



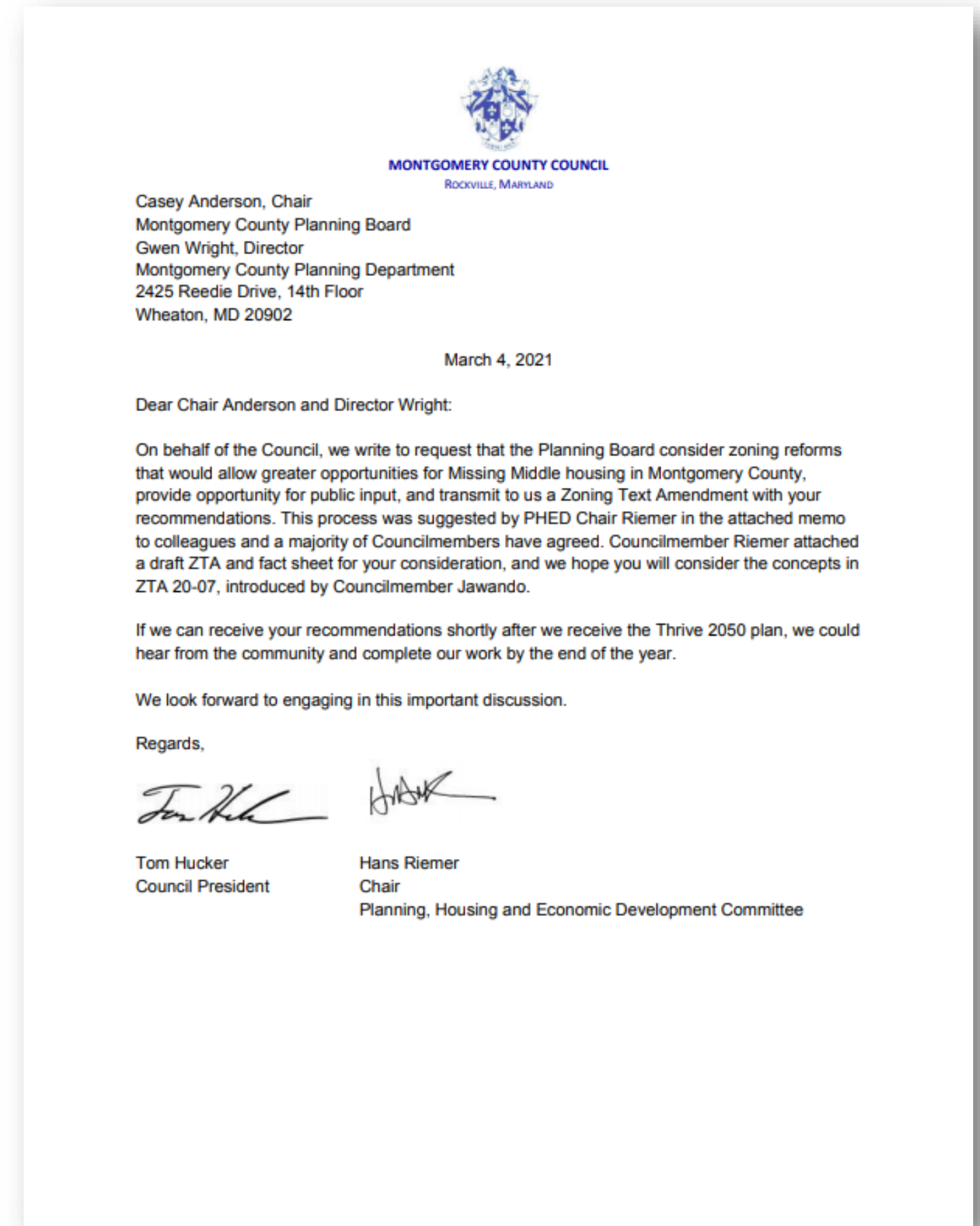
Montgomery Planning

# Attainable Housing Strategies

## Listening Session

# Attainable Housing Strategies

- Prior [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.”
- Attainable Housing Strategies is the resulting effort, through which the prior Planning Board **prepared recommendations to allow the development of more diverse types of housing**, including [Missing Middle Housing](#), in Montgomery County.



# Community Engagement

Engaging the community has been a key priority of AHS. Providing numerous opportunities and utilizing multiple engagement formats has allowed us to hear a wide variety of perspectives and to garner support for the AHS initiative.



- **25+** eLetters with regular project updates
- **2**-page explainer in **8** languages
- **1** “social media” day with historically high engagement rates
- **4** external stakeholder group meetings
- **20+** targeted stakeholder meetings (civic associations, NAIOP, etc.)
- **6** virtual public office hours
- **4** Planning Department hosted community meetings
- **1** expert panel discussion
- **2** informational videos
- **3** Planning Board listening sessions
- **11** work sessions with the Planning Board

# Attainable Housing Strategies Goals

01

Increase opportunities to **meet the county's diverse housing supply needs** and obligations, as well as the county's economic development objectives.

02

**Unravel the exclusionary aspects of the county's single-family residential zones** to diversify the county's communities by diversifying the county's housing stock.

03

Create **more opportunities for homeownership** for more households in more parts of the county.

