

South Hadley Housing Production Plan

ADVISORY COMMITTEE #1

September 7, 2022

Agenda

1 Welcome & Introductions

2 About the Plan

3 Public Engagement

4 Data Profile

5 Next Steps

1 Introductions



OUTWITH STUDIO

- Housing Policy
- Public Engagement
- Storytelling
- Demographic Analysis
- Geospatial Analysis
- Real Estate Finance



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UTILE

- Urban Design
- Sustainable Architecture
- Progressive Zoning
- Housing Development
- Affordable Housing
- Waterfront Planning



- Founded in 2021, based on a decade-long collaboration.
- Critically applying data and digital to make better community processes
- June: principal planner full-time
- Willy: principal designer as needed
- We form ad hoc, project-based teams with others
- Remote culture, legally formed in Philadelphia



June McCartin
Principal Planner



Willy Mann
Principal Designer

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- 77 professionals (22 licensed architects, 70 professional design staff, 5 admin, 2 interns)
- Open and collaborative environment (even when working remotely!)
- Broad range of skill sets and knowledge



Matthew Littell
Principal



Loren Rapport
Urban Planner

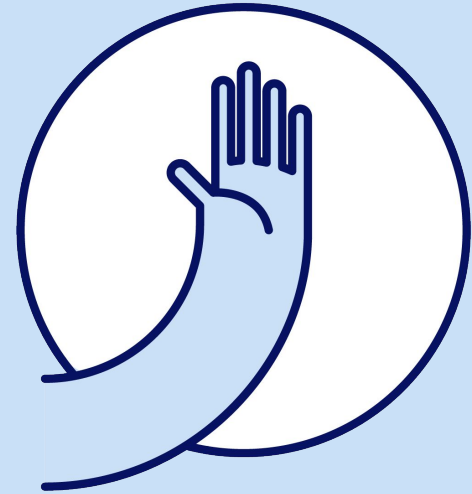
THE SOUTH HADLEY TEAM



Andrea Baena
Urban Designer

Introductions

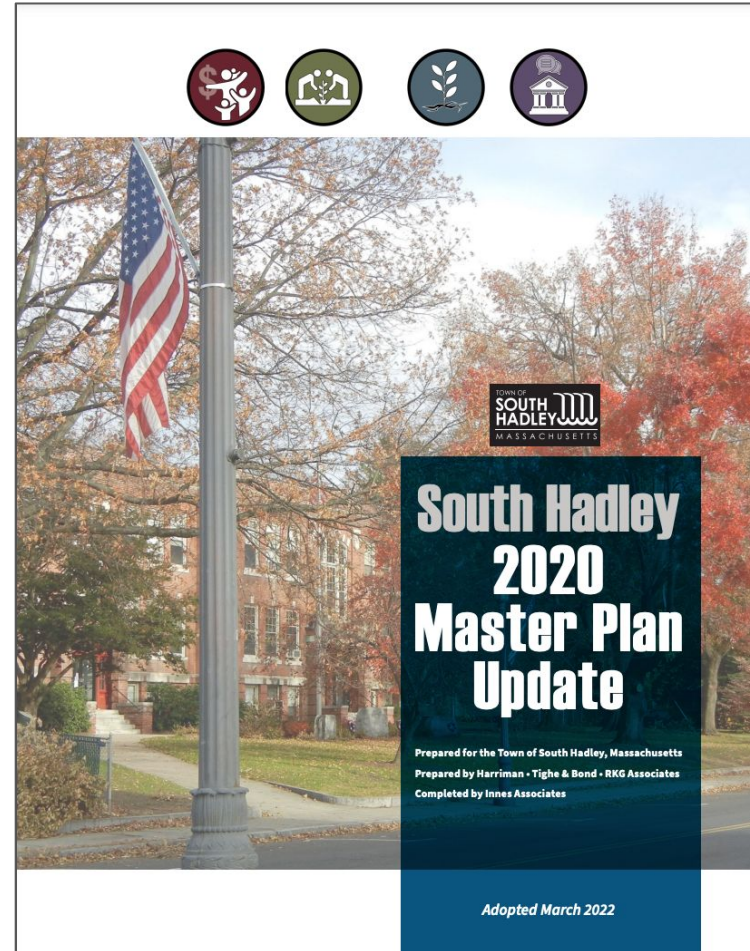
1. Name
2. Affiliations
3. Why you wanted to join the committee
4. Where you live in town and how long you have been there



2 About the Plan

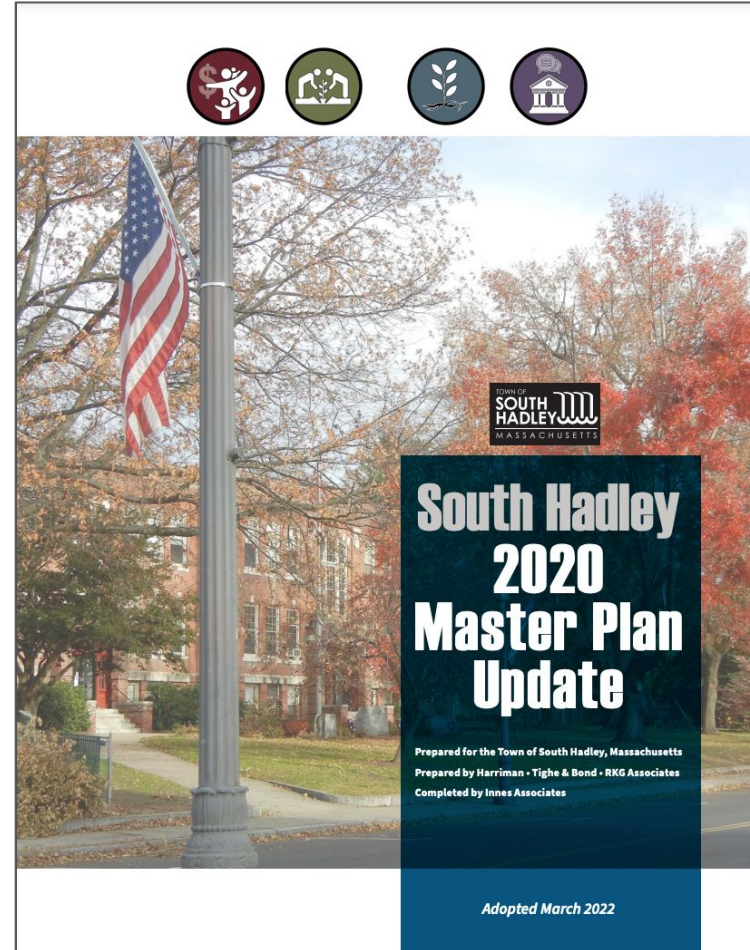
Building on the Master Plan

- 2020 Master Plan (MP) stated specific goals, objectives, and recommendations to address housing needs
- **“Goal 1: A Thriving Community.** South Hadley creates a respectful and welcoming environment in which all community members can prosper and thrive.”
- **“Objective 1-3.** Support the development of housing at different scales and price ranges to meet the needs of people at all life stages and incomes.”
- Housing impacts multiple goals and objectives



