Comprehensive Plan Housing Chapter Update

Prince William County Planning Office
Agenda

1. What is the Comprehensive Plan?
2. Land Use-Long Range Land Use Map
3. Housing Chapter – Needs and Goals - Planning an Affordable Community
4. Regional Needs
5. Demographic Trends
6. ADU, Affordable Dwelling Unit Ordinance
7. Discussion Questions
Organization of the Plan

Land Use/Small Area Plans/Sector Plans

Development Infrastructure and Facilities Conservation

Community Design Housing Education Parks and Recreation Public Safety Mobility Cultural Resources

Housing Education Public Safety Communication Roads Transit Potable Water

Parks and Recreation Public Safety Police Non-motorized Trails & Blueways Sanitary Sewer

Public Safety Communication Police Police Fire & Rescue Technology & Connectivity

Public Safety Police Police Roads Education

Police Police Police Fire & Rescue Trails & Blueways Parks and Recreation

Fire & Rescue Police Police Police Parks and Recreation

Libraries Schools Parks and Recreation Public Safety

Schools Libraries Libraries Libraries Libraries

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Comprehensive Plan

Comprehensive Plan is one Tool for Developing a Community with Quality Housing options for all by examining:

Land Use & Mobility
Housing Chapter
Social Equity
Environmental Justice
Sustainability
Long Range Land Use

- 53% of the County is in the rural area designation
- 47% of the County is in the development area designation
- 74% of the County is zoned strictly for single-family homes (attached and detached)*
- 2% of the County allows for multi-family homes (Apartments, Condos, etc.)
- 7% of the County allows for commercial (Retail, Industrial, Office)*

*Based on current zoning countywide and does not account for current land use, Manassas Battlefield, open space, etc.
Land Use Considerations

• Review County’s Land Use holistically to eliminate any exclusionary practices.

• Create walkable/multimodal communities.

• Bring jobs and a diversity of housing options together.

• Use revitalization and redevelopment opportunities to improve existing infrastructure and access to amenities for current and future residents.

• Minimize potential conflicts by reviewing incompatible uses.

• Equitable community engagement participation.

• Equity Policies

• Environmental Justice Policies
Existing Housing Chapter Policies

**Goal:** Identify sufficient locations and consistent criteria for the provision of diverse housing opportunities for all segments of the County’s population.

**H-POLICY 1:** Preserve and improve existing neighborhoods. Ensure that Prince William County has new neighborhoods with a high quality of life.

**H-POLICY 2:** Encourage the provision of affordable housing for all segments of the County’s population with emphasis on households with incomes at or below the Area Median Income.

**H-POLICY 3:** Support accessible and age in place housing.

**H-POLICY 4:** Foster public and private partnerships to address County housing needs.

**H-POLICY 5:** Improve Prince William County's housing data base in order to better facilitate planning decisions.
Why is the Housing Chapter Important?

- Housing Chapter provides a framework to provide for quality price-appropriate housing, housing that costs 30 percent of the household’s annual gross income or less, that meets the needs of all current and future residents at all stages of their lives.

- All households in Prince William County, regardless of income should have a variety of housing options they can afford.

- Price appropriate housing is fundamental element of economic resilience and competitiveness in communities.

- Housing is directly tied to public policy priorities such as economic development, education, health, and transportation.
Community Engagement Meeting

Poll: Regarding affordable housing, what factor is most important to you?

Affordable Housing Considerations

- Near Services/Transit: 45%
- Fits into the Neighborhood: 18%
- Quality of the Construction: 15%
- Housing Costs: 22%

Bar graph showing the distribution of importance:
- Near Services/Transit
- Fits into the Neighborhood
- Quality of the Construction
- Housing Costs
Housing Challenges

1. What are the biggest challenges that our community is facing with respect to housing needs?

2. What do you believe are the biggest impediments in addressing these challenges within the County?
Housing Policies

- Price Appropriate Housing across entire income spectrum
- Quality, Affordability, Accessibility
- Transportation Cost Impacts
- Social and Racial Equity
- Sustainability
- Expand housing types/ Improve existing housing supply
- Targeted Private and Public investments
Housing Policies Continued

- Variety of housing types and choices
- Context-sensitive development
- Build stronger economic opportunity and revitalize neighborhoods
- Create an Affordable Dwelling Unit Ordinance- Workforce Housing
- Provide Linkages to Adopted Strategic Plan
Goals and Policies

• What goals or policies should the county consider in the Housing Chapter to address the challenges to our housing needs?
Regional Housing Targets - MWCOG

COG Regional Housing Need 2020-2030 (Planned vs. Needed)

Regional Housing Targets

- **Regional Target 1:**
  - **AMOUNT**
  - At least 320,000 housing units should be added in the region between 2020 and 2030. This is an additional 75,000 units beyond the units already forecast for this period.

- **Regional Target 2:**
  - **ACCESSIBILITY**
  - At least 75% of all new housing should be in Activity Centers or near high-capacity transit.

- **Regional Target 3:**
  - **AFFORDABILITY**
  - At least 75% of new housing should be affordable to low- and middle-income households.

