

MONTGOMERY COUNTY RENTAL HOUSING STUDY

NEIGHBORHOOD ASSESSMENT

June 2016

AGENDA

- Model Neighborhood Presentation
- Neighborhood Discussion
- Timeline Discussion
- Next Steps

WORK COMPLETED

- Socioeconomic Analysis
- Rental Housing Supply Analysis
- Rental Housing Demand Analysis
- Affordability Analysis
- Model Neighborhood Assessment

TABLE OF CONTENTS

- Introduction
- Goal of Assessment
- Data Utilized
- Glossary of Terms
- Existing Conditions
- Methodology and Approach
- Results of Assessment
- Next Steps

GOAL OF NEIGHBORHOOD ASSESSMENT

- Understand factors influencing preservation or development of affordable rental housing at neighborhood level
- Identify needs and opportunities for preservation of or introduction of new affordable rental units
- Set foundation for development of policy recommendations that support addressing needs and opportunities for preservation and/or introduction of new affordable rental units

DATA UTILIZED

Source	Description	Date	Data Provider
ESRI Business Analyst Online	Total Population	2015	APD Urban Planning and Management
ESRI Business Analyst Online	Total Households	2015	APD Urban Planning and Management
ESRI Business Analyst Online	Average Household Size	2015	APD Urban Planning and Management
ESRI Business Analyst Online	Average Family Size	2015	APD Urban Planning and Management
ESRI Business Analyst Online	Median Age	2015	APD Urban Planning and Management
ESRI Business Analyst Online	Age 65+	2015	APD Urban Planning and Management
ESRI Business Analyst Online	Median Household Income	2015	APD Urban Planning and Management
ESRI Business Analyst Online	Per Capita Income	2015	APD Urban Planning and Management
U.S. Census Bureau, ACS 5-year Estimates	Population Growth (2010-2014)	2014	APD Urban Planning and Management
U.S. Census Bureau, ACS 5-year Estimates	Median Gross Rent	2014	APD Urban Planning and Management
U.S. Census Bureau, ACS 5-year Estimates	Average Renter Income	2014	APD Urban Planning and Management
U.S. Census Bureau, ACS 5-year Estimates	Percentage of Renter Households	2014	APD Urban Planning and Management
U.S. Census Bureau, ACS 5-year Estimates	Cost Burden	2014	APD Urban Planning and Management
U.S. Census Bureau, ACS 5-year Estimates	Percentage of Multi-Family Rental Units	2014	APD Urban Planning and Management
DHCA Rental Single Family Units	Percentage of Single-Family Rental Units	2014	Montgomery County Department of Housing and Community Affairs, Montgomery County
U.S. Census Bureau, ACS 5-year Estimates; U.S. Census Bureau, Center for Economic Studies Longitudinal Employer-Household Dynamic	Job-Housing Balance	2014	APD Urban Planning and Management
Montgomery County Planning Department	Proximity to Existing Public Transit	2015	Montgomery County
Montgomery County Planning Department	Proximity to Future Public Transit	2015	Montgomery County
U.S. Census Bureau, ACS 5-year Estimates	Public Transit Commuters	2014	APD Urban Planning and Management
U.S. Census Bureau, ACS 5-year Estimates	Average Travel Time	2014	APD Urban Planning and Management
U.S. Census Bureau, ACS 5-year Estimates	Lack of Vehicle Availability	2014	APD Urban Planning and Management
Montgomery County Planning Department	Limited Access to Transit	2015	Montgomery County
Montgomery County Planning Department	County Land Availability	2015	Montgomery County
APD Urban Planning and Management	Underutilized Parcels	2015	APD Urban Planning and Management
Montgomery County Planning Department	Vacant Parcels	2015	Montgomery County
Montgomery County Planning Department	Public Amenities	2015	Montgomery County
U.S. Census Bureau, ACS 5-year Estimates; DHCA Rental Single Family Units	Rental Units by Threshold	2014	APD Urban Planning and Management; RKG Associates, Inc.
U.S. Census Bureau, ACS 5-year Estimates; DHCA Rental Single Family Units	Rental Units by Type	2014	APD Urban Planning and Management; RKG Associates, Inc.
U.S. Census Bureau, ACS 5-year Estimates; DHCA Rental Single Family Units	Rental Supply of Rental Units by Bedroom Size	2014	APD Urban Planning and Management; RKG Associates, Inc.
U.S. Census Bureau, ACS 5-year Estimates; DHCA Rental Single Family Units	Rental Supply of Rental Units by Income Threshold	2014	APD Urban Planning and Management; RKG Associates, Inc.
U.S. Census Bureau, ACS 5-year Estimates; DHCA Rental Single Family Units	Rental Demand of Rental Units by Income Threshold	2014	APD Urban Planning and Management; RKG Associates, Inc.
U.S. Census Bureau, ACS 5-year Estimates; DHCA Rental Single Family Units	Rental Demand of Rental Units by Household Size	2014	APD Urban Planning and Management; RKG Associates, Inc.
U.S. Census Bureau, ACS 5-year Estimates; DHCA Rental Single Family Units	Rental Affordability	2014	APD Urban Planning and Management; RKG Associates, Inc.

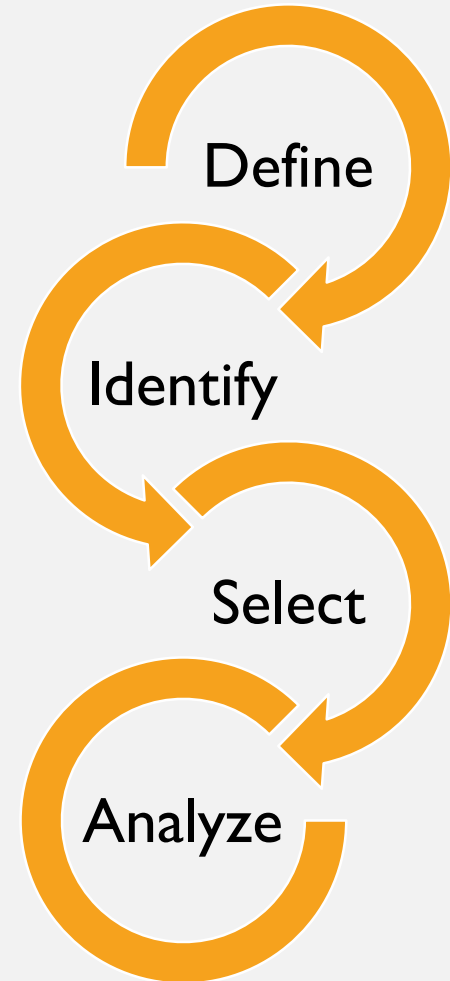
GLOSSARY OF TERMS

Affordability	The relationship between a household's ability to pay for housing and the cost of housing; also called 'price appropriateness'.
Character Area Typology	Defined geography displaying unique characteristics that lend towards preservation of existing affordable rental units or development of new affordable rental units.
Cost Burdened	Relationship between household income and percent of that income being spent on housing – HUD defines cost burdened as spending more than 30% of gross income.
Neighborhood	Geographically defined area with distinctive characteristics

METHODOLOGY AND APPROACH

APPROACH

- *Define* – Define four Character Area Typologies that represent unique rental housing markets in Montgomery County
- *Identify* – Identify criteria (influences) that make up a Character Area Typology
- *Select* – Select model neighborhoods that best characterize the four Typologies
- *Analyze* – Analyze data for representative neighborhood selected



TYPOLOGY ASSESSMENT

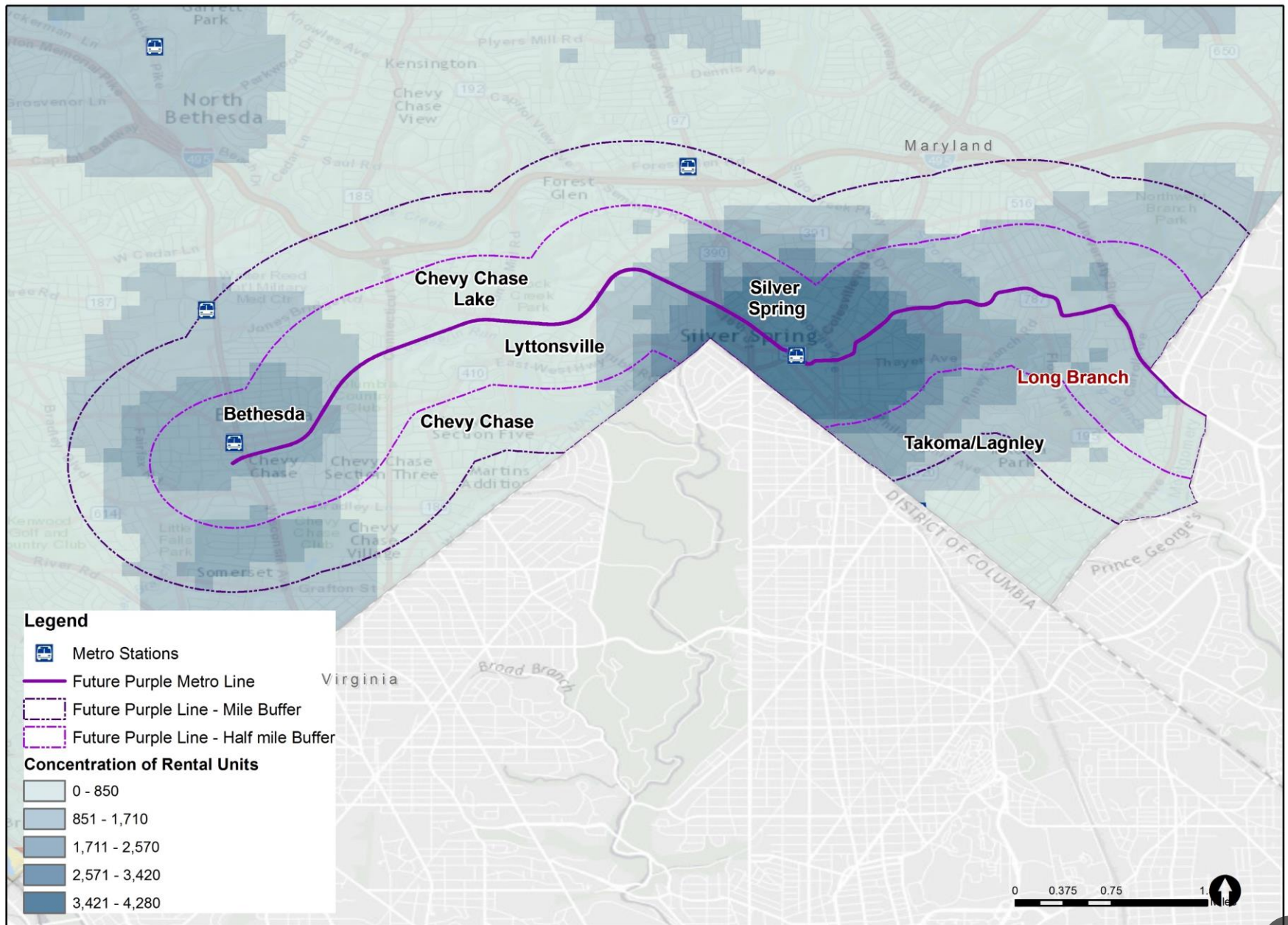
DEFINE
IDENTIFY
SELECT
ANALYZE

DEFINE

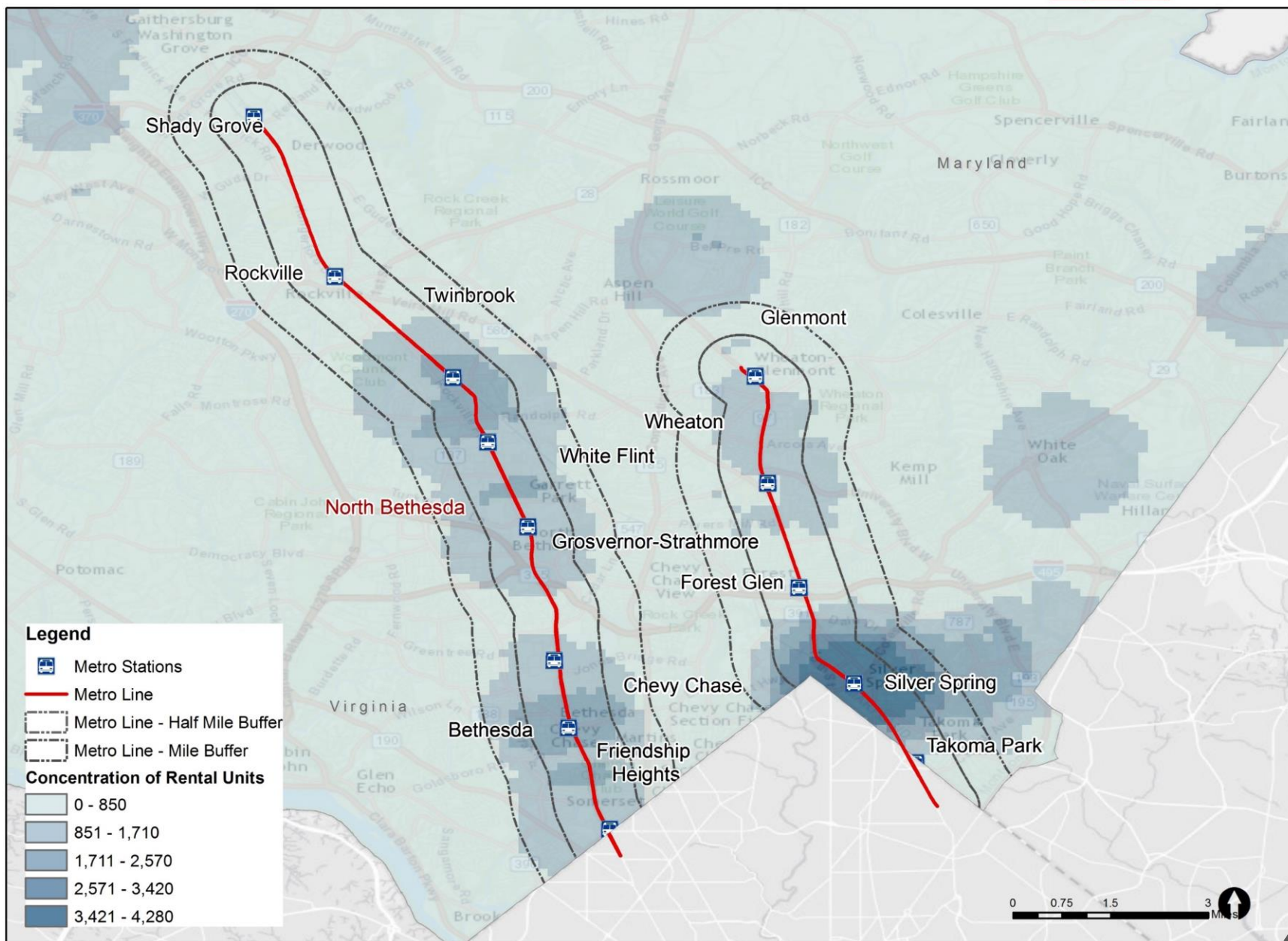
CHARACTER AREA TYPOLOGIES

Future Purple Metro Line	Neighborhoods that are to be included in the future Purple Line light rail transit system.
Existing Metro Line	Neighborhoods that have existing Metro Red Line rail transit service.
Established Suburbs	Neighborhoods that have limited public transportation (i.e., no metro line).
Concentration of Existing Rental Units	Neighborhoods that have a high concentration of affordable rentals.

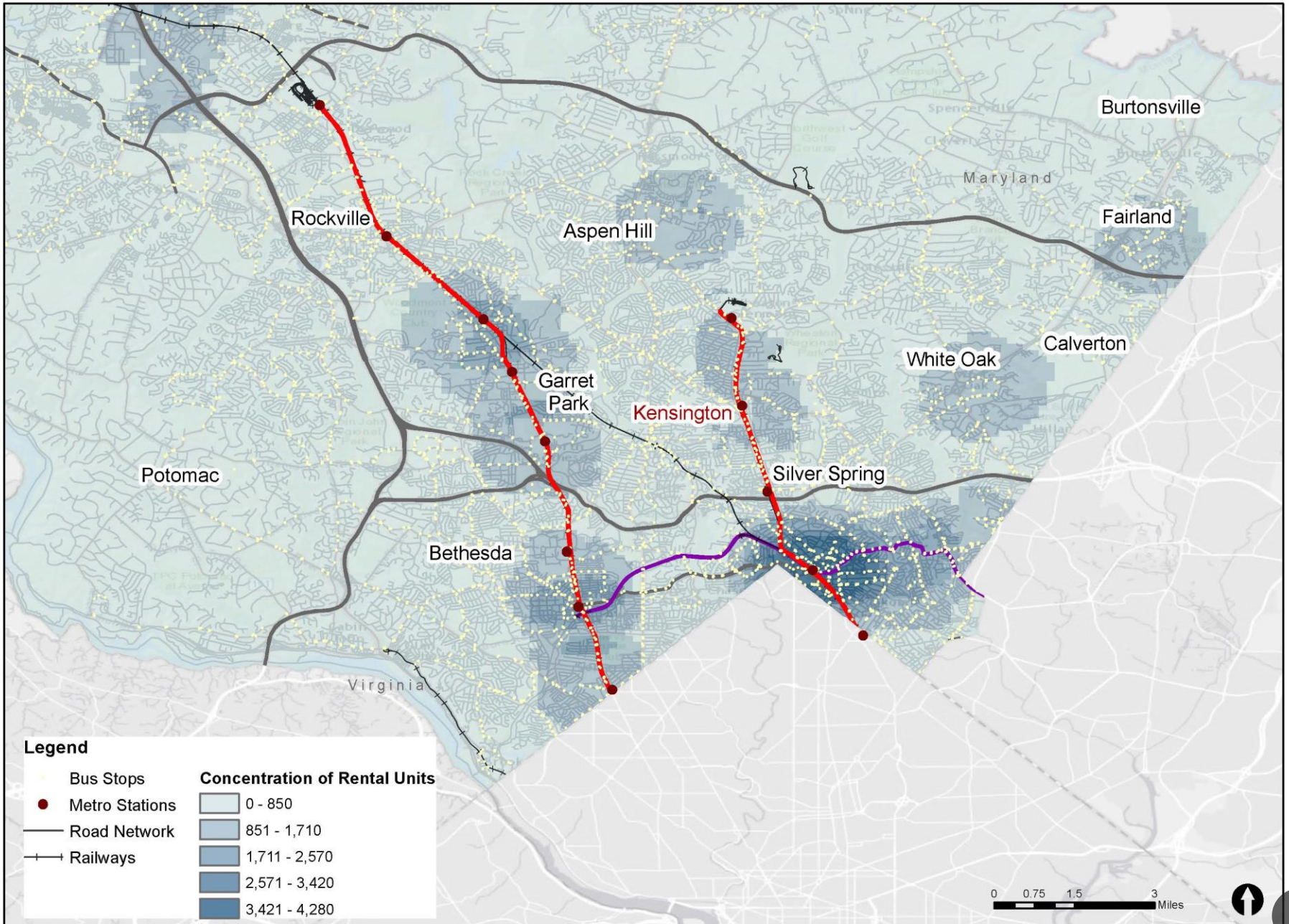
Typology Assessment: Future Purple Metro Line



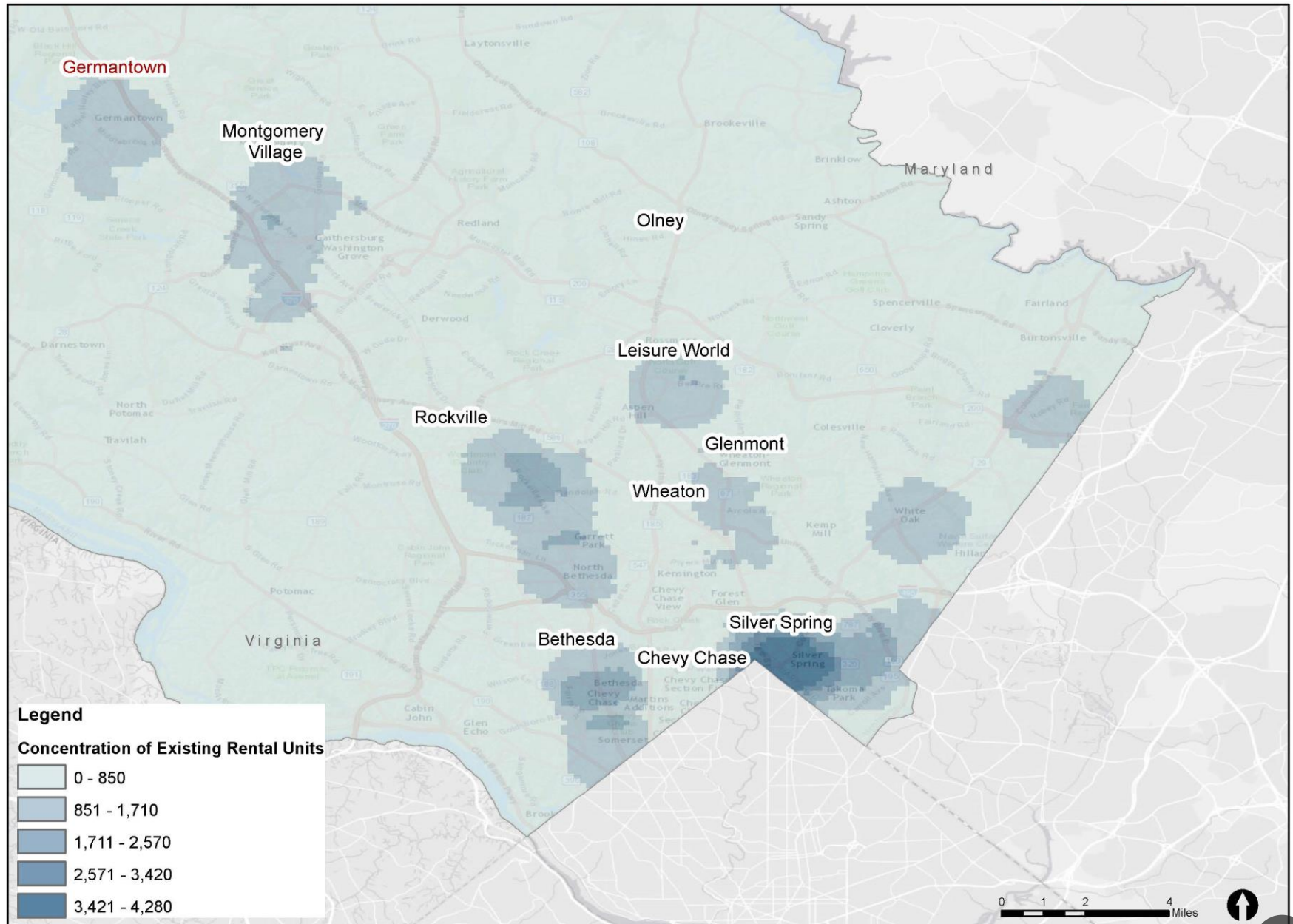
Typology Assessment: Existing Metro Line



Typology Assessment: Established Suburbs



Typology Assessment: Concentration of Existing Rental Units



Source: APD Urban Planning and Management, LLC, 2015; Montgomery County; RKG Associates Inc 2015. Census Tiger Files 2010

INVESTMENT CRITERIA EXPLANATION

16

Criteria	Rationale for selection
Population Growth	Population growth can be considered an indicator for the demand for both market rate and affordable rentals. A developer would look at higher growth area as opposed to slow or no growth areas.
Average Gross Rent	A developer would look at a median gross rent to determine profit potential. A higher return on investment may allow a developer an opportunity to set aside a higher number of affordable units.
Average Renter Income	A developer would look at median renter income to determine if an area can absorb affordable or market rate units.
Percentage of Renter Households	A developer would target areas with a high percentage of renters for new development.
Cost Burden	High cost burdened areas suggest a need for affordable housing.
Percentage of Multi-Family Rental Units	A developer would look at concentrations of rental units or housing to determine if an area demands rental housing.
Percentage of Single-Family Rental Units	Areas that have existing concentrations of non-owner occupied housing could be identified for affordable rental units.
Jobs-Housing Balance	Accessibility and proximity to employment is an important factor for households seeking affordable rental housing. Rents may be lower the further you go into the suburbs, but higher transit costs can still make those areas more expensive places to live for employed residents.
Proximity to Existing Metro Red Line	A developer would consider walkability as a consideration in developing affordable rental housing near the existing Metro Red Line.
Proximity to Future Public Transit	A developer would consider walkability as a consideration in developing affordable rental housing near the Future Purple Line.
Public Transit Commuters	Areas in Montgomery County that see a high usage of public transit can be helpful in identifying areas that demand affordable housing.
Average Travel Time	Longer commute times may indicate a demand for affordable housing near job centers.
Lack of Vehicle Availability	Households without vehicles is one of many indicators of lower income households.
Limited Access to Transit	A renter seeking affordable housing would be more inclined to seek housing in communities that have transit options.
County Land Availability	Availability of non park County owned land as an asset to delivering affordable housing projects.
Underutilized or Vacant Parcels	A developer seeking to build new housing would search a community for underutilized parcels that have potential for higher density.
Public Amenities	The presence of public amenities within the neighborhood (parks, schools, hospitals, libraries) is an important factor when developing housing. Additionally, potential tenants would want to see these amenities near their homes.

