



# Welcome!

**The purpose of this first Open House is to get your input on:**

- 1) Your housing needs and preferences, and Mooresville's housing needs.
- 2) The process to develop our community's comprehensive housing strategy.
- 3) The important factors in preparing a housing strategy.



Aging Population



Households



Employment



Population Growth



Occupied/Vacant Housing



# Thank You to Our Partners



Charlotte Regional **Realtor**® Association



The Town of Mooresville and CCOG – Working together to *Grow Jobs and our Economy,*  
*Control the Cost of Government, and Improve Quality of Life*



# Open House Directions

We ask you to:

- 1) **LEARN** about the project by following the path of the boards.
- 2) **ASK** the staff questions or share your comments.
- 3) **COMPLETE** a simple comment form.
- 4) **PLACE** your paper comment form in the box.

**Thank you.**

**Your input will help shape future housing offered in your community.**



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# The Housing Needs



# Mooresville's Housing Needs

## CHRONOLOGY

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### **2010**

The greater Charlotte region's rapid growth over the last decade made it the fastest growing of all large U.S. regions (regions of more than 1 million people).

### **2010-2025**

The Census shows that Mooresville is projected to grow by approximately 30% by 2025.

### **February 2015**

Town Board approves moving forward with the development of a Comprehensive Housing Strategy with market study data and a comprehensive public engagement process.

### **June 30, 2015**

First Open House of Comprehensive Housing Strategy process to get public input on housing needs and preferences, the process and evaluation criteria.



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## What are the housing challenges we face?

- How do we supply housing for our seniors and future workforce?
- How do we meet the housing needs for our growing population?
- How can we ensure our housing is affordable at many different incomes?
- How do we ensure that housing is located near jobs, schools and transportation?
- What barriers are there to producing housing for our community?
- How do we update and improve our older housing stock?



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# The Comprehensive Housing Strategy



## What is a Comprehensive Housing Strategy?

A Comprehensive Housing Strategy helps ensure that Mooresville provides the housing styles, sizes, price ranges, features and locations to meet the demands of residents.



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## Why is it important to have a housing strategy?

- ✓ To meet the current and future demand for workers.
- ✓ To meet the needs of our changing demographics.
- ✓ To ensure the right amount and right types of housing needed by residents is produced.

**A housing strategy should take into account the factors that influence housing needs, such as:**



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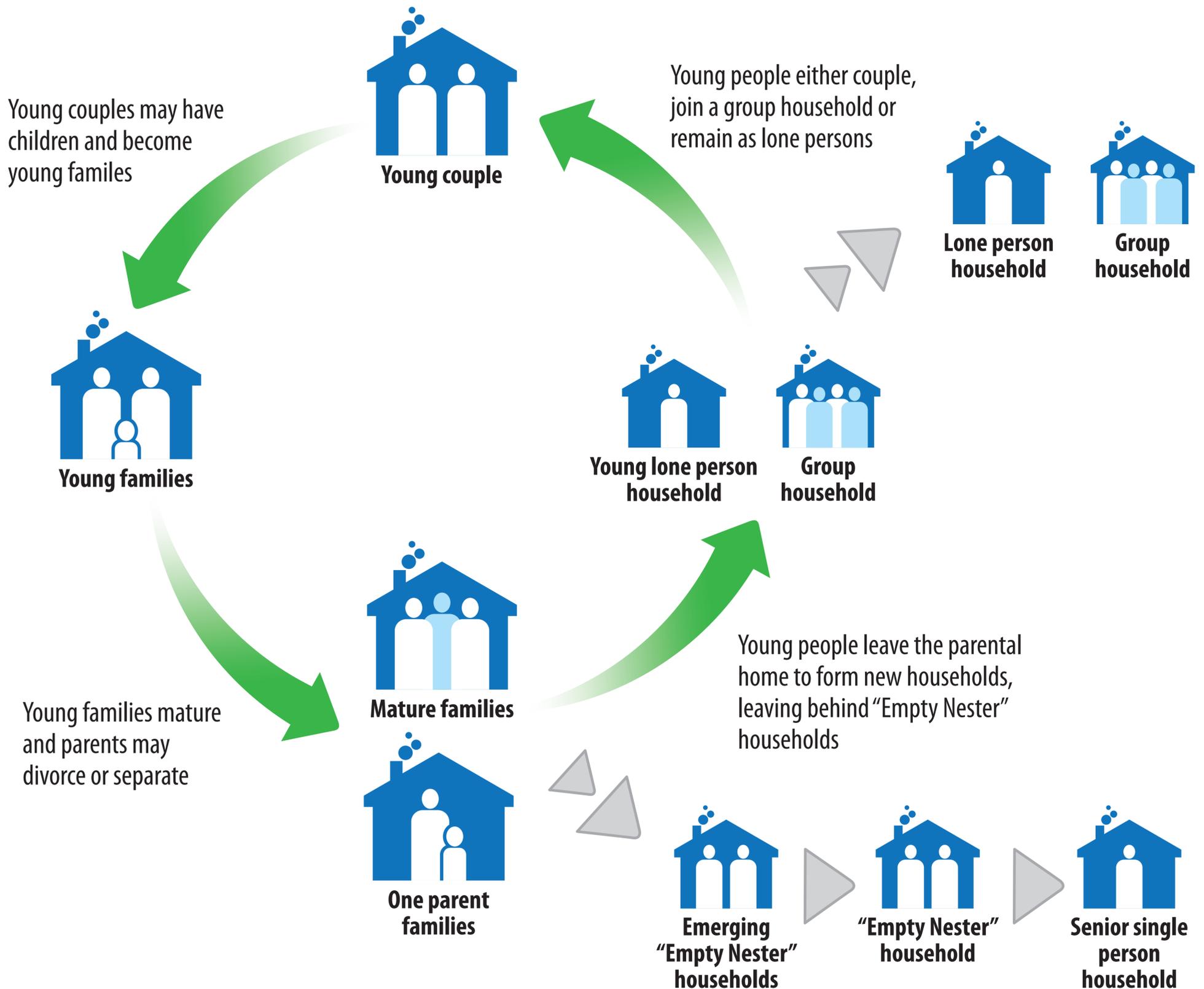


