

Chapter 4: Housing



Vision

The Landover Gateway Sector Plan area is envisioned to be a vibrant, mixed-use community that includes a variety of high-quality mixed-income housing.

Background

Residential building permit data for 2000–2006 reflect a relatively consistent level of development activity in the Prince George’s County housing market.¹ However, the activity has primarily been limited to single-family housing development. Almost 96 percent of all housing unit permits in the county were issued for single-family dwellings. The remaining four percent were issued for a total of less than 900 multifamily units in about 65 buildings. The data show that no permits for duplex, triplex, or quadruplet units were issued in the county since 2000. The Landover Gateway Sector Plan/SMA is positioned to reverse the trend through its implementation of the 2002 General Plan housing policies for the Developed Tier and Regional Center.

Prior to the current downturn, the housing market in the county as a whole, including the Landover Gateway vicinity, was strong overall. The median price of single-family homes in the county increased from \$137,000 in 1999 to \$347,000 by October 2006, representing a 153 percent increase over seven years or an average of almost 22 percent per year. There were even more dramatic increases in the sales and prices of condominiums and cooperatives. During the same period, 1999 to 2006, the median price of condominiums increased by 191 percent, from \$69,900 to \$203,600. While sales of single-family homes peaked in 2004, sales of condominiums continued to increase into 2006, suggesting continuing strong demand. Compared with the county as a whole, however, the median sales price of houses sold within the immediate vicinity of the former Landover Mall site was lower; \$305,000 for single-family homes and \$200,000 for townhouses.

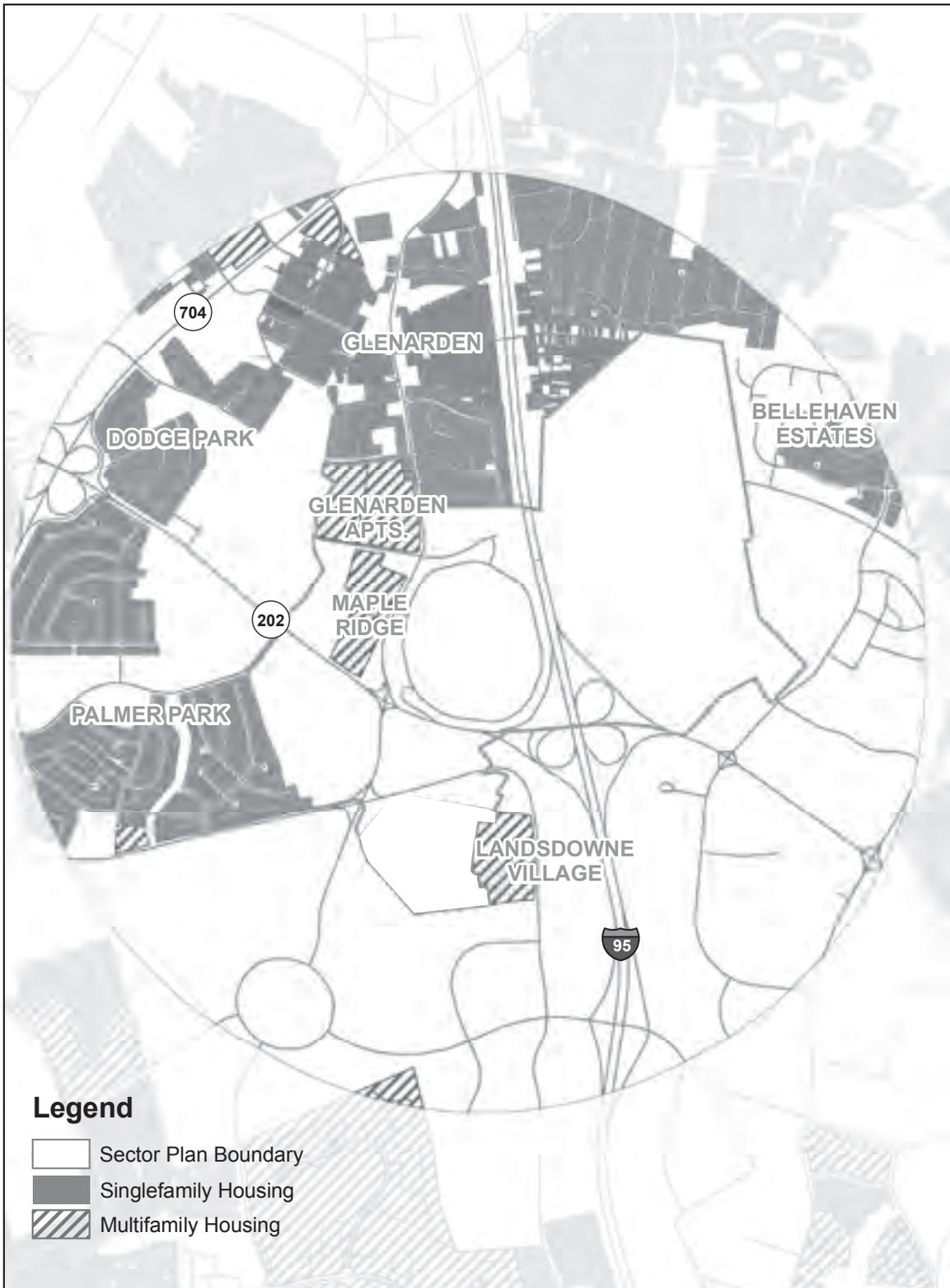
¹ Bay Area Economics, Market Analysis for the Landover Gateway Sector Plan Area, Prince George’s County, Maryland, February, 2007, Page A-10.

