



TUESDAY, SEPTEMBER 21, 2021
CITY OF COLLEGE PARK

VIRTUAL MEETING

Please check meeting notice and City calendar for participant information

WORKSESSION AGENDA
7:30 P.M.

COLLEGE PARK MISSION

We provide excellent services, transparent and inclusive governance, and advocate for our residents to enhance the quality of life for our diverse community.

Time		Item	Staff/Council
7:30		Call To Order	
		City Manager's Report	
		Amendments To And Approval Of The Agenda	
21-G-112	1	Special Session: Approve the appointment of the City Manager and approve an employment agreement in substantially the form provided to the Mayor and Council.	
7:50	2	Stakeholder Discussion about Housing Matters: <ul style="list-style-type: none"> • College Park policy options for neighborhood stabilization, for those neighborhoods trending toward rentals; • Discussion of affordable housing policies, programs and initiatives; • Discussion of strategies to provide affordable housing (student and other) (with partner stakeholders) to include the possibility of commissioning an affordable housing plan. Guests: Eric Olson and Richard Wagner, CPCUP	

9:50	3	Requests for/Status of Future Agenda Items	Mayor and Council
9:55	4	Mayor and Councilmember Comments	Mayor and Council
10:00	5	City Manager's Comments	Bill Gardiner, Interim City Manager
10:05	6	Adjourn	

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1

Special Session:

21-G-112

Appointment of City
Manager

(Material will be provided before the
meeting)

2. Stakeholder Discussion about Housing Matters



**CITY OF COLLEGE PARK, MARYLAND
WORKSESSION AGENDA ITEM**

Prepared By: Robert W. Ryan,
Public Services Director
Terry Schum, Planning Director

Meeting Date: 09/21/2021

Presented By: Bill Gardiner
Interim City Manager
Robert W. Ryan
Terry Schum

Consent: N/A

Originating Department: Public Services Department

Issue Before Council:

1. The City Council has requested that staff facilitate a discussion of the causes and possible actions that could stabilize neighborhoods trending toward higher percentages of single-family rental housing and lower percentages of single-family owner-occupied housing.
2. Council requested an opportunity to discuss affordable housing challenges in College Park and policies the City could support or advocate that would increase the supply of affordable housing.

Strategic Plan Objective: #8: Foster and sustain an affordable and stable City for individuals and families to live, work, play and retire here.

Background/Justification:

1. Many single-family neighborhoods in College Park have had comparatively high percentages of detached rental houses, particularly for local university students. Single-family houses are attractive for student rentals due to the affordability and less restrictive environment compared to apartment buildings and on-campus dorms. Property owners of detached housing can generally obtain more total rent from four or five renters than they could obtain from a typical family.

Despite the addition of new apartment units off-campus and new dorms on-campus, the number of for-rent detached single-family homes has generally remained constant. In some neighborhoods anecdotal evidence indicates that previously owner-occupied housing is being purchased by investors to offer for rent, and that investors are out-bidding potential owner-occupants. The City Council and staff often receive complaints about noise and other disruptive issues with rental houses that code enforcement, contract police, and University police deal with on a regular basis.

2. The City Council has often asked about affordable housing units when evaluating residential development proposals, and the Council hears from students and other groups about the cost of rental housing in the City. This discussion will provide an opportunity for Council to review general definitions of affordable housing, some data regarding housing and affordability in College Park and the region, and various strategies that could be used by the City, County, State, the Partnership, and the University to support housing affordability and also preserve homeownership.

Staff have prepared the attached discussion outline to provide discussion ideas and options for further action. An outline for the neighborhood stabilization discussion will be provided prior to the meeting.

Fiscal Impact:

None at this time. Certain strategies could have a significant cost to the City.

Council Options:

1. Discuss the neighborhood preservation and affordable housing issues and strategies and provide direction to staff to fully develop proposals for certain strategies.
2. Reconvene a committee to focus narrowly on preservation of owner-occupied housing and development of affordable housing.
3. Request professional assistance to development strategies to address these issues.
4. Take no additional action.

