
RAPPAHANNOCK-RAPIDAN REGIONAL COMMISSION REGIONAL HOUSING STUDY

LOCALITY PROFILE:

MADISON COUNTY



ABOUT THE STUDY

The Rappahannock-Rapidan Regional Commission engaged economic development consultant Camoin 310 to create a **Regional Housing Study**. The process for completing the Study included several components: research and data analysis, interviews with stakeholders, zoning ordinance review, and identification of potential tools and strategies. This report is a compilation of high-level findings for **Madison County**. The full report and strategic recommendations can be found by following the links below:

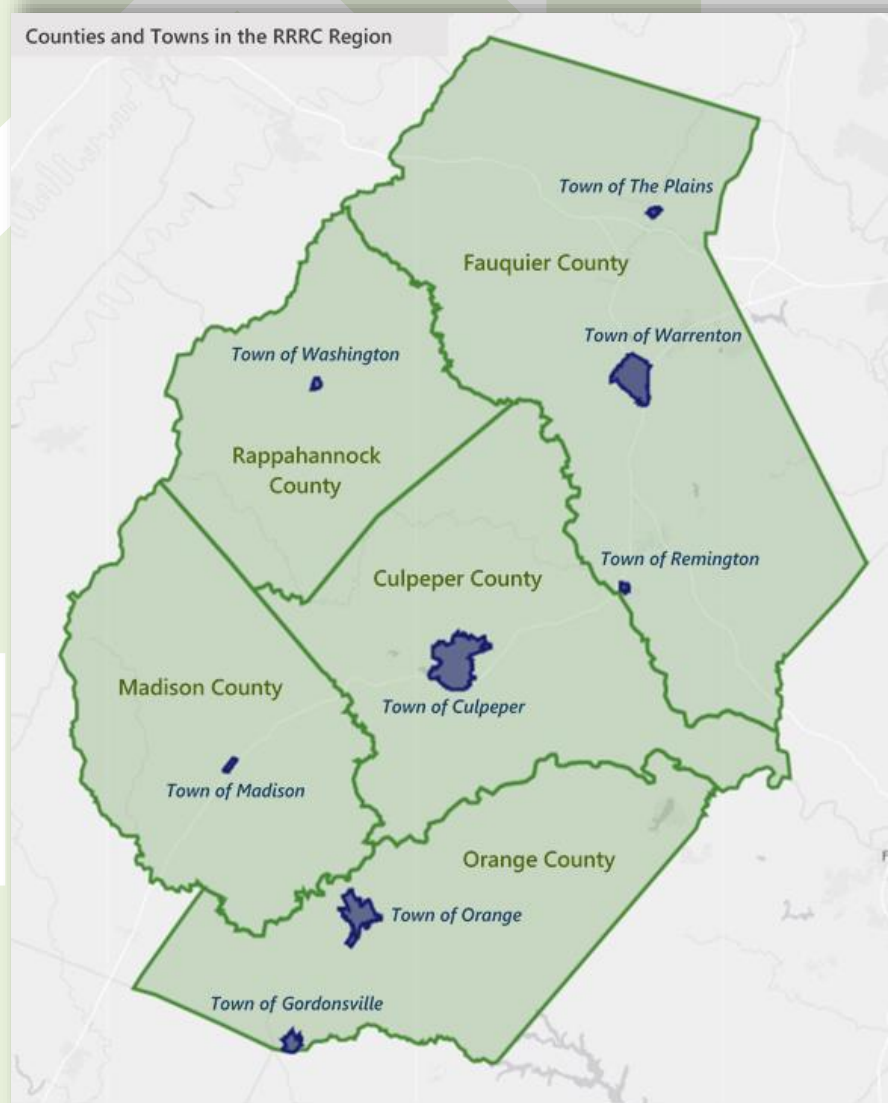
[Regional Housing Study Executive Summary Report](#)

[Appendix A: Baseline Data Analysis](#)

[Appendix B: Housing Demand Analysis](#)

[Appendix C: Zoning Ordinance Review](#)

[Appendix D: Strategy Matrix](#)