# Why Now?

*Thrive Montgomery 2050* creates a framework and policy guidance for us on **diversifying our housing stock.**

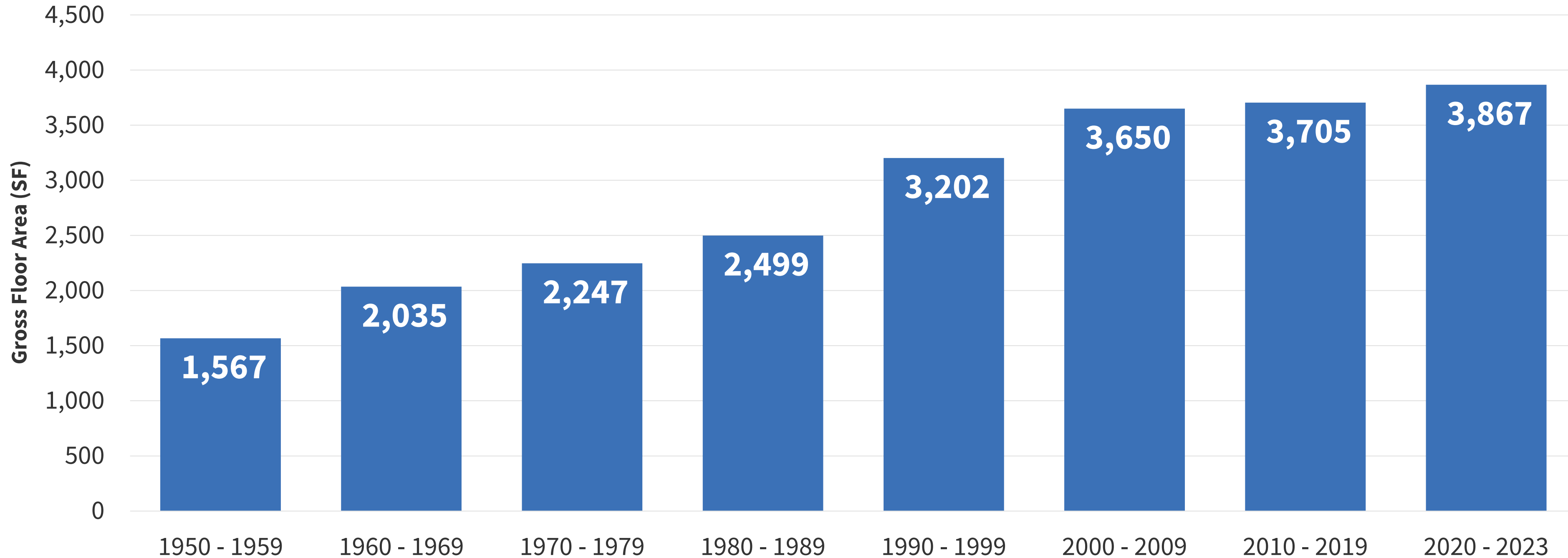
Many jurisdictions, including some of our neighbors, have **adopted similar changes** putting us in good company.

The county has a significant **housing supply issue.**

Significant equity component. This is the **right thing to do.**

# New single-family housing units are getting larger

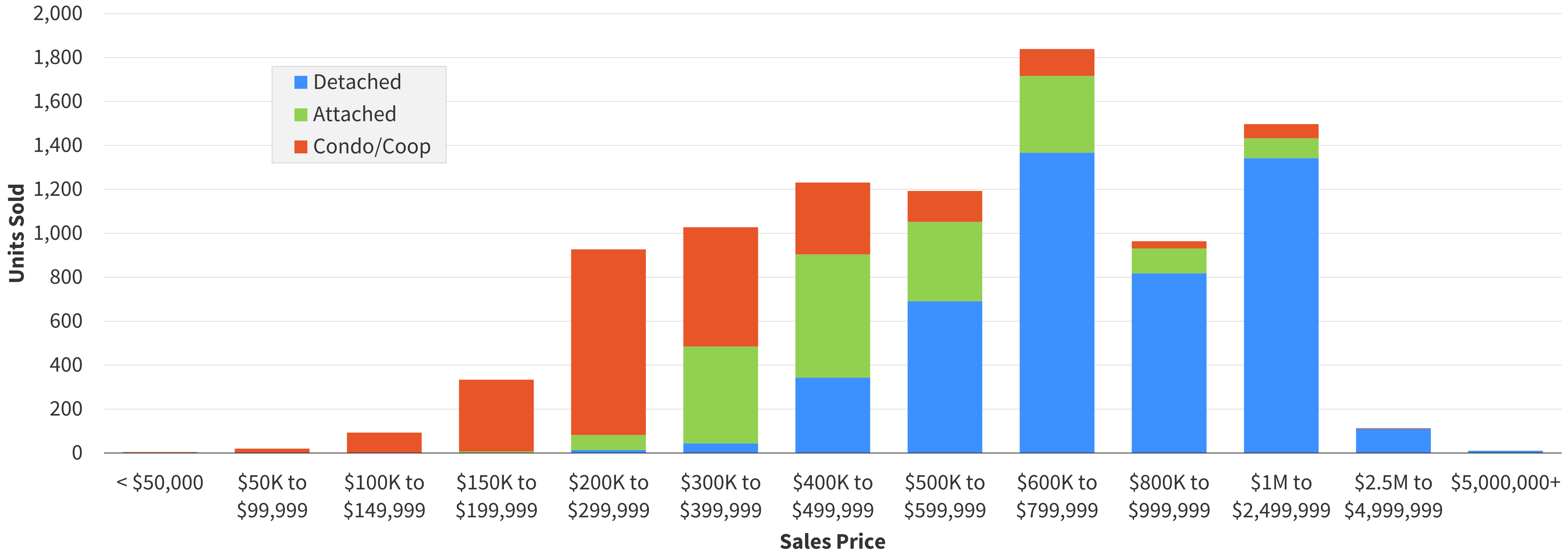
## Single Family Detached Housing Units Average Gross Floor Area by Decade Built



