

MANUFACTURED HOME STRATEGY DISCUSSION

Council Work Session Presentation
January 6, 2021



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Agenda

1. Background

2. Strategy Overview and Implementation Progress

3. Guiding Questions and Discussion

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Background

- **Manufactured housing** (commonly known as mobile homes) is a type of prefabricated housing that is largely assembled in factories and then transported to sites
- **Mobile home** is the term used for manufactured homes produced prior to 1976
- **Trailers** are designed to be moved frequently and are typically used for traveling



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Development Sites Near Manufactured Home Communities



Development Sites

-  Approved
-  Concept Plan Review
-  Under Review/Pending
-  Under Construction
-  Construction Complete

Manufactured Home Communities



-  Chapel Hill Corporate Limits
-  Chapel Hill Jurisdictional Limits



Produced: 12/30/2020
GIS and Analytics Division
Town of Chapel Hill
Data sources: Town of Chapel Hill
Barringer Enterprise Geographic Information System
Orange County Affordable Housing Coalition Data (2019)
NCHA Housing and Community Development

Miles

Lakeview
Community

Village
Community

Airport Road
Community

Tarheel
Community

Town of Carrboro, State of North Carolina DOT, Esri, HERE

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Manufactured Home Strategy Overview



Engagement



Housing
Options



Site Analysis

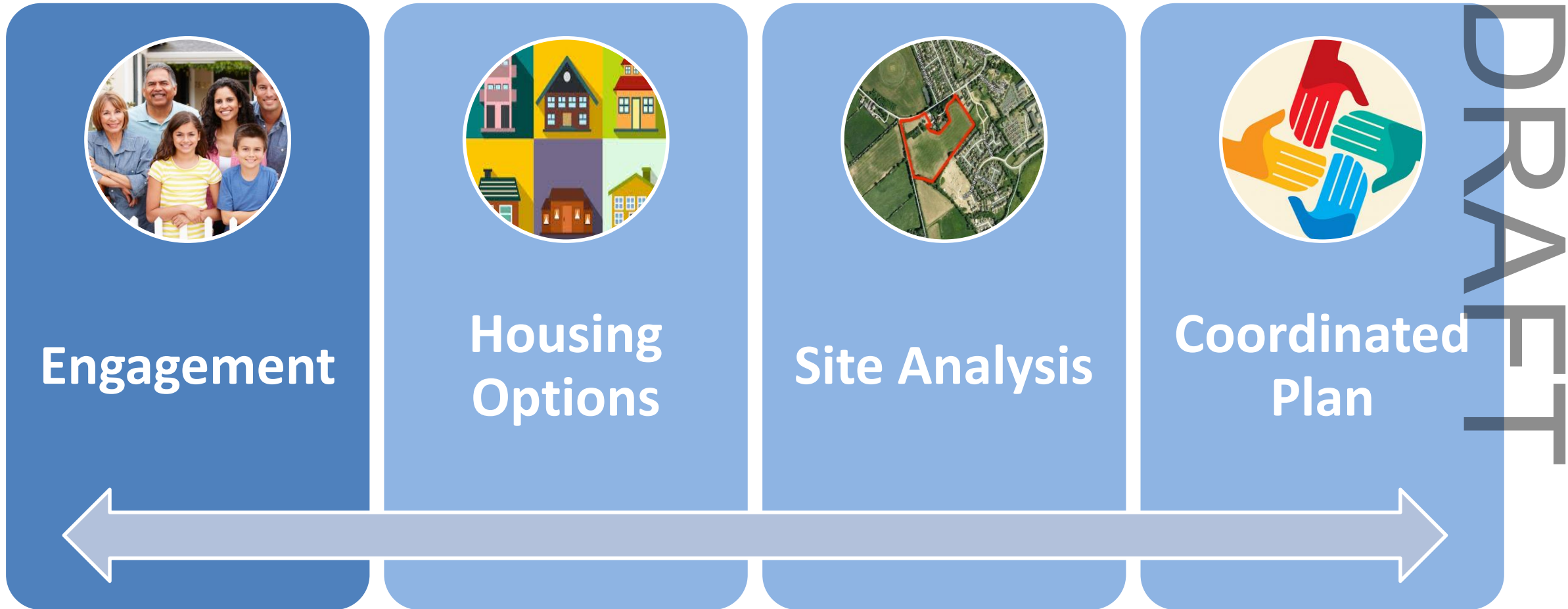


Coordinated
Plan



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1. Engage manufactured home park residents, owners, and developers



