

The logo features a simple line-art house roof above the text. The word 'MELROSE' is in red, 'HOUSING' is in blue, and 'PRODUCTION PLAN' is in blue with a horizontal line to its left.

MELROSE HOUSING
PRODUCTION PLAN

mapc.org/melrose-housing

Webinar

June 16, 2021

Welcome!

Introductions

- Tell us more about yourself at www.pollev.com/mapcpoll and/or introduce yourself in the chat!
- City of Melrose Office of Planning and Community Development
 - Denise Gaffey, Director
 - Emma Schnur Battaglia, Senior Planner
- Metropolitan Area Planning Council (MAPC)
 - John McCartin, Regional Housing and Land Use Planner
 - Lydia Slocum, Housing Intern



Agenda

- Welcome (5 min)
- Plan Updates (5 min)
- Draft Goals (5 min)
- Potential Strategies & Actions (40 min)
- Development Locations & Housing Types (20 min)
- Next Steps (5 min)

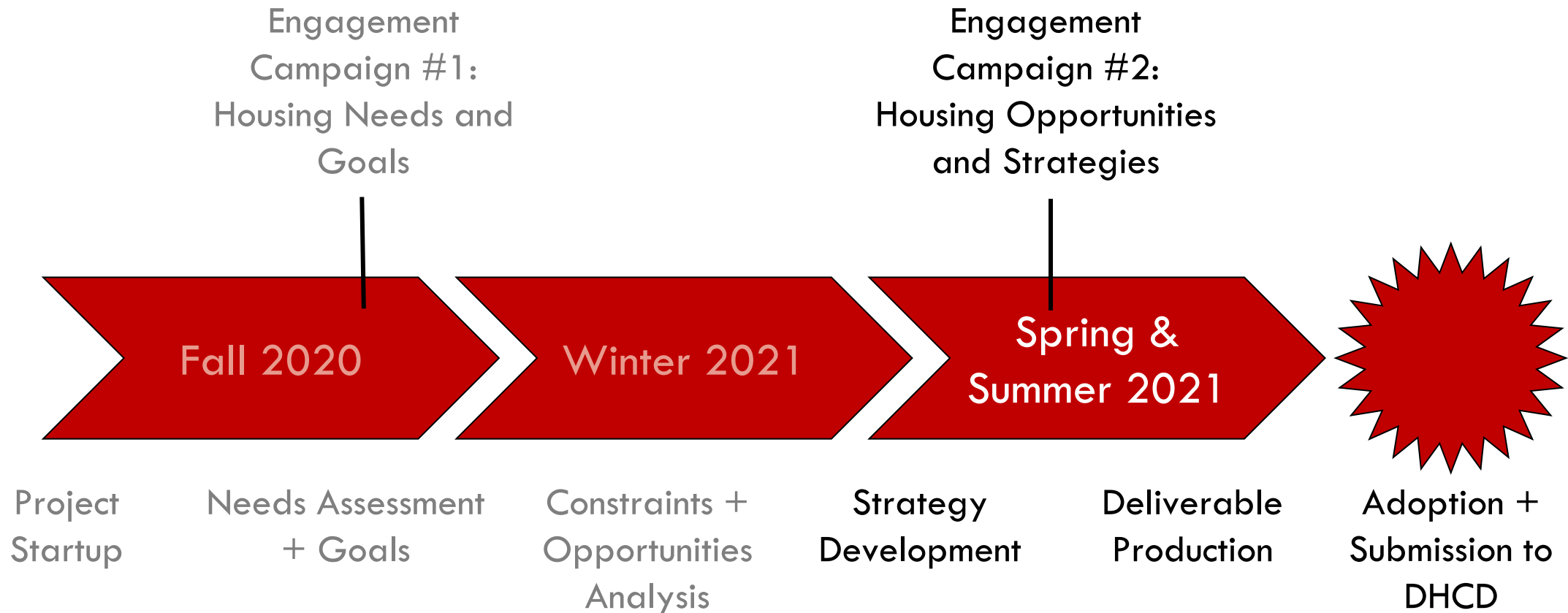
Live polling

- We'll be asking questions. To respond:
- Open www.pollevo.com/mapcpoll in a web browser (e.g., Chrome, Firefox, Safari, Edge).
- OR text MAPCPOLL to 22333 to join the poll (normal rates apply).

Plan Updates

Timeline

- Where are we in process?



Engagement

- Advisory Committee
- Fall engagement campaign
 - Online open house
 - Webinar
- Individual interviews with people from underrepresented communities
- Spring engagement campaign
 - Online open house: www.mapc.ma/melrose-hpp-open-house
 - Live outdoor tabling
 - This webinar!

Analysis

- Demographics
- Housing stock
- Affordability
- Local housing “toolkit”
- Constraints
 - Legal, Institutional, Physical, Fiscal
- Development Opportunities
 - Constraints, existing development, market values, access to transit/amenities

Draft Goals

Definitions

- **Goal:** Broad aspirational statement of intention
- **Strategy:** General activities by City government
- **Action:** Specific activity the City can undertake

- Each strategy and action can impact multiple goals

Goals

Based on responses to the Fall engagement activities, this plan proposes six goals for the future of housing in Melrose:

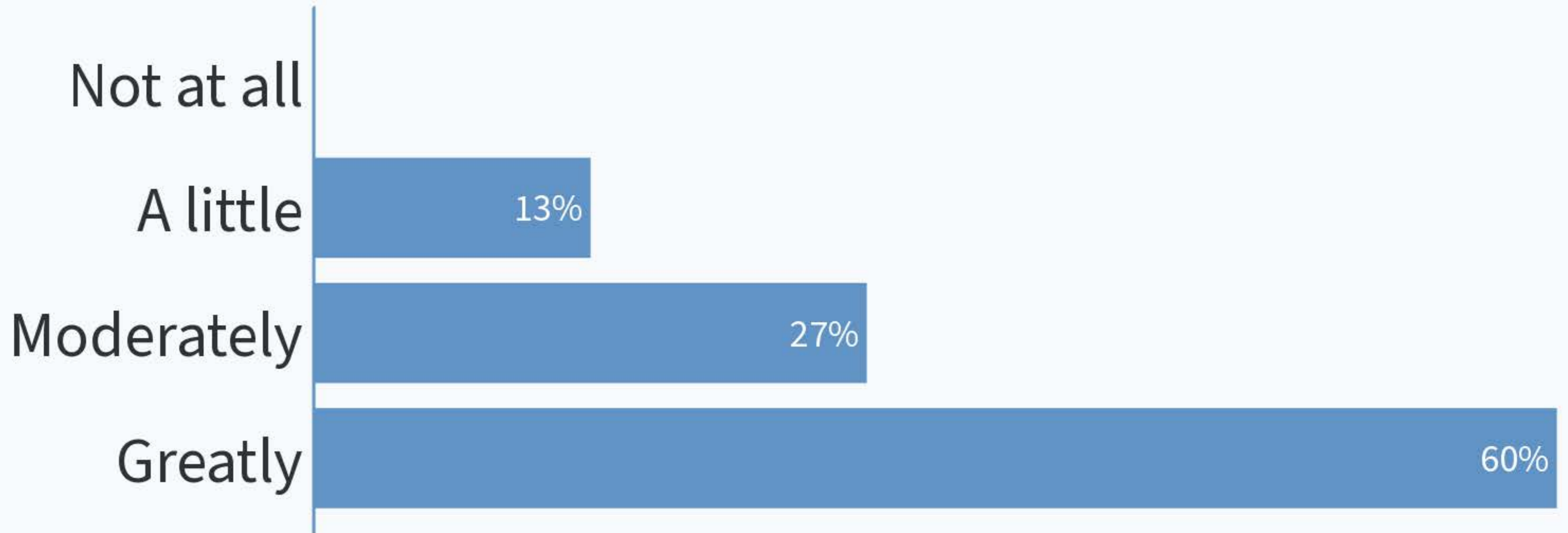
1. Housing Mix
2. Racial Equity
3. Affordable Housing
4. Enhance Neighborhoods
5. Capacity Building
6. Community Engagement



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How closely do these goals reflect your priorities for Melrose's housing?



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What topics would you add, remove, or change in these goals?



Goals Q&A

Potential Strategies & Actions

Strategies and Actions:

- We developed a list of strategies and actions that reflects:
 - Best practices in MA and across the country
 - Specific ideas responding to issues identified in this planning process
 - Feasibility in Melrose
 - Efforts with the most potential to impact goals
- We need a shorter list that can be implemented in five years.

