



EMPOWERING PEOPLE.
CREATING COMMUNITY.

TOWN OF HOLLISTON HOUSING PRODUCTION PLAN

PRESENTED BY
PLANNING CONSULTANTS

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03/26/2024



AGENDA


- **Introduction** – What is an HPP, and what is the process?
- **Demographics** – How has Holliston's population changed?
- **Housing** – What does Holliston's housing look like?
- **Challenges** – What are we looking to address with this plan?
- **Next Steps** – Community Feedback and finalizing the plan

INTRODUCTION

HOLLISTON HOUSING PRODUCTION PLAN

WHAT IS AN HPP?

- Helps local decision-makers respond to needs.
- Influences the location, type, and pace of affordable housing development.
- Massachusetts encourages Affordable Housing production through MGL Chapter 40B.
- Chapter 40B requires Affordable Housing at 10% or more of the total housing stock.



Holliston is known for its charming scenery, deep-rooted history, and tight-knit community atmosphere.

WHAT ARE THE ELEMENTS OF AN HPP?

1. Comprehensive housing needs assessment
2. Affordable housing goals
3. Implementation strategies



WHY DOES HOLLISTON NEED AN HPP?

SHI: 4.56% (*per EOHLC SHI as of January 2024*)

Focus Group Highlights:

- Low level of Affordable housing
- Lack of housing information and staff
- Low variety of housing stock

An HPP can help you get there.



MBTA COMMUNITIES

- Passed in January 2021
- Requires MBTA communities to have at least one zoning district of reasonable size in which **multi-family housing is permitted as of right** with:
- Minimum gross density of 15 units per acre
- Located not more than 0.5 miles from a transit station, if applicable
- No age restrictions and suitable for families with children



WHAT DOES THIS MEAN FOR HOLLISTON?

- Holliston is an adjacent community.
- Holliston has submitted an Action Plan and has reached interim compliance.
- Must pass zoning to comply by December 31, 2024.

Minimum multi-family unit capacity	750 units
What is this? The Town's MBTA zoning district must allow for the creation of at least 750 units. This is not a production mandate and it may include existing multi-family units.	

Minimum land area	50 acres
What is this? The Town's MBTA zoning district must include at least 50 acres of land.	

- Non-compliance means a possible loss of state grant programs and legal action.



CONSULTANT & TOWN TEAM

Town of Holliston

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HPP Committee

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HPP TIMELINE

PROJECT PHASES

2024

FEB – MAR

1: Housing
Needs
Assessment
(HNA) Data
Collection



MAR - JUNE

2: Community
Engagement



APR - MAY

3: HNA (final)
and evaluating
3A districts



JUNE - AUG

4: Housing
Production Plan
(Final Goals and
Strategies)

We are here



HOUSING NEEDS ASSESSMENT

This housing needs assessment aims to analyze Holliston's housing landscape comprehensively.

