



City of Bowie

2614 Kenhill Drive
Bowie, Maryland 20715

MEMORANDUM

TO: City Council

FROM: David J. Deutsch, *DJD* City Manager

SUBJECT: Workforce Housing Worksession

DATE: March 8, 2007

Hord/Coplan/Macht Architects, Old Town Construction, Enterprise Homes, and Shelter Development Corporation will be in Bowie on March 12th at City Hall to give a presentation on how workforce/affordable housing gets built in the region. (The agenda is Attachment #1.) The presentation will take about an hour and is open to all members of the community. Staff has invited stakeholders in the area, such as local places of worship, non-profits, community associations, and builders, to attend and participate in the meeting.

On February 6, 2006, the City Council introduced and passed Resolution #R-08-06 endorsing regional affordable housing targets (see Attachment #2). In the resolution, affordability for Bowie was defined as housing units that can be rented or bought by households up to the following income levels:

- a. Rental up to 60% of Area Median Family Income (as of FY 2005, \$51,000 in the City of Bowie).
- b. Homeownership up to 120% of Area Median Family Income (as of FY 2005, \$102,000 in the City of Bowie).

At a worksession held on Monday, March 27, 2006, members of the Metropolitan Washington Council of Governments (COG) and the Washington Area Housing Partnership (The Partnership) presented an overview of some of the strategies found in the "Toolkit for Affordable Housing Development". Some of the questions at the conclusion of the presentation focused on the stigma of affordable housing and how to educate the public about some of the myths of affordable housing—that it reduces property values and is composed solely of high-density apartments. The presenters emphasized that the key to avoiding the stigma associated with affordable housing was to produce attractive, well-designed and well-maintained affordable housing that appeals to both market-rate and lower income buyers.

Council directed staff to put together a list of the currently available housing and support programs Prince George's County offers and to explore programs that the City could offer, particularly those smaller scale programs that could be helpful to young adults and police officers. On April 4, 2006,

staff provided Council with a list of programs that the County offers and other local governments in the region offer (see Attachment #3).

Following up on Council's comment to "start small", staff has implemented an Affordable/Workforce Housing Poster Campaign as of February 2007 (see Attachment #4). This is a positive campaign intended to dispel common myths about affordable housing as a way of combating potential 'nimbyism' towards future affordable housing projects in the City. Posters have been placed at City facilities and notices regarding the campaign have been sent to many businesses and organizations in the City of Bowie asking them to participate in public awareness month by distributing 8.5" x 11" copies of the posters to their customers/members during the month of March. Other outreach material has been placed on the City's website and cable TV channel. This low cost advertising campaign should increase public awareness and will lay the groundwork for future efforts such as the updating of the City's Consolidated Plan this year where a more specific action plan for the City could be defined.

Attachments



City of Bowie

2614 Kenhill Drive
Bowie, Maryland 20715

Bowie's Workforce Housing City Council Worksession Agenda for the City of Bowie

Location: City of Bowie
Date: Monday March 12th, 2007
Time: 8:00 pm

Note: All panelists should tailor their presentations to the fact that the City of Bowie does not have zoning authority.

- I. Introductions: Workforce Housing in the Region** **5 minutes**
*Joseph Meinert, Planning Director,
City of Bowie*

Joseph Meinert will open giving some background on the issue of workforce housing in the community and what is being done to address the issue since last spring's workshop. Mr. Meinert will introduce the panelists.

- II. Opening** **10 minutes**
*Jesse Buggs, Grant Contract Administrator,
City of Bowie*

Jesse Buggs will make a presentation on the City's CDBG funds and the eligible housing activities that CDBG funds can be used to finance.

