

5th Southern Virginia Regional Housing Summit - Oct 8, 2026

Southern Virginia
REGIONAL ALLIANCE

Southern Virginia Housing Benchmark 2027

A regional baseline for workforce growth, housing choice and development opportunity through 2031



Set the benchmark.
Measure progress.
Invite investment.

Housing is workforce infrastructure

The regional competitiveness chain



Why it belongs here

Companies recruit people, not just jobs. Housing affects hiring, retention and expansion decisions.

What changes today

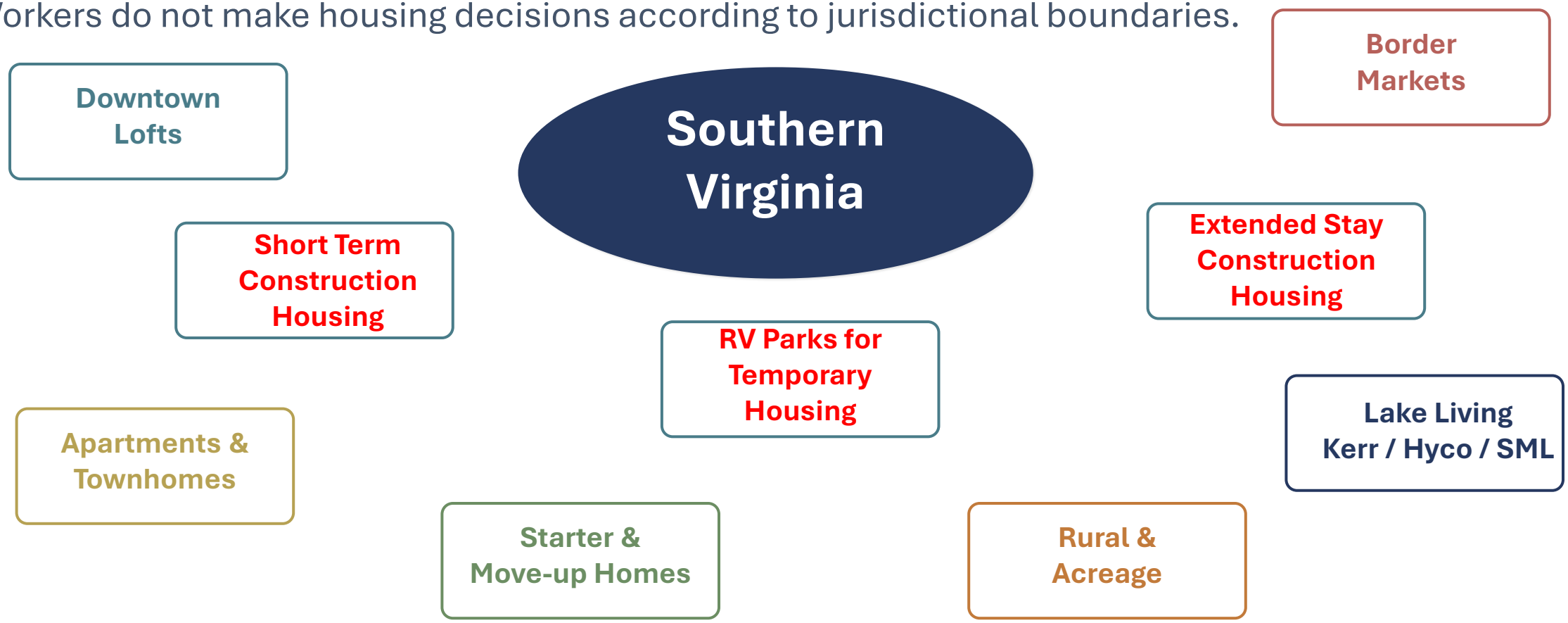
We move from housing need as an issue to housing capacity as economic infrastructure.

What developers need

A clear view of demand, sites, infrastructure, incentives and local readiness.

One region — many housing choices

Workers do not make housing decisions according to jurisdictional boundaries.



SVRA localities + surrounding commuter/lifestyle markets

Three housing markets — one regional strategy

A single unit count can hide very different demand drivers.

1. Permanent Workforce

People moving here or remaining here for long-term employment.

Needs: rentals, attainable ownership, move-up homes, professional/executive choices.

2. Existing Residents

Current households moving through the market.

Needs: starter homes, downsizing, senior housing, rehab and replacement housing.