Building on the Master Plan

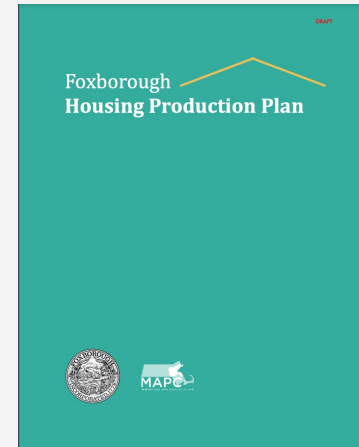
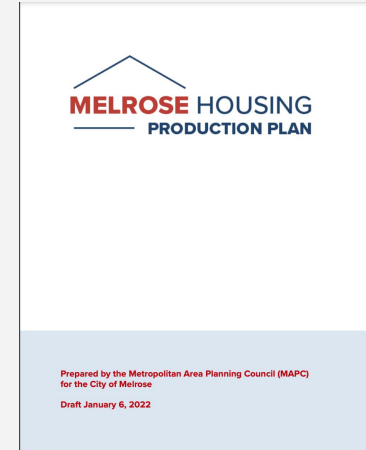
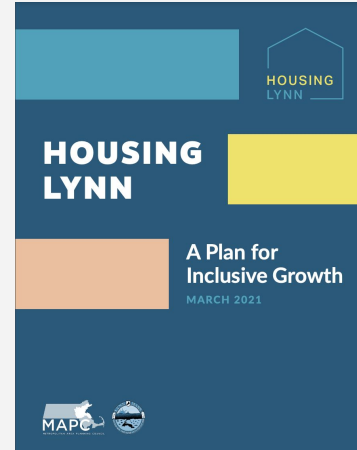
- 2020 Master Plan (MP) stated specific goals, objectives, and recommendations to address housing needs
- Recommendations:
 - ◆ “Provide a wide range of options for housing types, both ownership and rental...”
 - ◆ “Support the development of housing options for all ages and incomes [within specific areas: Village Commons, Woodlawn Neighborhood, and South Hadley Falls”



What is HPP?

A Housing Production Plan (HPP) is a **proactive strategy** to plan for and guide development of housing in a town or city.

An HPP helps communities understand their housing needs, identify housing goals, and make progress towards achieving them.



HPP's and Chapter 40B

HPP REQUIREMENTS DEFINED IN MASSACHUSETTS LAW (CHAPTER 40B)

State Statute	Encourages municipalities to expand their deed-restricted Affordable Housing stock.
10% State Minimum	If a city is below 10%, Affordable Housing and mixed-income development not complying with local zoning can be approved by local ZBAs.
HPP to Safe Harbor	If a city is below 10%, it can produce an HPP, adopt the plan, begin to meet plan's targets, and apply for "safe harbor" from unwanted 40B development

What is Affordable Housing?

- Rented or sold to “low-income” households (more on this later)
- Deed-restricted (usually for at least 30 years)
- Can be public or private
- Needs either government subsidy or cross-subsidy from market rate units

South Hadley and Chapter 40B

- Total housing units 2020 (pending DHCD review): 7,439
- Estimated new SHI percent (using 2020 housing count): 5.70%

