

Oak Bluffs Goals & Strategies

Community Workshop

November 2016

Presented by

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Why are we here tonight?

1. Review Draft Visions

Did we hear you correctly in September?

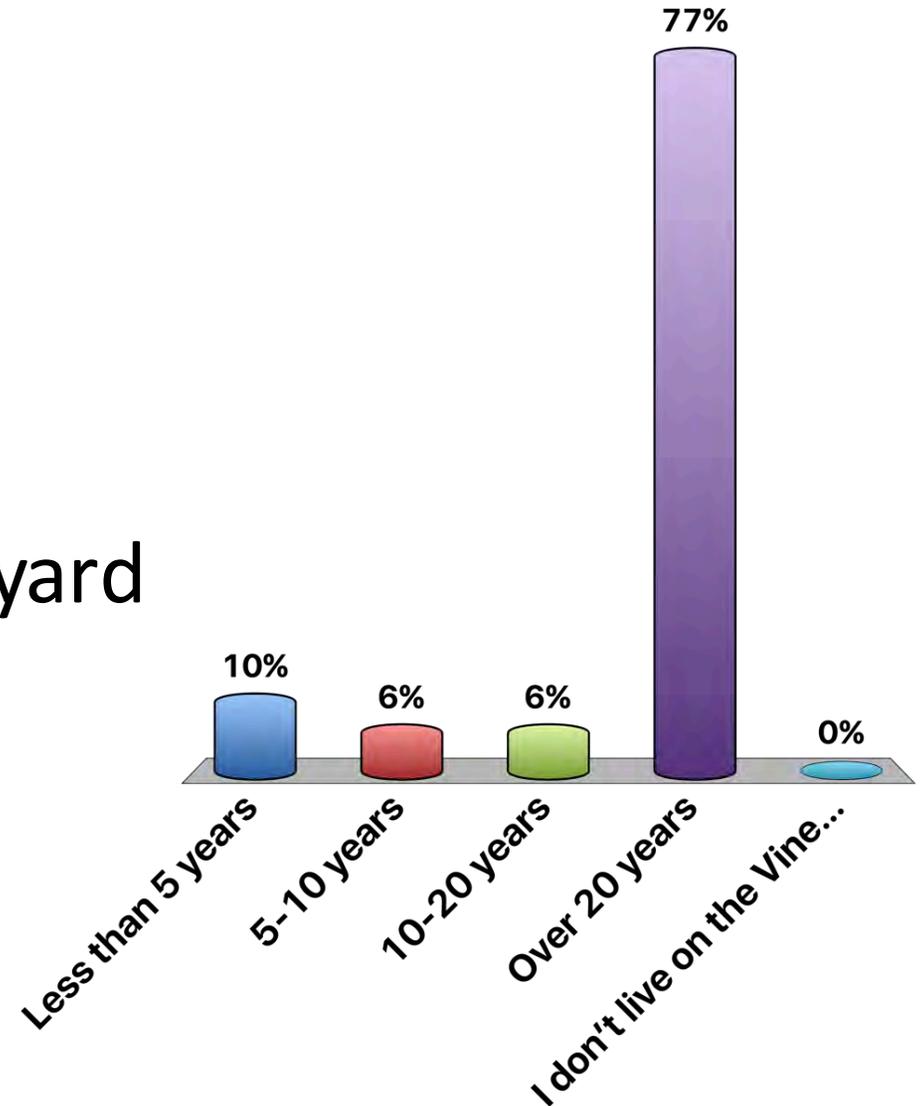
2. Solicit your Feedback on the Draft Goals

