Triplex on Thayer Ave in Silver Spring

Montgomery Planning | Countywide Planning & Policy

Attainable Housing Strategies

Planning Board Update Briefing

Attainable Housing Strategies

Presentation Agenda

- About Attainable Housing Strategies

- What is Attainable Housing?

- The Need for Attainable Housing

- Engagement Overview

- Next Steps

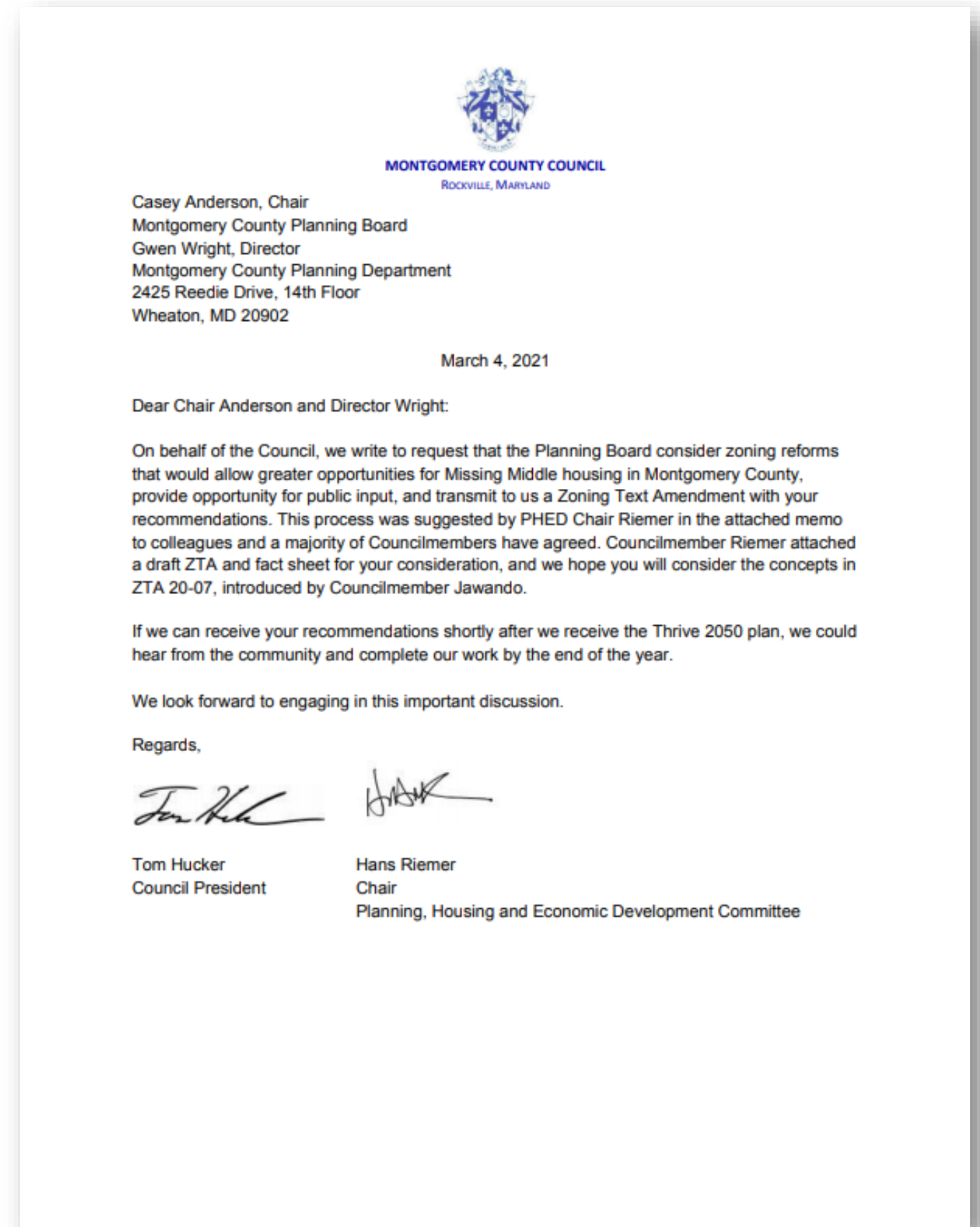- Q&A

Attainable Housing Strategies

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."

