



# Welcome!

**The purpose of this second  
Open House is to**

- 1) Share what the community identified as Mooresville's top housing needs.
- 2) Get your feedback on options to address the housing needs you identified.



Aging Population



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Employment



Population Growth



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# 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 one million people).

### **2010-2025**

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

### **February 2015**

Town Board approved 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.

### **September – December 2015**

Mooresville Housing Needs Assessment conducted by Western Economic Services for use in developing a Comprehensive Housing Strategy.

### **October 2015 – February 2016**

Offering two housing surveys through focus groups, presentations and online.

### **February 16, 2016**

Second Open House of Comprehensive Housing Strategy process to get public input on options for strategies to address Mooresville's housing needs.



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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 Mooresville provide 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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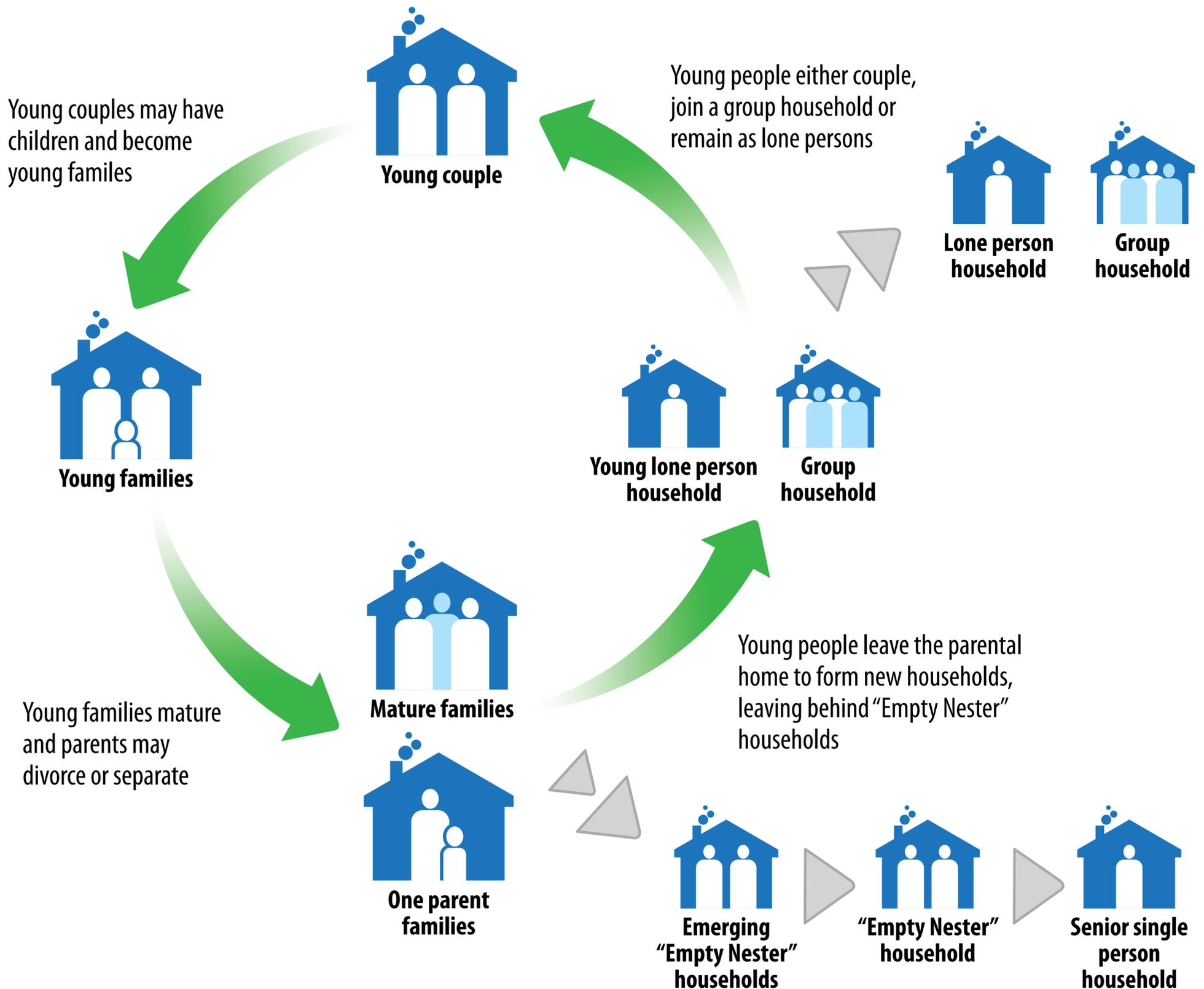


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## Lifecycle Housing

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 data.
- Involvement of housing stakeholders.
- Partnership with local businesses and organizations.



