

Broughton Road Redevelopment

Marblehead Planning Board Meeting

Sept. 8, 2026

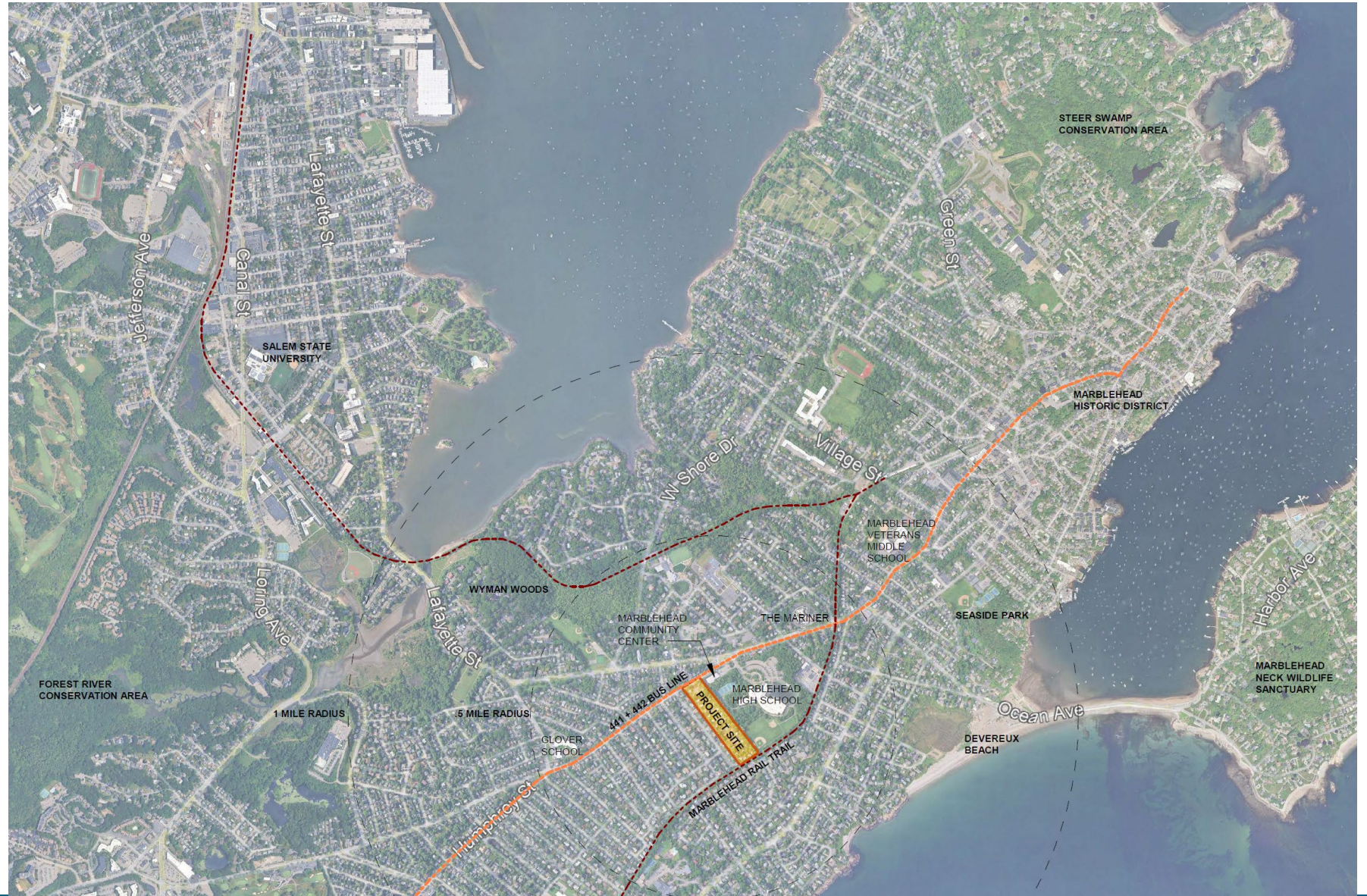
Broughton Road Work to Date

Dec. 2023 MHA put out a Request for Proposals to select a developer partner to assist in pursuing a mixed-finance redevelopment of this state-aided public housing.