MONTGOMERY COUNTY COUNCIL
ROCKVILLE, MARYLAND

Casey Anderson, Chair
Montgomery County Planning Board
Gwen Wright, Director
Montgomery County Planning Department
2425 Reedie Drive, 14th Floor
Wheaton, MD 20902

March 4, 2021

Dear Chair Anderson and Director Wright:

On behalf of the Council, we write to request that the Planning Board consider zoning reforms that would allow greater opportunities for Missing Middle housing in Montgomery County, provide opportunity for public input, and transmit to us a Zoning Text Amendment with your recommendations. This process was suggested by PHED Chair Riemer in the attached memo to colleagues and a majority of Councilmembers have agreed. Councilmember Riemer attached a draft ZTA and fact sheet for your consideration, and we hope you will consider the concepts in ZTA 20-07, introduced by Councilmember Jawando.

If we can receive your recommendations shortly after we receive the Thrive 2050 plan, we could hear from the community and complete our work by the end of the year.

We look forward to engaging in this important discussion.

Regards,

Tom Hucker
Council President

Hans Riemer
Chair
Planning, Housing and Economic Development Committee

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.

Attainable Housing Strategies

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)

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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

Attainable Housing Strategies

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.

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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 Strategies

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.

Attainable Housing Strategies

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.

Multiplex on Schrider St in Silver Spring

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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, quadraplexes, detached courtyard cottages, attached courtyard apartments, or smaller apartment buildings** that are typically in walkable, transit-accessible neighborhoods.
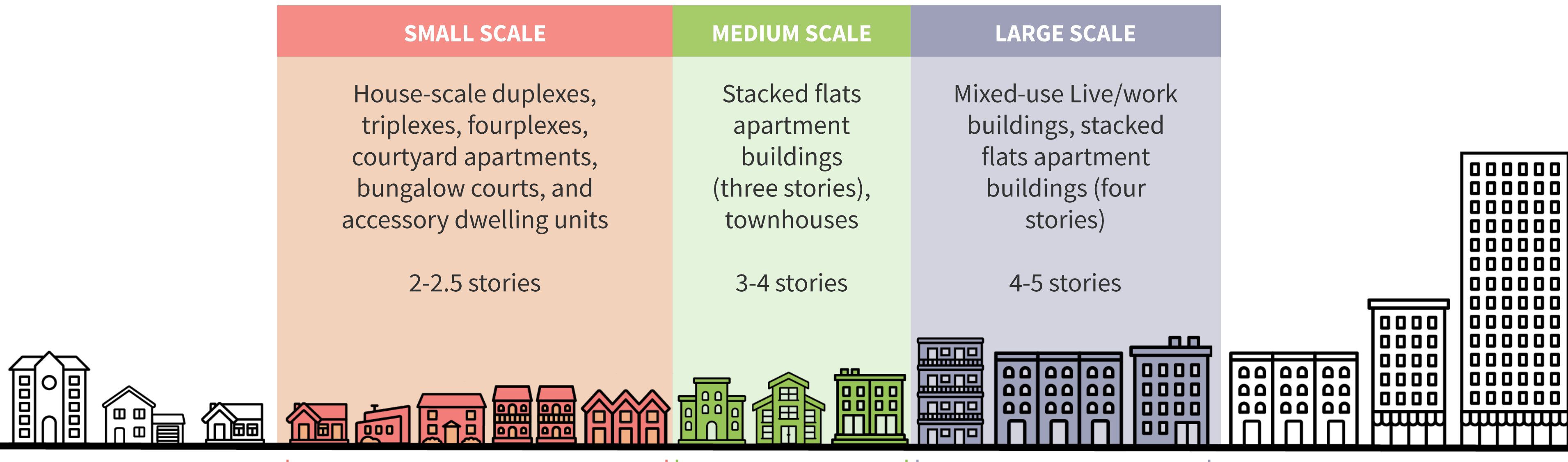

Multiplex on Bradford Ave in Silver Spring

Attainable Housing Strategies

Attainable Housing Strategies for a Range of Housing Types and Scales

SMALL SCALE	MEDIUM SCALE	LARGE SCALE
House-scale duplexes, triplexes, fourplexes, courtyard apartments, bungalow courts, and accessory dwelling units	Stacked flats apartment buildings (three stories), townhouses	Mixed-use Live/work buildings, stacked flats apartment buildings (four stories)
2-2.5 stories	3-4 stories	4-5 stories

