



Legislation Details (With Text)

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Title: Manufactured Home Strategy Update.

Sponsors:

Indexes:

Code sections:

Attachments: 1. Draft Staff Presentation, 2. Manufactured Home Strategy Staff Report, 3. Resident Engagement Report, 4. Menu of Housing Options - Land Purchase Report, 5. Orange County Coordinated Manufactured Home Resident Relocation Strategy, 6. Manufactured Home Communities Map, 7. Site Analysis Report, 8. Map of Properties Prioritized for Affordable Housing Development, 9. Staff Presentation, 10. Council Questions with Staff Response

Date	Ver.	Action By	Action	Result
1/6/2021	1	Town Council		received and filed

Manufactured Home Strategy Update.

Staff:

Loryn B. Clark, Executive Director
Sarah Osmer Viñas, Assistant Director
Nate Broman-Fulks, Affordable Housing Manager

Department:

Housing and Community

Overview: Staff is providing an update on our Manufactured Home Strategy implementation and requesting Council direction on priorities for implementation.

☆ **Recommendation(s):**

That the Council provide direction on priorities for continued implementation of our Manufactured Home Strategy.

Overview of our Manufactured Home Strategy

- In 2018, as development pressures increased for the northern part of Chapel Hill, the Town began creating a strategy to proactively engage residents and owners of the four manufactured home communities in Town to develop a relocation plan should future redevelopment occur on any of these sites.
- Our Manufactured Home Strategy includes four components:
 - Engage manufactured home community residents, owners, potential developers, and neighbors to create proactive solutions.
 - Develop a menu of housing options for the Council to consider if manufactured home residents get displaced.
 - Identify potential sites for development of new affordable housing that meet key criteria (i.e. within the Chapel Hill/Carrboro School System, on a public transit line, existing access to water and sewer, walkable to services and amenities). These sites could assist with

- manufactured home relocation.
- Develop a coordinated plan to apply to any manufactured home community faced with redevelopment.
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Implementation Progress

Our progress is detailed in the attached report. Highlights include:

- Conducting extensive outreach and engagement with residents, owners, potential developers, and neighbors.
- Prioritizing three Town-owned sites for affordable housing development.
- Findings from the Resident Engagement Report were used to inform the applicant's resident relocation plan at 1200 Martin Luther King Jr Blvd (Tar Heel), which if approved would accommodate all existing residents on site and ensure no displacement will occur for 15 years. This would give the Town substantial time to explore options for relocation or preservation of the neighborhood before the end of this period.
- Collaborating with our local government and community partners, and national organizations with expertise in this field to explore creative solutions to the threat of resident displacement due to redevelopment, including land use regulation options, a shared equity model, and zero-displacement redevelopment scenarios.

Fiscal Impact/Resources: Housing and Community staff have dedicated staff resources to carry out our Manufactured Home Strategy to this point. Based on direction received from Council, additional resources may be needed for implementation.



Attachments:

- Draft Staff Presentation
- Manufactured Home Strategy Staff Report
- Resident Engagement Report
- Menu of Housing Options - Land Purchase Report
- Orange County Coordinated Manufactured Home Resident Relocation Strategy
- Manufactured Home Community Map
- Site Analysis Report
- Map of Properties Prioritized for Affordable Housing

The Agenda will reflect the text below and/or the motion text will be used during the meeting.

PRESENTER: Sarah Osmer Viñas, Assistant Director of Housing and Community
Nate Broman-Fulks, Affordable Housing Manager

The purpose of this items is for the Council to receive this report and provide direction on priorities for continued implementation of our Manufactured Home Strategy.