# HOUSING NEEDS ASSESSMENT

## Parkersburg, West Virginia

BOWEN NATIONAL RESEARCH

July 2026

Job# 26-237

# TABLE OF CONTENTS


**I. Introduction**

A. Purpose ..... I-1
B. Geographic Scope ..... I-2

**II. Executive Summary**

Geographic Study Area ..... II-1
Demographic Findings ..... II-2
Economic Findings ..... II-3
Housing Supply Findings ..... II-4
Housing Gap Estimates ..... II-6
Recommended Housing Strategies ..... II-7

**III. Community Overview and Study Areas**

A. Parkersburg, West Virginia ..... III-1
B. Study Area Delineations ..... III-1

**IV. Demographic Analysis**

A. Introduction ..... IV-1
B. Population Characteristics ..... IV-2
Total Population ..... IV-2
Population Density ..... IV-4
Population Traits (Marital, Education, Poverty, Etc.) ..... IV-4
Migration Patterns ..... IV-5
C. Household Characteristics ..... IV-12
Total Households ..... IV-12
Households by Age ..... IV-14
Households by Tenure ..... IV-15
Households by Size ..... IV-17
Households by Income ..... IV-20
D. Demographic Theme Maps ..... IV-24

**V. Economic Analysis**

A. Introduction ..... V-1
B. Workforce Analysis ..... V-1
Employment by Industry ..... V-2
Typical Wages by Occupation ..... V-3
Wages and Affordability ..... V-5

Total Employment ..... V-7
Unemployment ..... V-8
At-Place Employment ..... V-11
Labor Force ..... V-12
C. Employment Outlook ..... V-13
WARN Notices ..... V-13
Largest Employers ..... V-14
Economic Development ..... V-16
D. Personal Mobility ..... V-17
Commuting Mode and Time ..... V-17
Commuting Patterns ..... V-20

**VI. Housing Supply Analysis**

A. Overall Housing Supply ..... VI-2
Housing by Tenure ..... VI-2
Housing Age and Conditions ..... VI-3
Housing Costs and Affordability ..... VI-3
Housing by Units in Structure ..... VI-5
B. Rental Housing Supply Analysis ..... VI-7
Multifamily Rental Housing ..... VI-7
Non-Conventional Rental Housing ..... VI-20
C. For-Sale Housing Supply ..... VI-26
Historical For-Sale Analysis ..... VI-27
Available For-Sale Analysis ..... VI-35
D. Planned and Proposed ..... VI-43

**VII. Other Housing Market Factors**

A. Land Use & Policy Review ..... VII-1
B. Regulatory Zoning Districts ..... VII-7
C. Conclusions ..... VII-14

**VIII. Housing Gap Estimates**

A. Housing Gap Demand Components ..... VIII-2
B. Rental Housing Gap Estimates ..... VIII-5
C. For-Sale Housing Gap Estimates ..... VIII-7
D. Conclusions ..... VIII-8

**IX. Community Input Results**

A. Employer Survey Results ..... IX-1

**Addendum A – Survey of Multifamily Rentals**
**Addendum B – Non-Conventional Rental Survey**
**Addendum C – Methodology and Limitations**
**Addendum D – Qualifications**
**Addendum E – Glossary**

Note: For-sale housing data provided upon request.

# I. INTRODUCTION

## A. PURPOSE

The City of Parkersburg retained Bowen National Research in March of 2026 for the purpose of conducting a Housing Needs Assessment of Parkersburg, West Virginia. While research was primarily completed in the preceding months, the effective date of this study is July 2026. This is a partial update of the 2022 study completed of Wood County.

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

- Provide an overview of the present-day Parkersburg.
- Present and evaluate past, current and projected detailed demographic characteristics.
- Present and evaluate employment characteristics and trends, as well as the economic drivers impacting the area.
- Determine current characteristics of major housing components within the market (for-sale/ownership and rental housing alternatives).
- Evaluate potential residential development barriers such as land use policies and zoning regulations to determine the impact on future housing development.
- Provide housing gap estimates by tenure (renter and owner) and income segment.
- Collect input from the area's employers in the form of an online survey.

By accomplishing the study's objectives, government officials, area stakeholders, and area housing advocates can: (1) better understand the city's evolving housing market, (2) establish housing priorities, (3) modify, expand, or introduce local government housing policies, (4) attract and encourage residential development and investment, and (5) enhance and/or expand the city's housing market to meet current and future housing needs.

## B. GEOGRAPHIC SCOPE

Study Area Delineation

The primary geographic scope of this study is the city of Parkersburg, West Virginia. Additionally, supplemental data and analysis are provided for the balance of Wood County as a comparative study area. A full description of the market areas and corresponding maps are included in Section III.

# II. EXECUTIVE SUMMARY

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

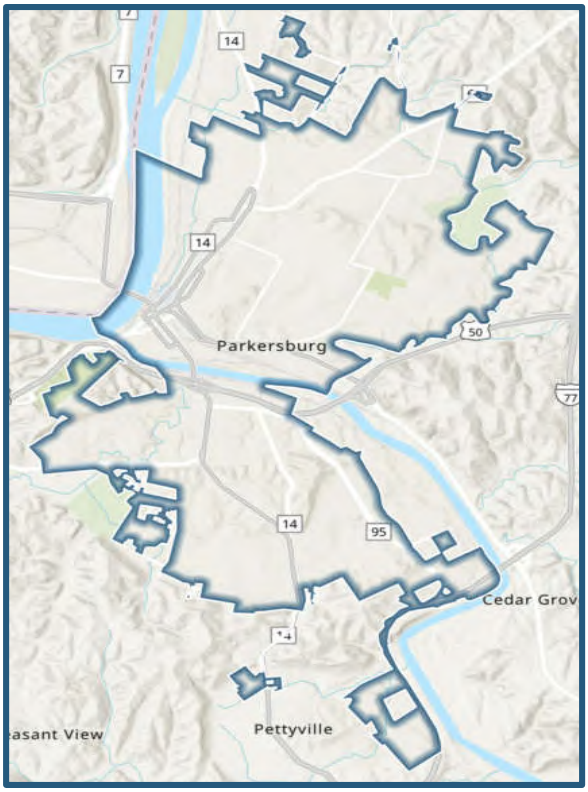
- Demographic Characteristics and Trends
- Economic Conditions and Initiatives
- Existing Housing Stock Costs, Performance, Conditions and Features
- Ancillary Factors that Impact the Housing Market (e.g., Land Use, Local Policies, and Zoning)
- Community Input (via Online Surveys of Area Employers)

Based on these metrics and input, housing gaps were identified by affordability and tenure (rental vs. ownership). This Executive Summary provides key findings and recommended strategies. Detailed data analysis is presented within the individual sections of this Housing Needs Assessment.

## GEOGRAPHIC STUDY AREA

**Primary Study Area (PSA)**
**Parkersburg, West Virginia**

This Housing Needs Assessment focuses on Parkersburg, West Virginia referred to as the Primary Study Area (PSA). A variety of data is presented and analyzed for the PSA, and when applicable, compared with data for the surrounding Secondary Study Area (SSA, Balance of Wood County) and the state of West Virginia. In addition, selected supply data such as occupancy and availability rates, median rents, and for-sale home pricing is compared to previous data from the 2022 Wood County Housing Needs Assessment. A map illustrating the PSA is shown on the right. Detailed maps and study area definitions are provided in Section III of this report.



## DEMOGRAPHIC FINDINGS

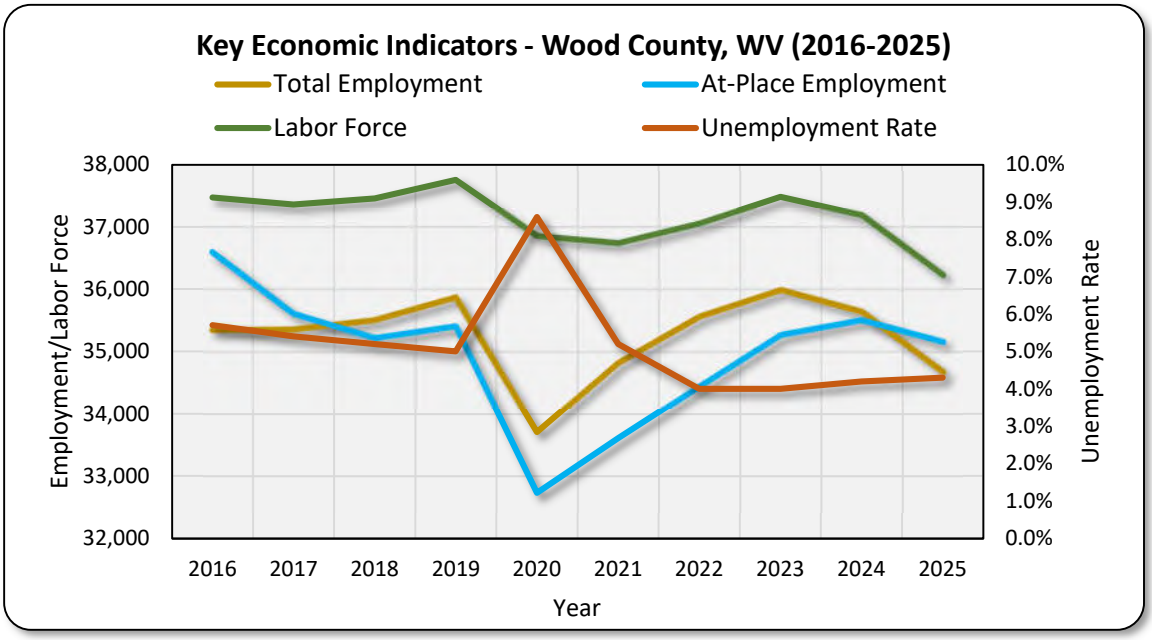
Numerous demographic metrics were considered as part of this study including both population and household data that cover a variety of time periods including 2020, 2026 and 2031. The following table summarizes some of the key demographic findings included in this report.

| Demographic Category | Key Findings |
|---|---|
| **Population Characteristics** | Between 2010 and 2026, the population within the PSA decreased by 2,304 (7.4%), and the population in the area is projected to further decrease by 399 (1.4%) over the next five years. The PSA has a larger share of the population that is unmarried (57.4%), a larger share that lacks a high school diploma (13.2%), and a lower share that has obtained a college degree (29.6%) compared to the surrounding SSA (Balance of County) and the state. These three factors likely contribute to the 22.5% share of the population that lives below the poverty level, which is a notably higher share than both the SSA and state. |
| **Components of Population Change** | Between 2020 and 2025, Wood County experienced a natural decrease (more deaths than births) in population of 2,155. Conversely, net domestic and international migration both contributed to a positive population change of 234, combined. As such, natural decrease appears to be the primary factor that has influenced the population decrease in Wood County (and likely Parkersburg) since 2020. Natural decrease can occur for a number of reasons, including a disproportionately high share of seniors, difficulties retaining younger adults in the area, and low birth rates/high mortality rates. |
| **Overall Household Trends** | The number of households within the PSA declined by 382 (2.8%) between 2010 and 2026. Between 2026 and 2031, the number of households in Parkersburg is projected to remain relatively stable, declining by less than 10 households or 0.1%. While the number of *owner* households is projected to increase slightly (0.2%), this household growth is expected to be offset by a small decrease (0.5%) in *renter* households. These changes in tenure will likely have a minor influence on housing demand compared to other factors like changes in household income, household age, or potential external support from commuters. |
| **Households by Age Cohort** | In 2026, the distribution of households in the PSA is very comparable to the distribution for the state of West Virginia. The relatively low share of households under the age of 35 (16.7%) and large share of households aged 55 and older (52.3%) has likely influenced the population decline in the PSA in recent years. Between 2026 and 2031, marginal household growth in the PSA is projected for households between the ages of 45 and 54 (0.5%) and between the ages of 65 and 74 (1.8%), while a substantial increase (16.4%) is projected for households aged 75 and older. The increase in senior households aged 65 and older within the PSA will likely have an influence on housing demand as some seniors may look to downsize or seek maintenance-free housing options. Specifically, the growth of seniors 75 and older in the area will likely increase demand for a variety of senior care alternatives such as independent and assisted living or nursing care. |
| **Renter Households by Income** | In 2026, 40.9% of renter households within the PSA earn less than $25,000 annually, and 30.0% earn between $25,000 and $49,999. The combined share (70.9%) of these two income groups contributes to the need for affordably priced rentals in Parkersburg. Between 2026 and 2031, renter household growth in the PSA is projected for households earning $50,000 or more. While these changes in renter households by income may result in an increase in demand for higher-priced rental product in the area, it is critical to note that nearly two-thirds (65.7%) of renter households in the PSA will continue earning less than $50,000 annually through 2031. |
| **Owner Households by Income** | While the majority (56.1%) of owner households in the PSA in 2026 earn $50,000 or more, this is a notably lower share of such households when compared to both the SSA (Balance of County) and statewide shares of 71.9% and 67.9%, respectively. Between 2026 and 2031, owner household growth in the PSA is projected for households earning $75,000 or more, with the largest growth (276 households) projected for owner households earning $150,000 or more. These changes in owner households by income are generally consistent with statewide projections and will have an influence on for-sale housing demand over the next five years. |

| Demographic Category | Key Findings (Continued) |
|---|---|
| **Households in Substandard Housing** | While housing quality issues in the PSA are less prevalent than those statewide, approximately 1.1% of renter households and 0.3% of owner households in the PSA live in substandard housing conditions (overcrowded or lack complete plumbing or kitchens). Overall, over 100 households live in substandard housing, though the number is likely notably higher given the age of the local housing stock. With nearly 57% of renter-occupied and 80% of owner-occupied housing units in the area were built prior to 1970, housing preservation efforts will likely play a critical role in preventing an increase in substandard housing conditions within Parkersburg. |
| **Housing Cost Burdened Households** | Approximately 2,154 renter households and 1,350 owner households in the PSA are housing cost burdened (paying over 30% of income toward housing costs). Of these, 765 renter households and 435 owner households are severe cost burdened (paying over 50% of income toward housing costs). As a result, housing affordability issues are a significant challenge for many of Parkersburg's households. |

Based on the preceding findings, the overall base of households within Parkersburg is projected to remain relatively stable through 2031. Despite this relative stability, notable growth is projected for households aged 75 and older, renter households earning more than $50,000 annually, and owner households earning more than $75,000 annually. Although the increase in higher earning renter and owner households will likely result in an increase in demand for higher-priced rental and for-sale housing, nearly 66% of renter households and 38% of owner households in Parkersburg will continue to earn less than $50,000 annually through 2031. As many of these households are currently severe cost burdened, affordable rentals and moderately priced for-sale homes will remain a critical component of the local housing market for the foreseeable future. In addition, the increase among senior households aged 75 and older will likely result in increased demand for senior-oriented housing alternatives. These trends and characteristics will influence the housing needs of Parkersburg and have been considered in the housing gap estimates.

## ECONOMIC FINDINGS



Based on the key economic indicators, it appears that the overall economy within Wood County was relatively stable prior to 2020. Despite moderate reductions in at-place employment within the county during that time, the number of employed residents (total employment) increased, the annual unemployment rate steadily declined, and the Wood County labor force was stable. Following the economic challenges related to the pandemic in 2020, the unemployment rate has been relatively steady and at-place employment has been generally positive. Although total employment decreased by 1,316 between 2023 and 2025, much of this decline can be primarily attributed to the decline (1,252) in the county labor force. Overall, the economy appears to be relatively stable and well-positioned to benefit from economic investments and potential business expansion. As such, the health of the local housing market will be among the primary factors that determine the population and household growth potential for Parkersburg and Wood County should the local economy enter into a period of expansion.

## HOUSING SUPPLY FINDINGS

Numerous housing supply metrics were considered as part of this study including multifamily rentals, non-conventional rentals, and for-sale housing. The following summarizes some of the key housing supply findings included in this report.

| Housing Supply Category | Key Findings |
|---|---|
| **Multifamily Rental Housing** | A total of 27 multifamily properties containing 1,516 total units were surveyed in the PSA and operate at an overall 99.6% occupancy rate. This is nearly identical to the occupancy rate of the multifamily apartments during the previous survey in 2022. Typically, in healthy and well-balanced markets, multifamily rentals operate at an overall 94% to 96% occupancy rate. As such, the current and previous overall occupancy rates indicate there is a notable lack of available units. In addition, wait lists are maintained at 75% of the Tax Credit projects (74 households) and 100% of the government-subsidized projects (55 households), which is indicative of a market with pent-up demand for multifamily rentals. Median collected rents among the market-rate supply ranges from $775 to $1,400, while Tax Credit units have median collected rents that range from $748 to $1,034. Among the most common bedroom types, the median collected rent for a two-bedroom/1.0-bathroom market rate unit has increased 12.9% since 2022, while the median rent for a comparable Tax Credit unit has increased 23.3% since 2022. |
| **Housing Choice Vouchers** | Housing Choice Vouchers are tenant-based (held by a single person/household) vouchers administered by the local housing authority which effectively subsidize a tenant's rent to be equivalent to 30% of their income. There are approximately 1,442 Housing Choice Vouchers issued within the Parkersburg Housing Authority jurisdiction, which includes Wood County and seven additional surrounding counties within West Virginia. While 85 issued vouchers in the jurisdiction are currently going unused, there is a total of 2,525 households on the wait list for a voucher. As such, there appears to be an exceptional level of demand in Parkersburg and the surrounding region for housing affordable to very low-income households. |
| **Non-Conventional Rental Housing** | Non-conventional rentals generally include single-family homes, duplexes and mobile homes and comprise over two-thirds (68.3%) of the rental units in Parkersburg. A total of 16 *available* non-conventional rentals were identified in the PSA between June and July 2026, representing a vacancy rate of only 0.5%. This is well below the 4% to 6% vacancy rate typically found in healthy, well-balanced markets. Among the most commonly available non-conventional rentals in the PSA, the two-bedroom units have an average rent of $1,088. This is approximately 35% higher than the average rent of $804 for the available two-bedroom non-conventional rentals identified in Wood County in 2022. Given that this does not include utility costs, which are typically $200 or more, households in Parkersburg likely face both affordability and availability challenges when seeking a non-conventional rental in the area. |

| Housing Supply Category | Key Findings (Continued) |
|---|---|
| **For-Sale Housing** | A total of 2,318 homes were sold in the PSA between January 2019 and June 2026. During this time period, the median sales price for the homes sold in Parkersburg increased from $97,000 in 2019 to $150,000 in 2026, or an increase of $53,000 (54.6%). While this represents a relatively affordable for-sale price in the PSA, it is noteworthy that 1,223 (52.8%) of these homes were built before 1950. As of May 19, 2026, a total of 50 homes were identified as *available* for purchase in the PSA, representing an availability rate of just 0.6% (below the 2% to 3% rate typically found in healthy, well-balanced markets) and an available Months Supply Inventory (MSI) of only 1.9 months (below the optimal range of four to six months). The current median list price of $161,950 is $11,950 (8.0%) higher than the median sales price for the homes that sold in the PSA year to date. Similar to both the multifamily rentals and non-conventional rentals in the area, there is a notable lack of availability and a trend of pricing increases since the time of the previous study in 2022. While this represents a notable challenge for homebuyers in the area, it also represents a potential development opportunity for new housing. |

There are only six vacancies among the multifamily rentals and just 16 vacant non-conventional rental units within Parkersburg. This equates to vacancy rates of 0.4% and 0.5%, respectively, which are both well below the optimal range of 4% to 6% for rental units. In addition to the limited availability, there are 129 total households on the waiting lists for either the next available Tax Credit or government-subsidized unit in the PSA. Typical rents for a two-bedroom multifamily rental within the PSA have increased by 12.9% (market-rate) and 23.3% (Tax Credit) since the previous study in 2022, while the rent for a two-bedroom non-conventional rental has increased by approximately 35%. With an availability rate of only 0.6% and less than two months of for-sale inventory, availability among for-sale housing is extremely limited. The 50 available for-sale homes in the PSA have a median list price of $161,950, an average of 68 days on market, and an average year built of 1938. Overall, it appears home pricing continues to trend upward, and despite the relatively old average age of product, the average days on market is indicative of a market with healthy demand.

## HOUSING GAP ESTIMATES

***The PSA (Parkersburg) has an overall five-year (2026 to 2031) housing gap of 2,001 rental and for-sale units at a variety of affordability levels.*** It is projected that the PSA has a five-year **rental** housing gap of 1,145 units and a **for-sale** housing gap of 856 units. These housing gaps include new units needed to meet projected household changes by tenure, income, and age, as well as units to address existing households living in substandard housing or households in severe housing cost burdened situations. Potential external market support for new residential development from non-resident commuters is also included. Therefore, housing solutions and opportunities can include a combination of new construction, adaptive reuse, repairing existing housing, and providing financial housing assistance. The following table summarizes the approximate housing gaps by affordability level that exist in Parkersburg over the next five years.

| | Parkersburg, West Virginia | | | |
|---|---|---|---|---|
| | Rental Housing Gap Estimates (2026-2031) | | | |
| Percent of Median Income | ≤50% | 51%-80% | 81%-120% | 121%+ |
| Household Income Range | ≤$37,550 | $37,551-$60,080 | $60,081-$90,120 | $90,121+ |
| Monthly Rent Range | ≤$938 | $939-$1,502 | $1,503-$2,253 | $2,254+ |
| Overall Units Needed | 503 | 326 | 216 | 100 |
| | | | Total Rental Housing Gap | 1,145 |
| | For-Sale Housing Gap Estimates (2026-2031) | | | |
| Price Point | ≤$125,166 | $125,167-$200,266 | $200,267-$300,400 | $300,401+ |
| Overall Units Needed | 0 | 131 | 466 | 259 |
| | | | Total For-Sale Housing Gap | 856 |

Source: Bowen National Research

While the largest individual rental gap (503 units) is for units with rents less than or equal to $938, which are affordable to households earning 50% or less of Area Median Household Income (AMHI), there are significant rental gaps for all affordability levels within the PSA. Rental gaps among the remaining affordability stratifications range between 100 units (121% or higher of AMHI) and 326 units (51% to 80% of AMHI). While approximately 20% of the overall rental gaps in the PSA can be attributed to the need for additional rental units to establish balanced market conditions, the two largest components of the overall rental gaps are the need for additional units to meet potential external market support from commuters (slightly over 50%) and the need to address housing affordability issues or severe cost burden (approximately 25%). As such, a large portion of the overall rental gaps in the PSA signify opportunities to improve housing conditions and affordability and to potentially attract additional households to reside in the area. Among the for-sale housing gaps, the greatest gap (466 units) appears to be for housing priced between approximately $200,000 and $300,000, followed by for-sale housing priced at $300,000 or higher (259 units). Thus, for-sale product is most in need among moderate to higher-income households earning over 80% of AMHI, which is typical of many for-sale housing markets. The for-sale housing gaps are most heavily influenced by increases in household income, the need for additional units to establish a balanced for-sale market, and potential support for residential development from commuters, though a portion of the gaps are also attributed to housing quality, affordability, and household growth.

The preceding estimates are based on current government policies and incentives, recent and projected demographic trends, current and anticipated economic trends, and available and planned residential units. Numerous factors impact a market's ability to support new housing product. This is particularly true of individual housing projects or units. Certain design elements, pricing structures, target market segments (e.g., seniors, workforce, families, etc.), product quality and location all influence the actual number of units that can be supported. Demand estimates could exceed those shown in the preceding table if the PSA changed policies or offered incentives to encourage people to move into the market or for developers to develop new housing product.

*Disclaimer:* The housing gap estimates shown in this report are a reflection of the market's housing needs, assuming *all housing issues* considered in the estimates were addressed. While the housing gaps could be addressed by the addition of new housing, some housing issues could be addressed through the repair of substandard or poor-quality housing and/or through additional financial assistance (e.g., Housing Choice Vouchers) for households struggling with housing affordability. Therefore, a combination of approaches could be implemented to address a variety of housing issues.

Details of this analysis, including methodology and assumptions, are included in Section VIII of this report.

## RECOMMENDED HOUSING STRATEGIES

The following outlines actions or initiatives that should be considered or explored for *possible* implementation to help address housing issues in Parkersburg. It is important to point out that financial considerations, legal requirements, city staff capacity/qualifications and outsourcing potential, infrastructure capacity, and other factors may limit the local government from implementing some of the following recommendations. As many of the following recommendations involve complicated processes, the local government will want to seek professional and legal counsel on selected items before pursuing certain initiatives. Additionally, not all of these recommendations need to be implemented, nor do they need to be implemented simultaneously, to effectuate change. In the end, the following recommendations should be used as a guide to develop a formal Action Plan for the city of Parkersburg.

| Action/Initiative | Description |
|---|---|
| **Goal Setting** | |
| *Redefine Overall Purpose & Priorities* | Based updated findings of this study, redefine overall objectives or purposes to address housing efforts. This can be in the form of a mission statement, press release or informal outline of the objectives/purposes behind the plan and can include general goals, economic impact, and social/cultural benefits. Advocates/stakeholders may want to establish initial housing priorities. |
| *Update Housing Production and Rehabilitation Goals* | With changes to the demographics and updated housing gap estimates since the original study, set updated short-term (annual or two-year) and long-term (five- or 10- year) housing production and rehabilitation goals by the number and type of housing units to be built and/or preserved. Targeted populations (e.g., seniors, families, etc.) to be served could be part of stated goals. |
| *Establish Housing Funding Goals* | Using the preceding housing production goals as a guide and considering the notable changes to development costs and interest rates since the original study, some level of analysis should be done to estimate more current funding requirements to meet such goals. |
| *Develop or Update Action Plan* | Based on the Housing Production Goals and Housing Funding Goals, develop or update a formal Action Plan that builds off earlier programs, policies and initiatives that would serve as the ongoing road map to achieving stated goals. |
| **Action/Initiative** | **Description** |
| **Policy Considerations** | |
| *Increase or Incentivize Density* | Consider modifying zoning ordinances to increase population or unit density within targeted areas and/or for targeted product type; Consider some form of density bonuses for projects that include targeted housing product. |
| *Reevaluate/Reimagine Building & Design Standards* | While current building and design standards are similar to many other West Virginia communities, consider more flexible requirements (e.g., building heights and parking requirements) to support the development of affordable housing alternatives. |
| *Continue to Support Housing Quality Mitigation Efforts* | While this update did not focus on residential blight, recent published reports and data we reviewed indicate that the city has made significant efforts to address housing quality (established a Residential Rental Unit Inspection & Registration Ordinance in 2025), remove blight, and rehabilitate existing housing. The community should continue to support code enforcement efforts, provide blight mitigation funding, and monitor the quality of housing. |
| **Action/Initiative** | **Description** |
| **Development Assistance** | |
| *Infrastructure Assistance* | Consider including or expanding infrastructure to help reduce developer costs. |
| *Fee Changes* | Assess residential development fees and consider reducing, waiving, or reimbursing government fees for selected property types. |
| *Exploring Expanding Efforts that Expedite Permitting/Rezoning Process* | As part of the Neighborhood Infill Supported Development Initiative (2025), the city has implemented pre-approved building plans, streamlined the review process, and offers flexible zoning use which appears to apply to small vacant or underutilized parcels. The city may want to explore evaluating and improving the residential building permit process and/or rezoning process that expedites timelines for targeted products (e.g., affordable workforce multifamily housing). |
| *Identify Available Sites and Support the Parkersburg Urban Renewal Authority* | This update study did not involve inventorying potential buildable sites. It will be important that ongoing housing efforts involve identifying potential sites (both unimproved parcels and vacant buildings) for potential residential development. Support the efforts of the Parkersburg URA that serves as the area's land bank. |
| *Promote and Leverage the Incentives Provided by the Build WV Act* | In July 2023, Wood County became a certified BUILD WV District, making residential projects eligible for building cost, tax credits and tax exemptions. These benefits should be promoted and leveraged to encourage residential development. |

| Action/Initiative | Description |
|---|---|
| **Financial Resources** | |
| *Bond Issuance* | Evaluate the possibility of issuing a housing bond to help pay for residential development for targeted product types. |
| *Housing Trust Fund (HTF)* | Explore establishing a housing trust fund to help support affordable residential development and preservation. The HTF could be funded through a housing bond, impact fees, proceeds from the conveyance of land, etc. |
| *Tax Increment Financing (TIF) Districts* | Consider establishing TIF districts to help stimulate investment and development within targeted areas. |
| *Promote/Leverage Qualified Opportunity Zones (QOZs)* | QOZs provide tax incentives for investment and development within predetermined areas (two within Wood County). Efforts should be made to actively promote these QOZs to potential developers and investors. |
| *Explore Other Funding Sources* | Local governments should explore other public funding sources and private sector development partners (e.g., developers, employers, foundations, etc.) that can provide resources to address housing. |
| **Action/Initiative** | **Description** |
| **Resident Assistance** | |
| *Continue to Support Home Repair/Weatherization Assistance* | Parkersburg offers multiple home repair programs for income-eligible households. Given the housing age and quality issues that many households face, support for such programs will be vital to the preservation of the local housing supply. |
| *Continue to Support First-Time Homebuyer Down Payment Program* | The Parkersburg/Wood County HOME Consortium offers a first-time homebuyer program for qualifying households to help with home purchase down payment. This program should be supported as part of ongoing housing efforts. |
| **Action/Initiative** | **Description** |
| **Outreach** | |
| *Develop Outreach Plan* | Develop a plan to identify potential development partners, determines mechanics for outreach efforts, and establishes roles/responsibilities for outreach efforts. This may include retaining a housing professional to facilitate outreach plans. |
| *Identify Development Partners* | Investigate various resources to develop a list of potential development partners including private sector developers, nonprofit groups, supportive service providers, foundations, employers, etc. While the City works with nonprofit groups such as Habitat for Humanity and the Parkersburg Housing Authority, it may want to explore helping to establish a nonprofit development organization that can focus on affordable workforce housing. |
| *Promote/Advertise Opportunities* | Through publications, trade shows, social media and other outlets, promote housing needs and development opportunities within the city to attract development and investment. The community may want to organize a housing forum that brings together government, private sector stakeholders, housing experts, and others to help promote opportunities. |
| **Action/Initiative** | **Description** |
| **Education** | |
| *Develop Housing Education Plan* | Develop an overarching housing education plan that has a unified objective and message. The program could include educating landlords, elected officials, stakeholders and residents (homebuyers, homeowners, and renters). Efforts should include removing affordable housing stigmas, informing the public on the benefits of housing, promoting resources and programs to help address housing, etc. Such efforts could be offered through a housing forum or workshops, annual reports, social media or other methods. |
| *Learn From Others* | Given the complexity of housing issues, local government and stakeholders should research Best Practices of other communities and the efforts they have made to address housing that can serve as a guide in addressing local housing issues. |
| *Keep Community Informed* | It will be important to periodically update the community on housing challenges, recent housing initiatives, and future housing plans. Efforts can include an annual report, a formal presentation in public venues, press releases, social media and other means of communication. |

# III. COMMUNITY OVERVIEW AND STUDY AREAS

## A. PARKERSBURG, WEST VIRGINIA

This report focuses on the housing needs of the city of Parkersburg, West Virginia. Parkersburg was originally established as Newport after the conclusion of the American Revolutionary War. Parkersburg was given its current name in 1810 due to a land grant issued to Alexander Parker. Chartered in 1820 by the Virginia General Assembly and rechartered as part of West Virginia in 1860, Parkersburg is the county seat of Wood County and is located approximately 77 miles north of Charleston, West Virginia. The main thoroughfares that serve Parkersburg include Interstate 77, U.S. Highway 50, and State Routes 14, 47, and 68. (Source for historical data: City of Parkersburg).

The city of Parkersburg has an estimated population of 28,889 in 2026, which is a decrease of 849, or 2.9%, since 2020. The city's estimated population density is 2,342.3 persons per square mile in 2026, which is significantly higher compared to the state of West Virginia (73.6 persons per square mile). Parkersburg is home to government offices for the City of Parkersburg and Wood County, retailers and assorted commercial businesses, employment opportunities, health care facilities and schools. Main attractions within the Parkersburg area include museums, parks and performing arts venues that host a variety of cultural activities. In addition, Parkersburg also offers recreational activities along the Ohio River, including activities at Blennerhassett Island State Park.

Based on 2026 estimates, 61.2% of households in the study area are owner households. Over two-thirds (68.3%) of rental units in Parkersburg are within structures of four or fewer units (including mobile homes), while 100.0% of the owner-occupied units are comprised of these smaller structures (primarily single-family homes) and mobile homes. Additional information regarding the study area's demographic characteristics and trends, economic conditions, and housing supply are included throughout this report.

## B. STUDY AREA DELINEATIONS

This report addresses the housing needs of Parkersburg, West Virginia. To this end, the evaluation is focused on the demographic and economic characteristics, as well as the existing housing stock, of areas within the city of Parkersburg. For comparative purposes, additional analysis is provided for the balance of Wood County to understand trends and attributes that affect this designated area. The following summarizes the various study areas used in this analysis.

***Primary Study Area*** – The Primary Study Area (PSA) is the city of Parkersburg, West Virginia.

***Secondary Study Area*** – The Secondary Study Area (SSA) is the Balance of Wood County, which encompasses the areas outside the city of Parkersburg but within Wood County.

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

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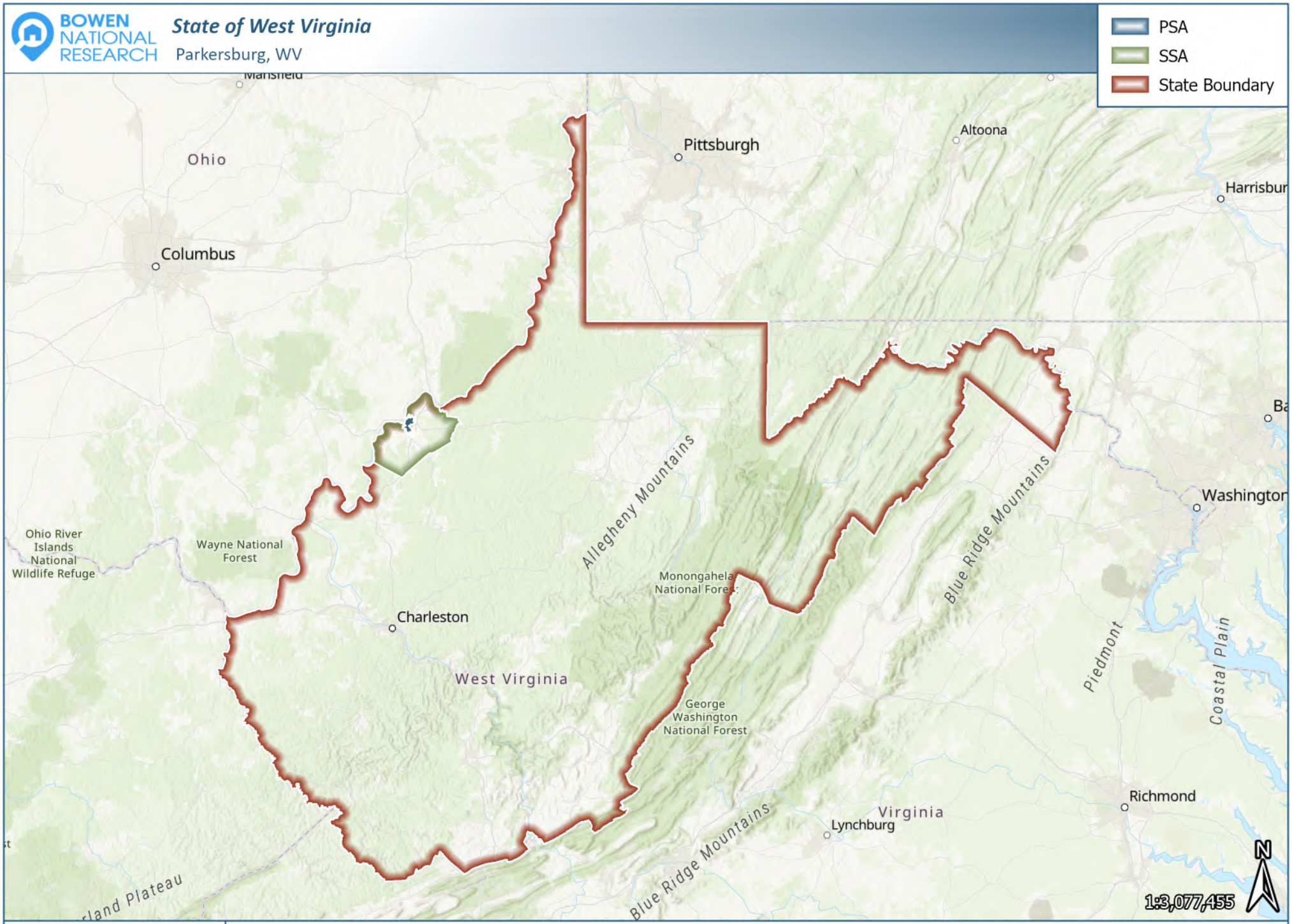
# State of West Virginia

Parkersburg, WV




0 10 20 30 40

Miles

Esri, U.S. Census Bureau, Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, (c) OpenStreetMap contributors, and the GIS User Community, Esri, USGS

Additional Source(s): Bowen National Research

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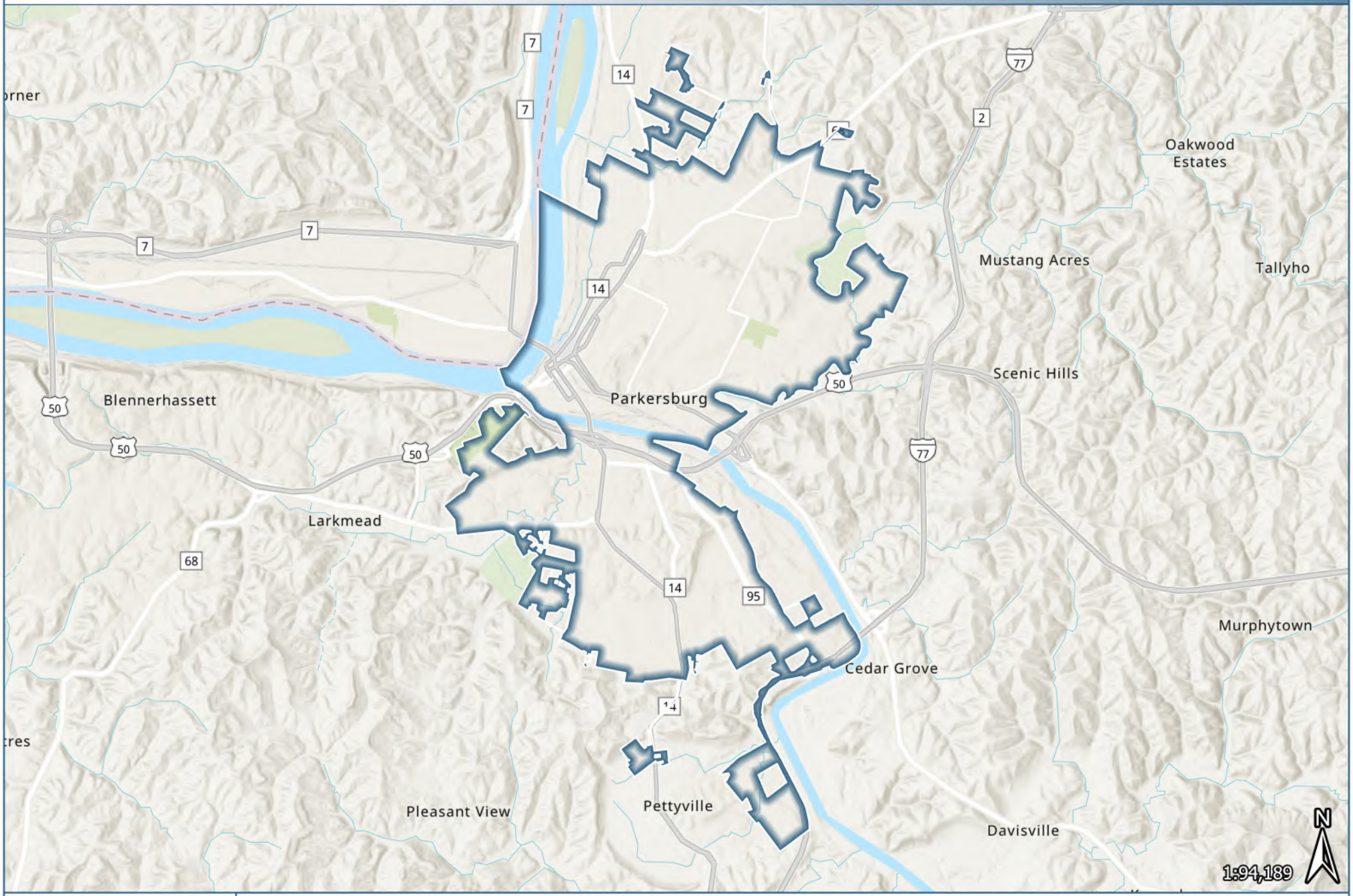
# *Primary Study Area*

Parkersburg, WV

PSA




0 0.45 0.9 1.35 1.8 Miles

Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, (c) OpenStreetMap contributors, and the GIS User Community, Esri, NASA, NGA, USGS
Additional Source(s): Bowen National Research

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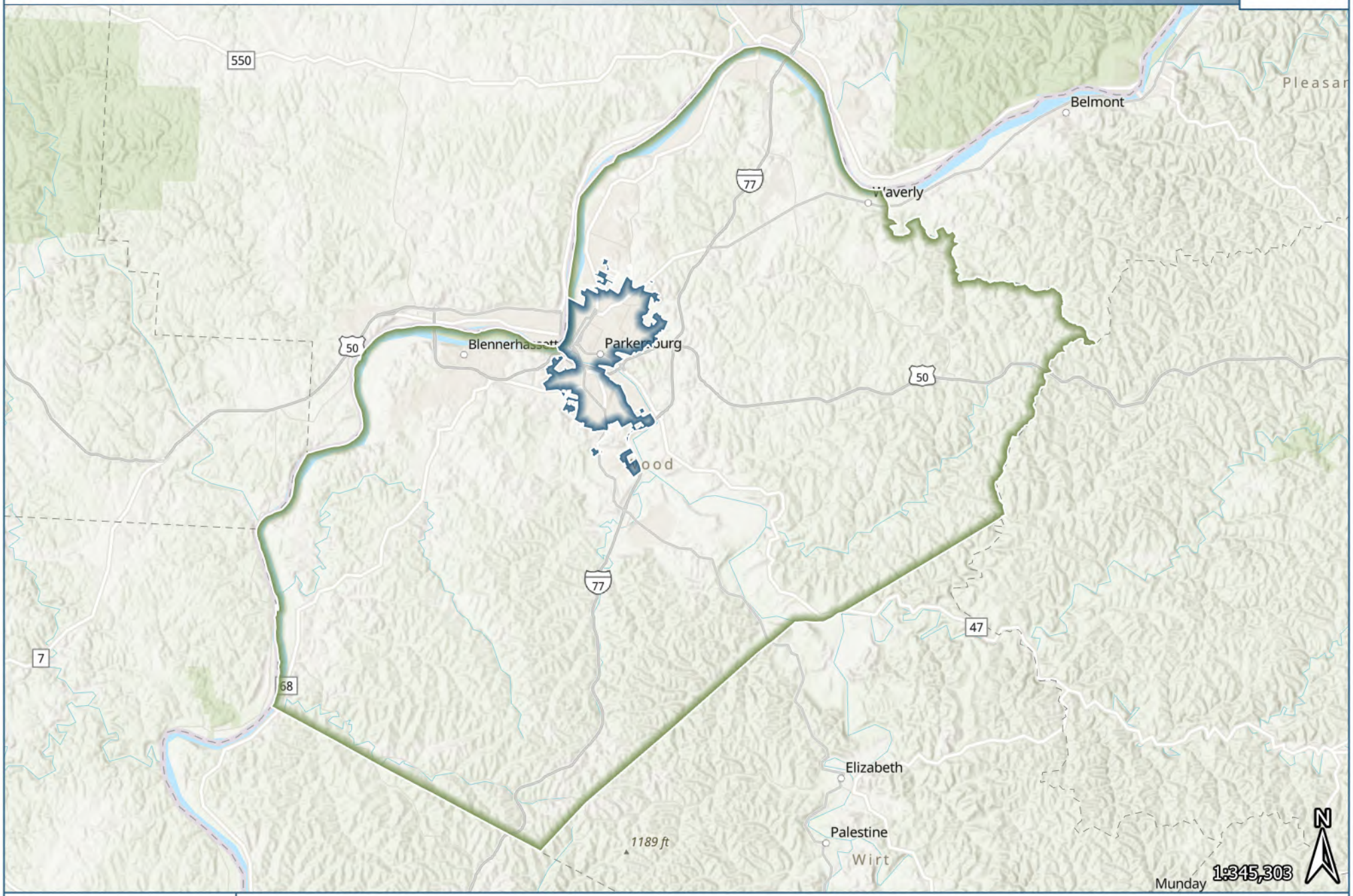
# *Secondary Study Area*

Parkersburg, WV




Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, (c) OpenStreetMap contributors, and the GIS User Community, Esri, CGIAR, USGS
Additional Source(s): Bowen National Research

# IV. DEMOGRAPHIC ANALYSIS

## A. INTRODUCTION

This section of the report evaluates key demographic characteristics for the Primary Study Area (PSA, Parkersburg) and the Secondary Study Area (SSA, balance of Wood County). Through this analysis, unfolding trends and unique conditions are often revealed regarding populations and households residing in the selected geographic areas. Demographic comparisons between these geographies, the entirety of Wood County, and the state of West Virginia provide insights into the human composition of housing markets. Critical questions, such as the following, can be answered with this information:

- Who lives in Parkersburg and what are these people like?
- In what kinds of household groupings do Parkersburg residents live?
- What share of people rent or own their Parkersburg residence?
- Are the number of people and households living in Parkersburg increasing or decreasing over time?
- How has migration contributed to the population changes within Parkersburg in recent years, and what are these in-migrants like?
- How do Parkersburg residents, Secondary Study Area residents, and residents of the state of West Virginia compare with each other?

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

It is important to note that 2010 and 2020 demographics are based on U.S. Census data (actual count), while 2026 and 2031 data are based on calculated estimates provided by ESRI, a nationally recognized demographic firm. The accuracy of these estimates depends on the realization of certain assumptions:

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

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

## B. POPULATION CHARACTERISTICS

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

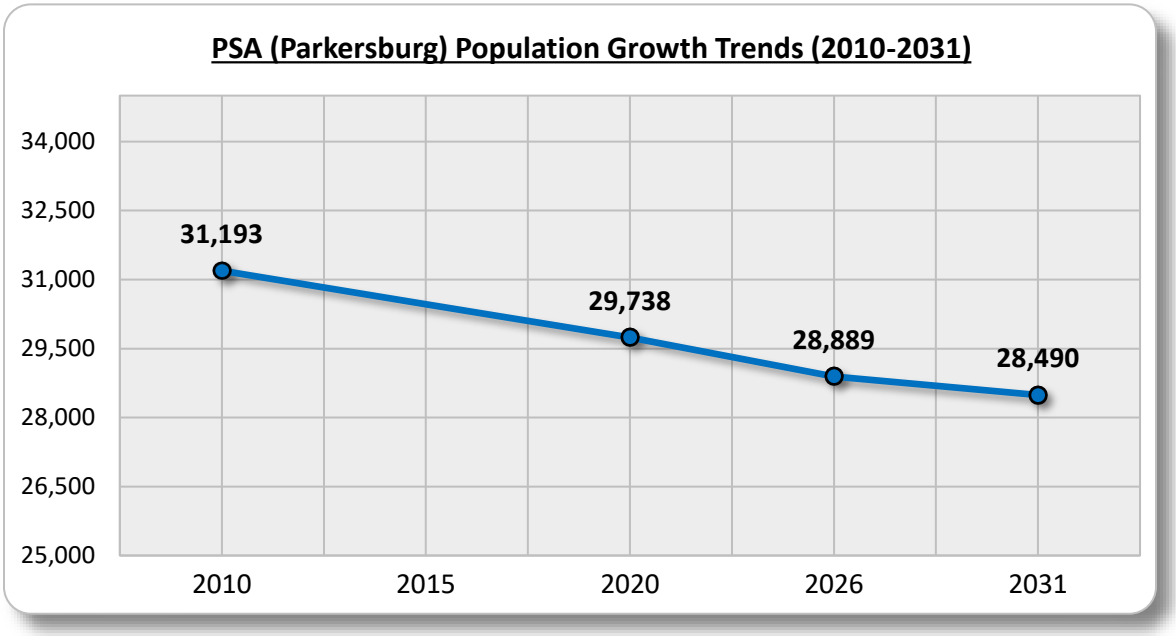
| | Total Population | | | | Population Change | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | 2010 Census | 2020 Census | 2026 Estimated | 2031 Projected | 2010-2020 | | 2020-2026 | | 2026-2031 | |
| | | | | | Number | Percent | Number | Percent | Number | Percent |
| **PSA** | 31,193 | 29,738 | 28,889 | 28,490 | **-1,455** | **-4.7%** | **-849** | **-2.9%** | **-399** | **-1.4%** |
| **SSA** | 55,763 | 54,558 | 53,020 | 52,058 | **-1,205** | **-2.2%** | **-1,538** | **-2.8%** | **-962** | **-1.8%** |
| **Wood County** | 86,956 | 84,296 | 81,909 | 80,548 | **-2,660** | **-3.1%** | **-2,387** | **-2.8%** | **-1,361** | **-1.7%** |
| **West Virginia** | 1,853,164 | 1,793,902 | 1,768,565 | 1,754,559 | **-59,262** | **-3.2%** | **-25,337** | **-1.4%** | **-14,006** | **-0.8%** |

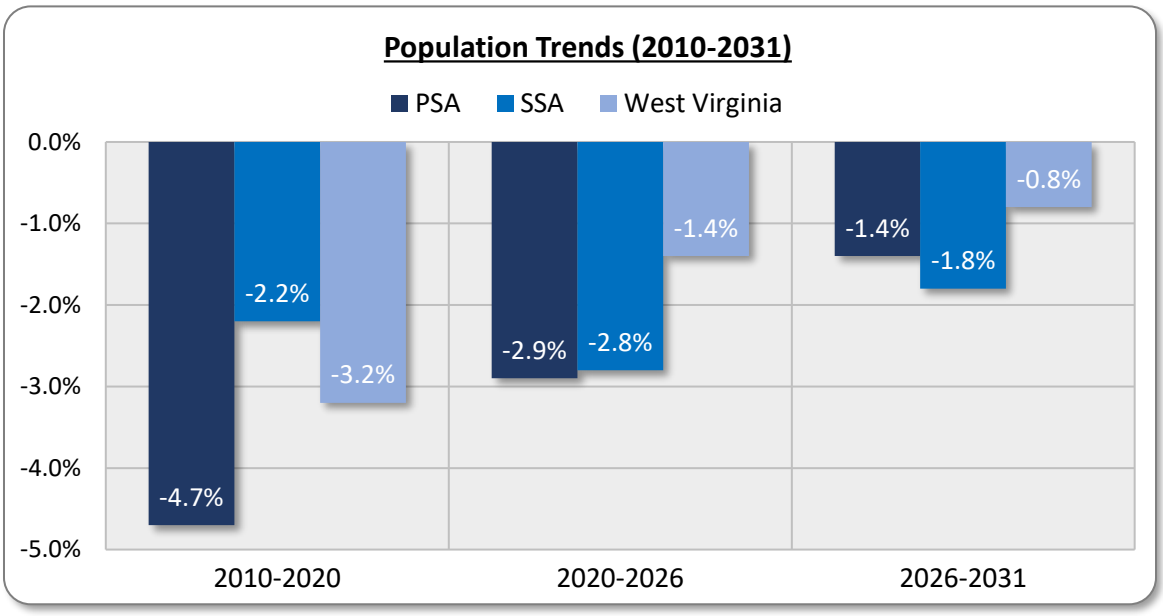
Source: 2010, 2020 Census; ESRI; Bowen National Research

Between 2010 and 2020, the population within the PSA (Parkersburg) decreased by 1,455 (4.7%), which is a larger percentage decline as compared to the 2.2% decline in population in the SSA (Balance of County) and the 3.2% decline that occurred in the state during the time period. In 2026, the PSA has an estimated population of 28,889, which represents a decrease of 849 (2.9%) from the population in 2020. The percentage decline within the PSA is nearly equal to that of the SSA (2.8%), but both the PSA and SSA experienced percentage declines between 2020 and 2026 that were approximately two times larger than the 1.4% decline that is estimated for the state. While the PSA, SSA, and state are all projected to experience population declines over the next five years (2026 to 2031), the largest percentage decline is expected to occur in the SSA (1.8%), followed by the PSA (1.4%) and state (0.8%). Overall, the data illustrates that, while the population within the state of West Virginia has declined since 2010 and is projected to further decline through 2031, the population within the PSA and SSA have (and are expected to) decline at a larger rate relative to the respective population base in each area. It is important to point out that the rate of decline is projected to slow down over the next five years.

While estimates indicate notable decreases in population have occurred in Parkersburg in recent years, and the population within the area is projected to further decline through 2031, it is critical to point out that *household* changes, as opposed to population, are more material in assessing housing needs and opportunities. Historical and projected household changes for each study area are covered later in this section starting on page IV-12.

The following graphs illustrate the change in population since 2010 and projected through 2031.



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

| | Population Density | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | Population | | | | Area | Persons per Square Mile | | | |
| | 2010 | 2020 | 2026 | 2031 | (Sq. Mi.) | 2010 | 2020 | 2026 | 2031 |
| **PSA** | 31,193 | 29,738 | 28,889 | 28,490 | 12.3 | 2,529.1 | 2,411.1 | 2,342.3 | 2,310.0 |
| **SSA** | 55,763 | 54,558 | 53,020 | 52,058 | 364.4 | 153.0 | 149.7 | 145.5 | 142.8 |
| **Wood County** | 86,956 | 84,296 | 81,909 | 80,548 | 376.8 | 230.8 | 223.7 | 217.4 | 213.8 |
| **West Virginia** | 1,853,164 | 1,793,902 | 1,768,565 | 1,754,559 | 24,041.2 | 77.1 | 74.6 | 73.6 | 73.0 |

Source: 2010, 2020 Census; ESRI; Bowen National Research

With a population density of 2,342.3 persons per square mile in 2026, the PSA (Parkersburg) is substantially more densely populated than the SSA (Balance of County), which has a population density of 145.5 persons per square mile. Both the PSA and SSA have population densities that are significantly higher than state population density of 73.6 persons per square mile. Although population density is an important factor in determining the types of housing needed within an area, other factors such as household income, household size, and the tenure composition (renters versus owners) in an area can also dictate housing needs.

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

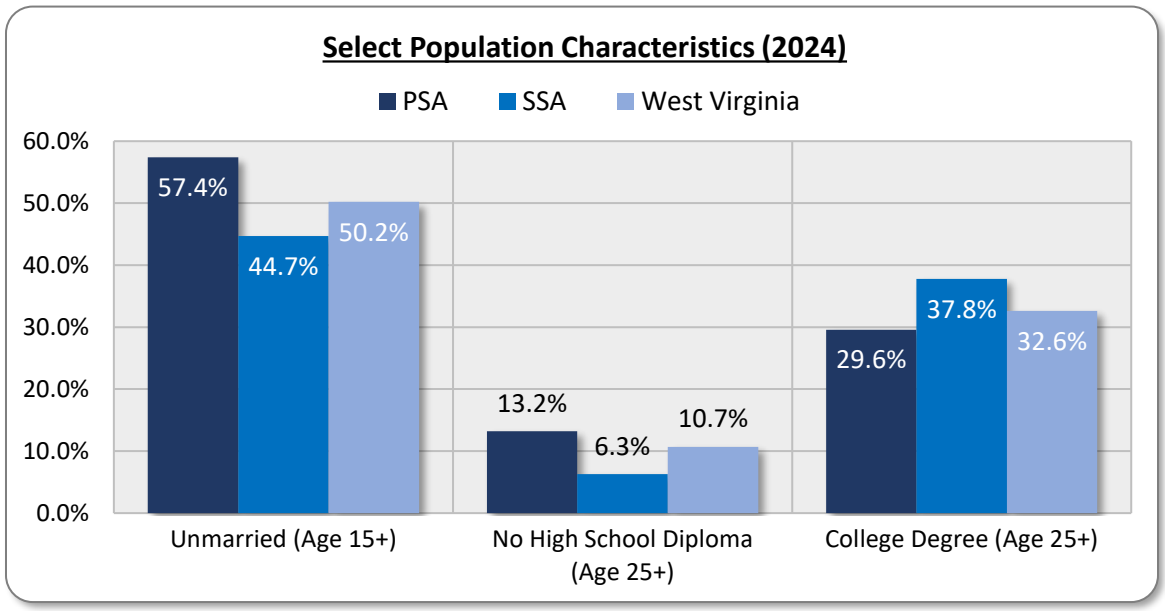
| | | Population Characteristics (2024) | | | | | |
|---|---|---|---|---|---|---|---|
| | | Minority Population | Unmarried Population Age 15+ | No High School Diploma Age 25+ | College Degree Age 25+ | Below Poverty Level | Movership Rate |
| **PSA** | Number | 2,183 | 14,286 | 2,829 | 6,335 | 6,486 | 3,347 |
| | Percent | 7.4% | 57.4% | 13.2% | 29.6% | 22.5% | 11.6% |
| **SSA** | Number | 2,553 | 19,770 | 2,444 | 14,593 | 5,615 | 4,151 |
| | Percent | 4.7% | 44.7% | 6.3% | 37.8% | 10.6% | 7.7% |
| **Wood County** | Number | 4,736 | 34,056 | 5,273 | 20,928 | 12,101 | 7,498 |
| | Percent | 5.7% | 49.3% | 8.8% | 34.9% | 14.7% | 9.1% |
| **West Virginia** | Number | 173,205 | 747,069 | 135,241 | 412,354 | 287,953 | 181,693 |
| | Percent | 9.7% | 50.2% | 10.7% | 32.6% | 16.7% | 10.3% |

Source: 2020 Census; 2020-2024 American Community Survey; ESRI; Bowen National Research

As the preceding table illustrates, racial/ethnic minorities in the PSA (Parkersburg) comprise 7.4% of the overall population, which is higher than the 4.7% share for the surrounding SSA (Balance of County), but less than the 9.7% share for the state of West Virginia. Among the population aged 15 and older within the PSA, 57.4% is unmarried, 13.2% lack a high school diploma, and 29.6% have obtained a college degree. As such, the PSA has a larger share of unmarried population, a larger share of individuals that lack a high school diploma, and a smaller share of the population that has obtained a college degree when compared to both the SSA and state. All three factors likely limit household earning potential as unmarried households are less likely to have

multiple income sources and educational attainment typically has a strong correlation to income. Given that 22.5% of the population in the PSA lives below the poverty level, which is a significantly higher share compared to the shares within the SSA (10.6%) and state (16.7%), it is reasonable to conclude that marital status and educational attainment factors likely influence the higher poverty rate within the PSA. In terms of movership rate (share of population that moved in the prior year), the PSA has a higher rate (11.6%) when compared to the SSA (7.7%) and state (10.3%).

