

## ADDENDUM K: ROANE COUNTY OVERVIEW

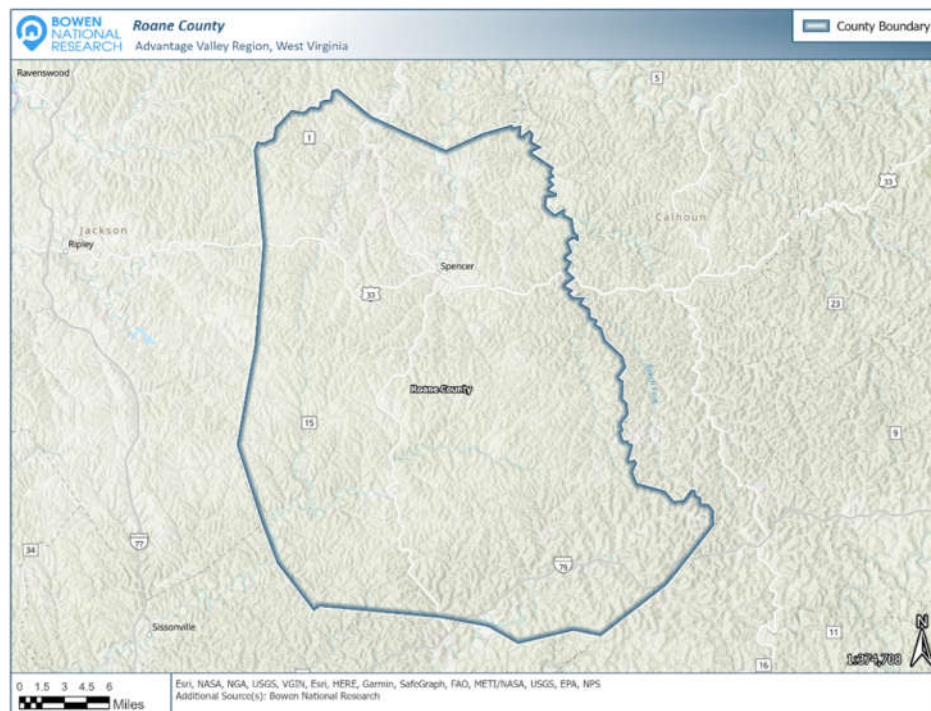
While the primary focus of this Housing Needs Assessment is on the Advantage Valley Region, this section of the report includes a cursory overview of demographic, economic, and housing metrics of Roane County. To provide a base of comparison, various metrics of Roane County were compared with overall region and statewide numbers. A comparison of the subject county in relation to other counties in the region is provided in the Regional Overview portion of the Advantage Valley Region Housing Needs Assessment.

The analyses on the following pages provide overviews of key demographic and economic data, summaries of the multifamily rental market and for-sale housing supply, and general conclusions on the housing needs of the area. It is important to note that the demographic projections included in this section assume no significant government policies, programs or incentives are enacted that would drastically alter residential development or economic activity.

### A. INTRODUCTION

Roane County is located in the western portion of West Virginia. Roane County contains approximately 483 square miles and has an estimated population of 13,718 in 2023, which is representative of approximately 2.9% of the total population for the 10-county Advantage Valley Region. The city of Spencer serves as the county seat and is located in the northern portion of the county. Some of the major arterials that serve the county include Interstate 79, U.S. Highways 33 and 119, as well as State Routes 14 and 36.

A map illustrating Roane County is below.



## B. DEMOGRAPHICS

While this section includes key demographic characteristics for the subject county, the demographic projections do not account for recently announced economic investments and job growth in the region that will impact household growth. An evaluation of job growth and its impact on attracting households to the area is included in the economic portion of this addendum.

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. Note that declines are illustrated in **red** text, while increases are illustrated in **green** text:

	Total Population									
	2010 Census	2020 Census	2023 Estimate	2028 Projected	2010-2020		2020-2023		2023-2028	
					Number	Percent	Number	Percent	Number	Percent
<b>Roane</b>	14,926	14,028	13,718	13,379	<b>-898</b>	<b>-6.0%</b>	<b>-310</b>	<b>-2.2%</b>	<b>-339</b>	<b>-2.5%</b>
<b>Region</b>	514,621	489,112	480,382	470,085	<b>-25,509</b>	<b>-5.0%</b>	<b>-8,730</b>	<b>-1.8%</b>	<b>-10,297</b>	<b>-2.1%</b>
<b>West Virginia</b>	1,852,851	1,793,570	1,775,514	1,758,600	<b>-59,281</b>	<b>-3.2%</b>	<b>-18,056</b>	<b>-1.0%</b>	<b>-16,914</b>	<b>-1.0%</b>

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

Between 2010 and 2020, the population within Roane County declined by 898 (6.0%), which is a larger decrease as compared to the Advantage Valley Region (5.0%) and the state of West Virginia (3.2%). A population decline of 2.2% occurred in Roane County between 2020 and 2023, and it is projected that the county population will continue to decline by 2.5% between 2023 and 2028. Similarly, population declines are projected for both the Advantage Valley Region (2.1%) and state (1.0%) over the next five years, albeit at comparably lower rates. It is critical to point out that *household* changes, as opposed to population, are more material in assessing housing needs and opportunities.

Other notable population statistics for Roane County include the following:

- Minorities comprise 5.2% of the county's population, which is lower than the Advantage Valley Region and statewide shares of 10.1% and 10.2%, respectively.
- Married persons represent approximately half (50.4%) of the adult population, which is slightly lower than the shares reported for the Advantage Valley Region (51.0%) and state of West Virginia (51.0%).
- The adult population without a high school diploma is 18.6%, which is significantly higher than the shares reported for the Advantage Valley Region (9.9%) and the state of West Virginia (10.1%).
- Approximately 21.3% of the county population lives in poverty, which is higher than the shares for Advantage Valley Region (17.4%) and the state (16.9%).
- The annual movership rate (population moving within or to Roane County) is 8.8%, which is lower than both the Advantage Valley Region (9.3%) and statewide (11.1%) shares.

Households by numbers and percent change (growth or decline) for selected years are shown in the following table. Note that declines are illustrated in **red** text, while increases are illustrated in **green** text:

	Total Households									
	2010 Census	2020 Census	2023 Estimate	2028 Projected	2010-2020		2020-2023		2023-2028	
					Number	Percent	Number	Percent	Number	Percent
<b>Roane</b>	6,195	5,922	5,819	5,718	<b>-273</b>	<b>-4.4%</b>	<b>-103</b>	<b>-1.7%</b>	<b>-101</b>	<b>-1.7%</b>
<b>Region</b>	216,468	206,650	203,792	200,697	<b>-9,818</b>	<b>-4.5%</b>	<b>-2,858</b>	<b>-1.4%</b>	<b>-3,095</b>	<b>-1.5%</b>
<b>West Virginia</b>	763,831	743,406	738,456	736,670	<b>-20,425</b>	<b>-2.7%</b>	<b>-4,950</b>	<b>-0.7%</b>	<b>-1,786</b>	<b>-0.2%</b>

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

Between 2010 and 2020, the total number of households within Roane County decreased by 273 (4.4%), which is a slightly smaller rate of decline as compared to the region (4.5%) and a larger rate of decline compared to the state (2.7%). The number of households in Roane County decreased by 1.7% between 2020 and 2023, and it is projected that the number of households in the county will continue to decrease by 1.7% between 2023 and 2028. While both the region and state are projected to experience a decrease in households over the next five years, the rates of decline for both areas are less than that for Roane County. Recent economic investments and anticipated job growth in the region are expected to reverse overall household growth trends in the county and region for the foreseeable future.

It should be noted that household growth alone does not dictate the total housing needs of a market. Factors such as households living in substandard or cost-burdened housing, people commuting into the county for work, pent-up demand, availability of existing housing, and product in the development pipeline all affect housing needs. These factors are addressed throughout this report.

