

# West Tisbury Goals & Strategies

## Community Workshop

November 2016

Presented by

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**J M Goldson**  
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**RKG**  
ASSOCIATES INC

# Why are we here tonight?

1. Review Draft Visions

*Did we hear you correctly in September?*

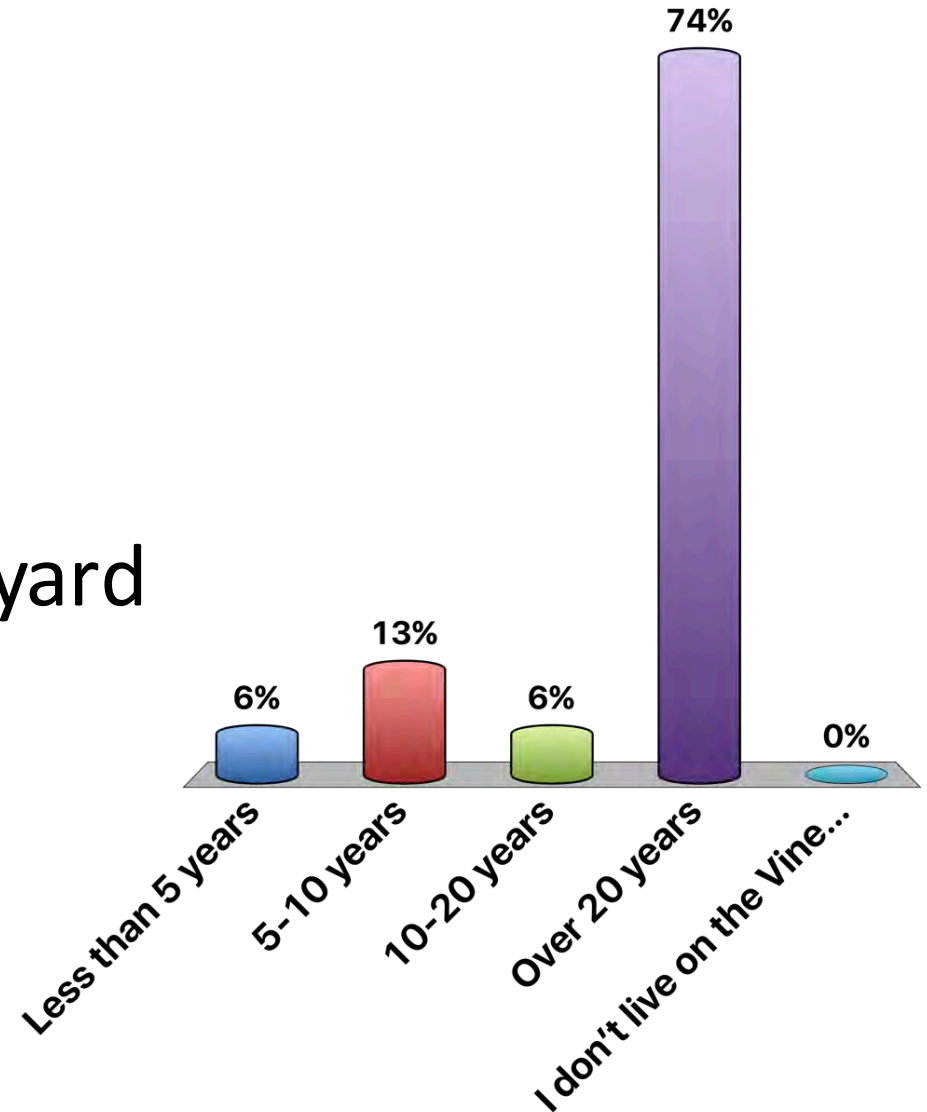
2. Solicit your Feedback on the Draft Goals

