



# MORGANTOWN, WV HOUSING NEEDS ASSESSMENT

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Bowen National Research

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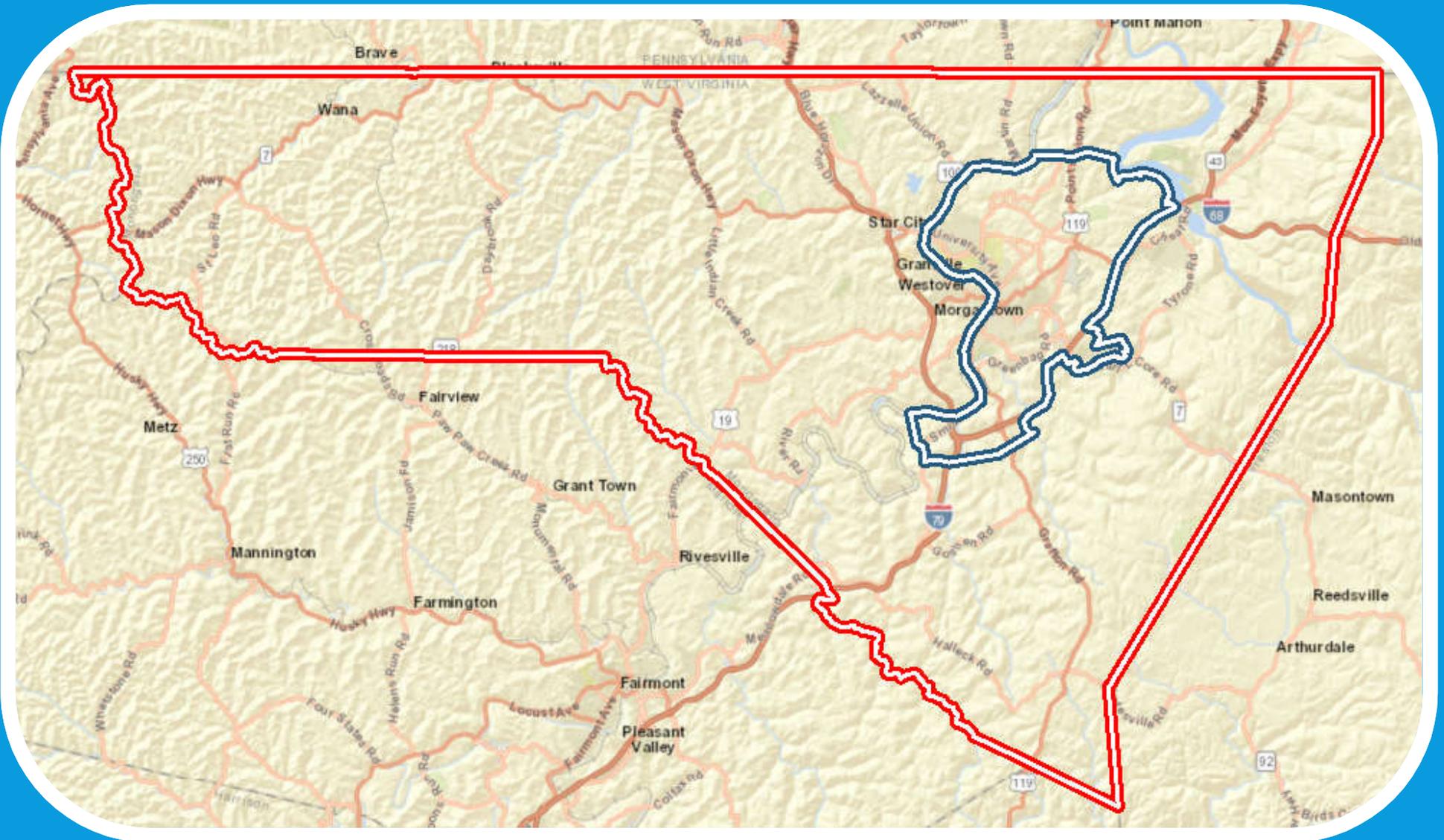
# Scope of Work

- ➔ Evaluated **Demographic** Characteristics and Trends
- ➔ Analyzed **Economic** Conditions and Initiatives
- ➔ Inventoried Existing **Housing** Stock Rents/Costs, Availability, Conditions and Features
- ➔ Studied Various “Other” Housing Factors (Crime, Transportation, Proximity to Community Services, West Virginia University, Residential Blight, etc.)
- ➔ Gathered Input from Community **Stakeholders** (Via Online Survey)
- ➔ Gathered Input from Area **Residents & Commuters** (Via Online Survey)
- ➔ Provided **Housing Gap Estimates** of Housing Product by Price/Rent
- ➔ Recommended **Housing Priorities & Strategies**



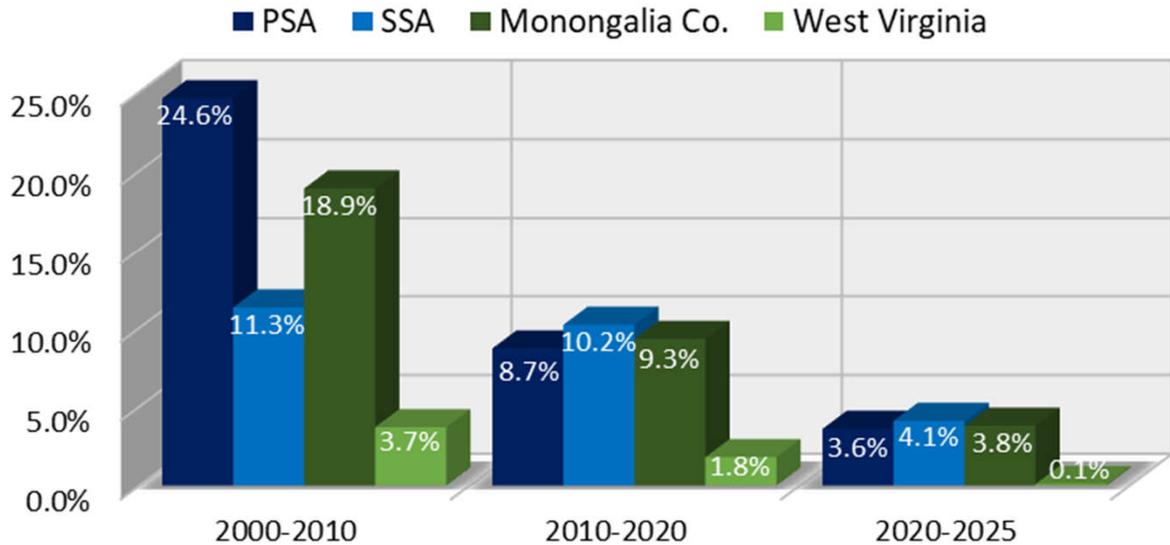
# Geographic Study Areas Focused On Multiple Areas

*Primary Study Area (PSA):* Morgantown and its immediate surrounding area  
*Secondary Study Area (SSA):* Balance of Monongalia County



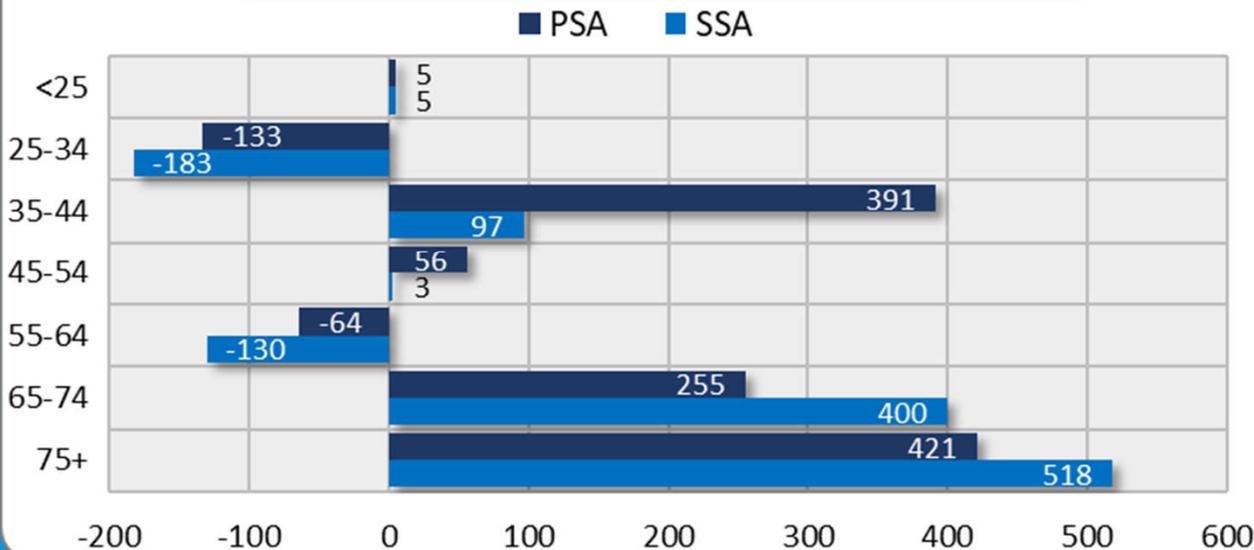
# Household Growth – Overall & Age Cohort

