



STAFF REPORT – JUNE 2018

Background

The Town initiated efforts in the winter of 2017 to develop a Strategy for proactively engaging residents and owners of the Town's four manufactured home communities (see map attached) and developing a relocation plan should future redevelopment occur on any of these sites. The purpose of this report is to provide an overview of our strategy and the current status of our efforts.

Strategy Overview and Update



1. Engage manufactured home park residents, owners, potential developers and neighbors to create proactive solutions.

Current Status:

- Resident engagement efforts:
 - Our Housing and Community staff, in collaboration with Family Success Alliance and Empowerment Inc., held three community meetings with manufactured home park residents – two with Lakeview residents, as well as one open to residents of all manufactured home communities in Chapel Hill. Approximately 50-70 residents attended each of the meetings.
 - The resident meetings were designed to share the Town's goals and interests in developing housing options rooted in residents' preferences and needs. This also facilitated the development of relationships with residents so that they would have a voice from the beginning in the process should redevelopment plans proceed for their communities. At the community meetings, residents completed a brief survey on household demographics and housing preferences.
 - Forty-percent of manufactured home park residents have completed the survey. Please see the Resident Survey Report attached for additional details.
- Owner engagement efforts:
 - Housing and Community staff have reached out to owners of all manufactured home communities in Chapel Hill to learn more about their current challenges, as well as future plans for their properties. We conveyed our interest in being available as a resource should they be interested in selling or redeveloping their properties. Additionally, in collaboration with Orange County, Carrboro, Hillsborough, and the Mobile Home Park Work Group, we convened a meeting for all manufactured home park owners in Orange County in April of 2018.

- Developer engagement efforts:
 - Town staff have met with the Hanover developer regarding their concept plan submission for the Lakeview Manufactured Home community to share what we have learned from our meetings with residents and explore opportunities for developing a relocation plan for existing residents on this site. Staff are prepared to replicate and build on our developer engagement efforts initiated with the Hanover developer if development proposals are pursued for the other manufactured home communities in Chapel Hill.



2. Develop a menu of housing options for the Council to consider as manufactured home residents face displacement, including but not limited to:

- *Financial assistance for relocation*
- *Land purchase*
- *Onsite unit construction as part of redevelopment*
- *Off-site unit construction*

Current Status:

- Based on what we have learned from residents, as well as best practices from other communities staff have focused our efforts on:
 - identifying potential affordable housing partners for construction of homes for displaced residents
 - developing cost models for different housing options based on the demographics of manufactured home park residents
 - continuing to research creative policy and partnership options
- Planning and Housing and Community staff have evaluated potential housing options based on the household composition and housing preference data we collected from manufactured home residents. We reviewed that information in the light of proven strategies from other communities and innovative opportunities that we may be positioned to explore with a willing partner. Key findings that will inform our recommendations going forward include:
 - A majority of manufactured home residents are not interested in being relocated to another manufactured home community, nor are they interested in a one-time payment should relocation be required, as they believe that neither of these options represents a sustainable long-term housing solution that would meet their family's needs.
 - A majority of residents prefer a detached or attached single-family home within Chapel Hill that is close to employment, amenities, public transit and schools.
 - Potential options under consideration should be suitable for families with children, affordable to low-income households, and accessible to those with barriers to many traditional housing options (those without a substantial credit history or documentation status).



3. Identify potential sites for development of new housing.

- *Evaluate Town-owned sites*
- *Work with Orange County to identify sites*
- *Determine if existing manufactured home communities have additional capacity*

Current Status:

- An interdepartmental staff team has conducted a thorough evaluation of Town-owned land utilizing a multi-layered evaluation process. See the Site Analysis Report attached for additional details on the evaluation methodology. This analysis identified three sites of Town owned land that appear to be suitable for development for this purpose, one near Jay Street, one on Bennett Road, and one on Dogwood Acres Drive near the Southern Community Park.
- Staff continue to explore additional property options for potential relocation throughout Orange County.
- Empowerment, Inc. has conducted extensive research of manufactured home community capacity, and found a scarcity of vacant lot spaces throughout Orange County. As such, staff does not believe this strategy is a viable option for a significant number of households unless conditions change significantly.



4. Develop a coordinated plan to apply to any manufactured home community faced with redevelopment. Partners include:

- *Internal partners*
- *Housing Advisory Board*
- *Government partners*
- *Nonprofit organizations*
- *Resident associations*

Current Status:

- The Orange County Local Government Affordable Housing Collaborative partners (Chapel Hill, Carrboro, Hillsborough and Orange County) have developed the Coordinated Manufactured Home Resident Relocation Strategy (attached) for collaboratively responding to manufactured home communities that may face displacement due to redevelopment. See the attached Strategy.
- Housing and Community staff continue to work closely with Family Success Alliance, Empowerment, Inc., and Chicle Language Services, and the school system to coordinate outreach and communication efforts with manufactured home park residents.
- Housing and Community staff have shared the draft strategy and updates on our efforts with manufactured home residents with the Housing Advisory Board, and will continue to do so going forward.

Recommendations

We recommend that the Town Council dedicate three Town-owned sites for affordable housing development on Bennett Road, Jay Street, and Dogwood Acres Drive (see map attached).