

A nighttime photograph of a waterfront city, likely Prince George's County, MD. The scene features a large Ferris wheel illuminated with white and blue lights on the right. In the center and left, there are several modern buildings with lit-up windows and balconies. A sailboat is visible in the water in the foreground. The sky is a deep blue, and the water reflects the city lights.

Housing Opportunity for All

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

April 2019
Prince George's County, MD

Presentation overview

Prince George's County Comprehensive Housing Strategy

4/25/2019

- Overview of *Housing Opportunity for All*
- Snapshot of the local housing market
- Priority actions for shorter-term implementation
- Next steps

Project team



**Lisa Sturtevant
& Associates**



Process overview

Comprehensive Housing Strategy

Phase 1

Existing & future conditions analysis
June 2017 – March 2018

Phase 2

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

Phase 3

Strategy development & delivery
May 2018 – December 2018

Ongoing public & stakeholder engagement
Ongoing



Housing needs survey



Focus groups and interviews



Programs and policies assessment



Housing needs and market analysis



Communications

Stakeholder engagement

Key stakeholder engagement activities included:

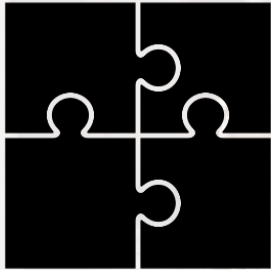
- ❑ 4 public meetings
- ❑ 8 focus groups
- ❑ 20+ County staff and stakeholder interviews
- ❑ Surveys
 - Online in-commuter survey
 - Telephone survey of current residents
- ❑ Bimonthly meetings with the Advisory Group
- ❑ Briefings with Ad Hoc Subcommittee
- ❑ CHS Communications Toolkit

Goals

***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, families, employers, and developers
- **Build on strategic investments & submarket conditions**, including TOD areas like the Purple Line Corridor, areas around other strategic investments, TNI areas, and Opportunity Zones

Guiding principles



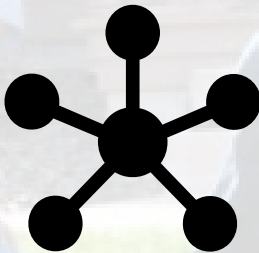
Comprehensive



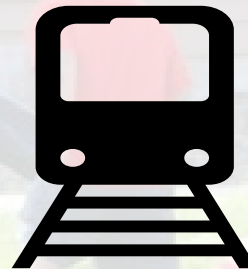
Market-Informed



Inclusive



**Connected to
Opportunity**



Asset-Based



**Coordinated
and Transparent**

Two types of strategies

Prince George's County will implement 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

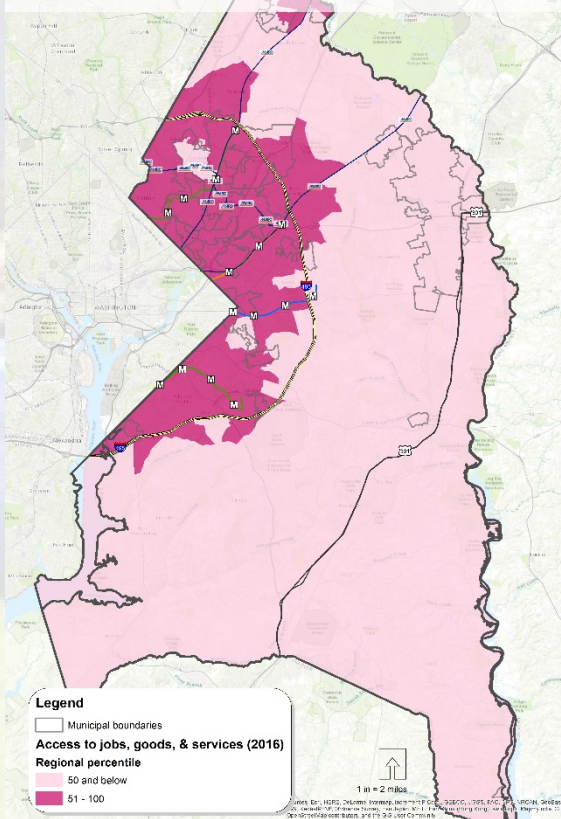
Targeted strategies, which will address specific housing needs and market conditions throughout Prince George's County

- 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.