Source: SDAT

# In 2023, the average detached home in Montgomery County sold for \$970,000 compared to \$440,000 for attached structures

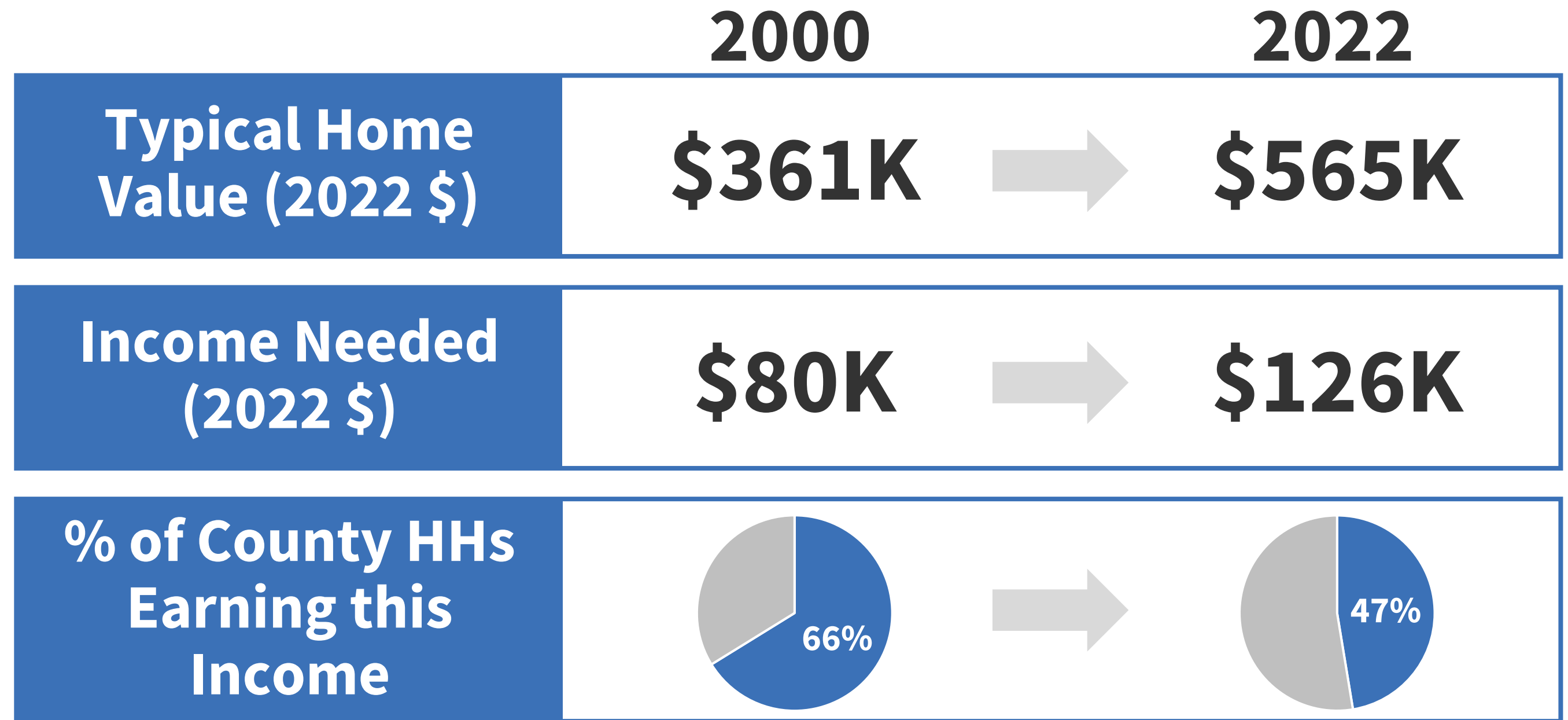
## Units Sold by Sales Price Range and Unit Type (2023)



Source: Bright MLS

# Our neighborhoods have become less attainable and more exclusive

## 20904 White Oak



**Assumptions:** 5.5% interest rate, 5% down payment, 30-year mortgage, escrow/insurance is 20% of primary principal/interest payment, debt cannot exceed 35% of income, borrower has no additional debt

