

***You Are Who They Say You Are***

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**EXECUTIVE DIRECTOR**

**REDEVELOPMENT AUTHORITY OF PRINCE GEORGE'S COUNTY**



# Prince George's By The Numbers

- **863,420** Residents
- **482.69** Square miles
- **301,700** Jobs in the county
- **14,250** Businesses
- **6.8%** Unemployment
- **\$70,019** Median household income
- **15** Metro stations
- **41.3 minutes** Average commute time
- **63%** Mortgages underwater
- **BMI > 30.0-40.0** Obesity rate
- **\$202,000** Median sales price of a home
- **0** Number of the top 50<sup>th</sup> wealthiest zip codes in region



# The Reality

*“Sometimes you are  
what your critics say  
you are.”*

**Mark Jackson**  
Coach  
Golden State Warriors



# The Outdated 20th Century County

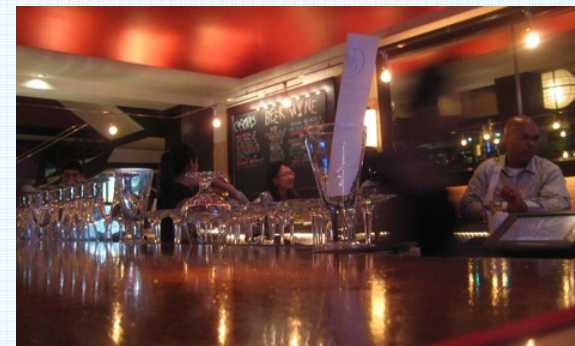
## Typical Prince Georgian:

- Less educated and earns less income
- Commutes longer and travels farther to work
- More likely to work outside of county
- Dedicates less time for leisure and exercise
- More likely to be obese
- Has a greater chance of contracting heart disease
- Likely lives in a community impacted with foreclosures
- Has a life expectancy that is average for the region
- Will sell their home at a much lower price and earn less equity than their regional neighbors

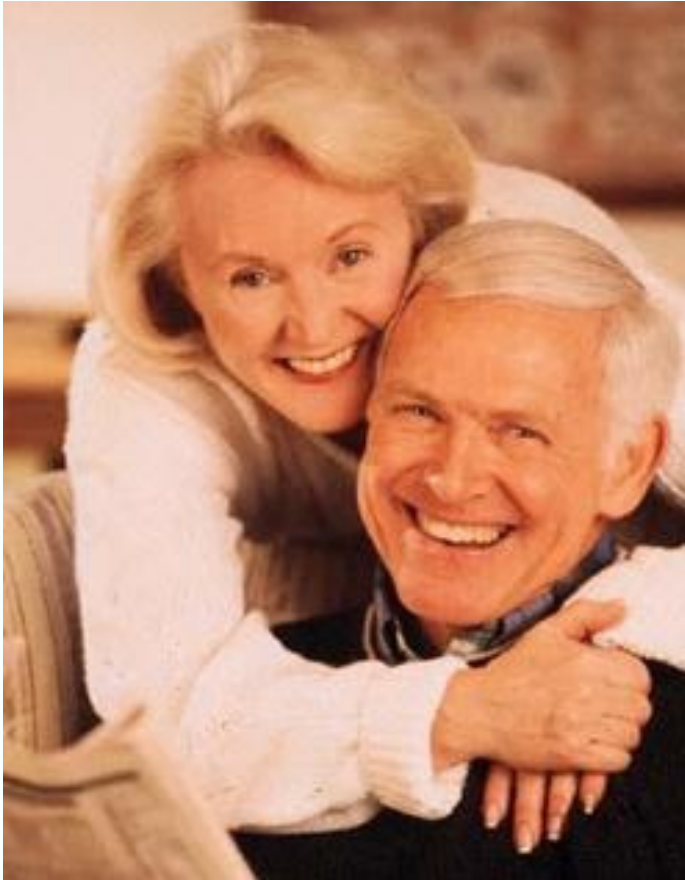


# The New Millennium

- **Historic patterns of growth** in Prince George's County are not responsive to the demographic and market shifts in the region
- Metropolitan **development trends** are putting the county at a competitive disadvantage
- **Progressive public policies** throughout the region are raising expectations of improved standards



# Who are the Millennials?



- 80 million people
- Born between 1982 and 2003
- Most ethnically and racially diverse group
- Postponing marriage and having kids (inman news)
- Student loan debt will be their largest debt well until their thirties



