

REAL ESTATE MARKET ANALYSIS
STEUBENVILLE NORTH CHOICE NEIGHBORHOOD

Prepared for
Collabo Planning

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1. INTRODUCTION

In December 2022, HUD awarded a \$500,000 Choice Neighborhoods Initiative Planning Grant to co-applicants Jefferson Metropolitan Housing Authority (JMHA) and the City of Steubenville for the transformation of the Steubenville North Neighborhood, with a focus on redevelopment of two target properties managed by JMHA: John F. Kennedy (JFK) Apartments and the adjacent Elmer White Family Units (collectively referred to as “the Subject Properties”). The defined Choice Neighborhood (CN) is the Steubenville North neighborhood, known locally as the “North End,” a 0.45 square mile area bounded by Washington Street to the south, Franklin Avenue and University Boulevard to the north, the Ohio River to the east and to the west, a steep hillside that parallels Highland Avenue. An active Norfolk Southern Rail Line runs north-south and bifurcates the CN between 6th and 7th Avenue. A Norfolk Southern line also parallels the Ohio River, the neighborhood’s eastern boundary.

Figures 1.1 and 1.2 show the boundaries of the CN and the location of the Subject Properties. A significant amount of analysis and public outreach work has been completed to date, coordinated by planning consultant Collabo Planning. This summary market analysis documents market support for mixed-income residential development in the delineated CN.

FIGURE 1.1
STEUBENVILLE NORTH CHOICE NEIGHBORHOOD CONTEXT MAP

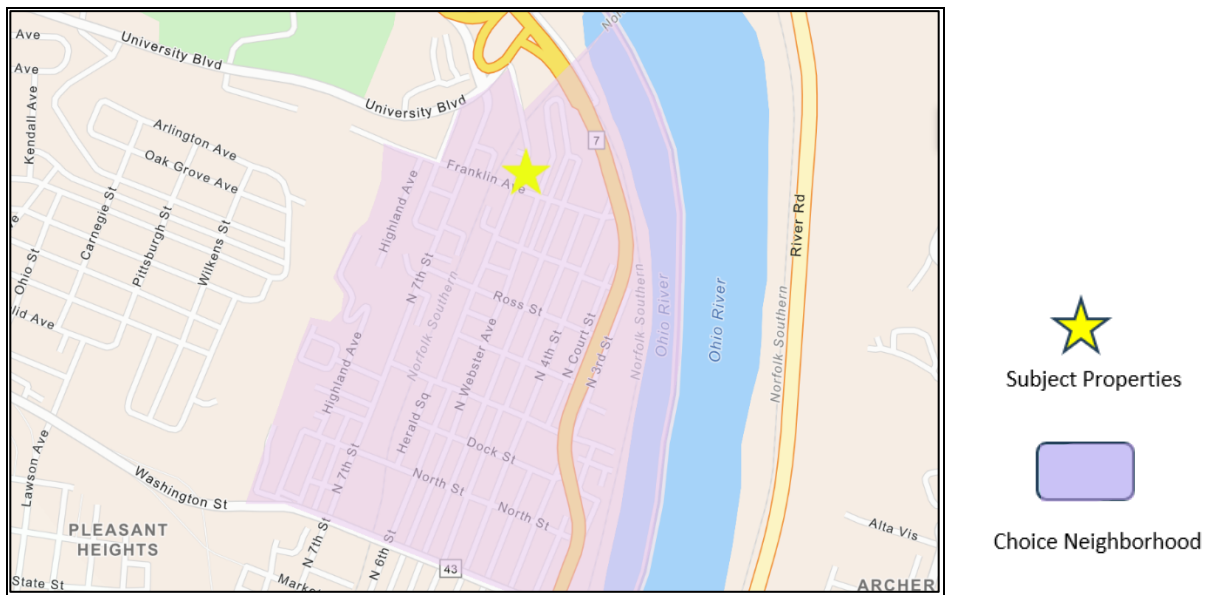
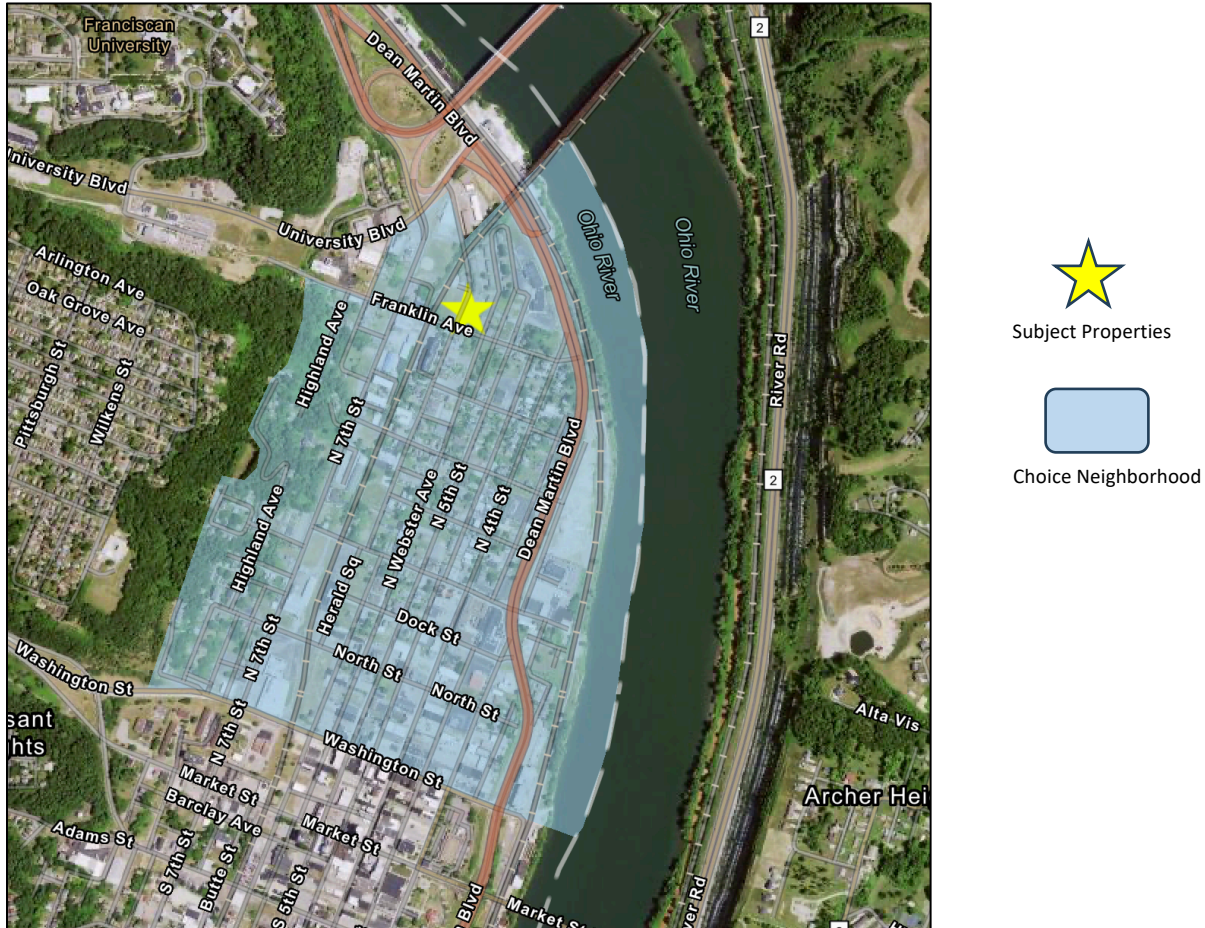


FIGURE 1.2
STEUBENVILLE NORTH CHOICE NEIGHBORHOOD AERIAL VIEW



John F. Kennedy Apartments and Elmer White Family Units: Existing Households and Wait List

JFK Apartments is a general occupancy high-rise elevator building with 12 studio apartments, 106 one-bedroom units, and 32 two-bedroom units. The Elmer White complex has 30 three-bedroom units and 26 four-bedroom units. Together the two properties offer 206 public housing units.

A May 2023 rent roll showed four vacant units at JFK Apartments due to turnover vacancy (vacated units that JMHA is in the process of filling from the waiting list) and five vacant units in Elmer White Family Units (“Elmer White”) primarily due to evictions and abandonments. According to the rent roll, most of the existing tenant households in JFK Apartments are over the age of 50; the largest age cohort is 62- 69. Tenant households at the Subject Properties have extremely low incomes: 14% of tenants at JFK and nearly 50% at Elmer White report having no income.

As of May 2023, there were 251 applicants on JMHA’s combined waiting list for JFK Apartments and Elmer White. As shown in Table 1.1, nearly 65% of waiting list households are waiting for one-bedroom units.

**TABLE 1.1
AGGREGATED WAITING LISTS AT THE SUBJECT PROPERTIES BY UNIT TYPE**

Unit Type	Applicant Households
One-Bedroom (JFK Apartments)	163
Two-Bedroom (JFK Apartments)	58
Three-Bedroom (Elmer White)	19
Four-Bedroom (Elmer White)	<u>11</u>
TOTAL	251

Source: JMHA May 2023

Study Approach

To complete this market study RES undertook the following tasks:

- Collected and reviewed plans and background material about the neighborhood, JHFA Subject Properties, Steubenville, and the broader region.
- Conducted a field work trip to the Subject Property and the component neighborhoods in the CN.
- Defined a primary market area (PMA) within which housing in the CN will compete for renters and purchasers.
- Collected and analyzed economic and demographic data to understand housing demand dynamics in the PMA and regional economic trends influencing the CN and PMA.
- Utilized Ribbon Data’s proprietary HISTA tabulations (Households by Income, Household Size, Housing Tenure, & Householder Age), Census data, and demographics from Claritas and Esri to prepare a housing demand analysis for the PMA.
- Surveyed existing income-restricted and market-rate housing communities and interviewed local municipal representatives to identify planned and proposed additions to regional housing supply.
- Interviewed housing and real estate development representatives at Franciscan University of Steubenville (FUS) to understand current student housing options and anticipated future housing needs.
- Interviewed numerous local rental housing managers and real estate agents to obtain first-hand information on housing market trends, renter and homebuyer profiles, perceptions of the CN, and residential preferences in the broader PMA.
- Reviewed housing sales data and trends in the CN and PMA including price, unit types, and sales volume data.
- Reconciled supply and demand to identify supportable housing types and pricing with market support that could be components of a Choice Neighborhood Transformation Plan.

Limitations of the Engagement

Real Estate Strategies, Inc. has not ascertained the legal and regulatory requirements applicable to the proposed project, including state and local government regulations, permits and licenses. No effort was

made to determine the possible effect on the proposed project of present or future federal, state, or local legislation or of any environmental or ecological matters.

The information contained herein is based on estimates, assumptions and other information developed from research of the market, our knowledge of the real estate industry and other factors, including certain information provided by representatives of the client. Some assumptions inevitably will not materialize, and unanticipated events and circumstances may occur; therefore, actual results will vary from those described, and the variations may be material. Furthermore, RES has not evaluated management's effectiveness, nor are we responsible for future marketing efforts and other management actions upon which actual results will depend.

The information contained herein is intended for the use of the clients in developing a Choice Neighborhood Transformation Plan targeting the redevelopment of John F. Kennedy Apartments and Elmer White. The materials herein are based on economic conditions and supply and demand factors as of July 2023.

2. THE STEUBENVILLE NORTH END CHOICE NEIGHBORHOOD

Location

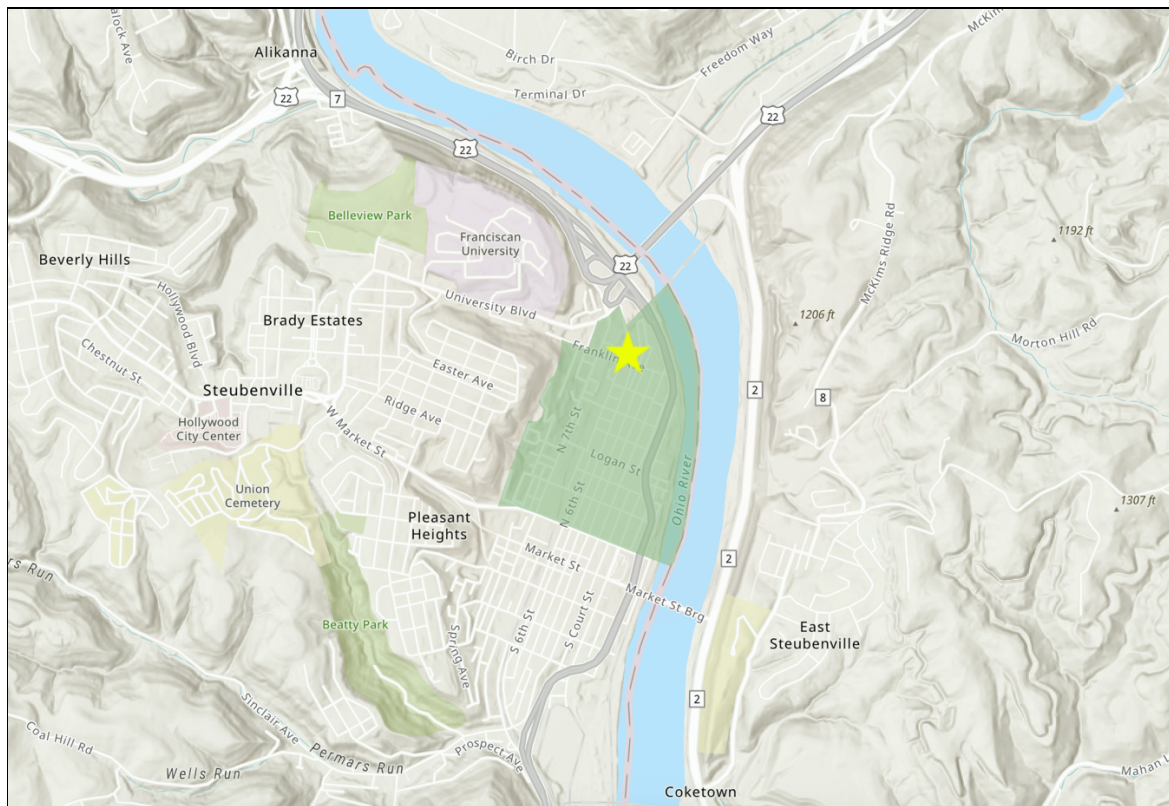
Steubenville is located on the west shore of the Ohio River, across from the northern panhandle of West Virginia. The River serves as both the eastern boundary of the CN and the border between Steubenville, Ohio and Weirton, West Virginia. Despite being two states away, Steubenville is located only 33 miles (or around a 30-minute drive) from Pittsburgh, Pennsylvania. Steubenville is the County seat for Jefferson County. Founded in 1797, it was named after Fort Steuben, which was erected in 1786 to protect the area from Indian attacks. Steubenville has a robust industrial history in coal mining, paper and steel mills, and manufacturing. Today Steubenville and the larger metropolitan area struggle with population loss due to the decline of the steel industry which began in the 1980s. The Steubenville public schools are a point of pride, scoring very high in the 2022 Ohio State School Report Card, and economic development activities are attracting some new employers to the area.