3. Project Workforce

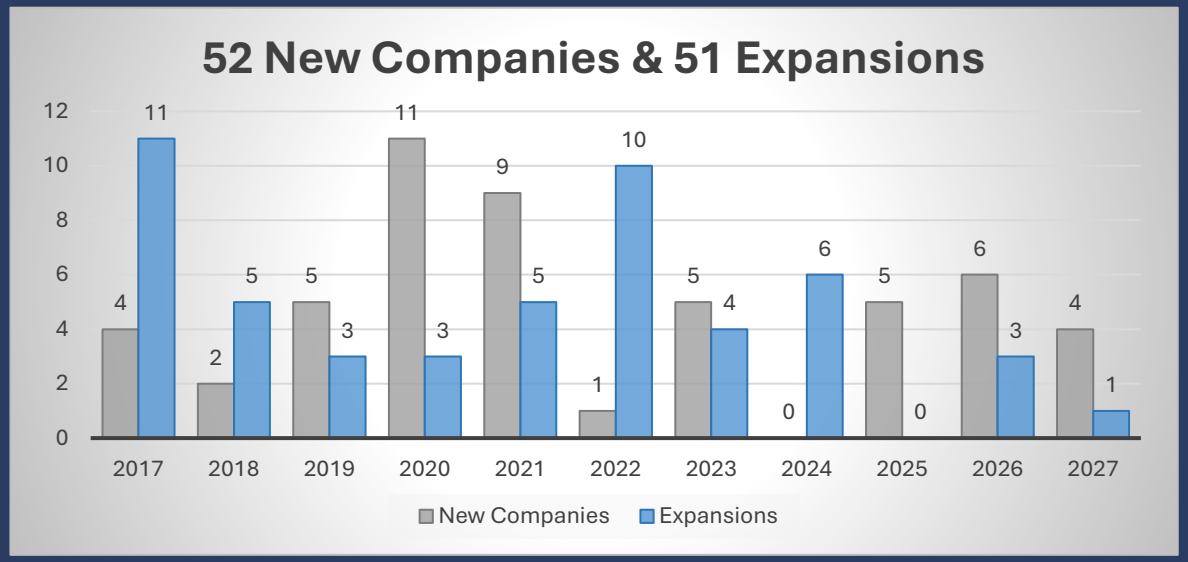
Construction, trades, installers, engineers and commissioning teams.

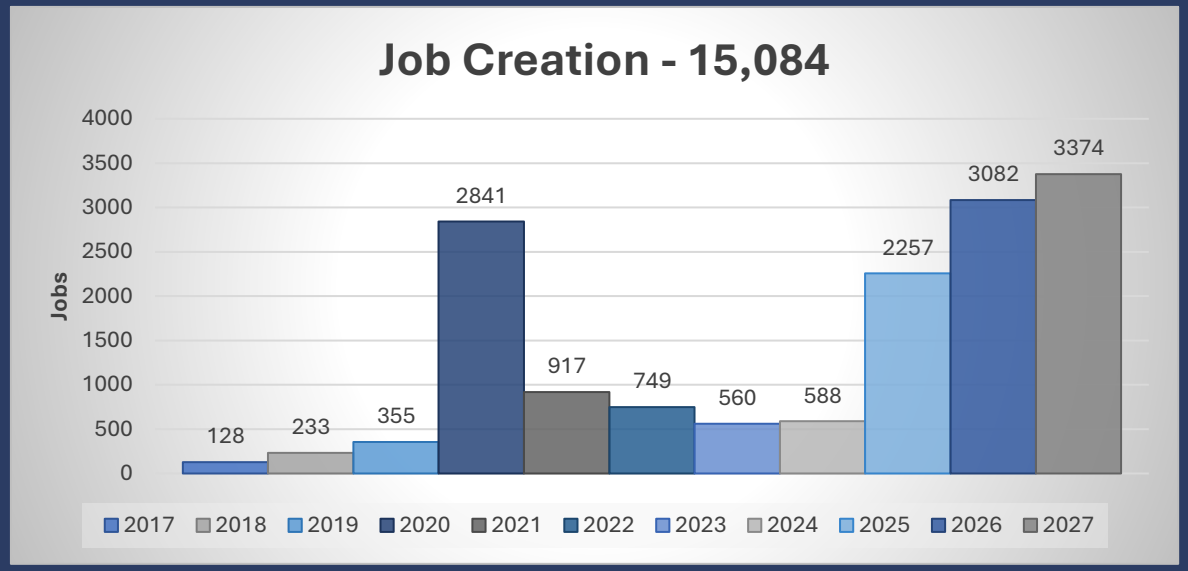
Needs: flexible leases, furnished rentals, extended stay and convertible product.

