Riverdale Park & Long Branch Purple Line Station Areas

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# Team

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Agenda

I. Assignment Review
II. Study Area Observations
III. Planning & Zoning Conditions
IV. Policy & Incentives
V. Application
VI. Discussion
I. Assignment Review

I. What are the current **planning** and **zoning conditions** that govern the redevelopment of available residential parcels within walking distance of these two Purple Line station areas?

II. What existing or possible future **best practice tools** could be employed for these sites to **achieve housing affordability** priorities?

III. What **preservation incentives** can be offered to property owners who want to help existing tenants while also upgrading their properties?

IV. What local **government policies** exist or could be developed to help preserve and upgrade the existing housing stock?
II. Study Area Observations

LONG BRANCH
Montgomery County

RIVERDALE PARK
Prince George’s County
II. Study Area Observations

LONG BRANCH Station: ½ Mile Walk
II. Study Area Observations

LONG BRANCH
Existing Land Use

Land Use
- Single Family Detached
- Single Family Attached
- Multi-Family
- Retail/Office
- Institutional/Community Facility
- Cultural
- Industrial
- Open Space/Recreation
- Parking and Transportation
- Cooperative
- Vacant

Source: MNCPPC
II. Study Area Observations

LONG BRANCH
Housing Types
II. Study Area Observations

LONG BRANCH
Commercial Areas
II. Study Area Observations
II. Study Area Observations: Summary

LONG BRANCH

- Pedestrian Scale, walkable Commercial Area
- Mix of Local and National Retailers
- Public Art Fosters a Sense of Place
- M-NCPPC Facilities are Major Anchors
II. Study Area Observations
II. Study Area Observations

RIVERDALE PARK
Existing Land Uses

Land Use
- Single Family
- Multi-Family
- Commercial/Office
- Institutional/Government Services
- Church
- Transportation/Utilities
- Vacant
- No Data Available

Source: MNCPPC
II. Study Area Observations

RIVERDALE PARK
Housing Types
II. Study Area Observations

RIVERDALE PARK
Commercial Areas
II. Study Area Observations

RIVERDALE PARK
Public Spaces
II. Study Area Observations: Summary

Riverdale Park

- Auto-oriented and Underutilized Commercial Areas
- Lack of Spatial Cohesion and Sense of Place
- Topography & Floodplains Disrupt Developable Areas
- Churches are Major Anchors
III. Zoning and Planning Conditions

LONG BRANCH STATION AREA

CRT [Commercial Residential Town]
Optional Method
- FAR: 1.0-3.0
- Building Height: 60-120 FT

LONG BRANCH TOWN CENTER

Existing
Apartments: 0 DU
FAR: 0.23
Summary: Mixed Use Development offers new housing and Moderately Priced Dwelling Units (MPDUs)

Optional Method
Apartments: 1,042 DU w/ 157 MPDU (15%)
CRT Development Should Encourage:

- Small Business Retention
- MPDUs
- Public Art
- Open Space
- Historic Preservation
III. Zoning and Planning Conditions

LONG BRANCH STATION AREA

R-10 [Residential High Density]

- **Standard Method**
  - Density: 43.50 DU/AC
  - Site Coverage: Max 12%
  - Common Open Space: 25%
  - Building Height: 100 FT

- **Optional Method**
  - Density: 53.07 DU/AC
  - Site Coverage: Max 12%
  - Common Open Space: 25%
  - Building Height: 100 FT

FLOWERS BRANCH APARTMENTS

- **Existing**
  - Apartments: 362 DU
  - Site Coverage: 25%

- **Standard Method**
  - Apartments: 532 DU w/ 96 MPDU (18%)
  - Site Coverage: >12%

**Summary:** Site Coverage restricts infill low-scale development. High rise construction adds cost.
III. Zoning and Planning Conditions

LONG BRANCH STATION AREA

Summary:

• CRT District offers opportunity for Mixed-Use Development with Public Benefits:
  • >15% MPDUs
  • Open Space

• R-10 District bulk regulations creates non-conforming existing conditions

• R-10 District bulk regulations prefer high-rise construction, which adds cost to housing
III. Zoning and Planning Conditions

RIVERDALE PARK Neighborhood Core Map

mTAP: Riverdale Park & Long Branch Station Areas
III. Zoning and Planning Conditions

RIVERDALE PARK STATION AREA
(Potential Zoning District)

NAC [Neighborhood Activity Center-Core]
- Max Density: 30 DU/AC
- Max Lot Coverage: 100%
- Building Height: 50 FT

