

# MEMO

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**Date:** October 18, 2021  
**To:** Housing Opportunities for All Workgroup  
**From:** Enterprise Advisors  
**Re:** Housing Production Targets: Preliminary Priorities

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## Background

This memo summarizes initial priorities for detailed housing production targets for Prince George's County, based on input collected from members of the Housing Opportunities for All Workgroup during their September 24, 2021 meeting.<sup>1</sup> The results of the flash polls are included in their entirety after page 3.

This input will be refined at the workgroup's next meeting on October 22, 2021. This input will shape the numerical housing targets that in turn inform what new or expanded housing tools are needed to achieve them. More broadly, this engagement helps build buy-in for key components of Prince George's County's detailed housing production targets.

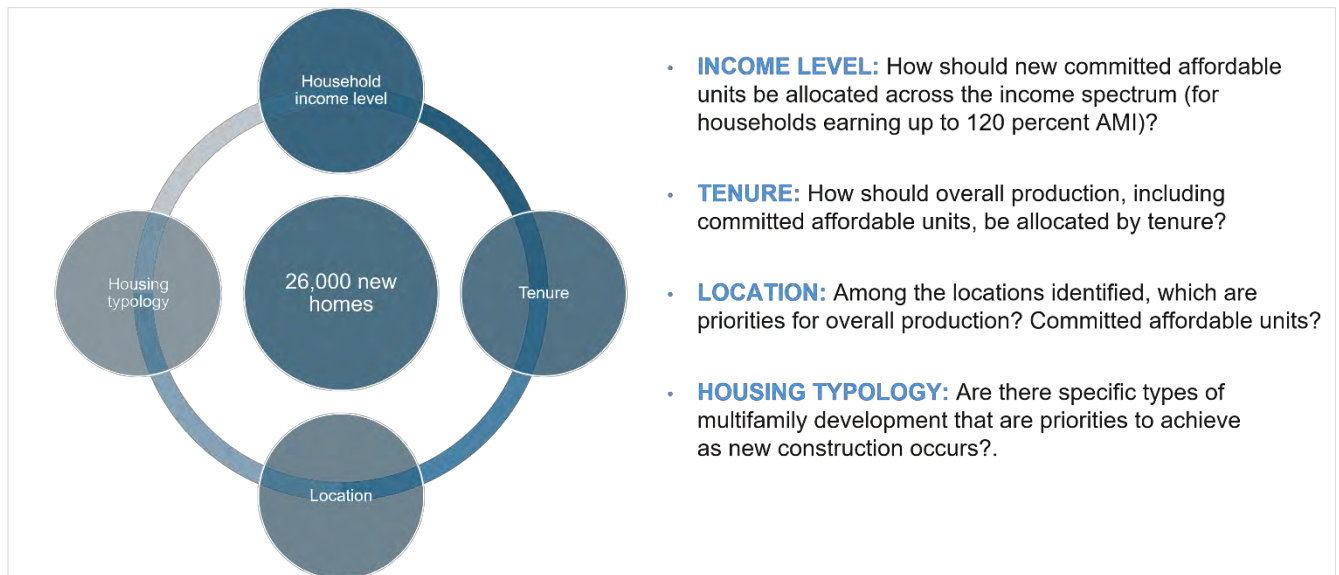
## Guiding framework: Housing production targets

The input summarized in this memo was gathered for a set of three parameters for all new housing units and four parameters for new committed affordable units. These parameters were derived from [Prince George's County's Economic Development Platform](#) (June 2021), which serves as the guiding framework for setting more detailed housing targets.

Tenure—what portion of new homes would be for homeowners and for renters—was added as an additional parameter. The graphic below shows the parameters used to collect workgroup members' input.

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<sup>1</sup> The Housing Opportunities for All Workgroup is composed of 21 appointed members, as outlined in CR 21-2021. Workgroup meetings are open to the public and attract 40–60 participants, on average; participants who are not appointed workgroup members are considered “audience members.” They are polled separately to better understand the source of energy for specific priorities across workgroup and audience members.



### Preliminary priorities: Trends across targets & respondents

Examining areas of overlap across workgroup and audience members' responses both new housing targets and committed affordable housing targets, some common patterns emerge:

- **Tenure** – Support exists to pursue a shift in tenure from the existing countywide rates, where homeownership represents most households (62 percent as of 2019), to one toward more renters. In the case of new committed affordable units, a more even split among renters and homeowners exists.
- **Housing type: Small and medium-multifamily buildings** – Support exists for more small- and medium-multifamily buildings as new residential development occurs in Prince George's County. This housing type was in the top three responses by both workgroup and audience members for both new residential units and new committed affordable units.
- **Location** – No clear consensus emerged across workgroup and audience responses on location for new homes. A few locations ranked consistently in the top three priorities across both workgroup and audience members, including both new and new committed affordable homes:
  - Suitland
  - Purple Line stations
  - Largo

### All new units (26,000 new residential units by 2030)

- **Tenure** – Both the workgroup and audience members support a shift in tenure toward more renters relative to countywide rates. The workgroup supports a more even (50–50) split than audience members.
- **Housing type** – The workgroup prioritized multifamily buildings overall, with large multifamily family buildings as the highest priority for new units built in Prince George's County. Audience members generally prioritized more "gentle density" housing types

(townhomes, triplexes, and fourplexes).<sup>2</sup> Both groups prioritized two of the same housing types:

- Small and medium multifamily (ranked 2nd by workgroup members and 1st by audience members) and
- Townhomes (ranked third by both groups).
- **Location** – Both workgroup and audience members prioritized Purple Line stations as areas to drive new residential development through 2030 (ranked 2nd among workgroup members and 1st among audience members). Otherwise, there was limited agreement among the priorities for the location of new homes, based on the flash poll responses.

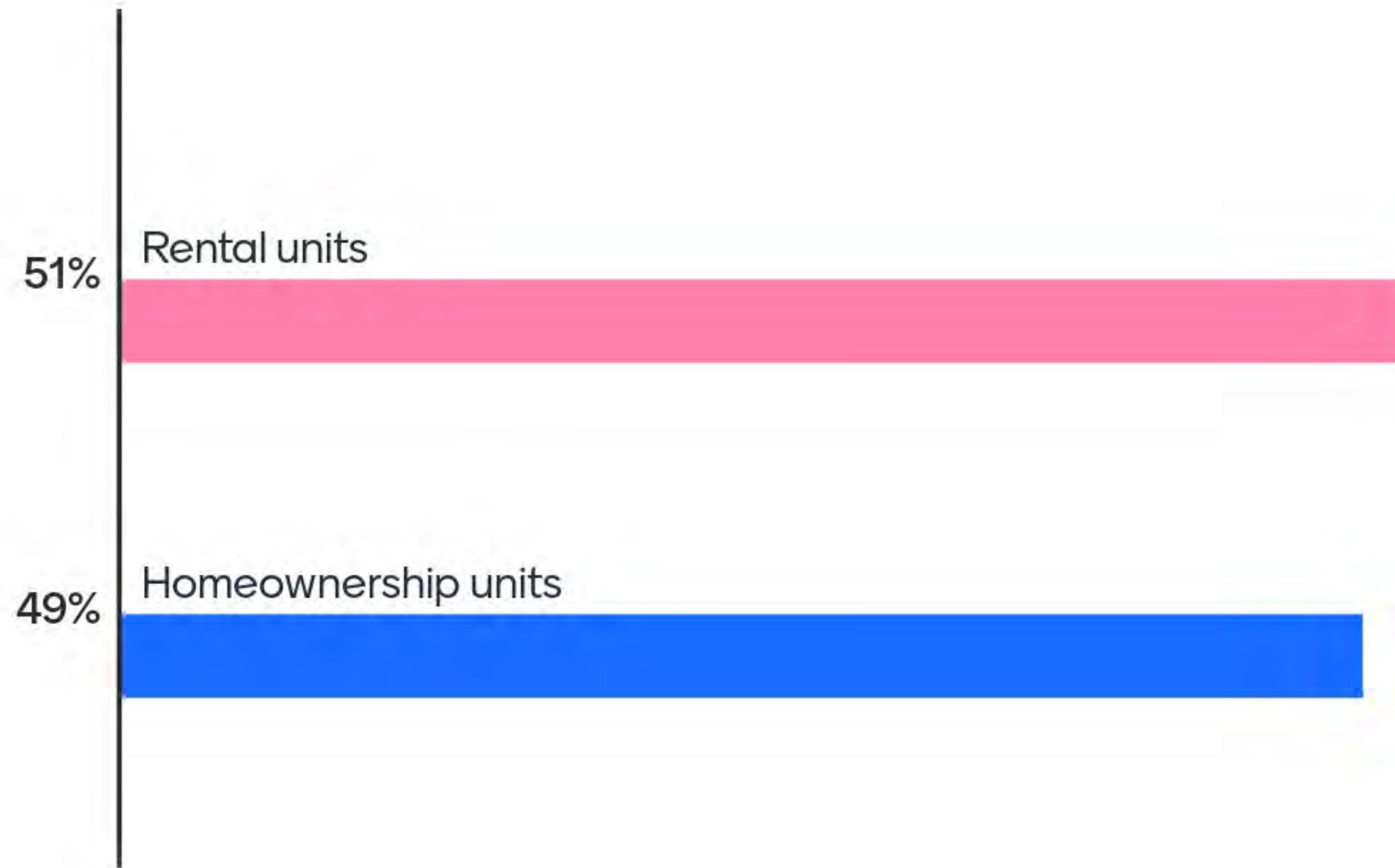
### **New committed affordable units (19,500 new residential units by 2030)**