**Household Trends (2000-2025)**



Overall Household Growth in Morgantown has been **Very Positive**, Outpacing State Averages since 2000 and is **Projected to Continue to Grow Through 2025**

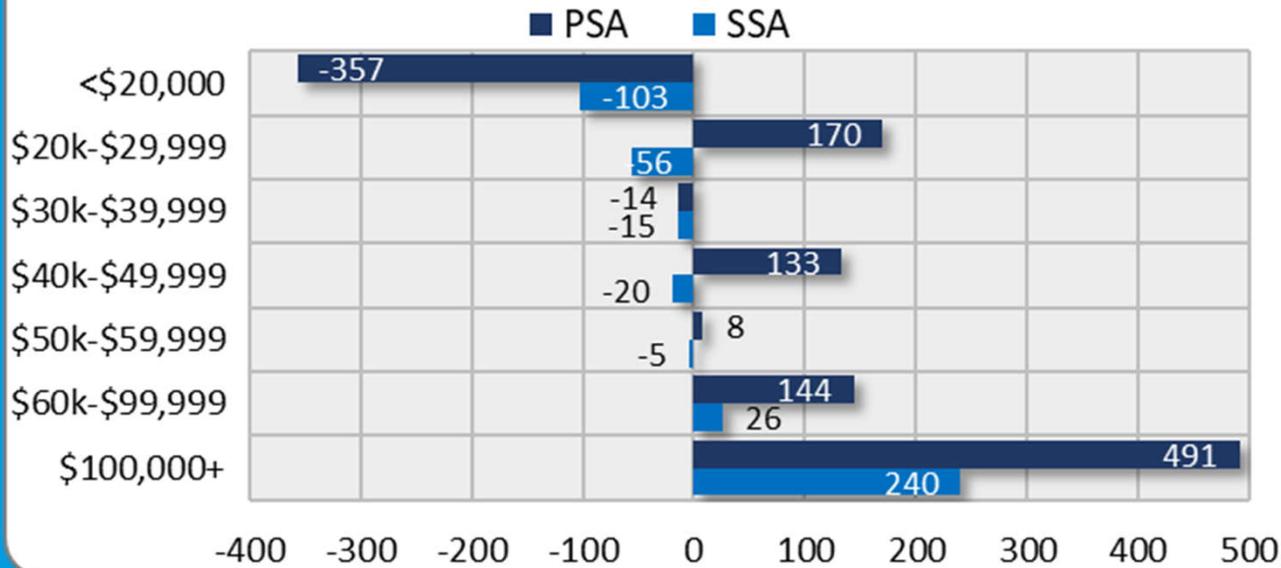
**Change in Household Heads by Age (2020-2025)**



Household Growth is **Projected to Remain Positive** Among Most Household Age Groups Through 2025, with Aging **Millennials** (Ages 35-44) and **Seniors** (age 65 and older) Representing the **Greatest Projected Growth**

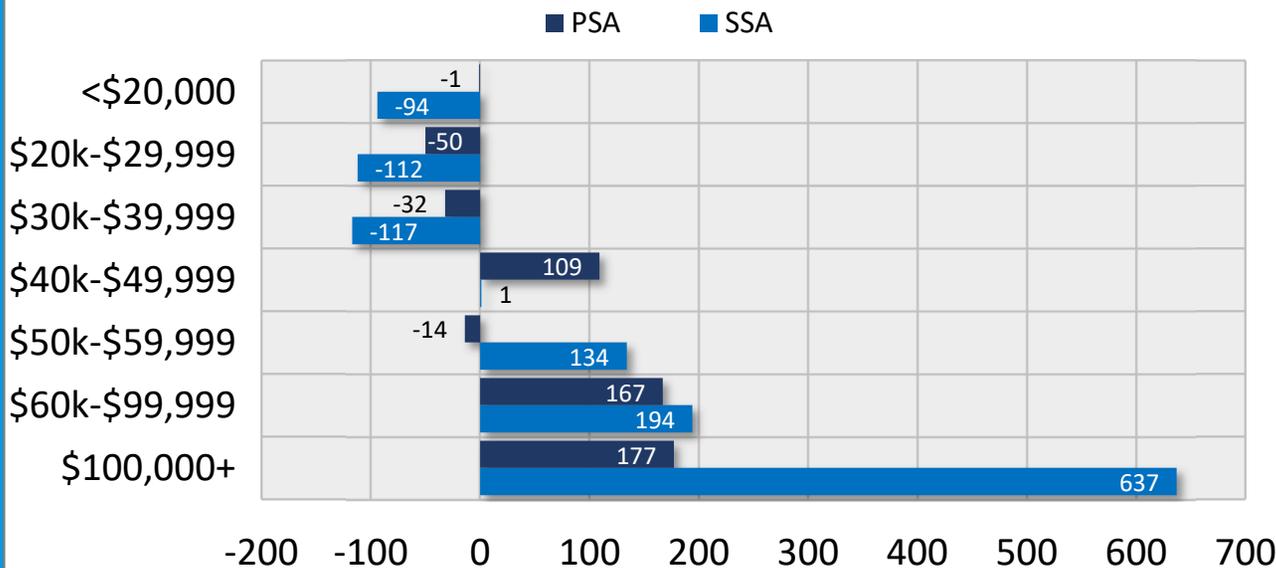
# Households by Income – Renter & Owner

**Change in Renter Households by Income (2020-2025)**



While Greatest Renter Household Income Growth is Projected to Occur Among **Higher Income** Households, **Low-Income** Households Comprise the **Majority** of Renter Households

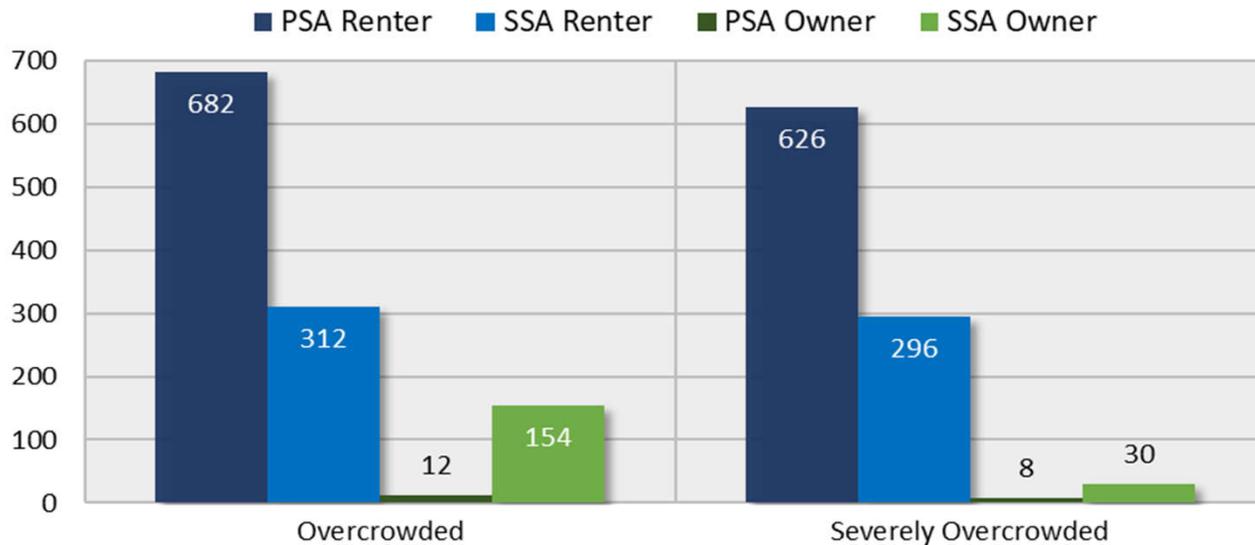
**Change in Owner Households by Income (2020-2025)**



