

Town of Provincetown, Massachusetts

About ULI – the Urban Land Institute

Mission

To provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

ULI is a research and education institution with nearly 36,000 members worldwide representing the entire spectrum of land use and real estate development disciplines, working in private enterprise and public service.

ULI at the local level

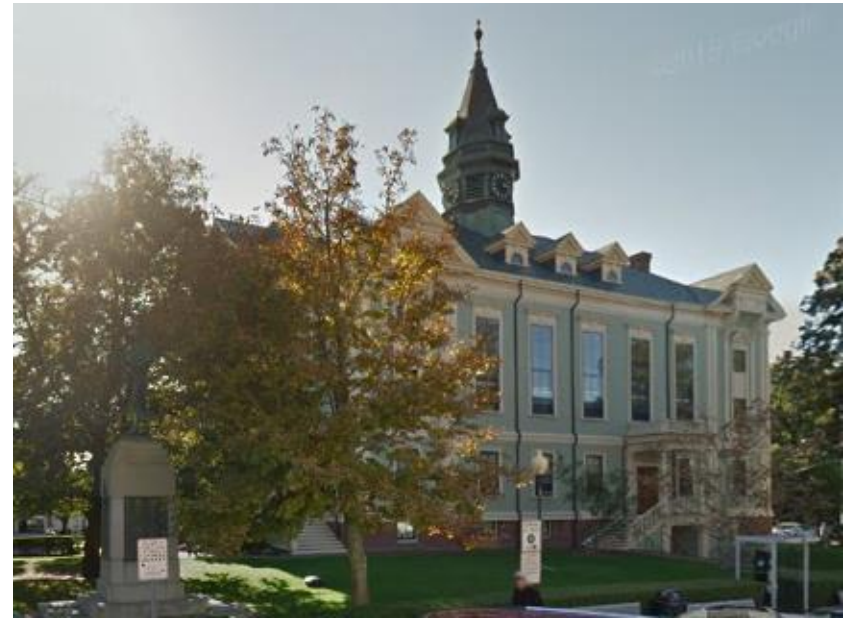
- Boston/New England District Council covers nearly all of New England
- Over 1,200 Members—developers, architects, planners, public officials, financiers, students, etc.



Technical Assistance Panels (TAPs)

Town of Provincetown, MA

ULI Boston/New England is committed to supporting communities in making sound land use decisions and creating better places. A TAP brings together of a group of ULI members with a range of professional expertise to provide focused, collaborative consultation to a local government or qualifying non-profit organization.



This TAP

- **Sponsored by the Town of Provincetown and MassDevelopment.**
- This panel looked at the full range of options from an unbiased perspective.
- Panelists include experts in the fields of architecture, planning, design, law, and landscape architecture.
- **Panelists have donated their time**
- Final Deliverable – Written report (8 weeks) will be available at <http://boston.uli.org>



The Panel

Susan Connelly, Co-Chair

Director of Community Housing
Initiatives
Massachusetts Housing Partnership
Boston, MA

