

# COUNTY-WIDE MANUFACTURED HOME ACTION PLAN

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Town Council Meeting  
April 6, 2022



# Agenda

1. Background

2. County-Wide Action Plan Overview

3. Proposed Next Steps



# Recommendation

Provide feedback on County-wide Manufactured Home Action Plan



# Development Sites Near Manufactured Home Communities

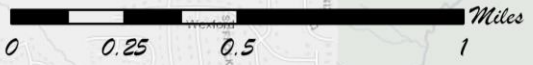


**Development Sites**

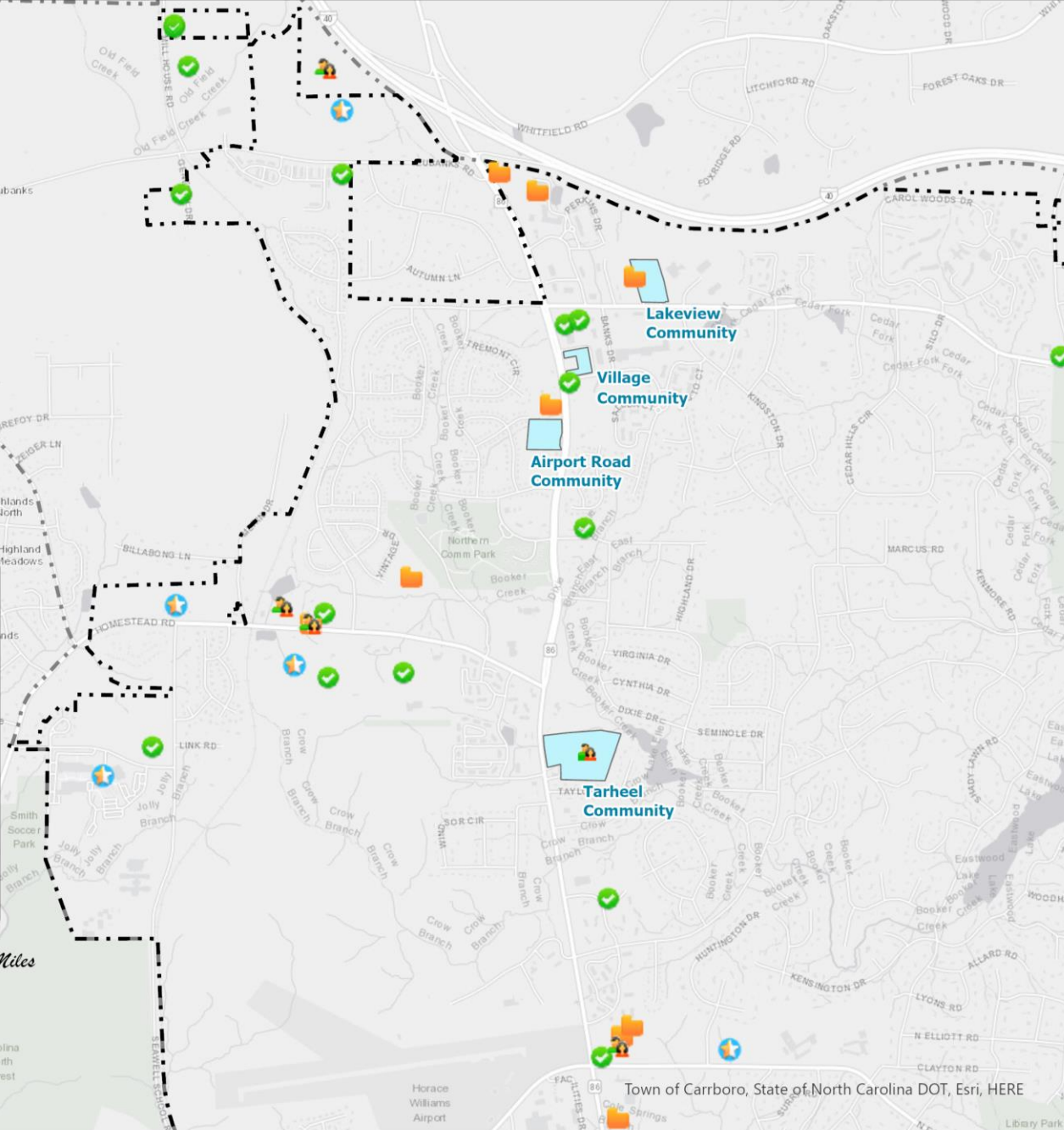
- Approved
- Concept Plan Review
- Under Review/Pending
- Under Construction
- Construction Complete