# Who are the Millennials?

- More mobile in their job search
- More likely to live in first ring suburbs and urban areas
- Less interested in larger homes
- 25% to 33% would pay 5% to 10% extra to live within a 10-minute walk or bike ride (or short car trip) to get to work or retail services
- More likely to be frugal and cost conscious in their purchases (Pew Research Center)



# Millennials throughout the County

- **22% are Baby-boomers = 191,674 (1946-1964)**
- **25% are Gen Xers = 212,371 (1965-1981)**
- **33% are Millennials = 284,157 (1982-2003)**





# Millennial Mythbuster

## Millennials are **not interested in homeownership**

- 84% of 18-34 year olds who currently rent intend to buy a home even if they can't currently afford to do so.
- More Millennial homeowners (900,000) than Baby Boomers (500,000) when they were at the same point in their lives. (American Community Survey)
- 64% of Millennials surveyed said it was “very important” to have an opportunity to own their own home.
- Economic forces and mounting personal debt are forcing many younger adults to rent out of necessity rather than preference.
- Millennials (and Generation X) cannot afford to buy the houses of the baby boomers.



# Millennial Mythbuster

## Millennials only want to live in large cities

- 43% want to live in the suburbs (Pew Research Center)
- 39% favor city living
- Favor compact walkable communities:
  - 59% said they prefer their neighborhood to have a variety of housing types.
  - 62% favor mixed-use developments with shops, restaurants and offices with shorter commutes to work.
  - 52% like pedestrian-friendly neighborhoods.



# Millennial Mythbuster

## Millennials only want to live in large cities

- Favor compact walkable communities:
  - 55% said close proximity of their home to public transportation is important.
  - 13% carpool to work (RCLCO).
  - 33% are willing to pay more to walk to amenities.
  - 7% walk to work (RCLCO).
  - 88% want to be in an **urban setting** like Bethesda and Arlington.



# Millennial Housing Preferences

- Design outdoor space as a living room
- Lawn-mowing is Whack!
- Amenities such as fitness centers, game rooms and party rooms are vital
- Smaller units with open floor plans



# 21<sup>st</sup> Century Land Use Patterns

**“Over time, we’ll see a return to a more compact, metropolitan development pattern. We’ll see less sprawl at the edges, the market preferring solutions that are closer in.”**

– Patrick Phillips, ULI’s CEO

- Much of the County will need to evolve from auto centric land use patterns to walkable communal places
- Historical walkable communal places in the County are well positioned to be the desirable locations for the Millennials



# HOW DO WE GET THERE? CHANGE!

*“The only constant in life is change. So be prepared to change.”*

**Mike Ditka**  
Pro football coach and  
Hall of Famer



# Strategies for a 21<sup>ST</sup> Century County

- Walk to the future
- Build more front porches
- It easy being green!
- Housing matters
- It's COT not TOD stupid!  
COT-Centers of Trade



# TWEET WITH US

*Do you see these issues in your community?*

*Do you have solutions?*

*What best practices do you have to offer?*

#NPSGohmy!





