

*All Aboard
Carrollton!*

DESTINATION 2040

CITY OF
CARROLLTON
VISION PLAN



CARROLLTON
TEXAS

CONTENTS

01	INTRODUCTION	5
02	CARROLLTON, YESTERDAY AND TODAY	6
03	THE VISION	15
04	H.E.A.R.T. ASPIRATIONS	27
	HEALTHY	28
	ENGAGING	34
	ACCESSIBLE	40
	REVITALIZED	46
	THRIVING	52
05	ACKNOWLEDGMENTS	58





INTRODUCTION

LOOKING AHEAD TO 2040

As we look ahead to the year 2040, Carrollton finds itself at an exciting crossroads. Our City has grown and changed, shaped by the people who live here and the values we share. Now, it's time to think about how we want to define Carrollton for the future – not just for today, but for future generations that will call our City home.

While we chart this course, it's important to keep in mind the diverse needs and dreams of our residents. Whether it's creating lively public spaces, boosting economic opportunities, or focusing on our resiliency, the decisions we make today will shape Carrollton's identity in 2040 and beyond.

This Vision Plan, formed from citizen feedback, serves as a guiding framework, outlining the aspirations and priorities that will direct how Carrollton addresses its growth and development over the next two decades. It is an invitation to imagine what our City can become – a place where residents not only live but thrive; where businesses flourish, and where a strong sense of community is nurtured.



CARROLLTON, YESTERDAY AND TODAY

FROM AN EARLY SETTLEMENT TO A MODERN CITY

The City of Carrollton, Texas has a rich history of growth and connection which has developed over the years.

Carrollton's earliest settlers began arriving in North Texas in the 1840s and established themselves primarily as a farming community, raising crops and cattle and attracting teachers, lawyers, doctors, and other professionals to the community as it grew.

The town of Carrollton began to take shape in the mid-19th century. By 1853, it was known for its grain milling, with Trinity Mills being a significant regional enterprise. The arrival of the Dallas-Wichita Railroad in 1879 transformed Carrollton into a bustling business hub.

By 1908, three major railroads – the Cotton Belt Route, the MKT or “Katy” Railroad, and the Frisco Railway – intersected the town, enhancing its status as a key passenger and shipping center, especially for cattle.

The late 19th and early 20th centuries saw further industrial growth in Carrollton. The City had several cotton gins and a prominent brick manufacturing industry by the early 1900s. Notable structures built with Carrollton brick include the Belle Allen home and the former Gravley Hardware store on the Carrollton Square.

On June 14, 1913, Carrollton voted to incorporate as a general law city. The City held its first election for officers and mayor in July of the same year.

In the next two decades, Carrollton would build and organize its government, establishing a fire and police department, and the first City Hall located at the corner of what is now Belt Line Road and Denton Drive.

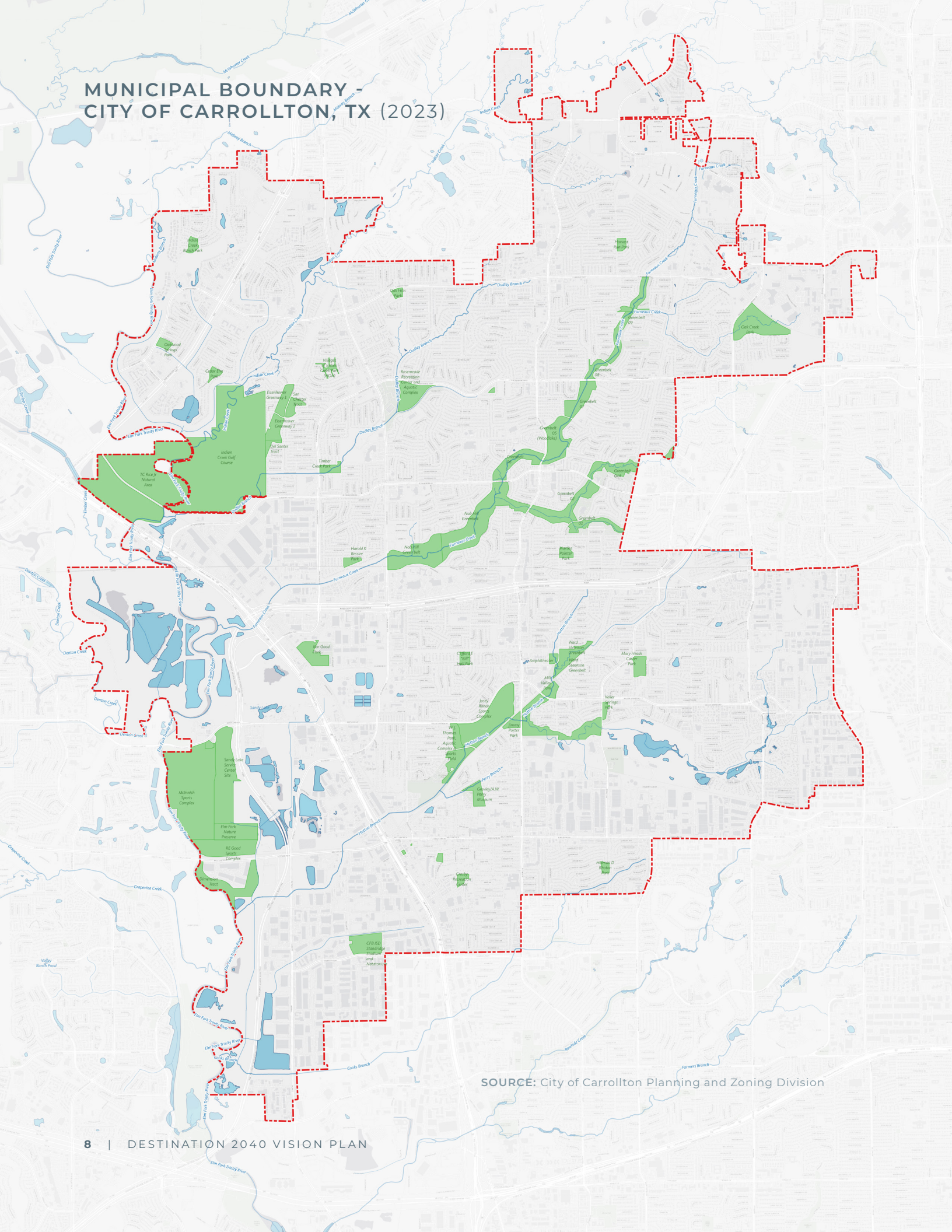
The early 20th century also marked significant advancements in communication and infrastructure in the City, with the introduction of the first telephone in 1890 and the first commercial electricity in 1913. The Texas Electric Railway, one of the largest and most extensive interurban railway systems in the United States, brought train service to Carrollton in 1922. The railway provided relatively affordable transportation before automobiles and highway systems became dominant, further integrating the City into the regional economy.

Carrollton would continue to grow throughout the 20th century, especially following the end of World War II. The City established more commercial and community connections to Dallas, Fort Worth, and other municipalities which now make up the DFW Metroplex.

The City of Carrollton officially adopted its first City Charter in 1961, establishing a home-rule government under a manager and City Council.



MUNICIPAL BOUNDARY - CITY OF CARROLLTON, TX (2023)



SOURCE: City of Carrollton Planning and Zoning Division

POPULATION TRENDS

Carrollton saw a tremendous amount of growth during the late 20th century. Starting in 1970, the City saw large suburban growth as populations moved north from Dallas, with a documented population growth of 193% between 1970 and 1980. By the turn of the 21st century, the population had reached approximately 109,000 residents within the City.

Carrollton would continue to see population growth as a neighboring City to Dallas, steadily increasing to approximately 133,000 residents by 2020.

The arrival of the COVID-19 Pandemic in 2020 and its after-effects in subsequent years altered a number of variables for population growth and movement across the country. Emerging from this disruption, Carrollton’s population as of 2023 has grown to an estimated 134,000 residents.

BY 2040...

Dallas County
is projected to
grow by +8.8%
to over
2.9M residents.

