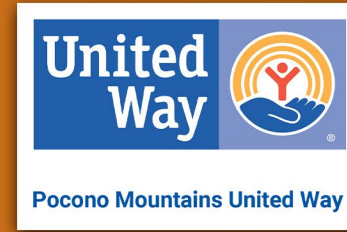




MORE FRONT DOORS: **THE POCONO HOUSING SUMMIT**



Breakout Session 1D

Manufactured, Modular & More – A Look at Alternate Housing Types

Discussion led by

Mary Gaiski, Executive Vice President, Pennsylvania Manufactured Housing Association



Manufactured Housing

AFFORDABLE SOLUTIONS TO HOUSING SUPPLY

PA Manufactured Housing Association

- Non-profit trade association formed in 1949
- Representing the factory-built housing industry – manufactured and modular housing
- Over 650 members
- Represents
 - Manufacturers
 - Retailers sell homes to the consumer (licensed)
 - Installers of manufactured homes (licensed)
 - Community owners/managers
 - Suppliers and other service-related businesses
 - Lenders and many other professional related businesses



Manufactured Housing - Largest Source of Unsubsidized Affordable Housing Stock

- Home to 22 million Americans
- Household median income of \$35K, approximately half of income of site-built owners*
- Over ¼ of MH owners earn <\$20,000 – 2/3 earn <\$50,000*
- Manufactured Housing industry is building over 87,000 homes annually – 8-12% of all housing starts

*Fannie Mae, 2020



PA's MH Industry Perspective

- Injects over \$1.5 billion into the economy
- Employs over 16,000 people
- 33 factory-built housing plants in PA – 11 build mfg homes
- 70% of production is shipped outside of PA
- 60% placed on private property and 40% goes into land lease communities
- 2288 land lease communities operating in PA*
 - Rural – Exurban – Suburban – Low Density Urban
- 169,200 occupied homes and approximately 56,000 are in land lease communities*

*Manufactured Housing Communities in Pennsylvania: The Basics, Eileen Divringi, Federal Reserve Bank of Philadelphia, June 2023



Factory-Built Home Types

Mobile Homes

- Outdated terminology
- No longer built
- Pre-HUD homes
- Many still being used today





Manufactured Homes

- Off-Site Construction
- Federal HUD Code
- Energy Star and Zero Energy Ready
- Standard MH Features & Characteristics
- Installed to Manufacturers Specifications - crawl space or perimeter wall
- Chattel Financing or Mortgage
- Appraised to MH Comps
- Land Leased or Private Property
- Limited Zoning Opportunities



CrossMod™

- Off Site Construction
- Federal HUD Code
- Energy Star or Zero Energy Ready
- Permanent Foundation – crawl space or basement
- Site Built Feature & Characteristics
- CHOICEHome® or MH Advantage™
- Appraised to CrossMod and Site Built Comps
- Must be placed on owned land
- Limited Zoning Opportunities

Multi-Unit Manufactured Homes

New to the Marketplace – Duplexes, Triplexes, Quadplexes

- Off-Site Construction
- Federal HUD Code
- Energy Star
- Standard MH Features & Characteristics
- Installed to Manufacturers Specifications - Crawl space or perimeter wall
- Chattel Financing or Mortgage
- Appraised to MH Comps
- Land Leased or Private Property
- Limited Zoning Opportunities





Industrialized/Modular

- Off Site Construction
- Industrialized Housing Act – International Residential Code (IRC)
- Energy Star
- Perimeter Foundation – crawl space or basement
- Site Built Features & Characteristics
- Conventional Financing
- Appraised to MH, Modular and Site Built Comps
- Must be placed on owned land
- Moderate Zoning Opportunities



Tiny Homes

- Off-Site Construction or a Kit
- RV Code if any - cannot meet HUD or IRC code requirements
- Standard RV Features & Characteristics
- Personal loan – maybe chattel
- RV campgrounds or Private Property
- Limited Zoning Opportunities



Estimated Costs

- Manufactured Homes - \$85/square foot (exclusive of land)
- Modular
 - Costs comparable to site built (\$168/square foot – exclusive of land)
 - Savings is time of construction
 - Crane typically required

Advantages of Manufactured Housing



More Affordable and Predictable Costs



Shorter Construction Times



Reduced Development Costs



Faster Move-In Times



No Weather Delays



Generally, Less Expensive than Site-Built (national average = ½)

Why is
Manufactured
Housing only 4.3%
of PA's Occupied
Housing Stock?

Pennsylvania Allows
Housing Product
Choice to be
Controlled by Local
Municipalities Not by
Today's Homebuyers



Existing Manufactured Housing Communities

New development is costly ... what about infill opportunities in existing manufactured housing communities ... infrastructure is in place ... but then, so are the roadblocks.

- Zoning boards will pass ordinances attempting to limit the time a home site in a community can remain vacant of a home.
- Zoning will impose new set back requirements on an existing lot which prohibits a newer and larger homes from occupying that space.
- Property maintenance ordinances displace existing homeowners deeming older homes unsafe but then zoning will now allow replace due to new set back requirements.
- Property maintenance ordinances will prohibit the rehabbing of older homes by a homeowner or the community owner.

Expansion Opportunities for Existing Communities

- Zoning prohibits expansions or impose much stricter requirements on density (homes per acre), dimensional standards, setbacks, parking requirements, stormwater compliance.
- The same exclusions are applied to communities looking to convert single section home sites to multi-section home sites or rearrange home sites to improve the overall appearance or accessibility of the community.

Reality ... manufactured housing communities are well positioned to provide quality, safe, durable and affordable homes to low to moderate income earners and we have and can continue to do it without government subsidies.

Our national, state and local leaders have all the tools they need NOW to increase affordable housing using manufactured housing ...
THEY JUST NEED TO WANT TO DO IT!



Questions??

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