Source: COG Cooperative Forecasts
Regional Housing “Shortfall”

Figure 1: Housing Construction Permits by Year in Metropolitan Washington

Source: COG Analysis of U.S. Census Bureau C-40 Residential Permit Data
PWC Housing “Shortfall”

Housing Occupancy Permits by Year in Prince William County

- Total
- Catch Up Rate Needed by 2030
- Housing "Shortfall"
COG Housing Needs and County Buildout Projections through 2045

The graph illustrates the total number of households projected for the years 2015 to 2045. The projection lines show the expected growth in household numbers, with each color representing a different region or category of development.

Key categories include:
- **Existing Inventory**
- **Revitalization Sector**
- **Undeveloped Rural Area**
- **SAP**
- **Projection**

The projected growth is marked with stars indicating the expected buildout in 2045.
How do we meet this housing gap?
Demographic Trends

- Most of the new growth is being captured in two of the County’s four submarkets
  - Northwest Submarket
  - 1-95 Corridor Submarket
- Lower Income and racially diverse populations are clustering in:
  - Greater Manassas Submarket
  - I-95 Corridor Submarket
- Incomes are not evenly dispersed throughout the County/
  - Median Household Income in 2020 is $107,132

Northwest Submarket has grown at a rate of 21% annually between 2000-2010

The I-95 Corridor Submarket contributed the largest share of the County’s growth at 45.9% between 2010-2019.
Affordable Housing AMI Thresholds
(100% AMI Level for 3-person Household Size = $109,200/yr.)

30% AMI or Lower  
($0 to $32,800/yr.)
- Bartender  
  $23,705/yr.
- Barber  
  $24,798/yr.
- Cook, Restaurant  
  $24,236/yr.
- Motor Vehicle Operator  
  $36,049/yr.

30% to 50% AMI  
($32,801-$54,600/yr.)
- Painter  
  $40,150/yr.
- Legal Secretary  
  $54,059/yr.
- Firefighter  
  $61,289/yr.
- Social Worker  
  $68,051/yr.

50% to 80% AMI  
($54,601-$69,850/yr.)
- Motor Vehicle Operator / Building Insp.  
  $36,049/yr.
- Construction / Building Insp.  
  $57,290/yr.
- Painter  
  $40,150/yr.

80% to 100% AMI  
($69,851 to $109,200/yr.)
- Firefighter  
  $61,289/yr.
- Registered Nurse  
  $75,446/yr.
- Social Worker  
  $68,051/yr.
- Electrical Engineer  
  $106,795/yr.

Ownership Range:  
- $0-$138,495

Rental Range:  
- $0 to $820/mo.
Ownership Units Surplus/Gap Analysis
(Based on 2019 AMI Levels)

- There is a lack of ownership units for households making 30% of AMI and below.
- The greatest lack of affordably-priced housing occurs above 120% of AMI, where the number of households 2.5 times the number of housing units for this group.
- The greatest housing surpluses occur at 81-100% AMI and 51-80% AMI.
- Higher income households will compete for surplus housing priced below their ability-to-pay.

Total: 115,589 Ownership Units
The greatest rental needs are at 30% AMI and below where households exceed rental units by 6 to 1. Rental surpluses exist at 51-80% AMI and 81%-100% AMI, which may require some lower income households to pay more than 30% of their gross income to rent an apartment, thereby becoming “cost burdened”. Unit shortages also exist at 100% AMI and above.
### Percentage of PWC in Low and High Income Bands

<table>
<thead>
<tr>
<th>Households</th>
<th>Owner Households</th>
<th>Renter Households</th>
</tr>
</thead>
<tbody>
<tr>
<td>Households <em>very low and extremely low</em> (50% or less AMI Band)</td>
<td>15.3%</td>
<td>42%</td>
</tr>
<tr>
<td>Households that <em>earned above the 100% AMI</em> ($109,200)</td>
<td>57.2%</td>
<td>24%</td>
</tr>
</tbody>
</table>
Question?

What do you think our policy should be to reduce the impact of this disparity in rental housing/ownership gaps?
Transportation Cost Impacts

How does the cost of commuting affect the affordability of the typical home?
How does the location near transit support equitable growth?

- Not only is there demand for more price points and building types, but there is also demand for more neighborhoods that offer housing plus amenities, like shopping and transit.
- The combined cost of housing together with transportation expenses should not exceed 42% of income.
- Americans of all generations are moving toward the 15-minute community where they can live, work and play in the same place.
- There is a need to shift the focus from planning around cars to preparing for more public transportation, ride sharing, biking and walkable streets.
Additional Consideration - Cost of Commuting

![Graph showing the cost of commuting across different distances. The graph compares the costs of transportation, housing, and combined housing and transportation. The source is the Center for Neighborhood Technology calculations.]
# Current Population Estimates

