

# Program Overview

- MassHousing launched the Planning for Housing Production program as a multi-year pilot, funded with **\$2 million from the agency's Opportunity Fund**.
- The program focuses on **implementing existing local housing planning** in communities with potential 40B exposure (SHI below 13 percent).
- These proactive efforts will generate new mixed-income housing, while giving municipalities a stronger hand in managing 40B development.
- Participating municipalities have engaged in thoughtful and participatory local planning efforts, and have **identified impediments** to the full realization of their local planning efforts.
- MassHousing will provide municipalities with strategic technical assistance services that will **overcome locally-identified roadblocks**, and deliver **new housing growth consistent with local planning priorities**.
- The planning services MassHousing will offer communities will vary, depending on local needs, but may include rezoning, public infrastructure design, community development capacity-building, and data transparency initiatives.

# MassHousing's Role

Municipality approaches MassHousing with housing needs and production goals



MassHousing provides funding for a planner/consultant to facilitate best implementation tools and strategies



SAFE HARBOR



SAFER HARBOR

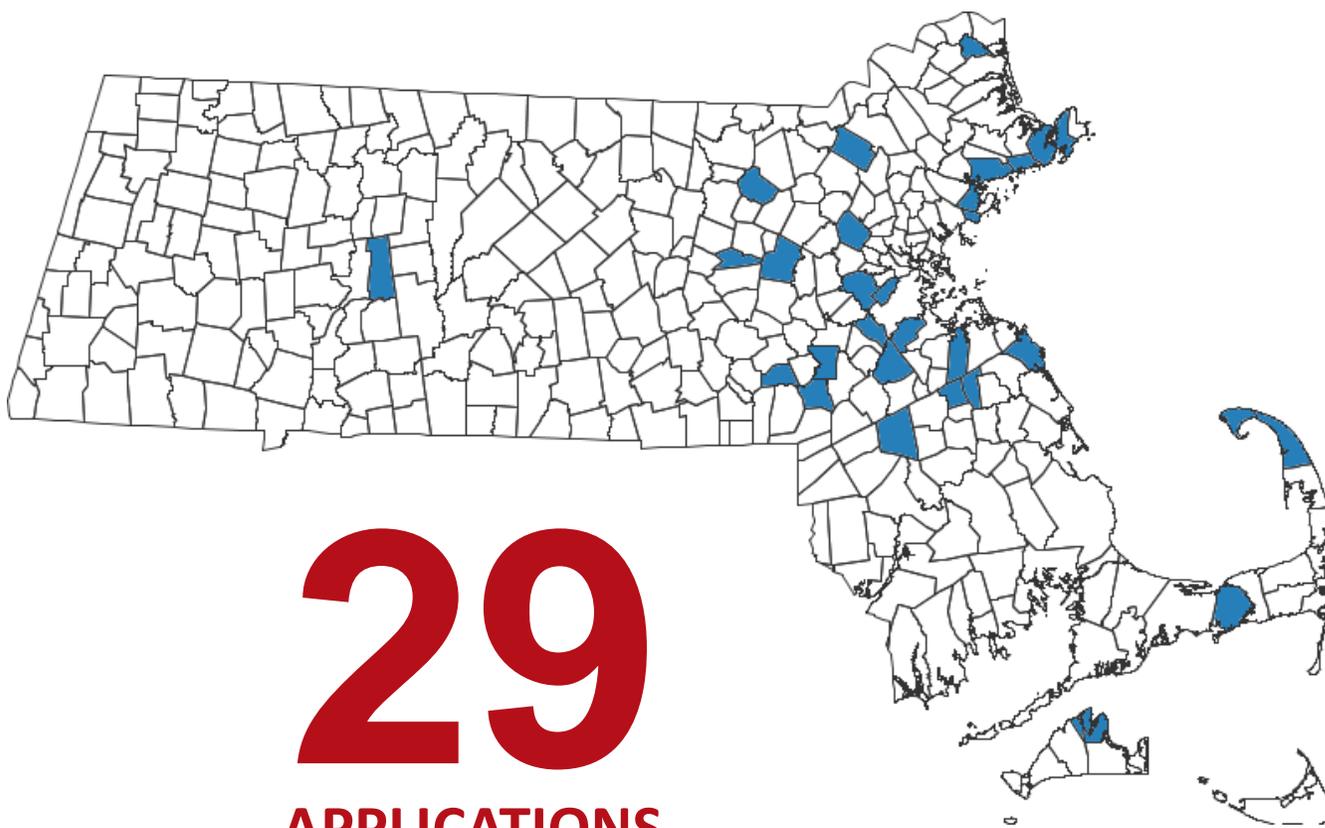


SAFEST HARBOR



Municipality meets or exceeds statutory minimum of 10%

# Round One Overview



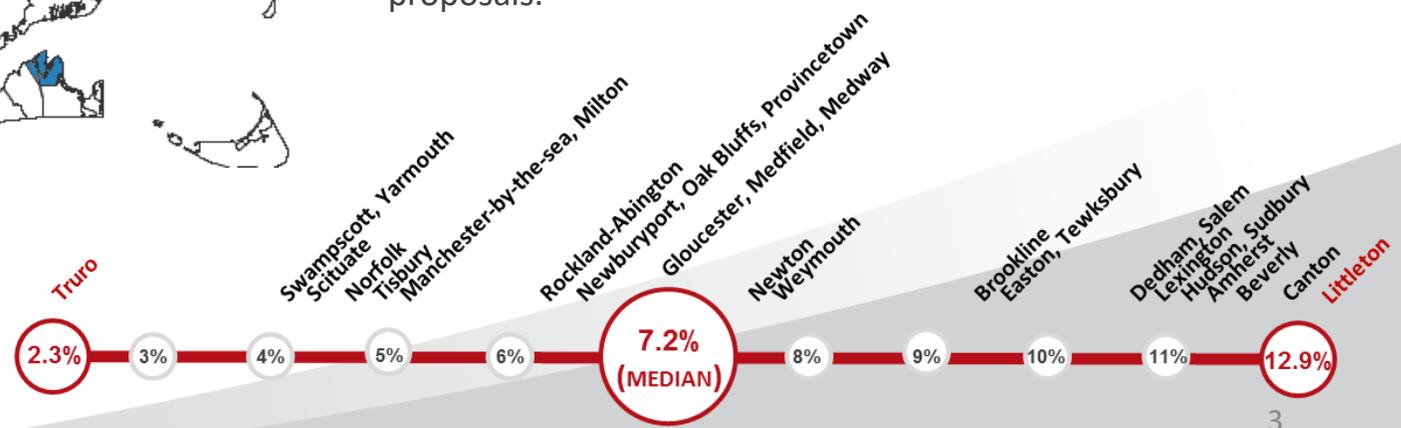
**29**  
APPLICATIONS

- **Identified Impediments to Housing:**
- Restrictive zoning
- Lack of staff capacity to evaluate publicly- or privately-owned development sites
- Lack of funds to begin public infrastructure design
- Need to engage in public dialogue around housing implementation, and a lack of data to quantify the benefits of new housing production.

- Types of Assistance Sought:**
- Implementing rezoning
  - Advancing municipally-owned sites through the development pipeline
  - Designing public infrastructure in anticipation of a MassWorks application
  - Producing transparent data
  - Facilitating public engagement around specific development proposals.