Overall, the median sale price of single-family homes in the communities east of the Landover Gateway Sector Plan area was approximately \$160,000 higher than in the communities west and south. The difference in prices could be explained by the fact that, generally, the houses in communities, such as The Village of Collington, Bell Haven Estates, and Enterprise Forest, were relatively newer and larger than the houses in Kenmore, Glenarden Woods, and Palmer Park. The median sale prices of townhouses and condominiums reflected a similar difference.

Prior to the current housing market slowdown beginning in 2006, sale prices and overall market performance indicated strong demand for housing in Prince George’s County. The rapid pace sale of townhouses in the Hamlin Park townhouse project (completed in December 2006, and located a few blocks from the former Landover Mall site) illustrated the potential for the housing market in the area. This project includes 52 townhouses that sold out within three months of opening, at an average of \$308,540, which is more than \$100,000 above the \$200,000 median sales price of townhouses within the sector plan area.

The 2002 *Prince George’s County Approved General Plan* provides the basis for the housing policies proposed in this sector plan. The 2002 General Plan reiterates the county’s housing goal of creating an adequate supply of mixed-income housing, including elderly housing, throughout the county. To realize this goal, the 2002 General Plan recommends two key policies:

- Provide opportunities for high-density housing within centers at selected locations along corridors and in mixed-use areas.
- Ensure high-quality housing for all price ranges while encouraging development of a variety of high-value housing. Specific goals include: encouraging appropriate infill; encouraging more intense, high-quality housing and economic development; promoting transit-supporting, mixed-use, pedestrian-oriented neighborhoods; and ensuring compatibility with surrounding area.



Map 14: Existing Communities Within One Mile of Sector Plan Area

Existing Housing Stock

The housing analysis area covers the sector plan area, including neighboring communities, (see Map 14: Existing Communities Within One Mile of Sector Plan Area on page 66), such as the City of Glenarden, Palmer Park, Lansdowne Village, Dodge Park, and Bellehaven Estates. With the exception of the Glenarden and Maple Ridge apartments, the majority of the existing housing is located outside of the sector plan area. The housing stock in this

area is proportionally divided into three types: single-family detached, townhouses, and apartments. Many of the single-family detached houses were built in the early twentieth century. In addition, there are pockets of new infill developments throughout the area, such as the Hamlin Park townhouse community.



