

Maynard Housing Production Plan Visioning Forum

Wednesday, July 1, 2015

Presented by the Town of Maynard and the Metropolitan Area Planning Council



Agenda

1. Welcome & Introductions
2. Maynard's Community Development Principles
3. About Housing Production Plans
4. Housing Needs & Demand in Maynard
5. Discussion: Housing Barriers, Opportunities, Goals
6. Next Steps

Introduction: MAPC & Our Work

- Regional planning agency created in 1963
- MAPC works with municipalities to address housing and a variety of other issues
- MetroFuture establishes a vision for the area based on the input of a variety of stakeholders
- Housing goals include increasing the regional stock with a variety of housing types

Maynard's Community Development Principles

- Concentrate Development and Integrate Uses
- Protect the Village Character of Downtown Maynard
- Redevelop and Re-use
- Use Natural Resources Wisely
- Expand Housing Opportunities
- Provide a Variety of Transportation Choices

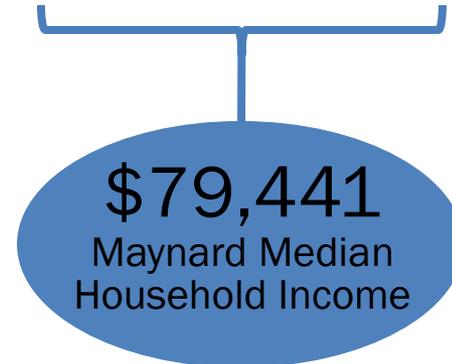
Expand Housing Opportunities

Maynard is committed to supporting construction and rehabilitation of housing, including deed-restricted affordable units, to meet the needs of people of all abilities and income levels to whatever extent possible given development constraints.

About HPPs

Affordable Housing refers to units that are deed restricted to be affordable to households earning 80% of area median income (\$98,500) or below

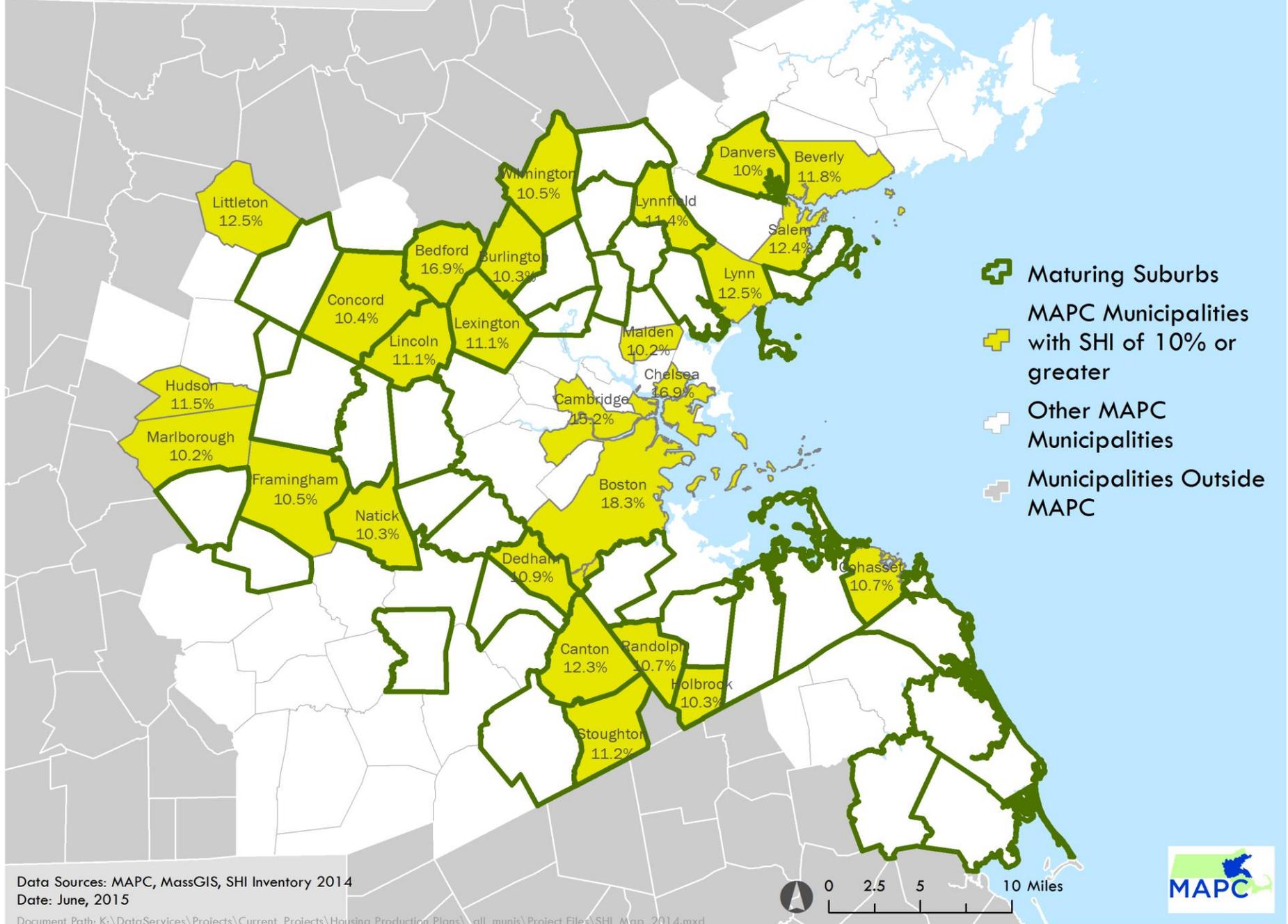
Persons in Household	1	2	3	4	5	6	7	8
FY 2015 Income Limit	\$48,000	\$55,800	\$62,750	\$69,700	\$75,300	\$80,900	\$86,450	\$92,050



Chapter 40B is a state statute encouraging municipalities to increase their affordable housing inventories to 10% of the total housing stock

- If under 10%, local ZBAs can approve affordable housing development proposals under flexible rules
- If a municipality adds affordable housing units at an annual rate of 0.5-1%, then the MA DHCD will certify the municipality for one-two-year periods
- Then the ZBA can deny a comprehensive permit for proposals that are not compliant with local zoning
- In some cases, the ZBA can also issue a denial if 1.5% of developable land is used for affordable housing

MAPC Municipalities with SHI at 10% or Higher



Data Sources: MAPC, MassGIS, SHI Inventory 2014
 Date: June, 2015

Document Path: K:\DataServices\Projects\Current_Projects\Housing_Production_Plans\all_munis\Project Files\SHI_Map_2014.mxd



Why develop a Housing Production Plan (HPP)?

