

Zanesville, Ohio

Housing Needs Assessment

Prepared For:

City of Zanesville
Department of Community Development
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Zanesville, Ohio 43701

FINAL



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I. Introduction

A. Purpose

The City of Zanesville Department of Community Development retained Bowen National Research in November of 2018 for the purpose of conducting a Housing Needs Assessment of Zanesville, Ohio, with supplemental analyses of the balance of Muskingum County and of downtown Zanesville.

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

- Provide an overview of present-day Zanesville and Muskingum County.
- Present and evaluate past, current and projected detailed demographic characteristics.
- Present and evaluate employment characteristics and trends, as well as the economic drivers impacting the area.
- Determine current characteristics of all major housing components within the market (for-sale/ownership and rental housing alternatives).
- Calculate a housing gap by tenure and income segment.
- Evaluate ancillary factors that affect housing market conditions and development. These include such factors as personal mobility/transportation, crime risk, residential blight, development opportunities, special needs housing and community services.
- Conduct supplemental analyses of the balance of Muskingum County (excludes the city of Zanesville) and downtown Zanesville.
- Compile local stakeholder perceptions of housing market conditions and trends, opinions on future housing needs, and identify barriers to residential development in the area.
- Collect input from area residents through a resident survey. Input was gathered on residents' perception on housing challenges and preferences, and the types of housing most needed.

By accomplishing the study's objectives, government officials, area stakeholders, and area employers can: (1) better understand the city's and county's evolving housing market, (2) establish housing priorities, (3) modify or expand city and county housing policies, and (4) enhance and/or expand the city's and county's housing markets to meet current and future housing needs.

B. Methodologies

The following methods were used by Bowen National Research:

Study Area Delineation

The primary geographic scope of this study is Zanesville. As such, the Primary Study Area (PSA) is the area within the city limits of Zanesville. Based on a request by the client, we also conducted supplemental analysis of the balance of Muskingum County (excludes Zanesville) and the Downtown Zanesville Submarket.

Demographic Information

Demographic data for population, households, housing, crime, and employment was secured from ESRI, Incorporated, the 2000 and 2010 United States Census, Applied Geographic Solutions, U.S. Department of Commerce, and the American Community Survey. This data has been used in its primary form and by Bowen National Research for secondary calculations. All sources are referenced throughout the report and in Addendum I of this report.

Employment Information

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

Housing Component Definitions

This study is concerned with two major housing components: (1) for-sale/ownership and (2) rental. For-sale/ownership housing includes single-family homes and condominiums. Rentals include multifamily apartments (generally five+ units per building), senior care facilities (assisted living and nursing homes), and non-conventional rentals such as single-family homes, duplexes, units over storefronts, etc.

Housing Supply Documentation

From December 2018 to March 2019, Bowen National Research conducted telephone research, as well as on-line research, of the area's housing supply. Additionally, market analysts from Bowen National Research traveled to the area in March and April of 2019, conducting research on the housing properties identified in this study, as well as obtaining other on-site information relative to this analysis. The following data was collected on each multifamily rental property:

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

Information regarding for-sale housing was collected by Bowen National Research in-office staff during the aforementioned research period. Home listings were obtained from YES MLS/Northeastern Ohio Regional MLS. Information regarding the for-sale housing inventory includes property address, sales/asking price, square footage, number of bedrooms and bathrooms, price per-square-foot, and the number of days on market.

We also surveyed senior care facilities including assisted living facilities and nursing homes within the county. Information gathered on these communities include total beds, vacancies, fees/rents, unit mix by bedroom type, square footage, unit features/amenities, services, project/community amenities, project age and other design elements.

Stakeholder Input

Bowen National Research staff conducted interviews of area stakeholders, as well as allowed stakeholders to partake in an online survey. These stakeholders included individuals from a variety of trades and backgrounds. Questions were structured to elicit opinions on a variety of matters including current housing conditions, housing challenges for area residents, barriers to housing development, future housing needs and recommendations to improve housing in the area. These interviews afforded participants an opportunity to voice their opinions and provide anecdotal insights about the study's subject matter. Overall, 21 individual interviews and/or surveys were completed and evaluated. Please

note that individual names and organizations have not been disclosed in order to protect the confidentiality of participants and encourage their candor. The aggregate results from these interviews are presented and evaluated in this report in Section X. The questions used in this analysis are shown in Addendum E.

Resident Input

Residents of Zanesville were given the opportunity to provide input on a number of topics through a survey. This survey was made available through an on-line survey tool and through physical hard copies that were distributed to various locations within the city. Residents were asked to provide input on their current housing situation, challenges and issues associated with housing and to give insight on housing needs and solutions.

Housing Demand (Quantifying Housing Needs)

Based on the demographic data for both 2018 and 2023 and taking into consideration the housing data from our field survey of area housing alternatives, we are able to project the potential number of new units the PSA (Zanesville) can support. The following summarizes the metrics used in our demand estimates.

- **Rental Housing** – We included renter household growth, the number of units required for a balanced market, the need for replacement housing and external market support as the demand components in our estimates for new rental housing units. As part of this analysis, we accounted for vacancies reported among all rental alternatives and any unit in the development pipeline. We concluded this analysis by providing the number of units that the market can support by different income segments and rent levels.
- **For-Sale Housing** – We considered potential demand from new owner-occupied household growth, the number of units required for a balanced market, renters converting to homeowners, need for replacement housing, step-down support and external market support in our estimates for new for-sale housing. We accounted for the available supply of for-sale housing and product in the development pipeline, to yield a net support base of potential for-sale housing. Demand estimates were provided for multiple income stratifications and corresponding price points.

C. Report Limitations

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

We have no present or prospective interest in any of the properties included in this report, and we have no personal interest or bias with respect to the parties involved. Our compensation is not contingent on an action or event resulting from the analyses, opinions, or use of this study. Any reproduction or duplication of this study without the expressed approval of the City of Zanesville Department of Community Development or Bowen National Research is strictly prohibited.

II. Executive Summary

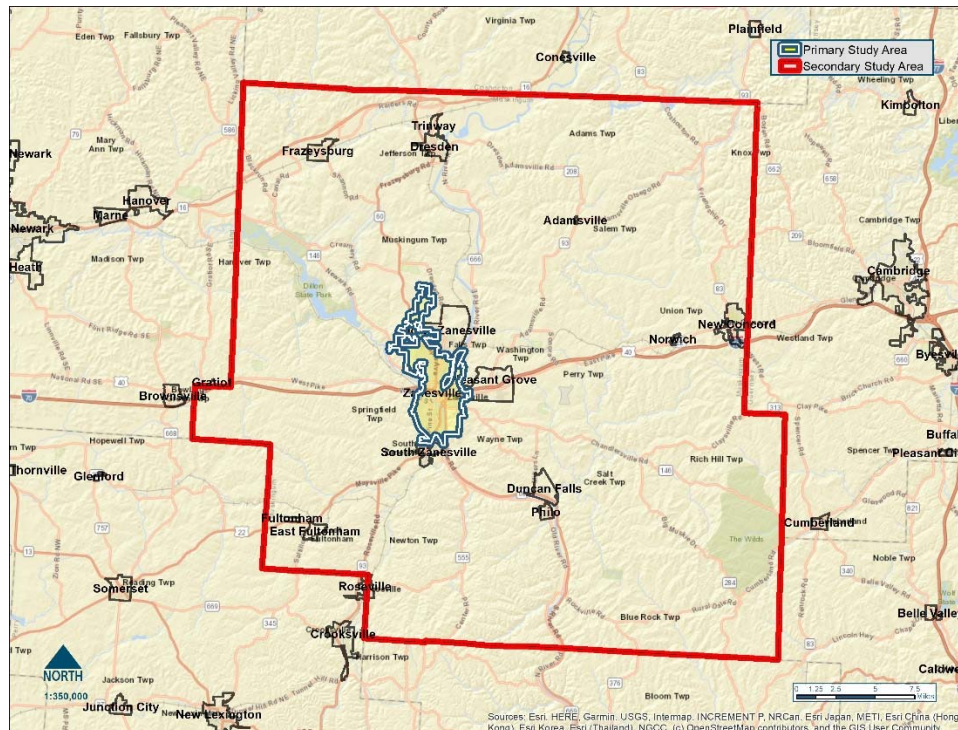
The purpose of this report is to evaluate the housing needs of Zanesville, Ohio and to recommend priorities and strategies to address such housing needs. Supplemental analyses were also provided for the balance of Muskingum County and downtown Zanesville. To that end, we have conducted a comprehensive Housing Needs Assessment that considered the following:

- Demographic Characteristics and Trends
- Economic Conditions and Initiatives
- Existing Housing Stock Costs, Performance, Conditions and Features
- Various “Other” Housing Factors (Crime, Transportation, Proximity to Community Services, Residential Blight, and Development Opportunities)
- Community Input (Residents and Stakeholders)
- Quantifiable Housing Demand Estimates (at various income levels)

Based on these metrics and input, we were able to identify housing needs by affordability and tenure (rental vs. ownership). Using these findings, we developed an outline of strategies that should be considered for implementation by the community. This Executive Summary provides key findings and recommended strategies. Detailed data analysis is presented within the individual sections of this Housing Needs Assessment.