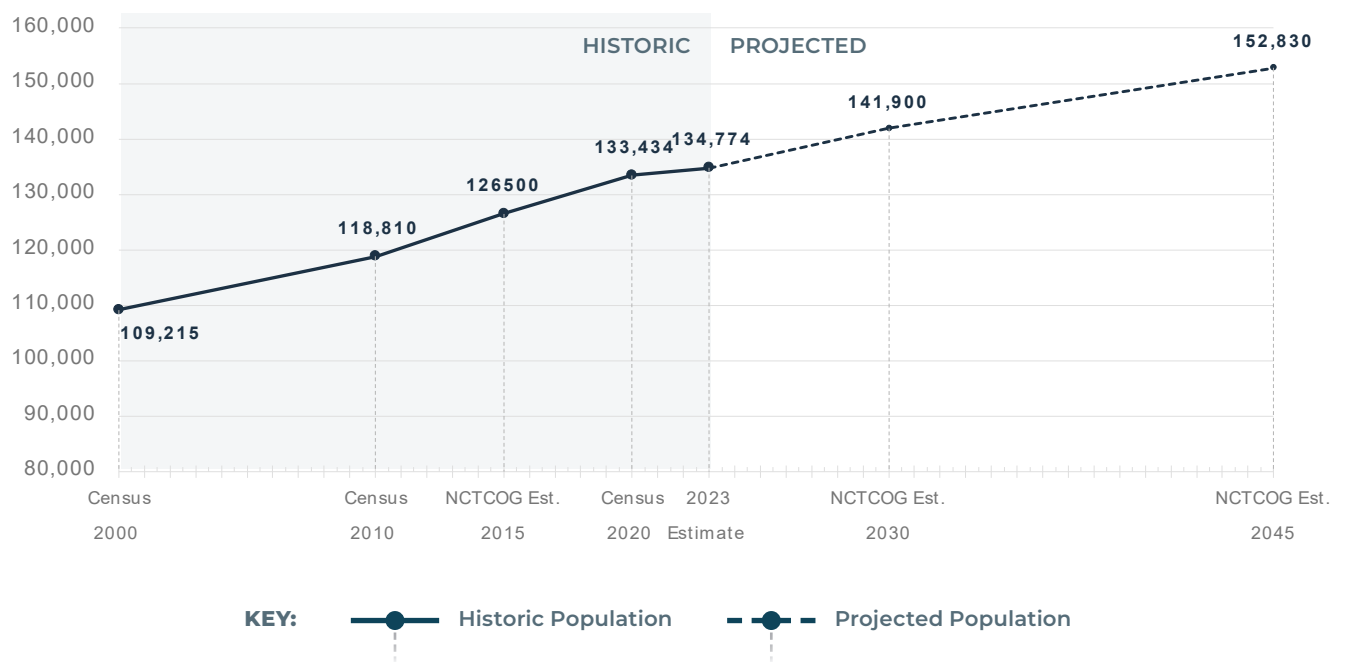
Denton County
is projected to
grow by +24.9%
to over
1.1M residents.

SOURCE: Texas Demographic Center

The state of Texas as a whole has seen a large amount of growth since 2000 and continues to expect large growth through 2040. Dallas County is projected to grow by 8.8%, and Denton County is projected to grow by an impressive 24.9% over the course of the next 15 years.

While it is difficult to project long-range population growth at the scale of a city the size of Carrollton, the area is projected to grow an additional 1.49% in the next three years by 2028. By the year 2045, the City is expected to grow in population to more than 150,000.

CITY OF CARROLLTON, TX POPULATION (2000-2045)



SOURCE: U.S. Census Bureau Decennial Census, Esri Forecasts 2023 to 2028, NCTCOG Projections 2030-2045

POPULATION AGE

As measured during the 2020 Decennial Census, Carrollton's population followed a relatively uniform distribution as compared to national figures. The median age in 2020 was 37.8 years, with the projected 2028 median age being 38.4.

Overall, the population is expected to shift to more senior residents by 2028, compared to 2020. Looking at specific age segments, residents over the age of 65 are projected to increase by 20-30%, while the middle-aged adult population will see modest increases or decreases. Notably, the teenage population is projected to see a sharper reduction by 14.5%. Opposite to the teenage population, the under 5 population is forecasted to increase by 10.8% by 2028.

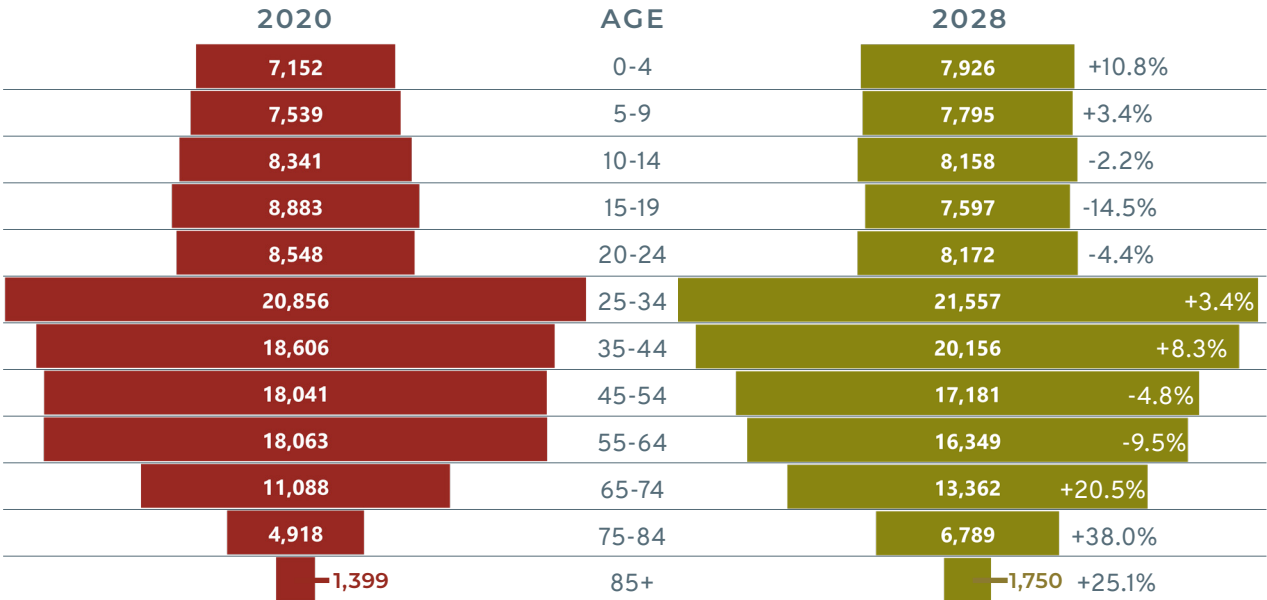
The projected growth and decline of these various age groups indicate a maturing of the current population, with an additional influence from those looking to move to Carrollton in the future. The shift towards more senior residents indicates a need to support those who are aging in place and may leave the workforce, as well as to support and retain younger populations as they enter the workforce.

DEMOGRAPHICS

Carrollton's population has seen a substantial increase in diversity over the last 25 years. This trend is similar to surrounding communities and municipalities in the Metroplex. Over the years, Carrollton's population has shifted from predominantly White/Caucasian to a plurality, with there currently being no dominant majority demographic.

