

# Ashland For All

## Public Forum I



December 29, 2020

7:00 PM – 8:30 PM



A blue sign with gold lettering and a central emblem depicting a house, trees, and a clock. The text on the sign reads "Welcome To ASHLAND Inc. 1846".

# Agenda

- 7:00 pm: Opening Remarks**  
*Brandi Kinsman, Ashland Select Board*  
*Steven H. Greenberg, Ashland AHT*
- 7:05 pm: Participant Poll**  
*Forum Participants*
- 7:15 pm: Housing Needs Assessment Presentation**  
*Alex Koppelman,*  
*Regional Housing + Land Use Planner II, MAPC*
- 8:15 pm: 2015 HPP Goal Assessment and Update**  
*Forum Participants*
- 8:30 pm: Adjourn**

# Meeting Ground Rules

- Everyone has an equal opportunity to contribute
- Everyone has an experience to share; respect others' point of view.
  - Respect limited time.
- Please participate. Your input is important!





# Opening Remarks

*Brandi Kinsman  
Ashland Select Board*

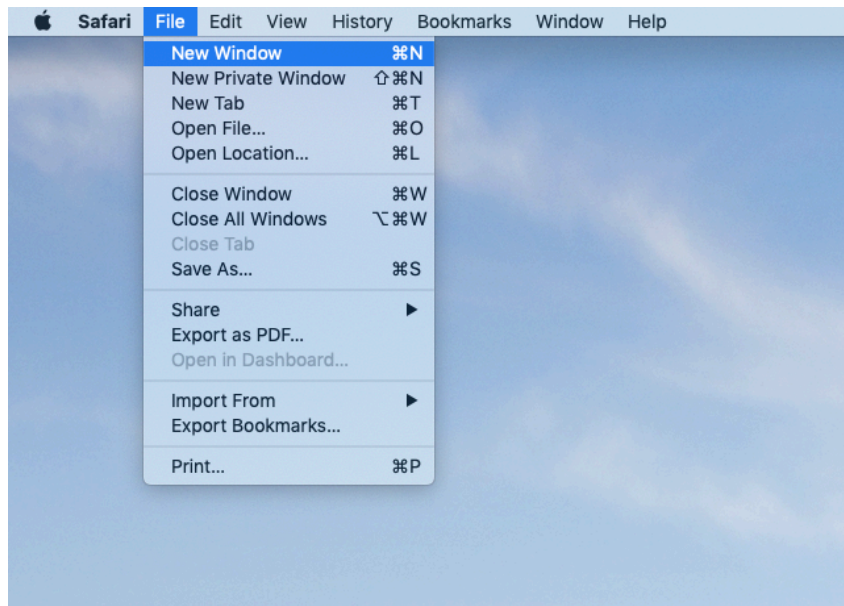
*Steven H. Greenberg  
Ashland Affordable Housing Trust*

# Poll Ev Instructions

One of the ways you'll be able to participate tonight is by answering some live polling questions via PollEv. Using PollEv is simple! Here's how:

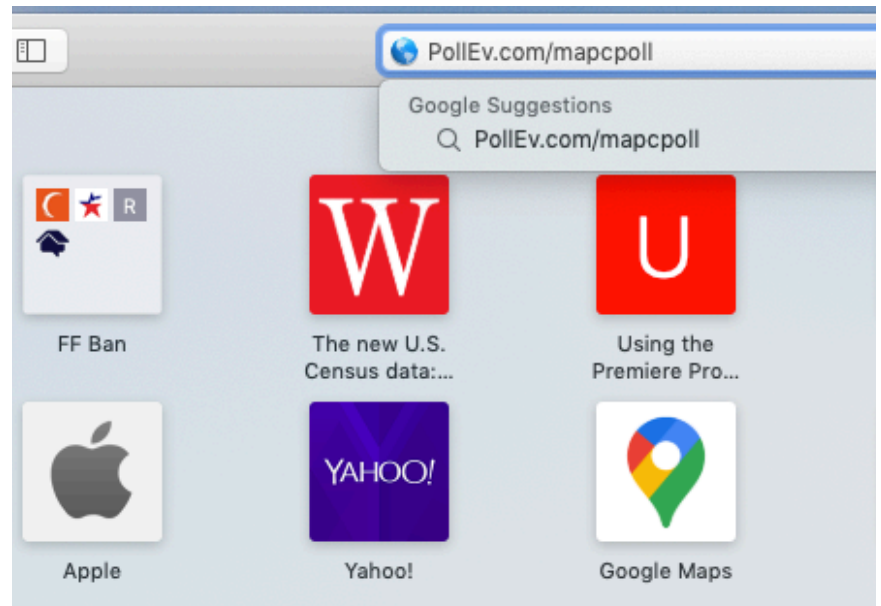
## Step 1

Open a new browser window



## Step 2

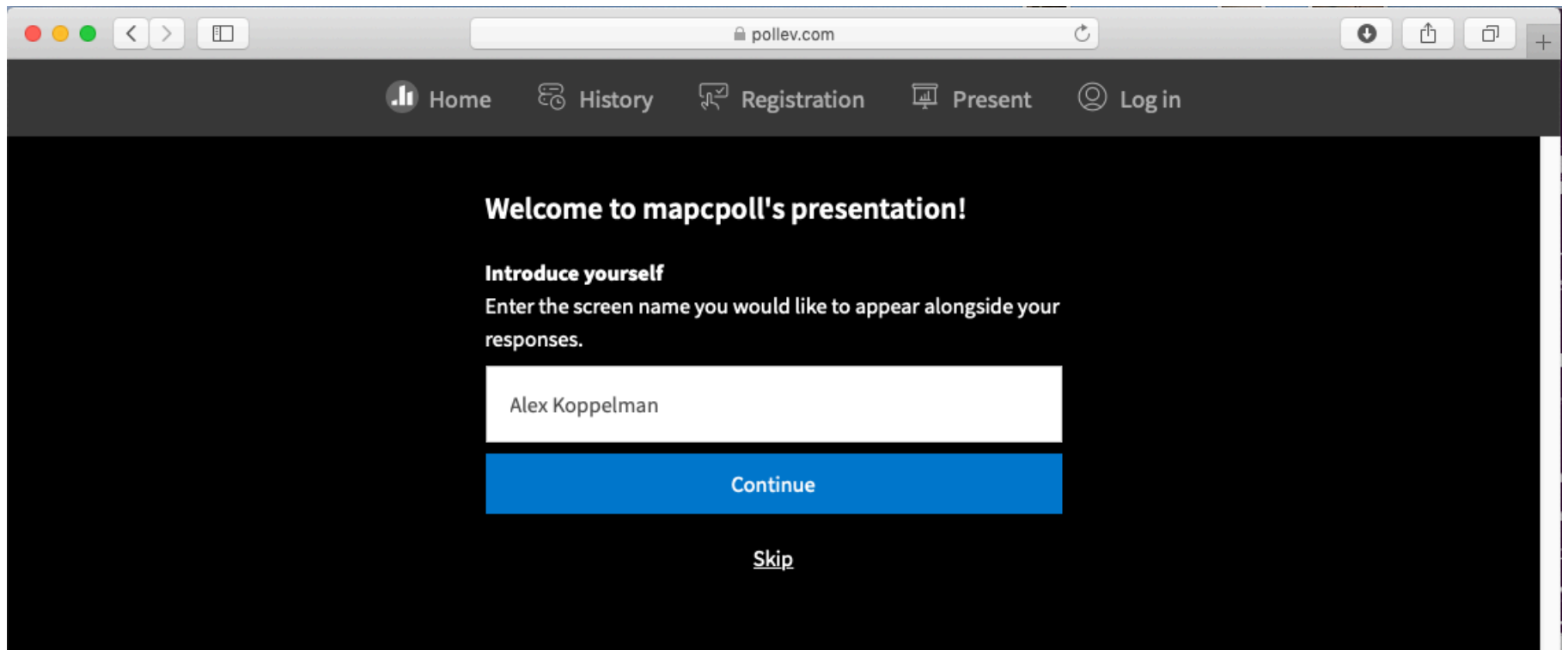
Type [PollEv.com/mapcpoll](http://PollEv.com/mapcpoll) into the URL



# Poll Ev Instructions

## Step 3

Enter your name and then click continue. You're all set! Once the poll is opened by the host, you'll be able to answer the polling questions.



The screenshot shows a web browser window with the URL `pollev.com`. The navigation bar includes links for Home, History, Registration, Present, and Log in. The main content area is dark-themed and displays a welcome message for a presentation. Below the message is a form with a text input field containing the name "Alex Koppelman", a blue "Continue" button, and a "Skip" link.

pollev.com

Home History Registration Present Log in

**Welcome to mapcpoll's presentation!**

**Introduce yourself**  
Enter the screen name you would like to appear alongside your responses.

Alex Koppelman

Continue

[Skip](#)

# Do you live in Ashland?

Yes

No

# Living in Ashland: If yes, how long have you lived in Ashland?

1 year or less

2 - 4 years

5 - 9 years

10 or more years

N/A

# From the options below, which age group do you fall under?

5-19

20-34

35-54

55-64

65-74

75+

# How do you identify your race/ethnicity? (Check all that apply)

African American/Black

Asian

Latinx

White/Caucasian

A different race/ethnicity  
than listed

I'd rather not say

# Do you rent or own your home?

Rent

Own

NA

# What type of home do you live in?

Single-family

Condominium

Duplex

3-4 Unit building

5-9 Unit building

10-19 Unit building

20+ Unit building

N/A

# Do you live in a deed-restricted Affordable Housing unit?

Yes

No

I'm not  
sure

# Do you work in Ashland?

Yes

No

# What is your annual household income?

0 - \$34,999

\$35,000 - \$54,999

\$55,000 - \$84,999

\$85,000 - \$99,999

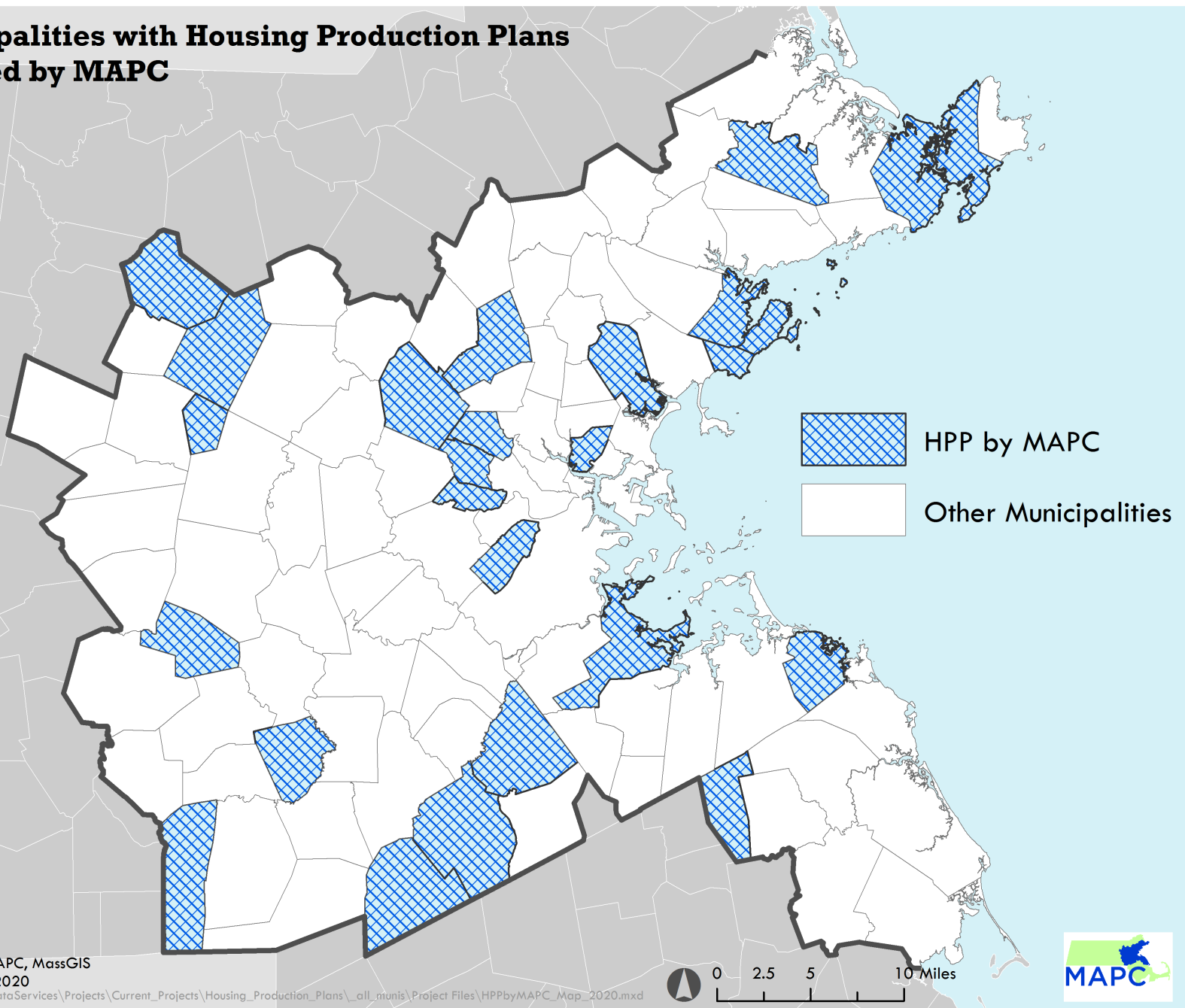
\$100,000 or more



# Plan Overview

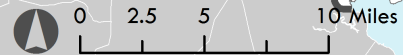
*Alex Koppelman,  
Regional Housing + Land Use Planner II, MAPC*

# Municipalities with Housing Production Plans prepared by MAPC

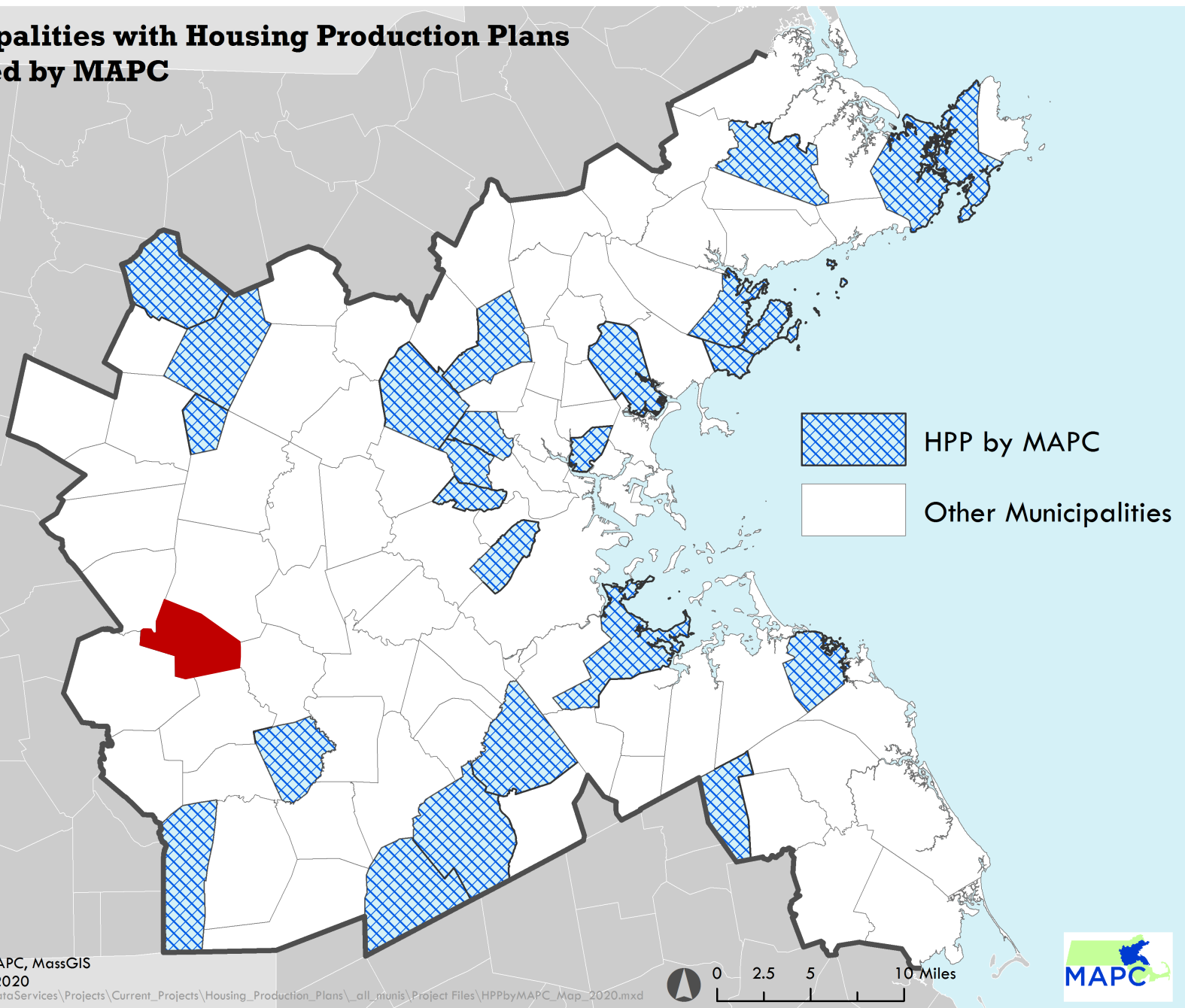


Data Sources: MAPC, MassGIS  
Date: February 2020

Document Path: K:\DataServices\Projects\Current\_Projects\Housing\_Production\_Plans\\_all\_munis\Project Files\HPPbyMAPC\_Map\_2020.mxd



