

ADDENDUM L: WAYNE COUNTY OVERVIEW

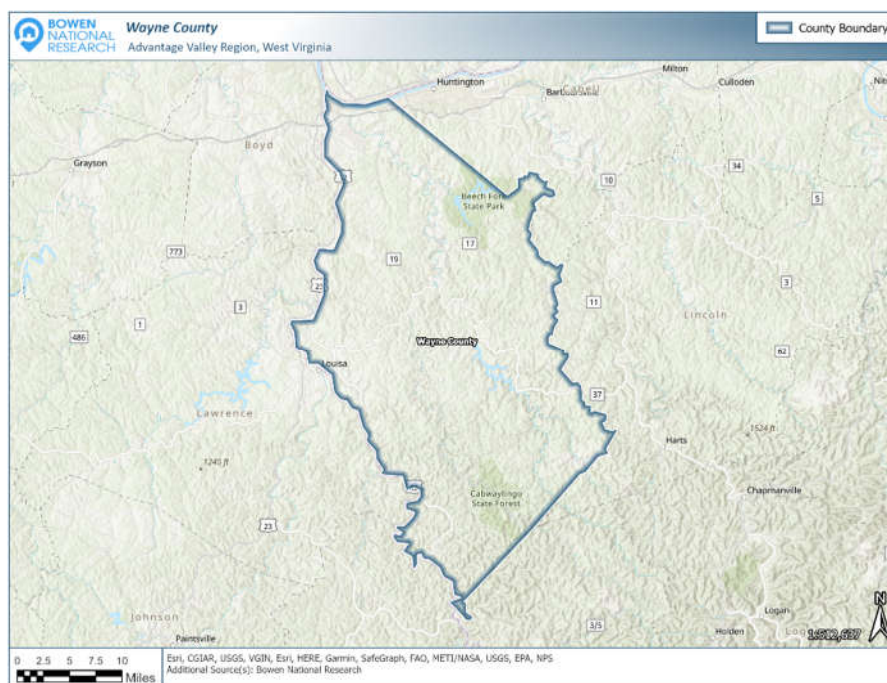
While the primary focus of this Housing Needs Assessment is on the Advantage Valley Region, this section of the report includes a cursory overview of demographic, economic, and housing metrics of Wayne County. To provide a base of comparison, various metrics of Wayne County were compared with overall 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

Wayne County is located in the southwestern portion of West Virginia along the state line. Wayne County contains approximately 512 square miles and has an estimated population of 38,120 in 2023, which is representative of approximately 7.9% of the total population for the 10-county Advantage Valley Region. The town of Wayne serves as the county seat and is located in the north-central portion of the county. Other notable population centers within the county include the city of Kenova and the town of Ceredo. Some of the major arterials that serve the county include Interstate 64 as well as State Routes 37 and 152.

A map illustrating Wayne 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	2020	2023	2028	2010-2020		2020-2023		2023-2028	
	Census	Census	Estimate	Projected	Number	Percent	Number	Percent	Number	Percent
Wayne	42,481	38,982	38,120	37,120	-3,499	-8.2%	-862	-2.2%	-1,000	-2.6%
Region	514,621	489,112	480,382	470,085	-25,509	-5.0%	-8,730	-1.8%	-10,297	-2.1%
West Virginia	1,852,851	1,793,570	1,775,514	1,758,600	-59,281	-3.2%	-18,056	-1.0%	-16,914	-1.0%

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

Between 2010 and 2020, the population within Wayne County declined by 3,499 (8.2%), which is a larger decrease as compared to the decrease for the Advantage Valley Region (5.0%) and the state (3.2%). A population decline of 2.2% occurred within the county between 2020 and 2023, and it is projected that the population will further decline by 2.6% 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 Wayne County include the following:

- Minorities comprise 4.2% 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 over half (53.0%) of the adult population, which is higher 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 15.8%, which is higher than the shares reported for the Advantage Valley Region (9.9%) and the state (10.1%).
- Approximately 17.3% of the county population lives in poverty, which is slightly lower than the Advantage Valley Region share (17.4%) but higher than the statewide share of 16.9%.
- The annual movership rate (population moving within or to Wayne County) is 8.3%, 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
Wayne	17,347	16,088	15,810	15,514	-1,259	-7.3%	-278	-1.7%	-296	-1.9%
Region	216,468	206,650	203,792	200,697	-9,818	-4.5%	-2,858	-1.4%	-3,095	-1.5%
West Virginia	763,831	743,406	738,456	736,670	-20,425	-2.7%	-4,950	-0.7%	-1,786	-0.2%

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

Between 2010 and 2020, the total number of households within Wayne County decreased by 1,259 (7.3%), which is a notably larger decrease as compared to the region (4.5%) and state (2.7%) during this same time period. The number of households in Wayne County decreased by 1.7% between 2020 and 2023, and it is projected that the number of households in the county will decline by 1.9% between 2023 and 2028. While both the region and state also experienced household declines between 2020 and 2023 and are projected to have declines over the next five years, the rates of decline for both areas are less than that for Wayne 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.