Set direction for five years

3. Solicit your ideas for potential strategies for more in-depth consideration in this planning process

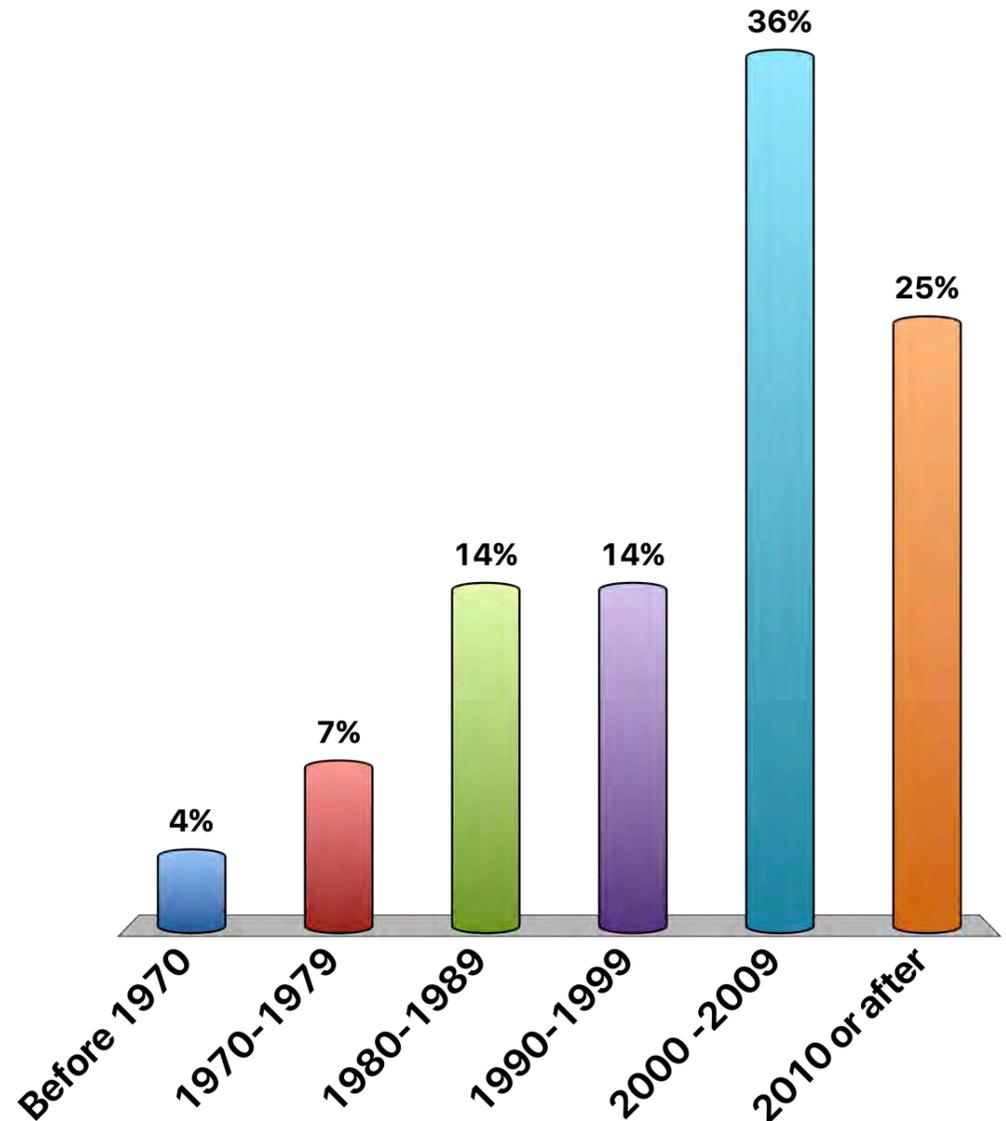
How long have you lived on the Vineyard?

- A. Less than 5 years
- B. 5-10 years
- C. 10-20 years
- D. Over 20 years
- E. I don't live on the Vineyard



