



SOUTH HADLEY

HOUSING PRODUCTION PLAN

First Draft: Presentation to the Planning Board
August 14, 2023



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shhousingplan.org

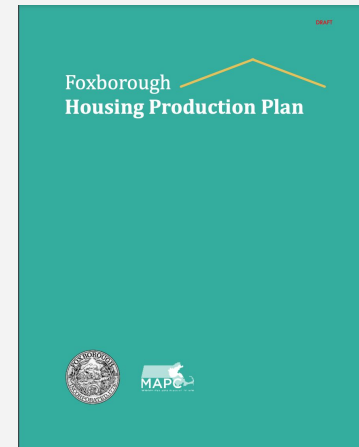
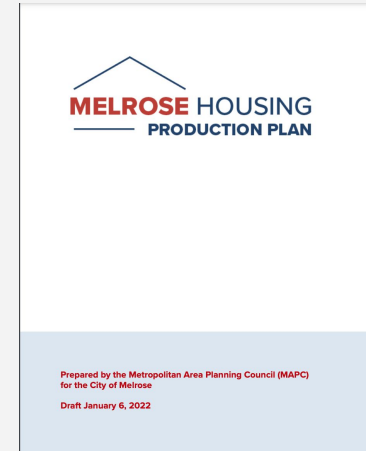
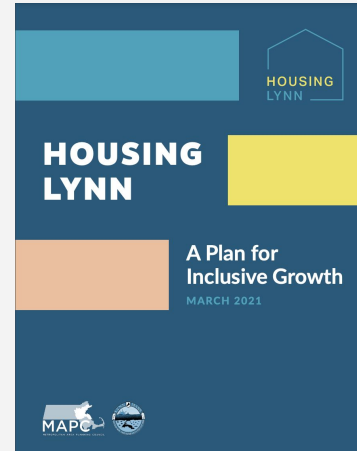
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About HPPs

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.



Regulated under Chapter 40B

- At its most basic:
 - ◆ A plan to meet state requirements for Affordable Housing (10% of year-round homes)
 - ◆ Regulated under Chapter 40B
- Community can defined goals to meet a broader range of housing needs

Market affordability vs. Affordable Housing



Market Affordability

When (decent) housing on the open market is affordable to a wide range of household incomes without subsidy.



Affordable Housing

Homes that have capped prices/rents and are only available to income-eligible households. These homes usually require subsidies and carry deed restrictions.

HPP Requirements under Ch. 40B

- Comprehensive Housing Needs and Demand Assessment (HNA)
- Constraints analysis and mitigation techniques
- Specific opportunity sites
- Goals
 - ◆ Broad goals for type of development and needs met
 - ◆ Numeric production targets (to reach 40B compliance)
- Implementation strategies

EOHCL's Example Strategies

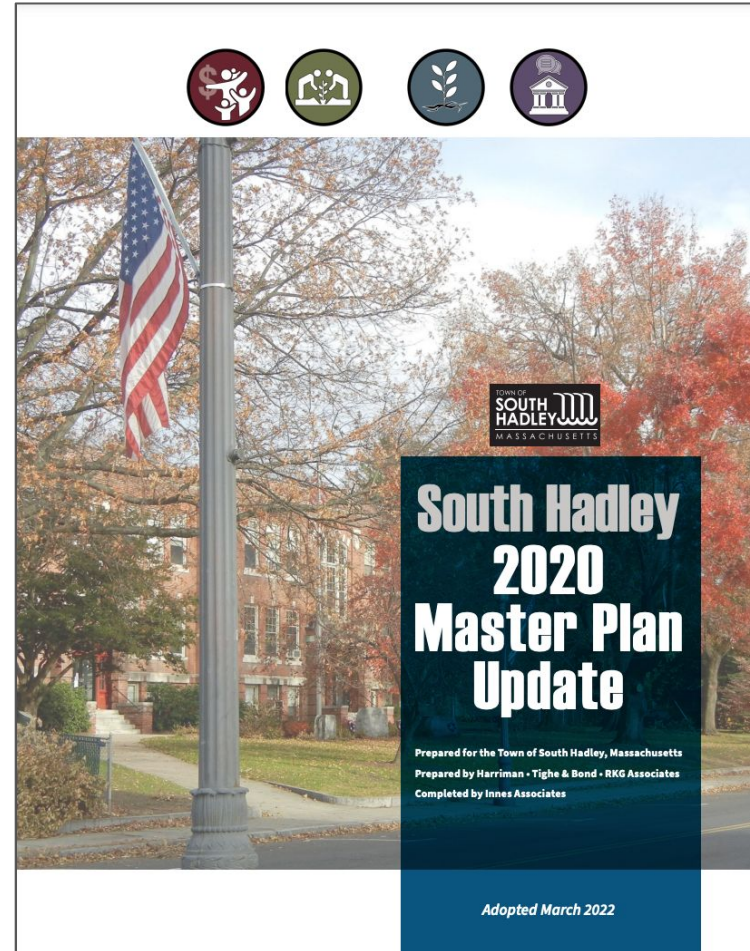
- Zoning changes
- Sites where you encourage a 40B Comprehensive Permit
- Municipal sites you commit to RFP for Affordable Housing
- Characteristics of proposed developments
- Regional Collaborations

