



Mooresville Comprehensive Housing Strategy

• Phase 1 Summary Report •

Submitted by:

Centralina Council of Governments

July 17, 2015

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Executive Summary

Mooresville's Comprehensive Housing Strategy will help ensure that the Town has the right kind of housing available in the right places, at all price points to meet the demands of employers and their workforces, an aging population and all other current and future residents. The Strategy will address what type of housing is needed, where housing is, should or could be located, and will identify barriers that impede the right kind of housing being available in the right places, at the right price points to meet demands.

Key steps in developing the Comprehensive Housing Strategy included forming the Project Team, launching the Funding Strategy Committee and funding strategy, assembling the Steering Committee and having 3 meetings with this group, and holding the Phase 1 Open House event. Open House participants provided valuable input on housing needs (type, location). This input is the foundation of the Housing Strategy.

Phase 1 Open House Findings

The Phase 1 Open House was held on June 30, 2015 at The Charles Mack Citizen Center. 124 residents participated in this event and 87 feedback forms were completed. Open House participants were asked questions about housing in Mooresville – what type of housing, including type of housing features, amenities and proximity, and housing location.

The main housing needs expressed by Open House participants include:

- **For a growing aging population**
 - single level
 - close to transportation and shopping
- **Single family homes**
 - located downtown and suburban areas
 - close to green space
 - close to schools
- **More affordable housing options**

The Open House findings reinforce the Town Board's motivation for initiating this project. Earlier this year Mayor Atkins was quoted as saying, "As the housing market changes, new types of neighborhoods with greater diversity in housing styles, sizes, price ranges and amenities are required to meet the demand for a broader range of housing choices." The responses provided by Open House participants are in line with and establish a connection to the sentiment put forth by the Mayor that has also been echoed by Mayor Pro Tem Houston and Commissioner Compton.

What's Next: Phase 2

- A key component of Phase 2 is that a data consultant will be hired in August to develop a housing market study.
 - The consultant will respond to the housing needs expressed by Open House participants in Phase 1 and will look at data on housing type, barriers to having the right kind of housing available, and will coordinate with the Town on locational aspects.
 - Data collected will be shared with the public at the second Open House.
- In terms of process:
 - The Project Team will continue to meet via conference call on a bi-weekly basis.

- The Funding Strategy Committee will continue to meet and will focus on building project partners, with emphasis on the Town's major employers.
- The Public Engagement Design Group will launch during Phase 2.
- The Steering Committee will meet on August 20 and in September and October.
- The Phase 2 Open House is scheduled for November at the Charles Mack Citizen Center.

Introduction

Mooresville's Comprehensive Housing Strategy will help ensure that we have the right kind of housing available in the right places, at all price points to meet the demands of employers and their workforces, an aging population and all other current and future residents. The Strategy will address:

- *What type* of housing is needed? Current and future – including housing stock by price point, features, and amenities.
- *Where* housing is, should or could be located, and how housing intersects with other systems (i.e., transportation; schools; commuting; etc).
- *Barriers*. Identifying barriers that impede the right kind of housing being available in the right places, at the right price points to meet demands. Barriers could be financial, regulatory (permitting, codes, etc.), etc.

How does this happen?

1. Phase 1: Defining the Need – what are current housing needs and gaps, what the community values about its housing and what it wants for its future.

- *Participants at the June 30 Open House provided us with this input on housing needs (type, location) and it is included in this Summary Report. This input is the foundation of the Housing Strategy.*

2. Phase 2: Identifying Possible Solutions/Options to address the needs that were expressed in the first phase.

- *A data consultant will respond to the housing needs expressed by Open House participants in Phase 1. The consultant will look at housing type data, barriers to having the right kind of housing available, and will coordinate with the Town on locational aspects. Data collected will be shared with the public at the second Open House. The focus will be on getting input on what type of housing is needed and where, and what are the barriers to achieving it.*

3. Phase 3: Framing Solutions/Strategies – what actionable strategies, based on what was presented during Phase 2, will enable us to achieve our preferred options for meeting current and future needs.

- *Based on feedback gathered at the second Open House – data on what type, where, barriers that responded to input gathered in Phase 1 – a draft Housing Strategy will be put together including actionable strategies and how to next steps. This will be shared at the third Open House.*

Phase 1 Activities

Here are the main activities that happened in Phase 1:

- January 6, 2015 – First Project Team check-in call occurred. This group, comprised of Town elected officials and staff, Iredell County staff, and Centralina COG staff, has a standing bi-weekly call to discuss the project.
- February 2, 2015 – The Town Board approved a budget amendment for \$30,000 for Phase 1 and the Phase 1 statement of work with Centralina COG.
- Between February and April, the Project Team worked on getting the Funding Strategy Committee assembled and launched on March 10, then received updates of the Funding Strategy Committee's progress. In April, the Funding Strategy Committee started the major employers campaign and the Project Team approved the project Funding Strategy. The Project Team also worked on launching the Steering Committee and planned their first meeting.
- April 30, 2015 – First Steering Committee meeting was held at Town Hall (see pictures below). Agenda items included: Group introductions, setting the context for the project, role of the Steering Committee, group engagement, next steps and wrap up.



- May 4, 2015 – \$5,000 check presentation to the Town Board from representatives of the National Association of Realtors® and the Charlotte Regional Realtor® Association (see picture below).