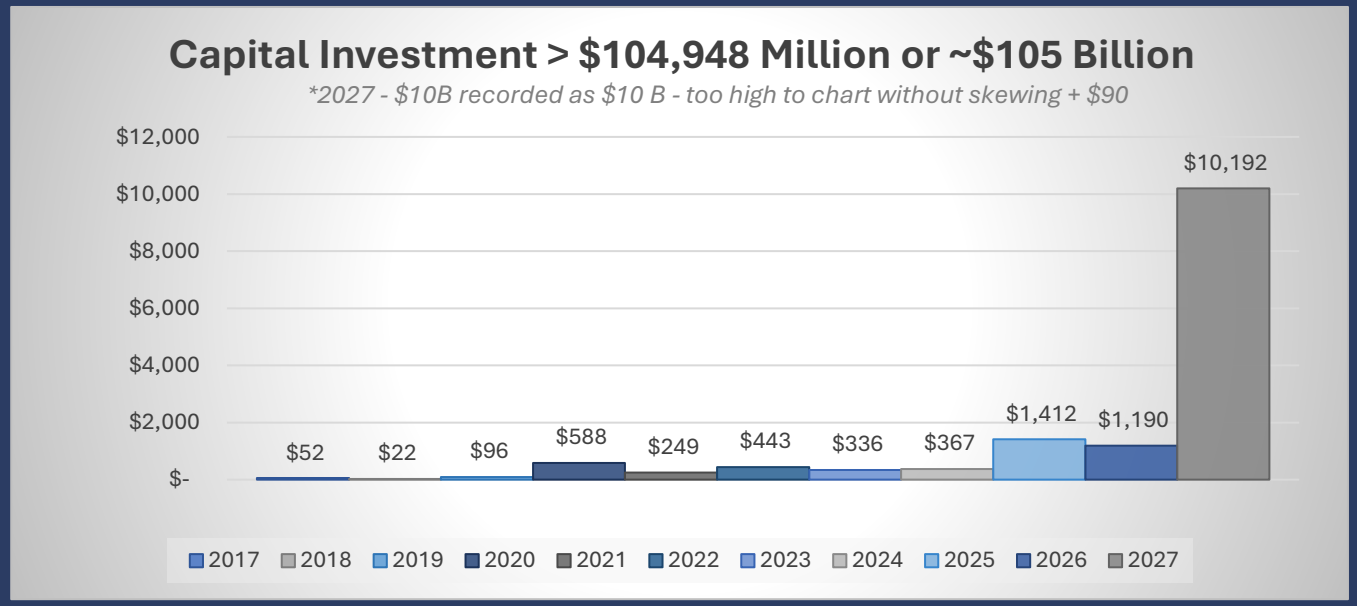
The benchmark must measure all three — not just new workers.

Impact Metrics FY 2017 – FY 2027 To-Date *(7/1/2017-10/8/2026)*

52 New Companies; 51 Expansions; 15.084 Jobs; > $104.948 B in Capital Investment To-Date







This is not a construction spike — it is a regional development cycle

Multiple overlapping projects create short-, moderate- and long-duration project workforce demand.

	2027-28	2029-31	2032-36	Longer
Microsoft / Mecklenburg	HIGH	HIGH	SIGNIFICANT	ONGOING
Hitachi / Halifax	HIGH	MODERATE		
Microporous / SVMS	HIGH	HIGH	MODERATE	
AVIO / Hurt	MODERATE	START-UP		
Proposed mega project	TO VERIFY	TO VERIFY		
STACK / SVMS	HIGH	HIGH	HIGH	HIGH

Developer opportunity: flexible, furnished, extended-stay and potentially convertible housing products.

What the regional scorecard is designed to tell us

A shared fact base for solutions — not a ranking of communities.

Market Availability

for-sale, rental, vacancy, price

Production & Pipeline

delivered, construction, approved, proposed

Development Readiness

sites, utilities, zoning, incentives

Workforce Fit

wages, price points, commute, product type

Pipeline certainty matters



The closer a unit is to occupancy, the more weight it should carry in the benchmark.

Invitation to invest — and commitment to measure

2027 now becomes the baseline. 2031 becomes the next five-year measurement point.

What localities can do

- Verify project status
- Identify development-ready sites
- Clarify zoning and approval processes
- Share incentives and infrastructure tools

What developers can do

- Tell us what makes projects feasible
- Identify barriers and product gaps
- Evaluate Southern Virginia as a regional portfolio

What SVRA will do

- Maintain the benchmark
- Share regional data publicly
- Convene partners around solutions
- Report progress through 2031

Housing is regional economic infrastructure. Our opportunity is to help the market deliver more choices, in more places, at more price points.