INVESTMENT CRITERIA DEFINITION

Criteria	Description
Population Growth	Population growth between Census 2010 and 5-Year ACS Estimates (2009-2014) within identified geography
Average Gross Rent	Average gross rent within identified geography
Average Renter Income	Average household income for rental households within identified geography
Percentage of Renter Households	Percentage of renter households residing in identified geography
Cost Burden	Percentage of renter households paying more than 30% of household income for housing
Percentage of Multi-Family Rental Units	Percentage of housing units in traditional rental properties (apartments) within identified geography
Percentage of Single-Family Rental Units	Percentage of non-owner occupied single family rental units within identified geography
Jobs-Housing Balance	Number of all jobs per all housing units
Proximity to Existing Metro Red Line	Identified geography within 1 mile of existing public transit (excluding MARC)
Proximity to Future Public Transit	Identified geography that is within 1 mile of future public transit (excluding MARC)
Public Transit Commuters	Percentage of commuters that travel on public transit within identified geography
Average Travel Time	Average commute time from identified geography to work
Lack of Vehicle Availability	Percentage of households without vehicles within identified geography
Limited Access to Transit	Availability of public transit greater than 1 mile from identified geography
County Land Availability	Number of non park County owned parcels within identified geography
Underutilized or Vacant Parcels	Estimated potential for new residential rental housing based on vacancy, lot size, age, transit score, walkability score, potential FAR
Public Amenities	Number of public amenities (schools, parks, libraries, hospitals) within identified geography

KEY TYPOLOGY FINDINGS

FUTURE PURPLE LINE (LONG BRANCH)

- Nearly half of renter households are cost-burdened
- Typically higher commute times to work
- Generally more underutilized parcels near proposed transit stops

EXISTING METRO LINE (NORTH BETHESDA)

- High percentage of commuters who use public transit
- Variety of rental unit types
- Proximity to community amenities
- Generally more underutilized parcels near existing transit stops

ESTABLISHED SUBURBS (KENSINGTON)

- Low percentage of renters, but high percentage of cost burdened households
- Likely to have 3-bedroom unit availability
- Generally fewer underutilized parcels (but larger acreage)

CONCENTRATION OF EXISTING RENTAL FACILITIES (GERMANTOWN)

- High number of commuters who use public transit but low percentage
- Variety of rental unit facilities
- High percentage of single family rental units
- Proximity to community amenities

NEIGHBORHOOD ASSESSMENT

FUTURE PURPLE LINE – LONG BRANCH

EXISTING METRO LINE – NORTH BETHESDA

ESTABLISHED SUBURB – KENSINGTON

CONCENTRATION OF EXISTING RENTAL HOUSING - GERMANTOWN

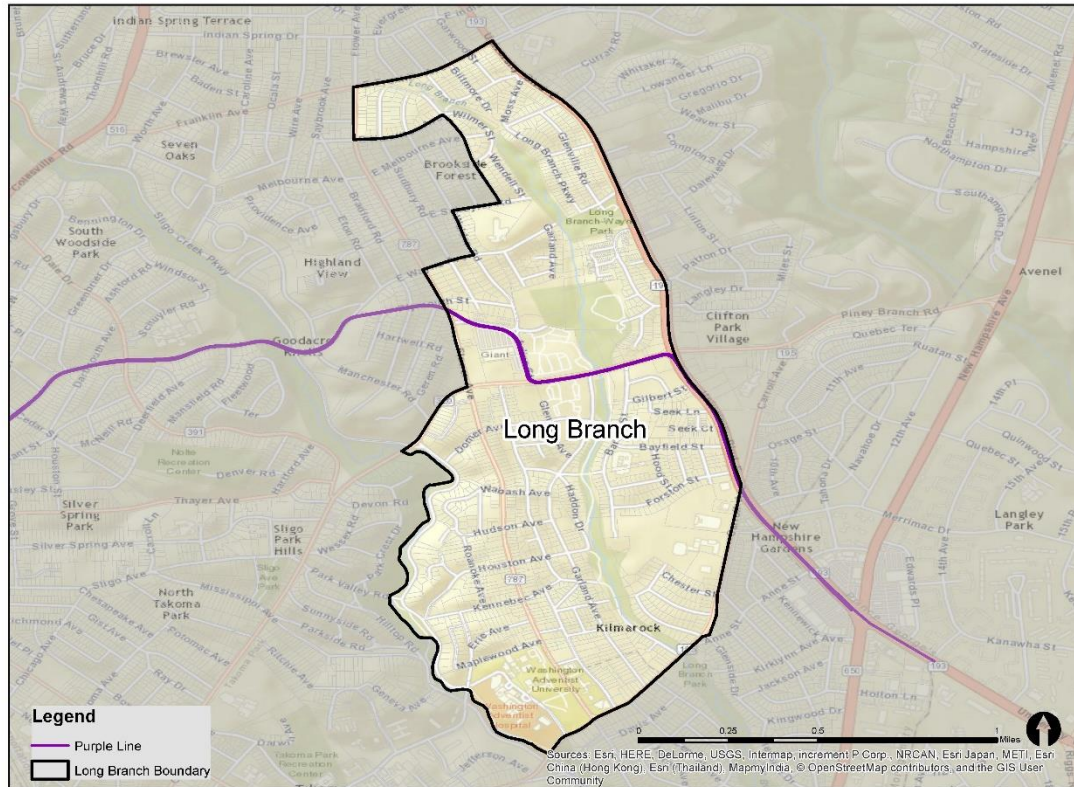
LONG BRANCH (FUTURE PURPLE METRO LINE)

2015 NEIGHBORHOOD SNAPSHOT

LONG BRANCH (FUTURE PURPLE LINE)

Montgomery County: Long Branch - Base Map

APD Urban Planning & Management



Source: APD Urban Planning and Management, LLC, 2015; Montgomery County: RKG Associates Inc, 2015; Census Tiger Files, 2010

- Total Population: 11,265
- Total Households: 3,945
- Average Household Size: 2.77
- Average Family Size: 3.37
- Median Age: 33 years old
- Age 65+: 7.25%
- Median Household Income: \$56,366
- Per Capita Income: \$27,225

TYPOLOGY CRITERIA REVIEW

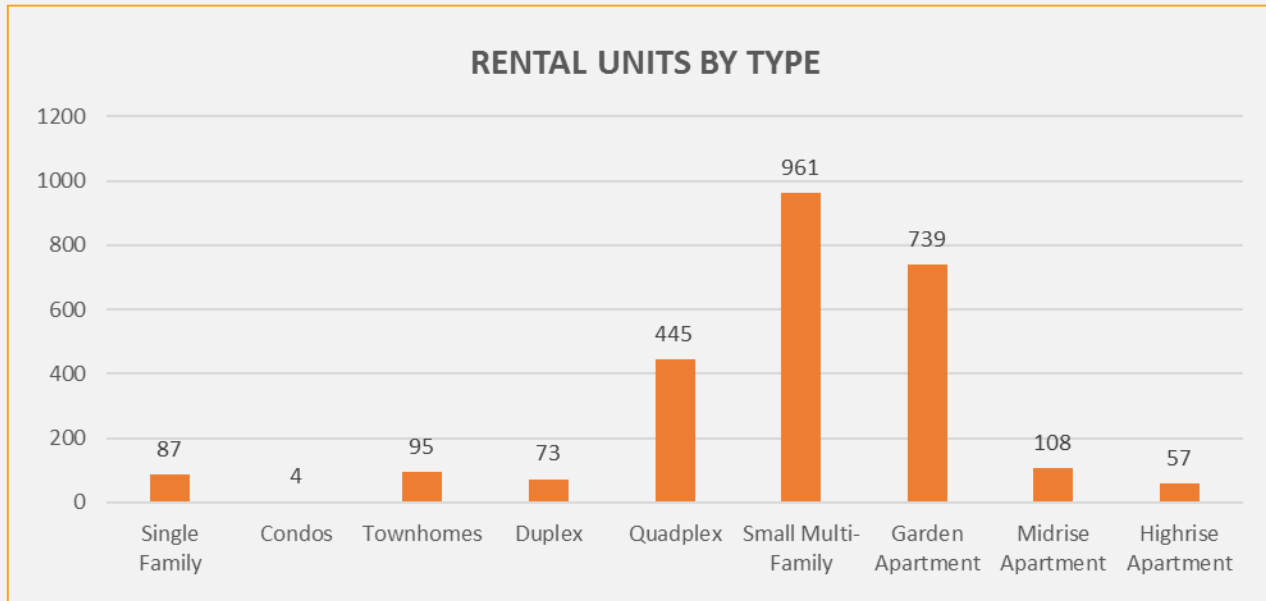
LONG BRANCH (FUTURE PURPLE LINE)

Typology Criteria	Long Branch	County
Population Growth (2010-2014)	1.01%	3.43%
Average Gross Rent	\$1,187	\$1,611
Average Renter Income	\$53,088	\$60,276
Percentage of Renter Households	66.22%	33.36%
Cost Burden	46.76%	51.54%
Percentage of Multi-Family Rental Units	96.46%	79.53%
Percentage of Single-Family Rental Units	3.39%	13.30%
Jobs-Housing Balance	0.7	1.30
Proximity to Existing Metro Red Line	No	N/A
Proximity to Future Public Transit	Yes	N/A
Public Transit Commuters	25.76%	15.50%
Average Travel Time	40.08 min	34.40 min
Lack of Vehicle Availability	25.17%	17.48%
Limited Access to Transit	Yes	N/A
County Land Availability	11	N/A
Underutilized Parcels	15 (19.48 acres)	N/A
Vacant Parcels	32 (5.82 acres)	N/A
Public Amenities	17	1,079

RENTAL TYPOLOGY

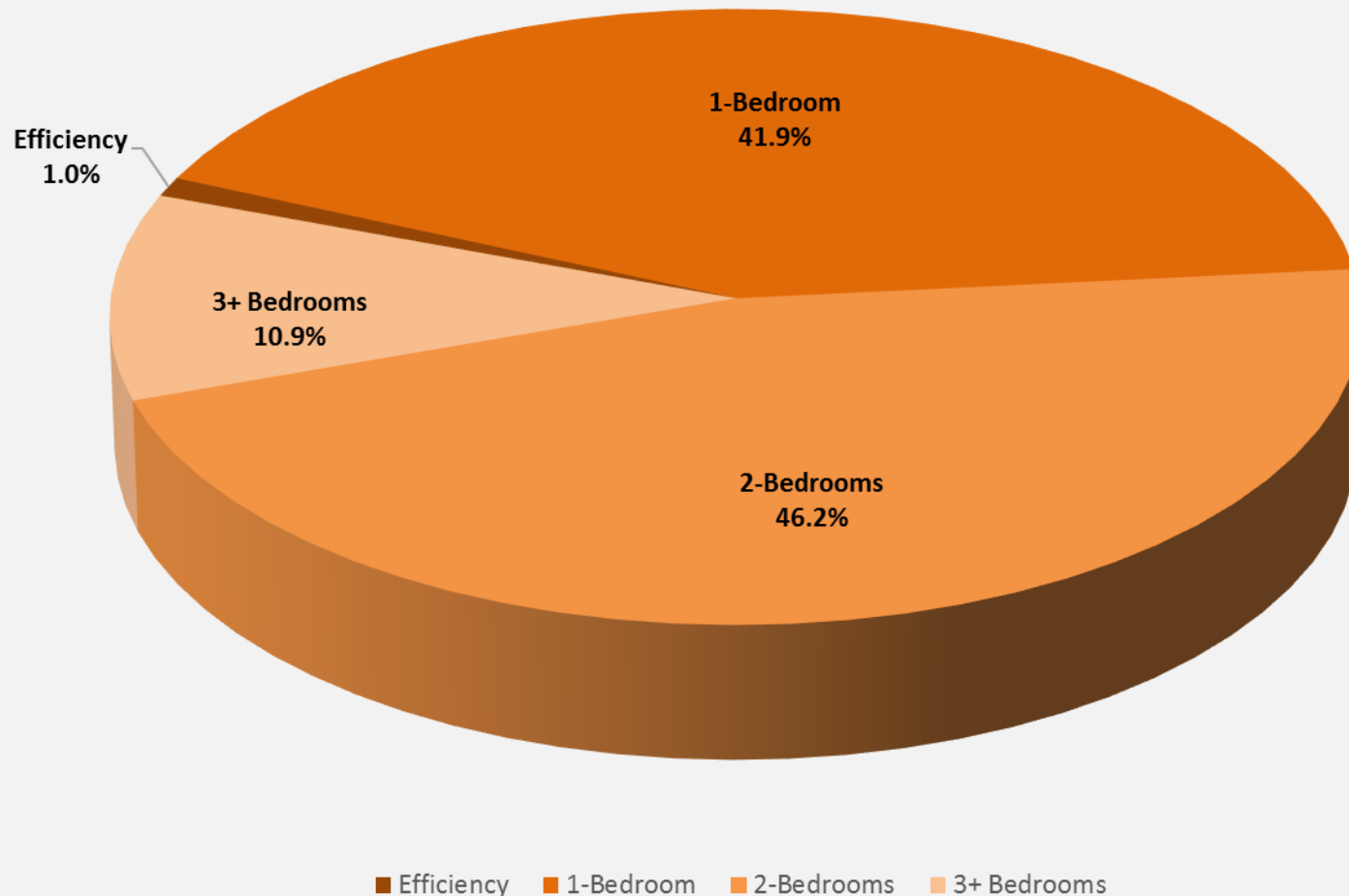
LONG BRANCH (FUTURE PURPLE LINE)

RENTAL UNITS BY THRESHOLD				
	Income Threshold	Rent Threshold Total	Supply	Share of Total
Extremely Low (30%) Income Limits	\$28,900	\$723	99	3.9%
Very Low (50%) Income Limits	\$48,150	\$1,204	1,700	66.1%
Low (80%) Income Limits	\$61,650	\$1,541	630	24.5%
100% AMI	\$96,300	\$2,408	111	4.3%
120% AMI	\$115,560	\$2,889	24	0.9%
Above 120% AMI	N/A	N/A	6	0.2%
Total			2,570	100.0%



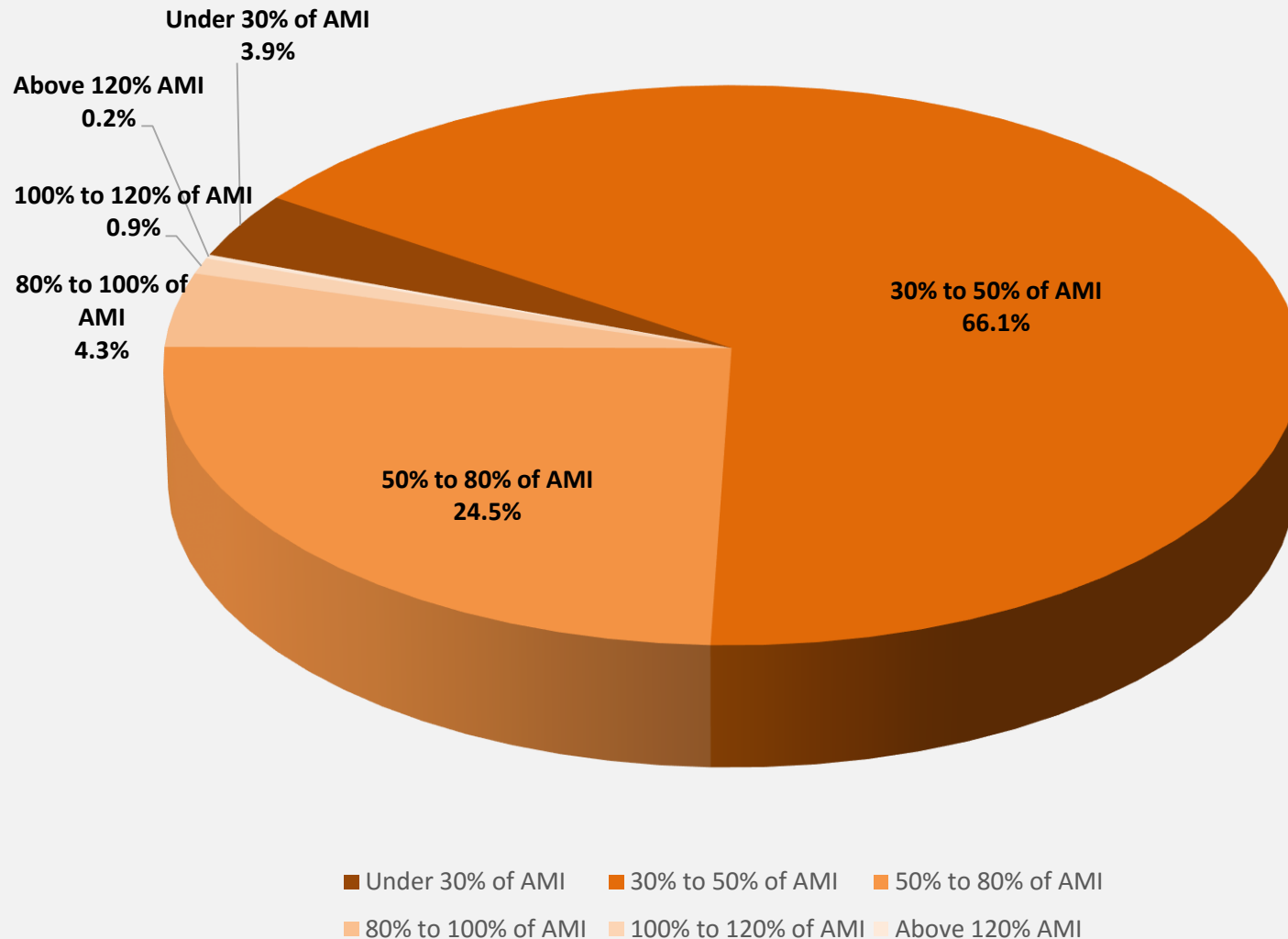
RENTAL SUPPLY - BEDROOM SIZE

LONG BRANCH (FUTURE PURPLE LINE)



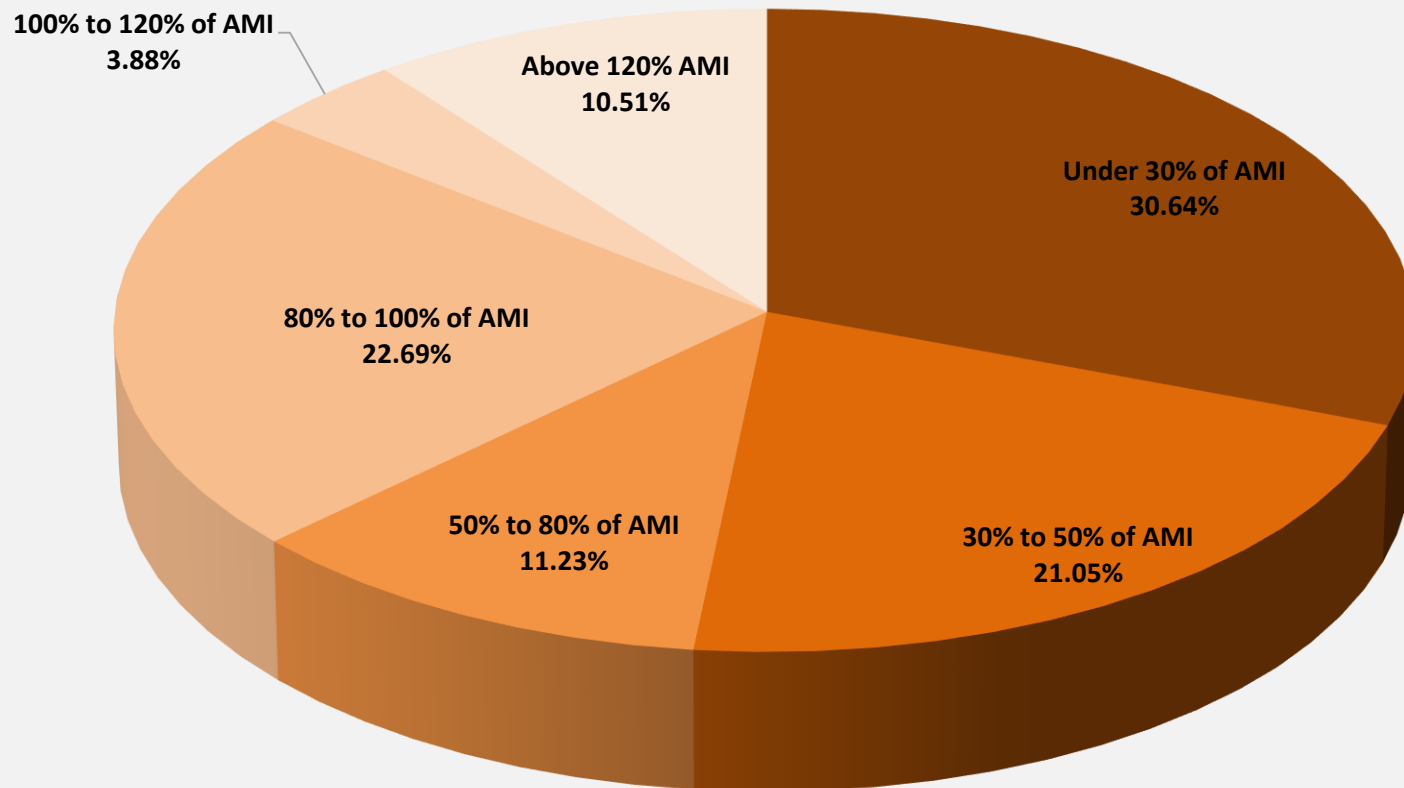
RENTAL SUPPLY – RENTAL UNITS

LONG BRANCH (FUTURE PURPLE LINE)



