

Old Town Coppell

DEVELOPMENT HISTORY

The *Old Coppell Master Plan* was accepted by City Council in April of 2002. On May 13, 2003, Council amended the Land Use component of the 1996 *Comprehensive Plan* and enlarged the Historic Overlay district, as proposed in the *Old Coppell Master Plan* and as recommended in April, 2003 by the Planning and Zoning Commission. On January 11, 2005, the HO (Historic Overlay) district, containing various base zonings, was changed to a straight H (Historic) district, which includes standards for construction, design guidelines and use regulations for Old Coppell. In September of 2005, the newly formed Historic District was expanded to include 3.2 acres along the south side of Bethel Road to Freeport to the western limits of the Hard Eight.

In January 2007, a portion (17 acres) of the “Carter Crowley” property that was outside the H District was rezoned to Historic and the future land use plan was amended to allow for a continuation of the targeted uses outlined in the Old Coppell Master Plan - retail, offices, restaurants and similar uses. In August 2010, a final plat of the entire property was approved. This subdivided the property for the purpose of establishing street rights-of-way and easements for necessary infrastructure to support development. This resulted in a total of seven blocks containing nine lots and seven different street segments. In April 2011, the zoning for the conceptual planned development was approved. This depicted the overall plan and presented the general regulations each Detailed Planned Development should follow. From April 2012 to date, there have been close to 20 revisions and detail plans approved for this development.

Important Dates:

May 2002 - The Old Coppell Master Plan

May 13, 2003 - Council amended the land use component of the 1996 Comprehensive Plan to reflect what was shown in the Old Coppell Master Plan.

May 2003 – City purchased Carter Crowley

May 2005 - The HO District containing various base zonings, was changed to a straight H District and Design Guidelines were adopted.

September 2005 - Historic District expanded to include 3.2 acres along the South side of Bethel Road to Freeport.

January 2007 - Historic District expanded to include Carter Crowley

August 2010 - Final Plat for Old Town (Main Street) project approved.

April 2011 - Overall Conceptual Planned Development approved for Old Town (Main Street)

August 2014 - Historic District expanded to include RL Hammond Addition (18 residential lots on west side of Hammond)

MARKETING PLAN

COMPLETE / ONGOING

- Old Town added to City wayfinding signs.
- Provided full-color “Under Construction – Prepare to Shop” signs and banners during construction phase.
- Provided construction/detour information via City communication outlets.
- Staff manned a booth at the Old Town Festival to promote the entire development.
- Detour maps provided to businesses for handout to customers during construction phase.
- Old Town businesses provided booth space during Farmer’s Market.
- Logo development complete.
- Promotional materials for all City-Sponsored events (and one business sponsored event) are produced including postcards, posters and banners.
- City staff continues to push all Old Town Coppell events via social media, the City website and CoppellClips.
- Special events calendar developed dedicated solely to Old Town Coppell is hosted on the City’s website.
- The City hosts a monthly meeting for all stakeholders in Old Town Coppell to discuss events, marketing and current issues in the district.
- City has dedicated monies to decorating Old Town streetscape and the Square at Old Town during Christmas:

Banners and Pole Wraps -	\$14,105
Building Lights -	\$9,000
Plaza Lighting -	\$13,500

IN PROGRESS

- The first, in a series of advertisements dedicated to Old Town Coppell is in production. Ad placement in different media will be determined by budget, message, time of year and target audience.

PLANNED

- The RFQ for collateral materials (map and directory of Old Town Coppell, rack cards for hotels, etc.) will be sent out in April.

FACILITIES

COMPLETE

- Heritage Park - Kirkland House/Minyard Store purchase, move & renovation, parking lot construction and restroom construction - \$469,000
- Temporary home for FM during pavilion construction - \$51,000
- Pavilion for Farmers Market complete - \$1,759,806
- Senior and Community Center at Grapevine Springs - \$4,100,000

IN PROGRESS

- Life Safety Park - \$5,500,000

LAND DEVELOPMENT

COMPLETE / ONGOING

- MAIN STREET PHASE I:
 - Residential – All lots sold
 - Commercial – 12 lots sold (15 lots if you count Local Diner as the 4 lots it was originally planned to be), 13 lots remaining (4 cottage lots, 1 restaurant lot, 4 retail lots and 4 service lots)
- MAIN STREET PHASE II:
 - Residential – 38 lots sold, 26 lots remaining

VACANT LAND

- .27 acres vacant land (Robertson) at northeast corner of McNear and Coppell Road.
- .26 acres vacant land (Robertson) at the southeast corner of McNear and Coppell Road.
- .71 acres vacant land (Khorammi) at the northeast corner of Heath and Coppell Road.
- 1.6 acres (City owned) south side of W Bethel east of Old Town Medical Center.
- 4.6 acres (City owned) north of Burns between S Coppell Road and Hammond.

INCENTIVES

COMPLETE

- An incentive policy was created specifically for Old Town Coppel. The policy provides for tax abatements, sales tax rebates, development incentives and façade grants. Two façade grants have been approved, to date. Several tax abatements have been approved, and several sales tax rebates have been approved.

IN PROGRESS

- A third façade grant has been applied for and will be going through the approval process in the next few months.

