

HOUSING NEEDS ASSESSMENT

Huntington,
West Virginia



BOWEN
NATIONAL
RESEARCH

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I. INTRODUCTION

A. PURPOSE

The City of Huntington and the Huntington Housing Authority retained Bowen National Research in October of 2023 for the purpose of conducting a Housing Needs Assessment of Huntington, West Virginia. It is important to note that this Housing Needs Assessment of Huntington was completed subsequent to the larger Advantage Valley Region Housing Needs Assessment and this Huntington study relied upon some data from the region study.

With changing demographic and employment characteristics and trends expected over the years ahead, it is important for the local government, stakeholders and its citizens to understand the current market conditions and projected changes that are anticipated to occur that will influence future housing needs. Toward that end, this report intends to:

- Provide an overview of present-day Huntington, West Virginia.
- Present and evaluate past, current and projected detailed demographic characteristics.
- Present and evaluate employment characteristics and trends, as well as the economic drivers impacting the area.
- Determine current characteristics of major housing components within the market (for-sale/ownership and rental housing alternatives).
- Evaluate ancillary factors that affect housing market conditions and development (development opportunities and residential blight).
- Provide housing gap estimates by tenure (renter and owner) and income segment.
- Collect input from community members including area stakeholders, employers, and residents/commuters in the form of online surveys. This includes a targeted stakeholder survey that collected input on the need for and expected impact of the potential certified district designation related to the Build West Virginia Act.

By accomplishing the study's objectives, government officials, area stakeholders, and area employers can: (1) better understand the city's evolving housing market, (2) establish housing priorities, (3) modify or expand local government housing policies, and (4) enhance and/or expand the city's housing market to meet current and future housing needs.

B. METHODOLOGIES

The following methods were used by Bowen National Research.

Study Area Delineation

The primary geographic scope of this study is Huntington, West Virginia. Additionally, supplemental data and analysis is provided for the balance of Cabell County. A full description of the market areas and corresponding maps are included in Section III.

Demographic Information

Demographic data for population, households, and housing was secured from ESRI, the 2000, 2010 and 2020 U.S. Census, the U.S. Department of Commerce, and the American Community Survey. This data has been used in its primary form and by Bowen National Research for secondary calculations. All sources are referenced throughout the report. Estimates and projections of key demographic data for 2023 and 2028 were also provided.

Employment Information

Employment information was obtained and evaluated for various geographic areas that were part of this overall study. This information included data related to wages by occupation, employment by job sector, total employment, unemployment rates, identification of top employers, and identification of large-scale job expansions or contractions. Most information was obtained through the U.S. Department of Labor, Bureau of Labor Statistics. Bowen National Research also conducted numerous interviews with local stakeholders familiar with the area's employment characteristics and trends.

Housing Component Definitions

This study focuses on rental and for-sale housing components. Rentals include multifamily apartments (generally five+ units per building) and non-conventional rentals (single-family homes, duplexes, units over storefronts, etc.). For-sale housing includes individual homes, mobile homes, and projects within subdivisions.

Housing Supply Documentation

Between June and September of 2023, Bowen National Research conducted telephone research, as well as online research, of the area's housing supply. Additionally, market analysts from Bowen National Research traveled to the area in September 2023, conducting research on the housing properties identified in this study, as well as obtaining other on-site information relative to this analysis.

The following data was collected on each multifamily rental property:

1. Property Information: Name, address, total units, and number of floors
2. Owner/Developer and/or Property Manager: Name and telephone number
3. Population Served (i.e., seniors vs. family, low-income vs. market-rate, etc.)
4. Available Amenities/Features: Both in-unit and within the overall project
5. Years Built and Renovated (if applicable)
6. Vacancy Rates
7. Distribution of Units by Bedroom Type
8. Square Feet and Number of Bathrooms by Bedroom Type
9. Gross Rents or Price Points by Bedroom Type
10. Property Type
11. Quality Ratings
12. GPS Locations

Non-Conventional rental information includes such things as collected and gross rent, bedroom types, square footage, price per square foot, and total available inventory.

For-sale housing data includes details on home price, year built, location, number of bedrooms/bathrooms, price per-square-foot, and other property attributes. Data was analyzed for both historical transactions and currently available residential units.

Other Housing Factors

We evaluated other factors that impact housing, including residential development opportunities (potential sites), which may contribute to the expansion of the local housing market. Residential blight, which is considered to be the general decline of a property, was also assessed.

Housing Demand

Based on the demographic data for both 2023 and 2028 and taking into consideration the housing data from our field survey of area housing alternatives, we are able to project the potential number of new housing units that are needed (housing gap) in the city of Huntington. The following summarizes the metrics used in our demand estimates.

- Rental Housing – We included renter household growth, the number of units required for a balanced market, the need for replacement housing, commuter/external market support, household growth originating from large-scale job growth, and step-down support as the demand components in our estimates for new rental housing units. As part of this analysis, we accounted for vacancies reported among all rental alternatives. We conclude this analysis by providing the number of units that are needed (housing gap) by different income segments and rent levels.

- For-Sale Housing – We considered potential demand from owner household growth, the number of units required for a balanced market, the need for replacement housing, commuter/external market support, household growth originating from large-scale job growth, and step-down support in our estimates for new for-sale housing. As part of this analysis, we accounted for vacancies reported among all surveyed for-sale alternatives. We conclude this analysis by providing the number of units that are needed (housing gap) by different income segments and price points.

Community Engagement

Bowen National Research conducted three separate online surveys to solicit input from area stakeholders, employers, and residents/commuters in the region. Additionally, a targeted survey was emailed to key area stakeholders to solicit information related to the need for and potential impact that Build West Virginia Act provisions could have on the local market. More than 1,000 individuals participated in the surveys in the region (over 100 in Cabell County), providing valuable local insight on the housing challenges, issues, and opportunities in Huntington and Cabell County. The aggregate results from these surveys are presented and evaluated in Section IX.

C. REPORT LIMITATIONS

The intent of this report is to collect and analyze significant levels of data for Huntington, West Virginia. Bowen National Research relied on a variety of data sources to generate this report. These data sources are not always verifiable; however, Bowen National Research makes a concerted effort to assure accuracy. While this is not always possible, we believe that our efforts provide an acceptable standard margin of error. Bowen National Research is not responsible for errors or omissions in the data provided by other sources.

We have no present or prospective interest in any of the properties included in this report, and we have no personal interest or bias with respect to the parties involved. Our compensation is not contingent on an action or event resulting from the analyses, opinions, or use of this study. Any reproduction or duplication of this study without the expressed approval of the City of Huntington and the Huntington Housing Authority or Bowen National Research is strictly prohibited.

II. EXECUTIVE SUMMARY

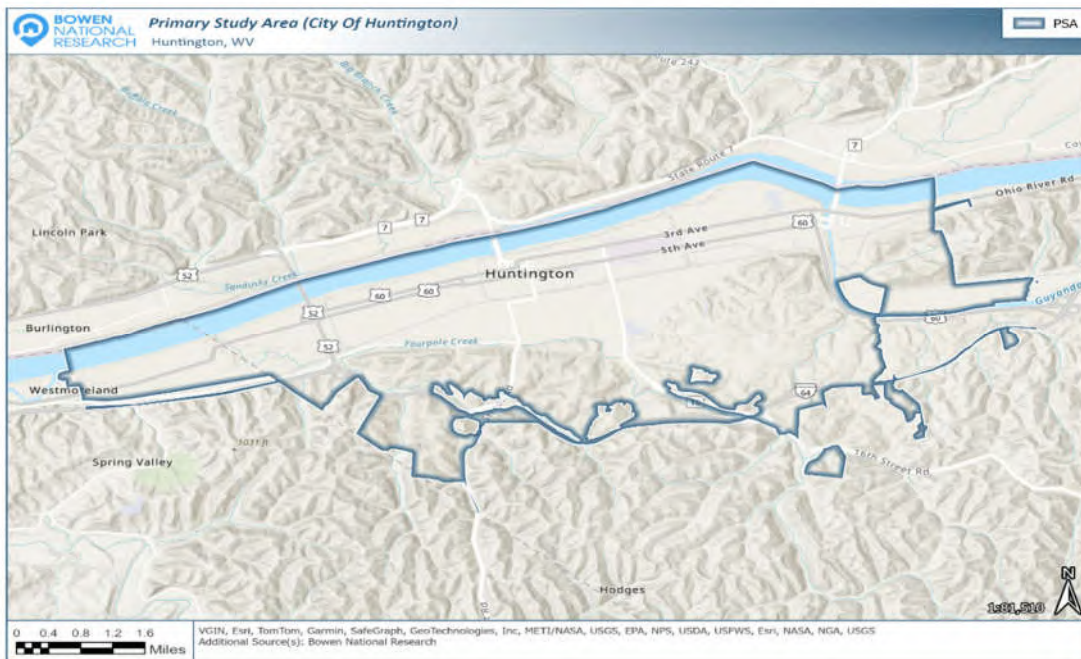
The purpose of this report is to evaluate the housing needs of Huntington, West Virginia and to recommend priorities and strategies to address such housing needs. To that end, we have conducted a comprehensive Housing Needs Assessment that considered the following:

- Demographic Characteristics and Trends
- Economic Conditions and Initiatives
- Existing Housing Stock
- Development Opportunities and Residential Blight
- Community Input (Survey of Stakeholders, Employers, Residents/Commuters and Targeted Stakeholders for Build West Virginia Act Certified District Designation)

Based on these metrics and input, we were able to identify housing gaps by affordability and tenure (rental vs. ownership). Using these findings, we developed an outline of strategies that should be considered for implementation. This Executive Summary provides key findings and recommended strategies. Detailed data analysis is presented within the individual sections of this Housing Needs Assessment.

Geographic Study Areas

This report focuses on the Primary Study Area (PSA), which consists of Huntington, West Virginia. The Secondary Study Area (SSA) is the Balance of Cabell County, which encompasses the areas outside the city limits of Huntington but within Cabell County. The following map illustrates the PSA (Huntington) boundaries.



Economics

Significant economic investment in the region will result in notable job growth in Cabell County, though the lack of available and affordable housing is adversely impacting local employers and may limit growth in the area. Based on the publicly announced business investments and expected job creation directly from such investments, we were able to project the total number of jobs (both direct and indirect) that are expected to be created in Cabell County. The following table summarizes the total number of jobs that are expected to be created as a result of publicly announced business investments.

Total New Jobs Expected to be Created						
Area	Direct New Jobs		Indirect New Jobs		Total New Jobs	
	Number	Percent	Number	Percent	Number	Percent
Cabell County	784	14.6%	2,015	11.5%	2,799	12.2%
Advantage Valley Region	5,359	100.0%	17,506	100.0%	22,865	100.0%

Source: Bowen National Research

As the preceding illustrates, Cabell County has the potential to create approximately 2,800 jobs, both directly (784) and indirectly (2,015) from the planned business investments in the region. Although this represents significant job growth within Cabell County, specifically, it is highly likely that job growth within the Advantage Valley Region will also impact *household* growth in Cabell County. Therefore, we took into consideration the latest commuting and migration patterns and trends, along with resident/non-resident survey results (part of the Advantage Valley Region study) regarding county residency preferences, and adjusted household growth estimates accordingly. This was included in our estimates for new households within Cabell County.

Based on surveys conducted of employers, 40% of employers within Cabell County and 28.2% of employers within the broader Advantage Valley Region indicated that local housing issues are adversely impacting their businesses, with the issues of attracting and/or retaining employees, company productivity, and limiting ability of companies to expand/grow cited as the primary challenges that housing is creating for employers. The most frequent issues impacting *employees*, according to employers, were the lack of available housing and poor quality of existing housing. All five surveyed employers in Cabell County and 69.2% of employers surveyed in the region indicated that they were more likely to hire additional workers if local housing issues were resolved. A survey of employees/commuters indicated that the most common issues they are facing include housing affordability, age and quality. Approximately, 42.2% of the employee/commuter respondents in the broader region indicated that they would move closer to work opportunities if housing was available and affordable. Based on these survey results, it is clear that housing is limiting local businesses from growing and limiting economic investment, while a notable portion of employees/commuters are willing to move closer to work if housing was available and affordable.

Additional economic information is included in Section V and additional employer and resident/commuter survey data is included in Section IX.

Demographics

Many of the demographic projections used in this report are provided by nationally recognized demographer ESRI. These projections are based on a variety of trends and characteristics exhibited by the subject market, as well as state and national metrics. These projections do not account for recently announced business investments or expected job growth within the market, which are expected to have a significant impact on various demographic trends and characteristics of the PSA (Huntington), SSA (Balance of County), and surrounding region.

Projected renter and owner household growth will add to the demand for additional housing over the next several years. While planned job growth will have an impact on household growth within the entire region, we estimated the household growth these new jobs will have on both the PSA (Huntington) and surrounding SSA (Balance of Cabell County). This includes projections for households by tenure (renters versus owners) and income level over the next five years. These household projections are provided below.

New Renter Households by Income (2023 to 2028) Huntington and Cabell County, West Virginia						
Area	Renter Market Share	New Households				Total
		<\$50,000	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000+	
PSA (Huntington)	51.3%	69	118	50	36	273
SSA (Balance of Cabell County)	48.7%	66	112	47	35	260
Cabell County	100.0%	135	230	97	71	533

Source: Bowen National Research

New Owner Households by Income (2023 to 2028) Huntington and Cabell County, West Virginia						
Area	Owner Market Share	New Households				Total
		<\$50,000	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000+	
PSA (Huntington)	47.6%	74	162	138	113	487
SSA (Balance of Cabell County)	52.4%	82	179	152	125	538
Cabell County	100.0%	156	341	290	238	1,025

Source: Bowen National Research

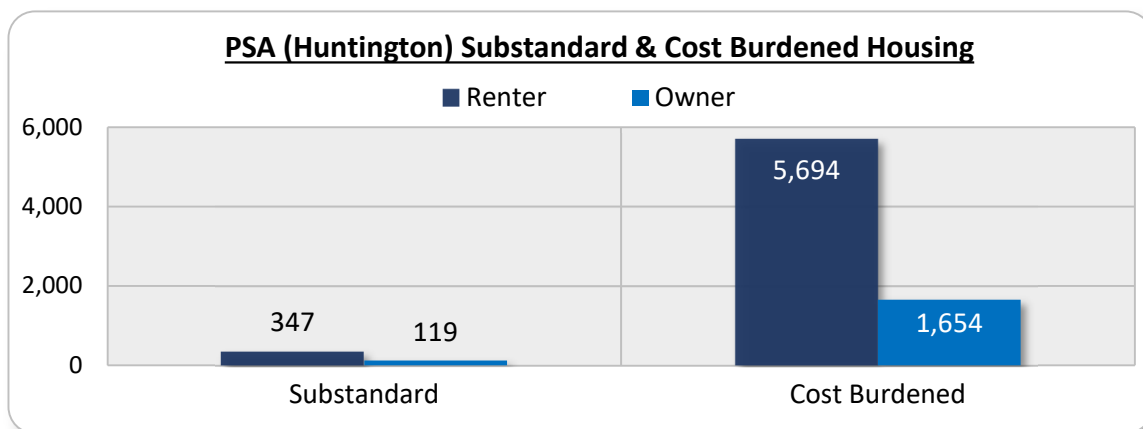
As the preceding tables illustrate, it is expected that, as a direct result of planned job growth, 533 *renter* households and 1,025 *owner* households will be added to the county over the next five years. Within the PSA (Huntington), job growth is expected to create 273 additional rental households and 487 owner households. This will increase the demand for a variety of housing alternatives within the PSA (Huntington) and Cabell County. These new households by tenure that are expected to be added to the PSA and county are included in the housing gap estimates shown in Section VIII of this report.

The projected job growth will increase the demand for housing at a variety of affordability levels for both rental and for-sale housing. While numerous factors contribute to the local market’s housing needs, such as households living in substandard housing, households living in housing cost burdened situations, units needed for balanced/healthy market conditions, and housing needed to accommodate persons commuting into the market, it should be noted that new household growth created from anticipated job growth will play a significant role in housing demand. Huntington will need to plan for this increased demand for housing in order to meet the needs of new households along with existing households already in the market.

Additional demographic data and analysis are included in Section IV of this report.

Housing Supply

Housing quality and affordability remain challenges for area households, as evidenced by the fact that over 460 occupied housing units in Huntington are considered substandard and over 7,300 households are housing cost burdened. For the purposes of this analysis, substandard housing is considered overcrowded (1.01+ persons per room) or housing that lacks complete indoor kitchens or bathroom plumbing. Based on American Community Survey estimates, there are approximately 466 households in the PSA (Huntington) that live in substandard housing conditions. Cost burdened households are defined as those paying over 30% of their income toward housing costs. The PSA has higher shares of cost burdened renter and owner households than the state due in part to its lower median household income. Specifically, 57.5% of renter households and 16.6% of owner households in Huntington are housing cost burdened. According to recent American Community Survey statistics, there are approximately 5,694 renter households and 1,654 owner households in the PSA that are housing cost burdened. Based on the preceding information, it is clear that some households are living in housing conditions that are considered to be below modern-day housing standards and/or are unaffordable. This data illustrates the importance of good quality and affordable housing for Huntington residents. Housing policies and strategies for the PSA should include efforts to remedy such housing quality and affordability issues.



There is limited available inventory among multifamily rentals and pent-up demand at all affordability levels within Huntington. A total of 22 multifamily rental properties containing 1,053 units were surveyed within the PSA (Huntington) and have an occupancy rate of 97.3%. Typically, healthy, well-balanced markets have rental housing occupancy rates generally between 94% and 96%. As such, the PSA’s multifamily rental market is operating at a high occupancy level with very limited availability. A total of 14 of the 22 total properties (63.6%) surveyed within the PSA maintain wait lists, including 10 of 11 affordable (Tax Credit or government-subsidized properties). This illustrates a strong level of pent-up demand for multifamily rental housing at all affordability levels. It is worth pointing out that multifamily rentals in the surrounding SSA (Balance of Cabell County) are also operating at extremely high occupancy levels with many properties maintaining long wait lists. As such, the overall county is experiencing limited availability and pent-up demand among multifamily rentals. While the following table summarizes the surveyed properties by program type, additional details of all properties surveyed are included starting on page VI-6 of this report.

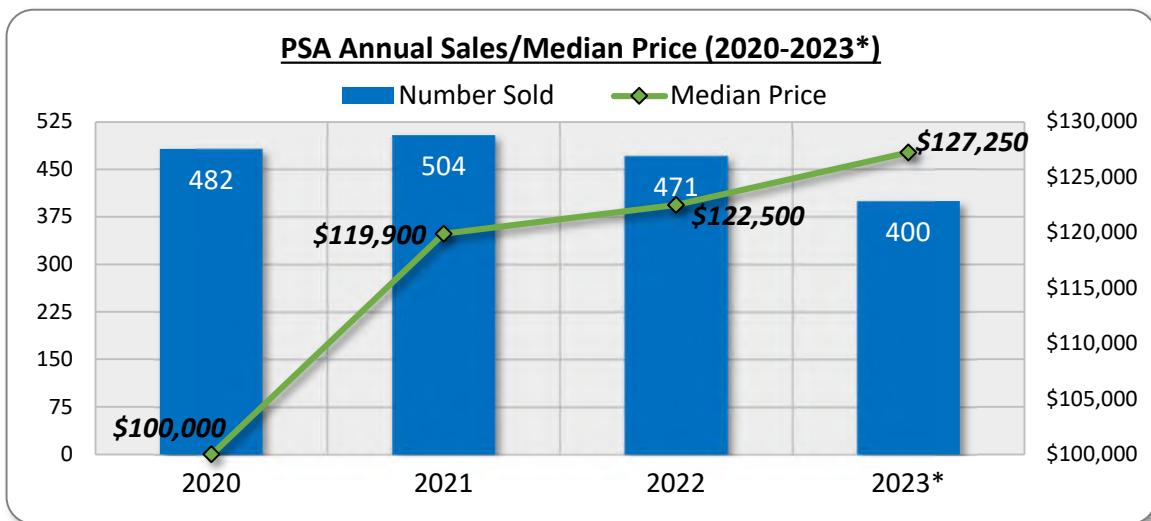
Project Type	Projects Surveyed	Total Units	Vacant Units	Occupancy Rate
PSA (Huntington)				
Market-Rate	11	288	28	90.3%
Tax Credit/Government-Subsidized	4	175	0	100.0%
Government-Subsidized	7	590	0	100.0%
Total	22	1,053	28	97.3%
SSA (Balance of County)				
Market-Rate	7	1,022	18	98.2%
Tax Credit	2	88	0	100.0%
Tax Credit/Government-Subsidized	5	260	0	100.0%
Government-Subsidized	3	300	0	100.0%
Total	17	1,670	18	98.9%

Source: Bowen National Research

Non-conventional rentals, such as houses, duplexes and mobile homes comprise the majority of rental housing in Huntington, most of which are not affordable to most low-income households and have limited availability. Non-conventional rental housing, which is essentially any rental housing unit not in a multifamily apartment, comprises 58.1% of rental units in the PSA (Huntington). Between August 2023 and November 2023, Bowen National Research identified 24 non-conventional rentals in Cabell County that were listed as *available* for rent, of which 19 are located in the PSA and five are within the SSA (Balance of County). When compared to the overall non-conventional inventory of the PSA (5,514 units), these 19 units represent an overall vacancy rate of just 0.3%, which is considered very low (note: healthy and well-balanced rental markets typically operate at vacancy rates between 4% and 6%). By comparison, the five available units in the SSA represent a vacancy rate of 0.2%, demonstrating there is a lack of *available* non-conventional rentals within both Huntington and the Balance of County. When

typical tenant utility costs (at least \$200) are considered along with the typical collected rent, the available two-bedroom units have an average *gross* rent of approximately \$1,000 and the three-bedroom units have an average gross rent of approximately \$1,500. These rents are higher than most apartment rental rents and most are not affordable to the majority of renters in the market. Based on this analysis, the inventory of available non-conventional rentals is extremely limited and typical rents for this product indicate that such housing is not a viable alternative for most lower income households.

While the number of homes sold on an annual basis over the past two years has declined, Huntington’s annual median sales price continued to climb. A total of 1,791 homes were sold in the PSA between January 1, 2020 and October 31, 2023 at a median sales price of \$118,450. The median sales price of homes sold within the PSA increased by 27.3% between January 1, 2020 and October 31, 2023. While the number of homes sold annually in the PSA increased slightly between 2020 and 2021, note that sales volume decreased by 6.5% in 2022 and was projected to decrease by 15.1% year over year in 2023. The decrease in the sales volume is likely attributed to a diminished demand for for-sale housing over the past two years due, in part, to rapidly rising home mortgage interest rates during this period. Additional details of the recent home sales activity start on page VI-23.



*Full year projection

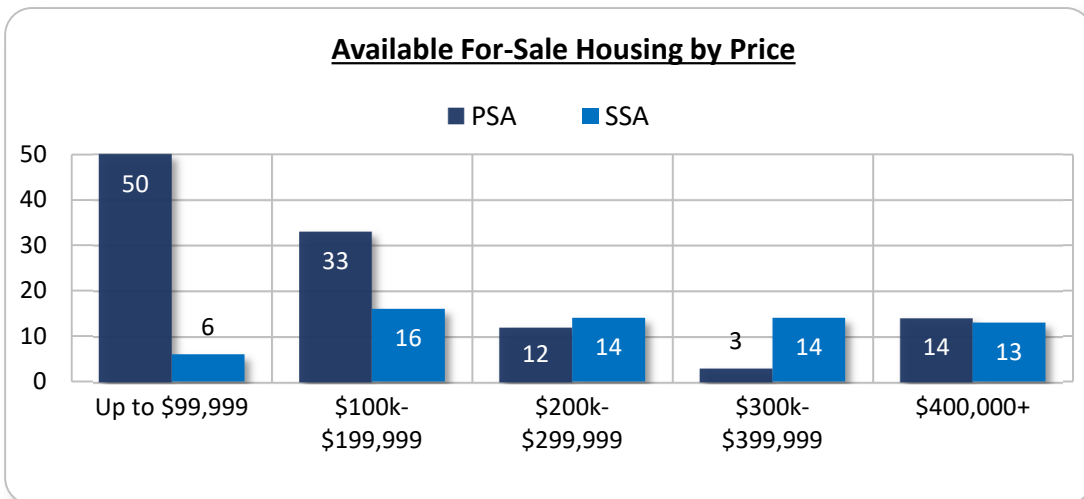
Overall, there is a relatively limited amount of for-sale housing available for purchase in the PSA (Huntington). There are two inventory metrics most often used to evaluate the health of a for-sale housing market. These metrics include *Months Supply of Inventory* (MSI) and availability rate. Based on recent home sales activity, the 112 homes listed as available for purchase in the PSA represent approximately three months of supply. Typically, healthy and well-balanced markets have an available supply that should take about four to six months to absorb (if no other units are added to the market). Therefore, the PSA’s inventory is considered low and indicates limited available supply. When comparing the 112

available units with the overall inventory of 9,965 owner-occupied units, the PSA has a vacancy/availability rate of 1.1%, which is well below the normal range of 2.0% to 3.0% for a well-balanced for-sale/owner-occupied market. This is considered a low rate and an indication that the market has limited availability. The following table illustrates the number of homes available to purchase by price point in the PSA and surrounding SSA (Balance of Cabell County).

Available For-Sale Housing by Price (As of October 31, 2023)						
List Price	PSA (Huntington)			SSA (Balance of County)		
	Number Available	Percent of Supply	Average Days on Market	Number Available	Percent of Supply	Average Days on Market
Up to \$99,999	50	44.6%	88	6	9.5%	120
\$100,000 to \$199,999	33	29.5%	51	16	25.4%	68
\$200,000 to \$299,999	12	10.7%	63	14	22.2%	70
\$300,000 to \$399,999	3	2.7%	51	14	22.2%	54
\$400,000+	14	12.5%	140	13	20.6%	87
Total	112	100.0%	80	63	100.0%	74

Source: Multiple Listing Service (MLS)

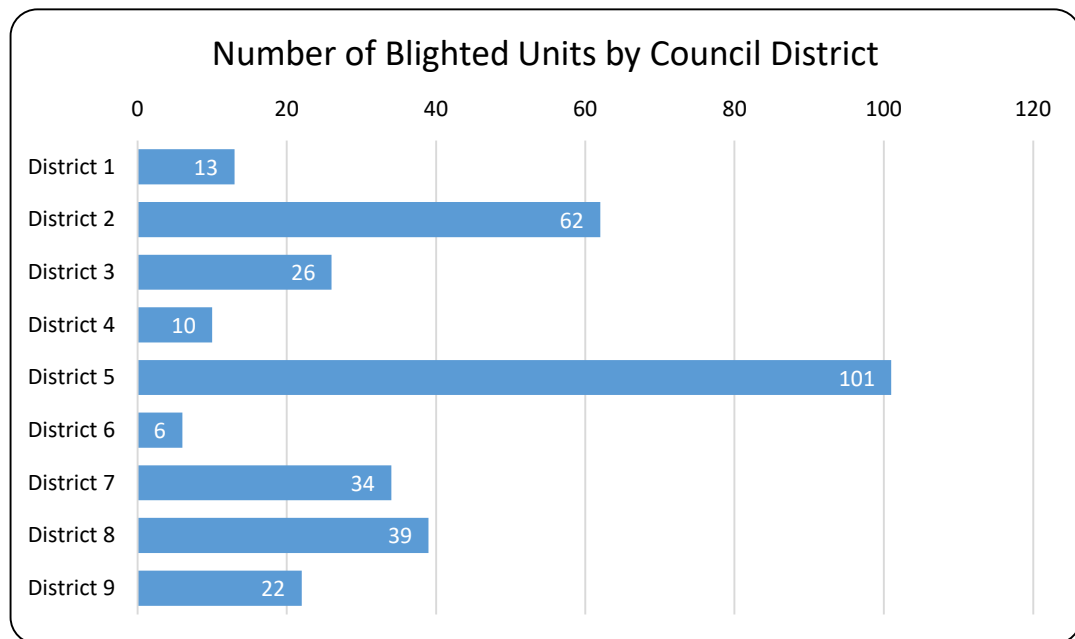
In the PSA (Huntington), nearly 75% of homes available for-sale are priced below \$200,000. Available homes priced below \$100,000, which represent nearly 45% of available supply, have been listed on the market for an average of 88 days. By comparison, only 15.2% of available homes in the PSA are priced at \$300,000 or above. The available inventory in the SSA (Balance of County) is more heavily weighted toward higher priced product. The SSA has a much larger share (42.8%) of available homes priced at \$300,000 or above, while less than 35% of available homes in the SSA are priced below \$200,000. The number of available homes in the PSA and SSA by *price point* are illustrated in the following graph:

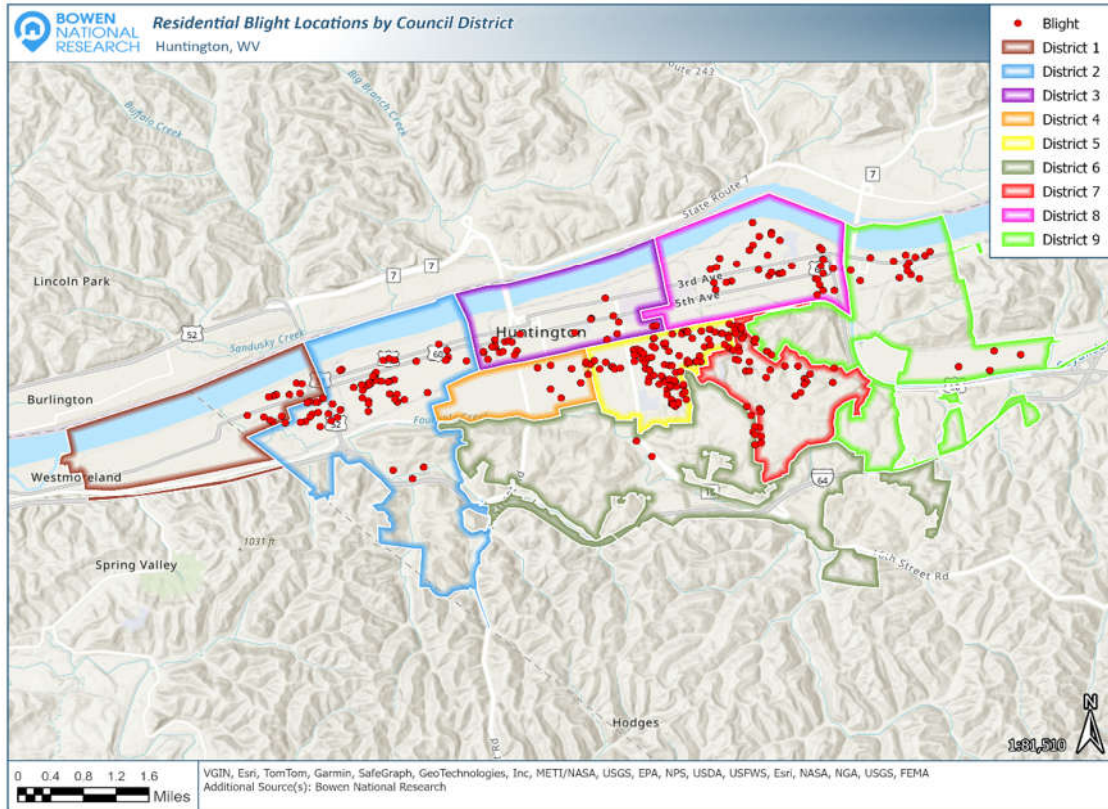


Additional housing supply information, including data and analysis of age of product, bedroom types, average square footage, prices per-square-foot and number of days on market, is included in Section VI.

Other Housing Factors

A total of 313 housing units exhibit significant residential blight in Huntington, with the largest concentrations of blighted homes located in Council Districts 5, 2 and 8. From on-site observations, Bowen National Research identified 313 residential units that exhibited a significant level of exterior blight. It should be noted that the interiors of properties were not evaluated as part of this survey. These 313 residential units represent 1.3% of the overall housing units. Typically, an overall share of 1.0% or higher indicates a comparably elevated share of blighted units within a housing inventory. Residential blight was evaluated on a City Council District level. The inventory of blight within Huntington appears to be slightly elevated, particularly within District 5 (3.2%), District 2 (2.1%), and District 8 (1.5%). These shares of blighted residential units are higher than blighted home shares observed in most other jurisdictions where Bowen National Research conducted surveys of residential blight. As a result, residential blight represents a notable challenge in the market, particularly in Districts 5, 2 and 8. While the city has made notable progress in addressing residential blight in recent years, residential blight remains a significant issue in the city. Based on this analysis, efforts to remediate blighted housing and the preservation of the existing housing stock should be a priority within certain areas of the city. Additional details on residential blight are included starting on page VII-9 of this report. A graph of identified residential blight by District and a corresponding map follow.





With approximately 90 potential sites that could support residential development/redevelopment in Huntington, the availability of potential residential development sites does not appear to be a significant obstacle to increasing the number of housing units in the city. Our investigation for potential sites within the PSA (Huntington) identified 90 properties (both land and buildings) that are potentially capable of accommodating future residential development via new construction or adaptive reuse. Of the 90 total properties, 17 properties contain at least one existing building that is not necessarily vacant and may require demolition, new construction, or adaptive reuse. The remaining 73 properties were vacant or undeveloped parcels of land that could potentially support residential development. It should be noted that our survey of potential development opportunities in Huntington consists of properties that were actively marketed for sale at the time of this report as well as those identified in person while conducting on-the-ground research. Relative to the size of Huntington, the 90 identified sites appear to represent a large base of potential development opportunities, which should be leveraged to encourage and support residential development in the city. A full list of all identified properties along with a map illustrating the location of the properties starts on page VII-2.

Community Engagement

Input was collected in the form of online surveys from stakeholders, employers and residents/commuters for both Cabell County and the broader Advantage Valley Region. The general consensus among respondents was that housing affordability, availability and quality are the primary challenges facing the community. Employers, in particular, cited the adverse impact that housing is having on their businesses, with several employers noting that additional job creation could be expected if local housing issues were resolved. A targeted stakeholder survey was also conducted to specifically gather input on a variety of issues associated with the potential Build West Virginia Act certified district designation. The consensus of these specific respondents was that additional housing is needed to attract and retain workers, that the designation would improve the financial feasibility of projects, increase interest from larger developers, revitalize specific areas of the county, and improve confidence in employers by increasing the workforce base in the area. Additional survey responses are included in Section IX.

Housing Gap Estimates

Huntington has an overall housing gap of 2,779 units for rental and for-sale product at a variety of affordability levels. Huntington has a five-year **rental housing gap of 991 units** and a **for-sale housing gap of 1,788 units**. While there is a housing gap for product at all affordability levels, the greatest *rental* housing gap is for product affordable to the lowest income households, while the *for-sale* housing gap is primarily for product priced at \$334,000 and higher. Details of this analysis, including our methodology and assumptions, are included in Section VIII.

The following table summarizes the approximate housing gap estimates in the PSA (Huntington) over the next five years.

PSA (Huntington) Housing Gap Estimates (2023 to 2028) - Number of Units Needed		
Housing Segment		Number of Units
Rentals	Very Low-Income Rental Housing (\leq \$1,250/Month Rent)	389
	Low-Income Rental Housing (\$1,251-\$1,874/Month Rent)	184
	Moderate-Income Rental Housing (\$1,875-\$2,499/Month Rent)	148
	High-Income Market-Rate Rental Housing (\$2,500+/Month Rent)	270
	TOTAL UNITS	991
For-Sale	Entry-Level For-Sale Homes (\$167,000-\$249,999 Price Point)	367
	Moderate-Income For-Sale Homes (\$250,000-\$333,999 Price Point)	442
	High-Income Upscale For-Sale Housing (\$334,000+ Price Point)	979
	TOTAL UNITS	1,788

The preceding estimates are based on current government policies and incentives, recent and projected demographic trends, current and anticipated economic trends, and available and planned residential units. Numerous factors impact a market's

ability to support new housing product. This is particularly true of individual housing projects or units. Certain design elements, pricing structures, target market segments (e.g., seniors, workforce, families, etc.), product quality and location all influence the actual number of units that can be supported. Demand estimates could exceed those shown in the preceding table if the city changes policies or offers incentives to encourage people to move into the market or for developers to develop new housing product.

Recommended Housing Strategies

The following summarizes key strategies for Huntington that should be considered to address housing issues and needs of the market. These strategies do not need to be done concurrently, nor do all strategies need to be implemented to create an impact. Instead, the following housing strategies should be used as a guide by the local government, stakeholders, developers and residents to help inform housing decisions.

Identify and designate a “housing champion” to lead efforts and consider capacity building that will expand the base of participants and resources that can be utilized to address housing issues. While Huntington has a variety of housing advocates, organizations and government-supported entities that support local housing efforts, these groups primarily function with a narrow focus and with limited resources. In order to make tangible progress on addressing broader local housing issues, Huntington would likely benefit from someone (a person and/or organization) serving as a local “Housing Champion.” Local stakeholders and advocates should explore the level of interest of community leaders and local housing advocates on creating either a volunteer-based housing coalition or a more formal consortium/commission/task force. Such a group would serve as the entity that would investigate and discuss housing issues and devise possible solutions and advise local government on potential housing initiatives. It is recommended that any group that is formed include both public and private sector groups from a variety of interests and geographies. Consideration should also be given to hiring/retaining a housing specialist that would be responsible for facilitating housing initiatives on a regular basis. This can be an individual currently working for city or county government, or someone that works for a nonprofit group, the housing authority, or other housing advocacy group. Hiring a housing director to spearhead housing efforts could also be done on a contractual basis for a designated period (e.g., one year, two years, etc.).

Set realistic/attainable short-term housing goals, outline long-term objectives, and monitor progress. Using the housing needs estimates and recommendations provided in this report as a guide, Huntington should set realistic short-term (two to three years) housing development goals along with long-term (five years or longer) objectives to support housing. Short-term goals could begin with a simple housing mission statement of the community that outlines the overall objectives and hopes for the community as it relates to things like the people that are to be served, the type of housing to be provided, and the intended outcome on the local economy and

overall quality of life in Huntington. Short-term goals should also focus on establishing an Action Plan that outlines priorities for the city, such as broad housing policies, initiatives, and incentives that support the preservation and development of residential units. The recommendations included in this section should serve as a guide for developing an Action Plan. Long-term objectives could include establishing a goal for the number of housing units that should be built, repaired or removed and broadly outline the types of housing that should be considered, such as rentals and for-sale housing, as well as geographical locations (e.g., within walkable communities, along arterial roads, selected neighborhoods, etc.). The goals should also broadly outline objectives for affordability (e.g., income levels) and market segments (e.g., families, seniors, and persons with a disability) that should be served. From such goals, Huntington should periodically collect key metrics (e.g., vacancy rates, changes in rents/prices, reassess cost burdened and overcrowded housing, evaluate housing cost increases relative to income/wage growth, etc.) so that it can monitor progress and adjust efforts to support stated goals.

Consider implementing/modifying policies and/or offering incentives to encourage or support the development of new residential units and the preservation of existing housing, particularly housing that is affordable to lower income households. As shown throughout this study, the Huntington market has several housing issues associated with affordability, availability and quality. As a result, the city should consider modifying or expanding housing policies or offering incentives that would encourage residential development and help with the preservation of the existing housing stock. In an effort to support the development and preservation of more affordable housing alternatives, the local government should consider supporting projects being developed with affordable housing development programs (e.g., Tax Credit and HUD programs), offering tax abatements and/or infrastructure assistance, providing pre-development financial assistance, waiving or lowering government permitting/development fees, consider creative housing regulatory provisions or incentives (e.g., density bonuses, inclusionary zoning, in-lieu fees, accessory dwelling units, lot splits, tiny homes, mixed-use and mixed-income projects, etc.), and supporting a housing trust fund or the existing land bank. Overall, focus should be placed on housing efforts and programs that support low-income households (seniors and families), workforce households, and first-time homebuyers. Additional housing is needed in order to have a healthy housing market, which will ultimately contribute to the local economy, quality of life and overall prosperity of Huntington.

Formulate education and outreach campaign to help support housing initiatives. Using both existing and newly created housing education initiatives, local stakeholders could develop an overarching education program with a more unified objective. The program could, for example, include educating landlords on the Housing Choice Voucher program, informing potential homebuyers about homebuying requirements and assistance (credit repair, down payments, etc.), and advising existing homeowners on home repair assistance and resources. Additional outreach efforts should involve both informing and engaging the city residents,

elected officials, area employers and other stakeholders on the benefits of developing and preserving affordable housing. Such efforts could help to mitigate stigmas associated with affordable housing, illustrate the benefits such housing has on the local economy, and help to get the community to “buy in” on housing initiatives. Annual or other periodic housing forums, workshops, or “developers’ day” events, preparing annual reports or preparing marketing material could be used to help communicate housing advocacy messaging.

Market Huntington’s housing needs and opportunities to potential residential development partners and develop a centralized housing resource center.

Using a variety of sources, Huntington should attempt to identify and market itself to the residential developers (both for-profit and nonprofit), real estate investors, housing advocacy groups and others active in the region. Identification could be through trade associations, published lists of developers, real estate agents or brokers, and other real estate entities in the region. Marketing of the community through trade publications, direct solicitation or public venues (e.g., housing and economic conferences) should be considered. The promotion of market data (including this Housing Needs Assessment), the city’s 90 identified development opportunity sites, housing programs and incentives should be the focus of such efforts.

It is common for economic development organizations to have a website that educates potential developers of industrial, manufacturing or warehouse space on such things as potential development sites, profile of the local workforce, local tax rates and other pertinent factors that may influence building or investment decisions. This same approach can be used for promoting residential development and investment opportunities in Huntington. The development of an online *residential* resource center should be considered that includes or directs people to development and housing resources such as:

- Potential Residential Sites
- Building & Zoning Regulations
- Development Incentives
- Demographic & Economic Data
- Local Housing Assistance Programs
- Local Housing Supply Data
- Government & Advocate Contacts
- Infrastructure & Public Works Information

This website can also provide housing counseling service links or contacts, fair housing information, and resident housing assistance programs. This website could be an addition to an existing government website or the creation of a new website through a housing or economic advocacy organization.

Consider continued and expanded support of existing housing entities and initiatives and re-evaluate/re-prioritize residential blight mitigation.

Huntington provides numerous organizations that focus on addressing local housing issues, including the Huntington Housing Authority, Southwestern Community Action Council, and other nonprofit organizations. Additionally, the City of Huntington has a number of established departments, statutes, and programs in place to mitigate blight and improve housing quality within the city. These include, but are not limited to, significant funding allocations from the Finance Department, the utilization of the 311 Online Portal for reporting of blight and other code related issues, dedicated code enforcement officers, rental unit licensing and inspection requirements, the Unsafe Buildings Commission (UBC), the Vacant Building Registry (VBR), Project SHINE, and the Land Bank Fast Track Authority or Land Reuse Agency (LRA). Each of these entities or initiatives serves a critical role in reducing and preventing blight within the city. While the City of Huntington and local housing advocates have made notable progress in addressing local housing issues, there still remains significant housing issues, particularly the prevalence of residential blight. Given that over 300 housing units were identified as exhibiting exterior blight, the City should consider re-evaluating and re-prioritizing residential blight mitigation efforts. This may include prioritizing blight mitigation efforts based on concentrations of blighted structures and/or based on the severity of residential blight, which are provided in this report. The City should also consider partnership building with private sector and other housing advocacy organizations to expand the resources that can be utilized to address blight. This could include the establishment of a blight mitigation task force.

Consider supporting product types and design elements that will meet the needs of residents and help the community achieve its housing goals. As shown in Section IV, the market has a large and growing base of senior households and has had difficulty retaining younger households (under the age of 35). Additionally, as shown in Section VI, much of the existing housing stock is unaffordable and/or in poor condition, causing many households to live in substandard housing and/or in cost-burdened housing situations. It is recommended that local housing officials consider supporting housing product designs that meet the specific needs of seniors, such as single-floor or low barrier entry units with amenities that appeal to seniors. Cottage- or ranch-style units near walkable neighborhoods or in areas with convenient access to senior-oriented community services should be explored. The city should also consider supporting product designs that appeal to younger adult households to help the city attract and retain such households. This could include townhouse units and condominium alternatives that are heavily amenitized, with features that will appeal to younger households. The product appeal would likely increase if it is developed in walkable neighborhoods or near downtown Huntington. Given that product types and design can influence housing decisions of consumers, it will be important for the city to support such product that helps it achieve its goals. Zoning, incentives, and infrastructure assistance are just some of the ways the city can support the development of selected product types and designs.

III. COMMUNITY OVERVIEW AND STUDY AREAS

A. HUNTINGTON, WEST VIRGINIA

This report focuses on the housing needs of Huntington, West Virginia. Established in 1871, the city of Huntington is approximately 18 square miles and is located within Cabell and Wayne counties along the Ohio River on the southwest border of West Virginia. Huntington is approximately 53 miles west of Charleston, West Virginia. The main thoroughfares that serve Huntington include Interstate 64, U.S. Highways 52 and 60, as well as several state routes.

Huntington has an estimated population of 45,629 in 2023, which is a decrease of 1,213, or 2.6%, since 2020. The city's estimated population density is 2,471.5 persons per square mile in 2023, which is significantly higher compared to the state of West Virginia (73.3 persons per square mile). The City of Huntington serves as the county seat of Cabell County and is home to the county courthouse, various commercial businesses, employment opportunities, and hospitals. Some of the main attractions within the city include museums, numerous parks, historical landmarks, and a variety of entertainment, cultural and recreational activities.

Based on 2023 estimates, 50.2% of the city's households are owner households. Over half (58.8%) of rental units are within structures of four or fewer units (including mobile homes), while nearly all (97.9%) of the owner-occupied units are comprised of these smaller structures (primarily single-family homes) and mobile homes. Additional information regarding the city's demographic characteristics and trends, economic conditions, and housing supply are included throughout this report.

B. STUDY AREA DELINEATIONS

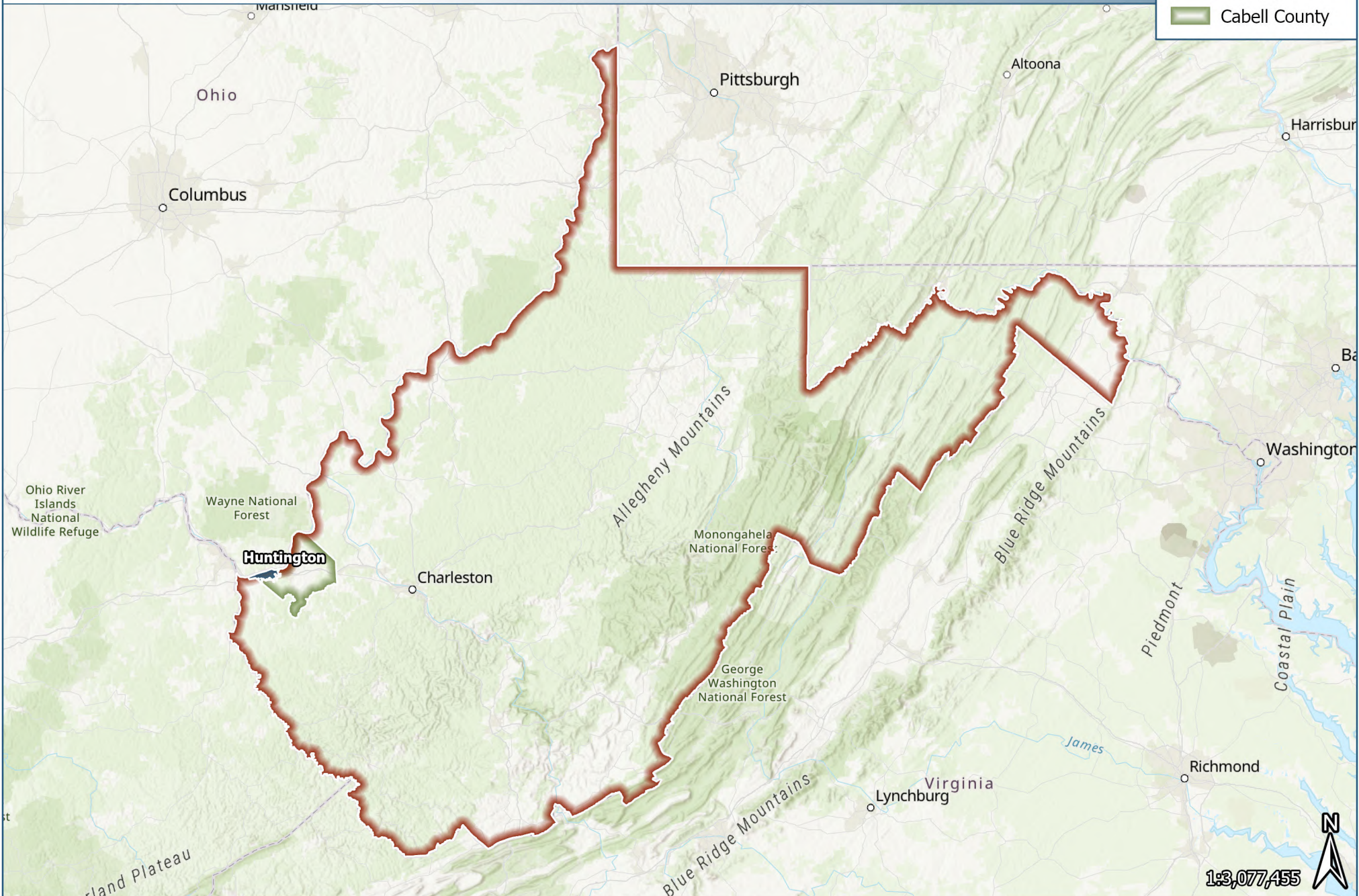
This report addresses the housing needs for Huntington, West Virginia. To this end, we focused our evaluation on the demographic and economic characteristics, as well as the existing housing stock, on areas within the city. Additionally, we provide supplemental analysis for the balance of Cabell County to understand trends and attributes in the area. The following summarizes the various study areas used in this analysis.

Primary Study Area – The Primary Study Area (PSA) includes all of the city of Huntington.


Secondary Study Area – The Secondary Study Area (SSA) is the Balance of Cabell County, which encompasses the areas outside the city limits of Huntington but within Cabell County.

Maps delineating the boundaries of the various study areas are shown on the following pages.

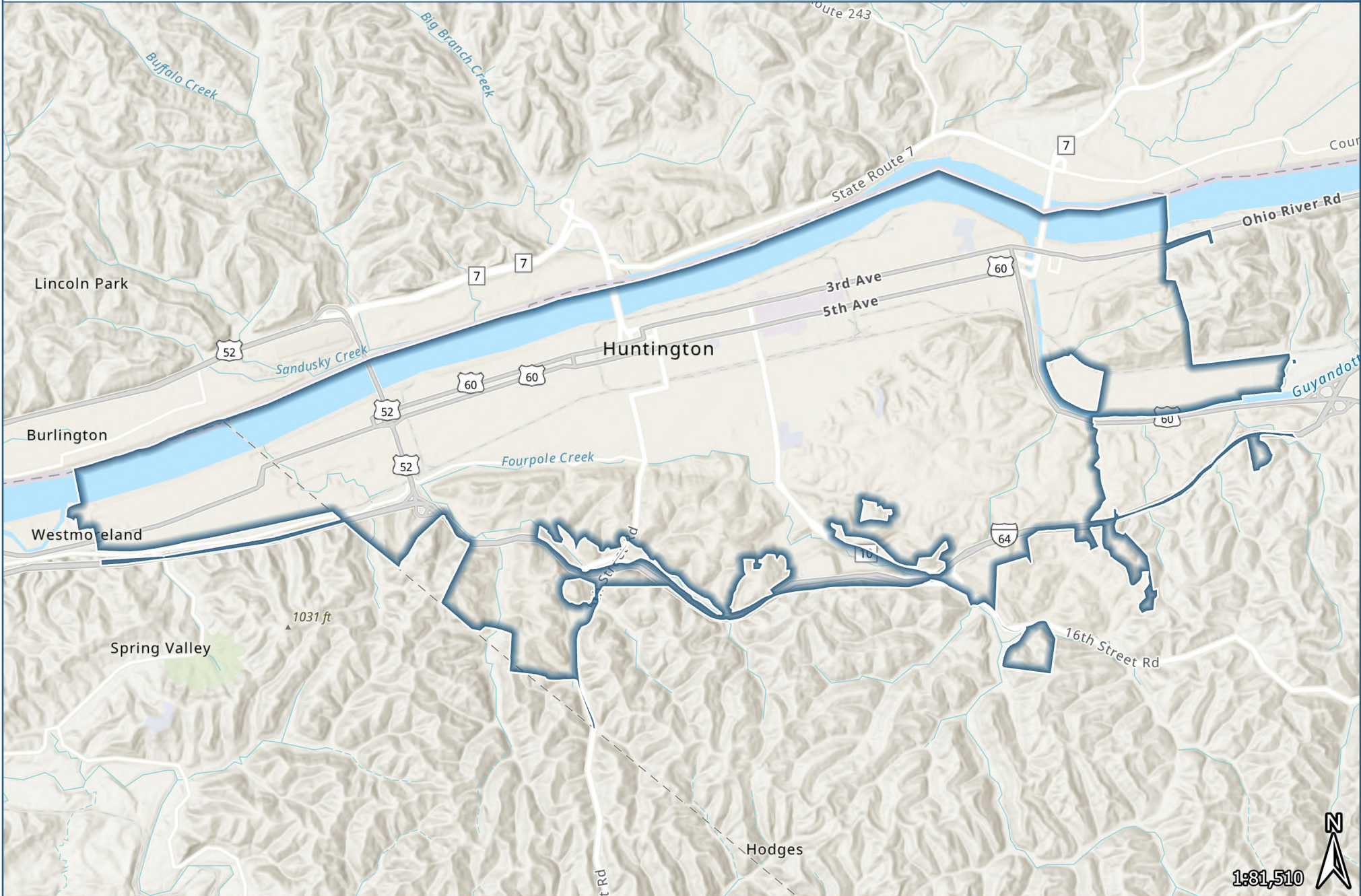
-  State Boundary
-  Huntington
-  Cabell County

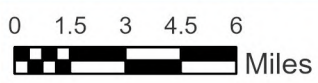
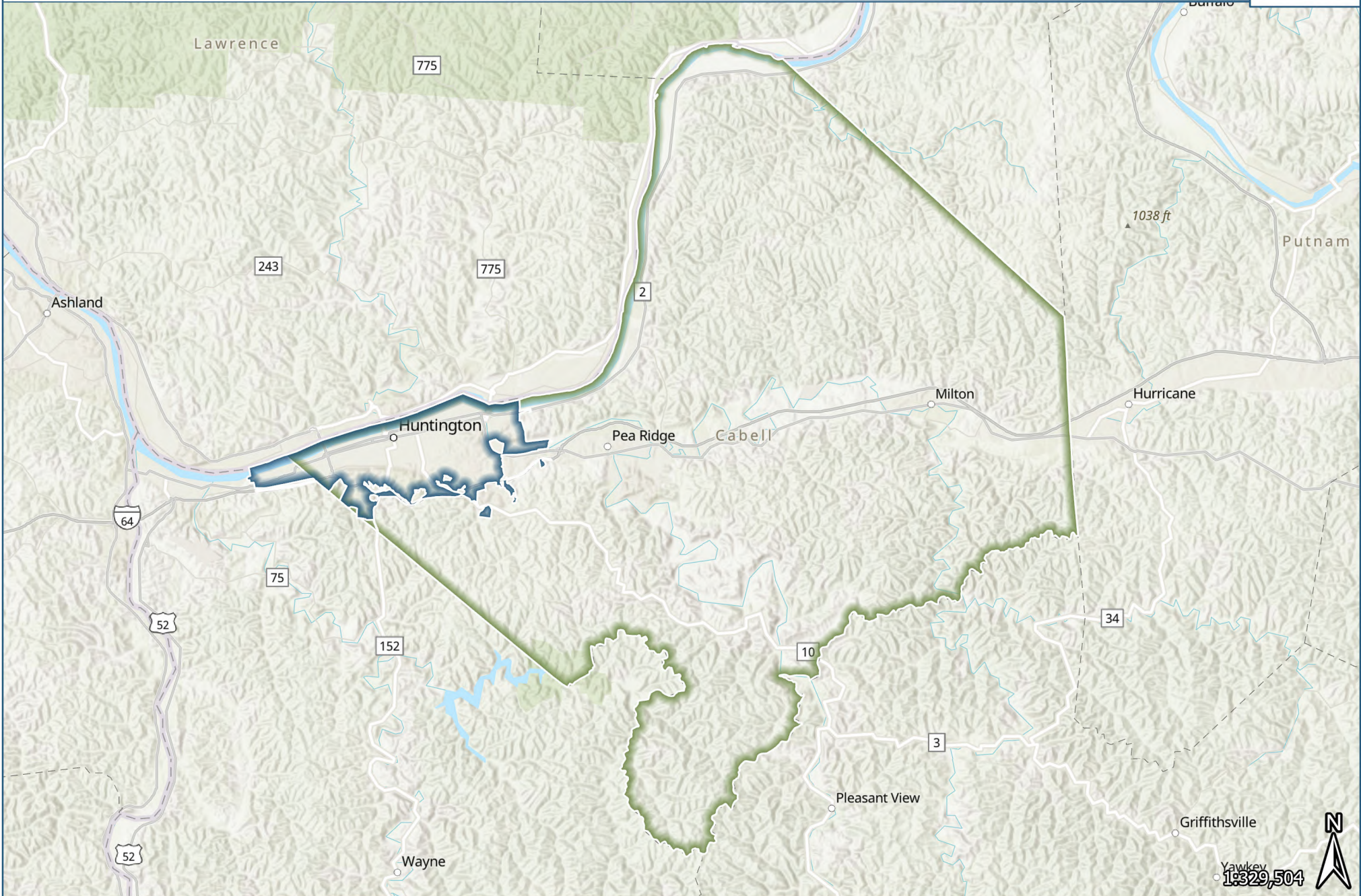


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 Miles

VGIN, Esri, TomTom, Garmin, FAO, NOAA, USGS, EPA, NPS, USFWS, Esri, USGS
Additional Source(s): Bowen National Research





Esri, NASA, NGA, USGS, VGIN, Esri, TomTom, Garmin, SafeGraph, FAO, METI/NASA, USGS, EPA, NPS, USFWS
Additional Source(s): Bowen National Research

IV. DEMOGRAPHIC ANALYSIS

A. INTRODUCTION

This section of the report evaluates key demographic characteristics for the Primary Study Area (PSA, city of Huntington), the Secondary Study Area (SSA, Balance of Cabell County), Cabell County overall, and the state of West Virginia. *Note that the PSA includes the western portion of the city of Huntington that falls within Wayne County.* Through this analysis, unfolding trends and unique conditions are often revealed regarding populations and households residing in the selected geographic areas. Demographic comparisons between these geographies and the state of West Virginia provide insights into the human composition of housing markets. Critical questions, such as the following, can be answered with this information:

- Who lives in the city of Huntington and what are these people like?
- In what kinds of household groupings do Huntington residents live?
- What share of people rent or own their Huntington residence?
- Are the number of people and households living in Huntington increasing or decreasing over time?
- How has migration contributed to the population changes within Huntington in recent years, and what are these in-migrants like?
- How do Huntington residents compare with residents in surrounding areas of Cabell County (SSA)?

This section is comprised of three major parts: population characteristics, household characteristics, and demographic theme maps. Population characteristics describe the qualities of individual people, while household characteristics describe the qualities of people living together in one residence. Demographic theme maps graphically show varying levels (low to high concentrations) of a demographic characteristic across a geographic region.

It is important to note that 2010 and 2020 demographics are based on U.S. Census data (actual count), while 2023 and 2028 data are based on calculated estimates provided by ESRI, a nationally recognized demography firm. The accuracy of these estimates depends on the realization of certain assumptions:

- Economic projections made by secondary sources materialize.
- Governmental policies with respect to residential development remain consistent.
- Availability of financing for residential development (i.e., mortgages, commercial loans, subsidies, Tax Credits, etc.) remains consistent.
- Sufficient housing and infrastructure are provided to support projected population and household growth.

Significant unforeseen changes or fluctuations among any of the preceding assumptions could have an impact on demographic estimates/projections.

B. POPULATION CHARACTERISTICS

Note: The following demographic projections are provided by nationally recognized demographer ESRI. These projections are based on a variety of trends and characteristics exhibited by the subject market, as well as state and national metrics. These projections do not account for recently announced business investments or expected job growth within the market, which are expected to have a significant impact on various demographic trends and characteristics of the PSA (Huntington), SSA (Balance of Cabell County), and surrounding region.

Because this planned job growth will have an impact on household growth within the entire region, we estimated the household growth these new jobs will have on Cabell County overall. This includes projections for households by tenure (renters versus owners) and income level over the next five years. These projections are provided at the end of Section V of this report and are incorporated in the housing gap estimates shown in Section VIII of this report.

Population by numbers and percent change (growth or decline) for selected years is shown in the following table. It should be noted that some total numbers and percentages may not match the totals within or between tables in this section due to rounding. Positive changes between time periods in the following table are illustrated in **green**, while negative changes are illustrated in **red**.

	Total Population									
	2010 Census	2020 Census	Change 2010-2020		2023 Estimated	Change 2020-2023		2028 Projected	Change 2023-2028	
			Number	Percent		Number	Percent		Number	Percent
PSA	49,417	46,842	-2,575	-5.2%	45,629	-1,213	-2.6%	44,519	-1,110	-2.4%
SSA	50,824	51,279	455	0.9%	50,833	-446	-0.9%	50,092	-741	-1.5%
Cabell County	96,319	94,350	-1,969	-2.0%	92,834	-1,516	-1.6%	91,132	-1,702	-1.8%
West Virginia	1,852,851	1,793,570	-59,281	-3.2%	1,775,514	-18,056	-1.0%	1,758,600	-16,914	-1.0%

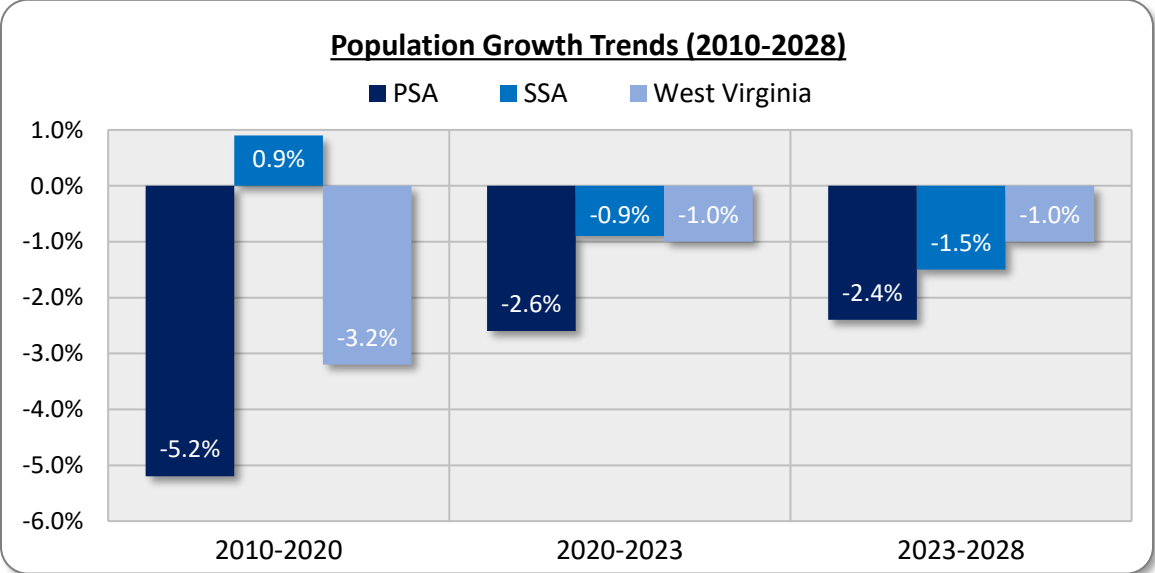
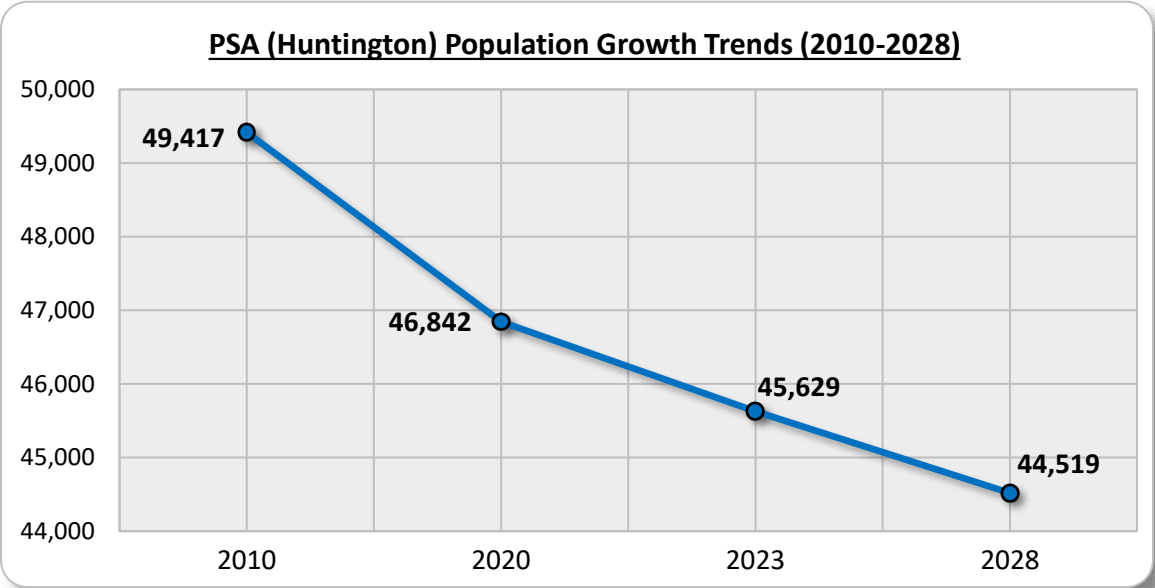
Source: 2010, 2020 Census; ESRI; Urban Decision Group; Bowen National Research

Note: The combined PSA and SSA figures do not equal the Cabell County figures, as a portion of the PSA is located in Wayne County.

The population within the PSA (Huntington) decreased by 2,575 (5.2%) between 2010 and 2020. By comparison, the SSA (Balance of Cabell County) experienced population growth of 0.9% during this period. The 5.2% decrease in population for the PSA during this time period also reflects a higher rate of decline compared to Cabell County (2.0%) and the state of West Virginia (3.2%). The PSA population continued to decrease between 2020 and 2023, declining by 2.6% during this period. Between 2023 and 2028, it is projected that the population within the PSA will further decline by 2.4%, while the SSA population is projected to decline by 1.5%. The population decline projected for both the PSA and SSA is larger than the 1.0% decline projected for the state over the next five years.

Although the population in the PSA has declined since 2010 and is projected to decline over the next five years (excludes impact of recently announced large-scale job growth), it is critical to point out that *household* changes, as opposed to population, are more material in assessing housing needs and opportunities. Historical and projected household changes for the PSA, SSA, Cabell County and the state of West Virginia are covered later in this section beginning on page IV-12.

The following graphs compare the change in population between 2010 and 2028.



