

Housing Opportunity for All

Overview of the County's Comprehensive Housing Strategy (CHS)

PHED presentation & discussion
February 7, 2019
Prince George's County, MD

Presentation overview

- How was the CHS developed?
- What are the guiding ideas within the CHS?
- What will the CHS accomplish?
- What does implementation of the CHS look like?

How was the CHS developed?

How was the CHS developed?

PROJECT TEAM



**Lisa Sturtevant
& Associates**



How were residents and stakeholders engaged?

Key activities included:

- ❑ 4 public meetings
- ❑ 8 focus groups
- ❑ 20+ County staff and stakeholder interviews
- ❑ Bimonthly meetings with the Advisory Group
- ❑ CHS Communications Toolkit

Available at the project page: mypgc.us/housingstrategy

What are the guiding ideas within the CHS?

What are the goals of the CHS?

***Housing Opportunity for All* will accomplish the following goals:**

- **Support existing residents**, including long-time residents, seniors, and residents at-risk of displacement
- **Attract new residents**, including millennials, employers, and developers
- **Build on strategic investments & submarket conditions**, including TODs like the Purple Line Corridor, areas around other strategic investments, TNI areas, and Opportunity Zones

What are the strategies in the CHS?

Prince George's County will design solutions within two types of strategies over the next 10 years:

1

Cross-cutting strategies to build the capacity needed to implement *Housing Opportunity for All*

Enhance policies and incentives for housing development.
Increase collaboration, coordination, and transparency.
Expand funding and diversify financing mechanisms.