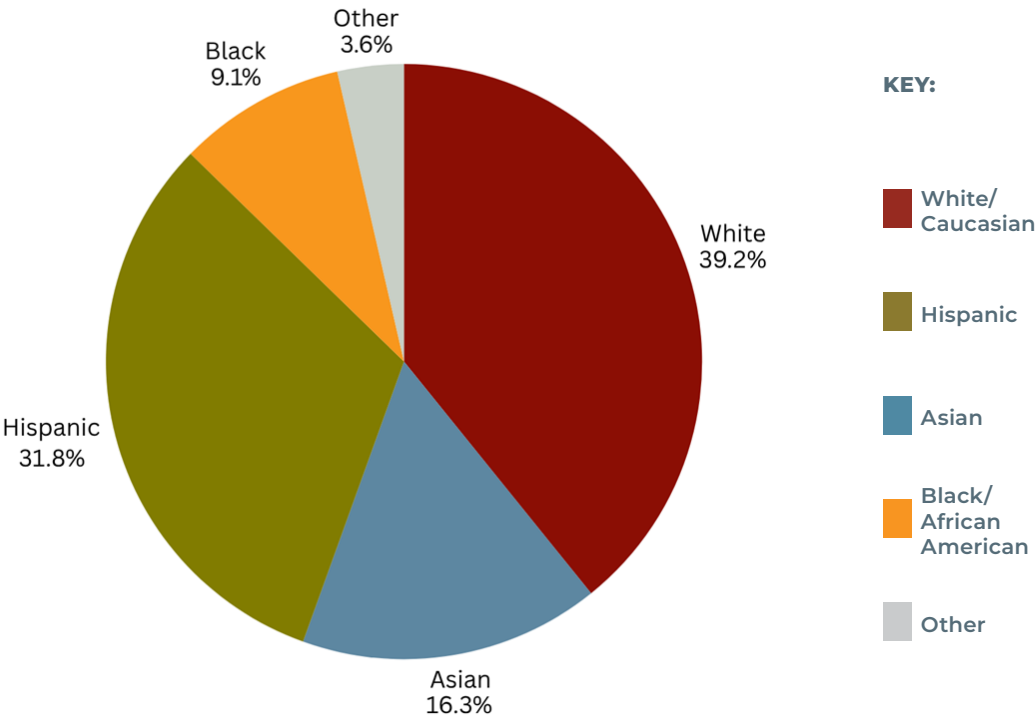
The trends in racial diversity among the population reinforce the common notion held by residents that Carrollton is an incredibly diverse and varied community. With no single demographic holding a majority, the City is a vibrant tapestry of neighborhoods, backgrounds, and experiences that shape its unique character.

CURRENT VS. PROJECTED AGE DISTRIBUTION (2020-2028)



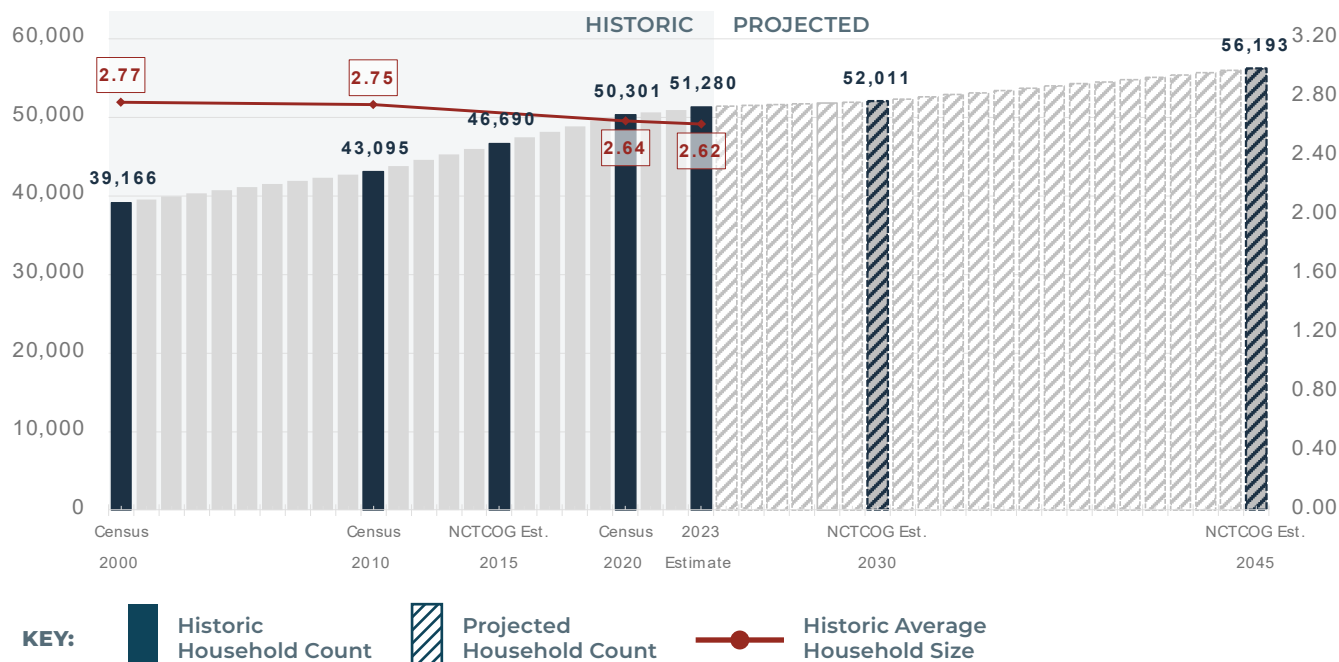
SOURCE: U.S. Census Bureau Decennial Census, Esri Forecasts 2023 to 2028

AVERAGE POPULATION DEMOGRAPHIC (2025)



SOURCE: American Community Survey – 5-Year Average

HOUSEHOLD COUNT & AVG. SIZE (2000-2045)



SOURCE: U.S. Census Bureau Decennial Census, Esri Forecasts 2023 to 2028, NCTCOG Projections 2030-2045

HOUSEHOLDS

Along with the increase in population over the years, Carrollton has added more households and types of households in the past 20 years.

Looking at the makeup of households, the share of family households – which consist of at least two or more related individuals – currently sits at approximately 68%. This share is expected to be maintained through 2028. However, the average household size has decreased slightly to 2.62 people per household and is expected to continue this slight trend to smaller households.

These smaller-sized households are, in part, reflective of both an aging population and one with fewer children or dependents. While subtle, these changes can put pressure on the development of all types of housing accommodations in a city with few undeveloped areas remaining.

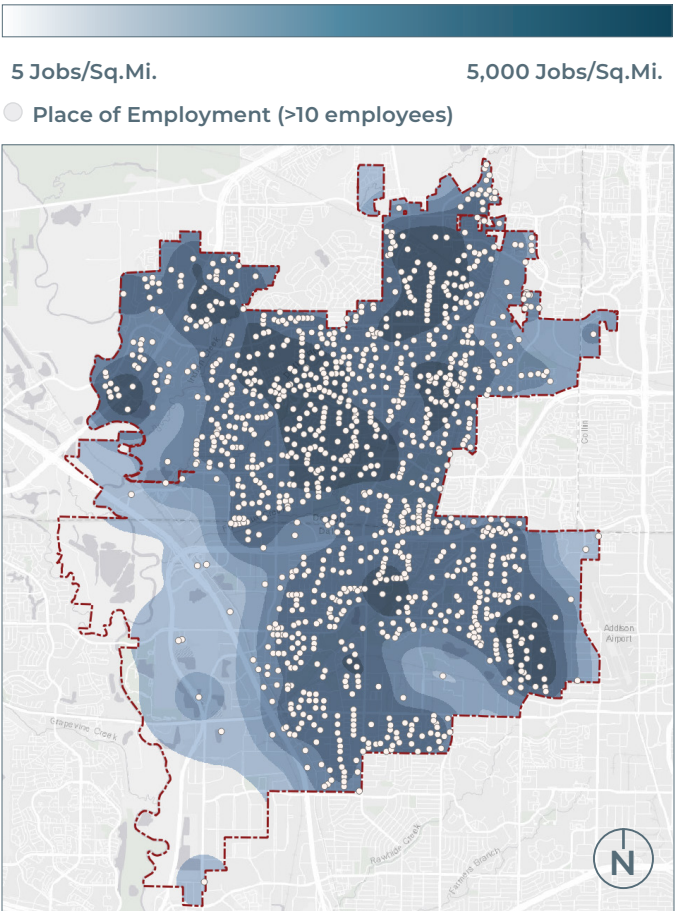
Given Carrollton's centrality to the Metroplex, the City has remained a place for commerce since its early days, as well as a home-based community for those working in neighboring or nearby locations. About 88% of residents work and commute outside of the City, including Dallas (23.5%), Plano (9.1%), and Irving (7.3%), to name a few.