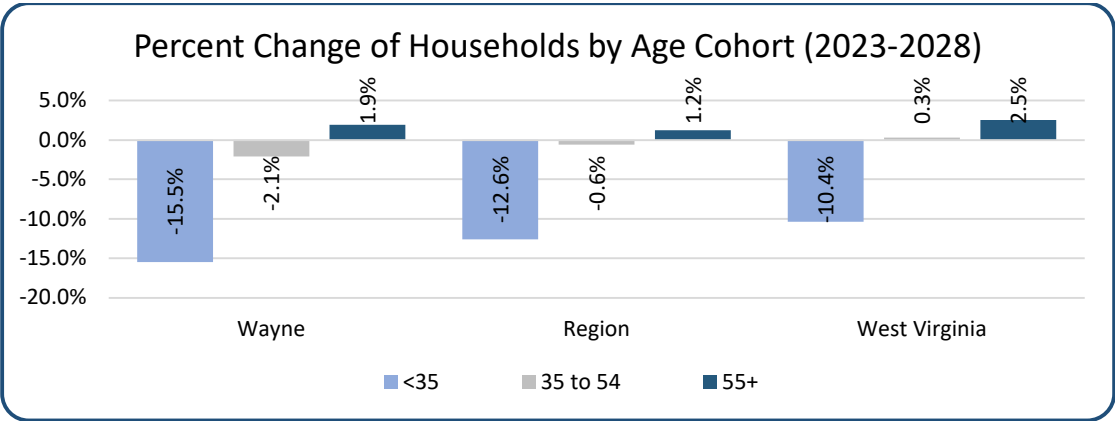
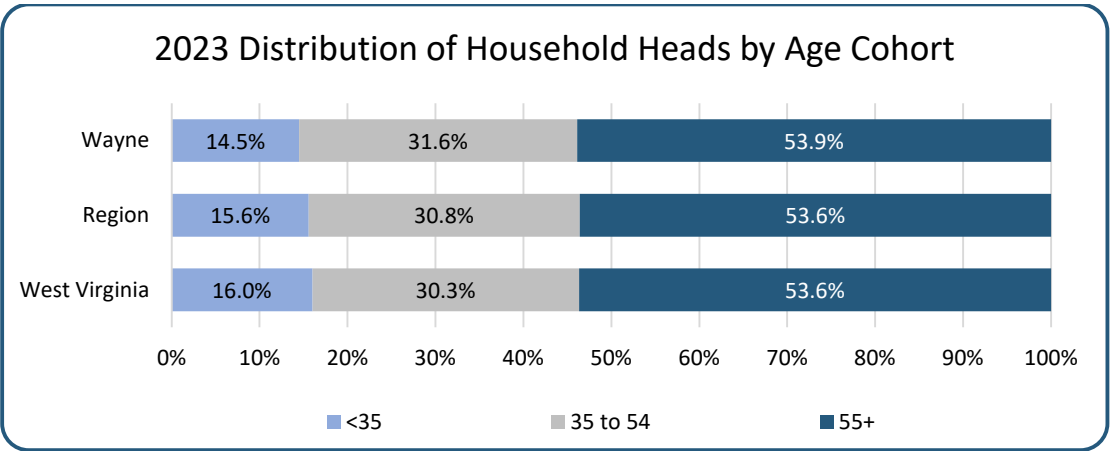
Household heads by age cohorts for selected years are shown in the following table. Note that 2028 numbers which represent a decrease from 2023 are illustrated in **red** text, while increases are illustrated in **green** text:

		Household Heads by Age						
		<25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
Wayne	2010	597	2,131	2,944	3,409	3,448	2,607	2,211
	2023	420	1,873	2,406	2,586	2,989	3,209	2,327
	2028	383	1,554	2,313	2,574	2,737	3,157	2,796
Region	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	6,667	21,127	30,583	31,777	34,075	40,945	35,523
West Virginia	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	28,128	78,110	110,755	114,054	127,805	149,052	128,766

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

In 2023, household heads between the ages of 65 and 74 within Wayne County comprise the largest share of households (20.3%) by age. Household heads between the ages of 55 and 64 represent the next largest share (18.9%). Overall, household heads aged 55 and older comprise 53.9% of all households within Wayne County. This is a slightly 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 14.5% of Wayne 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, household growth within Wayne County is isolated to households in the age cohort of 75 years and older, which is projected to increase by 20.2%. Households under the age of 75 are projected to decline over the next five years, with the largest percentage decline (17.0%) projected for the age cohort of 25 to 34.

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	
Wayne	Owner-Occupied	13,466	78.1%	13,313	76.7%	11,765	74.4%	11,617	74.9%
	Renter-Occupied	3,773	21.9%	4,034	23.3%	4,045	25.6%	3,897	25.1%
	Total	17,239	100.0%	17,347	100.0%	15,810	100.0%	15,514	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, Wayne County has a 74.4% share of owner households and a 25.6% share of renter households. Wayne County has a higher share of owner households as compared to both the Advantage Valley Region (72.3%) and state of West Virginia (74.0%). Wayne County owner households represent 8.0% of all owner households within the Advantage Valley Region, while the county's renter households comprise 7.2% of the region's renter households. Between 2023 and 2028, the number of owner households in Wayne County is projected to decrease by 148 (1.3%), while the number of renter households is projected to decline by 148 (3.7%).