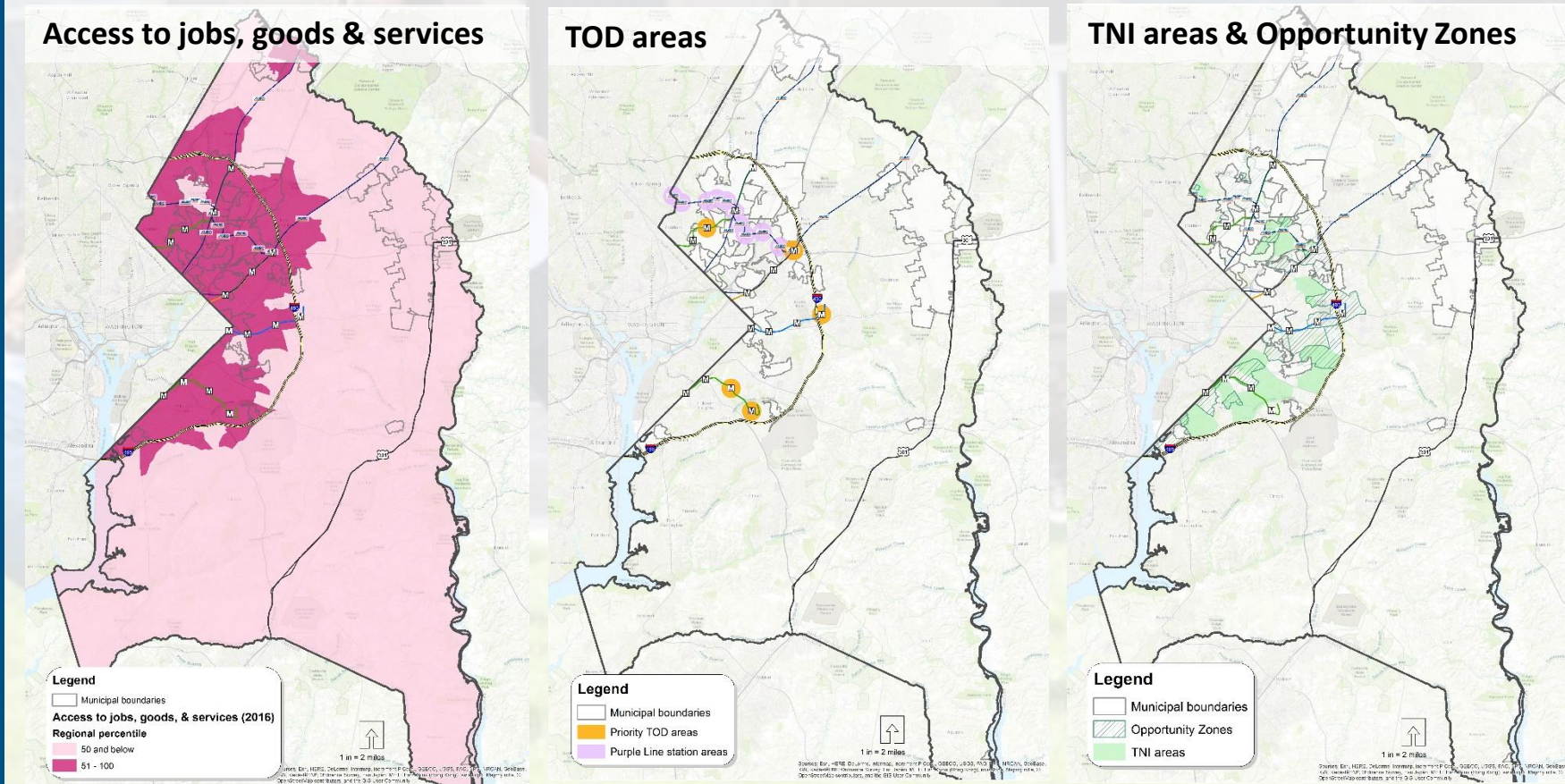
2

Targeted strategies, which will address specific housing needs and market conditions throughout Prince George's County

Encourage new, context-sensitive development that expands housing types.
Improve the quality of the County's existing housing supply.
Build stronger economic opportunity and revitalize neighborhoods.

Where will CHS be implemented?

Many actions will be implemented countywide.
Some actions are implemented in a more targeted way.



What will the CHS accomplish?

It will meet existing needs among County residents.

KEY OBSERVATIONS

- Many current residents cannot find housing that aligns with their earnings.
- There are significant concerns about the quality of some of the county's existing housing.

SUPPORTING DATA

- **Share of cost-burdened households:** 41%
- **Change in cost-burdened households (2000-2014):** +11,683
- **Share of homes built before 1980:** 60%

ROLE OF CHS

Actions intended to:

- Create a range of resources for households experiencing a housing crisis
- Stabilize residents through anti-displacement programs
- Support new tools like Property Assessed Clean Energy (PACE) to create and preserve affordable rental housing
- Promote value capture as a tool to reinvest in neighborhoods experiencing private investments

It will meet changing needs among County residents.

KEY OBSERVATION

- The county's housing stock has not evolved to meet the changing needs of residents.

SUPPORTING DATA

- **Change in seniors households (2010-2015): +11%**
- **Change in total households (2010-2015): 3%**
- **Total share of single-family homes (detached + attached): 67%**

ROLE OF CHS

Actions intended to:

- Increase resources, like the HITF, to support preservation and development of housing
- Use a comprehensive approach to support elderly households aging in place
- Align programmatic priorities with changing demand
- Support departmental capacity building to serve County's changing demographics

It will diversify the homes available in the County.

KEY OBSERVATIONS

- The county's housing stock has not evolved to meet the changing needs of residents.
- Policy changes and additional public investment may be needed to capitalize on strategic investment areas, particularly TODs.

SUPPORTING DATA

- **Total share of single-family homes (detached + attached): 67%**
- **Total share of multifamily homes: 33%**

ROLE OF CHS

Actions intended to:

- Removes regulatory barriers to make development easier across the board
- Supports zoning changes to expand and encourage “missing middle” housing and adaptive reuse
- Supports building more mixed-use and mixed-income developments
- Targets underused or obsolete properties for new housing production
- Explores innovative, low-cost housing solutions for person experiencing homelessness

It will support the local and regional workforce.