The oldest parts of the City of Steubenville are located in the low-lying plain adjacent to the Ohio River. This low-elevation area includes the City's downtown, the CN to the north as well as the South End residential neighborhood. As shown in Figure 2.1, the topography increases abruptly moving west from the River. The lowest elevation in the CN is in the area along OH-7 (644 Ft. above sea level); the elevation rises to 900 feet above sea level at the western CN boundary. The only portion of the CN in the 100-year floodplain is between the Norfolk Southern Rail Line and the Ohio River. The Hill and LaBelle neighborhoods are located west of the CN on top of the bluff and the City's newer residential and commercial development spreads farther westward. Figure 2.1 shows that the areas of Ohio and West Virginia surrounding Steubenville are very hilly; flat areas for development are limited.

As discussed in the Community Snapshot prepared by Collabo, land uses in the CN are a mix of low- and higher-density residential structures, aging industrial properties along a rail line that bisects the neighborhood, institutional and social service buildings, and limited older commercial development including an aging strip shopping center near the neighborhood's southern border. The CN has numerous vacant parcels, many of which are owned by JMHA or the City of Steubenville. Past the natural hill and the western boundary of the CN, the housing becomes less dense and more suburban in character.

The CN borders the northern edge of downtown Steubenville. The neighborhood has two parks and three public schools—all highly regarded--Steubenville High School, East Elementary School, and Wells Academy. FUS is located immediately to the northwest of the CN. The neighborhood includes the 4th Street Historic District—several blocks of large attractive single-family homes. Commercial and retail establishments are located in the downtown to the south—primarily along Market Street one block south of the CN border and along University Boulevard to the northwest.

FIGURE 2.1
TOPOGRAPHIC MAP



Public Transit and Accessibility

Highway access to the CN is excellent. An interchange of US Route 22 and OH-7 is located immediately north of the CN and Subject Properties. At the southern border of the CN, Washington Street is the start of OH-43 which is a major east-west commercial spine in Steubenville. OH-43 is known as Sunset Boulevard west of the downtown area.

The Steel Valley Regional Transit Authority (SVRTA) provides bus transit service to employment, retail, and service centers throughout Steubenville and beyond nearly 24-hours a day. Daily routes provide access to various medical centers, Dicks Sporting Goods, Eastern Gateway Community College, Walmart, Schiappa Branch Library, Kroger, Aldi, Fort Steuben Mall, and destinations in Wintersville to the west of Steubenville. Bus stops are located at numerous locations within the CN including next to the Subject Site (corner of N. 6th Street and Franklin Street), Dock and N. 4th Streets, N. 5th and Franklin Streets, and North and N. 6th Streets. A bus transit hub, R. J. Cutri Multi-Modal Center, is located near the intersection of Fifth and Adams Streets in downtown Steubenville, three blocks from the southern boundary of the CN.

In 2023, SVRTA and Weirton Transit Corporation (WTC) expanded routes to connect the Weirton-Steubenville MSA to major employment centers in Ohio, West Virginia, and Pittsburgh (including Robinson Town Center and the Pittsburgh International Airport).

SVRTA also connects riders to Rayland and Wheeling through the Ohio Valley and Eastern Ohio Regional Transportation Hub. SVRTA rates are the lowest in the MSA, charging \$0.50 per ride for adults and students and \$0.25 per ride for seniors, with an option to buy an unlimited ridership card for \$30 annually. Bus fare for adults in Weirton and Robinson Township are \$2 and \$5 respectively. SVRTA also offers Paratransit, a service with door-to-door transit for individuals with disabilities and special needs who are unable to access public transportation.

The closest Amtrak station for rail transit is in Pittsburgh and is not easily connected to existing bus routes. Uber and Lyft do not operate in Steubenville yet, although they recently began service in Wheeling, West Virginia. Two car rental companies operate in Steubenville (Enterprise and Thrifty) and the nearest taxi service is located in Weirton.

Shopping and Services

JFK Apartments and Elmer White are located on the northern edge of downtown Steubenville. The City of Steubenville and the CN in particular is a food desert, with limited options to purchase nutritious groceries and fresh food. While a convenience store (Northend Market & Deli) is located across from JFK Apartments, it has limited inconsistent hours and does not sell fresh or refrigerated products. Urban Mission operates a food pantry at North and N. 6th Street that offers varying perishable and nonperishable food options for those in need. A Family Dollar store is located at the southern edge of the Choice Neighborhood, at Washington and N. 7th Streets; this store does not offer any fresh produce or meat. The closest full-service grocery store is Kroger, located nearly 1.5 miles “up the hill” from the Subject Property.

There are no chain pharmacies in CN or downtown Steubenville. The nearest pharmacy is a Walgreen’s near the in the Brady Estates neighborhood near the Kroger, approximately 1.3 miles west of the Subject Property. Because of the distance, steep topography and highly trafficked roads, residents of the CN would access the supermarket and pharmacy by either by public transportation or private automobile.

The Steubenville Fire Department headquarters and Jefferson County Sherriff’s Department are located within the CN. The nearest Post Office and bank are both located just outside of the CN in Steubenville’s South End. The CN has a dry cleaner and auto service/tire shop within its boundaries. The only place for clothing shopping in the CN is at the 7th Street Shopping Plaza, at a thrift store operated by Urban Mission; AutoZone Auto Parts is also in this plaza. The closest full-service shopping center—the Hollywood Shopping Center-- is located outside of the CN in a commercial, auto-oriented corridor in central/western Steubenville on Sunset Boulevard (Route 43). This Center offers a variety of retail and service establishments including Kroger, Starbucks, Huntington Bank, T.J. Maxx, Steubenville Dental Studio, and OfficeMax. Numerous sit-down chain, local and fast-food restaurants are in this same commercial corridor 1.5-2 miles from the Subject Site, including Bob Evans, Scaffidi’s Restaurant & Tavern, and Taco Bell. Additional shops and restaurants are located another 1.5 miles West towards Wintersville, including

JC Penney, Shoe Department Encore, Bath and Body Works, and big box retailers like Walmart Supercenter. This retail cluster is close enough to capture spending from CN residents, but not convenient for households without a car.

Education

Steubenville City Schools is the public school district serving students in the eastern and central parts of Steubenville, as well as the Pottery Addition part of Island Creek Township. The western portion of Steubenville is served by the Indian Creek School District. East Garfield Elementary School, Wells Academy and Steubenville High School are all public schools located within the CN. East Garfield Elementary is located immediately adjacent to the Subject Property and serves approximately 350 students in grades Pre-K to 4th grade. According to the National Center for Education Statistics data from the 2021-2022 school year, there are 2,734 students in the district. Nearly 36% of families in the district have incomes below the poverty level and over 45% receive Food Stamp/SNAP benefits.

Steubenville City Schools have a stellar reputation in Ohio as one of only 12 districts that received a nearly perfect five star rating in the Ohio Department of Education 2022 report card. The reputation for excellence extends to the district's individual schools as well. The district is currently building a new STEM building, connected to the high school, that will offer technical programs in science, technology, engineering, and math. Students from outside the district boundaries are able to apply to attend Steubenville City Schools. The high school draws students from the larger PMA, not just within Steubenville city district boundaries.

There are limited childcare opportunities for infants and pre-school age children in the CN. Stepping Stone Academy LLC on N. 4th Street is the only accredited daycare in the CN; it offers year-round care for younger children. The daycare opened in January 2023.

Recreation and Entertainment

There are limited recreation and entertainment opportunities in the CN. North End Park has a playground, basketball court, and baseball field; however, this park is not in good condition. A rusted metal fence surrounds the property, and it frequently floods due to drainage issues. The playground at East Garfield Elementary School is immediately adjacent to Elmer White but is fenced and locked when school is not in session. The other park located within the CN is the Flats Tot Lot, which is difficult to access due to steep roads and a heavily wooded lot. Due to its inaccessibility, lack of signage, and minimal features, it is not an ideal recreational space for the community. Urban Mission manages the Backyard Food Garden Center, located between North and Washington Streets, which gives opportunities to the community to take part in growing fresh produce.

Beyond the limited parkland in the CN, the neighborhood has several institutions that facilitate recreational programs for the community. The Sycamore Youth Center, located at N. 4th Street and North Street, offers after-school programs for over 400 local students during the school year. A nonprofit affiliated with Sycamore Tree Church, this youth center hosts various summer camps for school-aged children, as well as an annual talent show for the Ohio Valley region. The Friendship Room on Logan

Street offers a bike share program for residents and provides advocacy and outreach for Steubenville's homeless and vulnerable population.

The Jefferson County Historical Association and American Legion are located less than two blocks from the Subject Property. As discussed in the Community Snapshot, the CN has a variety of religious organizations located throughout the neighborhood, many of whom operate nonprofits that support the neighborhood's residents and revitalization efforts.

Health Care

The only medical practices in the CN are the Alliance Integrated Care Center (mental health services and some primary care) and two dentists offices, both located on N. 4th Streets. Ohio Valley Health Center (OVHC), a free medical clinic, was originally located on N. 4th Street in the CN, but after a half-million capital campaign, the medical clinic opened a new, permanent location at 423 South Street, a few blocks south of the CN. OVHC is open four days a week and focuses on chronic disease management. The clinic does not offer walk-in care. Urban Mission and OVHC also provide mobile medical care weekly at both homeless shelters in the CN. The clinic has future goals to partner with Trinity Health to establish a residency program which would increase provider services and expand its pharmacy.

Trinity Medical Center West is a 519-bed general hospital and health system on Johnson Road on the western side of Steubenville. It offers care 24 hours a day including all levels of emergency and urgent care, obstetrics, acute pain, physical and occupational therapy, post-operative recovery, intensive care, and psychiatry. The East Campus location, also located in Steubenville, offers long-term in-patient care, rehabilitation, and Women's Health. Trinity recently completed a \$75 Million expansion of its Medical Center West location, adding nearly 200,000 square feet in the creation of approximately 80 private rooms and a 3rd floor surgical services hub.

Trinity Health has multiple locations in Steubenville providing outpatient primary care. The closest to the CN is located along the auto centric retail zone on Sunset Boulevard. Steubenville has limited options for urgent care outside of the hospital. The closest urgent care is in Wintersville and offers walk-in care daily from 8 AM to 8 PM and has a lab open six days a week.

Family Medical Care (FMC) is the only Federally Qualified Health Center (FQHC) in the Steubenville area, FMC is managed by Change, Inc., a community action agency serving Jefferson County Ohio and Northern West Virginia. The FQHC operates School-Based Health Clinics (SBHC) in each of the three public schools in the CN.

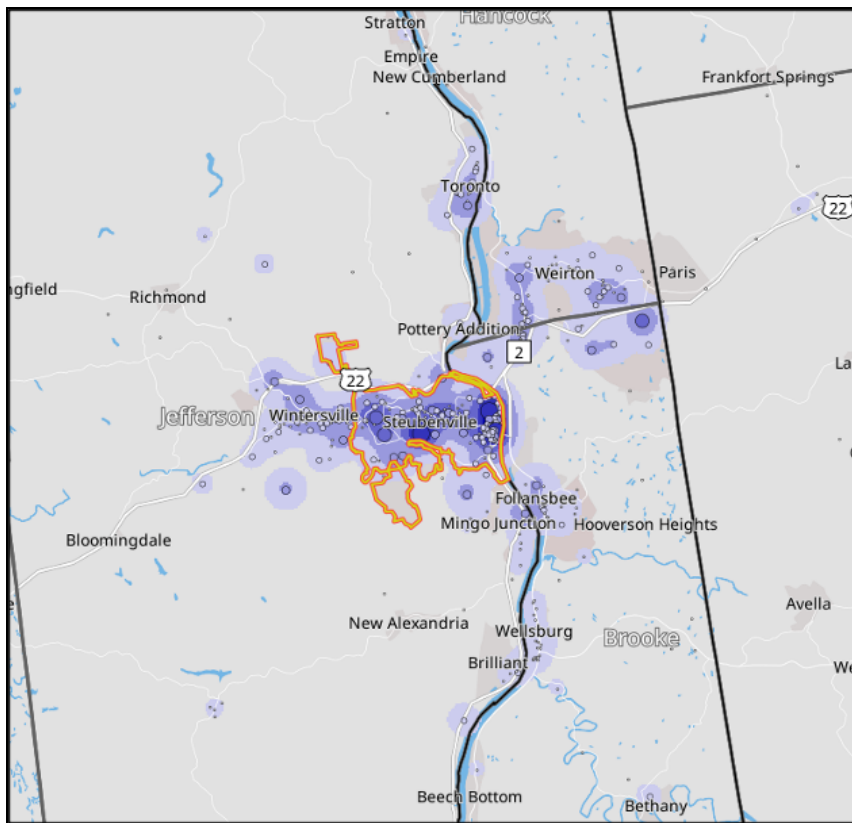
Employment Opportunities and Commuting Patterns

CN residents have access to varied employment opportunities. Industrial operations are located in or are in the process of relocating to both sides of the Ohio River in Ohio and northern West Virginia, growing the economy and job market within the PMA. Steubenville is also close enough to the Pittsburgh International Airport and downtown Pittsburgh, making western PA an employment option for PMA residents.

The US Census Bureau OnTheMap (OTM) application provides data on commuting patterns between US geographies. The latest data set (2020) shows that of the 6,123 jobs¹ held by Steubenville residents, 70.8% are in Ohio, 15.6% are in West Virginia, and 11.4% are in Pennsylvania. Approximately 53.5% of employed individuals living in Steubenville work within 10 miles of their homes. Figure 2.2 is a heat map showing where Steubenville residents are employed. An estimated 34.2% of jobs held by Steubenville residents are in the City itself; another 7.0% are in the City of Weirton. An estimated 8.7% of employed Steubenville residents work in the Ohio townships adjoining the City—Island Creek and Cross Creek.

Nearly 23.5% of employed Steubenville residents have a job based more than 50 miles from the City, primarily in Ohio communities to the west, northwest, and southwest of Steubenville. The only clear concentration of Steubenville resident employment in Pennsylvania is in and around the Pittsburgh International Airport, approximately 25 miles to the northeast.

FIGURE 2.2
STEBENVILLE RESIDENTS EMPLOYED WITHIN 10 MILES OF THEIR HOMES: PLACE OF WORK 2020



Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination

¹ The OTM data reflect all jobs held by Steubenville residents. Some residents may have multiple jobs.

Employment and Labor Force

Table 2.1 provides ten-year trends data on the metro area labor force and resident employment statistics. The negative employment impact of the COVID-19 pandemic can be seen in the 2020 data. Employment levels have been rising since 2020 but have not yet reached pre-pandemic levels. Because of a shrinking labor force over this 10-year period, the 2022 annual average unemployment rate was at the lowest level seen in the past decade.

TABLE 2.1
MSA LABOR FORCE, EMPLOYMENT, AND UNEMPLOYMENT TRENDS: 2013-2022

Year	Total Labor Force	Total Employment	Total Nonfarm Employment	Total Unemployment	Unemployment Rate
2013	54,369	49,179	42,900	5,190	9.5%
2014	53,318	49,120	42,600	4,198	7.9%
2015	52,843	48,901	42,300	3,942	7.5%
2016	51,935	47,884	40,900	4,051	7.8%
2017	50,704	47,271	40,100	3,433	6.8%
2018	50,783	47,691	40,400	3,092	6.1%
2019	51,113	48,259	40,700	2,854	5.6%
2020	50,195	45,267	38,200	4,928	9.8%
2021	49,879	46,696	39,100	3,183	6.4%
2022	49,916	47,359	40,000	2,557	5.1%

Source: US Bureau of Labor Statistics

Table 2.2 shows the breakdown of MSA “at place” employment by industry sector reported by the Ohio Department of Job and Family Services in its June 2023 *Labor Market Review* publication. June 2023 data show that 64.1% of jobs in the MSA are in the services sector. Private educational and healthcare services make up the largest subsector employing 8,700, or 20.1% of total non-farm employment. The Trade/Transportation/Utilities subsector is also significant, employing an estimated 8,000 workers. Goods-producing employment is 17.3% of the metro area total.

