



SOUTH HADLEY
HOUSING PRODUCTION PLAN

COMMUNITY FORUM
December 12, 2022



outwith studio + utile

Agenda

- 1 Background
- 2 About the Plan
- 3 Data Profile
- 4 Housing Toolkit
- 5 Discussion + Activity

1

Background

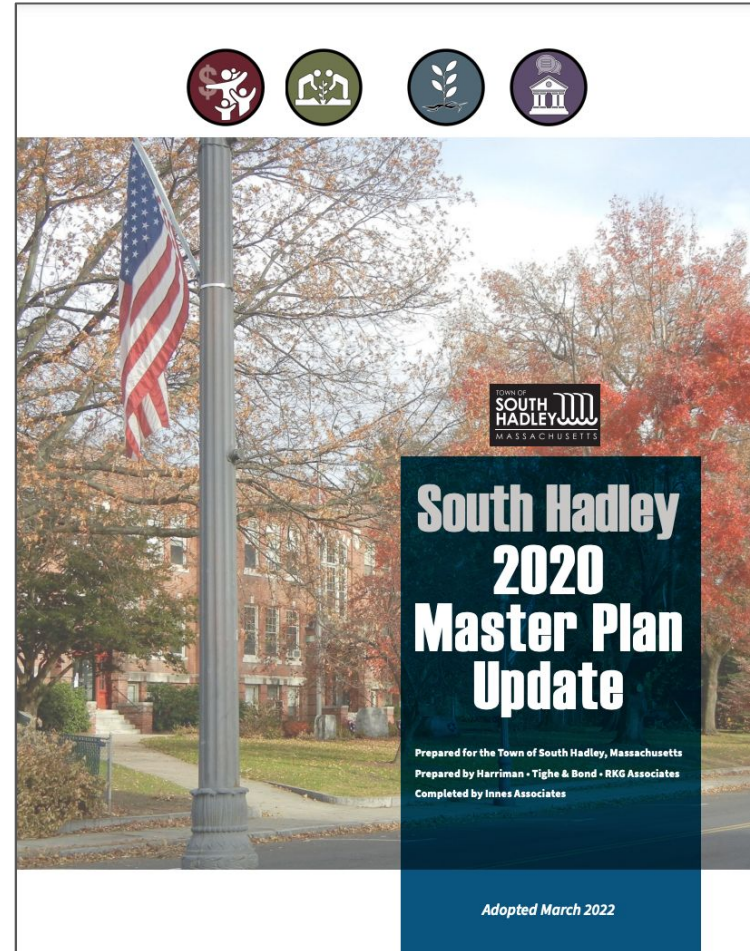
Building on the Master Plan

- The 2020 MP Update (adopted this year) held extensive public engagement, including 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



Building on the Master Plan

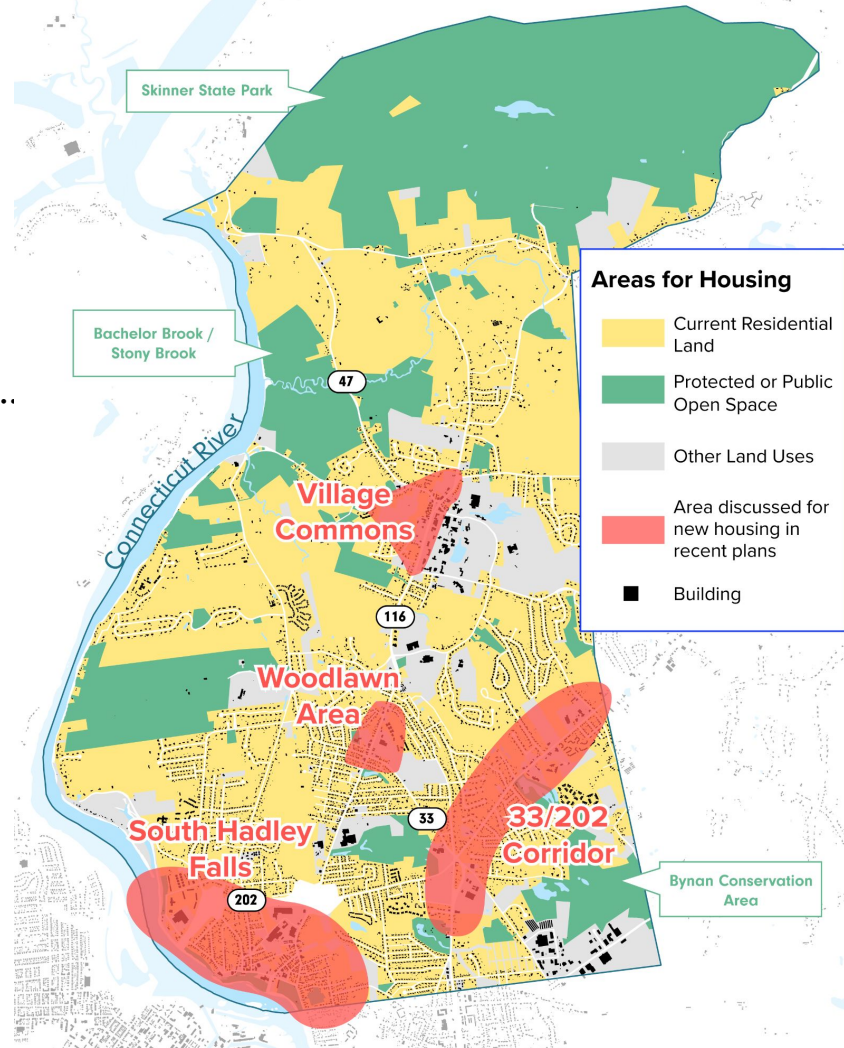
- 2020 Master Plan (MP) stated specific goals, objectives, and recommendations to address housing needs
- **“Goal 1: A Thriving Community.** South Hadley creates a respectful and welcoming environment in which all community members can prosper and thrive.”
- **“Objective 1-3.** Support the development 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 MP

→ 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”

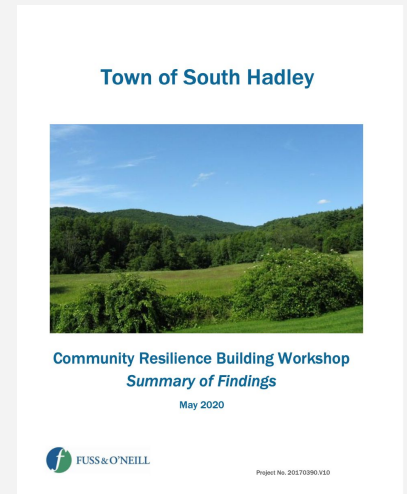
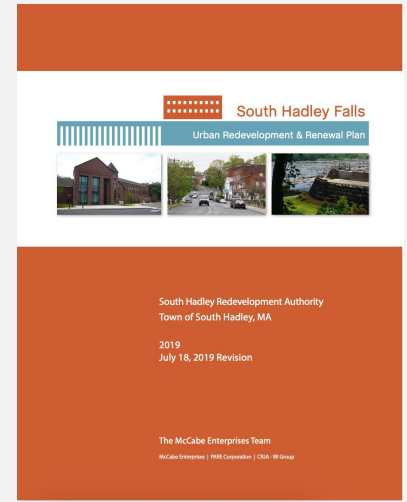
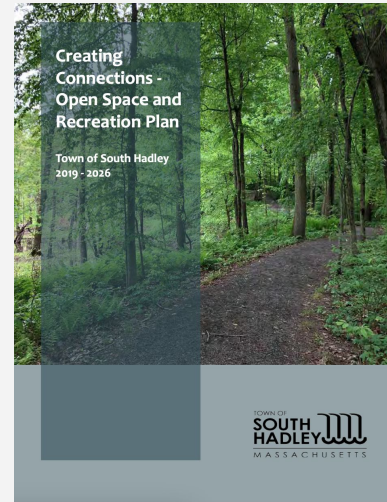


Building on other plans

- Previous Housing Production Plan
- Open Space and Recreation Plan
- Municipal Vulnerability Preparedness Plan
- SH Falls Urban Renewal Plan
- Route 202/33 Study



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Federal funding

News > Local

Requests queued up for \$4.3M in South Hadley COVID relief funding



South Hadley Town Hall GAZETTE FILE PHOTO [» Buy this Image](#)



OUTWITH STUDIO

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



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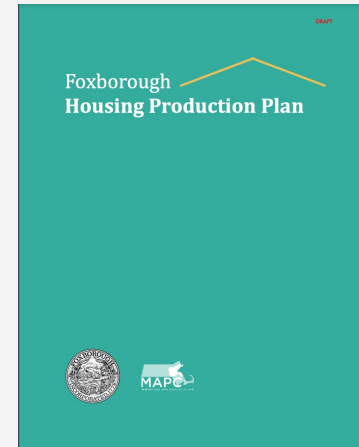
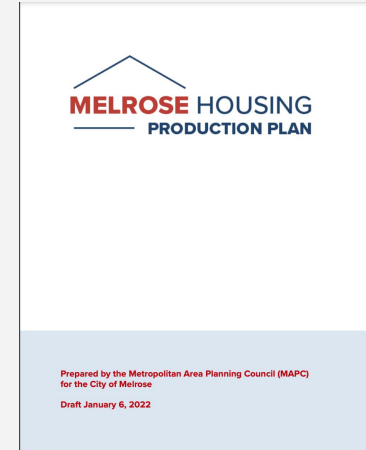
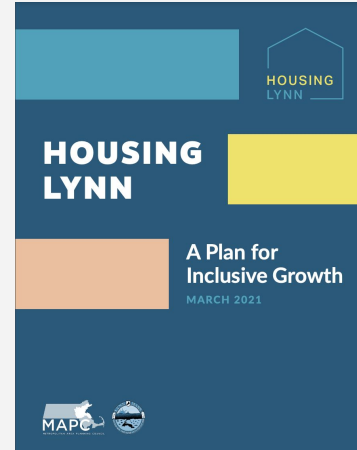
- Urban Design
- Sustainable Architecture
- Progressive Zoning
- Housing Development
- Affordable Housing
- Waterfront Planning

