

A nighttime photograph of the Prince George's County waterfront. The scene is illuminated by city lights and a large, brightly lit Ferris wheel on the right. The sky is a deep blue, and the water in the foreground reflects the lights. The text is overlaid on the upper portion of the image.

# Prince George's County Comprehensive Housing Strategy

Public meeting #4

Northwestern High School  
Prince George's County, MD  
May 16, 2018

# Tonight's meeting

- Brief presentation:
  - What is the Comprehensive Housing Strategy?
  - Snapshot of existing conditions
  - Proposed strategies
- Roundtable discussions

# Project overview

# Project overview:

## *Strategy development approach & timeline*

Prince George's County Comprehensive Housing Strategy

5/17/2018



### ***Comprehensive Housing Strategy***

#### **Phase 1**

*Existing & future conditions analysis*  
June 2017 – March 2018

#### **Phase 2**

*Development of principles, goals, & targets*  
March 2018 – May 2018

#### **Phase 3**

*Strategy development & delivery*  
May 2018 – September 2018

***Ongoing public & stakeholder engagement***  
Ongoing

# Project overview:

## *Outreach activities*

- **How have we used feedback from past public meetings?**
  - ❑ Shared with County Council in January & April 2018.
  - ❑ Shaped our data findings & proposed strategies.
  - ❑ Provided the basis for the CHS' guiding principles.
  
- **How can you stay involved in this process?**
  - ❑ Host a discussion using the brand-new Communications Toolkit.
  - ❑ Follow the project on social media (@DHCDPG).
  - ❑ Stay up-to-date on the project via its webpage: [mypgc.us/housingstrategy](http://mypgc.us/housingstrategy)

# Snapshot of existing conditions

# Snapshot of existing housing conditions:

## *Key findings*

Prince George's County Comprehensive Housing Strategy

- Housing needs and preferences among Prince George's County residents are changing, shaped by demographic changes.
- The County may not offer enough housing options—for a range of income levels, preferences, and phases of life—to meet its existing and future housing needs.
- Some County residents cannot keep pace with rising housing costs.

# Snapshot of existing housing conditions

Prince George's County Comprehensive Housing Strategy

- **Changing housing needs & preferences are shaped by:**
  - Aging residents
  - Rise in Hispanic households and immigrants
  - Fewer families, more unrelated persons living together
  - Smaller households
  - Limited growth in middle-income households

CHANGE IN TOTAL POPULATION



+3%

CHANGE IN PERSONS 65+ YEARS



+11%

# Snapshot of existing housing conditions

Prince George's County Comprehensive Housing Strategy

- Compared with surrounding jurisdictions, Prince George's County offers some of the region's lowest home values and rents.
- However, its housing costs have increased by about one-third since 2000, while household income decreased slightly.
  - Median home value: +30 percent
  - Median rent: +29 percent
  - Median income: -1 percent

**\$1,002**  
2000 MEDIAN RENT

**\$1,249**

2015 MEDIAN RENT



**\$195,337**

2000 MEDIAN HOME VALUE

**\$254,700**

2015 MEDIAN HOME VALUE



SOURCES: 2000 US CENSUS; 2015 AMERICAN COMMUNITY SURVEY

# Snapshot of existing housing conditions

Prince George's County Comprehensive Housing Strategy

5/17/2018

Limited affordable housing options and changing needs have caused many current residents, especially renters, to pay too much for housing.



TOTAL COST-BURDENED HOUSEHOLDS



OF RENTERS ARE COST-BURDENED



OF OWNERS ARE COST-BURDENED

The number of residents paying too much for housing—and the amount of their paycheck they are spending on housing—has grown.

