

FLOYD

The logo for Floyd Virginia features the word "FLOYD" in a large, white, serif font. The letter "O" is replaced by a circular emblem containing four stylized, colorful arrows pointing towards the center. The arrows are light blue, teal, orange, and red. Below "FLOYD" is the word "VIRGINIA" in a smaller, white, sans-serif font.

VIRGINIA

Focus Group Findings

Focus Group Findings

A discussion with Floyd stakeholders





Focus Groups

Community leaders

Young citizens of Floyd

Local employers


Real estate experts

Experts in energy & finance

Housing needs are **across the spectrum**

“This is one of the biggest issues (in Floyd). I have watched housing go up in ways I cannot believe and I don’t see incomes going up at all. I don’t know how folks are dealing with this. It’s important for everybody.”

– *Community leader*



“There are people working for me who are living in pretty decrepit situations, not because they can’t afford it but because they cannot find anything.”

– *Local employer*

What kind of housing do Floyd residents **want & need?**

“Mix of retirees wanting single floor living near downtown to walk as well as younger people ranging from \$500-\$1000 a month”

– *Real estate expert*

“Being able to be self-sufficient is important to me, so amenities in the home that will allow for that whether its solar or rain collecting for watering a garden, are all on my radar.”

– *Young citizen*

What types of **community amenities** are important to Floyd residents?

“Community gardening and outdoor green spaces with porches and walking trails/areas seems to be a huge interest of people seeking to move here.”

– *Real estate expert*

“Whatever we do should fit well with Floyd - the themes that Floyd are known for: friendly environment, arts and crafts, food - something that is Floyd. Make sure it is integrated well with the community.”

