



# **At Home in Greater Lowell**

a housing strategy for the  
greater lowell region

# **Draft Strategies**

**2024 Fall Housing Summit - 11.07.24**

# a vision of success for the region

Greater Lowell will be a place where all people have a place to call home due to the range of affordable, available, and attainable housing choices. These choices will support physical and mental well-being for people at all stages of life. By 2035, the region will be prosperous and healthy through achievement of our six housing goals.

## strategy and action types



Implement  
Region-wide



New Plan



New Program



Implement Locally



Policy or Bylaw



State or Federal  
Advocacy



# Goal 1 Housing Production and Choice

Increase the total number and type of safe, healthy, and environmentally-friendly homes so that people at any stage of life and income will be able to find a place to live while meeting the projected need of 19,250 new homes by 2035.

## Measure progress through:

Number of new homes  
% of homes that are 2+ family

## Strategies

### Geography



### Type of Action(s)



### Strategy Description

1. Implement zoning changes that encourage the production of housing to meet current and future housing needs
2. Develop a regional plan for adaptive reuse of underutilized properties, including identification of buildings, marketing, and funding for site readiness



## Goal 2 Housing Location

Increase the number of homes in places that are climate-resilient with access to public transportation, employment, basic services, and amenities essential for daily life.

### Measure progress through:

Mode-shift away from single occupancy vehicles  
% of new homes that are within 1/2 mile of transit

### Strategies

#### Geography



#### Type of Action(s)



#### Strategy Description

1. Develop TOD master plans around current or future commuter rail stations, including advocacy for expanded service and feasibility studies
2. Develop a competitive “Traditional Complete Neighborhood” technical assistance program for neighborhoods that could support pedestrians, bicycles, and/or bus transit



# Goal 3 Housing Stability and Subsidized Housing

Provide housing stability for current and future residents by creating and maintaining homes that affordably meet their needs, therefore ensuring access and ability to stay within communities of opportunity.

## Measure progress through:

Number of subsidized units on the SHI  
% of housing cost burdened households

## Strategies

### Geography



### Type of Action(s)



### Strategy Description

1. Develop a region-wide digital rental housing inventory to evaluate and communicate actual affordable housing inventory and anti-displacement programs
2. Complete market studies to evaluate and create or update Inclusionary Zoning or Incentive Zoning sections
3. Work with state and federal partners to create low- or no-interest mortgages and expand first-time homebuying programs (including rent-to-own programs)



# Goal 4 Housing Security

Eliminate housing insecurity through the strengthening of diversion and emergency shelter systems and the long-term creation and preservation of homes appropriate for chronically unhoused residents and individuals.

## Measure progress through:

Unsheltered point-in-time count

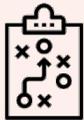
Number of Permanent Supportive Housing (PSH)

## Strategies

### Geography



### Type of Action(s)



### Strategy Description

1. Support regional engagement and coordination among community stakeholders who are focused on reducing housing insecurity
2. Identify sites for permanent supportive housing in each community and connect those with providers, funding, and zoning relief



# Goal 5 Fair Housing and Engagement

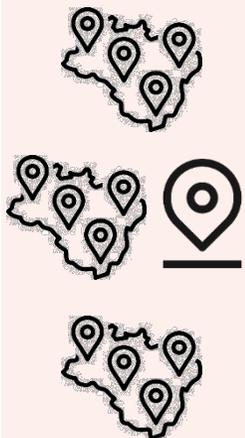
Foster inclusive communities and affirmatively further fair housing in every neighborhood in our region while communicating equitably and effectively across the region.

## Measure progress through:

Engagement metrics on media campaigns  
Number of participants in trainings

## Strategies

### Geography



### Type of Action(s)



### Strategy Description

1. Expand the “Home is Everything” campaign into a region-wide campaign to combat misinformation and raise awareness for both housing challenges and well-researched solutions
2. Develop a regional fair housing training program and require participation for all land use boards and committee members (planning boards and zoning boards)
3. Create or expand programs to provide housing counseling, financial literacy education, and housing readiness for residents and those seeking to live in the region



# Goal 6 Funding and Partnerships

Create and sustain long-term funding sources and partnerships – across agencies, municipalities, organizations, and advocates – to advance the other goals of this plan, reduce barriers to housing production, and support region-wide coordination on ascending local housing policies.

**Measure progress through:** Number of dollars granted for homes or infrastructure supporting homes in region

## Strategies

### Geography



### Type of Action(s)



### Strategy Description

1. Create a Greater Lowell Housing Supply Accelerator
2. Conduct a study, and complete and implement a plan to expand small-scale or regional sewer capacity