



Merrimack Valley  
Planning Commission  
*plan \* develop \* promote*

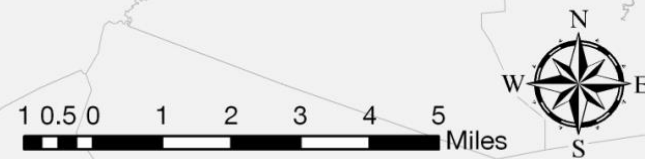
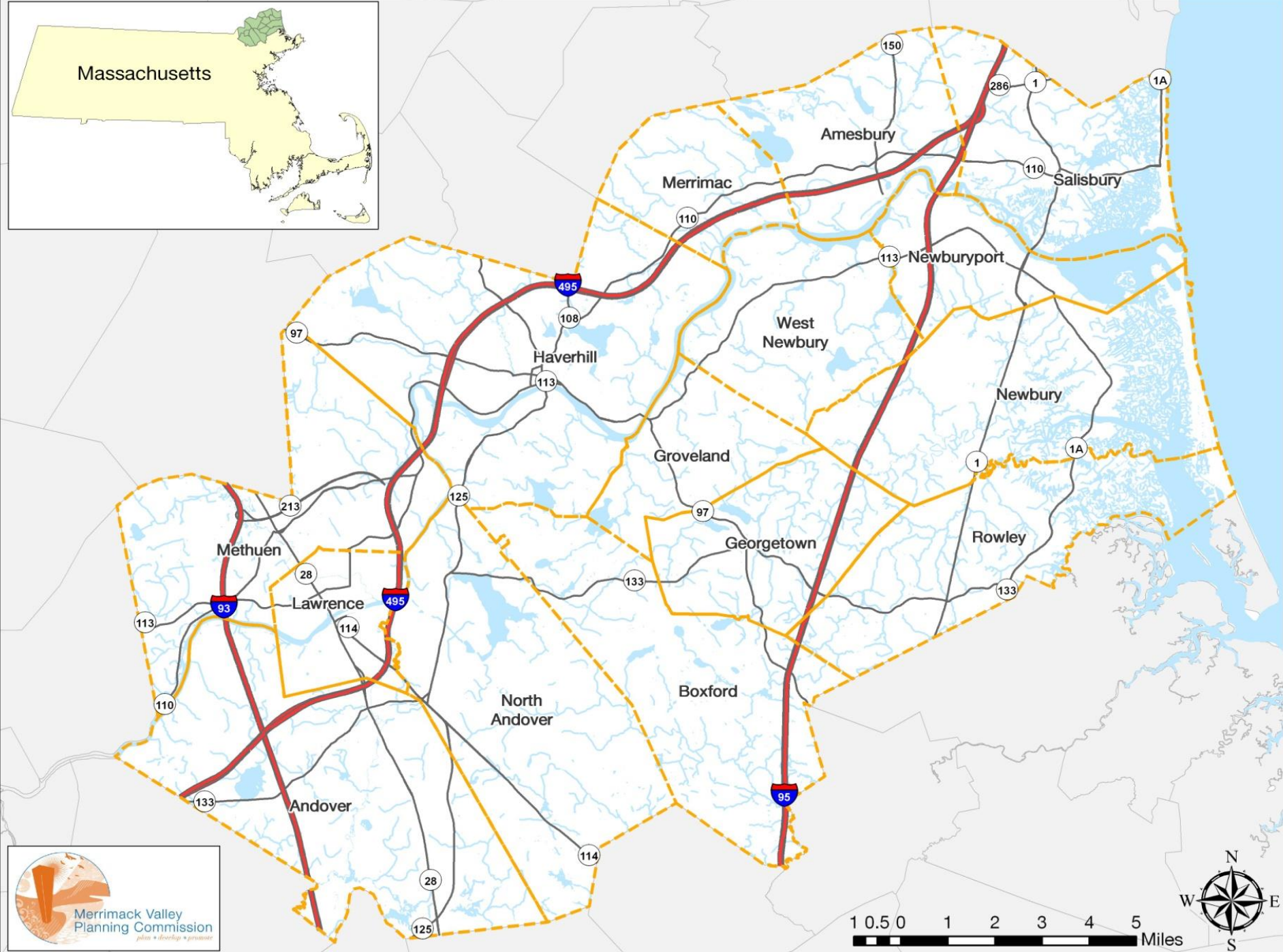
# Merrimack Valley Regional Housing Plan Rowley Community Housing Needs





# Who is MVPC?

- Established in 1959: under Regional Planning Law
- Voluntary association of 15 towns & cities
- Funding: grants & contracts with federal, state & local governments
- Governed by Board of Commissioners
- 15 Staff members: Transportation, community & economic development, environmental, & GIS





# Project Goal

Develop the first  
Regional Housing  
Plan for the  
Merrimack Valley  
that identifies  
strategies for  
developing housing  
in the region



# Project Overview

- \$150,000 from Community Compact, DLTA & MassHousing
- 12+ month project
- Multi-stakeholder process
- No cost to communities

**Outcome:** local housing production plans & regional housing strategy

# Housing Production Plan

## What is a Housing Production Plan?

- Five-year strategy to develop affordable housing
- Identifies community needs, goals, strategies
- Includes plan for 10% affordable housing units listed on Subsidized Housing Inventory



# Creating the Plan



# Project Scope





# Public Engagement

Present to Local Boards

Project Website

Community Workshops

Regional Open Houses

coUrbanize

Social Media



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Planning Commission  
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## Regional Housing Plan | Welcome

[Welcome](#)[About This Project](#)[Get Involved](#)[Who to Contact](#)[Related Information](#)[The Data](#)

### Links:

- [MVPC CoUrbanize Forum](#)
- [Department of Housing and Community Development](#)

## Merrimack Valley – Feels Like Home

Nestled in the northeast corner of Massachusetts in Essex County, the Merrimack Valley is home to nearly 350,000 residents. The housing options range from urban, loft-style apartments to large, single-family homes in less developed areas. But are the options enough for existing and future populations? Does it provide the diversity, cost, location and amenities that residents want and need?

Over the next year, the Merrimack Valley Planning Commission will collaborate with residents, communities, non-profits, colleges and universities, developers, real estate professionals, and other stakeholders to assess the needs of the Merrimack Valley residents today and how to meet the changing needs over the next five years. This year-long effort will result in the *2023 Merrimack Valley Regional Housing Plan*, with individual chapters focused on housing opportunities and challenges in the 15 communities in the region.





# MV Reg

Which Type of Housing do you Prefer?

## Merrimack Valley Regional Housing Plan



Merrimack Valley  
Planning Commission  
planning • development • promotion



**DLS**  
DIVISION OF LOCAL SERVICES  
MA DEPARTMENT OF REVENUE



# – May 24<sup>th</sup>

to be \_\_\_\_\_.