Units needed to achieve Safe Harbor		
Ongoing	1-year	2-year
744	37	74

HPP Components

**Needs and Demand
Assessment**

**Development
Opportunities and
Constraints**

**Goals and
Strategies**

**Production
Targets**

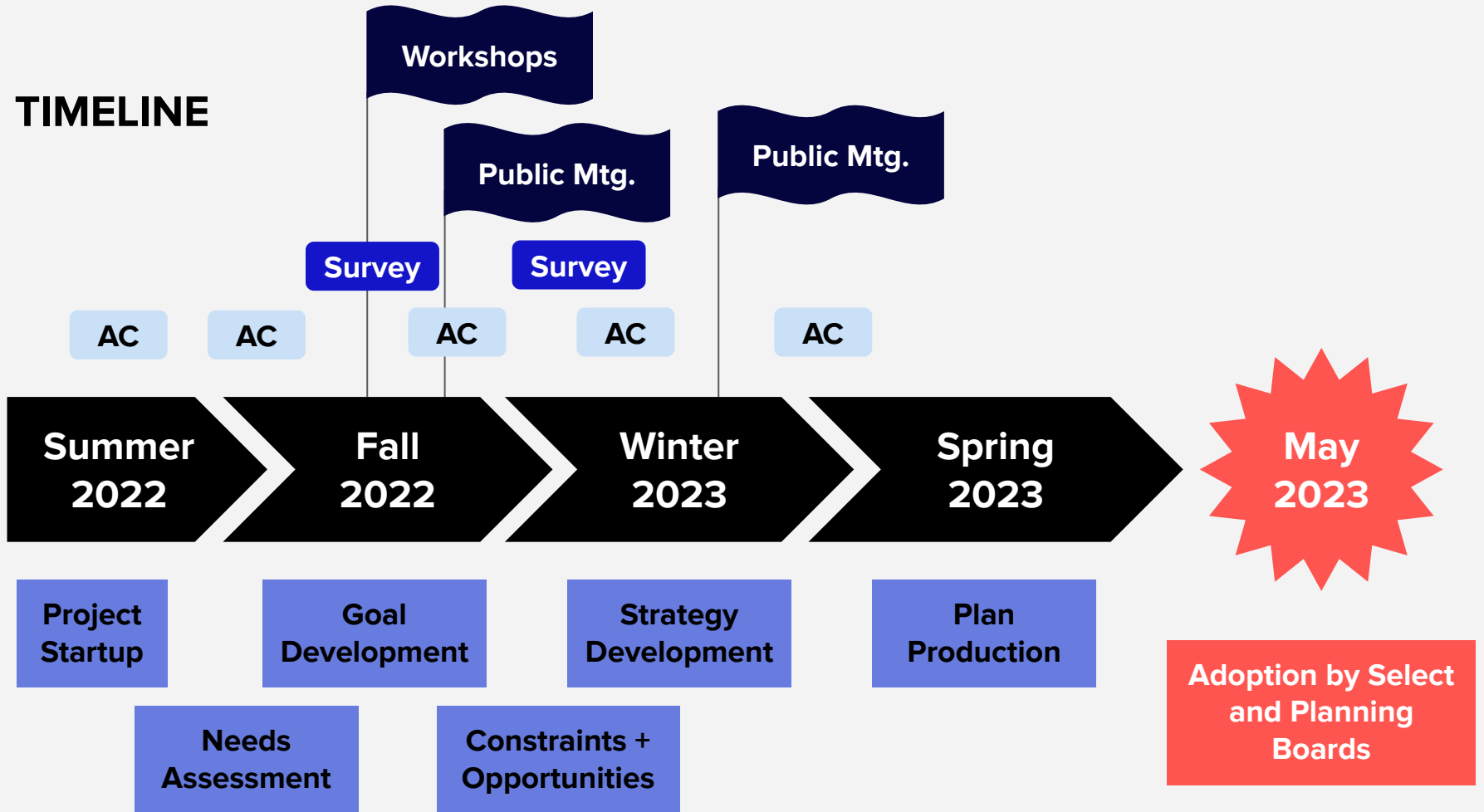
Project Partners

- Town staff
- Consultant team: Outwith Studio + Utile
- Advisory committee
- South Hadley community
- Select Board and Planning Board



outwith studio + utile

TIMELINE



3 Public Engagement

Building on the Master Plan

- The 2020 MP Update (adopted this year) held four public forums and additional meetings covering the topics:
 - ◆ Balancing Preservation and Development
 - ◆ Neighborhoods for All Ages
 - ◆ People, Prosperity, Housing, and Connections
 - ◆ Sustainability and Resilience
- The HPP will incorporate the findings from that engagement



Public Meetings and Workshops



Surveys



Task 1: Imagine your ideal version of Lynn in the future. Write down five words that describe this future for Lynn.

- safe
- affordable
- diverse
- vibrant
- ~~colorful~~ colorful/artistic
- clean
- sustainable
- family-friendly
- accessible
- well-resourced
- spacious

Task 2: Thinking about the five words you wrote down in Task 1, imagine how housing could help achieve your idea of Lynn's future. Write down at least three ways housing could contribute to your vision.

- rent control
- don't displace current residents who want to stay
- fixing up housing so it's up to code
- painting more murals that reflect the diversity of Lynn
- create more housing for currently displaced/homeless residents (transitional housing for new immigrants, homeless, students, etc)
- publicly



Inclusionary Zoning

- Not all Affordable Housing needs to be part of a standalone Affordable Housing development. In fact, in many towns, private developers are required to make a portion of any new development available as Affordable Housing. These rules are often called Inclusionary Zoning.
- Inclusionary rules typically only apply to projects above a certain size, so small projects aren't impacted. The inclusionary zoning can apply whether the project is a subdivision with single-family homes or one multifamily building. The proportion of units that must be kept affordable is usually 10-15% of all units.
- Usually the Affordable Housing is required on the same site as other units. In some towns, developers can build the Affordable Housing elsewhere or can simply provide a one-time cash payment to the town, to be used for Affordable Housing. Some towns provide something in exchange for the Affordable Housing to offset the cost, such as a density bonus or relief from certain subdivision requirements.
- To pass an inclusionary bylaw that works in Foxborough, the town would start with a real estate study. Findings from that study would inform what rules the town would need to set, and a bylaw implementing those rules would need to pass Town Meeting to go into effect.

How important is **Inclusionary Zoning** for Foxborough? (Circle one number)

- 1 2 3 4 5
- Not Important Somewhat Important Very Important

Focus Groups and Interviews



Virtual Engagement Options

Affordable Housing is concentrated in "Smart Growth" areas along the rail corridor and near amenities

Source: MA DHCD, 2017

Affordable Housing by number of units

1-4 units	5-20 units	21-50 units	51-99 units	100-155 units
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- Open Space
- MBTA Commuter Rail
- MBTA Subway

Source: Department of Housing and Community Development Subsidized Housing Inventory, 2017

Chat

Thanks everyone!

From Hal Waterman to Everyone: You mention an unhealthy vacancy rate (not enough homes for the demand). I've seen several owned but unoccupied homes in the city (people own but have kept empty for years for some reason). Is this concerning to the city? Making these available for buyers would help with this problem. Right? buyers who want to live in the home

From Emma Schnur Battaglia to Everyone: Hi Hal, that is interesting. We haven't been hearing about that but will definitely look into it

From Dan P to Everyone: How many developers have recently submitted project proposals that take advantage of Chapter 40B?

From Joseph russo to Everyone: is this section 8?

From Jim Holt to Everyone: correct

From Denise Gaffey to Everyone: 40B developments have been rare in Melrose. There is one in the pipeline that I am currently aware of

From Ellen Katz to Everyone: what is age breakdown of low income households

12:29

Click up to three times on the map below to indicate where new development should go. Points can be in different locations or generally the same area.