Ryan Pace, Co-Chair

Partner
Anderson & Kreiger
Cambridge, MA

Fran DeCoste

Chief Operating Officer
TR Advisors
Boston, MA

Anthony Fracasso

SVP, Housing Finance
MassDevelopment
Boston, MA

Michael Lozano

Senior Project Manager
The Community Builders
Boston, MA



Scott Pollack

Principal
Arrowstreet
Boston, MA

Robert Shearer

Associate
DiMella Shaffer
Boston, MA

ULI Boston/New England Staff

Michelle Landers

Executive Director

Ileana Tauscher

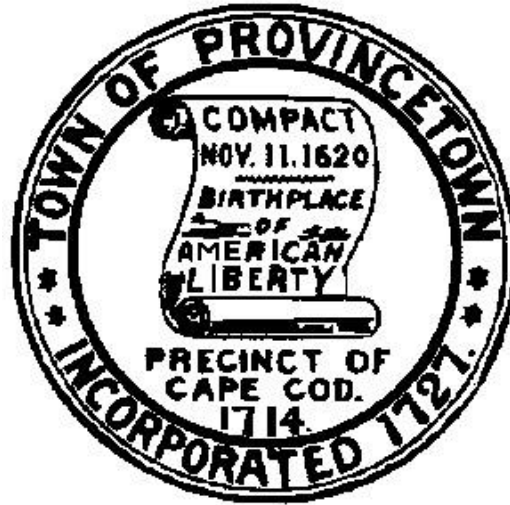
Associate

Report Writer

Scott Van Voorhis

Boston, MA

Panel Sponsors



MASSDEVELOPMENT

Build. Create. Innovate.

Panel Assignment – Address these questions

1. What are the next steps in refining the Provincetown Housing Playbook to identify effective tools to create new housing opportunities within the community?
2. How may the Town develop an effective strategy for the implementation and administration of the Provincetown Year –Round Rental Housing Trust (YRRHT)?
3. How may the Town take advantage of two existing real estate assets to produce a housing development plan to address the critical housing needs of the community?

The Process

Briefing

- Panelists met with sponsor and received briefing materials

Site Visit:

- Panelists toured Provincetown

Panel interviewed stakeholders today including:

- Town officials
- Local business leaders
- Private property owners
- Local merchants
- Local residents
- Local developers



What did we hear?

Challenges

- Communication
- Accurate information
- Need to look at issues comprehensively
- Regional issues
- Permitting process
- Chapter 40B
- Infrastructure, including sewer & water
- Seasonal nature of economy
 - Encouraging year-round economic activity
- Link between housing and economy
- Transportation issues

Opportunities

- It's Provincetown!
- People love it here
- Artistic heritage and institutions
- Tourist industry
- Market wants to respond to housing problem
- Center for Coastal Studies, Provincetown
- Enhanced communication/accurate information
- Active town government trying to solve issues
- Ongoing sharing of information
- Developable sites exist = opportunities for success
- Work with the state to solve issues on a regular basis (towns & seashore) – particularly on transportation
- Improved permitting processes
- Live/work opportunities



Recommendations: Communication Strategies

- Consensus building leads to measurable progress towards housing goals
- Communication strategy is critical – consistent and accessible conveyance of information and data sharing
- Explore platforms that encourage and demand accuracy of information, transparency and respect (ex. coUrbanize)
- Education and outreach around how housing options and economic viability of community are intricately linked

Municipal Approaches to Address Housing

- Over past 10 years, as a municipality, Provincetown has made considerable effort with mixed success
- Timing can be challenging, housing and real estate is cyclical
- Housing is intricately linked to the economic viability of the community
- Housing crisis happened over many years and interventions will take time
- Short and long term solutions can be implemented
- Progress has been made, municipal efforts need community support.

Seasonal Worker Housing

- Integral part of the Provincetown economy. Provide workers and consumers
- Converting existing housing cannot satisfy demand
- Market solutions – business owners buying/renting housing for workers
- Public Sector Solutions – Town should work with owners to encourage market solutions
- License town owned property for short term use for seasonal workers
 - example: municipal parking lot used for temporary housing
(corresponding zoning changes may be required)

Community Housing Tools (Year-round 100-160% Area Median Income)

- Zoning overlay – allow additional density, by right, in exchange for tiered affordability. Additional density to allow for both more units per acre and multiple buildings on a lot.
 - Numerous opportunities (publicly and privately owned) will be unlocked by zoning changes.
 - Gives town opportunity to define uses to meet community needs by creating strict guidelines and implementing site plan review.
 - Process must be transparent and predictable.
- Municipal comprehensive project review facilitated by one point of contact
- Expedited Permitting – town maintains control over site plan review process
- Relax accessory dwelling unit zoning rules and implement single point of contact. Create process guide for interested homeowners.
- Continue to pursue application of room tax on short term rentals.
- Explore transfer tax assessments.