- May 26, 2015 – Second Steering Committee meeting was held at the Charles Mack Citizen Center. *Agenda items included: Context review; building the Open House plan; marketing the Open House; group engagement; next steps and wrap up.*
- June 10, 2015 – Third Steering Committee meeting was held at the Charles Mack Citizen Center (see picture below). *Agenda items included: Group engagement–Open House marketing update; building the Open House plan; Funding update & Steering Committee role; and Wrap up.*



- June 2015 – An open letter from Mayor Atkins to Mooresville-South Iredell Chamber of Commerce members appeared in the June issue of *The Voice*, inviting partnership around the Comprehensive Housing Strategy project.
- Late June 2015 – The Town launched a page dedicated to this project on Town website. This page serves as a repository for project-related information, accessible by the Project Team, Steering Committee and residents.

Visit the project page at www.ci.mooresville.nc.us/558/Comprehensive-Housing

Engage your community - connect to news, events and information you care about. [View more information...](#)

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COMPREHENSIVE HOUSING STRATEGY

Mooresville Comprehensive Housing Strategy

The Town of Mooresville has been invited by the Centralina Council of Governments to participate in a pilot program to develop a community-based housing strategy. Having the correct housing choices to meet the changing needs of current and future residents and employers is important to Mooresville's ongoing vitality.

What is a community-based housing strategy?
 In a sense it is "how to" steps to better prepare a community for future housing needs. It is developed by combining local data and the input of local stakeholders and a public engagement process. This strategy will do three things:

- 1) Identify and quantify future housing needs in each market segment based on the Town's demographic and workforce profile.
- 2) Develop locally acceptable strategies customized to meet specific needs.
- 3) Establish the action plans and partnerships needed to carry out the strategies.

How will this strategy benefit Mooresville?
 This strategy will align its land use plans and development ordinances to support market demand, thereby telling what specific types of housing is needed. Private sector partnerships will also be encouraged to help the Town meet the housing demands of the future. Developers will have clear direction about specific housing types Mooresville is looking for.

CONTACT US

Kim Sellers
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Emily Parker
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DOCUMENTS

- [Request for Qualifications](#)
- [Open House Display Boards June 30](#)
- [Mooresville Comment Form](#)
- [Information Sheet](#)
- [Speaking Points](#)
- [Groups & Roles](#)
- [Mooresville Comprehensive Plan](#)
- [Mooresville Open House Flyer](#)

Development Overview

Comprehensive Housing

- [Citizen Connect](#)
- [Report a Concern](#)
- [Budget](#)
- [Online Payments](#)
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- [Online Forms](#)

Blackboard connect

CONTACT INFORMATION HELPFUL LINKS USING THIS SITE

- June 30, 2015 – The Phase 1 Open House was held at the Charles Mack Citizen Center in the Merchant and Cedars rooms. 124 people signed in, 87 completed feedback forms were turned in, and many members of the Steering Committee and Project Team were on hand to answer questions (see pictures below)



Phase 1 Open House Results Summary

The following is a summary of results from the 87 feedback forms completed by attendees of the Phase 1 Open House. The Open House was held on June 30, 2015 at The Charles Mack Citizen Center in downtown Mooresville. This summary is a snapshot of what participants had to say when asked questions about housing in Mooresville – what type of housing, including type of housing features, amenities and proximity, and housing location. A more complete list of responses is included in Appendix B.

Phase 1 Open House Findings: The Open House findings reinforce the Board’s motivation for initiating this project. Earlier this year Mayor Atkins was quoted as saying, "As the housing market changes, new types of neighborhoods with greater diversity in housing styles, sizes, price ranges and amenities are required to meet the demand for a broader range of housing choices." The responses provided by Open House participants are in line with and establish a connection to the sentiment put forth by the Mayor that has also been echoed by Mayor Pro Tem Houston and Commissioner Compton.

The main housing needs expressed by Open House participants include: housing for a growing aging population; close to transportation and shopping; single family homes; located downtown; close to green space; single level; located in a suburban area; close to schools; and more affordable housing options.

1. What type of housing do you need or want? (Examples: single-family, townhomes, one-level, detached, attached, apartments, rental vs. owner-occupied, independent living, assisted living, etc.)

Top answers:
For an aging population (55 years old +)*****40
Single family homes*****25
Townhomes*****8
Starter homes**2
Owner-occupied**2
Apartments**2

Sample Responses:

- “I’m representing older adults (70+) from our church. Pedestrian friendly areas – sidewalks for walkers wheelchairs, and grandchildren’s strollers. One level, 1-2 bedroom, not outside maintenance, some yard for pets.”
- “Affordable housing for young families and retired/aging seniors.”
- “We want integral housing – a development that includes upper, middle, low income and elderly all in one location.”
- “3 step housing – independent, assisted, nursing; in same complex.”
- “Multi-family with vertical units; should be built 4 stories to provide larger rental pool; elderly/disabled would have access to more units; also make more like brownstone entrances so it would be easier to convert to condos if necessary in the future.”
- “One level attached 1 and 2 bedroom homes for seniors could be for sale or rent.”
- “High end homes on the lake for older couples with common facilities: pool; boat docks, park, and community center.”