RENTAL DEMAND – RENTAL UNITS

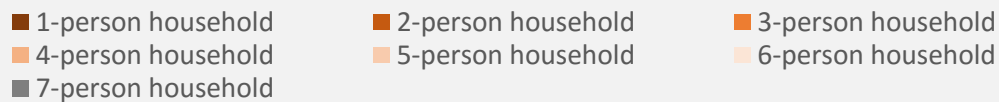
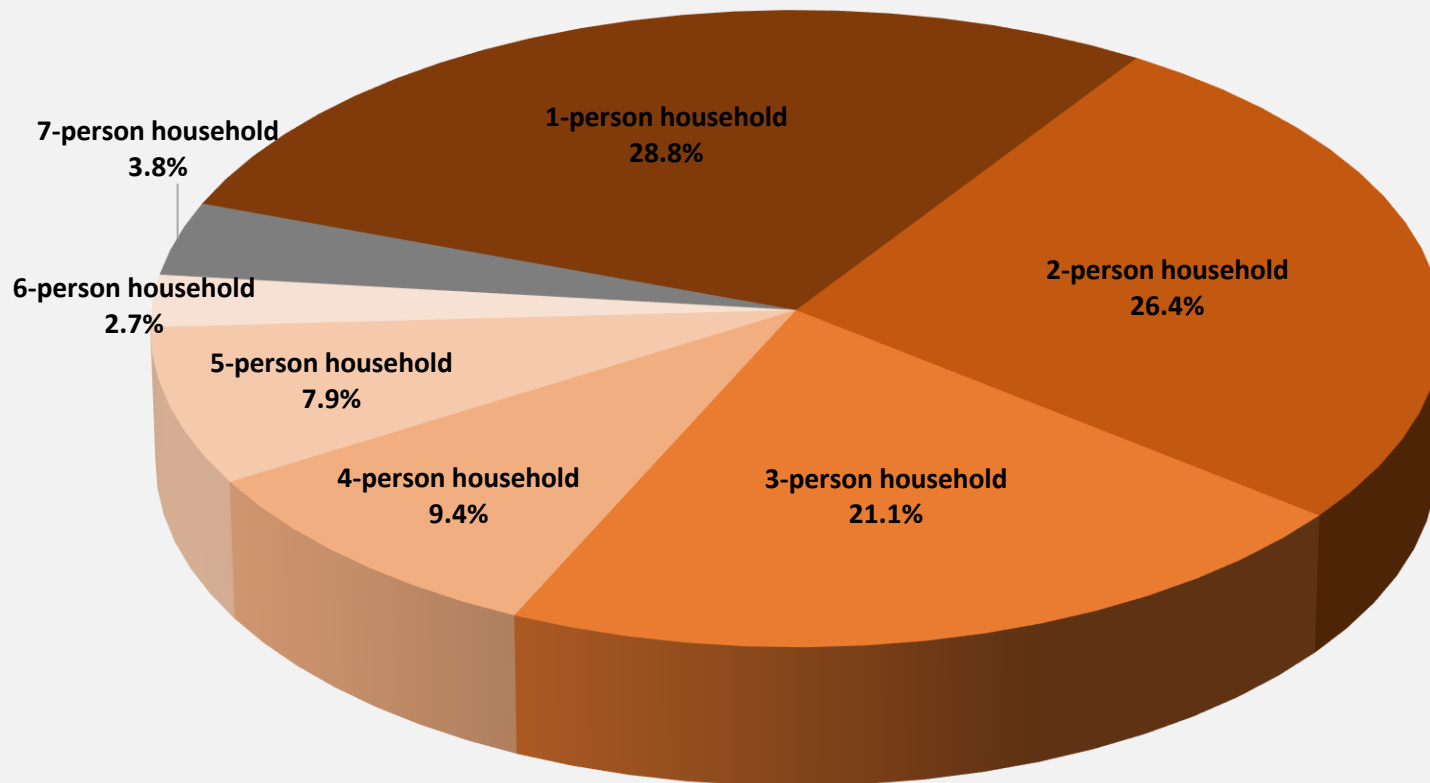
LONG BRANCH (FUTURE PURPLE LINE)



■ Under 30% of AMI ■ 30% to 50% of AMI ■ 50% to 80% of AMI
■ 80% to 100% of AMI ■ 100% to 120% of AMI ■ Above 120% AMI

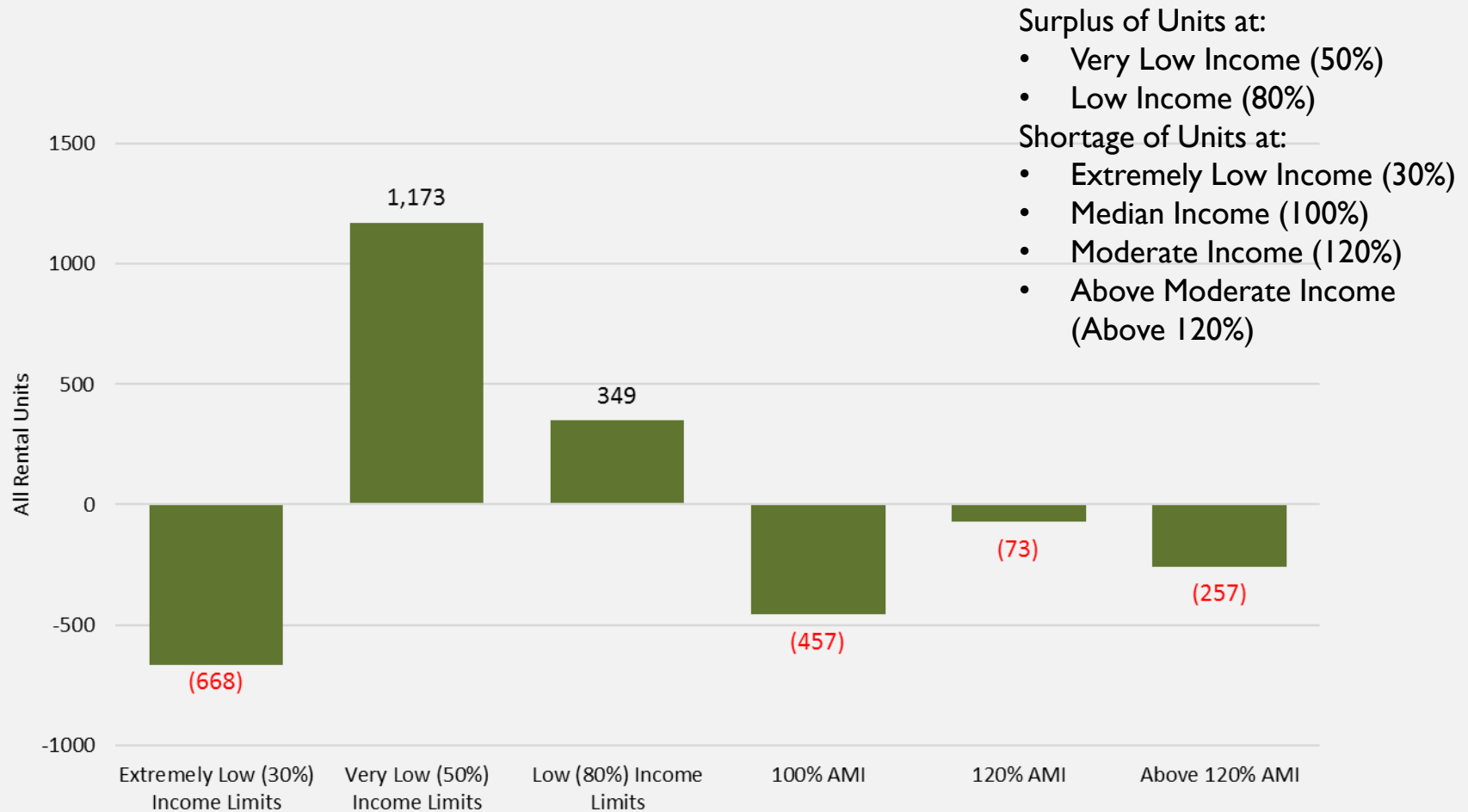
RENTAL DEMAND – HOUSEHOLD SIZE

LONG BRANCH (FUTURE PURPLE LINE)



RENTAL AFFORDABILITY

LONG BRANCH (FUTURE PURPLE LINE)



KEY FINDINGS

LONG BRANCH (FUTURE PURPLE LINE)

- 50% of rental units are 1-2 bedroom units but generally are not affordable to renter households earning below 50% AMI
- Older housing units observed to not be well maintained
- Most rental units are located on or near main thoroughfares (Piney Branch, around Houston Avenue, and on or near Flower Avenue and Greenwood Avenue)
- Vacant lots are typically small, and are often being used as side lots by current residents (single family detached) in southeastern part of neighborhood
- Commercial properties tend to be one story, suburban scale
- Underutilized parcels located primarily on Piney Branch

CONSIDERATIONS

LONG BRANCH (FUTURE PURPLE LINE)

- Densities do not match market opportunity
 - *Need for more 3+ bedroom units*
 - *Shortage of units for households at or above 100% AMI*
- Preservation of garden-style or small multi-family apartments may be more financially feasible
 - *37% of rental units are small multi-family apartments (5-8 unit buildings)*
 - *29% of rental units are garden apartments*
- Public private partnerships for TOD redevelopment could boost affordability
 - *25% of renters do not have vehicles*
- Targeted infill development (accessory dwellings)
 - *Small vacant parcels scattered throughout neighborhood*

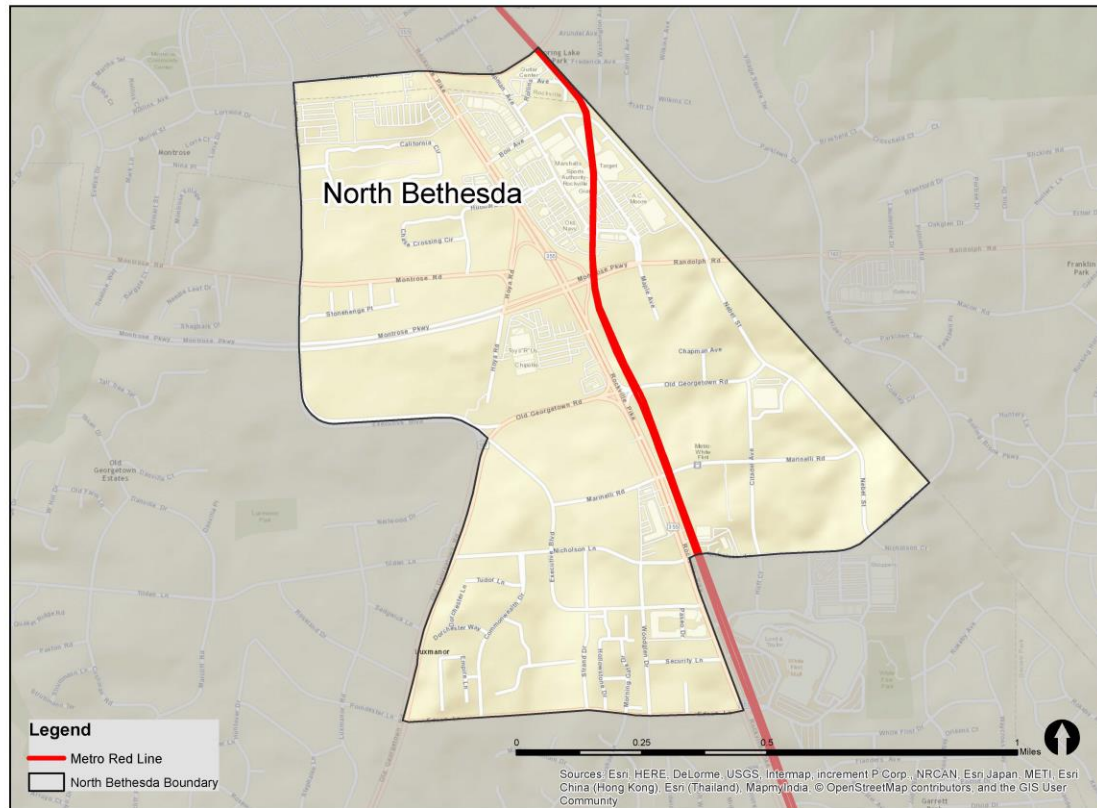
NORTH BETHESDA (EXISTING METRO LINE)

2015 NEIGHBORHOOD SNAPSHOT

NORTH BETHESDA (EXISTING METRO LINE)

Montgomery County:North Bethesda - Base Map

APD Urban Planning & Management



- Total Population: 9,118
- Total Households: 4,949
- Average Household Size: 1.71
- Average Family Size: 2.48
- Median Age: 41 years old
- Age 65+: 22.59%
- Median Household Income: \$82,317
- Per Capita Income: \$64,071

TYPOLOGY CRITERIA REVIEW

NORTH BETHESDA (EXISTING METRO LINE)

Typology Criteria	North Bethesda	County
Population Growth (2010-2014)	10.23%	3.43%
Average Gross Rent	\$1,792	\$1,611
Average Renter Income	\$77,782	\$60,276
Percentage of Renter Households	61.60%	33.36%
Cost Burden	44.12%	51.54%
Percentage of Multi-Family Rental Units	82.98%	79.53%
Percentage of Single-Family Rental Units	1.86%	13.30%
Jobs-Housing Balance	3.47	1.30
Proximity to Existing Metro Red Line	Yes	N/A
Proximity to Future Public Transit	No	N/A
Public Transit Commuters	30.69%	15.50%
Average Travel Time	33.90 min	34.40 min
Lack of Vehicle Availability	18.31%	17.48%
Limited Access to Transit	Yes	N/A
County Land Availability	31	N/A
Underutilized Parcels	25 (90.08 acres)	N/A
Vacant Parcels	9 (16.82 acres)	N/A
Public Amenities	1	1,079

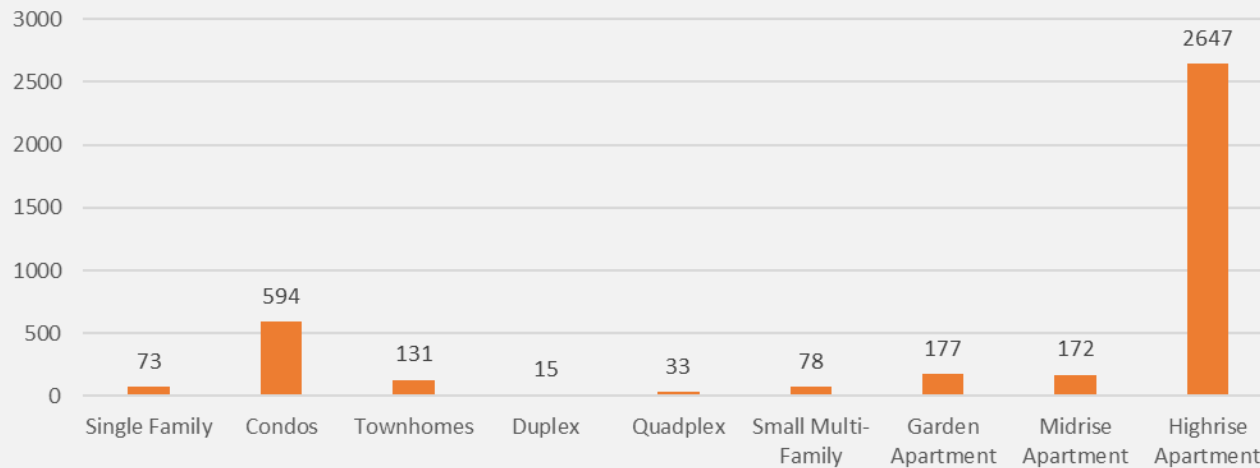
RENTAL TYPOLOGY

NORTH BETHESDA (EXISTING METRO LINE)

RENTAL UNITS BY THRESHOLD

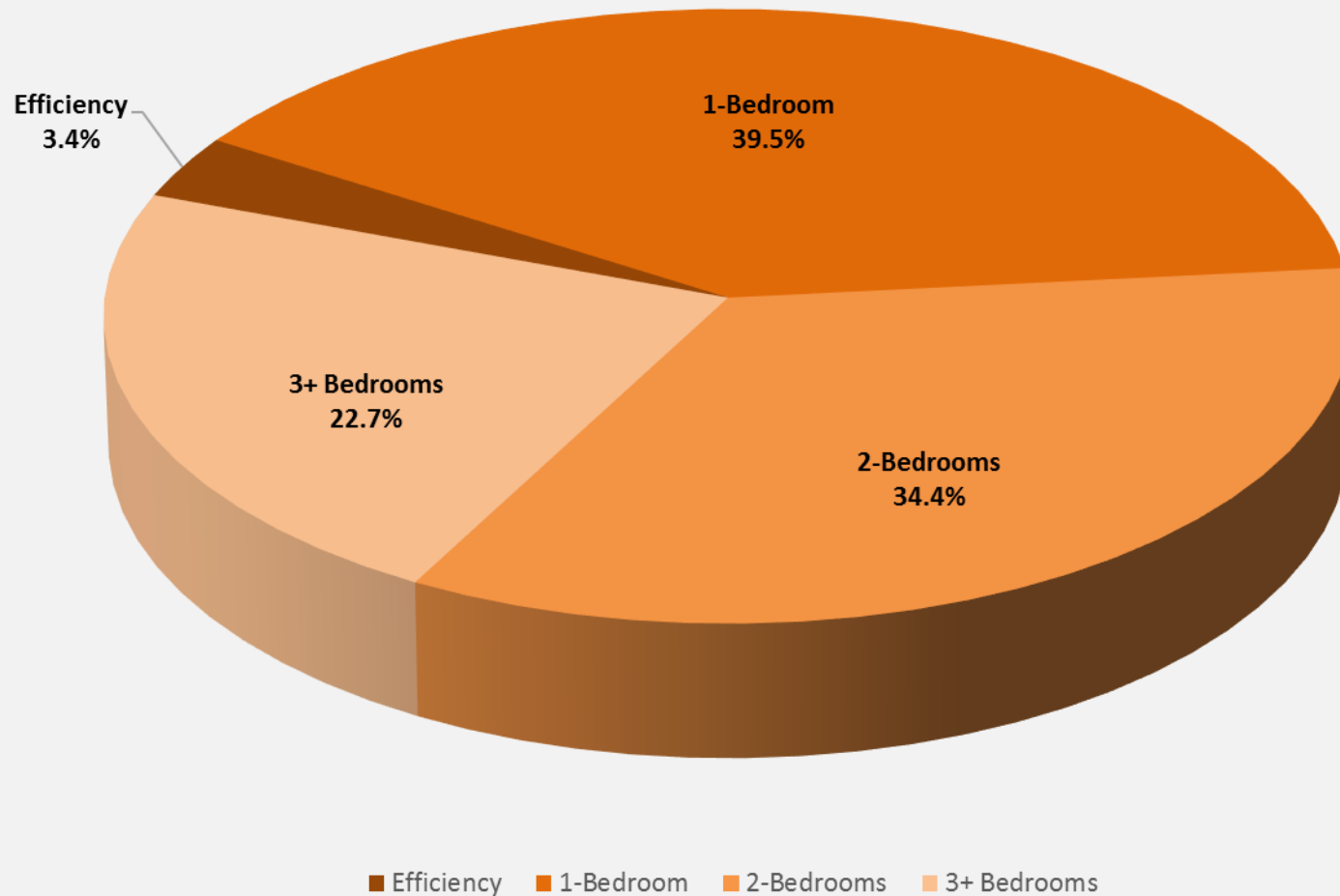
	Income Threshold	Rent Threshold	Total Supply	Share of Total
Extremely Low (30%) Income Limits	\$28,900	\$723	108	2.7%
Very Low (50%) Income Limits	\$48,150	\$1,204	233	5.9%
Low (80%) Income Limits	\$61,650	\$1,541	592	15.0%
100% AMI	\$96,300	\$2,408	1,872	47.5%
120% AMI	\$115,560	\$2,889	404	10.3%
Above 120% AMI	N/A	N/A	729	18.5%
Total			3,938	100.0%

