



www.svra.org

Strategic East Coast Location

ACCESSIBLE - within a day's drive to more than 60% of the U.S. population and over 2/3 of the U.S. Industrial Base

AFFORDABLE - low cost of living with stable taxes and manufacturing costs 18% below the national average and 40% less than the Western US and Europe

SKILLED - robust workforce solutions with K-12 to education pipeline and customized training centers





Call Southern Virginia Home

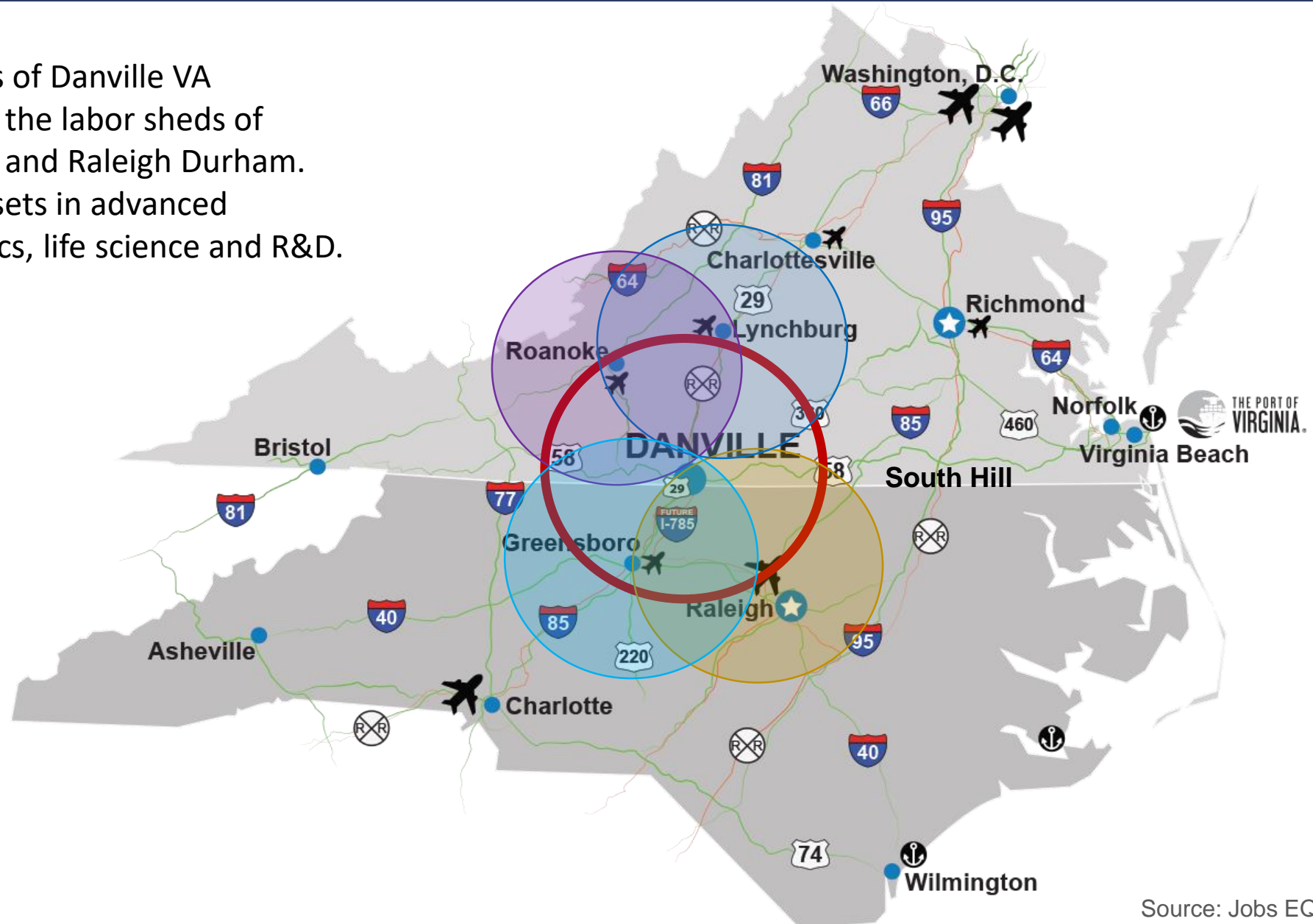
- Nestled in America's "Top State For Business", CNBC 2021
- Access to over 60% of the US population and 2/3 of the US industrial base within a day's drive
- 19 shovel ready sites 25 acres+, shell buildings 27K – 100K SqFt, & an array of existing buildings
- Home of one of the largest certified Megasites on the East Coast
- Low cost of living with stable taxes
- Variety of innovative workforce training facilities
- More than 40 colleges and universities within a 2-hour radius
- Unique offering of quality-of-life assets