- To understand local housing needs and demand;
- guide the type, amount, and location of housing; and
- set a numerical goal for annual low- and moderate-income housing production

HPPs consist of:

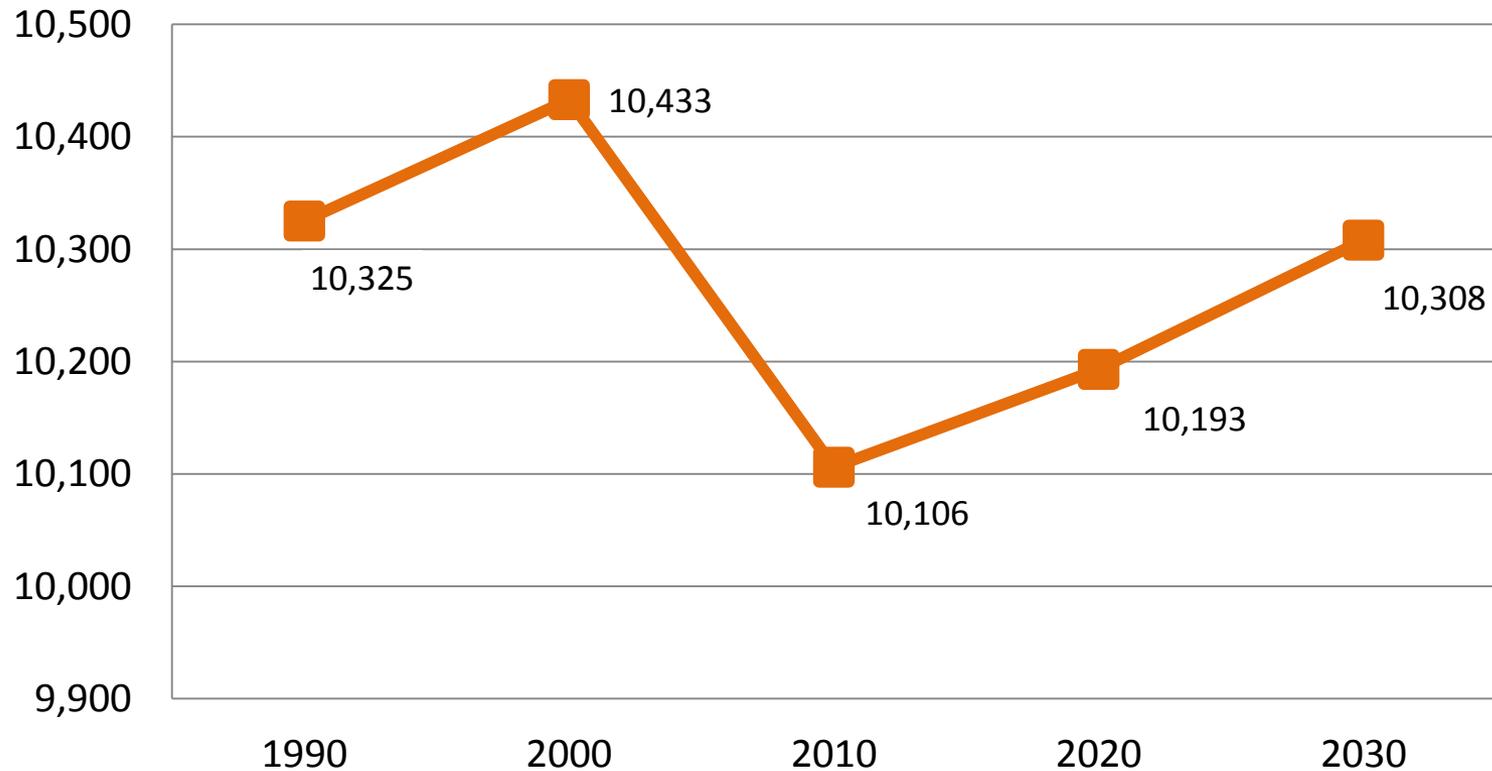
- a comprehensive housing needs and demand assessment;
- analysis of development constraints and opportunities;
- affordable housing goals; and
- implementation strategies

Key Findings:

1. Population
2. Housing Stock
3. Affordability

Recent Population Decline Projected to Reverse

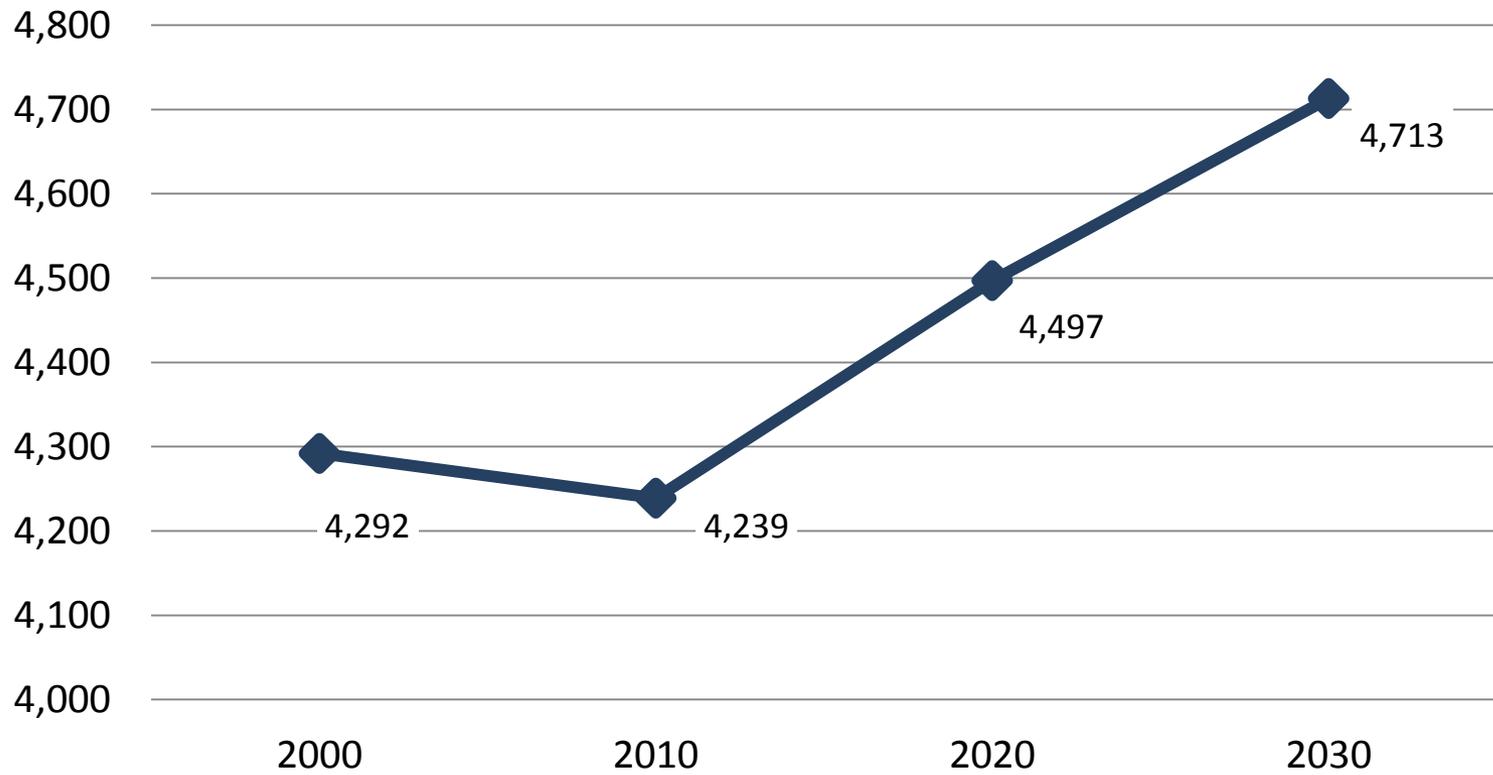
Population, 1990-2030



Source: U.S. Census Bureau & MAPC Projections 2014

The Number of Households is Projected to Increase Significantly

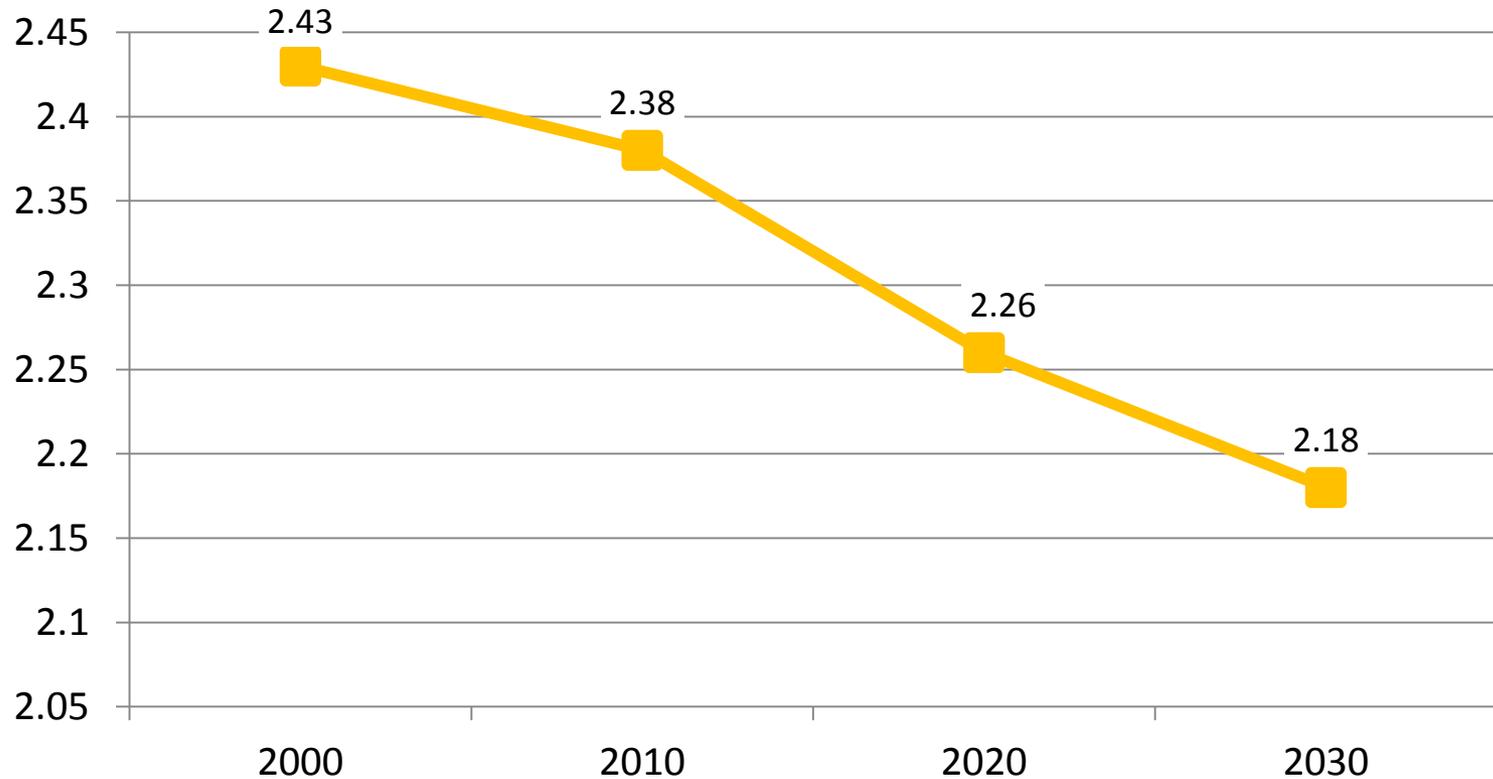
Total Households, 2000-2030



Source: U.S. Census Bureau & MAPC Projections 2014

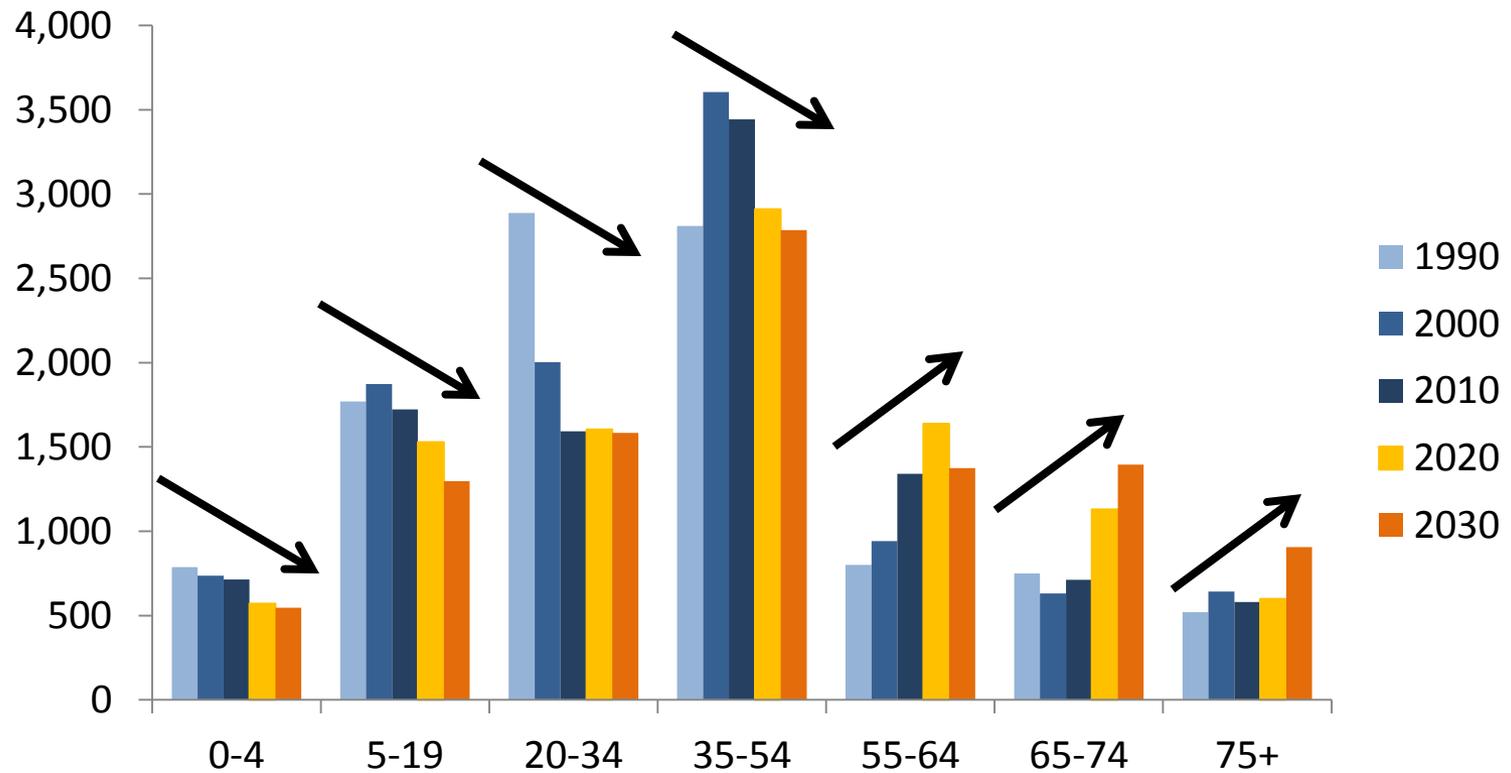
Though 63% of Households Are Families, Household Size is Shrinking

