

OVERVIEW OF COPPELL'S MATURING NEIGHBORHOODS

Approximately 40% of Coppel's housing stock is over a quarter century in age, an additional 40% was constructed between 1990 and 1999. While the city has a very aggressive program of addressing aging infrastructure in terms of street, alley and sidewalk replacement, other physical elements such as maintenance of housing, fencing, yards, etc. are generally addressed on a complaint basis. However, the upkeep and maintenance of residential properties is essential to preserve the fabric of a vibrant community. Many of these older neighborhoods do not have common property or Homeowners Associations. Other city sponsored programs like Neighborhood Crime Watch are active in some of these neighborhoods which do not have HOA's, but these activities are generally limited to one event annually (National Night Out).

DATA COLLECTION AND ANALYSIS

To understand the existing conditions and to design an action plan to preserve the integrity of the existing neighborhoods and housing stock, several studies were recently conducted. This is an overview of the data collected on various factors contributing to neighborhood stability; age of housing, rental occupancy, code compliance cases, housing values, crime statistics, etc., which were analyzed on a city-wide and a selected neighborhood basis.

Renter Occupied Housing

Exhibit A -Map of 2010 Census Tract Data on Percentage of Renter Occupied units (includes single family and apartments). This map indicates that the neighborhoods east of MacArthur, South of Sandy Lake has the largest concentration in renter-occupied units, a majority of which are located in the existing large-scale apartment complexes in close proximity to Riverchase Golf course. The second area of concentration is the area generally bounded by Sandy Lake, Denton Tap, Parkway and Samuel, which approximately 41% of the units are rental. This also includes several sizable apartment complexes, as well as duplexes and smaller lot (patio homes) developments. Finally, the Mansions on the Lake, currently known as Lakeside at Coppel, which is a 315-unit complex along Coppel Road, increases the rental percentage of the northwest quadrant of the city to 25% rental units.

Exhibit B - Map of the Location of Rental Units. While over 75 percent of the City of Coppel's housing stock is single family, 9.6 percent of the single-family homes are being rented. These rental units were mapped utilizing the rental registration database. This identifies current rentals as well as those in the database that have not renewed for this year. As illustrated on this map, rental units are widespread across our community, with various concentrations in the older, non-HOA areas. Several of these areas have been selected for in-depth analysis and have been included in this study. It must be noted that, a majority of the owners of these rental units tend to live in Coppel and/or the metroplex area and only a small percentage of the owners are out of town owners or multiple properties owners.

Code Cases

Exhibit C - Chart of City Wide Code Cases by Violation - (10/16-9/17) this graphic indicates, on a city-wide basis, the majority of these property standard code cases were external property maintenance issues; high weeds & grass and trees & shrubs overhanging and outside storage. Properties in need of exterior structure repairs were significantly less prevalent. It must be noted that of 1499 cases, 20% were located in the rental properties.

Neighborhood Studies

Exhibit D - Neighborhood Appraised Values – 2017 - Detail Analysis of Appraised Values and Average Sales Price in 11 Neighborhoods. Eleven neighborhoods were selected for more in-depth analysis based on the relative age of the housing stock, percentage of rental units and other characteristics. In sum, the Average Market Value for the homes in the City of Coppell in 2017 was \$394,980, and the average sales price of \$434,191. The Average Market Value for the homes in the selected study area generally ranged from approximately \$100,500 to \$280,000, with highest average sales price being along Oak Grove (\$367,500) where the homes are being demolished and replaced with larger homes.

Exhibit E - Demo Permits Overlaid on 11 Study Areas – Another factor of neighborhood stability/revitalization is the number of homes being demolished. Unlike other cities who are dealing with blighted neighborhoods, in the City of Coppell, the homes being demolished are to allow for larger more substantial homes. This map indicates that one-third of the residential demo permits have occurred along Oak Grove and other 16% along Kaye Street.

Exhibit F - Neighborhood Appraised Values with Rental Permits Overlaid - This map provides a visual representation of concentration of the rental within the 11 Study Neighborhoods. Generally, there is a higher concentration of rental permits in the study areas, and other areas which were built in the 1980's (Braewood and Summer Place subdivisions).

Exhibit G - Neighborhood Study of the Willowood and Sherwood Park Neighborhoods 2017. These two neighborhoods were selected as “deep-dive” neighborhoods where details on types and quantities of Code Violations, Crime Statistics, data on Over 65 and Disabled were studied, in addition age of housing stock, percentage of rental units, and market and appraised values. In sum, these two neighborhoods were approximately mid-range in market values of the 11 study areas, and reflective of the types of code compliance issues as experienced city wide. They were significantly higher in percentage of over 65 (18-20%) than found by census tract from the 2010 census, as shown in ***Exhibit H – 2010 Percentage of Population Age 65 and Over by Census Tract.*** Given that Sherwood Park housing stock are duplexes, it is reasonable that this neighborhood has a high concentration of rental units.

