

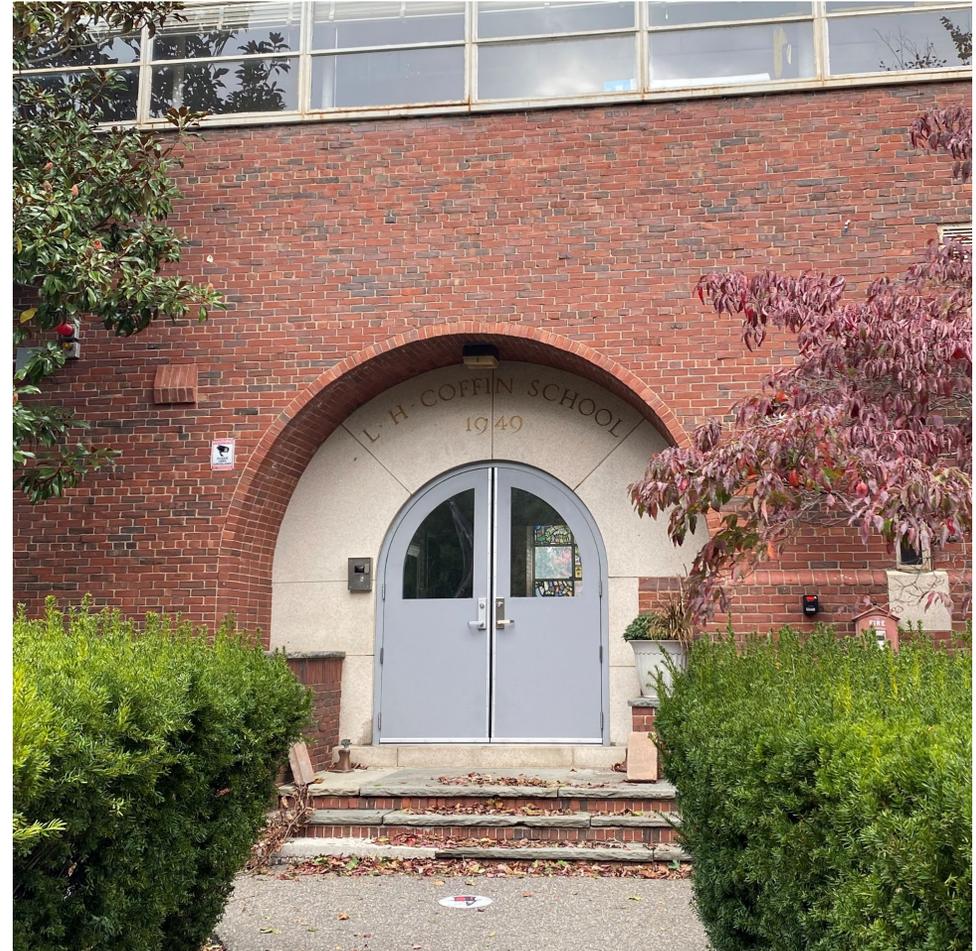
Visioning for the Coffin School Reuse



First Public Forum
December 7, 2021

Agenda

- Introductions
(5 minutes)
- About the Project
(10 minutes)
- About the Coffin School
(10 minutes)
- Visioning Activities
(40 minutes)
- Q&A
(20 minutes)
- Next Steps
(5 minutes)



Format for Tonight

- **This meeting is being recorded**
- All meeting attendees are muted with videos off
- If you have a question for the project team, please ask it in the Q&A box
- We will try to answer simple questions in real-time and discuss more complicated/recurring questions during the Q&A portion of the forum

Introductions

Project Team

- Jason Silva, Town Administrator
- Rebecca Curran Cutting, Town Planner
- Emma Battaglia, Senior Housing & Land Use Planner at MAPC
- Alex Koppelman and Courtney Lewis from MAPC are assisting with tonight's meeting

Who's in the room?

- We want to make sure that participants in this public process reflect Marblehead's population as a whole
- Understanding who is in the room can tell us if there are any gaps that we should fill with enhanced engagement
- All answers are optional

How would you describe your living situation?

- I own my home
- I rent my home
- Other

What kind of housing do you live in?

- Single-family home
- Two- or three-family home
- Townhouse
- Smaller multifamily (4-9 units)
- Larger multifamily (10+ units)
- Mixed-use building (commercial on the first floor)
- Other

How old are you?

- 0-17
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75-84
- 85+

How many people live in your household?

- 1
- 2
- 3
- 4
- 5+

How long have you lived in Marblehead?

