



# CITY OF HENDERSONVILLE STRATEGIC HOUSING PLAN STEERING COMMITTEE

Operations Center - Assembly Room | 305 Williams St. | Hendersonville NC 28792  
Monday, September 16, 2024 – 4:00 PM

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## AGENDA

1. **CALL TO ORDER**
2. **PUBLIC COMMENT**
3. **APPROVAL OF AGENDA**
4. **APPROVAL OF MINUTES**
  - A. July 15, 2024 - *Jill Murray, City Clerk*
  - B. August 19, 2024 (Field Trip) - *Jill Murray, City Clerk*
5. **NEW BUSINESS**
  - A. Affordable Housing Trip Debrief – *Angie Beeker, City Attorney*
  - B. Community Development Department Presentation – *Lew Holloway, Community Development Director*
6. **OTHER BUSINESS**
7. **ADJOURNMENT**

*The City of Hendersonville is committed to providing accessible facilities, programs and services for all people in compliance with the Americans with Disabilities Act (ADA). Should you need assistance or an accommodation for this meeting please contact the City Clerk no later than 24 hours prior to the meeting at 697-3005.*



# CITY OF HENDERSONVILLE STRATEGIC HOUSING PLAN STEERING COMMITTEE

**2<sup>nd</sup> Floor Meeting Room | 160 6<sup>th</sup> Avenue E. | Hendersonville NC 28792**  
**Monday, July 15, 2024 – 4:00 PM**

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## MINUTES

**Present:** Council Member Lyndsey Simpson, Council Member Jennifer Hensley, Robert Hooper (WNC Source), Debi Smith, (TDA), Sarah Cosgrove (Builder's Assoc. of the Blue Ridge), Madeline Offen (Pisgah Legal), Connie Stewart (Housing Authority); Hilary Paradise (Land of Sky); Carsten Erkel (Partnership for Economic Development)

**Absent:** Jennifer Duvall (HAC),

**Staff Present:** City Manager John Connet, City Attorney Angela Beeker, City Clerk Jill Murray, Communications Manager Allison Justus

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### 1. CALL TO ORDER

Lyndsey Simpson called the meeting to order at 4:05 p.m. and welcomed those in attendance. Council Member Jennifer Hensley arrived at 4:11 p.m.

### 2. PUBLIC COMMENT - None

### 3. APPROVAL OF AGENDA

*Sarah Cosgrove moved to approve the agenda as presented. A unanimous vote of the Committee Members present followed. Motion carried.*

### 4. APPROVAL OF MINUTES

*Robert Hooper moved to approve the minutes of June 17, 2024 as presented. A unanimous vote of the Committee Members present followed. Motion carried.*

### 5. NEW BUSINESS

**A. Presentation by Town of Chapel Hill Affordable Housing Community Connections – Sarah Vinas, Director**

Ms. Beeker introduced Sarah Vinas Director of Affordable Housing Community Connections in Chapel Hill and she showed the following PowerPoint presentation regarding their affordable housing plan and key progress overview.

