

Comprehensive Housing Strategy: Project update

Presentation to County Council
Prince George's County, MD

Presentation overview

Prince George's County Comprehensive Housing Strategy

1/11/2018

1. Comprehensive Housing Strategy project overview
2. Overview of County conditions observed to date & proposed strategies
3. Next steps & upcoming project milestones
4. Q&A

Comprehensive Housing Strategy project overview

Project overview:

Goals

Prince George's County Comprehensive Housing Strategy

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PROCESS

- **Engage** residents in shaping the County's future
- Build **stakeholder buy-in**
- Understand the County's **current** and **future** needs
- Identify **targets, goals, and priorities** to support a more balanced geographic distribution of market-rate housing and address needs

PLAN

- Define **policies** and **strategies** that address the continuum of housing
- Facilitate **data-driven** decision making
- **Leverage** current and planned economic development
- Communicate a **clear and realistic implementation plan** to help the County achieve its housing priorities and goals

Project overview: *Branding*

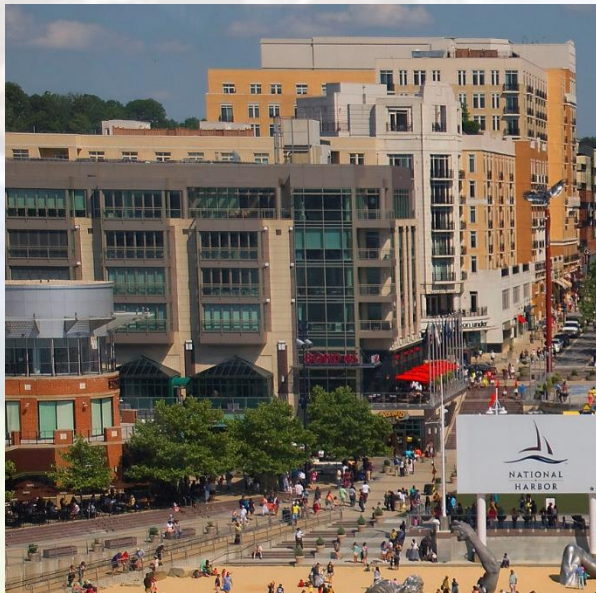
Prince George's County Comprehensive Housing Strategy

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Prince George's County Comprehensive Housing Strategy



experience *COMMUNITY*
expand *OPPORTUNITY*
explore *CHOICE*



Project overview:

Strategy development approach

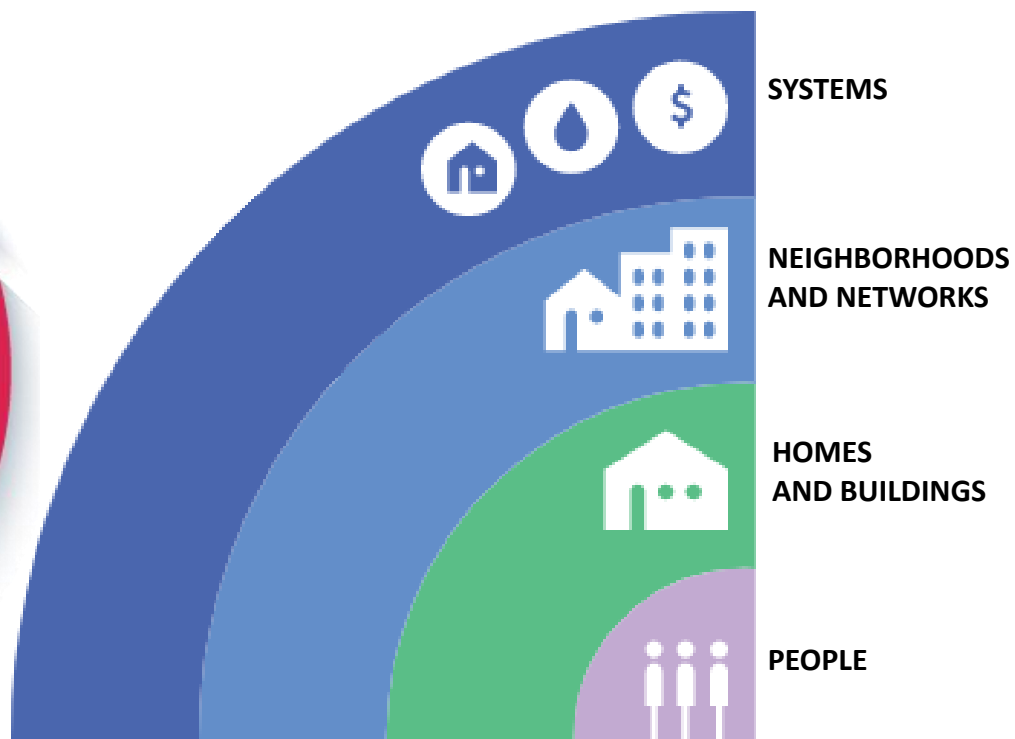
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The Comprehensive Housing Strategy will integrate housing market conditions, needs, and considerations related to access to opportunity, using a comprehensive framework.



OUTCOMES



PATHWAYS

Project overview:

Strategy development approach & timeline

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Comprehensive Housing Strategy

Phase 1

Existing & future conditions analysis
June 2017 – February 2018

Phase 2

Development of principles, goals, & targets
February 2018 – May 2018

Phase 3

Strategy development & delivery
May 2018 – September 2018

Ongoing public & stakeholder engagement
Ongoing

Project overview: *Project team*

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**Lisa Sturtevant
& Associates**



Project overview:

Outreach & communications activities

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■ **OUTREACH & COMMUNICATIONS ACTIVITIES INCLUDE:**

- Direct public engagement
 - 4 public meetings
 - 8 focus groups
 - Individual interviews
 - 2 surveys
- Comprehensive Housing Strategy webpage
- Social media
- Media outreach
- Messaging toolkit

Comprehensive Housing Strategy webpage
mypgc.us/housingstrategy

Project overview:

Public meetings – October & November 2017

Prince George's County Comprehensive Housing Strategy

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PUBLIC MEETING #1

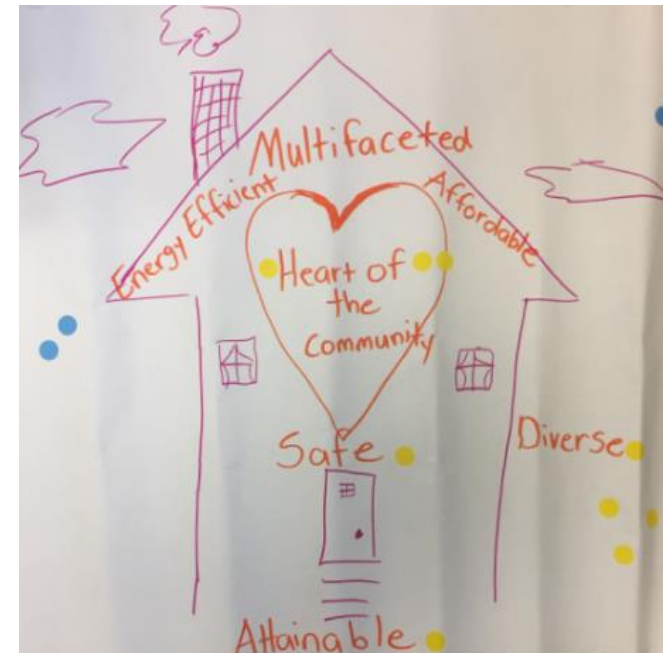
- Held at Oxon Hill High School
- Attended by ~50 people

PUBLIC MEETING #2

- Held at Central High School
- Attended by ~50 people

TWO-WAY DIALOGUE

- Project team shared information about the project and existing conditions.
- Participants shared their thoughts on why housing matters and assets and challenges within the County.



Project overview:

Public meetings – October & November 2017



TRANSPORTATION HOUSING PUBLIC POLICY DC MARYLAND VIRGINIA

Carriage houses can be converted into homes. Image by [Warming Up A Little](#) licensed under [Creative Commons](#)

Fear not, there's a chance to save accessory apartments in Prince George's new comprehensive housing plan

SHARE



Against the backdrop of a [zoning code](#) to create a [Comprehensive Housing Strategy](#) and focuses on analysis of existing and engagement. The CHS reflects the economic conditions necessitate taking

[Initial findings](#) indicate that Prince George's accommodate the needs – in terms of life – of current and future residents

Since 2000 the cost of housing has risen as household income has remained flat because some residents cannot keep

Despite this trend, Prince George's has increased rents. Adding housing stock in the form of property owners and affordable options

What is more, the the county particularly extremely low income residents. This will fill.

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RESIDENTS DISCUSS HOUSING NEEDS AT COMPREHENSIVE STRATEGY MEETING

18 Oct 2017 | Written by Rachel Cain | Published in Local | Read 862 times | Print

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Prince George's Pursues Housing Strategy

October 18, 2017 William J. Ford – Washington Informer Staff Writer Prince George's County
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Project overview:
Public meetings – October & November 2017

Prince George's County Comprehensive Housing Strategy 1/11/2018

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HOUSING IN PRINCE GEORGE'S COUNTY SHOULD BE...



SOURCES: RESPONSES FROM OCTOBER & NOVEMBER 2017 PUBLIC MEETINGS.

Project overview:

Public meetings – October & November 2017

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SELECTED ASSETS & CHALLENGES IN DIFFERENT AREAS OF THE COUNTY (based on direct public input)

- + Nice condominiums for smaller families
- + Hospital system expansion
- + Great parks
- + Great STEM programs at schools
- + Very walkable
- + Proximity to Metrorail

- Industrial uses near communities
- Long-time homeowners being priced out
- Protect reputation of education system
- More bus service
- More cabs for persons with disabilities
- Be more pedestrian-friendly

SOURCE: RESPONSES FROM NOVEMBER 2017 PUBLIC MEETING.

Overview of County conditions observed to date & proposed strategies

County conditions & proposed strategies:

Summary of methods (as of December 2017)

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QUALITATIVE

- Focus groups with key populations
- Interviews with key populations
- Programs & policy analysis
- Interviews with County staff
- Public input



QUANTITATIVE

- Existing conditions analysis:
 - Demographics
 - Market conditions
 - Housing needs
 - Opportunity outcomes and pathways
- Preliminary forecasts

NOTE: OBSERVATIONS ARE BASED ON ANALYSIS COMPLETED AS OF DECEMBER 2017 / NOT INCLUSIVE OF ONGOING ANALYSIS FOR THIS PROJECT.

County conditions & proposed strategies:

Defining household income levels

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FY17 HUD household income limits / Median household income for Prince George's County, MD

Household income	1 person	2 person	3 person	4 person
Extremely low-income 0-30% AMI	\$23,200	\$26,500	\$29,800	\$33,100
Very low-income 31-50% AMI	\$38,650	\$44,150	\$49,650	\$55,150
Low-income 51-80% AMI	\$52,550	\$60,050	\$67,550	\$75,050
Area median income	\$110,300			
County median income	\$74,260			

INCOME LIMITS FOR WASHINGTON-ARLINGTON-ALEXANDRIA, DC-VA-MD HUD METRO FMR AREA (WHICH INCLUDES PRINCE GEORGE'S COUNTY) VIA HUD USER'S INCOME LIMITS DOCUMENTATION SYSTEM / MEDIAN HOUSEHOLD INCOME FOR PRINCE GEORGE'S COUNTY VIA 2015 AMERICAN COMMUNITY SURVEY.