Maple Ridge apartments



Single-family detached housing



Glenarden apartments



Hamlin Park townhouses

Active Adult Housing

The findings of two recent studies show a growing future demand for age-qualified housing within the market area surrounding Landover Gateway. The market analysis conducted by Bay Area Economics, to support this sector plan, shows that within the broader area extending between US 50 and Pennsylvania Avenue (MD 4), the population that is 55 years and older is projected to increase by 2,400 per year to 12,000 by the year 2011.² In addition, the recent Prince George’s County Senior Living Market Study³ estimates that, among age and home-qualified households countywide, demand for housing in active adult (age-qualified) communities is projected to increase by 1,455 households per year beginning in 2009. Approximately 98 percent of this demand is projected to occur in the Developed and Developing Tiers.

The Landover Gateway Sector Plan provides an excellent opportunity to capture the anticipated growth in demand for active adult housing. Stakeholders who participated in charrettes and community workshops that were organized in connection with this sector plan voiced support for active adult housing in the sector plan area. They cited the area’s location and accessibility to other activity centers, such as existing Metro stations at New Carrollton, Landover, Morgan Boulevard, and Largo Town Center. Current senior housing development trends and best practices will guide the creation and design of age-qualified housing that offers a full range of high-quality housing products with the amenities, facilities, and services desired by this growing market niche.

Housing Goal and Guidelines

Goal

Implement policies from the 2002 General Plan and the sector plan recommendations for mixed-income housing.

² Bay Area Economics: Market Analysis for the Landover Gateway Sector Plan Area, cited in footnote 1.

³ M-NCPPC: Report of the Senior Living Market Study, Prince George’s County, Maryland (prepared by ProMatura), 2005.

Guidelines

- Ensure that new developments are compatible with surrounding neighborhoods.
- Provide a variety of housing types for a range of incomes, including workforce housing and active adult housing.
- Promote mixed-use development in order to establish a healthy community where housing, employment, retail, and civic uses are located close to each other.
- Reduce any high concentration of distressed/desolate housing in and outside the sector plan area.
- Design and build a safe pedestrian network to connect existing neighborhoods, schools, and other public facilities, such as community centers and libraries.
- Market and attract high-quality residential development to the sector plan area.
- Encourage residential builders to use brick, stone, cast stone or precast concrete as primary building materials throughout the sector plan area.

Housing Policies and Strategies

Policy 1: Work with developers to make sure they build a variety of housing types in and around the core area in order to enhance the vitality and character of the community and establish a market base for local businesses. The proposed neighborhoods should become the cornerstone of Landover Gateway as a community.

Strategies

- Vary the residential densities and building types allowed by the plan and its development guidelines.
- Provide incentives to private developers to include workforce and active adult housing within the sector plan area.
- Seek opportunities for the Department of Housing and Community Development to invest in new housing by providing financial incentives for the development

of mixed-income housing, inclusive of workforce, and starter home ownership, and rental units.

- Partner with nonprofit and for-profit housing developers to formulate and implement innovative strategies to expand workforce housing opportunities.
- Encourage development of preretirement and retirement housing suited to the needs of active adults, including units with low maintenance and adaptable design to accommodate future mobility limits and other disabilities.
- Promote the development of communities with high-quality design and amenities.

Policy 2: Identify and implement policies and mechanisms that give existing residents the option of remaining in Landover Gateway as the area redevelops.

Strategies

- Provide homeownership and financial training and counseling, both before and after the purchase, for current area renters wishing to purchase homes.

- Provide financial incentives to support first-time homeowners.
- Develop a retention strategy to work with residents who might be displaced by future development to relocate to housing units in the plan area and vicinity.
- Provide foreclosure prevention counseling and assistance.
- Develop and implement funding strategies for single-family rehabilitation programs that attract moderate-income homeowners.

