



Bethesda Downtown Plan

community
identity

equity

habitat +
health

access +
mobility

water

energy +
materials

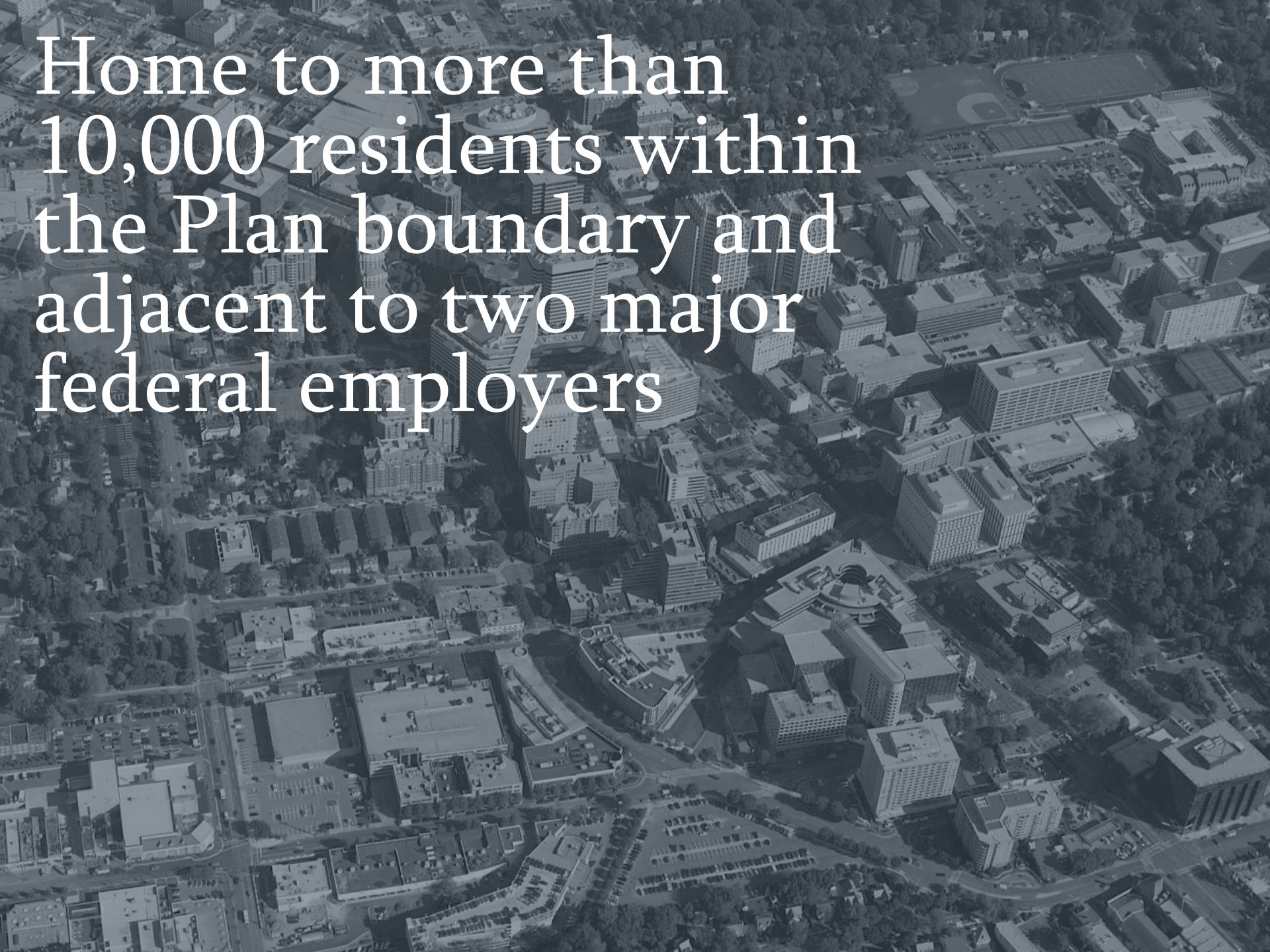


Work Session #11 | Planning Board April 28, 2016

MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION



Affordable Housing Approach

An aerial, grayscale photograph of a densely populated urban area. The image shows a complex network of streets, numerous multi-story buildings of varying heights and architectural styles, and patches of greenery. The perspective is from a high angle, looking down on the city. The text is overlaid on the top-left portion of the image.