County conditions & proposed strategies:

Defining affordability & other key terms

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Affordability

A household's ability to purchase essential goods and services, such as housing and transportation

Low-income

Households earning less than 80 percent of area median income (AMI) (per federal guidelines)

Cost-burdened

Households paying more than 30 percent of their income on housing costs

County conditions & proposed strategies:

Defining County character

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URBAN:

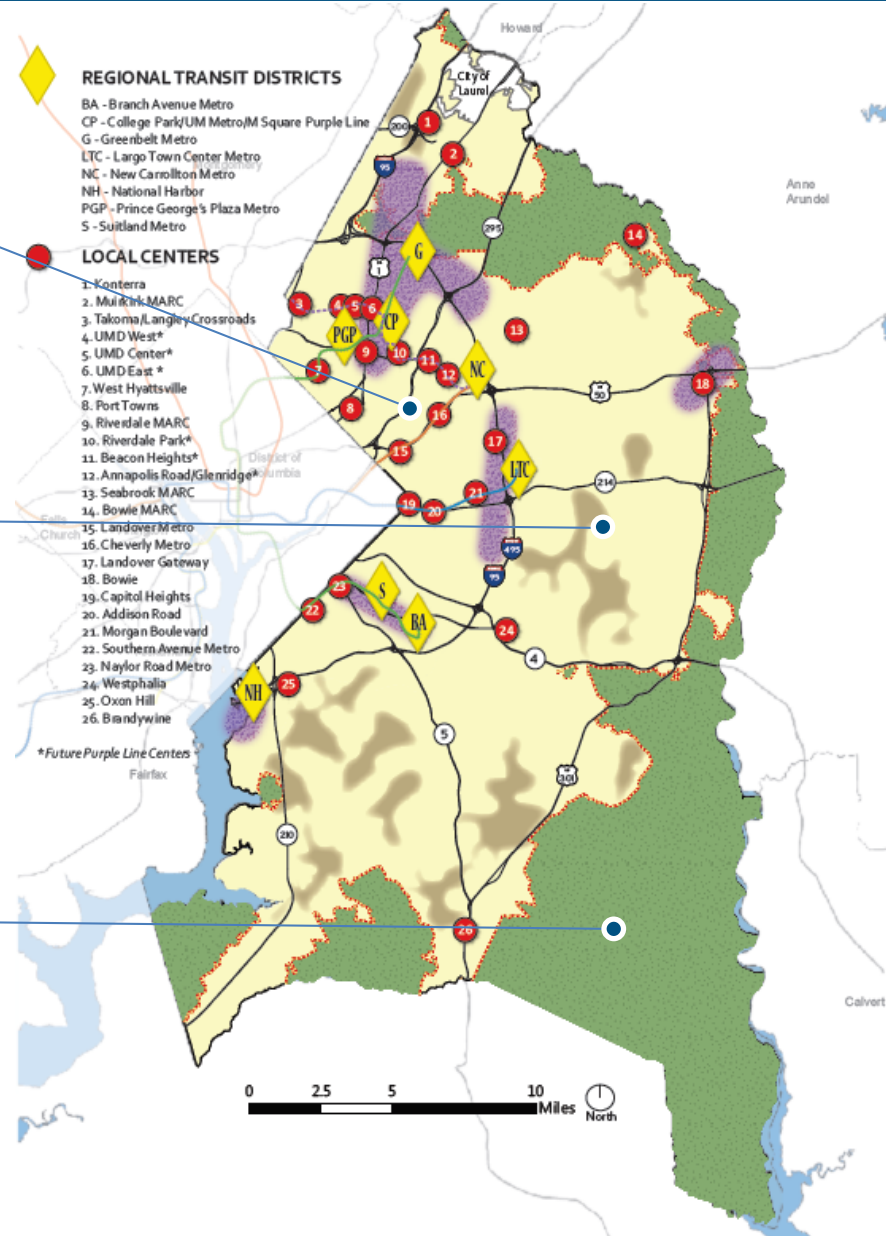
Areas within the I-495 Beltway

SUBURBAN:

Areas outside the I-495 Beltway but within the *Plan2035* growth boundary

RURAL :

Areas outside of the *Plan2035* growth boundary



County conditions & proposed strategies:

Summary of observations

Prince George's County Comprehensive Housing Strategy

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STRENGTHS (internal):

- Countywide strategic framework (via Plan 2035)
- Housing Trust Fund
- Strategic public investments
- Zoning rewrite
- Branding efforts

OPPORTUNITIES (external):

- Location in a growing, dynamic region
- Major private & public investments
- Presence of anchor institutions
- Relative housing affordability
- Jobs via 45-minute commute
- Strategic use of land
- High environmental quality

WEAKNESSES (internal):

- Few policy tools
- Lack of dedicated & diverse resources
- Limited development capacity
- Cumbersome County processes
- Need for more transparent communications
- Program design limitations

THREATS (external):

- Limited housing options
- Growing cost-burdens
- Aging housing stock
- Need for comprehensive revitalization
- Need to support changing areas

County conditions & proposed strategies:

Summary of observations & strategies

Observation #1.

The County has limited housing options (type, features, amenities) to serve households with a range of incomes, preferences, and lifestyles.

Strategy

Support diverse housing options to strengthen neighborhoods and improve quality-of-life.

Observation #2.

The County has a high share of cost-burdened households, coupled with a shortage of units affordable to lower-income households.

Strategy

Increase production of affordable housing to help residents who are cost-burdened.

Observation #3.

Aging housing stock, along with poor quality housing, exists throughout the County, particularly in urban areas.

Strategy

Pursue preservation activities to extend quality and affordability of existing properties.

County conditions & proposed strategies:

Summary of observations & strategies

Observation #4.

Several areas within the County could benefit from more comprehensive neighborhood revitalization efforts due to a range of issues.

Strategy

Increase investments in neighborhoods to improve quality-of-life and long-term stability.

Observation #5.

Changes in regional market conditions & public investments may make it difficult for residents to remain in their communities.

Strategy

Preserve long-term affordability and stabilize vulnerable residents in areas experiencing market pressure.

County conditions & proposed strategies:

Observation #1. Limited housing options

Prince George's County Comprehensive Housing Strategy

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The County has limited housing options (type, features, amenities) to serve households with a range of incomes, preferences, and lifestyles.

Changing housing needs & preferences are shaped by:

- Aging residents
- Rise in Hispanic and immigrant households
- Fewer families, more unrelated persons living together
- Smaller households
- Limited growth in middle-income households

SOURCES: HUD CHAS 2010-2014 / 2000 U.S. CENSUS BUREAU / 2011-2015 AMERICAN COMMUNITY SURVEY FIVE-YEAR ESTIMATES

County conditions & proposed strategies:

Observation #1. Limited housing options

Prince George's County Comprehensive Housing Strategy

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Housing types by subarea, Prince George's County (2015)



SOURCE: 2011-2015 AMERICAN COMMUNITY SURVEY FIVE-YEAR ESTIMATES

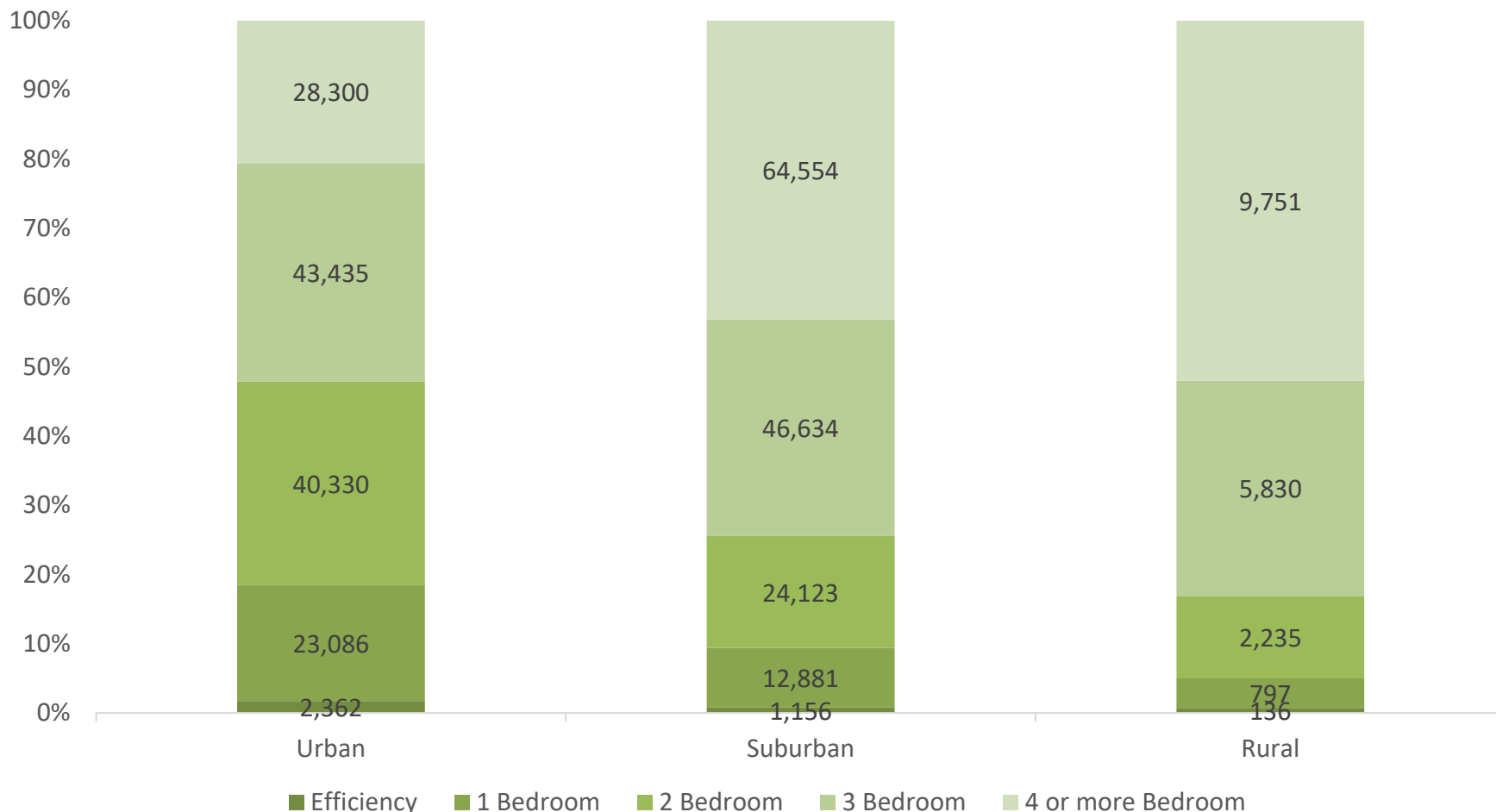
County conditions & proposed strategies:

Observation #1. Limited housing options

Prince George's County Comprehensive Housing Strategy

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Housing types by subarea, Prince George's County (2015)



SOURCE: 2011-2015 AMERICAN COMMUNITY SURVEY FIVE-YEAR ESTIMATES

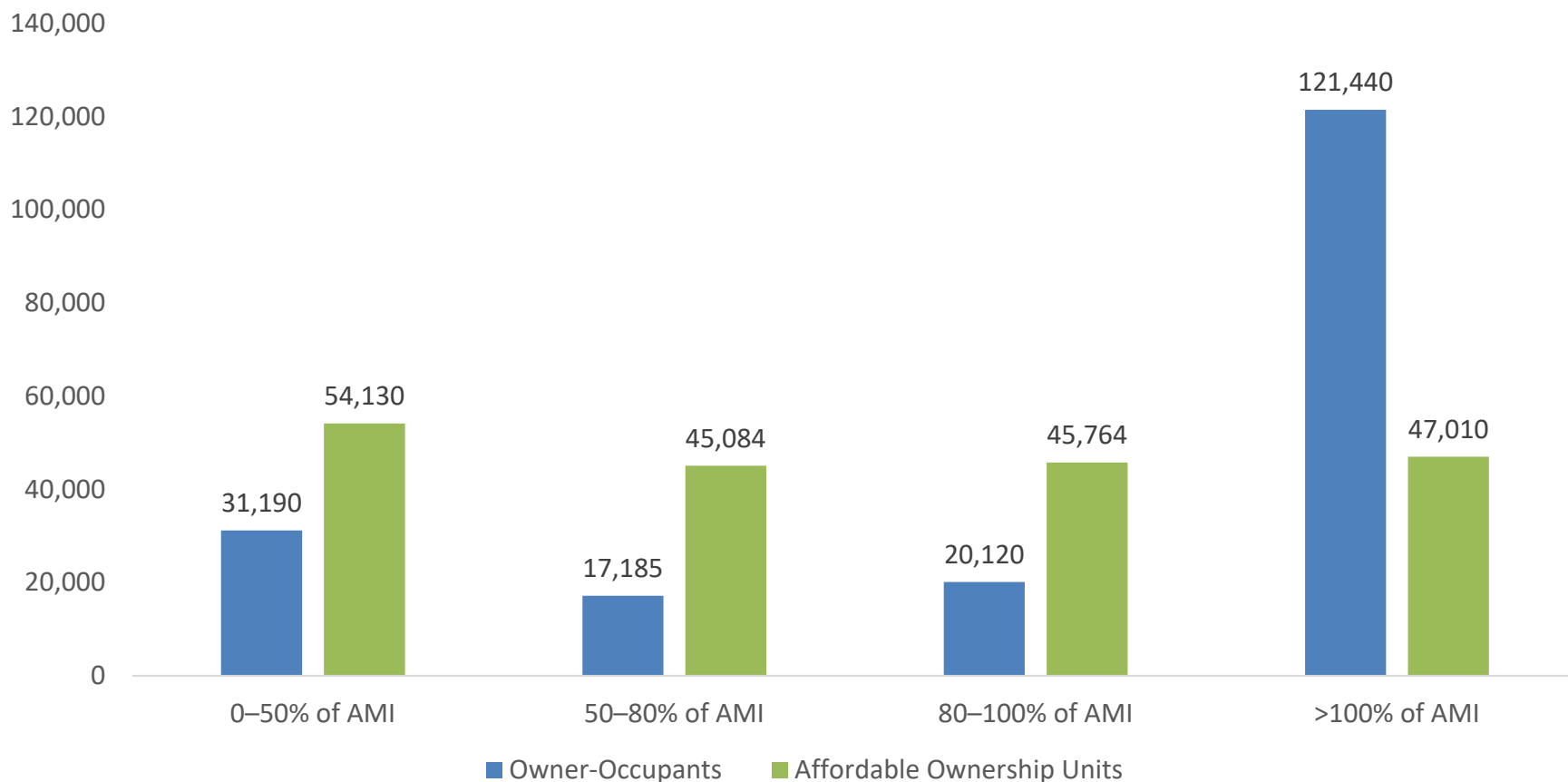
County conditions & proposed strategies:

Observation #1. Limited housing options

Prince George's County Comprehensive Housing Strategy

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Affordable homeownership units, Prince George's County, MD (2014)



SOURCE: HUD CHAS 2010-2014

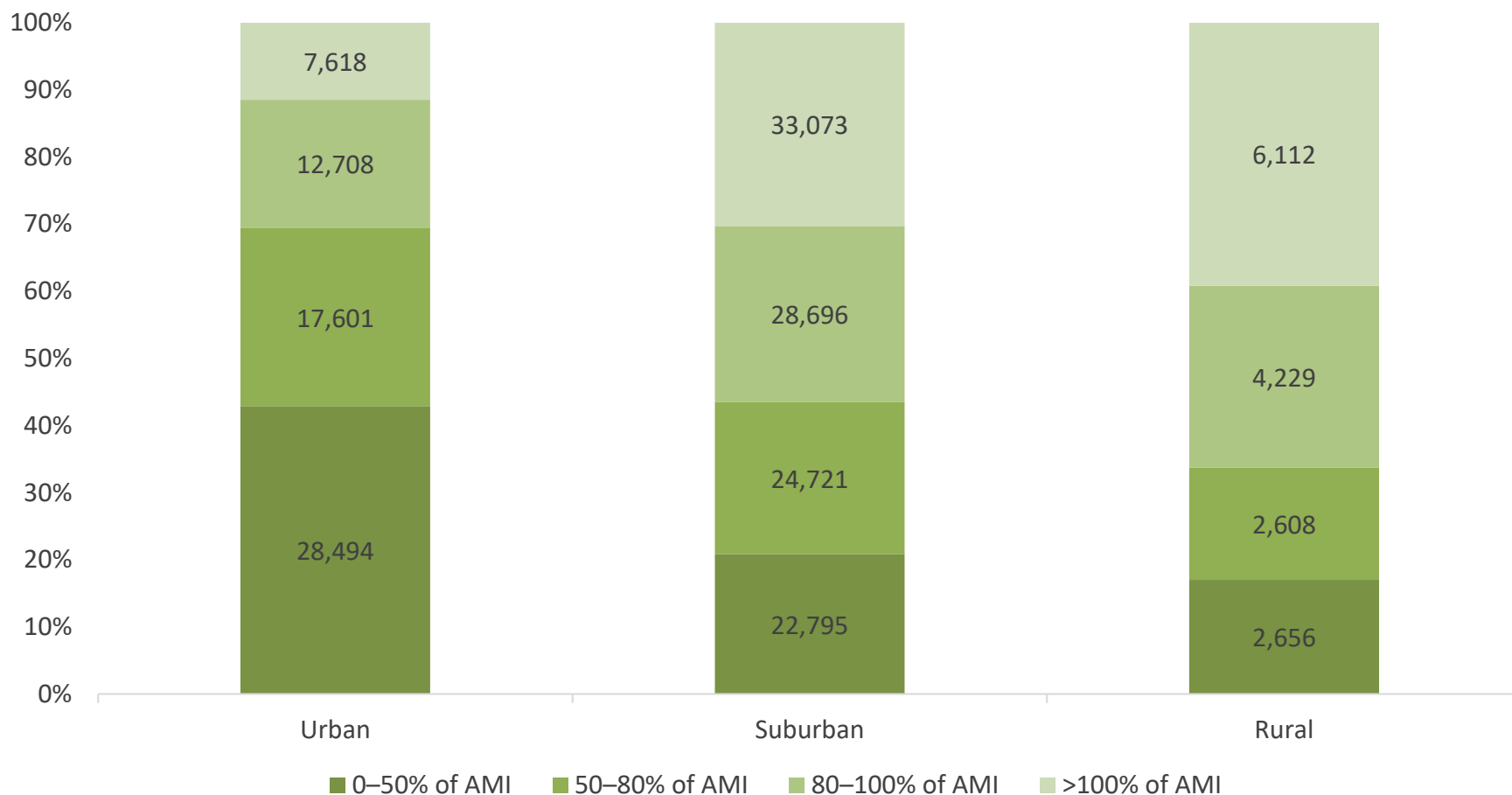
County conditions & proposed strategies:

Observation #1. Limited housing options

Prince George's County Comprehensive Housing Strategy

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Affordable homeownership units by subarea, Prince George's County, MD (2014)



SOURCE: HUD CHAS 2010-2014

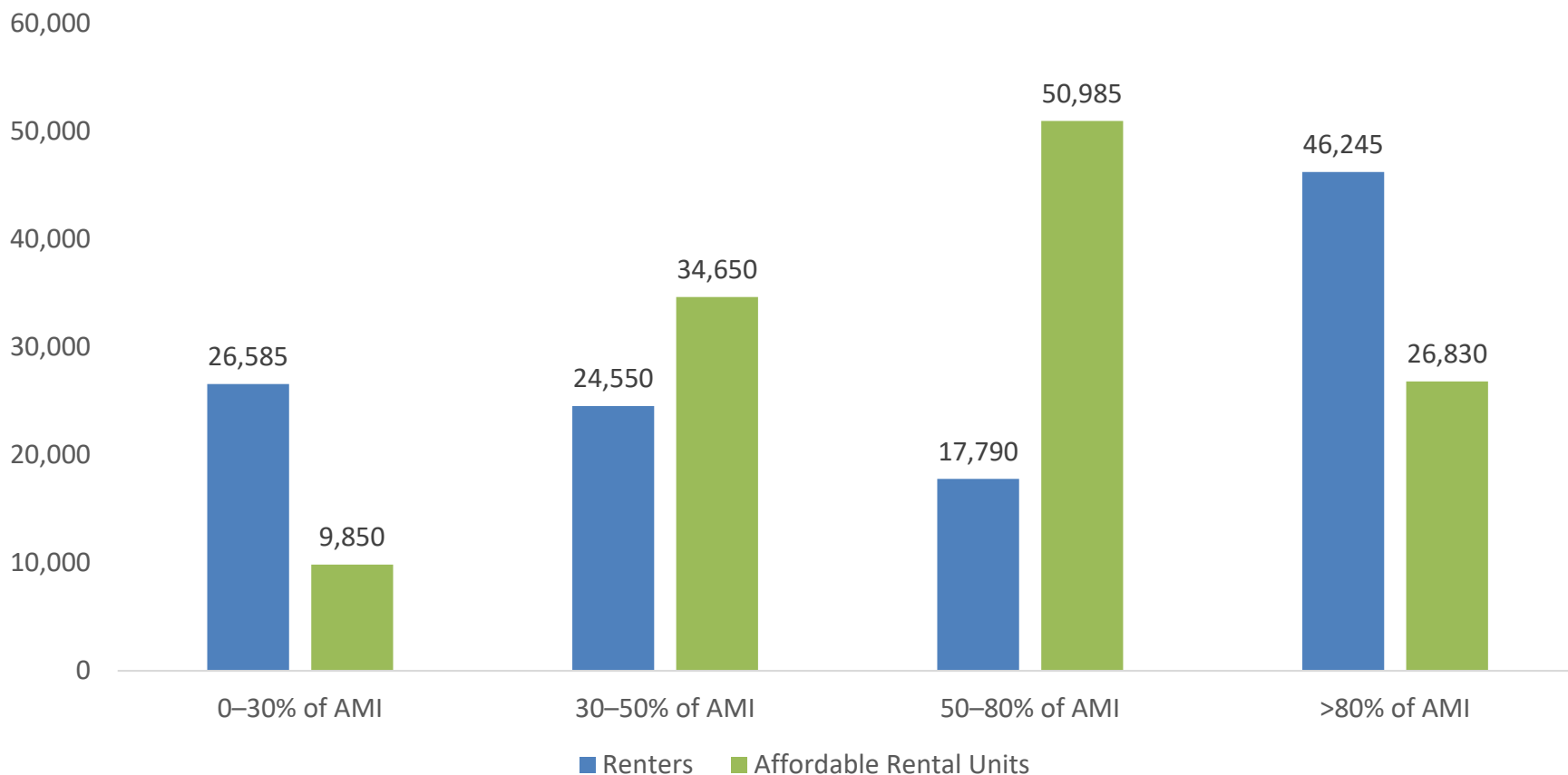
County conditions & proposed strategies:

Observation #1. Limited housing options

Prince George's County Comprehensive Housing Strategy

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Affordable rental units, Prince George's County, MD (2014)



SOURCE: HUD CHAS 2010-2014

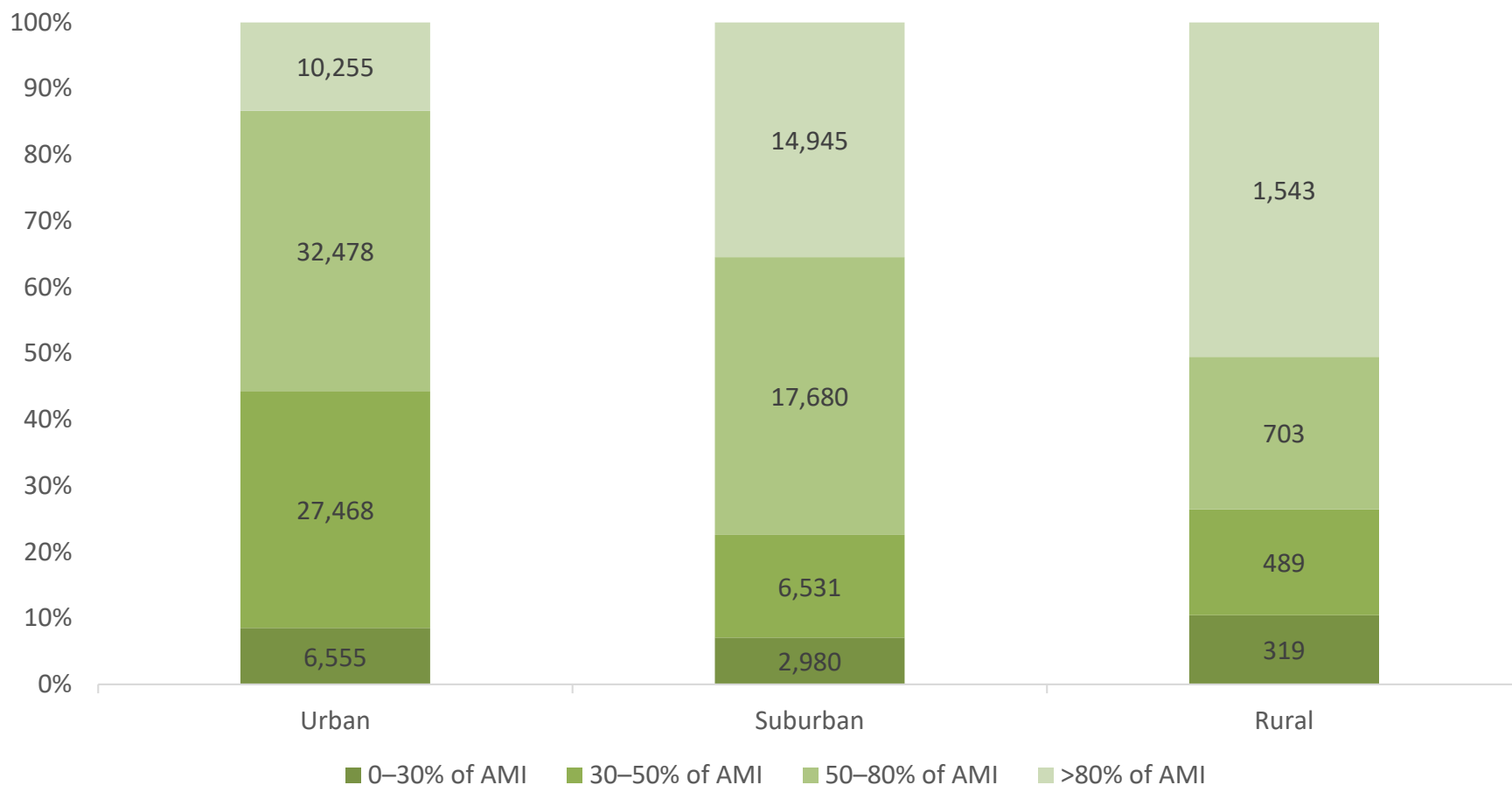
County conditions & proposed strategies:

Observation #1. Limited housing options

Prince George's County Comprehensive Housing Strategy

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Affordable rental units by subarea, Prince George's County, MD (2014)



SOURCE: HUD CHAS 2010-2014

County conditions & proposed strategies:

Observation #1. Limited housing options

Prince George's County Comprehensive Housing Strategy

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By 2040, the County could add more than 37,000 new housing units.

The distribution across the County could be as follows:

- Urban areas: 4,442 units
- Suburban areas: 22,015 units
- Rural areas: 10,623 units

NOTE: BASED ON PRELIMINARY PROJECTIONS USING SILO LAND-USE MODELING / DOES NOT ACCOUNT FOR ZONING REWRITE

County conditions & proposed strategies:

Proposed strategy

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STRATEGY:

Support diverse housing options to strengthen neighborhoods and improve quality-of-life.

Key strategy elements:

- Helps meet changing needs among existing & future residents.
- Targets development in areas with limited housing choices.
- Supports mixed-income neighborhoods.

Case study:

Diversifying housing options

Prince George's County Comprehensive Housing Strategy

1/11/2018

ACCESSORY DWELLING UNITS (ADUs) in Fauquier County, VA

How is this strategy implemented or used?

ADUs are allowed when...

- They are **800 sq. ft. or less** (max. of 2 bedrooms and 3 occupants) OR when they provide **workforce housing** in rural zoning districts.
- They are on single-family detached properties in almost all **rural and residential districts** in the county.

What local conditions is it addressing?

- Growing population
- Increasing demand for workforce housing
- Housing prices rapidly outpacing incomes

What are the results?

155 accessory dwelling units from 1997 to 2007

Why is this an effective tool?

- Utilizes **available land**
- Limited development costs allow for **greater affordability**
- Targeting helps meet **specific community needs**
 - E.g. agricultural workforce housing in Fauquier

RELEVANCE TO PRINCE GEORGE'S COUNTY

- › Zoning re-write
- › Demand for workforce housing
- › Cost-burdened homeowners
- › Aging population

NATIONAL BEST PRACTICES

- › By-right zoning
- › Financial assistance for ADU development
- › Design, construction, infrastructure, and leasing standards

County conditions & proposed strategies:

Observation #2. Growing cost-burdens

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1/11/2018

The County has a high share of cost-burdened households, coupled with a shortage of units affordable to lower-income households.

36%

OF ALL OWNERS PAY MORE THAN 30%
OF THEIR INCOME ON HOUSING.

22 units

FOR EVERY 100 RENTERS EARNING
LESS THAN 30% AMI.

49%

OF ALL RENTERS PAY MORE THAN 30%
OF THEIR INCOME ON HOUSING.

68 units

FOR EVERY 100 RENTERS EARNING
BETWEEN 31-50% AMI.

SOURCE: HUD CHAS 2010-2014

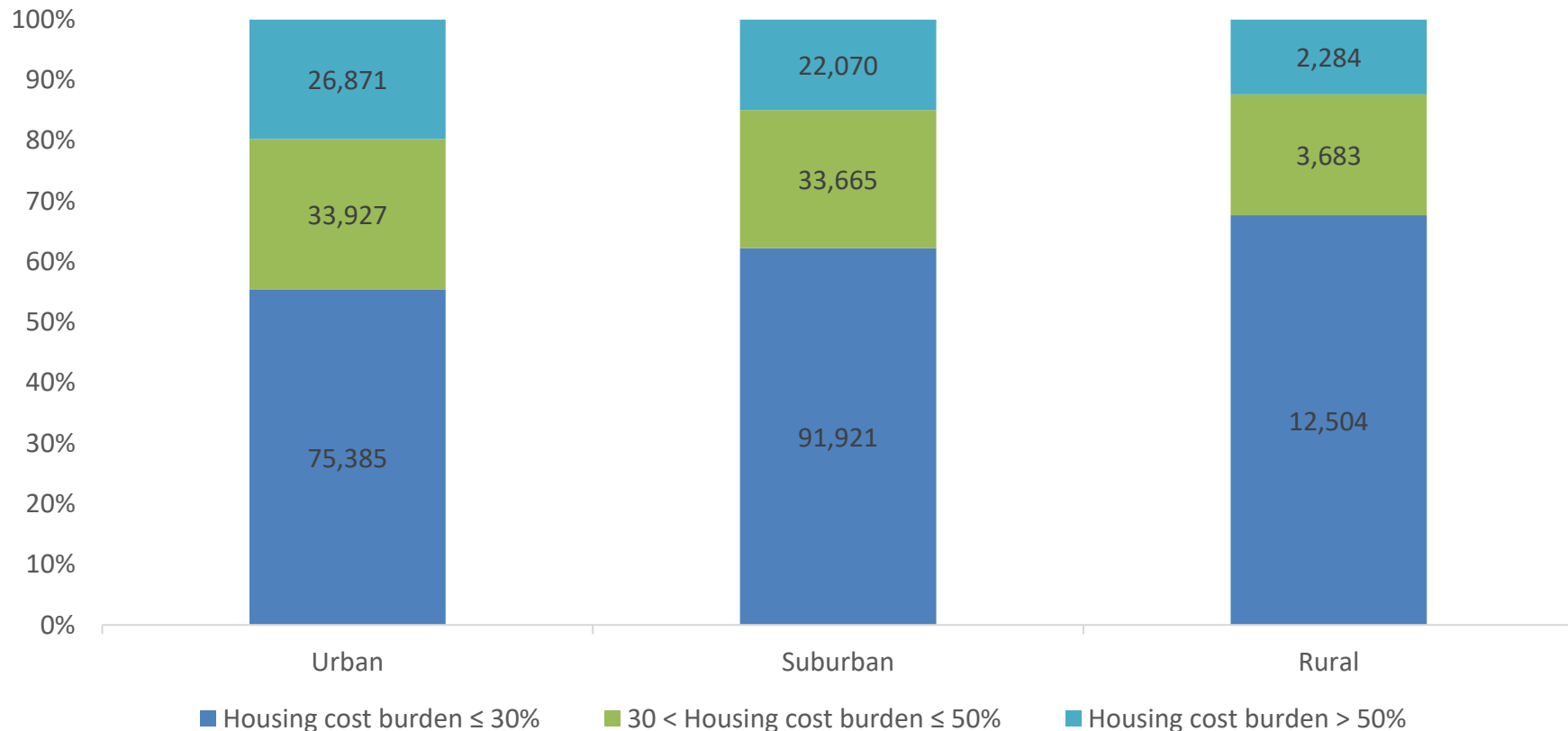
County conditions & proposed strategies:

Observation #2. Growing cost-burdens

Prince George's County Comprehensive Housing Strategy

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Cost-burdens by subarea, Prince George's County, MD (2014)



SOURCE: HUD CHAS 2010-2014

County conditions & proposed strategies:

Proposed strategy

Prince George's County Comprehensive Housing Strategy

1/11/2018

STRATEGY:
**Increase production of affordable housing
to help residents who are cost-burdened.**

Key strategy elements:

- Provides flexible resources to leverage other investments and realize more housing options.
- Builds partnerships with other public entities and private sector.
- Returns vacant or obsolete properties to productive reuse.

Case study:

Housing production

HOUSING TRUST FUND in Washington, D.C.

How is this strategy implemented or used?

Permanent, revolving fund for production and preservation of affordable housing and related services.

- Awarded through a **competitive selection process**
- Funded through **15% of revenue** from deed recordation and transfer taxes and the District's general fund.
- **Annual commitment** of \$100 million.

What local conditions is it addressing?

- Few affordable options for low-income households
- Increases in housing costs & market activity

What are the results?

Produced ~9,000 affordable housing units since 2001

Why is this an effective tool?

- **Leverages** \$2.50 in private and federal financing for every \$1
- Targeting to support **priority areas for development** (transit) and **priority populations** (80% of funds must be used for households earning <50% AMI)

RELEVANCE TO PRINCE GEORGE'S COUNTY

- › Systematizing new Housing Trust Fund
- › Shortages of housing at different income levels
- › Demand for both accessibility and affordability

NATIONAL BEST PRACTICES

- › Dedicated funding source
- › Leveraging private financing
- › Clear and consistent application process
- › Targeting to support local priorities for affordable housing

Case study:

Housing production

INCLUSIONARY ZONING in Fairfax County, VA

How is this strategy implemented or used?

Developers are required to set aside a share of units for low-income **households in exchange for a density bonus.**

- Applies to all residential properties requiring County approvals.
- **Payment (or land donation) in lieu** may be granted.
- **Affordability period** of 30-years, with possibility of permanent extension.

What local conditions is it addressing?

- Limited affordable rental and for-sale options
- Varying character & markets throughout the county

What are the results?

2,448 units from 1992 to 2011

Why is this an effective tool?

- **Adapts to market conditions** (unit requirement is calculated on a sliding scale based on density)
- Mandatory element **ensures affordable unit construction**, while additional density **eases burden on developers**
- Helps spread affordable units throughout the county

RELEVANCE TO PRINCE GEORGE'S COUNTY

- › Zoning re-write
- › Plan 2035 goals & growth areas
- › Differing market conditions throughout the County
- › Housing shortages at different income levels

NATIONAL BEST PRACTICES

- › Transparent requirements & processes
- › Targeting specific market conditions
- › Regular revision of policy with stakeholder feedback

Case study:

Housing production

EXPEDITED PERMITTING in Montgomery County, MD

How is this strategy implemented or used?

Provides a streamlined and expedited permit process for new commercial construction.

- Applies to enterprise zones and residential or mixed-use developments with **at least 20% affordable units**.

What local conditions is it addressing?

- Limited range of housing options
- Lacking development in priority areas

What are the results?

Revitalization of enterprise zones with proposals for over 750,000 sq. ft. of retail and entertainment space, 500,000 sq. ft. of office space, and more than 4,000 residences.

Why is this an effective tool?

- Provides a **staff facilitator** to assist applicants with a range of development process-related tasks & coordination across departments.
- **Supports mixed-use**, transit-oriented communities
- **Targeted** to key redevelopment zones

RELEVANCE TO

PRINCE GEORGE'S COUNTY

- › Aligns with DPIE's mission & Plan 2035 goals
- › Non-monetary resources
- › Feedback on County processes
- › Housing shortages at different income levels

NATIONAL BEST PRACTICES

- › Pairing affordability with other priorities (like transit, accessibility, energy efficiency)
- › Developing the expedited process with feedback from developers

County conditions & proposed strategies:

Observation #3. Aging housing stock

Prince George's County Comprehensive Housing Strategy

1/11/2018

Aging housing stock, along with poor quality housing, exists throughout the County, particularly in urban areas.

60%

OF ALL HOUSING UNITS WERE BUILT
BEFORE 1980.

43%

OF ALL HOUSEHOLDS LIVE IN A UNIT
WITH AT LEAST ONE PROBLEM.

Poor quality housing
WAS IDENTIFIED AS A KEY ISSUE IN
MULTIPLE FOCUS GROUPS & INTERVIEWS.

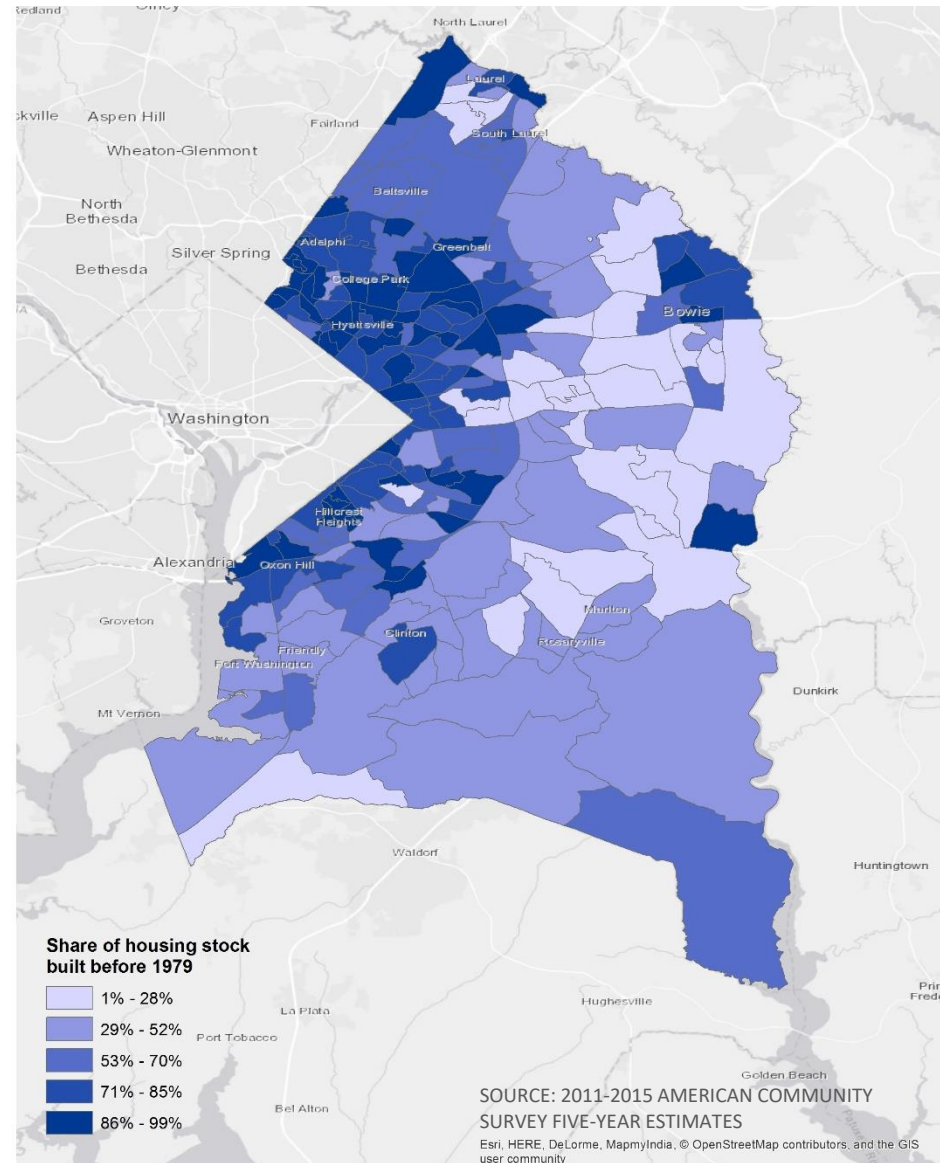
SOURCES: HUD CHAS 2010-2014 / 2011-2015 AMERICAN COMMUNITY SURVEY FIVE-YEAR ESTIMATES

County conditions & proposed strategies:

Observation #3. Aging housing stock

1/11/2018

Share of housing built prior to 1979, Prince George's County, MD (2015)



County conditions & proposed strategies:

Proposed strategy

Prince George's County Comprehensive Housing Strategy

1/11/2018

STRATEGY:

Pursue preservation activities to extend quality and affordability of existing properties.

Key strategy elements:

- Promotes community stability by proactively addressing the County's existing housing supply.
- Supports aging-in-place & other needs among special populations.
- Helps lower overall operating costs (through green-building and other energy efficiency initiatives).

Case study:

Housing preservation

Prince George's County Comprehensive Housing Strategy

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PRESERVATION ORDINANCE in Arlington, VA

How is this strategy implemented or used?

Identifies “special affordable housing protection districts” to promote retention of affordable housing along the Metro.

- Allows **higher density** development than otherwise allowed by-right under current zoning.
- Requires **on-site preservation** or **one-for-one replacement** of affordable units (including matching bedroom sizes).

What local conditions is it addressing?

- Existing affordability & changing markets
- Local transit assets

What are the results?

Over 2,000 market-rate affordable units preserved and over 4,000 new affordable units produced.

Why is this an effective tool?