- Demographic trends
- Current housing stock
- Affordability challenges

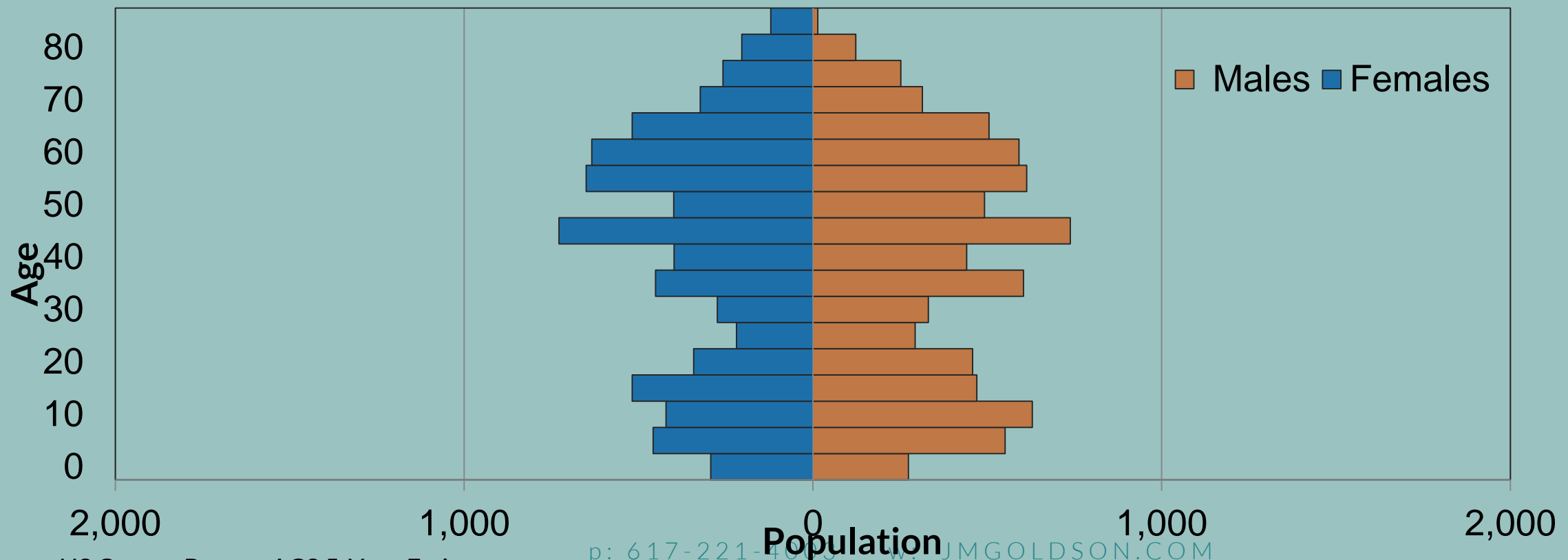


DEMOGRAPHICS

HOLLISTON NEEDS ASSESSMENT

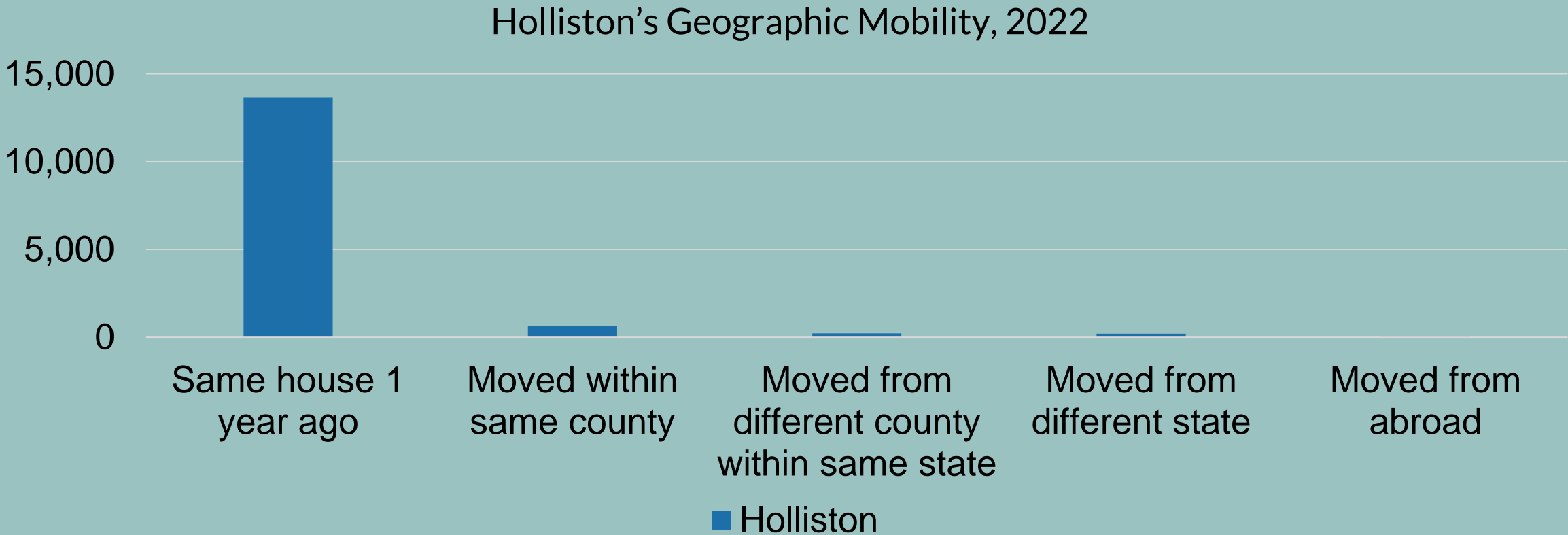
POPULATION

The US Census Bureau's 2022 ACS 5-year estimate reports Holliston's total population as 14,902 residents, indicating an increase of approximately 3% in the past 10 years.



GEOGRAPHIC MOBILITY

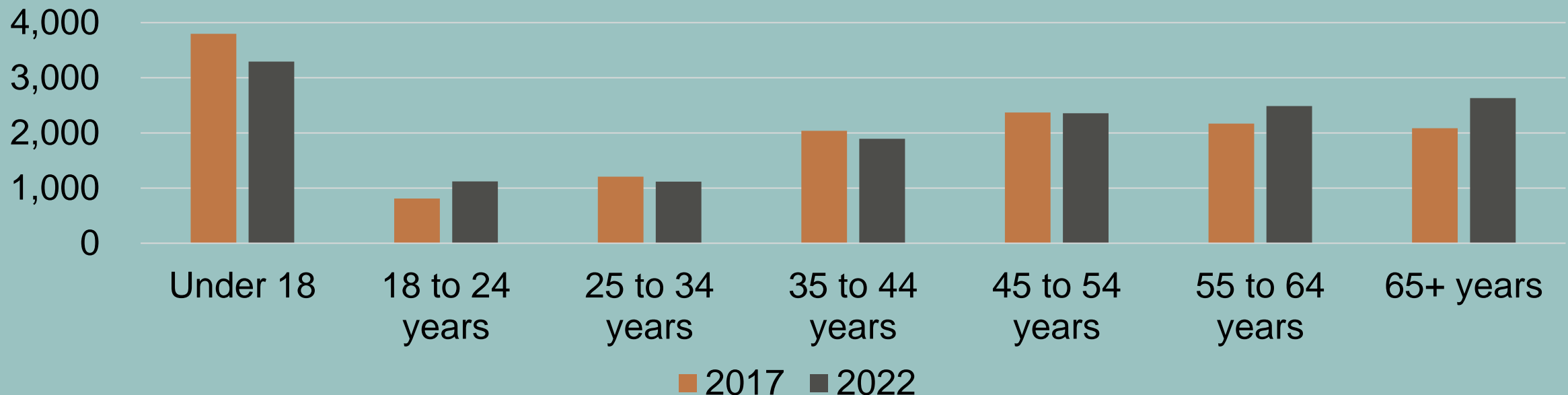
In 2022, about 92% of residents in Holliston stayed in the same home as a year ago, indicating a relatively stable population in Holliston.



AGING

The increase in Holliston's population aged 18 to 24 and 55+ could lead to additional demand for housing, particularly for smaller unit sizes or accessory dwellings catering to younger and older adult cohorts.

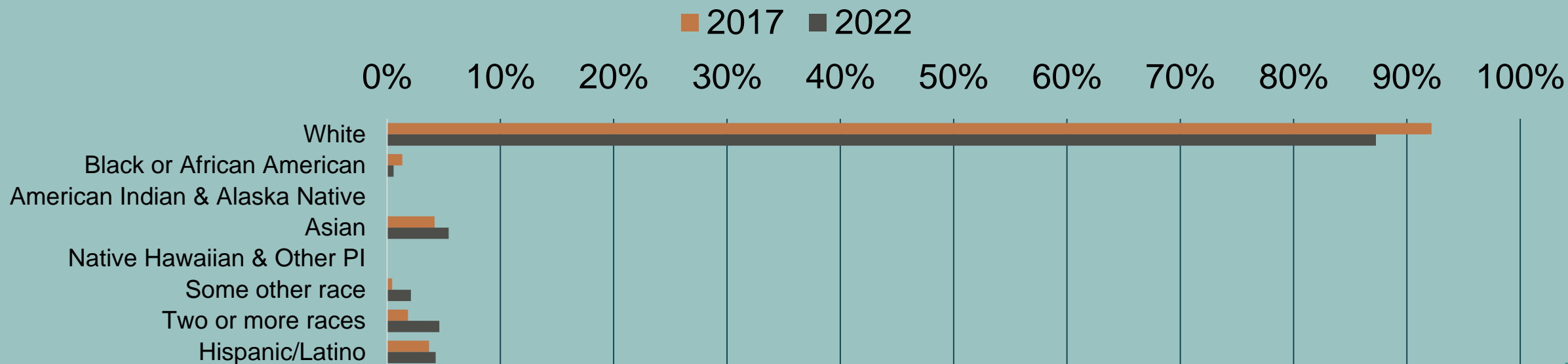
Holliston Residents by Age



RACE AND ETHNICITY

In 2022, 87.3% of Holliston's population identified as White. This marked a 2.6% decrease over ten years; 5.4% of Holliston's population identified as Asian. The most significant increase was seen among residents identifying as two or more races, which grew by 421 individuals, an increase of 157.7%.