BUSINESS

EXISTING

- Local Diner
- Simmer
- Hard 8 BBQ
- Frost Cupcakery
- Ten Roots
- Sovereign Mortgage
- Allstate
- Coppel Home Decor/Old Town Mercantile
- Citizen's Advocate
- Old Town Medical Center
- Coppel Deli
- Chamber of Commerce
- House of Style
- Revis RV Insurance
- State Farm Insurance

BUSINESS (continued)

PROPOSED or COMING SOON

Building Permit Phase:

- Twisted Root/Quincy's – The zoning has been administratively approved and understand that they are planning to submit for a permit soon (a month or so).
- Founders Crossing – 531 W Bethel first of three buildings is in for permit. Slightly modified the Site Plan of Bennett Ratliff's office to accommodate utilities (can be administratively approved). Other two buildings on adjacent lots to the east have the zoning approved and are ready for building permit process.
- Hamilton/Volpelak- Interior Finish out for attorney's office at 450 Houston under construction. City assisted in the franchise utility relocation.
- Hensley Commercial Properties – office building and interior finish out at 537 Houston – SE corner of Houston and Hammond.
- Cottage Offices at 711 Burnett and 708 Main Street are currently in the permit review phase.
- Retail Shell at 743 W Main Street is currently in the permit review phase.

Zoning Phase:

- RL Hammond 18 Lot subdivision zoning approved/future land use plan amended August 2014 on 2.52 acres on the west side of Hammond.
- Life Safety Park – 2 acres on SE corner of S. Coppel Road and Service Center driveway scheduled for City Council on March 24th.
- Coppel Deli Redevelopment (Honky-tonk) – Hired a new architect. The original Planned Development was approved in June 2013. On March 13, 2015, revisions to PD were administratively approved.
- Old Town (Main Street) Phase III- 11 proposed lots on 1.7 acres fronting Hammond in place of the conceptually approved service oriented uses (3 fronting Hammond and 1 fronting Travis); scheduled for Planning Commission March 19 and City Council April 14, 2015.
- Jason Rose and Mark Haas considering plans for a high density live/work development (5 units) on the southeast corner of Heath and Coppel Road.
- 462 & 458 Houston Cottage Office zoning was administratively approved on Feb. 20, 2015.

INFRASTRUCTURE

COMPLETE

- 2010 Coppel Road Reconstruction (Southwestern to Bethel Road) \$1,460,885.50
- 2012 Old Town Addition: \$4,692,834.98
 - Main Street/Houston/Travis/Burnet/Parking/Bethel Road
 - Construction of Temporary Farmers Market
 - Bury some utility lines & crossings along Bethel Road
 - Trails & sidewalks
- 2013 Install Network Communication Equipment

IN PROGRESS

- Coppel & Bethel Road Reconstruction 2015 \$4,600,000
 - Begin March 30, 2015
 - 270 Calendar Days
- Burns Street Reconstruction 2015 \$850,000 (Estimated)
- More parking
- Add wifi to Pavilion

PLANNED

- Even more parking
- More decorative signage

TRAILS or MOBILITY/WALKABILITY

COMPLETE

- Trails & Sidewalks along Bethel/Main/Houston/Travis/S. Coppel (Costs included in Infrastructure costs above)

TRAILS or MOBILITY/WALKABILITY (continued)

IN PROGRESS

Old Coppel/Main Street Connector Trail:

- This trail will connect the main street project to Grapevine Springs Park.
- The project is set to go out for bids on 3/27/15, with the bid opening on 4/16/15.
- Estimated cost of this project is \$200,000 to be completed by fall 2015.

South Coppel Road Trail:

- This trail will run on the west side of Coppel Road from Sandy Lake Road to Bethel Road.
- The trail project was included as a part of the Bethel Road / South Coppel Road Street Project that was awarded by our Engineering Department in February 2015.
- The project is anticipated to be completed by January 2016 at a cost of \$100,000.
(Included in Infrastructure cost above)

SPECIAL EVENTS

COMPLETED

Old Town Kick Off Concert -	May 2, 2014
Old Town Festival / Ribbon Cutting -	May 3, 2014
Old Town Concert in the Square - November 1, 2014	
Holiday Decorating Contest -	December 2014

PLANNED

Food Truck Frenzy -	March 28, 2015
Working Well In Coppel Health Fair -	April 4, 2015
Old Town Concert in the Square -	May 1, 2015
Youth Cheerleading Association – Powder Puff Football Game -	May 8, 2015
Back To School Ice Cream Social -	August 22, 2015
Movie in the Square -	October 30, 2015

SPECIAL EVENTS (continued)

IN PROGRESS

An Ordinance for Special Events in Old Town Coppell is currently being drafted and will allow flexibility in signage and fees for all events taking place in Old Town Coppell.

ADVERTISING

News Releases

Farmers Market Relocates to Temporary Site
Old Town Construction Update
Farmers Market Permanent Relocation
Old Town Coppell Celebration and Festival
Old Town Fall Concert
Food Truck Frenzy event

Print Advertisements

Food Truck Frenzy - Citizen's Advocate (x3), NTX Child Magazine (1), NeighborsGo (x1),
Old Town Celebration and Festival - Burb Magazine (x1), Citizen's Advocate, NeighborsGo.
Spring 2015 Special Events RecConnect Magazine – 6,000 pieces
2015 Spring Special Events Brochure – 2,000 copies

Radio Spots

One 30-second PSA recorded for CHS Varsity Football broadcast used 8 times
Two live-liners broadcast on-air during games
Message: live, dine, shop and play in Old Town Coppell

Articles in Water Bill Insert

Farmers Market Old Town Coppell Location / every newsletter
All Old Town City-sponsored events included in inserts one to two months in advance

Web Articles

12 – Content includes events, construction and amenities

Social Media

Facebook – 20 posts since Dec. 2013
Twitter – CityOfCoppell and ParksAndRecreation 30+ posts
Content – events, construction and amenities

Restaurant list

List all restaurants in Coppell
Distributed to all new residents, State of City attendees, upon request