2 About the Plan

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 Components

**Needs and Demand
Assessment**

**Development
Opportunities and
Constraints**

**Goals and
Strategies**

**Production
Targets**

HPPs 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

Project Partners

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

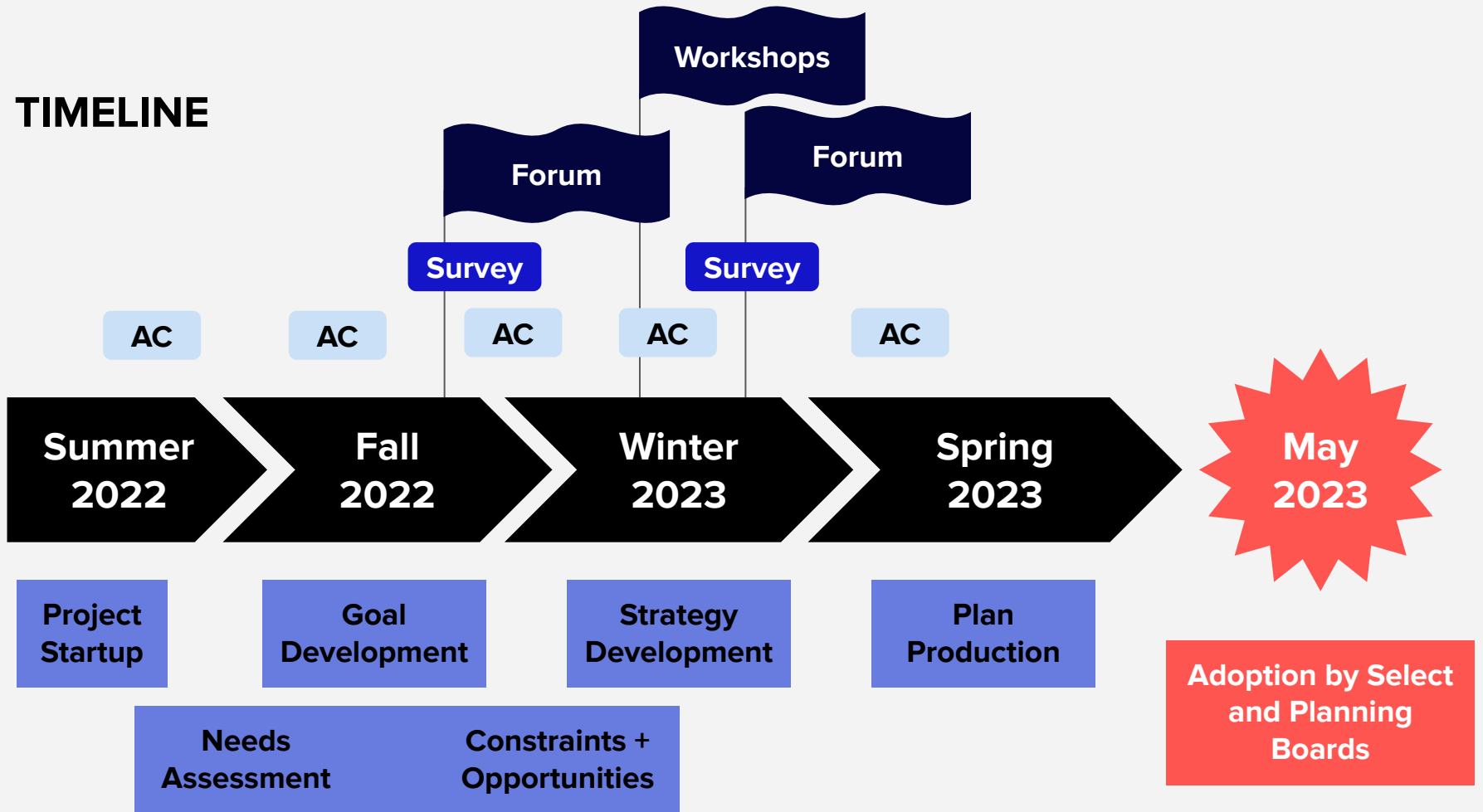


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Public Engagement

- Two public meetings (required)
- Three community workshops with PVPC
- Two surveys
- Three focus groups
- Targeted interviews as needed
- Flyers and handouts
- Email list
- Social media

TIMELINE



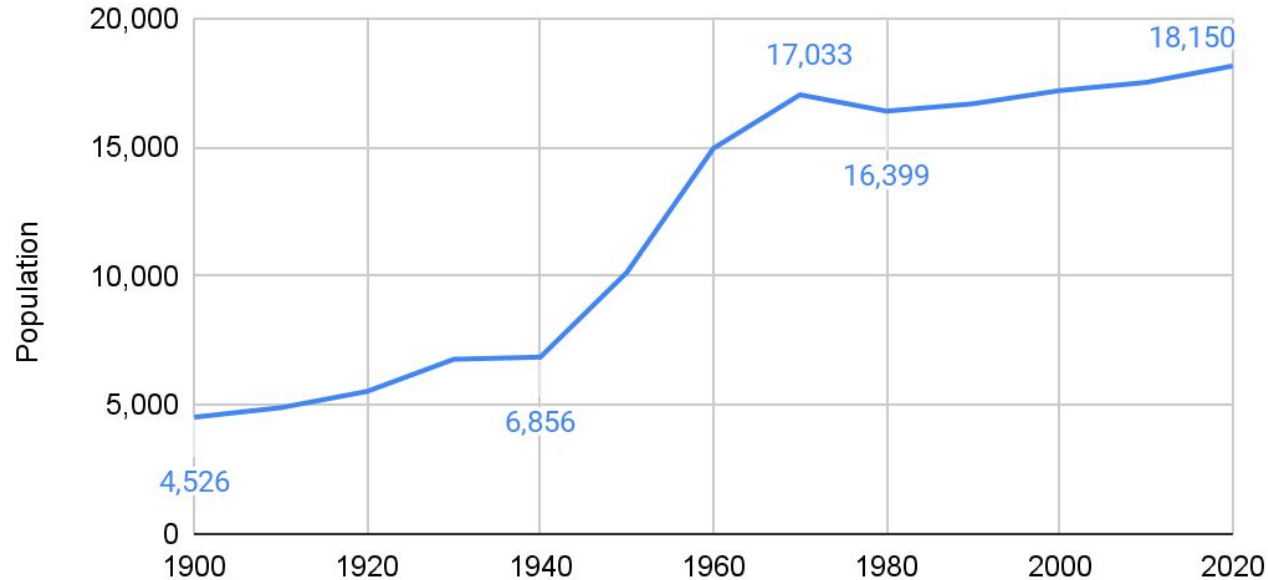
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Data Profile