Strategy A: Encourage duplex, townhouse, and small multifamily development that fits into Melrose's existing context



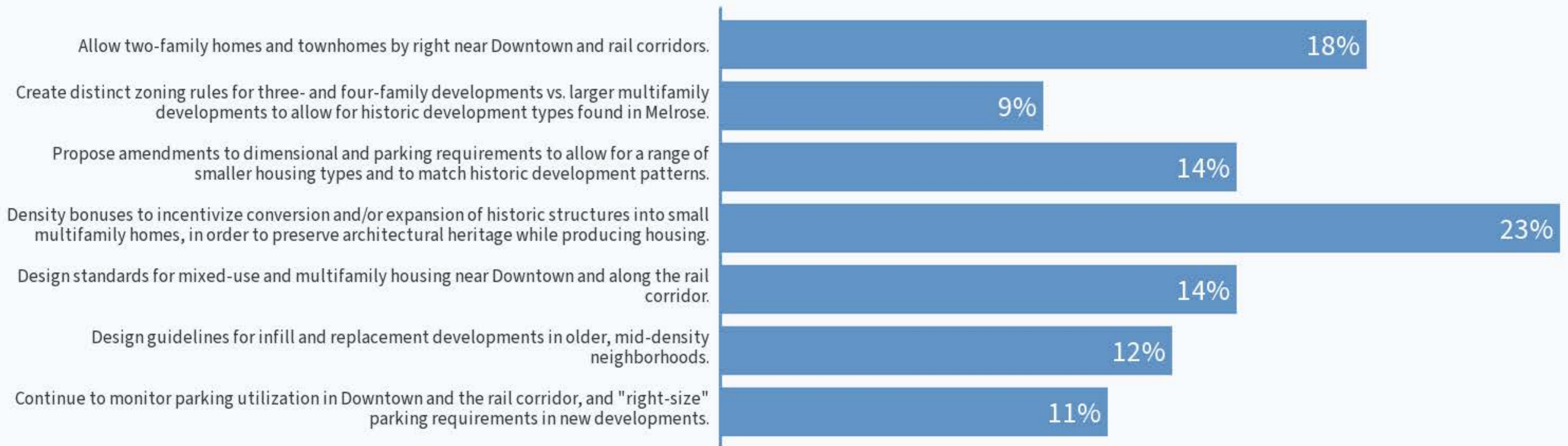
Potential Actions

- A.1: Allow two-family homes and townhomes by right near Downtown and rail corridors.
- A.2: Create distinct zoning rules for three- and four-family developments vs. larger multifamily developments to allow for historic development types found in Melrose.
- A.3: Propose amendments to dimensional and parking requirements to allow for a range of smaller housing types and to match historic development patterns.
- A.4: Density bonuses to incentivize conversion and/or expansion of historic structures into small multifamily homes, in order to preserve architectural heritage while producing housing.
- A.5: Design standards for mixed-use and multifamily housing near Downtown and along the rail corridor.
- A.6: Design guidelines for infill and replacement developments in older, mid-density neighborhoods.
- A.7: Continue to monitor parking utilization in Downtown and the rail corridor, and "right-size" parking requirements in new developments.

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A. Which of the previous actions do you consider high priorities for Melrose to pursue? (select as many as you like)



Strategy B: Encourage accessory apartment development

An “Accessory apartment” is a small home built on a single-family property that is secondary to that property's main house. These small homes can be ideal for certain household types, including singles, couples, and multigenerational households living across the main house and accessory apartment.



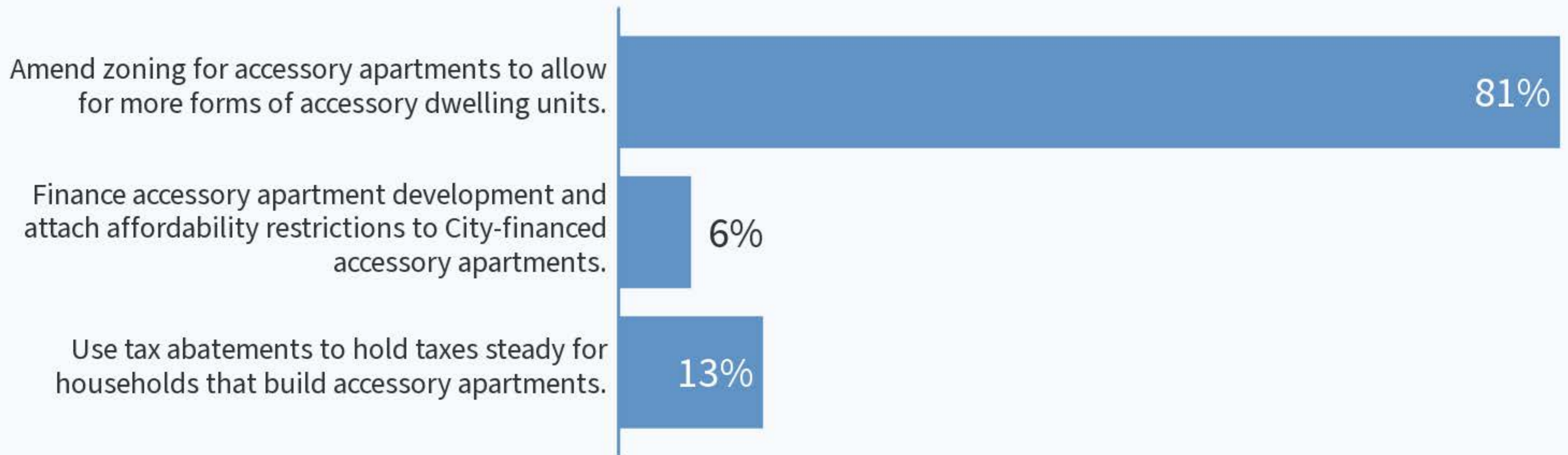
Potential Actions

- B.1: Amend zoning for accessory apartments to allow for more forms of accessory dwelling units.
- B.2: Finance accessory apartment development and attach affordability restrictions to City-financed accessory apartments.
- B.3: Use tax abatements to hold taxes steady for households that build accessory apartments.

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B. Which of the previous actions do you consider high priorities for Melrose to pursue? (select as many as you like)



Strategy C: Encourage the production of deed-restricted Affordable Housing units, and create more deeply affordable options

Affordable for households earning below 80% of the Greater Boston region's "Area Median Income," which is \$67,700 per year for a single-person household or \$96,650 for a four-person household.



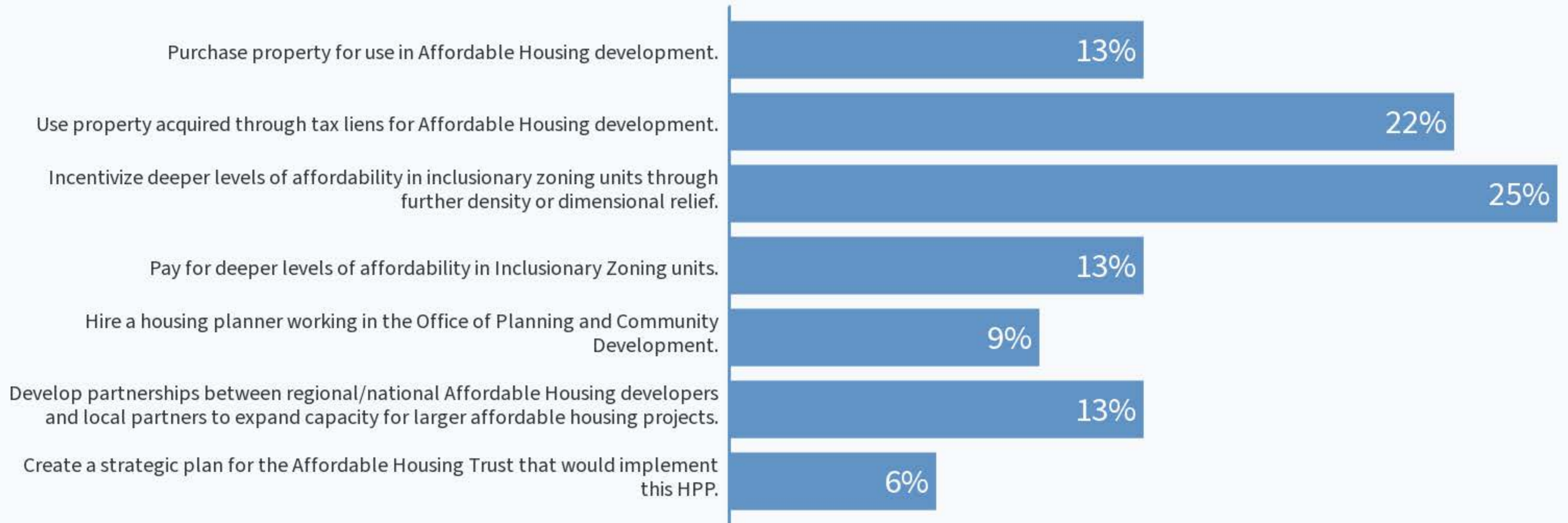
Potential Actions

- C.1: Purchase property for use in Affordable Housing development.
- C.2: Use property acquired through tax liens for Affordable Housing development.
- C.3: Incentivize deeper levels of affordability in inclusionary zoning units through further density or dimensional relief.
- C.4: Pay for deeper levels of affordability in Inclusionary Zoning units.
- C.5: Hire a housing planner working in the Office of Planning and Community Development.
- C.6: Develop partnerships between regional/national Affordable Housing developers and local partners to expand capacity for larger affordable housing projects.
- C.7: Create a strategic plan for the Affordable Housing Trust that would implement this HPP.