Population densities for selected years are shown in the following table:

		Population Densities			
		2010	2020	2023	2028
PSA	Population	49,417	46,842	45,629	44,519
	Area in Square Miles	18.46	18.46	18.46	18.46
	Density	2,676.7	2,537.3	2,471.5	2,411.4
SSA	Population	50,824	51,279	50,833	50,092
	Area in Square Miles	270.92	270.92	270.92	270.92
	Density	187.6	189.3	187.6	184.9
Cabell County	Population	96,319	94,350	92,834	91,132
	Area in Square Miles	288.02	288.02	288.02	288.02
	Density	334.4	327.6	322.3	316.4
West Virginia	Population	1,852,851	1,793,570	1,775,514	1,758,600
	Area in Square Miles	24,229.93	24,229.93	24,229.93	24,229.93
	Density	76.5	74.0	73.3	72.6

Source: 2010, 2020 Census; ESRI; Urban Decision Group; Bowen National Research

The PSA (Huntington) has an estimated population density of 2,471.5 persons per square mile in 2023. By comparison, the SSA (Balance of County), Cabell County and the state of West Virginia have significantly lower population densities compared to the PSA. It is projected that the population density within the PSA will marginally decrease between 2023 and 2028. The population density within a given market can be useful in determining the appropriate housing types to best accommodate the housing needs of area residents.

Population by age cohorts for selected years is shown in the following table. Note that five-year projected declines for each age cohort are in **red**, while increases are illustrated in **green**:

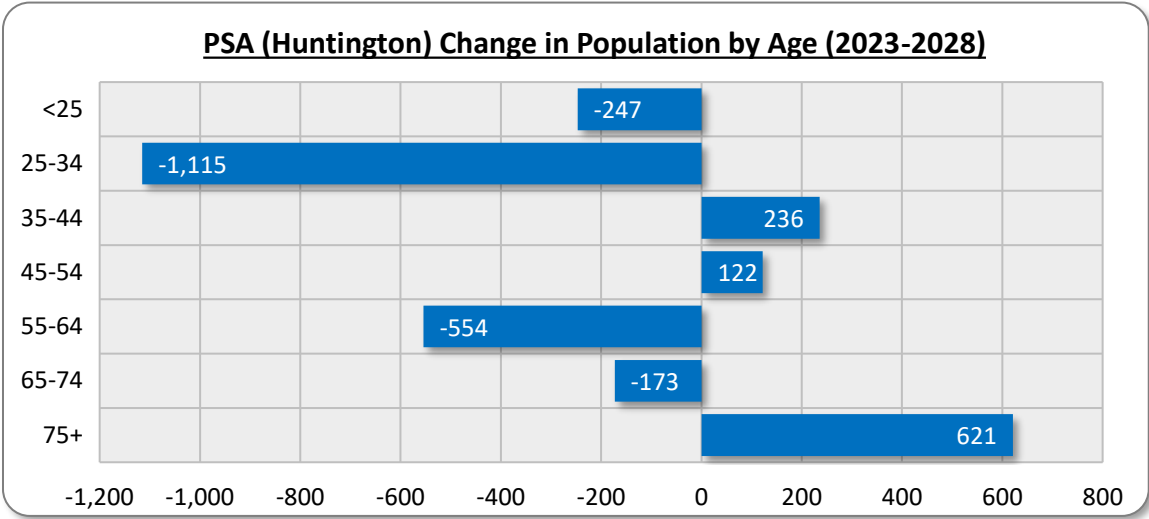
		Population by Age							Median Age
		<25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+	
PSA	2010	17,125 (34.7%)	7,257 (14.7%)	5,424 (11.0%)	5,949 (12.0%)	5,944 (12.0%)	3,672 (7.4%)	4,046 (8.2%)	37.0
	2023	14,224 (31.2%)	6,607 (14.5%)	5,438 (11.9%)	4,576 (10.0%)	5,222 (11.4%)	5,152 (11.3%)	4,410 (9.7%)	38.4
	2028	13,977 (31.4%)	5,492 (12.3%)	5,674 (12.7%)	4,698 (10.6%)	4,668 (10.5%)	4,979 (11.2%)	5,031 (11.3%)	39.8
	Change 2023-2028	-247 (-1.7%)	-1,115 (-16.9%)	236 (4.3%)	122 (2.7%)	-554 (-10.6%)	-173 (-3.4%)	621 (14.1%)	N/A
SSA	2010	14,778 (29.1%)	6,316 (12.4%)	6,772 (13.3%)	7,407 (14.6%)	7,130 (14.0%)	4,705 (9.3%)	3,716 (7.3%)	42.6
	2023	13,100 (25.8%)	6,101 (12.0%)	6,780 (13.3%)	6,249 (12.3%)	7,092 (14.0%)	6,779 (13.3%)	4,732 (9.3%)	44.2
	2028	12,968 (25.9%)	4,935 (9.9%)	6,977 (13.9%)	6,358 (12.7%)	6,313 (12.6%)	6,817 (13.6%)	5,724 (11.4%)	45.3
	Change 2023-2028	-132 (-1.0%)	-1,166 (-19.1%)	197 (2.9%)	109 (1.7%)	-779 (-11.0%)	38 (0.6%)	992 (21.0%)	N/A
Cabell County	2010	30,762 (31.9%)	13,111 (13.6%)	11,721 (12.2%)	12,844 (13.3%)	12,517 (13.0%)	8,015 (8.3%)	7,349 (7.6%)	38.6
	2023	26,455 (28.5%)	12,218 (13.2%)	11,759 (12.7%)	10,386 (11.2%)	11,849 (12.8%)	11,409 (12.3%)	8,758 (9.4%)	41.4
	2028	26,139 (28.7%)	10,039 (11.0%)	12,175 (13.4%)	10,602 (11.6%)	10,539 (11.6%)	11,322 (12.4%)	10,316 (11.3%)	42.7
	Change 2023-2028	-316 (-1.2%)	-2,179 (-17.8%)	416 (3.5%)	216 (2.1%)	-1,310 (-11.1%)	-87 (-0.8%)	1,558 (17.8%)	N/A
West Virginia	2010	556,419 (30.0%)	220,701 (11.9%)	237,464 (12.8%)	276,116 (14.9%)	264,809 (14.3%)	163,484 (8.8%)	133,858 (7.2%)	41.3
	2023	477,759 (26.9%)	211,849 (11.9%)	225,595 (12.7%)	216,642 (12.2%)	251,912 (14.2%)	237,504 (13.4%)	154,253 (8.7%)	43.8
	2028	473,453 (26.9%)	182,848 (10.4%)	225,277 (12.8%)	219,339 (12.5%)	226,449 (12.9%)	239,907 (13.6%)	191,327 (10.9%)	44.9
	Change 2023-2028	-4,306 (-0.9%)	-29,001 (-13.7%)	-318 (-0.1%)	2,697 (1.2%)	-25,463 (-10.1%)	2,403 (1.0%)	37,074 (24.0%)	N/A

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2023, the median age for the population of the PSA (Huntington) is 38.4 years, which represents a younger median age when compared to the median age of 44.2 years for the SSA (Balance of County) and 43.8 years for the state of West Virginia. Over 45% of the PSA population is under the age of 35, while 21.0% of the PSA population is aged 65 and older. As such, the share of the population under age 35 is higher than the corresponding share for the state (38.8%) and the population share aged 65 and older in the PSA is slightly lower than the corresponding share for the state (22.1%). Between 2023 and 2028, the largest increase in population by age in the PSA is projected to occur among those 75 years and older (14.1% increase). The projected increase among this age cohort in the PSA is consistent with the projected increases in the SSA,

Cabell County and state of West Virginia. While moderate increases are projected for the age cohorts of 35 to 44 years and 45 to 54 years, all other age cohorts are projected to decline in the PSA.

The following graph compares the projected change in population by age cohort between 2023 and 2028.



Noteworthy population characteristics for each area are illustrated in the following table. Note that data included within this table is derived from multiple sources (2020 Census, ESRI, American Community Survey) and is provided for the most recent time period available for the given source.

		Population Characteristics (Year)						
		Minority Population (2020)	Unmarried Population (2023)	No High School Diploma (2023)	College Degree (2023)	< 18 Years Below Poverty Level (2021)	Overall Below Poverty Level (2021)	Movership Rate (2021)
PSA	Number	8,247	24,718	3,257	13,438	3,211	13,320	8,179
	Percent	17.6%	63.0%	10.4%	42.8%	38.6%	30.2%	17.6%
SSA	Number	3,704	20,762	2,892	15,803	1,770	6,733	4,952
	Percent	7.2%	48.7%	7.7%	41.9%	16.6%	13.4%	9.7%
Cabell County	Number	11,685	43,801	5,892	28,078	4,711	19,241	12,548
	Percent	12.4%	55.6%	8.9%	42.3%	25.6%	21.2%	13.4%
West Virginia	Number	182,901	735,237	131,588	441,448	79,724	295,632	197,234
	Percent	10.2%	49.0%	10.1%	34.0%	22.4%	16.9%	11.1%

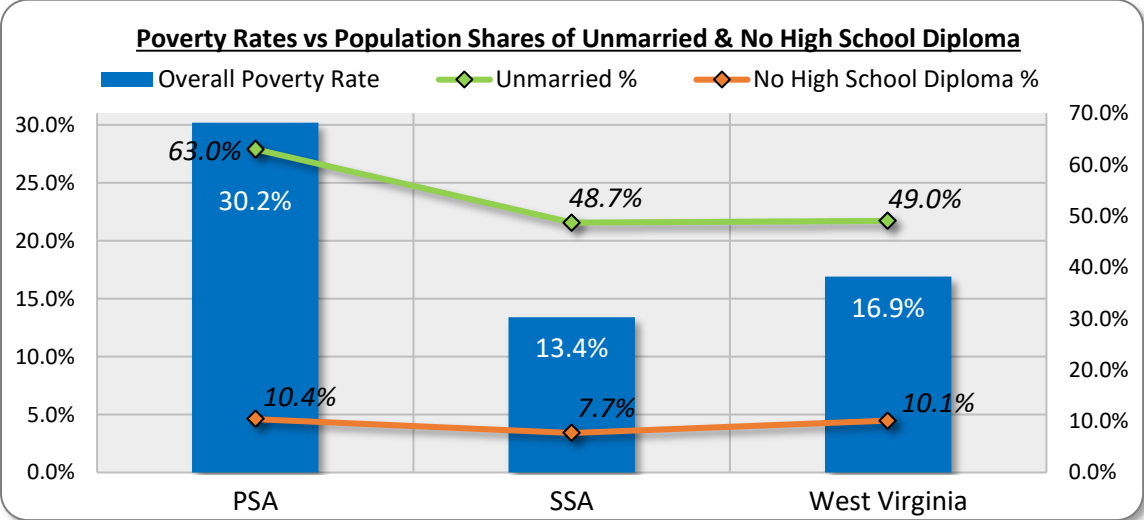
Source: U.S. Census Bureau; 2020 Census; 2017-2021 American Community Survey; ESRI; Urban Decision Group; Bowen National Research

As the preceding table illustrates, minorities in the PSA (Huntington) comprise a larger share (17.6%) of the overall population as compared to the SSA (7.2%) and state (10.2%). Among the adult population of the PSA, 63.0% of the population is unmarried. By comparison, less than one-half of adults in both the SSA and state of West Virginia are unmarried. The share of the adult population

in the PSA that lacks a high school diploma (10.4%) is slightly greater than the SSA (7.7%) and the state (10.1%), while the share of individuals in the PSA with a college degree (42.8%) is slightly higher than the corresponding share for the SSA (41.9%) and notably higher than the corresponding share for the state (34.0%).

A total of 13,320 people, or 30.2%, of the PSA population live below the poverty level, which is a much higher rate than the corresponding shares for the SSA (13.4%) and state (16.9%). In particular, 38.6% of the population under the age of 18 lives below the poverty level in Huntington, a significantly higher share as compared to the surrounding SSA (16.6%) and state (22.4%). The movership rate (the share of the population moving within or to a given area year over year) in the PSA is 17.6%, which is greater than the 9.7% movership rate in the SSA and the 11.1% rate reported within the state. As marital status and educational attainment typically affect household income, these factors can play an important role in the overall housing affordability of an area.

The following graph compares the overall poverty rate for each study area and the share of each population that is unmarried and that lacks a high school diploma.



While the analysis on the preceding pages illustrates recent population changes, future population projections, and population characteristics such as age, marital status, and educational attainment, the following addresses where people *move* to and from, referred to as migration patterns. For the purposes of this analysis, the Census Bureau’s Population Estimates Program (PEP) is considered the most reliable source for the total *volume* of domestic migration. To evaluate migration *flows* between counties and mobility patterns by age and income at the county level, we use the U.S. Census Bureau’s migration estimates published by the American Community Survey (ACS) for 2022. It is important to note that while county administrative boundaries are likely

imperfect reflections of commuter sheds, moving across a county boundary is often an acceptable distance to make a meaningful difference in a person’s local housing and labor market environment. The data provided by the PEP is intended to provide general insight regarding the contributing factors of population change (natural increase, domestic migration, and international migration), and as such, gross population changes within this data should not be compared to other tables which may be derived from alternate data sources such as the Decennial Census or American Community Survey.

The following table illustrates the cumulative change in total population for Cabell County, West Virginia between April 2010 and July 2020.

Estimated Components of Population Change*								
April 1, 2010 to July 1, 2020								
Area	Population		Change*		Components of Change			
	2010	2020	Number	Percent	Natural Change	Domestic Migration	International Migration	Net Migration
Cabell County	96,246	91,589	-4,657	-4.8%	-1,181	-4,195	786	-3,409

Source: U.S. Census Bureau, Population Division, October 2021

*Includes residuals of -67 representing the change that cannot be attributed to any specific demographic component

Based on the preceding data, natural decrease (more deaths than births) and negative domestic migration were both contributing factors to the population decline within Cabell County from 2010 to 2020. Natural decrease (-1,181) had a significant negative influence on the Cabell County population, while the negative net migration (-3,409) during this period was largely due to people relocating to areas outside of Cabell County. In order for Cabell County to improve population trends, it is important that an adequate supply of income-appropriate rental and for-sale housing is available to attract domestic and international migrants, and to retain young adults and families in the area, which contributes to natural increase of a population. Other factors such as job availability, wage competitiveness, and housing conditions can substantially impact population change.

The following table details the *shares* of domestic in-migration by three select age cohorts for Cabell County from 2017 to 2021.

Domestic County Population In-Migrants by Age, 2017 to 2021						
Area	Share by Age			Median Age in Years		
	1 to 34 Years	35 to 54 Years	55+ Years	In-State Migrants	Out-of-state Migrants	Existing Population
Cabell County	68.6%	19.6%	11.8%	21.6	27.1	39.3

Source: U.S. Census Bureau, 2021 5-Year ACS Estimates (S0701); Bowen National Research

According to 2017-2021 American Community Survey estimates, 68.6% of domestic in-migrants to Cabell County were under 35 years of age. The average age of in-state migrants to Cabell County is 21.6 years. The significant share of younger in-migrants is largely reflective of the student population at Marshall University, a public university located in Huntington.

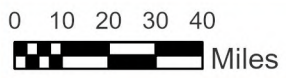
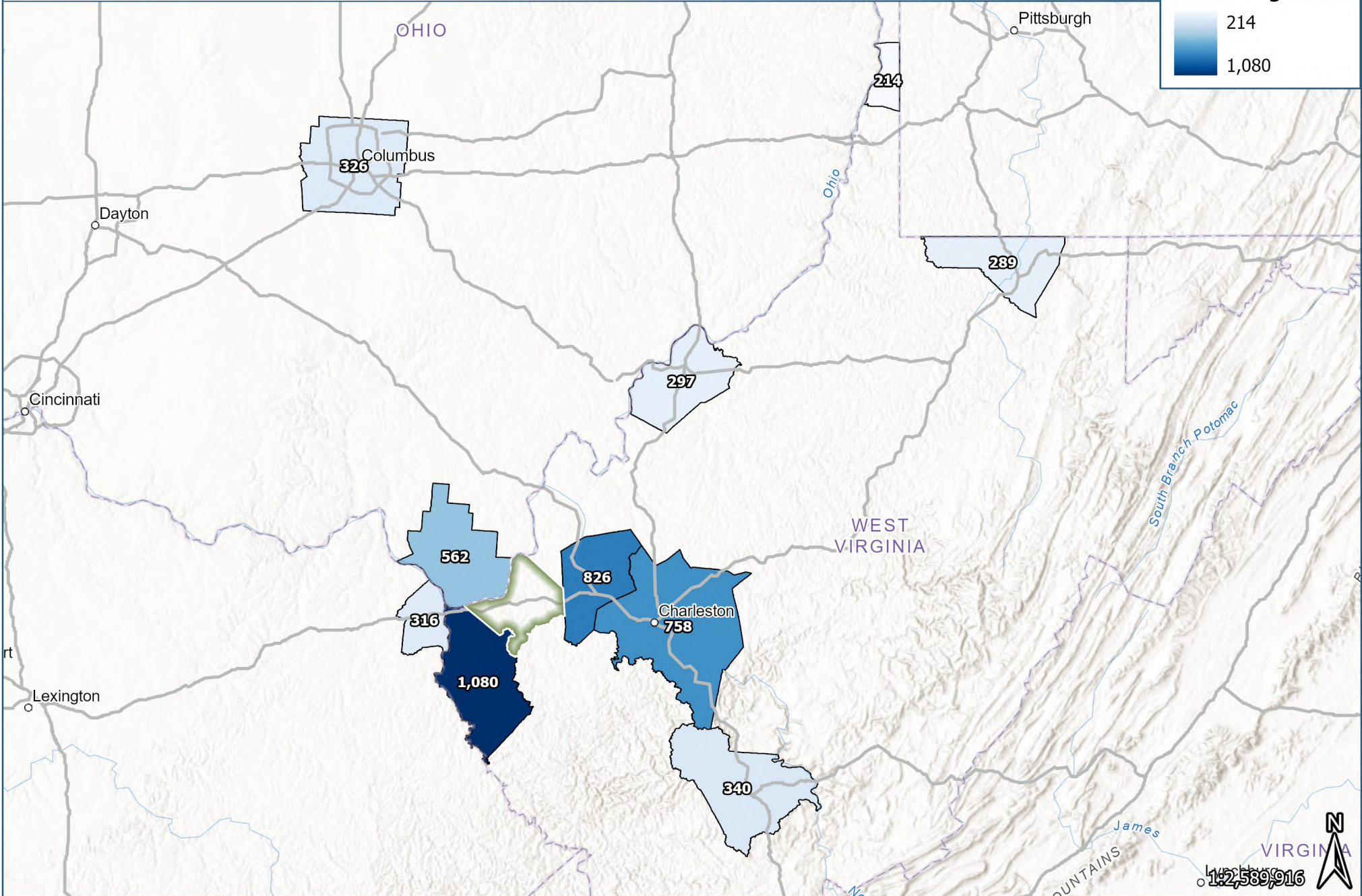
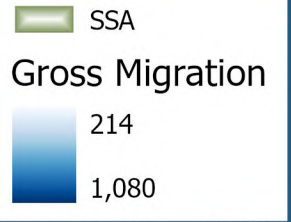
The following table illustrates the average annual change of the top 10 gross migration counties (total combined inflow and outflow) for Cabell County. Note that counties which directly border Cabell County are illustrated in red text.

County-to-County Domestic Population Migration for Cabell County, WV Top 10 Gross Migration Counties		
County	Gross Migration	
	Number	Percent
Wayne County, WV	1,080	10.6%
Putnam County, WV	826	8.1%
Kanawha County, WV	758	7.5%
Lawrence County, OH	562	5.5%
Raleigh County, WV	340	3.3%
Franklin County, OH	326	3.2%
Boyd County, KY	316	3.1%
Wood County, WV	297	2.9%
Monongalia County, WV	289	2.8%
Brooke County, WV	214	2.1%
All Other Counties	5,162	50.8%
Total Migration	10,170	100.0%

Source: U.S. Census Bureau, 2020 5-Year American Community Survey; Bowen National Research

As the preceding table illustrates, three of the top four gross migration counties directly border Cabell County and comprise 24.2% of the total gross migration. In total, nearly one-half (49.1%) of the gross migration for Cabell County is among the top 10 counties listed.

A map illustrating the regional gross migration between Cabell County and nearby regional counties for 2020 is shown on the following page.



While the data contained in the previous pages illustrates the overall net migration trends for Cabell County and gives perspective about the general location where these individuals migrate to and from, it is also important to understand the income levels of in-migrants as they directly relate to affordability of housing. The following table illustrates the *per-person* income distribution by geographic mobility status for Cabell County in-migrants. Note that this data is provided for the county *population*, not households, ages 15 and above:

Income Distribution by Mobility Status for Population Age 15+ Years*								
Cabell County, West Virginia								
2021 Inflation Adjusted Individual Income	Same House		Moved Within Same County		Moved From Different County, Same State		Moved From Different State	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
<\$25,000	28,232	48.4%	2,993	61.5%	1,576	71.1%	1,070	63.3%
\$25,000 to \$49,999	15,531	26.6%	1,182	24.3%	453	20.4%	243	14.4%
\$50,000+	14,585	25.0%	693	14.2%	189	8.5%	378	22.4%
Total	58,348	100.0%	4,868	100.0%	2,218	100.0%	1,691	100.0%

Source: U.S. Census Bureau, 2021 5-Year American Community Survey (B07010); Bowen National Research

*Excludes population with no income

According to data provided by the 2021 American Community Survey, over 70% of the population that moved to Cabell County from a different county within West Virginia earned less than \$25,000 per year. This is a larger share of such individuals when compared to the share (63.3%) of individuals migrating from outside the state that earned less than \$25,000 per year. By comparison, the share of individuals earning \$50,000 or more per year is much smaller for both in-migrants from a different county within West Virginia (8.5%) and those from outside the state (22.4%). Although it is likely that a significant share of the population earning less than \$25,000 per year consists of children over the age of 15 and young adults considered to be dependents within a larger family, this illustrates that affordable housing options are likely important for a significant portion of in-migrants to Cabell County.

Based on our evaluation of the components of population change between 2010 and 2022, the population decrease during this time in Cabell County was due to both natural decrease and negative domestic migration. A significant share of in-migrants to Cabell County are under 35 years of age and earn less than \$25,000 annually. In order for the PSA (Huntington) and surrounding SSA (Balance of County) to maximize migration potential and retain or attract young households, it is important that an adequate supply of income-appropriate housing is readily available in the future.

C. HOUSEHOLD CHARACTERISTICS

Households by numbers and percent change (growth or decline) for selected years are shown in the following table. As previously cited, the following household projections do not account for recently announced job growth. This planned job growth and corresponding impact on household growth is discussed in Section V, beginning on page 22. Note that decreases are illustrated in red text, while increases are illustrated in green text:

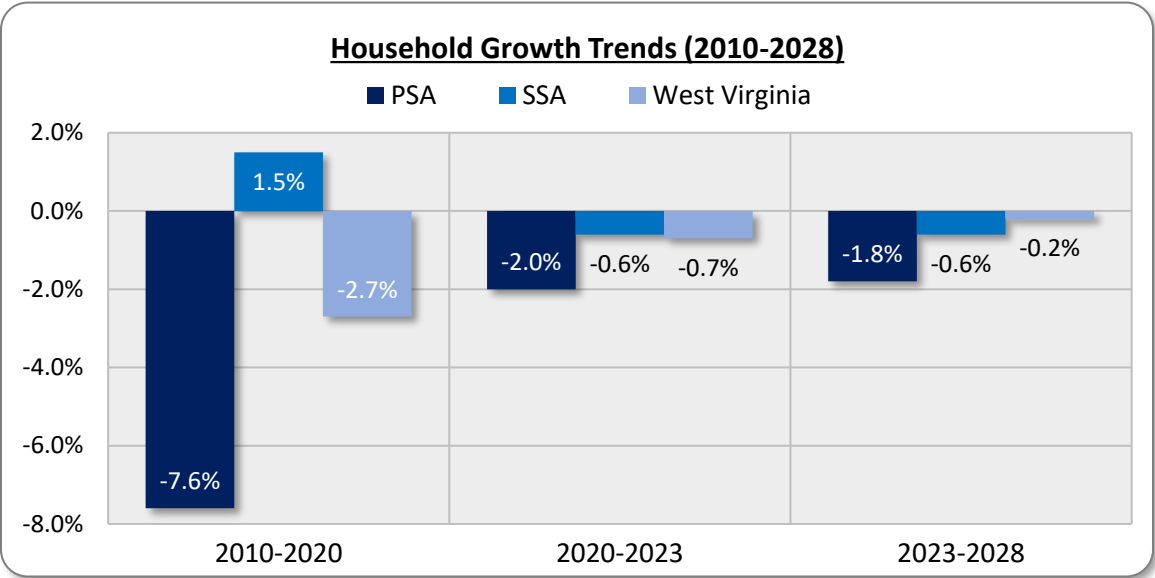
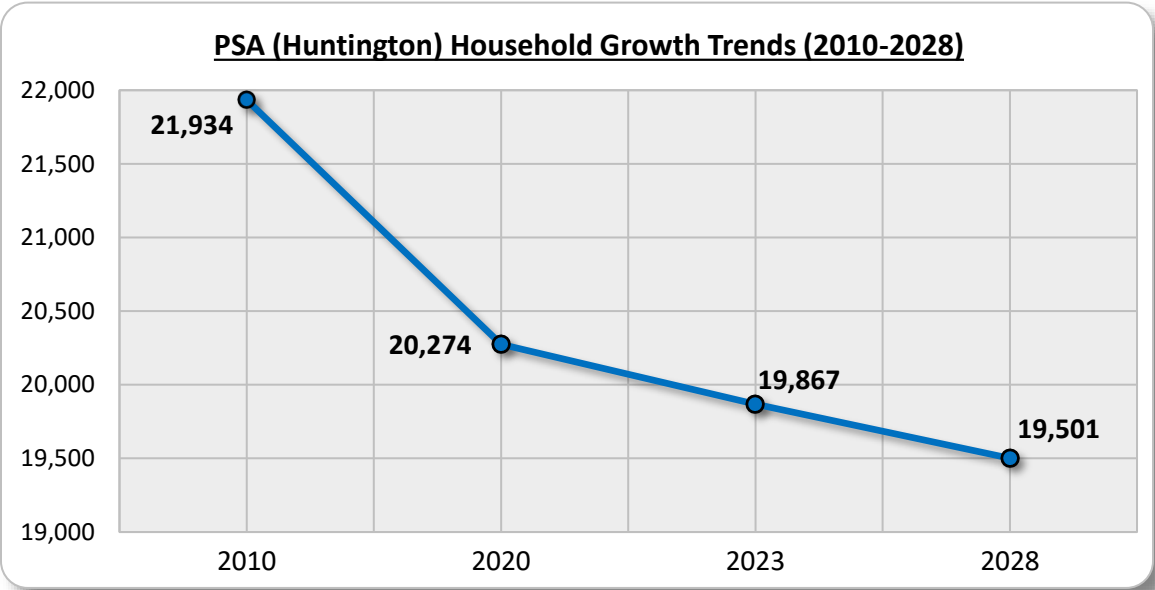
	Total Households									
	2010 Census	2020 Census	Change 2010-2020		2023 Estimated	Change 2020-2023		2028 Projected	Change 2023-2028	
			Number	Percent		Number	Percent		Number	Percent
PSA	21,934	20,274	-1,660	-7.6%	19,867	-407	-2.0%	19,501	-366	-1.8%
SSA	21,084	21,393	309	1.5%	21,272	-121	-0.6%	21,139	-133	-0.6%
Cabell County	41,223	39,921	-1,302	-3.2%	39,453	-468	-1.2%	39,007	-446	-1.1%
West Virginia	763,831	743,406	-20,425	-2.7%	738,456	-4,950	-0.7%	736,670	-1,786	-0.2%

Source: 2010, 2020 Census; ESRI; Urban Decision Group; Bowen National Research

Between 2010 and 2020, the number of households within the PSA (Huntington) decreased by 1,660 (7.6%). By comparison, the SSA (Balance of Cabell County) experienced household growth of 1.5% during the same period. The 7.6% decrease in PSA households represents a larger rate of decrease compared to Cabell County (3.2%) and the state of West Virginia (2.7%) between 2010 and 2020. The overall number of households in the PSA continued to decrease between 2020 and 2023. Between 2023 and 2028, the number of households in the PSA is projected to decrease by 366 (1.8%), which represents a slightly larger decrease in households compared to the SSA, county, and state.

While the number of households within Huntington is projected to decrease over the next five years, these projections do not account for recent job growth announcements in the region, and household growth alone does not dictate the total housing needs of a market. Other factors that affect housing needs, which are addressed throughout this report, include: households living in substandard or cost-burdened housing, commuting patterns, pent-up demand, availability of existing housing, and product in the development pipeline.

The following graphs compare household growth between 2010 and 2028:



Household heads by age cohorts for selected years are shown in the following table. Note that five-year projected declines are in red, while increases are in green:

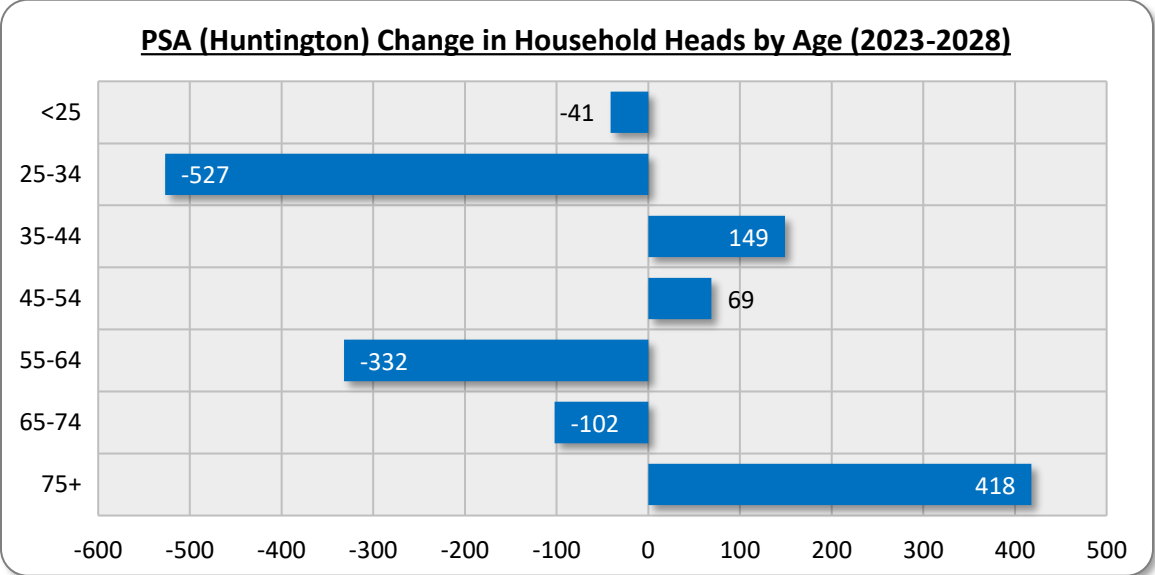
		Household Heads by Age						
		<25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
PSA	2010	2,412 (11.0%)	3,839 (17.5%)	3,040 (13.9%)	3,528 (16.1%)	3,782 (17.2%)	2,474 (11.3%)	2,859 (13.0%)
	2023	1,746 (8.8%)	3,366 (16.9%)	2,896 (14.6%)	2,557 (12.9%)	3,150 (15.9%)	3,357 (16.9%)	2,795 (14.1%)
	2028	1,705 (8.7%)	2,839 (14.6%)	3,045 (15.6%)	2,626 (13.5%)	2,818 (14.5%)	3,255 (16.7%)	3,213 (16.5%)
	Change 2023-2028	-41 (-2.3%)	-527 (-15.7%)	149 (5.1%)	69 (2.7%)	-332 (-10.5%)	-102 (-3.0%)	418 (15.0%)
SSA	2010	846 (4.0%)	2,884 (13.7%)	3,494 (16.6%)	4,055 (19.2%)	4,078 (19.3%)	3,034 (14.4%)	2,693 (12.8%)
	2023	668 (3.1%)	2,701 (12.7%)	3,361 (15.8%)	3,250 (15.3%)	3,888 (18.3%)	4,188 (19.7%)	3,216 (15.1%)
	2028	679 (3.2%)	2,174 (10.3%)	3,466 (16.4%)	3,303 (15.6%)	3,444 (16.3%)	4,195 (19.8%)	3,878 (18.3%)
	Change 2023-2028	11 (1.6%)	-527 (-19.5%)	105 (3.1%)	53 (1.6%)	-444 (-11.4%)	7 (0.2%)	662 (20.6%)
Cabell County	2010	3,161 (7.7%)	6,482 (15.7%)	6,275 (15.2%)	7,281 (17.7%)	7,532 (18.3%)	5,254 (12.7%)	5,238 (12.7%)
	2023	2,345 (5.9%)	5,827 (14.8%)	6,020 (15.3%)	5,562 (14.1%)	6,772 (17.2%)	7,194 (18.2%)	5,733 (14.5%)
	2028	2,325 (6.0%)	4,823 (12.4%)	6,265 (16.1%)	5,676 (14.6%)	6,011 (15.4%)	7,132 (18.3%)	6,775 (17.4%)
	Change 2023-2028	-20 (-0.9%)	-1,004 (-17.2%)	245 (4.1%)	114 (2.0%)	-761 (-11.2%)	-62 (-0.9%)	1,042 (18.2%)
West Virginia	2010	35,294 (4.6%)	97,906 (12.8%)	121,813 (15.9%)	151,071 (19.8%)	156,865 (20.5%)	106,214 (13.9%)	94,668 (12.4%)
	2023	28,344 (3.8%)	90,270 (12.2%)	111,103 (15.0%)	113,048 (15.3%)	143,019 (19.4%)	148,430 (20.1%)	104,242 (14.1%)
	2028	28,128 (3.8%)	78,110 (10.6%)	110,755 (15.0%)	114,054 (15.5%)	127,805 (17.3%)	149,052 (20.2%)	128,766 (17.5%)
	Change 2023-2028	-216 (-0.8%)	-12,160 (-13.5%)	-348 (-0.3%)	1,006 (0.9%)	-15,214 (-10.6%)	622 (0.4%)	24,524 (23.5%)

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2023, household heads between the ages of 25 and 34 and household heads between the ages of 65 and 74 comprise the largest shares (16.9% for each cohort) of all households in the PSA. Overall, senior households (age 55 and older) represent 46.9% of all PSA households in 2023. This is a smaller share of senior households when compared to the surrounding SSA (53.1%), Cabell County (49.9%) and the state of West Virginia (53.6%). Household heads under the age of 35, which are typically more likely to be renters or first-time homebuyers, comprise 25.7% of PSA households, while those between the ages of 35 and 54 account for 27.5% of all PSA households.

Between 2023 and 2028, projections indicate significant household growth in the PSA among household heads ages 75 and older, which are projected to increase by 418 households (15.0%) during this period. Moderate growth is also projected among households between the ages of 35 and 54. Note that household heads between the ages of 25 and 34, which represent the largest share of households in 2023, are projected to decline by 15.7% between 2023 and 2028. The aforementioned changes in households by age in the PSA will likely have an impact on the area housing market across several age groups, particularly demand for senior-oriented housing in Huntington. However, as previously noted, the projections do not account for the significant job growth that is expected for the near future. Such job growth is expected to have a positive impact on household growth among all age groups, but particularly among households under the age of 55.

The following graph illustrates the projected change in households by age.



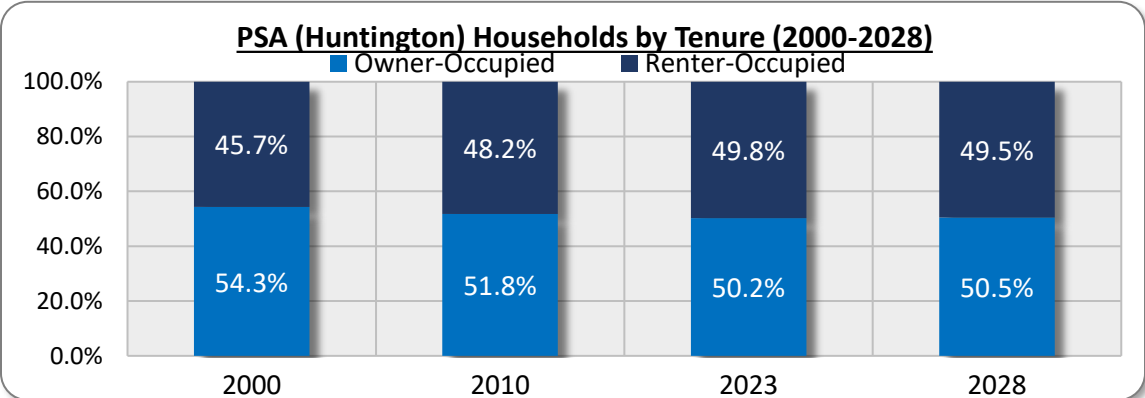
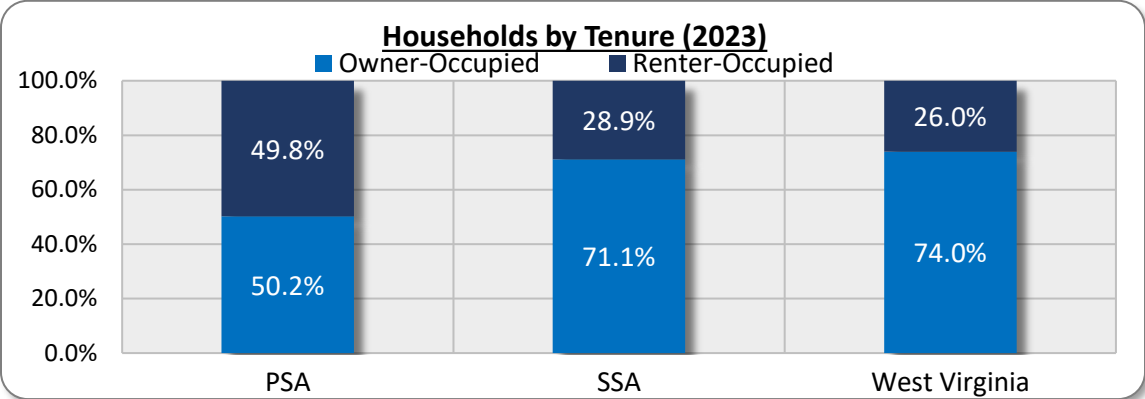
Households by tenure (renters and owners) for selected years are shown in the following table. Note that 2028 numbers which represent a projected decrease from 2023 are illustrated in red text, while projected increases are illustrated in green text.

Household Type		Households by Tenure							
		2000		2010		2023		2028	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent
PSA	Owner-Occupied	12,586	54.3%	11,372	51.8%	9,965	50.2%	9,857	50.5%
	Renter-Occupied	10,577	45.7%	10,563	48.2%	9,902	49.8%	9,644	49.5%
	Total	23,163	100.0%	21,935	100.0%	19,867	100.0%	19,501	100.0%
SSA	Owner-Occupied	15,365	77.3%	15,635	74.2%	15,114	71.1%	15,139	71.6%
	Renter-Occupied	4,517	22.7%	5,450	25.8%	6,158	28.9%	6,000	28.4%
	Total	19,882	100.0%	21,085	100.0%	21,272	100.0%	21,139	100.0%
Cabell County	Owner-Occupied	26,591	64.6%	25,715	62.4%	23,963	60.7%	23,906	61.3%
	Renter-Occupied	14,589	35.4%	15,508	37.6%	15,490	39.3%	15,101	38.7%
	Total	41,180	100.0%	41,223	100.0%	39,453	100.0%	39,007	100.0%
West Virginia	Owner-Occupied	553,635	75.2%	561,013	73.4%	546,106	74.0%	548,514	74.5%
	Renter-Occupied	182,782	24.8%	202,818	26.6%	192,350	26.0%	188,156	25.5%
	Total	736,417	100.0%	763,831	100.0%	738,456	100.0%	736,670	100.0%

Source: 2000 Census; 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2023, the PSA (Huntington) has a 50.2% share of owner households and a 49.8% share of renter households. The PSA has a much larger share of renter households compared to the SSA (28.9%), Cabell County (39.3%) and the state of West Virginia (26.0%). Between 2023 and 2028, the number of owner households in the PSA is projected to decrease by 1.1% (108 households), while the number of renter households is projected to decrease by 2.6% (258 households). These projections will result in a slightly lower share (49.5%) of renter households in the PSA by 2028. Although these tenure projections will likely have an impact on the local housing market, recent changes in home mortgage interest rates and significant increases in home construction costs can greatly influence tenure projections. In addition, notable economic announcements within Cabell County and the surrounding region will likely affect household and tenure projections for the PSA. As such, these factors should also be a part of future housing development evaluations.

The following graphs illustrate households by tenure (owners and renters) for the various study areas for 2023 and the households by tenure for the PSA from 2000 and projected to 2028:



Median household income for selected years is shown in the following table:

Median Household Income					
	2010 Census	2023 Estimated	% Change 2010-2023	2028 Projected	% Change 2023-2028
PSA	\$28,868	\$39,395	36.5%	\$44,666	13.4%
SSA	\$40,695	\$58,179	43.0%	\$66,718	14.7%
Cabell County	\$34,470	\$49,351	43.2%	\$55,854	13.2%
West Virginia	\$37,847	\$53,601	41.6%	\$60,592	13.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

As the preceding table illustrates, the estimated median household income for the PSA (Huntington) in 2023 is \$39,395, which represents a 36.5% increase over the median household income in 2010. The estimated median household income in the PSA in 2023 is 32.3% lower than the estimated median income for the SSA (\$58,179) and 26.5% lower than the statewide estimated median income (\$53,601). Between 2023 and 2028, it is projected that the median household income in the PSA will increase by 13.4%. The projected increase in the median household income in the PSA is lower than the rate of increase for the SSA (14.7%) and slightly higher than the rate of increase for the state of West Virginia (13.0%) during this period.

The distribution of *renter* households by income is illustrated in the following table. Note that declines between 2023 and 2028 are in **red**, while increases are in **green**:

		Renter Households by Income							
		<\$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$99,999	\$100,000+
PSA	2010	2,536 (24.0%)	3,088 (29.2%)	1,880 (17.8%)	1,074 (10.2%)	701 (6.6%)	356 (3.4%)	697 (6.6%)	230 (2.2%)
	2023	2,393 (24.2%)	2,208 (22.3%)	1,269 (12.8%)	1,023 (10.3%)	1,003 (10.1%)	453 (4.6%)	940 (9.5%)	614 (6.2%)
	2028	2,249 (23.3%)	1,966 (20.4%)	1,127 (11.7%)	995 (10.3%)	1,017 (10.5%)	454 (4.7%)	993 (10.3%)	843 (8.7%)
	Change 2023-2028	-144 (-6.0%)	-242 (-11.0%)	-142 (-11.2%)	-28 (-2.7%)	14 (1.4%)	1 (0.2%)	53 (5.6%)	229 (37.3%)
SSA	2010	1,054 (19.3%)	1,494 (27.4%)	937 (17.2%)	584 (10.7%)	432 (7.9%)	254 (4.7%)	542 (9.9%)	153 (2.8%)
	2023	861 (14.0%)	1,114 (18.1%)	768 (12.5%)	697 (11.3%)	690 (11.2%)	474 (7.7%)	888 (14.4%)	666 (10.8%)
	2028	771 (12.9%)	930 (15.5%)	679 (11.3%)	678 (11.3%)	656 (10.9%)	437 (7.3%)	875 (14.6%)	975 (16.2%)
	Change 2023-2028	-90 (-10.5%)	-184 (-16.5%)	-89 (-11.6%)	-19 (-2.7%)	-34 (-4.9%)	-37 (-7.8%)	-13 (-1.5%)	309 (46.4%)
Cabell County	2010	3,510 (22.6%)	4,396 (28.3%)	2,583 (16.7%)	1,799 (11.6%)	1,180 (7.6%)	507 (3.3%)	1,204 (7.8%)	329 (2.1%)
	2023	2,945 (19.0%)	3,370 (21.8%)	2,212 (14.3%)	1,591 (10.3%)	1,570 (10.1%)	906 (5.8%)	1,713 (11.1%)	1,184 (7.6%)
	2028	2,709 (17.9%)	2,970 (19.7%)	2,095 (13.9%)	1,523 (10.1%)	1,549 (10.3%)	894 (5.9%)	1,680 (11.1%)	1,682 (11.1%)
	Change 2023-2028	-236 (-8.0%)	-400 (-11.9%)	-117 (-5.3%)	-68 (-4.3%)	-21 (-1.3%)	-12 (-1.3%)	-33 (-1.9%)	498 (42.1%)
West Virginia	2010	44,568 (22.0%)	53,501 (26.4%)	32,132 (15.8%)	21,177 (10.4%)	16,342 (8.1%)	10,030 (4.9%)	19,094 (9.4%)	5,973 (2.9%)
	2023	31,594 (16.4%)	40,407 (21.0%)	26,614 (13.8%)	20,721 (10.8%)	17,755 (9.2%)	11,761 (6.1%)	27,693 (14.4%)	15,812 (8.2%)
	2028	27,669 (14.7%)	37,525 (19.9%)	23,738 (12.6%)	19,904 (10.6%)	18,005 (9.6%)	12,026 (6.4%)	29,669 (15.8%)	19,628 (10.4%)
	Change 2023-2028	-3,925 (-12.4%)	-2,882 (-7.1%)	-2,876 (-10.8%)	-817 (-3.9%)	250 (1.4%)	265 (2.3%)	1,976 (7.1%)	3,816 (24.1%)

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2023, 69.6% of *renter* households within the PSA (Huntington) earn less than \$40,000 annually. This is a larger share of low-income renter households compared to the surrounding SSA (55.9%) and the state of West Virginia (62.0%). Between 2023 and 2028, all renter household income cohorts earning less than \$40,000 in the PSA are projected to decrease, while all income cohorts earning \$40,000 or more are projected to increase. The largest increase of renter households by income in the PSA over the next five years is projected among those earning \$100,000 or more, which are projected to increase by 229 (37.3%). While the increase among higher income renter households and decrease among lower income households is consistent with projections for the SSA and state over the next five years, it should be noted that over 65% of

renter households in the PSA will continue to earn less than \$40,000 annually in 2028. The large share of lower income renter households and the projected increase among higher income renter households in Huntington will have an impact on the rental market in the area. The anticipated job growth's impact on households by income and tenure is provided in Section V of this report.

The following table shows the distribution of *owner* households by income. Note that declines between 2023 and 2028 are illustrated in **red** text, while increases are in **green** text:

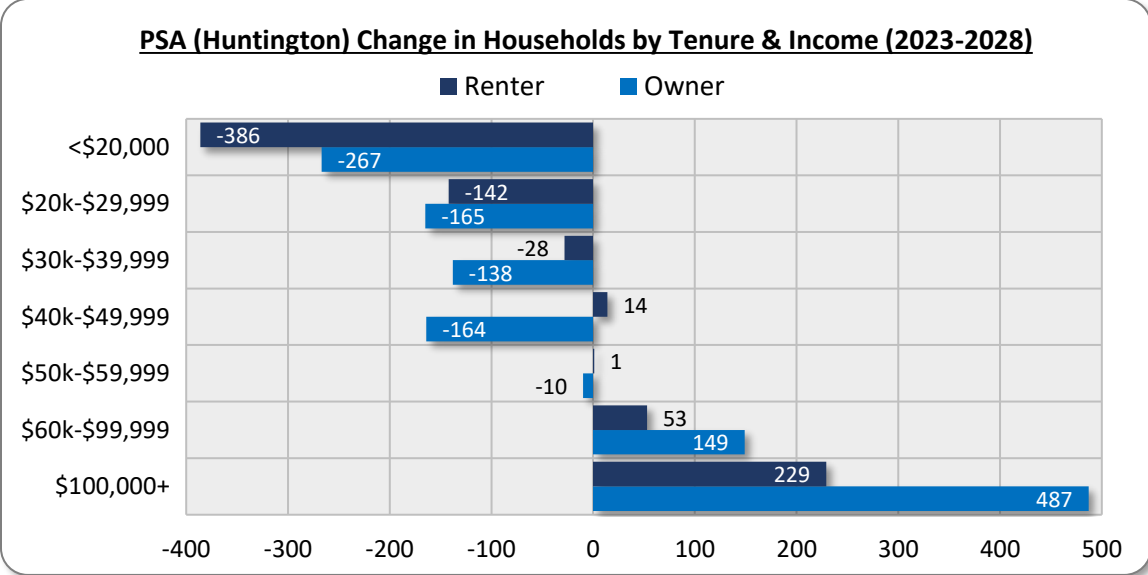
		Owner Households by Income							
		<\$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$99,999	\$100,000+
PSA	2010	696 (6.1%)	1,387 (12.2%)	1,796 (15.8%)	1,516 (13.3%)	1,126 (9.9%)	1,053 (9.3%)	2,223 (19.5%)	1,575 (13.9%)
	2023	501 (5.0%)	793 (8.0%)	921 (9.2%)	945 (9.5%)	912 (9.2%)	888 (8.9%)	2,220 (22.3%)	2,785 (27.9%)
	2028	391 (4.0%)	636 (6.5%)	756 (7.7%)	807 (8.2%)	748 (7.6%)	878 (8.9%)	2,369 (24.0%)	3,272 (33.2%)
	Change 2023-2028	-110 (-22.0%)	-157 (-19.8%)	-165 (-17.9%)	-138 (-14.6%)	-164 (-18.0%)	-10 (-1.1%)	149 (6.7%)	487 (17.5%)
SSA	2010	751 (4.8%)	1,656 (10.6%)	2,070 (13.2%)	1,858 (11.9%)	1,555 (9.9%)	1,634 (10.5%)	3,799 (24.3%)	2,311 (14.8%)
	2023	434 (2.9%)	866 (5.7%)	1,084 (7.2%)	1,213 (8.0%)	1,184 (7.8%)	1,635 (10.8%)	3,572 (23.6%)	5,126 (33.9%)
	2028	341 (2.3%)	663 (4.4%)	883 (5.8%)	1,037 (6.8%)	922 (6.1%)	1,451 (9.6%)	3,517 (23.2%)	6,324 (41.8%)
	Change 2023-2028	-93 (-21.4%)	-203 (-23.4%)	-201 (-18.5%)	-176 (-14.5%)	-262 (-22.1%)	-184 (-11.3%)	-55 (-1.5%)	1,198 (23.4%)
Cabell County	2010	1,327 (5.2%)	2,811 (10.9%)	3,631 (14.1%)	3,466 (13.5%)	2,330 (9.1%)	2,472 (9.6%)	5,894 (22.9%)	3,784 (14.7%)
	2023	905 (3.8%)	1,408 (5.9%)	1,880 (7.8%)	2,007 (8.4%)	2,075 (8.7%)	2,600 (10.9%)	5,384 (22.5%)	7,703 (32.1%)
	2028	708 (3.0%)	1,007 (4.2%)	1,535 (6.4%)	1,680 (7.0%)	1,696 (7.1%)	2,576 (10.8%)	5,359 (22.4%)	9,344 (39.1%)
	Change 2023-2028	-197 (-21.8%)	-401 (-28.5%)	-345 (-18.4%)	-327 (-16.3%)	-379 (-18.3%)	-24 (-0.9%)	-25 (-0.5%)	1,641 (21.3%)
West Virginia	2010	38,455 (6.9%)	69,492 (12.4%)	74,209 (13.2%)	67,469 (12.0%)	62,593 (11.2%)	52,439 (9.3%)	118,822 (21.2%)	77,535 (13.8%)
	2023	25,749 (4.7%)	43,851 (8.0%)	46,895 (8.6%)	49,301 (9.0%)	45,993 (8.4%)	44,796 (8.2%)	128,738 (23.6%)	160,813 (29.4%)
	2028	21,783 (4.0%)	38,062 (6.9%)	39,040 (7.1%)	43,828 (8.0%)	41,568 (7.6%)	42,584 (7.8%)	127,811 (23.3%)	193,868 (35.3%)
	Change 2023-2028	-3,966 (-15.4%)	-5,789 (-13.2%)	-7,855 (-16.8%)	-5,473 (-11.1%)	-4,425 (-9.6%)	-2,212 (-4.9%)	-927 (-0.7%)	33,055 (20.6%)

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2023, slightly more than half (50.2%) of *owner* households in the PSA (Huntington) earn \$60,000 or more annually, which represents a smaller share of such households compared to the SSA (57.5%) and state of West Virginia (53.0%). By comparison, 31.7% of owner households in the PSA earn less than \$40,000 in 2023, while the remaining 18.1% of owner households in the PSA earn between \$40,000 and \$59,999. As such, the overall distribution of owner households by income in the PSA is more heavily weighted toward the lower income cohorts compared to both the SSA and state.

By 2028, owner households earning \$60,000 or more are projected to represent 57.2% of all owner households in the PSA. The increased share of higher income owner households in the PSA will primarily be driven by significant growth of owner households earning \$100,000 or more. By comparison, owner households in the PSA earning less than \$60,000 are projected to decrease by 15.0% between 2023 and 2028. Although the total number of owner households in the PSA are projected to decline by 1.1% between 2023 and 2028, the projected increase in households among the highest income cohort will likely have an effect on the for-sale housing market. These projections should be considered when evaluating the for-sale housing market in Huntington. As stated on the previous page, the anticipated job growth’s impact on households by income and tenure is provided in Section V of this report.

The following graph illustrates household income growth by tenure between 2023 and 2028.



D. DEMOGRAPHIC THEME MAPS

The following demographic theme maps for the study area are presented after this page:

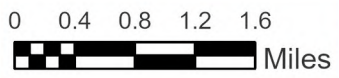
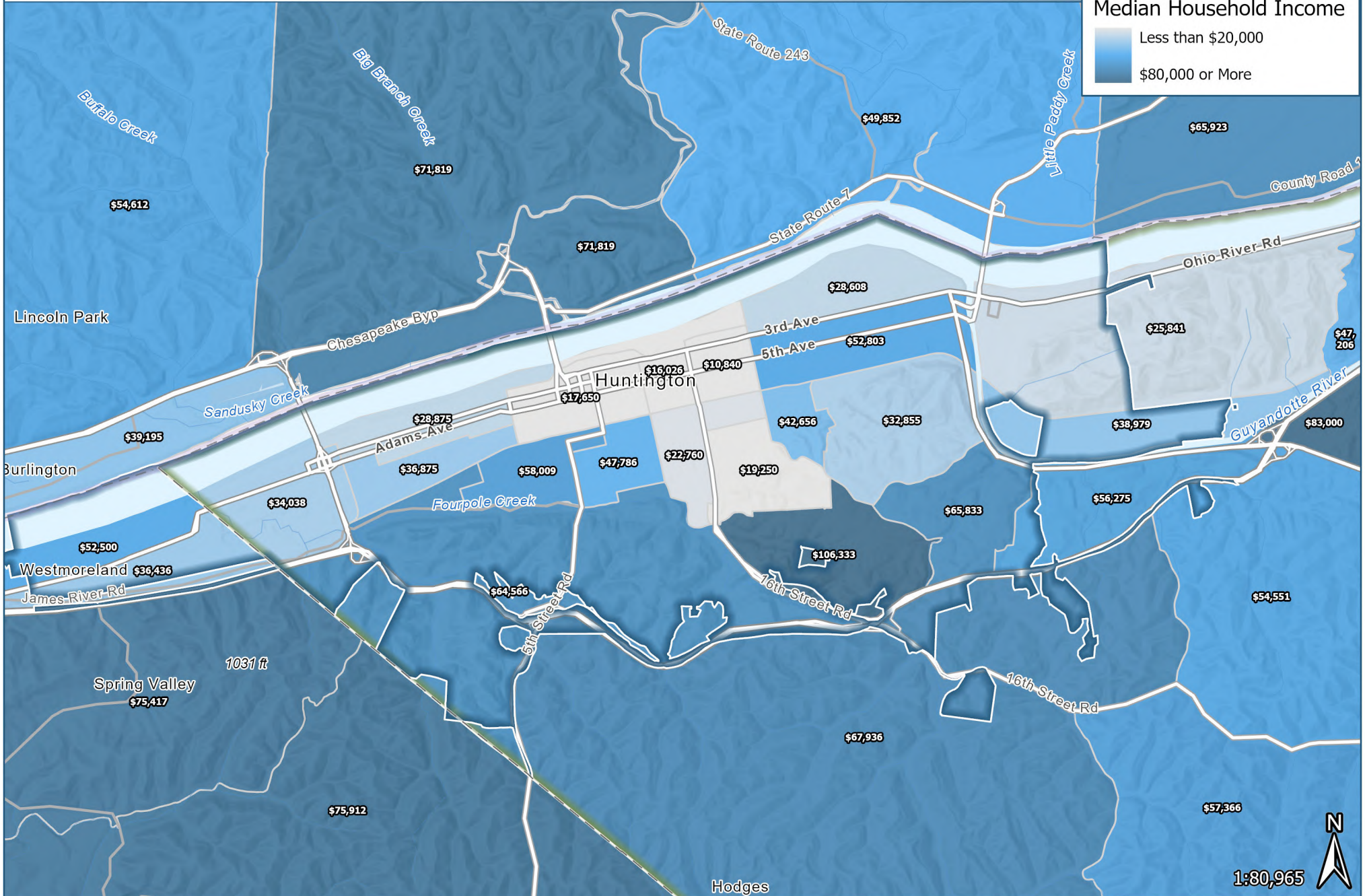
- Median Household Income
- Renter Household Share
- Owner Household Share
- Older Adult Population Share (55 + years)
- Younger Adult Population Share (20 to 34 years)
- Population Density

The demographic data used in these maps is based on U.S. Census, American Community Survey (ACS) and ESRI data sets.