- III. An Architect's Perspective** **10 minutes**
*Monica Robertson, Senior Associate,
Hord/Coplan/Macht*

Monica Robertson is a Senior Associate at Hord Coplan Macht; an architecture, landscape architecture and planning firm in Baltimore, Maryland. Ms. Robertson's design experience encompasses a wide variety of project types including multi-family, specialty and senior housing, offices, restaurants and mixed-use buildings. She has designed developments tailored for seniors, single-family homes, townhouses, garden apartments, and mid- and high-rise buildings for various income levels. Ms. Robertson is currently serving as the LEED Accredited Professional for two projects pending LEED-NC Gold certification. Additionally, she has been instrumental in helping her clients secure over \$2MM of tax credits from the Maryland Energy Administration through the Green Building Tax Credit program. Ms. Robertson will present various workforce/affordable housing projects that Hord Coplan Macht has designed in the Washington/Baltimore region. She will explain the architect's role in the development of workforce/affordable housing, how they work with the community, builders and non-profits to formulate projects.

- IV. A Builder's Perspective** **10 minutes**
*Jared Spahn, Managing Member,
Old Town Construction*

Jared Spahn is the Managing Member of Old Town Construction LLC, a builder who has developed several workforce/affordable housing projects in the Washington/Baltimore area. Mr. Spahn's construction firm has completed

the only LEED Silver Moderate Income Multi-Family Apartment building in the State of Maryland. He was named Developer of the Year in 2006 by the Maryland Department of Housing and Community Development for his forays into green affordable housing. Mr. Spahn will give a presentation on the builder's role in the development of workforce/affordable housing, how they work with the community, architects and non-profits to bring projects to completion.

V. Two Developer's Perspectives

10 minutes

Chickie Grayson, President and Chief Executive Officer, Enterprise Homes, Inc.

Chickie Grayson is the President and Chief Executive Officer of Enterprise Homes, a developer who has created several workforce/affordable housing projects in the Washington/Baltimore area. She has developed a reputation for building high quality, mixed-income communities and providing workforce homeownership opportunities. Enterprise has extensive experience in layered financing to achieve its goals by working with private institutions and federal, state, and local officials. Ms. Grayson will give a presentation on the developer's role in financing, developing, and managing workforce/affordable housing, how they work with the community, architects and non-profits to bring projects to completion.

10 minutes

Maria Miller, Senior Development Director, Shelter Development Corporation

Maria Miller is the Senior Development Director with Shelter Development Corporation. Ms. Miller is responsible for the development, acquisition and financing of various real estate transactions. She was formally with the Bank of America Community Development Corporation in Baltimore where she was responsible for the acquisition, financing and development of both market rate and affordable housing developments in addition to mixed-use real estate projects, including office, residential and retail. Ms. Miller will describe the role Shelter Development has played in developing workforce/affordable housing in the Washington/Baltimore region. Ms. Miller will speak about the for-profit's ability to fund various projects.

VI. Question and Answer Session

10-20 minutes

[Group of individuals on hand to address concerns and answer questions]

Joeseeph Meinert, Planning Director, City of Bowie
Jesse Buggs, CDBG administrator, City of Bowie
Community Housing Groups active in the area
Panelists above
Others....

VII. Next Steps

5-10 minutes

RESOLUTION
OF THE COUNCIL OF THE CITY OF BOWIE, MARYLAND
ENDORISING REGIONAL AFFORDABLEHOUSING TARGETS

WHEREAS, the City of Bowie is a member of the Metropolitan Washington Council of Governments (COG); and

WHEREAS, COG has a long history of promoting innovative affordable housing policies and best practices in the Washington metropolitan region; and

WHEREAS, at its November 13, 2001 meeting the Board of Directors of the Metropolitan Washington Council of Governments (COG) adopted principles and goals as described in *Finding a Way Home: Building Communities with Affordable Housing* making the production, preservation and equitable distribution of affordable housing throughout the region a high priority; and

WHEREAS, the Board asked the Housing Directors Advisory Committee to identify and advance periodically any promising principles, policy goals and best practices to help address affordable housing challenges in the metropolitan Washington region; and

WHEREAS, Goal 1 of the *Finding a Way Home* document recommended that the region commit to the creation of an additional 67,000 housing units, with an emphasis on units that are affordable to working families, to meet the regional shortage and furthermore ensuring that one new housing unit is produced for every 1.6 jobs that are produced in the region; and