- 0-2 years
- 3-10 years
- 11-20 years
- 21+ years
- I don't live in Marblehead, but I work here
- Other

Do you live in the neighborhood around the Coffin School?

- Yes, I live in the neighborhood
- No, but I live elsewhere in Marblehead
- No, and I don't live in Marblehead

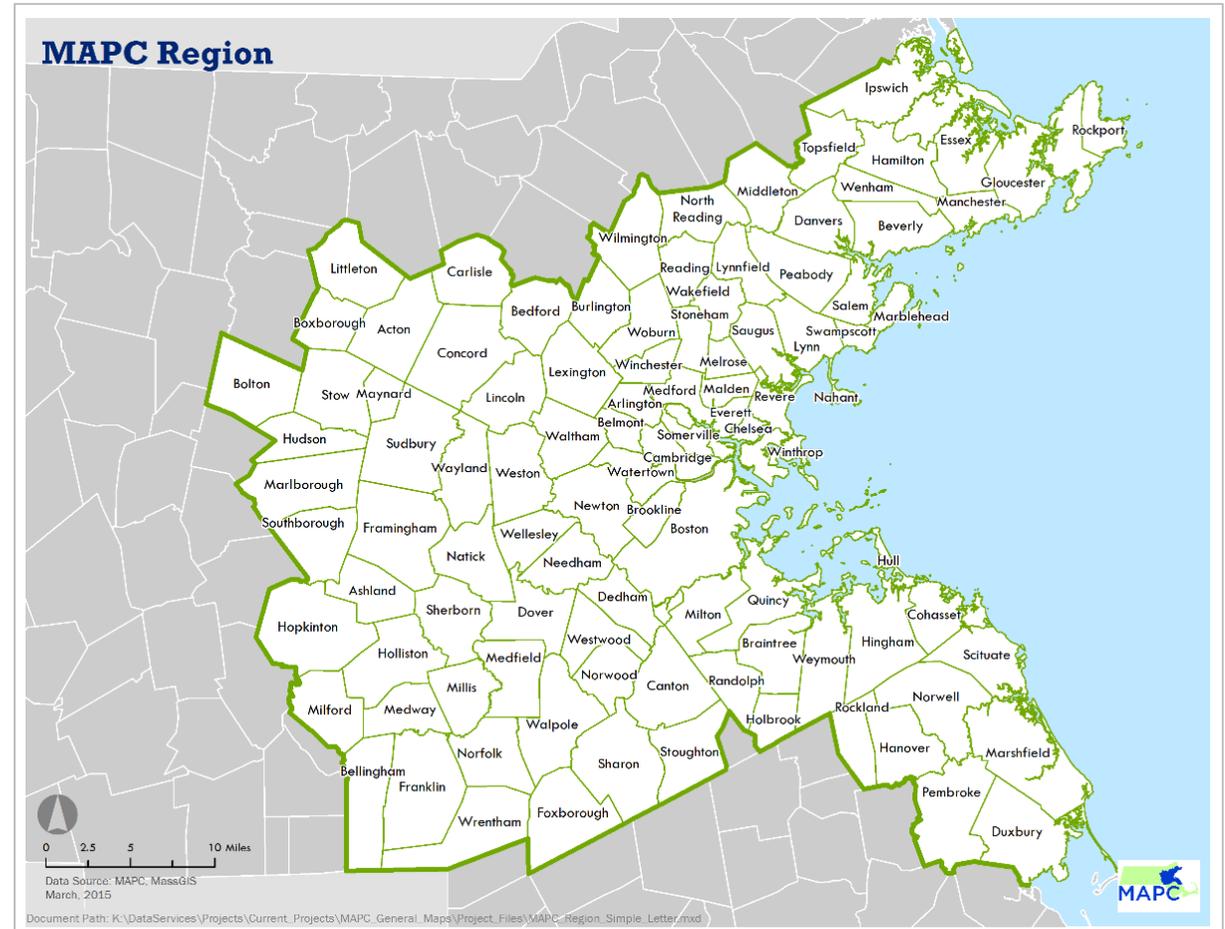
About the Project

Background

- Town of Marblehead hired MAPC to help seek feedback from the community in establishing a vision for the Coffin School site and position it for residential redevelopment
- Coffin School building became vacant in October 2021 as school operations shifted to the new Brown School
- Town is interested in building off the previous success of redeveloping vacant schools for housing, most recently at the Gerry School
- This project is funded through a grant from MassHousing