The MSA experienced a one percent drop in non-farm employment year over year (YOY) between June 2022 and June 2023. Both goods-producing and service industrial sectors were impacted, losing 1.4% and 1.9% respectively. Public sector employment grew by 2.8%. Both the retail sector (+2.3%) and the educational and health care sector (+3.6%) grew YOY. Manufacturing and transportation/warehousing/utilities employment softened by 2.0% and 3.6% respectively. The permanent closure of the W.H. Sammis power plant approximately ten miles north of Steubenville resulted in the elimination of 140 jobs earlier in 2023.

TABLE 2.2
JUNE 2023 EMPLOYMENT BY SECTOR IN WEIRTON-STEUBENVILLE, WV-OH

Weirton-Steubenville MSA
Nonagricultural Wage and Salary Employment^a
Not Seasonally Adjusted

	Employment (thousands)			Change (thousands)		Percent Change	
	Jun 2023 ^b	May 2023 ^c	Jun 2022 ^c	From Last Month	From Last Year	From Last Month	From Last Year
Total Nonagricultural	39.8	40.2	40.2	-0.4	-0.4	-1.0	-1.0
Total Private	32.4	32.8	33.0	-0.4	-0.6	-1.2	-1.8
Goods-Producing (Private)	6.9	6.9	7.0	0.0	-0.1	0.0	-1.4
Mining, Logging, and Construction	1.9	1.9	1.9	0.0	0.0	0.0	0.0
Manufacturing^d	5.0	5.0	5.1	0.0	-0.1	0.0	-2.0
Service-Providing (Private)	25.5	25.9	26.0	-0.4	-0.5	-1.5	-1.9
Trade, Transportation, and Utilities	8.0	8.1	8.0	-0.1	0.0	-1.2	0.0
Retail Trade	4.5	4.6	4.4	-0.1	0.1	-2.2	2.3
Transportation, Warehousing, and Utilities	2.7	2.7	2.8	0.0	-0.1	0.0	-3.6
Professional and Business Services	2.0	2.0	2.0	0.0	0.0	0.0	0.0
Private Educational and Health Services	8.7	8.8	8.4	-0.1	0.3	-1.1	3.6
Leisure and Hospitality	4.5	4.5	4.5	0.0	0.0	0.0	0.0
Government	7.4	7.4	7.2	0.0	0.2	0.0	2.8
Local Government	6.7	6.7	6.7	0.0	0.0	0.0	0.0
Local Government Educational Services	3.9	4.2	3.9	-0.3	0.0	-7.1	0.0

^aSee Technical Notes for concepts. ^bPreliminary. ^cRevised. ^dIncludes wood products; nonmetallic mineral products; primary metals; fabricated metal products; computer and electronic products; electrical equipment and appliance manufacturing; furniture and related products; miscellaneous manufacturing; food manufacturing; beverage and tobacco products; textile mills; textile product mills; apparel manufacturing; leather and allied products; paper manufacturing; printing and related support activities; petroleum and coal products; chemical manufacturing; plastics and rubber products.

[Economic Development, Job Creation, and Infrastructure Improvements Impacting the CN](#)

The Weirton-Steubenville metropolitan has experienced population decline due to the shuttering of numerous large industrial operations starting in the 1980s. Weirton Steel Corporation, the largest steel plant of the region, employed over 12,000 individuals at its peak. The nation’s 8th largest steel producer, Wheeling-Pittsburgh Steel, closed permanently in 2005 after a series of layoffs over the course of many years. Wheeling Corrugating Steel operated numerous steel mills on its 60-acre site before it closed permanently in 2012 after filing for bankruptcy.

Today, regional economic development efforts are resulting in the attraction of new industries to the metropolitan area. The Business Development Corporation (BDC) of the Northern Panhandle, acquired the Wheeling Corrugating Steel plant in 2012, making it the largest abandoned factory the company ever acquired by the BDC; the site was repurposed and re-opened as Beech Bottom Industrial Park. Since then, BDC has worked to redevelop the space, successfully attracting Jupiter Aluminum to open its operation in the park, creating over 60 jobs. Through a \$2.6 Million EPA grant, BDC was able to make extensive renovations including replacing the flooring and roofing throughout. Since then, other manufacturing

operations have opened in the Industrial Park, including Pure Watercraft, which will be opening a new electric boat motor and parts manufacturing facility with more than 100 new jobs. Hiring will begin in Q3 2023. According to Pure Watercraft's website, the new jobs span a wide range of wage/salary levels.

- Inventory Control Specialists: \$18-\$30/hour
- Automation Technicians: \$30-\$41/hour
- Electric-Mechanical Assembly Technician: \$40,000-\$70,000/year
- Administrative Officers: \$50,000-\$70,000/year
- Quality Engineer: \$60,000-\$90,000/year

Hourly employees will receive health coverage and benefits. Salaried employees also have paid vacation. For reference, the current average wage level in the MSA is approximately \$20/hour according to the State of Ohio statistics.

The most consequential local business development announced in 2023 is Form Energy's selection of Weirton for the location of its first commercial scale iron-air battery manufacturing plant on 55 acres once owned by Weirton Steel. Construction has begun and an estimated 750 new direct jobs will be created when the facility reaches full production capacity. As a result of this major development, the BDC anticipates additional businesses opening in the area, including coding companies and fabricators. Information on wage levels was not available.

JSW Steel is another manufacturing business expanding its operations in the PMA. Support from JobsOhio and \$160M in tax exempt conduit revenue bonds to help with facility upgrades from the Jefferson County Port Authority were vital to assist in the plant's expansion, promotion of green energy, and job creation.

The Jefferson County Port Authority is focused on promoting redevelopment and job creation in downtown Steubenville. One such project underway is the redevelopment of the Exchange Realty Building, located one block south of the CN. Proposals for redeveloping the 50,000 SF building are under review. The goal is to provide updated space to attract new businesses, retailers, and restaurants to downtown and possibly create residential units on upper floors.

Other noteworthy infrastructure, institutional, and economic improvements that will impact the metro area in the coming years include the following:

- The Wellsburg Bridge project began in 2018, to address anticipated increases in truck traffic in Beech Bottom and neighboring communities. The \$131 Million project will be completed in 2023 and connect Beech Bottom, Ohio to Wellsburg, West Virginia. Steubenville's Market Street Bridge is also being considered for repair, repurpose, or demolition. It was built in 1905 and includes steel that is nearly 120 years old. One leading proposal is to turn the bridge into a bike/pedestrian pathway.

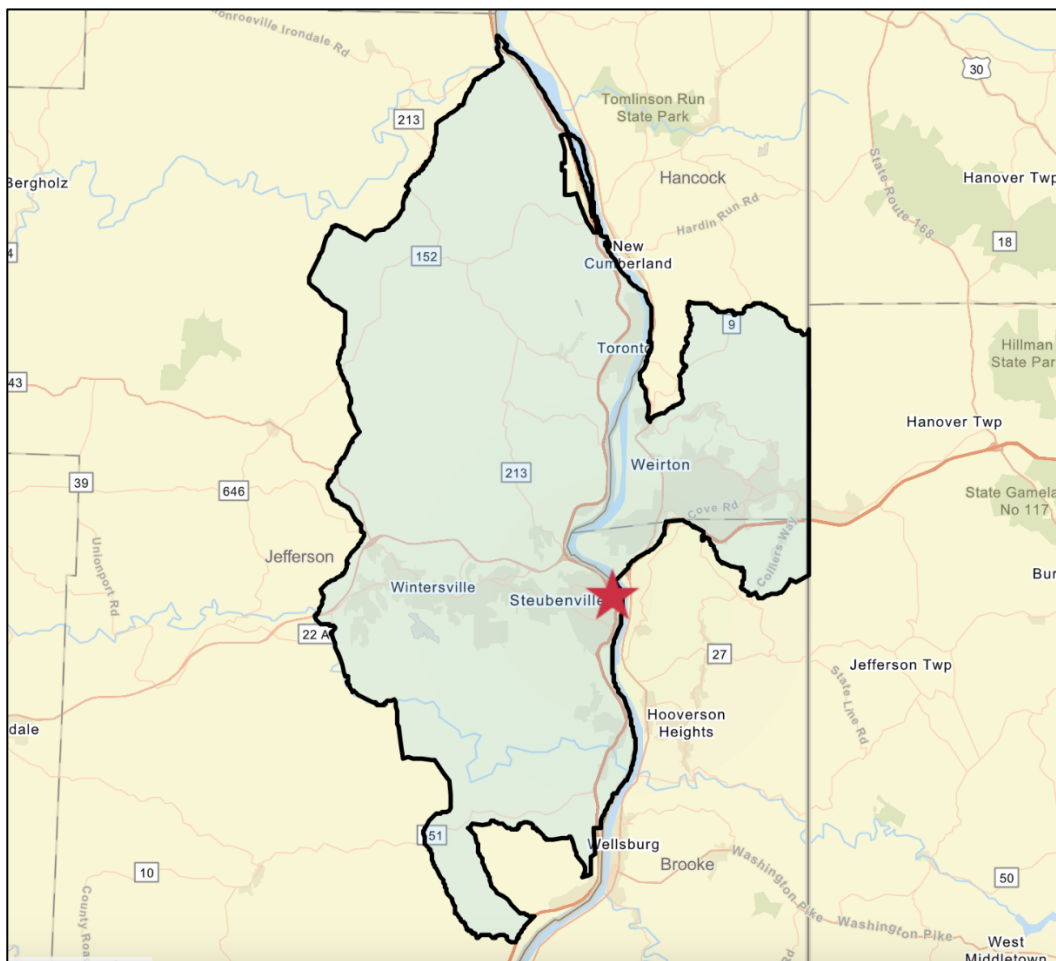
- Approximately \$2 Million of remaining ARPA money is being utilized for several capital/infrastructure projects throughout Steubenville including rerouting and upgrading University Boulevard and Route 7 near the CN.
- Enrollment at FUS has grown to more than 2,600 undergraduate and graduate students studying on-campus (versus via distance learning). There are currently 1,786 units of on-campus housing. Many upperclassman live off-campus in older neighborhoods nearby including LaBelle. The University is a major employer in Steubenville with 445 full-time faculty and staff. FUS conducts a series of summer conferences that bring over 11,000 participants to Steubenville.
- FUS continues its physical expansion along University Boulevard and Franklin Street towards downtown Steubenville and the CN. The University recently completed the purchase of an older hotel property on University Boulevard; the building will be renovated to create additional student housing. FUS is expanding its mixed-use (hotel/restaurant/entertainment) development—Franciscan Square on University Boulevard across from the campus entrance-- to include for-sale condominiums and a skating rink. Additional development sites are available to the east of the first phase of Franciscan Square. These sites can be accessed by Franklin Avenue creating a direct link to the CN.
- Jefferson County officials have proposed using American Rescue Plan (ARP) dollars to continue the Great American Rail Trail through downtown Steubenville, either with a dedicated bike lane connecting downtown to FUS and Belleview Park or by creating a riverfront trail.
- In late 2022, construction began on a new 28,000 square foot \$12 Million dollar STEM building that will adjoin the Steubenville High School.
- Fanti, a manufacturer of steel paint cans, is renovating a building in Weirton, adding 40 new jobs.

3. RESIDENTIAL PRIMARY MARKET AREA DEMOGRAPHIC CHARACTERISTICS

Market Area Definition

A Primary Market Area (PMA) is the area within which new housing in the Steubenville North Choice Neighborhood will compete for tenants or buyers. The PMA is defined by zip codes and includes the urban and suburban parts of Jefferson County including the entire City of Steubenville, Wintersville, Mingo Junction, and Toronto. The PMA also includes most of Weirton, West Virginia, located to the northeast across the Ohio River. The Eastern border of the PMA is the Pennsylvania/West Virginia state line. The market area is based on demographic and economic trends, school district boundaries, topography, road networks, access to employment, and discussions with local real estate professionals who understand typical commuting trends and housing preferences in the market area. The PMA includes the five zip codes listed in Table 3.1. Map 3.1 below shows the boundaries of the PMA and the location of the CN.

FIGURE 3.1
PRIMARY MARKET AREA



**TABLE 3.1
PMA ZIP CODES**

43952	43953	43938
43964	26062	

Economic and Demographic Characteristics

The tables below provide a demographic overview of the PMA in comparison to the Weirton-Steubenville, WV-OH Metropolitan Statistical Area (MSA) as a whole. Current-year estimates and five-year projections are from demographic data vendor Claritas. CN data is from the latest 2023 Census data release and Esri. Data on the CN itself is provided in the text but not presented in tables. The Community Snapshot provides detailed economic and demographic analysis of the CN.

Population

Between 2010 and 2023, the PMA population declined an estimated 5.9%. The MSA lost an even greater percentage of the population during this timeframe, experiencing an 8.2% decline. Both geographic areas are projected to continue to lose residents over the next five years. According to Esri and U.S. Census Data, the CN has an estimated population of 1,305 in 2023, down slightly from 1,396 in 2010. The population is projected to continue to decrease to 1,263 by 2028.

TABLE 3.2 POPULATION TRENDS

Primary Market Area		
Total Population		
Census 2010	67,907	
Census 2020	65,051	
Current Year Estimates 2023	63,929	
Five-Year Projections 2028	62,565	
Change 2010 - 2020	-2,856	-4.2%
Estimated Change 2020 - 2023	-1,122	-1.7%
Projected Change 2023 - 2028	-1,364	-2.1%

MSA		
Total Population		
Census 2010	124,453	
Census 2020	116,903	
Current Year Estimates 2023	114,222	
Five-Year Projections 2028	111,193	
Change 2010 - 2020	-7,550	-6.1%
Estimated Change 2020 - 2023	-2,681	-2.3%
Projected Change 2023 - 2028	-3,029	-2.7%

Sources: US Census; Claritas; Ribbon Demographics

Households

Household counts in both the PMA and MSA declined at comparable rates from 2010 to 2020. Estimates for 2023 and projections for 2028 suggest that both geographies will continue to lose households, with the MSA losing households at a faster rate than the PMA. Average household size is expected to have little change in the PMA from 2010 to 2028; average household size in the MSA is likely to decrease from 2.31 to 2.26 from 2010 to 2028.