The following graph compares select population characteristics for the PSA (Parkersburg), the surrounding SSA, and the state of West Virginia.




Migration Patterns

While the analysis in the preceding pages illustrates recent population changes, future population projections, and population characteristics such as race/ethnicity, marital status, educational attainment, poverty status, and movership rate, the following data addresses where people *move* to and from, referred to as migration patterns. For the purposes of this analysis, the Census Bureau's Population Estimates Program (PEP) is considered the most reliable source for the components of population change, which includes natural change, domestic migration, and international migration. To evaluate mobility patterns by *age* and *income*, the U.S. Census Bureau's migration estimates published by the American Community Survey for 2024 (latest year available) is utilized, while data from the Internal Revenue Service (IRS) is used to analyze *county-to-county* migration *flows*. It is important to note that while county administrative boundaries are likely imperfect reflections of commuter sheds, moving across a county boundary is often an acceptable distance to make a meaningful difference in a person's local housing and labor market

environment. The migration data within this section is intended to provide general insight regarding the contributing factors of population change, and as such, gross population changes within this data should not be compared to other tables which may be derived from alternate data sources such as the Decennial Census or American Community Survey.

The following table illustrates the cumulative change in total population for *Wood County* and the state of West Virginia between April 2020 and July 2025. Note that components of change data is unavailable for geographies below the county level.

**Estimated Components of Population Change**
**April 1, 2020 to July 1, 2025**

| Area | Population Change* | Percent Change | Natural Change | Net Domestic Migration | Net International Migration | Total Net Migration |
|---|---|---|---|---|---|---|
| **Wood County** | -1,915 | -2.3% | -2,155 | 111 | 123 | 234 |
| **West Virginia** | -27,612 | -1.5% | -49,462 | 16,553 | 5,138 | 21,691 |

Source: U.S. Census Bureau, Population Division
*Includes residuals of (6) and (159) representing the change that cannot be attributed to any specific demographic component

The population decrease in Wood County between 2020 and 2025 was primarily the result of natural decrease (more deaths than births) in population. While the natural decrease of 2,155 in population was a negative influence on population change within the county, both net domestic migration (111) and international migration (123) were positive components of population change between 2020 and 2025, albeit they represent minor positive impacts. These three components of population change had a similar influence on the overall population decline within the state of West Virginia during the time period. Natural decrease in population typically occurs in areas with a large share of seniors or within areas that have challenges retaining or attracting younger adults. As illustrated later within this section on page IV-14, over one-half of the households within the PSA (Parkersburg), Wood County, and the state of West Virginia are aged 55 and older. While the preceding components of change data is not specific to the PSA, it is reasonable to conclude that each factor likely has a similar influence on the population change within Parkersburg. As such, the retention of younger households and the ability to attract such households can improve natural change in both the PSA and Wood County. Although other factors such as employment can determine where a household ultimately chooses to reside, housing availability and affordability can be key components to this decision.

The following table details the *shares* of domestic in-migration by three select age cohorts for the PSA (Parkersburg) and Wood County from 2015 to 2024.

| Domestic Population In-Migrants by Age, 2015 to 2024 | | |
|---|---|---|
| **PSA (Parkersburg)** | | |
| **Age** | **2015-2019** | **2020-2024** |
| 1 to 34 | 65.0% | 56.3% |
| 35 to 54 | 13.7% | 25.6% |
| 55+ | 21.3% | 18.1% |
| Median Age (In-state migrants) | 25.7 | 36.5 |
| Median Age (Out-of-state migrants) | 27.5 | 25.7 |
| Median Age (Parkersburg) | 42.3 | 42.8 |
| **Wood County** | | |
| **Age** | **2015-2019** | **2020-2024** |
| 1 to 34 | 65.9% | 64.0% |
| 35 to 54 | 15.6% | 17.5% |
| 55+ | 18.6% | 18.5% |
| Median Age (In-state migrants) | 26.5 | 26.9 |
| Median Age (Out-of-state migrants) | 24.6 | 25.4 |
| Median Age (Wood County) | 44.1 | 44.3 |

Source: U.S. Census Bureau, 2019 & 2024 5-Year American Community Survey Estimates (S0701); Bowen National Research

Between 2015 and 2019, 65.0% of in-migrants to the PSA (Parkersburg) were less than 35 years of age, 13.7% were between the ages of 35 and 54, and 21.3% were aged 55 or older. Between 2020 and 2024, the share of in-migrants less than 35 years of age decreased to 56.3%, while the shares of in-migrants between the ages of 35 and 54 (25.6%) increased and those aged 55 and older (18.1%) decreased. Overall, the data illustrates that in-migrants to the PSA in recent years have been increasingly more likely to be middle-aged (35 to 54 years) as compared to the prior time period. In addition, there is a notably higher concentration of in-migrants in the PSA between the ages of 35 and 54 as compared to the 17.5% share of such individuals within Wood County between 2020 and 2024. While it is difficult to predict whether this recent increase in middle-aged in-migrants will improve natural increase (more births than deaths) of population within the PSA, the shift in migration trends may influence housing demand in the area as older households are typically more likely than younger households to be homeowners.

To further illustrate migration patterns within the PSA (Parkersburg), the following table summarizes the county-to-county migration *inflow* and *outflow* for Wood County from 2022 to 2023. Note that this data is based on the change in home address for IRS tax returns filed in 2022 (previous residence) versus the tax returns filed in 2023 (new address), which is the most current data available for this resource. The percent for each county is the share of the individuals, or population, included on the tax returns for the given county compared to the overall in-migration population. Counties which directly border Wood County are illustrated in **red** text.

| Top Migration Inflow/Outflow Counties<br>Wood County, West Virginia (2022-2023) | | | | | |
|---|---|---|---|---|---|
| Inflow | | | Outflow | | |
| County | Number | Percent | County | Number | Percent |
| Washington County, OH | 524 | 20.9% | Washington County, OH | 557 | 22.3% |
| Wirt County, WV | 117 | 4.7% | Jackson County, WV | 83 | 3.3% |
| Jackson County, WV | 116 | 4.6% | Kanawha County, WV | 70 | 2.8% |
| Pleasants County, WV | 113 | 4.5% | Monongalia County, WV | 68 | 2.7% |
| Ritchie County, WV | 71 | 2.8% | Wirt County, WV | 58 | 2.3% |
| Kanawha County, WV | 60 | 2.4% | Pleasants County, WV | 57 | 2.3% |
| Cabell County, WV | 38 | 1.5% | Franklin County, OH | 56 | 2.2% |
| Monongalia County, WV | 37 | 1.5% | Athens County, OH | 48 | 1.9% |
| Franklin County, OH | 35 | 1.4% | Harrison County, WV | 45 | 1.8% |
| Athens County, OH | 32 | 1.3% | Ritchie County, WV | 45 | 1.8% |
| All Other Counties | 1,360 | 54.3% | All Other Counties | 1,412 | 56.5% |
| **Total** | **2,503** | **100.0%** | **Total** | **2,499** | **100.0%** |

Source: Internal Revenue Service, Statistics of Income (2022-2023); Bowen National Research

As the preceding table illustrates, six of the top 10 inflow and outflow counties (Athens and Washington counties in Ohio and Jackson, Pleasants, Ritchie, and Wirt counties in West Virginia) directly border Wood County and collectively account for 38.8% of the total population inflow and 33.9% of the total population outflow for Wood County between 2022 and 2023. Among the counties that appear in both top 10 lists, Jackson, Pleasants, Ritchie, and Wirt counties all have a positive influence (inflow exceeds outflow) on the population change for Wood County. While the bordering counties represent a significant portion of the total inflow and outflow for Wood County, the counties of Cabell, Harrison, Kanawha, and Monongalia in West Virginia and Franklin County in Ohio also appear among the top 10 migration counties. In addition, over one-half of the inflow (54.3%) and outflow (56.5%) are attributed to counties outside the respective top 10 lists. Overall, the data illustrates that a significant portion of the migration for Wood County is regionally based and most of the bordering counties appear among the top 10 migration counties. This is typical of the migration patterns for most areas. However, the majority of inflow and outflow migration is attributed to counties outside the top 10, illustrating that Wood County also attracts and loses residents to counties outside the immediate region.

Maps illustrating the shares of migration *inflow* and *outflow* by county for Wood County from 2022 to 2023 are shown on the following pages. Note that some counties included within the table may not appear on the maps.

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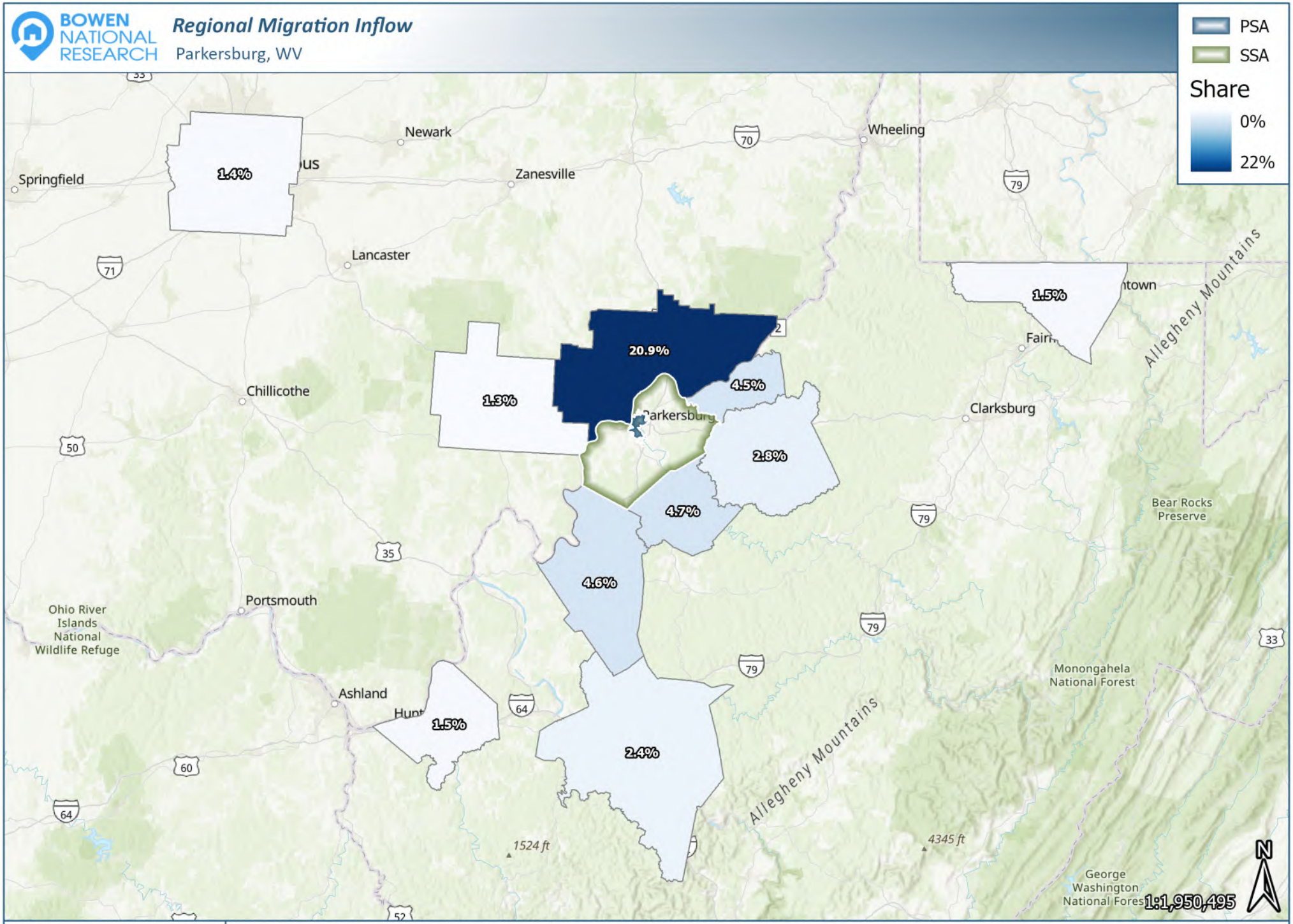
# Regional Migration Inflow

Parkersburg, WV




Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, (c) OpenStreetMap contributors, and the GIS User Community, Esri, USGS
Additional Source(s): Bowen National Research

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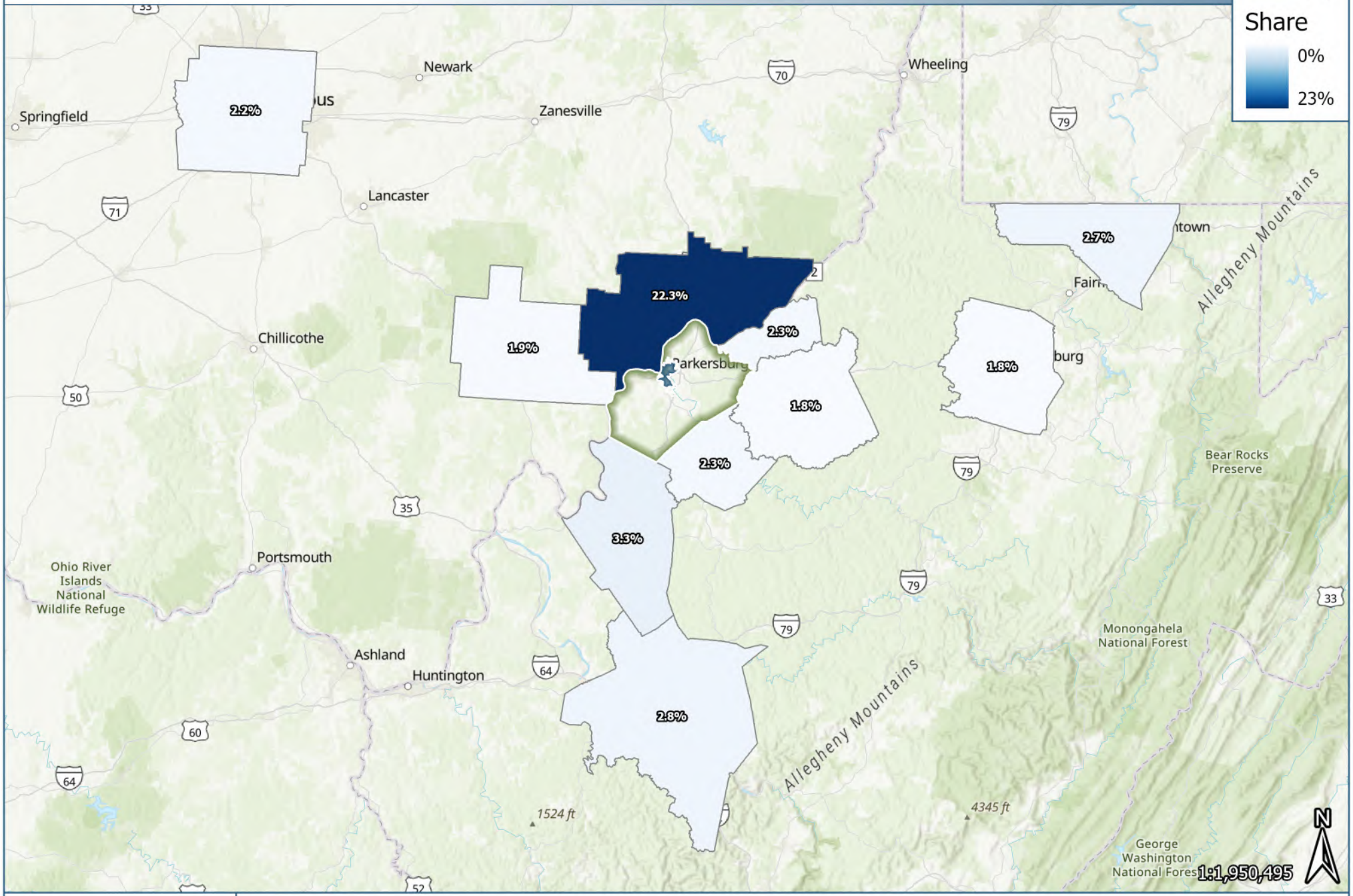
# Regional Migration Outflow

Parkersburg, WV




Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, (c) OpenStreetMap contributors, and the GIS User Community, Esri, USGS
Additional Source(s): Bowen National Research

While the data contained in the previous pages illustrates the recent migration trends for the PSA (Parkersburg) and Wood County and gives perspective about the age profile and place of origin of in-migrants, it is equally important to understand the income levels of these individuals as they directly relate to affordability of housing. The following table illustrates the *per-person* income distribution by geographic mobility status for in-migrants within each study area. Note that this data is provided for the *population*, not households, ages 15 and above:

**Income Distribution by Mobility Status for Population Age 15+ Years***

| Area | Mobility Status | <$25,000 | | $25,000 to $50,000 | | $50,000+ | |
|---|---|---|---|---|---|---|---|
| | | Number | Percent | Number | Percent | Number | Percent |
| **PSA** | In-Migrants | 387 | 47.8% | 153 | 18.9% | 270 | 33.3% |
| | Existing Residents | 8,921 | 42.5% | 6,653 | 31.7% | 5,416 | 25.8% |
| **Wood County** | In-Migrants | 970 | 53.0% | 436 | 23.8% | 423 | 23.1% |
| | Existing Residents | 22,193 | 37.3% | 17,623 | 29.6% | 19,749 | 33.2% |

Source: U.S. Census Bureau, 2024 5-Year American Community Survey (B07010); Bowen National Research
*Excludes population with no income

According to 2024 American Community Survey data, 47.8% of the population that moved to the PSA (Parkersburg) earned less than $25,000 per year, 18.9% earned between $25,000 and $50,000, and 33.3% earned $50,000 or more. Compared to the existing population of the PSA, a larger share of in-migrants either earn lower (less than $25,000) or higher ($50,000 or more) incomes. When the distribution of in-migrants by income for the PSA is compared to the distribution for Wood County, a substantially larger share of PSA in-migrants earn $50,000 or more compared to the 23.1% share of in-migrants to the county with such incomes. While this indicates that in-migrants to the PSA are more likely than their counterparts within the county to earn higher incomes, it is apparent that in-migrants to Parkersburg have a wide range of income levels. As a result, future housing development should consider the diversity of incomes among in-migrants to ensure an adequate supply of income-appropriate housing is available to accommodate households looking to relocate to Parkersburg. Although it is likely that a significant share of the in-migrant population earning less than $25,000 per year consists of children over the age of 15 and young adults considered to be dependents within a larger family, and some of these individuals may live within multiple income households, affordable workforce housing options should be a consideration in future housing developments within the area.

Based on an evaluation of the components of population change, the recent population decrease in the PSA was likely influenced by the natural decrease that occurred within Wood County during the time period. The data also illustrates that, while the majority of in-migrants to Parkersburg in recent years were less than 35 years of age, in-migrants were increasingly likely to be between 35 and 54 years of age. Overall, the diversity among in-migrants to the PSA indicates that a variety of housing options should be considered for future development in order to accommodate in-migrants to the area.

## C. HOUSEHOLD CHARACTERISTICS

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

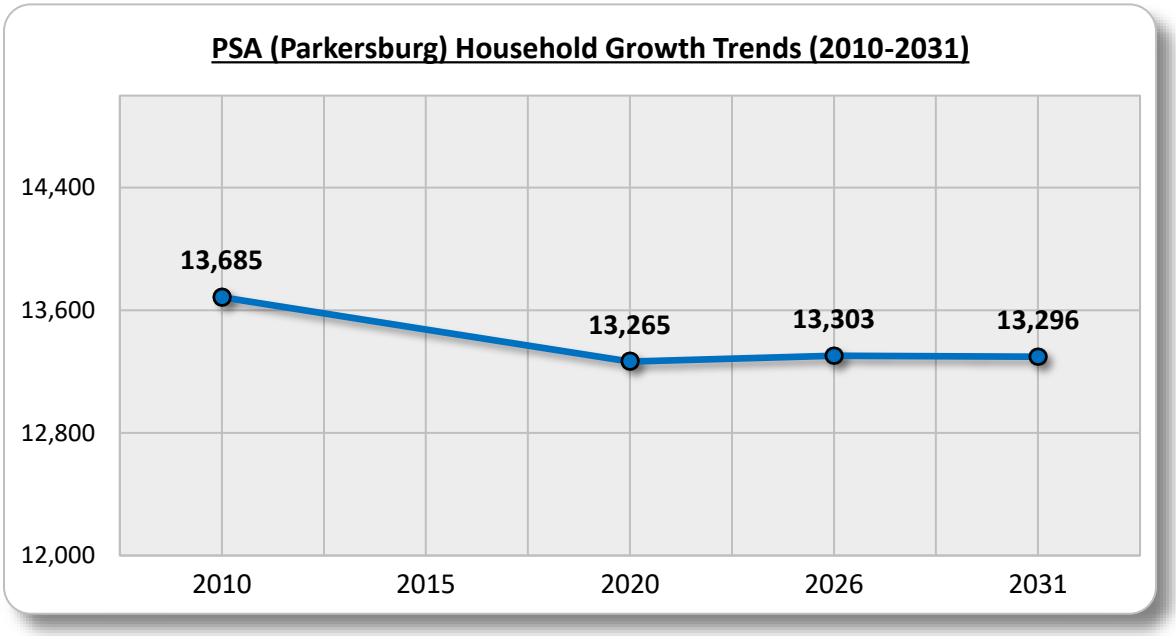
| | Total Households | | | | Household Change | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | 2010 Census | 2020 Census | 2026 Estimated | 2031 Projected | 2010-2020 | | 2020-2026 | | 2026-2031 | |
| | | | | | Number | Percent | Number | Percent | Number | Percent |
| **PSA** | 13,685 | 13,265 | 13,303 | 13,296 | **-420** | **-3.1%** | **38** | **0.3%** | **-7** | **-0.1%** |
| **SSA** | 22,886 | 22,927 | 22,892 | 22,828 | **41** | **0.2%** | **-35** | **-0.2%** | **-64** | **-0.3%** |
| **Wood County** | 36,571 | 36,192 | 36,195 | 36,124 | **-379** | **-1.0%** | **3** | **0.0%** | **-71** | **-0.2%** |
| **West Virginia** | 763,879 | 743,495 | 751,098 | 754,876 | **-20,384** | **-2.7%** | **7,603** | **1.0%** | **3,778** | **0.5%** |

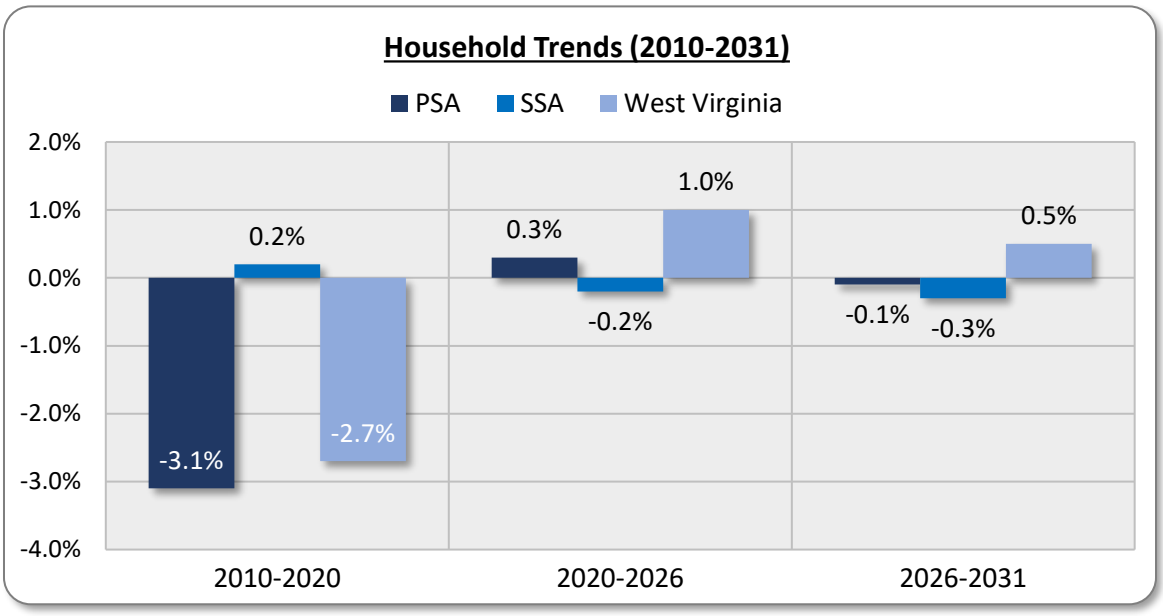
Source: 2010, 2020 Census; ESRI; Bowen National Research

Between 2010 and 2020, the number of households within the PSA (Parkersburg) decreased by 420 (3.1%). This is a slightly larger percentage decrease compared to the 2.7% decrease that occurred within the state, but contrasts with the modest growth (0.2%) that occurred within the SSA (Balance of County) during the time period. In 2026, there are an estimated 13,303 households in the PSA. This represents a slight increase (0.3%) in the number of households from 2020 and indicates relative stability in the household base within the area. With the number of PSA households projected to decline by only 0.1% over the next five years, the household base in Parkersburg is projected to remain relatively stable through 2031. By comparison, the number of households in the surrounding SSA is projected to decrease by 0.3%, while the number of households in the state is projected to increase by 0.5%.

While the preceding demographic estimates and projections indicate general stability in the number of households within the PSA, many factors can influence household change. Some of these can include local housing policies and initiatives, expansion or contraction within the local economy, and macroeconomic influences such as interest rates. More importantly, it is critical to note that household growth or decline alone does not dictate the total housing needs of a market. Other factors that influence housing needs, which are addressed throughout this report, include: households living in substandard or cost-burdened housing, potential commuter support, pent-up demand, availability of existing housing, and product in the development pipeline. Ultimately, each of these factors are considered in the housing gap estimates provided in Section VIII of this report.

The following graphs illustrate the change in households since 2010 and projected through 2031:



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

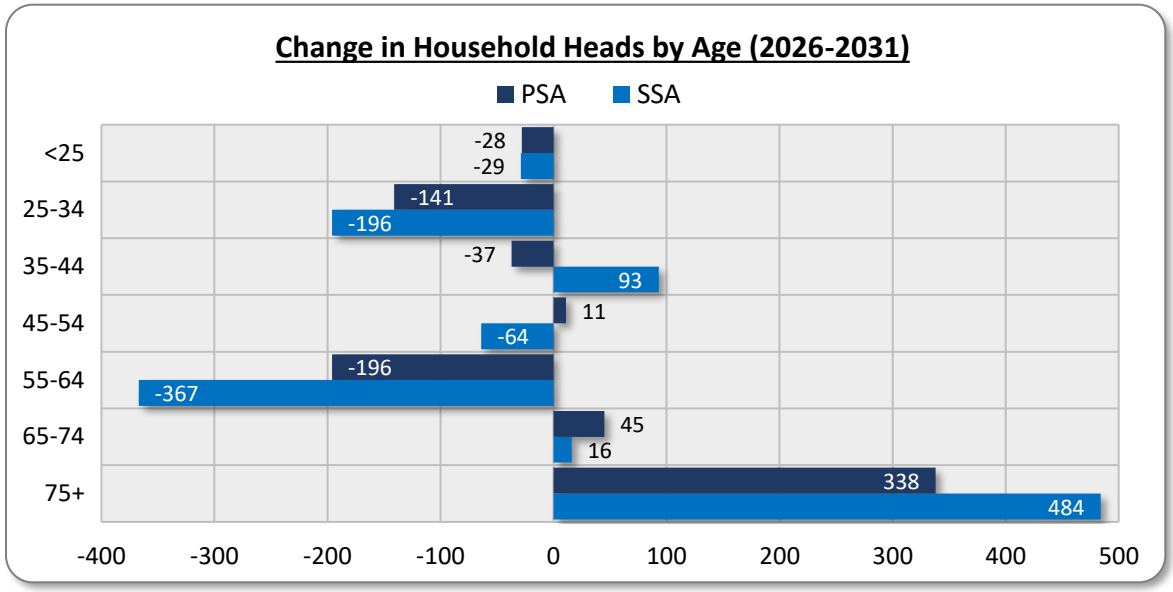
| | | Household Heads by Age | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | <25 | 25 to 34 | 35 to 44 | 45 to 54 | 55 to 64 | 65 to 74 | 75+ |
| **PSA** | 2020 | 561 (4.2%) | 1,739 (13.1%) | 1,981 (14.9%) | 2,186 (16.5%) | 2,755 (20.8%) | 2,261 (17.0%) | 1,783 (13.4%) |
| | 2026 | 509 (3.8%) | 1,721 (12.9%) | 1,979 (14.9%) | 2,130 (16.0%) | 2,465 (18.5%) | 2,434 (18.3%) | 2,067 (15.5%) |
| | 2031 | 481 (3.6%) | 1,580 (11.9%) | 1,942 (14.6%) | 2,141 (16.1%) | 2,269 (17.1%) | 2,479 (18.6%) | 2,405 (18.1%) |
| | Change 2026-2031 | **-28 (-5.5%)** | **-141 (-8.2%)** | **-37 (-1.9%)** | **11 (0.5%)** | **-196 (-8.0%)** | **45 (1.8%)** | **338 (16.4%)** |
| **SSA** | 2020 | 641 (2.8%) | 2,649 (11.6%) | 3,344 (14.6%) | 3,944 (17.2%) | 4,837 (21.1%) | 4,222 (18.4%) | 3,289 (14.3%) |
| | 2026 | 576 (2.5%) | 2,723 (11.9%) | 3,333 (14.6%) | 3,692 (16.1%) | 4,372 (19.1%) | 4,338 (19.0%) | 3,856 (16.8%) |
| | 2031 | 547 (2.4%) | 2,527 (11.1%) | 3,426 (15.0%) | 3,628 (15.9%) | 4,005 (17.5%) | 4,354 (19.1%) | 4,340 (19.0%) |
| | Change 2026-2031 | **-29 (-5.0%)** | **-196 (-7.2%)** | **93 (2.8%)** | **-64 (-1.7%)** | **-367 (-8.4%)** | **16 (0.4%)** | **484 (12.6%)** |
| **Wood County** | 2020 | 1,202 (3.3%) | 4,388 (12.1%) | 5,325 (14.7%) | 6,130 (16.9%) | 7,592 (21.0%) | 6,483 (17.9%) | 5,072 (14.0%) |
| | 2026 | 1,085 (3.0%) | 4,444 (12.3%) | 5,312 (14.7%) | 5,822 (16.1%) | 6,837 (18.9%) | 6,772 (18.7%) | 5,923 (16.4%) |
| | 2031 | 1,028 (2.8%) | 4,107 (11.4%) | 5,368 (14.9%) | 5,769 (16.0%) | 6,274 (17.4%) | 6,833 (18.9%) | 6,745 (18.7%) |
| | Change 2026-2031 | **-57 (-5.3%)** | **-337 (-7.6%)** | **56 (1.1%)** | **-53 (-0.9%)** | **-563 (-8.2%)** | **61 (0.9%)** | **822 (13.9%)** |
| **West Virginia** | 2020 | 30,270 (4.1%) | 89,966 (12.1%) | 108,382 (14.6%) | 124,187 (16.7%) | 151,360 (20.4%) | 140,623 (18.9%) | 98,707 (13.3%) |
| | 2026 | 28,666 (3.8%) | 93,889 (12.5%) | 108,350 (14.4%) | 122,624 (16.3%) | 134,979 (18.0%) | 144,489 (19.2%) | 118,097 (15.7%) |
| | 2031 | 27,234 (3.6%) | 89,591 (11.9%) | 112,252 (14.9%) | 119,868 (15.9%) | 128,844 (17.1%) | 139,650 (18.5%) | 137,438 (18.2%) |
| | Change 2026-2031 | **-1,432 (-5.0%)** | **-4,298 (-4.6%)** | **3,902 (3.6%)** | **-2,756 (-2.2%)** | **-6,135 (-4.5%)** | **-4,839 (-3.3%)** | **19,341 (16.4%)** |

Source: 2020 Census; ESRI; Bowen National Research

In 2026, household heads ages 55 and older comprise 52.3% of all households in the PSA (Parkersburg), while households between the ages of 35 and 54 (30.9%) and those less than 35 years of age (16.7%) comprise the next largest shares. While this distribution of household heads by age in the PSA is very similar to the distribution for the state, the distribution for the surrounding SSA (Balance of County) is slightly more concentrated among households aged 55 and older, which comprise 54.9% of all SSA households. Between 2026 and 2031, household growth in the PSA is projected to occur among households between the ages of 45 and 54 (0.5%), 65 and 74 (1.8%), and aged 75 and older (16.4%). While the substantial growth among households aged 75 and older in the PSA is generally consistent with the projections for the SSA and state over

the next five years, growth among other age cohorts varies slightly. While the overall number of households in the PSA is projected to remain relatively stable between 2026 and 2031, the growth of households aged 65 and older in the PSA will likely have an influence on demand for senior-oriented housing in the area. Senior households may look to downsize, seek housing that allows for a more leisurely lifestyle, or provide certain needed services or assistance. As such, future housing plans should consider the influence that the sizable and increasing senior household base will have on housing in the coming years.

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




Households by tenure (renters and owners) for selected years are shown in the following table. Note that projected decreases from 2026 are illustrated in **red** text, while projected increases are illustrated in **green** text.

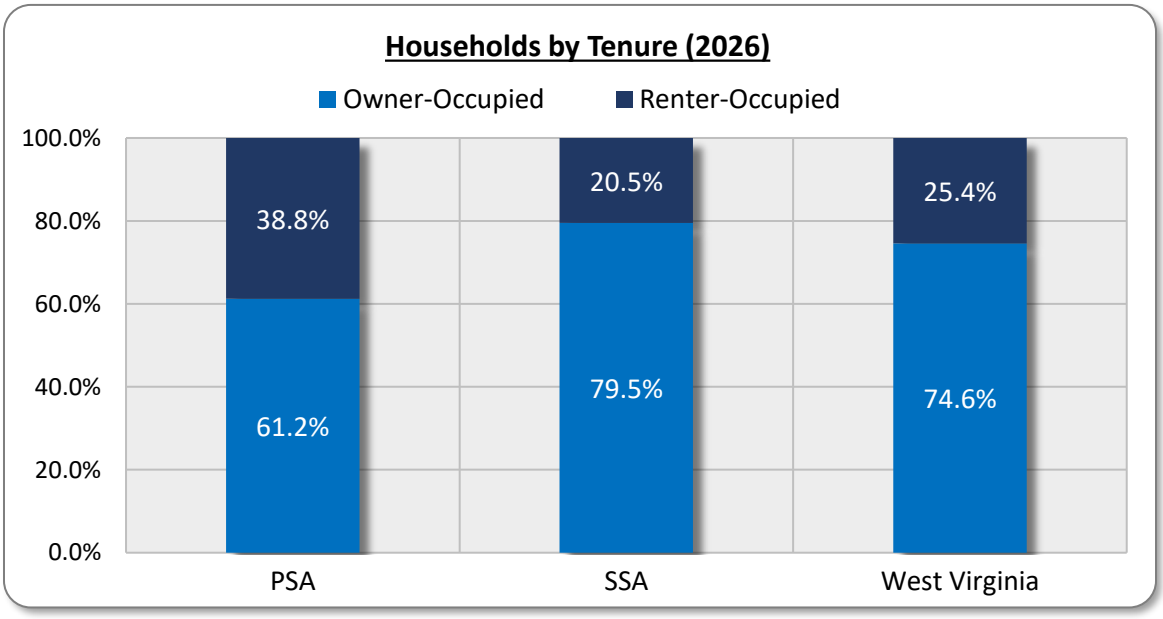
| | Households by Tenure | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | Household Type | 2020 | | 2026 | | 2031 | | Change 2026-2031 | |
| | | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| **PSA** | Owner-Occupied | 7,817 | 58.9% | 8,138 | 61.2% | 8,155 | 61.3% | 17 | 0.2% |
| | Renter-Occupied | 5,448 | 41.1% | 5,165 | 38.8% | 5,141 | 38.7% | -24 | -0.5% |
| | Total | 13,265 | 100.0% | 13,303 | 100.0% | 13,296 | 100.0% | -7 | -0.1% |
| **SSA** | Owner-Occupied | 17,872 | 78.0% | 18,210 | 79.5% | 18,177 | 79.6% | -33 | -0.2% |
| | Renter-Occupied | 5,055 | 22.0% | 4,682 | 20.5% | 4,651 | 20.4% | -31 | -0.7% |
| | Total | 22,927 | 100.0% | 22,892 | 100.0% | 22,828 | 100.0% | -64 | -0.3% |
| **Wood County** | Owner-Occupied | 25,689 | 71.0% | 26,348 | 72.8% | 26,332 | 72.9% | -16 | -0.1% |
| | Renter-Occupied | 10,503 | 29.0% | 9,847 | 27.2% | 9,792 | 27.1% | -55 | -0.6% |
| | Total | 36,192 | 100.0% | 36,195 | 100.0% | 36,124 | 100.0% | -71 | -0.2% |
| **West Virginia** | Owner-Occupied | 539,942 | 72.6% | 560,663 | 74.6% | 567,185 | 75.1% | 6,522 | 1.2% |
| | Renter-Occupied | 203,553 | 27.4% | 190,435 | 25.4% | 187,691 | 24.9% | -2,744 | -1.4% |
| | Total | 743,495 | 100.0% | 751,098 | 100.0% | 754,876 | 100.0% | 3,778 | 0.5% |

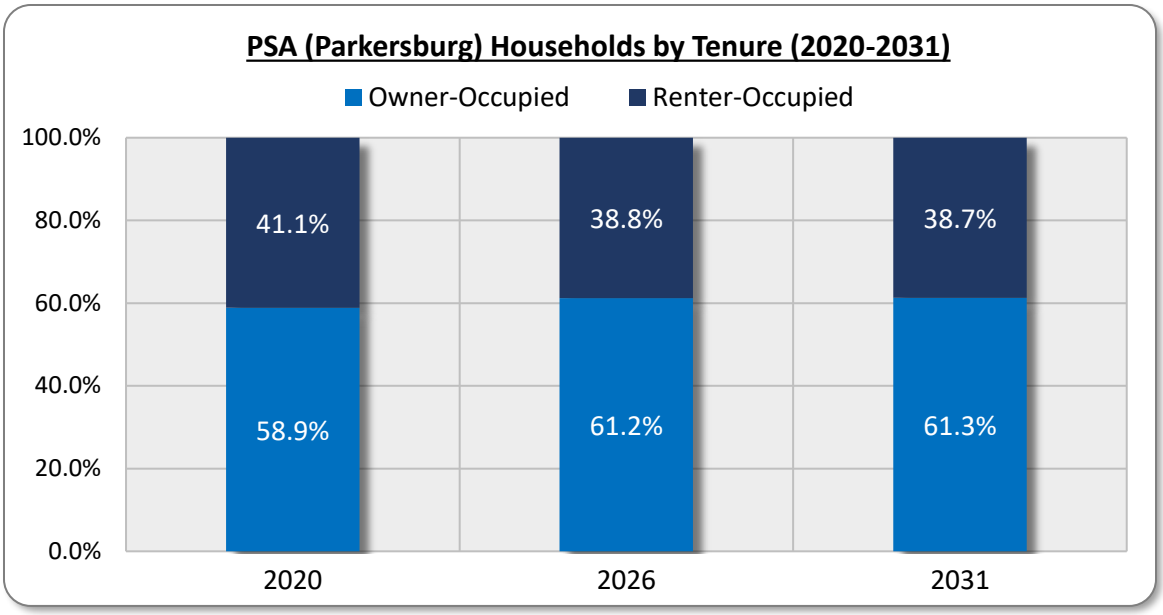
Source: 2020 Census; ESRI; Bowen National Research

In 2026, 61.2% of households in the PSA (Parkersburg) are owner households, while the remaining 38.8% are renter households. This is a substantially larger share of renter households when compared to the 20.5% share within the SSA (Balance of County) and 25.4% share for the state. It is worth noting that this distribution of households by tenure within the PSA has shifted toward owner-occupied households between 2020 and 2026. Over the next five years, marginal owner household growth (17 households, or 0.2%) within the PSA is projected to occur, while renter households in the PSA are projected to decline by just 24 households, or 0.5%. Overall, these projected changes would result in a marginal decrease in the base of households within the PSA. The projected increase among owner households and decrease among renter households is generally consistent with statewide projections during this time period.

Although these projected changes in tenure will likely have a modest influence on the housing market in the PSA, tenure projections and the overall housing needs of a market can be significantly influenced by factors such as current housing availability, pent-up demand, substandard housing conditions, housing cost burden, and people commuting into the market. As such, significant housing demand can be present even in cases where projected household declines exist.

The following graphs illustrate households by tenure for the PSA (Parkersburg), the surrounding SSA, and the state of West Virginia for 2026 and households by tenure for the PSA for 2020, 2026, and 2031 (projected):





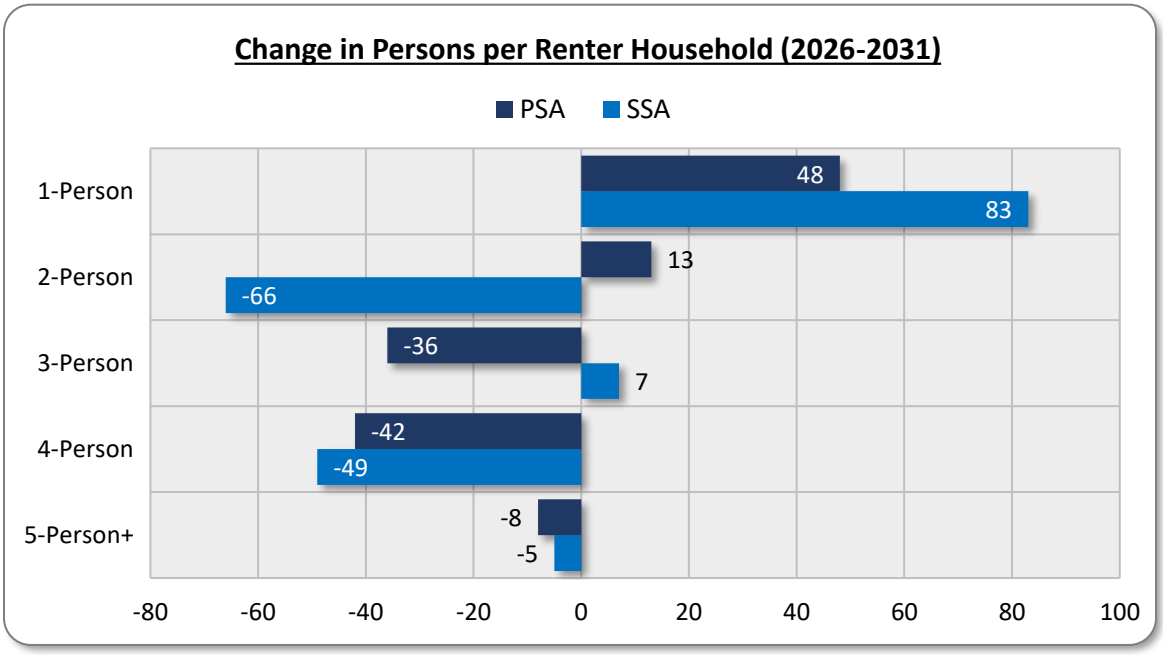

*Renter* households by size for 2020, 2026 and 2031 are shown in the following table for each study area. Note that 2031 numbers which represent a decrease from 2026 are illustrated in **red** text, while increases are illustrated in **green** text.

| | | Persons Per Renter Household | | | | | |
|---|---|---|---|---|---|---|---|
| | | 1-Person | 2-Person | 3-Person | 4-Person | 5-Person+ | Total |
| **PSA** | 2020 | 2,537<br>46.5% | 1,342<br>24.6% | 740<br>13.6% | 448<br>8.2% | 384<br>7.0% | 5,451<br>100.0% |
| | 2026 | 2,523<br>48.8% | 1,312<br>25.4% | 636<br>12.3% | 345<br>6.7% | 350<br>6.8% | 5,166<br>100.0% |
| | 2031 | **2,571**<br>50.0% | **1,325**<br>25.8% | **600**<br>11.7% | **303**<br>5.9% | **342**<br>6.7% | **5,141**<br>100.0% |
| **SSA** | 2020 | 2,055<br>40.7% | 1,453<br>28.8% | 705<br>14.0% | 489<br>9.7% | 347<br>6.9% | 5,049<br>100.0% |
| | 2026 | 2,098<br>44.8% | 1,230<br>26.3% | 673<br>14.4% | 359<br>7.7% | 321<br>6.9% | 4,681<br>100.0% |
| | 2031 | **2,181**<br>46.9% | **1,164**<br>25.0% | **680**<br>14.6% | **310**<br>6.7% | **316**<br>6.8% | **4,651**<br>100.0% |
| **Wood County** | 2020 | 4,592<br>43.7% | 2,795<br>26.6% | 1,445<br>13.8% | 937<br>8.9% | 731<br>7.0% | 10,500<br>100.0% |
| | 2026 | 4,621<br>46.9% | 2,542<br>25.8% | 1,309<br>13.3% | 704<br>7.1% | 671<br>6.8% | 9,847<br>100.0% |
| | 2031 | **4,752**<br>48.5% | **2,489**<br>25.4% | **1,280**<br>13.1% | **613**<br>6.3% | **658**<br>6.7% | **9,792**<br>100.0% |
| **West Virginia** | 2020 | 86,125<br>42.3% | 55,553<br>27.3% | 28,204<br>13.9% | 19,053<br>9.4% | 14,616<br>7.2% | 203,551<br>100.0% |
| | 2026 | 83,723<br>44.0% | 52,357<br>27.5% | 26,653<br>14.0% | 16,069<br>8.4% | 11,633<br>6.1% | 190,435<br>100.0% |
| | 2031 | **84,067**<br>44.8% | **51,791**<br>27.6% | **26,401**<br>14.1% | **14,972**<br>8.0% | **10,460**<br>5.6% | **187,691**<br>100.0% |

Source: 2020 Census; ESRI; Bowen National Research

In 2026, one-person renter households comprise the largest individual share (48.8%) of renter households by size in the PSA (Parkersburg). This is a moderately larger share of one-person renter households when compared to the 44.8% share within the surrounding SSA (Balance of County) and 44.0% share within the state. Two-person renter households comprise the second largest share of renter households in the PSA (25.4%), SSA (26.3%), and state (27.5%). Between 2026 and 2031, one-person renter households in the PSA are projected to increase by approximately 48 households, or 1.9%, while two-person renter households are also projected to increase slightly (13 households, or 1.0%). While all other renter household sizes are projected to decline in the PSA over the next five years, the increase among one- and two-person renter households may result in an increase in demand for one- and two-bedroom units.

The following graph shows the projected change in persons per *renter* household within the PSA and SSA between 2026 and 2031.



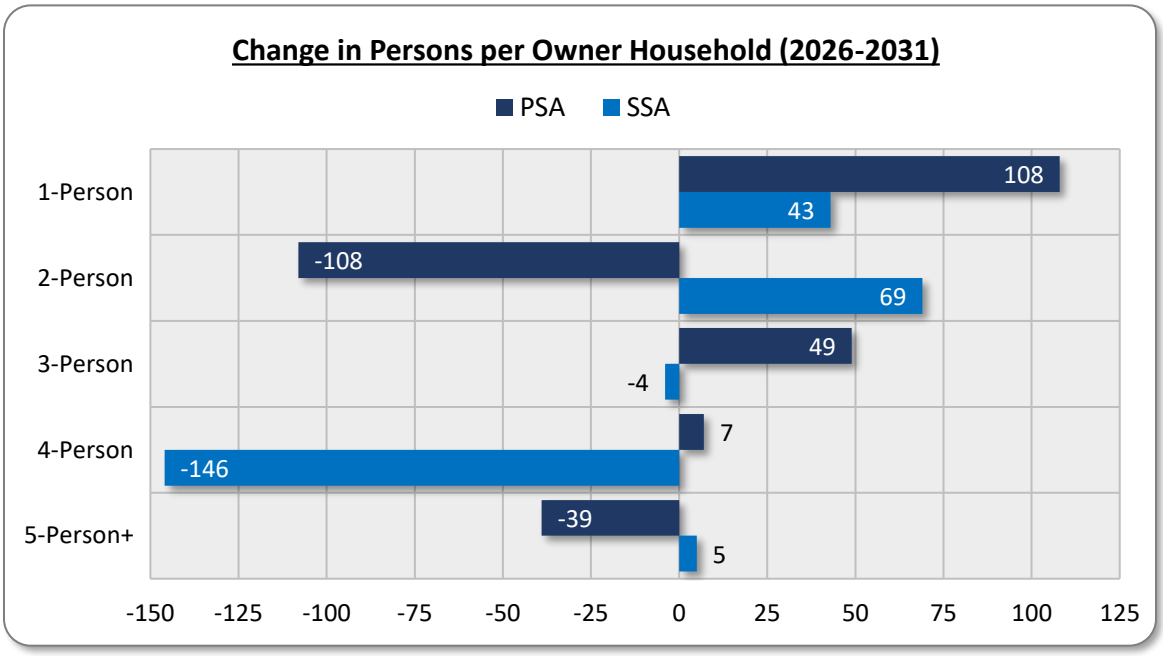
*Owner* households by size for 2020, 2026 and 2031 for each study area are shown in the following table. Note that 2031 numbers which represent a decrease from 2026 are illustrated in **red** text, while increases are illustrated in **green** text.

| | | Persons Per Owner Household | | | | | |
|---|---|---|---|---|---|---|---|
| | | 1-Person | 2-Person | 3-Person | 4-Person | 5-Person+ | Total |
| **PSA** | 2020 | 2,491<br>31.9% | 2,925<br>37.4% | 1,116<br>14.3% | 753<br>9.6% | 534<br>6.8% | 7,819<br>100.0% |
| | 2026 | 2,796<br>34.4% | 2,819<br>34.6% | 1,253<br>15.4% | 795<br>9.8% | 475<br>5.8% | 8,138<br>100.0% |
| | 2031 | **2,904**<br>35.6% | **2,711**<br>33.2% | **1,302**<br>16.0% | **802**<br>9.8% | **436**<br>5.3% | **8,155**<br>100.0% |
| **SSA** | 2020 | 4,368<br>24.4% | 7,336<br>41.1% | 2,772<br>15.5% | 2,053<br>11.5% | 1,340<br>7.5% | 17,869<br>100.0% |
| | 2026 | 4,550<br>25.0% | 7,641<br>42.0% | 2,829<br>15.5% | 1,809<br>9.9% | 1,381<br>7.6% | 18,210<br>100.0% |
| | 2031 | **4,593**<br>25.3% | **7,710**<br>42.4% | **2,825**<br>15.5% | **1,663**<br>9.1% | **1,386**<br>7.6% | **18,177**<br>100.0% |
| **Wood County** | 2020 | 6,859<br>26.7% | 10,261<br>39.9% | 3,888<br>15.1% | 2,806<br>10.9% | 1,874<br>7.3% | 25,688<br>100.0% |
| | 2026 | 7,346<br>27.9% | 10,460<br>39.7% | 4,082<br>15.5% | 2,604<br>9.9% | 1,856<br>7.0% | 26,348<br>100.0% |
| | 2031 | **7,497**<br>28.5% | **10,421**<br>39.6% | **4,127**<br>15.7% | **2,465**<br>9.4% | **1,822**<br>6.9% | **26,332**<br>100.0% |
| **West Virginia** | 2020 | 140,146<br>26.0% | 209,940<br>38.9% | 85,153<br>15.8% | 62,413<br>11.6% | 42,289<br>7.8% | 539,941<br>100.0% |
| | 2026 | 148,505<br>26.5% | 219,312<br>39.1% | 88,013<br>15.7% | 63,820<br>11.4% | 41,013<br>7.3% | 560,663<br>100.0% |
| | 2031 | **151,740**<br>26.8% | **222,529**<br>39.2% | **88,830**<br>15.7% | **64,063**<br>11.3% | **40,023**<br>7.1% | **567,185**<br>100.0% |

Source: 2020 Census; ESRI; Bowen National Research

In 2026, there are nearly equal shares of one-person (34.4%) and two-person (34.6%) owner households within the PSA (Parkersburg). The share of one-person owner households in the PSA is particularly noteworthy as it represents a substantially larger share of such households when compared to the shares within the surrounding SSA (25.0%) and state (26.5%). This difference is likely due in part to the higher share (57.4%) of unmarried individuals within the PSA as compared to the SSA and state. Despite the predominance of smaller owner households in the PSA, there are comparable shares of three-person owner households in the PSA (15.4%), SSA (15.5%), and state (15.7%), and the combined shares of four-person or larger owner households range from 15.6% (PSA) to 18.7% (state). Between 2026 and 2031, one- three-, and four-person owner households in the PSA are projected to increase. The largest increase in terms of the number of households (108) is projected to occur among one-person owner households, followed by three-person households (49). Although the overall projected increase in the number of owner households in the PSA is moderate, changes in household size can influence housing demand in an area, and this factor should be considered during future housing development planning.

The following graph illustrates the projected change in persons per *owner* household within the PSA and SSA between 2026 and 2031:




Median household income for selected years is shown in the following table for each of the study areas:

| | Median Household Income | | | | |
|---|---|---|---|---|---|
| | 2020 (Census) | 2026 (Estimated) | % Change 2020-2026 | 2031 (Projected) | % Change 2026-2031 |
| **PSA** | $38,835 | $44,738 | 15.2% | $52,105 | 16.5% |
| **SSA** | $57,947 | $72,441 | 25.0% | $81,372 | 12.3% |
| **Wood County** | $48,824 | $62,055 | 27.1% | $70,396 | 13.4% |
| **West Virginia** | $48,279 | $63,552 | 31.6% | $73,239 | 15.2% |

Source: 2020 Census; ESRI; Bowen National Research

In 2026, the median household income in the PSA (Parkersburg) is $44,738, which represents an increase of 15.2% compared to 2020. The median household income in the PSA in 2026 is 38.2% lower than the median household income of $72,441 in the surrounding SSA and 29.6% lower than the median household income of $63,552 in the state. Between 2026 and 2031, it is projected that the median household income in the PSA will increase by $7,367, or an increase of 16.5%. As such, the projected median household income of $52,105 in the PSA will remain well below the projected income for both the SSA and state for the foreseeable future. However, the projected increase in household income within the PSA will likely have an influence on housing demand over the next five years as some households may "step up" to housing units at higher price points or some renters may pursue homeownership.