Labor Shed within 60 mile radius

The labor shed in a 60 mile radius of Danville VA (highlighted in red) overlaps with the labor sheds of Lynchburg, Roanoke, Greensboro and Raleigh Durham. This provides easy access to skill sets in advanced manufacturing, nuclear/electronics, life science and R&D.

Region	Labor Force
Danville	541,388
Lynchburg	343,888
Roanoke	475,634
Greensboro, NC	1,049,359
Durham NC	1,354,422

Source: JobsEQ®



Jurisdictions in Southern Virginia are
ACT Certified Work Ready Communities
(Virginia's Original Pilot Program)



Source: Jobs EQ

Southern Virginia Megasite at Berry Hill

- 3,528 acre publicly owned megasite ready for single or multiple industrial users
- VEDP Business Ready Site Program Certified
- Onsite rail and direct access to Williams Transco Pipeline via existing gate station

www.SoVaMegasite.org



[Take a Virtual Tour](#)



- 200 Acre Graded Tier 5 Pad Site Expandable to 900+ Acres
- Additional pad sites with grading in process

SOUTHERN VIRGINIA

MEGASITE AT BERRY HILL

Southern Virginia Megasite Activity Escalates

Year	Active Prospects	Significant Milestones
2014	1	
2015	1	Prospect Letter of Intent
2016	0	
2017	3	Prospect Letter of Intent Auto OEM Finalist JLL – Eliminated Due to Timing for Site Completion
2018	4	Megasite designated as VEDP Tier 4 Certified Site 3 OEM Projects – Site Consultant Testimonials at SSG
2019	3	Finalist for FDI Auto OEM – Didn't move forward in US at this time
2020	7	Finalist for Auto OEM – Located in Western US
2021	14	Pad Site designated as VEDP Tier 5 Certified Site & Quest/McCullum Sweeney Certified Super Park and Megasite
2022 to Date	10	Finalist in Semiconductor – Final 5 Sites with Deloitte Finalist in Auto OEM Site with KPMG – Final 2 Sites
Cumulative	43	Significant OEM and TIER One Activity with Major Site Consultants Capital Investment to \$54 B and to 17,000 Jobs with Significant Wage Increase

Megasite Challenge Presents Opportunity

Plan-In-Place – understand the overall baseline demographics of the region and plan for smart exponential growth that ensures prosperity while protecting the character of the region and expanding the opportunities for existing and incoming citizens.

Megasite – planned smart growth, studies

Align vision, goals, policies and strategies

Assess the full economic impact model with the company and Deloitte - Economic Impact of project and total population shift

- 6000 employees
- 6000 family members
- 6000 suppliers and vendors
- 6000 contractors in perpetuity
- 6000 induced and indirect support in the region (1.68 – 1.91 for R&D)

Danville/Pittsylvania County Strategic Plan already considered housing development and incentives

Also addressed needed support to provide for community development needed in conjunction with megasite type project – they are acknowledging issues and solutions for growth in the region looking for collaborative solutions supported by regional stakeholders

Assessment of Existing Economic Development Reports

- **Nov. 2014 – Housing Market Evaluation Danville – 10-year Plan**
Submitted by czb LLC to City of Danville
- **Danter Report – Danville Residential Market Analysis 2016**
- **Strategic Plan for Pittsylvania County, City of Danville & Danville Regional Foundation Report**
Submitted by Dewberry, Economic Leadership, JLL. November 2019
- **City of Danville Assessment Neighborhood Development Considerations**
CZB June 2020 Report
- **Danville Regional Foundation - River District Master Plan**
Water Shed Ventures Summer 2020
- **WRT – Proposed Plan City of Danville 2020**
- **Harvest Foundation – 5 Points Neighborhood**
- **Housing Market Study and Needs Analysis for City of Martinsville and Henry County**
by Novogradac Consulting LLP July 2020
- **Harvest Foundation – 5 Points Neighborhood**

Regional Housing Capacity for Southern Virginia Industrial Sites

Regional Housing Capacity Study – Baseline.

