

RENAISSANCE PLANNING GROUP

TOD HOUSING ANALYSIS

Planning Directors Meeting – July 13, 2012



PROJECT OVERVIEW

- ◎ MWCOG's Transportation/Land Use Connections Program: multijurisdictional project for Alexandria, District of Columbia and Prince George's County
- ◎ Risk Assessment for 10 Station Areas
- ◎ Case Studies for 3 Station Areas
- ◎ Jurisdictional Housing Demand Forecasts
- ◎ Study Outcomes
 - ◎ Replicable process, framework and summary tools applicable across the region
 - ◎ Recommendations for 10 station areas

AGENDA

- ① Introduction
- ① Risk Assessment Elements
- ① Risk Assessment Findings
- ① Connecting the Dots

10 SELECTED STATION AREAS

Mark Center

Van Dorn St

Branch Ave

Langley Park

Prince George's Plaza

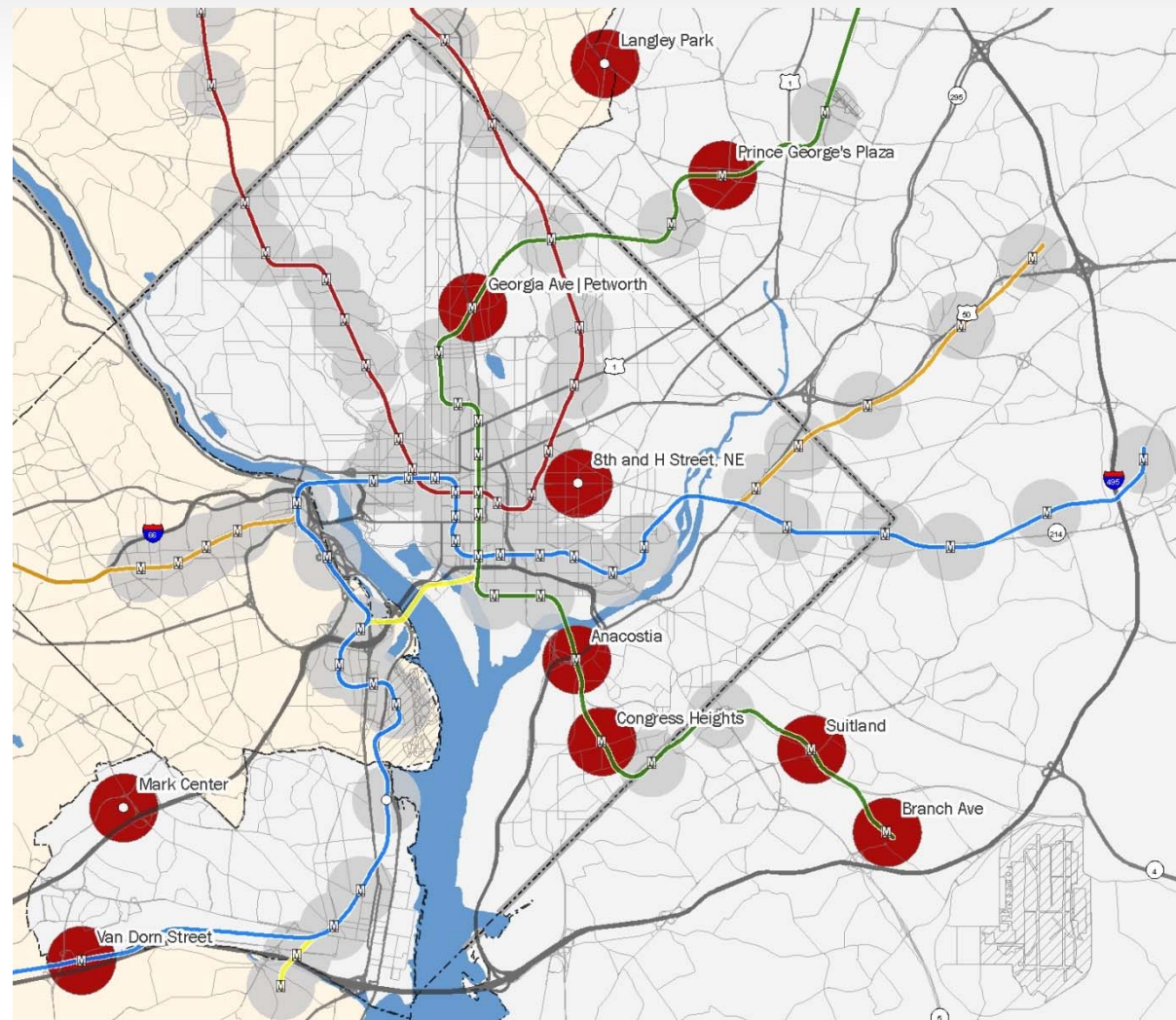
Suitland

8th & H

Anacostia

Congress Heights

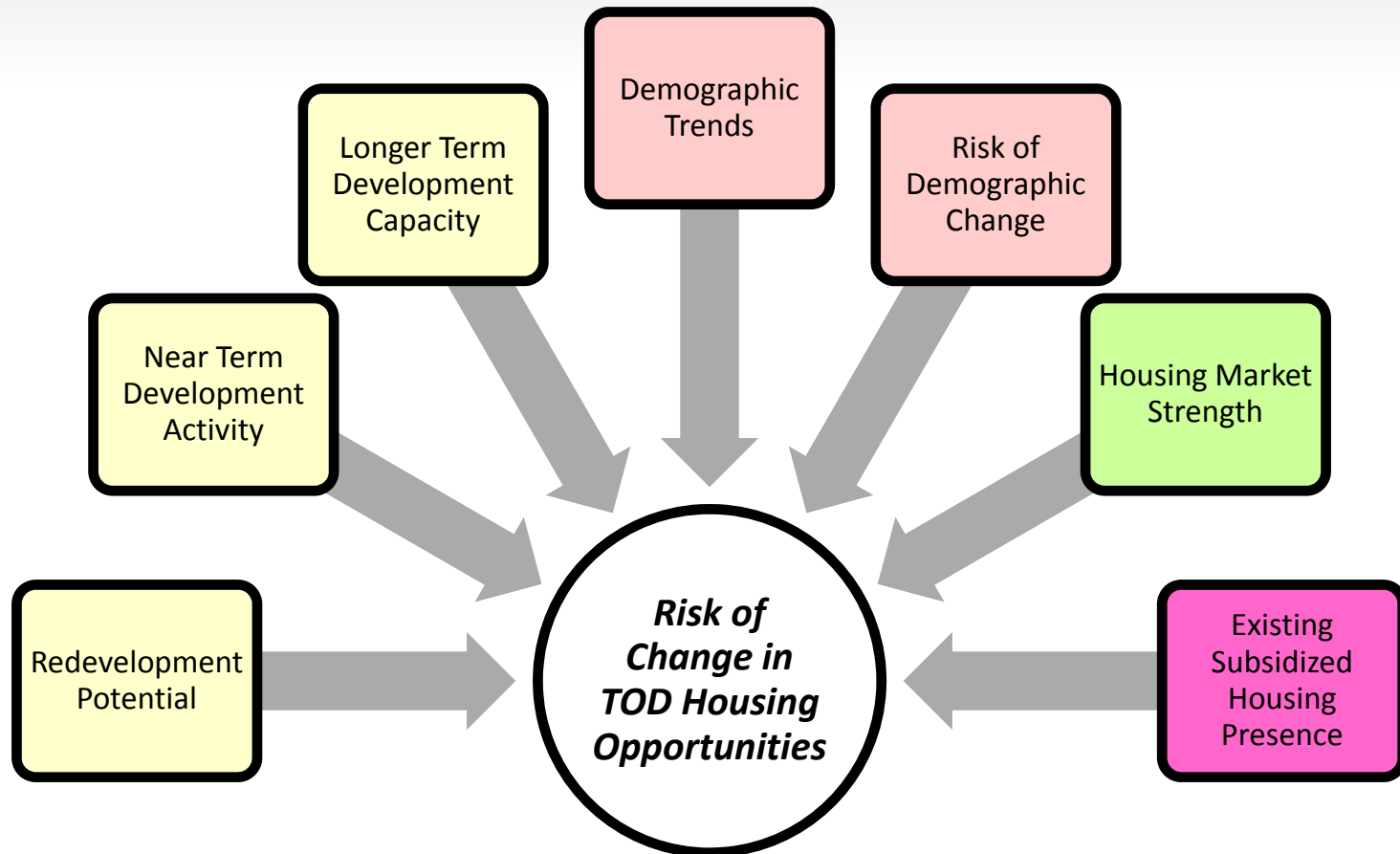
Georgia Ave/Petworth



CORE ISSUES EXAMINED AND ANALYSIS GEOGRAPHY

- ◎ Impact of development and redevelopment susceptibility
 - ◎ *½-mile radius from transit station (parcel analysis) and selected development projects up to a ¾-mile radius*
- ◎ Impact of (and potential for) demographic change
 - ◎ *Selected census tracts encompassing the ½-mile radius; comparisons with jurisdiction and/or MSA*
- ◎ Influence of the local housing market
 - ◎ *½-mile radius; comparisons with the relevant zip code and jurisdiction*
- ◎ Presence of existing subsidized housing developments in the station area
 - ◎ *¾-mile radius from transit station*

RISK ASSESSMENT ELEMENTS



Colors demarcate the four core issues from the previous slide

SUSCEPTIBILITY TO DEVELOPMENT

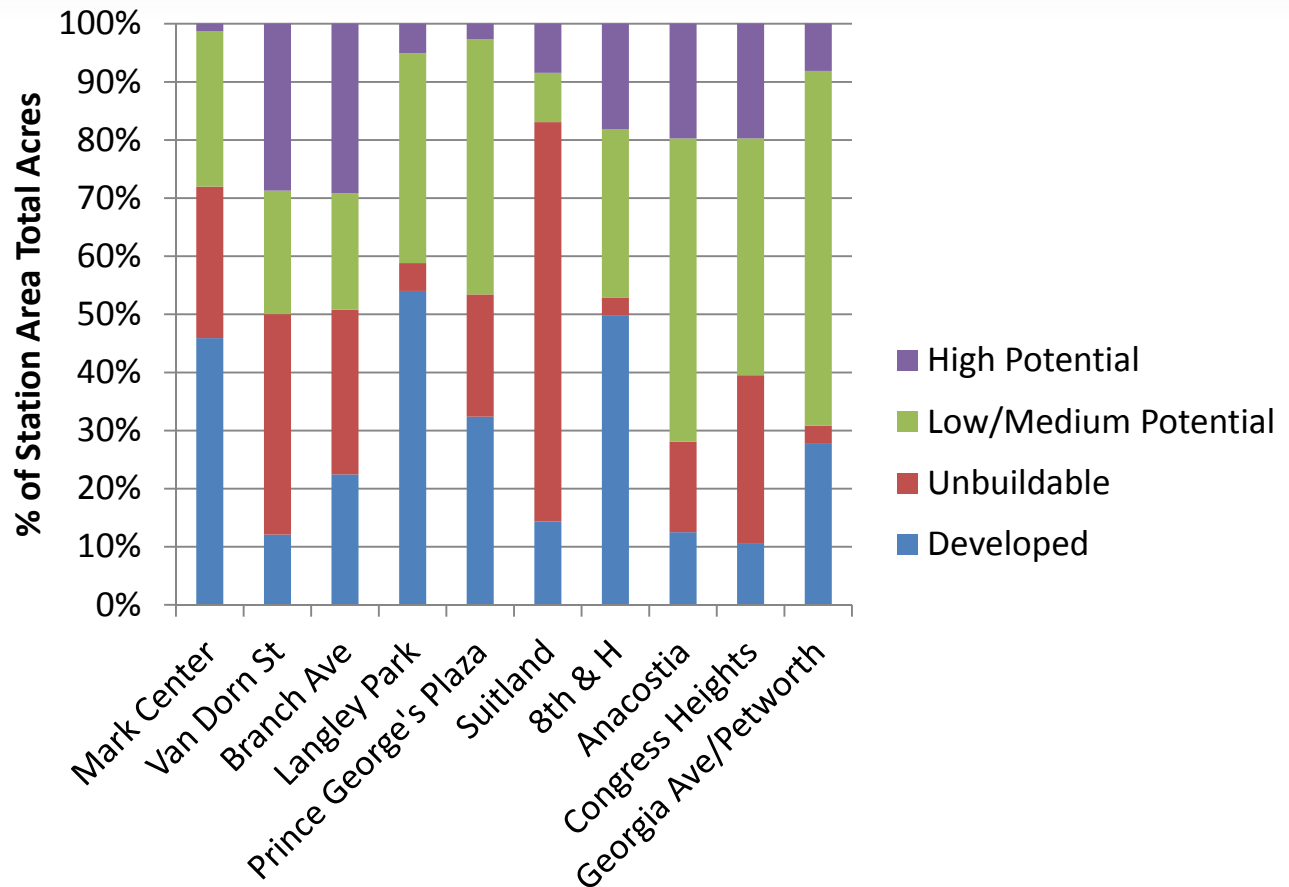
REDEVELOPMENT POTENTIAL

FOCUS ON HIGH SUSCEPTIBILITY PARCELS

Station	% High*	Risk Rating
Mark Center	1%	Low
Van Dorn St	29%	High
Branch Ave	29%	High
Langley Park	5%	Low
Prince George's Plaza	3%	Low
Suitland	8%	Low
8th & H	18%	Medium
Anacostia	20%	Medium
Congress Heights	20%	Medium
Georgia Ave/ Petworth	8%	Low