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Past Plans

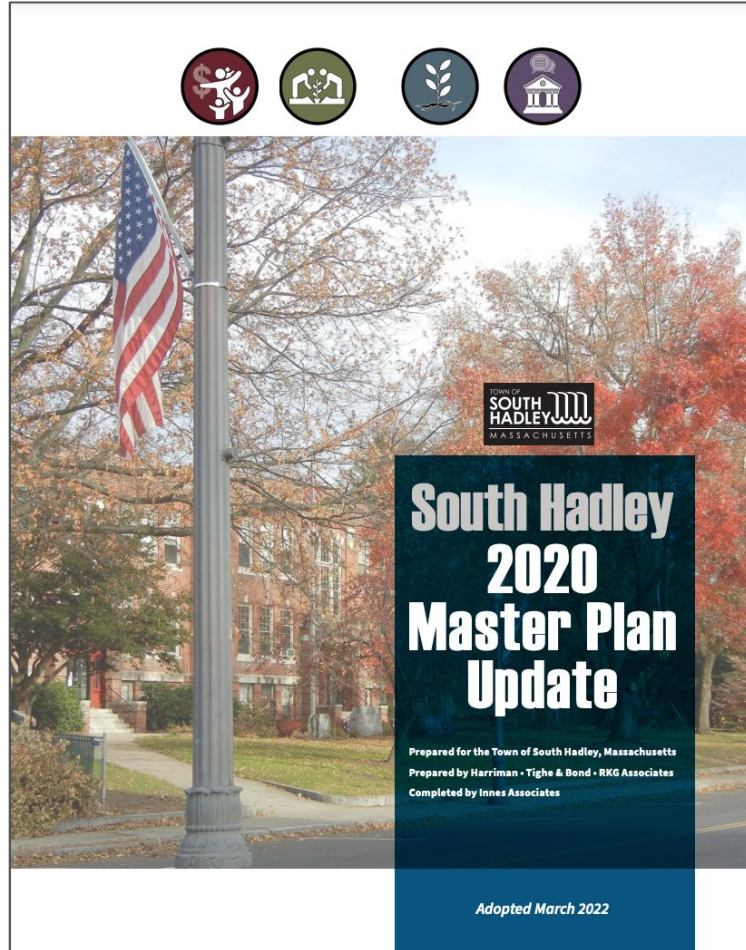
Building on the Master Plan

- 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

- 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”