Help for members of the  
community who already face  
inadequate housing,  
work-related stress  
etc.  
affordable

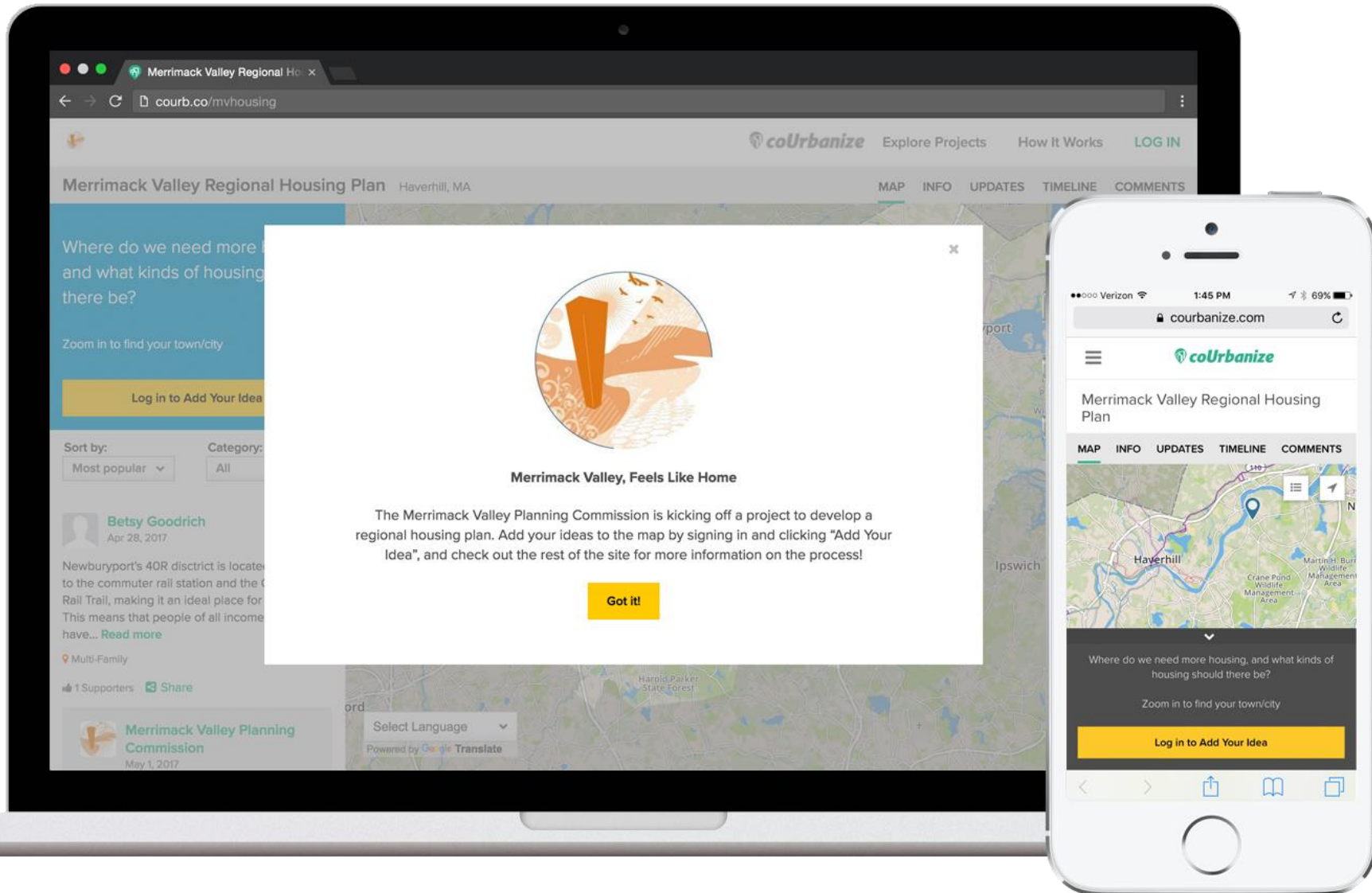
affordable  
and  
high quality!

Built

Compliant with ADA code

Middle Income  
Housing  
able to deal with  
income GAP issues

# courb.co/mvhousing







# Merrimack Valley Regional Housing Plan

HAVERHILL, MA

[Comment on this project](#)

