Montgomery Planning   Countywide Planning and Policy   04/28/2021

HEAT Meeting #3

Attainable Housing Strategies

HEAT Meeting Agenda

I.   Introductions and Ground Rules (Jason)

II.   Project Status Update (Lisa)

III. Policy Discussion: Zoning and Other Policy Tools (Zubin)

IV.   Final Thoughts (Jason)

Planning Staff

Lisa Govoni

Ben Berbert

Zubin Adrianvala

Todd Fawley-King

Jason Sartori

Tanya Stern

HEAT Members

Dave Ager	Bill Kirwan
Liz Brent	Gerrit Knaap
Karen Cordry	Cary Lamari
Amanda Farber	Jane Lyons
David Flanagan	Damon Orobona
Tracy Grisez	Sarah Reddinger
Ryan Hardy	Xiaochen Zhang

HEAT Meeting Ground Rules

1. Lean in. Lean out.

2. Raise your hand to speak.

3. Be thoughtful, creative, and open-minded.

4. Apply your expert knowledge and experiences, provide opinions, and listen to other people's opinions and perspectives and react to them.

5. Listen to understand. Suspend your beliefs to hear someone else's experience.

6. Speak for yourself, not a group, and use "I" statements.

7. **Consider everything we show as a prompt for discussion.**

Issues Raised by the Community/HEAT

- **Demands on infrastructure (schools, water and sewer, stormwater, etc.)**

- **Compatibility concerns**

- **Architectural covenants**

- **Geographic context**

- **Role of other agencies**

- **Parking concerns**

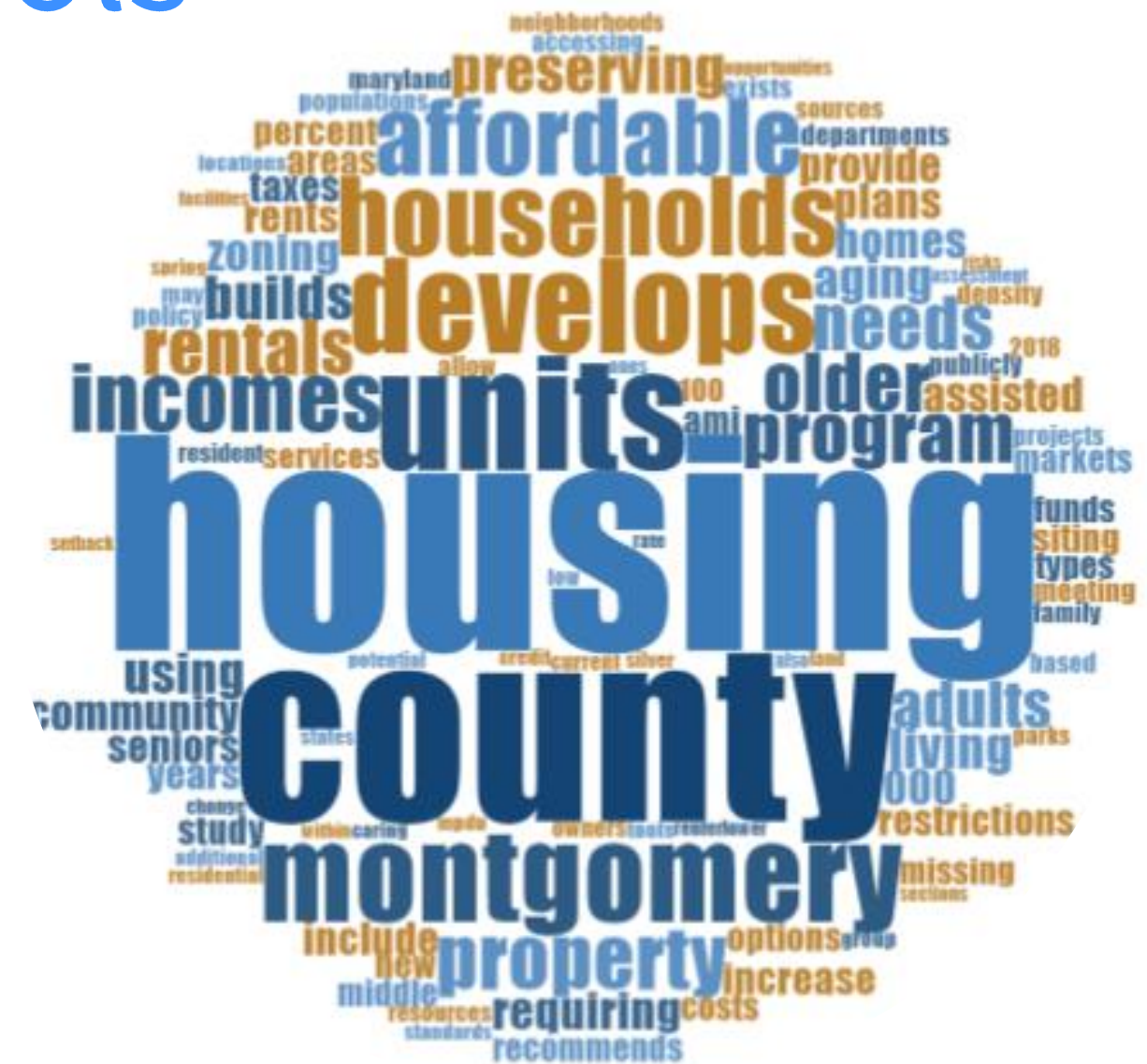- **Environmental impact/Tree loss concerns**