Average Household Size



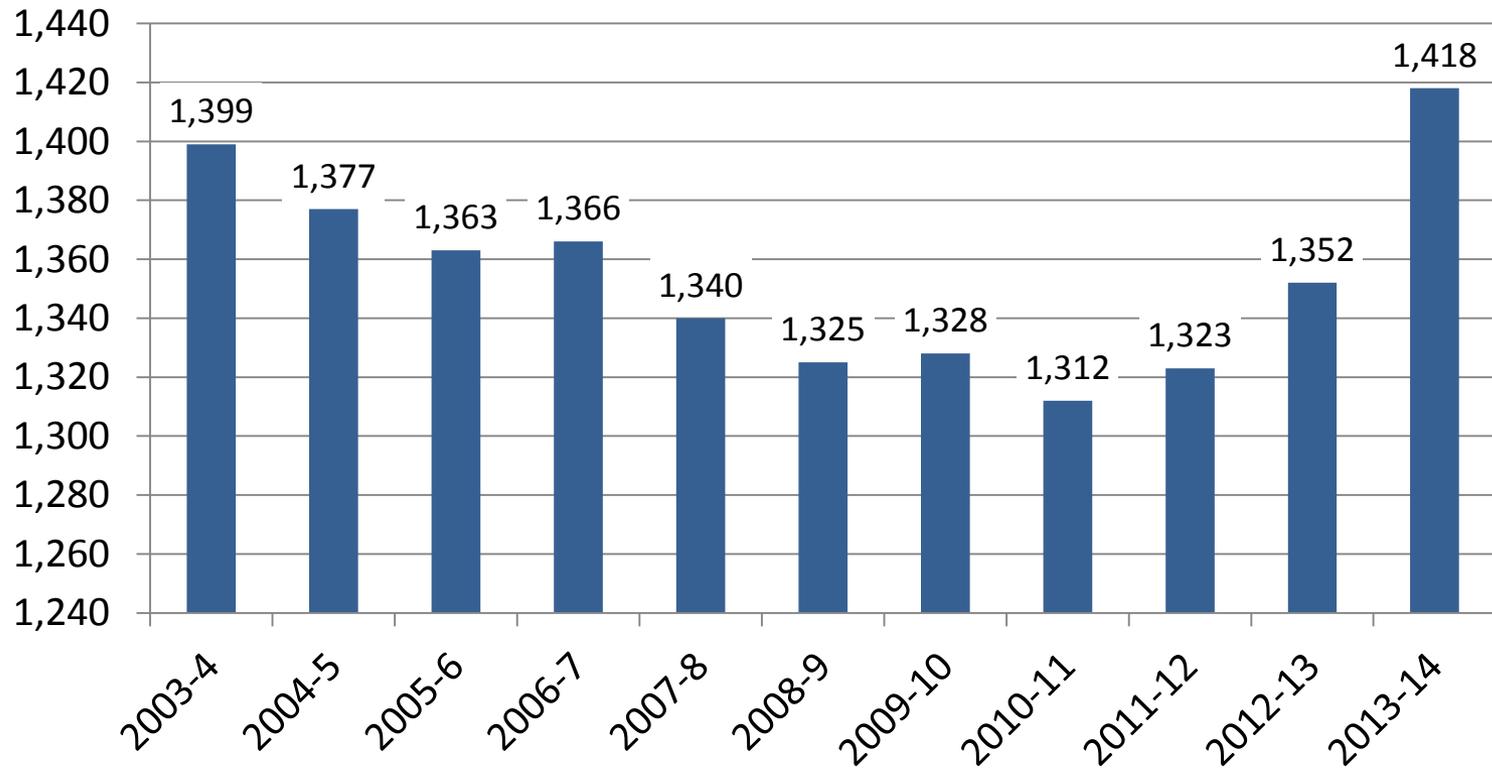
Aging Population Projected to Continue

Population by Age, 2000-2010



School Enrollment is Increasing After Years of Decline

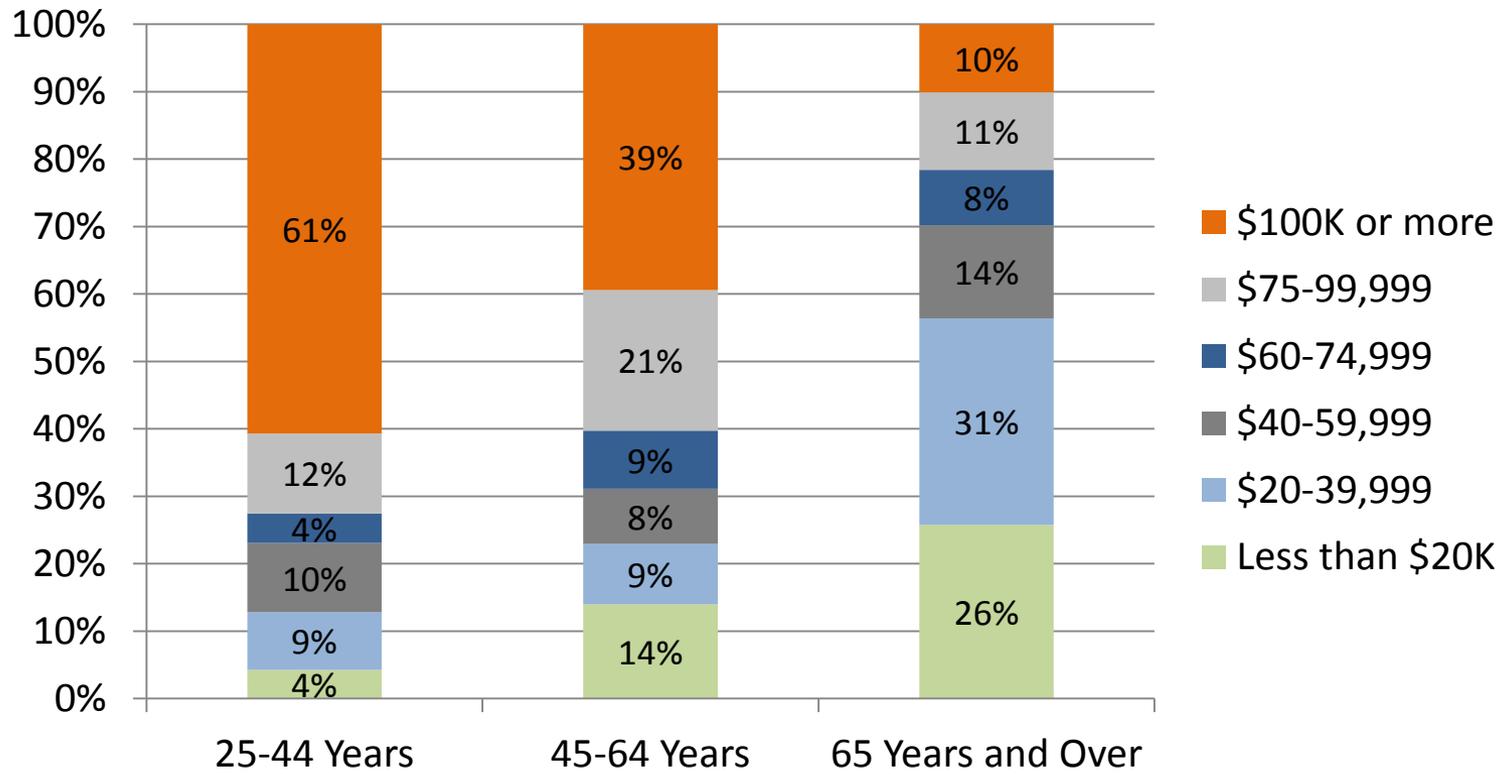
School Enrollment, 2003-2014



Source: MA Department of Elementary and Secondary Education

More Than Half of Senior Householders Live on Less Than \$39,999/Year

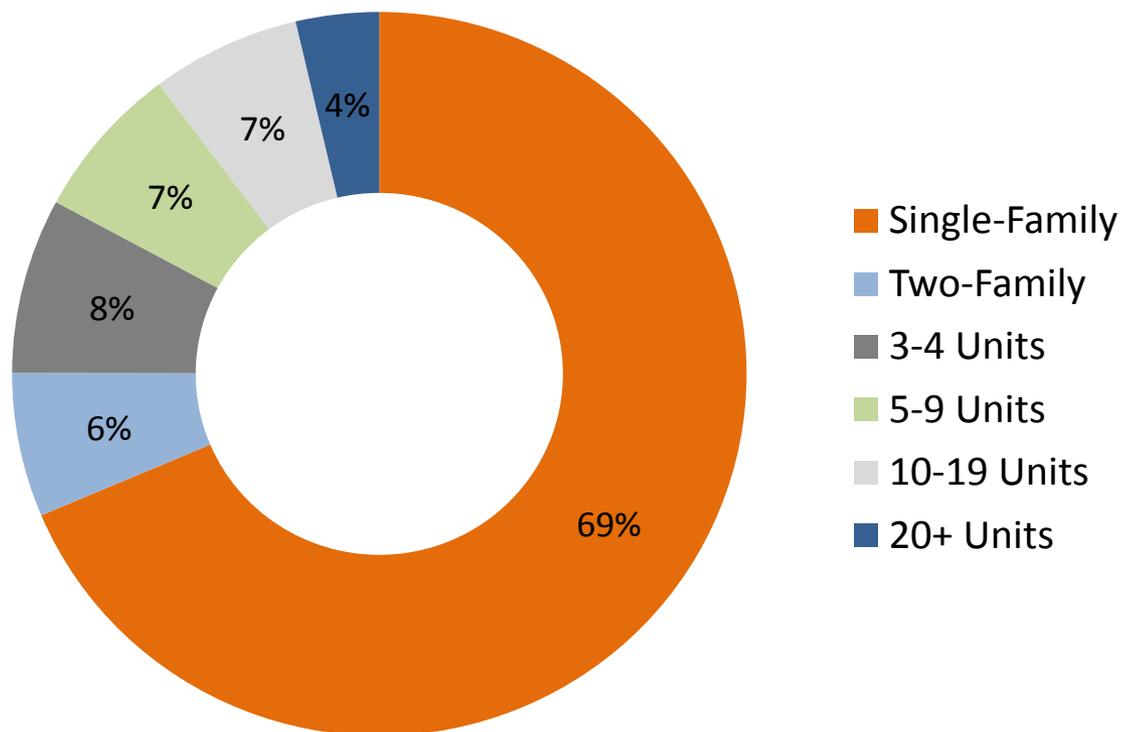
Household Income by Age of Householder