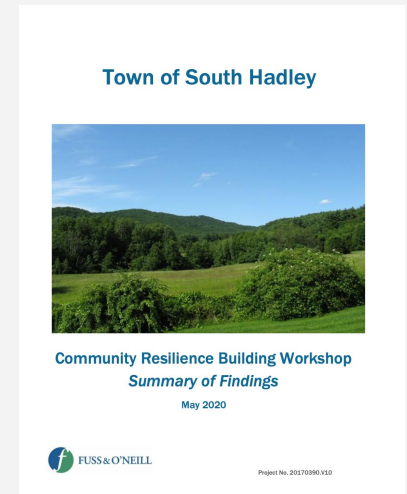
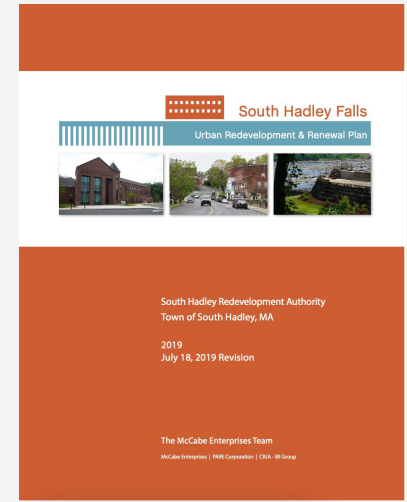
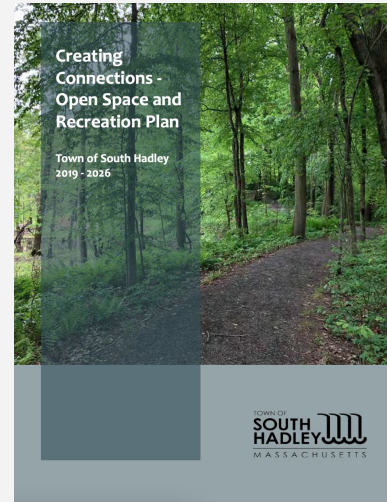


Building on other plans

- 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](#)



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- 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

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Engagement

Advisory Committee

- Six meetings to guide public process and plan content
- Materially shaped the goals and strategies that were included in this draft
- Help to spread word of the process

- Ann Andras, Council on Aging
- Carol Constant, Selectboard
- Naomi Darling, Resident at Large
- Helen Fantini, Redevelopment Auth.
- Brad Hutchison, Planning Board
- Diane LaRoche, Redevelopment Auth.
- Tay Silviera, Commission on Disabilities
- Bridgette Sullivan, Housing Auth.
- Nate Therien, Planning Board
- Anne Capra, Director of Planning and Conservation

Articulating needs, visioning, constraints

- Fall 2022/Winter 2023
 - ◆ Community Forum #1
 - ◆ Online Survey #1
 - ◆ Focus Groups