Oct. 2024 MHA voted unanimously to designate WinnDevelopment as its development partner.

Mar. 2025 MHA and Winn finalized partnership terms.

Mar. 2025 – present Site Due Diligence; funding applications; meetings with: MHA Board, residents, abutters, Town staff, Rail Trail, Senior Center, more



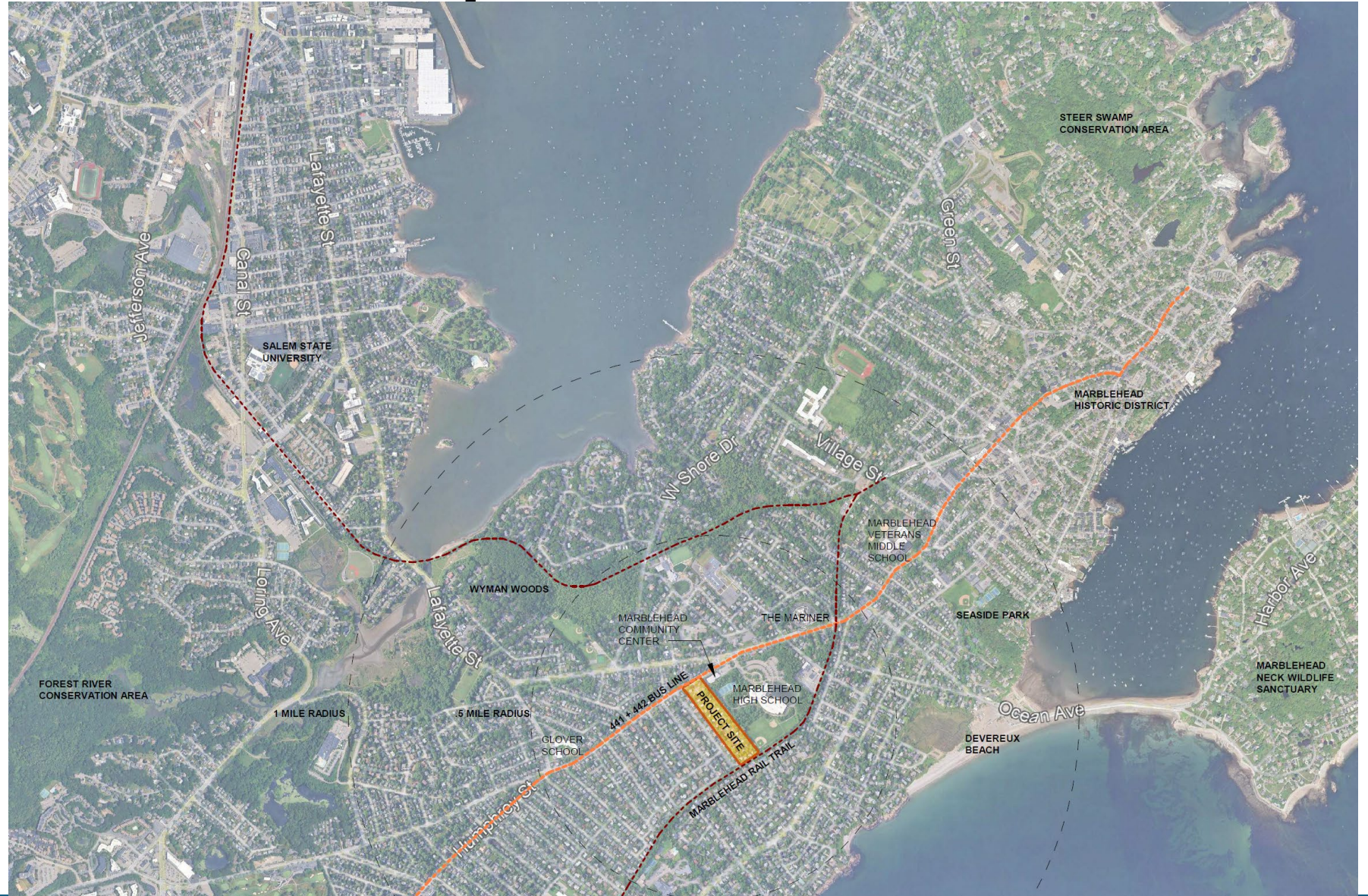
Broughton Road Next Steps

Fall 2026 Submit Project Eligibility Letter to EOHLC for 40B Comprehensive Permit, begin Comprehensive Permit process with Zoning Board of Appeals

