

# Affordable Housing and Cities

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# Virginia Housing and Local Planning

## Community Impact Grant



Planning



Development



Innovative  
Demonstrations

## Up to \$20,000

- Development Code Analysis
- Regional Market Assessment
  - Multi-jurisdictional Organizations: \$20,000 per county or city
- Historical Study
- Impact Study
- Local Market Assessment
- Needs Assessment
- Policy Analysis
- Site Planning

## Up to \$15,000

- Small Area Plan
- Area Market Study
- CPAT Report
- Data Analysis
- Economic Market Analysis
- Preliminary Architectural and Engineering Report
- Feasibility Study
- Marketing Plan (Development Specific)
- Title Search and Boundary Survey

# PLANNING: Community- Engaged Planning

Supports planning efforts that educate and encourage community voice in the development process.

Up to \$50,000

## Community Input Sessions

- Meetings facilitated by the organization to gather feedback about a proposed development through conversations with members of the community in which the development will be located.

## Neighborhood Community Planning

- The creation of a land use proposal as a collaborative neighborhood effort in order to provide local government with rezoning solutions that support affordable housing.

# DEVELOPMENT



- **STABILIZATION:** Supports efforts to spark revitalization by preparing deteriorated vacant properties for residential or mixed-use redevelopment.
- **DECONSTRUCTION:** Assists communities with demolition of vacant, blighted structures that cannot be rehabbed, with materials reused and recycled to the extent possible.

Amount: Up to \$150,000

# City of Martinsville Market Analysis and Housing Summit

## **Concerns:**

Former manufacturing hub with significant job loss and high unemployment

Very little housing development; outdated inventory; workers living outside of City

## **Need:**

Change outside attitudes about economic well-being in the City

Housing options



# City of Martinsville Market Analysis and Housing Summit

## Outputs:

Housing supply and demand analysis

Housing opportunity site suitability/potential analysis and prioritization of sites

Employer testimonials re: need for housing

Hired Housing Coordinator to connect developers with sites and resources

New housing developments!









# New River Valley Regional Housing Study

## **Concerns:**

Effects of student rental market

Preservation and rehab of aging housing stock

Mismatch of housing types with buyer preferences

Development pressures in rural areas near urban center

Lack of options for retirees

Affordability across all income levels

## **Need:**

Data and analysis to support policy responses at regional *and* local levels

# New River Valley Regional Housing Study

## Outputs:

Regional housing gap analysis

Jurisdiction level housing needs assessments

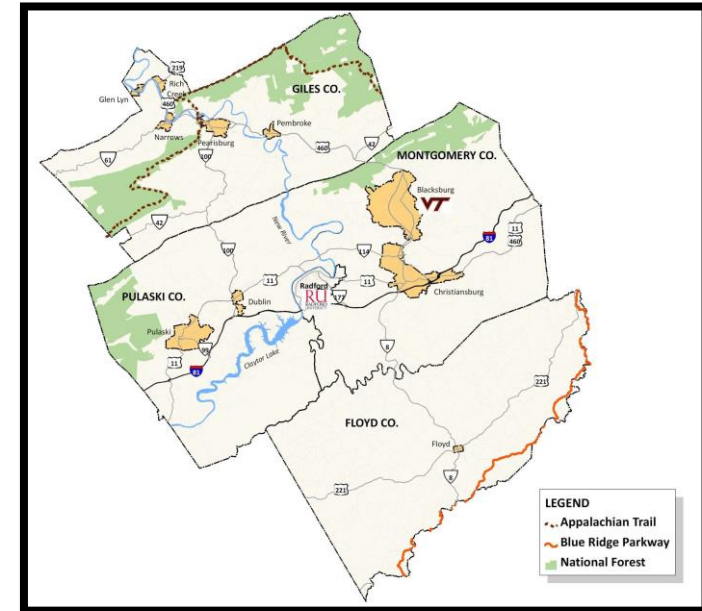
Regional housing market analysis

Region and jurisdiction level housing strategies

NRVRC staff will receive training on data collection and analysis

Model approach for regions

<https://nrvrc.org/regional-housing-study/>



# South Patrick Street Housing Affordability Strategy

*Goal: Proactively preserve housing affordability*

## Emphasis on Community Engagement

- Property Owner Letters (*focus area x2*)
- Door-to-Door Flyers (*Southwest Quadrant x1 & focus area multiple times; multiple languages*)
- eNews, Emails, Calls, Project Website
- Banners and Videos (*multiple languages*)
- 9 Community Pop-Ups & Round Tables
- 4 Office Hours with Apartment Residents
- Community Walking Tour
- 8 Community Meetings (*2 pre-charrette; 3 during charrette*)
  - *live streaming, transportation, child care, and translation services provided*



# RESULTS

City Council adopted as an amendment to the Southwest Quadrant Small Area Plan.