Housing Strategies

- Zoning
 - Mixed use zoning to encourage residential above and below commercial
 - Artist live/work space
- Town is approaching 40B thresholds, town must explore predictable zoning interventions
- Comprehensive assessment of site opportunities
- Think Regionally – regional cooperation amongst outer cape communities is needed to address housing issue
- Housing issues are tied to regional economic and transportation issues.
- Transportation
 - Van Share, Zip Car, Bike Share
- Utilization of year-round, market-rate housing rental trust

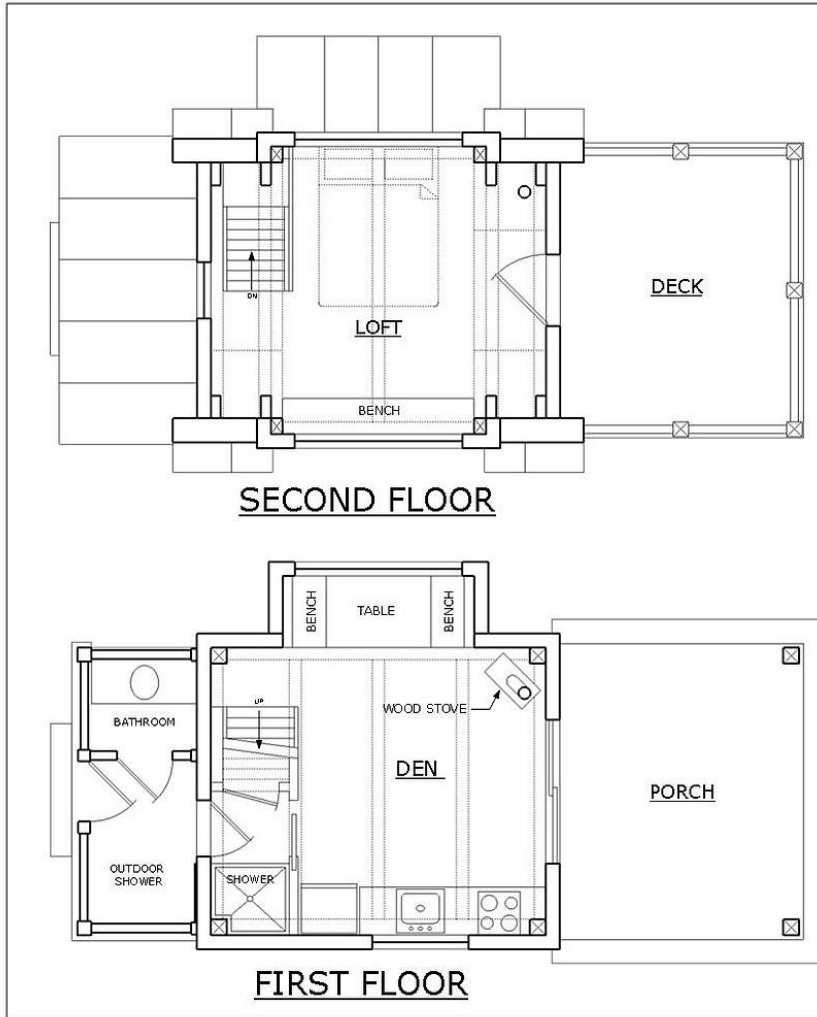
VFW Site

- Town bought site at 3 Jerome Smith Road for \$900,000 in October, 2013
- Potential use: Current building would be torn down and site would be cleared for seasonal worker housing
- There is the potential on the site for 29, two bedroom, micro-housing units. Total capacity of 58 seasonal workers, based on two per unit.
- Provincetown cottage style, single-story
- Development costs: \$125,000 to \$150,000 per module, including land cost



