

West Piedmont Planning District Commission (WPPDC) Housing Program

Prepared by: Sean Campbell-Deputy Director

Biography

- 27 years experience as a residential general contractor
- Worked for the City of Danville Housing and Development Division
- WPPDC Housing Programs Director
- WPPDC Deputy Director

Introduction & Context

- WPPDC serves Franklin, Henry, Patrick, and Pittsylvania counties, and the cities of Danville and Martinsville.
- Focuses on regional planning, coordination, and housing development.
- Housing identified as a top priority due to affordability and supply challenges.

Program Goals & Strategy

- Expand affordable and workforce housing supply.
- Rehabilitate existing homes and preserve affordability.
- Coordinate efforts across jurisdictions.
- Leverage state and federal housing programs.
- Create strong public and private partnerships

Regional Housing Initiative

- WPPDC Launched in 2021
- PDC Housing Development Program from Virginia Housing \$2,000,000
- Administration of CDBG housing rehab project
- Regional Housing Study with VCHR at Virginia Tech
- Harvest & Danville Regional Foundations

Key Projects

- Danville RHA - 2 new affordable homes in Danville & 2 Rehabilitations for Rental
- Southside Lofts- 50+ unit affordable rental project.
- Aaron Mills - 50+ unit affordable rental project.
- Danville-Pittsylvania Habitat 3 New homes



Danville RHA Temple Ave



Southside Lofts Blairs



Danville Habitat Seminole Drive



Aaron Mills Martinsville

Key Projects & Initiatives

- Regional Housing Development Program (2025 launch).
- Villa Heights subdivision - 13 affordable homes in Henry County.
- Seeland Valley Apartments - 52-unit affordable rental project.
- Partnerships with Fuller Center, Habitat for Humanity, and developers.

Funding & Resources

- Virginia Housing's PDC Grant Program funds regional housing efforts.
- Uses Low-Income Housing Tax Credits (LIHTC) and local match funds.
- Partnerships with nonprofits and banks expand financing options.
- WPPDC provides project management and technical support.

Villa Heights



Challenges & Risks

- Varied market conditions across localities.
- Construction cost escalation and infrastructure limitations.
- Zoning and land use barriers.
- Sustaining long-term affordability.

Next Steps & Implementation Plan

- Prioritize projects by local need and readiness.
- Secure additional state and federal funding.
- Engage developers and community organizations.
- Track progress through performance metrics.

Measuring Success

- Affordable units built or rehabilitated.
- Reduced housing cost burden.
- Public-private partnership participation.
- Increased access to workforce housing.

Conclusion & Call to Action

- Affordable housing is critical for economic growth and community stability.
- Regional collaboration enhances impact.
- WPPDC invites local partners to join in advancing housing opportunities across the region.

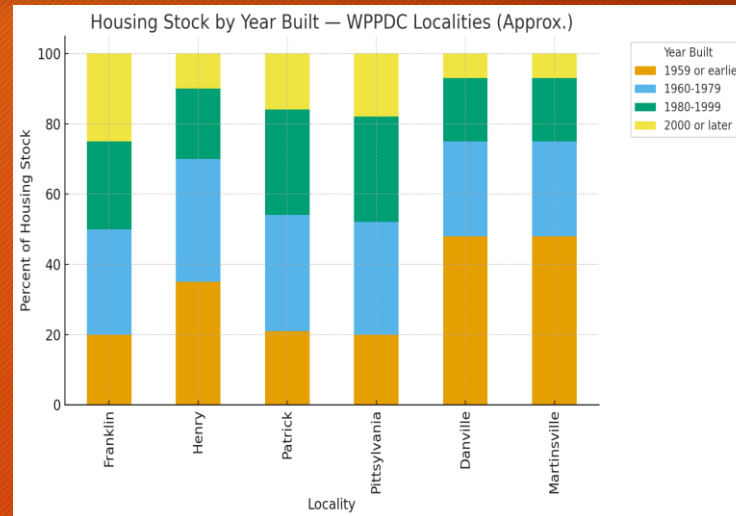
Housing Study & Needs Assessment

Housing Study with Virginia Tech found 23,690 households are cost-burdened.

Region faces aging housing stock and limited new construction.

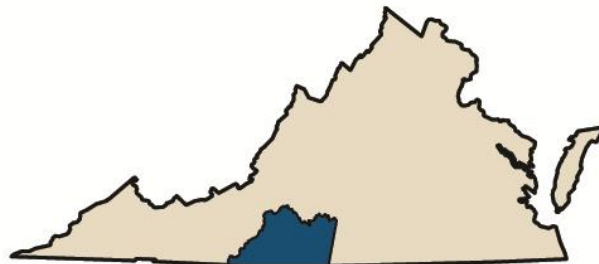
Franklin County and urban centers have tight markets and affordability gaps.

Regional Housing Stock



- Franklin County: Newest housing — ~25% built after 2000; few pre-1960 homes.
- Danville & Martinsville: Oldest — ~48% pre-1960; minimal new construction.
- Henry & Pittsylvania: Mostly 1960-1999 with moderate newer builds.
- Patrick: Older homes dominate; only ~16% built post-2000.

Contact Information



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