
DANVILLE

HOUSING DEMAND ANALYSIS

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SOUTHERN VIRGINIA REGIONAL
H**USING SUMMIT**
DANVILLE • FRANKLIN • HALIFAX • MARTINSVILLE • PATRICK • PITTSYLVANIA



EVALUATING THE EXISTING MARKET

1. Peer city comparison
2. Review of demographic and economic trends
3. Field survey of existing housing product

PEER CITY ANALYSIS

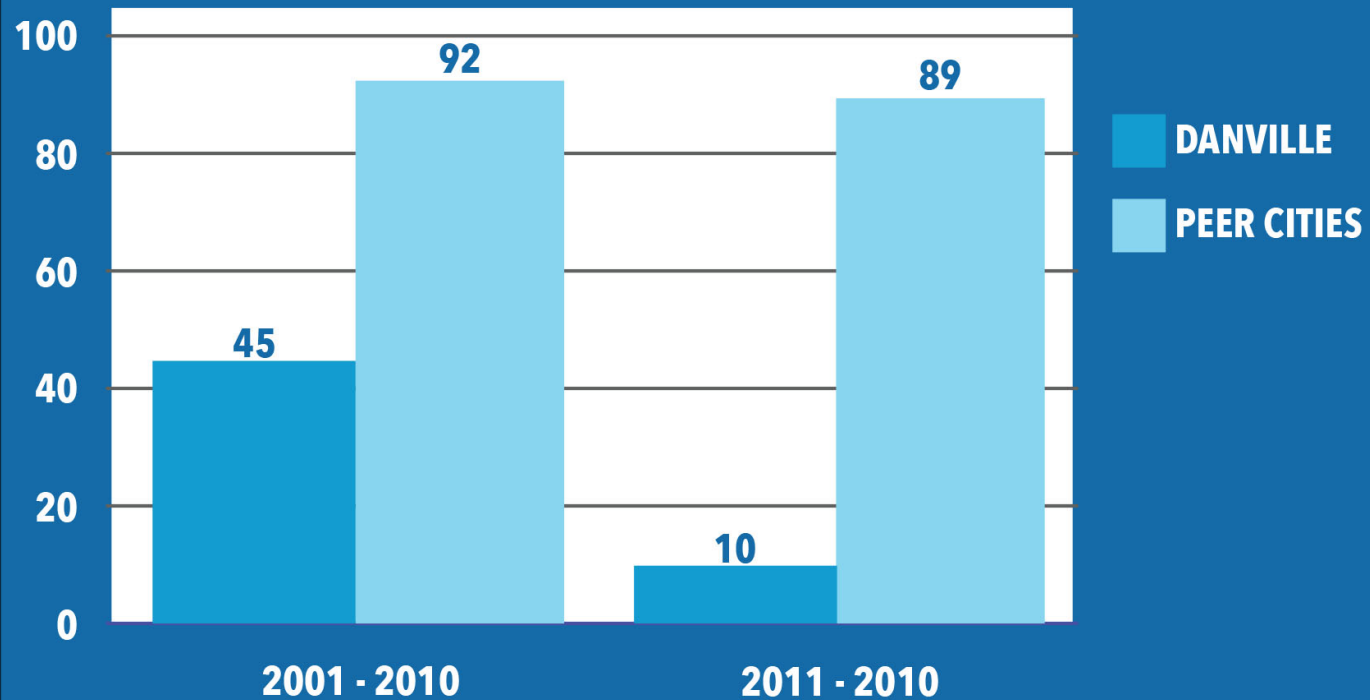
- **309** cities with **30,000** to **50,000** population
- **75** with conventional economics outside major metro areas
- Selected **10** "Peer Cities" similar to Danville based on growth, income and overall economy

DANVILLE SIMILAR TO 10 PEER CITIES

- Population
- Income
- Incomes over \$75,000
- Home Ownership
- Mortgage Ratios
- Job to Population Ratio
- Distance from a Major Market
- Distance from Interstate Highway
- Single and Multi-Family Building Permits