Developing goals and strategies

- Spring/Summer 2023
 - ◆ Community Forum #2
 - ◆ Online Survey #2

Refining the draft, connecting goals to strategies

→ Summer/Fall 2023

◆ Community Forum #3

- September 13, Senior Center

- Interactive exercises to learn more about draft strategies

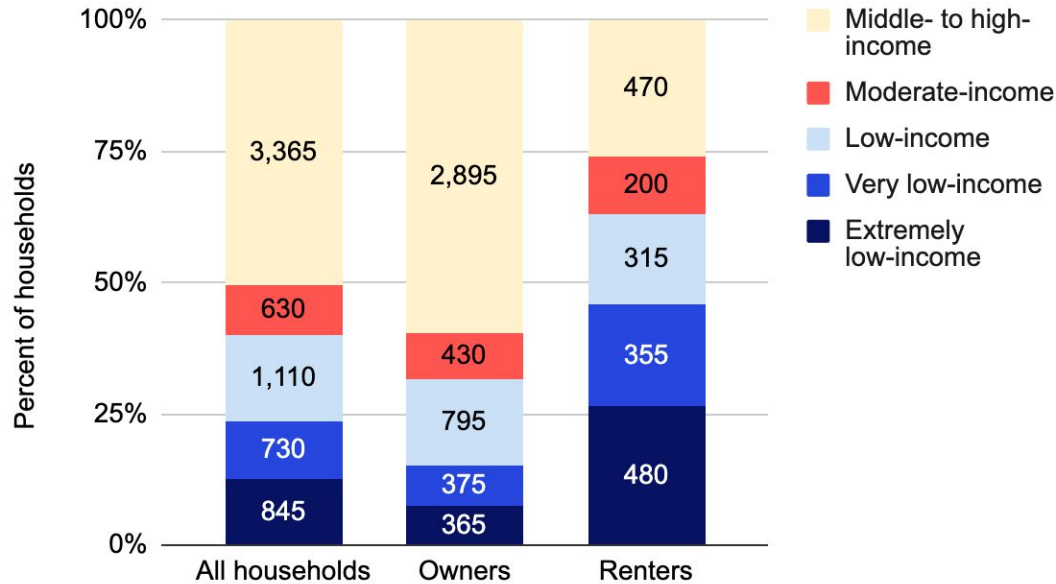
◆ Board engagement

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Responding to Housing Needs

40% of South Hadley households are considered low-income

Income Status by Housing Tenure



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

Income Limits

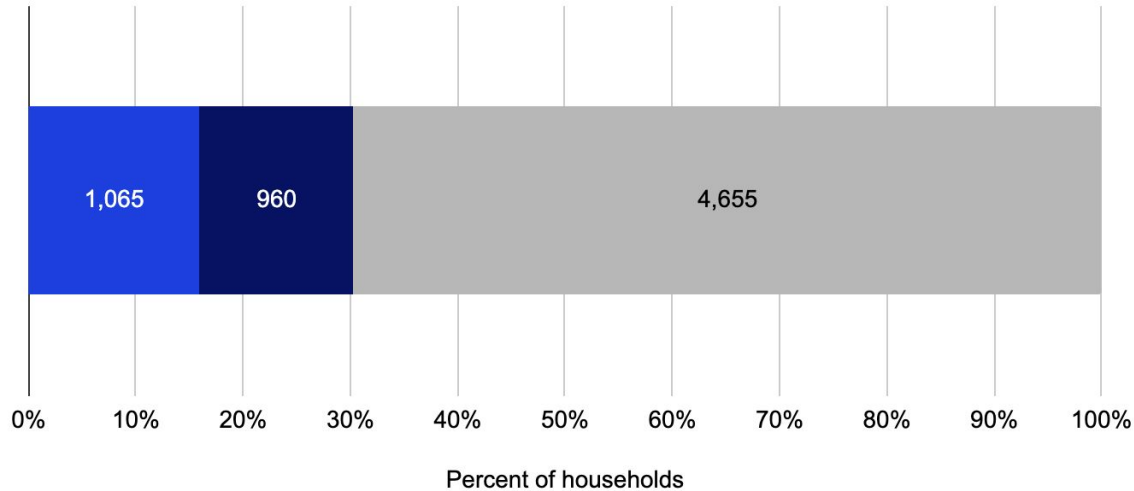
		Household Size					
		1	2	3	4	5	6
Percent of Area Median Income	80%	\$52,750	\$60,250	\$67,800	\$75,300	\$81,350	\$87,350
	50%	\$32,950	\$37,650	\$42,350	\$47,050	\$50,850	\$54,600
	30%	\$19,800	\$22,600	\$25,450	\$28,250	\$32,470	\$37,190

Source: HUD

30% of South Hadley households are housing cost-burdened

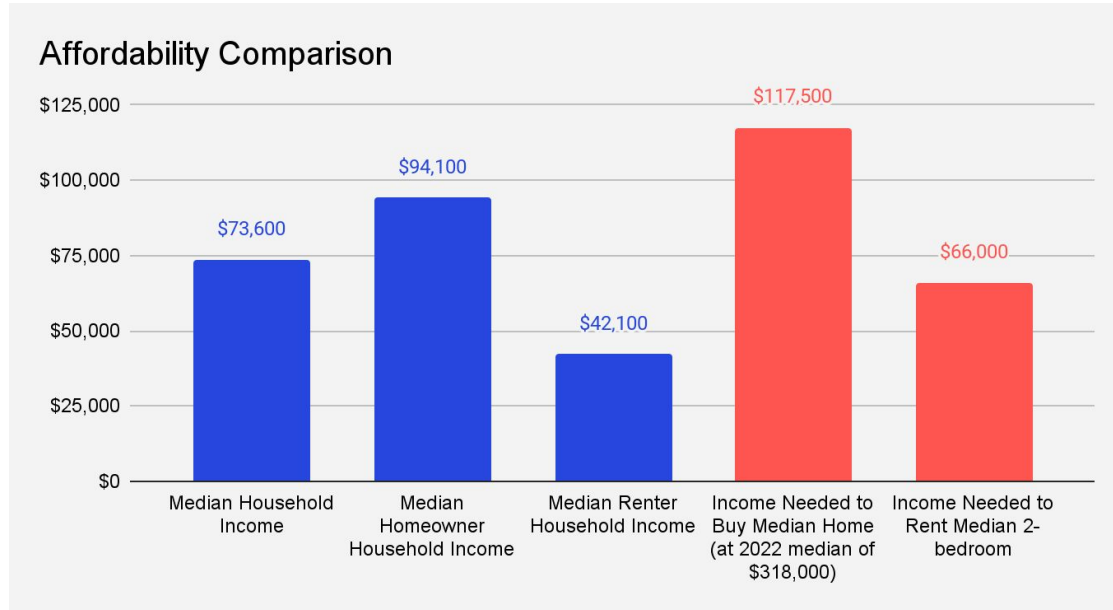
South Hadley households that are housing cost-burdened

