

East End

SMART GROWTH DISTRICT



June 17, 2021

Housing Crisis

Massachusetts

- A production issue
- 1960-1990 produced almost 900,000 units across MA
- Since 1990 we've permitted less than 470,000 units
- Rents have increased 75% since 2000
- Home prices have increase faster than any other state since 1980
- In 2000, less than 30% of households making less than \$100,000 were cost burdened (paying more than 30% of their income on housing). In 2017, that number went to 50% and 1 in 4 renters paid more than 50% of their income towards rent.
- Single-family home prices in MA were at the national average in 1980, now #3 in the country.

Source: Department of Housing and Economic Development Presentation to MMA March 2, 2021

Housing Crisis

Supply depends on municipalities

“Trying to prevent gentrification by not building anything, especially housing, is like trying to save someone from drowning by pouring water down their throat.”

Housing in Amesbury

- 7,131 Total Households
 - 63% family households
 - 48% married couples
 - 29% singles
 - 11% senior living alone
- Median Home Value \$420,634
 - 31% rent (7% below MA average)
 - 69% own
- Average household size decreased slightly since 2000
- UMass Donahue Projects a 100% increase in adults over 65 reaching nearly 29% of our population

Sources: 2018 US Census Bureau, American Community Survey. Home value includes all types of owner-occupied housing. Housing Production Plan 2018-2022

Housing in Amesbury

March 2021

- 31 homeless seniors
- 22 homeless students

Housing Authority

- Elderly/Disabled
 - 205 Units, housed 18 last year
 - 1,831 on the waiting list
- Family
 - 50 Units, housed 2 last year
 - 5,935 applicants

Housing in Amesbury

Amesbury

- 552 units added over the last 10 years
- 47 average per year (26 average per year w/out Amesbury Heights)
- .69% average increase per year
- 7.7% increase overall

Source: Inspectional Services Department

Future of Housing

- Higher mortgage rates
- Higher home prices
 - Zillow – median home price in the US rose 10% over the last year
- Lingering inventory problems
 - Realtor.com – nations housing market shrank by half from March 2020-21
- Housing markets favor renting
 - More attractive for cost-conscious residents

Source: <http://www.homebuyinginstitute.com/news/what-the-market-looks-like-in-2022/>

Affordable Housing

Chapter 40 B

- State statute enacted in 1969 to help address the shortage of affordable housing statewide by reducing barriers in the local approval process, local zoning, and other restrictions.
- Establishes that 10% of year round housing or 1.5% of land area in a community should be designated as affordable housing.
- Produced over 60,000 units with over half for households with low income.
- 25% affordability requirement

<https://www.chapa.org/sites/default/files/Fact%20Sheet%20on%20Chapter%2040B%202011%20update.pdf>

Affordable Housing

Amesbury

- Currently at 9.6%
- Census data will update our numbers.
- In the Boston MSA, however, we are finding landlords in large developments charging 19-39% below allowable rents.
- Majority of units are at Amesbury Heights, Heritage Towers, Macy Terrace, Powow Villa, Carriage Lofts

Source: Community & Economic Development Department

Eagle Point 40B

- Approved project
- Historically unfavorable
- Cross wetlands
- Minimal open space
- 56 units
- 3 bedrooms each
- 168 bedrooms
- Rental



Smart Growth District

- Chapter 40R was enacted in 2004 for municipalities to create overlay districts that encourage housing production with certain densities, characteristics, and affordable components as an alternative to Chapter 40B.
- 45 approved districts allow for over 23,000 units
- Emphasis on mixed land use, compact & efficient design that is economical, **accessible, creates a range of housing, preserves open space**, and provides a variety of transportation choices.
- 20% affordability requirement
- Incentive Payments

Smart Growth District

Transit	ACD Area of Concentrated Development	HSL Highly Suitable Location
Location Within ½ mile of a transit	An area that includes a city or town center; contiguous, previously developed portions of an existing commercial district that are substantial in the context of the Municipality; or a rural village district; the boundaries of which are clearly identified and submitted on a corresponding map.	A location determined by DHCH based on satisfactory documentation provided by the Municipality, is consistent with the statutory goals for Smart Growth, including the production of Starter Homes (preserving open space, encouraging compact, land-use-efficient design and Mixed use development, multi-modal access, proximity to a Priority Development Area).

Smart Growth District

- Sub-districts
 - Single Family | 8 units/acre
 - 2/3 Family | 12 units/acre
 - Multi-family | 20 units/acre
 - Mixed-Use | 20 units/acre required 1st floor commercial use
 - Substantially Developed Areas
 - Open Space & Trails
- Local preferences for qualifying tenants
 - Teachers, first responders, seniors, etc.

Smart Growth District

Planning, Design and Review Steps



Background Planning and Design of District

City explores the potential boundaries, environmental conditions, potential density and other details to determine initial viability of a Smart Growth District

6-10 months

Update proposed District based on Public Comments

After community feedback is received, the City updates the proposed Smart Growth District application to incorporate comments.

1 month

Submit Eligibility Application to DHCD

Submit the Eligibility Application to DHCD for review.

3 months

Submit Final Zoning Amendment to DHCD for Certification

Any changes to the zoning amendment are sent to DHCD for Final Certification of the Smart Growth District.