Population by Race and Ethnicity Composition

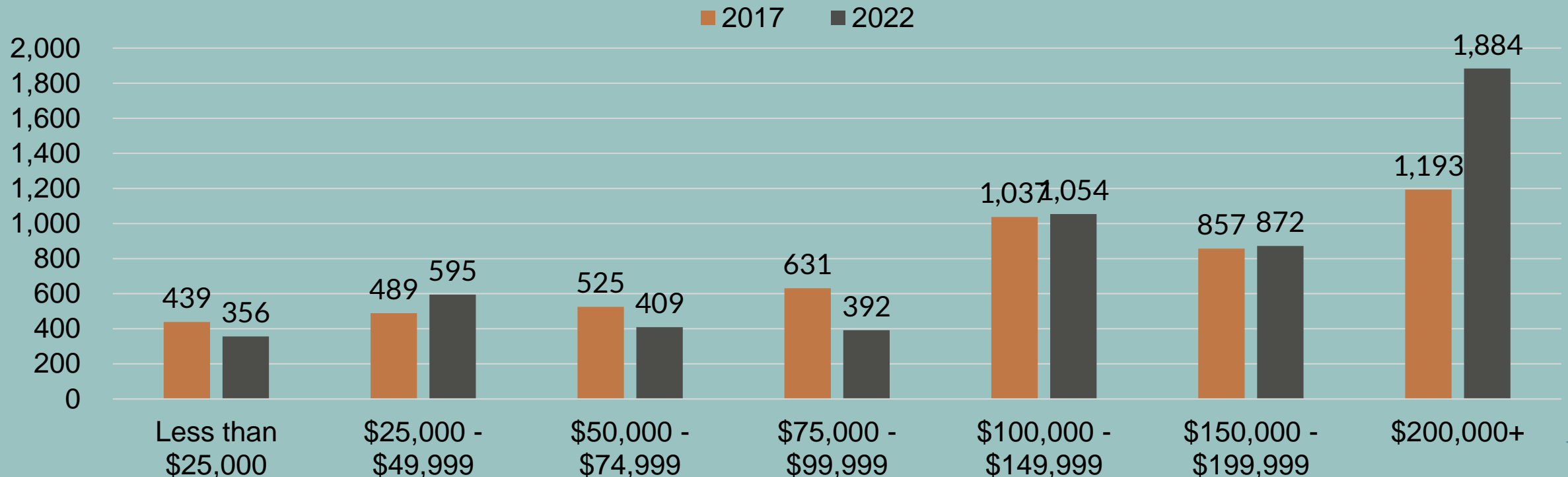


INCOME

In the ten years:

- **The median income reached \$149,614, marking an impressive 26% increase from \$118,933**
- **57.9% increase in households earning \$200,000 or more,**
- **21.7% increase in households earning \$25,000 - \$49,999, possibly attributed to an increase in 18 - 24 y/o residents**

Household Income in Holliston, MA

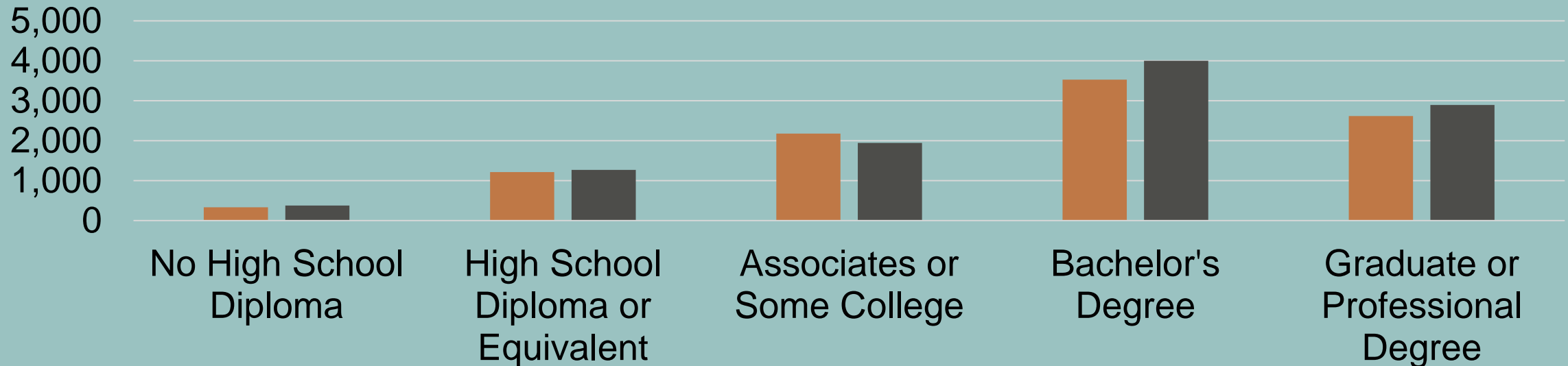


EDUCATIONAL ATTAINMENT

- **2,724 Pre-K through high school enrollment in 2024, marking a 5.7% decrease in school enrollment since 2017.**
- **Increase in population with Bachelor's degree and higher.**