RIVERDALE PLAZA & ADJACENT PARCELS

<table>
<thead>
<tr>
<th>Existing (CSC)</th>
<th>Proposed By-Right (NAC)</th>
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<tbody>
<tr>
<td>Apartments:</td>
<td>0 DU → 412 DU</td>
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<tr>
<td>Density:</td>
<td>0 DU/AC → 30 DU/AC</td>
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Summary:
- NAC offers new housing opportunity,
- 50 FT building height limits mixed-use residential buildings to 4 stories, potentially reducing the scale of economy of conventional wood frame construction methods
- NAC-Planned Development Zone allows innovation and quality by allowing greater flexibility in standards, such as increased density
III. Zoning and Planning Conditions

RIVERDALE PARK STATION AREA
(Potential Zoning District)

CGO [Commercial General Office]
- Townhouse Density: 20 DU/AC
- Multifamily Density: 48 DU/AC
- Lot Coverage: 70%
- Building Height: 86 FT

RSF-95 [Residential, Single Family -95]
- Single-Family Density: 4.58 DU/AC
  [only single-family permitted]

REFRESHING SPRING SITES [CGO Site]

<table>
<thead>
<tr>
<th>Existing (CGO)</th>
<th>Proposed By-Right</th>
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<tr>
<td>Apartments:</td>
<td>0 DU → 103 DU</td>
</tr>
<tr>
<td>Density:</td>
<td>0 DU/AC → 48 DU/AC</td>
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Summary:
- CGO Offers New Housing Choice
- RSF-95 Offers only Single Family
III. Zoning and Planning Conditions

RIVERDALE PARK STATION AREA
(Potential Zoning District)

RMF-20 [Residential, Multifamily – 20]

- Townhouse Density: 20 DU/AC
- Multifamily Density: 20 DU/AC
- Lot Coverage: 40%
- Building Height: 50 FT

Oak Ridge, Terrace Hill, 55th Place & Riverdale Village

Existing (R-18) Proposed By-Right (RMF-20)
Apartments: +/- 560 DU → 386 DU
Density: +/- 29 DU/AC → 20 DU/AC

Summary: RMF-20 prohibits intensification of non-conforming uses
III. Zoning and Planning Conditions

RIVERDALE PARK STATION AREA
(Potential Zoning District)

RSF-65 [Residential, Single Family - 65]
Permitted & Special Exceptions:
- Single Family Detached (P)
- Assisted Living (SE)
- CCRC (SE)
- Group Residential (P)
- Limited Institutional Uses

St. Bernards
Summary: Church sites have potential surface area for affordable multifamily developments, but must be group housing such as Assisted Living; Assisted Living requires a minimum of 3.5 Acres
III. Zoning and Planning Conditions

RIVERDALE PARK STATION AREA
(Potential Zoning District)

Summary:

- NAC offers housing opportunity, but 50 FT building height limits vertical mixed-use development
- CGO District offers opportunity for Mixed-Use Development (New housing)
- RMF-20 District bulk regulations restrict redevelopment and creates non-conforming uses
- RSF-65 District offers opportunity to create senior housing associated with institutional organization
### IV. Policy and Incentive Recommendations

<table>
<thead>
<tr>
<th>Rezoning to Appropriate TOD Densities</th>
<th>Increasing AH</th>
<th>Maintaining AH</th>
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<tbody>
<tr>
<td>Consider Strategic Inclusionary Zoning Provisions</td>
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<tr>
<td>Affordable Housing Trust Fund</td>
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<td>Reduced Parking Requirements</td>
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<td>Transit Oriented Affordable Housing Fund</td>
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<td>Public Land for Public Good</td>
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<td>Transfer of Development Rights for Affordable Housing</td>
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IV. Policies, Incentives, and Initiatives - “Keep Doing”

- Moderately Priced Dwelling Units
- Multi-Family Housing Development Assistance
- Public Housing and Housing Choice Voucher (and Homeownership)
- Group Home Rehab Loan Program
- Moderate Rehabilitation Program
- Rental Assistance/Allowance Programs
- Federal HOME Programs
- Payment in Lieu of Taxes (PILOT)
- Redevelopment Authority Projects/Initiatives
- Right of First Refusal Laws
IV. | Rezoning to TOD-Appropriate Densities (MC & PGC)

- **BIG IDEA**: Consider rezonings that increase permitted densities and/or relax bulk/coverage regulations for sites closest to Purple Line stations that harness housing opportunities near transit.

- Implementation of Purple Line will provide high-quality, high-frequency transit – surrounding area land uses should evolve to reflect that.