Population

South Hadley has grown at a slow but steady pace since 1980

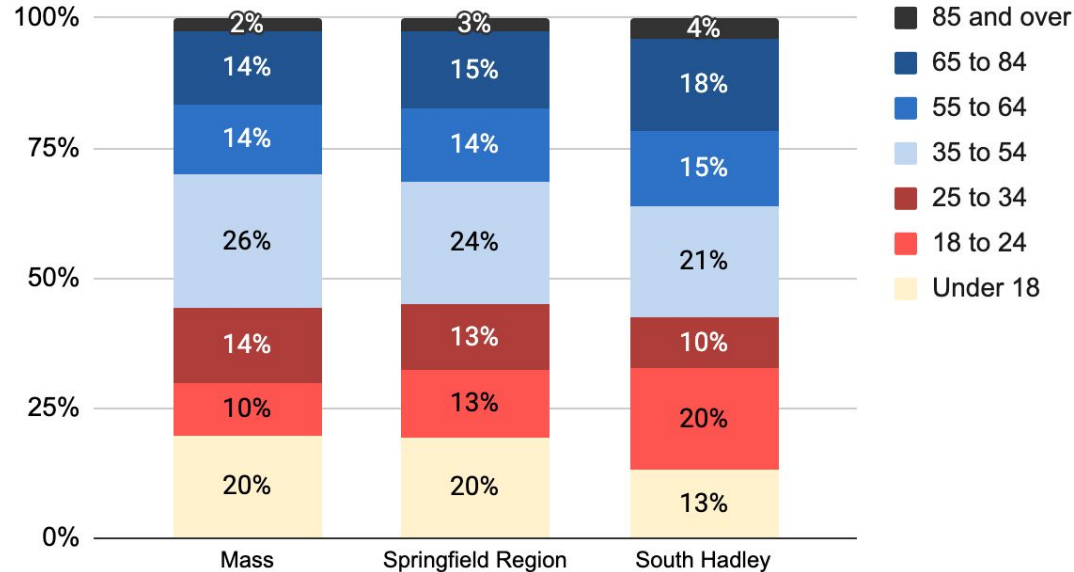
South Hadley Population, 1900-2020



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

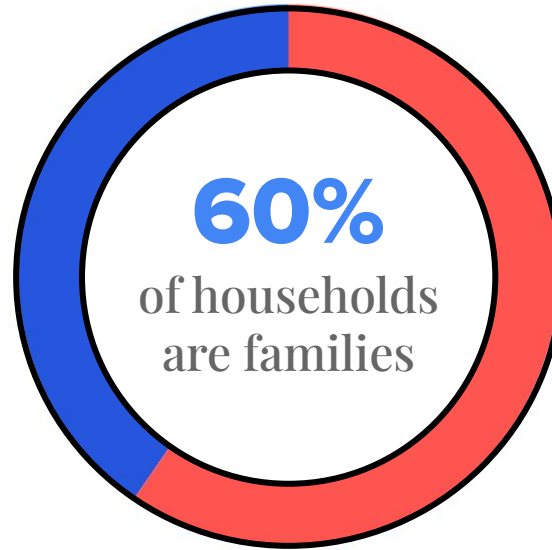
Age Structure Comparison



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

Most, but not all, households are families

Household Types

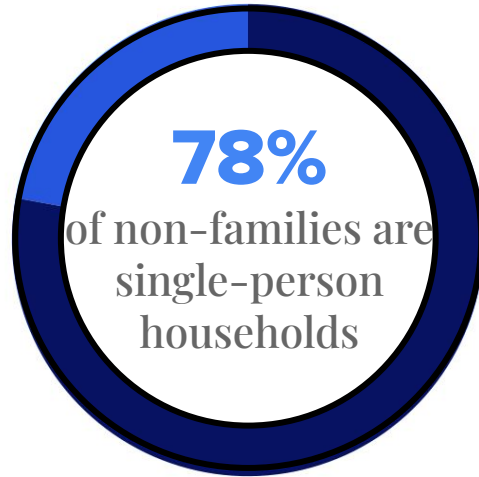


● Family households ● Non-family households

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

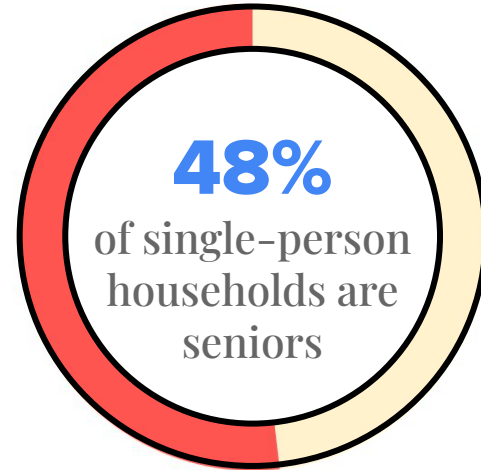
Most non-family households are singles

Non-family households



- Householder living alone
- Householder not living alone

Single-person households

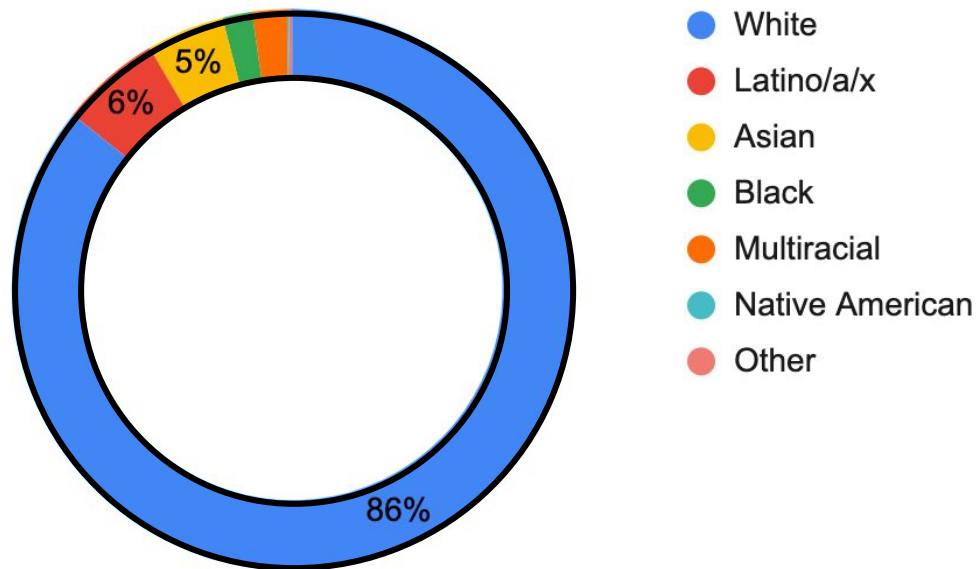


- Householder 65 and older
- Householder younger than 65

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

86% of residents are non-Latino White people

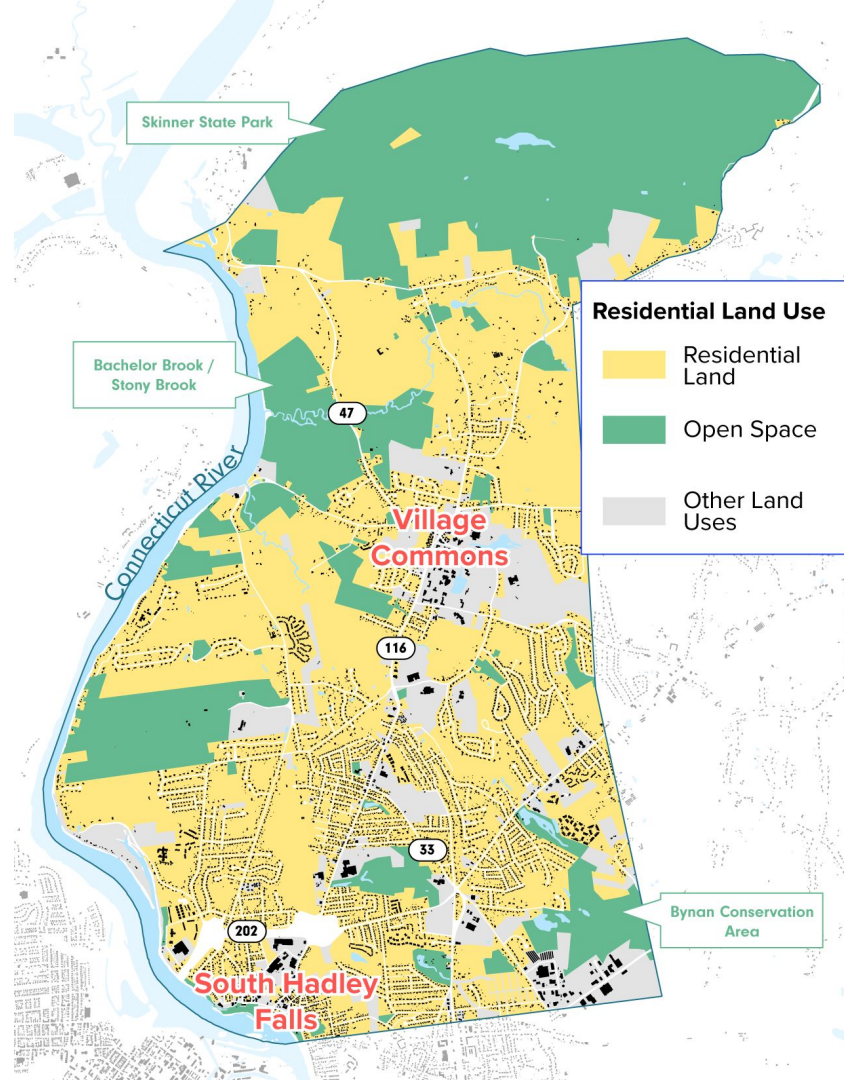
South Hadley by Race/Ethnicity



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

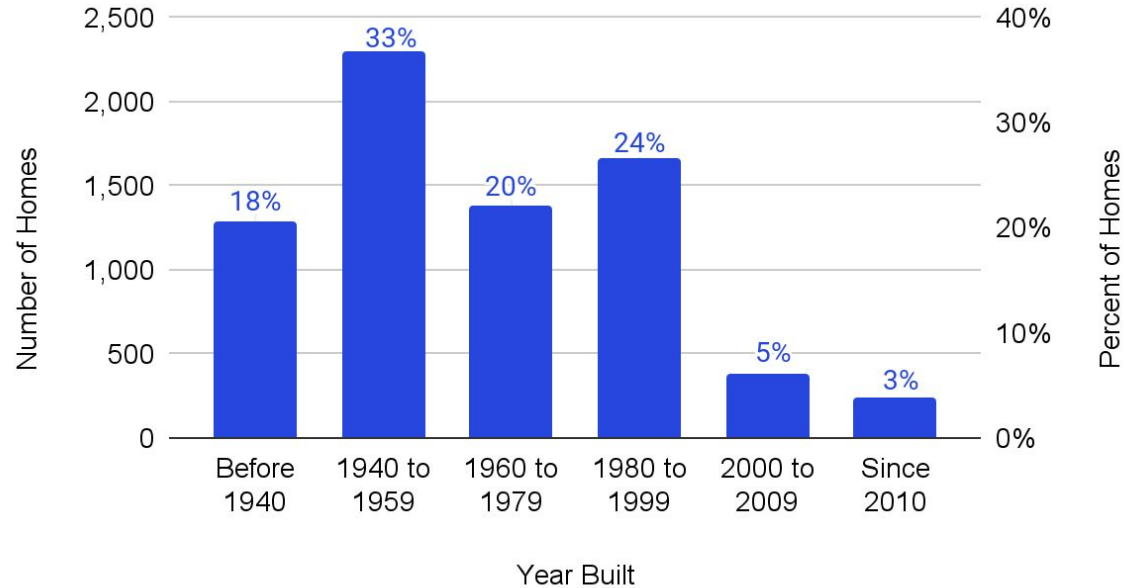