Educational Attainment in Holliston, MA

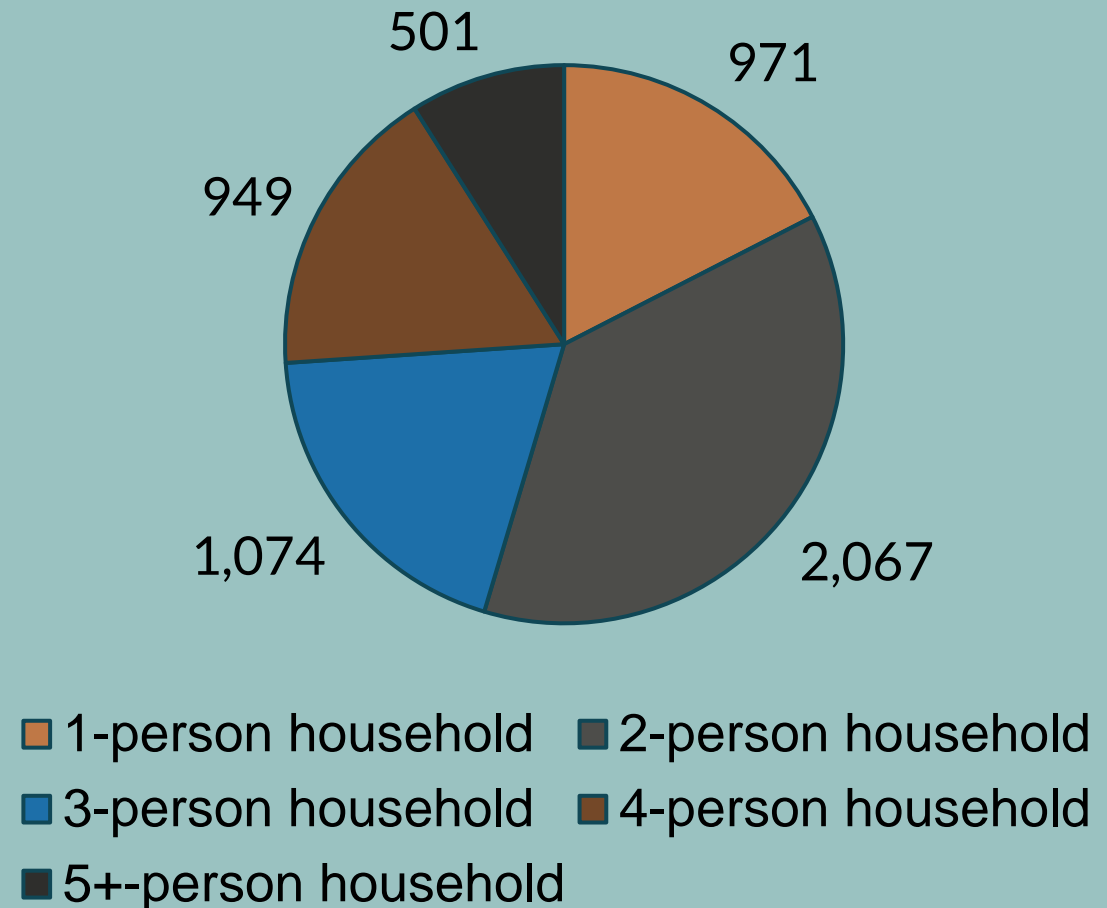
■ 2017 ■ 2022



HOUSEHOLDS

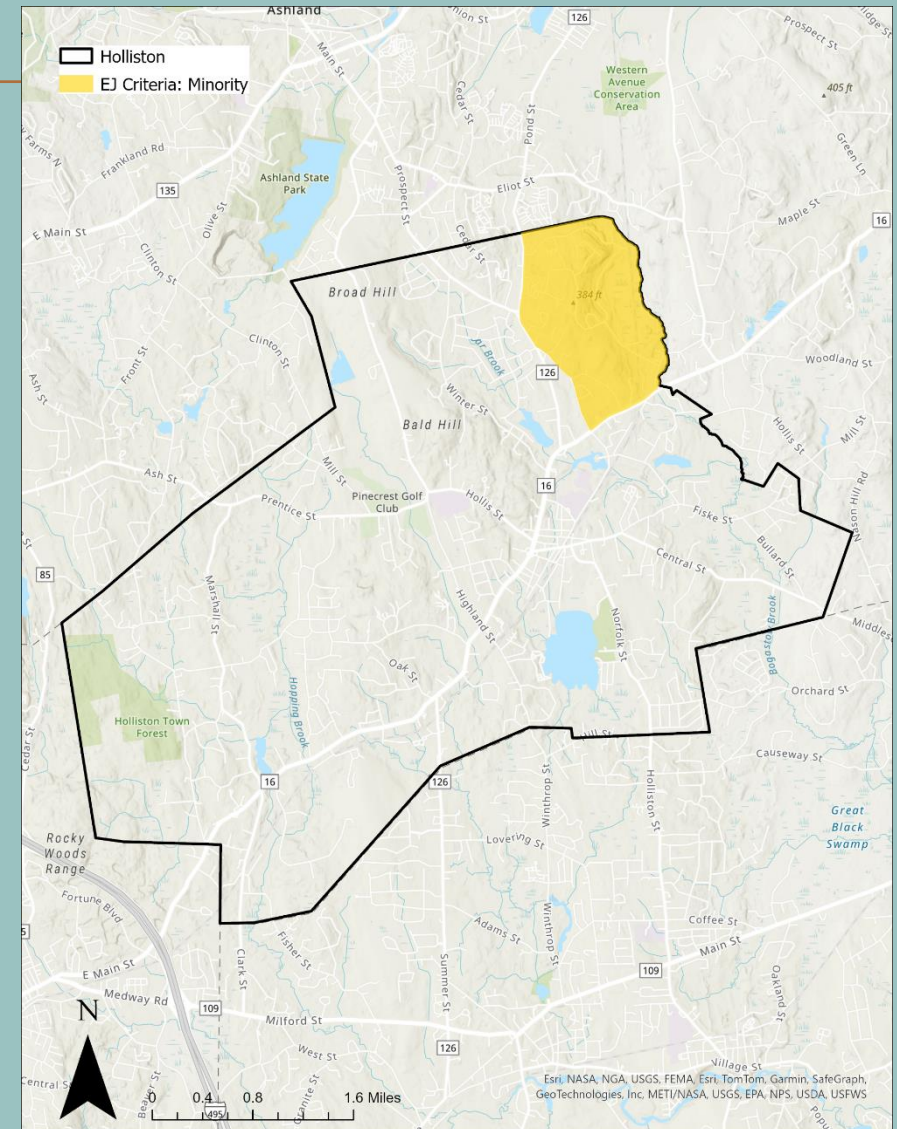
- *The average size of an owner-occupied household decreased from 2.94 to 2.81, representing a 4.4% decrease.*
- *As the population of residents 55+ increased, there was a rise in the number of smaller owner-occupied households consisting of 2 or 3 people.*
- *More than 50 percent of households are 1- or 2-people.*

Total Households by Size in Holliston, MA, 2022



ENVIRONMENTAL JUSTICE

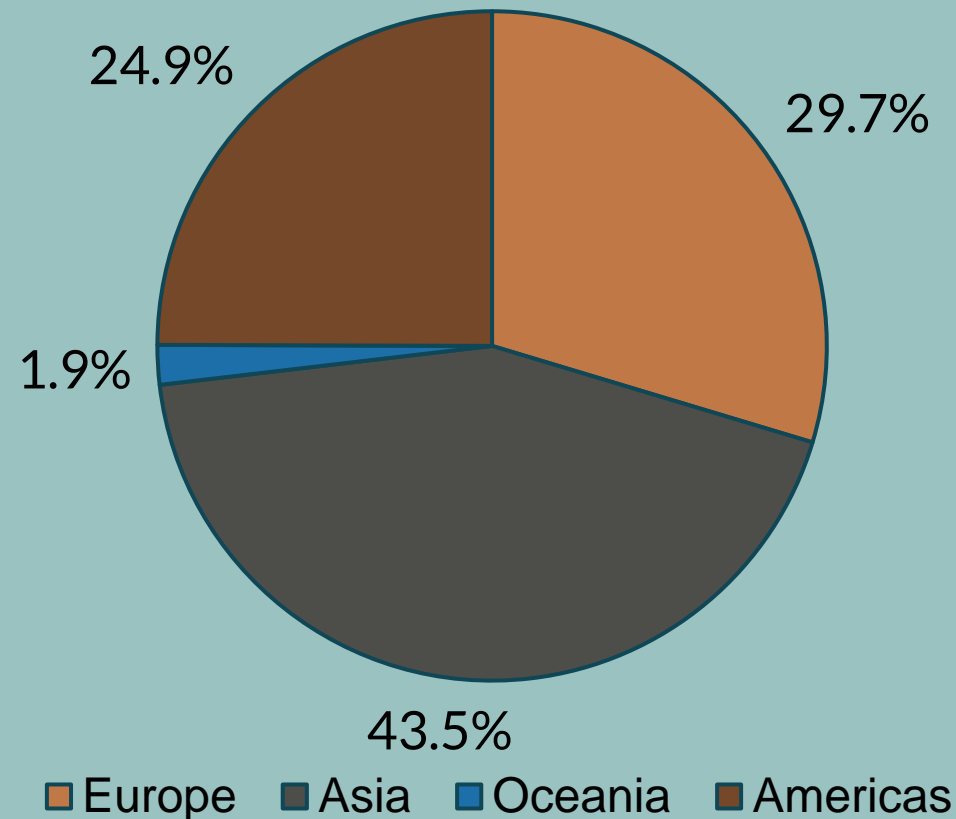
- *EJ Block Groups are designated based on several state-defined criteria.*
- *Holliston has identified one Environmental Justice community with a high concentration of minority residents.*



FOREIGN BORN

- ***Approximately 9.8% of Holliston residents in 2022 were born outside of the United States.***
- ***Among the 1,467 foreign-born residents, 267 originated from India, 193 from Brazil, 165 from Israel, and 110 from the UK.***