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coUrbanizer via Text

Jun 28, 2017

North Andover needs affordable starter homes

 SUPPORTED


5 SUPPORTERS

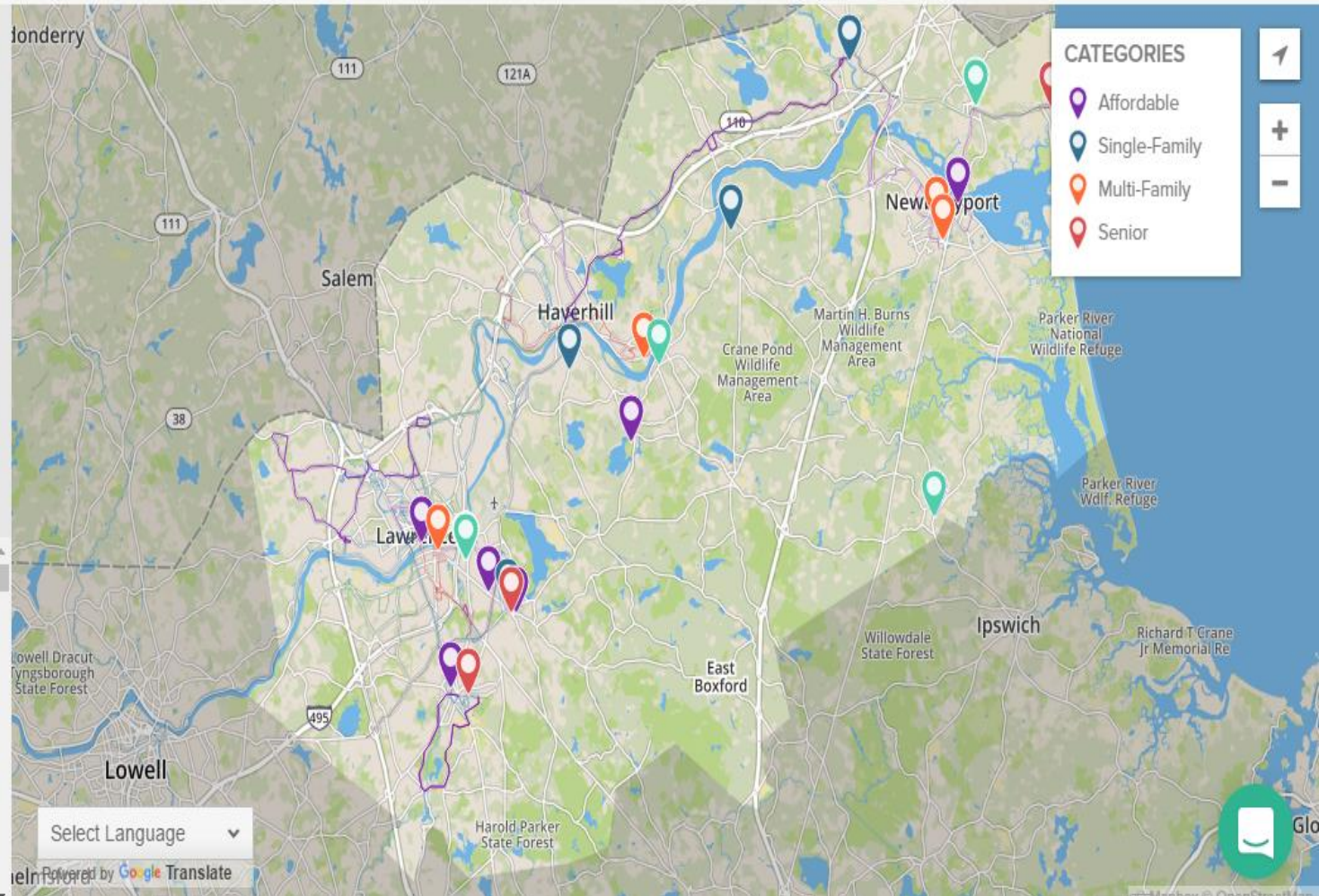
 FLAG

Select Language ▾

Powered by Google Translate

## CATEGORIES

-  Affordable
-  Single-Family
-  Multi-Family
-  Senior



# Existing Planning Efforts

Review Local Plans

Align with Current Local Planning Efforts – i.e., Master Plan

Coordinate with State Agencies

# Information Gathering

Data Collection

Interviews

Polling

coUrbanize

Windshield Surveys

# 2015 Demographics and Housing Information for Rowley

## The Data



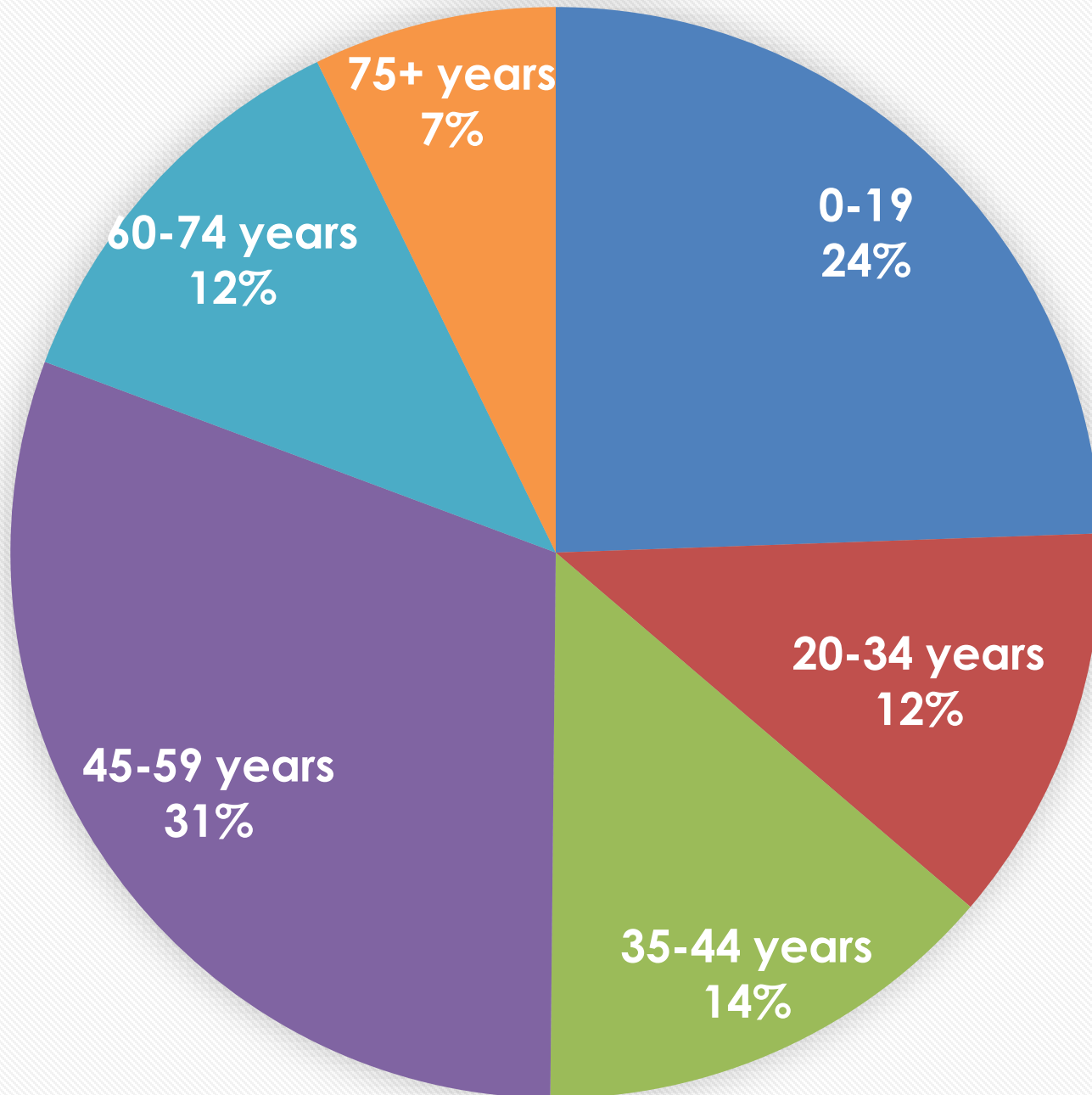


# The Data

## Sources

- U.S. Census
- American Community Survey (2011-2015)
- MassDOT
- MA Department of Housing & Community Development
- Center for Neighborhood Technology
- U.S. HUD

## Rowley Population Breakdown – 2015

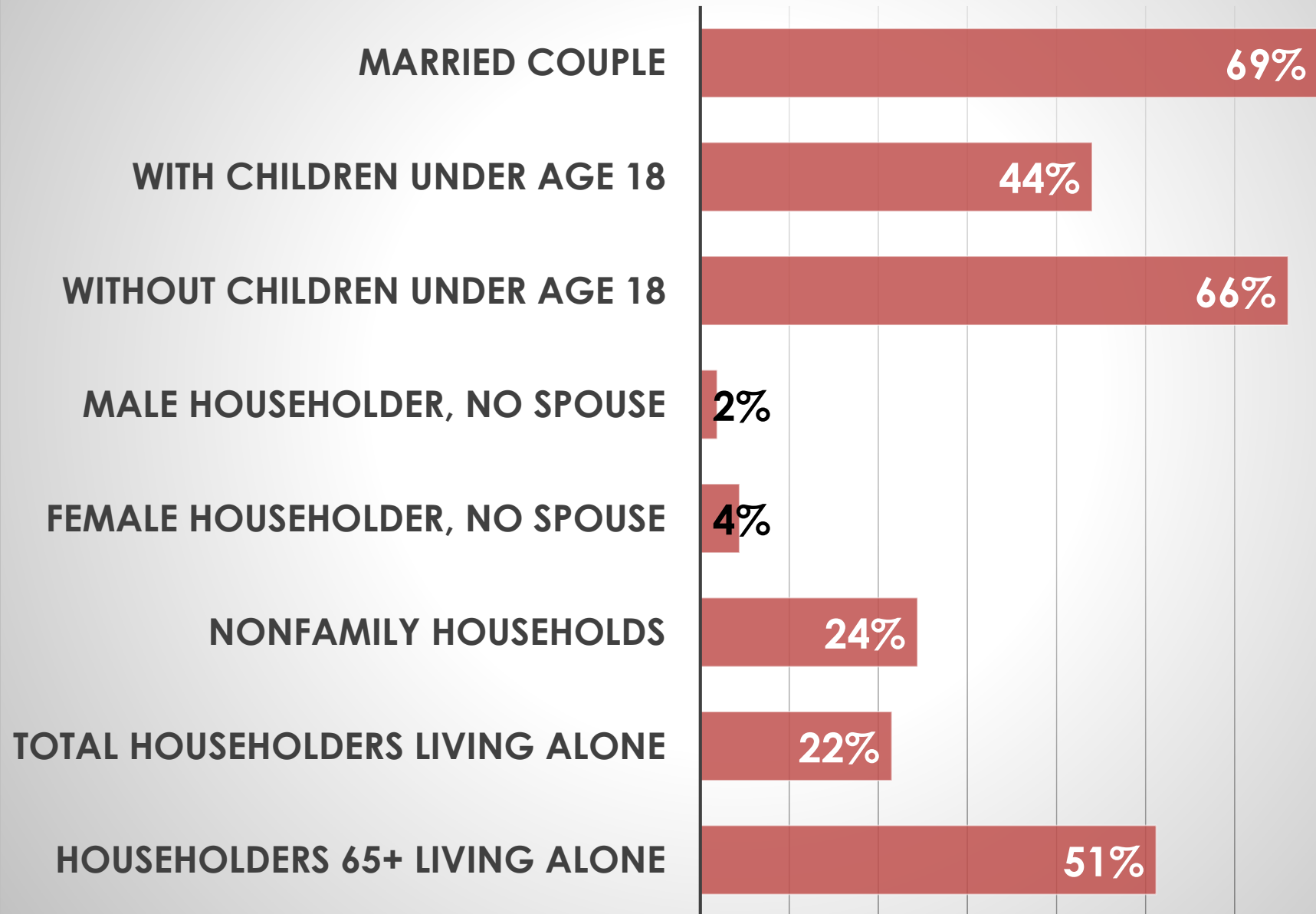


# Population Projections – Rowley & Merrimack Valley

Year	Rowley Growth Rate	Region Growth Rate
2010	4.7%	4.80%
2015	5.6%	3.00%
2020	3.8%	2.40%
2030	1.6%	5.50%
2035	-0.9%	2.20%