WHEREAS, during 2005 the COG Housing Directors Advisory Committee addressed ways to further quantify the shortfall of housing units and what percentage of those should be designated as affordable; and

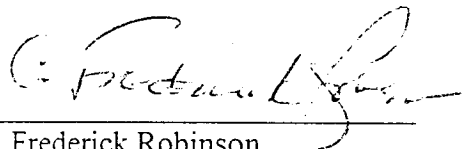
WHEREAS, at the COG December 15, 2005 meeting, the Housing Directors Advisory Committee adopted as a policy recommendation a regional net new housing shortfall figure based on COG's Cooperative Forecasts Round 7.0 of 45,900 housing units during the next 10 years of which 20% (9,180 net new housing units) should be designated as affordable; and

WHEREAS, at the COG January 11, 2006 meeting, the Metropolitan Development Policy Committee further endorsed the policy recommendations of the Housing Directors Advisory Committee.

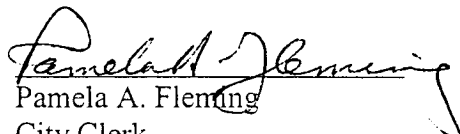
NOW, THEREFORE, BE IT RESOLVED BY THE CITY OF BOWIE THAT:

1. The City of Bowie adopts the regional housing unit shortfall figures as advanced by the COG Housing Directors Advisory and the Metropolitan Development Policy committees, of which at least 20% of the units should be designated as affordable.
2. The City of Bowie defines affordability as housing units that can be rented or bought by households up to the following income levels:
 - a. Rental up to 60% of Area Median Family Income (as of FY 2005, \$51,000).
 - b. Homeownership up to 120% of Area Median Family Income (as of FY 2005, \$102,000).
3. The City of Bowie commits to targeting its affordable housing policies and programs to households at these income levels using strategies that fit local needs.

INTRODUCED AND PASSED on this 6th day of February 2006 by the City Council of the City of Bowie.



G. Frederick Robinson
Mayor



Pamela A. Fleming
City Clerk

GFR:EAC

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HOUSING PROGRAMS AND OTHER TOOLS UTILIZED IN PRINCE GEORGES COUNTY

***American Dream Downpayment Initiative (ADDI), Federal Program, page 32**

***Community Development Block Grants (CDBG), Federal/State Program, page 26**

Down Payment and Settlement Expense Loan Program (DSLEP), State Program

Helps eligible borrowers purchase a home by funding a portion of their closing costs.

***Expedited Permitting, page 9**

***Expiring Use of Federal Subsidies, Federal Program, page 18**

***Fee Waivers, Building Permit, page 13**

***Group Homes, page 39**

***Home Funds, Federal Program, page 27**

***Home Purchase Assistance, Maryland Program, page 30**

***Housing Choice Voucher Program, Federal Program, page 35**

House Keys For Employees Program (HK4E), State Program

Enables eligible homebuyers to receive extra downpayment and/or closing cost assistance than is available through the standard DSLEP Program.

***Housing Opportunities for People with AIDS (HOPWA), Federal Program, page 38**

***Housing Rehabilitation Program, page 16**

Livable Wage Ordinance

A policy set by local government or by a private company that sets a minimum wage for its employees that is higher than the federal minimum wage, in order to better achieve the wage required to afford adequate housing in the region. Since 1994, 51 cities, counties, and school districts have instituted living wage ordinances.

***Low-Income Housing Tax Credits (LIHTC), Federal Program, page 25**

Maryland Housing Rehabilitation Program

Loans to assist low-income residents with major home repairs. These funds are distributed as loans with a sliding scale interest rate, in some cases the monthly payment is deferred.

Maryland Mortgage Plus Program (MMP), State Program

A premium proceed program that offers a first mortgage (at a slightly higher interest rate) that provides borrowers with a 2% closing cost assistance grant.

***Multi-Family Improvement Program, page 17**

Replacement Housing Program

Substantially renovates homes for the purpose of upgrading the quality of deteriorated dwellings to contemporary minimum property standards, including the elimination of all housing code violations, provided that the home meets certain minimum qualifications. Provides all necessary financial and construction management to complete each project. (Income limited).