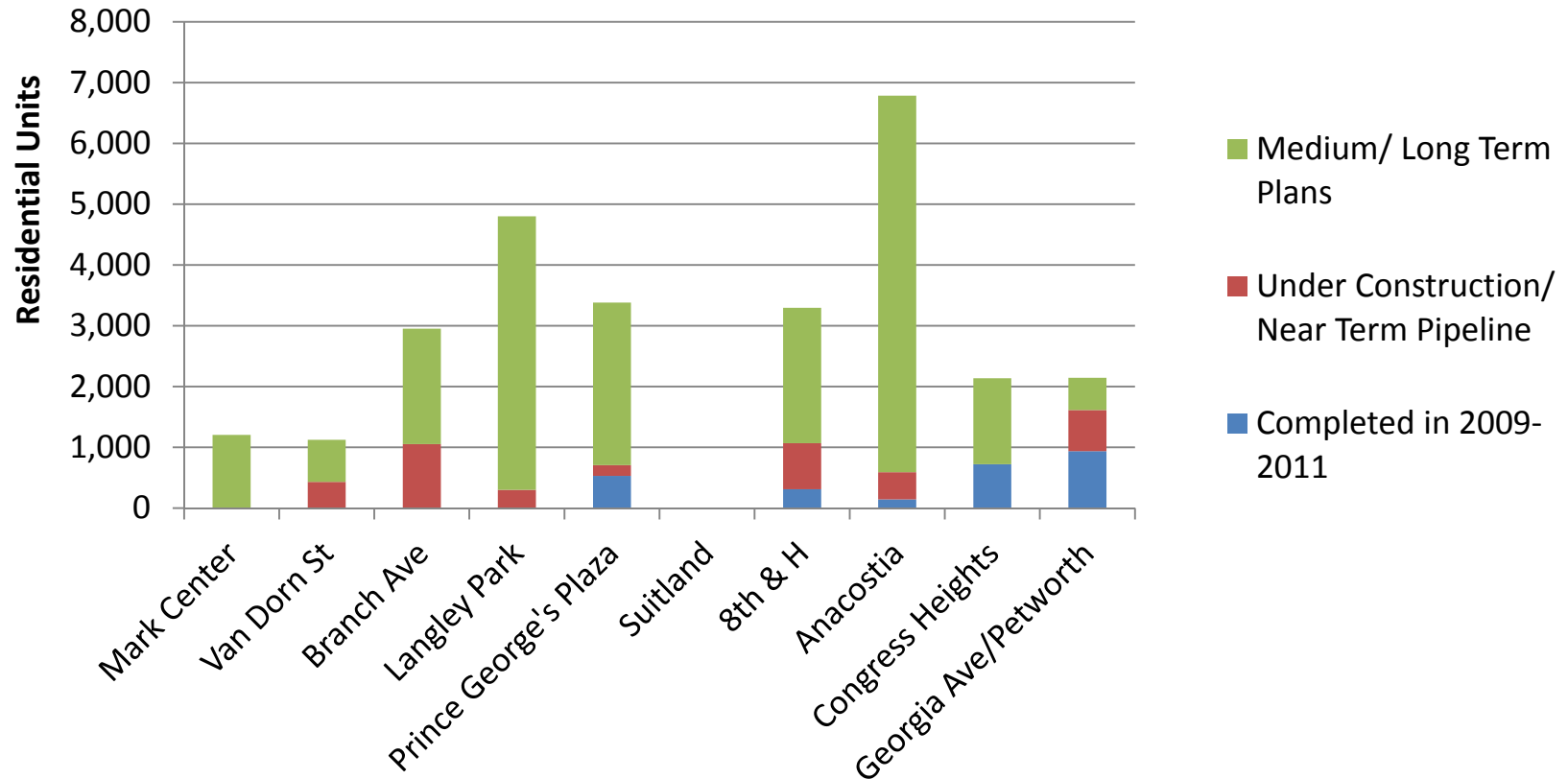
* Of total station area land

Parcel Susceptibility to Redevelopment



DEVELOPMENT ACTIVITY AND PLANS IN STATION AREAS

Residential Development Activity and Plans



DEMOGRAPHIC CHANGE

TRENDS ANALYSIS

DEMOGRAPHIC VARIABLES EXAMINED AND WHY

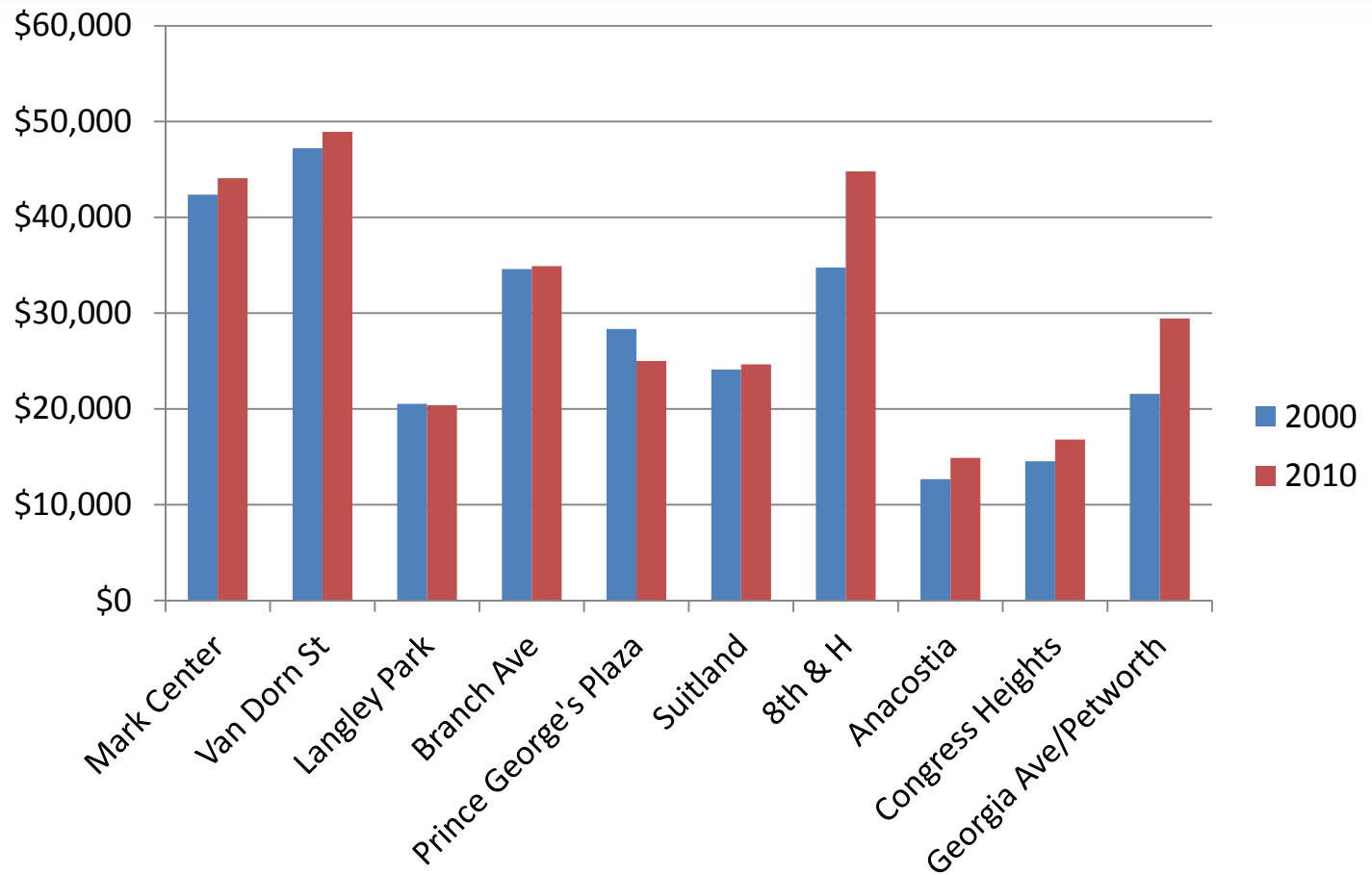
- ◎ **Income Level:** Inflation-adjusted trend in per capita income measures changes in real income independent of household size.
- ◎ **Educational Attainment:** Change in percentage of adults with at least a Bachelor's degree indicates shifts in the income and occupational profile of residents.
- ◎ **Households Without Children:** Households without children are a primary market segment seeking TOD housing.
- ◎ **Younger Households:** Households under age 35 are another key TOD housing segment, particularly for rental apartments.
- ◎ **Older Households:** Households over age 65 can be a key TOD housing segment, and also can represent longtime neighborhood residents whose housing needs are changing.
- ◎ **Rental Housing Affordability:** Percentage of households paying more than 30% of their income for housing costs measures the affordability of rental housing, which is more susceptible to short term escalation than ownership housing.