The distribution of *renter* households by income is illustrated in the following table. Note that declines between 2026 and 2031 are in **red** text, while increases are in **green** text:

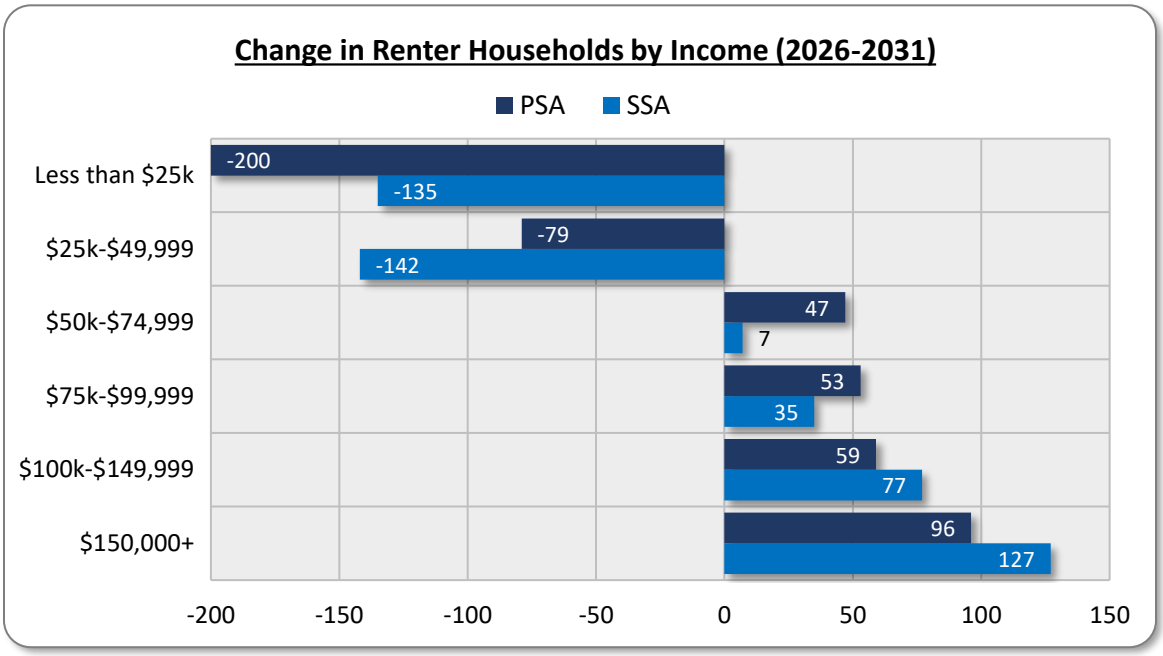
| | | Renter Households by Income | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Less Than $15,000 | $15,000 - $24,999 | $25,000 - $34,999 | $35,000 - $49,999 | $50,000 - $74,999 | $75,000 - $99,999 | $100,000 - $149,999 | $150,000 & Higher |
| **PSA** | 2020 | 1,569 (28.8%) | 1,119 (20.5%) | 689 (12.6%) | 756 (13.9%) | 995 (18.3%) | 188 (3.4%) | 121 (2.2%) | 14 (0.3%) |
| | 2026 | 1,088 (21.1%) | 1,021 (19.8%) | 726 (14.1%) | 823 (15.9%) | 759 (14.7%) | 345 (6.7%) | 205 (4.0%) | 198 (3.8%) |
| | 2031 | 968 (18.8%) | 941 (18.3%) | 683 (13.3%) | 787 (15.3%) | 806 (15.7%) | 398 (7.7%) | 264 (5.1%) | 294 (5.7%) |
| | Change 2026-2031 | **-120 (-11.0%)** | **-80 (-7.8%)** | **-43 (-5.9%)** | **-36 (-4.4%)** | **47 (6.2%)** | **53 (15.4%)** | **59 (28.8%)** | **96 (48.5%)** |
| **SSA** | 2020 | 1,084 (21.5%) | 686 (13.6%) | 874 (17.3%) | 885 (17.5%) | 501 (9.9%) | 704 (13.9%) | 223 (4.4%) | 92 (1.8%) |
| | 2026 | 822 (17.6%) | 461 (9.8%) | 1,125 (24.0%) | 576 (12.3%) | 749 (16.0%) | 390 (8.3%) | 295 (6.3%) | 264 (5.6%) |
| | 2031 | 740 (15.9%) | 408 (8.8%) | 1,031 (22.2%) | 528 (11.4%) | 756 (16.3%) | 425 (9.1%) | 372 (8.0%) | 391 (8.4%) |
| | Change 2026-2031 | **-82 (-10.0%)** | **-53 (-11.5%)** | **-94 (-8.4%)** | **-48 (-8.3%)** | **7 (0.9%)** | **35 (9.0%)** | **77 (26.1%)** | **127 (48.1%)** |
| **Wood County** | 2020 | 2,653 (25.3%) | 1,805 (17.2%) | 1,563 (14.9%) | 1,641 (15.6%) | 1,496 (14.2%) | 892 (8.5%) | 344 (3.3%) | 106 (1.0%) |
| | 2026 | 1,910 (19.4%) | 1,482 (15.1%) | 1,851 (18.8%) | 1,399 (14.2%) | 1,508 (15.3%) | 735 (7.5%) | 500 (5.1%) | 462 (4.7%) |
| | 2031 | 1,708 (17.4%) | 1,349 (13.8%) | 1,714 (17.5%) | 1,315 (13.4%) | 1,562 (16.0%) | 823 (8.4%) | 636 (6.5%) | 685 (7.0%) |
| | Change 2026-2031 | **-202 (-10.6%)** | **-133 (-9.0%)** | **-137 (-7.4%)** | **-84 (-6.0%)** | **54 (3.6%)** | **88 (12.0%)** | **136 (27.2%)** | **223 (48.3%)** |
| **West Virginia** | 2020 | 58,686 (28.8%) | 35,948 (17.7%) | 25,421 (12.5%) | 28,899 (14.2%) | 27,514 (13.5%) | 13,531 (6.6%) | 9,919 (4.9%) | 3,633 (1.8%) |
| | 2026 | 43,950 (23.1%) | 29,029 (15.2%) | 23,534 (12.4%) | 25,595 (13.4%) | 30,208 (15.9%) | 17,260 (9.1%) | 14,571 (7.7%) | 6,288 (3.3%) |
| | 2031 | 39,488 (21.0%) | 26,452 (14.1%) | 21,462 (11.4%) | 23,687 (12.6%) | 30,606 (16.3%) | 18,887 (10.1%) | 17,606 (9.4%) | 9,504 (5.1%) |
| | Change 2026-2031 | **-4,462 (-10.2%)** | **-2,577 (-8.9%)** | **-2,072 (-8.8%)** | **-1,908 (-7.5%)** | **398 (1.3%)** | **1,627 (9.4%)** | **3,035 (20.8%)** | **3,216 (51.1%)** |

Source: 2020 Census; ESRI; Bowen National Research

In 2026, 40.9% of *renter* households within the PSA (Parkersburg) earn less than $25,000 annually, and 30.0% earn between $25,000 and $49,999. The combined share of 70.9% for these income cohorts is moderately larger than the corresponding shares within the surrounding SSA (63.7%) and state (64.1%). Conversely, the 7.8% share of renter households within the PSA that earn $100,000 or higher is less than the 11.9% share in the SSA and 11.0% share for the state. As such, the PSA has a slightly higher overall concentration of low- to lower-middle income renter households compared to the SSA and state.

Between 2026 and 2031, renter household growth within the PSA is projected for households earning $50,000 or more. The largest growth (48.5%) is projected to occur among renter households earning $150,000 or more, followed by those earning between $100,000 and $149,999 (28.8%). By contrast, renter households earning less than $50,000 are projected to decline within the PSA over the next five years. The projected changes in renter households by income within the PSA are generally consistent with the projections for the surrounding SSA and state during the time period. While these changes in renter households by income may result in an increase in demand for higher-priced rental product in the area, it is critical to note that nearly two-thirds (65.7%) of renter households in the PSA will continue earning less than $50,000 annually through 2031. As such, affordable rental housing (generally with rents less than $1,250) will remain a critical component of the rental supply in Parkersburg for the foreseeable future.

The following graph illustrates the projected changes in renter households by income between 2026 and 2031 for each of the study areas.



The following table illustrates the distribution of *owner* households by income. Note that declines between 2026 and 2031 are in **red** text, while increases are in **green** text:

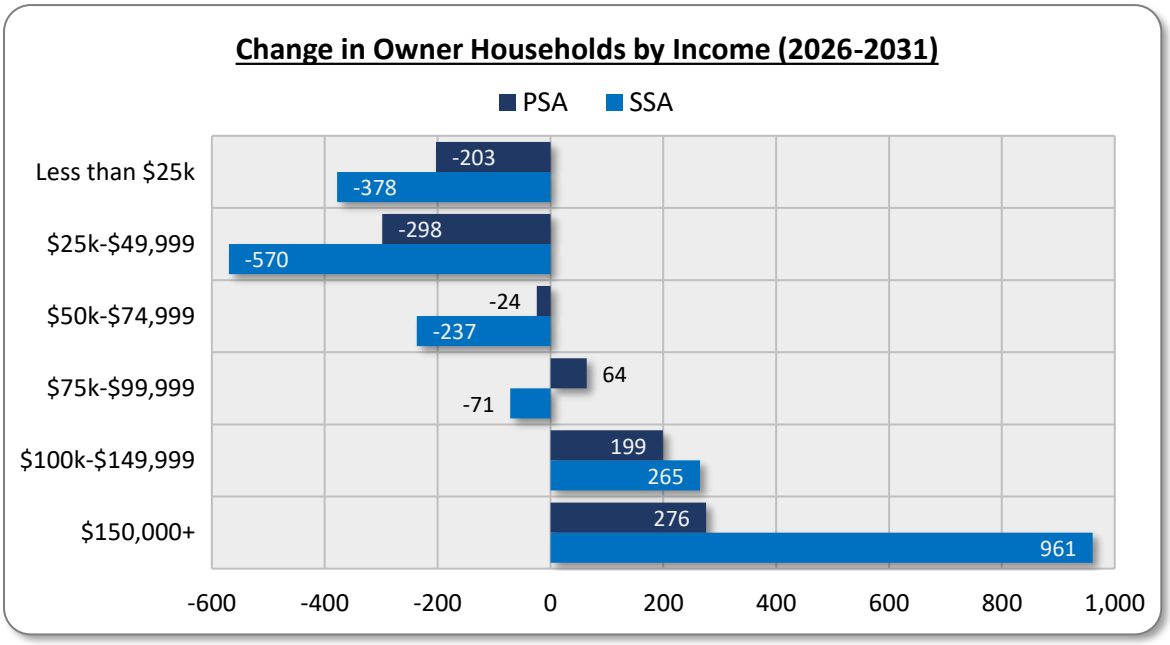
| | | Owner Households by Income | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Less Than $15,000 | $15,000 - $24,999 | $25,000 - $34,999 | $35,000 - $49,999 | $50,000 - $74,999 | $75,000 - $99,999 | $100,000 - $149,999 | $150,000 & Higher |
| **PSA** | 2020 | 811 (10.4%) | 994 (12.7%) | 937 (12.0%) | 1,269 (16.2%) | 1,615 (20.7%) | 950 (12.1%) | 857 (11.0%) | 386 (4.9%) |
| | 2026 | 512 (6.3%) | 611 (7.5%) | 1,283 (15.8%) | 1,171 (14.4%) | 1,472 (18.1%) | 1,044 (12.8%) | 1,268 (15.6%) | 779 (9.6%) |
| | 2031 | 408 (5.0%) | 512 (6.3%) | 1,118 (13.7%) | 1,038 (12.7%) | 1,448 (17.8%) | 1,108 (13.6%) | 1,467 (18.0%) | 1,055 (12.9%) |
| | Change 2026-2031 | **-104 (-20.3%)** | **-99 (-16.2%)** | **-165 (-12.9%)** | **-133 (-11.4%)** | **-24 (-1.6%)** | **64 (6.1%)** | **199 (15.7%)** | **276 (35.4%)** |
| **SSA** | 2020 | 1,526 (8.5%) | 1,512 (8.5%) | 1,535 (8.6%) | 2,252 (12.6%) | 3,487 (19.5%) | 2,530 (14.2%) | 2,995 (16.8%) | 2,032 (11.4%) |
| | 2026 | 950 (5.2%) | 922 (5.1%) | 1,451 (8.0%) | 1,804 (9.9%) | 2,925 (16.1%) | 3,071 (16.9%) | 3,424 (18.8%) | 3,661 (20.1%) |
| | 2031 | 752 (4.1%) | 742 (4.1%) | 1,178 (6.5%) | 1,507 (8.3%) | 2,688 (14.8%) | 3,000 (16.5%) | 3,689 (20.3%) | 4,622 (25.4%) |
| | Change 2026-2031 | **-198 (-20.8%)** | **-180 (-19.5%)** | **-273 (-18.8%)** | **-297 (-16.5%)** | **-237 (-8.1%)** | **-71 (-2.3%)** | **265 (7.7%)** | **961 (26.2%)** |
| **Wood County** | 2020 | 2,337 (9.1%) | 2,506 (9.8%) | 2,472 (9.6%) | 3,521 (13.7%) | 5,102 (19.9%) | 3,480 (13.5%) | 3,852 (15.0%) | 2,418 (9.4%) |
| | 2026 | 1,462 (5.5%) | 1,533 (5.8%) | 2,734 (10.4%) | 2,975 (11.3%) | 4,397 (16.7%) | 4,115 (15.6%) | 4,692 (17.8%) | 4,440 (16.9%) |
| | 2031 | 1,160 (4.4%) | 1,254 (4.8%) | 2,296 (8.7%) | 2,545 (9.7%) | 4,136 (15.7%) | 4,108 (15.6%) | 5,156 (19.6%) | 5,677 (21.6%) |
| | Change 2026-2031 | **-302 (-20.7%)** | **-279 (-18.2%)** | **-438 (-16.0%)** | **-430 (-14.5%)** | **-261 (-5.9%)** | **-7 (-0.2%)** | **464 (9.9%)** | **1,237 (27.9%)** |
| **West Virginia** | 2020 | 47,987 (8.9%) | 55,438 (10.3%) | 55,004 (10.2%) | 76,443 (14.2%) | 105,306 (19.5%) | 72,515 (13.4%) | 78,539 (14.5%) | 48,709 (9.0%) |
| | 2026 | 38,395 (6.8%) | 38,826 (6.9%) | 43,650 (7.8%) | 59,014 (10.5%) | 95,499 (17.0%) | 81,648 (14.6%) | 105,297 (18.8%) | 98,334 (17.5%) |
| | 2031 | 31,798 (5.6%) | 32,907 (5.8%) | 37,120 (6.5%) | 50,915 (9.0%) | 89,932 (15.9%) | 82,310 (14.5%) | 115,274 (20.3%) | 126,931 (22.4%) |
| | Change 2026-2031 | **-6,597 (-17.2%)** | **-5,919 (-15.2%)** | **-6,530 (-15.0%)** | **-8,099 (-13.7%)** | **-5,567 (-5.8%)** | **662 (0.8%)** | **9,977 (9.5%)** | **28,597 (29.1%)** |

Source: 2020 Census; ESRI; Bowen National Research

In 2026, *owner* households in the PSA (Parkersburg) that earn $50,000 or more annually comprise 56.1% of the total owner households. While this represents the majority of owner households in the PSA, this is a notably lower share of such households when compared to both the SSA (Balance of County) and statewide shares of 71.9% and 67.9%, respectively. In addition, the 25.2% share of PSA owner households that earn $100,000 or more in 2026 is substantially smaller than the corresponding shares for the SSA (38.9% and state (36.3%). Although there is a relatively balanced distribution of owner households by income in the PSA, this distribution is more heavily concentrated among the lower income cohorts as compared to the surrounding SSA and state. Between

2026 and 2031, owner household growth in the PSA is projected to occur among households earning $75,000 or more. The largest growth (276 households) is projected to occur among owner households earning $150,000 or more, followed by owner households earning between $100,000 and $149,999 (199 households). These projected changes in owner households by income for the PSA are generally consistent with the statewide projections over the next five years. The projected changes in owner households by income, along with other factors, which may include existing pent-up demand, substandard housing issues, and housing cost burden, should be considered when evaluating the for-sale housing needs within the area.

The following graph illustrates the projected changes in owner households by income between 2026 and 2031 for each of the study areas.

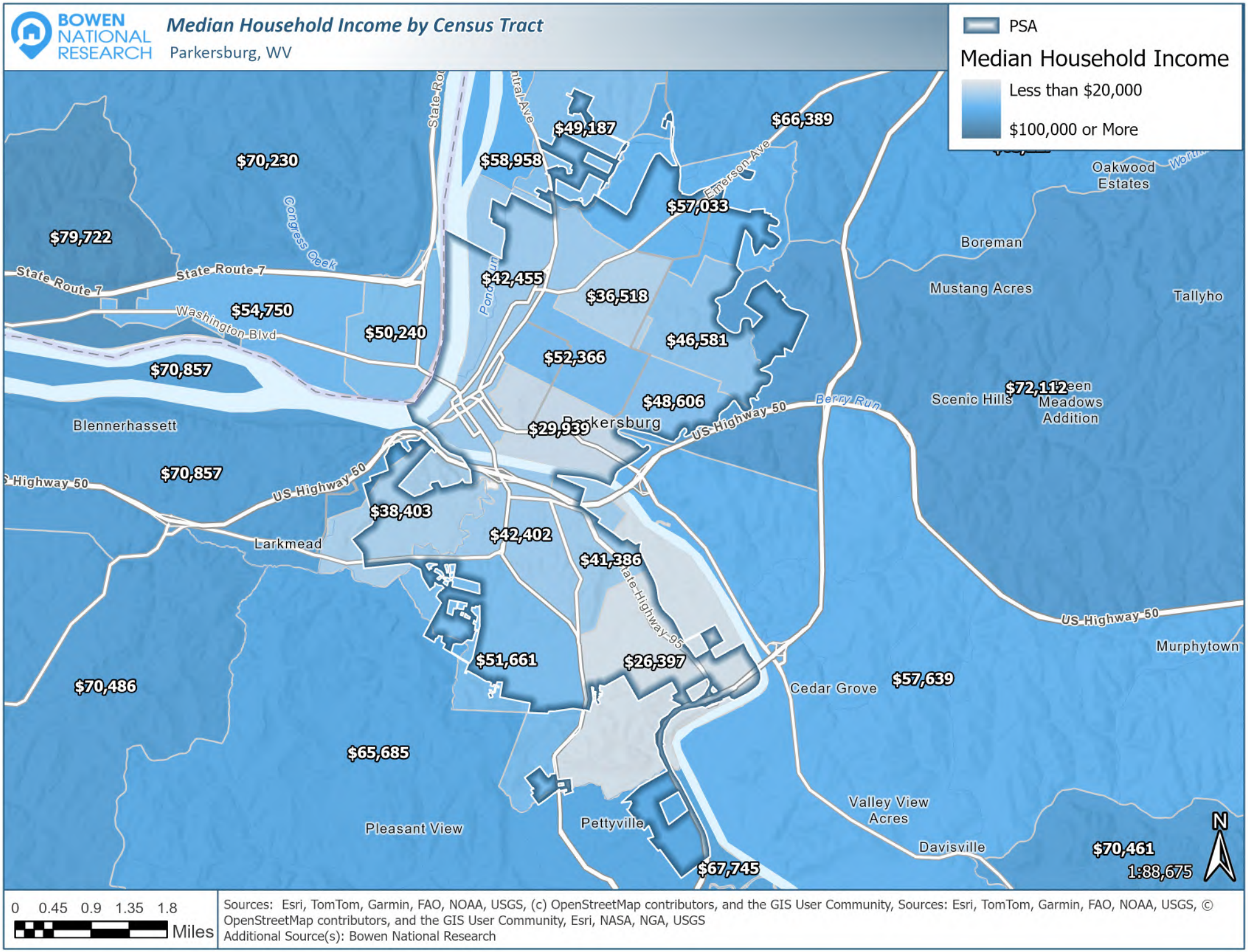



## D. DEMOGRAPHIC THEME MAPS

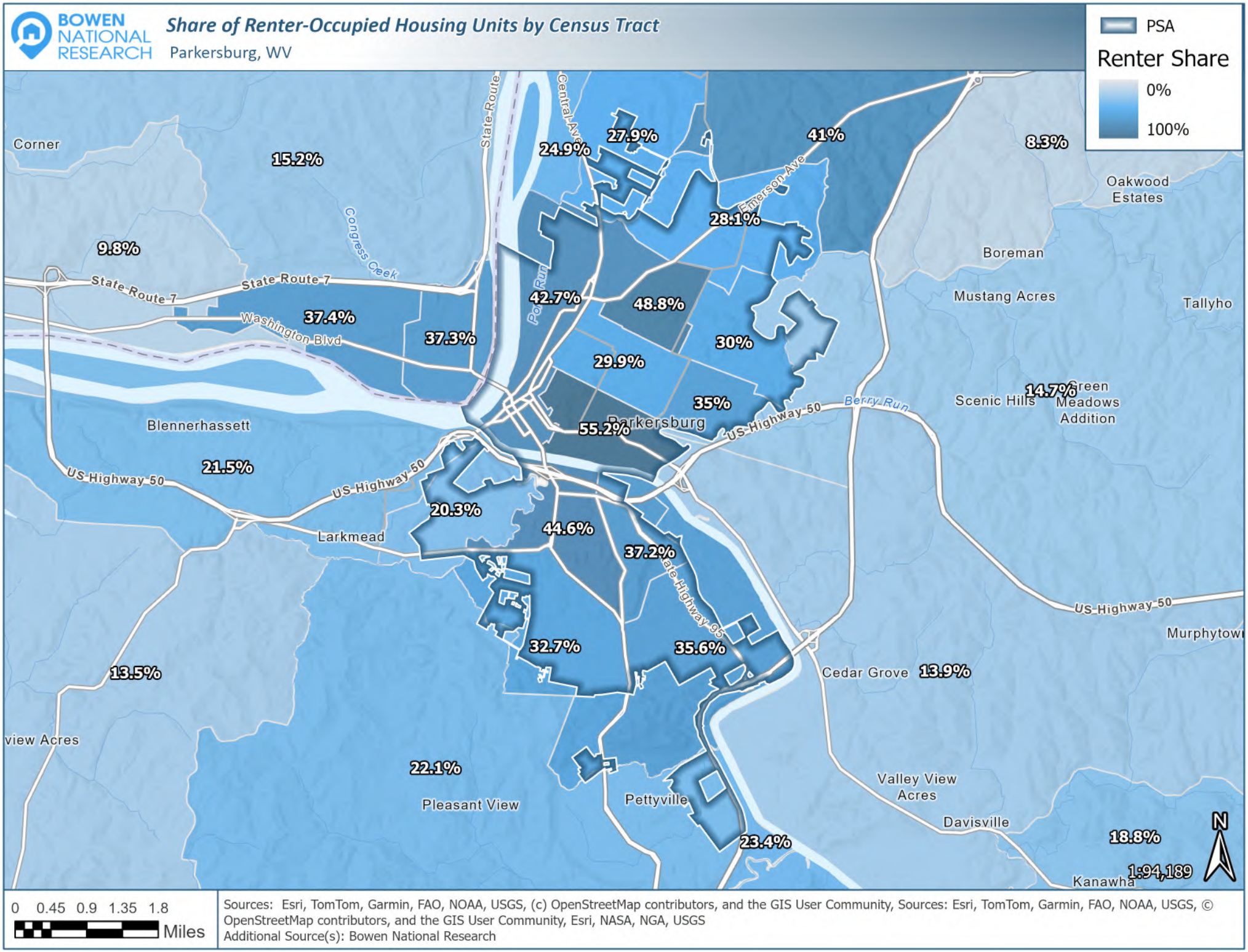
The following demographic theme maps for the study area are presented after this page:

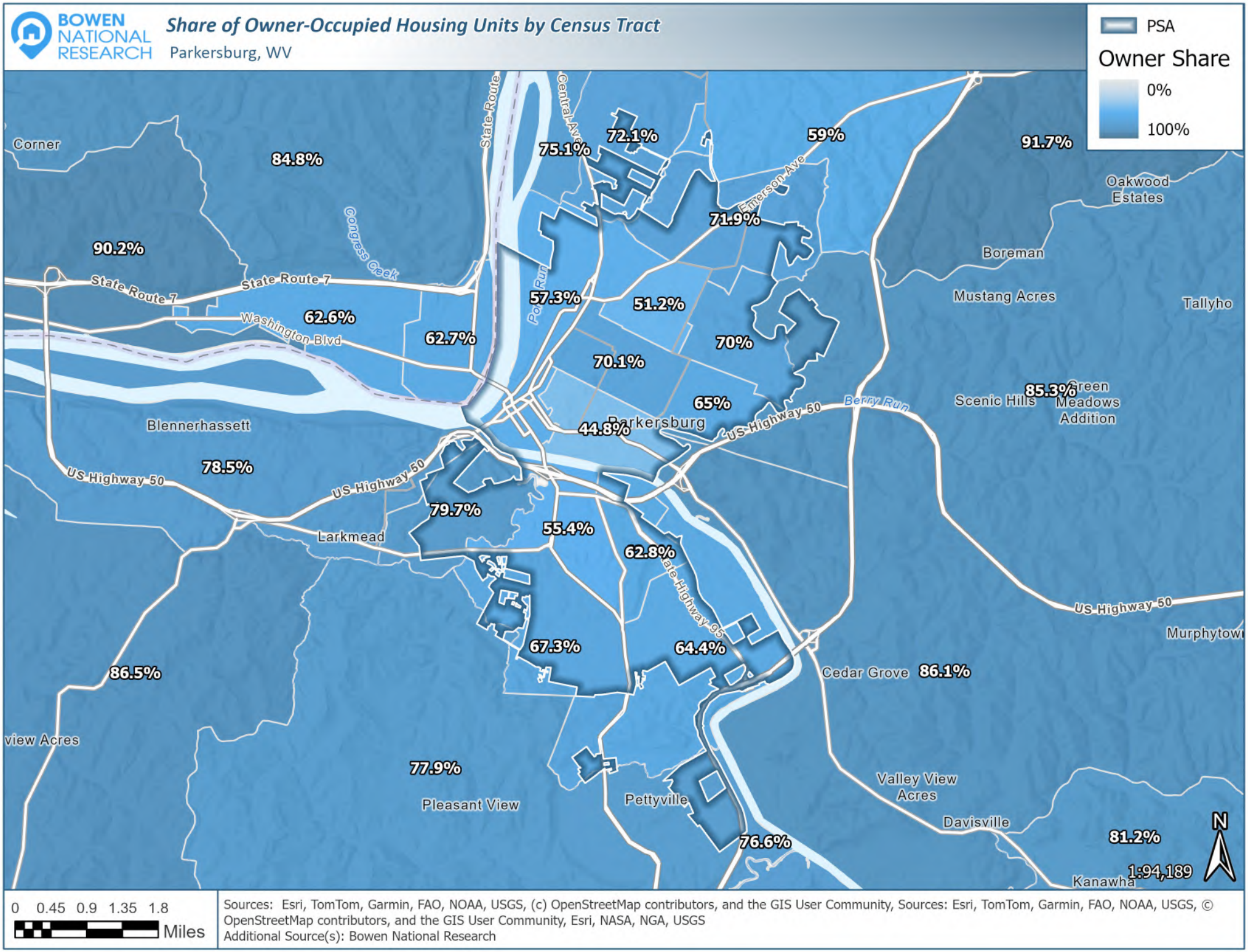
- Median Household Income
- Renter Household Share
- Owner Household Share
- Older Adult Population Share (55 years and older)
- Younger Adult Population Share (20 to 34 years)
- Population Density

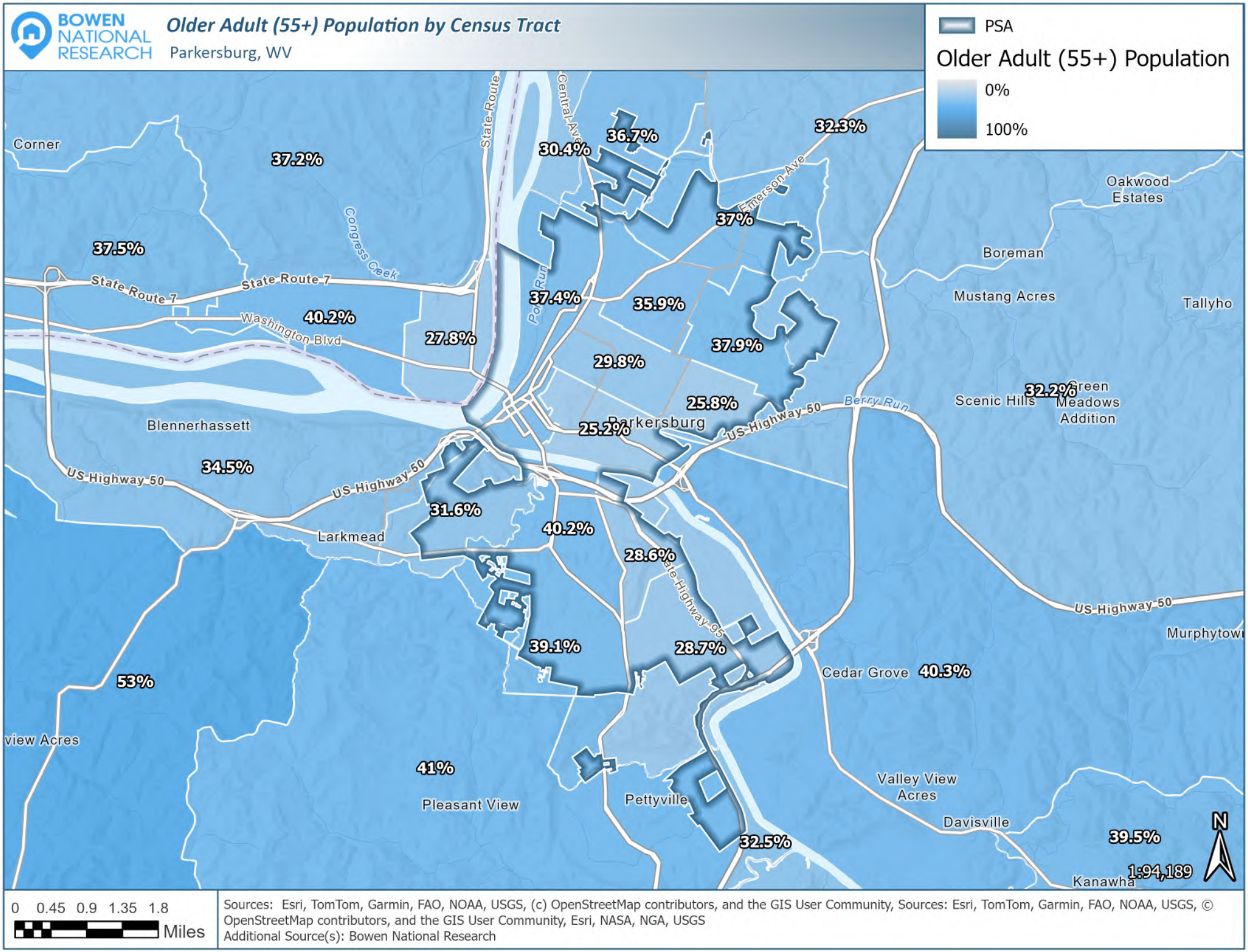
The demographic data used in these maps is based on U.S. Census, American Community Survey and ESRI data sets.



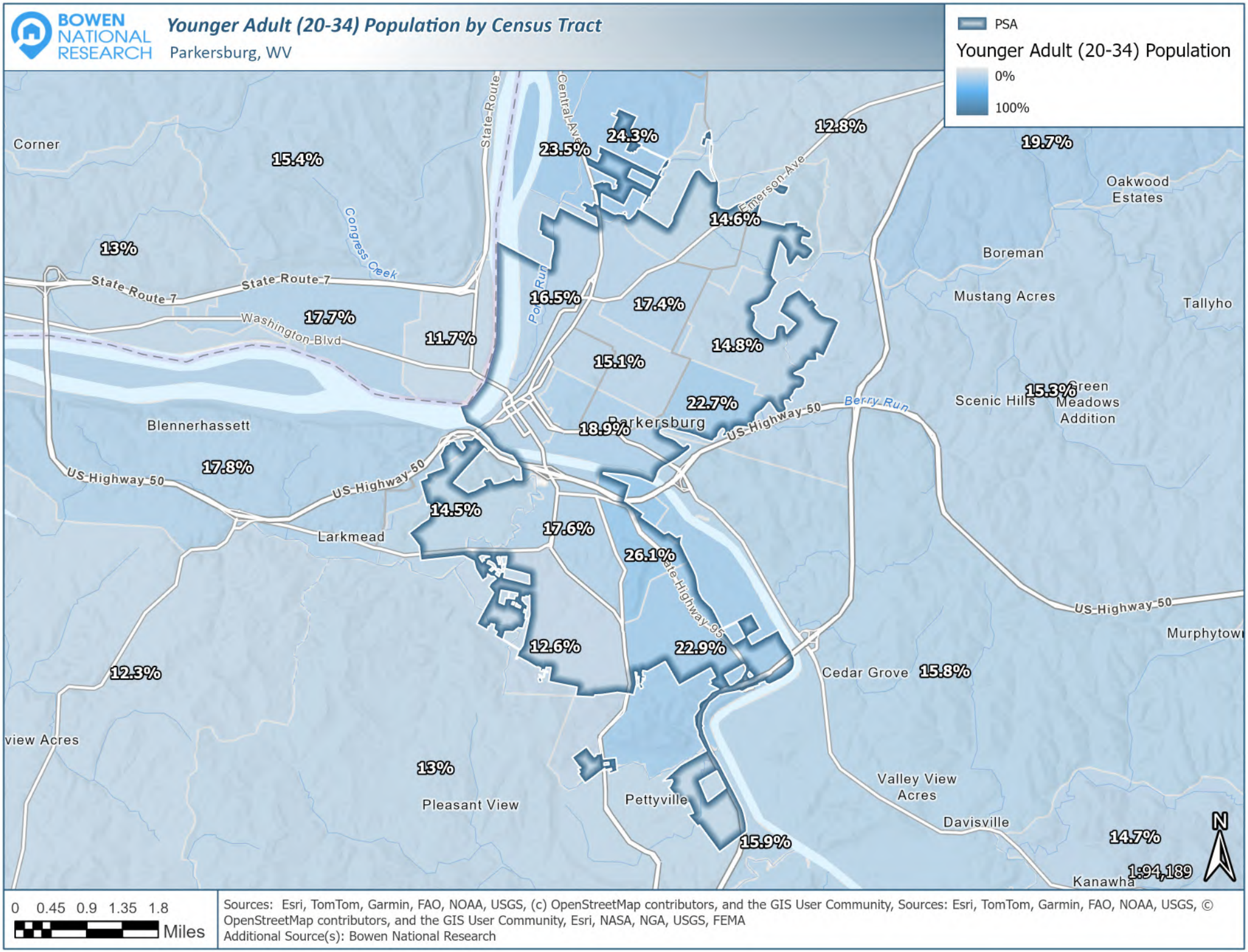

Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, (c) OpenStreetMap contributors, and the GIS User Community, Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community, Esri, NASA, NGA, USGS
Additional Source(s): Bowen National Research

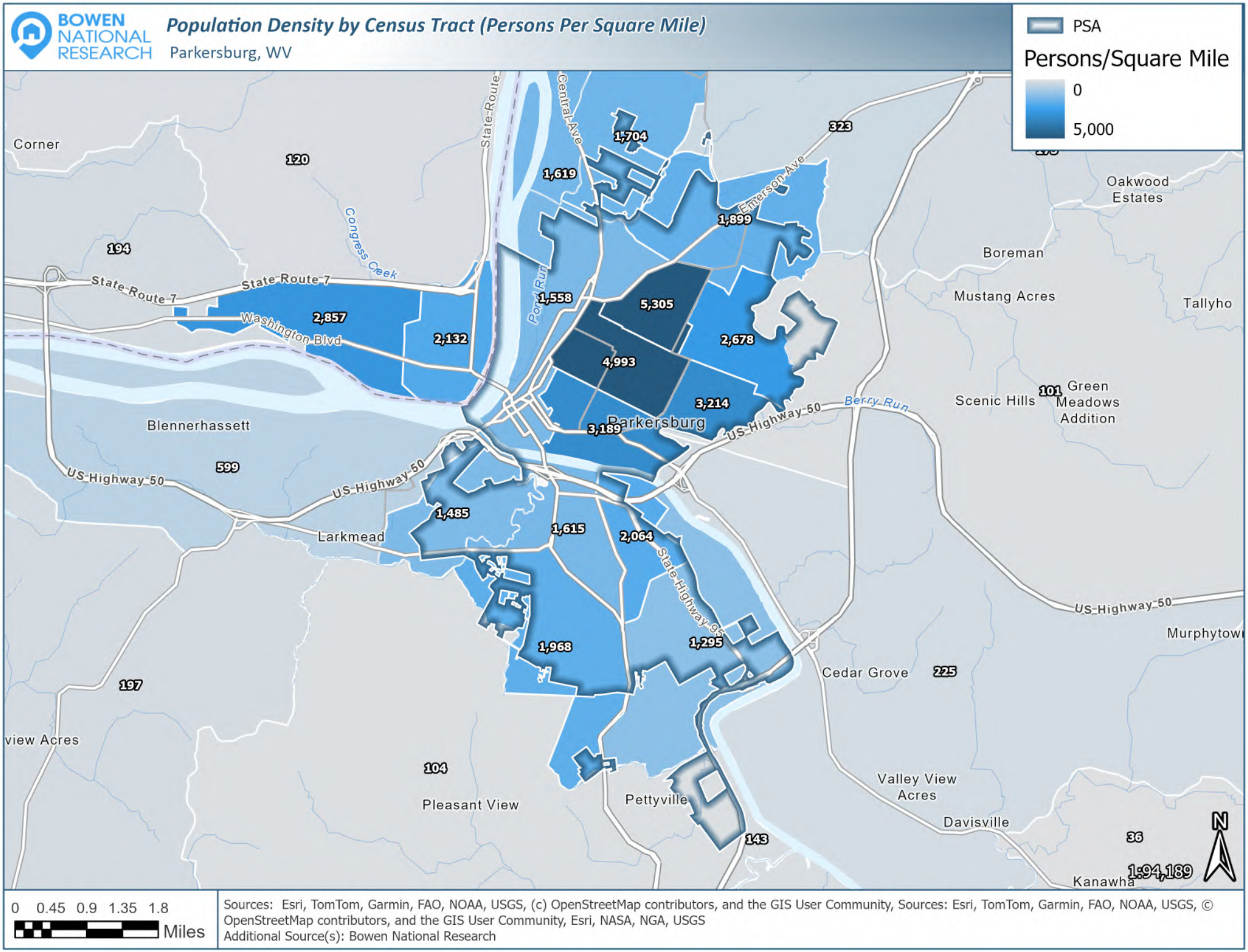

BOWEN NATIONAL RESEARCH
Share of Renter-Occupied Housing Units by Census Tract
Parkersburg, WV
PSA
Renter Share
0%
100%
Corner
15.2%
State Route
Central Ave
24.9%
27.9%
41%
8.3%
Oakwood Estates
Emerson Ave
28.1%
Congress Creek
9.8%
Boreman
State Route 7
State Route 7
Pond Run
42.7%
48.8%
Mustang Acres
Tallyho
37.4%
Washington Blvd
37.3%
30%
29.9%
14.7%
Green Meadows Addition
Scenic Hills
35%
Berry Run
US Highway 50
Parkersburg
55.2%
Blennerhassett
21.5%
US Highway 50
US Highway 50
20.3%
44.6%
Larkmead
37.2%
State Highway 95
US Highway 50
Murphytown
32.7%
35.6%
13.5%
Cedar Grove
13.9%
view Acres
22.1%
Pleasant View
Pettyville
Valley View Acres
Davisville
23.4%
18.8%
Kanawha
1:94,189
N
0 0.45 0.9 1.35 1.8
Miles
Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, (c) OpenStreetMap contributors, and the GIS User Community, Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community, Esri, NASA, NGA, USGS
Additional Source(s): Bowen National Research


BOWEN NATIONAL RESEARCH
Share of Owner-Occupied Housing Units by Census Tract
Parkersburg, WV
PSA
Owner Share
0%
100%
Corner
84.8%
90.2%
State Route 7
State Route 7
Washington Blvd
62.6%
62.7%
Congress Creek
State Route
Central Ave
75.1%
72.1%
59%
91.7%
Emerson Ave
71.9%
Oakwood Estates
Boreman
Mustang Acres
Tallyho
Pot Run
57.3%
51.2%
70%
70.1%
65%
44.8%
Parkersburg
Berry Run
US Highway 50
85.3%
Scenic Hills
Green Meadows Addition
Blennerhassett
78.5%
US Highway 50
US Highway 50
79.7%
55.4%
Larkmead
62.8%
State Highway 95
US Highway 50
Murphytown
67.3%
64.4%
86.5%
Cedar Grove
86.1%
view Acres
77.9%
Pleasant View
Pettyville
Valley View Acres
Davisville
76.6%
81.2%
Kanawha
N
1:94,189
0 0.45 0.9 1.35 1.8
Miles
Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, (c) OpenStreetMap contributors, and the GIS User Community, Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community, Esri, NASA, NGA, USGS
Additional Source(s): Bowen National Research




Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, (c) OpenStreetMap contributors, and the GIS User Community, Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community, Esri, NASA, NGA, USGS
Additional Source(s): Bowen National Research


BOWEN NATIONAL RESEARCH
Younger Adult (20-34) Population by Census Tract
Parkersburg, WV
PSA
Younger Adult (20-34) Population
0%
100%
Corner
15.4%
State Route
Central Ave
24.3%
23.5%
12.8%
19.7%
Oakwood Estates
Emerson Ave
14.6%
13%
Congress Creek
Boreman
State Route 7
State Route 7
Pond Run
16.5%
17.4%
Mustang Acres
Tallyho
17.7%
Washington Blvd
11.7%
14.8%
15.1%
15.3%
Scenic Hills
Meadows Addition
22.7%
Berry Run
Blennerhassett
Parkersburg
18.9%
US Highway 50
17.8%
US Highway 50
US Highway 50
14.5%
17.6%
Larkmead
26.1%
State Highway 95
US Highway 50
Murphytown
12.6%
22.9%
12.3%
Cedar Grove
15.8%
view Acres
13%
Pleasant View
Pettyville
Valley View Acres
Davisville
15.9%
14.7%
Kanawha
1:94,189
N
0 0.45 0.9 1.35 1.8
Miles
Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, (c) OpenStreetMap contributors, and the GIS User Community, Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community, Esri, NASA, NGA, USGS, FEMA
Additional Source(s): Bowen National Research


BOWEN NATIONAL RESEARCH
Population Density by Census Tract (Persons Per Square Mile)
Parkersburg, WV
PSA
Persons/Square Mile
0
5,000
Corner
120
194
State Route 7
Washington Blvd
Congress Creek
State Route
Central Ave
Pond Run
Emerson Ave
323
1,704
1,619
1,899
1,558
5,305
2,857
2,132
2,678
4,993
3,214
3,189
Parkersburg
Blennerhassett
599
US Highway 50
Berry Run
Larkmead
1,485
1,615
2,064
State Highway 95
1,968
1,295
197
view Acres
104
Pleasant View
Pettyville
143
Cedar Grove
225
Valley View Acres
Davisville
36
Kanawha
Oakwood Estates
Boreman
Mustang Acres
Tallyho
Scenic Hills
101
Green Meadows Addition
Murphytown
1:94,189
N
0 0.45 0.9 1.35 1.8
Miles
Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, (c) OpenStreetMap contributors, and the GIS User Community, Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community, Esri, NASA, NGA, USGS
Additional Source(s): Bowen National Research

# V. ECONOMIC ANALYSIS

## A. INTRODUCTION

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

An overview of Parkersburg's workforce is provided through several overall metrics: employment by industry, wages by occupation, total employment, unemployment rates, and at-place employment trends. In addition, commuting patterns that include commuting modes, times, and commuter flows are analyzed, as these factors can influence *potential* housing demand within an area. It is important to note that the Bureau of Labor Statistics (BLS) performs annual benchmarking adjustments to selected data estimates based on more up-to-date and complete counts on topics related to employment. While this process increases the accuracy of employment data, the benchmarking adjustments and series reconstructions inherently result in changes in historical data. As such, select employment metrics within this section may differ from data sourced prior to the most recent annual benchmarking adjustment.

## B. WORKFORCE ANALYSIS

The PSA has an employment base comprised of individuals within a broad range of employment sectors. The primary industries of significance within the PSA include (but are not limited to) healthcare & social assistance, retail trade, accommodation & food services, and public administration. While not included among the top sectors of employment, finance & insurance represents a proportionally larger share of the local employment compared to the share it comprises statewide. Each industry within the PSA requires employees of varying skills and education levels. There is a broad range of typical wages within the PSA based on occupation. The following evaluates key economic metrics within the various study areas considered in this report. It should be noted that based on the availability of various economic data metrics, some information is presented only for select geographic areas, which may include the PSA (Parkersburg), the SSA (Balance of County), the entirety of Wood County, the Parkersburg-Vienna Metropolitan Statistical Area (MSA), and/or the state of West Virginia.

Employment by Industry

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

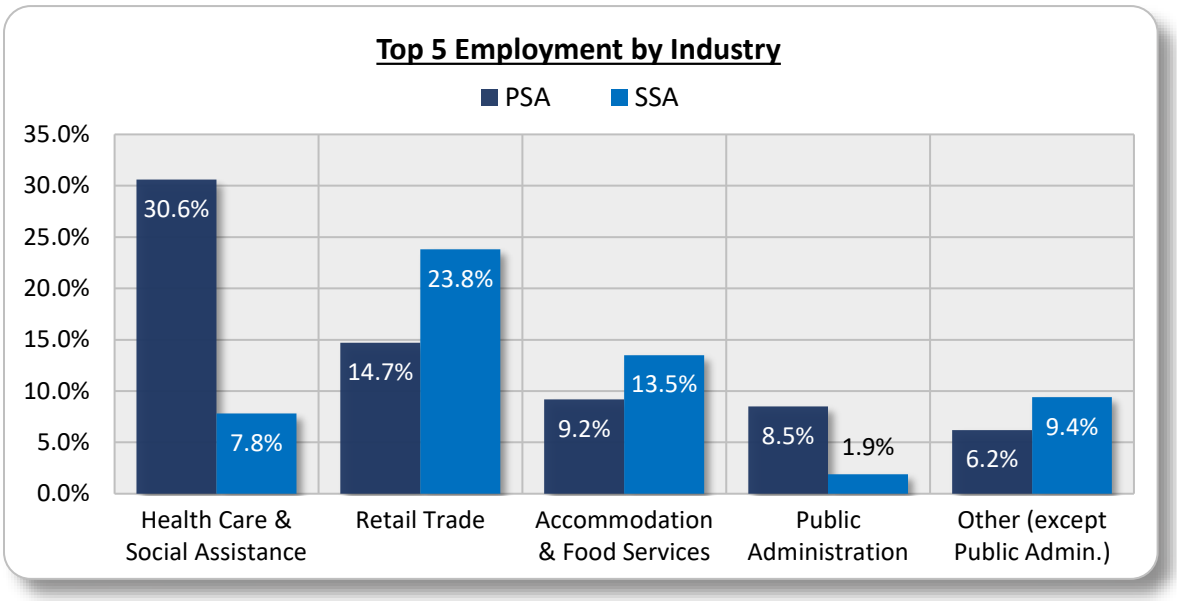
| NAICS Group | Employment by Industry | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | PSA | | SSA | | Wood County | | West Virginia | |
| | Employees | Percent | Employees | Percent | Employees | Percent | Employees | Percent |
| Agriculture, Forestry, Fishing & Hunting | 0 | 0.0% | 27 | 0.2% | 27 | 0.1% | 1,576 | 0.2% |
| Mining | 26 | 0.1% | 25 | 0.2% | 51 | 0.1% | 4,838 | 0.7% |
| Utilities | 92 | 0.5% | 51 | 0.3% | 143 | 0.4% | 4,264 | 0.6% |
| Construction | 462 | 2.3% | 887 | 5.7% | 1,349 | 3.8% | 35,036 | 4.9% |
| Manufacturing | 412 | 2.1% | **2,036** | **13.0%** | **2,448** | **6.9%** | 41,554 | 5.8% |
| Wholesale Trade | 490 | 2.5% | 302 | 1.9% | 792 | 2.2% | 19,652 | 2.8% |
| Retail Trade | **2,925** | **14.7%** | **3,727** | **23.8%** | **6,652** | **18.7%** | **84,308** | **11.8%** |
| Transportation & Warehousing | 275 | 1.4% | 494 | 3.2% | 769 | 2.2% | 23,602 | 3.3% |
| Information | 416 | 2.1% | 332 | 2.1% | 748 | 2.1% | 13,646 | 1.9% |
| Finance & Insurance | 1,214 | 6.1% | 323 | 2.1% | 1,537 | 4.3% | 20,383 | 2.9% |
| Real Estate & Rental & Leasing | 314 | 1.6% | 315 | 2.0% | 629 | 1.8% | 11,163 | 1.6% |
| Professional, Scientific & Technical Services | 817 | 4.1% | 553 | 3.5% | 1,370 | 3.8% | 32,146 | 4.5% |
| Management of Companies & Enterprises | 47 | 0.2% | 0 | 0.0% | 47 | 0.1% | 1,633 | 0.2% |
| Administrative, Support, Waste Management & Remediation Services | 252 | 1.3% | 430 | 2.7% | 682 | 1.9% | 12,301 | 1.7% |
| Educational Services | 1,107 | 5.6% | 909 | 5.8% | 2,016 | 5.7% | **57,088** | **8.0%** |
| Health Care & Social Assistance | **6,097** | **30.6%** | **1,215** | **7.8%** | **7,312** | **20.5%** | **163,181** | **22.9%** |
| Arts, Entertainment & Recreation | 221 | 1.1% | 133 | 0.8% | 354 | 1.0% | 15,384 | 2.2% |
| Accommodation & Food Services | **1,826** | **9.2%** | **2,115** | **13.5%** | **3,941** | **11.1%** | **69,070** | **9.7%** |
| Other Services (Except Public Admin.) | **1,232** | **6.2%** | **1,473** | **9.4%** | **2,705** | **7.6%** | 39,346 | 5.5% |
| Public Administration | **1,699** | **8.5%** | 300 | 1.9% | 1,999 | 5.6% | **61,998** | **8.7%** |
| Non-classifiable | 21 | 0.1% | 17 | 0.1% | 38 | 0.1% | 713 | 0.1% |
| **Total** | **19,945** | **100.0%** | **15,664** | **100.0%** | **35,609** | **100.0%** | **712,882** | **100.0%** |

Source: 2020 Census; ESRI; Bowen National Research

Note: Since this survey is conducted of establishments and not of residents, some employees may not live within each market. However, these employees are included in the labor force calculations because their places of employment are located within each market.

The labor force within the PSA (Parkersburg) is based primarily in five sectors: Health Care & Social Assistance (30.6%), Retail Trade (14.7%), Accommodation & Food Services (9.2%), Public Administration (8.5%), and Other Services (6.2%). Combined, these five job sectors represent 69.2% of the PSA employment base. While it is not unusual for smaller geographic areas to have high concentrations of employment within a limited number of industries, this can result in these areas being more vulnerable to economic downturns with greater fluctuations in unemployment rates and total employment. Overall, the PSA has a moderately higher concentration of the labor force within the top five sectors compared to the SSA (67.5%) and the state (61.1%). However, Healthcare & Social Assistance, which is the largest sector of employment within the PSA, is typically a relatively stable sector of employment. Since this sector comprises over 30% of the employment base within the PSA, this likely helps insulate the local economy from rapid increases in unemployment from economic downturns.

The following graph illustrates the distribution of employment by job sector for the five largest employment sectors in the PSA (Parkersburg) compared with the same employment sectors of the surrounding SSA:




Employment Characteristics and Trends

Parkersburg is located within the Parkersburg-Vienna Metropolitan Statistical Area (MSA). Typical wages by job category for the Parkersburg-Vienna MSA are compared with those of West Virginia in the following table:

| Typical Wage by Occupation Type | | |
|---|---|---|
| Occupation Type | MSA | West Virginia |
| Management Occupations | $64,901 | $70,518 |
| Business and Financial Occupations | $59,514 | $62,611 |
| Computer and Mathematical Occupations | $93,571 | $89,836 |
| Architecture and Engineering Occupations | $87,102 | $83,787 |
| Community and Social Service Occupations | $47,665 | $43,134 |
| Art, Design, Entertainment, Sports, and Media Occupations | $61,667 | $37,416 |
| Healthcare Practitioners and Technical Occupations | $58,949 | $63,752 |
| Healthcare Support Occupations | $25,177 | $24,999 |
| Protective Service Occupations | $47,137 | $54,314 |
| Food Preparation and Serving Related Occupations | $13,929 | $15,535 |
| Building and Grounds Cleaning and Maintenance Occupations | $21,348 | $25,071 |
| Personal Care and Service Occupations | $19,692 | $21,323 |
| Sales and Related Occupations | $32,408 | $28,890 |
| Office and Administrative Support Occupations | $34,873 | $35,246 |
| Construction and Extraction Occupations | $50,810 | $54,775 |
| Installation, Maintenance and Repair Occupations | $47,056 | $52,454 |
| Production Occupations | $47,478 | $48,261 |
| Transportation Occupations | $49,036 | $46,145 |
| Material Moving Occupations | $22,042 | $28,408 |

Source: Bowen National Research; American Community Survey (2020-2024)
MSA - Parkersburg-Vienna, WV Metropolitan Statistical Area

Most annual blue-collar salaries range from roughly $25,000 to $45,000 within the Parkersburg-Vienna MSA, though some have average salaries notably less than or higher than this range. White-collar jobs, such as those related to professional positions, management and medicine, have average salaries ranging from approximately $60,000 to $95,000. On average, typical wages within the area are *generally* lower than the overall state wages, but this varies among specific occupation types. White-collar professions in the MSA typically earn 1.7% less than those within West Virginia, while blue-collar wages are typically 0.8% higher than the average state wages. Within the MSA, wages by occupation vary widely and are reflective of a diverse job base that covers a wide range of industry sectors and job skills, as well as diverse levels of education and experience. Because employment is distributed among a variety of professions with diverse income levels, there are likely a variety of housing needs by affordability level. As a significant share of the labor force within the PSA (Parkersburg) is contained within the healthcare and retail sectors, many workers in the area have typical wages ranging between $25,000 and $35,000 annually. While this will likely contribute to the need for lower- to moderate-priced housing product, there is a range of typical wages among the various sectors of employment, which require housing that is affordable to a broad range of income levels.

It is important to point out that the wages cited in the previous table are by single-wage households. Multiple-wage households often have a greater capacity to spend earnings toward housing. Households by income data is included in Section IV (Demographic Analysis) of this report, starting on page IV-20.

In an effort to better understand how area wages by occupation affect housing affordability, wages for the top 35 occupations by share of total employment within the Parkersburg-Vienna MSA were analyzed. While this data does not include every possible occupation and wage within each sector, the occupations included in this table represent 51.3% of the total employment in the statistical area in 2025 and provide a general overview of housing affordability for some of the most common occupations. In addition to the PSA (Parkersburg) and Wood County, the Parkersburg-Vienna MSA also includes Wirt County. Based on the annual wages at the lower quartile (bottom 25%) and median levels, the maximum affordable monthly rent and home price (at 30% of income) for each occupation was calculated. It is important to note that calculations based on the median annual wage mean that half of the individuals employed in this occupation earn less than the stated amount. It is equally important to understand that the supplied data is based on *individual* income. As such, affordability levels will proportionally increase for households with multiple income sources at a rate dependent on the additional income. Affordable rents and home prices for each occupation presented in this analysis that are **below** the two-bedroom Fair Market Rent ($928) or the overall median list price ($161,950) of the available for-sale inventory in the PSA as of May 19, 2026, are shown in **red** text, indicating that certain lower-wage earning occupations cannot reasonably afford a typical housing unit in the market.

The following table illustrates the wages (lower quartile and median) and housing affordability levels for the top 35 occupations in the Parkersburg-Vienna MSA.

**Wages and Housing Affordability for Top 35 Occupations by Share of Labor Force (Parkersburg-Vienna MSA)**

| Occupation Sector, Title & Wages* | | | | | Housing Affordability** | | | |
|---|---|---|---|---|---|---|---|---|
| | | | Annual Wages | | Max. Monthly Rent | | Max. Purchase Price | |
| Sector Group (Code) | Labor Force Share | Occupation Title | Lower Quartile | Median | Lower Quartile | Median | Lower Quartile | Median |
| Sales & Related (41) | 4.4% | Retail Salespersons | $23,920 | $28,220 | **$598** | **$706** | **$79,733** | **$94,067** |
| | 2.6% | Cashiers | $22,090 | $26,510 | **$552** | **$663** | **$73,633** | **$88,367** |
| | 1.4% | First-Line Supervisors, Retail Sales | $32,180 | $40,450 | **$805** | $1,011 | **$107,267** | **$134,833** |
| Food Preparation/ Serving (35) | 3.1% | Cooks, Fast Food | $22,200 | $22,780 | **$555** | **$570** | **$74,000** | **$75,933** |
| | 1.7% | Waiters and Waitresses | $21,920 | $35,290 | **$548** | **$882** | **$73,067** | **$117,633** |
| | 1.1% | Cooks, Restaurant | $23,210 | $29,700 | **$580** | **$743** | **$77,367** | **$99,000** |
| | 1.1% | First-Line Supervisors, Food Prep | $28,790 | $30,100 | **$720** | **$753** | **$95,967** | **$100,333** |
| | 0.9% | Fast Food and Counter Workers | $22,010 | $23,260 | **$550** | **$582** | **$73,367** | **$77,533** |
| Office & Administrative Support (43) | 1.1% | Secretaries/Admin. Assistants | $33,730 | $39,080 | **$843** | $977 | **$112,433** | **$130,267** |
| | 1.1% | Bookkeeping/Accounting Clerks | $38,560 | $44,980 | $964 | $1,125 | **$128,533** | **$149,933** |
| | 1.1% | Office Clerks, General | $27,650 | $33,110 | **$691** | **$828** | **$92,167** | **$110,367** |
| | 0.9% | First-Line Supervisors, Office | $45,140 | $56,800 | $1,129 | $1,420 | **$150,467** | $189,333 |
| | 0.9% | Customer Service Representatives | $31,390 | $37,190 | **$785** | $930 | **$104,633** | **$123,967** |
| | 0.9% | Receptionists/Information Clerks | $28,840 | $31,880 | **$721** | **$797** | **$96,133** | **$106,267** |
| Production Occupations (51) | 1.4% | Misc. Assemblers/Fabricators | $39,850 | $40,100 | $996 | $1,003 | **$132,833** | **$133,667** |
| | 0.9% | Chemical Equipment Operators | $66,060 | $66,060 | $1,652 | $1,652 | $220,200 | $220,200 |
| Transportation Material Moving (53) | 2.3% | Stockers and Order Fillers | $30,120 | $33,410 | **$753** | **$835** | **$100,400** | **$111,367** |
| | 1.6% | Laborers and Freight/Stock Movers | $30,880 | $36,330 | **$772** | **$908** | **$102,933** | **$121,100** |
| | 1.5% | Tractor-Trailer Truck Drivers | $39,790 | $47,050 | $995 | $1,176 | **$132,633** | **$156,833** |
| Education (25) | 1.3% | Substitute Teachers, Short-Term | $49,630 | $49,630 | $1,241 | $1,241 | $165,433 | $165,433 |
| Healthcare (29, 31) | 3.5% | Home Health/Personal Care Aides | $26,460 | $26,920 | **$662** | **$673** | **$88,200** | **$89,733** |
| | 2.5% | Registered Nurses | $64,970 | $79,000 | $1,624 | $1,975 | $216,567 | $263,333 |
| | 1.1% | Nursing Assistants | $35,210 | $36,220 | **$880** | **$906** | **$117,367** | **$120,733** |
| | 0.7% | Medical Assistants | $35,870 | $37,180 | **$897** | $930 | **$119,567** | **$123,933** |
| Management/ Business (11,13) | 2.0% | General and Operations Managers | $58,180 | $81,660 | $1,455 | $2,042 | $193,933 | $272,200 |
| | 1.5% | Accountants and Auditors | $78,900 | $100,420 | $1,973 | $2,511 | $263,000 | $334,733 |
| | 1.2% | Human Resources Specialists | $69,240 | $94,520 | $1,731 | $2,363 | $230,800 | $315,067 |
| | 0.9% | Financial Specialists, All Other | $75,360 | $97,470 | $1,884 | $2,437 | $251,200 | $324,900 |
| Construction/ Extraction (47) | 0.9% | Construction Laborers | $37,610 | $41,650 | $940 | $1,041 | **$125,367** | **$138,833** |
| | 0.9% | Op. Engineers/Equipment Operators | $39,000 | $47,450 | $975 | $1,186 | **$130,000** | **$158,167** |
| Maintenance & Repair (49) | 0.9% | Automotive Service Technicians | $34,770 | $37,250 | **$869** | $931 | **$115,900** | **$124,167** |
| | 0.9% | Maintenance and Repair Workers | $30,610 | $39,330 | **$765** | $983 | **$102,033** | **$131,100** |
| Computer (15) | 1.0% | Computer Occupations | $97,470 | $106,330 | $2,437 | $2,658 | $324,900 | $354,433 |
| Bldg./Grounds Maintenance (37) | 1.1% | Janitors and Cleaners | $27,180 | $30,670 | **$680** | **$767** | **$90,600** | **$102,233** |
| | 0.7% | Maids and Housekeeping | $24,720 | $27,880 | **$618** | **$697** | **$82,400** | **$92,933** |

Source: U.S. Bureau of Labor Statistics, Division of Occupational Employment and Wage Statistics (OEWS), May 2025
*Annual wages listed are at the lower 25th percentile (quartile) and median level for each occupation
**Housing Affordability is the maximum monthly rent or total for-sale home price a household can reasonably afford based on stated wages.

