



OBSERVER REPORT

MARBLEHEAD HOUSING COMMITTEE – October 14, 2025

Hybrid Meeting – Recorded

LWVM Observer – Bonnie Grenier

Attendees: Brendan Callahan, Alex Eitler, Joe Whipple, Cathy Hoog, Kurt James, Debra Larken, Nisha Austin and Ramon Garcia

HOME Program presentation by Kevin Hurley, Director of North Shore Home

The HOME program was established by the Department of Housing and Urban Development thirty years ago to develop affordable housing and to distribute monies as widely as possible. Marblehead is a charter member of this consortium of 30 contiguous communities. There is an annual application for HUD funds that outlines how the money will be used. The current need is for affordable rental housing with the focus on those with 80%, 50% and even 30% of annual medium income. There are some priorities for veterans, the elderly and victims of domestic violence. HOME has been level funded by HUD this year and hopes it will be the same for next year. Over the years they have expended well over \$70 million. (2/3 of the Boston HUD workforce has been let go over the past year.)

There is an annual request for proposals from member communities which this year were due on October 17th. Generally, there are 12-20 RFPs received each year. A committee of five representatives from different cities and towns will meet for 5-6 weeks to decide on the distribution of funds. Priorities include the applicant's capacity to fund the project; how ready the project is to proceed and a clear indication there is community (financial) support. Most of the proposals are for 10-11 units. There are time constraints as to how much time there is to spend any allocation. Marblehead has an annual allocation which could be committed to the Broughton Road development along with any funds procured by the developer.

Broughton Road Project – Cathy Hoog

The RFP for Broughton Road development was sent out 2 years ago. There were 2 responses but one was submitted late and disqualified. In March 2025 terms were agreed upon and a partnership created with MHA's affiliate non-profit owning (51%) and Winn Development affiliate owning (49%). The estimated cost of the project is \$67+ million. Financing will be a combination of mortgages, loans, tax credits, grants, public innovation funds, and grants for sustainability. Some amount of local investment in the project is important. MHA has hired SV Design as a consultant that works independently with them. The developer's design firm is Icon Architecture.

87% of the housing at Broughton Road is 75+ years old and in need of rehabilitation. This is all family housing: 34 2-bedroom units and 28 3-bedroom units. They will fully rehab 44 units and demolish and replace 18 units and create 60+ new units in a separate building that could be 3 or 4 floors. Potentially there would be 52 one-bedroom and 8 2-bedroom apartments in the new building which would be located at the front of the property and geared towards the 55+ community. They're looking to make most, if not all units, affordable at 60% AMI or lower.

All or most of the residents will need to be relocated. There are many protections in place and residents will be consulted, supported and subsidized throughout the entire relocation process. Input from the larger community and the town will also be sought throughout the process.

3A Request for Technical Assistance –

Barrett Planning Group has been hired by the town for technical assistance in identifying additional districts that would comply with the zoning requirements of 3A. These new options would have to be brought back to the Planning Board. Alex Eitler emphasized that this is a very technical and tedious process involving a lot of mathematical formulas. Any plan submitted must be accepted by the State so they will want assurances ahead of time that that will be the case.

Community engagement is going to be critical throughout the process and there will be on-going efforts to engage the public. Most of that will take place in the new year once a plan has been accepted by the state. In the meantime, some members of the Planning Board, Select Board and some department heads have been meeting informally with some of those who oppose 3A. The Planning Board will have to meet to vote on whatever plan is developed and any plan must be 100% achievable.

Coffin School Request for Information

A Letter of Interest was sent to all town departments. The Light Department, Recreation & Parks, the Cemetery Department and the Housing Authority all expressed interest in the Coffin School property.

An RFI has been sent out to see what interest there may be in the private and non-profit sectors might be. Responses are due by October 30th and will be presented to the Select Board. No consultant has been hired by the town because they did not receive a grant to hire one.

There was a meeting with about 20 abutters to talk about the process, schedule and their concerns. They are planning a public meeting in early November.