# Municipalities with Housing Production Plans prepared by MAPC



Data Sources: MAPC, MassGIS  
Date: February 2020  
Document Path: K:\DataServices\Projects\Current\_Projects\Housing\_Production\_Plans\\_all\_munis\Project Files\HPPbyMAPC\_Map\_2020.mxd



# Housing Production Plan Elements

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**

---

- Zoning for housing
- Identifying sites for housing
- Allocating resources and programs to housing

# Housing Production Plan Process

Town and MAPC Staff

HPP Advisory Committee



## data

Comprehensive housing needs assessment

Development constraints

## Public outreach

Two open houses

Two focus groups

Community survey

## visioning

Goals and strategies

Site selection

## deliverable

Presented to local boards

Submitted to the state for approval

# Inclusionary Zoning 101

Requires a percent of units in new housing developments to be Affordable for income-eligible households

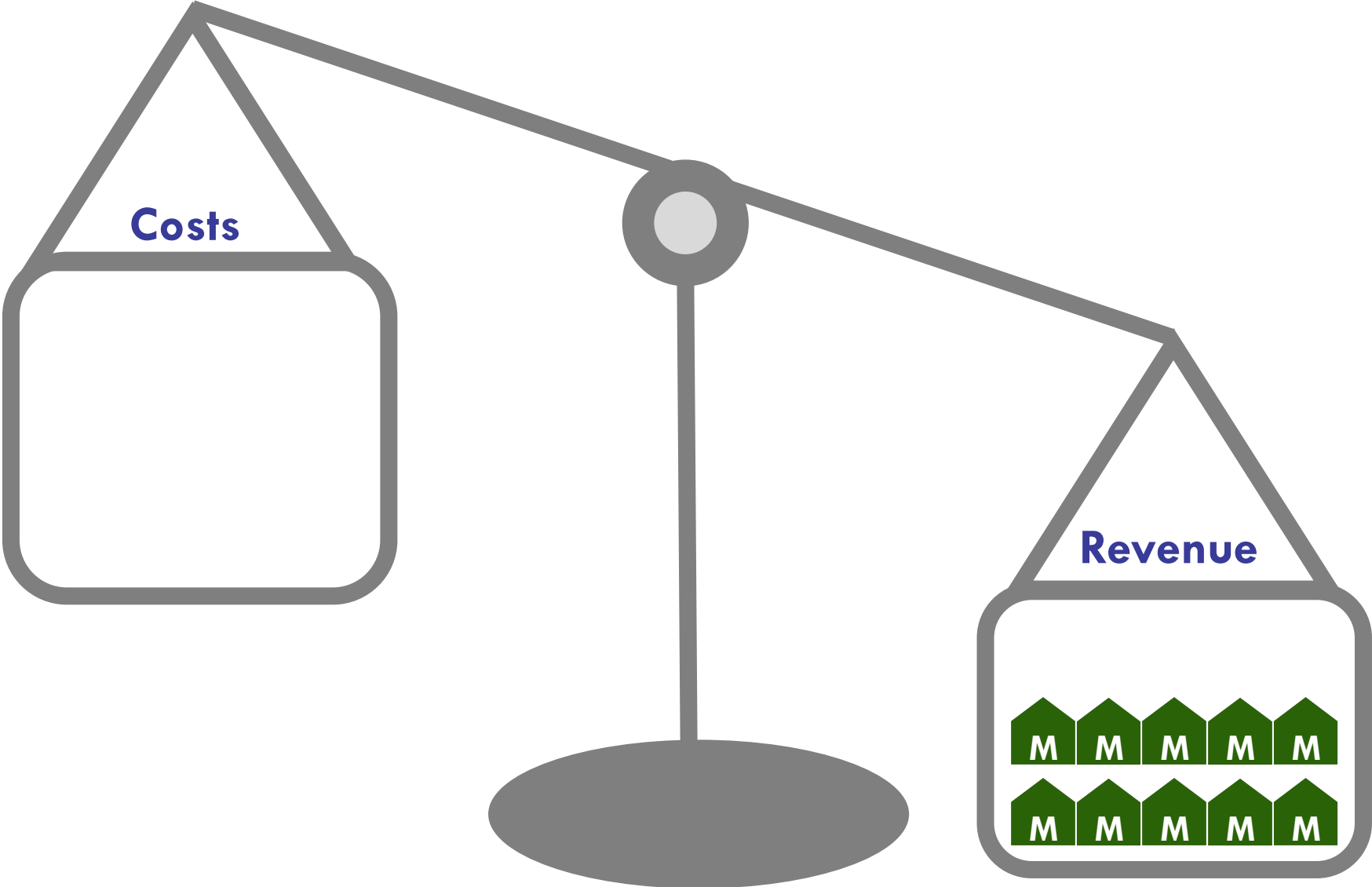


Relies on **private developers** to create **Affordable Housing** with no public subsidy

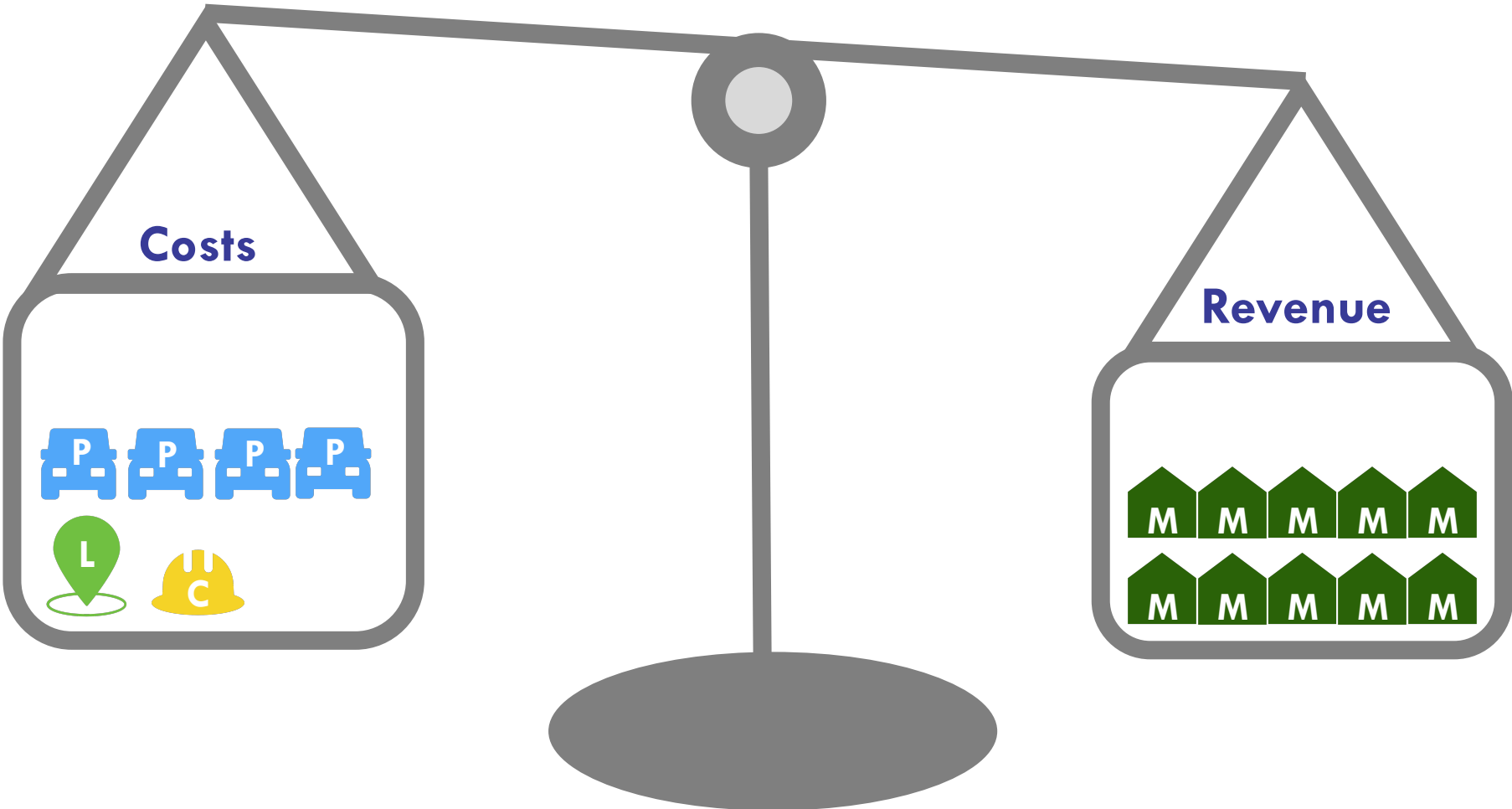
Must carefully balance elements of the policy to **minimize costs**, otherwise there's a **risk of increasing rents or dampening development**