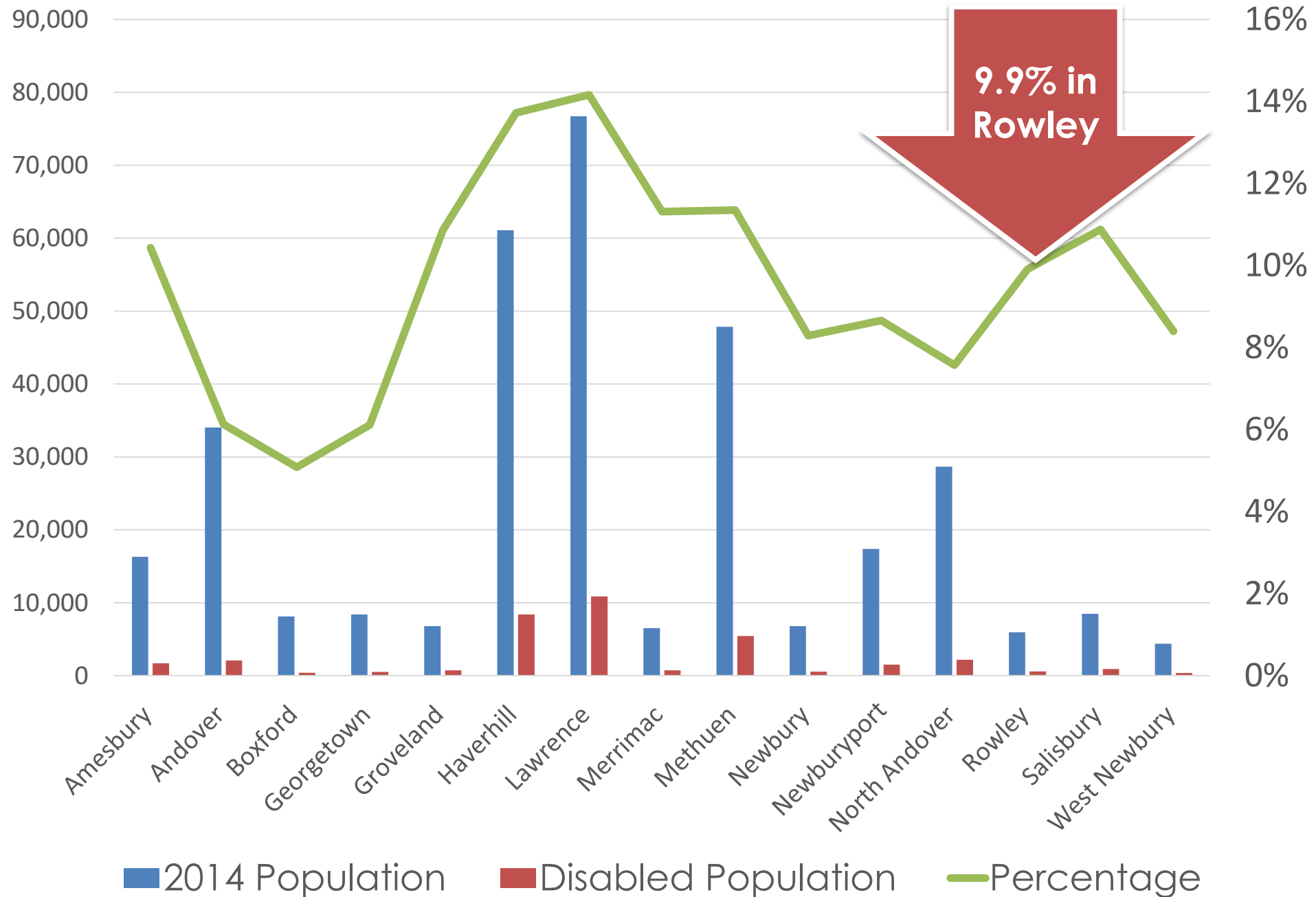
# Rowley Household Types – 2015

0% 10% 20% 30% 40% 50% 60% 70% 80%

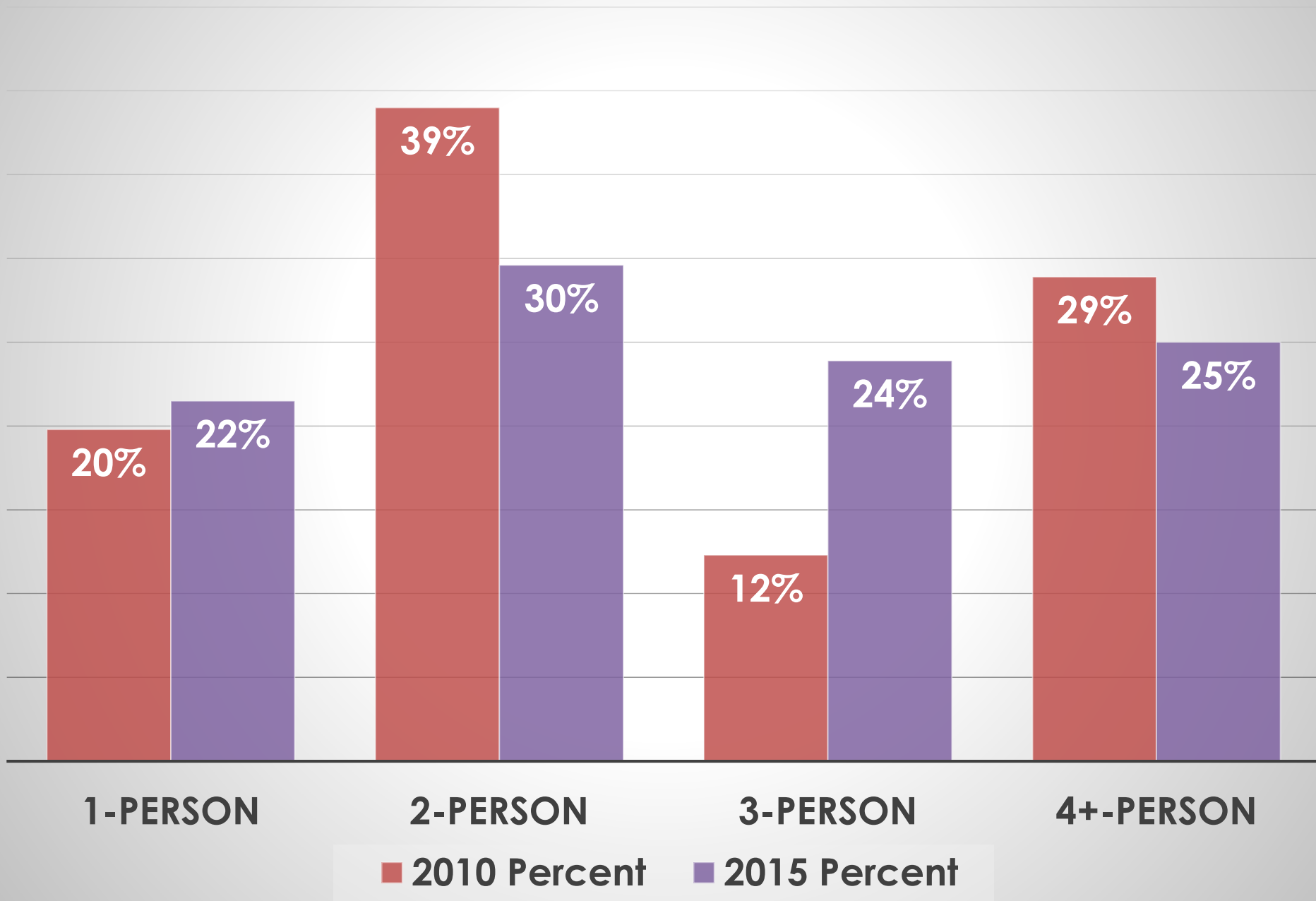




# Disabled Residents in the Merrimack Valley – 2014

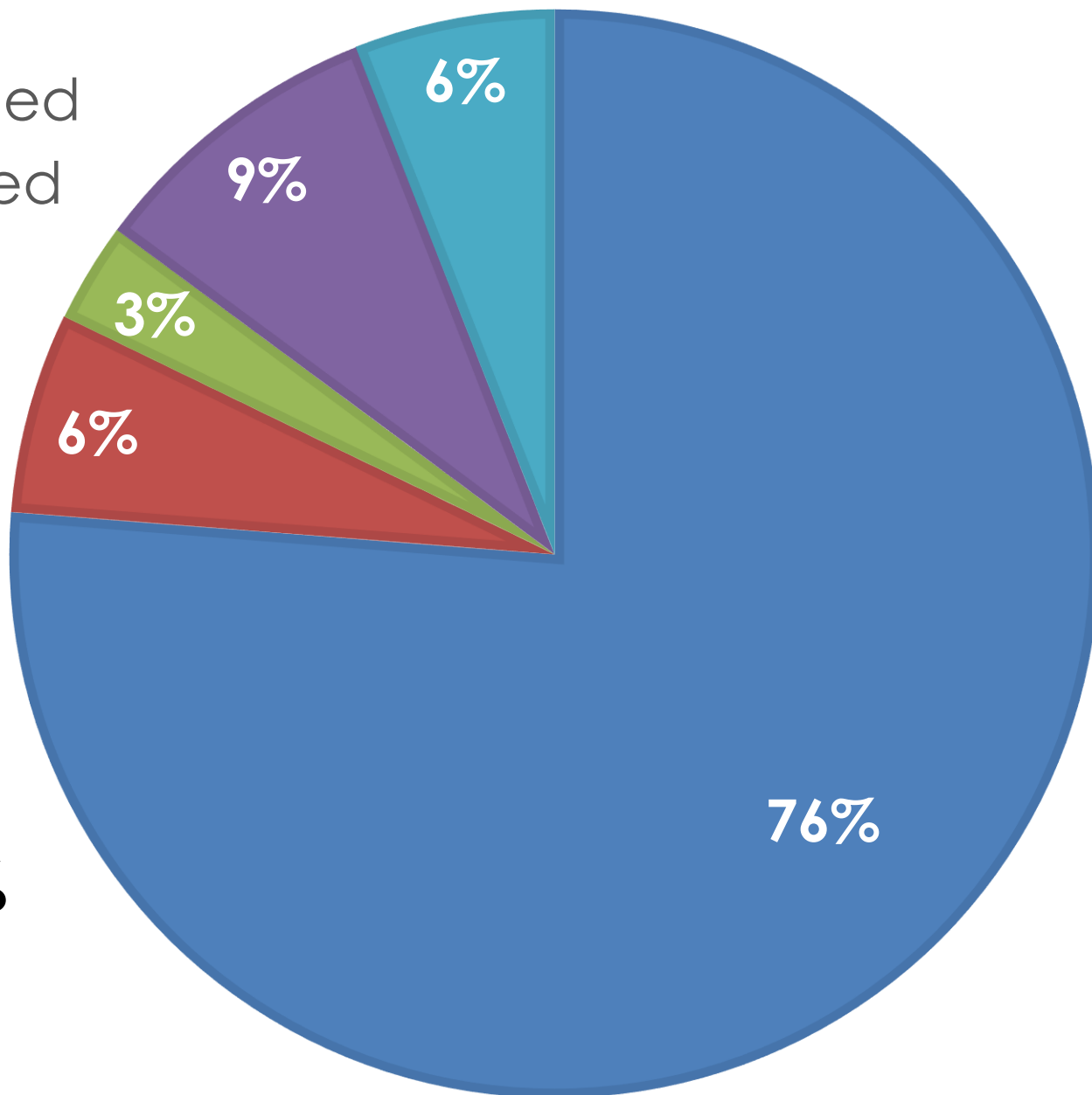