Attainable Housing Strategies Timeline

Major Events/Milestones	
March 24	HEAT Meeting #1
March 29	Community Meeting #1
April 9	Virtual Office Hours
April 14	HEAT Meeting #2
April 21	Community Meeting #2
April 27	Virtual Office Hours
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May 19	HEAT Meeting #4
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June 17	Planning Board Public Hearing and Work Session
June 24	Planning Board Work Session #2 (if nec.)
June 28	Transmit Recommendations to Council

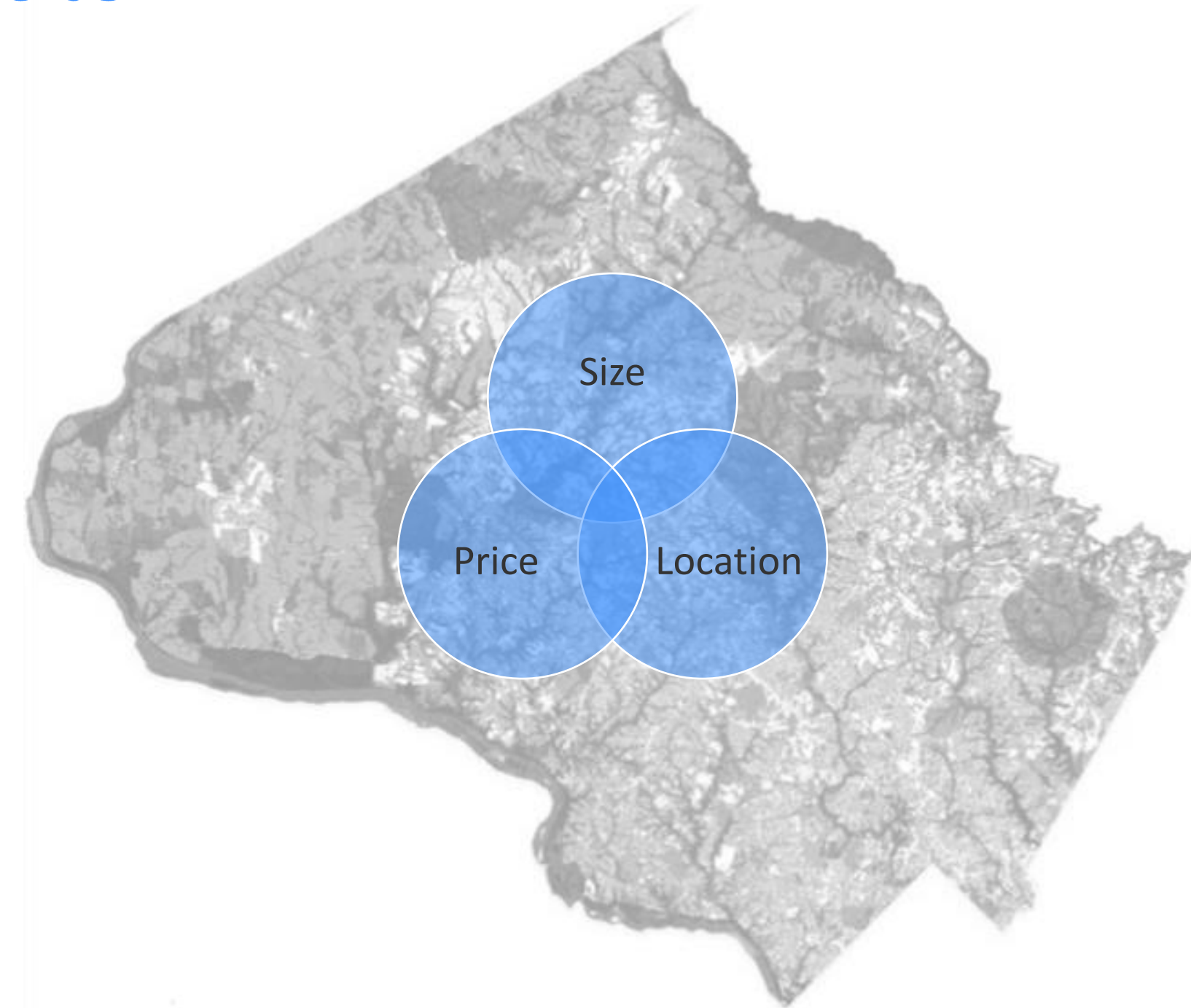# Catalysts and Other Policy Tools

Salient Questions

- **What does success look like for Attainable Housing Strategies?**

- **What innovations should we be looking at to address the county's attainable housing challenges?**