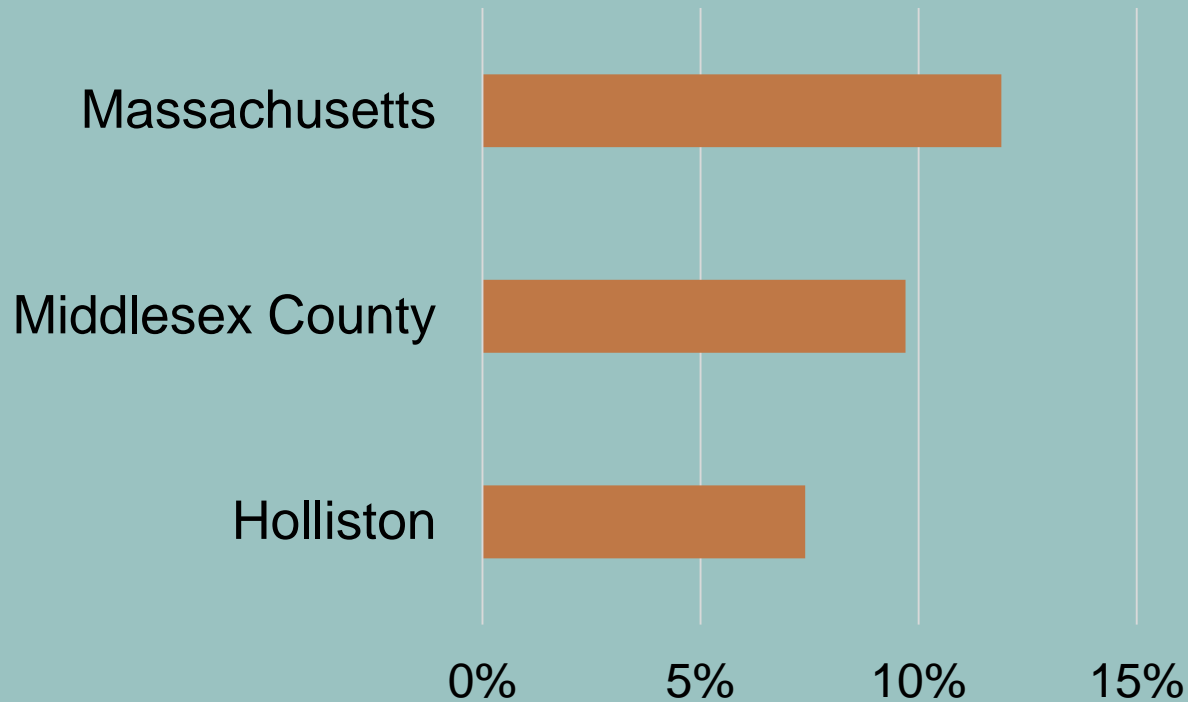
Place of Birth of Foreign-Born Population in Holliston, 2022



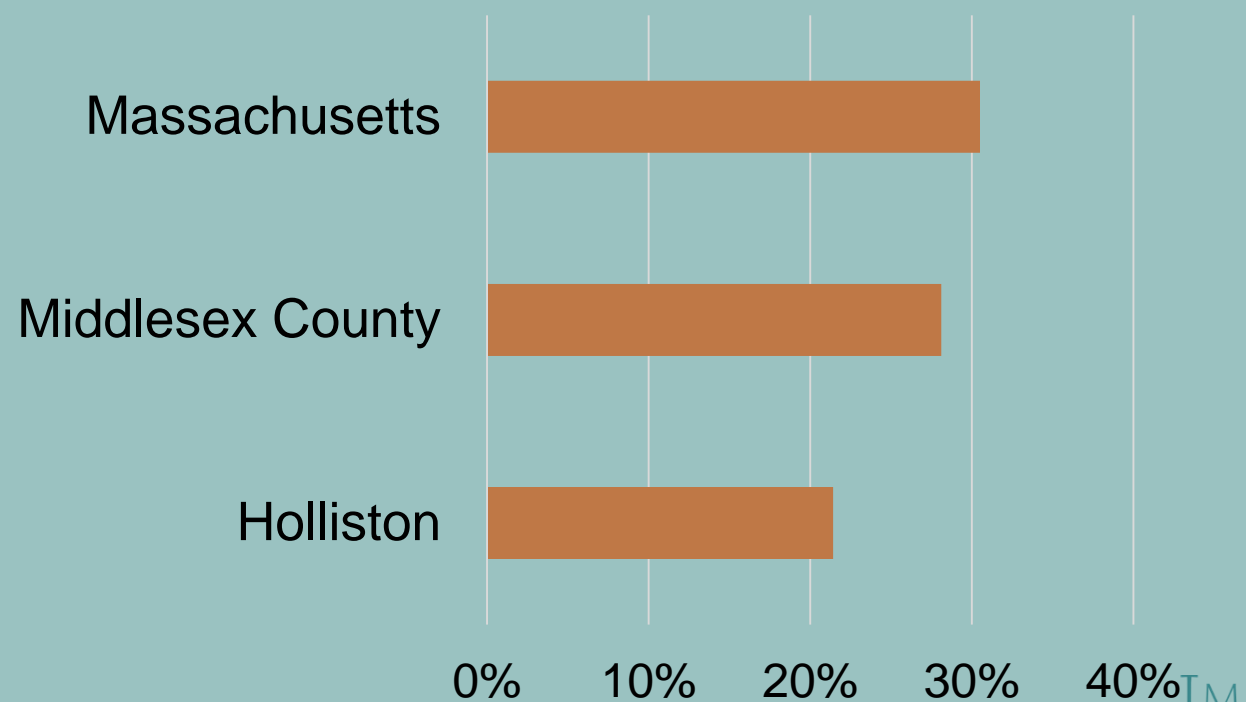
DISABILITY

Of Holliston residents 65 and older, 21.4% live with a disability. This is lower than both Middlesex County (28.1%) and Massachusetts (30.5%).