- **Tenure** – Both the workgroup and audience members support an even split between new rental and homeownership units as new committed affordable units come online. This breakdown equates to 9,750 units for each tenure type.
- **Housing type** – Across the workgroup and audience members, energy exists for new committed affordable units in small and medium multifamily buildings. The workgroup prioritized multifamily buildings overall, with large multifamily family buildings as their highest priority and small and medium multifamily buildings as their second highest priority. The third highest priority was among clustered single-family homes, such as bungalow courts. The audience ranked small and medium multifamily buildings first, with "gentle density" housing types of duplexes, triplexes, and fourplexes as their other priorities.
- **Location** – Limited consensus exists on the location of new committed affordable homes in Prince George's County. The only area of overlap across workgroup and audience members' priorities was Suitland as a station area to add more committed affordable homes. This Metro station was ranked first by workgroup members and second by audience members.
- **Income level** – The workgroup and audience called for a largely even distribution of new committed affordable units for households with incomes at the regional area median income, with a bulk of new committed affordable units priced for households at or below regional area median income.
  - However, workgroup members allocated the largest share of new committed affordable units to **very low-income households** (23 percent or about 4,500 units) and slightly more units to households at or below the regional area median incomes than audience members (13 percent or more than 2,500 units).
  - In contrast, audience members allocated the largest share of new committed affordable units to **extremely low-income households** (23 percent or about 4,500 units) and slightly more units to households above area median income (15 percent or about 3,000 units).

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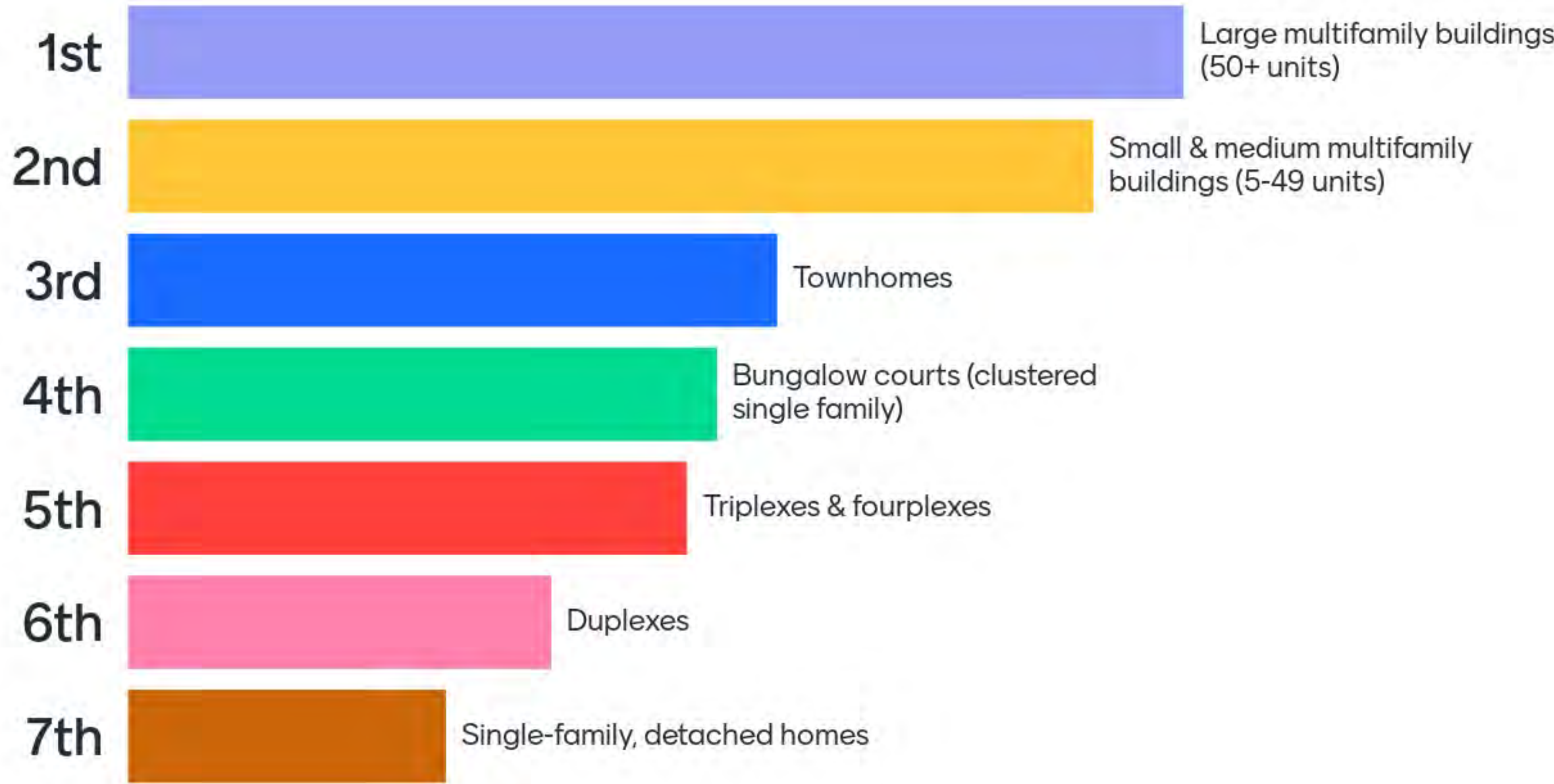
<sup>2</sup> In this context, "gentle density" refers to the introduction of flexible land use rules that would allow for townhomes, two-to- four-unit buildings, and small-scale apartment buildings in single-family areas. It recognizes that density can be accomplished through various types of development, not only large-scale multifamily development.

Workgroup: Using points to represent share, allocate the breakdown of all new units between rental and homeownership.