PSA
SSA

Median Household Income

- Less than \$20,000
- \$80,000 or More



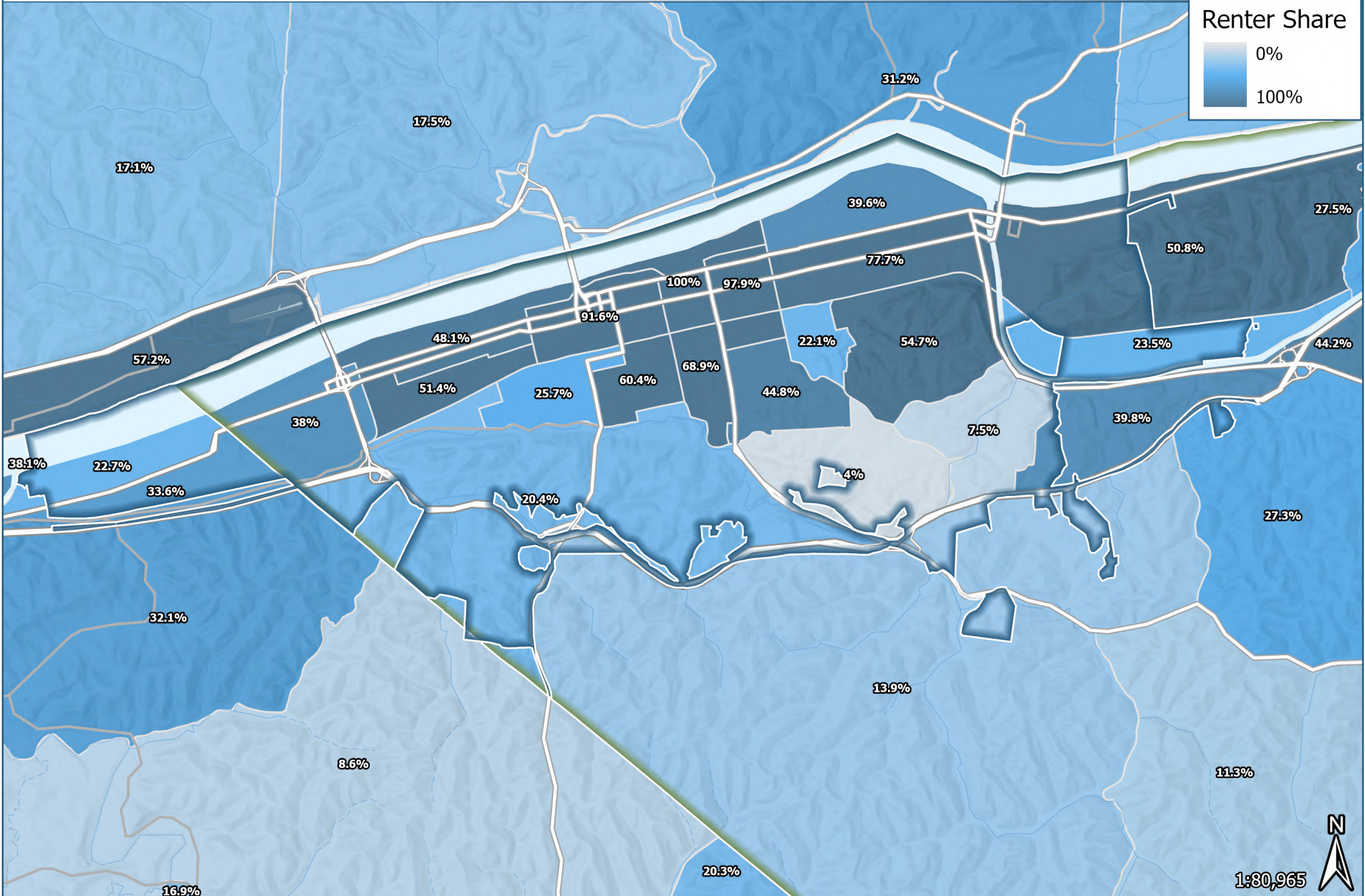
PSA

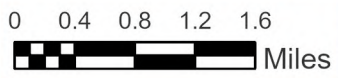
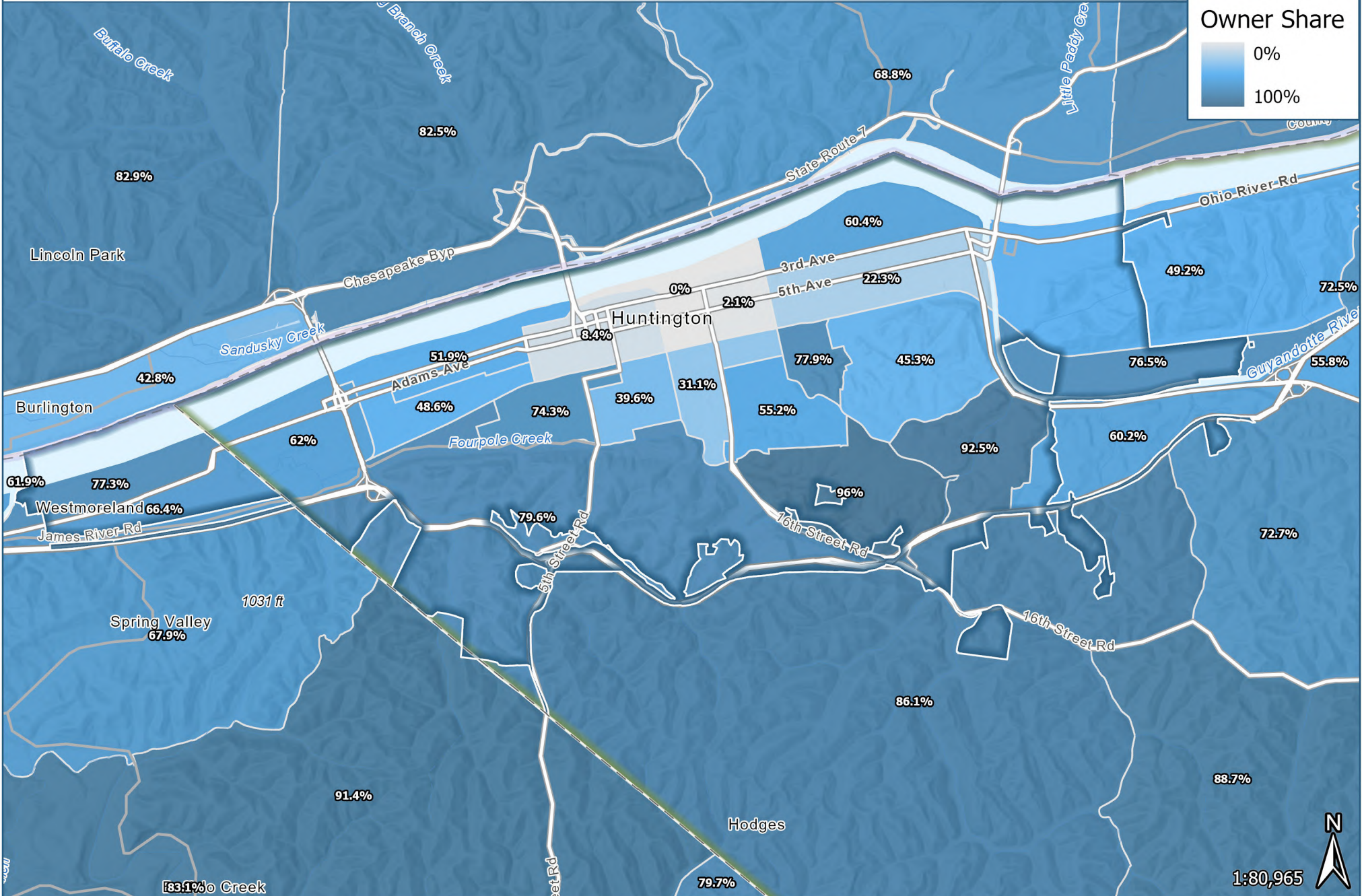
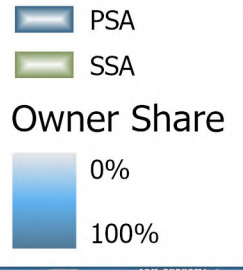
SSA

Renter Share

0%

100%


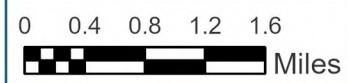
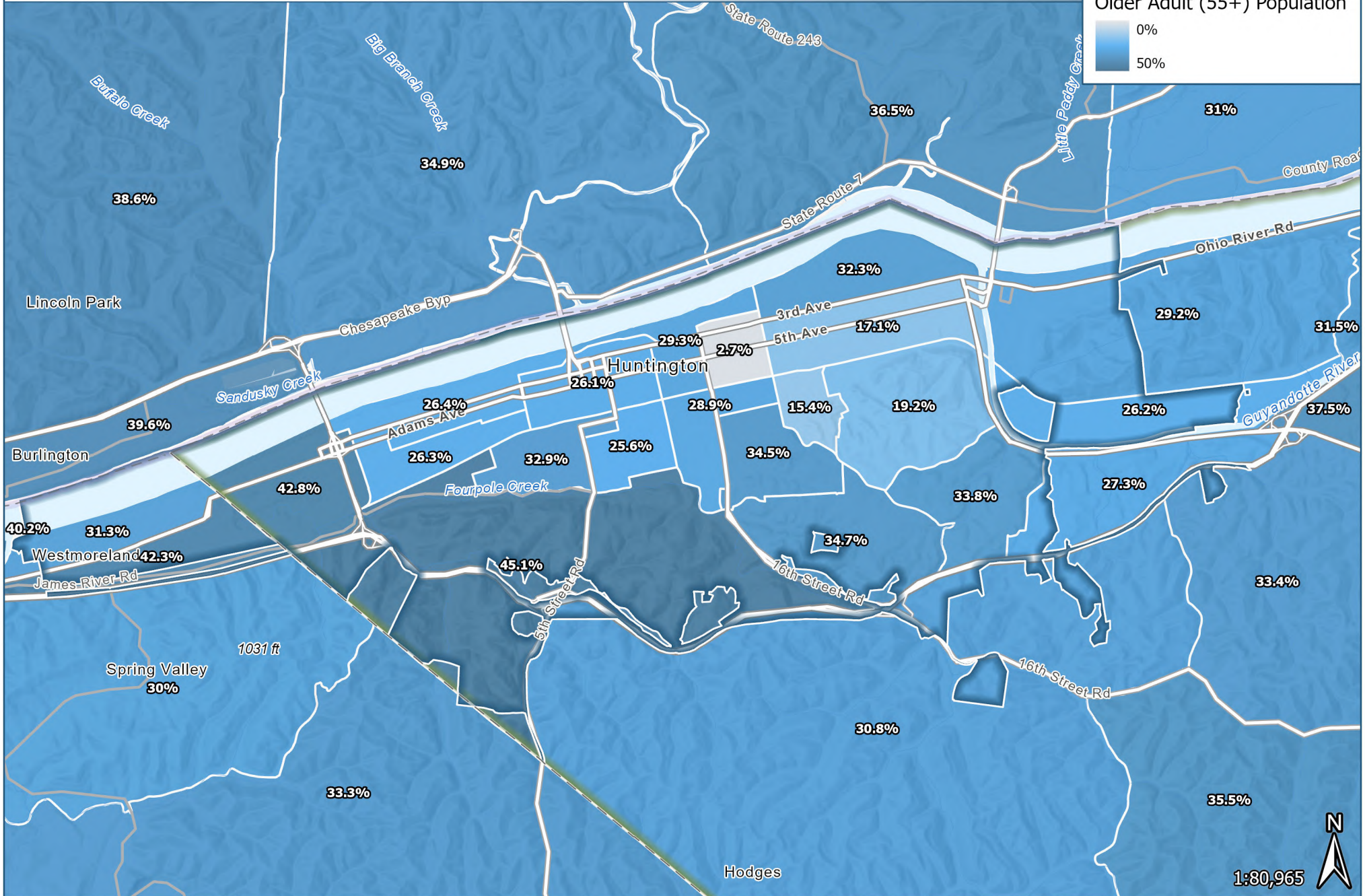




PSA
SSA

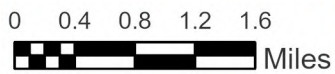
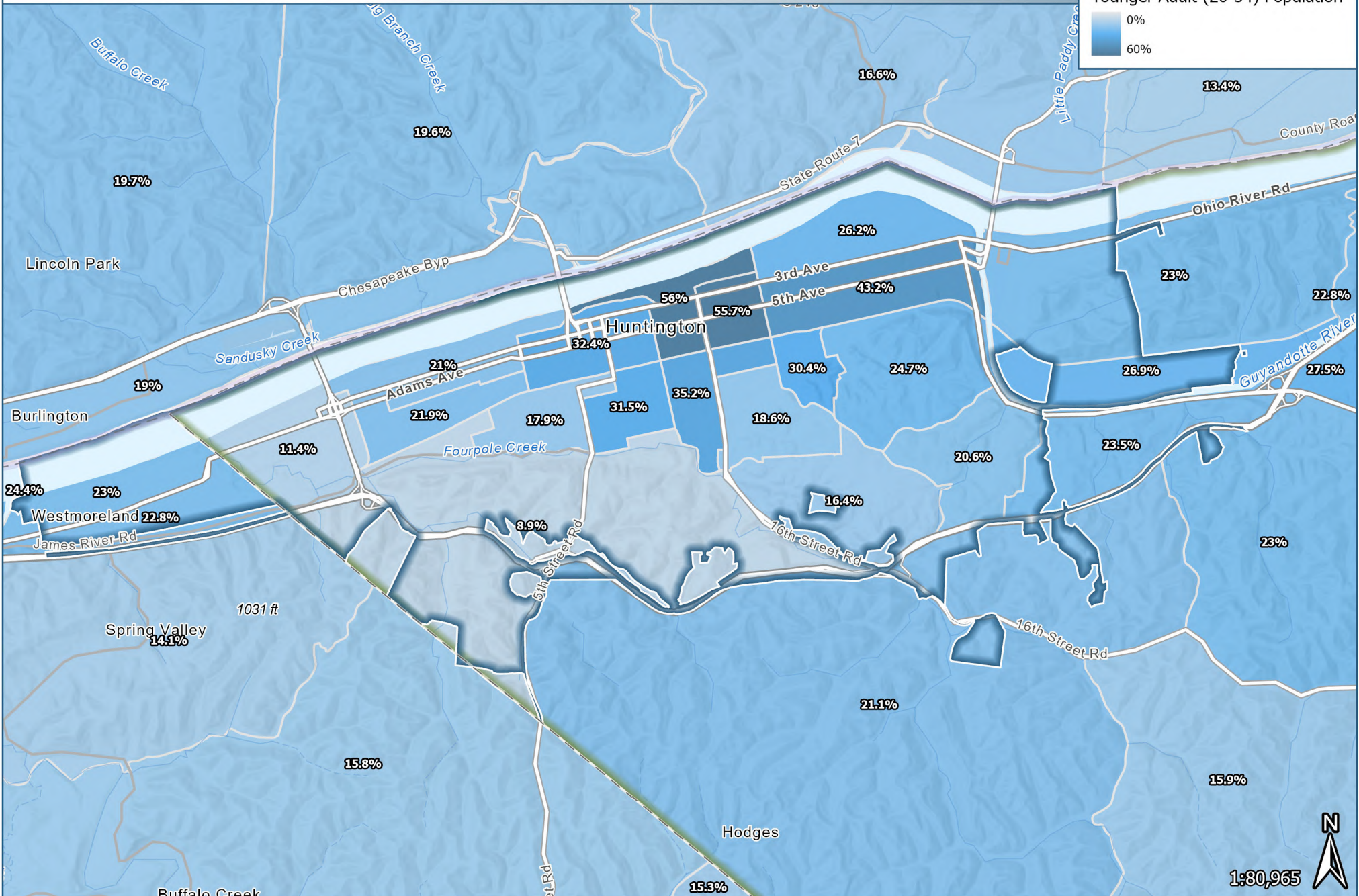
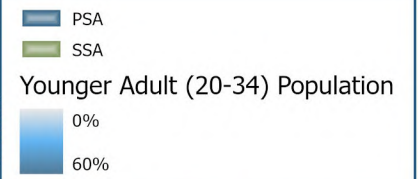
Older Adult (55+) Population

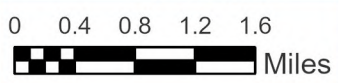
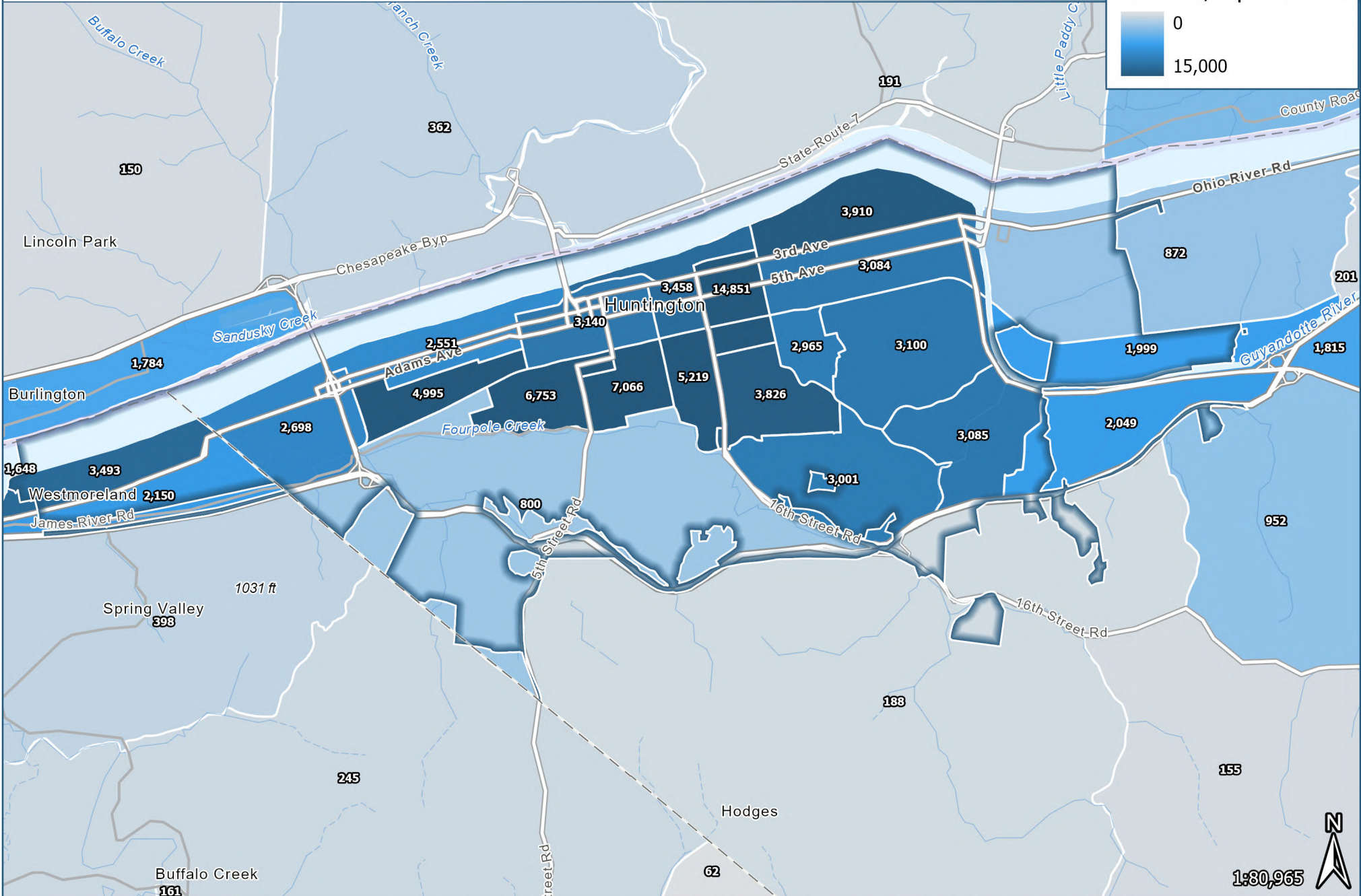
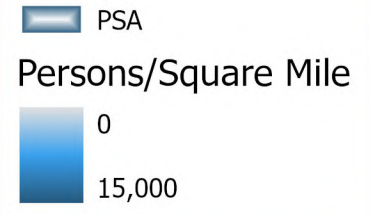
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VGIN, Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, USDA, USFWS, Esri, NASA, NGA, USGS, FEMA
Additional Source(s): Bowen National Research







V. ECONOMIC ANALYSIS

A. INTRODUCTION

The need for housing within a given geographic area is influenced by the number of households choosing to live there. Although the number of households in the subject area at any given time is a function of many factors, one of the primary reasons for residency is job availability. In this section, the workforce and employment trends that affect the PSA (Huntington) and the SSA (Balance of Cabell County) are examined and compared to the state of West Virginia and the United States. *Note that the PSA also includes the western portion of the city of Huntington that is located within Wayne County.*

An overview of the Huntington area workforce is provided through several overall metrics: employment by industry, wages by occupation, total employment, unemployment rates and at-place employment trends. We also evaluated the area's largest employers, economic and infrastructure developments, and the potential for significant closures or layoffs in the area (WARN notices). In addition, commuting patterns for the PSA, which include commuting modes, times, and commuter flows are analyzed.

B. WORKFORCE ANALYSIS

The PSA has an employment base comprised of individuals primarily employed within the health care and social assistance job sector, which represents over 40% of the PSA employment base. Additional job sectors that employ a notable share of workers in the PSA include accommodation and food services, manufacturing, retail trade, and professional, scientific and technical services. Each industry within the PSA requires employees of varying skill and education levels. These industries encompass a broad range of typical wages within the PSA based on occupation. The following evaluates key economic metrics within the city of Huntington. It should be noted that based on the availability of various economic data metrics, some information is presented only for select geographic areas, which may include the PSA (Huntington), the SSA (Balance of Cabell County), the entirety of Cabell County, the Huntington-Ashland WV-KY-OH Metropolitan Statistical Area (MSA), and/or the state of West Virginia, depending upon the availability of such data.

Employment by Industry

The following table illustrates the distribution of employment by industry sector for the various study areas. Note that the top five industry groups by employment for each area are illustrated in **red** text.

NAICS Group	Employment by Industry							
	PSA (Huntington)		SSA (Balance of County)		Cabell County		West Virginia	
	Employees	Percent	Employees	Percent	Employees	Percent	Employees	Percent
Agriculture, Forestry, Fishing & Hunting	8	0.0%	19	0.1%	27	0.0%	1,441	0.2%
Mining	21	0.1%	64	0.3%	85	0.1%	6,724	0.9%
Utilities	42	0.1%	24	0.1%	66	0.1%	3,590	0.5%
Construction	1,560	3.9%	827	4.1%	2,361	4.0%	29,827	4.1%
Manufacturing	2,596	6.6%	681	3.4%	3,124	5.3%	41,795	5.7%
Wholesale Trade	1,827	4.6%	465	2.3%	2,292	3.9%	25,543	3.5%
Retail Trade	2,606	6.6%	5,319	26.2%	7,804	13.2%	91,763	12.6%
Transportation & Warehousing	546	1.4%	147	0.7%	677	1.1%	23,987	3.3%
Information	1,392	3.5%	368	1.8%	1,758	3.0%	15,064	2.1%
Finance & Insurance	1,466	3.7%	502	2.5%	1,935	3.3%	22,771	3.1%
Real Estate & Rental & Leasing	530	1.3%	538	2.7%	1,061	1.8%	11,749	1.6%
Professional, Scientific & Technical Services	2,389	6.0%	1,401	6.9%	3,779	6.4%	37,600	5.2%
Management of Companies & Enterprises	6	0.0%	12	0.1%	18	0.0%	1,535	0.2%
Administrative, Support, Waste Management & Remediation Services	771	1.9%	784	3.9%	1,553	2.6%	12,550	1.7%
Educational Services	1,544	3.9%	1,242	6.1%	2,710	4.6%	60,135	8.3%
Health Care & Social Assistance	16,307	41.2%	3,077	15.2%	19,318	32.7%	146,461	20.1%
Arts, Entertainment & Recreation	375	0.9%	262	1.3%	523	0.9%	17,467	2.4%
Accommodation & Food Services	2,770	7.0%	2,662	13.1%	5,420	9.2%	68,140	9.4%
Other Services (Except Public Administration)	1,476	3.7%	1,267	6.2%	2,711	4.6%	39,962	5.5%
Public Administration	1,224	3.1%	556	2.7%	1,720	2.9%	66,516	9.1%
Non-classifiable	102	0.3%	77	0.4%	174	0.3%	3,791	0.5%
Total	39,558	100.0%	20,294	100.0%	59,116	100.0%	728,411	100.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

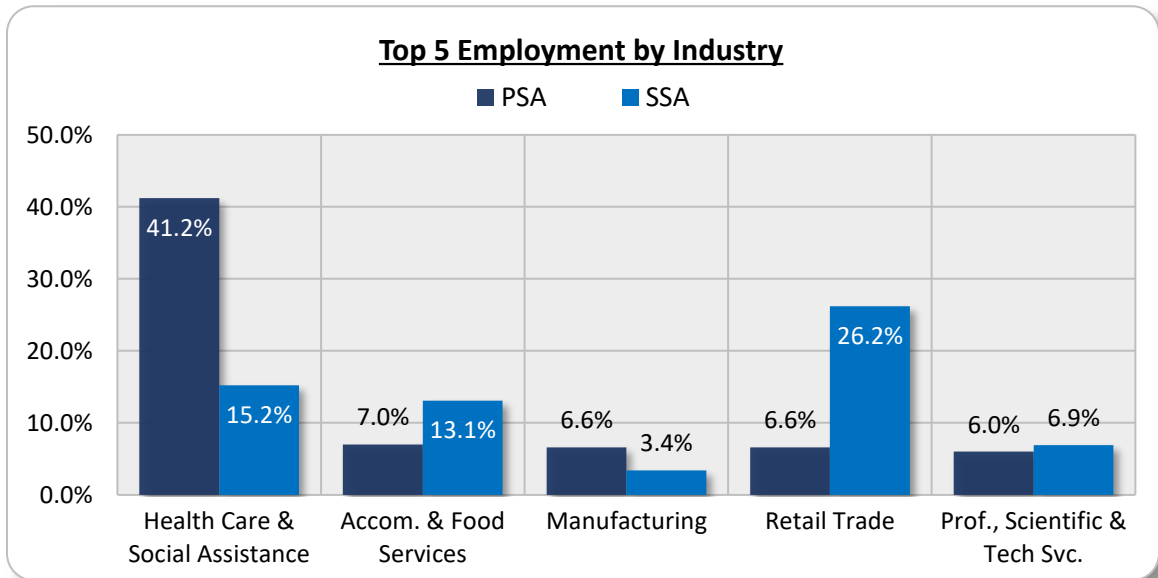
Note: Since this survey is conducted of establishments and not of residents, some employees may not live within the study area. These employees, however, are included in our labor force calculations because their places of employment are located within the study area.

The labor force within the PSA (Huntington) is based primarily in five sectors: Health Care & Social Assistance (41.2%), Accommodation and Food Services (7.0%), Retail Trade (6.6%), Manufacturing (6.6%), and Professional, Scientific & Technical Services (6.0%). Combined, these five job sectors represent over two-thirds (67.4%) of the PSA employment base. Note that over 40% of the PSA employment base is within the Health Care & Social Assistance sector. This is a much larger share of the PSA employment base within this particular job sector compared to the surrounding SSA (15.2%) and state of West Virginia (20.1%).

Areas with a heavy concentration of employment within a limited number of industries can be more vulnerable to economic downturns with greater fluctuations in unemployment rates and total employment. While the PSA has a greater concentration of employment among the top sector of employment compared to the SSA and state, health care and social assistance is typically among the more stable industries and is generally less vulnerable to economic downturns compared to other industries. Although select occupations within the top sector of employment in the PSA offer competitive wages, it is important to understand that many of the support positions in this sector typically have lower wages, which contributes to the need for affordable housing options in the area.

Within the SSA (Balance of Cabell County), Retail Trade (26.2%), Health Care & Social Assistance (15.2%), Accommodation & Food Services (13.1%), Professional, Scientific, and Technical Services (6.9%), and Other Services (6.2%) comprise the top employment sectors. Collectively, these five sectors account for approximately two-thirds (67.6%) of the SSA employment base. High shares of employment within the Retail Trade, Accommodation & Food Services, and Other Services sectors are noteworthy. These sectors are comparably more vulnerable to economic fluctuations and typically offer lower wages. As such, the SSA may be more vulnerable to economic downturns compared to the PSA, and housing affordability is likely an issue for many of the workers that are employed in the top industries of the SSA.

The following graph illustrates the distribution of employment by job sector for the five largest employment sectors in the PSA (Huntington) compared with the SSA (Balance of County):



Employment Characteristics and Trends

Huntington and Cabell County are located within the Huntington-Ashland Metropolitan Statistical Area (MSA). Typical wages by job category for the Huntington-Ashland MSA are compared with those of West Virginia in the following table:

Typical Wage by Occupation Type		
Occupation Type	Huntington-Ashland MSA	West Virginia
Management Occupations	\$90,940	\$98,080
Business and Financial Occupations	\$66,270	\$69,410
Computer and Mathematical Occupations	\$69,210	\$78,140
Architecture and Engineering Occupations	\$75,820	\$83,100
Community and Social Service Occupations	\$42,710	\$43,290
Art, Design, Entertainment and Sports Medicine Occupations	\$44,260	\$48,840
Healthcare Practitioners and Technical Occupations	\$85,500	\$80,330
Healthcare Support Occupations	\$29,550	\$29,610
Protective Service Occupations	\$40,530	\$38,300
Food Preparation and Serving Related Occupations	\$26,060	\$26,350
Building and Grounds Cleaning and Maintenance Occupations	\$29,950	\$29,360
Personal Care and Service Occupations	\$29,920	\$31,440
Sales and Related Occupations	\$35,810	\$35,950
Office and Administrative Support Occupations	\$37,910	\$37,620
Construction and Extraction Occupations	\$53,290	\$52,740
Installation, Maintenance and Repair Occupations	\$48,950	\$48,760
Production Occupations	\$43,480	\$43,830
Transportation and Moving Occupations	\$38,560	\$37,400

Source: U.S. Department of Labor, Bureau of Statistics
MSA – Metropolitan Statistical Area

Most annual blue-collar salaries range from \$26,060 to \$53,290 within the Huntington-Ashland WV-KY-OH Metropolitan Statistical Area. White-collar jobs, such as those related to professional positions, management and medicine, have an average salary of \$77,548. Average wages within the Huntington area are typically 2.0% lower than the overall average state wages. Within the MSA, wages by occupation vary widely and are reflective of a diverse job base that covers a wide range of industry sectors and job skills, as well as diverse levels of education and experience. Because employment is distributed among a variety of professions with diverse income levels, there are likely a variety of housing needs by affordability level. As a significant share of the labor force within Huntington is contained within the job sectors for health care, accommodation, and food services, many entry-level workers in the area have a typical wage of less than \$30,000 annually, likely contributing to the need for lower priced housing product in the Huntington area. It is important to point out that the wages cited above are by single wage-earning households. Multiple wage-earning households often have a greater capacity to spend earnings toward housing than single wage earners. Households by income data is included starting on page IV-17.

In an effort to better understand how area wages by occupation affect housing affordability, wages for the top 35 occupations by share of total employment within the Huntington-Ashland WV-KY-OH Metropolitan Statistical Area (MSA) were analyzed. While this data does not include every possible occupation and wage within each sector, the occupations included in this table represent nearly one-half (48.8%) of the total employment in the statistical area in 2022 and provide a general overview of housing affordability for some of the most common occupations. In addition to Cabell County, the Huntington-Ashland MSA includes Lincoln, Putnam, and Wayne counties in West Virginia; Boyd and Greenup counties in Kentucky; and Lawrence County in Ohio. Based on the annual wages at the lower quartile (bottom 25%) and median levels, the maximum affordable monthly rent and home price (at 30% of income) for each occupation was calculated. It is important to note that calculations based on the median annual wage mean that half of the individuals employed in this occupation earn less than the stated amount. It is equally important to understand that the supplied data is based on *individual* income. As such, affordability levels will proportionally increase for households with multiple income sources at a rate dependent on the additional income. Affordable rents and home prices for each occupation presented in this analysis that are **below** the two-bedroom Fair Market Rent (\$829) or the overall median list price (\$128,450) of the available for-sale inventory in the PSA (Huntington) as of October 30, 2023, are shown in **red** text, indicating that certain lower-wage earning occupations cannot reasonably afford a typical housing unit in the market.

The following table illustrates the wages (lower quartile and median) and housing affordability levels for the top 35 occupations in the Huntington Metropolitan Statistical Area.

Wages and Housing Affordability for Top 35 Occupations by Share of Labor Force (Huntington-Ashland Metropolitan Statistical Area – includes Cabell, Lincoln, Putnam, and Wayne Counties)								
Occupation Sector, Title & Wages*					Housing Affordability**			
Sector Group (Code)	Labor Force Share	Occupation Title	Annual Wages		Max. Monthly Rent		Max. Purchase Price	
			Lower Quartile	Median	Lower Quartile	Median	Lower Quartile	Median
Sales and Related (41)	2.8%	Retail Salespersons	\$22,120	\$26,110	\$553	\$653	\$73,733	\$87,033
	2.9%	Cashiers	\$20,880	\$22,040	\$522	\$551	\$69,600	\$73,467
	1.0%	First-Line Supervisors, Retail	\$28,560	\$36,260	\$714	\$907	\$95,200	\$120,867
	0.7%	Sales Reps, Wholesale/Mfg.	\$44,280	\$55,290	\$1,107	\$1,382	\$147,600	\$184,300
Food Preparation/ Serving (35)	2.1%	Cooks, Fast Food	\$20,750	\$21,700	\$519	\$543	\$69,167	\$72,333
	1.6%	Fast Food/Counter Workers	\$20,770	\$21,820	\$519	\$546	\$69,233	\$72,733
	1.6%	Waiters and Waitresses	\$19,980	\$23,970	\$500	\$599	\$66,600	\$79,900
	1.1%	First-Line Supervisors, Food Prep	\$26,560	\$28,440	\$664	\$711	\$88,533	\$94,800
	1.0%	Cooks, Restaurant	\$22,000	\$26,960	\$550	\$674	\$73,333	\$89,867
	0.8%	Cooks, Institution/Cafeteria	\$23,510	\$27,510	\$588	\$688	\$78,367	\$91,700
Office and Administrative Support (43)	2.3%	Customer Service Reps	\$28,570	\$37,350	\$714	\$934	\$95,233	\$124,500
	1.7%	Office Clerks, General	\$27,280	\$32,900	\$682	\$823	\$90,933	\$109,667
	1.1%	Bookkeeping/Auditing Clerks	\$31,000	\$37,650	\$775	\$941	\$103,333	\$125,500
	1.0%	Secretaries/Administrative Assts.	\$29,580	\$34,120	\$740	\$853	\$98,600	\$113,733
	1.0%	First-Line Supervisors, Office	\$37,500	\$46,810	\$938	\$1,170	\$125,000	\$156,033
	0.9%	Receptionists/Information Clerks	\$24,320	\$28,570	\$608	\$714	\$81,067	\$95,233
Transportation Material Moving (53)	1.7%	Stockers/Order Fillers	\$25,260	\$29,890	\$632	\$747	\$84,200	\$99,633
	1.5%	Heavy/Tractor-Trailer Drivers	\$37,950	\$46,000	\$949	\$1,150	\$126,500	\$153,333
	1.5%	Laborers and Material Movers	\$25,940	\$29,970	\$649	\$749	\$86,467	\$99,900
	0.8%	Light Truck Drivers	\$27,390	\$35,390	\$685	\$885	\$91,300	\$117,967
Education, Training, and Library (25)	1.0%	Elementary School Teachers	\$46,980	\$49,540	\$1,175	\$1,239	\$156,600	\$165,133
	0.8%	Secondary School Teachers	\$45,010	\$53,770	\$1,125	\$1,344	\$150,033	\$179,233
	0.7%	Teaching Assistants	\$22,100	\$23,830	\$553	\$596	\$73,667	\$79,433
	0.7%	Middle School Teachers	\$45,780	\$48,130	\$1,145	\$1,203	\$152,600	\$160,433
Healthcare (29, 31)	3.6%	Registered Nurses	\$62,760	\$77,240	\$1,569	\$1,931	\$209,200	\$257,467
	3.0%	Home Health/Personal Care Aides	\$21,590	\$22,910	\$540	\$573	\$71,967	\$76,367
	1.2%	Nursing Assistants	\$29,370	\$29,930	\$734	\$748	\$97,900	\$99,767
	1.1%	Licensed Practical Nurses	\$40,360	\$46,000	\$1,009	\$1,150	\$134,533	\$153,333
	0.7%	Medical Assistants	\$29,310	\$31,440	\$733	\$786	\$97,700	\$104,800
	0.6%	Pharmacy Technicians	\$29,590	\$34,350	\$740	\$859	\$98,633	\$114,500
Management (11)	2.2%	General/Operations Managers	\$46,340	\$67,120	\$1,159	\$1,678	\$154,467	\$223,733
Installation/ Maintenance/ Repair (49)	1.0%	Maintenance/Repair Workers	\$28,140	\$36,040	\$704	\$901	\$93,800	\$120,133
Bldg./Grounds Maintenance (37)	1.3%	Janitors/Cleaners	\$23,280	\$28,100	\$582	\$703	\$77,600	\$93,667
Construction/ Extraction (47)	1.0%	Construction Laborers	\$31,940	\$43,350	\$799	\$1,084	\$106,467	\$144,500
	0.8%	Construction Operators	\$45,920	\$58,520	\$1,148	\$1,463	\$153,067	\$195,067

Source: U.S Bureau of Labor Statistics, Division of Occupational Employment and Wage Statistics (OEWS), May 2022

*Annual wages listed are at the lower 25th percentile (quartile) and median level for each occupation

**Housing Affordability is the maximum monthly rent or total for-sale home price a household can reasonably afford based on stated wages.

In order to reasonably afford a two-bedroom rental at the Fair Market Rent of \$829, an individual would need to earn at least \$33,160 per year. As such, the *lower quartile* of wage earners within 25 of the occupations listed in the previous table do not have sufficient wages to afford a typical rental. Many of these occupations, particularly those within the retail and food services industries and support positions within various sectors, earn significantly less than the amount required to afford a typical rental in the market. When wages for each occupation are increased to their respective *median* levels, 17 occupations still do not have the income necessary to afford a typical rental. While a share of these individuals likely lives in multiple-income households, this illustrates the reasonable conclusion that a significant portion of households with a single income earner in a variety of occupations in the PSA are likely housing cost burdened.

Housing affordability issues among the listed occupations are more prevalent when home ownership is considered. In order to afford the purchase of a typical home in the PSA at the median list price of \$128,450, an individual would have to earn at least \$38,535 per year. As a result, 24 of the top 35 occupations with wages up to the respective median wage do not have sufficient incomes to afford the purchase of a typical home in the PSA. While many of these individuals are likely part of multiple-income households, this illustrates that home ownership is not affordable for a significant share of single-wage households employed in the most common occupations in the PSA.

A full analysis of the area housing supply, which includes multifamily apartments, current and historical for-sale product, and non-conventional rentals (typically four units or less within a structure), is included in Section VI of this report. A lack of affordable workforce housing in a market can limit the ability of employers to retain and attract new employees, which can affect the performance of specific industries, the local economy, and household growth within an area.

Employment Base and Unemployment Rates

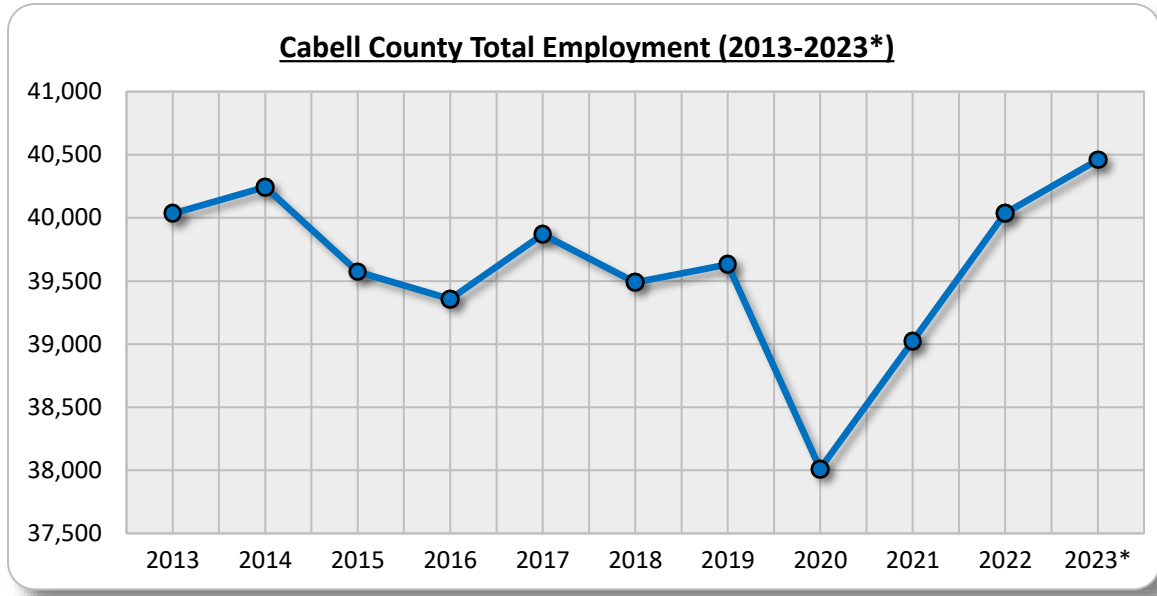
Total employment reflects the number of employed persons who live within an area regardless of where they work. The following illustrates the total employment base for Cabell County, the state of West Virginia, and the United States.

Year	Total Employment					
	Cabell County		West Virginia		United States	
	Total Number	Percent Change	Total Number	Percent Change	Total Number	Percent Change
2013	40,033	-	745,849	-	144,904,568	-
2014	40,245	0.5%	743,955	-0.3%	147,293,817	1.6%
2015	39,572	-1.7%	739,455	-0.6%	149,540,791	1.5%
2016	39,356	-0.5%	737,205	-0.3%	151,934,228	1.6%
2017	39,869	1.3%	743,786	0.9%	154,721,780	1.8%
2018	39,490	-0.9%	752,602	1.2%	156,709,676	1.3%
2019	39,631	0.4%	755,909	0.4%	158,806,261	1.3%
2020	38,012	-4.1%	715,637	-5.3%	149,462,904	-5.9%
2021	39,023	2.7%	739,003	3.3%	154,624,092	3.5%
2022	40,036	2.6%	754,453	2.1%	159,884,649	3.4%
2023*	40,459	1.1%	755,338	0.1%	161,889,759	1.3%

Source: Department of Labor; Bureau of Labor Statistics

*Through July

From 2013 to 2019, total employment in Cabell County decreased by 402 employees (1.0%), which contrasts with the increases in total employment for the state (1.3%) and nation (9.6%) during this time period. In 2020, total employment in Cabell County decreased by 4.1%, which reflects a smaller rate of *reduction* compared to the state (5.3%) and nation (5.9%) during that year. This reduction in total employment during 2020 is largely attributed to the economic impacts related to the COVID-19 pandemic. Following the end of many of the restrictions associated with the pandemic, total employment in Cabell County increased by 2.7% in 2021 and 2.6% in 2022. By comparison, the West Virginia employment base increased by 3.3% and 2.1%, respectively, during these two years. Through July 2023, total employment in Cabell County is at 102.1% of the 2019 level, which represents a recovery rate above that of the state (99.9%) and nation (101.9%). As such, total employment in Cabell County appears to have recovered at a slightly faster rate than the state and nation following the pandemic in 2020.



*Through July

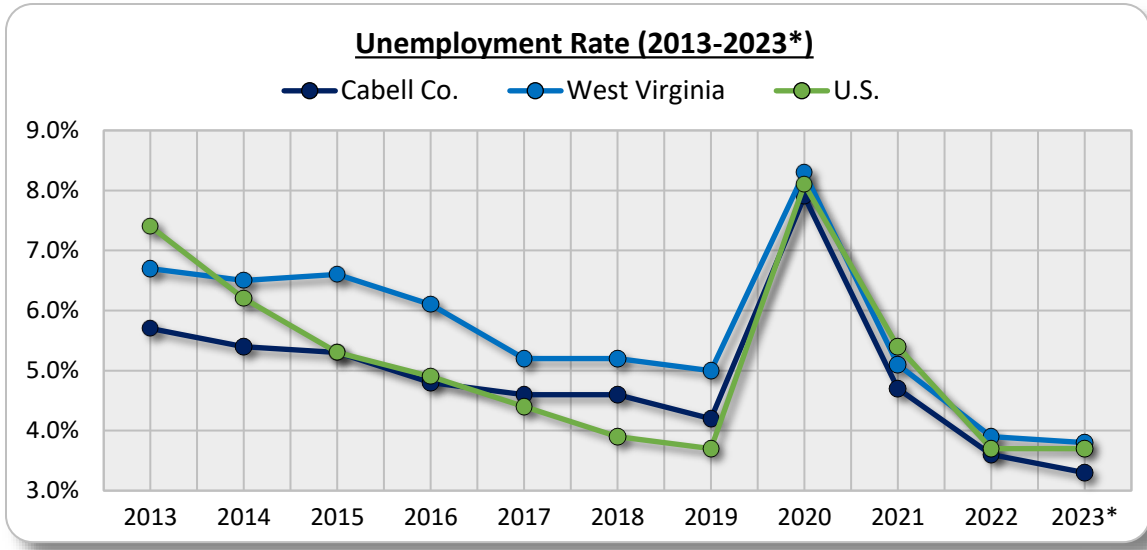
Unemployment rates for Cabell County, the state of West Virginia and the United States are illustrated in the following table:

Year	Unemployment Rate		
	Cabell County	West Virginia	United States
2013	5.7%	6.7%	7.4%
2014	5.4%	6.5%	6.2%
2015	5.3%	6.6%	5.3%
2016	4.8%	6.1%	4.9%
2017	4.6%	5.2%	4.4%
2018	4.6%	5.2%	3.9%
2019	4.2%	5.0%	3.7%
2020	7.9%	8.3%	8.1%
2021	4.7%	5.1%	5.4%
2022	3.6%	3.9%	3.7%
2023*	3.3%	3.8%	3.7%

Source: Department of Labor, Bureau of Labor Statistics

*Through July

Between 2013 and 2019, the Cabell County unemployment rate gradually decreased year over year, from a high of 5.7% in 2013 to a low of 4.2% in 2019. The county unemployment rate was lower than the corresponding statewide rate each year between 2013 and 2019. In 2020, the county unemployment rate increased to 7.9% largely due to the impacts of the pandemic. However, the county unemployment rate of 7.9% in 2020 was lower compared to the statewide rate (8.3%) and national rate (8.1%). The unemployment rate within the county decreased significantly since 2020 (3.3% as of July 2023). This represents the lowest unemployment rate for the county since 2013 and is a positive sign of an improving local economy.



*Through July

We evaluated monthly unemployment rates in Cabell County to get a better sense of the initial impact the COVID-19 pandemic had on the local economy and the subsequent recovery. The following table illustrates the monthly unemployment rates from January 2020 to July 2023 for Cabell County:

Cabell County - Monthly Unemployment Rate				
Month	2020	2021	2022	2023
January	4.3%	6.2%	3.9%	3.5%
February	4.4%	6.2%	4.0%	3.1%
March	5.0%	5.8%	3.7%	3.1%
April	16.2%	5.5%	3.3%	3.1%
May	13.5%	5.1%	3.3%	3.2%
June	10.1%	5.3%	4.1%	3.8%
July	9.5%	4.8%	3.9%	3.6%
August	7.9%	4.5%	4.0%	
September	6.8%	3.6%	3.1%	
October	5.7%	3.4%	3.2%	
November	5.5%	3.2%	3.1%	
December	5.8%	3.1%	3.0%	

Source: Department of Labor, Bureau of Labor Statistics

Prior to April 2020, which was the month when COVID-19 stay-at-home orders began to impact many non-essential businesses, the unemployment rate in Cabell County ranged between 4.3% and 5.0%. In April 2020, the rate increased sharply to 16.2%. While the unemployment rate remained historically high through most of 2020, the unemployment rate steadily declined in the subsequent months. Note that the unemployment rate has been 4.1% or lower in each month since September 2021, and in 20 of the last 23 months the unemployment rate has been below 4.0%. As of July 2023, the monthly unemployment rate within the county is at 3.6%, which is well below any of the annual unemployment rates for the county since 2013.

At-place employment reflects the total number of jobs within the county regardless of the employee's county of residence. The following illustrates the total at-place employment base for Cabell County:

At-Place Employment Cabell County			
Year	Employment	Change	Percent Change
2013	50,977	-	-
2014	51,387	410	0.8%
2015	51,605	218	0.4%
2016	51,611	6	0.0%
2017	51,991	380	0.7%
2018	51,797	-194	-0.4%
2019	52,169	372	0.7%
2020	48,804	-3,365	-6.5%
2021	49,678	874	1.8%
2022	49,882	204	0.4%
2023*	50,238	356	0.7%

Source: Department of Labor, Bureau of Labor Statistics

*Through March

The preceding table illustrates at-place employment (people working within Cabell County) increased by 1,192 jobs (2.3%) from 2013 to 2019. In 2020, at-place employment within the county decreased by 3,365 jobs (6.5%). Since 2020, at-place employment in Cabell County increased each year, with annual increases ranging between 0.4% and 1.8%. As of March 2023, at-place employment in Cabell County recovered to 96.3% of the 2019 level. The recent annual increases in the employment base illustrate that the county economy continues to recover from the effects of the pandemic.

Data for 2022, the most recent year that year-end figures are available, indicates at-place employment in Cabell County to be 124.6% of the Cabell County employment base. This means that there are more jobs within Cabell County than there are employed residents of the county. A significant number of non-residents seeking employment inside a subject area, particularly those with lengthy commutes, represents a significant opportunity to attract additional residents into an area. Detailed commuting data, which includes modes, times, and an inflow/outflow analysis, is included later in this section.

C. EMPLOYMENT OUTLOOK

WARN (layoff notices):

The Worker Adjustment and Retraining Notification (WARN) Act requires advance notice of qualified plant closings and mass layoffs. WARN notices were reviewed on November 1, 2023 for Cabell County. According to Workforce West Virginia, there have been no WARN notices reported for Cabell County from January 1, 2022 to June 22, 2023.

The largest employers within Cabell County are listed in the following table.

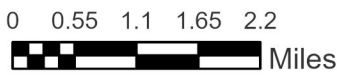
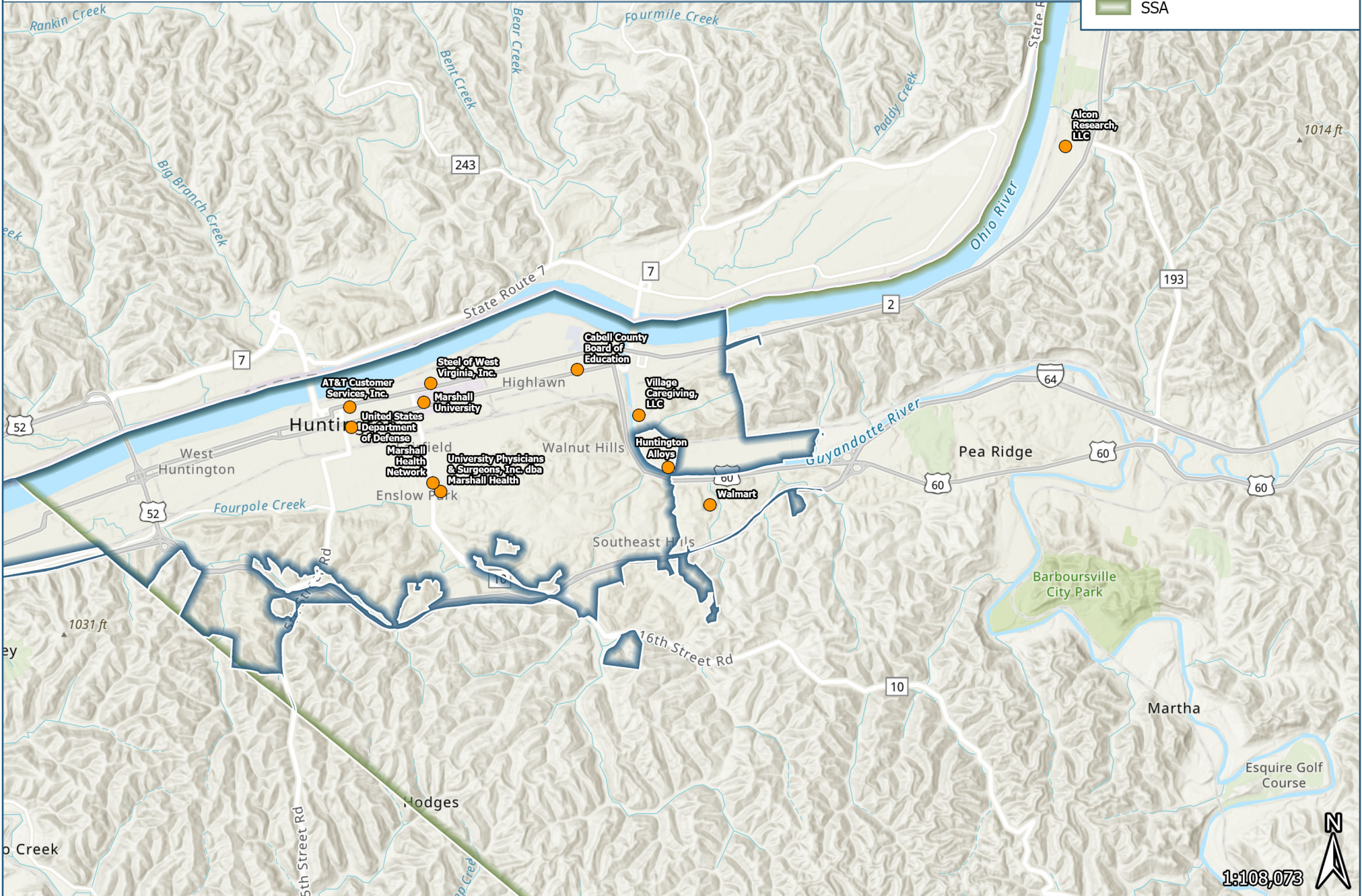
Major Employers - Cabell County
Marshall Health Network
Cabell County Board of Education
Marshall University
University Physicians & Surgeons, Inc. dba Marshall Health
Walmart
Huntington Alloys
Village Caregiving, LLC
Alcon Research, LLC
United States Department of Defense
AT&T Customer Services, Inc.
Steel of West Virginia, Inc.

Source: Workforce West Virginia

Major employers in the area are primarily engaged in healthcare, education, manufacturing, and research. Five of the top employers are engaged in critical services (healthcare and education), which are less vulnerable to economic downturns. Due to the county economy’s reliance on these critical service industries, the economy appears to have recovered from effects of the COVID-19 pandemic, with the unemployment rate at a 10-year low as of July 2023.

A map delineating the location of the area’s largest employers is included on the following page.

- Largest Employers Locations
- PSA
- SSA



VGIN, Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, USDA, USFWS, Esri, NASA, NGA, USGS, FEMA
Additional Source(s): Bowen National Research

Economic Development

Economic development can improve the economic well-being and quality of life for a region or community by building local wealth, diversifying the economy, and creating and retaining jobs. Local perspective on the economy as well as notable developments in the area are summarized in this section. Note that additional projects may have been introduced and/or the status of existing projects may have changed since the time interviews and research were completed.

The following table summarizes economic development activity within Cabell County that were identified through online research and/or through communication with local economic development officials.

Economic Development Activity – Cabell County			
Project Name	Investment	Job Creation	Scope of Work/Details
Cabell Huntington Hospital Medical Office Building Huntington	\$51 million	Minimal new permanent jobs	Under Construction: Once complete, the 75,000 square-foot facility will include physical therapy services, neurology services, physician offices, endoscopy, lab, and imaging services; ECD summer 2024; In spring 2023, the facility closed the Huntington outpatient surgery center and eliminated home health services due to operational challenges; Human resources worked with the 78 employees affected and helped transition them into positions that were available within the hospital; Office space to be primarily filled by existing workers in market.
Alcon Research Green Bottom	\$70 million	0	Under Construction: Adding 70,000 square feet to existing facility along with renovations; Estimated \$65 million in economic impact; Project is a consolidation of two existing projects
Ohio Valley Physicians Huntington	\$10 million	20	Under Construction: ECD fall 2024
Milton Elementary School Milton	\$24 million	N/A	Under Construction: ECD fall 2024
Davis Creek Elementary School Barboursville	\$18 million	N/A	Under Construction: ECD fall 2024
Dave and Buster’s Barboursville	\$1.5 million	N/A	Planned: No permits issued as of October 2023; ECD 2024
PepsiCo Beverages North America Ona	\$17 million	N/A	Completed: Completed 100,000 square-foot facility in 2022
Rubberlite Huntington	\$15 million	20	Completed: Completed a 2,000 square-foot expansion in 2023

ECD – Estimated Completion Date
N/A – Not Available

The following table summarizes the infrastructure projects within Cabell County that were identified.

Infrastructure Projects – Cabell County			
Project Name	Investment	Status	Scope of Work/Details
Hal Greer Corridor	\$14 million	Under Construction	Phase 1&2 includes relocation of water lines, replacement of sewer line, sidewalk improvements; Phase 3 includes complete street redesign from I-64 to 3 rd Avenue (15 miles); ECD late 2023
I-64 Road Widening	\$91 million	Under Construction	Portions of I-64 to widen from four to six lanes between 29 th Street exit and the Guyandotte bridge; ECD 2024
I-64 Road Widening	\$71 million	Under Construction	Portions of I-64 to widen from four to eight lanes; From Merritts Creek exit to Huntington Mall; ECD 2024
Connector Road at Putnam/Cabell County Line	\$32 million	Under Construction	New interchange linking I-64 with Culloden; About ¾ mile of I-64 will be expanded to six lanes; Project includes a 200-foot six lane bridge; ECD 2026
West Virginia Appalachian Power	N/A	Planned	Projects will upgrade and improve efficiency and reliability to existing transmission systems and prepare for new steel plant; American Electric Power Service Corporation received \$2.5 million in funding
Wastewater Treatment System	\$200 million	Completed	Upgrades to wastewater system in 2022
I-64 Bridge Replacement	\$14.3 million	Completed	Replaced bridge where I-64 crosses over Miller Road; Bridge allows up to six lanes

ECD – Estimated Completion Date
 N/A – Not Available

Economic development activity totaling approximately \$207 million has either been recently completed, is currently under construction, or is planned to commence in the near future. While exact job growth projections for a number of these projects were not available, significant job growth is expected to result from these announced economic projects. In addition, infrastructure projects totaling nearly \$425 million have either been recently completed, are currently under construction, or are planned in the county. This represents significant economic and infrastructure investments for Cabell County and will likely have a positive impact on the county.

D. PERSONAL MOBILITY

The ability of a person or household to travel easily, quickly, safely, and affordably throughout a market influences the desirability of a housing market. If traffic congestion creates long commuting times or public transit service is not available for carless people, their quality of life is diminished. Factors that lower resident satisfaction weaken housing markets. Typically, people travel frequently outside of their residences for three reasons: 1) to commute to work, 2) to run errands or 3) to recreate.

Commuting Mode and Time

The following tables show commuting pattern attributes for each study area:

		Commuting Mode						
		Drove Alone	Carpooled	Public Transit	Walked	Other Means	Worked at Home	Total
PSA	Number	13,594	1,993	568	953	335	1,152	18,595
	Percent	73.1%	10.7%	3.1%	5.1%	1.8%	6.2%	100.0%
SSA	Number	18,633	1,713	21	254	140	998	21,759
	Percent	85.6%	7.9%	0.1%	1.2%	0.6%	4.6%	100.0%
Cabell County	Number	30,980	3,621	579	1,164	462	2,121	38,927
	Percent	79.6%	9.3%	1.5%	3.0%	1.2%	5.4%	100.0%
West Virginia	Number	588,058	59,981	5,101	19,578	8,827	40,915	722,460
	Percent	81.4%	8.3%	0.7%	2.7%	1.2%	5.7%	100.0%

Source: U.S. Census Bureau, 2017-2021 American Community Survey

		Commuting Time						Worked at Home	Total
		Less Than 15 Minutes	15 to 29 Minutes	30 to 44 Minutes	45 to 59 Minutes	60 or More Minutes			
PSA	Number	8,045	6,666	1,300	651	783	1,152	18,597	
	Percent	43.3%	35.8%	7.0%	3.5%	4.2%	6.2%	100.0%	
SSA	Number	5,167	9,377	3,771	1,707	737	998	21,757	
	Percent	23.7%	43.1%	17.3%	7.8%	3.4%	4.6%	100.0%	
Cabell County	Number	12,728	15,422	4,949	2,282	1,425	2,121	38,927	
	Percent	32.7%	39.6%	12.7%	5.9%	3.7%	5.4%	100.0%	
West Virginia	Number	199,390	250,980	118,764	49,258	63,153	40,915	722,460	
	Percent	27.6%	34.7%	16.4%	6.8%	8.7%	5.7%	100.0%	

Source: U.S. Census Bureau, 2017-2021 American Community Survey

Noteworthy observations from the preceding tables follow:

- Within the PSA (Huntington), 83.8% of commuters either drive alone or carpool to work. This represents a smaller share of such commuting modes when compared to the SSA (93.5%) and state of West Virginia (89.7%). The shares of PSA commuters that utilize public transit (3.1%), walk to work (5.1%), and work from home (6.2%) are each higher than the corresponding shares for the SSA and state.
- The largest share (43.3%) of PSA workers have commute times of less than 15 minutes to employment, while 79.1% of workers have commute times of less than 30 minutes. Overall, PSA residents have much shorter commute times to employment compared to the surrounding SSA and the state of West Virginia.

A drive-time map illustrating travel times from the center of Huntington is included on the following page.

PSA

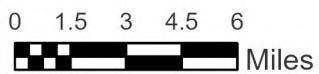
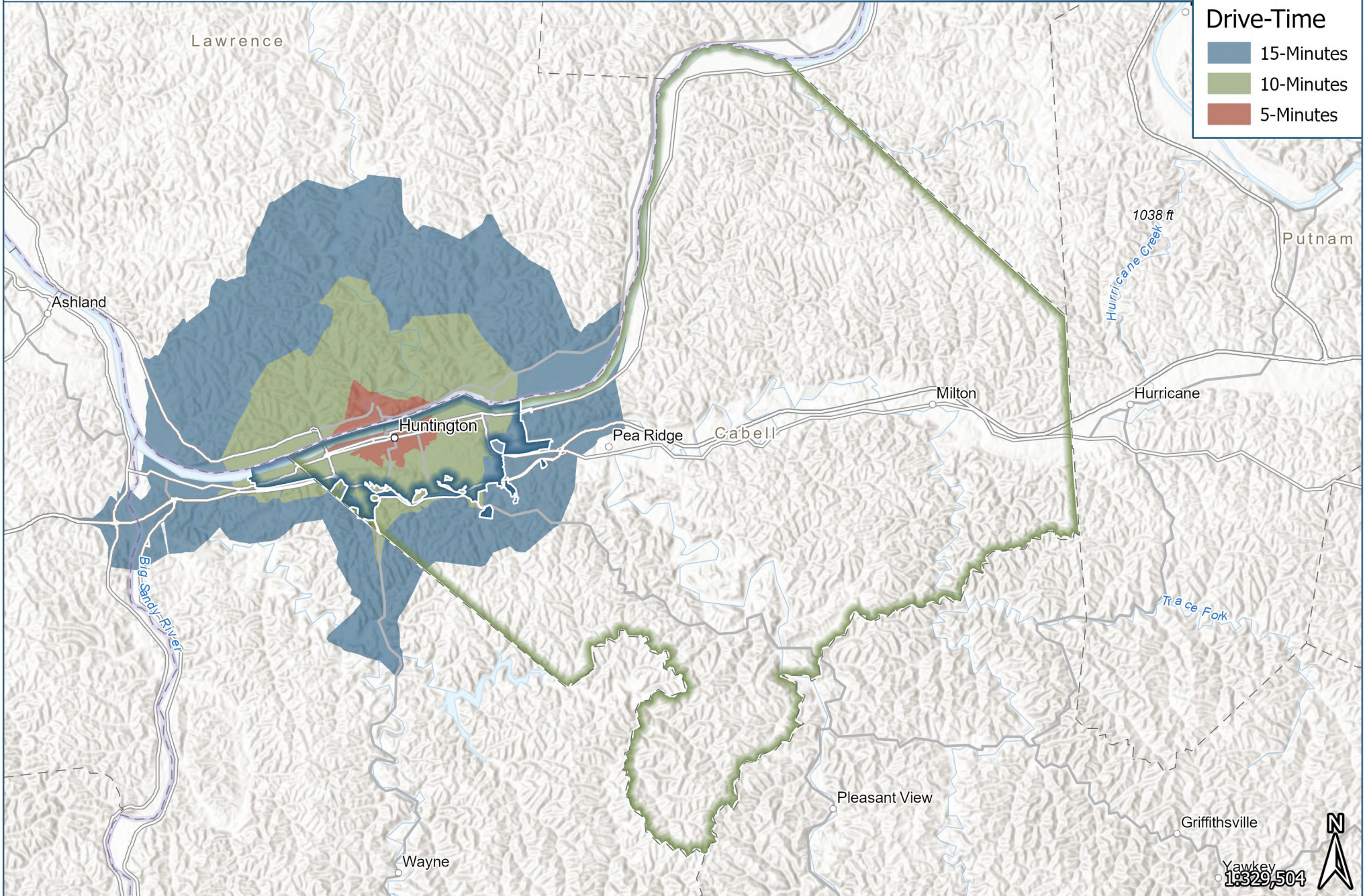
SSA

Drive-Time

15-Minutes

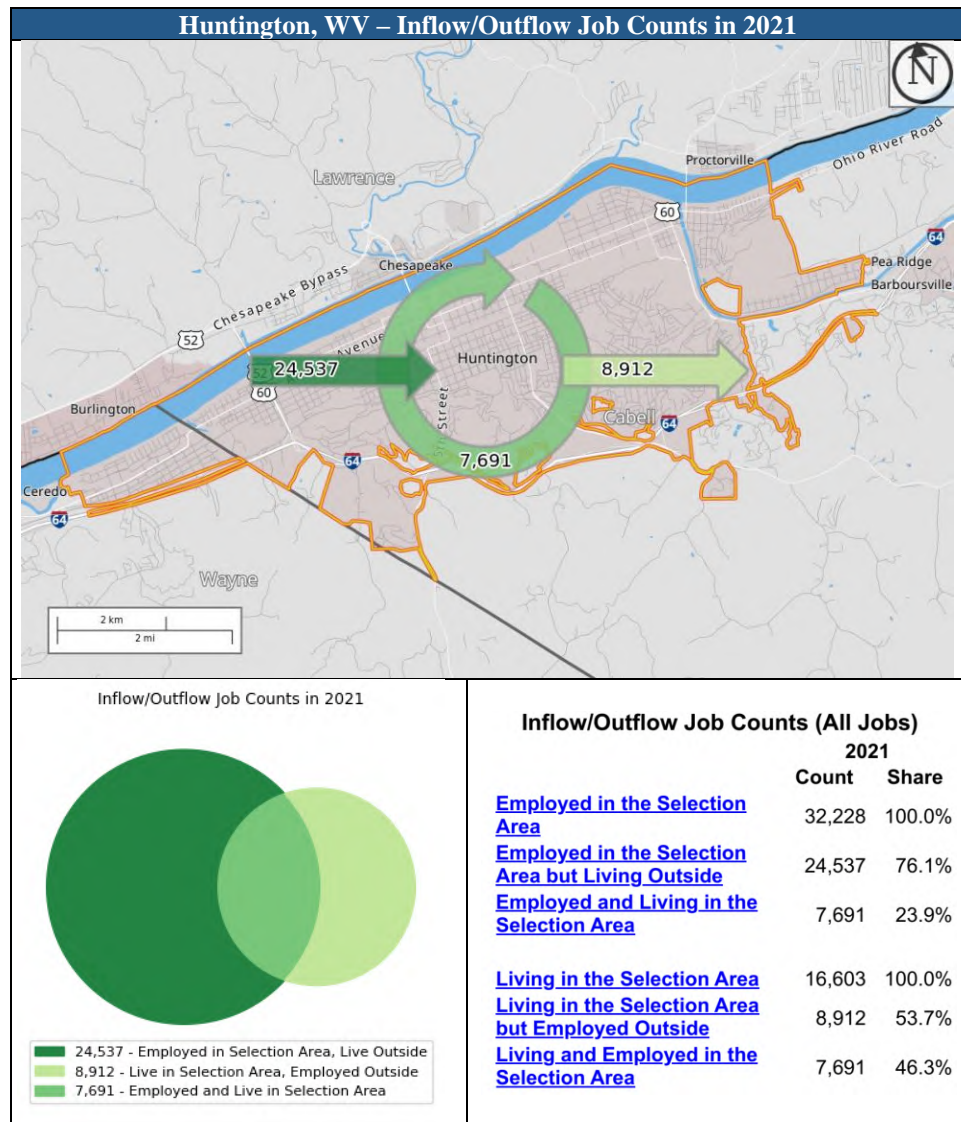
10-Minutes

5-Minutes



Commuting Inflow/Outflow

According to 2020 U.S. Census Longitudinal Origin-Destination Employment Statistics (LODES), of the 16,603 employed residents of the PSA (Huntington), 7,691 (46.3%) are employed inside the PSA, while the remaining 8,912 (53.7%) are employed outside of Huntington. In addition, 24,537 people commute into the PSA from surrounding areas for employment. These 24,537 non-residents account for 76.1% of the people employed in the PSA and represent a notable base of potential support for future residential development. The following illustrates the number of jobs filled by in-commuters and residents, as well as the number of resident out-commuters.



Source: U.S. Census, Longitudinal Origin-Destination Employment Statistics (LODES)

Characteristics of the Huntington commuting flow in 2021 are illustrated in the following table.

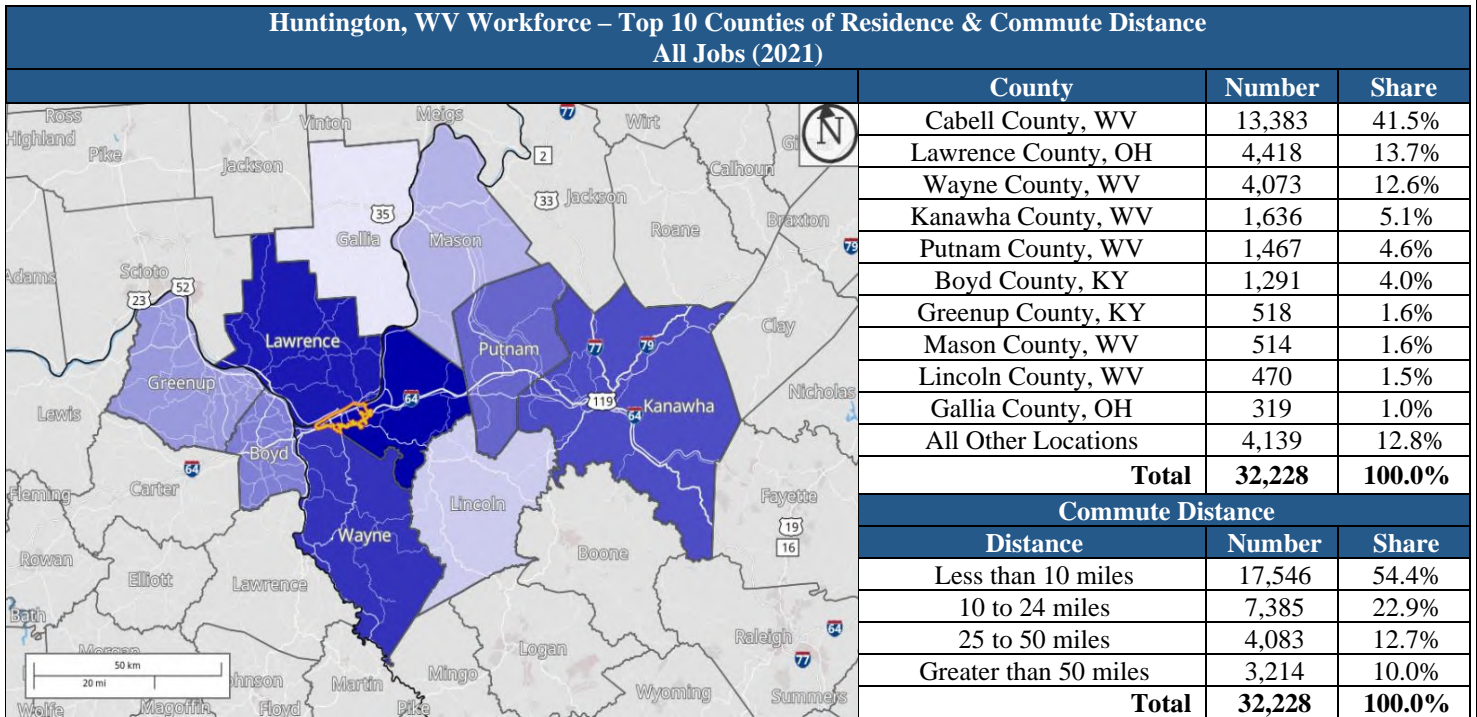
Huntington, WV: Commuting Flow Analysis by Earnings, Age and Industry Group (2021, All Jobs)						
Worker Characteristics	Resident Outflow		Workers Inflow		Resident Workers	
	Number	Share	Number	Share	Number	Share
Ages 29 or younger	2,451	27.5%	5,234	21.3%	1,827	23.8%
Ages 30 to 54	4,677	52.5%	13,865	56.5%	4,096	53.3%
Ages 55 or older	1,784	20.0%	5,438	22.2%	1,768	23.0%
<i>Earning <\$1,250 per month</i>	2,225	25.0%	3,941	16.1%	1,752	22.8%
<i>Earning \$1,251 to \$3,333</i>	3,488	39.1%	8,074	32.9%	2,971	38.6%
<i>Earning \$3,333+ per month</i>	3,199	35.9%	12,522	51.0%	2,968	38.6%
Goods Producing Industries	855	9.6%	3,082	12.6%	603	7.8%
Trade, Transportation, Utilities	2,239	25.1%	2,796	11.4%	835	10.9%
All Other Services Industries	5,818	65.3%	18,659	76.0%	6,253	81.3%
Total Worker Flow	8,912	100.0%	24,537	100.0%	7,691	100.0%

Source: U.S. Census, Longitudinal Origin-Destination Employment Statistics (LODES)

Note: Figures do not include contract employees and self-employed workers

Of Huntington’s 24,537 in-commuters, over one-half (56.5%) are between the ages of 30 and 54 years, over one-half (51.0%) earn \$3,333 or more per month (\$40,000 or more annually), and 76.0% are employed outside the goods producing or trade, transportation, and utilities industries. Resident outflow workers, by comparison, tend to be slightly younger than inflow workers, are more likely to earn lower wages, and are more likely than inflow workers to work in the trade, transportation, and utilities industries. Due to the diversity of incomes, ages, and occupation types of the large number of people commuting into the area for work each day, a variety of housing product types could be developed to potentially attract these commuters to live in Huntington. A detailed analysis of the area housing market, which includes availability, costs, and product mixture is included in Section VI of this report. The overall health of the local housing market can greatly influence the probability of in-commuters relocating to the area.

The following map and corresponding tables illustrate the physical *home* location (county) of people *working in* the PSA (Huntington), as well as the distribution of commute distances for the PSA workforce.