**AVERAGE ANNUAL MULTI-FAMILY STARTS
2001 - 2010 AND 2011 - 2020**

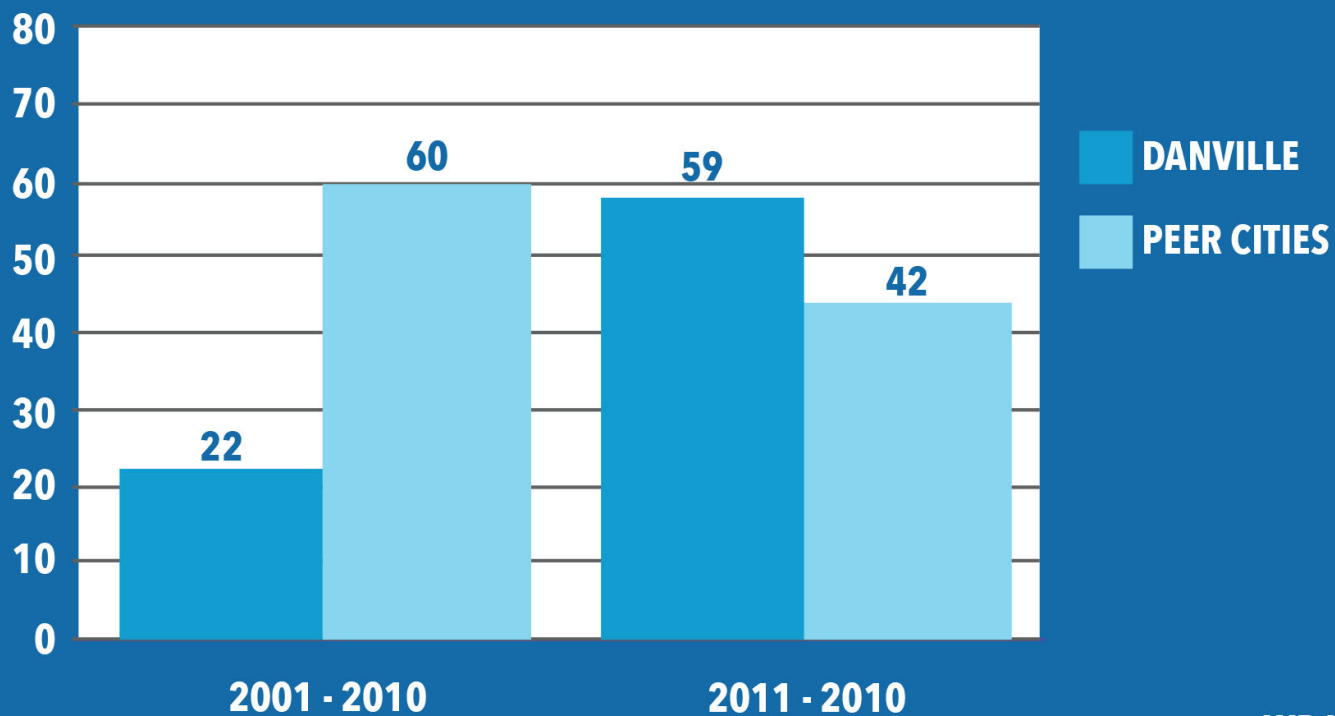
DANVILLE AND PEER CITIES



SOURCE: U.S. Department of Housing and Urban Development

**AVERAGE ANNUAL MULTI-FAMILY STARTS
2001 - 2010 AND 2011 - 2020**

DANVILLE AND PEER CITIES



WB10

SOURCE: U.S. Department of Housing and Urban Development

	DANVILLE	PEER CITIES
MEDIAN INCOME	\$37,872	\$41,784
AVERAGE INCOME	\$56,886	\$57,521

**HOUSEHOLDS AGE 25 - 64
WITH INCOME \$70,000+**

DANVILLE 4,437

PEER CITIES 3,948

SUPPORTS \$300,000 HOME PURCHASE

**HOUSEHOLDS AGE 25 -64
WITH INCOMES \$35,000+**

DANVILLE 6,310

PEER CITIES 5,522

SUPPORTS \$750 RENT

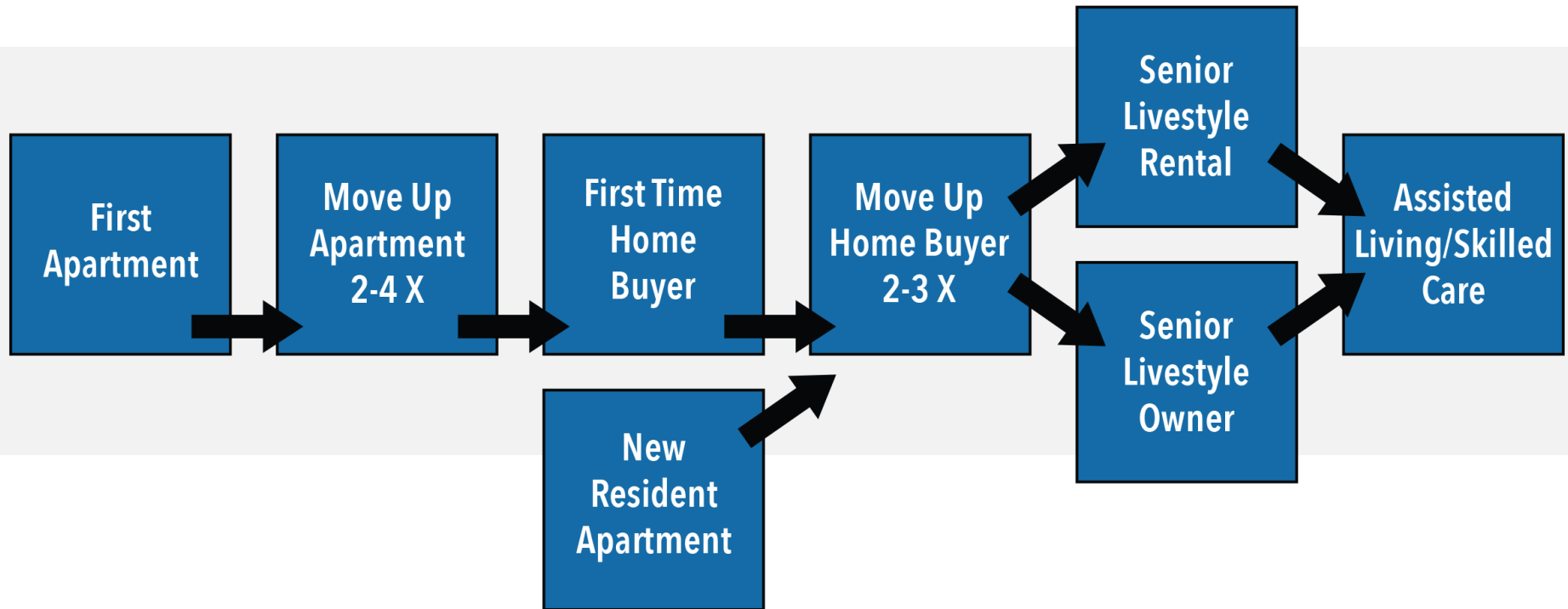
**HOUSEHOLDS AGE 65+
WITH INCOME \$35,000+**