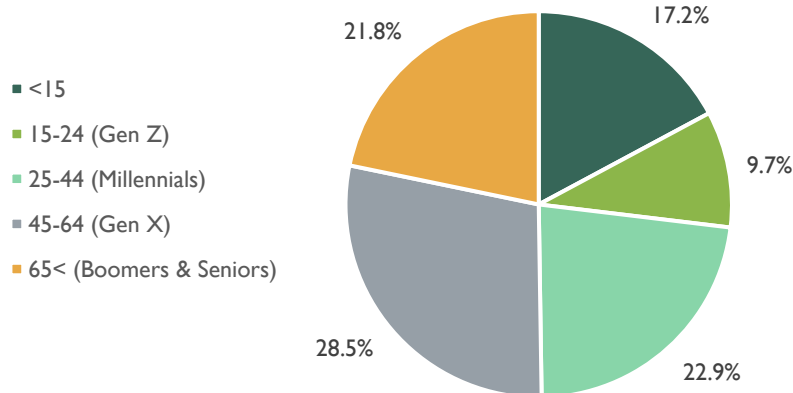
DEMOGRAPHIC SNAPSHOT

POPULATION & INCOME

Madison County has grown in population by 2.1% from 2003-2018 and decreased by 0.8% from 2013-2018.

The Median Household Income in the Town is \$52,324 compared to \$78,414 in the Region.

Distribution of Age



Madison County has the highest percentage of its population in the 45-64 and 25-44 age range.

COMMUTE PATTERNS

The percent of employees living within Madison County has decreased since 2002, dropping by 8.4%.

The percent of residents working within the county has dropped by 12.1% since 2002.

HOUSING SNAPSHOT

OCCUPANCY

- In Madison County, 61.4% of housing is owner-occupied; 22.5% is renter-occupied; 5.1% is seasonally vacant; and 11% is otherwise vacant.
- Regionwide, 68.3% of housing is owner-occupied; 21.1% is renter-occupied; 3.4% is seasonally vacant; and 7.2% is otherwise vacant.
 - “Other Vacant” includes homes rented or sold but not occupied, for sale or rent and not occupied, or housing for migrant workers, etc.

TYPE & AGE

- In Madison County, 90.6% of units are in single-family detached homes. 3.4% are mobile homes, and 2.2% are in structures with 2 units.
- The median year a structure was built in the county was 1978, compared to 1985 in the Region.

Housing Occupancy, 2018										
	Count					Percent				
	Owner Occupied	Renter Occupied	Seasonally Vacant	All Other Vacant	Total	Owner Occupied	Renter Occupied	Seasonally Vacant	All Other Vacant	Total
Culpeper County	12,539	4,364	358	1,238	18,499	67.8%	23.6%	1.9%	6.7%	100.0%
Fauquier County	19,017	5,316	592	1,710	26,635	71.4%	20.0%	2.2%	6.4%	100.0%
Madison County	3,714	1,364	311	664	6,053	61.4%	22.5%	5.1%	11.0%	100.0%
Orange County	10,448	3,005	542	1,066	15,061	69.4%	20.0%	3.6%	7.1%	100.0%
Rappahannock County	2,196	780	573	406	3,955	55.5%	19.7%	14.5%	10.3%	100.0%
Town of Culpeper	3,464	2,648	94	328	6,534	53.0%	40.5%	1.4%	5.0%	100.0%
Town of Orange	776	1,017	0	123	1,916	40.5%	53.1%	0.0%	6.4%	100.0%
Town of Warrenton	2,322	1,442	15	339	4,118	56.4%	35.0%	0.4%	8.2%	100.0%
RRRC Region	47,914	14,829	2,376	5,084	70,203	68.3%	21.1%	3.4%	7.2%	100.0%

Source: Source: Source: American Community Survey 5-Year Estimates, 2014-2018

HOUSING AFFORDABILITY BY RESIDENT WORKERS

- Given incomes earned within each county, we tested home affordability against the most recent home sales data, from Q2 of 2020.
- In all counties there is an income deficit to afford a median priced home. This means that to not be cost burdened, households would need to earn \$11,000 to \$22,000 more depending on where you are in the region.
- To afford a median priced home in Madison County, resident workers would need to earn \$67,480 per household.

