MARBLEHEAD HOUSING PRODUCTION PLAN (HPP)

Board of Selectmen + Planning Board Presentation

May 27, 2020
ABOUT MAPC

MAPC is the regional planning agency serving the people of the 101 cities and towns of Metropolitan Boston
HPP BENEFITS AND ELEMENTS

HOUSING NEEDS ASSESSMENT
Data to identify and address unmet housing need and demand in the community

HOUSING GOALS AND STRATEGIES
Get the Town on the same page regarding housing

GUIDE DEVELOPMENT
Influence the type, amount, and location of housing

STATE TARGET
Help the Town reach the 10% affordable housing goal

CERTIFICATION
Possibly prevent unwanted 40B development

UNDERSTANDING
Build understanding of housing need and demand in Marblehead
ADVISORY COMMITTEE
PROJECT TIMELINE

APRIL – JUNE 2019
- TOWN TOUR + INTERVIEWS
- COMMUNITY FORUM
- HOUSING NEED + DEMAND ASSESSMENT

JUNE – DEC. 2019
- ADVISORY COMMITTEE
- COMMUNITY FORUM
- DEVELOPMENT CONSTRAINTS + OPPORTUNITIES
- GOALS + STRATEGIES

JAN. 2020 +
- FINAL ADVISORY COMMITTEE MEETING
- ONLINE OPEN HOUSE
- FINAL DRAFT PLAN
- LOCAL ADOPTION
- DHCD APPROVAL
PUBLIC PARTICIPATION
HOUSING NEEDS ASSESSMENT

Key Takeaways

Demographic Profile

Trends
Marblehead's population has remained mostly the same since 1980...
- 1980: 10,123
- 2010: 10,865
- 2017: 10,517

Charteristics
There are many families in Marblehead, but only a third have children.
- 70% of households are families.
- 32% of families have children.

Income
The median household income of homeowners in Marblehead is high...
- 2016: $107,800

Housing Affordability

Income
Government programs use the Area Median Income (AMI) to determine eligibility for housing assistance.
- AMI for Marblehead and surrounding communities is $107,800.

Cost burden
Households that pay more than 30% of their income on housing are cost burdened, and those that spend more than 50% are severely cost burdened.

Subsidized Housing
Generally, housing units on the Subsidized Housing Inventory (SHI) are for low-income households and cost no more than 30% of their income.
For the 2,404 low-income residents in town, there are 333 units on the SHI.

Housing Stock

Supply
A large majority of homes in Marblehead are single-family houses...
- 27% single-family
- 6% townhouse
- 4% 2-3 unit building
- 2% multi-unit building

Rental costs
The median asking price for rentals in Marblehead is high.
- 1 bedroom: $1,860
- 2 bedroom: $1,900

The cost to buy
The median cost of for sale housing in Marblehead is extremely high...
- Single-family home: $645,000
- Condominium: $343,500

...this limits the opportunity to live in Marblehead to those that can afford very large down payments.

A 20% down payment...
- $129,500
- $68,600
KEY TAKEAWAYS

• The few rentals that exist are expensive

• And owner-occupied housing is unattainable for many
KEY TAKEAWAYS

Cost burdened households

- 67% of low-income households
- 70% of seniors living alone

Source: Marblehead Town Data (2019)
KEY TAKEAWAYS

Subsidized Housing Inventory

For the 2,404 low-income residents in town, there are 333 units on the SHI.

The Town needs an additional 520 Affordable units to meet the 10% SHI goal.
DEVELOPMENT CONSTRAINTS AND OPPORTUNITIES
THE MISSING MIDDLE

Cottage Housing Development
A pedestrian-friendly collection of one- to two-bedroom houses with shared green spaces
• 900 - 1,500 sq. ft.
• 1 to 2 floors, 1 to 2 bedrooms.
• Detached parking, private + shared open spaces.
• MA pioneers: Concord, Dennis, Wayland, Weymouth.
• Cottage housing development isn’t currently allowed by Marblehead’s zoning bylaws.

Detached Accessory Dwelling Units
A secondary dwelling unit within the same lot as a larger primary unit, typically secondary to an existing single-family home
• ADUs can be detached, attached, carved out, or repurposed.
• 500 - 1,200 sq. ft.
• 1 to 2 floors, 1 to 2 bedrooms.
• Independent bathroom, kitchen and bedroom.
• MA pioneers: Barnstable, Cambridge, Lexington, Newton, and Orleans.
• Detached accessory dwelling units aren’t currently allowed by Marblehead’s zoning bylaws.