* Program described in "Toolkit for Affordable Housing Development", see specific page

Section 8 Rental Assistance Program

Enables low-income families to rent from any landlord with rental assistance administered by the County.

Single-Family Housing Rehabilitation Loan Assistance Program

Same as “Replacement Housing Program” only provides financial assistance from numerous sources (including CDBG, MHRP, and HOME) for the rehabilitation of single-family homes.

***Tax Exempt Bonds, page 24**

***Transitional Housing, page 38**

POSSIBLE TOOLS FOR AFFORDABLE HOUSING

Accessory Shared & Sheltered Housing (ACCESS), Maryland Program

Provides low-interest loans to owner-occupants of single-family homes to create accessory dwelling units or shared living space in single-family homes to be occupied by income eligible households. Loans also may be provided to create sheltered housing facilities in owner occupied single-family homes that provide sheltered care to not more than 15 income eligible elderly, disabled or handicapped persons.

*Adaptive Reuse, page 20

Affordable Housing Poster Campaign

The Campaign for Affordable Housing is a national organization that coordinates and assists local housing groups to conduct public education campaigns to dispel the myths and put forth the truth about the benefits of affordable housing and mobilize support for pro-housing policies.

Affordable Housing Preservation

Purchasing some of the buildings at risk of conversion to market rate units.

Combined Affordable Housing and Land Conservation Efforts (Conservation Design)

Creating affordable conservation subdivisions in conjunction with land dedicated for open space that is often environmentally sensitive.

*Community Development Block Grants (CDBG), Federal/State Program, page 26

Community Land Acquisition Program

Nonprofit land trusts acquire land and buildings for development of low and moderate-income housing.

Community Land Trusts

A nonprofit buys or acquires land and existing houses or builds new houses and then sells or leases (often with an option to buy) the housing minus the land to residents at affordable prices. This technique is useful in areas where land values are inflated. The nonprofit retains title to the land in perpetuity and retains the first right to repurchase the unit if the resident owner ever decides to sell. Owners are paid their equity earned to date.

Credit Counseling

HUD has a list of approved credit counseling agencies in the State of Maryland.

Distressed Properties Improvement Program

Provide tax relief and other financial incentives (e.g., deferral or forgiveness of delinquent property tax liens) to property owners with occupied or vacant rental properties if they are willing to make repairs and retain low-income residents.

Emergency Loan Program

Available to income eligible homeowners who have minor emergency repair needs (i.e. leaking roof, contaminated well, etc.) Maximum capped funds per unit are distributed as deferred loans, or loan repayments depending upon the individual circumstances.

*Employer Assisted Housing/Live Where You Work Program, page 31

*Expedited Permitting, page 9

*Fee Waivers, Building Permit, page 13

*Great House Concept (fourplex construction), page 20

*Green Building, page 21

*Group Homes, page 39

Group Home Rehabilitation Program

Provides for the rehabilitation of group homes which are occupied by persons of low and moderate-income who are elderly and/or disabled.

* Program described in "Toolkit for Affordable Housing Development", see specific page

***Housing Rehabilitation Program, page 16**

***Housing Trust Funds (with Local Dedicated Revenue Source), page 23**

***Infill Housing Development, page 8**

Land Banking (with Local Dedicated Revenue Source)

Local government purchases smaller sites in diverse locations adjacent to transit routes in order to maintain a supply of adequate sites for affordable housing a minimum of five years in advance of development.

Lead Hazard Reduction Grant and Loan Program, Maryland Program

Provides funds to assist homeowners and rental property owners lessen the risk of lead poisoning and preserve the housing stock by reducing or eliminating lead-based paint hazards. No income limits. Funds are capped.

Linkage Fees

Link the approval of commercial or office development, particularly uses that generate lower wage jobs, with a requirement that affordable housing units, or fees in lieu of units, be provided by the developer. Mandatory fees can be deposited into a housing trust fund.