Conclusions

While the City of Coppell is not experiencing neighborhood blight or a preponderance of significant deterioration of the existing housing stock, this is an opportune time to be proactive and *nip* the issues in the bud with Neighborhood Integrity Programs (NIP) that focuses on citizen engagement, neighborhood identification, and pride and potentially city-funded rebate programs to incentivize home and neighborhood improvements.

NIP PROGRAM PROPOSALS

To implement a proactive strategy to preserve the quality of the neighborhood and housing stock several programs and policy changes may be considered for implementation, concurrently or independently, depending on staff and budget resources available.


On a neighborhood level, a key component to neighborhood stability is recognition and pride. While the City of Coppell has approximately 90 established, dues-paying HOA's, there are many neighborhoods which are currently not in associations. However, there were 70 National Night Out (NNO) parties last year and as indicted on *Exhibit I - NNO Parties, 2017*, approximately 1/3 were in non-HOA area. These neighborhood contacts are an excellent starting point to initiate a NIP program in non-HOA areas. The following are some program ideas which vary in the amount of budget and resources needed to be effective.

Neighborhood Engagement – Voluntary Neighborhood Group (VNG) – to encourage non-HOA area to organize and register with the city as a VNG so they may be eligible for other neighborhood- based city initiatives and communications. This program will be designed to support resident- driven neighborhood organizing initiatives. These neighborhood groups will be added to the HOA database. Implementation of this program could be as straightforward as the neighborhood representative submitting a form (on-line, mail or in person) to the city with the neighborhood's name, boundaries and contact person(s).

- Marketing:
 - Postcards to all non-HOA Households
 - Social media (City Website, Nextdoor, Facebook, Twitter, etc.)
 - Printed media – press release to Advocate and Gazette
- Budget/ Staff time -
 - cost of postage, and
 - staff time required to prepare mailing lists for postcards, respond to citizen inquiries, Incorporate the newly formed Voluntary Neighborhood Groups (VNG'S) into the established HOA, on-going maintenance of the HOA/VNG contact list.

Neighborhood Recognition – Sign Topper Program - the purpose of this program is to assist neighborhoods to be recognized for their unique character, increase the visibility of a neighborhood to non-residents, encourage a sense of belonging and neighborhood pride, and to complement other Neighborhood Integrity Program (NIP) efforts. These Sign Toppers could be funded by the

neighborhood and installed by the city. Signs would generally be placed on neighborhood streets and their intersections with major and collector streets.

- Marketing:
 - E-mails to all HOA and VNG contacts.
 - Social media (City Website, Nextdoor, Facebook, Twitter, etc.)
 - Printed media – press release to Advocate and Gazette, etc.
-  Budget/ Staff time -
 - Consideration may be given to initially incentivizing the installation of these signs. First program year (pilot program) provide seed money, potentially 50% of the cost of the signs.
 - Staff time required to prepare marketing materials, prepare application package, review requests, respond to citizen inquiries coordinate with Sign Companies and Engineering/Public Works Department for Sign Installation.

Educational Seminars/Workshops – Community Development staff will organize DIY educational lessons and demonstrations related to property maintenance at City events, aiming to inspire Coppell homeowners to maintain and improve their properties. Staff will coordinate video lessons on related topics. Staff will emphasize sensible DIY home maintenance and repairs, as well as yard maintenance standards and techniques.

Block Parties! To encourage and reinforce neighborhood based activities, the city can provide a Pop-up Block Party trailer for use by HOA and VNG’s. Block parties are where residents can meet, play, eat, and hopefully, find similarities that bring them closer together which supports neighborhood connections and vibrancy.

This trailer will have almost everything needed to host a block party, except the food! The trailer can carry: picnic tables, chairs, ice chests, traffic cones, barricades, and a variety of lawn games and activities, plus marketing information and all required city permits.

Two options – Option 1 – lend the trailer for the neighborhood's use, Option 2 - The city may host a “demonstration” block party as a marketing tool. There is also potential to partner with the Library, Engineering and/or other city departments. A neighborhood could be randomly selected from the 11 study neighborhoods.

- Marketing:
 - Postcards to all HOA’s and VNG’s
 - Social media (City Website, Nextdoor, Facebook, Twitter, etc.)
 - Printed media – press release to Advocate and Gazette
- Budget/ Staff time -
 - Initially, as a start-up renovate Park and Recreation's "retired" special events trailer and stock with supplies of tables, chairs, and games, ice chests on an interim basis to determine level of interest.

- staff time required to market the program, prepare all written material and application forms, review and issue applications, schedule usage, drop off and pick up trailer, monitor usage and inventory, purchase/gather equipment, coordinate with other departments, etc.
- Additional budget/staff time will be required if Option 2 is pursued which would involve "programming" and funding if city will be providing food and beverages.

FINANCIAL INCENTIVES FOR HOUSING IMPROVEMENTS

Staff studied the City of Plano’s *Great Rebate Program*, which different from typical housing programs, it is not tied to low and moderate income, but is based on the age of the housing and the substantial investment that is made.