Melrose by Location Type

- Downtown
- Hospital Area
- Rail Corridor
- Mid-Density Neighborhoods
- Low-Density Neighborhoods
- Large Open Space
- Commercial/Industrial

Housing Types

Now we would like to know what types of housing you think are most appropriate in what locations of the city. For each location type below, select which type of housing you

Engagement Overview

- Two public meetings (required)
- Three community workshops with PVPC
- Two surveys
- Three focus groups
- Targeted interviews as needed
- Email list
- Social media through the Town

4

Data Preview

Data Overview

- Most of this analysis will be used in the Housing Needs and Demand Assessment
- Other analyses in our work will include looks at race and segregation, lending patterns, environmental justice communities, rental patterns, housing and public health, and more
- Data will often be compared to “context communities”

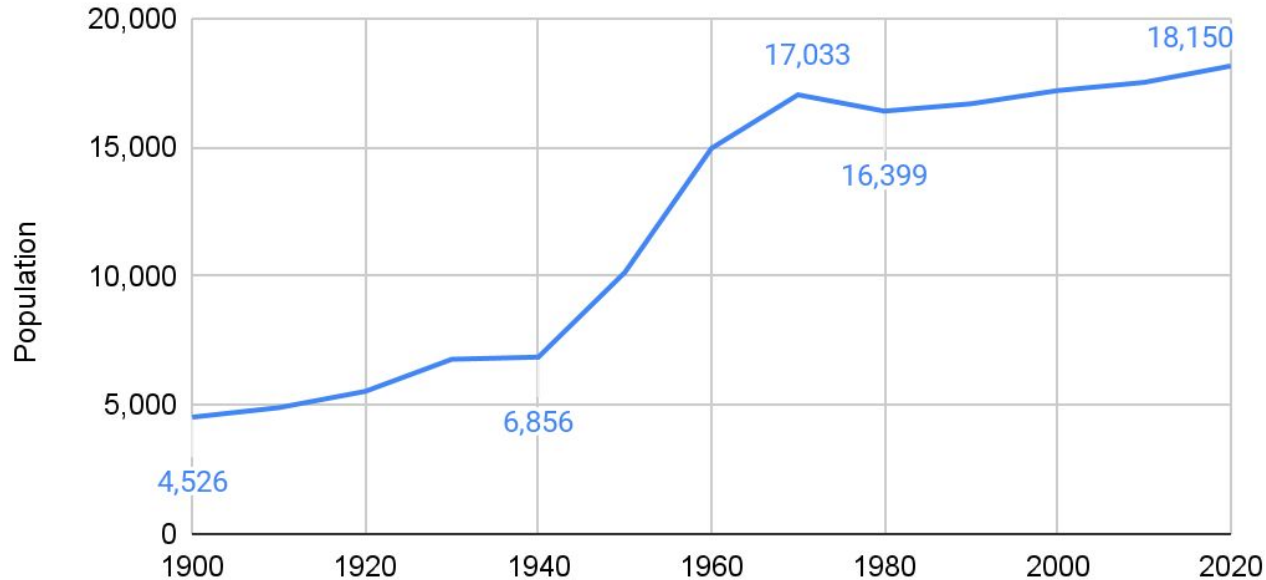
DATA SOURCES

- US Decennial Census
- American Community Survey
- Home Mortgage Disclosure Act
- Comprehensive Housing Affordability Strategy (CHAS)
- Massachusetts Commission Against Discrimination (MCAD)
- Zillow and MLS Data
- MassGIS
- SH Assessors Data
- SH Planning and Conservation

Population

South Hadley has grown at a slow pace since 1980

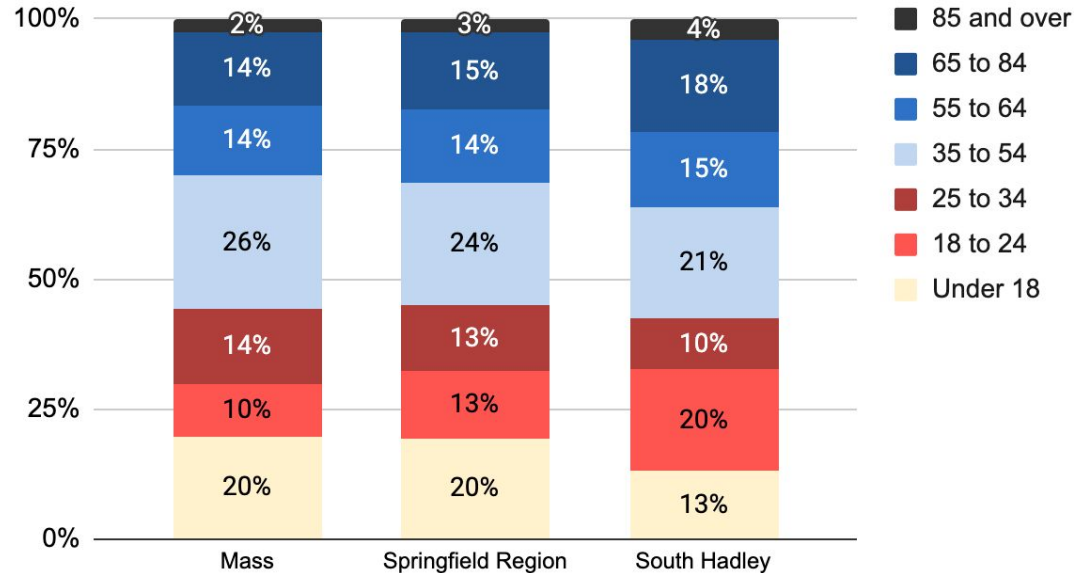
South Hadley Population, 1900-2020



Source: US Decennial Census, 1900-2020

South Hadley has an older population than the region or state, as well as a large 18-24 year old population