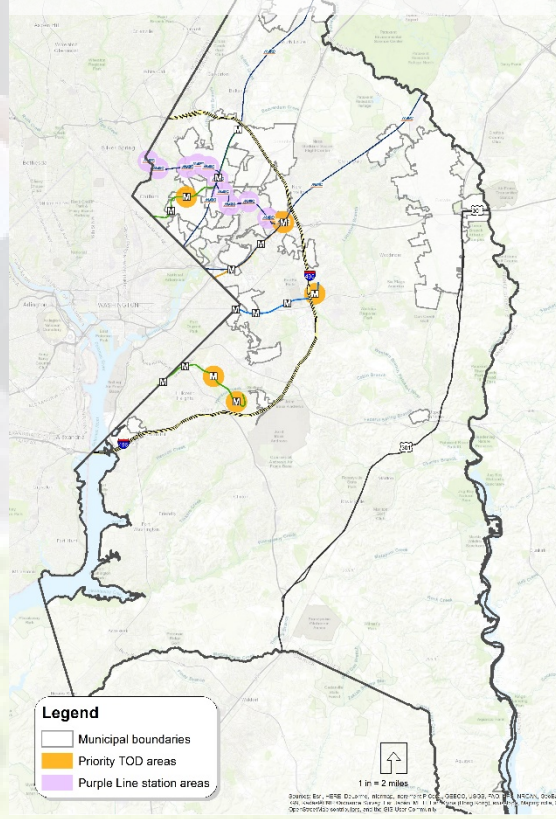
Targeting resources to drive impact

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

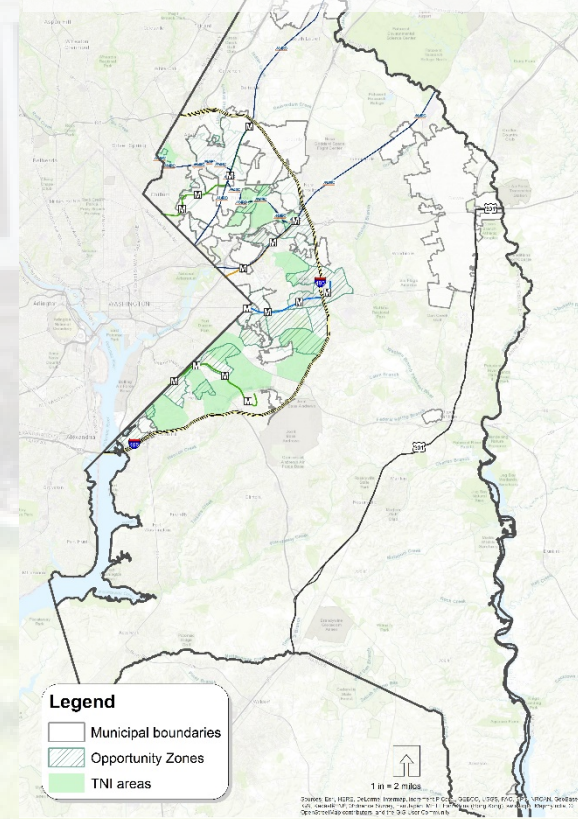
Access to jobs, goods & services



TOD areas



TNI areas & Opportunity Zones



Connections with other initiatives

***Housing Opportunity for All* builds on years of progress, including past and ongoing planning efforts and initiatives.**

Plan 2035

Zoning rewrite

Affordable
Housing
Commission

Purple Line
Corridor Coalition

Economic
development
initiatives

Supporting
seniors

Collaboration with
the State of
Maryland (e.g.,
NCSED, AHC)

Snapshot of the local housing market

Changing demographics, changing demand

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TOTAL POPULATION

POPULATION GROWTH (2010-2015):

+3% | 29,000+ new county residents

PROJECTED POPULATION (2030):

950,000+ county residents



SENIORS (AGED 65+)

CHANGE IN SENIORS (2010-2015):

+11%

COUNTY'S TOTAL SENIOR POPULATION (2015):