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C. Which of the previous actions do you consider high priorities for Melrose to pursue?



Strategy D: Encourage a fairer, more accessible private housing market

FAIR HOUSING ACT



DISABILITY



RACE



SEX



COLOR



NATIONAL
ORIGIN



RELIGION



FAMILY
STATUS

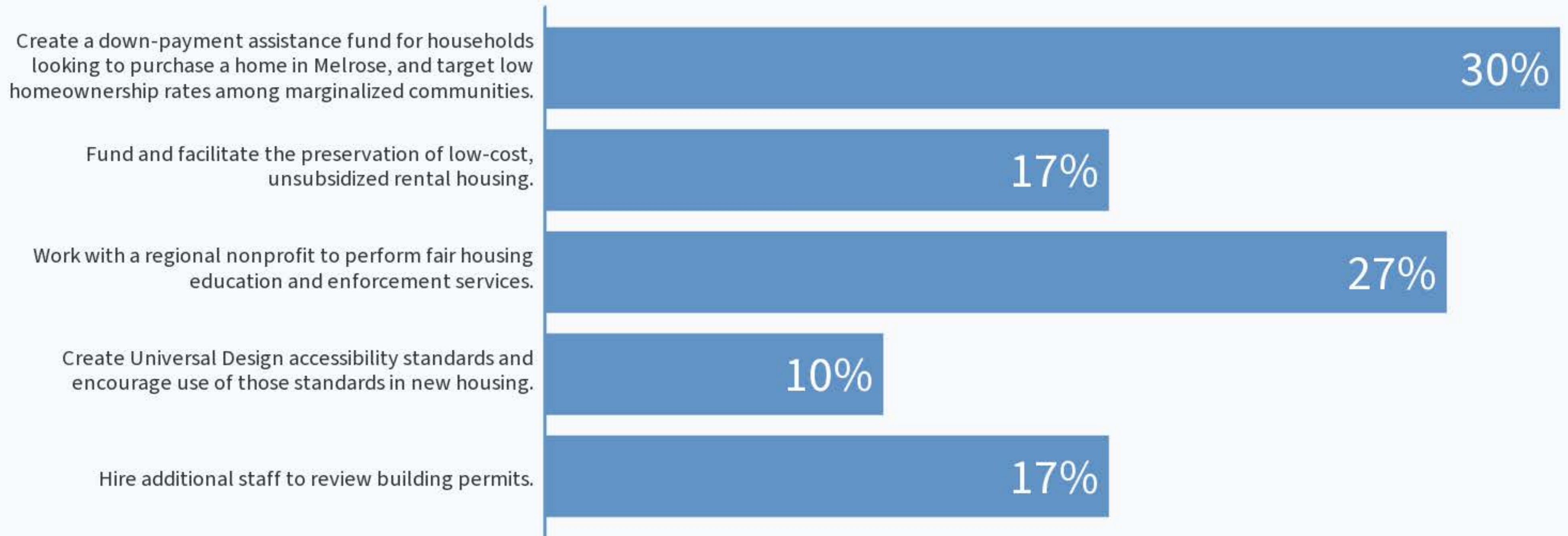
Potential Actions

- D.1: Create a down-payment assistance fund for households looking to purchase a home in Melrose, and target low homeownership rates among marginalized communities.
- D.2: Fund and facilitate the preservation of low-cost, unsubsidized rental housing.
- D.3: Work with a regional nonprofit to perform fair housing education and enforcement services.
- D.4: Create Universal Design accessibility standards and encourage use of those standards in new housing.
- D.5: Hire additional staff to review building permits.

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D. Which of the previous actions do you consider high priorities for Melrose to pursue?



Strategy E: Prevent housing instability and address homelessness in all its forms



Potential Actions

- E.1: Explore local requirements for a Notice of Sale and Notice of Rent Increase to Melrose tenants to prevent housing instability.
- E.2: Study the need for emergency and transitional housing in order to address often unseen homelessness within Melrose.

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E. Which of the previous actions do you consider high priorities for Melrose to pursue?

Explore local requirements for a Notice of Sale and Notice of Rent Increase to Melrose tenants to prevent housing instability.

63%

Study the need for emergency and transitional housing in order to address often unseen homelessness within Melrose.

38%

Strategy F: Encourage sustainable development through the siting and design of new housing



Potential Actions

- F.1: Create baseline requirements for sustainable development, as well as on-site green infrastructure provision.
- F.2: Promote open space protection and ecologically sensitive development through cluster zoning rules in areas away from Downtown and the rail corridor.

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F. Which of the previous actions do you consider high priorities for Melrose to pursue?

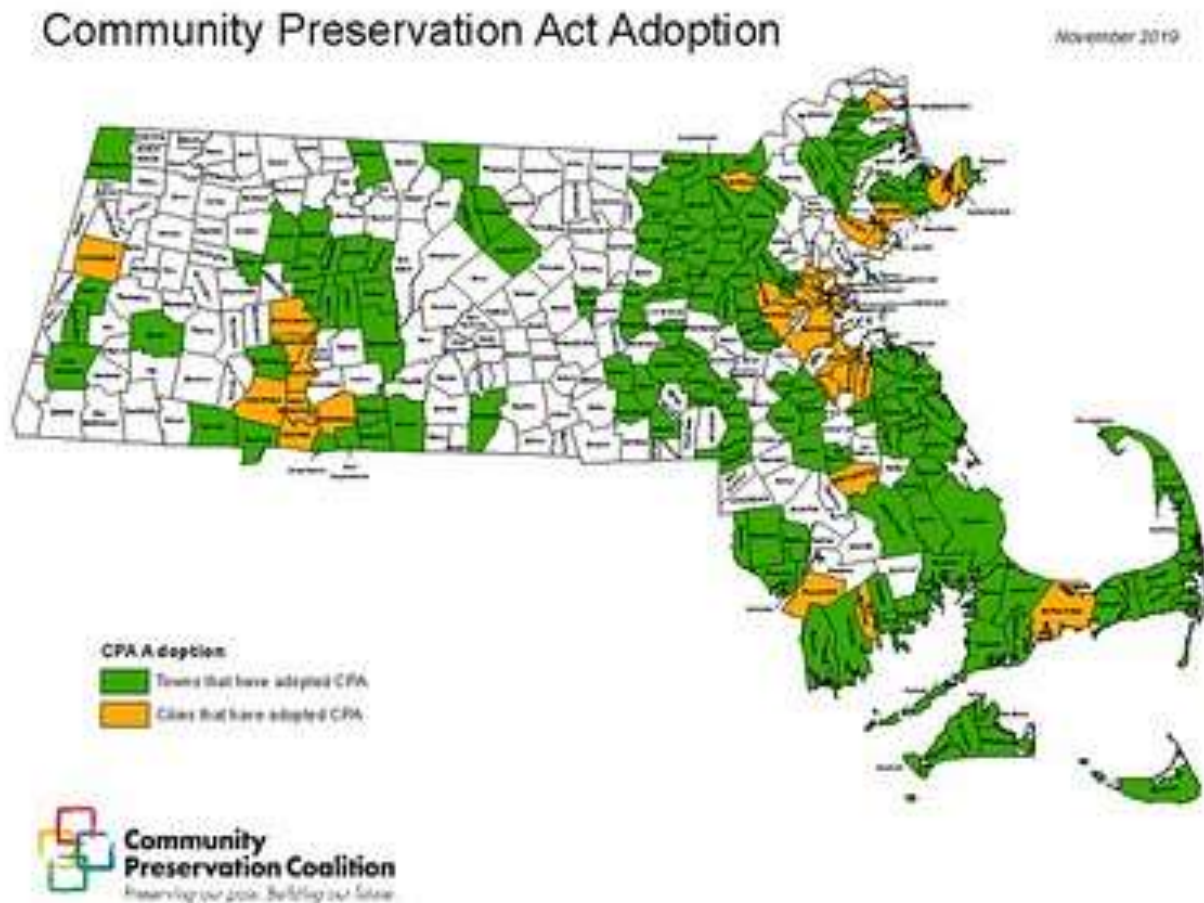
Create baseline requirements for sustainable development, as well as on-site green infrastructure provision.

