



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
- Affordable Housing Development Site Analysis, 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

Attachments

1. PowerPoint Presentation