



Haverhill Housing Forum

April 6, 2022

5:30 p.m. – 8:00 p.m.

H.C. Media Center, Harbor Place, Haverhill

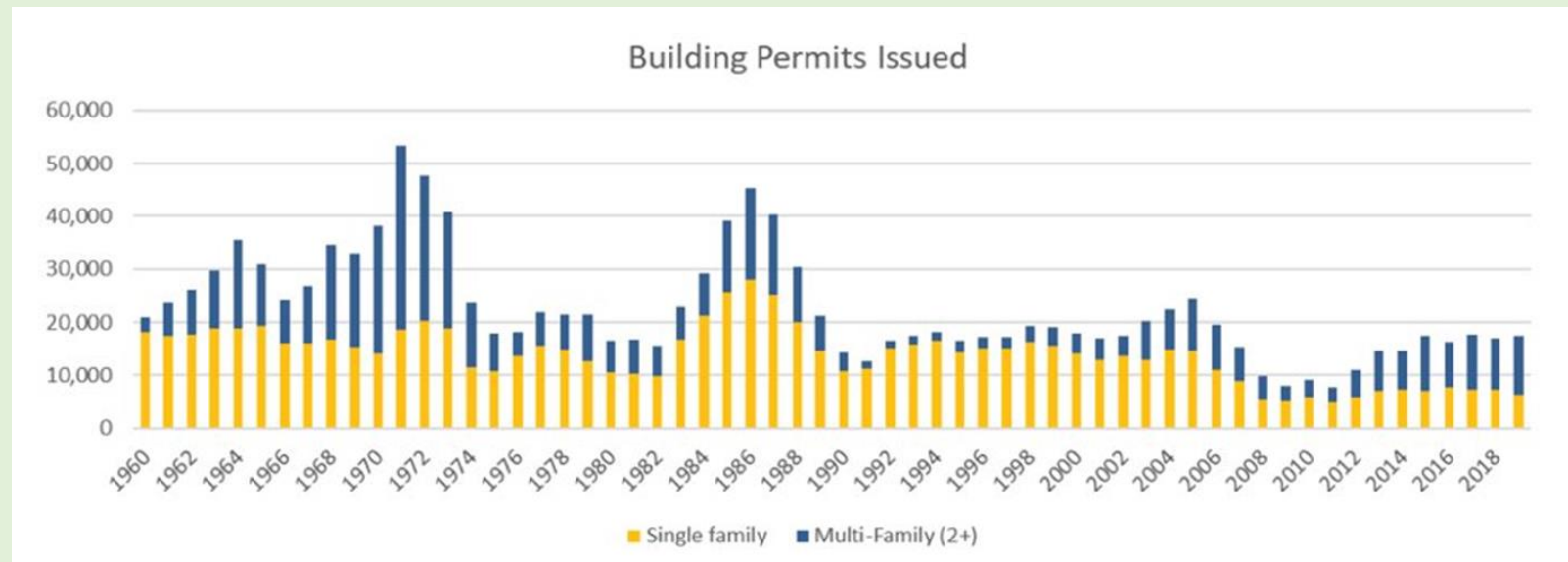


Haverhill's Housing Data

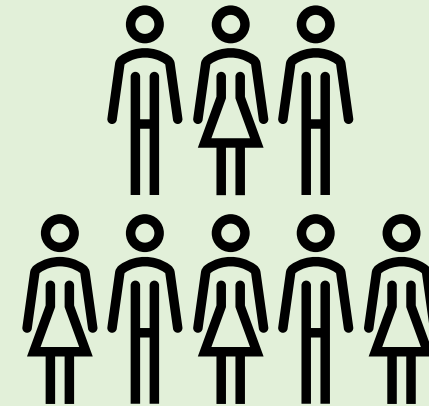
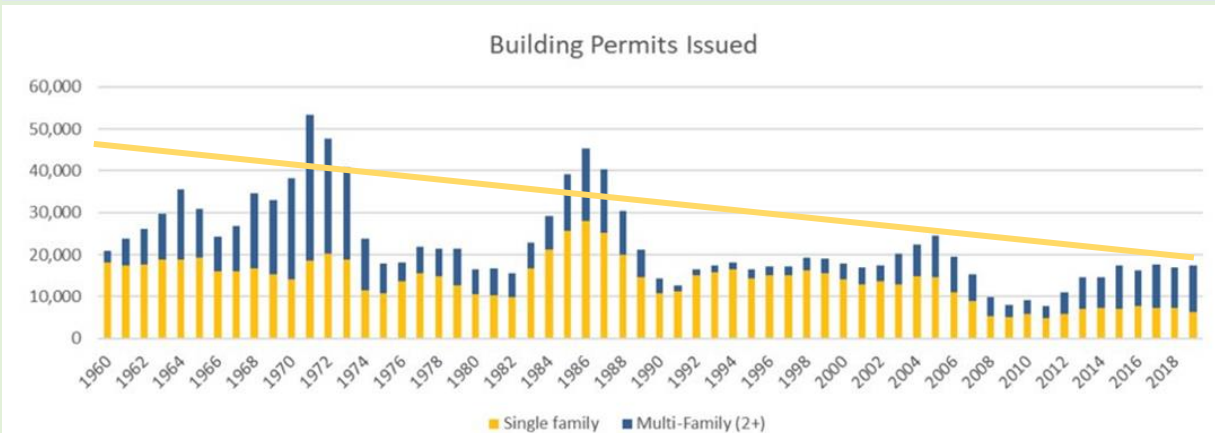
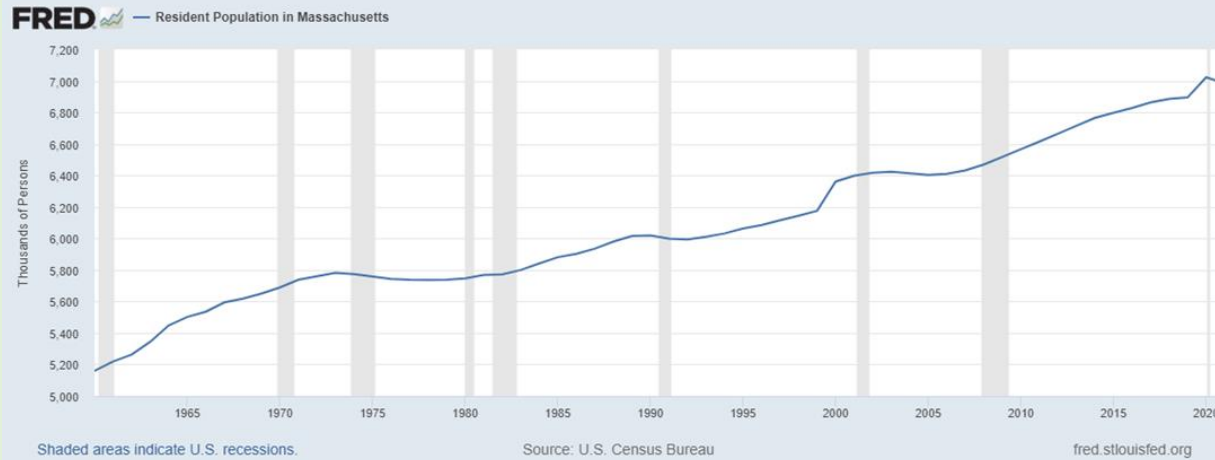
Nate Robertson | Community &
Economic Development Program
Manager, Merrimack Valley
Planning Commission