<table>
<thead>
<tr>
<th></th>
<th>Prince William County</th>
<th>Fairfax County</th>
<th>Loudoun County</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total population</strong></td>
<td>470,753</td>
<td>1,147,532</td>
<td>413,538</td>
</tr>
<tr>
<td><strong>Population Density</strong></td>
<td>1,355</td>
<td>2,826</td>
<td>792</td>
</tr>
<tr>
<td><strong>Housing units</strong></td>
<td>158,439</td>
<td>416,073</td>
<td>139,982</td>
</tr>
<tr>
<td>Detached homes</td>
<td>86,071 54.3%</td>
<td>194,977 46.9%</td>
<td>75,512 53.9%</td>
</tr>
<tr>
<td>Townhomes</td>
<td>40,746 25.7%</td>
<td>94,728 22.8%</td>
<td>37,601 26.9%</td>
</tr>
<tr>
<td>Two or more units</td>
<td>31,622 20.0%</td>
<td>126,074 30.3%</td>
<td>26,595 19.0%</td>
</tr>
</tbody>
</table>

Prince William County Geospatial Technology Services: 2021 Q1; US Census 2019 American Community Survey (ACS) 1-Year Estimates
### Rising Home Prices In PWC

**Table 6: Average Assessed Value History of Residential Property**

<table>
<thead>
<tr>
<th>Tax Year</th>
<th>Single Family and Duplexes</th>
<th>Townhouses</th>
<th>Condominiums</th>
<th>All Residential</th>
<th>Percent Change</th>
<th>Total Number of Units*</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>$310,700</td>
<td>$189,000</td>
<td>$157,100</td>
<td>$265,800</td>
<td>5.81%</td>
<td>118,274</td>
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<tr>
<td>2012</td>
<td>$320,400</td>
<td>$195,900</td>
<td>$160,400</td>
<td>$274,300</td>
<td>3.20%</td>
<td>119,543</td>
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<tr>
<td>2013</td>
<td>$335,300</td>
<td>$212,000</td>
<td>$170,100</td>
<td>$289,100</td>
<td>5.40%</td>
<td>120,790</td>
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<tr>
<td>2014</td>
<td>$359,900</td>
<td>$234,200</td>
<td>$186,600</td>
<td>$312,100</td>
<td>7.96%</td>
<td>121,768</td>
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<tr>
<td>2015</td>
<td>$381,600</td>
<td>$252,700</td>
<td>$205,800</td>
<td>$332,600</td>
<td>6.57%</td>
<td>122,880</td>
</tr>
<tr>
<td>2016</td>
<td>$389,900</td>
<td>$260,500</td>
<td>$211,600</td>
<td>$340,200</td>
<td>2.29%</td>
<td>124,177</td>
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<tr>
<td>2017</td>
<td>$397,000</td>
<td>$267,200</td>
<td>$218,300</td>
<td>$346,700</td>
<td>1.91%</td>
<td>125,651</td>
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<tr>
<td>2018</td>
<td>$410,400</td>
<td>$278,600</td>
<td>$228,700</td>
<td>$359,100</td>
<td>3.58%</td>
<td>127,000</td>
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<tr>
<td>2019</td>
<td>$423,400</td>
<td>$292,900</td>
<td>$240,800</td>
<td>$372,400</td>
<td>3.70%</td>
<td>128,522</td>
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<tr>
<td>2020</td>
<td>$440,500</td>
<td>$307,900</td>
<td>$252,200</td>
<td>$388,400</td>
<td>4.30%</td>
<td>129,612</td>
</tr>
</tbody>
</table>

*The units included in this table are all residential properties in the Single-Family Detached, Duplex, Townhouse and Condominium categories. Houses on commercially zoned or agricultural parcels and houses that were partially complete as of January 1, 2020 are not included. Tax exempt properties and parcels owned by homeowner’s associations are also not included. The difference between the unit counts in successive years does not always equal the number of new houses added since during reassessment some properties are reclassified to or from a non-residential type.*

Rising Rental Rates in PWC

2010-2014:
$1,333 per month

2015-2019:
$1,495 per month

Q1 2020-Q2 2021:
$1,562 per month

Households Experiencing Severe Cost Burdens by Race and Ethnicity

Percentage of Households Experiencing Severe Cost Burden by Race and Ethnicity: Prince William County

Source: HUD’s Affirmatively Furthering Fair Housing (AFFH) requirement of the Fair Housing ACT. Data available from the Urban Institute at https://datacatalog.urban.org/dataset/data-and-tools-fair-housing-planning
Tool: Affordable Dwelling Unit Ordinance

• ADU Ordinance, Affordable Dwelling Unit Ordinance would require developers of multi-family units (condominiums, apartments, and townhouses) to set aside a portion of the units for rent or purchase by families with low to moderate incomes. In exchange, the County would give developers a bonus density, i.e., the approval to build above the median of the density range. (From PWC Comp Plan)

QUESTIONS:

1. What thresholds percentages should be proposed for providing ADU in specific projects?
2. What cap should be proposed for homes to be sold at market value?
3. Should a staggered AMI be considered?
Housing Forms

1. Where do people live in the County?
2. What housing options are missing in the County?
3. What are the housing alternatives both temporary and permanent?
4. What mobility upward opportunities/ downsizing opportunities exist for those who wish to remain in their neighborhoods/ communities?
5. What does it look like to provide housing for example for residents that fall in the under 30% AMI?
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