Duplex/Triplex
A structure with two or three separate housing units
• 2 to 3 floors, 1 to 2 bedrooms per unit.
• Provides for intergenerational living, tends to be more naturally affordable.
• In Marblehead, duplexes are allowed by right in the business residential district and by special permit in some of the residential districts making up approximately 12% of all zoned areas in town.

Mixed-use/Multifamily
Mixed-use is a combination of commercial and residential uses, often with retail on the ground level and housing above
• In Marblehead, mixed-use buildings are generally allowed by right in the Harbor Front District and by special permit in the business districts and unrestricted districts, together making up approximately 7% of zoned areas in town.
• Mixed-use buildings can be up to 35 feet in height.

Multifamily dwellings generally consist of four or more housing units
• In Marblehead, multifamily buildings are allowed by special permit in the unrestricted districts and the Smart Growth Overlay Districts, making up approximately 3.5% of zoned areas in town.
• Multifamily buildings can be up to 35 feet in height.
Housing Seashell Mapping Activity

Choose the housing types you'd like to see in Marblehead and place them on the map where you'd like the Town to allow this type of housing:

- Tiny Houses
- Cottage Housing Development
- Detached Accessory Dwelling Units
- Duplex/Triplex
- Mixed-use/Multifamily

Marblehead, MA
Base Map with Excluded Parcels

- Possible Sites
- Excluded Parcels
- Town Boundaries
- Water Bodies
- Parcels

Like the many kinds of fish that inhabit the ocean, the people that settle along Marblehead's shores are unique and require different housing types based on their specific needs.

Among them are seniors looking for smaller homes that are easier to maintain; young people and families that aspire to buy their first home; fishermen, public employees, and other workers looking for rentals that are more naturally affordable; and cost burdened households that need greater housing security.

The Town can help meet this need by allowing a larger selection of housing types like the ones listed above. Each of these housing types are symbolized by a different seashell sticker.
HOUSING PRODUCTION GOALS AND STRATEGIES
HOUSING GOALS

1 AGE IN PLACE
Create housing that allows seniors to remain in Marblehead and continue to live independently

2 NOAH
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 AH
Create deed-restricted Affordable Housing

4 Awareness and Engagement
Strengthen community relationships and build awareness of housing need
# Programming Strategies

<table>
<thead>
<tr>
<th>1. Engage and partner with housing developers</th>
<th>2. NOAH</th>
<th>3. AH</th>
<th>4. Awareness and Engagement</th>
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<tbody>
<tr>
<td>X</td>
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<thead>
<tr>
<th>2. Create deed-restricted Affordable Housing through the Local Initiative Program (LIP)</th>
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<thead>
<tr>
<th>3. Leverage public assets for mixed-income housing</th>
<th>3. AH</th>
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<th>4. Partner with the Marblehead Housing Authority to leverage public assets</th>
<th>4. Awareness and Engagement</th>
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<thead>
<tr>
<th>5. Provide a property tax exemption to seniors and low-income households</th>
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<tr>
<th>6. Establish a first-time home-buyers program + home improvement loan program</th>
<th>6.</th>
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## COMMUNITY ENGAGEMENT STRATEGIES

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Column 1</th>
<th>Column 2</th>
<th>Column 3</th>
<th>Column 4</th>
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</thead>
<tbody>
<tr>
<td>7. Establish a committee to implement the HPP</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>8. Create and distribute new and existing educational materials on housing need</td>
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<td>9. Engage community groups and stakeholders to support possible regulatory changes prior to Town Meeting</td>
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<td>10. Provide training opportunities to planning board, select board, and ZBA members</td>
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<td>X</td>
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<tr>
<td>11. Promote housing counseling and assistance programs</td>
<td>X</td>
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</table>
## REGULATORY STRATEGIES

<table>
<thead>
<tr>
<th></th>
<th>1. Age in place</th>
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<tbody>
<tr>
<td>12.</td>
<td>Strengthen existing Affordable Housing Bylaws</td>
<td>X</td>
<td>X</td>
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</tr>
<tr>
<td>13.</td>
<td>Expand existing Smart Growth Overlay Districts (SGODs) and create new SGODs in other parts of town</td>
<td>X</td>
<td>X</td>
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</tr>
<tr>
<td>14.</td>
<td>Allow conversions of existing housing and other structures that can result in more dwelling units than what is currently permitted</td>
<td>X</td>
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<tr>
<td>15.</td>
<td>Adopt zoning that allows small diverse housing types.</td>
<td>X</td>
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<tr>
<td>16.</td>
<td>Allow additional height and density in mixed-use zones</td>
<td>X</td>
<td>X</td>
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<tr>
<td>17.</td>
<td>Reduce or offer fee-in-lieu of parking requirements where mixed-use housing is permitted</td>
<td>X</td>
<td>X</td>
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<tr>
<td>18.</td>
<td>Consider changes to make the permitting process faster and easier to encourage desirable housing types</td>
<td>X</td>
<td>X</td>
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<tr>
<td>19.</td>
<td>Limit impact of short-term rentals on the housing market</td>
<td>X</td>
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</tr>
<tr>
<td>20.</td>
<td>Offer technical assistance and incentives for housing co-operatives and community land trusts</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>
# Funding Strategies