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Housing Units Permitted, Forecasted and Additional Needed
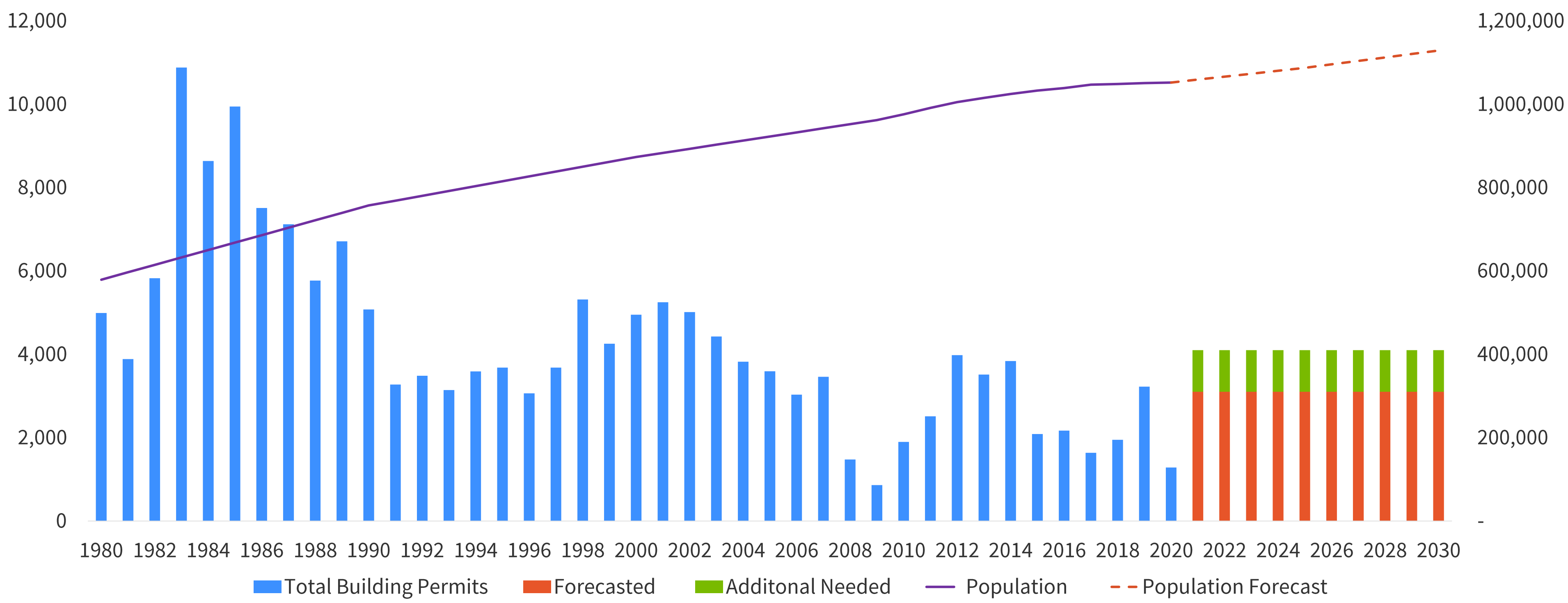
Source: Census Bureau (data includes the municipalities of Rockville and Gaithersburg)