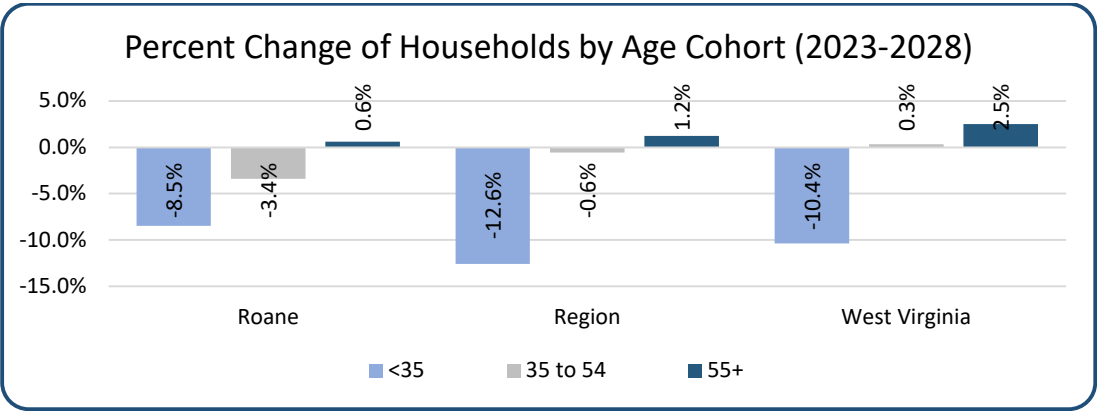
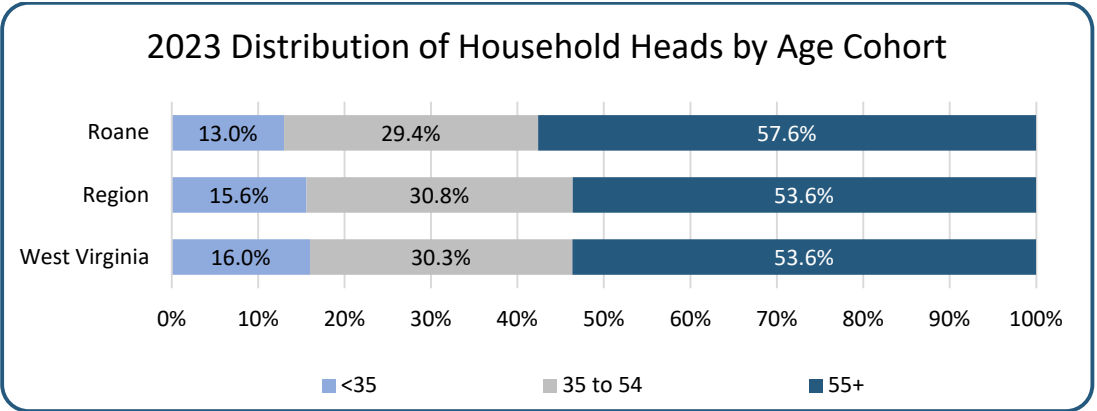
Household heads by age cohorts for selected years are shown in the following table. Note that 2028 numbers which represent a decrease from 2023 are illustrated in **red** text, while increases are illustrated in **green** text:

		Household Heads by Age						
		<25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
<b>Roane</b>	2010	183	689	970	1,239	1,354	982	778
	2023	144	610	835	877	1,218	1,294	841
	2028	<b>131</b>	<b>559</b>	<b>775</b>	<b>879</b>	<b>1,065</b>	<b>1,283</b>	<b>1,026</b>
<b>Region</b>	2010	9,088	29,158	34,683	43,035	43,638	29,714	27,152
	2023	6,827	24,969	31,643	31,087	39,176	40,673	29,417
	2028	<b>6,667</b>	<b>21,127</b>	<b>30,583</b>	<b>31,777</b>	<b>34,075</b>	<b>40,945</b>	<b>35,523</b>
<b>West Virginia</b>	2010	35,294	97,906	121,813	151,071	156,865	106,214	94,668
	2023	28,344	90,270	111,103	113,048	143,019	148,430	104,242
	2028	<b>28,128</b>	<b>78,110</b>	<b>110,755</b>	<b>114,054</b>	<b>127,805</b>	<b>149,052</b>	<b>128,766</b>

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

In 2023, household heads between the ages of 65 and 74 comprise the largest share of households (22.2%) by age in Roane County. Household heads between the ages of 55 and 64 represent the next largest share (20.9%). Overall, household heads aged 55 and older comprise 57.6% of all households in Roane County. This is a higher share of senior households as compared to the Advantage Valley Region (53.6%) 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 13.0% of Roane County households, which represents a smaller share of such households when compared to the region (15.6%) and state (16.0%). Between 2023 and 2028, households ages 65 and older are projected to increase by 174 (8.1%) while households headed by a person under the age of 65 are projected to decrease by 275 (7.5%) during the same period.

The following graphs illustrate the distribution of household heads by age and the projected change in households by age.



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

Households by Tenure									
Household Type	2000		2010		2023		2028		
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	
Roane	Owner-Occupied	4,905	79.6%	4,849	78.3%	4,659	80.1%	4,585	80.2%
	Renter-Occupied	1,256	20.4%	1,346	21.7%	1,160	19.9%	1,133	19.8%
	Total	6,161	100.0%	6,195	100.0%	5,819	100.0%	5,718	100.0%
Region	Owner-Occupied	157,955	73.3%	155,574	71.9%	147,272	72.3%	145,862	72.7%
	Renter-Occupied	57,517	26.7%	60,894	28.1%	56,520	27.7%	54,835	27.3%
	Total	215,472	100.0%	216,468	100.0%	203,792	100.0%	200,697	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, Roane County has an 80.1% share of owner households and a 19.9% share of renter households. Roane County has a higher share of owner households as compared to both the Advantage Valley Region (72.3%) and the state of West Virginia (74.0%). Note that Roane County owner households represent 3.2% of all owner households within the Advantage Valley Region, while the county's renter households comprise 2.1% of the region's renter households. Between 2023 and 2028, the number of owner households in Roane County is projected to decrease by 74 (1.6%), while the number of renter households is projected to decline by 27 (2.3%).

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
Roane	\$28,527	\$39,142	37.2%	\$41,986	7.3%
Region	\$37,872	\$54,676	44.4%	\$61,949	13.3%
West Virginia	\$37,847	\$53,601	41.6%	\$60,592	13.0%

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

In 2023, the estimated median household income in Roane County is \$39,142, which is 28.4% lower than the region's median household income and 27.0% lower than that of the state. Between 2010 and 2023, Roane County experienced a 37.2% increase in the median household income, which was a lower rate of increase compared to both the region and state during the same period. The median household income in Roane County is projected to increase by 7.3% between 2023 and 2028, resulting in a projected median household income of \$41,986 in 2028. The projected median income for Roane County of \$41,986 will remain below the projected median household income for the region (\$61,949) and state (\$60,592).