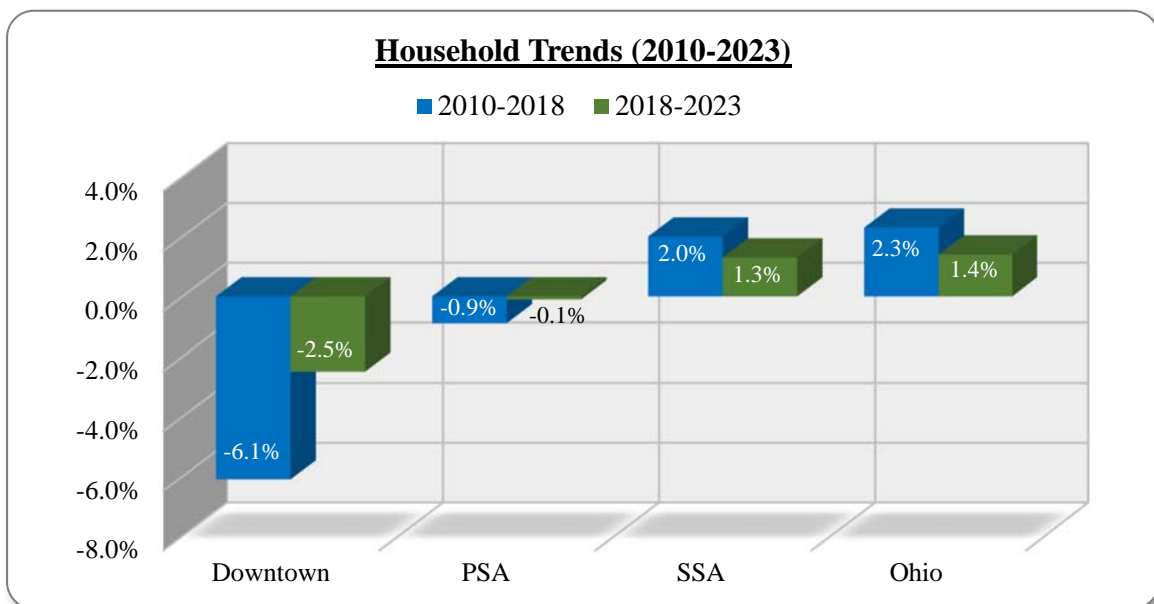
Geographic Study Areas

This report focuses on the Primary Study Area (PSA), which consists of Zanesville. Supplemental analyses were provided for the Secondary Study Area (SSA, balance of Muskingum County), and the Downtown Zanesville Submarket (DZS).



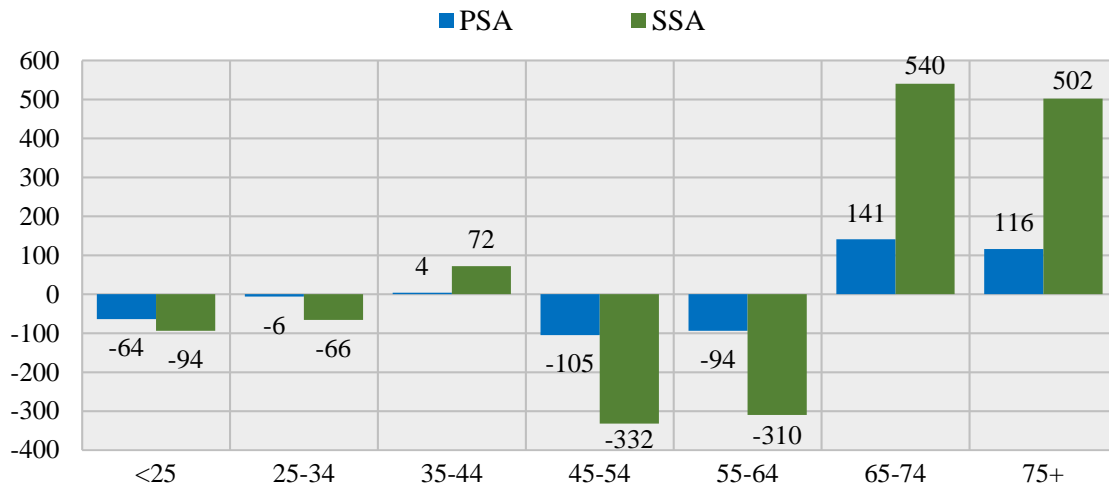
Demographics

After Nearly Two Decades of Declines, The Overall Population and Number of Households in Zanesville are Projected to Stabilize Over the Next Five Years, While in the Balance of the County they are Expected to Continue to Grow - From 2000 to 2018, the PSA (Zanesville) lost 1,100 people, while the surrounding SSA (balance of county) gained more than 2,700 people. The PSA had a net loss of 50 households over the past 18 years. At the same time, the broader SSA gained more than 2,100 households. It is projected between 2018 and 2023, the overall demographic trend of the PSA will stabilize, losing 119 (-0.5%) people and just 8 (-0.1%) households. During this same time, the number of people in the surrounding SSA will increase by 623 (1.0%) people, while the number of households is expected to increase by 312 (1.3%) households.



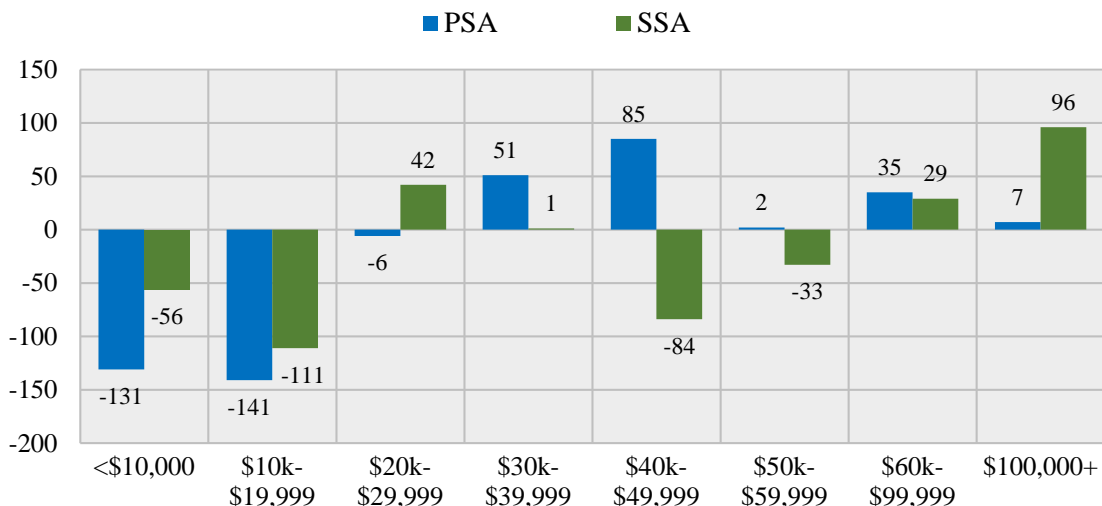
Zanesville and the Surrounding Parts of Muskingum County are Projected to Experience Significant Growth Among their Oldest Households (Ages 65 and older), Leading to a Growing Need for Senior-Oriented Housing - The PSA is expected to experience most of its growth among householders age 65 and older between 2018 and 2023. During this same five-year projection period, the surrounding areas of the county are expected to experience significant growth among senior households. This growth is primarily attributed to the large number of seniors aging in place. As such, there is an expected need for senior-oriented housing that serves the needs of seniors and enables many of them to downsize into smaller, more maintenance-free housing.

Change in Household Heads by Age (2018-2023)



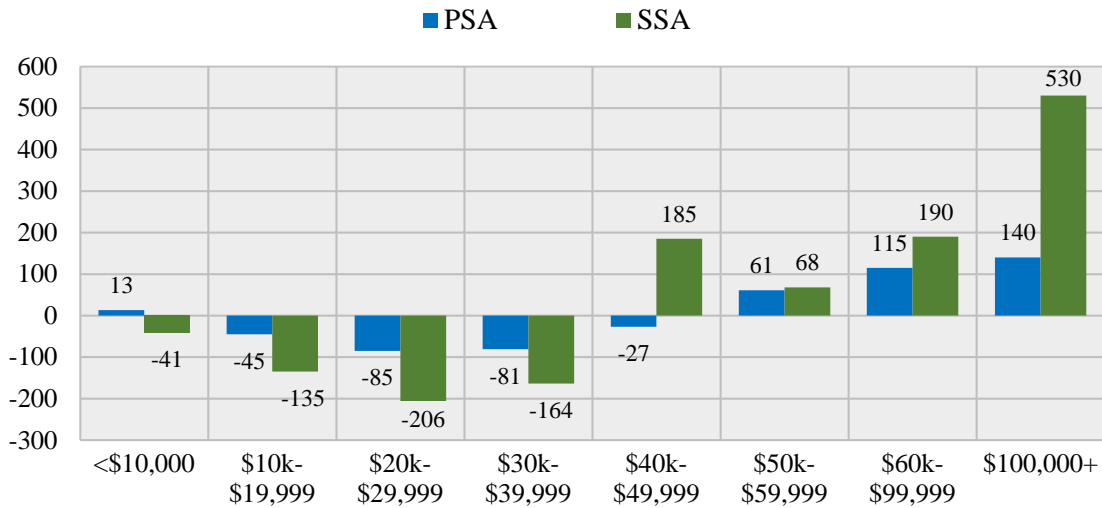
Renter Household Growth in Zanesville is Expected to Occur Among Moderate- to High-Income Households, While the Balance of County Should Experience Growth Among Low- and High-Income Households - Between 2018 and 2023, Zanesville (PSA) is expected to experience most of its renter household growth among households earning between \$30,000 and \$49,999, with notable growth also expected among renter households earning between \$60,000 and \$99,999. Renter household growth in the surrounding parts of the county (SSA) are primarily expected to occur among the highest income households, earning \$60,000 or more a year. Notable renter household growth is also projected to occur among those earning between \$20,000 and \$29,999. These trends will lead to a growing need for moderate and higher priced rentals in Zanesville, and affordable (low-income) and high-end market-rate product in the surrounding parts of the county.

Change in Renter Households by Income (2018-2023)



Projected Owner Household Growth from 2018 and 2023 is Expected to Occur Among Moderate- and High-Income Households, Leading to a Growing Need for Moderate- and High-End For-Sale Housing - Owner household growth between 2018 and 2023 within the PSA is primarily expected to occur among households earning \$50,000 and higher, with the greatest growth expected among households earning \$100,000 or more. Meanwhile, the surrounding parts of the county are expected to experience most growth among owner households earning \$60,000 or more a year. However, the surrounding area of the county should also experience growth among moderate-income households earning between \$40,000 and \$49,999. These growth trends should lead to a growing need for moderate-priced (\$150,000 to \$250,000) and higher priced (\$250,000 or greater) housing within both Zanesville and the surrounding portion of the county.

Change in Owner Households by Income (2018-2023)



The City's Poverty Rate is Higher than Surrounding Areas of the County and the State Averages, with Over 6,100 People in the City Living in Poverty – Zanesville has a poverty rate of 24.7% which is well above the poverty rates for the balance of Muskingum County (13.1%) and the state average (15.0%). Of the 6,172 people living in poverty in the city, 1,966 are children under the age of 18. One in three (34.6%) children in Zanesville live in poverty. As such, affordable housing for families with children remains important to the city's housing stock.