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
Wayne	\$34,515	\$49,412	43.2%	\$57,830	17.0%
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 Wayne County is \$49,412, which is 9.6% lower than the region median household income and 7.8% lower than that of the state. Between 2010 and 2023, Wayne County experienced a 43.2% increase in the median household income. The increase in Wayne County was slightly less than the increase for the region (44.4%), but larger than that of the state of West Virginia (41.6%). The median household income in Wayne County is projected to increase by 17.0% between 2023 and 2028, resulting in a projected median household income of \$57,830 in 2028, which will remain below that projected 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+
Wayne	2010	1,104 (27.4%)	1,242 (30.8%)	591 (14.6%)	370 (9.2%)	279 (6.9%)	135 (3.3%)	251 (6.2%)	62 (1.5%)
	2023	884 (21.9%)	990 (24.5%)	528 (13.1%)	379 (9.4%)	358 (8.8%)	179 (4.4%)	446 (11.0%)	281 (7.0%)
	2028	814 (20.9%)	863 (22.1%)	471 (12.1%)	371 (9.5%)	358 (9.2%)	172 (4.4%)	451 (11.6%)	398 (10.2%)
	Change 2023-2028	-70 (-7.9%)	-127 (-12.8%)	-57 (-10.8%)	-8 (-2.1%)	0 (0.0%)	-7 (-3.9%)	5 (1.1%)	117 (41.6%)
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	-1,123 (-11.6%)	-1,052 (-8.2%)	-873 (-12.2%)	-344 (-6.5%)	129 (2.4%)	-23 (-0.6%)	204 (2.6%)	1,397 (29.4%)
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, renter households earning between \$10,000 and \$19,999 (24.5%) and those earning less than \$10,000 (21.9%) comprise the largest shares of renter households by income level within Wayne County. Well over one-half (59.5%) of all renter households within the county earn less than \$30,000, which is larger than the regional (52.4%) and statewide (51.2%) shares. Between 2023 and 2028, the vast majority of renter household growth is projected to occur among households earning \$100,000 or more (41.6%). While more moderate growth (1.1%) is projected among renter households earning between \$60,000 and \$99,999, a significant *decline* (10.6%) is projected for households earning less than \$30,000 annually. Overall, this will result in a 3.7% decrease in the total number of renter households. It is important to note that, despite the decrease among lower earning households in the county, it is projected that 55.1% of renter households in Wayne County 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+
Wayne	2010	1,058 (7.9%)	1,888 (14.2%)	1,854 (13.9%)	1,704 (12.8%)	1,465 (11.0%)	1,296 (9.7%)	2,602 (19.5%)	1,446 (10.9%)
	2023	667 (5.7%)	1,153 (9.8%)	1,115 (9.5%)	988 (8.4%)	918 (7.8%)	922 (7.8%)	2,886 (24.5%)	3,116 (26.5%)
	2028	557 (4.8%)	947 (8.2%)	933 (8.0%)	865 (7.4%)	766 (6.6%)	865 (7.4%)	2,954 (25.4%)	3,729 (32.1%)
	Change 2023-2028	-110 (-16.5%)	-206 (-17.9%)	-182 (-16.3%)	-123 (-12.4%)	-152 (-16.6%)	-57 (-6.2%)	68 (2.4%)	613 (19.7%)
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	-1,283 (-21.4%)	-2,058 (-17.9%)	-2,104 (-17.7%)	-1,759 (-14.2%)	-1,792 (-14.7%)	-142 (-1.1%)	-973 (-2.7%)	8,701 (19.6%)
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, 51.0% of *owner* households in Wayne County earn \$60,000 or more annually, which represents a lower share compared to the Advantage Valley Region (54.6%) and state of West Virginia (53.0%). Nearly one-quarter (24.0%) of owner households in Wayne County earn between \$30,000 and \$59,999, and the remaining 25.0% 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. Between 2023 and 2028, owner household growth is projected to be primarily among households earning \$100,000 or more (19.7%) within both Wayne County and the Advantage Valley Region, although moderate growth is also projected for owner households earning between \$60,000 and \$99,999 (2.4%) in the county.

The following table illustrates the cumulative change in total population for Wayne County and the PSA (Advantage Valley Region) 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 Increase	Domestic Migration	International Migration	Net Migration
Wayne County	42,542	39,054	-3,488	-8.2%	-1,151	-2,412	86	-2,326
Region	514,562	481,033	-33,529	-6.5%	-10,328	-25,253	2,338	-22,915
West Virginia	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 -11 (Wayne), -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 Wayne 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 (-1,151) had a significant negative influence on the population within Wayne County between 2010 and 2020, negative domestic migration (-2,412) was the largest component of the overall population decline during this time period. This trend of negative domestic migration combined with natural decrease in Wayne County is consistent with the regional and statewide trends. In order for Wayne 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 Wayne 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
Wayne County	52.9%	23.9%	23.2%	32.5	50.0	44.7
Region Average*	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 52.9% of in-migrants to Wayne County were less than 35 years of age, while 23.2% were 55 years of age or older. This is a lower share of in-migrants less than 35 years of age and a higher share of seniors (ages 55 and older) compared to the region shares (61.9% and 19.4%, respectively). The data also illustrates that the median age of in-state migrants (32.5 years) is notably less than the median age of the existing population of the county (44.7 years), while the median age of out-of-state migrants (50.0 years) is higher than the existing population.

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
Wayne County								
<\$25,000	12,924	51.6%	637	52.4%	353	62.7%	179	55.6%
\$25,000 to \$49,999	6,059	24.2%	280	23.0%	132	23.4%	84	26.1%
\$50,000+	6,085	24.3%	299	24.6%	78	13.9%	59	18.3%
Total	25,068	100.0%	1,216	100.0%	563	100.0%	322	100.0%
Region**								
<\$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, 62.7% of the population that moved to Wayne County from a different county within West Virginia earned less than \$25,000 per year. While a smaller number of individuals moved to Wayne County from out-of-state, a notable share (55.6%) of these individuals also 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 (13.9%) and those from outside the state (18.3%). 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 Wayne County.