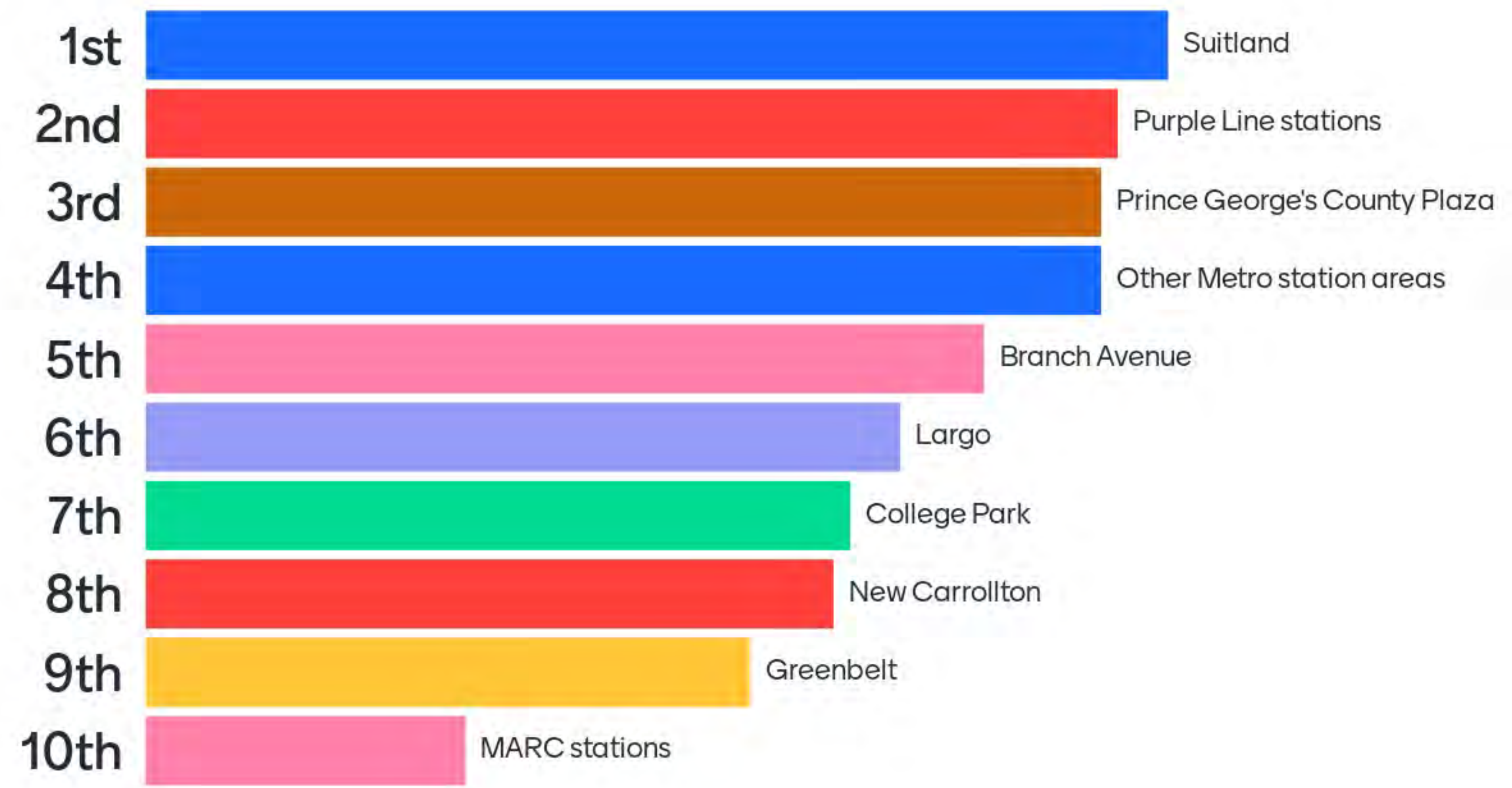




# Workgroup: Rank housing types from highest priority to lowest priority for all new residential homes.



# Workgroup: Rank locations from highest priority to lowest priority for all new residential homes.





# Workgroup: What additional parameters should be included as we set more detailed housing targets for all new residential units?

Rental options for larger families including rental townhome options.

Preservation of existing multifamily to create affordability. Infill housing and renovations in older communities

Deep affordability, targets for Middle class and young and old residents, policies needed to implement goals

Visual aesthetics

set aside units for very low income, below 30% of AMI that are accessible

Create recommendations on data needs and equity and consider transit oriented development as an integral part of long term equity and sustainability.

How we compare to other jurisdictions

The cost of road improvements for the housing developer is astronomical and will affect affordability. Additionally, the process to finalize zoning approval must be shortened or it too will discourage affordable housing construction.

Expedited development approval process and permitting for new housing units in targeted locations (especially proposed missing middle homes)



# Workgroup: What additional parameters should be included as we set more detailed housing targets for all new residential units?

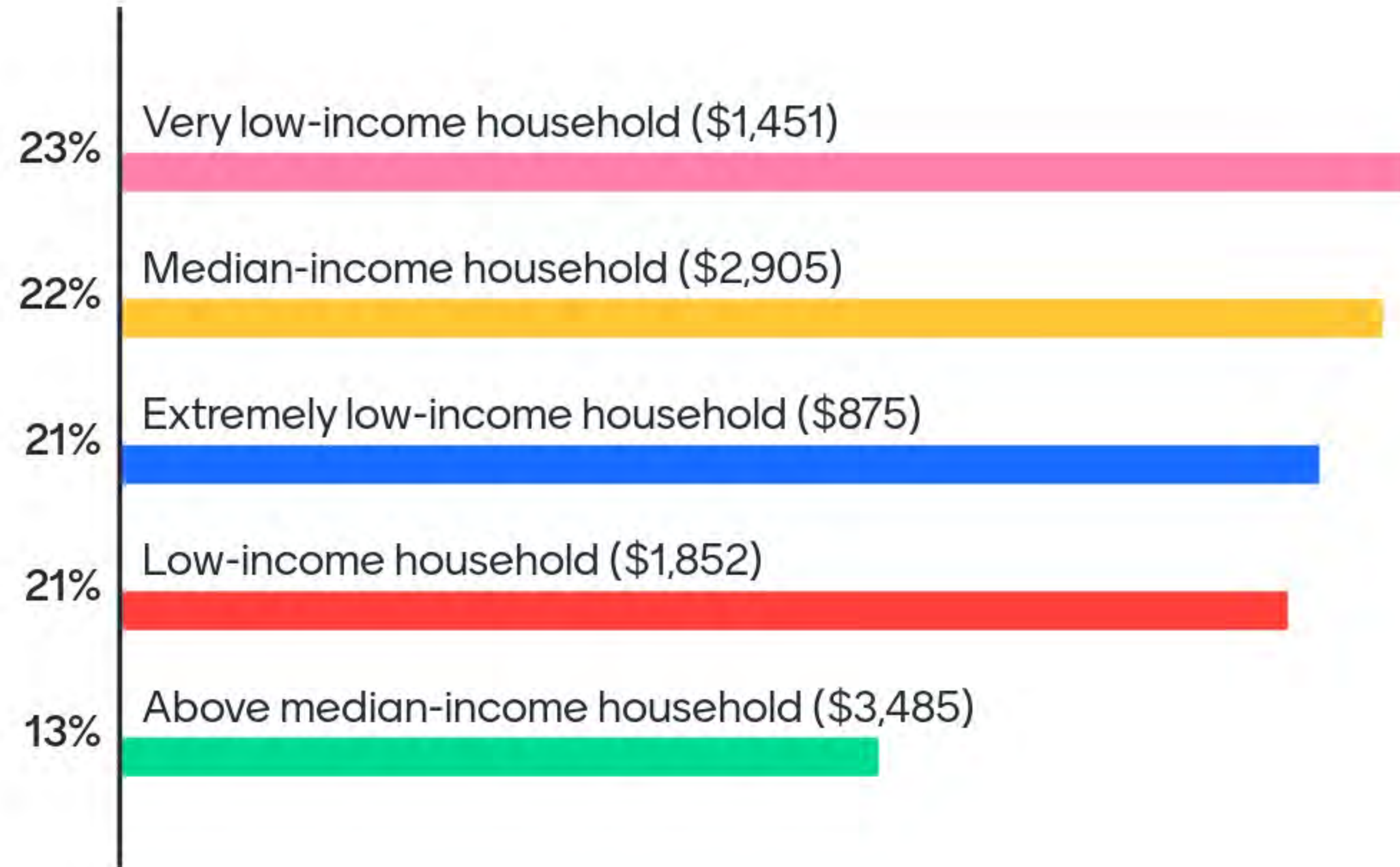
Universal design. Also options that appeal to specific age demographics- for instance aging in place vs housing for young adults

Affordable housing for individuals with income below 30%.  
To include a subsidy.