TABLE 3.3
HOUSEHOLD GROWTH TRENDS AND AVERAGE HOUSEHOLD SIZE

Primary Market Area		
Total Households		
Census 2010	28,992	
Census 2020	27,845	
Current Year Estimates 2023	27,373	
Five-Year Projections 2028	26,769	
Change 2010 - 2020	-1,147	-4.0%
Estimated Change 2020 - 2023	-472	-1.7%
Projected Change 2023 - 2028	-604	-2.2%
Average Household Size 2010	2.26	
Average Household Size 2020	2.25	
Average Household Size 2023	2.24	
Average Household Size 2028	2.24	

MSA		
Total Households		
Census 2010	52,427	
Census 2020	49,945	
Current Year Estimates 2023	48,894	
Five-Year Projections 2028	47,675	
Change 2010 - 2020	-2,482	-4.7%
Estimated Change 2020 - 2023	-1,051	-2.1%
Projected Change 2023 - 2028	-1,219	-2.5%
Average Household Size 2010	2.31	
Average Household Size 2020	2.27	
Average Household Size 2023	2.27	
Average Household Size 2028	2.26	

Sources : US Census ; Claritas ; Ribbon Demographics

Population Age

The PMA and the MSA have similar population age distributions, projections, and median ages. The MSA's overall population is *slightly* older than the PMA population. The median age in the PMA was 44.2 in 2010 and 44.4 in the MSA. 2023 estimates and 2028 projections indicate that the gap between the MSA and the PMA will widen, and the MSA's median age will continue to be older than as compared to the PMA. As shown in Table 3.4, it is estimated that both geographies experienced a significant increase in the population aged 65 to 74 years old from 2010 to 2023. This age group and all cohorts 65 and above are projected to continue to increase through 2028. Both geographies are expected to have lost population

in the age cohorts 14 years and younger from 2010 to 2023 and the percentage of children under 14 is estimated to continue to decline through 2028. The population in the CN is younger than the other two geographies with a 2023 median age estimated at 39.3. Projections indicate the median age will increase slightly by 2028, according to Esri.

**TABLE 3.4
POPULATION DISTRIBUTION BY AGE**

Primary Market Area							
Population By Age							
	Census 2010		2023 Estimates		2028 Projections		
0 to 4 Years	3,563	5.2%	3,231	5.1%	3,154	5.0%	
5 to 9 Years	3,634	5.4%	3,300	5.2%	3,126	5.0%	
10 to 14 Years	3,857	5.7%	3,505	5.5%	3,223	5.2%	
15 to 17 Years	2,440	3.6%	2,242	3.5%	2,193	3.5%	
18 to 20 Years	2,942	4.3%	2,791	4.4%	2,808	4.5%	
21 to 24 Years	3,399	5.0%	3,210	5.0%	3,315	5.3%	
25 to 34 Years	6,927	10.2%	6,797	10.6%	6,437	10.3%	
35 to 44 Years	7,794	11.5%	6,748	10.6%	6,636	10.6%	
45 to 54 Years	10,311	15.2%	7,276	11.4%	6,570	10.5%	
55 to 64 Years	10,088	14.9%	9,144	14.3%	8,300	13.3%	
65 to 74 Years	6,319	9.3%	9,097	14.2%	10,102	16.1%	
75 to 84 Years	4,674	6.9%	4,556	7.1%	4,577	7.3%	
85 Years and Up	1,959	2.9%	2,032	3.2%	2,124	3.4%	
<i>Median Age (Years)</i>	<i>44.2</i>		<i>45.2</i>		<i>45.6</i>		

MSA							
Population By Age							
	Census 2010		2023 Estimates		2028 Projections		
0 to 4 Years	6,199	5.0%	5,454	4.8%	5,277	4.7%	
5 to 9 Years	6,689	5.4%	5,641	4.9%	5,287	4.8%	
10 to 14 Years	7,261	5.8%	6,028	5.3%	5,503	4.9%	
15 to 17 Years	4,633	3.7%	3,899	3.4%	3,735	3.4%	
18 to 20 Years	5,192	4.2%	4,572	4.0%	4,483	4.0%	
21 to 24 Years	5,631	4.5%	5,510	4.8%	5,571	5.0%	
25 to 34 Years	12,533	10.1%	12,513	11.0%	11,741	10.6%	
35 to 44 Years	15,002	12.1%	11,941	10.5%	11,871	10.7%	
45 to 54 Years	19,200	15.4%	13,630	11.9%	12,008	10.8%	
55 to 64 Years	18,995	15.3%	16,958	14.8%	15,662	14.1%	
65 to 74 Years	11,683	9.4%	16,776	14.7%	18,617	16.7%	
75 to 84 Years	8,202	6.6%	7,943	7.0%	7,935	7.1%	
85 Years and Up	3,233	2.6%	3,357	2.9%	3,503	3.2%	
<i>Median Age (Years)</i>	<i>44.4</i>		<i>46.1</i>		<i>46.8</i>		

Sources : Census ; Claritas ; Ribbon Demographics

Housing Tenure Trends

Table 3.5 presents data on household tenure trends in the PMA and MSA. Nearly two-thirds of households in the PMA are homeowners, down from the 68.2% level reported in the 2010 Census. The metro area overall has an estimated homeownership rate of 71.1% in 2023, down from 73.1% in 2010. This breakdown is projected to remain stable in both geographies over the next five years. Tenure data in the

Community Snapshot indicate that CN households are mostly renters. An estimated 83% of households rent, while 17% are homeowners.

**TABLE 3.5
HOUSEHOLD TENURE TRENDS**

Primary Market Area		
Households by Tenure		
2010 Owner	19,766	68.2%
2010 Renter	9,226	31.8%
2023 Owner	18,069	66.0%
2023 Renter	9,304	34.0%
2028 Owner	17,669	66.0%
2028 Renter	9,100	34.0%

MSA		
Households by Tenure		
2010 Owner	38,298	73.1%
2010 Renter	14,129	26.9%
2023 Owner	34,749	71.1%
2023 Renter	14,145	28.9%
2028 Owner	33,882	71.1%
2028 Renter	13,793	28.9%

Sources: Census; Claritas; Ribbon Demographics

Household Income

Table 3.6 provides the estimated 2023 distribution of households by income in the PMA and MSA. The estimated 2023 median PMA household income is \$53,605 is close to the MSA median (\$54,051). The median incomes in both geographies are expected to increase to nearly \$61,000 by 2028. Data presented in the Community Snapshot show that the CN has a median household income of \$14,732 reflecting the concentration of extremely low-income households living in subsidized housing in the neighborhood.

TABLE 3.6
2023 HOUSEHOLD INCOME DISTRIBUTION

Primary Market Area				
<u>Households by Income</u>				
	2023 Estimates		2028 Projections	
Less than \$15,000	3,476	12.7%	2,955	11.0%
\$15,000 - \$24,999	3,114	11.4%	2,691	10.1%
\$25,000 - \$34,999	2,439	8.9%	2,336	8.7%
\$35,000 - \$49,999	3,928	14.3%	3,293	12.3%
\$50,000 - \$74,999	5,059	18.5%	4,880	18.2%
\$75,000 - \$99,999	3,347	12.2%	3,374	12.6%
\$100,000 - \$124,999	2,528	9.2%	2,530	9.5%
\$125,000 - \$149,999	1,597	5.8%	1,846	6.9%
\$150,000 - \$199,999	1,032	3.8%	1,583	5.9%
\$200,000 - \$249,999	426	1.6%	627	2.3%
\$250,000 - \$499,999	317	1.2%	479	1.8%
\$500,000 and up	110	0.4%	175	0.7%
<i>Median Income</i>	<i>\$53,605</i>		<i>\$60,807</i>	

MSA				
<u>Households by Income</u>				
	2023 Estimates		2028 Projections	
Less than \$15,000	5,595	11.4%	4,756	10.0%
\$15,000 - \$24,999	5,244	10.7%	4,536	9.5%
\$25,000 - \$34,999	4,737	9.7%	4,394	9.2%
\$35,000 - \$49,999	7,380	15.1%	6,235	13.1%
\$50,000 - \$74,999	9,202	18.8%	9,017	18.9%
\$75,000 - \$99,999	6,007	12.3%	5,999	12.6%
\$100,000 - \$124,999	4,321	8.8%	4,401	9.2%
\$125,000 - \$149,999	2,776	5.7%	3,122	6.5%
\$150,000 - \$199,999	2,119	4.3%	2,899	6.1%
\$200,000 - \$249,999	820	1.7%	1,225	2.6%
\$250,000 - \$499,999	535	1.1%	828	1.7%
\$500,000 and up	158	0.3%	263	0.6%
<i>Median Income</i>	<i>\$54,051</i>		<i>\$60,859</i>	

Sources: US Census; Claritas; Ribbon Demographics

Households by Race and Hispanic Origin

Table 3.7 shows the distribution of households by race and Hispanic ethnicity in the PMA and MSA. The population in both geographies identify as primarily White (85.1% in the PMA, 88.6% in the MSA). Black households represent 6.4% of PMA households and 4.0% of households in the MSA. Nearly 90% of metro area Black households live in the PMA. 2028 projections indicate both geographies are likely to see an increase in individuals identifying as two or more races or Hispanic/Latino. The Community Snapshot data show that the CN is substantially more diverse, with one third of the population identifying as Black or African American alone 58% of the population identifying as White Alone.

TABLE 3.7
HOUSEHOLDS BY RACE AND HISPANIC ORIGIN

Primary Market Area							
Population By Race and Ethnicity							
	Census 2010		2023 Estimates		2028 Projections		
White Alone	61,522	90.6%	54,405	85.1%	52,395	83.7%	
Black/African American Alone	4,425	6.5%	4,094	6.4%	3,841	6.1%	
American Indian/Alaskan Native Alone	94	0.1%	119	0.2%	110	0.2%	
Asian Alone	352	0.5%	564	0.9%	794	1.3%	
Native Hawaiian/Pacific Islander Alone	12	0.0%	34	0.1%	45	0.1%	
Some Other Race Alone	165	0.2%	583	0.9%	707	1.1%	
Two or More Races	1,337	2.0%	4,130	6.5%	4,673	7.5%	
Hispanic/Latino	849	1.3%	1,442	2.3%	1,668	2.7%	

MSA							
Population By Race and Ethnicity							
	Census 2010		2023 Estimates		2028 Projections		
White Alone	116,798	93.8%	101,255	88.6%	97,299	87.5%	
Black/African American Alone	4,874	3.9%	4,560	4.0%	4,300	3.9%	
American Indian/Alaskan Native Alone	156	0.1%	213	0.2%	219	0.2%	
Asian Alone	472	0.4%	694	0.6%	972	0.9%	
Native Hawaiian/Pacific Islander Alone	20	0.0%	52	0.0%	70	0.1%	
Some Other Race Alone	251	0.2%	828	0.7%	991	0.9%	
Two or More Races	1,882	1.5%	6,620	5.8%	7,342	6.6%	
Hispanic/Latino	1,244	1.0%	2,068	1.8%	2,380	2.1%	

Sources: US Census; Claritas; Ribbon Demographics

4. PMA HOUSING SUPPLY CONDITIONS

Tenure and Occupancy Characteristics

Claritas estimates that there are a total of 27,373 housing units in the PMA in 2023. Of these, 11.9% were vacant. As noted in the previous section, 66% of the PMA's occupied housing units were owner-occupied and 34% were renter-occupied. The MSA has a 12.2% residential vacancy rate; 28.9% of the MSA's households are renters.

TABLE 4.1
HOUSING UNITS: OCCUPANCY AND TENURE 2023

Primary Market Area		
Housing Unit Summary		
Current Year Estimates - 2023		
	Number	Percent
Housing Units	31,057	100.0%
Vacant Housing Units	3,684	11.9%
Renter-Occupied	9,304	34.0%
Owner-Occupied	<u>18,069</u>	<u>66.0%</u>
Total Occupied:	27,373	100.0%

Source: Ribbon Demographics; Claritas

MSA		
Housing Unit Summary		
Current Year Estimates - 2023		
	Number	Percent
Housing Units	55,715	100.0%
Vacant Housing Units	6,821	12.2%
Renter-Occupied	14,145	28.9%
Owner-Occupied	<u>34,749</u>	<u>71.1%</u>
Total Occupied:	48,894	100.0%

Source: Ribbon Demographics; Claritas

Residential Structure Types and Age

Table 4.2 provides data on the distribution of the residential inventory by structure type in the comparison geographics. Single-family detached dwellings are the predominant housing type in both the PMA (76.4%) and the MSA (77.6%), representing over three-quarters of the housing supply. The next most prevalent housing type in the PMA is mid-size multi-family dwellings with 5-19 units (5.3%). Single-family attached dwellings—such as duplexes and townhomes—are not typical in this region. Less than 1.5% of the housing stock in each geography consists of these product types. The MSA encompasses more rural and exurban areas than the PMA--7.3% of MSA dwelling units are mobile homes, versus only 4.6% in the PMA.

Data in Table 4.3 indicates that the housing stock in both the PMA and MSA is aging, with only one percent of inventory built in the last decade. Nearly 84% of PMA housing units were constructed before 1980; around a quarter of the housing units were built in the 1950s. Only 5.8% of the PMA housing stock was built in 2000 or later. The MSA shows a similar housing age profile. Nearly 80% of the metro area's housing units were built before 1980. Similar to the PMA, only 6% of the MSA's housing stock was built in 2000 or after.

TABLE 4.2
HOUSING UNITS BY STRUCTURE TYPE: 2023 ESTIMATES

Primary Market Area		
Housing Units by Units in Structure		
Current Year Estimates - 2023		
Unit	Number	Percent
I Unit Detached	23,713	76.4%
I Unit Attached	447	1.4%
2 Units	1,251	4.0%
3 to 4 Units	1,347	4.3%
5 to 19 Units	1,648	5.3%
20 to 49 Units	438	1.4%
50 or More Units	797	2.6%
Mobile Home	1,414	4.6%
Other	<u>2</u>	<u>0.0%</u>
Total:	31,057	100.0%

Source: Ribbon Demographics; Claritas

MSA		
Housing Units by Units in Structure		
Current Year Estimates - 2023		
Unit	Number	Percent
I Unit Detached	43,232	77.6%
I Unit Attached	629	1.1%
2 Units	1,819	3.3%
3 to 4 Units	1,993	3.6%
5 to 19 Units	2,447	4.4%
20 to 49 Units	650	1.2%
50 or More Units	869	1.6%
Mobile Home	4,054	7.3%
Other	<u>22</u>	<u>0.0%</u>
Total:	55,715	100.0%

Source: Ribbon Demographics; Claritas

TABLE 4.3
HOUSING UNITS BY YEAR STRUCTURE BUILT: 2023 ESTIMATES

Primary Market Area		
Housing Units by Year Structure Built		
Current Year Estimates - 2023		
Year	Number	Percent
2014 or Later	316	1.0%
2010 - 2013	240	0.8%
2000 - 2009	1,228	4.0%
1990 - 1999	1,607	5.2%
1980 - 1989	1,604	5.2%
1970 - 1979	4,449	14.3%
1960 - 1969	5,526	17.8%
1950 - 1959	7,759	25.0%
1940 - 1949	3,137	10.1%
1939 or Earlier	<u>5,191</u>	<u>16.7%</u>
Total:	31,057	100.0%

Source: Ribbon Demographics; Claritas

MSA		
Housing Units by Year Structure Built		
Current Year Estimates - 2023		
Year	Number	Percent
2014 or Later	505	0.9%
2010 - 2013	460	0.8%
2000 - 2009	2,397	4.3%
1990 - 1999	4,021	7.2%
1980 - 1989	3,820	6.9%
1970 - 1979	7,938	14.2%
1960 - 1969	8,487	15.2%
1950 - 1959	11,941	21.4%
1940 - 1949	5,463	9.8%
1939 or Earlier	<u>10,683</u>	<u>19.2%</u>
Total:	55,715	100.0%

Source: Ribbon Demographics; Claritas

Rental Housing Supply

Income-Restricted Rental Housing

RES identified 1,948 existing income-restricted units in 29 complexes for family/general occupancy and senior/disabled occupancy in the PMA. Approximately 30% of these units are public housing, the majority of which are operated by JMHA. Of the 1,948 total units, 1,189 of them are for family/general occupancy, or 61%. A summary of these general occupancy affordable properties is provided in Table 4.5.