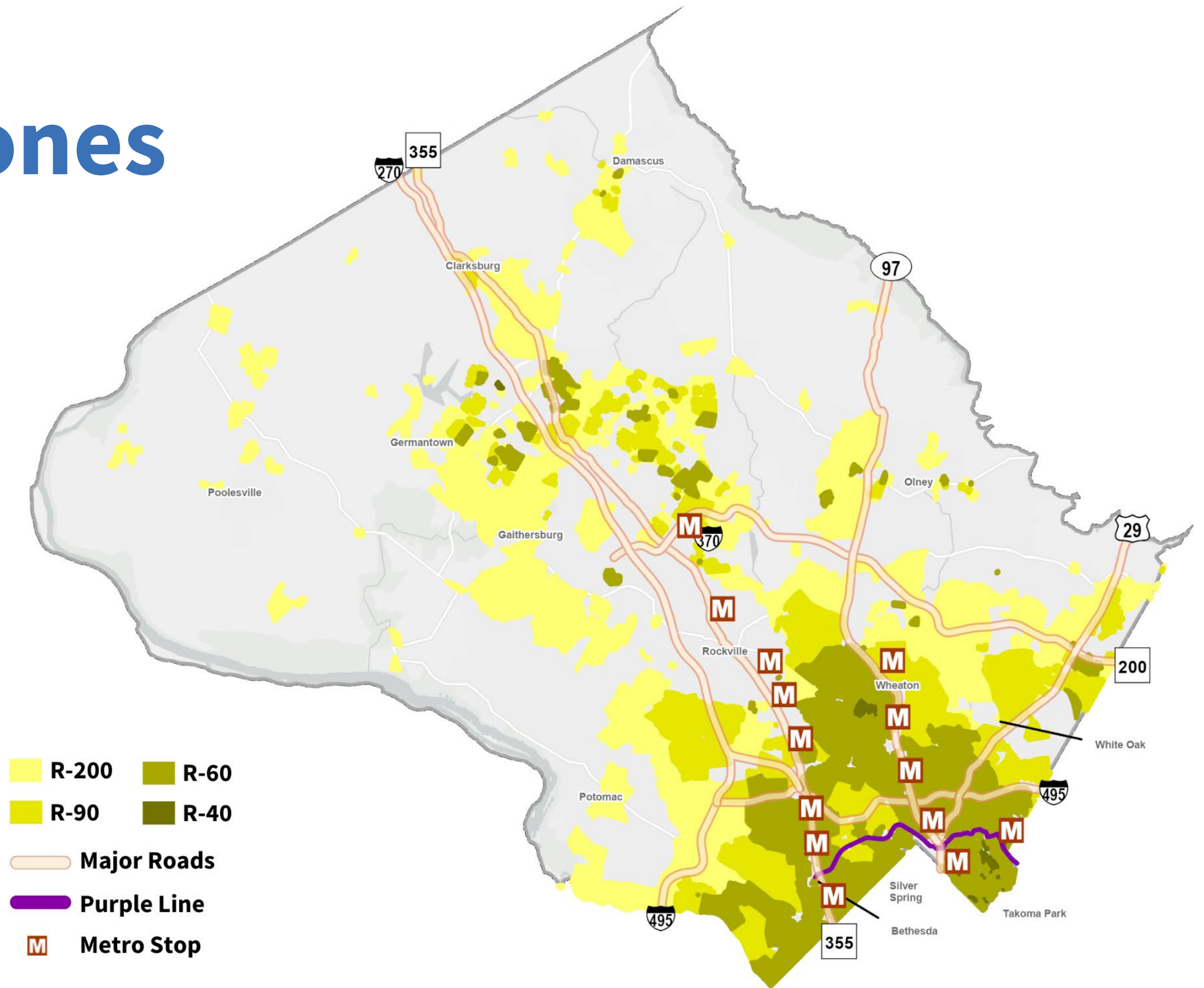
**Sources:** Zillow Single-Family ZHVI Value for June 2000 and June 2022, US Census, Bureau of Labor Statistics



