

Virginia Housing

Chris Thompson, Directory of Strategic Housing,
Community Outreach



About Virginia Housing

Created in 1972 by the Virginia General Assembly.

Mission: Help Virginians attain quality, affordable housing.

Address unmet rental needs of low-income and critical needs populations

Address state housing needs by working with delivery network

Strengthen first-time homeownership throughout Virginia



FY24 Overall Production

- ▶ Provided over 700 grants, totaling over \$16 million to non-profits and localities, almost a 20% increase in total grants as compared to the previous year.
- ▶ Provided multi-family financing of \$640+ million and over 3,800 units representing over \$1.4 billion in total development cost.
- ▶ Purchased over 3,800 single family mortgage loans for over \$1 billion – over 97% of whom are first-time buyers. Similarly, 97% of Virginia Housing borrowers received some form of down payment help through our programs, including DPA, CCA, and the plus second mortgage.
- ▶ Virginia Mortgage Relief Program (VMRP) disbursed approximately \$233 million to more than 12,500 households (\$71 million has been disbursed in FY24).
- ▶ Allocated \$92 million of new REACH Virginia funds for FY24. Since the inception of REACH *Virginia* on July 1, 2005, \$915.5 million has been allocated.

How Virginia Housing Can Help

Community Impact Grant (CIG) Program

Community impact grants assist in the facilitation of projects that promote community and economic development and affordable housing



Planning



Development



Innovation

Planning: Market and Project Analysis

- A wide variety of study types (\$20,000 each) are possible to assess properties and conceptually plan projects
- You can apply for multiple studies under the same application