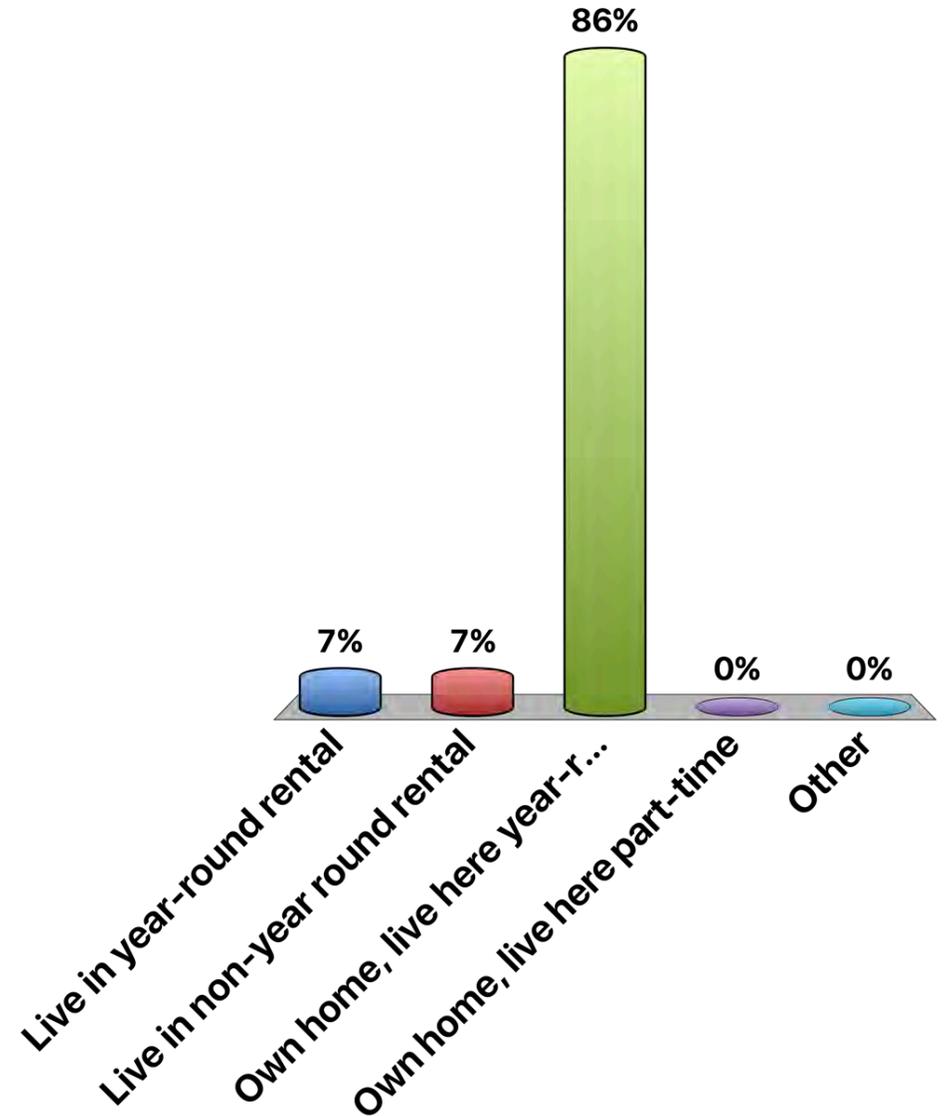
When did you move into your current home?

- A. Before 1970
- B. 1970-1979
- C. 1980-1989
- D. 1990-1999
- E. 2000 -2009
- F. 2010 or after



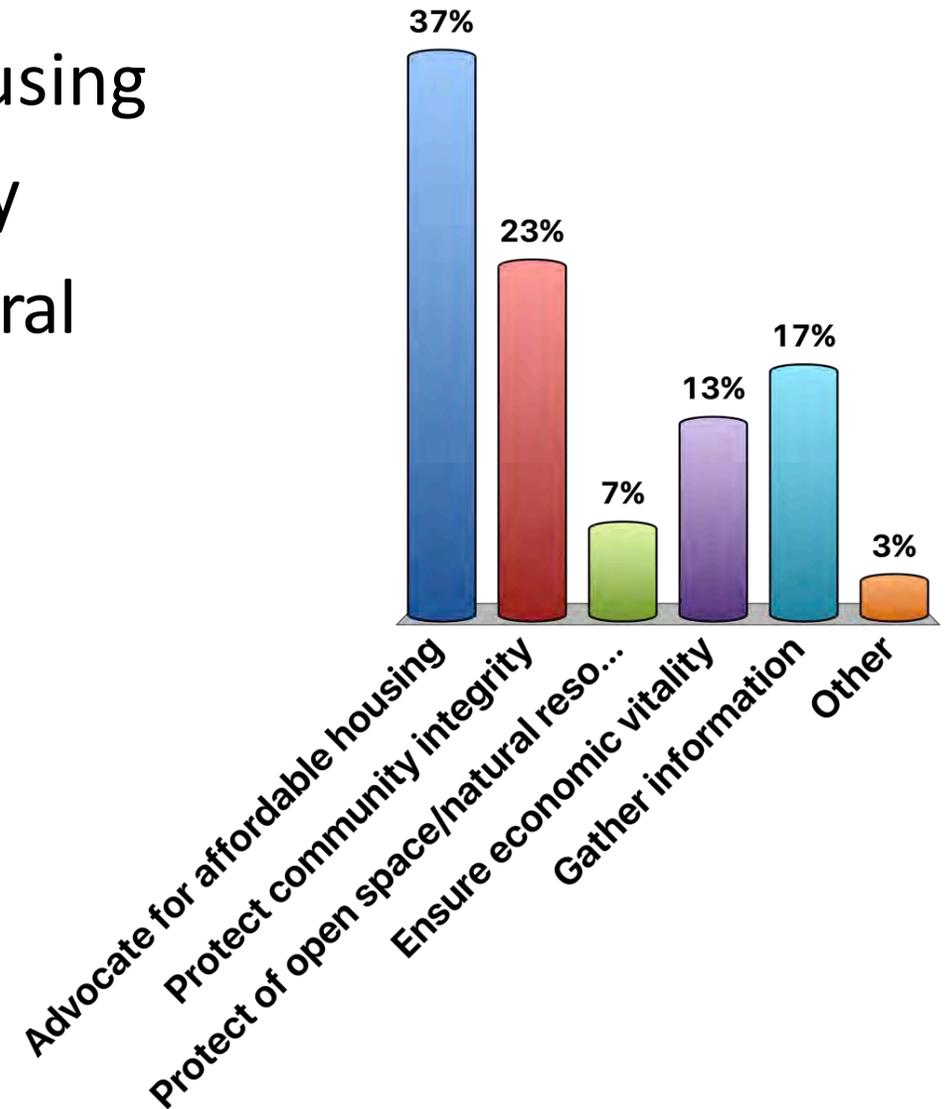
Do you. . .