37%

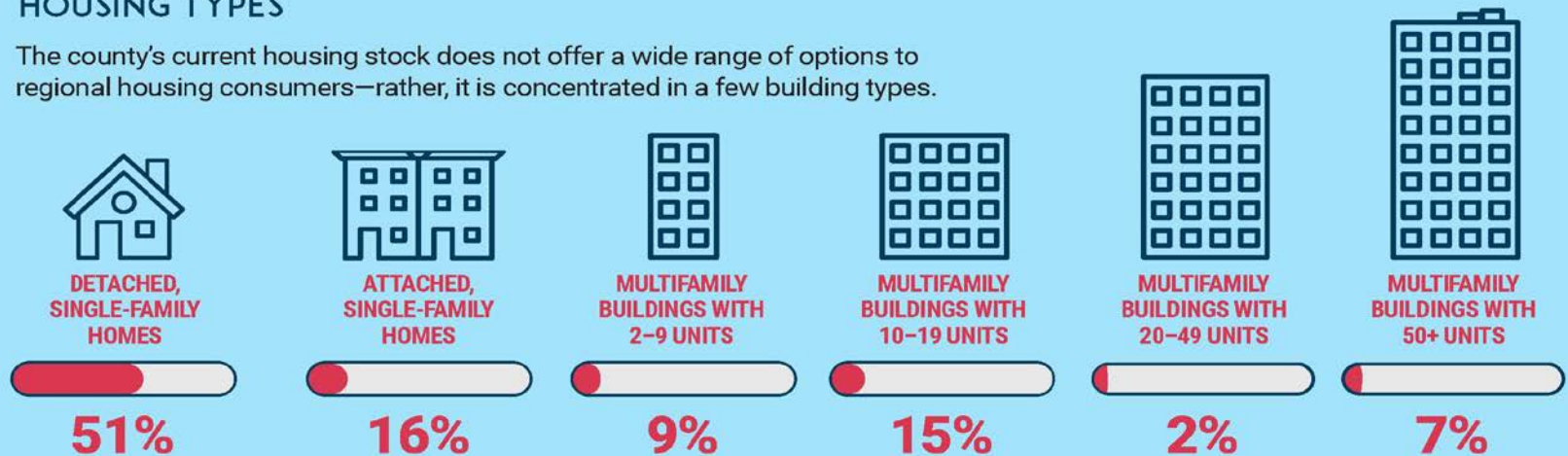
- **What demographic changes are driving demand?**
 - ❑ More seniors
 - ❑ Smaller and larger households
 - ❑ Anticipated growth
 - ❑ Demand for neighborhoods with amenities and resources

Current housing supply

Prince George's County Comprehensive Housing Strategy

HOUSING TYPES

The county's current housing stock does not offer a wide range of options to regional housing consumers—rather, it is concentrated in a few building types.



- **What types of housing are common within the County today?**
 - ❑ Single-family, detached homes
 - ❑ Multifamily apartment buildings (5+ units)
 - ❑ Larger apartments (4+ bedrooms)

Changing, varied market conditions

HOUSING COSTS: 2000-2015



URBAN

\$211,507
Median Home Value
\$1,288
Median Rent



SUBURBAN

\$276,378
Median Home Value
\$1,736
Median Rent



RURAL

\$314,257
Median Home Value
\$1,655
Median Rent

\$0 \$50K \$100K \$150K \$200K \$250K \$300K \$350K

- **How are market conditions changing within the county?**
 - Higher rents & home values, lagging income growth countywide
 - Stronger market conditions in rural subarea
 - Weaker market conditions in urban subarea

Overview of the strategies in the CHS

Cross-cutting strategies

Strategies designed to build the County's capacity

Cross-cutting Strategy #1

Enhance **policies and incentives** to promote housing development and preservation throughout the county.

