

# Central Virginia Regional Housing Study

## Executive Summary

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October 2023



# About HousingForward Virginia

CVPDC



This report was written by HousingForward Virginia, the Commonwealth's trusted resource for affordable housing data and actionable insights. Advocates, planners, developers, and mission aligned organizations rely on us to help them build connections and advance their work. With our support, they're able to better identify needs, influence decision makers, and ultimately increase access to affordable housing for all. HousingForward Virginia is a 501(c)3 nonprofit organization based in Richmond, Virginia.

For more information, visit:

<https://www.housingforwardva.org>

# What led to this study

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The Central Virginia Planning District Commission 2023 Housing Market Analysis Study was completed by HousingForward Virginia to provide the region with a clear understanding of housing affordability in the region and ways to address the issues identified. The study was completed thanks to funding from the Virginia Housing Community Impact Grant.



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# Study goals

1. Engage local partners to begin (and grow) conversations about region's housing goals
2. Determine how well the region's housing market is meeting current and future needs of residents
3. Design regional and local solutions to address challenges via policy, programs, and other initiatives

# Study process



# Who did we hear from?

Over **50**

individuals across  
the region provided  
input on this study

- **Local government staff**
  - Planning, economic development, social services, community development
- **Real estate and listing agents**
- **Housing/service providers**
- **Home builders and developers**
- **Major employers**

# Data Analysis:

## Housing demand, supply, and affordability

*How demographic and economic forces  
shape housing opportunity*

# How is the region changing?

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- Growth is the result of people moving into the region
- More and more people are renting
- Households are aging and also getting smaller
- Inflation and rising housing costs are zeroing out income gains, especially among lower-wage workers

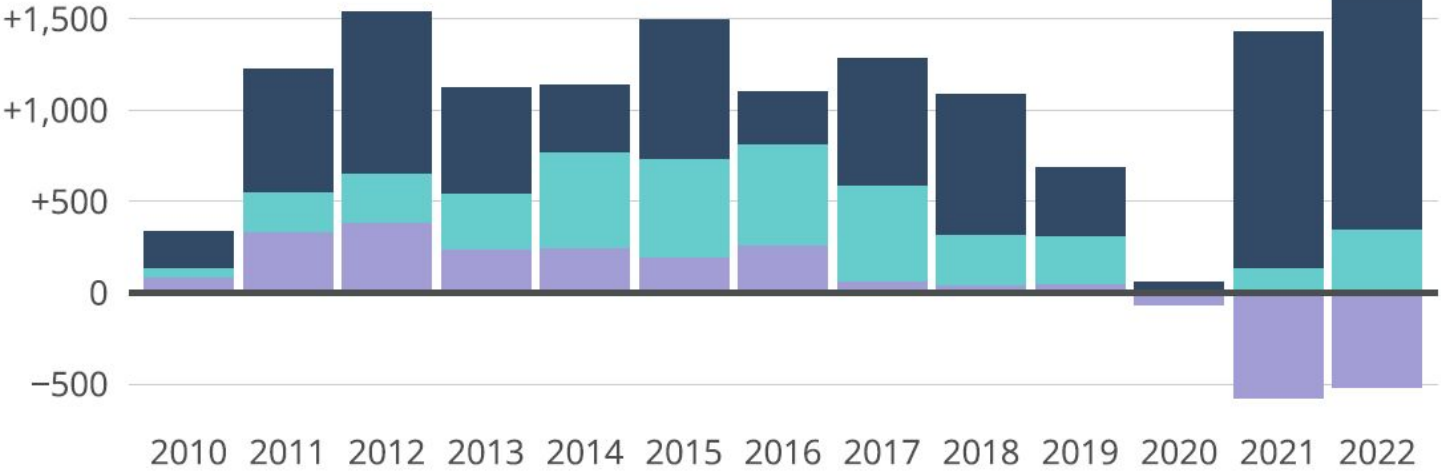
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# Components of population change