## AFFORDABLE HOUSING PLAN & KEY PROGRESS OVERVIEW

### Sarah Viñas

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

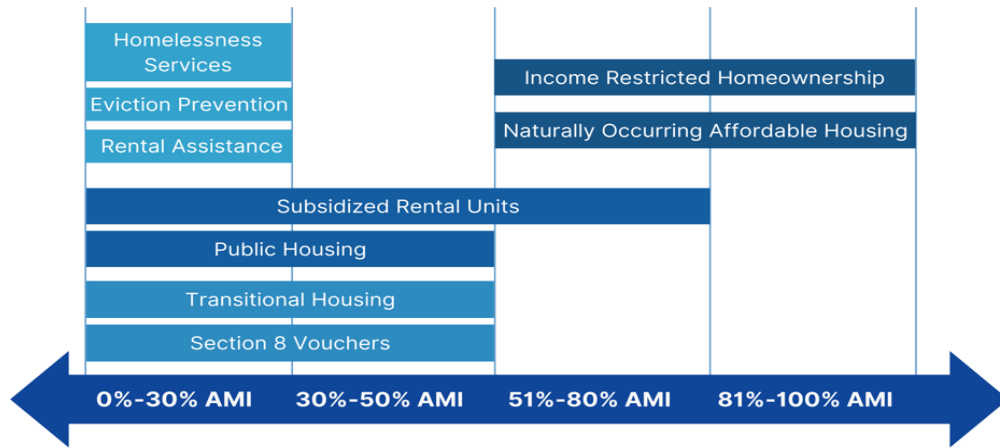


### OUR AFFORDABLE HOUSING WORK

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

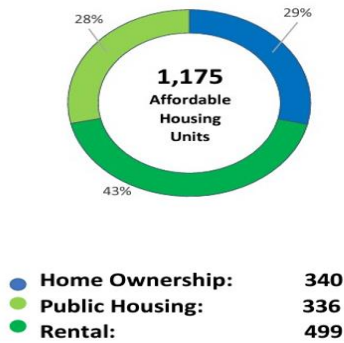


# HOUSEHOLDS SERVED BY AFFORDABLE HOUSING

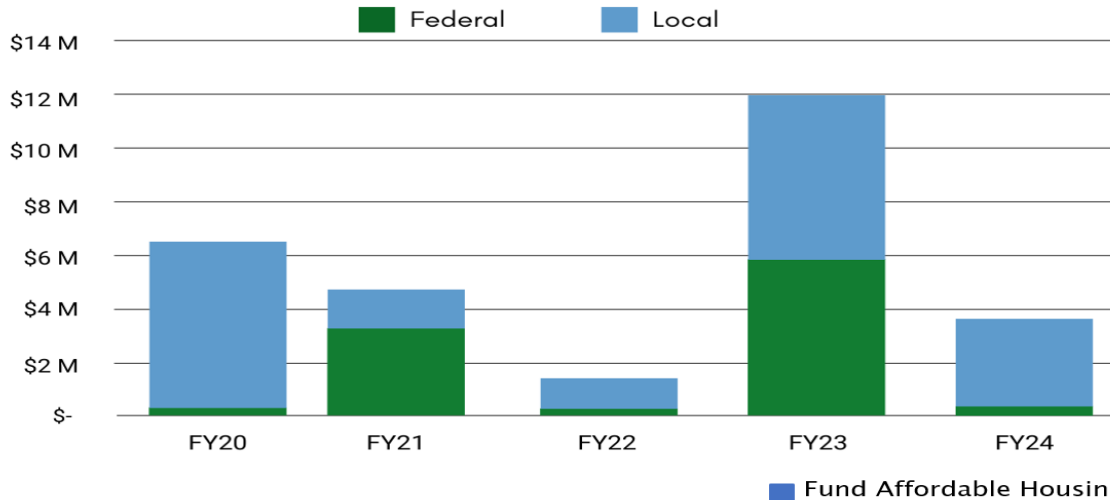


## WHAT DOES AFFORDABLE HOUSING LOOK LIKE IN CHAPEL HILL?

Number of Subsidized Units



## OVER \$28M ALLOCATED OVER PAST 5 YEARS





## 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

■ Fund Affordable Housing Projects

## 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



■ Fund Affordable Housing Projects

## 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**

■ Initiate Development and Preservation

## 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



Own and Manage Housing

## 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



Own and Manage Housing

## KEY POLICY EFFORTS

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



Create & Implement Policies

## 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



■ Create & Implement Policies

## OUR PLAN FOR THE NEXT 5 YEARS



## 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

## EXPAND AND PRESERVE AFFORDABLE HOMEOWNERSHIP

## EXPAND AND PRESERVE AFFORDABLE RENTAL HOUSING

## INCREASE STAFF AND FUNDING CAPACITY

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.
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.
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.
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