Source: U.S. Census Bureau, 2008-2012 American Community Survey

Housing Stock is Majority Single-Family, Though 1/3rd is Multifamily

Housing Units by Type



Source: U.S. Census Bureau, 2008-2012 American Community Survey

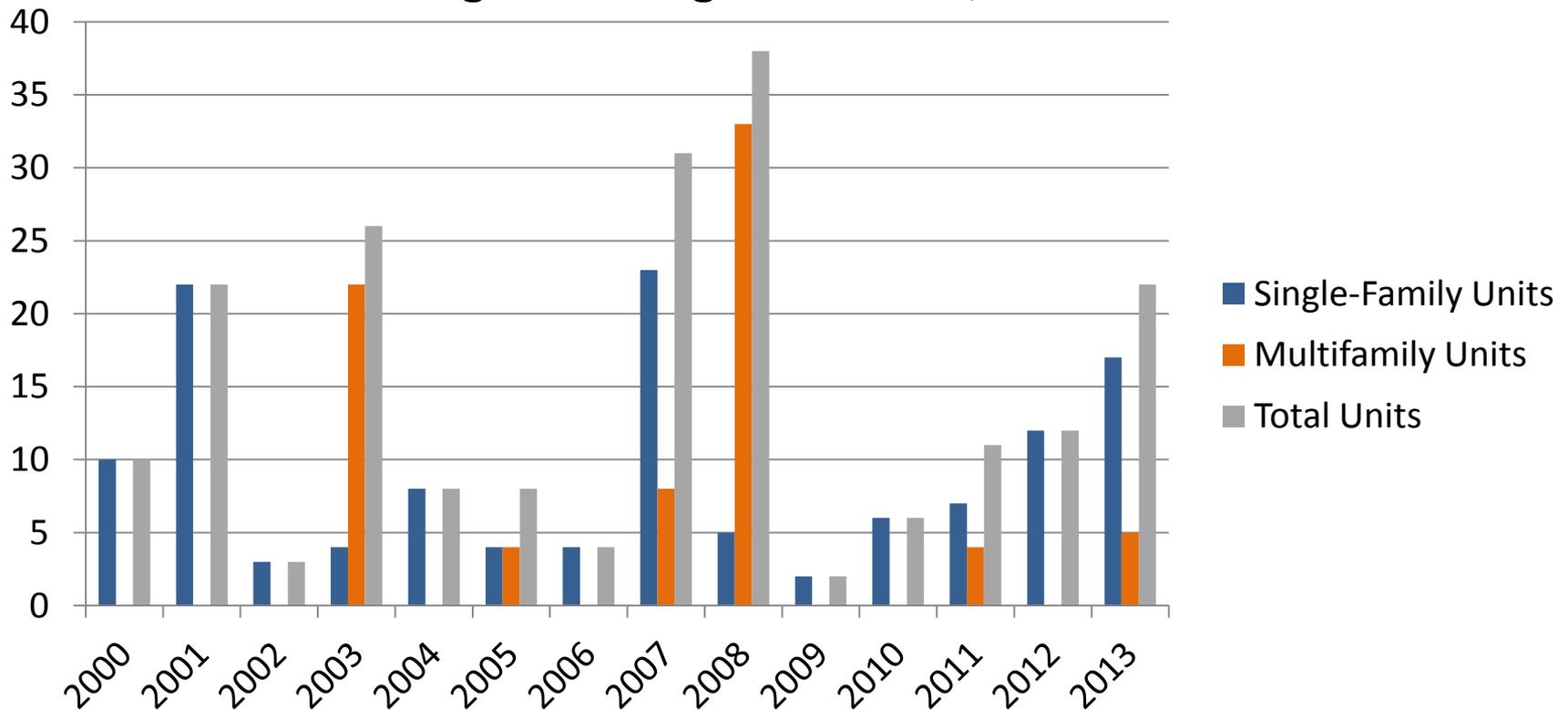
Robust Housing Demand is Projected

Change in Housing Unit Demand, 2010-2020

	Rental	Ownership	Total
Single-Family Units	-11	137	126
Multifamily Units	72	59	131
Total	61	196	257