Staff Recommendation:

Staff will take direction from the Mayor and Council.

Recommended Motion:

N/A

Attachments:

1. Affordable housing discussion outline

AFFORDABLE HOUSING

Definition: Affordable housing is a generic term that refers to the degree to which residents can afford to rent or buy housing. It typically refers to housing targeted to lower income households (earning less than 80% of area median income, very low income households (earning less than 50% of area medium income, and extremely low income households (earning less than 30% of area medium income), and to housing that costs no more than 30% of household income.

Workforce housing is another term used to refer to housing that is affordable to those in the workforce, but who still cannot afford market rentals and homes. Such workers may include fire and police personnel and schoolteachers.

Household Incomes and Housing Costs

	DC Area	Prince George’s County	City of College Park
Median household	\$105,659	\$86,290	\$66,679
Median value owner-occupied housing	\$446,300	\$334,200	\$330,300
Median Selected Monthly Owner Costs (Dollars) total	\$2,054	\$1,895	\$1,725
Median Gross Rent as a % of Household Income (Dollars)	28.3	31.7	37.3
Median Gross Rent (Dollars)	\$1,708	\$1,469	\$1,528
<small>U.S. Census Bureau (2019). <i>American Community Survey 1-year estimates</i>. Retrieved from <https://censusreporter.org> 2021 U.S. Census Bureau (2019). <i>American Community Survey 5-year estimates</i>. Retrieved from <https://censusreporter.org> 2021</small>			

Number of College Park Single Family Home Sales 2016 - 2021

2016	2017	2018	2019	2020	2021
335	275	325	320	301	374

Average Sales Price Detached Single Family Homes: (2021) \$371,000. (100%-104% above list price)

Investor Transactions: Interpolate from CP Rental Licenses Issued

Policy Options for Increasing Housing Supply

1. Inclusionary zoning (County regulations)
 - a. Legislation to require unit set asides for new construction
 - b. Allow accessory dwelling units on single-family property
 - c. Accommodate tiny houses (RV’s) for temporary or permanent occupancy

2. Public subsidies (Local, State and Federal)
 - a. Tenant based (Section 8 vouchers)
 - b. Project based (mostly using Low Income Housing Tax Credits to private sector for multifamily development)

- c. Government owned and operated public housing (for seniors, disabled, homeless or families) or University of Maryland owned and operated housing for students
 - d. Rent control (City)
 - e. Revitalization tax credit for new construction or rehabilitation (City, County)
 - f. Low-interest rate mortgages for homebuyers (State)
 - g. Homeownership grants for downpayment and closing cost assistance (City, CPCUP)
3. Public-private partnerships (publicly-owned land made available on a preferential basis to for-profit or non-profit developers at very low cost or no cost) – City or CPCUP
 4. Community Land Trust (non-profit holds and preserves assets for benefit of homeownership and controlling costs in perpetuity – land typically is owned by non-profit and occupants own homes with resale restrictions) – CPCUP or new nonprofit
 5. Housing Trust Fund (City) - income streams dedicated to affordable housing
 6. Build smaller homes/units and/or use lower cost materials – Private sector

Revenue Sources

7. Use of ARPA Funds (Federal) – Supports investments in housing and neighborhoods for hard-hit communities and families
 - Funds allocated for housing acquisition under a Community Land Trust
 - Funds allocated for affordable housing development
 - Funds allocated for deferred rent/mortgage payments to reduce risk of eviction/foreclosure
8. Tax Increment Financing (City, County) - % of increased tax revenue from new development can be earmarked for affordable housing
9. Housing Trust Fund (City) – Use income streams from interest on escrow accounts, sale of public land or land transfer taxes