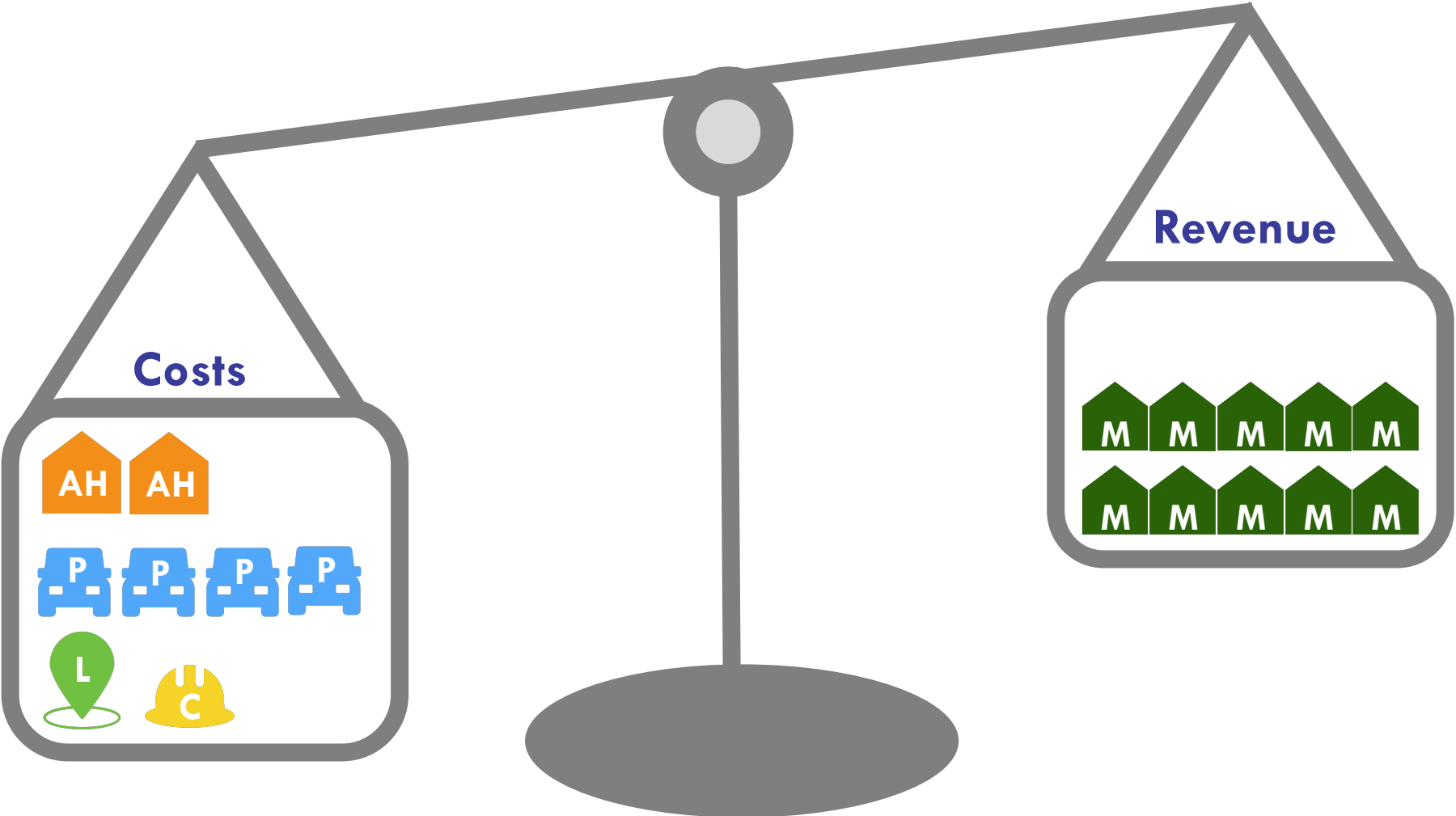
# Inclusionary Zoning Tradeoffs



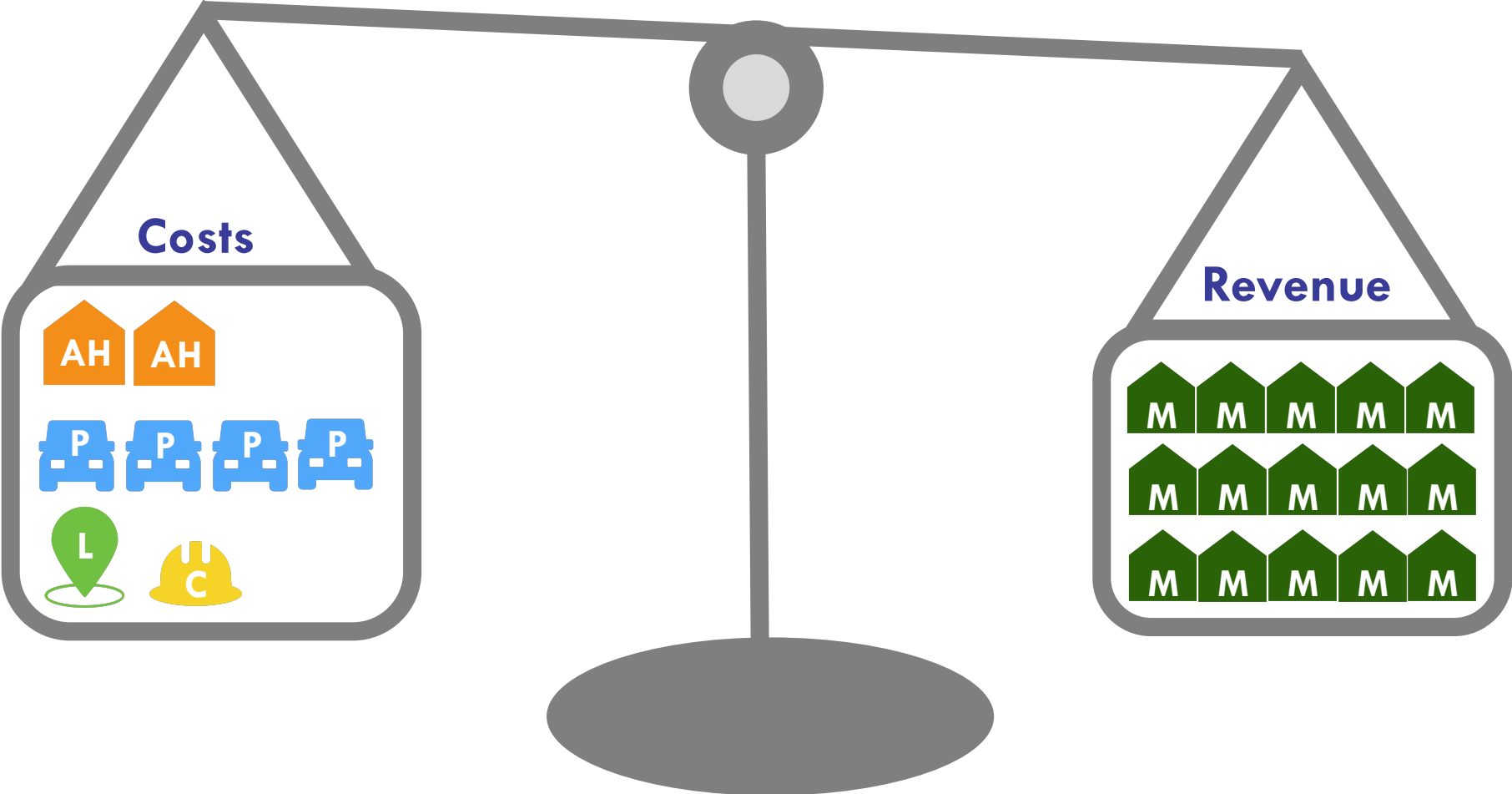
# Inclusionary Zoning Tradeoffs



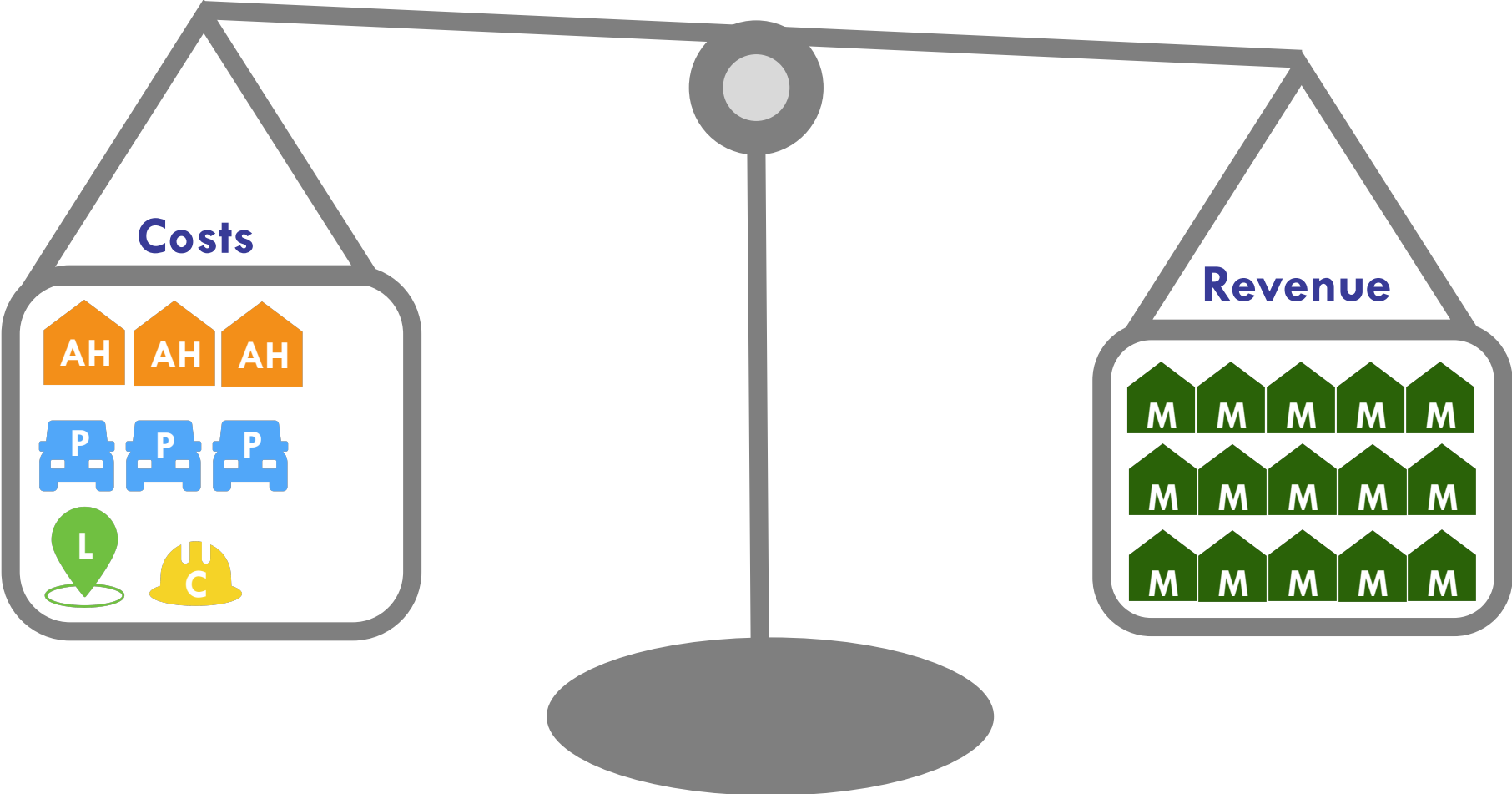
# Inclusionary Zoning Tradeoffs



# Inclusionary Zoning Tradeoffs



# Inclusionary Zoning Tradeoffs





# Questions?

Please add your questions to the chat and stay tuned for email updates on the plan and inclusionary zoning.



# Housing Needs Assessment Presentation

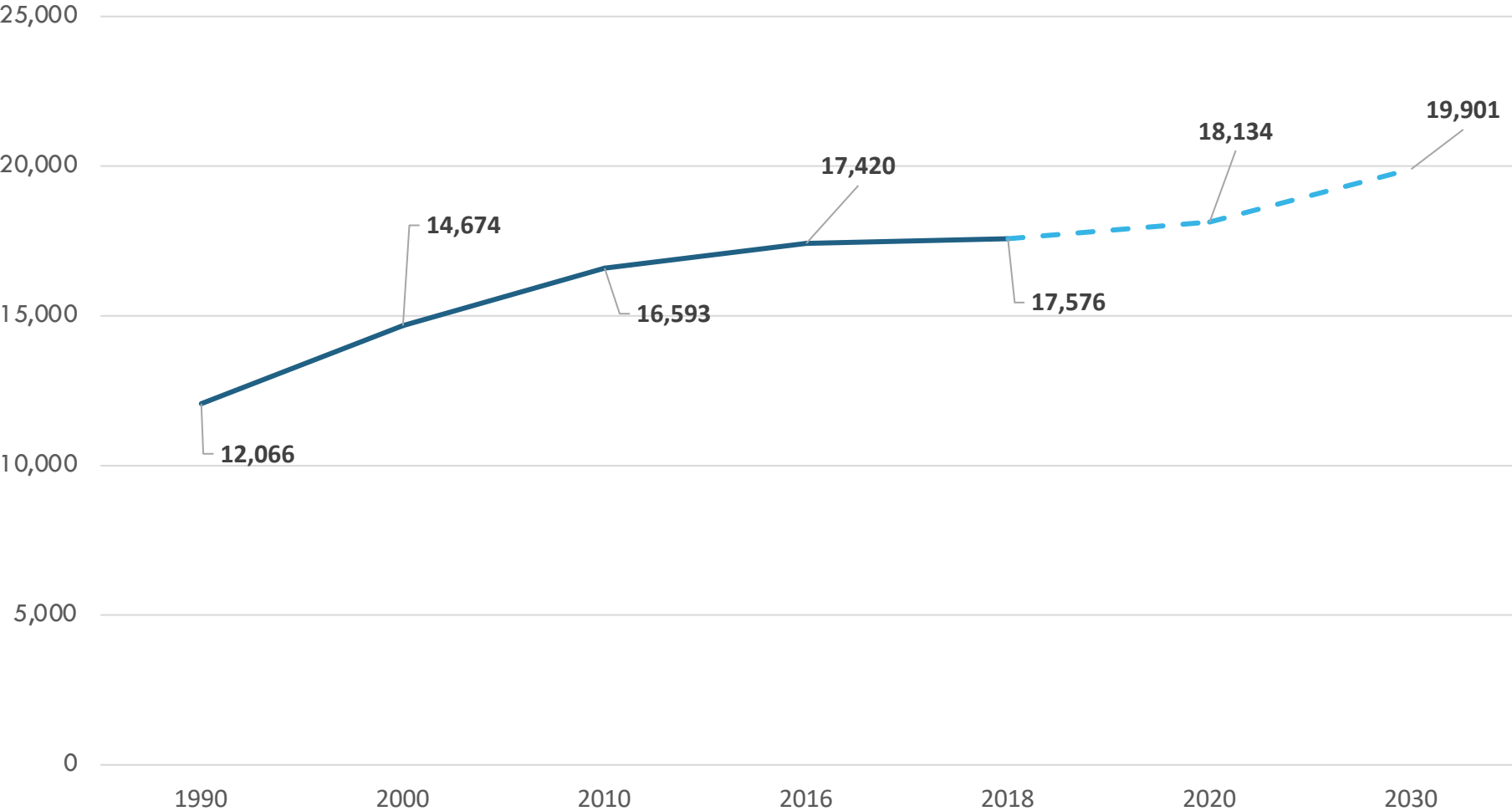
Demographic Changes

Housing Stock

Housing Affordability

# Demographic Changes

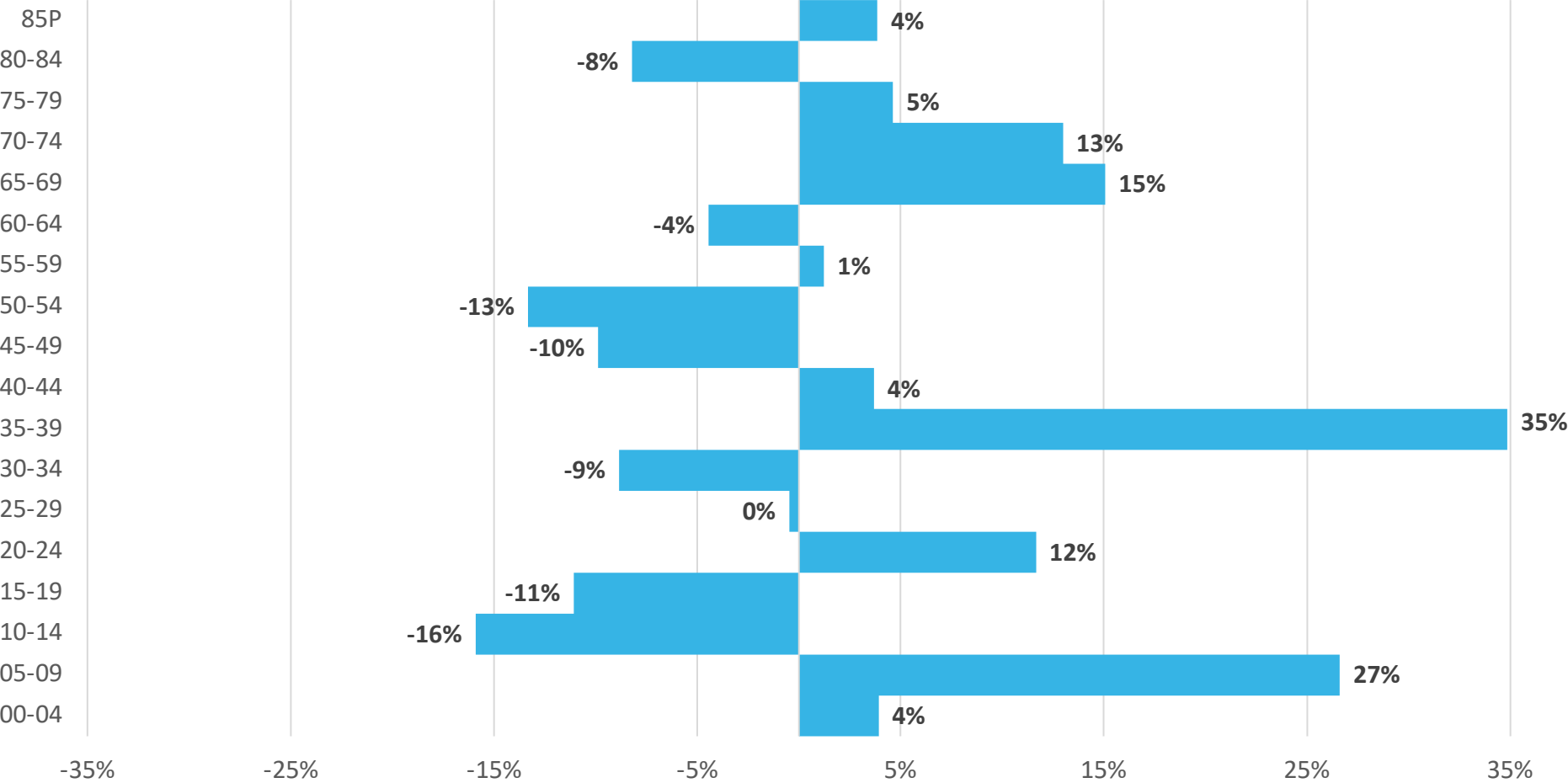
## Population Change and Projections (1990-2030)



