



# Goochland County Housing Study

Board of Supervisors  
Presentation  
May 2021

# Housing GVA Members

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## **GoochlandCares**

Sally Graham  
Carol Dunlap

## **Virginia Department of Health**

Caitlin Hodge

## **Better Housing Coalition**

Greta Harris

## **Goochland County Public Schools**

Debbie White  
Jeremy Raley

## **Goochland Habitat for Humanity**

Knight Bowles  
Joe Morgan

## **Goochland Christian Churches Association**

Mike Hennigan

## **Goochland County**

Todd Kilduff  
Derek Stamey  
Kenneth Young  
Kimberly Jefferson  
Kendall Tanaka

## **Goochland Health Department**

Nancy Davis

## **Goochland- Powhatan Community Services Board**

Stacy Gill

## **Goochland NAACP**

Wendy Hobbs

## **Shrine of the Black Madonna**

Sekou Shabaka

## **PlanRVA**

Martha Heeter

## **Richmond Memorial Health Foundation**

Fred Karnas

## **Community Members**

Manny Alvarez  
Paul Costello  
Vernon Fleming  
James Melton  
Kerry Crowley

# Project Team



**Erica Sims**

Senior Programs Associate



**Eric Mai**

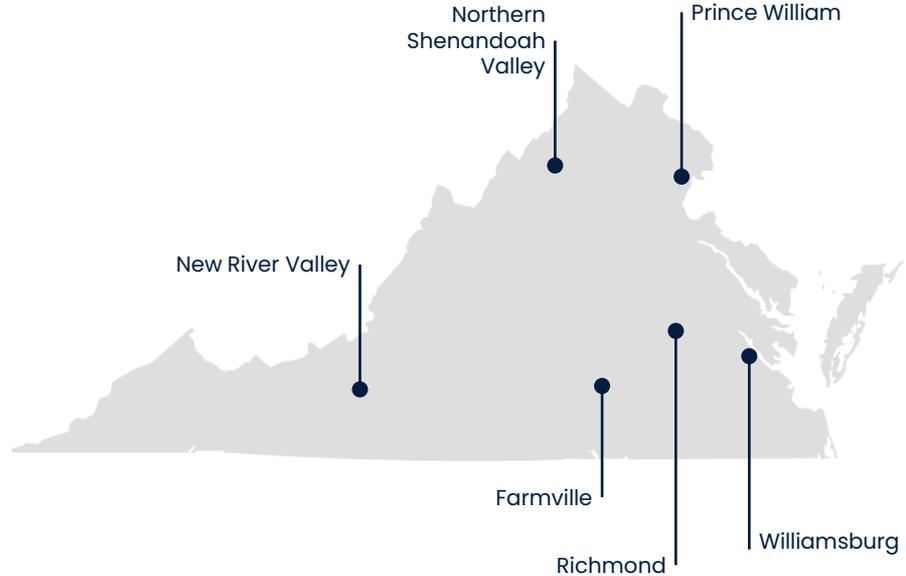
Research Associate



**Whitney Brown**

VCU Wilder Fellow

## OUR RECENT WORK



Focus Groups +  
Interviews

Community Survey

Data & Market  
Analysis

Recommendations

**Findings**

# Goochland County – Strengths

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## Strong Housing Market

Median household income in the County is high (\$89,741), as are median sales prices (\$421,795).



## Sustained Demand

Goochland land and homes prices have increased steadily over the decade. Projected job growth in the County is strong.



## Managed Growth

Goochland has grown more slowly than surrounding jurisdictions.



## Increased Housing Diversity

More senior and rental housing is in the pipeline.

# Challenges

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+20%



## Scarcity of starter and middle-market homes

In 2020 median home price was \$421K. 53% of Goochland County residents earn less than \$100K and it takes approximately \$106k to purchase the median home.



## Growing Senior Needs

The senior population will almost double by 2040 and One in three seniors living alone is cost burdened.



## Goochland County employees are living elsewhere

Only 9% of the people employed in the County live in the County.



## There is an uneven distribution of resources and incomes across the County

The lack of infrastructure in Western Goochland has led to an unequal housing market.

# Recommendations – Quick Starters

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## Expand Home Repair Work

Increase the number of homes repaired in Goochland County for residents in aging homes with limited means.

## Increase Affordable Rental Housing Opportunities

Assist qualified developers in building rental housing at a variety of price points.

## Increase New Affordable Homeownership

Support existing programs that create affordable homeownership opportunities.

## Support a Community Land Trust (CLT)

Protecting attainable housing for future generations.

# Recommendations – Longer-Term & Coordinated

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## Expand Tax Relief Program

Support existing residents who are becoming cost burdened by lowering their tax burden.

## Develop a Tiny Cottage Community

Small density rental or homeownership for the County's smaller households.

## Expand ADU Ordinance

Increase access to accessory dwelling units.

## Evaluate an Affordable ADU Ordinance

Consider how adding affordable housing into new planned developments may create housing diversity.

## Promote Modular Housing

Encourage the investment in innovative products that drive down cost.

# Thank you

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