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## Lifecycle Housing

Throughout a person's lifetime they have different housing needs. A community needs to provide for those different needs to retain residents of all ages.





## How will a Comprehensive Housing Strategy be developed?

- Community input gathered at three Open Houses.
- An analysis of the housing market.
- Involvement of housing stakeholders.
- Partnership with local businesses.



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# Who is guiding the Comprehensive Housing Strategy process?

**Steering Committee** – Local civic leaders and housing stakeholders.

**The Community** – Residents, workers and businesses.

**Local Partners** – Businesses and community organizations.

**Project Team** – Mooresville elected officials and staff.



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## What is the project timeline?

Each phase of the process will be guided by the Steering Committee and include an Open House for public input.

**Phase 1** Define the Need  
*March-July 2015*

**Phase 2** Explore the Strategies  
*August-December 2015*

**Phase 3** Select Strategies  
*January-April 2016*



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## What are important factors in preparing a housing strategy?

- Location.
- Type of housing.
- Accessibility to services.
- Proximity to transportation.
- Affordability at various income levels.



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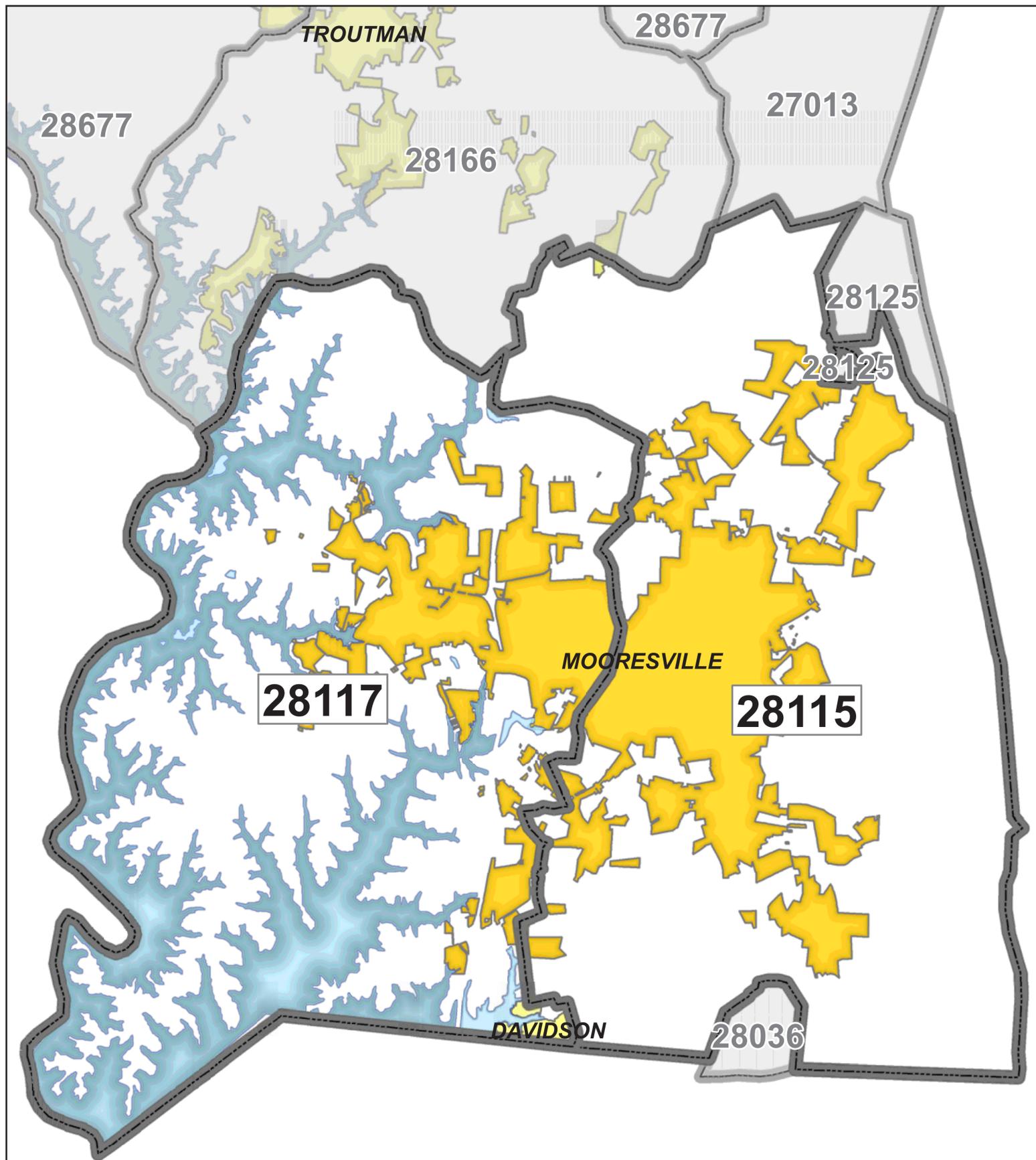
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# Local Housing Market Analysis



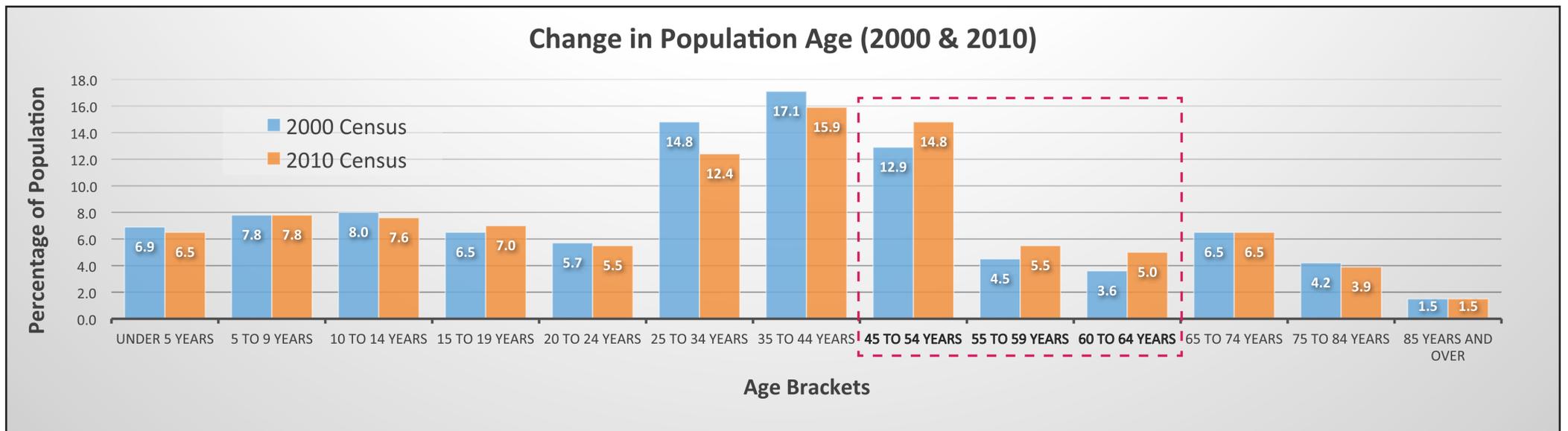
## Mooresville Housing Data



For purposes of this Open House, the Mooresville charts that follow are based on U.S. Census data from zip codes **28117** and **28115**.