DANVILLE 2,946

PEER CITIES 1,743

SUPPORTS \$750+ RENT

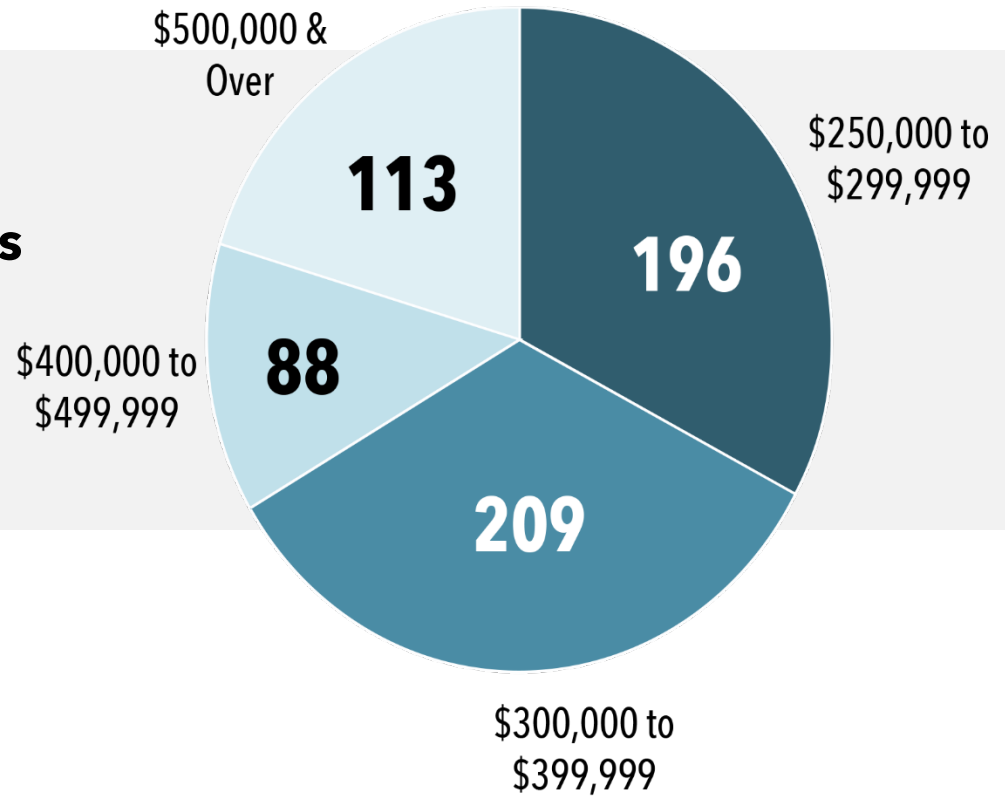
HOUSING CONTINUUM



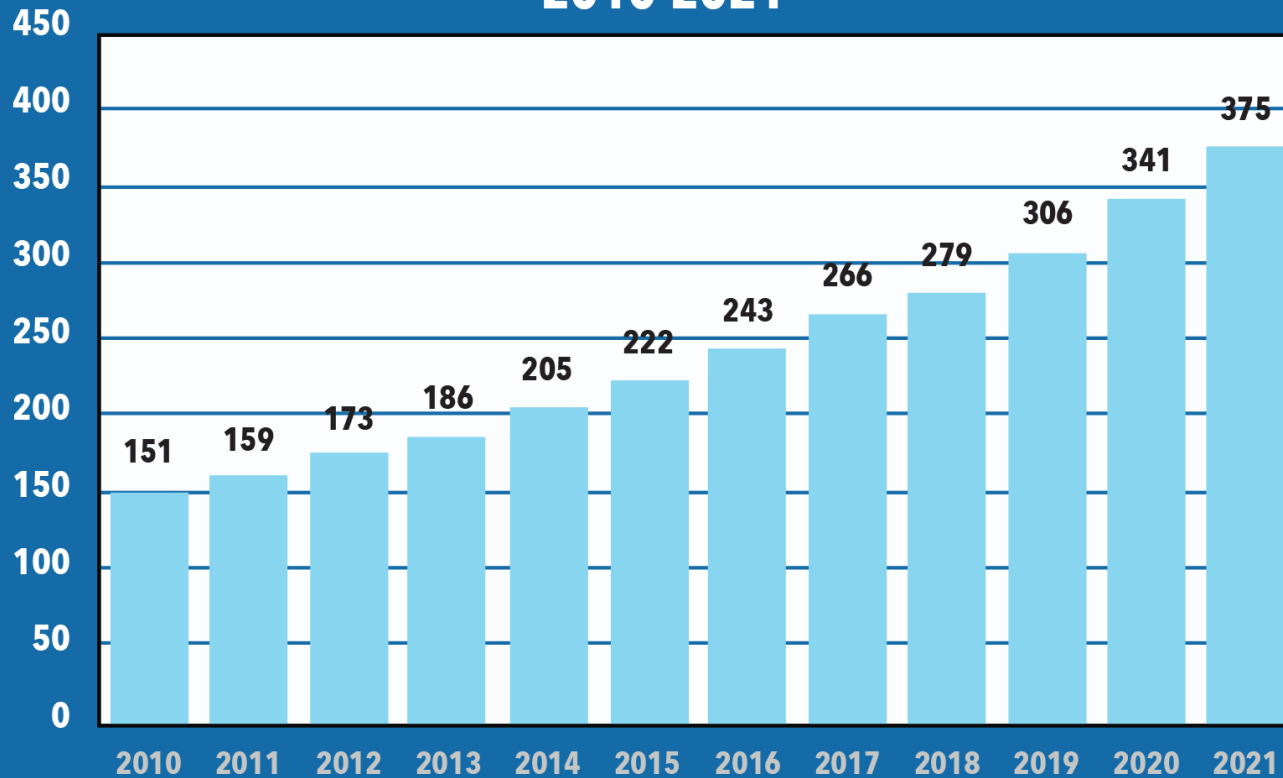
DANVILLE SINGLE FAMILY PENT-UP SUPPORT

606 SINGLE FAMILY HOMES OVER \$250,000

Distribution of Single-Family Home Deficits



SINGLE FAMILY TRANSACTIONS OVER \$250,000 DANVILLE, VIRGINIA 2010-2021



PRICE RANGE	PERCENT INCREASE 2010-2021
\$200,000 - \$249,999	197.5%
\$250,000 - \$299,999	157.1%
\$300,000 - \$349,999	110.0%
\$350,000 - \$399,999	111.1%
\$400,000 - \$449,999	100.0%
\$450,000 - \$499,999	157.1%
\$500,000 - \$749,999	160.0%
\$750,000 - \$999,999	0.0%
Total	148.3%