Housing Production in Massachusetts

- Between 1960 and 1990, Massachusetts communities permitted almost 900,000 housing units. Since 1990, communities have permitted fewer than 470,000 new units.
- There is an estimated shortage of 200,000 housing units in the state



People Production vs. Housing Production



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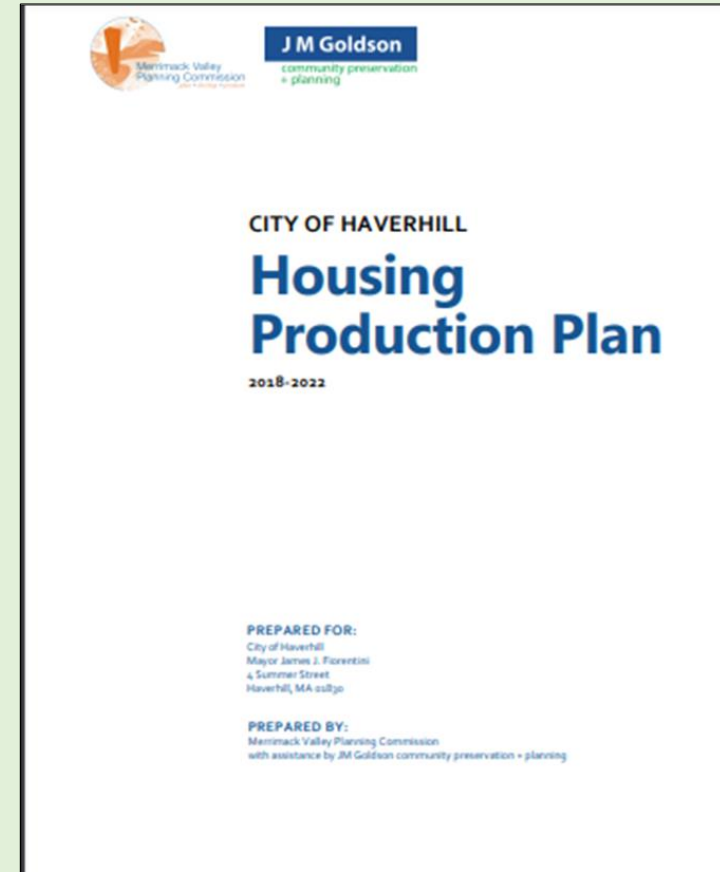
Source: St. Louis Federal Reserve, Commonwealth of Massachusetts



What is a Housing Production Plan?

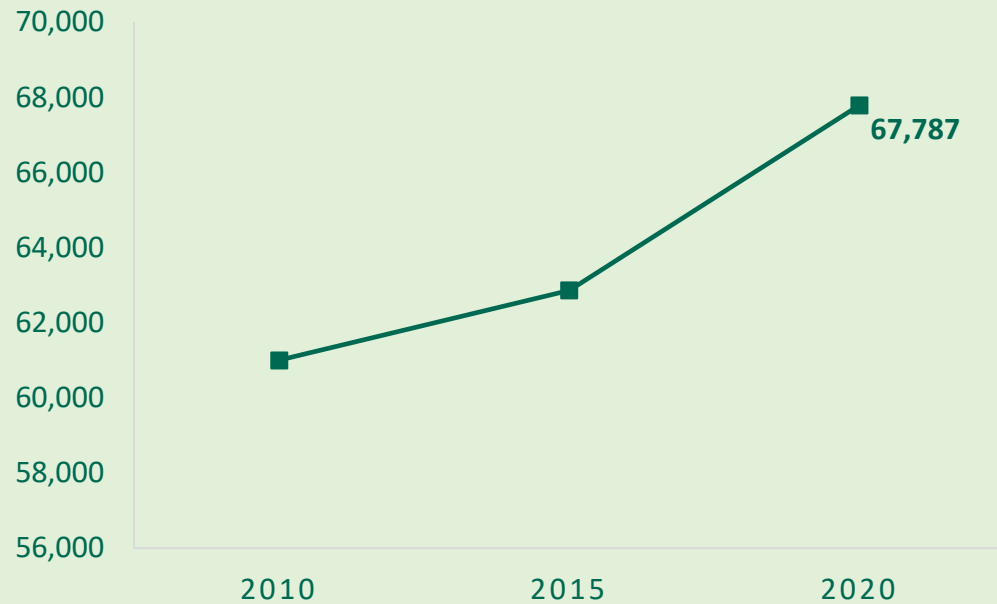
"A Housing Production Plan (HPP) is a community's proactive strategy for planning and developing Affordable housing by creating a strategy to enable it to meet its Affordable housing needs in a manner consistent with the Chapter 40B statute and regulation"

- MA Department of Housing and Community Development (DHCD)