Notable **Owner-Occupied** Household Growth is Projected to Occur Among Middle- and High-Income Households

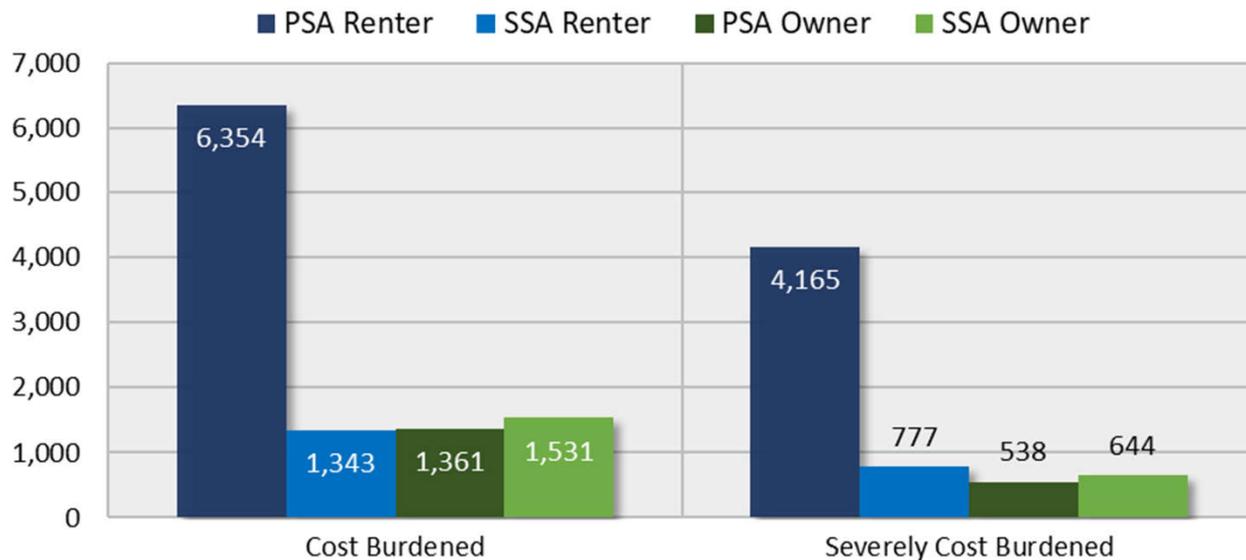
# Overcrowded and Cost-Burdened Housing by Tenure

**Overcrowded/Severely Overcrowded Housing by Tenure (2013-2017)**



Of the 12,431 renter-occupied housing units in the PSA, 682 (5.5%) have 1.01 or more occupants per room and are considered **overcrowded**.

**Cost Burdened/Severely Cost Burdened Housing by Tenure (2013-2017)**



**Cost burdened** - paying 30%+ of income toward housing.  
**Severe cost burdened** - paying 50%+ of income toward housing.  
 In PSA, 6,354 (51.1%) renters cost burdened & 4,165 (14.2%) renters severe cost burdened.

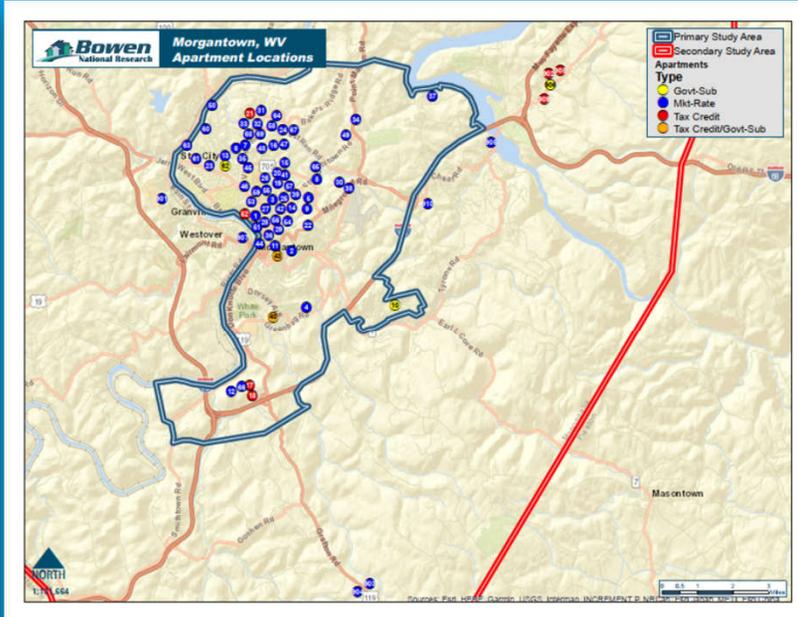
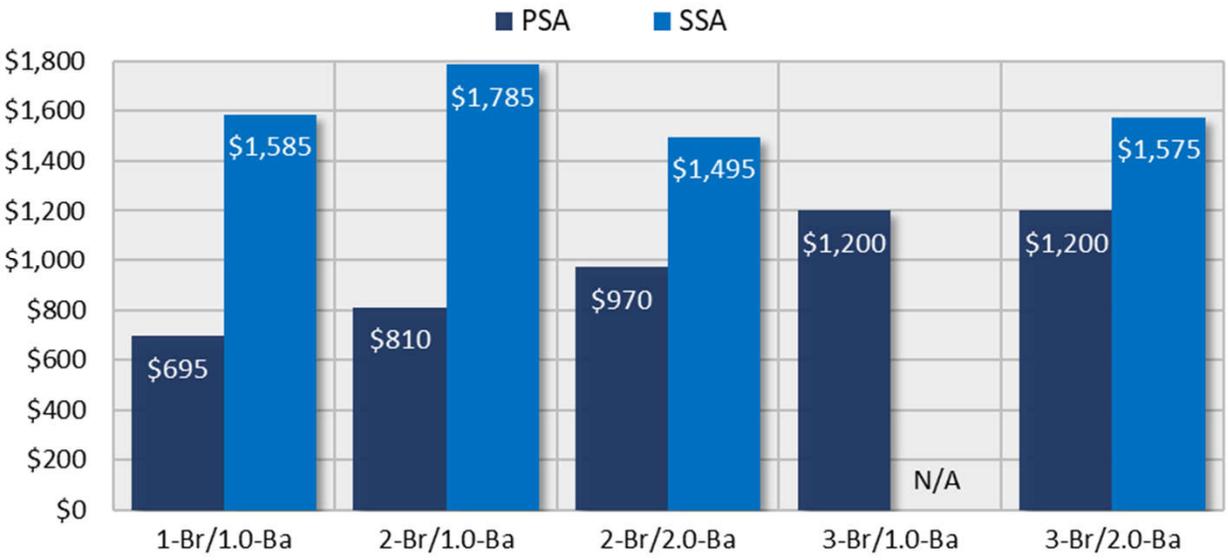
# Rental Housing Survey Data

PSA (Morgantown)				
Project Type	Projects	Total Units	Vacant Units	Occupancy
Market-rate	61	5,269	105	98.0%
Tax Credit	4	173	0	100.0%
Tax Credit/Government-Subsidized	2	247	0	100.0%
Government-Subsidized	2	79	0	100.0%
Total	69	5,768	105	98.2%

SSA (Balance of Monongalia County)				
Project Type	Projects	Total Units	Vacant Units	Occupancy
Market-rate	6	511	145	71.6%
Tax Credit	3	154	0	100.0%
Government-Subsidized	1	44	0	100.0%
Total	10	709	145	79.5%

Overall, demand for multifamily rental housing is very strong within the PSA, as there does not appear to be many vacancies in the market (1.8% vacant).

Market-rate Median Collected Rents by Beds/Baths



# Pent-Up Multifamily Rental Housing Demand

	Property Wait List Information by Property Type and Market						
	PSA (Morgantown)				SSA (Balance of County)		
	MRR	GSS	TAX	TGS	MRR	GSS	TAX
Properties w/ Wait List	10	2	4	2	1	1	3
Total Properties	61	2	4	2	6	1	3
Share of Properties	16%	100%	100%	100%	17%	100%	100%
WL Avg # Households	13	32	22	4	5	12	70
WL # Household Range	2-50	15-48	15-25	-	-	-	10-150
WL #Months Range	2	-	-	6	-	-	-

MRR (market-rate), GSS (subsidized), TAX (Tax Credit), TGS=TAX+GSS  
 WL – Wait List

The relatively **large shares** of properties with **wait lists** and the duration of such lists indicate a very **strong level of pent-up demand** for rental housing in both study areas. This is particularly true of the affordable (**Tax Credit and government-subsidized**) projects.