U.S. Census Bureau, American Community Survey, 1990-2018 + MAPC Projections

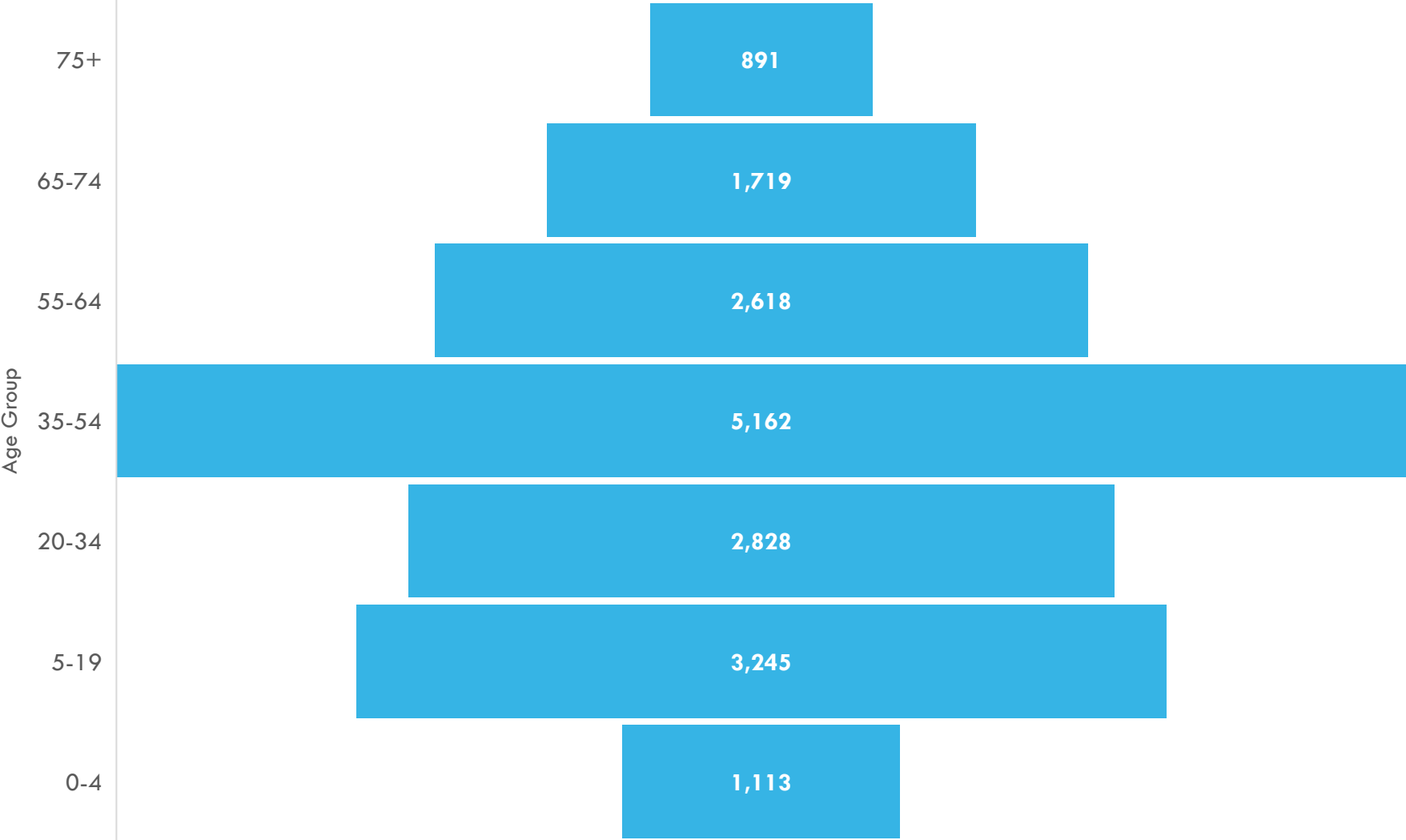
# Demographic Changes

## Ashland Percent Population Change by Age (2010 - 2018)



# Demographic Changes

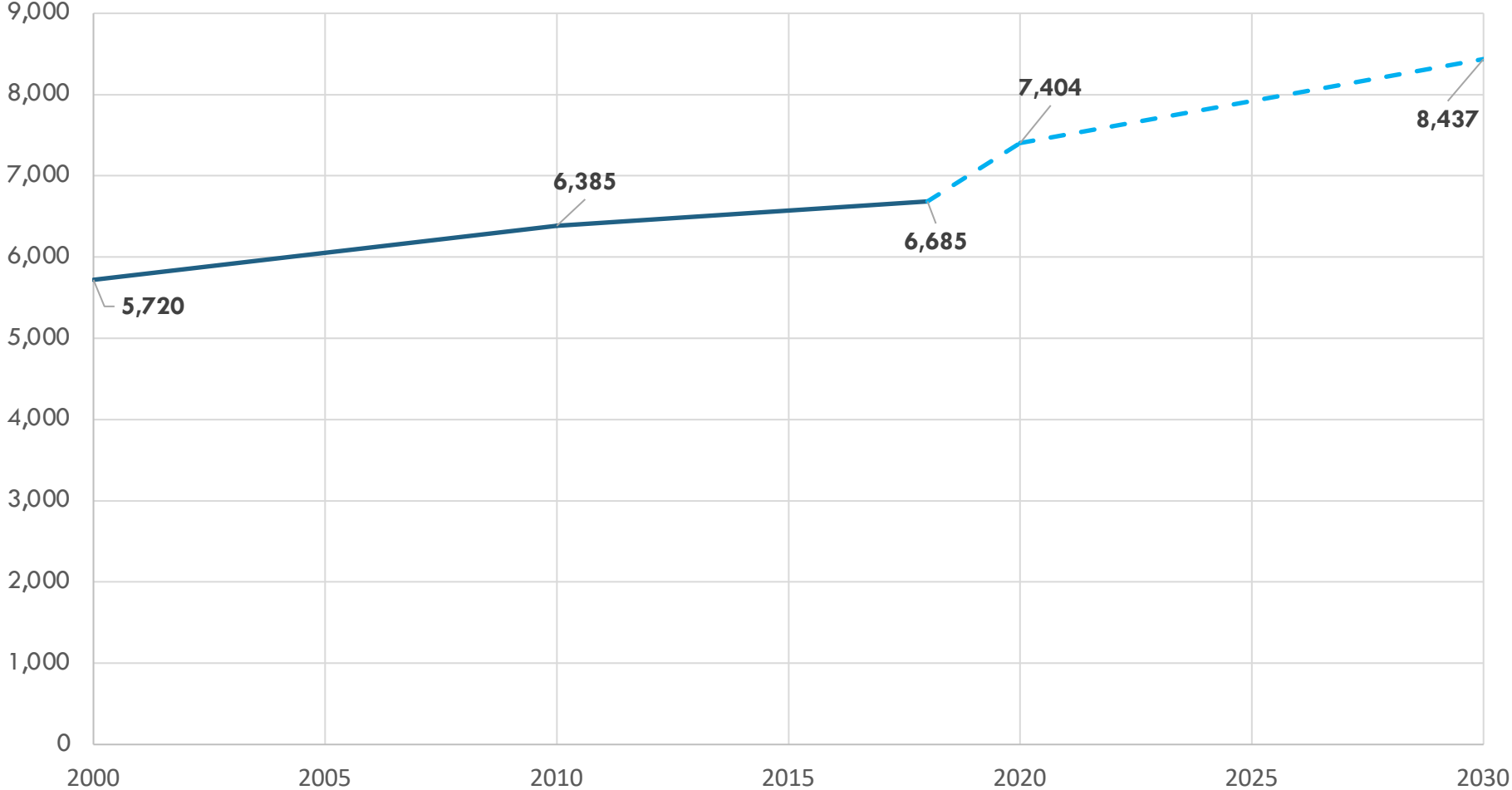
## Ashland Population by Age (2018)



U.S. Census Bureau, American Community Survey, 2014-2018

# Demographic Changes

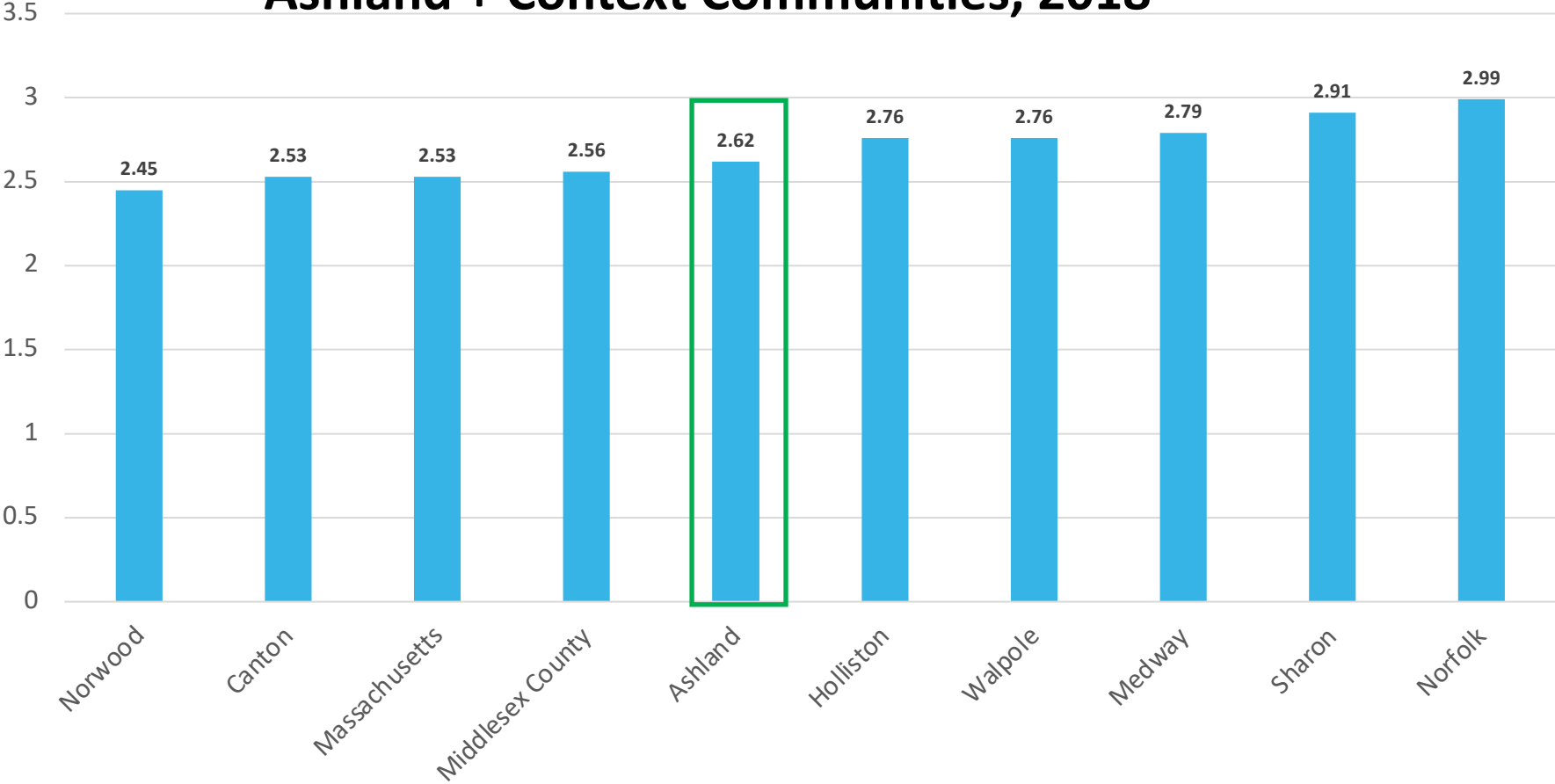
## Ashland Total Households, 2000-2030



Source: U.S. Census Bureau, American Community Survey, 2000-2018 + MAPC Projections

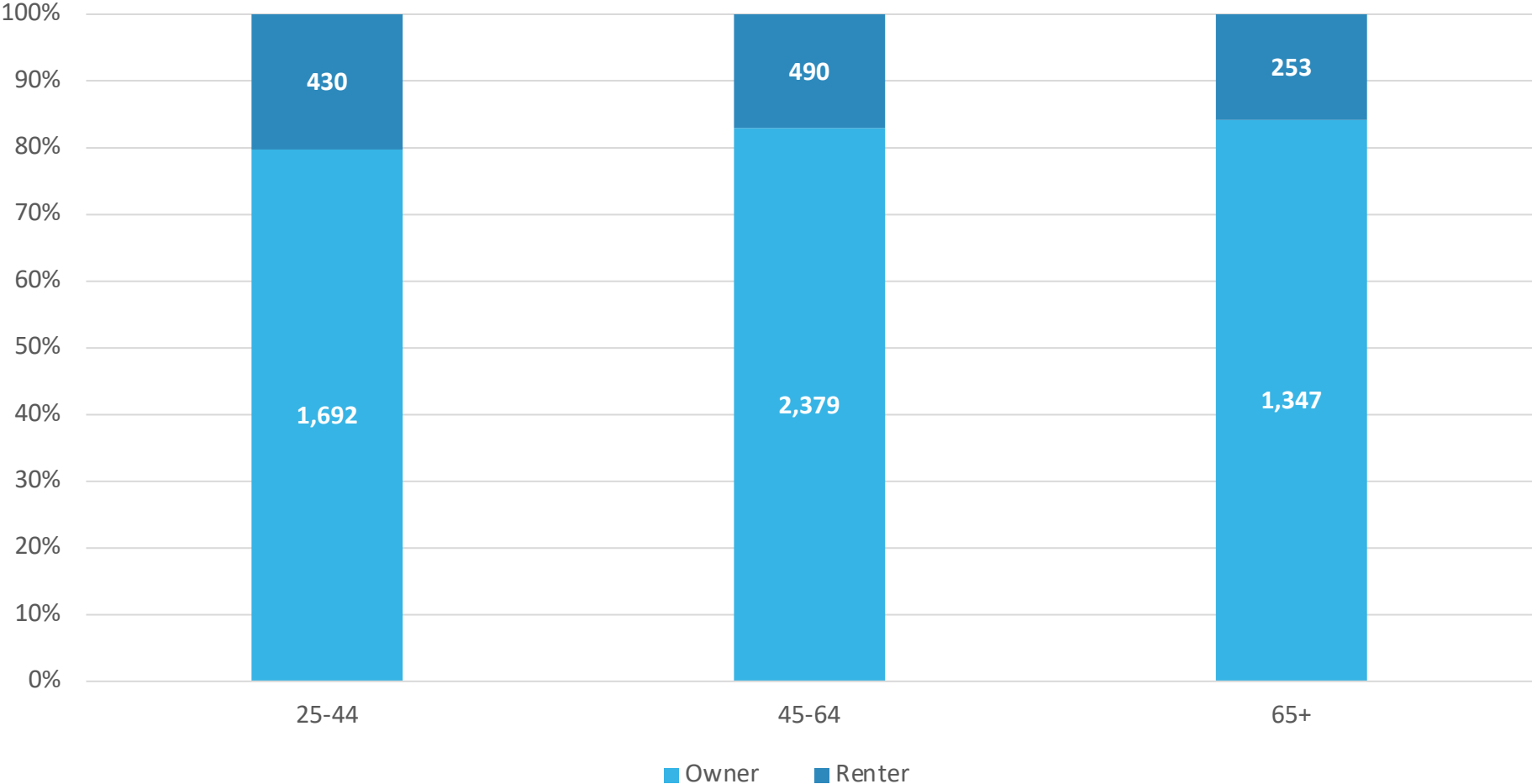
# Demographic Changes

## Average Household Size, Ashland + Context Communities, 2018



# Demographic Changes

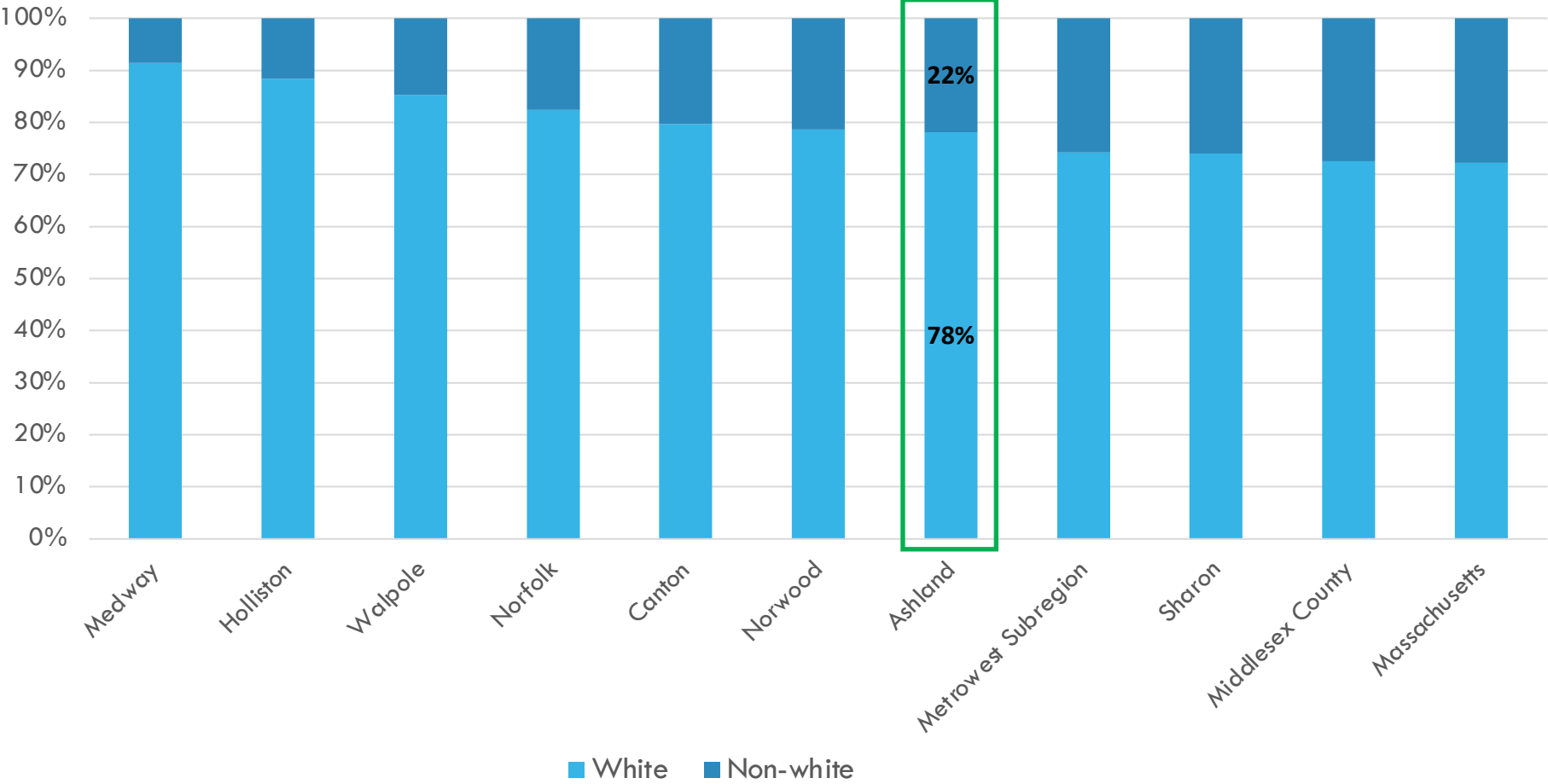
## Ashland Household Tenure by Age, 2018