2027 Receive 40B Permit, Continue: resident and community engagement, funding applications

2028 Construction start

2030 Lease up



Broughton Road Redevelopment Team

Project Sponsor and Developer – Marblehead Housing Authority

- Development Partner - WinnDevelopment
- Property Manager – WinnResidential
- Resident Services – Connected Communities Foundation
- Architect – ICON Architecture
- Landscape Architect – Copley Wolff Design Group
- Civil Engineer – Hancock Associates
- 40B Legal Counsel – Dain Torpy
- Local Counsel – Lausier & Lausier



Project Site

Existing family, **state public housing** owned and maintained by the Marblehead Housing Authority (MHA)

62 residential units
34 two bedrooms
28 three bedrooms

Developed in 1950 & 1980s

In need of capital repairs

No accessible units

"wet" site due to poor grading and water management infrastructure



Opportunity

87% of Broughton units are 75+ years old

Marblehead SHI is 3.8%; not a lot of developable sites in Town

Marblehead has a growing need for senior housing, and **Broughton Road is ideally located adjacent to the senior and community center**

The site:
has opportunity to add density
is in Town's 3A District
is on MBTA bus route
abuts Marblehead Rail Trail

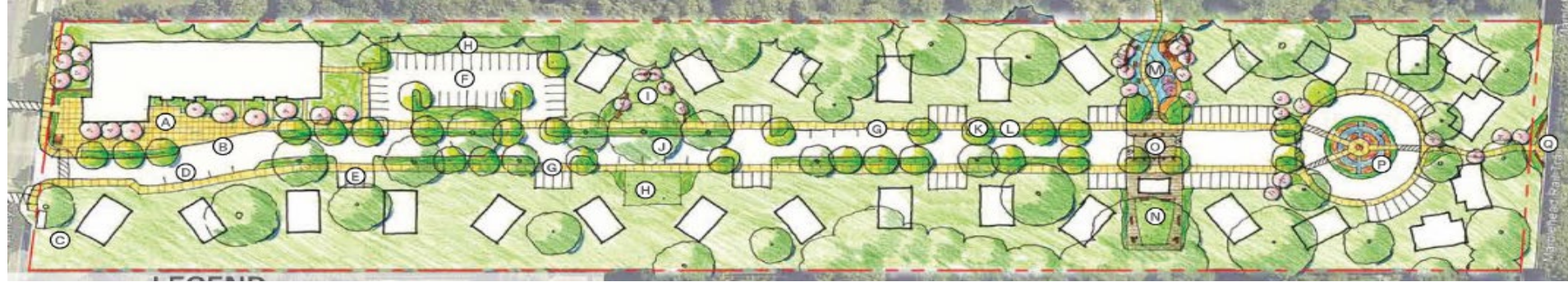
Resources available for state public housing to provide better financing and long term maintenance



Project Concept RFP Response March 2024

One new construction building at
Humphrey Street and Senior Center

3 stories / 47 units
Footprint: 225'x64' (not including the
bump out at the front)
First floor: 17,000SF
Total Bldg.: 51,000SF
Height: 36'
Setback from Humphrey: 14'/aligned
with existing bldgs.



Unit Mix
24 1BR
17 2BR
6 3 BR
47 Total Units

97 Total units (62 existing + 35 new)

Demolish 6 bldgs.