Housing Stock

Housing in South Hadley



One third of homes were built in 1940-1959

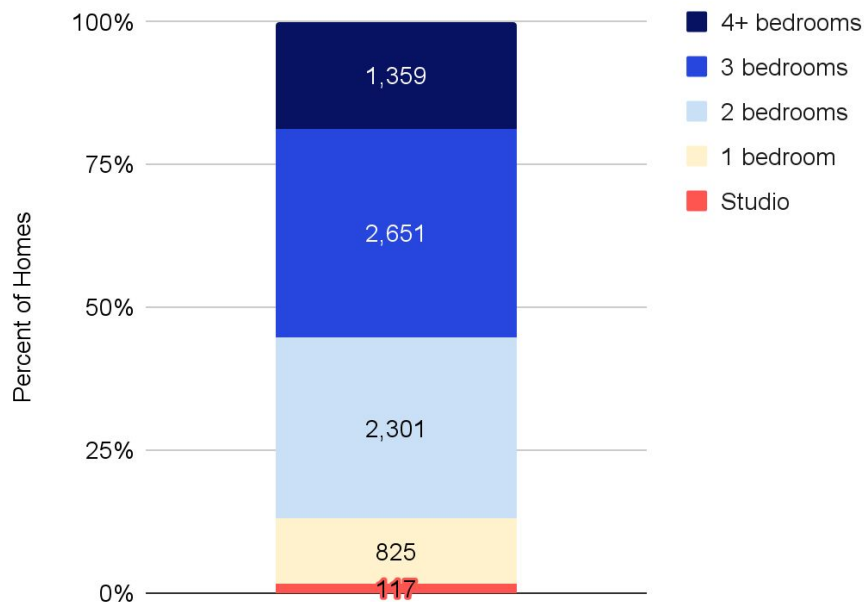
Homes by Year Built



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

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

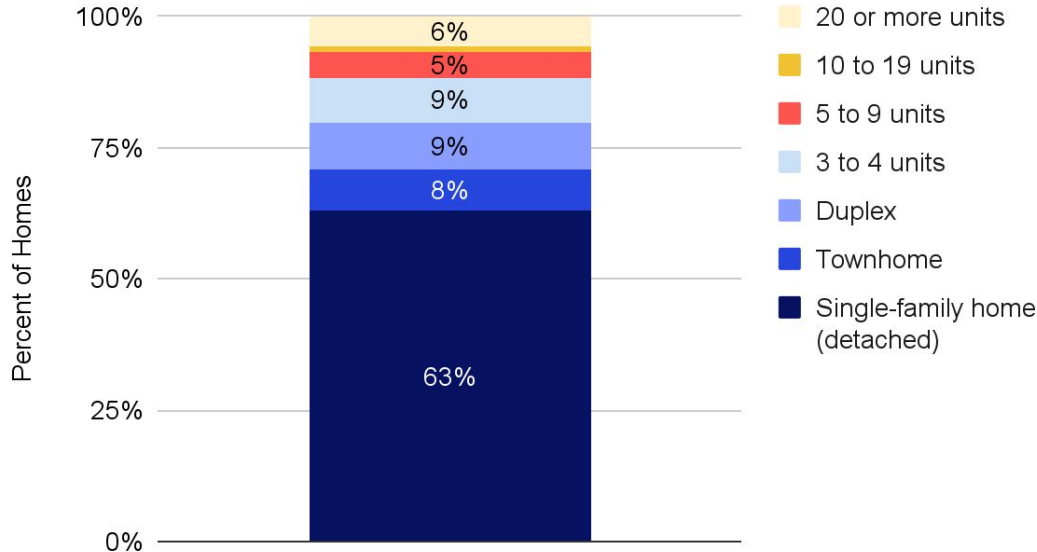
Homes by Number of Bedrooms



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

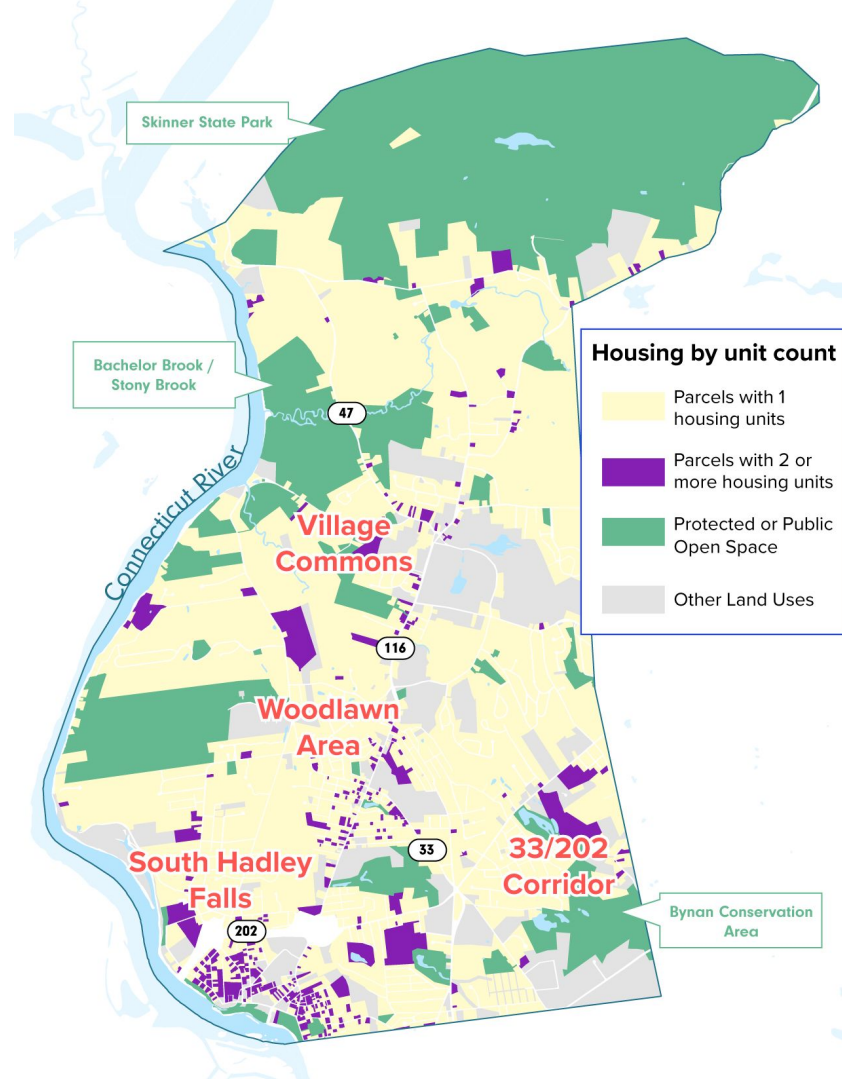


Source: American Community Survey 5-year estimates, 2016-2020

Existing parcels with 2+ homes are found across town, but concentrated in the Falls and along key corridors

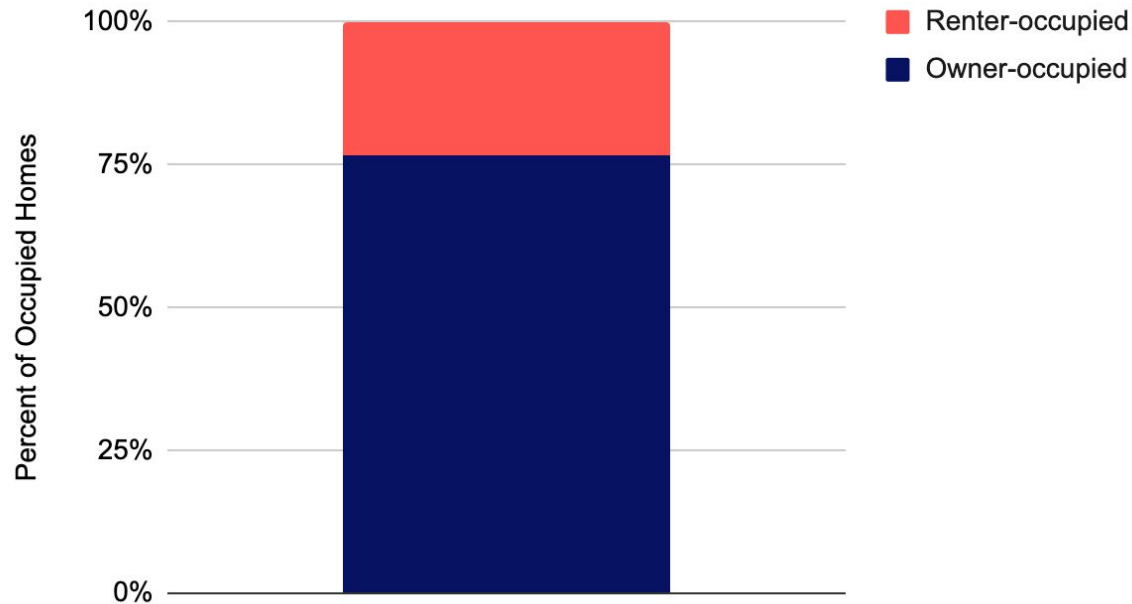
- Single-family parcels shown here include townhomes
- Non-single-family parcels shown here include detached single-family homes on a commonly held lot

Source: MAPC Land Parcel Database



Three-quarters of homes are owner-occupied

Housing Tenure



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

Housing vacancies indicate a likely market failure

0.4%

Ownership
housing vacancy
(should be 2-4%)

4.2%

Rental housing
vacancy
(should be 5-7%)