KEY OBSERVATIONS

- Demand exists for more housing options in neighborhoods with amenities and resources.
- The county's relative affordability—compared to other jurisdictions in the region—is an asset.

SUPPORTING DATA

- **Change in median rent (2000-2015): +29%**
- **Change in median rent (2000-2015): +30%**
- **Change in median household income (2000-2015): -1%**

ROLE OF CHS

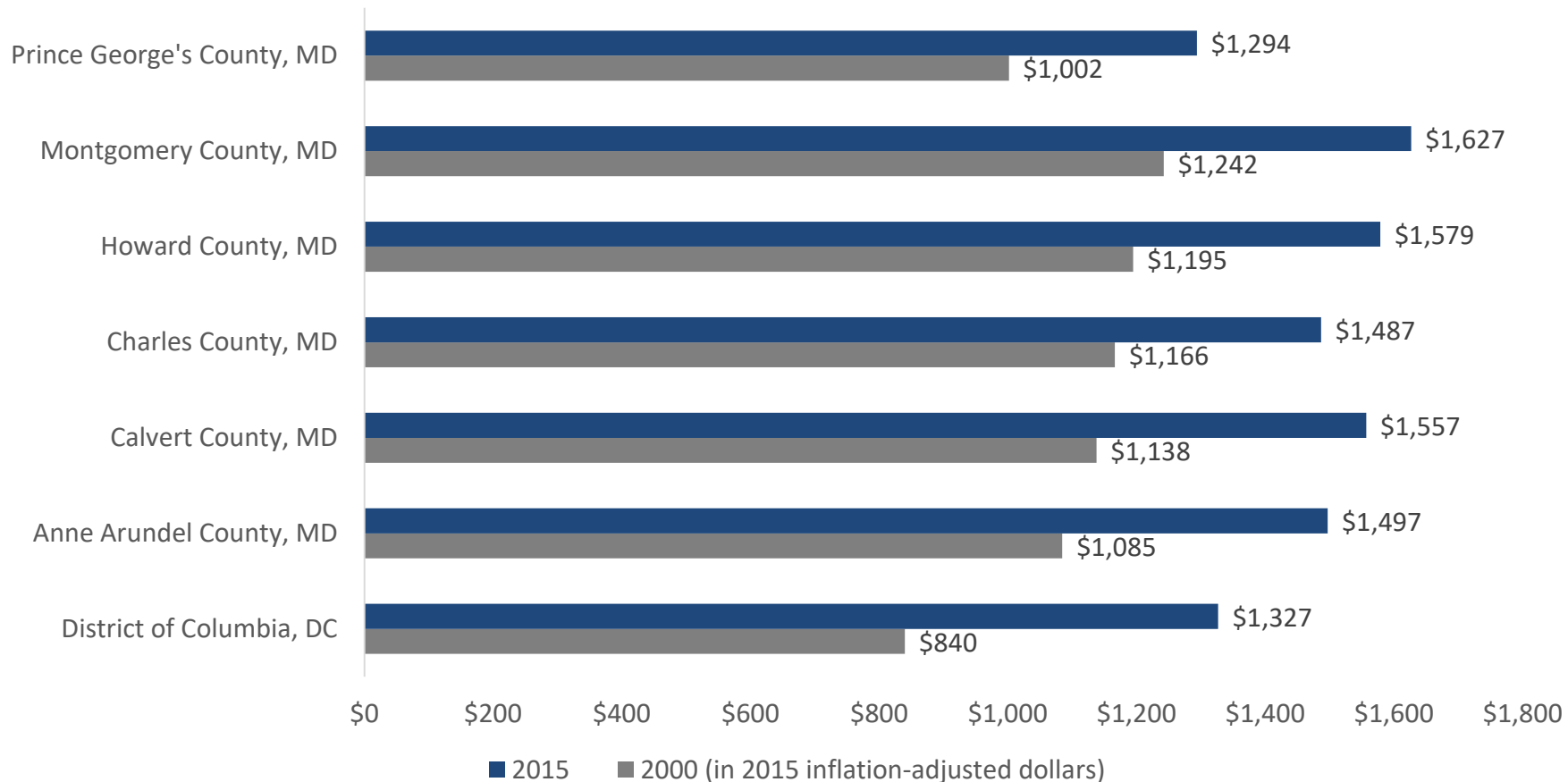
Actions intended to:

- Increase supply of affordable and workforce housing opportunities
- Engage local employers and anchor institutions to initiate place-based investments
- Expand affordable housing options in amenity-rich neighborhoods
- Promote ongoing engagement with business community and other key stakeholders

**See handout for chart of affordability by common regional occupations.*

Regional comparison of market conditions

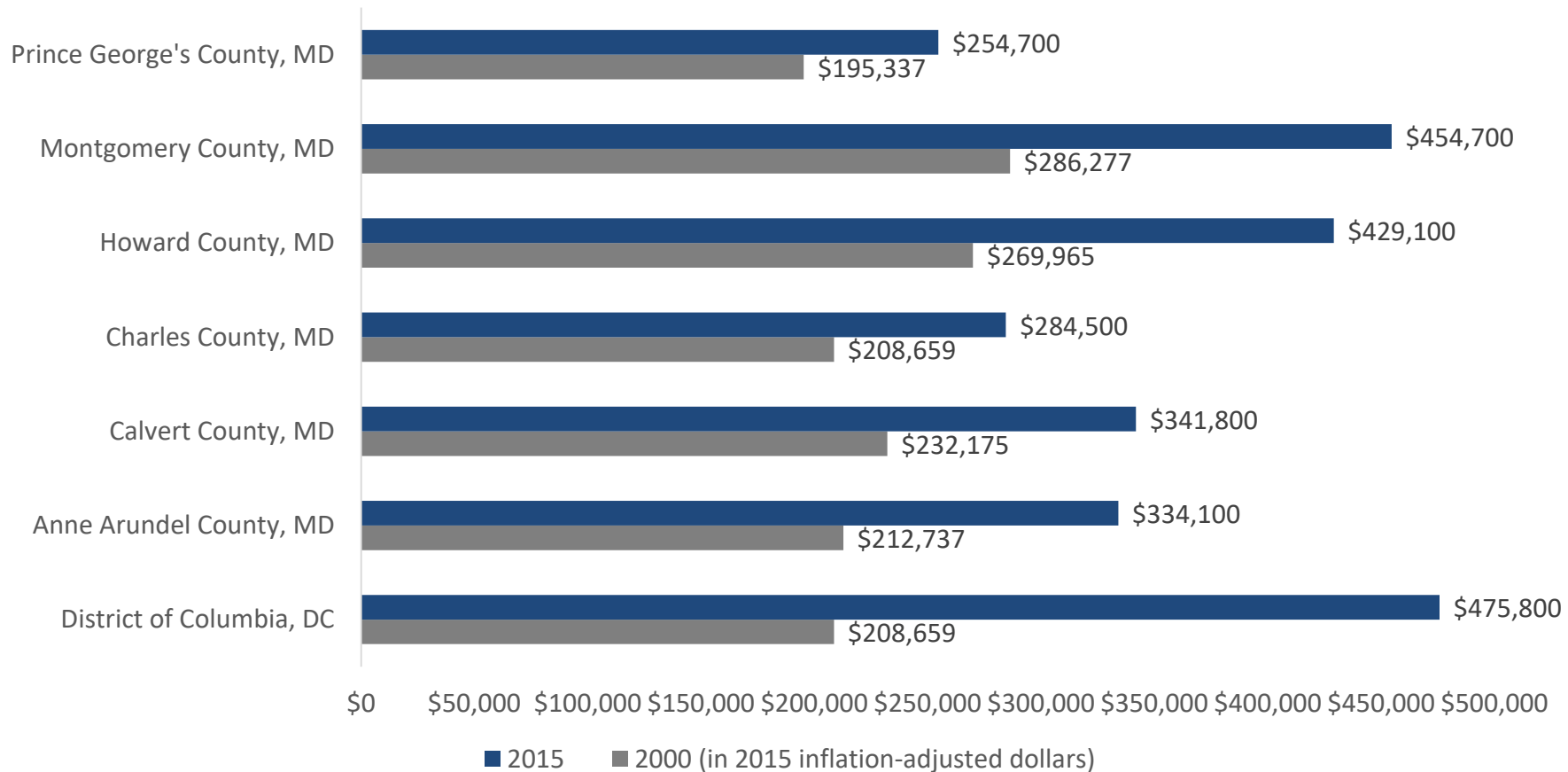
Median rent, Prince George's County, MD and surrounding jurisdictions (2000 & 2015)