About MAPC

- Regional planning agency serving 101 cities and towns in Metro Boston
- Mission-driven
- Focus on smart growth, equity, and sustainability
- Regional perspective



Project Scope

- Background Research
- **Community Engagement - Site Visioning (in progress)**
 - Focus group meetings with government officials, abutting landowners, and residents who would most benefit from new and diverse housing types
 - First public forum
 - Communications materials
- Request for Information (RFI)
- Development Analysis
- Community Engagement - Redevelopment Scenarios
- Request for Proposals (RFP)

Connection to the HPP

- MAPC and Town also worked together to create the Housing Production Plan (HPP), which was completed in 2020
- **Key takeaways from the HPP:**
 - The few rentals that exist are expensive
 - Owner-occupied housing is out of reach for many
 - Many households, including 67% of low-income households and 70% of seniors living alone, are cost-burdened
 - There is one deed-restricted Affordable unit for every seven low-income residents in Marblehead

Connection to the HPP

- **Goals from the HPP:**

1. Create housing that allows seniors to remain in Marblehead and continue to live independently.
2. Expand naturally affordable housing choices for a variety of households, including public employees, renters, young families, and households that are priced out of the market.
3. Create deed-restricted Affordable Housing.
4. Strengthen community relationships and build awareness of housing need.

Connection to the HPP

- **Coffin School was identified as a potential development site in the HPP**
- Priority strategy: “Repurpose under-utilized or vacant municipal sites for deed-restricted Affordable Housing and market-rate housing serving households at a range of income levels”