Mirroring this, Carrollton has a high density of jobs within its boundaries, employing approximately 93,000 people as of 2021, with a majority of these jobs filled by individuals living outside of the City. All commutes considered, Carrollton sees a positive net employment inflow of approximately 21,800 jobs.

This large commuter group reinforces Carrollton as a central transit connector within the Metroplex.

EMPLOYMENT

EMPLOYMENT DENSITY (2021)



SOURCE: U.S. Census Bureau LEHD Origin-Destination Employment Statistics (2002-2021)

RESIDENT COMMUTE DESTINATIONS (2021)

JOB LOCATION	RESIDENT COUNT	PERCENT
Dallas, TX	16,826	23.5%
Carrollton, TX	8,014	11.2%
Plano, TX	6,480	9.1%
Irving, TX	5,196	7.3%
Farmers Branch, TX	2,931	4.1%
Fort Worth, TX	2,594	3.6%
Addison, TX	2,533	3.5%
Richardson, TX	2,525	3.5%
Lewisville, TX	2,276	3.2%
Frisco, TX	1,879	2.6%
Other Locations	20,203	28.3%

SOURCE: U.S. Census Bureau LEHD Origin-Destination Employment Statistics (2002-2021)

CARROLLTON TOP EMPLOYERS (2024, BY EMPLOYEE COUNT)

COMPANY	INDUSTRY	EMPLOYMENT
Brandt	Engineering Contracting Services	1,200
AER Manufacturing	Engine Components Manufacturing	1,000
Western Extrusions	Extruded Aluminium Product Manufacturing	1,000
Securus Technologies	Correction Facilities Communications	736
BuzzBallz	Distillery	626
Schneider Electric	Integrated Systems for Building Automation	574
G6 Hospitality	Hotel Owner/Operator Headquarters	500
International Paper	Paper Manufacturing	450
Cyrus One	Data Center	400
Sanmina-SCI Corp	Printed Circuit Board Manufacturing	400
VRM	Mortgage Services	375
Swiss-American CDMO	Skin & Wound Care Products Manufacturing	350

SOURCE: Carrollton Economic Development, 2025



CARROLLTON
TEXAS



THE VISION

“TO BE THE COMMUNITY THAT FAMILIES AND BUSINESSES WANT TO CALL HOME”

Connection is at the core of Carrollton.

The variety of ways to connect in Carrollton – professionally, socially, geographically – all enable the diverse sense of community which has developed and will continue to grow in the years to come.

This Vision Plan is the outcome of asking a simple question: “What does home mean to you?”

The answers to this are anything but simple. Ranging from big ideas to heartwarming sentiments, Carrolltonians answered with great thought and with an aspirational aim to build upon what already makes Carrollton a great place to call home, and how to keep improving the City into the future.

VISION, GOALS, & THE 3Cs

CARROLLTON'S GUIDE FOR THE FUTURE

THE VISION PURPOSE

The City's Vision is the roof under which Carrollton brings together its services, goals, and priorities to meet community aspirations.

The aim of this plan is not to re-create what already exists. The City of Carrollton already has a strong vision. The purpose of the Destination 2040 Vision Plan is to build upon the City's current vision, and further define and provide guidance for achieving our collective aspirations for the future. By envisioning how our community wants to grow, we can better align important decisions toward clear future goals.

THE 3Cs

Capturing all that Carrollton is in one sentence is difficult. To help support the vision to be "the community that families and businesses want to call home," three core tenets identify and define City characteristics which support this vision. The three Cs – **Connection, Convenience, Community** – listed on the next page, speak to the attributes of Carrollton (both tangible and intangible) which add to residents' experience and quality of life.

H.O.M.E. GOALS

In 2024, the City Council adopted a set of goals to provide additional guidance to City staff and the Council itself when in the course of conducting day-to-day affairs of governing.

H - HOSPITALITY

We focus on quality of life in our community so all feel safe, valued, respected, and welcomed.

O - OPTIMIZE

Our processes enable us to deliver high-quality, expedient, and friendly service.

M - MOTIVATE

Our employees are empowered and trusted to work as a team to deliver exceptional service.

E - ECONOMICAL

We build and maintain a consistently thriving and diverse financial base while being outstanding stewards of City resources.

Together, the Vision, 3 Cs, and Goals provide a base from which to build a more detailed vision plan for the future.

CONNECTION

Carrollton is connected not only by transit options such as rail and highways, but also in that families and friends feel rooted here. The City connects to its history, its future, and its place in the Dallas-Fort Worth Metroplex.

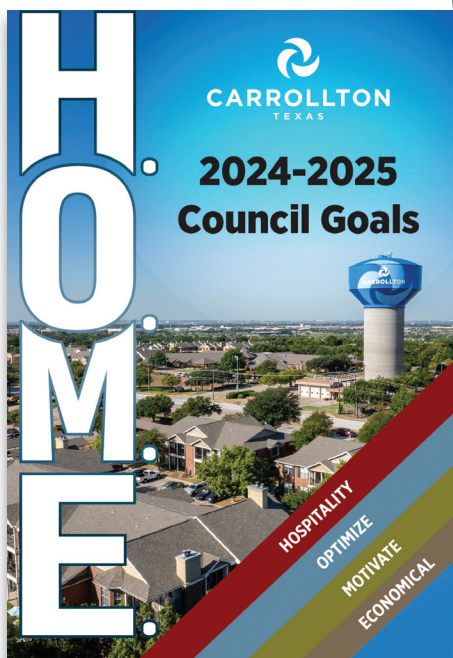
CONVENIENCE

Located 25 minutes from major retail, restaurant, nightlife, and two airport hubs, Carrollton is convenient and easy to do business with whether a resident or developer.

COMMUNITY

A big City that feels like a small town, where neighbors know and care about each other; where family, community, and church still come first; and where people continue to look out for each other.

CARROLLTON CITY COUNCIL GOALS



Hospitality

We focus on quality of life in our community so all feel safe, valued, respected, and welcomed.

- Communicate and engage with the community
- Improve accessibility to the services we provide
- Enhance the perception of our brand
- Foster a sense of belonging by valuing diversity and inclusivity
- Foster a welcoming environment for businesses and residents
- Provide professional and courteous service
- Provide opportunities for a healthy lifestyle

Optimize

Our processes enable us to deliver high-quality, expedient, and friendly service.

- Allocate resources for optimal results
- Ensure processes for integrated, cross-functional planning and execution
- Leverage technology to improve our effectiveness and efficiency
- Adapt business practices to respond to changing conditions

Motivate

Our employees are empowered and trusted to work as a team to deliver exceptional service.

- Foster a positive workplace culture
- Ensure our employees have appropriate resources and exemplify the Vision
- Attract and retain a diverse, motivated, and qualified team
- Invest in the professional development of our employees

Economical

We build and maintain a consistently thriving and diverse financial base while being outstanding stewards of City resources.

- Increase and stimulate the sales tax base
- Increase the property tax base
- Leverage opportunities around TODs
- Manage infrastructure with fiduciary care
- Ensure City services are an optimal value

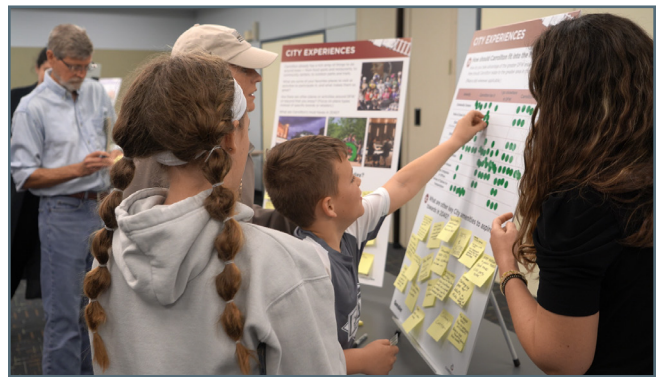
DESTINATION 2040: COMMUNITY ENGAGEMENT

A COMMUNITY-DRIVEN VISION PROCESS

The Destination 2040 Vision Plan is designed to reflect the vision held by the residents of Carrollton. Using the base guides discussed as well as research and data collection of the City as a launching point, the Vision Plan Committee established a variety of engagement points to gather input from residents.