- A. Live in year-round rental
- B. Live in non-year round rental
- C. Own home, live here year-round
- D. Own home, live here part-time
- E. Other



What is your primary purpose for being here tonight?

- A. Advocate for affordable housing
- B. Protect community integrity
- C. Protect of open space/natural resources
- D. Ensure economic vitality
- E. Gather information
- F. Other



**WHAT DID WE LEARN AT THE
SEPTEMBER WORKSHOP?**

September's Objectives

1. Understand local/regional housing needs better
2. Envision a future for your community and the Island that meets the housing needs of all residents
3. Identify opportunities and obstacles to realizing your vision



WORKING DRAFT BASED ON COMMUNITY INPUT AT HOUSING PRODUCTION PLAN SEPTEMBER 2016 WORKSHOPS

MARTHA'S VINEYARD HOUSING FUTURE

Workshop participants envision that in 2027 Martha's Vineyard will still be treasured by residents and visitors for its pristine natural landscapes, unsurpassed scenic views, historic charm, and unique mix of communities with the feeling of both town and country. Island residents will continue to form a multi-faceted, diverse community with an easy, friendly vibe and strong, community-minded spirit. Residents will continue to value the Vineyard's relaxed pace and peaceful lifestyle, quality schools, opportunities to enjoy nature, and the Island as an isolated safe-haven with easy access to the world beyond. Increased housing options will provide greater opportunities for residents of all ages and income levels to live on the Island year-round and help sustain the Vineyard as a welcoming, supportive, and unique place.



Workshop participants hope that the Island communities will embrace Island-wide solutions to address the Vineyard's housing needs and that collaborative efforts will include cost-sharing to support the services and infrastructure needed to create new housing - schools, wastewater treatment, drinking water supply, roads, as well as environmental and water quality protection. Affordable housing and diverse housing options will be scattered throughout all communities, but in different forms to reinforce and enhance each community's unique identity and character. In addition, dormitory-style housing will be provided in key locations to house seasonal employees, which will help to increase the availability of year-round housing on the Island, while supporting the Vineyard's important tourism economy.

Community members hope that Up-Island towns will provide housing options that preserve the rural small-town feel and scenic vistas through alternative site planning including clustered, cohousing, and tiny/micro houses. In addition, the Up-Island towns will foster creative conversion of large older homes to multi-family apartments, creation of more accessory apartments, and expansion of Aquinnah's town center and West Tisbury's village centers with small-scale mixed-use and residential development.

Community members hope that Down-Island towns, which have greater infrastructure and services, will embrace well-designed and carefully located multi-family apartments in keeping with neighborhood character and historic integrity of the community, as well as duplexes, accessory apartments,

Continued . . .