Additional demographic data and analysis are included in Section IV of this report.

Economy & Workforce

While the Zanesville Economy is Anchored by the Often Stable Health Care & Social Assistance Job Sector, it is Much Less Balanced than the Surrounding Balance of County, which Adds to the Economic Challenges of the Zanesville Area

- With nearly one-third (32.7%) of Zanesville's residents employed in the Health Care & Social Assistance Job Sector, much of which is tied to the Genesis healthcare system, the local economy is considered to be stable (the Healthcare job sector is less susceptible to significant fluctuations in employment). However, this heavy concentration of jobs within a single job sector also limits the local job market in its ability to serve a broad range of workers' income needs, skill sets and interests. Conversely, the broader and more balanced employment base of the SSA enables it to serve a variety of skill sets, education levels and interests.

The Zanesville/Muskingum County Economy Benefits from and is Influenced by its Proximity to the Greater Columbus Area, but is Vulnerable to Competition from Columbus

- Given Muskingum County's proximity to the Columbus area (approximately 50 miles west), many area residents commute to employment opportunities in and around the Columbus area. This includes both blue- and white-collar jobs with varying wage levels. As such, the Muskingum County economy is tied closely to the economic activity and trends in Columbus, and it benefits from the additional jobs that the Columbus area offers. At the same time, the proximity to Columbus also poses a challenge to Zanesville, as the larger number of employment opportunities and higher wages offered in Columbus, along with additional housing, cultural and recreational opportunities available in Columbus makes it more difficult for Zanesville to both attract and retain residents, particularly Millennials (persons generally between the ages of 20 and 39).

The Muskingum County Economy has been Expanding Since 2009, with a Growing Employment Base and Declining Unemployment Rate

- The county's employment base has gained a total of 3,796 jobs since 2009, representing an increase of 11.2% and outpacing the 3.7% growth rate of the state of Ohio. The unemployment rate in Muskingum County has generally followed state and national rates for most of the past decade, with the county's annual unemployment rate declining in each of the past nine years. The 5.3% unemployment rate in 2018 for the county represents a 10-year low, reflecting the health of the local economy.

There are Ongoing and Planned Business Expansions Along with Various Public and Private Sector Investments that will Contribute to the Local Economy's Continued Growth

- Following \$28 million of investment in 2018, the Zanesville/Muskingum County economy has several new and expanding private sector businesses, large-scale public sector infrastructure projects and a new business park planned for the area. This activity will contribute to the continued economic growth and opportunities for the area.

With More than an Estimated 14,000 People Commuting into Zanesville for Work on a Daily Basis, there is an Opportunity to Retain some of these Commuters as Permanent Residents of Zanesville - There were a total of 17,186 persons employed and working within the PSA (Zanesville) in 2015. While 3,115 (18.1%) of these employed persons also live in the PSA, the city has a notable inflow and outflow of employed persons. A total of 6,060 workers leave the PSA for employment during the day, while 14,071 people that work in the PSA commute from outside of the city. This inflow of 14,071 workers represents potential future residents, assuming adequate housing is available. This may represent a residential development opportunity in Zanesville. Additional economic data and analysis is included in Section V of this report.

Housing Supply

With Nearly 100 Blighted Residential Units Identified in Zanesville, the City has a Notable Amount of Residential Structures Exhibiting Physical Characteristics that could be Detrimental to Neighborhood Property Values and Present Public Safety Issues – Blight, which is generally considered the visible and physical decline of a property, neighborhood or city, can have a detrimental effect on nearby properties within a neighborhood. A total of 95 residential properties were identified as exhibiting blight. The following table summarizes the areas of the city where blight is located (note: a map illustrating the location of the blight identified in the market is provided on page VII-22 of this report):

Area	Description	Blighted Units	Share of Units
Northwest	North of I-70, West of Maple Ave.	3	3.2%
Northeast	North of I-70, East of Maple Ave.	3	3.2%
Central	Downtown Zanesville & Areas Directly East	12	12.6%
Southwest	South of I-70, West of S. Pine St.	43	45.3%
Southeast	South of I-70, East of S. Pine St.	20	21.0%
Far South	Area Around South Zanesville	14	14.7%

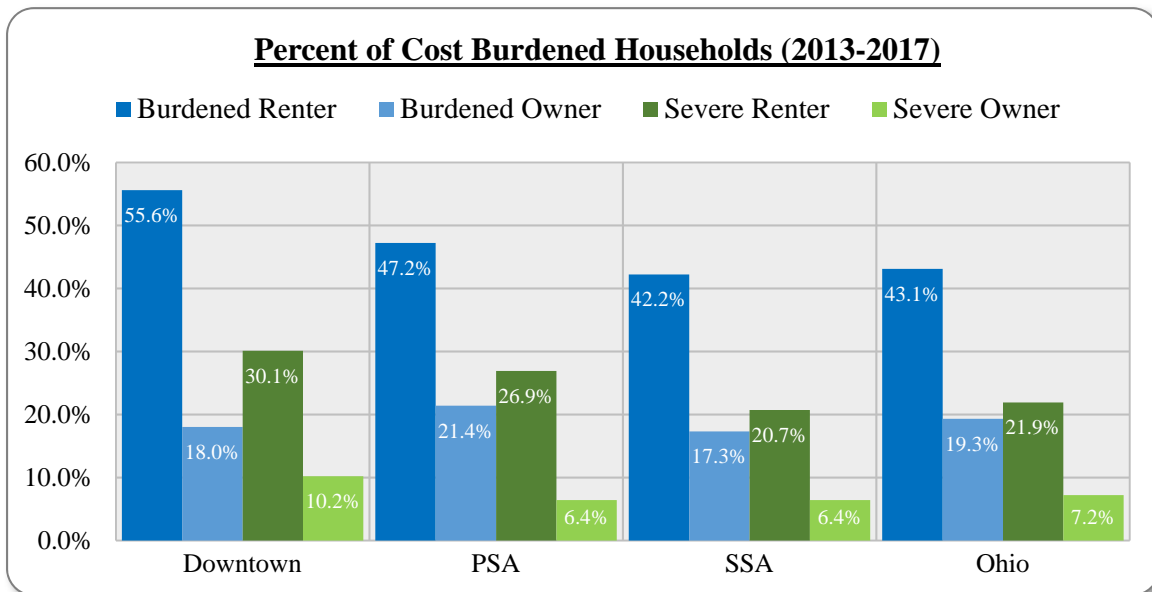
Based on the preceding summary, blight was most heavily prevalent in the southern half of city, with the greatest concentration in the southwest portion of the city. A total of 43 housing units, representing nearly half of all blight in the city, was



identified as having some level of blight in the southwest portion of Zanesville. The next greatest amount of blight identified in the city was in the southeast portion of the city. A total of 20 housing units exhibited signs of blight in this area, which represents over one-fifth of the blight in the city. It is worth noting that only six housing units representing 6.4% of all blighted housing was in the northern half of the city. City efforts

to address blight should focus on areas with the greatest concentration of blight.

Despite the Inventory of Affordable Rentals and Housing Assistance Provided in Zanesville, Many Residents are Still Housing Cost/Rent Burdened – Households that are “cost burdened” (typically paying over 30% of their income towards housing costs) often find it difficult paying for both their housing and meeting other financial obligations. The shares of cost burdened *renters* (47.2%) and *homeowners* (21.4%) in Zanesville are above the state averages (43.1% renters, 19.3% owners). Overall, approximately 2,483 *renter* households and 1,251 *owner* households in the city are housing cost burdened. The number of cost burdened households in the PSA combined with the facts that most multifamily projects operating with government assistance are fully occupied and maintain wait lists, indicate that the continuation of rental housing programs and homebuyer assistance will be important to help alleviate cost burdened housing situations in the city.



There is Limited Available Inventory Among Multifamily Rentals and Pent-Up Demand for Housing that Serves Very Low- and Low-Income Renter Households

– Based on Bowen National Research’s survey of multifamily apartment rentals in the county, there are very few vacant rentals. The few multifamily rentals that do exist are primarily among the market-rate inventory, with just 18 vacant units representing 0.7% of the PSA’s multifamily rental supply (there are only 10 vacant units in the surrounding SSA). It is a challenge to find available multifamily rental housing among the government-subsidized and Tax Credit multifamily housing supply in the city that serves low-income households. This is evidenced by the fact that there were only two (1.3%) vacant Tax Credit units and no vacant government-subsidized units identified in the city. Most government-subsidized and Tax Credit projects have wait lists, indicating there is pent-up demand for housing that is affordable to lower income households. The lack of available housing serving low-income households is likely contributing to the large number of renters living in substandard and/or cost burdened housing situations in the area.

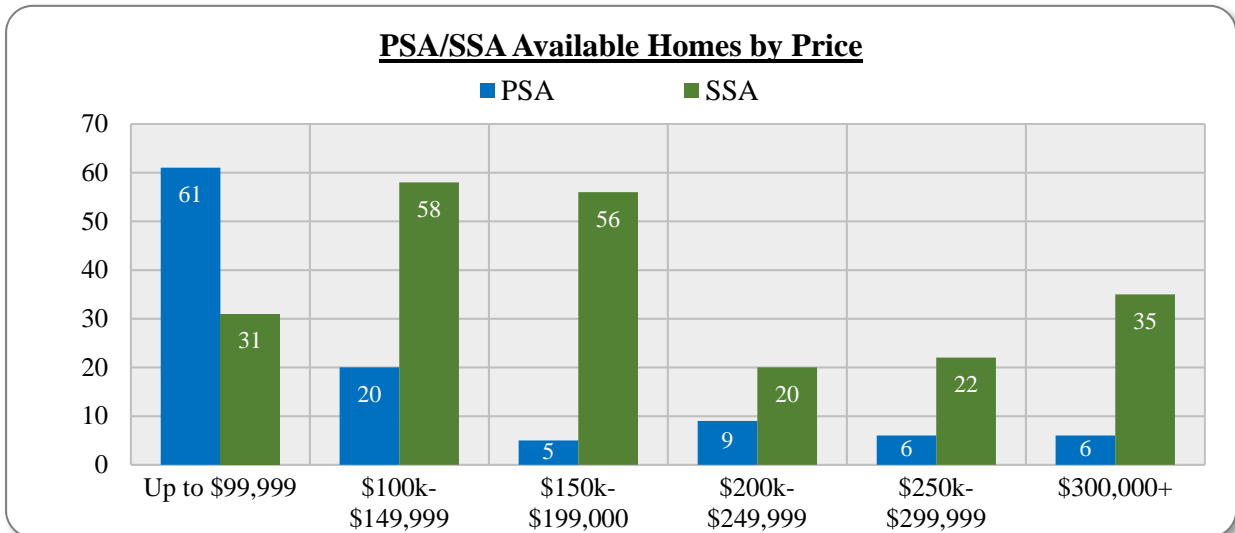
The table below summarizes the surveyed multifamily rental supply.