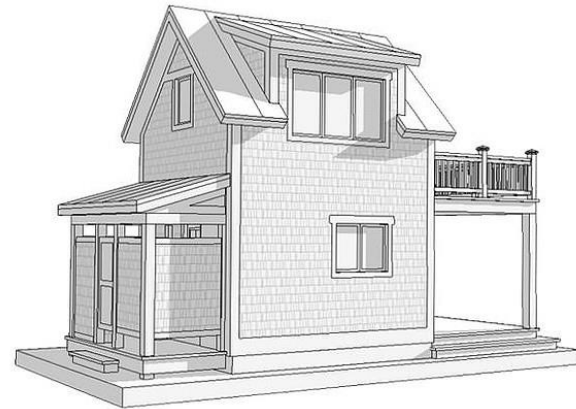






The Butler Island

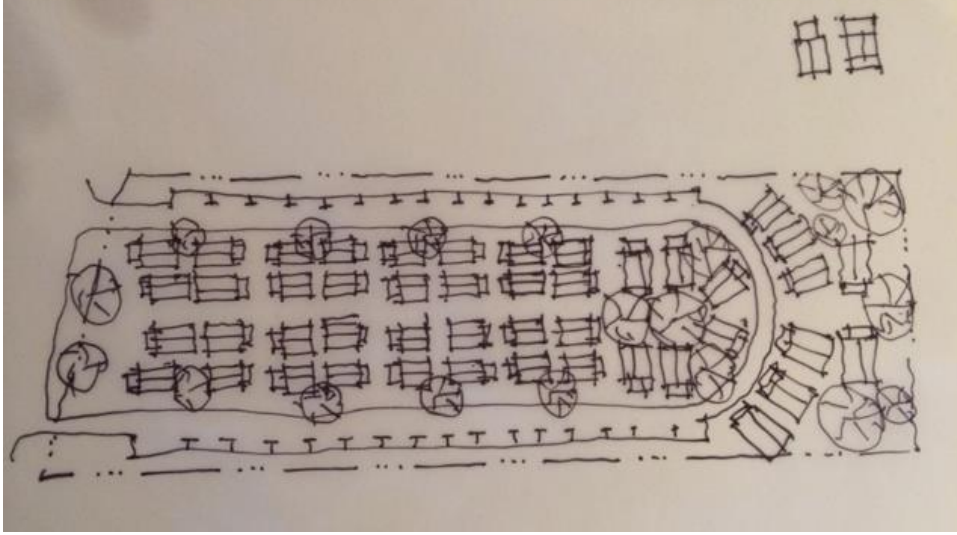
12' X 14' (2) STORY CAPE W/ 3' X 8' BUMPOUT
1 BEDROOM - 1 BATH - 336 SF



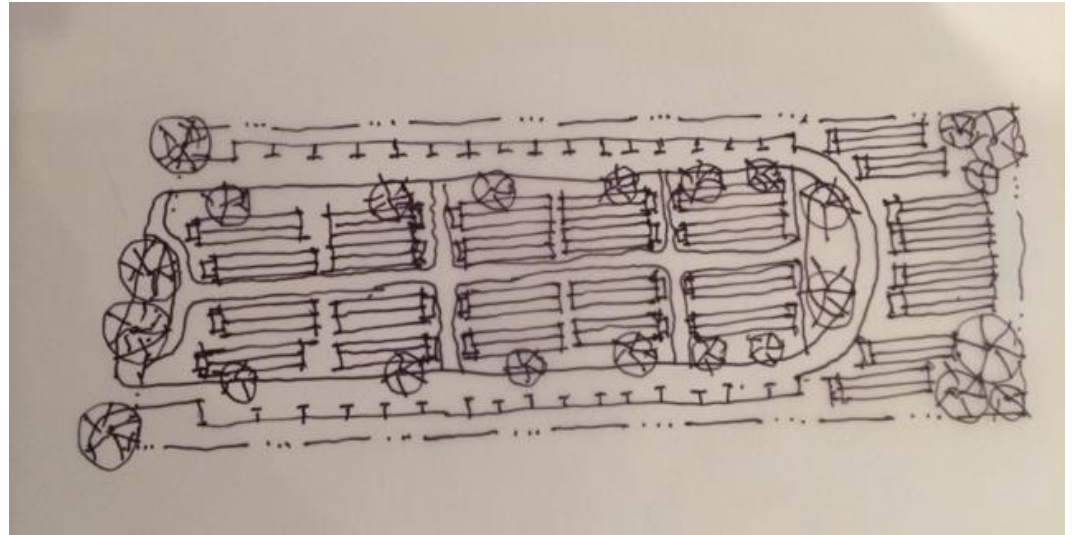
THIS DESIGN IS TO BE USED AS THE PROPERTY OF THE ARCHITECT AND IS NOT TO BE REPRODUCED OR TRANSMITTED IN ANY FORM OR BY ANY MEANS, ELECTRONIC OR MECHANICAL, INCLUDING PHOTOCOPYING, RECORDING, OR BY ANY INFORMATION STORAGE AND RETRIEVAL SYSTEM, WITHOUT THE WRITTEN PERMISSION OF THE ARCHITECT. THIS DOCUMENT IS THE PROPERTY OF THE ARCHITECT AND IS NOT TO BE REPRODUCED OR TRANSMITTED IN ANY FORM OR BY ANY MEANS, ELECTRONIC OR MECHANICAL, INCLUDING PHOTOCOPYING, RECORDING, OR BY ANY INFORMATION STORAGE AND RETRIEVAL SYSTEM, WITHOUT THE WRITTEN PERMISSION OF THE ARCHITECT.