J M Goldson RKG
DRAFT 10/31/16

All Island Planning Board Housing Survey

All six Island Towns are developing Housing Production Plans to help address the Vineyard's Housing Crisis. You can help shape the zoning and housing policies your town will use to create housing people can afford by taking this brief 5 minute survey. This will provide us information about your housing needs and your priorities and concerns about housing issues.

1. Have you been able to find the housing situation you need?

- I am happy with my housing situation.
- I need a year round rental
- I need a more affordable year round rental
- I need a larger year round rental
- I want to own but there is nothing in my price range
- I own a home and want to downsize but there is nothing in my price range
- Other

Did you participate yet?

ONLINE SURVEY

Survey – Preliminary Results

- 550 respondents (11/12/16) – most lived on Vineyard 20+ years and 33% renters
- Need year-round/more affordable/larger rental: 54% total renters
- Top priorities to solve Island's housing challenges (goals):
 1. Housing for households earning less than \$50K (owners + renters)
 2. Starter homes for young families (owners + renters)
 3. Creating affordable housing for elders (owners)
 3. Housing for households earning between \$50K and \$100K (renters)

... con't Survey – Preliminary Results

| Top Favored Strategies | | |
|--|--------|---------|
| Strategies | Owners | Renters |
| Allowing the addition of guest houses and accessory apartments | 1 | 1 |
| Creating dormitory/youth hostel type housing for seasonal workers | 2 | |
| Taxing seasonal home rentals to create an affordable housing fund | | 2 |
| Allowing multi-family housing to be built in specifically designated parts of town | 3 | 3 |
| Allowing conversion of existing homes into two family or multi-family housing | 4 | 4 |

DRAFT GOALS

Goal = a desired state of affairs to which planned effort is directed

Strengthen the economic vitality of local commercial areas by encouraging development of mixed-use residential/commercial properties.

What are the draft goals based on?

- September workshop participants' feedback and the resulting draft vision statements
- Housing needs assessment findings
- State requirements for the Housing Production Plans

DHCD 760 CMR 56 Regulations: HPP Goals

- Mix of types of housing, consistent with local and regional needs and feasible (e.g., economic, physical, political feasibility)
 - Including rental, homeownership, and other occupancy arrangements
 - for families, individuals, persons with special needs, and the elderly
- Numerical goal for annual housing production by at least 0.5% during every year included in the HPP, until the overall percentage exceeds 10%

Types of Goals

Two sets of goals - **Island wide** and **Town**

1. Housing Options
2. Household Types
3. Economic Vitality
4. Community Character
5. Resources & Capacity
6. Numerical Production

Draft **Island-wide** Goal #1- Housing Options

- Increase housing options with more **alternatives to conventional single-family houses**, especially **year-round rental** options,
- to provide greater opportunities for residents of **all ages and income levels** to live on the Island year-round and help sustain the Vineyard as a welcoming, supportive, and unique place.
- *Such alternative year-round housing options could include:*
 - *accessory dwelling units*
 - *duplexes*
 - *multi-family apartments*
 - *cohousing*
 - *tiny/micro houses*
 - *micro-apartment units*
 - *cottage-style houses on small lots*
 - *top-of-shop/mixed-use housing*

Draft **Island-wide** Goal #2 – Household Types

- Expand **year-round affordable** and **market-rate** housing options to support housing needs for people of all ages and household compositions, including **families, seniors, young singles and couples, and people with disabilities**
- and to provide permanent supportive housing options for families and individuals **experiencing or at-risk of homelessness**.
 - *This includes creating more **year-round rental** units, with supportive services as needed, that are affordable to **extremely low- and very low-income households**.*
- *In addition, this includes housing options that **support aging** on the Island including **smaller units** for older adults looking to downsize, service-enriched independent and assisted living facilities, as well as multi-generational housing.*

Draft **Island-wide** Goal #3 – Economic Vitality

- Encourage the creation of more **year-round** and **seasonal workforce housing**, which are both important to support the Vineyard's regional economy.
- In particular, encourage creation of workforce housing options including **dormitory-style housing** for seasonal employees
- and **year-round rental and ownership** housing affordable to **low/moderate** and **middle-income** households.

Draft **Island-wide** Goal #4 – Community Character

- Direct **new housing growth** to reinforce and enhance each community's unique identity and character.
- In **Up-Island towns**, provide housing options that preserve the rural small-town feel and scenic vistas and enhance town and village centers.
- In **Down-Island towns**, which have greater infrastructure and services, foster well-designed and **carefully located multi-family** apartments in keeping with neighborhood character and historic integrity as well as other alternative housing types.