Project Concept Updated 2024 - 2026

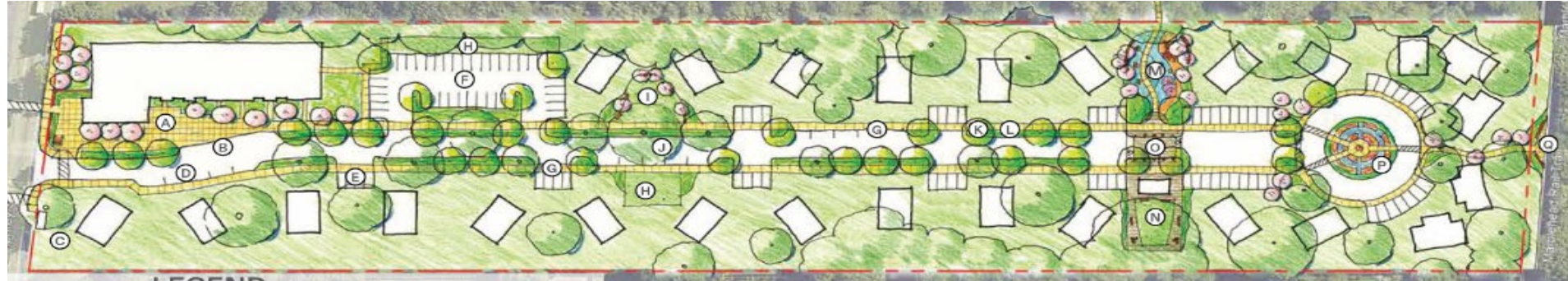
One new construction building at
Humphrey Street and Senior Center +
**new construction townhomes at end
of road**

3 stories / 47 → **50 units**
Footprint: 225'x64' → **270'x67'**
(average; there are bays)
First floor: 17,000SF → **17,650SF**
Total Bldg.: 51,000SF → **52,900SF**
Height: 36' → **36'**
Setback from Humphrey: 14' → **14'** /
aligned with existing bldgs.

Unit Mix
24 → **45 1BR**
17 → **5 2BR**
6 → **0 3 BR**
47 → **50 Total Units**

97 → **112 Total units (62 existing + 50 new)**
Demolish 6 → **10 bldgs.**

Project Concept RFP Response March 2024



Current Project Concept: 62 updated/new PHA units, 50 new construction units, mixed income (55+) and new project amenities for all residents



Project Concept Updated 2024 - 2026

Stakeholder Engagement and Due Diligence informed:

Family → Age Restricted Housing

More amenity space in new bldg.

Maintaining setbacks to align with the senior center and to not impose on the street

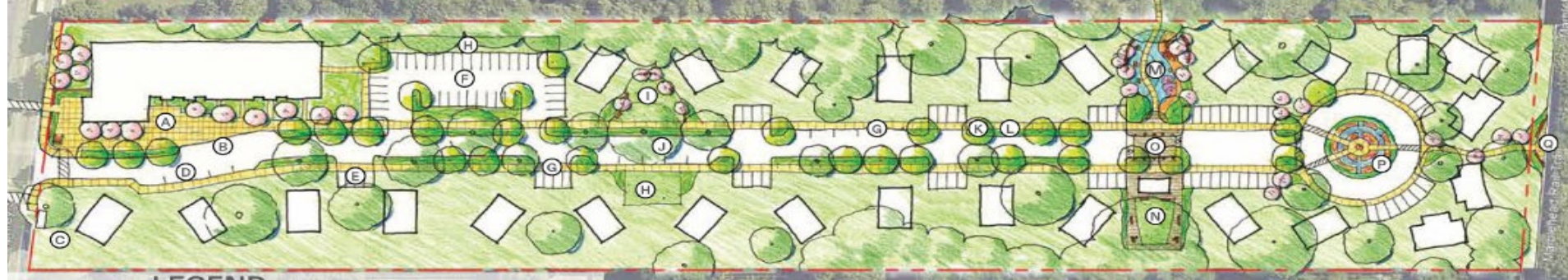
Repositioning Broughton Rd too cost prohibitive