The distribution of *renter* households by income is illustrated below. 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+
Roane	2010	349 (25.9%)	418 (31.1%)	243 (18.0%)	129 (9.6%)	82 (6.1%)	47 (3.5%)	62 (4.6%)	15 (1.1%)
	2023	235 (20.2%)	293 (25.2%)	188 (16.2%)	150 (13.0%)	105 (9.1%)	39 (3.4%)	104 (9.0%)	45 (3.9%)
	2028	200 (17.7%)	275 (24.3%)	175 (15.5%)	164 (14.5%)	106 (9.3%)	42 (3.7%)	117 (10.3%)	54 (4.8%)
	Change 2023-2028	<b>-35</b> <b>(-14.9%)</b>	<b>-18</b> <b>(-6.1%)</b>	<b>-13</b> <b>(-6.9%)</b>	<b>14</b> <b>(9.3%)</b>	<b>1</b> <b>(1.0%)</b>	<b>3</b> <b>(7.7%)</b>	<b>13</b> <b>(12.5%)</b>	<b>9</b> <b>(20.0%)</b>
Region	2010	12,626 (20.7%)	16,174 (26.6%)	10,103 (16.6%)	6,656 (10.9%)	4,882 (8.0%)	2,952 (4.8%)	5,505 (9.0%)	1,995 (3.3%)
	2023	9,690 (17.1%)	12,858 (22.7%)	7,144 (12.6%)	5,289 (9.4%)	5,364 (9.5%)	3,575 (6.3%)	7,845 (13.9%)	4,755 (8.4%)
	2028	8,567 (15.6%)	11,806 (21.5%)	6,271 (11.4%)	4,945 (9.0%)	5,493 (10.0%)	3,552 (6.5%)	8,049 (14.7%)	6,152 (11.2%)
	Change 2023-2028	<b>-1,123</b> <b>(-11.6%)</b>	<b>-1,052</b> <b>(-8.2%)</b>	<b>-873</b> <b>(-12.2%)</b>	<b>-344</b> <b>(-6.5%)</b>	<b>129</b> <b>(2.4%)</b>	<b>-23</b> <b>(-0.6%)</b>	<b>204</b> <b>(2.6%)</b>	<b>1,397</b> <b>(29.4%)</b>
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	<b>-3,925</b> <b>(-12.4%)</b>	<b>-2,882</b> <b>(-7.1%)</b>	<b>-2,876</b> <b>(-10.8%)</b>	<b>-817</b> <b>(-3.9%)</b>	<b>250</b> <b>(1.4%)</b>	<b>265</b> <b>(2.3%)</b>	<b>1,976</b> <b>(7.1%)</b>	<b>3,816</b> <b>(24.1%)</b>

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

In 2023, 61.6% of all renter households in Roane County earn less than \$30,000. This is a larger share of low-income renter households compared to the region (52.4%) and state (51.2%). Between 2023 and 2028, renter households earning less than \$30,000 are projected to decline by 66 (9.2%). By comparison, renter households earning \$30,000 or more are projected to increase by 40 (9.0%) during the same period. Despite the projected decrease among low-income renter households in Roane County, 57.5% of the county's renter households will continue to earn less than \$30,000 annually in 2028.



The distribution of *owner* households by income is included below. Note that declines between 2023 and 2028 are in **red**, while increases are in **green**:

		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+
Roane	2010	519 (10.7%)	871 (18.0%)	860 (17.7%)	665 (13.7%)	496 (10.2%)	356 (7.4%)	697 (14.4%)	386 (8.0%)
	2023	361 (7.8%)	579 (12.4%)	577 (12.4%)	590 (12.7%)	494 (10.6%)	314 (6.7%)	811 (17.4%)	934 (20.0%)
	2028	317 (6.9%)	534 (11.7%)	503 (11.0%)	581 (12.7%)	448 (9.8%)	316 (6.9%)	794 (17.3%)	1,092 (23.8%)
	Change 2023-2028	<b>-44</b> <b>(-12.2%)</b>	<b>-45</b> <b>(-7.8%)</b>	<b>-74</b> <b>(-12.8%)</b>	<b>-9</b> <b>(-1.5%)</b>	<b>-46</b> <b>(-9.3%)</b>	<b>2</b> <b>(0.6%)</b>	<b>-17</b> <b>(-2.1%)</b>	<b>158</b> <b>(16.9%)</b>
Region	2010	10,377 (6.7%)	18,638 (12.0%)	20,134 (12.9%)	19,079 (12.3%)	17,202 (11.1%)	14,599 (9.4%)	32,798 (21.1%)	22,748 (14.6%)
	2023	5,991 (4.1%)	11,499 (7.8%)	11,909 (8.1%)	12,361 (8.4%)	12,153 (8.3%)	12,988 (8.8%)	35,933 (24.4%)	44,438 (30.2%)
	2028	4,708 (3.2%)	9,441 (6.5%)	9,805 (6.7%)	10,602 (7.3%)	10,361 (7.1%)	12,846 (8.8%)	34,960 (24.0%)	53,139 (36.4%)
	Change 2023-2028	<b>-1,283</b> <b>(-21.4%)</b>	<b>-2,058</b> <b>(-17.9%)</b>	<b>-2,104</b> <b>(-17.7%)</b>	<b>-1,759</b> <b>(-14.2%)</b>	<b>-1,792</b> <b>(-14.7%)</b>	<b>-142</b> <b>(-1.1%)</b>	<b>-973</b> <b>(-2.7%)</b>	<b>8,701</b> <b>(19.6%)</b>
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	<b>-3,966</b> <b>(-15.4%)</b>	<b>-5,789</b> <b>(-13.2%)</b>	<b>-7,855</b> <b>(-16.8%)</b>	<b>-5,473</b> <b>(-11.1%)</b>	<b>-4,425</b> <b>(-9.6%)</b>	<b>-2,212</b> <b>(-4.9%)</b>	<b>-927</b> <b>(-0.7%)</b>	<b>33,055</b> <b>(20.6%)</b>

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

In 2023, 37.4% of *owner* households in Roane County earn \$60,000 or more annually, which represents a much lower share compared to the Advantage Valley Region (54.6%) and the state of West Virginia (53.0%). Note that 30.0% of owner households in Roane County earn between \$30,000 and \$59,999, while the remaining 32.6% earn less than \$30,000 annually. The overall distribution of owner households by income in the county is more concentrated among the lower income cohorts compared to the Advantage Valley Region and the state of West Virginia. Between 2023 and 2028, owner household growth is projected to be primarily among households earning \$100,000 or more (16.9%) within Roane County, which is a lower rate of projected growth compared to the Advantage Valley Region and the state. Owner households earning less than \$100,000 are projected to decline by 233 (6.3%) during the same period. The projected decline in low- and moderate-income owner households in the county is similar to projected trends for the region and state.

The following table illustrates the cumulative change in total population for Roane County and the PSA (Advantage Valley Region) between April 2010 and July 2020.

**Estimated Components of Population Change by County for the PSA (Advantage Valley Region)  
April 1, 2010 to July 1, 2020**

Area	Population		Change*		Components of Change			
	2010	2020	Number	Percent	Natural Increase	Domestic Migration	International Migration	Net Migration
<b>Roane County</b>	14,928	13,482	-1,446	-9.7%	-589	-885	37	-848
<b>Region</b>	514,562	481,033	-33,529	-6.5%	-10,328	-25,253	2,338	-22,915
<b>West Virginia</b>	1,853,008	1,784,787	-68,221	-3.7%	-31,419	-47,401	11,106	-36,295

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

\*Includes residuals of -9 (Roane), -286 (Region), and -507 (West Virginia) representing the change that cannot be attributed to any specific demographic component

Based on the preceding data, the population decline within Roane County from 2010 to 2020 was the result of a combination of natural decrease (more deaths than births) and negative domestic migration. While natural decrease (-589) had a contributing negative influence on the population within Roane County between 2010 and 2020, negative domestic migration (-885) was the largest component of the overall population decline. Negative domestic migration was also the primary source of population loss for both the Advantage Valley Region and the state of West Virginia during this period.

In order for Roane County to reduce population decline, it is important that an adequate supply of income-appropriate rental and for-sale housing is available to accommodate migrants, and to retain young adults and families in the area, which contributes to natural increase. Economic factors, which are analyzed for the county later in this section, can also greatly influence population and household changes within an area.