Draft **Island-wide** Goal #5 – Resources & Capacity

- Embrace **Island-wide solutions** to address the Vineyard's housing needs with **collaborative efforts**
- that include **cost-sharing** to support **services** and **infrastructure** needed to create new housing.
- In addition, work **collaboratively** to create expanded resources and capacity to support the creation of **affordable year-round rental** housing on the Island.

Draft **Town** Goal #1 – Housing Options

- Encourage the creation of greater housing options to **balance the needs of all year-round residents** more equitably, including low/moderate income households.
- This could include:
 - *intergenerational apartment complexes*
 - *in-law apartments*
 - *year-round affordable rental units*
 - *townhouses*
 - *condominiums*
 - *converted larger single-family houses to multi-family*
 - *smaller homes (including micro houses)*
 - *cohousing,*
 - *mixed-use “top-of-the-shop” buildings in commercial areas.*

Draft **Town** Goal #2 – Household Types

- Foster the creation of year-round housing options that help to **enhance population diversity**
- and support the needs of:
 - *low/moderate income households*
 - *the workforce*
 - *low/moderate-income adult children who grew up in Oak Bluffs*
 - *seniors*
 - *people with disabilities*
 - *extremely low-income households including individuals and families experiencing or at risk of homelessness*

Draft **Town** Goal #3 – Economic Vitality

- Work **together with other Island towns** to help create **affordable workforce housing** in Oak Bluffs to support **regional resources**, such as:
 - the hospital
 - regional high school
 - Community Services
 - YMCA
- Also, to support economic vitality of the community, encourage **mixed-use “top-of-the-shop”** buildings in commercial areas.

Draft **Town** Goal #4 – Community Character

- Carefully **manage local growth** through thoughtful, sustainable:
 - housing development
 - resource allocation
 - expanded infrastructure capacity, including public sewer

Draft **Town** Goal #5 – Resources & Capacity

- **Expand local and regional resources** and capacity to support the creation of **year-round affordable housing** and a well-funded **housing rehabilitation program** for low/moderate-income homeowners.
- Work **cooperatively** with other Island towns, the Martha's Vineyard Commission, and other organizations to promote expansion of local/regional resources that can support the creation of affordable **rental** housing, such as through creation of a new Vineyard Housing Bank.

Minimum Numerical Production Goal for Oak Bluffs

- LMI = Low/moderate income
- **Minimum** goal required by state regulations for your town:
 - at least **55** LMI units over five years - average of 11 per year (0.5%)
 - 110 LMI units over five years – average 22 per year (1%)
- Meeting 0.5% in any calendar year (with state-approved HPP) would provide 1-year “safe harbor”/state certification
- Need total of 214 LMI units per c.40B
- Have 146 units (6.8%) currently – need 68 more to reach 10%



LMI limits (80% Area Median Income) - vary by household size

Oak Bluffs has local housing needs greater than 40B goal.

- 640 of Oak Bluffs year-round LMI households
- Estimated 460 LMI households are cost burdened (more than 30% of income spent for housing costs)
- Estimated 325 LMI households are severely housing cost burdened (more than 50% of income spent for housing costs).

Close to 40% of all year-round households in Oak Bluffs have low/moderate income.



More than half of these households spend more than 50% of their total gross income on housing.

Considerations when setting Numerical Production Goal

- Could consider setting a higher goal for LMI units – local and regional housing needs support higher production
- Could also consider other types of units that wouldn't count towards the 40B 10% goal such as middle-income housing units (80-100% AMI)
- In 2015, your town issued permits for a total of 25 new residential units (including 23 single family and 1 two family)
- In 2005, the Town issued building permits for 49 single-family units

STRATEGIES

Goals v. Strategies

- There's a point in every planning effort when the participants want to stop talking about "what is" and focus on the when/where/what of "what should be"
- Good energy!
- December meetings will be devoted to HPP *strategies*
- Tonight, focus on *goals* and begin to think about strategies

Goals v. Strategies

- Goal: a desired state of affairs to which planned effort is directed
- Strategies: Aligning what you do and how you do it with your desired state of affairs
- For municipalities, most powerful tools are
 - regulatory (e.g., zoning)
 - capacity (e.g., housing trust, affordable housing committee, professional planning staff, MVC)
 - financial (\$ and land)