Historic Permitting Pattern Does Not Indicate a Rate of Production That Will Meet Projected Demand

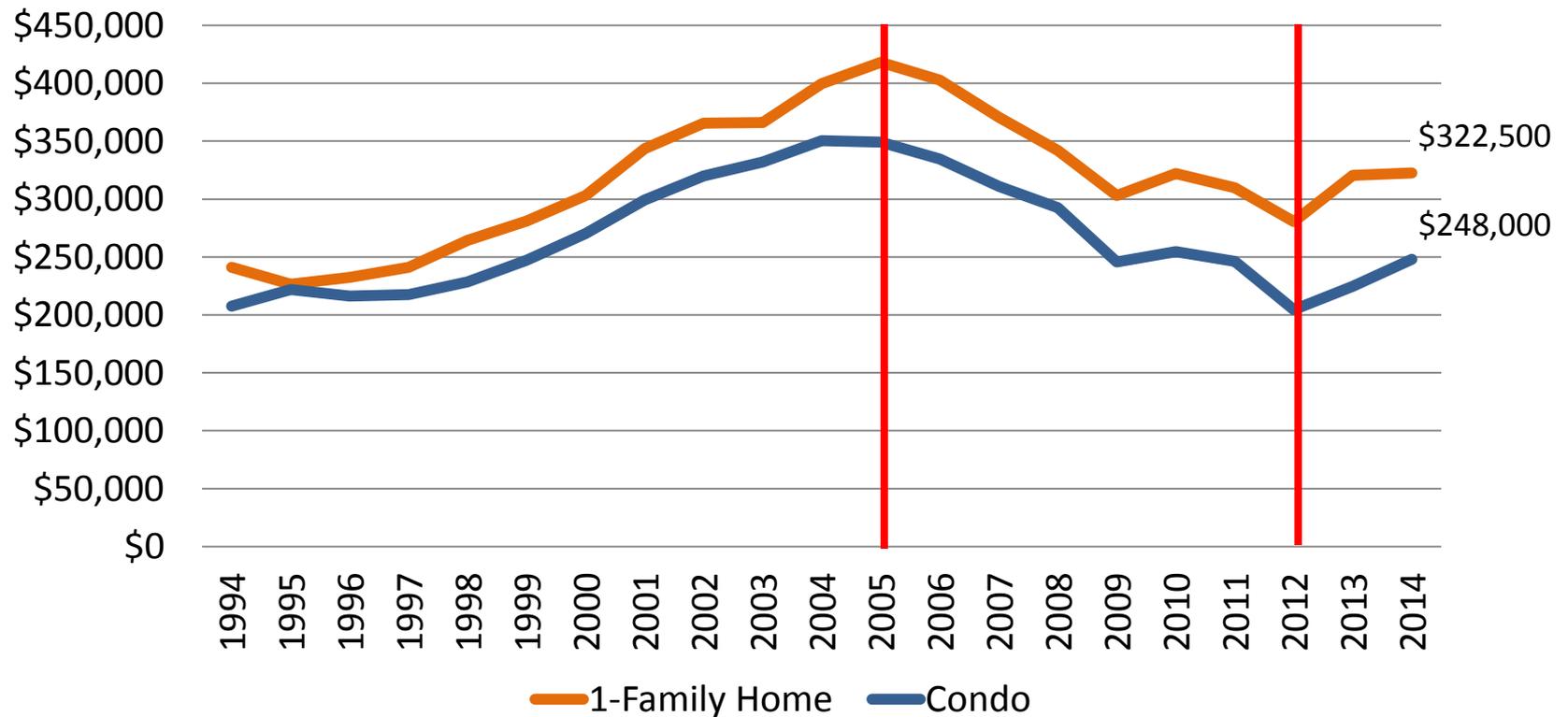
Change in Housing Unit Demand, 2010-2020



Source: Census Building Permit Survey

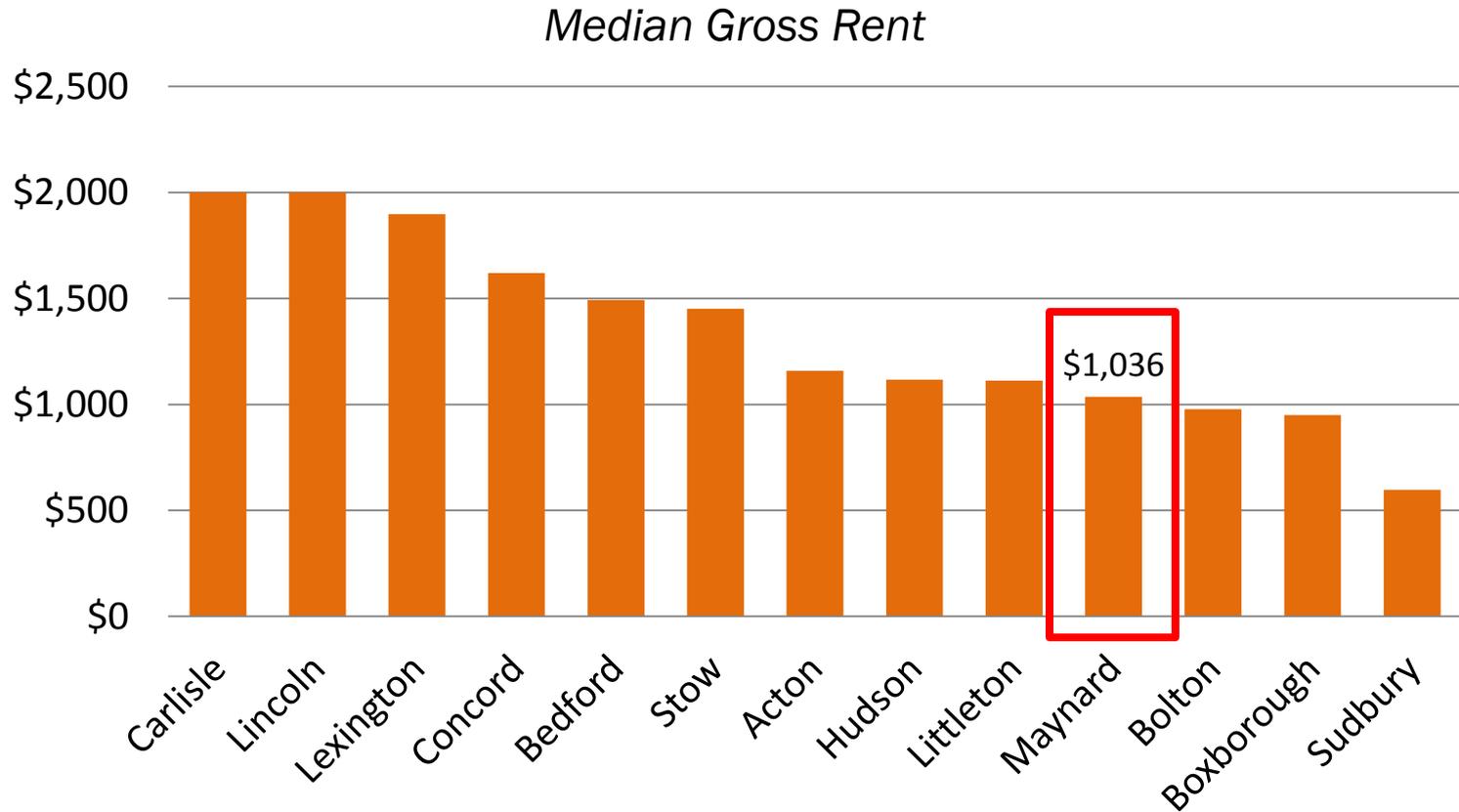
Home Prices are Rebounding from the 2012 Low