RENTAL UNITS BY TYPE



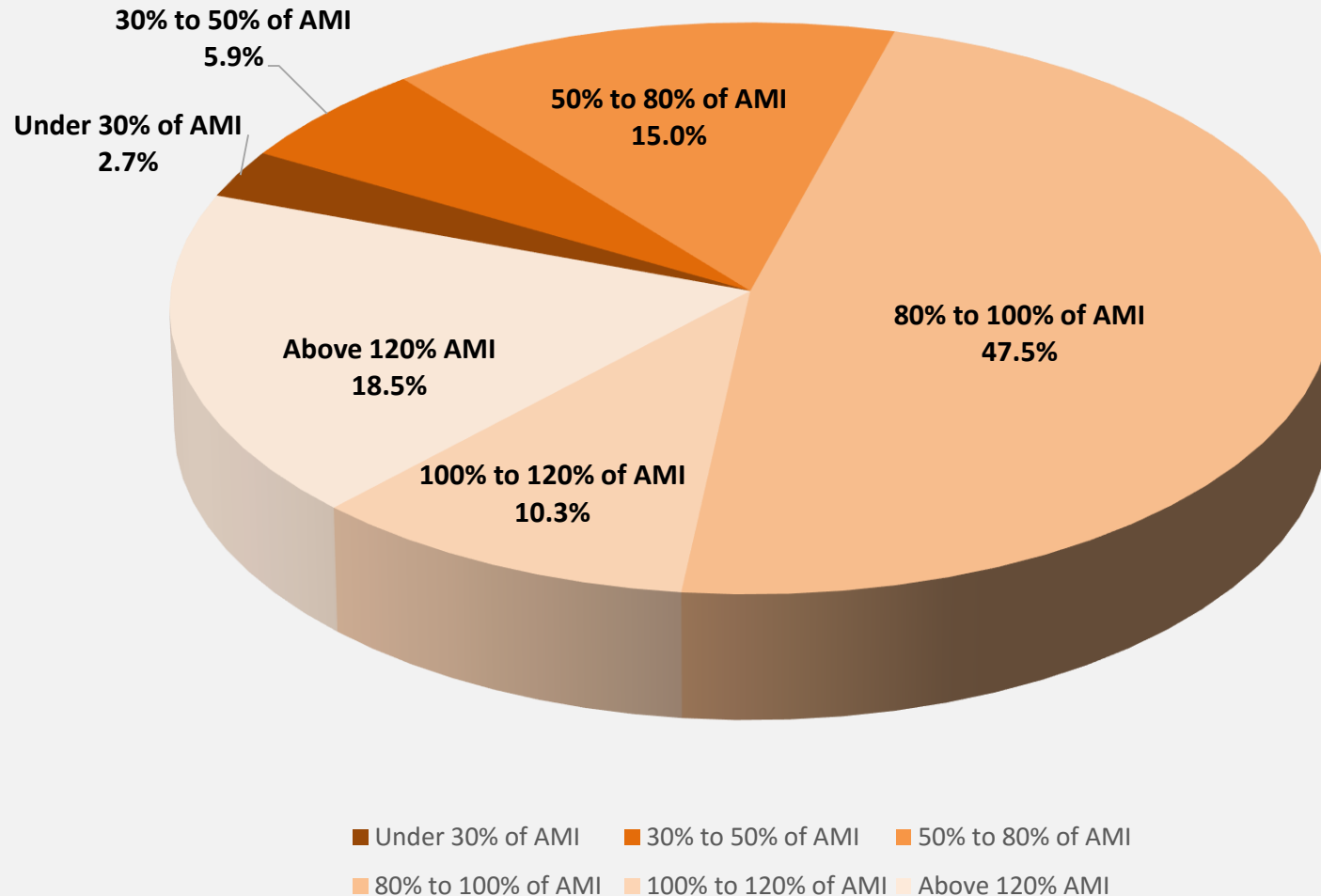
RENTAL SUPPLY - BEDROOM SIZE

NORTH BETHESDA (EXISTING METRO LINE)



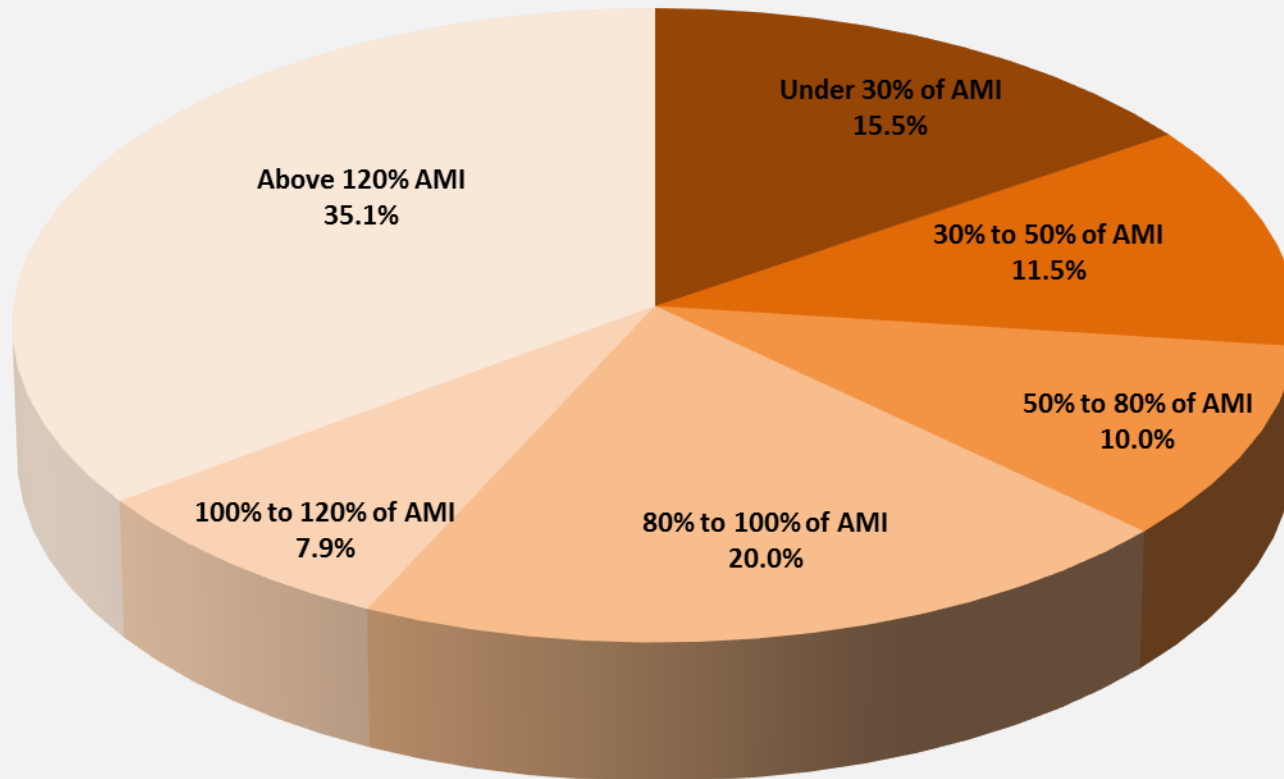
RENTAL SUPPLY – RENTAL UNITS

NORTH BETHESDA (EXISTING METRO LINE)



RENTAL DEMAND – RENTAL UNITS

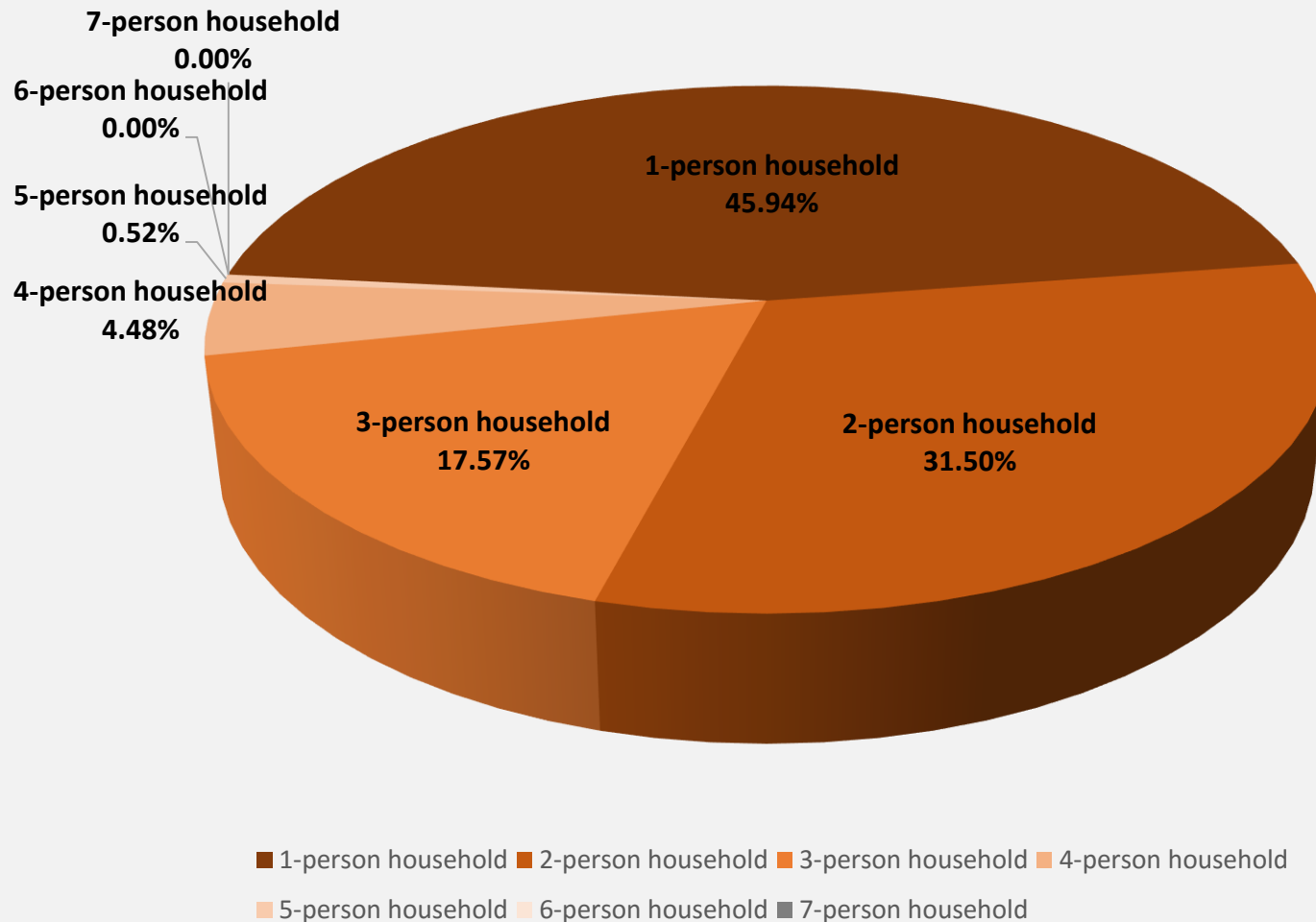
NORTH BETHESDA (EXISTING METRO LINE)



■ Under 30% of AMI ■ 30% to 50% of AMI ■ 50% to 80% of AMI
■ 80% to 100% of AMI ■ 100% to 120% of AMI ■ Above 120% AMI

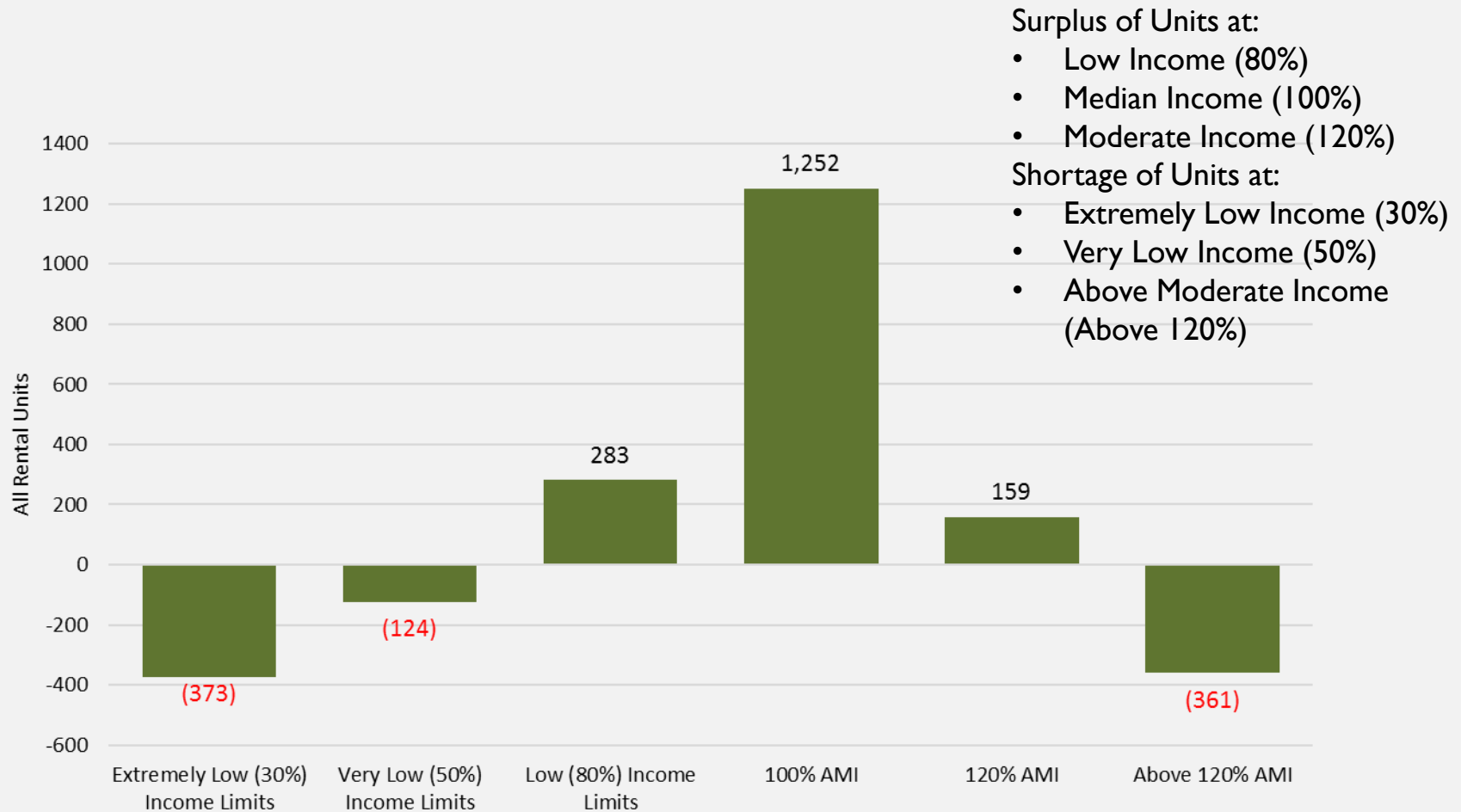
RENTAL DEMAND – HOUSEHOLD SIZE

NORTH BETHESDA (EXISTING METRO LINE)



RENTAL AFFORDABILITY

NORTH BETHESDA (EXISTING METRO LINE)



KEY FINDINGS

NORTH BETHESDA (EXISTING METRO LINE)

- High costs have kept households at or below 30% AMI from securing price appropriate housing
- 63% of existing rental housing affordable to households between 50-100% AMI; however these units are generally occupied by households with incomes at or greater than 120% AMI
- Vacant parcels are opportunity for new high density rental development (i.e. Citadel and Marinelli; near Montrose and Hoya)
- Recent/pending developments will continue to reshape the market
 - Phase I of Pike and Rose has been completed; currently in Phase II
 - Office building on Montrose and Hoya

CONSIDERATIONS

NORTH BETHESDA (EXISTING METRO LINE)

- Commercial corridor redevelopment – mixed use potential
 - *Availability of underutilized parcels adjacent to or within 1 mile of Metro line either redeveloped or proposed redevelopment*
- Focus MPDU requirements for fewer units, but highly subsidized
 - *44% of renters are cost burdened even though 90% of renters have household incomes at or above 80% AMI*
- Take advantage of transportation infrastructure
 - *Creation of receiving area for off-site programming if appropriate, and if so, where should this go?*

KENSINGTON (ESTABLISHED SUBURB)

TYPOLOGY CRITERIA REVIEW

KENSINGTON (ESTABLISHED SUBURB)

Typology Criteria	Kensington	County
Population Growth (2010-2014)	-4.68%	3.43%
Average Gross Rent	\$1,213	\$1,611
Average Renter Income	\$47,838	\$60,276
Percentage of Renters	32.59%	33.36%
Cost Burden	45.63%	51.54%
Percentage of Multi-Family Rental Units	80.25%	79.53%
Percentage of Single-Family Rental Units	19.75%	13.30%
Jobs-Housing Balance	2.60	1.30
Proximity to Existing Metro Red Line	No	N/A
Proximity to Future Public Transit	No	N/A
Public Transit Commuters	13.15%	15.50%
Average Travel Time	34.07 min	34.40 min
Lack of Vehicle Availability	37.43%	17.48%
Limited Access to Transit	Yes	N/A
County Land Availability	25	N/A
Underutilized Parcels	7 (16.66 acres)	N/A
Vacant Parcels	46 (6.75 acres)	N/A
Public Amenities	17	1,079

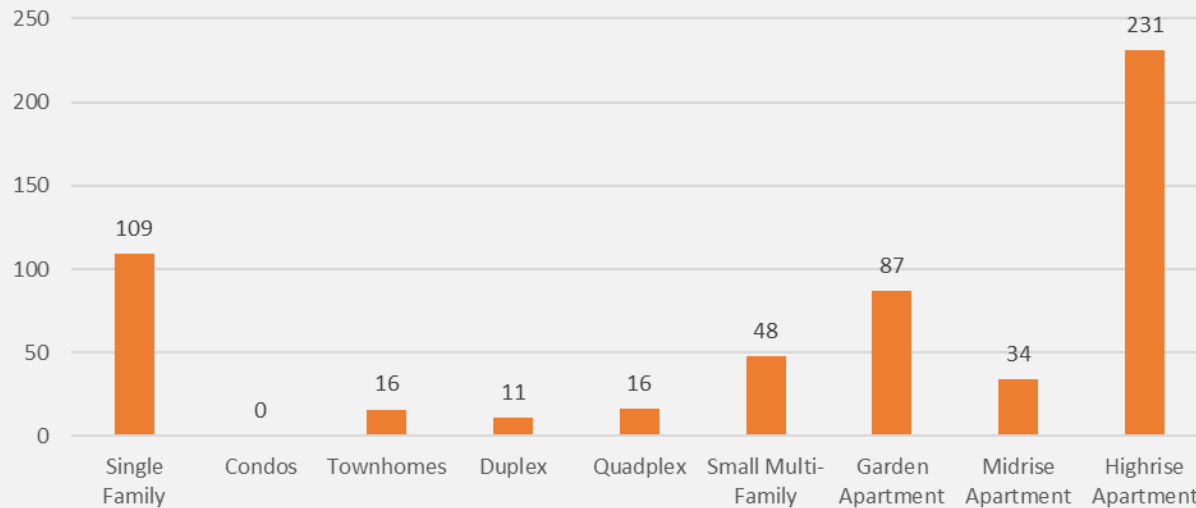
RENTAL TYPOLOGY

KENSINGTON (ESTABLISHED SUBURB)

RENTAL UNITS BY THRESHOLD

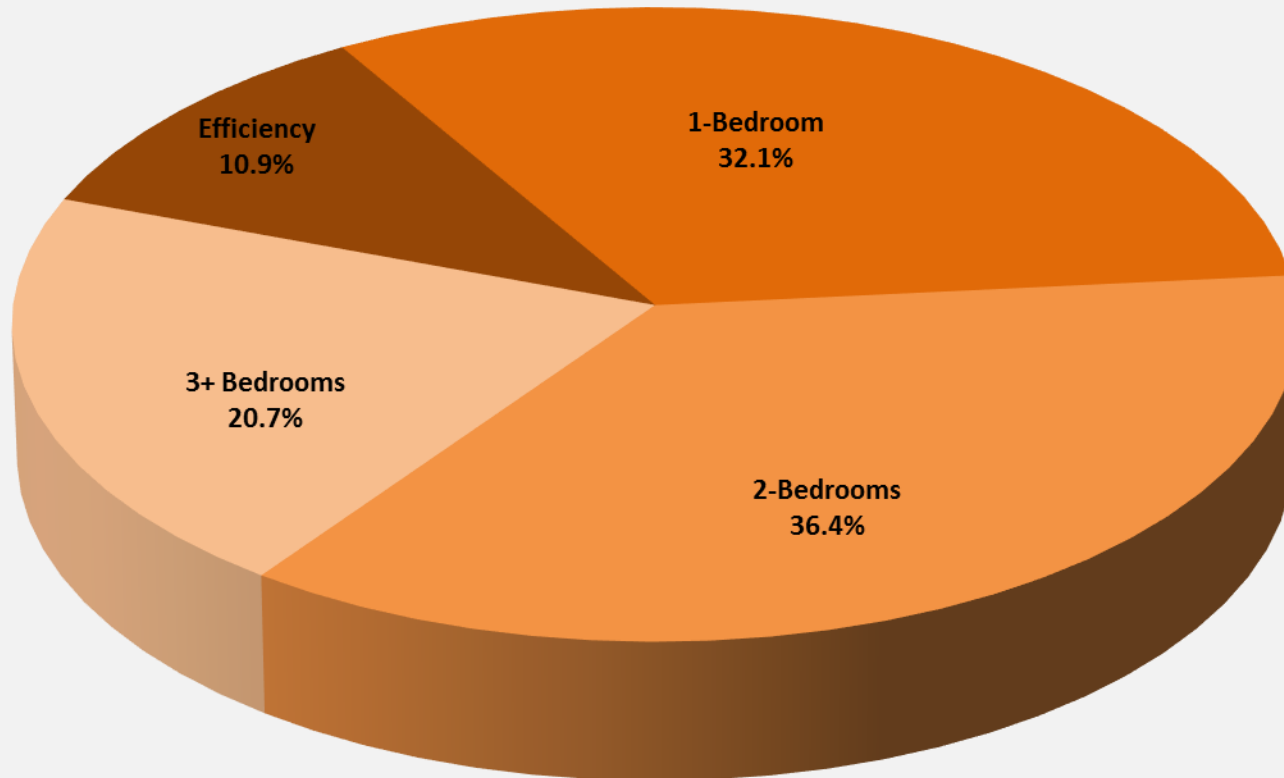
	Income Threshold	Rent Threshold Total	Supply	Share of Total
Extremely Low (30%) Income Limits	\$28,900	\$723	3	0.5%
Very Low (50%) Income Limits	\$48,150	\$1,204	163	29.6%
Low (80%) Income Limits	\$61,650	\$1,541	188	34.2%
100% AMI	\$96,300	\$2,408	132	24.0%
120% AMI	\$115,560	\$2,889	20	3.6%
Above 120% AMI	N/A	N/A	44	8.0%
Total			550	100.0%