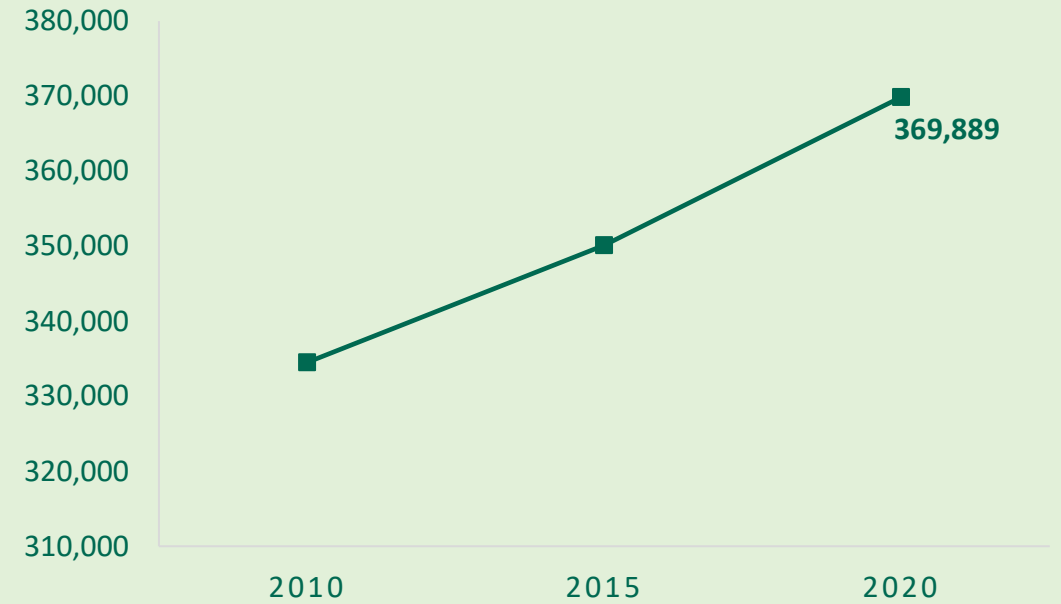


Population Growth

Haverhill



Merrimack Valley



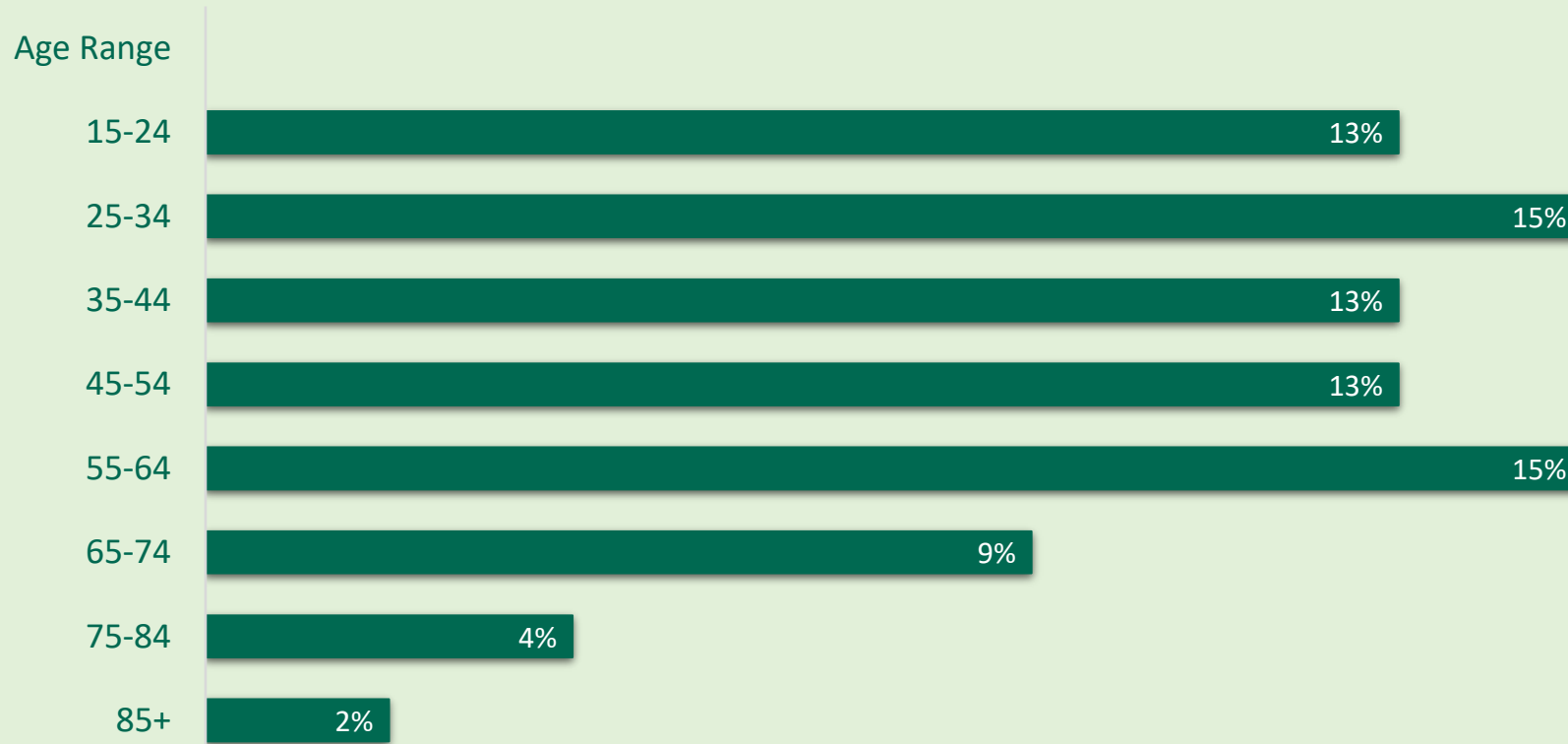
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Source: U.S. Census Bureau, Population Division