TREND: INCOME LEVEL

2000-2010 Change

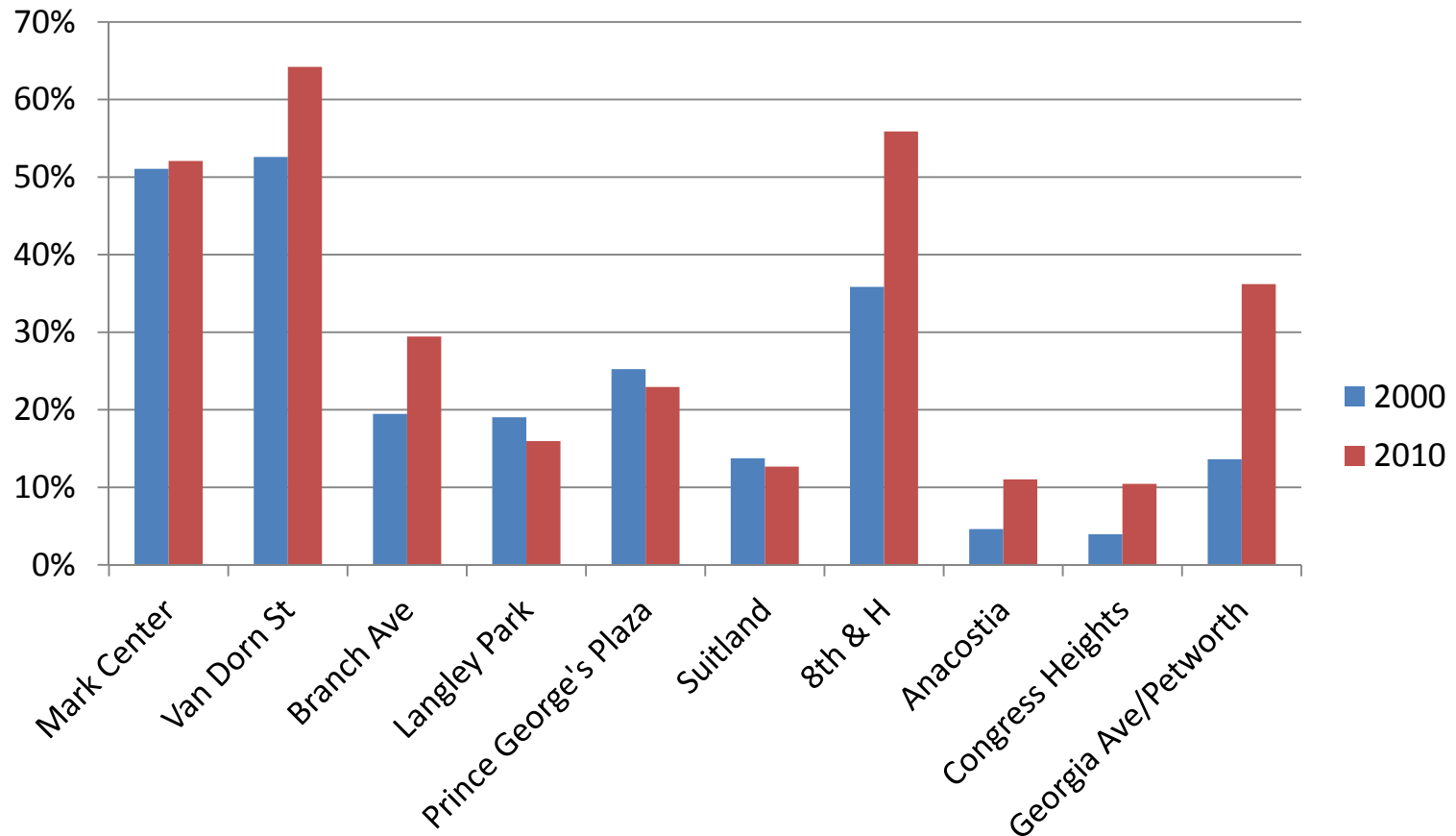
Mark Center	4.0%
Van Dorn St	3.6%
Langley Park	-0.7%
Branch Ave	0.9%
Prince George's Plaza	-11.8%
Suitland	2.2%
8th & H	28.8%
Anacostia	17.4%
Congress Heights	15.5%
Georgia Ave/ Petworth	36.5%

Per Capita Income (in 2010 \$)

