**

*To retain and expand existing businesses to preserve and enhance the tax base.*

### **Goal III – Old Coppell:**

*Transform/Revitalize Old Coppell into a viable activity center utilized by Coppell and surrounding communities generally consistent with the Old Coppell Master Plan.*

The Comprehensive Plan process will need to utilize these goals to:

- identify appropriate land use and development strategies that preserve appropriate sites for commercial and industrial development;
- identify specific tools that may be appropriate to encourage retention and expansion of existing businesses; and
- maximize the potential redevelopment of Old Coppell as a signature mixed-use activity center for the City.

## Five Year Plan FY08-09 through FY12-13

Each year the City staff prepares an update to the Five Year Plan that reports on the projected financial resources necessary to conduct all of the various programs of the municipal government. The most recent update was prepared in March of 2009. As this update was prepared during the most challenging portion of the current national economic recession, there are significant concerns regarding the level of municipal revenues necessary to fund operations and maintenance budgets as well as debt service requirements. The current projection recognizes a potential gap in general fund revenues of approximately \$4,000,000.

Other key issues raised in the Five Year Plan include:

- The debt service component of the tax rate has increased significantly over the past ten years which places a strain on the City's ability to generate sufficient revenue for operations and maintenance.
- Sales tax growth is slowing.
- Development and building related fee revenue is decreasing as a result of slowing in the development industry.
- The community is reaching build out and therefore, long-term revenue projections must take into account a finite amount of land that is available for development in the future and the impact this will have on property tax base growth.

As the Comprehensive Plan is developed, close attention should be given to understanding how land use policies will impact the revenues needed to provide municipal services. With relatively little land available for development, the land use plan and policies for redevelopment areas should be strategic in identifying land uses that provide maximum revenue potential for the City. Further, strategies should be identified to protect and enhance existing, developed areas of the community in order to provide long-term value and to realize increased property values and tax generation through redevelopment opportunities.



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## APPENDIX B

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# Planning Policies

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## COPPELL 2030 PLAN

Sustainability Policies

Land Use Policies

Parks & Open Space Policies

Transportation & Mobility Policies

Healthy Neighborhoods Policies

Redevelopment Areas Policies





## Introduction

Coppel 2030 includes many recommendations that will help the community achieve its vision for the future. As the City considers its future actions it is important that it review those actions in the context of the recommendations in this plan. Such actions may include land use and zoning decisions, allocation of resources through the annual budgeting process, the granting of economic development incentives, etc.

The basic philosophy of the 2030 Plan is to preserve the character and quality of Coppel's existing neighborhoods while creating new community activity centers that provide a variety of higher density housing options along side vibrant retail and commercial uses. Five core pillars of the Plan support this philosophy:

- Sustainable Community
- Placemaking
- Mixed Use Activity Centers
- Land Use and Mobility
- Healthy Neighborhoods

Each section of Coppel 2030 includes a number of policy statements that will help the City ensure that its actions are consistent with the plan. These policy statements are intended as guides to be used by the City Council, board and commission members and city staff as they carry out their duties to implement the recommendations in this Plan. The following pages include a summary of all of the policy statements found in the Plan.

*“The city shall have the power to adopt and enforce a master plan to be used as a guide in considering passage of ordinances for the orderly growth and development of the city.”*

*-Section 9.01 of the City of Coppel Home Rule Charter*

## Sustainability Policies

Policy Number	Policy
S-1	Create efficiencies, synergies, and consistencies among city policies, plans, and programs.
S-2	Pursue the development of “clean” or “green” sector industries that benefit Coppel’s environment and economy.
S-3	Promote land use patterns that increase energy efficiency in buildings and transportation systems by making energy efficiency a critical element when developing new development regulations and modifying old regulations and policies.
S-4	Promote sustainable or “green building” practices for the construction and operation of buildings.
S-5	Design new and major remodels to public buildings, and where feasible, long term building leases for facilities, to achieve certification by the Leadership in Energy and Environmental Design (LEED®) Green Building Rating System to conserve resources, including but not limited to energy and renewable resources.
S-6	Incorporate sustainable “green design” solutions for streets, storm water, and other infrastructure projects.
S-7	Support increased recycling and composting throughout the community, and reduce the amount of solid waste disposal.
S-8	Maintain and improve the water quality of significant wetlands and water bodies through design of storm water drainage facilities on both public and private property.
S-9	Explore opportunities for promoting “green” renewable energy use and alternative fuels.

## Land Use Policies

Policy Number	Policy
LU-1	Balance future growth by preserving existing stable neighborhoods and focusing commercial and residential growth in mixed-use centers and corridors at a pedestrian scale.
LU-2	Encourage the redevelopment and reuse of lands used in the past or already used for linear “strip commercial” development to uses compatible with adjoining neighborhoods and focus more compact “nodal” pattern of higher intensity development to mixed-use activity centers. Include densities in these areas that support transit use.
LU-3	Include a variety of housing types with varying levels of affordability as part of the mix of activities accommodated in the redevelopment of the mixed-use activity centers.
LU-4	Proactively facilitate infill development for private developers through active land assembly, land reclamation and street and utility system improvements.
LU-5	Direct large-scale commercial and auto-oriented uses dependent upon high traffic volumes to freeway interchange activity centers.
LU-6	For industrial activities which tend to have substantial off-site impacts or demands on public services, limit the zones where they are permitted outright, and require additional reviews where they may be appropriate.
LU-7	Establish a unique architectural theme and sense of place in new developments that differentiate Coppel from other communities.
LU-8	Encourage the use of materials, architectural design, and a quality of finish work which reinforce the sense of Coppel as one that is built for beauty and to last. Reflect this quality in both public and private development projects.