Labor Force

The following table illustrates the employment base by industry for Wayne 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					
	Wayne		Region		West Virginia	
	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	606	0.2%	1,441	0.2%
Mining	56	0.6%	2,445	1.0%	6,724	0.9%
Utilities	41	0.5%	1,115	0.5%	3,590	0.5%
Construction	383	4.3%	9,982	4.1%	29,827	4.1%
Manufacturing	703	7.9%	11,952	4.9%	41,795	5.7%
Wholesale Trade	234	2.6%	9,476	3.9%	25,543	3.5%
Retail Trade	1,120	12.6%	26,730	11.0%	91,763	12.6%
Transportation & Warehousing	402	4.5%	14,814	6.1%	23,987	3.3%
Information	41	0.5%	6,294	2.6%	15,064	2.1%
Finance & Insurance	115	1.3%	9,050	3.7%	22,771	3.1%
Real Estate & Rental & Leasing	110	1.2%	3,582	1.5%	11,749	1.6%
Professional, Scientific & Technical Services	241	2.7%	13,508	5.5%	37,600	5.2%
Management of Companies & Enterprises	0	0.0%	449	0.2%	1,535	0.2%
Administrative, Support, Waste Management & Remediation Services	78	0.9%	6,143	2.5%	12,550	1.7%
Educational Services	941	10.6%	15,698	6.4%	60,135	8.3%
Health Care & Social Assistance	2,151	24.1%	54,963	22.5%	146,461	20.1%
Arts, Entertainment & Recreation	224	2.5%	3,909	1.6%	17,467	2.4%
Accommodation & Food Services	467	5.2%	18,233	7.5%	68,140	9.4%
Other Services (Except Public Administration)	410	4.6%	11,667	4.8%	39,962	5.5%
Public Administration	1,111	12.5%	22,381	9.2%	66,516	9.1%
Non-classifiable	79	0.9%	831	0.3%	3,791	0.5%
Total	8,907	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.

Wayne County has an employment base of approximately 8,900 individuals within a broad range of employment sectors. The labor force within the county is based primarily in three sectors: Health Care and Social Assistance (24.1%), Retail Trade (12.6%), and Public Administration (12.5%). It is interesting to note that these are also the top three sectors of employment within the PSA (Advantage Valley Region). Combined, these top job sectors represent 49.2% of the county employment base. This represents a larger concentration of employment within the top three sectors compared to the top three sectors in the PSA (42.7%) and state (42.1%). 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. With a more concentrated overall distribution of employment, the economy within Wayne County may be slightly more vulnerable to economic downturns compared to the PSA and state overall. While health care and public administration are comparably less susceptible to economic downturns, retail can be influenced by larger economic conditions. Although many occupations within the healthcare sector offer competitive wages, it is important to understand that a significant number of the support occupations in this industry and within the public administration and retail sectors 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					
	Wayne County		West Virginia		United States	
	Total Number	Percent Change	Total Number	Percent Change	Total Number	Percent Change
2013	14,960	-	745,849	-	144,904,568	-
2014	14,927	-0.2%	743,955	-0.3%	147,293,817	1.6%
2015	14,657	-1.8%	739,455	-0.6%	149,540,791	1.5%
2016	14,552	-0.7%	737,205	-0.3%	151,934,228	1.6%
2017	14,768	1.5%	743,786	0.9%	154,721,780	1.8%
2018	14,827	0.4%	752,602	1.2%	156,709,676	1.3%
2019	14,889	0.4%	755,909	0.4%	158,806,261	1.3%
2020	14,217	-4.5%	715,637	-5.3%	149,462,904	-5.9%
2021	14,593	2.6%	739,003	3.3%	154,624,092	3.5%
2022	14,976	2.6%	754,453	2.1%	159,884,649	3.4%
2023*	15,142	1.1%	755,338	0.1%	161,889,759	1.3%

Source: Department of Labor; Bureau of Labor Statistics

*Through July

Year	Unemployment Rate		
	Wayne County	West Virginia	United States
2013	6.9%	6.7%	7.4%
2014	6.7%	6.5%	6.2%
2015	7.0%	6.6%	5.3%
2016	6.6%	6.1%	4.9%
2017	5.8%	5.2%	4.4%
2018	5.9%	5.2%	3.9%
2019	5.5%	5.0%	3.7%
2020	8.4%	8.3%	8.1%
2021	5.2%	5.1%	5.4%
2022	4.0%	3.9%	3.7%
2023*	3.8%	3.8%	3.7%

Source: Department of Labor; Bureau of Labor Statistics

*Through July

From 2013 to 2019, the employment base in Wayne County decreased by 71 employees, or 0.5%, which contrasts with the statewide increase of 1.3% during that time. In 2020, which was largely impacted by the economic effects related to COVID-19, total employment decreased in Wayne County by 4.5%, which was less than the decline for the state (5.3%). In 2021, total employment for Wayne County increased by 2.6%, followed by additional increases of 2.6% in 2022 and an increase of 1.1% through July 2023. The recent increases in total employment are a positive sign that the local economy continues to recover from the effects of the COVID-19 pandemic. Overall, Wayne County recovered to 100.5% (2022 full year) of the total employment in 2019, which represents a recovery rate above that for the state of West Virginia (99.8%). As such, it appears Wayne County has experienced a marginal expansion in total employment over the last few years.

The unemployment rate within Wayne County declined from 2013 (6.9%) to 2019 (5.5%). In 2020, the unemployment rate increased to 8.4%, which was slightly higher than the unemployment rate within the state (8.3%). In 2021, the unemployment rate within the county decreased to 5.2%. As of July 2023, the unemployment rate within the county decreased to 3.8%, which is the lowest recorded unemployment rate for the county since 2013. This is another positive sign of an improving economy within Wayne County.

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 Wayne County from January 1, 2022 to June 22, 2023 (most recent data available).

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

Major Employers – Wayne County
United States Department of Veterans Affairs
Wayne County Board of Education
Alleward Sogefi U.S.A., Inc.
Diversified Assessment & Therapy Services
Walmart
Wayne County Commission
FedEx Corporation
Braskem America, Inc.
Valley Health Systems, Inc.
Zim's Bagging Company

Source: Workforce West Virginia (March 2022)

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

Economic Development Activity – Wayne County			
Project Name	Investment	Job Creation	Scope of Work/Details
R. J. Corman Railroad Switching Company, LLC Prichard	N/A	14	Completed: In October 2023, began leasing the Central Appalachia Inland Port; Multiphase project; Services include railcar repair, track maintenance, locomotive maintenance, etc.
Infrastructure Projects – Wayne County			
Project Name	Investment	Status	Scope of Work/Details
Armstrong Telecommunications, Inc.	\$4 million	Planned	In 2023, received funding for broadband connectivity to target 551 addresses; Addresses are located in Lincoln and Wayne counties

ECD – Estimated Completion Date

N/A – Not Available

As the preceding illustrates, there is a limited number of economic development announcements and infrastructure projects within Wayne County. Among these include the recent leasing of the Central Appalachia Inland Port by R.J. Corman Railroad Switching Company, which resulted in the creation of 14 new jobs, and the planned \$4 million expansion of broadband services to residents of Wayne and Lincoln counties. While economic and infrastructure activity announcements within Wayne County are limited, the expansion of broadband services in the county will improve the quality of life for local residents and can contribute to the appeal of the area, which may help attract additional residents and businesses to Wayne County.