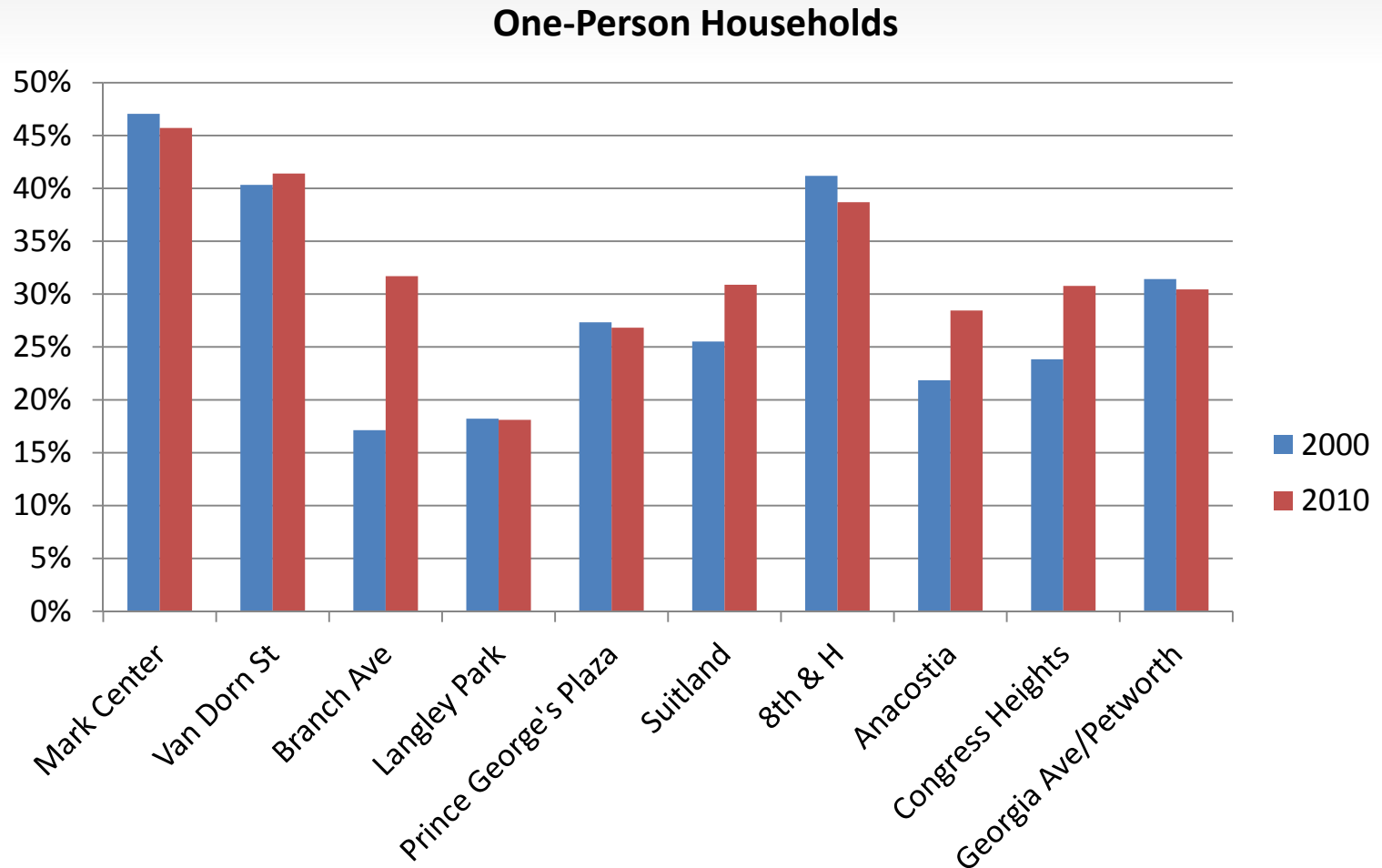


TREND: EDUCATIONAL ATTAINMENT

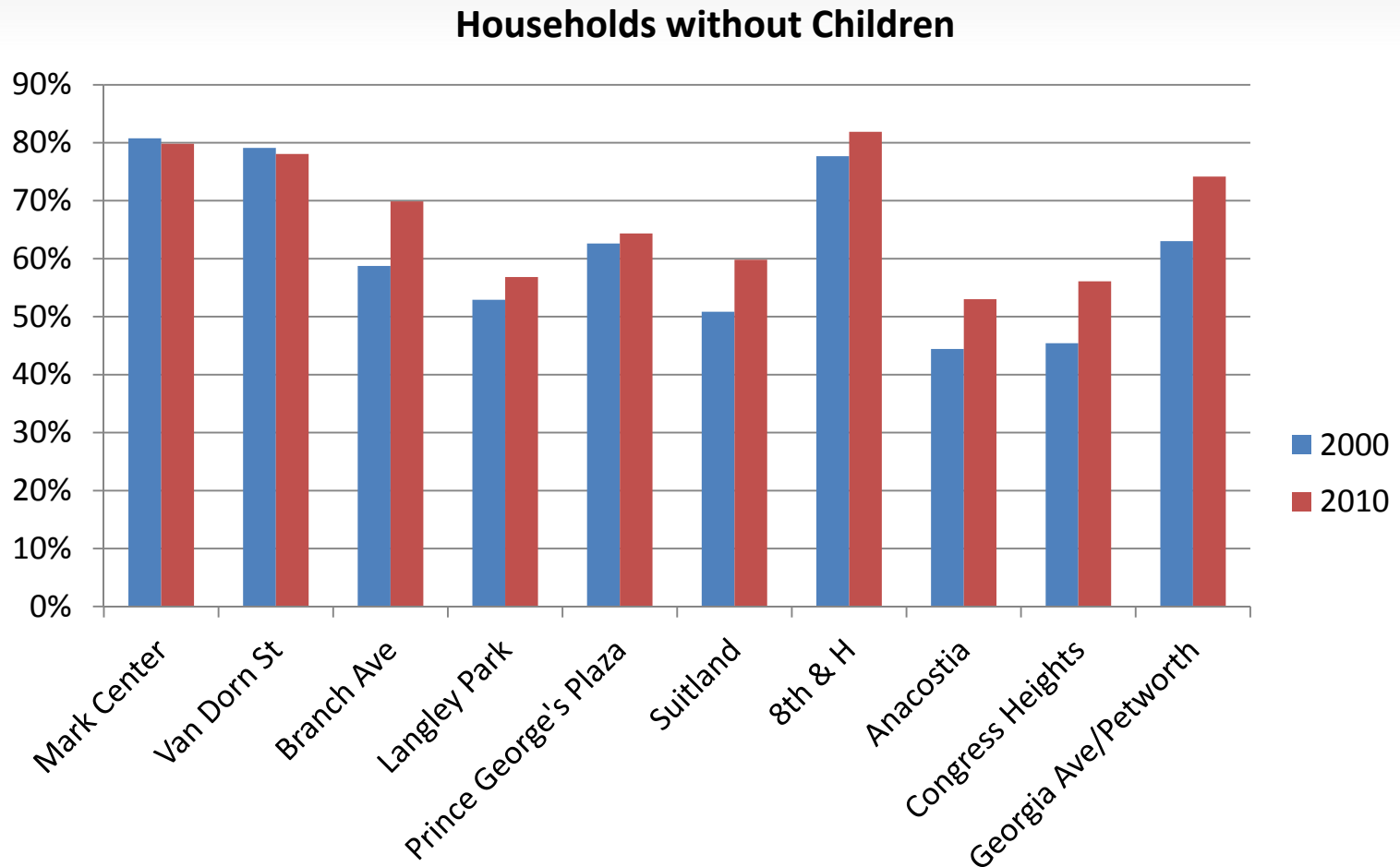
Bachelor's Degree or Higher



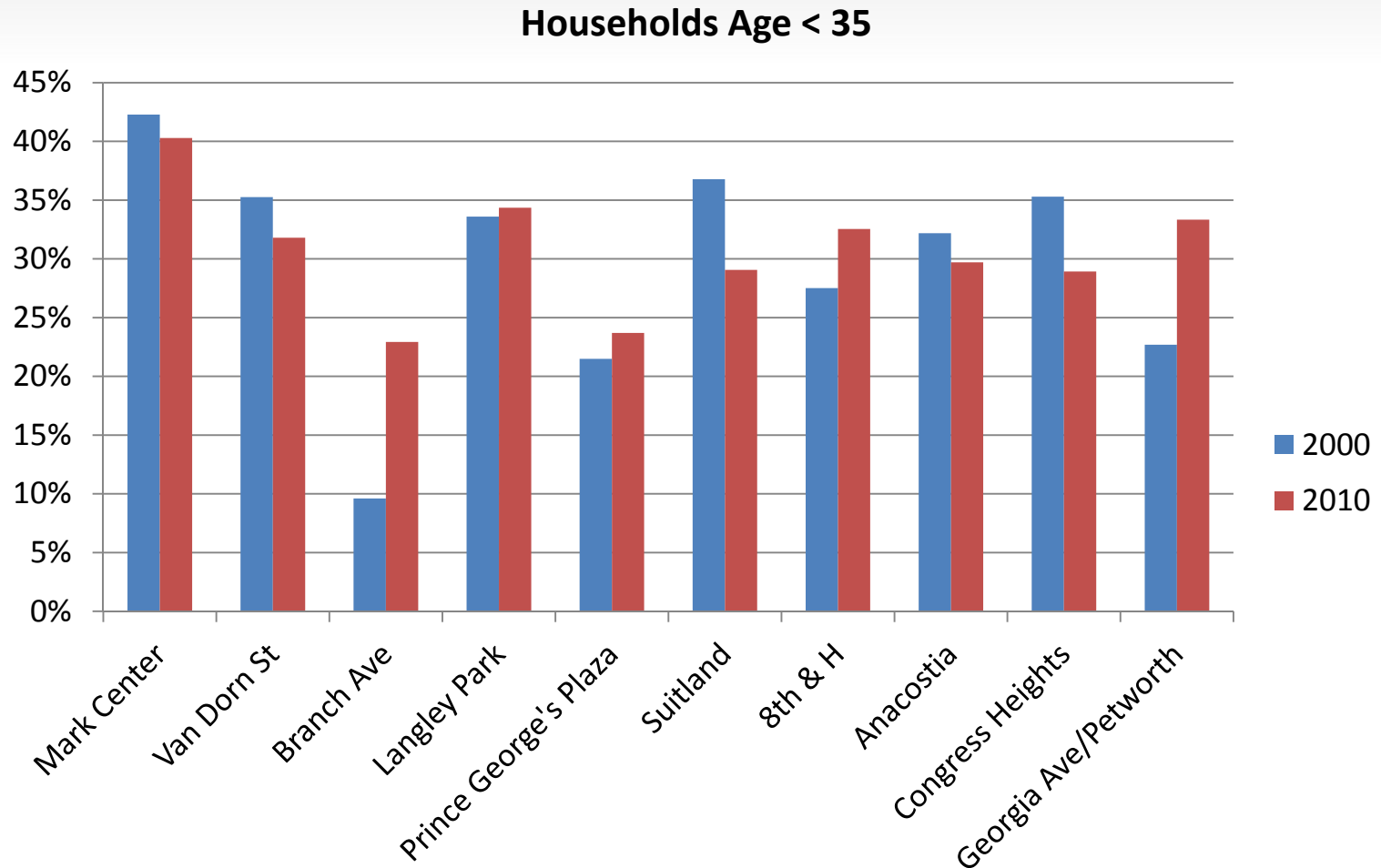
TREND: SINGLE HOUSEHOLDS



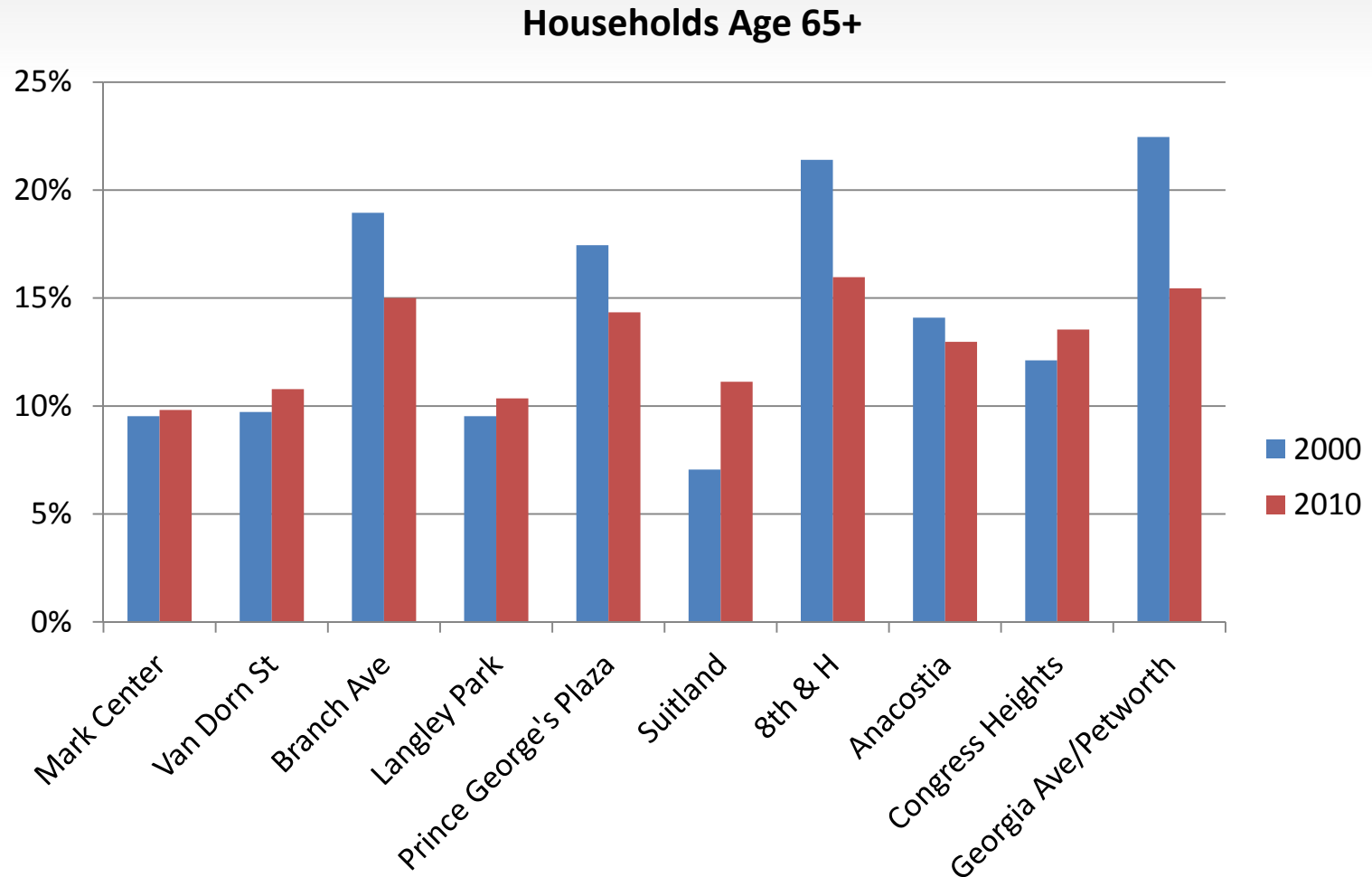
TREND: HOUSEHOLDS WITHOUT CHILDREN



TREND: YOUNGER HOUSEHOLDS

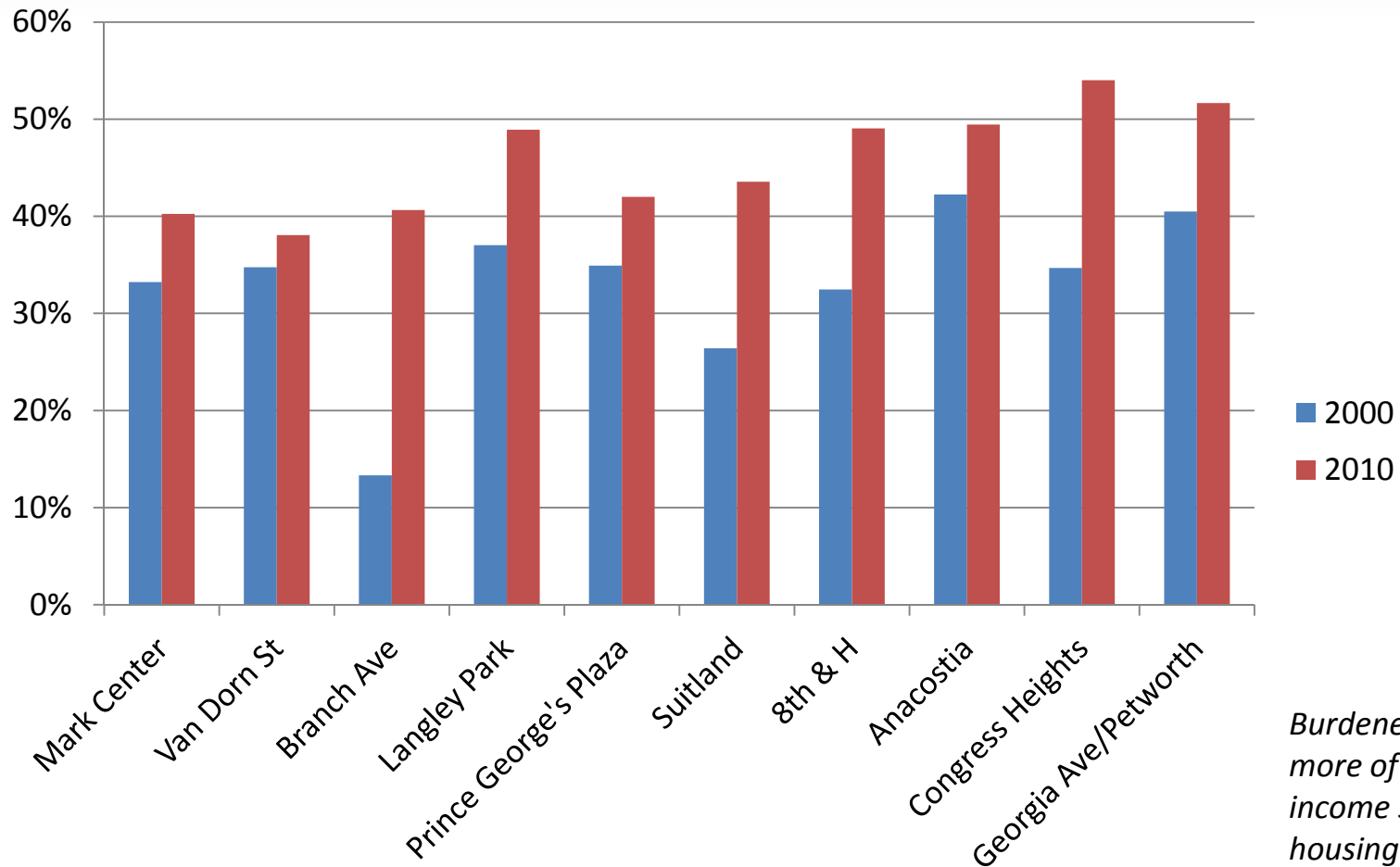


TREND: OLDER HOUSEHOLDS



TREND: RENTAL HOUSING AFFORDABILITY

Burdened Renter Households



DEMOGRAPHIC CHANGE

RISK ANALYSIS

RISK ANALYSIS INDICATORS

Maintaining Diversity In America's Transit-Rich Neighborhoods:

Tools for Equitable Neighborhood Change



Dukakis Center for Urban and Regional Policy

Stephanie Pollack
Barry Buestone
Chase Billingham

A Report Prepared by the
Dukakis Center for Urban and
Regional Policy at
Northeastern University

With the Generous Support of
**THE ROCKEFELLER
FOUNDATION**

OCTOBER 2010

- ⊙ Changing occupational and income profile of residents
 - ⊙ *Change in percentage holding Bachelor's degree or higher from 2000-2010*
- ⊙ Predominance of low income renters
 - ⊙ *Renter median household income in 2010, compared to HUD income limits for the region*
- ⊙ Rental-dominated housing stock
 - ⊙ *Percentage of renter-occupied units in 2010*
- ⊙ Housing affordability challenges for current renters
 - ⊙ *Percentage of burdened renter households in 2010*

