

# Purple Line Corridor Coalition Housing Action Plan 2019-2022



December 2019



This PLCC Housing Action Plan includes our Partner Acknowledgements, Executive Summary, Data Snapshot and Summary of Recommendations. The full PLCC Housing Action Plan is available here:

<http://purplelinecorridor.org/housing/>

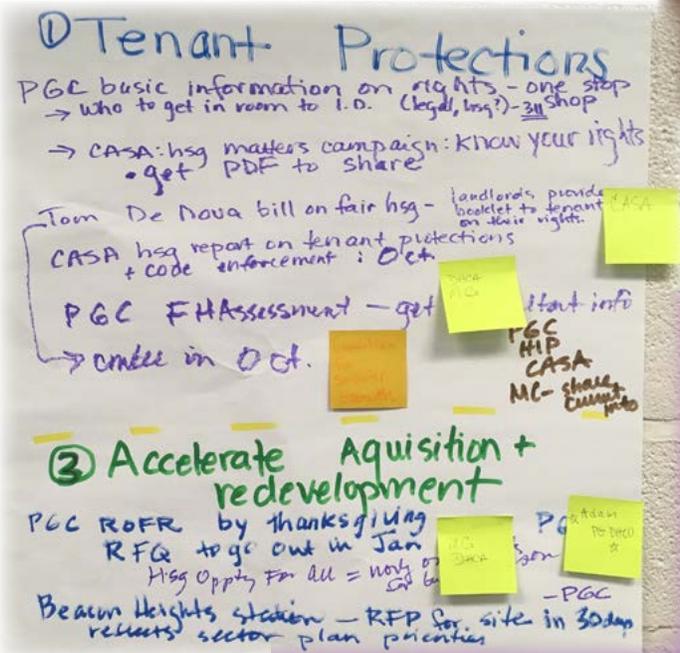
Figure 1. (front cover) Purple Line Corridor graphic, credit Neighborhood Design Center drawn by S.Morley



Figure 2. PLCC HAP Meeting (Photo credit S.Morley)

Figure 3. Focus group with members of the Takoma and Langley Park community (Photo credit S. Bingham)

Figure 4. PLCC HAP Meeting (Photo credit S.Morley)





The Purple Line Corridor Coalition (PLCC) is an innovative public-private-community collaboration working to leverage Maryland’s largest transit investment in the 21st century to create a place of opportunity for all who live, work and invest in the corridor. Our work is guided by the goals and vision laid out in the Community Development Agreement for the Purple Line Corridor which was developed through an extensive stakeholder engagement process.

**Acknowledgements**

PLCC Housing Action Team

- CASA & Fair Development Coalition
- Coalition for Smarter Growth (CSG)
- Community Preservation and Development Corporation
- Enterprise Community Partners (Co-Chair)
- Housing Initiative Partnership (HIP) (Co-Chair)
- Kaiser Permanente
- Montgomery County Planning Department
- Montgomery County Department of Housing and Community Affairs
- Montgomery Housing Partnership (Co-Chair)
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- Prince George’s County Council Administration
- Prince George’s County Department of Housing and Community Development
- Prince George’s County Planning Department
- Purple Line NOW

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- City of Takoma Park, Housing and Community Development Department
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- Habitat for Humanity, Metro Maryland
- Housing Opportunities Commission (HOC)
- IMPACT Silver Spring
- Landex Development
- Montgomery County Planning, Housing, and Economic Development (PHED) Committee
- Montgomery County Renter’s Alliance
- Neighbors Impacted by the Manchester Tunnel
- Northern Gateway CDC
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- Office of Council Member Deni Taveras
- Peace City Church
- Silver Spring Regional Center
- Sligo Grandview Community Association
- Solid Rock Church
- Sowing Empowerment & Economic Development, Inc.(SEED)
- St. Camillus Catholic Church
- Town of Riverdale Park
- Urban Atlantic
- Victory Housing
- Over 600 residents took time to take our housing survey or participate in a focus group
- **Many more people and organizations who took the time to inform this plan.**

Research and engagement led by Mariia Zimmerman, MZ Strategies LLC and Steve Brigham, Public Engagement Associates. Design materials led by the Neighborhood Design Center. Research and data analysis provided by National Center for Smart Growth (NCSG). Additional research and translation support provided by Maya Coleman, Elena Goldsborough, Brenna Hill, Kate Welbes, Brackston Ziman and Manel Lacorte University of Maryland Translation and Interpretation Services.