Working with City Council and staff, key topics and challenges facing Carrollton were identified and organized into larger themes to unpack further with the community. These themes – City Character, Neighborhood and Well-being, City Experiences, and Future Trends – formed the basis for discussions of residents’ current views and hopes for the future.

through written comments and affinity polling across engagement themes. While facilitated primarily in English, translations and written response options of engagement collateral were made available in Spanish and Korean.



WORKSHOPS

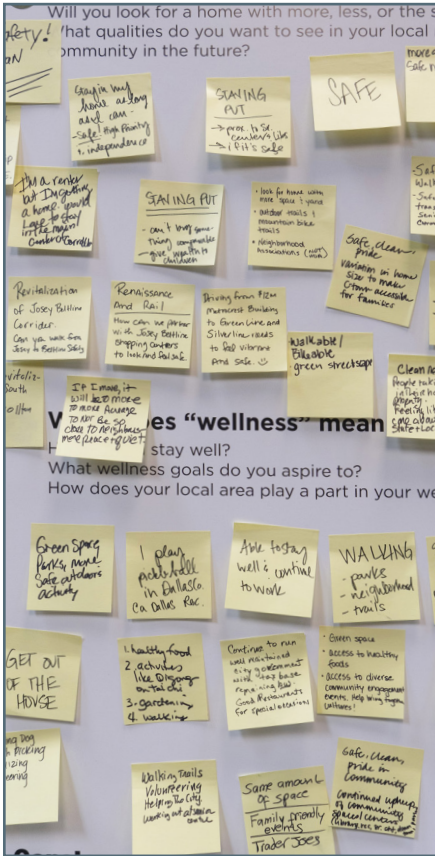
Two workshops were conducted in April 2024 for the community to attend and discuss these themes and provide more specific input. These workshops were designed in an open-house style specifically to generate discussion between and among residents and facilitators. Participants in these workshops were asked to record their input

ONLINE SURVEY

In addition to public workshops, the City created a website homepage for Destination 2040, which hosted and distributed a survey to collect input. This survey reproduced the same themes and questions from the workshops while allowing for additional comments. The survey was made available in English, Spanish, and Korean to increase accessibility for residents.



The online survey was made available for roughly a month’s duration, from April 5 through May 5, 2024.



80+
WORKSHOP
ATTENDEES

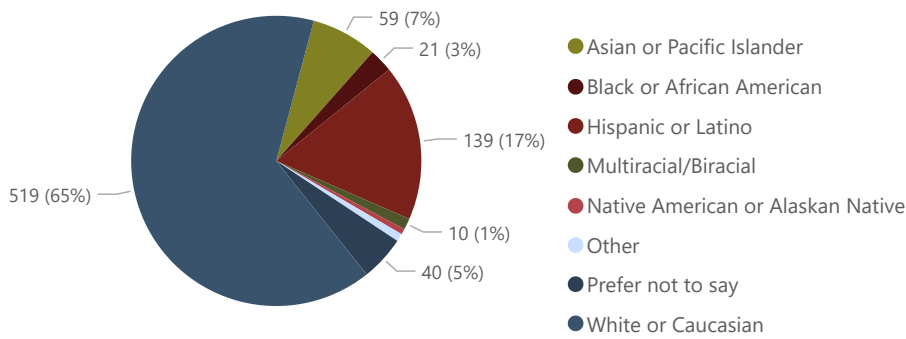


10,400+
COMMENTS RECEIVED



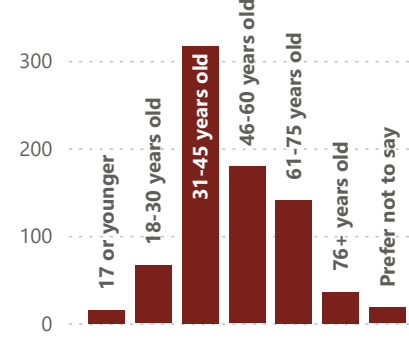
789
SURVEY
PARTICIPANTS

SURVEY DEMOGRAPHICS



SOURCE: Destination 2040 Community Survey

SURVEY AGE PROFILE



ENGAGEMENT OUTCOMES

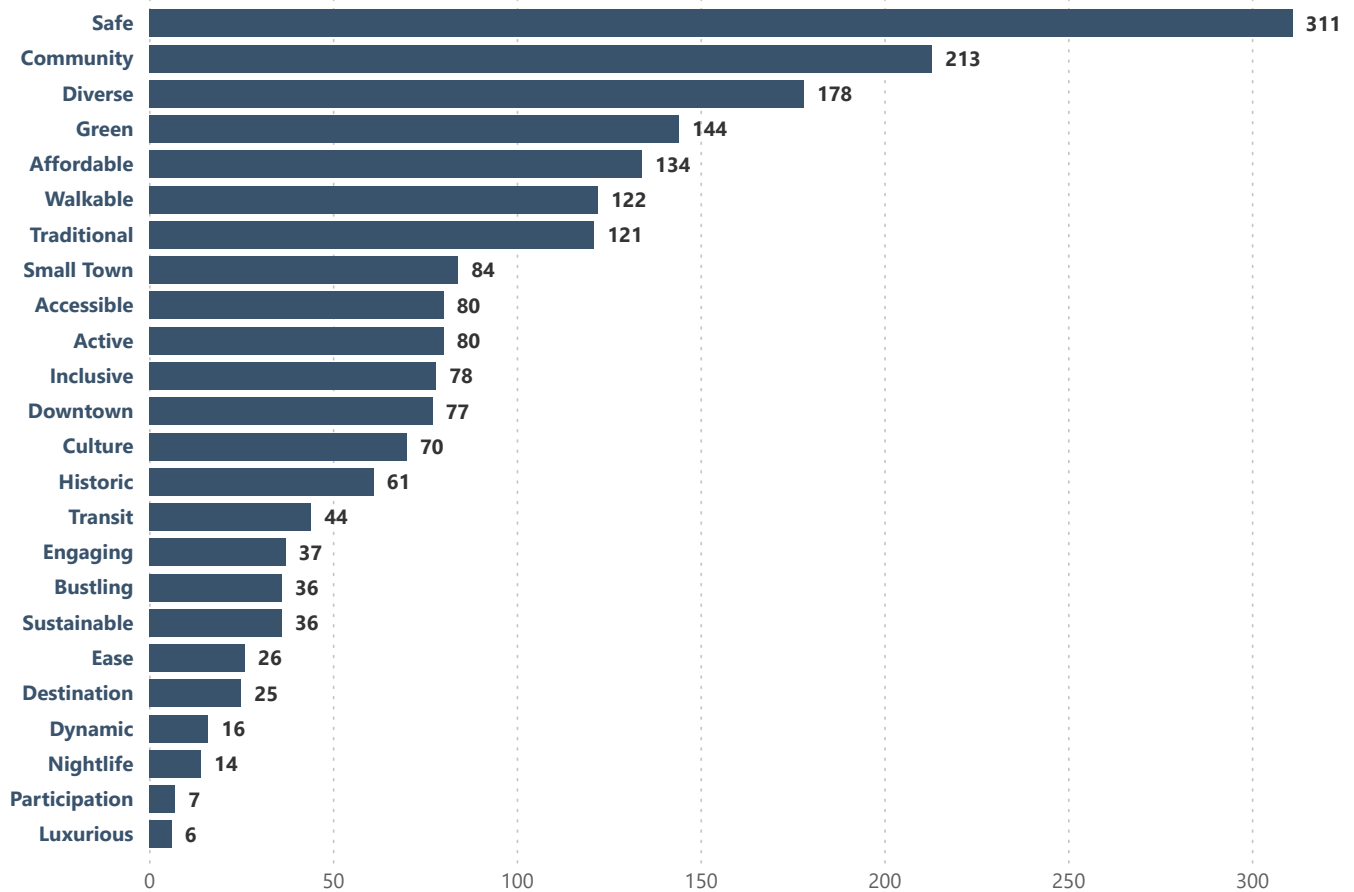
Combined public workshop attendance totaled over 80 participants. The online survey garnered over 750 respondents, with some workshop participants using it as an opportunity for additional comments. The age profile associated with all engagement efforts closely reflected the profile of the City at large. The demographic profile, while diverse, saw slightly less participation from minority groups than reflective of the overall population.

