

MANUFACTURED HOME INITIATIVE UPDATE



Council Business Meeting Presentation
June 20, 2018

Agenda

1. Background

2. Strategy Overview and Update

3. Recommended Next Steps

Council Consideration for Tonight

1. Provide feedback on Strategy implementation
2. Approve Resolution prioritizing Jay Street, Bennett Road, and Dogwood Acres Drive Town-owned sites for affordable housing development

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 of use
- **Mobile home** is the term used for manufactured homes produced prior to 1976



Development Sites near Manufactured Home Communities



Manufactured Home Strategy Overview



Engagement



**Housing
Options**



Site Analysis



**Coordinated
Plan**



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



Engagement



**Housing
Options**



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**Coordinated
Plan**



Manufactured Home Resident Engagement Highlights



- Approximately 650 residents live in manufactured homes
- 40% of manufactured home households responded to our survey

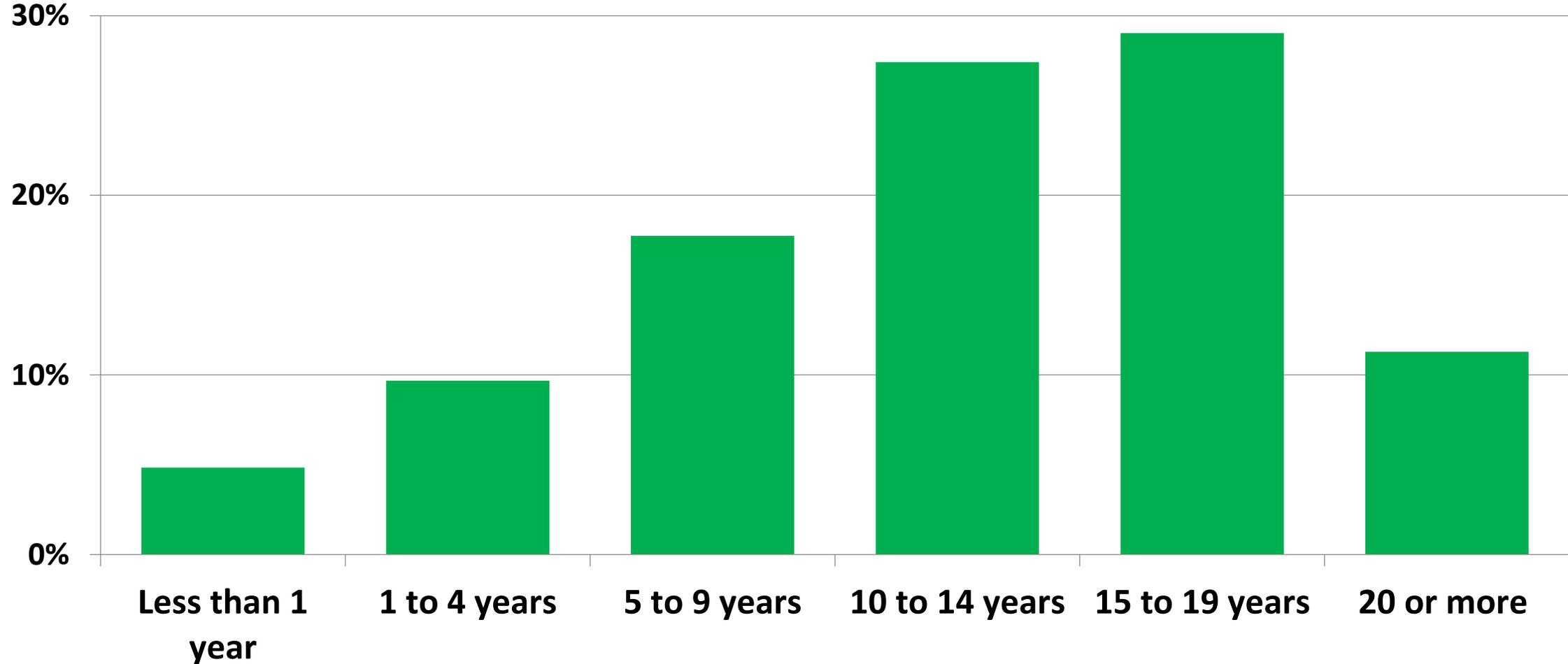
Resident Survey Key Findings

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



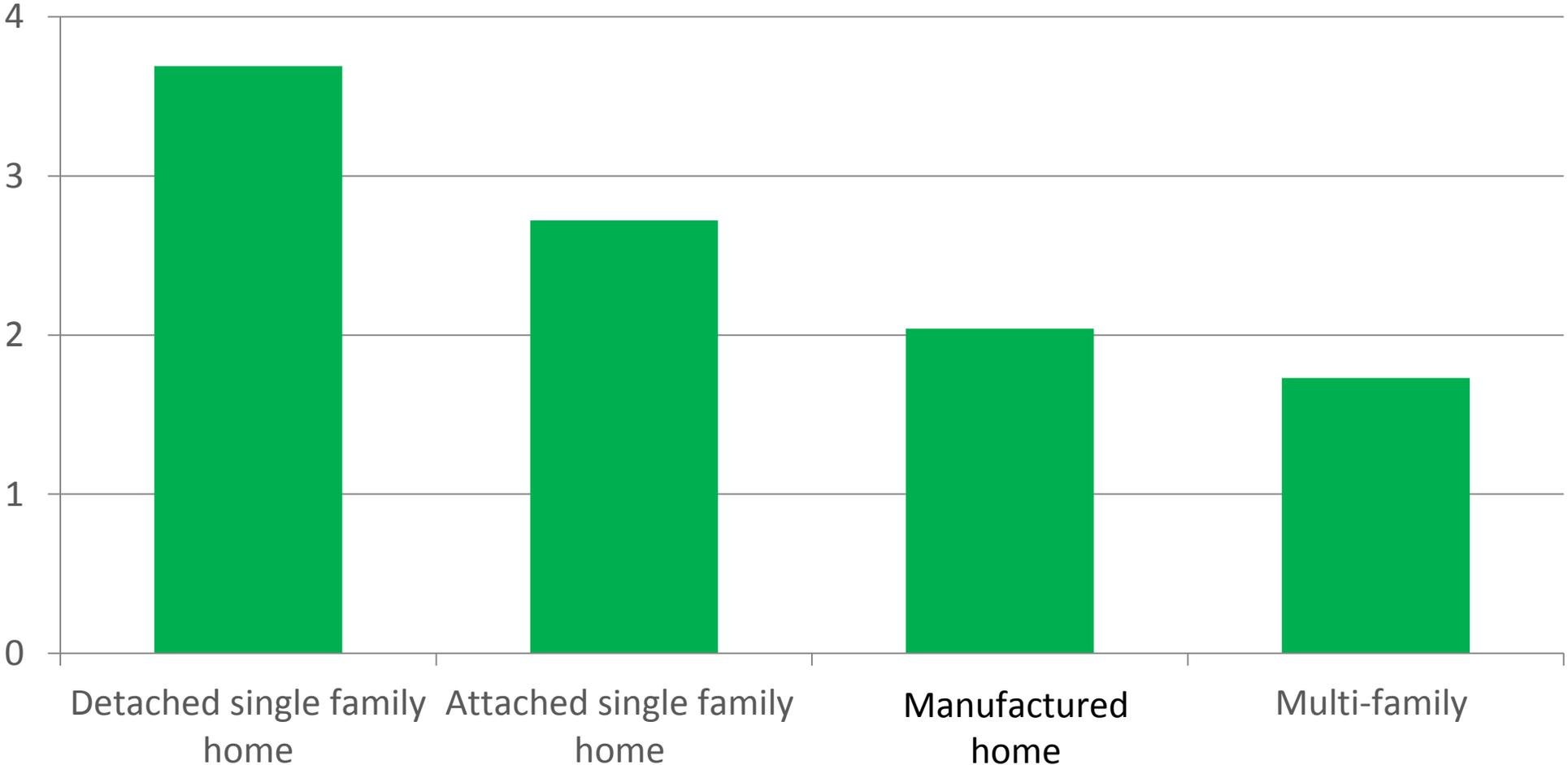
Most Manufactured Home Residents are Long-Time Community Members

How long have you lived in your home?