The following table details the *shares* of domestic in-migration by three select age cohorts for Roane 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
<b>Roane County</b>	39.8%	21.3%	38.9%	36.1	54.0	46.6
<b>Region Average*</b>	61.9%	18.8%	19.4%	28.3	39.8	43.9

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

\*Average (mean) of shares and medians for individual counties, does not represent actual regional data

The American Community Survey five-year estimates from 2017 to 2021 in the preceding table illustrate that 39.8% of in-migrants to Roane County were less than 35 years of age, which is significantly lower than the region average of 61.9%. In addition, 38.9% of in-migrants to the county were 55 years of age or older. This is a significantly higher share of in-migrants ages 55 and older compared to the region average of 19.4%. The data also illustrates that in-state migrants (36.1 years) are younger than out-of-state migrants (54.0 years). The median age of the existing population in Roane County is 46.6 years.



Geographic mobility by *per-person* income is distributed as follows (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* PSA (Advantage Valley Region)								
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
<b>Roane County</b>								
<\$25,000	5,024	55.1%	313	78.4%	182	53.4%	29	34.9%
\$25,000 to \$49,999	2,494	27.4%	49	12.3%	125	36.7%	26	31.3%
\$50,000+	1,593	17.5%	37	9.3%	34	10.0%	28	33.7%
Total	9,111	100.0%	399	100.0%	341	100.0%	83	100.0%
<b>Region**</b>								
<\$25,000	143,477	44.7%	9,287	52.7%	4,419	59.7%	2,653	56.7%
\$25,000 to \$49,999	90,821	28.3%	4,973	28.2%	1,686	22.8%	978	20.9%
\$50,000+	86,476	27.0%	3,357	19.1%	1,300	17.6%	1,046	22.4%
Total	320,774	100.0%	17,617	100.0%	7,405	100.0%	4,677	100.0%

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

\*Excludes population with no income

\*\*Note that data for “moved from different county, same state” includes migration among counties within the region

According to data provided by the American Community Survey, over half (53.4%) of the population that moved to Roane County from a different county within West Virginia earned less than \$25,000 per year, while 10.0% of those that moved to Roane County from a different West Virginia county earned \$50,000 or more. Among those that moved to Roane County from a different state, nearly 35.0% earned less than \$25,000, while over one-third (33.7%) earned \$50,000 or more. Although it is likely that a significant share of the population earning less than \$25,000 per year consists of children 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 Roane County.

### Labor Force

The following table illustrates the employment base by industry for Roane County, the Advantage Valley Region, and the state of West Virginia. Note that the top three industry groups by share for each geographic area are illustrated in red text.

NAICS Group	Employment by Industry					
	Roane		Region		West Virginia	
	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	11	0.3%	606	0.2%	1,441	0.2%
Mining	80	2.3%	2,445	1.0%	6,724	0.9%
Utilities	12	0.3%	1,115	0.5%	3,590	0.5%
Construction	170	4.8%	9,982	4.1%	29,827	4.1%
Manufacturing	159	4.5%	11,952	4.9%	41,795	5.7%
Wholesale Trade	345	9.8%	9,476	3.9%	25,543	3.5%
Retail Trade	486	13.9%	26,730	11.0%	91,763	12.6%
Transportation & Warehousing	162	4.6%	14,814	6.1%	23,987	3.3%
Information	57	1.6%	6,294	2.6%	15,064	2.1%
Finance & Insurance	142	4.0%	9,050	3.7%	22,771	3.1%
Real Estate & Rental & Leasing	23	0.7%	3,582	1.5%	11,749	1.6%
Professional, Scientific & Technical Services	104	3.0%	13,508	5.5%	37,600	5.2%
Management of Companies & Enterprises	20	0.6%	449	0.2%	1,535	0.2%
Administrative, Support, Waste Management & Remediation Services	4	0.1%	6,143	2.5%	12,550	1.7%
Educational Services	304	8.7%	15,698	6.4%	60,135	8.3%
Health Care & Social Assistance	708	20.2%	54,963	22.5%	146,461	20.1%
Arts, Entertainment & Recreation	25	0.7%	3,909	1.6%	17,467	2.4%
Accommodation & Food Services	186	5.3%	18,233	7.5%	68,140	9.4%
Other Services (Except Public Administration)	125	3.6%	11,667	4.8%	39,962	5.5%
Public Administration	380	10.8%	22,381	9.2%	66,516	9.1%
Non-classifiable	6	0.2%	831	0.3%	3,791	0.5%
Total	3,509	100.0%	243,828	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 each market. These employees, however, are included in our labor force calculations because their places of employment are located within each market.

Roane County has an employment base of over 3,500 individuals. The labor force within the county is based primarily in three sectors: Health Care and Social Assistance (20.2%), Retail Trade (13.9%), and Public Administration (10.8%). Combined, these top job sectors represent 44.9% of the county employment base. The overall share of Health Care and Social Assistance jobs is reflective of a hospital and a medical office being among the top employers in county. Generally, 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. However, two of the top three employment sectors in the county are in health care and government, which are typically less vulnerable to economic downturns compared to other employment sectors. Although many occupations within the top sectors offer competitive wages, it is important to understand that a significant number of the support occupations in these industries typically have lower average wages, which can contribute to demand for affordable housing options.

Data of overall total employment and unemployment rates of the county and the overall state since 2013 are compared in the following tables.

Year	Total Employment					
	Roane County		West Virginia		United States	
	Total Number	Percent Change	Total Number	Percent Change	Total Number	Percent Change
2013	4,812	-	745,849	-	144,904,568	-
2014	4,807	-0.1%	743,955	-0.3%	147,293,817	1.6%
2015	4,685	-2.5%	739,455	-0.6%	149,540,791	1.5%
2016	4,681	-0.1%	737,205	-0.3%	151,934,228	1.6%
2017	4,615	-1.4%	743,786	0.9%	154,721,780	1.8%
2018	4,609	-0.1%	752,602	1.2%	156,709,676	1.3%
2019	4,624	0.3%	755,909	0.4%	158,806,261	1.3%
2020	4,448	-3.8%	715,637	-5.3%	149,462,904	-5.9%
2021	4,526	1.7%	739,003	3.3%	154,624,092	3.5%
2022	4,654	2.8%	754,453	2.1%	159,884,649	3.4%
2023*	4,513	-3.0%	755,338	0.1%	161,889,759	1.3%

Source: Department of Labor; Bureau of Labor Statistics

\*Through July

Year	Unemployment Rate		
	Roane County	West Virginia	United States
2013	10.3%	6.7%	7.4%
2014	9.8%	6.5%	6.2%
2015	11.2%	6.6%	5.3%
2016	10.3%	6.1%	4.9%
2017	8.7%	5.2%	4.4%
2018	7.7%	5.2%	3.9%
2019	9.6%	5.0%	3.7%
2020	12.2%	8.3%	8.1%
2021	8.5%	5.1%	5.4%
2022	6.3%	3.9%	3.7%
2023*	6.3%	3.8%	3.7%

Source: Department of Labor; Bureau of Labor Statistics

\*Through July

The employment base in Roane County experienced an overall decline of 3.9% between 2013 to 2019. In 2020, which was largely impacted by the economic effects related to COVID-19, total employment decreased in Roane County by 3.8%, which was a smaller rate of decline compared to the state (5.3%). Increases in total employment over the last two full years (2021 and 2022) are a positive sign that the local economy has recovered from the effects of the COVID-19 pandemic. Overall, Roane County has recovered to 100.6% (2022 full year) of the total employment in 2019, meaning that the county employment base was larger in 2022 than the period before the COVID-19 pandemic began. This also represents a recovery rate slightly above that for the state of West Virginia (99.8%) during this period.

Over the past 10 years, Roane County had unemployment rates that are above the Advantage Valley Region and the state of West Virginia. The unemployment rate within Roane County declined from 2013 (10.3%) to 2019 (9.6%). In 2020, the unemployment rate increased to 12.2%, which was higher than the unemployment rate within the state (8.3%) during that time. In 2021, the unemployment rate within the county decreased to 8.5%. As of July 2023, the unemployment rate within the county is 6.3%, which is the lowest recorded unemployment rate during the most recent 10-year period.

