

Essex Housing Production Plan

Affordable Housing Trust Committee
October 10, 2024

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Emma Yudelevitch, MAPC



Agenda



- Introductions
- HPP 101
- Scope and Timeline
- Community Engagement
- Branding

The MAPC Planning Team



John Cruz AICP

Senior Housing and
Land Use Planner

Project Manager



Emma Yudelevitch

Regional Housing and
Land Use Planner II

Project Support



Andrea Harris-Long AICP

Manager of Housing and
Neighborhood Development

Project Oversight

Town of Essex Planning Team

Town of Essex:

Brendhan Zubricki, Town Administrator

Valeria Massard, Town Planner

Affordable Housing Trust Committee

Ruth Pereen, AHTC Chair, Select Board

John Guerin, At-Large

Troy Scarborough , At-Large

Shelly Bradbury, Planning Board

Michael Flynn, Finance Committee

Cliff Ageloff, Community Preservation Committee

A two-story brick house with a red door and a small porch, surrounded by trees and a lawn. The house has a gabled roof and a small circular window in the gable. The front porch has a red door and a small pediment. The house is surrounded by trees and a lawn. A concrete walkway leads to the front steps. A car is partially visible on the right side of the image.

HPP 101

Housing Production Plan Basics

A housing production plan is...

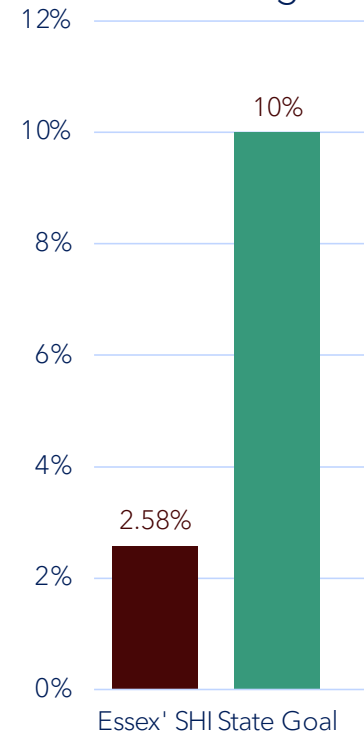
a 5-year plan to address housing need.

designed to have limited goals and strategies that are feasible to be accomplished in the next 5-years.

intended to increase the amount of housing in a municipality's "subsidized housing inventory".

adopted locally and approved by the Executive office of Housing and Livable Communities (EOHLC), a state agency.

Subsidized Housing Inventory



A Housing Production Plan will...



meet local **housing need**

Address a range of unmet housing needs in your community.



proactively **influence development**

Guide the type, amount, and location of housing.



comply with **chapters 40B and 3A**

Work to meet the State goal of 10% subsidized housing.



Provide eligibility for **housing choice and other grants from the state**

A Housing Production Plan will have...

1

COMPREHENSIVE HOUSING NEEDS ASSESSMENT

- Most recent available census data of municipality's demographics + housing stock
- Future population and housing needs, specifically housing needs of low- and moderate-income households
- Development constraints

2

AFFORDABLE HOUSING GOALS

- Types of housing consistent with community and regional needs
- Numerical goal for annual housing production based on U.S. Census

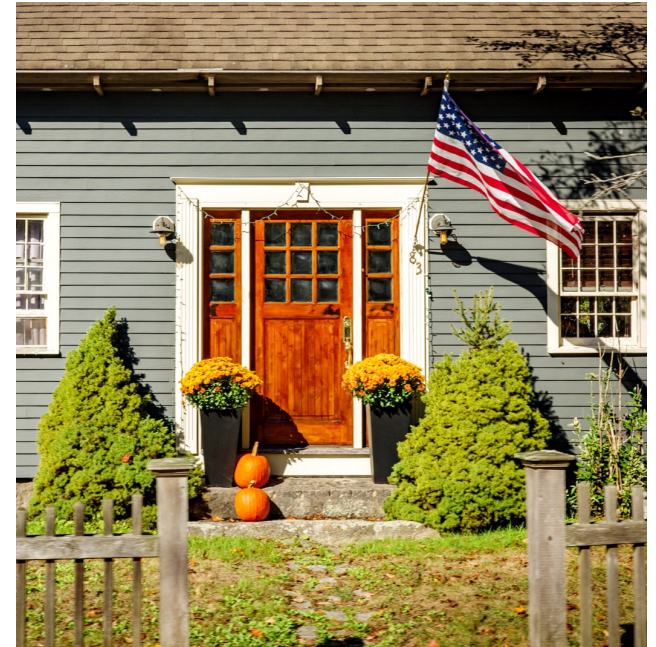
3

IMPLEMENTATION STRATEGIES

- Identifying specific for housing ("opportunity sites", required by EOHLC). These may be public or private.
- Zoning for housing
- Allocating resources and programs to housing
- Raising awareness of housing needs and opportunities

Best Practices in the region

- As part of the Housing Needs Assessment, MAPC will examine “context communities” to look for best practices and approaches around housing policy. These context communities are places that are like Essex in several ways, such as population, community type, and various other demographic indicators.
- For this HPP, the following context communities will be studied:
 - Acton
 - Boxborough
 - Franklin
 - Hamilton
 - Manchester-by-the-Sea





Scope and Timeline

Timetables for the HPP and committee meetings

HPP Timeline

EXPLORING AND DATA GATHERING

- Project Startup 
- Strategizing
- Housing Needs Assessment
- Public Engagement

2024 - 5
Q4 - Q1



CONSTRAINTS & OPPORTUNITIES

- Land use and zoning audit
- Draft site selection
- Constraints analysis
- Housing type / design

2024 - 5
Q4 - Q1



GOALS + STRATEGIES

- Refine site selection
- Draft goals
- Draft strategies
- Public Engagement

2025
Q1 - Q2



FINAL PLAN & DELIVERABLES

- Refine goals and strategies
- Draft Housing Plan
- Executive summary
- Educational Materials

2025
Q3 - Q4



ADOPTION & PROJECT CLOSE

- Public Comment period
- Joint Select and Planning Board meeting
- Vote for plan adoption

2025
Q4



Some of these items and groupings are fluid since some items have dependences and others do not.