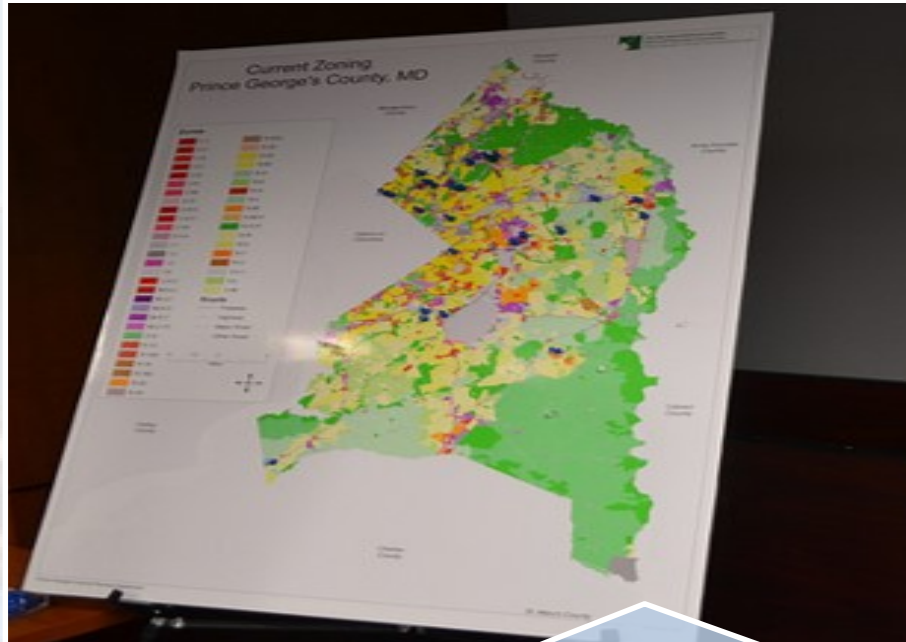
Cross-cutting Strategy #2

Increase **collaboration, coordination and transparency**.

Cross-cutting Strategy #3

Expand **funding and diversify financing mechanisms** to increase development and other housing opportunities.

Cross-cutting strategy #1



Enhance policies and incentives to promote housing development and preservation throughout Prince George's County.

Creates a supportive environment for housing development

Offers additional tools to stabilize vulnerable residents

Cross-cutting strategy #2



***Increase collaboration,
coordination, and transparency.***

***Expands
partnerships
within and outside
of County government.***

***Positions the County to
better respond to housing
market conditions and needs.***

Cross-cutting strategy #3

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Expand funding and diversify financing to increase development and other housing opportunities.

Engages the private and philanthropic sectors.

Attracts a broader range of developers to work in the county.

Targeted strategies

Strategies designed to address specific housing needs and market conditions

Targeted Strategy #1

Encourage new, **context-sensitive development** that expands housing types to serve the county's diverse population and distinct geographic character.

Targeted Strategy #2

Improve quality of the county's existing housing supply, including older homes and income-restricted properties, and help keep housing costs low to **stabilize residents** at-risk of displacement.

Targeted Strategy #3

Use new housing development and coordinated public investments to build stronger **economic opportunity and revitalize neighborhoods**.

Targeted strategy #1



Encourage new, context-sensitive development that expands housing types.

Meets the changing needs of the county's diverse population.

Accounts for the county's unique urban, suburban, and rural character.

Targeted strategy #2



Improve quality of the county's existing housing supply and help keep housing costs low to stabilize residents at-risk of displacement.

Helps residents facing higher housing costs by lowering these costs or protecting income restrictions.

Improves the quality of homes so residents can stay in them.