Home to more than
10,000 residents within
the Plan boundary and
adjacent to two major
federal employers

An area with the
highest average rents
in the County and a
need to increase
affordable housing
options



economic
competitive
+ innovative

A truly **sustainable** Downtown...

social
unique +
affordable

environmental
greener +
connected

Plan Goals

- Affordable Housing.
- Parks and Open Space
- Environmental Innovation
- Economic Competitiveness

A truly **sustainable** Downtown...

economic
competitive
+ innovative

social
unique +
affordable

environmental
greener +
connected

...with strengthened **Centers of Activity**



..... and this is **how** to get there:

Great Transit
+ Walkability

Density
Averaging

Optional
Method Public
Benefits

High
Performance
Area

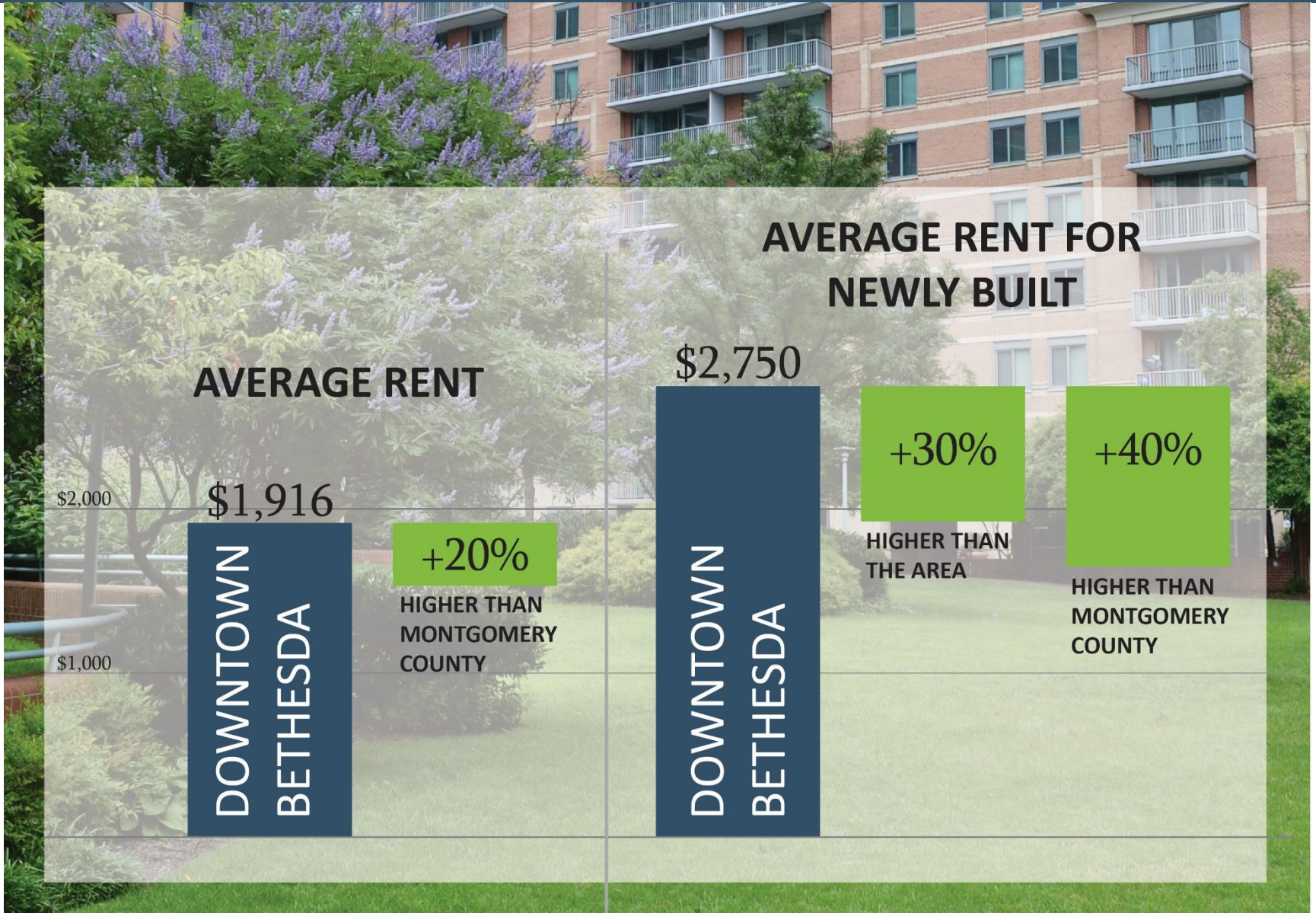
Design
Excellence



Goals

- Preserve existing market-rate affordable housing .
- Produce new units to provide a mix of housing options and increase the provision of Moderately Priced Dwelling Units in exchange for development incentives.
- Reach deeper levels of affordability (below 65% AIM)

Existing Conditions



Existing Conditions

Total existing multi-family rental units = 4,669

826 rent-restricted, 3,263 market-rate (65% - 120%).
4,089 market-rate affordable AND rent-restricted.