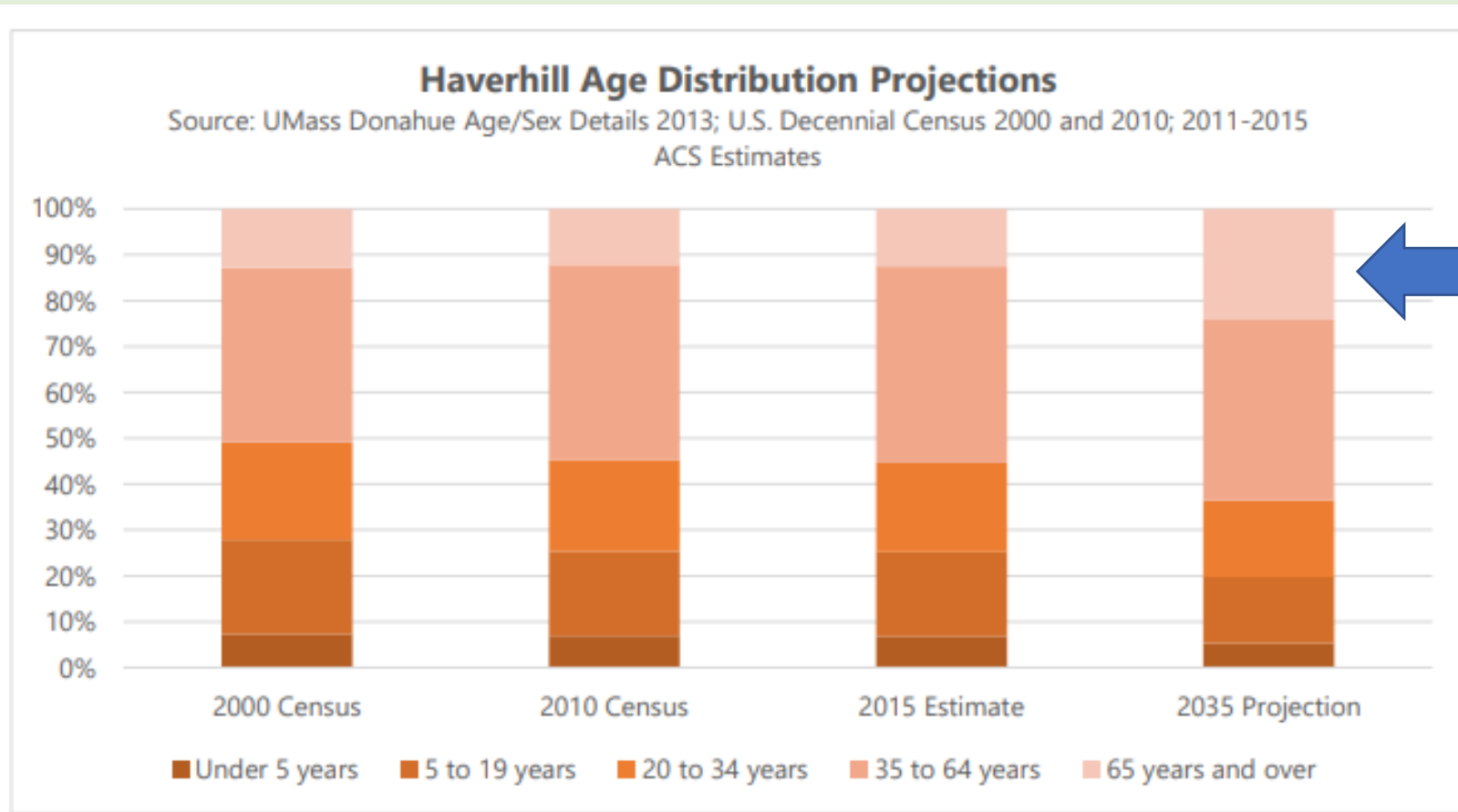


Age

% Haverhill Residents by Age 15 Years Or Older



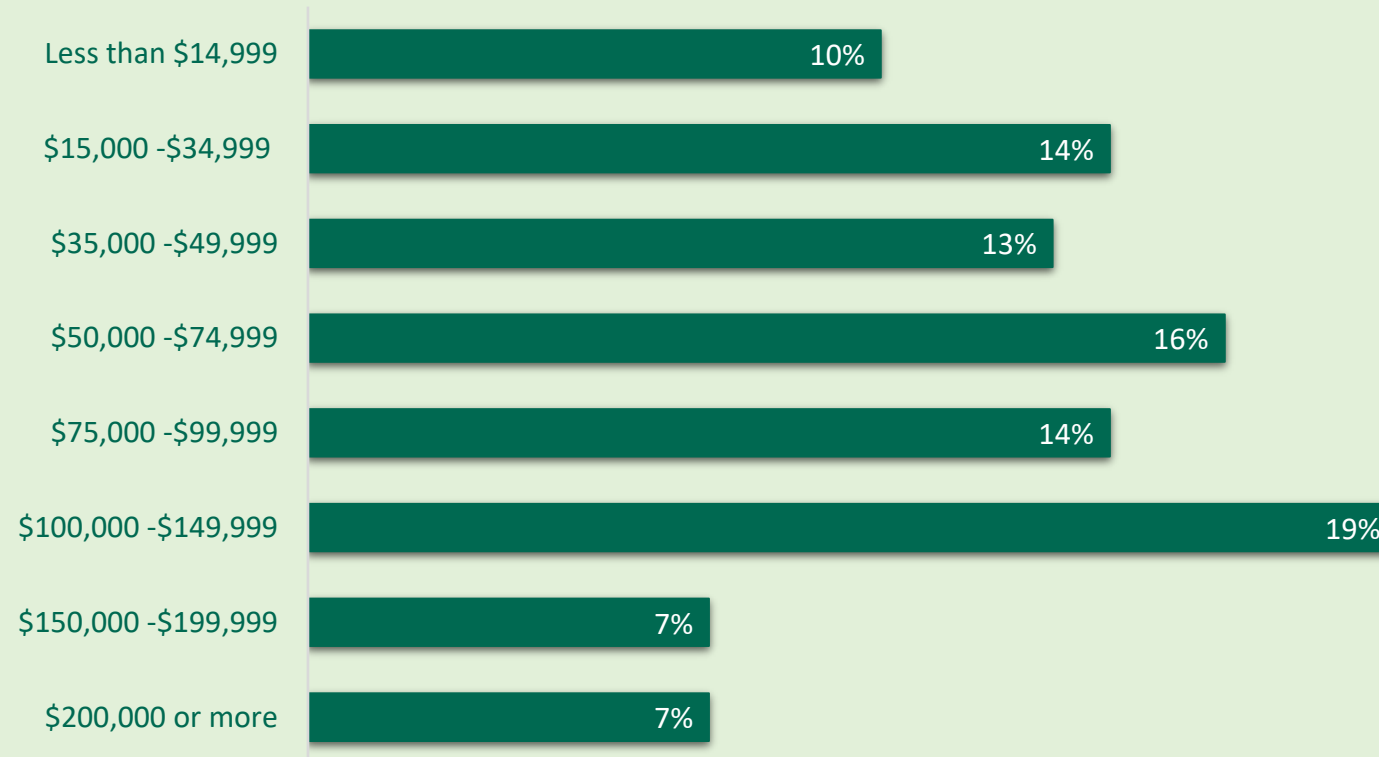
Age Projections



Haverhill is projected to **double its 65+ population** around the next decade

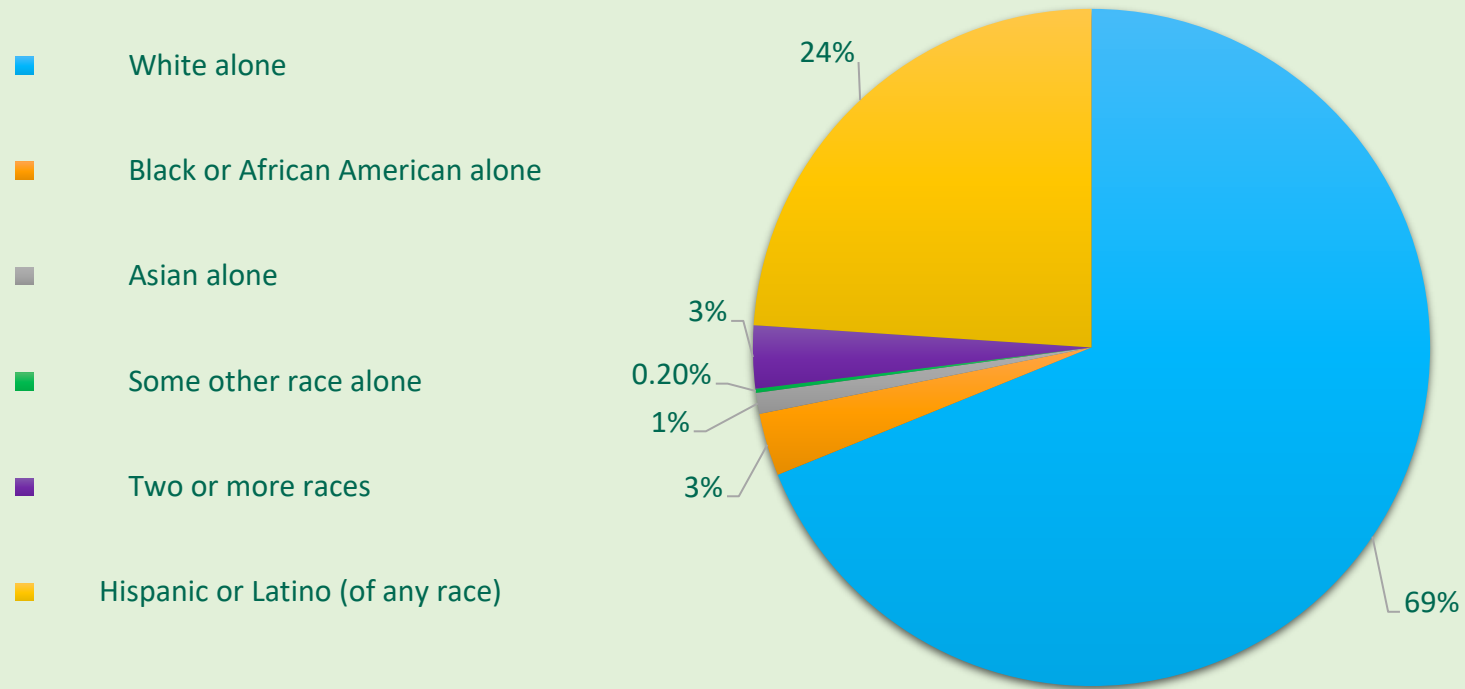
Income

% Haverhill Households by Household Income



Race/Ethnicity Breakdown

Haverhill Residents by Race/Ethnicity



Housing Data Breakdown

Total Occupied Households: 24,612

Average Household Size: 2.55

Share of Owners vs. Renters

42% Renter-Occupied

58% Owner-Occupied

Average Monthly Rent vs. Average Home Price

1 Bedroom: \$1550 (+11% Y/Y)

2 Bedroom \$1870 (+15% Y/Y)

Average Home: \$455,477 (+16%

Y/Y +49% ten-year change)



Haverhill MA - Bing images

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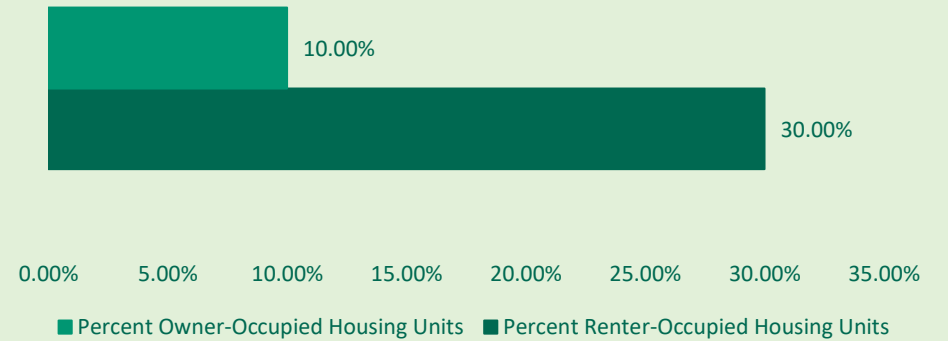
Source: 2020 US American Community Survey, 2020 Rent Zumper Report, 2020 Zillow Sales Report



Owners vs Renters by Race/Ethnicity

Race/Ethnicity	Percent Owner-Occupied Households	Percent Renter-Occupied Households
White	89%	73%
Black or African American	2%	5%