**Manufactured Home Communities**

- Manufactured Home Community
- Chapel Hill Corporate Limits
- Chapel Hill Jurisdictional Limits

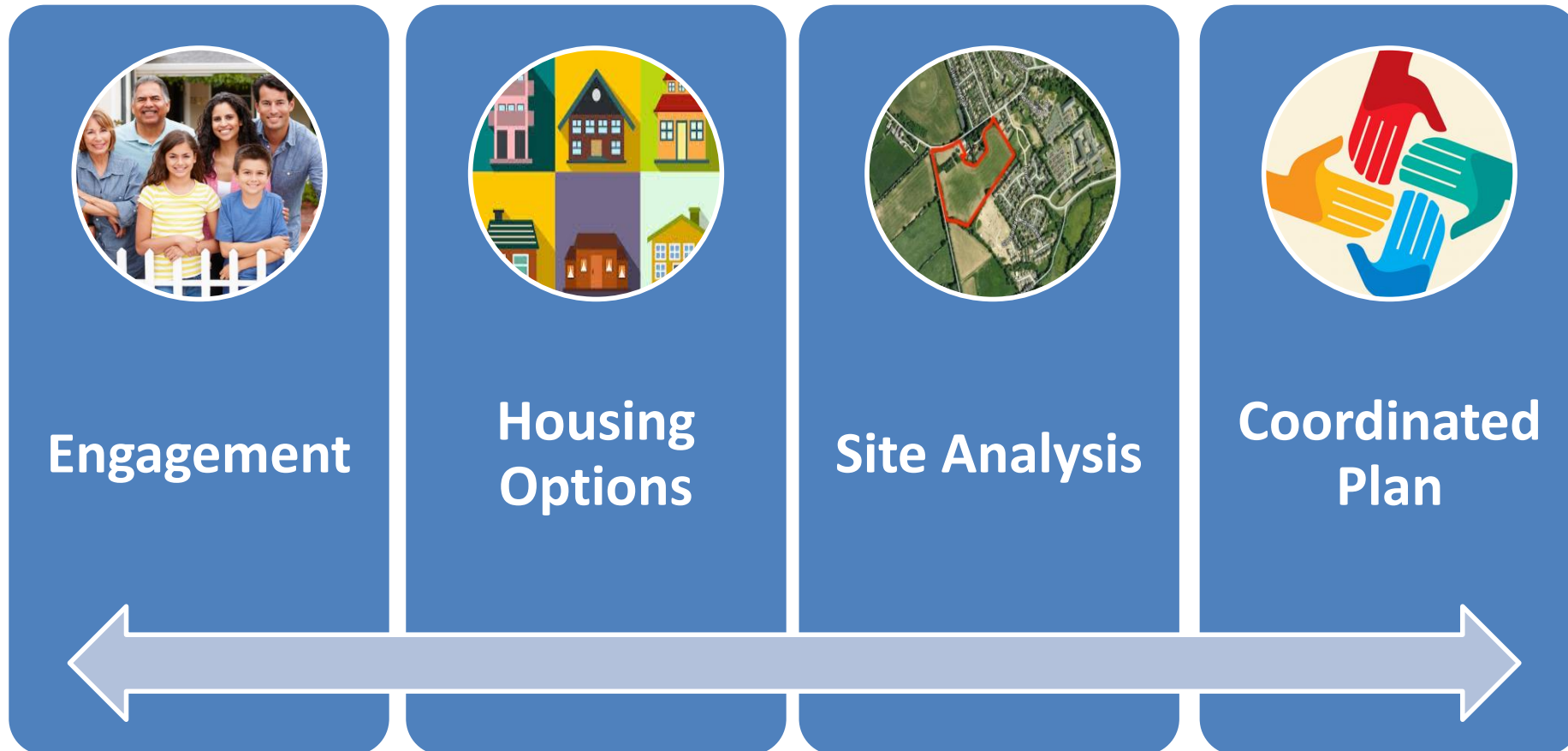


Produced: 12/30/2020  
GIS and Analytics Division  
Town of Chapel Hill  
Data sources: Town of Chapel Hill  
Barringer Enterprise Geographic Information System  
Orange County Affordable Housing Coalition Data (2019)  
TCH Housing and Community Development