Manufactured Home Resident Engagement Highlights

- Approximately 650 residents live in manufactured homes
- 40% of manufactured home households responded to our surveys
- 4 community meetings



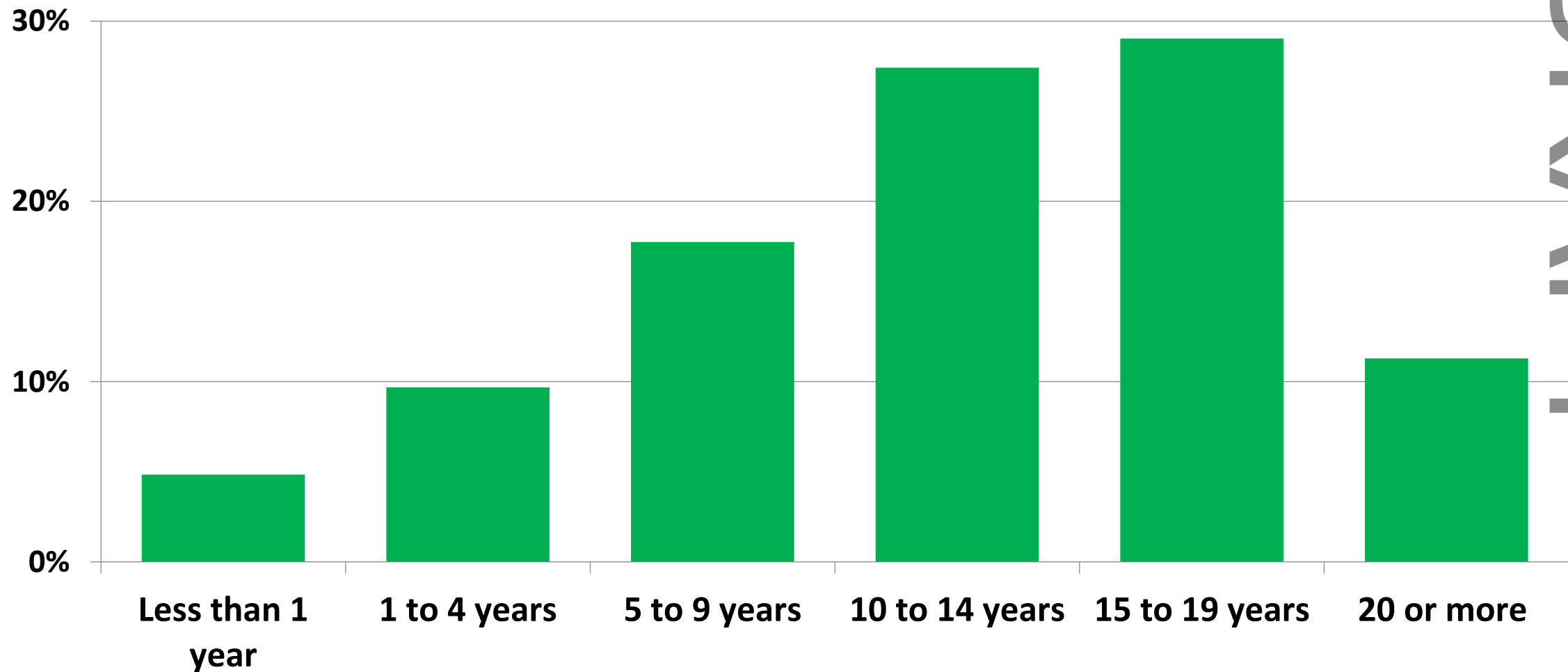
Resident Survey Key Findings

- Average household size is 4
- Average annual income is \$31,418
- Average monthly housing cost is \$604
- 90% own their home



Most Manufactured Home Residents are Long-Time Community Members

How long have you lived in your home?