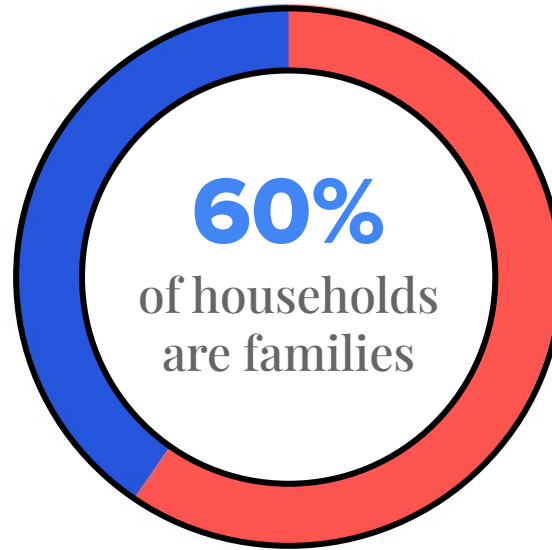
Age Structure Comparison



Source: American Community Survey 5-year estimates, 2016-2020

Most, but not all, households are families

Household Types

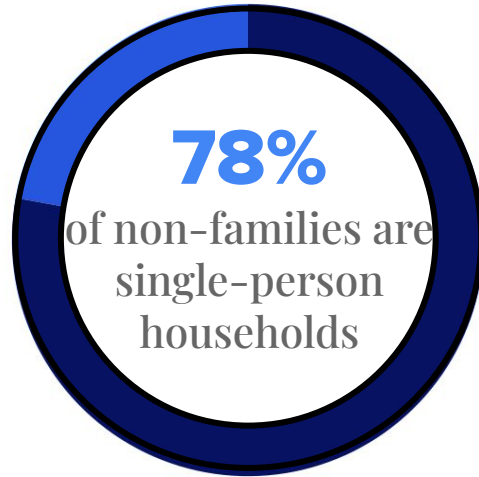


● Family households ● Non-family households

Source: American Community Survey 5-year estimates, 2016-2020

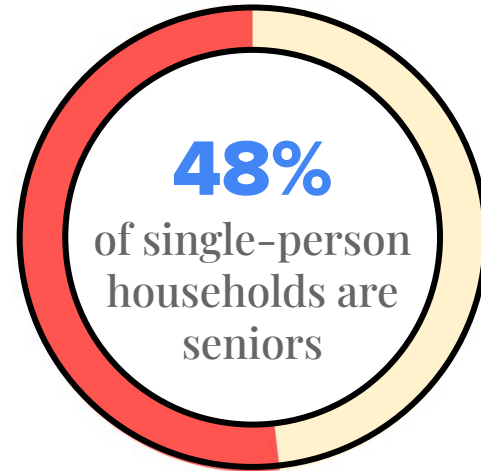
Most non-family households are singles

Non-family households



- Householder living alone
- Householder not living alone