**Subsidized Housing Inventory Spread**

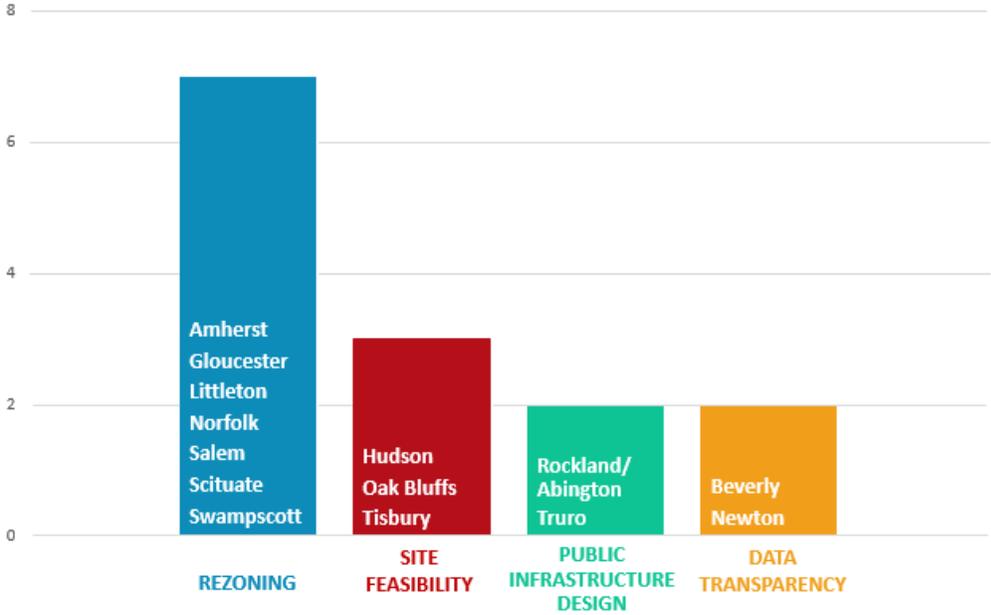


# Round One Results

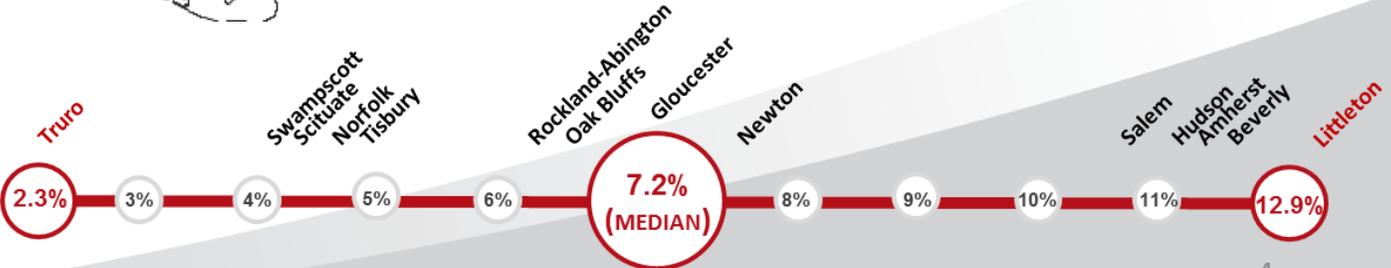
MassHousing will fund a total of 14 projects, allowing these cities and towns to deliver more than 4,200 new mixed-income housing units.



**14**  
AWARDS



Subsidized Housing Inventory Spread



# Amherst



- **Housing Context**: Housing in Amherst’s residential neighborhoods is unaffordable to families and long-term residents, who compete for housing with UMass students. The town is concerned that it faces both rising home prices, and a shrinking population of working families.
- **Existing Planning**: A recent master plan and housing production plan both recommended enacting zoning changes to facilitate greater housing choice.
- **The Project**: Amherst’s partnership with MassHousing will allow the Town to identify publicly owned parcels suitable for new affordable housing development, and will reduce the regulatory barriers to mixed-income housing by creating a 40R smart growth overlay district.

Amherst	
SHI	<b>11.3%</b>
Project Category	<b>Rezoning</b>
Amount Granted	<b>\$ 45,000</b>
Potential Units	<b>240</b>