Mortgage Income Deficit: Median Home Price vs. Household Income

	Culpeper County	Fauquier County	Madison County	Orange County	Rappahannock County	RRRC Region
Median Price of Home*	\$349,000	\$440,000	\$300,000	\$272,000	\$310,000	\$368,000
Down Payment of 10%	\$34,900	\$44,000	\$30,000	\$27,200	\$31,000	\$36,800
Loan Amount	\$314,100	\$396,000	\$270,000	\$244,800	\$279,000	\$331,200
Average Mtg Payment, 30 Years at 3.5% with Additional Costs**	\$1,943	\$2,188	\$1,687	\$1,541	\$1,740	\$2,042
Household Income Threshold	\$77,720	\$87,520	\$67,480	\$61,640	\$69,600	\$81,680
Resident Household Income	\$66,034	\$76,873	\$48,729	\$49,681	\$47,975	\$64,911
Income Deficit	-\$11,686	-\$10,647	-\$18,751	-\$11,959	-\$21,625	-\$16,769

* Median home sales in the region for Q2 2020.

**Average Mortgage Payment includes private mortgage insurance, taxes, and insurance, for comparable priced houses within each region.

Source: Emsi, Zillow, Greater Piedmont Realtors, Gale Harvey Real Estate, Camoin 310

ORDINANCE REVIEW

There are practices that, when included in a housing ordinance or local zoning code, can help or hinder the supply of attainable housing and/or make it easier or more difficult to develop. We examined the following practices to understand the extent to which these exist in Madison County and other localities in the Region. The charts below outline our findings for Madison County.

Practices That Encourage	Findings
Inclusionary Zoning	None found.
Incentives and Bonuses	None found.
Allow Flexibility (minimum restrictions)	None found.
Fee Waivers and Tax Exemptions	None found.
Priority to attainable housing developers	None found.
Overlay zoning to reduce SF and increase attainable units	None found.
A variety of resident types available (mobile homes, townhomes, SF, etc.)	Madison County provides a variety of housing options including rural single-family houses, single detached dwelling units, multiple family dwelling units, townhouses and more.

Practices That Hinder	Findings
Minimum buildable lot size	R-1: 1.5 acres/1 acre; R-2: 1.5 acres/.75 acres; R-3: 10,000 sq. ft + 2,000 sq. ft per dwelling unit
Density requirements	R-2: Not greater than 6 units/acre or cannot cover more than 12.5% of total lot area; R-3: Not greater than 8 units/acre or cannot cover more than 35% of total lot area.
Setbacks	R-1, R-2, R-3: 35 ft or more
Parking requirements	2 spaces/unit; 1 space/unit for senior community
Open space requirements	40% of lot area as open space for multiple/single family dwellings



HOUSING DEMAND

Housing demand can be seen in current trends in the real estate market and anticipated changes in future household growth.

REAL ESTATE TRENDS

Since 2015, Madison County's real estate market has seen:

6% increase in annual home sales

21% increase in median price

63% decrease in average days on the market

PROJECTED HOUSEHOLD CHANGE

Madison County is expected to have a net loss of 11 households by 2024. Most households in decline will be in the age ranges of 25-34, 45-54, and 55-64.

Household Change by Age, 2019-2024								
	<25	25-34	35-44	45-54	55-64	65-74	75+	Total
Culpeper County	34	110	336	(178)	8	388	480	1,178
Fauquier County	(23)	87	495	(505)	(230)	678	799	1,301
Madison County	(5)	(97)	88	(72)	(124)	60	139	(11)
Orange County	7	60	148	(152)	9	250	355	677
Rappahannock County	(3)	(25)	18	(58)	(91)	37	109	(13)
Town of Culpeper	38	111	114	(26)	16	72	89	414
Town of Orange	4	0	(3)	(13)	(5)	53	26	62
Town of Warrenton	(8)	52	19	(53)	(56)	105	85	144
RRRC Region	10	135	1,085	(965)	(428)	1,413	1,882	3,132

