

**Maynard Housing Strategies Forum, October 21 – Agenda**

<b>What</b>	<b>Time</b>
<b>Welcome and Introductions</b>	7:00 – 7:05 pm (5 min)
<b>Agenda &amp; Project Overview</b> <ul style="list-style-type: none"> <li>• About the Maynard Housing Production Plan</li> <li>• Goal of tonight</li> </ul>	7:05 – 7:10 pm (5 min)
<b>Review of Housing Needs &amp; Demand in Maynard</b> <ul style="list-style-type: none"> <li>• Recap of key findings</li> <li>• Development constraints</li> <li>• Q&amp;A</li> </ul>	7:10 – 7:35 pm (25 min)
<b>Goals, Strategies, &amp; Implementation Plan</b> <ul style="list-style-type: none"> <li>• Breakout groups</li> <li>• Report-outs to whole group</li> </ul>	7:35 – 8:35 pm (60 min)
<b>Next Steps</b>	8:35 – 8:40 pm (5 min)

**Contact Information**

For more information, contact Karina Milchman at MAPC ([kmilchman@mapc.org](mailto:kmilchman@mapc.org)).



**Town of Maynard Housing Production Plan  
Housing Goals & Strategies**

October 21, 2015  
*Presented by the Metropolitan Area Planning Council*



**AGENDA**

- Project Overview
- Review of Key Findings
  - Housing Needs & Demand
  - Development Constraints
- Discussion Groups
  - Goals & Strategies
  - Mapping Exercise
- Report Outs
- Next Steps

**Project Overview** | Housing Production Plan

**A Housing Production Plan (HPP):**

1. assesses local housing needs and demand
2. analyzes development constraints and opportunities
3. establishes affordable housing goals and implementation strategies

**Project Overview** | Goal of Tonight

To agree on  
**housing goals and strategies**  
for Town of Maynard  
Housing Production Plan

Key Findings

What local housing  
needs and demand  
should the goals  
aim to address?

Key Findings | Survey Results

- Greatest unmet housing need for low-income households, families, and seniors
- Strong support for single-family housing in town, but also multifamily housing where appropriate
- Strong support for mixed-use dev't, where appropriate, and dev't. of housing with public open space throughout town
- 44% of respondents think there's sufficient affordable housing in town, but 29% do not and 27% are unsure
- Strong support for development of affordable housing, assisted living, and senior living

Key Findings | Demographics

Slight population increase projected, most dramatically among those 55 years and older

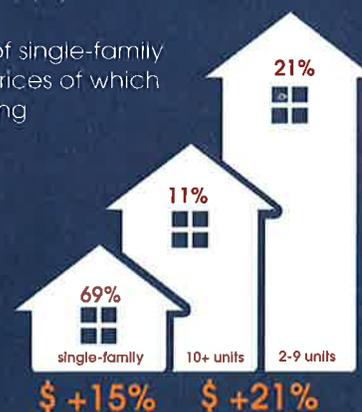


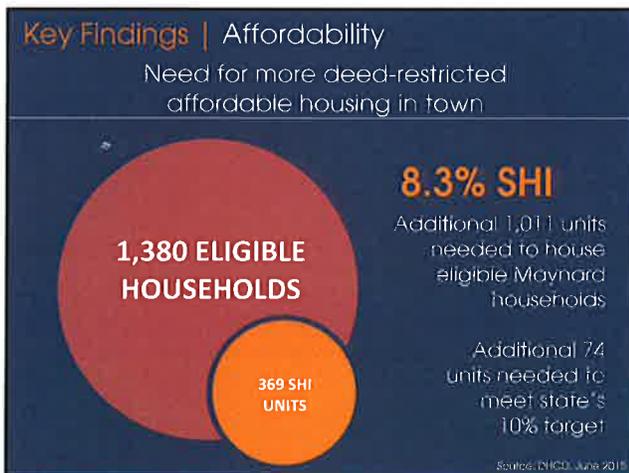
More, smaller households projected

	2000	2010	2020	2030
<b>MORE, smaller households:</b>	4,292	4,239	4,497	4,713
	2.43	2.38	2.26	2.18

Key Findings | Supply

Large supply of single-family housing, the prices of which have been rising





- Key Findings | Realtor&Developer Feedback**
- In-migrants are priced out of other communities
  - Market is getting stronger, especially rentals and condos
  - Seniors seeking rentals or small, 1-story residential units
  - Decreasing housing affordability, but still more affordable than neighboring communities
  - Limited land availability and regulatory framework are barriers to development

**Key Findings | Primary Housing Needs**

- More housing to address low vacancy rate and a growing number of households
- Housing that's accessible and affordable to an aging population
- Smaller housing for shrinking households
- More housing, both single- and multifamily, to meet projected demand
- More affordable housing to meet the needs of low-income and/or cost-burdened households

**Key Findings | Dev't. Constraints**



Natural & Built Environment



Capacity Limitations



Regulatory Barriers



Community Awareness

**Key Findings**

Questions?