Area
Planning

Project
Planning

Market
Assessment

Policy
Study

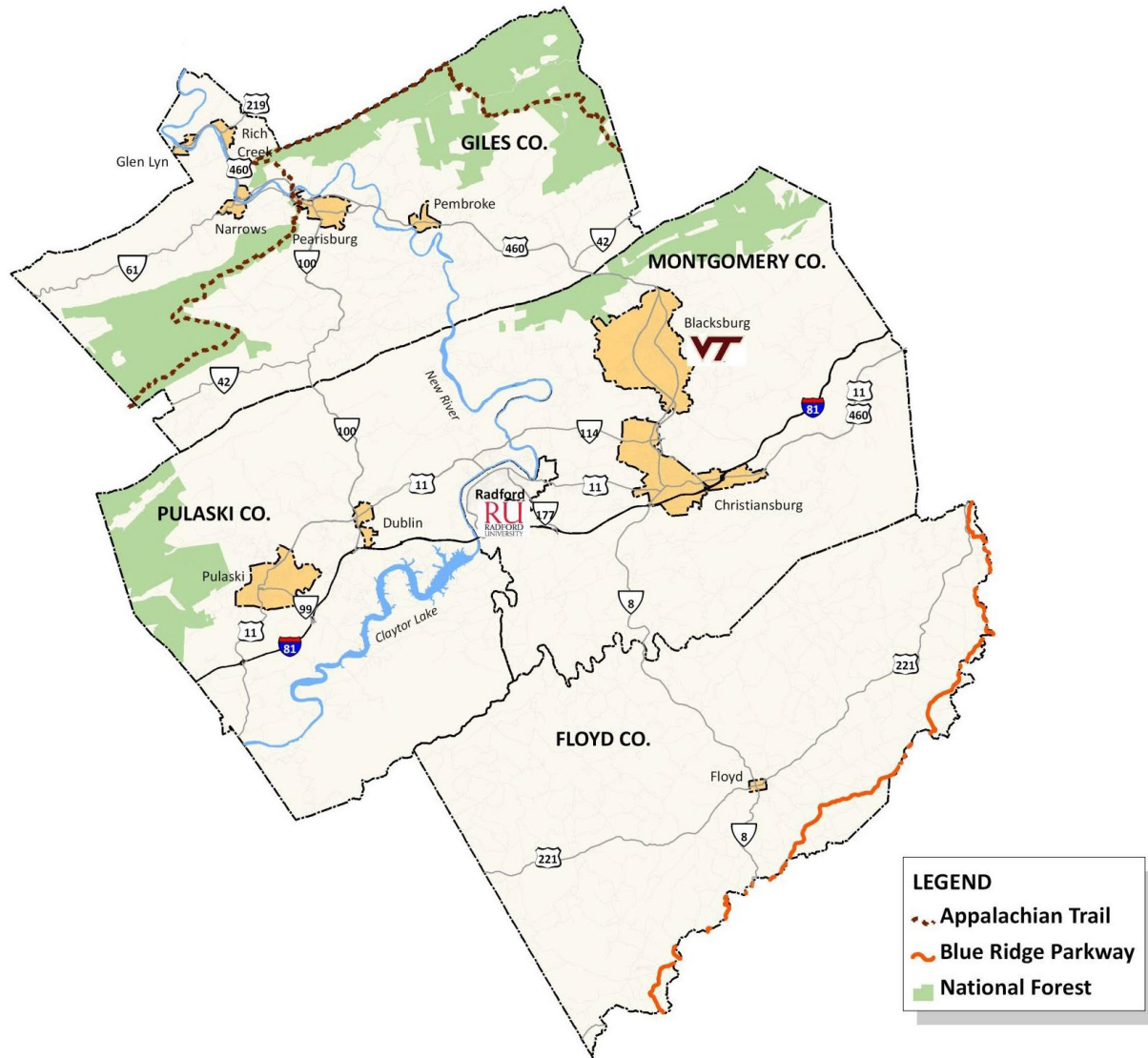
Code
Analysis

Feasibility
Studies

A/E

Impact
Analysis

New River Valley Regional Housing Study



- Regional housing gap analysis
- Jurisdiction level housing needs assessments
- Regional housing market analysis
- Region and jurisdiction level housing strategies
- Staff received training on data collection and analysis
- Model approach for regions
- <https://nrvrc.org/regional-housing-study/>

Additional examples

- City of Danville to conduct feasibility and site planning for two large undeveloped parcels.
- Pulaski. Feasibility and environmental assessment of former school.
- Blacksburg. Evaluate opportunity to create a land trust.
- Floyd. Master planning for greenfield site.
- Shenandoah. Housing market study.
- IDAs/EDAs. Feasibility studies for downtown, mixed-use redevelopment. Also stabilization of buildings until development can begin.
- PDCs. Regional Market Studies. Housing Summits. Project planning on behalf of a locality.

Planning: Community Engagement Grant

- Assists with community engagement and development of plans for physical transformation (\$50,000)
- For consultant costs and costs associated with meetings and communications; Multi-Cultural Materials supplement available for translation expenses

Community
Input Sessions

Neighborhood
Community
Planning

Affordable
Housing
Awareness

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, childcare, and translation services provided*





A Program of the Community Foundation
for Loudoun and Northern Fauquier Counties



Campaign Objectives

- Put a **face** on the issue of workforce housing to help illustrate the immediate and growing need in Loudoun County (**storytelling**)
- **Advocate** for more workforce housing solutions with **decision makers** and provide voter education on the issue (support strategies in Loudoun County's Unmet Housing Needs Strategic Plan)
- **How?** Develop an integrated advertising & public relations campaign to gain awareness and support around the issue.

HEALTHCARE SEGMENT

Workforce Housing Now
 Sponsored · 🌐

Too many Loudoun residents spend more than 30% of their monthly income on housing. And it's getting harder for people to call ...see more




Loudoun Needs Workforce Housing

workforcehousingnow.org
 This is the American Dream. [Learn More](#)

Workforce Housing Now
 Sponsored · 🌐

What happens when physicians assistants, EMTs and other healthcare professionals can't afford to live where they work? Our ...see more




Loudoun Has a Workforce Housing Crisis

workforcehousingnow.org
 Support Workforce Housing Now! [Learn More](#)

Hospitality Segment

Workforce Housing Now
Sponsored · 🌐

What happens when restaurant workers and other local professionals can't afford to live where they work? Our community ...see more




Loudoun Need

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workforcehousingnow.org
Support Workforce Housing Now! [Learn More](#)

Workforce Housing Now
Sponsored · 🌐

What happens when restaurant workers and other local professionals can't afford to live where they work? Our community ...see more



Loudoun Has a

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workforcehousingnow.org
Support Workforce Housing Now! [Learn More](#)

Tourism & Leisure Segment

Workforce Housing Now
Sponsored · 🌐

Workforce Housing is a challenge for Loudoun's tourism and leisure industry.