THE BUTLER ISLAND
12' X 14' CAPE W/ 3' X 8' BUMPOUT - 336 SF

DATE:
SCALE:
SHEET:
1
OF 1
DWG: WARREN.DWG



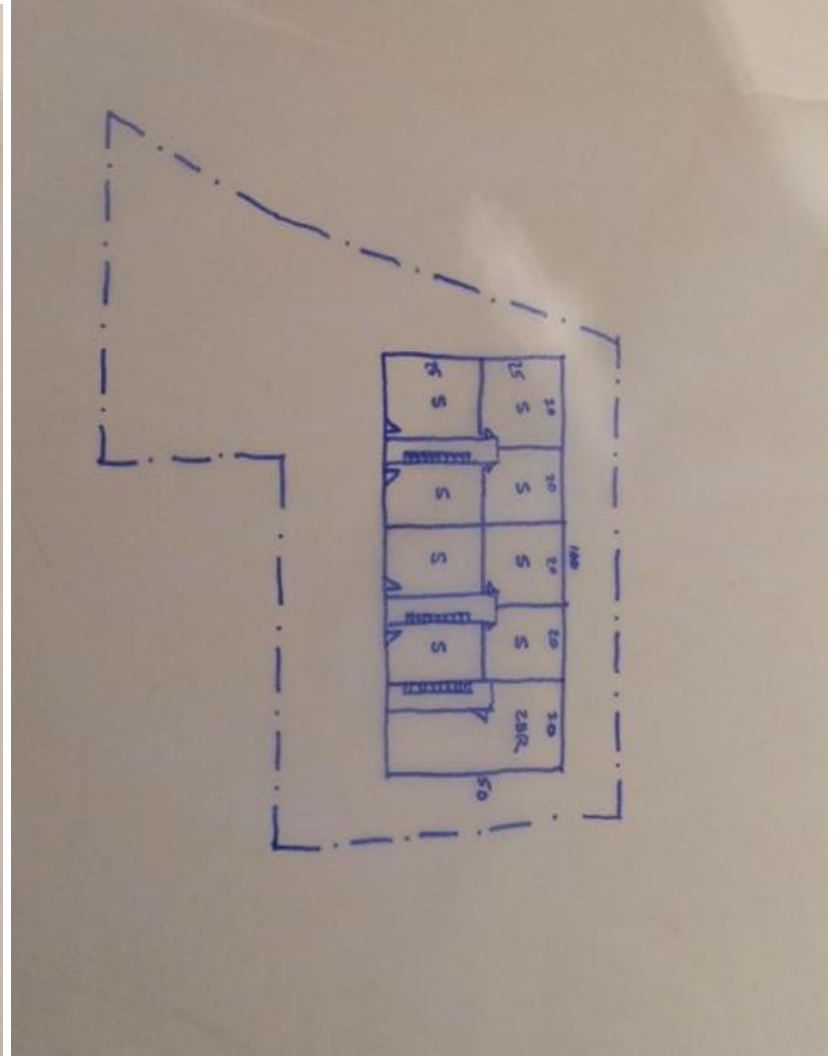
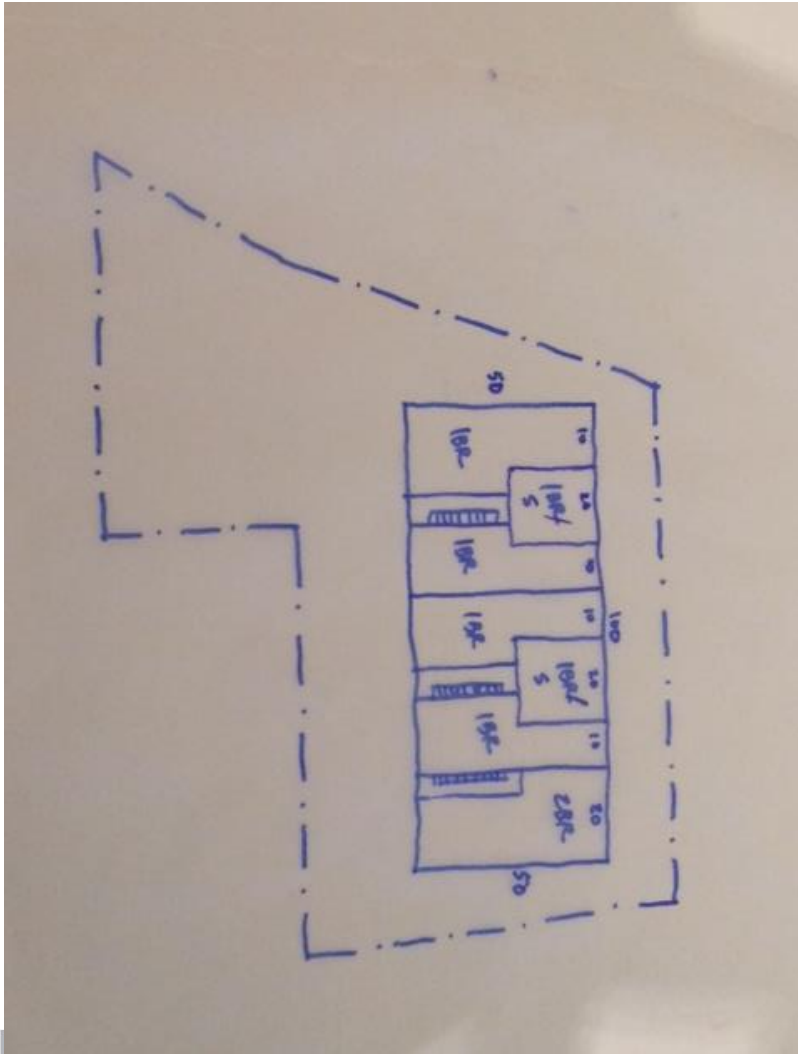
VFW Site