- **Prioritizes high opportunity areas**, particularly near transit
- Stems displacement by **proactively targeting** areas that have traditionally offered more affordable housing prices
- **Additional density** supports cost of preservation

RELEVANCE TO PRINCE GEORGE'S COUNTY

- › Aligns with goals of Plan 2035 & efforts of PLCC
- › Zoning re-write
- › Aging housing stock
- › Existing affordability
- › Limited preservation toolbox

NATIONAL BEST PRACTICES

- › Regular analysis of areas in need of affordability preservation
- › Offering developer choices in accommodating ordinance

Case study:

Housing preservation

Prince George's County Comprehensive Housing Strategy

1/11/2018

THE PRESERVATION COMPACT in Cook County, IL

How is this strategy implemented or used?

Ongoing public, private, and nonprofit partnership to preserve the affordable rental housing stock.

- Focuses on both **naturally occurring and government-assisted** affordable housing supply.
- Provides **financing resources** like access to a \$26 million loan program and credit.

What local conditions is it addressing?

- Existing affordability & changing markets

What are the results?

Turned 2,000 units of previously vacant properties into occupied housing, redeveloped ~900 1-4 unit rentals, & supported energy retrofits of ~30,000 units

Why is this an effective tool?

- Tracks properties through an **affordable housing inventory**.
- **Lowers development costs** through deferred taxes and energy retrofits.
- Encourages rehabilitation of **targeted property types** (1-4 unit rentals) in **target neighborhoods**.

RELEVANCE TO

PRINCE GEORGE'S COUNTY

- › Expands upon preservation efforts of PLCC
- › Aging housing stock
- › Existing affordability
- › Limited preservation toolbox

NATIONAL BEST PRACTICES

- › Cross-sector involvement in preservation efforts
- › Proactive tracking of properties at-risk of conversion
- › Supported by financing & technical assistance

Case study:

Housing preservation

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NOAH PRESERVATION FUND in Minneapolis region, MN

How is this strategy implemented or used?

\$25 million regional fund to help developers acquire unsubsidized, older rental apartments.

- In exchange, developers agree to **offer affordable rents for 15 years.**

What local conditions is it addressing?

- Existing affordable housing stock in varying stages of quality
- Increasing housing prices

What are the results?

Incentivizes purchase of 10-20 percent of the for-sale buildings in the Twin Cities region annually.

Why is this an effective tool?

- **Targeting** opportunity areas, particularly those aligned with CRAs to attract bank involvement
- Fund supports **lower interest loans** than are otherwise available

RELEVANCE TO

PRINCE GEORGE'S COUNTY

- › Expands upon preservation work of PLCC
- › Aging housing stock
- › Cost-burden among renters
- › Changing neighborhoods
- › Limited preservation toolbox

NATIONAL BEST PRACTICES

- › Leveraging various types of capital in the fund
- › Offering a variety of financial products
- › Pairing financial assistance with capacity building

County conditions & proposed strategies:

Observation #4. Need for comprehensive revitalization

Prince George's County Comprehensive Housing Strategy

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Several areas within the County could benefit from more comprehensive neighborhood revitalization efforts due to a range of issues.

These areas could include:

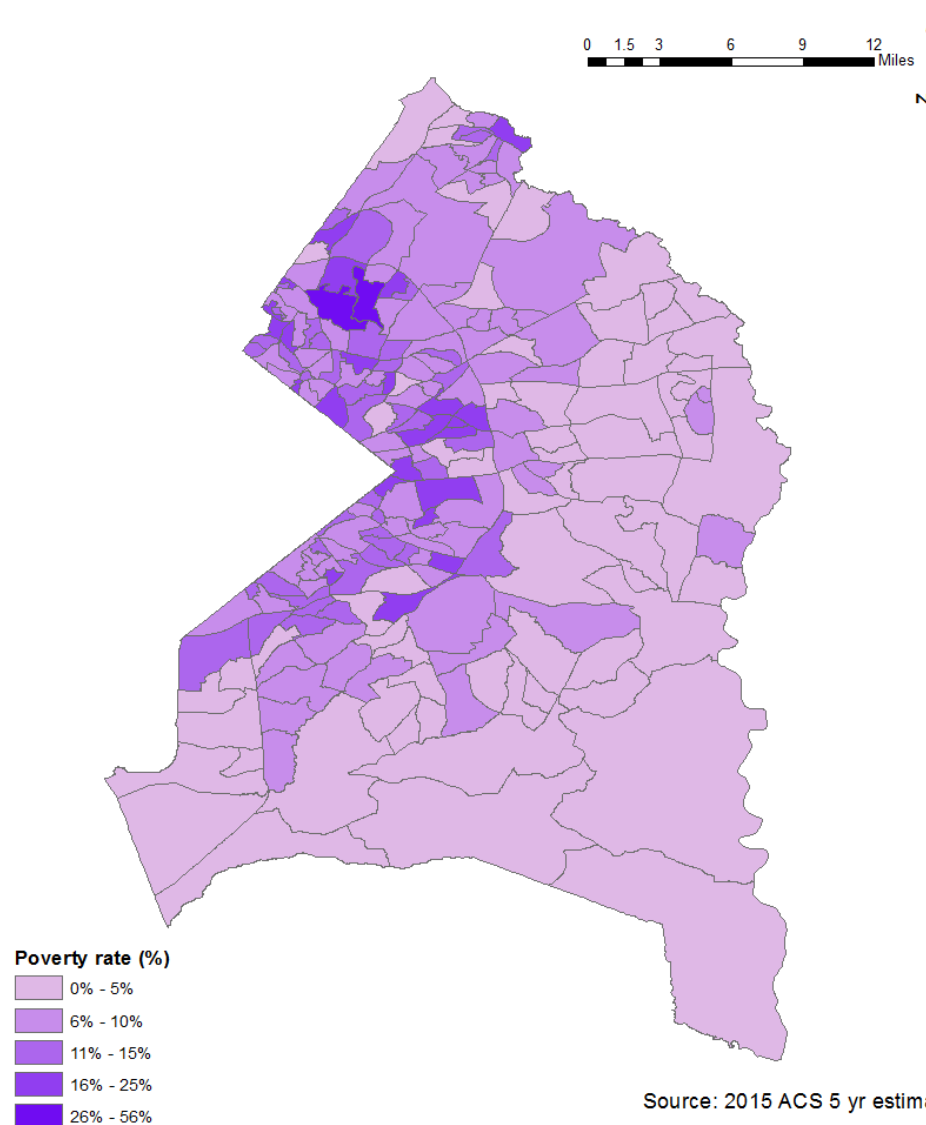
- Transforming Neighborhood Initiative areas
- Urban Tier areas
- Older neighborhoods, especially along Purple Line

County conditions & proposed strategies:

Observation #4. Need for comprehensive revitalization

1/11/2018

Poverty rate, Prince George's County, MD (2015)



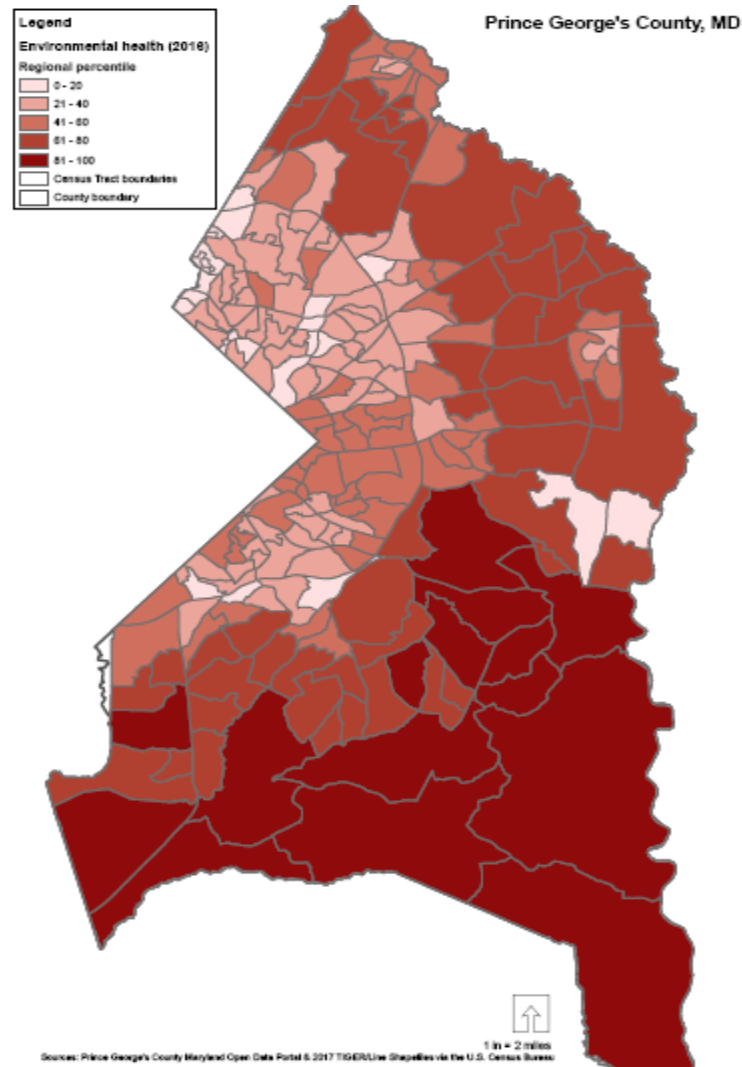
Source: 2015 ACS 5 yr estimate

County conditions & proposed strategies:

Observation #4. Need for comprehensive revitalization

1/11/2018

Environmental index score, Prince George's County, MD (2015)



Environmental index score includes:

- Crime rate
- Dilapidated housing
- Vacancy
- Environmental hazards

County conditions & proposed strategies:

Proposed strategy

Prince George's County Comprehensive Housing Strategy

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STRATEGY:
Increase investments in neighborhoods to improve quality-of-life and long-term stability.

Key strategy elements:

- Promotes mixed-income housing opportunities and communities.
- Helps attract new residents to the County.
- Builds on existing branding and placemaking efforts.

Case study:

Neighborhood revitalization

Prince George's County Comprehensive Housing Strategy

1/11/2018

EMPLOYER-ASSISTED HOUSING in Baltimore, MD

How is this strategy implemented or used?

A **public-private partnership** between participating employers and the City of Baltimore designed to encourage homeownership near places of employment.

- **Down-payment and closing cost assistance**
- **Employer matches** city's contribution (up to \$5,000)
- Employees can keep full amount **if they stay for five years**

What local conditions is it addressing?

- Barriers to entry in the homeownership market
- Limited affordability near jobs

What are the results?

Over 100 employers have signed on to participate

Why is this an effective tool?

- **Reduces cost of living** near job centers, which supports mixed-use communities & improves employee retention
- **Employers have flexibility** to define their participation or create additional program requirements or target areas
- Supports long-term **neighborhood investment**

RELEVANCE TO PRINCE GEORGE'S COUNTY

- › Leverages economic development in the County
- › Expands on existing targeted neighborhood investments
- › Cost-burden among homeowners

NATIONAL BEST PRACTICES

- › Pairing financial assistance with homeownership counseling
- › Multiple financing sources
- › Flexible standards to accommodate different types of employers

County conditions & proposed strategies:

Observation #5. Need to support changing areas

Prince George's County Comprehensive Housing Strategy

1/11/2018

Changes in regional market conditions & public investments may make it difficult for residents to remain in their communities.