Demolishing the four 1980s buildings & fixing grading and drainage issues

Ledge toward middle of the site / limit demolition there

Simplified landscape interventions along the site

Project Concept RFP Response March 2024



Current Project Concept: 62 updated/new PHA units, 50 new construction units, mixed income (55+) and new project amenities for all residents



Project Concept



NEW AGE RESTRICTED BLDG	1BR	2BR	3BR	Total Unit Count	Building GSF	RFP Response
AVERAGE NSF	725	975	1,100			
FIRST FLOOR	10	0	0	10	17,650	17,000
SECOND FLOOR	17	3	0	20	17,650	17,000
THIRD FLOOR	18	2	0	20	17,650	17,000
Total	45	5	0	50	52,950	\$1,000

1BR	2BR	3BR	Units	Total GSF
90.0%	10.0%	0.0%	100%	

DEMO'D TOWNHOMES	2BR	3BR	Total Unit Count
AVERAGE NSF	900	1,100	
	0	6	14
Total	0	6	14

1BR	2BR	3BR	Units
0.0%	30.0%	70.0%	100%

NEW TOWNHOMES	2BR	3BR	Total Unit Count	Building GSF
1:1 REPLACEMENT OF EXISTING				
AVERAGE NSF	1,300	1,450		
FIRST FLOOR	0	4	6	10
SECOND/THIRD FLOOR	0	2	8	10
Total	0	6	14	20