When asking participants to consider the character of the City today and into the future, the notion of “Safe” was the number one response overall and across demographic and age segments. “Community,” “Diverse,” and “Affordable” also emerged as common responses for all with a detailed breakdown of responses in the figure on the next page.

The input from these efforts was varied, thoughtful, and generally optimistic towards the future, and forms the basis of the following plan.



WHICH OF THE FOLLOWING WORDS WOULD YOU USE TO DESCRIBE CARROLLTON IN 2040?



SOURCE: Destination 2040 Community Survey



DESTINATION 2040: VISION FRAMEWORK

HOW WE ENHANCE AND EXTEND OUR CITY VISION

To organize these elements and input into a cohesive vision, this plan is made up of three primary aspects:

THE 3Cs

The 3Cs are unique aspects of Carrollton which underpin everything we do. They are what makes this City special and drives our community forward. While the vision for 2040 may manifest in many ways, these values will guide future efforts and decisions.

ASPIRATIONS

Aspirations are large, long-term goals grounded by the 3Cs. Aspirations are multi-faceted and address multiple points in the overall vision, while organizing priorities for 2040 and are achieved through Objectives.

H.O.M.E. IS WHERE THE H.E.A.R.T. IS...

Building upon our H.O.M.E. goals, this plan lays out five aspirations of H.E.A.R.T. for Carrollton to follow as it takes steps to achieve its vision:

H - HEALTHY

E - ENGAGING

A - ACCESSIBLE

R - REVITALIZED

T - THRIVING

OBJECTIVES

Objectives are potential actions or initiatives which can be implemented to achieve specific aspirations. These are detailed further in the next section under their corresponding H.E.A.R.T. Aspiration, and address efforts that the City is both currently pursuing and may newly introduce in the future.

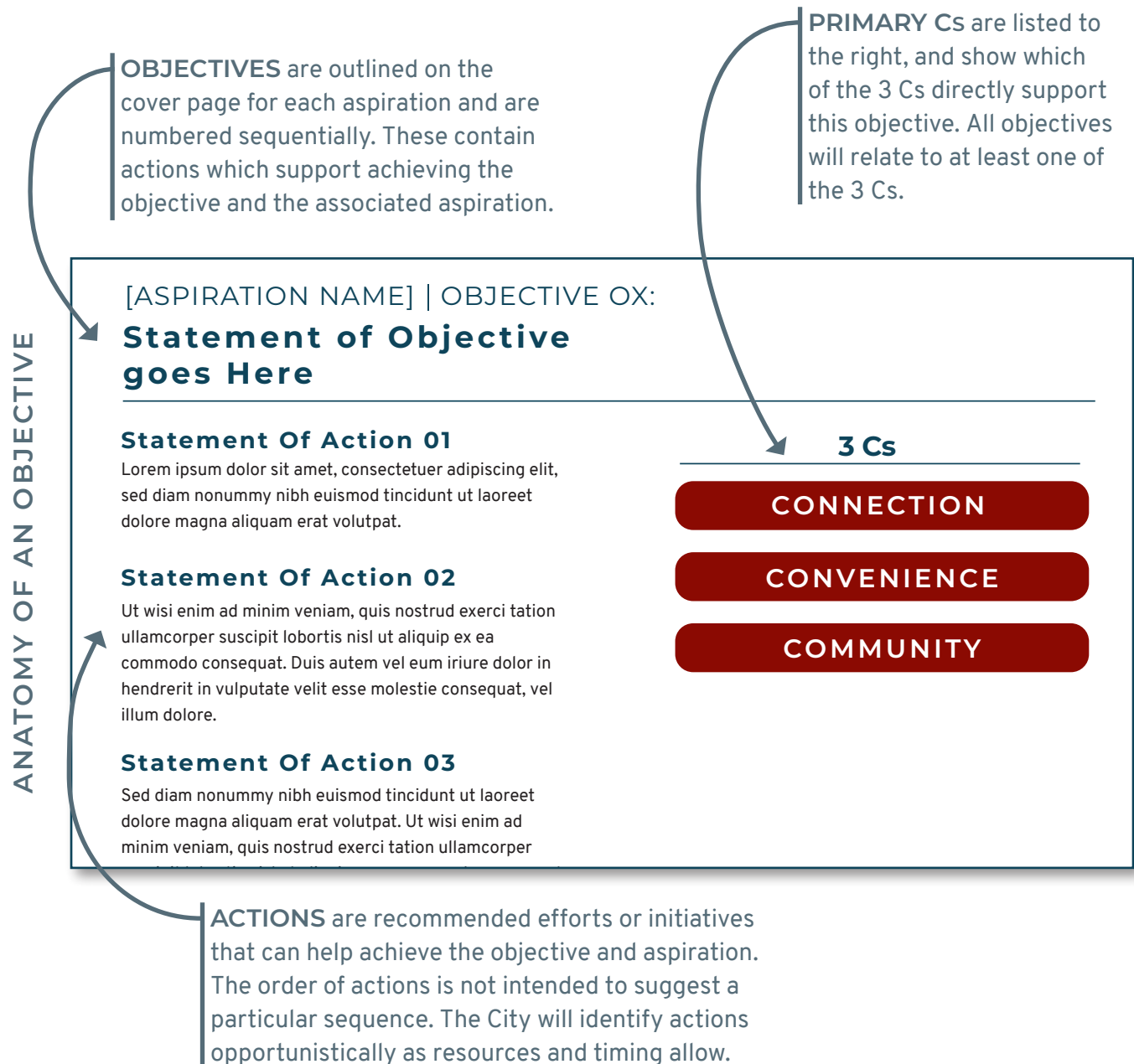


H.O.M.E. GOALS

DESTINATION 2040: DOCUMENT STRUCTURE

HOW THIS DOCUMENT CONNECTS IDEAS

Objectives are like road maps that will help Carrollton achieve its aspirations. Each objective is made up of multiple actions that the City can consider and pursue in the future.









H.E.A.R.T. ASPIRATIONS

HOW WE FOCUS OUR LARGER VISION

HEALTHY	28
ENGAGING	34
ACCESSIBLE	40
REVITALIZED	46
THRIVING	52



HEALTHY

GROW A VIBRANT, HEALTHY, AND SAFE COMMUNITY – INDOORS AND OUT

Staying active means different things to different people.

Many Carrollton residents share a love for parks and nature within the City and prioritize physical, social, and mental well-being through outdoor activities. Parks serve as vital hubs of activity, offering spaces for families to gather, children to play, and individuals to explore. The large and growing network of hike and bike trails in Carrollton connects residents and encourages an active lifestyle, while also serving as eco-friendly transportation routes, reducing reliance on cars, and promoting sustainable living.

Supported by a bustling and healthy economy, Carrollton continues to invest in the well-being of its residents through high-quality amenities, accessible services, and thriving local businesses that contribute to a vibrant and active lifestyle. To supplement outdoor activity, Carrollton also offers health and fitness facilities, often with a focus on youth and seniors, ensuring residents have many options to stay active and well.

OBJECTIVES

01 ROBUST AND SPRAWLING PARKS, TRAILS,
AND NATURAL AMENITIES

02 WELLNESS OPTIONS FOR RESIDENTS

03 ACCESS TO UNIQUELY CARROLLTON OUTLETS

Robust and Sprawling Parks, Trails, and Natural Amenities

Treat outdoor spaces like community centers.

Residents value using aquatic facilities, splash parks, hike and bike trails, recreation centers, dog parks, parks, courts, the nature preserve, etc. for family and community gathering spaces. Outfit these areas with features which support their use for such gatherings.

Incorporate fitness into Carrollton’s trail network.

Residents of all ages and abilities utilize the City’s outdoor spaces for physical activity. Enhance trails with features that foster community wellness and inclusivity.