Single-person households

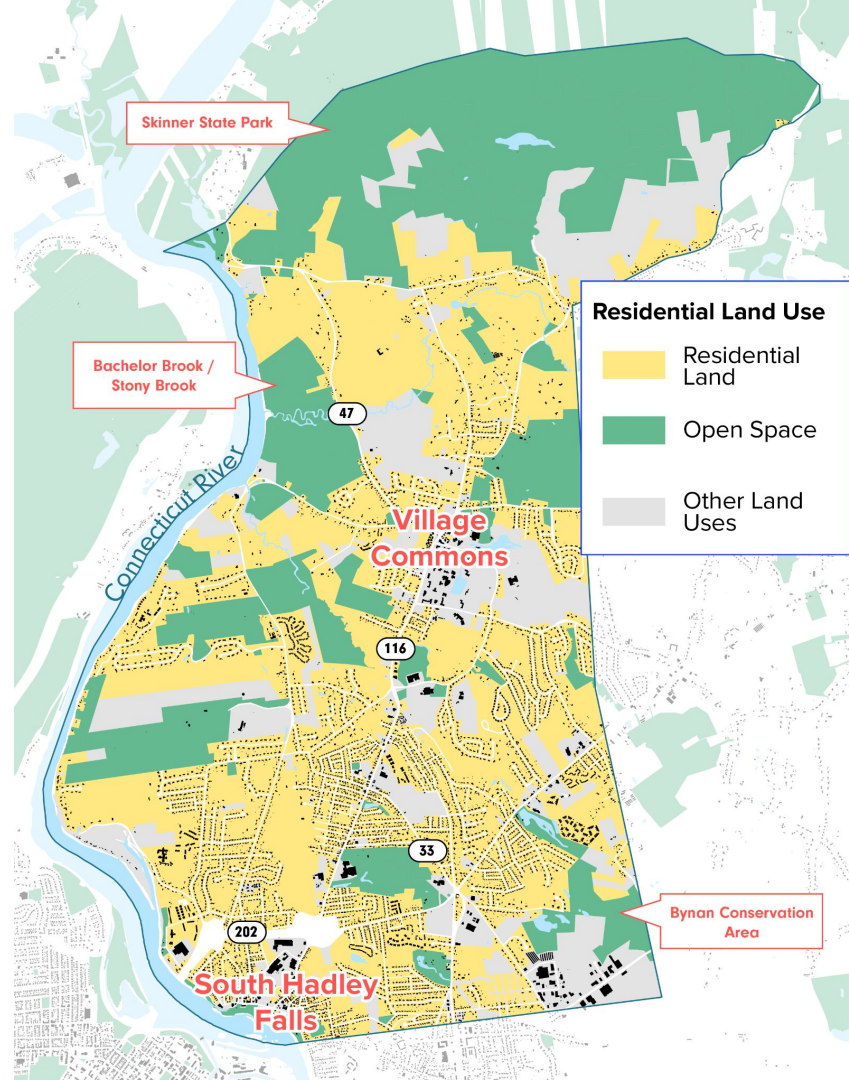


- Householder 65 and older
- Householder younger than 65

Source: American Community Survey 5-year estimates, 2016-2020

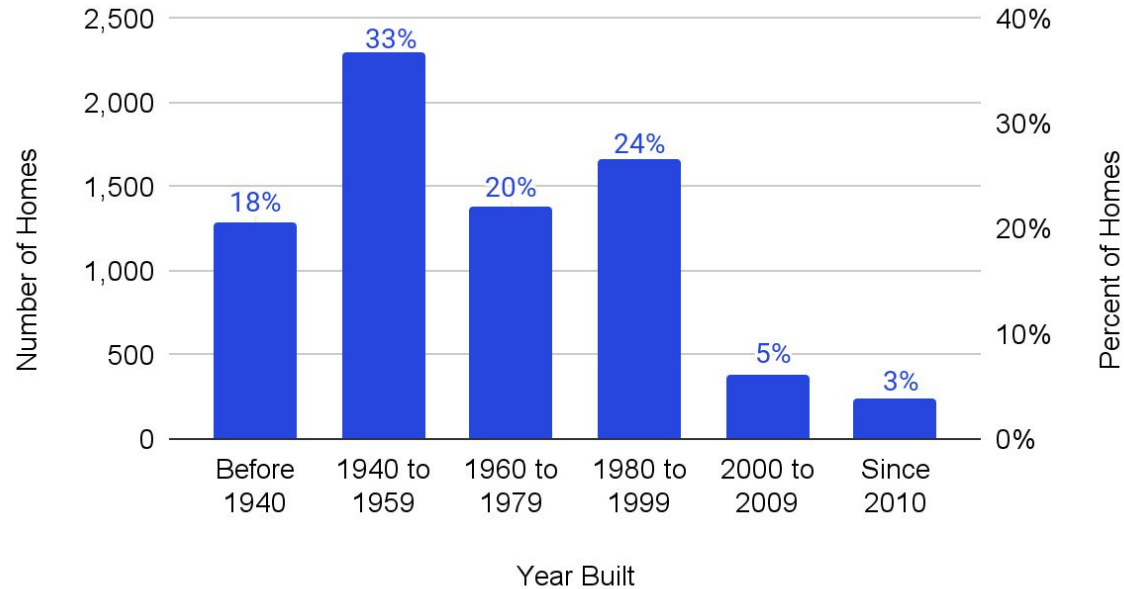
Housing Stock

Housing in South Hadley



One third of homes were built in 1940-1959

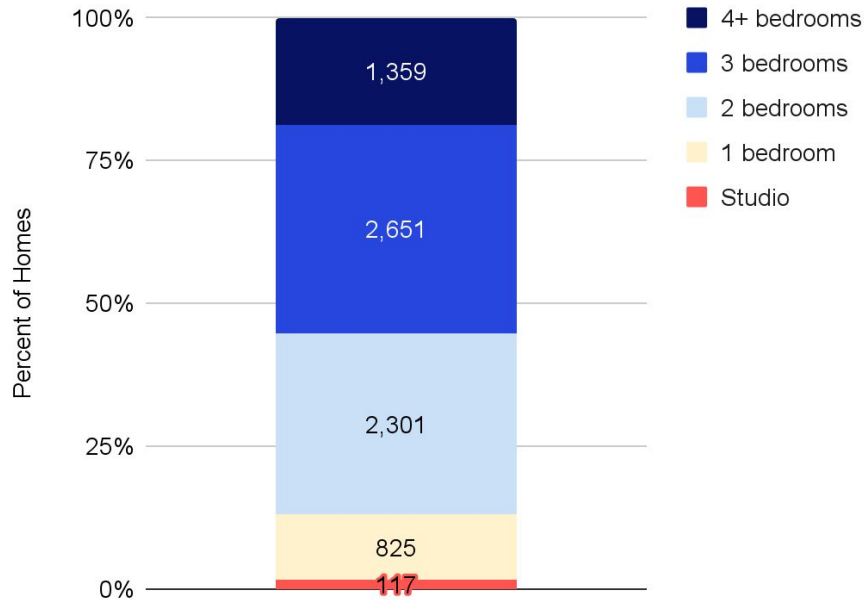
Homes by Year Built



Source: American Community Survey 5-year estimates, 2016-2020

More than half of homes are “family-sized” (3+ bedrooms)