TABLE 4.5
INCOME RESTRICTED FAMILY/GENERAL OCCUPANCY UNITS: PMA

Project Name/Address	Total Affordable Units	Style/Age	Unit Types (BR/BA)	Unit Sizes (SF)	Rents	Utilities Included in Rent	Occupancy/Waiting List	Details/Other
LIHTC								
Briarwood Apartments 127 Paul Avenue Winterville, OH 43953	75	2-story walkup 2001	1 BR/1 BA (8) 2 BR/1.5 BA (26) 3 BR/1.5 BA (27) 3 BR/2 BA ranch home 3 BR/1.5 BA home 4 BR/2 BA	651 851 1,001 1,001 1,001 1,151	\$547 \$660 \$670-\$763 \$601 \$601 \$661	WST	98.7% 1, 4-BR unit available	Energy-efficient appliances, refrigerator, range, dishwasher, patio or balcony, W/D hookups, gas heat, disposal, tenant storage, playground, clubhouse, laundry on-site, 60% AMGI, also have HOME funding, accept vouchers
Heathermoor I 400 Heathermoor Drive Weirton, WV 26062	50	1 and 2-story SF & duplexes 2003	1 BR/1 BA 2 BR/1.5 BA 3 BR/1.5 BA	651 801 1,001	\$531 (50%); \$604 (60%) \$629 (50%); \$646 (60%) \$715 (50%); \$756 (60%)	WST	100% Have waitlist for all unit configurations	Energy-efficient electric appliances, refrigerator, electric range, dishwasher, electric heat, W/D hookup; playground, basketball court, clubhouse, laundry on-site, 50-60% AMI
Heathermoor II 400 Heathermoor Drive Weirton, WV 26062	32	1 and 2-story SF & duplexes 2005	1 BR/1 BA (6) 2 BR/1.5 BA (6) 3 BR/1.5 BA (12) 4 BR/2 BA (8)	669 906 1,209 1,444	\$558 (50%); \$634 (60%) \$650 (50%); \$713 (60%) \$751 (50%); \$810 (60%) \$811 (50%); \$869 (60%)	WST	100% Have waitlist for all unit configurations	Energy-efficient electric appliances, refrigerator, electric range, dishwasher, electric heat, W/D hookup; playground, basketball court, clubhouse, laundry on-site, 50-60% AMI
Heritage Place (aka Market Square) 805 Market Street Steubenville, OH 43952	100	2-story brick walkup 1977	1 BR/1 BA (20) 2 BR/1 BA (60) 3 BR/1.5 BA (20)	650 775 875	rent subsidized rent subsidized rent subsidized	WST	Unknown	Refrigerator, electric range, playground, laundry on-site, 60% AMI, All units under Sec 8 HAP contract, improving all cabinets, flooring, and appliances
Ridgewood Place Apartments (aka Steuben Village) 601 Two Ridge Road Winterville, OH 43953	120	2-story walkup 1972	1 BR/1 BA (8) 2 BR/1 BA (96) 3 BR/1.5 BA townhome (16)	600 850 1,000	Unknown	All utilities included	96%	Energy-efficient appliances, community room, playground, laundry on-site, Indian Creek School District, Acquisition and Rehab
Stone Brooke 87 Gullette Lane Weirton, WV 26062	42	2-story duplexes 2000	1 BR/1 BA (8) 2 BR/1 BA (23) 3 BR/1.5 BA (12)	706 913 1,200	\$571 (50%); \$601 (60%) \$681 (50%); \$734 (60%) \$779 (50%); \$785 (60%)	WST	98% 1-BR: 4 app., 2-BR: 6 app. 3-BR: 9 app.	Energy-efficient electric appliances, refrigerator, dishwasher, gas heat, garbage disposal, W/D hookups, clubhouse, laundry on-site, 50-60% AMI, 1 MR 3BR: \$924
Whispering Hills 901 Bank Street Toronto, OH 43964	65	2-story walkup & townhomes 1983	1 BR/1 BA (6) 2 BR/1 BA (39) 3 BR/1.5 BA (20)	476 641 881	\$505 \$608 \$751	WST	98% 1-BR-21 applicants (3 yr wait) 2-BR (3-6 month wait list) 3-BR (9-12 month wait list)	Refrigerator, electric range, clubhouse, playground, laundry on-site, tax credit building layered with section 8 on some units
TOTAL EXISTING LIHTC UNITS 484								
Other Affordable Rentals								
Bridgeview Apartments 730 N 7th Street Steubenville, OH 43952	112	4-story elevator 1972	1 BR/1 BA	440	Rent Subsidized	All utilities included	N/A	Refrigerator, range, laundry room on-site, recently sold by JMHA but will accept vouchers on all units
Washington Square Apartments 153 N 5th Street Steubenville, OH 43952	24	4-story elevator 2012	1 BR/1 BA 2 BR/1 BA	607 707	Rent Subsidized	WST	87.5% 3 applicants on waiting list	Refrigerator and oven, laundry room on-site, storage space included in rent, tenants pay for electric, Sec.8
TOTAL OTHER AFFORDABLE HOUSING 136								
Public Housing								
Elmer M. White Apartments (Subject Property) 908 N 6th Avenue Steubenville, OH 43952	56	Townhouse 1962-1966	3 BR/1 BA (30) 4 BR/1 BA (26)		Rent Subsidized	WST	94.6% occupied 3-BR waiting list: 19 4-BR waiting list: 11	Refrigerator, range, W/D hookups, residents responsible for electric
John F. Kennedy Apartments (Subject Property) 815 North 6th Avenue Steubenville, OH 43952	150	Highrise 1966	0 BR/1 BA (12) 1 BR/1 BA (106) 2 BR/1 BA (32)		Rent Subsidized	All utilities included	97.3% occupied 1-BR waiting list: 163 2-BR waiting list: 58	Refrigerator, range, 10 additional units currently used as offices being converted to ADA units
Crabbe Blvd/Lincoln Avenue Apartments 2504 Crabbe Blvd Steubenville, OH 43952	20	2-story townhome 1980s	2 BR/1 BA (8) 3 BR/1.5 BA (12)		Rent Subsidized	WST	100% occupied waiting list: 208 applicants	Refrigerator, range, W/D hookups, playground, residents responsible for gas and electric, street parking, combined waiting list with Earl Rodgers Plaza, Donald Hamman, Lovers Lane, greatest demand for 2-BR
Donald Hamann Apartments 1100 Lincoln Avenue Steubenville, OH 43952	20	2-story townhome Unknown	2 BR/1.5 BA (14) 3 BR/1.5 BA (6)		Rent Subsidized	WST	100% occupied waiting list: 208 applicants	Refrigerator, range, W/D hookups, playground, residents responsible for gas and electric, street parking, combined waiting list with Earl Rodgers Plaza, Crabbe Blvd, Lovers Lane, greatest demand for 2-BR
Earl Rodgers Plaza 423 S. 5th Street Steubenville, OH 43952	93	2-story townhome Unknown	1 BR/1 BA (8) 2 BR/1 BA (47) 3 BR/1 BA (24) 4 BR/1.5 BA (14)		Rent Subsidized	WST	95% occupied turnover vacancy waiting list: 208 applicants	Refrigerator, range, W/D hookups, playground, basketball court, residents responsible for gas and electric, combined waiting list with Donald Hamman, Crabbe Blvd, Lovers Lane, greatest demand for 2-BR
Lovers Lane Apartments 4401 Lovers Lane Circle Steubenville, OH 43953	20	2-story townhome 1990s	2 BR/1 BA (12) 3 BR/1.5 BA (8)		Rent Subsidized	WST	95% occupied waiting list: 208 applicants	Refrigerator, range, W/D hookups, playground, residents responsible for electric, combined waiting list with Earl Rodgers Plaza, Donald Hamman, and Crabbe Blvd, greatest demand for 2-BR
Michael Myers Terrace 425 N 5th Street Toronto, OH 43964	75	Midrise with elevator and lowrise 1970	1 BR/1 BA (37) 2 BR (22) 3 BR (12) 4 BR (4)	Unknown	Rent Subsidized	Midrise 1 BR: All included Family units: WST	94.6% waiting list: 34 applicants for 1-BR units 2-4 BR: 15 applicants	Refrigerator, range, W/D hookups, residents responsible for gas and electric; only 2 eligible applicants for 2-4 BR units
Wyles-Overbrook 525 Cove Road Weirton, WV 26062	111	High rise and 2-story duplexes unknown	1 BR/1 BA (61) 2 BR (16) 3 BR (34)	800 1,050 1,200	Rent Subsidized	All included except electric in duplex units	99.1%	Refrigerator, range, and A/C unit, laundry on-site
Scattered Sites Steubenville, OH 43952	24	Single Family Family various	2 BR 3 BR 4 BR		Rent Subsidized	None	100% occupied waiting list: 208 applicants	Shared waiting list with Earl Rodgers Paza, Donald Hamman, Crabbe Blvd, and Lovers Lane. Units not in high demand because tenants have to pay all utilities
TOTAL PUBLIC HOUSING UNITS 569								
TOTAL EXISTING AFFORDABLE HOUSING UNITS 1189								

Source: RES Advisors interviews with property management and supplemental internet research, May-July 2023

*WST: water, sewer, trash

Seven of the general occupancy properties in the PMA are LIHTC properties, built from the 1970s to the early 2000s. Most apartments come with a range/stove and refrigerator, as well as hookups for a washer and dryer. Each complex has a laundry room on site and varying community recreation spaces, like playgrounds, basketball courts, and community rooms. The most typical unit configuration is 2 BR/1 BA. The majority of LIHTC general occupancy properties in the PMA are serving tenants in the 50% and 60% area median income (AMI) brackets. Occupancy rates in these properties are between 96% and 100%, with most properties maintaining waiting lists for all unit configurations. The PMA has two HUD income-restricted general occupancy properties that are not public housing. Both with unit-based rent subsidies allowing tenant households to pay 30% of their incomes for rent and utilities. The occupancy rates for those two properties are over 94%; property managers indicated that any vacancies were a result of turnover lag, rather than an indication of soft market demand.

The PMA has nine public housing complexes for general occupancy/family housing. There is no public housing within the PMA that is specifically targeted for senior/disabled households. All nine public housing complexes reported over 94.6% occupancy, with unrented units attributed to turnover vacancy. Most income-restricted apartments complexes include water, sewer, and trash in the rent. Tenants pay for electricity and/or gas separately.

As shown in Table 4.6, there are an additional 759 income- and age-restricted senior and disabled units in ten properties in the PMA. The five LIHTC buildings are for seniors only, age 55 and older. Except for Riverside Manor, which has three unoccupied units due to turnover vacancy, all of the LIHTC senior buildings are fully leased with moderate-to-long waiting lists. As was the case with the general occupancy complexes, the senior LIHTC complexes generally have both 50% and 60% AMI units. There are an additional six properties in the PMA that have unit-based subsidies and lease exclusively to seniors and/or disabled persons. Most of the rent-subsidized complexes rent to seniors aged 62 and older or disabled individuals 50 and older. These complexes have shorter waiting lists as compared to the LIHTC senior apartment complexes.

The affordable senior/disabled buildings with HUD subsidized rents can rent to households with incomes up to 80% AMI, however many tenants have much lower incomes. While the senior LIHTC complexes have a range of unit configurations, the complexes with project-based subsidies only offer one-bedroom units. Most senior/disabled complexes include all utilities in the rent. A few LIHTC buildings provide only cold water, sewer, and trash collection in the rent. All apartments complexes surveyed included a refrigerator and oven/range; a few also have dishwashers, microwaves, and washer/dryer hookups in the unit.

TABLE 4.6
INCOME-RESTRICTED SENIOR/DISABLED UNITS: PMA

Project Name/Address	Total Affordable Units	Style/Age	Unit Types (BR/BA)	Unit Sizes (SF)	Rents	Utilities Included in Rent	Occupancy/Waiting List	Details/Other
LIHTC								
Heritage Village Senior Apartments 3010 Johnson Road Steubenville, OH 43952	76	3-story elevator 2000	1 BR/1 BA	563	\$715	All utilities included (est. \$132/mo value)	100% 48 applicants	Refrigerator, electric range, dishwasher, mini-blinds, sun deck, library, planned resident activities, community room, laundry on-site, 50-60% AMI, HOME funded also
Jefferson Place Apartments (aka Steubenville Elderly) 214 N 4th Street Steubenville, OH 43952	31	4-story elevator 1908	0 BR/1 BA (4) 1 BR/1 BA (4) 2 BR/1 BA (23)	650 750 1,000	\$440 (50% AMI); \$460 (60% AMI) \$480 (50% AMI); \$500 (60% AMI) \$560 (50% AMI); \$580 (60% AMI)	WST*	100% 45 applicants	Refrigerator, electric range, dishwasher, exercise room, community room, on-site laundry, historic building, 4 units HOME funds, 50-60% AMI
Meridian Greene I 101 Meridian Way Winterville, OH 43963	66	3-story elevator and attached ranches 2005	2 BR/1 BA 2 BR/1.5 BA ranch 2 BR/1 BA midrise 2 BR/1.5 BA w/ den ranch 2 BR/1.5 BA w/ den midrise	unknown 881 932 1,178 1,026	\$584 \$613 \$613 \$599 \$666	WST	100% 6 months-1 year little turnover	Refrigerator, electric range, W/D hookups, disposal, dishwasher, gas heat, fitness center, library, community garden, community room, business center, laundry on-site, 60% AMGI, HOME Funds, Indian Creek School District
Meridian Greene II 114 Meridian Way Winterville, OH 43953	40	3-story elevator and attached ranches 2007	1 BR/1 BA w/ garage 2 BR/1.5 BA ranch 2 BR/1 BA midrise 2 BR/1.5 BA w/ den ranch 2 BR/1.5 BA w/ den midrise 2 BR/1 BA with garage	660 860 860 909 1,010 860	\$400-\$591 \$704 \$474-\$634 \$704-\$728 \$702 \$704	WST	100% 6 months-1 year little turnover	Refrigerator, electric range, W/D hookups, disposal, dishwasher, gas heat, fitness center, library, community garden, community room, business center, laundry on-site, garages available for \$40/month, 60% AMGI, HOME Funds, Indian Creek School District
Riverside Manor 524 N 5th Street Toronto, OH. 43964	60	4-story elevator 1979	1 BR/1 BA	Unsure	Rent Subsidized	All utilities included	95% occupied 2-month long waiting list	Refrigerator, electric range/oven, renovated kitchens, balcony, library, community room, laundry on-site, 2019 LIHTC aquisition and rehab, all units layered with section 8
TOTAL EXISTING LIHTC UNITS								
273								
Other Affordable Rentals								
Chestnut Manor Apartments 200 Arango Street Weirton, WV. 26062	19	2-story elevator	1 BR/1 BA	Unsure	Rent Subsidized	All utilities included	Unknown	Refrigerator, electric range/oven, common areas and community, affiliated with Weirton Healthcare, Inc., laundry on-site
Fort Steuben Apartments 180 N 4th Street Steubenville, OH 43952	87	9-story elevator 1920	1 BR/1 BA	N/A	Rent Subsidized	Unknown	88% occupied	Refrigerator, range, microwave, Sec. 8, Sec. 202/811, Sec. 236, 76% disabled; 91% extremely low income, news articles re. poor condition of complex and bug infestation; recent fire caused death of 1 in Dec 2022
Freedom Place I Apartments 3744 Main Street Weirton, WV 26062	110	7-story elevator 1979	1 BR/1 BA	504	Rent Subsidized	All utilities included	96.4% occupied short waiting list (7)	Refrigerator, range, A/C, window coverings, carpet, community room, library, planned activities, laundry on-site, 30-80% AMI, Sec.8
Freedom Place II Apartments 3720 Main Street Weirton, WV 26062	108	7-story elevator 1980	1 BR/1 BA	504	Rent Subsidized	All utilities included	96.3% occupied short waiting list combined with above (7)	Refrigerator, range, A/C, window coverings, carpet, community room, library, planned activities, laundry on-site, Sec.8, 30-80% AMI
Gaylord Towers 707 Market Street Steubenville, OH 43952	100	8-story elevator 1979	1 BR/1 BA	638	Rent Subsidized	All utilities included	91% occupied short waiting list	Refrigerator, range, W/D hookups, community room, laundry on-site, Sec. 8, Sec. 202/811, Sec. 236, 78% disabled, 80% extremely low income
Indian Village Apartments 125 Ravine Street Mingo Junction, OH 43938	62	6-story elevator 1979	1 BR/1 BA	750	Rent Subsidized	All utilities included	100% 58 on waiting list	Refrigerator, range, laundry on-site
TOTAL OTHER AFFORDABLE HOUSING								
486								
TOTAL PUBLIC HOUSING UNITS								
0								
TOTAL EXISTING AFFORDABLE HOUSING UNITS								
759								