*DISCLAIMER: The views expressed in this plan are informed and guided by the coalition as a collective group. These views do not necessarily reflect each individual organization’s official position or commitment to the details outlined in this plan. This plan is a living and working document that will evolve with the coalition.*

*“Success for the Purple Line means No Net Loss of affordable housing, strong workforce development benefitting the existing local population, and preserving the rich diversity of peoples and their small businesses.”* PLCC 2019 Housing Survey Respondent



Figure 5. Mural in Long Branch (Photo credit Montgomery Housing Partnership)

The new 16-mile light rail Purple Line, currently under construction and projected to open for service by early 2023, will shape the growth and character of Montgomery County and Prince George’s County for decades to come. Still, many questions remain. Will neighborhoods surrounding the 21 stations remain affordable to people currently living in the corridor? Will home values and rents escalate in the corridor, as we’ve seen in other parts of the region once new transit is introduced? Will households, regardless of size or income, find a place to call home along the Purple Line? The actions we take today, as a state and a region, will have a continued impact on the state of housing stability for generations to come.

This rail line is an investment in our region, in the infrastructure we need to run our businesses and in the creation of thriving communities along the Purple Line. By making smart investments in and around the rail, we can ensure it succeeds in many ways: by growing and sustaining local businesses, creating more jobs, and preserving our vibrant, beautiful communities. That’s why a group of community residents, organizations, developers, financial institutions and government agencies are working together to make sure the Purple Line benefits everyone, and that we make a concerted effort to preserve the unique culture and history of our communities. To accomplish these goals, we will

need to be equally vigilant about protecting existing residents and businesses from displacement, as well as ensuring that every person has access to the economic opportunity that this rail development brings.

The Purple Line Corridor Coalition (PLCC) is comprised of public, nonprofit and private organizations that have pledged to work together with state transportation officials to address the full gamut of community needs. The PLCC’s primary task is to ensure that investments preserve the communities and protect existing residents living along the proposed rail line. More specifically, PLCC is working to ensure housing stability for people who live in the corridor today. We believe that there is a pathway to preserve at least 17,000 homes currently affordable to households that earn \$70,000 annually or less. This includes working to ensure that we retain the 8,500 homes with current rent protections that keep them affordable. Both of these steps are critical – the area around the rail station remains one of the last affordable communities in the region for low-and moderate-income households. Today, over half of the population living in neighborhoods between New Carrollton and Long Branch earn below the area median income. Our intention is to work with a diverse range of strong partners to ensure that current residents, no matter where they work, have a stable, affordable place to call home.

As a first step to build the PLCC housing action plan, we listened. We conducted listening sessions across the area to hear residents, businesses, and other stakeholders talk about the needs and aspirations of communities. Next, we did our homework. Recent work by both counties to update zoning and development regulations, revise policies, evaluate county housing needs and adopt a variety of plans – including sector plans for Montgomery County’s Purple Line station areas to the County Comprehensive Strategy Report - Housing Opportunity for All - in Prince George’s County – were reviewed. Then, we put together a pathway forward that reflected what we heard and learned. This document reflects the primary strategies that emerged for the PLCC to undertake in the next three years.

Our promise is to remain committed and accountable. This Housing Action Plan provides a living framework for residents and local businesses to monitor our collective progress and to engage in the work. The PLCC plan identifies 12 different key actions to advance between now and 2023 to ensure housing opportunity all along the corridor.