There are approximately 1,167 Housing Choice Voucher holders within the housing authority's jurisdiction, and **637 households currently on the waiting list for additional Vouchers**. This reflects the continuing need for Housing Choice Voucher assistance and affordable rental housing alternatives.

# Student Apartment Supply

Market-rate						
Bedroom	Baths	Units	Distribution	Vacancy	% Vacant	Median Collected Rent
Studio	1.0	27	1.1%	2	7.4%	\$1,079
One-Bedroom	1.0	346	13.8%	5	1.4%	\$989
Two-Bedroom	1.0	16	0.6%	0	0.0%	\$700
Two-Bedroom	2.0	746	29.8%	38	5.1%	\$1,280
Two-Bedroom	2.5	18	0.7%	0	0.0%	\$790
Three-Bedroom	2.0	1	0.0%	0	0.0%	\$1,200
Three-Bedroom	3.0	663	26.5%	23	3.5%	\$1,578
Four-Bedroom	2.0	84	3.4%	1	1.2%	\$1,636
Four-Bedroom	4.0	600	24.0%	52	8.7%	\$1,720
<b>Total Market-rate</b>		<b>2,501</b>	<b>100.0%</b>	<b>121</b>	<b>4.8%</b>	-

- With 121 vacant units, these rentals have a combined occupancy rate of 95.2% (**4.8% vacant**), a **slightly low rate** for rental housing, even for a spring semester. The vacancy rates among some of these bedroom/bathroom configurations may indicate some **“softness”** or **diminished level of demand of off-campus student housing**.
- Nearly **two-thirds** of the vacancies were within the **three-bedroom or larger** units, while most of the remaining third were within two-bedroom/2.0-bathroom units. This **limits** the product that would **normally serve families**.

# Non-Conventional Rental Supply

Non-Student Rentals							
Bedroom Type	Units	Average Number of Baths	Average Year Built	Average Square Feet	Rent Range	Average Rent	Average Rent Per Square Foot
One-Bedroom	4	1.0	1962	875	\$500-\$1,100	\$688	\$0.79
Two-Bedroom	33	1.4	1954	1,066	\$750-\$1,700	\$1,021	\$0.96
Three-Bedroom	76	1.9	1975	1,575	\$600-\$2,500	\$1,370	\$0.87
Four-Bedroom	25	2.6	1963	1,863	\$630-\$3,100	\$1,534	\$0.82
Five-Bedroom	3	2.3	1917	2,494	\$1,550-\$2,500	\$1,925	\$0.77
Student Rentals							
Bedroom Type	Units	Average Number of Baths	Average Year Built	Average Square Feet	Rent Range	Average Rent	Average Rent Per Square Foot
One-Bedroom	16	1.0	1937	966	\$450-\$875	\$619	\$0.90
Two-Bedroom	50	1.3	1939	1,456	\$350-\$1,600	\$1,044	\$0.80
Three-Bedroom	53	1.5	1935	1,689	\$750-\$2,400	\$1,380	\$0.89
Four-Bedroom	39	2.3	1923	2,033	\$1,140-\$2,800	\$2,081	\$1.09
Five-Bedroom	24	2.6	1925	2,111	\$1,650-\$3,475	\$2,407	\$1.20
Six-Bedroom	24	3.0	1932	2,320	\$1,800-\$3,900	\$2,825	\$1.30
Seven-Bedroom	1	3.0	1915	3,247	-	\$2,777	\$0.86
Eight-Bedroom	2	4.0	1901	3,094	\$2,000-\$4,000	\$3,000	\$0.99

350 non-conventional rentals (141 non-student/209 student) in the PSA that were listed as *available* for rent. Typical 3-Br. (non-student) requires \$55,000+ Income. A majority (75.5%) of PSA renter households have income **BELOW** \$55k and can't afford a typical non-conventional rental. **Majority** (59.7%) of non-conventional rentals are student rentals, **limiting choices** for non-students.

# For-Sale Housing Overview

Sold/Currently Available For-Sale Housing Supply		
PSA (Morgantown)		
Status	Homes	Median Price
Sold*	2,104	\$200,000
Available**	262	\$225,000
SSA (Balance of County)		
Status	Homes	Median Price
Sold*	2,095	\$251,945
Available**	259	\$299,900
Monongalia County		
Status	Homes	Median Price
Sold*	4,199	\$223,500
Available**	521	\$269,900

PSA has a **2.6%** availability/vacancy rate.

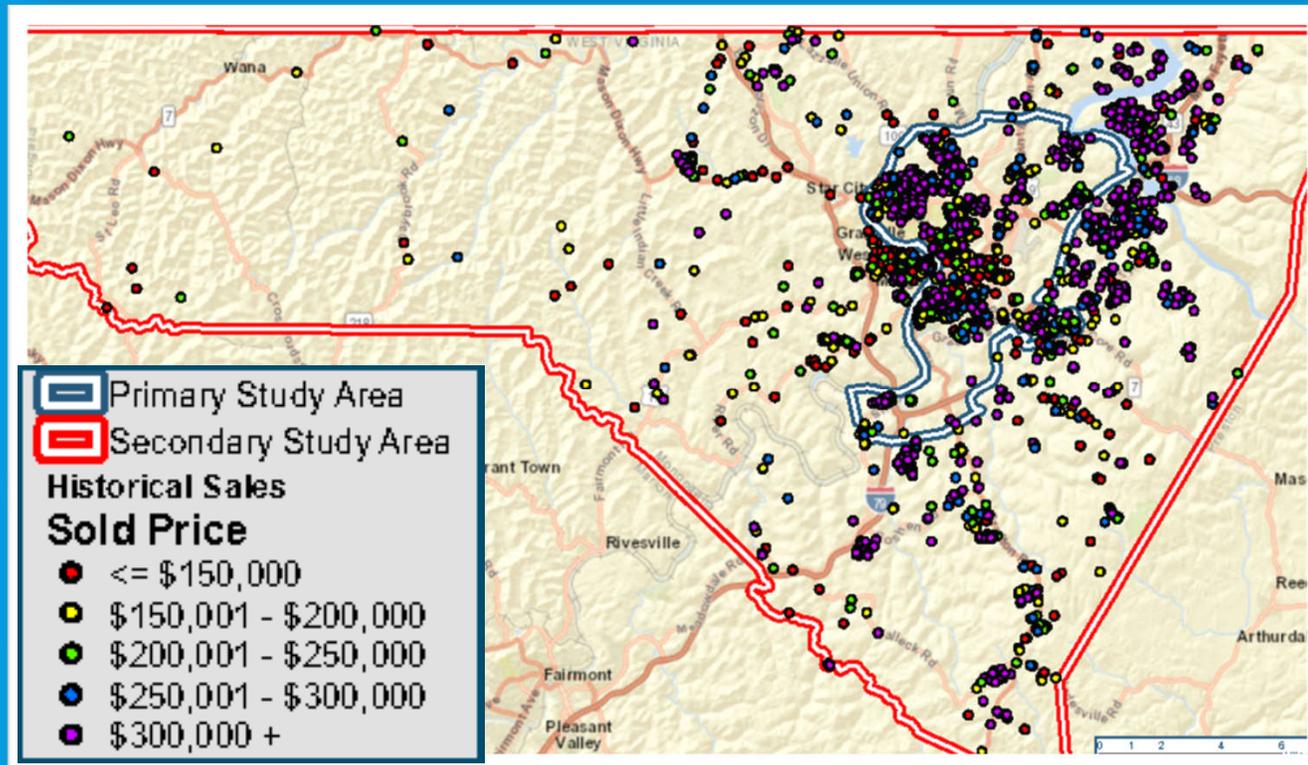
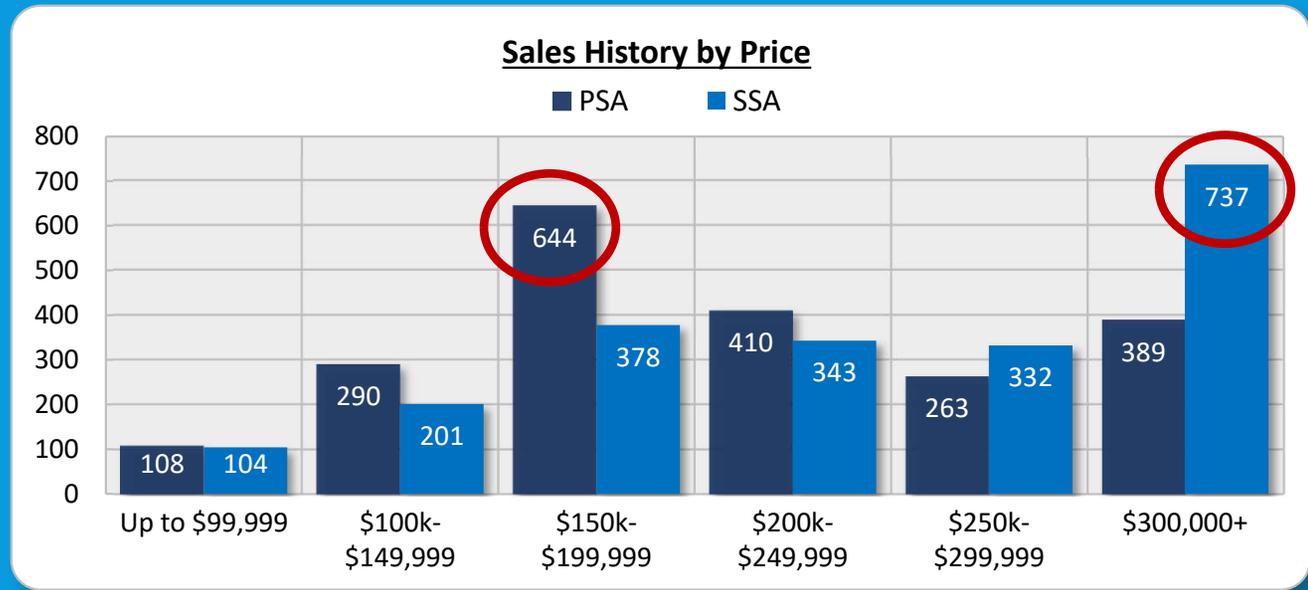
Surrounding SSA has a **1.9%** availability/vacancy rate.

