

Town of Conway, Massachusetts  
Community Preservation Committee

PRE-PROPOSAL INFORMATION FORM

Attach additional sheets, drawings, maps etc. as necessary

Project Title: Deerfield Road Affordable Home

Contact Person Name: Megan McDonough, Executive Director  
Amy Landry, Director of Resource Development

Organization, if any: Pioneer Valley Habitat for Humanity

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Purpose: Please check all that apply  Open Space     Community Housing  
 Historic Preservation     Recreation

Description of Project:

Pioneer Valley Habitat for Humanity has been a developer of affordable homes in Franklin and Hampshire Counties for 32 years. We have acquired land in Conway on South Deerfield Rd. and propose to build a single family home for a family earning up to 60% of the Area Median Income. We hope to work with the town of Conway to ensure that the home is affordable in perpetuity and listed on the state affordable housing inventory. The home will be energy efficient and will be assessed for feasibility of solar PV installation for zero net possibility. The future homeowner will put in sweat equity hours alongside dozens of community volunteers, building not only stability and self-sufficiency through an affordable homeownership opportunity but also social capital through working with community members from all walks of life. \*

Property Address: 638 South Deerfield Rd., Conway

Name of Current Owner: Pioneer Valley Habitat for Humanity

Amount of Funding Requested: \$ 45,000

Does the project have other sources of funding? If so, indicate percentage and type (grant, donation, in-kind services)?

The home will be built on donated land and we will seek financing through a USDA mortgage (just under 70% of cash budget). An award of \$45,000 from the Conway CPC would represent approximately 25% of the cash budget and we are in conversation with a local bank for home sponsorship support at the \$5,000 - 10,000

level. The remainder of fundraising will come from individual contributions and a modest homeowner down payment. The appraised value of the donated land was \$109,000 and we estimate additional in-kind contributions totaling close to \$26,000.

Knowing that you are asking the Town to spend money, imagine that you are presenting this proposal at Town Meeting. What points will you make? Consider how the Town will benefit, what Town resources (Highway Dept., etc.) would be needed for maintenance, what volunteer possibilities exist, and anything else which will demonstrate the value and ongoing costs of this project.

We are excited at the prospect of Pioneer Valley Habitat's first project in Conway where the median price for the 10 homes currently listed for sale in the town on zillow.com is \$270,500. The home to be built at 638 South Deerfield Rd. will be sold for \$125-175,000, making it affordable for a family with household earnings of up to 60% of the AMI. This will offer a family who might otherwise be priced out of the Conway housing market the opportunity to live in this special small community.

Habitat homes are built with volunteer labor, using students from local vocational schools when feasible and volunteers from this and other nearby towns. Future homeowners build alongside students and retirees, bankers and realtors, community members of all stripes. Community volunteers, when they walk away after building with Habitat for a day tell us *their* lives have been transformed, enriched by the experience. We will reach out locally to encourage the participation of Conway residents in events, fundraising and volunteer opportunities – it is the foundation of Habitat's community-build model. \*

With almost 50 homes completed in eight cities and towns across the two counties in our 32-year history, we are accustomed to working with municipal departments to ensure compliance and communicate needs on the build site as necessary. We anticipate that barring unforeseen circumstances we will complete the home in 12-16 months from the time construction starts and our costs will be contained. Pioneer Valley Habitat has a reputation for finishing projects on time and within budget.

This is a terrific opportunity for the town of Conway to add an inclusive homebuying option for a family who is ready to own a home but has not been able to achieve that through traditional lending channels. In the town that has made big-hearted community engagement legendary through decades of hosting the annual Festival of the Hills, creating a welcoming space for the building of a family's dream seems a perfect fit.

*\* Due to restrictive pandemic health and safety protocols, we have adapted Habitat's community-build model to adhere to state and local (and our own) construction guidelines. It is our sincere hope that we will be able to re-engage the community at previous levels some time during the project in Conway!*