***Local Rental Assistance Program, page 36**

***Low-Income Housing Tax Credits (LIHTC), Federal Program, page 25**

Mixed-Income Development, Mixed-Financing, and Mixed Partnerships

Local Housing Authorities have worked with non-profits and builders and utilized State bonds and Federal HOME loans to produce mixed-income apartment complexes where approximately 80% of the units are market rate and 20% are low-income with some units set aside for the elderly and/or handicapped.

***Mortgage Credit Certificates, Federal Program, page 33**

***Multi-Family Improvement Program, page 17**

Rental Accessibility Modification Program (RAMP)

Provide physically disabled renters meetin gthe federal section 8 Low Income limits with grants of up to \$50,000 for primary residence modifications that are necessary to accommodate the particular circumstances of the disabled member of the household. The RAMP program is funded through the federal CDBG program, while the min-grants program receives funding through the City's Housing Trust Fund.

Tenant Purchase Technical Assistance Program

Provides technical service assistance to nonprofit organizations that provide legal counseling, loan packaging, and other services to low and moderate-income tenant groups that try to purchase their existing housing units and convert the units into tenant-owned cooperatives and condominiums. Also provides housing management assistance to recently formed low and moderate-income cooperatives and condominium associations.

***Tipping Fee Waiver, page 15**

Weatherization Program

Helps weatherize homes to save money on fuel bills.

Walk to Work Program

Employers subsidizing the home purchasing costs of employees who buy homes in the same neighborhood where they work. CDGB/HOME programs can be used to fund this program.

* Program described in "Toolkit for Affordable Housing Development", see specific page



City of Bowie

2614 Kenhill Drive
Bowie, Maryland 20715

January 30, 2007

NOTICE OF CITY COUNCIL WORKFORCE HOUSING PUBLIC AWARENESS CAMPAIGN

Dear Interested Business Owner, Organization Member or Stakeholder:

You are invited to participate in a Workforce Housing Public Awareness Campaign sponsored by the City of Bowie, the Metropolitan Washington Council of Governments (COG) and the Washington Area Housing Partnership. The Bowie City Council is looking to form partnerships with Bowie businesses, schools, and organizations to launch a public awareness campaign that highlights workforce housing. The campaign's goal is to educate the public about the need for housing that is affordable to Bowie's workforce and the benefits it can bring to the community.

Housing in Bowie is among the most expensive in the County. In 2005, the average sales price for a home in Bowie was approximately \$390,801. Families earning Bowie's Median Family Income of \$82,403 would need to spend 40% of their monthly income on the average home, which is 10% more than the recommended 30% monthly income limit.

The public awareness campaign includes a series of five (5) posters and a workforce housing public awareness month. If you would like to participate in public awareness month, please copy the poster on the attached sheet and make copies available to the public during the month of March. The other four (4) posters can be downloaded from the housing web page at <http://www.cityofbowie.org/>. The posters are also available in an 11" x 17" or 11" x 14" format. Please indicate which poster you would like to receive on the attached sheet and fax or mail the sheet to the Bowie Planning and Economic Development Department, 301-809-2315. We ask that the poster(s) be displayed for several months in a prominent location, such as a window or a public bulletin board.

If you have any questions or desire additional information, please contact me at 301-809-3051 at Bowie City Hall, Monday through Friday between the hours of 8:30 a.m. and 5:00 p.m.

