



HOUSING & ECONOMIC DEVELOPMENT STRATEGIC PLAN

City of Takoma Park, Maryland

January 16, 2019

STRATEGIC PLAN



Development of Strategic Plan

- November 2016 Request for Proposals Issued
- March 2017 Contract Executed
- April – Nov 2017 Data Analysis
 - Community Survey
 - Stakeholder Interviews
 - Public Comment Solicitation
- June 2017 Listening Session
- September 2017 Data Analysis Completed
 - SWOT Report Completed
- October 2017 Strategic Plan Presentation
- November 2017 Open Houses
- February 2018 Housing Forum
- October 2018 Council Discussion

STRATEGIC PLAN

Housing Elements



The following elements of the plan have been considered by the Council:

- **October 3, 2018 Work Session**
 - Draft Housing Goal
 - Factors Impacting Housing
 - Preliminary Recommendations
- **October 17, 2018 Work Session**
 - Draft Vision Statement
 - Revised Strategy & Objectives
 - Revised Recommendations
- **October 29, 2018 Work Session**
 - Review of Draft Vision Statement, Housing Goal, Strategies & Objectives
 - Introduction of Proposed Indicators

Discussion Points

January 16, 2019 Work Session

- Review and Approval of Revised Vision Statement, Housing Goal, Housing Strategy and Housing Objectives
- Selection of Proposed Indicators
- Approval of Updated Recommendations
- Next Steps



VISION: A LIVABLE COMMUNITY FOR ALL

**A community that
protects the rights of all people;
embraces and provides opportunities to people of all
ages, races, ethnicities, citizenship status, abilities,
gender identities and sexual orientation;
maintains and enhances the physical characteristics of
its residential and commercial neighborhoods; and
is safe, sustainable, accessible, and affordable all across socioeconomic groups.**

HOUSING GOAL

To ensure that a range of safe, quality, affordable and stable housing options and opportunities that meet the needs of all people are available in neighborhoods throughout the community.

HOUSING STRATEGY



The City Council supports and advocates for a coordinated and racially equitable housing strategy which

- encourages the preservation and development of a diverse range of quality housing that is affordable for people across all income levels and in all neighborhoods;
- facilitates public and private investment in the development of character-rich, walkable and bikeable neighborhoods; and
- provides housing which appeals to a broad range of people including young adults, first time homeowners, families with children, seniors seeking to age in the community, and individuals with disabilities.

HOUSING OBJECTIVES

Support of actions by public,
private and nonprofit partners



- Ensure homeownership and rental opportunities are available in welcoming character-rich, walkable and bikeable neighborhoods throughout the community;
- Maintain the long term affordability and physical condition of the existing housing stock;

HOUSING OBJECTIVES



- Offer a variety of housing types across the affordability spectrum which are attractive to a diverse demographic;
- Encourage the construction of new moderate and higher density infill development and mixed use residential redevelopment; and

HOUSING OBJECTIVES



- Advocate for local, county, state and federal decisions, policies, legislation, regulations and funding in support of these housing objectives.

INDICATORS

Potential measures to gauge success of housing strategies and objectives

Homeownership and rental housing opportunities are available in welcoming character-rich, walkable and bikeable neighborhoods throughout the community.

- *Increase in homeownership rates in Ward 4 and Ward 5*
- *Increase in rental housing rates in Ward 1, Ward 2 and Ward 3*
- *Increase in walkability scores*

- *Time Frame: 2019-2030*

INDICATORS

Maintenance of the long term affordability and physical condition of the existing housing stock.

- *Decrease in the percentage of housing cost burdened home owners*
- *Decrease in the percentage of housing cost burdened renters*
- *Increase in number of units priced at affordable levels based on % of AMI*
- *Decrease in the number of vacant housing units*
- *Decrease in property maintenance code violations in multi-family rental facilities*
- *Increase in the number of biennial rental housing licenses issued*

▪ *Time Frame: 2019-2030*

INDICATORS

Access to a variety of housing types across the affordability spectrum which are attractive to a diverse demographic.

- *Increase in the number of three and four bedroom rental units*
- *Increase in the number of accessory dwelling units*
- *Increase in the number of registered owner occupied group houses*
- *Increase in the number of townhouse units*

■ Time Frame: 2019-2030

INDICATORS

Construction of new moderate and higher density infill development and mixed use residential redevelopment

- *New housing units in high-rise, higher density residential and mixed-use developments located within the New Hampshire Avenue Corridor in Ward 2, Ward 3, and Ward 6*
- *New housing units in mid-level, moderate density residential and mixed-use developments in Wards 5 and 6*

▪ Time Frame: 2019-2030

INDICATORS

Advancement of housing goal through advocacy

- *Percentage of annual operating budget set aside for housing affordability*
- *Increase in funds invested by local, regional, state and federal partners*
- *Adoption of legislation furthering approved housing strategy and identified objectives*

■ Time Frame: 2019-2030

DRAFT RECOMMENDATIONS

Substantive actions which, when partnered with current policies, existing programming, new initiatives and proposed legislative modifications, have the potential to advance the Council's identified housing objectives.

Housing Fund

- Ongoing Funding Mechanism
- Property Acquisition
- Housing Rehabilitation / ADU Retrofits
- Infill Redevelopment / New Development

Community Land Trust

- Scattered Site Property Acquisition



RECOMMENDED ACTIONS

Development & Redevelopment

- New Hampshire Avenue Corridor
- Takoma Langley Crossroads
- Large In-Fill Redevelopment
- Small In-Fill Subdivisions

Individual & Organizational Capacity

- Homebuyer / Homeowner Programs
- Tenant Association Support
- Condominium Association Support



RECOMMENDED ACTIONS

Advocacy

- “Strategic Plan Consideration” Statement
- Ordinance Amendments
- Zoning Text and Map Amendments
- Site Plan and Subdivision Applications
- Conditional Use Permits
- Ongoing Capitalization of Housing Fund
- Property Tax Credits
- Payment in Lieu of Taxes (PILOT) Policy
- Establishment of Special Taxing Districts



NEXT STEPS



- Develop Implementation Plan
- Finalize Indicators
- Adopt Resolution Adopting Housing Strategies and Implementation Plan
- Presentation of Related FY20 Budget Recommendations



City of Takoma Park, Maryland Housing and Community Development Department

takomaparkmd.gov/initiatives/project-directory/housing-and-economic-development-strategic-plan

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