DANVILLE APARTMENT PENT-UP DEMAND

760 APARTMENTS WITH RENTS
\$700 TO \$1,500 (Studio-Three-Bedroom)

- There are **3,355** existing renters with incomes to support modern rental product.
- There are only **538** existing units available to **3,355** income qualified residents.

DANVILLE APARTMENT UNMET NEED

760 APARTMENTS WITH RENTS

\$700 TO \$1,500 (Studio-Three-Bedroom)

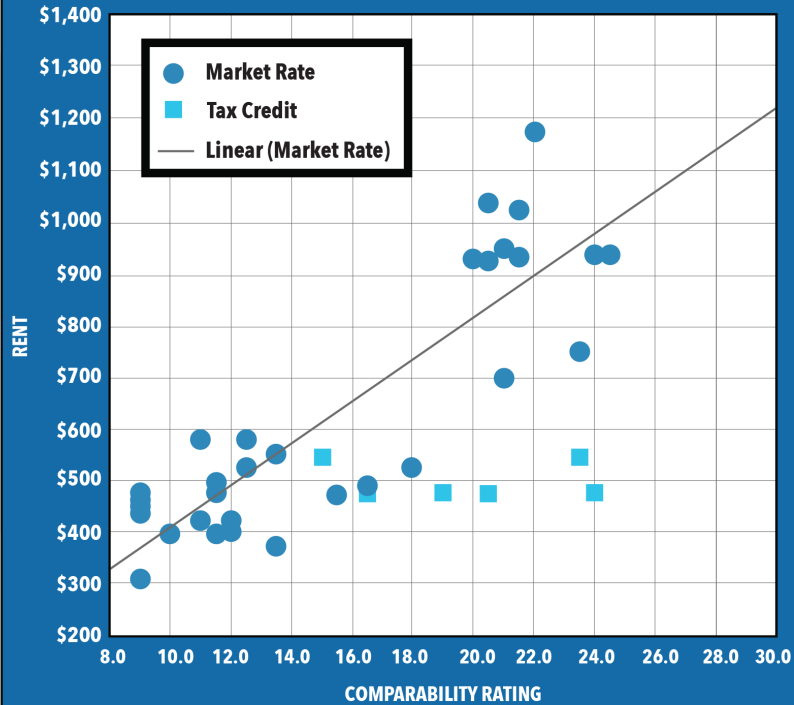
- There are over **600** existing renters age 62+ with incomes to support modern rental product.
- Nearly all available rental products is not senior friendly...Mostly **2** and **3** story walk-ups and townhomes.
- Does not include homeowners aging in place and ready to make a lifestyle change.