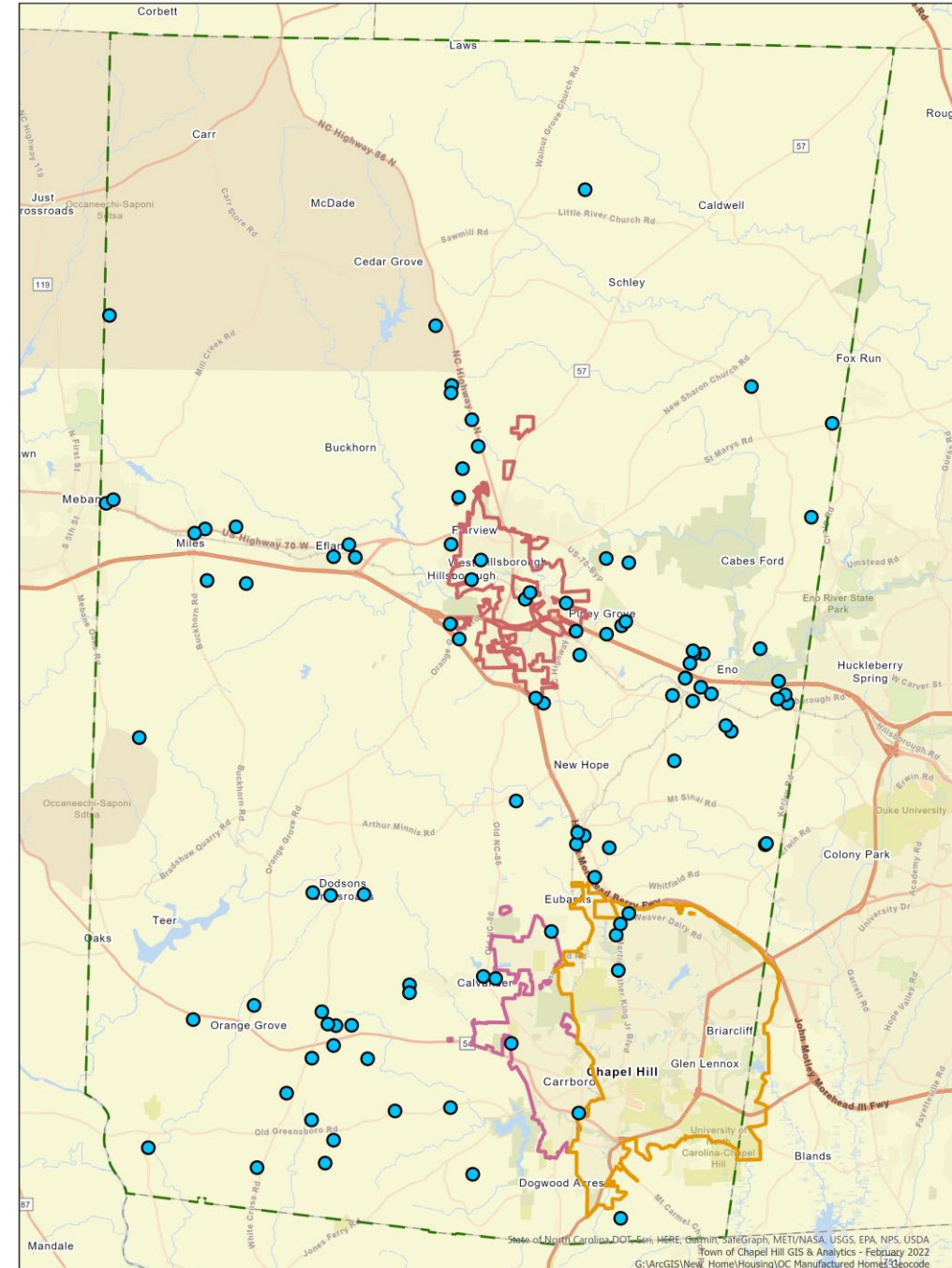


# Background

- Created a Manufactured Homes Strategy in 2018 to address redevelopment threat



# County-wide Manufactured Homes Action Plan

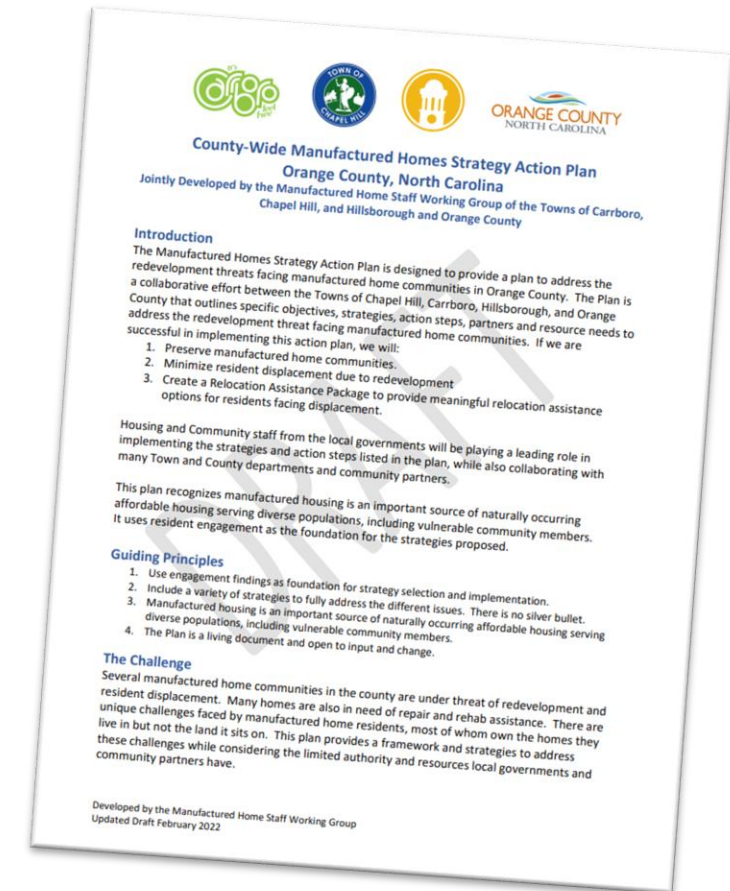


TOWN OF  
**HILLSBOROUGH**  
NORTH CAROLINA



# MANUFACTURED HOMES ACTION PLAN

- Collaborative effort between Towns and County
- Guiding Principles
  1. Engagement findings as foundation for strategies
  2. Include a variety of strategies to fully address the different issues.
  3. Manufactured housing is an important source of naturally occurring affordable housing
  4. The Plan is a living document that will be updated and adapted over time



# MANUFACTURED HOMES ACTION PLAN

- Strategic objectives:
  1. Preserve Manufactured Home Communities
  2. Minimize resident displacement due to redevelopment
  3. Provide meaningful relocation assistance options for residents facing displacement





# MANUFACTURED HOMES ACTION PLAN STRUCTURE

	Strategy	Action Steps	Lead Entity and Potential Partners	Resources
1a ★	Support efforts to create resident-owned communities (ROCs)	<ul style="list-style-type: none"> <li>Assist ROC USA and CCE in exploring opportunities to form ROCs</li> <li>Provide funding assistance for acquisition</li> <li>Support resident engagement efforts</li> </ul>	<b>Lead:</b> County and Towns <ul style="list-style-type: none"> <li>ROC USA</li> <li>Carolina Common Enterprise</li> <li>MHC Owners</li> <li>MHC Residents</li> <li>Nonprofit Providers</li> </ul>	\$\$\$\$ 1 person icon
1b ★	Pursue acquisition opportunities of manufactured home communities	<ul style="list-style-type: none"> <li>Explore opportunities to preserve MHPs through acquisition</li> <li>Use available funding sources for acquisition</li> </ul>	<b>Lead:</b> County and Towns <ul style="list-style-type: none"> <li>MHC Owners</li> <li>Nonprofit Providers</li> </ul>	\$\$\$\$ 2 person icons