Residents Prefer Single-Family Attached and Detached Homes

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



Additional Engagement Efforts



Manufactured Home Community Owners

- Reached out to all owners in Chapel Hill
- Participated in County-wide owner meeting in collaboration with Working Group

Developers

- Multiple meetings with potential developer of Lakeview

2. Develop a Menu of Housing Options



Engagement



Housing
Options



Site Analysis



Coordinated
Plan



Menu of Housing Option Highlights



Options Under Consideration:

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



3. Identify Sites for Potential Relocation



Engagement



Housing Options



Site Analysis



Coordinated Plan

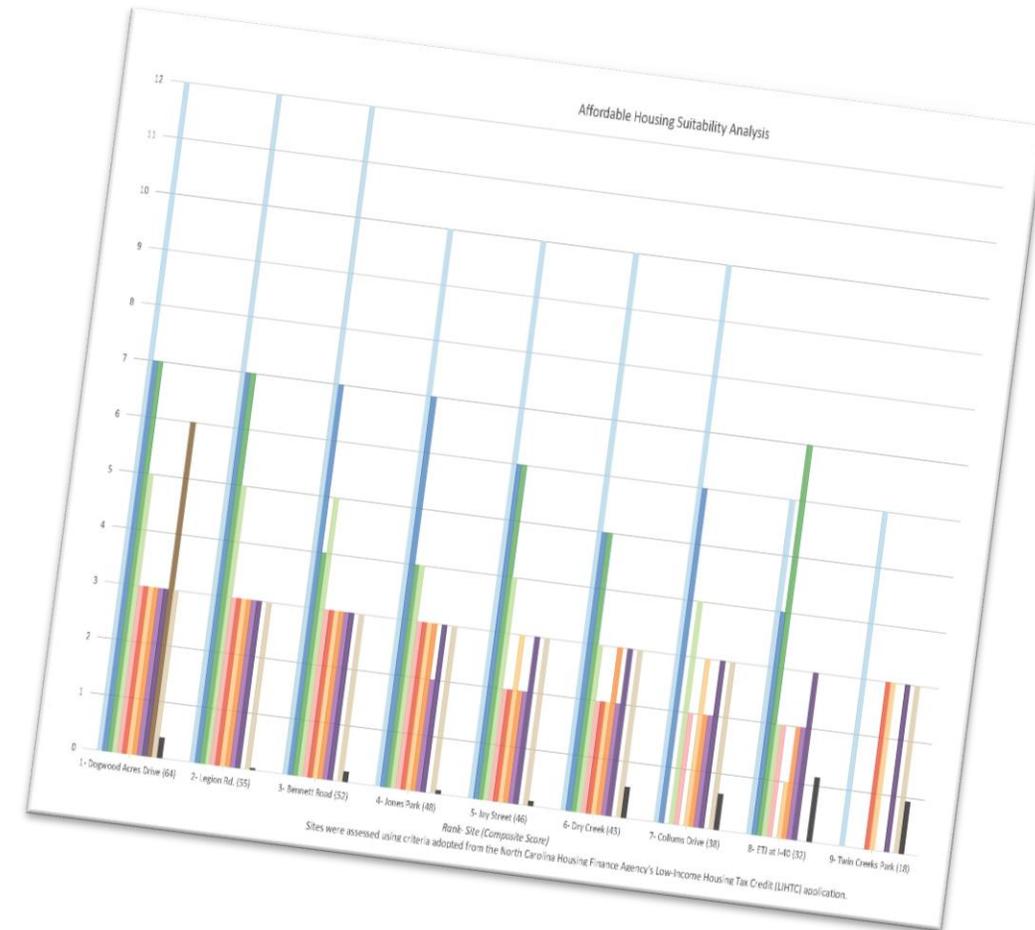


Site Analysis Process & Criteria



Process

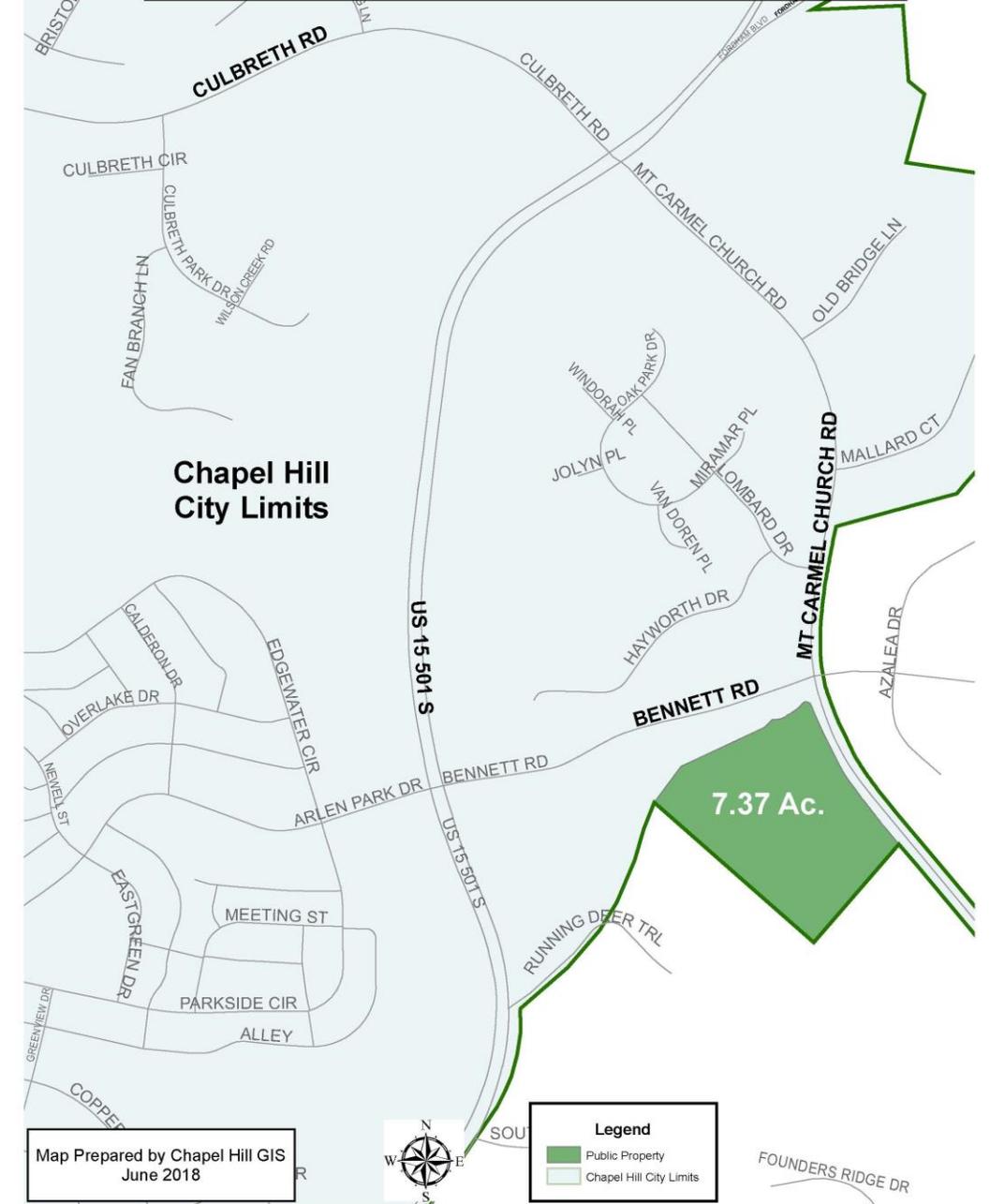
- 1. Potential for Exploration**
- 2. Development Constraints**
- 3. Suitability for Affordable Housing Development**
- 4. Existing Plans for Use of the Property**



Bennett Road Parcel

Evaluation Category	Finding
Publicly Owned	Town owned
≥ 3 acres	7.37 acres
Within 100ft of water/sewer	✓
Within School District	✓
Absolute Development Constraints	None identified
LIHTC and Resident Criteria	Scored well on criteria
Existing Plans for Use of the Property	Land-bank the property for future consideration unless a compelling proposal is made.