U.S. Census Bureau, American Community Survey, 2014-2018

# Demographic Changes

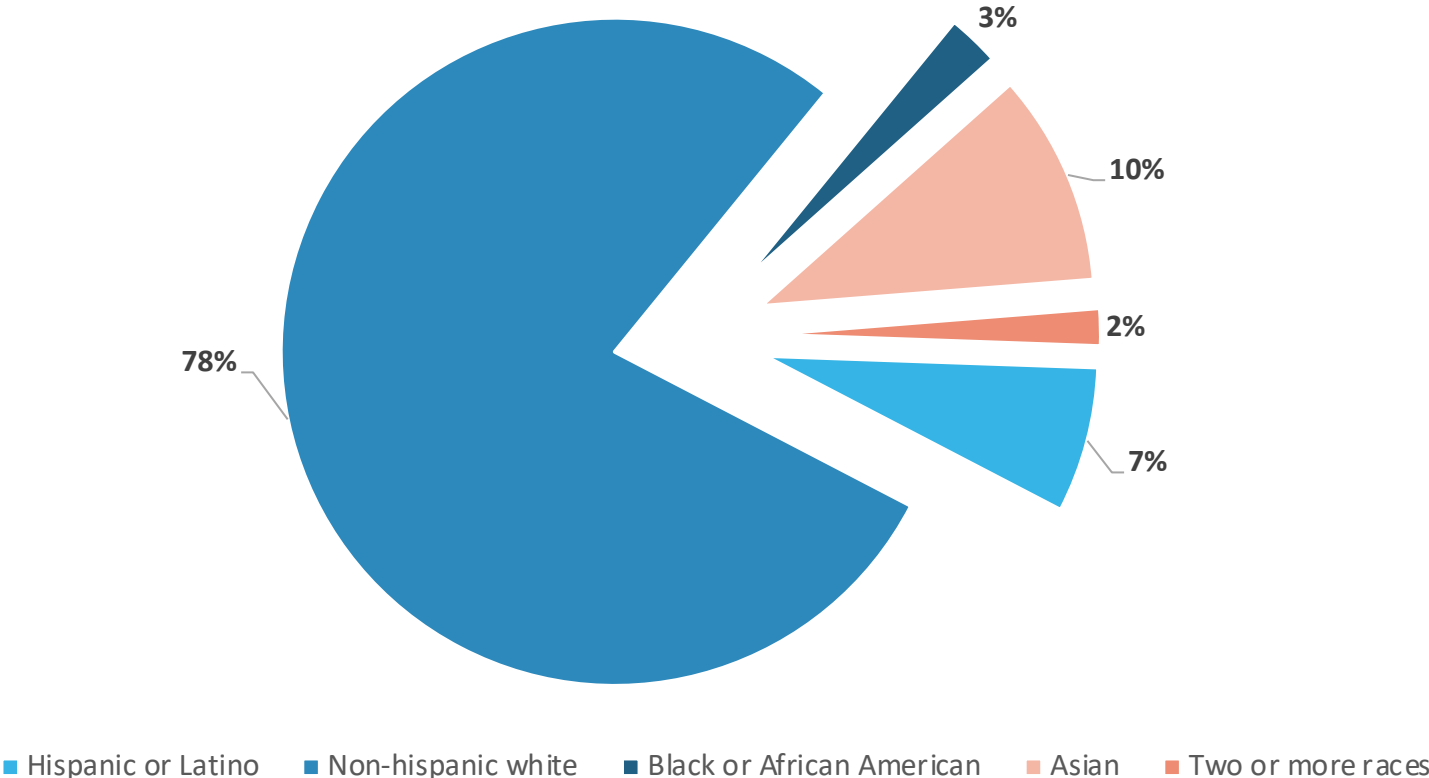
## Percent White vs. Non-White, Ashland + Context Communities



U.S. Census Bureau, American Community Survey, 2014-2018

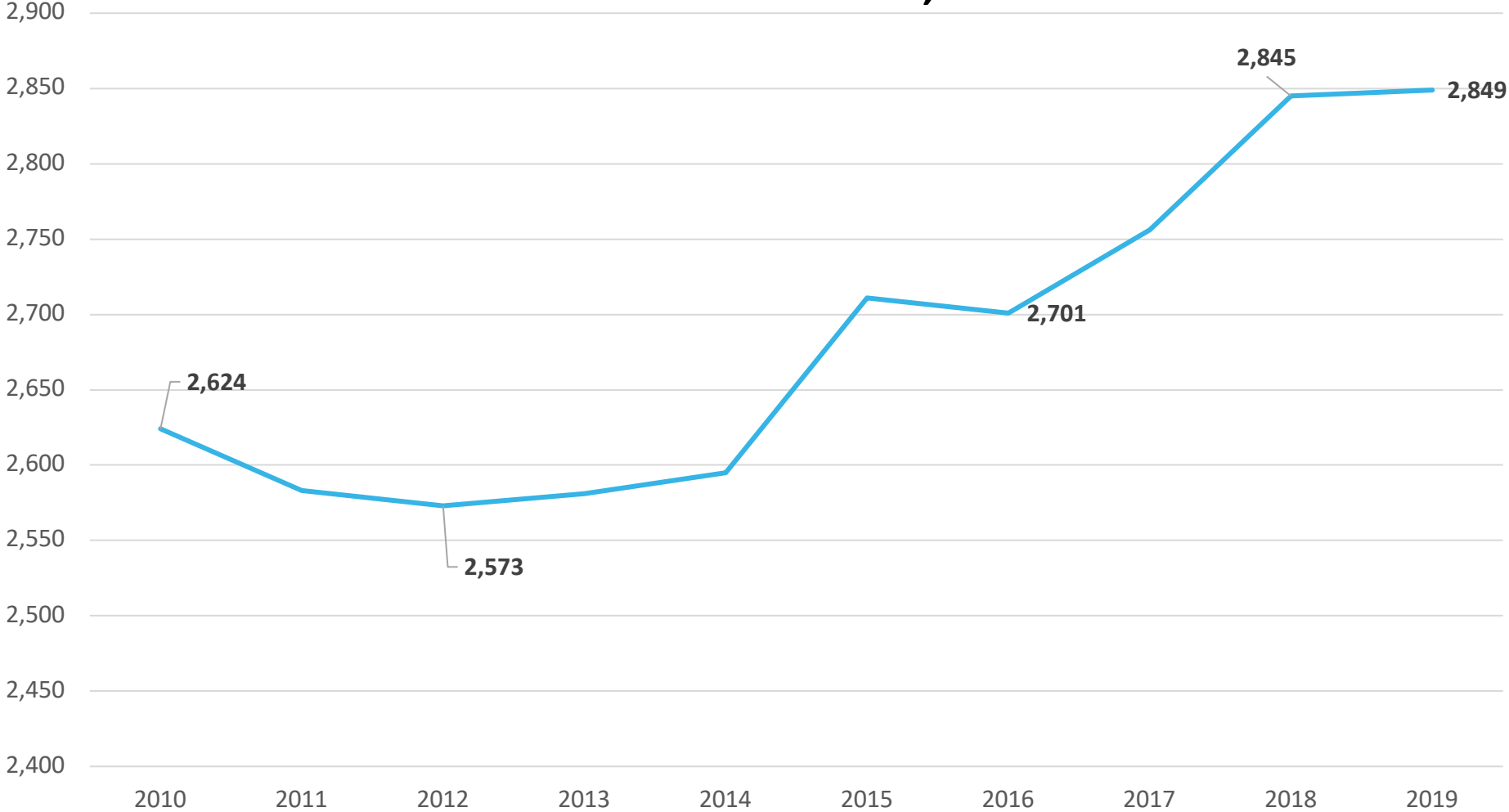
# Demographic Changes

## Ashland Race and Ethnicity (2014-2018)



# Demographic Changes

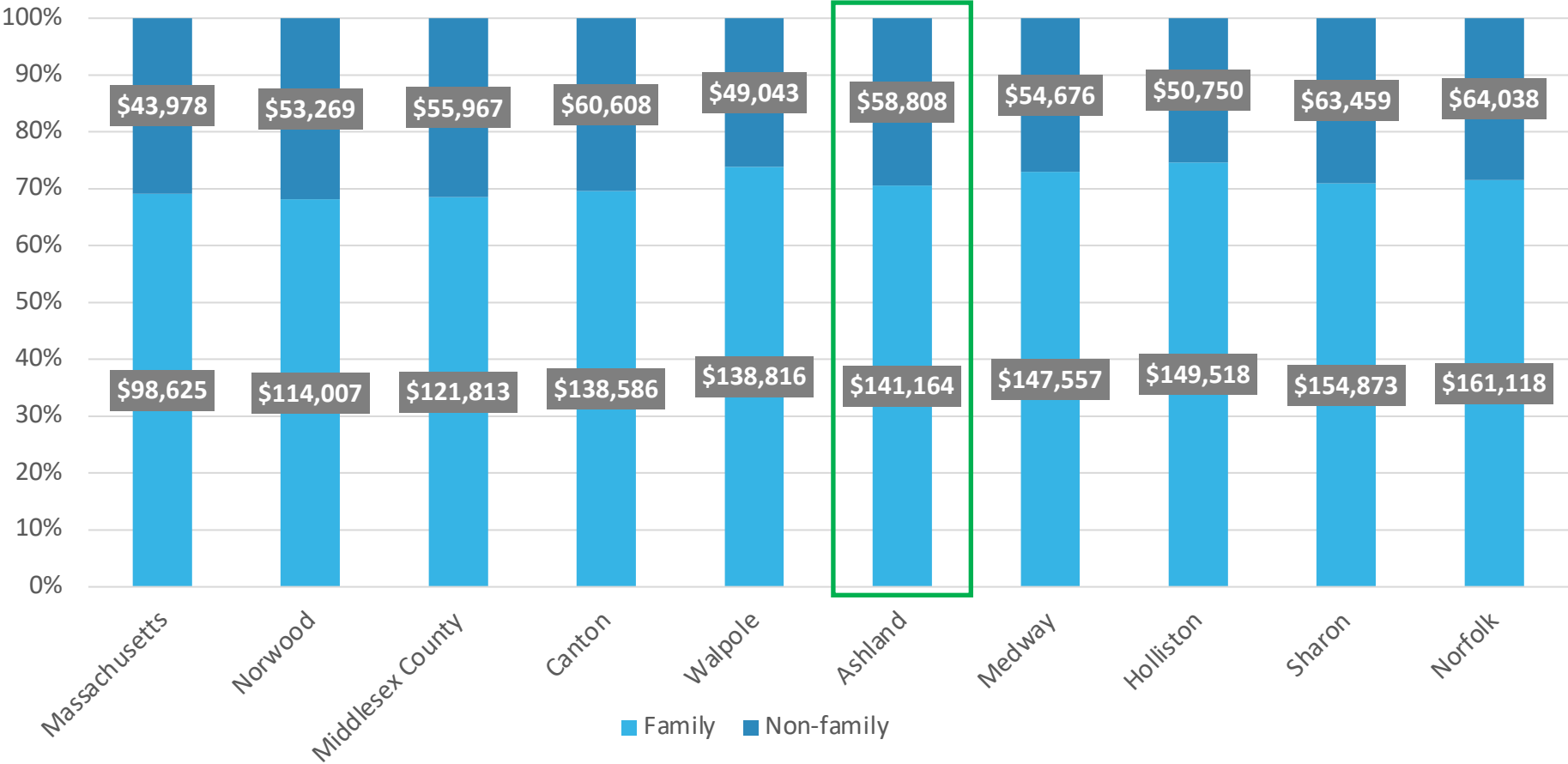
## Ashland School Enrollment, 2010-2018



Source: Massachusetts Department of Elementary and Secondary Education (2010-2019)

# Demographic Changes

## Median Household Income by Household Type, 2018 Ashland and Context Communities

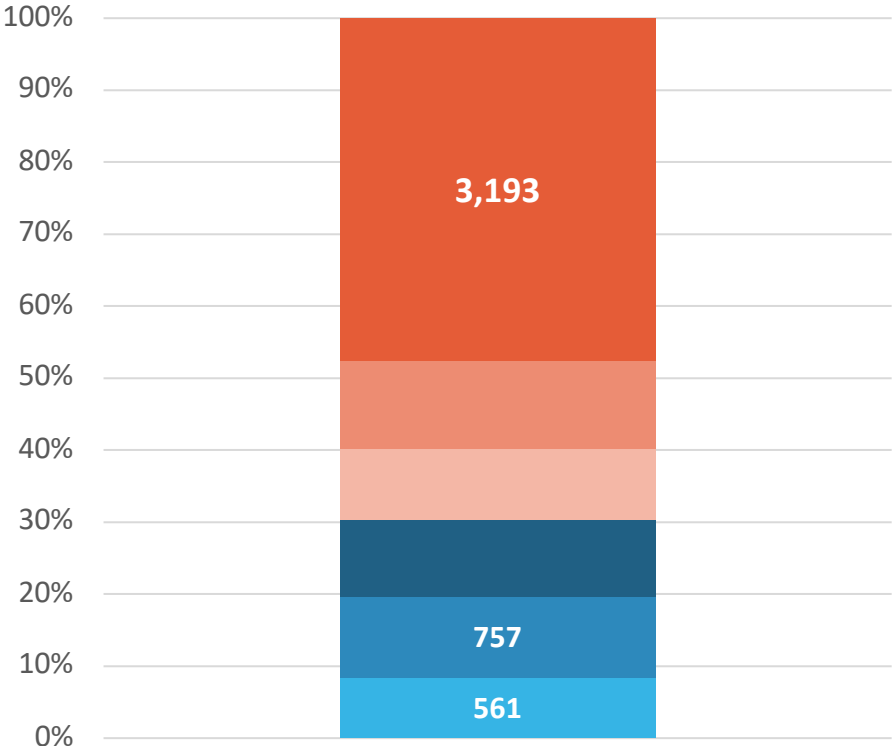


U.S. Census Bureau, American Community Survey, 2014-2018

# Demographic Changes

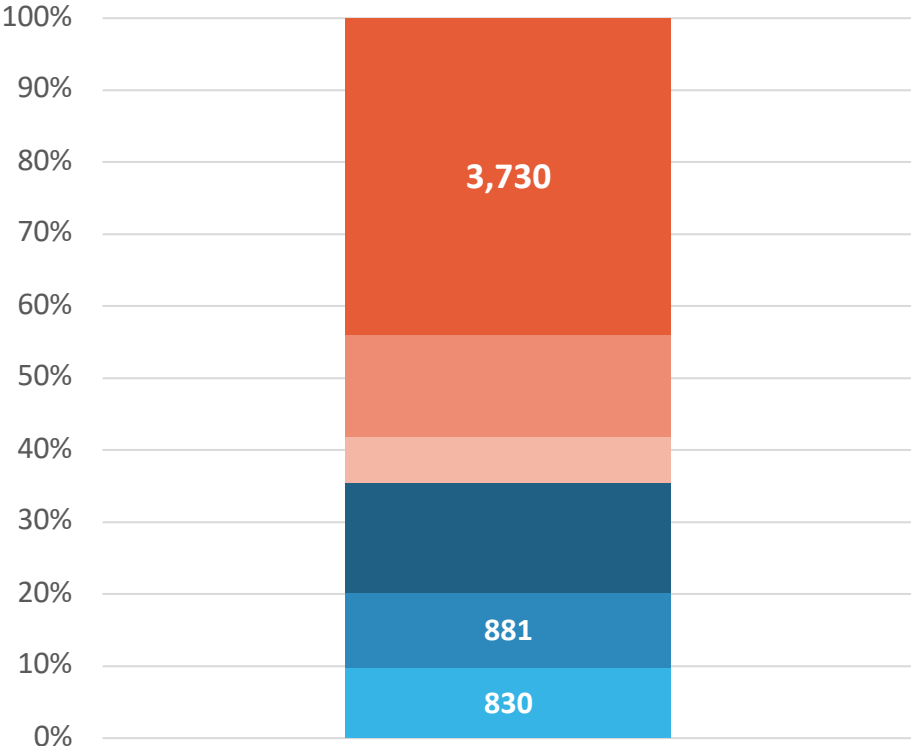
## Ashland Household Income Distribution

