

# AFFORDABLE HOUSING PLAN & KEY PROGRESS OVERVIEW

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Director of Affordable Housing &  
Community Connections



# OUR VISION

Create a vibrant and inclusive community where all residents have access to affordable housing and opportunities to thrive.



# OUR MISSION

- Create Partnership
- Catalyze Affordable Housing
- Build Community

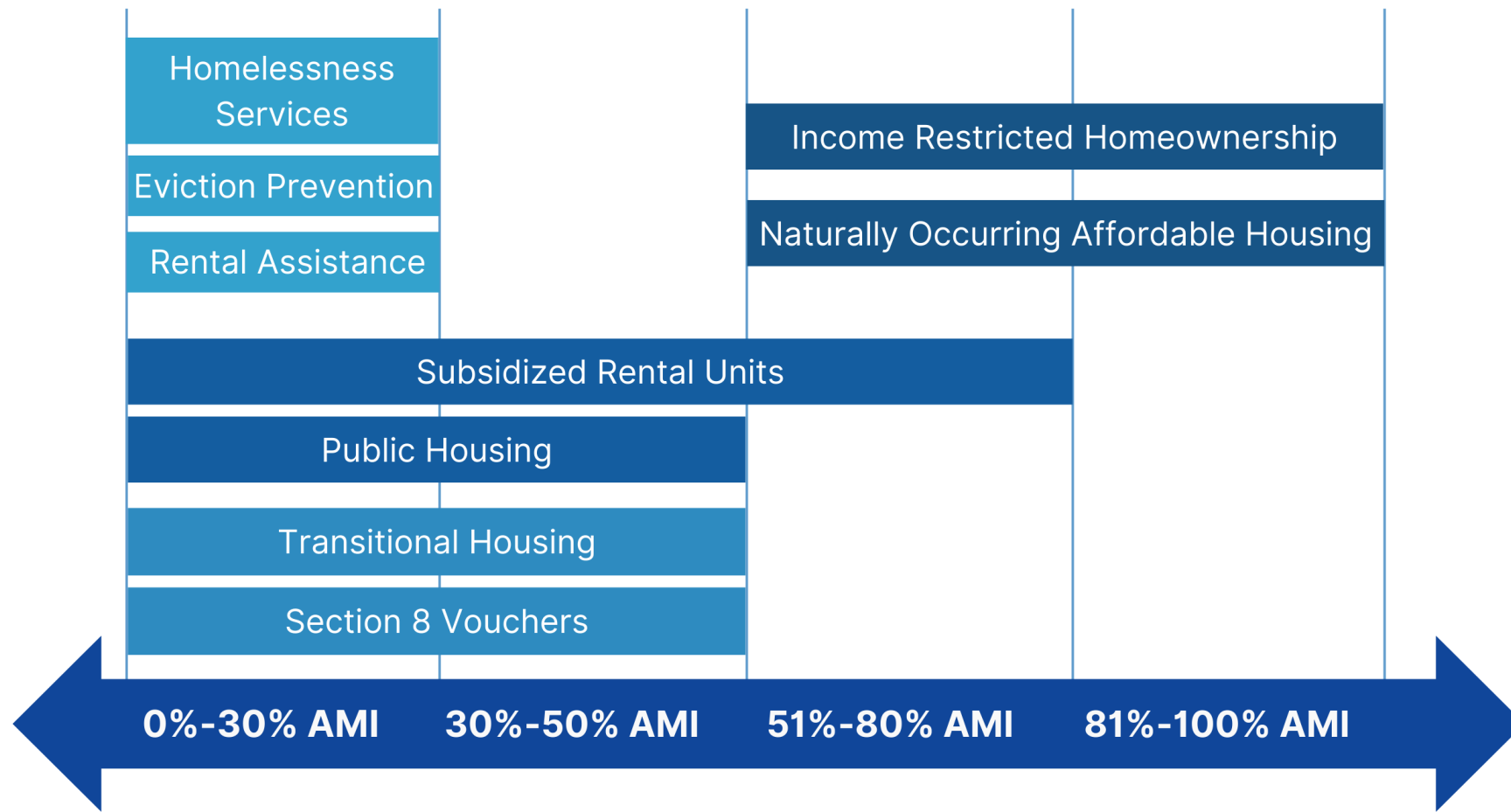


# OUR AFFORDABLE HOUSING WORK

- Fund Projects
- Initiate Development & Preservation
- Own & Manage Housing
- Create & Implement Policies