In order to reasonably afford a two-bedroom rental at the Fair Market Rent of $928, an individual would need to earn at least $37,120 per year. As such, the *lower quartile* of wage earners within 21 of the 35 occupations listed in the previous table do not have sufficient wages to afford a typical rental. When wages for each occupation are increased to their respective *median* levels, 15 occupations still do not have the income necessary to afford a typical rental. While a share of these individuals likely resides in multiple-income households, this illustrates the reasonable conclusion that a notable portion of households with a single income earned in a variety of occupations in the PSA and surrounding area are likely housing cost burdened.

Housing affordability issues among the listed occupations are more prevalent when home ownership is considered. In order to afford the purchase of a typical home in the PSA at the median list price of $161,950, an individual would have to earn at least $48,585 per year. As a result, 26 of the 35 listed occupations (74.3%) with wages up to their respective median wage do not have sufficient incomes to afford the purchase of a typical home in the PSA. As previously stated, it is likely that many of these individuals are part of multiple-income households, which can increase housing affordability. However, it is worth noting that the median list price for the available for-sale homes in the surrounding SSA (Balance of County) is $254,900. As such, the income needed to reasonably afford a home in the SSA would be $76,470. Overall, this illustrates that home ownership is not affordable for a significant share of *individual* workers in the most common occupations in the PSA and would therefore require a second income or wage earner to reasonably afford to purchase a typical for-sale home.

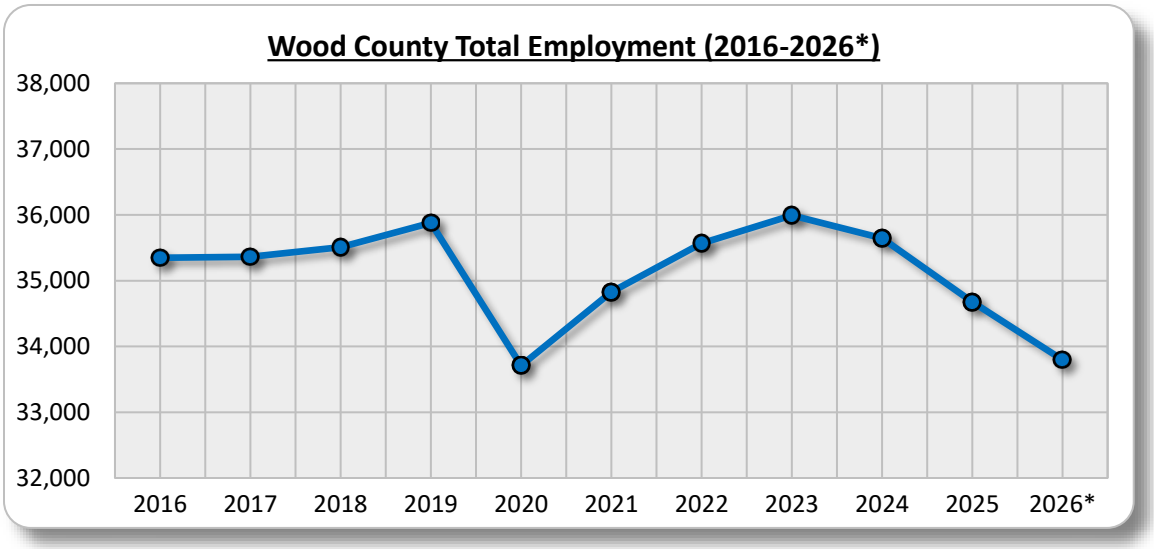
A lack of affordable workforce housing in a market can limit the ability of employers to retain and attract new employees, which can affect the performance of specific industries, the local economy, and household growth within an area. A full analysis of the area housing supply, which includes multifamily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

Employment Base and Unemployment Rates

Total employment reflects the number of employed persons who live within an area regardless of where they work. The following table illustrates the total employment base for Wood County, the state of West Virginia, and the United States between 2016 and 2026. Note that due to differences in reporting periods, 2026 data for Wood County and the state of West Virginia is through May 2026, while national data is provided through June 2026.

| | Total Employment | | | | | |
|---|---|---|---|---|---|---|
| | Wood County | | West Virginia | | United States | |
| Year | Total Number | Percent Change | Total Number | Percent Change | Total Number | Percent Change |
| 2016 | 35,348 | - | 737,371 | - | 151,436,000 | - |
| 2017 | 35,362 | 0.0% | 742,563 | 0.7% | 153,337,000 | 1.3% |
| 2018 | 35,509 | 0.4% | 750,445 | 1.1% | 155,761,000 | 1.6% |
| 2019 | 35,876 | 1.0% | 752,871 | 0.3% | 157,538,000 | 1.1% |
| 2020 | 33,709 | -6.0% | 712,139 | -5.4% | 147,795,000 | -6.2% |
| 2021 | 34,825 | 3.3% | 734,192 | 3.1% | 152,581,000 | 3.2% |
| 2022 | 35,565 | 2.1% | 750,916 | 2.3% | 158,291,000 | 3.7% |
| 2023 | 35,992 | 1.2% | 758,311 | 1.0% | 161,037,000 | 1.7% |
| 2024 | 35,644 | -1.0% | 757,628 | -0.1% | 161,346,000 | 0.2% |
| 2025 | 34,676 | -2.7% | 748,415 | -1.2% | 163,493,000 | 1.3% |
| 2026 | 33,794* | -2.5% | 735,675* | -1.7% | 162,498,000** | -0.6% |

Source: Bureau of Labor Statistics
*Through May 2026; **Through June 2026




*Through May 2026

From 2016 to 2019, total employment in Wood County increased by 528 (1.5%), which is a slightly smaller percentage increase as compared to the state (2.1%) and nation (4.0%) during the time period. In 2020, total employment in Wood County decreased by 6.0%, which is largely attributed to the economic impacts related to the COVID-19 pandemic. Following the significant reduction in 2020,

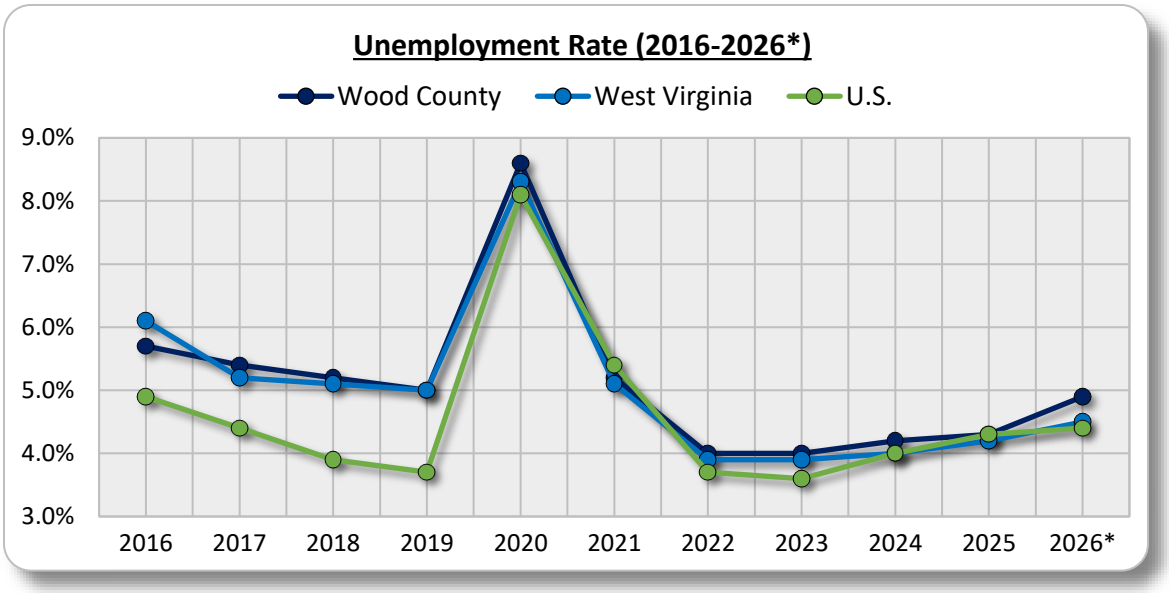
total employment in Wood County increased for three consecutive years. In 2023, total employment in the county reached 35,992, which marginally exceeded the pre-pandemic level in 2019. Following reductions in 2024 and 2025, total employment within the county declined to 34,676. Overall, total employment within Wood County decreased by 672 (1.9%) between 2016 and 2025, and through May 2026, total employment has decreased by an additional 882 (2.5%). While some of this reduction may be attributed to seasonality early in 2026, there are likely some underlying economic challenges in the area that began in 2024.

However, total employment by itself does not fully account for the overall economic health of an area. Because total employment measures the number of employed *residents* of Wood County, this does not necessarily translate to reduction in jobs within the county. Jobs located within the county, which is defined as at-place employment, is reviewed later in this section on page V-11. Reductions in total employment can occur due to a variety of factors outside of direct job loss, some of which may include seniors leaving the labor force through retirement, employed individuals relocating outside the study area (i.e., moving to a nearby county while retaining their current job), or young adults choosing to pursue secondary education rather than entering the labor force following graduation. As such, the recent decline in total employment *may* indicate there are some economic and employment challenges present, but other economic metrics (unemployment, at-place employment, labor force participation, etc.) should be evaluated to fully understand the overall health of the local economy.

*Annual* unemployment numbers and rates for Wood County, the state of West Virginia, and the United States are illustrated as follows:

| | Total Unemployment | | | | | |
|---|---|---|---|---|---|---|
| | Wood County | | West Virginia | | United States | |
| Year | Total Number | Percent of Workforce | Total Number | Percent of Workforce | Total Number | Percent of Workforce |
| 2016 | 2,121 | 5.7% | 47,706 | 6.1% | 7,751,000 | 4.9% |
| 2017 | 1,996 | 5.4% | 40,808 | 5.2% | 6,982,000 | 4.4% |
| 2018 | 1,946 | 5.2% | 40,574 | 5.1% | 6,314,000 | 3.9% |
| 2019 | 1,882 | 5.0% | 39,169 | 5.0% | 6,001,000 | 3.7% |
| 2020 | 3,146 | 8.6% | 64,498 | 8.3% | 12,948,000 | 8.1% |
| 2021 | 1,919 | 5.2% | 39,744 | 5.1% | 8,623,000 | 5.4% |
| 2022 | 1,490 | 4.0% | 30,611 | 3.9% | 5,996,000 | 3.7% |
| 2023 | 1,489 | 4.0% | 30,480 | 3.9% | 6,080,000 | 3.6% |
| 2024 | 1,543 | 4.2% | 31,988 | 4.0% | 6,761,000 | 4.0% |
| 2025 | 1,553 | 4.3% | 33,215 | 4.2% | 7,315,000 | 4.3% |
| 2026 | 1,741* | 4.9% | 34,424* | 4.5% | 7,413,000** | 4.4% |

Source: Department of Labor, Bureau of Labor Statistics
*Through May 2026; **Through June 2026




*Wood County and West Virginia through May 2026; United States through June 2026

The *annual* unemployment rate in Wood County steadily decreased from 5.7% in 2016 to 5.0% in 2019. During this time period, the unemployment rate in the county was generally comparable to the corresponding rates for the state, but higher than the national unemployment rate. In 2020, the unemployment rates for the county, state, and nation all increased sharply, primarily due to the economic impacts of the pandemic. Substantial decreases in the annual unemployment rate occurred in both 2021 and 2022, at which time the unemployment rate in Wood County decreased to 4.0%. While modest increases occurred in both 2024 and 2025, the annual unemployment rate in Wood County between 2022 and 2025 represents a period of relatively low unemployment within the county. However, it should be noted that the unemployment rate through May 2026 increased to 4.9%. This is slightly higher than the state unemployment rate of 4.5% through May and the national unemployment rate of 4.4% through June 2026. While the recent increase in unemployment may signal the presence of moderate employment challenges for residents of Wood County, this unemployment rate is only slightly higher than the 4.2% to 4.8% range that is generally considered to be typical of a healthy, balanced labor market by the Congressional Budget Office and Federal Reserve.

The following table illustrates Wood County's *monthly* unemployment rate since January 2024. Unemployment rates exceeding 5.0% are highlighted in **red** text.

| Monthly Unemployment Rate – Wood County | | | | | |
|---|---|---|---|---|---|
| Month | Rate | Month | Rate | Month | Rate |
| 2024 | | 2025 | | 2026 | |
| January | **5.1%** | January | 4.9% | January | **5.8%** |
| February | **5.6%** | February | 4.9% | February | **5.7%** |
| March | 4.9% | March | 4.5% | March | 4.5% |
| April | 3.9% | April | 3.7% | April | 4.6% |
| May | 3.7% | May | 3.7% | May | 3.9% |
| June | 4.2% | June | 4.2% | | |
| July | 4.3% | July | 4.1% | | |
| August | 4.3% | August | 4.5% | | |
| September | 3.6% | September | 4.0% | | |
| October | 3.3% | October | N/A | | |
| November | 3.5% | November | 4.3% | | |
| December | 3.5% | December | 4.4% | | |

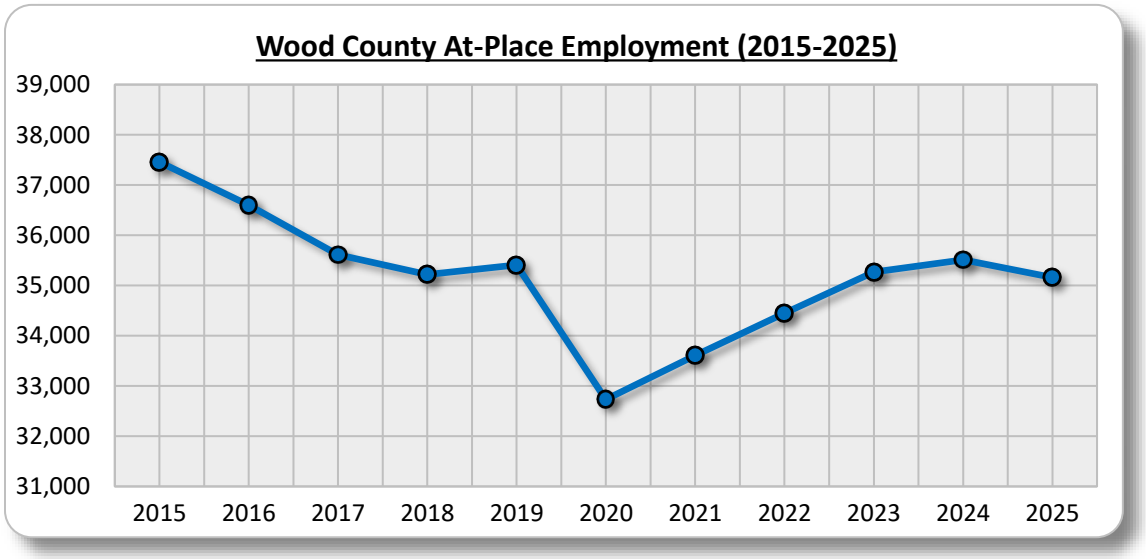
Source: Department of Labor, Bureau of Labor Statistics
N/A – Data unavailable due to lack of government funding.

The *monthly* unemployment rate for Wood County between January 2024 and May 2026 has ranged between 3.3% (October 2024) and 5.8% (January 2026) with an average monthly unemployment rate of 4.3% during the time period. The monthly unemployment rate within the county was highest during January and February each year, likely illustrating seasonality in the local economy. While the monthly unemployment rate increased notably between December 2025 (4.4%) and January 2026 (5.8%), the monthly unemployment rate declined to 3.9% in May 2026. This is only slightly higher than the monthly unemployment rate of 3.7% for the month of May during the previous two years. While temporary spikes in unemployment are common in local economies, persistently high unemployment rates can result in population and household loss as individuals seek employment in other areas. Given that the *average* monthly unemployment rate since January 2024 is 4.3% and the monthly unemployment rate only exceeded 5.0% in four of the previous 29 months, it appears the local labor market has been relatively stable in recent years.

At-place employment reflects the total number of jobs within the county regardless of the employee's county of residence. The following illustrates the total at-place employment base for Wood County from 2015 to 2025.

| | At-Place Employment - Wood County, West Virginia | | |
|---|---|---|---|
| Year | Employment | Change | Percent Change |
| 2015 | 37,459 | - | - |
| 2016 | 36,598 | -861 | -2.3% |
| 2017 | 35,611 | -987 | -2.7% |
| 2018 | 35,220 | -391 | -1.1% |
| 2019 | 35,410 | 190 | 0.5% |
| 2020 | 32,731 | -2,679 | -7.6% |
| 2021 | 33,606 | 875 | 2.7% |
| 2022 | 34,448 | 842 | 2.5% |
| 2023 | 35,271 | 823 | 2.4% |
| 2024 | 35,511 | 240 | 0.7% |
| 2025 | 35,160 | -351 | -1.0% |

Source: Department of Labor, Bureau of Labor Statistics



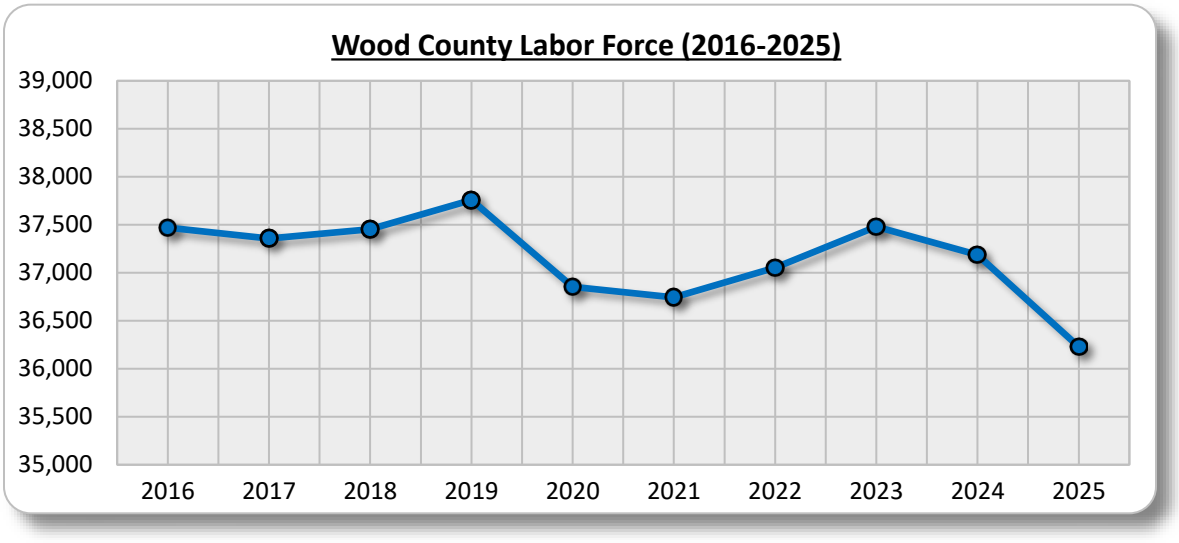

Between 2015 and 2019, at-place employment (people working within Wood County) decreased by 2,049 jobs (5.5%). In 2020, at-place employment within the county decreased by 2,679 jobs (7.6%) due to the economic impacts from the pandemic. Since 2020, at-place employment in Wood County increased in four of the five previous years, with the only decrease (1.0%) occurring in 2025. As a result, at-place employment in the county in 2025 (35,160) is at 99.3% of the 2019 level. While at-place employment in Wood County has generally declined since 2015, the notable recovery that occurred between 2020 and 2023 and the period of relative stabilization in 2024 and 2025 are positive signs.

Data for 2025, the most recent year that year-end figures are available, indicates at-place employment in Wood County to be 101.4% of the total Wood County employment. This means that Wood County has slightly more jobs located within the county than there are employed individuals living in Wood County. This typically results in more individuals commuting into the county than there are residents commuting out of the county for employment. Regardless, a positive inflow of non-resident commuters entering the county for employment could be an opportunity to attract additional residents to Parkersburg and Wood County. A detailed analysis of commuter flows is included within this section of the report, starting on page V-20.

The following table illustrates the labor force (the sum of Wood County residents who are employed and those who are unemployed but actively seeking work) between 2016 and 2025.

| | Labor Force - Wood County, West Virginia | | |
|---|---|---|---|
| Year | Labor Force | Change | Percent Change |
| 2016 | 37,469 | - | - |
| 2017 | 37,358 | -111 | -0.3% |
| 2018 | 37,455 | 97 | 0.3% |
| 2019 | 37,758 | 303 | 0.8% |
| 2020 | 36,855 | -903 | -2.4% |
| 2021 | 36,744 | -111 | -0.3% |
| 2022 | 37,055 | 311 | 0.8% |
| 2023 | 37,481 | 426 | 1.1% |
| 2024 | 37,187 | -294 | -0.8% |
| 2025 | 36,229 | -958 | -2.6% |

Source: Department of Labor, Bureau of Labor Statistics



As the preceding illustrates, the labor force within Wood County increased by 289 (0.8%) between 2016 and 2019. Following this period of relative stability, the labor force decreased in both 2020 (2.4%) and 2021 (0.3%). This decline occurred in many labor markets nationally due to factors such as seniors taking early retirement due to health concerns, parents staying home with dependents due to childcare and school closures, and reduced immigration. Although the labor force increased in both 2022 and 2023, the decline that occurred in 2024 and 2025 (1,252, or 3.3%) reduced the Wood County labor force to 36,229. Overall, the local labor force in the county has declined by 1,240 (3.3%) between 2016 and 2025. While some of this can be attributed to short-term economic challenges such as the pandemic in 2020, factors such as an aging population (retirement) and migration patterns (population decline) have also influenced this reduction.

Based on the preceding analysis, it appears that the overall economy within Wood County was relatively stable prior to 2020. Despite moderate reductions in at-place employment within the county during that time, the number of employed residents (total employment) increased, the annual unemployment steadily declined, and the Wood County labor force was stable. Following the economic challenges related to the pandemic in 2020, the unemployment rate has been relatively steady and at-place employment has been generally positive. Although total employment decreased by 1,316 between 2023 and 2025, much of this decline can be primarily attributed to the decline (1,252) in the county labor force. Overall, the economy appears to be relatively stable and well-positioned to benefit from economic investments and potential business expansion. As such, the health of the local housing market will be among the primary factors that determine the population and household growth potential for Parkersburg and Wood County should the local economy enter into a period of expansion.

## C. EMPLOYMENT OUTLOOK

### WARN Notices

The Worker Adjustment and Retraining Notification (WARN) Act requires advance notice of qualified plant closings and mass layoffs. WARN notices were reviewed on February 3, 2026. According to the West Virginia Department of Commerce there has been one WARN notice reported for Parkersburg over the past 12 months, which is summarized in the following table.

| WARN Notices | | | | |
|---|---|---|---|---|
| Company | Location | Jobs | Notice Date | Effective Date |
| Clarvida | Parkersburg | 120* | 2/25/25 | 4/26/25 |

Source: West Virginia Department of Commerce
*Includes multiple locations (Barboursville, Beckley, Chapmanville, Dunbar, Parkersburg, and Princeton)

The preceding WARN notice for Clarvida with an effective date of April 26, 2025, impacted a total of 120 jobs. It is important to note that, while this WARN notice includes the location within Parkersburg, the total jobs impacted by this closure include those at five additional locations throughout the state. While the notice does not specify the exact number of jobs at each location, it is reasonable to conclude that the overall impact on the economy in Parkersburg is substantially less than the overall job figure from the notice.

Largest Employers

The 10 largest employers within the Parkersburg area are summarized in the following table:

| Employer Name | Business Type | Total Employed |
|---|---|---|
| West Virginia University Medicine CCMC | Healthcare | 2,275 |
| Bureau of Fiscal Services | Government | 2,000 |
| Wood County Schools | Education | 1,714 |
| Washington Works | Manufacturing | 1,522 |
| Walmart | Retail | 663 |
| Wincore | Window Manufacturing & Sales | 472 |
| Westbrook Health Services | Healthcare | 426 |
| Highmark WV | Health Insurance | 425 |
| Hino Motors | Manufacturing | 422 |
| West Virginia University-Parkersburg | Education | 318 |
| | **Total** | **10,237** |

Source: Wood County Economic Development (2024)

Major employers in the area are engaged in several types of businesses, including healthcare, government administration, education, manufacturing, retail, and financial services (insurance). As five of the 10 largest employers in the area are within relatively stable employment sectors (healthcare, government, and education), this helps to partially insulate Parkersburg from sharp economic downturns. Although it appears that several of the major employers in the area are engaged in business activities with occupations that typically offer competitive compensation, many of the support positions are likely to have low to moderate wages. This contributes to the demand for affordable housing in Parkersburg and Wood County.

A map illustrating the location of the area's largest employers is included on the following page.

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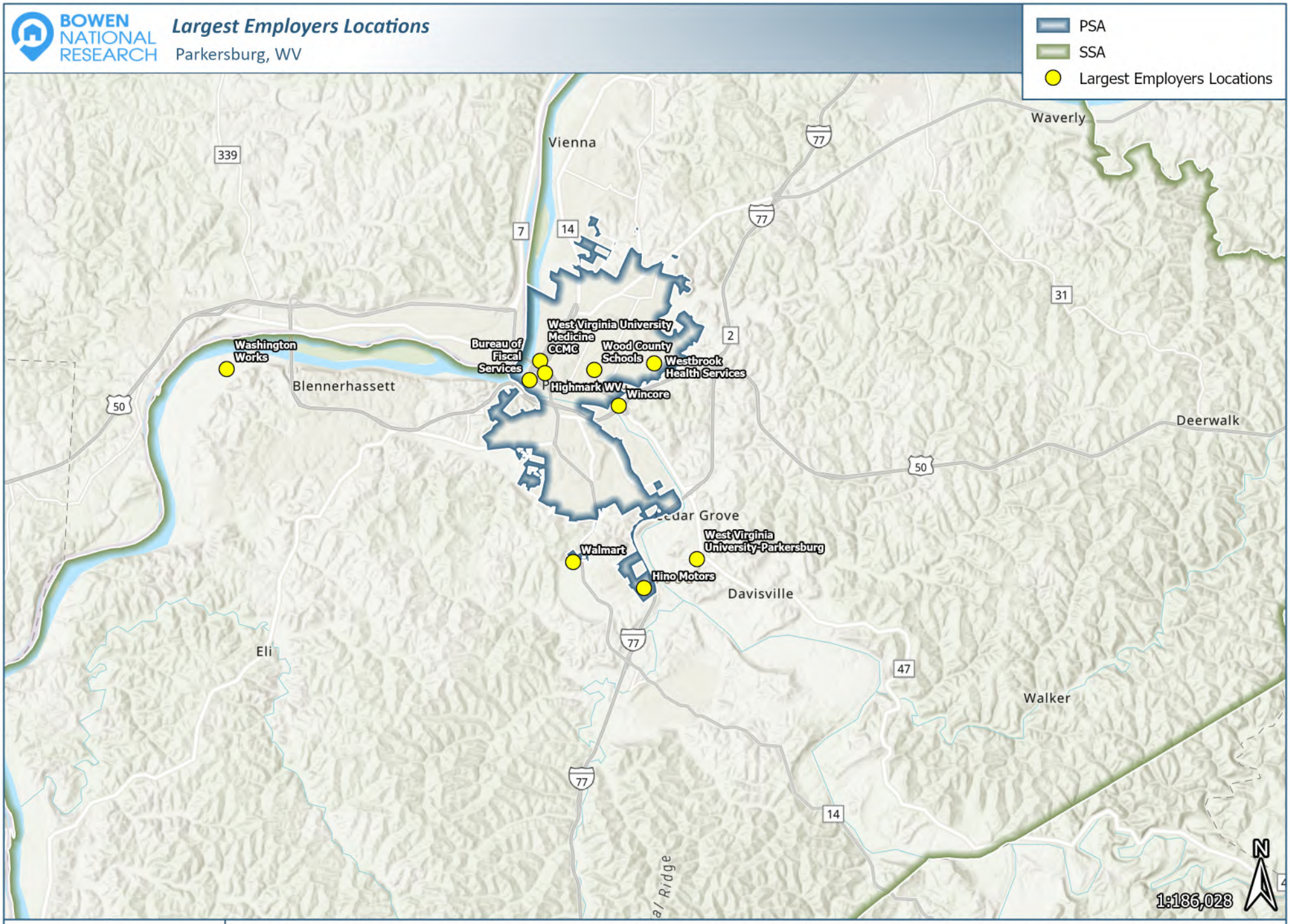
# Largest Employers Locations

Parkersburg, WV




0 0.95 1.9 2.85 3.8 Miles

Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, (c) OpenStreetMap contributors, and the GIS User Community, Esri, CGIAR, USGS
Additional Source(s): Bowen National Research

Economic Development

Economic development can improve the economic well-being and quality of life for a region or community by building local wealth, diversifying the economy, and creating and retaining jobs. Local perspective on the economy as well as notable developments in the area are summarized in this section.

According to a representative with the Wood County Development Authority and Parkersburg-Wood County Area Development Corporation, the Wood County economy is stable and improving with prospective employers that provide an opportunity for additional improvement. Despite the positive prospects, the representative noted that multiple manufacturers in the area have experienced challenges related to increased costs within their supply chains, and government uncertainties may be an additional challenge for the local economy.

The following table summarizes some recent and/or ongoing economic development projects within the Parkersburg area as of the time of this analysis:

| Economic Development Activity | | | |
|---|---|---|---|
| **Project Name** | **Investment** | **Job Creation** | **Scope of Work/Details** |
| West Virginia University (WVU) | $38 million | 15 | WVU at Parkersburg is renovating the former Church of Christ college in Vienna, WV for the Innovation and Technology Center which will focus on science, technology and engineering-related course work. Project will also construct an additive manufacturer. |

One notable economic development project was currently underway at the time of research. The West Virginia University renovation project at the former Church of Christ college in Vienna has a total investment value of approximately $38 million and is expected to create 15 additional jobs. A manufacturing component is also included in the scope of the project, but additional details of this element were not available at the time of research.

Infrastructure

The following table summarizes major infrastructure projects identified within the Parkersburg area as of the time of this analysis:

| Infrastructure Projects | | |
|---|---|---|
| **Project Name** | **Investment** | **Scope of Work** |
| 12th Street | $2.5 million | Project includes work along 12th street in Vienna that will connect to the new West Virginia University at Parkersburg Innovation and Technology Center. |
| West Virginia Broadband | $1.2 billion | In October 2024, planning began to expand broadband throughout the state. Allocated federal money would be used, with approval from Washington. Construction could begin by late 2025 with completion by 2028 or 2029. |

Infrastructure projects in the area include the 12th Street project ($2.5 million) to improve connectivity to the West Virginia University Parkersburg Innovation and Technology Center and the statewide broadband expansion project with a total valuation of $1.2 billion. Projects such as these will improve area infrastructure to support expansion within the local economy.

## D. PERSONAL MOBILITY

The ability of a person or household to travel easily, quickly, safely, and affordably throughout a market influences the desirability of a housing market. If traffic congestion creates long commuting times or public transit service is not available for people without access to a personal vehicle, their quality of life is diminished. Factors that lower resident satisfaction weaken housing markets. Typically, people travel frequently outside of their residences for three reasons: 1) to commute to work, 2) to run errands or 3) for recreational purposes.

Commuting Mode and Time

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

| Study Area | | Commuting Mode | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | Drive Alone | Carpool | Public Transit | Walk | Other Means | Work at Home | Total |
| PSA | Number | 8,968 | 1,272 | 271 | 464 | 219 | 1,136 | 12,330 |
| | Percent | 72.7% | 10.3% | 2.2% | 3.8% | 1.8% | 9.2% | 100.0% |
| SSA | Number | 19,059 | 1,638 | 56 | 224 | 198 | 2,436 | 23,611 |
| | Percent | 80.7% | 6.9% | 0.2% | 0.9% | 0.8% | 10.3% | 100.0% |
| Wood County | Number | 28,027 | 2,910 | 327 | 688 | 417 | 3,572 | 35,941 |
| | Percent | 78.0% | 8.1% | 0.9% | 1.9% | 1.2% | 9.9% | 100.0% |
| West Virginia | Number | 573,164 | 62,293 | 4,439 | 18,294 | 9,449 | 66,500 | 734,139 |
| | Percent | 78.1% | 8.5% | 0.6% | 2.5% | 1.3% | 9.1% | 100.0% |

Source: ESRI

| Study Area | | Commuting Time | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | Less Than 15 Minutes | 15 to 29 Minutes | 30 to 44 Minutes | 45 to 59 Minutes | 60 or More Minutes | Work at Home | Total |
| PSA | Number | 5,016 | 4,404 | 662 | 430 | 684 | 1,136 | 12,332 |
| | Percent | 40.7% | 35.7% | 5.4% | 3.5% | 5.5% | 9.2% | 100.0% |
| SSA | Number | 6,319 | 10,567 | 2,584 | 623 | 1,080 | 2,436 | 23,609 |
| | Percent | 26.8% | 44.8% | 10.9% | 2.6% | 4.6% | 10.3% | 100.0% |
| Wood County | Number | 11,335 | 14,971 | 3,246 | 1,053 | 1,764 | 3,572 | 35,941 |
| | Percent | 31.5% | 41.7% | 9.0% | 2.9% | 4.9% | 9.9% | 100.0% |
| West Virginia | Number | 190,546 | 241,109 | 119,241 | 51,760 | 64,981 | 66,500 | 734,137 |
| | Percent | 26.0% | 32.8% | 16.2% | 7.1% | 8.9% | 9.1% | 100.0% |

Source: ESRI

Within the PSA (Parkersburg), 83.0% of commuters either drive alone or carpool to work. This represents a smaller combined share of such commuting modes when compared to the SSA (Balance of County) and statewide shares of 87.6% and 86.6%, respectively. The smaller proportion of such commuters in the PSA is primarily attributed to the shares of individuals who utilize public transit (2.2%) or walk to work (3.8%). Given that there are higher shares of individuals in the PSA who use public transit or walk to work as compared to the SSA and state, accessibility to the transit services and walkability are important components of the overall commuting patterns within Parkersburg.

Over 40% of PSA commuters have commute times of less than 15 minutes, which is notably higher than the SSA and state shares of 26.8% and 26.0%, respectively. Overall, 76.4% of PSA workers have commute times of less than 30 minutes to work, and 9.2% work from home. As a result, the vast majority of workers within Parkersburg enjoy short commute times or no commute at all. This is a positive attribute for the PSA and could be potentially leveraged to attract additional residents and/or businesses to the area.

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

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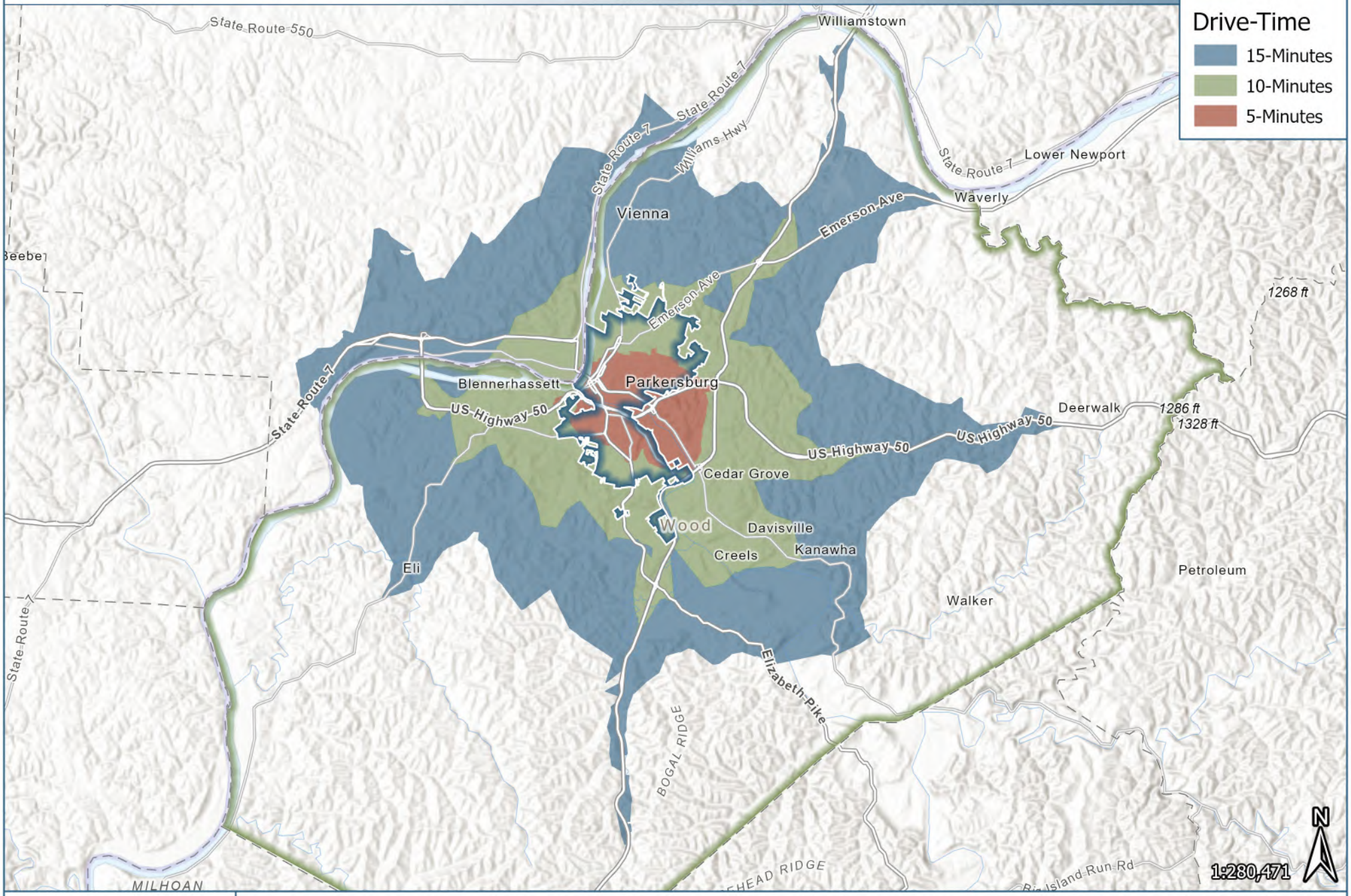
# Drive Time from Center of Parkersburg

Parkersburg, WV




0 1 2 3 4 Miles

Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, (c) OpenStreetMap contributors, and the GIS User Community, Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community, Esri, CGIAR, USGS

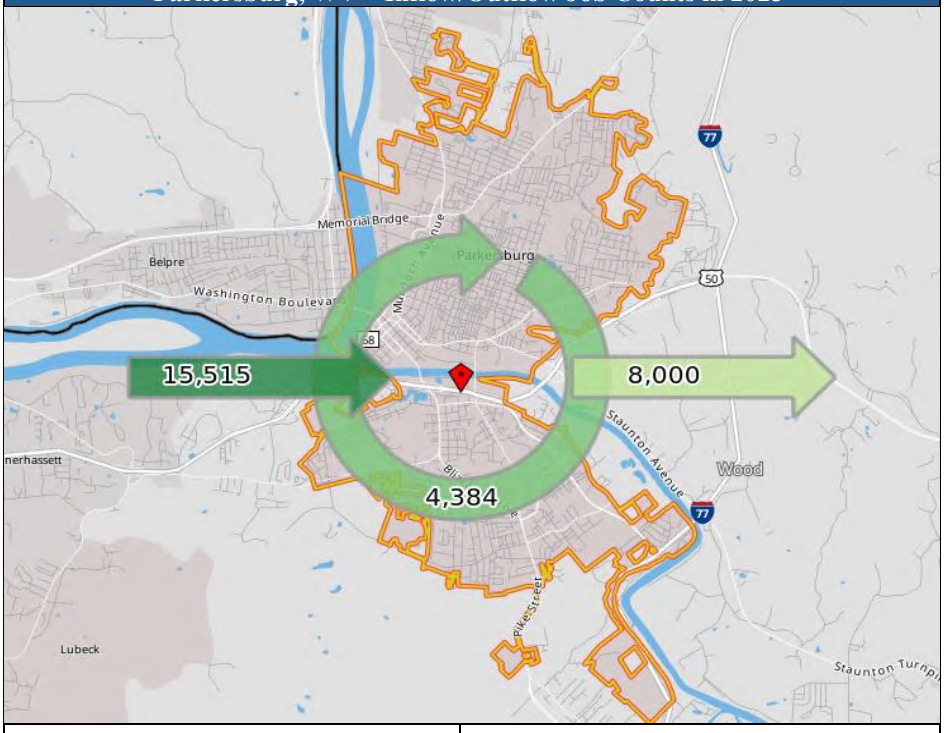
Additional Source(s): Bowen National Research

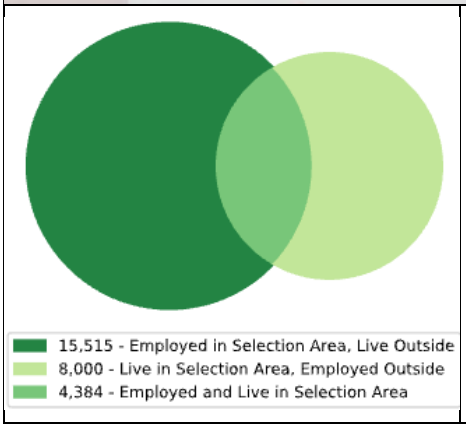
Commuting Inflow/Outflow

According to 2023 U.S. Census Longitudinal Origin-Destination Employment Statistics (LODES), of the 12,384 employed residents of the PSA (Parkersburg), 8,000 (64.6%) are employed outside the PSA, while the remaining 4,384 (35.4%) are employed inside Parkersburg. In addition, 15,515 people commute into the PSA from surrounding areas for employment. These 15,515 non-residents account for 78.0% of the people employed in the PSA and represent a notable base of potential support for future residential development.

The following illustrates the number of jobs filled by in-commuters and residents, as well as the number of resident out-commuters for the PSA in 2023.

**Parkersburg, WV – Inflow/Outflow Job Counts in 2023**




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

| | 2023 Count | 2023 Share |
|---|---|---|
| Employed in the Selection Area | 19,899 | 100.0% |
| Employed in the Selection Area but Living Outside | 15,515 | 78.0% |
| Employed and Living in the Selection Area | 4,384 | 22.0% |
| Living in the Selection Area | 12,384 | 100.0% |
| Living in the Selection Area but Employed Outside | 8,000 | 64.6% |
| Living and Employed in the Selection Area | 4,384 | 35.4% |

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

Characteristics of the PSA commuting flow in 2023 are illustrated in the following table.

| Commuting *Flow* Analysis by Earnings, Age and Industry Group (2023, All Jobs) | | | | | | |
|---|---|---|---|---|---|---|
| PSA (Parkersburg) | | | | | | |
| Worker Characteristics | Resident Outflow | | Workers Inflow | | Resident Workers | |
| | Number | Share | Number | Share | Number | Share |
| Ages 29 or younger | 2,055 | 25.7% | 3,059 | 19.7% | 841 | 19.2% |
| Ages 30 to 54 | 4,216 | 52.7% | 8,630 | 55.6% | 2,394 | 54.6% |
| Ages 55 or older | 1,729 | 21.6% | 3,826 | 24.7% | 1,149 | 26.2% |
| *Earning <$1,250 per month* | 1,668 | 20.9% | 2,528 | 16.3% | 885 | 20.2% |
| *Earning $1,251 to $3,333* | 2,871 | 35.9% | 4,743 | 30.6% | 1,633 | 37.2% |
| *Earning $3,333+ per month* | 3,461 | 43.3% | 8,244 | 53.1% | 1,866 | 42.6% |
| **Total Worker Flow** | **8,000** | **100.0%** | **15,515** | **100.0%** | **4,384** | **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 PSA's (Parkersburg) 15,515 in-commuters, 19.7% are 29 years of age or younger, 55.6% are between the ages of 30 and 54 years, and 24.7% are aged 55 or older. In regard to income, the largest share (53.1%) of inflow workers earn $3,333 or more per month ($40,000 or more annually), followed by workers that earn between $1,251 and $3,333 per month (between $15,000 and $40,000) annually. Because these individuals represent a base of potential support for future residential development, a variety of housing product types could be developed to potentially attract these inflow commuters to relocate to Parkersburg. However, the overall health of the local housing market can greatly influence the probability of in-commuters relocating to the area. A detailed analysis of the area housing market (availability, costs, and product mixture) is included in Section VI of this report.

The commuting patterns of the PSA were considered when evaluating the overall housing needs of Parkersburg. A portion of the commuting inflow (potential external market support) is included in the Housing Gap Estimates in Section VIII of this report.

# VI. HOUSING SUPPLY ANALYSIS

This housing supply analysis includes a variety of housing alternatives. Understanding the historical trends, market performance, characteristics, composition, and current housing choices provide critical information as to current market conditions and future housing potential. The housing data presented and analyzed in this section includes primary data collected directly by Bowen National Research and secondary data sources including American Community Survey, U.S. Census housing information, and data provided by various government entities and real estate professionals. Given that this is an update to the previous Housing Needs Assessment (HNA) of Wood County, West Virginia that was completed by Bowen National Research in September of 2022, comparisons of selected housing supply data are made between the current survey and the previous data, when applicable.

While there are a variety of housing options offered in the Primary Study Area (PSA, Parkersburg) and Secondary Study Area (SSA, Balance of County), this analysis is focused on the most common housing alternatives. The housing structures included in this analysis are:

- **Rental Housing** – Rental properties consisting of multifamily apartments (generally with five or more units within a structure) were identified and surveyed. An analysis of non-conventional rentals (typically with four or less units within a structure) was also conducted.

- **For-Sale Housing** – For-sale housing alternatives, both recent sales activity and currently available supply, were inventoried. This data includes single-family homes, condominiums, mobile homes, and other traditional housing alternatives. It includes stand-alone product as well as homes within planned developments or projects.

For the purposes of this analysis, the housing supply information is presented for the Primary Study Area (PSA, Parkersburg), the Secondary Study Area (SSA, Balance of County), the entirety of Wood County, and the state of West Virginia, when available.

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

## A. OVERALL HOUSING SUPPLY (SECONDARY DATA)

This section of analysis on the area housing supply is based on secondary data sources such as the U.S. Census, American Community Survey and ESRI. Note that some small variation of total numbers and percentages within tables may exist due to rounding.

Housing Characteristics

The estimated distribution of the area housing stock by tenure (renter and owner) within the study areas for 2026 is summarized in the following table:

| | | Occupied and Vacant Housing Units by Tenure (2026) | | | | |
|---|---|---|---|---|---|---|
| | | Total Occupied | Owner Occupied | Renter Occupied | Vacant | Total |
| **PSA** | Number | 13,303 | 8,138 | 5,165 | 1,997 | 15,300 |
| | Percent | 86.9% | 61.2% | 38.8% | 13.1% | 100.0% |
| **SSA** | Number | 22,892 | 18,210 | 4,682 | 2,234 | 25,126 |
| | Percent | 91.1% | 79.5% | 20.5% | 8.9% | 100.0% |
| **Wood County** | Number | 36,195 | 26,348 | 9,847 | 4,231 | 40,426 |
| | Percent | 89.5% | 72.8% | 27.2% | 10.5% | 100.0% |
| **West Virginia** | Number | 751,098 | 560,663 | 190,435 | 120,172 | 871,270 |
| | Percent | 86.2% | 74.6% | 25.4% | 13.8% | 100.0% |

Source: ESRI; Bowen National Research

In total, there are an estimated 15,300 housing units within the PSA (Parkersburg) in 2026. Based on ESRI estimates, of the 13,303 total *occupied* housing units in the PSA, 61.2% are owner occupied, while 38.8% are renter occupied. This distribution of product by tenure within the PSA is more heavily weighted toward renter-occupied housing than the surrounding SSA (Balance of County) and the state of West Virginia, which have shares of renter-occupied units of 20.5% and 25.4%, respectively. Overall, 13.1% of the total housing units within the PSA are classified as vacant, which is a higher share of such units compared to the SSA (8.9%), but less than the statewide share of 13.8%. Vacant units are comprised of a variety of units including abandoned properties, rentals, for-sale, and seasonal housing units.

According to 2024 Five-Year American Community Survey (ACS) estimates, over one-half (53.2%) of the vacant housing units in the PSA are categorized as "Other Vacant." These can include properties in foreclosure or in legal proceedings, units being prepared for sale or rent, units currently under repair or needing repairs, and abandoned or condemned units. The remaining vacant units are comprised of units for rent (18.3%), for-sale (13.8%), units rented or sold but not occupied (7.7%), and seasonal/recreational units (6.9%). Within the state, the distribution of vacant units by type is more heavily concentrated among seasonal/recreational units (22.6%), though "Other Vacant" units also comprise the majority (57.5%) of all vacant units within the state. Regardless, the data illustrates that the majority of vacant units within the PSA are not immediately available for permanent occupancy.

The following table compares key housing age and conditions for each of the study areas based on 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 kitchens or bathroom plumbing are illustrated for each area by tenure (renter or owner). It is important to note that some occupied housing units may have more than one housing issue.

| | Housing Age and Conditions (2024) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Pre-1970 Product | | | | Overcrowded | | | | Incomplete Plumbing or Kitchen | | | |
| | Renter | | Owner | | Renter | | Owner | | Renter | | Owner | |
| | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| **PSA** | 2,716 | 56.7% | 6,764 | 79.5% | 28 | 0.6% | 24 | 0.3% | 52 | 1.1% | 0 | 0.0% |
| **SSA** | 1,126 | 26.8% | 6,965 | 37.9% | 96 | 2.4% | 23 | 0.1% | 44 | 1.1% | 88 | 0.5% |
| **Wood County** | 3,842 | 43.1% | 13,728 | 51.0% | 124 | 1.4% | 47 | 0.2% | 96 | 1.1% | 88 | 0.3% |
| **West Virginia** | 72,772 | 39.7% | 210,193 | 38.5% | 4,186 | 2.3% | 5,069 | 0.9% | 3,601 | 2.0% | 4,779 | 0.9% |

Source: American Community Survey 2020-2024; ESRI; Bowen National Research

Within the PSA (Parkersburg), 56.7% of renter-occupied housing and 79.5% of owner-occupied housing was built prior to 1970. Both shares of such units are substantially larger than the corresponding shares for the surrounding SSA (26.8% and 37.9%) and the state of West Virginia (39.7% and 38.5%). Although the inventory of housing units within the PSA is comparably older than those within the SSA and state, housing condition issues (overcrowding and incomplete plumbing or kitchens) are not widespread. While each respective share of housing issues for renters and owners in the PSA is generally less than the SSA or statewide shares, it is worth noting that renter households in the PSA are more likely than their owner counterparts to experience housing condition issues. Regardless, American Community Survey estimates indicate that there are approximately 80 renter households and 24 owner households living in housing units that are either overcrowded or have incomplete plumbing or kitchens. Given the large shares of pre-1970 housing units in the area, housing preservation efforts should be a part of future housing discussions to ensure the shares of substandard housing units remain low.

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

| | Household Income, Housing Costs and Affordability | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Total Households (2026) | Median Household Income (2026) | Median Home Value (2026) | Median Gross Rent (2024) | Share of Cost Burdened Households (2024)* | | Share of Severe Cost Burdened Households (2024)** | |
| | | | | | Renter | Owner | Renter | Owner |
| **PSA** | 13,303 | $44,738 | $133,138 | $801 | 45.0% | 15.9% | 16.0% | 5.1% |
| **SSA** | 22,892 | $72,441 | $216,191 | $843 | 41.9% | 13.4% | 16.5% | 5.3% |
| **Wood County** | 36,195 | $62,055 | $178,585 | $822 | 43.4% | 13.8% | 16.8% | 5.2% |
| **West Virginia** | 751,098 | $63,552 | $188,873 | $872 | 40.4% | 14.5% | 20.3% | 6.4% |

Source: American Community Survey 2020-2024; ESRI; 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 of $133,138 within the PSA (Parkersburg) is 38.4% lower than the median home value of $216,191 in the SSA (Balance of County) and 29.5% lower than the state's estimated median home value of $188,873. While less than the percentage differences in median home values, the median gross rent of $801 in the PSA is 5.0% lower than the SSA and 8.1% lower than the state median rents. Despite the lower median home value and lower median gross rent, the shares of cost burdened renter households (45.0%) and owner households (15.9%) in the PSA are higher than both the SSA and state shares. This is primarily influenced by the substantially lower median household income ($44,738) in the PSA as compared to both the SSA ($72,441) and state ($63,552). In addition, 16.0% of renter households and 5.1% of owner households in the PSA are *severe* cost burdened. Although the shares of severe cost burdened households in the PSA are slightly less than the SSA and state shares, the data illustrates that a large portion of area households struggle with housing affordability.

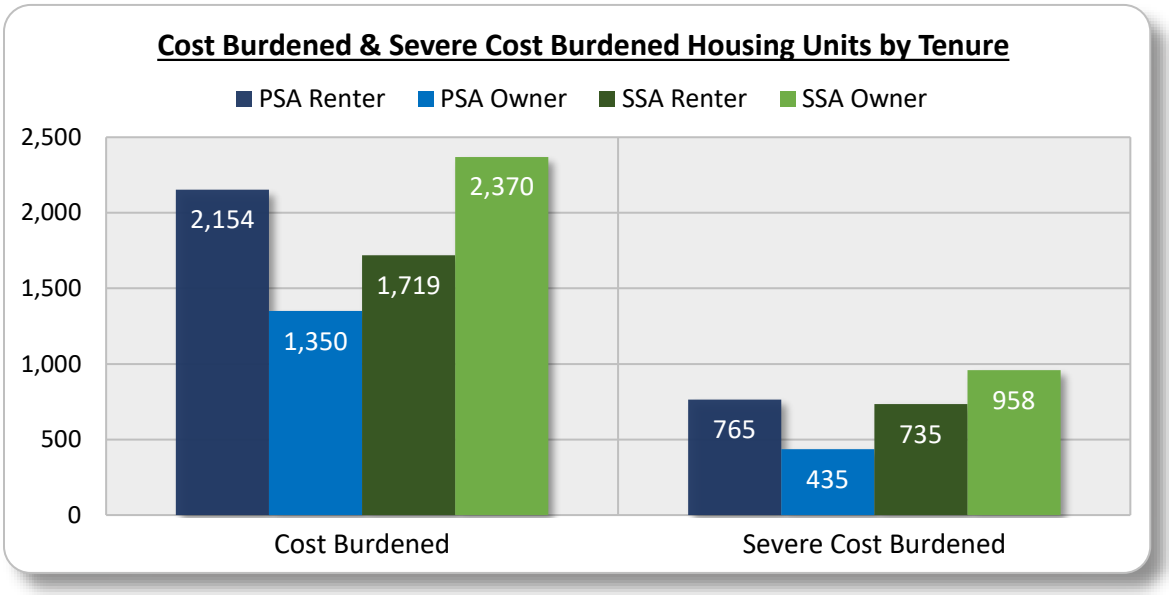
The following table provides the estimated *number* of cost burdened and severe cost burdened households for each study area.

| | Number of Cost Burdened/Severe Cost Burdened Households by Tenure (2024) | | | | | |
|---|---|---|---|---|---|---|
| | Cost Burdened Households* | | Total Cost Burdened | Severe Cost Burdened Households** | | Total Severe Cost Burdened |
| | Renter | Owner | | Renter | Owner | |
| **PSA** | 2,154 | 1,350 | 3,504 | 765 | 435 | 1,200 |
| **SSA** | 1,719 | 2,370 | 4,089 | 735 | 958 | 1,693 |
| **Wood County** | 3,873 | 3,720 | 7,593 | 1,500 | 1,393 | 2,893 |
| **West Virginia** | 73,961 | 78,893 | 152,854 | 37,151 | 34,907 | 72,058 |

Source: American Community Survey 2020-2024; ESRI; Bowen National Research
*Paying more than 30% of income toward housing costs
**Paying more than 50% of income toward housing costs

Overall, there are approximately 2,154 renter households and 1,350 owner households in the PSA that are housing cost burdened. Although this represents a notable decrease in the number of cost burdened *renter* households compared to the prior American Community Survey period between 2016 and 2020, which estimated there were 2,428 renter households were cost burdened, the number of cost burdened owner households is only slightly lower than the estimate (1,313) reported in the previous survey. As such, it appears some progress has been made in terms of rental affordability in the PSA. However, there are still a significant number of cost burdened renter and owner households in the area, of which 765 renter households and 435 owner households are *severe* cost burdened. Therefore, housing affordability is still a notable issue for many households living in Parkersburg, and affordable housing should remain as a critical component of future housing development in the area.

The following graph illustrates cost burdened households (paying more than 30% of income toward housing costs) and *severe* cost burdened (paying more than 50% of income toward housing costs) by tenure within the PSA and SSA.




