West Tisbury Goals & Strategies

Community Workshop

November 2016

Presented by
Jennifer M. Goldson, JM Goldson community preservation + planning
Judi Barrett, RKG Associates
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 (only so much we can learn from data)

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
Did you participate yet?

ONLINE SURVEY
Online 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)
<table>
<thead>
<tr>
<th>Strategies</th>
<th>Owners</th>
<th>Renters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allowing the addition of guest houses and accessory apartments</td>
<td>1</td>
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<tr>
<td>Creating dormitory/youth hostel type housing for seasonal workers</td>
<td>2</td>
<td></td>
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<td>Taxing seasonal home rentals to create an affordable housing fund</td>
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<tr>
<td>Allowing multi-family housing to be built in specifically designated parts of town</td>
<td>3</td>
<td>3</td>
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<tr>
<td>Allowing conversion of existing homes into two family or multi-family housing</td>
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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
• Mix of types of housing, consistent with local and regional needs and feasible

• 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 calendar 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
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, and 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.
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.
Foster development of broader housing options, including year-round affordable rental housing, that reinforce and enhance the Town’s rural character.

These housing options could include clusters of townhouses, tiny/micro houses, conversion of larger older homes to multi-family, and mixed-use commercial/residential properties in village centers.
Draft **Town** Goal #2 – Household Types

- Encourage *new housing development* that provides more affordable options for *seniors* looking to age in the community,
- as well as *young professionals and families* of all income levels who value the rural character and creative nature of West Tisbury.
Draft Town Goal #3 – Economic Vitality

• Strengthen the economic vitality of village centers by encouraging development of mixed-use properties with apartments in West Tisbury’s business district (state/north rd.) and town center (around library).

• Help to provide new dormitory/hostel-style housing near the airport to help address the Island’s need for seasonal workforce housing and to support the local and regional economy.
Draft **Town** Goal #4 – Community Character

- Ensure **new residential developments** are **carefully** located and designed to **protect** the community’s rural small-town feel, farmlands, woodlands, and scenic views
- through **alternative site planning** and ownership structures such as cohousing, cooperative-style housing, and cluster housing development.
Draft Town Goal #5 – Resources & Capacity

• 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.
Numerical Production Goal for West Tisbury

- LMI = Low/moderate income
- **Minimum** required by state regulations for your town:
  - at least 30 LMI units over five years - average of six per year (0.5%)
  - 60 LMI units over five years – average of 12 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 125 LMI units per c.40B
- Have 23 units (1.8%) currently – need 102 more to reach 10%

<table>
<thead>
<tr>
<th>Household Size</th>
<th>LMI Limit</th>
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<tbody>
<tr>
<td>1 person</td>
<td>$46,000</td>
</tr>
<tr>
<td>2 persons</td>
<td>$52,600</td>
</tr>
<tr>
<td>3 persons</td>
<td>$59,150</td>
</tr>
<tr>
<td>4 persons</td>
<td>$65,700</td>
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LMI limits (80% Area Median Income) - vary by household size
West Tisbury’s housing need is much greater than 40B goal

- Year-round LMI households (HH) in West Tisbury: 325
- Cost burdened LMI HH (spend >30% of income on housing): 279
- Severely cost burdened LMI HH (spend >50% of income on housing): 174
- Almost all LMI renters (69 HH) in West Tisbury (99.9%) are living in housing they cannot afford.
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
- In 2015, your town issued permits for a total of 16 new residential units (including 14 single family). **Issue: how many are driven by seasonal demand?**
Judi Barrett, RKG Associates

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 we’ll start 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, capacity, and financial
- In November, let’s be clear about the desired state of affairs – be conscious of what you ask for!
- In December, you’ll get to put your actions where your mouth is (so to speak)!
How Goals Can Lead to Strategies: Examples

• Goal: Create more housing options, including year-round affordable rental housing . . .

• Potential Strategies – some steps you could take
  – Change Article 4, Density Regulations, to allow multifamily density greater than one bedroom per 10,000 sq. ft.
  – Consider creating more than one VR district, and reduce minimum lot area for dwellings in VR
  – Change Article 4 to allow accessory apartments by right (level playing field with subordinate dwellings)

Design – even more than density – determines whether a structure respects a town’s rural qualities. “Design” includes architecture, placement/orientation, relationship to other structures, protection of existing vegetation and man-made features, and so on.
How Goals Can Lead to Strategies: Examples

• Goal: Create more housing options, including year-round affordable rental housing . . .

• Potential Strategies - some steps you could take for units to “count” on the SHI
  • Local Initiative Program (LIP)-approved affordable housing restriction
  • Affirmative fair housing marketing plan (AFHMP)
  • Monitoring
How Goals Lead to Strategies: Example

• Goal: Help to provide new dormitory/hostel-style housing near the airport to help meet the needs of seasonal workers . . .

• Potential Strategies – some steps you could take
  – Allow “true” dormitories for more than eight seasonal workers (eight is a very low cap)
  – Update the definition of “employee dormitory”
INTRODUCTION TO EXERCISE:
SMALL GROUP DISCUSSIONS

Jennifer Goldson, JM Goldson community preservation + planning
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
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