# More options, generally same character

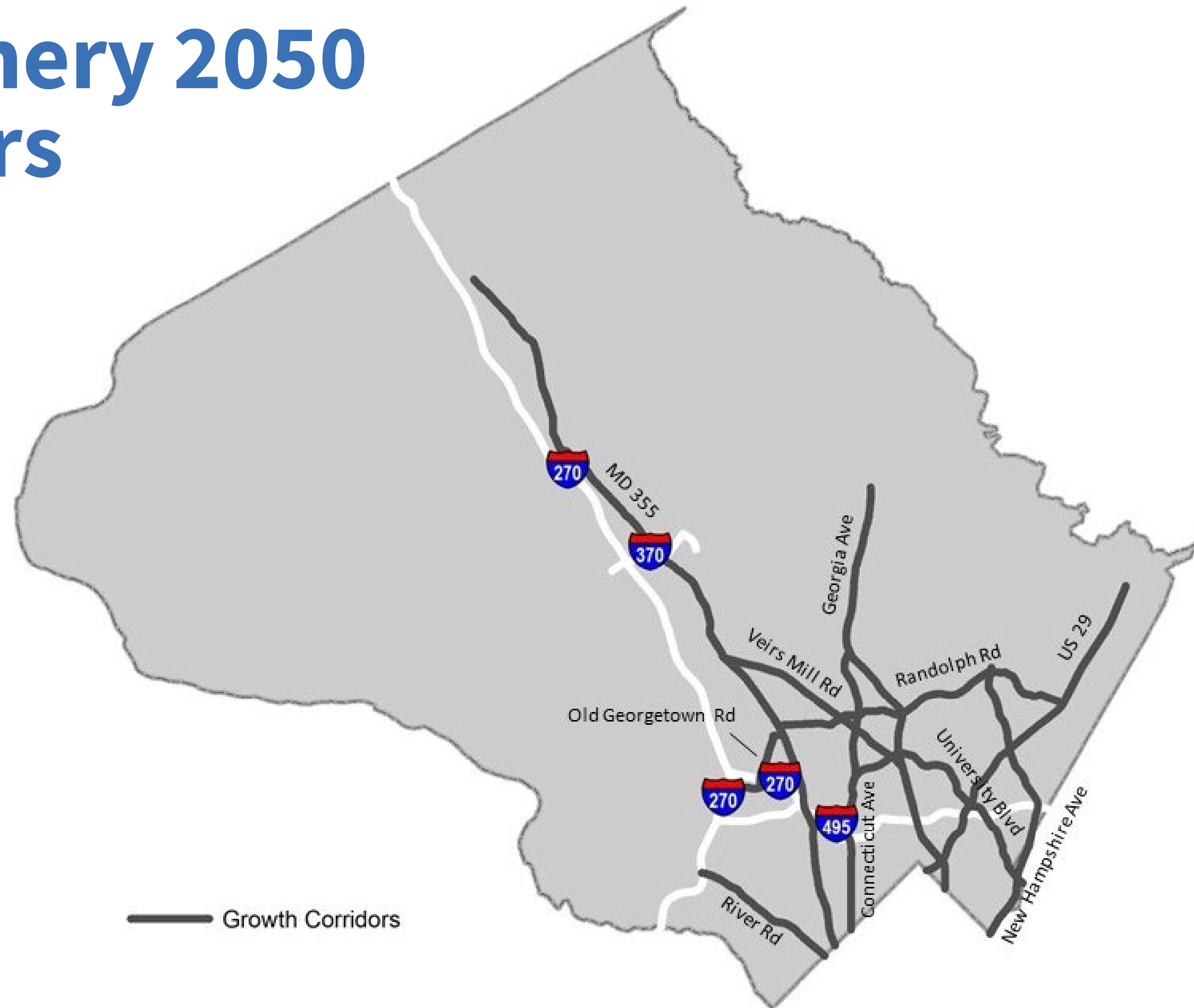


# R-40, R-60, R-90 & R-200 Zones



# Thrive Montgomery 2050 Growth Corridors

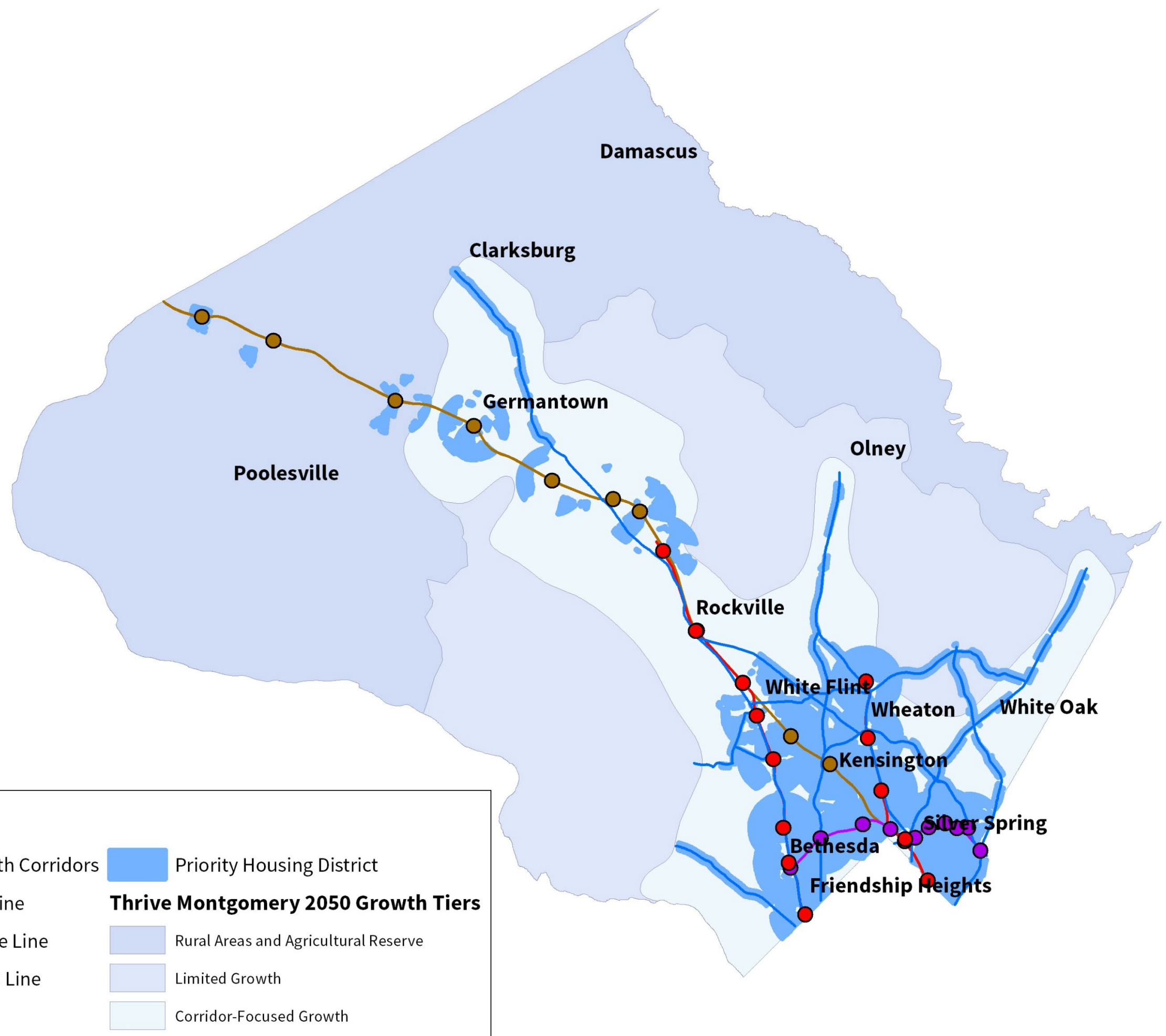
- Connecticut Avenue
- Georgia Avenue
- MD 355
- New Hampshire Avenue
- Old Georgetown Road/  
North Bethesda Transitway
- Randolph Road
- River Road
- University Boulevard
- US 29
- Veirs Mill Road