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
Wayne	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
Wayne	22	44	28	18	112	2.5%
Region	883	1,765	1,068	702	4,418	100.0%
Totals	20.0%	40.0%	24.2%	15.9%	100.0%	-

Source: Bowen National Research

As the preceding table illustrates, it is expected that 112 *renter* households will be added to the county over the next five years. The largest number (44) of new renter households is expected to earn between \$50,000 and \$74,999, followed by the number (28) 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
Wayne	20	63	74	56	213	2.5%
Region	853	2,545	2,903	2,200	8,501	100.0%
Totals	10.0%	29.9%	34.2%	25.9%	100.0%	-

Source: Bowen National Research

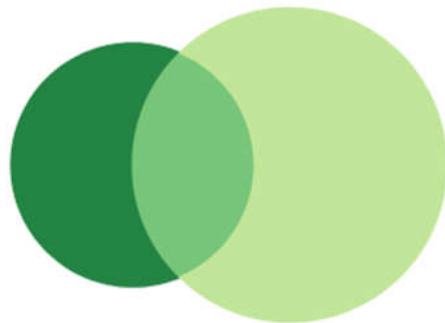
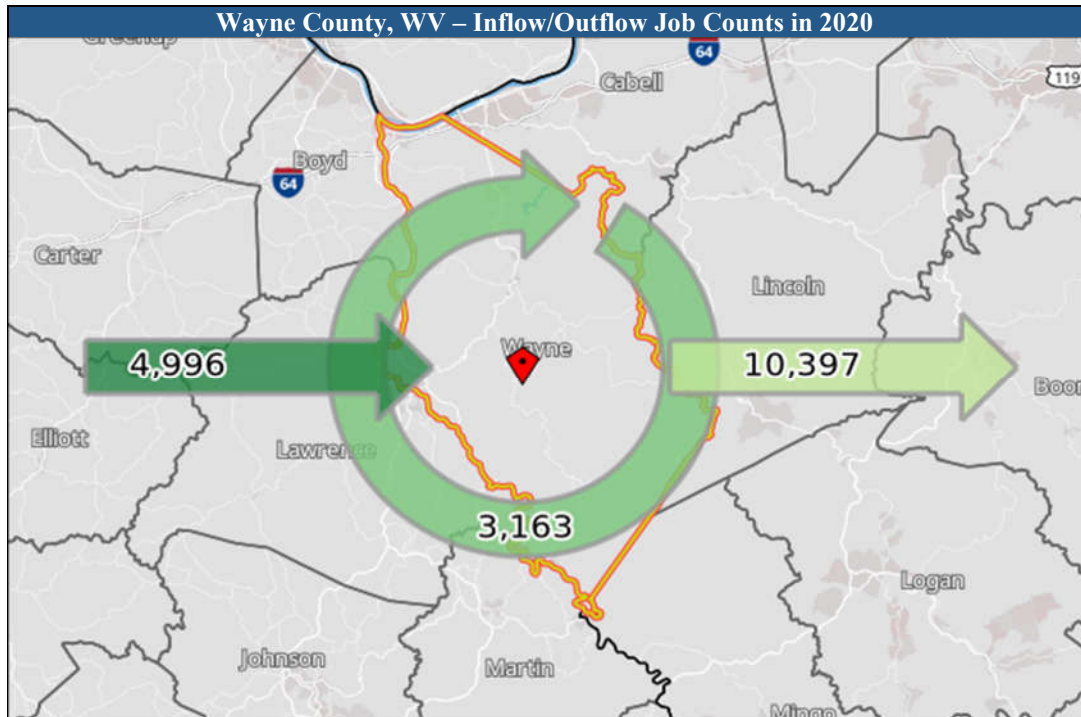
As shown in the preceding table, it is expected that 213 *owner* households will be added to the county over the next five years. The greatest number (74) of new owner households is expected to earn between \$75,000 and \$99,999, followed by the number (63) of new owner households expected to earn between \$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), 92.5% of Wayne County commuters either drive alone or carpool to work, 2.2% walk to work, and 3.7% work from home. ACS also indicates that 65.7% of Wayne County workers have commute times less than 30 minutes, while 7.1% have commutes of 60 minutes or more. This represents similar commute times compared to the state, where 62.3% of workers have commute times 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 13,560 employed residents of Wayne County, 10,397 (76.7%) are employed outside the county, while the remaining 3,163 (23.3%) are employed within Wayne County. In addition, 4,996 people commute into Wayne County from surrounding areas for employment. These 4,996 non-residents account for 61.2% 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.