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

| | | Renter-Occupied Housing by Units in Structure (2024) | | | | Owner-Occupied Housing by Units in Structure (2024) | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | 4 Units or Less | 5 Units or More | Mobile Home/Other | Total | 4 Units or Less | 5 Units or More | Mobile Home/Other | Total |
| **PSA** | Number | 3,245 | 1,520 | 24 | 4,789 | 8,407 | 0 | 97 | 8,504 |
| | Percent | 67.8% | 31.7% | 0.5% | 100.0% | 98.9% | 0.0% | 1.1% | 100.0% |
| **SSA** | Number | 2,599 | 1,156 | 380 | 4,135 | 16,234 | 12 | 2,162 | 18,408 |
| | Percent | 62.8% | 28.0% | 9.2% | 100.0% | 88.2% | 0.1% | 11.7% | 100.0% |
| **Wood County** | Number | 5,844 | 2,676 | 404 | 8,924 | 24,641 | 12 | 2,259 | 26,912 |
| | Percent | 65.5% | 30.0% | 4.5% | 100.0% | 91.6% | 0.0% | 8.4% | 100.0% |
| **West Virginia** | Number | 106,836 | 53,192 | 23,058 | 183,086 | 472,264 | 2,013 | 71,357 | 545,634 |
| | Percent | 58.4% | 29.1% | 12.6% | 100.0% | 86.6% | 0.4% | 13.1% | 100.0% |

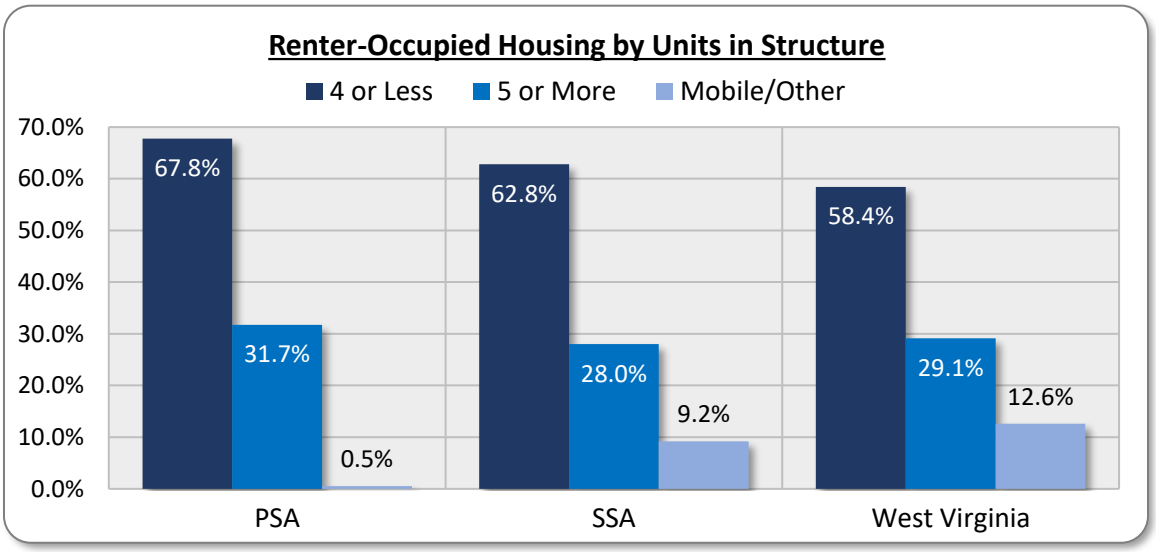
Source: American Community Survey 2020-2024; ESRI; Bowen National Research

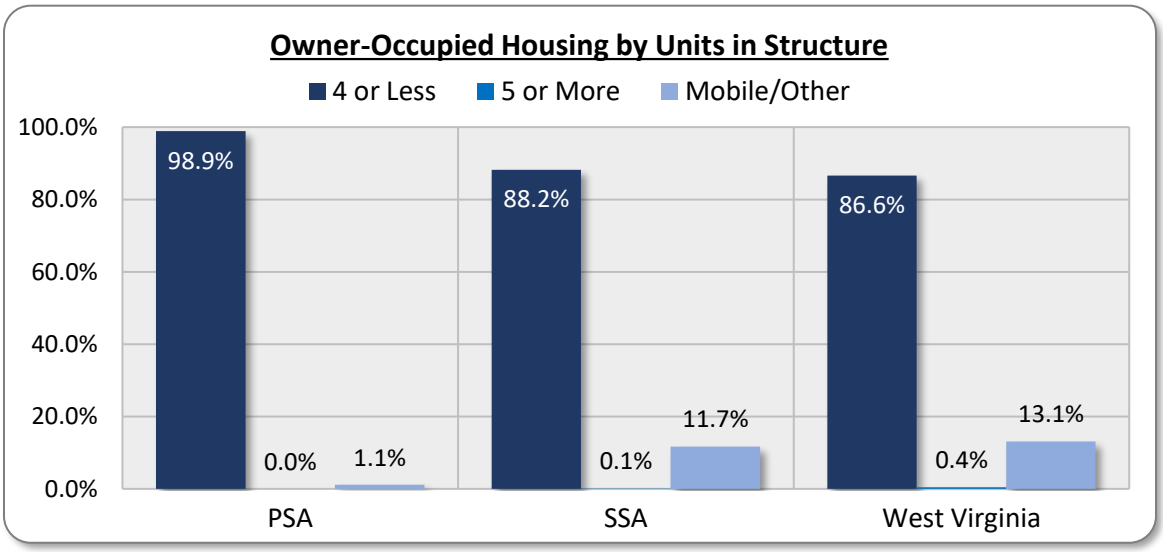
Approximately 31.7% of the *rental* units in the PSA (Parkersburg) are within structures of five units or more (multifamily apartments), which is slightly higher than the shares within the surrounding SSA (28.0%) and state (29.1%). By comparison, rental units within structures of four units or less and mobile homes (non-conventional rentals) comprise over two-thirds (68.3%) of all rental units in the PSA. While this is generally comparable to the overall shares within the SSA and state, it is worth noting that mobile homes comprise less than 1% of all rental units in the PSA, whereas mobile homes account for comparably larger shares of the rental inventory in the SSA (9.2%) and state (12.6%).

Among the owner-occupied housing inventory in the PSA, nearly all housing units (98.9%) are within structures of four or less units, while mobile homes comprise only 1.1%. Similar to the rental unit distribution, this share of mobile homes in the PSA is considerably less than the corresponding shares for the SSA (11.7%) and state (13.1%). Owner-occupied structures of five or more units (i.e., condominiums, townhomes, or rowhouses) are virtually non-existent in the PSA and comprise miniscule shares of the inventory in the SSA (0.1%) and state (0.4%).

Detailed analyses of the multifamily rentals, non-conventional rentals, and for-sale housing supply are included later in this section.

The following graphs compare the shares of renter- and owner-occupied housing units by units in structure for each study area.



## B. RENTAL HOUSING SUPPLY ANALYSIS (BOWEN NATIONAL SURVEY)

### 1. Introduction

Bowen National Research conducted research and analysis of various rental housing alternatives within the PSA (Parkersburg) and the surrounding SSA (Balance of County). This analysis includes multifamily and non-conventional rental housing.

### 2. Multifamily Rental Housing

In the months immediately preceding July of 2026, Bowen National Research surveyed a total of 27 multifamily rental housing projects containing a total of 1,516 units within the PSA (Parkersburg) and 23 projects containing 1,187 units in the SSA (Balance of County). While this survey does not include all properties in the market, it does include the majority of the larger properties. The overall survey is considered representative of the performance, conditions and trends of multifamily rental housing in the market. Projects identified, inventoried, and surveyed operate as market-rate and under a number of affordable housing programs including the Low-Income Housing Tax Credit (LIHTC) program and various HUD programs. Whereas market-rate projects have no income restrictions and rents are dictated by local market conditions, projects operating under the LIHTC program, or Tax Credit projects, are typically restricted to households earning between 50% and 80% of Area Median Household Income (AMHI). While the field survey may also include income-restricted projects that do not operate under the LIHTC program, these projects are generally included within the non-subsidized Tax Credit data for the purposes of this analysis, when applicable, as income restrictions are typically similar to those of Tax Credit projects. By comparison, projects that operate under one of the various HUD programs, or government-subsidized projects, are generally restricted to very low-income households that earn 50% or less of AMHI. Definitions of each housing program are included in *Addendum E: Glossary*.

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

| Surveyed Multifamily Rental Housing<br>Wood County, West Virginia | | | | | |
|---|---|---|---|---|---|
| Project Type | Projects Surveyed | Total Units | Vacant Units | Occupancy Rate 7/2026 | Occupancy Rate 8/2022 |
| **PSA (Parkersburg)** | | | | | |
| Market-Rate | 13 | 682 | 5 | 99.3% | 99.0% |
| Tax Credit | 8 | 317 | 1 | 99.7% | 100.0% |
| Tax Credit/Government-Subsidized | 2 | 180 | 0 | 100.0% | 100.0% |
| Government-Subsidized | 4 | 337 | 0 | 100.0% | 100.0% |
| **Total** | **27** | **1,516** | **6** | **99.6%** | **99.5%** |
| **SSA (Balance of County)** | | | | | |
| Market-Rate | 11 | 563 | 8 | 98.6% | 97.0% |
| Tax Credit | 3 | 117 | 11 | 90.6% | 100.0% |
| Tax Credit/Government-Subsidized | 5 | 204 | 0 | 100.0% | 100.0% |
| Government-Subsidized | 4 | 303 | 14 | 95.4% | 99.4% |
| **Total** | **23** | **1,187** | **33** | **97.2%** | **98.5%** |

Source: Bowen National Research

Among the 27 multifamily projects surveyed in the PSA (Parkersburg), 13 are market-rate projects, eight are Tax Credit projects, and six are government-subsidized projects or a combination of Tax Credit and subsidized projects. Overall, the multifamily apartments within the PSA are 99.6% occupied with only six vacancies. Of these, five vacancies are within market-rate projects and one is located in a Tax Credit project. The current overall occupancy rate within the PSA is marginally higher than the prior survey occupancy rate of 99.5% in August 2022. Typically, in healthy and well-balanced markets, multifamily rentals operate at an overall 94% to 96% occupancy rate. As such, the current and previous overall occupancy rates indicate there is a notable lack of available units and the very limited availability has likely been a consistent challenge in recent years. Among the different project types, occupancy rates range from 99.3% (market-rate) to 100% (government-subsidized), which is nearly identical to the range from the prior survey. While the overall occupancy rate of 97.2% in the surrounding SSA is lower than the PSA, this still represents a limited supply of available rentals. As such, it is apparent that multifamily rentals across a range of affordability levels are in very high demand within Parkersburg and the surrounding area.

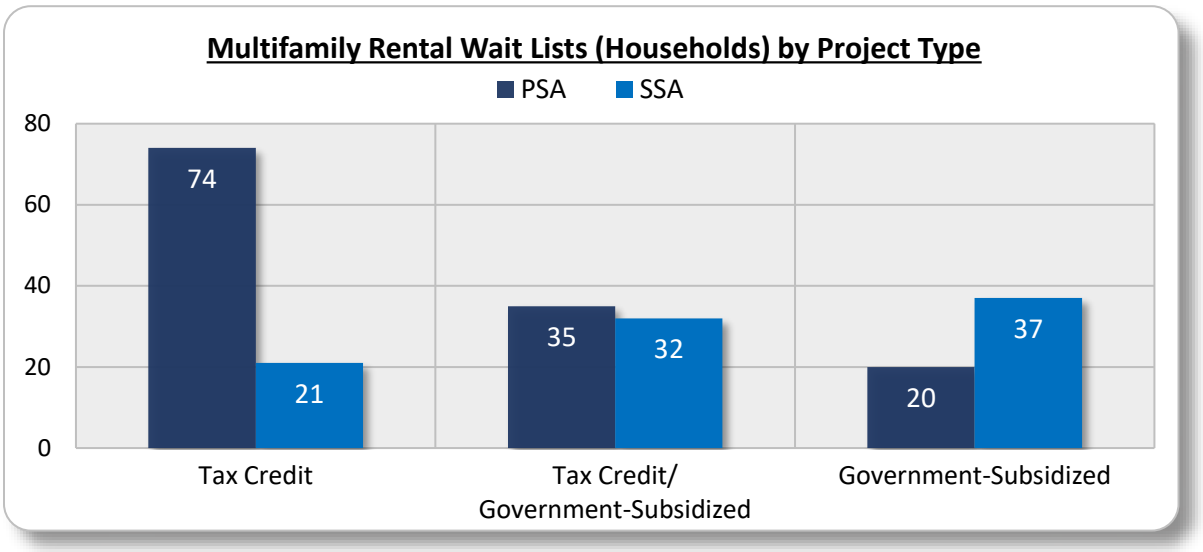
The following table summarizes the share of properties that maintain wait lists and the corresponding total number of households and/or the maximum length of wait for the next available unit by project type.

| Surveyed Multifamily Rental Housing Wait Lists<br>Wood County, West Virginia | | | | |
|---|---|---|---|---|
| Project Type | Projects Surveyed | Projects with Wait Lists | % Maintain Wait List | Wait List |
| **PSA (Parkersburg)** | | | | |
| Market-Rate | 13 | 0 | 0.0% | - |
| Tax Credit | 8 | 6 | 75.0% | 74 HH |
| Tax Credit/Government-Subsidized | 2 | 2 | 100.0% | 35 HH |
| Government-Subsidized | 4 | 4 | 100.0% | 20 HH / 6-9 Mo. |
| **SSA (Balance of County)** | | | | |
| Market-Rate | 11 | 0 | 0.0% | - |
| Tax Credit | 3 | 2 | 66.7% | 21 HH |
| Tax Credit/Government-Subsidized | 5 | 5* | 100.0% | 32 HH |
| Government-Subsidized | 4 | 2 | 50.0% | 37 HH |

Source: Bowen National Research
HH – Households; Mo. – Months
*One of the surveyed properties maintains a wait list, but number of households/length of wait unknown

As the preceding illustrates, 75.0% of the Tax Credit projects and 100.0% of the government-subsidized projects in the PSA maintain wait lists. Among the projects that maintain wait lists in the PSA, there is a total of 74 households on the Tax Credit wait lists and 55 households on the government-subsidized wait lists with an estimated length of wait between six and nine months. This is generally consistent with survey data from the surrounding SSA where two-thirds of the Tax Credit projects and seven of the nine government-subsidized projects maintain wait lists. Although none of the market-rate projects in the PSA or SSA maintain wait lists, the high occupancy rates in both areas are an indication of very strong demand for market-rate products. Given the very high occupancy rates and broad presence of wait lists for the Tax Credit and government-subsidized, there appears to be notable pent-up demand for affordable rental alternatives in the market. While this represents a housing challenge, it also represents a potential future development opportunity in both Parkersburg and the surrounding areas of Wood County.

The following graph illustrates the total number of households on the multifamily rental wait lists by project type in the PSA and SSA.




*Market-Rate Apartments*

Market-rate units operate without any government rent or income restrictions and are generally priced according to current market conditions in the area. A total of 13 market-rate multifamily projects were surveyed in the PSA, and 11 market-rate properties were surveyed in the surrounding SSA. Overall, these properties contain 1,245 market-rate units, of which 682 (54.8%) are in the PSA and 563 (45.2%) are in the SSA.

The following table summarizes the market-rate units by bedroom/bathroom type.

| Market-Rate | | | | | | | |
|---|---|---|---|---|---|---|---|
| Bedroom | Baths | Units | Distribution | Vacant Units | % Vacant | Median Collected Rent 7/2026 | Median Collected Rent 8/2022 |
| **PSA (Parkersburg)** | | | | | | | |
| One-Bedroom | 1.0 | 255 | 37.4% | 3 | 1.2% | $775 | $675 |
| Two-Bedroom | 1.0 | 261 | 38.3% | 2 | 0.8% | $875 | $775 |
| Two-Bedroom | 1.5 | 40 | 5.9% | 0 | 0.0% | $950 | $850 |
| Two-Bedroom | 2.0 | 71 | 10.4% | 0 | 0.0% | $1,071 | $765 |
| Three-Bedroom | 1.0 | 7 | 1.0% | 0 | 0.0% | $1,050 | $875 |
| Three-Bedroom | 1.5 | 35 | 5.1% | 0 | 0.0% | $1,093 | $850 |
| Three-Bedroom | 2.5 | 6 | 0.9% | 0 | 0.0% | $1,400 | $1,350 |
| Four-Bedroom | 1.5 | 7 | 1.0% | 0 | 0.0% | $1,275 | $1,025 |
| **Total Market-Rate** | | **682** | **100.0%** | **5** | **0.7%** | - | - |
| **SSA (Balance of County)** | | | | | | | |
| Studio | 1.0 | 10 | 1.8% | 1 | 10.0% | $645 | |
| One-Bedroom | 1.0 | 252 | 44.8% | 4 | 1.6% | $780 | |
| Two-Bedroom | 1.0 | 30 | 5.3% | 0 | 0.0% | $1,100 | |
| Two-Bedroom | 1.5 | 35 | 6.2% | 0 | 0.0% | $959 | |
| Two-Bedroom | 2.0 | 48 | 8.5% | 0 | 0.0% | $1,399 | |
| Two-Bedroom | 2.5 | 78 | 13.9% | 1 | 1.3% | $1,199 | |
| Three-Bedroom | 1.5 | 40 | 7.1% | 2 | 5.0% | $1,050 | |
| Three-Bedroom | 2.0 | 70 | 12.4% | 0 | 0.0% | $1,300 | |
| **Total Market-Rate** | | **563** | **100.0%** | **8** | **1.4%** | - | |

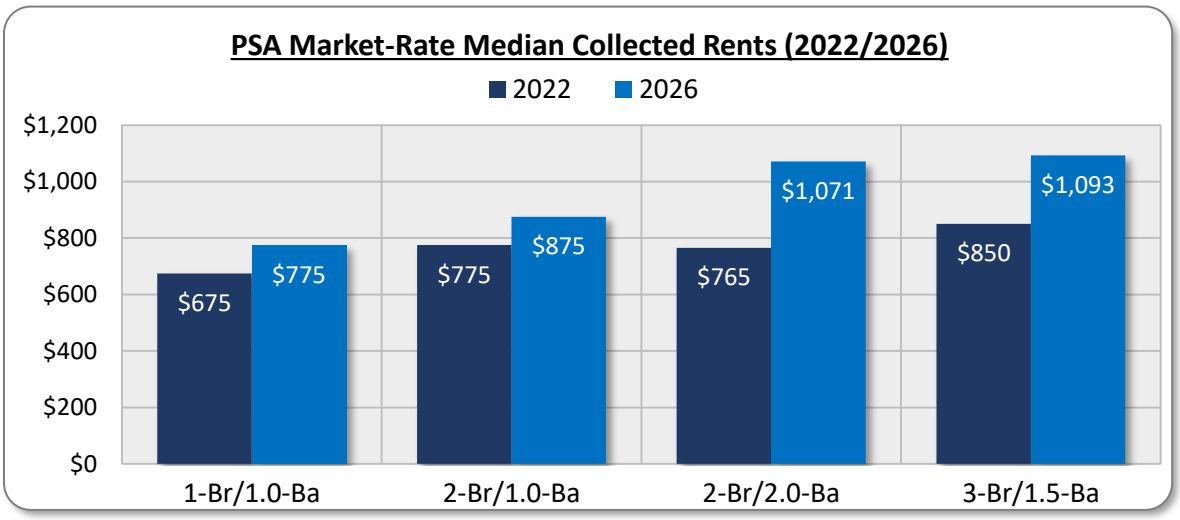
Source: Bowen National Research

The market-rate units within the PSA (Parkersburg) are 99.3% occupied, which is substantially higher than the optimal range of 94% to 96%. While there are several different bedroom/bathroom configurations offered in the PSA, one-bedroom/1.0-bathroom and two-bedroom/1.0-bathroom units collectively comprise 516 of the 682 total market-rate units, or over three-quarters (75.7%) of the total market-rate supply in the area. While these two unit configurations account for all five of the vacant units in the market, the occupancy rates for both (98.8% and 99.2%, respectively) are extremely high. Among the most common bedroom configurations, the one-bedroom/1.0-bathroom units in the PSA have a median collected rent of $775, while two-bedroom/1.0-bathroom units have a median collected rent of $875. When compared to the respective median collected rents from the previous survey in 2022 ($675 and $775), the rents for these two unit types have increased by 14.8% (one-bedroom/1.0-bathroom) and 12.9% (two-bedroom/1.0-bathroom).

Within the SSA (Balance of County), one-bedroom/1.0-bathroom units comprise the largest share (44.8%) of the market-rate units in the area, and the median collected rent of $780 for this configuration is very comparable to that of the PSA. There are only eight total vacancies in the surrounding SSA, and similar to the PSA, the overall occupancy rate of 98.6% is very high for market-rate rentals.

Overall, the very high occupancy rates in both the PSA and SSA are indicative of a market with strong demand. While the median rent for each bedroom configuration has increased since 2022, this is common in many housing markets nationally. However, very limited availability in the long-term can contribute to rapid pricing increases and restrict household growth in an area. As such, the strong rental demand and high occupancy rates in the PSA represent both a challenge and a potential development opportunity.

The following graph illustrates the 2022 and 2026 median market-rate rents for the most common bedroom types offered in the PSA.




*Tax Credit Apartments*

Tax Credit projects that operate under the Low-Income Housing Tax Credit (LIHTC) program are generally restricted to households earning up to 80% of Area Median Household Income (AMHI), though lower income targeting is often involved. Such product typically serves households with incomes greater than those that reside in government-subsidized housing, though there can be some household income overlap between Tax Credit housing and government-subsidized housing.

A total of eight surveyed multifamily projects in the PSA (Parkersburg) offer at least some Tax Credit units without a concurrent subsidy, while three projects with Tax Credit units were identified in the SSA (Balance of County). This section focuses only on the *non-subsidized* Tax Credit units, while the Tax Credit units operating with concurrent subsidies are discussed in the government-subsidized section of this report (starting on page VI-15).

The following table summarizes the non-subsidized Tax Credit units by bedroom type for the PSA and SSA.

| Tax Credit (Non-Subsidized) | | | | | | | |
|---|---|---|---|---|---|---|---|
| Bedroom | Baths | Units | Distribution | Vacant Units | % Vacant | Median Collected Rent 7/2026 | Median Collected Rent 8/2022 |
| **PSA (Parkersburg)** | | | | | | | |
| One-Bedroom | 1.0 | 63 | 19.9% | 0 | 0.0% | $748 | $575 |
| Two-Bedroom | 1.0 | 165 | 52.1% | 1 | 0.6% | $862 | $699 |
| Three-Bedroom | 1.5 | 32 | 10.1% | 0 | 0.0% | $1,010 | $834 |
| Three-Bedroom | 2.0 | 50 | 15.8% | 0 | 0.0% | $910 | $750 |
| Four-Bedroom | 2.0 | 7 | 2.2% | 0 | 0.0% | $1,034 | $983 |
| **Total Market-Rate** | | **317** | **100.0%** | **1** | **0.3%** | **-** | **-** |
| **SSA (Balance of County)** | | | | | | | |
| One-Bedroom | 1.0 | 16 | 13.7% | 0 | 0.0% | $490 | |
| Two-Bedroom | 1.0 | 73 | 62.4% | 11 | 15.1% | $785 | |
| Three-Bedroom | 1.0 | 8 | 6.8% | 0 | 0.0% | $885 | |
| Three-Bedroom | 2.0 | 12 | 10.3% | 0 | 0.0% | $620 | |
| Four-Bedroom | 2.0 | 8 | 6.8% | 0 | 0.0% | $685 | |
| **Total Market-Rate** | | **117** | **100.0%** | **11** | **9.4%** | **-** | |

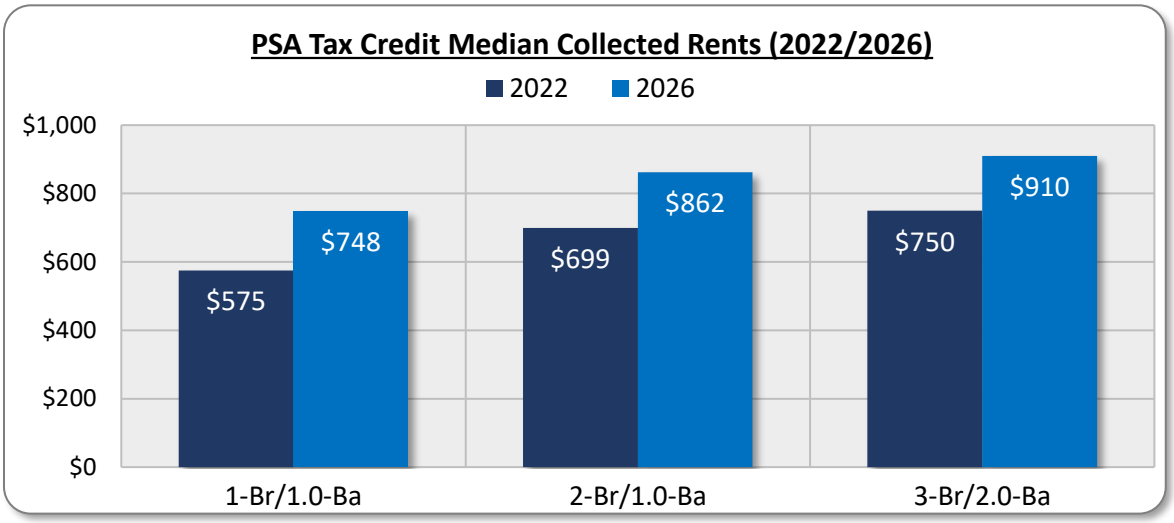
Source: Bowen National Research

The non-subsidized Tax Credit units within the PSA (Parkersburg) are 99.7% occupied with only one vacancy. This is an exceptionally high occupancy rate, and with the majority of the projects maintaining a wait list, there appears to be pent-up demand for this product type in the market. Among the most common bedroom type in the PSA, the two-bedroom/1.0-bathroom Tax Credit units have a median collected rent of $862. This is slightly lower than the median rent of $875 for the equivalent market-rate unit in the area, but considerably higher than the median rent of $785 for a two-bedroom/1.0-bathroom Tax Credit unit in the surrounding SSA. The current median rent for this unit configuration in the PSA represents an increase of 23.3% when compared to the median rent of $699 within the PSA in 2022. This is larger than the increase (12.9%) that occurred for the market-rate units with the same configuration in the PSA.

While the overall occupancy rate of 90.6% in the surrounding SSA (Balance of County) is substantially lower than the PSA and below the optimal range of 94% to 96% for rental units, this is influenced by one project that opened in December 2025. This specific project (Patriot Center) is restricted to seniors aged 55 and older earning up to 60% of Area Median Household Income (AMHI). Given the age and income restrictions of the property, the absorption rate of approximately 11 units per month within the first two months of opening is considered a healthy absorption rate. As such, it is reasonable to conclude that the project will reach stabilization (occupancy rate of 90% or higher) in the near future and the overall SSA occupancy rate for Tax Credit units will be similar to that of the PSA.

Overall, Tax Credit units in the PSA have an exceptionally high occupancy rate and the majority of the projects in the area maintain wait lists. While rents for these units have increased notably since 2022, the Tax Credit units in the PSA generally offer a more affordable rental option compared to market-rate units. Because of the high occupancy rates and wait lists, it is reasonable to conclude that pent-up demand will continue to apply upward pressure to both the Tax Credit and market-rate units in the area. Based on the monthly absorption rate for the newly constructed Tax Credit project in the SSA, it appears that the lower occupancy rate in the surrounding area of Wood County will likely only persist in the short-term. Similar to the market-rate rentals, the availability challenges among the Tax Credit supply likely represent a potential development opportunity in the area.

The following graph illustrates the 2022 and 2026 median Tax Credit rents among common bedroom types offered in the PSA.




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

**Maximum Allowable AMHI Gross Rents (2026)**
**Parkersburg, West Virginia (Wood County)**

| Percent of AMHI | Studio | One-Bedroom | Two-Bedroom | Three-Bedroom | Four-Bedroom |
|---|---|---|---|---|---|
| 50% | $657 | $704 | $845 | $976 | $1,090 |
| 60% | $789 | $845 | $1,014 | $1,172 | $1,308 |
| 80% | $1,052 | $1,127 | $1,352 | $1,563 | $1,744 |

Source: Novogradac & Company LLP; Bowen National Research

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

Projects can be developed under federal programs that use Fair Market Rents or the HOME Program rents. The following table illustrates the 2026 Fair Market Rents and Low HOME and High HOME rents for Wood County, West Virginia.

| Fair Market Rents and Low/High HOME Rents – Wood County, WV | | | | |
|---|---|---|---|---|
| Studio | One-Bedroom | Two-Bedroom | Three-Bedroom | Four-Bedroom |
| **Fair Market Rents (2026)** | | | | |
| $741 | $745 | $928 | $1,194 | $1,253 |
| **Low/High HOME Rent (2026)** | | | | |
| $657 / $741 | $704 / $745 | $845 / $928 | $976 / $1,194 | $1,090 / $1,253 |

Source: Novogradac & Company LLP; Bowen National Research

The preceding rents, which are updated annually, can be used by developers as a guide for the possible rent structures that can be incorporated into projects within Parkersburg and the surrounding area.

*Government-Subsidized Housing*

Government-subsidized units typically serve households earning no more than 50% of Area Median Household Income and require tenants to pay only 30% of their income toward housing costs. A total of six projects within the PSA (Parkersburg) and nine projects in the SSA (Balance of County) were surveyed that offer at least some units that operate with a government subsidy. Furthermore, two of the subsidized projects in the PSA and five of the subsidized projects in the SSA operate with concurrent Tax Credits.

The government-subsidized product surveyed in the PSA (Parkersburg) is summarized in the following table.

| Subsidized Tax Credit | | | | | |
|---|---|---|---|---|---|
| **Bedroom** | **Baths** | **Units** | **Distribution** | **Vacancy** | **% Vacant** |
| **PSA (Parkersburg)** | | | | | |
| Studio | 1.0 | 13 | 7.2% | 0 | 0.0% |
| One-Bedroom | 1.0 | 165 | 91.7% | 0 | 0.0% |
| Two-Bedroom | 1.0 | 2 | 1.1% | 0 | 0.0% |
| **Total Subsidized Tax Credit** | | **180** | **100.0%** | **0** | **0.0%** |
| **Government-Subsidized** | | | | | |
| **Bedroom** | **Baths** | **Units** | **Distribution** | **Vacancy** | **% Vacant** |
| **PSA (Parkersburg)** | | | | | |
| One-Bedroom | 1.0 | 200 | 59.3% | 0 | 0.0% |
| Two-Bedroom | 1.0 | 81 | 24.0% | 0 | 0.0% |
| Three-Bedroom | 1.0 | 36 | 10.7% | 0 | 0.0% |
| Four-Bedroom | 1.5 | 18 | 5.3% | 0 | 0.0% |
| Five-Bedroom | 2.0 | 2 | 0.6% | 0 | 0.0% |
| **Total Subsidized** | | **337** | **100.0%** | **0** | **0.0%** |

Source: Bowen National Research

The government-subsidized product surveyed in the SSA (Balance of County) is summarized in the following table.

| Subsidized Tax Credit | | | | | |
|---|---|---|---|---|---|
| **Bedroom** | **Baths** | **Units** | **Distribution** | **Vacancy** | **% Vacant** |
| **SSA (Balance of County)** | | | | | |
| Studio | 1.0 | 15 | 7.4% | 0 | 0.0% |
| One-Bedroom | 1.0 | 62 | 30.4% | 0 | 0.0% |
| Two-Bedroom | 1.0 | 102 | 50.0% | 0 | 0.0% |
| Three-Bedroom | 1.0 | 25 | 12.3% | 0 | 0.0% |
| **Total Subsidized Tax Credit** | | **204** | **100.0%** | **0** | **0.0%** |
| **Government-Subsidized** | | | | | |
| **Bedroom** | **Baths** | **Units** | **Distribution** | **Vacancy** | **% Vacant** |
| **SSA (Balance of County)** | | | | | |
| Studio | 1.0 | 16 | 5.3% | 4 | 25.0% |
| One-Bedroom | 1.0 | 211 | 69.6% | 10 | 4.7% |
| Two-Bedroom | 1.5 | 68 | 22.4% | 0 | 0.0% |
| Three-Bedroom | 1.5 | 8 | 2.6% | 0 | 0.0% |
| **Total Subsidized** | | **303** | **100.0%** | **14** | **4.6%** |

Source: Bowen National Research

Within the PSA, the government-subsidized units are 100.0% occupied, regardless of whether the project operates under concurrent Tax Credits. The vast majority (70.6%) of the 517 total government-subsidized units in the PSA are one-bedroom/1.0-bathroom units. While not illustrated in the previous table, the occupancy rate for the subsidized units at the time of the previous survey in 2022 was also 100.0%. This illustrates the consistently high level of demand for such product in the area. While the *overall* occupancy rate of 97.2% for the government-subsidized units in the surrounding SSA (Balance of County) is lower than the PSA, it is still above

the optimal range of 94% to 96% for a healthy, well-balanced rental market. In addition, the project accounting for the largest number (10) of vacancies in the SSA is restricted to seniors aged 62 and older and those with disabilities. Management at the project attributed the vacancies to the recent passing of residents and relocations to nursing care facilities.

Overall, the history of high occupancy rates and the current presence of noteworthy wait lists indicates that the inventory of government-subsidized units in Parkersburg and the surrounding areas of Wood County likely does not meet the needs of some of the area's most economically vulnerable residents.

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

**Expiring HUD Contracts**
**Wood County, West Virginia**

| Property Name | Total Units | Assisted Units | Expiration Date | Program Type | Target Population |
|---|---|---|---|---|---|
| **PSA (Parkersburg)** | | | | | |
| Adams Apartments | 16 | 16 | 5/31/2026 | PRAC/811 | Disabled |
| Chateau Hills | 100 | 99 | 7/31/2033 | Sec 8 NC | Family |
| Market Manor | 112 | 111 | 4/30/2026 | HFDA/8 NC | Senior |
| Parkland Place | 133 | 133 | 11/30/2040 | LMSA | Senior |
| Rolling Hills Townhomes & Cottages | 100 | 100 | 9/24/2029 | LMSA | Family |
| South Parkersburg Unity Plaza | 60 | 60 | 6/30/2039 | 202/8 NC | Senior, Disabled |
| Unity Court Apartments,Inc. | 20 | 19 | 5/31/2030 | PRAC/202 | Senior |
| **SSA (Balance of County)** | | | | | |
| Hillview Terrace | 62 | 62 | 12/14/2035 | 202/8 NC | Senior |
| Pleasantview Towers | 117 | 116 | 9/30/2031 | HFDA/8 NC | Senior |

Source: HUDUser.gov Assistance & Section 8 Contracts Database (Updated 6.2.26); Bowen National Research
HFDA – Housing Finance Development Agency; NC – new construction; LMSA – Low Management Set-Aside; PRAC – Project Rental Assistance Contract. Note: Total units listed by HUD may be different than surveyed total units

While all HUD supported projects are subject to annual appropriations by the federal government, it appears that five of the nine projects identified in Wood County (four in the PSA) have an expiration date within the next five years and are at a potential risk of losing their government assistance in the near future. Given the high occupancy rates and wait lists among the majority of the market's surveyed subsidized properties, it will be important for the area's low-income residents that the projects with pending expiring HUD contracts be preserved in order to continue to house some of the market's most economically vulnerable residents.

In addition to project-based government assistance, Housing Choice Vouchers are tenant-based (held by a single person/household) vouchers administered by the local housing authority which effectively subsidize a tenant's rent to be equivalent to 30% of their income. These vouchers can be utilized at non-subsidized properties to increase rental housing options for lower-income households.

According to a representative with the Parkersburg Housing Authority, there are approximately 1,442 Housing Choice Vouchers issued within the housing authority's jurisdiction. The Parkersburg Housing Authority serves a total of eight counties (Doddridge, Marshall, Pleasants, Ritchie, Tyler, Wetzel, Wirt, and Wood) in West Virginia. The representative also stated that approximately 85 issued vouchers in the jurisdiction are currently going unused, likely due to holders of these vouchers being unable to obtain a quality affordable rental housing unit that will accept the voucher. There is a total of 2,525 households currently on the wait list for additional vouchers. The wait list is open. Annual turnover within the voucher program is estimated at 25 households. Additionally, the representative noted that there is a need for additional affordable housing in Wood County and each of the counties that housing authority serves, reflecting the continuing need for affordable housing alternatives and/or Housing Choice Voucher assistance.

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

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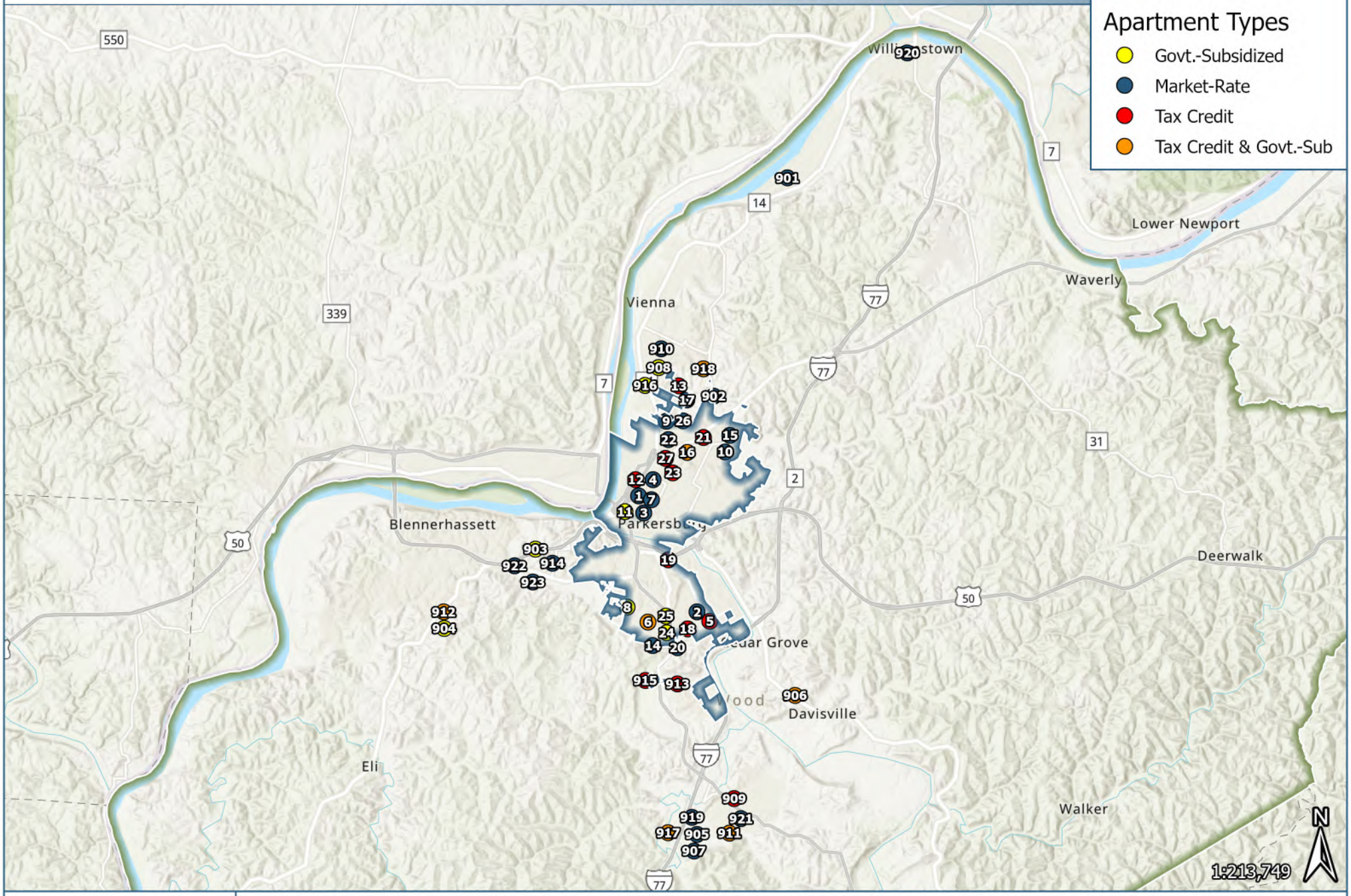
# *Surveyed Apartments*

Parkersburg, WV




Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, (c) OpenStreetMap contributors, and the GIS User Community, Esri, CGIAR, USGS
Additional Source(s): Bowen National Research

3. Non-Conventional Rental Housing

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

| | | Renter-Occupied Housing by Units in Structure (2024) | | | |
|---|---|---|---|---|---|
| | | 4 Units or Less | 5 Units or More | Mobile Home/Other | Total |
| **PSA** | Number | 3,245 | 1,520 | 24 | 4,789 |
| | Percent | 67.8% | 31.7% | 0.5% | 100.0% |
| **SSA** | Number | 2,599 | 1,156 | 380 | 4,135 |
| | Percent | 62.8% | 28.0% | 9.2% | 100.0% |
| **Wood County** | Number | 5,844 | 2,676 | 404 | 8,924 |
| | Percent | 65.5% | 30.0% | 4.5% | 100.0% |
| **West Virginia** | Number | 106,836 | 53,192 | 23,058 | 183,086 |
| | Percent | 58.4% | 29.1% | 12.6% | 100.0% |

Source: American Community Survey 2020-2024; ESRI; Bowen National Research

Non-conventional rentals with four or fewer units per structure and mobile homes comprise over two-thirds (68.3%) of the local rental housing market in the PSA (Parkersburg). Although this is a slightly lower share than the shares (72.0% and 71.0%, respectively) within the SSA (Balance of County) and state, the share of mobile homes in the PSA (0.5%) is much lower than the corresponding shares in the SSA (9.2%) and state (12.6%). As such, the vast majority of the non-conventional rentals in the PSA are comprised of structures such as single-family homes, duplexes, quadplexes, etc. Regardless, non-conventional rentals account for the majority of rental housing supply in Parkersburg.

Based on American Community Survey data, the following table summarizes monthly gross rents (per unit) for area rental alternatives within each of the study areas. While this data encompasses all rental units, which includes multifamily apartments, 68.3% of the rental supply in the PSA consists of non-conventional rentals. Therefore, it is reasonable to conclude that the following provides valuable insight into the overall distribution of rents among the non-conventional rental housing units. It should be noted that gross rents include tenant-paid rents and tenant-paid utilities.

| | | Monthly Gross Rents by Market (2024) | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | <$300 | $300 - $499 | $500 - $749 | $750 - $999 | $1,000 - $1,499 | $1,500 - $1,999 | $2,000+ | No Cash Rent | Total |
| **PSA** | Number | 270 | 599 | 1,237 | 1,308 | 1,025 | 124 | 56 | 172 | 4,791 |
| | Percent | 5.6% | 12.5% | 25.8% | 27.3% | 21.4% | 2.6% | 1.2% | 3.6% | 100.0% |
| **SSA** | Number | 246 | 288 | 716 | 1,339 | 855 | 94 | 11 | 584 | 4,133 |
| | Percent | 6.0% | 7.0% | 17.3% | 32.4% | 20.7% | 2.3% | 0.3% | 14.1% | 100.0% |
| **Wood County** | Number | 516 | 887 | 1,953 | 2,647 | 1,880 | 218 | 67 | 756 | 8,924 |
| | Percent | 5.8% | 9.9% | 21.9% | 29.7% | 21.1% | 2.4% | 0.8% | 8.5% | 100.0% |
| **West Virginia** | Number | 8,253 | 14,568 | 33,205 | 45,063 | 41,815 | 9,307 | 4,046 | 26,829 | 183,086 |
| | Percent | 4.5% | 8.0% | 18.1% | 24.6% | 22.8% | 5.1% | 2.2% | 14.7% | 100.0% |

Source: American Community Survey 2020-2024; ESRI; Bowen National Research

The largest share (27.3%) of PSA (Parkersburg) rental units have rents between $750 and $999, followed by units with rents between $500 and $749 (25.8%) and units with rents between $1,000 and $1,499 (21.4%). Collectively, units with gross rents below $1,000 account for 71.2% of all PSA rentals. This represents a larger share of units with rents below $1,000 when compared to the 62.7% share for the SSA (Balance of County) and 55.2% share for the state. While the local rental market is dominated by lower-priced product, there are noteworthy shares of units with rents priced at $1,000 and higher, illustrating that moderate and higher rents are achievable.

During June and July of 2026, Bowen National Research identified 21 non-conventional rentals in Wood County that were listed as *available* for rent, of which 16 units were in the PSA and five units were in the SSA (Balance of County). When compared with the total occupied non-conventional rentals in each area (3,269 and 2,979, respectively), these available units equate to vacancy rates of 0.5% in the PSA and 0.2% in the SSA. Both are extremely low vacancy rates and well below the optimal range of 4% to 6% for rentals, indicating that there is considerably limited availability of non-conventional rentals in both areas. While these rentals do not represent all non-conventional units, they are representative of common characteristics of the various non-conventional rental alternatives available in the market. As a result, these available rentals provide a good baseline to compare the rental rates, number of bedrooms, and other characteristics of non-conventional rentals. It should be noted that these rentals are *non-student* rentals, as student-oriented rentals are included later in this section.

The following table summarizes the *available* non-conventional rentals identified in the PSA (Parkersburg) and SSA (Balance of County).

| Available Non-Conventional Rentals (Non-Student) | | | | | |
|---|---|---|---|---|---|
| **Bedroom Type** | **Units** | **Average Square Feet** | **Rent Range** | **Average Rent** | **Average Rent Per Square Foot** |
| **PSA (Parkersburg)** | | | | | |
| Studio | 2 | - | $775 - $900 | $838 | - |
| One-Bedroom | 1 | - | $665 | $665 | - |
| Two-Bedroom | 6 | 927 | $575 - $1,900 | $1,088 | $1.47 |
| Three-Bedroom | 6 | 1,197 | $1,000 - $1,500 | $1,271 | $1.07 |
| Four-Bedroom+ | 1 | 1,700 | $1,250 | $1,250 | $0.74 |
| **Total Units** | **16** | **Vacancy Rate: 0.5%** | | | |
| **SSA (Balance of County)** | | | | | |
| Two-Bedroom | 4 | 966 | $1,025 - $1,600 | $1,281 | $1.38 |
| Three-Bedroom | 1 | 1,396 | $1,650 | $1,650 | $1.18 |
| **Total Units** | **5** | **Vacancy Rate: 0.2%** | | | |

Sources: Apartments.com; ForRent.com; Trulia; Zillow

Within the PSA (Parkersburg), two- and three-bedroom units comprise the collective majority (12 units, or 75.0%) of the available non-conventional rentals by bedroom type. While there is a wide overall rent range (between $575 and $1,900) for the available listings, the average rents are $1,088 for the two-bedroom units and $1,271 for the three-bedroom units. Within the SSA (Balance of County), only five available non-conventional rentals were identified. Two-bedroom units in the SSA, which is the most commonly available unit by bedroom type, have a rent range between $1,025 and $1,600 and an average rent of $1,281. While this is nearly 18% higher than the comparable units in the PSA, the average rents for the currently available two-bedroom units in both the PSA and SSA are substantially higher than the average rent of $804 for the available two-bedroom non-conventional units in Wood County in 2022. Based on the available data, it appears that the typical rent for a two-bedroom non-conventional rental in the PSA has increased approximately 35% since 2022. This represents a much larger increase as compared to the two-bedroom market-rate (12.9%) and Tax Credit (23.3%) multifamily rental units in the PSA during the time period. Overall, the extremely low vacancy rate and significant rent increase in the PSA indicate there is very strong demand for non-conventional rentals. The severely limited availability likely constrains inner-market mobility for current households, inhibits new household growth, and has contributed to the rapid pricing increases between 2022 and 2026.

When minimum utility costs (typically $200 or more) are considered, the typical two-bedroom non-conventional rental in the PSA has a gross rent of approximately $1,288. In order to reasonably afford this gross rent, a household would need to earn at least $51,520 annually. With nearly 71% of all renter households in the PSA earning less than $50,000 in 2026, it is apparent that the vast majority of renter households in the area cannot

reasonably afford the typical two-bedroom non-conventional rental in Parkersburg. Given that only 0.5% of multifamily and non-conventional rentals are vacant, this forces many households in the area to choose between housing that is unaffordable or to seek available housing outside the market. This is likely a key factor contributing to the high share (45.0%) of housing cost burdened renter households in the PSA, and it may also be contributing to the recent and projected decline of rental households in Parkersburg.

During the non-conventional survey conducted in June and July of 2026, Bowen National Research utilized various online resources (e.g., Uloop and College Student Apartments) and identified four available non-conventional rentals in Wood County specifically marketed to *students*. Of these, three were located within the PSA and one was located in the surrounding SSA. Overall rents for the available student rentals in the PSA range from $675 (studio) to $1,500 (three-bedroom) with an average rent of $900 and an average monthly per student rent of $585. The available one-bedroom unit in the SSA has a rent of $675. While this is a limited sample size of the overall student rental market, the available data indicates that student non-conventional rents are generally comparable with the non-student rents in the area.

It is important to note that, in May 2025, West Virginia University (Parkersburg) announced that the first on-campus student housing project (The Residences at ITC) would be ready for occupancy in August 2025. The project would initially consist of 55 units at the WVU Innovation and Technology Center. Given the total enrollment of over 3,000 students at the Parkersburg campus in the fall of 2025 (a 9% year-over-year increase), the transition to offering on-campus housing may represent an important development in the overall housing market moving forward. While there were a limited number of *available* non-conventional rentals marketed to students that were identified at the time of research, it is reasonable to conclude that students likely utilize a meaningful share of the overall non-conventional rentals in the area, particularly with the overall limited availability of all rental housing types. Should the university continue developing on-campus housing in the future, this may alleviate some of the housing availability challenges that area households experience in the PSA and SSA rental markets.

Maps illustrating the location of the available non-conventional (non-student and student) rentals within the PSA and SSA are included on the following pages.

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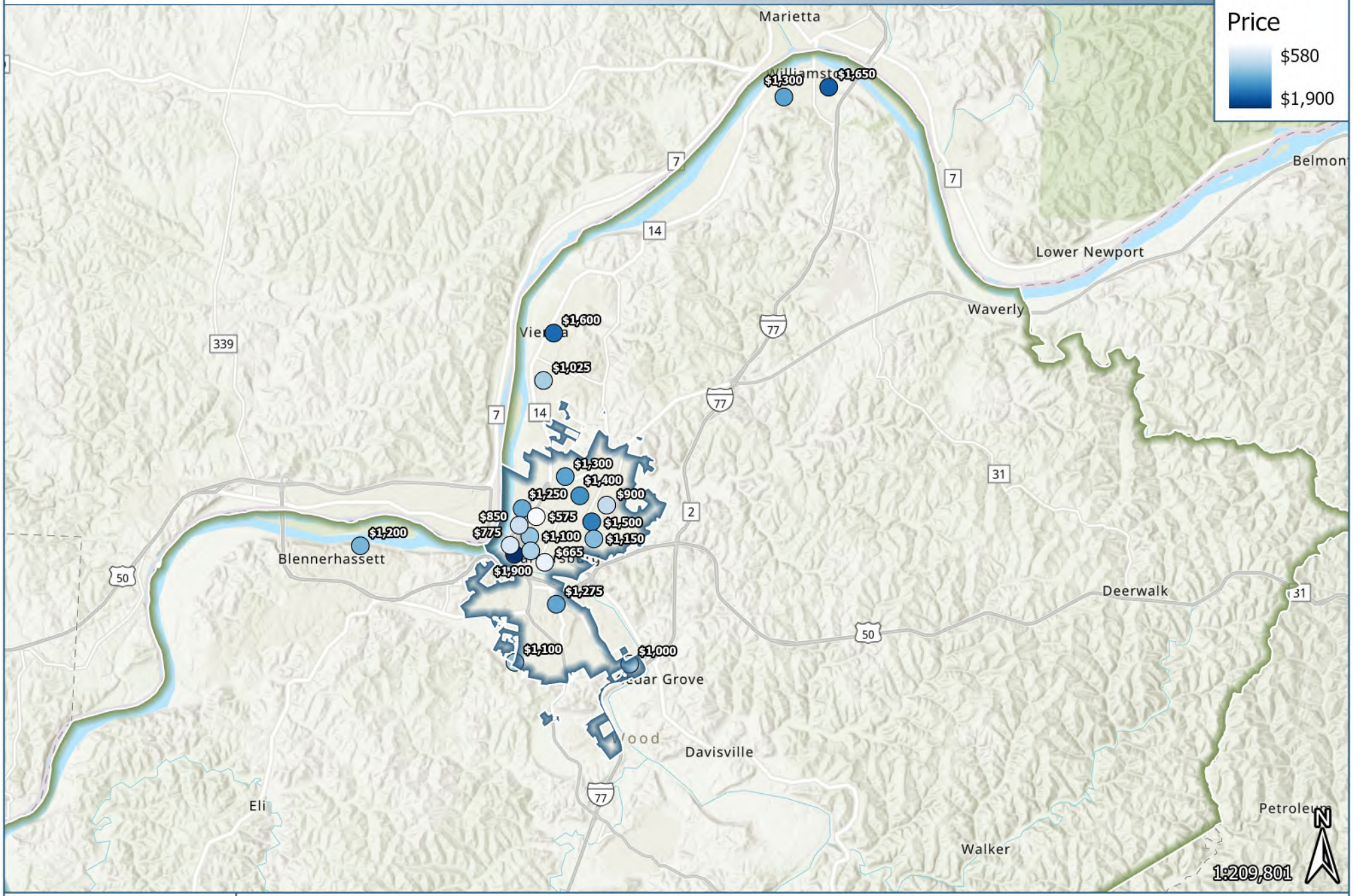
# *Available Non-Conventional Rental Locations (Non-Student)*

Parkersburg, WV




0 1 2 3 4 Miles

Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, (c) OpenStreetMap contributors, and the GIS User Community, Esri, NASA, NGA, USGS
Additional Source(s): Bowen National Research

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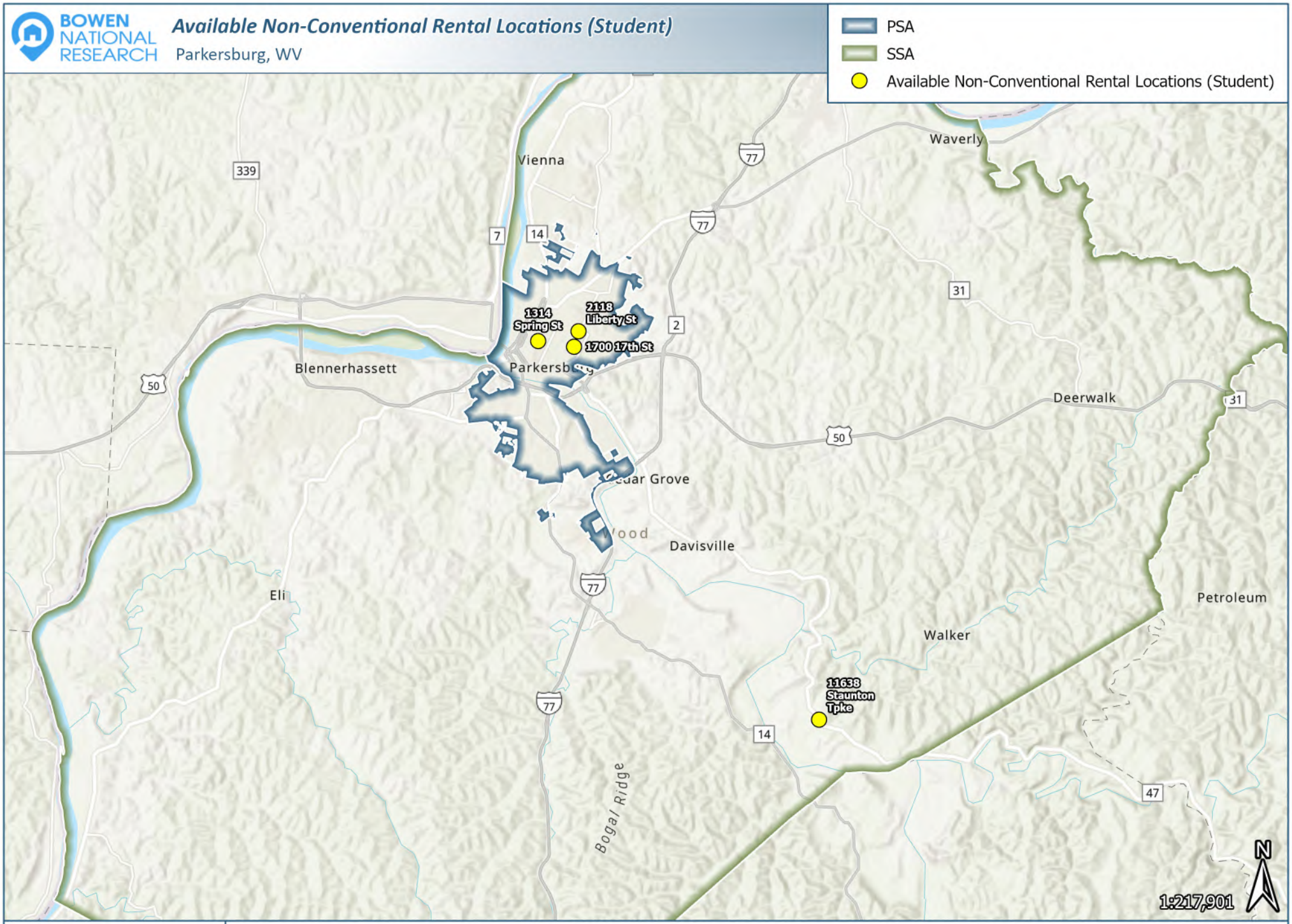
# *Available Non-Conventional Rental Locations (Student)*

Parkersburg, WV




0 1 2 3 4 Miles

Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, (c) OpenStreetMap contributors, and the GIS User Community, Esri, CGIAR, USGS
Additional Source(s): Bowen National Research

## C. FOR-SALE HOUSING SUPPLY

### 1. Introduction

Bowen National Research obtained for-sale housing data from Redfin.com for the PSA (Parkersburg) and SSA (Balance of County). This included historical for-sale residential data and currently available for-sale housing stock. While this sales data does not include all for-sale residential transactions or available supply in the study areas, it does consist of the majority of such product and therefore, it is representative of market norms for for-sale housing product. The available supply does not include foreclosures, auctions, or for-sale by owner housing.

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

| Available/Sold For-Sale Housing Supply | | |
|---|---|---|
| **Status** | **Number of Homes** | **Median Price** |
| **PSA (Parkersburg)** | | |
| Available* | 50 | $161,950 |
| Sold** | 2,318 | $125,000 |
| **SSA (Balance of County)** | | |
| Available* | 69 | $254,900 |
| Sold** | 3,172 | $180,000 |

Source: Berkshire Hathaway Home Services Real Estate Center, Redfin.com & Bowen National Research
*As of May 19, 2026
**Sales from January 1, 2019 to June 2, 2026

Within the PSA (Parkersburg), 2,318 homes were sold between January 2019 and June 2026 at a median sales price of $125,000. This equates to an average of approximately 26 homes sold per month, or an annualized average of around 312 homes sold during this time. The for-sale housing stock *available* as of May 19, 2026 within the PSA consists of 50 homes with a median list price of $161,950. By comparison, 3,172 homes were sold in the surrounding SSA (Balance of County) between January 2019 and June 2026 at a median sales price of $180,000. This is equivalent to approximately 36 homes sold per month, or an annualized average of 432 homes sold during this time period. The current available for-sale housing stock in the SSA consists of 69 homes at a median list price of $254,900.