RENTAL UNITS BY TYPE



RENTAL SUPPLY - BEDROOM SIZE

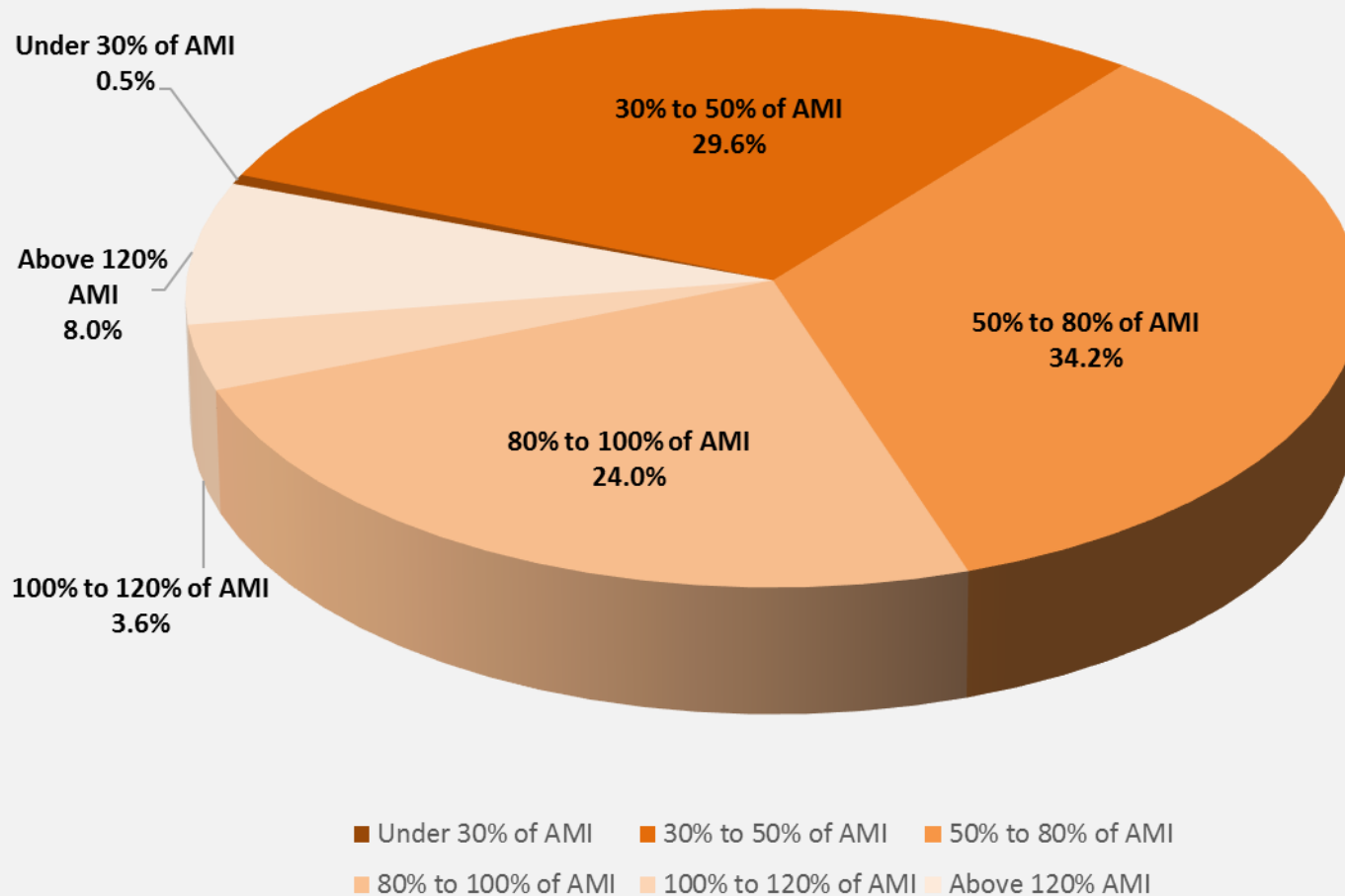
KENSINGTON (ESTABLISHED SUBURB)



■ Efficiency ■ 1-Bedroom ■ 2-Bedrooms ■ 3+ Bedrooms

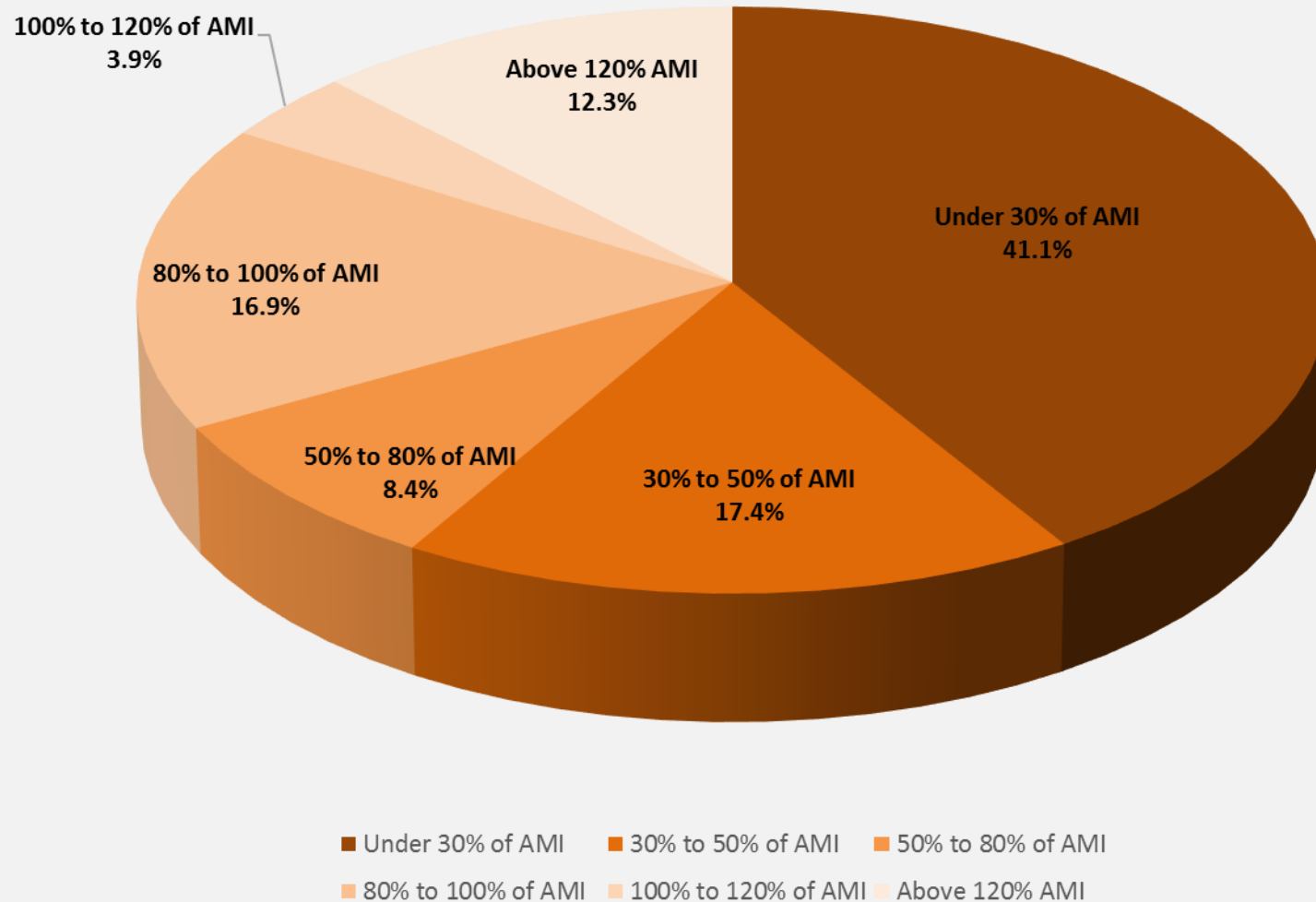
RENTAL SUPPLY – RENTAL UNITS

KENSINGTON (ESTABLISHED SUBURB)



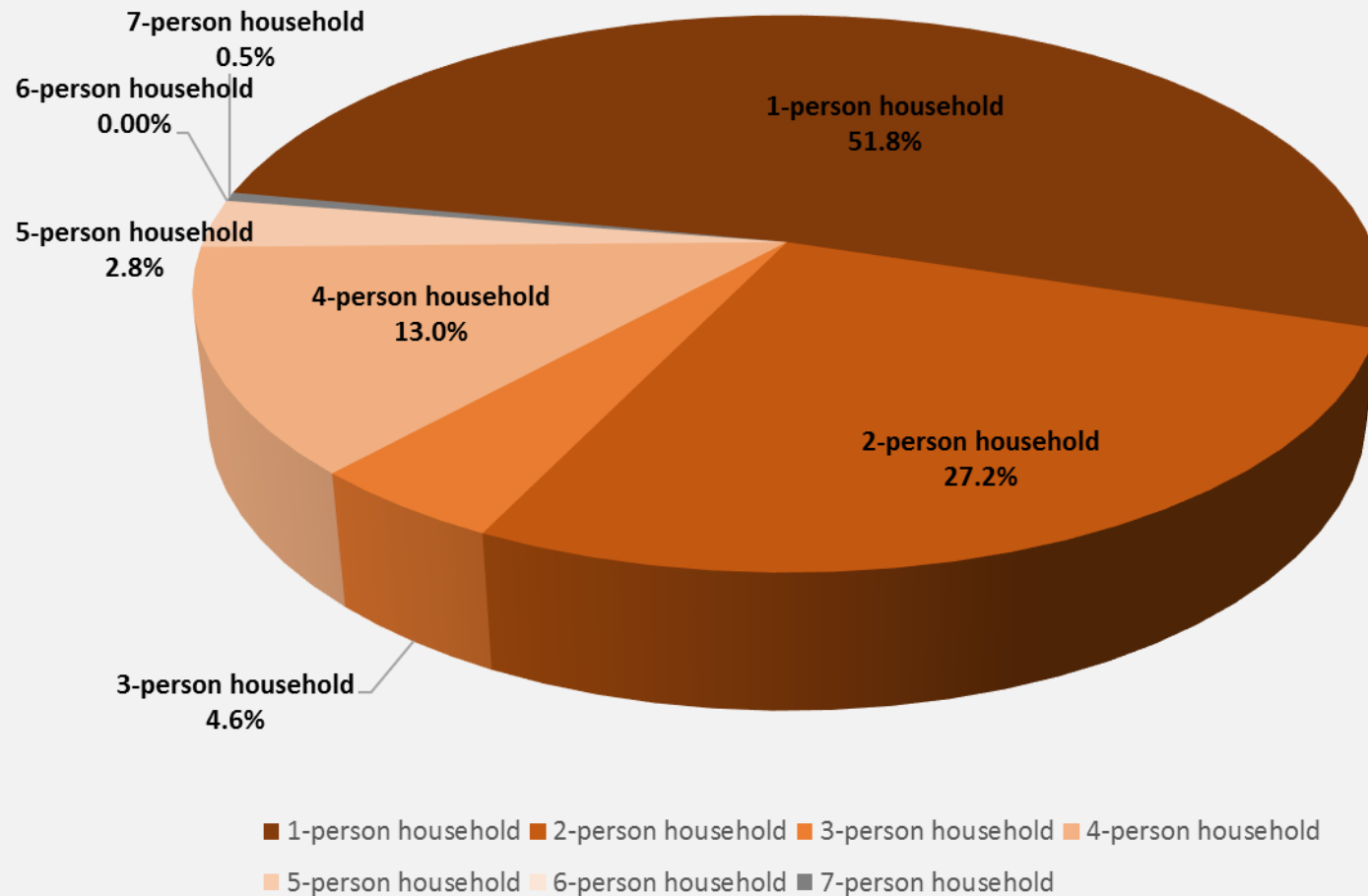
RENTAL DEMAND – RENTAL UNITS

KENSINGTON (ESTABLISHED SUBURB)



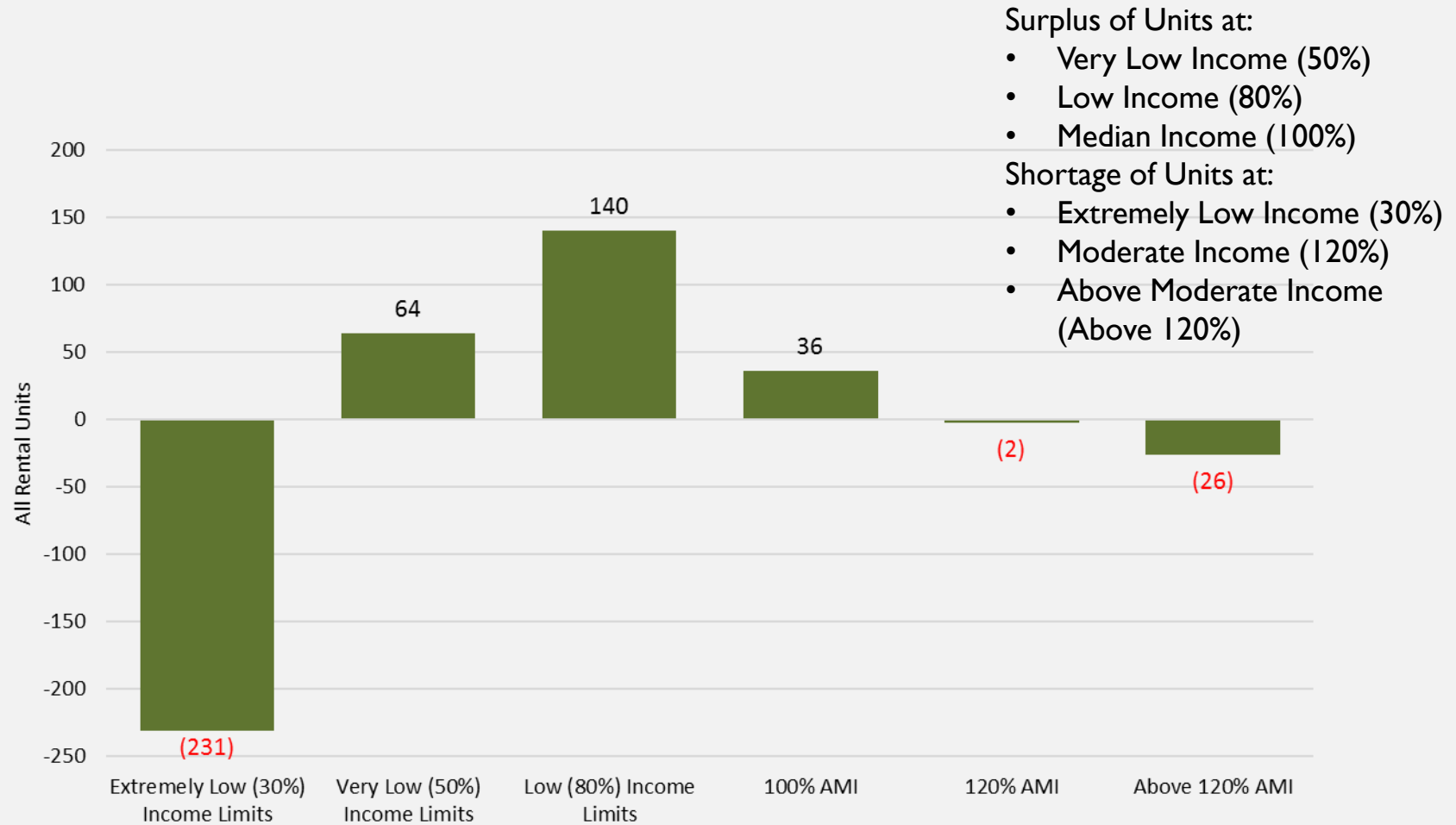
RENTAL DEMAND – HOUSEHOLD SIZE

KENSINGTON (ESTABLISHED SUBURB)



RENTAL AFFORDABILITY

KENSINGTON (ESTABLISHED SUBURB)



KEY FINDINGS

KENSINGTON (ESTABLISHED SUBURB)

- Commercial sites in Kensington tend to be one story, partially vacant
- Nearly all underutilized parcels are located on the main corridors in the neighborhood, also along the rail line
- Industrial businesses are located within the neighborhood due to their historical proximity to the railroad
- Two vacant commercial properties available for development at key intersections (Connecticut and Plyers Mill)
- 20% of rental housing is single family units, yet more than 40% of renters are one person households
- Nearly 65% of rental housing is affordable for households between 30-80% AMI, but not enough available units for households at or below 30% AMI
- Indication of single family conversions were evident by for-rent signs in the neighborhood.
- New residential units appear to be out of scale with existing community

CONSIDERATIONS

KENSINGTON (ESTABLISHED SUBURB)

- Development character an important issue
 - *Restrict low density rentals to underutilized/vacant parcels near core of neighborhood*
 - *Provide more flexibility for development along major corridors*
- Rental Assistance Program to make neighborhood more accessible
 - *46% of renters are cost burdened*
 - *Credit counseling program for income qualifying households*
- Infill Development on low density rental communities to capture family market
 - *20% of rental units are single family rentals; less than 5% of rentals are 3+ bedrooms*
- Renovation of older housing stock necessary to address aging in place
 - *30% of renters are 65 or older*

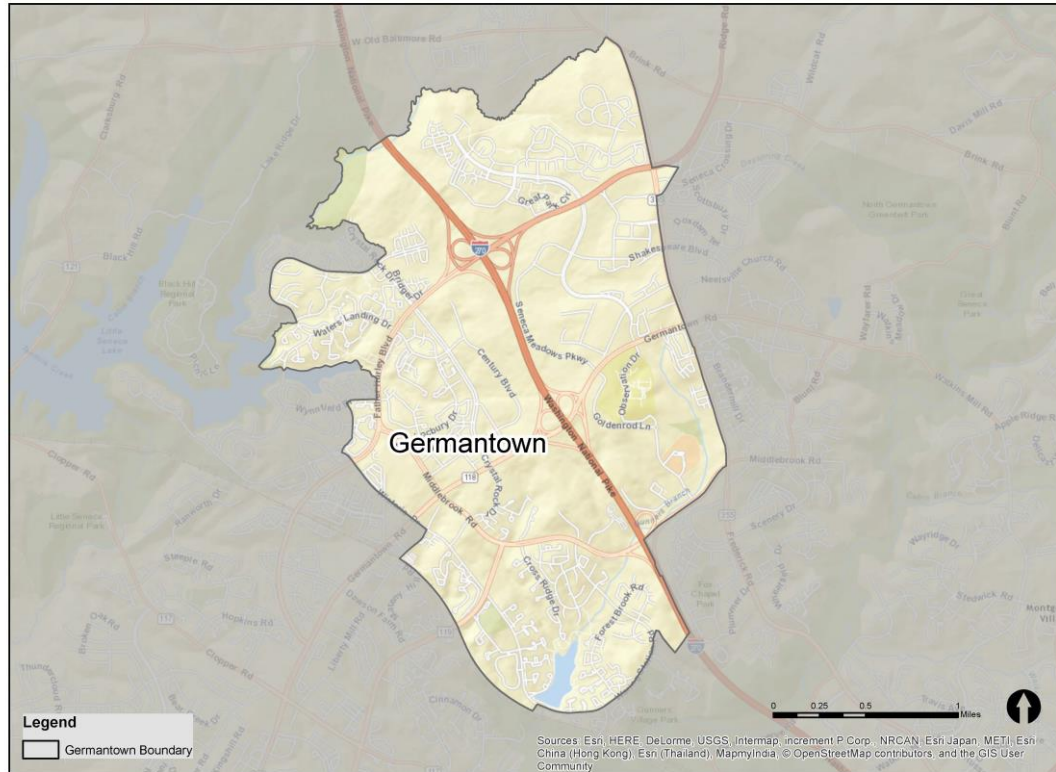
GERMANTOWN (CONCENTRATION OF RENTAL UNITS)

CONCENTRATION OF EXISTING RENTAL UNITS

GERMANTOWN (CONCENTRATION OF EXISTING RENTAL UNITS)

Montgomery County: Germantown - Base Map

APD Urban Planning Management



Source: APD Urban Planning and Management, LLC, 2015; Montgomery County; RKG Associates Inc, 2015; Census Tiger Files, 2010

- Total Population: 30,862
- Total Households: 11,850
- Average Household Size: 2.60
- Average Family Size: 3.23
- Median Age: 33 years old
- Age 65+: 6.26%
- Median Household Income: \$76,565
- Per Capita Income: \$34,724

TYPOLOGY CRITERIA REVIEW

GERMANTOWN (CONCENTRATION OF EXISTING RENTAL UNITS)

Typology Criteria	Germantown	County
Population Growth (2010-2014)	3.49%	3.43%
Average Gross Rent	\$1,553	\$1,611
Average Renter Income	\$62,698	\$60,276
Percentage of Renter Households	46.44%	33.36%
Cost Burden	51.40%	51.54%
Percentage of Multi-Family Rental Units	81.29%	79.53%
Percentage of Single-Family Rental Units	12.61%	13.30%
Jobs-Housing Balance	1.39	1.30
Proximity to Existing Metro Red Line	No	N/A
Proximity to Future Public Transit	No	N/A
Public Transit Commuters	10.59%	15.50%
Average Travel Time	41.37 min	34.40 min
Lack of Vehicle Availability	11.15%	17.48%
Limited Access to Transit	Yes	N/A
County Land Availability	115	N/A
Underutilized Parcels	4 (38.53 acres)	N/A
Vacant Parcels	60 (232.25 acres)	N/A
Public Amenities	14	1,079

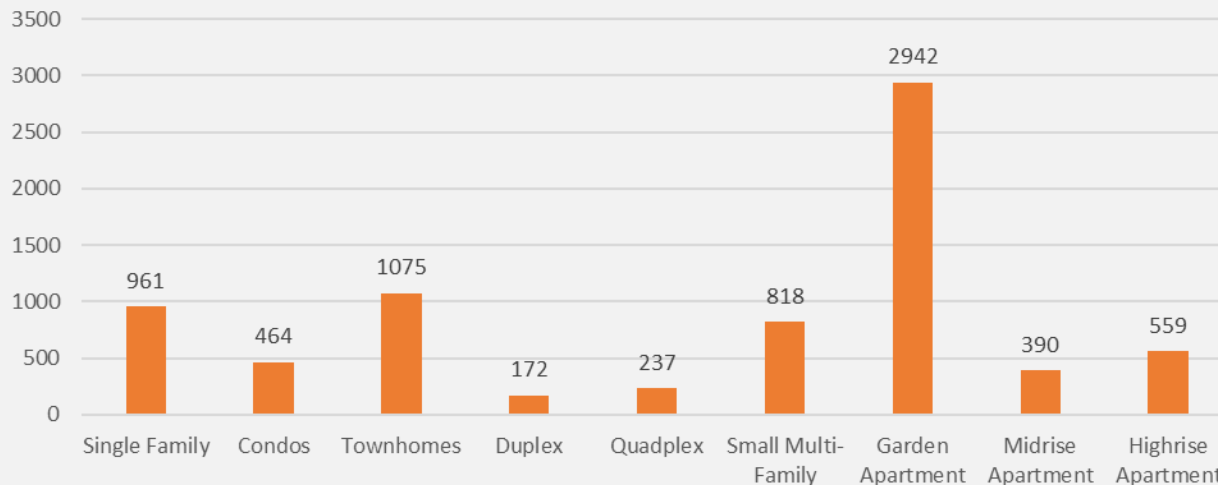
RENTAL TYPOLOGY

GERMANTOWN (CONCENTRATION OF EXISTING RENTAL UNITS)