# Priority Housing District

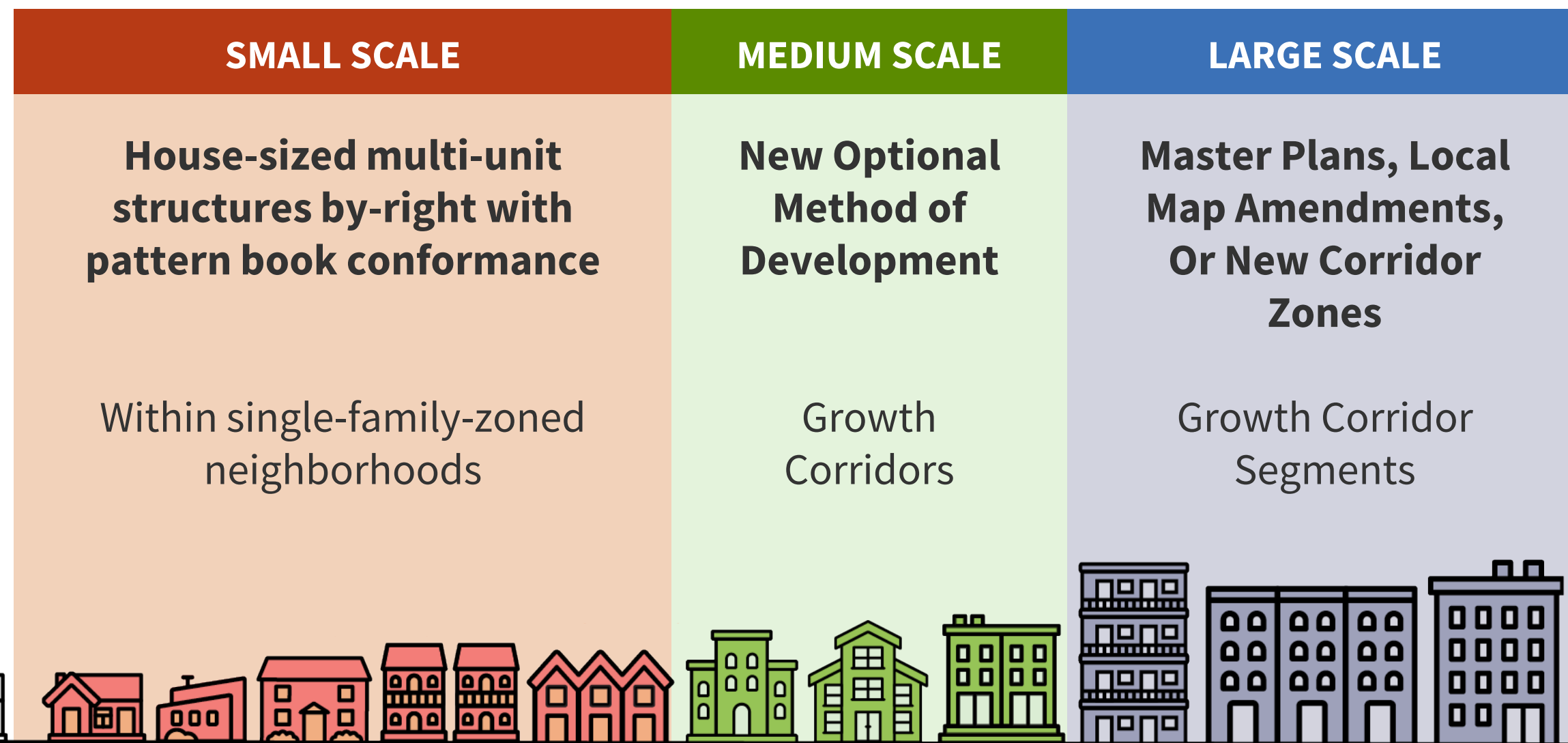
The Priority Housing District is a straight-line buffer of **1-mile** from Metrorail's Red Line, the Purple Line light rail, and MARC rail stations, plus **500 feet** from a *Thrive Montgomery 2050* Growth Corridor.

PHD reduces parking standards and allows additional unit types.