Loudoun County has a Workforce Housing Crisis

www.workforcehousingnow.org
Support Workforce Housing Now! [Learn More](#)

Community Foundation for Loudoun and Northern Fauquier Counties
Sponsored · Paid for by COMMUNITY FOUNDATION FO... · 🌐

A lack of Workforce Housing options are challenging Loudoun's hospitality industry.

Confirmed organization



Courtney, Hotel Manager

www.workforcehousingnow.org
Get Involved Today. More stories. [Learn more](#)

Development: Stabilization and Deconstruction

- Assists with transforming blight and vacancy into affordable housing (rental or homeownership)
- Property must be owned and have a solid redevelopment plan
- Significant impact in terms of unit production expected
- For contractor costs; up to \$150,000

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.

Big Stone Gap

Project Overview

- Downtown Revitalization
- Building opened in 1950s, open for 60+ years was a town anchor
- Pharmacy, lunch counter/ soda fountain
- RHA acquired property
- VCEDA, DEQ, DHCD, Virginia Housing Funding
- Restaurant, new upper story housing, lower-level banquet and co-workspace



Marion

Partnership with Town, Planning District Commission, and EDA

Renovation or deconstruction of over 58 properties

Homes that are not fit to renovate will be razed to eliminate blight

Lots will be made available for new home construction



Main Street Villas – Lebanon

- Old motel, blighted and community gateway eyesore
- 21 unit senior housing project
- Market study, feasibility study, environmental review
- \$150,000 CIG Deconstruction Grant in February 2022
- Cumberland Plateau PDC - \$2,000,000 award
 - Acquisition, Soft Costs, Consultant, Contractor costs



Innovation



Planning grants – up to \$50,000

Produce a white paper or other document that lays the foundation for future innovation funding



Innovation Program Grants – up to \$200,000

Program or service that incorporates innovative approaches to meeting housing needs

Should have already assembled partnerships that are ready to deliver services under a new model

One-time injection of funding intended to jump start efforts and are not a reoccurring model for funding efforts.



Innovation Construction Grants –up to \$500,000

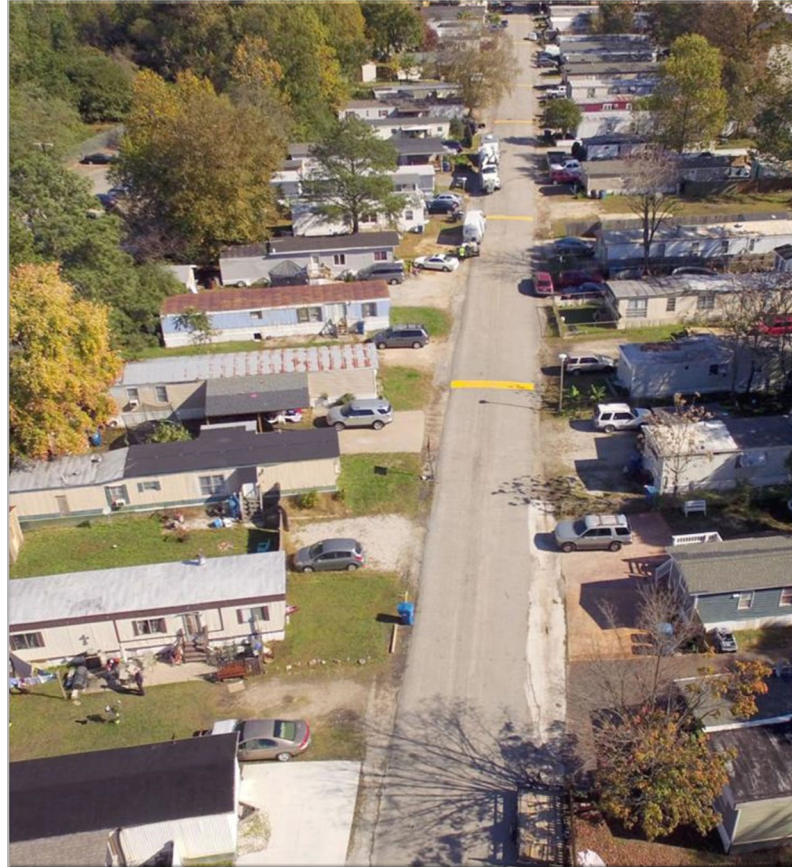
Supplement the cost of construction for projects incorporating non-conventional homebuilding processes that show a potential to reduce construction time, cost, or resources needed.