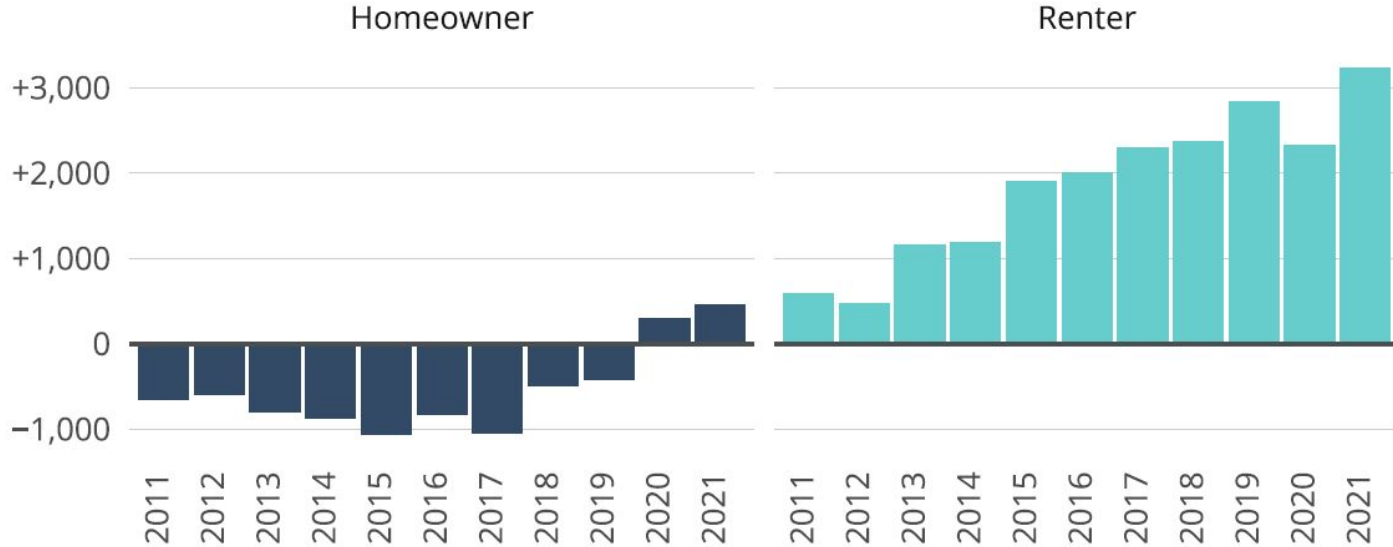
Net **domestic migration**, **international migration**, and **natural increase (or decrease)**



**Source:** U.S. Census Bureau, Population Estimates Program.  
**Note:** Natural increase (or decrease) defined as births minus deaths.