Multifamily Rental Housing Supply - Primary Study Area (Zanesville)				
Project Type	Projects Surveyed	Total Units	Vacant Units	Occupancy Rate
Market-rate	16	1,126	16	98.6%
Market-rate/Tax Credit	1	23	2	91.3%
Tax Credit	3	130	0	100.0%
Tax Credit/Government-Subsidized	2	369	0	100.0%
Government-Subsidized	12	767	0	100.0%
Total	34	2,415	18	99.3%

Multifamily Rental Housing Supply - Secondary Study Area (Balance of County)				
Project Type	Projects Surveyed	Total Units	Vacant Units	Occupancy Rate
Market-rate	8	289	4	98.6%
Tax Credit	4	230	0	100.0%
Tax Credit/Government-Subsidized	2	82	3	96.3%
Government-Subsidized	3	106	3	97.2%
Total	17	707	10	98.6%

The Limited Supply of Available For-Sale Product, Combined with the Projected Growth of Moderate- to High-Income Households, will Contribute to a Growing Demand for For-Sale Product Generally Priced Over \$150,000 in Zanesville –

Only one-quarter of the 107 housing units available to purchase in the city is priced above \$150,000, the result of just 26 housing units. Meanwhile, the SSA (balance of county) has 133 homes priced above \$150,000, representing nearly 60% of the available supply in that market. Between 2018 and 2023, it is projected that the city of Zanesville will add 316 owner households that will earn \$50,000 or more that can generally afford product priced over \$150,000. While some of this growth will be from households currently in the market and are already homeowners, this growth will still increase the need for higher priced product that is currently unavailable in Zanesville. This higher priced product is more abundant in the surrounding areas of the county, which increases the likelihood that Zanesville could lose some existing residents and newcomers to areas outside of the city limits.



The Large and Growing Base of Seniors will Increase the Demand for Senior-Oriented Housing, which is Already Operating at High Occupancy Levels – The overall occupancy rates of age-restricted rental alternatives, including apartments and assisted living facilities, indicate that the existing senior-oriented housing alternatives have limited availability. As shown in the demographics portion of this report, seniors ages 65 and older within the city and county are expected to increase the most over the next five years. As such, it is anticipated that the demand for senior-oriented housing will grow over the foreseeable future. This would include product for low-income seniors seeking affordable rental options, seniors wanting more maintenance free housing that they can downsize into, and senior care housing like assisted living that would serve the needs of seniors seeking assistance with daily living activities.

The City of Zanesville Appears to have Difficulty Attracting and Retaining Millennials (Persons Generally between Age 25 and 34), Likely Due, in part, to the Lack of Product that Would Appeal to Them – The number of Millennial households (persons generally between age 25 to 34) are projected to decline slightly between 2018 and 2023 within Zanesville. There are likely many factors that will contribute to this projected decline including better employment opportunities and higher wages, more cultural, entertainment, recreational and educational opportunities, and a different lifestyle in other communities (e.g. Columbus) that may appeal to young adults. It is also likely that Zanesville’s difficulty in attracting and retaining Millennials is attributed to the lack of modern, high-quality and amenity-heavy rental properties and/condominiums that they typically desire. Zanesville may be able to reverse its trend of losing Millennials if it had product that fit the housing needs of this market segment.

Overall City-wide Housing Needs

Based on the findings contained in this report, there are a variety of housing needs in Zanesville. The following is a summary of *high* and *moderate* needs for the county.

Affordable Workforce Rental Housing (High Need) – Bowen National Research’s survey of Tax Credit apartment projects, which can serve households with incomes up to 80% of Area Median Household Income, indicates a lack of *available* rental housing that is affordable to many workforce households (generally earning between \$20,000 and \$40,000 annually). Given the more than 14,000 estimated workers commuting into the city on a daily basis, the anticipated growth in blue collar occupations, and household growth projected for households earning between \$20,000 and \$40,000, there is an opportunity for the city to attract and retain such workers. This is particularly true of Millennials (persons between the ages of 25 and 34), blue collar workers and young professionals who may be interested in living in downtown Zanesville or along a public transit corridor. The development of affordable workforce housing with rents generally between \$500 and \$999 should be supported. Product should be designed to meet the needs and expectations of working families and young professionals, and be near employment centers, along/near public transit routes, or major arterial roadways.

Modern Market-Rate Rental Housing (High Need) – Despite the fact that most of the vacant rental units in the market are market-rate, the overall occupancy rate of market-rate supply is high at 98.6%. The city is expected to experience notable growth through 2023 among higher income households earning over \$40,000 annually. It will be important for Zanesville to add to its market-rate rental housing inventory to keep pace with such growth. The failure to keep development on pace with demographic growth trends may make it difficult for Zanesville to attract and retain higher income households. The development of well-designed market-rate product would enable the city to attract and retain such groups as young professionals and independent seniors. This would include product priced at \$1,000 or higher per month that primarily include one- and two-bedroom units, possibly in a mixed-use and/or mixed-income product.

Modern For-Sale Housing Affordable to Moderate-Income Households (High Need) – The city is projected to have notable growth among moderate-income owner households (earning between \$50,000 and \$74,999) between 2018 and 2023. These households can generally afford homes priced between \$170,000 and \$249,999. Based on data of the available for-sale housing product, there are only 14 units currently available to purchase within this price range. Growth projections of the moderate-income owner households are expected to far exceed the available supply of for-sale housing units affordable to such households. Therefore, potential home buyers may continue to have limited choices if new residential development does not keep pace with household growth projections. This may ultimately limit the city’s ability to retain and attract moderate- income households. The development of modern for-sale housing starting at \$170,000 should be considered in the city. Product types could include condominiums (primarily with one- or two-bedroom units) for seniors (wishing to downsize) and young professionals, as well as some single-family home product (primarily with three-bedroom units) for families.

Rental Housing for Low-income Seniors and Families (Moderate Need) – The largest number of *renter* households in Zanesville make less than \$20,000 annually. While the number of renter households making less than \$20,000 are projected to decline over the next few years, these households have a greater propensity for living in overcrowded, substandard and rent burdened housing situations. An additional challenge that lower income households experience is that multifamily housing that is affordable to them (government-subsidized or Tax Credit) has limited availability and long wait lists. Given the fact that much of the demographic growth will be among seniors and that nearly 2,000 children in the city live in poverty, it will be important that rental housing is developed that meets the affordability needs of low-income seniors and families. Such product would likely need rents set no higher than \$500 per month and/or offer a rental subsidy to help the most financially vulnerable residents.

High-End For-Sale Housing (Moderate Need) – Higher income households earning \$75,000 or more annually can typically afford product priced at \$250,000 or higher. Based on the demographics illustrated in this report, owner households earning \$75,000 or more represent the largest share of households by income within Zanesville. Additionally, these households are projected to experience the greatest owner household growth in the city between 2018 and 2023. Based on local housing inventory data, there appear to be only 12 housing units available for purchase in the city that are priced at \$250,000 or higher. As such, there is a shortage of such housing and the existing inventory, if not increased, will be unable to meet the anticipated growing need for higher priced product over the next few years. The market’s inability to have adequate housing to meet the needs of higher income households puts the city at risk of losing existing high-income households and/or not being able to attract such households from outside the market.

The table below summarizes the approximate potential number of new residential units that could be supported in Zanesville over the next few years.

Zanesville Housing Needs Estimates (2018 to 2023)				
Housing Segment		Number of Units*	Priority	
Rentals	Low-Income Rental Housing (<\$550/Month Rent)	~102	Moderate	
	Affordable Workforce Rental Housing (\$550-\$999/Month Rent)	~166	High	
	Market-rate Rental Housing (\$1,000+/Month Rent)	~199	High	
For-Sale	Entry-Level For-Sale Homes (\$100K-\$169K Price Points)	~80	Low	
	Moderate-Income For-Sale Homes (\$170K-\$249K Price Points)	~183	High	
	High-Income For-Sale Homes (\$250K+ Price Points)	~112	Moderate	
Senior Care	Assisted Living	Medicaid	~86 (Beds)	Low
		Private Pay	~34 (Beds)	Low
	Nursing Care	Medicaid	~35 (Beds)	Low
		Private Pay	~57 (Beds)	Low

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

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

Overall Housing Strategies

The following summarizes key strategies that should be considered by the city to address housing issues and needs of the market. These strategies do not need to be done concurrently, nor do all strategies need implemented to create an impact. Instead, the following housing strategies should be used as a guide by the local government, stakeholders, developers and residents to help make housing development decisions.

Set Realistic/Obtainable Short-Term Housing Goals and Outline Long-Term Objectives – Using the housing needs estimates and recommendations provided in this report as a guide, the city of Zanesville should set realistic short-term (2-3 years) housing development goals along with long-term (5 years or longer) objectives to support housing. Short-term goals should be focused on establishing an Action Plan that outlines priorities for the city, such as broad housing policies, initiatives, and incentives that support the preservation and development of residential units. The recommendations included in this section should serve as a guide for developing an Action Plan. Long-term objectives should include establishing a goal for the number of housing units that should be built and broadly outline the types of housing that should be considered, such as rentals and for-sale housing, as well as geographical locations (e.g. within walkable communities, along public transit corridors, etc.). The goals should also broadly outline affordability (e.g. income levels) objectives and market segments (e.g. families, seniors, and disabled) that should be served. From such goals, Zanesville can monitor progress and adjust efforts to support stated goals.

Develop Regional-Level Housing Plans with Input from the County – While this study focused on Zanesville’s demographics, economics and housing, we also conducted a cursory analysis of the Secondary Study Area (balance of county) and on the Downtown Zanesville Submarket, as all three areas are interdependent upon each other. While each of these three areas have unique attributes and trends that differ from each other, it is clear that each is facing many of the same housing issues associated with affordability, availability, and quality. As a result, it will be important that representatives in each of these areas work together to coordinate planning efforts, housing policies and housing initiatives whenever reasonably possible.