Contracted through DRF by Economic Leadership LLC and Creative Economic Development Consulting. May 2021

69,500 housing units within 45-mile radius are vacant. Total of 615,000 existing housing units

Housing affordability index of 172 (national average is 100 and higher numbers mean greater affordability)

Within the 45-mile radius, local governments reported permits for roughly 2,300 housing units were built/planned to be built

- 1,671 new, single-family detached homes w/ majority being in Rockingham County

- Multi-family units in Danville, VA- 363 apartment units total in the past 5 years

- Approval/plans for 268 new apartment units in Rockingham County, NC

31,300 existing, platted but vacant residential lots in both NC and VA (doesn't specify where)

Housing units in metro areas:

- NC's Piedmont Triad Region: 6,090 units authorized in 2020

- Research Triangle: 22,300 units authorized in 2020

- Roanoke: 855 single-family homes permitted in 2020

Population and Workforce

Region	Total Population	Total Working-Age Population	Prime Working-Age Population (20-54)
60-Mile Radius	2,786,800	1,632,000	1,253,500
50-Mile Radius	1,616,900	940,300	714,400
45-Mile Radius	1,253,700	730,460	553,300

Current Housing Market

2,665 home sales in 2020 within a 45-minute drive time

770 active residential listings

1,671 new single-family home permits in last 5 years

363 new apartments (mostly in Danville River District)

Utility capacity

33.5 MGD of excess water treatment capacity

29.3 MGD of excess wastewater treatment capacity

31,300 existing, platted but vacant residential lots

Home Builder Sentiment

Demand is strong for new construction

Product is almost exclusively single-family detached on large lots

Increasing interest in renovating older, vacant homes for resale

Acknowledge that local builders couldn't meet major surge in demand, would need to attract national builders into the market

Housing Incentives

18 designated Opportunity Zones within the region

City of Danville – Subdivision Infrastructure Reimbursement Program

City of Martinsville partnering with the private sector and the Harvest Foundation on infill development of detached and attached homes

Neighboring Metros

3 metros with a combined population of 4,125,000

Research Triangle region one of the nation's strongest housing markets
22,300 new housing units in 2020

Raleigh-Cary 2nd in USA among large metros for new units per capita

Piedmont Triad region 6,090 new units in 2020
New entrants into the market such as PulteGroup & Meritage Homes

The Roanoke region saw 855 new units permitted in 2020

Regional Housing Capacity Study – Baseline.

Contracted through DRF by Economic Leadership LLC and Creative Economic Development Consulting. May 2021

Incentives

Danville – subdivision infrastructure reimbursement program

Martinsville- public-private partnership

18 opportunity zones

- 5 tracts in Henry County

- 4 in Danville City limits

- 2 in Martinsville

- 2 in Pittsylvania County (includes Southern Virginia Mega site Area)

- 1 tract in the southwest portion of Halifax County

- 4 zones in NC- 3 in Rockingham County, 1 in Caswell County

Southern Virginia Housing Coalition Plan of Action

[illegible]

Benchmark Regions to Vision Opportunities



 **DRF**
A Bridge to the Future

Danville River District Redevelopment Plan



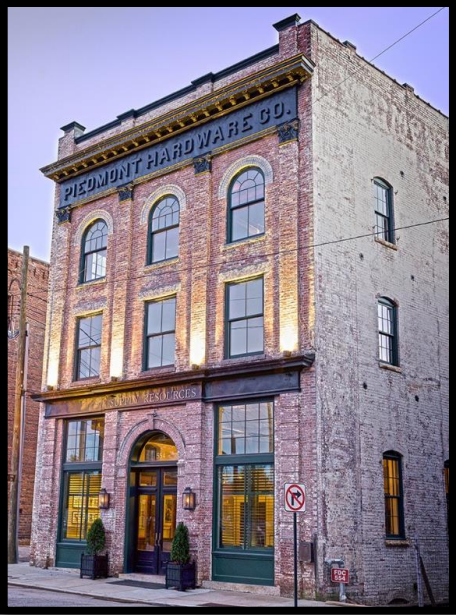
Ralph Basile, Principal
Allison Platt, Principal