3 months

Introduce the Smart Growth District and Engage the Public

The City holds a required Public Hearing to introduce the District. Next steps can include (but are not required) continued outreach sessions to get feedback from the public

3-6 months

Final Presentation to Planning Board

Conduct a final presentation on the proposed District before finalizing and submitting the Eligibility Application to DHCD.

1 month

Introduce Zoning Amendment to the Planning Board and City Council

An Ordinance is filed with City Council. Both the Planning Board and City Council will hold public hearings prior to voting.

4-5 months

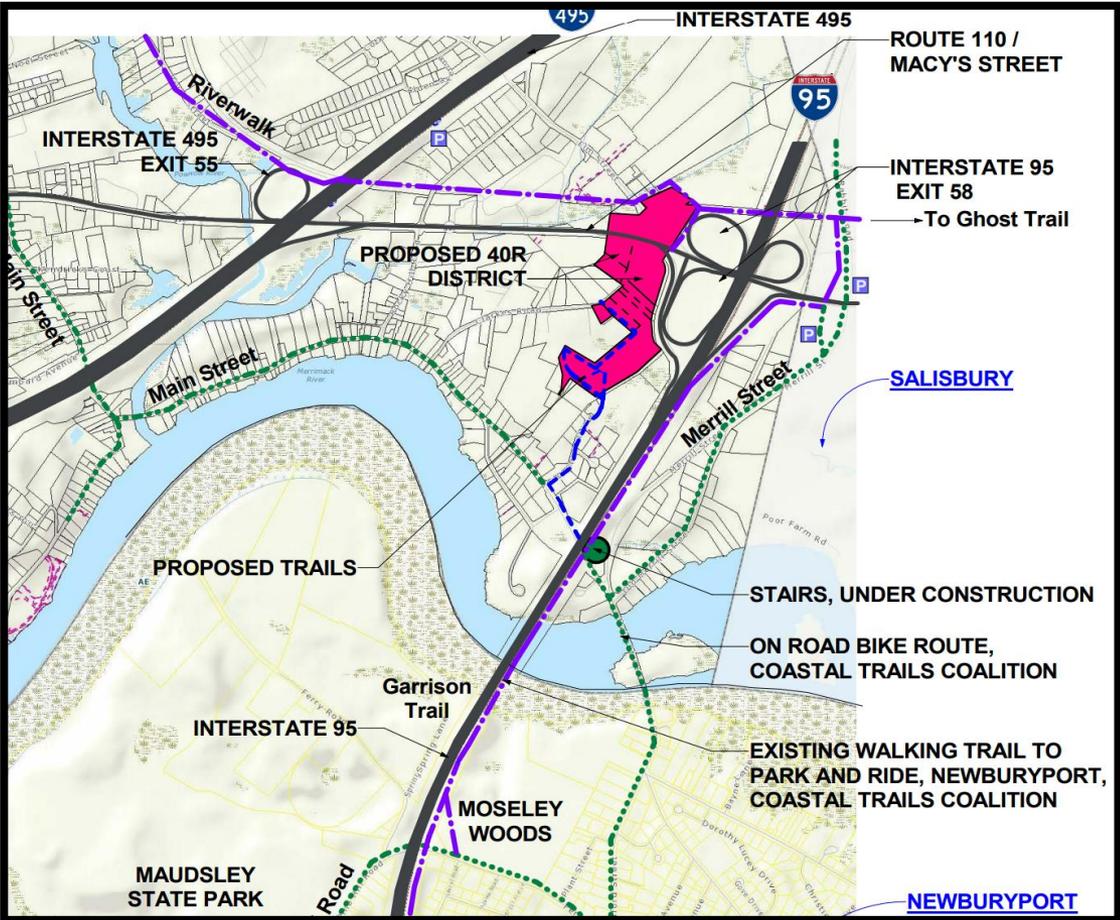
New Development Project Applications

Once approved by DHCD, developers can apply for new developments in the Smart Growth District.

Opportunities for Community Engagement



Smart Growth District V1



Feedback

- November 9 2020 | Public Hearing
- November 19, 2020 | Office Hours
- December 16, 2020 | Neighborhood Meeting #1
- January 21, 2020 | Office Hours
- January 26, 2020 | Neighborhood Meeting #2
- February 23, 2020 | Neighborhood Meeting #3
- March 30, 2020 | Neighborhood Planning Workshop

Feedback

Traffic → Cut through traffic, need physical improvements

Density → Too many units proposed, how can infrastructure support

Design → Residential scale, fit with neighborhood



Existing Building Types in Amesbury

Smart Growth District V2



Smart Growth District V2

- Allows for approximately 230 units in residential sub-districts
- Housing sub-districts including 2&3 Family and multi-family
- Split between Clark's Road and Elm Street
- Mixed use at the gateway
- Preserve open space and substantially developed parcels
- Prioritize streetscape on Clark's Road

Goals

- Meet the **needs** of existing and future **residents**
- Revitalize **commercial corridors** and **gateways**
- Encourage **reuse** and **redevelopment** of **vacant commercial properties**
- Promote **new residential growth**
- Provide a range of **housing choices**
- Ensure better **building & site design**
- Improve our **infrastructure**
- Protect our **open space**

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Questions?

THANK YOU

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