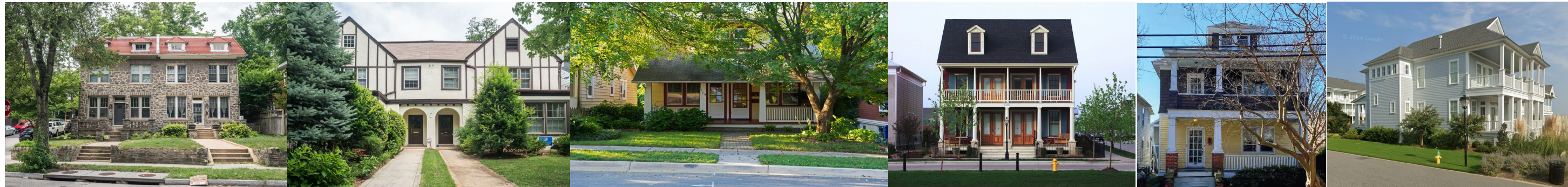


# 3

## Scales Recommended Tools Geographic Targets

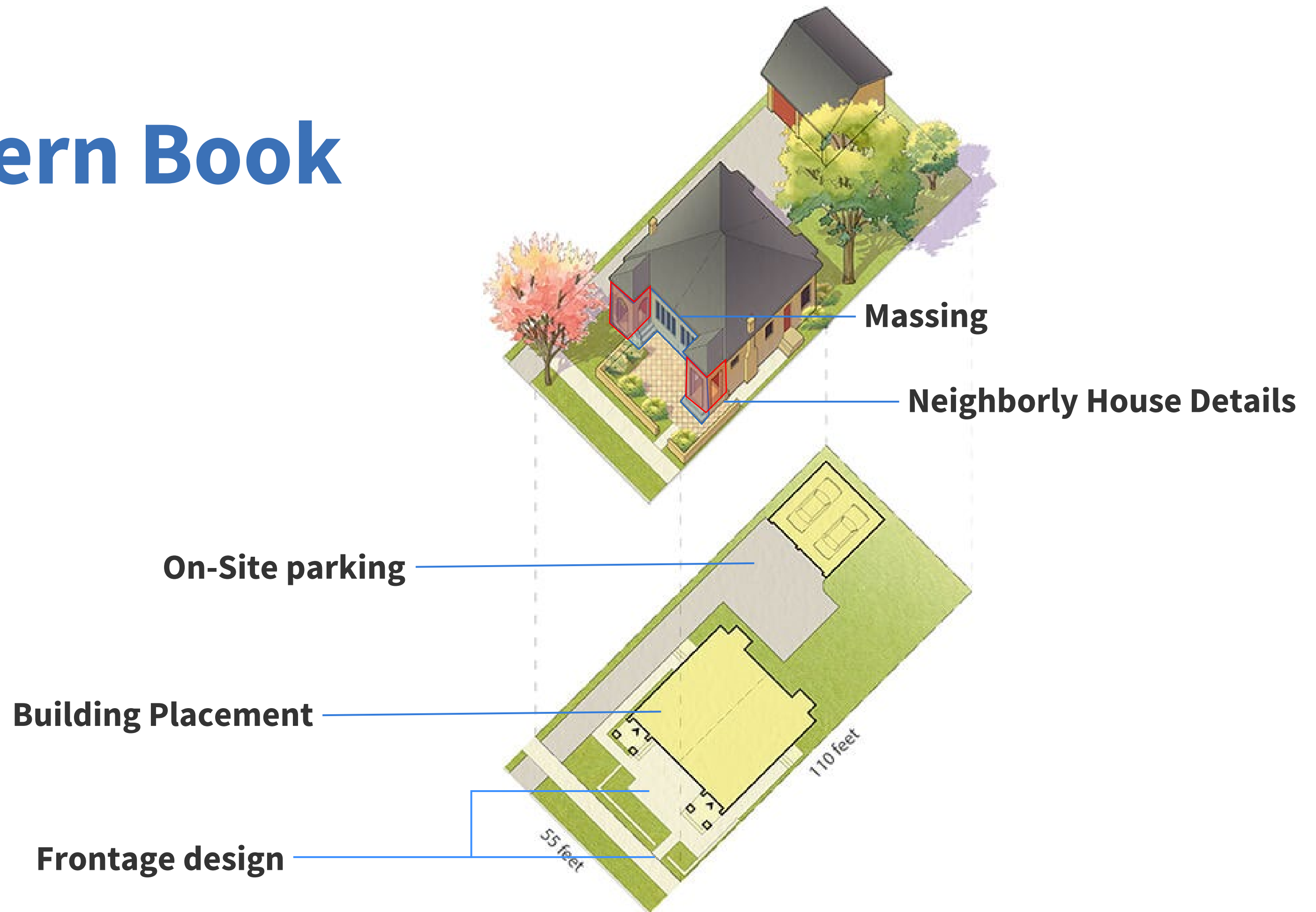


# Small Scale



What	Where	How
<p><b>House-scale buildings</b></p> <ul style="list-style-type: none"> <li>Duplexes, triplexes, and quadplexes that are of a similar size as existing detached houses.</li> <li>2-2.5 stories tall.</li> </ul>	<p><b>In the R-40, R-60, and R-90 Zones</b></p> <ul style="list-style-type: none"> <li>Duplexes and triplexes everywhere, quadplexes in the PHD.</li> </ul> <p><b>In the R-200 Zone</b></p> <ul style="list-style-type: none"> <li>Duplexes everywhere, triplexes and quadplexes in the PHD.</li> </ul>	<p><b>By-Right</b></p> <ul style="list-style-type: none"> <li>On a recorded lot</li> <li>Building permit from DPS, checking for conformance with a Pattern Book.</li> </ul>
<p><b>Standards</b></p> <p><b>Similar to Detached Houses</b></p> <ul style="list-style-type: none"> <li>No changes proposed for building height, setbacks, lot coverage.</li> <li>Some reductions in on-site vehicle parking.</li> </ul>	<p><b>Implementation</b></p> <p><b>Zoning Text Amendment(s)</b></p> <ul style="list-style-type: none"> <li>Modify use standards to allow duplexes, triplexes, and quadplexes by right with conformance to a pattern book.</li> <li>Modify development standards to accommodate new building types.</li> </ul>	