# **HOWARD WAYS**

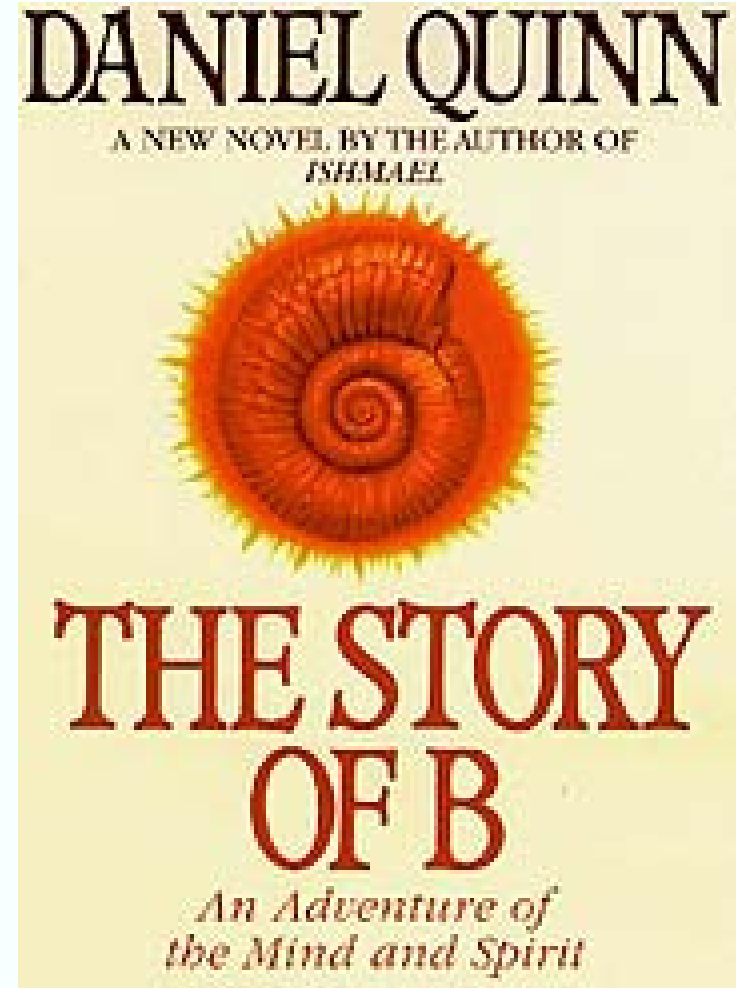
**PRINCE GEORGE'S COUNTY REDEVELOPMENT AUTHORITY**



# THE VISION

*“If the world is saved, it will be saved by people with changed minds, people with a new vision. It will not be saved by people with old minds...”*

Daniel Quinn,  
Author of *The Story of B*



# Walk to the Future



## Walk UPs

*Walkable Urban Places*  
(Leinberger)

- Only **2 of the 43** DC Walk UPS in PGC
- National Harbor and West Hyattsville



# Walk to the Future

- Walk UPs have 1.4 M sq.ft. commercial and/or 340K sq.ft. retail)

## Washington DC Walk UPs

- District of Columbia - 18
- Montgomery County - 7
- Arlington County - 7
- Fairfax County - 6
- Prince George's County - 2
- Alexandria – 2
- Frederick County – 1



# Walk to the Future

- Since 2009, **WalkUPs** in the region have **seen 42% of new apartment development**, up dramatically from 19% between 2000 and 2008, and 12% during the 1990s
- Change for offices, **59% of the space delivered since 2009 was in WalkUPs**, up from 49% between 2000 and 2008 and 38% in the 1990s



# Walk to the Future

- 4.6 million of the 5.5 million square feet of office space under construction in the region (84%) is within a quarter mile of a Metro Station
- According to Metro, 28% of the region's real estate value is within a half-mile of Metro stations, even though that property constitutes only 4% of the land area