2. What housing features, amenities, location or proximity issues are important to you?
(Examples: one-level near transit, highway, work, schools, parks and recreation areas, shopping, open fields, near friends or family, other)

<p>Top answers (some responses were mentioned in Question 1):</p> <p><i>Close to (proximity):</i></p> <ul style="list-style-type: none"> • Transportation/Transit*****29 • Shopping*****29 • Park and recreation area/green space*****20 • Schools*****15 • Work*****8 • Near friends*****7 • Near family*****6 • Health care facilities*****6 • Restaurants*****5 • Downtown*1
<p><i>Features:</i></p> <ul style="list-style-type: none"> • Single level*****19 • Multi-level***3 • More than 2 bedrooms**2
<p><i>Amenities:</i></p> <ul style="list-style-type: none"> • Walkable/bike friendly neighborhoods***3 • Sidewalks***3 “especially within 1 mile radius of school, reduces traffic and transportation costs and improves environment” • Master bedroom downstairs***3 • “Shopping for seniors without transportation”**2 • Wheel chair/walker width doors**2 • One level near shopping*1 •

Sample Responses:

- “One level near transit for my elderly parents. Bi-level near schools, recreation and transit for my family.”
- “One level near shopping centers and schools. Not near the highway or on busy streets.”
- “Proximity to health care and basic shopping needs, public transportation to work or to Charlotte...”

3. Where would you like to live? (Examples: close to downtown, in a suburban area, in a rural area, in an established neighborhood or new subdivision, etc.)

<p>Top answers:</p> <p><i>Location:</i></p> <ul style="list-style-type: none"> • Downtown*****22 • Suburban area (not downtown)*****16 • Established neighborhoods*****11 • Rural area*****9 • Close to downtown*****8 • New subdivision*****8 • Near the lake, lake front, lake view, lake access****4 <p><i>Proximity:</i></p> <ul style="list-style-type: none"> • “Must be inside the Mooresville Graded School District.” • “Shopping and medical office close by.” • “Near a ‘nice’ grocery store.” • “Close to grocery store.” • “Near highway.” • “Near transportation.” • “Anywhere would be nice. My family would just like a yard to do things in.” • “Within walking distance of the real “uptown” (not town center).” • “Close to a high-paying work center.” • “Close to work” • “Walk/bike to attractions.”
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Sample Responses:

- “I am blessed to live on the lake, but otherwise prefer rural. Once a senior I would prefer to be part of a senior housing community.”
- “I live in the county, but housing is needed downtown also.”
- “Either established neighborhood refitted for a senior community or a new subdivision reasonably close to doctors and hospital.”
- “Prefer suburban now but should independent/assisted living be needed, location will be less important.”

4. What type of housing is important for our community to succeed?

Top answers:
Affordable housing options*****14
Housing for aging population*****9
Mixed income community housing***3

Sample Responses:

- “Senior housing – I represent 1000+ members/attendees from Rocky Mounty UMC. We have seniors moving out of the area/away from families as they have no options.”
- “Affordable to all.”
- “Affordable housing that allows our community members to be comfortable and happy. Housing that helps establish good bonds with neighbors and fosters a sense of community.”
- “Affordable houses. I don’t think we need more development, let’s rehab some of the existing houses.”
- “Housing in all price ranges to suit all income levels...”
- “Decent affordable housing for lower income households”
- “Neighborhood oriented community where everybody watches out for each other.”
- “Quality homes, affordable prices.”
- “Remodel historic homes.”
- “Quality multi-family; quality entry level (hard to do); much more senior assisted living space (how to keep the prices reasonable).”
- “Single family, one level, a place for baby boomers to retire (living longer). Space for millennials to light as they move up the corporate ladder.”
- “A range of housing covering the statistical income/asset groupings.”
- “Apartments for young people and new residents and low income. Assisted living/low income single family homes.”
- “Apartments for people just starting out in life.”

5. Comments/questions on Mooresville's Housing Needs, the Preliminary Findings on Needs, and/or the Comprehensive Housing Strategy process?

Themes and representative quotes:
<p><i>Related to the aging population:</i></p> <ul style="list-style-type: none">• “As you think about your aging population consider multi-generational needs to keep a younger base as they become the new ‘seniors’”• “The new housing is too expensive, [need] something for elder citizens.”• “Target active young retirees – less pressure on schools.”• “With the increased age of our population, more housing is needed specifically for retired seniors who are still active and do not want to live in an assisted center.”• “The low income elderly population has few options, hence, people stay in their unmaintained homes far too long. These homes are often not safe or appropriate for their needs.”
<p><i>Related to affordability:</i></p> <ul style="list-style-type: none">• “Need housing communities from the \$125k - \$150k range. Non-traditional loan types don’t have a chance against a conventional loan.”• “I think the opportunity for affordable housing in Mooresville will bring new beginnings for a lot of people.”• “Every housing need to fit everyone budget so that they can afford to pay the mortgage and not to have struggle.”
<p><i>Related to housing variety:</i></p> <ul style="list-style-type: none">• “I do not want to see high rise buildings/apartments; I do not want to see downtown turn into a big parking deck.”• “Can more homes be refurbished/remodeled in Mill Village and Historic District? Include appropriate road access in future to avoid gridlock”• “More homes than apartments.”
<p><i>Related to the Open House process:</i></p> <ul style="list-style-type: none">• “This was very educational. Very much needed.”• “I would like to see a comprehensive plan that addresses the unique challenges of transitioning young adults with disabilities to housing that meets their needs, in an affordable, accessible way that provides work, family, educational opportunities in close proximity.”• “Smart to think ahead and get feedback from community”• “Great effort to diversify housing stock and priorities.”