RENT AND VACANCY SUMMERY - EXISTING

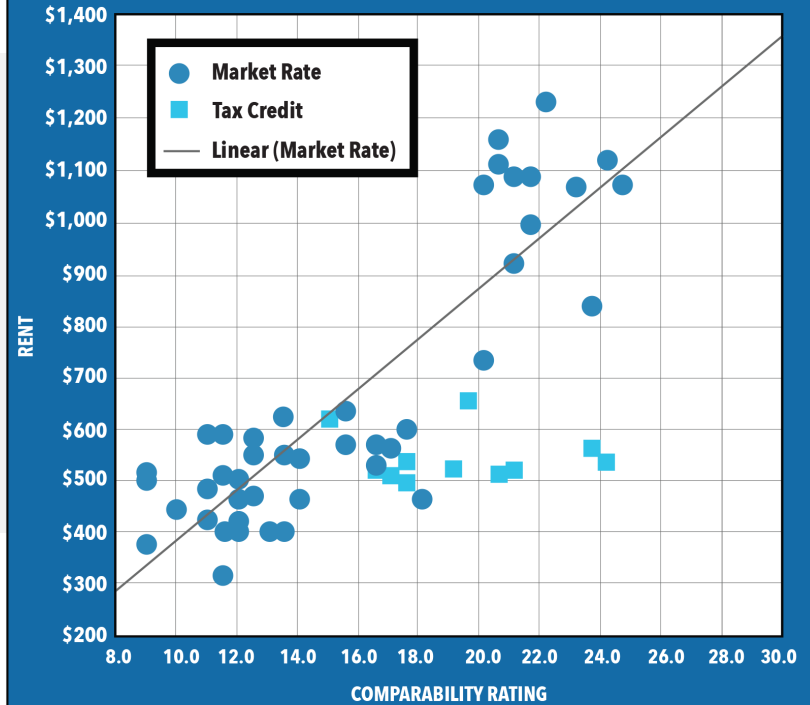
MARKET
Northern Virginia 2021

UNIT TYPE	UNITS	VACANCY RATE	MEDIAN RENT	UPPER-QUARTILE	
Studio	62	6.5%	\$375	\$670	\$810
One-Bedroom	838	2.3%	\$525	\$750	\$1,276
Two-Bedroom	1,544	3.0%	\$600	\$665	\$1,519
Three-Bedroom	379	0.5%	\$721	\$745	\$1,612
Four-Bedroom	19	0.0%	\$772	\$921	
Total	2,842	2.5%			