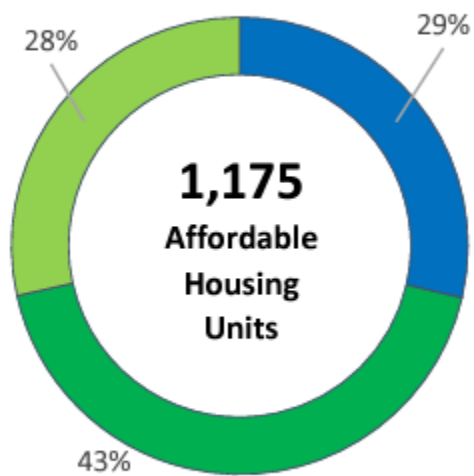
# HOUSEHOLDS SERVED BY AFFORDABLE HOUSING





# WHAT DOES AFFORDABLE HOUSING LOOK LIKE IN CHAPEL HILL?

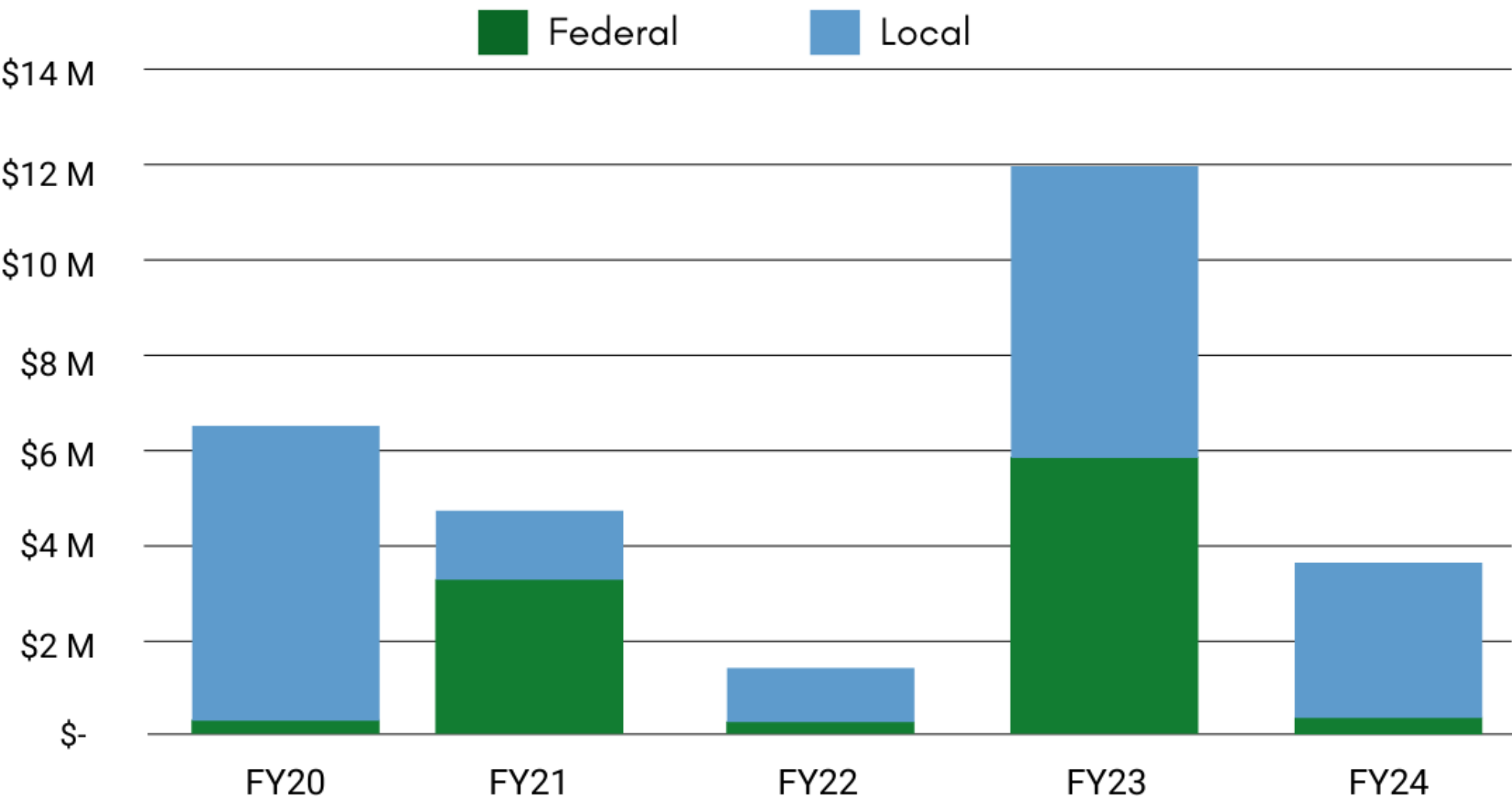
Number of Subsidized Units



- Home Ownership: 340
- Public Housing: 336
- Rental: 499



# OVER \$28M ALLOCATED OVER PAST 5 YEARS



Fund Affordable Housing Projects



# TOWN-SUPPORTED DEVELOPMENT PROJECTS



**Perry Place:**  
24 units, COMPLETED Spring 2023



**Weavers Grove:**  
102 units, Under Construction



**PEACH Apartments:**  
10 units, Groundbreaking Summer 2024



**Longleaf Trace:**  
48 units, Groundbreaking Summer 2026

# AFFORDABLE HOUSING LOAN FUND

- Plan to establish \$20 Million Fund
- Historic partnership with UNC Health
- Will support preservation and development of >600 units
- Self-Help Ventures Fund selected as Fund Administrator
- Anticipate Summer 2024 launch





# TOWN-INITIATED DEVELOPMENT

- 3 Town projects will break ground in 2024
- Total of ~200 units
- More than 1/3 of units will serve <30% AMI
- 4 additional projects in planning phases that could total ~450 units



**Trinity Court**



**Tanyard Branch Trace**



**Homestead Gardens**

# PUBLIC HOUSING

- 300 units in 12 neighborhoods
- Serve primarily <30% AMI households
- Aging portfolio in need of renovation and redevelopment
- 15 countries and 13 global languages represented
- 41% heads of household elderly and/or disabled



# TRANSITIONAL HOUSING

- 21 units of rental housing
- Serves public housing households in working towards homeownership or renting on the private market
- Provides support services & savings



# KEY POLICY EFFORTS

- Expedited Review
- LUMO Update
- Source of Income Protection
- Employee Housing
- Inclusionary Housing





# INCLUSIONARY HOUSING

- ~900 homes and \$10.8M approved to date
  - ~10% of all homeownership units