This Strategy was the result of a community process to develop tools to preserve housing affordability at The Heritage at Old Town and Olde Towne West III in a way that is compatible with the neighborhood and to prioritize safety and accessibility along S. Patrick St.

Created a Residential Multifamily (RMF) Zone, one of the early implementation tasks outlined in the South Patrick Street Housing Affordability Strategy. The new RMF Zone incentivizes the enhancement and preservation of long-term housing affordability through the provision of additional density.

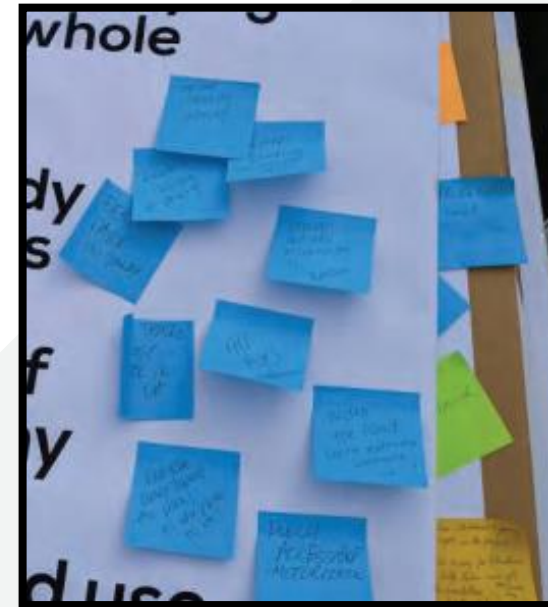
Already resulted in increased density for new units as well as preservation of existing affordable housing

Urban Land Institute Award Winner

# City of Lynchburg – Dearington Neighborhood

## Challenges

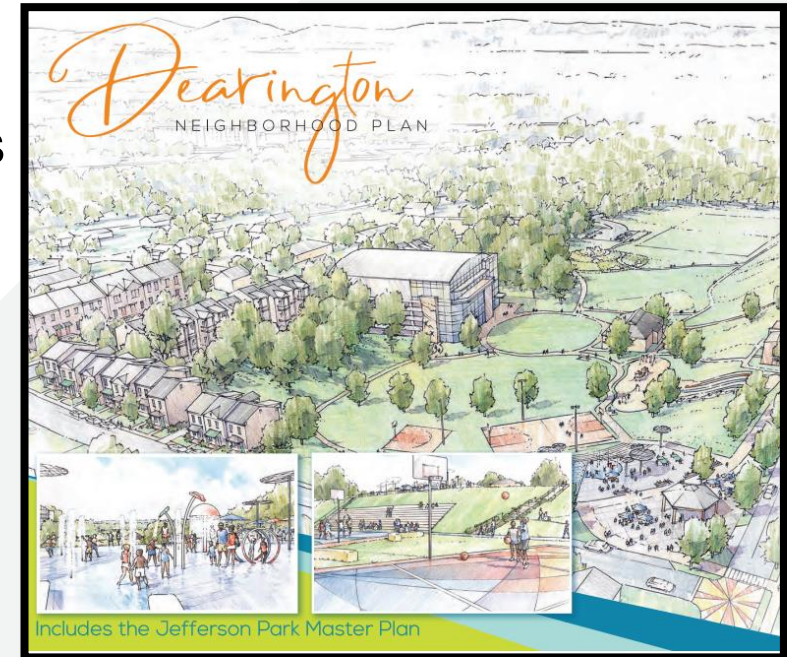
- Lack of development / investment
- Home to City's oldest public housing community
- High levels of vacancy and blighted structures
- Many properties held by “estates”





# City of Lynchburg – Dearington Neighborhood

- Compile a neighborhood profile
- Focus group sessions to identify the source of demand for new housing and preferences
- Develop schematic plans for the project area.
- Explore housing types; focusing on Missing Middle housing types
- Community Engagement
- Design Iteration: Refine the schematic designs.
- Develop a plan book
  - Schematic designs for new buildings
  - Marketing strategy aspect
  - Recommend zoning/regulatory changes