54%

Promote open space protection and ecologically sensitive development through cluster zoning rules in areas away from Downtown and the rail corridor.

46%

Strategy G: Develop fiscal resources to fund housing goals



Potential Actions

- G.1: Pass the Community Preservation Act, a property surtax earmarked for Affordable Housing, Historic Preservation, and Open Space.
- G.2: Explore committing to an annual General Fund appropriation and/or a General Obligation bond for Affordable Housing development and preservation.

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G. Which of the previous actions do you consider high priorities for Melrose to pursue?

Pass the Community Preservation Act, a property surtax earmarked for Affordable Housing, Historic Preservation, and Open Space.

80%

Explore committing to an annual General Fund appropriation and/or a General Obligation bond for Affordable Housing development and preservation.

20%

Strategy H: Create formal opportunities to discuss housing's role in Melrose



Potential Actions

- H.1: Host regular information sessions on the history of housing in Melrose and the region, racial equity and housing, housing and sustainability, the homebuying process, tenants' rights, and other housing topics.
- H.2: Create a HPP implementation committee to oversee implementation and continue the public discussion.

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H. Which of the previous actions do you consider high priorities for Melrose to pursue?

Host regular information sessions on the history of housing in Melrose and the region, racial equity and housing, housing and sustainability, the homebuying process, tenants' rights, and other housing topics.

46%

Create a HPP implementation committee to oversee implementation and continue the public discussion.

54%

Strategy I: Support private efforts to advance housing goals



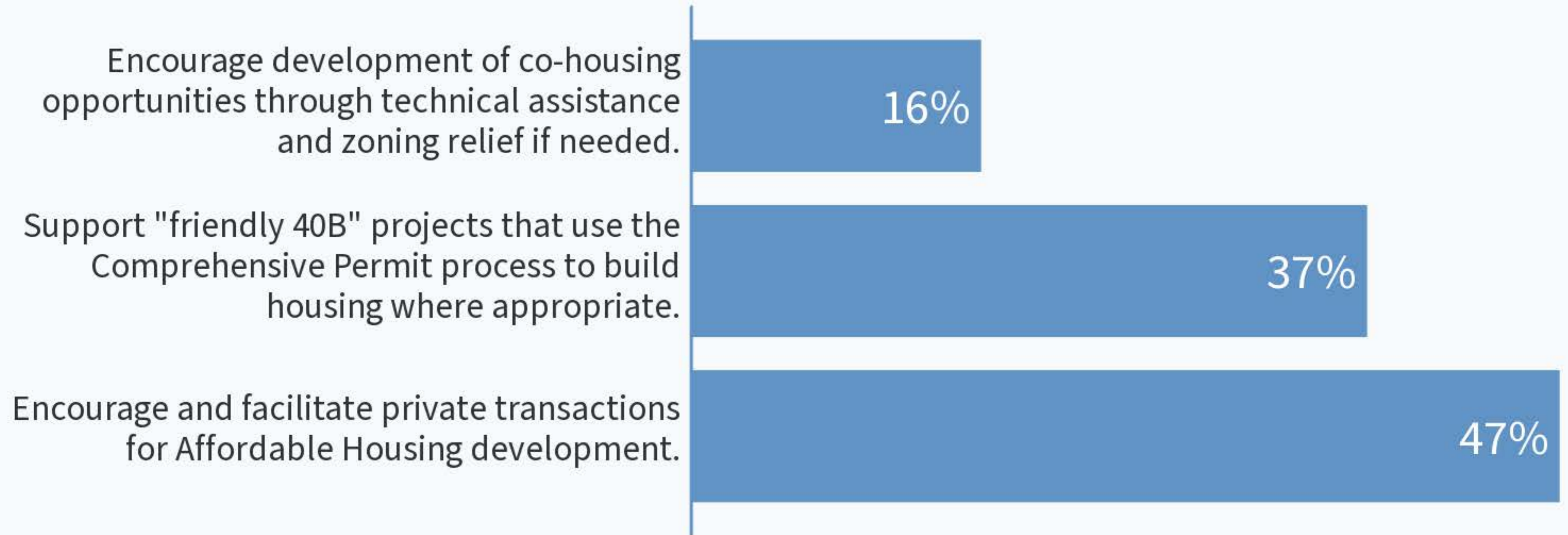
Potential Actions

- I.1: Encourage development of co-housing opportunities through technical assistance and zoning relief if needed.
- I.2: Support "friendly 40B" projects that use the Comprehensive Permit process to build housing where appropriate.
- I.3: Encourage and facilitate private transactions for Affordable Housing development.

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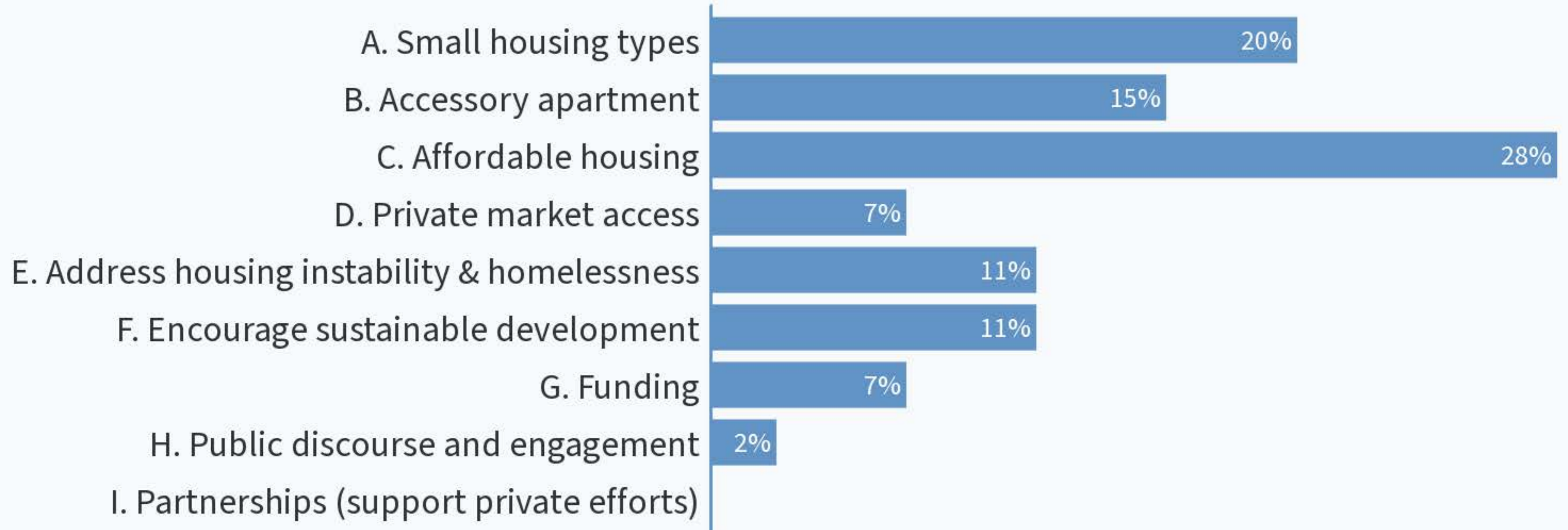
I. Which of the previous actions do you consider high priorities for Melrose to pursue?



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Pick the three most important strategies for Melrose to pursue:



What housing actions are missing from this list?