Detailed analysis of the historical home sales and the currently available for-sale supply, including sales by year, distribution by price, bedroom, year built, and availability in relation to both historical sales and the overall owner-occupied housing market, are included on the following pages.

2. Historical Home Sales

In an effort to evaluate the health of a for-sale housing market, it is important to understand historical metrics of the for-sale housing supply, including trends in both annual home sales volume (number of homes sold) and annual median home sales price.

The following table illustrates the annual sales activity from January 2019 to June 2026 for each study area. Note that 2026 full-year projected sales based on sales volume through June 2, 2026 are included in parenthesis.

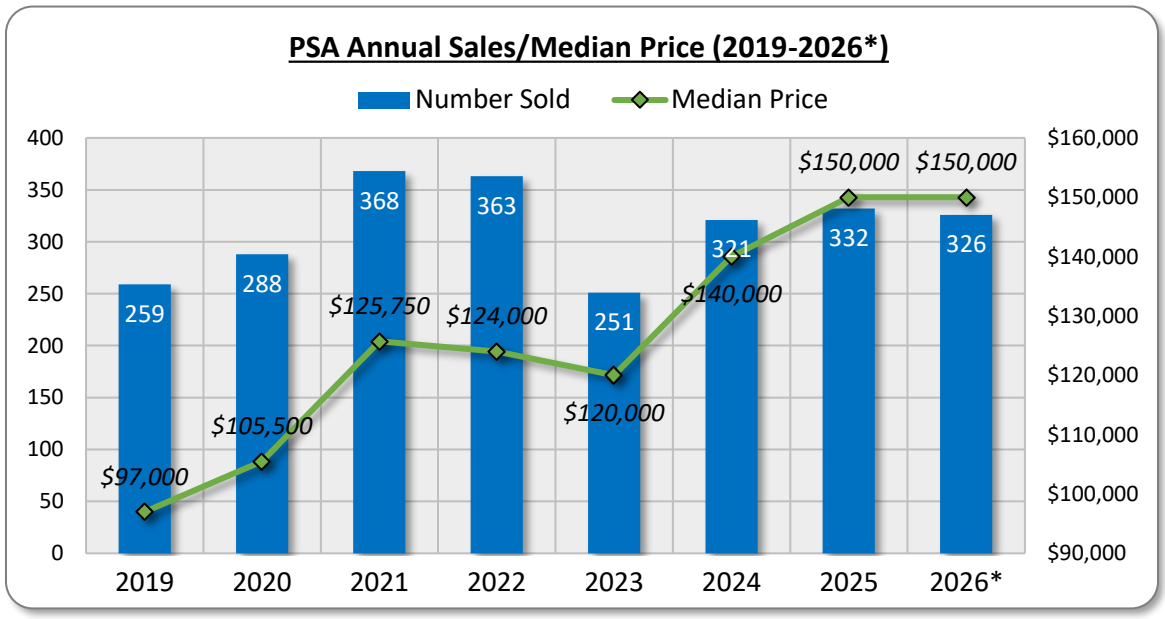
| Sales History by Year (2019 through 2026*) | | | | |
|---|---|---|---|---|
| Year Sold | Number Sold | Percent Change | Median Sales Price | Percent Change |
| **PSA (Parkersburg)** | | | | |
| 2019 | 259 | - | $97,000 | - |
| 2020 | 288 | 11.2% | $105,500 | 8.8% |
| 2021 | 368 | 27.8% | $125,750 | 19.2% |
| 2022 | 363 | -1.4% | $124,000 | -1.4% |
| 2023 | 251 | -30.9% | $120,000 | -3.2% |
| 2024 | 321 | 27.9% | $140,000 | 16.7% |
| 2025 | 332 | 3.4% | $150,000 | 7.1% |
| 2026* | 136 (326) | - | $150,000 | - |
| **SSA (Balance of County)** | | | | |
| 2019 | 452 | - | $155,000 | - |
| 2020 | 484 | 7.1% | $163,500 | 5.5% |
| 2021 | 490 | 1.2% | $180,000 | 10.1% |
| 2022 | 450 | -8.2% | $179,950 | -0.0% |
| 2023 | 259 | -42.4% | $182,000 | 1.1% |
| 2024 | 388 | 49.8% | $185,000 | 1.6% |
| 2025 | 461 | 18.8% | $215,000 | 16.2% |
| 2026* | 188 (451) | - | $200,000 | - |

Source: Berkshire Hathaway Home Services Real Estate Center, Redfin.com & Bowen National Research
*Sales through June 2, 2026 (Full-year projection in parenthesis)

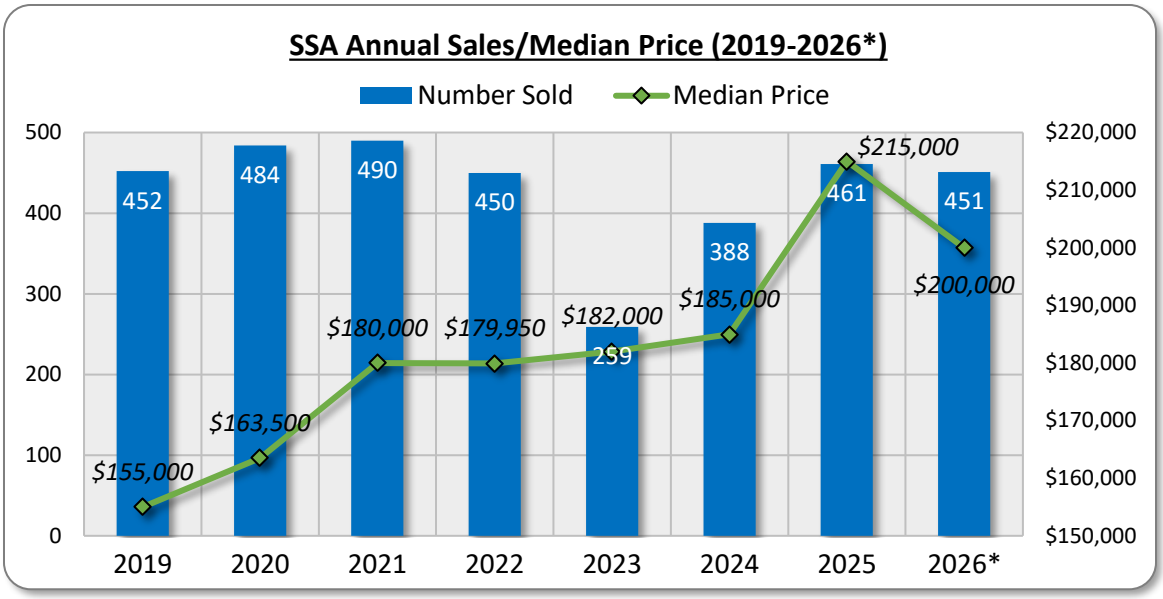
The number of homes sold annually within the PSA (Parkersburg) generally increased between 2019 (259) and 2022 (363). Following a notable decline (30.9%) in home sales in 2023, sales volume rebounded in 2024 and remained steady during 2025. Based on the number of sales through June 2, 2026 in the PSA, it is projected that the number of sales during 2026 (approximately 326) will remain consistent with the sales volume in both 2024 (321) and 2025 (332), should volume continue at the current pace for the balance of the year. From 2019 to 2026, the median sales price of the homes sold in the PSA has generally increased. However, it is worth noting that the median sales price of the homes sold in the PSA between 2021 and 2023 decreased marginally before increasing by 16.7% in 2024 and 7.1% in 2025. Through June 2, 2026, the median sales price of the homes sold in the PSA has remained unchanged compared to the median price during 2025. Overall, the median sales price of $150,000 in the PSA is 54.6% higher than

the median sales price of $97,000 in 2019. These home sales trends are broadly similar to the trends within the surrounding SSA (Balance of County). Within the SSA in 2023, there was also a notable decline in sales activity followed by a subsequent increase and stabilization. Similar to the PSA, sales pricing for the homes sold in the SSA between 2021 and 2024 was relatively flat. Although pricing increased substantially (16.2%) in 2025, the median sales price of the homes sold in the SSA through June 2, 2026 ($200,000) is less than the median sales price in the area during 2025. Overall, the median sales price in 2026 in the SSA is 29.0% higher than the median sales price in the area during 2019. While significant, this is substantially less than the difference of 54.6% for the PSA between 2019 and 2026.

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




*2026 full year projection for sales volume




*2026 full year projection for sales volume

The distribution of homes sold between January 2019 and June 2026 by *price point* for the PSA and SSA is summarized in the following table.

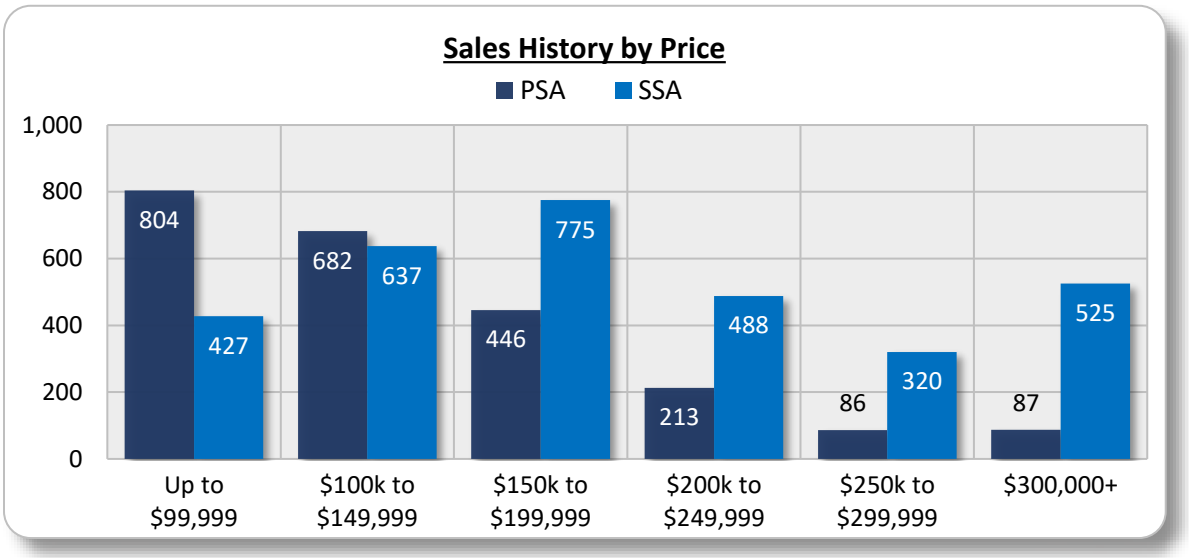
| Sales History by Price (January 1, 2019 to June 2, 2026) | | |
|---|---|---|
| **Sales Price** | **Number Sold** | **Percent of Supply** |
| **PSA (Parkersburg)** | | |
| Up to $99,999 | 804 | 34.7% |
| $100,000 to $149,999 | 682 | 29.4% |
| $150,000 to $199,999 | 446 | 19.2% |
| $200,000 to $249,999 | 213 | 9.2% |
| $250,000 to $299,999 | 86 | 3.7% |
| $300,000+ | 87 | 3.8% |
| **Total** | **2,318** | **100.0%** |
| **SSA (Balance of County)** | | |
| Up to $99,999 | 427 | 13.5% |
| $100,000 to $149,999 | 637 | 20.1% |
| $150,000 to $199,999 | 775 | 24.4% |
| $200,000 to $249,999 | 488 | 15.4% |
| $250,000 to $299,999 | 320 | 10.1% |
| $300,000+ | 525 | 16.6% |
| **Total** | **3,172** | **100.0%** |

Source: Berkshire Hathaway Home Services Real Estate Center, Redfin.com & Bowen National Research

As the preceding table illustrates, the majority of home sales by price point in the PSA (Parkersburg) between January 2019 and June 2026 was for product priced below $100,000 (34.7%) and product priced between $100,000 and $149,999 (29.4%). While a notable portion (19.2%) of the home sales within the PSA during this time was for product priced between $150,000 and $199,999, a limited share (16.7%) of the homes sold in the PSA during this time period sold for $200,000 or higher. While the majority

(58.0%) of home sales in the surrounding SSA also sold for less than $200,000, a substantially larger share (42.1%) of homes in the SSA sold for $200,000 or more, and 16.6% sold for $300,000 or higher. As such, home sales in both the PSA and SSA have been heavily concentrated among affordably priced product (less than $200,000), but the distribution of home sales by price point in the SSA has been comparably more balanced as compared to the PSA during the time period.

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



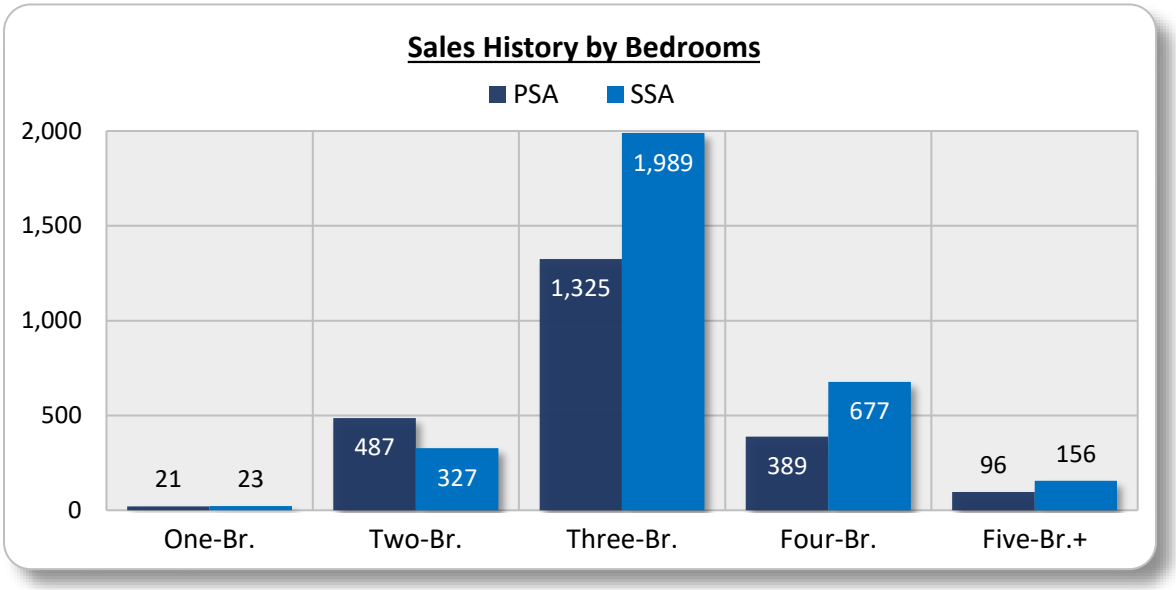

The following table illustrates recent home sales for each study area by *bedroom type.*

| Sales History by Bedrooms (January 1, 2019 to June 2, 2026) | | | | | | | |
|---|---|---|---|---|---|---|---|
| Bedrooms | Number Sold | % of Supply | Average Square Feet* | Average Year Built | Price Range | Median Sales Price | Median Price per Sq. Ft.* |
| **PSA (Parkersburg)** | | | | | | | |
| One-Br. | 21 | 0.9% | 842 | 1942 | $4,000 - $190,000 | $62,000 | $81.21 |
| Two-Br. | 487 | 21.0% | 1,110 | 1942 | $9,200 - $385,000 | $90,000 | $85.23 |
| Three-Br. | 1,325 | 57.2% | 1,516 | 1947 | $4,000 - $850,000 | $127,500 | $86.93 |
| Four-Br. | 389 | 16.8% | 2,029 | 1942 | $12,500 - $850,000 | $163,000 | $84.30 |
| Five-Br.+ | 96 | 4.1% | 3,441 | 1939 | $21,500 - $850,000 | $226,000 | $77.10 |
| **Total** | **2,318** | **100.0%** | **1,586** | **1945** | **$4,000 - $850,000** | **$125,000** | **$85.96** |
| **SSA (Balance of County)** | | | | | | | |
| One-Br. | 23 | 0.7% | 835 | 1972 | $25,000 - $340,000 | $115,000 | $132.23 |
| Two-Br. | 327 | 10.3% | 1,203 | 1962 | $2,600 - $425,000 | $118,500 | $99.30 |
| Three-Br. | 1,989 | 62.7% | 1,620 | 1971 | $10,000 - $975,000 | $166,500 | $116.40 |
| Four-Br. | 677 | 21.3% | 2,396 | 1977 | $9,000 - $960,000 | $252,500 | $110.24 |
| Five-Br.+ | 156 | 4.9% | 3,258 | 1983 | $47,500 - $1,550,000 | $375,000 | $115.46 |
| **Total** | **3,172** | **100.0%** | **1,815** | **1972** | **$2,600 - $1,550,000** | **$180,000** | **$111.04** |

Source: Berkshire Hathaway Home Services Real Estate Center, Redfin.com & Bowen National Research
* Excludes 193 listings (PSA) and 303 listings (SSA) with no square footage information

Three-bedroom units comprise the largest share of recent sales by bedroom type in both the PSA (Parkersburg) and SSA (Balance of County), accounting for 57.2% and 62.7% of home sales between 2019 and 2026 in each area, respectively. While two-bedroom homes comprise the second largest share (21.0%) of home sales in the PSA, four-bedroom homes represent the second largest share (21.3%) in the SSA. Among the most common bedroom type, the three-bedroom homes have a median sales price of $127,500 in the PSA and $166,500 in the SSA. The three-bedroom homes in the PSA are, on average, slightly smaller (1,516 square feet) and older (average year built of 1947) compared to homes in the SSA and have a much lower median price per square foot ($86.93 versus $116.40). While some of the pricing difference within the PSA and SSA can likely be attributed to secondary factors such as acreage, the data shows that home age is likely one of the more notable reasons for home pricing differences in the two study areas. Overall, home sales in both areas are relatively well-balanced among the various bedroom types, and it appears that both areas are likely able to accommodate the needs across a range of household sizes.

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



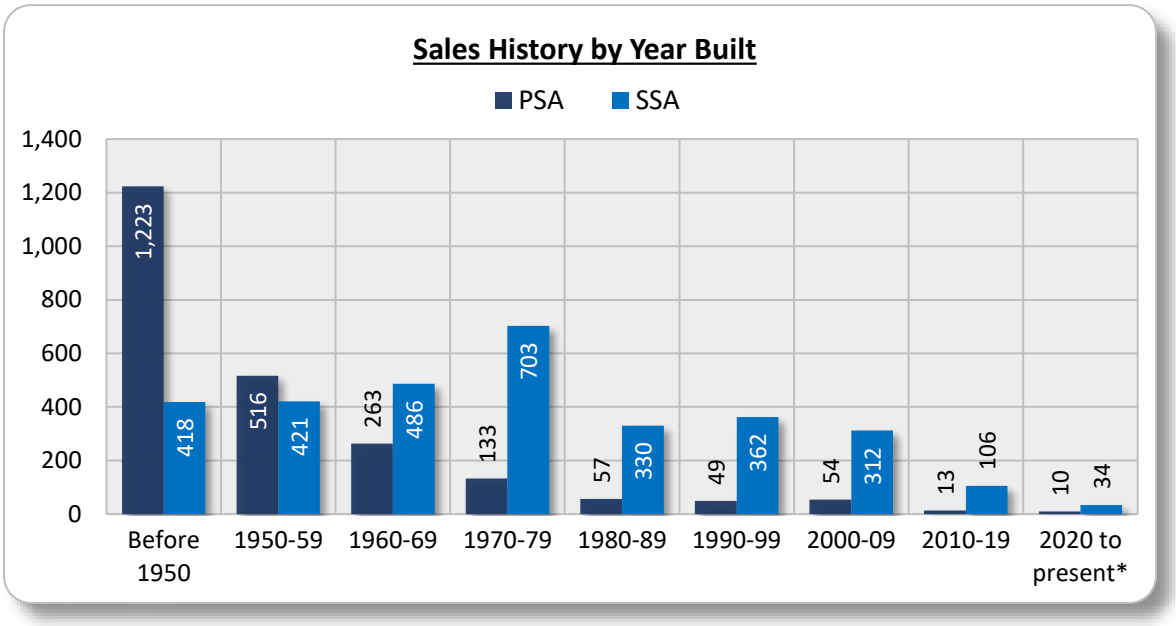
Recent home sales by *year built* for the PSA (Parkersburg) and SSA (Balance of County) are illustrated in the following table.

| Sales History by Year Built (January 1, 2019 to June 2, 2026) | | | | | | |
|---|---|---|---|---|---|---|
| Year Built | Number Sold | % of Supply | Average Square Feet* | Price Range | Median Sales Price | Median Price per Sq. Ft.* |
| **PSA (Parkersburg)** | | | | | | |
| Before 1950 | 1,223 | 52.8% | 1,614 | $4,000 - $600,000 | $109,000 | $73.29 |
| 1950 to 1959 | 516 | 22.3% | 1,382 | $9,200 - $850,000 | $125,000 | $96.03 |
| 1960 to 1969 | 263 | 11.4% | 1,542 | $34,000 - $850,000 | $150,000 | $106.22 |
| 1970 to 1979 | 133 | 5.7% | 1,750 | $45,000 - $575,000 | $175,000 | $102.40 |
| 1980 to 1989 | 57 | 2.5% | 1,757 | $28,500 - $350,000 | $175,000 | $98.10 |
| 1990 to 1999 | 49 | 2.1% | 2,101 | $90,000 - $676,000 | $229,000 | $112.94 |
| 2000 to 2009 | 54 | 2.3% | 2,035 | $38,000 - $840,000 | $200,000 | $100.15 |
| 2010 to 2019 | 13 | 0.6% | 1,498 | $67,000 - $850,000 | $159,000 | $99.58 |
| 2020 to present | 10 | 0.4% | 1,847 | $28,000 - $535,000 | $150,000 | $124.26 |
| **Total** | **2,318** | **100.0%** | **1,586** | **$4,000 - $850,000** | **$125,000** | **$85.96** |
| **SSA (Balance of County)** | | | | | | |
| Before 1950 | 418 | 13.2% | 1,500 | $2,600 - $945,000 | $135,000 | $94.27 |
| 1950 to 1959 | 421 | 13.3% | 1,414 | $20,000 - $755,000 | $141,350 | $105.23 |
| 1960 to 1969 | 486 | 15.3% | 1,558 | $10,000 - $526,250 | $168,000 | $116.64 |
| 1970 to 1979 | 703 | 22.2% | 1,673 | $20,000 - $1,550,000 | $172,000 | $107.89 |
| 1980 to 1989 | 330 | 10.4% | 1,970 | $18,200 - $1,215,000 | $203,750 | $109.24 |
| 1990 to 1999 | 362 | 11.4% | 2.363 | $25,000 - $845,000 | $264,950 | $116.40 |
| 2000 to 2009 | 312 | 9.8% | 2,494 | $43,180 - $1,350,000 | $292,250 | $130.42 |
| 2010 to 2019 | 106 | 3.3% | 2,253 | $76,000 - $969,000 | $302,500 | $140.36 |
| 2020 to present | 34 | 1.1% | 2,304 | $65,000 - $975,000 | $355,000 | $169.07 |
| **Total** | **3,172** | **100.0%** | **1,815** | **$2,600 - $1,550,000** | **$180,000** | **$111.04** |

Source: Berkshire Hathaway Home Services Real Estate Center, Redfin.com & Bowen National Research
*Excludes 193 listings (PSA) and 303 listings (SSA) with no square footage information

The vast majority (86.5%) of recent home sales in the PSA (Parkersburg) were homes built prior to 1970, and over one-half (52.8%) were built prior to 1950. While not uncommon among many communities along the Ohio River, this is a substantially larger share of older home sales compared to the surrounding SSA, in which 41.8% of homes sold were built prior to 1970 and only 13.2% were built prior to 1950. Among all development periods, the homes built prior to 1950 in the PSA have the lowest median sales price ($109,000) and lowest median price per square foot ($73.29), and both figures are notably less than the corresponding figures for the homes built prior to 1950 that sold within the SSA. It is also worth noting that only 3.3% of the homes sold in the PSA were built since 2000, which is significantly less than the 14.2% share for the SSA. Overall, the data illustrates that the vast majority of homes that were sold in the PSA since 2019 have been homes built prior to 1970, most of which were built prior to 1950. While these homes typically offer a lower price point compared to more modern homes in the area, older homes can have a higher likelihood of needing costly repairs or modernization. These items can result in a higher cost of ownership and may also result in housing quality issues if certain repairs are foregone.

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



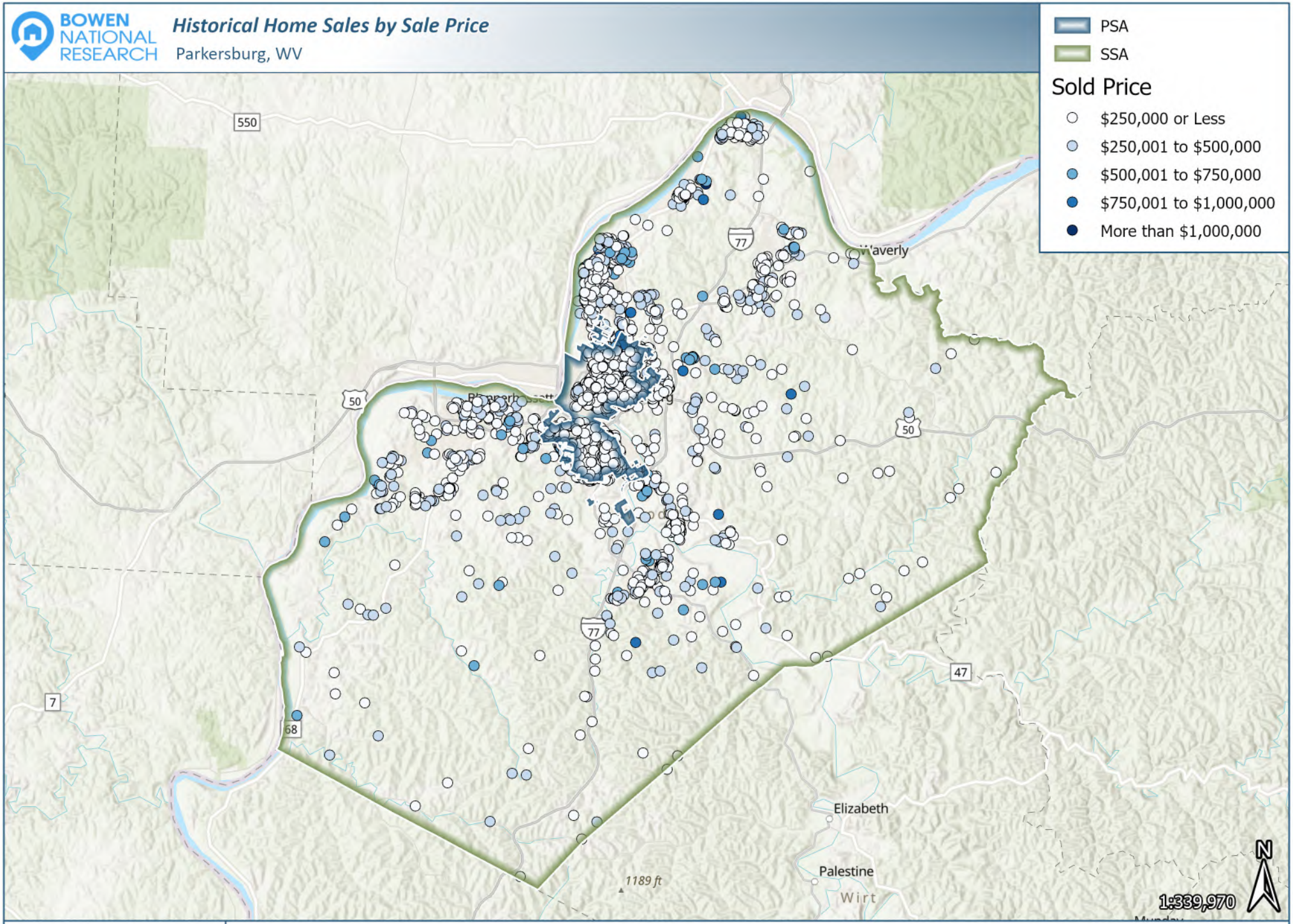

*As of June 2, 2026

A map illustrating the location of all homes sold by price point from January 2019 to June 2026 within the PSA and SSA is included on the following page.

BOWEN NATIONAL RESEARCH

# *Historical Home Sales by Sale Price*

Parkersburg, WV




0 1.5 3 4.5 6 Miles

Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, (c) OpenStreetMap contributors, and the GIS User Community, Esri, NASA, NGA, USGS
Additional Source(s): Bowen National Research

3. Available For-Sale Housing Supply

Based on information provided by Redfin.com, 50 housing units were identified within the PSA (Parkersburg) and 69 housing units were identified in the surrounding SSA (Balance of County) that were listed as *available* for purchase as of May 19, 2026. While there are likely additional for-sale residential units available for purchase, such homes were not identified during research due to the method of advertising or simply because the product was not actively marketed. Regardless, the available inventory of for-sale product identified in this analysis provides a good baseline for evaluating the for-sale housing alternatives offered in Parkersburg and Wood County.

There are two inventory metrics that are most often used to evaluate the health of a for-sale housing market. These metrics include *Months Supply of Inventory* (MSI) and availability rate. The MSI for the PSA and SSA was calculated based on sales history occurring between January 2019 and June 2026. This equates to an overall absorption rate of approximately 26 homes per month in the PSA and 36 homes per month in the SSA. Based on these monthly absorption rates, the homes listed as available for purchase in each area represent approximately 1.9 months of supply in both the PSA and SSA. The current MSI of 1.9 months in both areas is very comparable to the MSI of 1.8 months for the entirety of Wood County at the time of the previous study in 2022. Typically, healthy and well-balanced markets have an available supply that should take about four to six months to absorb (if no other units are added to the market). Therefore, the PSA and SSA inventories are considered quite low based on recent historical sales volume and indicate limited available supply in both areas. When comparing the available units with the overall inventory of owner-occupied units (8,138 in the PSA and 18,210 in the SSA), the PSA has a vacancy/availability rate of 0.6%, while the SSA has an availability rate of 0.4%. Both availability rates are well below the healthy range of 2.0% to 3.0% for a well-balanced for-sale/owner-occupied market. As such, both the PSA and surrounding SSA have very limited availability of for-sale homes based on the overall owner-occupied inventory in each area. Both availability rates are comparable to the availability rate of 0.5% for Wood County at the time of the prior study in 2022. Limited for-sale availability for an extended time period can contribute to a rapid increase in home prices and impede household growth in an area.

To gain a better understanding of housing availability in the PSA and SSA, a more refined analysis of available supply within each study area is provided.

The following table summarizes key metrics for the available for-sale residential units in the PSA (Parkersburg) and the SSA (Balance of County) as of May 19, 2026.

| Available For-Sale Housing – Wood County, WV (As of May 19, 2026) | | | | | | |
|---|---|---|---|---|---|---|
| Location | Total Units | % Share of County | Availability Rate / MSI | Median List Price | Average Days on Market | Average Year Built |
| **PSA (Parkersburg)** | 50 | 42.0% | 0.6% / 1.9 | $161,950 | 68 | 1938 |
| **SSA (Balance of County)** | 69 | 68.0% | 0.4% / 1.9 | $254,900 | 64 | 1969 |

Source: Redfin.com & Bowen National Research

Overall, 42.0% of the available for-sale homes in Wood County are located within the PSA (Parkersburg), while 68.0% of available homes are located within the SSA (Balance of County). The 50 available for-sale homes in the PSA have a median list price of $161,950, an average of 68 days on market, and an average year built of 1938. Within the SSA, the available for-sale homes have a notably higher median list price ($254,900), a similar average days on market (64 days), and a relatively newer average year built (1969) compared to the PSA. The days on market in the PSA and SSA is indicative of an area with healthy for-sale housing demand (typically 60 to 90 days), and the PSA average represents a slight reduction from the average of 72 days on market for the area from 2022. In addition, the current median list price of $161,950 in the PSA is 14.0% higher than the median list price for the available for-sale homes at the time of the previous study in 2022. Overall, the data illustrates that both areas have limited for-sale availability combined with a healthy level of demand based on average days on market. While the median list price of the available for-sale homes in the PSA is markedly lower than the SSA, this is likely due, at least in part, to the older inventory of available for-sale homes in Parkersburg.

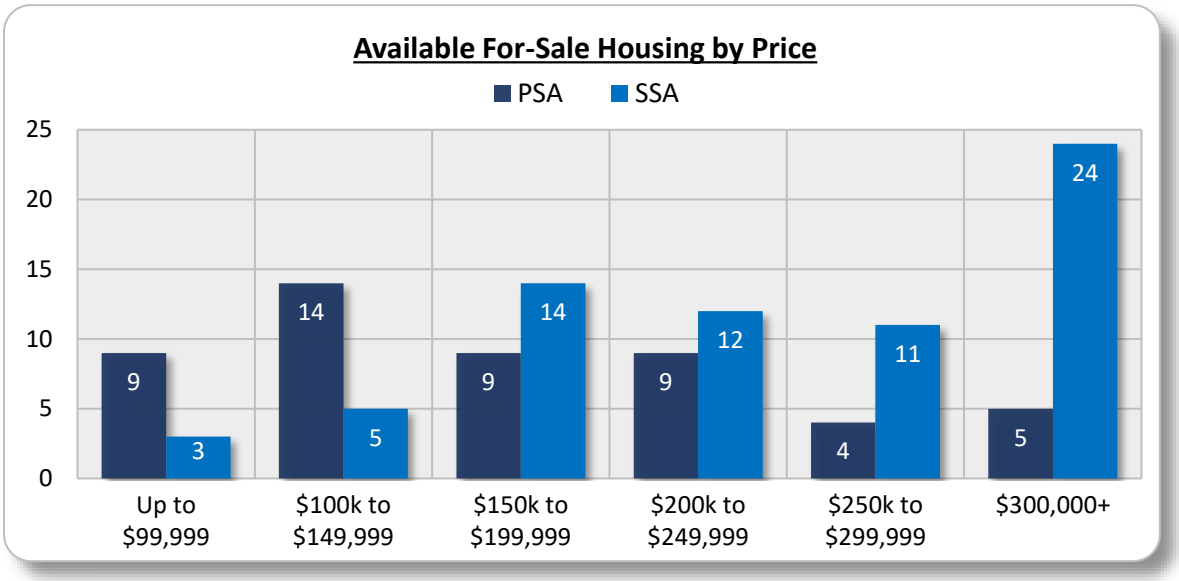
The following table summarizes the distribution of available for-sale residential units by *price point* for the PSA (Parkersburg) and SSA (Balance of County) as of May 19, 2026.

| Available For-Sale Housing by Price (As of May 19, 2026) | | | |
|---|---|---|---|
| List Price | Number Available | Percent of Supply | Average Days on Market |
| **PSA (Parkersburg)** | | | |
| Up to $99,999 | 9 | 18.0% | 86 |
| $100,000 to $149,999 | 14 | 28.0% | 76 |
| $150,000 to $199,999 | 9 | 18.0% | 78 |
| $200,000 to $249,999 | 9 | 18.0% | 71 |
| $250,000 to $299,999 | 4 | 8.0% | 22 |
| $300,000+ | 5 | 10.0% | 25 |
| **Total** | **50** | **100.0%** | **68** |
| **SSA (Balance of County)** | | | |
| Up to $99,999 | 3 | 4.3% | 135 |
| $100,000 to $149,999 | 5 | 7.3% | 89 |
| $150,000 to $199,999 | 14 | 20.3% | 60 |
| $200,000 to $249,999 | 12 | 17.4% | 51 |
| $250,000 to $299,999 | 11 | 15.9% | 66 |
| $300,000+ | 24 | 34.8% | 59 |
| **Total** | **69** | **100.0%** | **64** |

Source: Redfin.com & Bowen National Research

Within the PSA (Parkersburg), the largest share (28.0%) of available for-sale homes are priced between $100,000 and $149,999. However, there is a remarkably balanced distribution of available homes by sale price as each pricing cohort comprises between 8% and 28% of the overall available units within the PSA. While the overall average days on market for the PSA is 68 days, individual pricing cohorts range between an average of 22 days (homes priced between $250,000 and $299,999) and 86 days (homes priced below $100,000). Within the SSA, the distribution of available homes by sales price is more heavily concentrated among homes priced at $300,000 or higher, which comprise 34.8% of the available for-sale homes in the area. Similar to the PSA, the homes priced below $100,000 in the SSA have the highest average days on market (135 days) among the various pricing cohorts. It should be noted that the relatively small number of available homes indicates that the share for each pricing cohort (and the average days on market) can shift substantially through the introduction or removal of only a few units.

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




The available for-sale housing by bedroom type in the PSA (Parkersburg) and SSA (Balance of County) is summarized in the following table.

**Available For-Sale Housing by Bedrooms (As of May 19, 2026)**

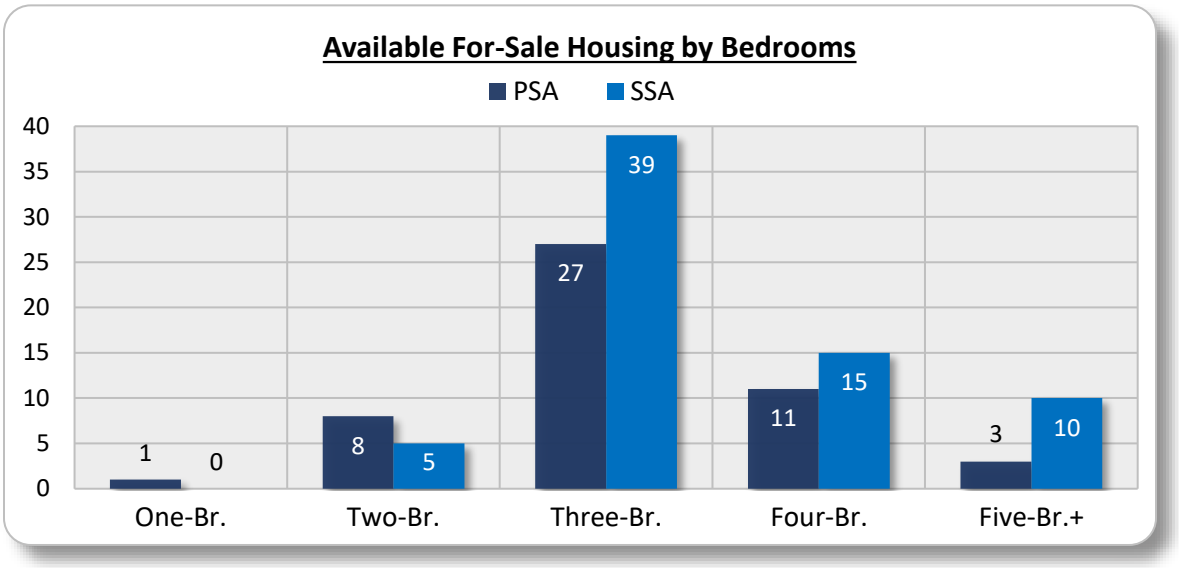
| Bedrooms | Number Available | % of Supply | Average Square Feet | Average Year Built | Price Range | Median List Price | Median Price per Sq. Ft. | Average Days on Market |
|---|---|---|---|---|---|---|---|---|
| **PSA (Parkersburg)** | | | | | | | | |
| One-Br. | 1 | 2.0% | 998 | 1900 | $30,000 | $30,000 | $30.06 | 140 |
| Two-Br. | 8 | 16.0% | 1,065 | 1938 | $87,500 - $259,000 | $132,500 | $131.00 | 50 |
| Three-Br. | 27 | 54.0% | 1,519 | 1945 | $50,000 - $399,000 | $164,900 | $120.49 | 54 |
| Four-Br. | 11 | 22.0% | 2,261 | 1927 | $41,900 - $495,000 | $225,000 | $93.60 | 107 |
| Five-Br.+ | 3 | 6.0% | 4,905 | 1925 | $234,900 - $1,630,000 | $989,000 | $230.70 | 70 |
| **Total** | **50** | **100.0%** | **1,803** | **1938** | **$30,000 - $1,630,000** | **$161,950** | **$111.06** | **68** |
| **SSA (Balance of County)** | | | | | | | | |
| Two-Br. | 5 | 7.3% | 1,174 | 1951 | $59,900 - $379,000 | $154,900 | $157.42 | 69 |
| Three-Br. | 39 | 56.5% | 1,847 | 1964 | $85,000 - $999,900 | $220,000 | $133.80 | 62 |
| Four-Br. | 15 | 21.7% | 2,400 | 1982 | $185,000 - $549,000 | $319,000 | $139.18 | 52 |
| Five-Br.+ | 10 | 14.5% | 3,653 | 1977 | $240,000 - $975,000 | $526,450 | $131.23 | 89 |
| **Total** | **69** | **100.0%** | **2,180** | **1969** | **$59,900 - $999,900** | **$254,900** | **$136.20** | **64** |

Source: Redfin.com & Bowen National Research

Three-bedroom units comprise over one-half of the available for-sale homes in the PSA (54.0%) and SSA (56.5%). The available three-bedroom homes in the PSA have a median list price of $164,900, while the available three-bedroom homes in the SSA have a median list price of $220,000. A significant portion of this pricing difference in the three-bedroom homes for the two areas can be attributed to the smaller average size of the homes in the PSA. However, when accounting for the size difference, the three-bedroom homes in the PSA have a slightly lower median price per square

foot when compared to the three-bedroom homes in the SSA ($120.49 versus $133.80). As is the case with the *overall* inventory of available homes, the three-bedroom homes in the PSA have an average year built (1945) that is notably older than the average year built (1964) for the available three-bedroom homes in the SSA. Among the most common bedroom type in both areas, the three-bedroom homes in the PSA have an average days on market (54 days) that is slightly lower than the average for comparable homes in the SSA (62 days).

The number of available homes by *bedroom type* in the PSA (Parkersburg) and SSA (Balance of County) is shown in the following graph:



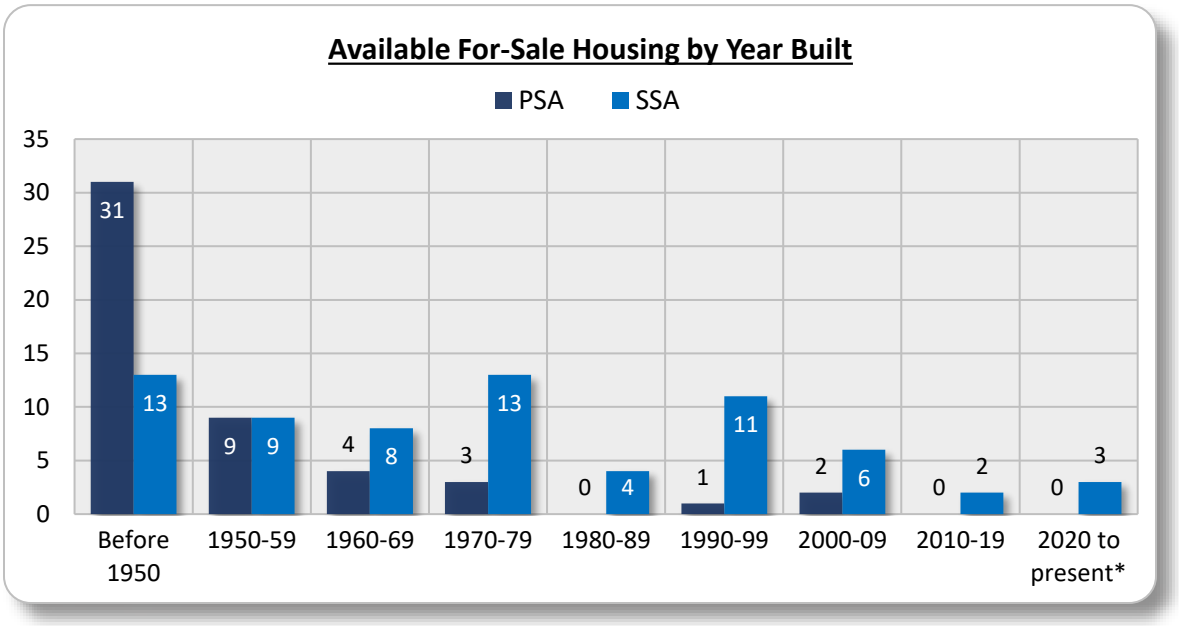
The distribution of available homes by *year built* for the PSA (Parkersburg) and SSA (Balance of County) is summarized in the following table.

| Available For-Sale Housing by Year Built (As of May 19, 2026) | | | | | | | |
|---|---|---|---|---|---|---|---|
| Year Built | Number Available | % of Supply | Average Square Feet | Price Range | Median List Price | Median Price per Sq. Ft. | Average Days on Market |
| **PSA (Parkersburg)** | | | | | | | |
| Before 1950 | 31 | 62.0% | 1,833 | $30,000 - $989,000 | $135,000 | $96.59 | 67 |
| 1950 to 1959 | 9 | 18.0% | 1,531 | $142,900 - $259,000 | $185,000 | $127.47 | 74 |
| 1960 to 1969 | 4 | 8.0% | 1,516 | $199,900 - $295,000 | $254,950 | $178.37 | 27 |
| 1970 to 1979 | 3 | 6.0% | 1,656 | $164,900 - $239,000 | $234,000 | $135.16 | 123 |
| 1980 to 1989 | 0 | 0.0% | - | - | - | - | - |
| 1990 to 1999 | 1 | 2.0% | 2,599 | $399,000 | $399,000 | $153.52 | 20 |
| 2000 to 2009 | 2 | 4.0% | 2,949 | $92,000 - $1,630,000 | $861,000 | $212.43 | 66 |
| 2010 to present | 0 | 0.0% | - | - | - | - | - |
| **Total** | **50** | **100.0%** | **1,803** | **$30,000 - $1,630,000** | **$161,950** | **$111.06** | **68** |
| **SSA (Balance of County)** | | | | | | | |
| Before 1950 | 13 | 18.8% | 1,413 | $59,900 - $259,900 | $135,000 | $119.17 | 81 |
| 1950 to 1959 | 9 | 13.0% | 1,538 | $149,500 - $369,900 | $238,900 | $167.07 | 32 |
| 1960 to 1969 | 8 | 11.6% | 2,054 | $168,000 - $319,900 | $244,500 | $132.62 | 88 |
| 1970 to 1979 | 13 | 18.8% | 2,292 | $179,900 - $975,000 | $299,900 | $137.14 | 50 |
| 1980 to 1989 | 4 | 5.8% | 2,423 | $219,900 - $395,000 | $297,000 | $133.34 | 66 |
| 1990 to 1999 | 11 | 15.9% | 2,867 | $150,000 - $895,000 | $403,900 | $132.93 | 83 |
| 2000 to 2009 | 6 | 8.7% | 3,108 | $175,000 - $695,000 | $555,000 | $148.48 | 61 |
| 2010 to 2019 | 2 | 2.9% | 2,789 | $289,900 - $999,900 | $644,900 | $214.54 | 22 |
| 2020 to present | 3 | 4.4% | 2,179 | $329,000 - $679,000 | $479,900 | $189.08 | 48 |
| **Total** | **69** | **100.0%** | **2,180** | **$59,900 - $999,900** | **$254,900** | **$136.20** | **64** |

Source: Redfin.com & Bowen National Research

As shown in the preceding table, the majority (88.0%) of the available for-sale housing product in the PSA was built before 1970, and 62.0% of the available for-sale homes were built prior to 1950. By contrast, only two units (4.0%) of the available homes in the PSA were built since 2000. Among the most commonly available for-sale homes by year built, the homes built before 1950 in the PSA have a median list price of $135,000 and an average days on market of 67 days. While the available for-sale homes built prior to 1950 in the surrounding SSA also have a median list price of $135,000, these homes only comprise 18.8% of the total for-sale inventory in the area. Overall, there is a comparably more balanced distribution of available for-sale homes by year built in the SSA as the majority of year built cohorts comprise between 11.6% and 18.8% of the total for-sale units in the area. As is typical of many markets, the median list price and median price per square foot for the available homes built during the most recent development periods (since 2000) are generally higher than those built during the oldest development periods (prior to 1970). Regardless, most development periods in the PSA and SSA have relatively healthy average days on market, illustrating there is notable demand for a variety of for-sale housing products by age and price.

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




*As of May 19, 2026

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

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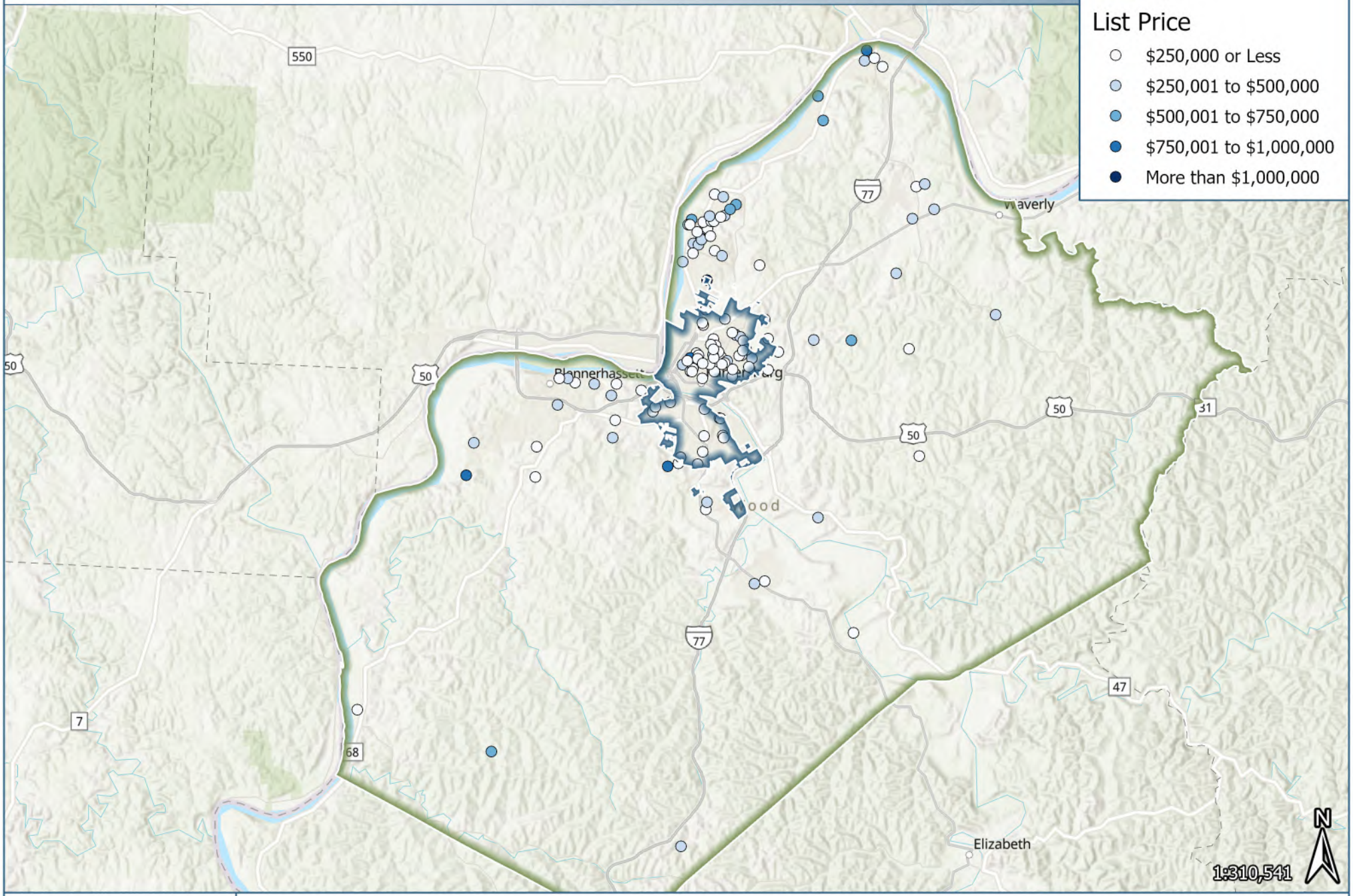
# *Available For-Sale Housing by List Price*

Parkersburg, WV




Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, (c) OpenStreetMap contributors, and the GIS User Community, Esri, NASA, NGA, USGS
Additional Source(s): Bowen National Research

## D. PLANNED & PROPOSED

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

The following table illustrates single-family and multifamily building permits issued within the city of Parkersburg, the Balance of Wood County, and Wood County for the most recent 10-year period available (2016-2025):

| Housing Unit Building Permits | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| **Permits** | **2016** | **2017** | **2018** | **2019** | **2020** | **2021** | **2022** | **2023** | **2024** | **2025** |
| **Parkersburg, WV** | | | | | | | | | | |
| Multifamily Permits | 0 | 0 | 0 | 16 | 0 | 0 | 0 | 0 | 0 | 2 |
| Single-Family Permits | 35 | 11 | 4 | 8 | 2 | 3 | 3 | 5 | 5 | 4 |
| Total Permits | 35 | 11 | 4 | 24 | 2 | 3 | 3 | 5 | 5 | 6 |
| **Balance of Wood County** | | | | | | | | | | |
| Multifamily Permits | 2 | 30 | 38 | 50 | 0 | 2 | 0 | 0 | 33 | 4 |
| Single-Family Permits | 88 | 84 | 74 | 59 | 70 | 91 | 52 | 79 | 86 | 77 |
| Total Permits | 90 | 114 | 112 | 109 | 70 | 93 | 52 | 79 | 119 | 81 |
| **Wood County** | | | | | | | | | | |
| Multifamily Permits | 2 | 30 | 38 | 66 | 0 | 2 | 0 | 0 | 33 | 6 |
| Single-Family Permits | 123 | 95 | 78 | 67 | 72 | 94 | 55 | 84 | 91 | 81 |
| Total Permits | 125 | 125 | 116 | 133 | 72 | 96 | 55 | 84 | 124 | 87 |

Source: SOCDS Building Permits Database at https://www.huduser.gov/socds/permits/

Between 2016 and 2025, a total of 98 residential units were permitted within the PSA (Parkersburg). Of these, 80 units (81.6%) were single-family units and 18 units (18.4%) were multifamily units. Since 2016, the majority of the multifamily units (16 units, or 88.9%) and single-family units (58 units, or 72.5%) permitted in the PSA were for permits issued prior to 2020. While there has been a steady number of single-family units permitted in the PSA since 2020, the total number of single-family units permitted each year during this time period has been significantly less than the peak permit activity during 2016. By comparison, a total of 919 residential units were permitted within the surrounding SSA between 2016 and 2025. Of these, 760 units (82.7%) were single-family units and 159 units (17.3%) were multifamily units. While over three-quarters (75.5%) of the multifamily units permitted in the SSA were for permits issued prior to 2020, the majority (59.9%) of the single-family units permitted were for permits issued since 2020. As such, the residential permitting activity in the PSA has been very limited since 2020, whereas single-family permit activity in the SSA has been notable since 2020.

Planned and Proposed Residential Housing Development

Bowen National Research performed extensive online research to identify residential projects either planned for development or currently under construction within the PSA (Parkersburg) and the SSA (Balance of County). Note that additional projects may have been introduced into the pipeline and the status of existing projects may have changed since the time research was completed. Additionally, smaller projects with four or fewer units have likely been permitted but are not included in this overview.

*Multifamily Rental Housing*

The following table summarizes the known details for the multifamily rental housing projects that are currently in the development pipeline within the SSA (Balance of County). Note that there were no multifamily rental housing projects identified in the housing development pipeline within the PSA (Parkersburg).

| Multifamily Rental Housing Development | | | | |
|---|---|---|---|---|
| **Project Name & Address** | **Type** | **Units** | **Developer** | **Status/ Details** |
| **SSA (Balance of County)** | | | | |
| Riverbluff Senior Living<br>167 Elizabeth Pike<br>Mineral Wells | Market-rate<br>(Senior 55+) | 24 | Gateway<br>Hospitality | **Under Construction:** Partial conversion of existing hotel to 24 studio and one-bedroom units for seniors aged 55 and older; 15 units scheduled for completion June 2026; No ECD for remaining units; Rents from $1,200 to $1,500. |
| Avington on North Elm<br>1769 Old River Road<br>Williamstown | Market-rate | 20 | Pope Properties | **Under Construction:** Property currently consists of 13 completed buildings (52 units) with an additional four buildings (16 units) under construction; Plans include one additional building (4 units); Start date TBD; Rents from $1,399 (two-bedroom) to $1,499 (three-bedroom). |
| Joy Lofts<br>70 Joy Street<br>Parkersburg | Tax Credit | 25 | Spire<br>Development | **Planned:** Allocated 2025; Plans include two buildings (two- and three-story) comprising 25 units for low-income households; Three-bedroom (3 units) and four-bedroom (2 units) at 60% AMHI using HOME funds; Notice of Intent to Request Release of Funds (West Virginia Housing Development Fund) published in April 2026. |
| Patriot Center South Apartments<br>200 Patriot Center Drive<br>Parkersburg | Tax Credit | 24 | Sadd Brothers<br>Development | **Proposed:** Applied for Tax Credits in 2026; All units will be three-bedrooms; Six units set aside at 50% AMHI; Eighteen units set aside at 60%; ECD 2028. |

ECD – Estimated Completion Date; TBD – To Be Determined; AMHI – Area Median Household Income

There are currently two multifamily rental housing developments under construction in the SSA (Balance of County). One project consists of 24 market-rate units restricted to seniors aged 55 and older. Of these, 15 units were scheduled for completion in June 2026 with rents that range from $1,200 to $1,500 depending on unit configuration. A total of 16 additional market-rate units are under construction at an existing project (Avington on North Elm) with rents ranging from $1,399 to $1,499. In 2025, Tax Credits were awarded for the

Joy Lofts project. Plans include 25 units for low-income households with the use of HOME funds for households earning up to 60% of Area Median Household Income (AMHI). A Notice of Intent to Request Release of Funds for the project was issued in April of 2026. An additional Tax Credit project (PCS) applied for Tax Credits in 2026. The project scope consists of 24 units.

There were no *for-sale* or *senior care* housing projects in the development pipeline identified within the PSA or SSA.

The identified rental housing projects were considered in the housing gap estimates included in Section VIII of this report.