**Goals & Strategies**

- What **goals** can we set to position the town to meet housing needs and demand given development constraints?

### Goals & Strategies | Survey Responses

How can the Town assist with the creation and preservation of affordable housing in the community?

Create other incentives for small-scale, well-designed affordable housing	77%
Convert existing units to affordable units	60%
Amend zoning to make more flexible	33%
Use CPA funds	29%
Provide Town-owned land	29%
Use other Town funds	10%
Other	4%

MAPC and the Town of Maynard refined these and other strategies for tonight's discussion

### Goals & Strategies | Proposed for HPP 2015

**Goal**

**1. Work to Preserve & Advance Housing Affordability in Town**

- 1.1 Work towards the state's 10% goal on the Subsidized Housing Inventory
- 1.2 Produce mixed-income housing on vacant and other parcels with potential for development or redevelopment of housing varying in type and tenure
- 1.3 Advance projects under the Local Initiative Program to create housing affordable to low- and moderate-income households
- 1.4 Engage the local real estate community and property owners to increase understanding of and foster development/redevelopment opportunities

### Goals & Strategies | Proposed for HPP 2015

**Goal**

**1. Work to Preserve & Advance Housing Affordability in Town**

- 1.5 Work collaboratively with non-profit housing developers to advance housing production
- 1.6 Streamline local permitting process for affordable housing and accompanying affordable housing requirements
- 1.7 Monitor and preserve affordability restrictions on existing units for as long as possible
- 1.8 Allocate local resources to advance affordable housing production by implementing strategies to achieve Goal 1

### Goals & Strategies | Proposed for HPP 2015

**Goal**

**2. Adopt Zoning Changes to Allow for Housing Choices & Flexible Approaches to Achieve Housing Affordability**

- 2.1 Analyze the effectiveness of Section 8.0 Accessory Family Dwelling Unit Bylaw as a means to meet affordable housing needs in Maynard
- 2.2 Amend Accessory Family Dwelling Unit Bylaw to align with definition of "family" in Section 11.0 of the Maynard Zoning Bylaw
- 2.3 Consider additional districts where zoning for mixed-use development may be appropriate, and amend Section 9.4 Downtown Mixed-Use or Section 9.3 Neighborhood Business overlay districts to increase number of residential units allowed
- 2.4 Amend Section 9.4 Downtown Mixed-Use Overlay District bylaw to reflect the appropriate entity to receive PILU

**Goals & Strategies | Proposed for HPP 2015**

**Goal**

**2. Adopt Zoning Changes to Allow for Housing Choices & Flexible Approaches to Achieve Housing Affordability**

- 2.5 Adopt a town-wide inclusionary zoning bylaw
- 2.6 Provide incentives to include accessible and adaptable housing units in new developments
- 2.7 Assess areas services by existing infrastructure for opportunities to amend zoning to facilitate multifamily housing development
- 2.8 Adopt an infill development bylaw to encourage development of small, affordable single-family homes on substandard vacant or underutilized properties
- 2.9 Amend Section 11/0 definitions of zoning bylaw to comply with Affirmatively Furthering Fair Housing rules

**Goals & Strategies | Proposed for HPP 2015**

**Goal**

**3. Address Unmet Housing Needs Through Programming**

- 3.1 Maximize existing community resources to enable seniors to continue living in the housing of their choice
- 3.2 Help eligible homeowners and homebuyers access housing assistance
- 3.3 Assess need for and explore strategies to advance a diversity of housing programs

**Goals & Strategies | Proposed for HPP 2015**

**Goal**

**4. Build Town Awareness of Housing Demand, Issues, & Activities**

- 4.1 Increase resident awareness of unmet housing needs and demand
- 4.2 Provide affordable and fair housing educational/training opportunities to Town staff, and ensure compliance with the Fair Housing Act and other legal housing requirements

**Discussion Groups | Feedback**

1. Small group discussion of goals & strategies
2. ID development opportunities on map



3. Report outs

**Next Steps** | October - December

1. Finalize draft report and post online for public review
2. Meet with Planning Board & Board of Selectmen for plan adoption
3. Submit HPP to DHCD for approval

Questions? Comments?

**Thank You!**

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