Percent of Disabled Civilian
Noninstitutionalized Population, 2022



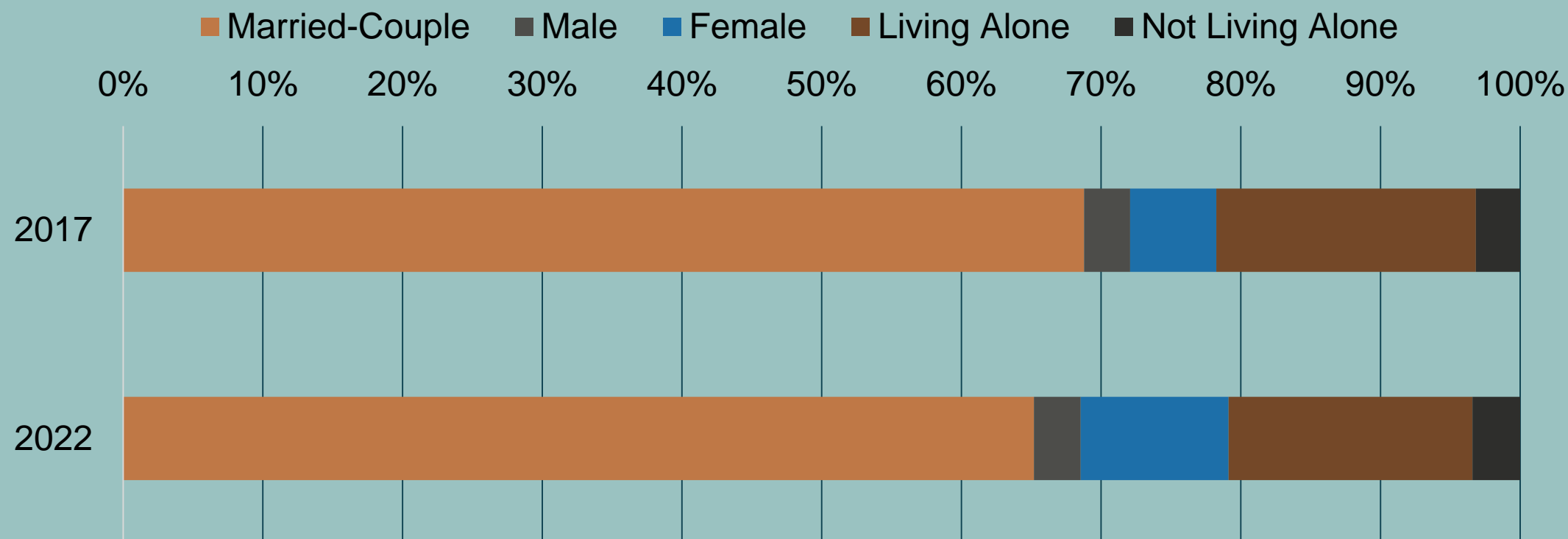
Percent of Residents 65 Years and Older
with Disabilities, 2022



HOUSEHOLDS

Since 2013, 7.6% rise in total households, adding roughly 391 households. The most significant increase was among female householders, up by 84.6% or 270 households.

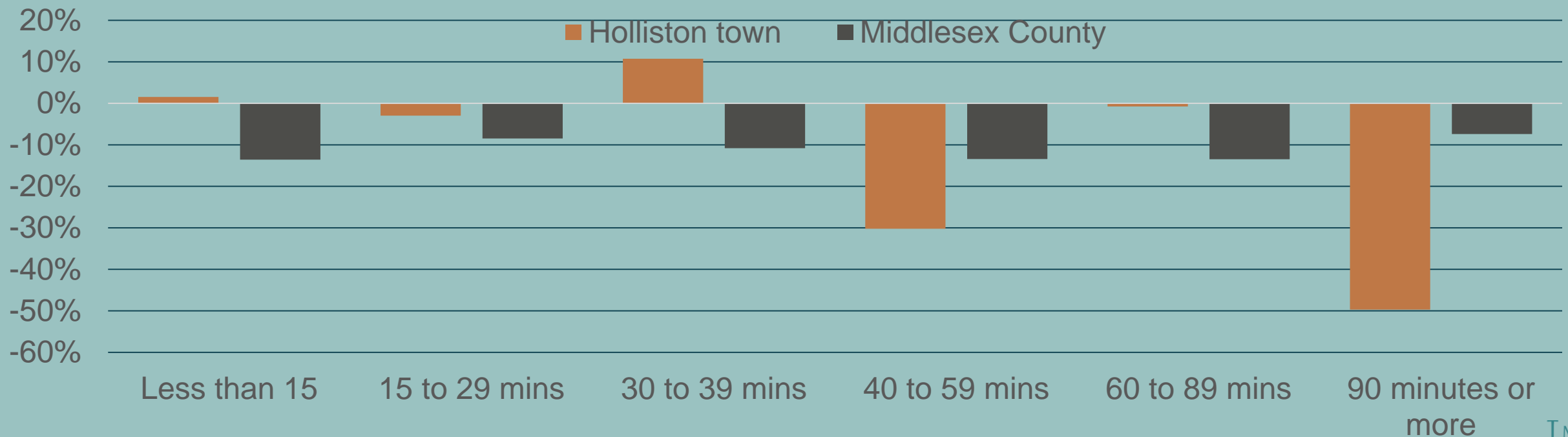
Households in Holliston, MA by Type



COMMUTE

Since 2013, Holliston commuters declined by 593 individuals (-8.7%), which is more than Massachusetts (-6.6%), but less than Middlesex County (-11.3%). This shift is likely attributed to the increase in remote and hybrid work.

Change in Travel Time to Work, 2013-2022



KEY FINDINGS

- Holliston's population is increasing and is primarily driven by older adults.
- Children under 18 form the largest age group in Holliston, but their numbers have declined.
- The loss of family households and the increase in older adult households lead to a lower average household size.
- Most household sizes in Holliston are 1- or 2-people.
- Holliston's households are earning higher degrees and incomes.
- Holliston saw a decrease in overall commuters but increased residents commuting 30 to 39 minutes, likely due to flexible hybrid and remote work.

HOUSING

HOLLISTON NEEDS ASSESSMENT

HOUSING STOCK

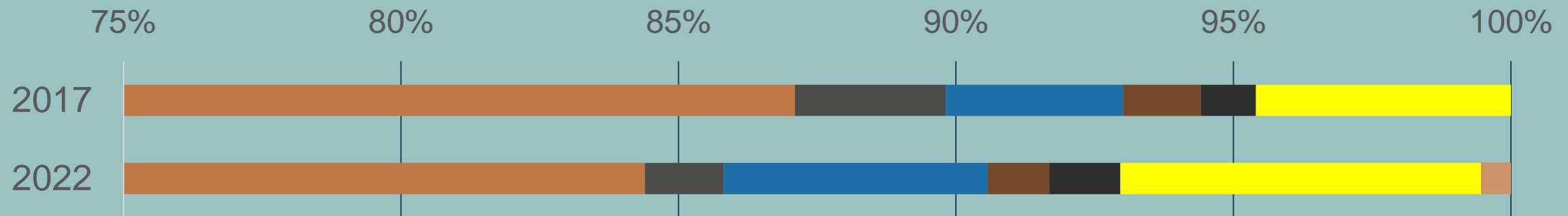
Holliston's landscape predominantly comprises single-family homes = just over 4,800 units in 2022.

1.6% of Holliston's total housing units are vacant

Over ten years:

- 93.9% increase in structures with 20 to 49 units, adding approximately 107 new units.*
- 62.3% increase in building structures with 3-4 units, totaling 104 units over ten years.*

■ Single Family ■ 2-Unit ■ 3-4 Units ■ 5-9 Units ■ 10-19 Units ■ 20+ Units ■ Mobile Home/Boat, RV, Van, etc.



YEAR BUILT AND TENURE

Most owner-housing units were built between 1960 and 1979, while renters saw most units built earlier than 1959.