## Parks and Open Space Policies

Policy Number	Policy
P-1	Maintain master development plans for city parks that address user group needs, development priorities, development and maintenance costs, program opportunities, financing strategies and citizen involvement.
P-2	Base priorities for improving and developing parklands on documented needs and criteria including long-term maintenance costs, location in deficient areas, broad community support, location adjacent to schools and other public facilities, support of neighborhood stabilization and community development projects and policies, and consistency with park master development plans..
P-3	Create neighborhood or community gathering spaces in each activity center.
P-4	Encourage the beautification of Coppel by incorporating appropriate streetscape elements along thoroughfares and at major intersections.
P-5	Provide a part of the construction cost of public projects for the purchase and installation of art.
P-6	Create incentives for the provision of public art as part of private development projects.
P-7	Emphasize important places, transitions and gateways within Coppel by celebrating them with works of public art.
P-8	Coordinate parks planning with the school district and develop joint-use agreements.



# Transportation & Mobility Policies

Policy Number	Policy
TM-1	Provide a balanced transportation system, less dependent on the private automobile, supported by both the use of emerging technology and the location of jobs, housing, commercial activity, parks and open space.
TM-2	Improve mobility options and accessibility for the non-driving elderly, children, disabled, low- income and other members of the population.
TM-3	Provide a safe and interconnected network of pedestrian and bicycle routes throughout the city, with connections to regional transit services, that provides linkages among employment sites, housing, and mixed-use centers.
TM-4	Provide walking and biking corridors linking neighborhoods and other destinations in Coppell to the future DART station in the Belt Line corridor.
TM-5	Provide short-term and/or long-term bicycle parking in commercial and mixed-use districts, in employment centers and multifamily developments, at educational facilities, in parks and recreational areas, at special events, and at transit facilities.
TM-6	Provide an adequate supply of on-street parking to support land uses in existing and emerging mixed-use activity centers.
TM-7	Implement traffic calming measures to minimize the impact of regional trips through Coppell, while supporting the travel needs of the community.
TM-8	Participate in regional transportation planning activities and pursue opportunities to improve connectivity with the regional transportation system.
TM-9	Work with the Coppell Independent School District to increase walking and biking to school by improving routes from neighborhoods to schools.

## Healthy Neighborhoods Policies

Policy Number	Policy
HN-1	Preserve a balance in the city's population by attracting families with children to maintain stable established residential neighborhoods and a vital public school system.
HN-2	Provide a diverse range of housing types and mixed-income housing, particularly in new mixed-use activity centers, which are attractive and affordable to potential home buyers at all income levels.
HN-3	Encourage new higher density housing in urban residential neighborhoods and mixed use activity centers with convenient access to transit, services, parks, schools and community facilities.
HN-4	Support homeownership opportunities in new multi-dwelling housing by encouraging the creation of condominiums, cooperatives, mutual housing associations, and limited equity cooperatives.
HN-5	Ensure compatible infill residential development design that supports the conservation, character and fabric of existing neighborhoods.
HN-6	Make community services accessible to residents of neighborhoods by walking, bicycle and transit, where possible.
HN-7	Protect established neighborhoods from excessive off-site impacts including pollution, noise, vibration, odors, and glare.
HN-8	Encourage healthy and safe housing through such means as maintenance, repair and renovation, increased home ownership opportunities, and neighborhood preservation and revitalization efforts.
HN-9	Encourage the active involvement of neighborhood residents and businesses in decisions affecting their neighborhood through active neighborhood and business associations.

## Redevelopment Areas Policies

Policy Number	Policy
RA-1	Recognize the importance of maintaining and enhancing the City’s tax base, including property taxes, sales taxes and business and occupation taxes, to provide funds for capital facilities and City services for existing and future populations.
RA-2	Promote redevelopment of targeted areas as mixed-use activity centers that blend with existing neighborhoods, provide convenient shopping for daily necessities, and provide new housing options for residents of all stages of life.
RA-3	Promote the development or expansion of cultural facilities, including libraries, educational institutions, civic spaces, performing arts and art exhibition facilities, museums, and community centers, in redevelopment areas designated as mixed-use activity centers.
RA-4	Promote a wide range of goods and services for residents and businesses in mixed-use activity centers by providing incentives for appropriate retail development in these areas.
RA-5	Provide thoroughfare system improvements as a catalyst to support redevelopment in areas designated for mixed-use activity centers.
RA-6	Encourage the formation of public or business improvement districts for the construction of transportation infrastructure in redevelopment areas, which may include streets, curbs, or other structures; pedestrian or bicycle facilities; drainage; and street trees.
RA-7	Encourage the redevelopment of surface parking lots into mixed-use projects with transit-supportive uses in the Belt Line corridor.
RA-8	Provide interconnected streets between established neighborhoods and redeveloping areas such as mixed-use activity centers to ensure safe, efficient, and convenient pedestrian, bicycle, and vehicle access.
RA-9	Increase communication among government, businesses, major institutions and other entities that may provide economic opportunities, in order to: (a) enhance the common understanding of issues related to employment growth, business competitiveness, public policy goals and program implementation and (b) promote partnerships between government and business to achieve the goals of Coppel 2030 Plan.