Higher income people—like me—could “swoop in” and take housing along the Purple Line that is still affordable, leaving lower-income people without options.

The County is not going to remain affordable for very long. Rising home prices and rents in Deanwood mean more people are moving into Capitol Heights, hurting long-term homeowners.

SOURCE: FOCUS GROUP CONDUCTED AS PART OF CHS.

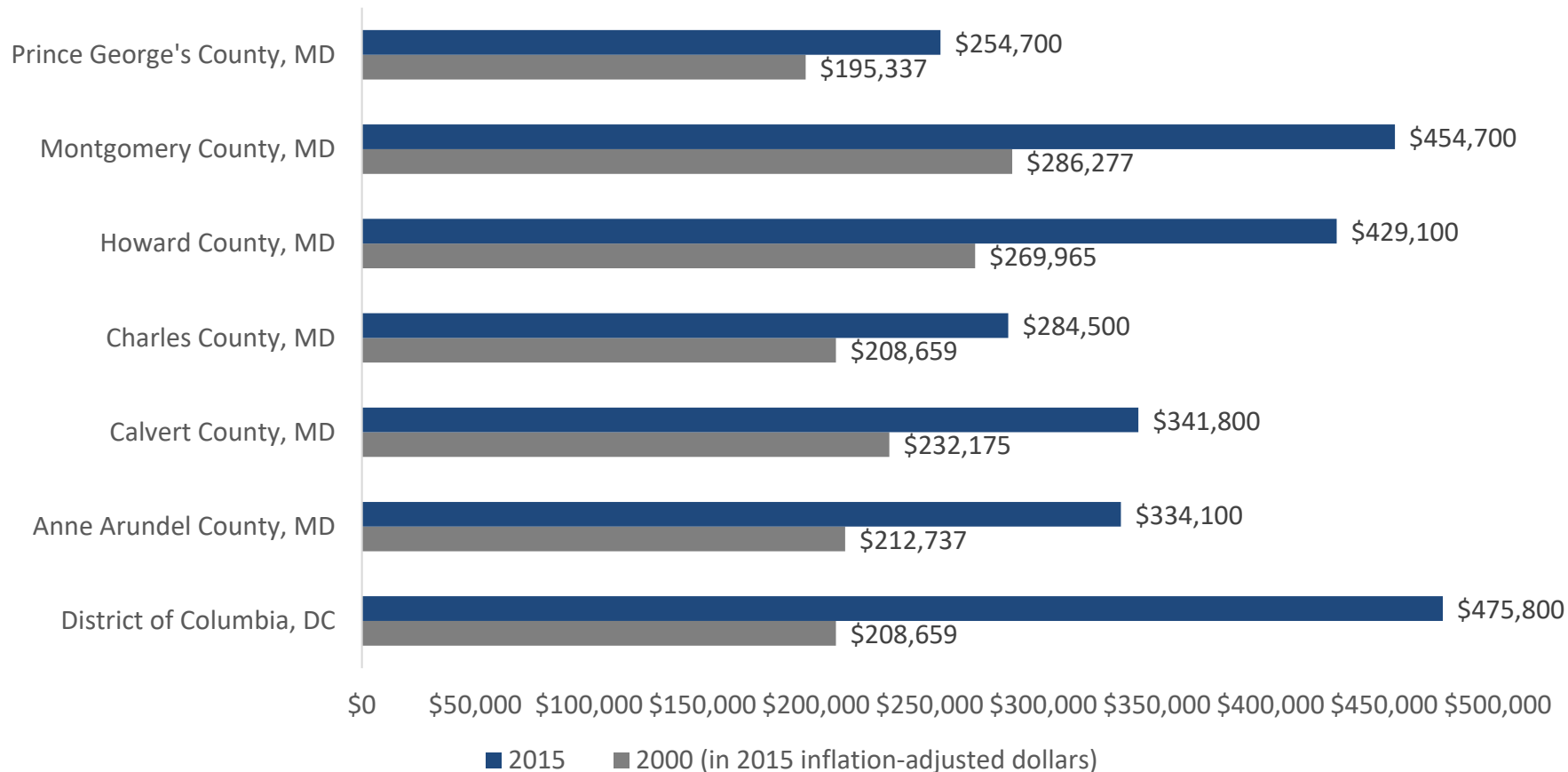
County conditions & proposed strategies:

Observation #5. Need to support changing areas

Prince George's County Comprehensive Housing Strategy

1/11/2018

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



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

County conditions & proposed strategies:

Observation #5. Need to support changing areas

Prince George's County Comprehensive Housing Strategy

1/11/2018

Comparison of median home value, Prince George's County, MD (2015)

Geography	Median Values	Percent of Tracts above County median home value
County	\$ 254,700	-
Subareas		
<i>Urban</i>	\$ 211,507	16%
<i>Suburban</i>	\$ 276,378	63%
<i>Rural</i>	\$ 314,257	79%

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

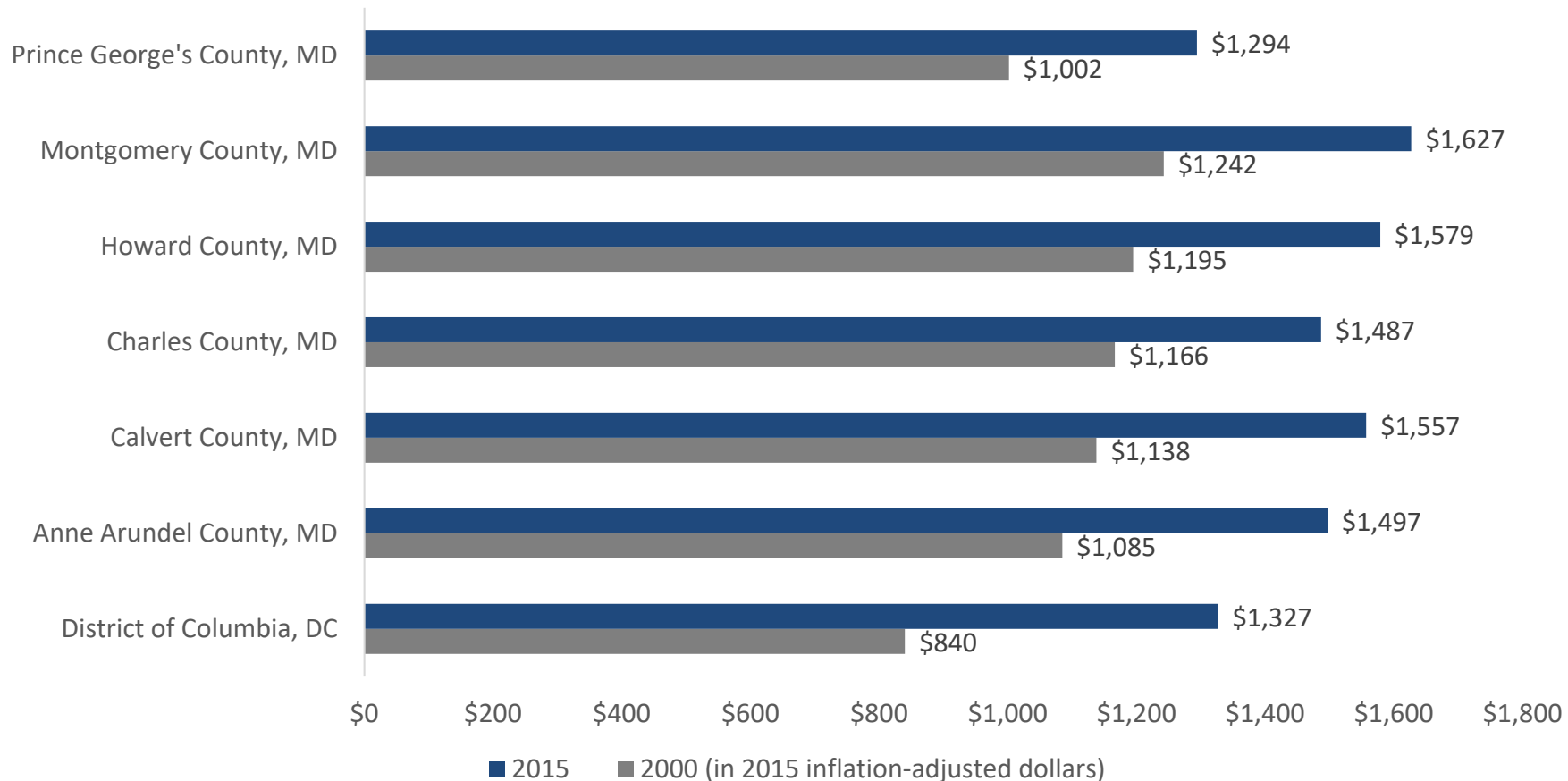
County conditions & proposed strategies:

Observation #5. Need to support changing areas

Prince George's County Comprehensive Housing Strategy

1/11/2018

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



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

County conditions & proposed strategies:

Observation #5. Need to support changing areas

Prince George's County Comprehensive Housing Strategy

1/11/2018

Comparison of median rent, Prince George's County, MD (2015)

Geography	Median gross rent	Percent of Tracts above County median gross rent
County	\$ 1,294	-
Subareas		
<i>Urban</i>	\$ 1,288	34%
<i>Suburban</i>	\$ 1,736	84%
<i>Rural</i>	\$ 1,655	83%