MARKET-RATE RENTAL UNITS

3,843 units - 82.31%

RENT-RESTRICTED UNITS FOR
LOW-INCOME HOUSEHOLDS

826 units - 17.69%

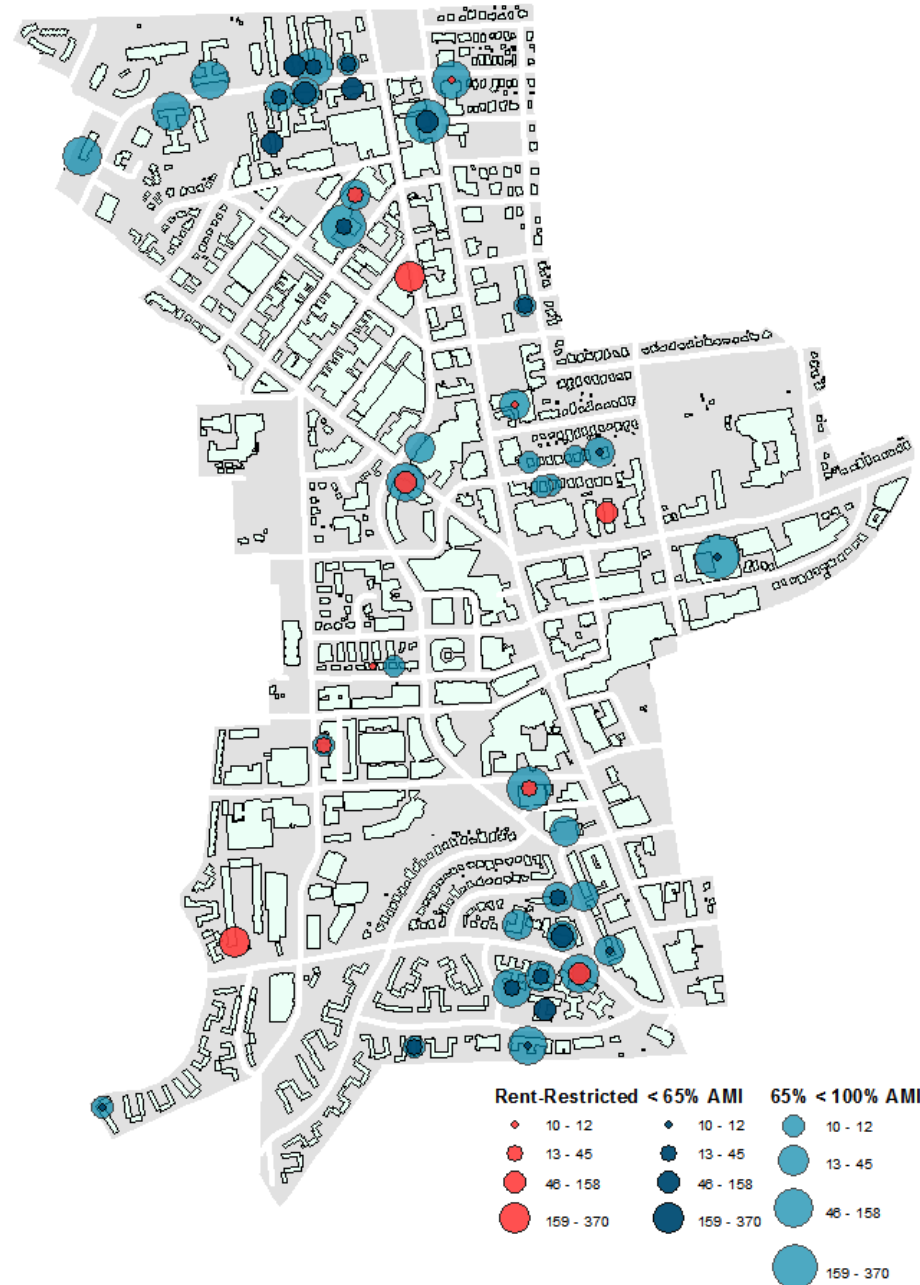
Existing Conditions

Market-Rate Affordable
(not rent restricted)

MODERATE INCOME HOUSEHOLDS
100% AMI < Income < 120% AMI
491 units - 10.52%

LOW-TO-MODERATE INCOME HOUSEHOLDS
65% AMI < Income < 100% AMI
1,992 units - 42.66%

LOW INCOME HOUSEHOLDS
Income < 65% AMI
780 units - 16.71%



Preserve and Produce affordable housing

| Existing Multi-Family Rental Units | Total Vision Build-out (Units) | Current Rent Restricted | New Rent Restricted (15% MPDU) | Proposed Rent Restricted |
|------------------------------------|--------------------------------|-------------------------|--------------------------------|--------------------------|
| 4,669 | 13,125 | 826 | 1,269 | 2,095 |