Consider Establishing a Housing Committee and/or Hiring a Housing Director to Help Define and Implement Housing Policies, Programs and Goals for the City/County – Given the scope and complexity of housing issues and needs facing the city and the various communities within it, Zanesville should consider establishing a housing committee to provide oversight on ongoing housing issues and efforts. This committee would be responsible for collecting and assessing information on housing issues, provide direction and/or recommendations to elect officials, and help coordinate housing efforts within the community. Such a committee should be comprised of a broad mix of both public and private sector representatives. The city/county may also want to explore hiring a housing director with knowledge and experience in overseeing housing programs, developing policies, and securing housing funding. This position may also be merged with an existing position already within the local government entities.

Preservation and Renovation of Existing Housing Should Remain an Area of Focus – Based on an analysis of published secondary data and Bowen National Research’s on-site observations of the city’s existing housing stock, it is evident that Zanesville has a large inventory of older housing stock. Much of this housing stock shows signs of its age, deferred maintenance and neglect and is in need of repairs and modernization. Priorities should be placed on means to preserve and renovate the existing housing stock. Housing plans and priorities should focus on efforts to help with the weatherization, modernization and repairs of the existing housing stock. This may involve establishing a low-interest revolving loan program to allow eligible homeowners to borrow the necessary funds to improve or repair their homes. Code compliance/enforcement efforts should continue to be an integral part of the city’s efforts to ensure that housing is brought up to code and maintained at expected standards.

Encourage the Redevelopment of Vacant and Unused Structures, and Encourage Development of Vacant Parcels – There were 28 residentially suitable properties identified in Zanesville that could potentially support the development of new housing product. This includes 16 existing buildings and at least 12 undeveloped parcels. Based on the various attributes of these properties, it appears that these sites could potentially support over 1,500 residential units. Efforts to support development of such sites could include tax abatements, creation of a zero- or low-interest revolving loan fund for pre-development and site control costs, and assistance with infrastructure. Additionally, promotional materials should be made to advertise the potential sites and market them throughout the region to demonstrate the potential depth of support and development opportunities that exist within the market.

Support Efforts to Address Residential Blight – Based on Bowen National Research’s on-site evaluation, there are approximately 95 housing structures that suffer from blight (including many vacant structures), which represent 0.8% of the city’s overall housing stock. These homes represent potential nuisances, safety hazards and are likely detrimental to nearby property values and the quality of life of area residents. While blight exists throughout much of the city, it appears the majority of such units are located in the southern half of the city. As such, efforts to

address blight should focus on these particular areas, ideally along street blocks with the greatest concentration of blight.

Support Efforts to Develop Residential Units Along or Near Public Transportation Corridors and/or within Walkable Neighborhoods/Areas –The national trend of developing multifamily housing near public transit routes and within walkable downtowns may be applicable in Zanesville. The city is well served with five bus routes with a total of 62 stops within the city limits. These routes and stops are along major arterial roadways and near both commercial corridors and employment centers. Given that many neighborhoods within the city, including the downtown area, are considered walkable communities and most are within a reasonable walk of a public bus stop, residential development near the transportation corridors and/or within a walkable neighborhood would serve the community well. Such product would most likely be multifamily product that serves the elderly, low-income households and even young professionals that often gravitate towards living in such areas.

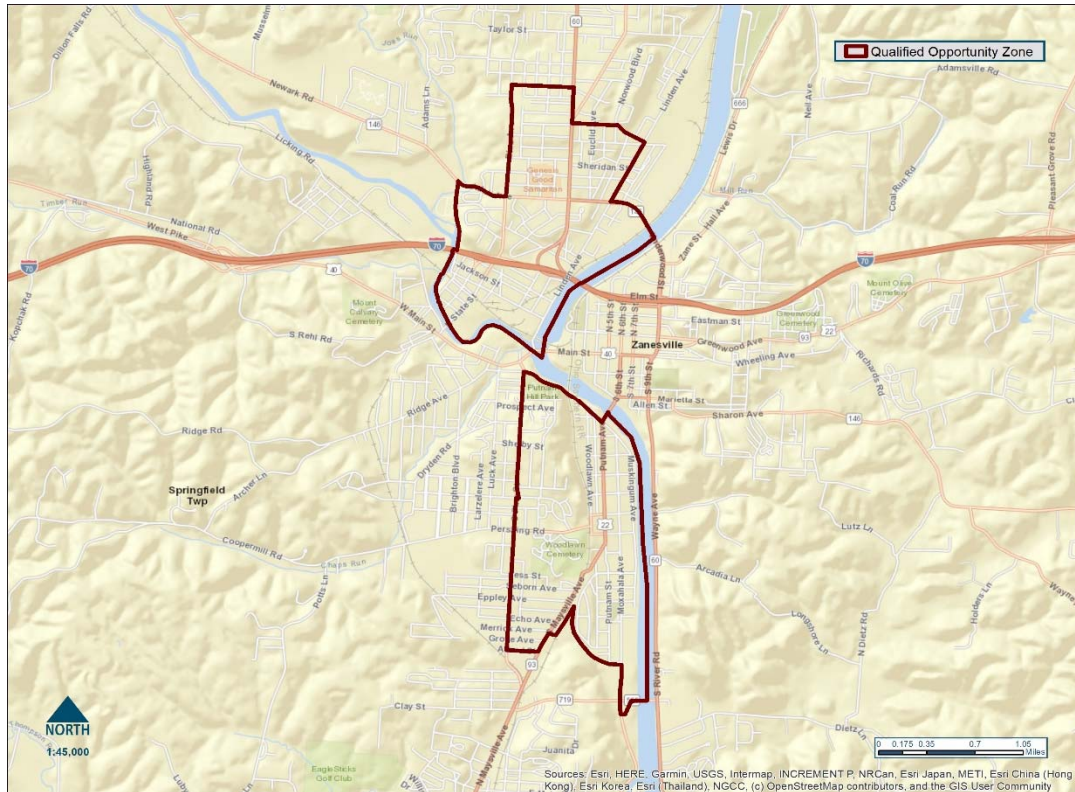
Consider Implementing/Modifying Policies to Encourage or Support the Development of New Residential Units – One of the key findings from this report is that there is *limited availability* among the existing housing stock in the city. The projected demographic growth over the next few years will require a steady introduction of new residential units to keep pace with the growing housing demand. The local government should support housing policies such as expanding residential density, revisiting unit size requirements (allowing for smaller units), expanding tax abatements, supporting TIF districts, waiving/deferring/lowering government fees, and exploring other measures specifically targeted to the types of housing (e.g. affordable, senior, etc.) and the geographic locations (e.g. near transit routes, near employment centers, etc.) that lead to meeting housing goals.

Explore Programs, Funding Sources and Initiatives that Support the Development and Preservation of Housing, Particularly Affordable Housing – A significant challenge in the city is the imbalance between the costs/rents associated with the existing housing stock and the ability of households to pay for such housing. As shown in this report, disproportionately high shares of renters and owners are housing cost burdened, meaning they pay a high ratio of their income towards housing costs. In an effort to support the development and preservation of more affordable housing alternatives, the city should consider supporting projects being developed with affordable housing development programs (e.g. Tax Credit and HUD programs), providing pre-development financial assistance, implementing inclusionary zoning (requiring market-rate developers to include some affordable housing units), and providing low-interest loans (and/or forgivable loans/grants) to lower income households that can be used for covering costs directly associated with the repairs and maintenance of the existing housing stock. Focus should be placed on those programs that support low-income households (seniors and families), workforce households, and first-time homebuyers. Additional housing is needed in order to have a healthy housing market, which will ultimately contribute to the local economy, quality of life and overall prosperity of Zanesville.

Support Efforts to Enable Area Seniors to Transition into Housing to Meet Their Changing Needs – Zanesville has a very large base of older adults, with significant growth projected to occur among senior households ages 65 and older over the next several years. Currently, there is a very limited inventory of available housing in the market, and most of the senior-restricted rental housing projects in the city are fully occupied with long wait lists. As a result, seniors in the city who wish to downsize into small, more maintenance-free housing, or seniors seeking affordable rentals will have difficulty finding housing that meets their needs. Based on the Bowen National Research survey of housing alternatives in the market, an assessment of area demographic characteristics and trends, and input from area stakeholders, it is evident that senior-oriented housing is and will be an important component to the overall housing market. New housing product for seniors that should be considered include affordable (low-income) rentals, market-rate independent living rentals, for-sale condominiums that include accessibility design elements, and senior care housing (assisted living).

Promote and Encourage Residential Investment and Development in Designated Opportunity Zones – There are two Census Tracts in the northcentral and southeastern portions of Zanesville that were recently designated as Qualified Opportunity Zones (QOZ). QOZs were created by the 2017 Tax Cuts and Jobs Act and are designed to spur investment in communities through tax benefits. The Tracts in Zanesville are 39119911800 and 30119912100.

QOZs provide a deferral and reduction of capital gains taxes within five to seven years and a total waiver of capital gains taxes at ten years or longer. QOZ's can be used in conjunction with other incentive programs, such as the Federal and State Historic Tax Credit program or the Community Reinvestment Area (CRA) Program. The Zanesville QOZs are shown in the following map.



The city may want to identify real estate investors, developers and/or opportunity zone funds specifically tied to this program. These investors and funds can be identified through private-equity firms, venture capitalists, and several on-line resources (see page VII-23 of this report for source list).

Additional details of the program and the QOZ map can be found at: <https://opportunityzones.ohio.gov/wps/portal/gov/ooz>

Explore Establishing an Inventory Listing/Database of Available Housing Alternatives to Help Residents Find Housing – Local government may want to consider establishing some type of list and/or online resource of available rental and for-sale housing alternatives that would help people find housing in the area. The city/county may want to model such a housing inventory after Athen’s (Ohio) rental registry or online rental portals like Airbnb.com, Zillow.com, Craigslist.com, etc.