American Indian and Alaska Native	0%	0.20%
Asian	1%	1%
Native Hawaiian and Other Pacific Islander	0%	0%
Some other race	4%	15%
Two or more races	4%	7%
Hispanic or Latino origin	10%	30%

Percent Hispanic/Latino Owner-Occupied Households vs. Renter-Occupied



24% of Haverhill's total population is Hispanic/Latino, yet Latino people only comprise about 10% of Haverhill homeowners



Understanding Affordability



- Housing is considered **“affordable”** when rent or mortgage, plus utilities, is no more than **30%** of a household’s gross income

Understanding Affordability

affordable

Naturally occurring affordability, with no restrictions on income or rent.

“Woah, I can’t believe what a good deal this apartment is!”

Anyone can live there, as long as you make it past the landlord’s checks.

Affordable

Built or preserved with local, state, or federal funds, or uses these funds to operate.

Has restrictions on maximum incomes and maximum rents.

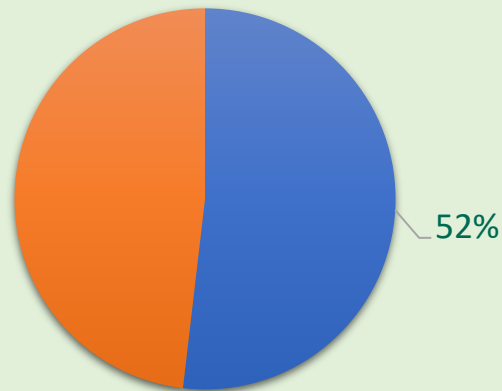
Only people earning less than a certain max income can qualify to live there.