Better businesses, better services, better schools

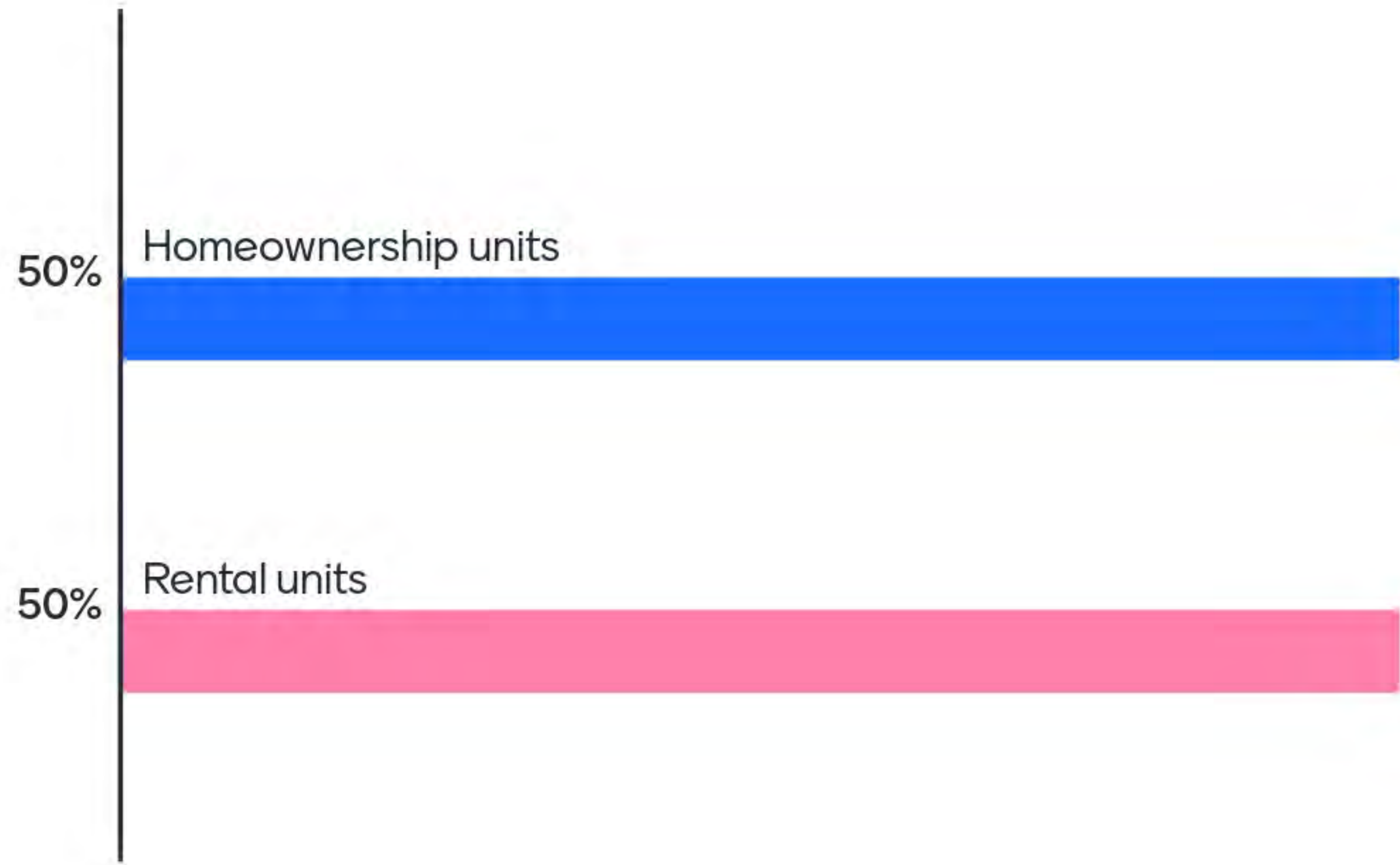


Workgroup: Using points to represent share, allocate how much committed affordable units should be produced for households at/below each income level.



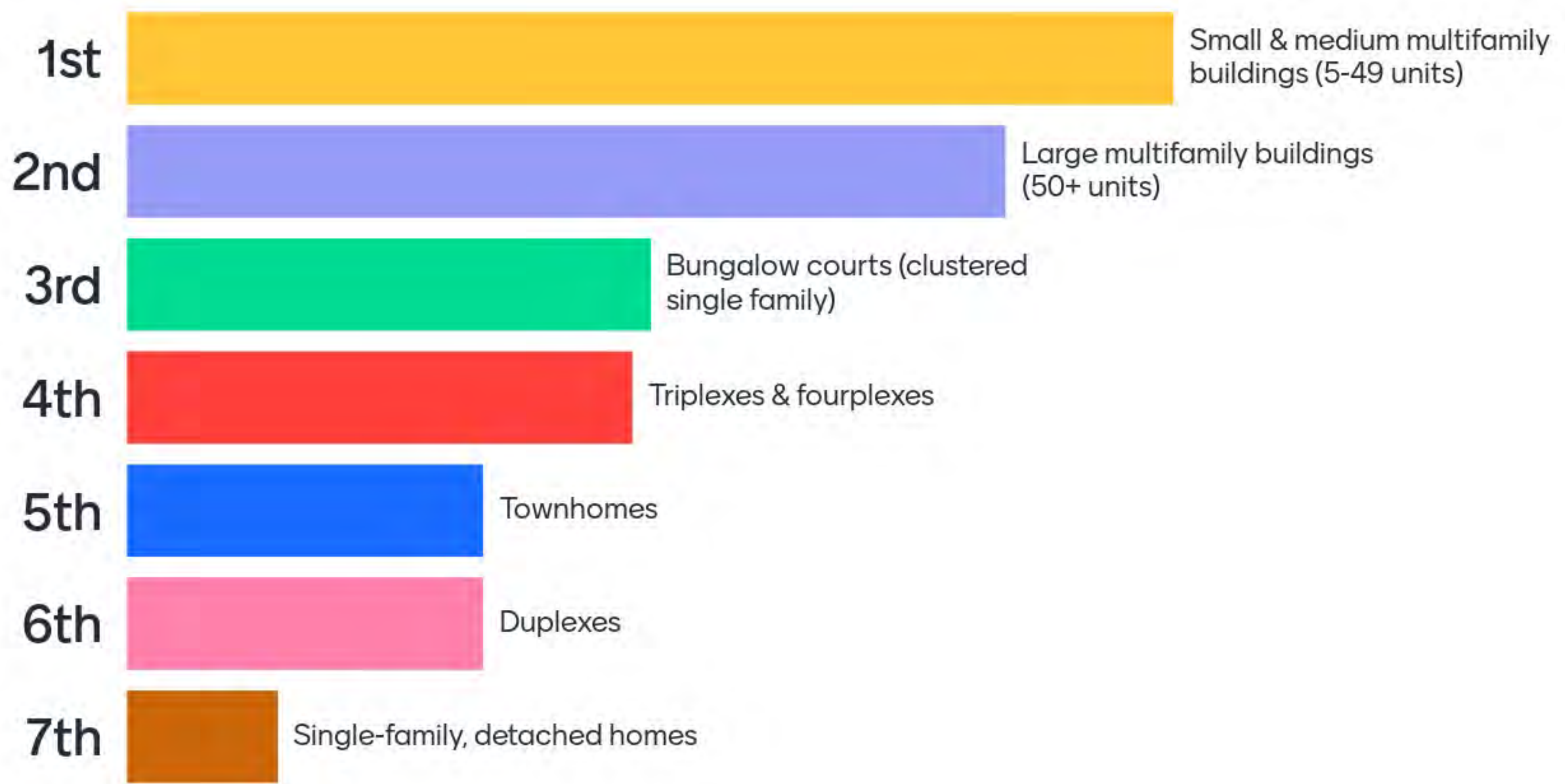


Workgroup: Using points to represent share, allocate the breakdown of committed affordable units between rental and homeownership.