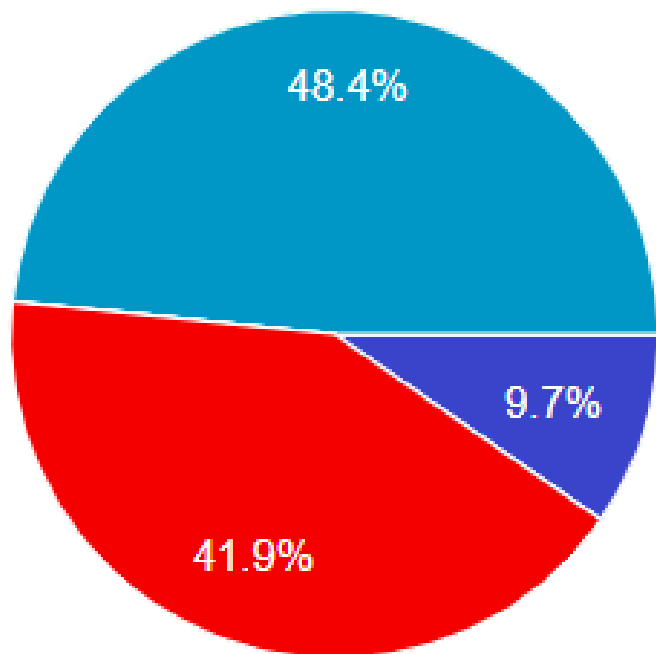
– *Local employer*

Supplemental Survey

Small sample size – 31 individuals

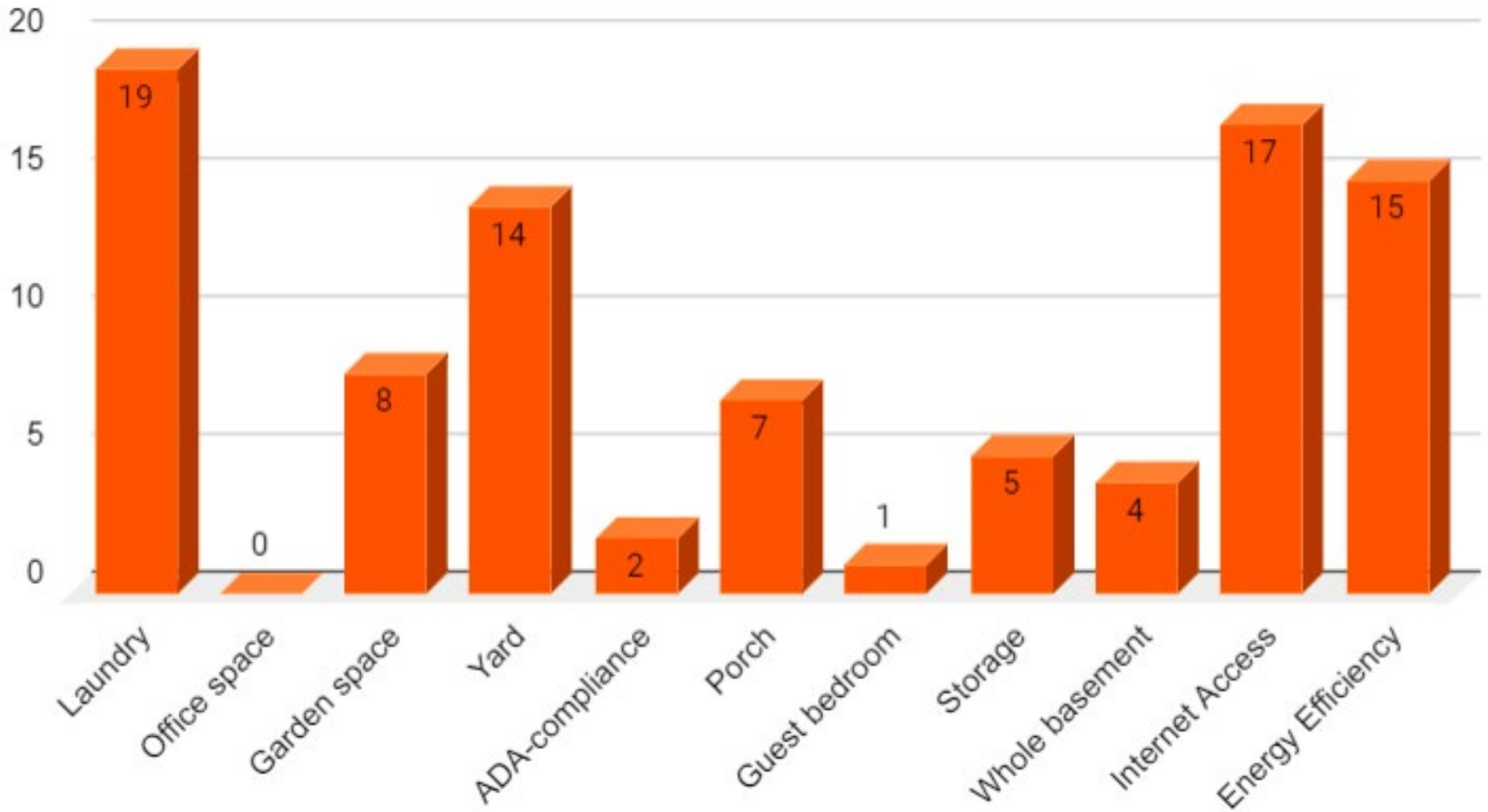


What housing type would be most appealing to you?

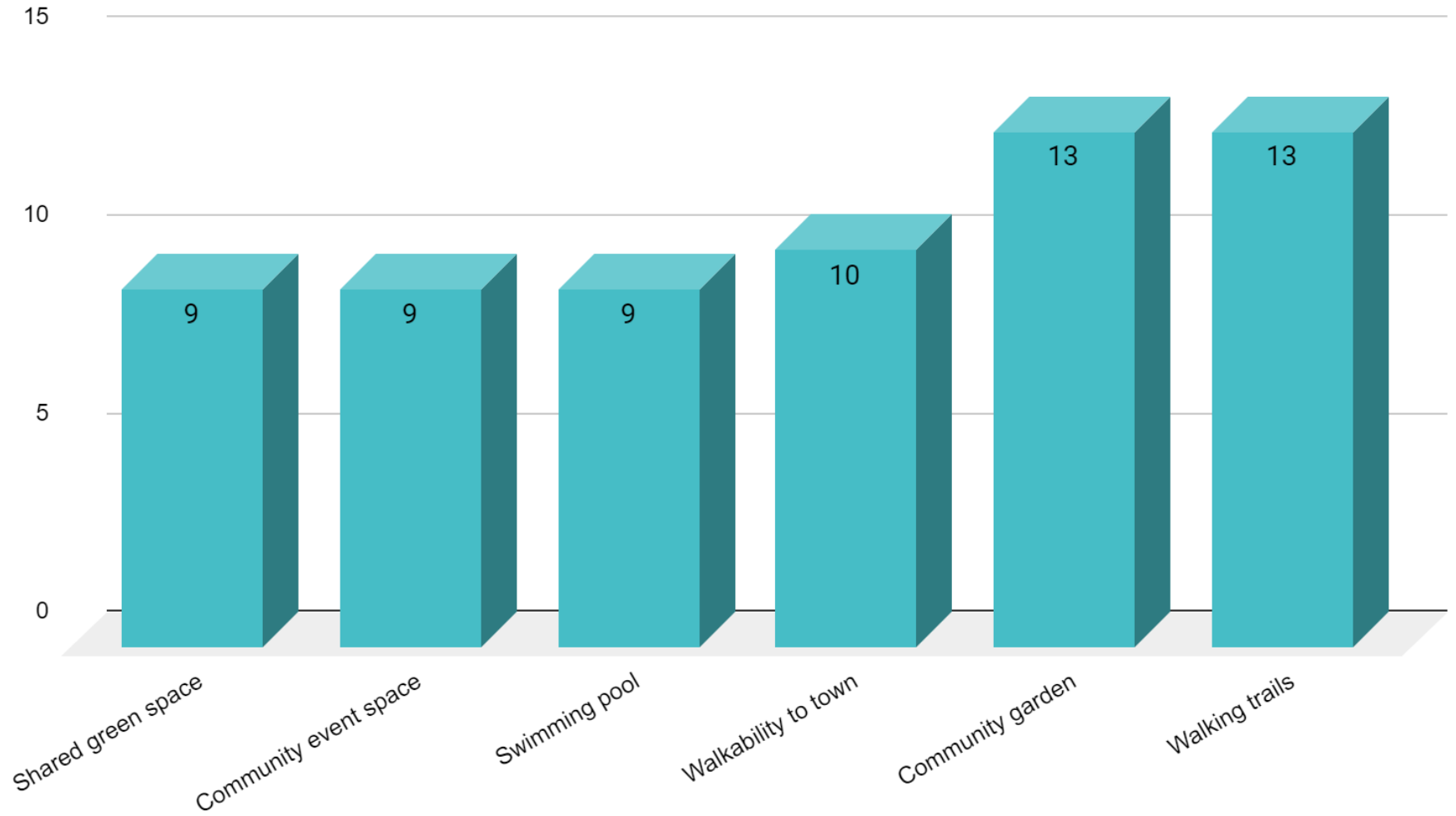


- Tiny home or yurt (under 400 square feet)
- Small cottage (around 1,000 square feet)
- Apartment (around 1,000 square feet)
- Duplex (1,200 to 1,800 square feet)
- Town home (1,200 to 1,800 square feet)
- Traditional single-family home (1,800 to 3,000 square feet)

Preferred Home Amenities



Preferred Community Amenities



Age of Participants