Residential Buildings by Year Built and Tenure

Year Built	#	%
Owner		
Built 2000 or later	637	13%
Built Between 1980 and 1999	788	16.1%
Built Between 1960 and 1979	1,818	37.2%
Built 1959 or earlier	1,646	33.7%
Renter		
Built 2000 or later	12	1.8%
Built Between 1980 and 1999	127	18.9%
Built Between 1960 and 1979	237	35.2%
Built 1959 or earlier	297	44.1%

DEVELOPMENT PIPELINE

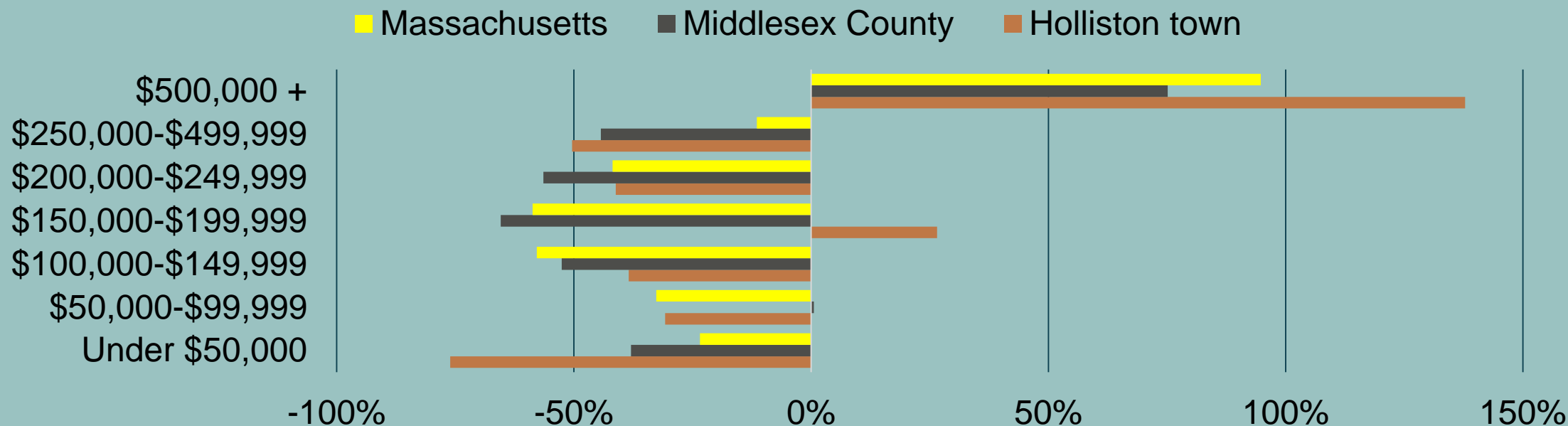
Of the ten projects currently in the development pipeline, two are Chapter 40B projects, bringing 40 additional units to Holliston.

Project Name	Project Type	Acres	Units	Notes
January Lane (Formerly Garnet Lane)	Subdivision	5.33	4	Under Construction – 2023
Trails at Jennings Hill	Subdivision	7.88	4	No Construction to date
Hidden Cove	Subdivision	10.75	2	No Construction to date; Permits expired
Winter Court	Subdivision	14.36	3	1 remain lot under construction
Brooksmont Meadows (Laurel Glen)	Subdivision	9.16	3	1remaining lot under construction
Triangle Farms	Subdivision	12.4	7	1 remaining lot under construction
Eagle Path	Subdivision	6.3	4	In binder, 1 lot under construction
White Pine Estates II	Subdivision	13.15	7	1 remaining lot under construction
Village on the Green	Chapter 40B Housing	12.99	16	Under Construction – 2023
Geoffrey Park	Chapter 40B Housing	12.67	24	Under Construction – 2023

HOME VALUES

- **Median home value has risen from \$417,100 to \$588,000 since 2013 (41%).**
- **In 2017, 428 homes were valued at under \$250,000, but by 2022, it decreased to 262.**
- **66.9% of homes in Holliston are now valued at over \$500,000, totaling 3,270 homes.**
- **Holliston's homeowners, comprising 56.9%, are aged 55 and older.**

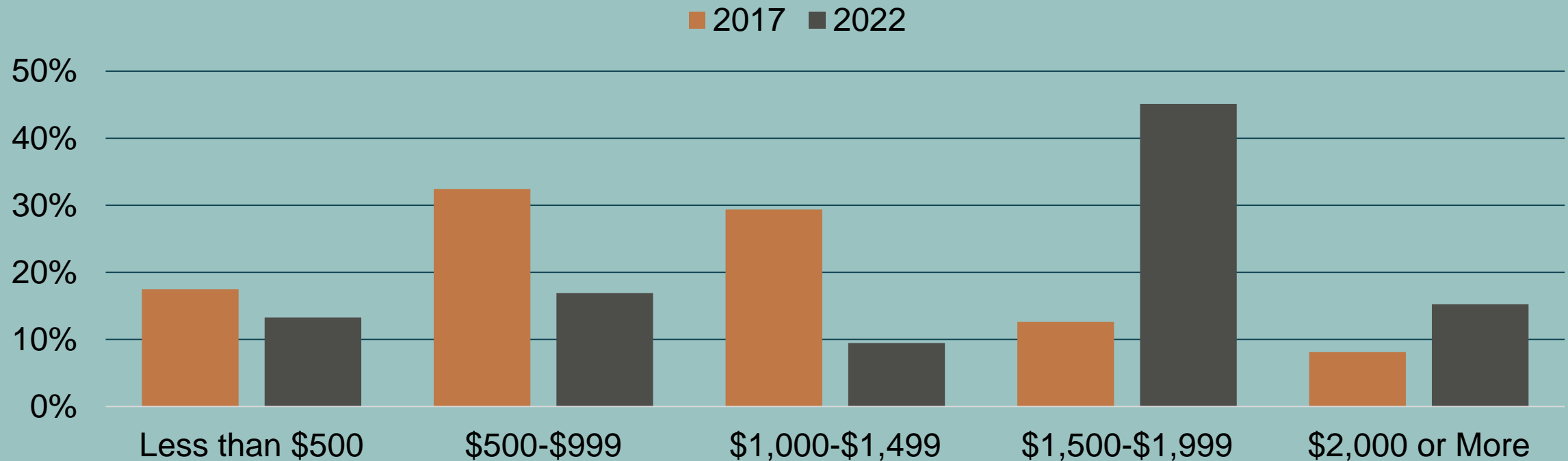
Change in Home Values, 2013-2022



HOUSING

- ***The median gross rent in Holliston in 2022 was \$1,615, growing by \$614 since 2013.***
- ***A resident must earn about \$64,000 to live affordably.***
- ***236 households renting in Holliston earn less than 80% of the Area Median Income.***

Distribution of Gross Rent in Holliston, MA



INCOME AND AFFORDABILITY

Holliston’s Household Income Levels (2023)			
100%	80%	50%	30%
\$149,300	\$118,450	\$74,200	\$44,500

Boston-Cambridge-Quincy, HUD. 4-person household.