1c ★	Explore land use policies that support manufactured home communities	<ul style="list-style-type: none"> <li>Conduct study of effective land use policies to support preservation</li> <li>Consult with policy experts to determine policy recommendations</li> </ul>	<b>Lead:</b> Towns <ul style="list-style-type: none"> <li>Consultants</li> <li>UNC School of Government</li> <li>Planning Departments</li> </ul>	\$ 2 person icons
1d	Work with manufactured homeowners to improve park quality	<ul style="list-style-type: none"> <li>Engage MHP owners in need of infrastructure improvements</li> <li>Provide infrastructure improvement loans to improve quality of MHPs</li> <li>Implement the County's land banking program</li> </ul>	<b>Lead:</b> County <ul style="list-style-type: none"> <li>MHC Owners</li> <li>MHC Residents</li> </ul>	\$\$ 1 person icon
1e	Rehab and repair homes in MHPs	<ul style="list-style-type: none"> <li>Coordinate with the OC Preservation Coalition to facilitate the completion of home repairs</li> <li>Explore aligning rehab programs and policies between jurisdictions to increase homes repaired</li> </ul>	<b>Lead:</b> Partners <ul style="list-style-type: none"> <li>OC Home Preservation Coalition</li> <li>MHC Residents</li> </ul>	\$\$ 2 person icons
1f	Create an early warning system to identify MHPs at highest risk of redevelopment	<ul style="list-style-type: none"> <li>Identify key indicators to include in early warning system</li> </ul>	<b>Lead:</b> Towns <ul style="list-style-type: none"> <li>GIS and Planning Departments</li> <li>MHC Owners</li> </ul>	\$ 2 person icons