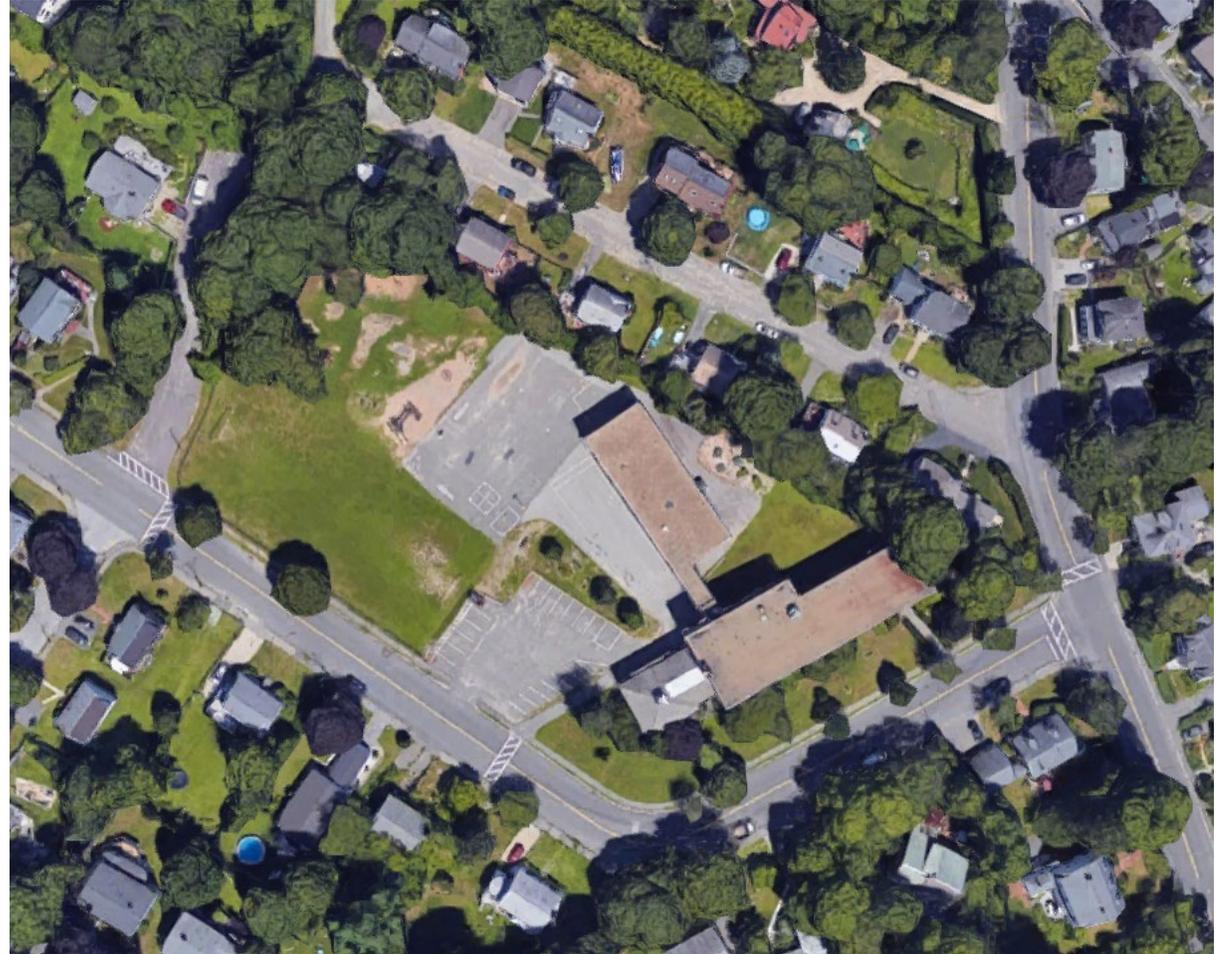
About the Coffin School

Background

- The property is generally in good condition and has been maintained well, but significant and costly upgrades would be needed for its continued use
- Building systems are antiquated, considered unsafe due to their age, and increasingly harder to maintain
- School operations were shifted to the new Brown School because it was more cost-effective than upgrading the existing building, mainly due to ADA requirements

Site Overview

- Property is approx. 3.0 acres (per the deed)
- It has about 960 linear feet of frontage
- Total assessed property value for 2021 = \$2,858,100 (land = \$1,098,900)
- Within a half-mile of MBTA bus routes



Building Overview

- Coffin School was built in 1948 and the annex was added in 1962
- Building is two stories and approx. 30,000 SF
- Façade and interior of the original building have details with architectural significance

