



2010-2015 Consolidated Plan Executive Summary

1. Consolidated Plan Purpose

The City of Rock Hill carries out federal programs administered by the U.S. Department of Housing and Urban Development (HUD). The Consolidated Plan is the document that the City submits to HUD as an application for funding under the Community Development Block Grant (CDBG) Program. The lead agency responsible for the development of the City's Consolidated Plan is the Grants Division in the City Manager's Office.

The Consolidated Plan establishes a unified, coordinated vision of community development actions for the upcoming five years. Key elements of this Consolidated Plan are its emphasis on citizen participation and the collaborative nature of the process. The City uses the input from citizens and its community development partners to determine its housing and community development needs, to develop strategies for addressing those needs, and to undertake specific actions consistent with those strategies.

2. Planning Process

The development of the 2010-2015 Consolidated Plan is built on a number of other studies, plans and reports that have been prepared in recent years, including:

- The City of Rock Hill's 2005-2010 Consolidated Plan
- The Analysis of Impediments to Fair Housing
- Consolidated Annual Performance and Evaluation Reports (CAPERs)
- Multi-Family Housing Survey, 2003
- City of Rock Hill Comprehensive Plan, 2000-2010 (and preparation documents for 2010-2020)

Additionally, the City is actively involved with, and obtains significant input from, specialized organizations, agencies, and committees focused on the needs of the City and its residents. Input is also gathered throughout the year through public meetings, citizen participation, and interaction with residents, business and community leaders. For the purposes of developing this Consolidated Plan, a Consolidated Plan Advisory Committee was convened that consisted of housing providers, service providers, and governmental representatives. Using the feedback received from the Consolidated Plan Advisory Committee, staff refined the goals and objectives, and added strategies to accomplish these goals.

2.1 Consolidated Plan Advisory Committee

The City of Rock Hill convened a Consolidated Plan Advisory Committee that consisted of representatives from the following agencies and organizations:

- Rock Hill Housing Authority
- Housing Development Corporation of Rock Hill
- City of Rock Hill Housing and Neighborhood Services/Fair Housing
- York County Council on Aging
- North Central Family Medical Center
- Pilgrim's Inn
- Catawba Care Coalition
- Catawba Area Coalition for the Homeless
- York Baptist Association
- Rock Hill Council of Neighborhoods
- City of Rock Hill Economic and Urban Development

The introductory meeting of the Committee was held February 5, 2009, where the Consolidated Plan was described and the goals and schedule for the 2010-2015 Consolidated Plan process were distributed. The first step of the Committee was to develop a community survey to assess what the residents feel is the highest priority. Using the results from this survey, the Committee then refined the goals and objectives, reorganized them, and added strategies to accomplish each.

2.2 Agency Consultation

The City also consulted with other public and private agencies to identify and prioritize community needs, develop strategies and action plans, identify community resources, and promote the coordination of resources. Representatives from public and private agencies involved in assisted housing, health services, and social services received invitations to the public meetings (listed in the next section) and were contacted individually to provide information and input into the development of the consolidated plan.

The City of Rock Hill City Manager's Office is actively involved and interacts with local housing, human service, economic development, and community-focused organizations which provided further input. Such relationships provide information not only at Consolidated Planning and Annual Action Planning time, but also throughout the year, giving the City a clearer understanding of the housing and community development needs of the area.

3. Citizen Participation

To maximize citizen participation, employees of the City and the Consolidated Plan Advisory Committee held seven (7) public meetings to present information on the Consolidated Plan and solicit feedback from residents. The Consolidated Plan Advisory Committee developed a community survey to distribute at these meetings and additional public comment and input was encouraged regarding the needs of the City as well as the use of CDBG funds. Hearings and meetings were held to discuss the Consolidated Plan at the following dates and places:

2010-2015 Consolidate Plan Citizen Participation Schedule

Date	Topic	Location
February 17, 2009	First Consolidated Plan community meeting to distribute surveys and solicit information	Emmett Scott Recreation Center
February 26, 2009	Second Consolidated Plan community meeting to distribute surveys and solicit information	Boyd Hill Recreation Center
March 3, 2009	Third Consolidated Plan community meeting to distribute surveys and solicit information	City Hall Council Chambers
March 4, 2009	Fourth Consolidated Plan community meeting to distribute surveys and solicit information	Northside Recreation Center
February 24, 2010	Fifth Consolidated Plan community meeting to present the proposed plan and receive feedback	City Hall Council Chambers
March 4, 2010	Sixth Consolidated Plan community meeting to present the proposed plan and receive feedback	Boyd Hill Recreation Center
April 21, 2010	Consolidated Plan and Annual Action Plan Public Hearing	City Hall-Room 371

The public hearings/meetings were advertised in local newspapers and encouraged public attendance and input in the process, identification of which needs should be addressed, and the effectiveness of programs and activities carried out by the City of Rock Hill. The meeting notices advised the public of the availability of the draft Consolidated Plan and Annual Action Plan for review. The notices encouraged input from the public and also advised them of the final date for public comment.