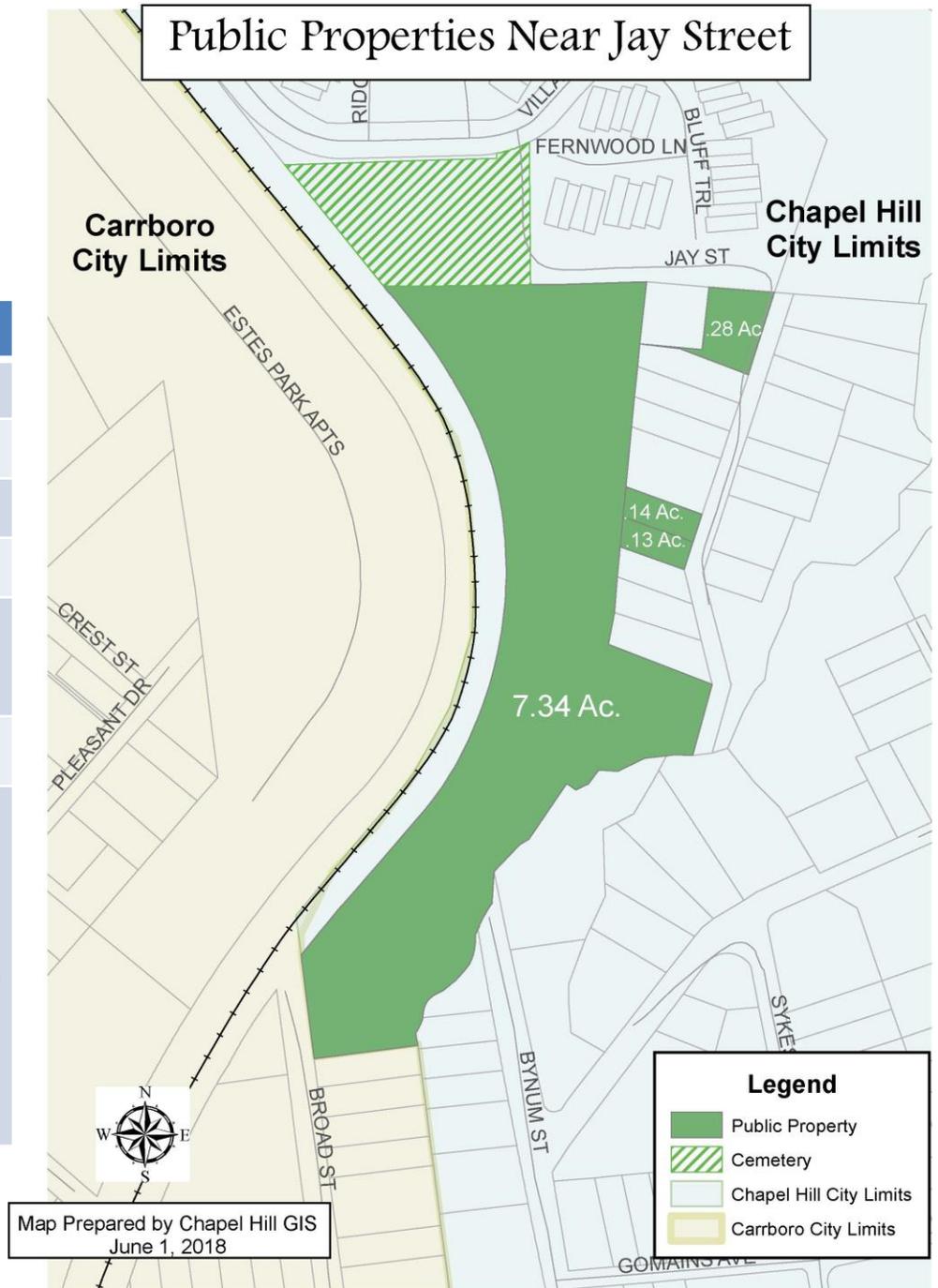
Public Property Near Bennett Road



Map Prepared by Chapel Hill GIS
June 2018

Jay Street Parcel

Evaluation Category	Finding
Publicly Owned	Town owned
≥ 3 acres	7.34 acres
Within 100ft of water/sewer	✓
Within School District	✓
Absolute Development Constraints	None identified
LIHTC and Resident Criteria	Scored well on criteria
Existing Plans for Use of the Property	Due to potentially difficult access issues, continue to manage portions of the property as open space and preserve the corridor of the future campus-to-campus bike trail.



Dogwood Acres Drive Site

Evaluation Category	Finding
Publicly Owned	Town owned
≥ 3 acres	24.5 acres total
Within 100ft of water/sewer	✓
Within School District	✓
Absolute Development Constraints	None identified
LIHTC and Resident Criteria	Scored highest of all sites
Existing Plans for Use of the Property	Currently preserved as open space and Frisbee golf course aspects of Southern Community Park.

Public Property Near Dogwood Acres Dr