# VII. OTHER HOUSING MARKET FACTORS

## INTRODUCTION

Factors other than demographics, employment, and supply (all analyzed earlier in this study) can affect the strength or weakness of a given housing market. Additional elements, such as current land use and regulatory policies, can also influence a housing market's performance and needs. This section evaluates existing land use policy and potential regulatory barriers to residential development in Parkersburg. For the purposes of this analysis, regulatory barriers include current zoning policies that dictate the type and size of residential development that is permitted. A summary of regulatory factors influencing residential development in Parkersburg is provided. These components of the housing market are evaluated and discussed relative to the PSA (Parkersburg).

## A. LAND USE & POLICY REVIEW

The City of Parkersburg website includes information provided by the Planning & Development Department. This information includes, but is not limited to, a comprehensive master plan, consolidated plans and evaluation reports, annual action plans, and annual reports for the Planning & Development Department. The City of Parkersburg Building and Code Enforcement Department website includes codified ordinances for the city. Part 13 of the City of Parkersburg Codified Ordinances contains the Planning and Zoning Code. As part of this Housing Needs Assessment, a review was conducted of housing policies in the city of Parkersburg to determine if barriers to residential development exist. This analysis includes a review of the Comprehensive Plan, Planning and Zoning Code, and building codes.

### Comprehensive Plan (PBK 2030)

The state of West Virginia requires cities to update its comprehensive plan every 10 years according to Chapter 8A of the West Virginia State Code. A review of the PBK 2030 Comprehensive Plan was conducted as part of this Housing Needs Assessment. Adopted by the Parkersburg City Council in December 2020, the purpose of this comprehensive plan is to *provide guidance for responsible stewardship and decision making related to the City's operations and development that takes into consideration the diverse systems, services, and partnerships in the City of Parkersburg.* This document is meant to guide policy pertaining to future land use in the city, including identification of preferred development areas, historic preservation, and community design. This plan also has a notable economic development purpose related to housing, including topics focusing on renewal and redevelopment. Goals stated in the comprehensive plan include the following: *Parkersburg will provide strategic investment and support for development of diverse housing products to improve the housing stock and living environments for current and future residents*.

In addition to the purpose and goals listed above, the comprehensive plan also includes several items that should be implemented on an *ongoing, short-term, medium-term, or long-term basis*. Several of these identified items pertain directly to the city's housing stock such as enforcing development regulations, establishing a neighborhood plan to initiate focused improvement projects, working with community development stakeholders to prepare a downtown development plan identifying sites for infill and adaptive reuse, updating zoning regulations as needed based on the comprehensive plan recommendations, and preparing a housing plan to identify targeted locations to accommodate the missing middle-income workforce housing identified in the comprehensive plan update. Mid-term and long-term objectives include issuing RFP/RFQs for prioritized redevelopment and housing projects.

Strategic Plan

The Comprehensive Plan for the city of Parkersburg includes a strategic plan, which summarizes the goals that the City hopes to achieve. Among these are goals pertaining to *Diversified and Improved Housing Options* and *Placemaking and Community Design*. A major goal for Diversified and Improved Housing Options is that *Parkersburg will provide strategic investment and support for development of diverse housing products to improve the housing stock and living environments for current and future residents.* Strategies for this goal include participating in regional housing studies to clearly define missing housing product, collaborating with social service organizations and communities to help create housing product to meet the needs of the city's homeless population, continuing to administer state and federal programs for community and home improvements (CDBG, HOME, etc.), considering increased acquisition and preparations of properties to catalyze redevelopment in an area, considering in-kind contributions of development ready land to reduce overall cost to build new housing, considering adoption of new neighborhood design standards and zoning regulations to increase residential diversity and density in existing neighborhoods as they experience redevelopment, and continuing to explore the potential for accessory dwelling units (ADUs), tiny homes, or other alternative housing options that could be built in the community. The stated goal for Placemaking and Community Design is that *Parkersburg will strategically invest in infrastructure and redevelopment to create great places and catalyze positive change in the community. Housing related strategies to achieve this goal include preparing updated zoning regulations, including looking to the feasibility of adopting a hybrid approach to the traditional form-based zoning code* and prioritizing critical land/property acquisition and preparation for redevelopment.

Geographic Plan

The geographic plan includes identification of future land use development types for areas of Parkersburg. As part of this analysis, a comparison was made between the current zoning map and future land use map for Parkersburg. Based on this comparison, current zoning of properties in the city is consistent with future land uses. The future land use map also includes recommended annexation areas that consist of unincorporated areas of Wood County adjacent to the city limits. These recommended annexation areas are largely comprised of areas east and south of the Parkersburg city limits, extended as far east at Interstate 77 and as far south as the area immediately west of the Hino Motors Manufacturing facility. The recommended annexation areas include smaller subareas that are identified as *priority annexation areas* on the future land use map. Areas labeled as priority annexation areas include the Pettyville area south of the city limits, an area adjacent to Fort Boreman Park and U.S. Highway 50 south of the Little Kanawha River, Murray Lane west of the Little Kanawha River, the U.S. Highway 50/State Route 47 interchange, and a portion of U.S. Highway 50 that includes the Old U.S. Highway 50 and Interstate 77 interchanges. None of the areas included as recommended or priority annexation areas on the future land use map were identified with future land use policy designations (e.g., residential or commercial land uses). Future land use policy designations were restricted to areas within the Parkersburg city limits.

*Redevelopment and reinvestment* of existing areas of the city is a primary focus of the geographic plan. Parkersburg has a significant share of older residential structures, as over one-half of renter-occupied units and nearly 80% of owner-occupied units in the city were built before 1970. A notable number of these older homes show various stages of blight. The Wood County Housing Needs Assessment completed by Bowen National Research in 2022 included a blight survey of the county, which identified 360 blighted residential units within Parkersburg. Therefore, redevelopment and reinvestment of residential neighborhoods in the city should be of primary importance. The Neighborhood Infill Supported Development Initiative, operated by the City of Parkersburg, aims to *transform vacant lots into vibrant housing opportunities*. This program offers pre-approved building plans, a streamlined review process, and flexible zoning to landowners, developers of affordable housing, and nonprofits/community groups seeking to build in Parkersburg. The program website includes sets of approved building plans for several types of residential units, including ADUs, single-family detached homes, and duplexes.

The geographic plan also addresses housing issues in the city of Parkersburg. The Citywide Housing Recommendations section (page 79 of the Comprehensive Plan) states that increasing land and construction costs, coupled with lower median household incomes that have not kept pace with housing costs, have resulted in a lack of development/redevelopment activity within the city limits. These recommendations also note that the existing housing stock is generally older and may not be appealing to some prospective buyers. As outlined in the residential

blight section of the 2022 Wood County Housing Needs Assessment, there were numerous homes in Parkersburg that needed significant repair and revitalization. Due to these stated issues with the older housing stock in Parkersburg, these recommendations conclude that offering a mix of newer housing types (e.g., apartments, condominiums, townhomes) may attract new residents and help prevent current residents from leaving the city in order to find suitable housing.

Additional relevant recommendations suggested within the Comprehensive Plan include:

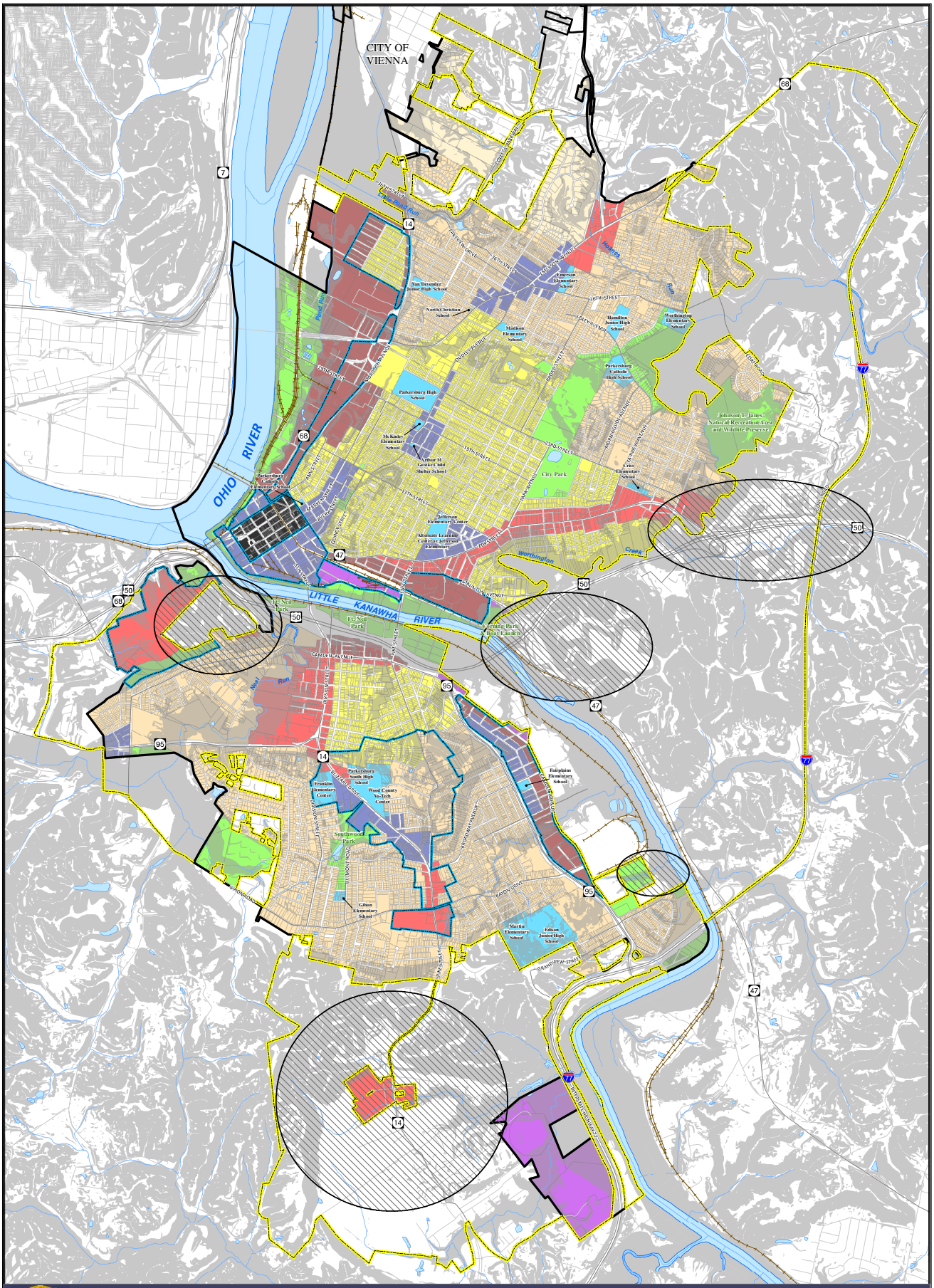
*Identify and apply for grant funds that can be used to maintain and rehabilitate properties.* The City of Parkersburg administers two housing rehabilitation programs: a Minor Home Repair Program and an Emergency Repair Program. The Minor Home Repair Program is available to income-eligible homeowners that reside within the city limits. Eligible homeowners can apply for a grant of up to $15,000 for needed home improvements. The Emergency Repair Program allows income-eligible homeowners to receive a grant of up to $6,000 for home repairs that *eliminate conditions that are detrimental to the health and safety of residents*. The Parkersburg-Wood County HOME Consortium offers additional housing rehabilitation programs to Parkersburg homeowners: an Owner-Occupied Rehabilitation Loan Program and a Rental Rehab Program, which is available to owners of rental housing. Applications for each of these programs are available on the City of Parkersburg Housing Programs website.

*Plan for a "market-flexible" mix of housing in the city.* The geographic plan includes a future land use map for the city of Parkersburg. This map identifies several zones (defined as Land Use Policy) where various types of residential housing could be constructed in future years. Land Use Policy zones include the following: low-density residential, medium-density residential, and high-density residential. While low-density residential zones would most likely target single-family detached homes, medium- and high-density residential zones could allow for higher-density structures such as two- to four-family buildings and apartment buildings. Infill development of smaller apartment buildings along with new development of larger apartment buildings (where permitted by the zoning ordinance) would allow for market flexibility of housing in Parkersburg.

*Update city codes to encourage development of affordable housing units for prospective renters and homeowners.* The City of Parkersburg zoning code currently allows for an increased height exception for senior housing constructed within the R-4 zoning district. Whereas the normal height restriction is 2.5 stories, or 35 feet, senior housing buildings can be constructed up to a height of 10 stories, or 120 feet. It is recommended that this building height restriction be expanded to include affordable workforce housing with no age restriction, so that affordable housing projects with greater density can be built within R-4 zones. Most modern multifamily building projects are at least three stories in height, and the current 2.5-story restriction would very likely limit these types of properties from being built without a zoning variance.

*Investigate the feasibility of establishing a nonprofit housing organization to develop affordable workforce housing.* The City of Parkersburg partners with several nonprofit housing organizations in Wood County. Habitat for Humanity of the Mid-Ohio Valley, based in the city of Vienna, is a Certified Housing Development Organization (CHDO) that develops affordable housing in areas of Wood County, including Parkersburg. Habitat for Humanity actively works to *lower barriers to affordable housing* by constructing owner-occupied homes with an affordable mortgage for qualified households. Requirements for households to qualify for a Habitat for Humanity home include demonstrating need, ability to pay for a home, and a willingness to partner with Habitat for Humanity and others in need. The Parkersburg Housing Authority also administers a lease-to-purchase housing program: Program to Reinvest in Individual Development and Enterprise (P.R.I.D.E). This program is open to eligible low-income households of at least three people with acceptable rental and credit histories. Despite these existing organizations, opportunities may exist to add other nonprofit organizations.

A copy of the Future Land Use map from the Geographic Plan is included on the following page.


CITY OF VIENNA
OHIO RIVER
LITTLE KANAWHA RIVER
Parkersburg High School
Parkersburg South High School
Parkersburg Catholic High School
Parkersburg Catholic Elementary School
Emerson Elementary School
Hamilton Junior High School
Worthington Elementary School
Madison Elementary School
McKinley Elementary School
Arthur M. Gardner Judd Shelter School
Jefferson Elementary Center
Alternative Learning Center at Jefferson Elementary
Cox Elementary School
Fairplains Elementary School
Franklin Elementary Center
Wood County Tech Center
Gihon Elementary School
Martin Elementary School
Edison Junior High School
Johnson E. James Natural Recreation Area and Wildlife Preserve
City Park
Southwood Park
Fort Neil Park
Stanley Park Boat Launch
Ann Alexander Junior High School
North Christian School
Ohio River Trail
Little Kanawha River Trail
Worthington Creek
Neal Run
Hughes Run
Pond Run
7th STREET
10th STREET
13th STREET
15th STREET
19th STREET
Dudley Avenue
Ohio Avenue
Market Street
Juliana Street
Camden Avenue
Grand Central Avenue
Grandview Street
Ravenswood Avenue
Emerson Avenue
Washington Avenue
Murdoch Avenue
Broadway Avenue
Depot Street
Gihon Road
Pike Street
Dudley Street
Ohio Street
Juliana Street
Camden Avenue
Grand Central Avenue
Grandview Street
Ravenswood Avenue
Emerson Avenue
Washington Avenue
Murdoch Avenue
Broadway Avenue
Depot Street
Gihon Road
Pike Street
Dudley Street
Ohio Street
Market

## B. REGULATORY ZONING DISTRICTS

The City of Parkersburg enacts zoning and subdivision decisions through its code of ordinances. A summary of the zoning ordinances for the city of Parkersburg, subdivision regulations, and building and housing codes are included as follows:

Residential Zoning

Residential zoning codes generally dictate the type of housing that is built within a particular area. The city of Parkersburg has a zoning ordinance that includes zoning districts for properties within its jurisdiction. Per Chapter 1347.01 of the City of Parkersburg Codified Ordinances, one of the purposes of district classification is *to provide sufficient space in appropriate locations for residential development to meet the housing needs of the City's present and expected future population*. A review of zoning regulations in the city of Parkersburg is below:

*Zoning Districts – City of Parkersburg*

| City of Parkersburg – Residential Zoning Districts – Codified Ordinances | |
|---|---|
| **Zoning Category** | **Description** |
| **R-1** Single-Family Low-Density District | Allows single-family detached homes to be built on larger than average lots and to reserve open areas with a potential for single-family low-density development. |
| **R-2** Single-Family Medium-Density District | Allows single-family detached homes to be built on medium-sized lots that are typical in newer subdivisions and to reserve open areas with a potential for single-family medium-density development. |
| **R-3** Residence District | Allows development of single-family and two-family residential buildings. R-3 zoning also permits the conversion of a single-family home to a two-family building under certain conditions. |
| **R-3A** High-Density Residence District | Allows development and preservation of single-family houses in areas with small lots. R-3A zoning permits two-family buildings in scattered locations and also permits the conversion of a single-family home to a two-family building under certain conditions. |
| **R-4** Multifamily Apartment District | Encourages new construction of multifamily residential buildings while limiting conversions of single-family homes. |
| **RH** Residential Historic District | Allows construction and rehabilitation of existing buildings of a historic style and design. Residential Historic Districts defined as Julia-Ann Square Historic District, Parkersburg High School/Washington Avenue Historic District, and Avery Historic District. Single-family homes permitted in all districts. Two-family homes permitted in Julia-Ann Square Historic District. |
| **B-1** Neighborhood Business District | Allows for the establishment of smaller commercial businesses adjacent to residential areas. B-1 zoning also allows single-family, two-family, and multifamily residential buildings. |
| **B-2** General Business District | Allows for the establishment of automobile-oriented commercial businesses located along major arterials and highways. B-2 zoning also allows for single-family, two-family, and multifamily residential buildings. Planned Unit Developments (PUD) are also permitted under this zoning designation. |
| **B-3** Central Business District | Allows for the establishment of pedestrian-oriented commercial businesses within a core location. B-3 zoning also allows single-family, two-family, and multifamily residential buildings. There are no minimum setbacks, maximum building height restrictions, or off-street parking minimums within this zoning district. |
| **B-4** Residential-Office District | Allows for mixed-use development of residential, office, retail, and institutional land uses. |

Source: City of Parkersburg Codified Ordinances (Part Thirteen – Planning and Zoning Code)
Note: Commercial and industrial zoning districts that do not permit residential development were excluded from this analysis.

The City of Parkersburg zoning ordinance consists of several zoning districts that permit the development of residential, commercial, and mixed-use properties. According to the preceding table, the first five residential zoning districts (R-1, R-2, R-3, R-3A, and R-4) represent the most likely development opportunities for residential structures. The R-1, R-2, and R-3 zoning districts permit lower-density residential development (primarily single-family and two-family structures) while the R-3A and R-4 zoning designations permit higher-density development. The commercial zoning districts (B-1, B-2, B-3, and B-4) primarily allow for commercial land uses. However, a variety of residential building types are permitted under these commercial zoning districts, including single-family, two-family, and multifamily residential buildings. In particular, the B-4 zoning designation allows for mixed-use development.

Setback and building height restrictions for each zoning designation that allows residential development are listed in the following table:

**City of Parkersburg – Lot Area, Setbacks and Building Height Requirements by Zoning District**

| Zoning District | Minimum Lot Area (Sq. Ft.) | Front Yard Setback | Side Yard Setback | Rear Yard Setback | Maximum Building Height |
|---|---|---|---|---|---|
| **R-1** Single-Family Low-Density District | 12,000 | 30 ft. | 15 ft. | 30 ft. | 2 stories or (30 ft.)* |
| **R-2** Single-Family Medium-Density District | 7,000 | 25 ft. | 5-16 ft. | 30-35 ft. | 2 stories or (30 ft.)* |
| **R-3** Residence District | 6,000 | 25 ft. | 5-14 ft. | 30-35 ft. | 2.5 stories or (35 ft.)* |
| **R-3A** High-Density Residence District | 5,000 | 20 ft. | 5-14 ft. | 30-35 ft. | 2.5 stories or (35 ft.)* |
| **R-4** Multifamily Apartment District | 5,000 | 20 ft. | 5-14 ft. | 30-35 ft. | 2.5 stories or (35 ft.)* |
| **RH** Residential Historic District | 5,000/6,500 | 20-25 ft. | 5-14 ft. | 30-35 ft. | 2.5 stories or (35 ft.)* |
| **B-1** Neighborhood Business District | 5,000 | 20 ft. | 5-14 ft. | 25 ft. | 2.5 stories or (35 ft.)* |
| **B-2** General Business District | 5,000 | 20 ft. | 5-14 ft. | 25-30 ft. | None |
| **B-3** Central Business District | None | None | None | None | None |
| **B-4** Residential-Office District | None | 20 ft. | 5-20 ft. | 25-30 ft. | None |

Source: City of Parkersburg Codified Ordinances (Part Thirteen – Planning and Zoning Code)
Note: Commercial and industrial zoning districts that do not permit residential development were excluded from this analysis.
*Whichever is less
Range for yard setbacks reflects one-story (low) and two-story/2.5-story dwellings (high).
Maximum building height for senior buildings in R-4 is 10 stories or 120 ft., whichever is less.
R-4 zoning also requires increased minimum setbacks for buildings three stories and taller.
Minimum lot area range in RH district varies by neighborhood
Setbacks and minimum building heights for B-1, B-2, B-3, and B-4 zones reflect residential buildings and structures.

Requirements for lot area, setbacks, and building height vary by zoning district in the city of Parkersburg. Properties located in residential zones in the city of Parkersburg appear to be structured for single-family or two-family development, while properties located in commercial zones appear to have more flexibility regarding the type of structures that can be built. Three of the four commercial zones (B-2, B-3, B-4) do not have a building height restriction, meaning that taller

residential structures could potentially be built within these commercial zones. By comparison, the residential *multifamily* zoning designation (R-4) has a limited building height restriction of 2.5 stories with the exception of senior housing (10 stories). The minimum lot sizes, set backs and maximum building heights in Parkersburg generally align with other similarly sized communities.

The permitted land uses for zoning districts in the city of Parkersburg are shown in the following table.

**Permitted Residential Land Uses within Zoning Districts**
**City of Parkersburg**

| Land Use Type | Zoning Districts | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | R-1 | R-2 | R-3 | R-3A | R-4 | RH | B-1 | B-2 | B-3 | B-4 |
| Accessory Dwelling Units (ADUs) | A | A | A | A | A | A | A | A | A | A |
| Garden-type apartments | -- | -- | -- | -- | P | -- | -- | -- | -- | -- |
| Group residential facilities* | P | C | C | C | C | -- | -- | -- | -- | -- |
| Homes for the aged (6+ sleeping rooms) | -- | -- | C | C | C | -- | -- | -- | -- | -- |
| Leasing rooms in single-family dwelling (limit two) | -- | A | A | A | A | A | -- | -- | -- | -- |
| Multifamily dwelling (conversion**) | -- | -- | -- | -- | C | -- | -- | -- | -- | -- |
| Multifamily dwellings (new) | -- | -- | -- | -- | P | -- | P | P | P | P |
| Nursing homes | -- | -- | -- | -- | C | -- | P | P | P | P |
| One-family detached dwellings | P | P | P | P | P | P | P | P | P | P |
| Planned unit developments | -- | -- | -- | -- | -- | -- | -- | P | P | P |
| Residential care communities | -- | -- | P | P | P | -- | P | P | P | P |
| Rooming houses | -- | -- | -- | -- | C | -- | P | P | P | P |
| Row houses (new) | -- | -- | -- | -- | P | -- | -- | -- | -- | -- |
| Two-family dwelling (conversion**) | -- | -- | P | C | C | P^ | -- | -- | -- | -- |
| Two-family dwelling (new) | -- | -- | P | P | P | P^ | P | P | P | P |

Source: City of Parkersburg Codified Ordinances (Part Thirteen – Planning and Zoning Code)
Note: Commercial and industrial zoning districts that do not permit residential development were excluded from this analysis.
Legend: P = principal permitted use; C = principal conditional use; A = accessory permitted use; -- prohibited use.
*Land use subject to specific conditions in Article 1368 (Group Residential Homes).
**Conversion of two-family and multifamily dwellings subject to minimum gross floor area requirements.
^Two-family dwellings (new construction and conversions) in RH district only permitted in the Julia-Ann Square Historic District. Accessory buildings and structures in the RH district are subject to additional setback requirements.

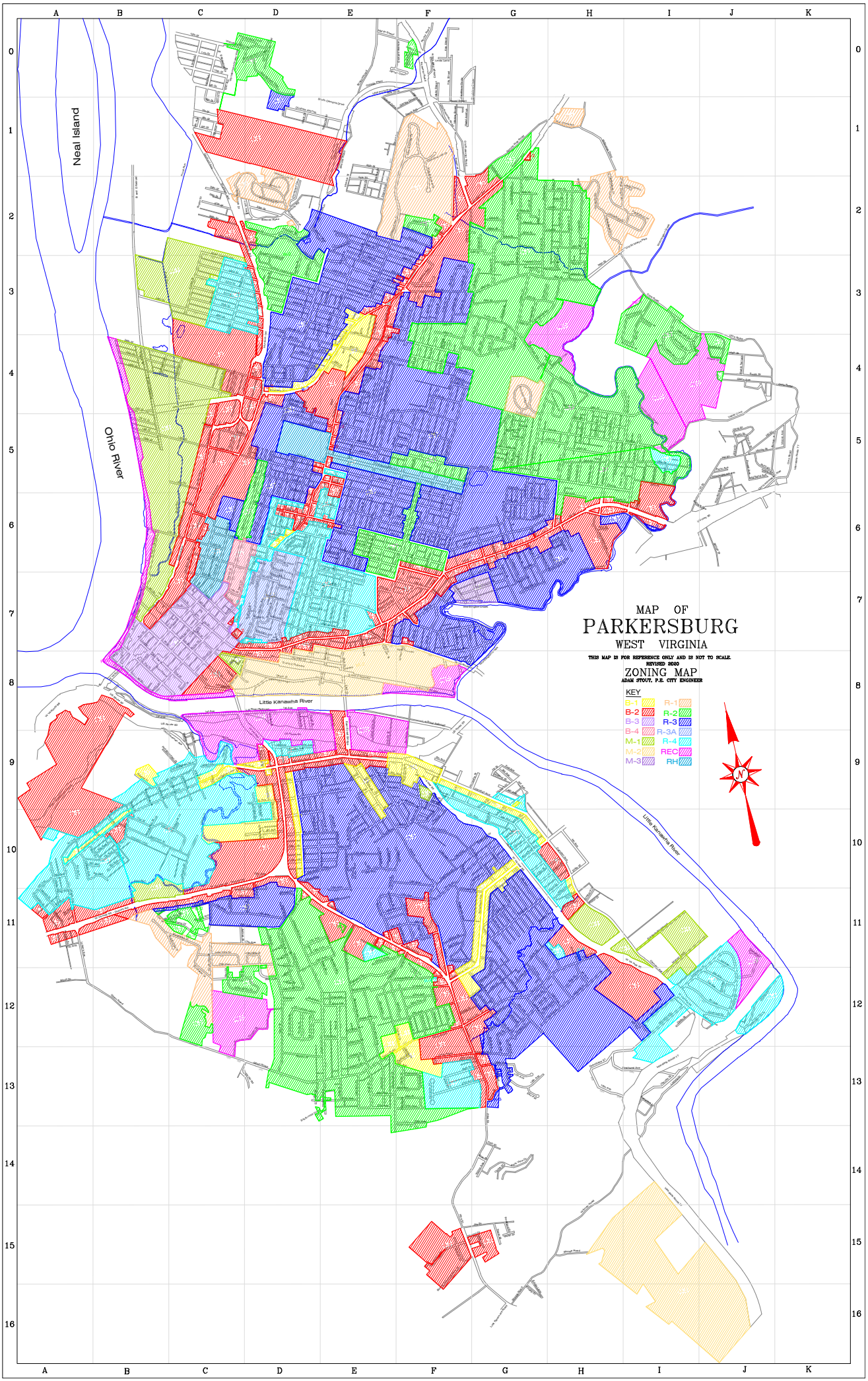
Based on zoning regulations, one-family detached dwellings are permitted in all residential and commercial zoning districts, while new two-family dwellings are permitted in all zoning districts except the R-1 and R-2 zoning districts. Some residential land use types are classified as conditional uses. According to Chapter 1329.05 of the zoning ordinance, conditional uses are authorized by the Board of Zoning Appeals. Approval is subject to general requirements listed in Chapter 1329 of the zoning ordinance. Accessory permitted uses consist of accessory dwelling units (permitted in all residential and commercial zoning districts) and leasing of individual rooms in a single-family dwelling in select zoning districts.

The Comprehensive Plan, discussed earlier in this section, also includes recommendations specific to zoning standards in the city of Parkersburg. These recommendations are summarized as follows.

*Create form-based or hybrid zoning standards to ensure new development, infill, adaptive reuse, and rehabilitation projects complement the character of the historic or established community patterns. Zoning standards that can be applied administratively are recommended because they provide greater predictability and reduce the processing and time costs of approving development.* In 2025, the Parkersburg Planning and Zoning Department introduced a streamlined zoning approval process for specific residential floorplans including accessory dwelling units (ADUs), single-family detached homes, and duplexes. These pre-approved floorplans reduce administrative approval time by the Planning and Zoning Department. A form-based zoning code for specific areas of Parkersburg prioritizing building form over land uses may also assist with streamlining the zoning approval process.

*Review and update the zoning ordinance to potentially identify and eliminate barriers to housing development in the city.* The zoning ordinance was updated in 2020 to include a Small Home Overlay District within a specific neighborhood in the northern portion of Parkersburg. According to the zoning ordinance, boundaries of the Small Home Overlay District include 16th Street to the north, Stephenson Avenue and Laird Avenue to the east, Virginia Avenue and Wood Avenue to the south, and Lynn Street and Spring Street to the west. Properties within this overlay district are permitted to construct up to four small homes per lot under specific development guidelines which include minimum setbacks, maximum gross floor area, and configuration standards.

A zoning map for the city of Parkersburg is included on the following page.


Neal Island
Ohio River
Little Kanawha River
Little Kanawha River
MAP OF
PARKERSBURG
WEST VIRGINIA
THIS MAP IS FOR REFERENCE ONLY AND IS NOT TO SCALE.
REVISED 2020
ZONING MAP
ADAM STOUT, P.E. CITY ENGINEER
KEY
B-1
B-2
B-3
B-4
M-1
M-2
M-3
R-1
R-2
R-3
R-3A
R-4
REC
RH
N

Subdivision Regulations

Codified Ordinances for the City of Parkersburg also include subdivision regulations as part of the Planning and Zoning Code. These subdivision regulations consist of several requirements for landowners that are seeking to subdivide land within the city limits. The City of Parkersburg defines a subdivision as, in part, *1) the division of a tract or parcel of land into less than five lots or 2) the division of land into parcels greater than five acres*. The subdivision ordinances also include a distinction between a flatland subdivision (average cross slope less than 15%) and a hillside subdivision (average cross slope is 15% or greater) due to topographical differences within areas of the city.

To start the process of subdividing land, a preliminary plat must be submitted to the Planning Commission. Copies of the preliminary plat are issued to the city engineer and Sanitary Board for approvals, after which the preliminary plat will be placed on the Planning Commission agenda for approval. Once a preliminary plat is approved, a final plat needs to be submitted by the landowner within 18 months. A recommendation to *approve or disapprove* the final plat is issued by the Planning Commission after consultation with the city engineer, Sanitary Board, the commission's subdivision committee and other interested parties. The procedure for submitting the preliminary plat and final plat is included in Article 1307 of the Codified Ordinances.

Article 1309 of the Codified Ordinances consists of *General Principles of Design and Minimum Requirements for the Layout of Subdivisions*. The landowner must abide by the Thoroughfare Plan and Comprehensive Plan for the City of Parkersburg when subdividing land. Note that separate requirements exist for flatland subdivisions and hillside subdivisions. Additional requirements for hillside subdivision include, but are not limited to, narrower right-of-way widths, shorter lengths for dead end streets, maximum grade requirements for streets, and sidewalk placement guidelines.

Residential Building and Maintenance Codes

The City of Parkersburg adopts the West Virginia State Building Code (WVSBC) and adheres to the International Property Maintenance Code (IPMC). The WVSBC was enacted in 1990 and is administered by the State Fire Commission. The WVSBC was developed to bring uniformity to several different types of residential building codes enacted throughout the state. The purpose of adopting regulations set forth by the IPMC is to establish minimum standards for structures and facilities for public health and safety. The most recent edition of the IPMC (2024) consists of several chapters pertaining to specific building and structural characteristics, including light, ventilation, plumbing, fixtures, mechanical/electrical requirements, and fire safety. The City of Parkersburg also adheres to several additional building codes for residential properties within city limits. These building codes include, but are not limited to, the International Residential Code (IRC), International Existing Building Code (IEBC), International Plumbing Code (IPC), International Mechanical Code (IMC), and the National Electric Code (NEC).

As residential building and maintenance codes in Parkersburg are well established and follow state standards, we believe such codes are appropriate and do not require any modifications. However, based on the on-site evaluation conducted by Bowen National Research during the Wood County Housing Needs Assessment in 2022, a notable amount of residential blight exists within the city of Parkersburg. While Parkersburg has made notable progress in addressing blight, the prevalence of blight may be an indication of issues associated with code enforcement, ranging from such things as procedures, staffing or budgetary limitations. Parkersburg may want to consider a more detailed analysis of its code enforcement processes and capacity to determine what changes could be made to better empower the city to address its blight issues.

The following table summarizes key goals and objectives of the Comprehensive Plan (PBK 2030) and our opinion as to whether or not these goals and objectives align with the findings of this Housing Needs Assessment (HNA).

| Housing Goals/Objectives and Housing Needs Assessment (HNA) Alignment | | |
|---|---|---|
| **Goal/Objective** | **Comprehensive Plan Statements/HNA Findings** | **HNA Alignment** |
| Strategic Investment and Support for Development of Diverse Housing Products | *Small Home Overlay Zoning District* – Developers are permitted to construct up to four small homes per lot in a specific neighborhood in the northern portion of Parkersburg.<br>*Accessory Dwelling Units (ADUs)* – Approved by the City of Parkersburg in 2022. An ADU can be constructed on the same lot as a principal dwelling or an abutting parcel previously used as a yard by the principal dwelling (Chapter 1369 – Codified Ordinances). | Aligns |
| Adopt a Hybrid Approach to the Traditional Form-Based Zoning Code | With the exception of allowing ADUs, the zoning code for the City of Parkersburg is largely unchanged since the Wood County HNA (2022). However, the current zoning code does permit a variety of residential land uses in commercial zoning districts, including one-family detached dwellings, new construction of two-family dwellings, and new construction of multifamily dwellings. | Partially aligns |
| Recommended/Priority Annexation Areas | The Comprehensive Plan includes recommended and priority annexation areas that consist of unincorporated areas of Wood County that are adjacent to or near the Parkersburg city limits. Residential neighborhoods in Parkersburg are established and generally do not offer larger available parcels for development of large-scale residential projects. The recommended/priority annexation areas identified in the Plan offer the opportunity to construct larger residential and/or mixed-use projects. | Aligns |
| Redevelopment and Reinvestment of Existing Areas of the City | This is a primary focus of the Geographic Plan contained within the City's Comprehensive Plan. The City of Parkersburg administers programs in an attempt to add new residential units to existing neighborhoods, including the Neighborhood Infill Supported Development Initiative. | Aligns |
| Identify/Apply for Grant Funds to Maintain and Rehabilitate Properties | The City of Parkersburg administers a Minor Home Repair Program and an Emergency Repair Program. Both programs are available to income-eligible homeowners within the city limits. Eligible homeowners receive grants for needed home repairs. As Parkersburg has a very high share of older housing (constructed before 1970) and a high number of blighted residential structures, these programs are an important part of maintaining the older housing stock in the city. | Aligns |

(Continued)

| Housing Goals/Objectives and Housing Needs Assessment (HNA) Alignment | | |
|---|---|---|
| **Goal/Objective** | **Comprehensive Plan Statements/HNA Findings** | **HNA Alignment** |
| Plan for a Market-Flexible Mix of Housing in the City | The Comprehensive Plan includes a future land use map, which consists of several zones where residential housing could be constructed. These areas include low-, medium-, and high-density residential zones. Infill development of smaller apartment buildings along with new development of larger apartment buildings (where permitted by the zoning ordinance) would allow for market flexibility as outlined in the Plan. | Aligns |
| Update City Codes to Encourage Development of Affordable Housing Units. | The City's zoning ordinance allows for increased building heights (up to 10 stories) for senior properties in the B-4 zoning district. The standard height restriction for buildings in the B-4 zoning district is 2.5 stories (35 feet). Increased building height for all affordable projects targeting low- and moderate-income households is recommended to help increase the supply of affordable housing in the city. | Partially aligns |
| Investigate the Feasibility of Establishing a Nonprofit Housing Organization to Develop Affordable Workforce Housing | The City partners with nonprofit housing organizations in Wood County, including Habitat for Humanity of the Mid-Ohio Valley and the Parkersburg Housing Authority. These organizations provide a pathway to homeownership for income-eligible renters. The City could continue to explore helping to establish a nonprofit housing organization. | Aligns |

## C. CONCLUSIONS

Based on the review of the City's Comprehensive Plan, as well as zoning and building regulations for the city of Parkersburg, it appears there are no significant regulatory barriers in Parkersburg that would greatly alter, limit or deter residential development. The City's Comprehensive Plan (PBK 2030) contains several housing-related goals and objectives to increase the number of housing units in the city. These goals and objectives include, but are not limited to, development of diverse housing products, maintaining and rehabilitating existing properties, updating zoning regulations, adoption of new neighborhood design standards, and increasing density in existing neighborhoods. The City has taken steps in recent years to achieve these goals and objectives, which include permitting ADUs in all residential and commercial zoning districts and the introduction of the Neighborhood Infill Support Development Initiative. The City of Parkersburg Comprehensive Plan also includes several housing related recommendations pertaining to future land use in the city. As the city of Parkersburg is largely established and contains a high share of older residential structures, the comprehensive plan focuses on redevelopment of established neighborhoods within the city as well as potential annexation of unincorporated areas of Wood County adjacent to or near the city limits. This potential annexation may allow for new construction of larger residential structures (such as larger apartment communities) that may not be possible within many established residential neighborhoods in the city due to lack of available land.

Properties in the city of Parkersburg are subject to zoning regulations that are contained within the City's Codified Ordinances. Zoning regulations in the city of Parkersburg permit a variety of unit types in residential zoning districts, which range from single-family detached homes, accessory dwelling units (ADUs), two-

family dwellings, and multifamily buildings. Commercial zoning districts in Parkersburg also permit several types of residential development. While the current zoning ordinance is primarily dedicated to lower density single-family residential development, it does allow for higher density residential land uses such as apartment buildings in select residential and commercial zoning districts. However, some modifications could be made to existing zoning regulations to allow for higher-density projects that serve low- to moderate-income households.

While this study does not include an analysis of potential development sites in Parkersburg, there appear to be few areas in the city available for large-scale residential development. Therefore, any development within the city limits would likely be infill development consisting of single-family homes. A future development strategy consisting of infill development as well as identifying any potential areas of the city for future multifamily development is recommended as a future housing strategy for Parkersburg. These strategies would be consistent with recommendations contained within the City of Parkersburg Comprehensive Plan (PBK 2030).

# VIII. HOUSING GAP ESTIMATES

## INTRODUCTION

This section provides five-year housing gap estimates for both rental and for-sale housing within the PSA (Parkersburg). The assessment includes demand from a variety of sources and focuses on the housing needs of Parkersburg, though consideration is given to potential support that may originate from outside the city. It is also critical to note that housing gap estimates do not always correlate to *new housing units*, though it is not uncommon for the addition of housing units to comprise a substantial part of addressing housing gaps within a market. Other efforts, which do not necessarily require additional housing units, may include addressing housing quality (substandard housing) and housing affordability (severe cost burden). In reality, the successful reduction in the housing gap will likely involve various housing initiatives from a wide cross section of area stakeholders.

Housing to meet the needs of both current and future households in the market will most likely involve multifamily apartments, smaller attached rentals (e.g., duplexes and quadplexes), and single-family housing alternatives. There are a variety of financing mechanisms that can support the development of housing alternatives such as federal and state government programs, as well as conventional financing through private lending institutions. These different financing alternatives often have specific income and rent/price restrictions, which affect the market they target.

The market's ability to support rental and for-sale housing was evaluated based on four levels of income and affordability. While there may be overlap among these levels due to program targeting and rent/price levels charged, specific income stratifications that are exclusive of each other were established in order to eliminate double counting demand. HUD's published income limits for Wood County were used.

The following table summarizes the income and housing affordability segments used in this analysis to estimate potential housing demand.

| Household Income/Wage & Affordability Levels | | | | |
|---|---|---|---|---|
| **Percent AMHI** | **Income Range*** | **Hourly Wage**** | **Affordable Rents***** | **Affordable Prices^** |
| ≤50% | ≤$37,550 | ≤$18.05 | ≤$938 | ≤$125,166 |
| 51%-80% | $37,551-$60,080 | $18.06-$28.88 | $939-$1,502 | $125,167-$200,266 |
| 81%-120% | $60,081-$90,120 | $28.89-$43.33 | $1,503-$2,253 | $200,267-$300,400 |
| 121%+ | $90,121+ | $43.34+ | $2,254+ | $300,401+ |

AMHI – Area Median Household Income
*Based on HUD limits for Wood County, WV (4-person limit)
**Assumes full-time employment 2,080 hours/year (Assumes one wage earner household)
***Based on assumption tenants pay up to 30% of income toward rent
^Based on assumption homebuyer can afford to purchase home priced three times annual income after 10% down payment

While different state and federal housing programs establish income and rent restrictions for their respective programs, in reality, there is potential overlap between windows of affordability between the programs. Those who respond to a certain product or program type vary. This is because housing markets are highly dynamic, with households entering and exiting by tenure and economic profile. Further, qualifying policies of property owners and management impact the households that may respond to specific project types. As such, while a household may prefer a certain product, ownership/management qualifying procedures (i.e., review of credit history, current income verification, criminal background checks, etc.) may affect housing choices that are available to households.

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

## A. HOUSING GAP DEMAND COMPONENTS

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

- Household Growth (Includes Changes in Household Income)
- Units Required for a Balanced Market
- Substandard Housing
- External (Outside Parkersburg) Commuter Support
- Severe Cost Burdened Households
- Step-Down Support

Since this report is on the specific housing needs of the PSA (Parkersburg), the housing demand estimates are focused on the metrics that only impact this area.

New Household Growth

In this report, household growth projections from 2026 to 2031 are based on ESRI estimates. This projected growth was evaluated for each of the targeted income segments. It should be noted that changes in the number of households within a specific income segment do not necessarily mean that households are coming to or leaving the market, but instead, many of these households are likely to experience income growth or loss that would move them into a higher or lower income segment. Furthermore, should additional housing become available, either through new construction or conversion of existing units, demand for new housing could increase.

Units Required for a Balanced Market

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

Substandard Housing

Housing gap estimates take into consideration that while some properties are adequately maintained and periodically updated, a portion of the existing stock reaches a point of functional obsolescence over time. These housing units likely require extensive repairs or modernization, or in some instances, it may be more practical and cost effective to build new housing units. This demand component comes in the form of units that are either substandard (lacking complete plumbing and/or are overcrowded) or units expected to be removed from the housing stock through demolitions. Based on demographic data included in this report, approximately 1.1% of ***renter*** households and 0.3% of ***owner*** households in the PSA (Parkersburg) are living in substandard housing (e.g., lacking complete plumbing or are overcrowded). Lower income households live in substandard housing conditions more often than higher income households, which has been accounted for in the gap estimates. While households living in substandard housing units are housed, such households have been considered in the demand estimates as the estimates are reflective of the needs to address all housing deficiencies within the PSA.

External Commuter Support

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

Based on experience that Bowen National Research has in evaluating housing markets throughout the country, it is not uncommon for new product to attract as much as 50% of its support from outside of the designated market area. As a result, it is assumed that a portion of the demand for new housing will originate from the 15,515 commuters traveling into the PSA (Parkersburg) from outside of the study area. For the purposes of this analysis, a conservative demand ratio of up to 15% for an individual affordability level for the PSA was used to estimate the demand that could originate from outside of Parkersburg. This potential support base from new households (originating from commuters) is in addition to the household growth projections discussed earlier in this section.

Severe Cost Burdened Households

HUD defines severe cost burdened households as those paying 50% or more of their household income toward housing costs. While such households are housed, the disproportionately high share of their income being utilized for housing costs is considered excessive and often leaves little money for impacted households to pay for other essentials such as healthy foods, transportation, healthcare, and education. Such financial burdens often lead to housing instability (e.g., not paying rent or mortgage) that can result in evictions, foreclosures, or homelessness. Therefore, households meeting these criteria were included in the estimates.

Step-Down Support

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

Development Pipeline

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

It is also important to understand that the housing gap estimates contained within this report are representative of the needs to cure all housing deficiencies within the study area. As such, reducing the housing gap will likely involve a variety of housing initiatives, which may include new construction, adaptive reuse of existing structures, various programs to address substandard housing conditions, and financial or other assistance programs to reduce housing cost burden and improve housing affordability. Specifically, these estimates demonstrate the total estimated housing gaps over the five-year projection period (2026 to 2031) to meet the demands of the market based on the demand components detailed in the preceding pages. These estimates also assume that a wide variety of product (both rental and for-sale) is developed within each income segment, in terms of unit designs, bedroom type, amenities offered, etc. throughout all portions of the city. It is unlikely the number of units needed as calculated by the demand estimates will be developed during the projection period due to infrastructure limitations, regulatory or governmental policies, funding availability, etc. As such, the following housing gap estimates should be utilized as a guide for future development to determine the greatest need by affordability level within the rental and for-sale segments within the area's housing market.

## B. RENTAL HOUSING GAP ESTIMATES

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

| | Parkersburg, West Virginia | | | |
|---|---|---|---|---|
| | Rental Housing Gap Estimates (2026-2031) | | | |
| Percent of Median Income | ≤50% | 51%-80% | 81%-120% | 121%+ |
| Household Income Range | ≤$37,550 | $37,551-$60,080 | $60,081-$90,120 | $90,121+ |
| Monthly Rent Range | ≤$938 | $939-$1,502 | $1,503-$2,253 | $2,254+ |
| Overall Units Needed | 503 | 326 | 216 | 100 |
| | | | Total Rental Housing Gap | 1,145 |

Source: Bowen National Research

Based on the preceding demand estimates, there is some level of rental housing demand among all household income levels within the PSA (Parkersburg) over the five-year projection period. Overall, there is a total rental housing gap of 1,145 rental units in the PSA over the next five years. While the largest individual gap (503 units) is for rental units with rents less than or equal to $938, which are affordable to households earning 50% or less of Area Median Household Income (AMHI), there are significant rental gaps for all affordability levels within the PSA. Rental gaps among the remaining affordability stratifications range between 100 units (121% or higher of AMHI) and 326 units (51% to 80% of AMHI). While approximately 20% of the overall rental gaps in the PSA can be attributed to the need for additional rental units to establish balanced market conditions, the two largest components of the overall rental gaps are the need for additional units to meet potential external market support from commuters (slightly over 50%) and the need to address housing affordability issues or severe cost burden (approximately 25%). As such, a large portion of the overall rental gaps in the PSA signify opportunities to improve housing conditions and affordability and to potentially attract additional households to reside in the area. It is also worth noting that the specific housing needs vary considerably among the various affordability segments. While severe cost burden situations represent a substantial proportion of the rental housing gaps for the lower affordability levels (80% or less of AMHI), income and household growth and potential external market support comprise a comparably larger role in the gaps among the higher affordability segments (80% or higher of AMHI). As such, there are a number of strategies that could be employed to reduce the overall rental gaps. The combination of specific approaches (e.g., construction of new housing units, implementation of programs to improve housing quality, and financial assistance programs to improve affordability) to address the housing gaps will likely vary considerably depending on the targeted affordability level.

Based on the demographics of the market, including projected household growth estimates and changes in household compositions (e.g., household size, ages, etc.), it appears that roughly 40% to 50% of the demand for new rental housing could be specifically targeted to meet the needs of area seniors, though a project could be built to meet the housing needs of both seniors and families concurrently. For general-occupancy projects, a unit mix of approximately 40% to 50% one-bedroom units, 30% to 40% two-bedroom units, and 20% three-bedroom units should be the general goal for future rental housing. Senior-oriented projects should consider unit mixes closer to 50% for both one- and two-bedroom units. Additional details of the area's rental housing supply are included in Section VI and may serve as a guide for future rental housing development design decisions.

## C. FOR-SALE HOUSING GAP ESTIMATES

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

| | PSA (Parkersburg, West Virginia) For-Sale Housing Gap Estimates (2026-2031) | | | |
|---|---|---|---|---|
| **Percent of Median Income** | **≤50%** | **51%-80%** | **81%-120%** | **121%+** |
| **Household Income Range** | **≤$37,550** | **$37,551-$60,080** | **$60,081-$90,120** | **$90,121+** |
| **Price Point** | **≤$125,166** | **$125,167-$200,266** | **$200,267-$300,400** | **$300,401+** |
| **Overall Units Needed** | **0** | **131** | **466** | **259** |
| | | | **Total For-Sale Housing Gap** | **856** |

Source: Bowen National Research

The overall for-sale housing gap in the PSA (Parkersburg) is approximately 856 units over the five-year projection period. While all affordability segments except housing priced below $125,167 have some level of need, the greatest gap (466 units) appears to be for housing priced between approximately $200,000 and $300,000, followed by for-sale housing priced at $300,000 or higher (259 units). Thus, for-sale product is most in need among moderate to higher-income households earning over 80% of AMHI, which is typical of many for-sale housing markets. While a minor portion of the overall for-sale housing gaps is attributed to owner household growth, the repair/replacement of substandard housing units, and addressing severe cost burden issues, the for-sale housing gaps are most heavily influenced by increases in household income, the need for additional units to establish a balanced for-sale market, and potential support for residential development from commuters. Additionally, a significant portion of the higher-income households would likely "step down" to a lower price point if such product was readily available.

In most markets, if there is support for new housing at a particular price point or concept and such product is not offered in a specific area, households may leave the area to seek this housing alternative elsewhere, defer their purchase decision, or seek another housing alternative. This is also true in instances where a household is currently living in a substandard housing unit or in a housing cost burden situation. Additionally, households considering relocation to Parkersburg may not move to the area if the housing product offered does not meet their needs in terms of pricing, quality, product design, or location. As such, the area housing stock may not be able to meet current or future demand, which may limit the market's ability to serve many of the households seeking to purchase a home in the PSA. Regardless, opportunities exist to develop a variety of product types at a variety of price points and concurrently improve housing conditions and affordability. The addition of such housing and the introduction of housing initiatives (e.g., housing repair and/or modernization programs, rental housing code enforcement, financial assistance, etc.) will better enable Parkersburg to attract and retain residents (including local employees), as well as seniors, families, and younger adults. Given the projected increase in senior households aged 65 and older in the

PSA over the next five years, the development of housing options to allow seniors to "right size" their living arrangements could concurrently address growing senior housing needs and free up additional housing inventory for current and prospective households in the PSA.

In terms of product design, a variety of for-sale product could be successful in the market. Although existing housing is predominantly comprised of single-family homes, opportunities likely exist to develop multifamily for-sale housing such as townhomes and condominiums. Based on current and projected demographics, as well as the available inventory of for-sale housing, a combination of one- and two-bedroom condominium units could be successful, particularly if located in or near more walkable areas and near key community services such as healthcare and public transit. Such product could be in the form of townhome or rowhouse product. Additionally, detached or attached single-story cottage-style condominium product, primarily consisting of two-bedroom units, could be successful in serving area seniors, particularly those seeking to downsize from their single-family homes. Smaller detached units or duplexes may be a product to develop in some of the smaller infill lots within the PSA. Larger, traditional detached single-family homes catering to families could be successful in this market, particularly product serving moderate- and higher-income households, though affordable for-sale housing product for low- to moderate-income households, first-time homebuyers, and the area workforce would also do well in this market. Such product should primarily consist of three-bedroom units, with a smaller share of four-bedroom or larger units. The for-sale housing supply of Parkersburg is summarized in Section VI and can provide additional details of project concept considerations for future for-sale product in the area.

## D. CONCLUSIONS

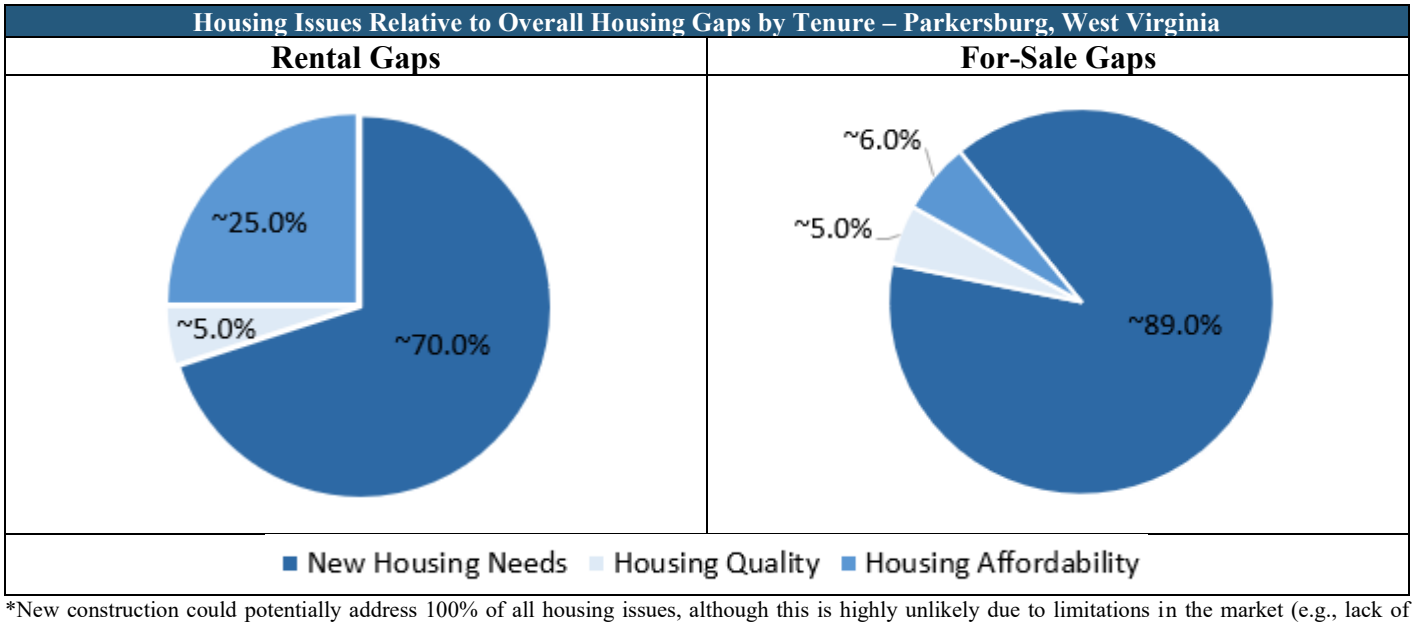
In summary, with an overall housing gap of 2,001 units, there are a variety of different housing needs within the PSA (Parkersburg). While there is potential support for a variety of residential development alternatives (new construction or adaptive reuse) in the PSA, a portion of the rental and for-sale housing gaps could possibly be addressed through various programs to improve substandard housing conditions and housing affordability issues. It is important to understand that the housing demand estimates shown in this report assume no major changes occur in the local economy and that the demographic trends and projections provided in this report materialize. As such, the demand estimates should be considered conservative and serve as a baseline for development potential. Should new product be developed, it is reasonable to believe that people will consider moving to Parkersburg, assuming the housing product is aggressively and effectively marketed throughout the region.

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

*Disclaimer:* The housing gap estimates shown in this report are a reflection of the market's housing needs, assuming *all housing issues* considered in the estimates were addressed. While the housing gaps could be addressed by the addition of new housing, some housing issues could be addressed through the repair of substandard or poor-quality housing and/or through additional financial assistance (e.g., Housing Choice Vouchers) for households struggling with housing affordability. Therefore, a combination of approaches could be implemented to address a variety of housing issues.

Given the local market's housing issues (e.g., need for new/additional housing, housing quality, and housing affordability) vary greatly and there are multiple approaches that can be used to address a single housing issue, it is difficult to pinpoint the degree to which each possible combination of initiatives should be implemented. Regardless, the following graph attempts to distinguish the approximate share that each housing issue represents of the overall housing gaps by tenure.

**Housing Issues Relative to Overall Housing Gaps by Tenure – Parkersburg, West Virginia**




*New construction could potentially address 100% of all housing issues, although this is highly unlikely due to limitations in the market (e.g., lack of developable sites, limited funding resources, limited developer capacity, limited infrastructure capacity, etc.)

The preceding estimates may help local decision makers, developers and housing advocates to determine the degree to which various housing approaches (e.g., new construction, repair or replacement of substandard housing, assistance provided directly to residents or to properties, etc.) should be part of future housing efforts.

Lastly, these housing gaps are *not* intended to demonstrate the number of housing units an individual site could support. Individual projects on individual sites can pull support from areas smaller or larger than the study area used in this report. Therefore, individual projects should be evaluated on their own merits, which can be assessed through a site-specific market feasibility study.

# IX. COMMUNITY INPUT RESULTS

To gain information, perspective and insight about Parkersburg, West Virginia housing issues and the factors influencing housing decisions by its residents, developers and others, Bowen National Research conducted a targeted survey of employers. This survey was conducted in June and July of 2026 and questions were customized to solicit specific information relative to the segment of the market that was surveyed.

The survey was conducted through the SurveyMonkey.com website. In total, 20 survey responses were received from a broad cross section of Parkersburg and/or Wood County. The following is a summary of the survey conducted by Bowen National Research.

***Employer Survey*** – A total of 20 respondents representing some of the area's largest employers participated in a survey that inquired about general employee composition, housing situations and housing needs. The survey also identified housing issues and the degree housing impacts local employers.

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

Key findings from the survey are included in the following pages.

## A. EMPLOYER SURVEY RESULTS

A total of 20 representatives from area employers responded to the housing survey with the following results. Note that percentages may not add up to 100.0% due to rounding or because respondents were able to select more than one answer.

Employer respondents were asked to describe the primary type of company that they represent. A total of 20 employers provided a response to this question with the following results.