Identify and Market Zanesville to Potential Residential Developers – Using a variety of sources, Zanesville should attempt to identify and market itself to the residential developers active in the region. Identification could be achieved through trade associations, published lists of developers, real estate agents or brokers and other real estate entities in the region. Marketing the community through trade publications, direct solicitation or public venues (e.g. housing and economic conferences) should be considered. The promotion of market data (including this Housing Needs Assessment), development opportunities, housing programs and incentives should be the focus of such efforts.

Explore and Encourage Development Partnerships – Government entities within the city may want to establish formal relationships with other entities to support housing development efforts. This may include relationships with non-profit groups (e.g. Muskingum County Community Action Agency, Habitat for Humanity, etc.), local businesses and private sector developers. The consolidation between the public and private sectors can lead to improved efficiencies, larger financial capacities, and more cohesive residential development efforts.

Develop Next-Steps Plans – Using the findings and recommendations of this report, the city should begin to prioritize housing objectives and refine housing strategies that best fit the overarching goals of the city. Input from stakeholders and residents should be solicited. From these efforts, a specific Action Plan could be put together with measurable goals and a timeline to follow.

III. Community Overview and Study Areas

A. Zanesville, Ohio

This report focuses on the housing needs of Zanesville, Ohio. Zanesville is located in the eastern portion of Ohio, along the Muskingum River and bisected by Interstate Highway 70. It serves as the county seat for Muskingum County. The city has approximately 12.1 square miles, while the county has 672.6 square miles.

Zanesville was founded in 1800 by Ebenezer Zane, near the junction of the Licking and Muskingum Rivers. Between 1810 and 1812, Zanesville served as Ohio's capital. During the early 1800's, Zanesville became a commercial center in the region, due in part to the access to clay in the region. Notable industries in the first few decades of the city's existence included soap and candle manufacturing and pottery making. By the mid-1800's, the area had several iron foundries, sawmills, oil processors, and a paper mill. Pottery manufacturing dominated the area in the second half of the 1800's, and Zanesville boasted the world's largest pottery manufacturing plant by the turn of the 1900's. Pottery remains a big part of today's Zanesville economy. Other notable present-day businesses in Zanesville/Muskingum County include Genesis Healthcare System, Halliburton, Muskingum County Government, Zandex and Dollar General. A notable amount of private and public sector investment is underway or planned for the area, which will add to the area's growing economy.

Demographically, Zanesville's population in 2018 was estimated to be at 24,987, while the overall Muskingum County population was 86,235. According to Ohio-demographics.com, Zanesville is Ohio's 61st largest city (based on ACS 2017 Five-Year Estimates). While the city of Zanesville has lost both population and total households since 2000, the overall county has had a net gain of both. This is due to the positive growth occurring in the areas of Muskingum County that are outside of Zanesville. Overall, Zanesville's total population and households are projected to remain relatively stable through 2023, while the balance of the county is expected to experience notable growth.

All the major community services that are available within the city of Zanesville include, but not limited to, grocery stores, financial institutions, schools, higher education institutions, medical facilities, pharmacies, fitness facilities, gas stations, convenience stores, most retail opportunities and churches. A fixed-route bus service and on-demand response public transportation service provide accessibility to most community services in Muskingum County.

The Zanesville housing stock is dominated by older product, much of which was built prior to 1950 and within single-family home structures or buildings with up to four units. More than half of the homes are valued below \$100,000 and most rental options are priced under \$750 per month. Based on Bowen National Research's survey and inventory of area housing alternatives, there appears to be limited availability among all housing product types offered in the market.

Additional information regarding the county's demographic characteristics and trends, economic conditions, housing supply, community services and other attributes and challenges are included throughout this report.

B. Study Area Delineations

This Housing Needs Assessment addresses the residential housing needs of Zanesville, Ohio. To this end, this study focuses on the demographic and economic characteristics, as well as the existing housing stock, of Zanesville. Additionally, because of the unique characteristics that exist within certain areas of the county, we provided supplemental analysis of areas within the balance of Muskingum County and downtown Zanesville to understand trends and attributes that affect these designated areas. The following summarizes the various study areas used in this analysis.

Primary Study Area - The Primary Study Area (PSA) includes all of the city of Zanesville. It encompasses approximately 12.1 square miles.

Secondary Study Area - The Secondary Study Area (SSA) is the balance of Muskingum County outside of Zanesville. It encompasses 660.4 square miles.

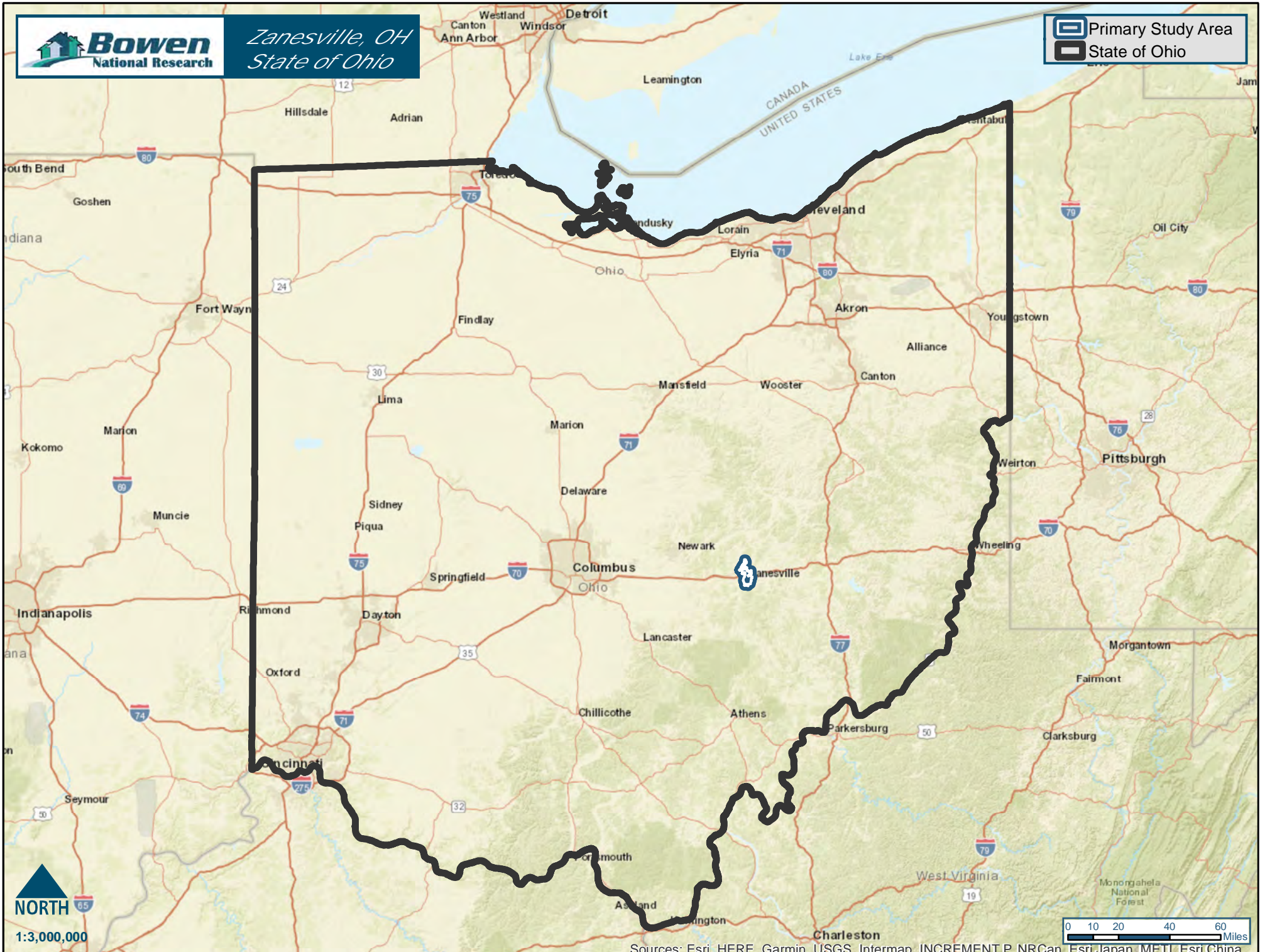
Downtown Submarket Area - The Downtown Zanesville Submarket (DZS) is the area generally bounded on the north by Interstate 70, on the east by Underwood Street/9th Street, on the south by Hughes Street; and on the west by Canal Street and the Muskingum River. The boundaries of Downtown Zanesville were defined in City of Zanesville Ordinance 96-115. This Ordinance revised the City's Downtown Design and Exterior Maintenance Code, and Chapter 1171.09 defines the downtown area as previously noted. It encompasses approximately 0.28 square miles.