1BR	2BR	3BR	Units	Total GSF
0.0%	30.0%	70.0%	100%	

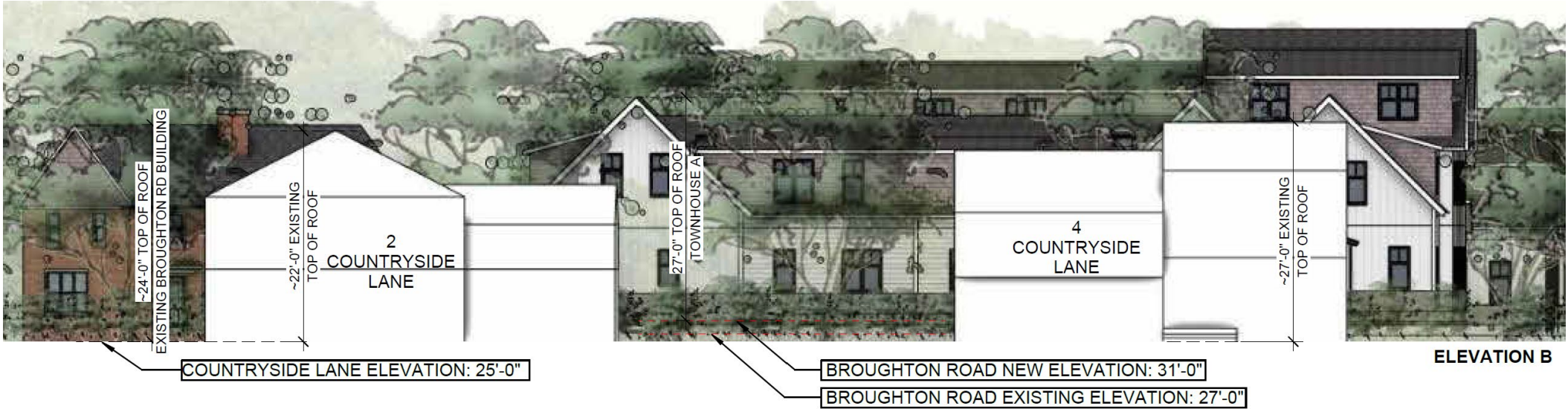
Humphrey St. Perspective



Gerald Road Perspective



Countryside Lane Perspective



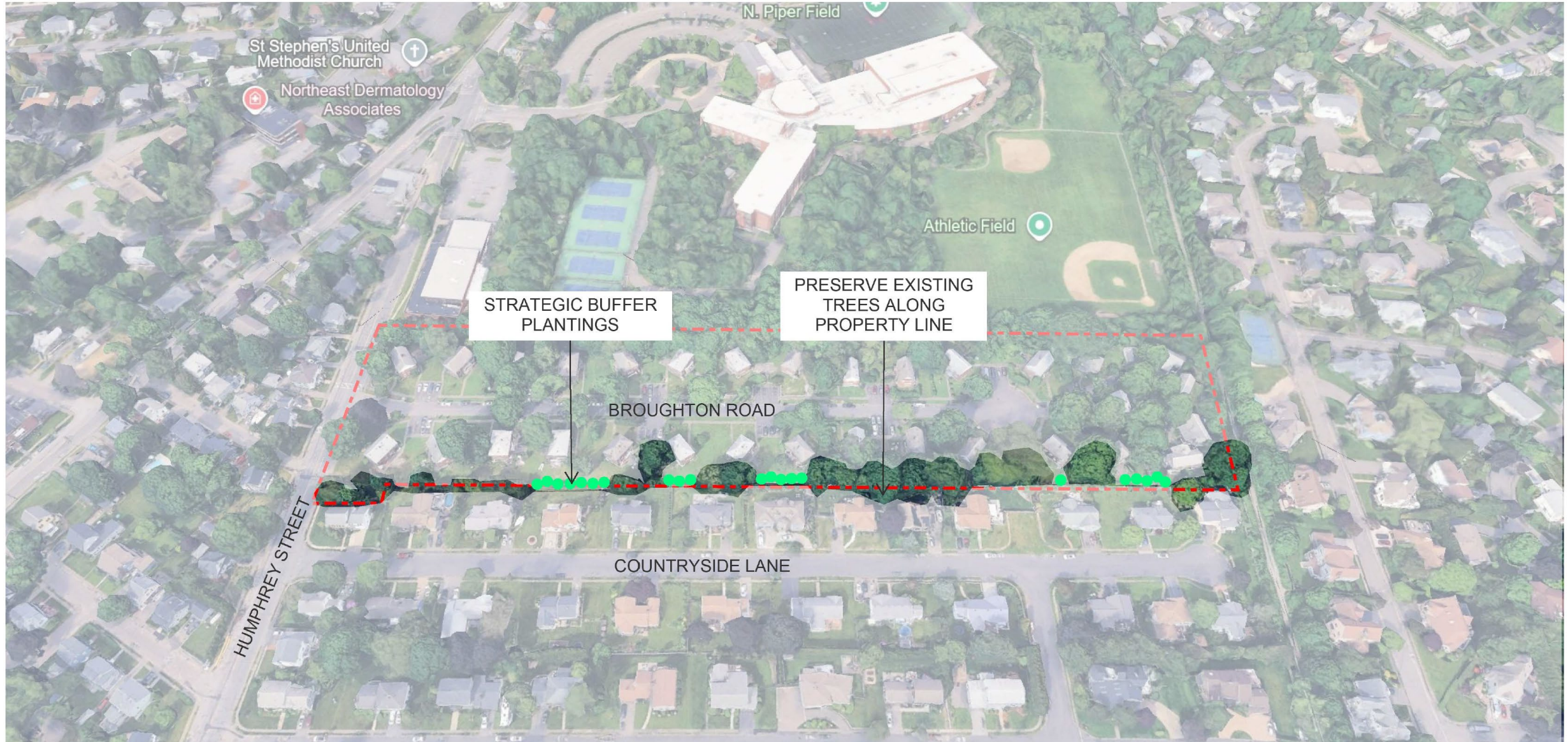
Rendering



Rendering



Landscape Buffers



Conclusion

- ✓ Provide further feedback from the June Planning Board Meeting
- ✓ Continue moving forward in partnership with the Town on this redevelopment process

Next steps:

- File project PEL
- Receive state approval on the PEL
- Prepare Comprehensive 40B Permit
- File 40B Permit Application with Zoning Board of Appeals
- Copies of the 40B Permit Application would be submitted to Planning Board and other Town Departments for comments.
 - Preliminary architectural plans, civil plans, utility plans, building elevations, etc.
 - A list of requested waivers from local ordinances, bylaws, and regulations
- Begin ZBA Hearing Process
- ZBA issues a Comprehensive Permit Decision, which includes all local approvals needed for the development of the project