SOURCES: 2000 US CENSUS; 2011-2015 AMERICAN COMMUNITY SURVEY

Regional comparison of market conditions

Median home value, Prince George's County, MD and surrounding jurisdictions (2000 & 2015)



SOURCES: 2000 US CENSUS; 2011-2015 AMERICAN COMMUNITY SURVEY

It will respond to varied market conditions.

KEY OBSERVATION

- The housing market is strengthening, bringing both opportunity and creating concern among existing residents.

SUPPORTING DATA

- **COUNTY Median rent:** \$1,294 | **Median home value:** \$254,700
- **URBAN Median rent:** \$1,288 | **Median home value:** \$211,507
- **SUBURBAN Median rent:** \$1,736 | **Median home value:** \$276,378
- **RURAL Median rent:** \$1,655 | **Median home value:** \$314,257

ROLE OF CHS

Actions intended to:

- Align housing investments with rural, suburban and urban character of the county
- Expand programs and financing to increase homeownership in higher opportunity areas
- Support development of a community land trust or landbank to preserve affordable housing opportunities in higher opportunity areas
- Target resources like code enforcement and programs like HRAP to improve livability of existing homes

**Urban, suburban, and rural geographies adapted from Plan 2035.*

What does implementation of the CHS look like?

Immediate implementation opportunities

Immediate opportunity



Programs

- Expanded HRAP program
- Expanded Pathways to Purchase
- Alignment of HITF and CHS priorities
- Anti-displacement and emergency assistance programs



Funding

- Expanded HITF
- Application for Section 108 financing
- Marketing of PACE financing
- Alignment of local funding with state and federal resources



Tools

- Support of zoning changes (via re-write)
- Development of centralized property inventory
- Modifications to public land disposition process
- Creation of a landbank



Capacity

- Creation of a cross-departmental implementation team
- Creation of online dashboard to measure implementation
- Alignment of DHCD organizational structure and CHS priorities

Implementation opportunities for further discussion

Opportunities for further discussion



Programs • Section 108 Loan Guarantee Program



Funding • Dedicated source for HITF



Tools • Inclusionary zoning
• Regulations to support adaptive reuse
• Community land trust



Capacity • Assessment of the staffing needs of DHCD and other departments

Next steps

Prince George's County Comprehensive Housing Strategy

2/7/2019

Deliver final version of CHS by March 4th

Questions?

Sources

- 2000 U.S. Census
- 2011-2015 American Community Survey Five-Year Estimates
- 2010-2014 Comprehensive Housing Affordability Strategy
- Results of phone survey (November-December 2017)
- Results of focus groups (October 2017-February 2018)
- Results of questionnaires completed by developers (December 2017-January 2018)
- Results of programs and policy analysis (March 2018)
- Market-based projections prepared by University of Maryland (February 2018)
- Community engagement activities completed while developing the CHS (October 2017-May 2018)