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



Zanesville, OH
State of Ohio

Primary Study Area
State of Ohio



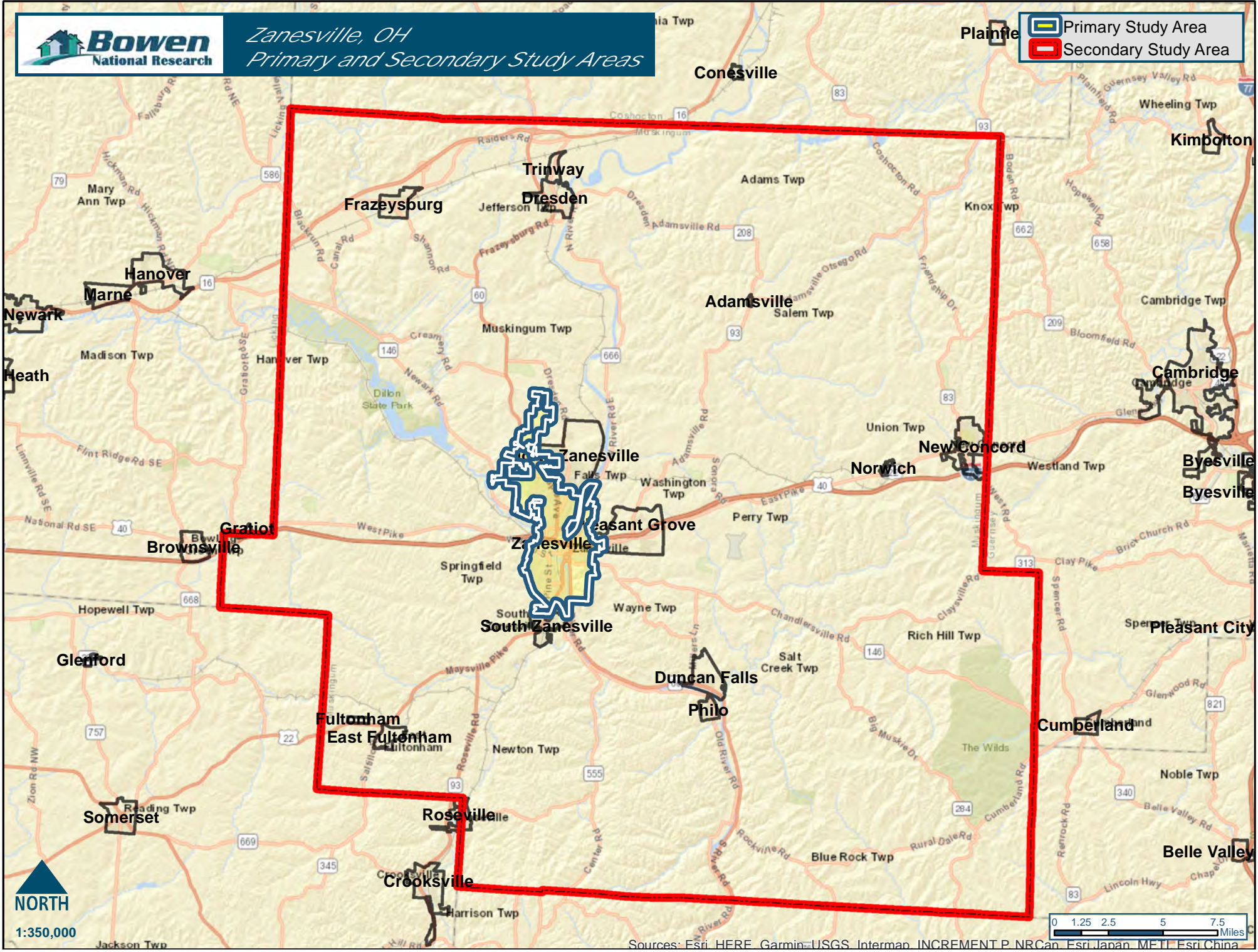
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Sources: Esri, HERE, Garmin, USGS, Intermap, INCREMENT P, NRCan, Esri, Japan, METI, Esri, China



Zanesville, OH
Primary and Secondary Study Areas

Primary Study Area
Secondary Study Area



NORTH
1:350,000

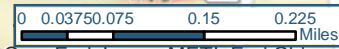
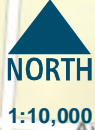
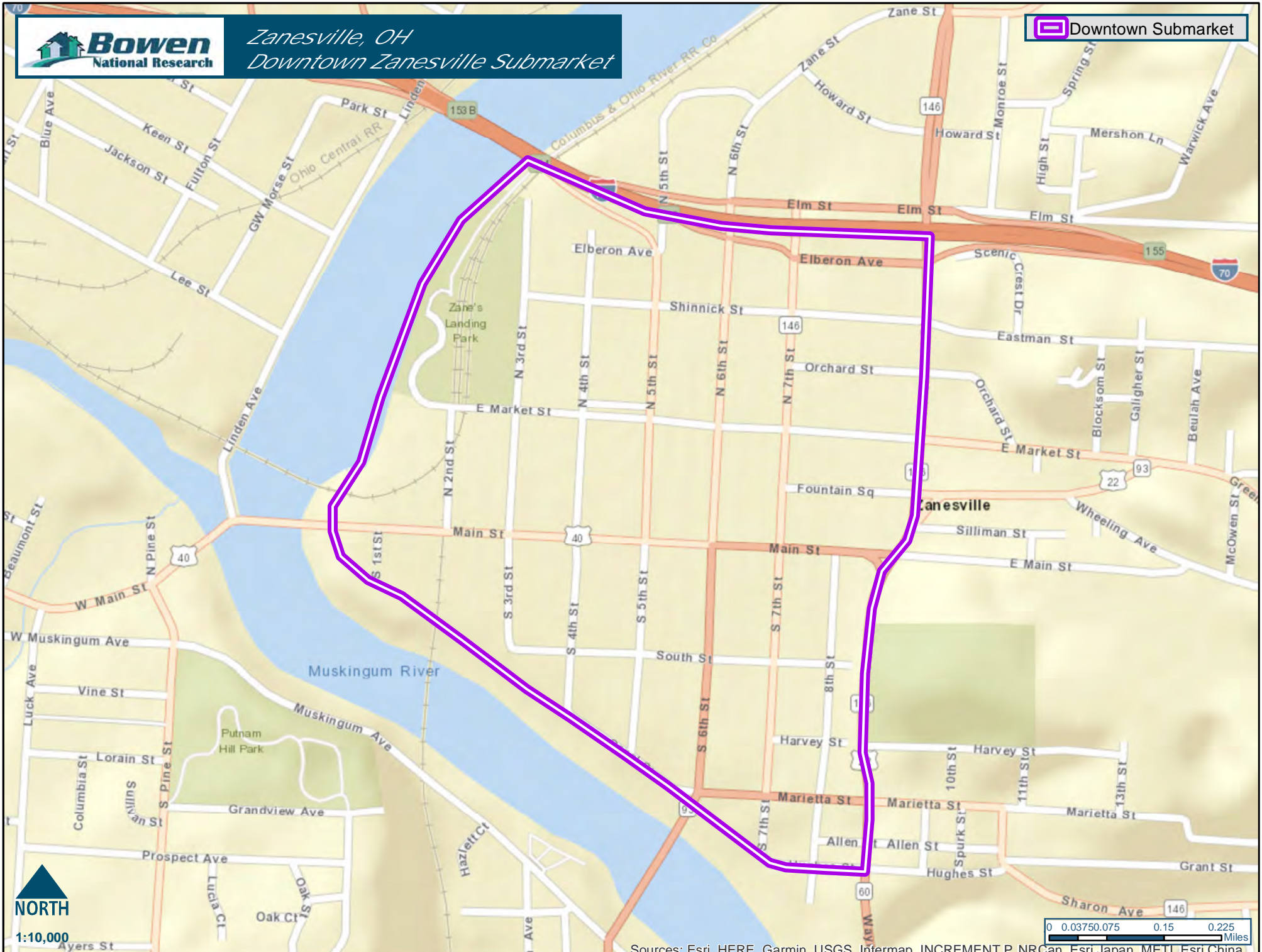


Sources: Esri, HERE, Garmin, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, MFTI, Esri China



Zanesville, OH
Downtown Zanesville Submarket

Downtown Submarket



Sources: Esri, HERE, Garmin, USGS, Intermap, INCREMENT P, NRCan, Esri, Japan, METI, Esri, China

IV. Demographic Analysis

A. Introduction

This section of the report evaluates key demographic characteristics for the Primary Study Area (city of Zanesville), the Downtown Zanesville Submarket, the Secondary Study Area (balance of the county), the PSA & SSA combined (overall county), and Ohio (statewide). Through this analysis, unfolding trends and unique conditions are often revealed regarding populations and households residing in the geographic areas. Demographic comparisons among these geographies provide insights into the human composition of housing markets. Critical questions, such as the following, can be answered with this information:

- Who lives in the city of Zanesville and what are these people like?
- In what kinds of household groupings do the residents live?
- What share of people rent or own their residence?
- Are the number of people and households living in Zanesville increasing or decreasing over time?
- How do Zanesville residents compare with residents in the rest of the county (SSA)?

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

It is important to note that 2000 and 2010 demographics are based on U.S. Census data (actual count), while 2018 and 2023 data are based on calculated estimates provided by ESRI, a nationally recognized demography firm. The accuracy of these estimates depends on the realization of certain assumptions:

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

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

B. Population Characteristics

Population by numbers and percent change (growth or decline) for selected years is shown in the following table:

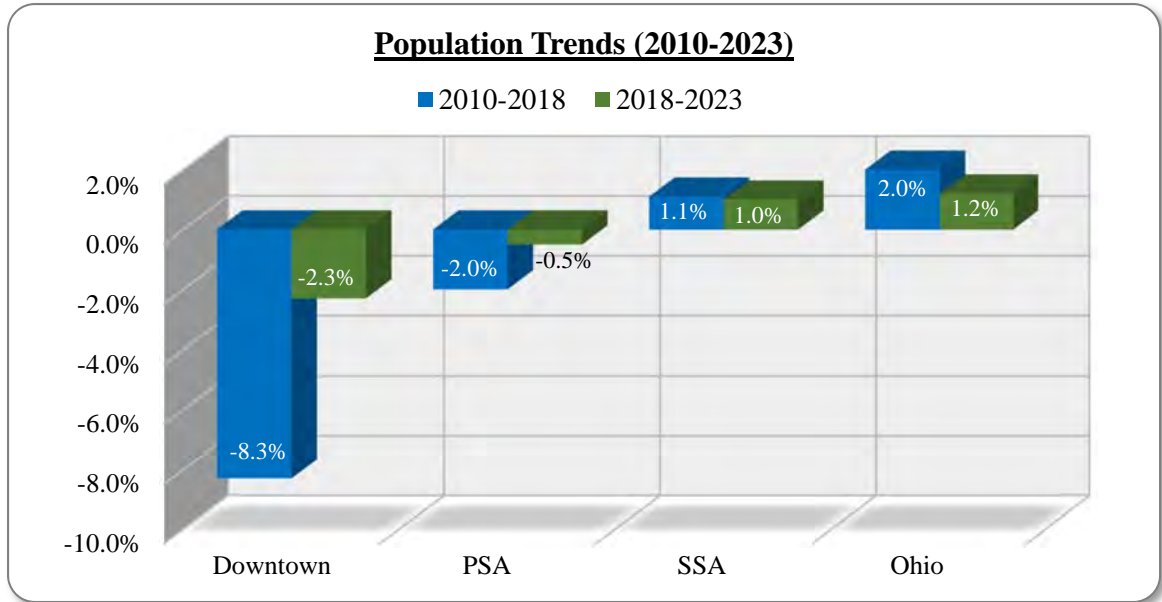
	Total Population									
	2000 Census	2010 Census	Change 2000-2010		2018 Estimated	Change 2010-2018		2023 Projected	Change 2018-2023	
			#	%		#	%		#	%
Downtown	780	768	-12	-1.5%	704	-64	-8.3%	688	-16	-2.3%
PSA	26,087	25,487	-600	-2.3%	24,987	-500	-2.0%	24,868	-119	-0.5%
SSA	58,498	60,587	2,089	3.6%	61,248	661	1.1%	61,871	623	1.0%
County (PSA & SSA)	84,585	86,074	1,489	1.8%	86,235	161	0.2%	86,739	504	0.6%
Ohio	11,353,140	11,536,504	183,364	1.6%	11,772,676	236,172	2.0%	11,919,504	146,828	1.2%