The **PSA** appears to have a **healthy vacancy rate**, while the **SSA** appears to have a **slightly low number** of housing units **available** to purchase. Regardless, there may be **underserved segments** in the PSA or SSA.

# Home Sales History

➔ Homes that sold for <\$200,000 represent nearly half (49.5%) of homes sales in the PSA, while the majority (51.0%) of product in the SSA was priced at \$250,000 or more.

➔ While home pricing has been lower in the PSA, the housing stock sold in the PSA is generally older (1982 vs. 1996 year built), smaller (1,922 vs. 2,326 square feet) and offers fewer bathrooms (< 3 vs. 3) than SSA.



# Available For-Sale Housing

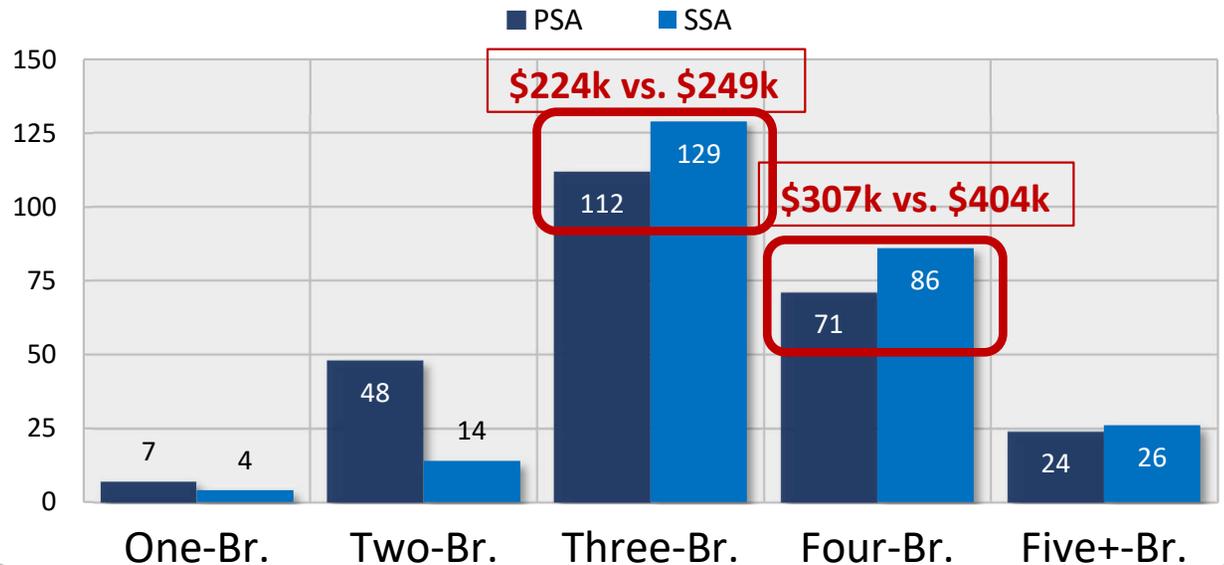
## AFFORDABILITY OF PSA

A large majority of the available product in both PSA & SSA consists of three- and four-bedroom units. In the SSA, the median price of available three-bedroom units is \$24,500 higher than the same unit type in the PSA and \$97,950 higher for four-bedroom units.

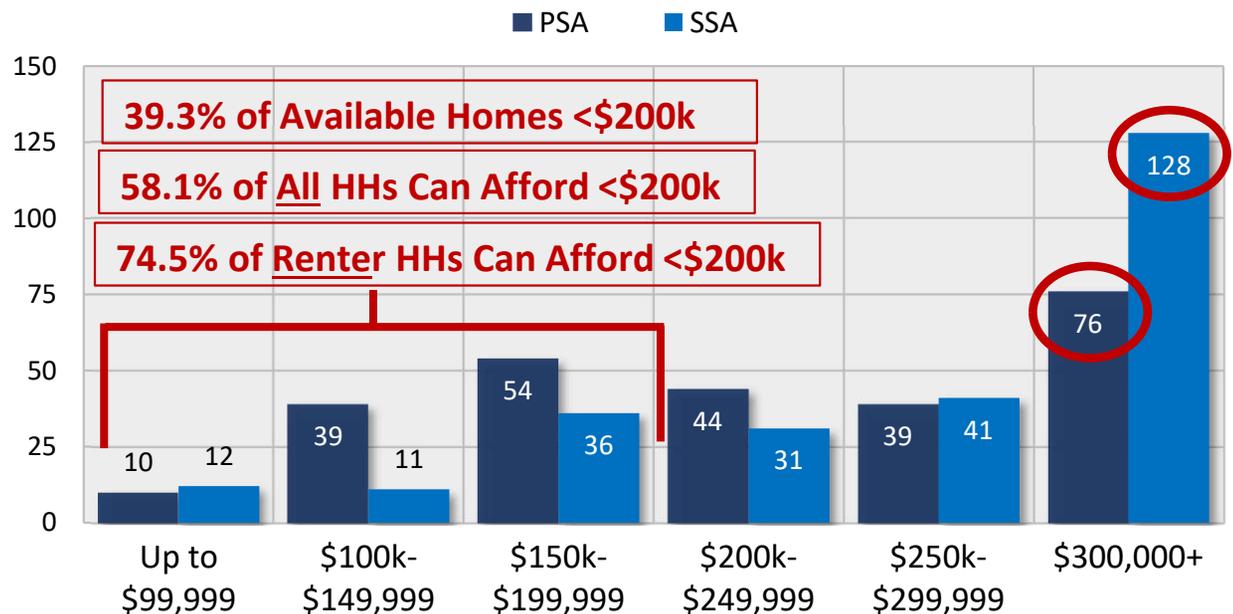
## IMBALANCED MARKET

The largest share (29.0%) of available homes in the PSA are priced at \$300,000+, while nearly half (49.4%) of the SSA's available inventory at this price. Less than 40% of available homes in PSA are priced under \$200k, while 58.1% of all PSA households and 74.5% of all renter households can afford such product.