4. Needs Assessment

Despite the overall success of the City of Rock Hill at large, housing affordability and condition issues continue. An assessment of these issues is summarized as follows:

Housing Affordability

- The 2007 Census update reported the median home value in Rock Hill as \$130,100, which is a 40.2% increase from 2000, but is just 59.7% of the national average.
- The homeownership rate has increase from 50.1% in 2000 to 57.5% in 2007; however, it is still significantly lower than the state average at 74.1%.

- In 2007, the median gross rent was \$731 which is below the level considered to be affordable by the South Carolina State Housing Finance and Development Authority.

Housing Problems

- As of the 2007 Census update, the median year of construction for housing units was 1984, with 44.48% of units being constructed prior to 1980.
- Less than one percent of all housing units lack complete plumbing facilities and almost 3% are lacking adequate kitchen facilities.

As previously mentioned, the Consolidated Plan Advisory Committee developed a community survey tool to measure the community's opinion on what the highest priorities should be. The survey was administered to community residents and local service providers and asked a variety of questions on topics such as affordable housing, homelessness, special needs, neighborhood revitalization, public services, economic development, and fair housing. A summary of the survey results is as follows:

- The community ranked affordable housing as the highest priority, followed by neighborhood revitalization, and assistance for people with special needs (i.e. the frail elderly or people with disabilities, alcohol or drug addiction, or HIV/AIDS).
- Under the category of affordable housing, respondents ranked the highest priority to be making low-interest loans or providing down payment and closing cost assistance for first-time homebuyers with low or moderate incomes.
- For neighborhood revitalization, eliminating environmental hazards, such as trash, vacant, or dilapidated buildings and overgrown lots ranked the highest.

The information gathered through the community survey process, coupled with the needs assessment, served as a guide for the Advisory Committee to develop the goals, objectives and strategies for the 2010-2015 Five-Year Strategic Plan.

5. Five Year Strategic Plan and Annual Action Plan

In response to these needs, the City of Rock Hill's strategic plan outlines the overall goals for addressing area housing and community development needs in the coming five years. The plan will identify how the City intends to use its Federal resources to address priority needs. The specific resources to be discussed include the Community Development Block Grant (CDBG) Program. In addition, the City of Rock Hill is eligible to apply for Home Investment Partnership (HOME) funding from the State of South Carolina Housing Finance and Development Authority and partners with a local non-profit (Housing Development Corporation of Rock Hill) to access additional funding that may be available. Finally, Rock Hill is indirectly supported by the Housing Opportunities for Persons with HIV/AIDS (HOPWA) program, administered by the City of Columbia, South Carolina, as well as the Midlands Area Consortium for the Homeless (headquartered in Columbia) and Weed and Seed, which is administered by the Department of Justice.

As a growing community, the City of Rock Hill must successfully balance a diverse array of housing and community development issues. Given the range of competing needs, the City must invest its scarce public resources wisely. Therefore, as a general principle, the City will attempt

to expend public funds in a way that leverages the commitment of private sector support whenever possible. Through the public participation and consultation process, the City has identified the community’s overall goals, objectives, and strategies as follows:

FIVE YEAR STRATEGIC PLAN

Goal 1: Improve the quality and quantity of affordable housing

Objective 1A: Provide Homebuyer Opportunities

The city will continue to assist low- to moderate-income households (those earning 80 percent or less of the area median income) achieve homeownership by providing subsidies and by the development of new units and rehabilitation of existing units through the Rock Hill Housing Development Corporation, a program designed to provide affordable housing.

Strategy		Output indicator
1A.1	Provide homebuyer education workshops and credit counseling referral services for potential homeowners. Topics will include financial literacy, budgeting, and information about fair housing (including predatory lending) and healthy home strategies. Post-purchase counseling and/or support groups may also be included.	600 persons completing homeownership classes
1A.2	Assist prospective homebuyers with down payment and/or closing costs through the City or other approved lenders with funding received through the Community Development Block Grant Program, the South Carolina State Housing Finance and Development Authority and other available funding sources.	80 households assisted
1A.3	Continue to partner with for- and non-profit developers to redevelop infill properties and rehabilitate existing units that can be offered as affordable homebuyer opportunities through the City’s homeownership initiative and other programs.	30 housing units produced

Objective 1B: Assist Homeowners in Housing Repair and Rehabilitation

The Rock Hill Housing Development Corporation (RHHDC) will provide an owner-occupied housing rehabilitation program that addresses housing problems of homeowners with a household income at or below 80 percent of the area median income. Strategies include:

Strategy		Output indicator
1B.1	Provide a minor repair program that assists low- to moderate-income homeowners with the costs of fixing minor problems and/or painting their homes. This assistance will be accomplished with the use of volunteer labor.	90 housing units repaired 125 housing units painted
1B.2	Provide a general rehabilitation program that assists low- to moderate-income homeowners to correct major deficiencies in their homes. All assistance in this category shall meet Housing Quality Standards as defined by HUD, including lead paint testing and remediation, South Carolina Building and Energy Efficient Standards, elimination of threats to health or safety, correction of structural problems and alleviation of current deficiencies that may become a threat to health or safety.	90 housing units completely rehabilitated