■ 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

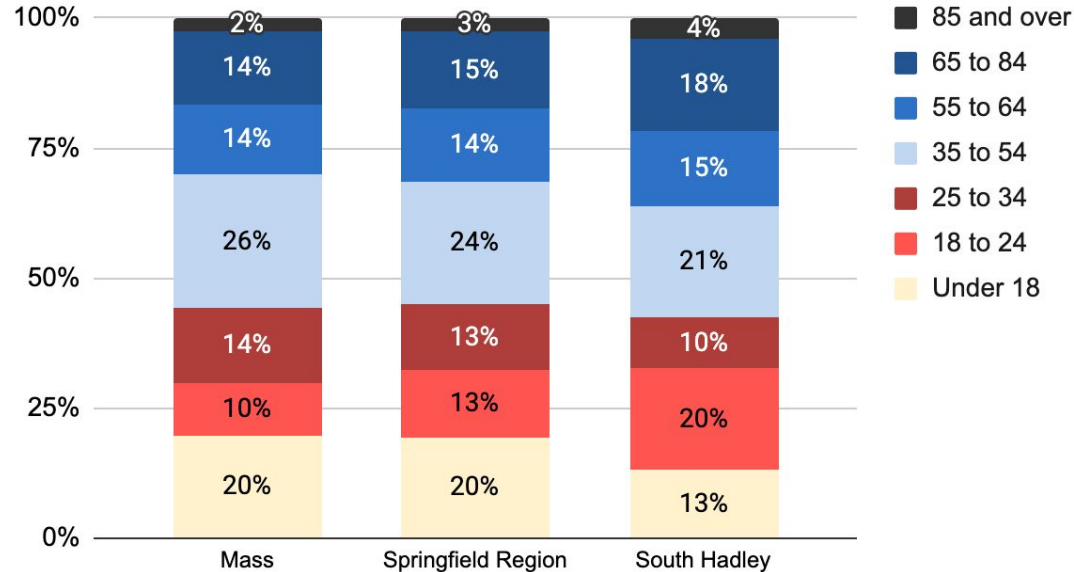
The typical SH household could not afford today's market



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, 7.0% interest rate, \$1,200 annual insurance, PMI of .75%, and a tax rate of \$19.40 per \$1,000 of assessed value, given an assessment at the sale price.

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

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Goals

Goals

- **Market affordability**
- **Deed-restricted Affordable Housing**
- **Housing options**
- **Connections**
- **Equity and inclusion**
- **Benefits**

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Strategies

Developing strategies

- Started with a large set of reasonable policy responses to South Hadley's needs. (A mix of relevant policies used elsewhere and SH-specific ideas.)
- Through Advisory Committee and public input, narrowed that list and addressed gaps.
- Now have 18 strategies, grouped into six objectives

Objective A: Dedicate funding to affordable housing development and maintenance of existing housing.

Dedicate Funding

- Strategy 1: ARPA for Housing
- Strategy 2: Adopt CPA
- Strategy 3: Land Purchase for Housing
- Strategy 4: Affordable Housing Trust
- Strategy 5: Home Repair Funding

Objective B: Create more opportunities for village center development through zoning.

Zoning for Village Centers

- Strategy 6: Amend Smart Growth District Regulations
- Strategy 7: Mixed-Use Zoning

Objective C: Encourage
incremental and contextually
sensitive “gentle” density.