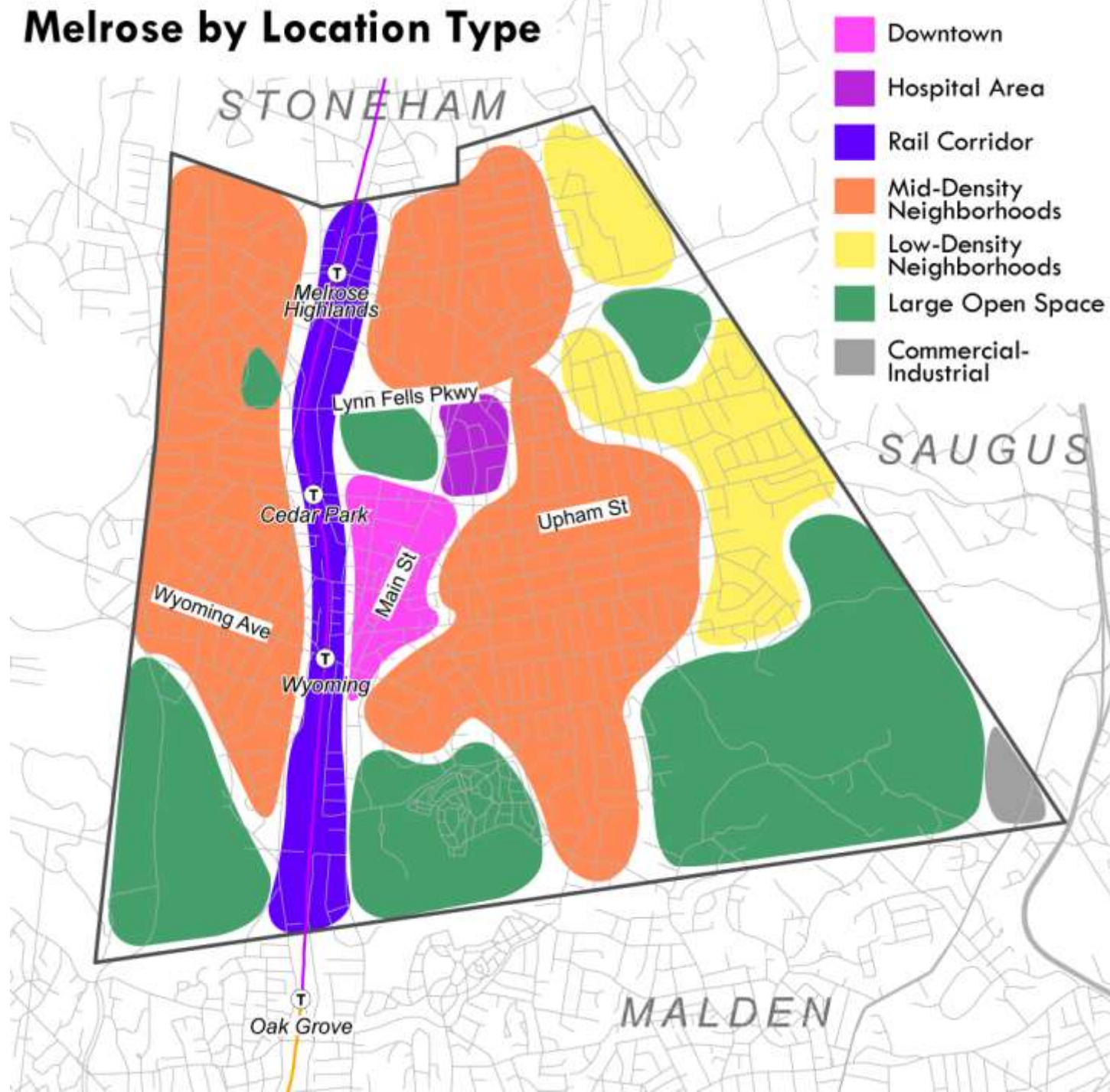
Strategies and Actions Q&A

Development Locations & Housing Types

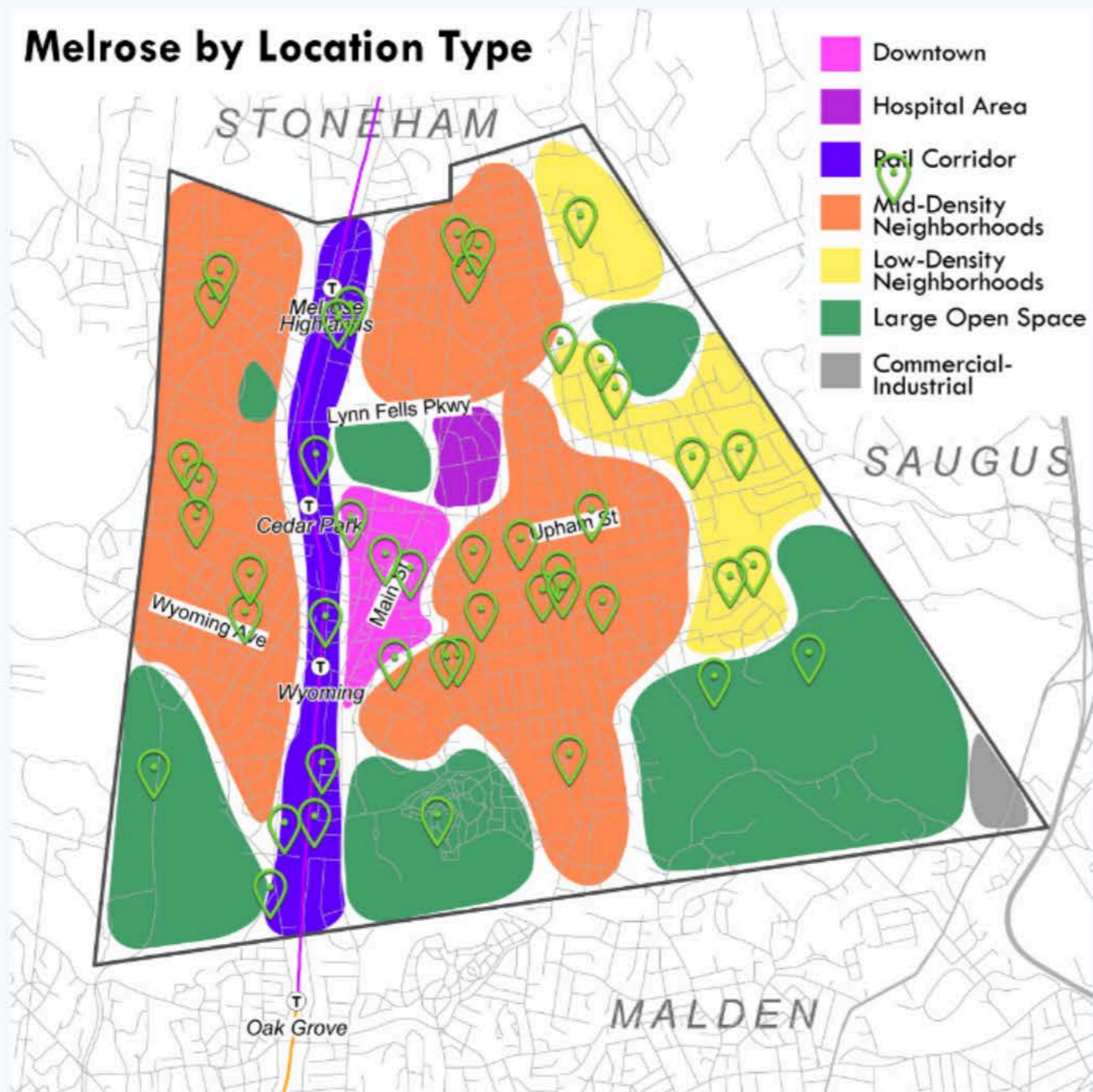
Development Locations

- This HPP will recommend 5-10 specific locations for new housing development.
- Recommendations will not guarantee new development
- They may guide interest in new development and help frame future development processes
- **Right now, we need general input about where housing should go**

Melrose by Location Type



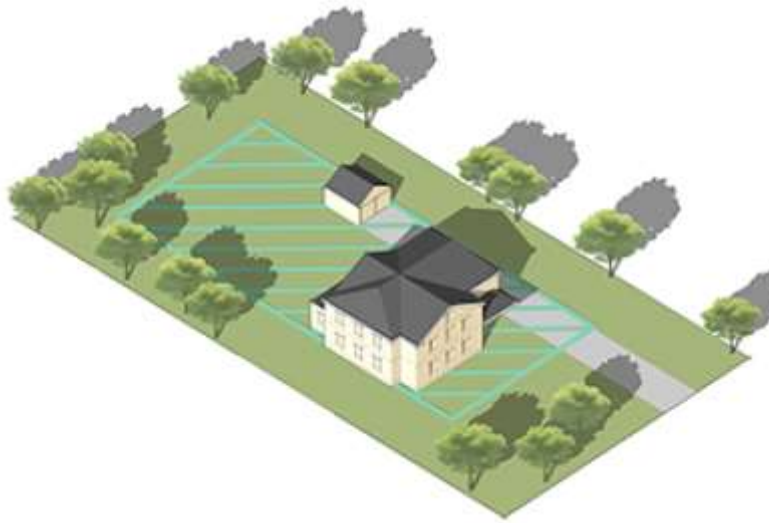
Development by Location Type



Housing Types

- Not all types of housing are appropriate for all locations
- Housing types help us understand the scale and potential design of new development
- Not touching on all types of housing, but some of the most common types in *Melrose* and nearby communities