Housing Cost Burden: Renters vs. Owners in Haverhill

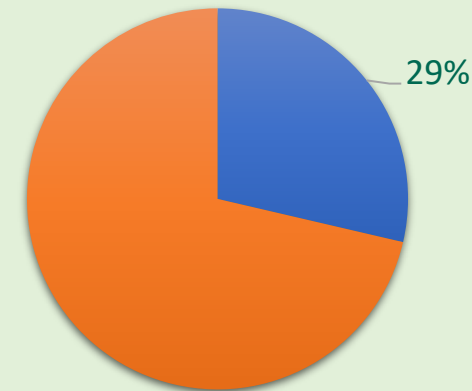
Share of Cost Burdened Renter-Occupied Households

■ Cost Burdened Renter Households



Share of Cost Burdened Owner-Occupied Households

■ Cost Burdened Owner Households



Who Qualifies for Affordable Housing?

- Affordable housing options can be available to people in a wide range of incomes, typically below 80% of the Area Median Income (AMI).
- For Haverhill that looks like this:

Household Size						
	1 Person	2 People	3 People	4 People	5 People	6 People
80% of the Area Median Income	\$55,950	\$63,950	\$71,950	\$79,900	\$86,300	\$92,700



Affordable Housing Units Supply/Demand

- Haverhill has **2,744 Affordable housing units**, a little over 10% of Haverhill's total housing units.
 - 7,359** households between \$50k and \$100k some of these qualify for Affordable Housing
 - 9,033** households below the \$50k and could qualify for an Affordable Housing Unit
 - 2,826** households below to **poverty line** alone (\$13,590)

Income	Households	Percentage
Less than \$35k	5,907	24%
\$35k - \$50k	3,126	13%
\$50k - \$75k	3,889	16%
\$75k - \$100k	3,470	14%
\$100k - \$150k	4,602	19%
\$150k +	3,643	15%
Total	24,637	100%

Affordability Qualifier						
People	1	2	3	4	5	6
80% of the AMI	\$55,950	\$63,950	\$71,950	\$79,900	\$86,300	\$92,700