The Plan’s 12 recommendations are organized into three categories:

- A.** the first set of actions are designed to increase the production of new housing, to accelerate the preservation and rehabilitation of existing housing and to protect tenants;
- B.** the second set of actions establish more regular coordination between jurisdictions and coalition partners on specific locations within the corridor where collaboration is essential; and
- C.** the third set of actions are those the Coalition can take to improve how it works together with new and existing partners on advocacy, research and monitoring housing trends along the corridor. Everyone reading this plan can contribute toward its successful implementation. We look forward to working with you to achieve these shared community goals.

Producing and sharing this plan marks an important milestone in PLCC’s progress, but there is more work and change still to come. As the coalition grows, the plan will evolve in new ways that help improve the lives of people and their communities.

**This plan is a living and working framework that will evolve with the coalition. As the coalition grows, the plan will evolve in new ways that help improve the lives of people and their communities.**



Figure 6. PLCC Accelerating Investment for Healthy Communities (AIHC) meeting (photo credit Harry Connolly, courtesy of Enterprise Community Partners)



# A



## ENSURE A DIVERSE MIX OF HOUSING TYPES THAT REFLECT THE FULL RANGE OF PRICE POINTS BOTH RENTER AND OWNER RESIDENTS CAN AFFORD

- 1. Stronger protections for existing residents.** Ensure tenants across the corridor are much better protected through increased legal protections, stronger enforcement for when landlords violate housing codes for their buildings, and to ensure tenants know their rights and have effective access to legal resources.
- 2. Grow and align housing funding to prioritize the Purple Line.** Increase housing trust funds in both counties and seek purple line prioritization in the State of Maryland's funding resources.
- 3. Accelerate strategic acquisition and redevelopment opportunities.** Prioritize efforts to acquire, preserve and redevelop housing on empty lots or low-density sites that may be owned by public agencies, houses of worship or others along the corridor. Deploy tax abatement and Right of First Refusal programs to create and preserve affordable multi-family housing.
- 4. Help current homeowners rehab and remain in their houses.** Increase funds to support low-cost loans to aid low-income and older homeowners in updating and repairing their homes
- 5. Expand opportunities for current renters to be able to purchase a home affordably.** Promote pathways to affordable homeownership through additional down-payment support to qualified residents.
- 6. Reduce the barriers to developing mixed-income neighborhoods.** Help developers navigate the Purple Line development process to ensure that new multi-family apartments include elements that support transit use, improve walkability, create more retail and office space, and include a percentage of affordable housing.
- 7. Preserve and modernize smaller rental properties.** Work with local landlords to share information with them on available programs and strategies to preserve affordability and modernize properties.

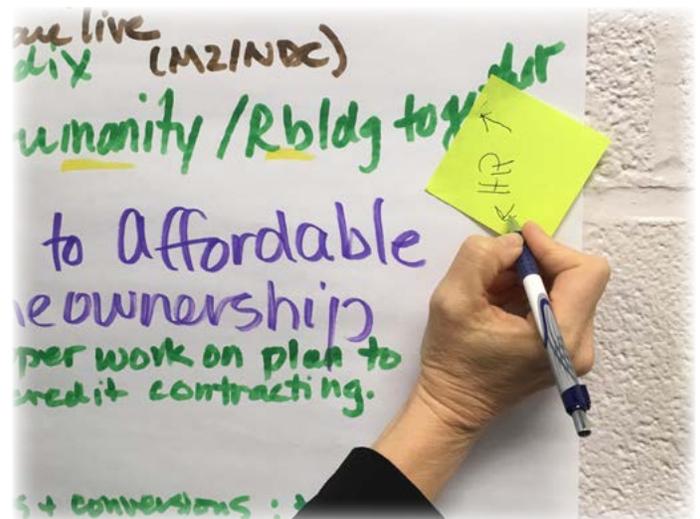


Figure 7. PLCC HAP meeting (photo credit S.Morley)

## B



**FORMALIZE COLLABORATION BETWEEN JURISDICTIONS AND ACROSS SECTORS WHILE ELEVATING COMMUNITY VOICES AND ENGAGEMENT.**

- 8. Prioritize coordinated action and improved communication in the Takoma Langley Area.** Formalize processes to share information, engage community partners and collaborate across jurisdictions and agencies on housing and other issues important to those living, working, and visiting the crossroads between Long Branch, the City of Takoma Park, and Langley Park.
- 9. Market and coordinate across Purple Line jurisdictions to attract private investment.** Collaborate across public agencies to ensure future investments in the twelve Opportunity Zones (OZs) along the Purple Line support equitable development goals.