6. Comments or questions about this Open House, communications or general comments?

Answers related to the Open House:

- "Very informative."
- "Good information shared."
- "I think the open house is a very nice thing and keep up the good work."
- "Nice presentation, easy to understand, great flow."
- "Good displays with lots of data. Good thought process in room layout. Need to do several as planned."
- "Nice presentation and questions were answered."
- "I really was impressed with what this meeting had to offer, looking forward to seeing what the future brings."
- "Great job identifying not only your income range, but your age range, while keeping future growth in mind."
- "Keep up the good work."
- "Thank you for this forum to address these community concerns."
- "Very encouraged by those that have reached out to citizens."
- "Very good information. Thanks for communicating with the citizens."
- "Great event! Thanks for your efforts."
- "Thank you. Great idea for community engagement."
- "Thanks for the opportunity."
- "Thank you for holding and planning this event."
- "This is a good start, should have been done years ago."
- "A great way to obtain input. The basic strategy statement seems right on."
- "The atmosphere was very calm and interesting."
- "Very exciting and interesting."
- "A short video to explain the charts would be helpful."
- "It was very informative, and low income families need someone who cares about their needs."
- "Please forward schedule for upcoming meetings."
- "The representatives for this event were friendly and knowledgeable. I am new to the area and not sure what issues are driving this campaign."
- "Shows initiative and leadership."
- "I think it is so important to get the community input."
- "Appreciate the solicitation of public opinion."
- "I work out of town Sept-June but would love to be included in the next two phases."
- "It was a great experience. It is great to know how many people care about our community."
- "Great idea thank you for allowing the citizens to help in planning our community."
- "Thanks – great opportunity to shape our community taking all viewpoints into consideration."
- "I think it's a great program and that you are interested in locals wants and needs."
- "Effort put forth by the Town government is impressive and appreciated as a resident and builder/business entity."
- "Excellent and mixed turnout was surprised."
- "It was really nice to talk to Mr. Tim Brown. He was very informative and was able to answer all of my questions."

Funding Summary

Accomplished to Date

- Funding Strategy Committee
 - Committee formed with Mayor as chair, 12 civic leaders as members
 - Eight committee meetings held March – June
 - Strategic Funding Plan developed and implementation begun
- Strategic Funding Plan
 - Town as guarantor for full \$110,000 of estimated project cost
 - Fundraising goals established for each phase and for private-sector vs. other non-Town sources

Funding Type	Phase 1	Phase 2	Phase 3	Project Total
Local private sector	\$28,300	\$28,100	\$13,600	\$70,000
Other	\$8,000	\$17,000	\$15,000	\$40,000
Total	\$36,300	\$45,100	\$28,600	\$110,000
Needed by	June 1, 2015	Aug. 1, 2015	Nov. 1, 2015	Nov.1, 2015

- Specific methods, approaches outlined
- Local Employers campaign (Major Employers, Banks, Other local businesses); Campaign materials include:
 - Mayor's letter
 - Project information sheet
 - Donor Pledge Commitment form
- Local/Regional & National Grants programs
- Results to Date
 - **\$19,000** raised from all sources (excluding Town budget)
 - \$4,000 from local private sector (MSI Chamber of Commerce, NASCAR Technical Institute, Sawyer Insurance, Central United Methodist Church)
 - \$15,000 in grants and in-kind support
 - Chamber of Commerce published an open letter to its members from the Mayor, requesting that local businesses support the project, in its June issue of *The Voice* magazine (circ. ~4,000)
 - Mayor and Committee members continue to solicit private sector support; CCOG is seeking additional grants.

What's Next: Looking Ahead to Phase 2

Here is what we are planning for Phase 2:

Phase 2 Process Outline July/August - December 2015		
Who?	What?	When?
Steering Committee	4 th meeting	August 20 at 9:30 am at CMCC
Project Team and Data Review Team	Hiring a data consultant to dig deeper into data related to what type of housing, where housing is located, and barriers	RFQ was published on July 10. Submittals are due on July 27. The consultant should start work at the end of August.
Steering Committee	5 th meeting	September - date tbd
Steering Committee	6 th meeting	October - date tbd
Project Team	Conference calls	Bi-weekly or on an as needed basis
Funding Strategy Committee	In person meetings or conference calls	On an as needed basis
Public Engagement Design Grp.	Will launch during Phase 2	Meeting schedule is tbd
All (Residents, Steering Committee, Project Team, et al.)	Phase 2 Open House	Mid-November (tentative) at the CMCC

Building on what has been accomplished in Phase 1, the process elements listed in the above table will propel the project along towards the end product – the Comprehensive Housing Strategy. The end product will provide actionable strategies organized around what type of housing is needed – current and future stock organized by price points, tenure and features, housing location including proximity to amenities, transportation, schools, etc., and barriers to having the housing the Town needs. Strategies could include and are not limited to identifying financing tools to assist with closing gaps for specific price points of housing development, streamlining development review process, or focus on preserving existing affordable housing.

The Town's Comprehensive Housing Strategy will be designed to guide what housing is needed going forward. Once it is complete, community-based housing organizations, developers and builders should be able to use it to complete their own, more detailed assessment based on specific development projects. The intention is that it will be used as a tool for the Town, community housing organizations, for financial institutions, for economic officials and as a marketing tool for major employers in the Town.