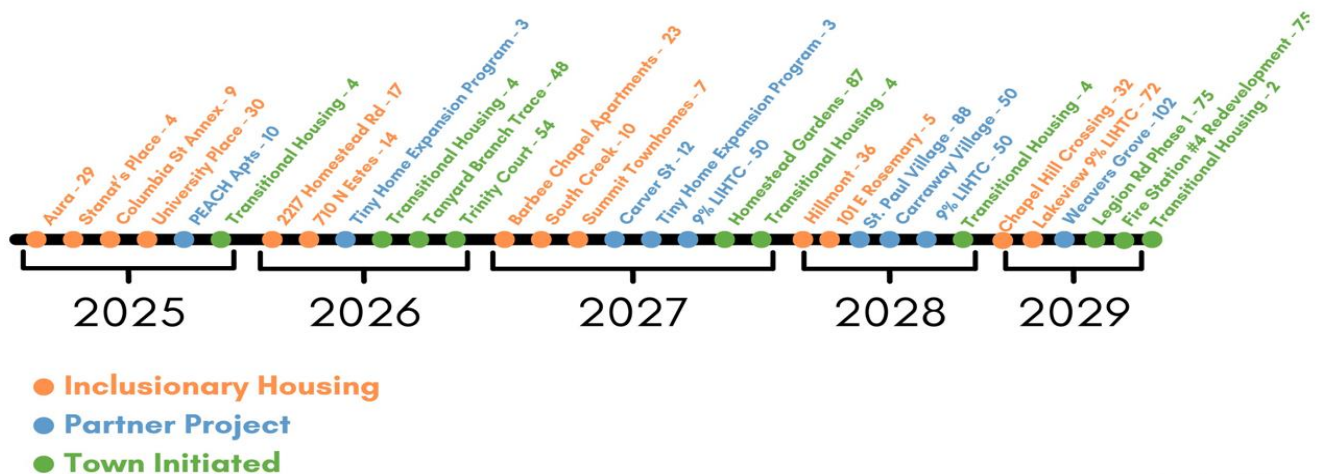
### Relocation Assistance

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



Updated: April 2024



## 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)



*Sarah Cosgrove moved, seconded by Madeline Offen, that the city moved forward with the contract with DFI. A unanimous vote of the committee members present followed. Motion carried.*

### **B. Discussion Regarding August 19, 2024 Meeting – Angie Beeker, City Attorney**

City Attorney Angela Beeker went over the schedule for our next meeting on August 19<sup>th</sup> which will be a field trip to Chapel Hill. She mentioned letting her know if there are any dietary restrictions. She invited all of City Council, the Mayor will be there, as well as. We've also invited Housing Assistance Reps, Dogwood Trust and Land of Sky

Councilwoman Jennifer Hensley asked about having planners come and people from the county. Angela said that was a great idea and will look into it.

Councilwoman Lyndsey Simpson mentioned that Council approved the contract with DFI so things are moving forward.

Departure Time	Destination	Length of Stay	Mileage to Destination	Notes
4:00 p.m.	<b>Tour of housing sites in Chapel Hill, NC</b>  Est 90 min travel time	90 minutes – (estimated) all driving and stopping at different destinations in Chapel Hill.		Per direction of Chapel Hill Home Trust folks. I will get more detailed itinerary from them.  Extra 30 minutes allows flexibility, to catch up on schedule if needed, and to pick up ordered boxed dinners in Chapel Hill to eat on the bus ride home (between Chapel Hill and Hickory).
6:00 p.m.	<b>Sheetz</b> 2387 Springs Rd. Hickory, NC  <b>Arrive 8:30 p.m.</b> 2 hour 30 min travel time	20 minutes	147.1 mi via I-40	Bathroom Break
8:50 p.m.	<b>City Hall</b> 160 6 <sup>th</sup> Avenue East Hendersonville, NC 28792  <b>Arrive 11:00 p.m.</b> 2 hour 10 min travel time		96.3 mi via I40	Final Destination  Allows for traffic.

## ITINERARY FOR CHAPEL HILL TRIP – AUGUST 19, 2024

Departure Time	Destination	Length of Stay	Mileage to Destination	Notes
6:15 a.m., City Hall	<b>Starbucks,</b> 420 Cox Road Gastonia, NC  <b>Arrive at 8:00 a.m.</b> (1 hr 45 min travel time)	20 minutes	84.0 miles via US 74E	This is for a coffee/bathroom break
8:20 a.m.	<b>DFI Housing Site</b> 300 E. Main St. Durham, NC  <b>Arrive 10:40 a.m.</b> 2 hr 20 min travel time.	75 minutes	158.4 miles via I-85N	We will tour a housing facility at this address. Note – tour begins at 11:00 a.m., so this builds in a 20 minute cushion for traffic and stretching our legs before we start the tour.
12:00 p.m.	<b>Top of the Hill Restaurant &amp; Brewery</b> 100 E. Franklin St. Chapel Hill, NC  <b>Arrive 12:30 p.m.</b> 30 min. travel time	75 minutes	11.2 miles via Durham-Chapel Hill Blvd and E. Franklin St.	Lunch (Reservation for 30 made) (919) 929-8676
1:45 p.m.	<b>School of Government</b> 400 South Road Chapel Hill, NC  <b>Arrive 2:00 p.m.</b> 15 min travel time	120 minutes	1.1 mi via South Road	This allows for traffic – our meeting at the School of Government starts at 2pm  Parking for buses across from the Dean Dome in Chapel Hill.