Incremental “Gentle” Density

- Strategy 8: Missing Middle Zoning
- Strategy 9: Reflect Historic Patterns in Zoning
- Strategy 10: Facilitate Implementation of ADU Zoning
- Strategy 11: Pre-Permit Designs

Objective D: Use zoning and permitting to encourage deed-restricted Affordable Housing production.

Zoning/permitting for Affordable Housing

- Strategy 12: Zoning Incentives for Affordable Housing
- Strategy 13: Friendly 40B Permitting

Objective E: Encourage new development that meets high environmental and accessibility standards.

Environmental and accessibility standards

- Strategy 14: Consider the Specialized Energy Code
- Strategy 15: Zoning for Sustainability
- Strategy 16: Encourage Universal Design

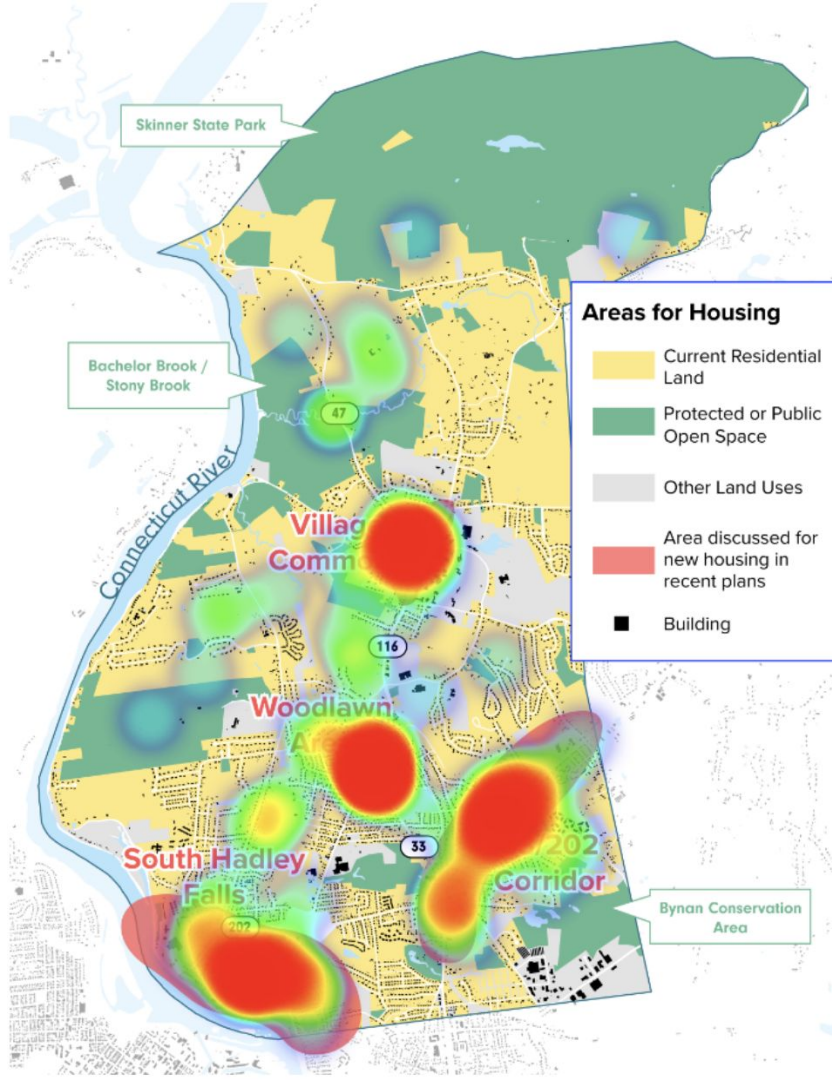
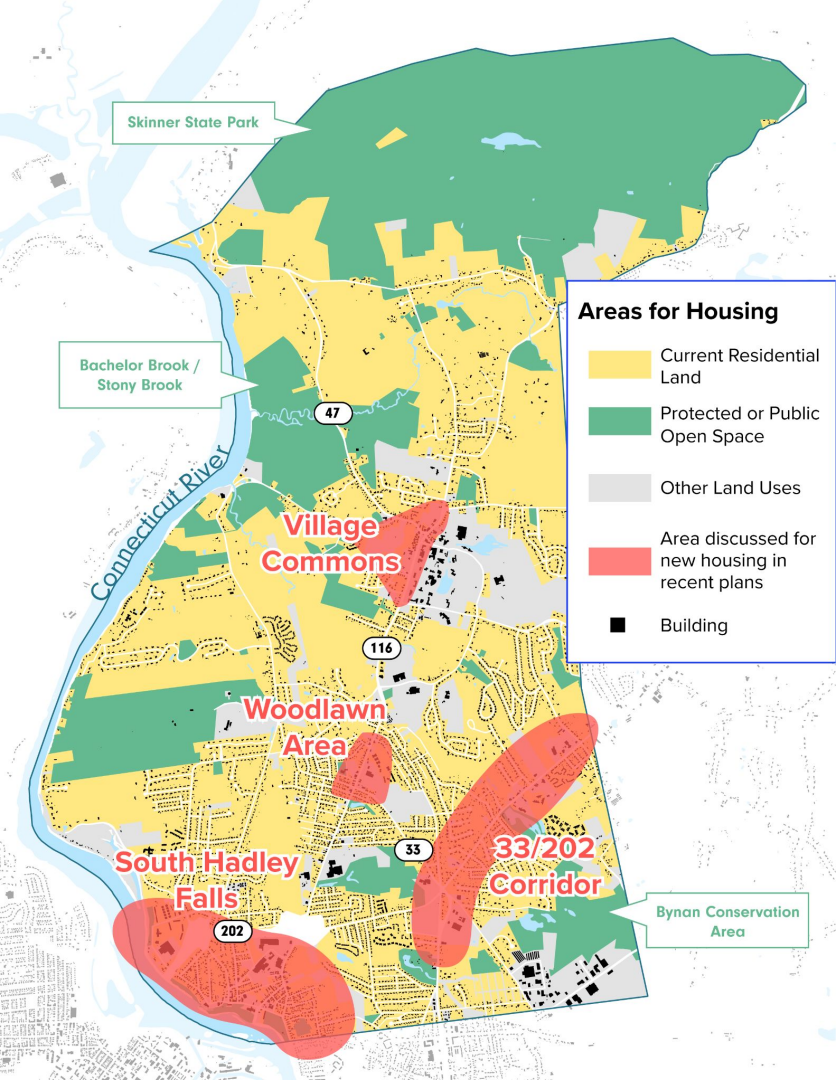
Objective F: Promote South
Hadley as a development
destination.