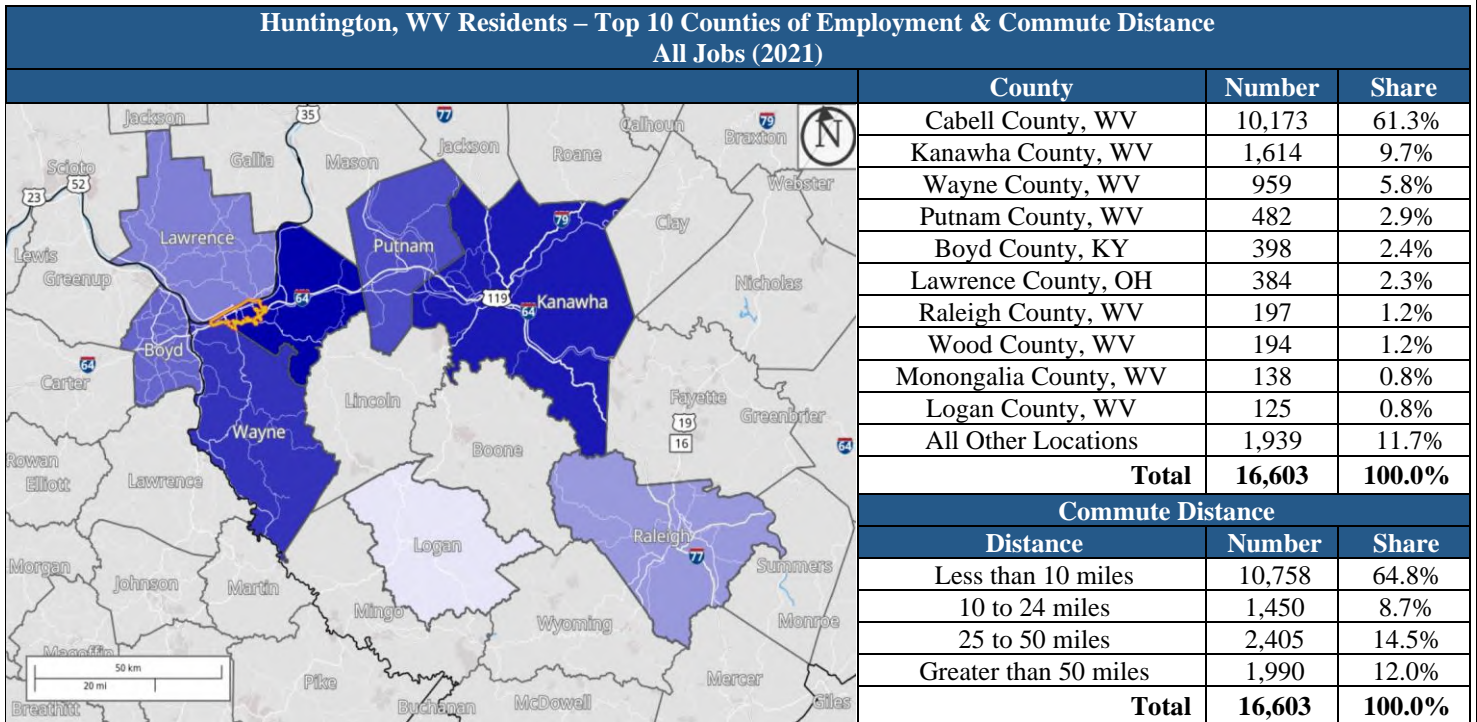


Source: U.S. Census, Longitudinal Origin-Destination Employment Statistics (LODES)

Statistics provided by LODES indicate that 41.5% of the PSA (Huntington) workforce are residents of Cabell County. Lawrence County, Ohio (13.7%) and Wayne County (12.6%) contribute the next largest shares of people that work in Huntington (Note that the western portion of the city of Huntington is located in Wayne County). Overall, over two-thirds of the Huntington workforce resides in one of these three counties. A notable share (12.8%) of the Huntington workforce originates from outside of the top 10 counties listed in the preceding table.

As such, a majority of the Huntington workforce (54.4%) has a commute distance of less than 10 miles, while over 75% of the workforce has a commute distance of less than 25 miles. The remaining portion of the PSA workforce (22.7%) has a commute distance of at least 25 miles into Huntington for employment. These 7,297 inflow workers with lengthy commutes represent a notable base of potential support for future residential development in Huntington.

The following map and corresponding tables illustrate the physical *work* location (county) of PSA (Huntington) residents, as well as the commute distances for these workers.



Source: U.S. Census, Longitudinal Origin-Destination Employment Statistics (LODES)

Of the 16,603 employed residents of the PSA (Huntington), 61.3% of these residents are employed within Cabell County. Notable shares of Huntington residents commute to Kanawha County (9.7%) and Wayne County (5.8%) for employment (Note that the western portion of the city of Huntington is within Wayne County). Each of the remaining individual counties listed in the preceding table account for less than a 3.0% share of resident locations for employment. Overall, 64.8% of PSA residents have a commute distance of less than 10 miles to employment, which illustrates the relatively short commute distances for most employed residents. However, it is worth pointing out that 26.5% of PSA residents have commutes of more than 25 miles to work. Although a number of factors contribute to where an individual chooses to reside, lengthy commute times can increase the likelihood of relocation if improved housing options are present closer to an individual's place of employment.

E. PROJECTED JOB GROWTH AND IMPACT ON NEW HOUSEHOLD CREATION

This Housing Needs Assessment of Huntington was completed subsequent to the larger Advantage Valley Region Housing Needs Assessment and relied upon some data from the region study, including planned job growth and corresponding household growth. The Advantage Valley Region, which comprises 10 counties in southwest West Virginia and includes Cabell County, is expected to experience significant economic investment and job growth over the next several years. This job growth will vary by industry type, wages paid, hiring periods and job duration (short-term vs. long-term jobs), and geography. Additionally, while many of the large-scale business announcements will create numerous direct jobs, there will also be jobs created indirectly from these large-scale business investments, including jobs that support these new industries and those that are offshoots or ancillary to them.

This section attempts to explain the methodology used to quantify the total number of jobs that will be created over the next few years and the corresponding impact on the number of new households that will be added to the market.

Direct Job Growth – Publicly known job announcements from large-scale businesses were considered. In the case where the number of jobs was not announced or available, we used the announced dollar amount of investments and applied job creation multipliers by industry sector as provided by the Economic Policy Institute to estimate the number of new jobs expected to be created.

Indirect/Induced Job Growth – Jobs that are created indirectly from large-scale job growth were considered. This can be in the form of *supplier jobs* (jobs created to support the large-scale business expansions, such as suppliers of materials) or *induced jobs* (jobs that are created as a residual from direct large-scale job growth, such as retailers, restaurants, public services, etc.). In order to determine the estimated number of supplier jobs and induced jobs, we used employment multipliers as provided by the Economic Policy Institute.

Some employment industry sectors rely heavily on supplier jobs, such as manufacturing often relying on numerous suppliers of materials. Conversely, the retail trade and the accommodations and food service industry sectors typically rely less on suppliers. As such, the relationship between the primary large-scale business and the indirect job growth they will create will vary between industry types.

Origination of Workers – New jobs created in a market are typically filled by both local residents and non-residents. While the location from which such workers originate will vary based on job requirements (education or skill sets), wages paid or employee benefits, accessibility to the workplace, availability of other employment alternatives, current employment status, etc., we have used the

combination of two factors to derive the share of jobs that will likely be filled locally (workers living within the subject county) and the share that will be filled externally (from workers living outside the subject county). First, using information provided by Longitudinal Employer-Household Dynamics (lehd.ces.census.gov), we incorporated the share of persons employed in the subject county *and* are living in the subject county to establish the share of newly created jobs that will likely be filled locally. While the remaining new jobs will be filled by people living outside the subject market, not all of these workers will want to move to the subject county. To establish the share of non-residents who would likely move to the subject county for a new job we used the results from the Resident/Commuter Survey conducted as part of the Advantage Valley Region Housing Needs Assessment. That survey indicated that 42.2% of respondents would move to a new area to be closer to new employment opportunities occurring in the study region.

Worker Wages -When available, data related to announced paid wages was used. In cases where wage data was not available, we used typical wages paid by occupation type within the subject region as published by the Bureau of Labor Statistics.

Housing Tenure Preference – Ultimately, the decision to rent or buy housing (aka housing tenure) depends on the preferences and financial capacity of the consumer, as well as the inventory that is available and affordable to the consumer. However, given this study is intended to address housing needs, including the housing needs of new workers, we used a combination of national averages of housing tenure (renters vs. owners) and the local distribution of households by tenure to derive the estimated number of new households by tenure.

Job Growth Projections

Based on the publicly announced business investments and expected job creation directly from such investments, we were able to project the total number of jobs (both direct and indirect) that are expected to be created in Cabell County. The following table summarizes the total number of jobs that are expected to be created as a result of publicly announced business investments.

Total New Jobs Expected to be Created						
Area	Direct New Jobs		Indirect New Jobs		Total New Jobs	
	Number	Percent	Number	Percent	Number	Percent
Cabell County	784	14.6%	2,015	11.5%	2,799	12.2%
Advantage Valley Region	5,359	100.0%	17,506	100.0%	22,865	100.0%

Source: Bowen National Research

As the preceding illustrates, Cabell County has the potential to create approximately 2,800 jobs, both directly (784) and indirectly (2,015) from the planned business investments in the region. Although this represents significant

job growth within Cabell County, specifically, it is highly likely that job growth within the Advantage Valley Region will also impact *household* growth in Cabell County. Therefore, we took into consideration the latest commuting and migration patterns and trends, along with resident/non-resident survey results (part of the Advantage Valley Region study) regarding county residency preferences, and adjusted household growth estimates accordingly. This was included in our estimates for new households within Cabell County.

Projected Household Growth (Job-Influenced)

The previously summarized expected job growth will create additional households in Cabell County. We accounted for numerous factors such as jobs being filled by households already in the county, by households with persons currently unemployed, by households relocating to the area, and by non-resident households that will take local jobs but not move to the county. We also adjusted overall household growth to account for anticipated wages and corresponding household incomes, households that will choose to rent vs. households that will want to buy a home, and households’ likely geographical considerations for selecting where to live.

The subsequent tables illustrate the number of new households by tenure (renter vs. owner) and income level that are expected to be generated from new job creation. It should be noted that, while the total number of expected new households by tenure for Cabell County was derived from the previously described methods, the individual distributions of these households within the PSA (Huntington) and SSA (Balance of Cabell County) were calculated using a “fair share” methodology (based on the current share of each tenure type for the study areas compared to the entirety of the county).

New Renter Households by Income (2023 to 2028) Cabell County, West Virginia						
Area	Renter Market Share	New Households				Total
		<\$50,000	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000+	
PSA (Huntington)	51.3%	69	118	50	36	273
SSA (Balance of Cabell County)	48.7%	66	112	47	35	260
Cabell County	100.0%	135	230	97	71	533

Source: Bowen National Research

New Owner Households by Income (2023 to 2028) Cabell County, West Virginia						
Area	Owner Market Share	New Households				Total
		<\$50,000	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000+	
PSA (Huntington)	47.6%	74	162	138	113	487
SSA (Balance of Cabell County)	52.4%	82	179	152	125	538
Cabell County	100.0%	156	341	290	238	1,025

Source: Bowen National Research

As the preceding table illustrates, it is expected that 533 *renter* households and 1,025 *owner* households will be added to the county over the next five years that are the direct result of planned job growth. Within the PSA (Huntington), job growth is expected to create 273 additional rental households and 487 owner households. This will increase the demand for a variety of housing alternatives within the PSA (Huntington) and Cabell County. These new households by tenure that are expected to be added to the PSA and county are included in the housing gap estimates shown in Section VIII of this report.

F. CONCLUSIONS

The economy in the PSA (Huntington) is heavily influenced by the healthcare and social assistance employment sector, which accounts for over 40% of total employment in Huntington. Additional employment sectors with a notable share of jobs include accommodation and food services, retail trade, manufacturing, and professional, scientific, and technical services. These employment sectors include a number of the largest employers within Cabell County. Overall, wages within the PSA are slightly lower than wages for most common occupations at the state level, and housing affordability is an issue for a significant share of individuals working within the most common occupations in the PSA. Note that over 75% of the PSA employment base commutes to Huntington for work from outside of the city. A notable share of workers (22.7%) also have a commute distance of at least 25 miles to Huntington to their place of employment. In addition, over half of these in-commuters earn at least \$40,000 per year. The large share of workers that commute from outside the city represents a significant opportunity for Huntington to attract additional households. Total employment in Cabell County is at 102.1% of the 2019 total employment figure (pre-COVID), while at-place employment (people living and working within the county) is at 96.3% of the pre-COVID level. As such, the economy in the PSA and SSA has mostly recovered from the economic impacts of the COVID-19 pandemic. The annual unemployment rate through July 2023 in Cabell County was 3.3%, which was the lowest unemployment rate in the county since 2013. With significant economic developments currently under construction or recently completed in the county and surrounding region, new direct job creation in the county totaling nearly 2,800 jobs, and notable infrastructure projects currently underway, the economy within the PSA and SSA will likely continue improving for the foreseeable future. While this positive economic activity will contribute to the ongoing demand for housing in Huntington and Cabell County, it is important that an adequate supply of income-appropriate housing is available to capture new residents and retain existing residents.

VI. HOUSING SUPPLY ANALYSIS

This housing supply analysis includes a variety of housing alternatives. Understanding the historical trends, market performance, characteristics, composition, and current housing choices provide critical information as to current market conditions and future housing potential. The housing data presented and analyzed in this section includes primary data collected directly by Bowen National Research and secondary data sources including American Community Survey (ACS), U.S. Census housing information, and data provided by various government entities and real estate professionals.

While there are a variety of housing options offered in the Primary Study Area (PSA, Huntington), we focused our analysis on the most common housing alternatives. The housing structures included in this analysis are:

- **Rental Housing** – Rental properties consisting of multifamily apartments (generally with five or more units within a structure) were identified and surveyed. An analysis of non-conventional rentals (typically with four or less units within a structure) was also conducted.
- **For-Sale Housing** – For-sale housing alternatives, both recent sales activity and currently available supply, were inventoried. This data includes single-family homes, condominiums, mobile homes, and other traditional housing alternatives. It includes stand-alone product as well as homes within planned developments or projects.

For the purposes of this analysis, the housing supply information is presented for the Primary Study Area (PSA, Huntington), the Secondary Study Area (SSA, Balance of Cabell County), the entirety of Cabell County, and the state of West Virginia, when available. *Note that the PSA also includes the western portion of the city of Huntington that is located within Wayne County.*

Maps illustrating the location of various housing types are included throughout this section.

A. OVERALL HOUSING SUPPLY (SECONDARY DATA)

This section of analysis on the area housing supply is based on secondary data sources such as the U.S. Census, American Community Survey and ESRI, and is provided for the PSA (Huntington), the SSA (Balance of Cabell County), Cabell County, and the state of West Virginia, when applicable. Note that some small variation of total numbers and percentages within tables may exist due to rounding.

Housing Characteristics

The estimated distribution of the area housing stock by tenure (renter and owner) within the study areas for 2023 is summarized in the following table:

		Occupied and Vacant Housing Units by Tenure 2023 Estimates				
		Total Occupied	Owner Occupied	Renter Occupied	Vacant	Total
PSA	Number	19,867	9,965	9,902	4,500	24,367
	Percent	81.5%	50.2%	49.8%	18.5%	100.0%
SSA	Number	21,272	15,114	6,158	2,322	23,594
	Percent	90.2%	71.1%	28.9%	9.8%	100.0%
Cabell County	Number	39,453	23,963	15,490	6,592	46,045
	Percent	85.7%	60.7%	39.3%	14.3%	100.0%
West Virginia	Number	738,456	546,106	192,350	118,906	857,362
	Percent	86.1%	74.0%	26.0%	13.9%	100.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In total, there are an estimated 24,367 housing units within the PSA (Huntington) in 2023, of which 19,867 units (81.5% of total) are occupied. Based on 2023 estimates, 50.2% of occupied housing in the PSA is owner occupied, while 49.8% is renter occupied. This distribution of product by tenure within the PSA is more heavily weighted toward renter-occupied housing than the surrounding SSA and the state of West Virginia. Overall, 18.5% of the total housing units within the PSA are classified as vacant, which is a higher share of such units compared to the SSA (9.8%) and statewide share (13.9%). Vacant units are comprised of a variety of units including abandoned properties, rentals, for-sale, and seasonal housing units.

The following table compares key housing age and conditions for each of the study areas and the state based on 2017-2021 American Community Survey (ACS) data. Housing units built over 50 years ago (pre-1970), overcrowded housing (1.01+ persons per room), or housing that lacks complete kitchens or bathroom plumbing are illustrated for each area by tenure (renter or owner). It is important to note that some occupied housing units may have more than one housing issue.

	Housing Age and Conditions											
	Pre-1970 Product				Overcrowded				Incomplete Plumbing or Kitchen			
	Renter		Owner		Renter		Owner		Renter		Owner	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
PSA	5,752	61.4%	8,390	79.9%	275	2.9%	67	0.6%	72	0.8%	52	0.5%
SSA	1,400	25.8%	5,432	34.7%	0	0.0%	77	0.5%	3	0.1%	11	0.1%
Cabell County	6,851	47.9%	12,975	51.7%	275	1.9%	144	0.6%	63	0.4%	63	0.3%
West Virginia	79,127	42.7%	210,642	40.1%	4,351	2.3%	4,431	0.8%	3,041	1.6%	3,924	0.7%

Source: American Community Survey (2017-2021); ESRI; Urban Decision Group; Bowen National Research

Within the PSA (Huntington), nearly 80% of owner-occupied housing and over 60% of renter-occupied housing was built prior to 1970. The surrounding SSA (Balance of County) and the state of West Virginia each have much smaller shares of older renter-occupied and owner-occupied housing compared to the PSA. The PSA also has a higher share (2.9%) of overcrowded renter-occupied housing than the state of West Virginia (2.3%), while the share (0.8%) of renter housing with incomplete plumbing or kitchen facilities is lower than the statewide figure (1.6%). As such, it appears that PSA households are more likely to reside in older housing compared to the households in the SSA and statewide.

The following table compares key household income, housing cost, and housing affordability metrics of various study areas. Cost burdened households are defined as those paying over 30% of their income toward housing costs, while severe cost burdened households pay over 50% of their income toward housing.

	Household Income, Housing Costs and Affordability							
	2023 Households	Median Household Income	Estimated Median Home Value	Average Gross Rent	Share of Cost Burdened Households*		Share of Severe Cost Burdened Households**	
					Renter	Owner	Renter	Owner
PSA	19,867	\$39,395	\$119,523	\$785	57.5%	16.6%	35.4%	6.6%
SSA	21,272	\$58,179	\$184,047	\$825	40.3%	15.5%	20.3%	4.9%
Cabell County	39,453	\$49,351	\$168,681	\$798	51.7%	16.0%	30.1%	5.5%
West Virginia	738,456	\$53,601	\$154,473	\$811	39.5%	14.7%	20.8%	5.9%

Source: American Community Survey (2017-2021); ESRI; Urban Decision Group; Bowen National Research

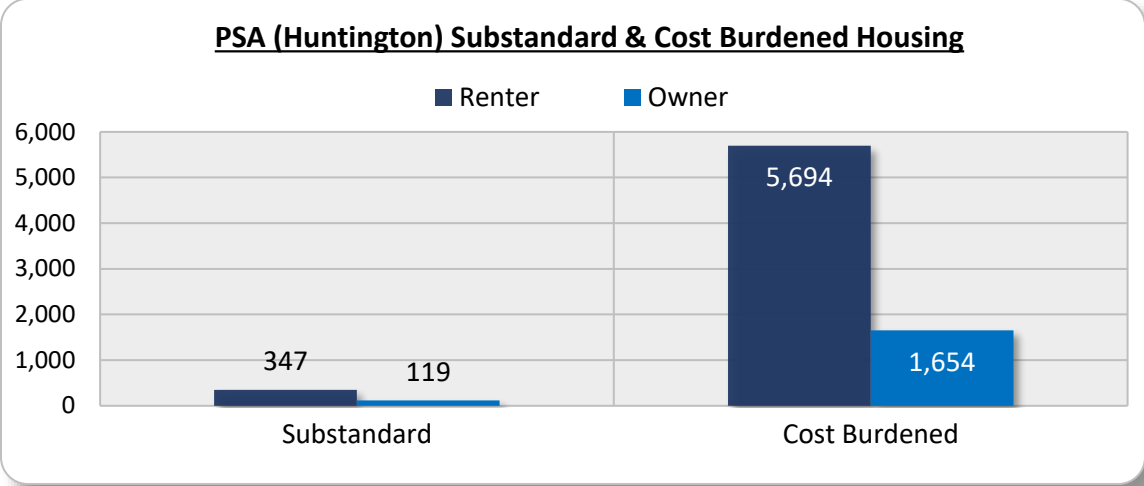
*Paying more than 30% of income toward housing costs

**Paying more than 50% of income toward housing costs

In 2023, the estimated median home value of \$119,523 within the PSA (Huntington) is 35.1% lower than the SSA (Balance of County) estimated median home value of \$184,047 and 22.6% lower than the state's estimated median home value of \$154,473. The average gross rent of \$785 for the PSA is also lower than the average gross rent in the surrounding SSA (\$825) and the state of West Virginia (\$811). Despite the PSA's lower average gross rent compared to the SSA and state, over half (57.5%) of renter households in the PSA were cost burdened and over one-third (35.4%) of renter households were severe cost burdened in 2023. This may be, in part, due to the PSA's lower median income (\$39,395).

Overall, it is estimated that 5,694 renter households and 1,654 owner households in the PSA are housing cost burdened. Of these, 3,505 renter households and 658 owner households are *severe* housing cost burdened (paying 50% or more of their income toward housing costs). Overall, this data illustrates the importance of affordable rental and for-sale housing alternatives for Huntington residents.

The following graph illustrates substandard housing and cost burdened households in the PSA (Huntington).



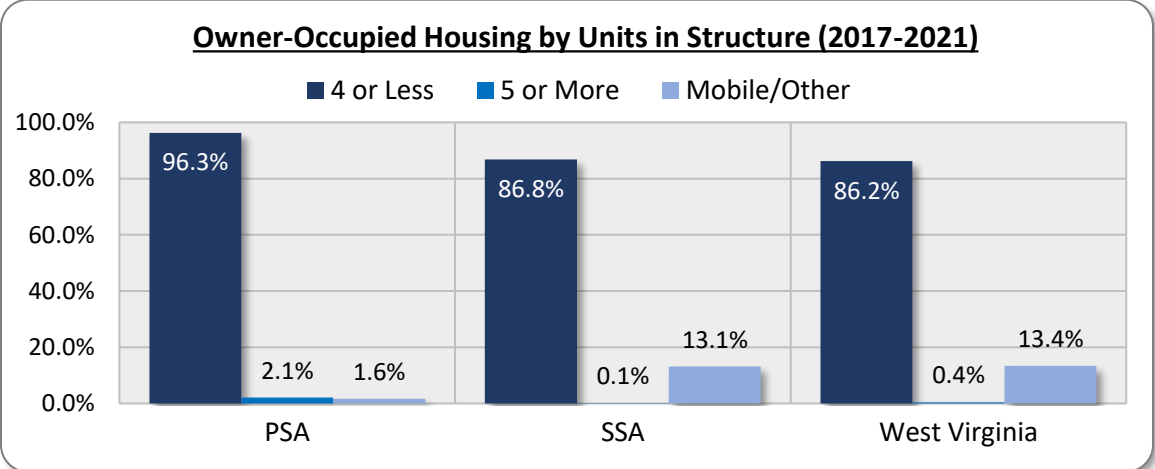
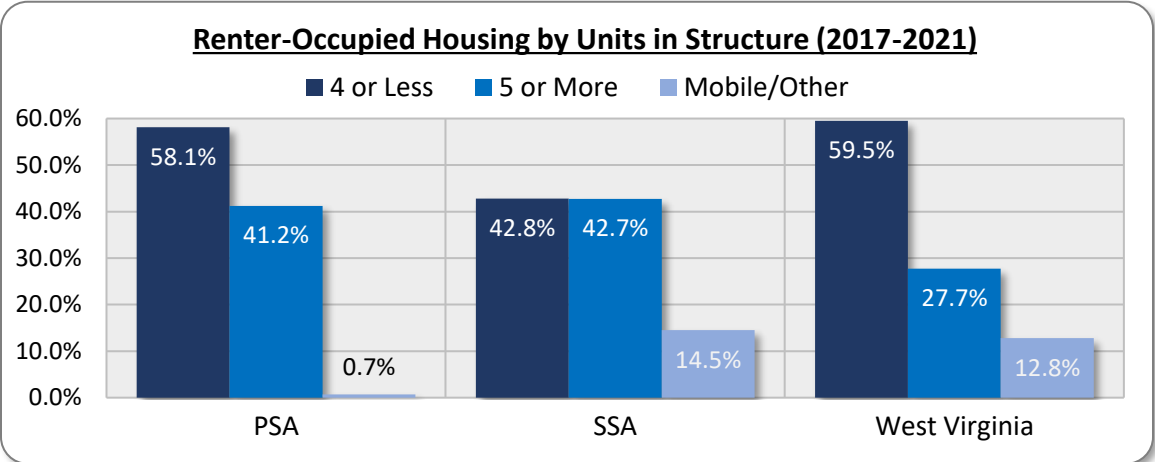
Based on the 2017-2021 American Community Survey (ACS) data, the following is a distribution of all occupied housing by units in structure by tenure (renter or owner) for the various study areas.

		Renter-Occupied Housing by Units in Structure				Owner-Occupied Housing by Units in Structure			
		4 Units or Less	5 Units or More	Mobile Home/ Other	Total	4 Units or Less	5 Units or More	Mobile Home/ Other	Total
PSA	Number	5,447	3,858	67	9,372	10,106	217	173	10,496
	Percent	58.1%	41.2%	0.7%	100.0%	96.3%	2.1%	1.6%	100.0%
SSA	Number	2,320	2,316	787	5,423	13,596	17	2,050	15,663
	Percent	42.8%	42.7%	14.5%	100.0%	86.8%	0.1%	13.1%	100.0%
Cabell County	Number	7,383	6,065	854	14,302	22,648	228	2,220	25,096
	Percent	51.6%	42.4%	6.0%	100.0%	90.2%	0.9%	8.8%	100.0%
West Virginia	Number	110,312	51,442	23,653	185,407	453,494	1,966	70,485	525,945
	Percent	59.5%	27.7%	12.8%	100.0%	86.2%	0.4%	13.4%	100.0%

Source: American Community Survey (2017-2021); ESRI; Urban Decision Group; Bowen National Research

Within the PSA (Huntington), a total of 58.1% of renter-occupied housing units are within structures containing four units or less and 41.2% of renter-occupied units are within structures containing five or more units. By comparison, the SSA (Balance of County) has a lower share (42.8%) of renter-occupied housing within structures containing four units or less and a slightly higher share (42.7%) of rental units within structures of five or more units. Note that rental units within structures of four units or less and mobile homes are generally referred to as *non-conventional* rental housing, which represents a combined share of 58.8% of rental housing units in the PSA. As a result, a separate survey of available non-conventional rentals and an analysis of these rental units is included later in this section. Among *owner-occupied* housing in the PSA, nearly all units were contained within structures of four units or less (96.3%).

The following graphs illustrate the renter-occupied housing and owner-occupied housing by units in structure.



B. HOUSING SUPPLY ANALYSIS (BOWEN NATIONAL SURVEY)

1. Introduction

Bowen National Research conducted research and analysis of various housing alternatives within the PSA (Huntington) and the SSA (Balance of Cabell County). This analysis includes rental housing as well as for-sale and owner-occupied housing.

2. Multifamily Rental Housing

Between June and September of 2023, Bowen National Research surveyed (both by telephone and in-person) a total of 39 multifamily rental housing projects containing a total of 2,723 units within the PSA (Huntington) and SSA (Balance of County). While this survey does not include all properties in the market, it does include a majority of the larger properties. The overall survey is considered representative of the performance, conditions and trends of multifamily rental housing in the market. Projects identified, inventoried, and surveyed operate as market-rate and under a number of affordable housing programs including the Low-Income Housing Tax Credit (LIHTC) program and various HUD programs. Definitions of each housing program are included in *Addendum D: Glossary*.

The distribution of the surveyed multifamily rental housing supply by program type is illustrated in the following table.

Project Type	Projects Surveyed	Total Units	Vacant Units	Occupancy Rate
PSA (Huntington)				
Market-Rate	11	288	28	90.3%
Tax Credit/Government-Subsidized	4	175	0	100.0%
Government-Subsidized	7	590	0	100.0%
Total	22	1,053	28	97.3%
SSA (Balance of County)				
Market-Rate	7	1,022	18	98.2%
Tax Credit	2	88	0	100.0%
Tax Credit/Government-Subsidized	5	260	0	100.0%
Government-Subsidized	3	300	0	100.0%
Total	17	1,670	18	98.9%

Source: Bowen National Research

Typically, in healthy and well-balanced markets, multifamily rentals operate at an overall 94% to 96% occupancy rate. As the preceding table illustrates, the rental properties surveyed in the PSA (Huntington) have an overall occupancy rate of 97.3%. All vacancies in the PSA (28 total) are contained within market-rate properties, which have a 90.3% occupancy rate (impacted, in part, by property age and quality issues). Note that Tax Credit and government-subsidized properties in the PSA are 100%

occupied. Within the SSA (Balance of County), there are 18 vacant units among the 1,670 total units surveyed, reflecting an overall occupancy rate of 98.9%. Similar to the PSA, all 18 vacant units are within market-rate properties and the Tax Credit and government-subsidized units surveyed in the SSA are 100.0% occupied.

The following table summarizes the share of surveyed properties in the PSA and SSA that maintain wait lists and the corresponding total number of households and/or the maximum length of wait for the next available unit by project type.

Project Type	Projects Surveyed	# Maintain Wait List	% Maintain Wait List	Waiting List (Households/Months)
PSA (Huntington)				
Market-Rate	11	4	36.4%	2-30 HH
Tax Credit/Government-Subsidized	4	3	75.0%	5-112 HH
Government-Subsidized	7	7	100.0%	63-1,936 HH/6-12 Months
SSA (Balance of County)				
Market-Rate	7	2	28.6%	5-13 HH
Tax Credit	2	2	100.0%	2 HH/4-6 Months
Tax Credit/Government-Subsidized	5	5	100.0%	2-10 HH
Government-Subsidized	3	3	100.0%	125 HH

Source: Bowen National Research
HH - Households

Note that 10 of the 11 Tax Credit and government-subsidized properties in the PSA (Huntington) maintain a wait list. In addition, all 10 of the Tax Credit and government-subsidized properties in the SSA (Balance of County) maintain a wait list. The high share of affordable properties with a wait list is indicative of a market with notable pent-up demand for multifamily rentals operating under a variety of program types. This indicates that households may have to seek alternative housing options, such as non-conventional rentals, which typically have higher gross rents compared to multifamily rentals.

Market-Rate Apartments

A total of 11 multifamily projects with market-rate units were surveyed in the PSA, and seven properties with market-rate units were surveyed in the SSA. Overall, these properties contain 1,310 market-rate units, of which 288 units are in the PSA and 1,022 units are in the SSA. The following table summarizes the market-rate units by bedroom/bathroom type.

Market-Rate Units by Bedroom Type						
Bedroom	Baths	Units	Distribution	Vacancy	% Vacant	Median Collected Rent
PSA (Huntington)						
Studio	1.0	4	1.4%	0	0.0%	\$925
One-Bedroom	1.0	120	41.7%	11	9.2%	\$775
Two-Bedroom	1.0	81	28.1%	12	14.8%	\$1,025
Two-Bedroom	1.5	16	5.6%	2	12.5%	\$800
Two-Bedroom	2.0	48	16.7%	3	6.3%	\$1,100
Three-Bedroom	1.0	4	1.4%	0	0.0%	\$620
Three-Bedroom	2.0	15	5.2%	0	0.0%	\$750
Total Market-Rate		288	100.0%	28	9.7%	-
SSA (Balance of County)						
Studio	1.0	28	2.7%	1	3.6%	\$675
One-Bedroom	1.0	342	33.5%	0	0.0%	\$845
Two-Bedroom	1.0	280	27.4%	16	5.7%	\$825
Two-Bedroom	1.5	168	16.4%	0	0.0%	\$1,145
Two-Bedroom	2.0	107	10.5%	0	0.0%	\$1,125
Two-Bedroom	2.5	1	0.1%	0	0.0%	\$1,500
Three-Bedroom	2.0	44	4.3%	0	0.0%	\$1,613
Three-Bedroom	2.5	52	5.1%	1	1.9%	\$1,300
Total Market-Rate		1,022	100.0%	18	1.8%	-

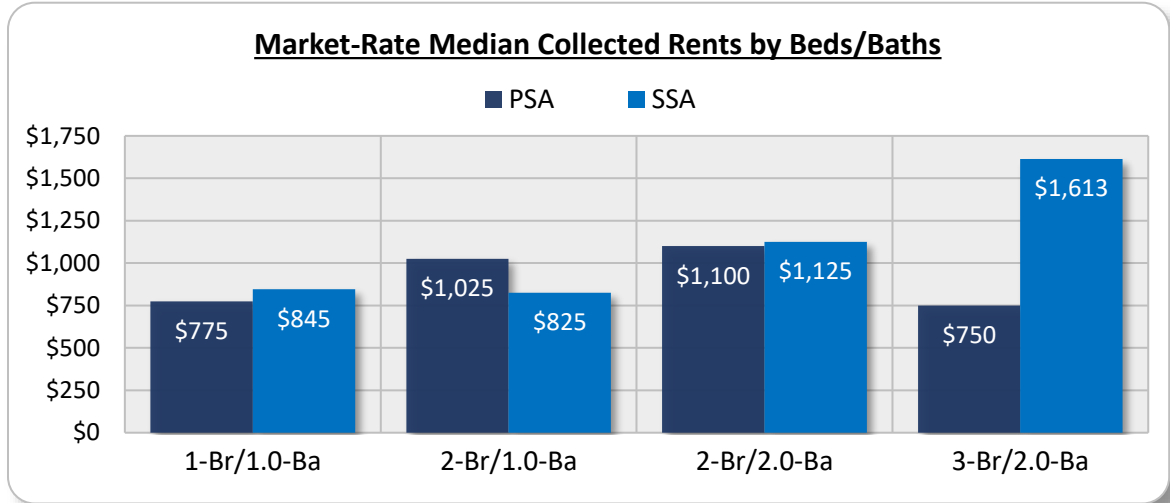
Source: Bowen National Research

The market-rate units within the PSA (Huntington) are 90.3% occupied. One-bedroom units comprise the largest share (41.7%) of the surveyed market-rate supply in the PSA, followed by two-bedroom/one-bath units (28.1%). By comparison, three-bedroom units account for only 19 of the 288 (6.6%) market-rate units surveyed in the PSA. Median collected rents range from \$620 to \$1,100 based on unit type. Note that the one-bedroom units in the PSA have 11 vacancies, while the two-bedroom/one-bath units in the PSA have 12 vacant units. Ten of the 11 one-bedroom vacancies in the market are at French Colony Apartments (Map I.D. 10) and all 12 vacancies among the two-bedroom/one-bath units are at Westmoreland Estates (Map I.D. 22). French Colony Apartments was built in the 1970s and appeared to be in less than satisfactory condition at the time of our survey. Westmoreland Estates is under new ownership and may be impacted by the relatively small two-bedroom/one-bath units. Therefore, vacancies among these unit types are property specific rather than market specific.

Within the SSA (Balance of County), the surveyed market-rate units are 98.2% occupied. One-bedroom units comprise the largest share (33.5%) of the market-rate units in the SSA, while two-bedroom/one-bath units account for 27.4% of market-rate units surveyed. Median collected rents range from \$675 to \$1,613 based on unit type. Note that 16 of the 18 vacant units in the SSA are among two-bedroom/one-bath units. All 16 of these vacant units are at Mark Alan Townhouses (Map I.D. 909). Management at this property noted that several units are offline at this property due to maintenance issues and for aesthetic reasons. As is the case with vacancies in the PSA, it

appears that the high number of vacant units among two-bedroom/one-bath units in the SSA is due to a property-specific issue. Regardless, it appears demand for market-rate units in both the PSA and SSA is strong, and the lack of overall supply and vacancies among three-bedroom units may indicate a potential development opportunity for market-rate units in the PSA and SSA.

The following graph illustrates median market-rate rents from among common bedroom types offered in the PSA and SSA.



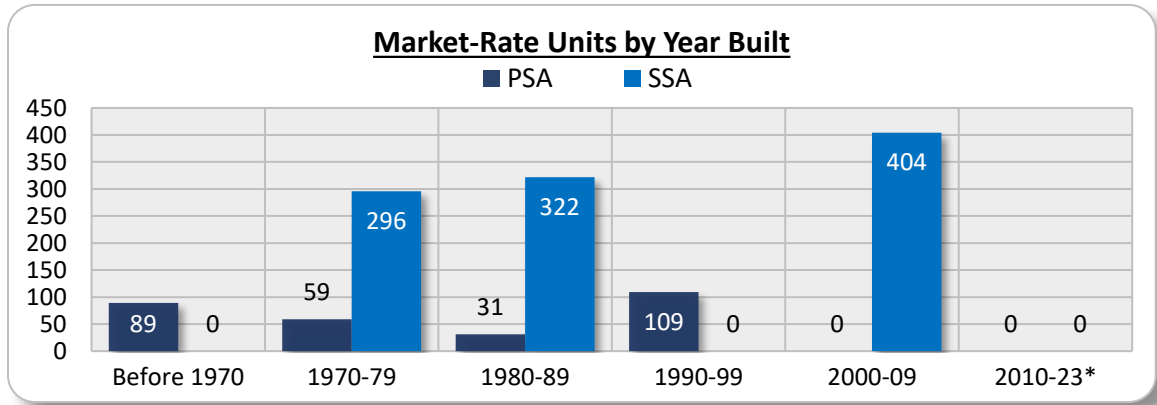
The following is a distribution of market-rate product surveyed by year built for the PSA and SSA:

Year Built – Market-Rate						
Year Built	PSA (Huntington)			SSA (Balance of County)		
	Projects	Units	Vacancy Rate	Projects	Units	Vacancy Rate
Before 1970	5	89	0.0%	0	0	-
1970 to 1979	3	59	22.0%	2	296	5.4%
1980 to 1989	2	31	0.0%	2	322	0.3%
1990 to 1999	1	109	13.8%	0	0	-
2000 to 2009	0	0	-	3	404	0.2%
2010 to 2023*	0	0	-	0	0	-

*As of September

The PSA (Huntington) has a significant supply of older market-rate units while the SSA (Balance of County) has a notable share of newer market-rate units. In the PSA, all of the surveyed market-rate product was built before the year 2000. By comparison, nearly 40% of the surveyed market-rate units in the SSA were built between 2000 and 2009. Note that the highest vacancy rates in both the PSA and SSA are within properties built during the 1970s. As stated in the previous section, vacancies among these older properties appear to be specific to individual properties rather than the overall rental market.

The distribution of surveyed market-rate units in the PSA (Huntington) and SSA (Balance of County) by development period is shown in the following graph.



Representatives of Bowen National Research personally visited the surveyed rental projects within the study areas and rated the exterior quality of each property on a scale of "A" (highest) through "F" (lowest). All properties were rated based on quality and overall appearance (i.e., aesthetic appeal, building appearance, landscaping and grounds appearance). The following is a distribution of the surveyed market-rate supply by quality rating.

Quality Rating	Market-Rate Properties			Median Collected Rent			
	Projects	Total Units	Vacancy Rate	Studio	One-Br.	Two-Br.	Three-Br.
PSA (Huntington)							
B+	3	142	10.6%	\$925	\$1,295	\$1,025	-
B	4	72	0.0%	-	\$795	\$800	\$620
B-	1	15	0.0%	-	-	-	\$750
C	3	59	22.0%	\$750	\$600	\$800	-
SSA (Balance of County)							
B+	2	495	0.2%	\$675	\$775	\$1,125	\$1,613
B	3	231	0.4%	-	\$810	\$1,100	\$1,300
B-	2	296	5.4%	-	\$969	\$1,150	-

Source: Bowen National Research

Most of the surveyed market-rate supply in the PSA and SSA consists of product with a "B" quality rating or higher. Vacancy rates in both areas range from low to moderate with the exception of PSA properties with a "C" quality rating, which have an overall vacancy rate of 22.0%. Note that "C" rated properties typically require updating and are in less than satisfactory condition. Median collected rents for the "C" rated properties within the PSA range from \$600 to \$800, which are among the lowest rents in the market. By comparison, "B+" rated properties in the SSA have a very low vacancy rate (0.2%) and have among the highest collected rents in the market for two-bedroom and three-bedroom units. The differences in vacancy rates and collected rents illustrate the ability to achieve premium rents for modern higher quality product.

Tax Credit Apartments

Tax Credit housing is developed under the Low-Income Housing Tax Credit (LIHTC) program. Typically, these projects serve households with incomes of up to 60% of Area Median Household Income (AMHI), though recent legislation allows for some units to target households with incomes of up to 80% of AMHI. Four of the surveyed multifamily projects in Cabell County offer non-subsidized Low-Income Housing Tax Credit (LIHTC or Tax Credit) units. Of these four projects, two are located in the PSA (Huntington) and two are located in the SSA (Balance of County). This section focuses only on the non-subsidized Tax Credit units, while the Tax Credit units operating with concurrent subsidies are discussed in the government-subsidized section of this report (starting on page VI-14).

The following table summarizes the breakdown of non-subsidized Tax Credit units surveyed within the PSA and SSA.

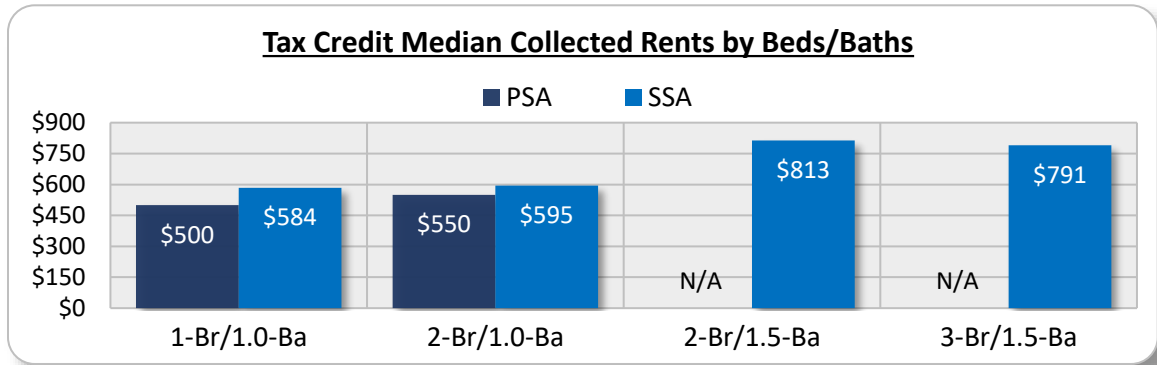
Tax Credit (Non-Subsidized) Units by Bedroom Type						
Bedroom	Baths	Units	Distribution	Vacancy	% Vacant	Median Collected Rent
PSA (Huntington)						
One-Bedroom	1.0	22	48.9%	0	0.0%	\$500
Two-Bedroom	1.0	23	51.1%	0	0.0%	\$550
Total Tax Credit		45	100.0%	0	0.0%	-
SSA (Balance of County)						
One-Bedroom	1.0	14	15.9%	0	0.0%	\$584
Two-Bedroom	1.0	16	18.2%	0	0.0%	\$595
Two-Bedroom	1.5	25	28.4%	0	0.0%	\$813
Three-Bedroom	1.5	17	19.3%	0	0.0%	\$791
Three-Bedroom	2.0	16	18.2%	0	0.0%	\$665
Total Tax Credit		88	100.0%	0	0.0%	-

Source: Bowen National Research

The non-subsidized Tax Credit units within the PSA and SSA are 100.0% occupied. These occupancy rates are extremely high and are evidence of the county’s strong demand for affordable rental housing. It is worth noting that all four of the surveyed properties that include non-subsidized Tax Credit units maintain a wait list, illustrating that there is pent-up demand for this type of housing. Non-subsidized Tax Credit units in the PSA consist of one-bedroom and two-bedroom units, while non-subsidized Tax Credit units in the SSA feature a mix of one-, two-, and three-bedroom units. Median collected rents in the PSA range from \$500 for a one-bedroom unit to \$550 for a two-bedroom unit, while median collected rents within the SSA range from \$584 to \$813 based on unit type. Note that median collected rents for non-subsidized Tax Credit units in the PSA and SSA are well below median collected rents for similar market-rate units by bedroom type. Overall, the very high occupancy rates in both the PSA and SSA indicate that low-income households likely struggle to find available Tax Credit housing, regardless of household size. As many of these households

are compelled to secure housing from the available inventory of market-rate and non-conventional rentals, which typically have higher rents, this can result in a greater share of cost-burdened households in the area.

The following graph illustrates the median Tax Credit rents among common bedroom types offered in the PSA and SSA.



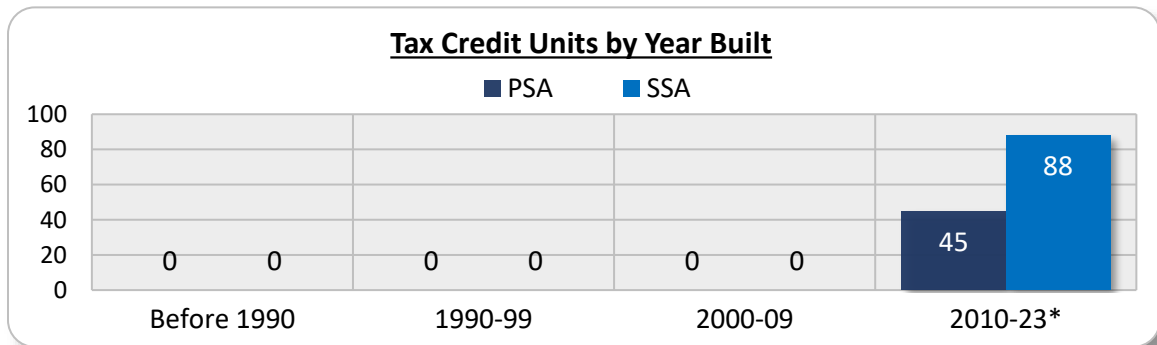
The following is a distribution of Tax Credit product surveyed by year built for the PSA and SSA (Note: The Tax Credit program started in 1986):

Year Built – Tax Credit (Non-Subsidized)						
Year Built	Projects	Units	Vacancy Rate	Projects	Units	Vacancy Rate
	PSA (Huntington)			SSA (Balance of County)		
Before 1990	0	0	-	0	0	-
1990 to 1999	0	0	-	0	0	-
2000 to 2009	0	0	-	0	0	-
2010 to 2023*	2	45	0.0%	2	88	0.0%

*As of September

Note that all four surveyed projects containing non-subsidized Tax Credit units were built since 2010. Overall, the PSA and SSA have a relatively modern inventory of Tax Credit rentals.

The distribution of Tax Credit units in the PSA and SSA by year built is shown in the following graph:



Representatives of Bowen National Research personally visited the surveyed Tax Credit rental projects within the market and rated the exterior quality of each property on a scale of "A" (highest) through "F" (lowest). All properties were rated based on quality and overall appearance (i.e., aesthetic appeal, building appearance, landscaping and grounds appearance). The following is a distribution of the Tax Credit properties by quality rating.

Quality Rating - Tax Credit (Non-Subsidized)						
Quality Rating	Projects	Total Units	Vacancy Rate	Projects		
				PSA (Huntington)		SSA (Balance of County)
B+	1	33	0.0%	1	50	0.0%
B	1	12	0.0%	1	38	0.0%

Source: Bowen National Research

All four of the surveyed Tax Credit projects in the PSA and SSA that include non-subsidized units have a quality rating of “B” or higher, indicating that the existing Tax Credit inventory of units is in good condition. As indicated earlier in this section, all four of these properties were built since 2010.

Rents for projects operating under federal programs, such as the LIHTC program, are limited to the percent of Area Median Household Income (AMHI) to which the units are specifically restricted. For the purposes of this analysis, we have illustrated programmatic rent limits at 50% of AMHI (typical federal program restrictions), 60% of AMHI, and 80% of AMHI (maximum LIHTC program restrictions) in the following table. It should be noted that all rents are shown as *gross rents*, meaning they include tenant-paid rents and tenant-paid utilities.

Maximum Allowable AMHI Gross Rents (2023) Huntington, West Virginia (Cabell County)					
Percent of AMHI	Studio	One-Bedroom	Two-Bedroom	Three-Bedroom	Four-Bedroom
50%	\$606	\$649	\$778	\$900	\$1,003
60%	\$727	\$779	\$934	\$1,080	\$1,204
80%	\$970	\$1,039	\$1,246	\$1,440	\$1,606

Source: Novogradac & Company LLP; HUD Office of Policy Development and Research; Bowen National Research

Maximum allowable rents are subject to change on an annual basis and are only *achievable* if the project with such rents is marketable. As a result, the preceding rent table should be used as a guide for setting *maximum* rents under the Tax Credit program, and *achievable* rents should be determined by using individual market data from this report or a separate site-specific market feasibility study.

Government-Subsidized Housing

A total of 21 projects were surveyed within Cabell County that offer at least some units that operate with a government subsidy. Government-subsidized housing typically requires residents to pay 30% of their adjusted gross income toward rent and generally qualifies households with incomes of up to 50% of Area Median Household Income (AMHI). These 21 projects have a total of 1,280 subsidized units, of which 390 units also operate with concurrent Tax Credits. Eleven subsidized properties are located in the PSA (Huntington) while the 10 remaining subsidized properties are located in the SSA (Balance of County).

The government-subsidized units surveyed within PSA and SSA are summarized as follows.

Government Subsidized Rental Housing					
Bedroom	Baths	Units	Distribution	Vacancy	% Vacant
PSA (Huntington)					
Subsidized Tax Credit					
One-Bedroom	1.0	35	26.9%	0	0.0%
Two-Bedroom	1.0	28	21.5%	0	0.0%
Two-Bedroom	1.5	22	16.9%	0	0.0%
Three-Bedroom	1.5	23	17.7%	0	0.0%
Three-Bedroom	2.0	20	15.4%	0	0.0%
Four-Bedroom	2.0	2	1.5%	0	0.0%
Total Subsidized Tax Credit		130	100.0%	0	0.0%
Government Subsidized					
Studio	1.0	54	9.2%	0	0.0%
One-Bedroom	1.0	184	31.2%	0	0.0%
Two-Bedroom	1.0	212	35.9%	0	0.0%
Two-Bedroom	1.5	15	2.5%	0	0.0%
Three-Bedroom	1.0	45	7.6%	0	0.0%
Three-Bedroom	1.5	30	5.1%	0	0.0%
Three-Bedroom	2.0	50	8.5%	0	0.0%
Total Subsidized		590	100.0%	0	0.0%
SSA (Balance of County)					
Subsidized Tax Credit					
One-Bedroom	1.0	36	13.8%	0	0.0%
Two-Bedroom	1.0	216	83.1%	0	0.0%
Three-Bedroom	1.0	8	3.1%	0	0.0%
Total Subsidized Tax Credit		260	100.0%	0	0.0%
Government Subsidized					
One-Bedroom	1.0	70	23.3%	0	0.0%
Two-Bedroom	1.0	104	34.7%	0	0.0%
Two-Bedroom	1.5	40	13.3%	0	0.0%
Three-Bedroom	1.5	86	28.7%	0	0.0%
Total Subsidized		300	100.0%	0	0.0%

Source: Bowen National Research

All government-subsidized units, including the subsidized Tax Credit units, within the PSA and SSA are 100.0% occupied. In addition, 20 of the 21 subsidized projects surveyed in the PSA and SSA maintain wait lists. Based on these wait lists, it is evident that there is substantial pent-up demand for housing that is affordable to very low-income renter households (earning 50% or less of Area Median Household Income). Due to very limited options available in the market, many very low-income households must consider the non-subsidized multifamily housing options or non-conventional housing options, such as single-family homes, duplexes, or mobile homes.

Projects can be developed under federal programs that use Fair Market Rents or the HOME Program rents. The following tables illustrate the 2023 Fair Market Rents and Low HOME and High HOME rents for Huntington, West Virginia (Cabell County).

Huntington, West Virginia (Cabell County)				
Studio	One-Bedroom	Two-Bedroom	Three-Bedroom	Four-Bedroom
Fair Market Rents (2023)				
\$648	\$706	\$829	\$1,102	\$1,248
Low/High HOME Rent (2023)				
\$606 / \$648	\$649 / \$706	\$778 / \$829	\$900 / \$1,102	\$1,003 / \$1,248

Source: HUD Office of Policy Development and Research (huduser.gov)

The preceding rents, which are updated annually, can be used by developers as a guide for the possible rent structures incorporated at their projects within Huntington.

Fair Market Rents are generally lower than the median collected rents for most market-rate studio, one-bedroom, and two-bedroom units surveyed in the PSA. However, the three-bedroom Fair Market Rent of \$1,102 is higher than the median collected rent range for three-bedroom market-rate units in the PSA. The non-subsidized Tax Credit rents for one- and two-bedroom units in the PSA are well below the one- and two-bedroom Fair Market Rents. This indicates that Housing Choice Voucher (HCV) holders would be able to secure a non-subsidized Tax Credit unit with a voucher (if units were available). However, the lack of available multifamily Tax Credit units in the PSA suggests most residents must choose from either market-rate rentals, which have significantly higher median collected rents, or non-conventional rentals (typically single-family homes, duplexes, mobile homes, etc.). An analysis of non-conventional rentals is included later in this section of the report.

According to a representative with Huntington West Virginia Housing Authority, there are approximately 1,304 Housing Choice Vouchers issued within the housing authority’s jurisdiction. However, it was also noted by the housing authority representative that approximately 49 issued vouchers are currently going unused. There is a total of 953 households currently on

the waiting list for additional vouchers. The waiting list is closed. Annual turnover within the voucher program is estimated at 144 households. This data reflects the continuing need for affordable housing alternatives and/or Housing Choice Voucher assistance.

We also evaluated the potential number of existing subsidized affordable housing units that are at risk of losing their affordable status. A total of 19 properties in the county operate as subsidized projects under a current HUD contract. Because these contracts have a designated renewal date, it is important to understand if these projects are at risk of an expiring contract in the near future that could result in the reduction of affordable rental housing stock. (Note: Properties with HUD contract renewal or expiration dates within five years are shown in red).

Expiring HUD Contracts – Cabell County, West Virginia					
Property Name	Total Units	Assisted Units	Expiration Date	Program Type	Target Population
Betsy Broh House	7	6	12/31/2024	PRAC/811	Disabled
Cabell-Huntington Unity Apts., Inc.	25	24	7/31/2024	PRAC/811	Disabled
Evergreen Place	19	19	4/6/2032	202/8 NC	Senior
Forrest Bluff Apts.	144	143	10/31/2024	HFDA/8 NC	Family
Highlawn Place	133	133	3/31/2043	Sec 8 NC	Senior
Adams Landing	85	84	7/31/2033	HFDA/8 NC	Family
Mary E. Woelfel Group Home	6	6	1/31/2025	PRAC/811	Disabled
Ona Apts.	8	8	5/24/2032	HFDA/8 NC	Family
Riverview Manor	114	114	12/31/2029	HFDA/8 NC	Senior
Rotary Gardens Apts.	144	144	9/30/2031	LMSA	Family
West View Manor	101	100	6/30/2025	Sec 8 NC	Senior
Founder's Landing	66	66	5/31/2031	HFDA/8 NC	Family
Fairfield Apts.	17	17	5/31/2024	PRAC/202	Senior
Washington Avenue Apts.	10	10	2/29/2024	PRAC/811	Disabled
Eden Park	20	20	9/30/2028	PRAC/202	Senior
G. R. Vale Home	5	5	7/31/2024	PRAC/811	Disabled
Oak Tree Apts.	6	6	7/31/2024	PRAC/811	Disabled
Green Gables	9	9	7/31/2024	PRAC/811	Disabled
Spruce Manor	6	6	8/31/2024	PRAC/811	Disabled

Source: HUDUser.gov Assistance & Section 8 Contracts Database (Updated 2.5.24); Bowen National Research

While all HUD supported projects are subject to annual appropriations by the federal government, it appears that 13 out of 19 total projects in Cabell County have overall renewal dates within the next five years and are at a *potential* risk of losing their government assistance in the near future. Given the high occupancy rates and wait lists among the market’s surveyed subsidized properties, it will be important for the area’s low-income residents that the projects with pending expiring HUD contracts be preserved in order to continue to house some of the market’s most economically vulnerable residents.

A map illustrating the location of all multifamily apartments surveyed within the PSA (Huntington) and SSA (Balance of County) is included on the following page.

PSA

SSA

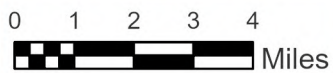
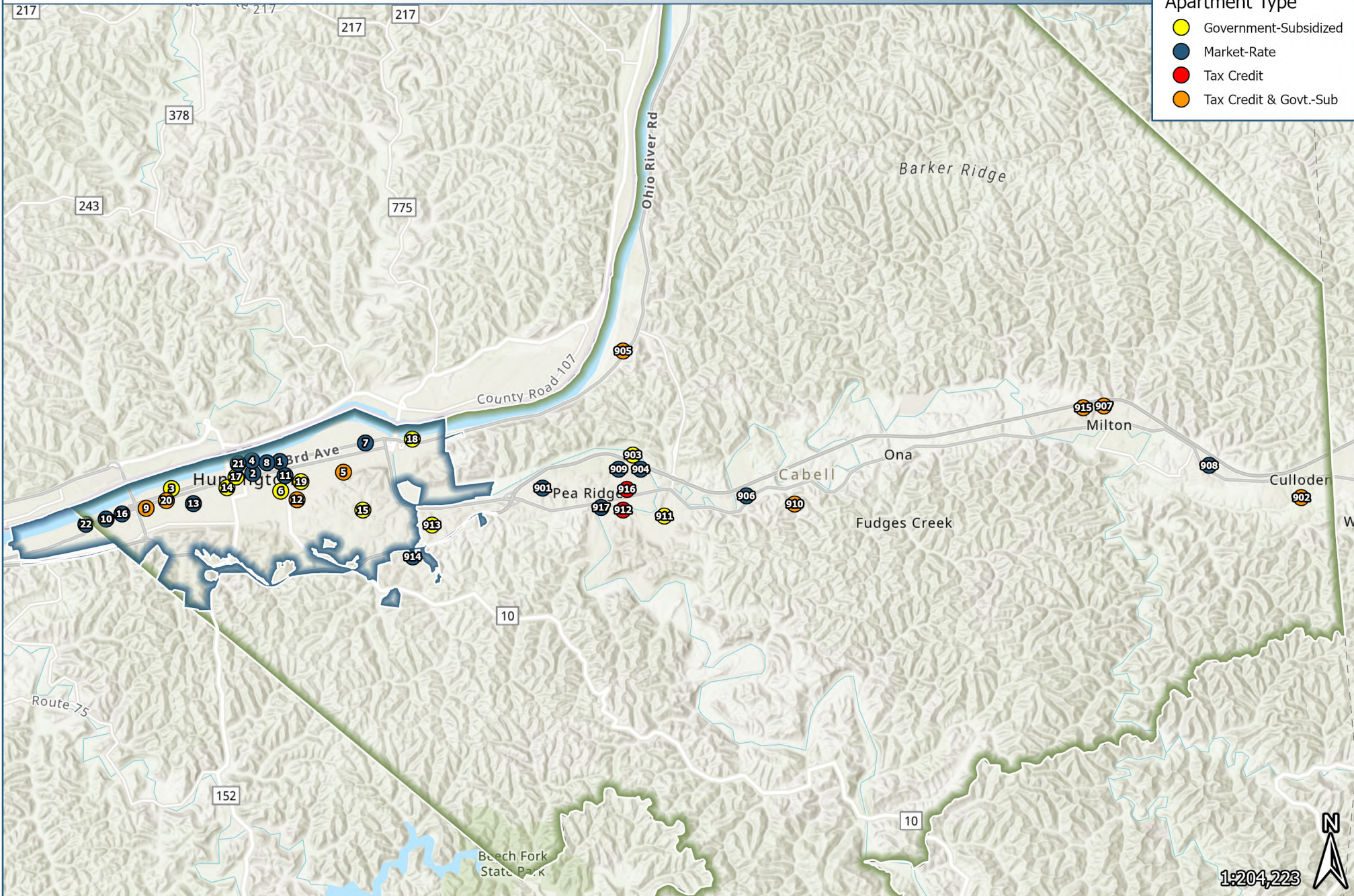
Apartment Type

● Government-Subsidized

● Market-Rate

● Tax Credit

● Tax Credit & Govt.-Sub



3. Non-Conventional Rental Housing

Non-conventional rentals are generally considered rental units consisting of single-family homes, duplexes, units over store fronts, mobile homes, etc. Typically, these rentals are older, offer few amenities, and lack on-site management and maintenance. For the purposes of this analysis, we have assumed that rental properties consisting of four or fewer units within a structure are non-conventional rentals. Based on data from the American Community Survey (2017-2021), the number and share of units within renter-occupied structures is summarized in the following table:

		Renter-Occupied Housing by Units in Structure			
		1 to 4 Units	5 Units or More	Mobile Home/ Other	Total
PSA	Number	5,447	3,858	67	9,372
	Percent	58.1%	41.2%	0.7%	100.0%
SSA	Number	2,320	2,316	787	5,423
	Percent	42.8%	42.7%	14.5%	100.0%
Cabell County	Number	7,383	6,065	854	14,302
	Percent	51.6%	42.4%	6.0%	100.0%
West Virginia	Number	110,312	51,442	23,653	185,407
	Percent	59.5%	27.7%	12.8%	100.0%

Source: American Community Survey (2017-2021); ESRI; Urban Decision Group; Bowen National Research

As the preceding table illustrates, non-conventional rentals with four or fewer units per structure comprise a majority of the local rental housing market, as these represent 58.1% of rental units in the PSA (Huntington). Mobile homes represent 0.7% of renter-occupied housing structures in the PSA. The combined share (58.8%) represents the non-conventional rental supply in the PSA. The 58.8% share of non-conventional rental units in the PSA is slightly higher than the surrounding SSA share (57.3%) but significantly lower than the statewide share of 72.3%. Note that the overall share of non-conventional rental units in the SSA and the state of West Virginia includes a larger share of mobile homes, whereas the PSA has a very small share of mobile home rental units. Given the urban composition of the PSA, it is not surprising that the share of mobile homes is smaller and the share of larger rental structures consisting of five or more units (41.2%) is higher than the statewide share (27.7%).

The following table summarizes monthly gross rents (per unit) for area rental alternatives within the PSA, SSA, Cabell County and the state of West Virginia based on American Community Survey data. While this data encompasses all rental units, which includes multifamily apartments, a majority (58.8%) of the local market's rental supply consists of non-conventional rentals. Therefore, it is reasonable to conclude that the following provides insight into the overall distribution of rents among the non-conventional rental housing units. It should be noted, gross rents include tenant-paid rents and tenant-paid utilities.

		Estimated Monthly Gross Rents by Market								
		<\$300	\$300 - \$500	\$500 - \$750	\$750 - \$1,000	\$1,000 - \$1,500	\$1,500 - \$2,000	\$2,000+	No Cash Rent	Total
PSA	Number	620	1,042	2,564	2,900	1,369	161	111	605	9,372
	Percent	6.6%	11.1%	27.4%	30.9%	14.6%	1.7%	1.2%	6.5%	100.0%
SSA	Number	314	461	1,231	1,786	1,046	151	4	431	5,424
	Percent	5.8%	8.5%	22.7%	32.9%	19.3%	2.8%	0.1%	7.9%	100.0%
Cabell County	Number	924	1,484	3,694	4,516	2,292	312	115	965	14,302
	Percent	6.5%	10.4%	25.8%	31.6%	16.0%	2.2%	0.8%	6.7%	100.0%
West Virginia	Number	11,142	18,238	44,463	45,887	29,980	5,272	1,746	28,679	185,407
	Percent	6.0%	9.8%	24.0%	24.7%	16.2%	2.8%	0.9%	15.5%	100.0%

Source: American Community Survey (2017-2021); ESRI; Urban Decision Group; Bowen National Research

As the preceding table illustrates, the largest share (30.9%) of rental units in the PSA have gross rents between \$750 and \$1,000, followed by units with rents between \$500 and \$750 (27.4%). Collectively, units with gross rents below \$1,000 account for 76.0% of all PSA rentals, which is a larger share of such units when compared to the SSA (69.9%) and state (64.5%). Overall, this demonstrates the dominance of the lower and moderately priced product among the non-conventional rental units in the market.

Between August 2023 and November 2023, Bowen National Research identified 24 non-conventional rentals in Cabell County that were listed as *available* for rent, of which 19 are located in the PSA (Huntington) and five are within the SSA (Balance of County). These properties were identified through a variety of online sources. Through this extensive research, we believe that we have identified most vacant non-conventional rentals in the PSA and SSA. While these rentals do not represent all non-conventional rentals, they are representative of common characteristics of the various non-conventional rental alternatives available in the area. As a result, these available rentals provide a good baseline to compare the rental rates, number of bedrooms, and other features of non-conventional rentals. When compared to the overall non-conventional inventory of the PSA (5,514 units), these 19 units represent an overall vacancy rate of just 0.3%, which is considered very low. By comparison, the five available units in the SSA represent a vacancy rate of 0.2%, demonstrating there is a lack of *available* non-conventional rentals within both Huntington and the Balance of County.

The available non-conventional rentals identified in the PSA (Huntington) and SSA (Balance of County) are summarized in the following table:

Available Non-Conventional Rental Supply				
Bedroom Type	Units	Rent Range	Median Rent	Median Rent Per Square Foot
PSA (Huntington)				
One-Bedroom	4	\$550 - \$1,295	\$913	\$1.23
Two-Bedroom	7	\$650 - \$1,200	\$800	\$1.22
Three-Bedroom	5	\$900 - \$1,500	\$1,300	\$0.78
Four-Bedroom	3	\$1,360 - \$1,375	\$1,375	\$0.85
Total	19			
SSA (Balance of County)				
One-Bedroom	1	\$700	\$700	\$1.00
Two-Bedroom	2	\$750-\$845	\$798	\$0.97
Three-Bedroom	2	\$1,150-\$1,200	\$1,175	\$1.15
Total	5			

Source: Zillow, Trulia, Facebook

The available non-conventional rentals identified in the PSA (Huntington) have overall rents ranging from \$550 to \$1,500. Two-bedroom and three-bedroom units represent 12 of the 19 available non-conventional rental units surveyed in the PSA. The two-bedroom non-conventional rentals surveyed in the PSA have a median rent of \$800 while surveyed three-bedroom units have a median rent of \$1,300. When typical tenant utility costs (at least \$200) are also considered, the two-bedroom units have an average *gross* rent of approximately \$1,000 and the three-bedroom units have an average gross rent of approximately \$1,500. The \$1,000 median gross rent for a two-bedroom unit is nearly twice as much as the median collected rent (\$550) for an equivalent two-bedroom Tax Credit unit in the PSA. The median collected rents for two- and three-bedroom market-rate units in the PSA range from \$620 to \$1,100. The two-bedroom median gross rent is within the upper end of this rent range, while the three-bedroom median gross rent for surveyed non-conventional units is well above this rent range.

Based on these rents, it is unlikely that low-income residents would be able to afford non-conventional rental housing in the area. In addition, a limited number of one-bedroom non-conventional units were identified during the survey, which limits the housing options for smaller households and can contribute to housing cost burden or cause households to seek options outside of the PSA. Based on this analysis, the inventory of available non-conventional rentals in the PSA and SSA is extremely limited and typical rents for this product indicate that such housing is not a viable alternative for most lower income households.

A map delineating the location of identified non-conventional rentals currently available to rent in the PSA (Huntington) and SSA (Balance of County) is included on the following page.