Techniques or Materials

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
- Coalition: Virginia Tech, two local non-profits, private company





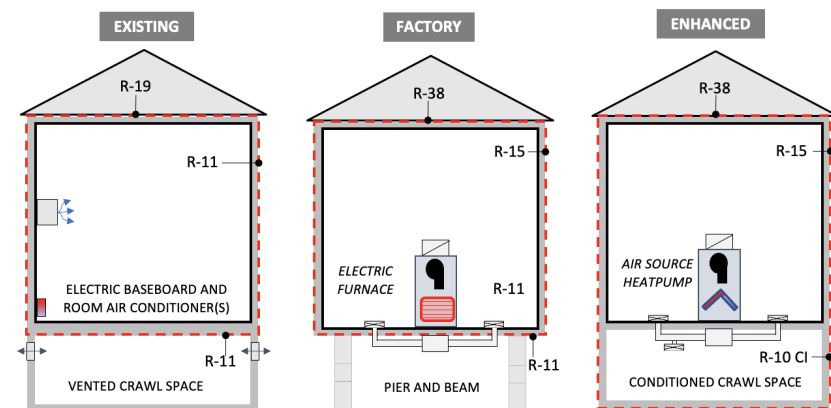
project:HOMES: Manufactured Housing

Improve quality / performance of MH housing

Hardie plank siding, conditioned crawlspace, durable skirting, increased insulation, wider eaves for water control and appearance, front entrance, porches



Six units planned; replacement units for Bermuda Estates



NextGen Manufactured Housing

Permanent foundation, pitched roof, drywall throughout, garage / carport, porch

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

Work with City staff to engage Planning Commission

Neo-Traditional Residential District

Five neighborhood infill homes

Stick-built comps



Innovation Program



- Designed to spur more affordable housing by supporting technological innovation in the homebuilding industry and process innovation in the delivery of housing services
- Innovative Planning Grant – up to \$50,000
- Innovative Program Grant – up to \$200,000
- Innovative Construction Grants – up to \$500,000
- Competitive Application in early 2025



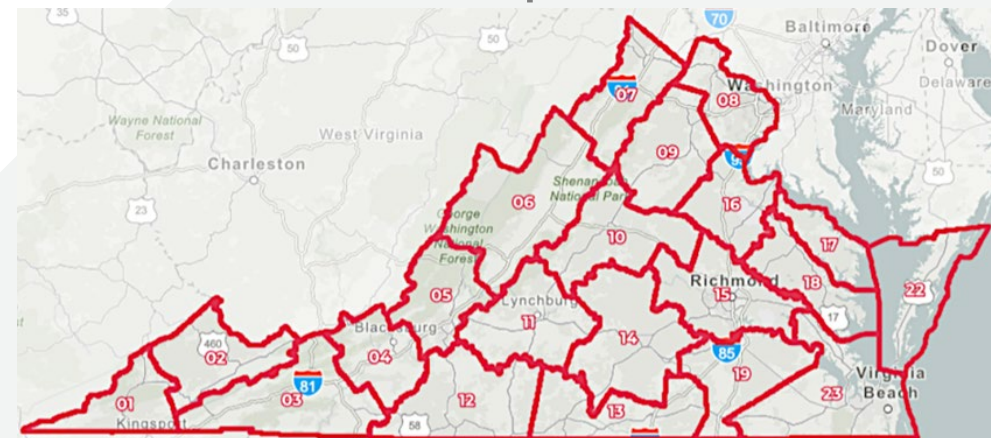
COMMUNITY LODGINGS
Opening Doors to Independent Living



Better Housing
COALITION

PDC Grant Overview

- \$40 million awarded to the 21 PDCs (FY22)
- Supports PDCs to
 - Promote regional approaches to meeting housing needs
 - Enhance collaboration between regional and local members of the housing network, including private developers
 - Develop new affordable rental, mixed use, and homeownership units (minimum 10 units per \$1 million awarded)
 - Over 2,300 units in pipeline



Thank You.

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