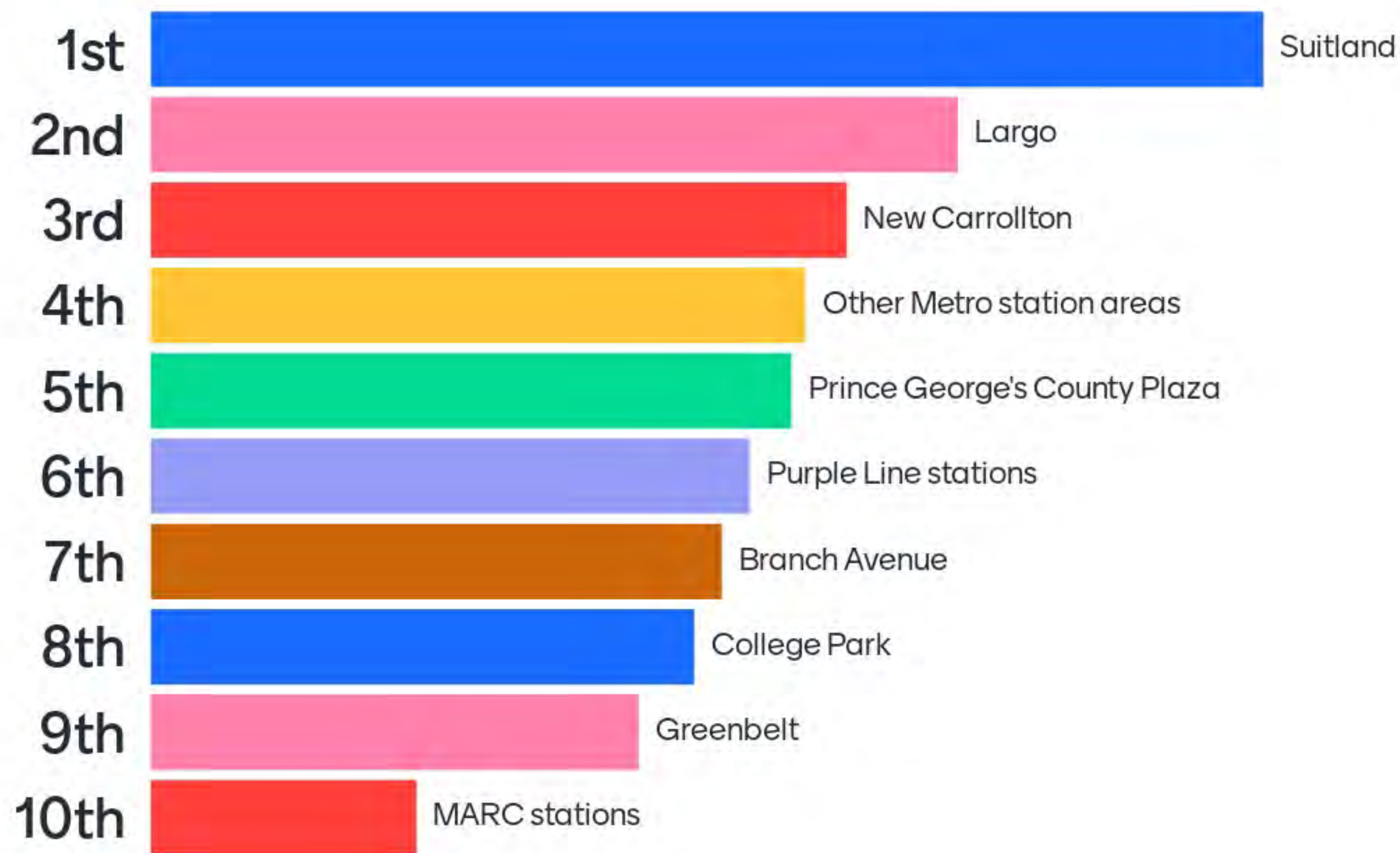


# Workgroup: Rank housing types from highest priority to lowest priority for new committed affordable homes.





# Workgroup: Rank locations from highest priority to lowest priority for new committed affordable homes.



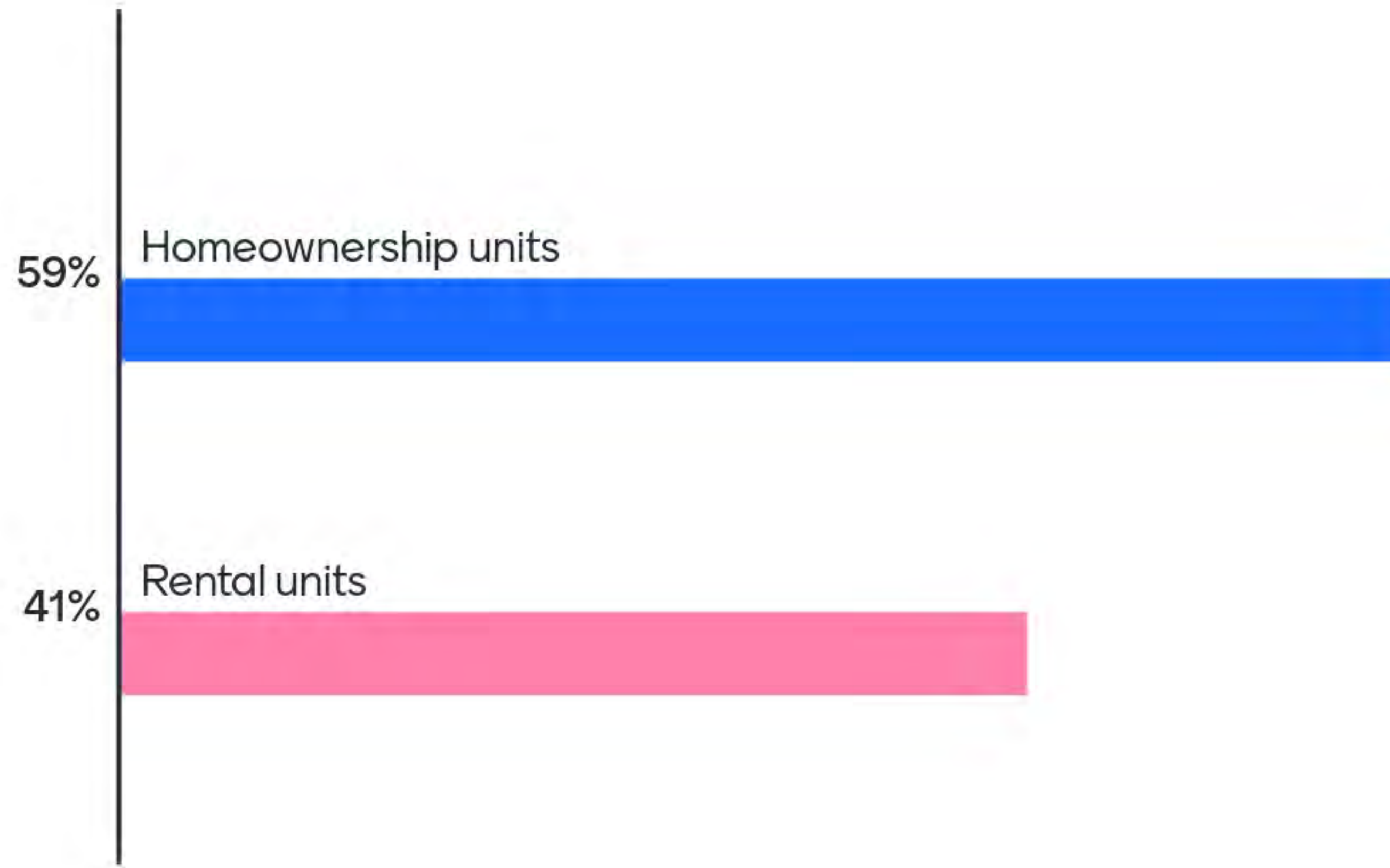


# Workgroup: What additional parameters should be included as we set more detailed housing targets for new committed affordable units?

Robust public transportation options are an integral part of equity. Growth centers and future development in the County should include adequate quality housing options for people of all incomes.