On behalf of Centralina COG, thank you for allowing us to work with the Town's elected officials and staff on this project. Please do not hesitate to contact us if you have questions or need further information.

Sincerely,



Emily Parker, Senior Planner, Centralina COG

Appendix

Appendix A
Mooreville Comprehensive Housing Strategy
Steering Committee Members

#	Name	Organization
1	Miles Atkins	Town of Mooreville
2	Larry Schaefer	Adams & Associates
3	Dennis Cowardin	BB&T
4	Mark Knight	BestSweet
5	Mark Needham	Bonanza Development Inc.,
6	Stuart Maddow	Brookdale Churchill Senior Housing
7	Rev. Randy Sherrill	Central United Methodist Church
8	Kelley Daspit	Chamber of Commerce
9	Kirk Ballard	Chamber of Commerce
10	Joe Padilla	Charlotte Regional Realtors Association
11	Rob Nanfelt	Charlotte Regional Realtors Association
12	Kathy Brantley	Community Foundations
13	Brenda McKee	Community Foundations
14	Linda DiTrollo	Independent Lending Specialist
15	Marvin Norman	Iredell County Board of Commissioners
16	Beth White	Lake Norman Home Builders Association
17	Abigail Jennings	Lake Norman Realty Inc.
18	Brian Peace	Lowe's

19	Bob Wiggins	Mattamy Homes
20	Tanae McLean	MGSD
21	Brett Fansler	Mitchell Community College
22	Debbie Brawley	Mooreville Housing Authority
23	Tina Czarnecki	Mooreville Senior Center
24	Jessica Stewart	MSI EDC
25	Todd Alexander	NGK Ceramics USA Inc.
26	Melanie Calkins	Niagara Bottling LLC
27	Jennifer Waber-Bergeron	NTI
28	Jeff Porter	Our Towns Habitat for Humanity
29	Rachel Meyers	Our Towns Habitat for Humanity
30	Jeff Cernuto	Princeton Management, LLC
31	Wyatt T. Dixon. III	Proffitt Dixon Partners
32	Dale Beatty	Purple Heart Homes
33	Ken Foster	Ridgeline Development
34	Mark Lockman	RL West
35	Tom McCrea	The Bridge LKN
36	Valerie Chamberlain	The Christian Mission
37	Rhonda Touchette	The Cove Church
38	Keli Greer	Town of Mooreville
39	Linda Beck	United Way
40	Roy Helm	Wesley Community Development Corporation
41	Gerald Huffman	Blue Harbor Bank
42	Jim Marshall	Blue Harbor Bank

43	Cliff Hunnicutt	Blue Harbor Mortgage
44	Ryan Waddle	People's Bank
45	Michael Gander	First Bank
48	Dr. Yvette-Marie Pellegrino	
49	Jeremy Katz	Wilson Watts Properties
50	Charles Hart	Mooreville Housing Authority
51	Alison Royal-Combs	Keller Williams Realty
52	Linda Morris	Mayor's Senior Council
53	Vivian Brandon	Mooreville Housing Authority
54	Amy DeCaron, Ph.D.	Hope of Mooreville
55	Dan Brewer	WSP Sells, Inc.
56	Kim Sellers	Town of Mooreville
64	Carla Agnini	Lake Norman Realty Inc.
65	Michael Hoffman	SafeGuard
66	Thurman Houston	Mooreville Town Commission
67	Bobby Compton	Mooreville Town Commission
68	Genevieve Miller	Town of Mooreville
69	Ryan Rase	Town of Mooreville
70	Courtney Beck	Our Towns Habitat for Humanity
71	Lynne Priestley	Our Towns Habitat for Humanity

Appendix B

Mooresville Comprehensive Housing Strategy Open House Comment Form · June 30, 2015

1. **What type of housing do you need or want?** (Examples: single-family, townhomes, one-level, detached, attached, apartments, rental vs. owner-occupied, independent living, assisted living, etc.)

Type of housing

Single family *****

Townhomes*****

Starter homes**

Apartments**

Rental*

Owner-occupied**

Assisted living**

Assisted living***

Halfway house

Mixed use*

“Rental for independent living”

Need a homeless shelter and a home for pregnant women.

Please expand the ability to have duplexes and quads.

Affordable housing for low income family.

Affordable housing for young families and retired/aging seniors

Rental one level apartment for seniors

Single family housing that is affordable, independent/assisted living

Single family home, two story house, rent to own (buying). First time buyer.

Features/Amenities

Single level*****

Two-story

3 bedroom**

Large family (6+)

Elevator

Wheel chair/ walker width doors**

Walk in tub & wider doors

Near Harris Teeter or Publix

Housing near commercial uses

Master downstairs* Master on main*

House with a yard

No HOAs

Handicap accessible

Big bedrooms

I want a 5 bedroom house we are going to live there for a long time and I don't want to share a room with my sister.

I want a 5 bedroom house and a dishwasher and washer and dryer.

I am a single father raising four kids on my own so we need at least 4 bedrooms.

Single family detached, one-level with a reasonable space, approximately ½ acre.

“town home with elevator or one level detached”*

Appendix B

Niches

High End

“High end homes on the lake for older couples with common facilities: pool; boat docks, park, community center.”