## C



**IMPROVE HOW THE PLCC ENGAGES IN ITS WORK ACROSS MEMBERS AND WITH LOCAL COMMUNITY ORGANIZATIONS TO ADDRESS EMERGING HOUSING ISSUES AND COMMUNICATE PROGRESS**

- 10. Foster collaborative culture and leadership.** Expand partnerships with civic organizations and strengthen the capacity of those working directly with Purple Line communities to implement housing action plan recommendations.
- 11. Hold ourselves accountable.** Utilize the PLCC partner organizations to track progress toward the Coalition's housing goals and ensure greater accountability.
- 12. Research critical housing issues and emerging trends.** Identify resources to support work by Coalition members to determine the feasibility and potential to deploy new strategies that serve PLCC housing goals.



Figure 8. PLCC Accelerating Investment for Healthy Communities (AIHC) meeting (photo credit Harry Connolly, courtesy of Enterprise Community Partners)

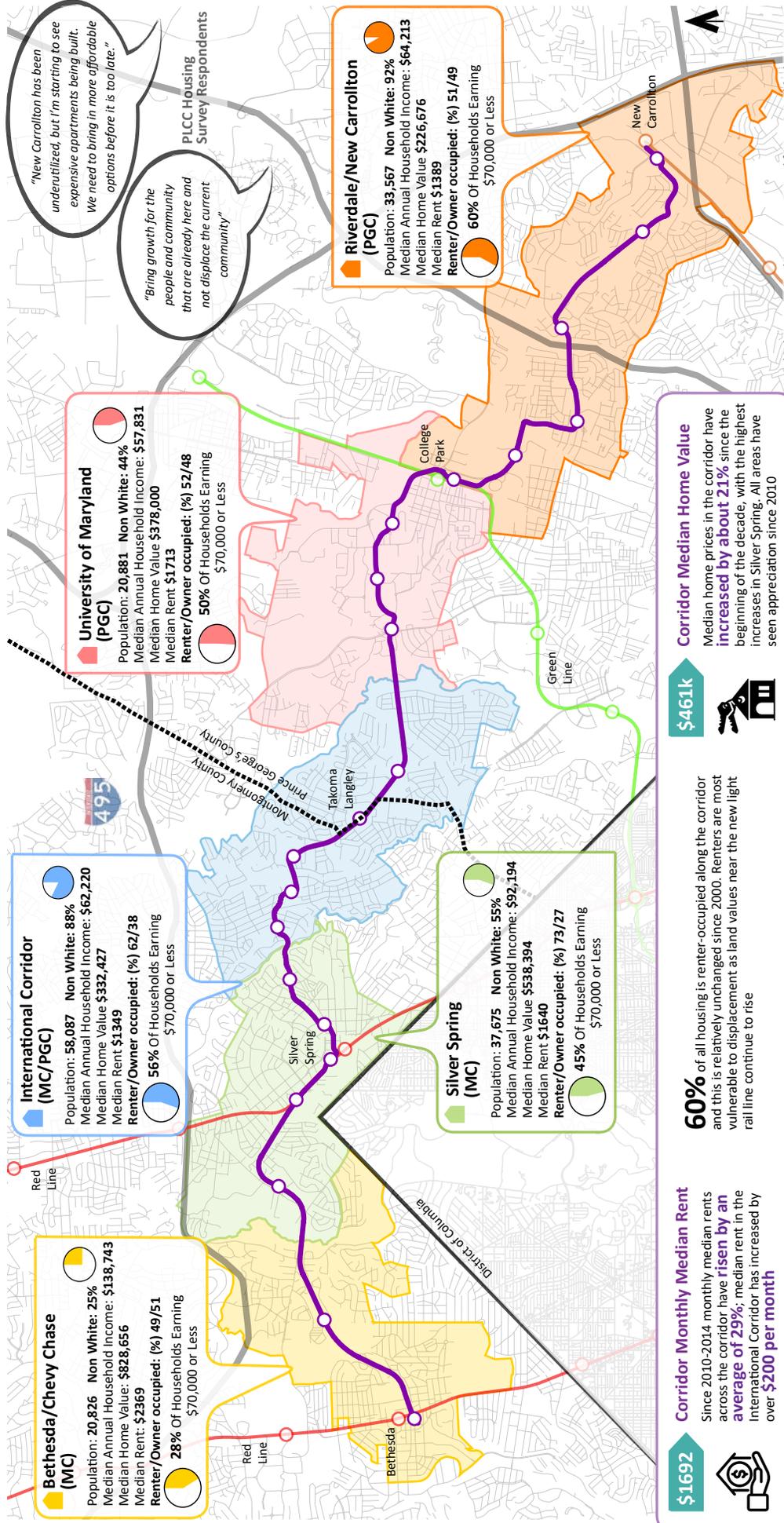
**Who calls the Purple Line Home?**



There are over **170,000** people currently living along the corridor, which represent economic, racial and ethnic diversity. To reflect this diversity of population and housing conditions the corridor has been split into subareas\* shown in the map below.



The Purple Line is projected to open in a little more than three years. Evidence from other regions where new transit lines have opened demonstrate that home values, rents and land speculation can increase rapidly after service starts. **The time for action is now.**



\*Subarea geographies are aggregated from census block groups which have geographic centroids within 1/2 mile of a purple line station. Data comes from US Census, ACS 2013-2017 (data are estimates) data are rounded estimates.

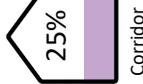