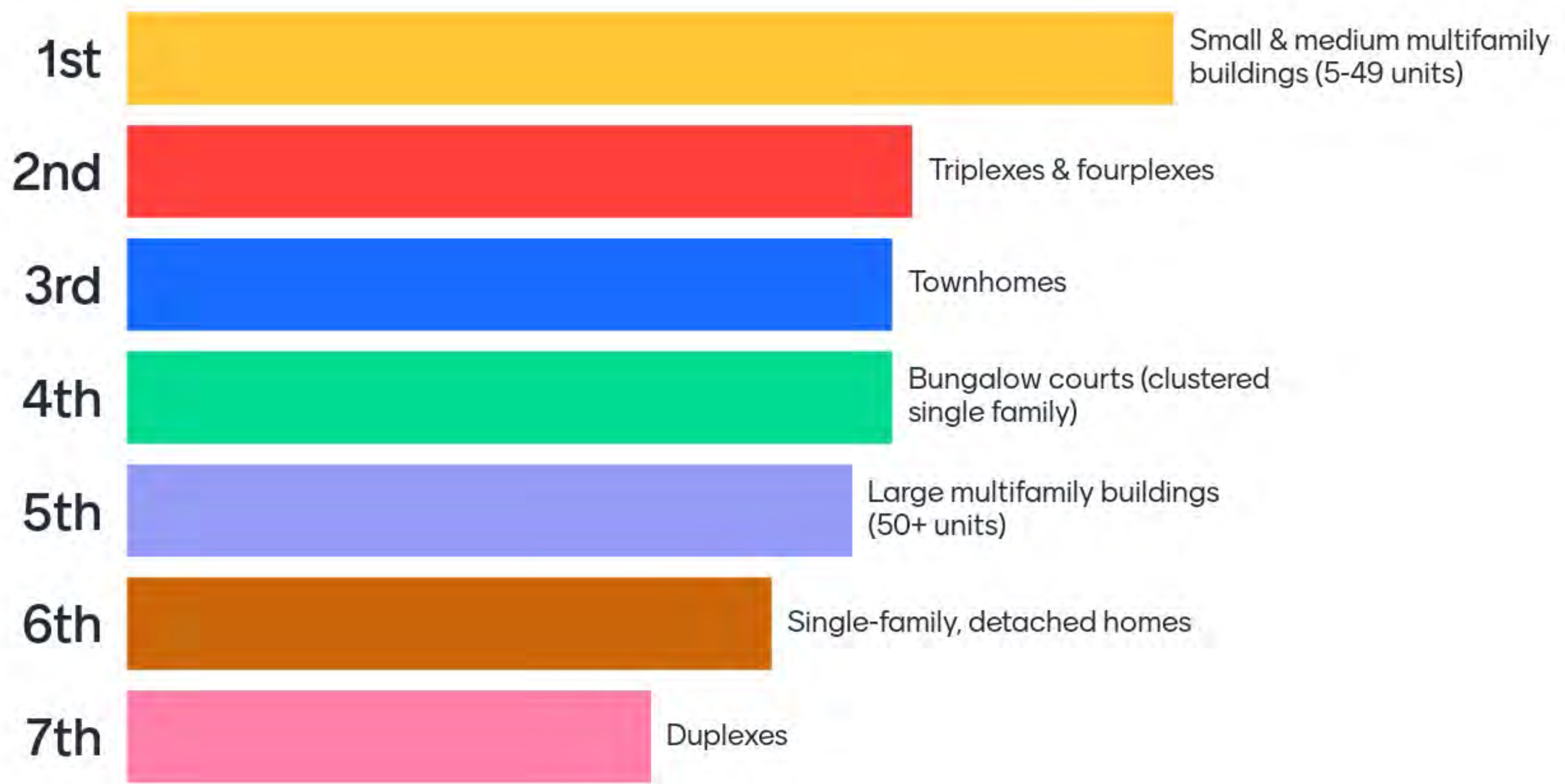
quality/design of housing units

**Audience: Using points to represent share, allocate the breakdown of all new units between rental and homeownership.**

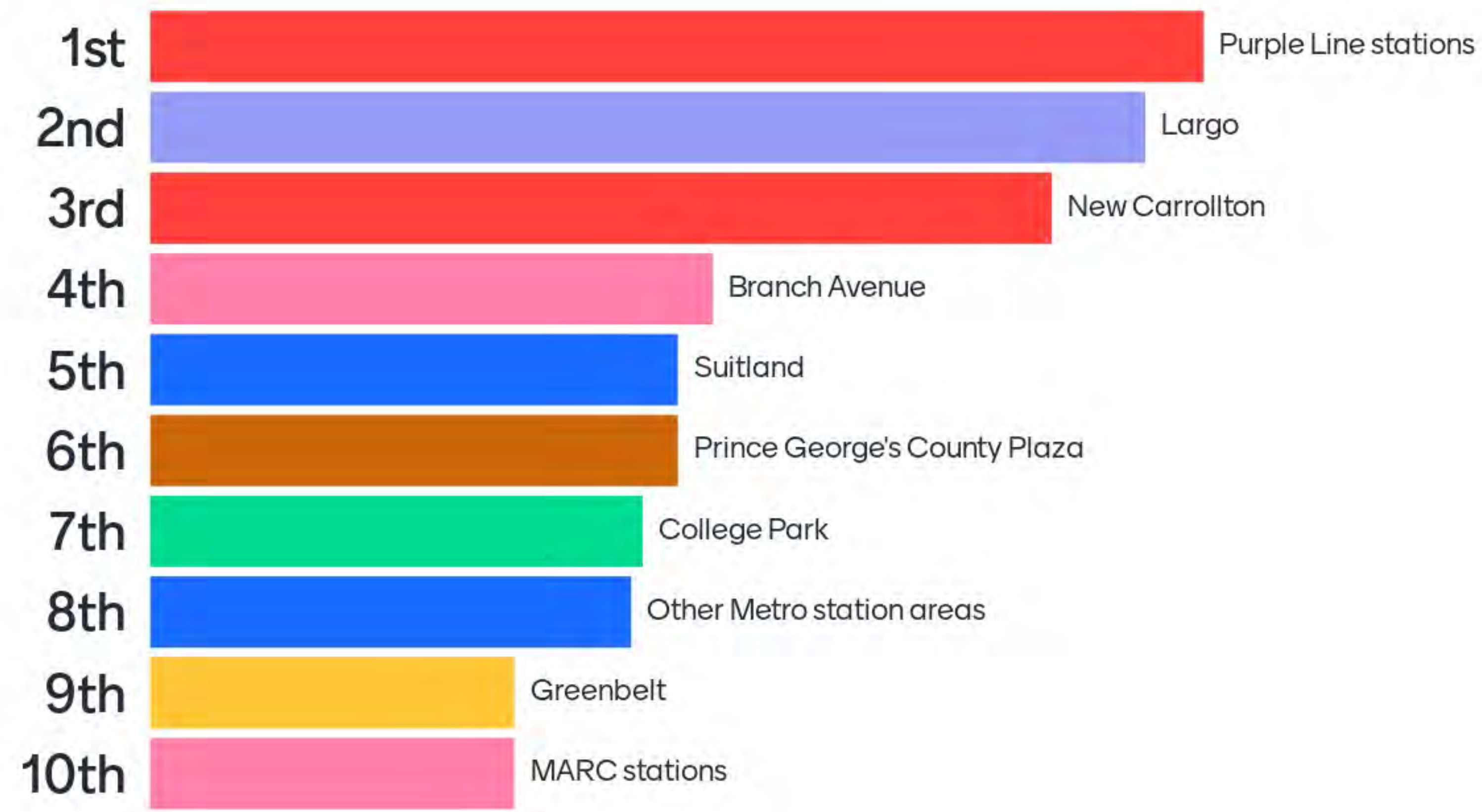




# Audience: Rank housing types from highest priority to lowest priority for all new residential homes.



# Audience: Rank locations from highest priority to lowest priority for all new residential homes.





# Audience: What additional parameters should be included as we set more detailed housing targets for all new residential units?

Leveraging existing scatted vacant, abandoned and distressed properties to be renovated and made available

Affordable homeownership opportunities and growth in minority homeownership

Of course affordability, family size, long term stability, employment opportunities, access to education

Walkable retail near transit and the new homes

A deeper drive into housing needs by income.

it appears all parameters have been covered

What is the market that developers see. They only build what they can sell.

More construction of Smaller units, whether for sale or rent. More duplexes, triplexes, fourplexes and small apartments and cottage clusters.

Access to all transit, funding to encourage new housing type development., walking and ped infrastructure.