For Seniors

70+ age*

65 older**

“We want integral housing – a development that includes upper, middle, low income & elderly all in one location”

Senior housing/ 55+**

Senior communities

50/55 and older****

Elderly/retirement**

“major full spectrum senior community; affordable-entry level”

“I’m representing older adults (70+) from our church. Pedestrian friendly areas – sidewalks for walkers wheelchairs, and grandchildren’s strollers. One level, 1-2 bedroom, not outside maintenance, some yard for pets.”

One level attached 1 and 2 bedroom homes for seniors could be for sale or rent

Transitional Housing

Elderly transitioning-less outside maintenance/maintenance free***

“3 step housing – independent, assisted, nursing; in same complex”

Active retirement community**

Housing for 65+ is sorely needed so they can transition from single family to independent /assisted/nursing in the same complex.

Over 55 neighborhood (i.e., Sun City/Del Webb)

Over 55 housing but don’t _____ over 55!

Multi-family

“Multi-family with vertical units; should be built 4 stories to provide larger rental pool; elderly/disabled would have access to more units; also make more like brownstone entrances so it would be easier to convert to condos if necessary in the future”

Price

Under \$150k

Variety of price points

Homes in the \$100k range

Homes in the \$350k range

Other

Safe neighborhood

Affordable homes for everyone.

“No monstrosity homes/ affordable mixed neighborhoods”

“Regular home (owns a HUD) with a yard rather than apartments”

Homebuilder with Essex Homes anxious to build to meet any and all needs of the community.

“best low income housing you could possibly build”

Appendix B

2. What housing features, amenities, location or proximity issues are important to you? (Examples: one-level near transit, highway, work, schools, parks and recreation areas, shopping, open fields, near friends or family, other)

Close to:

Transportation/Transit***** Light rail**

Shopping*****

Park and recreation area/green space*****

Schools*****

Work*****

Near family*****

Near friends*****

Health care facilities*****

Restaurants*****

Downtown*

Features/Amenities

“Transit – convenient options to travel and not have to drive own vehicle.”

“Transportation to Charlotte.”

Parking near transit

“One level near transit for my elderly parents. Bi-level near schools, recreation and transit for my family.”

“School, work, and transit is what we need to have affordable homes near.”

“Shopping for seniors without transportation”**

“Proximity to health care & basic shopping needs, public transportation to work or to Charlotte; don’t over build be conscience to leave open space for community enjoyment.”

“Near schools and work, but far enough away from busy roads.”

“Food stores in the downtown area. More access to transportation.”

Single level*****

Multi-level**

Mixed use

Mixed income

One level near shopping*

“One level near shopping centers and schools. Not near the highway or on busy streets.”

“Split level near parks and shopping centers. Not near the highway. Near friends or family. Near school.”

Pool in neighborhood

Lake front/view

Open space

“I would love a two story house, but I am on a set income and I can’t afford it, so a one-level would be nice too. I rent an apartment and my kids would also enjoy living in a house.”

“Grocery stores, pharmacy, and grill but not in a strip center”

All of the above*

Sidewalks*** “especially within 1 mile radius of school, reduces traffic and transportation costs and improves environment”

“Poor streets, lack of sidewalks and transportation isolates people.”

Infrastructure to handle growth

Private quiet area

Appendix B

Walkable/bike friendly neighborhoods***

Community base/sense of community*

Small town

Keep downtown as the hub

Handicap accessibility to downtown

Downtown needs to be the center

Being in town

Other

Train should come to downtown.

Mooresville has a great school system.

Market driven. Want to know what is needed and wanted by buyers.

Big need for affordable housing.

Infrastructure! Roads! Traffic! Schools!

3. Where would you like to live? (Examples: close to downtown, in a suburban area, in a rural area, in an established neighborhood or new subdivision, etc.)

Downtown*****

Suburban area (not downtown)*****

Rural area*****

Established neighborhoods*****

“...away from busy traffic areas”

“...with mature trees, larger lots, just on the outskirts of downtown.”

“Larger lot size like in established neighborhoods.”

Close to downtown*****

New subdivision*****

Near the lake, lake front, lake view, lake access****

“I am blessed to live on the lake, but otherwise prefer rural. Once a senior I would prefer to be part of a senior housing community.”

“I live in the county, but housing is needed downtown also.”

“Either established neighborhood refitted for a senior community or a new subdivision reasonably close to doctors and hospital.”

“Prefer suburban now but should independent/assisted living be needed, location will be less important.”

Proximity

Must be inside the Mooresville Graded School District.

Shopping and medical office close by

Near a “nice” grocery store

Close to grocery store

Near highway

Near transportation

“Anywhere would be nice. My family would just like a yard to do things in.”

“Within walking distance of the real “uptown” (not town center).”

Close to a high-paying work center.

Appendix B

Close to work
Walk/bike to attractions

Other

Not in the center of a lot of traffic.
Quiet and clean neighborhood.
Large wooded lots.

4. What type of housing is important for our community to succeed?

For Aging Population

Retirement community****

Older adults*****

Variety for aging

Senior housing*

Mixed for 55+

Low maintenance housing for seniors.

“Around the clock management. No tubs, lower cabinets, windows that open.”

“Senior housing – I represent 1000+ members/attendees from Rocky Mounty UMC. We have seniors moving out of the area/away from families as they have no options.”