Median Home Prices, 1994-2014



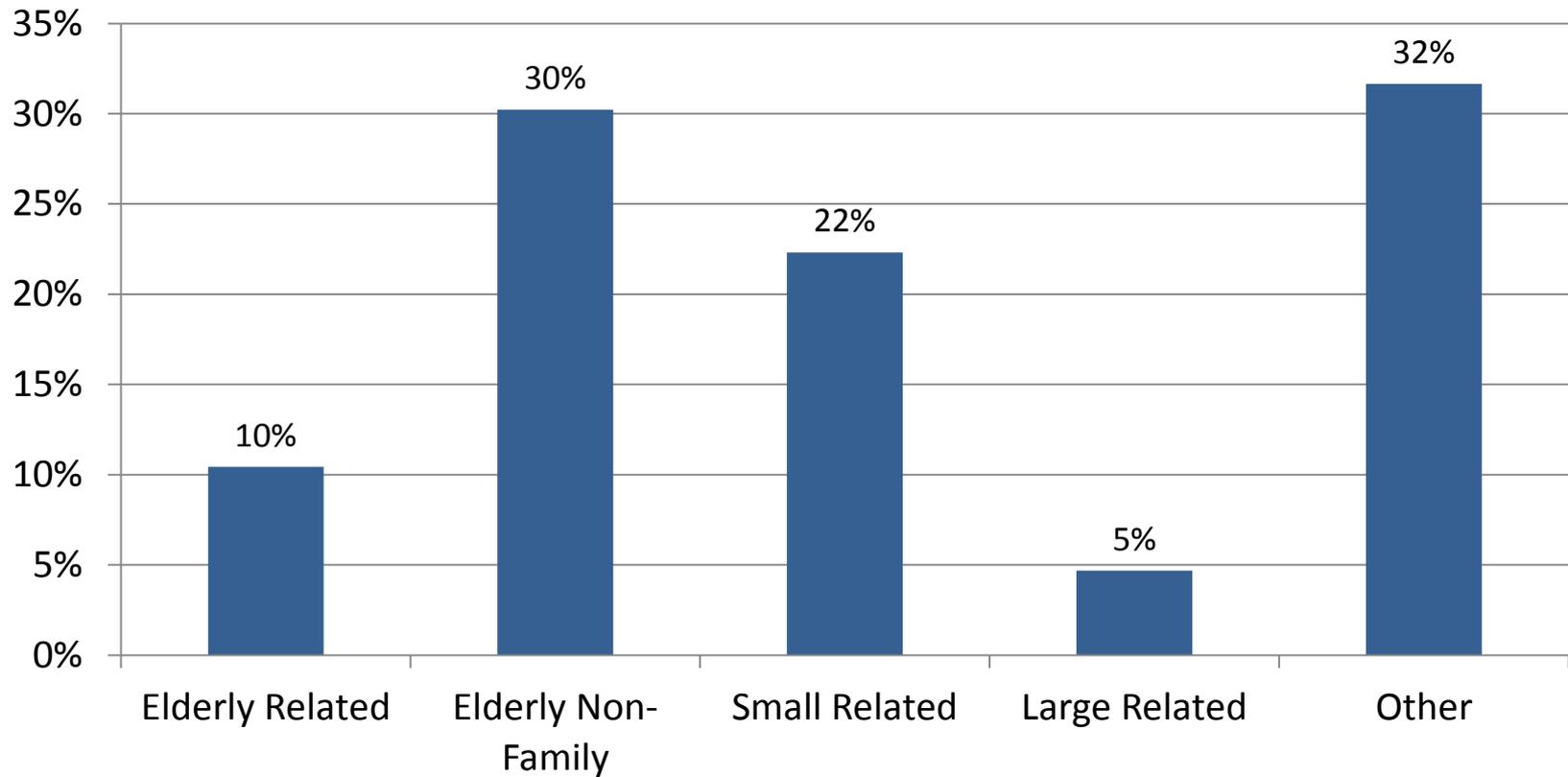
Source: The Warren Group, 2014, adjusted to 2014 \$

Maynard Median Rent is on the Lower End of the MAGIC Spectrum



A Third of Households are Low Income, Earning Less Than 80% of AMI

Percent of Low-Income Households by Type/Size



Source: Comprehensive Housing Affordability Strategy (CHAS), 2006-2010

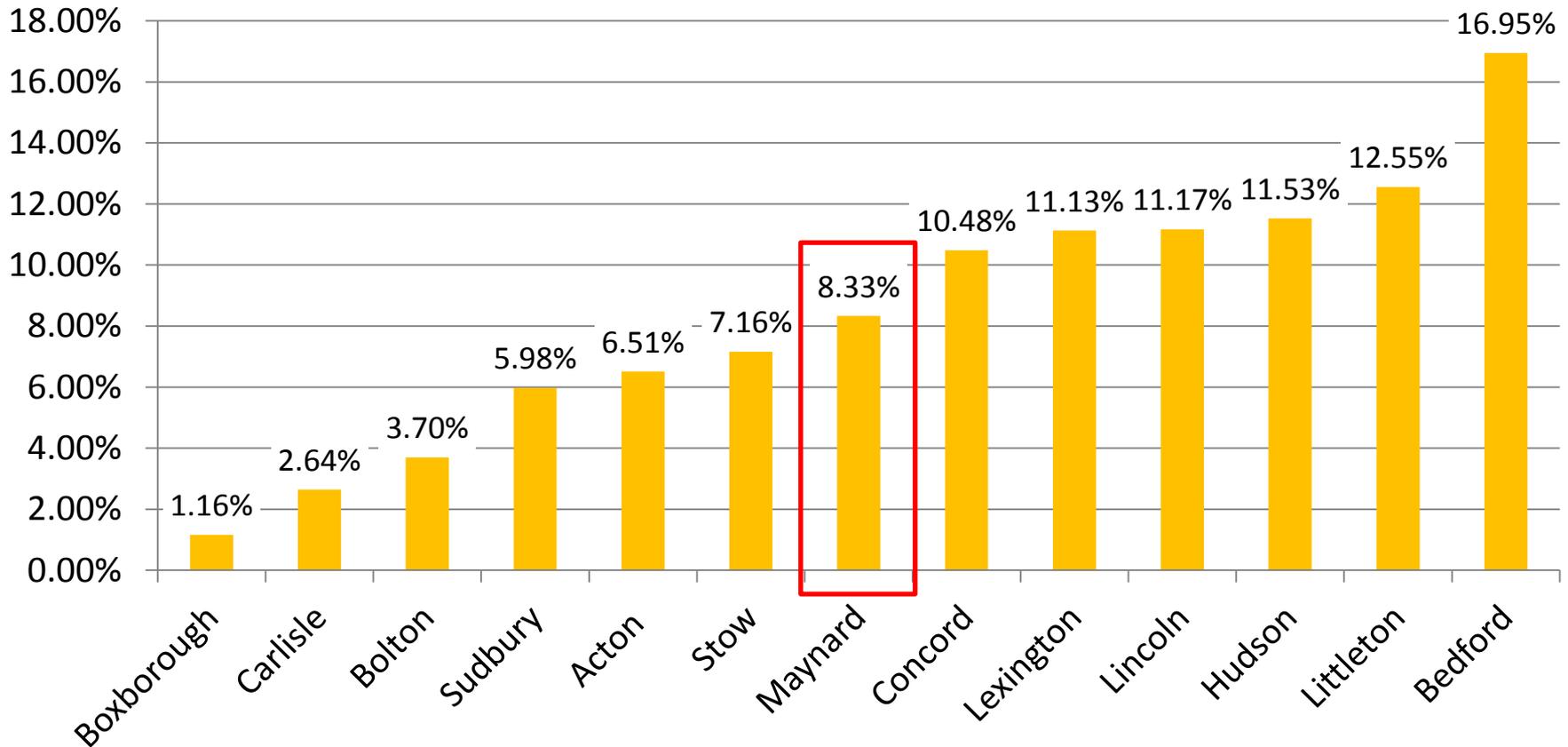
More Than a Third of Total Households are Cost Burdened, Spending More Than 30% of Annual Income on Housing