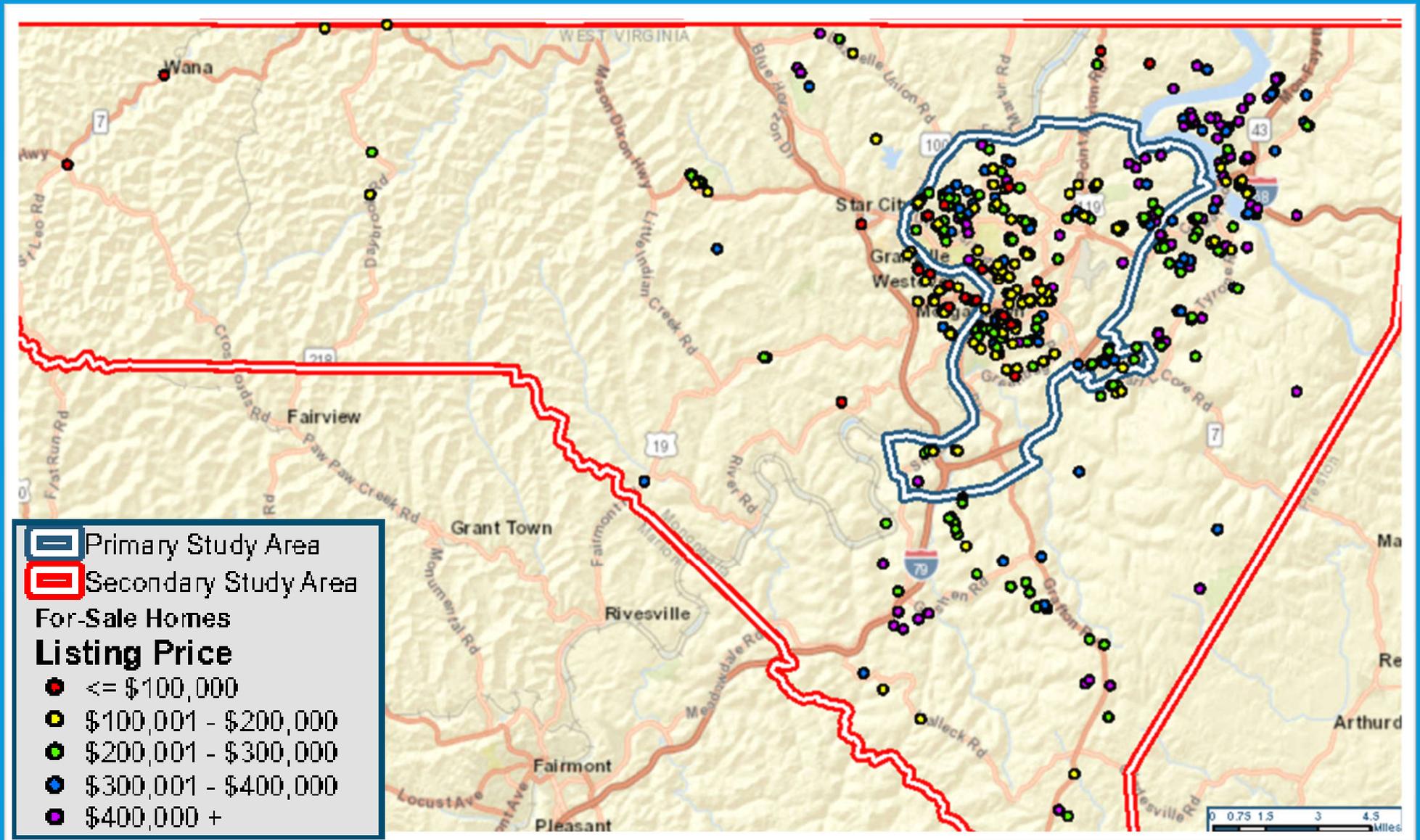
## Available For-Sale Housing by Bedrooms



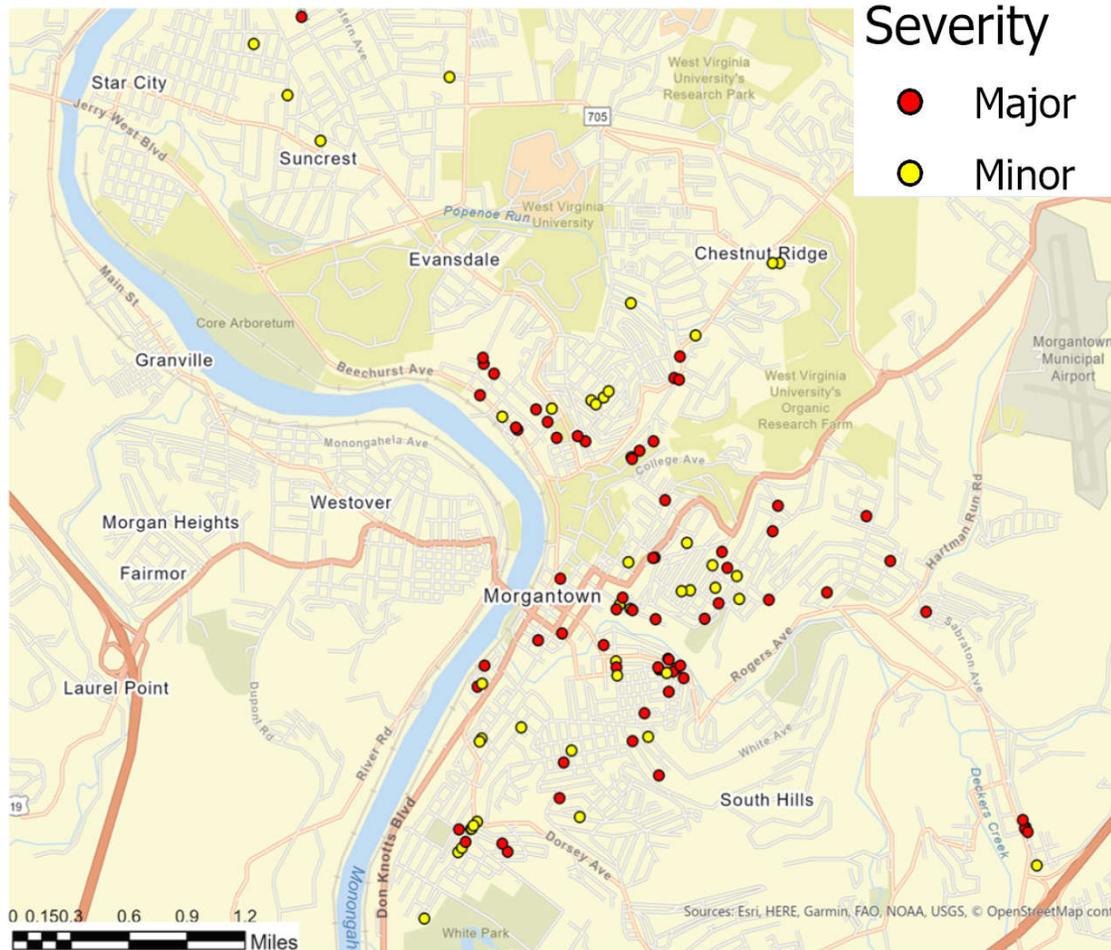
## Available For-Sale Housing by Price



# Available For-Sale Housing Locations



# Residential Blight



Blight Description	Number of Units	Share of Units
Minor (<\$1,000 to Mitigate)	45	40.5%
Major (\$1,000+ to Mitigate)	66	59.5%
<b>Total</b>	<b>111</b>	<b>100.0%</b>



Location	Buildings
200 to 700 Blocks of Grant Avenue	5
400 to 700 Blocks of Beechurst Avenue	4
400 Block of Falling Run Road	4
500 to 600 Block of Pennsylvania Avenue	5
1900 to 2100 Block of Listravia Avenue	5

