

Pittsylvania County & City of Danville

60,883

Residents

24,663

Households

76.6%

Homeowners

In 2021, Pittsylvania County was home to 60,883 residents, residing in 24,663 households. Of the county residents, 1,813 residents lived in its three towns. The home ownership rate is high at over 76 percent. Around 40 percent of households have at least one member that is over 65 years old.

In the same year, 42,556 people (18,590 households) called the City of Danville home. The home ownership rate in Danville is considerably lower than the county at only 51 percent. The number of households with at least one person over 65 is only slightly lower than Pittsylvania County.

These localities are connected in both housing and employment. The City of Danville being the traditional employment center and the county offering suburban and rural housing opportunities. The majority of residents in both localities commute to work within their own locality or to the other.

42,556

Residents

18,590

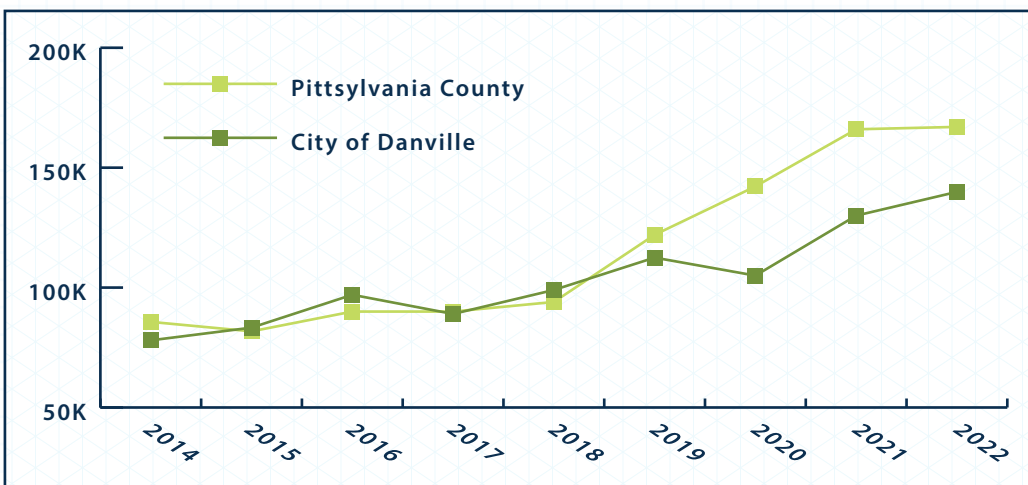
Households

51%

Homeowners

The median sale price in 2022 for Pittsylvania County was \$167,000. The City of Danville was slightly lower at \$139,900. Both communities have seen a drastic increase in sale prices since 2019. Homes stay on the market for about 2 months in both localities. Steadily increasing median price and decreasing days on the market show an increase in housing demand.

