

Policy & Market Strategies

Policy and market measures are less visible than physical improvements, but they are equally critical.

Policy Strategies

- *Zoning* recommendations include creating an "Old Coppell Mixed Use" district and an "Old Coppell Residential" district.
- *Design Standards* should be based upon the Urban & Architectural Design standards of this plan.
- *Parking Requirements* should be more lenient than other parts of the City because of on-street parking and shared parking opportunities in Old Coppell.

Market Strategies

- A non-profit Organization should be established to improve, manage and market Old Coppell.
- *Business Retention, Expansion & Recruitment* efforts should follow this plan's recommended tenant mix.
- *Education & Clearinghouse* services should be provided by the proposed Old Coppell organization.
- *Centralized Retail Management* strategies should include standardized hours and days of operation, joint advertising, and use of a common logo.
- *Marketing & Promotion* efforts should include image development, brochures, advertising, publicity, and special events.
- *Funding & Incentives* include enhancing existing programs and creating new ones, including loan pools, property tax relief, and technical services.



Existing



Proposed

Looney Ricks Kiss
209 10th Avenue South, Ste 408
Nashville, Tennessee 37203



Old Coppell Master Plan
Summary

May 2002

LRK

Purpose & Process

In 1996 the City of Coppell adopted a Comprehensive Plan as a blueprint for the City's future growth. That plan recognized the citizens' desire for a mixed-use town center to provide a "sense of place" that the community has been missing for many years. Using the historic crossroads intersection of Coppell and Bethel Roads as a focal point, the City embarked on the Old Coppell Master Plan in 2001. The project followed a four-step process:

- Background Research & Analysis
- Charrette & Concept Plan Development
- Draft Plan Preparation
- Presentations, Revisions & Summary

The project included an extensive amount of public input, including a series of stakeholder meetings, a public kick-off meeting, a vision survey, a market survey, a public charrette workshop, a concept plan presentation, and multiple draft plan presentations. The resulting plan reflects the community's collective vision for the future of Old Coppell.



"I think Old Coppell should be developed as a place to go antiquing, shopping in unique gift stores and perhaps art galleries, with great little places to have lunch. It would be a good drawing card to the area, as well as add something other than 'chain' type stores and restaurants."

Survey Respondent



Physical Improvements

The numerous recommendations of the plan include:

- *Streetscape Redevelopment* will include on-street parking, sidewalks, crosswalks, new streetlights, shade trees, and removing overhead wiring.
- *Renovations & Infill Development* should blend with the area's older "character-defining" buildings.
- *Grapevine Springs Park's WPA improvements* should be restored, existing paths should be improved and expanded, and parking should be increased.
- A *Farmers Market* can initially be small and in a temporary location, such as a parking lot. Ultimately, it should move to the proposed village green.
- As a long-term objective, a *Village Green* with a gazebo might be developed at the southeast corner of Bethel Road and the southerly leg of Coppell Road.
- The *Old Coppell Inn*, east of the village green, would include 50 rooms, meeting space, and a restaurant.
- A *Senior Center & Community Center* are proposed near the proposed Old Coppell Inn. Both would back up to the park, and rear parking would be shared.
- A *Greenway System* would expand on existing segments in Grapevine Park and Hunterwood Park, and connect with the regional "Cottonbelt Trail."

Proposed Bethel Road