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

Homeownership Affordability, 2010 - 2018

Household Income Required to Afford the Median Home Value

$125,621

$108,188

Actual Median Household income

30-Year Fixed Rate Mortgage
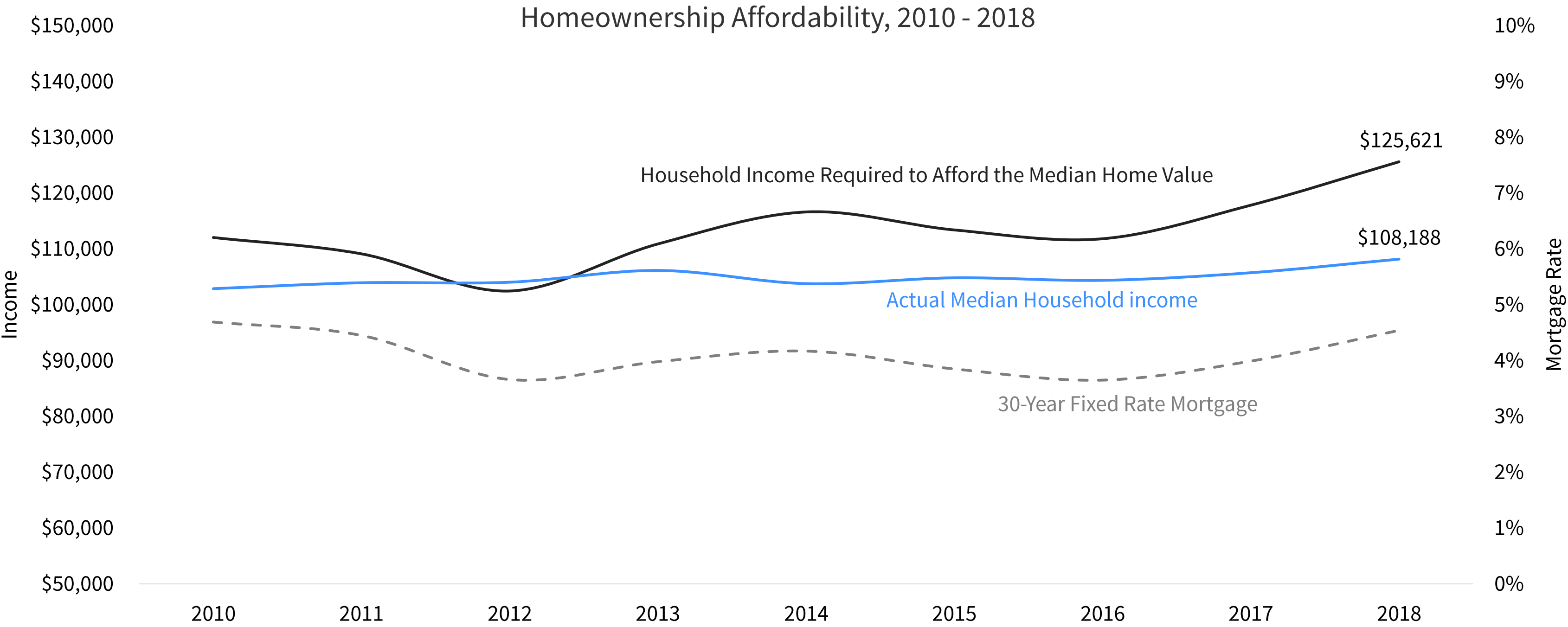
2018 inflation-adjusted dollars

Income (left axis): $50,000 – $150,000
Mortgage Rate (right axis): 0% – 10%
Years: 2010 – 2018

Source: Montgomery County Housing Needs Assessment, Zillow, Federal Reserve Economic Data

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In 2020, the average detached home was sold for $775,000 compared to $370,000 for attached