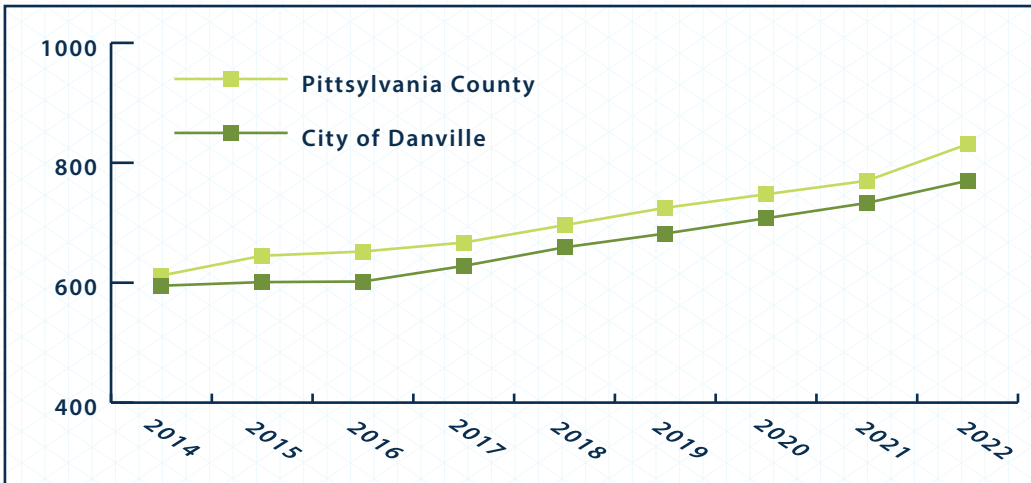
Median Sold Price



Source: VCHR
Tabulation
of 2014-2022
MLS Data

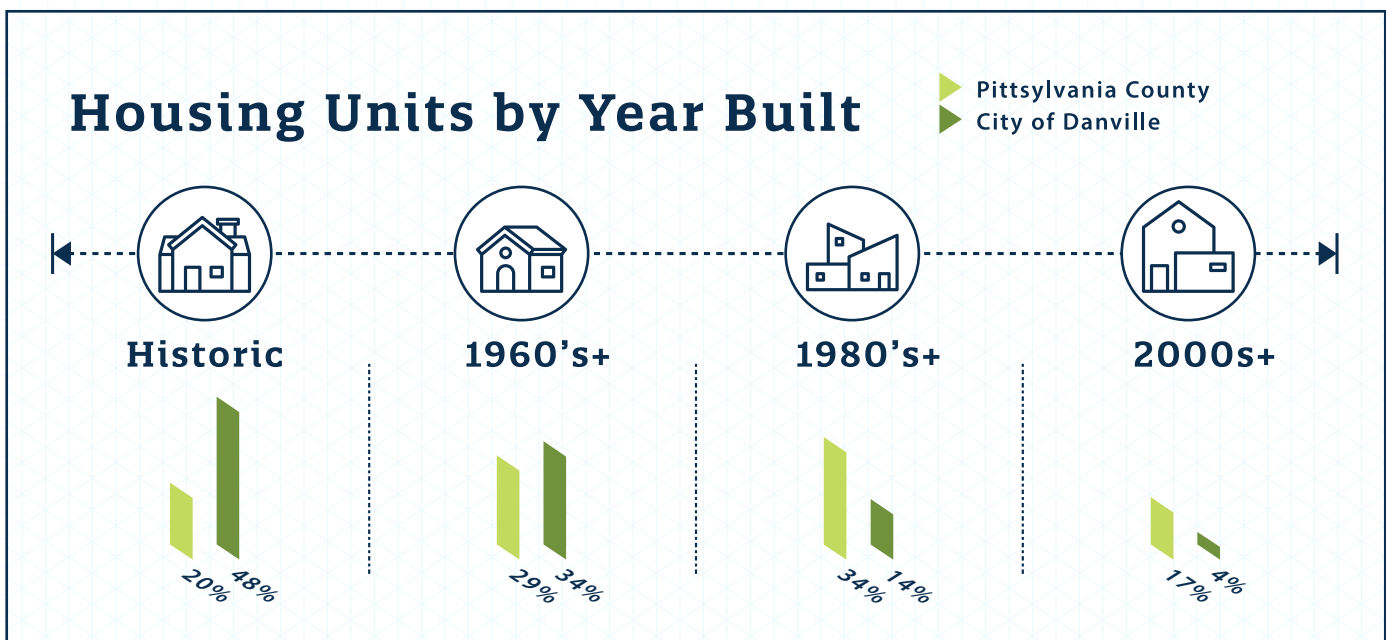
Median rent is similar in both localities, with the county being \$831 and the city \$770. Increases in rent are also evidence of increasing demand, however increasing rent can be challenging for some residents. A household is considered housing cost-burdened when they need to spend more than 30 percent of their income on housing. In Pittsylvania County, 38.3% of renters are cost-burdened and in the City of Danville 42.6% of renters are cost-burdened.