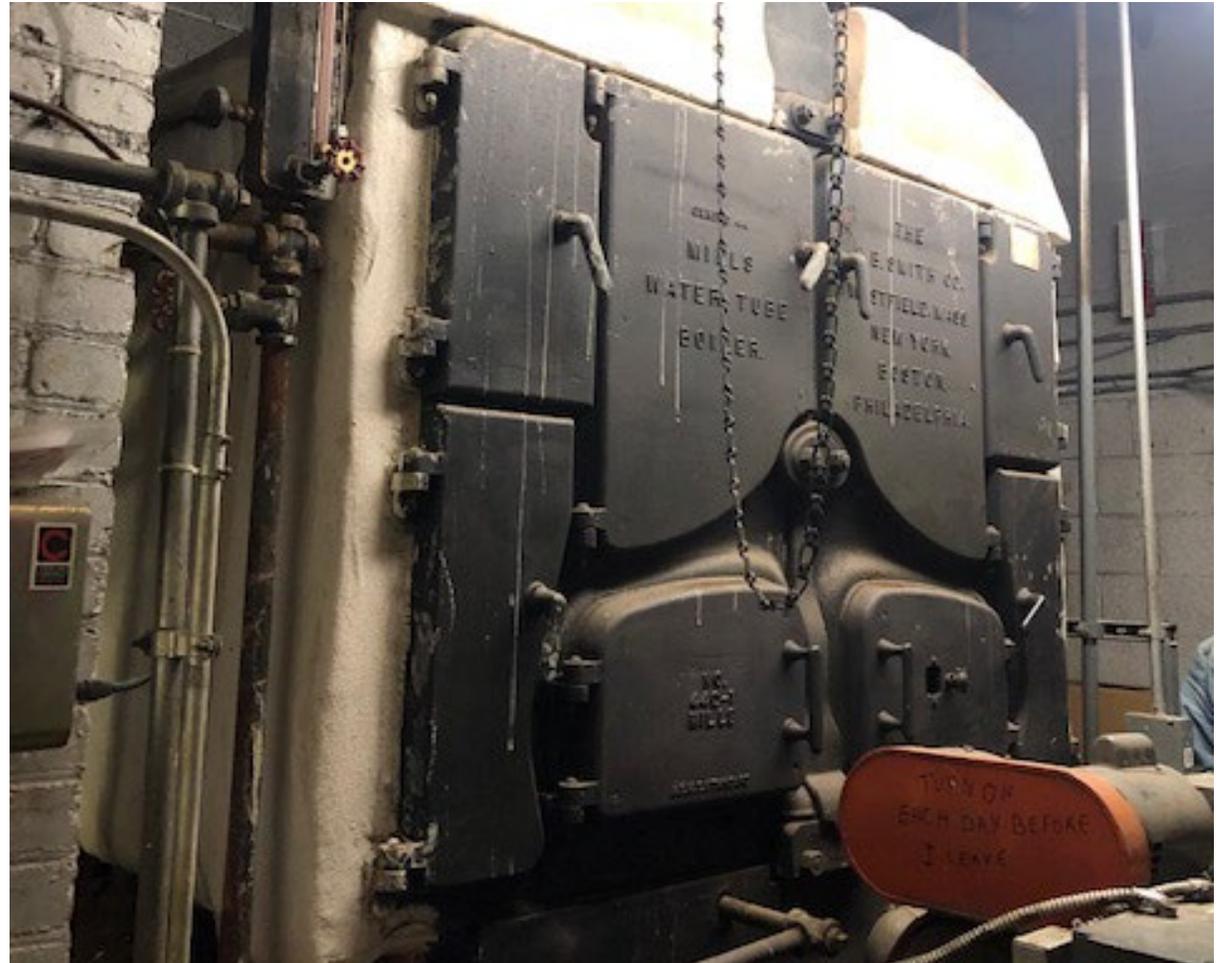


Capital Needs Assessment Findings

- **Costs do not include ADA-accessibility upgrades necessary to renovate and repurpose this building for public use**
- \$260,848 in critical repairs
 - Most of the cost is for replacing windows and doors
- \$33,316 in non-critical repairs
- \$991,098 in 20-year capital needs

Capital Needs Assessment Findings

- 20-year capital needs:
 - Biggest costs are for a new boiler, HVAC upgrades, and interior refurbishments
 - Other large costs for roof replacement/maintenance, asphalt overlay/maintenance, and to replace site amenities





L. H. COFFIN SCHOOL
1949

FIRE







GIRLS

EVACUATION PLEASE
SEE THE FIRE ALARM PULL STATION







NO TALKING IN SCHOOL COURTYARD

NO TALKING IN SCHOOL COURTYARD

NO TALKING IN SCHOOL COURTYARD







Visioning Activities

What kind of new housing do you think is most needed in Marblehead?

- Choices for residents wanting to downsize
- A range of housing types
- More or better homeownership options
- More or better rental options
- More mixed-use development
- Housing near amenities (local retail, parks, etc.)
- Housing near transportation options
- Housing near jobs
- Smaller housing options

What populations should new housing serve?

- Families
- Single people
- Seniors
- Low-income households
- Moderate-income households
- Racial and ethnic minorities
- Multi-generational households
- People with disabilities

What housing typologies do you think are most needed in Marblehead?



Small single-family starter homes



Detached ADUs



Cottage housing



2- and 3-family homes



Townhouses



Multifamily buildings



Mixed-use buildings



Adaptive reuse of historic buildings

When you think about the future reuse of the Coffin School site, what comes to mind?

- Write your answers in the chat

Do you think the existing school building should be preserved?

- Yes, the whole building
- Yes, but just the original building
- No, new construction only

How should housing and open space be balanced?

- Redevelop only the existing building and maintain the rest of the site as open space
- Redevelop additional portions of the site but maintain some public open space
- Redevelop the entire site

What housing typologies do you think make the most sense for the Coffin School site?



Small single-family starter homes



Detached ADUs



Cottage housing



2- and 3-family homes



Townhouses



Multifamily buildings



Mixed-use buildings



Adaptive reuse of historic buildings

What are your top priorities for the site reuse?

- Select your top three:
 - Preserving the existing building
 - Utilizing high quality architectural design for new buildings
 - Retaining the public open space as it is
 - Providing new public open space amenities, such as a walking path
 - Providing considerable landscaping and screening
 - Providing adequate parking and traffic management
 - Providing Affordable Housing units

Tell us more about your priorities.

- Write your answers in the chat

What are your concerns regarding the redevelopment of this site?

- Write your answers in the chat

What other comments do you have?

- Write your answers in the chat

Q & A

Q & A

- Write your questions in the chat and the project team will answer as many as we can

Next Steps

Next Steps in the Project

- Drafting **Request for Information (RFI)** based on engagement to determine priorities for the redevelopment
- Reviewing developer submissions
- Starting **development analysis**:
 - Natural constraints
 - Zoning
 - Market analysis
 - Development finance feasibility
 - Redevelopment scenarios

Opportunities for Future Engagement

- Looking for participants for focus group with residents who would most benefit from new and diverse housing types
- Public forum #2 in late winter will occur between RFI and RFP processes and cover redevelopment scenarios
- Sign up for project updates at:
mapc.ma/marblehead-coffin-school
- Please email Rebecca Curran Cutting, Town Planner, at rebeccac@marblehead.org with any questions or comments

Thank you!



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