2013



■ Under \$20K   ■ \$20-39k   ■ \$40k-59k  
■ \$60-74   ■ \$75-99k   ■ \$100k or More

2018



■ Under \$20K   ■ \$20-39k   ■ \$40k-59k  
■ \$60-74   ■ \$75-99k   ■ \$100k or More

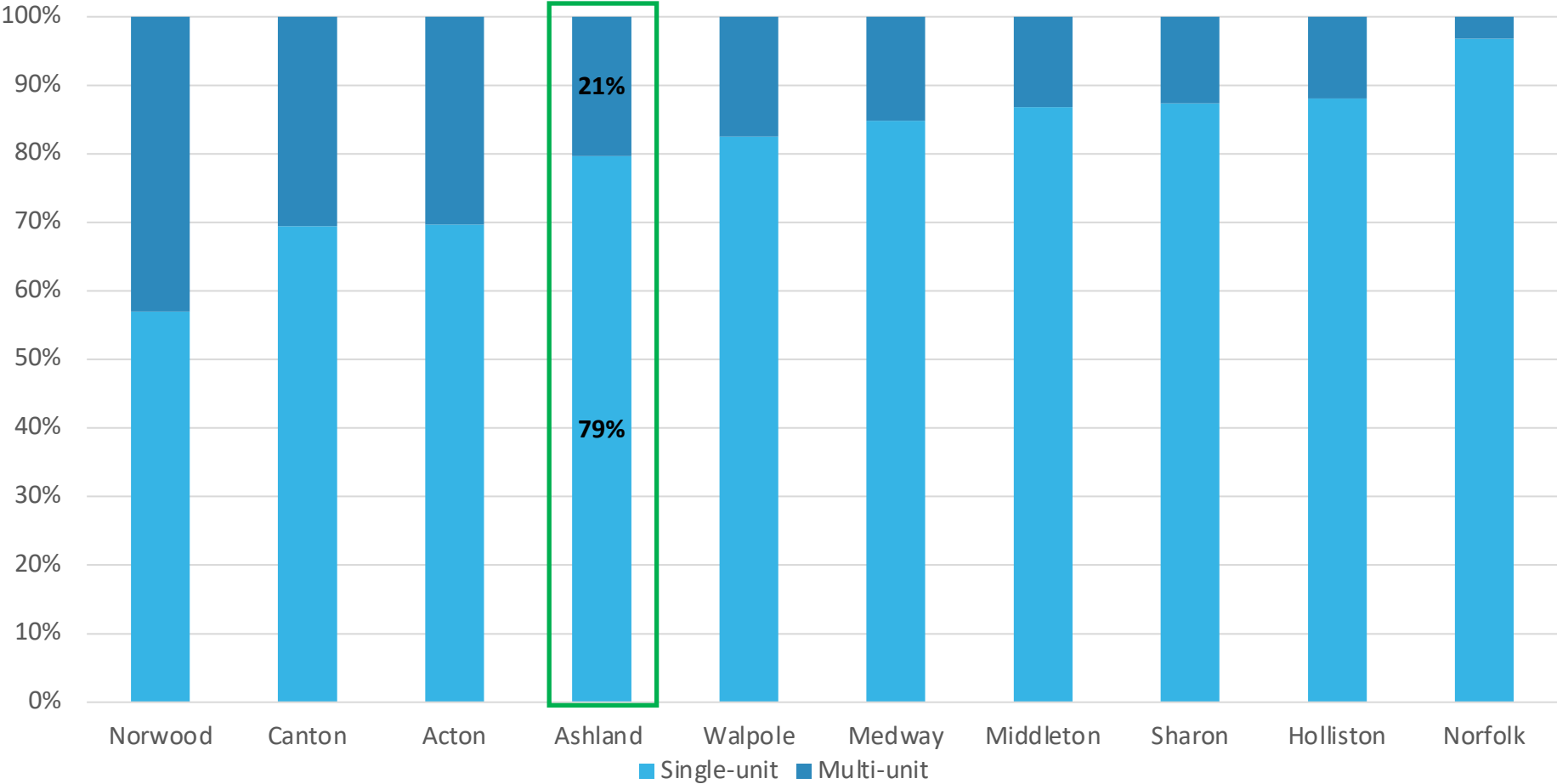


# What surprised you about the data?

**Top**

# Housing Stock

## Percent Single-family and Multifamily Housing Units, Ashland + Context Communities(2014-2018)

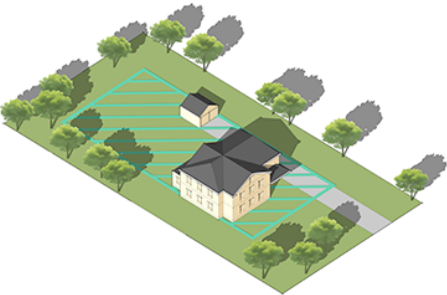


U.S. Census Bureau, American Community Survey, (2009-2013) – (2014-2018)

# Housing Stock

2018 Total Housing Units – 6,917

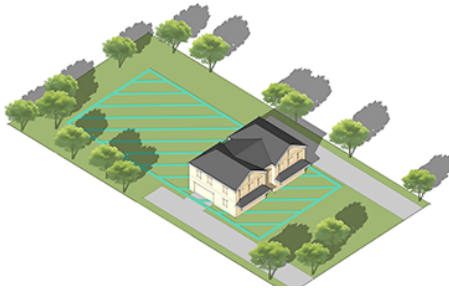
Source: U.S. Census Bureau, American Community Survey, 2018



**Detached Single Family**  
4,005 Units (57.9%)



**Attached Single Family**  
1,437 Units (20.77%)

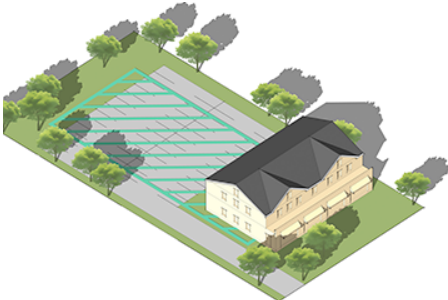


**Duplex**  
230 Units (3.33%)

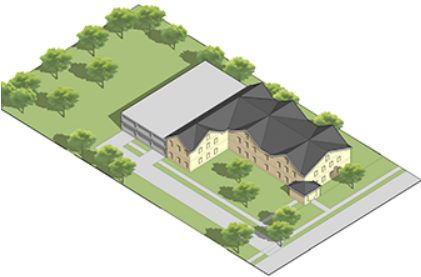


**3-4 Unit**  
589 Units (8.52%)

78.68% (76.25% in 2015)



**5-9 Unit**  
225 Units (3.25%)



**10-19 Unit**  
52 Units (.75%)



**20+ Unit**  
379 Units (5.48%)

# Housing Stock

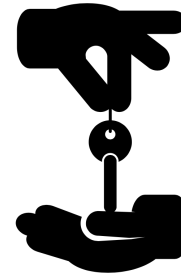
## Ashland Owner- and Renter-Occupied Households (2012 and 2018)

### Owner-occupied Households



<b>2012</b>	5,301 (81.4%)
<b>2018</b>	5,456 (81.62%)

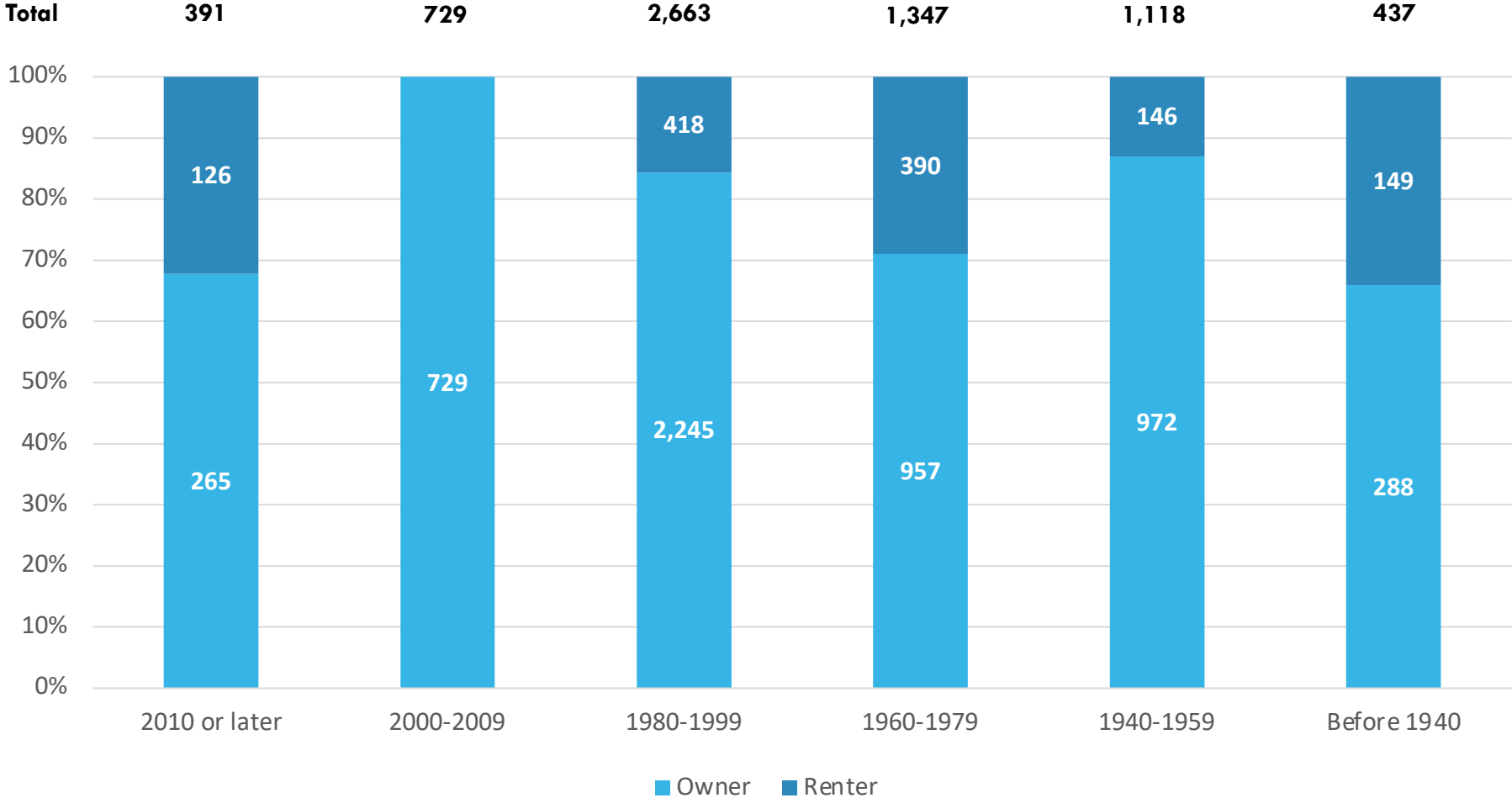
### Renter-occupied Households



1,211 (18.6%)
1,229 (18.38%)