Development promotion

- Strategy 17: Housing Ecosystem Relationships
- Strategy 18: Development Opportunity Catalog

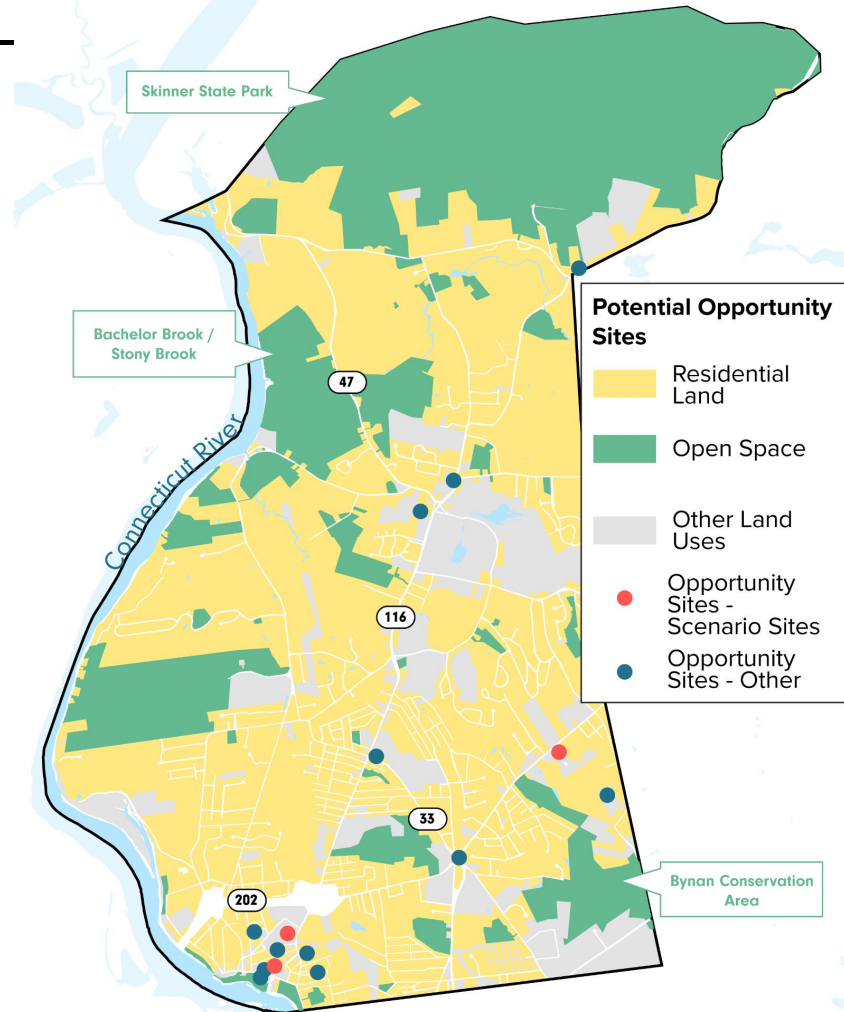
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Opportunity Sites