- In both study areas, there are large commercial strip development sites and multi-family/garden apartment communities on large properties that present redevelopment opportunities.

- In certain instances, the existing zoning (and densities and bulk/coverage regulations) may not offer enough development potential to incentivize redevelopment on certain sites.
IV. | Rezoning to TOD-Appropriate Densities

- Ten at Clarendon - Arlington, VA
- Verde Point - Arlington, VA
- 2221 Pershing Drive - Arlington, VA
- 2201 Pershing Drive

Before

Precendent
IV. | Rezoning to TOD-Appropriate Densities

Perkins Homes (CNI Grant)

PRECEDENT

BEFORE

AFTER

mTAP: Riverdale Park & Long Branch Station Areas
IV. Consider Strategic Inclusionary Zoning Provisions (PGC)

• **BIG IDEA**: Incorporate some level of inclusionary zoning to expand opportunities to create affordable housing with new development

• Prince George’s County is one of the only localities inside the beltway without some form of inclusionary zoning

• Establishing a percentage of affordable housing units for large projects can help advance creation of affordable housing within Purple Line station areas

• County could also weigh tradeoffs in allowing flexibility for payment in lieu of units in kind to help bolster a housing trust fund in support of affordable housing development in priority areas

• Another tradeoff to consider includes the sometimes conflicting goals of optimizing value around transit stations and increasing housing affordability
IV. | Consider Strategic Inclusionary Zoning Provisions (PGC)

MONTGOMERY COUNTY, MD
- Requires that all new market rate projects over 20 units set aside 12.5-15 percent of units as affordable for below 70% AMI

ARLINGTON COUNTY, VA
- Zoning requires contributions at 1.0 FAR +
- Developer’s Choice: Cash Contribution; On-Site Units, or Off-site Units
- Most choose Cash, which goes into County’s affordable housing trust fund to support County’s housing affordability goals
- Bonus density potential (typ. 25%) for projects proving more than required, on-site
IV. Consider Strategic Inclusionary Zoning Provisions (PGC)

CITY OF LAUREL, MD

- New multifamily residential developments of more than 50 units requires a 6% set aside for affordable units:
  - 3% Moderately Priced Dwelling Units (MPDU) for up to 60% AMI
  - 3% Work Force Dwelling Units (WFDU) for up to 50% AMI
- Allows for bonus density of up to 6%
- Waivers from inclusionary zoning provisions can be granted by Mayor and City Council on recommendation by staff
IV. | Re-Establish & Fund Affordable Housing Trust Fund (PGC)

• BIG IDEA: Re-Establish a dedicated funding source to preserve and construct affordable housing

• Infusing fund with $5.1 Million in FY2018 an important step to building up and maintaining the fund as an important affordable housing resources

• Fund could be used to acquire undeveloped land for development, help rehab portions of the area’s deteriorating housing stock, support work of non-profits through low-interest loans, or other actions to improve affordable housing

• Fund could be supported by property tax revenue, developer contributions (if inclusionary zoning is established), or other funding streams (and in the future, loan repayments)
IV. Affordable Housing Trust Fund

PRECEDENT

Arlington, VA

- AHIF Fund created in 1988
- Helped to create majority of 7,500 approved affordable rental units
- Revolving loan fund provides incentives through low-interest loans
- Since inception, County has originated more than $274 million in loans for affordable units
- Total of $13.7 million allocated for AHIF for FY 2017
- For most projects, every $1 of County loan funds can leverage $3 in private funds.
IV. | Reduce Parking Requirements for Affordable Units (MC and PGC)

• BIG IDEA: Reduce parking requirements for developments with affordable housing component

  • Supports development that encourages the usage of public transit, walking, bicycling, and reduced driving

  • Structured parking can cost at least $22,000 - $29,000 / space in Greater Washington Area (and often times, much more)

  • Parking spaces drive up the cost of housing as cost of building parking is passed on to renters/tenants; should aim to have supply meet demand

  • While surface parking is less expensive, it occupies valuable space that could otherwise be used for other purposes (building, open space, etc.)
IV. Reduce Parking Requirements for Affordable Units

- Current parking minimums for study area redevelopment sites:

  Prince George’s County:
  - between 1.5 and 2.5 spaces per apartment unit (> 1 mile from Metro)

  Montgomery County:
  - between 1.0 and 2.0 spaces per unit
    - (blended average 1.44)
  - up to 20% reduction for ADUs = 0.8 - 1.6 spaces/unit (blended = 1.15)

  Census data estimate renter occupied HH’s south of Piney Branch Road in Long Branch currently have access to approximately 1 vehicle
IV. | Reduce Parking Requirements for Projects with Affordable Units