# Household Size in Rowley – 2015



## ROWLEY HOUSING UNIT TYPE – 2015

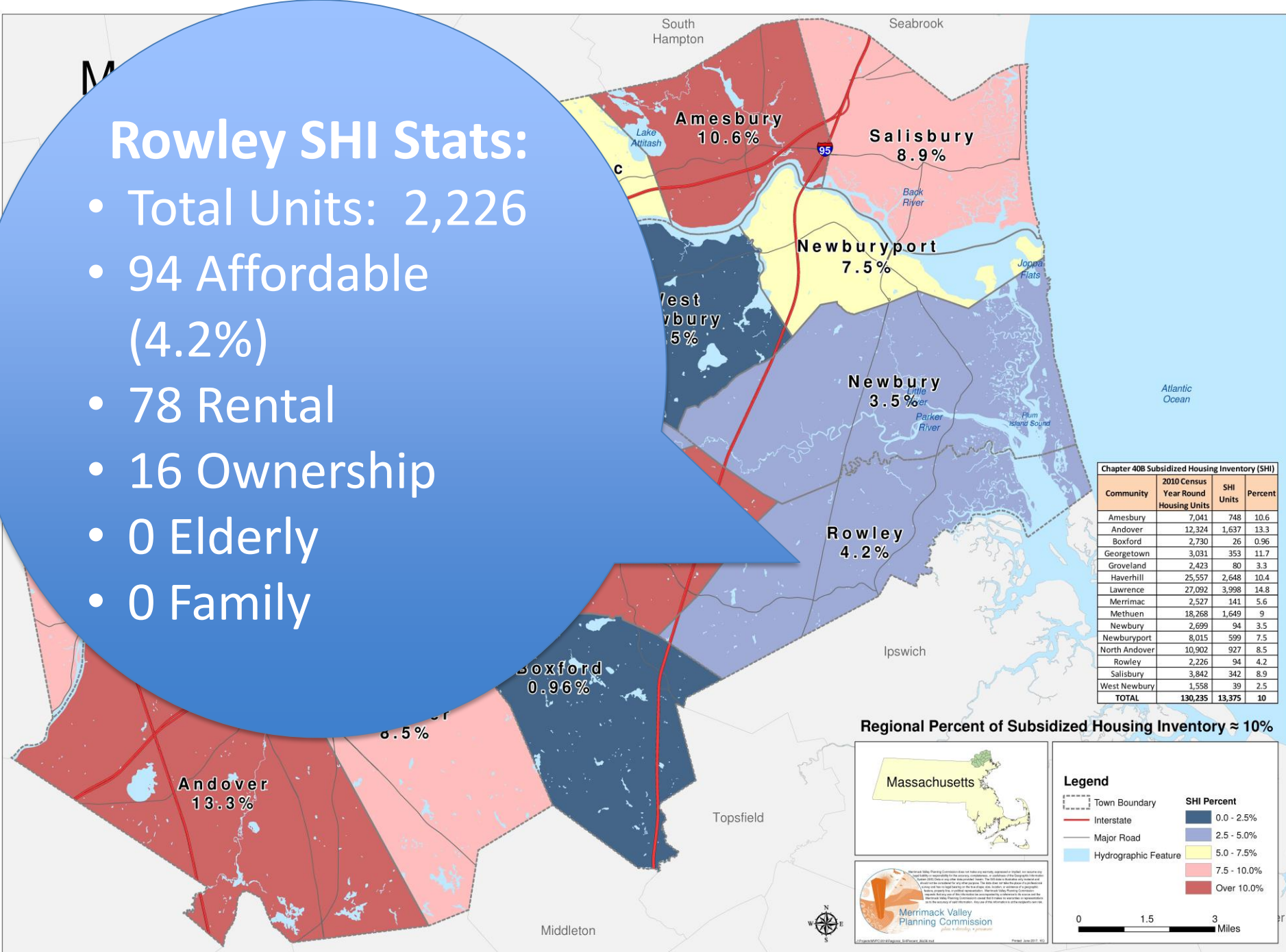
- 1-Unit, detached
- 1-Unit, attached
- 2 Units
- 3-19 Units
- 20+ Units