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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 2015 – January 2016*
- Phase 2** Explore the Strategies  
*January – March 2016*
- Phase 3** Select Strategies  
*April – June 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 for those working in the community and seniors.



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## Housing Surveys Focus Groups & Presentations

More than 230 residents responded to the surveys, and participated in focus groups and presentations to the following groups:

- Mitchell Community College students, faculty, staff
- Employers
- Young Professionals
- Seniors
- Veterans
- Community Service Providers
- Town of Mooresville Staff
- NASCAR Technical Institute students, faculty, staff
- Developers and Bankers
- Mooresville Downtown Commission
- Mooresville Housing Authority
- The Christian Mission



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## Preliminary Findings



Population Growth

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



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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.



# Comprehensive Housing Strategy Needs & Options



## Needs & Options

During the past several months you have provided feedback on housing needs and preferences through an Open House, housing surveys, focus groups and presentations.

We examined your feedback and the Housing Needs Assessment data to identify options for strategies to address those housing needs and preferences.

The options fall into two categories:

- Housing Price
- Location, Neighborhood & Features



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# Housing Price



## HOUSING PRICE

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# Problem Statement

Mooresville is growing rapidly and needs to expand the types of housing available at various price levels, also called “price points,” to meet the demands of an aging population, households with low to moderate income, and population growth through 2040.



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## HOUSING PRICE

# What the Data Said

The Mooresville Housing Needs Assessment found that there is an unmet demand for senior housing, housing that can be supported by households with low to moderate incomes, and housing that meets the wide range of needs of various types of households.

### Household Growth

- Mooresville is expected to grow by 4,000 households by 2040.
- More than 1,700 new households are expected to be low to moderate income.
- Renters are expected to comprise two-thirds of those 1,700 households.

### Changing Demographics

- The racial and ethnic blend of the region is increasing as well as the type of households. Single parent and non-traditional households are making up a larger share of all households.
- The Mooresville senior population is growing – persons ages 55 to 64 increased by more than 124% between 2000 and 2010. Nationally, 10,000 people turn 65 each day.

### Workforce and Senior Housing

- There is a need for housing that can be supported by households with low to moderate incomes.



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## Homeowner Units Needed to Meet Mooresville Demand by 2040

Median Income for Family of Four = \$59,600

Source: Mooresville Housing Needs Assessment, December 2015

Household Income	Units Needed	Maximum Sales Price <sup>1</sup>
\$0-\$17,880	208	\$69,831
\$17,880-\$29,800	239	\$153,910
\$29,800-\$47,680	352	\$280,171
\$47,680-\$56,620	151	\$343,089
Greater than \$56,620	1,636	Greater than \$343,089

<sup>1</sup> Assumes 20 percent down payment



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## Rental Units Needed to Meet Mooresville Demand by 2040

Median Income for Family of Four = \$59,600

Source: Mooresville Housing Needs Assessment, December 2015

Household Income	Units	Monthly Maximum Rent
\$0-\$17,880	389	\$546
\$17,880-\$29,800	334	\$943
\$29,800-\$47,680	273	\$1,540
\$47,680-\$56,620	66	\$1,837
Greater than \$56,620	394	Greater than \$1,838



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## HOUSING PRICE

# What Residents Said

### Open House 1 – Participant Feedback

#### More housing options needed:

- for the growing senior population with a variety of options to meet different needs
- that can be supported by households with low to moderate incomes
- single-family housing close to downtown and in suburban areas
- mixed income housing communities

### Housing Surveys Feedback

#### More housing options needed:

- 89% of respondents agreed it is important to have housing types for seniors meeting a wide range of needs.
- 94% of respondents agreed it is important to have housing options at a variety of prices to suit different budgets.
- 88% of respondents agreed it is important for local business employees to find housing in Mooresville if they wish.
- 72% of respondents said it is important to have neighborhoods that mix housing prices points to meet different household incomes.