Targeted strategy #3

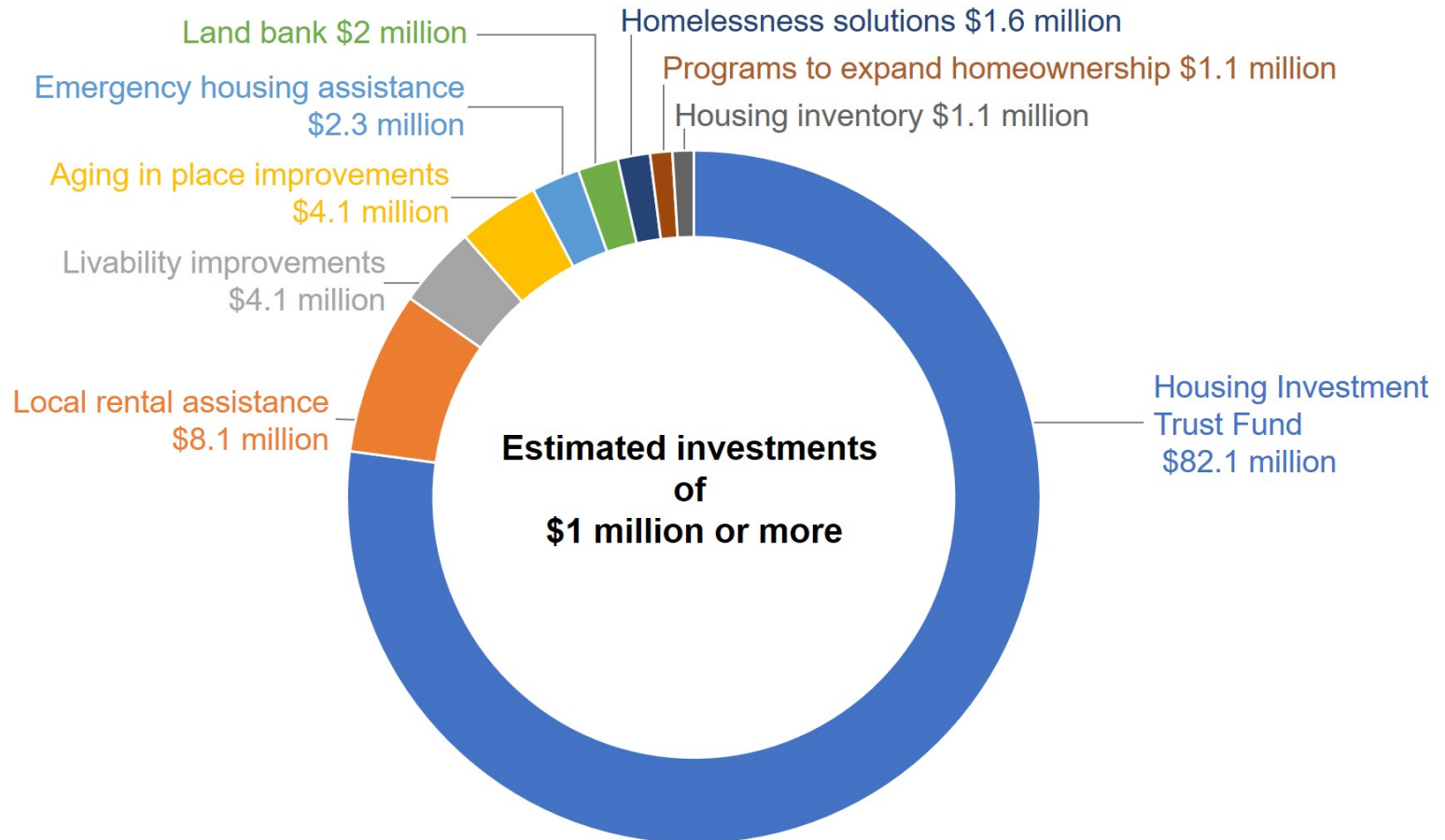


Use new housing development and coordinated public and private investments to build stronger economic opportunity and revitalize neighborhoods.

Uses housing development to provide additional community benefits.

Builds on existing delivery models like TNI, as well as Opportunity Zones.

Estimated investments for actions with direct costs



This exhibit is intended to illustrate potential investments associated with the proposed approach in Housing Opportunity for All. These estimates are intended to provide an illustration of how much each action could cost, depending on the approach. However, different approaches, based on policy decisions made during implementation, would result in various levels of investment, impact, or both.

Immediate steps to support implementation

- **Stronger internal capacity and coordination**
 - Establish a cross-departmental team to guide CHS implementation.
- **Transparency and accountability**
 - Develop metrics and an online dashboard to measure implementation
 - Expand focus of “Common Ownership Commission” to include tenants.
 - Establish regular stakeholder meetings to educate groups and receive feedback.
- **Supports for vulnerable residents**
 - Create a robust toolkit to support tenants facing eviction or housing crisis.
 - Identify submarkets that could support inclusionary housing.
- **Increased and more diverse financing**
 - Submit Section 108 application
 - Update solicitation processes for existing funding to reflect priorities for preservation and geographic target areas.

Q & A

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Housing Opportunity for All

[Full strategy available here \(click link\).](#)

[Visit the project page for other materials \(click link\).](#)