Committee Meeting Timeline

MEETING #2

- Discuss housing needs assessment findings
- Project messaging
- Prepare for first engagement event

2024
Q3 - Q4



MEETING #3

- Review constraints and opportunities
- Debrief the first public engagement event
- Provide input on housing strategies

2024 - 5
Q4 - Q1



MEETING #4

- Prepare draft goals and strategies for the public.
- Discuss feasibility of strategy recommendations.
- Prepare for second engagement event

2025
Q1 - Q2



MEETING #5

- Debrief second engagement event.
- Finalize goals and strategies as needed

2025
Q3 - Q4



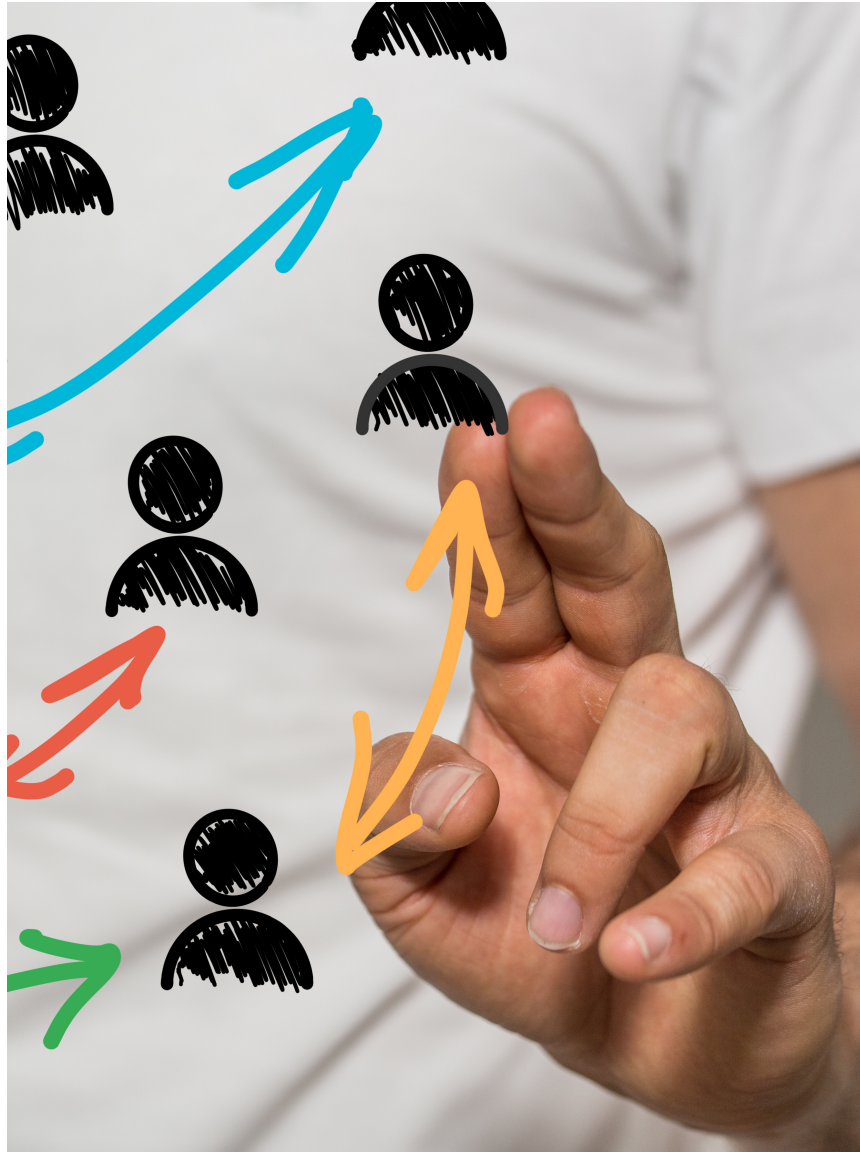
MEETING #6

- Review of draft plan
- Reaching consensus on recommendations, goals, strategies

2025
Q4



The process is scoped to have six total committee meetings for this project.



Community Engagement

Draft events

Engagement Events

Event	Goal	Feedback	Timeline
Townwide Engagement Activity: Public Webinar	Understand public need, present housing data	Real-time survey in zoom	Q4 of 2024
Housing Expert Focus Group	Understand the housing landscape / challenges	Real-time qualitative discussion	Q4 of 2024
Townwide Engagement Activity: TBD	Get feedback on draft goals and strategies	TBD	Q2 of 2025
Public Hearing: Presentation to Town Leadership	Adoption of the Housing Production Plan	Verbal from boards. May "adopt with conditions"	Q4 of 2025



Plan Branding

Draft concept

Branding Concept



- Title for plan "Welcome Home Essex".
- Features a schooner at sea (blue) sailing towards shore (red).
- House shown over the X in "Essex".
- Homage to shipbuilding industry, sailing recreation, and emphasizes the comfort of "home".



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Thank you!