+11,683

CHANGE IN TOTAL COST-BURDENED HOUSEHOLDS

+21,747

CHANGE IN HOUSEHOLDS WITH SEVERE COST-BURDENS

SOURCES: HUD CHAS 2000 & 2014

# Proposed strategies

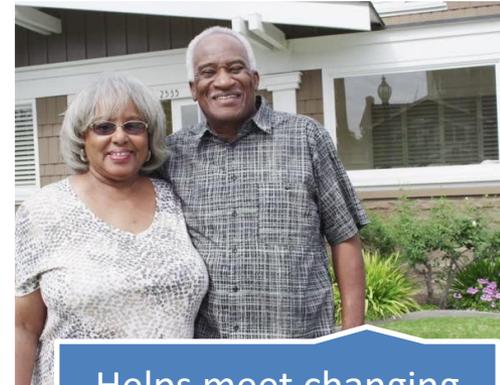
# Proposed strategy



Support diverse housing options to strengthen neighborhoods and improve quality-of-life

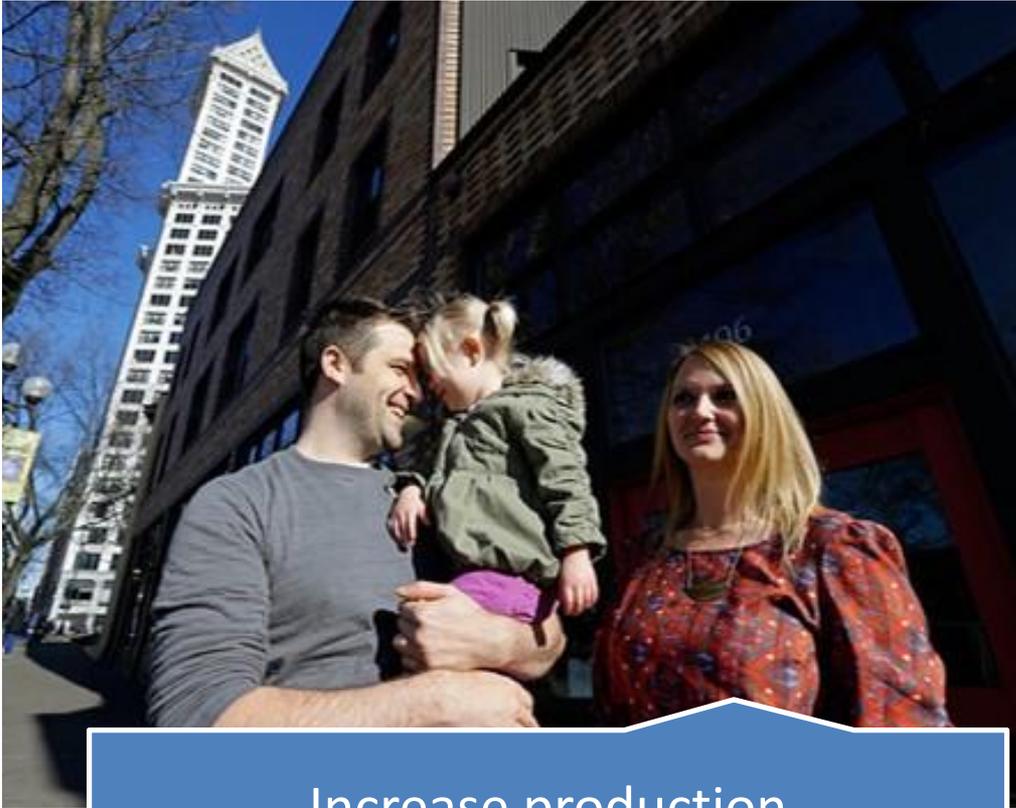


Creates a variety of housing products



Helps meet changing needs among residents

# Proposed strategy



Increase production of affordable housing to help residents who are cost-burdened