Balance formal parkscapes with more natural destinations.

Access to more wild or natural settings is important to residents as places to get away from a bustling Metroplex. Identify areas which can be maintained as nature preserves of the native North Texas landscape.

3Cs

CONNECTION

CONVENIENCE

COMMUNITY

H.O.M.E.

HOSPITALITY

OPTIMIZE

MOTIVATE

ECONOMICAL

Wellness Options for Residents

Senior Center support for active adult lifestyle.

Carrollton’s Senior Center is an active and engaging facility offering connection, wellness, and enrichment for adults aged 50 and up. Continue to provide and expand health and well-being programs at this location over time.

Community engagement through partnerships.

There are many agencies throughout the community which provide resources for residents. Partner with non-profit, educational, and cultural organizations for them to provide residents supplementary social service amenities.

Leverage programming to encourage mental and physical fitness.

Residents should be encouraged to find engaging outlets within the community. Highlight outdoor and indoor amenities such as trail systems and programs through the Recreation Centers and Libraries.

3Cs

CONNECTION

CONVENIENCE

COMMUNITY

H.O.M.E.

HOSPITALITY

OPTIMIZE

MOTIVATE

ECONOMICAL

Access to Uniquely Carrollton Outlets

Capitalize on Recreation Centers and other City facilities as places for community activity.

Residents praise existing community centers for their programs and amenities. Continue to support and expand these places as a focal points for regular community activities.

Provide support for accessing local retail, dining, and businesses.

Carrollton has a rich assortment of local businesses – including dining and retail – serving residents and visitors. While the high demand can sometimes make these locations crowded, continue to support businesses with awareness and visibility to residents.

Highlight local events, both City-initiated and other.

The City provides countless events throughout the year, such as TEXFest, Carrollton Culture Fest, and the Festival at the Switchyard. Additional programs and offerings are available all year long as well. Partner with local agencies to bring awareness of events to residents and visitors.

3Cs

CONNECTION

CONVENIENCE

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H.O.M.E.

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MOTIVATE

ECONOMICAL





ENGAGING

ENERGIZE ENGAGEMENT AMONG RESIDENTS AND WITH THE CITY

As a community, we will strengthen our sense of engagement, commitment, responsibility, and ownership across the City to create a better, shared future.

The residents of Carrollton and City staff will work together to create a vibrant sense of participation and community that brings our small-town ethos to life. Living in Carrollton will mean being part of an inclusive, tight-knit community where it's easy to get involved and make a difference.

By working together in targeted ways, the community and government of Carrollton are able to multiply their positive impacts. A shared sense of pride of place and holding ourselves to small town ideals will solidify Carrollton as the place everyone wants to call home.

OBJECTIVES

01 ACTIVE COMMUNITY BUILDING

02 CARE FOR CARROLLTON'S SHARED ENVIRONMENT

03 EASE AND ACCESSIBILITY IN ALL CITY EXPERIENCES

04 DIVERSE POPULATIONS FEEL SAFE AND AT HOME

Active Community Building

Spotlight public events hosted by the City.

Many residents attend events put on by the City and look forward to seeing the development of new events as the community continues to evolve. Crafting events for both a general audience and more targeted groups such as families, young adults, and/or seniors may be effective ways to engage these changing segments of the population. Additionally, hosting events in a wider range of locations across the City can make smaller or more removed areas feel integrated into the larger community.

Map and share network of community groups in Carrollton.

Provide the community with a comprehensive tool for locating groups and organizations that help people feel a sense of belonging and get involved in the life of the City.

Build partnerships for community collaboration.

Collaborating with organizations has fostered meaningful relationships within the community. Continue creating unique opportunities that bring together diverse groups for shared success.

3Cs

CONNECTION

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H.O.M.E.

HOSPITALITY

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ECONOMICAL

Care for Carrollton’s Shared Environment

Encourage and work with neighborhoods or smaller communities to discuss and define their local vision.

Residents take great pride in their local neighborhoods and blocks, and they appreciate community efforts to take care in maintaining and improving them. Encouraging forums or platforms for more localized communities to define their own extension of the City’s vision may identify key local priorities while connecting these residents together.

Provide residents strategies to achieve green and sustainable initiatives.

Provide residents and businesses with guidance on adopting green upgrades for their properties that align with City initiatives and goals outlined in Carrollton’s recently published Sustainability Plan, which serves as a roadmap for creating a more resilient, resource-efficient, and environmentally responsible community.

Ensure awareness of neighborhood code requirements and adherence resources.

Keeping properties well-maintained and up-to-date is important. Take efforts to make sure residents are aware of the requirements for their property and where they can find resources for more information or assistance.

3Cs

- CONNECTION
- CONVENIENCE
- COMMUNITY

H.O.M.E.

- HOSPITALITY
- OPTIMIZE
- MOTIVATE
- ECONOMICAL

Ease and Accessibility in All City Experiences

Infuse all City-resident touchpoints with Carrollton’s “service with a smile” attitude.

Our City staff work to provide services for our residents efficiently, timely, and with positivity. Make sure that even as City services grow more automated and complex, that the friendly, human connection remains at the forefront.

Encourage outlets for community-initiated volunteerism.

Many Carrolltonians already volunteer their time for the benefit of the community. Enable these individuals and groups to work within the community to highlight and expand their contributions.

Provide opportunities for resident involvement.

Residents should feel comfortable contacting and working with the City. Present ways residents can communicate with the City to conduct business or give back to the community. Encourage residents to get involved through Boards and Commissions or other civic engagement.

3Cs

CONNECTION

CONVENIENCE

COMMUNITY

H.O.M.E.

HOSPITALITY

OPTIMIZE

MOTIVATE

ECONOMICAL

Diverse Populations Feel Safe and At Home

Promote the image of Carrollton as the place where anyone can make the home they want, in a safe, diverse, and connected community.

The development of Carrollton is marked by the diversity of residents all choosing to call the same location home. Continue to promote the idea or ‘brand’ of Carrollton as a place where people choose to build their own version of home in harmony with their neighbors.

Improve awareness of City assets, programs, and other resident support.

Help community and neighborhood groups in taking advantage of existing support offered by the City, while also developing relationships, interconnection, and future opportunities. Consider optimal ways of expanding City support to neighborhood groups.

Partner with agencies within the community.

The City partners with many agencies that provide residents support with a variety of needs – such as temporary housing assistance, food pantry services, and healthcare resources. Highlight the valuable benefits of these agencies to the community.

3Cs

CONNECTION

CONVENIENCE

COMMUNITY

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HOSPITALITY

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ECONOMICAL



ACCESSIBLE

ENSURE COMMUNITY ACCESSIBILITY

Carrollton's neighborhoods are where residents make their homes, come together with friends, and raise their families. They provide the foundation for strong social and physical networks. When these neighborhoods are connected – internally and to each other – they multiply the investments made by those who live there. Strongly connected neighborhoods can promote safety, well-being, and when designed carefully, promote sustainability and resiliency.

As Carrollton looks to the future, the City should aspire to provide resources and support to connect neighborhoods and the communities that live there in a variety of ways.

OBJECTIVES

01 QUALITY INFRASTRUCTURE AND SAFE, ENGAGED
NEIGHBORHOODS

02 ADOPTION OF ALTERNATE/PUBLIC TRANSPORTATION

03 COMMUNITY AMENITIES IN SUBURBAN
NEIGHBORHOODS

Quality Infrastructure and Safe, Engaged Neighborhoods

Invest in infrastructure maintenance and upgrades for safety and better accessibility.

Roads and sidewalks are the first connectors between residents' homes and the City at large. Maintain these and explore additional enhancements (i.e., mobility, lighting, drainage, technology, etc.) to make these connections even more effective.

Promote law enforcement presence across all neighborhoods.

Analyze current incident and crime statistics to develop data-driven recommendations in support of law enforcement presence. Consider active and passive methods to improve safety across the City.

Empower citizens to become involved with safety in their own neighborhoods.