Source: Esri

CURRENT RENTAL SUPPLY

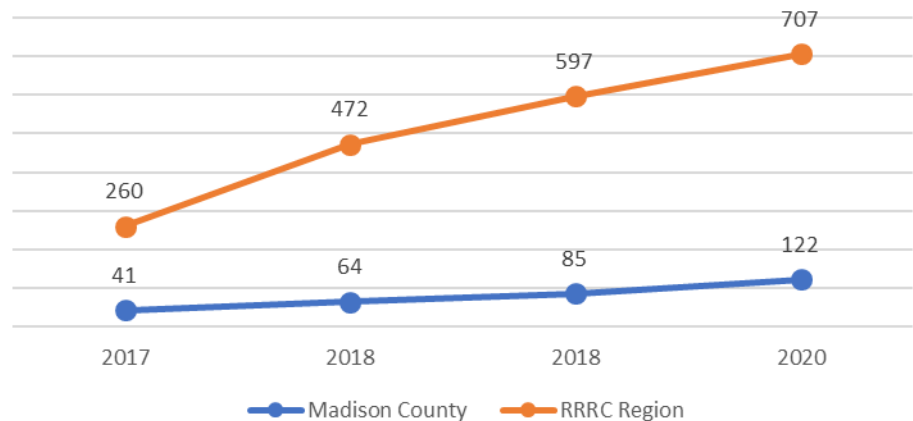
- Madison County has 1,538 rental units, with most of these as year-round rentals (90.1%).
- A low vacancy rate in year-round rentals is indicative of a lack of supply. The rental vacancy rate in Madison County is just 0.3%.

Total Rental Units, 2018									
	Culpeper County	Fauquier County	Madison County	Orange County	Rappahannock County	Town of Culpeper	Town of Orange	Town of Warrenton	RRRC Region
# of Units									
Renter Occupied	4,364	5,316	1,364	3,005	780	2,648	1,017	1,442	14,829
For Rent - Vacant	117	173	5	91	58	24	0	100	444
For Rent - Rented but not Occupied	40	127	16	0	0	0	0	0	183
Total Year-Round Rental Units	4,521	5,616	1,385	3,096	838	2,672	1,017	1,542	15,456
For Seasonal Use	75	166	122	211	67	37	66	66	641
Other Seasonal Rentals*	19	42	31	53	17	9	17	17	160
Total Seasonal Rentals	94	208	153	264	84	46	83	83	801
Total Rental Units	4,615	5,824	1,538	3,360	922	2,718	1,100	1,625	16,257
% of Units									
Renter Occupied	94.6%	91.3%	88.7%	89.4%	84.6%	97.4%	92.5%	88.8%	91.2%
For Rent - Vacant	2.5%	3.0%	0.3%	2.7%	6.3%	0.9%	0.0%	6.2%	2.7%
For Rent - Rented but not Occupied	0.9%	2.2%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Total Year-Round Rental Units	98.0%	96.4%	90.1%	92.1%	90.9%	98.3%	92.5%	94.9%	95.1%
For Seasonal Use	1.6%	2.9%	7.9%	6.3%	7.3%	1.4%	6.0%	4.1%	3.9%
Other Seasonal Rentals*	0.4%	0.7%	2.0%	1.6%	1.8%	0.3%	1.5%	1.0%	1.0%
Total Seasonal Rentals	2.0%	3.6%	9.9%	7.9%	9.1%	1.7%	7.5%	5.1%	4.9%
Total Rental Units	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: ACS 2018 5-Year Estimates; AirDNA
 * Estimate from Camoin 310

Short Term Rentals in Madison County have increased from 41 in 2017 to 122 in 2020.