■ 4,996 - Employed in Selection Area, Live Outside
■ 10,397 - Live in Selection Area, Employed Outside
■ 3,163 - Employed and Live in Selection Area

**Inflow/Outflow Job Counts (All Jobs)
2020**

	Count	Share
Employed in the Selection Area	8,159	100.0%
Employed in the Selection Area but Living Outside	4,996	61.2%
Employed and Living in the Selection Area	3,163	38.8%
Living in the Selection Area	13,560	100.0%
Living in the Selection Area but Employed Outside	10,397	76.7%
Living and Employed in the Selection Area	3,163	23.3%

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	2,475	23.8%	946	18.9%	574	18.1%
Ages 30 to 54	5,662	54.5%	2,930	58.6%	1,779	56.2%
Ages 55 or older	2,260	21.7%	1,120	22.4%	810	25.6%
Earning <\$1,250 per month	2,529	24.3%	1,039	20.8%	820	25.9%
Earning \$1,251 to \$3,333	3,700	35.6%	1,395	27.9%	1,094	34.6%
Earning \$3,333+ per month	4,168	40.1%	2,562	51.3%	1,249	39.5%
Total Worker Flow	10,397	100.0%	4,996	100.0%	3,163	100.0%

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

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

Of the county's 4,996 in-commuters, approximately 58.6% are between the ages of 30 and 54 years, 22.4% are age 55 or older, and 18.9% are under the age of 30. This is a slightly greater concentration of older workers compared to the resident outflow workers. Over one-half (51.3%) of inflow workers earn \$3,333 or more per month (\$40,000 or more annually). By comparison, a smaller share (40.1%) of outflow workers earns \$3,333 or more per month. Based on the preceding data, people that commute *into* Wayne County for employment are typically slightly older and more likely to earn higher wages when compared to residents commuting out of the county for work. Regardless, given the diversity of incomes and ages of the approximately 5,000 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 Wayne County.

C. HOUSING METRICS

The estimated distribution of the area housing stock by tenure for Wayne 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
Wayne	Number	15,810	11,765	4,045	2,244	18,054
	Percent	87.6%	74.4%	25.6%	12.4%	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 18,054 housing units within Wayne County in 2023. Based on ESRI estimates and Census data, of the 15,810 total *occupied* housing units in Wayne County, 74.4% are owner occupied, while the remaining 25.6% are renter occupied. Approximately 12.4% of the housing units within Wayne County are classified as vacant, which is a lower share than that reported for the Advantage Valley Region (13.0%). Vacant units are comprised of a variety of units including abandoned properties, unoccupied rentals, for-sale homes, and seasonal housing units. Overall, Wayne County has a slightly larger proportion of owner-occupied housing units and fewer 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
Wayne	1,561	44.6%	4,059	37.0%	32	0.9%	116	1.1%	167	4.8%	27	0.2%
Region	24,485	45.2%	61,756	43.0%	893	1.6%	1,291	0.9%	1,005	1.9%	857	0.6%
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

In Wayne County, 44.6% of the renter-occupied housing units and 37.0% of the owner-occupied housing units were built prior to 1970. As a result, the housing stock in Wayne County appears to be, on average, relatively newer than the housing units in the Advantage Valley Region. While the share of renter households (0.9%) in Wayne County that experience overcrowding is less than the share for the region (1.6%), the share of owner households (1.1%) with this issue is slightly higher than the region (0.9%). The share of renter households (4.8%) with incomplete plumbing or kitchens is notably higher than both regional and statewide levels, while the share of owner households (0.2%) with these issues is less. As such, the most prevalent housing condition issue in Wayne 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
Wayne	15,810	\$49,412	\$120,523	\$774	29.4%	14.4%	13.7%	7.1%
Region	203,792	\$54,676	\$148,706	\$797	41.1%	14.5%	22.7%	5.8%
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

The estimated median home value in Wayne County of \$120,523 is 19.0% lower than the median home value for the region (\$148,706) and 22.0% lower than that reported for the state (\$154,473). Similarly, the average gross rent in Wayne County (\$774) is 2.9% lower than the regional average gross rent (\$797) and 4.6% lower than the statewide average (\$811). The lower median home value and lower average gross rent reported for the county likely contribute to the generally lower shares of cost burdened households within the county as compared to the region and state. Regardless, 29.4% of renter households in Wayne County are cost burdened, while 14.4% of owner households are cost burdened. Overall, Wayne County has an estimated 1,189 renter households and 1,694 owner households that are housing cost burdened. Furthermore, there are approximately 554 renter households and 835 owner households that are

severe cost burdened (paying more than 50% of income toward housing). With nearly 2,900 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
Wayne	Number	2,384	444	673	3,501	9,036	6	1,936	10,978
	Percent	68.1%	12.7%	19.2%	100.0%	82.3%	0.1%	17.6%	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

In total, 87.3% of the *rental* units in Wayne County are within structures of four units or less and mobile homes. This is a considerably higher share of such units when compared to that of the region (71.3%) and state (72.3%). This is primarily due to the significant share of renter-occupied mobile homes (19.2%) in the county. Additionally, 17.6% of owner-occupied homes in the county are mobile homes.

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 vast majority (87.3%) 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
Wayne	Number	195	310	766	876	407	87	0	860	3,501
	Percent	5.6%	8.9%	21.9%	25.0%	11.6%	2.5%	0.0%	24.6%	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 (25.0%) of Wayne County rental units have rents between \$750 and \$1,000, followed by units with rents between \$500 and \$750 (21.9%). Collectively, units with gross rents between \$500 and \$1,000 account for 46.9% of all Wayne County rentals. It is also noteworthy that 24.6% of rentals in Wayne County are classified as “No Cash Rent,” which is a much higher share than that reported for the region (15.2%) and state (15.5%). It is estimated that 14.1% of Wayne County rentals are priced at \$1,000 or more, which is a lower share as compared to shares of 18.7% and 19.9% for the region and state, respectively. The preceding indicates that rental product within Wayne 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 – Wayne County				
Project Type	Projects Surveyed	Total Units	Vacant Units	Occupancy Rate
Market-rate	9	197	15	92.4%
Tax Credit/Government-Subsidized	4	200	0	100.0%
Total	13	397	15	96.2%

In Wayne County, a total of 13 apartment properties were surveyed, comprising a total of 397 units. Among the surveyed projects, 49.6% of the total units are market-rate units and 50.4% are subsidized Tax Credit units. While the market-rate units in the county have a vacancy rate of 7.6%, the subsidized Tax Credit units are fully occupied. Although this represents a relatively high vacancy rate for market-rate apartments, it should be noted that all 15 vacancies are within a single project, and wait lists are maintained at other market-rate projects in the county. Additionally, wait lists of up to 30 households are maintained for the subsidized Tax Credit units in Wayne County. The exceptionally high occupancy rate and presence of notable wait lists among the subsidized product is reflective of pent-up demand for affordable multifamily apartment units within the county.