# Cumulative change in households by tenure

From 2010 to 2021



**Source:** U.S. Census Bureau, American Community Survey, 5-year estimates, Table B25003.

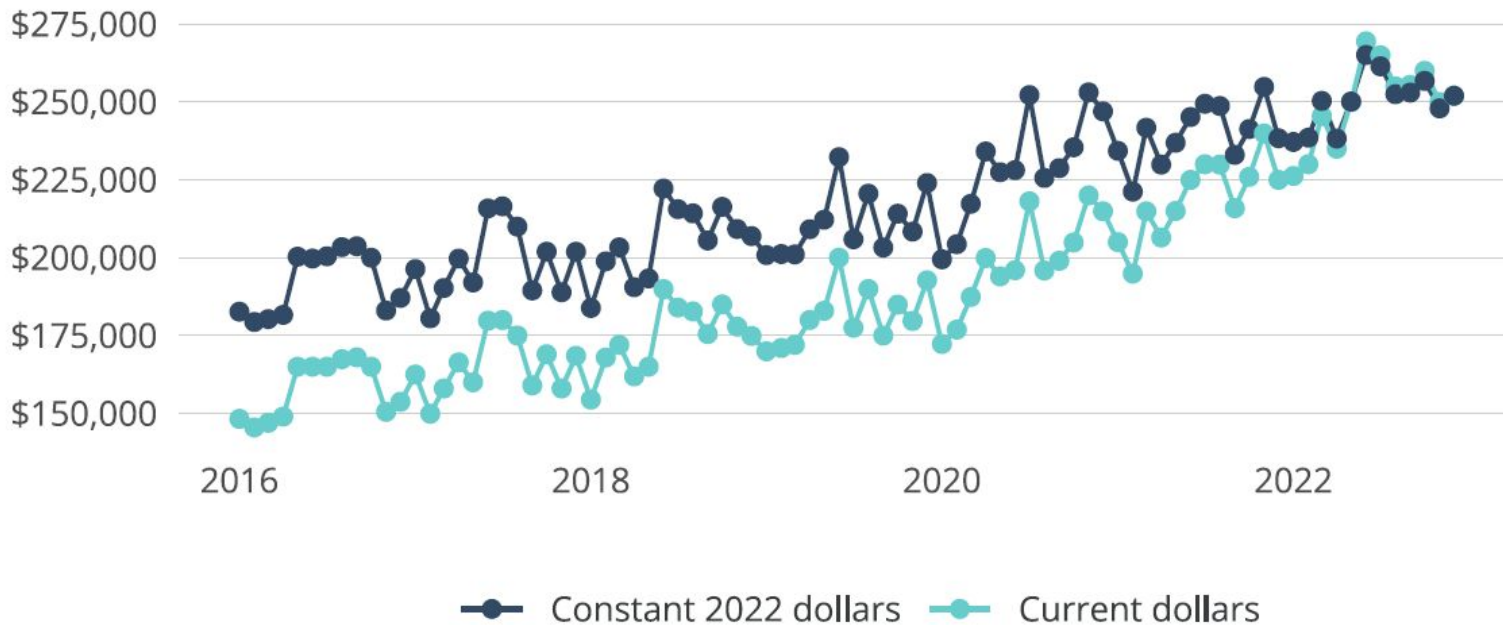
# How has the housing market responded?

- Production remains at fraction of pre-2008 levels <sup>CVPDC</sup>
- Smaller starter homes are becoming rare prizes
- Era of low interest rates helped accelerate housing prices
- Very tight rental market challenges current and prospective tenants
- Cost burden not improving for households earning less than 50% AMI, especially seniors

# Median residential sales price by month

January 2016 to December 2022

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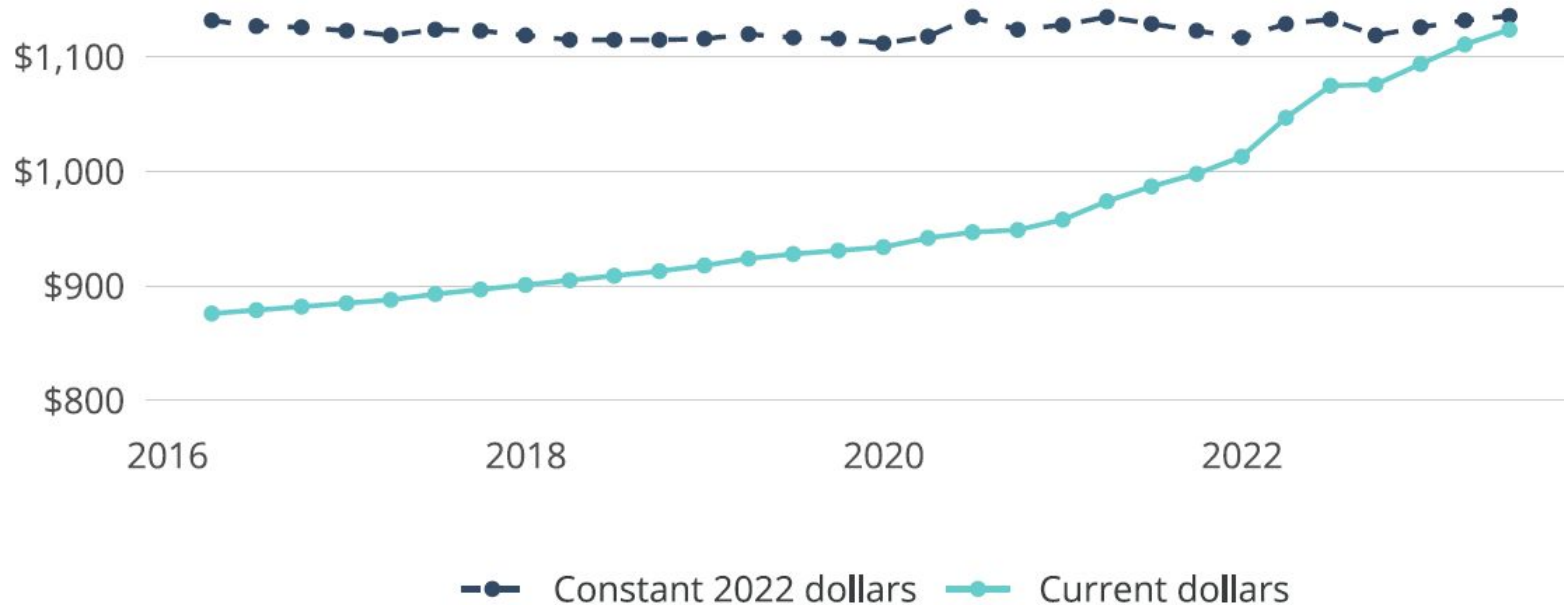