## How has the age of our population changed?



### Our population is aging.

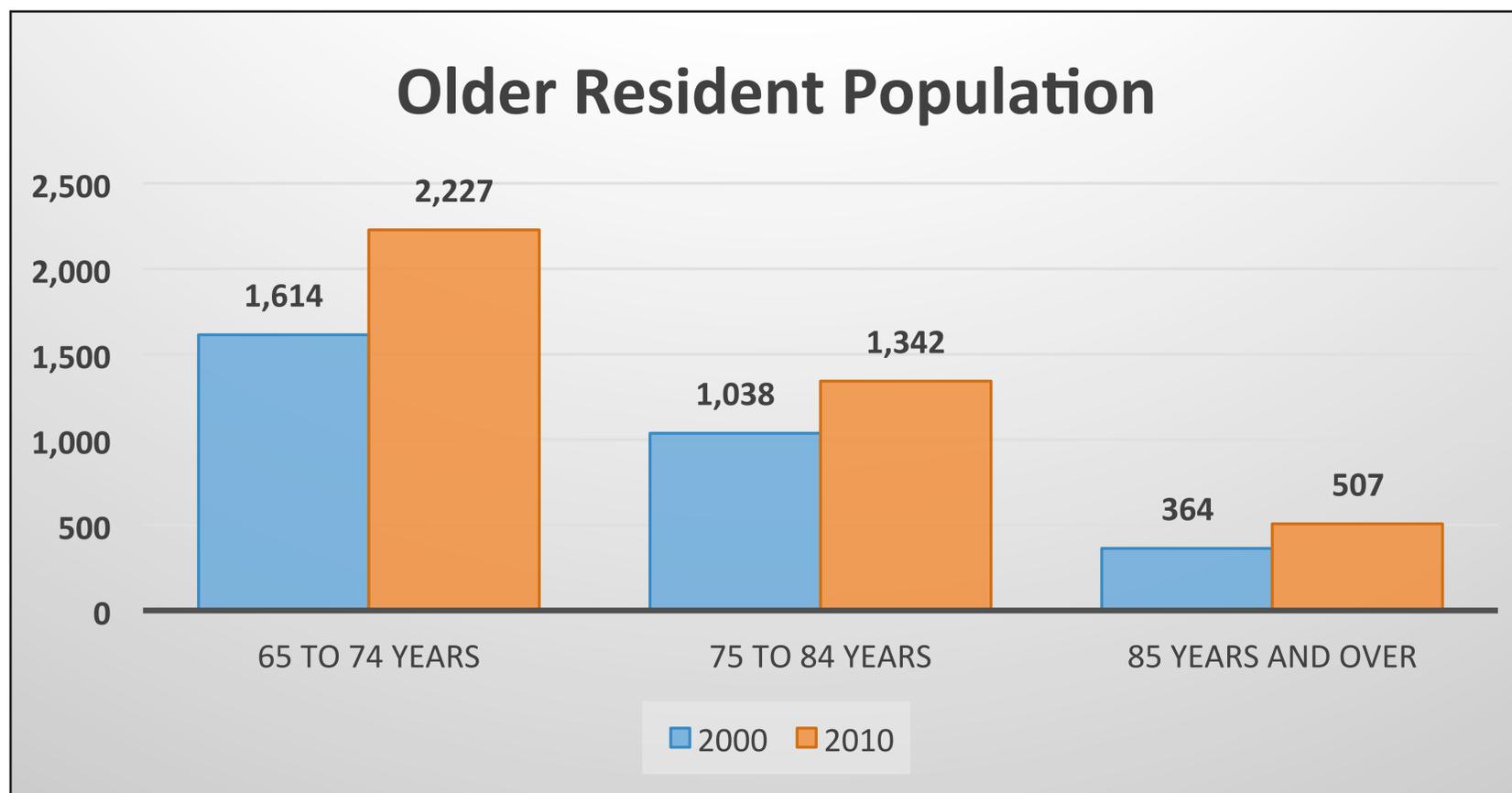
- The share of the population between 45 and 64 rose significantly from 2000 to 2010.
- The percentage of those aged 65 and older generally held steady.
- This increasing demand is beginning to impact the styles and types of housing demanded by aging residents.