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Residents Like the Proximity to Work, School, & Amenities

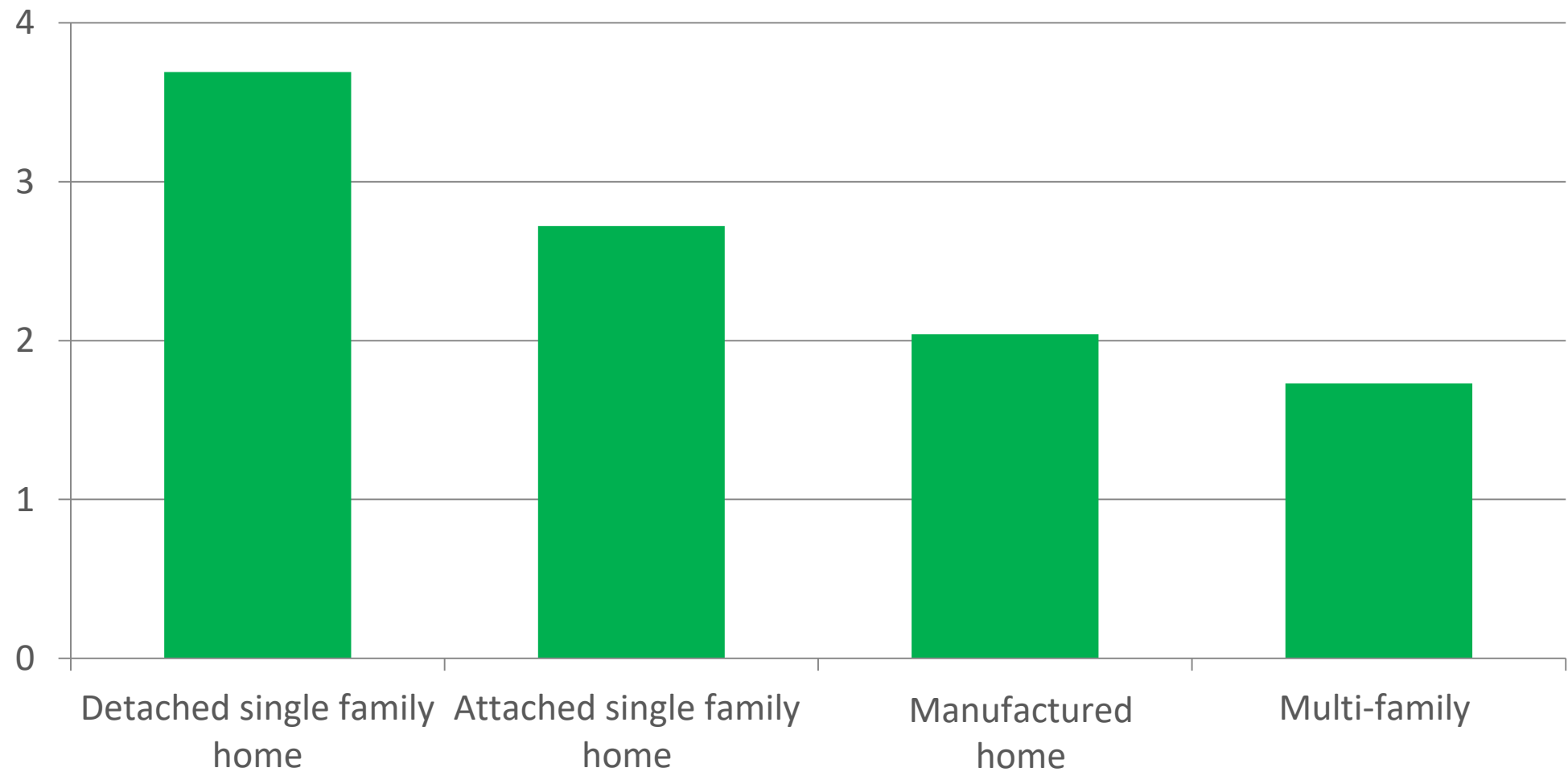
What do you like most about your home and living in Chapel Hill?



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Residents Prefer Single-Family Attached and Detached Homes

Rank which housing type would be your ideal living situation, regardless of costs.