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 87.3% of the total rental units in Wayne County.

Bowen National Research conducted an online survey between August and November 2023 and identified four non-conventional rentals that were listed as *available* for rent in Wayne 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 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 Wayne County.

Surveyed Non-Conventional Rental Supply – Wayne County				
Bedroom	Vacant Units	Rent Range	Median Rent	Median Rent Per Square Foot
Two-Bedroom	1	\$800	\$800	\$0.80
Three-Bedroom	2	\$1,100 - \$1,450	\$1,275	\$0.88
Four-Bedroom+	1	\$1,050	\$1,050	-
Total	4			

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 four available rentals represent a vacancy rate of 0.1%. This is an extremely low vacancy rate. The identified non-conventional rentals in Wayne County consist of a two-bedroom unit, two three-bedroom units, and a four-bedroom or larger unit. Rents for the four identified non-conventional units range from \$800 to \$1,450. With three of the four available units having rents above \$1,000 (not including utility costs), it is unlikely that most local residents would be able to afford such rents, especially considering that over 60% of renter households in the county paid less than \$1,000 in gross rent according to recent American Community Survey statistics.

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 Wayne County.

Wayne County - Owner For-Sale/Sold Housing Supply		
Type	Homes	Median Price
Available*	36	\$174,450
Sold**	839	\$127,000

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 Wayne County as of October 2023 consists of 36 total units with a median list price of \$174,450. The 36 available units represent 5.8% of the 621 total available units within the Advantage Valley Region. Historical sales from January 2020 to October 2023 consisted of 839 homes and had a median sale price of \$127,000. The 36 available homes represent only 0.3% of the estimated

11,765 owner-occupied units in Wayne 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 this very low share of homes available for sale, Wayne 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 Wayne County.

Wayne County Sales History by Price (Jan. 1, 2020 to Oct. 31, 2023)		
Sale Price	Number Available	Percent of Supply
Up to \$99,999	292	34.8%
\$100,000 to \$199,999	407	48.5%
\$200,000 to \$299,999	93	11.1%
\$300,000 to \$399,999	31	3.7%
\$400,000+	16	1.9%
Total	839	100.0%

Source: Multiple Listing Service (MLS)

A vast majority (83.3%) of recent sales activity in Wayne County has been among homes that were priced below \$200,000, with homes priced under \$100,000 comprising a notable overall share (34.8%). Approximately 11.1% of units sold for between \$200,000 and \$299,999, while the remaining 5.6% of units sold for \$300,000 or more. While this indicates home ownership is likely attainable for many low-income households and first-time homebuyers in the area, the lack of homes that sold for \$200,000 or more means the county likely struggles to attract middle- and higher-income households. The 839 homes sold in Wayne County equate to an average of 18.2 homes sold per month between January 2020 and October 2023.

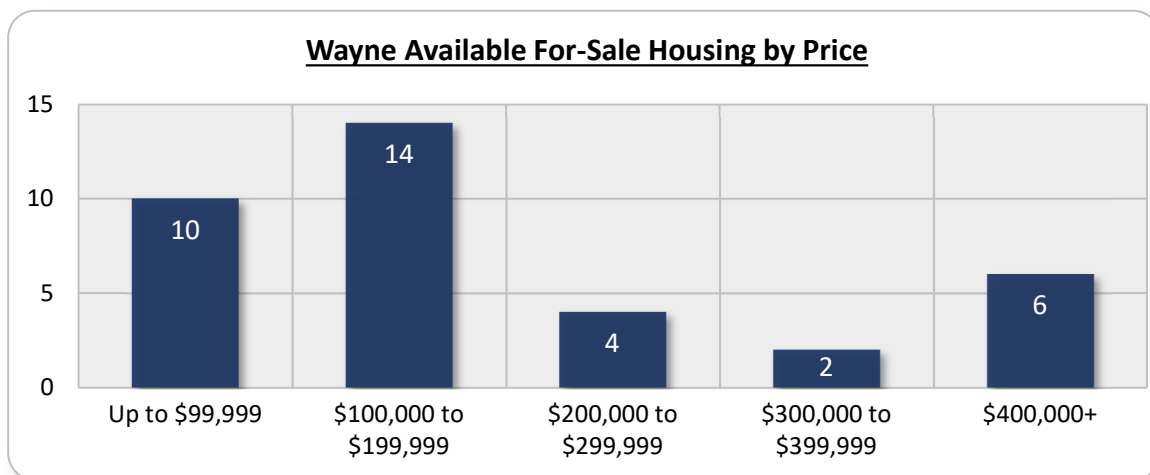
The following table summarizes the distribution of available for-sale residential units by *price point* for Wayne County:

Wayne County Available For-Sale Housing by List Price (As of Oct. 31, 2023)		
List Price	Number Available	Percent of Supply
Up to \$99,999	10	27.8%
\$100,000 to \$199,999	14	38.9%
\$200,000 to \$299,999	4	11.1%
\$300,000 to \$399,999	2	5.6%
\$400,000+	6	16.7%
Total	36	100.0%

Source: Multiple Listing Service (MLS)

Approximately two-thirds (66.7%) of available housing units in Wayne County are priced below \$200,000, with those priced at less than \$100,000 accounting for 27.8% of the total inventory. Housing units in the county that are priced between \$200,000 and \$299,999 comprise 11.1% of the available supply, while those priced at \$300,000 or higher account for 22.3% of available homes. The lack of homes priced between \$200,000 and \$299,999 likely limits the ability of the county to attract middle-income households. Based on recent historical sales volume, the 36 available units in Wayne County represent only 2.0 months of available supply. Healthy, well-balanced for-sale housing markets typically have an inventory of available homes that takes four to six months for the market to absorb. As such, it appears that the lack of moderately priced homes and an overall lack of available inventory are the two primary challenges in the for-sale housing market of Wayne County.