Aging Population



## How has the number of older residents changed?



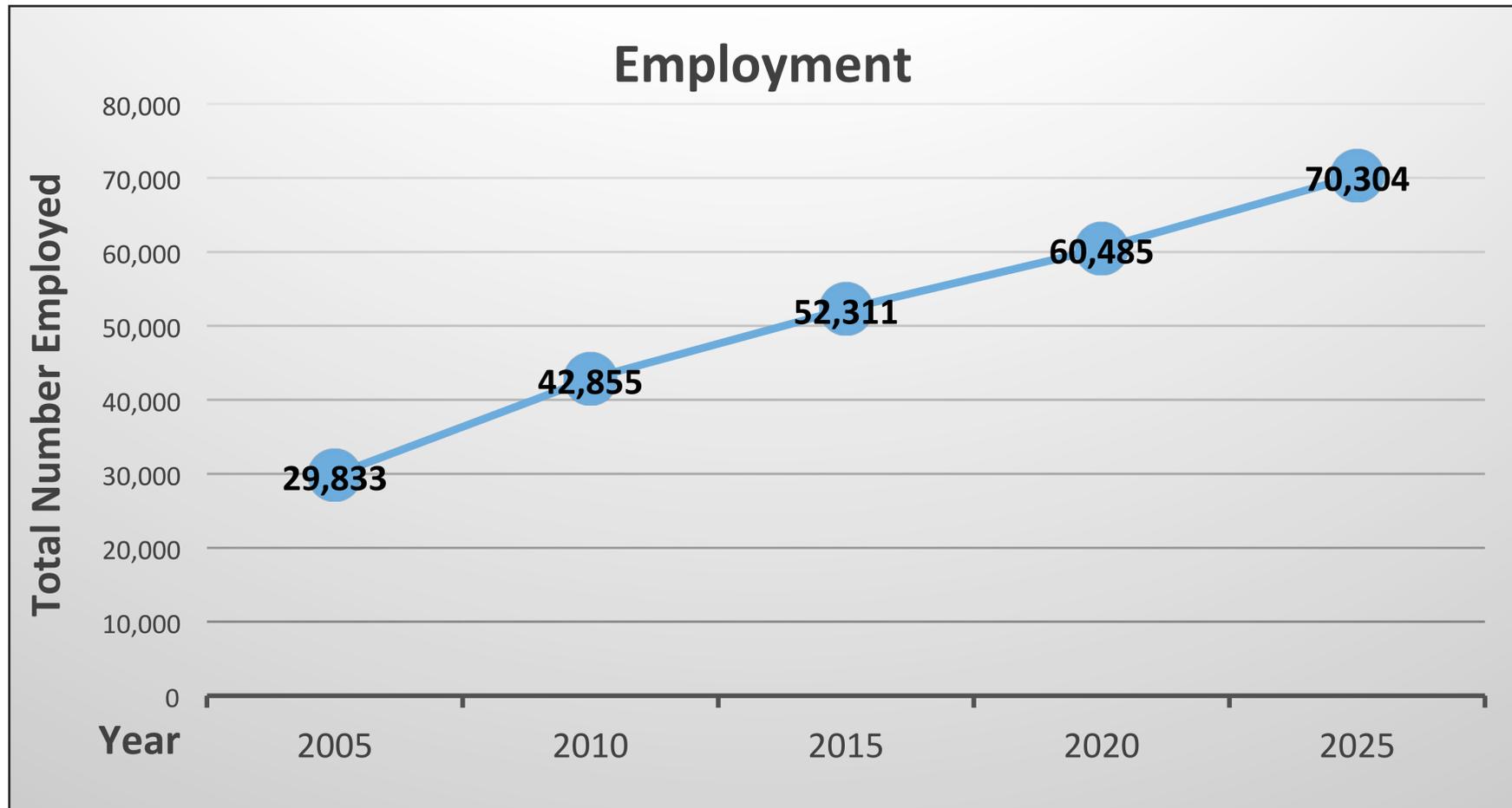
**The number of residents ages 65 to 85 and over has increased.**

- As a result, the demand will rise for housing that allows older residents to remain in the community and have a comfortable lower maintenance environment.