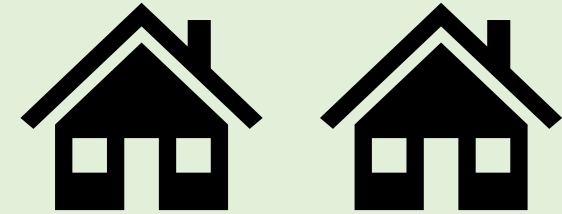


Key Recommendations: More Housing

1. Encourage development of housing that is affordable to both low- and moderate-income households



2. Develop more market rate, multi-family residential housing to provide a range of housing choices



3. Encourage pathways to ownership

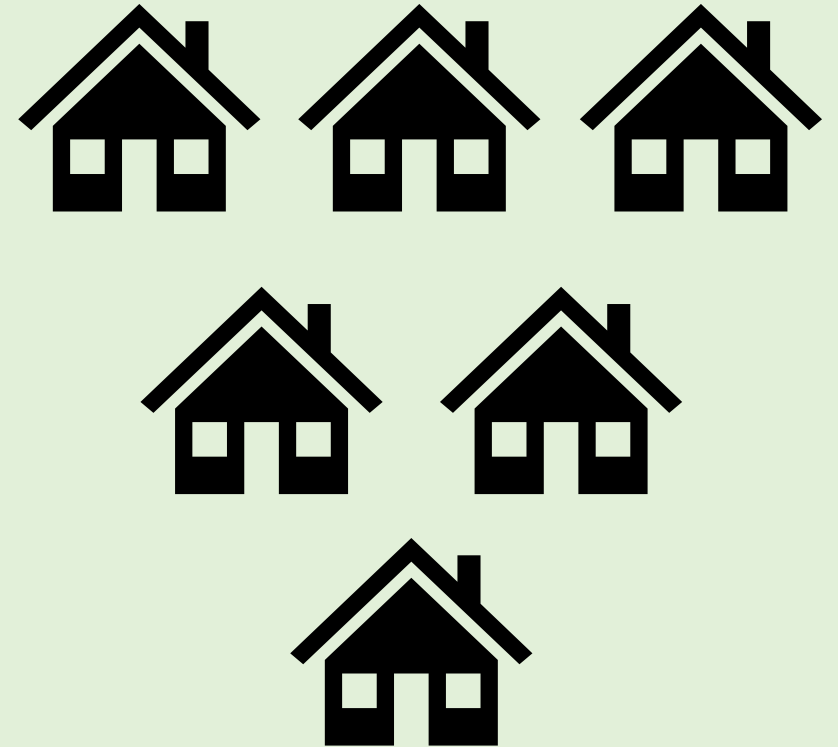


Key Recommendations: Tools to Look At

1. City Inclusionary Zoning Bylaw

2. Affordable Housing Trust

3. Accessory Dwelling Units (ADUs)





Housing FAQs in MA and Haverhill

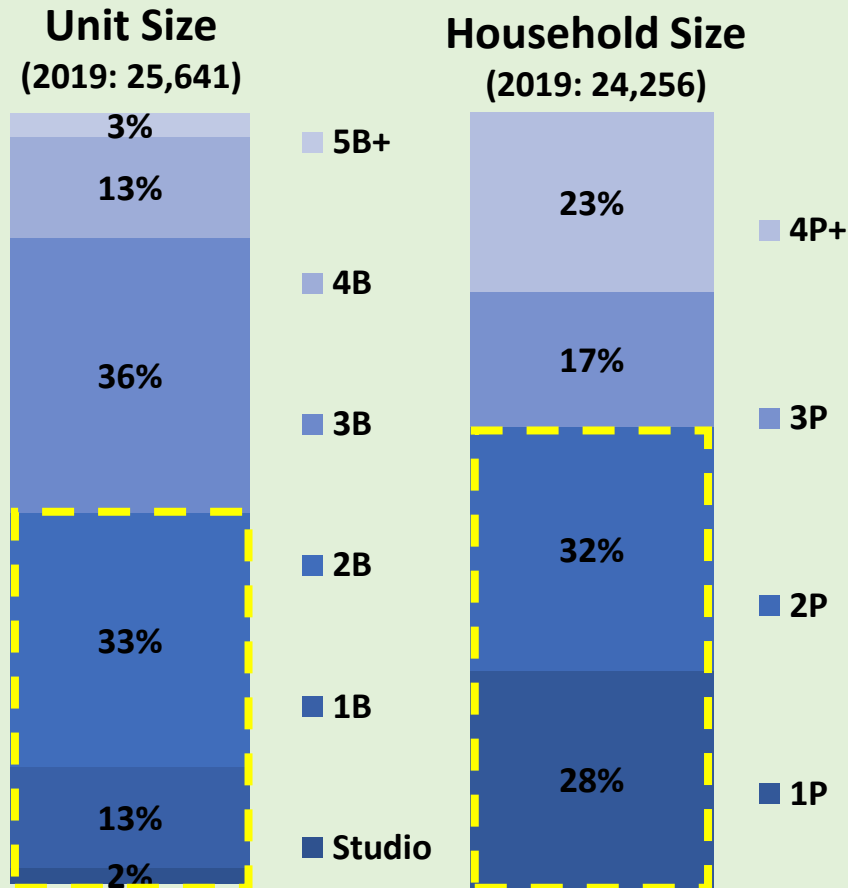
Christine Madore | Senior
Development Manager, MA Housing
Partnership

Andrew Herlihy | Division Director,
Community Development, City of
Haverhill

**Q: Haverhill already has enough people.
Won't new housing just attract more
people from outside of Haverhill?**



Supply does not meet demand



Supply + Demand Mismatch: Haverhill's housing inventory may not meet the demands its own residents. 60% of households consist of 1-2 people but only 48% of housing stock are smaller units (studio-2 bedrooms).

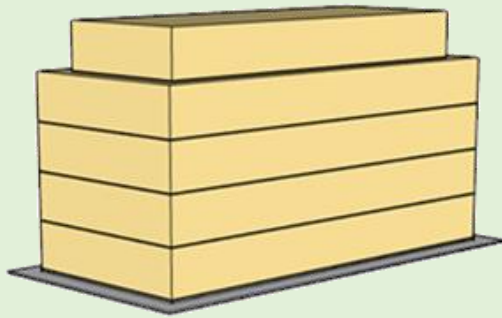
Smaller households in Haverhill are disproportionately renters (66%) that are more cost-burdened than owners. Renters in Haverhill are disproportionately households of color.

Tight housing market: A healthy vacancy rate is between 5-8%. Haverhill's rates are 4% for rentals and 0.9% owners. A low vacancy rate indicates a tight market with challenges in housing turnover: more people are competing for fewer units.

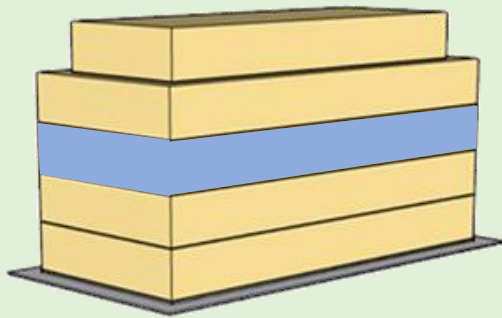
Q: New housing developments only create luxury units that Haverhill residents cannot afford



You can change Haverhill's destiny



Without Inclusionary Zoning
100 Units: 100 Market Rate



With Inclusionary Zoning
100 Units: 90 Market Rate
10 Affordable

Haverhill City Council can change the status quo by adopting **inclusionary zoning** to meet the needs of people and families with different income levels.

2021 HUD Income Limits
Median Family Income: \$105,400

Persons in Family	80% AMI	60% AMI	50% AMI
1	\$55,950	\$43,260	\$36,050
2	\$63,950	\$49,440	\$41,200
3	\$71,950	\$55,620	\$46,350
4	\$79,900	\$61,740	\$51,450

You can change Haverhill's destiny



Municipal Affordable Housing Trust

- Public entity created by City Council to create & preserve affordable housing
- Support local control of housing initiatives
- Engage in real estate activity
- Make timely decisions based on local need
- Collect \$ from variety of sources



Community Preservation Act

- A small surcharge on local property tax up to 3% adopted via referendum
- Earmarks \$ for housing, open space & rec, historic preservation
- State Community Preservation Trust Fund provides 39.4% match
- Can issue bonds against future revenue



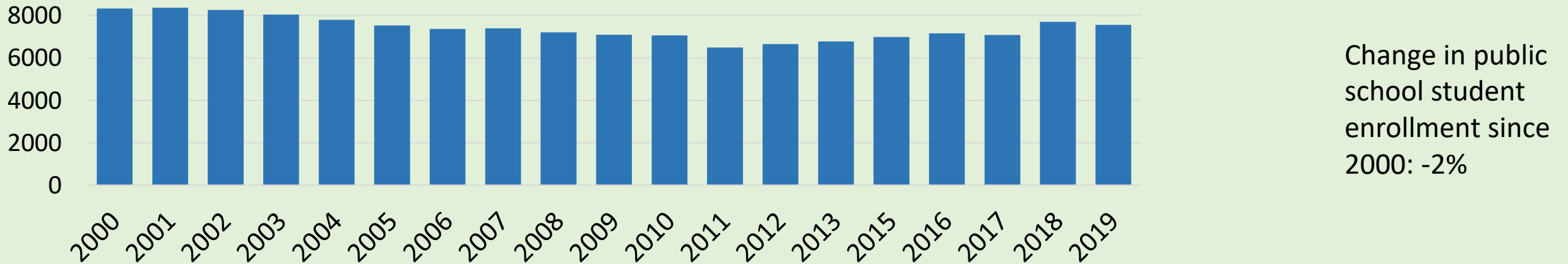
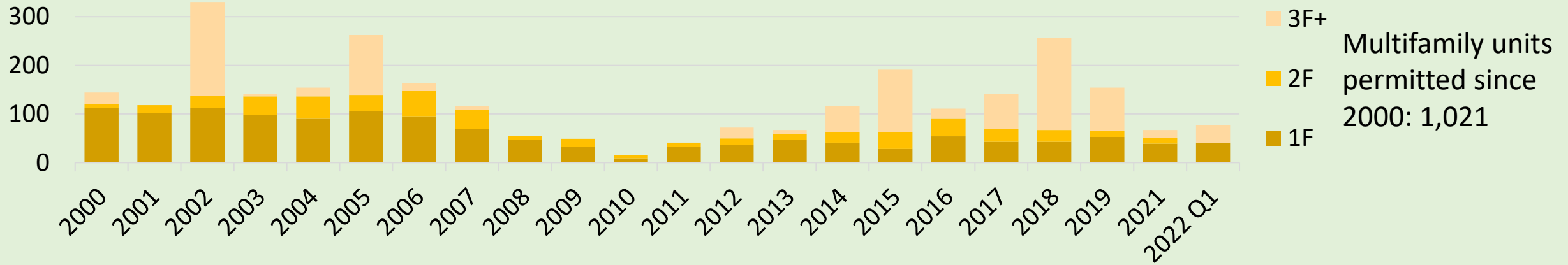
Accessory Dwelling Units



Q: Won't new housing developments just put more stress on Haverhill's public schools by increasing the student population?



