

## Messaging Guide: MULTIFAMILY DEVELOPERS

### *How to use this messaging guide*

*This messaging guide can be used to talk about the importance of housing issues within Prince George's County. It summarizes key points about why housing matters and unique housing needs or preferences among key populations. At the end of this guide, there are three discussion questions to jumpstart conversation and help collect additional feedback on the ideas presented in it.*

*Your thoughts can be shared directly with Prince George's County Department of Housing and Community Development staff via email:*

[chs@co.pg.md.us](mailto:chs@co.pg.md.us).

*Your input will shape the ideas in the County's Comprehensive Housing Strategy, which will outline an actionable set of solutions to help guide future housing investments in Prince George's County.*

**Developers, both for-profit and nonprofit, play a vital role in achieving affordable housing goals,** assuming leadership in assembling complex financing; navigating the entitlement process; and conducting community outreach.



**Within Prince George's County, multifamily developers can help the County realize its vision to be a community of choice,** which aligns with their interest in building more multifamily developments and capitalizing on the demand for denser, amenity-rich neighborhoods.

**Prince George's County has a long history of working with the local and regional development community to support both market-rate and affordable housing projects throughout the County.** An example of a recent project is Towne Square at Suitland Federal Center, a 22-acre site near the Suitland Metro and U.S. Census Bureau. Once complete, this site will have several new types of housing, including senior housing, apartments, and market-rate townhomes, with the Redevelopment Authority of Prince George's County serving as master developer. Another project is Bladensburg Commons, a mixed-income apartment building, which used \$3 million in federal funding from the Prince George's County Department of Housing and Community Development to help complete the project.

**And the County is looking forward to creating new tools to support additional housing development** and helping interested developers use its existing tools, like its Housing Trust Fund and density bonus.



**Developers within Prince George's County see a strong demand for multifamily rental housing in the county.** They see the biggest market for multifamily rental housing among the County's workforce. Developers defined "workforce" households as those earning between 60 and 100 percent of area median income (or approximately as high as \$110,300 for the average household living in the region).

**Developers also noted a shift in where opportunities exist for multifamily development. They see demand for higher-density neighborhoods with amenities as a common trend across the region.**

Developers' interest and demand for higher density neighborhoods with amenities dovetails with the County's strategic plan, *Plan Prince George's 2035*, where the County seeks to encourage higher density development in areas with convenient access to jobs, schools, and shops, among other amenities. The County is directly supporting this goal through updates to its Zoning Ordinance, which will help ensure that denser housing is easier to build in these areas.

**Developers also noted an interest in rehabilitating the County's existing multifamily housing stock.**

They have witnessed the impact of the Great Recession—falling property values, deferred maintenance, and foreclosures—on multifamily properties, noting a need for reinvestment in these properties.

**The County seeks to provide a wide range of multifamily housing options for its residents and recognizes the important role of its partners in the development community to help realize those options.** A few actions the County can take to encourage developers to support additional multifamily development are:

- Work with developers to identify and develop financing tools.
- Develop additional incentives, including tax relief for affordable housing development.
- Streamline the development review and approval process.
- Strengthen public-private partnerships.

## Topics for discussion



- *What issues or concerns would you add?*
- *What other solutions would you suggest?*
- *What is the most important thing the County can do to address current housing needs or attract new residents?*

***Don't forget to share your thoughts!***

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