Housing Types – Smaller Scale



Detached single-family homes



Accessory dwelling units



Townhomes

Housing Types - Medium Scale



Duplex / 2-family



Triplex / 3-family

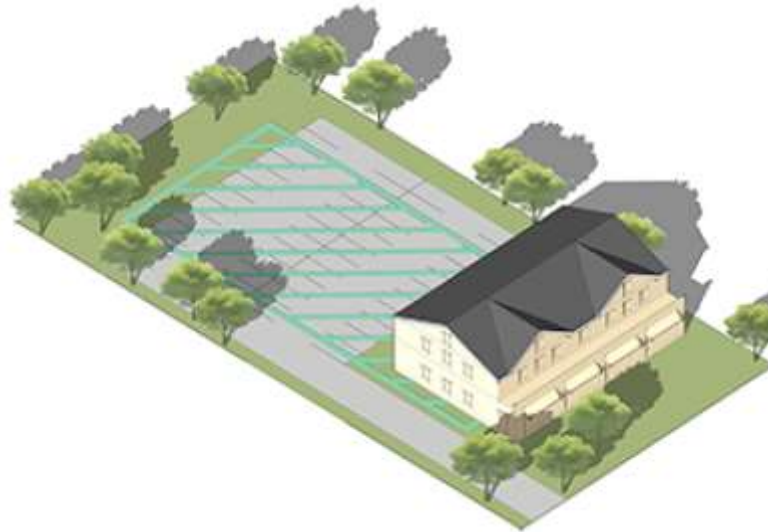


Small multifamily

Housing Types - Higher Scale



3-4 story multifamily

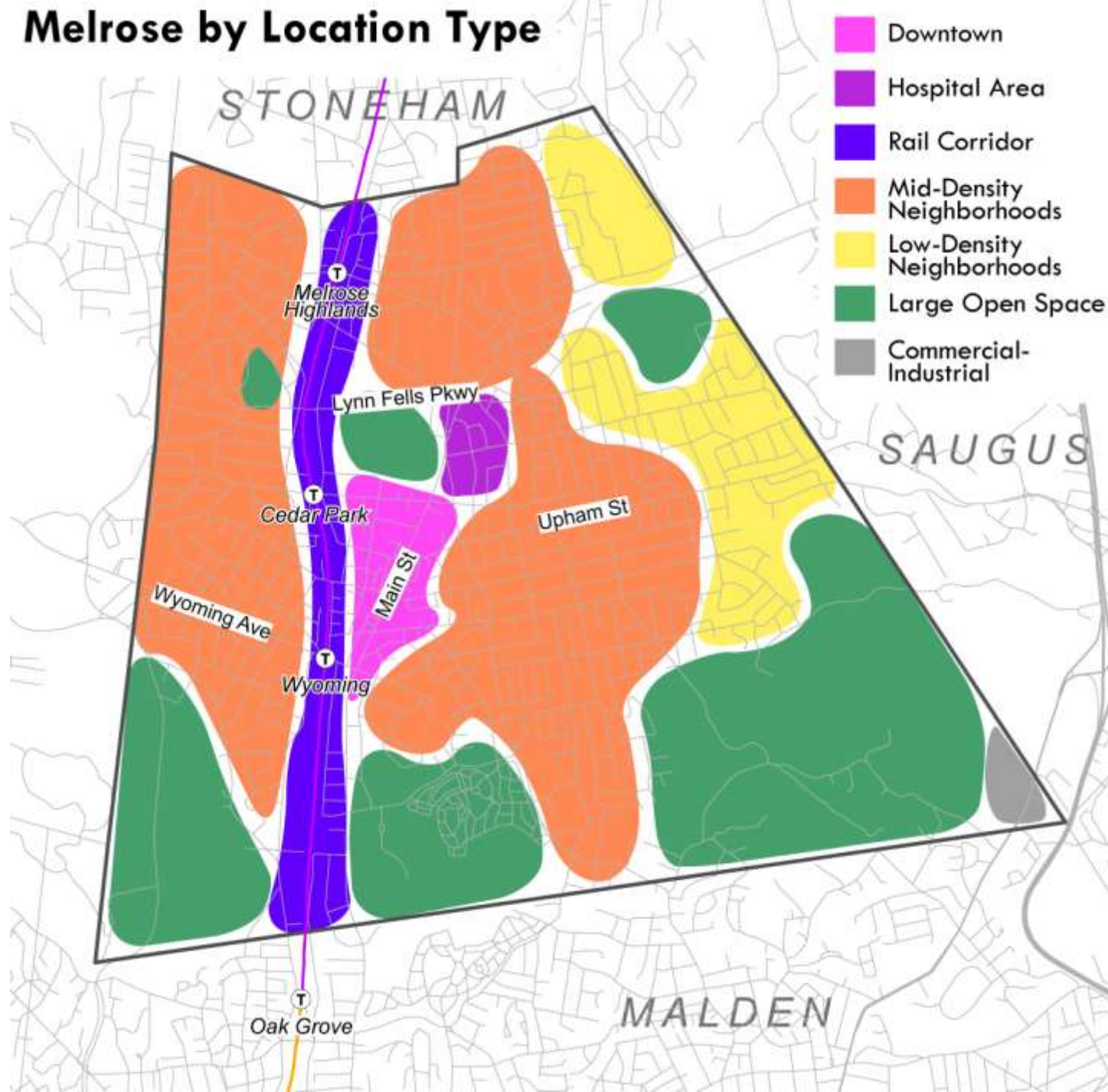


Mixed-use



5-6 story multifamily

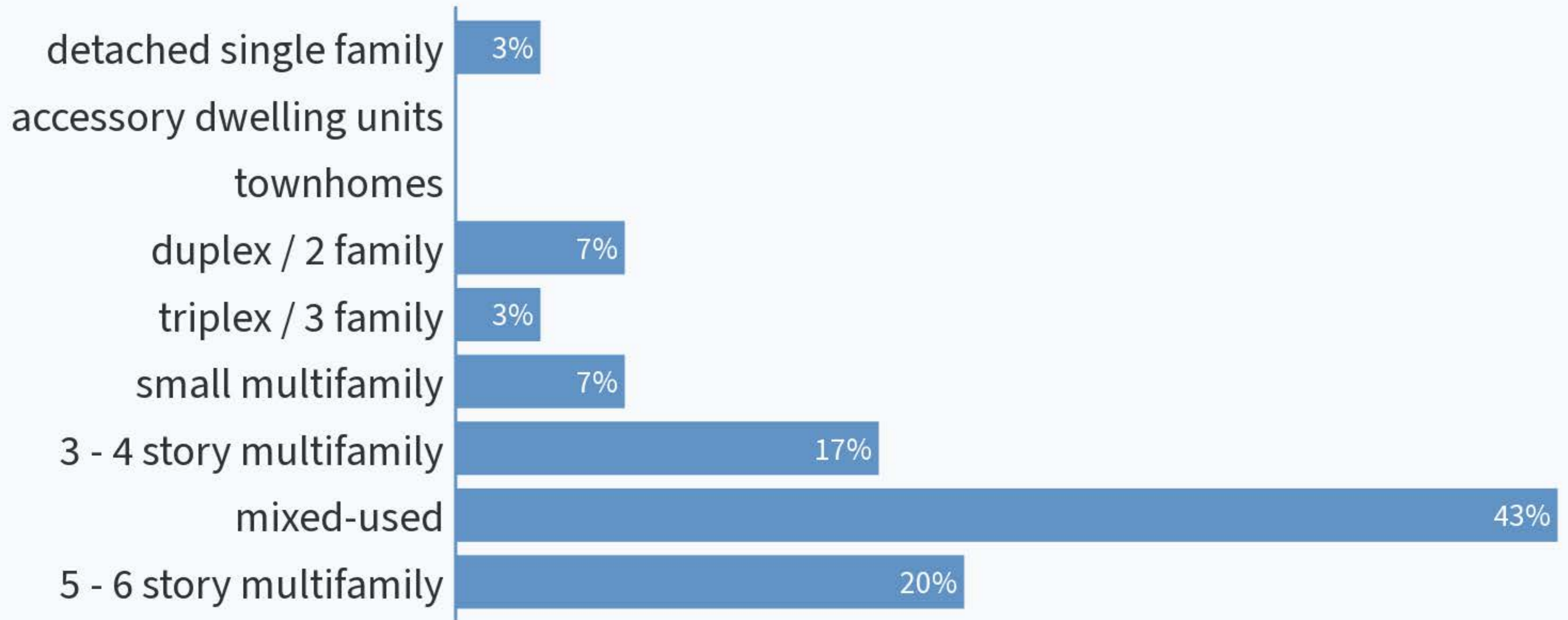