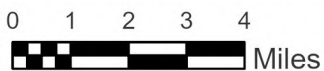
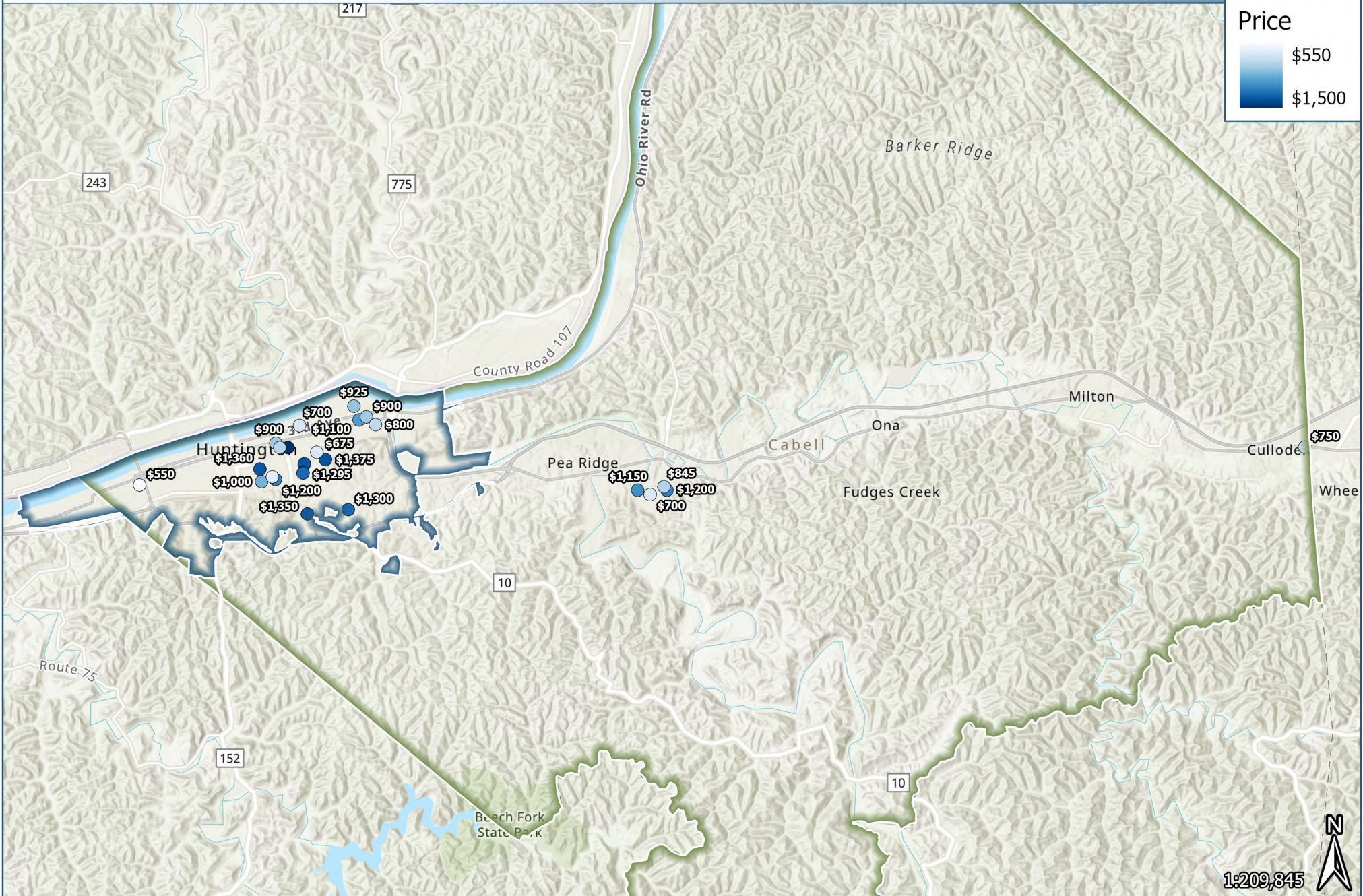
PSA

SSA

Price

\$550

\$1,500



C. For-Sale Housing Supply

1. Introduction

Bowen National Research obtained for-sale housing data from the local Multiple Listing Service provider for Cabell County. This included historical for-sale residential data and currently available for-sale housing stock. While this sales data does not include all for-sale residential transactions or available supply in the county, it does consist of the majority of such product and therefore, it is representative of market norms for for-sale housing product. The available supply does not include foreclosures, auctions, or for-sale by owner housing.

The following table summarizes the available and recently sold homes for the PSA (Huntington) and the SSA (Balance of County).

Sold/Currently Available For-Sale Housing Supply		
Status	Homes	Median Price
PSA (Huntington)		
Sold*	1,791	\$118,450
Available**	112	\$128,450
SSA (Balance of County)		
Sold*	1,556	\$185,000
Available**	63	\$275,000

Source: Multiple Listing Service (MLS)

*Sales from January 1, 2020 through October 31, 2023

**As of October 31, 2023

A total of 1,791 homes were sold in the PSA (Huntington) between January 1, 2020 and October 31, 2023 at a median sales price of \$118,450. This equates to an average of approximately 39 homes sold per month, or an average of approximately 468 homes sold per year during the sales period. The for-sale housing stock *available* in the PSA as of October 31, 2023 consists of 112 units with a median list price of \$128,450. By comparison, 1,556 homes were sold in the surrounding SSA (Balance of County) between January 2020 and October 2023 at a median sales price of \$185,000. This is equivalent to approximately 34 homes sold per month, or an annualized average of 396 homes sold during this period. The current available for-sale housing stock in the SSA consists of 63 homes at a median list price of \$275,000, which is significantly higher than the median list price (\$128,450) of the available for-sale homes in the PSA.

2. Historical For-Sale Analysis

The following table illustrates the annual sales activity from January 1, 2020 to October 31, 2023 for each study area, with full year sales volume projections for 2023 shown in parenthesis.

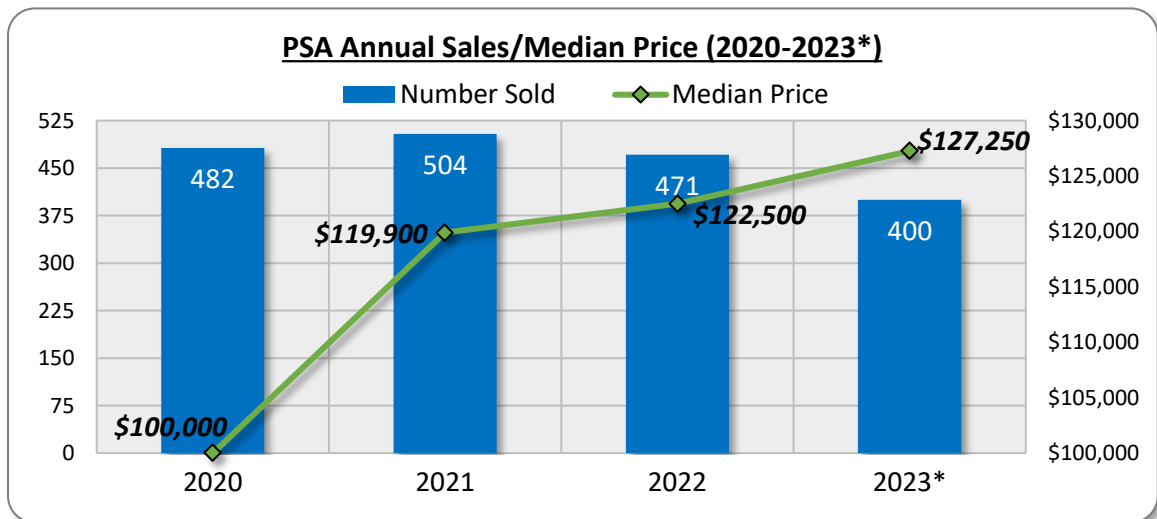
Sales History by Year (2020 through 2023*)								
Year	PSA (Huntington)				SSA (Balance of County)			
	Number Sold	Percent Change	Median Sales Price	Percent Change	Number Sold	Percent Change	Median Sales Price	Percent Change
2020	482	-	\$100,000	-	434	-	\$177,250	-
2021	504	4.6%	\$119,900	19.9%	431	-0.7%	\$175,000	-1.3%
2022	471	-6.5%	\$122,500	2.2%	394	-8.6%	\$195,000	11.4%
2023*	334 (400)	-15.1%	\$127,250	3.9%	297 (355)	-9.9%	\$190,000	-2.6%

Source: Multiple Listing Service (MLS)

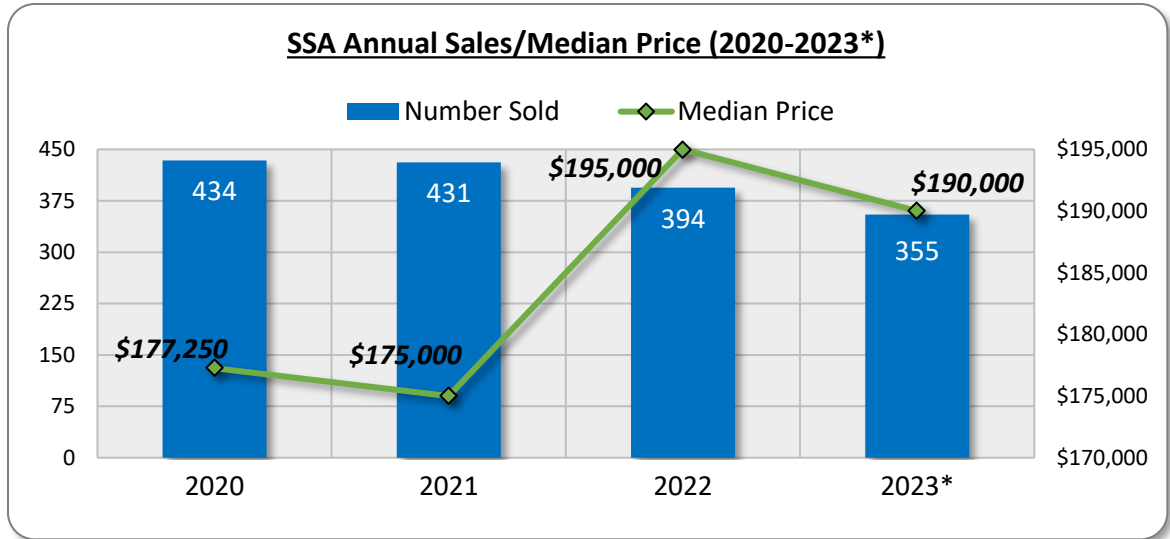
*As of October 31, 2023 (Full year projection shown in parenthesis)

As the preceding illustrates, the median sales price of homes sold within the PSA (Huntington) increased by 27.3% between January 1, 2020 and October 31, 2023. While the number of homes sold annually in the PSA increased slightly between 2020 and 2021, note that sales volume decreased by 6.5% in 2022 and was projected to decrease by 15.1% year over year in 2023. Within the SSA (Balance of County), the median sales price of homes sold increased by 7.2% between January 2020 and October 2023. Sales volume within the SSA decreased each year between 2020 and 2022 and is projected to decrease by 9.9% in 2023 based on the sales volume through October 31.

Recent home sales volume and median price by year for the PSA (Huntington) and the SSA (Balance of County) are illustrated in the following graphs:



*Full year projection



*Full year projection

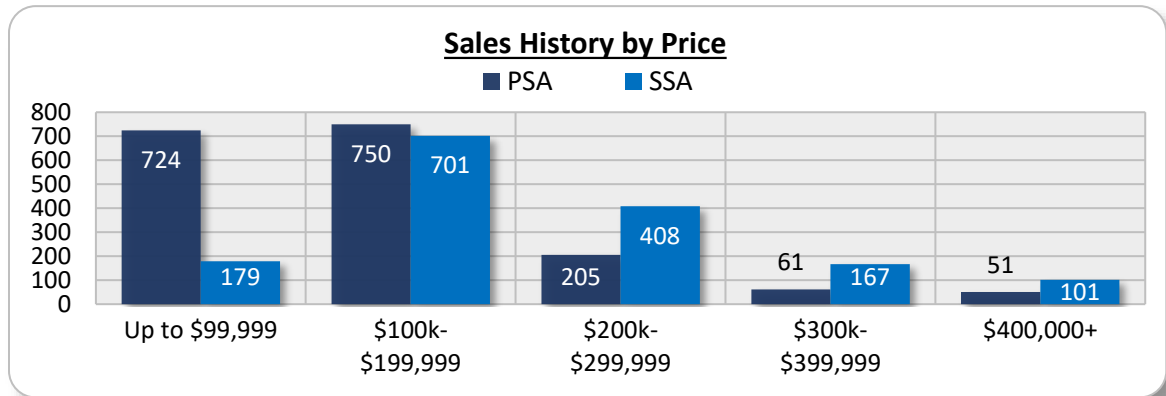
The distribution of homes sold between January 1, 2020 and October 31, 2023 by *price point* for the PSA and SSA is summarized in the following table.

Sales History by Price (January 1, 2020 through October 31, 2023)						
Sales Price	PSA (Huntington)			SSA (Balance of County)		
	Number Sold	Percent of Supply	Average Days on Market	Number Sold	Percent of Supply	Average Days on Market
Up to \$99,999	724	40.4%	130	179	11.5%	115
\$100,000 to \$199,999	750	41.9%	95	701	45.1%	85
\$200,000 to \$299,999	205	11.4%	95	408	26.2%	80
\$300,000 to \$399,999	61	3.4%	98	167	10.7%	97
\$400,000+	51	2.8%	149	101	6.5%	110
Total	1,791	100.0%	111	1,556	100.0%	90

Source: Multiple Listing Service (MLS)

As the preceding table illustrates, over 80% of home sales by price point within the PSA (Huntington) were concentrated among product priced below \$200,000. Note that homes that sold at a price below \$100,000 in the PSA took an average of 130 days to sell, which was above the overall PSA average of 111 days during the sales period. The SSA (Balance of County) has a larger share (26.2%) of homes that sold for between \$200,000 and \$299,999 compared to the PSA share of 11.4%. Note that over 10% of home sales in the SSA were within the \$300,000 to \$399,999 price range and an additional 6.5% of home sales were for product priced at \$400,000 and higher. Homes in the SSA sold for an average of 90 days during the sales period, which is a lower number of days on market compared to the PSA.

Recent home sales by *price point* in the PSA and SSA is shown in the following graph:



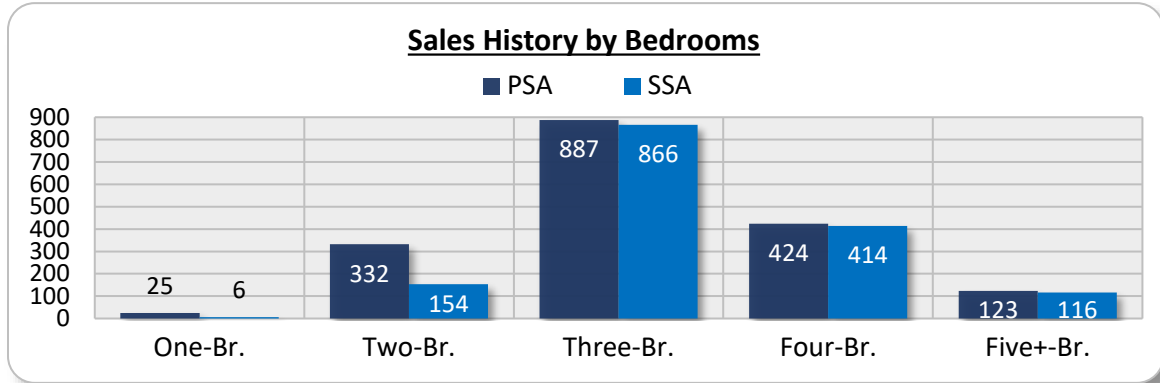
The following table illustrates recent home sales for the study areas by *bedroom type*.

Sales History by Bedroom Type (January 1, 2020 through October 31, 2023)							
Bedrooms	Number Sold	Average Square Feet	Average Year Built	Price Range	Median Sales Price	Median Price per Sq. Ft.	Average Days on Market
PSA (Huntington)							
One-Br.	25	893	1934	\$12,500 - \$156,500	\$95,000	\$107.50	179
Two-Br.	332	1,145	1940	\$5,000 - \$285,000	\$74,888	\$69.59	121
Three-Br.	887	1,586	1943	\$5,500 - \$464,900	\$112,000	\$73.34	102
Four-Br.	424	2,335	1940	\$10,000 - \$1,205,000	\$178,500	\$79.38	112
Five+-Br.	123	3,389	1939	\$10,000 - \$1,025,000	\$220,000	\$73.48	128
Total	1,791	1,796	1941	\$5,000 - \$1,205,000	\$118,450	\$73.86	111
SSA (Balance of County)							
One-Br.	6	792	1972	\$34,000 - \$155,000	\$72,500	\$78.42	49
Two-Br.	154	1,185	1975	\$10,600 - \$349,900	\$120,000	\$98.99	92
Three-Br.	866	1,700	1978	\$7,000 - \$700,000	\$170,000	\$108.66	85
Four-Br.	414	2,631	1983	\$35,001 - \$1,500,000	\$248,500	\$101.07	90
Five+-Br.	116	3,678	1986	\$22,500 - \$1,595,000	\$338,000	\$96.76	126
Total	1,556	2,040	1980	\$7,000 - \$1,595,000	\$185,000	\$104.90	90

Source: Multiple Listing Service (MLS)

Three-bedroom units represent the largest share of recent sales by bedroom type in both the PSA (Huntington) and SSA (Balance of County). Within the PSA, three-bedroom units represent 49.5% of the units sold during the sales period. These three-bedroom homes have a median sales price of \$112,000 and were on the market for an average of 102 days. Four-bedroom units in the PSA, which comprise 23.7% of homes sold during this period, have a median sales price of \$178,500. The SSA had an overall larger share (55.7%) of three-bedroom unit sales compared to the PSA. Three-bedroom homes sold in the SSA also had a higher median sales price (\$170,000) and were on the market for a shorter period (85 days) compared to three-bedroom units sold in the PSA.

Recent home sales by bedroom type in the PSA and SSA are shown in the following graph:



Recent home sales by *year built* for the PSA (Huntington) and SSA (Balance of County) are illustrated in the following table.

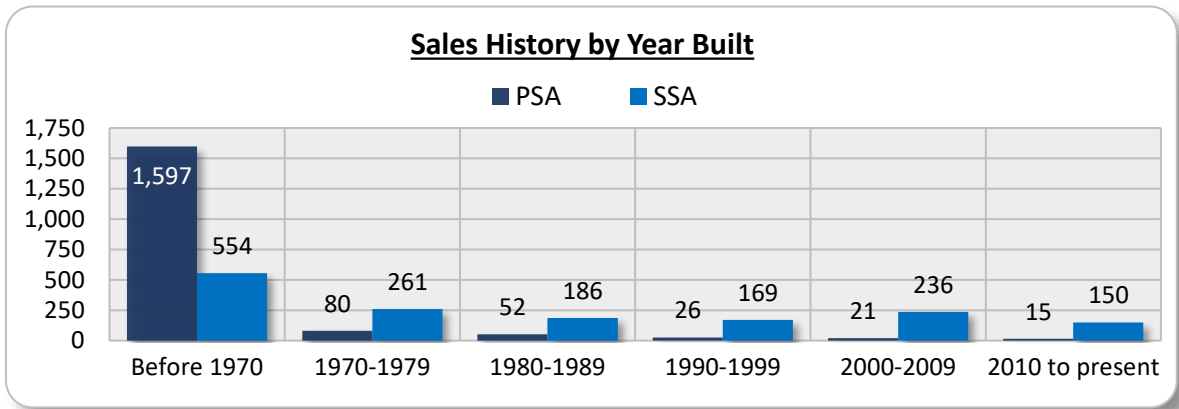
Sales History by Year Built (January 1, 2020 through October 31, 2023)						
Year Built	Number Sold	Average Square Feet	Price Range	Median Sales Price	Median Price per Sq. Ft.	Average Days on Market
PSA (Huntington)						
Before 1970	1,597	1,741	\$5,000 - \$1,205,000	\$115,000	\$71.36	111
1970 to 1979	80	1,987	\$14,600 - \$670,000	\$182,500	\$91.70	110
1980 to 1989	52	2,426	\$20,000 - \$575,000	\$209,000	\$98.33	110
1990 to 1999	26	2,894	\$14,500 - \$947,050	\$218,500	\$98.25	108
2000 to 2009	21	2,113	\$21,000 - \$700,000	\$145,000	\$104.18	119
2010 to present	15	1,998	\$64,500 - \$1,025,000	\$172,500	\$129.41	134
Total	1,791	1,796	\$5,000 - \$1,205,000	\$118,450	\$73.86	111
SSA (Balance of County)						
Before 1970	554	1,749	\$10,600 - \$785,000	\$156,625	\$97.08	85
1970 to 1979	261	2,020	\$27,500 - \$720,000	\$187,500	\$100.78	91
1980 to 1989	186	2,018	\$25,000 - \$690,000	\$180,000	\$100.31	93
1990 to 1999	169	2,584	\$7,000 - \$1,595,000	\$248,000	\$103.45	100
2000 to 2009	236	2,269	\$22,000 - \$850,000	\$240,000	\$118.24	87
2010 to present	150	2,210	\$43,000 - \$775,000	\$279,450	\$135.85	94
Total	1,556	2,040	\$7,000 - \$1,595,000	\$185,000	\$104.90	90

Source: Multiple Listing Service (MLS)

The PSA has a significant supply of older homes, as nearly 90% of homes sold between January 2020 and October 2023 were built before 1970. Homes built before 1970 in the PSA have a median sales price of \$115,000 which is significantly lower than modern housing product built in later development periods. Although some low-income households and first-time homebuyers may be able to afford these older homes, these homes often require significant repairs and/or updating to be habitable. The added cost of repairs and/or updating may place these homes out of reach for many low-income and first-time homebuyers. However, homes within this price

range that do not require significant repairs offer a more affordable alternative for lower-income households. Within the SSA, recent home sales reflect a larger share of newer housing product compared to the PSA. Homes built before 1970 only account for 35.6% of all homes sold in the SSA during the sales period. In addition, homes built in 2000 or later comprise nearly 25% of recent home sales in the SSA while only accounting for 2.0% of recent home sales in the PSA.

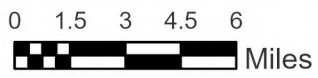
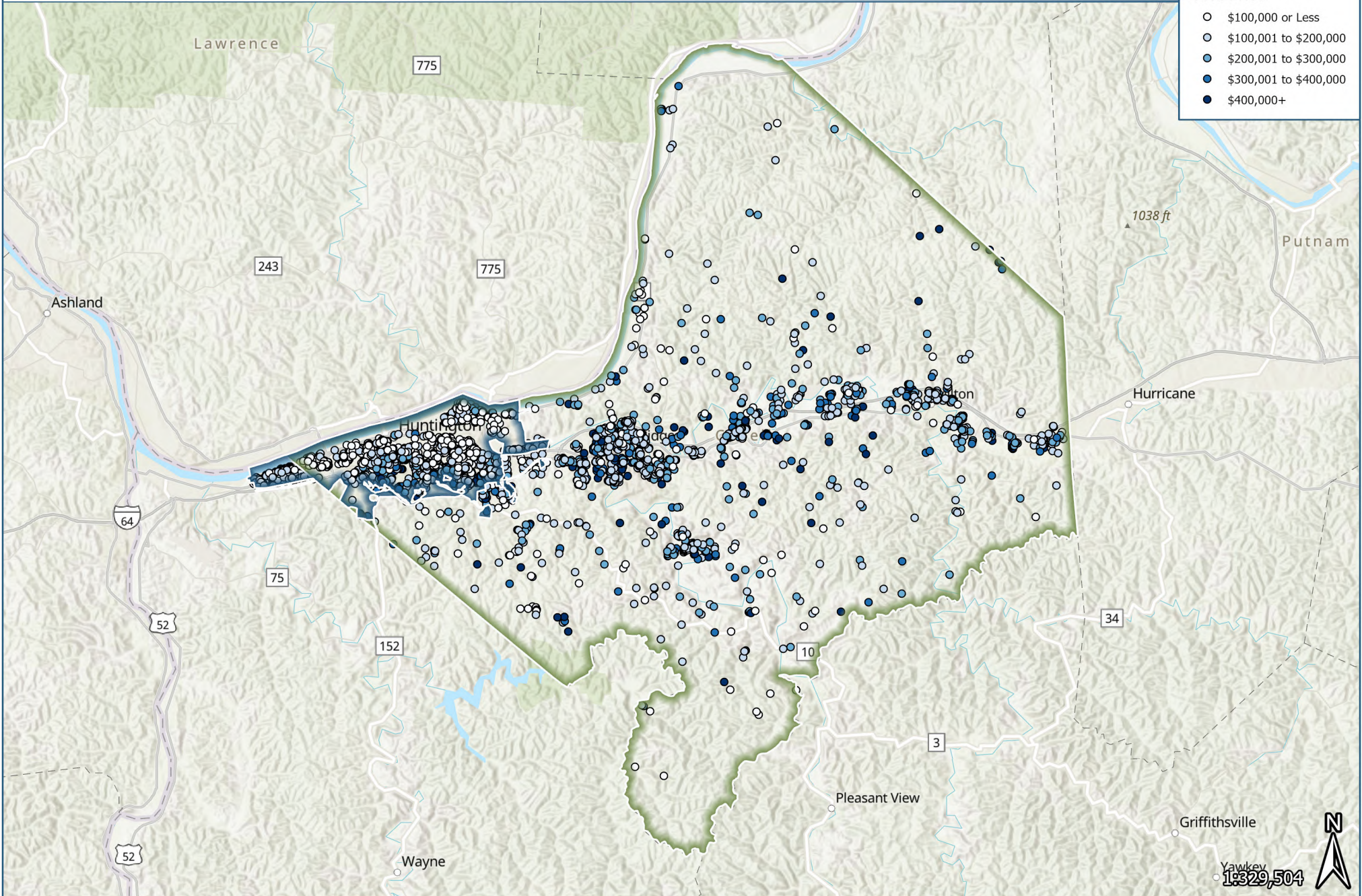
Recent home sales by *year built* in the PSA and SSA are shown in the following graph:



A map illustrating the location of all homes sold from January 1, 2020 to October 31, 2023 within the PSA and SSA is included on the following page.

Sold Price

- \$100,000 or Less
- \$100,001 to \$200,000
- \$200,001 to \$300,000
- \$300,001 to \$400,000
- \$400,000+



3. Available For-Sale Housing Supply

Based on information provided by the local Multiple Listing Service provider for Cabell County, we identified 112 housing units within the PSA (Huntington) and 63 housing units in the surrounding SSA (Balance of County) that were listed as *available* for purchase as of October 31, 2023. While there are likely additional for-sale residential units available for purchase, such homes were not identified during our research due to the method of advertisement or simply because the product was not actively marketed. Regardless, the available inventory of for-sale product identified in this analysis provides a good baseline for evaluating the for-sale housing alternatives offered in Huntington.

There are two inventory metrics most often used to evaluate the health of a for-sale housing market. These metrics include *Months Supply of Inventory* (MSI) and availability rate. The MSI for the PSA was calculated based on sales history occurring between January 1, 2020 and October 31, 2023, which equates to an overall absorption rate of approximately 38 homes per month. Overall, based on the monthly absorption rate of 38 homes, the 112 homes listed as available for purchase in the PSA represent approximately three months of supply. Typically, healthy and well-balanced markets have an available supply that should take about four to six months to absorb (if no other units are added to the market). Therefore, the PSA’s inventory is considered low and indicates limited available supply. When comparing the 112 available units with the overall inventory of 9,965 owner-occupied units, the PSA has a vacancy/availability rate of 1.1%, which is well below the normal range of 2.0% to 3.0% for a well-balanced for-sale/owner-occupied market. This is considered a low rate and an indication that the market has limited availability. To get a better understanding of housing availability in the PSA, we have conducted a more refined analysis of available supply by price point, bedroom type, and year built.

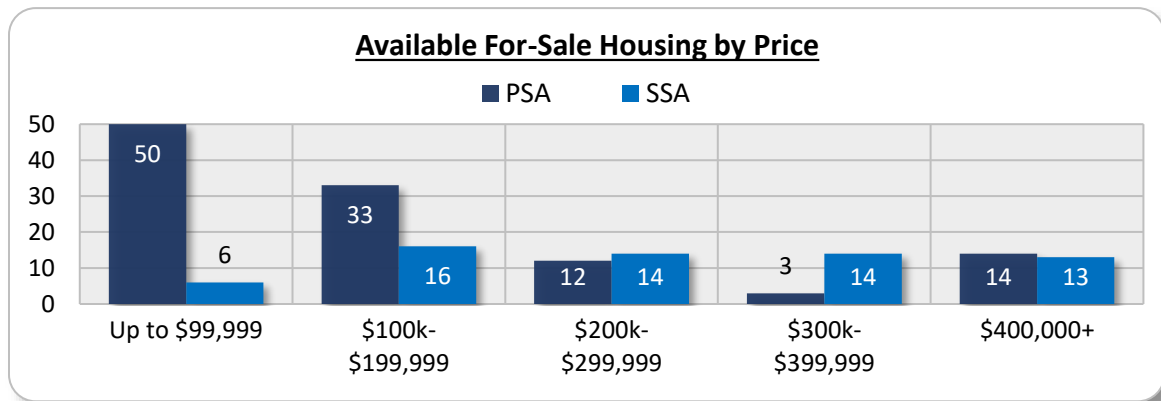
The following table summarizes the distribution of available for-sale residential units by *price point* for the PSA and SSA.

Available For-Sale Housing by Price (As of October 31, 2023)						
List Price	PSA (Huntington)			SSA (Balance of County)		
	Number Available	Percent of Supply	Average Days on Market	Number Available	Percent of Supply	Average Days on Market
Up to \$99,999	50	44.6%	88	6	9.5%	120
\$100,000 to \$199,999	33	29.5%	51	16	25.4%	68
\$200,000 to \$299,999	12	10.7%	63	14	22.2%	70
\$300,000 to \$399,999	3	2.7%	51	14	22.2%	54
\$400,000+	14	12.5%	140	13	20.6%	87
Total	112	100.0%	80	63	100.0%	74

Source: Multiple Listing Service (MLS)

In the PSA (Huntington), nearly 75% of homes available for sale are priced below \$200,000. Available homes priced below \$100,000, which represent nearly 45% of available supply, have been listed on the market for an average of 88 days. By comparison, only 15.2% of available homes in the PSA are priced at \$300,000 or above. The available inventory in the SSA (Balance of County) is more heavily weighted toward higher priced product. The SSA has a much larger share (42.8%) of available homes priced at \$300,000 or above, while less than 35% of available homes in the SSA are priced below \$200,000.

The number of available homes in the PSA and SSA by *price point* are illustrated in the following graph:



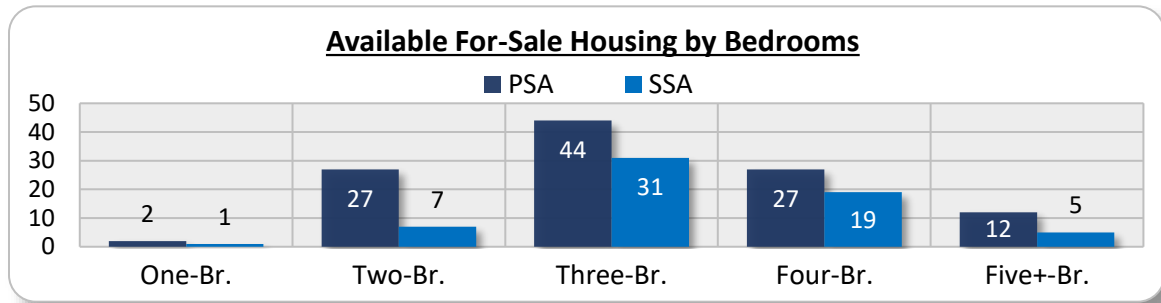
The available for-sale housing by bedroom type in the PSA and SSA is summarized in the following table.

Available For-Sale Housing by Bedroom Type (As of October 31, 2023)							
Bedrooms	Number Available	Average Square Feet	Average Year Built	Price Range	Median List Price	Median Price per Sq. Ft.	Average Days on Market
PSA (Huntington)							
One-Br.	2	890	1945	\$39,500 - \$174,900	\$107,200	\$139.66	61
Two-Br.	27	1,199	1965	\$12,500 - \$485,000	\$75,000	\$68.14	85
Three-Br.	44	1,514	1973	\$1,200 - \$459,000	\$103,500	\$70.21	58
Four-Br.	27	2,628	1982	\$50,000 - \$879,000	\$195,000	\$87.52	79
Five+-Br.	12	4,192	1971	\$35,000 - \$1,275,000	\$312,000	\$96.03	159
Total	112	1,982	1972	\$1,200 - \$1,275,000	\$128,450	\$80.11	80
SSA (Balance of County)							
One-Br.	1	918	1947	\$89,900	\$89,900	\$97.93	228
Two-Br.	7	1,095	1963	\$30,000 - \$134,000	\$90,000	\$86.60	88
Three-Br.	31	2,012	1968	\$40,000 - \$775,000	\$224,900	\$118.37	65
Four-Br.	19	3,153	1972	\$139,900 - \$1,100,000	\$389,000	\$113.92	64
Five+-Br.	5	6,699	1978	\$330,000 - \$1,650,000	\$975,000	\$136.18	119
Total	63	2,609	1969	\$30,000 - \$1,650,000	\$275,000	\$118.37	73

Source: Multiple Listing Service (MLS)

The available for-sale supply in the PSA (Huntington) primarily consists of three-bedroom units, which represent nearly 40% of available housing units. Two-bedroom units and four-bedroom units in the PSA each represent nearly 25% of available housing product. The three-bedroom homes in the PSA have a median list price of \$103,500 and have the lowest number of days on market (58 days) among all bedroom types listed in the preceding table. The 73 average days on market for available homes in the surrounding SSA (Balance of County) is slightly lower than the PSA figure of 80 days, and nearly half of the available product in the SSA is comprised of three-bedroom units. The median list price for available three-bedroom units in the SSA is \$224,900, which represents a significantly higher asking price compared to three-bedroom units in the PSA (\$103,500).

The number of available homes by *bedroom type* in the PSA and SSA is shown in the following graph:



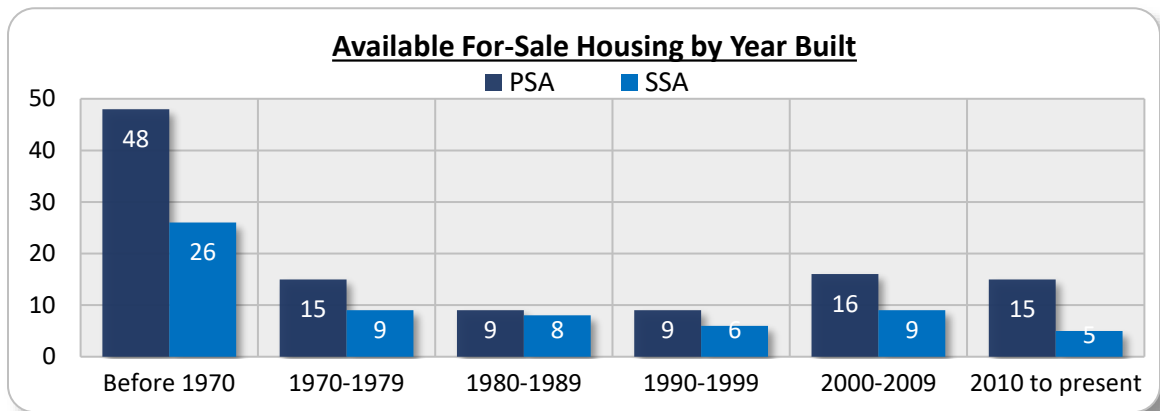
The distribution of available homes by *year built* for the PSA and SSA is summarized in the following table.

Available For-Sale Housing by Year Built (As of October 31, 2023)						
Year Built	Number Available	Average Square Feet	Price Range	Median List Price	Median Price per Sq. Ft.	Average Days on Market
PSA (Huntington)						
Before 1970	48	1,838	\$12,500 - \$1,275,000	\$99,700	\$77.22	117
1970 to 1979	15	1,829	\$15,000 - \$845,000	\$129,900	\$76.65	70
1980 to 1989	9	2,213	\$19,900 - \$879,000	\$59,900	\$44.54	87
1990 to 1999	9	2,225	\$57,000 - \$749,000	\$199,900	\$99.05	22
2000 to 2009	16	2,398	\$1,200 - \$649,500	\$197,200	\$98.74	53
2010 to present	15	1,870	\$47,500 - \$699,000	\$130,000	\$79.66	31
Total	112	1,982	\$1,200 - \$1,275,000	\$128,450	\$80.11	80
SSA (Balance of County)						
Before 1970	26	2,581	\$30,000 - \$1,650,000	\$205,500	\$103.66	113
1970 to 1979	9	2,742	\$159,900 - \$737,500	\$340,000	\$136.33	59
1980 to 1989	8	2,076	\$115,000 - \$499,900	\$225,000	\$131.61	35
1990 to 1999	6	2,504	\$90,000 - \$775,000	\$259,900	\$109.23	47
2000 to 2009	9	3,035	\$115,000 - \$975,000	\$284,900	\$133.95	44
2010 to present	5	2,727	\$239,900 - \$749,000	\$330,000	\$162.44	47
Total	63	2,609	\$30,000 - \$1,650,000	\$275,000	\$118.37	73

Source: Multiple Listing Service (MLS)

As shown in the preceding table, 42.9% of the available for-sale housing product in the PSA (Huntington) was built before 1970, representing the largest share of available product. These older homes have a median list price that is below \$100,000. Note that the share of *available* older housing (pre-1970) in the PSA is much lower than historical sales, in which nearly 90% of homes sold in the PSA were built before 1970. In fact, there are a total of 31 homes available for sale in the PSA that were built in the year 2000 or later. Historical sales data indicated that only 36 homes built in the year 2000 or later sold between January 2020 and October 2023. Based on this data, a much higher share of newer homes is currently available for sale in the PSA. These newer homes generally have median list prices that exceed the overall market’s median price of \$128,450. The available inventory within the SSA (Balance of County) is also primarily comprised of older housing product, with 26 of the 63 available units (a 41.3% share) built before 1970. However, the median list price in the SSA (\$275,000) is much higher compared to the PSA (\$128,450). Overall, there is a notable supply of affordable for-sale housing options available in the PSA, even among homes built after 1970.

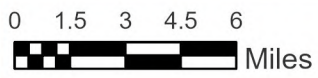
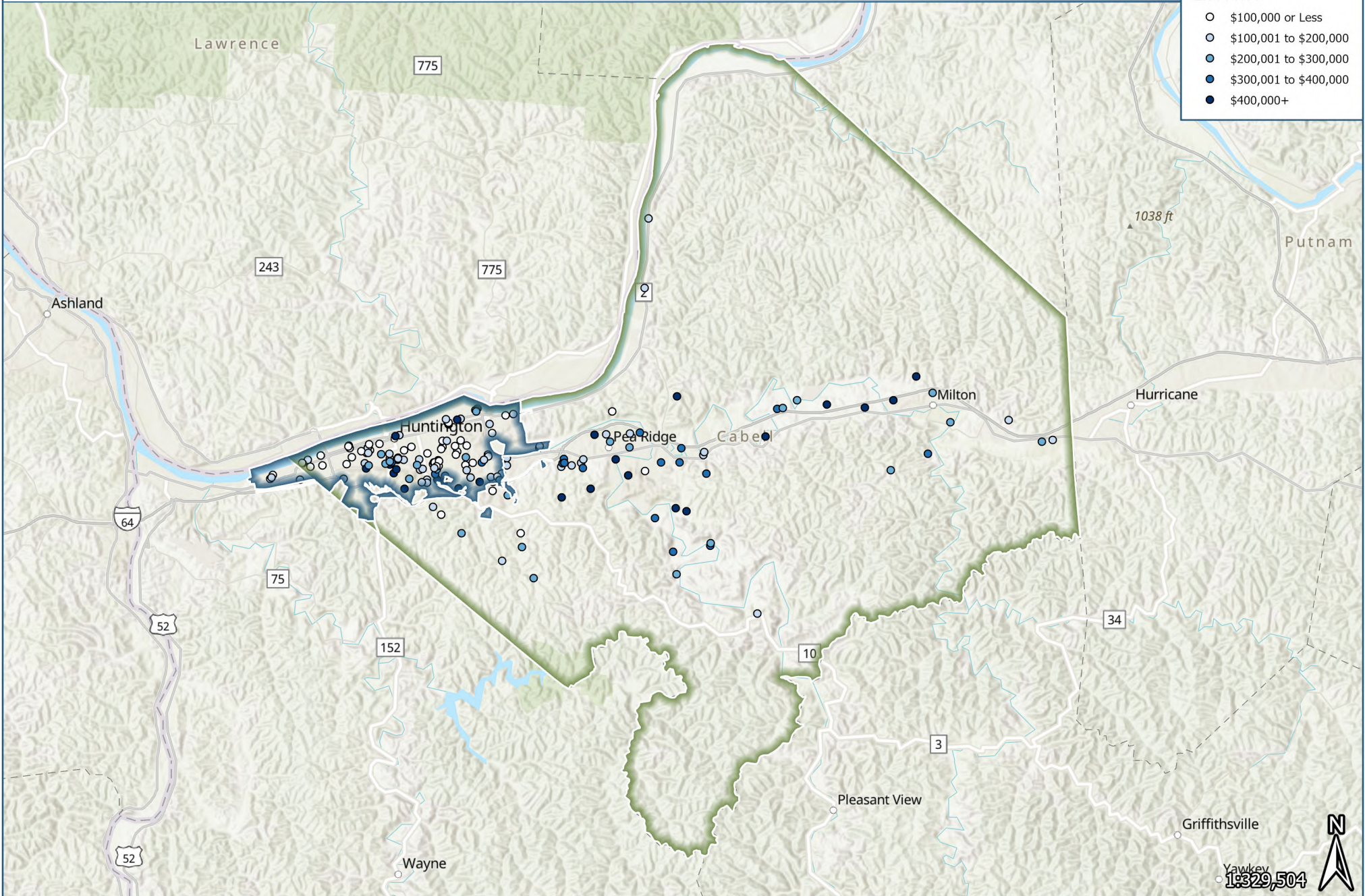
The distribution of available homes in the PSA and SSA by year built is shown in the following graph.



A map illustrating the location of available for-sale homes in the PSA (Huntington) and SSA (Balance of County) is included on the following page.

List Price

- \$100,000 or Less
- \$100,001 to \$200,000
- \$200,001 to \$300,000
- \$300,001 to \$400,000
- \$400,000+



D. PLANNED & PROPOSED

In order to assess housing development potential, we evaluated recent residential building permit activity and identified residential projects in the development pipeline within the PSA (Huntington). Understanding the number of residential units and the type of housing being considered for development in the market can assist in determining how these projects are expected to meet the housing needs of the market.

The following tables illustrate single-family and multifamily building permits issued within the city of Huntington and Cabell County for the past 10 years:

Housing Unit Building Permits for Huntington, WV:										
Permits	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Multifamily Permits	22	10	4	2	4	16	47	5	0	6
Single-Family Permits	2	0	0	0	4	7	5	2	4	7
Total Units	24	10	4	2	8	23	52	7	4	13

Source: SOCDS Building Permits Database at <http://socds.huduser.org/permits/index.html>

Housing Unit Building Permits for Cabell County:										
Permits	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Multifamily Permits	120	84	27	48	28	34	57	19	6	8
Single-Family Permits	120	54	68	45	68	65	77	42	50	58
Total Units	240	138	95	93	96	99	134	61	56	66

Source: SOCDS Building Permits Database at <http://socds.huduser.org/permits/index.html>

A total of 147 residential building permits were issued in the PSA (Huntington) between 2013 and 2022. Of these, nearly 80% of the permits issued were for multifamily projects. During the 10-year period depicted in the preceding table, an average of 15 building permits per year were issued for units in the PSA. The largest number of permits issued in the PSA for any given year was in 2019 (52 permits), in which 47 of the 52 units were for multifamily development. Within the entirety of Cabell County, building permits were issued for a total of 1,078 units between 2013 and 2022. Of the 1,078 units permitted during this 10-year period, 147 units (13.6%) were in Huntington.

For the most part, building permit activity for new residential units in Huntington has been sporadic compared to Cabell County as a whole. Note that the city of Huntington is largely established and has few large vacant parcels for new development. As indicated by the Development Opportunities section of this report (Section VII), most opportunities for development of new residential units in the city are among smaller infill lots in established single-family neighborhoods. Thus, this limits the overall number of units that can be built per year in the PSA. As most new units permitted in the PSA are for multifamily development, this may indicate ongoing interest in large-scale residential development within the city.

Residential Housing Development

We conducted interviews with representatives of area building and permitting departments and performed extensive online research to identify residential projects either planned for development or currently under construction within the PSA (Huntington) and the SSA (Balance of Cabell County). While there were several multifamily rental housing projects identified in the PSA and SSA, there were no for-sale housing projects or senior living housing developments identified within Cabell County during the time of the study. Note that additional projects may have been introduced into the pipeline and/or the status of existing projects may have changed since the time interviews and research were completed.

The following table summarizes the known details for the residential projects that are planned, proposed, or under construction within the PSA and SSA.

Multifamily Rental Housing Development				
Project Name & Address	Type	Units	Developer	Status/ Details
PSA (Huntington)				
Barnett Commons 1523 10 th Avenue Huntington	Tax Credit	32	Spire Development	Under Construction: Allocated Tax Credits in 2021; Two- and three-bedroom units for families and seniors; 50% & 60% AMHI; ECD late 2023 to March 2024.
Imperial Lofts 2133 8th Avenue Huntington	Tax Credit	36	Spire Development	Under Construction: Allocated Tax Credits in 2022; One- through three-bedroom units for families and seniors; 50% & 60% AMHI; ECD fall 2024
Prichard Building 605 9th Street Huntington	Tax Credit	108	Cornerstone Community Development Corp.	Under Construction: Allocated Tax Credits in 2020; Redevelopment of Prichard building into mixed-use project with senior living on the upper levels and commercial, healthcare, and community center space on lower levels. ECD spring 2025
SSA (Balance of Cabell County)				
Childers Crossing 300 Price Industrial Ln. Huntington	Tax Credit	30	Sadd Brothers Development, LLC	Planned: Allocated Tax Credits in 2023; Three-bedroom units for families; 40% & 60% AMHI. ECD late 2025

AMHI – Area Median Household Income

ECD – Estimated completion date

Based on the preceding tables, there are three multifamily rental projects within some level of planning or development within the PSA (Huntington) and one multifamily rental project planned in the SSA (Balance of County). There are no identified for-sale or senior living projects planned within the PSA or SSA. We have included the units either under construction or likely to be developed within these projects in the housing gap estimates included in Section VIII of this report.

VII. OTHER HOUSING MARKET FACTORS

INTRODUCTION

Factors other than demography, employment, and supply (all analyzed earlier in this study) can affect the strength or weakness of a given housing market. The following additional factors influence a housing market's performance and needs, and are discussed relative to the PSA (Huntington) and compared with the state and national data, when applicable:

- Development Opportunities
- Residential Blight

A. DEVELOPMENT OPPORTUNITIES

Housing markets expand when the number of households increases, either from immigration or from new household formations. In order for a given market to grow, households must find acceptable and available housing units (either newly created or pre-existing). If acceptable units are not available, households will not enter the housing market and the market may stagnate or decline. Rehabilitation of occupied units does not expand housing markets, although it may improve them. For new housing to be created, land and/or existing buildings (suitable for residential use) must be readily available, properly zoned, and feasibly sized for development. The absence of available residential real estate can prevent housing market growth unless unrealized zoning densities (units per acre) are achieved on existing properties.

Market growth strategies that recommend additional housing units should have one or more of the following real estate options available: 1) land without buildings, including surface parking lots (new development), 2) unusable buildings (demolition-redevelopment), 3) reusable non-residential buildings (adaptive-reuse), and 4) vacant reusable residential buildings (rehabilitation). Reusable residential buildings should be unoccupied prior to acquisition and/or renovation, in order for their units to be newly created within the market. In addition to their availability, these real estate offerings should be zoned for residential use (or capable of achieving the same) and of a feasible size for profitability.

Based on online and on-the-ground research conducted in January of 2024, Bowen National Research identified sites that could support potential residential development in the city of Huntington. Real estate listings, information from the county tax assessor, and information from a local land bank were also used to supplement the information collected for this report. It should be noted that these potential housing development properties were selected without complete knowledge of availability, price, or zoning status and that the vacancy and for-sale status was not confirmed. Although this search was not exhaustive, it does represent a list of some of the most obvious real estate opportunities in the city of Huntington. The investigation resulted in 90 properties being identified. Of the 90 total

properties, 17 properties contain at least one existing building that is not necessarily vacant and may require demolition, new construction, or adaptive reuse. The remaining 73 properties were vacant or undeveloped parcels of land that could potentially support residential development. It should be noted that our survey of potential development opportunities in Huntington consists of properties that were actively marketed for sale at the time of this report as well as those identified in person while conducting on-the-ground research.

Information on housing development opportunity sites in the city of Huntington is presented in the following table.

Development Opportunity Sites					
Map Code	Street Address	Year Built	Building Size (Square Feet)	Land Size (Acres)	Zoning District
1	2048-2060 3rd Ave.	1920	11,960	0.62	C-2 Highway Commercial
2	2300 3rd Ave.	-	-	41.80	I-1 Light Industrial/Commercial
3	2746 4th Ave.	-	-	2.04	R-2 Residence District
4	2629 4th Ave.	-	-	0.15	R-2 Residence District
5	2739-2741 Highlawn Ave.	-	-	0.11	R-2 Residence District
6	3110 3rd Ave.	-	-	0.33	R-2 Residence District
7	3101 3rd Ave.	-	-	0.21	C-2 Highway Commercial
8	650 31st St.	-	-	0.33	C-2 Highway Commercial
9	648 31st St.	-	-	0.29	I-1 Light Industrial/Commercial
10	309 Richmond St.	-	-	0.15	R-2 Residence District
11	510 40th St.	-	-	0.39	R-2 Residence District
12	1010 3rd Ave.	1974	88,178	1.16	C-3 Central Business District
13	825 4th Ave.	1917	36,630	0.14	C-3 Central Business District
14	1434 3rd Ave.	1930	8,336	0.77	C-3 Central Business District
15	1201 3rd Ave.	-	-	0.55	C-3 Central Business District
16	1051 4th Ave.	1924	117,473	0.37	C-3 Central Business District
17	1001-1005 5th Ave.	-	-	0.41	C-3 Central Business District
18	1813-1841 7th Ave.	-	-	0.83	C-1 Neighborhood Commercial
19	1909 7th Ave.	-	-	0.28	I-1 Light Industrial/Commercial
20	2400 5th Ave.	1916-1999	269,133	11.27	I-2 Heavy Industrial
21	2400-2445 5th Ave.	-	-	1.77	I-1 Light Industrial/Commercial
22	29th St./7th Ave.	-	-	7.18	I-1 Light Industrial/Commercial
23	823-831 28th St.	-	-	0.24	R-4 Residence District
24	705 31st St.	-	-	0.23	C-2 Highway Commercial
25	Tiernan St.	-	-	0.46	R-2 Residence District
26	Everett St./8th Ave.	-	-	2.20	I-1 Light Industrial/Commercial
27	623 S. High St.	-	-	0.19	R-2 Residence District
28	818-820 9th St.	-	-	0.10	C-1 Neighborhood Commercial
29	1029 7th Ave.	1920	23,808	0.72	I-1 Light Industrial/Commercial
30	1427-1431 7th Ave.	-	-	0.17	R-5 Residence District
31	803-805 Elm St.	-	-	0.11	R-5 Residence District
32	1664 10th Ave.	-	-	0.12	R-4 Residence District
33	1911 9th Ave.	-	-	0.12	R-4 Residence District
34	1828 Doulton Ave.	-	-	0.12	R-4 Residence District
35	805-809 24th St.	-	-	0.12	R-4 Residence District
36	2207 9th Ave.	-	-	0.14	R-2 Residence District
37	2009 Rear 10th Ave.	-	-	0.11	R-2 Residence District
38	2005-2009 Rear 10th Ave.	-	-	0.20	C-1 Neighborhood Commercial
39	2403 10th Ave.	-	-	0.14	R-2 Residence District

Sources: LoopNet, Realtor.com, West Virginia Property Finder (GIS), City of Huntington Zoning Lookup (GIS), Huntington Urban Renewal (Land Bank) and several other real estate websites. Note: Total land area includes total building area.

Development Opportunity Sites (CONTINUED)					
Map Code	Street Address	Year Built	Building Size (Square Feet)	Land Size (Acres)	Zoning District
40	2429 10th Ave.	-	-	0.18	R-2 Residence District
41	2120 12th Ave.	-	-	0.17	R-2 Residence District
42	2602 Wilson St.	-	-	0.38	R-1 Residence District
43	27th St.	-	-	0.55	R-1 Residence District
44	941 27th St.	-	-	0.12	R-1 Residence District
45	944 27th St.	-	-	0.12	R-1 Residence District
46	1137 28th St.	-	-	0.15	R-1 Residence District
47	Thornburg Rd.	-	-	0.12	R-1 Residence District
48	1678 11th Ave.	1964	9,012	0.23	R-5 Residence District
49	1728 12th Ave.	-	-	0.12	R-5 Residence District
50	Foster Ave.	-	-	0.19	R-2 Residence District
51	1858 Marshall Ave.	-	-	0.15	R-2 Residence District
52	1274 Upper Union St.	-	-	0.12	R-1 Residence District
53	199 Rotary Rd.	1944	28,200	5.16	R-1 Residence District
54	Hollywood Pl.	-	-	0.64	R-1 Residence District
55	782 Roby Rd.	1939	1,365	0.12	R-1 Residence District
56	132 Maupin Rd.	-	-	4.83	R-1 Residence District
57	136 Sycamore St.	-	-	0.25	R-1 Residence District
58	111 S. Walnut St.	-	-	0.12	R-1 Residence District
59	Ritter Blvd.	-	-	2.01	R-1 Residence District
60	Ritter Blvd.	-	-	0.40	R-1 Residence District
61	Ritter Blvd.	-	-	1.18	R-1 Residence District
62	2061 Donald Ave.	-	-	0.13	R-1 Residence District
63	309 Ferguson Ct.	-	-	0.27	R-1 Residence District
64	68 Holley Ave.	1940	25,357	2.42	R-1 Residence District
65	Ritter Blvd.	-	-	0.25	R-1 Residence District
66	Enslow Blvd.	-	-	0.88	R-1 Residence District
67	South Blvd. W.	-	-	11.18	R-1 Residence District
68	South Blvd. W.	-	-	3.81	R-5 Residence District
69	1522 Rear West Rd.	-	-	0.19	R-1 Residence District
70	1651 Rear West Rd	-	-	0.39	R-1 Residence District
71	102-106 Westview Ave.	-	-	2.00	R-1 Residence District
72	611-613 4th Ave.	1920	27,982	0.28	C-3 Central Business District
73	1051-1081 Washington Ave.	-	-	1.00	C-2 Highway Commercial
74	841 Virginia Ave.	-	-	0.34	R-5 Residence District
75	750 Washington Ave.	-	-	0.12	R-5 Residence District
76	503 Washington Ave.	-	-	0.30	C-2 Highway Commercial
77	446 Adams Ave.	1997	15,960	2.00	C-2 Highway Commercial
78	118-124 Washington Ave.	-	-	0.24	C-2 Highway Commercial
79	104 4th Ave.	1959	7,044	0.13	C-2 Highway Commercial
80	315-317 Adams Ave.	-	-	0.14	C-1 Neighborhood Commercial
81	239 Adams Ave.	-	-	0.29	C-1 Neighborhood Commercial
82	128-132 6th Ave.	-	-	0.41	R-5 Residence District
83	224-226 7th Ave.	-	-	0.56	C-1 Neighborhood Commercial
84	742-750 8th Ave.	1928	28,225	0.57	I-1 Light Industrial/Commercial
85	1001 Jefferson Ave.	1911	73,600	1.22	R-2 Residence District
86	955-957 Adams Ave.	1952	2,292	0.40	R-5 Residence District
87	2126 Madison Ave.	-	-	0.11	R-2 Residence District
88	2021-2021 Rear Madison Ave.	-	-	0.21	R-2 Residence District
89	1938 Jackson Ave.	-	-	0.15	R-2 Residence District
90	Monroe Ave.	-	-	0.15	R-2 Residence District

Sources: LoopNet, Realtor.com, West Virginia Property Finder (GIS), City of Huntington Zoning Lookup (GIS), Huntington Urban Renewal (Land Bank) and several other real estate websites. Note: Total land area includes total building area.

The availability of potential residential development sites (properties capable of delivering new housing units) within the city of Huntington does not appear to be a significant obstacle to increasing the number of housing units. However, a significant share of available properties are smaller lots zoned for single-family units. Our cursory investigation for sites within the PSA (both land and buildings) identified 90 properties that are potentially capable of accommodating future residential development via new construction or adaptive reuse. In some instances, adjacent parcels and/or buildings were adjoined to create one potential site location. The 90 identified properties listed in the preceding table represent approximately 124 acres of land and nearly 775,000 square feet of existing structure area. Note that only three of the 90 identified properties consist of over 10 acres of land each, providing the ability to develop large residential projects. A total of 17 properties have at least one existing building or structure ranging in size from 1,365 square feet to 269,133 square feet, potentially enabling the redevelopment of such structures into single-family or multifamily projects. However, not all of these properties may be feasible to redevelop as housing due to overall age, condition, or structural makeup (availability and development feasibility of identified properties were beyond the scope of this study).

Given that it appears there are numerous housing development sites within the PSA that can potentially support new residential development, the *location* within the PSA where new residential units will have the greatest chance of success is the next critical question. The desirability of a particular neighborhood or location is generally influenced by proximity to work, school, entertainment venues, recreational amenities, retail services, dining establishments, and major roadways. As such, sites within or near established neighborhoods are likely conducive to new residential units due to the proximity of existing infrastructure, area services and employment opportunities.

An important consideration for property development or redevelopment is zoning. A summary of zoning districts that exist within the city of Huntington is included in the following table.

City of Huntington – Zoning Districts

Zoning District	Description
R-1 Residence District	Purpose of the R-1 and R-2 districts is to establish and maintain areas where the use consists largely of single-family residential dwellings at low densities (generally five to nine units per acre). Single-family detached dwellings are permitted by right within both zoning districts.
R-2 Residence District	
R-4 Residence District	Purpose of the R-4 district is to establish and provide areas for primarily single-family residential land use at moderate densities of no more than two units per lot. Single-family detached dwellings, single-family duplex dwellings, and townhouses are permitted by right within this zoning district. Residential conversion of single-family dwellings to two-unit (duplex) dwellings is also permitted. Manufactured/mobile home parks are a conditionally permitted use that requires approval by the Board of Zoning Appeals.
R-5 Residence District	Purpose of the R-5 district is to accommodate higher density multifamily housing consisting of three or more units in central locations convenient to services and city institutions. Single-family dwellings, single-family duplex dwellings, multifamily dwellings, townhouses, group residential facilities, dormitories, and assisted living/congregate care housing are all permitted by right within this zoning district. Manufactured/mobile home parks and halfway houses are conditionally permitted uses that require approval by the Board of Zoning Appeals.
C-1 Neighborhood Commercial District	Purpose of the C-1 district is to conveniently provide goods and services to the residents of neighborhoods while maintaining and promoting the sense of community provided by the commercial hub located in the neighborhood. Single-family dwellings, single-family duplex dwellings, multifamily dwellings, townhouses, group residential facilities, dormitories, and assisted living/congregate care housing are all permitted by right within this zoning district. Live/work units and mixed-use structures (including residential flats above commercial/retail uses) are also permitted within this zoning district. Halfway houses are conditionally permitted uses that require approval by the Board of Zoning Appeals.
C-2 Highway Commercial District	Purpose of the C-2 district is to provide varied professional, personal, and retail services convenient to neighborhoods in an attractive setting and considerate of traffic safety concerns resulting from location along major corridors of the city. Single-family dwellings, single-family duplex dwellings, multifamily dwellings, townhouses, group residential facilities, dormitories, and assisted living/congregate care housing are all permitted by right within this zoning district. Live/work units and mixed-use structures (including residential flats above commercial/retail uses) are also permitted within this zoning district. Manufactured/mobile home parks and halfway houses are conditionally permitted uses that require approval by the Board of Zoning Appeals.
C-3 Central Business District	Purpose of the C-3 district is to ensure continuation of the highly diverse and integrated land uses serving a variety of missions to an assortment of persons. This zoning district also serves to provide a cohesive and viable central business district for the city of Huntington. Multifamily dwellings, townhouses, group residential facilities, dormitories, and assisted living/congregate care housing are all permitted by right within this zoning district. Live/work units and mixed-use structures (including residential flats above commercial/retail uses) are also permitted within this zoning district. Halfway houses are conditionally permitted uses that require approval by the Board of Zoning Appeals.
I-1 Light Industrial and Commercial District	Purpose of the I-1 district is to provide an area where various light industrial activities can be accommodated without creating undesirable or incompatible situations with surrounding land uses. Group residential facilities, dormitories, and assisted living/congregate care housing are permitted by right within this zoning district. Live/work units and mixed-use structures (including residential flats above commercial/retail uses) are also permitted within this zoning district. Single-family detached dwellings, single-family duplex dwellings, townhouses, multifamily dwelling units, and halfway houses are all conditionally permitted units that require approval by the Board of Zoning Appeals.
I-2 Heavy Industrial District	Purpose of the I-2 district is to provide an area where various industrial activities can be accommodated without creating undesirable or incompatible situations with surrounding land uses. Residential land uses are not permitted within this zoning district.

Source: City of Huntington Zoning Ordinances (Chapter 13)

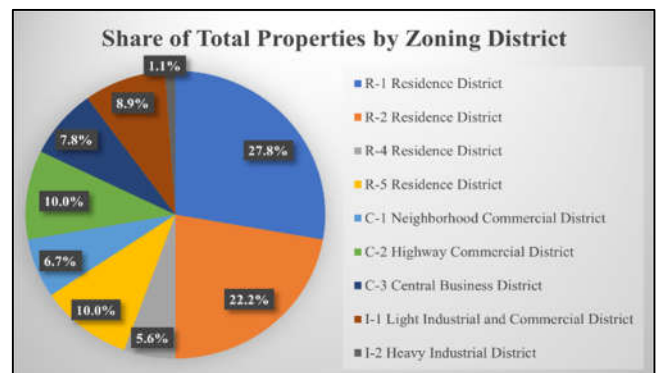
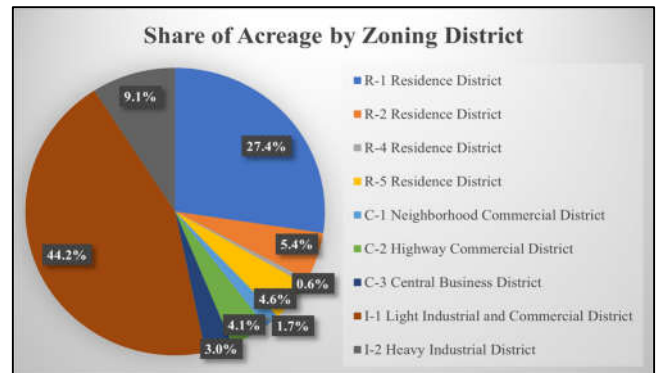
Residential land uses are permitted by right or conditionally permitted within all zoning districts with the exception of the I-2 district (Heavy Industrial). While the R-1 and R-2 zoning districts only permit single-family detached dwellings, the R-5, C-1, and C-2 districts allow a wide variety of residential land uses. Permitted land uses in the R-5, C-1, and C-2 zoning districts include, but are not limited to, townhouses and multifamily dwelling units. Note that mixed-use development (including residential flats above commercial/retail uses) is permitted by right in all three commercial zoning districts as well as the I-1 district.

The following table and charts summarize total acreage and overall share of acreage by zoning district for the identified development opportunities. Note that individual shares in the table below may not add up to 100% due to rounding.

Total Acreage and Share of Acreage by Zoning District City of Huntington				
Zoning District	Total Number of Properties	Share of Total Properties	Total Acreage	Share of Total Acreage
R-1 Residence District	25	27.8%	33.98	27.4%
R-2 Residence District	20	22.2%	6.74	5.4%
R-4 Residence District	5	5.6%	0.72	0.6%
R-5 Residence District	9	10.0%	5.71	4.6%
C-1 Neighborhood Commercial District	6	6.7%	2.12	1.7%
C-2 Highway Commercial District	9	10.0%	5.06	4.1%
C-3 Central Business District	7	7.8%	3.68	3.0%
I-1 Light Industrial and Commercial District	8	8.9%	54.81	44.2%
I-2 Heavy Industrial District	1	1.1%	11.27	9.1%
Total	90	100.0%	124.09	100.0%

Note: Blue font represents highest number/share and red font represents lowest number/share.

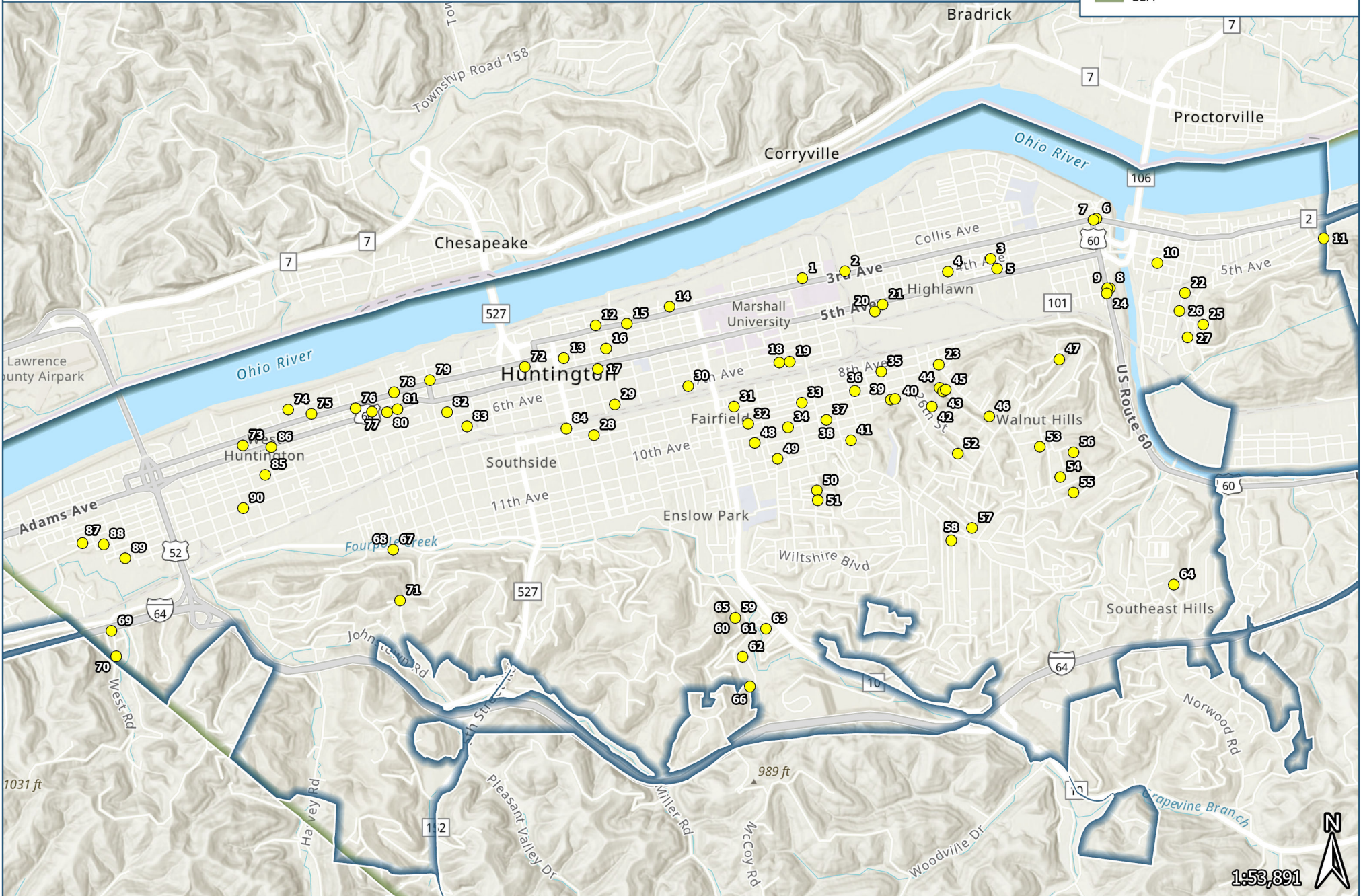
The 90 properties listed as potential development opportunities in the city of Huntington are within residential, commercial, and industrial zoning districts. The largest *number* of properties (25) listed as potential development opportunities is located within the R-1 zoning district, while the second largest number of properties (20) is within the R-2 zoning district. Therefore, half of all properties listed as development opportunities are within the lowest density residential zoning districts, which only permits single-family dwellings. When looking at overall *acreage*, the largest share (44.2%) of acreage for these development opportunities is within the I-1 zoning district (Light Industrial and Commercial District). Although the I-1 zoning district is primarily structured for



industrial properties, specific types of residential development are permitted within this zoning district. Note that the I-2 zoning district (Heavy Industry) accounts for 9.1% of the total acreage among potential development opportunities. Combined, the two industrial zoning districts (I-1 and I-2) account for over half of the available acreage for the identified development opportunities in Huntington. By comparison, the residential zoning districts (R-1, R-2, R-4, and R-5) account for only 38.0% of these development opportunities. The largest share (27.4%) among residential zoning districts is within the R-1 district.