4. Develop Coordinated Plan



Engagement



Housing
Options



Site Analysis



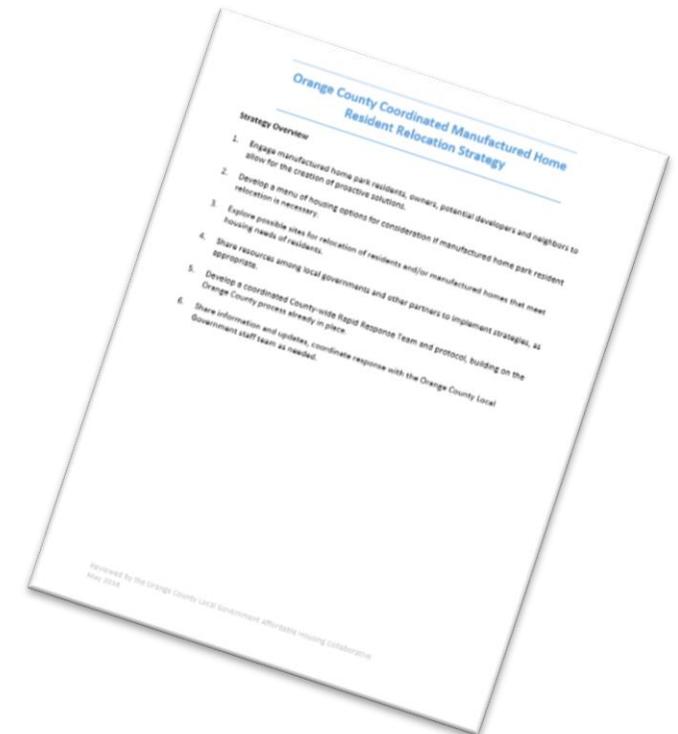
Coordinated
Plan



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



Next Steps

- **Conduct further analysis of the development potential for prioritized sites**
 - Create a vision and development plan for each site
 - Identify development partners
 - Engage stakeholders, including surrounding neighbors
- **Continue engagement efforts**
- **Continue to refine Coordinated Plan with Affordable Housing Collaborative**

Council Consideration for Tonight

1. Provide feedback on Strategy implementation
2. Approve Resolution R-9 prioritizing Jay Street, Bennett Road, and Dogwood Acres Drive Town-owned sites for affordable housing development



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Site Analysis Highlights



- Initial site selection complete
- Exploring additional property options for relocation throughout Orange County
- Manufactured home capacity analysis indicates scarcity of vacant spaces