A DECADE OF SIGNIFICANT IMPACTS

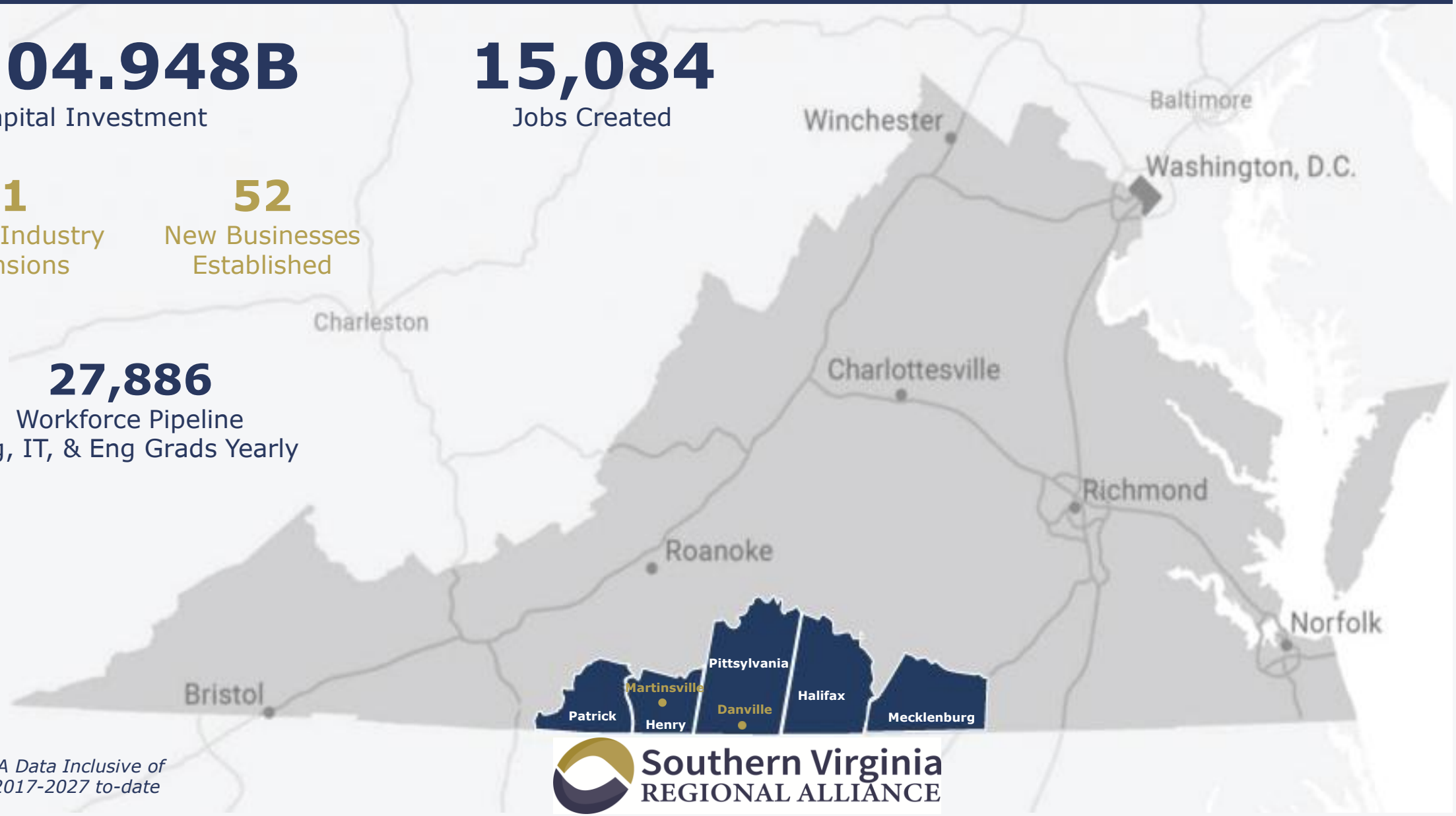
>$104.948B
Capital Investment

15,084
Jobs Created

51
Existing Industry Expansions

52
New Businesses Established

27,886
Workforce Pipeline
Mfg, IT, & Eng Grads Yearly



SVRA Data Inclusive of FY 2017-2027 to-date

Southern Virginia
REGIONAL ALLIANCE