### Employment and Economic Outlook

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 each county within the Advantage Valley Region. According to Workforce West Virginia, there have been no WARN notices reported for Roane County from January 1, 2022 to June 22, 2023 (most recent data available).

The 10 largest employers within Roane County are listed in the following table.

<b>Major Employers – Roane County</b>
Roane General Hospital
Roane County Board of Education
Walmart
Roane County Patch, Inc.
Armacell, LLC
Humana Insurance Company
Roane County Commission
Roane County Family Health Care, Inc.
R & S Mills, Inc.
825 Summit Street Operations, LLC

Source: Workforce West Virginia (March 2022)

The following table summarizes economic development activity and infrastructure projects in Roane County that were identified through online research and/or through communication with local economic development officials.

Economic Development Activity – Roane County			
Project Name	Investment	Job Creation	Scope of Work/Details
Spencer Middle School Spencer	\$14 million	0	<b>Planned:</b> School will replace current middle school; Will offer state-of-the-art technology, career-focused learning, dedicated band and choir practice area, full-sized gymnasium
Infrastructure Projects – Roane County			
Project Name	Investment	Status	Scope of Work/Details
Scott Miller Hill Bypass Project	\$55 million	Under Construction	A four-mile extension of U.S. 33; ECD fall 2024
Citynet	\$23 million	Planned	Installation of new fiber network that will provide gigabit-speed internet service to approximately 5,000 targeted households; To begin construction early 2024; ECD 2026; This project will affect Clay, Jackson and Roane counties
Colonel Ruby Bradley Bridge	\$6 million	Completed	New bridge in Spencer completed in 2023

ECD – Estimated Completion Date

N/A – Not available

According to a representative from the local economic development authority, economic growth within Roane County has been limited with some isolated growth within the extraction services sector. The economic development activity identified includes the planned \$14 million construction of Spencer Middle School, which will replace the current middle school. In addition, infrastructure projects totaling about \$84 million are either under construction, have recently been completed, or are planned within the county. While some infrastructure projects may be shared among multiple counties, and these projects are not associated with any notable *permanent* job growth projections, these projects will create noteworthy construction jobs in the area. As such, this activity will help boost the local economy, at least temporarily, improve the quality of life for local residents, and increase the appeal of the area for prospective residents and businesses.

#### Projected Job Growth and Impact on New Household Creation

The subject region 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.

### Job Growth Projections by County

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 each county within the subject region. Not all counties have known or announced business investments or job creation expected within their respective counties, however, it is highly likely that many of the people filling these new jobs will ultimately choose to live in other counties besides those in which the new jobs exist. We have considered this in our household growth estimates.

The following table summarizes the total number of jobs that are expected to be created in the subject county.

Total New Jobs Expected to be Created by County						
County	Direct New Jobs		Indirect New Jobs		Total New Jobs	
	Number	Percent	Number	Percent	Number	Percent
Roane	0	0.0%	0	0.0%	0	0.0%
Region Total	5,359	100.0%	17,506	100.0%	22,865	100.0%

Source: Bowen National Research

While the subject county does not have any notable large-scale business investments or job growth, it is highly likely that the subject county will experience *household* growth as a result of new jobs created in the subject region. Therefore, we took into consideration the latest commuting and migration patterns and trends, along with resident/non-resident survey results (part of this study) regarding county residency preferences, and we were able to adjust household growth estimates for all counties. This was included in our estimates for new households within the subject county.

### Projected Household Growth by County

The expected job growth within the region will create additional households in the 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 county, and by non-regional households that will take local jobs but not move to the subject 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 for the subject county and the region overall.

New Renter Households by Income (2023 to 2028)						
County	<\$50,000	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000+	Total	Percent
<b>Roane</b>	12	25	16	10	63	1.4%
<b>Region</b>	<b>883</b>	<b>1,765</b>	<b>1,068</b>	<b>702</b>	<b>4,418</b>	<b>100.0%</b>
<b>Totals</b>	<b>20.0%</b>	<b>40.0%</b>	<b>24.2%</b>	<b>15.9%</b>	<b>100.0%</b>	<b>-</b>

Source: Bowen National Research

As the preceding table illustrates, it is expected that 63 *renter* households will be added to the county over the next five years. The largest number (25) of new renter households is expected to earn between \$50,000 and \$74,999, followed by the number (16) of new renter households expected to earn between \$75,000 and \$99,999. Regardless, all household income segments in the county are expected to experience positive renter household growth to some degree over the next few years, which will increase the demand for a variety of rental housing alternatives. These new renter households that are expected to be added to the county are included in the housing gap estimates shown in Section VIII of this report.

New Owner Households by Income (2023 to 2028)						
County	<\$50,000	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000+	Total	Percent
<b>Roane</b>	12	36	43	32	123	1.4%
<b>Region</b>	<b>853</b>	<b>2,545</b>	<b>2,903</b>	<b>2,200</b>	<b>8,501</b>	<b>100.0%</b>
<b>Totals</b>	<b>10.0%</b>	<b>29.9%</b>	<b>34.2%</b>	<b>25.9%</b>	<b>100.0%</b>	<b>-</b>

Source: Bowen National Research

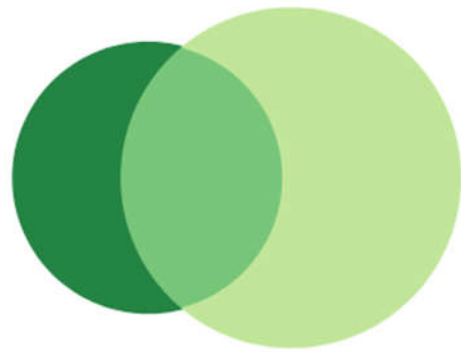
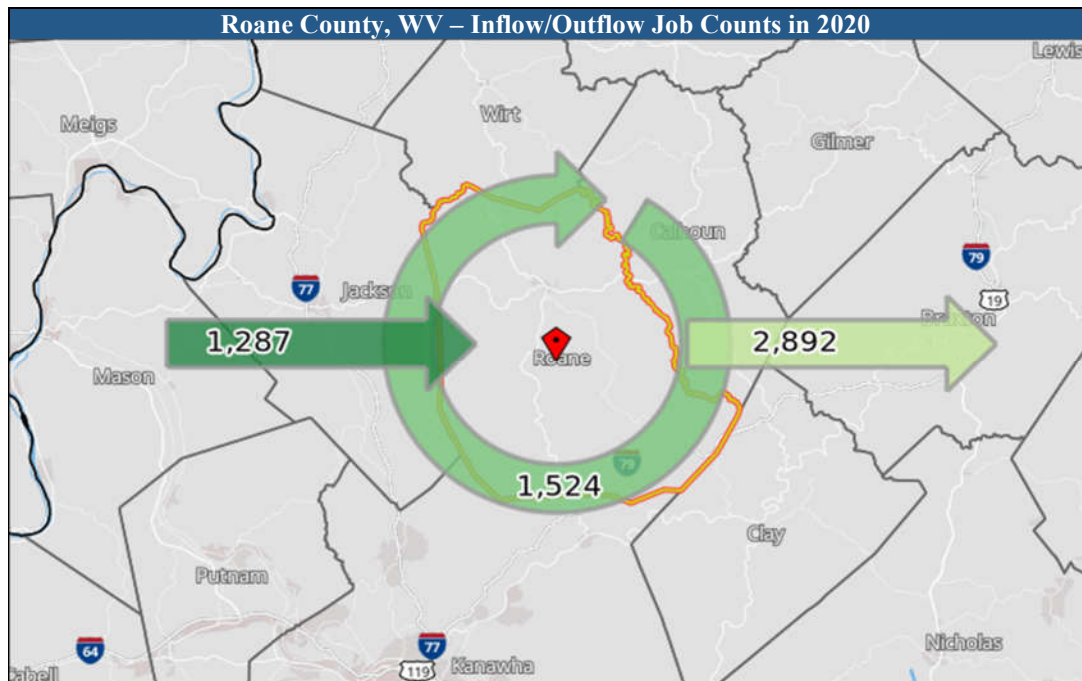
As shown in the preceding table, it is expected that 123 *owner* households will be added to the county over the next five years. The greatest number (43) of new owner households is expected to earn between \$75,000 and \$99,999, followed by the number (36) of new owner households expected to earn between \$50,000 and \$74,999. Given that all household income levels are expected to experience positive household growth within the county over the next five years, there will be increased demand for for-sale housing at a variety of affordability levels. These new owner households that are expected to be added to the county are included in the housing gap estimates shown in Section VIII of this report.