# Housing Stock

## Ashland Housing Tenure by Year of Building Construction



U.S. Census Bureau, American Community Survey, 2014-2018

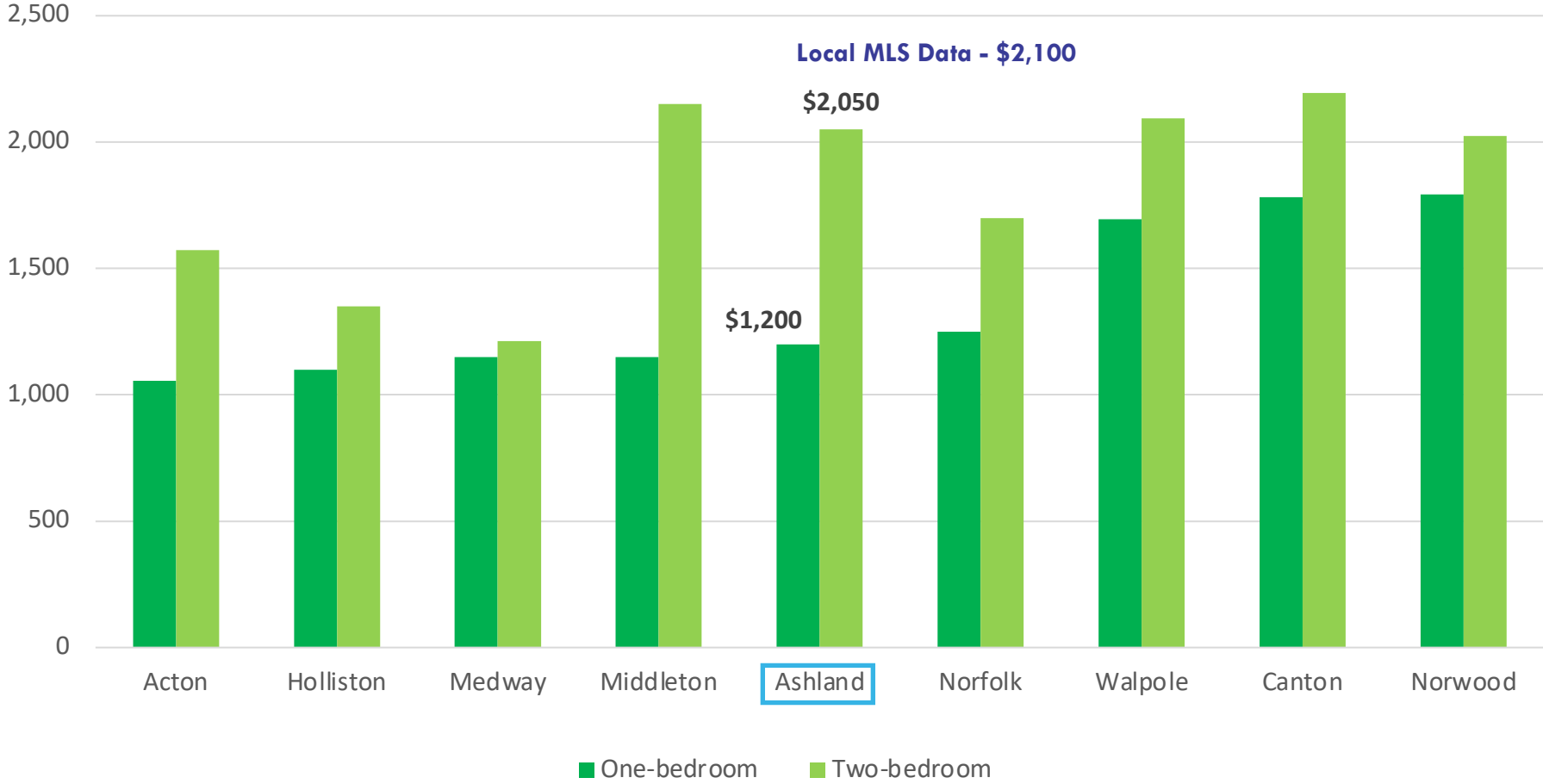


# What surprised you about the data?

**Top**

# Housing Affordability

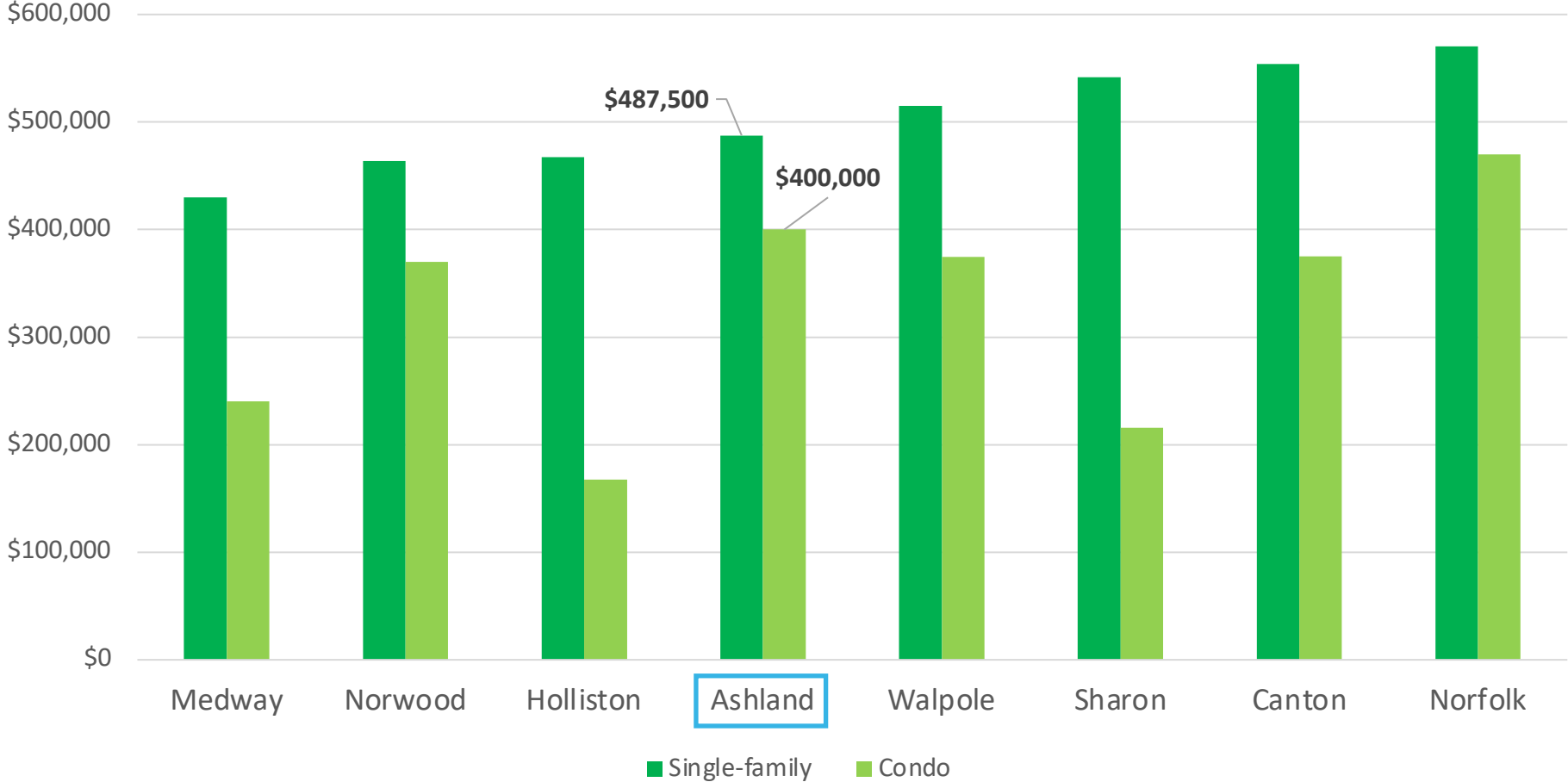
## Median Rent, Ashland + Context Communities, 2018



MAPC Rental Database, 2018  
MLS, 2018

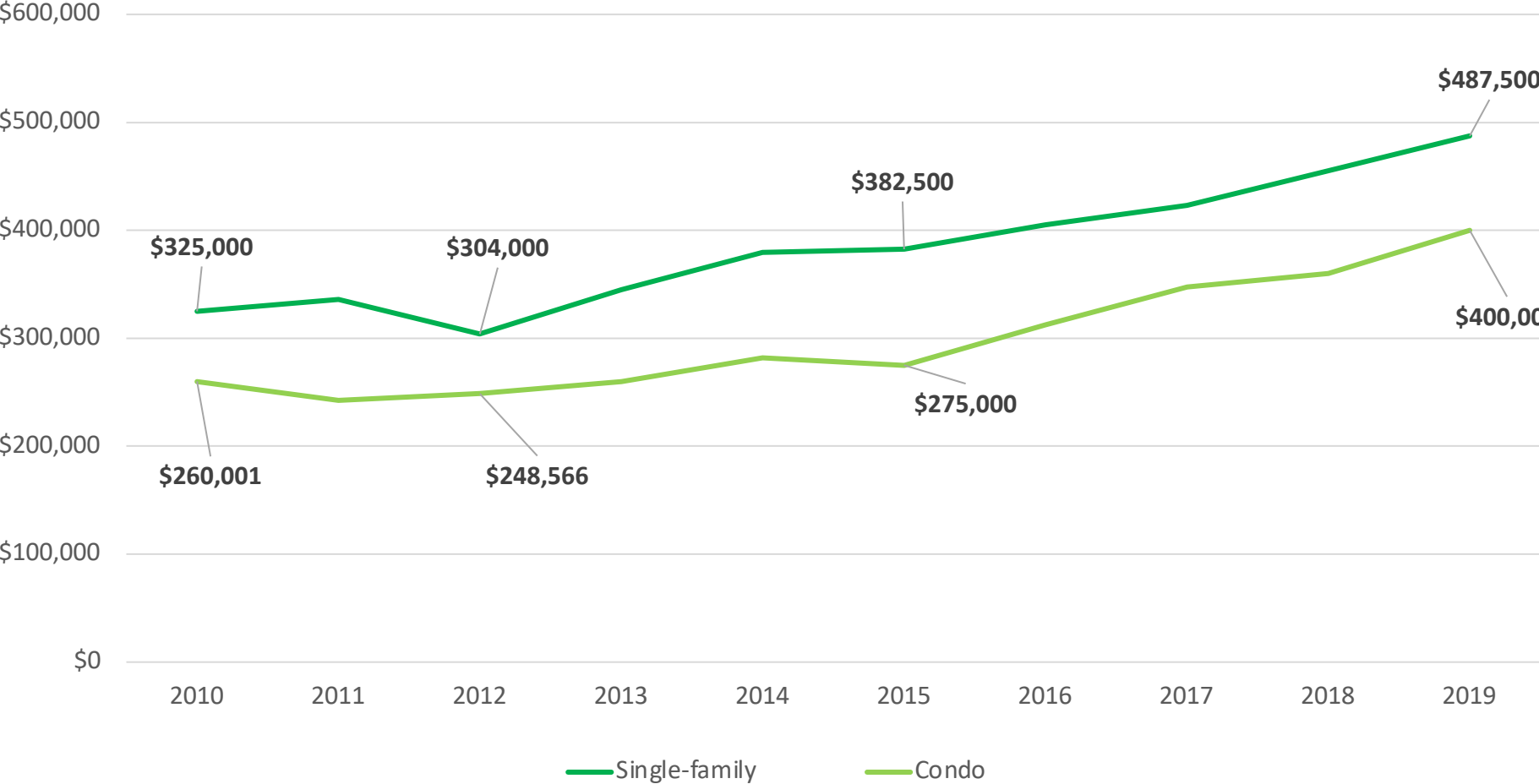
# Housing Affordability

## Median Residential Sales Prices, Ashland + Context Communities, 2019



# Housing Affordability

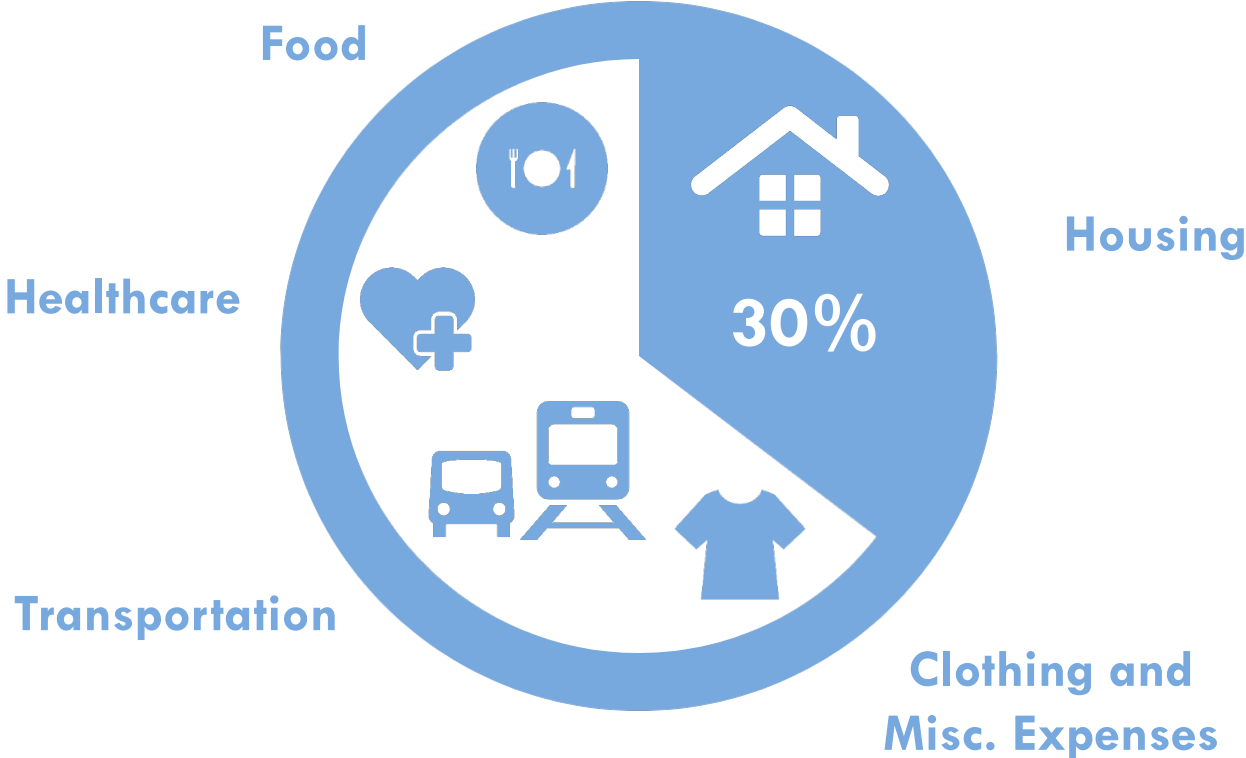
## Ashland Median Home Sale Prices, 2010-2019