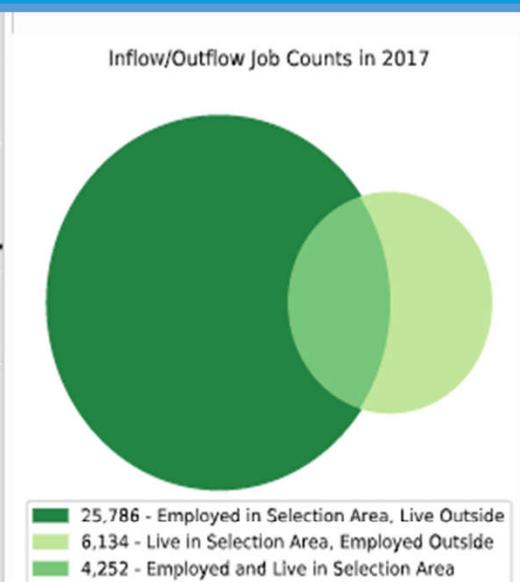
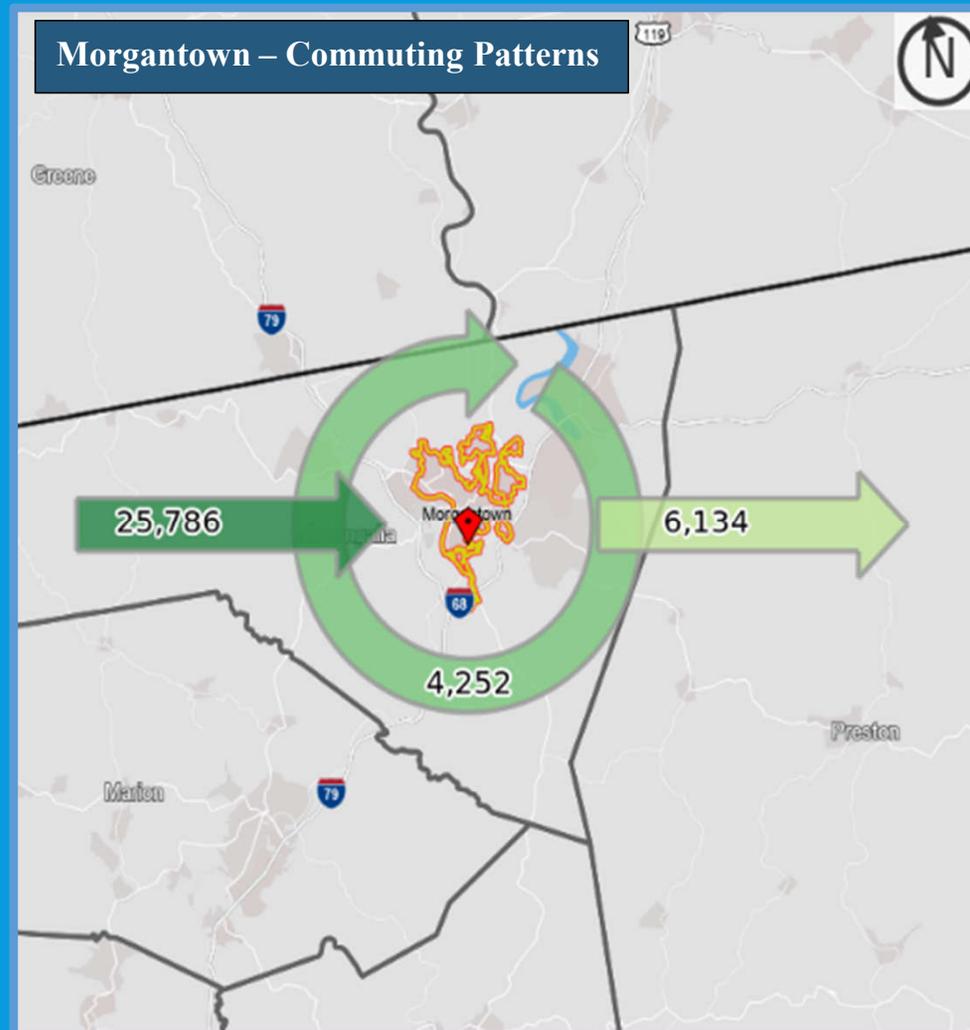
# Housing Gap (Demand) Estimates | 2020-2025

PSA (Morgantown) Housing Needs Estimates (2020 to 2025)			
Housing Segment		Number of Units*	Priority
Rentals	Extremely Low-Income Rental Housing ( $\leq$ \$550/Month Rent)	~1,038	Critical
	Very Low-Income Rental Housing (\$551-\$925/Month Rent)	~448	High
	Low-Income Rental Housing (\$926-\$1,475/Month Rent)	~301	High
	Moderate Market-rate Rental Housing (\$1,476-\$2,225/Month Rent)	~136	Moderate
	High-End Market-rate Rental Housing (\$2,226-\$2,500/Month Rent)	~299	High
	Luxury Market-rate Rental Housing (\$2,501+)	~260	High
For-Sale	Entry-Level For-Sale Homes ( $\leq$ \$82,500)	~60	Low
	Very Low-Income For-Sale Homes (\$82,501-\$139,000)	~38	Low
	Low-Income For-Sale Homes (\$139,001-\$221,000)	~45	Low
	Moderate-Income For-Sale Homes (\$221,001-\$333,000)	~102	Moderate
	High-End Upscale For-Sale Homes (\$333,001-\$375,000)	~328	High
	Luxury For-Sale Homes (\$375,001+)	~99	Low

\*Number of units assumes product is marketable, affordable and in a marketable location. Variations of product types will impact the actual number of units that can be supported. Additionally, incentives and/or government policy changes could encourage support for additional units that exceed the preceding projections.

# Commuting Patterns

- ➔ Over 25,000 People Commute INTO Morgantown on a Daily Basis
- ➔ These Commuters Represent **Potential Residents** (Renters and Home Buyers)
- ➔ Market Morgantown Opportunities to the Commuters from Outside the Area



**Inflow/Outflow Job Counts (All Jobs) 2017**

	Count	Share
<u>Employed in the Selection Area</u>	30,038	100.0%
<u>Employed in the Selection Area but Living Outside</u>	25,786	85.8%
<u>Employed and Living in the Selection Area</u>	4,252	14.2%
<u>Living in the Selection Area</u>	10,386	100.0%
<u>Living in the Selection Area but Employed Outside</u>	6,134	59.1%
<u>Living and Employed in the Selection Area</u>	4,252	40.9%

# Development Opportunities

➤ The Morgantown area has **more than two dozen vacant buildings** or parcels of notable size that represent potential residential development sites (8 buildings and 17 vacant parcels).

➤ The sites should be **promoted/ marketed as potential development sites** in the area to attract real estate developers and investors.



## PSA (Morgantown) Housing Development Opportunities

Map ID	Property Type	Property Location	Land Area (square feet)	Building Area (square feet)
1	EB-R	775 Garrison Avenue	-	8,488
2	EB-R	220 & 230 Beechurst Avenue	-	20,512
3	EB-R	1370 University Avenue	-	10,547
4	EB-R	233 Chestnut Street	-	36,600
5	EB-R	349-397 Gilmore Street	-	17,300
6	EB-R	1-6 Riddle Court	-	23,290
7	L-NB	960 University Avenue	65,340	-
8	L-NB	Corner of Listravia & Doyle Street	261,360	-
9	L-NB	Listravia Avenue & Sherwood Street	360,240	-
10	L-NB	Listravia Avenue	104,544	-
11	L-NB	Vandalia Road	1,245,816	-
12	L-NB	White Avenue	344,124	-
13	L-NB	Posten Avenue	91,476	-
14	L-NB	Gifford Avenue	174,240	-
15	L-NB	Dorsey Avenue	274,428	-
16	L-NB	Buckannon Avenue	152,460	-
17	L-NB	Canyon Road & Cheat Road	649,044	-
18	L-NB	3166 Point Marion Road	923,472	-
19	EB-R	1369 Stewartstown Road	-	10,143
20	EB-R	366 Boyers Avenue	-	14,999