Melrose by Location Type



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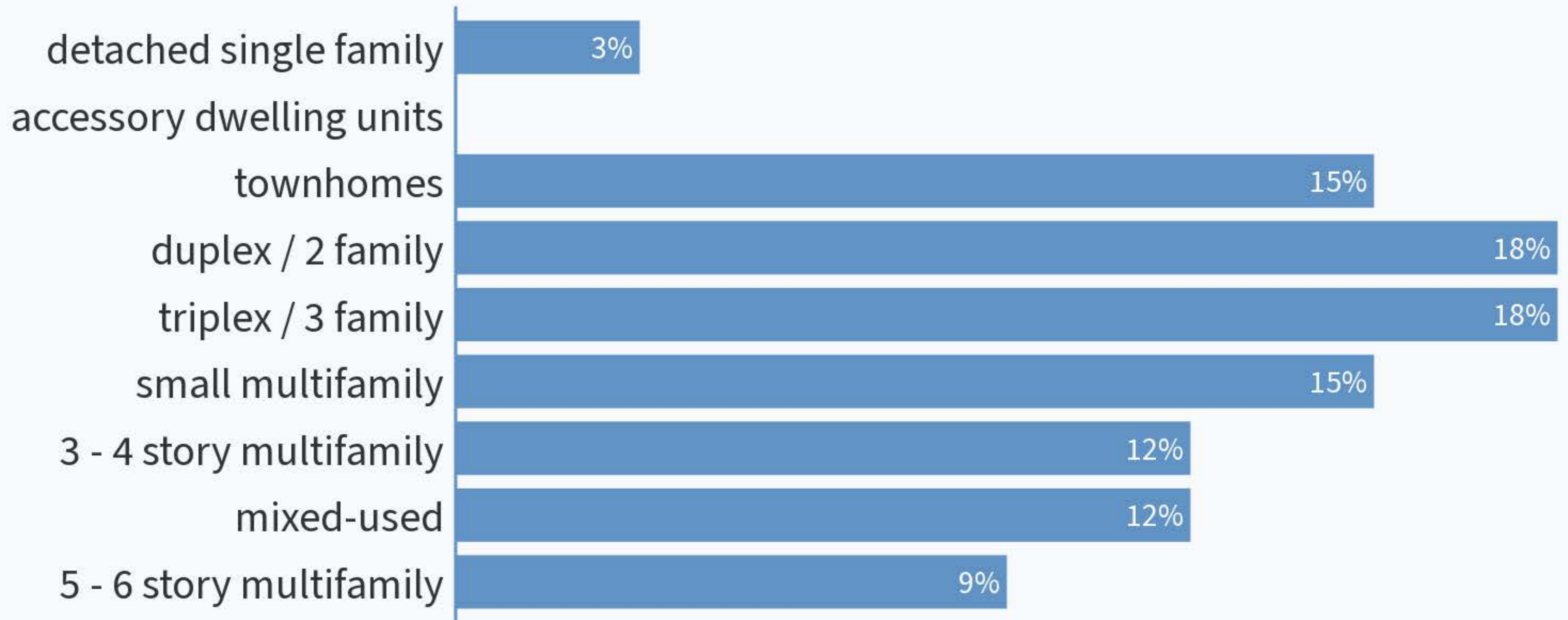
Housing Types in Downtown



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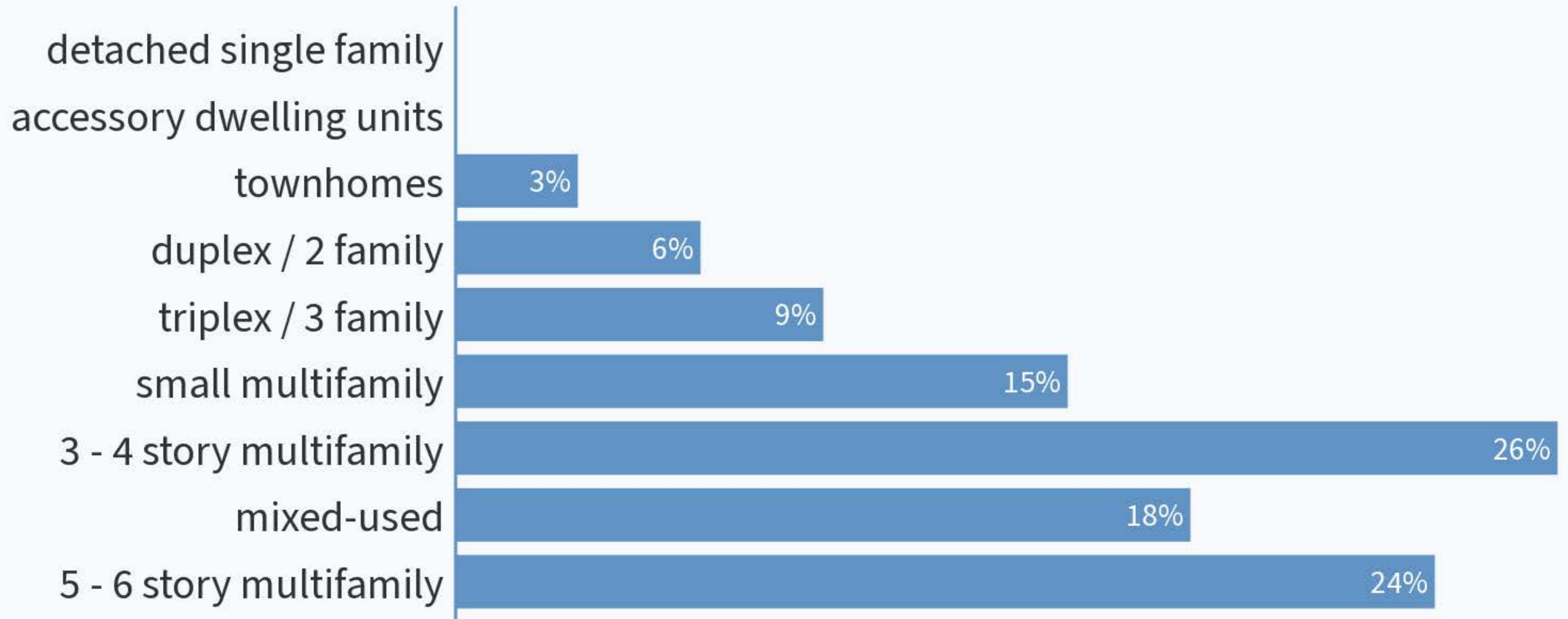
Housing Types in Hospital Area



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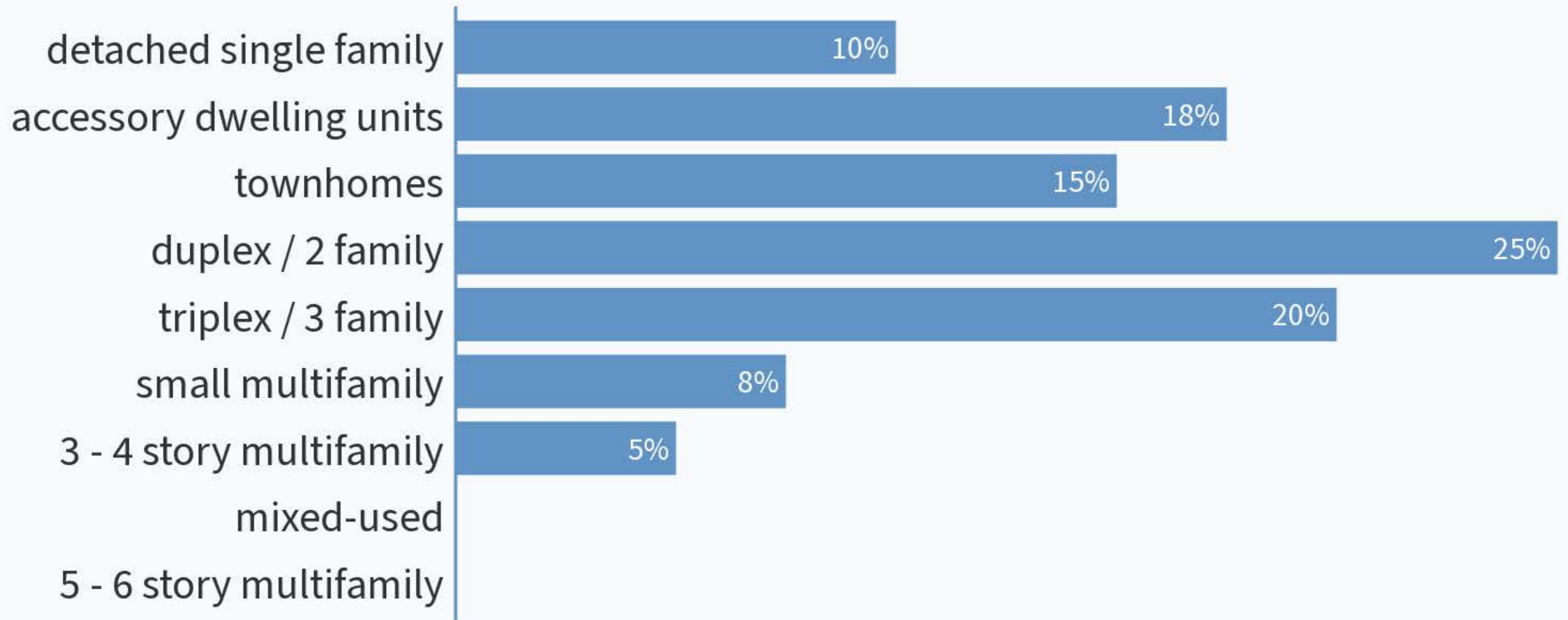
Housing Types in Rail Corridor