It is critical to point out that the properties identified in this section do not represent all properties that are available for residential development in Huntington. There are likely many sites, both parcels and buildings, within the city that could be placed on the market and made available for development. Future housing strategies may involve public outreach efforts to encourage property owners to notify a designated organization (e.g., local government or economic development representatives, a land bank authority, local Habitat for Humanity officials, local housing authority representatives, etc.) of properties that may be made available for purchase and subsequent development opportunities.

A map illustrating the location of the 90 potential housing development opportunity properties is on the following page. The Map Code number in the summary table on pages VII-2 and VII-3 is used to locate each property.



B. RESIDENTIAL BLIGHT

Blighted structures, which are generally defined as structures exhibiting obvious signs of deterioration and constitute a threat to human health, safety, and public welfare, can have a detrimental effect on nearby properties. Blight can be caused by several factors, including economic decline, population decline, and the high cost to maintain/upgrade older housing. Blight can reduce home values in a neighborhood, contribute to an increase in crime, decrease the overall appeal of an area, encourage disinvestment, and affect future residential and commercial development.

As such, blight is an important consideration in the implementation of Huntington's *Plan2025: The Future of Huntington*. This comprehensive development plan outlines the future vision for each of Huntington's 10 designated neighborhoods (Westmoreland, West Huntington, Highlawn, Guyandotte/Altizer, Walnut Hills, Southeast Hills, Fairfield, Southside/Enslow Park, Southern Hills, and Downtown/Marshall) as it relates to topics such as land use, housing, community design, historic preservation, economic development, public services, infrastructure, recreation, and others. In order to maximize the impact of this comprehensive plan, it is critical that currently blighted structures are appropriately addressed, and initiatives and programs are supported and/or established to reduce the potential for future blight.

In this regard, the city of Huntington already has a number of established departments, statutes, and programs in place to mitigate blight and improve housing quality within the city. These include, but are not limited to, significant funding allocations from the Finance Department, the utilization of the 311 Online Portal for reporting of blight and other code related issues, dedicated code enforcement officers, rental unit licensing and inspection requirements, the Unsafe Buildings Commission (UBC), the Vacant Building Registry (VBR), Project SHINE, and the Land Bank Fast Track Authority or Land Reuse Agency (LRA). Each of these entities or initiatives serves a critical role in reducing and preventing blight within the city.

The following analysis includes several relevant sources of data as it relates to the identification, remediation, and prevention of blight within the city. These sources include an onsite survey by representatives of Bowen National Research, active 311 Online Portal data, a registry of unsafe buildings maintained by the Unsafe Buildings Commission (UBC), a current listing of demolition orders, structures included in the Vacant Building Registry (VBR), and remediation efforts performed through Project SHINE.

Bowen National Research - Primary Survey

In an effort to assess the current prevalence of blight within the city of Huntington, employees of Bowen National Research conducted an onsite evaluation of each neighborhood within the city during January 2024 to inventory the overall number and location of blighted structures. Although this likely does not represent all blighted structures within Huntington, we believe the survey represents a vast majority of the blighted structures within the city limits and provides a meaningful assessment of the overall degree and concentration of blight within specific areas of the city.

Residential blight, for the purposes of this analysis was generally considered to be properties that exhibit exterior evidence of noticeable disrepair or damage that would create unsafe conditions, adversely impact neighborhood property values or otherwise be detrimental to surrounding land uses or the neighborhood overall. This may range from homes with cosmetic or unkempt housing conditions to homes that are deteriorated or damaged to a degree that the unit is uninhabitable. The varying degrees of blight are further defined and evaluated starting on page 13 of this section.

The following table illustrates the number of blighted residential structures by council district identified by Bowen National Research.

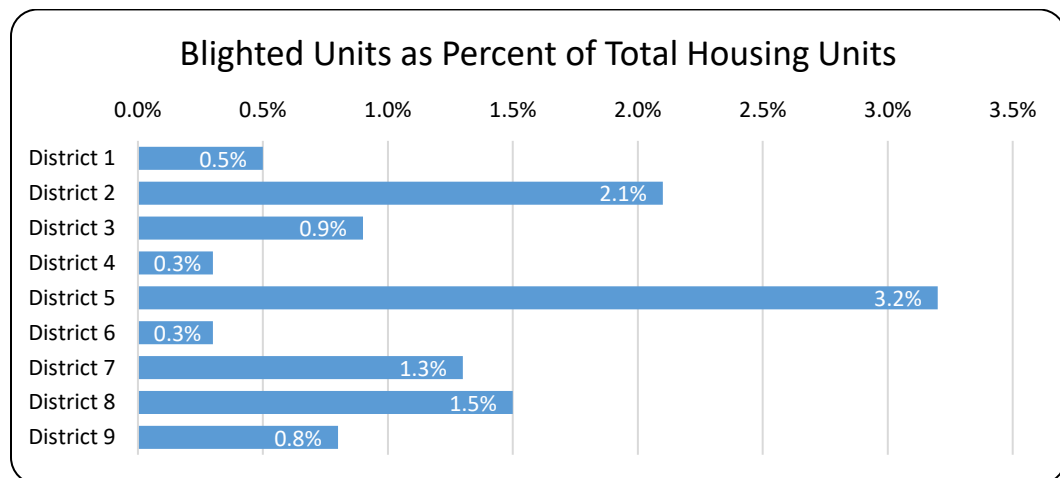
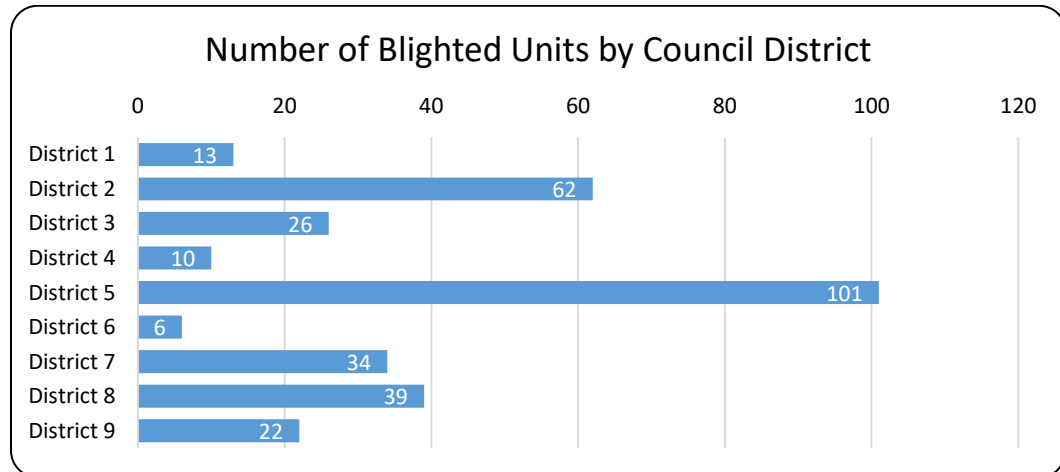
Location of Blighted Units by Council District Huntington, WV			
Location	Number of Blighted Units	Share of Blighted Units	% Blight to Total Housing Units
District 1	13	4.2%	0.5%
District 2	62	19.8%	2.1%
District 3	26	8.3%	0.9%
District 4	10	3.2%	0.3%
District 5	101	32.3%	3.2%
District 6	6	1.9%	0.3%
District 7	34	10.9%	1.3%
District 8	39	12.5%	1.5%
District 9	22	7.0%	0.8%
PSA (Huntington)	313	100.0%	1.3%

Source: Bowen National Research

As the preceding table illustrates, 313 residential structures within the city of Huntington were identified that exhibit notable signs of exterior blight. The largest share (32.3%) of the identified blighted housing units is located within District 5, followed by District 2 (19.8%), District 8 (12.5%), and District 7 (10.9%). Collectively, blighted housing units within these four districts comprise approximately three-quarters (75.5%) of the identified blighted units within the city. Overall, the largest concentration of blight appears to occur south of 8th Avenue between Hal Greer Boulevard and 28th Street and extends southward to the general area of McVeigh Avenue. Other notable areas of concentration include the area south of Adams Avenue between 21st Street West and 10th Street West and the area immediately south of 5th Avenue between 1st Street and 5th Street; however,

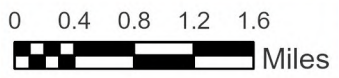
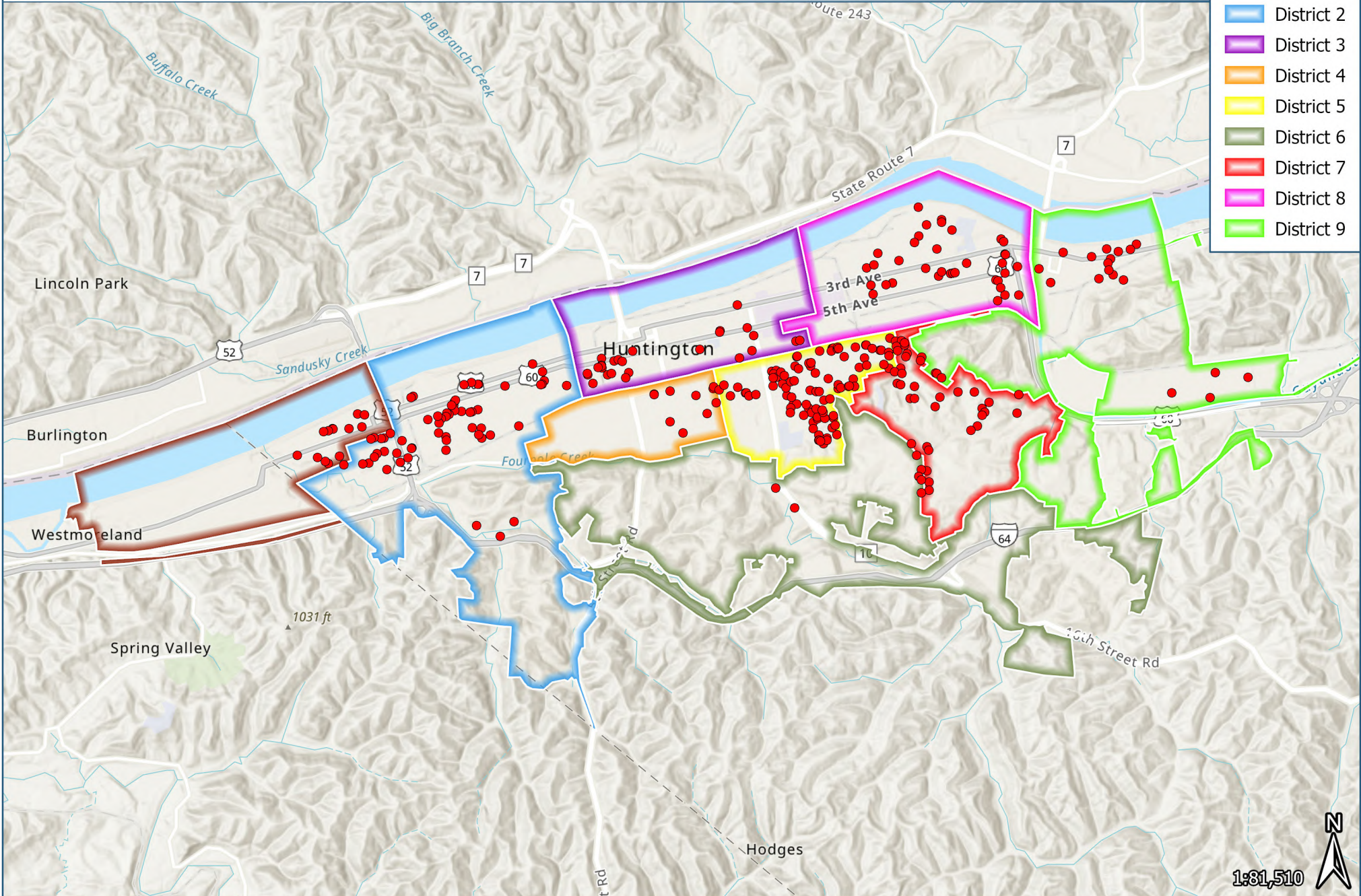
comparably smaller concentrations of blight exist in nearly every district within the city. As the preceding data illustrates, the number of identified blighted units within the entirety of the city represents approximately 1.3% of the overall housing units. Typically, an overall share of 1.0% or higher indicates a comparably elevated share of blighted units within a housing inventory. As a result, the inventory of blight within Huntington appears to be slightly elevated, particularly within District 5 (3.2%), District 2 (2.1%), and District 8 (1.5%).

The following graphs illustrate the blighted residential structures by council district.

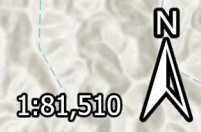


The following map illustrates the location of each blighted structure identified during the survey.

- Blight
- District 1
- District 2
- District 3
- District 4
- District 5
- District 6
- District 7
- District 8
- District 9



VGIN, Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, USDA, USFWS, Esri, NASA, NGA, USGS, FEMA
Additional Source(s): Bowen National Research



While the preceding summarizes the overall quantity and location of blight within the city of Huntington, it is equally important to understand that the degree to which a housing unit is blighted can vary significantly. For the purposes of this analysis, the blighted structures identified during the citywide survey were classified into one of three categories: *Minor*, *Moderate*, or *Severe*. It should be noted that these classifications are based primarily on qualitative observations of the exterior of each housing unit, and in some cases, pictures from online resources were utilized to supplement the Bowen National Research survey and assign a rating. As such, a qualified inspection of each structure, which may include plumbing and mechanical system operations, structural stability, code compliance and the presence of lead, asbestos, or other environmental factors is necessary to produce a more accurate estimate of needed repairs. A summary definition of each blight classification used in this analysis, which includes common indicators and approximate repair estimates, is included below:

Minor Blight: This is a structure that exhibits mostly cosmetic deficiencies such as peeling paint, minor damage to gutter systems, minor disrepair of trim, soffits or the roof, an unkempt yard, or the excessive presence of clutter or debris on the porch. Without proper mitigation of the existing deficiencies, further deterioration of the structure, which will require more significant repairs in the future, will likely occur. In some instances, this may include properties that have boarded up entryways or windows and appear to be vacant, but no other notable signs of obvious deterioration exist. Approximated repair costs of visible deficiencies to units with this classification are typically deemed to be less than \$5,000.

Moderate Blight: Structures with moderate blight typically include units with a significant number of cosmetic issues that reduce overall neighborhood appeal, have multiple broken or boarded windows, exhibit early signs of structural degradation to exposed framing or supports, require roof replacement with limited truss repair, or have a notable portion of the siding or masonry in disrepair. Many of these units appear to have been vacant for an intermediate length of time, may have boarded entryways, and a rapid deterioration of the structural integrity of the unit is likely imminent. Repairs to units with moderate blight are typically more extensive and costly, and likely require the services of a licensed contractor. Approximate repair costs for this type of blight range between \$5,000 and \$20,000 but can vary significantly depending on the dimensions of the structure.

Severe Blight: Housing units with severe blight show advanced signs of structural deterioration, extensive fire damage, portions of the structure either partially collapsed or at high risk of collapse, signs of extended abandonment, a majority of windows or doors either in disrepair or missing, intrusion of vegetation into structure, vandalism, indications of major foundation issues, or any structure that is generally unsafe, unsanitary, dangerous, or detrimental to public safety or welfare. Repair costs to a severely blighted structure are likely in excess of \$20,000 and, in some cases, may exceed the total value of the existing structure.

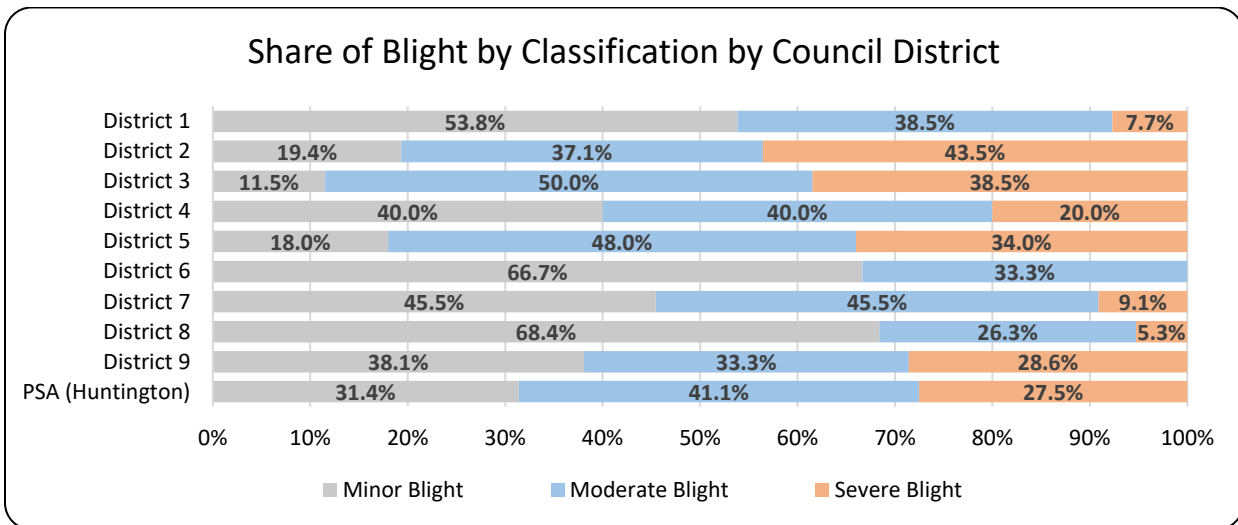
The following table summarizes the surveyed structures by degree of blight for each of the nine council districts within the city.

Location of Blighted Units by Council District Huntington, WV						
Location	Minor Blight		Moderate Blight		Severe Blight	
	Number	Share	Number	Share	Number	Share
District 1	7	7.2%	5	3.9%	1	1.2%
District 2	12	12.4%	23	18.1%	27	31.8%
District 3	3	3.1%	13	10.2%	10	11.8%
District 4	4	4.1%	4	3.1%	2	2.4%
District 5	18	18.6%	48	37.8%	34	40.0%
District 6	4	4.1%	2	1.6%	0	0.0%
District 7	15	15.5%	15	11.8%	3	3.5%
District 8	26	26.8%	10	7.9%	2	2.4%
District 9	8	8.2%	7	5.5%	6	7.1%
PSA (Huntington)	97	100.0%	127	100.0%	85	100.0%

Source: Bowen National Research

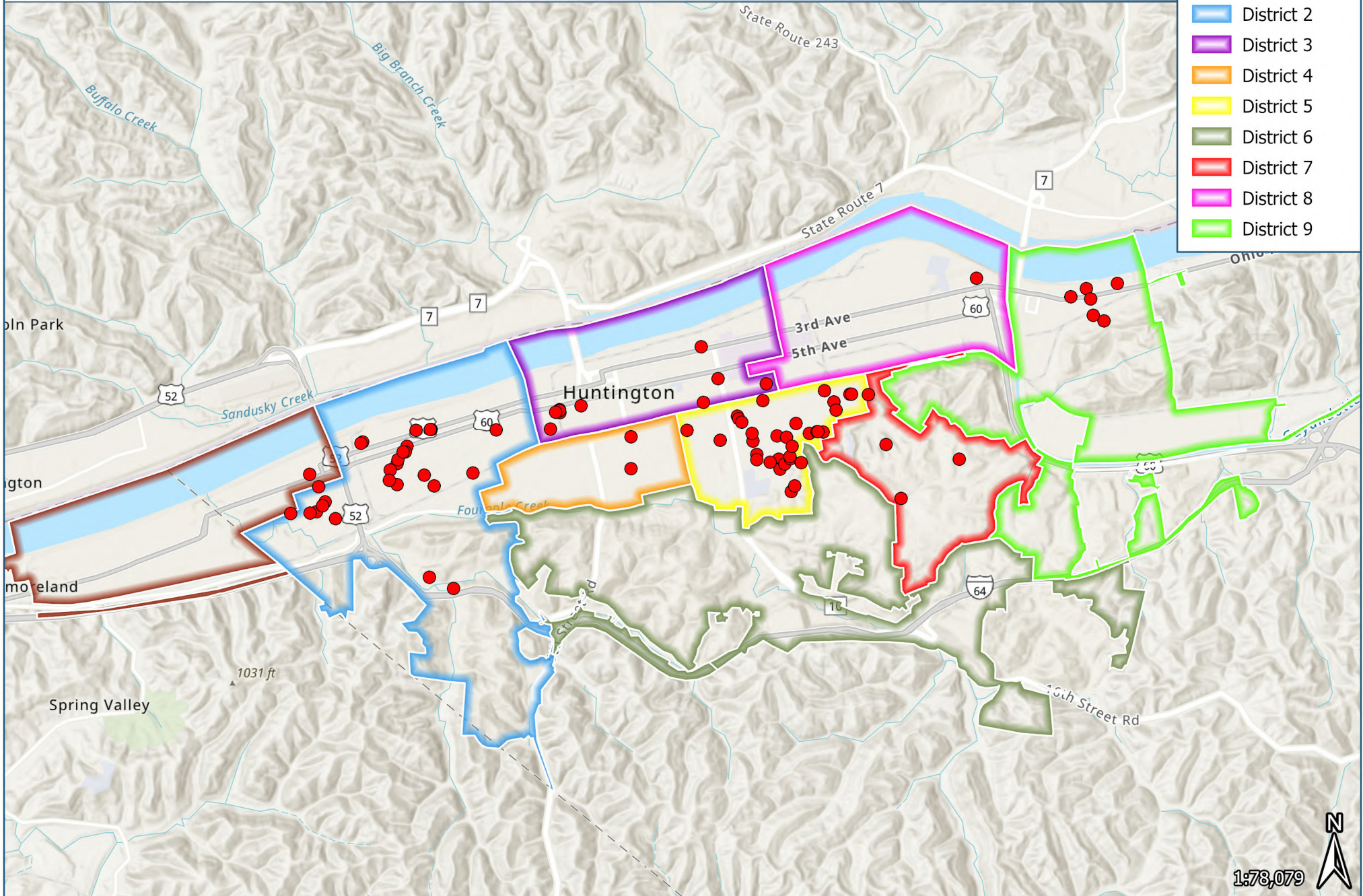
As the preceding illustrates, 97 structures (31.4% of the total identified blight) within the PSA (Huntington) were classified as *Minor* blight, 127 structures (41.1%) were classified as *Moderate* blight, and 85 structures (27.5%) were considered *Severe* blight. Among the 85 structures that were classified as severe, 34 units were within District 5, which represents 40.0% of all blighted units identified with this rating. While District 2 comprises nearly one-third (31.8%) of the severe blighted units, and District 3 accounts for 11.8% of such units, the remaining districts had six or fewer structures that were classified as severe blight. As such, it appears that a vast majority (71.8%) of the instances of severe blight are concentrated within District 5 and District 2.

The following graph illustrates the respective shares of blight by classification for each city council district.



The following map illustrates the locations of residential structures classified with severe blight.

- Severe Blight
- District 1
- District 2
- District 3
- District 4
- District 5
- District 6
- District 7
- District 8
- District 9



0 0.35 0.7 1.05 1.4
Miles

VGIN, Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, USDA, USFWS, Esri, NASA, NGA, USGS, FEMA
Additional Source(s): Bowen National Research

Huntington 311 Reporting Portal

The city of Huntington utilizes the 311 Online Portal for reporting and tracking code violation issues. This system permits community members and city employees to report various types of residential code violations and other public safety concerns, improves communication among the various city departments, and allows interested parties to track the progress of specific complaints that have been filed. Although the system allows for a variety of complaint types, which may include items such as traffic issues, business complaints, and other general issues, the 311 Online Portal includes the ability to report the presence of abandoned buildings, dilapidated structures, and overgrown vegetation within the city. These specific items can be indicators of blight, and as a result, aid in the identification of existing blighted properties or properties that are at high risk of becoming blighted in the near future. As such, the 311 Online Portal is an integral component in the documentation, remediation, and prevention of blight within the city.

The following table summarizes the active 311 Online Portal complaints by city council district as of January 2024. Note that the data only contains complaints related to potential blight indicators, which are primarily abandoned/dilapidated/unsafe structures, high weeds/grass, or trash/junk on private property.

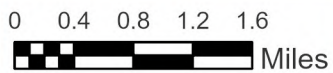
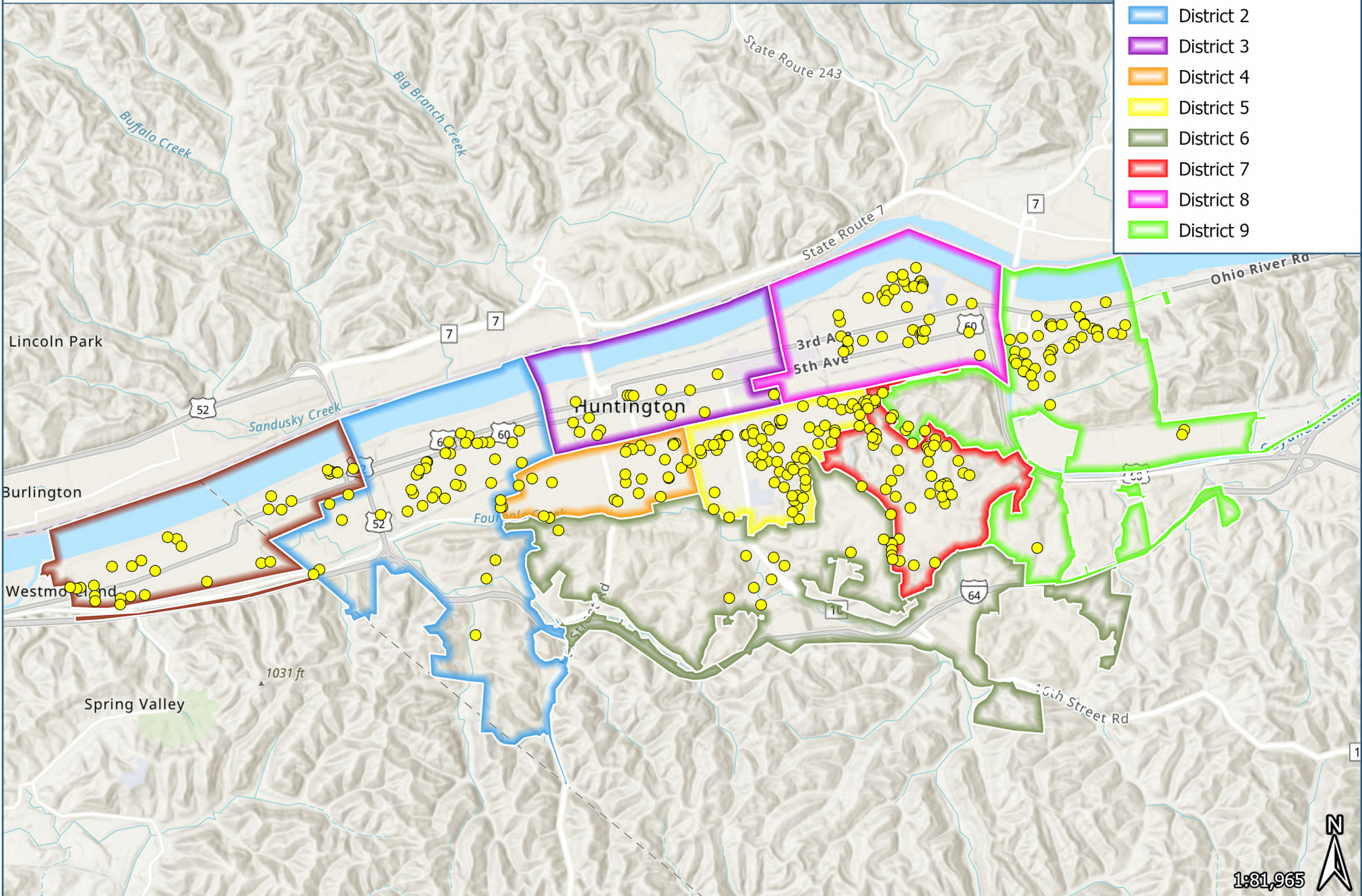
311 Portal Complaints (Blight Related) by Council District Huntington, WV			
Location	Number of Complaints	Share of Complaints	% Complaints to Total Housing Units
District 1	30	9.0%	1.1%
District 2	39	11.6%	1.3%
District 3	15	4.5%	0.5%
District 4	29	8.7%	1.0%
District 5	72	21.5%	2.3%
District 6	15	4.5%	0.7%
District 7	47	14.0%	1.9%
District 8	41	12.2%	1.5%
District 9	47	14.0%	1.8%
PSA (Huntington)	335	100.0%	1.4%

Source: City of Huntington

As the preceding illustrates, there are a total of 335 active complaints within the 311 Online Portal that are classified as abandoned, dilapidated, or unsafe structures or are properties with overgrown vegetation. Among these, the largest share (21.5%) of complaints is within District 5, followed by District 7 (14.0%) and District 9 (14.0%). Although each complaint does not necessarily signify that a structure would *currently* be classified as blight, it is reasonable to conclude that a notable *share* of these properties likely exhibits some degree of blight or, at a minimum, represent structures at high risk of becoming blighted in the future based on the nature of the complaints. As a result, the data collected through the 311 portal represents a valuable resource in continually monitoring current levels of blight within the city and formulating strategies to reduce future occurrences of blight.

The following map illustrates the location of each 311 Online Portal complaint that meets the specified criteria (active complaints primarily categorized as abandoned/dilapidated/unsafe structures or code enforcement complaints such as high weeds/grass or trash/junk on private property).

- 311 Code Complaints
- District 1
- District 2
- District 3
- District 4
- District 5
- District 6
- District 7
- District 8
- District 9



Unsafe Buildings Commission (UBC)

Properties reported through the 311 Online Portal are subject to an inspection performed by either the fire marshal or chief building inspector. If no issues are found during the resulting inspection, the complaint is closed within the 311 Online Portal. However, buildings found to be abandoned, dilapidated, or hazardous are forwarded to the Unsafe Buildings Commission (UBC) for further action. Per Article 1739.04 of the Huntington, West Virginia Code of Ordinances, the UBC oversees the repair, improvement, vacating or closing, or removal or demolition of structures that are deemed unsafe, unsanitary, dangerous, or detrimental to public safety or welfare by the inspections division. Through this process, the UBC maintains a list of unsafe buildings within the jurisdiction. Owners of structures with this designation may have properties removed from the list once the deficient conditions are satisfied and a Certificate of Occupancy has been maintained; otherwise, the UBC may pursue a demolition order of the structure once all legal requirements and applicable asbestos testing has been completed.

The following table summarizes the number of structures contained on the unsafe buildings list (both unsafe structures and structures with demolition orders) by council district as of January 2024.

Unsafe Buildings and Demolition Orders by Council District Huntington, WV						
Location	Number of Unsafe Buildings	Share of Unsafe Buildings	Number of Demolition Orders	Share of Demolition Orders	Total Buildings on UBC List	Share of UBC List
District 1	6	8.1%	2	2.9%	8	5.6%
District 2	8	10.8%	9	13.0%	17	11.9%
District 3	8	10.8%	3	4.3%	11	7.7%
District 4	1	1.4%	2	2.9%	3	2.1%
District 5	21	28.4%	18	26.1%	39	27.3%
District 6	1	1.4%	2	2.9%	3	2.1%
District 7	11	14.9%	5	7.2%	16	11.2%
District 8	5	6.8%	5	7.2%	10	7.0%
District 9	13	17.6%	23	33.3%	36	25.2%
PSA (Huntington)	74	100.0%	69	100.0%	143	100.0%

Source: City of Huntington

As the preceding illustrates, there are a total of 143 structures currently on the unsafe buildings list, of which 69 structures (48.3%) have established demolition orders. Among the total buildings on the unsafe buildings list, the largest share (27.3%) is located within District 5, followed closely by District 9 (25.2%). Structures within these two districts comprise over one-half (52.5%) of the total units contained on the UBC list and 59.4% of the structures that currently have demolition orders. In addition, notable shares of the total UBC structures are contained within District 2 (11.9%) and District 7 (11.2%). By definition, this list contains structures that have received complaints through the 311 Online Portal, have been evaluated by code enforcement officers, and have been ultimately deemed unsafe, unsanitary, dangerous or detrimental to the public safety or welfare by the Unsafe Buildings Commission.

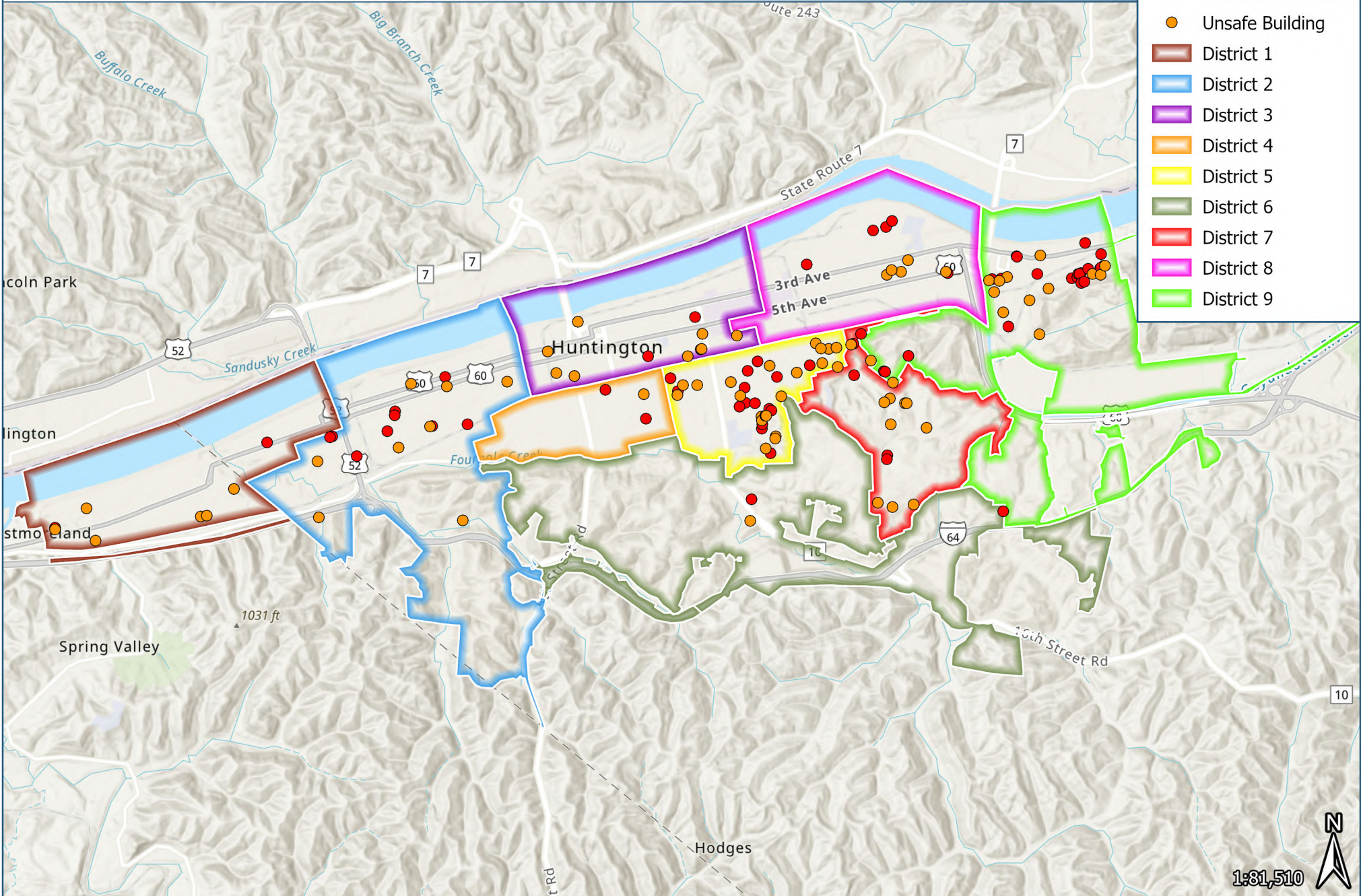
According to the Huntington, West Virginia Code of Ordinances (Article 1739), some common conditions that define a structure as “*unsafe, unsanitary, dangerous or detrimental to the public safety or welfare*” include: *doors, stairways, or exits that do not conform to approved building or fire codes; unsafe walking surfaces; portions of structures that have been damaged by fire, natural occurrences, deterioration, neglect, abandonment, or vandalism; structures or portions of structures that are at risk of collapse; a building that is clearly unsafe for its intended use; structures that become an attractive nuisance to children or harbors vagrants, criminals, criminal activity or enables persons to commit a nuisance or unlawful act; portions of buildings that remain on site after demolition, or any structure that is deemed a threat to life and safety due to contamination, faulty construction, mechanical and plumbing systems, or inadequate maintenance, dilapidation, decay, or abandonment.*

As such, this unsafe buildings and demolitions list, along with the survey conducted by representatives of Bowen National Research, is likely a comprehensive list of a vast majority of the notable blight within the city.

The following map illustrates the location of structures contained on the unsafe buildings list. Note that structures with current demolition orders are identified by a **red** marker, while structures currently within the Unsafe Building Commission review process are identified with an **orange** marker.

Type

- Demolition Orders
- Unsafe Building
- District 1
- District 2
- District 3
- District 4
- District 5
- District 6
- District 7
- District 8
- District 9



0 0.4 0.8 1.2 1.6
 Miles

VGIN, Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, USDA, USFWS, Esri, NASA, NGA, USGS, FEMA
 Additional Source(s): Bowen National Research

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Vacant Building Registry (VBR)

While the preceding data sets primarily identify the locations of structures that are currently blighted or at high risk of continued deterioration and blight, the city of Huntington has taken multiple measures to reduce the potential for future blight. One such measure includes the mandatory registration of vacant buildings. While the Huntington, West Virginia Code of Ordinances provides for the registration of both vacant commercial (Article 1741) and residential (Article 1743) buildings, this section of analysis focuses on vacant residential buildings. Article 1743.01 notes that uninspected and unmonitored vacant buildings *present a fire hazard, are often utilized by vagrants and transients as dangerous and unsafe temporary shelters, detract from private and/or public efforts to rehabilitate or maintain surrounding buildings, and require additional regulation and services to protect the health, safety and welfare of the public.* As such, this registration requirement is intended to mitigate many of the negative outcomes associated with vacant buildings, promote public safety, and reduce the potential for future blight.

The following table summarizes the number of *registered* vacant buildings within the city by council district as of January 2024.

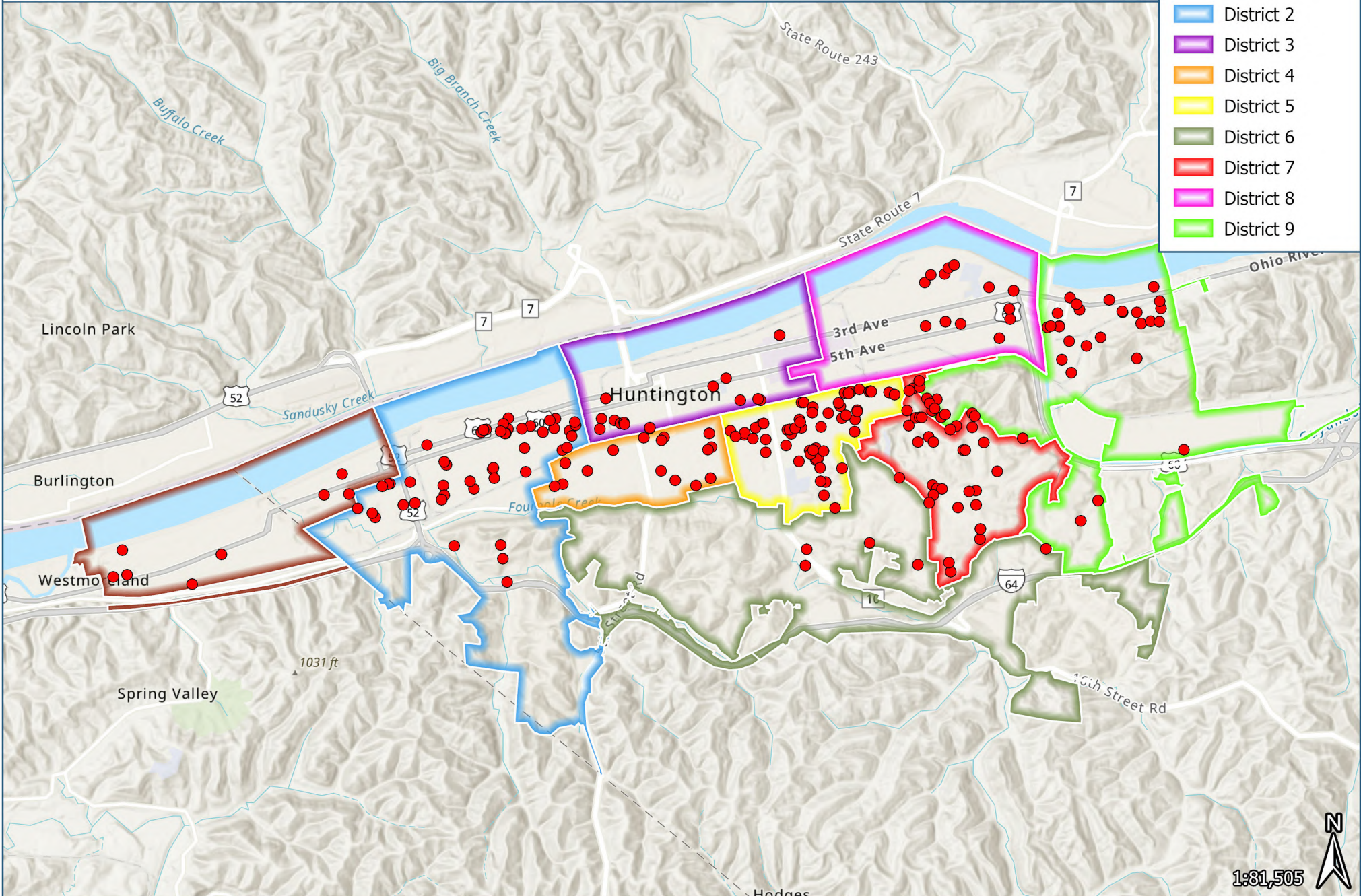
Vacant Building Registry (VBR) by Council District Huntington, WV		
Location	Number of Vacant Buildings	Share of Vacant Buildings
District 1	8	3.4%
District 2	49	20.9%
District 3	15	6.4%
District 4	15	6.4%
District 5	58	24.8%
District 6	7	3.0%
District 7	29	12.4%
District 8	13	5.6%
District 9	40	17.1%
PSA (Huntington)	234	100.0%

Source: City of Huntington

As the preceding illustrates, there are a total of 234 buildings on the Vacant Building Registry (VBR) as of January 2024. Of these, District 5 contains the largest share (24.8%) of the buildings contained within the VBR, followed by District 2 (20.9%) and District 9 (17.1%). While the purpose of the VBR is to enforce a set of procedures to reduce the possible impact to public safety and implement steps to preserve the structural integrity of each unit, thereby reducing the potential for future blight, it is important to understand that the prolonged vacancy of a structure can result in blight, despite prevention efforts. As such, continued monitoring of this registry and frequent inspections are necessary to mitigate the future potential for blight.

The following map illustrates the location of buildings on the Vacant Building Registry as of January 2024.

- Vacant Building
- District 1
- District 2
- District 3
- District 4
- District 5
- District 6
- District 7
- District 8
- District 9



0 0.4 0.8 1.2 1.6
Miles

VGIN, Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, USDA, USFWS, Esri, NASA, NGA, USGS, FEMA
Additional Source(s): Bowen National Research

Project SHINE

While blight can result from economic and population decline in an area, the high cost to maintain or upgrade older housing for many low-income households can significantly contribute to blight in an area. Additionally, many seniors are not physically capable of performing maintenance or repairs to their homes. In an effort to mitigate this contributing factor to blight, the city of Huntington has established Project SHINE. The purpose of this needs-based home rehabilitation program is to provide maintenance and home improvement assistance to low-income homeowners within the city in an effort to improve the condition of the local housing stock.

The following table summarizes the location of projects completed through Project SHINE between 2021 and 2023.

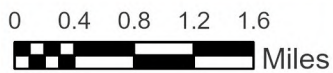
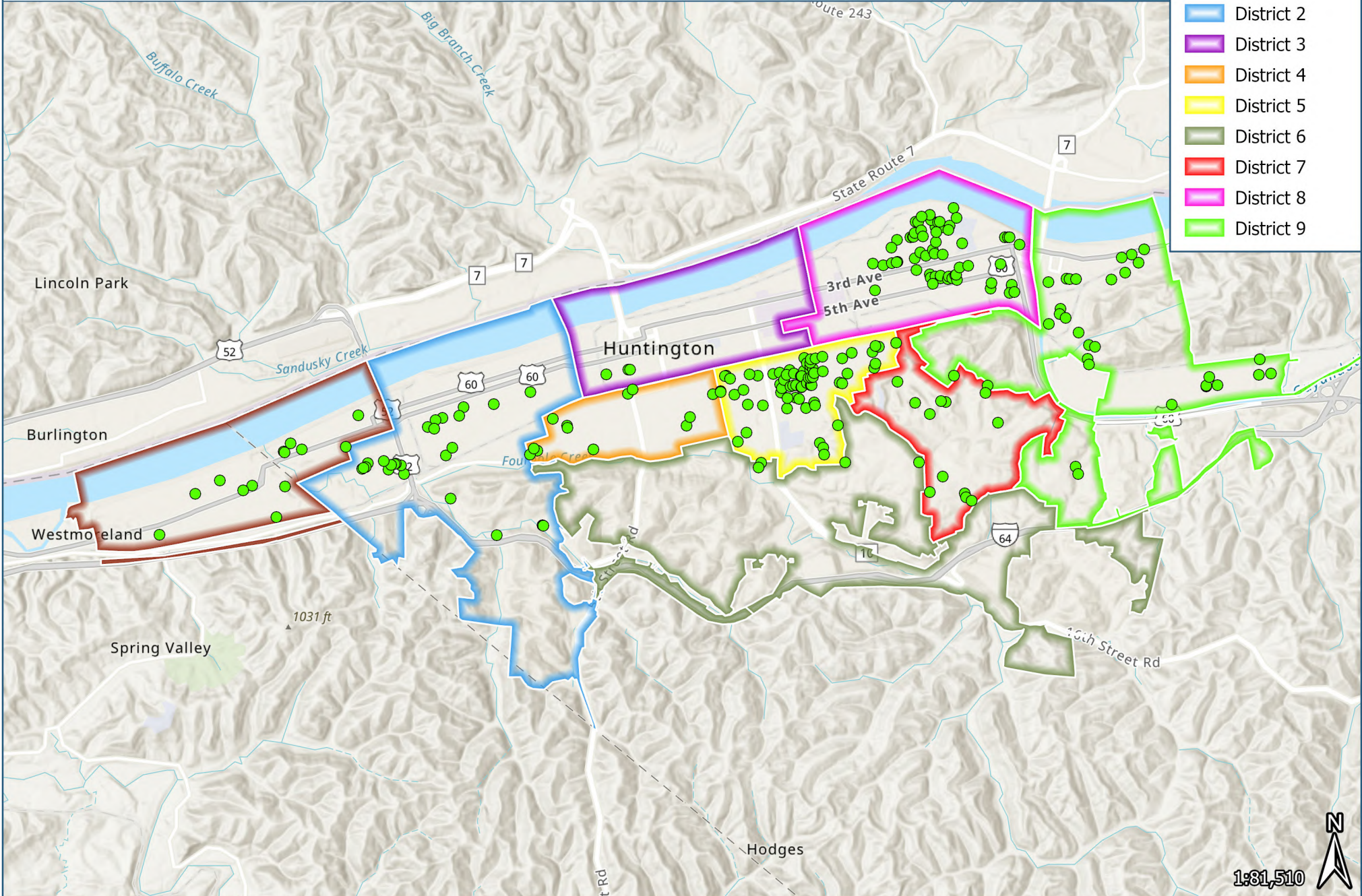
Completed Project SHINE Locations by Council District (2021-2023) Huntington, WV		
Location	Number of Locations with Completed Projects	Share of Locations with Completed Projects
District 1	13	5.6%
District 2	25	10.7%
District 3	3	1.3%
District 4	12	5.1%
District 5	69	29.5%
District 6	4	1.7%
District 7	14	6.0%
District 8	64	27.4%
District 9	30	12.8%
PSA (Huntington)	234	100.0%

Source: City of Huntington

As the preceding data illustrates, a total of 234 individual addresses have had projects completed by Project SHINE. Among these, the largest share (29.5%) of projects were completed in District 5, followed closely by District 8 (27.4%). Note that some addresses had multiple projects completed. Between 2021 and 2023, a total of 245 individual projects were completed through the program. The average *monthly* income for households assisted by Project SHINE is \$1,922, although some households earn significantly less. It is also worth noting that nearly three-quarters (71%) of households assisted through the program are either disabled or over the age of 62, and the average household has lived approximately 18 years within the residence. As a vast majority of the households assisted through the program either do not have the financial means to complete needed housing repairs or may be physically incapable of performing repairs due to age-related mobility issues, the program serves a critical role in preserving the existing housing inventory within the city and reduces potential blight in a significant number of homes in the area.

The following map illustrates the location of projects completed through Project SHINE between 2021 and 2023.

- Project SHINE
- District 1
- District 2
- District 3
- District 4
- District 5
- District 6
- District 7
- District 8
- District 9



Blight and Demographic Overview

The following table summarizes the number of blight housing units identified by Bowen National Research and compares various demographic and housing characteristics for each city council district. Note that the three council districts with the largest number of identified blighted units are illustrated in **red** text.

Select Demographic and Housing Characteristics by Council District								
Location	Blighted Units (BNR Survey)	Households	Median Household Income	Owner-Occupied Share	Renter-Occupied Share	Vacant Units Share	Median Home Value	Median Gross Rent
District 1	13	2,261	\$39,931	65.5%	34.5%	13.9%	\$84,781	\$779
District 2	62	2,339	\$35,348	45.4%	54.6%	20.0%	\$88,215	\$732
District 3	26	2,091	\$15,995	8.2%	91.8%	25.5%	\$189,583	\$728
District 4	10	2,528	\$53,197	49.8%	50.2%	16.3%	\$175,290	\$793
District 5	101	2,285	\$31,184	44.2%	55.8%	26.9%	\$87,822	\$732
District 6	6	1,918	\$78,775	86.3%	13.7%	10.9%	\$205,052	\$984
District 7	34	2,118	\$37,155	56.9%	43.1%	16.1%	\$123,298	\$778
District 8	39	2,174	\$36,590	36.1%	63.9%	18.7%	\$93,229	\$823
District 9	22	2,248	\$35,301	62.3%	37.7%	14.1%	\$91,836	\$658
PSA (Huntington)	313	19,867	\$39,395	50.2%	49.8%	18.5%	\$119,523	\$785

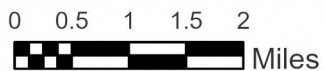
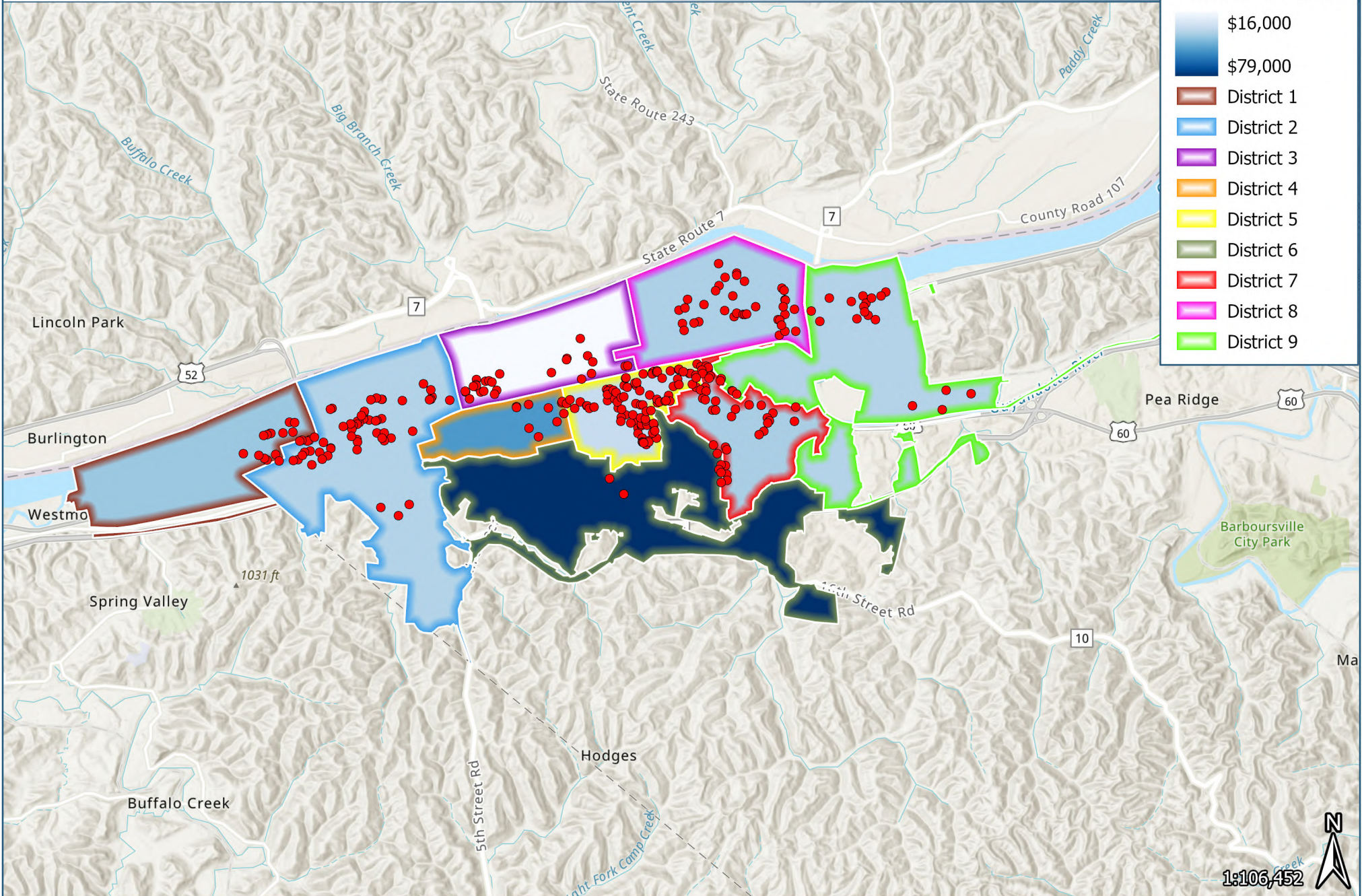
Source: ESRI; Urban Decision Group; Bowen National Research

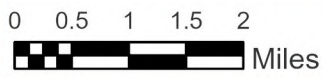
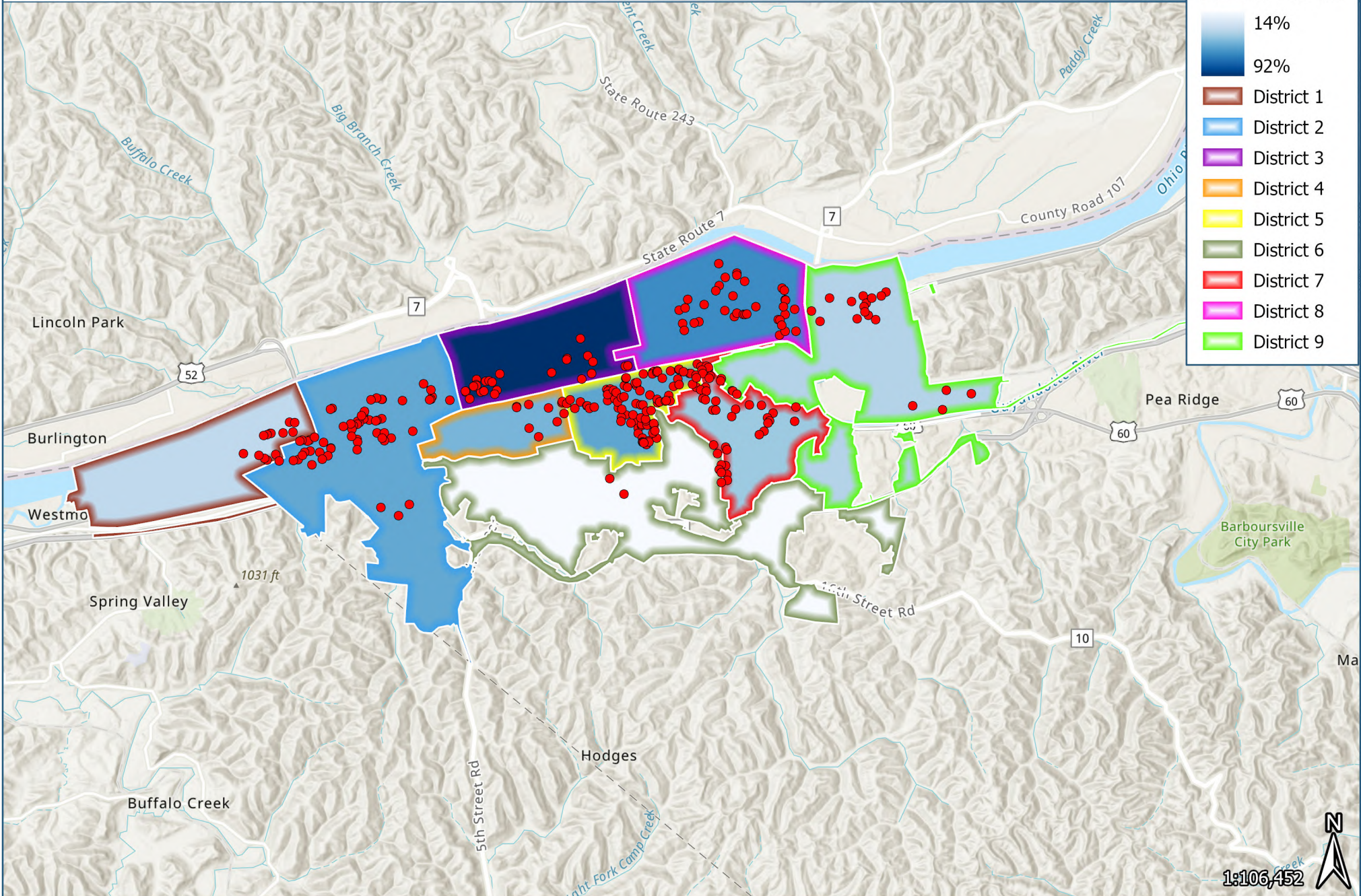
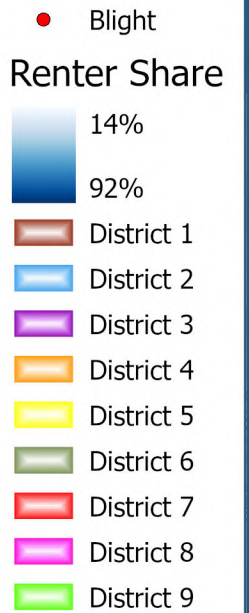
As the preceding illustrates, the largest numbers of blighted units were identified within District 5 (101 units), District 2 (62 units), and District 8 (39 units). These three districts have relatively low median household incomes (between \$31,184 and \$36,590), high shares of renter-occupied housing units (between 54.6% and 63.9%), high shares of vacant housing units (between 18.7% and 26.9%), and low median home values (between \$87,822 and \$93,229). While the median gross rent in District 8 (\$823) is relatively high, the median gross rents in District 2 and District 5 (\$732) are among some of the lowest within the PSA (Huntington). Overall, this data illustrates the strong correlation between the presence of blight and low household incomes, low shares of owner-occupied housing units, high vacancy rates, and low home values.

The following pages include various demographic theme maps illustrating the location of the identified blighted housing units within the PSA (Huntington).

● Blight

Median Income





VGIN, Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, USDA, USFWS, Esri, NASA, NGA, USGS, FEMA
Additional Source(s): Bowen National Research

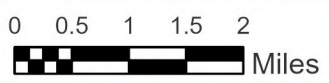
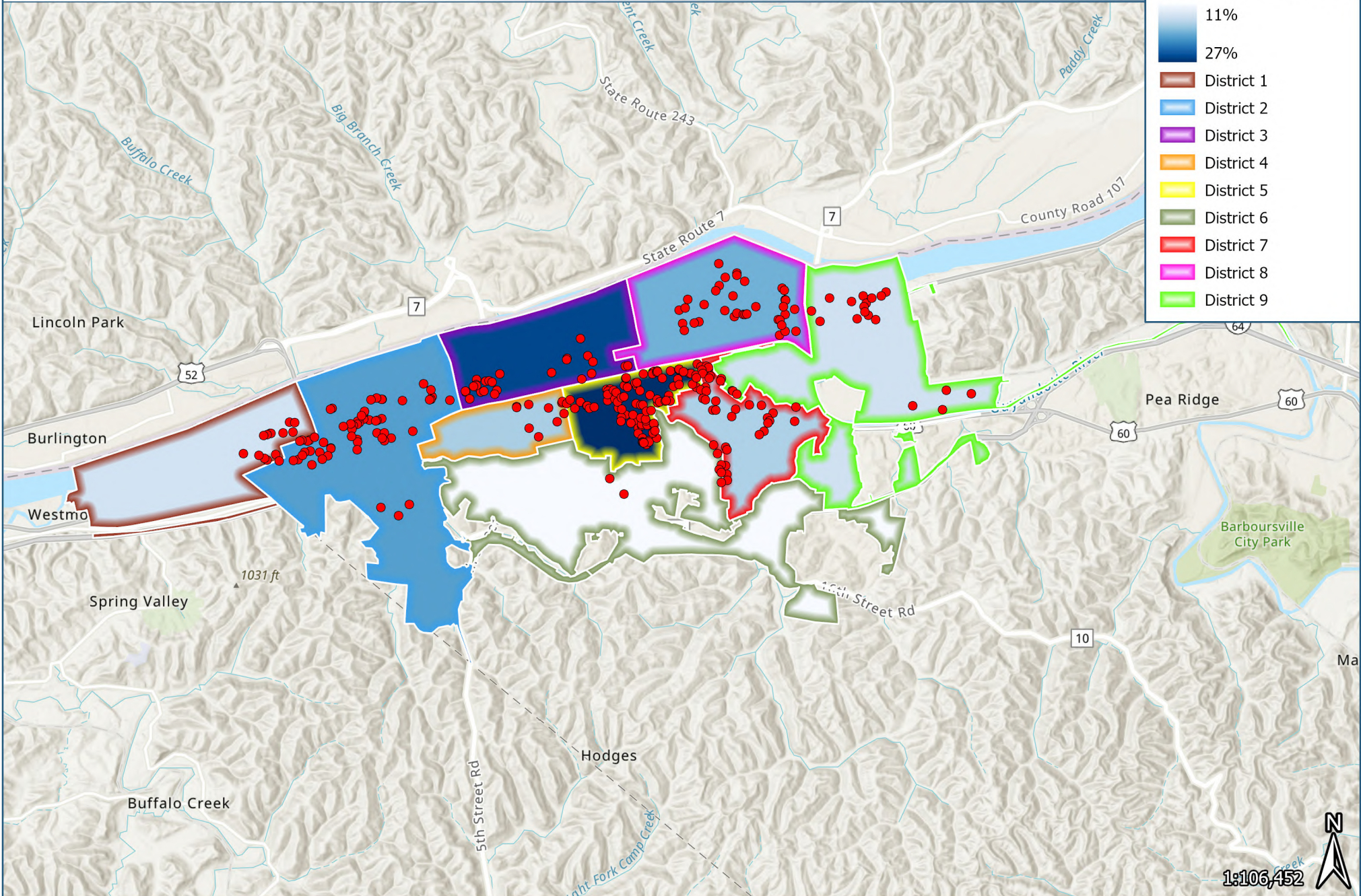


- Blight

Vacant Units Share

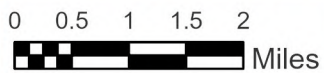
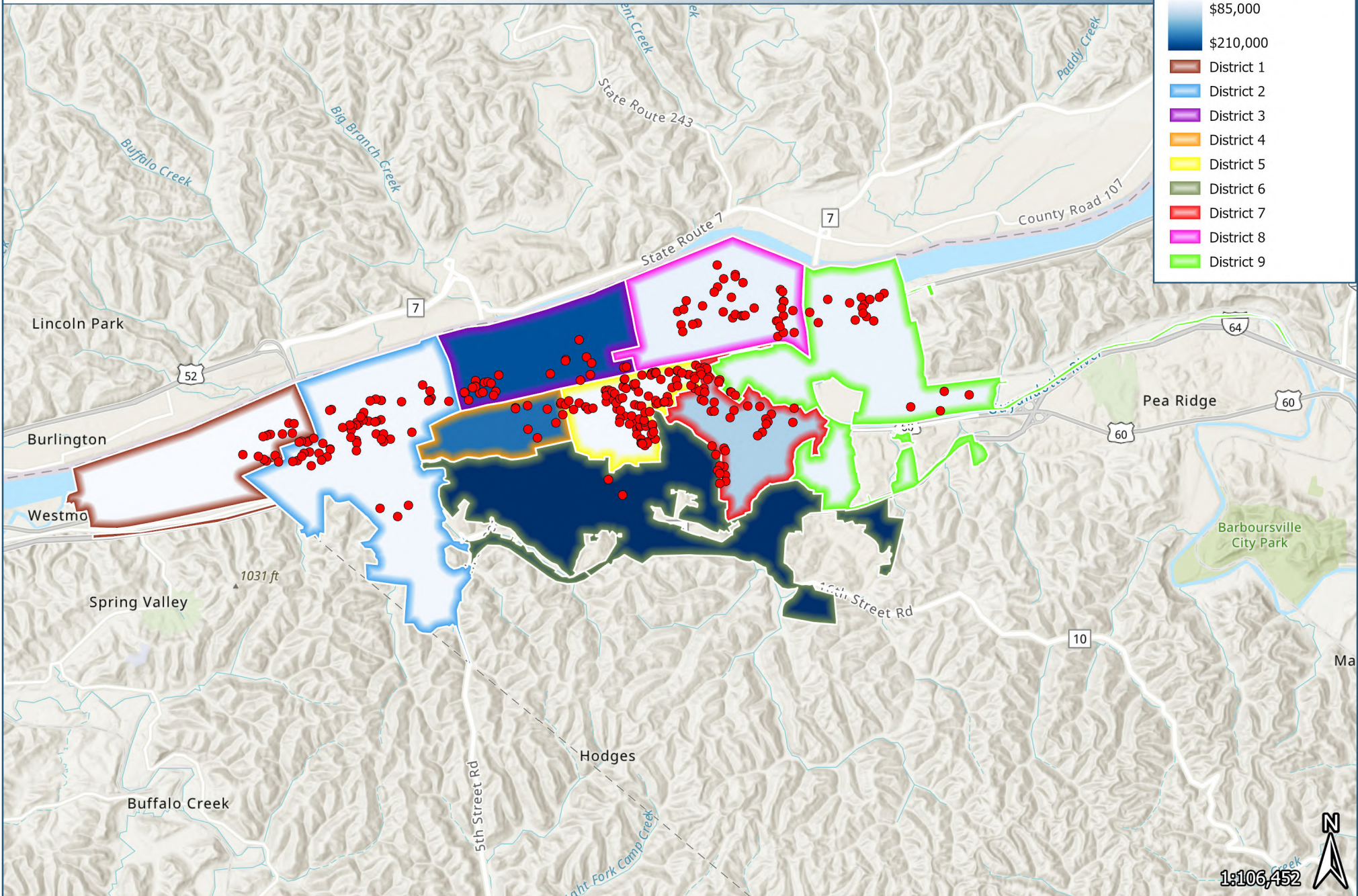
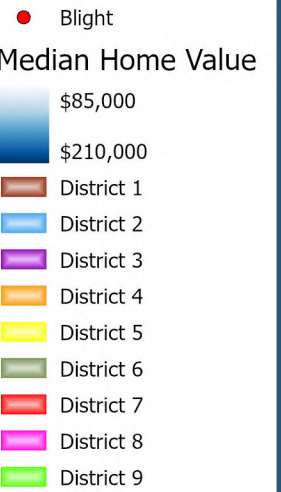
- 11%
- 27%

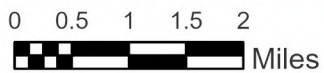
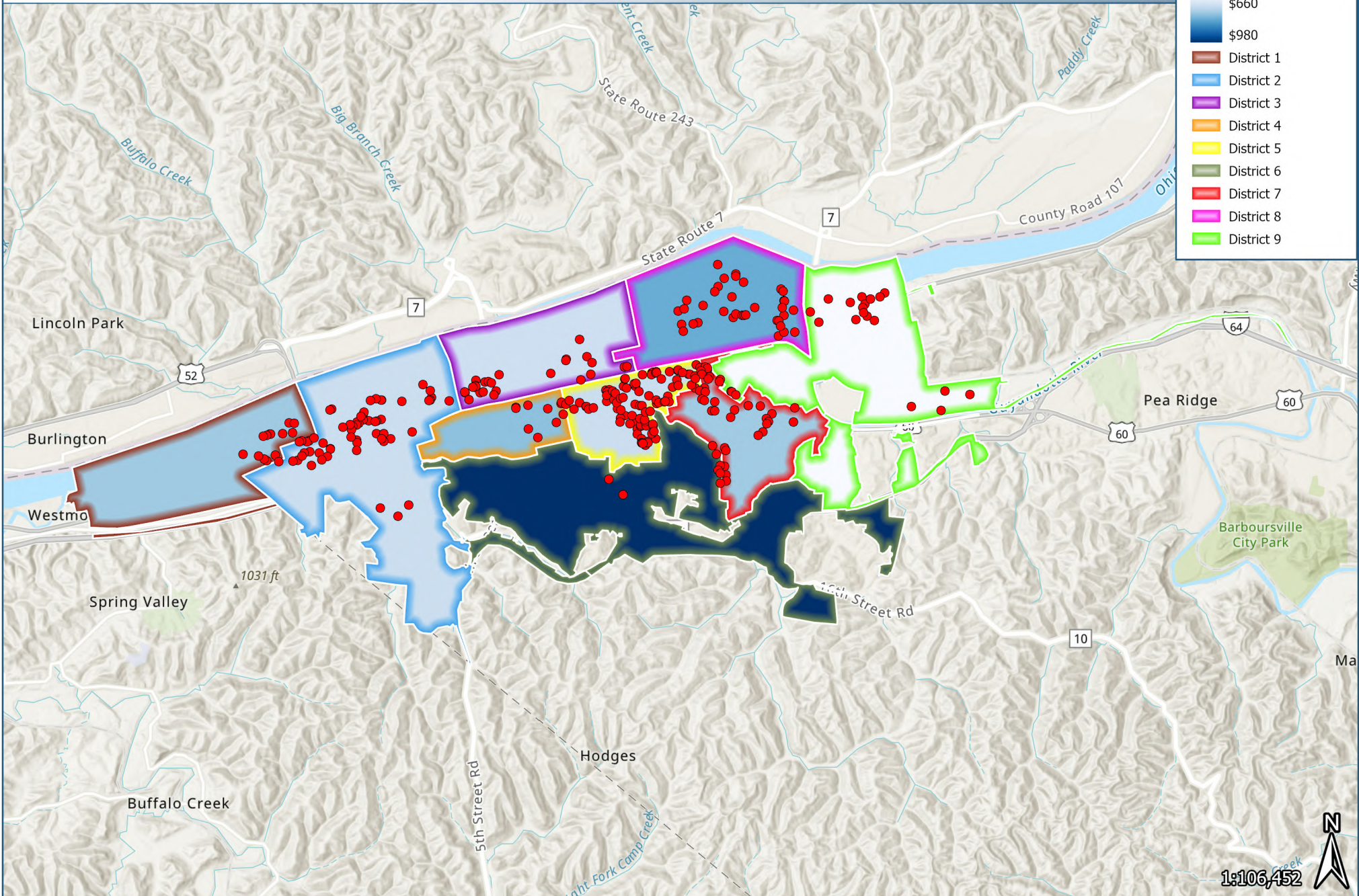
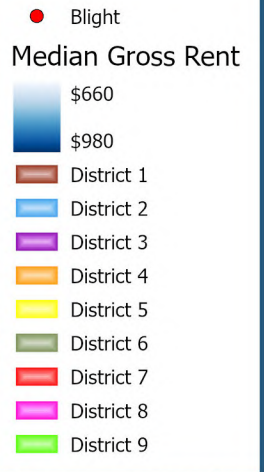
- District 1
- District 2
- District 3
- District 4
- District 5
- District 6
- District 7
- District 8
- District 9



VGIN, Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, USDA, USFWS, Esri, NASA, NGA, USGS, FEMA
Additional Source(s): Bowen National Research

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VIII. HOUSING GAP ESTIMATES

INTRODUCTION

This section of our report provides five-year housing gap estimates for both rental and for-sale housing for Huntington. The assessment includes demand from a variety of sources and focuses on the housing needs of the city, though consideration is given to potential support that may originate from outside the city and Cabell County.

