



MEMORANDUM

To: Mayor and City Council

From: Gary L. Sieb, Director of Planning

Date: July 12, 2016

Reference: Consider a R.O.W. signage plan for Old Town Coppell

2030: **Business Prosperity**

Introduction:

A Council Goal was to develop and present a comprehensive signage plan within the Old Town R.O.W.

Analysis:

Staff researched the idea of providing a means to tastefully hang banners over the roadways leading to the Old Town District. By utilizing decorative arches with banner cables, the City could advertise special events in the district. The arches would incorporate the “Old Town Coppell” logo and a select number of special event temporary banners to be hung throughout the year.

Within the Old Coppell Master Plan adopted in 2002, establishing “gateways” into Old Town Coppell was recommended. These gateways were defined as key entrances into Old Coppell which provide a “sense of arrival” to the district. Gateways are located on the west and east entries of West Bethel Road and on the north entry of South Coppell Road. Part of the gateway concept was implemented through the construction of bridges with intricate railings containing decorative street lights and banner poles. The arches could serve as a further distinction of the entry into Old Town Coppell.

The project is in the conceptual phase of design. Staff is presenting the idea to Council to receive feedback before proceeding with detail design. It is thought that the inclusion of the arches in the bridge structures would be the most practical implementation strategy. The existing bridge rails are elevated and could serve as the base in the structure’s design. Also, incorporating a changeable banner for special events for the City and Chamber was considered, as temporary signage around the remainder of the city is limited. A conceptual sketch is attached for your reference.

Legal Review:

This item did not require City Attorney review.

Fiscal Impact:

To be determined based on future design.

Recommendation:

The Planning and Engineering Departments recommend hiring a consultant to further explore the feasibility and design of the arches.



OLD TOWN
COPPELL



SUNDAY NOVEMBER 8TH
SENIOR &
COMMUNITY CENTER