RENTAL UNITS BY THRESHOLD

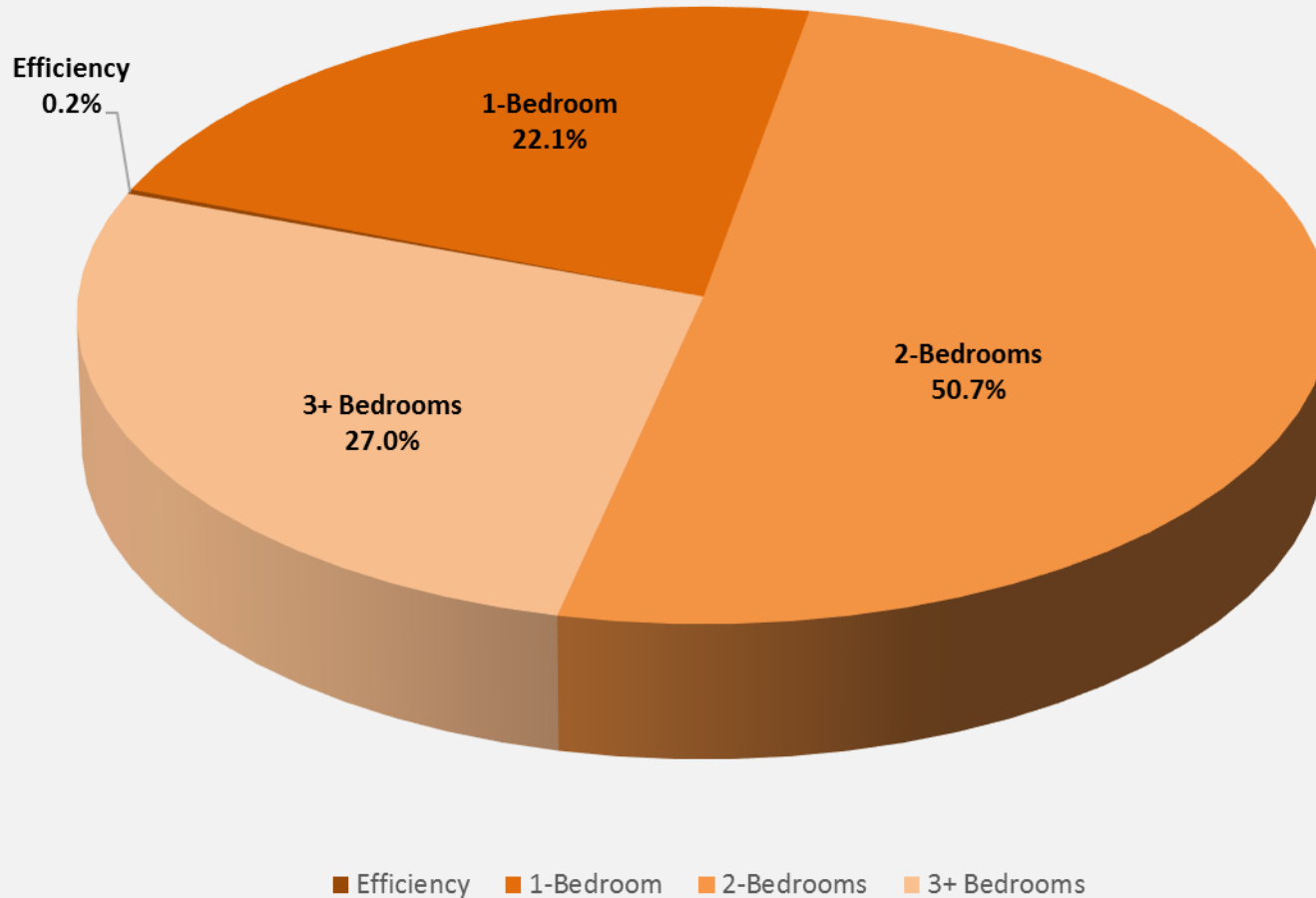
	Income Threshold	Rent Threshold Total	Supply	Share of Total
Extremely Low (30%) Income Limits	\$28,900	\$723	239	3.1%
Very Low (50%) Income Limits	\$48,150	\$1,204	1,114	14.6%
Low (80%) Income Limits	\$61,650	\$1,541	3,260	42.8%
100% AMI	\$96,300	\$2,408	2,861	37.6%
120% AMI	\$115,560	\$2,889	98	1.3%
Above 120% AMI	N/A	N/A	46	0.6%
Total			7,618	100.0%

RENTAL UNITS BY TYPE



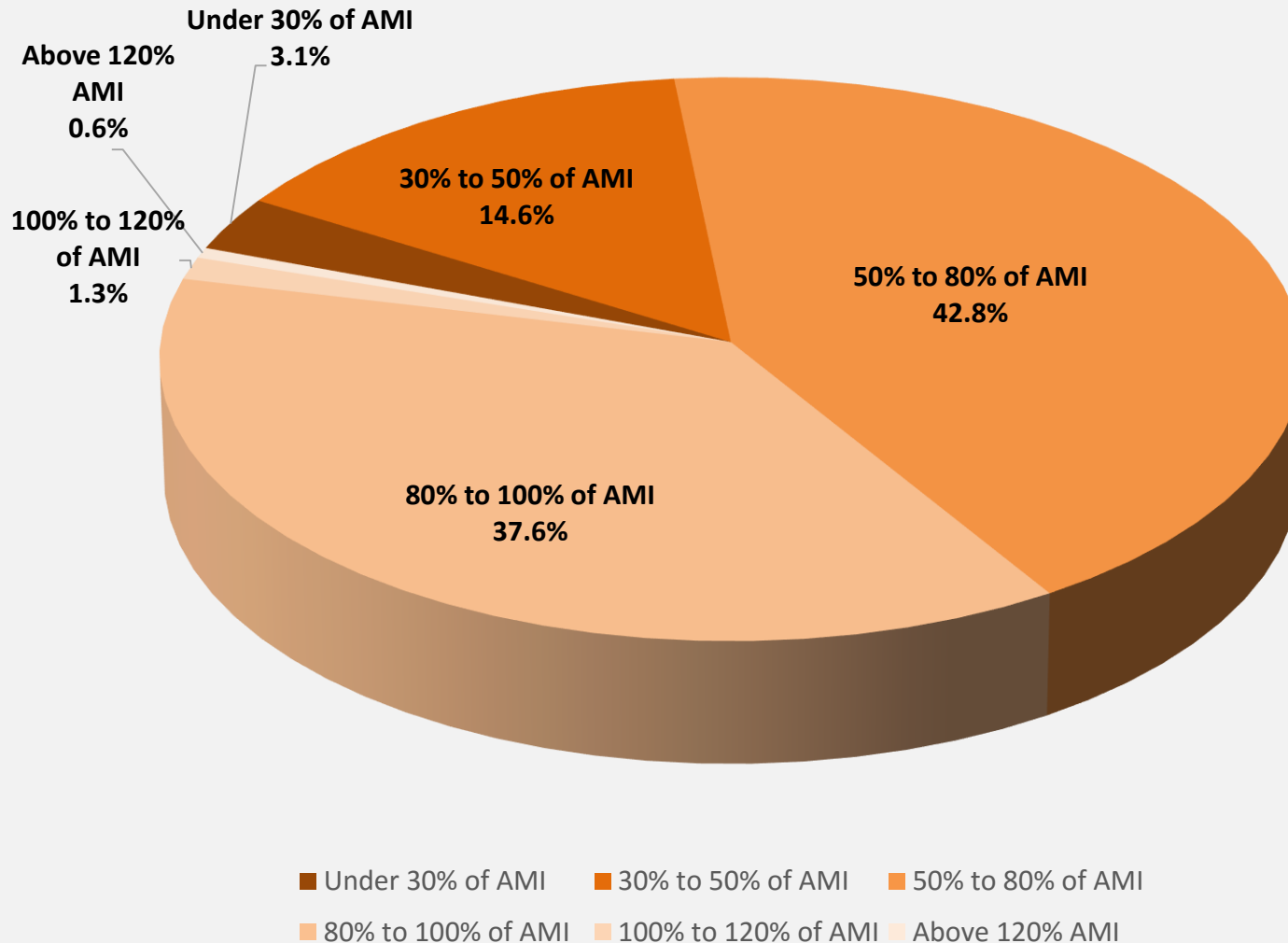
RENTAL SUPPLY - BEDROOM SIZE

GERMANTOWN (CONCENTRATION OF EXISTING RENTAL UNITS)



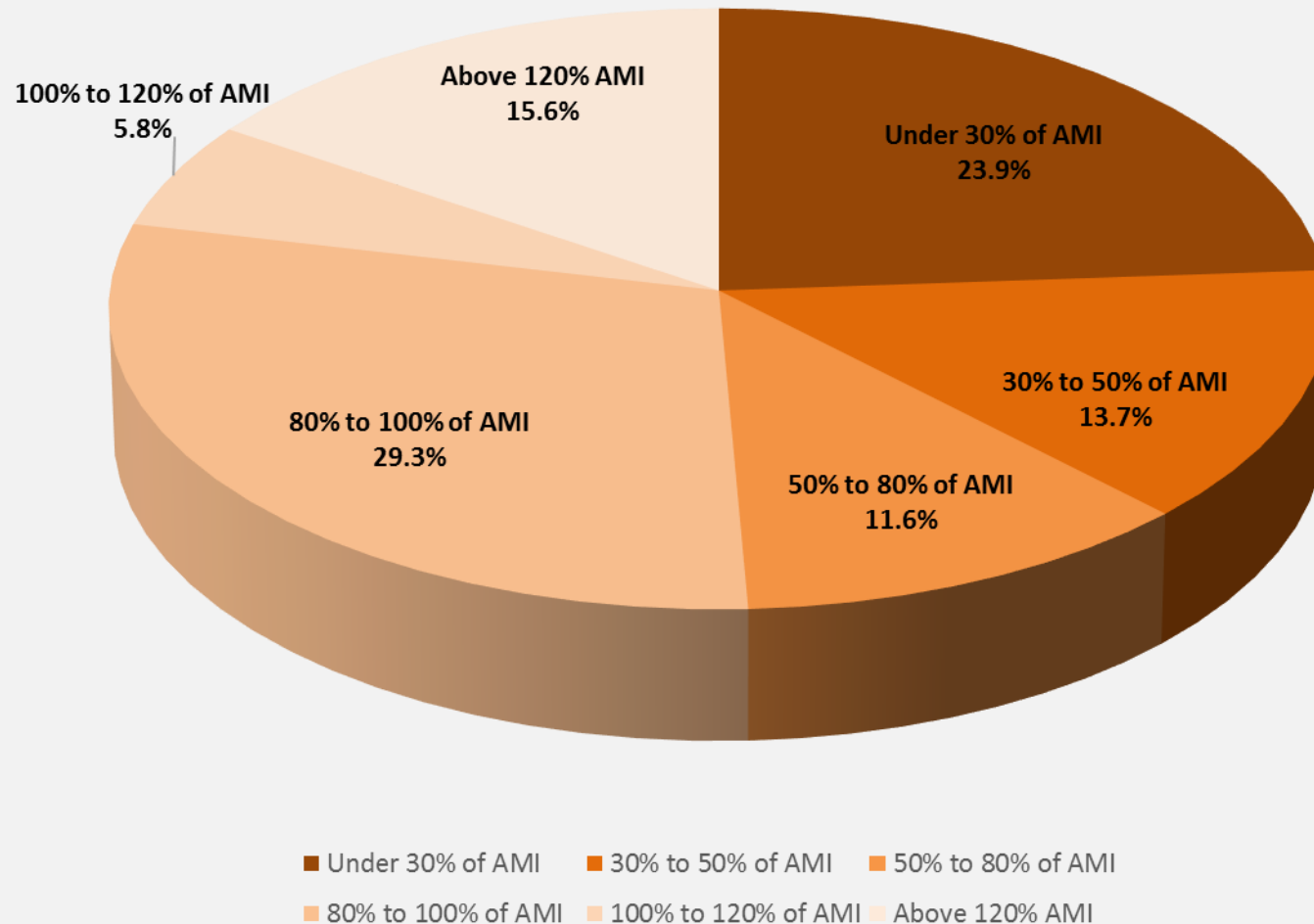
RENTAL SUPPLY – RENTAL UNITS

GERMANTOWN (CONCENTRATION OF EXISTING RENTAL UNITS)



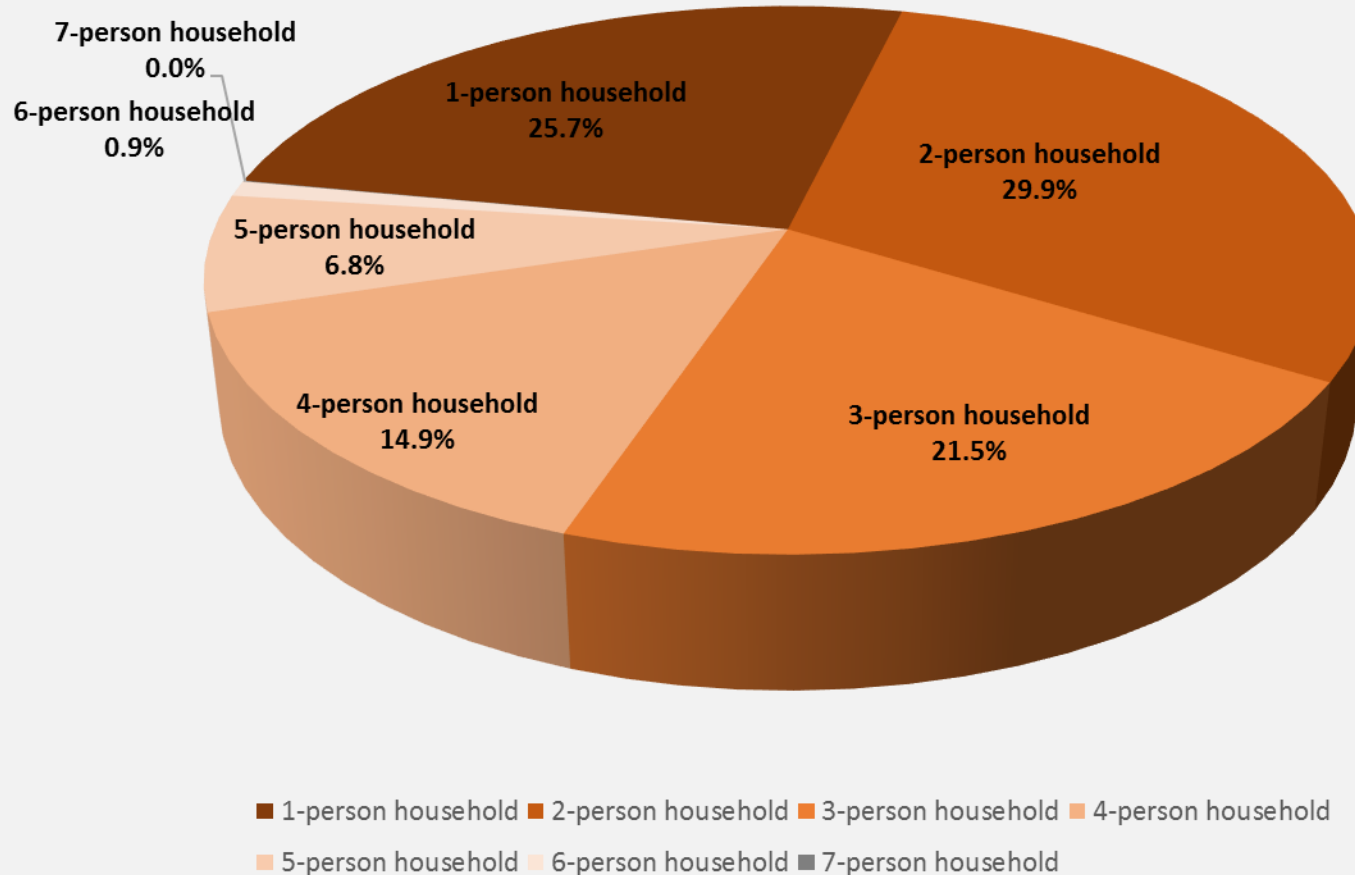
RENTAL DEMAND – RENTAL UNITS

GERMANTOWN (CONCENTRATION OF EXISTING RENTAL UNITS)



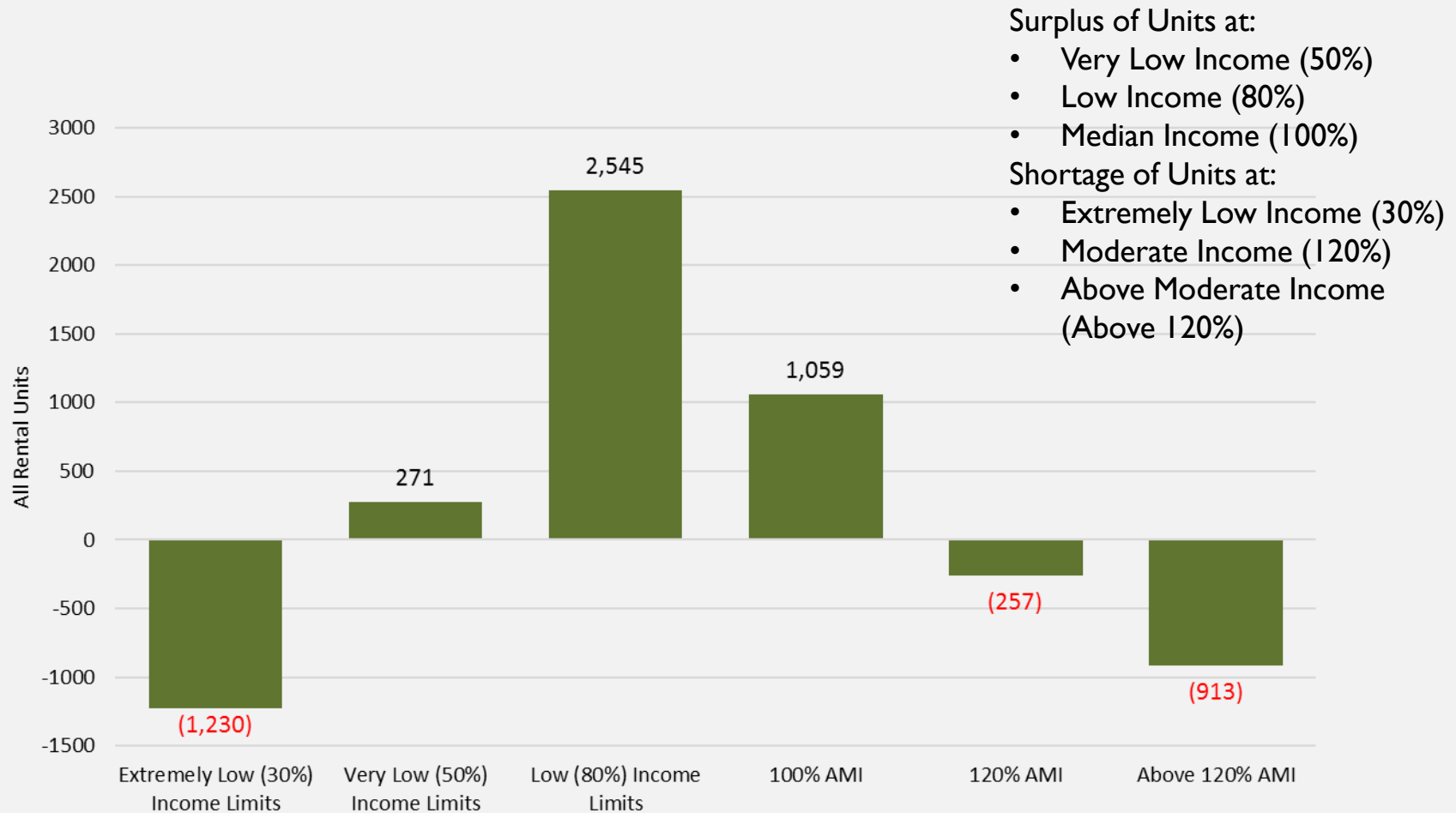
RENTAL DEMAND – HOUSEHOLD SIZE

GERMANTOWN (CONCENTRATION OF EXISTING RENTAL UNITS)



RENTAL AFFORDABILITY

GERMANTOWN (CONCENTRATION OF EXISTING RENTAL UNITS)



KEY FINDINGS

GERMANTOWN (CONCENTRATION OF EXISTING RENTAL UNITS)

- New senior housing in development (Churchill Senior Living Facility Phase II)
- Recent/planned development will continue to affect the rental market
 - Century Technology Campus (office space)
 - Infrastructure completed for Black Hill Development (mixed use development)
- Pricing structure of rental units does not match renters' ability to pay
 - Value alternative rather than destination location
- Need for rental units for households at or below 30% AMI and at or above 100% AMI is almost the same
 - Scale of delivery should not be equal, though

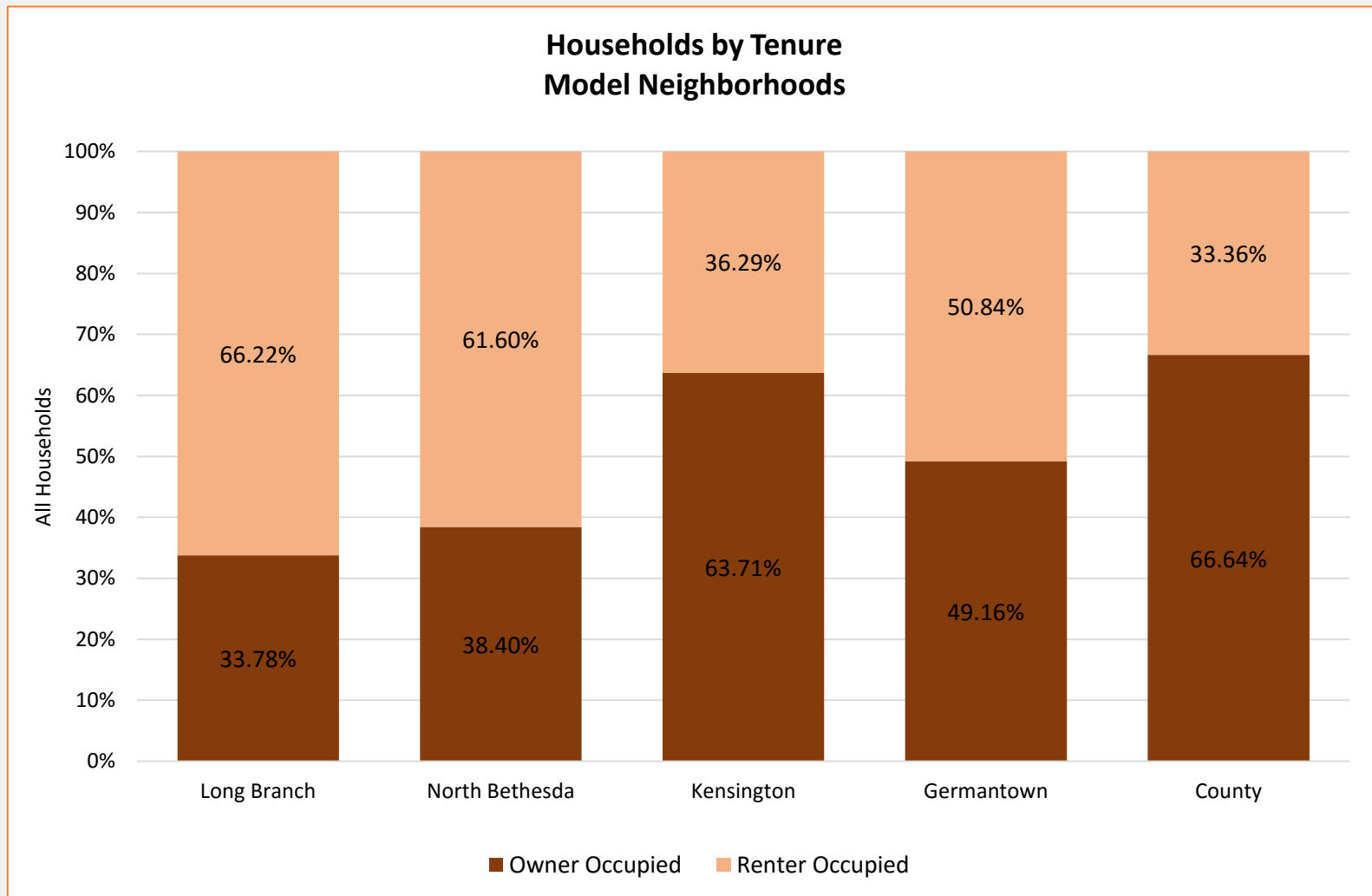
CONSIDERATIONS

GERMANTOWN (CONCENTRATION OF EXISTING RENTAL UNITS)