Short Term Rentals, 2017-2020



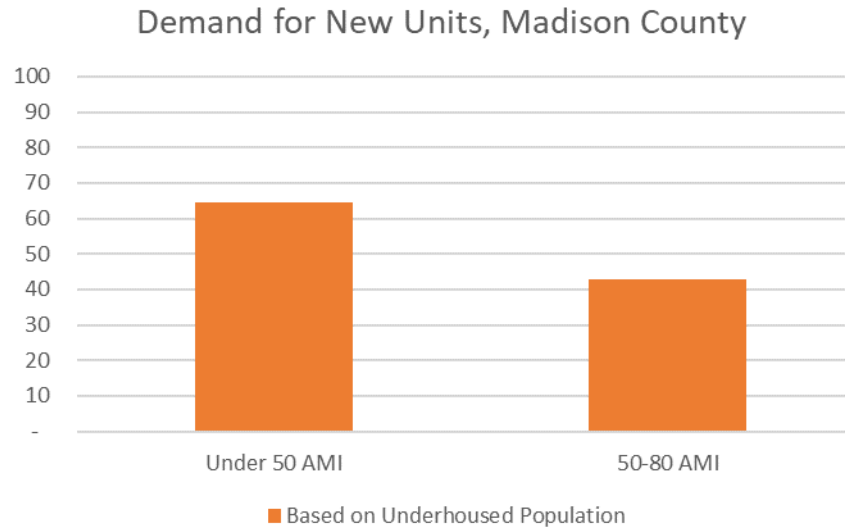
Source: AirDNA
 Includes rentals available online through services such as Vrbo and Airbnb.

HOUSING DEMAND ANALYSIS

Housing demand was generated from the growth in households over the next five years and the underhoused population (those aged 18-34 and living with others such as relatives). As there is projected negative population growth in Madison County, it has no demand for new units based on population growth.

Madison County has demand for new units based on the underhoused population at the following income levels:*

- < 50% of AMI – 64 Units
- 50-80% AMI – 43 Units



Household Growth Demand by AMI

	Culpeper County	Fauquier County	Madison County	Orange County	Rappahannock County	Town of Culpeper	Town of Orange	Town of Warrenton	RRRC Region
Under 50% AMI	339	192	-	175	-	157	25	30	707
50-80% AMI	256	211	-	156	-	87	15	31	623
80-120% AMI	288	297	-	172	-	85	14	27	757
120-200% AMI	240	387	-	149	-	76	7	37	776
Over 200% AMI	54	214	-	24	-	10	2	19	293
Total	1,178	1,301	-	677	-	414	62	144	3,156

Source: Camoin 310

Underhoused Demand by AMI

		Culpeper County	Fauquier County	Madison County	Orange County	Rappahannock County	Town of Culpeper	Town of Orange	Town of Warrenton	Total
5%	Under 50% AMI	173	236	43	107	23	74	11	30	582
	50-80% AMI	116	157	29	71	16	49	7	20	388
10%	Under 50% AMI	347	472	86	213	47	147	22	60	1,165
	50-80% AMI	231	315	57	142	31	98	15	40	776

Source: ACS 2018 5-Year Estimates; Camoin 310

*Underhoused demand numbers are an average of the high (10%) and low (5%) estimate.

COST BURDENED

Potential demand for affordable housing can be seen in those populations that are paying more than 30% of their income on housing, we call these “cost burdened” households.

Madison County has cost burdened households at the following income levels:

- < 50% of AMI – 1,037 Households
- 50-80% AMI – 446 Households
- 80-120 AMI – 68 Households