Identified Sites

- 506 Granby Road
- Mill 6, 60 Lamb Street
- 36 Bridge Street
- Haas Electric Site (90 Main Street)
- 41 South Street
- 56 School Street
- SHELD Site (85 Main Street)
- Bardwell @ Elm Streets
- O'Brien Funeral Home
- 79 Lyman Street
- 33/202 Southeast Corner
- 28 Woodbridge (southern portion)
- Village Commons lower parking area
- East Cottage Street site
- Amherst Road Site

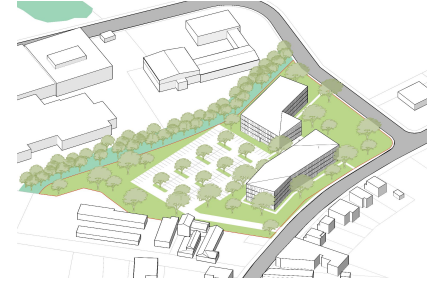
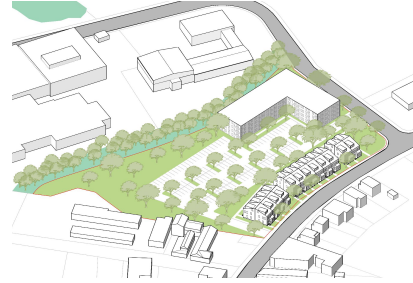
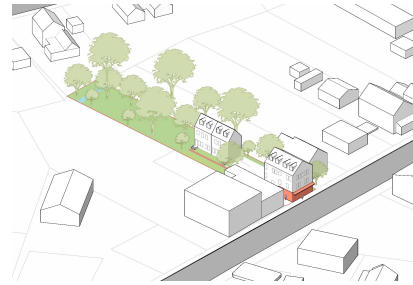
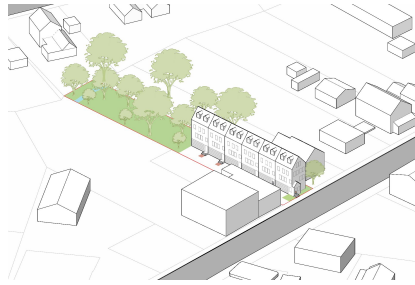


Example Site Info: 36 Bridge Street



- Location notes: Near Bridge St. at Main St.
- Existing use: Vacant land
- Zoning: Business B, South Hadley Falls Overlay District, South Hadley Falls Smart Growth District
- Land-based constraints: A river protection zone makes 200 feet in the rear of the lot undevelopable. The land is within the FEMA 1% annual floodplain.
- Owner: LUIS BUILDERS INC
- Size: 0.29 acres

Scenarios



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Next Steps

Next Steps

- Adjustments to draft
- Public Comment Period
- 9/13: Community Forum #3

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Q & A



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