<table>
<thead>
<tr>
<th></th>
<th>1. Age in Place</th>
<th>2. NOAH</th>
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<th>4. Awareness and Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>21. Strengthen the Housing Trust Fund</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>22. Pursue housing choice designation</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>23. Apply for housing production grants through MassHousing</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
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<tr>
<td>24. Examine past efforts to pass the Community Preservation Act and revisit the adoption of CPA.</td>
<td></td>
<td>X</td>
<td>X</td>
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</tr>
<tr>
<td>25. Apply for historic preservation tax incentives</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
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<tr>
<td>26. Increase housing voucher standards</td>
<td>X</td>
<td>X</td>
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</table>
## Programming Strategies

Draft programming strategies were developed based on the plan’s four goals.

### Draft strategies

<table>
<thead>
<tr>
<th>Draft strategies</th>
<th>Indicate your level of support for this strategy</th>
<th>Comments about this strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Partner with private and non-profit developers – form partnerships to facilitate housing development that meets the needs of various groups, ensuring high-quality and affordable options for all.</td>
<td>Very Supportive</td>
<td>Supportive</td>
</tr>
<tr>
<td>2. Create mixed-income Affordable Housing through the Local Inducement Program (LIP) - Incentivize developers to provide affordable housing by offering tax incentives, subsidies, and other financial tools to encourage development.</td>
<td>Very Supportive</td>
<td>Supportive</td>
</tr>
<tr>
<td>3. Leverage publicly-owned land for Affordable Housing – Make it easier for non-profit organizations and local governments to acquire land for housing development and ensure that a portion of the land is set aside for affordable housing units.</td>
<td>Very Supportive</td>
<td>Supportive</td>
</tr>
<tr>
<td>4. Repurpose and expand golf course sites for Affordable Housing Authority properties – Incorporate affordable housing into existing golf course sites, utilizing green spaces and existing infrastructure to provide accessible and sustainable housing options.</td>
<td>Very Supportive</td>
<td>Supportive</td>
</tr>
<tr>
<td>5. Reserve existing buildings for small-scale and affordable Housing – Maintain the affordability of current buildings, especially those situated in areas where income levels are lower than the median.</td>
<td>Very Supportive</td>
<td>Supportive</td>
</tr>
<tr>
<td>6. Provide a new model to tenant and owner services, eligible tenants, and other stakeholders – Enhance the tenant and owner services by offering counseling, education, and advocacy programs to improve tenant satisfaction and owner retention.</td>
<td>Very Supportive</td>
<td>Supportive</td>
</tr>
</tbody>
</table>

### What other strategies should the town consider?

- High-quality school programs
- Enhanced support for non-profit organizations
- Incentivized economic development
- Access to capital for housing development
- Improved public transportation

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- [Post-it note](#)
# IMPLEMENTATION PLAN

## STRATEGIES FOR CONSIDERATION

<table>
<thead>
<tr>
<th>PROGRAMMING STRATEGIES</th>
<th>LEAD</th>
<th>SUPPORT</th>
<th>TIME FRAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Engage and partner with housing developers</td>
<td>Town Staff</td>
<td>Planning Board Board of Selectman MHA</td>
<td>Short Term/ongoing</td>
</tr>
<tr>
<td>2 Create deed-restricted Affordable Housing through the Local Initiative Program (LIP)</td>
<td>Town Staff</td>
<td>Board of Zoning Appeals Planning Board Board of Selectman MHA</td>
<td>Short Term/Ongoing</td>
</tr>
<tr>
<td>3 Leverage public assets for mixed-income housing</td>
<td>Town Staff</td>
<td>Planning Board Board of Selectman MHA</td>
<td>Medium Term</td>
</tr>
<tr>
<td>4 Partner with the Marblehead Housing Authority to leverage public assets</td>
<td>Town Staff + MHA</td>
<td>Planning Board Board of Selectman</td>
<td>Medium Term/Long Term</td>
</tr>
</tbody>
</table>
NEXT STEPS

Local Adoption
State Approval
Certification
QUESTIONS?