Community Center

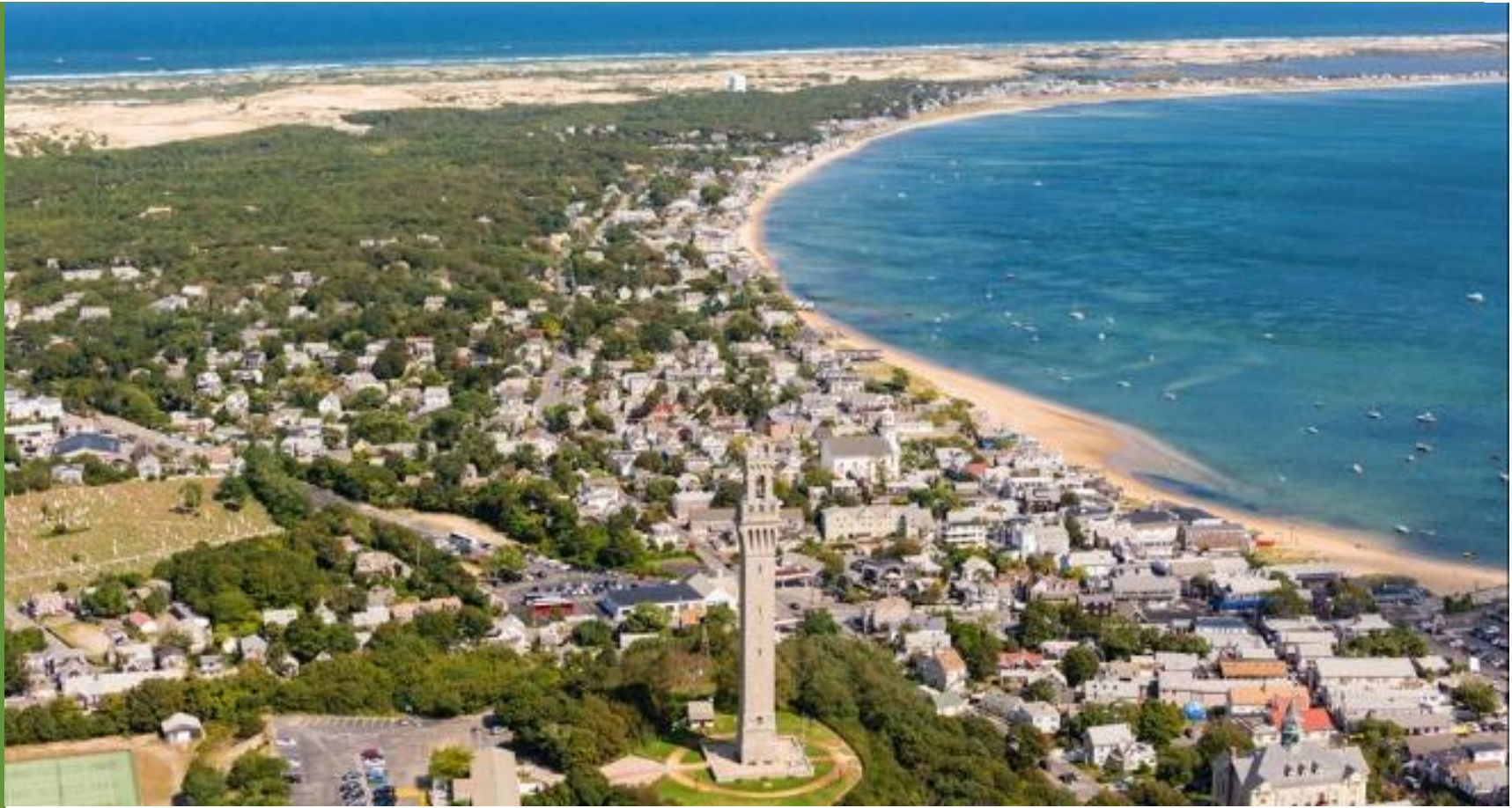
- Town bought the community center building for \$125 in 1892;
- The land and building are currently assessed at \$605,000
- Opportunity for two-story new construction
- There is the potential on the site 16 rental units: two, two-bedroom units, eight studios and six one bedrooms
- Development costs \$275,000 to \$300,000 per unit
- By using year-round housing trust money and CPA, town can make this a mixed-income community
- Proposed zoning overlay could allow this to occur by right

Community Center



Expanding Year-Round Economic Activity

- Economic analysis by town is planned
- Analysis may want to consider the following:
 - Institutional use in off-season capitalizing on existing assets
 - Expand strong art community, including PAAM and Fine Arts Work Group
 - Development of additional arts learning programs, with possible focus on culinary, literature and fine arts
 - Encouraging aquaculture industry



Questions?