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

Affordability

Home values have increased 57% since their low in 2012

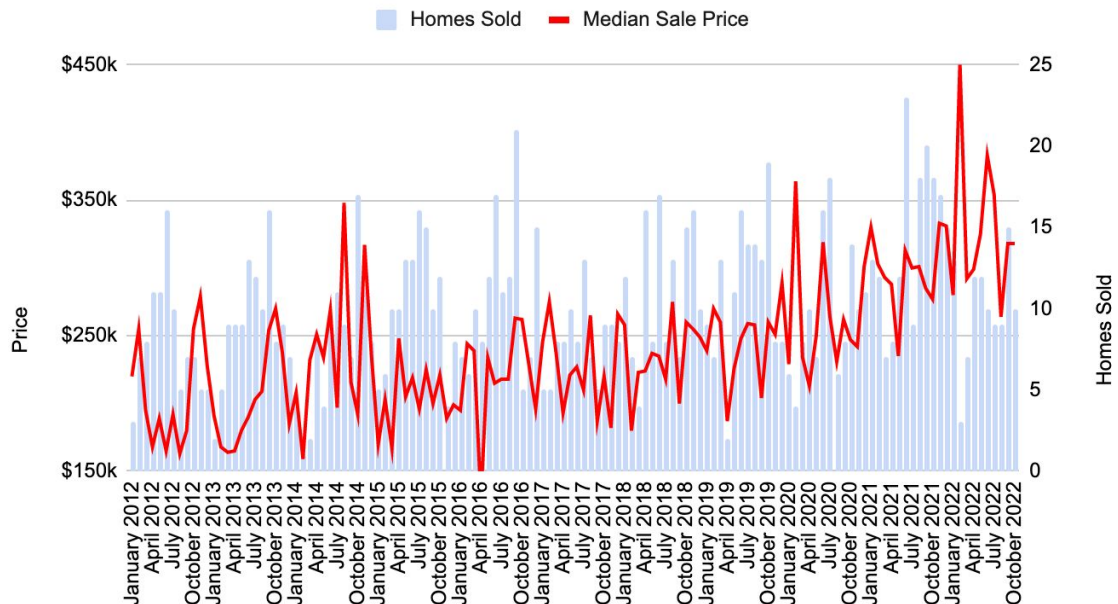
Home Values, January 2000 - July 2022



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

Median home prices are now greater than \$300,000

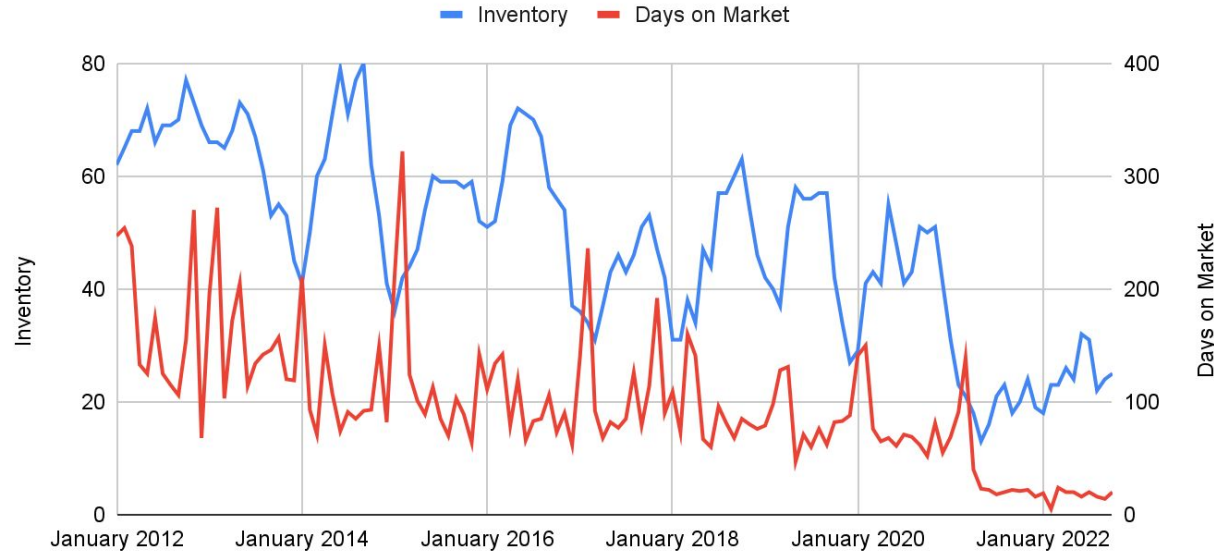
Median Sale Price and Homes Sold



Source: Redfin

Few homes are on the market and competition is fierce

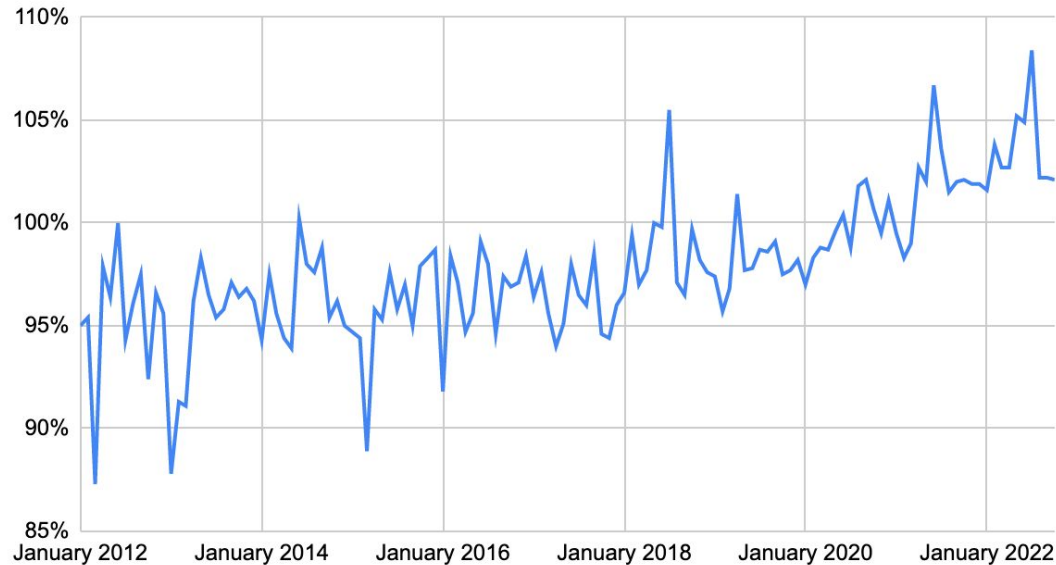
Inventory and Days on Market



Source: Redfin

Few homes are on the market and competition is fierce

Average Sale Price to List Price



Source: Redfin

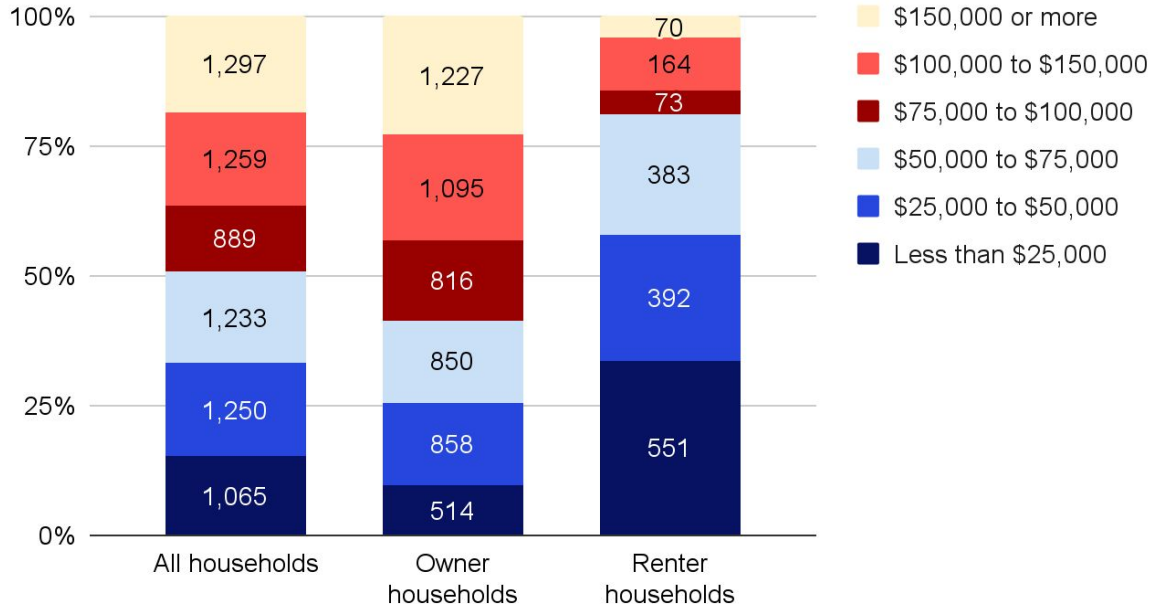
The average rent on a new lease is more than \$1,000 for all bedroom counts

Bedroom Count	Average Rent
1-bedroom	\$1,200
2-bedroom	\$1,450
3-bedroom	\$1,800
4-bedroom	\$2,050

Source: Rentometer.com, December 2022, Figures rounded to the nearest \$50

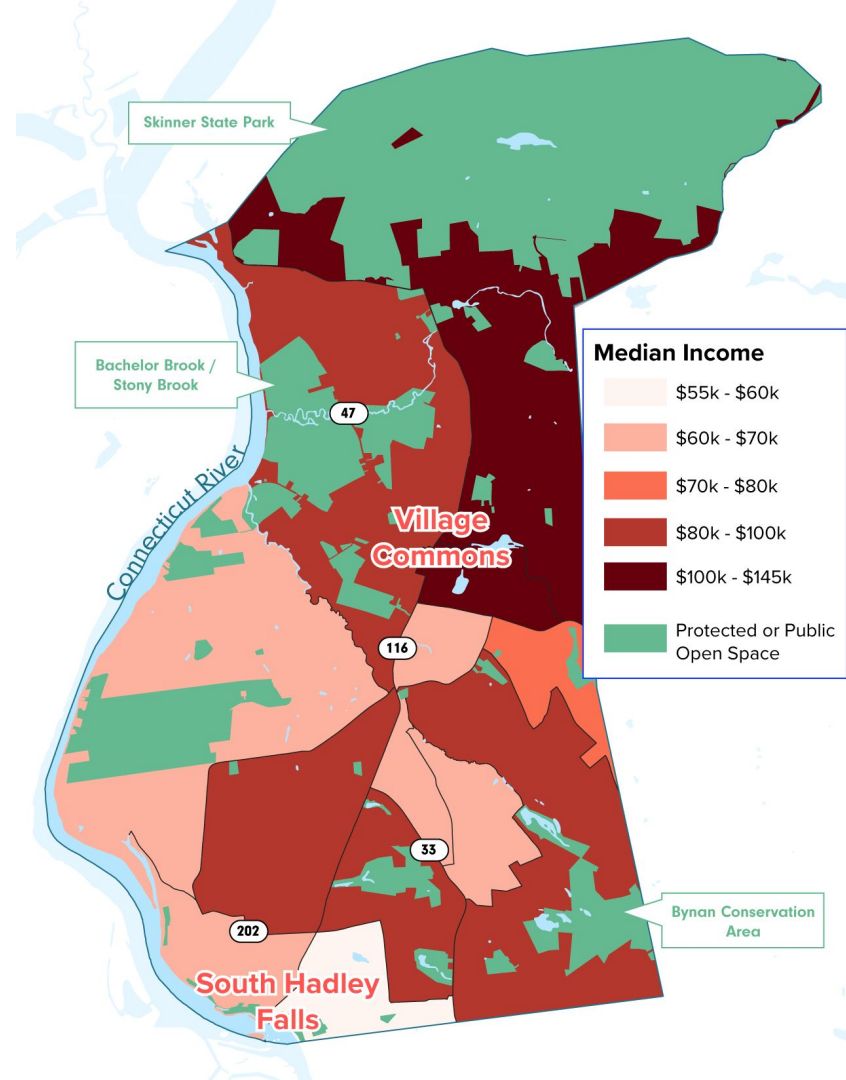
Renters tend to have lower incomes, but there are many lower income homeowner households

Household Income by Housing Tenure



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

Median incomes tend to be lower in the southern parts of town



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.