Citizens Police and Fire academies equip citizens with the knowledge and skills to protect themselves and others. Energize citizens to participate in such programs to better help their community. Leverage emerging technologies to promote awareness and safe neighborhoods.

3Cs

CONNECTION

CONVENIENCE

COMMUNITY

H.O.M.E.

HOSPITALITY

OPTIMIZE

MOTIVATE

ECONOMICAL

Adoption of Alternate/Public Transportation

Work with public transit agencies to project an image of convenience, usefulness, and safety.

While many Carrolltonians' primary mode of transportation is a personal vehicle, numerous residents and visitors utilize public transit options to get around the City and the Metroplex. Make sure the ease of access and seamless transitions of these transit modes are understood and promote wider adoption.

Leverage partnerships with transit agencies to enhance mobility and access.

Collaborate with regional transit providers to identify opportunities to improve rider experience. Strong partnerships with these agencies can help make public transit a more reliable and attractive choice for residents and visitors alike.

Integrate neighborhood trails to connect local communities to the larger network.

Bicyclists and micromobility users can get around town quickly and reduce car traffic. Ensure the transit space and safety are accounted for when designing bike lanes, shared trails, and other combined pathways. Keep in mind live, work, play opportunities when incorporating micromobility.

3Cs

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Community Amenities in Suburban Neighborhoods

Purposefully cultivate shared green spaces in neighborhoods.

Work with neighborhoods to integrate smaller public and shared spaces where it makes sense to do so. Provide micro parks for pets to frolic, children to play, and for all to enjoy while remaining proximate to residents' homes.

Encourage use of current facilities for community engagement.

The City has numerous spaces that can be utilized for community events. Repurpose and update current areas in the community instead of looking for outside or new options.

Promote partnerships within public spaces.

Event spaces can be repurposed and used for a variety of events. Highlight public and private opportunities for individuals to utilize amenities in ways they normally wouldn't explore. Ongoing review of the Parks, Recreation & Open Space Master Plan ensures these spaces continue to meet community needs and support a high quality of life.

3Cs

CONNECTION

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REVITALIZED

REVITALIZE THE CITY WHILE MAINTAINING AFFORDABILITY
AND SIGNATURE CARROLLTON QUALITIES

Carrollton's vibrant history is reflected in its distinctive architecture and neighborhoods. As our City continues to grow, balancing the accommodation of more residents within the City limits and preserving the same quality of life and experiences presents unique challenges to the built environment. Carrollton will aim to develop intentionally in ways that maintain the sense of HOME.

OBJECTIVES

01 TRANSIT CORRIDORS AS A MIXED-USE HOTSPOT TO
LIVE, WORK, AND PLAY

02 PURPOSEFUL DEVELOPMENT AND REDEVELOPMENT
THROUGHOUT THE CITY

03 VARIETY OF QUALITY HOUSING CHOICES FOR THE
COMMUNITY TO CALL HOME

Transit Corridors as a Mixed-Use Hotspot to Live, Work, and Play

Make Downtown an activity hotspot.

Downtown Carrollton tells the story of the City from past to present and should continue telling this story into the future. Concentrate and support efforts to maintain the historical character and boost social, residential, and business activity. Downtown should be a walkable and inviting area for residents and visitors alike.

Transform Trinity Mills and District 35.

Enhance access to Transit-Oriented Development areas through all modes of transportation to support their growth as vibrant, cosmopolitan destinations for entertainment, culture, and community life. Residents should feel that these areas are places where they can truly live, work, and play with convenience and connection.

Follow guidelines as set in the Downtown Master Plan.

Refer to the development plans for Downtown Carrollton to ensure the impacts of long-term investment are highlighted. Focus on development of the Frankford Station as the bridge between multi-family living and green spaces.

3Cs

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Purposeful Development and Redevelopment Throughout the City

Ensure new development builds upon and enhances existing communities.

When approaching new development of any kind, ensure these efforts provide for existing communities with careful intent and are reflective of community desires.

Focus on revitalization in key areas.

With Carrollton being a built-out City, it is essential to redevelop or upgrade current structures. Invigorating active areas within the City will bring new life to older spaces.

Emphasize the importance of development trends.

Stay on trend as the market drives changes in development over time. Focus on long-term achievements, not short-term gains.

3Cs

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MOTIVATE

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Variety of Quality Housing Choices for the Community to Call Home

Promote resident choice of housing stock for an evolving population.

Assess the types of housing available within the City and align with future household size and makeup.

Encourage development which enables mixed-use living.

Supporting residential development in conjunction with commercial development extends activation and presence. Encourage these developments to not only provide retail and restaurant outlets, but also essential basics for home life.

Support residents in their effort to revitalize their property.

The City has several programs which enable residents to make upgrades to their property. Enhance and cultivate these programs for widespread participation.

3Cs

CONNECTION

CONVENIENCE

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HOSPITALITY

OPTIMIZE

MOTIVATE

ECONOMICAL





THRIVING

ACTIVATE THE COMMUNITY WITH THRIVING CULTURE AND CREATIVE EXPERIENCES.

Carrollton is a tapestry of cultural traditions which manifest through local businesses and everyday life. Supporting and enhancing the cultural practices of all residents celebrates the City's rich history and diversity, brings residents together, provides opportunities to explore and appreciate different heritages, breaks down barriers, and builds unity.

As a central community within the DFW Metroplex, fostering cultural events and institutions can attract visitors, boost local businesses, and showcase Carrollton as a diverse, welcoming, inclusive, and unique City experience.

OBJECTIVES

01 VIBRANT CULTURE THROUGHOUT THE CITY

02 5-9 EXPERIENCES TO ENJOY AFTER THE 9-5

03 OPPORTUNITIES TO CELEBRATE WHO WE ARE AND
WHERE WE'RE GOING

Vibrant Culture Throughout the City

Establish cultural connections which synergize with the larger community of the Metroplex.

The cultural diversity in DFW is vast and varied. Identify the unique aspects of the Carrollton community, and work to productively connect other cultural groups and initiatives in the region.

Provide support for local organizations.

Understand the desires for art within the community and provide support to keep Carrollton thriving.

Explore what local venues can be enhanced to best serve residents.

Residents would like to see performing arts spaces, galleries, or other spaces closer to their homes. Promote and connect residents to existing venues near or within the Carrollton community, and explore potentials for new spaces to be leveraged within the City.

3Cs

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ECONOMICAL

5-9 Experiences to Enjoy After the 9-5

Support the development of things to do in the evenings and weekends.

Outside of concentrated places in the City, some residents are looking for greater access to nightlife and evening entertainment, especially when weather limits venturing away from home or work. Where appropriate, support businesses, public spaces, and other venues in offering activities and destinations.

Continue offering and evolving festivals and community events.

Community events like Festival at the Switchyard (to name just one) are beloved by many Carrolltonians. Continue to offer these events which have become traditions and explore adding new events to the calendar each year.

Enhance safety features for activities and events.

Safety is always the most important factor for any event. Ensure a secure environment for all to enjoy by enhancing key safety features throughout the community's facilities, venues, and event sites.

3Cs

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Opportunities to Celebrate Who We Are and Where We're Going

Connect the community.

Many residents are part of communities or groups that many more would like to join. Investigate solutions which will connect key leaders and empower them to promote their community within Carrollton.

Leverage City facilities as venues for education, performance, and celebration.

Some groups are unaware of the variety of spaces the City has to offer. Highlight the availability of spaces for establishing connections and synergizing community activity.

Empower citizens to create their own experiences.

Groups bring unique ideas and events to the City. Empower groups to promote events whenever possible, discovering ways to connect the community outside of City-led programs.

3Cs

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MOTIVATE

ECONOMICAL



Healthy

Grow a vibrant, healthy, and a safe community – indoors and out

Engaging

Energize engagement among residents and with the City

Accessible

Ensure community accessibility

Revitalized

Revitalize the City while maintaining affordability and signature Carrollton qualities

Thriving

Activate the community with thriving culture and creative experiences

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SPECIAL THANKS TO:

CARROLLTON CITY COUNCIL VISION PLAN COMMITTEE

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VISION PLAN 2040



CARROLLTON
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