Undergraduate and graduate student housing

- # of UMD & P3 beds including Fraternities and Sororities was 13,646 in 2017 and according to 2020 Census Group Quarters in College Park is 10,798
- # of existing private sector beds is 2,775
- # of planned private sector beds is 3,100
- # of existing single-family rentals (detached and townhomes) is 1,083
- Findings from June 2017 UMD Housing Market Study:
 1. 25% of students live in single-family homes
 2. Average off-campus rent in purpose-build student housing is \$823-961 per student
 3. Average rent in an off-campus apartment is \$789 per student
 4. Average rent in a single-family home is \$518 per student
 5. Traditional style dorm cost is \$595 for 2 semesters
 6. Recommendation to build 2,600 more beds on campus
- 2021 Gilbane Study of graduate student housing (Western Gateway)

- Preliminary proposal for Quebec Flats graduate housing (can't meet development standards and pencil out)

Affordability Goals and target populations

- Target # of units to be created (rental and for-sale) or preserved (existing)
- Household incomes targeted for assistance
- # of renters and owners assisted
- Student housing initiatives

3.

Requests for / Status of Future Agenda Items



TO: Mayor, City Council, City Manager and Department Directors
FROM: Janeen S. Miller, City Clerk
DATE: September 15, 2021
RE: Future Agendas

The following items are tentatively placed on future agendas. This list has been prepared by the City Manager and me and represents the current schedule for items that will appear on future agendas.

TUESDAY, SEPTEMBER 28, REGULAR MEETING

Proclamation: Mayor's Monarch Pledge

09-08-21: Award of micro-mobility share contract with VeoRide

TUESDAY, OCTOBER 5, 2021 WORKSESSION

09-15-21: Preliminary Plan of Subdivision 4-20041, northeast corner of 50th Place and Kenesaw Street, for 2 lots – Terry Schum, Director of Planning (40)

09-01-21: Presentation by IBTS on the draft feasibility study for establishing a City department of building code, permitting and enforcement (RFP CP-20-03) - Bob Ryan, Director of Public Services (60)

03-02-21: Discussion of a Participatory Budgeting process (request of Councilmember Mitchell) – Gary Fields, Director of Finance (20)

2:20

TUESDAY, OCTOBER 12, REGULAR MEETING

Proclamation: Indigenous Peoples' Day

TUESDAY, OCTOBER 19, 2021 WORKSESSION

Discussion of rules and regulations for City parks and playgrounds – Robert Marsili, Director of Public Works and Brenda Alexander, Assistant Director of Public Works

011
9/17/2021

Discussion of the City Code with respect to Prohibited Vehicles

08-04-21: Review of proposed amendments to the City Charter and Mayor and Council's Rules and Procedures to allow for virtual and/or hybrid meetings, and remote participation in meetings (30) – Suellen Ferguson and Janeen S Miller

INFORMATION REPORT: Report on Right-Of-Way at Edgewood Road at intersection with US 1 – Terry Schum and Steve Halpern

TUESDAY, OCTOBER 26, REGULAR MEETING

TUESDAY, NOVEMBER 2, 2021 WORKSESSION

TUESDAY, NOVEMBER 9, 2021 REGULAR MEETING

Proclamation: Good Neighbor Day 10th anniversary (UMD request)

Proclamation: Municipal Government Works month

Proclamation: Small Business Saturday

TUESDAY, NOVEMBER 16, 2021 RM/WS AS NEEDED

TUESDAY, DECEMBER 7, 2021 WORKSESSION

Review of 2022 Mayor and Council meeting schedule – Janeen S. Miller, City Clerk

TUESDAY, DECEMBER 14, 2021 – INAUGURATION

Approval of 2022 Mayor and Council meeting schedule (by incoming M&C)

Approval of the appointment of the Mayor Pro Tem (by incoming M&C)

ANNUAL ITEMS

January, early: Discussion of Homestead Tax Credit Rate (currently at 0%) (must certify by March 25 to change rate)

January, after an election: Review and adoption of Council Rules and Procedures

January: Review annual reports and workplans from advisory boards

IFC/PHA Annual meeting with Council (when is best?)