# City of Danville Next Generation of Manufactured Housing

Pilot to showcase next generation of manufactured housing

## Partners:

- **City of Danville**
- **Danville Redevelopment and Housing Authority**
- **Next Step**
- **Virginia Manufactured and Modular Housing Association**



# City of Danville Next Generation of Manufactured Housing

Manufactured housing not allowed in the City due to current zoning restrictions

Educate neighbors and the community

- Work with City staff to engage Planning Commission
- *Neo-Traditional Residential District* approved by Commission and Planning Council





# Prices Fork Elementary School Redevelopment

- Redevelopment of an old school in Blacksburg, VA
- Resulted in mixed-use development including apartments, an incubator kitchen restaurant and brewery
- Following initial success of adaptive reuse, new apartments adjacent to former school, adding 16 additional apartments



# Innovation Spotlight



3D Home build

Two projects, Richmond and James  
City County

1,500 SF and 1,200 SF

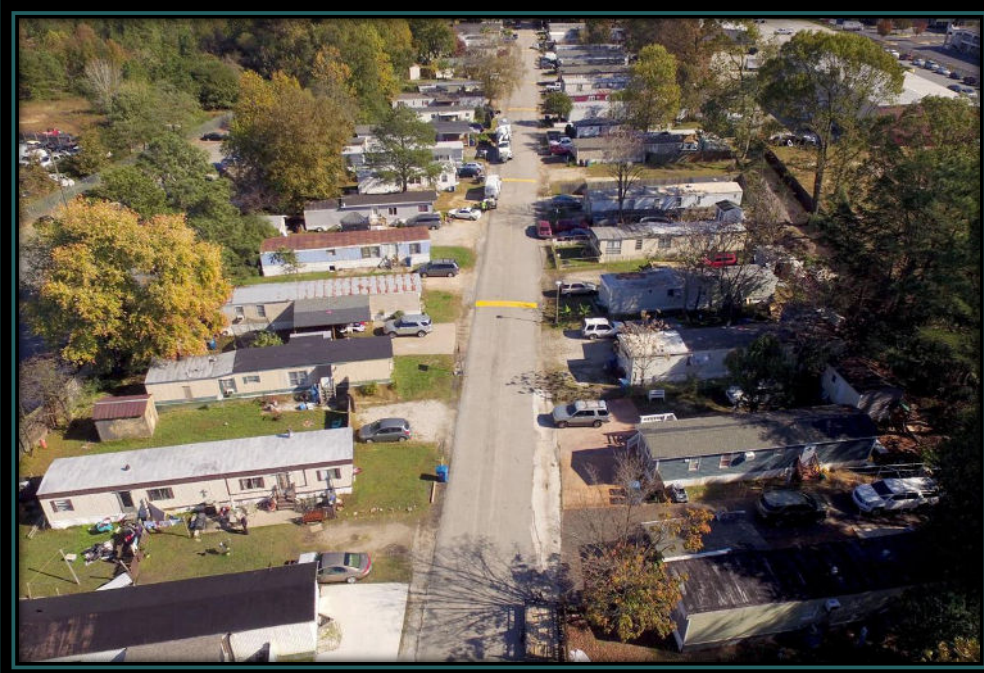
First occupied home in the US

<https://www.youtube.com/watch?v=V0eaDOj8HUE>



# Innovation Spotlight:

## Mobile Home Park Revitalization



Chesterfield County

8 acres

52 homes

Local government code enforcement

Purchased by project:Homes in 2020

Gradually replace homes with more durable, energy-efficient manufactured housing

Enhance quality of life for existing residents

Prevent displacement

Eliminate the stigma associated with manufactured home communities



# Special Initiatives

# Planning District Commission Grant

\$40 Million provided to PDC's statewide

Supports Planning Districts Commissions in order to:

- Promote regional approaches to housing project/program planning and development
- Enhance collaboration between regional and local organizations comprising the housing services delivery network
- New units: Homeownership, rental, mixed-use

Will result in over 1,200 new units

*'These grants are transformational for our region': 10 affordable housing projects - comprising 263 units in Richmond region - win \$2.45 million in PlanRVA grants*

# Public Housing Revitalization Grants

- One time grant to the 25 RHA's in Virginia to match 2021 HUD Allocation
- Total of \$46 Million available to facilitate and accelerate projects to transform, rehabilitate, or improve RHS's existing housing stock
- Three priorities:
  - Fill funding gaps in transformation projects that are under development
  - Aid in planning and financing new public housing transformation projects
  - Fund Capital improvements that will enhance and extend the useful life of traditional public housing units
- Will assist in over 4,000 new or improved units



# Thank You.

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