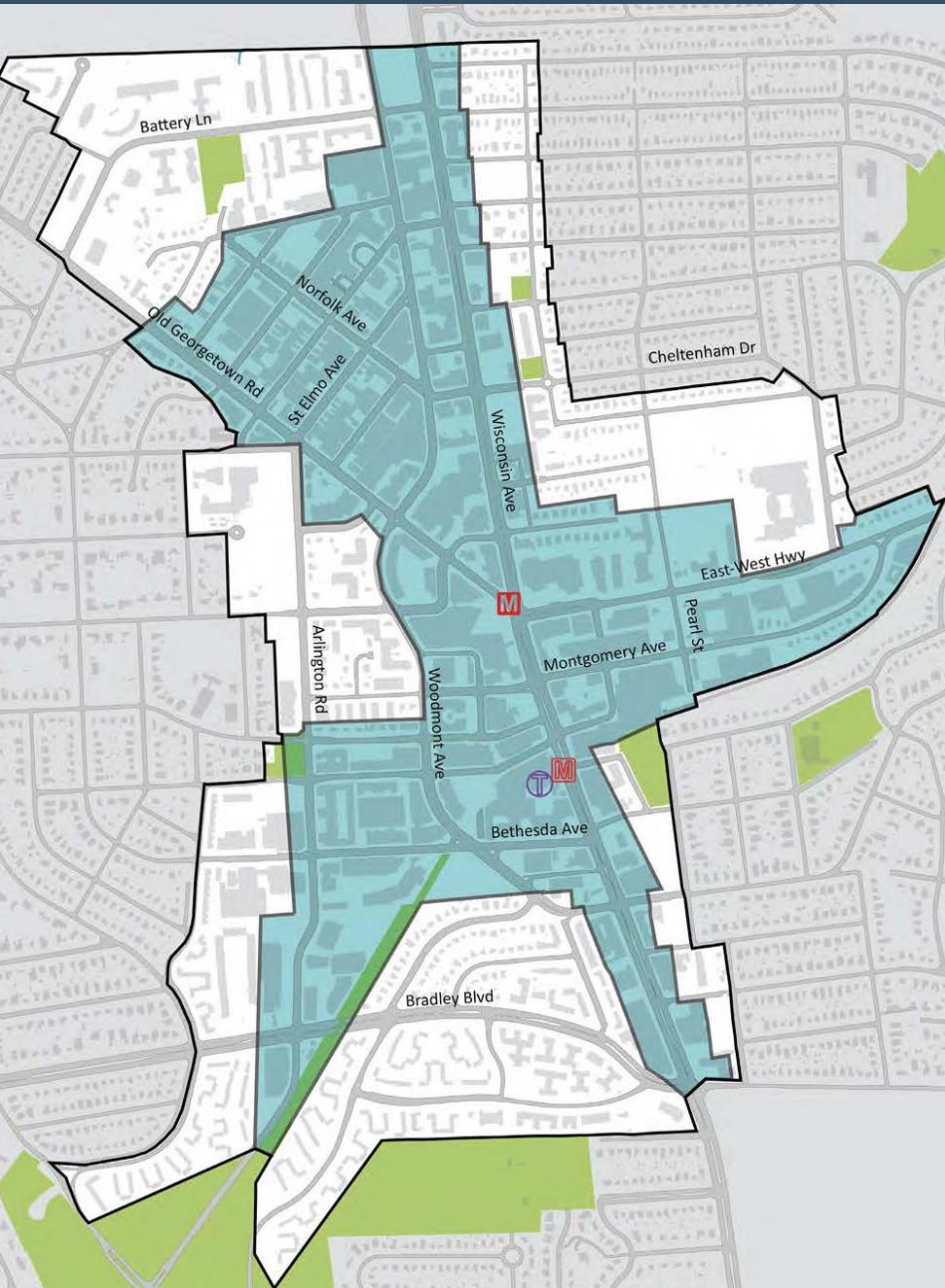
Redevelopment will increase the number of Rent-Restricted units near Metro.

PROS

- More rent-restricted units overall
- Ensure affordable housing accessible to target income groups
- If affordable housing providers redevelop at higher density, they may provide more rent-restricted units than 15% minimum

CONS

- Potential loss of naturally occurring affordable market-rate units with redevelopment
- Proportion of affordable to market-rate may decrease