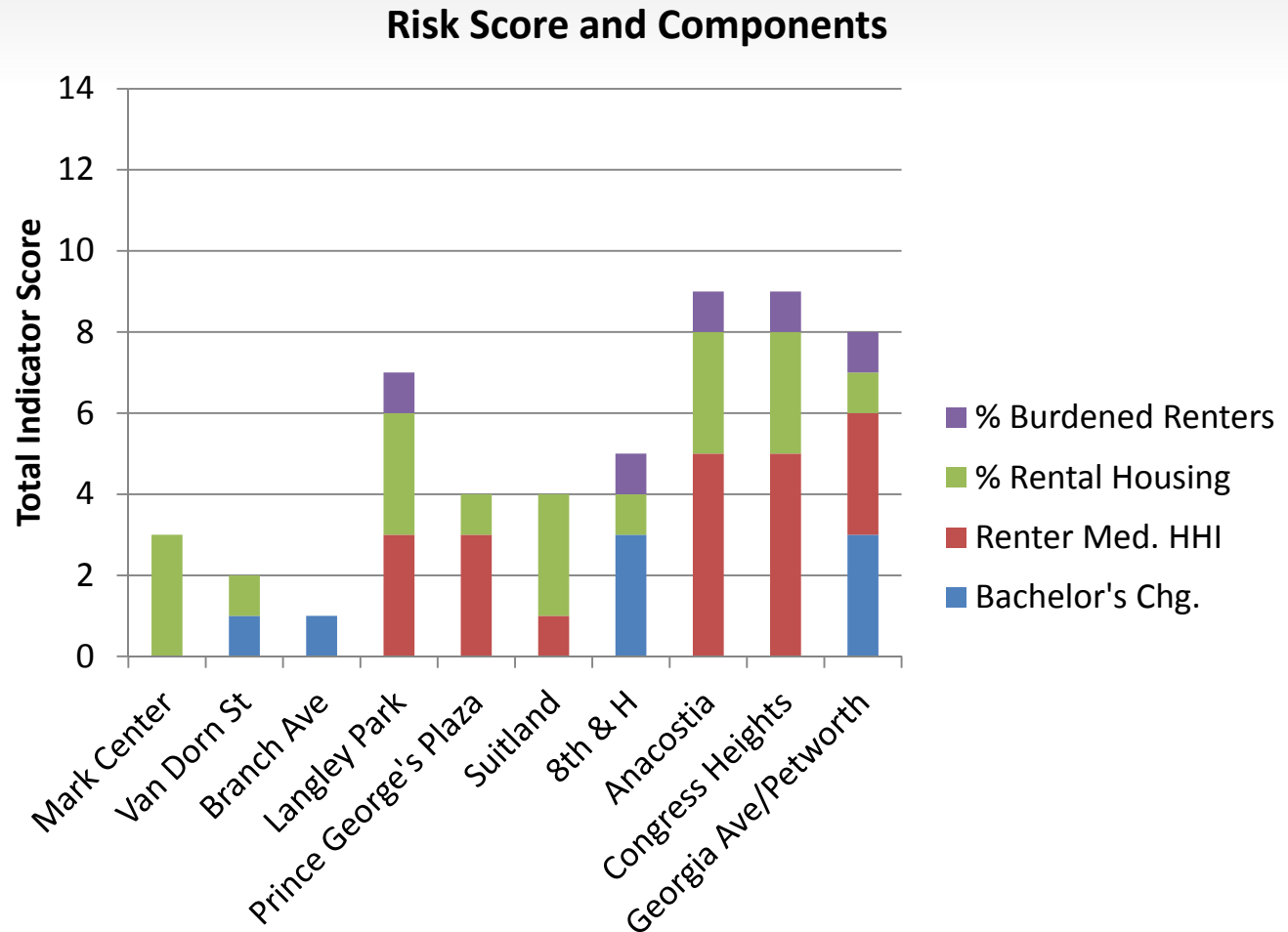
INDICATOR DATA

Station	Bachelor's Degree Pct. Point Change	Renter Median HHI	Rental Housing	Burdened Renters
Mark Center	1	\$61,360	80%	40%
Van Dorn St	12	\$88,520	50%	38%
Branch Ave	10	\$69,968	30%	41%
Langley Park	-3	\$43,385	67%	49%
Prince George's Plaza	-2	\$41,121	45%	42%
Suitland	-1	\$45,170	73%	44%
8th & H	20	\$61,499	48%	49%
Anacostia	6	\$23,422	76%	49%
Congress Heights	7	\$24,834	76%	54%
Georgia Ave/Petworth	23	\$35,612	54%	52%

Scores were assigned for each indicator relative to the risk of resident relocation, and total scores were sorted into low, medium, and high risk ratings

INDICATOR SCORES

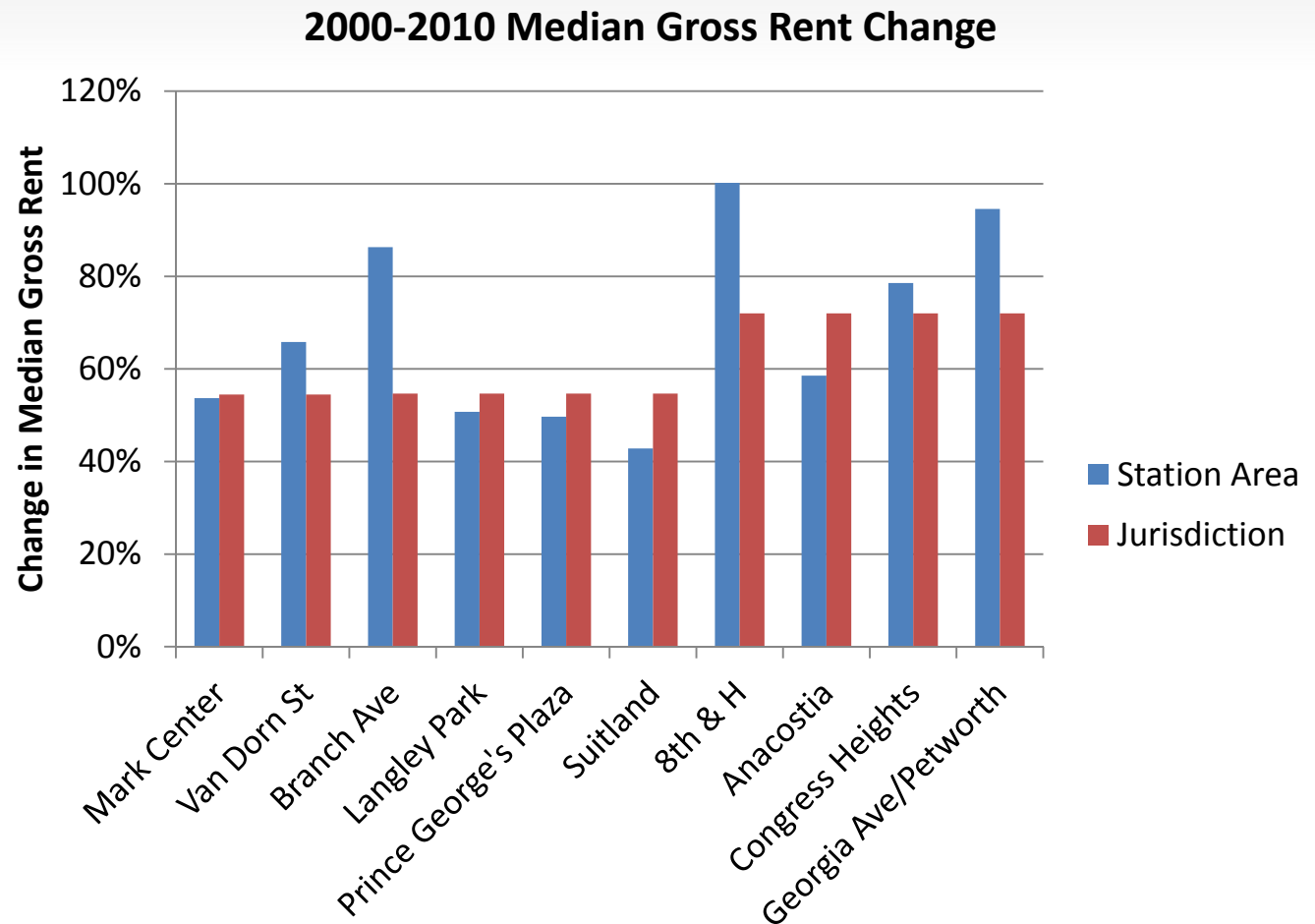
Station	Total Score	Risk Rating
Mark Center	3	Low
Van Dorn St	2	Low
Branch Ave	1	Low
Langley Park	7	Medium
Prince George's Plaza	4	Low
Suitland	4	Low
8th & H	5	Medium
Anacostia	9	High
Congress Heights	9	High
Georgia Ave/ Petworth	8	Medium



HOUSING MARKET INFLUENCE

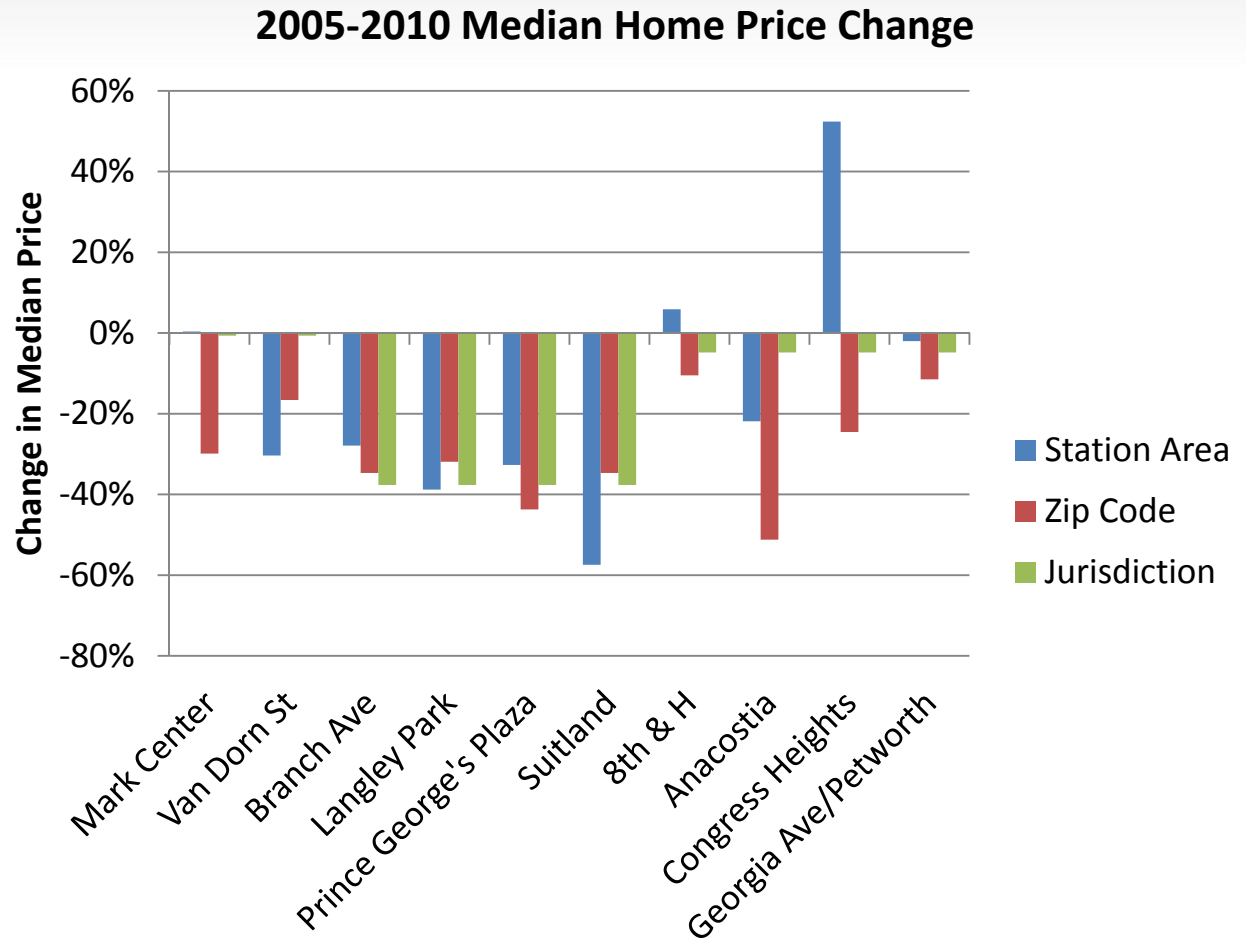
RENT TREND

Station	% Pts. Difference from Jurisdiction
Mark Center	-0.8
Van Dorn St	11.4
Branch Ave	31.6
Langley Park	-3.9
Prince George's Plaza	-5.0
Suitland	-11.9
8th & H	28.2
Anacostia	-13.5
Congress Heights	6.5
Georgia Ave/ Petworth	22.6