March: Annual Review/Renewal of Insurance Contracts

March: Annual farmers market debrief

March: Annual Economic Development Report

April and September: Comments on the M-NCPPC budget

June Worksession: Review of applications for advisory board vacancies

June Regular Meeting: Annual appointments to advisory boards

Early Fall: Annual presentation from SHA on projects in the City (schedule prior to CTP discussion)

Fall: Annual police agency presentation

MASTER LIST

2021 Quarterly Financial Presentations: ~~January 26, April 27, August 10,~~ October 26.

2021 Quarterly Appointments to advisory boards: ~~January 12, April 13, June 15,~~ October 12

07-09-19: Input from staff and the Airport Authority about the GAO study on helicopters in the City and helicopter noise in the region (15)

10-01-19: Discussion of signing on to the principles of the Maryland Advocates for Sustainable Transportation – request of Mayor Wojahn

Discussion of additional roadway connectivity between City neighborhoods - AND – Find options to reduce traffic on our major roadways (include Complete Streets) (40)
Terry Schum, Director of Planning; Steve Halpern, City Engineer; Robert Marsili, Director of Public Works

02-04-20: Follow up discussion on certain events held in the City (Veterans and Memorial Day events, MLK Tribute and Blues Festival)

Review of proposal for a pilot program for a rebate to homeowners for installation of residential security camera systems - Bob Ryan, Director of Public Services (20)

Discussion of goals and purpose for City Events, and criteria for evaluating City Events (30)

09-01-20: Discussion of a commemorative bench program – request of Councilmember Kabir

09-15-20: Tax credits to homeowners for purchase of flood insurance – Councilmember Rigg

11-4-20: Options to address traffic back up on Cherry Hill Road caused by Starbucks Drive Through – Councilmember Kabir

12-01-20: Discussion on establishment of a Human Relations Commission – Councilmember Mitchell

12-01-20: Discussion on holding a City-wide business roundtable – Councilmember Mitchell

Follow-up discussion on a City Youth Advisory Committee – Kiaisha Barber, Director of Youth, Family and Senior Services (30)

Presentation on Accela land use CRM software

04-01-21: Construction Price Amendment / Change Order for the College Park Woods Clubhouse project (20) - Robert Marsili, Director of Public Works

05-18-21: Consideration of a proposal for parking prohibitions at 4500 Beechwood Road – Bob Ryan, Director of Public Services

06-08-21: Update the list of City undeeded properties and review policy – Steve Halpern, City Engineer and Suellen Ferguson, City Attorney

07-28-21: Discussion of a Lakeland Revitalization Plan

08-04-21: Letter of support for Cruz Development Project

08-04-21: Discussion of decennial redistricting (1st Worksession in February 2022)

08-10-21: Ordinance 21-O-09, Tree Canopy Protection

09-08-21: Big picture discussion on use of ARPA funds

**City of College Park
Annual Proclamation List
Approved 08/10/2021 21-R-15**

	2021 Dates	
January		Martin Luther King, Jr.
February		Black History Month
February		Women's Heart Health Month
March		Women's History Month
April		Arbor Day
April		Children's Mental Health Week
May		Kids To Parks Day
May		Bike To Work Day
May		Volunteer Appreciation Month (the date may shift to coincide with the City's annual appreciation event)
June		Immigrant Heritage Month
June		Juneteenth
June		LGBTQ Pride Month
June		Pollinator Week (for 3 rd full week in June)
June		Chesapeake Bay Awareness Week
September	14	Suicide Prevention Month
September	14	Hispanic Heritage Month (Sept. 15 through Oct. 15)
September	28	Mayor's Monarch Pledge proclamation (end of September for the 1st Saturday in October)
October	12	Indigenous Peoples' Day
October		Business of the Year recipient
November	9	Municipal Government Works Month (MML Banner City requirement)
November	9	Small Business Saturday