September 14th, 2011





Eliminate Blight: 500 Block of Craghead Street (Under Development)



Mucho
TAQUERIA • TEQUILERIA

7 Luxury
Apartments



Airbnb
Project



Over \$12.5M of Public Investment

Placemaking



Arts, Social Activities and Outdoor Recreation



Revitalization

River District Tower

Danville's Cutting Edge Medical Facility



Revitalization



The Economic Impact of Home Building in a Typical Local Area – Income, Jobs & Taxes Generated

April 2015 – NAHB

Home building generates substantial local economic activity. NAHB has developed a model to estimate these economic benefits - the effect of the construction activity itself, the ripple impact that occurs when income earned from construction activity is spent and recycles in the local economy, and the ongoing impact that results from new homes becoming occupied by residents who pay taxes and buy locally produced goods and services.

Developed in 1996, the model estimated the impacts of construction in over **800 projects**, local jurisdictions, metropolitan areas, non-metropolitan counties, and states across the country.

This report presents estimates of the local area impacts of building **100 single-family homes**, **100 rental apartments** and **\$1 million worth of spending on residential remodeling**.

	1-Yr impact building 100- single family homes	Recurring impacts 100- single family homes	1-yr impact 100 rental apartments	Recurring impacts 100 rental apartments	1-yr impact of \$1M spent on residential remodeling	Ongoing economic benefits
Local Income	\$28.7 M	\$4.1 M	\$11.7 M	\$2.6 M	\$841,000	
Taxes & Local Govt Revenue	\$3.6 M	\$1.0 M	\$2.2 M	\$503,000	\$71,000	
Local Jobs	394	69	161	44	11.5	
Residential Property Taxes						\$11,000

Amazon and Metro – Affordable Housing Plan – Housing Equity Fund. June 2021

Amazon's \$2 billion Housing Equity Fund, which aims to build and preserve more than 20,000 affordable homes in regions where it has significant presences. Will primarily be in DC area

Eastern Shore Regional Housing Coalition Q1 2021

Weatherization Assistance Program (WAP) – Willie Fobbs - DHCD

- Due to WAP experiencing slow-down due to pandemic and heavy regulations, DHCD (The Virginia Department of Housing and Community Development) suggests using new program known as Regional Greenhouse Gas Initiative (RGGI).
- RGGI funds projects focusing on energy efficiency in affordable housing and is not as regulated as WAP
- The introduction of \$27 million RGGI funds may present an opportunity to build more housing

Unmet Housing Needs Strategic Plan – Loudon County 2019 Comprehensive Plan

Their View: Virginia Must address Housing – Richmond Times Dispatch Jan 31 2022

There is no one-size-fits-all solution to the housing issue

Governor Glenn Youngkin Announces Over \$27 M in Affordable and Special Needs Housing Loans – July, 29, 2022

Their View: Virginia Must address Housing Challenges – Richmond Times Dispatch Jan 31 2022

JLARC's December 2021 report conclusion aligns with Youngkin's assertion that jobs and housing are intertwined.

State and local leaders should focus on housing-specific collaborations.

Some core projects include:

- increasing affordable supply through more land zoned for multifamily development;
- investing in community land trusts that open doors to homeownership for low- and middle-income buyers; and
- creating regional loan funds that promote development avenues through low-cost debt and grants.

Unmet Housing Needs Strategic Plan – Loudon County 2019 Comprehensive Plan

Housing is Connected to Economic Growth - - But Only the Right Housing in the Right Place

May 1, 2018 European Urban/Rural Development UK

It's about place, the art of placemaking – building in the right way in the right place at the right price

A shortage of single-family homes is casting doubt on Virginia's future growth
– July 13, 2022 Kate Masters Virginia Mercury

- Low inventory and high prices, despite declining demand, is worrying real estate agents and other housing experts
- Andrew Clark, vice president of government affairs for the Home Builders Association of Virginia, told lawmakers that parts of Southern Virginia – including the Southside region and southwestern corner of the state – also saw a 32 % increase in home costs over the last year.
- “That supply-demand imbalance is really at the core of what’s driving up prices,” Charles said. “ ... We need to do something to increase supply.”