Recommendations

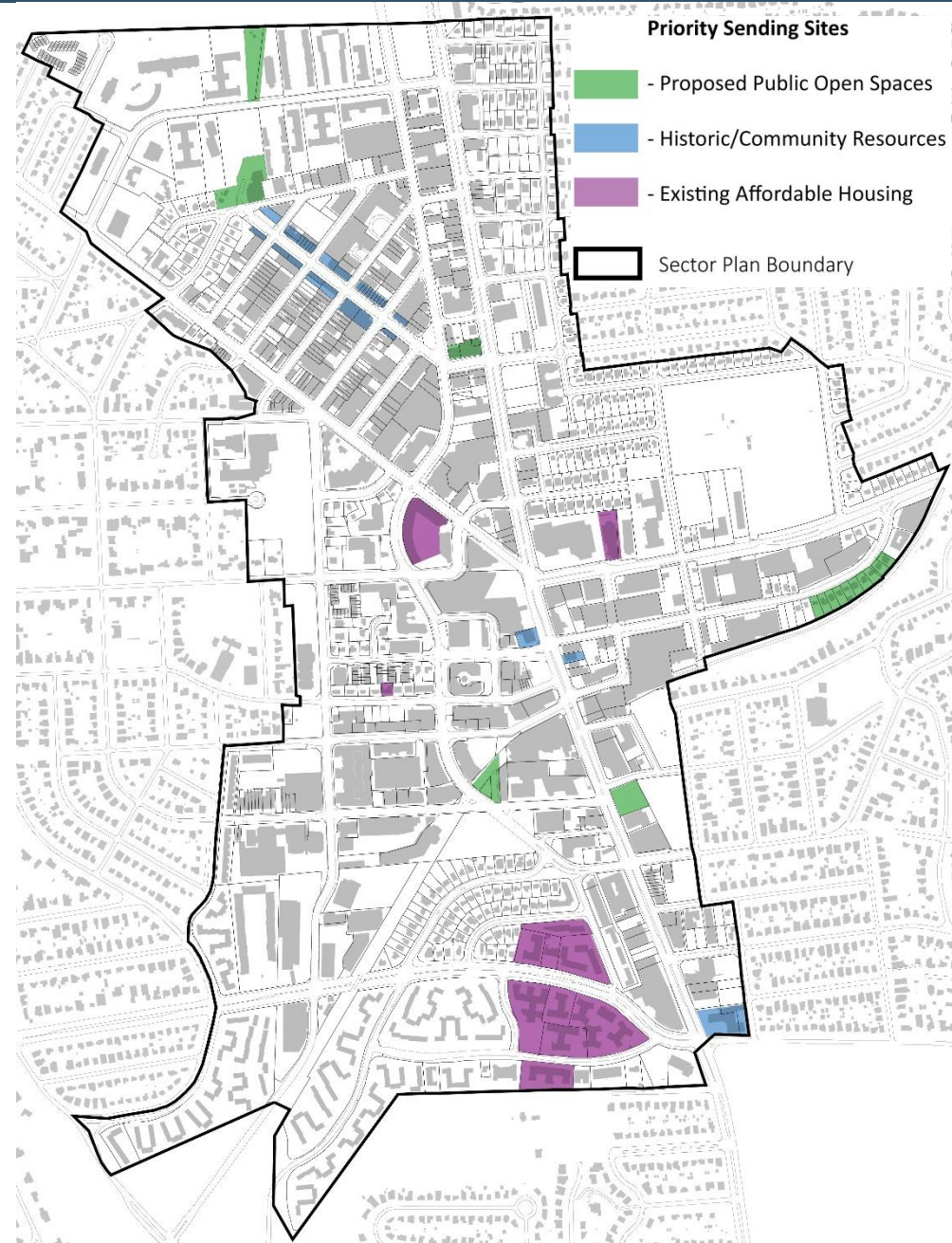
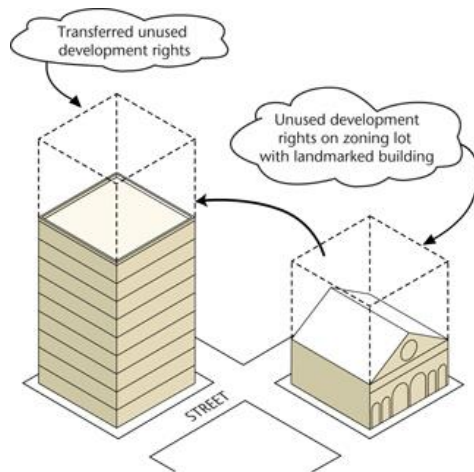
- Produce a minimum 15% MPDUs for residential development within the High Performance Area in Downtown Bethesda or Bethesda-wide.
- Preserve existing market-rate affordable housing through density averaging and priority sending sites.
- Prioritize 2-3 bedroom MPDUs
- Reach deeper levels of affordability (below 65% AIM)

Implementation

- Identify and prioritize key density averaging sending sites. Implement through the use of an Overlay Zone