Objective 1C: Fair Housing

The City will continue to promote fair housing through both established programs and new outreach mechanisms. Strategies include:

Strategy		Output indicator
1C.1	Ensure that the fair housing plan is kept current—update annually as needed.	5 reviews to the fair housing plan and updates as needed
1C.2	Conduct outreach efforts to inform the public of their rights to fair housing and educate them of the resources available to help victims of housing discrimination,	20 outreach efforts

Goal 2: Provide expanded economic opportunities

Objective 2A: Provide Support to New or Expanding Businesses

The City will continue to support economic development, including business creation and expansion, through small grants and loans and the awarding of NRSA tax incentives. Strategies include:

Strategy		Output indicator
2A.1	Support new businesses locating in Old Town Rock Hill of low- or moderate-income neighborhoods through small grants or low-interest loans. Preference will be given to businesses that are (1) reusing brownfields sites or refurbishing a blighted or vacant property, or (2) expecting to create LMI jobs.	10 new businesses assisted 10 existing properties/businesses assisted or redeveloped 30 jobs created

Objective 2B: Provide Job Training and Job Placement

The City will continue to partner with the South Carolina Employment Security Commission and other organizations to implement a program that informs local residents about upcoming employment or training opportunities. Strategies include:

Strategy		Output indicator
2B.1	Provide residents with information regarding upcoming employment and/or training opportunities.	25 outreach efforts
2B.2	Develop and maintain partnerships with employers who provide job opportunities.	5 partnerships created 5 partnerships maintained

Goal 3: Provide a suitable living environment

Objective 3A: Decrease the Number of Under-Utilized and/or Blighted Properties in the City

The City will work collaboratively with residents, developers, and prospective property owners to reuse vacant properties, encourage business investment in the City, support the NRSA and other neighborhood revitalization efforts, and redevelop community-owned properties to improve the overall livability of the neighborhoods. The City will work closely with neighborhood groups to identify and address issues, particularly in the Urban Rock Hill Neighborhood Revitalization Strategy Area.

Strategy		Output indicator
3A.1	Encourage businesses and housing developers to build on infill lots in the City, particularly in the Neighborhood Revitalization Strategy Areas (the NRSA's).	15 infill lots developed
3A.2	Increase the use of code enforcement in reducing the number of substandard or blighted properties.	13,400 code citations written 200 structures demolished

Objective 3B: Increase the knowledge regarding Healthy Homes in Rock Hill

A *healthy home* is a home designed, constructed, maintained, or rehabilitated in a manner that supports the health of residents. A growing body of evidence links housing conditions to health outcomes such as asthma, lead poisoning, lung cancer, and unintentional injuries. Creating healthier housing promotes the growth and development of our children and can save billions of dollars in health care costs. There are seven steps that should be taken to ensure that housing is made and kept: dry, safe, well-ventilated, pest-free, contaminant-free, clean, and well-maintained.

Strategy		Output indicator
3B.1	Educate residents about Healthy Homes principles and teach them how to keep their families safe and healthy.	20 outreach efforts
3B.2	Facilitate contractor education sessions on incorporating Healthy Homes principles in new construction and rehabilitation work, as well as compliance with the Environmental Protection Agency’s Repair, Renovation, and Paint rule.	2 education sessions
3B.3	Ensure that housing units that are constructed or rehabilitated are done so in compliance with Healthy Homes principles, to the greatest extent possible.	60 units rehabbed or built to Healthy Homes standards

2010-2011 ANNUAL ACTION PLAN

Specifically for the 2010-2011 program year, the City of Rock Hill is allocating Community Development Block Grant funding to the following activities.

Department/ Agency Name	Project	Amount Allocated
City Management	Saluda Street Improvements: Section 108 Loan Repayment	\$171,764
Economic & Urban Development	Arcade Mill Improvements: Brownfields Loan Repayment	\$69,036
Rock Hill Parks, Recreation & Tourism	SPARKS: after school and summer programs that focus on recreation and education activities for disabled adults and non-disabled elementary and middle school youth.	\$13,372
City Management – Grants Division	Administration	\$9,000
Housing Development Corporation of Rock Hill	First Time Homebuyers Program, Owner Occupied Rehabilitation, and Faith Based Owner Occupied Rehabilitation Partnership Program	\$190,586

Department/ Agency Name	Project	Amount Allocated
Economic and Urban Development	Old Town Business Incentives Program, Old Town Commercial Façade Improvements, and Old Town Residential Façade Improvement Program	\$20,000
Housing and Neighborhood Services – Neighborhood Development	Fair Housing Program: to operate a fair housing hotline and implement an education campaign to help residents understand their rights un the Fair Housing Act.	\$500
City Management – Grants Division	Healthy Homes Education: to promote maintenance of healthy homes in an effort to reduce the occurrence of asthma, lead poisoning, lung cancer and unintentional injuries.	\$500
Public Works	Curb, Gutter, and Sidewalk Improvements around Glencairn Garden	\$43,311
Total 2010-2011 Allocation:		\$518,069