*Sarah Cosgrove moved, seconded by Robert Hooper that the committee approve the plan as outlined, including the bus trip to Chapel Hill. A unanimous vote of the Committee Members present followed. Motion carried.*

## **6. OTHER BUSINESS**

Council Member Simpson said that she wanted to make sure that everyone knew that City Council approved working with DFI who we heard from and Angie told me that the contract is signed and we will be starting that process soon.

## **7. ADJOURNMENT**

There being no further business, the meeting was adjourned at 4:56 p.m.

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Lyndsey Simpson, City Council Member & Chairman

ATTEST:

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Jill Murray, City Clerk



**CITY OF HENDERSONVILLE  
STRATEGIC HOUSING PLAN STEERING  
COMMITTEE  
AND CITY COUNCIL  
SPECIAL CALLED MEETING**

**Patton Park | 1730 Asheville Hwy. | Hendersonville NC 28792  
Monday, August 19, 2024 – 6:00 AM**

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## MINUTES

### Council Members:

Mayor Barbara Volk, Mayor Pro Tem Lyndsey Simpson, Council Member Melinda Lowrance and Council Member Jennifer Hensley (drove herself)

### Committee Members:

Robert Hooper (WNC Source), Sarah Cosgrove (Builder's Assoc. of the Blue Ridge), Madeline Offen (Pisgah Legal), Hilary Paradise (Land of Sky); Carsten Erkel (Partnership for Economic Development), Jennifer Duvall (HAC)

### Absent:

Debi Smith, (TDA), Connie Stewart (Housing Authority), Linda Saturno (Habitat),

### Staff Present:

City Manager John Connet, Assistant City Manager Brian Pahle, City Clerk, Jill Murray, City Attorney Angela Beeker, Communications Manager Allison Justus, Community Development Director Lew Holloway, Strategic Projects Manager Matt Manley,

### Others in attendance:

Erica Anderson (LOS), Melisa Escobar (True Ridge), Nancy Diaz (Mountain True); Anna Lloyd (LOS); Margaret Lebeck (Housing Assistance); Steve Orr (City of Saluda); Nora Sjue (Henderson County); Chris Todd (Henderson County)

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Transportation to and from the meeting was through Globe Treks, a local bus company.

The meeting convened at 11:15 a.m. at 300 E. Main St., Durham, NC, for a tour of a housing site being developed after a needs assessment study was performed by Development Finance Initiative of the School of Government. The tour concluded at 12:30 p.m., and the meeting was adjourned to reconvene at the School of Government, 400 South Road, Chapel Hill, NC.

The meeting reconvened at 2:20 p.m. at the School of Government, 400 South Road, Chapel Hill, NC. The City Council, Steering Committee and other attendees heard a presentation from Kimberly Sanchez, Director of the Chapel Hill Community Home Trust, after which CHT staff took the group on a tour of CHT housing sites in Chapel. The tour and the meeting ended at 5:20 p.m.

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Lyndsey Simpson, City Council Member & Acting Steering  
Committee Chairman



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Barbara Volk, Mayor

ATTEST:

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Jill Murray, City Clerk



## CITY OF HENDERSONVILLE AGENDA ITEM SUMMARY

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**SUBMITTER:** John Connet, City Manager      **MEETING DATE:** 9/16/2024  
**AGENDA SECTION:** NEW BUSINESS      **DEPARTMENT:** Administration  
**TITLE OF ITEM:** Affordable Housing Trip Debrief – Angie Beeker, City Attorney

**SUGGESTED MOTION(S):**

NA

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**SUMMARY:**

We will discuss what we learned from the trip to Durham and Chapel Hill.

**BUDGET IMPACT:** \$ NA

**Is this expenditure approved in the current fiscal year budget?** NA

**If no, describe how it will be funded.** NA

**ATTACHMENTS:**

None



## CITY OF HENDERSONVILLE AGENDA ITEM SUMMARY

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**SUBMITTER:** John Connet, City Manager      **MEETING DATE:** 9/16/2024  
**AGENDA SECTION:** NEW BUSINESS      **DEPARTMENT:** Administration  
**TITLE OF ITEM:** Community Development Department Presentation – *Lew Holloway, Community Development Director*

**SUGGESTED MOTION(S):**

NA

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**SUMMARY:**

Community Development Director Lew Holloway will update the Committee on the role of the Generation H Comprehensive Plan, code enforcement and Zoning Ordinance in providing affordable housing.

**BUDGET IMPACT:** \$ NA

**Is this expenditure approved in the current fiscal year budget?** NA

**If no, describe how it will be funded.** NA

**ATTACHMENTS:**

None