Cost-Burdened Households by Tenure

	Total	Owners	Renters
Total Households	37%	34%	48%
Low-Income Households	54%	-	-
Middle-Income Households	7%	-	-

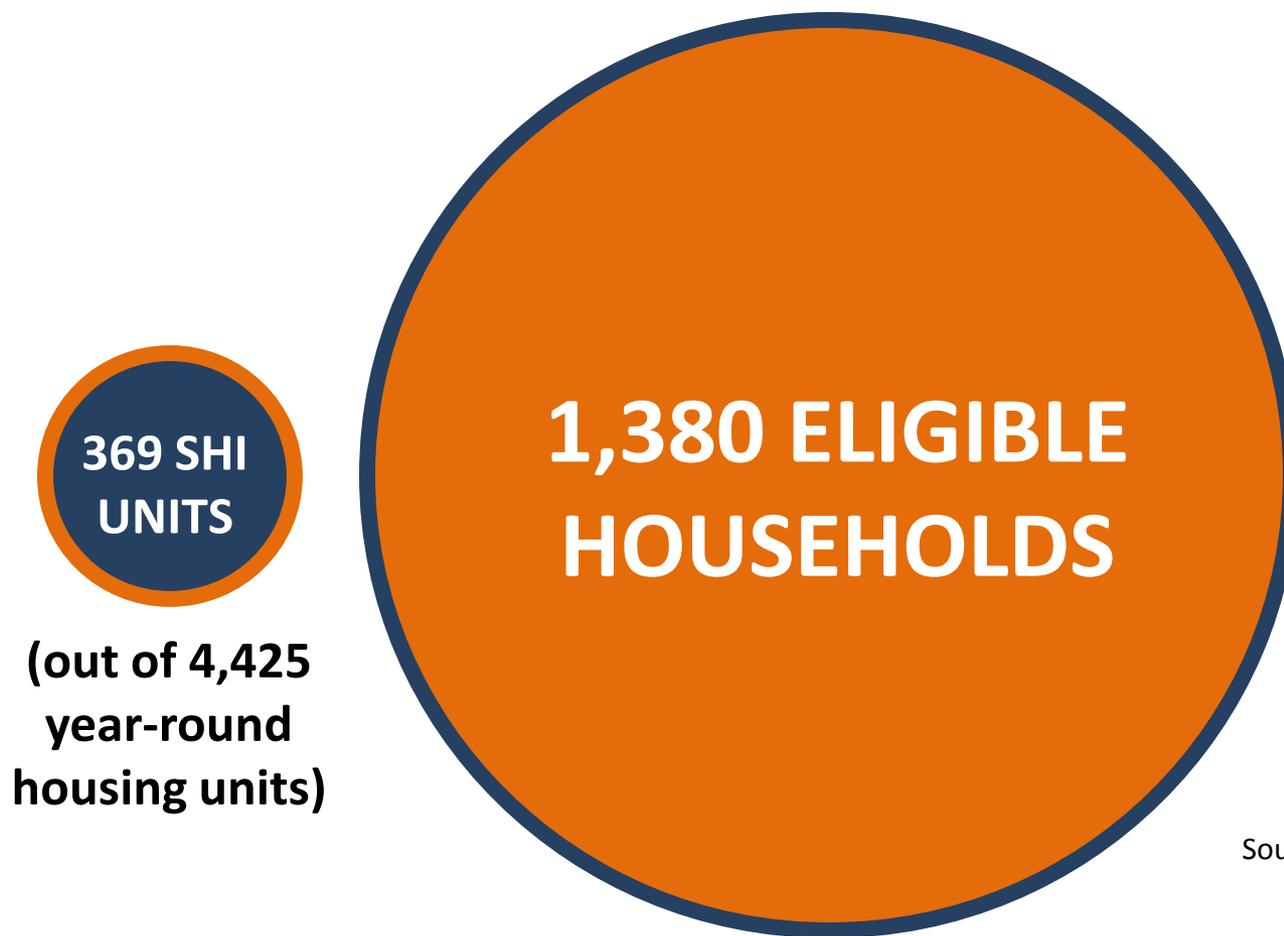
Town Does Not Quite Meet the State's 10% Affordable Housing Target

MAGIC Subsidized Housing Inventories



Existing Affordable Units Could House 27% of Eligible Households

Maynard SHI Units Compared to Low-Income Households



Housing Needs & Demand – Key Takeaways

- Slight population increase is projected, most dramatically among those 55 years and older
- Growing number of households—increasingly smaller—is also projected
- Increased school enrollment is not likely to continue
- Robust demand for both single- and multi-family housing is projected
- Significant low-income and cost-burdened populations
- Insufficient affordable housing for eligible households already living in Maynard

What We Heard from Maynard Realtors & Developers

- In-migrants were priced out of other cities
- Market getting stronger, especially rentals though condos also making a comeback
- Seniors seeking rentals or small, single-story single-family homes
- Real estate taxes especially high, but home values not high enough to offset
- Decreasing housing affordability but still more affordable than neighboring communities
- Regulatory framework is a barrier to development
- Limited developable land

Questions?



To inform the next part of our work, we want to hear from you about housing goals, barriers, and opportunities

Based on what you have heard this evening, what do you think should be Maynard's housing goals?

What are the barriers to achieving these goals in Maynard?

Are there specific housing opportunities that exist for housing redevelopment, preservation, or new development?

What about for new partnerships, resources, and support?

What organizations or models are current assets worth replicating in the future?

Next Steps

1. Develop housing production goals
2. Establish plan implementation strategies
3. Host public forum to share goals and strategies
4. Discuss draft with Town staff
5. Present to Planning Board and Board of Selectmen for adoption
6. Submit HPP to MA DHCD

Thank You!

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