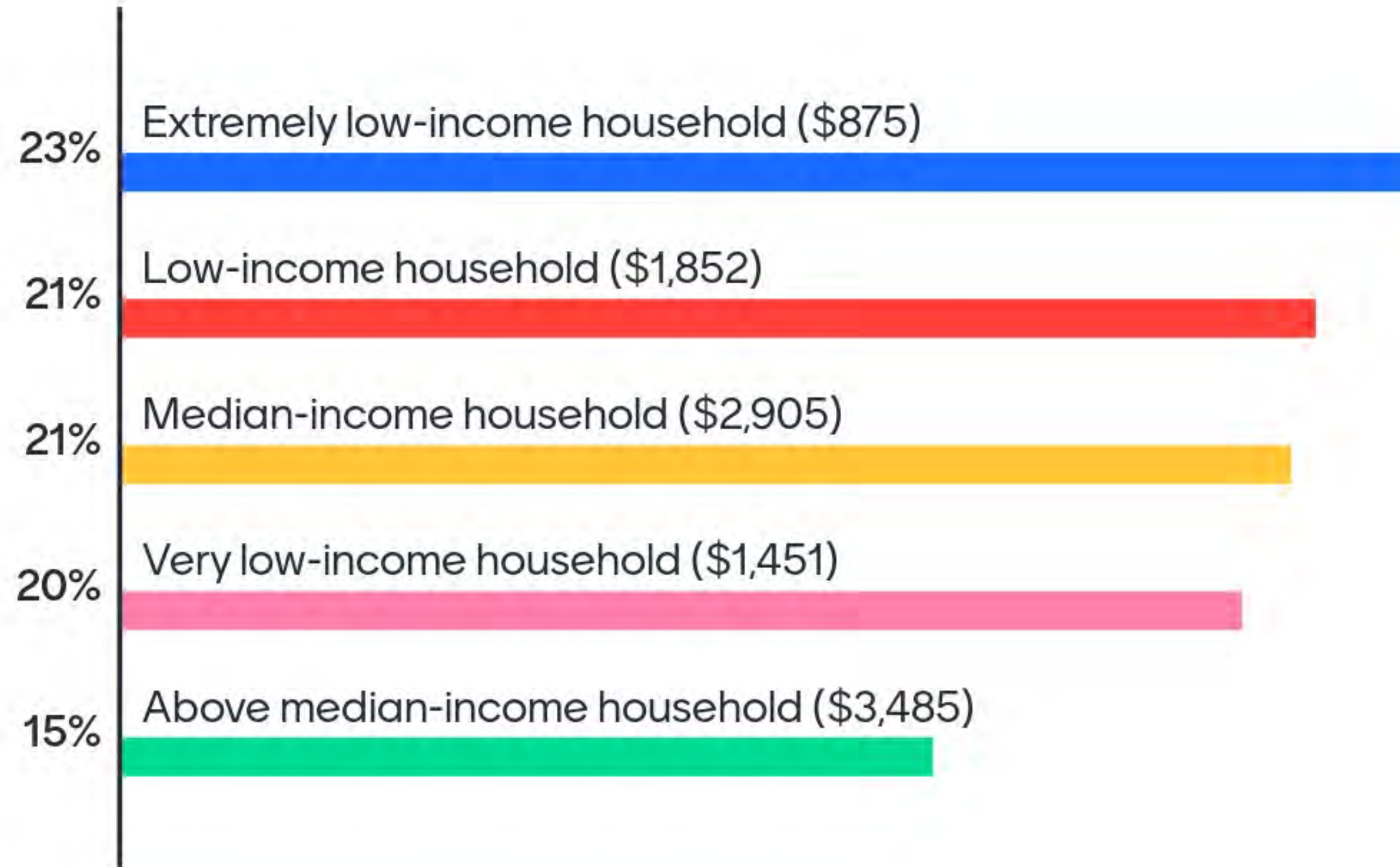
# Audience: What additional parameters should be included as we set more detailed housing targets for all new residential units?

HOAs. Even though necessary for some types of residential developments, they are often problematic and a deterrent.

Median income household & AMI. Location and current County planning and zoning plans.

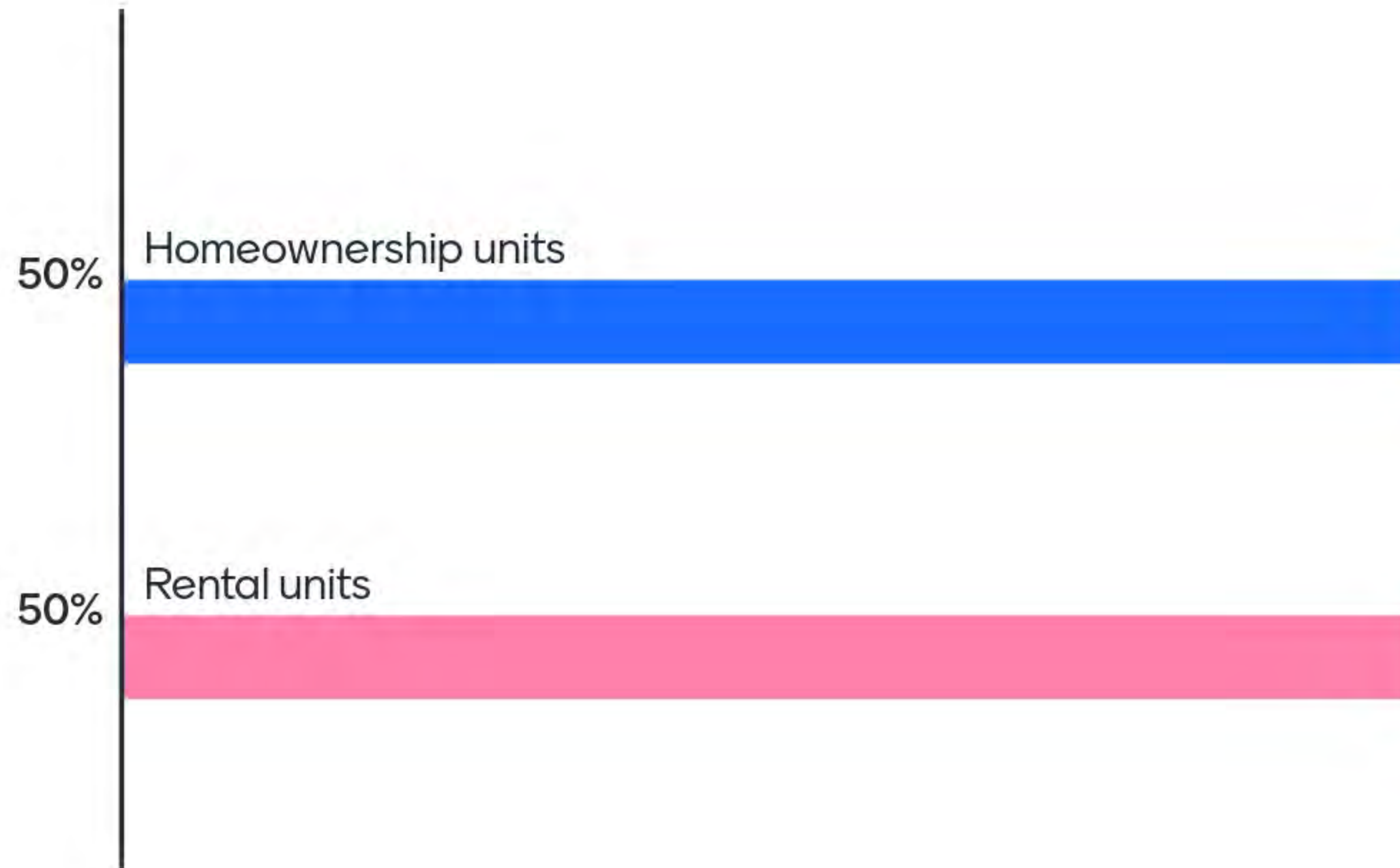


**Audience: Using points to represent share, allocate how much committed affordable units should be produced for households at/below each income level.**