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

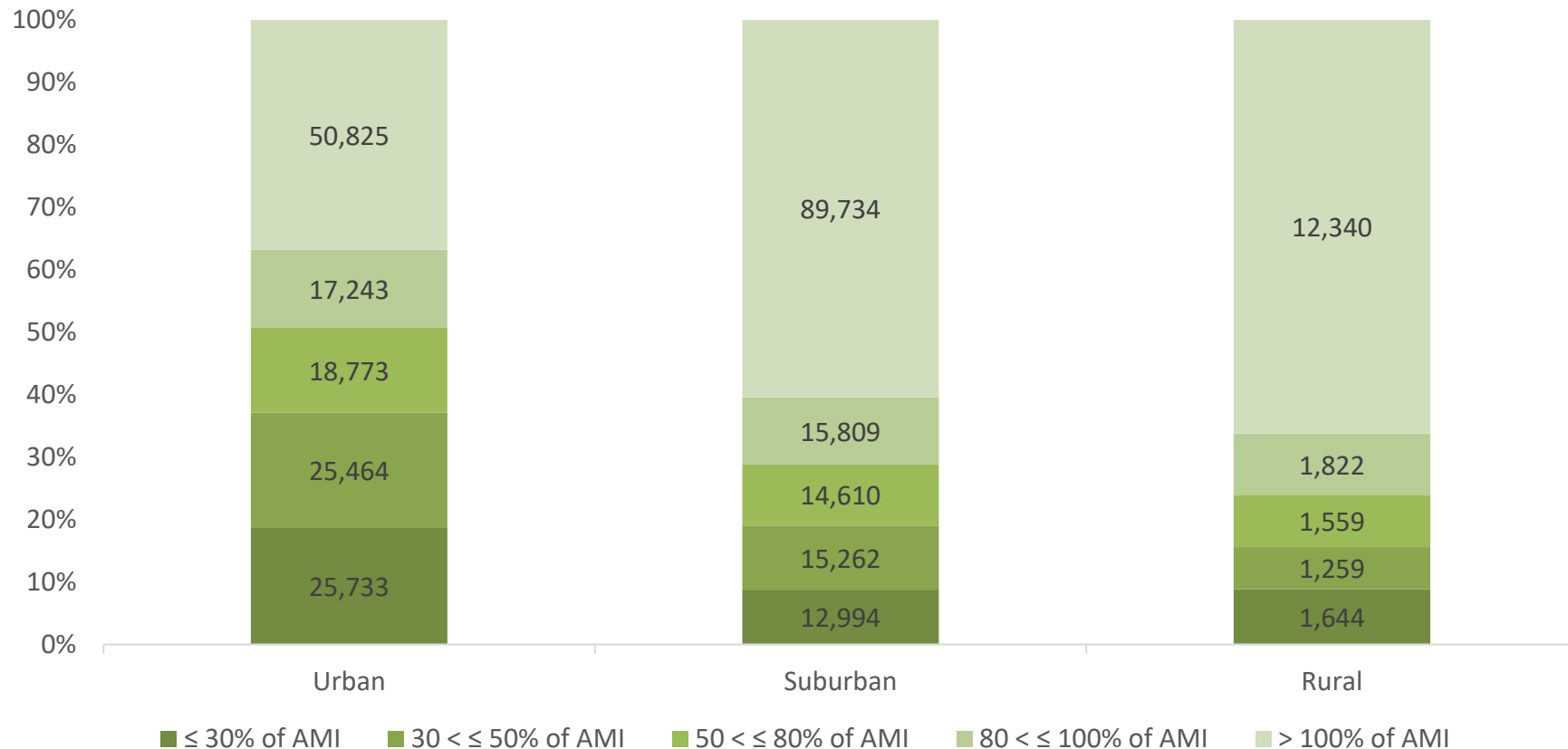
County conditions & proposed strategies:

Observation #5. Need to support changing areas

Prince George's County Comprehensive Housing Strategy

1/11/2018

Household income by subarea, Prince George's County, MD (2014)



SOURCE: HUD CHAS 2010-2014

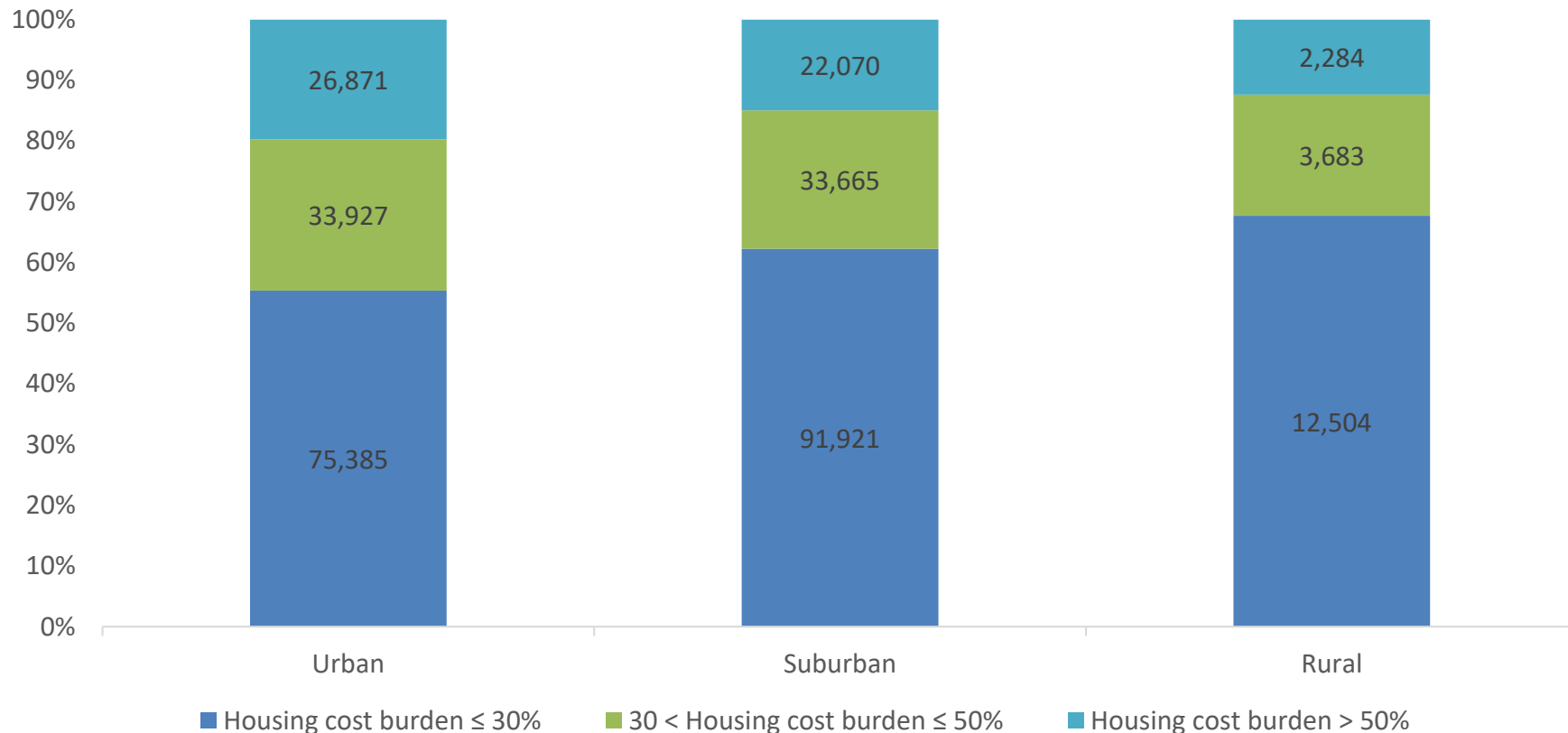
County conditions & proposed strategies:

Observation #5. Need to support changing areas

Prince George's County Comprehensive Housing Strategy

1/11/2018

Cost-burdens by subarea, Prince George's County, MD (2014)



SOURCE: HUD CHAS 2010-2014

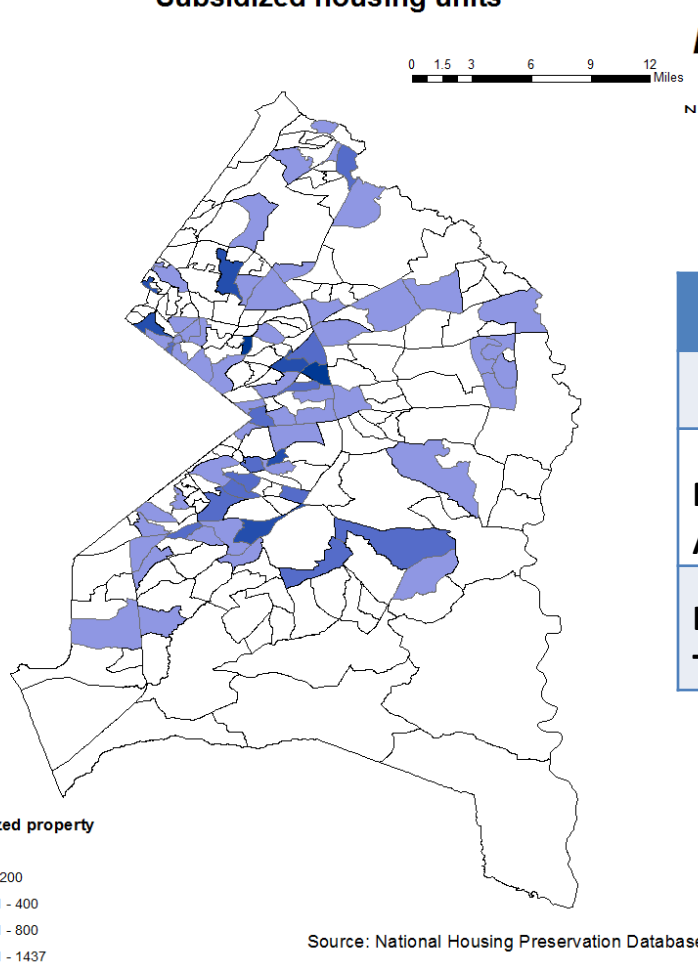
County conditions & proposed strategies:

Observation #5. Need to support changing areas

Prince George's County Comprehensive Housing Strategy

1/11/2018

Subsidized housing units



Subsidized units at-risk of expiring Prince George's County, MD (2017)

	Subsidy ends by		
	2020	2030	2040
Project-based Rental Assistance	489	1,508	596
Low-Income Housing Tax Credit	2,301	5,087	-

SOURCE: NATIONAL HOUSING PRESERVATION DATABASE (2017)

County conditions & proposed strategies:

Proposed strategy

Prince George's County Comprehensive Housing Strategy

1/11/2018

STRATEGY:

Preserve long-term affordability and stabilize vulnerable residents in areas experiencing market pressure.

Key strategy elements:

- Supports long-time County residents.
- Extends affordability of existing rental and homeownership options.
- Helps promote mixed-income communities.

Case study:

Changing neighborhoods

Prince George's County Comprehensive Housing Strategy

1/11/2018

PROPERTY TAX RELIEF in Philadelphia, PA

How is this strategy implemented or used?

Real estate tax discount program for long-time homeowners in changing neighborhoods.

- Low-income homeowners who have lived in their homes for 10 years+ may apply for **10-year property tax abatement**
- Households are eligible when their **property assessment triples** from one year to the next

What local conditions is it addressing?

- Housing price increases outpacing wages, especially in specific neighborhoods

What are the results?

An expected \$20 million in tax relief to support up to 80,000 eligible households

Why is this an effective tool?

- **Targeting** specific neighborhoods based on change in assessment value
- Supports **long-time homeowners**

RELEVANCE TO

PRINCE GEORGE'S COUNTY

- › Cost-burden (& tax-burden) among homeowners
- › Changing neighborhoods

NATIONAL BEST PRACTICES

- › Targeting tax relief to prevent displacement in neighborhoods with access to opportunity

Next steps & upcoming project milestones

Next steps & upcoming project milestones

Prince George's County Comprehensive Housing Strategy

1/11/2018

JAN

- Integrate forecasts
- Roll-out media outreach strategy

FEB

- Release interim task reports
- Identify key principles

MAR

- Develop full strategy roadmap

APR

- Hold third public meeting

MAY

- Identify goals & targets

JUN

- Hold fourth (and final) public meeting
- Present principles, goals, and targets report

JUL

- Begin drafting full Comprehensive Housing Strategy.

Q&A

Comprehensive Housing Strategy webpage
mypgc.us/housingstrategy