Attainable Housing Strategies
Planning Board Update Briefing
Presentation Agenda

• About Attainable Housing Strategies
• What is Attainable Housing?
• The Need for Attainable Housing
• Engagement Overview
• Next Steps
• Q&A
Planning Team

• Lisa Govoni  Countywide Planning and Policy
• Zubin Adrianvala  MidCounty Planning
• Ben Berbert  Countywide Planning and Policy
• Todd Fawley-King  Research and Strategic Projects

• Communications Division
• Silver Spring Downtown and Adjacent Communities Plan team
• Urban design team
About Attainable Housing Strategies

• Attainable Housing Strategies is an initiative through which the Planning Department is evaluating and potentially refining various proposals to spur the development of more diverse types of housing, including Missing Middle Housing, in Montgomery County.

• The initiative is the result of a County Council request for the Planning Board to consider and recommend “zoning reforms that would allow greater opportunities for Missing Middle housing in Montgomery County.”
About Attainable Housing Strategies

- The Attainable Housing Strategies initiative aims to **identify viable options for existing and new residents to find homes at the right sizes, locations, and price points for their needs** and expand homeownership opportunities for the county’s diverse populations.

- It also helps Montgomery County grow its housing supply even where space is a concern—a critical consideration as we anticipate population growth in the coming decades.
Recent Housing Initiatives

- Housing Studies
  - Rental Housing Study (2017)
  - Housing for Older Adults Study (2018)
  - Missing Middle Housing Study (2018)
  - Housing Needs Assessment (2020)
  - Preservation of Affordable Housing Study (2020)
  - Residential Development Capacity Analysis (2021)

- MPDU Update (2018)
- Accessory Dwelling Unit ZTA 19-01 (2019)
- COG Housing Targets (2019)
- Growth and Infrastructure Policy (2020)
- WMATA PILOT Program (2020)
- HOC Production Fund (2021)
- Thrive Montgomery 2050 (2021)
Recent Missing Middle Initiatives

• Missing Middle Housing Study (2018)
• Previous Master Plans
• Silver Spring Downtown & Adjacent Communities
  • Mini Missing Middle Market Study for Silver Spring
• Thrive Montgomery 2050
• CM Jawando’s ZTA 20-07
• CM Riemer’s Draft ZTA
The Ask of Attainable Housing Strategies

- How can we diversify and expand housing options in Montgomery County?
- Will require that we reassess our longstanding patterns of residential development.
  - Will be looking at neighborhoods zoned exclusively for single-family homes.
  - Will review our ability to densify our corridors with more diverse infill housing.
- This will include reviewing existing single-family zone standards, including the usable area, size, setbacks, height, density, and parking requirements, as well as the process for development review and approval.
More Equitable and Inclusive Housing

- At the root of this effort is a desire to make housing in Montgomery County more equitable and more inclusive.
- To have more diverse housing options to meet the needs of an increasingly diverse county and to have neighborhoods with more racial, ethnic and economic diversity.

There will always be a market for detached homes and exclusively detached neighborhoods, but an inclusive housing policy must allow for diverse housing products within those neighborhoods, which will result in more diverse schools and communities.

- Tom Coale

*The Baltimore Sun Op-Ed*

March 22, 2021
Attainable Housing and Equity

- Deep disparities in wealth and homeownership were shaped by a legacy of discriminatory lending practices, restrictive covenants and single-family zoning and its impacts on neighborhoods still being felt today.
- Making homeownership more attainable is one step that can begin the process of addressing historical inequities to create more equitable, mixed-income neighborhoods.
What is Attainable Housing?

- Attainable Housing is **unsubsidized market rate housing that is appropriate and suitable for the households that live here.**
- Attainable housing is **not** income-restricted housing.
- Generally, will be **more affordable than the typical new detached single-family** home due to its smaller size and smaller lot sizes.
- Implicit in this idea of attainability is that a range of housing options (type, size, tenure, cost, location) exists in the local market for a range of household incomes and preferences.
- Attainable Housing includes, but is not limited to, Missing Middle Housing.

Attainable Housing Strategies
What is Missing Middle housing?

- “Missing Middle” housing refers to a range of building types that are **compatible in scale**, form and construction with single-family homes, **but include multiple housing units**.
- Typically, “house-scale” units like **smaller townhouses, duplexes, triplexes, quadruplexes, detached courtyard cottages, attached courtyard apartments, or smaller apartment buildings** that are typically in walkable, transit-accessible neighborhoods.
Attainable Housing Strategies for a Range of Housing Types and Scales

<table>
<thead>
<tr>
<th>SMALL SCALE</th>
<th>MEDIUM SCALE</th>
<th>LARGE SCALE</th>
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</thead>
<tbody>
<tr>
<td>House-scale duplexes, triplexes, fourplexes, courtyard apartments, bungalow courts, and accessory dwelling units</td>
<td>Stacked flats apartment buildings (three stories), townhouses</td>
<td>Mixed-use Live/work buildings, stacked flats apartment buildings (four stories)</td>
</tr>
<tr>
<td>2-2.5 stories</td>
<td>3-4 stories</td>
<td>4-5 stories</td>
</tr>
</tbody>
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Housing Units Permitted, Forecasted and Additional Needed

Source: Census Bureau (data includes the municipalities of Rockville and Gaithersburg)

Attainable Housing Strategies
Homeownership one of the biggest ways to build wealth, but owning unaffordable to median HH

*2018 inflation-adjusted dollars

Source: Montgomery County Housing Needs Assessment, Zillow, Federal Reserve Economic Data
In 2020, the average detached home was sold for $775,000 compared to $370,000 for attached.
New single-family housing units are getting larger