HOME PRICE TREND

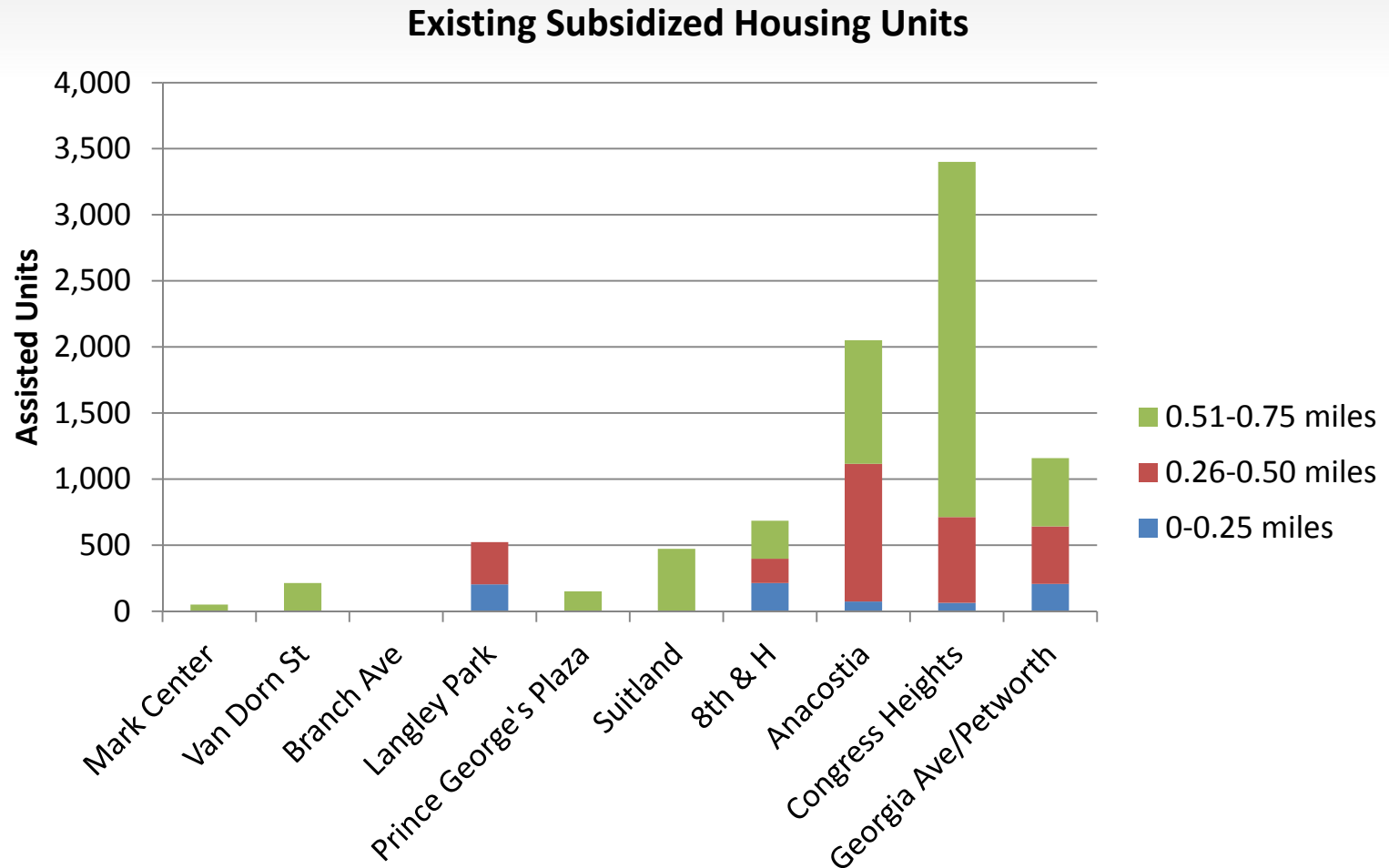
Station	% Pts. Difference from Zip Code	% Pts. Difference from Jurisdiction
Mark Center	30	1
Van Dorn St	-14	-30
Branch Ave	7	10
Langley Park	-7	-1
Prince George's Plaza	11	5
Suitland	-23	-20
8th & H	16	11
Anacostia	29	-17
Congress Heights	77	57
Georgia Ave/Petworth	9	3