This data snapshot forms part of the Purple Line Corridor Coalition Housing Action Plan, a document that sets out a commitment to preserve and grow housing opportunity within the Purple Line Corridor. The full Housing Action Plan can be accessed <http://purplelinecorridor.org/>

**Cost Burden in the Corridor:**

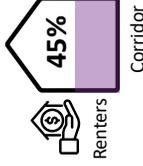


Households paying over 30% of their income on housing are considered cost burdened. Renters and owners along the corridor are already cost burdened at rates greater than the regional average.

Households that are cost burdened across the corridor

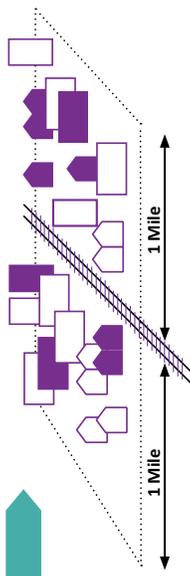


Households earning \$70,000 or less and paying more than 30% of income on Housing across the corridor



**PLCC Commitment:**

PLCC is working to prioritize housing stability for people who live in the corridor today. One target we've set is to ensure that at least 17,000 homes within 1 mile of the Purple Line remain affordable to rental households that earn \$70,000 annually or less (equivalent of earning 60% of the Washington metropolitan area's median household income). This includes working to ensure that we retain the estimated 8,500 homes that currently have protections that keep them affordable.



**17,000** Estimated Homes with rent affordable to those that earn \$70,000 or less

\*This figure includes estimates based on multifamily rental housing, 2 units or more, with and without affordability

**8,500** With Affordability Protections

\* Estimated homes currently protected through MPDUs, LHTC, or other affordability restriction

**Homes in the Pipeline:**

We're beginning to track the estimated number of rental homes, both new constructions and preservation with affordability protections in the pipeline in the corridor. Going forward, PLCC will also measure the number of low-income households served by homeowner assistance programs.