Housing to meet the needs of both current and future households in the market will most likely involve multifamily, duplex, and single-family housing alternatives, though mobile homes and manufactured housing could also play a role. There are a variety of financing mechanisms that can support the development of housing alternatives such as federal and state government programs, as well as conventional financing through private lending institutions. These different financing alternatives often have specific income and rent/price restrictions or qualifications, which affect the market they target and ultimately serve.

We evaluated the market's rental and for-sale housing gaps based on multiple levels of income/affordability. While there may be overlap among these levels due to program targeting and rent/price levels charged, we have established specific income stratifications that are exclusive of each other in order to eliminate double counting demand.

The following table summarizes the income and housing affordability segments used in this analysis to estimate housing gaps (Note: All four income levels were used in the rental housing gap estimates, while only the income levels at \$50,000 or higher were used in the for-sale housing gap estimates).

Household Income/Wage & Housing Affordability Levels			
Income Range	Hourly Wage*	Affordable Rents**	Affordable Prices^
< \$50,000	≤ \$24.04	< \$1,250	≤ \$166,999
\$50,000-\$74,999	\$24.05-\$36.06	\$1,250-\$1,874	\$167,000-\$249,999
\$75,000-\$99,999	\$36.07-\$48.08	\$1,875-\$2,499	\$250,000-\$333,999
\$100,000+	\$48.09+	\$2,500+	\$334,000+

AMHI – Area Median Household Income

*Assumes full-time employment 2,080 hours/year (Assumes one wage earner household)

**Based on assumption tenants pay up to 30% of income toward rent

^Based on assumption homebuyer can afford to purchase a home priced three times annual income after 10% down payment

Because different state and federal housing programs establish income and rent restrictions for their respective programs and property management companies use different income and debt ratios to qualify residents, there is potential overlap between windows of affordability between properties. As such, while a household may prefer a certain product, ownership/management qualifying procedures (i.e., review of credit history, current income verification, criminal background checks, etc.) may affect housing choices that are available to households. Further, those who respond to a certain product or program type vary. This is because housing markets are highly dynamic, with households entering and exiting by tenure and economic profile.

Regardless, we have used the preceding income segmentations as the ranges that a typical project or lending institution would use to qualify residents. Ultimately, any new product added to the market will be influenced by many decisions made by the developer and management. This includes eligibility requirements, design type, location, rents/prices, amenities, and other features. As such, our estimates assume that the rents/prices, quality, location, design, and features of new housing product are marketable and will appeal to most prospective renters and homebuyers.

Lastly, it is critical to point out that the housing gap estimates shown in this section demonstrate the total units needed to resolve *all housing issues* and *meet all housing needs*. Due to a variety of reasons such as the lack of infrastructure capacity, lack of available and buildable land, developer and financing limitations, and numerous other aspects, it is highly unlikely that Huntington could resolve all housing issues and fill the entire housing gaps illustrated in this report. As a result, the housing gaps provided in this section should be used to help understand market potential and set housing priorities and goals for Huntington.

A. HOUSING GAP DEMAND COMPONENTS

The primary sources of demand for new housing (rental and for-sale) include the following:

- Household Growth
- Units Required for a Balanced Market
- Replacement of Substandard Housing
- External (Outside the County) Commuter Support
- Household Growth Originating from Large-Scale Job Growth
- Step-Down Support

While the focus of this report is on the specific housing needs of the PSA (Huntington), we first derive the housing gap estimates for the overall county and then apportion part of that housing gap toward Huntington.

New Household Growth

In this report, household growth projections from 2023 to 2028 are based on ESRI estimates. This projected growth was evaluated for each of the targeted income segments. It should be noted that changes in the number of households within a specific income segment do not necessarily mean that households are coming to or leaving the market, but instead, many of these households are likely to experience income growth or loss that would move them into a higher or lower income segment. Furthermore, should additional housing become available, either through new construction or conversion of existing units, demand for new housing could increase.

Units Required for a Balanced Market

The second demand component considers the number of units a market requires to offer balanced market conditions, including some level of vacancies. A healthy *rental* market requires approximately 4% to 6% of the rental market to be available while a healthy *for-sale* housing market should have approximately 2% to 3% of its inventory vacant. Such vacancies allow for inner-market mobility, such as households upsizing or downsizing due to changes in family composition or income, and for people to move into the market. When markets have too few vacancies, rental rates and housing prices often escalate at an abnormal rate, homes can get neglected, and potential renters and/or homebuyers can leave the market. Conversely, an excess of rental units and/or for-sale homes can lead to stagnant or declining rental rates and home prices, property neglect, or existing properties being converted to rentals or for-sale housing. Generally, markets with low vacancy rates often require additional units, while markets with high vacancy rates often indicate a surplus of housing. For the purposes of this analysis, we have utilized a vacancy rate of **5% for rental** product and **3% for for-sale** product to establish balanced market conditions.

Replacement of Substandard Housing

Demand for new units as replacement housing takes into consideration that while some properties are adequately maintained and periodically updated, a portion of the existing stock reaches a point of functional obsolescence over time and needs to be replaced. This comes in the form of either units that are substandard (lacking complete plumbing and/or are overcrowded) or units expected to be removed from the housing stock through demolitions. Based on demographic data included in this report, approximately 1.9% of *renter* households and 0.6% of *owner* households in Cabell County are living in substandard housing (e.g., lacking complete plumbing or are overcrowded). Lower income households more often live in substandard housing conditions than higher income households, which we have accounted for in our gap estimates.

External Commuter Support

Market support can originate from households not currently living in the market. This is particularly true for people who work in Huntington but commute from outside of the county and would consider moving to Huntington, if adequate and affordable housing that met residents' specific needs was offered. Currently, there is a limited supply of *available* housing options in the market. As such, external market support will likely be created if new housing product is developed in Huntington.

Based on our experience in evaluating housing markets throughout the country, it is not uncommon for new product to attract as much as 50% of its support from outside of city or county limits. As a result, we have assumed that a portion of the demand for new housing will originate from the 29,319 commuters traveling into Cabell County from areas outside of county limits. For the purposes of this analysis, we have used a conservative demand ratio of up to 10% for the PSA to estimate the demand that could originate from outside of the county.

Projected Job Growth Impact

While household growth from demographic provider ESRI is included in these housing gap estimates, they do not account for anticipated or planned job growth or investments recently announced in the region. As a result, we accounted for notable job announcements and economic investment in the region, based on interviews with local economic development representatives and extensive online research. We have included direct job creation and then extrapolated *additional* jobs that should be created from "suppliers" and "spin-off" job growth. These jobs were then segmented into various income groups based on anticipated wages and further adjusted to account for the likelihood of becoming a renter or homeowner. Lastly, given that not all jobs will be filled by local residents and not all non-resident workers will choose to live in the counties where new jobs will be created, we applied a combination of movership rates (based on resident/non-resident survey results) and commuter data trends to determine the geographic impact of new jobs and housing demand.

Step-down Support

It is not uncommon for households of a certain income level (typically higher income households) to rent or purchase a unit at a lower price point despite the fact they can afford a higher priced unit/home. Using housing cost and income data reported by American Community Survey (ACS), we have applied a portion of this step-down support to lower income demand estimates. In some instances, step-down support constitutes a large portion of potential/total demand as upwards of 80% or 90% of households with moderate and higher incomes within the county pay less than 30% of their income toward housing costs.

Huntington Market Share

We begin the housing gap estimates by calculating the housing gaps for overall Cabell County (from the Advantage Valley Region Housing Needs Assessment). We then apply Huntington's estimated market share to the county gap estimates to determine Huntington's housing gap estimates. We used a 51.3% market share ratio for rental housing and a 47.6% market share ratio for for-sale housing. These shares are based on Huntington's current share of renter and owner households, as well as Huntington's share of apartments and recently sold homes relative to the county.

Note: In terms of the development pipeline, we only include residential units (rental and for-sale) currently in the development pipeline that are planned or under construction and do not have a confirmed buyer/lessee. Projects that have not secured financing, are under preliminary review, or have not established a specific project concept (e.g., number of units, pricing, target market, etc.) have been excluded. Likewise, single-family home lots that may have been platted or are being developed have also been excluded as such lots do not represent actual housing units which are available for purchase. Any existing vacant units are accounted for in the "Balanced Market" portion of our demand estimates.

It is also important to point out and understand that the housing gap estimates contained within this report are representative of the needs to cure all housing deficiencies within the city. Specifically, these estimates demonstrate the total number of new housing units required over the five-year projection period (2023-2028) to meet the demands of the market based on the demand components detailed on the preceding pages. These estimates also assume that a wide variety of product (both rental and for-sale) is developed within each income segment, in terms of unit designs, bedroom type, amenities offered, etc. throughout all portions of the city. We recognize it is unlikely the number of units needed as calculated by our demand estimates will be developed during the projection period due to infrastructure limitations, regulatory/governmental policies, funding availability, etc. As such, the following housing gap estimates should be utilized as a guide for future development to determine the greatest need by affordability level within the rental and for-sale segments within the city's housing market.

B. RENTAL HOUSING GAP ESTIMATES

The following table summarizes the rental housing gaps for the PSA (Huntington) by affordability level.

Huntington & Cabell County, West Virginia (2023-2028)				
Rental Housing Gap by Income/Affordability				
Household Income Range	<\$50,000	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000+
Monthly Rent Range	< \$1,250	\$1,250-\$1,874	\$1,875-\$2,499	\$2,500+
Household Growth	-842	-24	-21	498
Units Required for Balanced Market*	584	77	46	12
Replacement of Substandard Housing**	222	15	5	0
External Market Support^	757	100	69	77
Households from Projected Job Growth^^	135	230	97	71
Total Gross Demand #1	856	398	196	658
Net Step-Down Support	79	-40	92	-132
Total Gross Demand #2	935	358	288	526
Development Pipeline	-176	0	0	0
Total County Housing Gaps	759	358	288	526
Huntington Market Share	51.3%	51.3%	51.3%	51.3%
Total Huntington Housing Gap	389	184	148	270
Overall Huntington Rental Housing Gap				991

*Based on Bowen National Research's survey of area rentals

**Based on ESRI/ACS estimates of units lacking complete indoor plumbing or are overcrowded

^Based on Bowen National Research proprietary research and ACS commuting and/or migration patterns for the county

^^Based on announced job growth projections and ancillary job creation

Based on the preceding demand estimates, it is clear that there is some level of rental housing demand among all household income levels within Huntington over the five-year projection period. Overall, there is a housing need for 991 additional rental units in the city over the next five years. The housing gaps range from a low of 148 units needed that have rents between \$1,875 and \$2,499 to a high of 389 units needed with rents of less than \$1,250. Without the addition of new rental product similar to the numbers cited in the preceding table, the area will not meet the growing and changing housing needs of the market.

Based on the demographics of the market, including projected household growth estimates and projected changes in household compositions (e.g., household size, ages, etc.), it appears that approximately one-third of the demand for new rental housing could be specifically targeted to meet the needs of area seniors, though a project could be built to meet the housing needs of both seniors and families concurrently. For general-occupancy projects, a unit mix of around 40% to 50% one-bedroom units, 35% to 45% two-bedroom units, and 10% to 20% three-bedroom units should be the general goal for future rental housing. Senior-oriented projects should consider unit mixes closer to 50% for both one- and two-bedroom units each. Additional details of the area's rental housing supply are included in Section VI and may serve as a guide for future rental housing development design decisions.

While available land, along with topographical challenges and access to infrastructure (e.g., water and sewer) may limit where and how much housing product can be added to the market, we believe high-density multifamily product would do well in this market, particularly on sites closer to some of the more walkable and/or densely populated areas of the city, including the downtown. However, such multifamily product would also likely do well in areas outside of the downtown, as long as the sites have convenient access to primary thoroughfares. Some lower density, single-story duplexes and four-plexes would also be well received, particularly among seniors seeking to downsize from large units, as well as homeowners seeking a more maintenance-free residence.

C. FOR-SALE HOUSING GAP ESTIMATES

The following table summarizes the for-sale housing gaps for the PSA (Huntington) by affordability level.

Huntington & Cabell County, West Virginia (2023-2028)			
For-Sale Housing Gap by Income/Affordability			
Household Income Range	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000+
Price Point	\$167,000-\$249,999	\$250,000-\$333,999	\$334,000+
Household Growth	34	-83	1,641
Units Required for Balanced Market*	75	35	71
Replacement of Substandard Housing**	14	5	0
External Market Support^	372	271	620
Households from Projected Job Growth^^	341	290	238
Total Gross Demand #1	836	518	2,570
Net Step-Down Support	-64	410	-514
Total Gross Demand #2	772	928	2,056
Development Pipeline	0	0	0
Total County Housing Gap	772	928	2,056
Huntington Market Share	47.6%	47.6%	47.6%
Total Huntington Housing Gap	367	442	979
Overall Huntington For-Sale Housing Gap			1,788

*Based on Bowen National Research’s analysis of for-sale product within the county

**Based on ESRI/ACS estimates of units lacking complete indoor plumbing or are overcrowded

^Based on Bowen National Research proprietary research and ACS commuting and/or migration patterns for the county

^^Based on announced job growth projections and ancillary job creation

The overall for-sale housing gap in the city is approximately 1,788 units over the five-year projection period. While all home price segments and affordability levels have some level of need, the greatest gap appears to be for housing priced at or above \$334,000 (979 units). There is also a notable gap of 442 units priced between \$250,000 and \$333,999. Thus, for-sale product is most in need among moderate- to higher-income households, which is typical of most markets. The relatively limited supply of product at all price levels will increase demand for lower priced units, as many buyers may “step down” to a lower price point. This will place greater pressure on the market’s lower-priced product and create greater challenges for lower income households and first-time homebuyers who already have limited housing alternatives that are

affordable to them. Housing gap estimates for households earning below \$50,000 were not provided as developing for-sale product priced below \$167,000 would be difficult for a developer to build. It is likely that most housing gaps at this lower-end of pricing will be filled by much of the older existing stock.

In most markets, if there is support for new housing at a particular price point or concept and such product is not offered in a specific area, households may leave the area to seek this housing alternative elsewhere, defer their purchase decision, or seek another housing alternative. Additionally, households considering relocation to the PSA (Huntington) may not move to the PSA if the housing product offered does not meet their needs in terms of pricing, quality, product design, or location. As such, the PSA housing stock may not be able to meet current or future demand, which may limit the market's ability to serve many of the households seeking to purchase a home in the PSA, particularly lower-income households. Regardless, we believe opportunities exist to develop a variety of product types at a variety of price points. The addition of such housing will better enable the PSA to attract and retain residents (including local employees), as well as seniors, families, and younger adults.

In terms of product design, we believe a variety of for-sale product could be successful in Huntington. Based on current and projected demographics, as well as the available inventory of for-sale housing, we believe a combination of one- and two-bedroom condominium units could be successful, particularly if they are located in or near more walkable areas, such as downtown Huntington. Such product could be in the form of townhome or rowhouse product. Additionally, detached or attached single-story cottage-style condominium product, primarily consisting of two-bedroom units, could be successful in attracting/serving area seniors, particularly those seeking to downsize from their single-family homes. Smaller detached units or duplexes may be a product to develop in some of the smaller infill lots within the PSA. Larger, traditional detached single-family homes catering to families could be successful in this market, particularly product serving moderate- and higher-income households, though affordable for-sale housing product for lower income and first-time homebuyer households would also do well in this market. Such product should primarily consist of three-bedroom units, with a smaller share of four-bedroom units. The for-sale housing supply of Huntington is summarized in Section VI and can provide additional details of project concept considerations for future for-sale product in the city.

Overall, there is potential support for a variety of residential development alternatives in the PSA (Huntington). It is important to understand that the housing demand estimates shown in this report assume no major changes occur in the local economy and that the demographic trends and projections provided in this report materialize. As such, our demand estimates should be

considered conservative and serve as a baseline for development potential. Should new product be developed, it is reasonable to believe that people will consider moving to Huntington, assuming the housing is aggressively marketed throughout the region.

It is critical to understand that the estimates provided in this report (both rental and for-sale) represent potential units of demand by targeted income level. The actual number of units that can be supported will ultimately be contingent upon a variety of factors including the location of a project, proposed features (i.e., pricing, amenities/features, bedroom type, unit mix, square footage, etc.), product quality, design (i.e., townhouse, single-family homes, or traditional rental units), management and marketing efforts. As such, each targeted segment outlined in the tables included in this section may be able to support more or less than the number of units shown in the table. The potential number of supportable units should be considered a general guideline to residential development planning.

IX. COMMUNITY INPUT RESULTS AND ANALYSIS

A. INTRODUCTION

To gain information, perspective and insight about Advantage Valley Region housing issues and the factors influencing housing decisions by its residents, developers and others, Bowen National Research conducted targeted surveys of five specific groups: Stakeholders, Employers, Residents/Commuters, Lenders, and Developers. These surveys were conducted between July and October of 2023 and questions were customized to solicit specific information relative to each segment of the market that was surveyed. The following provides an analysis of *three* of the surveys (Stakeholder, Employer, and Resident/Commuter) conducted, with an emphasis on responses from Cabell County, specifically.

In addition, a targeted survey of area stakeholders was conducted at the request of the city of Huntington, the Huntington Regional Chamber of Commerce, and the Huntington Area Development Corporation to evaluate the potential economic and housing impact of the establishment of a certified Build West Virginia district for the area of Huntington/Cabell County.

The surveys were primarily conducted through the SurveyMonkey.com website. In total, over 100 survey responses from stakeholders, employers, and residents of Cabell County were received from a broad cross section of the community. Over 1,000 responses were received within the Advantage Valley Region. The following is a summary of the four surveys conducted by our firm that are included in this analysis.

Stakeholder Survey – A total of 25 respondents from Cabell County, representing community leaders (stakeholders) from a broad field of expertise, participated in a survey that inquired about common housing issues, housing needs, barriers to development, and possible solutions or initiatives that could be considered to address housing on a local level.

Employer Survey – A total of five respondents from Cabell County, representing some of the area’s employers, participated in a survey that inquired about general employee composition, housing situations and housing needs. The survey also identified housing issues and the degree housing impacts local employers. While a summary of responses specific to Cabell County is provided for this survey, the regionwide survey responses are also provided due to the limited number of employers from Cabell County that participated in the survey. As such, any conclusions from this survey instrument should largely be derived from the regionwide responses.

Resident/Commuter Survey – A total of 1,029 respondents participated in a survey that inquired about current housing conditions and needs as well as the overall housing market in the *Advantage Valley Region*. Respondents included 71 residents of Cabell County, 900 regional residents, and 58 non-residents. A summary of responses for applicable questions is provided for both the Cabell County residents and regional residents/commuters.

Build West Virginia Act Stakeholder Survey – A total of 12 stakeholders from various fields participated in a targeted survey to evaluate the current employment and housing needs within the proposed certified district (Huntington/Cabell County) and to understand the potential economic and housing impacts that may result from the certified district designation.

It should be noted that the overall total number of respondents summarized for each survey indicates the number of individuals that responded to at least one survey question. In some instances, the number of actual respondents to a *specific* survey question may be less than these stated numbers.

Key findings from the surveys are included on the following pages.

B. STAKEHOLDER SURVEY RESULTS

A total of 25 area stakeholders from a broad range of organization types that serve Cabell County participated in the housing survey with the following results. Note that percentages may not add up to 100.0% due to rounding or because respondents were able to select more than one answer.

Stakeholder respondents were asked to provide the type of organization they represent. A total of 25 respondents provided input to this question with the following distribution. Note that respondents were able to select more than one organization type.

Stakeholder Respondents by Organization Type		
Type	Number	Share
Business/Employer/Private Sector	16	64.0%
Realtor (Association/Board of Realtors/Etc.)	4	16.0%
Economic Development Organization	3	12.0%
Nonprofit Organization	3	12.0%
Landlord/Property Management	2	8.0%
Housing Organization	1	4.0%
Elected Official/Municipal Contact/Government	1	4.0%
Other	1	4.0%

Stakeholder respondents were asked to rate the degree that certain housing types by price point are needed within the county. A total of 24 respondents provided input to this question with the following results.

Housing Needs by Price Point	
Housing Type	Weighted Score*
For-Sale Housing (\$150,000-\$250,000)	91.3
Rental Housing (Less than \$1,250/month)	90.6
For-Sale Housing (Less than \$150,000)	84.1
For-Sale Housing (\$250,000 or more)	77.4
Rental Housing (\$1,250-\$1,875/month)	56.0
Rental Housing (\$1,876 or more/month)	37.5

*High Need = 100.0, Moderate Need = 50.0, Minimal Need = 25.0

Stakeholder respondents were asked to assess the demand for certain housing types within the county. A total of 24 respondents provided feedback to this question with the following results.

Housing Demand by Type	
Housing Type	Weighted Score*
Ranch Homes/Single Floor Plan Units	84.1
Traditional Two-Story Single-Family Homes	82.6
Multifamily Apartments	63.0
Duplex/Triplex/Townhomes	62.0
Mixed-Use/Units Above Retail (Downtown Housing)	52.3
Condominiums	50.0
Low Cost Fixer-Uppers (Single-Family Homes)	47.7
Single-Room Occupancy (SRO)	45.5
Manufactured/Mobile Homes	42.9
Accessory Dwelling Units/Tiny Houses	40.5

*High Need = 100.0, Moderate Need = 50.0, Minimal Need = 25.0

In addition to the responses summarized in the preceding table, two respondents provided open-ended feedback to the previous question. Additional housing needs cited by respondents included *the need for single-room occupancy units for persons in recovery from substance abuse disorders and behavioral health conditions, and the need for affordable senior housing.*

Stakeholder respondents were asked to identify the three most common housing issues experienced in the county. A total of 24 respondents provided insight to this question with the following distribution.

Common Housing Issues Experienced			
Housing Issue	Share of Respondents	Housing Issue	Share of Respondents
Limited Availability	75.0%	Absentee Landlords	20.8%
Rent Affordability	54.2%	Lack of Access to Public Transportation	12.5%
Outdated Housing (Need to Modernize)	41.7%	High Cost of Maintenance/Upkeep	8.3%
Home Purchase Affordability	41.7%	Lack of Rental Deposit	4.2%
Investors Buying Properties and Increasing Rents/Prices	29.2%	Failed Background Checks	4.2%
Lack of Down Payment for Purchase	25.0%	Conversion of Housing Units into Vacation/Seasonal Rentals	4.2%
Substandard Housing (Quality/Condition)	20.8%	Overcrowded Housing	0.0%
High Cost of Renovation	20.8%	Foreclosure	0.0%

Stakeholder respondents were asked to rank the priority that should be given to specific construction types of housing in the county. A total of 24 respondents provided insight into this question with the following results.

Priority of Housing Construction Types	
Construction Type	Weighted Score*
New Construction	82.6
Clear Blighted/Unused Structures to Create Land for New Development	79.2
Repair/Renovation/Revitalization of Existing Housing	78.1
Mixed-Use (Residential with Commercial)	53.4
Adaptive Reuse (i.e., Warehouse Conversion to Residential)	47.6

*High Priority = 100.0, Moderate Priority = 50.0, Low Priority = 25.0

Stakeholder respondents were asked to identify common barriers or obstacles that exist in the county that limit residential development. A total of 24 respondents provided feedback to this question with the following distribution.

Common Barriers/Obstacles to Residential Development			
Barrier/Obstacle	Share of Respondents	Barrier/Obstacle	Share of Respondents
Availability of Land	66.7%	Community Support	16.7%
Development Costs	62.5%	Crime/Perception of Crime	16.7%
Cost of Infrastructure	58.3%	Local Government Regulations ("red tape")	16.7%
Cost of Labor/Materials	58.3%	Lack of Public Transportation	4.2%
Lack of Buildable Sites	45.8%	Lack of Parking	4.2%
Lack of Infrastructure	45.8%	Government Fees	4.2%
Cost of Land	41.7%	Housing Converting to Short-Term/Vacation Rentals	4.2%
Financing	29.2%	Land/Zoning Regulations	4.2%
Neighborhood Blight	25.0%	Lack of Community Services	0.0%

Stakeholder respondents were asked to identify what they believe represent the best options to reduce or eliminate barriers to residential development in the county. A total of 23 respondents provided insight into this question with the following results.

Options to Reduce/Eliminate Barriers to Residential Development			
Option	Share of Respondents	Option	Share of Respondents
Collaboration between Public and Private Sectors	52.2%	Expanding Grant Seeking Efforts	13.0%
Tax Abatements/Credits	52.2%	Establishment of a Housing Trust Fund (Focuses on Preservation/Development of Affordable Housing)	13.0%
Government Assistance with Infrastructure	39.1%	Establish Rental Inspection Program	13.0%
Establish Centralized Developer/Builder Resource Center	34.8%	Revisiting/Modifying Zoning (e.g., Density, Setbacks, etc.)	13.0%
Pooling of Public, Philanthropic, and Private Resources	30.4%	Government Sale of Public Land/Buildings at Discount or Donated	13.0%
Housing Gap/Bridge Financing	21.7%	Removal of City Fines/Fees/Liens on Existing Homes to Encourage Transactions	13.0%
Inform/Educate Development Community on Local Opportunities	21.7%	Waiving/Lowering Development Fees	13.0%
Educate the Public on the Importance of Different Types of Housing	17.4%	Establishment of Land Banks	8.7%
Establish Rental Registry	17.4%	Building Consensus among Communities/Advocates	4.3%
Educating the Public on Importance of Housing	17.4%	Support/Expand Code Enforcement	4.3%

Stakeholder respondents were asked which factors are most critical to the geographic location of new residential development. Respondents could select up to three factors. A total of 24 respondents provided feedback to this question with the following distribution.

Factors Critical to Geographic Location of New Residential Development			
Factor	Share of Respondents	Factor	Share of Respondents
Access to Infrastructure (Water/Sewer/High-Speed Internet)	66.7%	Access to Highways/Thoroughfares	25.0%
Quality of life	62.5%	Surrounding Land Uses/Neighborhoods	25.0%
Proximity To Community Services (Shopping, Entertainment, Recreation, etc.)	58.3%	Bikeability	12.5%
Proximity to Work	58.3%	Local Taxes	12.5%
Quality of Schools	50.0%	Walkability	8.3%
Safety/Crime	45.8%	Access to Public Transit	4.2%

Stakeholder respondents were given a list of initiatives and asked to identify those that should be areas of focus for the county. A total of 24 respondents provided insight into this question with the following results.

Areas of Focus			
Initiative	Share of Respondents	Initiative	Share of Respondents
Developing New Housing	83.3%	Addressing Crime	37.5%
Accessibility to Key Community Services (e.g., Healthcare, Childcare, etc.)	58.3%	Accessibility to Recreational Amenities	33.3%
Removal/Mitigation of Residential Blight	45.8%	Critical Home Repair	20.8%
Adding Community Services (Shopping, Entertainment, Recreation, etc.)	37.5%	Unit Modifications to Allow Aging In Place	8.3%
Renovating/Repurposing Buildings for Housing	37.5%	Improving Public Transportation	4.2%

Stakeholders were asked if they would like to share any additional comments about housing challenges or opportunities in Cabell County. A total of six respondents provided relevant open-ended comments. Topics cited by respondents included: *the need for more affordable housing options, the lack of available inventory, high interest rates, the need to spread new construction evenly, the lack of buildable land, the removal of blighted buildings, access to capital, the need for municipalities to partner with developers to build within city limits, better identification of opportunities to develop new construction, and the need to obtain contiguous parcels for larger developments.*

Stakeholder Survey Conclusions

Based on the feedback provided by area stakeholders, it appears that Cabell County is most in need of ranch homes/single-floor plan units, traditional two-story single-family homes, and multifamily apartments. The most needed housing by price point includes for-sale housing between \$150,000 and \$250,000 and rental units with rents less than \$1,250 per month. Respondents indicated that limited availability, rent affordability, outdated housing, and home purchase affordability are the most prevalent housing issues in the county. When asked about priority of housing construction types, respondents gave similar weight of importance to new construction, the clearing of blighted structures, and the repair or renovation of existing structures. The most common barriers or obstacles to residential development cited by stakeholders were availability of land, development costs, the cost of infrastructure, and the cost of labor/materials. Over one-half of stakeholders noted that the collaboration between public and private sectors and tax abatements/credits could be utilized as options to reduce or eliminate barriers to residential development, while over one-third of stakeholders cited government assistance with infrastructure and the establishment of a centralized developer/builder resource center as other options to reduce development barriers. Stakeholders believe that the access to infrastructure, quality of life, proximity to community services and proximity to work are the most critical factors in determining the location of new residential developments. Overall, a majority of

stakeholders believe that the development of new housing and increasing accessibility to key community services, such as healthcare and childcare, should be the top areas of focus for the county.

Stakeholder Summary

The following table summarizes the top stakeholder responses to critical questions contained within this survey.

Cabell County, West Virginia Summary of Stakeholder Survey Results		
Category	Top Needs / Issues	Consensus
Housing Needs by Price Point	<ul style="list-style-type: none"> For-Sale Housing (\$150,000-\$250,000) Rental Housing (Less than \$1,250/Month) For-Sale Housing (Less than \$150,000) For-Sale Housing (\$250,000 or More) 	91.3* 90.6* 84.1* 77.4*
Housing Demand by Housing Type	<ul style="list-style-type: none"> Ranch Homes/Single Floor Plan Units Traditional Two-Story Single-Family Homes Multifamily Apartments Duplex/Triplex/Townhomes Mixed-Use/Units Above Retail (Downtown Housing) 	84.1* 82.6* 63.0* 62.0* 52.3*
Common Housing Issues Experienced	<ul style="list-style-type: none"> Limited Availability Rent Affordability Outdated Housing (Need to Modernize) Home Purchase Affordability 	75.0% 54.2% 41.7% 41.7%
Priority by Construction Type	<ul style="list-style-type: none"> New Construction Clear Blighted/Unused Structures to Create Land for New Development Repair/Renovation/Revitalization of Existing Housing 	82.6* 79.2* 78.1*
Common Barriers/Obstacles to Residential Development	<ul style="list-style-type: none"> Availability of Land Development Costs Cost of Infrastructure Cost of Labor/Materials Lack of Buildable Sites Lack of Infrastructure 	66.7% 62.5% 58.3% 58.3% 45.8% 45.8%
Options to Reduce/Eliminate Barriers to Residential Development	<ul style="list-style-type: none"> Collaboration between Public and Private Sectors Tax Abatements/Credits Government Assistance with Infrastructure Establish Centralized Developer/Builder Resource Center Pooling of Public, Philanthropic, and Private Resources 	52.2% 52.2% 39.1% 34.8% 30.4%
Factors Critical to Geographic Location of New Residential Development	<ul style="list-style-type: none"> Access to Infrastructure (Water/Sewer/High-Speed Internet) Quality of Life Proximity to Community Services (Shopping, Entertainment, etc.) Proximity to Work Quality of Schools 	66.7% 62.5% 58.3% 58.3% 50.0%
Areas of Focus	<ul style="list-style-type: none"> Developing New Housing Accessibility to Key Community Services (e.g., Healthcare, Childcare) Removal/Mitigation of Residential Blight Adding Community Services (Shopping, Entertainment, etc.) Renovating/Repurposing Buildings for Housing Addressing Crime 	83.3% 58.3% 45.8% 37.5% 37.5% 37.5%

*Denotes weighted score

C. EMPLOYER SURVEY RESULTS

A total of 40 representatives from area employers (five from Cabell County) responded to the regional housing survey with the following results. Note that percentages may not add up to 100.0% due to rounding or because respondents were able to select more than one answer. It is also important to understand that while the distribution of responses from the Cabell County employers is provided for a majority of the questions in this survey, these distributions are provided only as a reference. As such, the regional feedback of employers likely reflects a more accurate representation of the overall current conditions in the area.

Employer respondents were asked to provide the location (county) of their primary place of business. A total of 40 employers provided an answer to this question with the following distribution. Note that respondents could select more than one county.

Employer Respondents by Location of Primary Business					
County	Number	Share	County	Number	Share
Boone	0	0.0%	Lincoln	0	0.0%
Cabell	5	10.4%	Mason	19	39.6%
Clay	0	0.0%	Putnam	5	10.4%
Jackson	8	16.7%	Roane	4	8.3%
Kanawha	5	10.4%	Wayne	2	4.2%

Employer respondents were asked to describe the primary activity of their business. A total of 40 employers provided a response to this question with the following results.

Employer Respondents by Primary Business Type					
Business Type	Number	Share	Business Type	Number	Share
Manufacturing	10	25.0%	Professional (Accounting, Legal, etc.)	4	10.0%
Education	8	20.0%	Retail	3	7.5%
Healthcare	7	17.5%	Restaurant/Food Service	1	2.5%
Other	6	15.0%	Tourism	1	2.5%

Among the employers that selected “Other” as their business type, primary activities included banking, distribution, farming, transportation, and warehousing. Among the respondents from *Cabell County*, the distribution of respondents by primary business type included: professional (two respondents, 40.0%), healthcare (two respondents, 40.0%), and manufacturing (one respondent, 20.0%).

Employer respondents were asked to approximate the number of people they employ locally. A total of 38 employers provided feedback to this question. Based on the survey responses, approximately 10,750 individuals are employed by these companies with the following distribution of companies by number of individuals employed. Note that the five employers from *Cabell County* that responded to the survey employ a total of 753 employees, with individual firm sizes ranging between five and 280 employees.

Distribution of Employers by Number of Employees				
Number of Employees	Cabell County		Region	
	Number of Employers	Share of Employers	Number of Employers	Share of Employers
Less than 25	2	40.0%	13	34.2%
25 to 99	0	0.0%	9	23.7%
100 to 249	1	20.0%	3	7.9%
250 to 500	2	40.0%	5	13.2%
More than 500	0	0.0%	8	21.1%

Employer respondents were asked to approximate the number of employees by employment status (part-time, full-time, seasonal). A total of 37 respondents provided feedback to this question with the following distribution of employees by employment status.

Share of Employees by Employment Status		
Employment Status	Share of Employees	
	Cabell County	Region
Part-Time	3.7%	8.2%
Full-Time	96.0%	90.9%
Seasonal	0.3%	0.9%

Employer respondents were asked to approximate the number of *new jobs by annual wages* that their company will create over the next three years. A total of 35 respondents provided insight to this question. The following table summarizes the number of new jobs by salary range.

Estimated New Jobs Created by Annual Salary (Next Three Years)				
Annual Salary	Cabell County		Region	
	Number of New Jobs	Share of New Jobs	Number of New Jobs	Share of New Jobs
Less than \$50,000	54	56.3%	483	26.6%
\$50,000 to \$74,999	28	29.2%	341	18.8%
\$75,000 to \$99,999	13	13.5%	272	15.0%
\$100,000+	1	1.0%	718	39.6%
Total	96	100.0%	1,814	100.0%

As the preceding table illustrates, employer respondents estimate the creation of approximately 1,800 new jobs in the Advantage Valley Region over the next three years. While over one-quarter (26.6%) of the estimated new jobs are projected to have salaries less than \$50,000, it is noteworthy that 39.6% of the new jobs are estimated to have salaries of \$100,000 or higher. Overall, this represents significant job creation with a relatively balanced distribution of salaries within the region. Within *Cabell County*, new job creation of 96 jobs is estimated over the next three years by employer respondents. Of these, 56.3% are projected to have salaries less than \$50,000, while 42.7% are projected to have salaries between \$50,000 and \$100,000. It is important to note, however, that these are estimates provided by respondents based on current economic conditions, and these estimates can change for a variety of reasons at any point in time.

Employer respondents were asked if they have had difficulty attracting or retaining employees due to housing related issues in the past couple of years. A total of 39 respondents provided feedback to this question with the following distribution.

Difficulty Attracting/Retaining Employees Due to Housing Related Issues				
Response	Cabell County		Region	
	Number	Share	Number	Share
Yes	2	40.0%	11	28.2%
No	0	0.0%	15	38.5%
Unknown	3	60.0%	13	33.3%
Total	5	100.0%	39	100.0%

Employer respondents were asked to identify the three most common housing issues or challenges experienced by their respective employees. Employers could select options from a list of common housing issues that was provided. A total of 38 respondents provided feedback to this question with the following distribution of responses.

Housing Issues/Challenges Experienced by Employees				
Housing Issue	Cabell County		Region	
	Number	Share	Number	Share
Lack of Available Housing	3	60.0%	19	50.0%
Housing is Far From Work	1	20.0%	11	28.9%
Unaffordable Rental Housing	0	0.0%	11	28.9%
Outdated Housing (Needs Modernization)	2	40.0%	10	26.3%
Lack of Quality Housing	3	60.0%	9	23.7%
Lack of Modern Housing	1	20.0%	9	23.7%
Housing Doesn't Meet Employee's Needs	1	20.0%	8	21.1%
Unaffordable For-Sale Housing	0	0.0%	7	18.4%
Difficulty Accessing Financing/Credit	0	0.0%	5	13.2%
Renovation/Repair Costs	0	0.0%	4	10.5%
Housing is Flood-Prone	1	20.0%	3	7.9%
Housing is Not Near Community Services	0	0.0%	2	5.3%
Lack of Deposit/Down Payment	0	0.0%	2	5.3%
Other (please specify)	0	0.0%	2	5.3%

Employer respondents were then asked how the housing issues that their employees or prospective employees experience are impacting the company. Employers could select from a list of impact options that was provided. A total of 36 respondents provided feedback to this question. The following table illustrates the distribution of responses.

Impacts for Employers Resulting from Housing Issues					
Cabell County			Region		
Impact	Number	Share	Impact	Number	Share
Difficulty Retaining Employees	2	40.0%	Difficulty Attracting Employees	22	61.1%
Adversely Impacts Productivity	2	40.0%	Difficulty Retaining Employees	11	30.6%
Unable to Grow/Expand Business	2	40.0%	Unknown	9	25.0%
Adversely Impacts Company Morale	2	40.0%	Unable to Grow/Expand Business	7	19.4%
Difficulty Attracting Employees	1	20.0%	Adversely Impacts Productivity	5	13.9%
Adds to Company Costs	1	20.0%	Adversely Impacts Company Morale	4	11.1%
Difficult to Stay In Business	0	0.0%	Adds to Company Costs	3	8.3%
Unknown	0	0.0%	Other	2	5.6%

Employer respondents were then asked if additional housing were provided in the region that adequately served the needs of employees, to what degree would this increase the likelihood that their company would employ more people over the next three years. A total of 39 respondents supplied answers to this question with the following distribution.

Likelihood of Increasing Number of Employees if Adequate Housing Available				
Likelihood	Cabell County		Region	
	Number	Share	Number	Share
Much More Likely	2	40.0%	10	25.6%
Somewhat Likely	3	60.0%	17	43.6%
Not Likely/No Impact	0	0.0%	4	10.3%
Unknown	0	0.0%	8	20.5%

Employer respondents were asked how many additional employees their company would hire in the next three years if housing were not an issue. A total of 39 respondents provided insight into this question. While 32 respondents, or 82.1%, indicated that they “did not know” the effect, two respondents (5.1%) noted that housing changes would not affect hiring. **Five** respondents, or **12.8%**, indicated that they would hire more staff, totaling up to 31 additional employees. Among *Cabell County* employers, **three** respondents, or 60.0%, indicated that they “did not know” the effect, one respondent did not supply an answer, and **one** indicated that housing changes would result in hiring up to **six** additional employees.

Employer respondents were asked if their company currently provides any type of housing assistance to employees and to specify the type provided. A total of 40 respondents provided feedback to this question with the following insight.

- **29 of the 40** respondents (**72.5%**) indicated that they do not provide any type of housing assistance.
- **Two** respondents (5.0%) did not know if their company provided housing assistance.
- **Nine** respondents (**22.5%**) indicated they provide some type of housing assistance to employees. Housing assistance types cited by respondents include housing allowances, relocation assistance, financial counseling, temporary rental housing, closing cost assistance and utility assistance.

- Among *Cabell County* respondents, assistance types included flexible scheduling, financial counseling, relocation assistance, and temporary assistance with housing costs. Two respondents currently do not provide any type of housing assistance to employees.

Employer respondents were then asked what type of assistance, if any, they would *consider providing* to their employees to assist with housing. A total of 37 respondents provided insight to this question with the following distribution. Note that employers could select more than one type of program.

Employer Provided Housing Assistance Program Consideration		
Program	Share*	
	Cabell County	Region
Housing Relocation Reimbursement	20.0%	29.7%
Housing Relocation Services/Assistance	20.0%	24.3%
Housing Counseling/Placement Services	40.0%	16.2%
Rental Security Deposit Assistance	0.0%	10.8%
Other	0.0%	8.1%
Homebuyer Downpayment Assistance	20.0%	5.4%
Rental Assistance/Subsidy	20.0%	5.4%
Partnering In/Developing Employee Housing	0.0%	5.4%
None	20.0%	37.8%

*Share of employer respondents that indicated they would consider providing the program.

Employer respondents were asked to indicate the level of importance of future government housing programs, policies or initiatives that could be implemented to assist employees with housing, or addressing the market’s housing issues. A total of 37 respondents provided feedback to this question. The following table provides a weighted summary of the responses.

Housing Programs, Policies, and Initiatives by Degree of Importance		
Program	Weighted Score*	
	Cabell County	Region
New Housing Development/Redevelopment	83.3	68.2
Homebuyer Assistance	75.0	54.7
Renter Assistance	41.7	50.7
Direct Government Investment in Land for Workforce Housing (Land Banking)	66.7	41.4
Housing Assistance for Public Employees (Police, Fire, Teachers, etc.)	25.0	39.3

*Most Important = 100.0, Somewhat Important = 50.0, Least Important = 25.0

Employer respondents were asked to identify the three most needed housing price points for their employees. A total of 39 respondents provided insight to this question with the following distribution of responses.

Employee Housing Needs by Product Pricing		
Type of Housing Product (Price)	Share of Respondents	
	Cabell County	Region
Affordable Rental Housing (Under \$1,250/month)	80.0%	74.4%
Entry Level/Workforce For-Sale Housing (Below \$150,000)	80.0%	64.1%
Moderate For-Sale Housing (\$150,000-\$250,000)	40.0%	51.3%
Moderate Market-Rate Rental Housing (\$1,250-\$1,750/month)	0.0%	30.8%
Higher-End For-Sale Housing (Above \$250,000)	40.0%	25.6%
Higher-End Market-Rate Rental Housing (Above \$1,750/month)	0.0%	2.6%

Employer respondents were asked to identify the three most needed types of housing in terms of product type. A total of 39 respondents provided insight to this question with the following distribution of responses.

Employee Housing Needs by Product Type		
Type of Housing Product	Share of Respondents	
	Cabell County	Region
Single-Family Homes (Owner)	100.0%	92.3%
Single-Family Homes (Rental)	60.0%	53.8%
Multifamily Apartments	40.0%	28.2%
Duplex/Townhome (Owner)	40.0%	25.6%
Condominiums (Owner)	20.0%	20.5%
Duplex/Townhome (Rental)	20.0%	17.9%
Mobile Homes/Manufactured Housing	0.0%	17.9%
Condominiums (Rental)	0.0%	12.8%
Short-Term/Workforce Housing	0.0%	10.3%
Senior Housing	0.0%	7.7%
Short-Term Executive Housing	0.0%	5.1%
Dormitories/Shared Living	0.0%	0.0%

Employer respondents were asked to provide any additional comments regarding housing issues and needs that impact employees within the Advantage Valley Region. A total of 10 respondents provided feedback in the form of an open-ended response. One respondent from Cabell County provided open-ended feedback (noted in **bold**). A summary of respondent feedback is included below:

- *Some neighborhoods need improved accessibility (roadways).*
- *There is an overall need for a variety of modern, affordable housing in the area.*
- *New homes need to be of high-quality construction and offer efficiency options.*
- *There has been a lack of builders in the area over the last 10 years.*
- *The forecasted increase in jobs/economic improvement will result in a shortage of affordable and higher-end housing options in the area.*
- *There is a lack of moderately priced for-sale housing (\$250,000 to \$300,000).*

- *There is a need for improved school systems in some areas.*
- *The lack of available rental housing in proximity to shopping and entertainment has resulted in difficulties hiring educators.*

Employer Survey Conclusions

Due to the limited number of employers from Cabell County that participated in the survey, the following conclusions and summary table are based on feedback provided from employers within the entirety of the Advantage Valley Region.

Based on the feedback provided by employers in the Advantage Valley Region, significant job growth over the next three years (over 1,800 jobs) is projected among the employers that participated in the survey. Over one-quarter (28.2%) of employers indicated that they have had difficulty attracting or retaining employees due to housing issues. The most common housing issues experienced by employees in the region include the lack of available housing, the distance of housing in relation to employment, and unaffordable rental housing. Nearly 70% of employers indicated they would be at least “somewhat more likely” to hire additional employees if housing were not an issue in the region. Despite this, 72.5% of respondents indicated they do not currently provide any housing assistance to employees. Among the most common types of housing assistance that would be *considered* by employers include relocation reimbursement and/or relocation services and assistance. Respondents ranked new housing development and redevelopment, homebuyer assistance, and renter assistance among the most important housing programs and policies. In regard to price point and housing types, respondents indicated that affordable rental housing under \$1,250 per month, entry level/workforce for-sale housing under \$150,000, and single-family homes (both for-sale and rental) are the housing types most needed by their respective employees.

Employer Summary

Advantage Valley Region Summary of Employer Survey Results

Category	Findings / Needs / Issues	Consensus/ Share
Estimated New Job Creation by Salary (Next Three Years)	<ul style="list-style-type: none"> • Less than \$50,000 (483 jobs) • \$50,000 to \$74,999 (341 jobs) • \$75,000 to \$99,999 (272 jobs) • \$100,000+ (718 jobs) • Total (1,814 jobs) 	26.6% 18.8% 15.0% 39.6% 100.0%
Difficulty Attracting/Retaining Employees Due to Housing	<ul style="list-style-type: none"> • Yes • No • Unknown 	28.2% 38.5% 33.3%
Housing Issues Experienced by Employees	<ul style="list-style-type: none"> • Lack of Available Housing • Housing is Far From Work • Unaffordable Rental Housing • Outdated Housing (Needs Modernization) 	50.0% 28.9% 28.9% 26.3%
Impacts for Employers from Housing Issues	<ul style="list-style-type: none"> • Difficulty Attracting Employees • Difficulty Retaining Employees • Unable to Grow/Expand Business 	61.1% 30.6% 19.4%
Effects of Adequate Housing Supply for Employers	<ul style="list-style-type: none"> • Much More Likely to Increase Number of Employees • Somewhat Likely to Increase Number of Employees • Potential New Employees Hired (Regionwide) 	25.6% 43.6% Up to 31
Current Housing Assistance Provided by Employer	<ul style="list-style-type: none"> • Do Not Currently Provide Housing Assistance to Employees • Provide Some Type of Housing Assistance to Employees • Unknown 	72.5% 22.5% 5.0%
Housing Assistance Program Consideration	<ul style="list-style-type: none"> • Housing Relocation Reimbursement • Housing Relocation Services/Assistance • Housing Counseling/Placement Services • Rental Security Deposit Assistance 	29.7% 24.3% 16.2% 10.8%
Housing Programs or Policy Importance	<ul style="list-style-type: none"> • New Housing Development/Redevelopment • Homebuyer Assistance • Renter Assistance • Direct Government Investment in Land for Workforce Housing (Land Banking) • Housing Assistance for Public Employees (Police, Fire, Teachers, Etc.) 	68.2* 54.7* 50.7* 41.4* 39.3*
Employee Housing Needs by Product Pricing	<ul style="list-style-type: none"> • Affordable Rental Housing (Under \$1,250/Month) • Entry Level/Workforce For-Sale Housing (Below \$150,000) • Moderate For-Sale Housing (\$150,000-\$250,000) • Moderate Market-Rate Rental Housing (\$1,250-\$1,750/Month) 	74.4% 64.1% 51.3% 30.8%
Employee Housing Needs by Product Type	<ul style="list-style-type: none"> • Single-Family Homes (Owner) • Single Family Homes (Rental) • Multifamily Apartments • Duplex/Townhome (Owner) • Condominiums (Owner) 	92.3% 53.8% 28.2% 25.6% 20.5%

*Denotes weighted score

D. RESIDENT/COMMUTER SURVEY RESULTS

A total of 1,029 individuals (residents and non-residents of the Advantage Valley Region) responded to the housing survey with the following results. A total of 71 respondents (6.9% of the total respondents) are residents of Cabell County. Note that percentages may not add up to 100.0% due to rounding or because respondents were able to select more than one answer.

Current Housing Situation

Respondents were asked what part of the region they currently live in or if they commute to the region for work. A total of 1,029 respondents provided feedback to this question with the following distribution:

Respondents by County of Residence/Commuter Status		
County of Residence/Commuting Status	Number of Respondents	Share of Respondents
Boone County	10	1.0%
Cabell County	71	6.9%
Clay County	12	1.2%
Jackson County	166	16.1%
Kanawha County	133	12.9%
Lincoln County	19	1.8%
Mason County	387	37.6%
Putnam County	77	7.5%
Roane County	80	7.8%
Wayne County	16	1.6%
Regional Commuter	49	4.8%
Non-Resident/Non-Commuter	9	0.9%
Total	1,029	100.0%

Respondents that indicated that they live outside the region but commute to the region for work (commuters) were asked to provide the city and state of their current residence. A total of 49 respondents provided feedback to this question with the following distribution of responses:

Commuters by City/State (County) of Residence					
City/State (County)	Number of Respondents	Share of Respondents	City/State (County)	Number of Respondents	Share of Respondents
Argillite, KY (Greenup)	1	2.0%	Proctorville, OH (Lawrence)	2	4.1%
Belpre, OH (Washington)	1	2.0%	Racine, OH (Meigs)	2	4.1%
Bidwell, OH (Gallia)	6	12.2%	Rutland, OH (Meigs)	2	4.1%
Chesapeake, OH (Lawrence)	1	2.0%	South Point, OH (Lawrence)	3	6.1%
Coolville, OH (Athens)	1	2.0%	Vinton, OH (Gallia)	2	4.1%
Crown City, OH (Gallia)	1	2.0%	Arnoldsburg, WV (Calhoun)	1	2.0%
Gallipolis, OH (Gallia)	18	36.7%	Calhoun, WV (Barbour)	1	2.0%
Middleport, OH (Meigs)	1	2.0%	Ghent, WV (Raleigh)	1	2.0%
Pomeroy, OH (Meigs)	2	4.1%	Mt Zion, WV (Calhoun)	1	2.0%
Portland, OH (Meigs)	1	2.0%	Stumptown, WV (Gilmer)	1	2.0%

Respondents were asked if they rent or own their place of residence. A total of 958 respondents (68 from Cabell County) answered this question with the following distribution:

Respondents by Tenure				
Tenure	Cabell County		Region	
	Number of Respondents	Share of Respondents	Number of Respondents	Share of Respondents
Own	49	72.1%	741	77.3%
Rent	13	19.1%	122	12.7%
I Live With Family and/or Friends	3	4.4%	53	5.5%
Mobile Home (Lot Rent Only)	2	2.9%	14	1.5%
I'm a Caretaker and Do Not Pay Rent	1	1.5%	12	1.3%
Other	0	0.0%	16	1.7%
Total	68	100.0%	958	100.0%

Note that 16 regional respondents (1.7% of the region total) stated “Other” when asked if they rent or own their place of residence. Of the 16 respondents, eight respondents stated that they lived in a home owned by a family member and the remainder of respondents noted a variety of living situations, including a sober living facility and a parsonage.

Respondents were asked to approximate their total monthly housing expenses (including rent/mortgage costs, utilities, taxes, insurance, etc.). A total of 939 respondents (68 from Cabell County) provided answers to this question with the following distribution:

Respondents by Monthly Housing Expenses				
Total Monthly Housing Expenses	Cabell County		Region	
	Number of Respondents	Share of Respondents	Number of Respondents	Share of Respondents
No Expense	0	0.0%	28	3.0%
Up to \$250	2	2.9%	21	2.2%
\$251 - \$500	5	7.4%	62	6.6%
\$501 - \$750	7	10.3%	92	9.8%
\$751 - \$1,000	9	13.2%	147	15.7%
\$1,001 - \$1,250	8	11.8%	97	10.3%
\$1,251 - \$1,500	11	16.2%	126	13.4%
\$1,501 - \$1,750	7	10.3%	96	10.2%
\$1,751 - \$2,000	8	11.8%	95	10.1%
Over \$2,000	11	16.2%	175	18.6%
Total	68	100.0%	939	100.0%

A list of common housing issues was provided and respondents were asked to specify whether they have experienced, or are currently experiencing, any of the issues as they relate to their place of residence. Note that respondents could select more than one answer. Respondents provided feedback to this question with the following distribution:

Housing Issues Experienced				
Housing Issue	Cabell County		Region	
	Number of Respondents	Share of Respondents	Number of Respondents	Share of Respondents
None	24	36.9%	537	52.2%
Cost Burdened (Paying More than 30% of Income Toward Housing Costs)	19	29.2%	153	14.9%
Outdated Housing	14	21.5%	118	11.5%
Substandard Housing (Landlord Did Not Maintain)	12	18.5%	54	5.2%
Overcrowded Housing	10	15.4%	34	3.3%
Did Not have Sufficient Deposit or Down Payment	8	12.3%	67	6.5%
Had to Move in with Family and/or Friends	8	12.3%	53	5.2%
Substandard Housing (I Couldn't Afford to Maintain)	5	7.7%	47	4.6%
Credit Score was Not High Enough for a Lease and/or Mortgage	5	7.7%	77	7.5%
Housing or Lending Discrimination	4	6.2%	16	1.6%
Landlords Won't Accept Housing Choice Vouchers	2	3.1%	26	2.5%
Expiring Lease or Eviction	2	3.1%	15	1.5%
Homelessness	2	3.1%	11	1.1%
Foreclosure	0	0.0%	12	1.2%

A total of 42 respondents within the region cited “Other” when asked about housing issues they experienced or are currently experiencing at their current residence. Relevant topics provided by respondents included: *suitability of housing, investors purchasing properties before publicly listed and inflating housing prices, communication and advertisement of available properties, the need for more single-family housing, the cost of maintenance and lack of service providers, the lack of higher-priced (\$350,000+) for-sale housing, rising cost of utilities, the cost to update older homes, inability to secure financing, and neighborhood blight.*

Current Housing Market

Respondents were asked, in their opinion, what are the top three issues negatively impacting your county's housing market. Respondents were provided with a list of answer choices and were permitted to select up to three choices.

Issues Negatively Impacting Housing Market				
Issue	Cabell County		Region	
	Number of Respondents	Share of Respondents	Number of Respondents	Share of Respondents
Neglected/Blighted Properties/Neighborhood (Poor Condition)	29	44.6%	256	24.9%
High Prices or Rents	22	33.8%	381	37.0%
Not Enough Housing/Rental Options (Few Vacancies)	18	27.7%	74	7.2%
Owners Unable to Afford Home Maintenance/Upkeep	18	27.7%	165	16.0%
Excessive/Rising Utility Costs	17	26.2%	245	23.8%
Mismatch between Local Jobs/Wages and Housing Costs	15	23.1%	203	19.7%
Lack of Features/Amenities (Playground, Street Trees, Well Maintained Sidewalks)	11	16.9%	106	10.3%
Inconvenient/Lack of Community Services (Healthcare, Pharmacies, Shopping)	8	12.3%	96	9.3%
Property/Income Taxes	6	9.2%	147	14.3%
Lack of Jobs	5	7.7%	112	10.9%
Mismatch between Local Jobs and Location of Housing	4	6.2%	40	3.9%
High Crime	4	6.2%	29	2.8%
No Housing to Downsize to	3	4.6%	45	4.4%
Unwelcoming Environment	3	4.6%	30	2.9%
Lack of Quality Schools	2	3.1%	46	4.5%
Too Many Rental Properties (Many Vacancies)	2	3.1%	9	0.9%
Housing Discrimination	2	3.1%	5	0.5%
Lack of Public Transportation	2	3.1%	70	6.8%
Limited Social Services/Assistance Programs	1	1.5%	27	2.6%
No Opinion	1	1.5%	44	4.3%
Housing being Converted to Short-Term/Vacation Rentals	0	0.0%	8	0.8%
Lack of Financing Options	0	0.0%	21	2.0%

Note that 36 respondents selected "Other" as an option and provided additional comments. Some of the relevant topics cited by respondents included: *overall limited availability and increasing costs, the mismatch of the desirability of locations (older housing/lack of community services) and the affordability of housing in the area, availability of apartments for young professionals, limited single-family rental options, lack of code enforcement, the lack of single-story homes for seniors looking to downsize, the need for additional luxury rental options, lack of planning for future developments, homeless persons with substance abuse, the lack of retail options in areas that have developed/are developing, neighborhood blight (both commercial and residential), and lack of road maintenance.*

Respondents were asked to what degree certain housing types are needed in their respective counties. Respondents were provided with several rent ranges and price ranges and asked to rate the need for each price point (high need, minimal need, or no need). A total of 862 respondents (64 in Cabell County) provided feedback. A weighted distribution of selections made by respondents is listed in the following table.

Degree of Need for Future Housing Product Types		
Housing Type by Price Point	Weighted Score*	
	Cabell County	Region
Rental Housing (Less than \$1,250/month)	77.0	30.6
For-Sale Housing (Less than \$150,000)	74.2	79.9
For-Sale Housing (\$150,000 - \$250,000)	55.9	49.6
Rental Housing (\$1,250 - \$1,875/month)	43.5	30.8
For-Sale Housing (Over \$250,000)	31.1	26.9
Rental Housing (Over \$1,875/month)	24.6	16.3

*High Need = 100.0, Minimal Need = 25.0, No Need = 0.0

Respondents were asked to rate the degree of need (high need, minimal need, or no need) for certain *housing styles* in their respective counties. A total of 875 respondents (64 in Cabell County) provided insight into this question. The following table provides a *weighted* summary of respondent feedback.

Degree of Need for Housing Styles		
Housing Type	Weighted Score*	
	Cabell County	Region
Modern Move-In Ready Single-Family Homes	74.6	79.9
Ranch Homes/Single Floor Plan Units	69.9	74.7
Apartments	57.4	64.8
Low Cost Fixer Uppers (Single-Family Homes)	56.0	57.4
Duplex/Triplex/Townhomes	55.6	54.1
Condominiums	40.2	35.6
Single Room Occupancy	38.9	34.8
Accessory Dwelling Unit	31.1	32.0

*High Need = 100.0, Minimal Need = 25.0, No Need = 0.0

Respondents were also permitted to provide open-ended statements regarding the need for housing styles in the region. A total of 11 respondents provided statements. Responses included the need for all types of housing options, low-income housing, a need to renovate older homes, and greater density.

Respondents were asked which of the following household groups has the greatest need for housing in their respective counties. A total of 889 respondents (62 in Cabell County) provided feedback with the following distribution.

Greatest Need for Housing by Age Group				
Age Group	Cabell County		Region	
	Number of Respondents	Share of Respondents	Number of Respondents	Share of Respondents
Millennials (Ages 25 to 44)	37	59.7%	533	60.0%
Middle Age (Ages 45 to 54)	15	24.2%	99	11.1%
Young Persons (Under Age 25)	6	9.7%	129	14.5%
Seniors (Ages 65+)	2	3.2%	79	8.9%
Empty Nesters (Ages 55 to 64)	2	3.2%	32	3.6%
Disabled	0	0.0%	17	1.9%
Total	62	100.0%	889	100.0%

Respondents were also asked to share any other comments or concerns about housing in their respective counties. A total of 14 respondents from Cabell County shared comments and/or concerns. Topics cited by respondents include:

- *The need to demolish older, blighted structures, build new homes, and renovate existing homes.*
- *Much of the affordable housing is purchased by rental groups that target college students and do not maintain the properties.*
- *There is a need for housing for low-wage workers, students, young families, seniors, and people with disabilities.*
- *There is a lack of quality apartments for young professionals within the city of Huntington.*
- *There is a lack of modern housing options offered for graduates of Marshall University.*
- *There are few options available for first-time homebuyers in desirable neighborhoods, or that do not require extensive renovations.*
- *Drugs, crime, and the rising cost of living are contributing to the housing issues in the area.*
- *There is a need for independent living options for seniors on a fixed income.*

Interest in Living in the Region

Note that the summaries for each of the following questions are based on responses from residents within the 10-county Advantage Valley Region and regional non-resident commuters.

Respondents were asked if they would have any interest in living in any of the Advantage Valley Region's 10 counties if they lived outside the region. A total of 904 respondents provided answers to this question with the following distribution.

Respondents by Area of Interest		
Area of Interest	Number of Respondents	Share of Respondents
Boone County	5	0.6%
Cabell County	24	2.7%
Clay County	6	0.7%
Jackson County	38	4.2%
Kanawha County	31	3.4%
Lincoln County	26	2.9%
Mason County	49	5.4%
Putnam County	29	3.2%
Roane County	18	2.0%
Wayne County	9	1.0%
I live in one of the listed counties	553	61.2%
I do not want to live in any of the listed counties	116	12.8%
Total	904	100.0%

Respondents were asked what their level of interest was in moving closer to newer employment opportunities within certain areas of the region. A total of 882 respondents provided feedback to this question with the following distribution.