“Senior housing would be a real economic boon. Infill housing could be an asset to downtown.”

More low cost housing for seniors

Mixed Income

Mixed income community housing***

Mix in price points to cover needs of aging populations.

“Integral economic integration”

Mixed income levels

Diverse community**

A blend of socio-economic classes

Variety (niches?)

We need a diversity of housing

All aspects.

Full range of options.

“Quality rental – all incomes.”

“I think owner occupied is more successful than rental housing.”

For all demographics.

“Mix of all types; brownstones, excellent senior living”* (like Birkdale)*

A variety to serve younger couples with children.

Langtree

Housing for low/moderate income

“A healthy mix of affordable (integrated into community fabric, not concentrated too tightly in one area) plus middle and upper income.”

Upscale & medium priced homes

“Apartments for people just starting out in life”

Mixed for young professionals

Appendix B

Multi-family

Multi-ethnic

Single family focus on lot size and sq. ft.

“Housing for people that want to live and support downtown local businesses; LESS habitat and low income housing around downtown; locate low income near amenities they use.”

“Housing in all price ranges to suite all income levels. A lot of homes are now being built starting in the \$180s.

Programs for first time home buyers which will compete in the market.”

“Apartments for young people and new residents and low income. Assisted living/low income single family homes.”

“A full range of price points.”

“Elderly having options and young family housing, transit. We do have downtown safety issues for third shift workers.”

“Single family, one level, a place for baby boomers to retire (living longer). Space for millennials to light as they move up the corporate ladder.”

Diverse – attached and detached.

“A variety, mixed sizes and styles, but well maintained from the curb to back lot line.”

“A range of housing covering the statistical income/asset groupings.”

Mixed density*

“Quality multi-family; quality entry level (hard to do); much more senior assisted living space (how to keep the prices reasonable)”

Affordability

Affordable housing options*****

“Affordable houses. I don’t think we need more development, let’s rehab some of the existing houses.”

Affordable and flexible layout (i.e., aging in place – not as many \$\$ rental developments)

Affordable rentals*

“Affordable to all.”

“Making sure that the housing fits everyone budgets.”

“Affordable housing for seniors with single incomes”*

“Decent affordable housing for lower income households”

Income based*

Low income**

2nd chance housing

Affordable and spacious

Affordable nice homes for young, single and independent housing

Affordable and safe

Low payment

“Affordable housing that allows our community members to be comfortable and happy. Housing that helps establish good bonds with neighbors and fosters a sense of community.”

“Affordable housing for students in school* and one person households.”

“Quality homes, affordable prices.”

Nice, affordable homes

Other

Planned communities with HOAs

Sidewalks*

Transportation services for all groups.

Open areas/green-space.

Appendix B

Remodel historic homes.

A big house where there is no bad thing around the area.

Living by family and friends*

"There are a lot of single family and homeless people in Mooresville so anything that is reasonable or fit will do."

"Neighborhood oriented community where everybody watches out for each other."

5. Comments/questions on Mooresville's Housing Needs, the Preliminary Findings on Needs, and/or the Comprehensive Housing Strategy process?

Related to Aging Population

"As you think about your aging population consider multi-generational needs to keep a younger base as they become the new 'seniors'"

"The new housing is too expensive, [need] something for elder citizens."

"We owe it to our elderly & low income to meet their needs"

"How does the need for senior housing get translated into developmental action and zoning in _____?"

"Home owning seniors – where do they go from these larger homes – to downsize and stay in Mooresville. Have the _____ and \$ but what's the options?"

"Target active young retirees – less pressure on schools."

"With the increased age of our population, more housing is needed specifically for retired seniors who are still active and do not want to live in an assisted center."

"The low income elderly population has few options, hence, people stay in their unmaintained homes far too long. These homes are often not safe or appropriate for their needs."

Related to Process

"Smart to think ahead and get feedback from community"

"Process seems OK, must keep time schedule and make decisions based on identifying needs not politics"

"This was very educational. Very much needed."

"So far so good, please continue to solicit public comment & input, though a lot of distraction will need to be screened out."

"Glad a program is being addressed/put together."

"Great effort to diversify housing stock & priorities"

"Thank you for this."

"Love the boards."

"I like the fact that there is a Comp. Housing Strat. I trust that the emphasis will be on the common good and that the poor will be upmost in any considerations and plans."

"Based on the posters it is obvious what the needs are. The push will be for the money maker (residence wise) & those at the ends of the scale will get the short end of the stick, this should be kept in mind as decisions are made."

"I would like to see a comprehensive plan that addresses the unique challenges of transitioning young adults with disabilities to housing that meets their needs, in an affordable, accessible way that provides work, family, educational opportunities in close proximity."

Good project.

Quicker process*

Great to see the development of a comprehensive housing strategy – please include public private partnerships.

Good process.

Good start.

"When you meet do you discuss renters or just home buying? Downsizing, family status, transit"

Appendix B

Related to Affordability

"I hope it works and gives the community more affordable housing."

"How will you make housing affordable yet designed for older adults?"

"Affordable housing for low/moderate income families"

"Need housing communities from the \$125k - \$150k range. Non-traditional loan types don't have a chance against a conventional loan."

"Be nice to have cheap housing and a place for homeless and for young women that are pregnant."

"I think the opportunity for affordable housing in Mooresville will bring new beginnings for a lot of people."