## SSA (Balance of County) Housing Development Opportunities

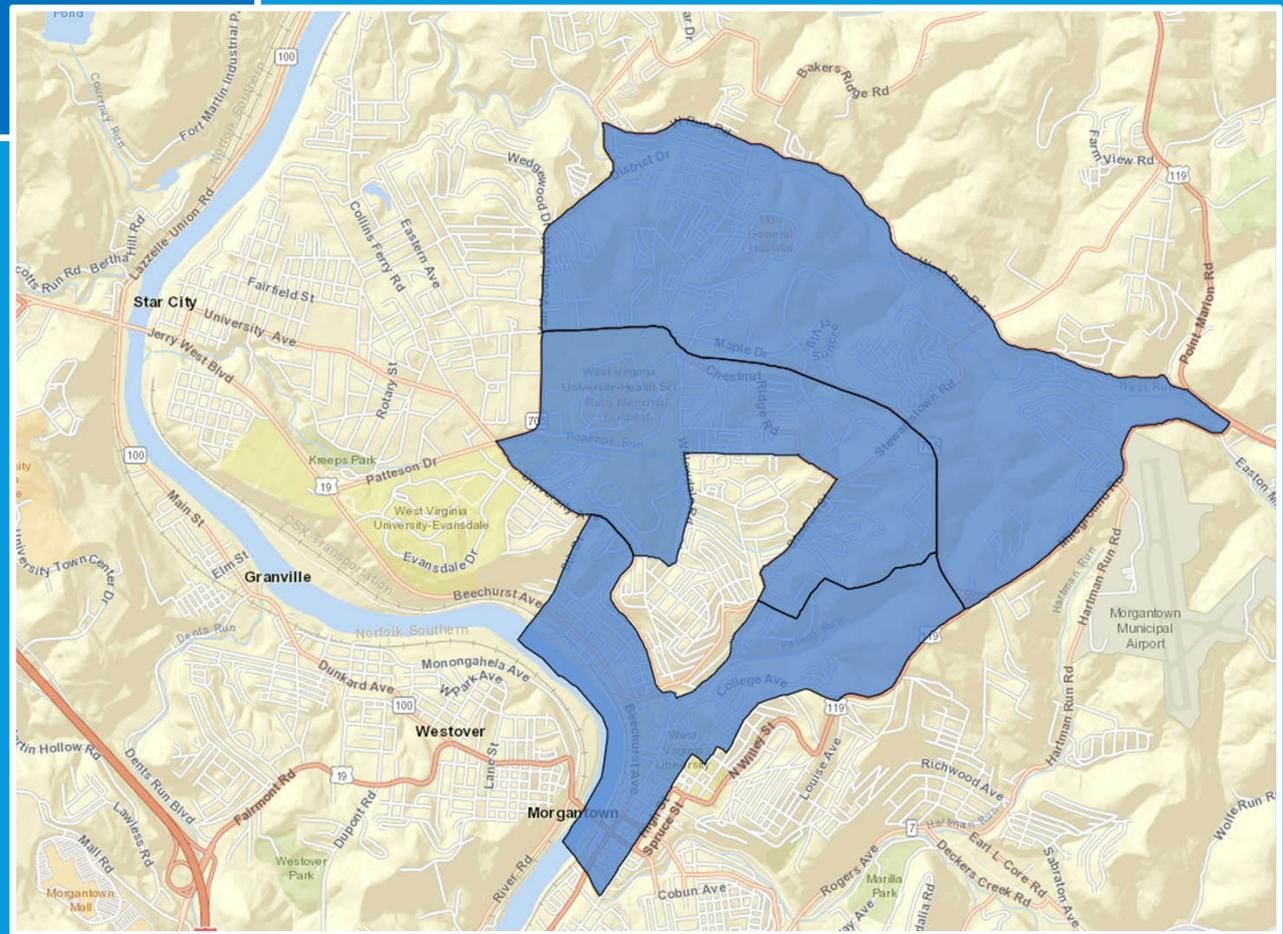
Map ID	Property Type	Property Location	Land Area (square feet)	Building Area (square feet)
21	L-NB	778 Dupont Road	118,483	-
22	L-NB	Mountaineer Drive	-	215,186
23	L-NB	400 Mason Dixon Highway	174,240	-
24	L-NB	Walnut Hill Road	1,389,564	-
25	L-NB	455 Wades Run Road	3,678,642	-

# Opportunity Zones

There are **three Census Tracts** in the central part of Morgantown that were designated as **Qualified Opportunity Zones (QOZ)**. QOZs were created in 2017 and designed to spur investment in communities through tax benefits. The Tracts in Morgantown are 54061010600, 54061010201, and 54061010102.

**BENEFITS:** QOZs provide a deferral and reduction of capital gains taxes within five to seven years and a total waiver of capital gains taxes at ten years or longer. QOZs can be used in conjunction with other incentive programs.

The city may want to **identify real estate investors, developers and/or opportunity zone funds specifically tied to this program.** These investors and funds can be identified through private-equity firms, venture capitalists, and several online resources shown in the study.



# Stakeholder Surveys & Landlord Interviews

## STAKEHOLDER SURVEYS (17 Respondents)

- ➔ **Housing Needed:** Housing Choice Vouchers (87.5%), Special Needs Housing (75.0%), Senior Housing (70.6%) and Family Housing (70.6%)
- ➔ **Affordability Level:** For-Sale Housing under \$100,000 (94%); Rentals <\$500/month (88%), Rentals b/w \$500 and \$1,000 (76.5%), and For-Sale b/w \$100,000 and \$199,999 (70.6%)
- ➔ **Construction Type:** Renovation/Rehabilitation of Existing Structures (94.1%), Remove Blight and New Construction (76.5%)
- ➔ **Housing Assistance Needed:** Homeowner Repair Assistance (76.5%) and Homebuyer Assistance (70.6%)
- ➔ **Barriers to Development:** Availability of Land (76.5%) and Costs of Land (52.9%)
- ➔ **Suggestions (Open-Ended):** Tax Breaks or Other Incentives for Builders to do Workforce Housing, Infrastructure Help from Government, Encourage Redevelopment in Blighted Areas with Incentives

## STUDENT HOUSING OWNERS/LANDLORDS (Six Respondents)

- ➔ **Reasons Renting to Students:** Proximity to Campus & Security of Student Loans Paying for Rent
- ➔ **Property Owners/Landlord Challenges:** Declining Enrollment, Increasing Competition, & Increasing Costs
- ➔ **Suggestions:** Hold Students Accountable, Hold Landlords Accountable, & Help Struggling Landlords

# Resident Surveys (1,087 Respondents)

- **Respondents:** 92% Monongalia County (65.2% Morgantown); 51% Owners and 44% Renters
- **Satisfaction w/ Own Housing:** Over Half Satisfied or Very Satisfied with Current Housing Situation
- **Housing Challenges:** Cost Burden (45%), Substandard (20%+), Lack Down Payment/Deposit (14%)
- **State of Housing Market:** 58% Rated as Poor and 37.1% Rated as Fair w/ Some Issues
- **Market Challenges:** High Prices/Rents (82.3%), Mismatch of Jobs/Housing Costs (44.1%), Neglected or Blighted Properties/Neighborhoods (38.6%)
- **Difficulty Finding Housing:** Yes (55.8%); Somewhat (37.2%)
  - Unaffordable Housing (90.8%)
  - Quality of Housing (39.3%)
- **Housing Needed:** Family Units (72.1%), Millennials (71.5%); Senior Apartments (56.5%) and Special Needs Populations (52.8%)
- **Rental Prices Needed:** <\$500 (79.3%) and \$500 to \$1,000 (52.0%)
- **For-Sale Prices Needed:** <\$100,000 (69.3%); \$100,000 to \$200,000 (62.5%)
- **Interest in Moving TO Morgantown (149 Responses):** 63.1% Said Yes; 36.9% Said No
  - Type: Move-in Ready Houses (69.9%), Ranch/Single-Story (58.1%)
  - Affordability (Monthly Payment): \$1,001 to \$1,500 (30%+), \$751 to \$1,000 (26.4%)

# Housing Recommendations/Strategies



- Set Realistic/Obtainable Short-Term Housing Goals and Outline Long-Term Objectives
- Develop Regional-Level Housing Plans or Strategies
- Consider Reaffirming the Housing Advisory Commission Direction and Function and/or Hiring a Housing Director to Help Define and Implement Housing Goals, Policies and Programs for the City
- Support Efforts to Develop Residential Units Along or Near Public Transportation Corridors and/or within Walkable Communities
- Consider Implementing/Modifying Policies to Encourage or Support the Development of New Residential Units
- Identify and Support Programs, Funding Sources and Initiatives that Support the Development and Preservation of Housing, Particularly Affordable Housing
- Support Efforts that Enable Area Seniors to Transition into Housing to Meet Their Changing Needs
- Promote and Encourage Residential Investment and Development in Designated Opportunity Zones
- Monitor Performance and Stability of Housing Market Periodically, with Emphasis on Moderately Priced For-Sale Housing and Off-Campus Student Housing
- Prioritize Code Enforcement and Mitigation of Residential Blight
- Identify and Market Morgantown to Potential Residential Developers
- Explore and Encourage Development Partnerships
- Develop Next-Steps Plans