**Owner-occupied: 84%**  
**Renter: 16%**

# Rowley SHI Stats:

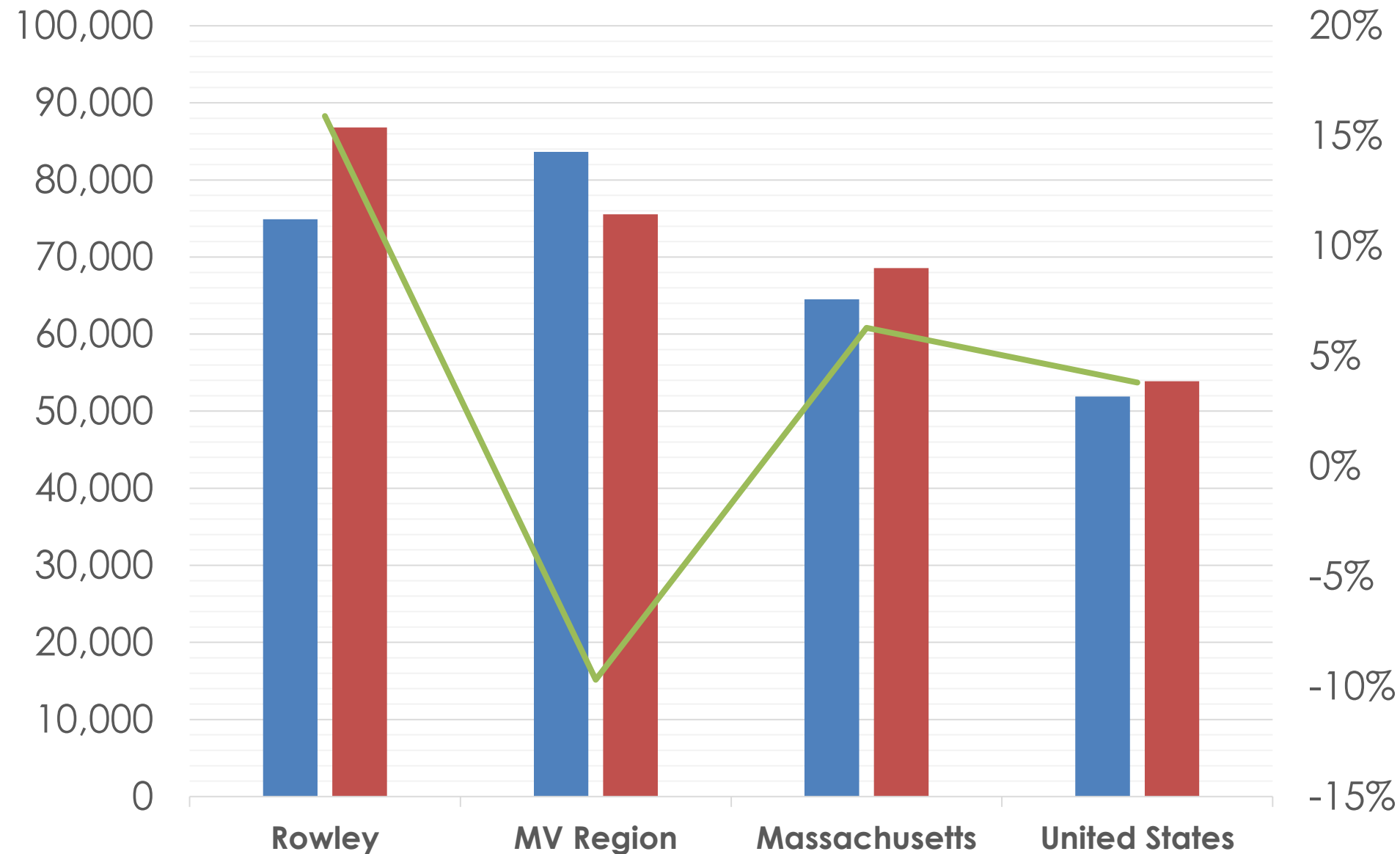
- Total Units: 2,226
- 94 Affordable (4.2%)
- 78 Rental
- 16 Ownership
- 0 Elderly
- 0 Family