Your Zoning Bylaw

- The Oak Bluff zoning bylaw includes a variety of provisions to encourage affordable housing and diversity of housing choice including:
 - Affordable housing on undersized lots with a thirty-year low/moderate income affordability restriction
 - Flexible development provisions with an inclusionary zoning requirement that requires units affordable to both households at or below 50% AMI and 80% AMI and provides a density bonus for affordable units
 - Conversion of existing buildings to two- and multi-family dwellings, not new construction

How Goals Can Lead to Strategies: Examples

Goal: Encourage the creation of more housing options to balance the needs of all year-round residents more equitably, including low/moderate income households . .

.

- Examples of Regulatory Strategies
 - Ease the conditions (s.3.4.2) for Accessory Apartments, to allow more accessory apartments by right (e.g., 7,500 s.f. open space on lot)
 - Amend s.4.3, Special Permit for Affordable Housing, to allow affordable units on substandard lots **by right**
 - Allow new construction multi-family and two family by right in certain districts

How Goals Can Lead to Strategies: Examples

Goal: Also, to support economic vitality of the community, encourage **mixed-use “top-of-the-shop”** buildings in commercial areas.

- Examples of Regulatory Strategies
 - Increase density cap for mixed-use buildings in business districts

The original plan for the “top of the shop” housing, presented to the MVC in September, was to build four two-bedroom and four one-bedroom apartments. Although the wastewater commission had already approved the 12 bedrooms, current town zoning bylaw limits the project to only three apartments. The “Conversion of Existing Three-Story Building to Apartment Units” bylaw states that an existing three-story building “may be converted to apartments with a maximum of three apartments for the first 5,000 square feet of lot area, and one additional apartment unit for each additional 1,000 square feet of lot area.”



This historical view of Circuit Avenue shows a partial view of the Oakwood Hotel, built in 1880, now the site of Phillips Hardware.

Text & Photo: MV Times

How Goals Can Lead to Strategies: Examples

Goal: Work together with other Island towns to help create affordable workforce housing in Oak Bluffs to support regional resources, such as the hospital, regional high school, Community Services, and the Y.

- Examples of Regulatory Strategies
 - Create a special district specifically that allows employer-assisted multi-family housing and/or dormitory housing near High School and Community Services (currently R-2 district)
 - Allow for employer assisted housing units in any business, R1, and the Health Care District (hospital located here), including single, multi, and congregate dwellings and “Residence Inn” style buildings

How Goals Lead to Strategies: Example

Goal: Support your numerical production goal for units that will count on the SHI

- Example Strategies

- Real Estate Transfer Fee on real estate transactions as source of funding for affordable housing (Housing Bank)
- Room occupancy excise tax on vacation rental
- Promote the use of Chapter 40B comprehensive permits in site/areas designated by the town as appropriate for higher-density housing development

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INTRODUCTION TO EXERCISE: SMALL GROUP DISCUSSIONS

A good discussion

1. Listen to others & respect all points of view
2. Adhere to time limits (brevity will be critical)
3. Everyone speaks once before anyone speaks twice
4. Agreement is not necessary

INTRODUCTION: SMALL DISCUSSION GROUP EXERCISE

Objectives

Work together to discuss draft housing goals both Island-wide and town goals. Brainstorm strategies to help achieve these goals.

Use of Results

Help the project team to:

- *revise draft goals*
- *design workshop #3 to consider strategies to incorporate into draft HPP*



Brainstorming

- Produce ideas **quickly** without considering their value
- Emphasis is on **quantity** not quality
- **No criticism** of ideas (your own or anyone else's)
- Feel free to **let imaginations wander** and contribute freely without worrying about what others think
- Recorder writes down **EVERY CONTRIBUTION**
- Participants are encouraged to **build on other's ideas**
- Sometimes an idea that may seem silly at first will trigger another idea that turns out to be very valuable!

EXERCISE DESIGN AND SCHEDULE

Two Parts – 30 minutes each:

- 1) Island-wide
- 2) Town

Instructions:

- 1) List any concerns about goals
- 2) Discuss Town's numerical production goal
- 3) Brainstorm strategy ideas for further exploration

Group leader at each table

Need volunteer clerk to record discussion

Close with brief presentations from each group leader