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Additional Engagement Efforts



Tar Heel Community

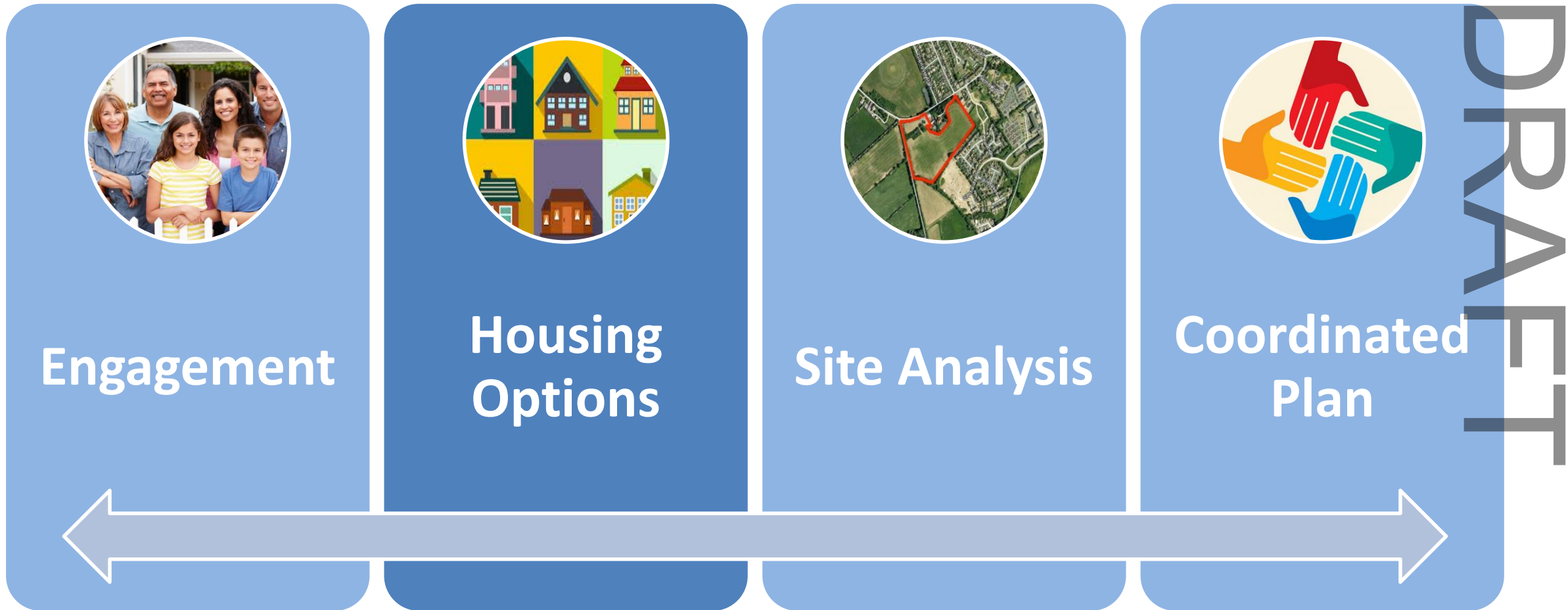
- Staff have held several community meetings with residents
 - Ensure residents have opportunity to participate in review process
 - Incorporate their thoughts and concerns into the project discussion

Developers

- Multiple meetings with Tar Heel applicant
- Shared finding from resident engagement report to incorporate into their relocation plan

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2. Develop a Menu of Housing Options



Menu of Housing Options

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



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Menu of Housing Options – Relocation Assistance

- Relocation Assistance Options
 - One-time grant to relocate
 - Assistance relocating a manufactured home
 - Subsidy to move to another manufactured home neighborhood
- Work with developers to contribute to any relocation strategy
 - Tar Heel applicant created proactive relocation strategy to keep residents onsite



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Menu of Housing Options – Land Purchase

- Town pursued possibility of purchasing Lakeview Community
- Researched other options for gaining site control and redeveloping
- Land Purchase Report – 3 models to consider



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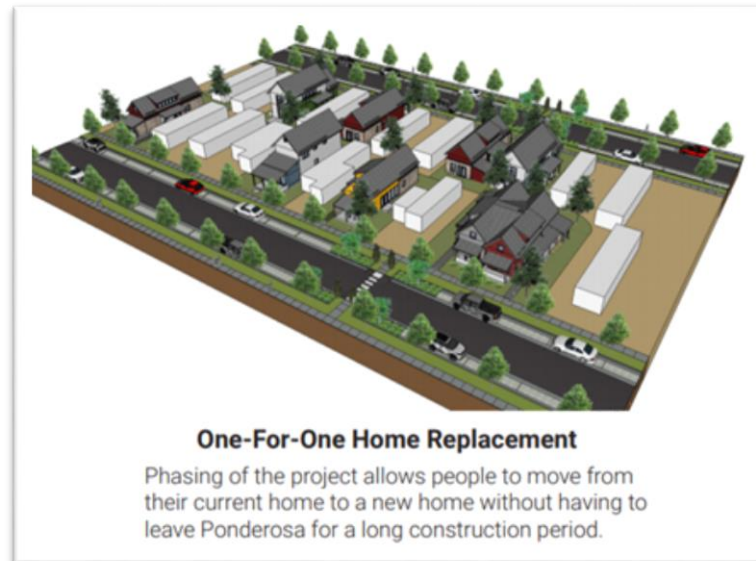