  - ~7% of all rental units
  - 285 built, \$4.9M received
- In 2023, 381 affordable units approved in market rate developments (11.5% of total)
- ~100 affordable units coming online by 2026



# OUR PLAN FOR THE NEXT 5 YEARS

Affordable Housing  
& Community  
Connections



## Town of Chapel Hill Affordable Housing Plan & Investment Strategy

Approved September 13, 2023  
by the Town of Chapel Hill Town Council

HR&A

# PROCESS FOR DEVELOPING OUR PLAN

- Accelerated 9-month process
- Built off existing plans and strategies
- Strategic stakeholder engagement:
  - 13 stakeholder Interviews
  - Presentations of initial findings to Town Council (2), the Town's Housing Advisory Board (HAB), and the Orange County Affordable Housing Coalition
  - Follow-up presentations to HAB and Town Council to gain support for the Final Plan
- Unanimous approval by Town Council

## Planning Process



# AFFORDABLE HOUSING PLAN RECOMMENDATIONS

## REDUCE BARRIERS TO BUILDING HOMES

1. Continue to pursue zoning and regulatory changes to streamline entitlements processes and evaluate the impact of development requirements on affordability.
2. Launch a formal education and outreach campaign in order to bolster community support for the Town's affordable housing priorities, including housing development.
3. Refine the Town's inclusionary housing policy to better incentivize the development of affordable rental homes.

## EXPAND AND PRESERVE AFFORDABLE HOMEOWNERSHIP

4. Modify the Town's Employee Housing Program to provide down payment assistance for moderate-income homebuyers.
5. Expand the Town's Transitional Housing Program and explore additional asset-building programs to serve more households interested in working towards homeownership.
6. Dedicate consistent funding to provide low-income households with property tax assistance.