# 2010-2015 Change in Median Income: Rowley, Region, State, U.S.

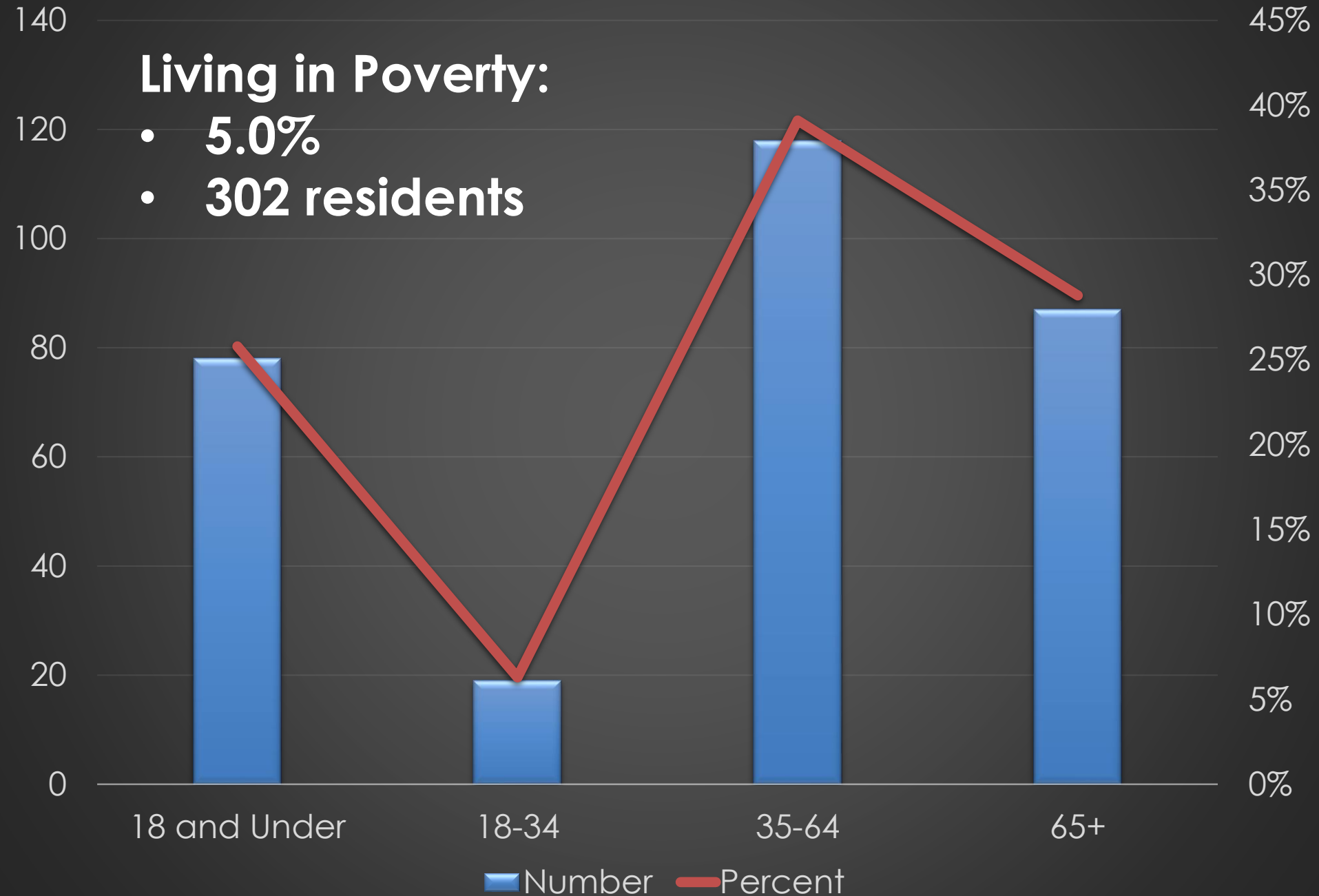
2010 2015 % Increase



## Rowley Residents in Poverty – 2015

### Living in Poverty:

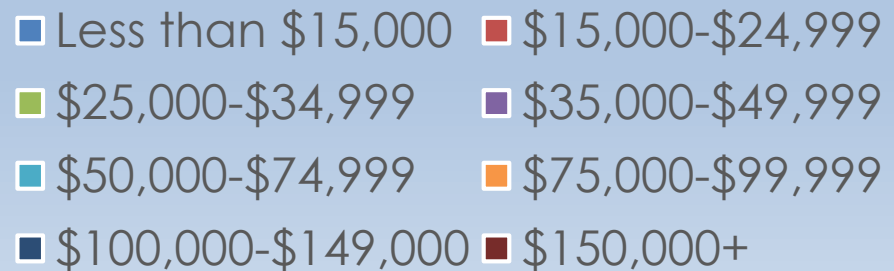
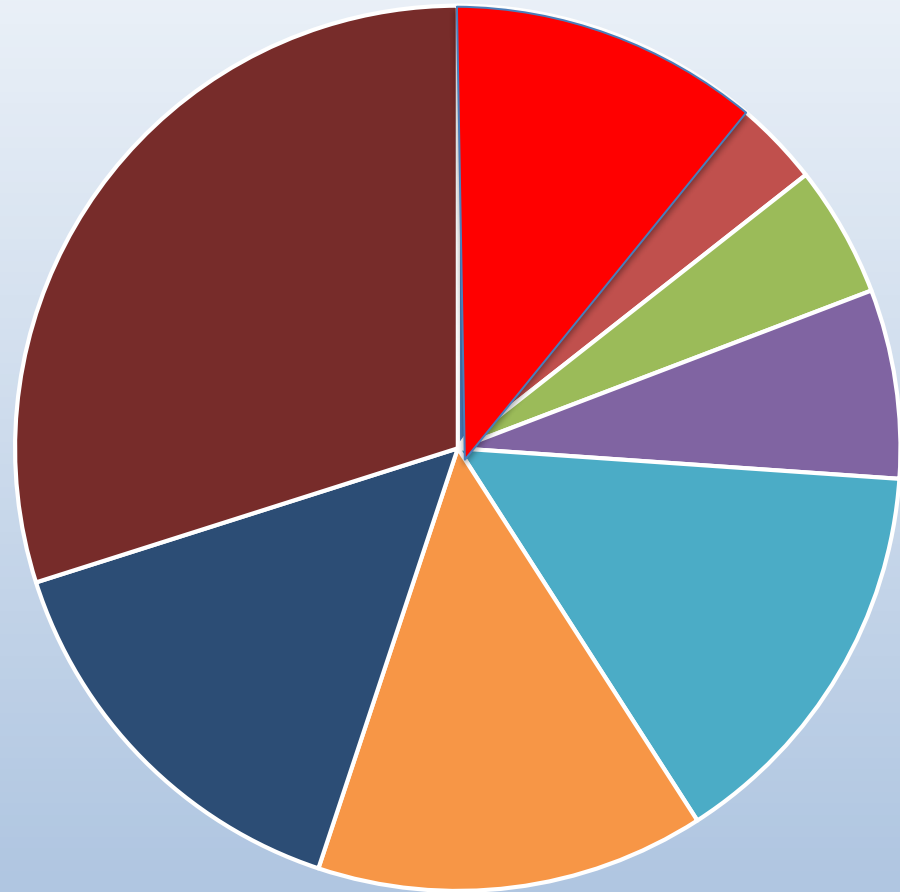
- 5.0%
- 302 residents



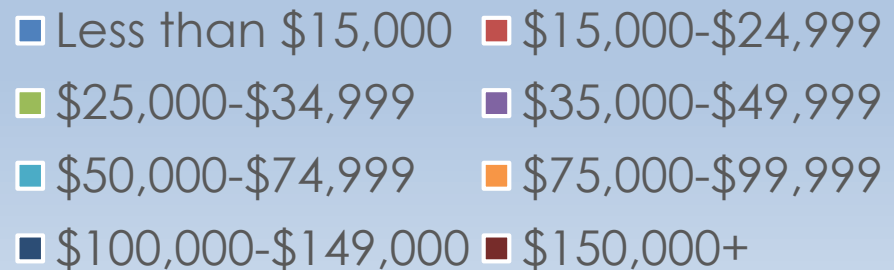
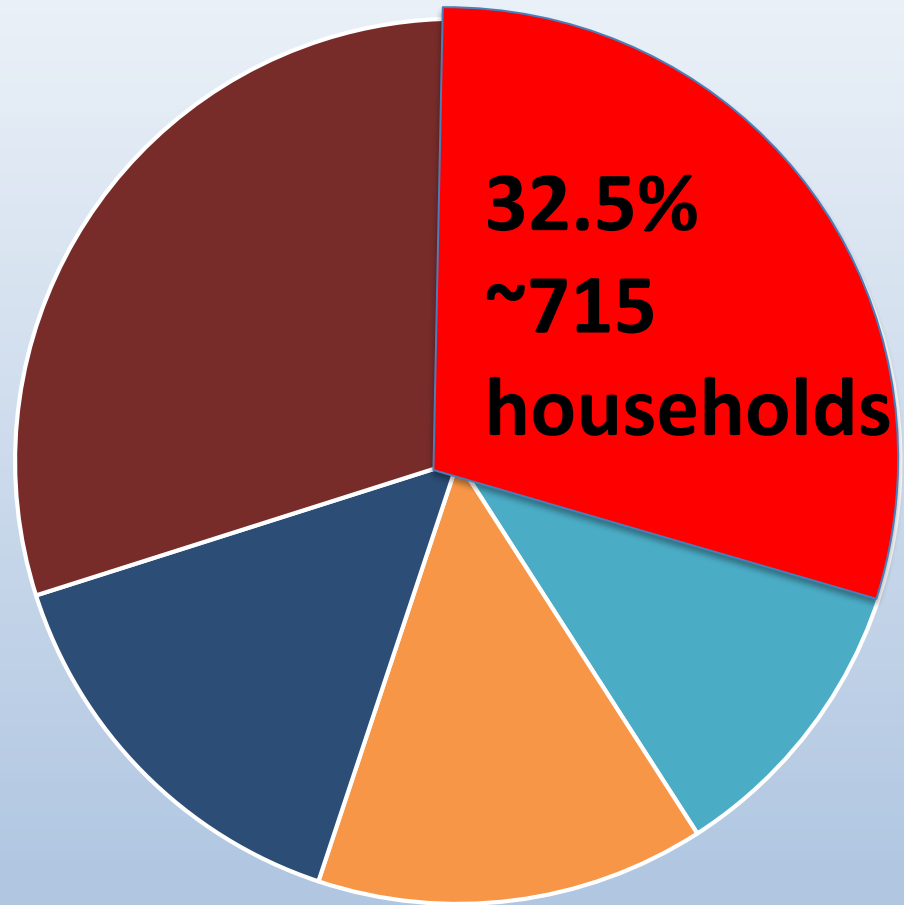
# Income Distribution in Rowley - 2015

Number of Persons in Household	Federal Poverty Guideline
1	\$12,060
2	\$16,240
3	\$20,420
4	\$24,600
5	\$28,780
6	\$32,960
7	\$37,140
8	\$41,320

Source: U.S. Dept of Health and Human Services



## Income Distribution in Rowley - 2015



	Household Size		
	1- Person	2- Person	3- Person
FY 2017			
Low (80%)	\$47,600	\$54,400	\$51,200
Very Low (50%)	\$30,700	\$35,050	\$39,450
Extremely Low	\$18,450	\$21,050	\$23,700