### Commuting Data

According to the 2017-2021 American Community Survey (ACS), 89.1% of Roane County commuters either drive alone or carpool to work, 2.1% walk to work, and 8.6% work from home. ACS also indicates that over half (50.3%) of Roane County workers have commute times of less than 30 minutes while 16.9% of workers have commutes of 60 minutes or more to employment. This represents longer commute times compared to the state, where 62.3% of workers have commute times of less than 30 minutes and 5.7% have commutes of at least 60 minutes. Tables illustrating detailed commuter data are provided on pages V-35 and V-36 in Section V: Economic Analysis.

According to 2020 U.S. Census Longitudinal Origin-Destination Employment Statistics (LODES), of the 4,416 employed residents of Roane County, 2,892 of these residents (65.5%) are employed outside the county. In addition, 1,287 people commute into Roane County from surrounding areas for employment. These 1,287 non-residents account for 45.8% of the people employed in the county 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. The distribution of age and earnings for each commuter cohort is also provided.



■ 1,287 - Employed in Selection Area, Live Outside  
■ 2,892 - Live in Selection Area, Employed Outside  
■ 1,524 - Employed and Live in Selection Area

#### Inflow/Outflow Job Counts (All Jobs)

	2020	
	Count	Share
<a href="#">Employed in the Selection Area</a>	2,811	100.0%
<a href="#">Employed in the Selection Area but Living Outside</a>	1,287	45.8%
<a href="#">Employed and Living in the Selection Area</a>	1,524	54.2%
<a href="#">Living in the Selection Area</a>	4,416	100.0%
<a href="#">Living in the Selection Area but Employed Outside</a>	2,892	65.5%
<a href="#">Living and Employed in the Selection Area</a>	1,524	34.5%

#### Commuting Flow Analysis by Age and Earnings (2020, All Jobs)

Worker Characteristics	Resident Outflow		Workers Inflow		Resident Workers	
	Number	Share	Number	Share	Number	Share
Ages 29 or younger	601	20.8%	236	18.3%	243	15.9%
Ages 30 to 54	1,587	54.9%	751	58.4%	836	54.9%
Ages 55 or older	704	24.3%	300	23.3%	445	29.2%
Earning <\$1,250 per month	707	24.4%	258	20.0%	357	23.4%
Earning \$1,251 to \$3,333	1,049	36.3%	458	35.6%	630	41.3%
Earning \$3,333+ per month	1,136	39.3%	571	44.4%	537	35.2%
<b>Total Worker Flow</b>	<b>2,892</b>	<b>100.0%</b>	<b>1,287</b>	<b>100.0%</b>	<b>1,524</b>	<b>100.0%</b>

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

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

Inflow workers are slightly younger and generally earn more than resident workers in Roane County. Of the county's 1,287 in-commuters, 58.4% are between the ages of 30 and 54 years, 23.3% are age 55 or older, and 18.3% are under the age of 30. The largest share (44.4%) of inflow workers earns \$3,333 or more per month (approximately \$40,000 or more). Given the diversity of incomes and ages of the people commuting into the county for work each day, a variety of housing product types could be developed to potentially attract these commuters to live in Roane County.

### C. HOUSING METRICS

The estimated distribution of the area housing stock by tenure for Roane County 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
Roane	Number	5,819	4,659	1,160	1,292	7,111
	Percent	81.8%	80.1%	19.9%	18.2%	100.0%
Region	Number	203,792	147,272	56,520	30,401	234,193
	Percent	87.0%	72.3%	27.7%	13.0%	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 7,111 housing units within Roane County in 2023, of which 5,819 units (81.8%) are occupied. Based on ESRI estimates and Census data, of the 5,819 total *occupied* housing units in Roane County, 80.1% are owner occupied, while the remaining 19.9% are renter occupied. Approximately 18.2% of the housing units within Roane County are classified as vacant, which is a higher share than that reported for the Advantage Valley Region (13.0%) and the state of West Virginia (13.9%). Vacant units are comprised of a variety of units including abandoned properties, unoccupied rentals, for-sale homes, and seasonal housing units. Overall, Roane County has a larger share of owner-occupied housing units and vacant units compared to the region.

The following table compares key housing age and conditions based on 2017-2021 American Community Survey data. Housing units built over 50 years ago (pre-1970), overcrowded housing (1.01+ persons per room), or housing that lacks complete indoor kitchens or bathroom plumbing are illustrated by tenure. 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
<b>Roane</b>	558	41.0%	1,387	34.5%	2	0.1%	40	1.0%	55	4.0%	46	1.1%
<b>Region</b>	24,485	45.2%	61,756	43.0%	893	1.6%	1,291	0.9%	1,005	1.9%	857	0.6%
<b>West Virginia</b>	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

In Roane County, 41.0% of the renter-occupied housing units and 34.5% of the owner-occupied housing units were built prior to 1970. The housing stock in Roane County appears to be, on average, newer than housing units in the Advantage Valley Region and state of West Virginia. The share of renter households (0.1%) in Roane County that experience overcrowding is lower than corresponding shares for the region and state, while the share of owner households (1.0%) that experience overcrowded conditions is slightly higher than regional and statewide shares. The share of renter households (4.0%) and owner households (1.1%) in Roane County with incomplete plumbing or kitchen facilities is higher than both regional and statewide shares. As such, the most prevalent housing condition in Roane County appears to be incomplete plumbing or kitchens among renter households.

The following table compares key household income, housing cost, and housing affordability metrics. It should be noted that cost burdened households pay over 30% of income toward housing costs, while severe cost burdened households pay over 50% of 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
<b>Roane</b>	5,819	\$39,142	\$142,635	\$600	40.5%	17.8%	15.7%	7.3%
<b>Region</b>	203,792	\$54,676	\$148,706	\$797	41.1%	14.5%	22.7%	5.8%
<b>West Virginia</b>	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

The estimated median home value in Roane County of \$142,635 is 4.1% lower than the median home value for the region (\$148,706) and 7.7% lower than that reported for the state (\$154,473). Similarly, the average gross rent in Roane County (\$600) is 24.7% lower than the regional average gross rent (\$797) and 26.0% lower than the statewide average gross rent (\$811). Although Roane County has a lower median home value and average gross rent compared to the region and state, the county has similar shares of cost burdened renter and owner households. This is likely due to the lower median household income in Roane County compared to the region and state. Regardless, over 40% of renter households and nearly 20% of owner households in Roane County are cost burdened. These shares account for an estimated 470 renter households and 829 owner households that are housing cost burdened. With nearly

1,300 cost burdened households in the county, affordable housing alternatives should be part of future housing solutions.

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 county, region, and the state.

		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
Roane	Number	752	146	463	1,361	3,151	0	864	4,015
	Percent	55.3%	10.7%	34.0%	100.0%	78.5%	0.0%	21.5%	100.0%
Region	Number	32,284	15,549	6,366	54,199	122,050	970	20,688	143,708
	Percent	59.6%	28.7%	11.7%	100.0%	84.9%	0.7%	14.4%	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

Most of the *rental* units in Roane County (55.3%) are within structures of four units or less, while an additional 34.0% of rental units in the county are mobile homes. The combined share (89.3%) of these units is considered to be the overall share of non-conventional rental units in Roane County, which is a higher share of such units when compared to that of the region (71.3%) and state (72.3%). Note that 21.5% of owner-occupied homes in the county are mobile homes. This is a higher share of owner-occupied mobile homes compared to the region (14.4%) and state (13.4%).