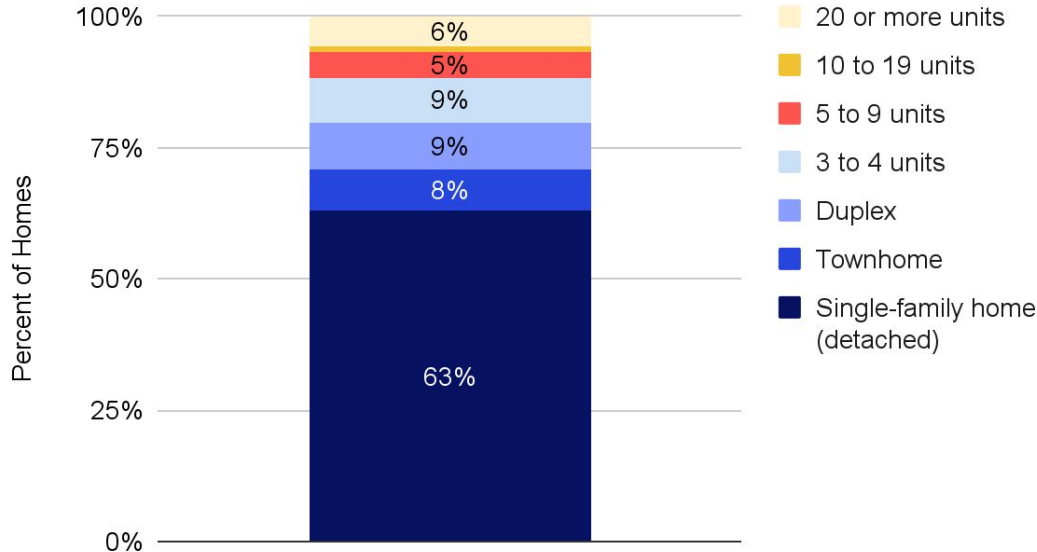
Homes by Number of Bedrooms



Source: American Community Survey 5-year estimates, 2016-2020

Two-thirds of homes are single-family detached homes

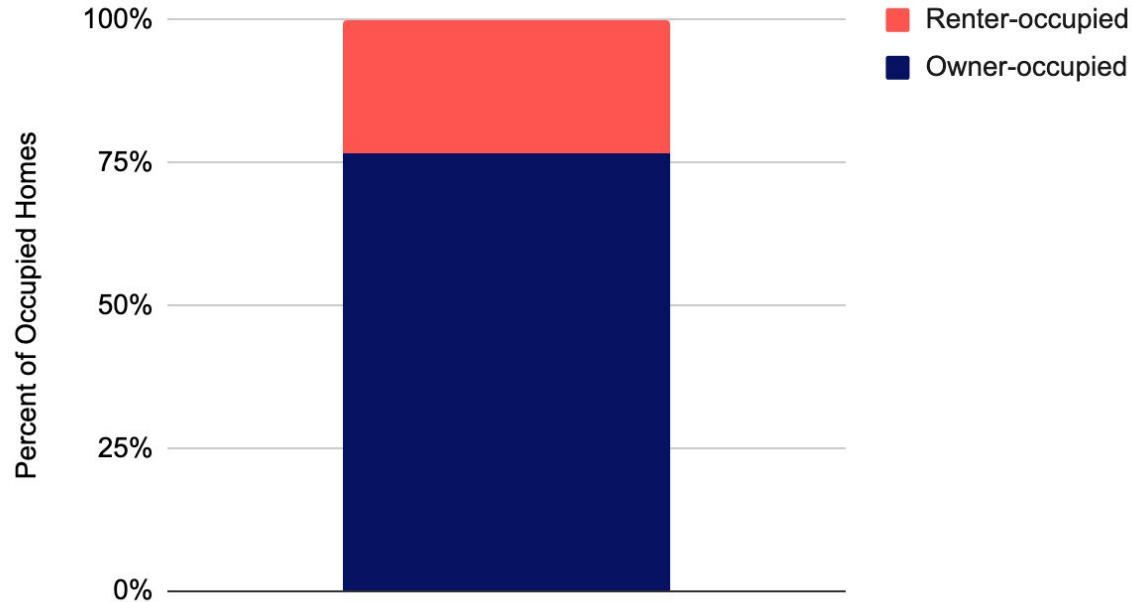
Homes by Number of Units in Structure



Source: American Community Survey 5-year estimates, 2016-2020

Three-quarters of homes are owner-occupied

Housing Tenure



Source: American Community Survey 5-year estimates, 2016-2020

Affordability

Home values have increased 57% since their low in 2012

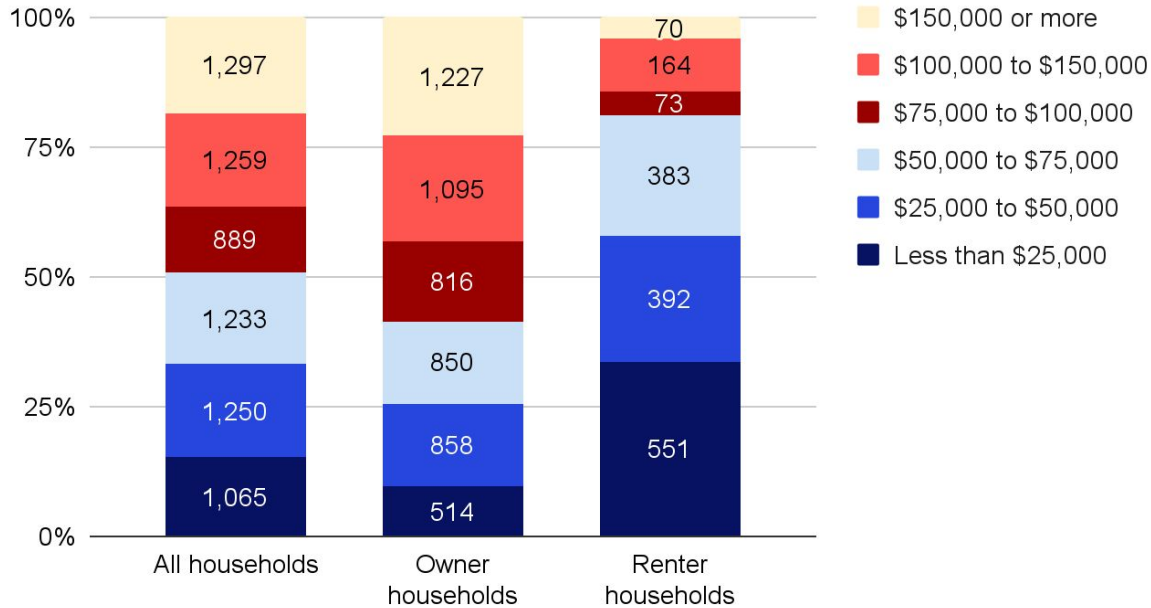
Home Values, January 2000 - July 2022



Source: Zillow Home Value Index, January 2000 - July 2022

Renters tend to be lower income, but there are many lower income homeowner households

Household Income by Housing Tenure



Source: American Community Survey 5-year estimates, 2016-2020

What is “Low-Income?”

- “Low-income” households earn 80% of the “Area Median Income” (AMI)
- Low-income status varies by household size
- AMI is defined regionally. South Hadley’s AMI is defined by the median income of households in most of Hampshire and Hampden counties.

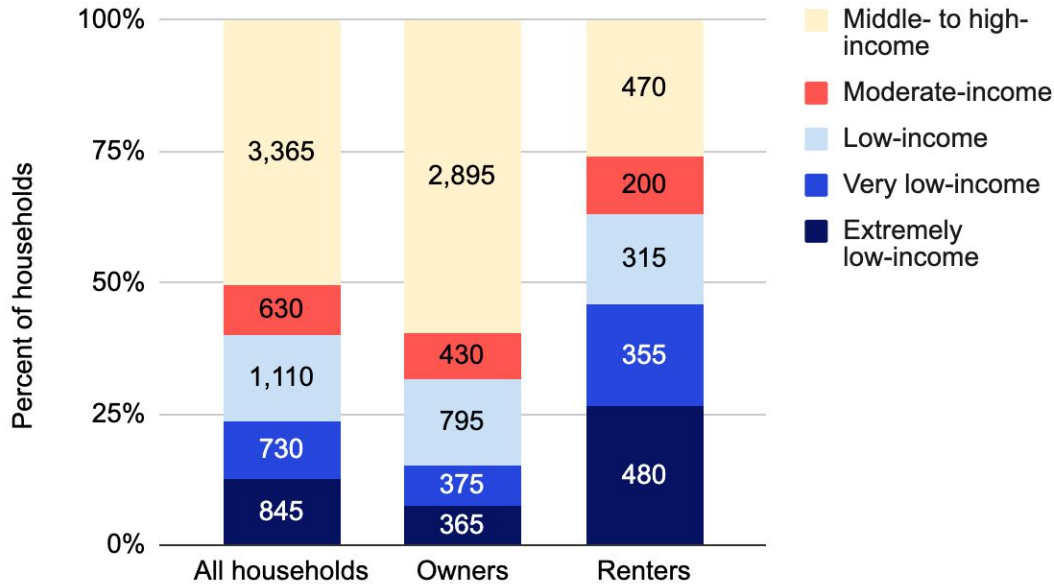
Income Limits

		Household Size					
		1	2	3	4	5	6
Percent of Area Median Income	80%	\$52,750	\$60,250	\$67,800	\$75,300	\$81,350	\$87,350
	50%	\$32,950	\$37,650	\$42,350	\$47,050	\$50,850	\$54,600
	30%	\$19,800	\$22,600	\$25,450	\$28,250	\$32,470	\$37,190