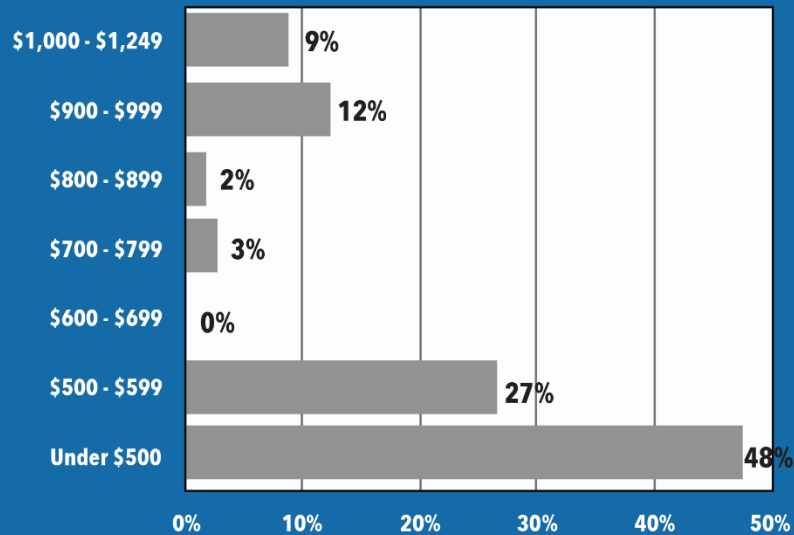
ONE-BEDROOM UNITS BY RENT AND COMPARABILITY RATING DANVILLE VA



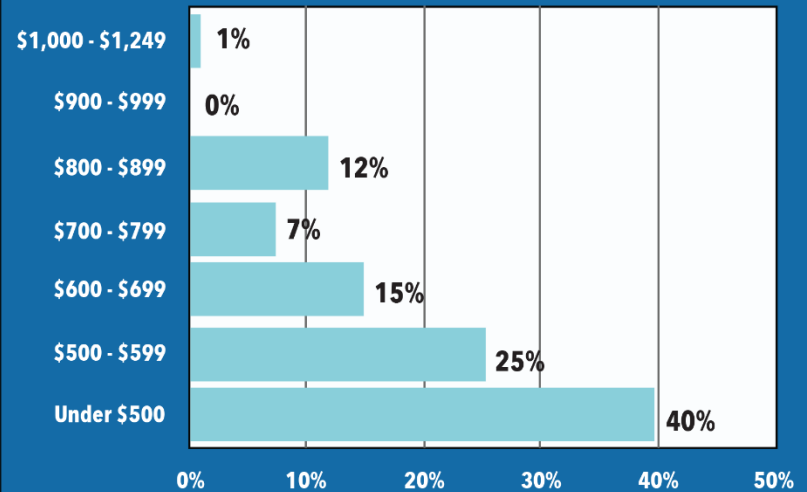
TWO-BEDROOM UNITS BY RENT AND COMPARABILITY RATING DANVILLE VA



DISTRIBUTION OF ONE-BEDROOM UNITS BY RENT RANGE (Inc. U/C) DANVILLE, VA

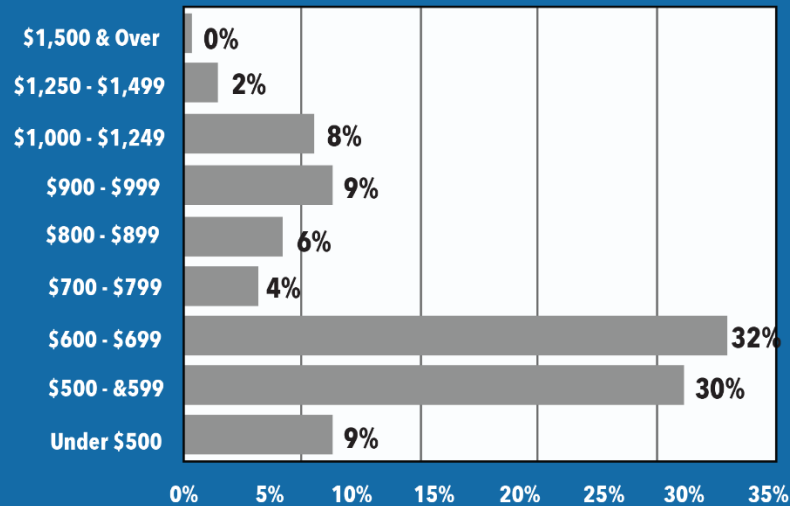


DISTRIBUTION OF ONE-BEDROOM UNITS BY RENT COMBINED PEER CITIES



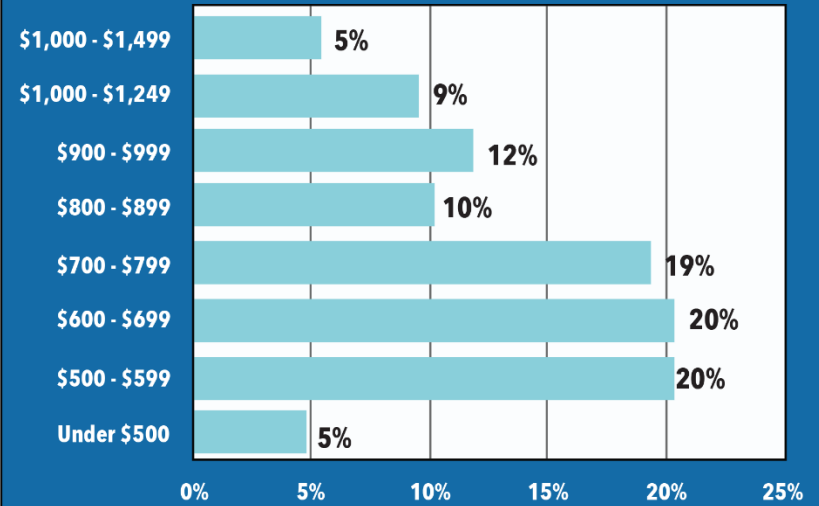
Source: Economic Development Strategies, LLC

DISTRIBUTION OF TWO-BEDROOM UNITS BY RENT RANGE (Inc. U/C) DANVILLE, VA



Source: Economic Development Strategies, LLC

DISTRIBUTION OF TWO-BEDROOM UNITS BY RENT COMBINED PEER CITIES



**3,900 New Jobs impacting the
Danville Region within the
next 18 months.**

Defining the impact –
The Housing Demand Model

HOUSING DEMAND MODEL

- Identifies immediate and long-term impact on housing
- Impact on existing employment base
- New residents to area
 - Single family demand by price
 - Apartment demand by rent range

3,900 NEW JOBS SUPPORT.....

1,563 ADDITIONAL APARTMENTS

Workforce Apartments (\$750 - \$1,000)	990
Upscale Apartments (\$1,000 - \$1,500)	573
Total	1,563

3,900 NEW JOBS SUPPORT.....

234 ADDITIONAL SINGLE-FAMILY HOMES

Entry Level Homes (<\$300,000)	70
Move-Up Homes (\$300,000 - \$450,000)	144
Upscale Homes (\$450,000+)	20

Total 234

HOUSING DEMAND SUMMARY - 2023

	Pent-up Demand	Job Driven Demand	TOTAL
Single Family Homes	606	234	840
Apartments	760	1,563	2,323
Total	1,366	1,797	3,163

TOTAL HOUSING NEEDS
3,163 HOMES

IF YOU BUILD IT, THEY WILL COME..



THEY ARE ALREADY HERE

QUESTIONS?

THANK YOU

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