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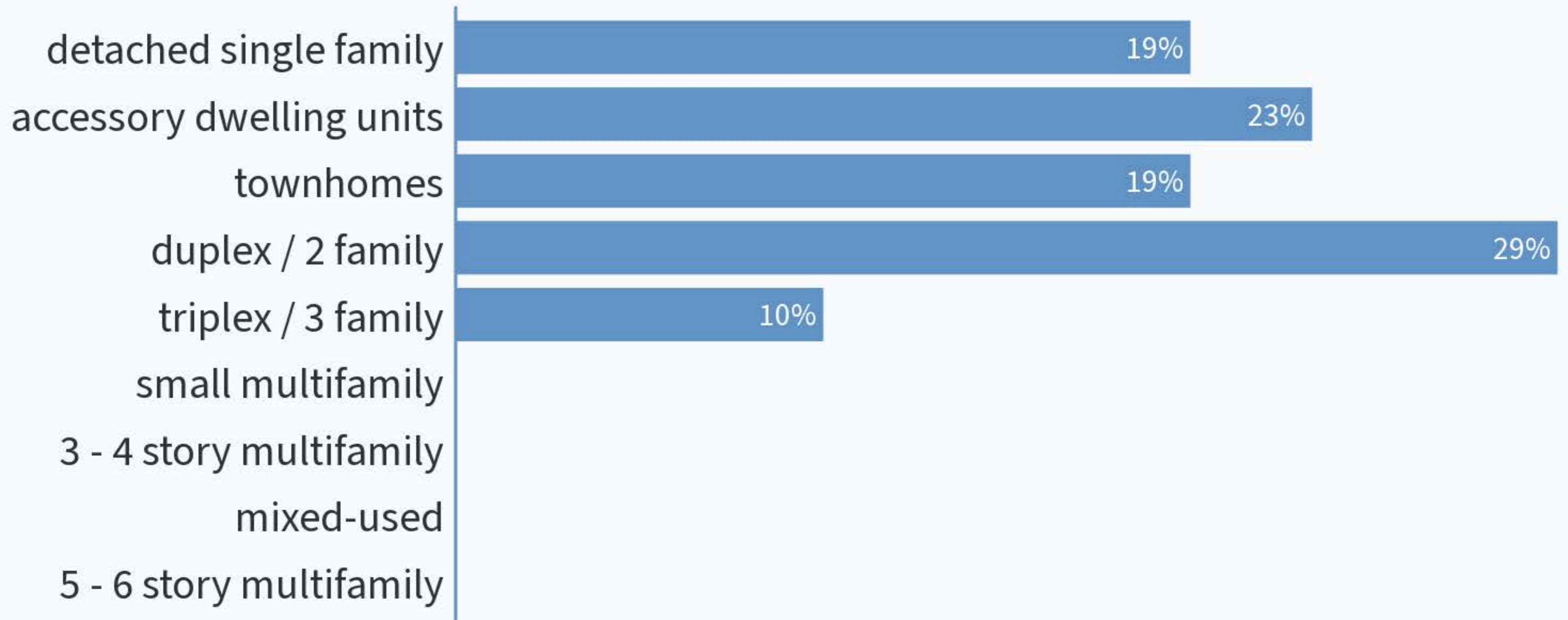
Housing Types in Mid-density neighborhoods



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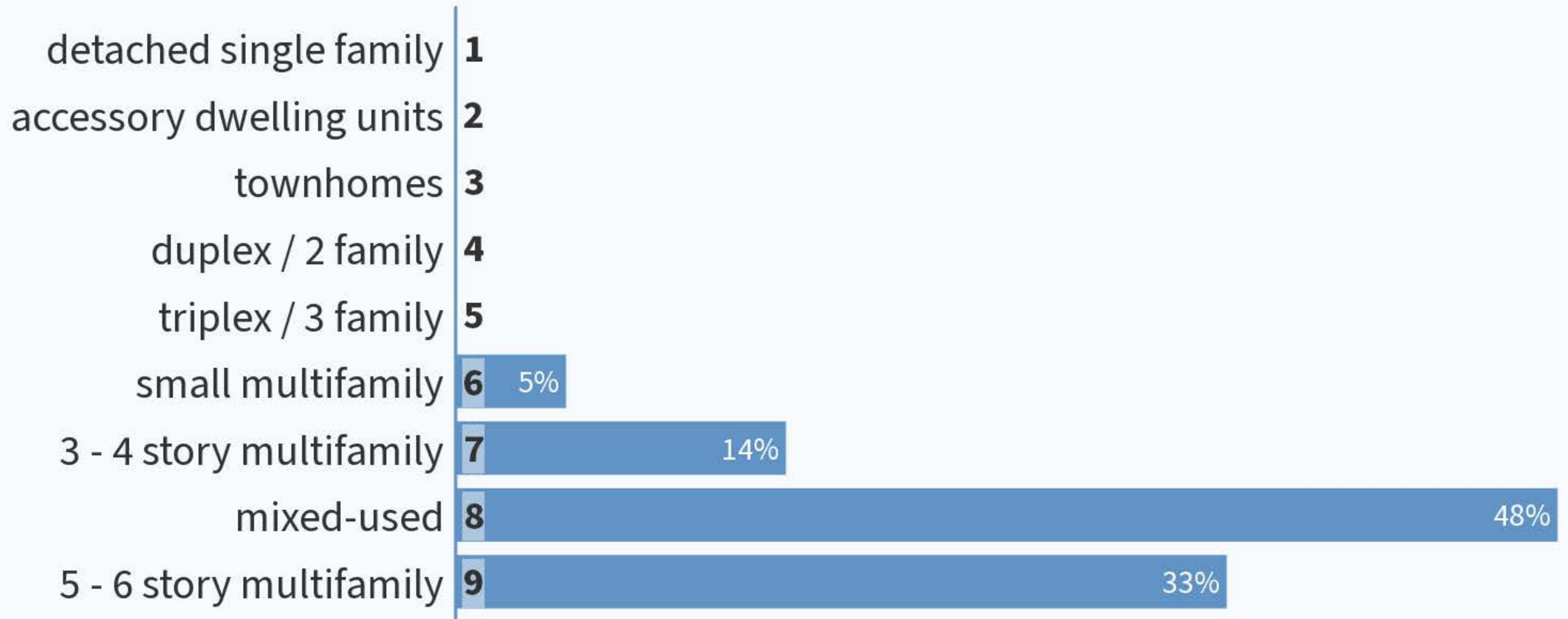
Housing Types in Low-density neighborhoods



Respond at pollev.com/mapcpoll

Text **MAPCPOLL** to **22333** once to join, then **1, 2, 3, 4, 5...**

Housing Types in Commercial / Industrial



Next Steps

Tell your neighbors/friends about the Online Open House

- Roughly the same content as this webinar
- Self-led, go at your own pace
- Roughly 60-90 minutes
- www.mapc.ma/melrose-hpp-open-house
- Send to your neighbors, friends, and family
- Open through June 25

Next we will...

- Edit housing goals based on your feedback
- Using your input, reduce the number of potential strategies and actions to create a targeted, implementable list of recommendations
- Recommend specific development locations and potential housing types
- Compile a complete plan meeting all state requirements for an HPP

General Q&A

