


 Staunton's Pathway to Affordable Housing
 and Housing For Working Families - Update #5
**Central Shenandoah Regional Housing Study
 and the City of Staunton's Housing Strategy**
 Presentation to City Council – March 13, 2025




Central Shenandoah Regional Housing Study – Regional Findings

- **71%** of households in the region include **at least one worker**. Lack of affordable housing makes it hard to recruit and retain employees.
- **40%** of householders in the region are **60 or older**. **Single seniors** cannot afford median rent or owner costs and will likely struggle to afford housing if they don't already own it free and clear.
- The region has an estimated **265 people** comprising **186 households** who are **unhoused**. **90%** of chronically unhoused people and **10%** of non-chronically unhoused people in the region have needs consistent with **permanent supportive housing**.
- **Less than 2%** of total housing stock across all localities in the region is used for **short-term rentals**.



Central Shenandoah Regional Housing Study – SAW MSA Findings

- **63%** of SAW MSA's population **lives and works** in the SAW sub-region while **37% commutes** out of the region.
- **70%** of SAW MSA households **own their homes** due to high ownership rates in Augusta County.
- **42%** of Staunton and Waynesboro households are **cost-burdened**.
- **Service worker** households, even with two earners are **unlikely to access affordable homeownership**.
- **Housing age and condition** emerged as a key theme in focus group conversations. **43%** of all housing in Staunton was built prior to **1960**.
- The SAW MSA has a residential **vacancy rate** of **2-3%**.



Central Shenandoah Regional Housing Study – Priority Solutions

- **Priority Solution 1:** Leverage upcoming housing survey and strategy efforts to educate residents and strengthen comprehensive plan update.
- **Priority Solution 2:** Project quantifiable demand by incomes and housing types to determine what new funding sources are needed.



Central Shenandoah Regional Housing Study – Secondary Solutions

- **Secondary Solution 1:** Create alignment between housing and economic development activities.
- **Secondary Solution 2:** Address vacant and blighted properties with evidence-based revitalization strategies.



City of Staunton Housing Strategy

- **Workgroup Meetings:**
 - September 30, 2024
 - November 7, 2024
 - January 29, 2025
 - March 31, 2025
- **Public Engagement Activities** - March and April 2025
- **Strategy Goals:**
 1. **Produce** Housing
 2. **Preserve** Housing
 3. **Provide** Housing Stability



City of Staunton Housing Strategy – Draft Strategies: Produce Housing

- CDBG Funds
- Housing Fund
- Community Land Trust/Deed-restricted Homeownership
- Accessory Dwelling Units



City of Staunton Housing Strategy – Draft Strategies: Preserve Housing

- CDBG Funds
- Housing Fund
- Redevelopment Strategies
- Landlord Education, Recruitment, and Retention



City of Staunton Housing Strategy – Draft Strategies: Provide Housing Stability

- CDBG Funds
- Housing Fund
- Diversity, Equity, Inclusion, and Fair Housing
- HUD-certified Housing Counselor
- Community Housing Advocate Training



City of Staunton Housing Strategy – Implementation Framework

- Housing Commission
- Housing Conditions Windshield Survey and Assessment
- Housing and Housing Stability Services Grant Resources Guide



<https://connect.cspdc.org/cspdc-housing-study>

<https://www.ci.staunton.va.us/departments/community-development/housing-programs-division/housing-strategy>



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