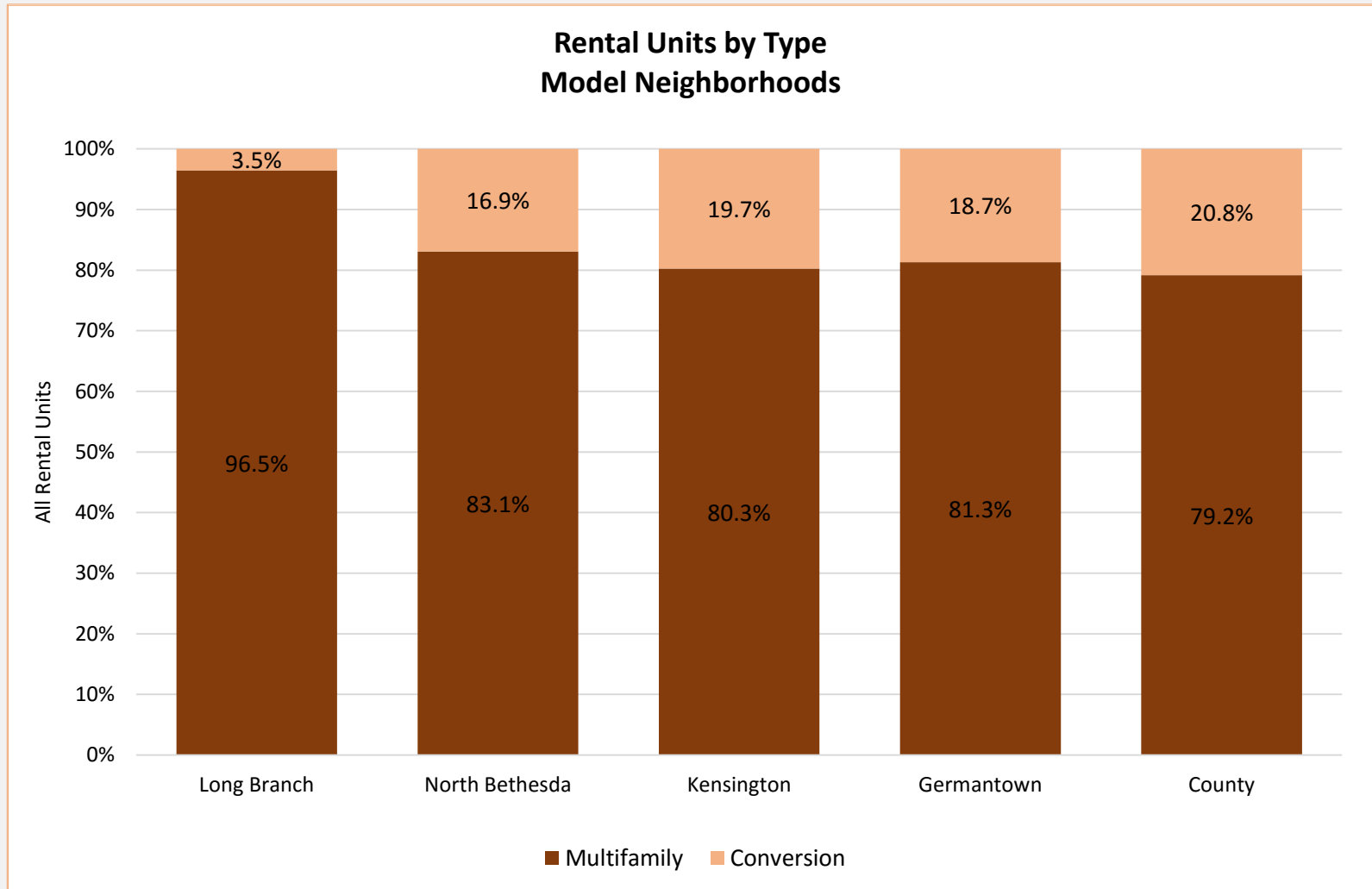
- Colocation on publicly held land (i.e. emergency services)
 - *Limited access/proximity to community amenities*
- Access to existing public transportation/services critical
 - *Limited MARC service available*
 - *No Metro rail lines*
- Potential for employer-based housing programs
 - *Several large employers are located in or within a mile of Germantown neighborhood*
- Fewer MPDU units with deeper subsidies
 - *51% of renters are cost burdened*
- Vacant industrial parcels could be rezoned as medium density for potential redevelopment

MODEL NEIGHBORHOOD SUMMARY

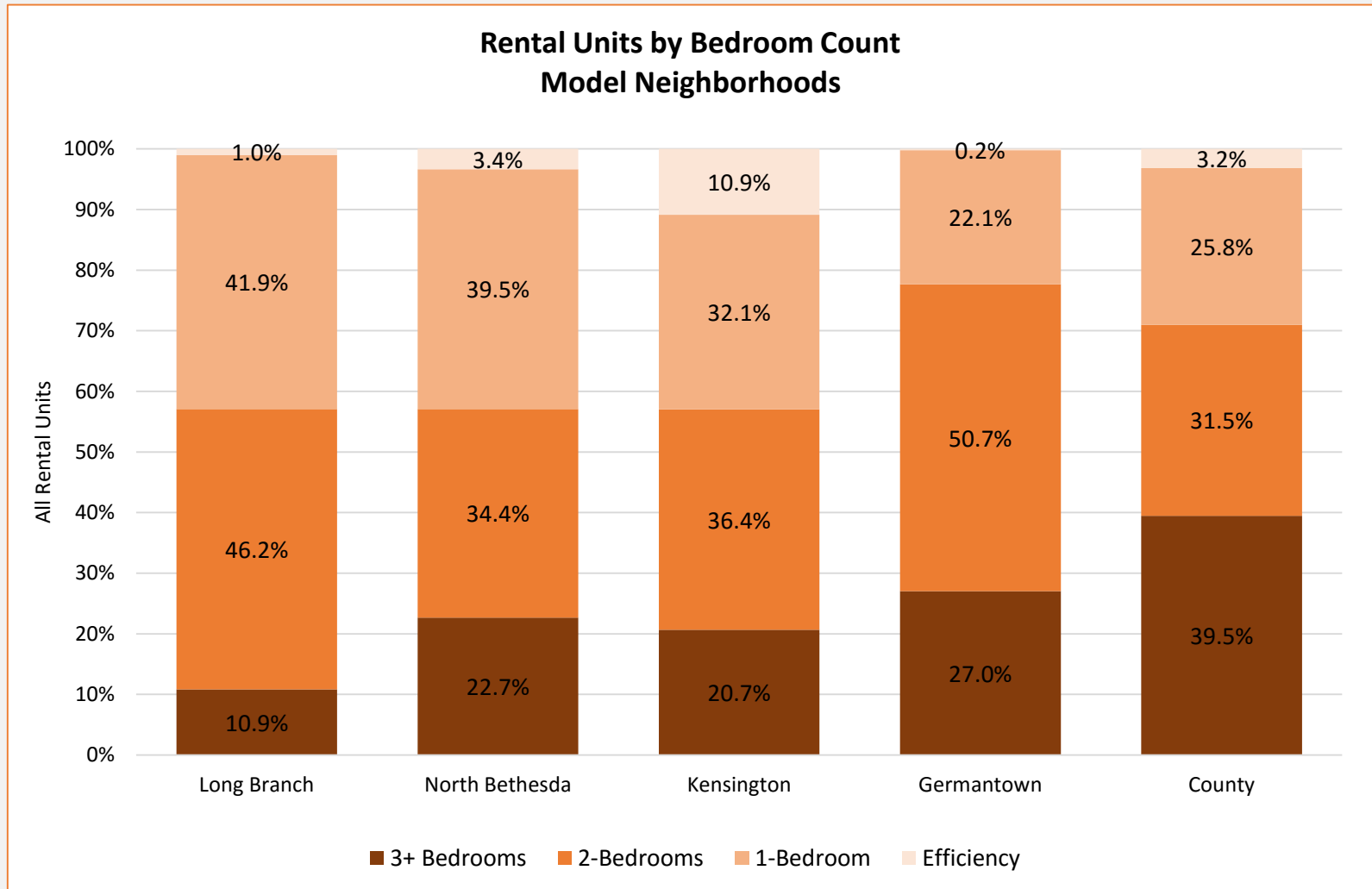
MODEL NEIGHBORHOOD SUMMARY



MODEL NEIGHBORHOOD SUMMARY

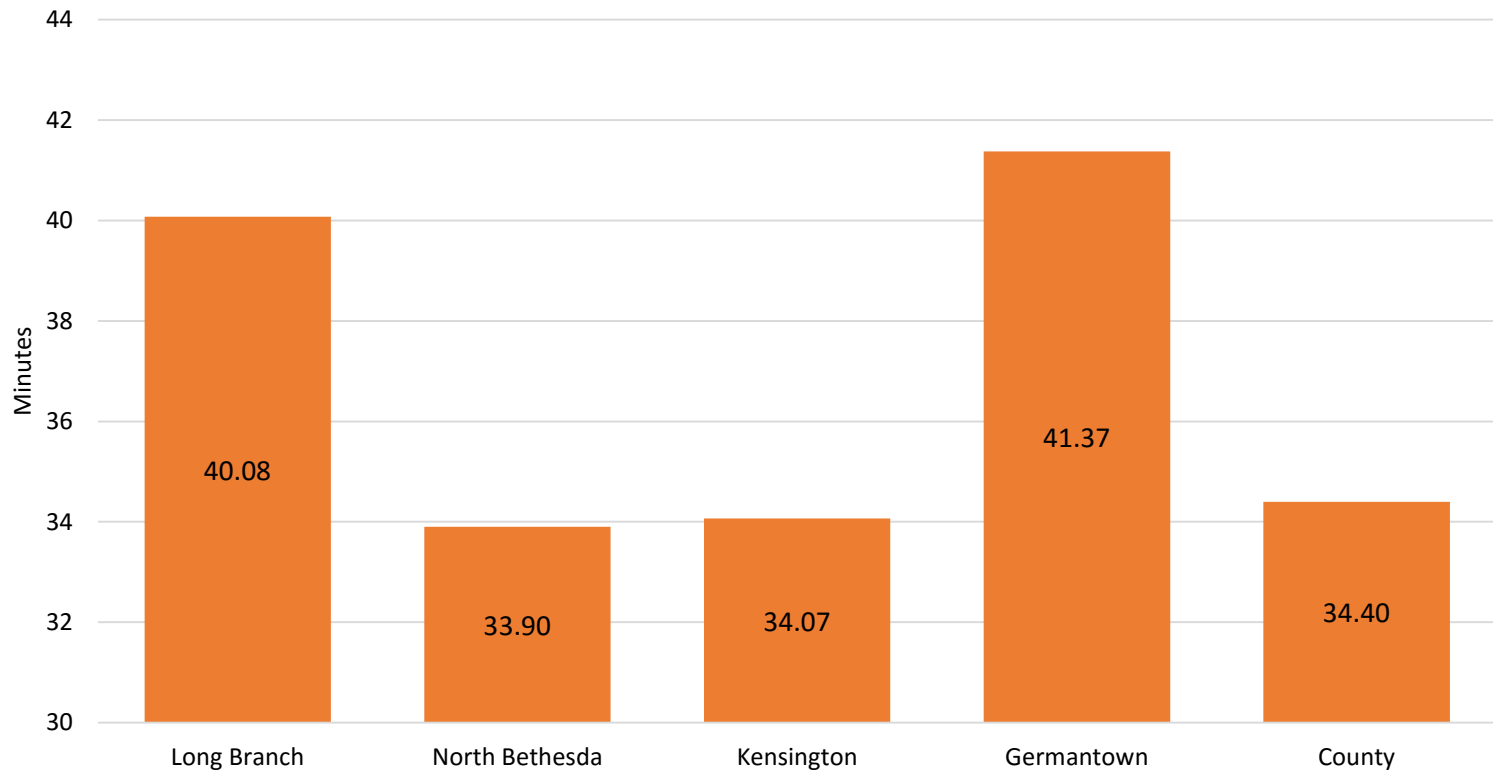


MODEL NEIGHBORHOOD SUMMARY

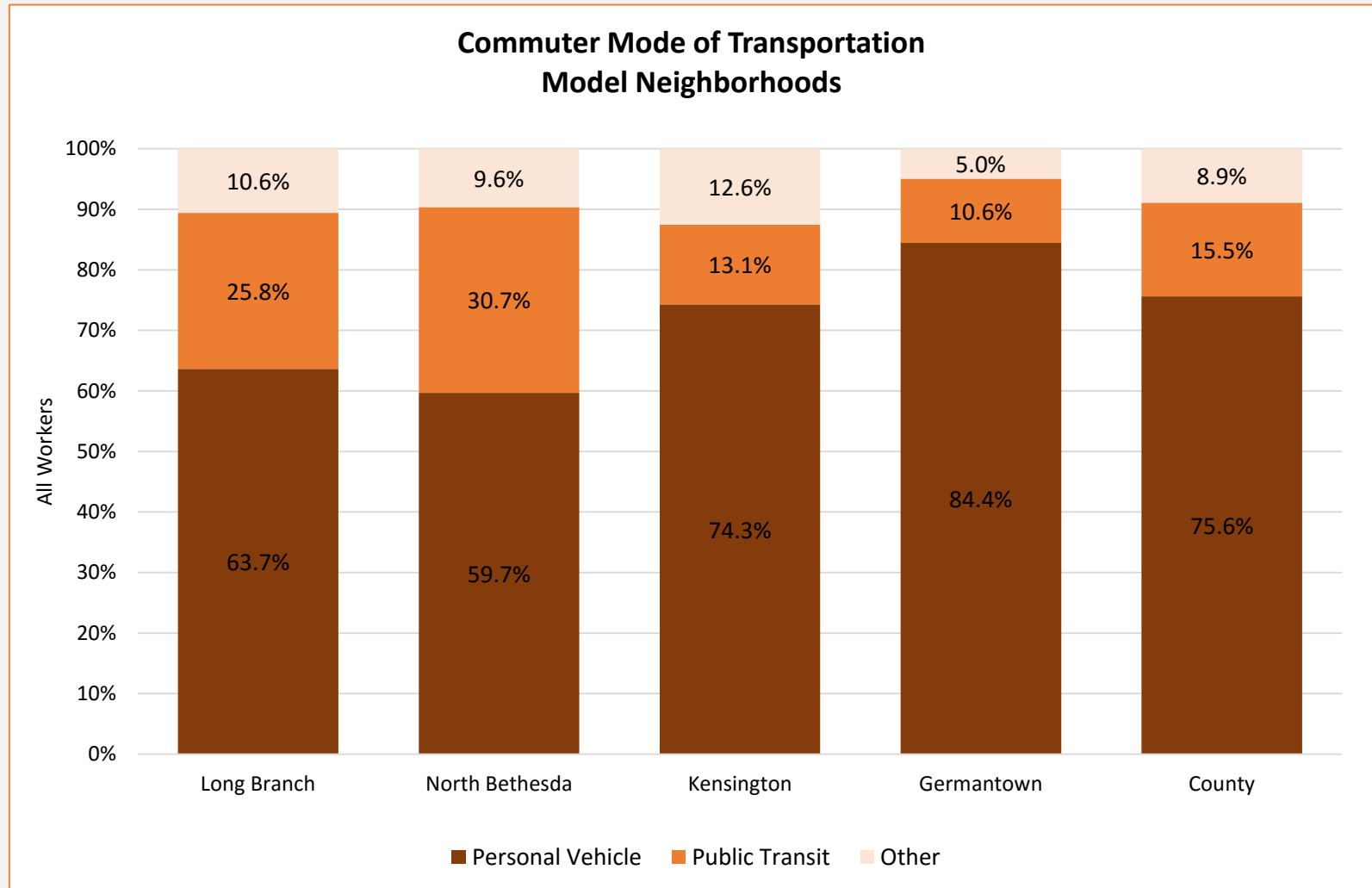


MODEL NEIGHBORHOOD SUMMARY

Average Travel Time to Work (in Minutes)
Model Neighborhoods



MODEL NEIGHBORHOOD SUMMARY



DISCUSSION

Q & A

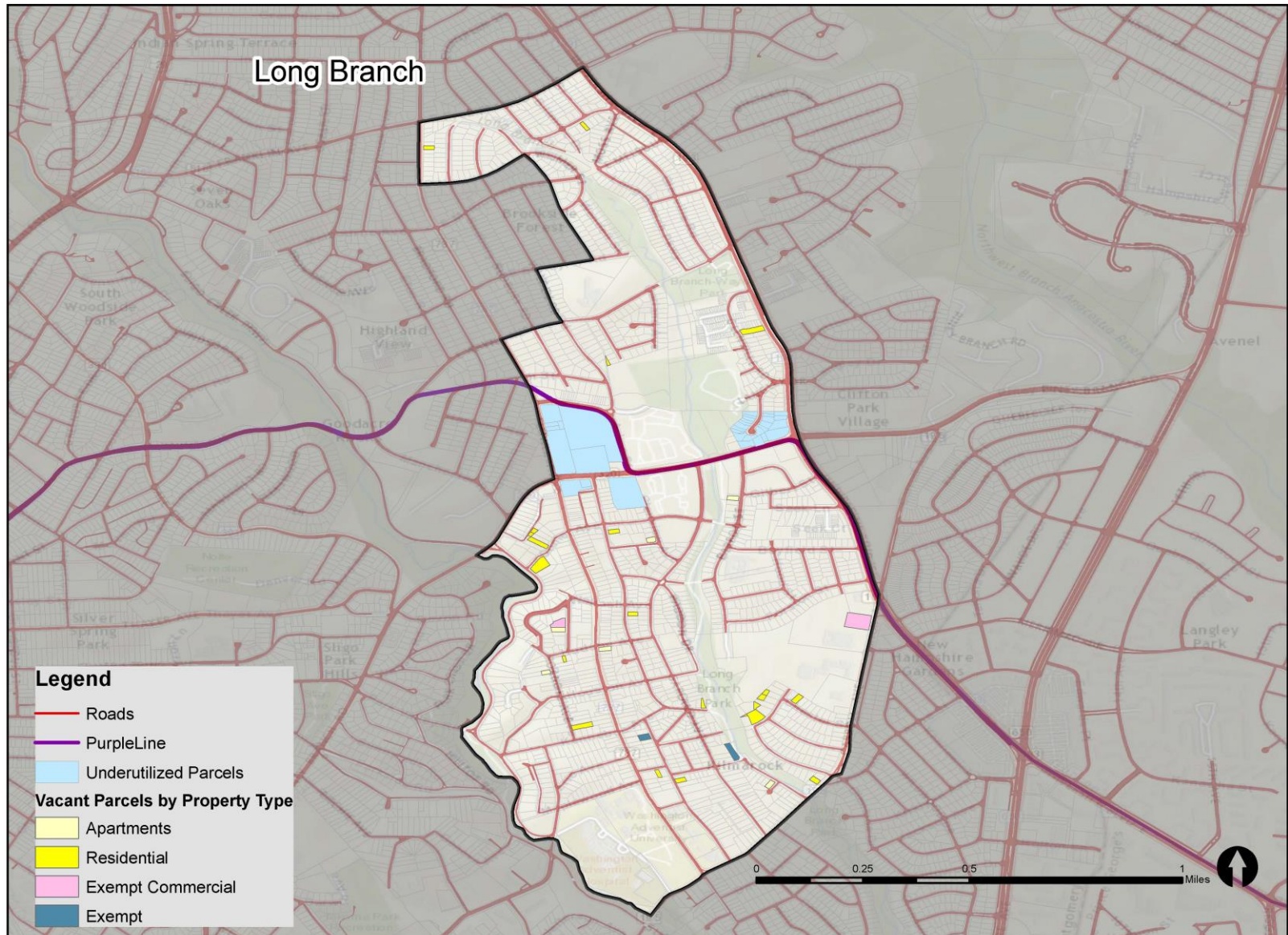
NEXT STEPS

- Policy analysis (CHP) – Late July
- Financial feasibility model (RKG) – Late August
- Draft strategy presentation/discussion – Late September
- Policy refinement – Mid November
- Strategy completion – Year end