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## HOUSING PRICE

### OPTIONS

#### **Develop Housing to Match Different Price Points**

- Design a process that allows evaluation of development proposals based on market, planning and desired design features. Use the process to guide and encourage development in line with community goals.
- Identify incentives for development that meet evaluated targets. Incentives could include density bonuses or reduced utility extension fees.

#### **Increase Supply of Senior Housing**

- Use housing market data to attract developers with experience in constructing specific niches of senior housing.
- Market Mooresville to high-quality experienced developers that will build housing to the specific housing markets identified by the Town.
- Identify specific areas within the community that contain support services for seniors and promote senior housing development within those specified areas.

#### **Rehabilitate Older Homes**

- Identify neighborhoods that have higher levels of housing with property maintenance issues or market obsolete conditions.
- Develop a program of education, enforcement and remediation of property maintenance codes within areas that have concentrations of sub-standard housing. Provide and utilize resources to assist with remediation.



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# Location, Neighborhood & Features



## LOCATION, NEIGHBORHOOD & FEATURES

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# Problem Statement

Housing needs to be located in areas that ensure residents will have access to transportation, employment, schools, shopping and health care.

Mooresville needs to offer diverse housing styles and features to meet the demands of current and future residents.



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## LOCATION & NEIGHBORHOOD

# What Residents Said

### Open House 1 – Participant Feedback

#### Where would you like to live?

- Downtown
- Suburban area (not downtown)
- Established neighborhoods
- Rural area
- Close to downtown
- New subdivision
- Near the lake, lake front, lake view, lake access

#### What housing amenities, location or proximity issues are important to you?

- Transportation/transit
- Shopping
- Groceries
- Parks and recreation area/green space
- Schools
- Work
- Near friends and family
- Health care facilities
- Inside Mooresville Graded School District
- Walking distance of downtown
- Walk/bike to attractions

### Housing Surveys Feedback

- 76% of respondents agreed it is important to have neighborhoods with access to public transit.
- 89% of respondents agreed it is important to have walkable connections to amenities and services.
- 75% of respondents agreed it is important to live in a neighborhood with walkable connections to civic amenities such as schools, libraries and parks.



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## FEATURES

# What Residents Said

### Open House 1 – Participant Feedback

#### What type of housing do you need or want?

- For an aging population (55 years old +)
- Single family homes
- Townhomes
- Starter homes
- Owner-occupied
- Apartments

#### Desired Features:

- Pedestrian friendly, sidewalks
- Multi-family units
- Single-level, attached 1-2 bedroom homes for seniors
- High end homes on the lake for older couples, with common features such as a pool, boat docks, and green space
- More single-level and multi-level homes
- Options with more than two bedrooms

### Housing Surveys Feedback

- 94% of respondents said it is important to have a variety of housing types to meet different life-stage needs.
- 89% of respondents said it is important to have housing types that include universal design features for seniors and persons with disabilities.
- 68% said it is important to have neighborhoods that mix housing types to meet different life-stage needs.





## LOCATION, NEIGHBORHOOD & FEATURES

### OPTIONS

#### Walkable Neighborhood Services

- Identify areas throughout community that can accommodate mixed-use and neighborhood retail/services.
- Assess need for changes in current zoning guidelines to support developing more neighborhood centers.

#### Downtown Housing

- Develop specific goals to increase housing development in the downtown area with specific focus on identifying multiple housing types.
- Identify property owners interested in “partnering” with the Town in (re)developing property consistent with market goals.
- Obtain data to determine the potential benefit of increasing specific types of housing to support existing retail and service business.

#### Mixed-Income Neighborhoods

- Amend zoning code to allow for/incentivize mixed-income development such as attached housing, mixed-lot sizes, and granny flats/in-law suites.
- Focus incentives that support mixed-income neighborhoods.



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# Next Steps



## Comments or Questions

Help us develop a housing strategy for Mooresville!  
Please provide feedback on options for housing strategies in the areas of **Housing Price** and **Location, Neighborhood & Features**.

### Next Steps

**Phase 3** Select Housing Strategies  
*April – June 2016*

Feedback from this Open House will be used to develop housing strategies. A final Open House will be held to share and gather feedback on the selected housing strategies.

**Thank you for providing your input!**



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