



Richmond Regional Housing Framework

TOWN OF ASHLAND SUMMARY 2020

Although Ashland is surrounded by the residential and commercial growth of Hanover, the town has retained its idyllic charm and historic neighborhoods. Given that fifty-percent of the town's homes are not single-family, detached units, Ashland is looking for creative ways to diversify its housing stock and work with regional partners to solve broader housing challenges. The "Center of the Universe", as the town is known, acknowledges that it can keep its quaint, Main Street-style feel while still working towards a future of stable growth.



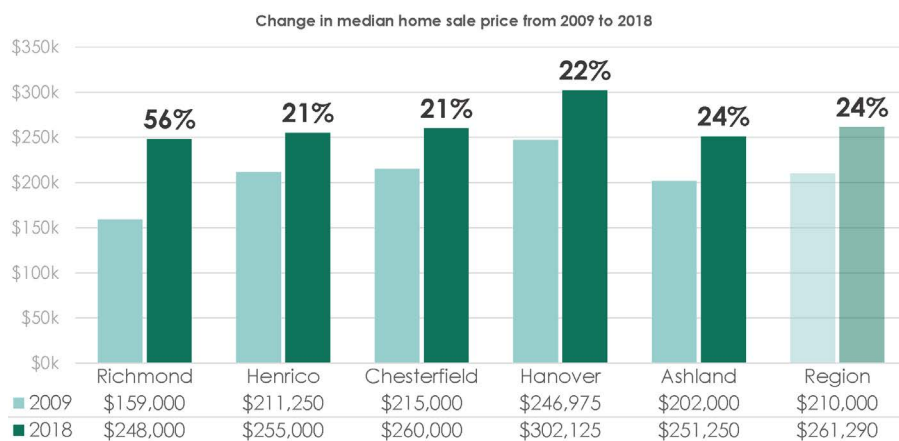
REGIONAL HOUSING FRAMEWORK

RRHF Findings

Wages are not keeping pace with rising housing costs in Ashland.

The average home is 24% more expensive now than in 2009. Homeownership is a major challenge for elementary school teachers, electricians, licensed nurses, and other critical workers in the town.

Source: Central Virginia Region MLS; 2005-2017 American Community Survey, 5-year estimates



Most of Ashland's housing stock is more than 40 years old.

There are over 1,100 homes in the town built prior to 1970, compared to less than 200 homes built since 2010. Preserving and enhancing the town's aging housing stock should be a priority moving forward to maintain quality homes for residents.

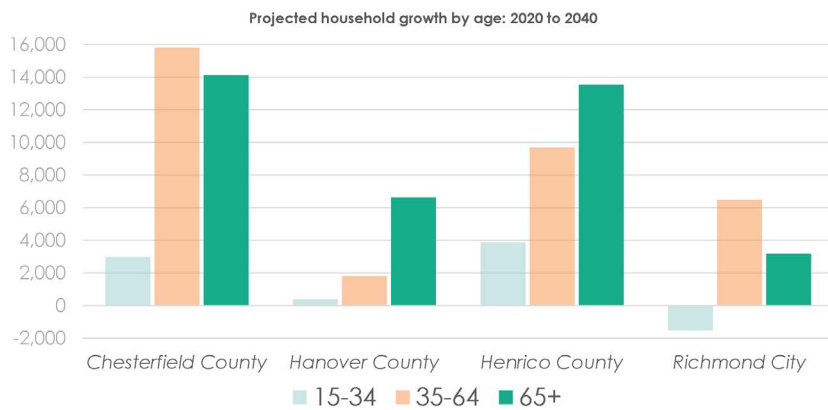
Source: 2013-2017 American Community Survey, 5-year estimates

High housing costs impact both homeowners and renters.

In Ashland, 37% of all households are cost-burdened. 27% of the town's homeowners are cost-burdened and 49% of renters are cost-burdened. More than 80% of both homeowners and renters making less than 30% of the Area Median Income (AMI) in the town are cost-burdened.

Source: Virginia Center for Housing Research, 2019

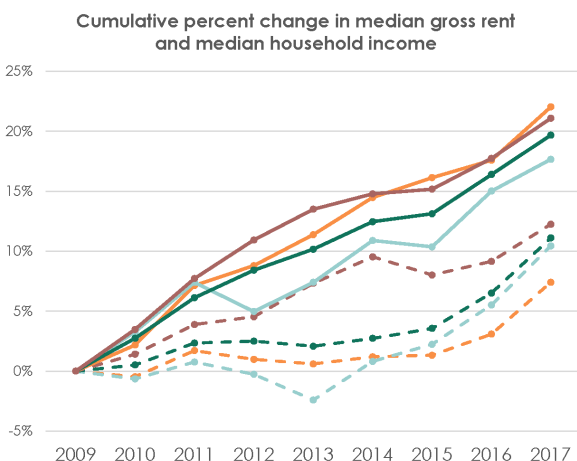




Ashland's housing challenges impact senior households.

17% of the town's residents are over the age of 65. Roughly 59% of Ashland senior households earn less than 50% of the Area Median Income (AMI).

Source: Virginia Center for Housing Research, 2019



Many future jobs will not be high-paying.

Most of the region's job growth in the next decade will be occupations with wages needing monthly housing costs of \$1,000 or less. To have healthy economic development, Ashland will need to consider ways for these workers to have adequate housing opportunities.

Source: Virginia Employment Commission, Long-Term Workforce Area Occupational Projections, 2016-2026 (for Capital Region Workforce Partnership Workforce Investment Area)

Framework Vision

Everyone in the Richmond region will have a stable, healthy, and affordable place to call home.

Framework Goals

- **Goal 1:** Increase the supply of affordable rental housing in the region.
- **Goal 2:** Support racially inclusive wealth creation by increasing homeownership opportunities for moderate and low-income households.
- **Goal 3:** Ensure that our growing senior population is safely and affordably housed.
- **Goal 4:** Improve housing quality and ensure better health and safety for residents.
- **Goal 5:** Expand housing stability and stop displacement.
- **Goal 6:** Expand housing choices for moderate and low-income households.

Selected Solutions for Town of Ashland

- **Solution 1-B:** Preserve naturally occurring affordable housing through proactive outreach to owners and incentives to retain affordability.
- **Solution 1-D:** Reduce barriers to accessory dwelling units in residential districts.
- **Solution 1-C:** Extend affordability terms for assisted rental developments with expiring use subsidies or use restrictions by incentivizing preservation.
- **Solution 2-A:** Support and expand the community land trust homeownership model.
- **Solution 2-B:** Create a regional center for homeownership that is a one-stop resource hub.
- **Solution 2-C:** Build a region-wide, racially equitable homeownership program.
- **Solution 2-D:** Reduce land cost per home by encouraging higher density homeownership, including smaller, innovative home types.
- **Solution 3-A:** Promote and expand existing senior tax relief programs for homeowners.
- **Solution 3-B:** Increase housing rehab, home accessibility and critical home repair assistance programs.
- **Solution 4-A:** Improve aging housing stock by expanding resources and access to affordable rehab programs.
- **Solution 6-A:** Begin an awareness campaign to demonstrate the importance and value of affordable housing.

Visit PHARVA.com/Framework for full survey results, interactive data dashboards, and dozens of solutions.