**Source:** Lynchburg Association of REALTORS®.

# Average market asking rent by quarter

All multifamily properties in CVPDC region

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Source: CoStar Group, Inc.

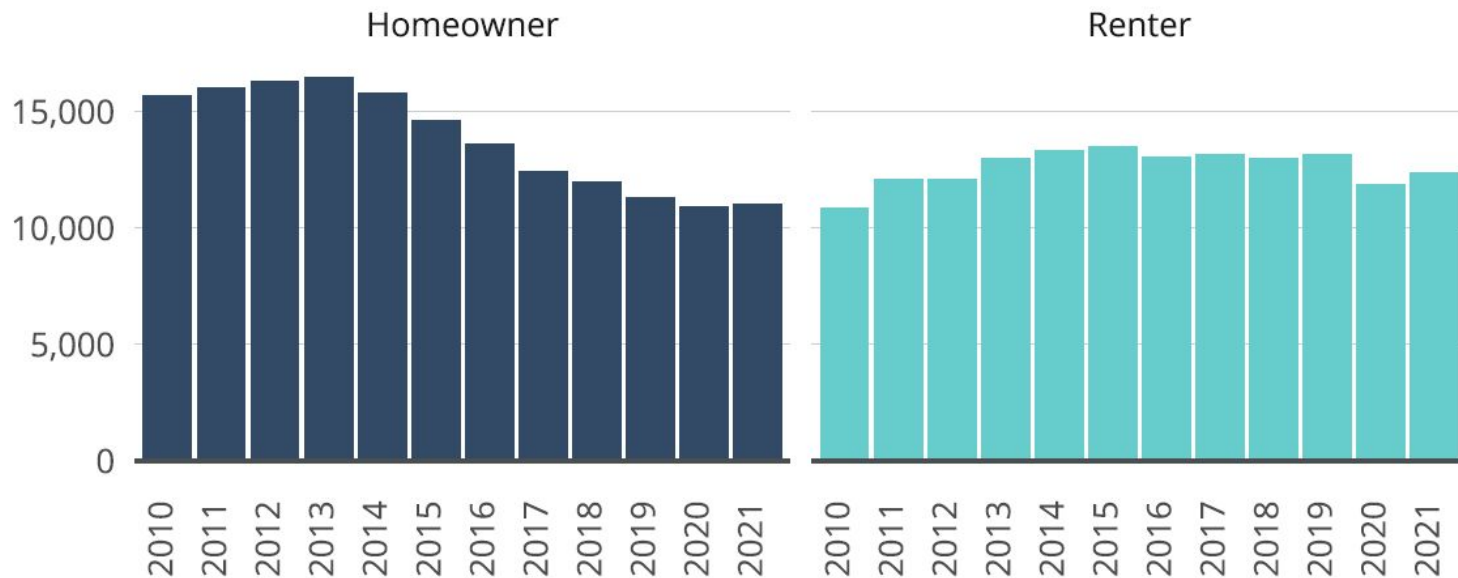
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# Cost-burdened households by tenure

From 2010 to 2021

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**Source:** U.S. Census Bureau, American Community Survey, 5-year estimates, Table B25106.

