



LOCALITIES & HOUSING:

City of Harrisonburg Initiatives

October 2025



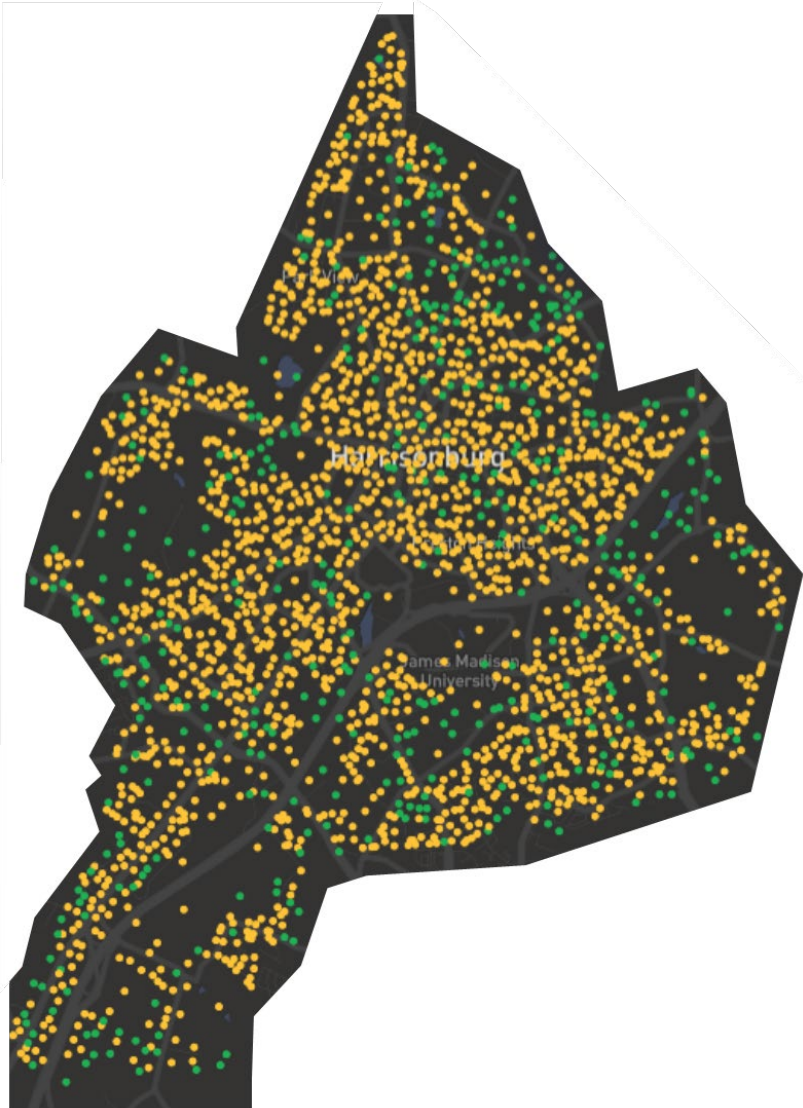
DANY FLEMING, VICE MAYOR CITY OF HARRISONBURG



- City Councilmember since 2022
- Former Chair, Harrisonburg Redevelopment & Housing Authority Board of Commissioners
- Born & raised in Harrisonburg VA



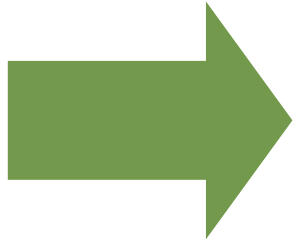
HARRISONBURG HOUSING



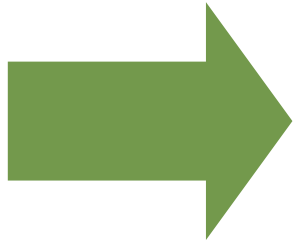
- Majority renter (>60%)
- Substantial student population
- Changing density



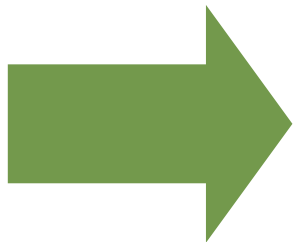
QUESTIONS



How do municipalities fit into the housing conversation?



Why should localities take an active role around housing solutions?



Where can localities be impactful on housing issues?



LOCALITY ROLE(S) IN HOUSING

If not owner, landlord, developer, or lender, then what?

- ✓ Use and share data to inform decisions & discussions
- ✓ Build on existing functions and unique access to resources
- ✓ Convene stakeholders to facilitate problem-solving
- ✓ Evaluate and adopt policies aligned with goals



DISCUSSIONS, DECISIONS, DATA

- Who leads the housing conversation?
Doesn't have to be you, but beware the void
- Be a source of trusted data: housing studies, data dashboard, pipeline info, maps, research & analysis



City of Harrisonburg Comprehensive Housing Assessment & Market Study

EXECUTIVE SUMMARY

Report by Mullin & Lonergan Associates, Fourth Economy, and EPR PC

- Indicators of growing consensus
 - Common understanding of housing needs
 - Shared terminology (“affordable housing”)
 - Increased buy-in around potential solutions



BUILD ON EXISTING FUNCTIONS

- What localities already do:
land use planning, zoning, site plans, permitting, infrastructure
- What only localities can do:
development reviews, incentives
- Funds only localities can access:
HOME, CSBG, etc.