# Pattern Book



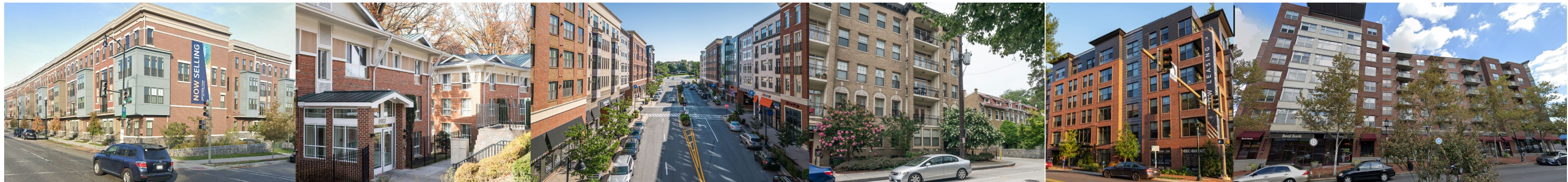
# Medium Scale



What	Where	How
<p><b>Moderate Density</b></p> <ul style="list-style-type: none"> <li>Townhouses, stacked flats, small apartments.</li> <li>3-4 stories tall.</li> </ul>	<p><b>In the R-60 and R-90 Zones</b></p> <ul style="list-style-type: none"> <li>Within 500 feet of <i>Thrive Montgomery 2050</i> Growth Corridors; or</li> <li>Land identified for a residential floating zone, or for medium scale in a master plan.</li> </ul>	<p><b>Optional Method with Site Plan</b></p> <ul style="list-style-type: none"> <li>Optional methods of development allow higher density and greater flexibility in design in exchange for additional review.</li> <li>New Administrative Site Plan process for projects with 19 or fewer dwelling units.</li> </ul>
<b>Standards</b>		<b>Implementation</b>
<p><b>Similar to MPDU Optional Method</b></p> <ul style="list-style-type: none"> <li>Reduced setbacks, increased site coverage, requirement for public open space.</li> </ul>		<p><b>Zoning Text Amendment(s)</b></p> <ul style="list-style-type: none"> <li>Establish the Attainable Housing Optional Method of Development (AHOM)</li> <li>Permit AHOM in the R-60 and R-90 zones within 500 feet of Growth Corridors.</li> </ul>



# Large Scale



What	Where	How
<p><b>Multi-Story, Multi-family</b></p> <ul style="list-style-type: none"> <li>Stacked flats, townhouses, Live/work, small apartments, large apartments.</li> <li>4+ stories tall.</li> </ul>	<p><b>Growth Corridors and Centers</b></p> <ul style="list-style-type: none"> <li>Located along <i>Thrive Montgomery 2050</i> Growth Corridors, and in and around centers of activity.</li> </ul>	<p><b>Preliminary/Site Plan</b></p> <ul style="list-style-type: none"> <li>Preliminary and Site Plan process.</li> <li>Same as how larger residential developments are approved today.</li> </ul>
<b>Standards</b>		<b>Implementation</b>
<p><b>Underlying Zones</b></p> <ul style="list-style-type: none"> <li>Follow applicable standards of the zones (Multi-Unit or CR zones).</li> <li>Following any recommendations from design guidelines or Overlay Zones.</li> </ul>		<p><b>Master Plans</b></p> <ul style="list-style-type: none"> <li>Master Plan process to identify opportunities for more intensive residential uses.</li> <li>Local Map Amendments to rezone property outside of a master plan</li> <li>Future Corridor Floating Zones.</li> </ul>

# Reductions to Off Street Parking Requirements

	Outside Priority Housing District		Inside Priority Housing District	
	No Street Parking Present	Street Parking Present	No Street Parking Present	Street Parking Present
Parking Reduction	0%	50%	50%	75%
Ex: Duplex	4 spaces	2 spaces	2 spaces	1 space

**Current parking minimum:** 2 spaces per unit

# Upcoming Listening Sessions

- **September 11, 7-9 pm** | Silver Spring Recreation and Aquatic Center
- **September 12, 7-9 pm** | Wheaton Community Recreation Center
- **September 17, 7-9 pm** | White Oak Community Recreation Center
- **September 23, 7-9 pm** | Germantown Community Center
- **September 25, 7-9 pm** | Bethesda-Chevy Chase High School
- **October 2, noon-1:30 pm** | Virtual

# You're Invited – Planning Board Speaker Series

In-person at M-NCPPC Wheaton Headquarters + virtual from 5:30 to 7 pm



## **September 19: A Tale from our Partners: Lessons learned from the trenches**

- Featuring panelists from St. Paul (MN), Oregon, and Arlington County (VA)

## **October 17: Practitioner's Panel: Implementation Successes and Areas of Focus**

- Featuring panelists from the Young Group, the Urban Land Institute, and Opticos Design

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# Listening Session

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