*Set direction for five years*

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

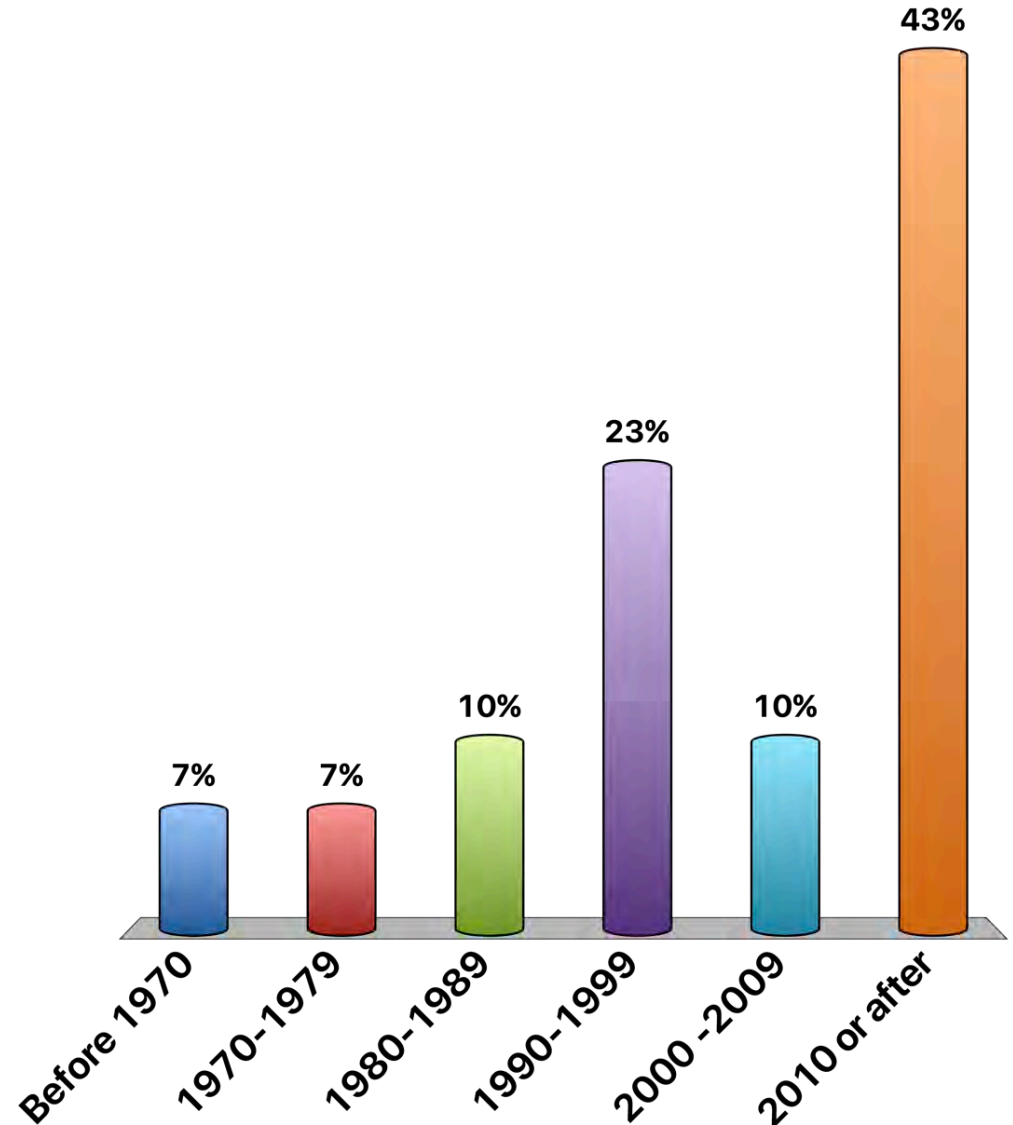
# How long have you lived on the Vineyard?

- 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



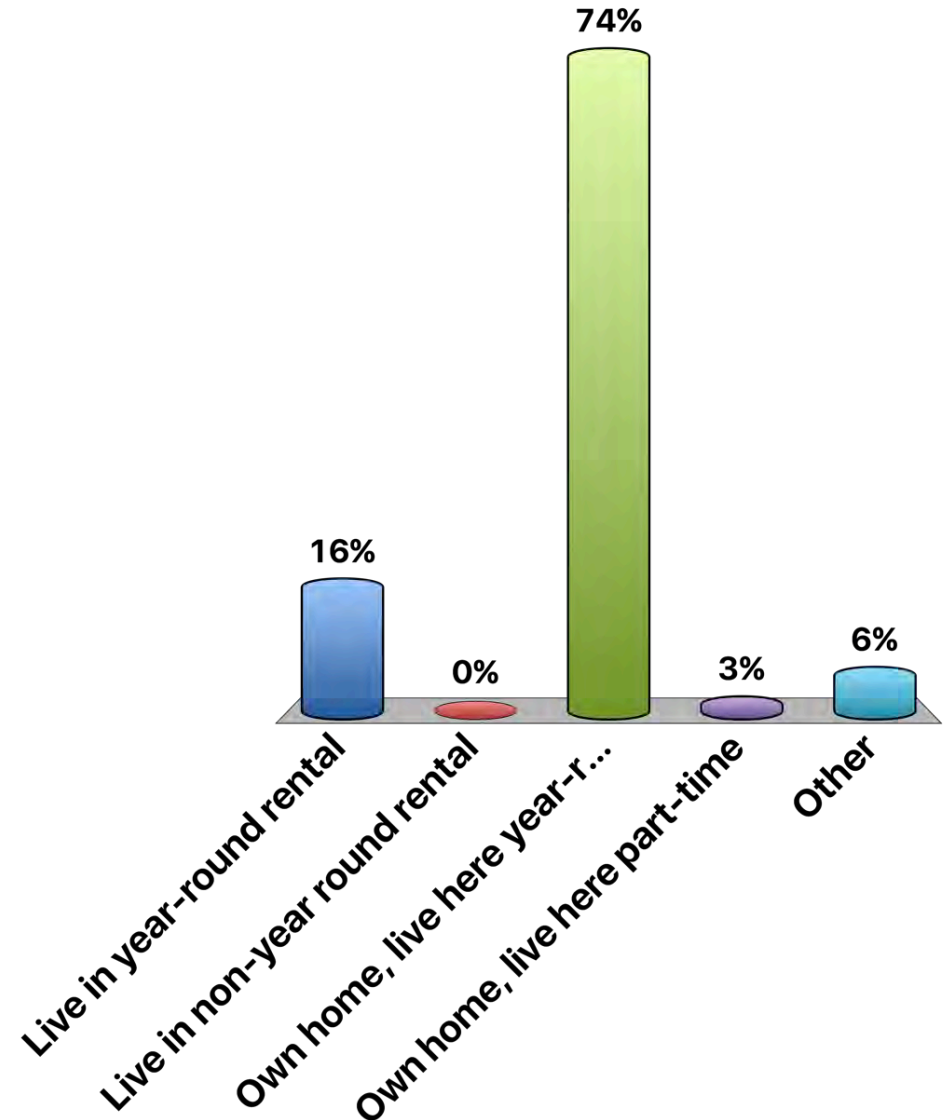
# When did you move into your current home?