New housing doesn't always mean more students



Q: Haverhill should be focused on creating more jobs, not housing.



Housing is an essential part of economic development

	Property	Use	FY21 Assessed	FY21 Taxes
1	National Grid/NE Power	Utility	\$191,004,129	\$4,402,349
2	Tennessee Gas	Utility	\$23,365,700	\$576,198
3	Forest Acres/Evergreen	Apartments	\$38,484,400	\$517,230
4	Forest City/Hamel Mill Lofts	Apartments	\$33,529,394	\$450,635
5	Valley/Demoulas/Delta	Retail	\$29,202,368	\$393,630
6	Verizon	Utility	\$16,166,000	\$391,958
7	The Residences at Little River	Apartments	\$27,453,026	\$370,003
8	Merrimack Valley Hospital	Hospital	\$21,045,621	\$294,629
9	Pine Brook Place	Apartments	\$21,181,581	\$285,334
10	Cordovan/BC Walnut Street	Apartments	\$16,089,744	\$217,062

Five of Haverhill's top ten tax revenue generators in FY21 are multifamily residential developments.

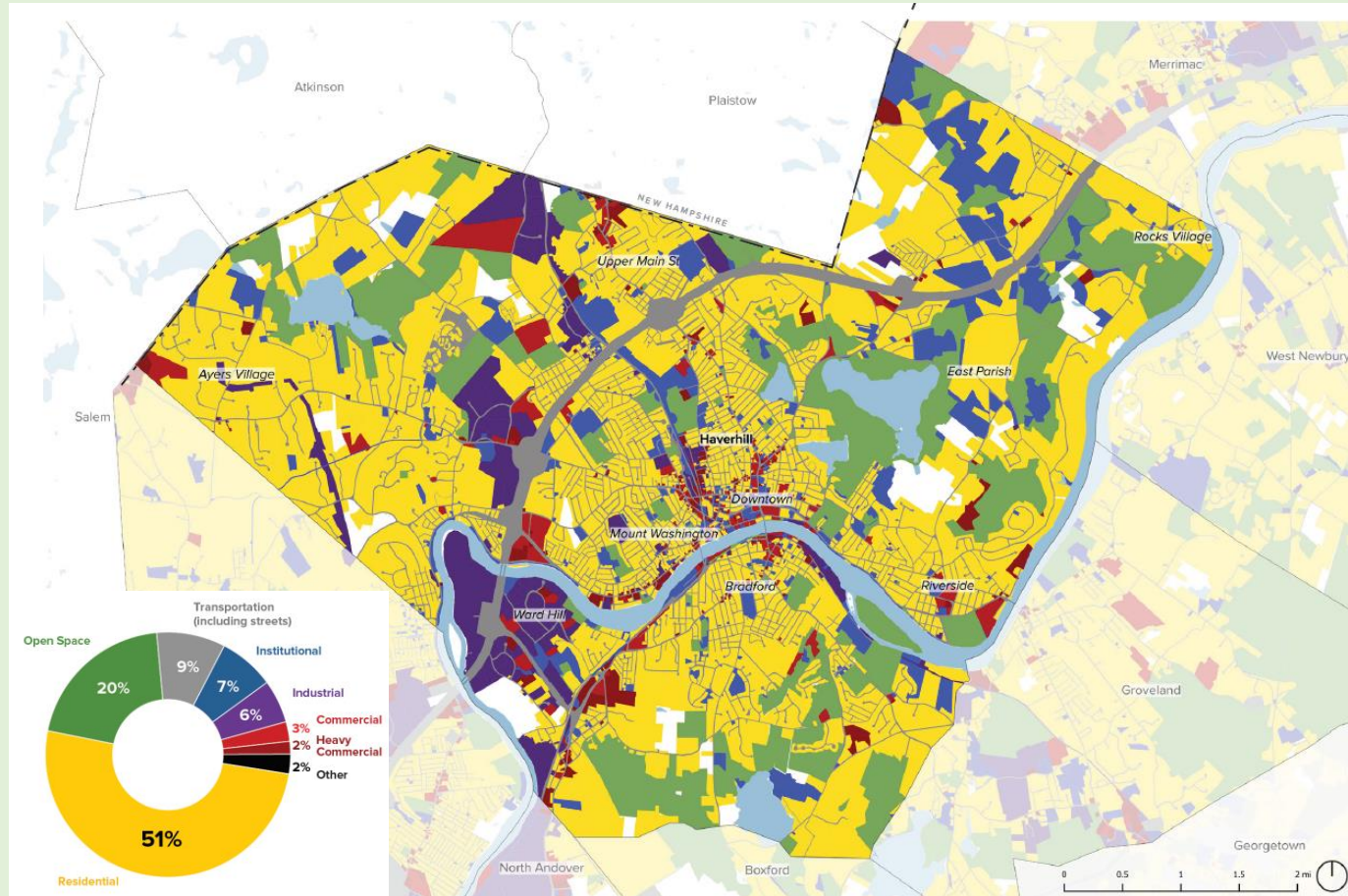
Access to a strong local workforce is key to success of employers. Without housing opportunities, companies may need to import workers from afar or relocate.



Q: Haverhill needs to preserve its rural character + farms.



Haverhill can do both



- A fifth of Haverhill’s land is dedicated to open space. Of these, 5,490 acres are deed-restricted as public open space or farmland.
- Thoughtful planning and development in areas where future growth can be supported can satisfy both housing needs and preservation goals.
- Adopting the Community Preservation Act can generate revenue to advance community goals in affordable housing, open space preservation, and historical preservation.
- Future land use decisions should avoid perpetuating segregation.