Source: RES Advisors interviews with property management and supplemental internet research, May-July 2023

*WST: water, sewer, trash

Market-Rate Rental Housing

The PMA has a significantly higher number of income-restricted multifamily rental properties, as compared to market-rate multifamily apartment complexes. RES identified 2,229 multifamily rental apartment units in the PMA; only 13% are in market-rate properties. RES identified eleven complexes in the PMA; together these properties have 281 market-rate rental apartments. RES found only one complex--on the western side of the PMA in Wintersville-- that is professionally managed with a full-time property manager. This complex, Williamstown Apartments, has two-bedroom units only and was built in 1970. It is 100% occupied, and the property manager indicated there is continuous demand from prospective tenants. With 72 units, this is also the largest market-rate complex surveyed. Each of the other unrestricted rental complexes has less than 50 units, and typically fewer than 25 units. Five of the eleven complexes in the PMA are managed by Cedar One Properties. Each Cedar One rental property listing in Steubenville states that the property does not accept housing choice vouchers (HCVs or Section 8).

The market-rate apartment complexes in the PMA were built between 1908 and 1980. All apartments surveyed appeared dated, although a few had completed minor renovations including updated cabinets or flooring. There were varying levels of appliance packages in the complexes, with one complex only including a refrigerator and another including all kitchen appliances plus a washer and dryer. Most complexes offered washer/dryer hookups or a laundry facility on-site.

All complexes charged similar rents based on unit configuration, although square footage varied considerably. Almost all market-rate complexes have either one- or two-bedroom units with one bathroom. The 20-unit property at 3500 Elm Street in Weirton was the only one in the PMA offering in-unit washers and dryers and was the only identified with three-bedroom units. It also charged the highest rents for all unit configurations. Monthly asking rent ranges by unit size across all apartment complexes surveyed were:

- 1 BR/1 BA units: \$500 to \$650
- 2 BR/1 BA units: \$550 to \$750
- 3 BR/1 BA units: \$900

Rents for apartments in market-rate multifamily buildings included water, sewer, and trash removal in five of the complexes; tenants pay for gas and electricity separately. In five of the complexes, no utilities were included. Increasingly landlords are requiring tenants to pay for cold water.

Five of the 11 market-rate properties surveyed were 100% occupied. A few of the smaller complexes have one or two vacant units, which resulted in occupancy rates between 75% and 86%.

Some rental units in the CN are either single-family homes or homes that have been converted into rental units. RES identified 12 single-family or duplex rental listings on Realtor.com² in the PMA:

- Seven of the nine duplex listings were 2 BR/1 BA units with rents ranging from \$575 to \$800 per month, similar to the price of similarly configured apartments in multi-unit dwellings.
- One 2 BR/2 BA duplex leased for \$875.
- A 1 BR/1 BA unit was asking \$525/month.

Three single-family bedroom homes were listed.

- A dated 2 BR/2 BA dated property, listed for \$1,100. Another was a two-bedroom home that was recently flipped; the monthly rent was listed at \$1,800.
- A renovated four-bedroom home on a large lot was asking for more than \$2,000/month.

RES also identified two mobile home rental communities in the PMA. Colonial Heights, located in Wintersville, has two-to-three-bedroom renovated units priced at \$715 to \$960 per month, higher than similar units at multi-family apartment complexes. Amenities include in-unit laundry, dishwasher, and free trash pickup. The community also has a gazebo, community center, and fitness center. Six units were vacant as of July 21, 2023. Dallas MHC is a Toronto mobile home park with well-kept, but outdated, units. Mobile homes are offered for rent or purchase. Current rental listings are one to three bedrooms and are listed between \$665 and \$885 per month.

² As of July 21, 2023

TABLE 4.7: PMA MARKET-RATE MULTIFAMILY APARTMENTS

Project Name/Address	Neighborhood	Total MR Units	Year Built/ Style	Unit Types (BR/BA)	Unit Sizes (SF)	Monthly Rent	Utilities Included in Rent	Occupancy Rate	Amenities/Comments
<u>Williamstown Apartments</u> 227-231 Woodridge Drive Steubenville, OH 43953	Winterville	72	1970 3-story brick walkup	2 BR/2 BA	1,042	\$747-\$816	None	100% occupied	Refrigerator, dishwasher, electric Range, disposal, central A/C, W/D hookups, new windows, carpet /vinyl flooring, outdated, decks, picnic area, grill, pond, no vouchers accepted
<u>130 Brady Circle East</u> Steubenville, OH. 43952	La Belle	10	3-story brick walkup	1 BR/1 BA 2 BR/1 BA	950 1,000	\$600 \$650	All except electric	100% occupied	Refrigerator, electric range, baseboard heat, outdated, window unit A/C, garage included
<u>2612 Sunset Blvd</u> Steubenville, OH 43952	Unknown	5	2-story brick walkup	2 BR/1 BA	Unknown	\$550	Tenant pays \$112/month for gas and \$55/month for water to landlord. Tenant pays electric	80% occupied	Refrigerator, electric range, updated bathrooms and flooring, No HUD renters; no pets, busy road, laundry on-site
<u>567 S 4th Street</u> Steubenville, OH 43952	South End	4	3-story brick walkup	2 BR/1 BA	Unknown	\$550	None	75% occupied	Partial kitchen (refrigerator only), no A/C, in poor condition, no vouchers accepted
<u>770 Brady Avenue</u> Steubenville, OH. 43952	La Belle/Brady Estates	21	1967 3-story brick walkup	1 BR/1 BA 2 BR/1 BA	700 861	\$500 \$600-\$650	WST*	81% occupied	Refrigerator, electric range, A/C, some updates to flooring and cabinets, laundry on-site, no pets allowed, no vouchers accepted
<u>3500 Elm Street</u> Weirton, WV 26062	Weirton	20	3-story brick walkup	1 BR/1 BA 2 BR/1 BA 3 BR/1 BA	700-800 1,000 1,000	\$550-\$650 \$750 \$900	WST	86% occupied	Refrigerator, gas range, W/D, dishwasher, no A/C, renovated units, private basement storage space, partial utilities included, poor curb appeal
<u>403 Colonial Drive</u> Steubenville, OH 43952	Spagns Addition	48	1965 3-story brick walkup	1 BR/1 BA 2 BR/1 BA	561 759	\$595 \$650	WST	100% occupied	Refrigerator, electric range, air conditioning, electric heat, A/C, no vouchers accepted
<u>Mailbu Apartments</u> 623 Lovers Lane Steubenville, OH. 43953	Country Club Hills Winterville	24	1980 3-story brick walkup	1 BR/1 BA	400	\$550	None	88% occupied	Refrigerator, electric range, dishwasher, electric heat and A/C, updated flooring, deck or patio, laundry on-site, no vouchers accepted
<u>Country Club Hills Apartments</u> 491 Lovers Lane Steubenville, OH. 43953	Country Club Hills Winterville	25	3-story brick walkup	2 BR/1 BA	500-775	\$700-\$750	None	92% occupied	Refrigerator, electric range, dishwasher, central HVAC
<u>Fernwood Terrace Apartments</u> 200 Fernwood Road Winterville, OH 43953	Winterville	48	1978 3-story brick walkup	1 BR/1 BA 2 BR/1 BA	1,000	\$600 \$650	None	100% occupied	Refrigerator, electric range, dishwasher, disposal, A/C, walk-in closets, outdated, laundry room on site, no vouchers accepted
<u>Jefferson Place Apartments (aka Steubenville Elderly)</u> 214 N 4th Street Steubenville, OH 43952	North End	4	1908 4-story elevator	1 BR/1 BA 2 BR/1 BA	750 1,000	\$500 \$580	WST	100% occupied	Refrigerator, electric range, dishwasher, on-site laundry, exercise & community room, historic building, 31 Aff units, MR rent is at 80% AMI level

Source: RES Advisors interviews with property management and supplemental internet research, May-July 2023

*WST: water, sewer, trash

Market-Rate Sales Housing

Home sales prices in the PMA vary by zip code/neighborhood as shown by the following Realtor.com statistics from May 2022 and May 2023.

TABLE 4.8
PMA NEIGHBORHOOD REAL ESTATE TRENDS: MAY 2022 TO MAY 2023

Neighborhood/Zip Code	Median Sales Price May 2022	Median Sales Price May 2023	Year-over-Year Change in Home Sales Price	Average Days on Market
43952 (Steubenville)	\$119,050	\$163,950	37.8%	53
43953 (Wintersville; Steubenville)	\$179,500	\$201,000	12.0%	32
43964 (Toronto)	\$130,000	\$132,500	1.9%	35
43938 (Mingo Junction)	\$90,000	\$59,500	-51.3%	45
26062 (Weirton)	\$141,000	\$105,500	-25.2%	29

Source: Realtor.com; Reflects sales data from May 2022 - May 2023

Mingo Junction has the weakest home sales market in the PMA. The median sales prices are the lowest and the average days on market (DOM) is the second highest of the neighborhoods evaluated. The median home sale price in this zip code decreased 51.3% from May 2022 to May 2023.

Steubenville experienced the greatest increase in median sales price over the year, rising over 37% from May 2022 to May 2023. This trend could signify renovation and reinvestment in the neighborhood housing stock. A deeper analysis of home sales in this zip code revealed numerous investor properties that were gut-renovated and sold at prices higher than historical trends. Overall, the strongest housing market is in western Steubenville/Wintersville. Home prices were the highest of the PMA regions in 2022 and 2023 and they are continuing to rise. Listings in Wintersville go under contract faster than most of the PMA, averaging 32 DOM. Weirton had a greater number of total homes sales during this time frame. Annual trends show that median sales prices are decreasing in Weirton, but properties are selling quicker than the rest of the PMA.

RES analyzed the most recent home sales data for the PMA, looking at sales during the peak selling season in 2023. According to data compiled by the National Association of Realtors and reported on Realtor.com, there were 96 residential home sales in the PMA (excluding multi-family sales and vacant lots) from May 22, 2023 to July 22, 2023. Sales that did not involve a real estate broker are not included. The median home sold had three bedrooms and two bathrooms and was built in 1954. The average home sold in the PMA was 1,718 square feet with a sales price of around \$157,000. Table 4.9 below gives a more detailed examination of PMA sales in this time frame, breaking the data down by zip code. Similar to the annual averages, properties in Wintersville sold for the highest price (average \$237,954), the highest price per square foot (\$103/SF), and were the largest, averaging close to 2,400 SF. The newest sold property was built in 1987.

Four in ten home sales in the PMA in the past two months were in Weirton. On average, homes in Weirton were smaller and sold for less per square foot than properties in Steubenville. There were few homes sold in Toronto and Mingo Junction, and the ones that did were generally older than the rest of the PMA and not updated. There were only three properties sold in the PMA that were built within the last 25 years.

**TABLE 4.9
DETAILED NEIGHBORHOOD REAL ESTATE TRENDS WITHIN THE PMA, MAY 22, 2023 TO JULY 22, 2023**

Zip Code/Community	43952 Steubenville	43953 Wintersville; Steubenville	43964 Toronto	43938 Mingo Junction	26062 Weirton
Total Number of Sales	26	13	11	5	41
Highest Sales Price	\$545,000	\$456,500	\$197,000	\$101,000	\$316,000
Lowest Sales Price	\$17,000	\$50,000	\$22,000	\$26,500	\$25,900
Average Sales Price	\$185,800	\$237,954	\$102,573	\$60,600	\$140,564
Average Square Feet	1,879	2,358	1,494	928	1,568
Average Price/Square Feet	\$92/SF	\$103/SF	\$75/SF	\$68/SF	\$89/SF
Average DOM	60	39	37	36	30
Median Age	1955	1956	1942	1936	1954
Newest Home Sold (Year Built)	1999	1987	2006	1979	2020

In summary, the sales data in the PMA suggest the following:

- Most of the sold homes are nearly 70 years old. The age of the buildings means that homeowners need adequate funds and/or specific skills to maintain these properties.
- Steubenville (43952) has the widest range of residential sales prices, ranging from \$17,000 to over \$500,000. Home prices in this zip code have been rising at a faster rate than the rest of the PMA.
- The housing stock in the PMA is very homogenous, with nearly all properties being single-family detached homes, predominantly 3 BR/2 BA properties.
- The average sales price per square foot in the PMA was \$89 over the past two months.
- A few properties in the Steubenville and Weirton zip codes were flipped by investors. These homes sold quickly, selling for prices up to \$148 per square foot.
- There were no residential home sales within the CN during this time period.

As of July 25, 2023, there were 127 active listings within the boundaries of the PMA:

- Almost all listings were single-family detached homes.
- The PMA has ample buildable land for sale, most zoned for residential development. There were 74 vacant lots listed for sale.
- There is a much greater range of list prices in the eastern Steubenville zip code including some very low-priced homes, compared to the western side and Wintersville. In zip code 43952, where the CN is located, list prices range from \$14,500 to \$614,900.

- ❑ There were no updated homes on the market in Mingo Junction.
- ❑ Weirton has more than 200% more contingent/pending listings, as compared to homes still "active" in the market.
- ❑ There are no new construction homes listed for sale in the PMA.
- ❑ There were no foreclosures listed.
- ❑ There were two properties for sale in the CN: an investment property with two occupied tenant units in the historic 4th Street corridor (listed for \$110,000) and a vacant lot on 7th street near the North End Park that is pending (listed for \$39,900).