Sales Range by Type

Legend: ■ Condo/Coop ■ Detached ■ Attached/TH

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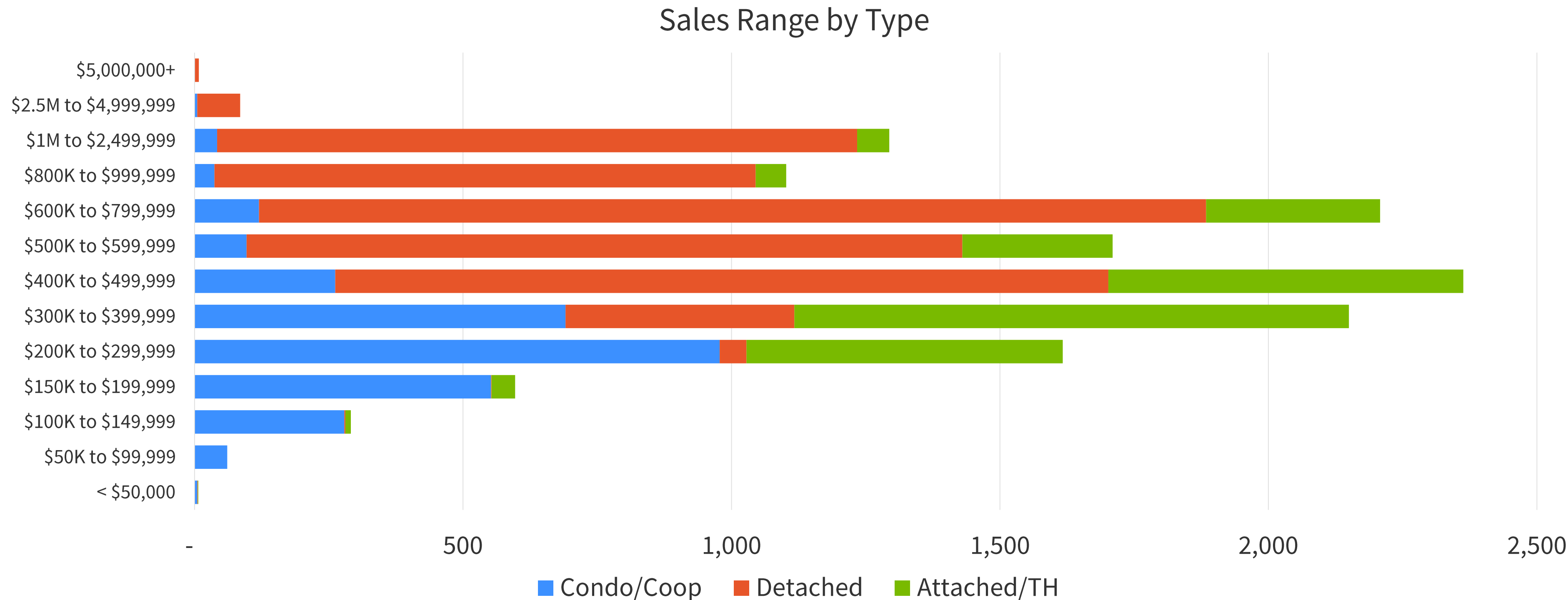
New single-family housing units are getting larger

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

Square Feet

Year	Value
1950-1959	1,567
1960-1969	2,035
1970-1979	2,247
1980-1989	2,499
1990-1999	3,202
2000-2009	3,650
2010-2019	3,705
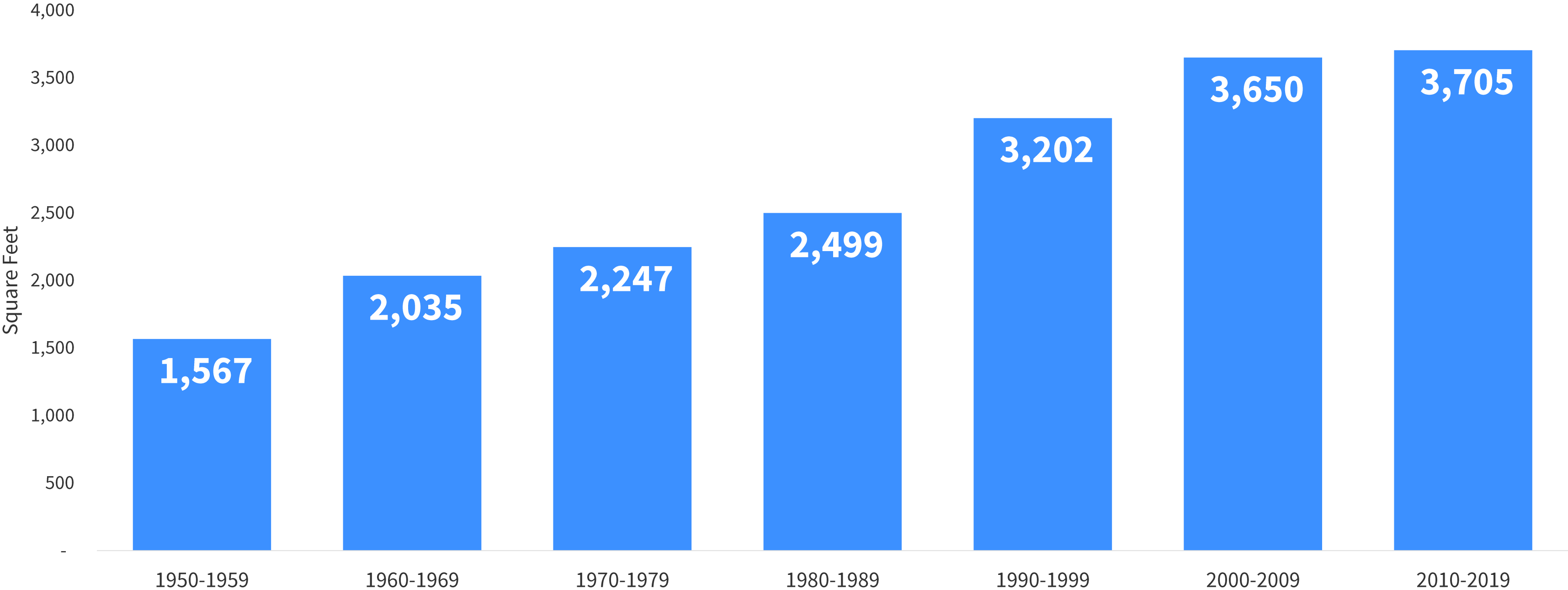
▪ Household size has decreased from 3.65 people/household in 1960 to 2.77 people/household in 2016