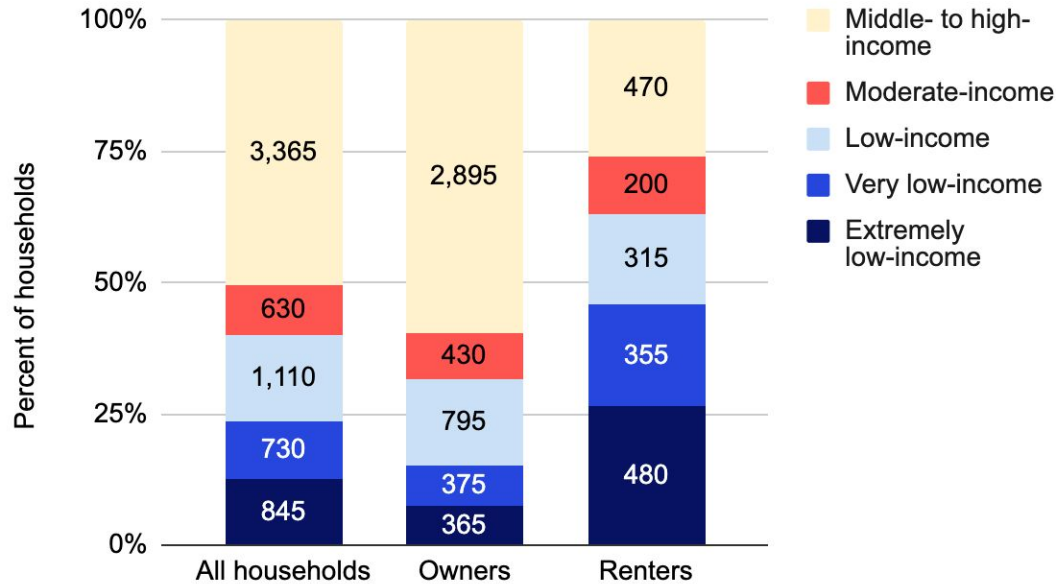
Income Limits

		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

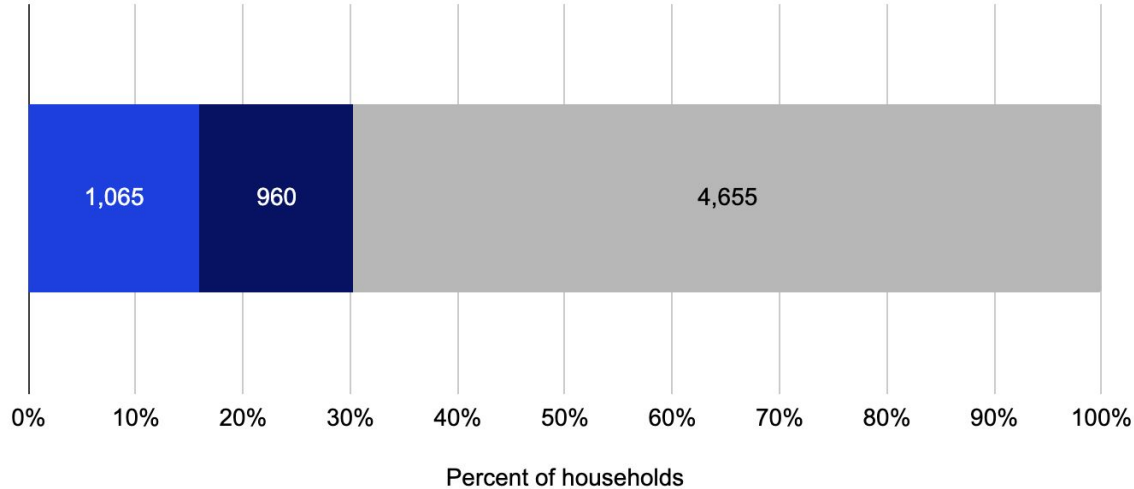
What is “Housing Cost Burden”

- Defined by HUD
- Paying more than 30% of total household income is typically too much to be sustainably affordable
- Paying 30% or more of income = “housing cost-burdened”
- Paying 50% or more of income = “severely housing cost-burdened”

30% of South Hadley households are housing cost-burdened

South Hadley households that are housing cost-burdened

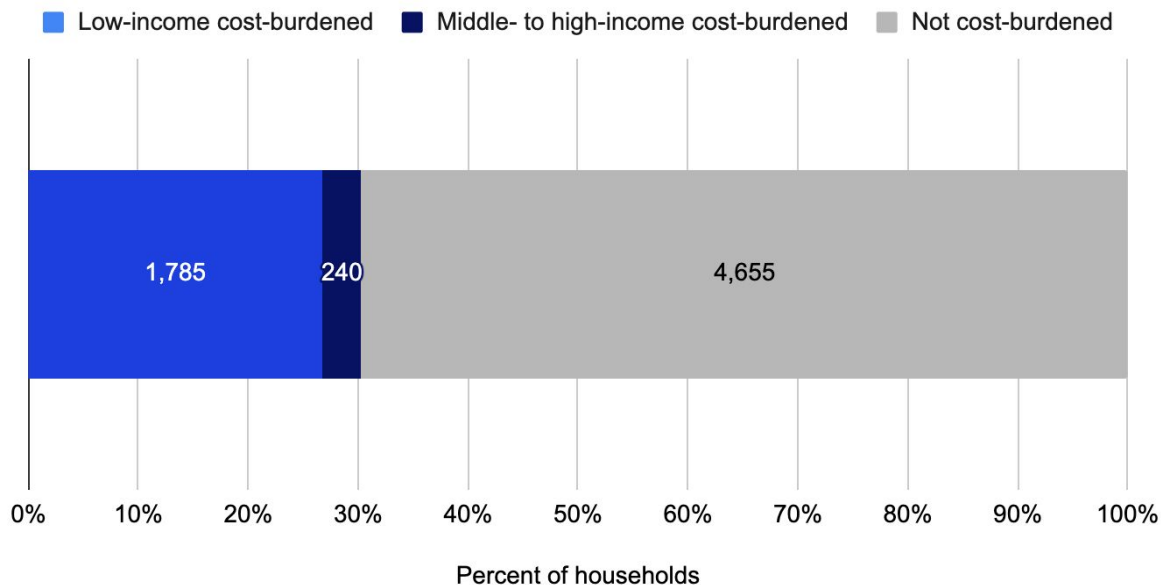
■ Cost-burdened (paying 30-50% of income) ■ Severely cost-burdened (paying >50% of income)
■ Not cost burdened



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

Most cost-burdened households are low-income

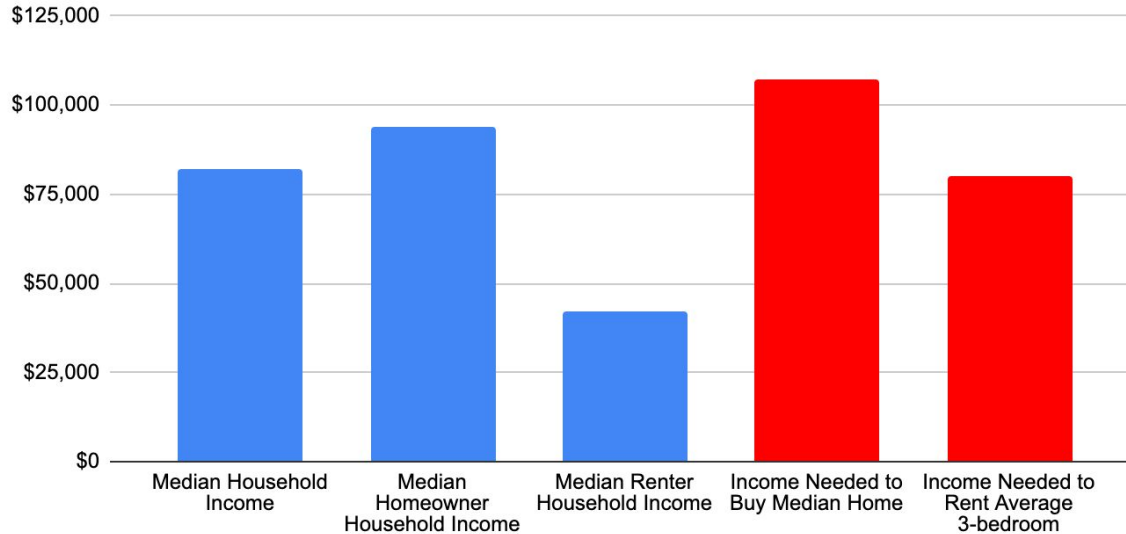
South Hadley households that are housing cost-burdened



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

A household needs income of more than \$100k to buy and \$80k to rent the average home

Affordability Comparison



Source: Outwith Studio calculations based on Redfin and Rentometer median sale and average rent estimates. Assumes \$200 in monthly utilities for renters and owners. For owners, assumes a 5% downpayment, \$1,200 annual insurance, PMI of .75%, and a tax rate of \$19.75 per \$1,000 of assessed value, given an assessment at the sale price.

What is Affordable Housing?