A review of listing materials for both the sold houses and current listings showed that several properties are being specifically marketed to investors rather than prospective owner-occupants. Because many investors are purchasing properties with cash, they are less sensitive to rising interest rates than low- and moderate-income homebuyers, particularly first-time purchasers.

Realtor, Property Manager, and Developer Interviews

RES interviewed local real estate agents, property managers, and developers regarding Steubenville's residential market trends, opportunities, and challenges. The real estate agents interviewed are all actively involved with buying and selling properties in the PMA, particularly in downtown Steubenville. All agents interviewed either live within the PMA and/or have an office located in the PMA. Similarly, property managers and developers interviewed all are currently working on projects within the PMA. Most maintain a permanent residence in Steubenville. The following were major themes identified from interviews conducted between May and July 2023:

Choice Neighborhood

- ❑ The North End neighborhood is oversaturated with government housing. The predominance of income-restricted, dated housing complexes has resulted in a negative perception of the CN from local residents.
- ❑ There are limited opportunities for active and passive recreation within the CN. The parks are not maintained and are largely inaccessible due to steep topography, flooding, or man-made barriers.
- ❑ Despite the small size of the CN, there is a lack of connectivity and cohesiveness within the community and downtown Steubenville as a whole. Localized negative perception of the CN can be improved by promoting the successful reputation of the Steubenville City Schools and connecting Franciscan University's growth into the CN. One agent mentioned, "the college is the saving grace (downtown) Steubenville needs."
- ❑ Local representatives agreed that the CN would be greatly enhanced and more attractive to future residents with improvements to streetscapes, including consistent lighting, additional foliage, sidewalk renovations, and design elements that would aesthetically unify the neighborhood.
- ❑ There are few opportunities for home ownership within the CN as most of the existing stock is occupied by renters or currently vacant. As noted earlier, the majority of housing units are currently renter-occupied (62.3%) and one in four units is vacant. Only 13.1% of housing units are owner-occupied. The agents interviewed stated they rarely work with buyers interested in

purchasing homes for permanent occupancy within the CN; buyers interested in the CN are most often seeking investment properties to be used for rental occupancy.

- Adding new retail establishments and restaurants (along 7th Avenue and Washington Street) would help create a more robust downtown commercial corridor that would enhance the desirability of living in the CN. A few real estate experts suggested achieving this by designing buildings suitable for mixed-use, with retail on the ground floor and residential units on upper floors. One agent stated he receives weekly calls from buyers interested in loft apartments.
- Given the lack of sufficient amenities in the CN (i.e., parks, restaurants, playgrounds), agents recommend new developments include community features more common of new complexes, such as playgrounds, community gardens, basketball/tennis courts, and fitness centers.

City of Steubenville

- The Steubenville housing market is strong. All agents interviewed agreed the sales market is the strongest it has been in years and that there is not enough housing on the market to keep up with homebuyer demand. These housing professionals suggested that the housing market boom is due to both national trends, expansion at FUS, and recent growth at Trinity Health Center resulting in employee relocation to Steubenville.
- The greatest need in the for-sale housing market is single-family attached or detached homes suitable for seniors and small homes for first-time homebuyers.
- There have been no new subdivisions built within Steubenville in approximately a decade.
- Steubenville's current housing stock is predominately mid-sized, outdated homes, not suitable for seniors seeking to age in place or for one- and two-person households. First-time home buyers in particular prefer homes in move-in ready condition. Agents agreed that there is a strong demand for new or updated smaller market-rate homes. There is also demand for similarly sized, new units in the rental market.
- The rental market is "phenomenal" according to one agent interviewed. Another agent mentioned that after 30 years of property management, he has been able to raise rents enough to make needed repairs and cosmetic renovations on his properties. All agents agreed that there is a shortage of rental homes in Steubenville, both affordable and market-rate rentals. The proximity to Pittsburgh, recent employment expansions, and increase in attendance at FUS has contributed to growth in the rental market.

PMA

- Agents noted that there are few new construction neighborhoods within the PMA.
- The closest sizable new subdivision construction in the broader region is near Canonsburg, PA where hundreds of new homes of varying sizes are being built. The lowest price new home in Canonsburg is a 1,700 SF townhome priced at \$310,000.
- St. James Gate in Weirton is the newest community within the PMA, offering 38 lots for development from the mid \$300,000s. The homes will be built by Strobel Contracting and are targeted towards senior buyers as exterior maintenance is included and all homes are single-story,

accessible, and around 1,500 square feet in size. Agents mentioned that given the anticipated job growth, starter homes need to also be built for small families and individuals.

- Most local experts interviewed agreed that local buyers who work within the PMA typically look for properties interchangeably between northern West Virginia and Ohio as the cost of living, property taxes, and home prices are comparable, and areas in these states are more affordable than Pennsylvania.
- Real estate professionals are concerned the PMA will have a growing housing deficit because employment is increasing at a significantly faster rate than new housing construction. Agents and local experts anticipate the housing shortage could result in reverse commuting with residents working within the PMA and living outside of Pittsburgh where there are more new housing opportunities.

5. HOUSING DEMAND

Demand for new or substantially rehabilitated housing in a market area is a function of household growth; the need to replace housing units that are damaged, deteriorated and/or obsolete; household age and income patterns; and the degree of housing cost burden for existing residents.

Demand Generated by Household Growth

As discussed earlier, Ribbon Demographics/Claritas projections suggest that the PMA will lose households over the next five years. These data, however, are based on historic trends and do not consider the announced business attractions and expansions happening in the larger metropolitan area. These positive economic development conditions should result in job creation, potential household growth as workers look to move closer to employment, and demand for housing to serve working age residents new to the area.

Replacement Demand

Additional demand for new or substantially renovated housing units will be generated by the need to replace older housing units that are deteriorated, obsolete or lost from the inventory. To calculate replacement demand, RES used HUD's Components of Inventory Change (CINCH) data set, which provides data on the percentage of housing stock lost from inventory due to factors such as fire, disaster, deteriorated condition, and conversion to non-residential use. For the U.S. overall, the most recent CINCH data (2015-2017) indicate that an average of 0.8% of the nation's housing stock is lost each year, including 0.5% of occupied units.

RES applied the 0.5 % occupied housing replacement factor to the number of renter- occupied units in the PMA in 2023: 9,304 units. This calculation produces an annual PMA rental replacement demand of 47 housing units: 235 rental units over five years or 329 rental units over the course of a seven-year Choice redevelopment program. These figures include replacement or renovation of the 206 units at JFK Apartments and Elmer White.

Gross Rental Demand

Using the replacement demand figure above as a proxy for total renter housing demand could be too conservative because:

- It does not reflect potential household growth related to anticipated business expansion, job creation, or expanded enrollment at FUS. Nearly 1,000 new jobs are coming to Weirton and surrounding communities, and this new economic activity may slow or reverse the decline in the PMA working age population.
- It is likely that there is substantial pent-up replacement demand in the PMA beyond this level. For the MSA as a whole, residential building permit activity has averaged 35 units (both rental and ownership) per year over the last decade, a level lower than the calculated rental replacement demand in the PMA alone.

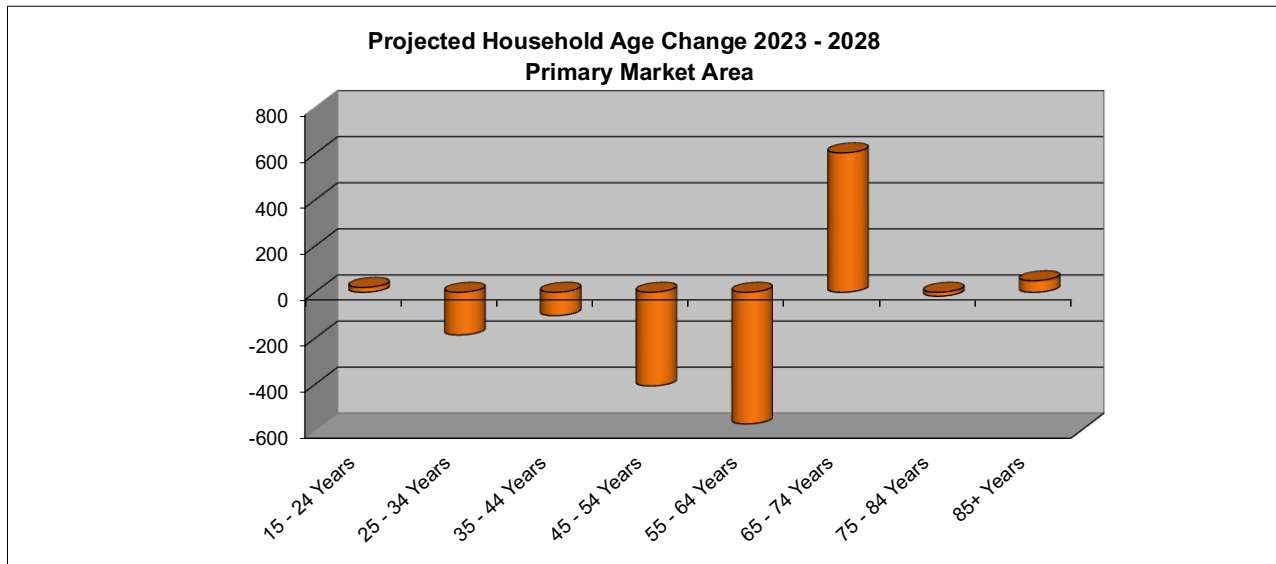
- Existing affordable rental developments have substantial waiting lists. 251 households are on the wait list for JFK Apartments and Elmer White.

After considering these factors, RES estimates that potential PMA rental demand over the seven-year Choice Neighborhood implementation time frame could be at least 50% higher than the replacement demand figure above—**approximately 500 rental units**. Because of its location relative to employment as well as the lack of competitive rental development elsewhere in the PMA, it would be possible for a large-scale development effort in the CN to capture 80% to 90% of this estimated demand.

Demand by Household Income, Size, Tenure and Age

Shifting household age patterns in a housing market area influence relative demand for the type and size of housing units. Figure 5.1 shows the projected PMA household change by age cohort between 2023 and 2028. Estimates below show that the number of PMA households headed by persons aged 65 to 74 is expected to increase significantly while the greatest household count decline is expected in age cohorts 45 to 64 years old.

FIGURE 5.1
PMA HOUSEHOLD CHANGE BY AGE COHORT: 2023-2028



Sources: Claritas, Ribbon Demographics

The aging of the Baby Boom generation is reflected in the concentration of growth in the 65+ age cohorts. The 35-44 age cohort is a key first-time homebuyer demographic, which is not expected to grow between 2023 and 2028. However, it is likely that new households attracted to the area by employment expansion will be in the 25-to-45-year age range,

Ribbon Demographics, in partnership with demographic data vendor Claritas, has developed proprietary tabulations of households by household income, size, tenure, and age (HISTA Tabulations). These data are

particularly useful in identifying the number, type, and price level of housing units that can be supported in a market area. Tabulations are provided separately for owner and renter households, working age (15-61) and senior (62+) households, and for household sizes ranging from 1 to 5+ persons.

RES has used the HISTA data to analyze demand at different income levels separately for renter households headed by an individual younger than 62 and for households with householder 62 and older, the standard HUD minimum age to occupy senior housing. Renter households headed by individuals ages 15 to 61 (“non-senior” or “working age” households) typically occupy family or general occupancy housing units.

TABLE 5.1
PMA RENTER HOUSEHOLDS BY INCOME AND SIZE: 2023

Renter Households						
Ages < 62						
Year 2023 Estimates						
	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0-10,000	575	313	112	64	18	1,082
\$10,000-20,000	539	362	91	152	15	1,159
\$20,000-30,000	209	265	129	39	62	704
\$30,000-40,000	183	131	34	117	31	496
\$40,000-50,000	354	230	65	50	18	717
\$50,000-60,000	86	134	100	50	32	402
\$60,000-75,000	198	223	85	48	107	661
\$75,000-100,000	168	96	77	45	38	424
\$100,000-125,000	59	46	10	18	12	145
\$125,000-150,000	21	32	20	19	10	102
\$150,000-200,000	37	55	14	9	7	122
\$200,000+	<u>56</u>	<u>76</u>	<u>7</u>	<u>16</u>	<u>1</u>	<u>156</u>
Total	2,485	1,963	744	627	351	6,170

Renter Households						
Aged 62+ Years						
Year 2023 Estimates						
	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0-10,000	209	24	6	8	2	249
\$10,000-20,000	668	98	22	11	4	803
\$20,000-30,000	356	80	37	13	3	489
\$30,000-40,000	188	52	32	10	1	283
\$40,000-50,000	175	70	37	7	8	297
\$50,000-60,000	41	19	8	7	2	77
\$60,000-75,000	98	55	9	10	6	178
\$75,000-100,000	65	37	16	38	6	162
\$100,000-125,000	109	95	9	7	4	224
\$125,000-150,000	116	39	6	8	6	175
\$150,000-200,000	73	20	6	3	5	107
\$200,000+	<u>44</u>	<u>23</u>	<u>16</u>	<u>4</u>	<u>1</u>	<u>88</u>
Total	2,142	612	204	126	48	3,132

Sources: Claritas, Ribbon Demographics

As shown in Table 5.1, there are an estimated 6,170 working age renter households and 3,132 senior renter households in the PMA in 2023. The HISTA tabulations allow analysis of the number of households in a market area by AMI level. Although the estimates focus on renter households, the HISTA data helps to quantify the number of higher-income renter households who may be the target market for first-time buyer homeownership units. For reference Table 5.2 provides the FY2023 HUD maximum income limits for the Weirton-Steubenville MSA.

**TABLE 5.2
FY2023 HUD INCOME LIMITS: WEIRTON-STEUBENVILLE, WV-OH METRO AREA**

	Household Size							
	1 Person	2 Person	3 Person	4 Person	5 Person	6 Person	7 Person	8 Person
30% AMI	\$16,470	\$18,840	\$21,180	\$23,520	\$25,410	\$27,300	\$29,190	\$31,050
50 % AMI	\$27,450	\$31,400	\$35,300	\$39,200	\$42,350	\$45,500	\$48,650	\$51,750
60% AMI	\$32,940	\$37,680	\$42,360	\$47,040	\$50,820	\$54,600	\$58,380	\$62,100
80% AMI	\$43,920	\$50,240	\$56,480	\$62,720	\$67,760	\$72,800	\$77,840	\$82,800
100% AMI	\$54,900	\$62,800	\$70,600	\$78,400	\$84,700	\$91,000	\$97,300	\$103,500
120% AMI	\$65,880	\$75,360	\$84,720	\$94,080	\$101,640	\$109,200	\$116,760	\$124,200

Source: HUD FY 2023 MTSP limits (HUDUser.org); RES

AMI=Area Median income

PMA Renter Households Age 15-61 by AMI Level and Unit Size

Table 5.3 below provides the AMI level distribution of working age renter households in the PMA. An estimated 3,360 PMA households younger than 62 had incomes below 60% AMI during 2023. These households are the primary targets for income-restricted affordable rental housing. Households with incomes below 30% AMI generally require tenant vouchers or unit-based rent subsidies to afford safe and decent housing. There are an estimated 2,075 PMA non-senior households in this lowest income band.