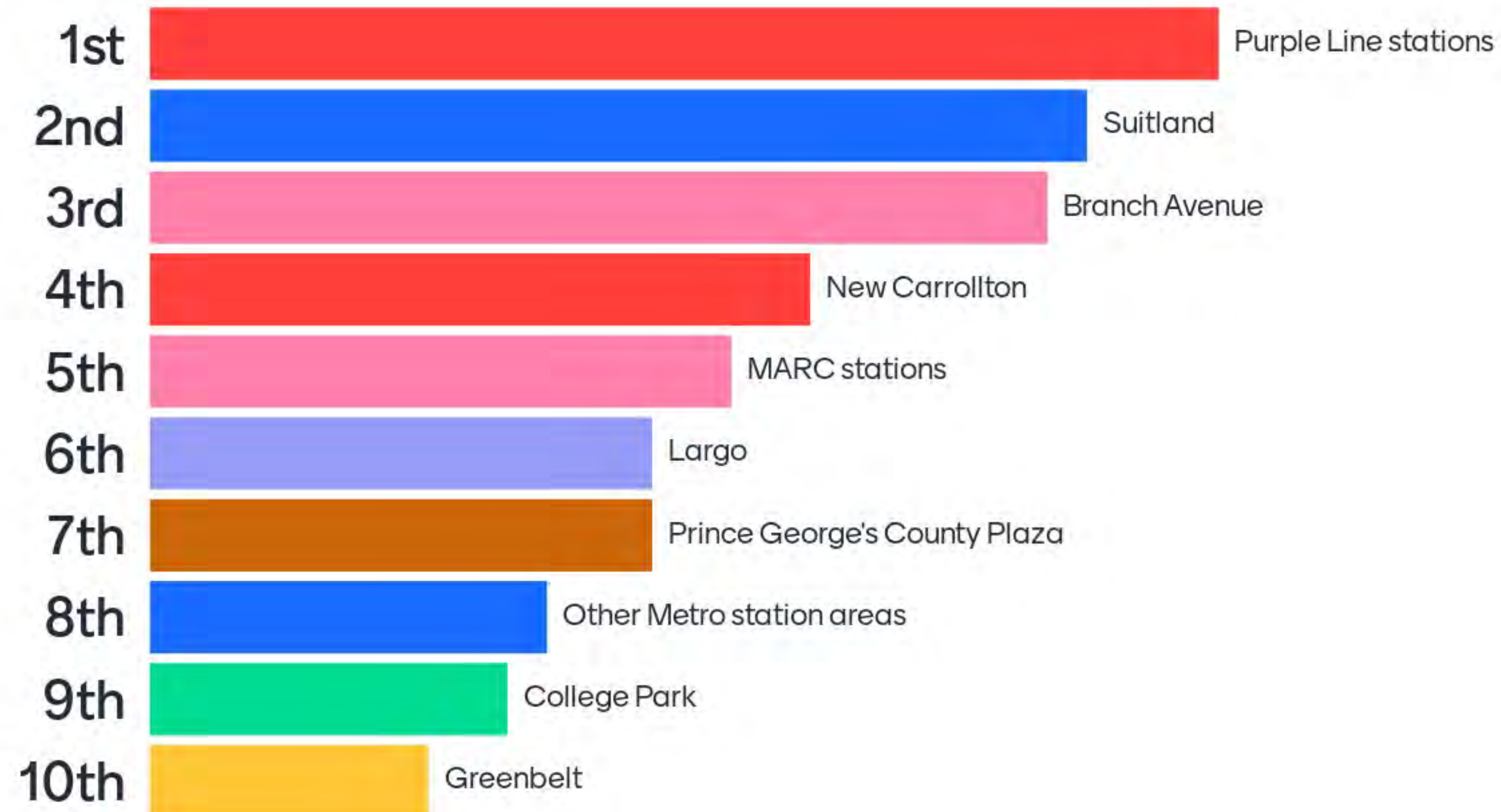


**Audience: Using points to represent share, allocate the breakdown of new committed affordable units between rental and homeownership.**



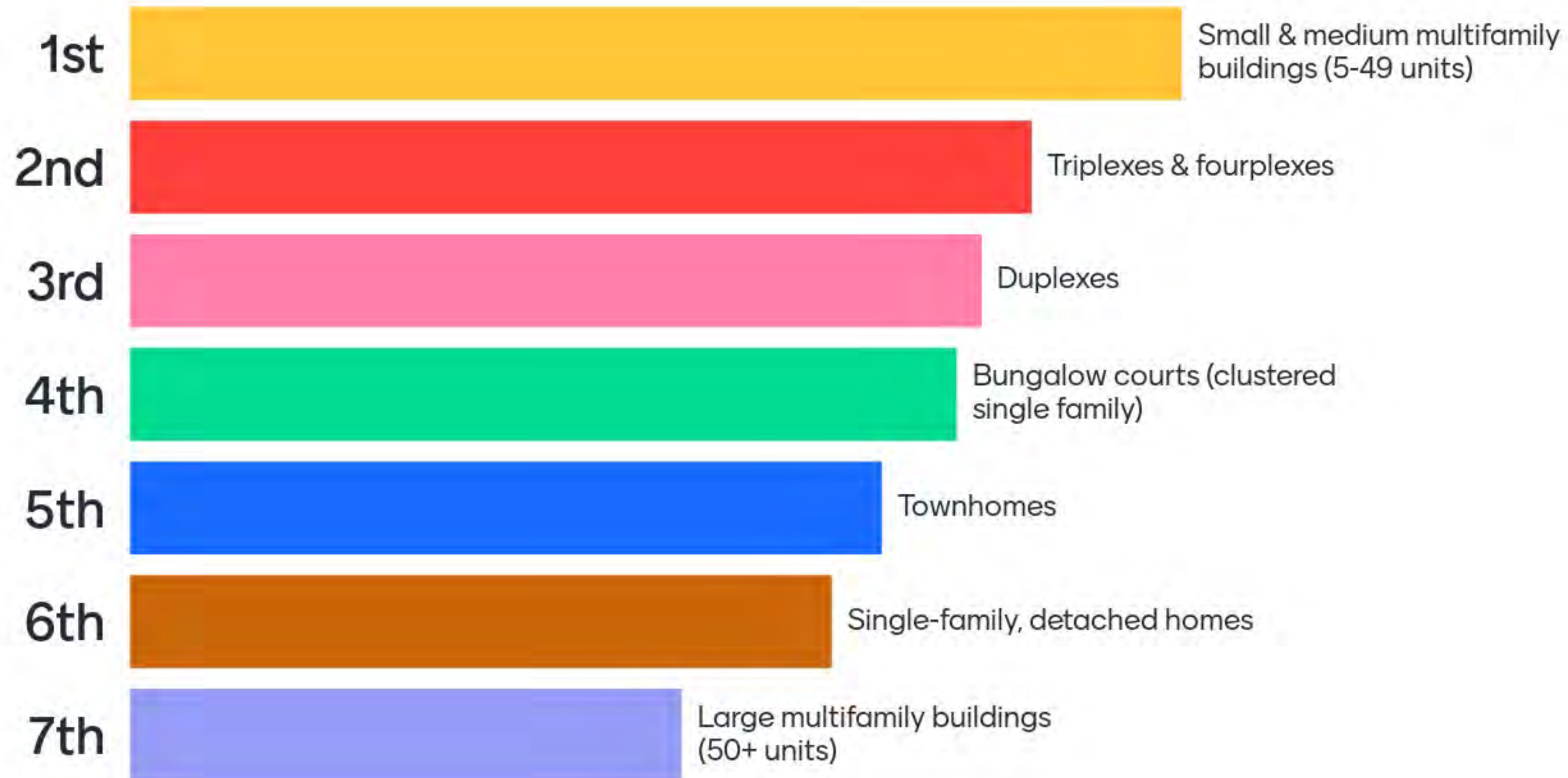


# Audience: Rank locations from highest priority to lowest priority for new committed affordable homes.





# Audience: Rank housing types from highest priority to lowest priority for new committed affordable homes.





# Audience: What additional parameters should be included as we set more detailed housing targets for new committed affordable units?

can't think of any now

Existing Vacant distressed scattered  
needing to be renovated

Part of mixed income projects

Need more time for this