- Rented or sold to “low-income” households (see slide 40)
- Deed-restricted (usually for at least 30 years)
- Can be public or private
- Needs either government subsidy or cross-subsidy from market rate units

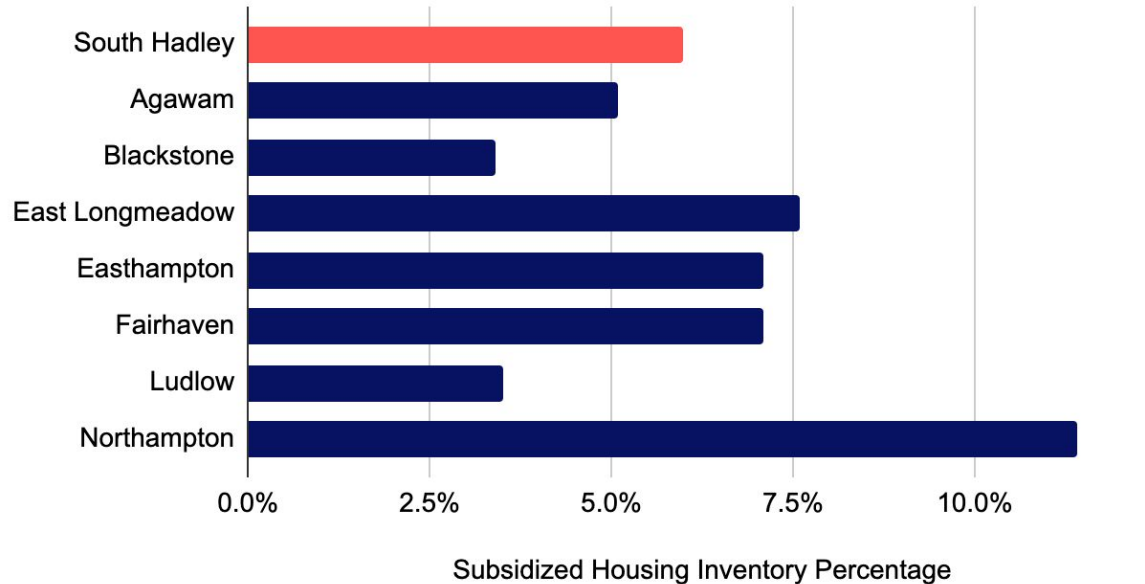
South Hadley and Chapter 40B

- Total housing units 2020 (pending DHCD review): 7,439
- Total Affordable Housing units on SHI: 424
- Estimated new SHI percent (using 2020 housing count): 5.70%

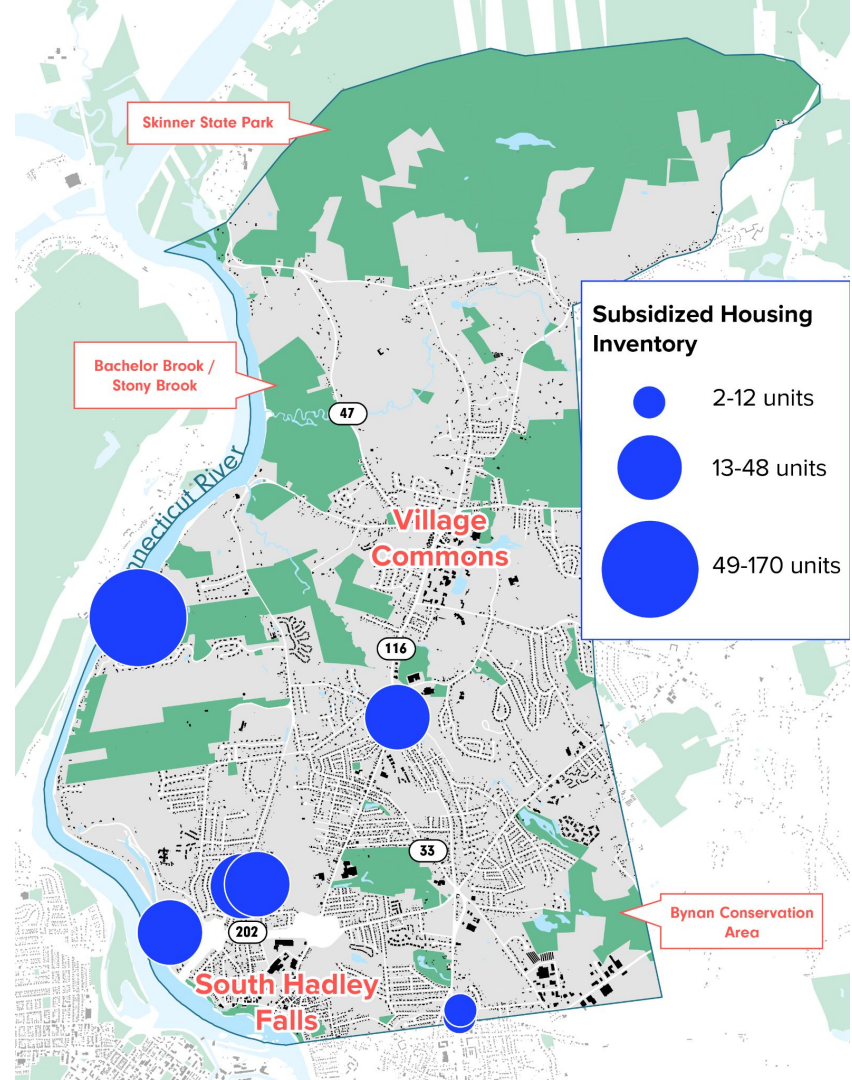
Units needed to achieve Safe Harbor		
Ongoing	1-year	2-year
320	37	74

South Hadley's Affordable Housing stock is similar to that in other communities, but still below 40B minimum

Percent of homes that are Affordable Housing



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



4

Housing Toolkit

South Hadley's Current Toolkit

- “Missing middle” in base/overlay zoning
- Smart Growth (“Chapter 40R”) districts
- Flexible development law
- Housing Authority
- Redevelopment Authority
- Opportunity Zone
- Federal housing funds
- Active planning

Missing Middle in Base Zoning

Use table summary (not for official use)	Residential				Agri.	Business				Industrial		
	RA1	RA2	RB	RC	AGR	BA1	BA	BB	BC	IA	IB	IGD
Single-family residences (SFR)	Y	Y	Y	Y	Y	N	Y	Y	SP	N	N	N
SFR-to-duplex conversions	N	SP	Y	N	SP	N	Y	Y	N	N	N	N
Duplex	SP	SP	Y	N	N	N	SP	SP	N	N	N	N
Triplex	SP	SP	SP	Y	N	N	SP	SP	N	N	N	N
Multifamily (4+ units)	SP	SP	SP	SP	N	N	SP	SP	SP	N	N	N
Retirement communities	N	SP	N	N	N	N	N	N	N	N	N	N
"Flexible developments" / Cluster	SP	SP	SP	SP	SP	N	N	N	N	N	N	N

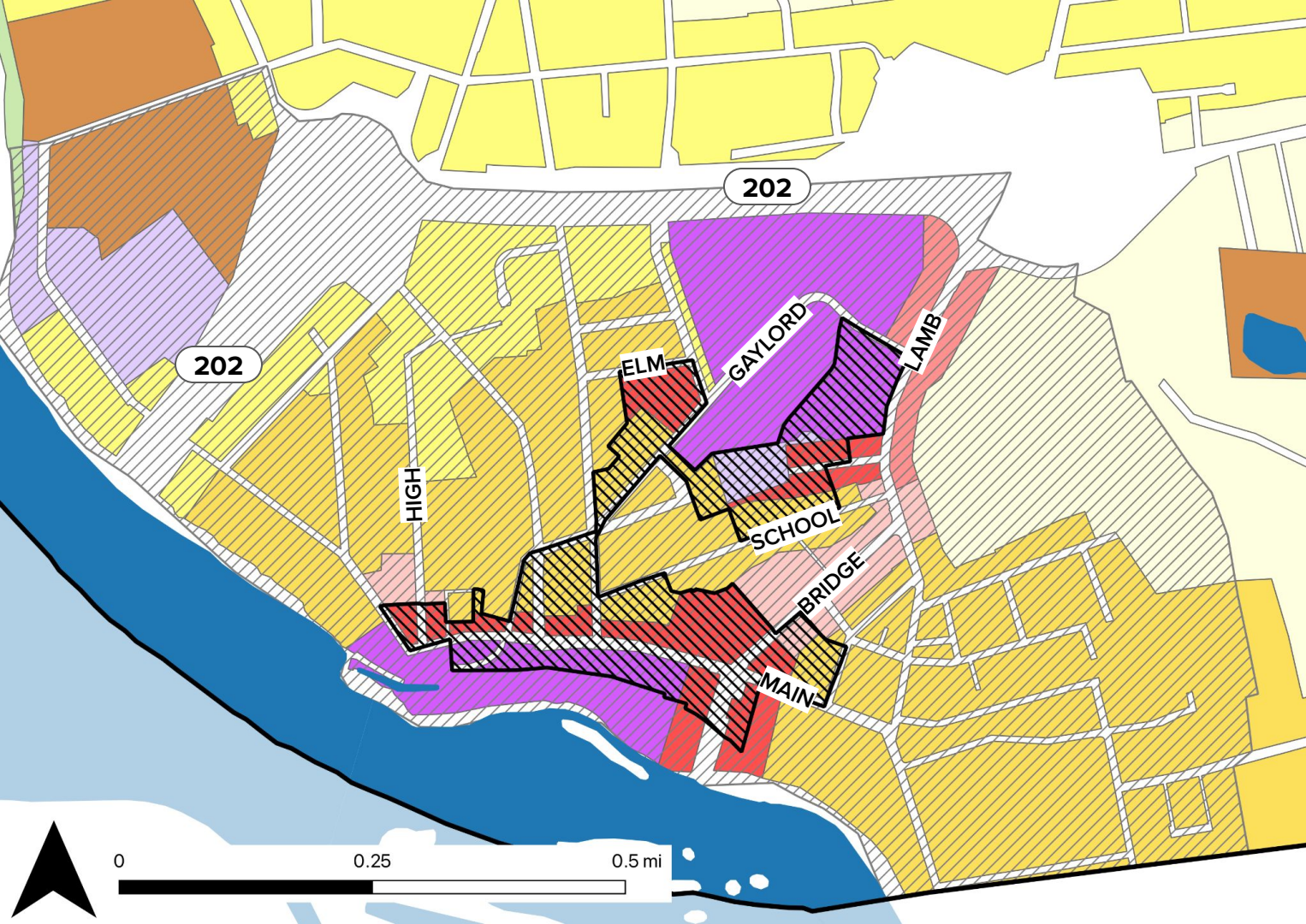
Y = Permitted by right

N = Banned

SP = Permitted via Special Permit or Site Plan Review

Smart Growth (“40R”) Districts











- Authorized by Mass law: Chapter 40R
- Allows for greater housing densities, but requires that a portion is deed-restricted Affordable Housing
- By-right permitting
- Opportunity for school cost reimbursement from state through Chapter 40S