**TABLE 5.3
2023 RENTER HOUSEHOLDS AGES 15-61 BY AMI LEVEL: PMA**

Income Range (AMI)	Households	
	Number	Percent
0 - 30% AMI	2,075	33.6%
30 - 50% AMI	998	16.2%
50 - 60% AMI	287	4.7%
60 - 80% AMI	806	13.1%
80 -120% AMI	1,040	16.9%
120% AMI +	963	15.6%
Totals	6,170	100.0%

Source: Claritas; Ribbon Demographics; RES

Nearly 1,000 households have incomes between 30% and 50% AMI and would be prospective tenants for general occupancy LIHTC units, potentially without rent subsidies. 287 working age renter households have incomes between 50% and 60% AMI, also within the LIHTC eligibility range. An additional 806 renter

households are estimated to have incomes between 60% and 80% AMI and could be targets for affordable homeownership programs. If deeper subsidies are available, households at 50% AMI could also be targeted for affordable homeownership. Renter households with incomes between 80% and 120% AMI are the likely profile of first-time home purchasers of homes without income restrictions.

Table 5.4 presents estimates of the unit sizes required by PMA households in each income band. The HISTA model has been set to create a split between studio and one-bedroom units that assigns 75% of one-person households to one-bedroom units and the balance to studio apartments. Typically, one-person households strongly prefer apartments with a separate bedroom if they are able to afford the rent (this is particularly true of senior households).

**TABLE 5.4
UNIT SIZE REQUIREMENTS FOR PMA RENTER HOUSEHOLDS AGE 15-61**

	Estimated Unit Size Requirements - 2023 PMA Renter Households Age 15-61													
	0 - 30% AMI		30 - 50% AMI		50 - 60% AMI		60 - 80% AMI		80 - 120% AMI		120% AMI +		TOTAL	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Studio	231	11.1%	86	8.7%	27	9.3%	67	8.3%	95	9.1%	115	12.0%	621	10.1%
One Bedroom	1,009	48.6%	422	42.3%	121	42.3%	333	41.3%	462	44.4%	498	51.7%	2,845	46.1%
Two Bedroom	449	21.6%	242	24.2%	61	21.3%	196	24.4%	260	25.0%	208	21.6%	1,416	23.0%
Three Bedroom	306	14.7%	189	19.0%	56	19.5%	151	18.8%	173	16.6%	114	11.9%	990	16.0%
Four Bedroom	80	3.9%	58	5.8%	22	7.6%	58	7.2%	51	4.9%	28	2.9%	298	4.8%
Totals	2,075	100.0%	998	100.0%	287	100.0%	806	100.0%	1,040	100.0%	963	100.0%	6,170	100.0%

Source: Claritas; Ribbon Demographics; RES

An estimated 2,075 non-senior households in the PMA have incomes below 30% AMI. An estimated 60% of these households could occupy small units—studios or one-bedroom apartments. Approximately 22% of these extremely low-income households require a two-bedroom unit and nearly 15% require units with three bedrooms. The greatest percentage of households (42%) in the 30-50% AMI band require households with one bedroom, followed by two-bedroom units at 24% of households. Nearly 20% of households with incomes in the 30-50%, 50-60%, and 60-80% AMI bands require three-bedroom units. Fewer than 8% of households in these income bands would require units with at least four bedrooms.

[PMA Renter Households Age 62+ by AMI Level and Unit Size](#)

Table 5.5 provides estimates of the number of PMA senior (age 62+) renter households by AMI range. A total of 1,701 PMA senior households are renters with incomes below 60% AMI. An estimated 26.0% of PMA senior renters have incomes below 30% AMI.

TABLE 5.5
2023 RENTER HOUSEHOLDS AGES 62+ BY AMI LEVEL

Income Range	Households	
	Number	Percent
0 - 30% AMI	816	26.0%
30 - 50% AMI	672	21.5%
50 - 60% AMI	213	6.8%
60 - 80% AMI	334	10.7%
80 -120% AMI	324	10.4%
120% AMI +	773	24.7%
Totals	3,132	100.0%

Source : Claritas ; Ribbon Demographics ; RES

TABLE 5.6
UNIT SIZE REQUIREMENTS FOR PMA RENTER HOUSEHOLDS AGE 62+

	Estimated Unit Size Requirements - 2023 PMA Renter Households Age 62+ By Income Range													
	0 - 30% AMI		30 - 50% AMI		50 - 60% AMI		60 - 80% AMI		80 -120% AMI		120% AMI +		TOTAL	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Studio	160	19.6%	125	18.6%	37	17.1%	50	15.1%	46	14.3%	117	15.1%	535	17.1%
One Bedroom	536	65.7%	425	63.2%	126	59.0%	192	57.6%	176	54.4%	457	59.1%	1,912	61.1%
Two Bedroom	74	9.1%	76	11.3%	29	13.5%	59	17.7%	50	15.4%	133	17.2%	421	13.4%
Three Bedroom	36	4.4%	39	5.8%	18	8.5%	27	8.0%	39	11.9%	52	6.7%	211	6.7%
Four Bedroom	9	1.1%	7	1.0%	4	1.9%	5	1.6%	13	4.0%	14	1.8%	53	1.7%
Totals	816	100.0%	672	100.0%	213	100.0%	334	100.0%	324	100.0%	773	100.0%	3,132	100.0%

Source: Claritas; Ribbon Demographics; RES

The greatest number of senior households (816) have incomes in the 30% AMI bracket. Interestingly, an almost equivalent number of senior households have incomes above 120% AMI.

More than 78% of PMA senior households could occupy small units (studios or one-bedroom apartments). Despite the HISTA model’s distribution of PMA small households between studio (25%) and one-bedroom units (75%), seniors often consider studio units undesirable because they have accumulated furniture and possessions that may not be accommodated in a smaller space. This is compounded in instances where households have rent subsidy based on their income. For the subsidized one-person renter household, the costs of renting a studio and a one-bedroom apartment are identical. Demand for affordable senior units with two bedrooms is far lower than for smaller units; demand for units with three or four bedrooms would typically be accommodated in properties for general occupancy.

Reconciling Renter Demand and Income-Restricted Supply

Table 5.3 provides 2023 estimates of PMA renter households ages 15 to 61 by income band. An estimated 3,360 households in this age cohort have incomes below 60% AMI (typically, the highest income band in LIHTC housing). Of these, 2,075 households are estimated to have incomes below 30% AMI. There are

an estimated 1,189 income-restricted family/general occupancy rental apartment units in the PMA. The current supply of income-restricted affordable units for families/general occupancy represents only 57% of the pool of working-age renter households with incomes below 30% AMI and 35% of income-eligible (below 60% AMI) PMA working-age renter households.

Table 5.6 identifies an estimated 1,701 PMA renter households age 62+ with incomes ranging from 0-60% AMI, including 816 households with income below 30% AMI. The supply of PMA age- and income-restricted rental housing totals 759 units. The current supply of affordable senior housing in the PMA could accommodate 45% of income-eligible seniors renters aged 62 and older. The 604 units represent approximately 93% of the demand from senior households with incomes below 30% AMI. Several caveats should be noted. First, many senior properties accept households 55 and older, so the count of eligible renter households might be higher than presented. Second, many senior properties accept non-elderly disabled people, which again means that the units are not available for seniors 62+, resulting in unmet demand for additional housing units serving low-income seniors.

For-Sale Housing Demand

Although the analysis above is focused on rental demand, there are more than 2,000 existing PMA working age renter households with incomes above 80% AMI. Another 800+ working age renter households have incomes between 60% and 80% AMI. These figures suggest adequate demand to include a mixed-income home-ownership component in the Choice housing strategy. The large number of higher-income renter households reflects the current lack of appealing newer housing options for purchase in Steubenville and the surrounding market area.

The homeownership rate is quite high in the PMA overall (nearly 70%), but very low in the CN (13.1%). Creating new homeownership opportunities could be the catalyst for revitalization in the CN. New homes would be appealing to local first-time buyers as well as working-age households moving to the area in response to new employment opportunities. Renovation of existing structures in the CN could also be an option for creating new affordable home ownership for first-time homebuyers.

6. HOUSING DEVELOPMENT OPPORTUNITIES AND RECOMMENDATIONS

Market support for new residential development in the Steubenville North CN will be determined in part by the supply and demand dynamics presented in this report. The broader economic, location, and social context will also influence the approach to and successful absorption of new mixed-income housing in this community. Key considerations leading to the recommended CN development program are summarized below.

Strengths:

- Excellent public schools that attract students from surrounding communities.
- Good road and transit access to employment, shopping and services and proximity to downtown.
- Educational and health care institutions are major employers and attract visitors from outside Steubenville to the City. These institutions have been growing and have made recent investments indicating they will continue to support housing demand for the foreseeable future. Visitors can see progress happening in the CN from area bridges and highways.
- New job creation at wages higher than current levels.
- The CN already has an example of appealing small single family detached homes that were constructed and successfully marketed in the early 2000s.
- Interest from FUS in connecting the CN to its campus facilities along University Boulevard and potential interest in creating housing options for graduate students, faculty, and staff in the North End.

Weaknesses:

- The current concentration of poverty in the CN, including many units of federally subsidized housing has created a narrative that the North End neighborhood is undesirable.
- There is no grocery store or pharmacy in the immediate area.
- Limited public recreational space that is accessible and well maintained.
- Weak population and household trends.

Opportunities:

- Very little housing has been built in the market area in the last 20 years.
- There are few market-rate professionally managed multi-family rental products.
- Existing homeownership options are not appealing to potential buyers. The inventory is old, and homes are in some cases too large for today's buyers.
- Households new to the area are not as influenced by historic perceptions of a neighborhood as long-time residents and will be target renters/buyers for new residential products in the CN.
- The coordinated neighborhood improvement approach championed by the Choice Neighborhoods Initiative can quickly signal neighborhood change to prospective renters and homebuyers.
- New income-restricted housing units in the CN will ensure long term housing affordability in the neighborhood as housing targeted to higher income households is created.

Threats:

- Unanticipated large scale residential development elsewhere in the PMA.

Table 5.7 on the following page summarizes the recommended components for a 416 rental unit/70 homeownership unit Choice Neighborhood housing strategy. The unit breakdown does not consider any cases of over- or under-housing of current resident households. Tables 5.8 and 5.9 provide preliminary recommendations about unit sizes and rents/sales prices.

- The focus on one-bedroom units is responsive to the HISTA data as well as the reports of property managers that large numbers of households on their waiting lists are looking for this type of unit. It is also in response to projections of an increase in the senior population aged 65 and older.
- An age-restricted senior LIHTC building is a recommended part of the development program. There are 61 individuals aged 62+ currently living in JFK Apartments and Elmer White.
- Part of the housing program should be built on the available lots owned by JMHA and the City of Steubenville that are within the CN. These would be ideal locations for outdoor space, including parks, playgrounds, active exercise equipment, and tennis/basketball courts. Design features in the community that would encourage active and passive recreation would also enhance safety in the community and attract visitors to the neighborhood.
- The overall CN housing strategy should include home repair training and funding for local homeowners, both to both preserve and increase the current level of homeownership in the CN. Specifically in the North 4th Street historic district, an exterior façade grant program could encourage homeowners to make long-needed repairs to the exterior of homes.
- Although immediately outside of the CN boundaries, the vitality of downtown Steubenville will impact the success of the housing strategy in the North End. Consideration should be given to locating a component of mixed-income rental units in upper stories of downtown buildings if the block groups meet Choice requirements.
- While it may be difficult to attract a full-service grocery store to the downtown area, every effort should be made to support fresh food retailers locating in areas convenient to the CN.
- Key features and amenities recommended for new residential units include kitchens with ranges, refrigerators, dishwashers, and garbage disposals. Although washer/dryer hookups are standard in this market; in-unit washers and dryers would be recommended at a minimum for any townhouse units or units with two or more bedrooms. Window blinds, security systems and off-street parking are also recommended.
- Market-rate homeownership units should be priced under \$200,000. The price recommendations shown in Table 5.9 are for market-rate homeownership units. A percentage of units should be reserved for affordable homeownership targeting households with incomes below 80% AMI with forgivable second mortgages to write down the cost to the household and encourage long-term owner-occupancy.

**TABLE 5.7
PRELIMINARY DEVELOPMENT PROGRAM SUMMARY: 416 RENTAL UNITS; 70 HOME OWNERSHIP UNITS**

Unit Type	Building Type	Recommended % of Total	Tenure	Replacement*	Additional LIHTC	Unrestricted	Total	%
0 BR/1 BA	--		--				0	0%
1 BR/1 BA flat**	Multifamily	50-60%	Rental	118	50	60	228	55%
2 BR/1 or 2 BA flat	Multifamily	20-25%	Rental	32	20	45	97	23%
3 BR/1.5 or 2.5 BA	Townhouse	15-20%	Rental	44	10	25	79	19%
4 BR/2 or 2.5 BA	Townhouse	3-4%	Rental	12	0	0	12	3%
				206	80	130	416	100%
				50%	19%	31%		
2 BR/1.5 BA	Single-family attached		For sale				20	
3-BR/2.5 BA	Single-family detached		For sale				<u>50</u>	
							70	

Source: RES

NOTES:

*Assumes replacement of 206 units, but 14 of the existing 4 BR units replaced with 3 BR units.

**This development program assumes that 60-65 of the 1-BR units are in an age-restricted apartment building.

**TABLE 5.8
PRELIMINARY DEVELOPMENT PROGRAM RENTAL UNIT RECOMMENDATIONS**

Unit Type	Building Type	Unit Size	50% AMI Rent Recommendation*	60% AMI Rent Recommendation	Unrestricted Rent Recommendation	50% AMI Maximum LIHTC Rent	60% AMI Maximum LIHTC Rent	Fair Market Rent (FMR)**
0 BR/1 BA	--							
1 BR/1 BA flat	Multifamily	650 SF	\$596 (\$.92/SF)	\$649 (\$.99/SF)	\$750 (\$1.15/SF)	\$695	\$882	\$623
2 BR/1 or 2 BA flat	Multifamily	900 SF	\$720 (\$.80/SF)	\$760 (\$.84/SF)	\$850 (\$.94/SF)	\$882	\$1,059	\$794
3 BR/1.5 or 2.5 BA	Townhouse	1,200 SF	\$840 (\$.70/SF)	\$900 (\$.75/SF)	\$1,100 (\$.92/SF)	\$1,019	\$1,223	\$1,072
4 BR/2 or 2.5 BA	Townhouse	1,300 SF	\$950 (\$.73/SF)	\$1,000 (\$.77/SF)	\$1,300 (\$1.00/SF)	\$1,137	\$1,365	\$1,151

Source: RES

*RES recommends that the majority of LIHTC apartments be 50% AMI units.

**FMRs are based on a survey of the metropolitan area rental supply and set at the 40th percentile rent level. LIHTC maximum rents are based on the median income for the metropolitan area. Because there is limited new rental supply, FMR is depressed in this MSA relative to the LIHTC maximum rents. The proposed unrestricted rents recommended consider renter incomes in the PMA and are not tied to the FMRs.

**TABLE 5.9
PRELIMINARY DEVELOPMENT PROGRAM SALES PRICE RECOMMENDATIONS**

Unit Type	Building Type	Unit Count	Unit Size	List Price Recommendation	List Price/SF
2 BR/1.5 BA	Single-family attached/detached	20	1,500 SF	\$159,000	\$106/SF
3 BR/2.5 BA	Single-family detached	50	1,800 SF	\$185,000	\$103/SF

Source: RES