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



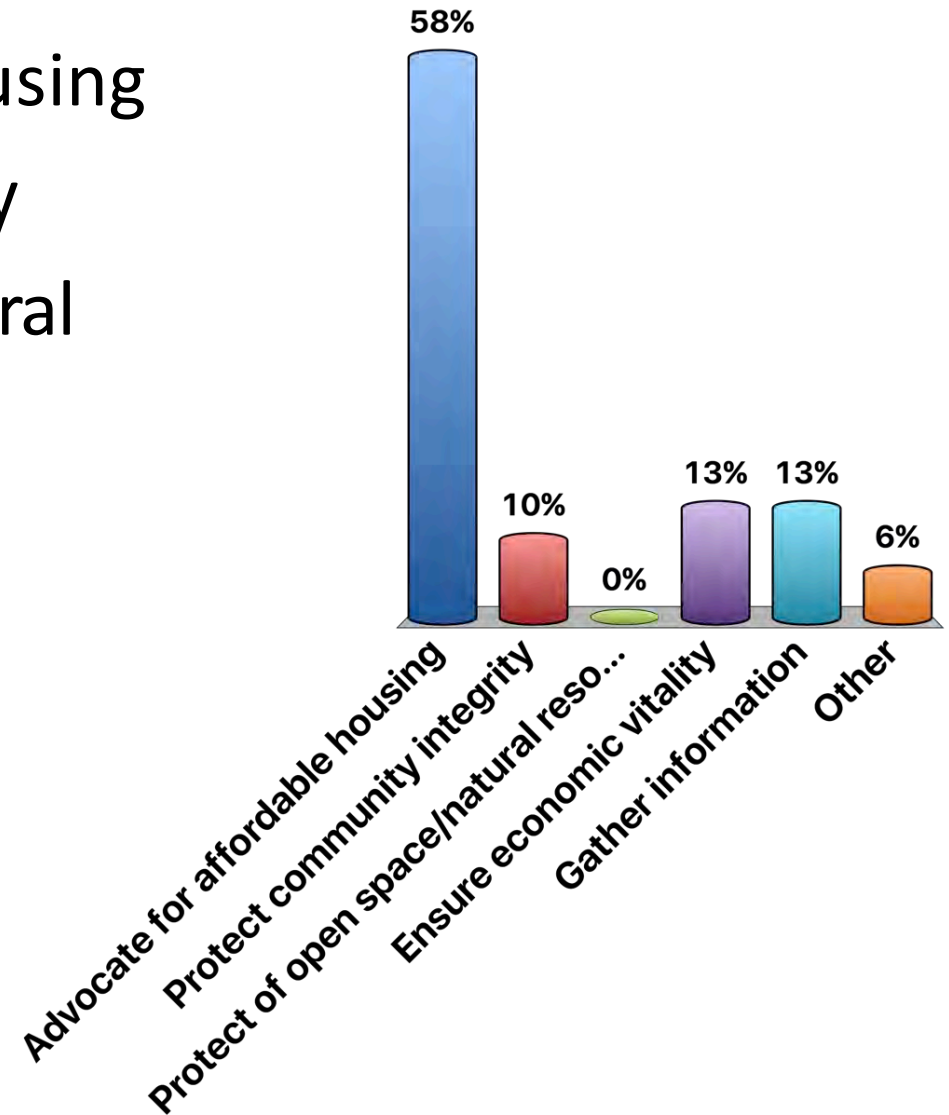
# Do you...

- 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 (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



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 CONSULTANTS LLC

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

# 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)

# ... con't Online 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
- 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



# 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, 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.

# 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

- 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%



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.

Close to a third of all year-round households in West Tisbury have low/moderate income.



Source: 2009-2013 ACS, CHAS data

# 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”



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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