**Employer Respondents by Company Type**

| Company Type | Number | Share | Company Type | Number | Share |
|---|---|---|---|---|---|
| Other (please specify) | 7 | 35.0% | Manufacturing | 2 | 10.0% |
| Professional (Accounting, Legal, Etc.) | 4 | 20.0% | Retail | 1 | 5.0% |
| Public/Government | 2 | 10.0% | Education | 1 | 5.0% |
| Construction | 2 | 10.0% | Utilities | 1 | 5.0% |

The largest number (seven) of respondents selected "Other" when asked about the primary type of company that they represent. These "Other" respondents stated that they work in the following industries: banking, finance, nonprofit, development, and warehousing/logistics.

Employer respondents were asked to approximate the number of people they employ locally. A total of 20 employer respondents provided feedback to this question. Based on the survey responses, over 2,000 individuals are employed by these companies and the number of people employed by each respective company ranges from a low of two employees to as many as 500 employees. The following table shows the distribution of companies by number of individuals employed.

| Distribution of Employers by Number of Employees | | |
|---|---|---|
| Number of Employees | Number of Employers | Share of Employers |
| Less than 25 | 7 | 35.0% |
| 25 to 50 | 6 | 30.0% |
| 51 to 75 | 2 | 10.0% |
| 76 or More | 5 | 25.0% |

Employer respondents were asked to approximate the number of employees by employment status (part-time, full-time, seasonal). A total of 19 respondents provided feedback to this question with the following distribution of employees by employment status.

| Share of Employees by Employment Status | |
|---|---|
| Employment Status | Share of Employees |
| Full-Time | 96.3% |
| Part-Time | 3.7% |
| Seasonal | 0.0% |

Employer respondents were asked to approximate the number of *new jobs by annual wages* that their company will create over the next three years. A total of 18 respondents provided feedback to this question. The following table summarizes the estimated number of new jobs by annual salary range.

| Estimated New Jobs Created by Annual Salary (Next Three Years) | | |
|---|---|---|
| Annual Salary | Number of New Jobs | Share of New Jobs |
| Less than $25,000 | 6 | 1.5% |
| $25,000 to $50,000 | 215 | 55.0% |
| $51,000 to $75,000 | 144 | 36.8% |
| $76,000 to $100,000 | 24 | 6.1% |
| More than $100,000 | 2 | 0.5% |
| Total | 391 | 100.0% |

Employer respondents estimate the creation of approximately 391 new jobs in the Parkersburg area over the next three years. Most new jobs created in the next three years (56.5%) are expected to pay $50,000 or less, while over 35% of new jobs created are expected to pay between $51,000 and $75,000 annually. Only 6.6% of new jobs are expected to pay over $75,000. The estimated number of new jobs represents considerable job creation in the area. However, these respondents only represent a portion of the area's employers, and the estimates are based on current economic conditions, which can change for variety of reasons at any point in time.

Employer respondents were asked to identify the three most common housing issues or challenges experienced by their respective employees. Employers could select options from a list of common housing issues that was provided. A total of 20 respondents provided feedback to this question with the following distribution.

| Housing Issues/Challenges Experienced by Employees | | |
|---|---|---|
| **Housing Issue** | **Number** | **Share** |
| Lack of Available Housing | 11 | 55.0% |
| Unaffordable For-Sale Housing | 9 | 45.0% |
| Lack of Quality Housing | 9 | 45.0% |
| Unaffordable Rental Housing | 6 | 30.0% |
| Lack of Modern Housing | 6 | 30.0% |
| Renovation/Repair Costs | 6 | 30.0% |
| Housing is Far From Work | 3 | 15.0% |
| Housing Doesn't Meet Employee's Needs | 2 | 10.0% |
| Lack of Deposit/Down Payment | 2 | 10.0% |
| High Renter/Homeowner Insurance Costs | 2 | 10.0% |
| Evictions | 1 | 5.0% |
| Difficulty Accessing Financing/Credit | 1 | 5.0% |

Employer respondents were asked if housing has adversely impacted their business in the past couple of years. Nineteen (19) stakeholders provided responses, which are displayed in the following table.

| Has Housing Adversely Impacted Business? | | |
|---|---|---|
| **Response** | **Number** | **Share** |
| Yes | 6 | 31.6% |
| No | 9 | 47.4% |
| Unknown | 4 | 21.1% |

Employer respondents were then asked in what ways, if any, are local housing issues impacting their business. Employers could select from a list of impact options or provide an open-ended response. A total of 19 respondents provided feedback to this question. The following table illustrates the distribution of responses.

| Impacts for Employers Resulting from Housing Issues | | | | | |
|---|---|---|---|---|---|
| **Impact** | **Number** | **Share** | **Impact** | **Number** | **Share** |
| Unknown | 7 | 36.8% | Unable to Grow/Expand Business | 4 | 21.1% |
| Difficulty Attracting Employees | 6 | 31.6% | Other (please specify) | 2 | 10.5% |
| Difficulty Retaining Employees | 4 | 21.1% | Adds to Company Costs | 2 | 10.5% |
| Adversely Impacts Company Morale | 4 | 21.1% | Difficult to Stay In Business | 1 | 5.3% |

Two employer respondents selected "Other" when asked about local housing issues impacting their businesses. One respondent stated that *none of these are issues*, while the other respondent noted that nearby residential blight may impact their business in the future.

Employer respondents were asked if additional housing were provided in the area that adequately served the needs of employees, to what degree this would increase the likelihood that their company would employ more people over the next three years. A total of 19 respondents supplied answers to this question with the following distribution.

| Likelihood of Increasing Number of Employees if Adequate Housing Available | | |
|---|---|---|
| Likelihood | Number | Share |
| Much More Likely | 3 | 15.8% |
| Somewhat Likely | 4 | 21.1% |
| Not Likely/No Impact | 7 | 36.8% |
| Unknown | 5 | 26.3% |

Employer respondents were asked if housing were not an issue in hiring, how many additional employees would they hire in the next three years. A total of 19 respondents provided feedback to this question with the following insight.

- **14 of the 19** respondents **(73.7%)** indicated that they did not know or it is unknown whether they would hire additional employees if housing was not an issue.
- **One** respondent **(5.3%)** indicated that housing does not impact their ability to hire and retain employees.
- **Four** respondents **(21.1%)** indicated that they would hire additional employees, with the number of additional employees hired ranging from one to 20 employees. Under this scenario, these four employers would hire a combined total of up to 30 additional employees in the next three years.

Employer respondents were asked to describe the type of housing assistance their respective company provides to its employees. A total of 19 respondents provided feedback to this question. Seventeen respondents (89.5%) indicated that their company does not currently provide any type of housing assistance. The two remaining respondents (10.5%) noted that relocation assistance is available for transferring employees.

Employer respondents were asked what type of assistance, if any, their company might consider providing to employees to assist with housing. A total of 19 respondents provided feedback to this question with the following results. Respondents could select more than one answer.

| Employer Provided Housing Assistance Consideration | | |
|---|---|---|
| Type of Assistance | Number | Share |
| None | 8 | 42.1% |
| Housing Counseling/Placement Services | 6 | 31.6% |
| Housing Relocation Reimbursement | 5 | 26.3% |
| Housing Relocation Services/Assistance | 4 | 21.1% |
| Rental Security Deposit Assistance | 2 | 10.5% |
| Other (please specify) | 2 | 10.5% |
| Homebuyer Downpayment Assistance | 1 | 5.3% |
| Rental Assistance/Subsidy | 1 | 5.3% |

Two employers provided an additional response when asked what type of housing assistance they would provide to employees. One respondent noted that they would consider keeping a list of current rentals in the area, while the other respondent would provide moving services.

Employer respondents were asked to assign a level of importance to future government housing programs, policies, or incentives that could be implemented to assist employees with housing or addressing the market's housing issues. Respondents were asked to indicate whether the specific program, policies, or incentives are the *most important, somewhat important, least important, or not applicable*, resulting in a weighted score. A total of 18 respondents provided feedback to this question with the following results.

| Importance of Government Housing Programs, Policies, or Incentives | |
|---|---|
| **Type** | **Weighted Score*** |
| New Housing Development/Redevelopment | 68.1 |
| Homebuyer Assistance | 59.2 |
| Renter Assistance | 53.9 |
| Development of More Public Housing | 46.1 |
| Housing Assistance for Public Employees (Police, Fire, Teachers, Etc.) | 45.8 |
| Direct Government Investment in Land for Workforce Housing (Land Banking) | 40.3 |

*Most Important = 100.0, Somewhat Important = 50.0, Least Important = 25.0, Not Applicable = 0.0

One stakeholder suggested an additional program to assist employees with housing/address the market's housing issues: creation of an area development coalition to allow contractors and investors to participate in a roundtable to discuss and plan future housing development.

Employer respondents were asked to identify the three most needed housing products by price point for their employees. A total of 19 respondents provided feedback to this question with the following results.

| Most Needed Housing Products by Price Point | | |
|---|---|---|
| **Product (Price Point)** | **Number** | **Share** |
| Moderate For-Sale Housing ($200,000-$300,000) | 13 | 68.4% |
| Entry Level/Workforce For-Sale Housing (Below $200,000) | 11 | 57.9% |
| Moderate Market-Rate Rental Housing ($750-$1,250/month) | 8 | 42.1% |
| Affordable Rental Housing (Under $750/month) | 6 | 31.6% |
| Higher-End Market-Rate Rental Housing (Above $1,250/month) | 3 | 15.8% |
| Higher-End For-Sale Housing (Above $300,000) | 2 | 10.5% |

Employer respondents were asked to identify the three most needed housing types for their respective employees. A total of 19 respondents provided insight with the following distribution of responses.

| Most Needed Housing Products by Type | | |
|---|---|---|
| **Product Type (Owner/Rental)** | **Number** | **Share** |
| Single-Family Homes (Owner) | 19 | 100.0% |
| Single-Family Homes (Rental) | 8 | 42.1% |
| Duplex/Townhome (Owner) | 6 | 31.6% |
| Duplex/Townhome (Rental) | 5 | 26.3% |
| Multifamily Apartments | 3 | 15.8% |
| Condominiums (Owner) | 2 | 10.5% |
| Mobile Homes | 2 | 10.5% |
| Condominiums (Rental) | 1 | 5.3% |

Employers were asked to provide any additional comments regarding housing issues and needs that impact employees in the area. A total of four respondents provided relevant feedback through an open-ended response. Respondents that provided additional feedback commented on housing assistance for renovations and repair, emphasizing home ownership over rental housing, and requiring employees to work within 30 minutes of the office. One respondent noted that additional single-family homes could increase inventory and reduce prices.

Employer Survey Conclusions

Based on estimates from the employer respondents who participated in the survey, 391 new jobs are expected to be created among their respective companies over the next three years. Over one-half (56.5%) of these jobs have estimated salaries of $50,000 and below, while over one-third (36.8%) will have estimated salaries between $51,000 and $75,000. Note that over 30% of employer respondents indicated that housing issues have adversely impacted their respective businesses, with difficulty attracting employees being the most prevalent issue. In addition, over 35% of employer respondents indicated that their companies would be at least "somewhat" more likely to hire additional personnel if adequate housing were available within the area. The most common issues experienced by employees include lack of available housing, unaffordable for-sale housing, and lack of quality housing. While these housing issues create challenges attracting and retaining employees, a number of employers indicated that these issues also impact company morale and inhibit the growth or expansion of their respective business. Despite these housing issues, nearly 90% of employers do not provide any type of housing assistance, yet over one-half of respondents would consider providing housing assistance in the future. The development of new housing/redevelopment of housing, homebuyer assistance, and renter assistance were rated as the most important programs, policies, and incentives by the respondents. While all employer respondents indicated that single-family for-sale homes are the most needed product in the market, there was also notable support among the respondents for single-family rental homes and owner-occupied duplexes and townhomes. Most respondents noted that for-sale housing priced at $300,000 and below is the

most needed housing product by price point. Overall, the lack of affordable workforce housing contributes to increased housing cost burden, limits the potential pool of employees, and increases operational costs for employers.

The following table summarizes the top employer responses:

| Parkersburg, West Virginia<br>Summary of Employer Survey Results | | |
|---|---|---|
| **Category** | **Top Needs / Issues** | **Consensus** |
| Estimated<br>New Job Creation<br>(Next Three Years) | • Estimated **391** Total New Jobs (Next Three Years – 18 Respondents)<br>• Less than $50,000 Annual Wages<br>• $51,000 to $100,000 Annual Wages<br>• $100,000+ Annual Wages | <br>**56.5%**<br>**43.0%**<br>**0.5%** |
| Difficulty Attracting/Retaining<br>Employees Due to Housing | • Yes<br>• No<br>• Unknown | **31.6%**<br>**47.4%**<br>**21.1%** |
| Housing Issues/Challenges<br>Experienced by Employees | • Lack of Available Housing<br>• Unaffordable For-Sale Housing<br>• Lack of Quality Housing | **55.0%**<br>**45.0%**<br>**45.0%** |
| Impacts for Employers Resulting<br>from Housing Issues | • Difficulty Attracting Employees<br>• Difficulty Retaining Employees<br>• Adversely Impacts Company Morale<br>• Unable to Grow/Expand Business | **31.6%**<br>**21.1%**<br>**21.1%**<br>**21.1%** |
| Likelihood of Increasing Number of<br>Employees if Adequate Housing Available | • Much More Likely<br>• Somewhat Likely<br>• Not Likely/No Impact | **15.8%**<br>**21.1%**<br>**36.8%** |
| Employer Provided Housing Assistance | • Do Not Currently Provide Housing Assistance<br>• Provide at Least One Type of Assistance | **89.5%**<br>**10.5%** |
| Housing Assistance Consideration | • Would Not Consider Providing Any Assistance Programs<br>• Housing Counseling/Placement Services<br>• Housing Relocation Reimbursement<br>• Housing Relocation Services/Assistance | **42.1%**<br>**31.6%**<br>**26.3%**<br>**21.1%** |
| Importance of Government Programs,<br>Policies, or Incentives | • New Housing Development/Redevelopment<br>• Homebuyer Assistance<br>• Renter Assistance | **68.1***<br>**59.2***<br>**53.9*** |
| Most Needed Housing Products<br>by Price Point | • Moderate For-Sale Housing ($200,000 - $300,000)<br>• Entry Level/Workforce For-Sale Housing (Below $200,000)<br>• Moderate Market-Rate Rental Housing ($750 - $1,250/month) | **68.4%**<br>**57.9%**<br>**42.1%** |
| Most Needed Housing Products by Type | • Single-Family Homes (Owner)<br>• Single-Family Homes (Rental)<br>• Duplex/Townhome (Owner) | **100.0%**<br>**42.1%**<br>**31.6%** |

*Denotes weighted score

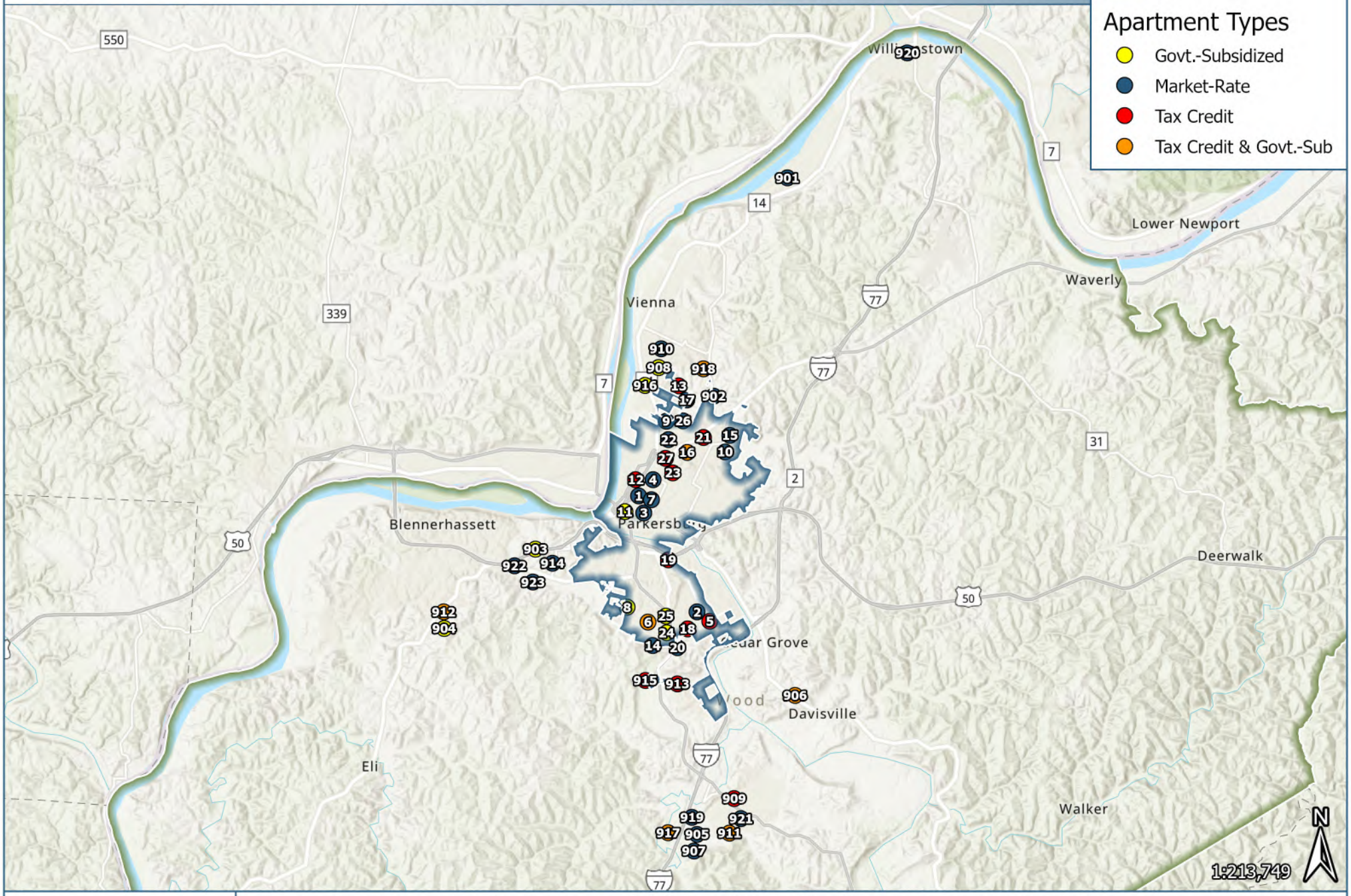
# ADDENDUM A:

# SURVEY OF MULTIFAMILY RENTALS

BOWEN NATIONAL RESEARCH

# *Surveyed Apartments*

Parkersburg, WV




Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, (c) OpenStreetMap contributors, and the GIS User Community, Esri, CGIAR, USGS
Additional Source(s): Bowen National Research

| Map ID | Property | Prop Type | Quality Rating | Year Built | Total Units | Vacant | Occ. Rate | Distance To Site* |
|---|---|---|---|---|---|---|---|---|
| 1 | 1133 Market Street | MRR | | 1914 | 30 | 0 | 100.0% | N/A |
| 2 | Amberhill Apts. | MRR | C+ | 1978 | 35 | 0 | 100.0% | N/A |
| 3 | Avery Court Apts. | MRR | B | 2008 | 80 | 2 | 97.5% | N/A |
| 4 | Colony Gardens | MRR | B- | 1978 | 8 | 0 | 100.0% | N/A |
| 5 | Edison Hill Commons | TAX | B+ | 2017 | 30 | 0 | 100.0% | N/A |
| 6 | Gihon Unity Apts. | TGS | B | 1988 | 49 | 0 | 100.0% | N/A |
| 7 | Greenbrier Garden | MRR | C+ | 1975 | 73 | 1 | 98.6% | N/A |
| 8 | Homecrest Manor Apts. | GSS | C | 1972 | 148 | 0 | 100.0% | N/A |
| 9 | Lakeview Estates | MRR | B- | 1967 | 176 | 1 | 99.4% | N/A |
| 10 | London Air Apts. | MRR | C | 1969 | 41 | 0 | 100.0% | N/A |
| 11 | Market Manor | GSS | B- | 1980 | 111 | 0 | 100.0% | N/A |
| 12 | Murdoch Heights | TAX | B+ | 2020 | 50 | 0 | 100.0% | N/A |
| 13 | Newberry Apts. | TAX | B+ | 2019 | 32 | 1 | 96.9% | N/A |
| 14 | Oakwood Village | MRR | B | 1973 | 125 | 1 | 99.2% | N/A |
| 15 | Packard Place Apts. | MRR | B | 1972 | 48 | 0 | 100.0% | N/A |
| 16 | Parkland Place | TGS | B | 1977 | 131 | 0 | 100.0% | N/A |
| 17 | Parkway Apts. | MRR | C | 1983 | 6 | 0 | 100.0% | N/A |
| 18 | Rayon Senior Village | TAX | B+ | 2019 | 40 | 0 | 100.0% | N/A |
| 19 | Rowan Apts. | TAX | B+ | 2020 | 36 | 0 | 100.0% | N/A |
| 20 | Soyer Apts. | MRR | C | 1980 | 12 | 0 | 100.0% | N/A |
| 21 | St. Paul Terrace | TAX | B | 1998 | 44 | 0 | 100.0% | N/A |
| 22 | Stonecrest Apts. | MRR | B- | 1978 | 36 | 0 | 100.0% | N/A |
| 23 | Terrapin Park | TAX | B | 1997 | 49 | 0 | 100.0% | N/A |
| 24 | Unity Court | GSS | B- | 2001 | 19 | 0 | 100.0% | N/A |
| 25 | Unity Plaza | GSS | B- | 1983 | 59 | 0 | 100.0% | N/A |
| 26 | Windsor | MRR | C+ | 1982 | 12 | 0 | 100.0% | N/A |
| 27 | Worthington Creek Apts. | TAX | B+ | 2015 | 36 | 0 | 100.0% | N/A |
| 901 | Avington on North Elm | MRR | A | 2022 | 52 | 0 | 100.0% | N/A |
| 902 | Berkshire Apartments & Townhouses | MRR | B+ | 1998 | 124 | 1 | 99.2% | N/A |
| 903 | Chateau Hills | GSS | B | 1981 | 100 | 0 | 100.0% | N/A |
| 904 | Courtyard Apts. | GSS | B- | 1992 | 24 | 0 | 100.0% | N/A |
| 905 | Crown Manor | MRR | B | 2012 | 68 | 1 | 98.5% | N/A |
| 906 | Dutch Ridge Place | TGS | B | 1993 | 24 | 0 | 100.0% | N/A |
| 907 | Fox Run Apts. | MRR | B- | 2007 | 39 | 0 | 100.0% | N/A |
| 908 | Hillview Terrace | GSS | B- | 1986 | 62 | 4 | 93.5% | N/A |
| 909 | Jordyn Terrace Apts. | TAX | B | 1997 | 36 | 0 | 100.0% | N/A |

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

| Map ID | Property | Prop Type | Quality Rating | Year Built | Total Units | Vacant | Occ. Rate | Distance To Site* |
|---|---|---|---|---|---|---|---|---|
| 910 | Leighton Court | MRR | C+ | 1999 | 64 | 2 | 96.9% | N/A |
| 911 | Lincolnshire Apts. | TGS | B- | 2001 | 24 | 0 | 100.0% | N/A |
| 912 | Lubeck Gardens | TGS | B | 1992 | 24 | 0 | 100.0% | N/A |
| 913 | Mineral Manor | TAX | B- | 2009 | 48 | 0 | 100.0% | N/A |
| 914 | Parkville Apts. | MRR | C | 1982 | 49 | 1 | 98.0% | N/A |
| 915 | Patriot Center | TAX | B+ | 2025 | 33 | 11 | 66.7% | N/A |
| 916 | Pleasantview Towers | GSS | B- | 1980 | 117 | 10 | 91.5% | N/A |
| 917 | Post Mill Apts. | TGS | B- | 1988 | 32 | 0 | 100.0% | N/A |
| 918 | Rolling Hills Townhomes & Cottages | TGS | B+ | 1969 | 100 | 0 | 100.0% | N/A |
| 919 | Royal Gardens | MRR | B | 2010 | 32 | 1 | 96.9% | N/A |
| 920 | Towne Manor | MRR | C+ | 1980 | 24 | 0 | 100.0% | N/A |
| 921 | Wells Pointe | MRR | | 2015 | 36 | 0 | 100.0% | N/A |
| 922 | Westover Townhomes | MRR | B- | 1999 | 35 | 0 | 100.0% | N/A |
| 923 | Westview Suites | MRR | B- | 1995 | 40 | 2 | 95.0% | N/A |

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

## 1 1133 Market Street

1133 Market St, Parkersburg, WV 26101

Contact: Brittnay
Phone: (304) 718-5220

Picture Not Available

Total Units: 30 UC: 0 Occupancy: 100.0% Stories: 3 Year Built: 1914
BR: 1 Vacant Units: 0 Waitlist: None AR Year:
Target Population: Family Yr Renovated: 2000
Rent Special: None
Notes:

## 2 Amberhill Apts.

4301 10th Ave, Parkersburg, WV 26101

Contact: Jalise
Phone: (304) 396-4100

Total Units: 35 UC: 0 Occupancy: 100.0% Stories: 2,3 Year Built: 1978
BR: 1, 2, 3 Vacant Units: 0 Waitlist: None AR Year:
Target Population: Family Yr Renovated:
Rent Special: None
Notes:

## 3 Avery Court Apts.

1022 Avery St., Parkersburg, WV 26101

Contact: Michael
Phone: (304) 290-7826

Total Units: 80 UC: 0 Occupancy: 97.5% Stories: 2 Year Built: 2008
BR: 1, 2, 3 Vacant Units: 2 Waitlist: None AR Year:
Target Population: Family Yr Renovated:
Rent Special: None
Notes:

## 4 Colony Gardens

801 18th St., Parkersburg, WV 26101

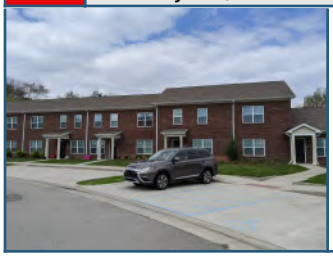
Contact: Hazel
Phone: (304) 834-1002

Total Units: 8 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 1978
BR: 2 Vacant Units: 0 Waitlist: None AR Year:
Target Population: Family Yr Renovated:
Rent Special: None
Notes:

## 5 Edison Hill Commons

800 Lilly Ln., Parkersburg, WV 26101

Contact: Larry
Phone: (304) 422-0047



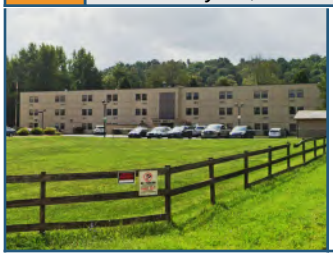
Total Units: 30 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 2017
BR: 3, 4 Vacant Units: 0 Waitlist: 15 HH AR Year:
Target Population: Family Yr Renovated:
Rent Special: None
Notes: Tax Credit

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

## 6 Gihon Unity Apts.

2601 Unity Pl., Parkersburg, WV 26101

Contact: Scott
Phone: (304) 424-7323



Total Units: 49 UC: 0 Occupancy: 100.0% Stories: 3 w/Elevator Year Built: 1988
BR: 0, 1 Vacant Units: 0 Waitlist: 25 HH AR Year:
Target Population: Senior 62+ Yr Renovated: 2019
Rent Special: None
Notes: Tax Credit; HUD Section 8 & 202

## 7 Greenbrier Garden

500 13th St, Parkersburg, WV 26101

Contact: Hazel
Phone: (304) 834-1002

Total Units: 73 UC: 0 Occupancy: 98.6% Stories: 2,3 Year Built: 1975
BR: 1, 2 Vacant Units: 1 Waitlist: None AR Year:
Target Population: Family Yr Renovated:
Rent Special: None
Notes:

## 8 Homecrest Manor Apts.

1901 Cameron Ave., Parkersburg, WV 26101

Contact: Candice
Phone: (304) 428-6753

Total Units: 148 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 1972
BR: 1, 2, 3, 4, 5 Vacant Units: 0 Waitlist: 6-9 mos AR Year:
Target Population: Family Yr Renovated:
Rent Special: None
Notes: Public Housing

## 9 Lakeview Estates

824 Lakeview Dr., Parkersburg, WV 26104

Contact: Jalise
Phone: (304) 970-8479

Total Units: 176 UC: 0 Occupancy: 99.4% Stories: 3.5 w/Elevator Year Built: 1967
BR: 1, 2, 3 Vacant Units: 1 Waitlist: None AR Year:
Target Population: Family Yr Renovated:
Rent Special: None
Notes:

## 10 London Air Apts.

2212 36th St., Parkersburg, WV 26104

Contact: Brittany
Phone: (304) 718-5113

Total Units: 41 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 1969
BR: 1, 2 Vacant Units: 0 Waitlist: None AR Year:
Target Population: Family Yr Renovated:
Rent Special: None
Notes:

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

## 11 Market Manor
1030 Market St., Parkersburg, WV 26101

Contact: Rhonda Bruffy
Phone: (304) 485-1696

Total Units: 111 UC: 0 Occupancy: 100.0% Stories: 8 w/Elevator Year Built: 1980
BR: 1 Vacant Units: 0 Waitlist: 8 HH AR Year:
Target Population: Senior 62+, Disabled Yr Renovated:
Rent Special: None
Notes: HUD Section 8

## 12 Murdoch Heights
1602 Murdoch Ave., Parkersburg, WV 26101

Contact: Hope
Phone: (304) 488-2817

Total Units: 50 UC: 0 Occupancy: 100.0% Stories: 4 w/Elevator Year Built: 2020
BR: 1, 2 Vacant Units: 0 Waitlist: None AR Year:
Target Population: Senior 55+ Yr Renovated:
Rent Special: None
Notes: Tax Credit; Preleasing & opened 12/2020

## 13 Newberry Apts.
235 S Campus View Dr, Parkersburg, WV 26104

Contact: Missy
Phone: (304) 589-8300

Total Units: 32 UC: 0 Occupancy: 96.9% Stories: 3 w/Elevator Year Built: 2019
BR: 2 Vacant Units: 1 Waitlist: None AR Year:
Target Population: Senior 55+ Yr Renovated:
Rent Special: None
Notes: Tax Credit

## 14 Oakwood Village
2503 Beverly St., Parkersburg, WV 26101

Contact: Jalice
Phone: (304) 485-0431

Total Units: 125 UC: 0 Occupancy: 99.2% Stories: 2 Year Built: 1973
BR: 1, 2, 3, 4 Vacant Units: 1 Waitlist: None AR Year:
Target Population: Family Yr Renovated:
Rent Special: None
Notes: Does not keep a WL

## 15 Packard Place Apts.
3625 Packard St, Parkersburg, WV 26104

Contact: Kelly
Phone: (304) 422-8433

Total Units: 48 UC: 0 Occupancy: 100.0% Stories: 2.5 Year Built: 1972
BR: 1, 2 Vacant Units: 0 Waitlist: None AR Year:
Target Population: Family Yr Renovated:
Rent Special: None
Notes:

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

## 16 Parkland Place
1250 31st St., Parkersburg, WV 26104

Contact: Connie
Phone: (304) 422-6244

Total Units: 131 UC: 0 Occupancy: 100.0% Stories: 8 w/Elevator Year Built: 1977
BR: 1, 2 Vacant Units: 0 Waitlist: 10 HH AR Year:
Target Population: Senior 62+ Yr Renovated: 2021
Rent Special: None
Notes: Tax Credit; HUD Section 8

## 17 Parkway Apts.
551 College Pkwy., Parkersburg, WV 26101

Contact: O.B. Epling
Phone: (304) 481-0029

Total Units: 6 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 1983
BR: 2 Vacant Units: 0 Waitlist: None AR Year:
Target Population: Family Yr Renovated:
Rent Special: None
Notes:

## 18 Rayon Senior Village
1508 Rayon Dr, Parkersburg, WV 26101

Contact: Sherry
Phone: (304) 917-3569

Total Units: 40 UC: 0 Occupancy: 100.0% Stories: 3 w/Elevator Year Built: 2019
BR: 2 Vacant Units: 0 Waitlist: 2 HH AR Year:
Target Population: Senior 55+ Yr Renovated:
Rent Special: None
Notes: Tax Credit

## 19 Rowan Apts.
509 Buckeye St, Parkersburg, WV 26101

Contact: Missy
Phone: (304) 295-0654

Total Units: 36 UC: 0 Occupancy: 100.0% Stories: 3 Year Built: 2020
BR: 2, 3 Vacant Units: 0 Waitlist: 1 HH AR Year:
Target Population: Family Yr Renovated:
Rent Special: None
Notes: Tax Credit

## 20 Soyer Apts.
2705 Pike St., Parkersburg, WV 26101

Contact: Bobbi Joe
Phone: (304) 428-8888

Total Units: 12 UC: 0 Occupancy: 100.0% Stories: 1 Year Built: 1980
BR: 2 Vacant Units: 0 Waitlist: None AR Year:
Target Population: Family Yr Renovated:
Rent Special: None
Notes:

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

## 21 St. Paul Terrace

3850 Central Ave., Parkersburg, WV 26102

Contact: Dawn
Phone: (304) 422-5563

Total Units: 44 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 1998
BR: 1, 2, 3 Vacant Units: 0 Waitlist: 25 HH AR Year:
Target Population: Family Yr Renovated:
Rent Special: None
Notes: Tax Credit

## 22 Stonecrest Apts.

2801 Emerson Ave., Parkersburg, WV 26104

Contact: Sherry
Phone: (304) 588-2394

Total Units: 36 UC: 0 Occupancy: 100.0% Stories: 2.5 Year Built: 1978
BR: 1, 2 Vacant Units: 0 Waitlist: None AR Year:
Target Population: Family Yr Renovated:
Rent Special: None
Notes: Higher rent 1-br due to renovated units; six-month leasing only

## 23 Terrapin Park

2412 Covert St., Parkersburg, WV 26101

Contact: Dawn
Phone: (304) 485-8970

Total Units: 49 UC: 0 Occupancy: 100.0% Stories: 1,2 Year Built: 1997
BR: 1, 2, 3 Vacant Units: 0 Waitlist: 24 HH AR Year:
Target Population: Family Yr Renovated: 2016
Rent Special: None
Notes: Tax Credit

## 24 Unity Court

2604 Unity Pl., Parkersburg, WV 26101

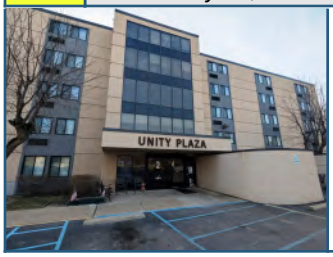
Contact: Scott
Phone: (304) 424-7323

Total Units: 19 UC: 0 Occupancy: 100.0% Stories: 3 w/Elevator Year Built: 2001
BR: 1 Vacant Units: 0 Waitlist: 6 HH AR Year:
Target Population: Senior 62+ Yr Renovated:
Rent Special: None
Notes: HUD Section 202 PRAC

## 25 Unity Plaza

2600 Unity Pl., Parkersburg, WV 26101

Contact: Scott
Phone: (304) 424-7323




Total Units: 59 UC: 0 Occupancy: 100.0% Stories: 5 w/Elevator Year Built: 1983
BR: 1, 2 Vacant Units: 0 Waitlist: 6 HH AR Year:
Target Population: Senior 62+, Disabled Yr Renovated:
Rent Special: None
Notes: HUD Section 202

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

## 26 Windsor

25 Federal Ct., Parkersburg, WV 26104

Contact: John -Refused
Phone: (304) 295-0345

Total Units: 12 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 1982
BR: 2 Vacant Units: 0 Waitlist: None AR Year:
Target Population: Family Yr Renovated:
Rent Special: None
Notes:

## 27 Worthington Creek Apts.

2700 Emerson Ave., Parkersburg, WV 26104

Contact: Shelley-Email
Phone: (304) 422-0010

Total Units: 36 UC: 0 Occupancy: 100.0% Stories: 3 w/Elevator Year Built: 2015
BR: 2 Vacant Units: 0 Waitlist: 7 HH AR Year:
Target Population: Senior 55+ Yr Renovated:
Rent Special: None
Notes: Tax Credit; HOME Funds (1 unit)

## 901 Avington on North Elm

1769 Old River Rd, Williamstown, WV 26187

Contact: Beverly
Phone: (304) 485-7368

Total Units: 52 UC: 16 Occupancy: 100.0% Stories: 1 Year Built: 2022
BR: 2, 3 Vacant Units: 0 Waitlist: None AR Year:
Target Population: Family Yr Renovated:
Rent Special: None
Notes:

## 902 Berkshire Apartments & Townhouses

101 Wyndham Knob, Parkersburg, WV 26101

Contact: Beverly
Phone: (304) 485-7368

Total Units: 124 UC: 0 Occupancy: 99.2% Stories: 2,3 Year Built: 1998
BR: 1, 2, 3 Vacant Units: 1 Waitlist: None AR Year:
Target Population: Family Yr Renovated:
Rent Special: None
Notes: Does not keep a WL

## 903 Chateau Hills

147 Chateau Hills, Parkersburg, WV 26101

Contact: Brandi
Phone: (304) 863-6655

Total Units: 100 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 1981
BR: 1, 2, 3 Vacant Units: 0 Waitlist: 31 HH AR Year:
Target Population: Family Yr Renovated:
Rent Special: None
Notes: HUD Section 8

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

## 904 Courtyard Apts.

50 Lubeck Apartment Ln., Parkersburg, WV 26101

Contact: Vicki
Phone: (304) 863-9570

Total Units: 24 UC: 0 Occupancy: 100.0% Stories: 1 Year Built: 1992
BR: 1 Vacant Units: 0 Waitlist: 6 HH AR Year:
Target Population: Senior 62+ Yr Renovated:
Rent Special: None
Notes: RD 515, has RA (22 units)

## 905 Crown Manor

282 Crown Manor Cir., Mineral Wells, WV 26150

Contact: Randy
Phone: (304) 483-7598

Total Units: 68 UC: 0 Occupancy: 98.5% Stories: 2 Year Built: 2012
BR: 1 Vacant Units: 1 Waitlist: None AR Year:
Target Population: Family Yr Renovated:
Rent Special: None
Notes:

## 906 Dutch Ridge Place

2983 Dutch Ridge, Parkersburg, WV 26104

Contact: Josh
Phone: (304) 428-4317

Total Units: 24 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 1993
BR: 1, 2 Vacant Units: 0 Waitlist: 2 HH AR Year:
Target Population: Family Yr Renovated: 2013
Rent Special: None
Notes: Tax Credit; RD 515, has RA (24 units)

## 907 Fox Run Apts.

5 Fox Run Dr, Mineral Wells, WV 26150

Contact: Randy
Phone: (304) 489-3854

Total Units: 39 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 2007
BR: 3 Vacant Units: 0 Waitlist: None AR Year:
Target Population: Family Yr Renovated:
Rent Special: None
Notes:

## 908 Hillview Terrace

1500 12th St., Vienna, WV 26105

Contact: Amanda
Phone: (304) 295-6784

Total Units: 62 UC: 0 Occupancy: 93.5% Stories: 3 w/Elevator Year Built: 1986
BR: 0, 1 Vacant Units: 4 Waitlist: None AR Year:
Target Population: Senior 62+ Yr Renovated:
Rent Special: None
Notes: HUD Section 8

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

## 909 Jordyn Terrace Apts.

85 Jordyn Ln, Mineral Wells, WV 26150

Contact: Joe
Phone: (304) 489-1746

Total Units: 36 UC: 0 Occupancy: 100.0% Stories: 1,2 Year Built: 1997
BR: 1, 2, 3 Vacant Units: 0 Waitlist: 6 HH AR Year:
Target Population: Family Yr Renovated:
Rent Special: None
Notes: Tax Credit

## 910 Leighton Court

1009 18th St., Vienna, WV 26105

Contact: Jacob
Phone: (304) 580-8978

Total Units: 64 UC: 0 Occupancy: 96.9% Stories: 1,2 Year Built: 1999
BR: 1, 2 Vacant Units: 2 Waitlist: None AR Year:
Target Population: Family Yr Renovated:
Rent Special: None
Notes:

## 911 Lincolnshire Apts.

92 Dublin Dr., Mineral Wells, WV 26150

Contact: Stacey
Phone: (304) 489-3380

Total Units: 24 UC: 0 Occupancy: 100.0% Stories: 1 Year Built: 2001
BR: 1 Vacant Units: 0 Waitlist: 1 HH AR Year:
Target Population: Senior 62+, Disabled Yr Renovated:
Rent Special: None
Notes: Tax Credit; RD 515, has RA (24 units)

## 912 Lubeck Gardens

177 Lubeck Rd., Parkersburg, WV 26101

Contact:
Phone: (304) 863-5832

Total Units: 24 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 1992
BR: 2 Vacant Units: 0 Waitlist: Yes AR Year:
Target Population: Family Yr Renovated:
Rent Special: None
Notes: Tax Credit; RD 515, has RA (16 units)

## 913 Mineral Manor

100 Mineral Manor Wy, Parkersburg, WV 26101

Contact: Samantha
Phone: (304) 410-6690

Total Units: 48 UC: 0 Occupancy: 100.0% Stories: 1,2 Year Built: 2009
BR: 1, 2, 3, 4 Vacant Units: 0 Waitlist: 15 HH AR Year:
Target Population: Family Yr Renovated:
Rent Special: None
Notes: Tax Credit

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

## 914 Parkville Apts.

35 Parkville Dr., Parkersburg, WV 26101

Contact: Robin
Phone: (740) 423-4433

Total Units: 49 UC: 0 Occupancy: 98.0% Stories: 1 Year Built: 1982
BR: 0, 1, 2 Vacant Units: 1 Waitlist: None AR Year:
Target Population: Family Yr Renovated:
Rent Special: None
Notes:

## 915 Patriot Center

100 Patriot Ctr Dr, Parkersburg, WV 26101

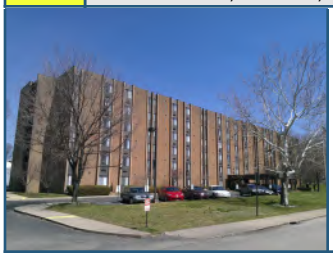
Contact: Hope
Phone:

Total Units: 33 UC: 0 Occupancy: 66.7% Stories: 3 w/Elevator Year Built: 2025
BR: 2 Vacant Units: 11 Waitlist: None AR Year:
Target Population: Senior 55+ Yr Renovated:
Rent Special: None
Notes: Tax Credit; Preleasing & opened 12/2025, still in lease-up

## 916 Pleasantview Towers

1205 9th St., Vienna, WV 26105

Contact: Linda
Phone: (304) 295-9554



Total Units: 117 UC: 0 Occupancy: 91.5% Stories: 6 w/Elevator Year Built: 1980
BR: 1 Vacant Units: 10 Waitlist: None AR Year:
Target Population: Senior 62+, Disabled Yr Renovated:
Rent Special: None
Notes: HUD Section 8

## 917 Post Mill Apts.

74 Post Mill Way, Mineral Wells, WV 26150

Contact: Ellen
Phone: (304) 489-1414

Total Units: 32 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 1988
BR: 1, 2 Vacant Units: 0 Waitlist: 4 HH AR Year:
Target Population: Family Yr Renovated: 2019
Rent Special: None
Notes: Tax Credit; RD 515, has RA (25 units)

## 918 Rolling Hills Townhomes & Cottages

106 Branam Dr., Parkersburg, WV 26104

Contact: Jennifer
Phone: (304) 485-6293

Total Units: 100 UC: 0 Occupancy: 100.0% Stories: 1,2 Year Built: 1969
BR: 0, 1, 2, 3 Vacant Units: 0 Waitlist: 25 HH AR Year:
Target Population: Family Yr Renovated: 2008
Rent Special: None
Notes: Tax Credit; HUD Section 8

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

## 919 Royal Gardens
185 County Rd. 21, Mineral Wells, WV 26150
Contact: Randy
Phone: (304) 483-7598

Total Units: 32 UC: 0 Occupancy: 96.9% Stories: 2 Year Built: 2010
BR: 1 Vacant Units: 1 Waitlist: None AR Year:
Target Population: Family Yr Renovated:
Rent Special: None
Notes:

## 920 Towne Manor
121 W 4 1/2 St, Williamstown, WV 26187
Contact: Susan
Phone: (304) 481-1195

Total Units: 24 UC: 0 Occupancy: 100.0% Stories: 2 w/Elevator Year Built: 1980
BR: 1 Vacant Units: 0 Waitlist: None AR Year:
Target Population: Senior 62+ Yr Renovated:
Rent Special: None
Notes:

## 921 Wells Pointe
174 Dickens Dr, Mineral Wells, WV 26150
Contact: Randy
Phone: (304) 483-7598

Picture Not Available

Total Units: 36 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 2015
BR: 1, 2 Vacant Units: 0 Waitlist: None AR Year:
Target Population: Family Yr Renovated:
Rent Special: None
Notes:

## 922 Westover Townhomes
95 West Cir., Parkersburg, WV 26101
Contact: Brian
Phone: (740) 992-0059

Total Units: 35 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 1999
BR: 2 Vacant Units: 0 Waitlist: None AR Year:
Target Population: Family Yr Renovated:
Rent Special: None
Notes:

## 923 Westview Suites
41 Hillcrest Ct, Parkersburg, WV 26101
Contact: Seth
Phone:

Total Units: 40 UC: 0 Occupancy: 95.0% Stories: 2 Year Built: 1995
BR: 3 Vacant Units: 2 Waitlist: None AR Year:
Target Population: Family Yr Renovated: 2010
Rent Special: None
Notes: Rent range due to renovations

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

# ADDENDUM B:

# NON-CONVENTIONAL RENTALS
# (Non-Student and Student)

| Non-Conventional Rentals (Non-Student) | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Address | City | Type | Price | Square Feet | Price Per Square Foot | Bedroom | Baths | Source |
| **PSA (Parkersburg)** | | | | | | | | |
| 2512 Nash Street | Parkersburg | Single-family | $1,100 | 868 | $1.27 | 2 | 1.0 | Apartments.com |
| 1009 Lynn Street | Parkersburg | Single-family | $1,000 | 1,191 | $0.84 | 3 | 1.0 | ForRent.com |
| 1408 Spring Street | Parkersburg | Single-family | $575 | - | - | 2 | 1.0 | ForRent.com |
| 2017 19th Street | Parkersburg | Duplex | $1,150 | 1,150 | $1.00 | 3 | 1.0 | Apartments.com |
| 1007 27th Street | Parkersburg | Single-family | $1,300 | 1,254 | $1.04 | 3 | 2.0 | Zillow |
| 2118 Liberty Street | Parkersburg | Single-family | $1,500 | 1,332 | $1.13 | 3 | 1.0 | Zillow |
| 211 11th Street | Parkersburg | Single-family | $850 | - | - | 2 | 1.0 | ForRent.com |
| 4824 2nd Avenue | Parkersburg | Single-family | $1,000 | 1,008 | $0.99 | 2 | 1.0 | Zillow |
| 1320 Avery Street | Parkersburg | Townhome | $1,250 | 1,700 | $0.74 | 4 | 1.5 | Zillow |
| 1026 Avery Street | Parkersburg | Condominium | $1,100 | 1,100 | $1.00 | 2 | 2.0 | Apartments.com |
| 929 Market Street | Parkersburg | Apartment | $1,900 | 730 | $2.60 | 2 | 1.0 | Apartments.com |
| 2317 Broad Street | Parkersburg | Apartment | $900 | - | - | 0 | 1.0 | Apartments.com |
| 2405 Vaughan Avenue | Parkersburg | Single-family | $1,400 | 1,308 | $1.07 | 3 | 2.0 | Trulia |
| 903 Pike Street | Parkersburg | Single-family | $1,275 | 946 | $1.35 | 3 | 1.0 | Trulia |
| 820 Lynn Street | Parkersburg | Apartment | $665 | - | - | 1 | 1.0 | Trulia |
| 1106 Juliana Street | Parkersburg | Apartment | $775 | - | - | 0 | 1.0 | Trulia |
| **SSA (Balance of Wood County)** | | | | | | | | |
| 701 36th Street | Vienna | Single-family | $1,600 | 798 | $2.01 | 2 | 1.0 | Trulia |
| 906 17th Street | Vienna | Townhome | $1,025 | 900 | $1.14 | 2 | 1.0 | Zillow |
| 609 Poplar Avenue | Williamston | Single-family | $1,300 | - | - | 2 | 1.0 | Trulia |
| 665 Blennerhassett Heights Road | Parkersburg | Single-family | $1,200 | 1,200 | $1.00 | 2 | 2.0 | Apartments.com |
| 204 East 5th Street | Williamston | Single-family | $1,650 | 1,396 | $1.18 | 3 | 1.0 | Trulia |

| Non-Conventional Rentals (Student) | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Address | City | Type | Price | Square Feet | Price Per Square Foot | Bedroom | Baths | Source |
| **PSA (Parkersburg)** | | | | | | | | |
| 2118 Liberty Street | Parkersburg | Single-family | $1,500 | - | - | 3 | 1 | Uloop |
| 1700 17th Street | Parkersburg | Duplex | $750 | - | - | 1 | 1 | Uloop |
| 1314 Spring Street | Parkersburg | Apartment | $675 | - | - | - | 1 | Uloop |
| **SSA (Balance of Wood County)** | | | | | | | | |
| 11638 Staunton Turnpike | Walker | Apartment | $675 | - | - | 1 | 1 | College Student Apartments |

# ADDENDUM C: METHODOLOGY AND LIMITATIONS

## A. METHODOLOGIES AND SOURCES

The following methods were used by Bowen National Research.

### Demographic Information

Demographic data for population, households, and housing was secured from ESRI, the 2010 and 2020 U.S. Census, the U.S. Department of Commerce, and the American Community Survey. This data has been used in its primary form and by Bowen National Research for secondary calculations. All sources are referenced throughout the report. Estimates and projections of key demographic data for 2026 and 2031 were also provided.

### Employment Information

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

### Housing Component Definitions

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

### Housing Supply Documentation

Between April and June 2026, Bowen National Research conducted telephone research, as well as online research, of the area's housing supply. Additionally, market analysts from Bowen National Research traveled to the area in April 2026, conducting research on the housing properties identified in this study, as well as obtaining other on-site information relative to this analysis.

The following data was collected on each multifamily rental property:

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

Non-Conventional (e.g., single-family homes, duplexes, mobile homes, etc.) rental information includes collected and gross rent, bedroom types, square footage, price per square foot, and total available inventory.

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

Other Housing Market Factors

Other factors that may impact the housing needs of the subject market were evaluated, including existing land use policies and government regulations (i.e., zoning districts).

Housing Gap Estimates

Based on the demographic data for both 2026 and 2031 and taking into consideration the housing data from the survey of area housing alternatives, the potential number of new housing units that are needed (housing gap) can be projected.

The metrics used in the demand estimates for rental and for-sale housing units include renter and owner household growth, the number of units required for a balanced market, substandard housing, commuter/external market support, severe cost burdened households, and step-down support. Vacancies reported among both renter- and owner-occupied housing alternatives and applicable units in the development pipeline are considered as part of this analysis. Ultimately, estimates are provided for the number of units that are needed (housing gap) by different income segments, rent levels, and purchase price points within the subject market.

Community Engagement

Bowen National Research conducted an online survey to solicit input from area employers within the Parkersburg area. Overall, 20 respondents participated in the survey, providing valuable local insight into the housing challenges, issues, and opportunities in the area. The aggregate results from this survey are presented in Section IX.

## B. REPORT LIMITATIONS

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

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

# ADDENDUM D: QUALIFICATIONS

## The Company

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

## Primary Contact and Report Author

**Patrick Bowen**, President of Bowen National Research, has conducted numerous housing needs assessments and provided consulting services to city, county and state development entities as they relate to residential development, including affordable and market-rate housing, for both rental and for-sale housing, and retail development opportunities. He has also prepared and supervised thousands of market feasibility studies for all types of real estate products, including housing, retail, office, industrial and mixed-use developments, since 1996. Mr. Bowen has worked closely with many state and federal housing agencies to assist them with their market study guidelines. Mr. Bowen has his bachelor's degree in legal administration (with emphasis on business and law) from the University of West Florida and served as the past Chairman of the National Council of Housing Market Analysts (NCHMA).

| Housing Needs Assessment Experience | | |
|---|---|---|
| **Location** | **Client** | **Completion Year** |
| Muskegon, MI | City of Muskegon | 2023 |
| Firelands Region, OH | Firelands Forward | 2023 |
| Marshall County, WV | Marshall County Commission | 2023 |
| Lebanon County, PA | Lebanon County Coalition to End Homelessness | 2023 |
| Northern, MI (10 Counties) | Housing North | 2023 |
| Muskegon County, MI | Community Foundation for Muskegon County | 2023 |
| Mason County, MI | Mason County Chamber Alliance | 2023 |
| Oceana County, MI | Dogwood Community Development | 2023 |
| Allegan County, MI | Allegan County Community Foundation | 2023 |
| Bowling Green, KY | City of Bowling Green | 2023 |
| Fayette County, PA | Fay-Penn Economic Development Council | 2023 |
| Tarboro, NC | Town of Tarboro | 2023 |
| Southwest Region, WV (10 Counties) | Advantage Valley | 2023 |
| Lake County, MI | FiveCap, Inc. | 2023 |

| Housing Needs Assessment Experience | | |
|---|---|---|
| **Location** | **Client** | **Completion Year** |
| Owensboro, KY | City of Owensboro | 2023 |
| Burke County, NC | Burke County | 2023 |
| Charleston, WV | Charleston Land Reuse Agency | 2024 |
| Huntington, WV | Huntington Municipal Development Authority | 2024 |
| Cabarrus, Iredell, Rowan Counties, NC | Cabarrus, Iredell and Rowan County Housing Consortium | 2024 |
| Carolina Core Region, NC (21 Counties) | NC Realtors | 2024 |
| Shiloh Neighborhood, NC | Dogwood Health Trust | 2024 |
| Muhlenberg County, KY | Muhlenberg Economic Growth Alliance | 2024 |
| Macon County, NC | Macon County | 2024 |
| Statewide Kentucky | Kentucky Housing Corporation | 2024 |
| Clarksville, TN | Clarksville Montgomery County Regional Planning Commission | 2024 |
| Stone County, MO | Table Rock Lake Chamber of Commerce | 2024 |
| Dakota County, MN | Dakota County Community Development Agency | 2024 |
| Independence County, AR | Batesville Area Chamber of Commerce | 2024 |
| Statewide North Carolina | NC Chamber | 2024 |
| Northeast, MI (11 Counties) | Target Alpena Development Corporation | 2024 |
| Tampa Region, FL (3 Counties) | Greater Tampa REALTORS and Pinellas REALTOR Organization/ Central Pasco REALTOR Organization | 2024 |
| Hopkinsville, KY | City of Hopkinsville | 2024 |
| New River Gorge Region, WV | New River Gorge Regional Development District | 2025 |
| Evansville, IN | City of Evansville, Department of Metropolitan Development | 2025 |
| Johnson City, TN | City of Johnson City | 2025 |
| Ottawa County, MI | HOUSING NEXT | 2025 |
| Grand Rapids, MI | HOUSING NEXT | 2025 |
| East Central Region, MI (8 Counties) | Eastern Michigan Council of Governments (EMCOG) | 2025 |
| Asheville Region, NC (4 Counties) | Land of Sky Regional Council | 2025 |
| Kent County, MI | Public Policy Associates | 2025 |
| Florence, SC | City of Florence | 2025 |
| Franklin, TN | Williamson County Association of REALTORS | 2025 |
| Berrien County, MI | Cornerstone Alliance | 2025 |
| Lewis County, WV | Lewis County Economic Development Authority | 2025 |
| Dayton, OH | County Corp | 2026 |
| Fairmont, WV | WV Community Development Hub | 2026 |
| Downtown Dayton, OH | Downtown Dayton Partnership | 2026 |
| Evansville, IN | City of Evansville, IN - Department of Metropolitan Development | 2026 |
| Yellow Springs, OH | Village of Yellow Springs | 2026 |
| Mitchell County, NC | Mitchell County | 2026 |
| Fairmont, MN | City of Fairmont | 2026 |
| Southwest Region, WV (10 Counties) | Advantage Valley | 2026 |

**The following individuals provided research and analysis assistance:**

**Christopher Bunch**, Market Analyst, has more than two decades of experience in conducting both site-specific market feasibility studies and broader housing needs assessments. He has conducted on-site market research of a variety of housing product, conducted stakeholder interviews and completed specialized research on housing market attributes including the impact of military personnel, heirs and estates and other unique factors that impact housing needs. He holds a bachelor's degree in geography from Ohio University.

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

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

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

**Sophia Narotski,** Research Specialist, has conducted housing research and data collection in rural and urban markets. She is experienced with all levels of rental housing, senior care facilities, and non-conventional rental housing. Ms. Narotski conducts interviews with local economic development departments, chambers of commerce, planning officials, social supportive providers and housing authority representatives. She holds an Associate of Arts in Sociology from Columbus State Community College.

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

***No subconsultants were used as part of this assessment.***

# ADDENDUM E: GLOSSARY

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

***Multifamily Housing*** is a structure that contains more than two housing units.

***New owner-occupied household growth*** within a market is a primary demand component for new for-sale housing. For the purposes of this analysis, growth between 2026 and 2031 is evaluated. The 2026 households by income level are based on ESRI estimates that account for 2020 Census counts of total households for each study area. The 2026 and 2031 estimates are based on growth projections by income level by ESRI. The difference between the two household estimates represents the new owner-occupied households that are projected to be added to a study area between 2026 and 2031. These estimates of growth are provided by each income level and corresponding price point that can be afforded.

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

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

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

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

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

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

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

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

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

***Replacement of functionally obsolete housing*** is a demand consideration in most established markets. Given the limited development of new housing units in a study area, homebuyers are often limited to choosing from the established housing stock, which can be considered old and/or often in disrepair and/or functionally obsolete. There are a variety of ways to measure functionally obsolete housing and to determine the number of units that should be replaced. For the purposes of this analysis, Bowen National Research applied the highest share of any of the following three metrics: cost burdened households, units lacking complete plumbing facilities, and overcrowded units. This resulting housing replacement ratio is then applied to the existing (2026) owner-occupied housing stock to estimate the number of for-sale units that should be replaced in the study area(s).

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

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

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

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

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

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

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

***Tenant*** is one who rents real property from another.

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

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

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

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

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

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