Priority Sending Sites

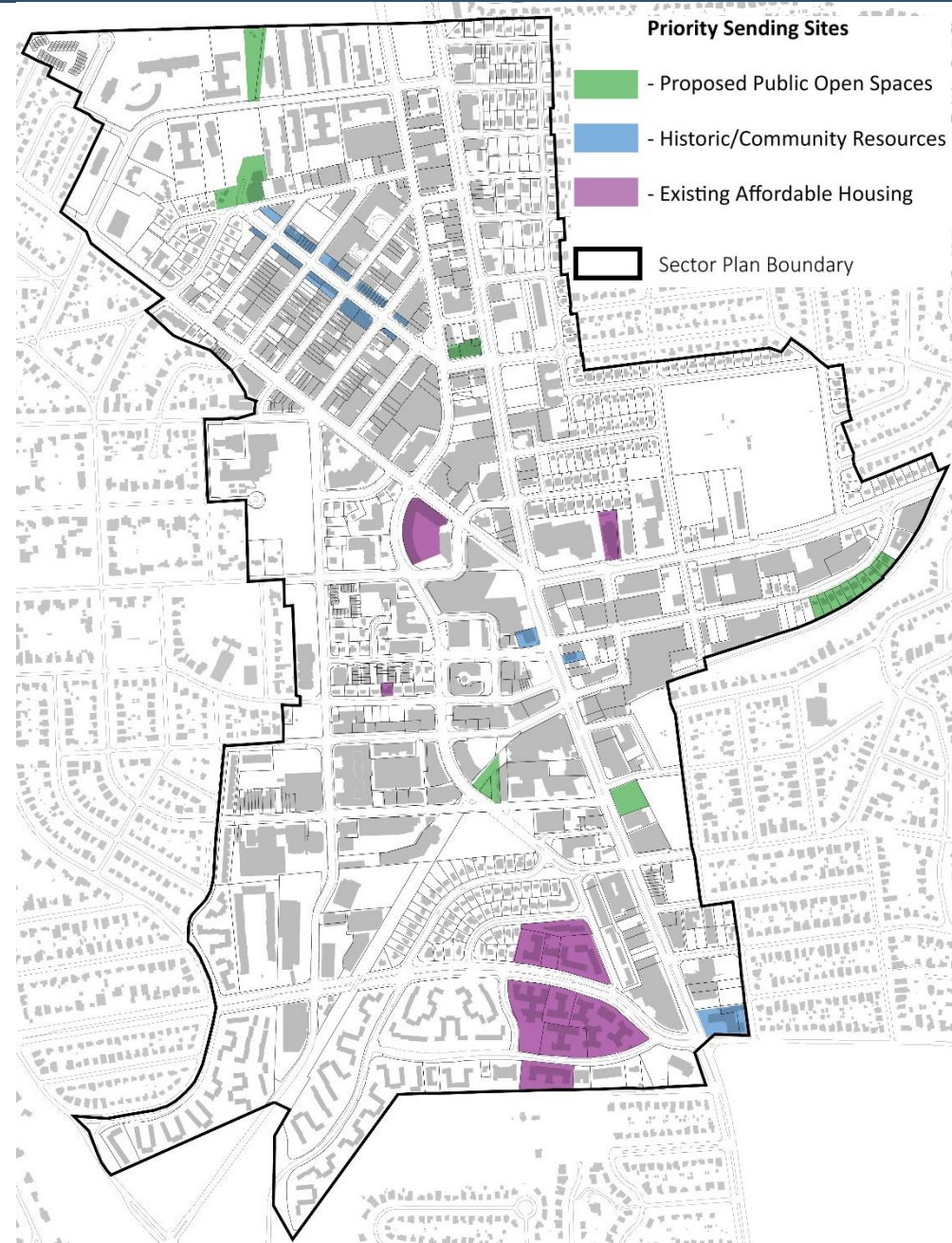
- Proposed Public Open Space
- Historic Resources/Landmarks
- Existing Affordable Housing



Implementation Strategy

Incentives:

- Transfer density beyond the existing $\frac{1}{4}$ mile limit.
- Transfer density to another site without being included in a common sketch plan or site plan.
- Density may be used at more than one receiving site.
- May qualify for public benefits as a major public facility.



Other Tools:

Off-Site MPDUs

- Must be within the Plan boundary
- Applicant to determine location at site plan.
- Pay existing buildings to set aside units as MPDUs with cap of 15%
- Require a higher ratio of off-site units (i.e. 1:1.5)?
- This idea is not fully supported by DHCA (for rental units)

Other Tools:

- Facilitate activity of AHPs in housing development to efficiently increase the yield of affordable units that stay affordable.
- Add a housing payment from non-residential development as an option for public benefit points.
- Redevelop key public facilities to include affordable housing including public parking lots and garages
- Incentives to reach deeper affordability (below 65%AMI)



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