Median Gross Rent



Source: VCHR tabulation of 2015-2022 ACS 5-year, not adjusted

Stakeholders at both the City of Danville and Pittsylvania County discussed concerns about the age of the homes in their localities. In the city, 48 percent of the housing inventory was built prior to 1959. The county's inventory for the same period is considerably smaller at 20 percent. Fewer than 1,000 new housing units have been built in the city since 2000. In the county, 5,003 units were constructed after 2000.



Source: VCHR tabulation of 2021 ACS 5-year Estimates



Improve housing conditions—especially in manufactured home parks—with new initiatives.

Pittsylvania County has an interest in improving housing conditions to increase the quality of living for residents in manufactured home parks. Manufactured home parks with deteriorated living units are

common place in the county. This housing has its challenges but plays an important role in affordable housing for the county's lower-income residents. The county government can seek out funding for home repairs through local foundations and state and local grants. Proactive code enforcement can identify homes in need of repair and make residents aware of resources. Partnerships with local non-profits and housing agencies that are experienced in housing rehabilitation would play a critical role in this effort.



Pair zoning ordinance update with new material and resources to educate developers, property owners, and public about changes.

The county plans to adopt a new zoning ordinance in 2024. A comprehensive outreach plan that provides information regarding

changes and opportunities created by the new zoning ordinances will help to increase awareness. It is critical to keep builders, property owners, and other stakeholders up to date on new ordinances and regulations for housing development. Public engagement will play a critical role in the implementation of this initiative. Along with these changes it is important to streamline the permitting process and train county staff on new ordinance and policies.

Explore adopting best practices from across the state to fully leverage the IDA's powers to incentivize new housing affordable to workers.

There is a growing connection between industrial, economic, and housing development. As employment opportunities increase so does the need for housing. Pittsylvania County's Industrial Development Authority (IDA) can play a valuable role in housing development. This effort may include:

- Forecast housing demand from expected job growth. Calculate affordable rent and purchase prices for the most common occupations using their respective wage and salary data.
- Investigate housing programs and financial incentives offered by other IDAs.
- Explore combining housing incentive efforts into regional initiatives with Danville.



Expand current housing collaboration meetings to include additional partners and strengthen relationships.

A collaboration between the City of Danville staff, Danville Redevelopment and Housing Authority

(DRHA), and the Danville Neighborhood Development Corporation (DNDC) has already increased productivity on specific housing items. The expansion of the current group could lead to increased collaboration with other stakeholders. Quarterly meetings with the IDA, council members, developers, builders, and other stakeholders would not only help to keep all parties up to date on housing programs and market trends, but also keep the entire group focused on the same goals.

Support the creation of a new Community Development Authority to spur investments in housing and other assets in the Schoolfield District.

The New Schoolfield District plan establishes a common vision for the Dan River Mills site, the Schoolfield Village neighborhood, and the Main Street Corridor. While also addressing economic development, community character, and other important elements, the plan emphasizes the importance of preventing residential displacement and securing equitable housing opportunities for both current and future residents.

The plan recommends a new Community Development Authority (CDA) as an “implementation vehicle” to help achieve this goal. State law (§15.2-5152 et seq.) CDAs to serve as special taxing districts for supporting targeted improvements and services in a particular area. CDAs also have the ability to finance their investments by issuing bonds, which are repaid via special assessments or tax-increment financing collected by the locality. These bonds would not be a part of the City’s existing debt obligations.

The CDA could support housing efforts in the Schoolfield District by purchasing and preparing sites for residential development, and funding upgrades or expansions of water and sewer lines to lower development costs. However, other important services that would help stabilize current residents — such as home repair and weatherization programs — are not explicitly mentioned in the CDA enabling legislation. The City may want to explore asking the General Assembly to expand the powers of CDAs to include broader housing efforts.

Encourage use of community land trusts, cooperative ownership, and other alternatives within current housing programs and initiatives.

Household demographics, living preferences, and home prices are all changing in Danville. This has caused a shortage in the availability of housing to meet the needs of certain groups, especially current residents. The city can look to alternative housing models to help with that need. Researching innovative alternative models, best practices, use of the Virginia Statewide Community Land Trust, community engagement, can help determine which models would be most beneficial in Danville.