The following table summarizes monthly gross rents (per unit) for area rental alternatives within the county, region, and the state of West Virginia. While this data encompasses all rental units, which includes multifamily apartments, a significant majority (89.3%) of the county'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
Roane	Number	112	408	251	183	117	0	0	290	1,361
	Percent	8.2%	30.0%	18.4%	13.4%	8.6%	0.0%	0.0%	21.3%	100.0%
Region	Number	3,077	5,507	12,962	14,280	8,734	1,039	372	8,228	54,199
	Percent	5.7%	10.2%	23.9%	26.3%	16.1%	1.9%	0.7%	15.2%	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 (30.0%) of Roane County rental units have gross rents between \$300 and \$500. Collectively, 70.0% of rental units in the county have gross rents below \$1,000. It is also noteworthy that 21.3% of rentals in Roane County are classified as “No Cash Rent,” which is a higher share than that reported for the region (15.2%) and state (15.5%). It is estimated that only 8.6% of Roane County rentals are priced at \$1,000 or more, as compared to shares of 18.7% and 19.9% for the region and state, respectively. The preceding indicates that rental product within Roane County is comparatively more affordable than rental product within the region and throughout the state of West Virginia.

### Bowen National Research’s Survey of Housing Supply

#### *Multifamily Rental Housing*

A field survey of conventional apartment properties was conducted as part of this Housing Needs Assessment. The following table summarizes the county’s surveyed multifamily rental supply.

Multifamily Supply by Product Type – Roane County				
Project Type	Projects Surveyed	Total Units	Vacant Units	Occupancy Rate
Tax Credit/Government-Subsidized	1	24	0	100.0%
Government-Subsidized	4	139	0	100.0%
Total	5	163	0	100.0%

In Roane County, a total of five apartment properties were surveyed, which comprised a total of 163 units. Note that all 163 units surveyed in the county are at subsidized properties (including a Tax Credit/government-subsidized property). The five surveyed properties have quality ratings ranging from “B-” to “C,” reflecting properties that are generally in satisfactory condition. As there are no vacant units among the 163 total units surveyed, property quality does not appear to be a significant factor impacting occupancy rates in the county. Note that all five projects surveyed in Roane County have waiting lists in place ranging from eight to 60 households (12 to 24 months).

#### *Non-Conventional Rental Housing*

Non-conventional rentals are considered rental units typically consisting of single-family homes, duplexes, units over store fronts, and mobile homes and account for 89.3% of the total rental units in Roane County.

Bowen National Research conducted an online survey between August and November 2023 and identified two non-conventional rentals that were listed as *available* for rent in Roane County. While these rentals do not represent all non-conventional rentals in the county, they are representative of common characteristics of the various non-conventional rental alternatives available in the market. As a result, these rentals provide a good baseline to compare the rental rates, number of bedrooms, number of bathrooms, and other characteristics of non-conventional rentals.

The following table summarizes the sample survey of *available* non-conventional rentals identified in Roane County.

Surveyed Non-Conventional Rental Supply – Roane County				
Bedroom	Vacant Units	Rent Range	Median Rent	Median Rent Per Square Foot
One-Bedroom	1	\$500	\$500	-
Three-Bedroom	1	\$800	\$800	-
Total	2			

Source: Zillow; Apt.com; Trulia; Realtor.com; Facebook

Note: Square footage for some non-conventional rental units could not be verified.

When compared with all non-conventional rentals in the county, the two available rentals represent a vacancy rate of 0.2%. This is an extremely low vacancy rate. The identified non-conventional rentals in Roane County consist of a one-bedroom unit and a three-bedroom unit. Rents for the two identified non-conventional units are \$500 for the one-bedroom unit and \$800 for the three-bedroom unit.

### *For-Sale Housing*

The following table summarizes the available (as of October 2023) and recently sold (between January 2020 and October 2023) housing stock for Roane County.

Roane County - Owner For-Sale/Sold Housing Supply		
Type	Homes	Median Price
Available*	5	\$399,900
Sold**	43	\$129,000

Source: Multiple Listing Service (MLS)

\*As of Oct. 31, 2023

\*\*Sales from Jan. 1, 2020 to Oct. 31, 2023

The available for-sale housing stock in Roane County as of October 2023 consists of five total units with a median list price of \$399,900. The five available units represent 0.8% of the 621 available units within the Advantage Valley Region. Historical sales occurring from January 2020 to October 2023 consisted of 43 homes and had a median sale price of \$129,000. The five available homes represent only 0.1% of the estimated 4,659 owner-occupied units in Roane County. Typically, in healthy, well-balanced markets, approximately 2% to 3% of the for-sale housing stock should be available for purchase to allow for inner-market mobility and to enable the market to attract households. Based on the extremely low share of homes available for sale, Roane County appears to have a disproportionately low number of housing units available for purchase.

The following table illustrates sales activity from January 2020 to October 2023 for Roane County.

Roane County Sales History by Price (Jan. 1, 2020 to Oct. 31, 2023)		
Sale Price	Number Available	Percent of Supply
Up to \$99,999	14	32.6%
\$100,000 to \$199,999	20	46.5%
\$200,000 to \$299,999	5	11.6%
\$300,000 to \$399,999	2	4.7%
\$400,000+	2	4.7%
Total	43	100.0%

Source: Multiple Listing Service (MLS)

Recent sales activity in Roane County indicates a housing market favoring lower price points. Note that nearly 80% of sales were for units priced under \$200,000, a price point generally targeted by first-time homebuyers. By comparison, less than 10% of units sold for \$300,000 or above in the county between January 2020 and October 2023.

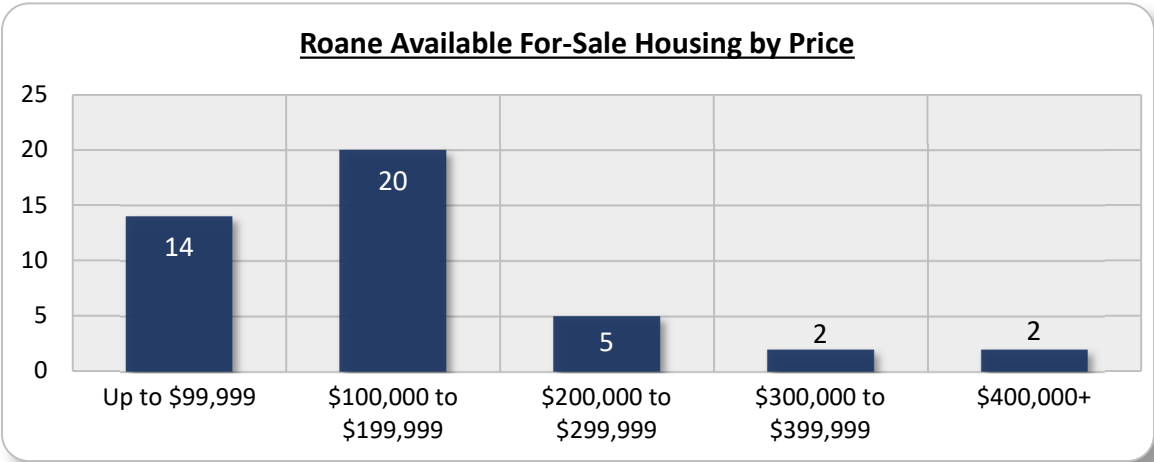
The following table summarizes the distribution of available for-sale residential units by *price point* for Roane County:

Roane County Available For-Sale Housing by List Price (As of Oct. 31, 2023)		
List Price	Number Available	Percent of Supply
Up to \$99,999	1	20.0%
\$100,000 to \$199,999	0	0.0%
\$200,000 to \$299,999	1	20.0%
\$300,000 to \$399,999	1	20.0%
\$400,000+	2	40.0%
Total	5	100.0%

Source: Multiple Listing Service (MLS)

Note that there were only five units available for sale in Roane County as of October 2023. As a result, there appears to be a shortage of available homes at all price points. Two of the five units available for sale in the county were priced at \$400,000 or more, a price point that only had two total sales between January 2020 and October 2023.