# Walk to the Future

## Prince George's Bike Share

- 0 stations

## Montgomery Bike Share

- 50 stations planned for completion  
Summer 2013

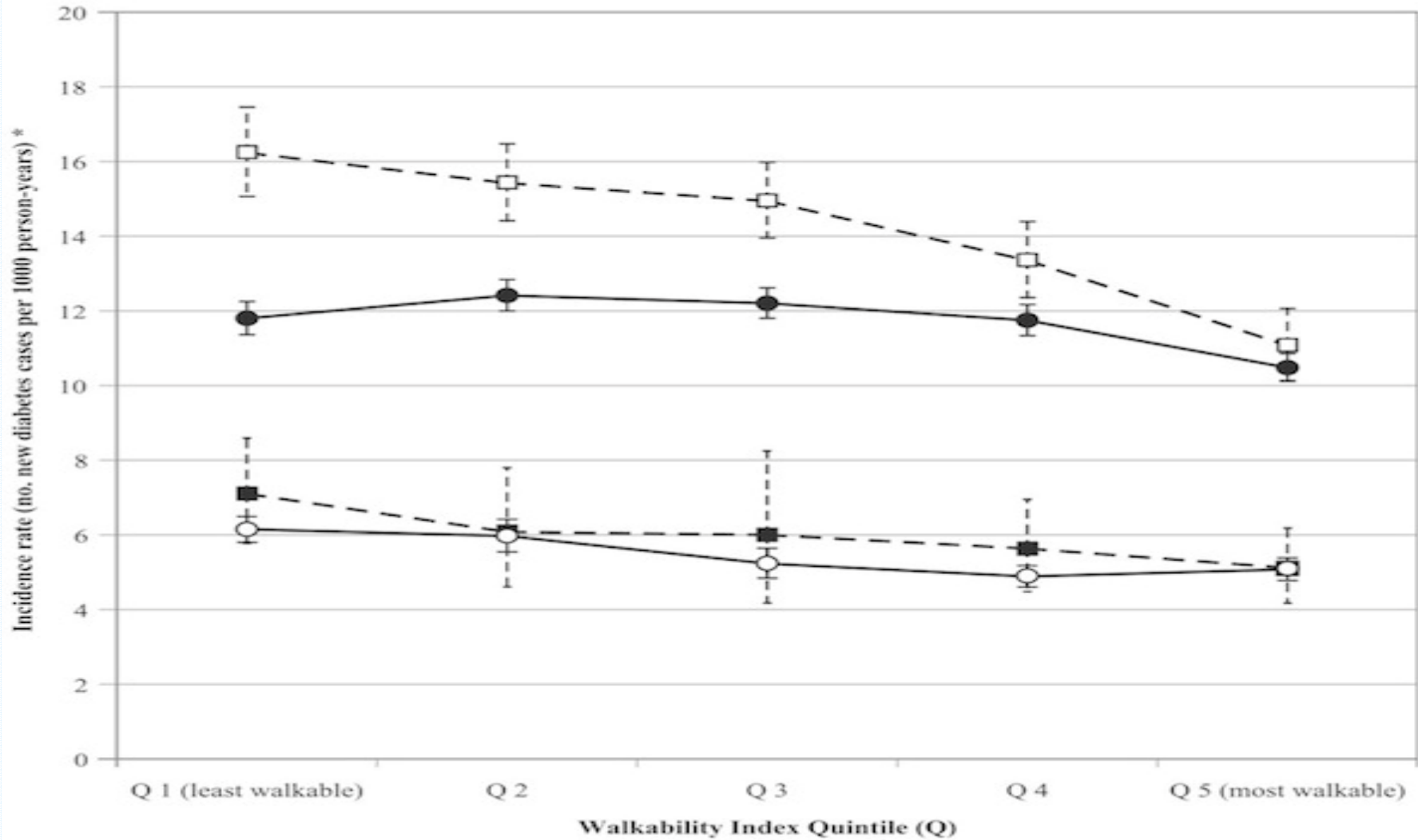
## Arlington Bike Share

- 59 stations with 15 stations proposed





# We are not Toronto, but.....



# Build more front porches



# It is easy being green

- Green Building
- Green Infrastructure
- Green Business Practices
- Green Energy
- Green Transportation



# It Is Easy Being Green



## Registered LEED Projects

- 160 in Prince George's County
- 391 in Montgomery County
- 887 in the District of Columbia