Menu of Housing Options – Land Purchase



1. Town-Led Model – Boulder, CO

- City purchased the 68 home Ponderosa Mobile Home Park
- Used resident engagement as foundation for development of project solutions
- Plan to develop a mix of housing types allowing residents housing choices
- Phased development approach with Habitat for Humanity to ensure no resident displacement



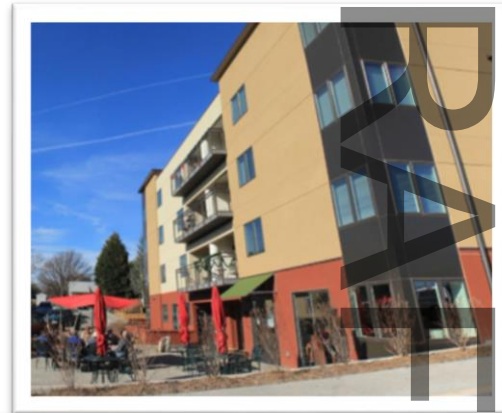
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Menu of Housing Options – Land Purchase



2. Nonprofit-Led Model – Charlottesville, VA

- In 2012, Habitat for Humanity successfully redeveloped the 16 home Sunrise Park community without resident displacement
- Phased development of a mixed-income, mixed-use community
- Building on this model with the Southwood community
 - 800 residential units
 - 200,000 sq. ft. of commercial space



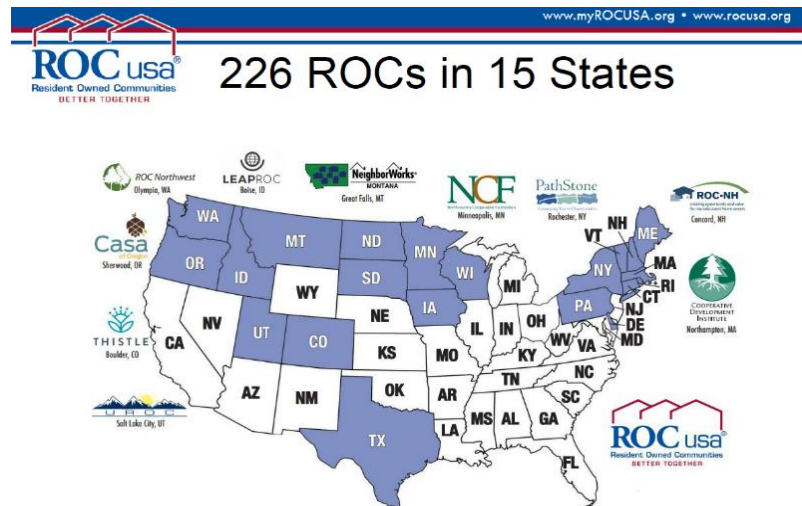
Menu of Housing Options – Land Purchase

3. Resident-Owned Community Model – ROC, USA

- National organization with regional affiliates providing lending and technical assistance
- Residents purchase and manage their communities
- Homeowners form and join a non-profit cooperative association