# Policy evaluation of current housing efforts

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Identify and examine 17 different policy and program efforts across region



Evaluate successes, challenges, and opportunities to determine whether each initiative should:

**Continue,**

**Reevaluate,** or

**Stop.**



## FINDINGS

- All efforts should either **continue** or be **reevaluated**; none are counterproductive
- Successful programs should find ways to expand or be replicated
- Policy improvements include eliminating inefficiencies, coordinating planning, and aligning to national best practices

# Highlighted effort

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## *Altavista ARS Program (Acquire, Renovate, Sell)*

- Altavista has used the ARS program to develop homes themselves, leveraging philanthropic funds to buy, renovate, and sell homes.
- Net proceeds from the sales have remained in the town as program income to re invest in local, affordable housing efforts, like main street revitalization efforts, or to be used to build greater staffing capacity.

**Continue.** This has been a successful program in Altavista for recapturing old and vacant properties while generating modest proceeds to pay for local staff and other housing initiatives. This program could be an ideal fit in other parts of the region struggling to address blight and vacancies of single-family homes.



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# Solutions

## REGIONAL

Address common issues and require high-level coordination across all localities

## PARTNERSHIPS

Involve a subset of localities addressing a more focused challenge

## LOCAL

Tailored to particular jurisdictions to address specific needs in their community

Iterative feedback with stakeholders to ensure alignment with their:

- Policy and planning priorities,
- Staff and operational capacity, and
- Policymaker and citizen interests

*Quality* of detail instead of *quantity* of options:

- “Primary” vs “secondary”
- Actionable next steps
- Clearly assigned roles and responsibilities
- Funding and capacity building opportunities

Per CVPDC and stakeholder input, recommendations for towns are generalized in “Local” category

# Regional solutions

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## PRIMARY

- Create a regional housing education campaign
- Maintain the PDC's role in regional housing goals

## SECONDARY

- Evaluate opportunities for regional consistency for short-term rental regulations

# Partnership solutions

## Amherst, Appomattox, and Campbell <sup>CVPDC</sup> counties

- Invest in homebuyer readiness programs

## Amherst and Appomattox counties

- Identify sustainable approaches for manufactured homes

## Bedford and Campbell counties

- Address common challenges in manufactured home communities

# Local solutions (examples)

## City of Lynchburg

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- Preserve the existing affordable housing rental inventory

## Amherst County

- Provide support for the aging population

## Appomattox County

- Attract and incentivize developers to build lower-cost homes and increase housing diversity

## Bedford County

- Increase capacity and impact of Bedford Housing Coalition

## Campbell County

- Attract and retain public sector talent with housing assistance

## Towns

- Tackle housing vacancy and address blight

# Key takeaways

- Lower cost-of-living, diverse job opportunities, and natural amenities make CVPDC region highly attractive
- Important economic and familial connections will degrade without proactive steps to increase availability and affordability of housing options
- Many opportunities to expand ongoing successes *and* begin new strategic initiatives

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# Final Report Site

CVPDC

Central Virginia Planning District  
Regional Housing Study

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## Central Virginia Planning District Regional Housing Study

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### About

This website is the online version of the Central Virginia Planning District Commission's 2023 Housing Market Analysis Study. The report was completed by HousingForward Virginia to provide the region with a clear understanding of housing affordability in the region and ways to address the issues identified. The study was completed thanks to funding from Virginia Housing's Community Impact Grant.

This final draft version is not meant to be publicly circulated until final approval in November 2023.

#### How to give interactive feedback

Invited stakeholders can provide feedback on the draft content on these pages.

You can highlight and add comments to this website using [hypothesis.js](#). Setup takes two minutes.

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If you have any questions or problems with this website, please email [jonathan@housingforwardva.org](mailto:jonathan@housingforwardva.org).

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#### PLEASE NOTE

This is the final draft version. Do not share without permission.

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The full report can be found at:

[housingforwardva.github.io/cvpdc](https://housingforwardva.github.io/cvpdc)

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