

# JOURNEYMAN GROUP

February 24, 2026

Matt Steer  
City of Coppell  
Coppell, Texas

RE: 720 Canyon Dr Coppell, TX 75019

Dear Matt:

Journeyman Group currently has the 9.89-acre site at 720 Canyon Dr under contract to purchase and develop. We believe that this property has great potential to serve the neighborhood and City of Coppell as a luxury, market rate 55+ senior living community where the rents will be dictated by the local senior living market. Journeyman is requesting a rezoning from Highway Commercial (HC) to a Planned Development (PD) with a base zoning reference of MF-2 Standard with the proposed variances listed below:

- Building height to be 4 stories, 50' maximum height rather than the 2 stories, 35' maximum height allowed in MF-2.
- Parking to be 1 space per 1 bedroom; 1.5 spaces per 2 bedroom; 0.13 guest spaces per unit rather than the 2 spaces per 1 and 2 bedroom and 0.5 guest spaces per unit allowed in MF-2.
- Density of 22.7 dwelling units per net acre rather than 22 dwelling units per net acre as allowed in MF-2.

The above variances would allow a successful 225-unit 55+ senior living facility to thrive in the City of Coppell. The parking reduction request is reinforced by referencing the *ITE Parking Generation Manual, 6<sup>th</sup> Edition* under ITE #252 Senior Adult Housing – Multifamily where the average rate of vehicle usage is calculated at 0.61 parking spaces per unit. Our proposed development is to provide 1.65 total parking spaces per unit. When looking at the allowed uses under the current zoning, possibilities include Office and Shopping Center. According to the ITE these uses would generate more than 3x the number of one-way trips during peak hours, the trip generation and parking comparison is provided as an exhibit A of this narrative. The ITE is a trusted source of traffic knowledge reinforced by many case studies and historical information. More information is provided in the TIA memo by our traffic engineer, Kimley Horn. The property will have a shuttle operated by a staff member as needed to shuttle residents to appointments, shopping, and community-based excursions.

The proposed zoning change is a direct response to Pillar 04, Goal 03 of the Coppell Vision 2040 plan, which explicitly calls for the City to explore new housing options for the 55+ population that maintain a high standard of living while reducing the residential footprint. As noted in the Vision plan, finding appropriate locations for senior housing can be a challenge; however, this site represents the ideal "small-scale development on the fringe of commercial and retail areas" envisioned by the community. By serving as a transitional buffer between the Highway Commercial corridor and low-density residential tracts, the project achieves a "step-down" in density that manages the friction between high-activity zones and quiet neighborhoods. This specialized use acts as an ideal neighbor, generating significantly fewer peak-hour car trips than traditional multifamily or retail uses, thereby protecting the integrity of local streets. Ultimately, this request allows Coppell residents to age in place in a quiet, high-quality environment that respects the scale and value of the surrounding single-family community. A Zoning Transition Letter by the Architect is provided herein as Exhibit B.

**Journeyman Group**  
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The development, currently named The Residence at Coppell, will be a class A aged restricted, 55+ multifamily development with 142 one-bedroom units and 83 two-bedroom units. The resident community amenities include an age-appropriate fitness center, pool courtyard, beauty salon, business center, theater, and clinic space as well as a variety of lounge spaces for residents to mingle including a game/activity room, community room with a warming kitchen, community garden, and seating nooks throughout all floors. More details are provided in the package on the Project Amenity Program sheet.

The unit amenities include vinyl plank flooring, stainless steel appliances, quartz countertops, two-tone cabinets, subway tile backsplash, high speed internet and smart thermostats. Photos of unit finishes are provided in the package.

Journeyman Group strongly believes that this property would benefit the aging portion of the population in Coppell, TX by providing a downsizing option for those looking to establish a sense of community with their peers. The proposed 55+ senior living community allows seniors and empty nesters to transition from larger single-family homes into appropriately scaled, maintenance-free housing while remaining in Coppell. We have an extensive track record of providing class A multifamily, hotel, and assisted living communities all over Texas. Journeyman Group is based in Austin, Texas and believes in the future of Coppell. We respectfully request your consideration and support for our 55+ senior living project at 720 Canyon Dr.

Sincerely,

Journeyman Group



Nick LaDuca  
Development Manager

## Exhibit A: Traffic Comparison

### Trip Generation Comparison:

Land Use	Intensity	Units	ITE Code	Daily One-Way Trips	AM Peak Hour One-Way Trips			PM Peak Hour One-Way Trips		
					IN	OUT	TOTAL	IN	OUT	TOTAL
Senior Adult Housing - Multifamily	225	Dwelling Units	252	731	15	28	43	32	24	56
General Office Building	150	1,000 SF GFA	710	1,175	164	22	186	28	149	177
Shopping Center (>150k)	150	1,000 SF GLA	820	5,459	82	50	132	240	249	489

Source: ITE Parking Generation Manual, 6<sup>th</sup> edition

## Exhibit B: Zoning Transition Letter

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The proposed project by Journeyman Group is intended to be a thoughtful and compatible use of the site when compared to the existing Highway Commercial (HC) zoning. The property is located adjacent to an established single-family neighborhood and an existing multifamily community, making a residential use a logical continuation of the surrounding development pattern. The site is also separated from the highway by a large surface parking field, which already serves as a buffer between highway activity and the neighborhood. In this context, a residential project offers a more appropriate transition than traditional highway-oriented commercial uses, which often introduce higher levels of traffic, noise, and activity.



The proposed 55+ age-restricted community by Journeyman Group is designed to fit comfortably within its surroundings. Age-restricted residential developments typically generate fewer vehicle trips than conventional multifamily projects, helping to limit traffic impacts on nearby streets. The project also includes a range of on-site amenities that reduce the need for frequent off-site trips. In addition, Journeyman Group plans to enhance the existing drainage easement to create a more park-like environment that can be enjoyed by residents and the surrounding neighborhood. These open-space improvements, along with additional landscaped areas, help create a gentle transition between larger-scale highway development and nearby homes.

Architecturally, the project has been designed with a residential character that reflects its neighborhood setting rather than the more contemporary commercial buildings typically found along Highway 121. The majority of the building façades will be constructed of brick and stone, providing a durable and familiar residential appearance. Building massing and façade articulation are intended to maintain a pedestrian-scaled feel and to reduce visual impacts on adjacent properties. Overall, the architectural approach supports Journeyman Group's goal of blending the development into the surrounding area while providing a high-quality residential environment.

### **Belshaw Mulholland Architects**

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