- **How should we approach conversations about attainability?**

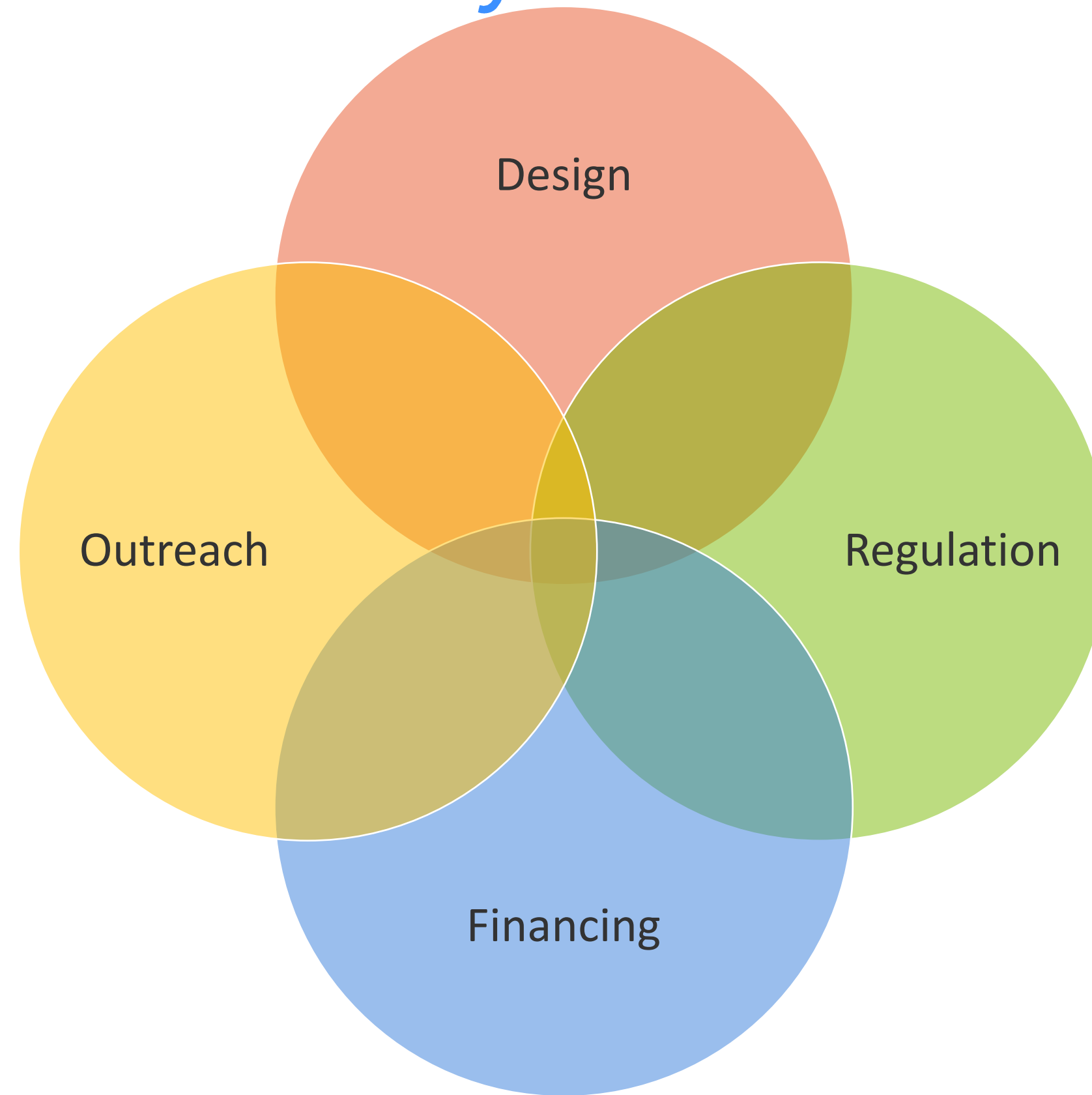- **What is a meaningful way to set attainable housing targets?**

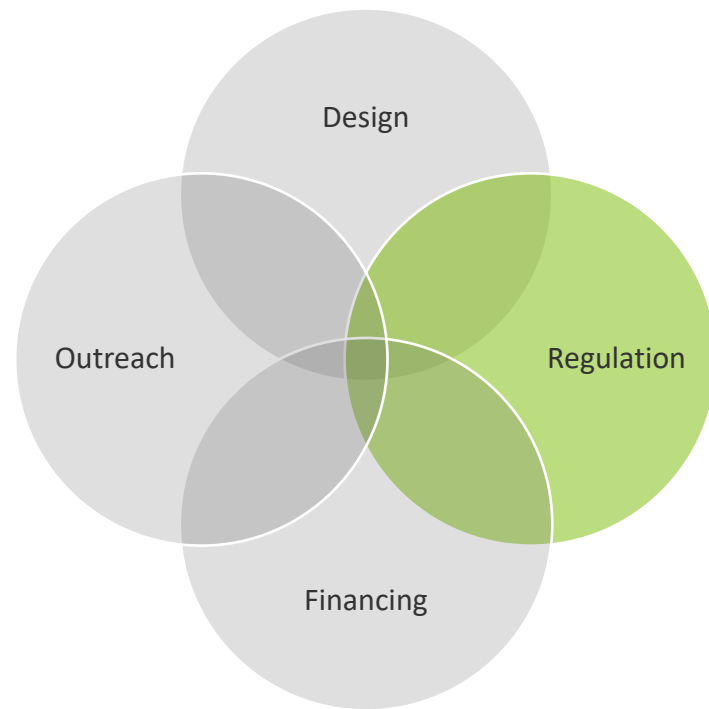# Catalysts and Other Policy Tools

Framing the Challenges:

- **Viability**
- **Diversity: Size/Location/Price**
- **Home Ownership**
  - **Wealth Building**
  - **Community Building**
- **Increase Supply**
- **Population Growth/Demographic Changes**
  - **Forward Thinking**
  - **Creating Space : Literal and Figurative**
  - **County's Overall Growth**

Catalysts and Other Policy Tools

Zoning and Regulation Summary

Regulations as a Tool for Attainability

Zoning Strategies

- ZTA to allow house-scale 'infill' attainable housing in residential zones

- ZTA to establish a new optional method of development for larger scale projects near transit and along corridors