**2500**

\* Estimated Total housing units in the pipeline with affordability restrictions within 1 mile of PL (preservation and new construction estimated from Montgomery County DHCA and Prince George's County DHCD) and MPDU's (Montgomery County Planning)



**Monitoring Collective Impact 2019-2022:**

The Purple Line Corridor Coalition (PLCC) is comprised of public, nonprofit, and private organizations that have pledged to work together with state transportation officials to address the full gamut of community needs. The PLCC's primary task is to ensure that investments preserve the communities and protect existing residents living along the proposed rail line.



*"We see and hear almost daily the housing cost challenges facing many in our region from teachers, health care workers, service employees, and plumbers to federal employees, university professors and students. We have a housing affordability crisis today, and yet things may get worse".*

PLCC Housing Action Plan 2019

This data snapshot forms part of the Purple Line Corridor Coalition Housing Action Plan, a document that sets out a commitment to preserve and grow housing opportunity within the Purple Line Corridor. The full Housing Action Plan can be accessed <http://purplelinecorridor.org/>



**Housing Conditions**

The homes along the corridor are aging with most built more than 50 years ago. There is a need to support owners and landlords to refurbish and improve homes.

*"Thousands of tenants along the Purple Line corridor in Prince George's County, particularly in Langley Park, live in older and deteriorating apartment buildings. In areas along the purple line corridor with high concentrations of low-income minority and immigrant communities, there was no evidence of significant investment in improving housing conditions in decades. Currently, there are very little financial incentives and policy protections to improve the quality of life for the most vulnerable populations, however, that can be addressed with equitable transit-oriented development along Purple Line"*

Julio D. Murillo-Khadjibaeva, CASA De Maryland PLCC Response 2019

\*Data comes from US Census, ACS 2013-2017, MNCPCC Montgomery and CoStar (data are rounded estimates)

# 12 Recommendations Matrix

## A.Preserving and Expanding Opportunities for Housing to All



Implementation Time line

	2019	2020	2021	2022	HAP Ref
<b>1. Deepen Commitment to tenant protections</b>					X
• Increase legal protections from eviction	●	●	●	●	
• Increase inspections to ensure that housing units are safe and maintained in good condition	●	●	●	●	
• Resource and support collaboration across tenant protection advocacy efforts.	●	●	●	●	
<b>2. Grow and align existing affordable housing funding resources to prioritize the Purple Line</b>					X
• Increase housing trust funds in both counties	●	●	●	●	
• Seek Purple Line prioritization of state resources	●	●	●	●	
• Aggressively pursue additional funding for the Purple Line	●	●	●	●	
<b>3. Accelerate strategic acquisition and redevelopment opportunities</b>					X
• Implement Right of First Refusal program in Prince George's County	●	●	●	●	
• Prioritize redevelopment of surplus PGC land for workforce housing	●	●	●	●	
• Amend multi-family tax abatement programs in both counties for affordable housing developers	●	●	●	●	
<b>4. Support current homeowners to rehab and remain in their homes</b>					X
• Establish loan rehabilitation program in Montgomery County	●	●	●	●	
• Pilot Housing Rehabilitation Assistance Program	●	●	●	●	
• Long-Term Affordability program in Prince George's County	●	●	●	●	
<b>5. Expand opportunities for current renters to purchase a home affordably</b>					X
• Provide additional down payment support to low-income Purple Line homeowners	●	●	●	●	
<b>6. Reduce the barriers to developing mixed-income neighborhoods</b>					X
• Finalize Adoption of Transit-Oriented Development zoning in Prince George's County	●	●	●	●	
• Clarify Purple Line Predevelopment Process for equitable TOD in both counties	●	●	●	●	
• Launch Prince George's County Purple Line Inclusionary Zoning Pilot	●	●	●	●	
<b>7. Preserve and modernize smaller rental properties</b>					X
• Expand the MHP Apartment Assistance program	●	●	●	●	