In Summary, the *Great Update Rebate* program is for single family houses, duplexes, townhouses and condominiums which are 35 years or older. The homes can be owner occupied or renter occupied. Also, the

- appraised market value of the property must be less than or equal to 85% of the FHA single- family mortgage limit, and the
- minimum property improvements must be at least 10% of the CAD appraised market value or \$20,000, whichever is less. There is a \$5,000 limit per property per 12 months, 25% rebate on exterior improvements, 10% rebate on interior improvements.

In conversations with the City of Plano’s Administrator of the program, in response to my questions on the good, bad and ugly of the program and what to be prepared for, she explained the following:

- They incentivize exterior more than interior for neighborhood impact. That’s also why they require a minimum investment 10% of housing value to insure it has impact.
- They have 18,000 homes that meet the criteria.
- They are in the 4th year, 2.5 million already spent, on 400 projects and they have \$500,000 budgeted for grants this year.
- Two full time staff persons – to assure they are being good stewards of the public funds
 - Marketing/Intake – reviews applications, meets with the family consults with them on the financial viability of the project/applicant.
 - Project Coordinator/Inspector – Review the bids to determine if it is reasonable/achievable. Inspects all work and generally “handholding” through the process
- Marketing Efforts
 - In the past they marketed via public meetings, website, information to neighborhood associations, social media, Nextdoor, etc.
 - This year they sent 5,000 postcards to eligible homes – received 14 applications this month – largest one-month response they have had.
 - Currently looking at marketing to realtors, lenders/ home depot, solar power companies, etc.

Potential Coppell Rebate Program

The objectives of the Coppell Rebate Program are multifaceted, whereas by incentivizing renovations to the older housing stock, it will enhance property values and have a positive visual impact on the neighborhood. This program will be designed to foster homeownership by encouraging first time home buyers to consider Coppell, as well as to motivate existing Coppell homeowners who desire to downsize to reinvest in an existing older (typically one-story) homes instead of leaving the community.

Applying the concept to the City of Coppell, and adjusting the age of the housing to 30 years or older, *and* the appraised value up to \$300,000, approximately one-quarter of the housing stock in the City of Coppell could potentially qualify for a rebate program. As indicated on ***Exhibit J - Year Built/Appraised Value***, homes built between 1974-1988, with values in the \$200,000 to \$300,000 range are a vast majority of the homes that could qualify. This rebate program could also be offered to homeowners who are 65 years or older, which represents almost 10% of the Coppell population. In lieu of meeting the housing age and value criteria, a homeowner that is 65 years or older would need to be a homeowner in Coppell for a minimum of 10 years to qualify.

Again, borrowing from the *Great Rebate Program*, it is recommended that in Coppell, a minimum property investment be a 10% of the CAD appraised market value or \$20,000, whichever is less and there be a \$15,000 limit on the rebate per improvement project and there shall be a maximum of one project per year. A 25% rebate would be available for combination of exterior and interior improvements. These rebates will only be available to owner occupied homes. It is intended that these improvements have significant visual impact and are value-added improvements and are not for items such as accessory structures, carports, routine landscape maintenance and irrigation systems, and any interior improvements which are not affixed to the structure such as draperies, (refrigerator, washer/dryers), etc.

- Marketing for a Coppell Rebate Program:
 - Postcards to all households which could be eligible for the Rebate
 - Social media (City Website, Nextdoor, Facebook, Twitter, etc.)
 - Printed media – press release to Advocate and Gazette
- Budget/ Staff time -
 - Program Design, Marketing and Administration – ideally the City would employ a Consultant to provide professional services to design, initiate and administer this program. Depending on the success and utilization, a full-time staff person may be required.
 - Implementation - There is a potential, that once the Building Inspection Department is fully staffed, this bid/application review and project inspections may be incorporated into the duties of those staff persons.
 - Grants - Seed/Pilot/1st year implementation - \$100,000 (potentially 6 grants @ 15,000 per, plus marketing)

Renter Registration Program Revisions

- ***Rental Registration Process:*** The rental registration renewal notices and payments are being increasingly automated, making registration easier for the customer. Registration fees will increase for 2018 to account for the time that staff devotes to ensuring that rental policies are followed city-wide. Penalties for failure to register a rental property or schedule a mandatory inspection will increase as well.
- ***Rental Property Inspections:*** Staff is reviewing criteria for the required pre-tenant-change rental property inspections to ensure that rent houses are in compliance with all property maintenance and code compliance regulations. For ongoing maintenance and nuisance issues, rental properties will be targeted for periodic checks. Code cases for residential rental properties are now differentiated from owner-occupied cases for tracking purposes.
- ***Outreach to Landlords and Occupants:*** Written public relations materials regarding property standards and rental policies is given to landlords at the time of registration renewal. Follow-up literature will be mailed to landlords at other times of the year, educating them on standards and encouraging them to monitor their properties and abate violations. Staff is proposing to leave a "welcome" gift for new tenants at the time of the pre-move-in inspection. This gift will include Community Development/Code Compliance promotional items and literature on code compliance violations, yard maintenance, handling trash, etc. The aim of this gift is to specifically welcome new renters, educate them on what keeps our community great, and instill a sense of how special Coppel really is.