

# Today's Factory-Built Housing



**Amy Bliss**

**Executive Director**

**Angie Diedrich**

**Deputy Executive Director**



This is what a factory-built neighborhood looks like!







# Wisconsin Manufacturer Members

## Manufactured and Modular Factories

- MidCountry Homes in Dorchester
- Skyline Homes in Lancaster

## Modular Only Home Factories

- Wisconsin Homes in Marshfield
- Stratford Homes in Stratford





# Factory-Built Housing

- ▶ Unlike traditional site-built housing, in which building materials are shipped to and assembled onsite, factory-built housing is assembled in a controlled factory environment and shipped either complete or in substantially complete parts that are installed at the site. This means weather is not a factor when building these homes and materials are not left out in the elements. Also, factory-built homes are built with the same materials as site-built homes.
- ▶ Factory-built housing falls under four general types: manufactured, modular, panelized, and precut.





# Manufactured Home

- ▶ Manufactured homes are built to the HUD code that is administered by the U.S. Department of Housing and Urban Development. Instead of a state or local code, HUD regulates the design and construction of manufactured homes, formerly known as mobile homes, to a specific performance code.
- ▶ Every HUD home has a special label affixed on the exterior of the home, and no manufactured home may be shipped from the factory unless it complies with the HUD code and receives a certification label from an independent third-party inspector.





# Modular Home

- ▶ Also sometimes called prefabricated homes, factory-built homes, or systems-built home.
- ▶ Modular homes do not typically have permanently affixed axles or frames, which means they may be transported to their site on flatbed trucks (off-frame).
- ▶ Modular homes are not subject to the HUD Code and instead built to the Wisconsin Uniform Dwelling Code. This is usually the only difference between a manufactured home and a modular home.

# CrosMod®



- ▶ Homes built to HUD code and designed to permanently attach to land, creating a real property asset for traditional mortgage-like lending. CrossMods offer the aesthetics and features typically seen in traditional construction. CrossMod® homes are permanently placed on the foundation once they arrive at the final home site, with key interior and exterior features that include site-built or integrated covered porch, garage or carport, durable cabinets, drywall throughout, energy efficient standards, 5/12 roof pitch, and a permanent foundation.





# Modern Designs



# Duplexes







## Park Model/Tiny Home

- ▶ Park Models are used for camping and seasonal use as temporary accommodations. They are designed to look like a home; however, they are built to an RV code and not designed to be a permanent dwelling especially in Wisconsin winters. They are also built with wheels so that they can be easily moved into and around.
- ▶ Wisconsin does not address tiny homes specifically in the Uniform Dwelling Code. Before using custom tiny homes or park model RVs as long-term dwellings, check with your local municipality regarding placement.

# Mobile Home (outdated term)



- ▶ These are the predecessor of today's manufactured home. Following the implementation of the HUD Code in 1976, homes are now built to a strict national building code. Many people still use the term even though the mobile home of yesteryear bears little resemblance to the manufactured home of today.



# Trailer (outdated term - now RV term)



- ▶ Slang reference to manufactured or mobile homes, and no longer valid. This term harkens back to the origins of manufactured housing prior to the issuance of the HUD code standards, and when this basic shelter was towed behind an automobile. This term is no longer relevant to today's modern factory-built housing.

# Accessory Dwelling Units (ADUs)

- ▶ Attached or a detached
- ▶ provides complete, independent living facilities for one or more persons
- ▶ located on a lot with a proposed or existing primary residence.
- ▶ Includes areas for living, sleeping, eating, cooking, and sanitation on the same parcel as the single-family or multifamily dwelling







**WISCONSIN  
HOUSING  
ALLIANCE**  
THE VOICE OF FACTORY-BUILT HOUSING







## Big houses are being built, small houses are needed

Do we really need more than three times as much living space per person as we did in 1950? Can we afford to buy or rent, heat, cool and care for such large homes?

YEAR	1950	2017
Average square footage of new single-family homes	983	2,571
Number of people per household	3.8	2.5
Square feet of living space per person	292	1,012

**Fact:** ADUs house more people per square foot of living area than single-family homes do.

# ADU Benefits

- ▶ Affordable to construct because they do not require paying for land.
- ▶ Can provide a source of income for homeowners.
- ▶ Often built with cost-effective measures, such as using a factory-built building process.
- ▶ Allow extended families to be near one another while maintaining privacy. (Adult Children)
- ▶ Can provide as much living space as many newly built apartments and condominiums, and are well suited for individuals, couples, small families, friends, young people, and older adults.
- ▶ Give homeowners the flexibility to share independent living areas with family members and others, allowing older adults to age in place. (EX - Granny Flat)



# Municipalities are Seeing the Need



- ▶ Eau Claire
- ▶ Madison
- ▶ Middleton
- ▶ Wauwatosa
- ▶ Many Others



# Do's and Don't

- ▶ Incentive programs (Wauwatosa/Madison)
- ▶ Don't eliminate factory-built structures
- ▶ Don't allow ADU's that are not built to a residential building code
  - ▶ Could be Federal HUD Code or the State Uniform Dwelling Code



# Expenses to Consider

Utility Hook ups (Water, Sewer, Electrical, Gas)

A light blue downward-pointing arrow indicating a flow from the first box to the second.

Government Fees and Regulations (Building Permits, Impact Fees, Restrictions)

A light blue downward-pointing arrow indicating a flow from the second box to the third.

Unrealistic regulations dictating things like size, parking, aesthetics



# Foundations and Additions



## Additions Added On Site

Garages

Decks/Entry and Exits



## Homes can be:

Placed on a basement or crawlspace

Put on a concrete slab

Built on poured piers

Any other method engineered and approved by the manufacturer

# Financing



- ▶ Homes on leased land
  - ▶ Chattel Financing through various lenders
- ▶ Homes on private land can be financed just like any other site-built home
  - ▶ Fannie Mae
  - ▶ Freddie Mac
  - ▶ USDA Rural Development
  - ▶ WHEDA



# Obstacles and Opportunities

- ▶ NIMBYISM - Those type of homes bring “those” type of people
- ▶ Outdated zoning and stereotypes
- ▶ Lack of understanding and knowledge
- ▶ Expensive land
- ▶ Bad credit
- ▶ “Those” people could be a nurse, schoolteacher, firefighter, store clerk, etc....
- ▶ Update zoning to be inclusive of all types of “missing middle” housing
- ▶ Tax credits/CDBG/incentives for developers
- ▶ Credit Counseling
- ▶ Education and pilot programs with one or two homes
- ▶ Partner with non-profits

## Keeping it Affordable/ Attainable

Don't require	Don't require 1500 sq. foot homes
Don't require	Don't require large lot sizes and big setbacks
Don't mandate	Don't mandate basements and three car garages
Don't have	Don't have sidewalks on both sides of the street in a subdivision
Don't have	Don't have huge impact fees
Do	Do - Be creative and work together to make housing happen



# New Projects Coming to Wisconsin

- ▶ Hillsboro, WI - Habitat for Humanity
- ▶ Sheboygan County, WI - Dementia Innovations Community
- ▶ Eau Claire, WI - The Cove
- ▶ Brodhead, WI - Manufactured Home Subdivision



The Wisconsin Housing Alliance  
and its members are here to help!



608-255-3131



amy@housingalliance.us  
angie@housingalliance.us



factorybuiltwisconsin.com