# 12 Recommendations Matrix

B. Commit to Greater Cross-County Coordination		Implementation Time line				HAP Ref
		2019	2020	2021	2022	
<b>8.</b>	<b>Prioritize coordinated action and improved communication in the Takoma Langley Area</b>					X
	Formalize coordination between and within government and community partners	●	●	✓	✓	●
<b>9.</b>	<b>Market and coordinate across Purple Line Jurisdictions to attract private investment</b>					X
	Create and convene a PLCC Opportunity Zone Advisory Group	●	●	✓	✓	●
<b>C. Building PLCC Capacity to Achieve Housing Goals</b>						
<b>10.</b>	<b>Foster collaborative culture and leadership</b>					X
	Formalize HAT structure, decision making, and clarify diversity, equity and inclusion principals	●	●	✓	●	●
	Create a PLCC Community Liaison Position	✓	●	✓	✓	●
	Grow Resources to Support Community Leadership and Engagement	✓	●	●	✓	●
<b>11.</b>	<b>Hold ourselves accountable</b>					X
	Maintain PLCC Housing Benchmarking Metrics and Require an Annual Corridor Rental Survey	✓	●	✓	✓	✓
	Create an Underutilized Lands Inventory	✓	●	✓	●	✓
	Create a Development Pipeline Tracking and Multi-family Preservation Work Group	●	●	✓	✓	✓
<b>12.</b>	<b>Research Critical housing issues and emerging trends</b>					X
	Research applicability of Land Banking and/or Community Land Trusts	✓	●	●	●	✓
	Establish process for advancing future Housing Action Team endorsed research topics	●	●	✓	●	✓

The 12 recommendations represent a variety of actions and strategies to expand housing opportunity and preserve existing affordability. These are organized into three categories:

- A.** the first set of actions are designed to increase the production of new housing, to accelerate the preservation and rehabilitation of existing housing and to protect tenants;
- B.** the second set of actions establish more regular coordination between jurisdictions and coalition partners on specific locations within the corridor where collaboration is essential; and
- C.** the third set of actions are those the Coalition can take to improve how it works together with new and existing partners on advocacy, research and monitoring housing trends along the corridor.

Type of action:

-  Funding
-  Research
-  Policy
-  Administrative
-  Education and Advocacy
-  Collaboration

## Key Terms Glossary

**Area Median Income (AMI)** - The median income of a city defined each year by U.S. Department of Housing and Urban Development (HUD)

**Community Development Agreement (CDA)** - Pathways to Opportunity: A Community Development Agreement for the Purple Line Corridor was adopted by the PLCC in 2015 and articulates a collective vision for vibrant economic and community development along the corridor and strategies to achieve that vision.

**DHCA** – Department of Housing and Community Affairs within Montgomery County

**DHCD** – Department of Housing and Community Development within Prince George’s County

**Housing Action Team (HAT)** – A cross-jurisdictional and cross-sector action team of the Purple Line Corridor Coalition co-chaired by ECP, HIP and MHP that is focused on achieving the Coalition’s housing opportunity goals.

**Housing Cost Burdened** - Families who pay more than 30 percent of their income for housing often leading to difficulty affording other necessities.

**Housing Opportunity for All: Comprehensive Housing Strategy (CHS)**  
– Key housing planning document finalized by Prince Georges’ County in 2019 to guide housing investments and programs.

**Housing Trust Fund** - State or local funds allocated to increase and preserve the supply of affordable housing.

**Inclusionary Zoning (IZ)** - A zoning ordinance that requires or incentivizes private developers to designate a certain percentage of the units in a given project as below market rate affordable housing.

**MC** – Montgomery County

**Opportunity Zones (OZ)** - An economically-distressed community where new investments may be eligible for preferential tax treatment.

**PGC** – Prince George’s County

**Purple Line Corridor Coalition (PLCC)**  
- a partnership of regional stakeholders across Montgomery County and Prince George’s County working to ensure that investments in the Maryland Transportation Administration’s planned 16-mile light rail, the Purple Line, will offer the maximum economic, social, and environmental opportunities to the residents and businesses along the corridor.

**Tenant Protections** - Legal rights for tenants, mainly providing protection from landlords and lease restrictions.

**Transit-Oriented Development (TOD)**  
- a mixed-use residential and commercial area designed to maximize access to public transport that incorporates features to encourage transit ridership.

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