Interest in Moving Closer to Employment Opportunities Within Region		
Level of Interest	Number of Respondents	Share of Respondents
Not at all Interested	478	54.2%
Somewhat Interested	178	20.2%
Very Interested	109	12.4%
Extremely Interested	85	9.6%
I am a remote worker	32	3.6%
Total	882	100.0%

As a follow up question, respondents were asked what type of housing they would seek if they were to move closer to employment opportunities in the region. A total of 885 respondents provided answers to this question with the following distribution.

Type of Housing Sought by Respondents Relocating for Employment		
Type of Housing	Number of Respondents	Share of Respondents
Homeownership	404	45.6%
I have no interest in moving	318	35.9%
Rental	72	8.1%
I do not know	55	6.2%
No Preference	36	4.1%
Total	885	100.0%

Respondents that showed interest in relocating for work (based on responses to previous questions in the survey) were asked additional questions regarding the type of housing they would be interested in living in. These respondents were asked the following questions:

*What style of housing would you be interested in living in within the region?
(Responses listed below).*

Level of Interest – Housing Styles in Region			
Housing Style	Share of Respondents	Housing Style	Share of Respondents
Modern Move-In Ready Single-Family Home	79.6%	Condominium	13.0%
Ranch Homes/Single Floor Plan Unit	64.1%	Senior Living	6.3%
Low Cost Fixer Upper	24.8%	Accessory Dwelling Unit (ADU)	4.2%
Duplex/Triplex/Townhome	23.3%	Single-Room Occupancy	3.6%
Apartment	17.6%		

*How many bedrooms would you require if you were to live in the region?
(Responses listed below).*

Number of Bedrooms Needed for Housing in Region		
Number of Bedrooms	Number of Respondents	Share of Respondents
Studio	3	0.5%
One-Bedroom	35	6.2%
Two-Bedroom	136	24.2%
Three-Bedroom	283	50.4%
Four-Bedroom+	105	18.7%
Total	562	100.0%

What would you be willing or able to pay per month, including all utility costs, to live in the region? (Responses listed below).

Total Amount Willing to Pay for Housing (Including Utility Costs)		
Total Amount	Number of Respondents	Share of Respondents
No Expense	19	3.4%
Up to \$1,000	168	29.9%
\$1,001 - \$1,250	161	28.7%
\$1,251 - \$1,500	103	18.4%
\$1,501 - \$2,000	75	13.4%
Over \$2,000	35	6.2%
Total	561	100.0%

Respondents interested in moving near employment in the region were asked if there was anything besides housing that could be addressed, added, or changed that would increase the likelihood that they would move to a county in the region. Examples provided as part of this question included better schools, better employment opportunities, and more restaurants. A total of 212 respondents provided statements. The most common statements referred to the following topics: restaurants/dining (69 responses), employment/wages (53 responses), schools (37 responses), shopping (34 responses), and recreation/activities (32 responses). Note that many respondents discussed more than one topic as part of their statements.

Demographic Distribution

Respondents were asked to provide their age. A total of 884 respondents (59 in Cabell County) provided answers to this question. The distribution of responses is illustrated in the following table.

Survey Respondent Age Distribution				
Age Range	Cabell County		Region	
	Number of Respondents	Share of Respondents	Number of Respondents	Share of Respondents
18 to 22 years	2	3.4%	25	2.8%
23 to 29 years	8	13.6%	99	11.2%
30 to 39 years	9	15.3%	162	18.3%
40 to 49 years	17	28.8%	221	25.0%
50 to 59 years	14	23.7%	214	24.2%
60 to 75 years	8	13.6%	149	16.9%
76 years or older	0	0.0%	6	0.7%
Prefer not to answer	1	1.7%	8	0.9%
Total	59	100.0%	884	100.0%

Respondents were asked to provide their ethnicity. A total of 883 respondents (59 in Cabell County) provided feedback to this question with the following distribution of responses.

Survey Respondent Ethnicity Distribution				
Ethnicity	Cabell County		Region	
	Number of Respondents	Share of Respondents	Number of Respondents	Share of Respondents
American Indian/Alaskan Native	5	8.5%	16	1.8%
Asian/Pacific Islander	1	1.7%	10	1.1%
Black/African American	7	11.9%	31	3.5%
Hispanic/Latino	1	1.7%	10	1.1%
White/Caucasian	41	69.5%	773	87.5%
Prefer Not to Answer	4	6.8%	31	3.5%
Other	0	0.0%	12	1.4%
Total	59	100.0%	883	100.0%

Respondents were asked to estimate the gross annual income of all residents living in their household. A total of 884 respondents (59 in Cabell County) provided feedback to this question with the following distribution of responses.

Survey Respondent Household Income Distribution				
Income Range	Cabell County		Region	
	Number of Respondents	Share of Respondents	Number of Respondents	Share of Respondents
Less than \$30,000	9	15.3%	76	8.6%
\$30,000 - \$49,999	6	10.2%	120	13.6%
\$50,000 - \$74,999	7	11.9%	161	18.2%
\$75,000 - \$99,999	10	16.9%	159	18.0%
\$100,000 or more	24	40.7%	301	34.0%
Prefer not to answer	3	5.1%	67	7.6%
Total	59	100.0%	884	100.0%

Resident/Commuter Survey Conclusions

Based on the feedback provided by residents of Cabell County, it appears that housing cost burden (paying more than 30% of income toward housing costs), outdated housing, and substandard rental housing are the most common housing issues experienced in the county. Neglected or blighted properties and neighborhoods and high prices or rents were rated as the top issues negatively impacting the local housing market. Residents believe that the county is most in need of affordable rental housing (less than \$1,250/month) and for-sale housing priced at \$150,000 or lower. Modern move-in ready homes, ranch style homes, and apartments were cited as the housing styles most needed within the county, and a majority (59.7%) of respondents indicated that housing for millennials (ages 25 to 44) was the greatest need in terms of housing by age group. When regional survey respondents were asked what their level of interest was in moving closer to employment opportunities, nearly one-quarter (22.0%) of respondents indicated that were at least “very interested” in relocating closer to employment.

Resident/Commuter Summary

**Cabell County, West Virginia
Summary of Resident/Commuter Survey Results**

Category	Top Needs / Issues	Consensus
Housing Issues Experienced	<ul style="list-style-type: none"> • None • Cost Burdened (Paying more than 30% of income toward housing costs) • Outdated housing • Substandard Housing (Landlord Did Not Maintain) • Overcrowded Housing 	<p>36.9%</p> <p>29.2%</p> <p>21.5%</p> <p>18.5%</p> <p>15.4%</p>
Issues Negatively Impacting Housing Market	<ul style="list-style-type: none"> • Neglected/Blighted Properties/Neighborhood (Poor Condition) • High Prices or Rents • Not Enough Housing/Rental Options (Few Vacancies) • Owners Unable to Afford Home Maintenance/Upkeep • Excessive/Rising Utility Costs 	<p>44.6%</p> <p>33.8%</p> <p>27.7%</p> <p>27.7%</p> <p>26.2%</p>
Degree of Need for Future Housing Product Types	<ul style="list-style-type: none"> • Rental Housing (Less than \$1,250/Month) • For-Sale Housing (Less than \$150,000) • For-Sale Housing (\$150,000 - \$250,000) 	<p>77.0*</p> <p>74.2*</p> <p>55.9*</p>
Degree of Need for Housing Styles	<ul style="list-style-type: none"> • Modern Move-In Ready Single-Family Homes • Ranch Homes/Single Floor Plan Units • Apartments • Low Cost Fixer Uppers (Single-Family Homes) • Duplex/Triplex/Townhomes 	<p>74.6*</p> <p>69.9*</p> <p>57.4*</p> <p>56.0*</p> <p>55.6*</p>
Greatest Need for Housing by Age Group	<ul style="list-style-type: none"> • Millennials (Ages 25 to 44) • Middle Age (Ages 45 to 54) • Young Persons (Under Age 25) 	<p>59.7%</p> <p>24.2%</p> <p>9.7%</p>
Interest in Moving Closer to Employment Opportunities (Regional Respondents)	<ul style="list-style-type: none"> • Extremely Interested • Very Interested • Somewhat Interested • Not at all Interested 	<p>9.6%</p> <p>12.4%</p> <p>20.2%</p> <p>54.2%</p>

*Denotes weighted score

E. BUILD WEST VIRGINIA ACT STAKEHOLDER SURVEYS

A total of 12 individuals from various organizations responded to a survey developed to solicit input related to the potential Build West Virginia Act certified district designation. Respondents provided open-ended responses to a series of questions regarding current employment and housing conditions and the potential impacts of a certified Build West Virginia district designation. All 12 respondents are currently active in or involved with the city of Huntington and/or Cabell County in some capacity and include bankers, chamber of commerce members, real estate developers, commercial and retail developers, realtors, contractors, county government members, representatives of higher education, manufacturers, and public health officials.

Q1: What is your organization's general background (e.g., economic development, chamber of commerce, local government entity like planning or zoning, private developer, lender, investor, other)?

Survey respondents include individuals representing stakeholders from a variety of backgrounds which include:

- Real Estate Development
- Banking
- Chamber of Commerce
- Commercial/Retail Development
- Contracting
- County Government
- Private Developer
- Higher Education
- Real Estate Sales and Leasing
- Manufacturing
- Public Health Administration

Q2: Is your organization/entity active in or involved with the City of Huntington and/or Cabell County?

All 12 respondents indicated that their respective organization is currently active in or involved with the city of Huntington and/or Cabell County in some capacity. Areas of notable involvement include, but are not limited to, higher education institutions (Marshall University and Mountwest Community and Technical College), major healthcare centers (Cabell Huntington Hospital), commercial and retail hubs (Merritt Creek Farm, Tanyard Station, and Stadium Center), area residential development, and manufacturing.

Q3: Generally speaking, what are the employment and housing needs within the proposed certified district (Huntington):

- a. **Employment Needs** (e.g., additional local workers, attract new workers, attract skilled workforce, attract specific industry sector workforce, replace retiring working, convert established workforce to meet changing employer needs, etc.)

Notable responses from stakeholders related to the employment needs in the area include:

- Reliable, competent workforce for small business owners
- Skilled workers for new developments in the area (medical, advanced manufacturing, cyber security, information technology, etc.)
- Skilled tradesmen/vocationally trained individuals
- Young professionals
- Conversion of established employee base to meet needs of new employers

b. Housing Needs (e.g., affordable workforce housing, executive/management housing, temporary employee housing, rentals vs. for-sale housing, housing for young adults vs. middle-aged or other age groups, first-time homebuyers, etc.)

Based on feedback from stakeholders, a variety of housing options is needed within Huntington and Cabell County. A number of stakeholders cited the new employment opportunities in the region and growing presence of the medical and information technology fields in the area as the primary factors in their response to this question. Many stakeholders further noted that these housing options are needed in order to attract and retain the workforce required for the economic investments in the region and to retain young professionals in the area. Some common housing needs cited by respondents include:

- High quality, market-rate rentals and for-sale product such as townhomes or mixed-use options near major employers and downtown (for young professionals)
- Mid- to higher-priced for-sale homes (\$200,000 and higher) in the eastern portion of Cabell County, nearer to the new industrial developments
- More moderately priced (\$200,000 to \$300,000) for-sale homes between 1,500 and 3,000 square feet
- Affordable and moderately priced housing in downtown area, including rental alternatives
- More modern/new housing options for a variety of income levels
- Quality for-sale housing options for first-time homebuyers
- Temporary housing to accommodate incoming projects

Q4: Please give your opinion on how the certified district designation (with its corresponding tax incentives for residential development) may have a significant and positive economic impact on the Huntington or Cabell County market and the state overall (e.g., help bridge the residential development financing gap on certain projects, encourage investors to be involved with real estate activity in Huntington, give lenders comfort with viability of projects, help employers attract more workers, encourage employers to invest more in their business, etc.).

The resounding consensus of stakeholders is that the Build West Virginia designation will have a profound impact on Huntington and Cabell County. A majority of respondents noted that the designation would improve the financial feasibility of projects, increase interest from larger developers, revitalize specific areas of the county, and improve confidence in employers by increasing the workforce base in the area. Some noteworthy comments from respondents include:

- *“The proposed designation would help residential development projects achieve financial feasibility...This designation would be transformational for the attraction of private, non-student oriented residential development and investment into Cabell County.”*
- *“It is currently not profitable to build new construction in our region...There is no incentive to build when the profit margin is next to zero. If there are incentives such as tax reductions or eliminations, it will help increase the amount of speculative investment in housing...”*
- *“This would encourage potential developers to build within Huntington and the surrounding county. It would offer a great incentive to attract new investments into housing and make employers more comfortable with investing in our community.”*
- *“Having affordable housing will help to attract a viable workforce to the area and bridge the gap of affordability for first-time buyers.”*
- *“This is critical to the revitalization of Huntington, and specifically to the West Huntington area.”*
- *“Historically, the Huntington market has had very little interest from national developers...The incentives offered with this act will encourage interest from larger developers.”*

Q5: If Huntington receives the certified district designation under the Act (making it eligible for tax incentives), do you believe this will result in one or more certified projects likely being started and completed in a timely fashion (e.g., provide insight on any specific projects more likely to proceed with tax incentives or simply the types of projects you could see being built)?

In total, 11 of the 12 stakeholders (91.7%) indicated the designation would result in the completion of additional projects (one respondent noted they were not qualified to answer the question). Respondents indicated that several planned projects would achieve financial viability with the designation (for-sale townhomes and market-rate rentals), speculative residential construction would likely increase, it would encourage long-term development plans, create confidence for additional employers to enter the area, and offset recent increases in interest rates which have slowed development.

Q6: Provide your opinion on whether the certified district will, directly or indirectly, improve opportunities for the successful establishment or expansion of other commercial businesses.

Based on responses from stakeholders, 100.0% of respondents believe the designation will improve opportunities for commercial businesses. Specifically, stakeholders indicated that it would provide support for the growth and development of businesses, increase the workforce from which employers can recruit, attract new businesses to the county, reduce commute times by allowing individuals to live closer to employment, improve the overall appeal of many neighborhoods, and retain more of the workforce by improving quality of life for residents.

Q7: Provide your opinion on whether the certified district will, directly or indirectly, assist in the creation of additional employment opportunities in the area or in filling the currently available jobs.

Overall, 100.0% of respondents indicated that the certified district would have a positive influence on employment opportunities or aid in filling currently available jobs. Stakeholders indicated that employers evaluate workforce housing options when deciding where to locate, and a lack of options can prevent new businesses and existing employees from relocating or transferring to the area. Additionally, respondents believe the designation would result in the creation of various construction jobs, support existing businesses, and increase tax revenue, which will assist in revitalization and attract more investment to the area.

Q8: Provide your opinion on whether the certified district will help to diversify the local economy. If so, in what ways (e.g., more commercial development downtown or elsewhere, help companies fill jobs in new or innovative job sectors, help the area attract new businesses, etc.)?

Among the respondents that provided feedback to this question, nine respondents (81.8%) indicated that the designation would help diversify the local economy, and one respondent (9.1%) was unsure if it would diversify the economy but believed it would strengthen the existing commitments in the economy. Respondents noted that the designation would *attract new companies to the area, increase the population base of the area to better support current and expanded business activity, attract new professionals and the corresponding business types to the area, provide modern housing that is desired for technology-related and other innovative fields, and reduce/reverse the loss of employers that has occurred over the years due to substandard housing conditions.*

Q9: Please provide any other relevant input on economic development and housing needs in the Huntington market that may assist in establishing the Huntington area as a certified district under the Act.

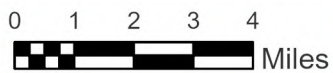
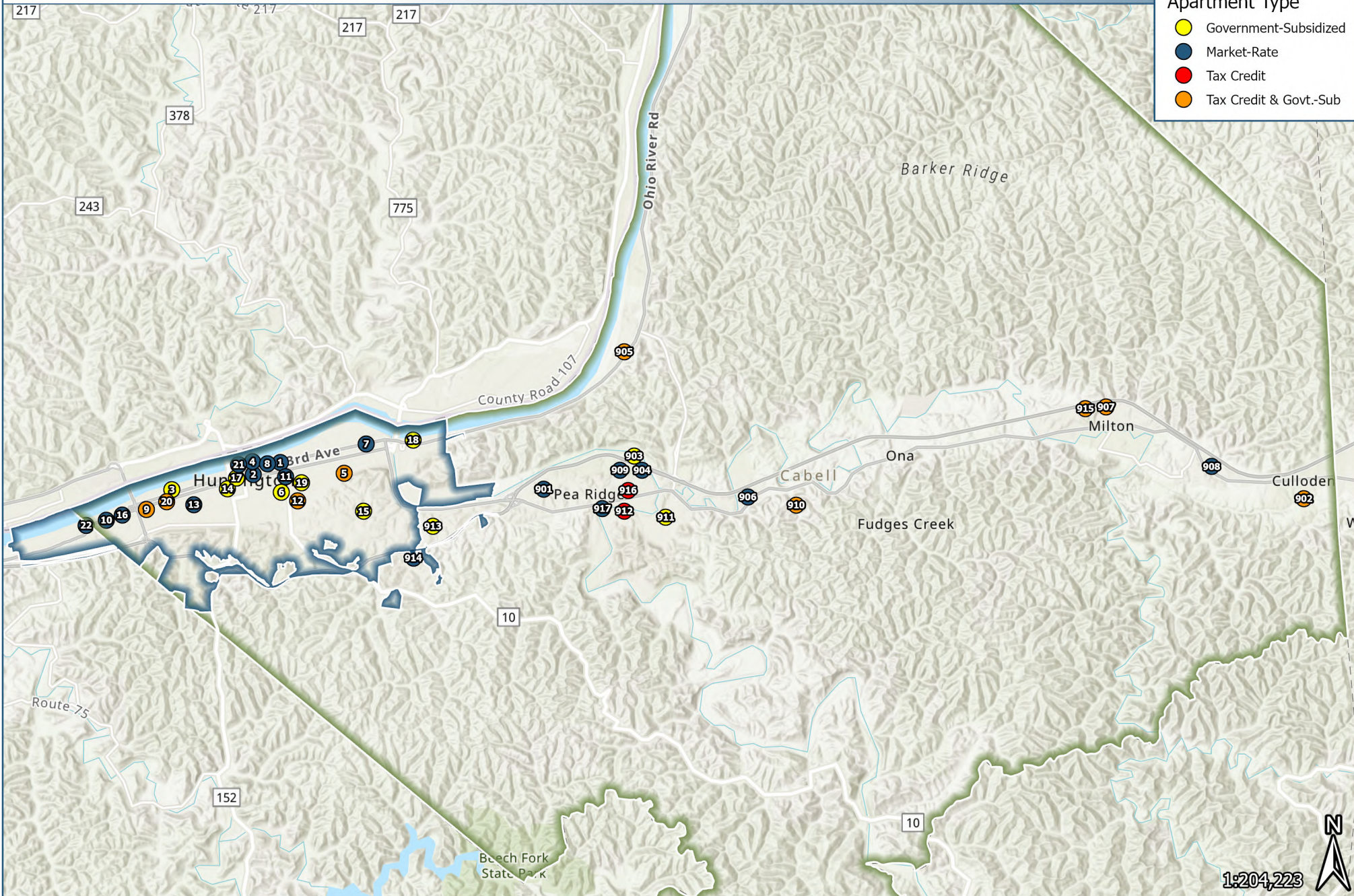
The following summarizes notable additional input from survey respondents:

- New residential development in Huntington will increase the likelihood that targeted companies for new downtown developments (4th Avenue Innovation District and Marshall Health Campus) will locate in the area.
- Access to capital will allow additional businesses to enter the area and support the already announced economic developments in the region.
- New educational investments by Marshall University and the Cabell County Board of Education will result in an increase of young professionals in the area. Additional housing in the area will attract these types of businesses to the area and retain this portion of the workforce.
- The designation will further support the ongoing revitalization effort of the city of Huntington.
- Economic growth and improved housing will have a positive effect on the public health of the area.


















ADDENDUM A:
FIELD SURVEY OF
CONVENTIONAL RENTALS

Apartment Type


















- Government-Subsidized
- Market-Rate
- Tax Credit
- Tax Credit & Govt.-Sub

























Map ID	Property	Prop Type	Quality Rating	Year Built	Total Units	Vacant	Occ. Rate
1	1534 3rd Ave.	MRR	B-	1980	15	0	100.0%
2	945 4th Ave.	MRR	B	1900	26	0	100.0%
3	Adams Landing	GSS	B	1970	85	0	100.0%
4	Angel Lofts	MRR	B+	1904	12	0	100.0%
5	Artisan Heights	TGS	A	2011	22	0	100.0%
6	Carter G. Woodson Apts.	GSS	C-	1995	20	0	100.0%
7	Cyprus Apts.	MRR	C	1976	10	1	90.0%
8	Executive House	MRR	C	1980	16	0	100.0%
9	Founders Landing	TGS	B	1981	66	0	100.0%
10	French Colony Apts.	MRR	C	1973	33	12	63.6%
11	Greentree Apts.	MRR	B	1965	22	0	100.0%
12	Huntington Gardens I	TGS	B	2016	40	0	100.0%
13	Jamestown Apts.	MRR	B	1965	8	0	100.0%
14	Laurel Wood Apts.	GSS	B	1980	6	0	100.0%
15	Marcum Terrace	GSS	C-	1940	280	0	100.0%
16	Monticello Apts.	MRR	B	1971	16	0	100.0%
17	Vanity Fair Apts.	GSS	B	1920	54	0	100.0%
18	W. K. Elliott Garden Apts.	GSS	C	1982	66	0	100.0%
19	Washington Square Apts.	GSS	C	1940	79	0	100.0%
20	West Village Apts.	TGS	B+	2020	47	0	100.0%
21	West Virginia Building	MRR	B+	1925	21	0	100.0%
22	Westmoreland Estates	MRR	B+	1990	109	15	86.2%
901	Country Club	MRR	B-	1978	216	0	100.0%
902	Culloden Greene Apts.	TGS	B-	1985	40	0	100.0%
903	Forest Bluff Apts.	GSS	B-	1981	140	0	100.0%
904	Garden Park	MRR	B+	1989	279	1	99.6%
905	Glenbrier Apts.	TGS	B+	1982	81	0	100.0%
906	Greentree East Apts.	MRR	B	1981	43	0	100.0%
907	Hickory Way	TGS		1989	40	0	100.0%
908	Hidden Brooke	MRR	B	2008	167	0	100.0%
909	Mark Alan Townhouses	MRR	B-	1974	80	16	80.0%
910	Mary Lane Estates	TGS	B	1979	59	0	100.0%
911	Millie Jean Apts.	GSS	B	1987	16	0	100.0%
912	Quinton Court	TAX	B	2008	38	0	100.0%
913	Rotary Gardens Apts.	GSS	B+	1969	144	0	100.0%
914	Seneca Ridge Townhomes	MRR	B	2009	21	1	95.2%




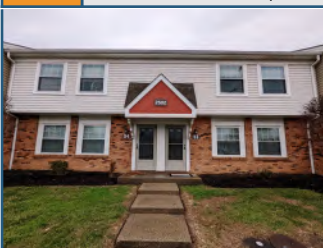

 Comparable Property	 (MIG) Market-Rate, Income-Restricted (not LIHTC) & Govt-Subsidized	 (TIG) Tax Credit, Income-Restricted (not LIHTC) & Govt-Subsidized
 Senior Restricted	 (TAX) Tax Credit	 (INR) Income-Restricted (not LIHTC)
 (MRR) Market-Rate	 (TGS) Tax Credit & Government-Subsidized	 (ING) Income-Restricted (not LIHTC) & Government-Subsidized
 (MRT) Market-Rate & Tax Credit	 (TMI) Tax Credit, Market-Rate, Income-Restricted (not LIHTC)	 (GSS) Government-Subsidized
 (MRG) Market-Rate & Government-Subsidized	 (TIN) Tax Credit & Income-Restricted (not LIHTC)	 (ALL) Tax Credit, Market-Rate, Govt-Subsidized & Income-Restricted
 (MIN) Market-Rate & Income-Restricted (not LIHTC)	 (TMG) Tax Credit, Market-Rate & Government-Subsidized	


















Map ID	Property	Prop Type	Quality Rating	Year Built	Total Units	Vacant	Occ. Rate
915	Sue Terrace	TGS	B	1992	40	0	100.0%
916	Victory Place	TAX	B+	2006	50	0	100.0%
917	Waterford Village	MRR	B+	2006	216	0	100.0%

 Comparable Property	 (MIG) Market-Rate, Income-Restricted (not LIHTC) & Govt-Subsidized	 (TIG) Tax Credit, Income-Restricted (not LIHTC) & Govt-Subsidized
 Senior Restricted	 (TAX) Tax Credit	 (INR) Income-Restricted (not LIHTC)
 (MRR) Market-Rate	 (TGS) Tax Credit & Government-Subsidized	 (ING) Income-Restricted (not LIHTC) & Government-Subsidized
 (MRT) Market-Rate & Tax Credit	 (TMI) Tax Credit, Market-Rate, Income-Restricted (not LIHTC)	 (GSS) Government-Subsidized
 (MRG) Market-Rate & Government-Subsidized	 (TIN) Tax Credit & Income-Restricted (not LIHTC)	 (ALL) Tax Credit, Market-Rate, Govt-Subsidized & Income-Restricted
 (MIN) Market-Rate & Income-Restricted (not LIHTC)	 (TMG) Tax Credit, Market-Rate & Government-Subsidized	


1	1534 3rd Ave. 1534 3rd Ave., Huntington, WV 25701	Contact: Anthony Phone: (304) 638-3848
	Total Units: 15 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 1980 BR: 3 Vacant Units: 0 Waitlist: None AR Year: Target Population: Family, Student Yr Renovated: Rent Special: None Notes:	
2	945 4th Ave. 945 4th Ave., Huntington, WV 25701	Contact: Bobbie Phone: (304) 526-4400
	Total Units: 26 UC: 0 Occupancy: 100.0% Stories: 3 w/Elevator Year Built: 1900 BR: 1 Vacant Units: 0 Waitlist: 5 HH AR Year: Target Population: Family Yr Renovated: 1990 Rent Special: None Notes: Rent range due to floor level	
3	Adams Landing 820 Virginia Ave. W, Huntington, WV 25704	Contact: Denise Phone: (304) 525-0939
	Total Units: 85 UC: 0 Occupancy: 100.0% Stories: 3 Year Built: 1970 BR: 1, 2, 3 Vacant Units: 0 Waitlist: 63 HH AR Year: Target Population: Family Yr Renovated: 2003 Rent Special: None Notes: HUD Section 8	
4	Angel Lofts 918 4th Ave, Huntington, WV 25701	Contact: Shane Phone: (304) 634-5993
	Total Units: 12 UC: 0 Occupancy: 100.0% Stories: 4 w/Elevator Year Built: 1904 BR: 0, 1 Vacant Units: 0 Waitlist: 2 HH AR Year: 2018 Target Population: Family Yr Renovated: Rent Special: None Notes: Preleasing & opened 1/2018, stabilized occupancy 6/2018	
5	Artisan Heights 834 28th ST., Huntington, WV 25705	Contact: Angie Phone: (304) 526-4400
	Total Units: 22 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 2011 BR: 3, 4 Vacant Units: 0 Waitlist: None AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes: Tax Credit; HUD Section 8	


 Comparable Property	 (MIG) Market-Rate, Income-Restricted (not LIHTC) & Govt-Subsidized	 (TIG) Tax Credit, Income-Restricted (not LIHTC) & Govt-Subsidized
 Senior Restricted	 (TAX) Tax Credit	 (INR) Income-Restricted (not LIHTC)
 (MRR) Market-Rate	 (TGS) Tax Credit & Government-Subsidized	 (ING) Income-Restricted (not LIHTC) & Government-Subsidized
 (MRT) Market-Rate & Tax Credit	 (TMI) Tax Credit, Market-Rate, Income-Restricted (not LIHTC)	 (GSS) Government-Subsidized
 (MRG) Market-Rate & Government-Subsidized	 (TIN) Tax Credit & Income-Restricted (not LIHTC)	 (ALL) Tax Credit, Market-Rate, Govt-Subsidized & Income-Restricted
 (MIN) Market-Rate & Income-Restricted (not LIHTC)	 (TMG) Tax Credit, Market-Rate & Government-Subsidized	


6	Carter G. Woodson Apts. 8th Ave. & Hal Greer Blvd., Huntington, WV 25701	Contact: Name not given Phone: (304) 526-4432
	Total Units: 20 UC: 0 Occupancy: 100.0% Stories: 1,2 Year Built: 1995 BR: 3 Vacant Units: 0 Waitlist: 80 HH AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes: Public Housing	
7	Cyprus Apts. 2829 3rd Ave., Huntington, WV 25702	Contact: Charles Phone: (304) 523-9424
	Total Units: 10 UC: 0 Occupancy: 90.0% Stories: 2 Year Built: 1976 BR: 1 Vacant Units: 1 Waitlist: None AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes:	
8	Executive House 1424 3rd Ave., Huntington, WV 25701	Contact: Refused Phone: (304) 529-0001
	Total Units: 16 UC: 0 Occupancy: 100.0% Stories: 1 Year Built: 1980 BR: 1 Vacant Units: 0 Waitlist: None AR Year: Target Population: Family Yr Renovated: 2008 Rent Special: None Notes:	
9	Founders Landing 2402 W 5th Ave, Huntington, WV 25704	Contact: Mika Phone: (304) 429-6759
	Total Units: 66 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 1981 BR: 2, 3 Vacant Units: 0 Waitlist: 112 HH AR Year: Target Population: Family Yr Renovated: 2011 Rent Special: None Notes: Tax Credit and HUD Section 8	
10	French Colony Apts. 2305 Adams Ave, Huntington, WV 25704	Contact: Taylor Phone: (304) 429-6388
	Total Units: 33 UC: 0 Occupancy: 63.6% Stories: 2 Year Built: 1973 BR: 0, 1, 2 Vacant Units: 12 Waitlist: None AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes: Rent range due to units with W/D & floor level, or remodeled	


 Comparable Property	 (MIG) Market-Rate, Income-Restricted (not LIHTC) & Govt-Subsidized	 (TIG) Tax Credit, Income-Restricted (not LIHTC) & Govt-Subsidized
 Senior Restricted	 (TAX) Tax Credit	 (INR) Income-Restricted (not LIHTC)
 (MRR) Market-Rate	 (TGS) Tax Credit & Government-Subsidized	 (ING) Income-Restricted (not LIHTC) & Government-Subsidized
 (MRT) Market-Rate & Tax Credit	 (TMI) Tax Credit, Market-Rate, Income-Restricted (not LIHTC)	 (GSS) Government-Subsidized
 (MRG) Market-Rate & Government-Subsidized	 (TIN) Tax Credit & Income-Restricted (not LIHTC)	 (ALL) Tax Credit, Market-Rate, Govt-Subsidized & Income-Restricted
 (MIN) Market-Rate & Income-Restricted (not LIHTC)	 (TMG) Tax Credit, Market-Rate & Government-Subsidized	

11	Greentree Apts. 1615 6th Ave., Huntington, WV 25703		Contact: Jessica Phone: (304) 529-3902	
	Picture Not Available	Total Units: 22 UC: 0 Occupancy: 100.0% BR: 1 Vacant Units: 0 Target Population: Family Rent Special: None Notes:	Stories: 3 Waitlist: 5 HH	Year Built: 1965 AR Year: Yr Renovated:


12	Huntington Gardens I 1661 Doulton Ave., Huntington, WV 25701		Contact: Tabitha ext.120 Phone: (304) 526-4436	
		Total Units: 40 UC: 0 Occupancy: 100.0% BR: 1, 2 Vacant Units: 0 Target Population: Senior 62+ Rent Special: None Notes: Tax Credit (12 units); PBV & Tax Credit (28 units)	Stories: 3 Waitlist: PBV units; 50 HH	w/Elevator Year Built: 2016 AR Year: Yr Renovated:


13	Jamestown Apts. 515 Monroe Ave, Huntington, WV 25704		Contact: Jamie Phone: (304) 453-6720	
		Total Units: 8 UC: 0 Occupancy: 100.0% BR: 1, 3 Vacant Units: 0 Target Population: Family Rent Special: None Notes:	Stories: 2 Waitlist: 30 HH	Year Built: 1965 AR Year: Yr Renovated: 2012


14	Laurel Wood Apts. 432 6th Ave., Huntington, WV 25701		Contact: Chris Phone: (304) 525-5250	
		Total Units: 6 UC: 0 Occupancy: 100.0% BR: 1 Vacant Units: 0 Target Population: Family Rent Special: None Notes: Recovery house for men only; Shared kitchen area	Stories: 3 Waitlist: Yes	Year Built: 1980 AR Year: Yr Renovated: 2000


15	Marcum Terrace 200 Marcum Terr., Huntington, WV 25705		Contact: Monica Phone: (304) 526-4409	
		Total Units: 280 UC: 0 Occupancy: 100.0% BR: 1, 2, 3 Vacant Units: 0 Target Population: Family Rent Special: None Notes: Public Housing	Stories: 2 Waitlist: 6-12 mos	Year Built: 1940 AR Year: Yr Renovated:


✓	Comparable Property	■	(MIG) Market-Rate, Income-Restricted (not LIHTC) & Govt-Subsidized	■	(TIG) Tax Credit, Income-Restricted (not LIHTC) & Govt-Subsidized
◆	Senior Restricted	■	(TAX) Tax Credit	■	(INR) Income-Restricted (not LIHTC)
■	(MRR) Market-Rate	■	(TGS) Tax Credit & Government-Subsidized	■	(ING) Income-Restricted (not LIHTC) & Government-Subsidized
■	(MRT) Market-Rate & Tax Credit	■	(TMI) Tax Credit, Market-Rate, Income-Restricted (not LIHTC)	■	(GSS) Government-Subsidized
■	(MRG) Market-Rate & Government-Subsidized	■	(TIN) Tax Credit & Income-Restricted (not LIHTC)	■	(ALL) Tax Credit, Market-Rate, Govt-Subsidized & Income-Restricted
■	(MIN) Market-Rate & Income-Restricted (not LIHTC)	■	(TMG) Tax Credit, Market-Rate & Government-Subsidized		


















16	Monticello Apts. 2203 Adams Ave, Huntington, WV 25704	Contact: Taylor Phone: (304) 429-6388
		Total Units: 16 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 1971 BR: 1, 2 Vacant Units: 0 Waitlist: None AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes: Rent range due to units with washer/dryer & floor level


17	Vanity Fair Apts. 621 4th Ave., Huntington, WV 25701	Contact: Jimmy Phone: (304) 617-8001
		Total Units: 54 UC: 0 Occupancy: 100.0% Stories: 2 w/Elevator Year Built: 1920 BR: 0 Vacant Units: 0 Waitlist: Yes the HA keeps AR Year: Target Population: Family Yr Renovated: 1990 Rent Special: None Notes: HUD Section 8; Year built & renovation date estimated


18	W. K. Elliott Garden Apts. 510 Bridge St., Huntington, WV 25702	Contact: Tina Phone: (304) 526-4414
		Total Units: 66 UC: 0 Occupancy: 100.0% Stories: 1,2 Year Built: 1982 BR: 1, 2, 3 Vacant Units: 0 Waitlist: 1936 Shared; 6-12 mos AR Year: Target Population: Family Yr Renovated: 2019 Rent Special: None Notes: Public Housing


19	Washington Square Apts. 1620 Artisan Ave., Huntington, WV 25701	Contact: Charity Phone: (304) 526-4400
		Total Units: 79 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 1940 BR: 1, 2, 3 Vacant Units: 0 Waitlist: 1936 HH AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes: Public Housing


20	West Village Apts. 599 10th St W, Huntington, WV 25704	Contact: Jodi Phone: (304) 610-0776
		Total Units: 47 UC: 0 Occupancy: 100.0% Stories: 4 w/Elevator Year Built: 2020 BR: 1, 2 Vacant Units: 0 Waitlist: 5 HH AR Year: Target Population: Senior 55+ Yr Renovated: Rent Special: None Notes: Tax Credit (33 units); PBV/PBRA & Tax Credit (14 units); HOME Funds (2 units); Preleasing, opened & stabilized occupancy 9/2020


<ul style="list-style-type: none">  Comparable Property  Senior Restricted  (MRR) Market-Rate  (MRT) Market-Rate & Tax Credit  (MRG) Market-Rate & Government-Subsidized  (MIN) Market-Rate & Income-Restricted (not LIHTC) 	<ul style="list-style-type: none">  (MIG) Market-Rate, Income-Restricted (not LIHTC) & Govt-Subsidized  (TAX) Tax Credit  (TGS) Tax Credit & Government-Subsidized  (TMI) Tax Credit, Market-Rate, Income-Restricted (not LIHTC)  (TIN) Tax Credit & Income-Restricted (not LIHTC)  (TMG) Tax Credit, Market-Rate & Government-Subsidized 	<ul style="list-style-type: none">  (TIG) Tax Credit, Income-Restricted (not LIHTC) & Govt-Subsidized  (INR) Income-Restricted (not LIHTC)  (ING) Income-Restricted (not LIHTC) & Government-Subsidized  (GSS) Government-Subsidized  (ALL) Tax Credit, Market-Rate, Govt-Subsidized & Income-Restricted
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





21	West Virginia Building 910 4th Ave, Huntington, WV 25701	Contact: Mel Phone: (304) 617-1433
	 <p>Total Units: 21 UC: 0 Occupancy: 100.0% Stories: 15 w/Elevator Year Built: 1925 BR: 1, 2 Vacant Units: 0 Waitlist: None AR Year: 2010 Target Population: Family Yr Renovated: Rent Special: None Notes: Rent range due to upgrades and utility structure (some units include utilities)</p>	


22	Westmoreland Estates 2930 Auburn Rd., Huntington, WV 25704	Contact: Brinley Phone: (304) 525-3055
	 <p>Total Units: 109 UC: 0 Occupancy: 86.2% Stories: 2.5 Year Built: 1990 BR: 2 Vacant Units: 15 Waitlist: None AR Year: Target Population: Family Yr Renovated: Rent Special: 1/2 off Admin fee and app fee Notes: Rent range on unit upgrades & floor level</p>	


901	Country Club 6275 Country Club Dr., Barboursville, WV 25705	Contact: Katie Phone: (304) 736-5994
	 <p>Total Units: 216 UC: 0 Occupancy: 100.0% Stories: 3 Year Built: 1978 BR: 1, 2 Vacant Units: 0 Waitlist: None AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes:</p>	


902	Culloden Greene Apts. 100 Ridge Run Rd., Culloden, WV 25510	Contact: Anthony Phone: (304) 360-9240
	 <p>Total Units: 40 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 1985 BR: 1, 2 Vacant Units: 0 Waitlist: 7 HH AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes: Tax Credit; RD 515, has RA (37 units)</p>	

903	Forest Bluff Apts. 7150 Beech Dr., Huntington, WV 25705	Contact: Tina Phone: (304) 736-1660
	 <p>Total Units: 140 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 1981 BR: 1, 2, 3 Vacant Units: 0 Waitlist: yes AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes: HUD Section 8; Square footage estimated; Select updated units (9) have microwaves; Wait list: 1-br/27 households, 2-br/12 households & 3-br/22 households</p>	

<ul style="list-style-type: none">  Comparable Property  Senior Restricted  (MRR) Market-Rate  (MRT) Market-Rate & Tax Credit  (MRG) Market-Rate & Government-Subsidized  (MIN) Market-Rate & Income-Restricted (not LIHTC) 	<ul style="list-style-type: none">  (MIG) Market-Rate, Income-Restricted (not LIHTC) & Govt-Subsidized  (TAX) Tax Credit  (TGS) Tax Credit & Government-Subsidized  (TMI) Tax Credit, Market-Rate, Income-Restricted (not LIHTC)  (TIN) Tax Credit & Income-Restricted (not LIHTC)  (TMG) Tax Credit, Market-Rate & Government-Subsidized 	<ul style="list-style-type: none">  (TIG) Tax Credit, Income-Restricted (not LIHTC) & Govt-Subsidized  (INR) Income-Restricted (not LIHTC)  (ING) Income-Restricted (not LIHTC) & Government-Subsidized  (GSS) Government-Subsidized  (ALL) Tax Credit, Market-Rate, Govt-Subsidized & Income-Restricted
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904	Garden Park 500 Garden Ln., Barboursville, WV 25705		Contact: Christie Phone: (304) 736-7368	
		Total Units: 279 UC: 0 BR: 0, 1, 2 Target Population: Family Rent Special: None Notes: Rent range due to amenities & floorplans	Occupancy: 99.6% Vacant Units: 1	Stories: 2,3 Waitlist: None


905	Glenbrier Apts. 60 Marti Jo Dr., Huntington, WV 25702		Contact: Marsha Phone: (304) 529-6607	
		Total Units: 81 UC: 0 BR: 2 Target Population: Family Rent Special: None Notes: Tax Credit; RD 515, has RA (62 units)	Occupancy: 100.0% Vacant Units: 0	Stories: 2 Waitlist: 10 HH


906	Greentree East Apts. 3555 Route 60 E, Barboursville, WV 25504		Contact: Kim Ellis Phone: (304) 948-7500	
		Total Units: 43 UC: 0 BR: 1, 2 Target Population: Family Rent Special: None Notes:	Occupancy: 100.0% Vacant Units: 0	Stories: 3 Waitlist: None


907	Hickory Way 1150 Florida St, Milton, WV 25541		Contact: Dan Phone: (304) 356-6391	
	Picture Not Available	Total Units: 40 UC: 0 BR: 2 Target Population: Family Rent Special: None Notes: Tax Credit; RD 515, has RA (28 units)	Occupancy: 100.0% Vacant Units: 0	Stories: 2 Waitlist: 2 HH


908	Hidden Brooke 1 Hidden Brooke Way, Culloden, WV 25510		Contact: Summer Phone: (304) 545-4701	
	Picture Not Available	Total Units: 167 UC: 0 BR: 1, 2, 3 Target Population: Family Rent Special: None Notes:	Occupancy: 100.0% Vacant Units: 0	Stories: 2 Waitlist: 5 HH


 Comparable Property	 (MIG) Market-Rate, Income-Restricted (not LIHTC) & Govt-Subsidized	 (TIG) Tax Credit, Income-Restricted (not LIHTC) & Govt-Subsidized
 Senior Restricted	 (TAX) Tax Credit	 (INR) Income-Restricted (not LIHTC)
 (MRR) Market-Rate	 (TGS) Tax Credit & Government-Subsidized	 (ING) Income-Restricted (not LIHTC) & Government-Subsidized
 (MRT) Market-Rate & Tax Credit	 (TMI) Tax Credit, Market-Rate, Income-Restricted (not LIHTC)	 (GSS) Government-Subsidized
 (MRG) Market-Rate & Government-Subsidized	 (TIN) Tax Credit & Income-Restricted (not LIHTC)	 (ALL) Tax Credit, Market-Rate, Govt-Subsidized & Income-Restricted
 (MIN) Market-Rate & Income-Restricted (not LIHTC)	 (TMG) Tax Credit, Market-Rate & Government-Subsidized	


















909	Mark Alan Townhouses 6507 E. Jefferson Dr., Barboursville, WV 25705	Contact: Conner Phone: (740) 744-4094
		<p>Total Units: 80 UC: 0 Occupancy: 80.0% Stories: 2 Year Built: 1974 BR: 1, 2 Vacant Units: 16 Waitlist: None AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes:</p>


910	Mary Lane Estates 3321 Cyrus Creek Rd., Barboursville, WV 25504	Contact: Connie Phone: (304) 736-3124
		<p>Total Units: 59 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 1979 BR: 1, 2 Vacant Units: 0 Waitlist: 3 HH AR Year: Target Population: Family Yr Renovated: 2010 Rent Special: None Notes: Tax Credit; RD 515, has RA (29 units)</p>


911	Millie Jean Apts. 748 Main St., Barboursville, WV 25504	Contact: Name not given Phone: (304) 763-3320
		<p>Total Units: 16 UC: 0 Occupancy: 100.0% Stories: 1,2 Year Built: 1987 BR: 1, 2 Vacant Units: 0 Waitlist: Yes AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes: RD 515; has RA (16 units)</p>


912	Quinton Court 2 Quinton Ct., Barboursville, WV 25504	Contact: Jodi Phone: (304) 610-0776
		<p>Total Units: 38 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 2008 BR: 1, 2, 3 Vacant Units: 0 Waitlist: 2 HH AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes: Tax Credit</p>


913	Rotary Gardens Apts. 65 Smith Dr., Huntington, WV 25705	Contact: Amanda Phone: (304) 522-7375
		<p>Total Units: 144 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 1969 BR: 1, 2, 3 Vacant Units: 0 Waitlist: 125 HH AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes: HUD Section 8</p>


















<ul style="list-style-type: none">  Comparable Property  Senior Restricted  (MRR) Market-Rate  (MRT) Market-Rate & Tax Credit  (MRG) Market-Rate & Government-Subsidized  (MIN) Market-Rate & Income-Restricted (not LIHTC) 	<ul style="list-style-type: none">  (MIG) Market-Rate, Income-Restricted (not LIHTC) & Govt-Subsidized  (TAX) Tax Credit  (TGS) Tax Credit & Government-Subsidized  (TMI) Tax Credit, Market-Rate, Income-Restricted (not LIHTC)  (TIN) Tax Credit & Income-Restricted (not LIHTC)  (TMG) Tax Credit, Market-Rate & Government-Subsidized 	<ul style="list-style-type: none">  (TIG) Tax Credit, Income-Restricted (not LIHTC) & Govt-Subsidized  (INR) Income-Restricted (not LIHTC)  (ING) Income-Restricted (not LIHTC) & Government-Subsidized  (GSS) Government-Subsidized  (ALL) Tax Credit, Market-Rate, Govt-Subsidized & Income-Restricted
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914	Seneca Ridge Townhomes 101 Cherokee Trl., Huntington, WV 25201	Contact: Bob Bowen Phone: (304) 416-8940	
		Total Units: 21 UC: 0 BR: 2, 3 Target Population: Family Rent Special: None Notes:	Occupancy: 95.2% Vacant Units: 1 Stories: 2 Waitlist: None Year Built: 2009 AR Year: Yr Renovated:

915	Sue Terrace 100 Sue Terrace Dr., Milton, WV 25541	Contact: Dan- 304-356- Phone: (304) 743-6255	
		Total Units: 40 UC: 0 BR: 1, 2, 3 Target Population: Family Rent Special: None Notes: 60% AMHI; RD 515, has RA (23 units); HCV (6 units)	Occupancy: 100.0% Vacant Units: 0 Stories: 2 Waitlist: 2 HH Year Built: 1992 AR Year: Yr Renovated: 2010

916	Victory Place 6026 US HWY 60 E, Barboursville, WV 25504	Contact: Angie Phone: (304) 736-3960	
		Total Units: 50 UC: 0 BR: 1, 2, 3 Target Population: Senior 55+ Rent Special: None Notes: Tax Credit	Occupancy: 100.0% Vacant Units: 0 Stories: 3 Waitlist: 4-6 mos w/Elevator Year Built: 2006 AR Year: Yr Renovated:

917	Waterford Village 450 Riverview Dr., Barboursville, WV 25504	Contact: Tristen Phone: (304) 733-3838	
		Total Units: 216 UC: 0 BR: 1, 2, 3 Target Population: Family Rent Special: None Notes:	Occupancy: 100.0% Vacant Units: 0 Stories: 2,3 Waitlist: 13 HH Year Built: 2006 AR Year: Yr Renovated:

 Comparable Property	 (MIG) Market-Rate, Income-Restricted (not LIHTC) & Govt-Subsidized	 (TIG) Tax Credit, Income-Restricted (not LIHTC) & Govt-Subsidized
 Senior Restricted	 (TAX) Tax Credit	 (INR) Income-Restricted (not LIHTC)
 (MRR) Market-Rate	 (TGS) Tax Credit & Government-Subsidized	 (ING) Income-Restricted (not LIHTC) & Government-Subsidized
 (MRT) Market-Rate & Tax Credit	 (TMI) Tax Credit, Market-Rate, Income-Restricted (not LIHTC)	 (GSS) Government-Subsidized
 (MRG) Market-Rate & Government-Subsidized	 (TIN) Tax Credit & Income-Restricted (not LIHTC)	 (ALL) Tax Credit, Market-Rate, Govt-Subsidized & Income-Restricted
 (MIN) Market-Rate & Income-Restricted (not LIHTC)	 (TMG) Tax Credit, Market-Rate & Government-Subsidized	

ADDENDUM B:
NON-CONVENTIONAL RENTAL SURVEY

Address	City / Community	County	Type	Price	Square Feet	Price Per Square Foot	Bed	Bath
<i>PSA (Huntington)</i>								
213 19th Street	Huntington	Cabell	Townhome	\$700	750	\$0.93	2	1
1745 Doulton Avenue	Huntington	Cabell	Single-family	\$1,375	1,450	\$0.95	4	2
1745 Jefferson Avenue	Huntington	Cabell	Apartment	\$550	650	\$0.85	1	1
1225 Huntington Avenue	Huntington	Cabell	Apartment	\$,1200	-	-	2	1
933 12th Avenue	Huntington	Cabell	Apartment	\$1,000	759	\$1.32	1	1
1206 17th Street	Huntington	Cabell	Apartment	\$1,295	1,050	\$1.23	1	1
620 Hal Greer Boulevard	Huntington	Cabell	Single-family	\$1,500	1,939	\$0.77	3	2.5
2738 1st Avenue	Huntington	Cabell	Single-family	\$925	-	-	2	1
1736 Crestmont Drive	Huntington	Cabell	Apartment	\$1,350	864	\$1.56	3	1
1144 12th Street	Huntington	Cabell	Apartment	\$650	-	-	2	1
2741 4th Avenue	Huntington	Cabell	Single-family	\$1,100	1,300	\$0.85	3	1
921 10th Street	Huntington	Cabell	Single-family	\$1,360	-	-	4	1.5
2912 6th Avenue	Huntington	Cabell	Single-family	\$800	-	-	2	1
2840 4th Avenue	Huntington	Cabell	Single-family	\$900	1,400	\$0.64	3	2
2229 Guthrie Court	Huntington	Cabell	Single-family	\$1,375	1,868	\$0.74	4	2
826 1/2 21st Street	Huntington	Cabell	Single-family	\$675	-	-	2	1
355 South Walnut Street	Huntington	Cabell	Single-family	\$1,300	1,677	\$0.78	3	1
1439 6th Avenue	Huntington	Cabell	Single-family	\$825	-	-	1	1
1434 6th Avenue	Huntington	Cabell	Apartment	\$900	600	\$1.50	2	1

Address	City / Community	County	Type	Price	Square Feet	Price Per Square Foot	Bed	Bath
<i>SSA (Balance of County)</i>								
600 Huddleston Avenue	Barboursville	Cabell	Apartment	\$845	850	\$0.99	2	1
744 Lee Street	Barboursville	Cabell	Apartment	\$700	700	\$1.00	1	1
100 McConkey Avenue	Barboursville	Cabell	Single-family	\$1,200	980	\$1.22	3	1
8 Collins Court	Barboursville	Cabell	Single-family	\$1,150	1,068	\$1.08	3	1.5
2211 US-60	Culloden	Cabell	Apartment	\$750	800	\$0.94	2	1

ADDENDUM C: QUALIFICATIONS

The Company

Bowen National Research employs an expert staff to ensure that each market study includes the highest standards. Each staff member has hands-on experience evaluating sites and comparable properties, analyzing market characteristics and trends, and providing realistic recommendations and conclusions. The Bowen National Research staff has national experience and knowledge to assist in evaluating a variety of product types and markets.

Primary Contact and Report Author



Patrick Bowen, President of Bowen National Research, has conducted numerous housing needs assessments and provided consulting services to city, county and state development entities as it relates to residential development, including affordable and market-rate housing, for both rental and for-sale housing, and retail development opportunities. He has also prepared and supervised thousands of market feasibility studies for all types of real estate products, including housing, retail, office, industrial and mixed-use developments, since 1996. Mr. Bowen has worked closely with many state and federal housing agencies to assist

them with their market study guidelines. Mr. Bowen has his bachelor's degree in legal administration (with emphasis on business and law) from the University of West Florida and currently serves as Vice Chair and Trustee of the National Council of Housing Market Analysts (NCHMA).

Housing Needs Assessment Experience		
Location	Client	Completion Year
Asheville, NC	City of Asheville Community and Economic Development Department	2020
Evansville, IN	City of Evansville, IN - Department of Metropolitan Development	2020
Youngstown, OH	Youngstown Neighborhood Development Corporation (YNDC)	2020
Richlands, VA	Town of Richlands, Virginia	2020
Elkin, NC	Elkin Economic Development Department	2020
Grand Rapids, MI	Grand Rapids Area Chamber of Commerce	2020
Morgantown, WV	City of Morgantown	2020
Erwin, TN	Unicoi County Economic Development Board	2020
Ferrum, VA	County of Franklin (Virginia)	2020
Charleston, WV	Charleston Area Alliance	2020
Wilkes County, NC	Wilkes Economic Development Corporation	2020
Oxford, OH	City of Oxford - Community Development Department	2020
New Hanover County, NC	New Hanover County Finance Department	2020
Ann Arbor, MI	Smith Group, Inc.	2020
Austin, IN	Austin Redevelopment Commission	2020

(continued)

Housing Needs Assessment Experience		
Location	Client	Completion Year
Evansville, IN	City of Evansville, IN - Department of Metropolitan Development	2021
Giddings, TX	Giddings Economic Development Corporation	2021
Georgetown County, SC	Georgetown County	2021
Western North Carolina (18 Counties)	Dogwood Health Trust	2021
Carteret County, NC	Carteret County Economic Development Foundation	2021
Ottawa County, MI	HOUSING NEXT	2021
Dayton, OH	Miami Valley Nonprofit Housing Collaborative	2021
High Country, NC (4 Counties)	NC REALTORS	2022
Evansville, IN	City of Evansville, IN - Department of Metropolitan Development	2022
Barren County, KY	The Barren County Economic Authority	2022
Kirksville, MO	City of Kirksville	2022
Rutherfordton, NC	Town of Rutherfordton	2022
Spindale, NC	Town of Spindale	2022
Wood County, WV	Wood County Development Authority & Parkersburg-Wood County Area Development Corporation	2022
Yancey County, NC	Yancey County	2022
Cherokee County, NC	Economic and Workforce Development, Tri-County Community College	2022
Rowan County, KY	Morehead-Rowan County Economic Development Council	2022
Avery County, NC	Avery County	2022
Muskegon, MI	City of Muskegon	2023
Firelands Region, OH	Firelands Forward	2023
Marshall County, WV	Marshall County Commission	2023
Lebanon County, PA	Lebanon County Coalition to End Homelessness	2023
Northern, MI	Housing North	2023
Muskegon County, MI	Community Foundation for Muskegon County	2023
Mason County, MI	Mason County Chamber Alliance	2023
Oceana County, MI	Dogwood Community Development	2023
Allegan County, MI	Allegan County Community Foundation	2023
Bowling Green, KY	City of Bowling Green	2023
Fayette County, PA	Fay-Penn Economic Development Council	2023
Tarboro, NC	Town of Tarboro	2023
Southwest Region, WV (10 Counties)	Advantage Valley	2023
Lake County, MI	FiveCap, Inc.	2023
Owensboro, KY	City of Owensboro	2023
Burke County, NC	Burke County	2023
Charleston, WV	Charleston Land Reuse Agency	2024

The following individuals provided research and analysis assistance:

Christopher Bunch, Market Analyst, has more than a decade of experience in conducting both site-specific market feasibility studies and broader housing needs assessments. He has conducted on-site market research of a variety of housing product, conducted stakeholder interviews and completed specialized research on housing market attributes including the impact of military personnel, heirs and estates and other unique factors that impact housing needs.

Desireé Johnson is the Director of Operations for Bowen National Research. Ms. Johnson is responsible for all client relations, the procurement of work contracts, and the overall supervision and day-to-day operations of the company. Ms. Johnson also coordinates and oversees research staff and activities. She has been involved in the real estate market research industry since 2006. Ms. Johnson has an Associate of Applied Science in Office Administration from Columbus State Community College.

Pat McDavid, Research Specialist, has conducted housing research for housing needs assessments completed throughout the country. Additionally, he is experienced in analyzing demographic and economic data in rural, suburban and metropolitan communities. Mr. McDavid has been a part of the development of market strategies, operational and fiscal performance analysis, and commercial, industrial and government (local, state, and federal) client consultation within the construction and manufacturing industries. He holds a bachelor's degree in Secondary Earth Science from Western Governors University.

Jody LaCava, Research Specialist, has nearly a decade of real estate research experience. She has extensive experience in surveying a variety of housing alternatives, including rental, for-sale, and senior housing. She has experience in conducting on-site research of real estate, evaluating existing housing properties, conducting interviews, and evaluating community services. She has been involved in industry leading case studies, door-to-door resident surveys and special needs housing research.

In-House Researchers – Bowen National Research employs a staff of in-house researchers who are experienced in the surveying and evaluation of all rental and for-sale housing types, as well as in conducting interviews and surveys with city officials, economic development offices and chambers of commerce, housing authorities and residents.

No subconsultants were used as part of this assessment.

ADDENDUM D: GLOSSARY

Various key terms associated with issues and topics evaluated in this report are used throughout this document. The following provides a summary of the definitions for these key terms. It is important to note that the definitions cited below include the source of the definition, when applicable. Those definitions that were not cited originated from the National Council of Housing Market Analysts (NCHMA).

Area Median Household Income (AMHI) is the median income for families in metropolitan and non-metropolitan areas, used to calculate income limits for eligibility in a variety of housing programs. HUD estimates the median family income for an area in the current year and adjusts that amount for different family sizes so that family incomes may be expressed as a percentage of the area median income. For example, a family's income may equal 80% of the area median income, a common maximum income level for participation in HUD programs. (Bowen National Research, Various Sources)

Available rental housing is any rental product that is currently available for rent. This includes any units identified through Bowen National Research survey of affordable rental properties identified in the study areas, published listings of available rentals, and rentals disclosed by local realtors or management companies.

Basic Rent is the minimum monthly rent that tenants who do not have rental assistance pay to lease units developed through the USDA-RD Section 515 Program, the HUD Section 236 Program and the HUD Section 223 (d) (3) Below Market Interest Rate Program. The Basic Rent is calculated as the amount of rent required to operate the property, maintain debt service on a subsidized mortgage with a below-market interest rate, and provide a return on equity to the developer in accordance with the regulatory documents governing the property.

Contract Rent is (1) the actual monthly rent payable by the tenant, including any rent subsidy paid on behalf of the tenant, to the owner, inclusive of all terms of the lease (HUD & RD) or (2) the monthly rent agreed to between a tenant and a landlord (Census).

Cost overburdened households are households that pay more than 30% or 35% (depending upon source) of their annual household income toward housing costs. Typically, such households will choose a comparable property (including new affordable housing product) if it is less of a cost burden.

Elderly Person is a person who is at least 62 years of age as defined by HUD.

Elderly or Senior Housing is housing where (1) all the units in the property are restricted for occupancy by persons 62 years of age or older or (2) at least 80% of the units in each building are restricted for occupancy by households where at least one household member is 55 years of age or older and the housing is designed with amenities and facilities designed to meet the needs of senior citizens.

Extremely low-income is a person or household with income below 30% of Area Median Income adjusted for household size.

Fair Market Rent (FMR) are the estimates established by HUD of the gross rents (contract rent plus tenant paid utilities) needed to obtain modest rental units in acceptable condition in a specific county or metropolitan statistical area. HUD generally sets FMR so that 40% of the rental units have rents below the FMR. In rental markets with a shortage of lower priced rental units HUD may approve the use of Fair Market Rents that are as high as the 50th percentile of rents.

Frail Elderly is a person who is at least 62 years of age and is unable to perform at least three “activities of daily living” comprising of eating, bathing, grooming, dressing or home management activities as defined by HUD.

Garden apartments are apartments in low-rise buildings (typically two to four stories) that feature low density, ample open space around buildings, and on-site parking.

Gross Rent is the monthly housing cost to a tenant which equals the Contract Rent provided for in the lease plus the estimated cost of all tenant paid utilities.

Household is one or more people who occupy a housing unit as their usual place of residence.

Housing Choice Voucher (Section 8 Program) is a federal rent subsidy program under Section 8 of the U.S. Housing Act, which issues rent vouchers to eligible households to use in the housing of their choice. The voucher payment subsidizes the difference between the Gross Rent and the tenant’s contribution of 30% of adjusted gross income, (or 10% of gross income, whichever is greater). In cases where 30% of the tenant’s income is less than the utility allowance, the tenant will receive an assistance payment. In other cases, the tenant is responsible for paying his share of the rent each month.

Housing unit is a house, apartment, mobile home, or group of rooms used as a separate living quarters by a single household.

HUD Section 8 Program is a federal program that provides project based rental assistance. Under the program HUD contracts directly with the owner for the payment of the difference between the Contract Rent and a specified percentage of tenants’ adjusted income.

HUD Section 202 Program is a federal program, which provides direct capital assistance (i.e., grant) and operating or rental assistance to finance housing designed for occupancy by elderly households who have income not exceeding 50% of the Area Median Income. The program is limited to housing owned by 501(c)(3) nonprofit organizations or by limited partnerships where the sole general partner is a 501(c)(3) nonprofit organization. Units receive HUD project based rental assistance that enables tenants to occupy units at rents based on 30% of tenant income.

HUD Section 236 Program is a federal program which provides interest reduction payments for loans which finance housing targeted to households with income not exceeding 80% of Area Median Income who pay rent equal to the greater of Basic Rent or 30% of their adjusted income. All rents are capped at a HUD approved market rent.

HUD Section 811 Program is a federal program, which provides direct capital assistance and operating or rental assistance to finance housing designed for occupancy by persons with disabilities who have income not exceeding 50% of Area Median Income. The program is limited to housing owned by 501(c)(3) nonprofit organizations or by limited partnerships where the sole general partner is a 501(c)(3) nonprofit organization.

Income Limits are the Maximum Household Income by county or Metropolitan Statistical Area, adjusted for household size and expressed as a percentage of the Area Median Income (AMI) for the purpose of establishing an upper limit for eligibility for a specific housing program. Income Limits for federal, state and local rental housing programs typically are established at 30%, 50%, 60% or 80% of AMI.

Low-Income Household is a person or household with gross household income between 50% and 80% of Area Median Income adjusted for household size.

Low-Income Housing Tax Credit is a program to generate equity for investment in affordable rental housing authorized pursuant to Section 42 of the Internal Revenue Code, as amended. The program requires that a certain percentage of units built be restricted for occupancy to households earning 80% or less of Area Median Income, and that the rents on these units be restricted accordingly.

Market vacancy rate (physical) is the average number of apartment units in any market which are unoccupied divided by the total number of apartment units in the same market, excluding units in properties which are in the lease-up stage. Bowen National Research considers only these vacant units in its rental housing survey.

Mixed income property is an apartment property containing (1) both income restricted and unrestricted units or (2) units restricted at two or more income limits (i.e., low-income Tax Credit property with income limits of 30%, 50% and 60%).

Moderate Income is a person or household with gross household income between 40% and 60% of Area Median Income adjusted for household size.

Multifamily are structures that contain more than two housing units.

New owner-occupied household growth within a market is a primary demand component for new for-sale housing. For the purposes of this analysis, we have evaluated growth between 2023 and 2028. The 2023 households by income level are based on ESRI estimates that account for 2020 Census counts of total households for each study area. The 2023 and 2028 estimates are also based on growth projections by income level by ESRI. The difference between the two household estimates represents the new owner-occupied households that are projected to be added to a study area between 2023 and 2028. These estimates of growth are provided by each income level and corresponding price point that can be afforded.

Non-Conventional Rentals are structures with four or fewer rental units.

Overcrowded housing is often considered housing units with 1.01 or more persons per room. These units are often occupied by multi-generational families or large families that are in need of more appropriately sized and affordable housing units. For the purposes of this analysis, we have used the share of overcrowded housing from the American Community Survey.

Pipeline housing is housing that is currently under construction or is planned or proposed for development. We identified pipeline housing during our telephone interviews with local and county planning departments and through a review of published listings from housing finance entities such as NCHFA, HUD and USDA.

Population trends are changes in population levels for a particular area over a specific period of time which is a function of the level of births, deaths, and net migration.

Potential support is the equivalent to the *housing gap* referenced in this report. The *housing gap* is the total demand from eligible households that live in certain housing conditions (described in Section VIII of this report) less the available or planned housing stock that was inventoried within each study area.

Project-based rent assistance is rental assistance from any source that is allocated to the property or a specific number of units in the property and is available to each income eligible tenant of the property or an assisted unit.

Public Housing or Low-Income Conventional Public Housing is a HUD program administered by local (or regional) Housing Authorities which serves Low- and Very Low-Income households with rent based on the same formula used for HUD Section 8 assistance.

Rent burden is gross rent divided by adjusted monthly household income.

Rent burdened households are households with rent burden above the level determined by the lender, investor, or public program to be an acceptable rent-to-income ratio.

Replacement of functionally obsolete housing is a demand consideration in most established markets. Given the limited development of new housing units in the study area, homebuyers are often limited to choosing from the established housing stock, much of which is considered old and/or often in disrepair and/or functionally obsolete. There are a variety of ways to measure functionally obsolete housing and to determine the number of units that should be replaced. For the purposes of this analysis, we have applied the highest share of any of the following three metrics: cost burdened households, units lacking complete plumbing facilities, and overcrowded units. This resulting housing replacement ratio is then applied to the existing (2023) owner-occupied housing stock to estimate the number of for-sale units that should be replaced in the study areas.

Restricted rent is the rent charged under the restrictions of a specific housing program or subsidy.

Single-Family Housing is a dwelling unit, either attached or detached, designed for use by one household and with direct access to a street. It does not share heating facilities or other essential building facilities with any other dwelling.

Standard Condition: A housing unit that meets HUD's Section 8 Housing Quality Standards.

Subsidized Housing is housing that operates with a government subsidy often requiring tenants to pay up to 30% of their adjusted gross income toward rent and often limiting eligibility to households with incomes of up to 50% or 80% of the Area Median Household Income. (Bowen National Research)

Subsidy is monthly income received by a tenant or by an owner on behalf of a tenant to pay the difference between the apartment's contract rent and the amount paid by the tenant toward rent.

Substandard housing is typically considered product that lacks complete indoor plumbing facilities. Such housing is often considered to be of such poor quality and in disrepair that it should be replaced. For the purposes of this analysis, we have used the share of households living in substandard housing from the American Community Survey.

Substandard conditions are housing conditions that are conventionally considered unacceptable which may be defined in terms of lacking plumbing facilities, one or more major systems not functioning properly, or overcrowded conditions.

Tenant is one who rents real property from another.

Tenant paid utilities are the cost of utilities (not including cable, telephone, or internet) necessary for the habitation of a dwelling unit, which are paid by the tenant.

Tenure is the distinction between owner-occupied and renter-occupied housing units.

Townhouse (or Row House) is a single-family attached residence separated from another by party walls, usually on a narrow lot offering small front and back-yards; also called a row house.

Vacancy Rate – Economic Vacancy Rate (physical) is the maximum potential revenue less actual rent revenue divided by maximum potential rent revenue. The number of total habitable units that are vacant divided by the total number of units in the property.

Very Low-Income Household is a person or household with gross household income between 30% and 50% of Area Median Income adjusted for household size.

Windshield Survey references an on-site observation of a physical property or area that considers only the perspective viewed from the "windshield" of a vehicle. Such a survey does not include interior inspections or evaluations of physical structures.