"Every housing need to fit everyone budget so that they can afford to pay the mortgage and not to have struggle."

Related to Variety

"More homes than apartments"

"Low income is concentrated around downtown. That is a problem for everyone"

"I do not want to see high rise buildings/apartments; I do not want to see downtown turn into a big parking deck."

"Keep up the good work in downtown revitalizing; incentives to older house restoration."

"Can more homes be refurbished/remodeled in Mill Village and Historic District? Include appropriate road access in future to avoid gridlock"

"How significant is the future of group living? Are the population #s that high or did I misread them?"

Other

"What about preserving Mooresville's identity? Preserving what is unique and historic here and integrate it with a development plan"

"There are a lot of empty and ran down houses. Mooresville has done a good job in this area"

Infrastructure & Transportation

"Please consider the infrastructure especially roads before adding large housing developments. Let's have a planned community."

"The infrastructure of roads and transit need to growth with housing. Affordable houses are needed. For young families and single parent households."

"Better/more public transportation; infrastructure investments"

"Transportation around the Mooresville area will be continuing need as our community grows – both locally and around Mooresville and to the surrounding communities where jobs may be."

"Route 150 – plan to bypass town for thru traffic"

Taxes

"Want to know more about taxes; what increases them and how often."

"Why do taxes keep raising and don't stay the same."

"I am not currently seeking housing. However, the comments I hear most is that taxes drive people outside the city and even to other markets."

"Would like to see more flexibility in water/sewer fees - for example lower fee for smaller units for seniors, workforce, as compared to current rates for standard or larger homes"

Appendix B

6. Comments or questions about this Open House, communications or general comments?

Related to the Open House

Very informative**

"Good information shared."

"I think the open house is a very nice thing and keep up the good work"

"Nice presentation, easy to understand, great flow"

"Good displays with lots of data. Good thought process in room layout. Need to do several as planned"

"Nice presentation and questions were answered"

"I really was impressed with what this meeting had to offer, looking forward to seeing what the future brings."

"Great job identifying not only your income range, but your age range, while keeping future growth in mind."

"Keep up the good work"

"Thank you for this forum to address these community concerns"

"Very encouraged by those that have reached out to citizens"

"Very good information. Thanks for communicating with the citizens."

"Great event! Thanks for your efforts"

"Thank you. Great idea for community engagement"

"Thanks for the opportunity"

"Thank you for holding and planning this event."

"This is a good start, should have been done years ago."

"A great way to obtain input. The basic strategy statement seems right on."

"The atmosphere was very calm and interesting."

"Very exciting and interesting."

"A short video to explain the charts would be helpful."

"It was very informative, and low income families need someone who cares about their needs."

"Please forward schedule for upcoming meetings."

"The representatives for this event were friendly and knowledgeable. I am new to the area and not sure what issues are driving this campaign."

"Shows initiative and leadership."

"I think it is so important to get the community input"

"Appreciate the solicitation of public opinion"

"I work out of town Sept-June but would love to be included in the next two phases."

"It was a great experience. It is great to know how many people care about our community"

"Great idea thank you for allowing the citizens to help in planning our community"

"Thanks – great opportunity to shape our community taking all viewpoints into consideration."

"I think it's a great program and that you are interested in locals wants and needs"

"Effort put forth by the Town government is impressive and appreciated as a resident and builder/business entity."

Excellent and mixed turnout was surprised.

"It was really nice to talk to Mr. Tim Brown. He was very informative and was able to answer all of my questions."

Other

"Look forward to seeing what Mooresville will do for older adult housing needs"

"Great idea – plan for future now"

"Keep all the strategies 'above board' and well explained; keep a priority on poor and needy and seniors. Do all for the common good and the common growth of Mooresville people."

Appendix B

“People like the country, people like the small town. If you don’t control the growth or how it occurs you no longer have the country or the small town. If the market is there, the development will come to your terms. It may take a bit longer: 1) Curtis Pond is not a good development, all one sees is cars 2) storm water runoff needs to have multiple points of discharge, higher velocities & volume incises & erodes the streams 3) I moved to Mooresville for the small town feel. I consider there are two Mooresville’s A) exit 36/150 & B) main street/downtown area 4) I live in Fieldstone/ Magnolia Dr residential area. Right now there is easy access to stores, movie, grocery stores etc., in general that should be duplicated 5) Obvious that decent housing for lower socio-economic status needed. And with continued influx of people to the area the pressure will increase. Rather than clustering areas we should try to disperse within various developments 6) development that provides the feel, openness of the ‘small town’ even though it may actually be rather compact and dense 7) stop counting gullies as open space & tree save areas 8) keep construction off the top of gullies and streams 9) it is how you ‘do’ development as much as what you do that gives quality of life 10) in town construction should be done in keeping with current architecture and style.”

“Would love to see more live, work space close to downtown; more walkable communities”

“Will we be able to talk to someone about buying a home? What steps to take to begin the process of purchasing an affordable home?”

“Have lived in family owned apartment for 19 years. They have always taken care of any problems promptly which large corporations are not apt to do.”

“I’m looking forward to moving here.”

“First time home buyer (single family home). Don’t want to rent anymore. Looking to buy a home.”

“A nifty marketing campaign and slogan might aid the process (i.e., ‘More Coming to Mooresville’ or ‘Mooresville on the Launch Pad’ etc.”