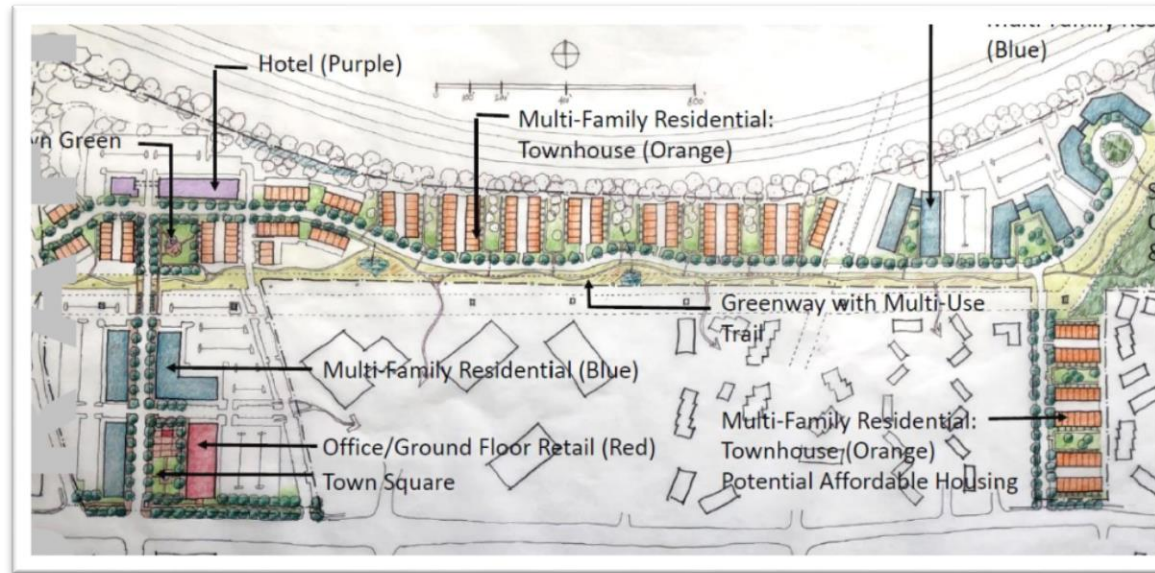


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Menu of Housing Options - Construction as Part of Redevelopment

- Chapel Hill North
 - Process to proactively create opportunities for affordable housing construction as part of any redevelopment for area on Weaver Dairy
- Option to discuss with potential developer of other communities



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3. Identify Sites for Development of New Housing



Engagement



Housing
Options



Site Analysis



Coordinated
Plan

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Site Analysis

- Goal –increase affordable housing supply to create additional relocation options if residents are displaced
- Evaluate Town-owned sites
 - Three sites prioritized for affordable housing
 - Jay Street, Bennett Road, Dogwood Acres Drive
 - 2200 Homestead Road
 - Public Housing redevelopment
 - Other potential options
 - Legion Road property
 - Greene Tract



4. Develop Coordinated Plan



Engagement



Housing
Options



Site Analysis

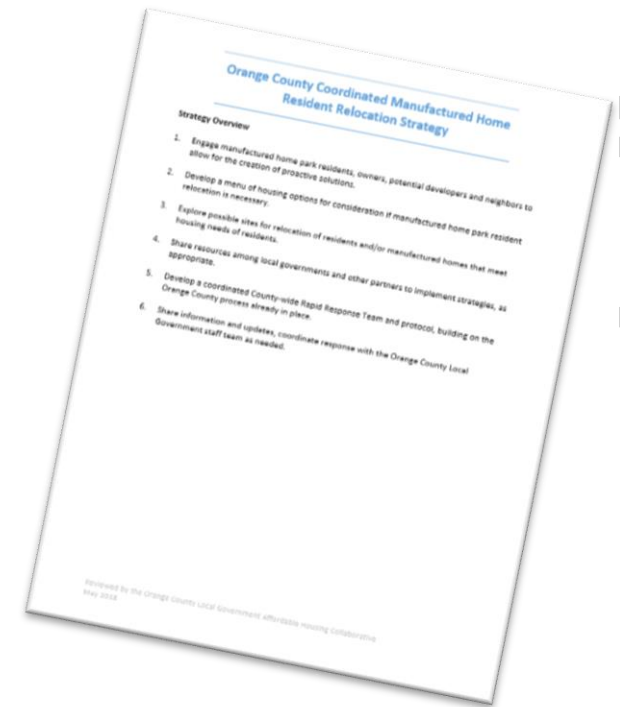


Coordinated
Plan

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Coordinated Plan Highlights

- Local Government Affordable Housing Collaborative has developed a coordinated strategy
- Town staff continue to work closely with partners in engagement efforts:
 - Family Success Alliance
 - EmPOWERment, Inc.
 - School System



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Questions for Council

1. What does a successful solution to the redevelopment threats look like to you?
2. Which strategies should staff focus more time and resources on going forward?
3. What's missing or could be changed within our existing Strategy?



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