THANK YOU

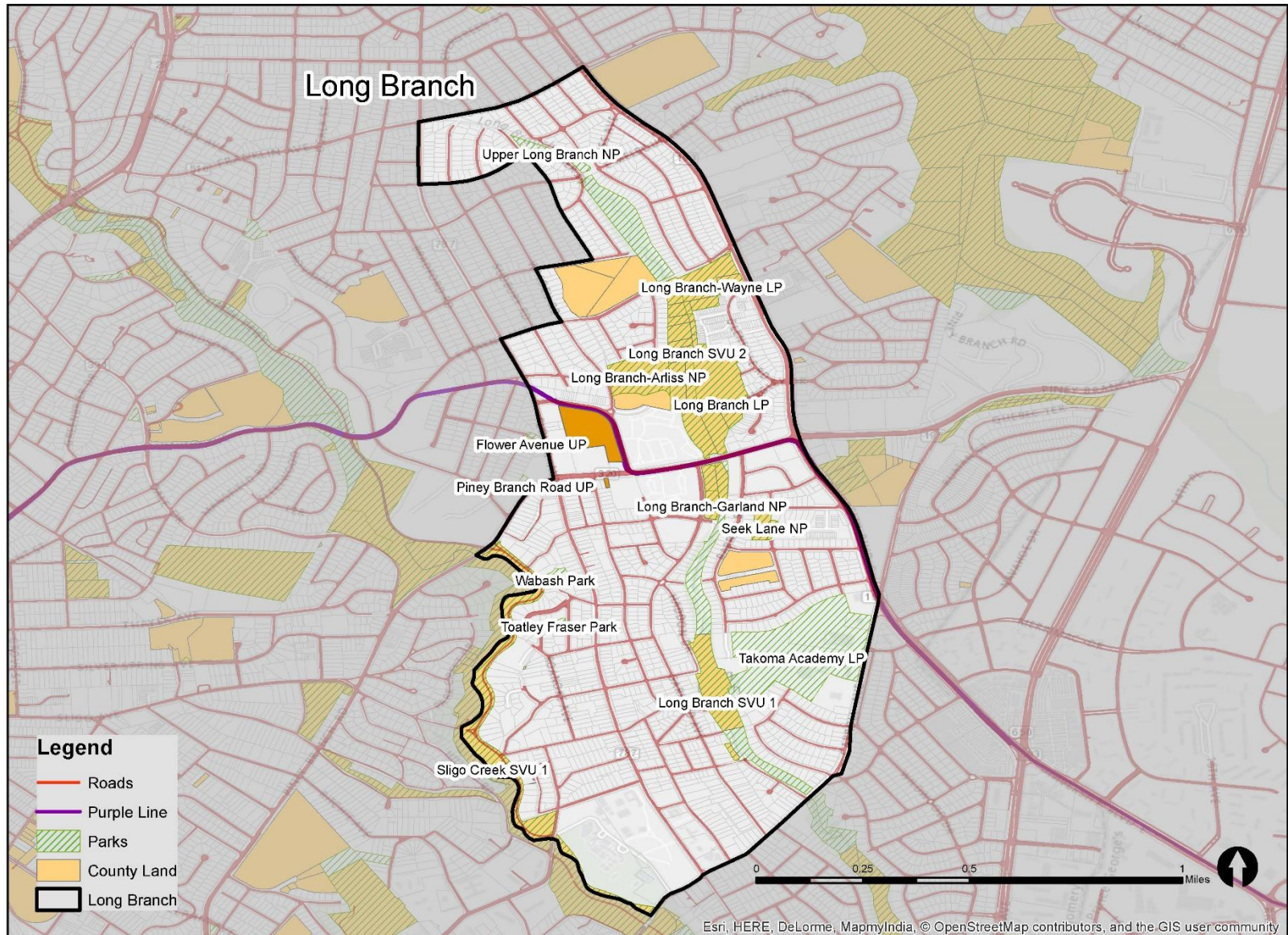
VACANT AND UNDERUTILIZED PARCELS

Montgomery County: Long Branch: Vacant and Underutilized Parcels



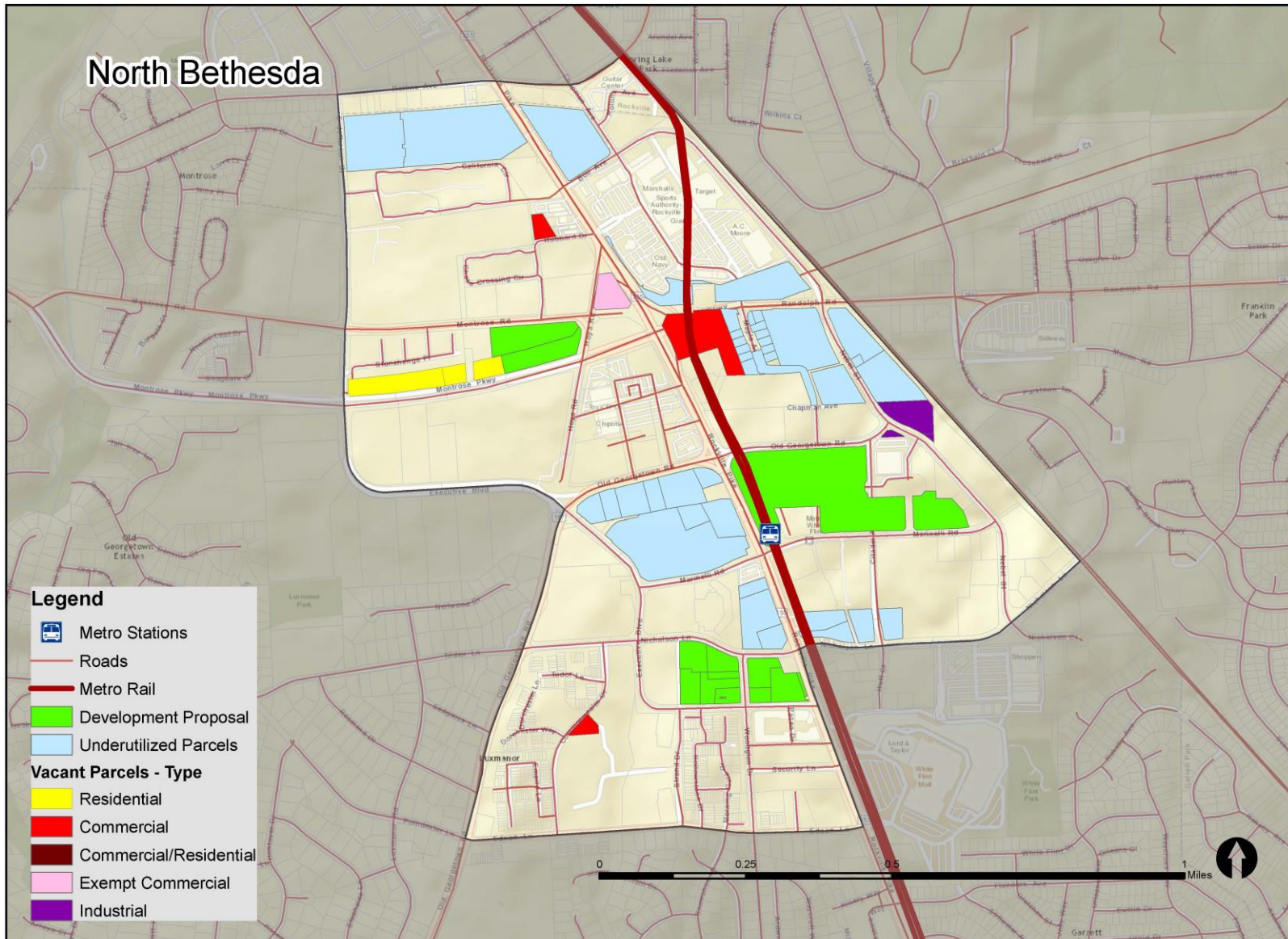
COUNTY OWNED LAND

Montgomery County: Long Branch - County Land



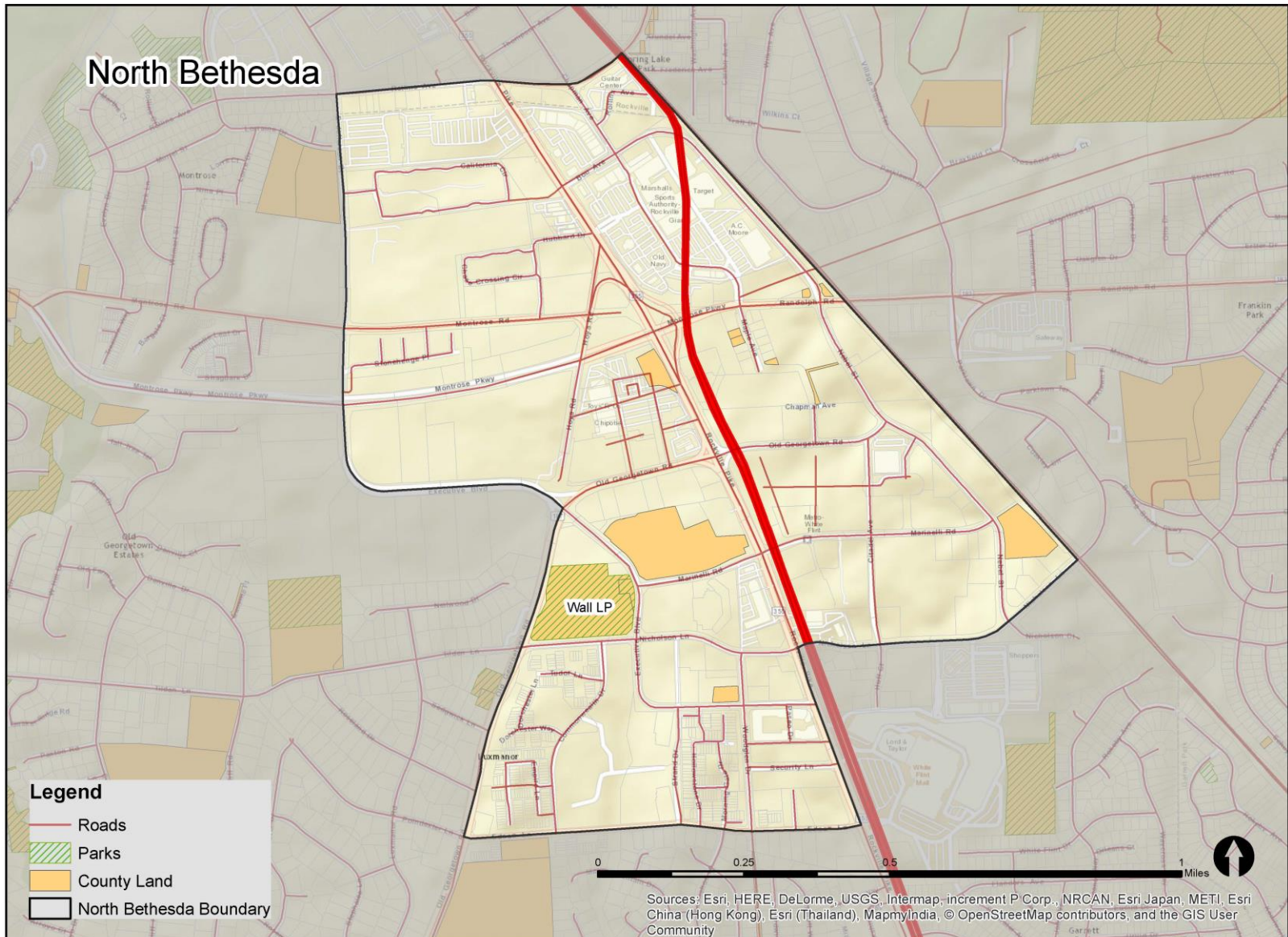
VACANT AND UNDERUTILIZED PARCELS

Montgomery County: Vacant and Underutilized Parcels



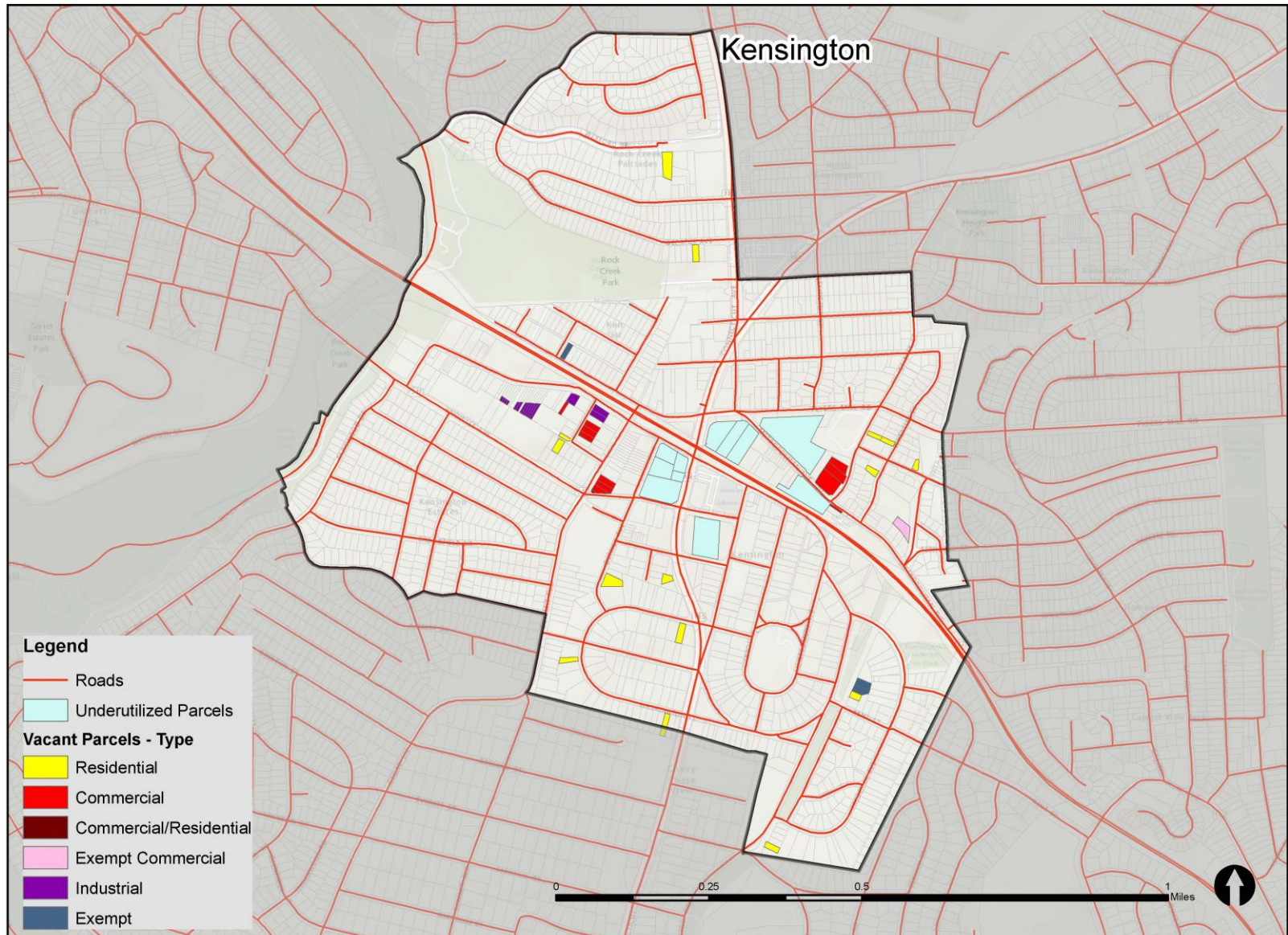
COUNTY OWNED LAND

Montgomery County:North Bethesda - County Land



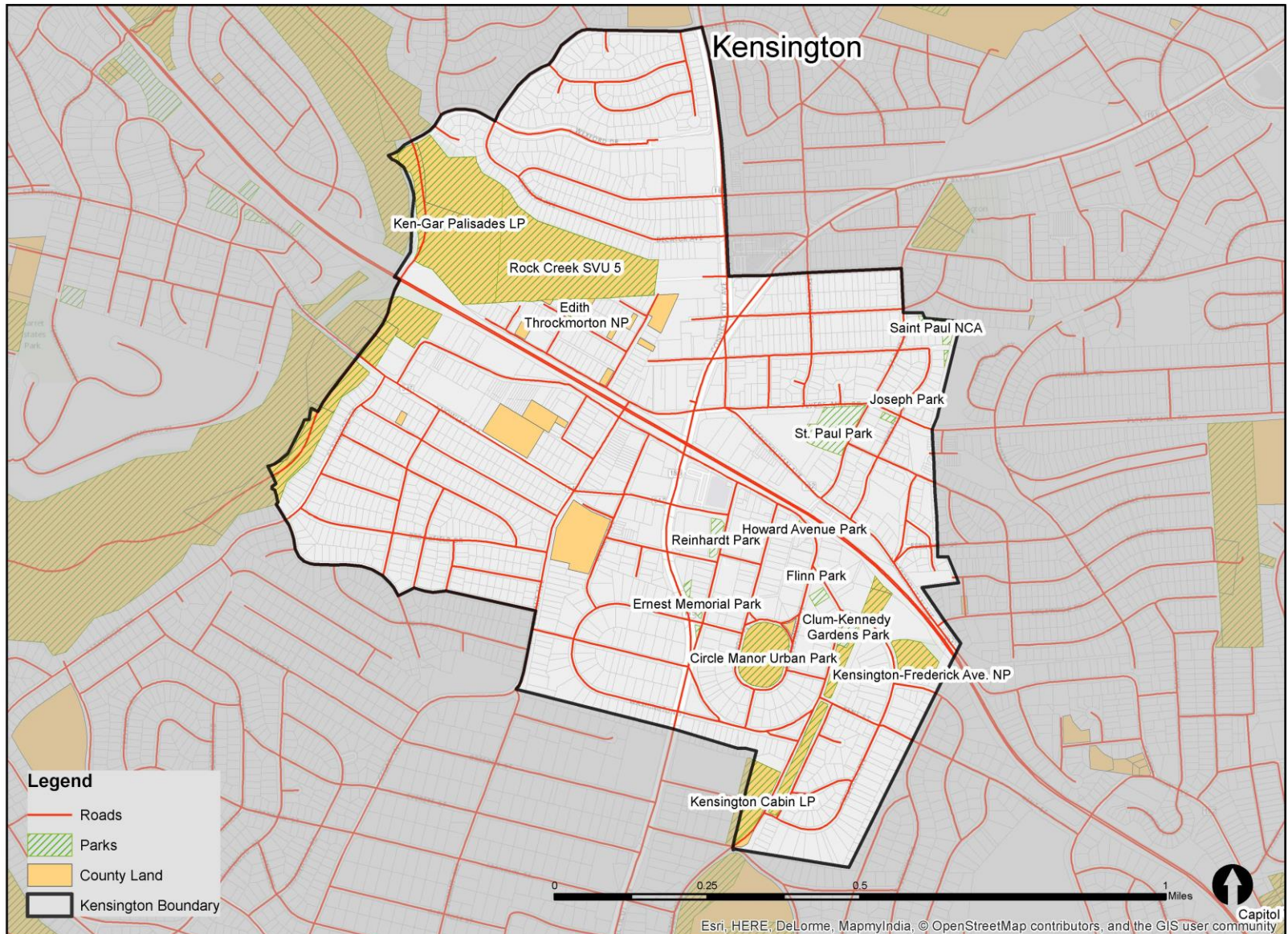
VACANT AND UNDERUTILIZED PARCELS

Montgomery County: Kensington - Vacant and Underutilized Parcels



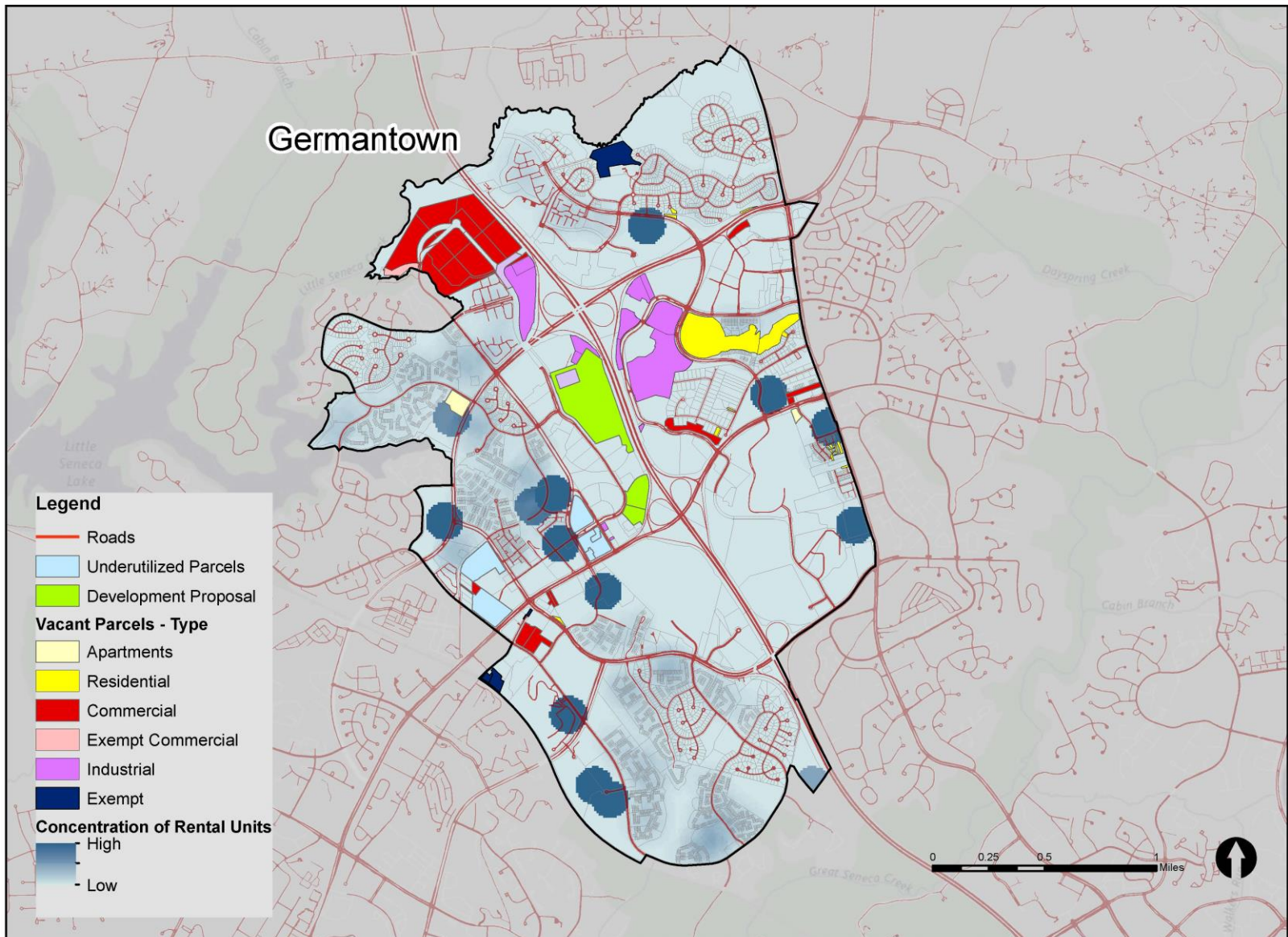
COUNTY OWNED LAND

Montgomery County: Kensington - County Land



VACANT AND UNDERUTILIZED PARCELS

Montgomery County: Germantown - Vacant and Underutilized Parcels



COUNTY OWNED LAND

Montgomery County: Germantown - County Land

