



November 12, 2025 City Council Meeting

## **Title**

Presentation of Neff Avenue Development Opportunity Update—Liz Webb, Housing Coordinator

## **Summary**

City Council will receive an update on the Neff Avenue Development Opportunity including anticipated next steps.

## **Fiscal Impact**

Proceeding to contract will involve disposition of land at no cost in exchange for development of affordable housing.

## **Context & Analysis**

In response to community concerns about housing affordability, the City of Harrisonburg commissioned a market study to explore housing needs and possible solutions. That 2021 study and a subsequent site analysis identified the 7.825-acre City-owned property adjacent to A Dream Come True playground due in part to its size and its proximity to schools, transit, parks, and shopping. In July 2025, the City issued a Development Opportunity offering the Neff Avenue Site to a qualified, experienced developer able to deliver high quality rental housing with long-term affordability. Twelve proposals were received and evaluated, and Pennrose was selected as the prospective development partner. Staff look forward to negotiating a contract for the Neff Avenue Site with them after they are introduced to City Council and the community.

Referenced materials are as follows:

- City of Harrisonburg Comprehensive Housing Assessment and Market Study, [www.harrisonburgva.gov/housing-study](http://www.harrisonburgva.gov/housing-study)
- Affordable Housing Development Site Analysis, [www.harrisonburgva.gov/sites/default/files/city-manager/files/Housing/Property\\_Technical\\_Study.pdf](http://www.harrisonburgva.gov/sites/default/files/city-manager/files/Housing/Property_Technical_Study.pdf)
- Presentation - Affordable Housing Development Site Analysis, <https://harrisonburgva.legistar.com/LegislationDetail.aspx?ID=6549073&GUID=3793E170-A4C9-4CAE-93C1-00EE89CB7AA9&Options=&Search=>
- Presentation - Affordable Housing and City-Owned Properties, <https://harrisonburgva.legistar.com/LegislationDetail.aspx?ID=6840534&GUID=4B03DCE2-4065-40D2-A37E-117F30D89CB2&Options=&Search=>
- Neff Avenue Affordable Housing Development Opportunity, [www.harrisonburgva.gov/sites/default/files/city-manager/files/Housing/Neff\\_RFP.pdf](http://www.harrisonburgva.gov/sites/default/files/city-manager/files/Housing/Neff_RFP.pdf)

## **Attachments**

1. PowerPoint Presentation