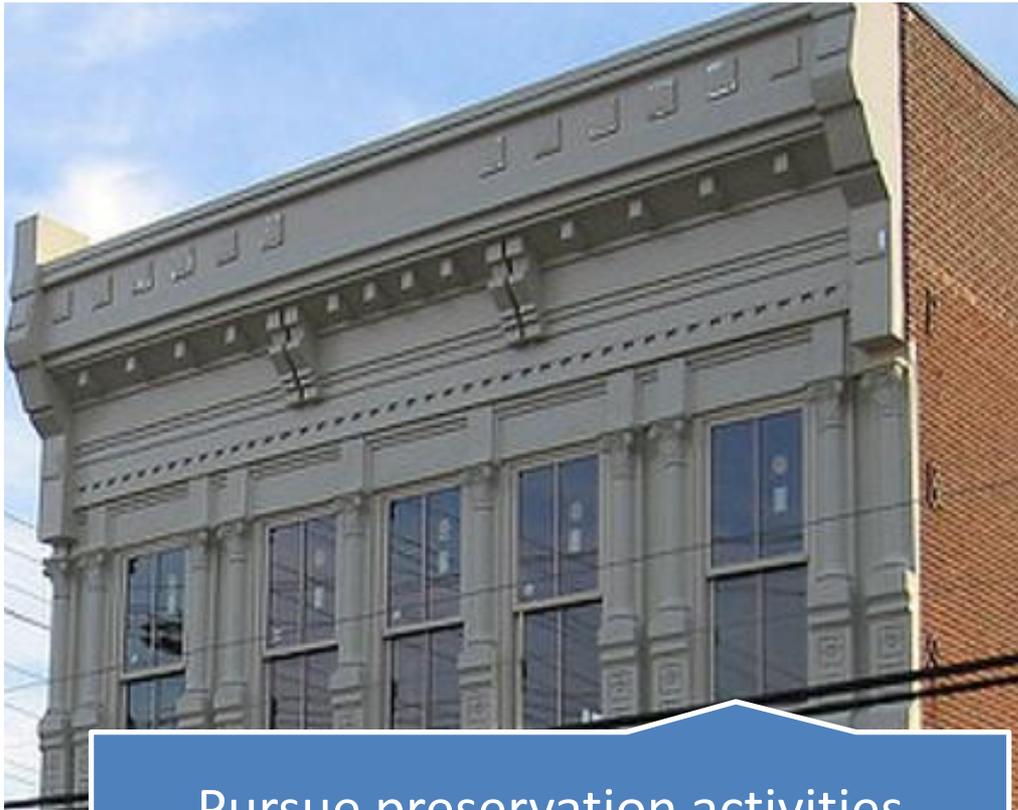


Addresses limited amount of housing

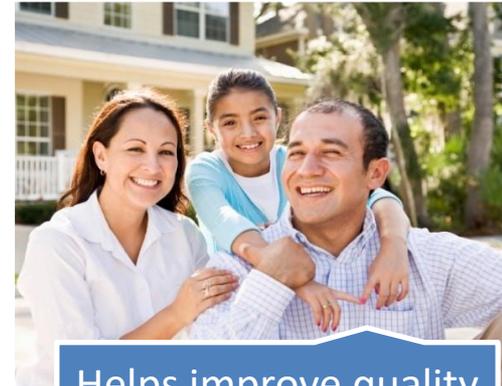


Lowers overall household expenses

# Proposed strategy



Pursue preservation activities to extend quality and affordability of existing properties



Helps improve quality for existing resident



Promotes neighborhood stability

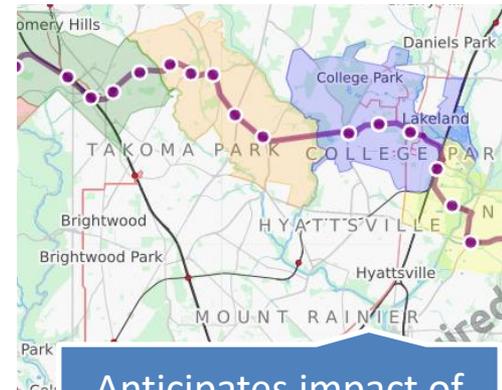
# Proposed strategy



Preserve long-term affordability and stabilize vulnerable residents in areas experiencing market pressure



Helps existing residents stay in their homes or neighborhood



Anticipates impact of large-scale investments

# Proposed strategy



Increase investments in neighborhoods to improve quality-of-life and long-term stability



Uses housing to improve neighborhoods



Enables people to live near local amenities

# Q&A

# Thank you for attending!

**Stay up-to-date at:  
[mypgc.us/housingstrategy](http://mypgc.us/housingstrategy)**

**Host your own discussion with  
the Communications Toolkit!**

Download the discussion guide at [mypgc.us/housingstrategy](http://mypgc.us/housingstrategy).