## EXPAND AND PRESERVE AFFORDABLE RENTAL HOUSING

7. Expand the Master Leasing program.
8. Create relocation assistance packages for renters at risk of displacement or eviction.
9. Continue to provide gap financing to preserve and create homes for low-income renters.

## INCREASE STAFF AND FUNDING CAPACITY

10. Dedicate new, consistent sources of funding.
11. Realign the Town's governance and funding processes for its local funding sources.
12. Establish a revolving loan fund.
13. Enhance partnerships with regional collaborators.
14. Align staffing capacity with existing and projected programming.



# AFFORDABLE HOUSING INVESTMENT STRATEGY

## DEVELOPMENT

**LIHTC**

0-60% AMI

**Non-LIHTC**

0-80% AMI



**900+  
Homes**

## PRESERVATION

**Downpayment Assistance +  
Homebuyer Counseling**

0-80% AMI

**Public Housing Redevelopment**

0-80% AMI

**Rental Assistance +  
Master Leasing**

0-80% AMI

**Property Tax Assistance**

0-50% AMI

**Relocation Assistance**

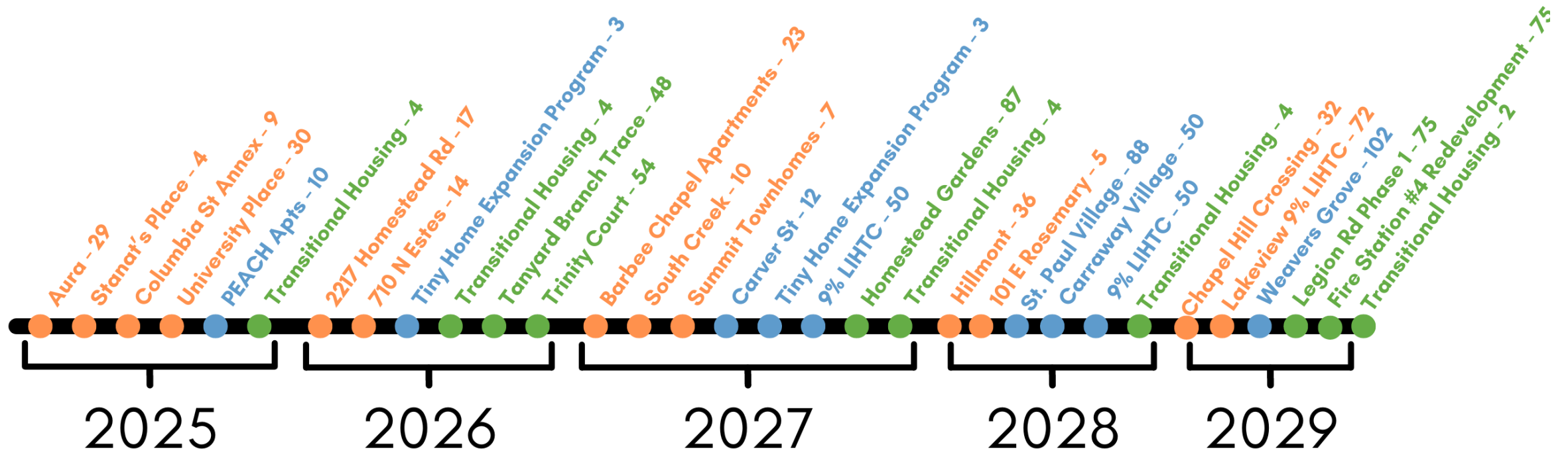
0-80% AMI



**400+  
Homes**

**\*At least a third of units developed and preserved are anticipated to serve households earning 30% AMI and below.**

# PROJECT PIPELINE



- Inclusionary Housing
- Partner Project
- Town Initiated

# LESSONS LEARNED

- Think comprehensively
- Importance of timelines & implementation plan
- Consider resource needs as part of Plan
- Center the voices of those most impacted AND be aware of engagement fatigue



# LEARN MORE

- Visit:  
[www.chapelhillaffordablehousing.org](http://www.chapelhillaffordablehousing.org)
- Sign up for our newsletter
- Contact us:  
[housingandcommunity@townofchapelhill.org](mailto:housingandcommunity@townofchapelhill.org)