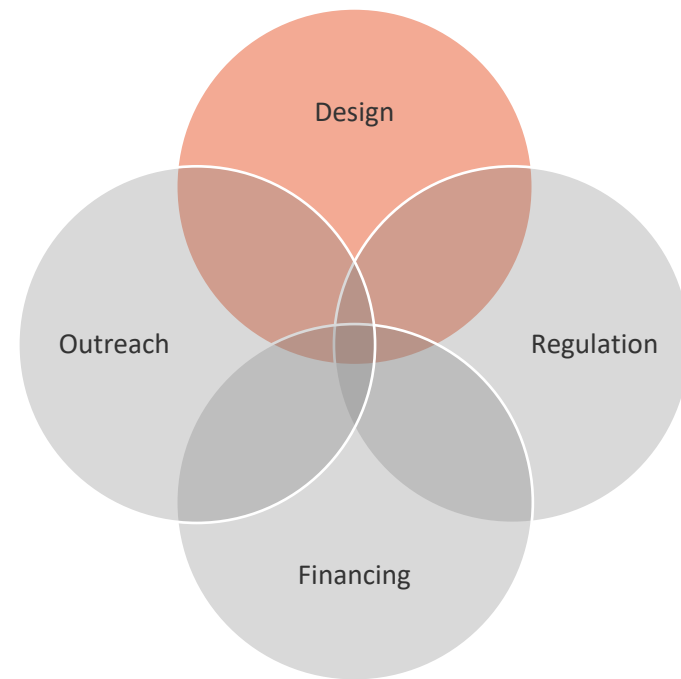- Master Plan Process to identify areas for potential rezoning

Subdivision Strategies

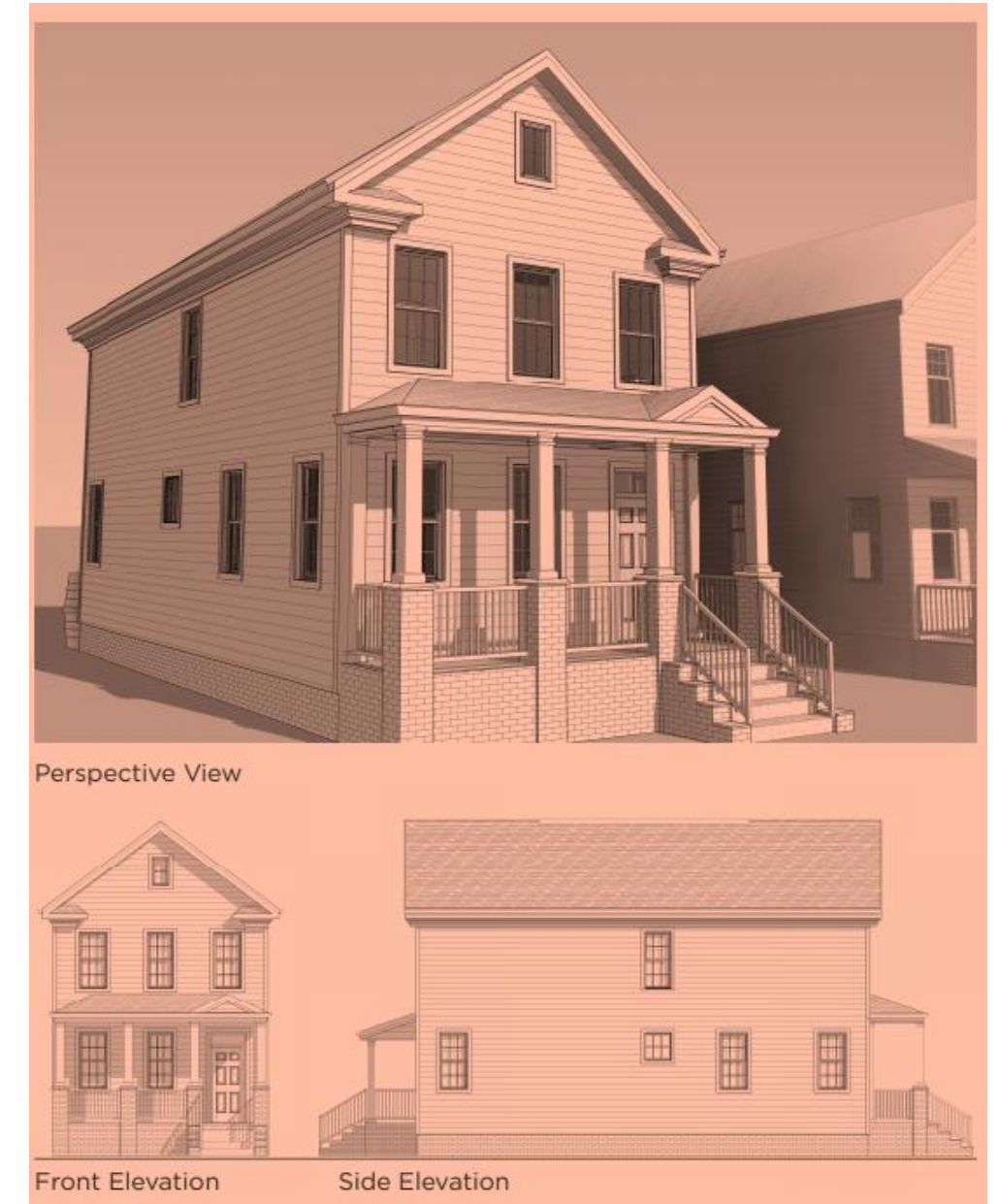- Minor subdivisions for infill attainable housing