INCOME AND AFFORDABILITY

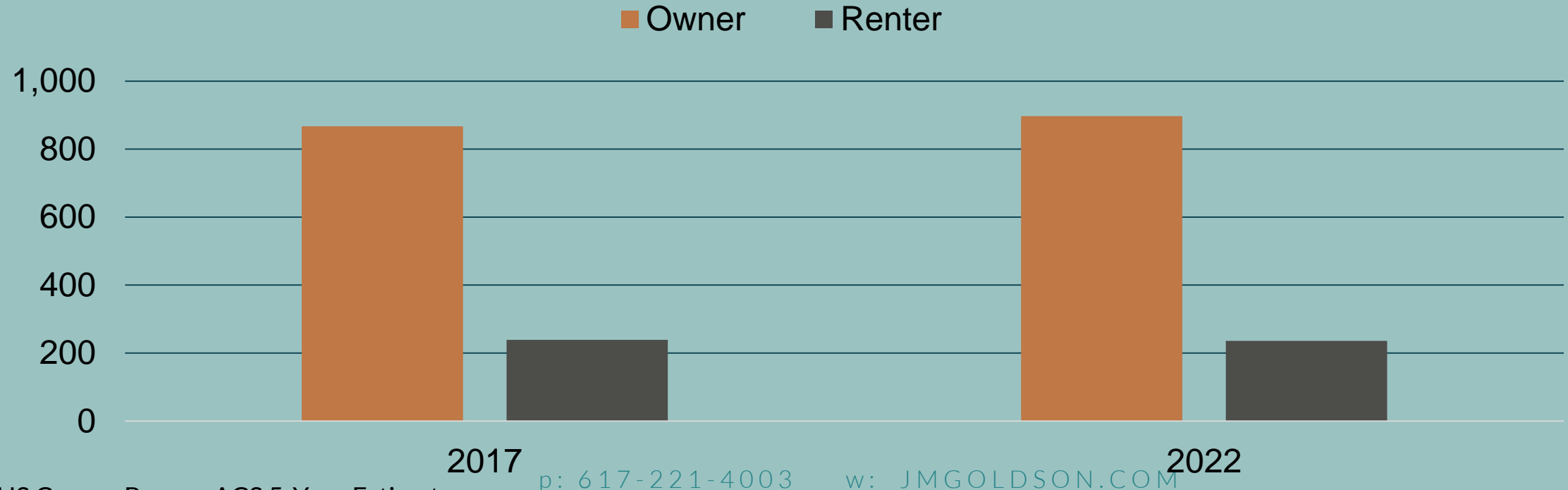
	Holliston's Household Income Levels (2023)			
	100%	80%	50%	30%
	\$149,300	\$118,450	\$74,200	\$44,500
Monthly Housing Budget:	\$3,732	\$2,961	\$1,855	\$1,112

Boston-Cambridge-Quincy, HUD. 4-person household.

COST BURDEN

- ***"Cost-burdened" = 30%+ of income on housing (20.4% of Holliston households)***
- ***"Severely cost burdened" = 50%+ of income on housing***
- ***More homeowners are experiencing cost burden than renters. This is likely due to the high costs of single-family homes and the limited availability of rental units.***

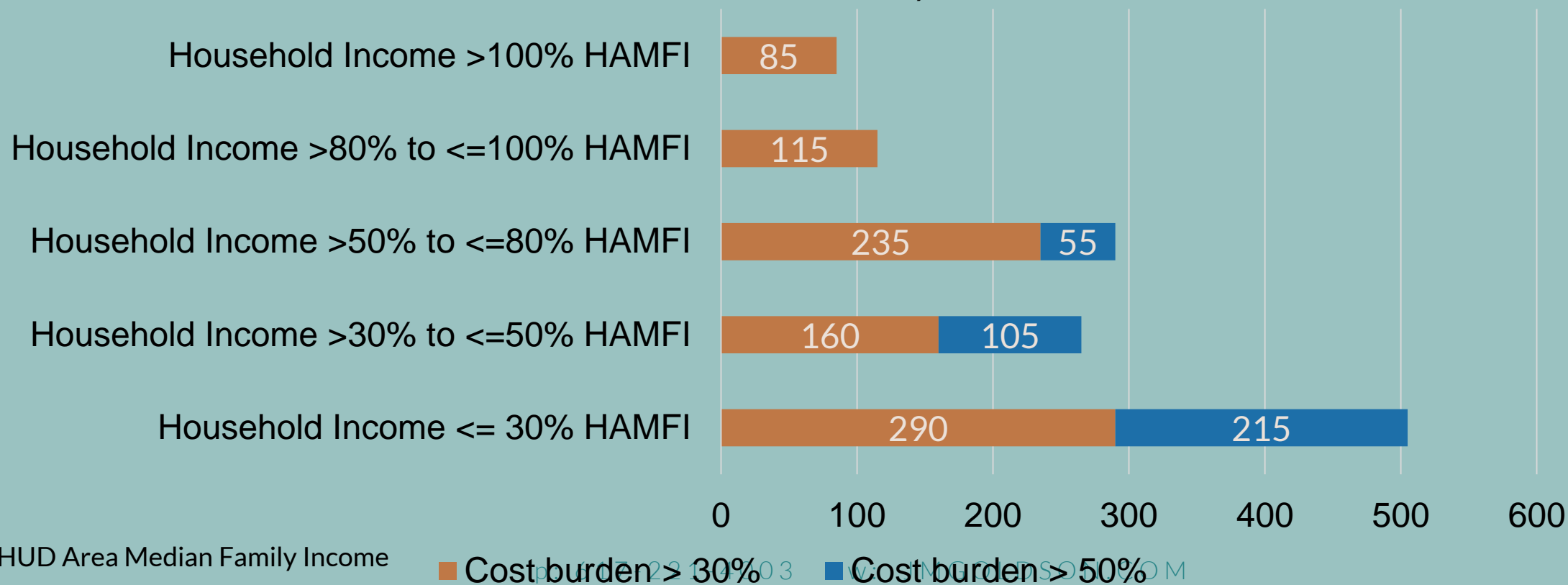
In Holliston, 1,133 Households pay 30% or more of their income for housing



COST BURDEN

The largest severely cost-burdened income group comprises residents with extremely low incomes (ELI) below 30% of the area median income, with 215 severely cost-burdened ELI households counted in 2020.

Number of Households in Holliston by Cost-Burden, 2022



SUBSIDIZED HOUSING INVENTORY (SHI)

As of January 2024, several projects in the construction, permitting, and planning phases are expected to contribute to this figure, with 40 new affordable units in total. These new affordable homes will increase Holliston's SHI percentage.

Total	83% rentals	253 units = 4.56%	60% in perpetuity
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HOLLISTON HOUSING AUTHORITY

- *The Holliston Housing Authority oversees various federally and state-subsidized properties, including facilities tailored for elderly and disabled residents.*
- *Presently, the Authority manages two properties with 78 total units – 72 on Cole Court and 6 on Hollis Street.*



KEY FINDINGS

- Most of Holliston's housing stock comprises single-family units, which have steadily increased in price since 2012.
- The number of renters in Holliston is increasing, with most renters occupying smaller 1-to-2-person households.
- Residents own most single-family homes in Holliston, whereas most renters reside in 3- or 4-unit structures.
- In 2022, there was an average of just under one month's supply of homes available on the market in Holliston.
- The predominant age group among homeowners in Holliston is 65 years and older, meaning more homeowners may live on a fixed income and might look for other housing options outside of a single-family home.



CHALLENGES

- Rising home values: The increase in median home prices makes it increasingly challenging for lower-income households to afford housing.
- Limited affordable housing options
- Growing need for diverse housing types
- Addressing these challenges will require a multifaceted approach that considers the needs of both renters and homeowners.

THANK YOU!

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