ARLINGTON COUNTY, VA

- New 2017 Off-Street Residential Parking Guidelines
- Minimum parking ratios for market-rate units at 0.2 - 0.6 spaces per unit, depending on distance from Metro
- Minimum parking ratios for 60 percent of Area Median Income (AMI) and 50 percent AMI committed affordable units set at 70 percent and 50 percent of the market-rate minimums respectively
IV. Transit Oriented Affordable Housing TIF (MC and PGC)

- **BIG IDEA:** Establish TIF (Tax Increment Financing) in Purple Line Station Areas to further support funding for Affordable Housing

- Leverages increased value in the area and dedicates a portion of the incremental tax revenues over time specifically to support more affordable housing

- Can be used in a variety of ways, such as additional support for affordable housing trust funds, a gap funding source intended to integrate with other funding sources for specific purposes, etc.
IV. | Transit Oriented Affordable Housing TIF (MC and PGC)

PRECEDENT

ARLINGTON COUNTY, VA

• Arlington established TOAH TIF (25% of increment) to keep LIHTC projects competitive by paying for County fees and infrastructure costs that would otherwise increase Total Development Cost and impact pro forma.

• County pays directly for these items directly through the TOAH Fund, managing construction process and all related costs.

• Covers costs such as zoning and entitlement approvals, County permit fees, Utility Tap fees, other utility fees, etc.
IV. Public & Institutional Land for Public Good (MC and PGC)

• BIG IDEA: Leverage the opportunities of using publicly owned land for affordable housing (w/ potential co-location of other uses).

• A major component of development costs for any project, especially affordable housing developments, involves the cost of land.

• Both counties should conduct assessment of publicly owned land, and identify opportunities for such land to be re-purposed in a way that includes affordable housing to help keep down the cost of such projects.

• May also involve partnerships and cooperative efforts with owners of institutional properties, such as religious institutions.
IV. | Public & Institutional for Public Good

Arlington Mill - Arlington VA

Square 50 - Washington, DC

mTAP: Riverdale Park & Long Branch Station Areas

PRECEDENT
IV. Transfer of Development Rights (MC & PGC)

• **BIG IDEA:** Consider expansion of TDR program as a means to leverage residual unused density on sites unlikely to redevelop and focus growth in activity centers while achieving affordable units.

• Property owner choosing to preserve units on-site (w/ affordability) can transfer unused density to a receiving site in the County – creating a market for TDRs (could involve a multiplier)

• Development rights associated with TDRs then sold/bought by other party and sends them to an appropriately located receiving site

• In both counties, long-standing TDR program can be retooled to support effective preservation of MPDUs (*may need amendments to State Statutes to broaden application of TDRs*)
ARLINGTON COUNTY, VA

- Supplementing form-driven, prescriptive design standards and affordable housing requirements.

- The Form Based Code includes the TDR tool, an additional incentive designed to preserve portions of two historically important garden apartments.

- Property owners and/or developers can transfer density to TDR Receiving Sites

- This transfer of density occurs in exchange for commitments to preserve the existing buildings, renovate units and preserve affordability for no less than 30 years.
Consider the future role of **Accessory Dwelling Units** in transit accessible areas of Montgomery and Prince George’s Counties.

Explore whether there are opportunities for **Expedited Entitlement and Permitting** to help reduce delay-related development costs.

Consider whether **“Micro Units”** can play a role in diversifying housing options and adding a degree of affordability through design/market.

Continue to closely monitor the forthcoming rules and regulations for **Opportunity Zones** for potential applicability to these areas.
V. Application

Apply Strategic Public Benefits of CRT District:
- Increased MPDU %
- Local Business Preservation
- Open Space

Consider CRT District to capture density and create a more mixed-income community

Refine Multifamily Zoning District to Encourage Infill and Reinvestment & Apply TDR to Preserve Affordable Housing and Improve Quality

Affordable Housing Fund Target Area (1/4 Mile of Station)

ADUs (where possible)

Reinvest Public Library to Capture Density (long-term)
V. Application

- Rezone to a District to Enable Housing Options
- Refine Multifamily Zoning District Bulk Regulations to Encourage Infill and Reinvestment & TDR to Preserve Affordable Housing
- Rezone NAC District

- Affordable Housing Target Area (1/4 Mile of Station)
  - Strategic Inclusionary Housing
  - Housing Trust Fund
  - TOD Affordable Housing Fund

- Encourage Housing Partnerships with Local Institutions

- ADUs (where possible)
VI. Discussion
VI. Thank You