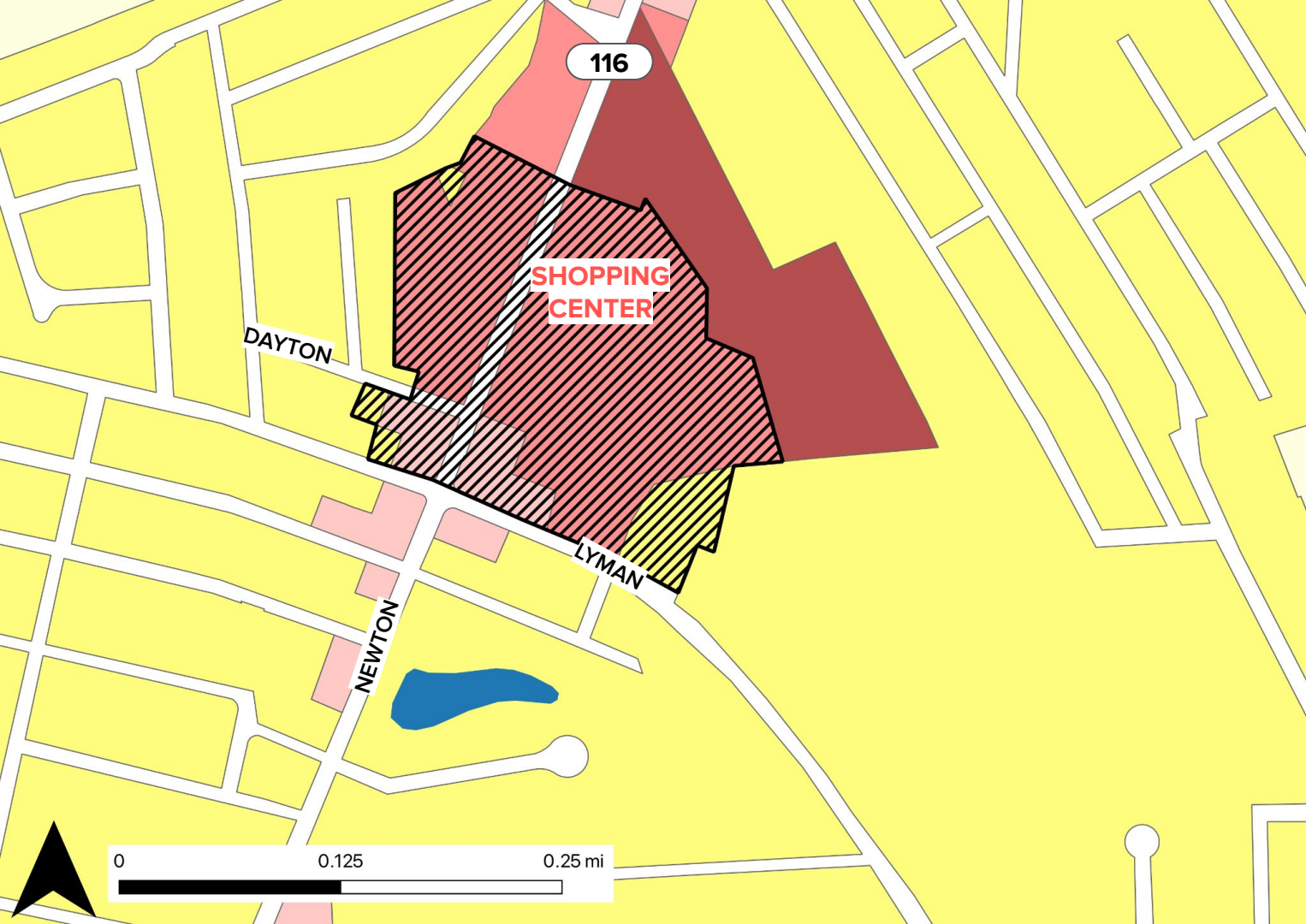


Zoning

-  SH Falls SGZD
-  SH Falls Overlay District

Base Zoning

-  AGR
-  BA
-  BA1
-  BB
-  IA
-  IB
-  RA1
-  RA2
-  RB
-  RC



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SHOPPING CENTER

DAYTON

LYMAN

NEWTON

Zoning

 Newton-Lyman SGZD

Base Zoning

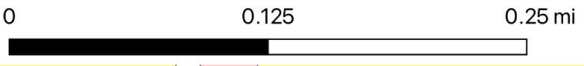
 BA

 BA1

 BC

 RA1

 RA2



40R Design Guidelines

Cornice completes building composition

Vertical upper story windows contrast with horizontal windows on the first level

Change in materials signals change in use

Larger windows open up the retail level to the street

Sheltered entries enrich pedestrian zone



Stepback at upper stories reduces building mass

Band courses reinforce building proportions

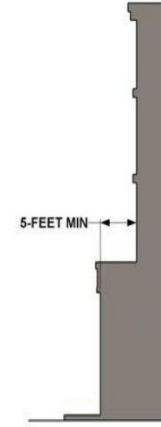
Smaller upper floor windows contrast with larger public size on the ground floor

Projecting horizontal reinforces human scale

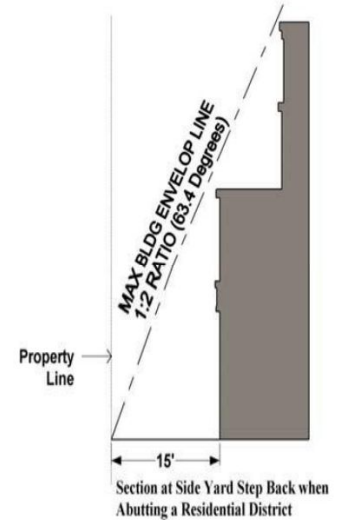
Taller first floor reinforces public zone



Section at 4th Story Step Back



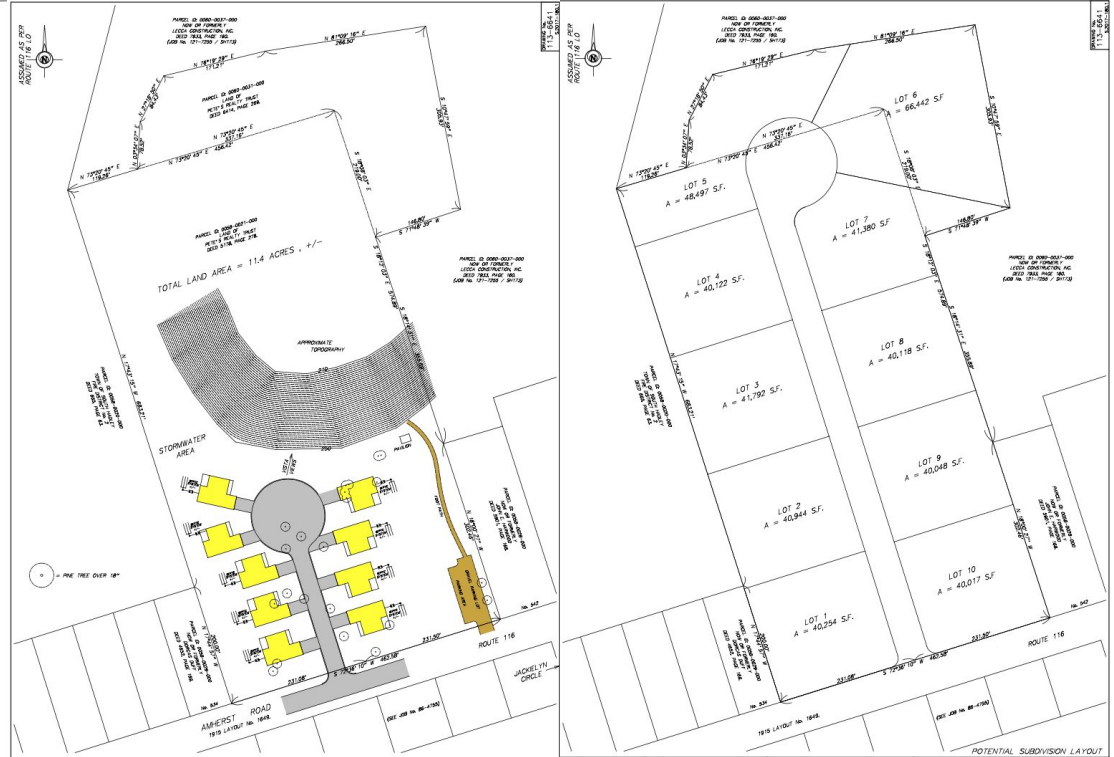
Section at 2nd Story Step Back



Section at Side Yard Step Back when Abutting a Residential District

Flexible development

- ➔ Not used often
- ➔ Rules *could* align with alternative housing types and/or affordability concerns, but not necessarily



5

Discussion + Activity

Breakout Groups

- At your table, a facilitator will lead a discussion
- One person should volunteer to report out the discussion.
- Discuss the questions on the worksheets.
- Once you've considered and discussed, **write your responses on the worksheet.**

Activities

- After report-out on discussion, we'll hold activities on housing needs and design options
- Activity #1: Housing stories
- Activity #2: Housing design