Total Cost Burdened by AMI, Madison County



Cost Burdened Households by AMI

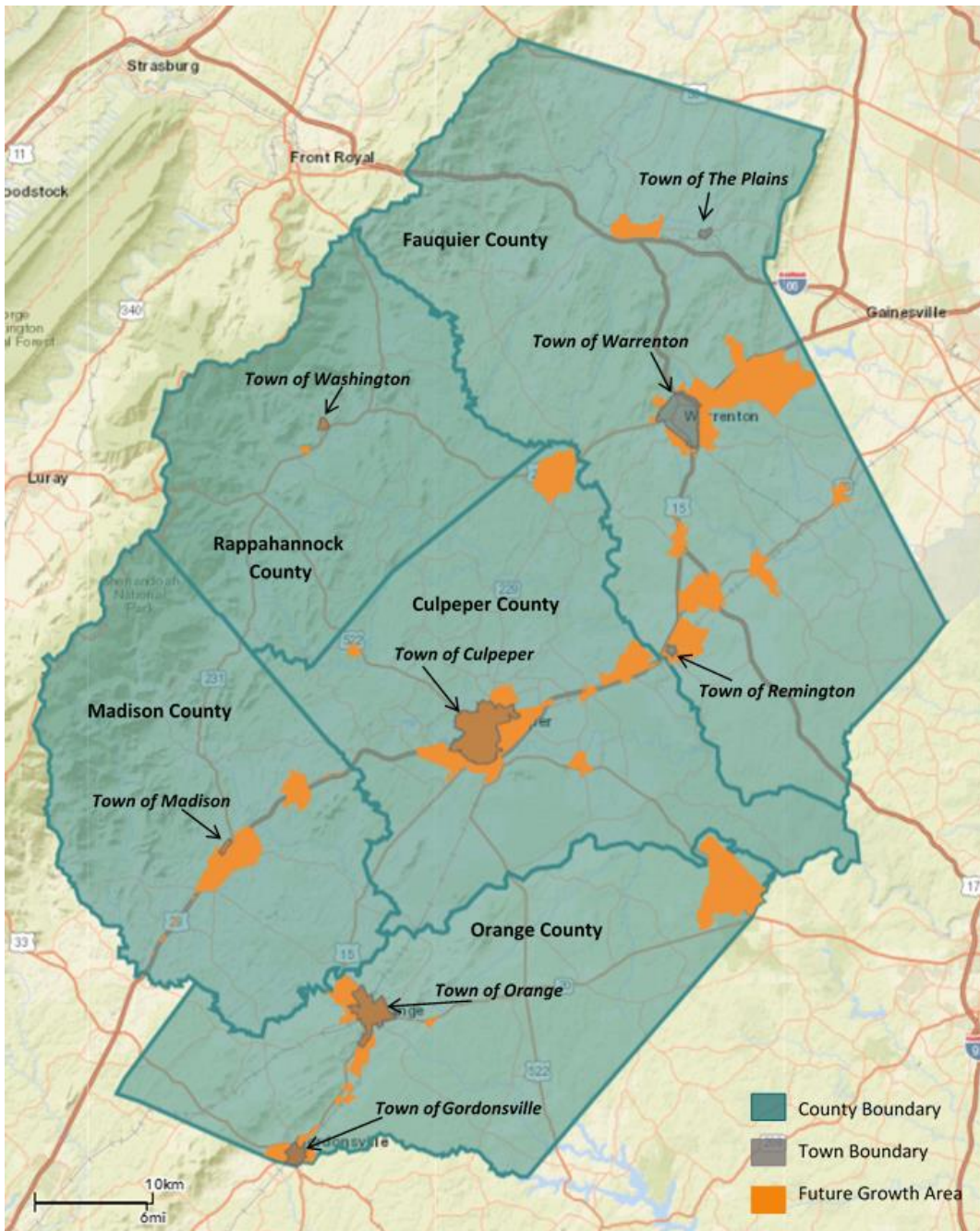
	Culpeper County	Fauquier County	Madison County	Orange County	Rappahannock County	Town of Culpeper	Town of Orange	Town of Warrenton	Total
Under 50% AMI	3,032	3,019	1,037	2,347	621	1,551	440	804	10,054
50-80% AMI	1,337	1,605	446	952	146	594	77	317	4,486
80-120% AMI	186	269	68	114	18	76	11	55	655
Total	4,554	4,893	1,551	3,413	784	2,221	528	1,176	15,195