Source: HUD

40% of South Hadley households are considered low-income

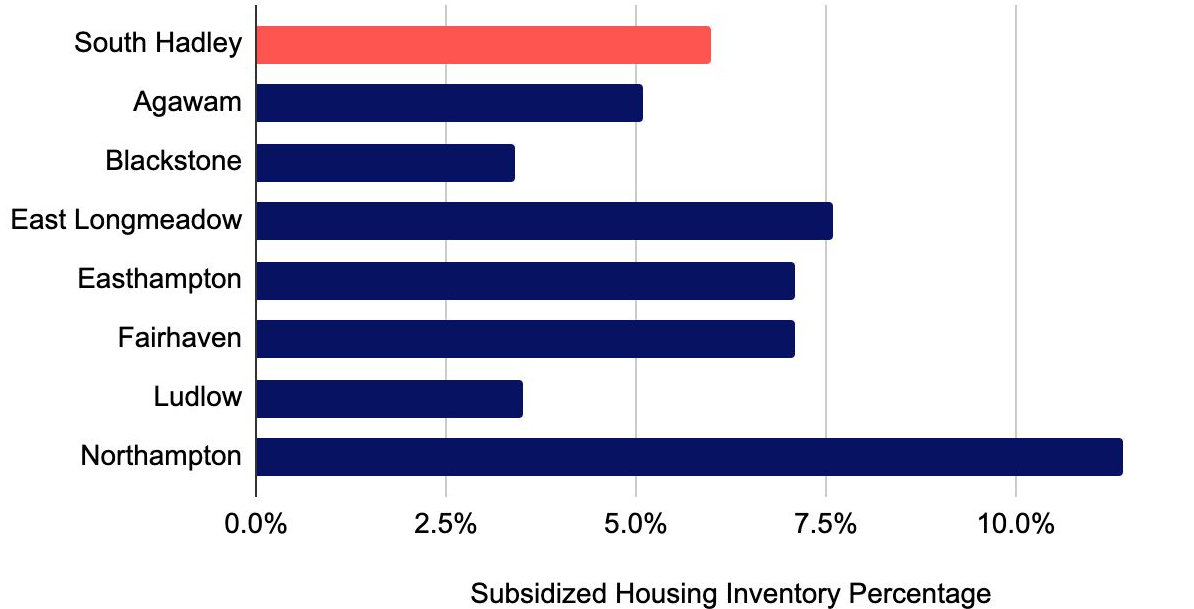
Income Status by Housing Tenure



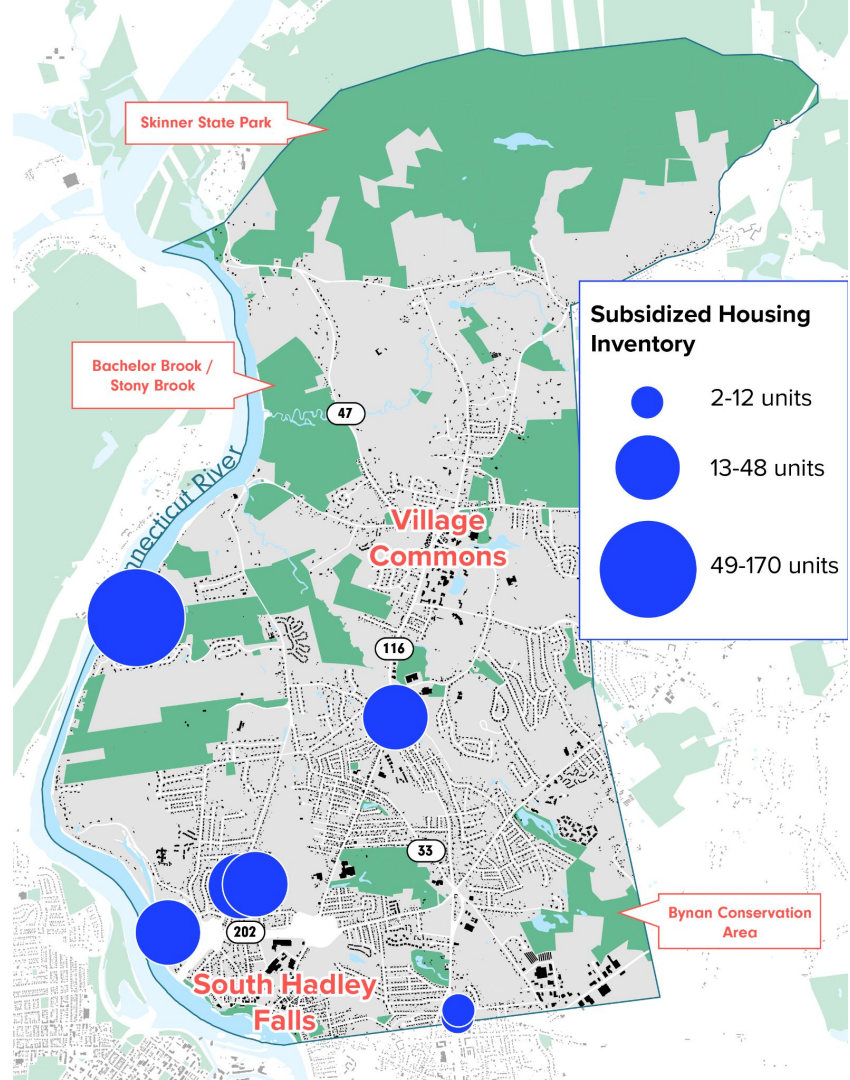
Source: Comprehensive Housing Affordability Strategy Data, 2014-2018 estimates

South Hadley's Affordable Housing stock is similar to that in other communities

Percent of homes that are Affordable Housing



Deed-restricted Affordable Housing is located in the southern section of Town



Reactions

- Which data points fit your understanding of South Hadley? Which data points are surprising?
- What further questions should we be exploring? What needs a deeper dive?

Looking ahead to engagement

- What topics would you like to discuss at the community workshops put on with PVPC?
- What kind of feedback should we look for at the first public forum?

5

Next Steps

Next Steps: Content

- Continue data analysis
- Begin assessment of local housing toolkit
- Map out opportunities and constraints

Next Steps: Engagement

- Continue focus groups
- Conduct targeted interviews
- Write and distribute survey
- Plan for public meeting #1 in the fall
- Launch website and email newsletter
- Reach out to local leaders for help in boosting participation