# It Is Easy Being Green

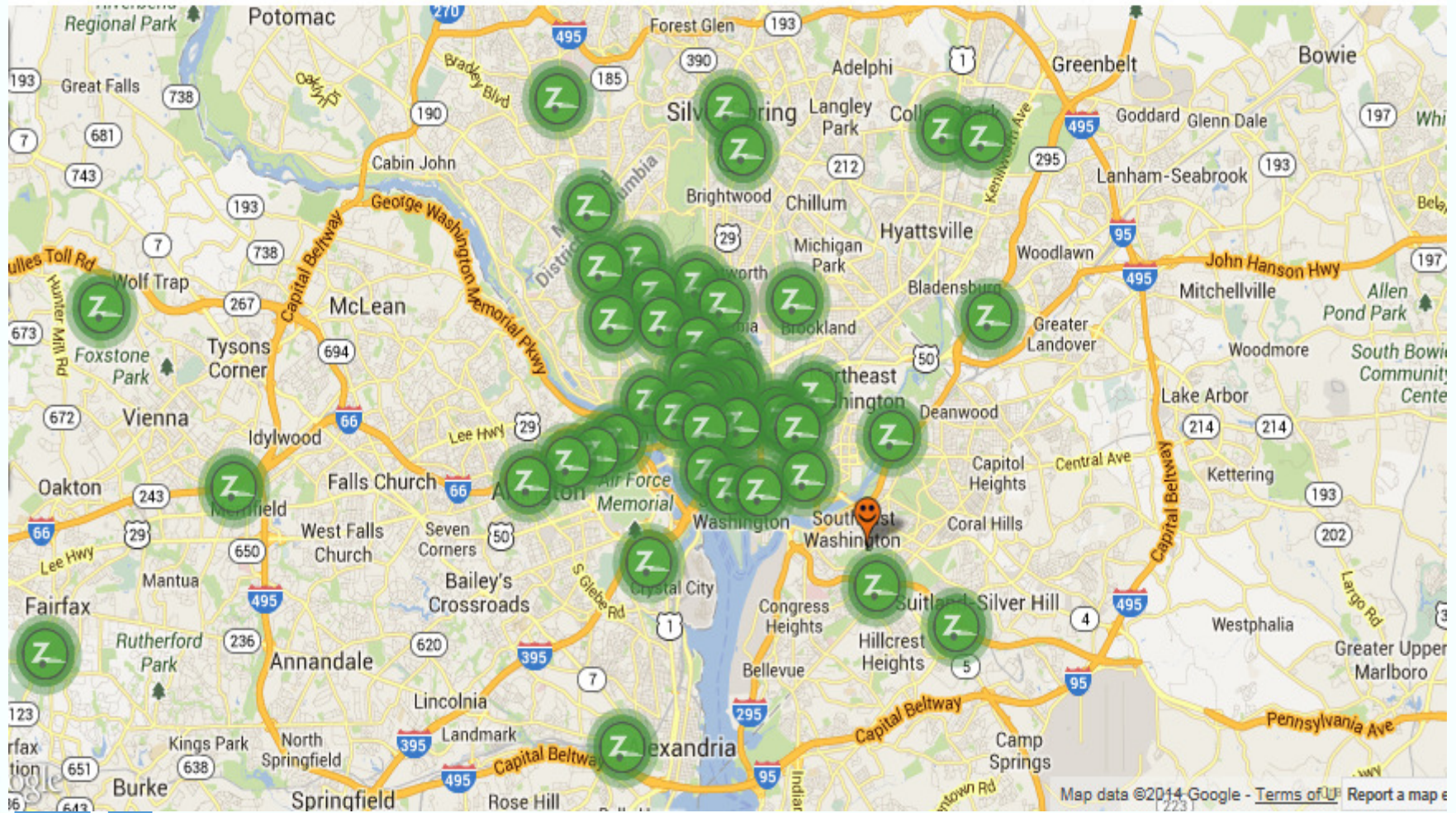


**Only two of the top 50 healthiest places to work**

- Radio One and Gaylord National
  - Fairfax County – 13
  - DC – 12
  - Montgomery County – 11
  - Arlington County – 5
  - Alexandria – 3
  - Loudon County – 3
  - **Prince George's County - 2**
  - Prince William County - 1



# It is easy being green



# Housing matters



1. NAHB, homes in 2015 10% smaller than those built in 2010
2. Homes will be greener
  1. Dual flush toilets
  2. Low E windows
  3. Energy Star rating for whole house

# Housing Matters





# Housing Matters

...and more of this

Less of this...





# It is COT not TOD, stupid!

- COT- Center of Trade
- **Improve jobs to housing ratio** from 1.13 to 1.6
- Add 75,000 jobs or 15,000 businesses
- Build on competitive advantages such as electrical contracting



# It is COT not TOD, stupid!



- Composting could support nearly **1,400 new full-time jobs**, paying wages ranging from \$23 to \$57 million. (Pay Dirt: Composting in Maryland to Reduce Waste, Create Jobs, & Protect the Bay)
- Almost 50% of typical household garbage is compostable.
- Seattle and San Francisco mandate home food composting.
- NYC piloting voluntary residential and school pilot.



# Result: 21st Century County

- Amenity rich, walkable, less auto dependent
- More environmentally sustainable
- Desirable housing located appropriately
- Job rich, diversified tax base
- More high performing buildings
- Improved communal space



# Best Practices

- Walkable Urban
- Build around existing commerce
- Smaller Housing Units
- Capitalize on the Green Economy





"The future does not belong to those who are content with today, apathetic towards common problems and their fellow man alike, timid and fearful in the face of new ideas and bold projects."

"Rather it will belong to those who can blend passion, reason and courage in a personal commitment to the ideals and great enterprises of American society. It will belong to those who see that wisdom can only emerge from the clash of contending views, the passionate expression of deep and hostile beliefs."

*(Address, Berkeley Campus, University of California,  
October 22, 1966)*