New Models for Addressing Affordable Housing and Middle-Income Housing

HUD “Good Neighbor Next Door” offers discounted home prices to teachers, police, firefighters, emergency medical technicians in designated “revitalization areas” providing a diverse housing stock in every neighborhood.

Local governments should simplify and streamline the housing development process, especially for multifamily buildings. Making the process shorter, simpler, more transparent, and less uncertain would allow more households to afford their rent without creating new subsidy programs.

“Middle-income-housing”. When more middle-income residents move into a jurisdiction, renting or purchasing homes, cities can collect more property tax revenues from a broader cross-section of households.

Middle-class residents also hit the sweet spot for consumer spending: they have more disposable income than poor households to spend on groceries, restaurants, movies and dry cleaners – all items that are consumed locally.

Employers Utilize Housing Solutions to Address Labor-market Issues

Meatpacker JBS, has set aside more than \$26 million for housing

Walt Disney Co. will set aside 80 acres near Walt Disney World in Florida

Medical-devices maker Cook Group, the North American life-sciences unit of German science and technology firm Merck to build 300 single-family homes in Indiana providing temporary housing and relocation subsidies for manufacturing employees.

“Model town” Pullman, Illinois, builds dormitories for textile workers in New England

Elite universities in expensive housing markets: Columbia, New York University and Stanford

Facebook, Google, Microsoft and the Chan-Zuckerburg - Initiatives have pledged contributions ranging from \$500 Million to \$1 billion

District of Columbia’s Mayor, Muriel Bowser, proposed a \$20 million Workforce Housing fund to help subsidize housing for “teachers, police officers, janitors, [and] social workers”, typical middle-income occupations

Companies are being squeezed by record-high job openings and turnover, and unemployment at low 3.6%.

“It’s a labor-market issue they’re solving, not a housing-market problem”

Employer Testimonials

John Bremen, a managing director at human-resources consulting firm Willis Towers says generally, **employer-led housing programs fall into two categories.** Companies in rural areas might explore developing new homes or apartments and selling or renting them to workers, while employers in high-cost locations may offer subsidies to defray some housing costs.

“The odds of someone staying in the job are much higher if they live in the community where they work,” says Mr. DeWaard.

Mr. Schellpeper says, **“Where we can get them into an affordable place to live, a quality place to live that’s close to our plants, retention’s better.”**

Pella Reinvents the Company Town in Rural Iowa

Pella employees roughly **10,000 workers in 14 states with about 2,440 in the town of Pella**, Iowa. Pella Corp has offices and manufacturing plants in more than 30 cities across the U.S. and Canada. One of the toughest jobs, is convincing workers to locate in its hometown, a rural city of about 10,000 residents 45 miles southeast of Des Moines

Every **production employee who has to move for the job receives a relocation allowance of \$2,500 plus an additional \$7,500 or 90 days at an extended-stay hotel.**

With nearly **400 participating employees**; the program costs around \$25,000 a person

Pella is investing in housing, child-care centers, restaurants and an indoor entertainment center, among other things, to retain and attract new workers - \$30M for community redevelopment between 2019 and the end of 2022.

“We can bring in all the amazing talent from across the country, but if they get here, and they don’t see themselves reflected in the community, they don’t feel at home,” says Nicolle Picray, a company spokeswoman.

Future Efforts

A Comprehensive Plan for Exponential Economic Growth

Assess Household Trends

Address Temporary Housing

Maintaining Momentum

Continue Place Making

United Effort – Regional Coalition Supported by State, Region &

Localities – Drawing in Developers and Employers

Local Builders and Attraction of National Builders and Developers

Appropriate Incentives for Return on Investment

Superb Quality of Life

Southern Virginia's location offers you the best of all worlds. Whether your interests include hiking and biking, kayaking a river or lake, taking in a show or concert, or just grabbing a leisurely dinner with friends, you will find ample opportunities available. It will not take you long to realize why we love to call Southern Virginia Home.

Discover life in Southern Virginia at www.SoValsHome.com



[HOME](#) [VISIT](#) [EXPERIENCE](#) [SHOP](#) [EXPLORE](#) [DINE](#) [SOCIALIZE](#) [Q](#)