Regulatory Strategies

- Ongoing coordination with other regulatory agencies (stormwater, fire and rescue, DOT, DPS)

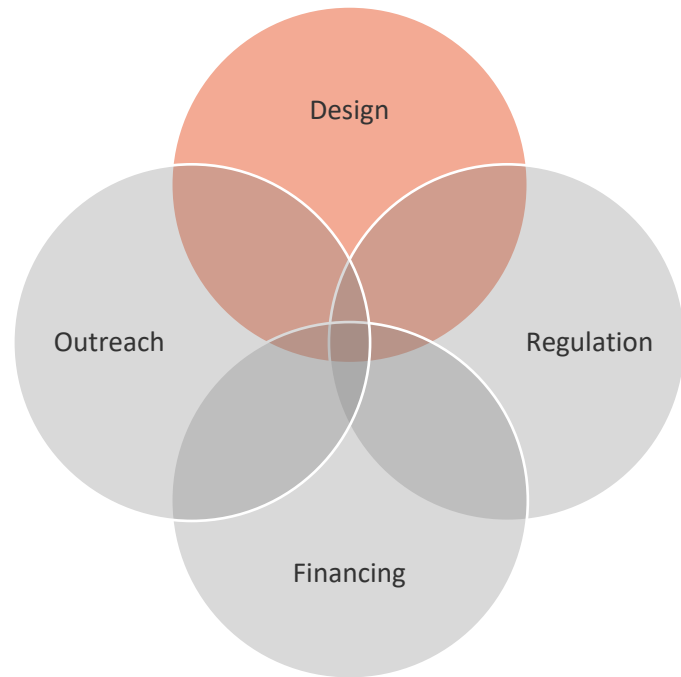# Catalysts for Attainability

Design as a Tool for Attainability

- **Low-Cost Housing Construction Methods**

- **Rapid Building Construction Methods**

- **Standardization**
  - Design standards
  - Pattern Books
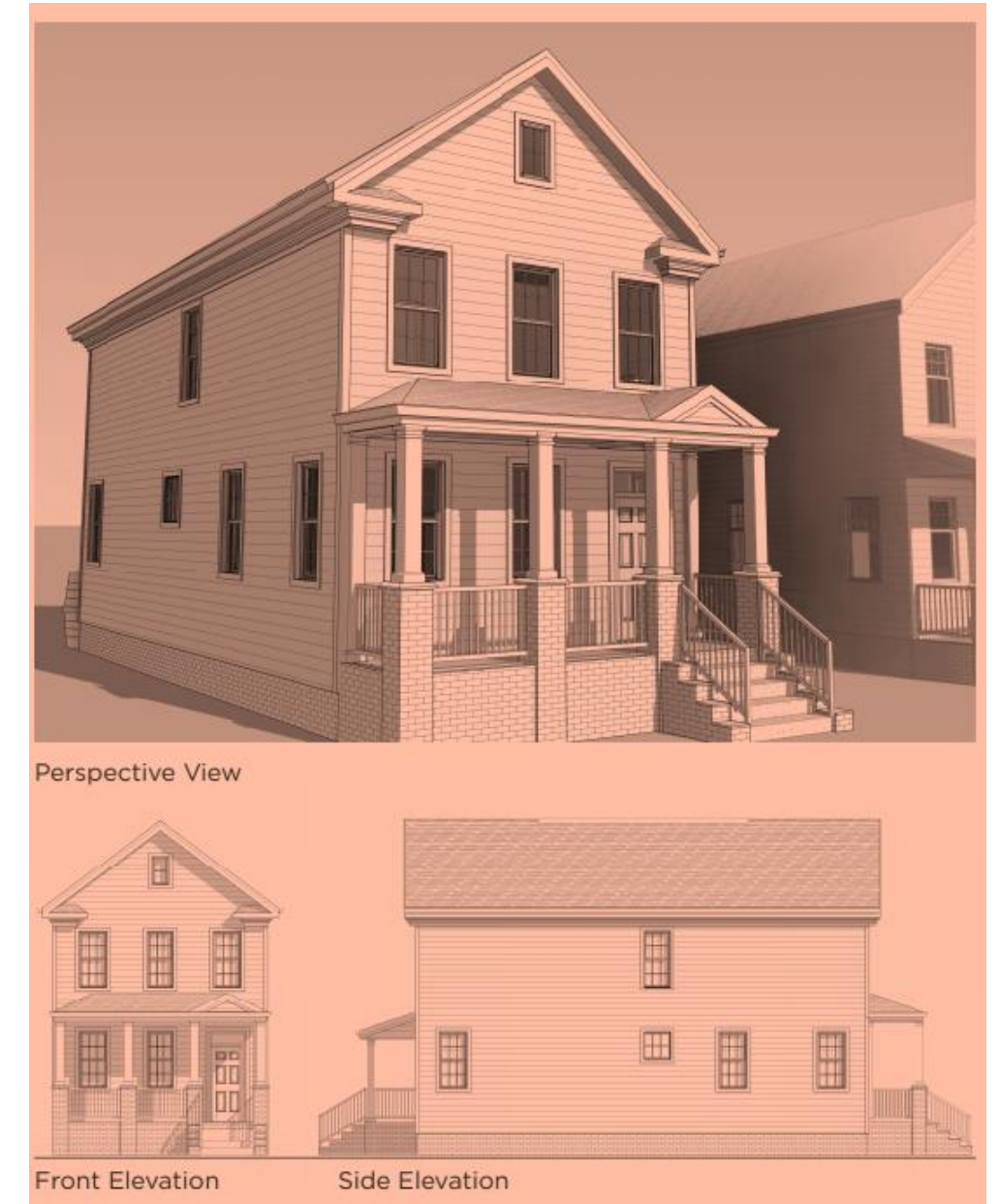 - Preapproved Designs