Warren Group, 2010-2019

# Housing Affordability

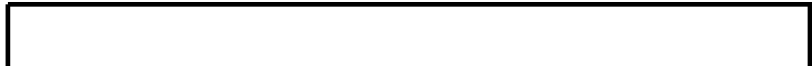
## Cost Burden



# Housing Affordability



In Ashland, **1,766** out of 6,561 Households  
(**27%**) are **Cost Burdened**



**Owners**

1,272/5,423

**23%**  
Cost Burdened

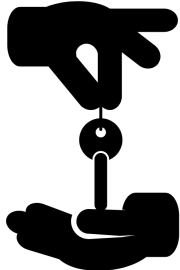


**8%**  
Severely  
Cost Burdened

**Renters**

494/1,138

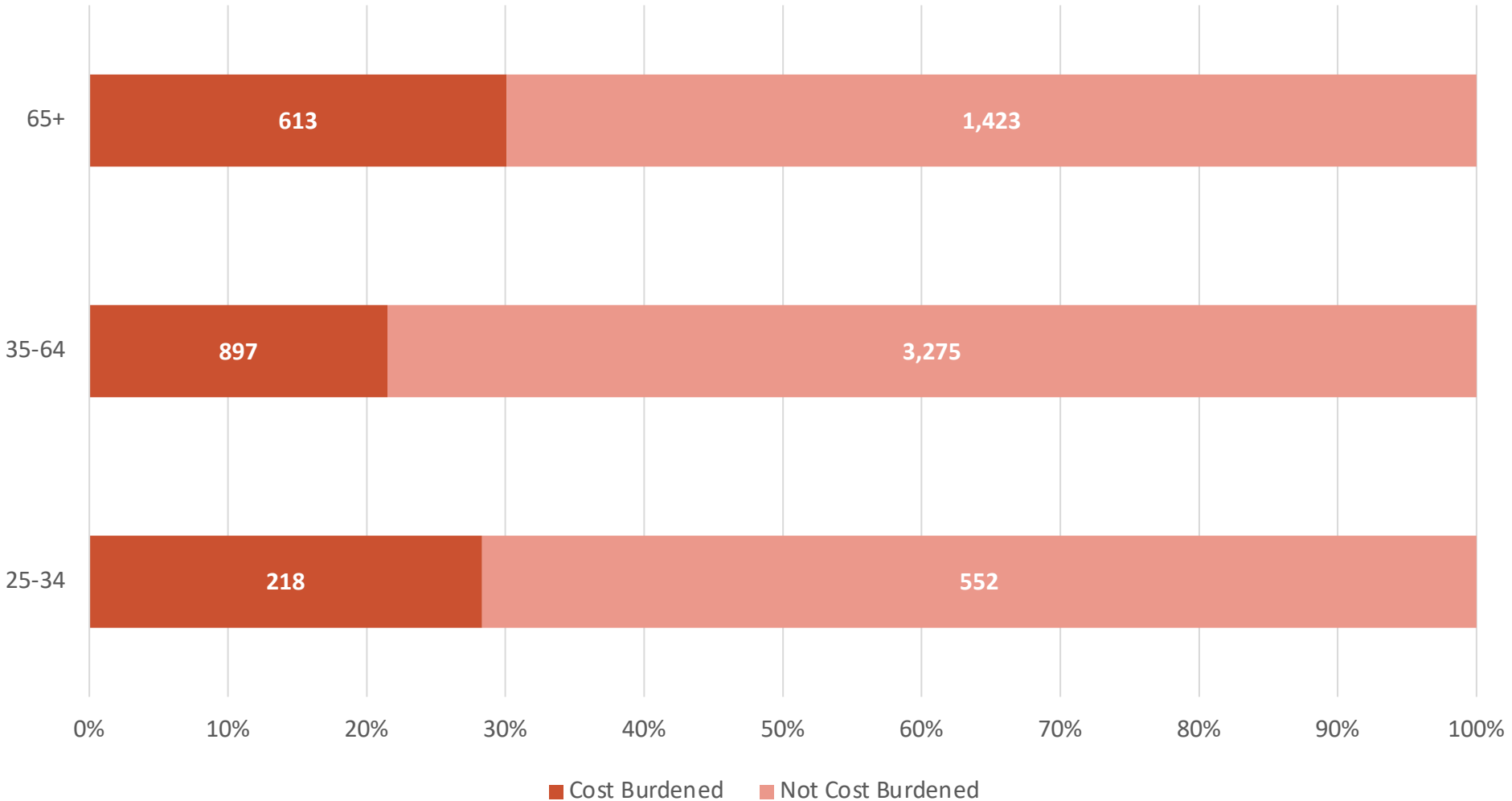
**43%**  
Cost Burdened



**18%**  
Severely  
Cost Burdened

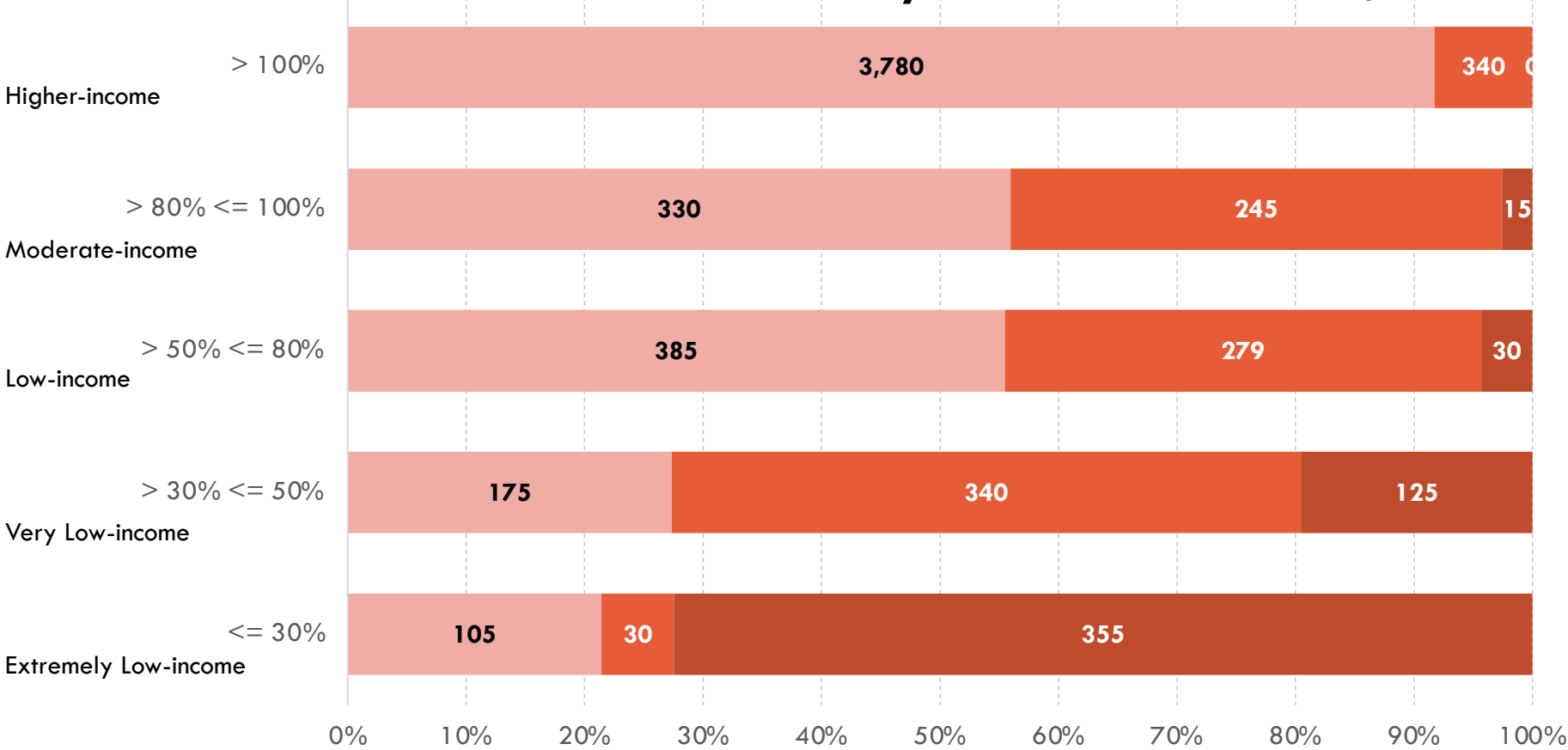
# Housing Affordability

## Ashland Cost Burdened Households by Age, 2018



# Housing Affordability

## Ashland Cost Burden by Household Income, 2015



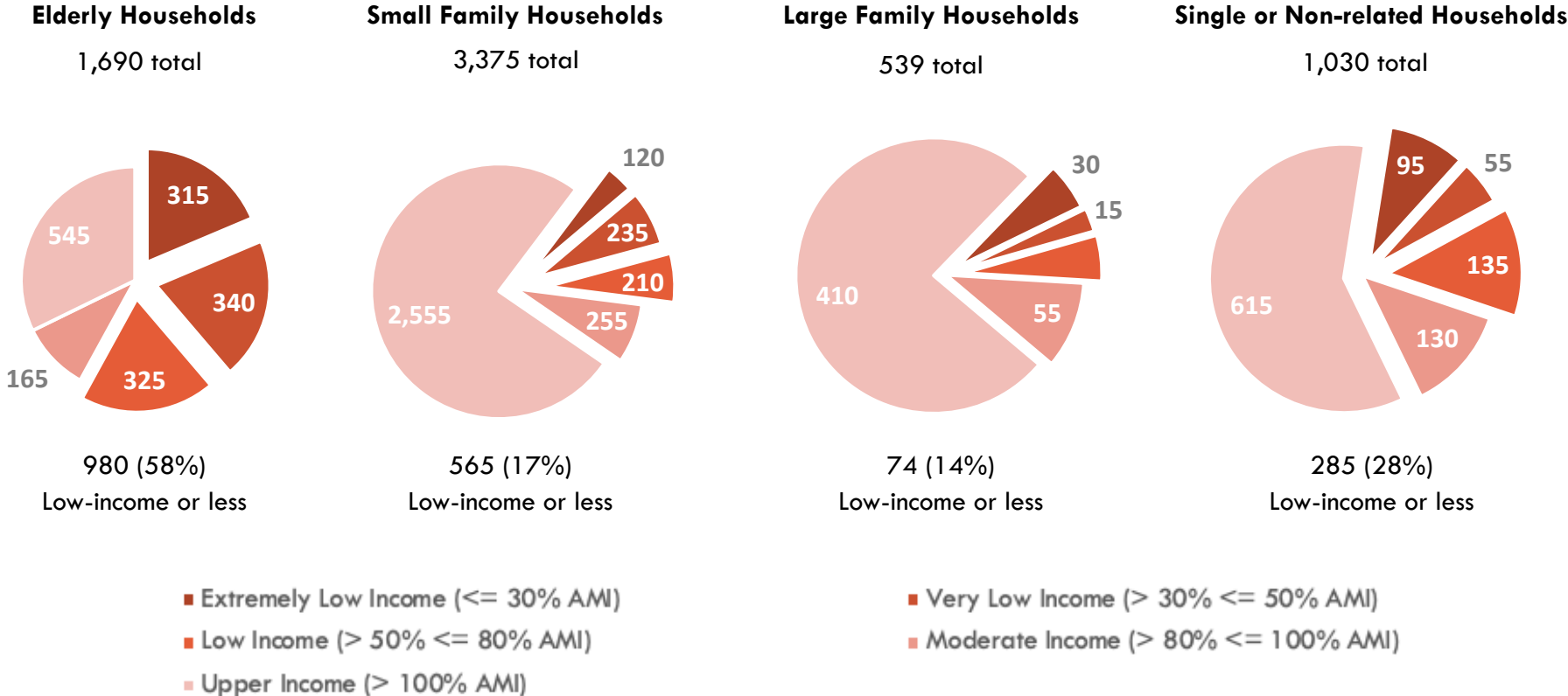
1,159 households are low-income and cost burdened

Source: HUD/CHAS, ACS 2011-2015

■ Not cost burdened ■ Cost burdened ■ Severely Cost Burdened

# Housing Affordability

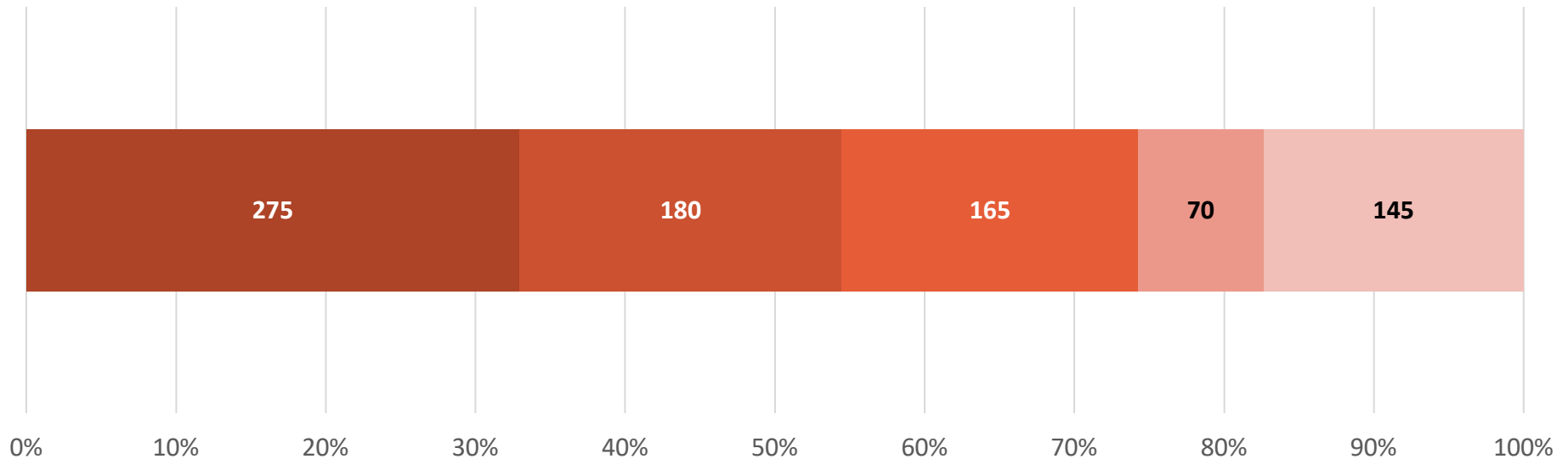
## Ashland Household Income Level by Household Type, 2015



# Housing Affordability

## Ashland, Non-family Elderly Households, 2015

835 out of 1,675 senior households are single-person households



■ Extremely Low Income ( $\leq 30\%$  HAMFI)

■ Very Low Income ( $> 30\% \leq 50\%$  HAMFI)

■ Low Income ( $> 50\% \leq 80\%$  HAMFI)

■ Moderate Income ( $> 80\% \leq 100\%$  HAMFI)

■ Upper Income ( $> 100\%$  HAMFI)

# Housing Affordability

## FY 2020 Income Limits

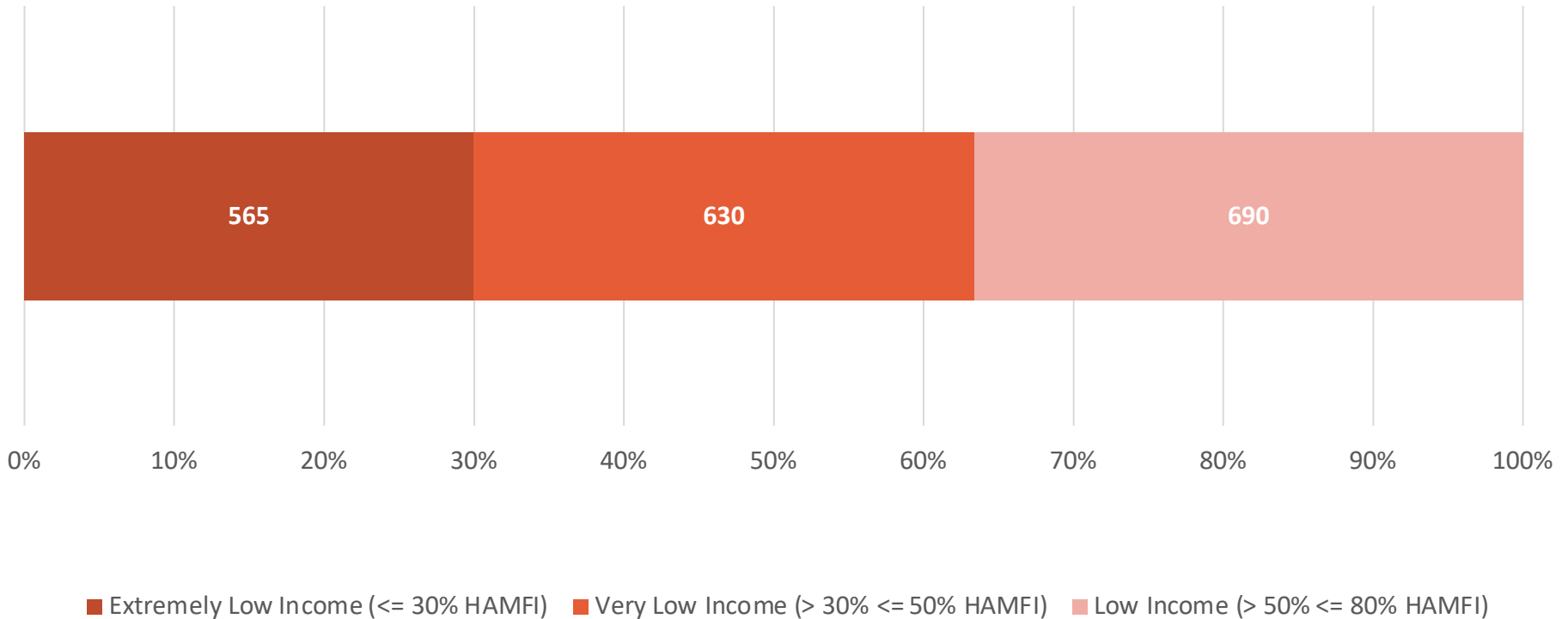
U.S. Department of Housing and Urban Development (HUD)

Area Median Income (AMI)	Income-eligible Households	Individual Household	Two-person Household	Three-person Household	Four-person Household
\$119,000	80% AMI	\$67,400	\$77,000	\$86,650	\$96,250

# Housing Affordability

## Ashland Income-eligible Households, 2015

**1,885** out of 6,595 Households (**29%**) are **eligible** to live in **deed-restricted Affordable Housing**



# Housing Affordability

## Ashland Subsidized Housing Inventory, 2017

- **410** out of 6,581 (**6.23%**) housing units in Ashland are **subsidized**
  - This figure will change after incoming developments are added to the SHI and the 2020 Census data is tabulated into the SHI
- This figure is up from **241 (3.66%)** subsidized units at the time of the last HPP
- For the **1,885 income eligible** households in Ashland, there are currently **410** units on the Town's SHI
  - For every 5 income-eligible households there is one unit on the Town's SHI





# What surprised you about the data?

**Top**

# Goals from 2015 HPP

**Goal 1:** Work to **preserve** and advance housing **affordability** in town

**Goal 2:** Maintain **high quality life** through **smart housing planning and production**

**Goal 3:** **Encourage affordability** throughout town and **target** affordable housing production to **designated sites**



**Goal 4:** Build **community awareness** of housing issues and activities

# Goals from 2015 HPP

**Goal 5:** Address unmet housing needs through **programming**

**Goal 6:** Adopt **zoning changes** to promote development of affordable housing and **diverse housing typologies**

**Goal 7:** Promote **healthy** housing



# After reviewing the data from the 2020 housing needs assessment, do you think the 2015 HPP goals are still generally relevant?

Yes, they are still extremely relevant

Yes, they are still very relevant

Yes, they are still relevant

No, the 2015 HPP goals are no longer relevant.



# Goal 1: Work to preserve and advance housing affordability in town

Extremely important

Very important

Important

Not important



# Goal 2: Maintain high quality life through smart housing planning and production

Extremely important

Very important

Important

Not important



# Goal 3: Encourage affordability throughout town and target affordable housing production to designated sites

Extremely important

Very important

Important

Not important




# Goal 4: Build community awareness of housing issues and activities

Extremely important

Very important

Important

Not important



# Goal 5: Address unmet housing needs through programming

Extremely important

Very important

Important

Not important



# Goal 6: Adopt zoning changes to promote development of affordable housing and diverse housing typologies

Extremely important

Very important

Important

Not important



# Goal 7: Promote healthy housing

Extremely  
important

Very  
important

Important

Not  
important



# What additional goals should be added to the 2020 HPP update?

**Top**

# Thank you!

## Questions or Comments?

**Peter Matchak, AICP**

[pmatchak@ashlandmass.com](mailto:pmatchak@ashlandmass.com)

Director of Planning

Town of Ashland

**Emma Snellings**

[esnellings@ashlandmass.com](mailto:esnellings@ashlandmass.com)

Assistant Town Planner

Town of Ashland

**Alex Koppelman, AICP**

[akoppelman@mapc.org](mailto:akoppelman@mapc.org)

Regional Housing + Land Use Planner II

Metropolitan Area Planning Council