

Welcome to Greenfield, MA

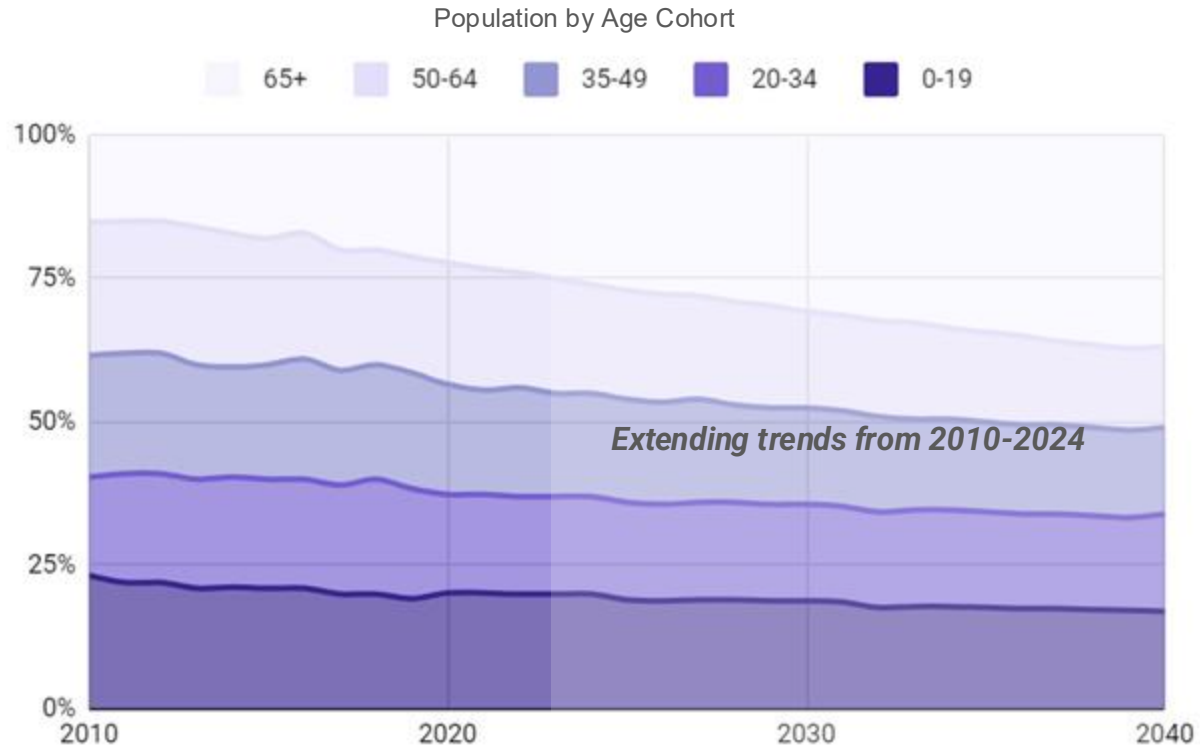


Welcome to Greenfield, MA

- Urban center of MA's most rural county
- From industrial manufacturing economy to healthcare, services, and creative economy
- Lower median income relative to county
- Mix of wildlife, agricultural land, and urban downtown



Age Trend and Projection



Aging Housing Stock, Few New Units

Age of Existing Units

Year built	Units	Share	Cumulative share
2020 or later	35	0.4%	0.4%
2010 to 2019	363	4%	5%
2000 to 2009	329	4%	8%
1990 to 1999	162	2%	10%
1980 to 1989	657	8%	18%
1970 to 1979	750	9%	27%
1960 to 1969	542	6%	33%
1950 to 1959	1,118	13%	46%
1940 to 1949	695	8%	54%
1939 or earlier	3,964	46%	100%



Addressing the Housing Challenge: Initial Partnerships

- Mid-2010s: City feeling the housing crunch
 - Aging population
 - Highly visible unsheltered homelessness
- Building a stakeholder network:
 - FRCOG & CHAPA: IH2
 - CHAPA Municipal Engagement Initiative (MEI)
 - Housing Greenfield



**Franklin Regional
Council of Governments**



Addressing the Housing Challenge: Strategies



1. **Progressive Policy:** Necessary but not sufficient
2. **Community Conversations:** Local/regional networks to identify and address housing issues
3. **City as Partner:** for example,
 - a. MHP Complete Neighborhoods
 - b. AGO Receivership
 - c. EOHLC Community Planning
 - d. Affordable housing developers, neighborhood groups, and cooperatives

Success Stories: Wilsons Redevelopment



Challenges:

- Public pushback around affordable housing development
- Capital stacks with multiple funding sources that need demonstrated community support and municipal financial commitment

Success Stories: 176 Main Street



Challenges:

- Public pushback around affordable housing development
- Loss of first-floor commercial space
- Mayoral decision to surplus municipal land (and City Council approval)

Success Stories: Hope Street Lot



Challenges:

- Mayoral decision to surplus municipal land
- Public pushback regarding loss of parking lot
- Citizen's referendum