## How is our employment forecast to change by 2025?



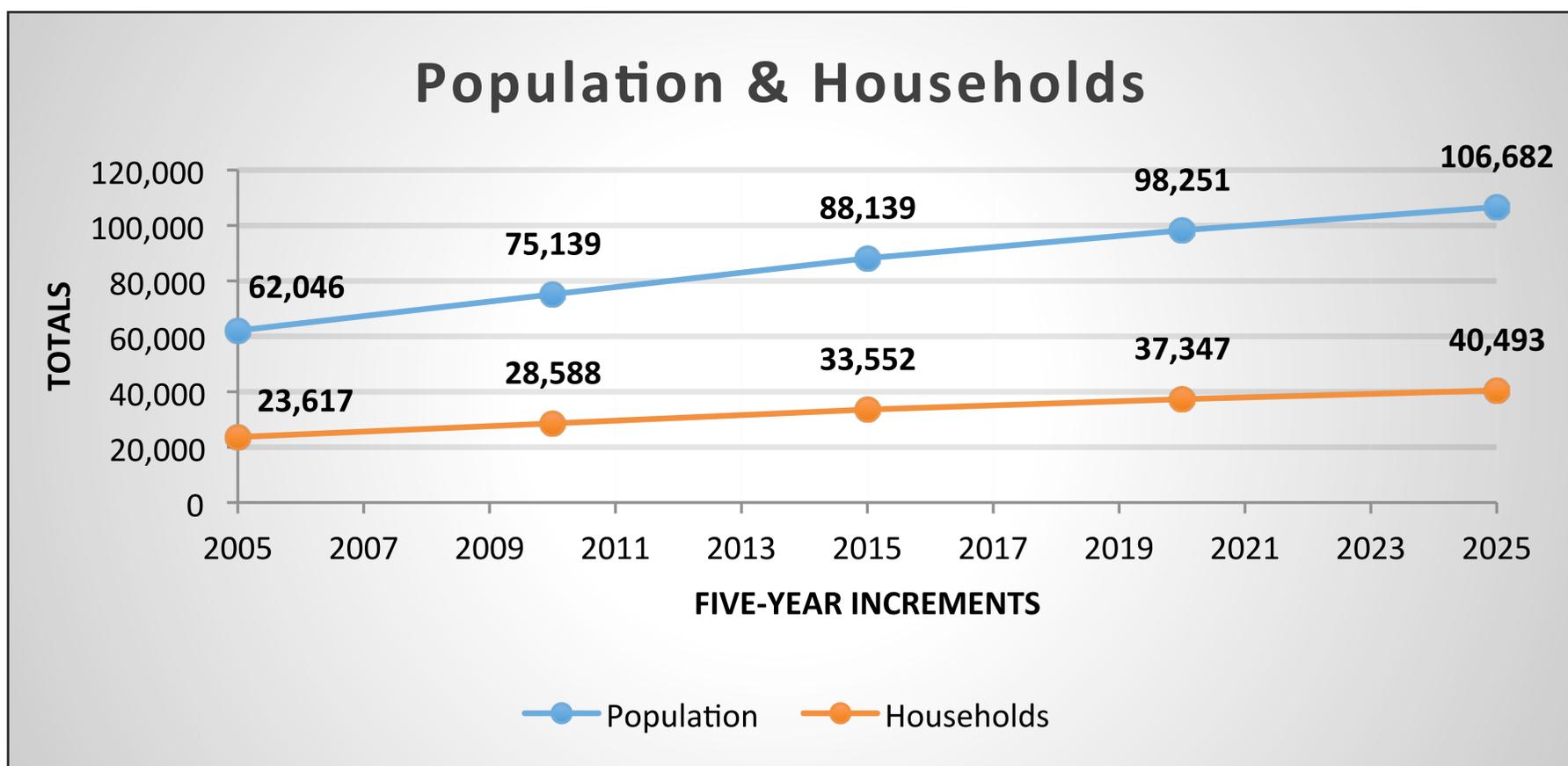
### **Our employment is growing.**

- Our region's economy will continue to outperform national averages. Employment opportunities in Mooresville will continue to grow and attract people to our community.
- The growth in Mooresville's economy will bring a greater demand for more housing for workers.