Catalysts for Attainability
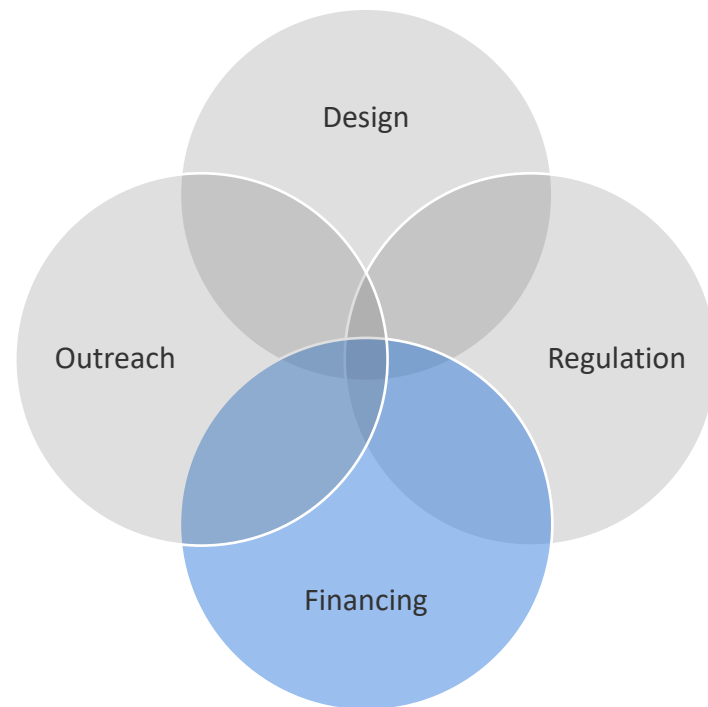

Design as a Tool for Attainability

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- Rapid Building Construction Methods

- Standardization
  - Design standards
  - Pattern Books
  - Preapproved Designs

Perspective View

Front Elevation   Side Elevation

Questions:
- **Which design innovations should we be looking at as potential solutions?**
- **Are there certain housing construction methods will facilitate the construction of attainable housing?**
- **What amount of design control is appropriate – is it ok if it's still 'by right'?**
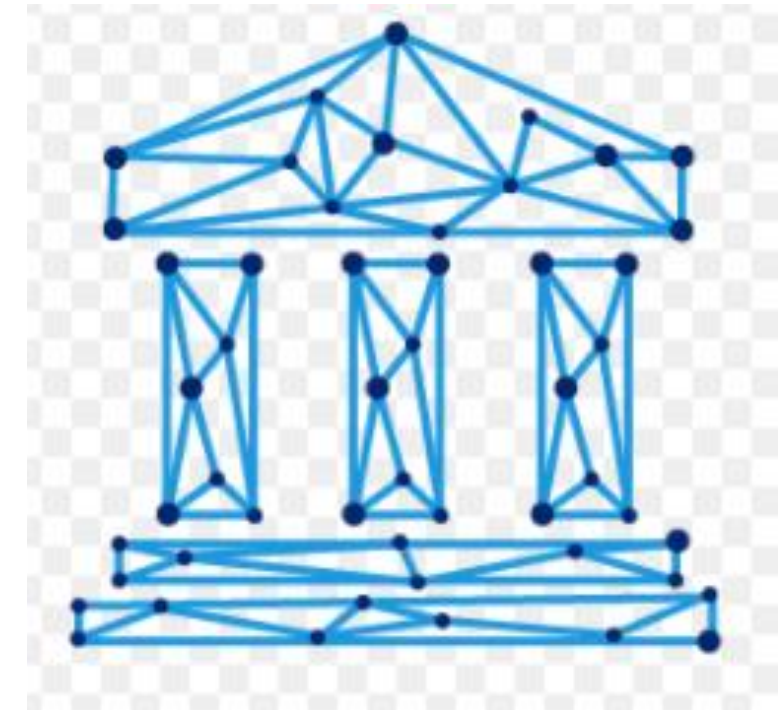
Catalysts for Attainability