Source: ACS 2018 5-Year Estimates; Camoin 310



DEVELOPMENT PATTERNS

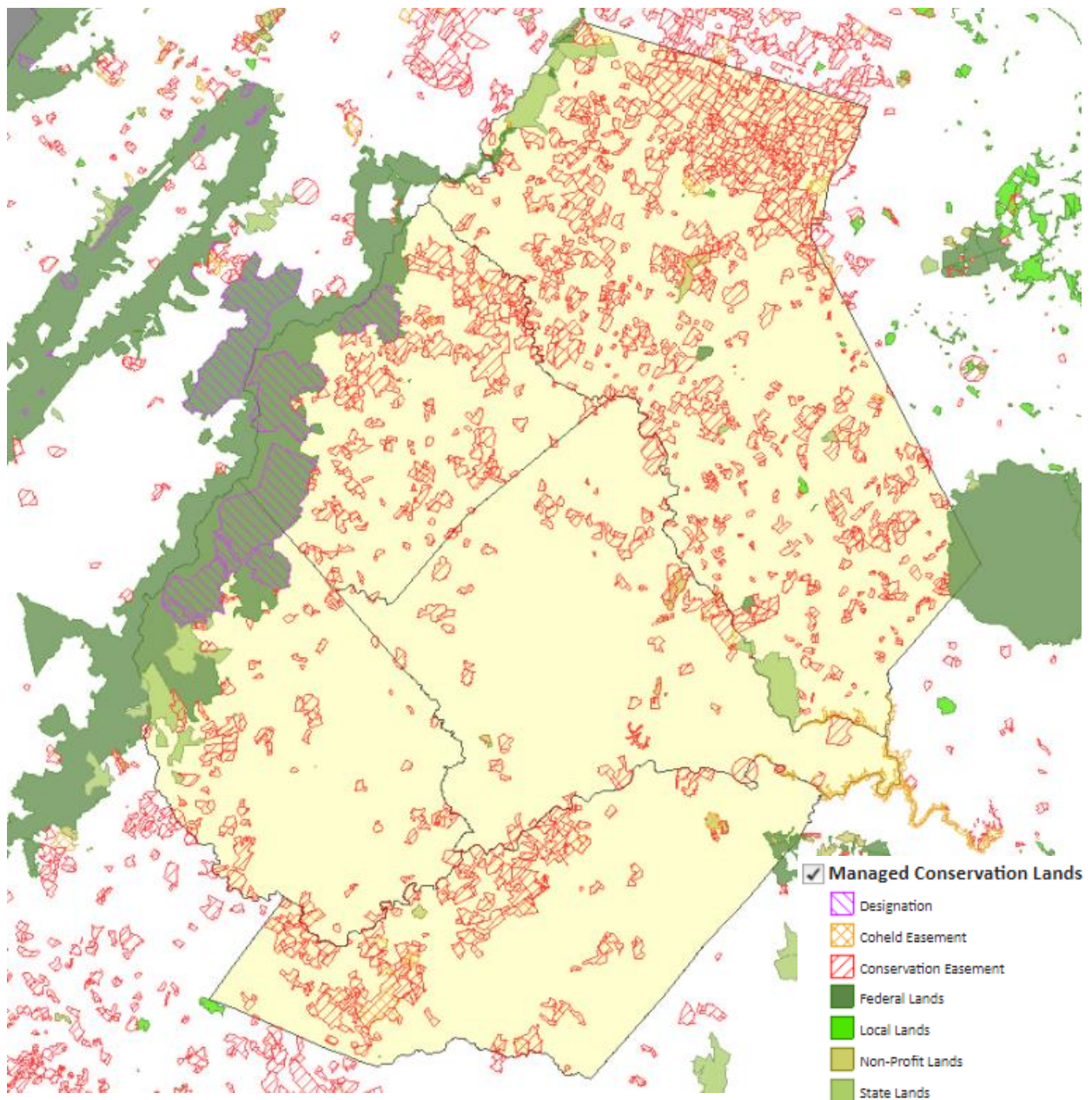
Identified growth areas throughout the region are mapped below. Understanding how the region has planned for future growth helps show how and where new housing development will be located. While new attainably priced housing is needed throughout the region and will be directed in these growth areas, there are additional strategies that apply across the region (see the Strategy Recommendations document, linked on page 2).



Source: RRRC, Camoin 310

CONSERVATION LANDS & DEVELOPMENT IMPLICATIONS

The map below outlines conservation lands in the region. Because conservation is a major goal of the region, yet there is a significant demand for additional housing, this map helps illustrate where development cannot happen due to conservation easements, state lands, and other managed conservation lands. There is significant conservation land in the northern and western parts of Madison County.



Source: Virginia Department of Conservation and Recreation, *Managed Conservation Lands Map*