## How will our population and the number of households change by 2025?



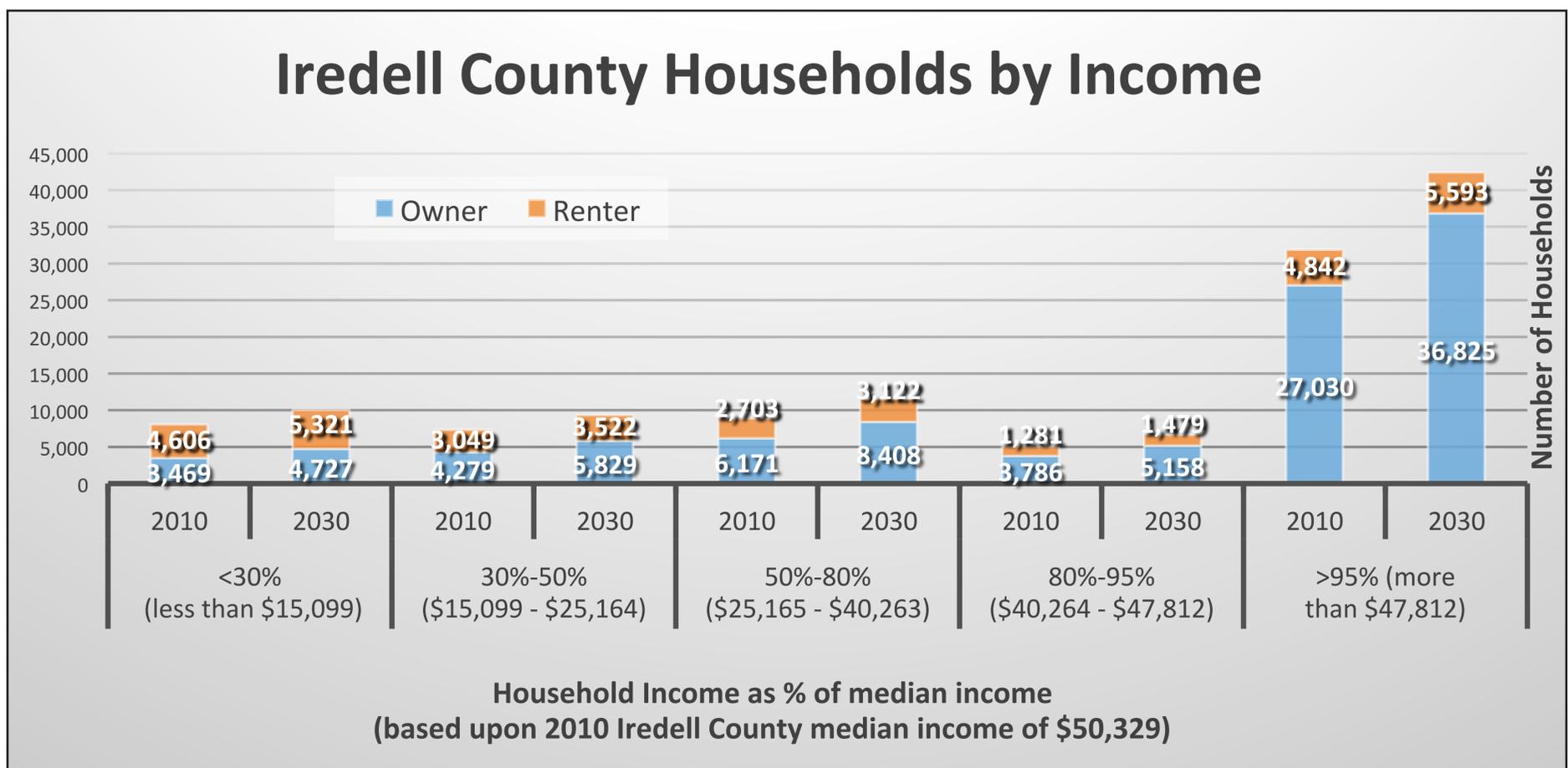
### Populations and the number of households will grow.

- The population is projected to exceed 100,000 by 2025.
- The total number of households will increase by 20.6% in the next 10 years.
- We will need more housing and a mix of housing types to meet the different needs of our growing population.