The distribution of available homes in Roane County by *price point* is illustrated in the following graph:



The distribution of available homes by *bedroom type* is summarized in the following table.

Roane County Available For-Sale Housing by Bedrooms (As of Oct. 31, 2023)					
Bedrooms	Number Available	Average Square Feet	Price Range	Median List Price	Median Price per Sq. Ft.
Three-Br.	4	1,710	\$99,900 - \$410,000	\$322,450	\$196.10
Four-Br.+	1	1,600	\$450,000	\$450,000	\$281.25
Total	5	1,688	\$99,900 - \$450,000	\$399,900	\$202.38

Source: Multiple Listing Service (MLS)

As shown in the preceding table, the only available units for sale in the county consist of four three-bedroom units and one four-bedroom or larger unit. The median list price of \$399,900 may reflect the lack of smaller one- and two-bedroom units available in the market.

Planned and Proposed Residential 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 Roane County. 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 planned and proposed residential projects identified in the county by project type.

Multifamily Rental Housing Development – Roane County				
There are currently no for-sale housing developments planned in the area.				
For-Sale Housing Development – Roane County				
Project Name & Address	Type	Units/ Lots	Developer	Status/ Details
<b>Chandler Building Revitalization</b> 145 Main Street Spencer	Condominiums	13	Still Seeking Developer	<b>Planned:</b> One- to two-bedrooms; No other information available at the time of this study
Senior Living Housing Development – Roane County				
There are currently no senior living housing developments planned in the area.				

Based on the preceding table, there is one for-sale housing development project with some level of planning or development in Roane County. Based on the status of the project, some units may have been considered in the housing gap estimates that follow.

#### Development Opportunities

Cursory research was conducted to identify potential sites for residential development. While this likely does not include all possible sites, this overview gives some insight into potential development opportunities in the county.

Potential Housing Development Opportunities – Roane County							
Map Code	Street Address	Town/City	County	Year Built	Building Size (Sq. Ft.)	Land Size (Acres)	Zoning
54	50 Pine Grove Rd.	Amma	Roane	-	-	2.54	No Zoning

Sources: LoopNet, West Virginia Development Office, West Virginia Property Record Search (GIS).

Note: Total land area includes total building area. Property class designation provided for properties in instances where zoning could not be verified. No on-site observations were conducted as part of this survey of development opportunity locations. This search was limited to online sources and is not considered to be exhaustive.

Based on this review, there was only one site identified that was marketed as available for potential residential development. As a result, the county may want to look for additional sites that could support residential development.

## D. HOUSING GAP ESTIMATES

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 needed in Roane County. 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, households from 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 the market needs 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, households from 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 the market needs by different income segments and price points.

The county has an overall housing gap of 593 units, with a gap of 267 rental units and a gap of 326 for-sale units. The following tables summarize the rental and for-sale housing gaps by income and affordability levels for Roane County. Details of the methodology used in this analysis are provided in Section VIII of this report.

Roane County, West Virginia					
Rental Housing Gap Estimates (2023-2028)					
Household Income Range	<\$50,000	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000+	Total Rental Housing Gap
Monthly Rent Range	<\$1,250	\$1,250-\$1,874	\$1,875-\$2,499	\$2,500+	
Household Growth	-51	8	8	9	-26
Balanced Market*	49	4	3	0	56
Replacement Housing**	39	2	1	0	42
External Market Support^	111	9	7	5	132
Households from Job Growth^^	12	25	16	10	63
<b>Total Gross Demand #1</b>	<b>160</b>	<b>48</b>	<b>35</b>	<b>24</b>	<b>267</b>
Step-Down Support	9	-3	-2	-4	0
<b>Total Gross Demand #2</b>	<b>169</b>	<b>45</b>	<b>33</b>	<b>20</b>	<b>267</b>
Less Development Pipeline	0	0	0	0	0
<b>Overall Units Needed</b>	<b>169</b>	<b>45</b>	<b>33</b>	<b>20</b>	<b>267</b>

\*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



Roane County, West Virginia				
For-Sale Housing Gap Estimates (2023-2028)				
Household Income Range	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000+	Total For-Sale Housing Gap
Home Price Range	\$167,000-\$249,999	\$250,000-\$333,999	\$334,000+	
Household Growth	-4	-9	158	145
Balanced Market*	12	9	18	39
Replacement Housing**	3	1	0	4
External Market Support^	11	9	17	37
Households from Job Growth^^	36	43	32	111
Total Gross Demand #1	58	53	225	336
Step-Down Support	0	35	-45	-10
Total Gross Demand #2	58	88	180	326
Less Development Pipeline	0	0	0	0
<b>Overall Units Needed</b>	<b>58</b>	<b>88</b>	<b>180</b>	<b>326</b>

\*Based on Bowen National Research's analysis of for-sale product within 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

As the preceding tables illustrate, the projected housing gaps over the next five years encompass a variety of affordability levels for both rental and for-sale housing product. Although development within Roane County should be prioritized to the housing product showing the greatest gaps, it appears efforts to address housing should consider most rents and price points across the housing spectrum. The addition of a variety of housing product types and affordability levels would enhance the subject county's ability to attract potential workers and help meet the changing and growing housing needs of the local market.

## **E. STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS (SWOT)**

A SWOT analysis often serves as the framework to evaluate an area's competitive position and to develop strategic planning. It considers internal and external factors, as well as current and future potential. Ultimately, such an analysis is intended to identify core strengths, weaknesses, opportunities, and threats that can lead to strategies that can be developed and implemented to address local housing issues.

The following is a summary of key findings from this SWOT analysis for Roane County.

<b>SWOT Analysis</b>	
<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"><li>• High level of rental and for-sale housing demand</li><li>• Affordable workforce rental housing</li><li>• Positive at-place employment growth since 2019</li><li>• Average median housing values and average product age</li></ul>	<ul style="list-style-type: none"><li>• Very limited available rentals and for-sale housing</li><li>• Disproportionately low share of rentals</li><li>• Highest available for-sale median price in the Advantage Valley Region</li><li>• Small at-place employment base</li><li>• High poverty rate and low median household income</li></ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"><li>• Housing need of 267 rental units</li><li>• Housing need of 326 for-sale units</li><li>• Attract some of the 1,287 commuters coming into the county for work to live in the county</li><li>• Numerous parcels and/or development opportunity sites were identified that could potentially support residential development (see Section VII)</li></ul>	<ul style="list-style-type: none"><li>• The county risks losing residents to other areas/communities</li><li>• Overall lack of available housing and affordability of for-sale housing</li><li>• Vulnerable to deteriorating and neglected housing stock due to high vacancy rate</li><li>• Inability to attract businesses to county</li><li>• Inability of employers to attract and retain workers due to local housing issues</li></ul>

The county's housing market has an overall lack of availability, and affordability issues are present within the for-sale housing segment. While workforce rental housing is generally affordable within the county, the county is projected to experience household decline over the next five years. Although there is limited available for-sale and rental housing in Roane County, there is a notably high share of vacant housing units, which may be an indication of abandoned properties and blight. Despite an increase in at-place employment since 2019, there is a lack of economic development activity which indicates minimal job creation. The opportunity and challenge for Roane County is to attract some of the county's in-commuters to live within the county while retaining the existing residents that commute outside the county. There are housing gaps for both rental and for-sale housing alternatives at a variety of rents and price points. As such, county housing plans should encourage and support the development of a variety of product types at a variety of affordability levels while also promoting new business development within the county.