Single Family Detached Housing Units
Average Gross Floor Area by Year Built

<table>
<thead>
<tr>
<th>Year Built</th>
<th>Square Feet</th>
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<tbody>
<tr>
<td>1950-1959</td>
<td>1,567</td>
</tr>
<tr>
<td>1960-1969</td>
<td>2,035</td>
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<tr>
<td>1970-1979</td>
<td>2,247</td>
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<tr>
<td>1980-1989</td>
<td>2,499</td>
</tr>
<tr>
<td>1990-1999</td>
<td>3,202</td>
</tr>
<tr>
<td>2000-2009</td>
<td>3,650</td>
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<tr>
<td>2010-2019</td>
<td>3,705</td>
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Source: SDAT

- Household size has decreased from 3.65 people/household in 1960 to 2.77 people/household in 2016

Attainable Housing Strategies
Community Engagement

- **Project Webpage**
- **Housing Equity Advisory Team (HEAT)**
- Public Meetings
- Stakeholder Conversations
- Office Hours
- **Housing eLetter**
- Educational Materials
- Social Media Campaigns
  - #MyMoCoHome
  - Social Media Day (June 14)
Engagement Stats (as of 5.10.2021)

• Housing Eletter open rate: average 66% vs. Industry average: 29%
• Housing Eletter click rate: average 31% vs. Industry average: 11%
• Housing Eletter subscriber growth averaging 14 new subscribers/week
• Web page views - 1,187 (since 3/5/21)
Housing Equity Advisory Team (HEAT)

- Group of external stakeholders convened to assess various aspects of AHS.
- The HEAT consists of stakeholders that approach this issue from different perspectives.
- It includes developers (both for-profit and non-profit), a realtor, civic activists, housing advocates, an economist and someone from the banking industry.
#MyMoCoHome

“I was only able to do it with a great job, a modest inheritance, and years of savings with no dependents.”

“It’s difficult for us to live here still, even in an actual apartment after she built her credit to rent.”

“Lucked into house in need of rehab in ’16, only because we had secure, good employment. Spent lot of time/$ upgrading. With COVID cost increases, don’t think we could be competitive in market now.”

“My wife and I bought our first home in June 2019. I worried we’d bought at top of the market and resented how much rates rose during the year we lost bid after bid. In retrospect, thank god we were successful then, because that window slammed shut.”

“Probably not going to be able to move back to MoCo because housing prices are out of control.”

“Recent owner near downtown Bethesda. Found a home premarket. Even with a sizeable down payment, and comfortable incomes finding a non-condo under 1mil with walking distance to amenities was impossible.”

“It ultimately took us two years to find and buy a house. We looked at dozens, if not hundreds, of homes. With our limited budget, we had very few choices, and the homes we could afford either got snapped up in bidding wars or bought by investors and flipped.”

“Having these smaller house opportunities allowed us to participate in home ownership opportunities we wouldn’t have had if large single-family homes were the only option.”

“Every day I wake up amazed that we’re still here. We can both walk to our jobs and are close to our friends and family. Yet I walk my dog around our neighborhood and watch little old houses get knocked down and replaced with $1.4 million houses and I think about the missed opportunities to build more, and more affordable homes in their place.”

Attainable Housing Strategies
Possible Implementation Tools

**Zoning Text Amendments**
- To modify existing zones (Cm. Jawando’s ZTA 20-07)
- To create a new optional method of development (Cm. Riemer’s draft ZTA)
- To establish a new zone or overlay zone

**Rezonings**
- Master Plan Sectional Map Amendments
- Local Map Amendments

**Other Catalyst Policies**
- Loan Fund
- Expedited review for structures conforming to pre-approved massing/design templates
Issues Raised by the Community/HEAT

- Demands on infrastructure (schools, water and sewer, stormwater, etc.)
- Compatibility concerns
- Architectural covenants
- Differing geographic context
- Parking/traffic concerns
- Environmental impact (tree loss, increased impervious surface, etc.)
- Role of other agencies
- Definition of corridors
## Major Events/Milestones

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>March 24</td>
<td>HEAT Meeting #1</td>
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<tr>
<td>March 29</td>
<td>Community Meeting #1</td>
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<tr>
<td>April 9</td>
<td>Virtual Office Hours</td>
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<tr>
<td>April 14</td>
<td>HEAT Meeting #2</td>
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<tr>
<td>April 21</td>
<td>Community Meeting #2</td>
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<tr>
<td>April 27</td>
<td>Virtual Office Hours</td>
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<td>April 28</td>
<td>HEAT Meeting #3</td>
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<tr>
<td>TODAY</td>
<td>Planning Board Briefing</td>
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<td>May 19</td>
<td>HEAT Meeting #4</td>
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<td>June 2</td>
<td>Community Meeting #3</td>
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<tr>
<td>June 3</td>
<td>Virtual Office Hours</td>
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<tr>
<td>June 14</td>
<td>Social Media Day (rescheduled from May 3)</td>
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<tr>
<td>June 24</td>
<td>Planning Board Briefing and Public Testimony</td>
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<tr>
<td>July</td>
<td>Planning Board Worksessions</td>
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Stay Involved

Join the conversation at our next virtual community meeting: June 2 (7 PM)
RSVP from the AHS website

Attend our next virtual office hours: June 3 (5-7 PM)
RSVP from the AHS website

Sign up for the housing eLetter from the AHS website

Visit the AHS website:
https://montgomeryplanning.org/planning/housing/attainable-housing-strategies-initiative/

Email your questions and comments:
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Jason.Sartori@montgomeryplanning.org