Financing as a Tool for Attainability

- **Availability of Capital**
  - Demand Side
  - Supply Side

- **Public Dollars**
  - Grants
  - Incentive Programs
  - Ease of Business

Catalysts for Attainability
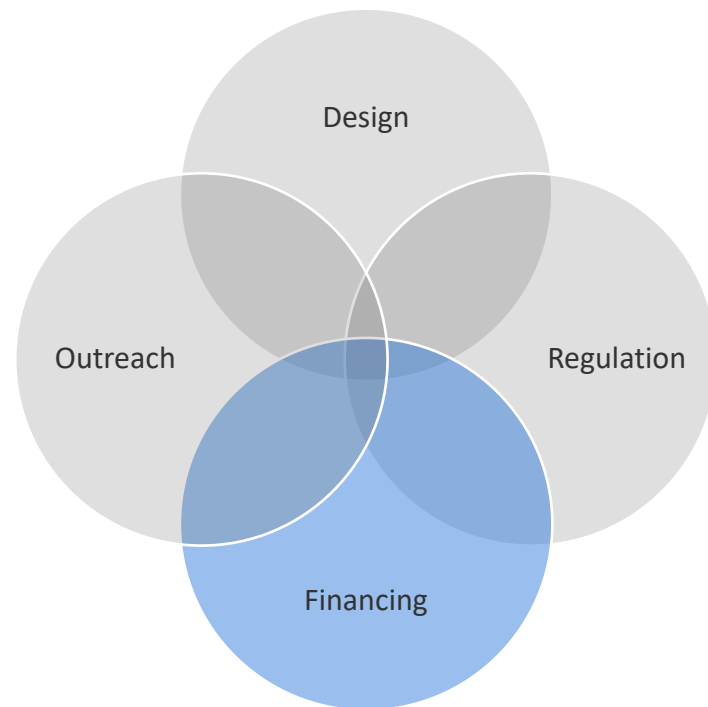

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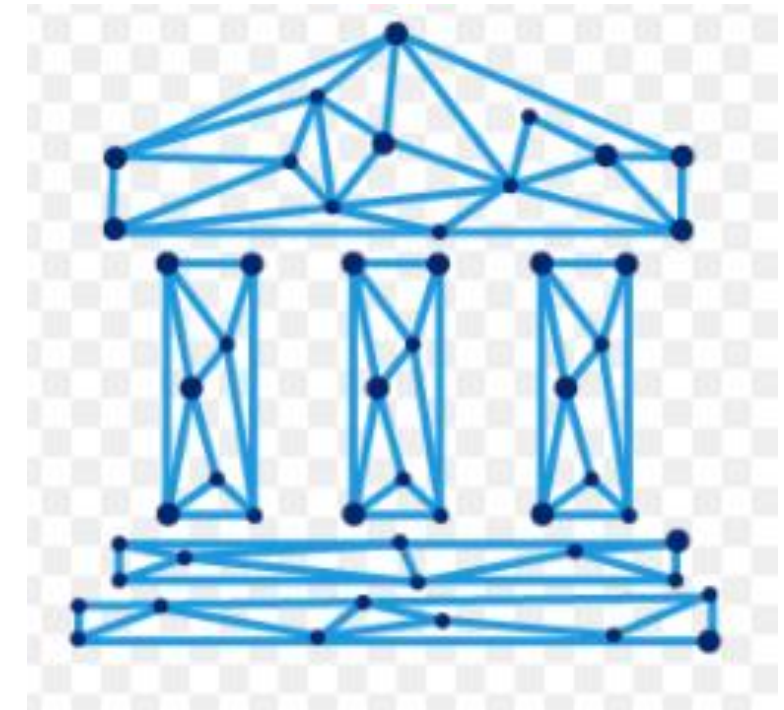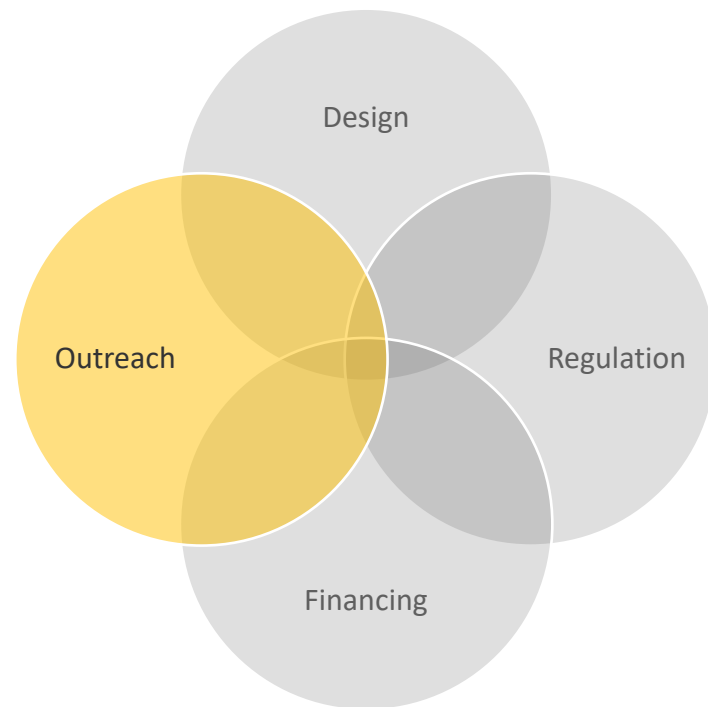 - Incentive Programs
  - Ease of Business

Questions:
- **Are there financing challenges that prevent production of attainable housing?**
- **Any banking/fintech innovations which we can use to address these issues?**