SUBSIDIZED HOUSING PRESENCE

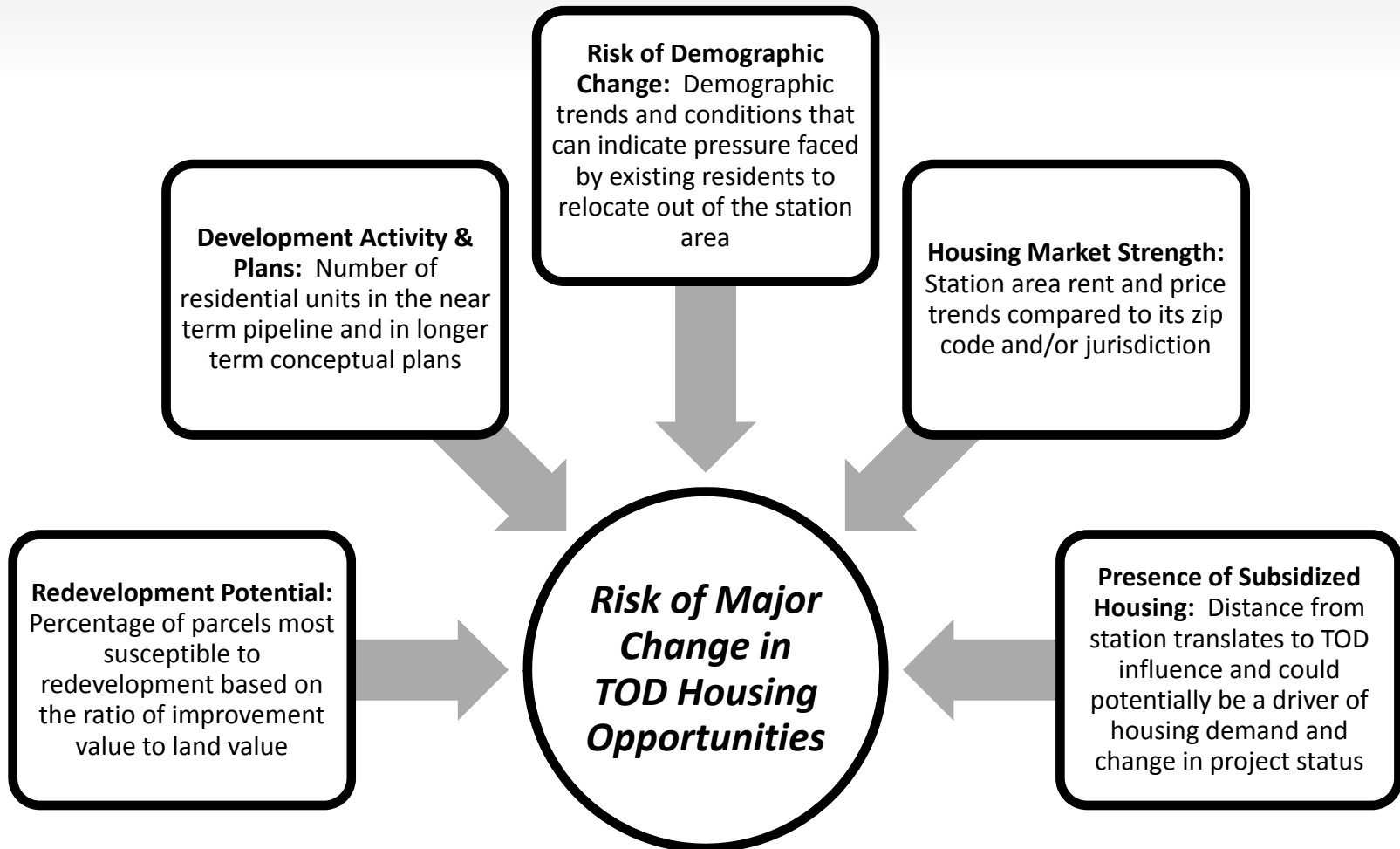
EXISTING SUBSIDIZED HOUSING

DISTANCE FROM TRANSIT STATION



RISK ASSESSMENT FINDINGS

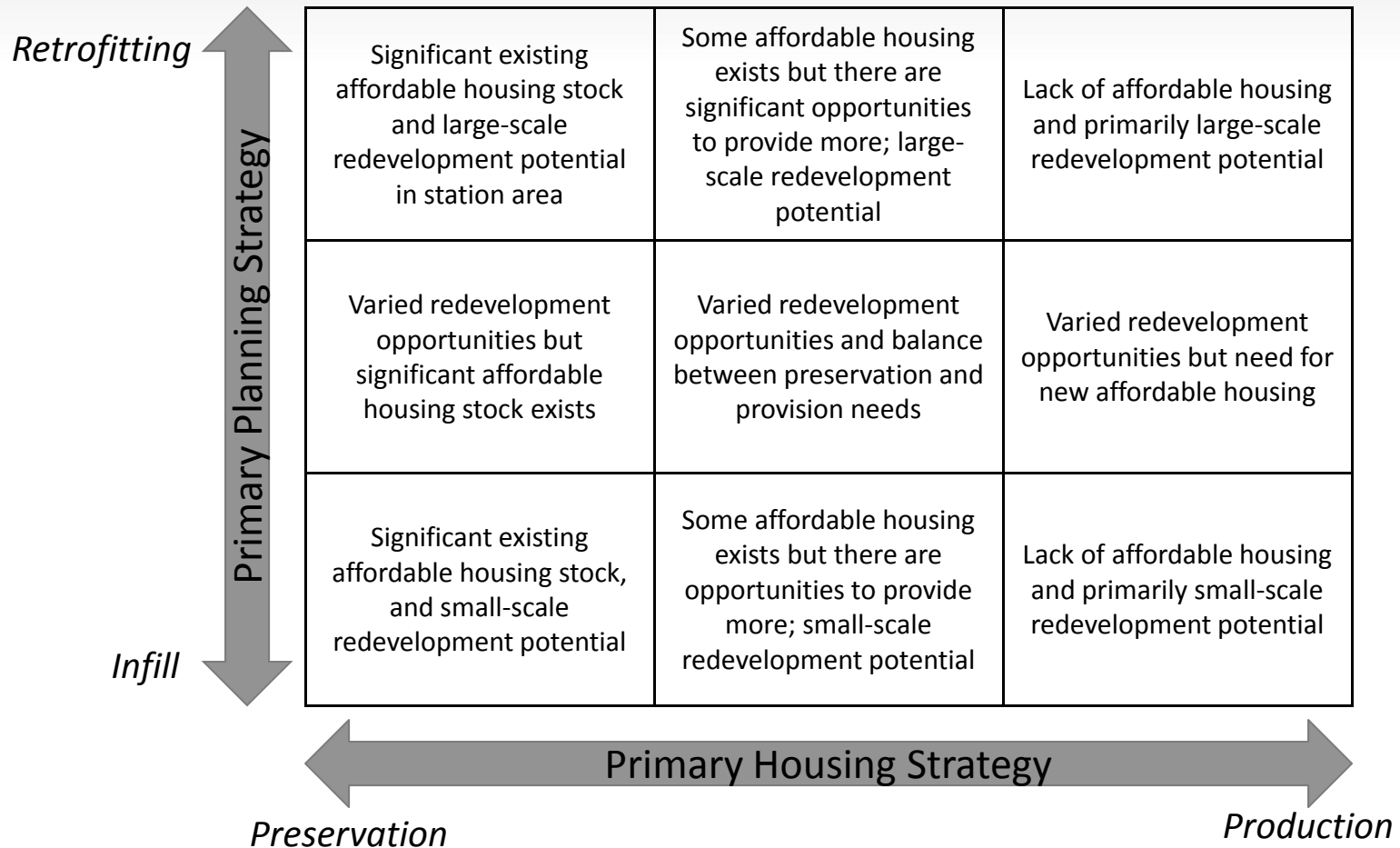
MATRIX COMPONENTS



RISK ASSESSMENT MATRIX

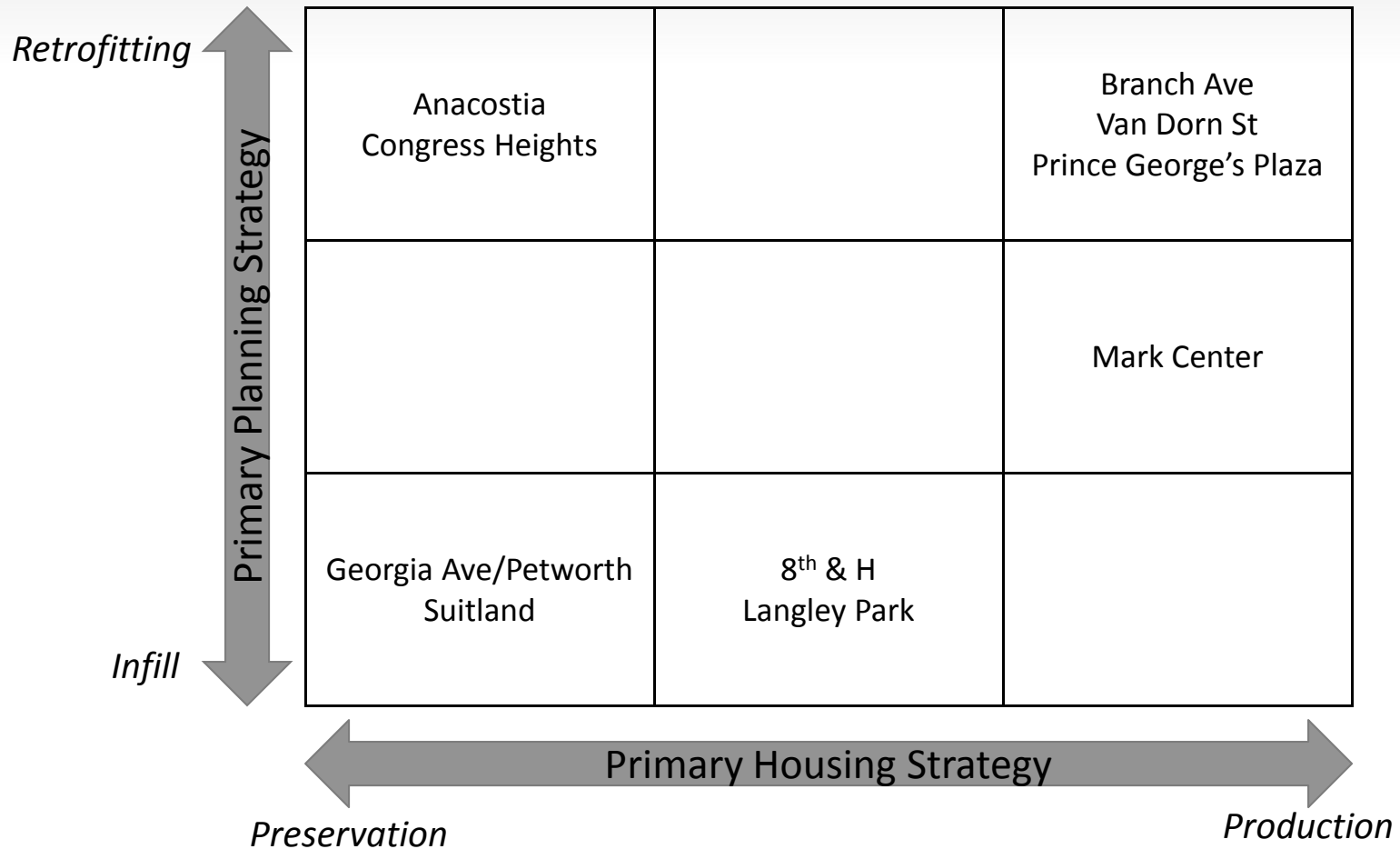
Station Area	Redevelopment Potential	Near Term Development Activity	Longer Term Development Plans	Risk of Demographic Change	Housing Market Strength	Subsidized Housing Presence
Mark Center	Low	Low	Medium	Low	High	Low
Van Dorn St	High	Medium	Low	Low	Low	Low
Branch Ave	High	High	Medium	Low	Medium	Low
Langley Park	Low	Low	High	Medium	Low	Medium
Prince George's Plaza	Low	Low	High	Low	Medium	Low
Suitland	Low	Low	Low	Low	Low	Low
8th & H	Medium	High	Medium	Medium	High	Medium
Anacostia	Medium	Medium	High	High	Medium	High
Congress Heights	Medium	Low	Medium	High	Medium	High
Georgia Ave/ Petworth	Low	High	Low	Medium	High	Medium

POLICY EMPHASIS MATRIX



POLICY EMPHASIS

PILOT STATIONS



GENERAL HOUSING STRATEGIES

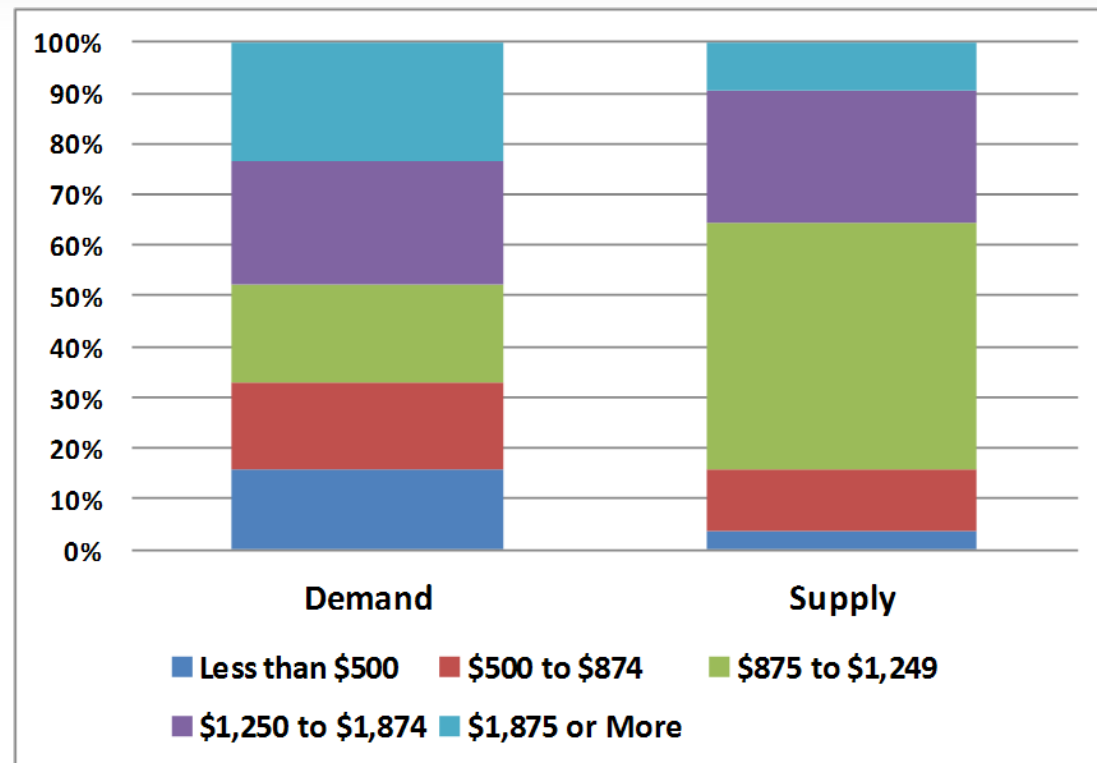
Policy actions prioritized by level of accessibility to current or future transit service

	Development <i>Creating new housing stock</i>	Acquisition, Improvement, Commitment <i>Financing & facilitating existing housing stock</i>
Preservation <i>Maintaining current affordable opportunities</i>	<ul style="list-style-type: none"> • Expand rental supply at all price points to reduce market pressure for price increases 	<ul style="list-style-type: none"> • Acquire existing buildings and commit to long term affordability • Fund extensions for existing subsidized housing • Access to financing for energy efficiency upgrades • Tax abatement to stabilize or reduce operating costs
Production <i>Creating new affordable opportunities</i>	<ul style="list-style-type: none"> • Inclusionary zoning/density bonuses • Land write downs • Selective TIF, NMTC financing for projects • Make publicly owned land available, joint development with community facilities • Assist faith-based institutions to develop excess property • Expedite development approvals through review process and/or code reform • Avoid excess parking requirements 	<ul style="list-style-type: none"> • Renovation assistance in exchange for affordability commitment • Tax abatement in exchange for affordability commitment • Negotiate more acceptance of vouchers • Create TDRs where appropriate

CONNECTING THE DOTS

CURRENT REGIONAL DEMAND AND SUPPLY

Metropolitan Area Rental Housing Demand and Supply by Rent Level, 2010



- ⊙ Shortfall of more than 121,000 units at rents below \$900 per month

FUTURE REGIONAL DEMAND

Growth, 2010-2030	
Net New Jobs	1,053,900
New Housing Units Required	
If all new jobs are filled by residents of the same jurisdiction	731,500

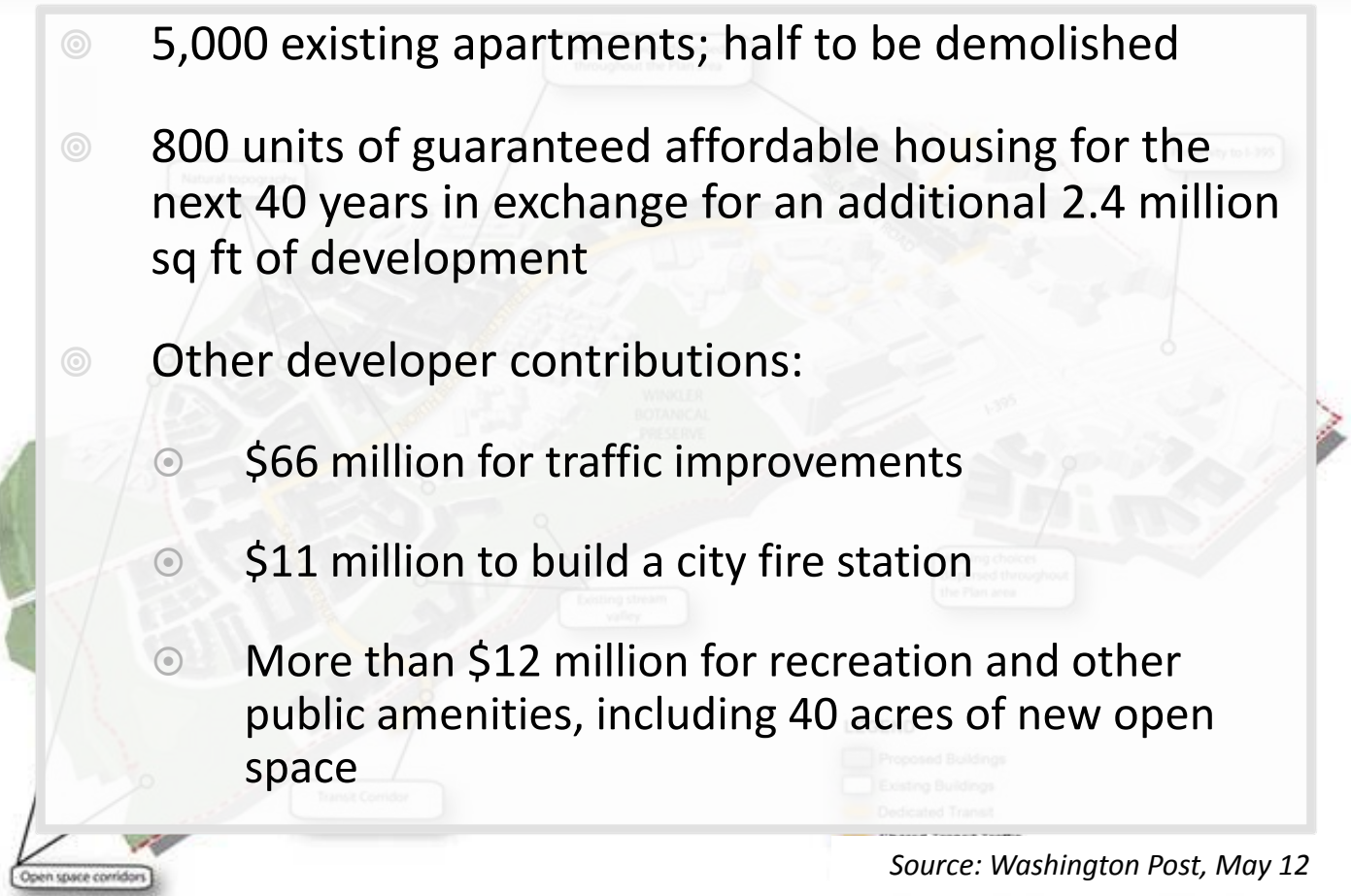
- ⊙ 731,500 units required
- ⊙ 332,300 renter units required, including
- ⊙ 178,100 units renting for less than \$1,250 per month
- ⊙ Only 188,800 multifamily units will be built if the metro area recovers to 2000-2007 pace – 57 percent of overall need