## How do the total number of households in Iredell County vary by income levels?



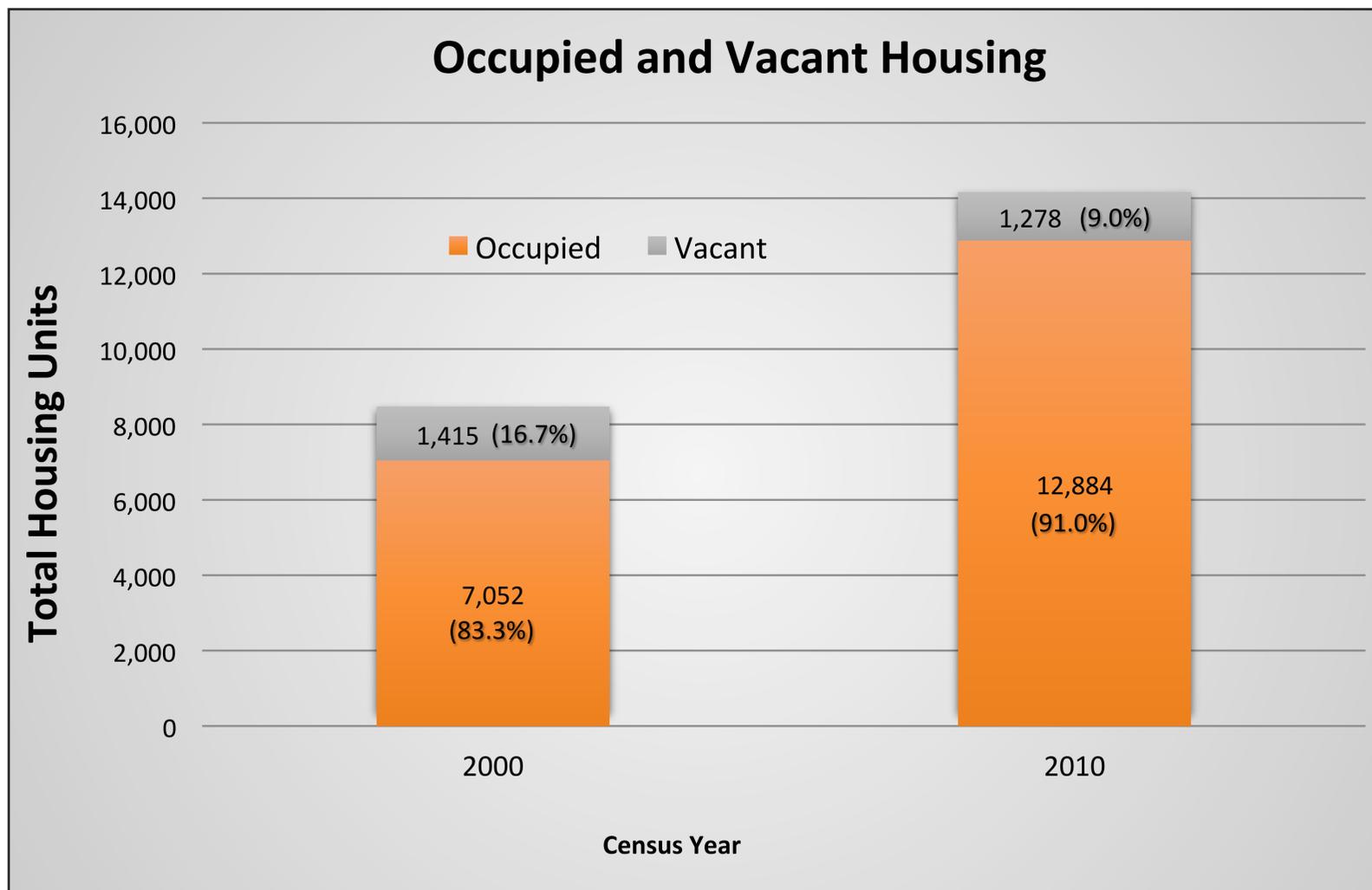
**Iredell County households are and will continue to be spread across a wide range of income levels.**

- Housing needs to be affordable at a wide range of incomes.
- At all income levels there is a demand for both rental and owner-occupied housing.





## How much of our housing is occupied?



### **We have more housing and more occupied housing.**

- Housing demand is on the rise – there’s been a 40% increase in housing units and a decrease in vacant housing.
- Housing can be vacant for a number of reasons: there aren’t enough buyers or renters for that type of housing; the housing is unfit for occupancy; or, the unit is in transition.



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## Preliminary Findings



Population Growth

Our population is growing rapidly. We will need to provide housing to meet that growth.



Aging Population

The growing number of older residents in our community impacts our current and future housing needs.



Households

Households come in different sizes and different levels of income, and that will impact future housing needs.



Employment

Increasing employment will result in a demand for housing near those jobs.



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Increased housing demand may provide opportunities to reduce the amount of vacant housing.



# Next Steps



# Next Steps

**Phase 1 Define the Need**  
*March-July 2015*

Public comments from the Open House and stakeholder involvement will be combined with the housing market study.

**Phase 2 Explore the Strategies**  
*August-December 2015*

An Open House will ask the public for feedback on options for housing strategies.

**Phase 3 Select Strategies**  
*January-April 2016*

A final Open House will ask the public for feedback on selected housing strategies.



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## Comments or Questions?

Please provide your feedback on the following topics:

- What type of housing do you need?
- What type of housing is important for our community to succeed?
- Where would you like to live?
- What housing issues are important to you?

***Thank You***  
*for providing your input!*



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