Catalysts for Attainability

Outreach as a Tool for Attainability

- **Outreach**
  - Community
  - Industry

- **Education**

- **Answering questions**
  - Why
  - What
  - When
  - Where
  - How

Catalysts for Attainability
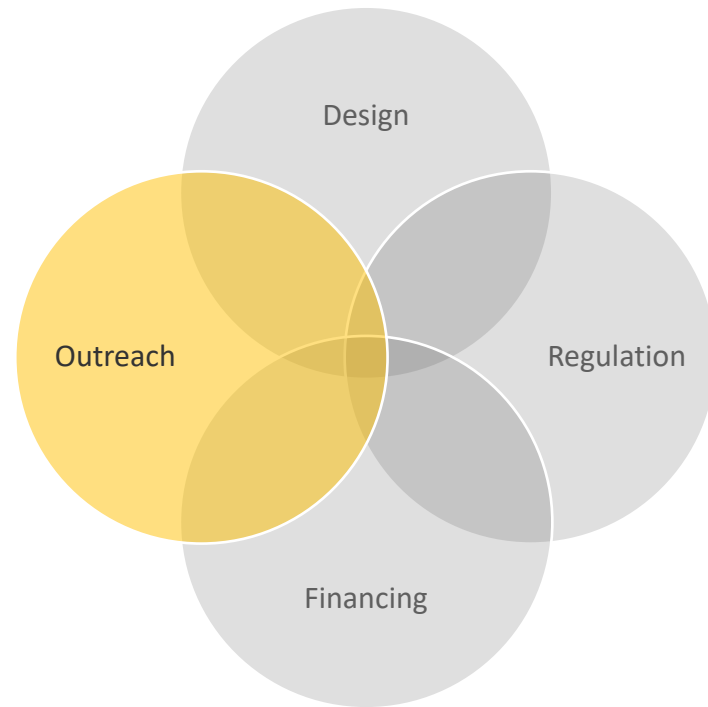

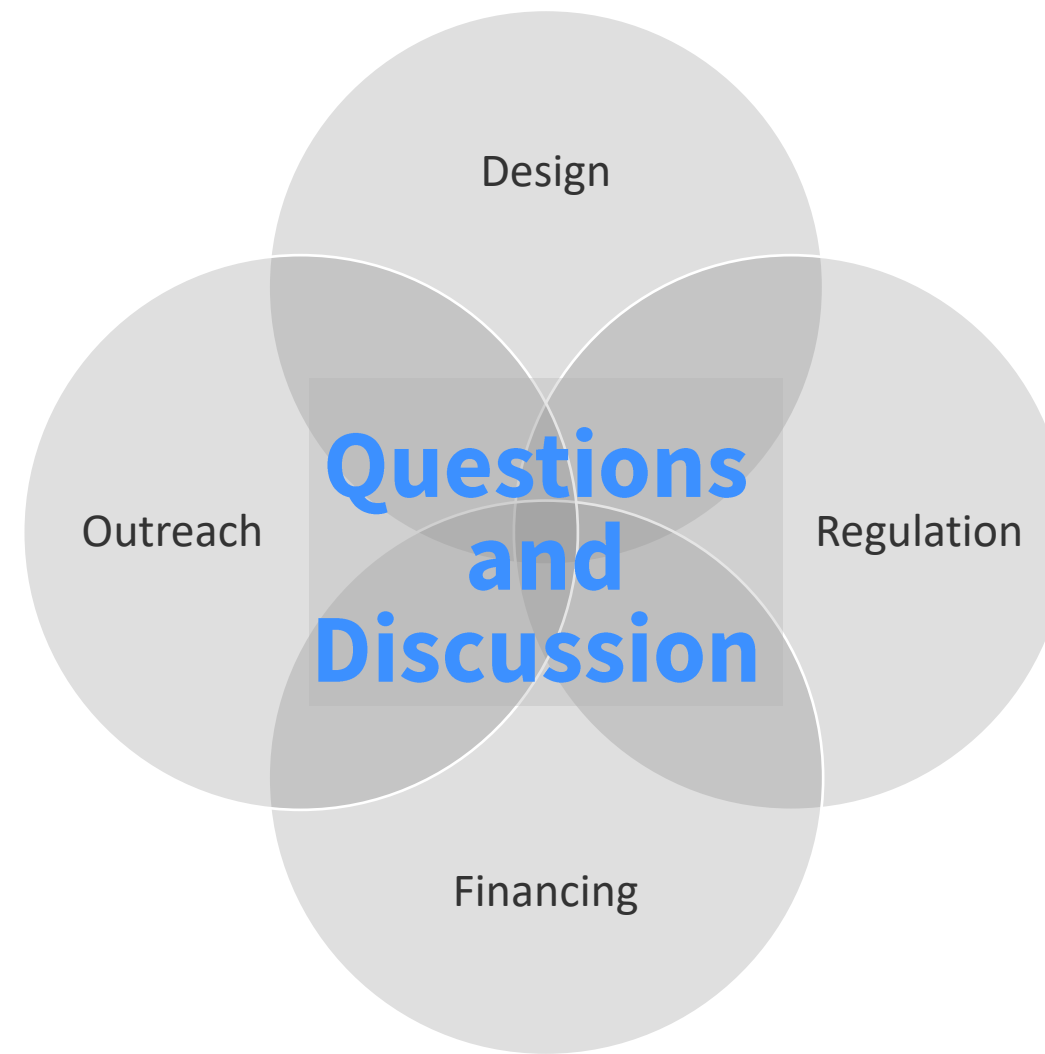## Outreach as a Tool for Attainability

- **Outreach**
  - Community
  - Industry

- **Education**

- **Answering questions**
  - Why
  - What
  - When
  - Where
  - How

Questions:
- **How should we frame the attainable housing strategies for county leadership (Planning Board and County Council)?**
- **How do we clarify the need for attainable housing to the community?**

Catalysts for Attainability

- **What does success look like for Attainable Housing Strategies?**

- **What innovations should we be looking at to address the county's attainable housing challenges?**

- **How should we build champions to support attainability?**

- **What is a meaningful way to set attainable housing targets?**

Attainable Housing Strategies Timeline

Next HEAT Meeting:

- Scheduled for Wednesday, May 19 at 7:00 PM
  - Market feasibility and potentially draft recommendation

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