\$\$\$ \* indicates \$1 million or more



★ = policy or funding decision required by elected body  
 \$ = level of financial resources needed collectively  
 1 person icon = level of staff resources needed collectively

# Objective 1: Preserve Manufactured Home Communities

- a) Support efforts to create Resident-Owned Communities
- b) Pursue acquisition opportunities
- c) Explore land use policies that support manufactured home communities
- d) Work with manufactured homeowners to improve park quality
- e) Rehab and repair manufactured homes
- f) Create an early warning system



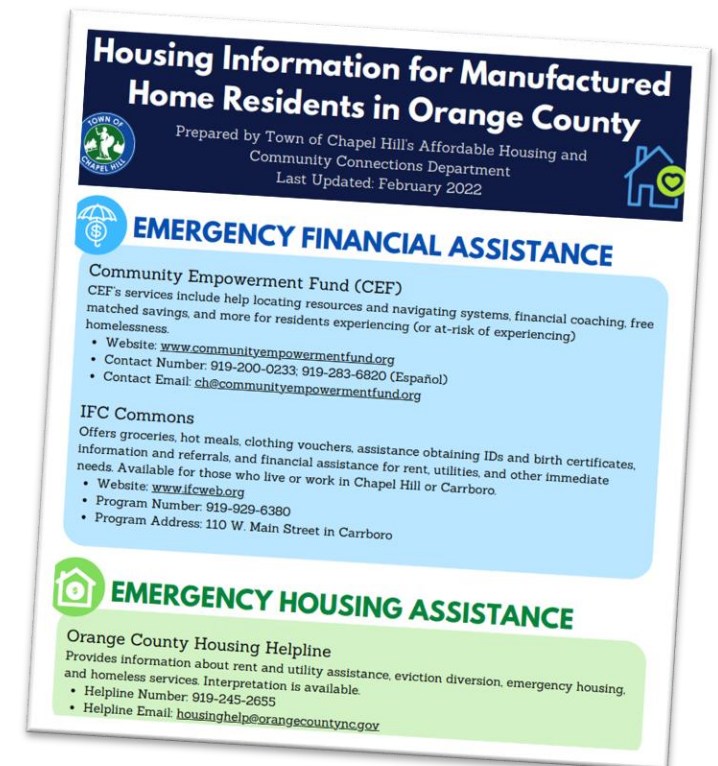
## Objective 2: Minimize Resident Displacement

- a) Pursue on and off-site construction as part of redevelopment
- b) Explore land use and regulatory policies that can be applied to redevelopment of manufactured home communities
- c) Implement master planning processes to proactively create development plans that minimize displacement



# Objective 3: Provide Meaningful Relocation Assistance Options

- a) Proactively engage residents to connect them with resources
- b) Use publicly owned land to create relocation opportunities
- c) Provide housing search assistance
- d) Identify communities with vacancy
- e) Provide financial assistance to relocate homes
- f) Provide financial assistance to secure new housing



# Resources for Action Plan Implementation

- Dedicated resources

- Affordable Housing Land Banking Fund (Orange County)
- Displacement Mitigation Assistance Program (Orange County)

- Potential resources

- Chapel Hill: Affordable Housing Fund, Affordable Housing Development Reserve, CDBG, Affordable Housing Bond
- Carrboro: Affordable Housing Special Revenue Fund
- Orange County: Urgent Repair Program, HOME Program



# Partners

- Community Organizations

- Carolina Common Enterprise/ROC USA and other housing organizations
- Organizations providing language services and/or working with Latinx communities
- Chapel Hill Carrboro City Schools
- Banks and lending institutions

- Local Government Departments

- State Organizations

- North Carolina Housing Finance Agency
- North Carolina Affordable Housing Coalition

- Park Owners



# Key Next Steps

1. Continued engagement with residents
  - Distribute Housing Resource Guide
  - Collaborate with community partners for ongoing resident engagement
2. Continue work already underway
3. Pursue priority strategies not yet underway



# Recommendation

Provide feedback on County-wide Manufactured Home Action Plan

Council can endorse the Action Plan as outlined in resolution R-8





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