AVAILABLE HOUSING FOR ALL





HARRISONBURG ACTIVITIES: HOMEBUYER SUPPORT

- Housing education opportunities (with partners)
- SPARC and other Virginia Housing / DHCD tools





HARRISONBURG ACTIVITIES: FINANCIAL SUPPORT

- *ARPA Housing Development Fund:*
Habitat & HRHA projects
- *CDBG Homeowner Rehabilitation:*
Funded Habitat initiative





HARRISONBURG ACTIVITIES: CITY-OWNED LAND

- Disposition of small surplus parcels for housing development
- Evaluation of large parcels for highest & best residential use





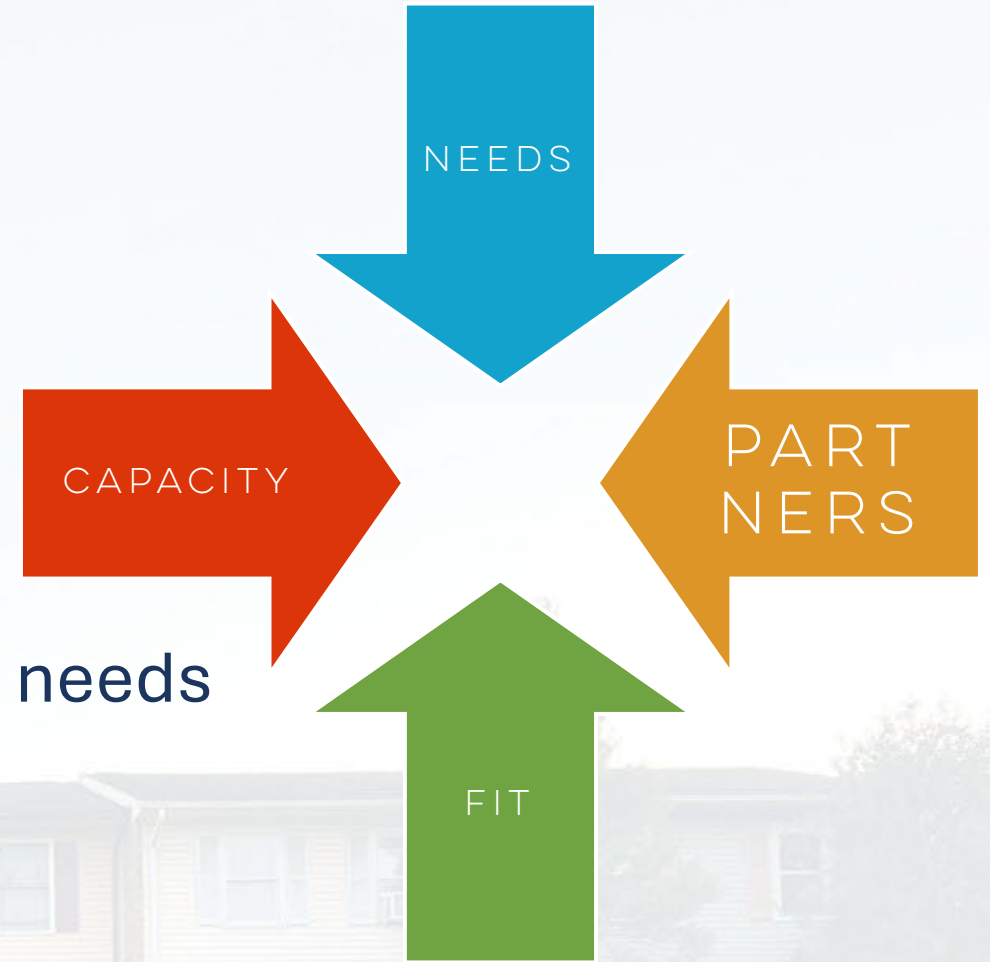
HARRISONBURG ACTIVITIES: DEVELOPMENT PROCESS



- Tap fee waivers for new construction homeownership
- General project support: developer feedback, partner introductions, grant identification, economic development input, etc.
- Zoning rewrite underway

PRIORITIZING

- Staff capacity considerations
- Availability of capable partners
- Feasibility & scale at the local level
- Critical needs, broad needs, unmet needs





PARTNERSHIPS

- Importance of having all stakeholders at the table
- Housing challenges are not limited by City boundaries
- Nonprofits, housing authorities, planning districts, state agencies, developers, banks, community institutions, landlords, realtors, and social service agencies all have roles

THANK YOU!

WWW.HARRISONBURGVA.GOV/HOUSING



HARRISONBURG | **VA**
FRIENDLY BY NATURE