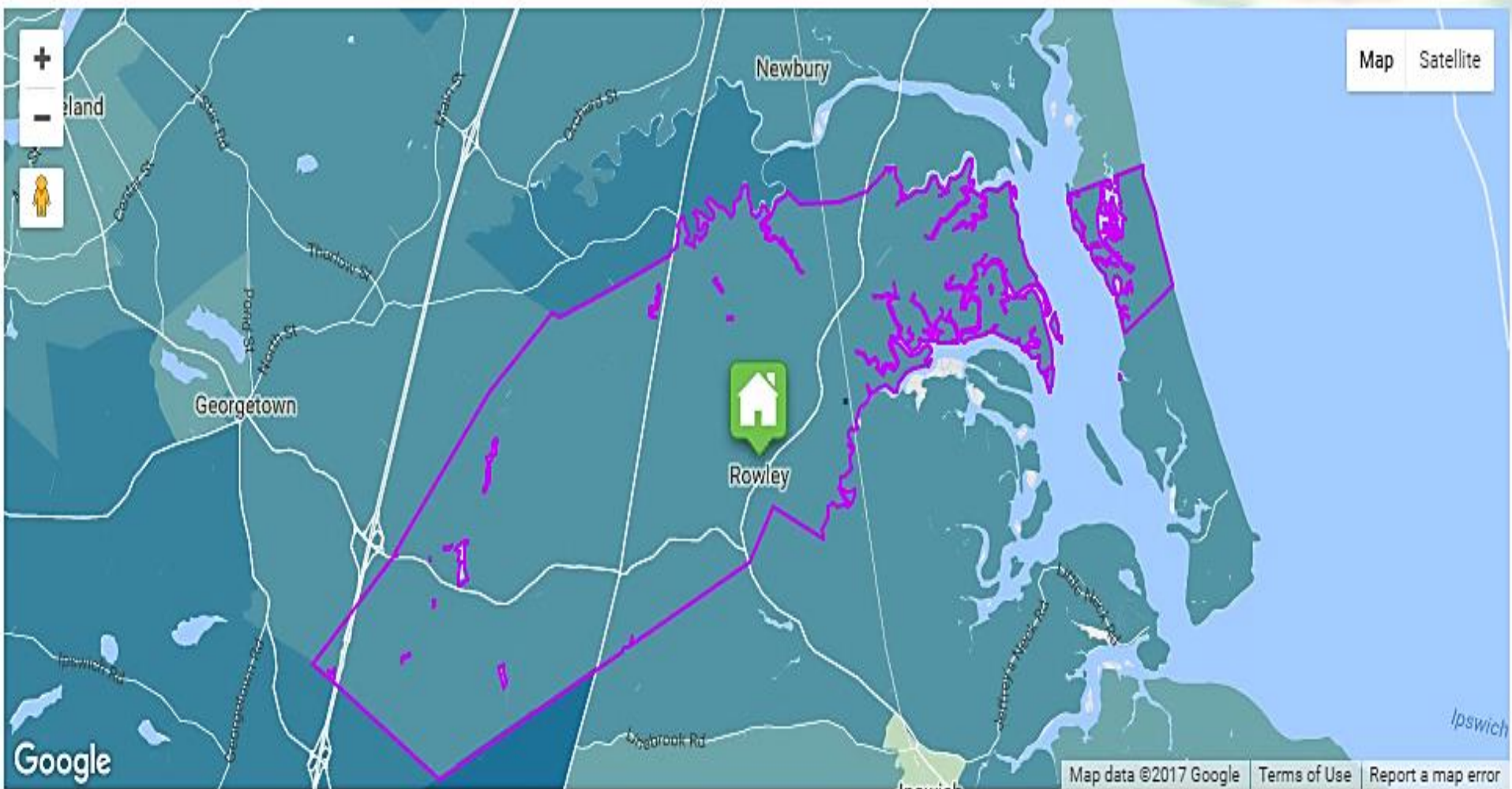
Source: HUD 2017

**Rowley  
Median  
Income =  
\$86,820**

Household: ☒ Regional Typical ☐ Regional Moderate ☐ National Typical

[Tour](#) [\[+\] Share Map](#)

Income: \$73,180 Commuters: 1.22 workers Household Size: 2.53 people



Housing + Transportation Costs % Income

☐ < 24% ☐ 24-36% ☐ 36-45% ☐ 45-54% ☐ 54-66% ☐ 66-78% ☐ 78-87% ☐ 87%+



## The Needs

### What is the Data Saying?

- 2/4-person households shrinking, 3 is growing
- Poverty focused on ages 35-64
- 9.9% residents with disabilities
- 32.5% of households making under 80% of median income
- Over half of households are paying 60% of income on housing & transportation costs

# The Needs

## What are the Needs in Rowley?

- Two person households could start growing more once kids graduate and leave the Town
- The Town worked with the HOME Consortium, but couldn't find housing that was affordable to purchase/rehab
- Downsizing is a challenge – but seniors want to stay in Town
- Investigate Andover efforts to work with developers to start constructing smaller units
- School costs are skyrocketing but elderly population is too – they can't afford the increased costs with fixed incomes
- Who is going to move into the large homes that seniors are vacating?
- Developers don't want to build apartments – septic/Title 5 issues
- “Friendly 40B” projects are needed
- Investigate the 80% median income figure for Rowley
- Housing in Town is not close to services
- Are there subsidies for innovative septic systems? Or incentives for contractors for increase in costs?
- People who grew up here can't afford to come back
- Need to build homes that are “right-sized”

# The Needs

## What are the Needs in Rowley?

- Seniors want to stay in Rowley, but don't need Assisted living yet – maybe shared housing?
- Starter homes (check out Tewksbury ranch development
- Sustainable development/green building

# Merrimack Valley Regional Open House #2:

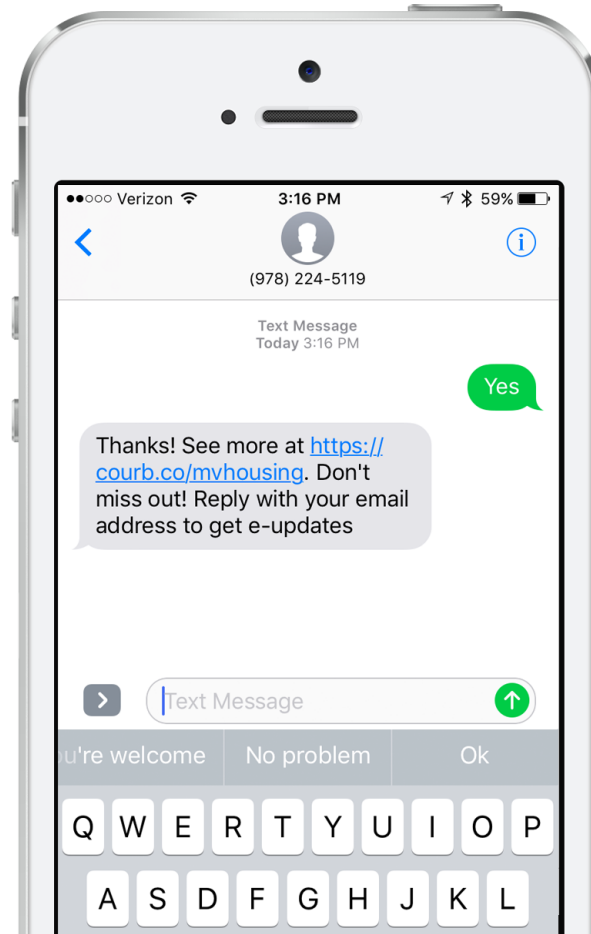
## Goals & Strategies

September 27, 2017 @6pm

Barking Dog Ale House  
77 Washington Street, Haverhill

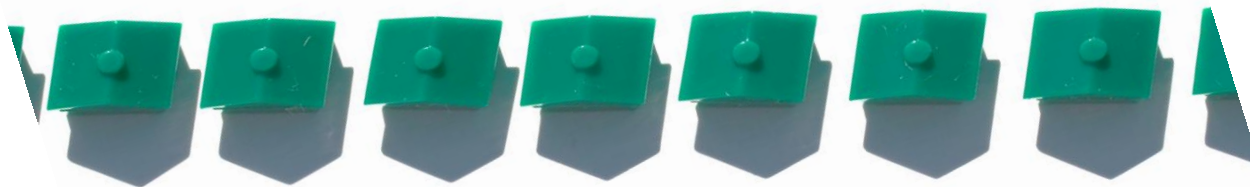


For project updates,  
text **YES** to **(978) 224-5119**





# Questions??



**Website:** <http://mvpc.org/programs/regional-housing-plan/>

**Facebook:** mvpc.org

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