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



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

Wayne 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.
One-Br.	1	450	\$99,500	\$99,500	\$221.11
Two-Br.	7	1,439	\$12,500 - \$2,500,000	\$95,000	\$77.14
Three-Br.	15	1,932	\$65,000 - \$449,875	\$179,900	\$102.80
Four-Br.+	13	3,025	\$89,500 - \$1,399,000	\$187,500	\$93.47
Total	36	2,190	\$12,500 - \$2,500,000	\$174,450	\$93.33

Source: Multiple Listing Service (MLS)

As shown in the preceding table, the largest share (41.7%) of the available for-sale housing product in the county is comprised of three-bedroom units, followed by four-bedroom or larger units (36.1%). Among the most common bedroom type, three-bedroom units have a median list price of \$179,900 and average 1,932 square feet in size. While four-bedroom or larger units are notably larger in size (average of 3,025 square feet), the median list price of \$187,500 for these homes is only slightly higher than the three-bedroom units. Regardless of bedroom type, the overall median list price of \$174,450 (\$93.33 per square foot) in Wayne County is typically a price point that is attractive to most first-time homebuyers. While it appears for-sale housing in the county is generally affordable, the overall limited available inventory and lack of product priced at \$200,000 or higher likely limits the ability of the county to attract new households.

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 Wayne 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 – Wayne County				
Project Name & Address	Type	Units	Developer	Status/ Details
Fort Gay Community Complex 675 Court Street Fort Gay	Income Restricted	8	Coalfield Development	Under Construction: ECD 2024; Reuse of a former school into senior affordable units (no subsidy) and mixed-use space.
For-Sale Housing Development – Wayne County				
There are currently no for-sale housing developments planned in the area.				
Senior Living Housing Development – Wayne County				
There are currently no senior living housing developments planned in the area.				

ECD – Estimated Completion Date

Based on the preceding table, there is one multifamily rental project with some level of planning or development in Wayne 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 – Wayne County							
Map Code	Street Address	Town/City	County	Year Built	Building Size (Sq. Ft.)	Land Size (Acres)	Zoning
55	1485 Spring Valley Dr.	Huntington	Wayne	-	-	58.00	No Zoning
56	11th St.	Kenova	Wayne	-	-	20.00	No Zoning
57	1810 Old Hwy 75	Kenova	Wayne	-	-	33.40	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 were relatively few sites identified that were 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 Wayne 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 1,924 units, with a gap of 814 rental units and a gap of 1,110 for-sale units. The following tables summarize the rental and for-sale housing gaps by income and affordability levels for Wayne County. Details of the methodology used in this analysis are provided in Section VIII of this report.

Wayne 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	-262	-5	3	117	-147
Balanced Market*	157	17	13	-4	183
Replacement Housing**	151	8	3	0	162
External Market Support^	398	44	35	36	513
Households from Job Growth^^	22	44	28	18	112
Total Gross Demand #1	466	108	82	167	823
Step-Down Support	21	-5	17	-34	-1
Total Gross Demand #2	487	103	99	133	822
Less Development Pipeline	-8	0	0	0	-8
Overall Units Needed	479	103	99	133	814

*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

Wayne 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	-32	43	613	624
Balanced Market*	38	26	46	110
Replacement Housing**	11	5	0	16
External Market Support^	56	50	87	193
Households from Job Growth^^	63	74	56	193
Total Gross Demand #1	136	198	802	1,136
Step-Down Support	13	121	-160	-26
Total Gross Demand #2	149	319	642	1,110
Less Development Pipeline	0	0	0	0
Overall Units Needed	149	319	642	1,110

*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 Wayne 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 Wayne County.

SWOT Analysis	
Strengths	Weaknesses
<ul style="list-style-type: none">• Strong demand for for-sale housing• Relatively healthy vacancy rate among multifamily rental housing• Low renter cost burden share and average owner cost burden share• Average available for-sale median price and average gross rent	<ul style="list-style-type: none">• Limited for-sale availability• High share of substandard rental housing with an above average share built prior to 1970• Very limited projected new job creation based on economic development announcements
Opportunities	Threats
<ul style="list-style-type: none">• Housing need of 814 rental units• Housing need of 1,110 for-sale units• Attract some of the 4,996 commuters coming into the county for work to live in the county• Numerous parcels and/or development opportunity sites were identified that could potentially support residential development (see Section VII)	<ul style="list-style-type: none">• The county risks losing residents to other areas/communities• Inability to attract businesses to county• Inability of employers to attract and retain workers due to local housing issues• Rising for-sale prices due to limited supply• Deteriorating quality of rental product due to age

The county's housing market has limited availability among the for-sale housing supply and an aging supply of rental product with some existing quality issues. Overall, demand for for-sale housing is strong and there is a healthy vacancy rate among the multifamily rental housing in the county. While the median household income is average as compared to the region, the share of cost-burdened renter households in the county is relatively low. While there is an opportunity to attract some of the county's in-commuters to live within the county and a number of potential parcels on which to develop residential housing, the existing housing challenges expose the county to losing residents to surrounding areas, making the community vulnerable to the existing housing stock becoming neglected, discouraging potential employers from coming to the area, and creating challenges for local employers to retain and attract workers. 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 in order to retain current residents and attract new households to the county.