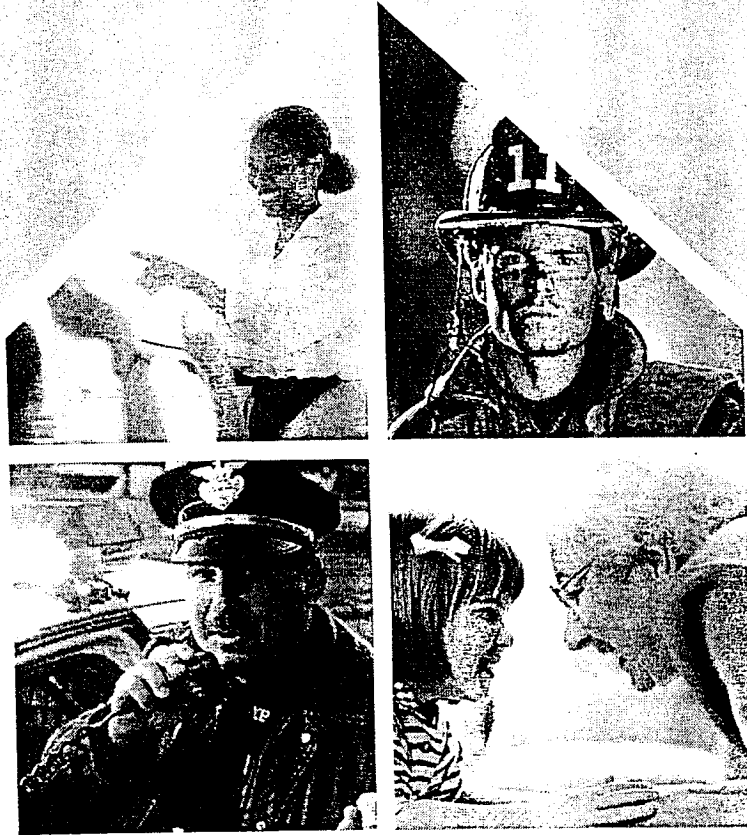
Sincerely,

Elizabeth Chaisson
Senior Planner
Bowie Planning and Economic
Development Department

MAYOR G. Frederick Robinson MAYOR PRO TEM Dennis Brady

COUNCIL Kevin W. Conroy ♦ Jack D. Jenkins ♦ Kurt Kroemer ♦ D. Michael Lyles ♦ Todd M. Turner CITY MANAGER David J. Deutsch
City Hall (301) 262-6200 FAX (301) 809-2302 TDD (301) 262-5013 WEB www.cityofbowie.org

WHO NEED AFFORDABLE HOUSING



AFFORDABLE HOUSING STRENGTHENS COMMUNITIES.

For more information on
affordable housing, contact:
www.HousingIllinois.org
(312)663-3936

He can protect your home.
Can he be your neighbor?



**Affordable Housing.
It could save your home.**

FACT: When people can afford to live and work in the same area, it means MORE time, money, and energy to spend on field trips and MORE energy for what's important! Help make MORE housing affordable—we all benefit.

More than 10 million people live in the same area as you. Help make MORE housing affordable—we all benefit.

She can manage your office.
Can she be your neighbor?

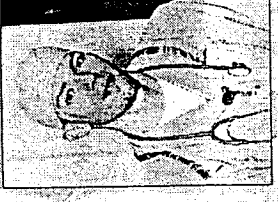


**Affordable Housing.
It could help your business.**

FACT: When people can afford to live and work in the same area, it means MORE time, money, and energy to spend on field trips and MORE energy for what's important! Help make MORE housing affordable—we all benefit.

More than 10 million people live in the same area as you. Help make MORE housing affordable—we all benefit.

He can take care of your family's health. Can he be your neighbor?



**Affordable Housing.
It could save your life.**

FACT: People who can afford to live and work in the same area are MORE alert and focused, because they don't have to commute long distances. And for them, it's their community—not just a job site. When we live and work in the same area everyone benefits. Help make MORE housing affordable—we all benefit.

More than 10 million people live in the same area as you. Help make MORE housing affordable—we all benefit.

She can teach your child.
Can she be your neighbor?



**Affordable Housing.
It can help educate your child.**

FACT: When people can afford to live and work in the same area it means MORE time, money, and energy to help your child—MORE money to spend on field trips and MORE energy for what's important! Help make MORE housing affordable—we all benefit.

More than 10 million people live in the same area as you. Help make MORE housing affordable—we all benefit.

___ # of Firefighter Posters

___ # of Medical Technician Posters

___ # of Office Worker Posters

___ # of Teacher Posters

Please distribute the above poster(s) to the following address:

Name of Organization: _____

Address: _____

Phone Number: _____

Contact Name: _____

E-mail Address: _____