Source: SDAT

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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)**

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Montgomery County is facing a serious housing shortage. We need 60,000 new housing units by 2040 for current residents and the 200,000 new residents expected over the next 25 years. The county is also mostly built out, with very little land available for new development and we are not building enough housing fast enough to keep up with this growth.

A quarter of households are made up of single people, yet more than a third of the county is still zoned exclusively for single-family houses, which are typically designed for families with children. Tens of thousands of people are living in houses with more bedrooms than residents, even as others struggle to find housing at all.

Montgomery County also has an attainability crisis. This means even when residents can afford to rent or buy a home, there may not be an appropriately sized or priced unit available in their area.

MONTGOMERYPLANNING.ORG/HOUSING   1

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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.
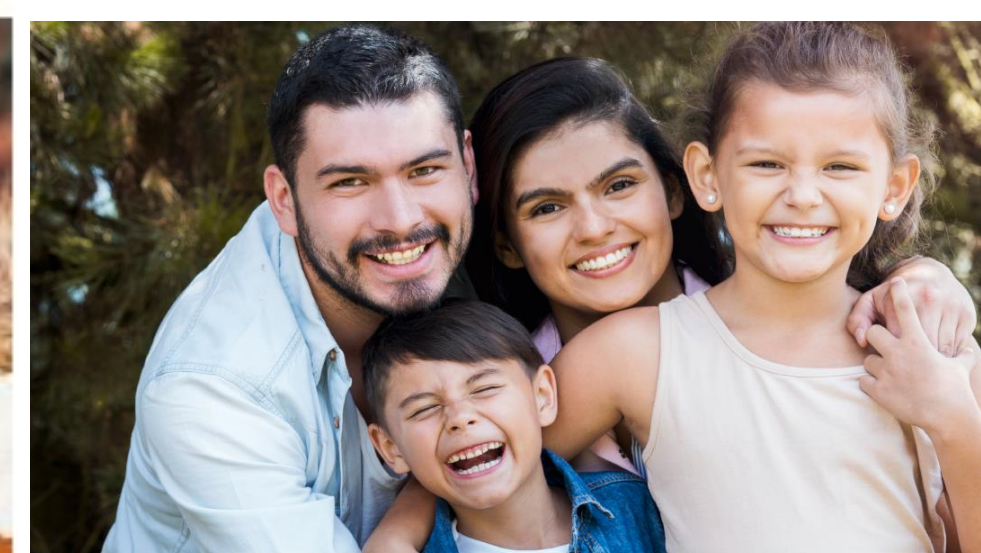
#MyMoCoHome

"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. "

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

"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."

"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."

"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. "

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

"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."

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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

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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**

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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
April 28	HEAT Meeting #3
TODAY	Planning Board Briefing
May 19	HEAT Meeting #4
June 2	Community Meeting #3
June 3	Virtual Office Hours
June 14	Social Media Day (rescheduled from May 3)
June 24	Planning Board Briefing and Public Testimony
July	Planning Board Worksessions

Attainable Housing Strategies

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:
   Lisa.Govoni@montgomeryplanning.org
   Jason.Sartori@montgomeryplanning.org

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