DEMANDS FOR COMMUNITY BENEFITS FROM TOD ARE HIGH

BUT SO ARE HOUSING NEEDS

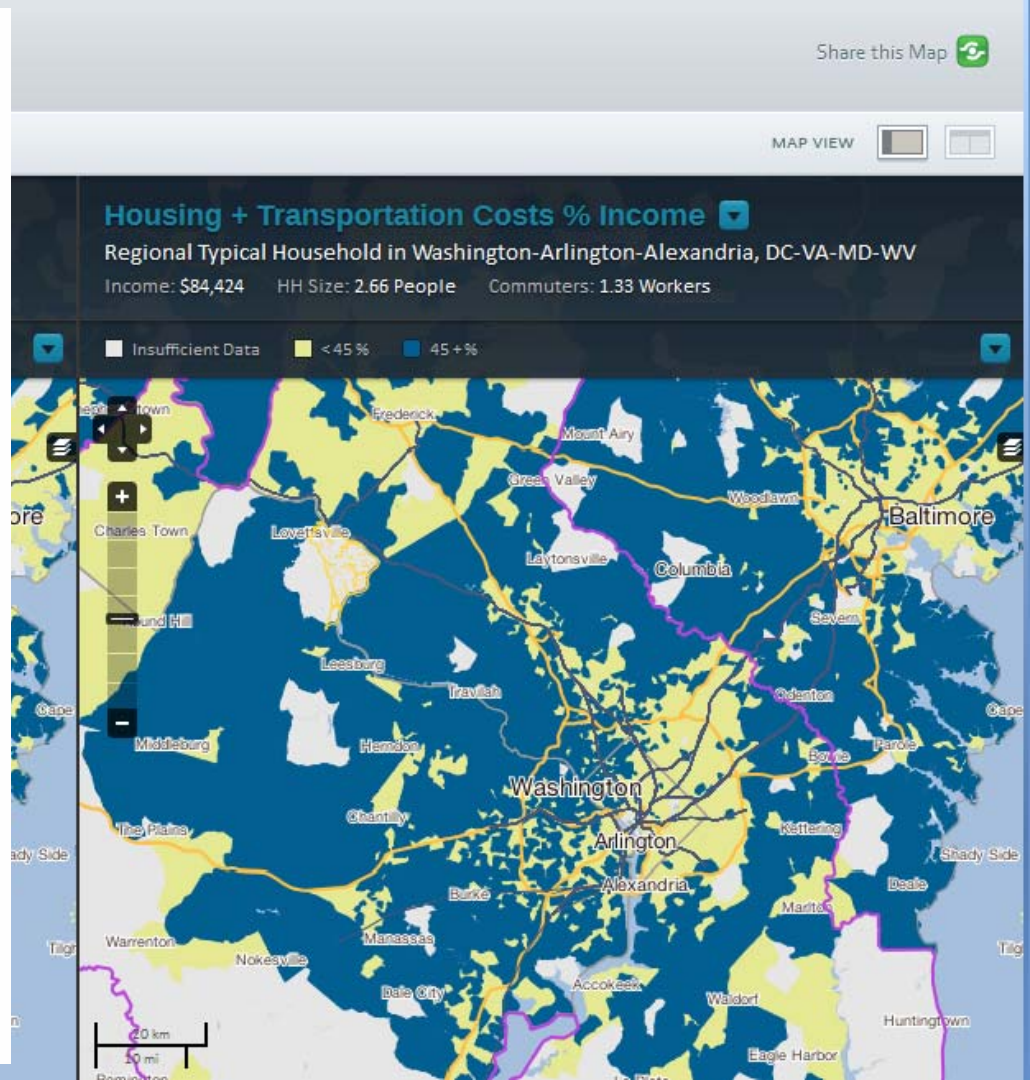
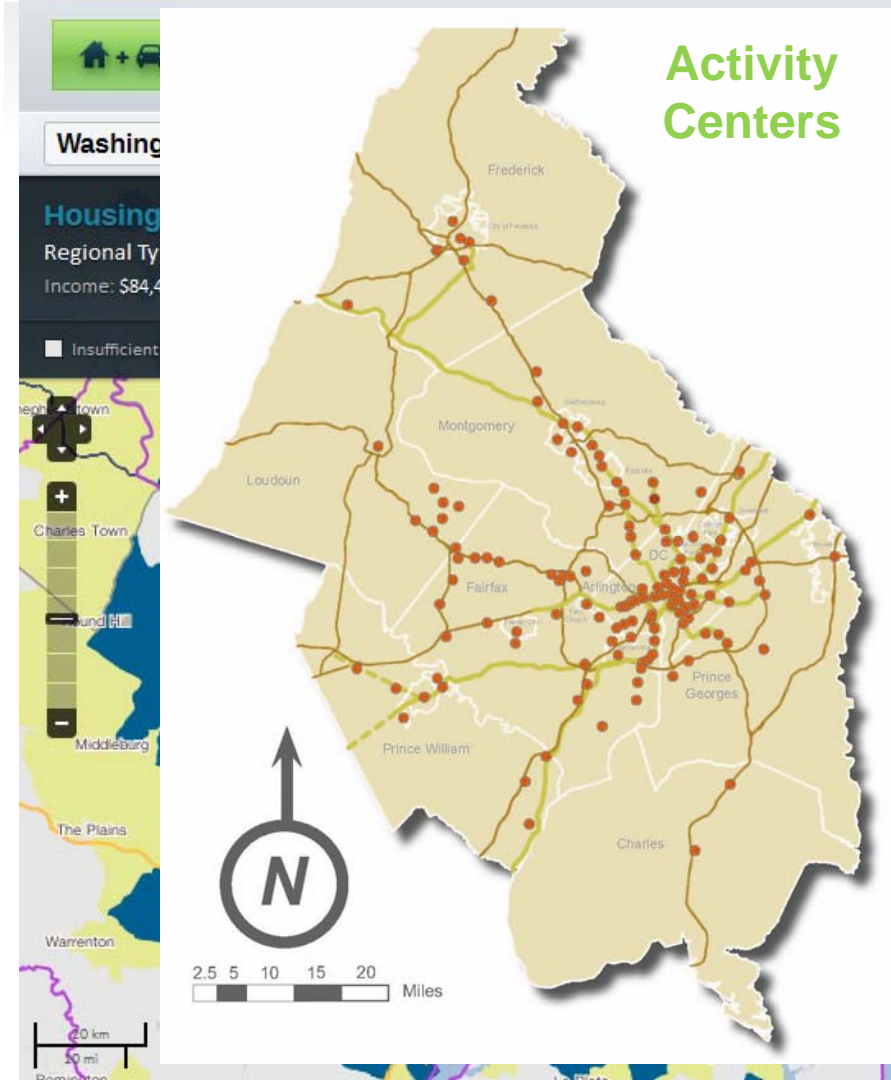
Beauregard Plan example – City of Alexandria

- ◎ 5,000 existing apartments; half to be demolished
- ◎ 800 units of guaranteed affordable housing for the next 40 years in exchange for an additional 2.4 million sq ft of development
- ◎ Other developer contributions:
 - ◎ \$66 million for traffic improvements
 - ◎ \$11 million to build a city fire station
 - ◎ More than \$12 million for recreation and other public amenities, including 40 acres of new open space



Source: Washington Post, May 12

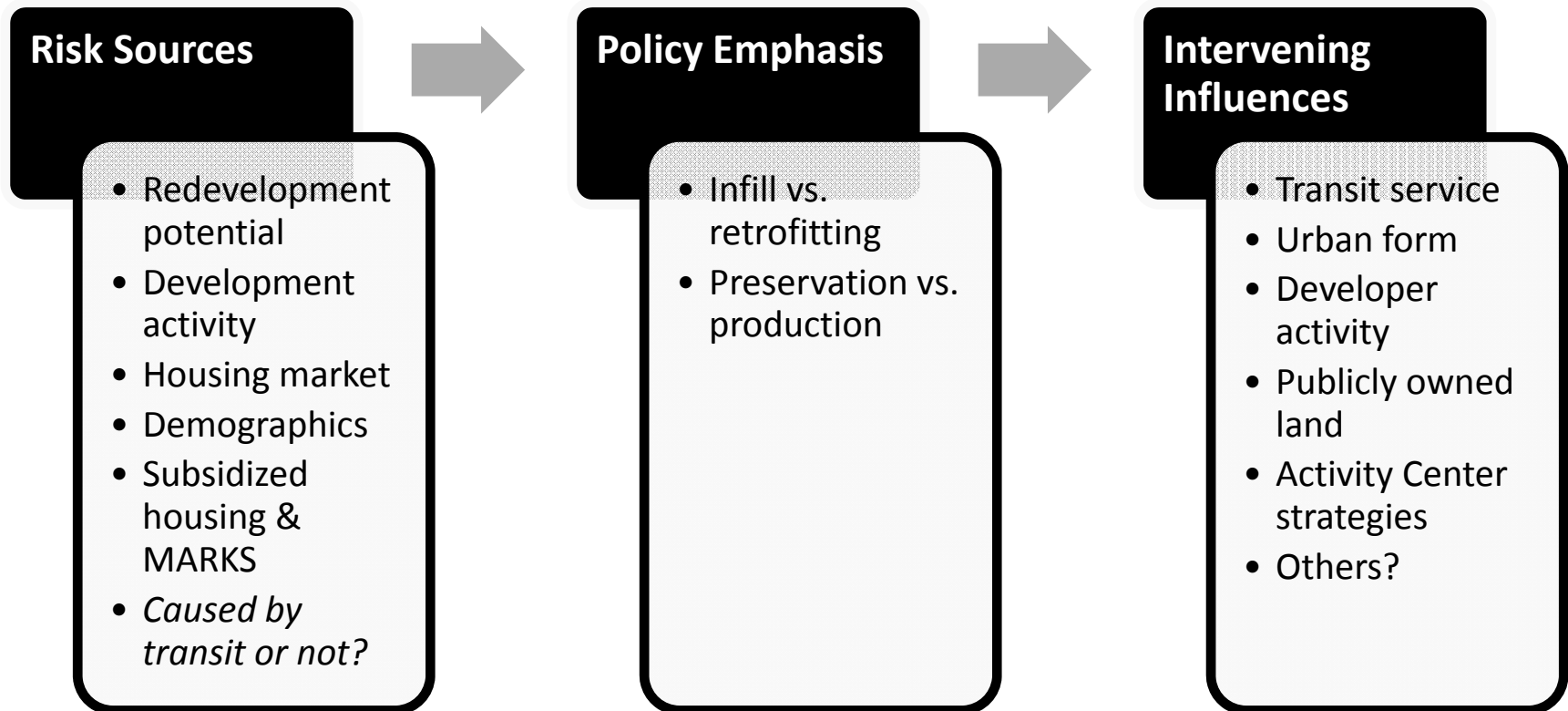
AFFORDABILITY = HOUSING + TRANSPORTATION



TOD HOUSING APPROACH

- ⊙ Prevent/minimize loss of existing affordable stock anywhere the opportunity arises
- ⊙ Prioritize policy action in areas of good transit accessibility – current and future, rail and bus
- ⊙ Evaluate and prioritize your transit zones: risk assessment, connectivity analysis, development potential
- ⊙ Preservation vs. production should be a question of emphasis, not an either/or choice

STATION EVALUATION FRAMEWORK



NEXT STEPS

- ③ Apply evaluation framework to other locations
- ③ Expand the universe of TOD housing opportunity to include high quality bus corridors that serve walkable centers of activity
- ③ Coordinate with other affordable housing advocates and initiatives
- ③ Integrate TOD housing analysis with Activity Center Strategic Investment Plan