Source: 2000, 2010 Census; ESRI; Urban Decision Group; Bowen National Research

Noteworthy observations from the preceding table include:

- During the 2000 to 2010 timeframe, the PSA population had a rate of decline (-2.3%) greater than the Downtown Submarket (-1.5%). Meanwhile, the balance of the county (SSA) experienced notable growth of 2,089 people, or an increase of 3.6%. The overall county and the state of Ohio all experienced modest positive growth between 1.6% and 1.8% during the same timeframe.
- The Downtown Submarket's 2010 to 2018 rate of change (-8.3%) was exponentially higher than the rate of change from 2000 to 2010 (-1.5%). The loss of population is projected to somewhat level off during the 2018 to 2023 timeframe with a decline of -2.3%, the result of a projected decline of just 16 people.
- The PSA's rate of decline is projected to be -0.5% during the 2018 to 2023 timeframe. This is less than the 2000 to 2010 rate (-2.3%) and the 2010 to 2018 rate (-2.0%). The lower projected rate of decline in the PSA is an indication that the city of Zanesville is stabilizing.

Based on the preceding information, the SSA (balance of the county) experienced very positive population growth since 2000, while the city of Zanesville (PSA) and the Downtown Submarket both experienced notable declines. While both the city of Zanesville and the Downtown Submarket are expected to experience stable overall population trends through 2023, the balance of the county is expected to experience continued population growth.



Population by age cohorts for selected years is shown in the following table:

		Population by Age							Median Age
		<25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+	
Downtown	2010	276 (35.9%)	124 (16.1%)	105 (13.7%)	106 (13.8%)	84 (10.9%)	43 (5.6%)	30 (3.9%)	33.5
	2018	238 (33.8%)	112 (15.9%)	92 (13.1%)	86 (12.2%)	80 (11.4%)	63 (8.9%)	33 (4.7%)	35.1
	2023	230 (33.4%)	99 (14.4%)	95 (13.8%)	81 (11.8%)	76 (11.0%)	65 (9.4%)	42 (6.1%)	36.4
	Change 2018-2023	-8 (-3.4%)	-13 (-11.6%)	3 (3.3%)	-5 (-5.8%)	-4 (-5.0%)	2 (3.2%)	9 (27.3%)	N/A
PSA	2010	8,677 (34.0%)	3,363 (13.2%)	3,075 (12.1%)	3,406 (13.4%)	3,017 (11.8%)	1,851 (7.3%)	2,098 (8.2%)	37.3
	2018	8,088 (32.4%)	3,357 (13.4%)	2,864 (11.5%)	2,947 (11.8%)	3,171 (12.7%)	2,424 (9.7%)	2,136 (8.5%)	38.6
	2023	7,899 (31.8%)	3,341 (13.4%)	2,876 (11.6%)	2,774 (11.2%)	3,027 (12.2%)	2,644 (10.6%)	2,307 (9.3%)	39.2
	Change 2018-2023	-189 (-2.3%)	-16 (-0.5%)	12 (0.4%)	-173 (-5.9%)	-144 (-4.5%)	220 (9.1%)	171 (8.0%)	N/A
SSA	2010	19,865 (32.8%)	6,470 (10.7%)	7,874 (13.0%)	9,294 (15.3%)	7,849 (13.0%)	5,097 (8.4%)	4,138 (6.8%)	40.2
	2018	18,103 (29.6%)	7,299 (11.9%)	7,247 (11.8%)	8,109 (13.2%)	9,107 (14.9%)	6,706 (10.9%)	4,677 (7.6%)	42.2
	2023	17,431 (28.2%)	7,230 (11.7%)	7,539 (12.2%)	7,638 (12.3%)	8,734 (14.1%)	7,766 (12.6%)	5,533 (8.9%)	43.3
	Change 2018-2023	-672 (-3.7%)	-69 (-0.9%)	292 (4.0%)	-471 (-5.8%)	-373 (-4.1%)	1,060 (15.8%)	856 (18.3%)	N/A

(Continued)

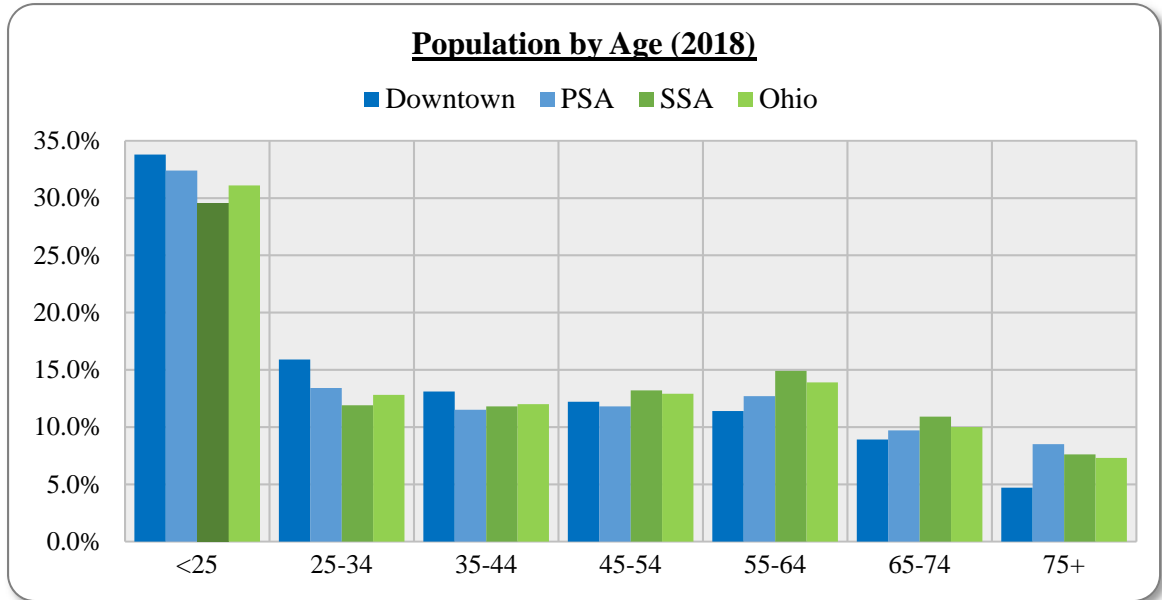
		Population by Age							Median Age
		<25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+	
County (PSA & SSA)	2010	28,542 (33.2%)	9,833 (11.4%)	10,949 (12.7%)	12,700 (14.8%)	10,866 (12.6%)	6,948 (8.1%)	6,236 (7.2%)	39.4
	2018	26,191 (30.4%)	10,656 (12.4%)	10,111 (11.7%)	11,056 (12.8%)	12,278 (14.2%)	9,130 (10.6%)	6,813 (7.9%)	41.2
	2023	25,330 (29.2%)	10,571 (12.2%)	10,415 (12.0%)	10,412 (12.0%)	11,761 (13.6%)	10,410 (12.0%)	7,840 (9.0%)	42.2
	Change 2018-2023	-861 (-3.3%)	-85 (-0.8%)	304 (3.0%)	-644 (-5.8%)	-517 (-4.2%)	1,280 (14.0%)	1,027 (15.1%)	N/A
Ohio	2010	3,830,242 (33.2%)	1,409,959 (12.2%)	1,479,831 (12.8%)	1,742,191 (15.1%)	1,452,266 (12.6%)	850,234 (7.4%)	771,781 (6.7%)	38.7
	2018	3,658,331 (31.1%)	1,510,550 (12.8%)	1,408,284 (12.0%)	1,524,352 (12.9%)	1,637,785 (13.9%)	1,179,667 (10.0%)	853,707 (7.3%)	40.0
	2023	3,596,046 (30.2%)	1,513,812 (12.7%)	1,471,438 (12.3%)	1,427,616 (12.0%)	1,570,642 (13.2%)	1,351,662 (11.3%)	988,288 (8.3%)	40.7
	Change 2018-2023	-62,285 (-1.7%)	3,262 (0.2%)	63,154 (4.5%)	-96,736 (-6.3%)	-67,143 (-4.1%)	171,995 (14.6%)	134,581 (15.8%)	N/A

Source: 2000, 2010 Census; ESRI; Urban Decision Group; Bowen National Research

N/A – Not Applicable

Noteworthy observations from the preceding table include:

- The Downtown Submarket has the youngest median age for any of the study areas and the state of Ohio. In 2018, the Downtown's median age is 35.1 and in 2023 the median age is projected to be 36.4. Excluding the under age 25 cohort, the largest share of the 2018 Downtown population (15.9%) falls between the ages of 25 to 34 and is predicted to decrease slightly higher than 10% through 2023. The greatest rate of change projected from 2018 to 2023 in the Downtown Submarket will be in the 75 and older cohort with a 27.3% increase. This is the result of nine additional seniors.
- Excluding the under age 25 cohort, the largest share of the 2018 PSA population (13.4%) falls between the ages of 25 to 34. The greatest rate of change projected from 2018 to 2023 in the PSA will be in the 65 to 74 cohort with a 9.1% increase (220 additional seniors). Noticeable growth is also projected to occur among people ages 75 and older (171 additional seniors, 8.0% increase).



Population by race for 2010 is shown in the following table:

		Population by Race					
		White Alone	Black or African American Alone	Asian Alone	Some Other Race Alone	Two or More Races	Total
Downtown	Number	671	60	1	2	33	767
	Percent	87.5%	7.8%	0.1%	0.3%	4.3%	100.0%
PSA	Number	21,685	2,353	95	217	1,136	25,486
	Percent	85.1%	9.2%	0.4%	0.9%	4.5%	100.0%
SSA	Number	58,335	903	192	184	974	60,588
	Percent	96.3%	1.5%	0.3%	0.3%	1.6%	100.0%
County (PSA & SSA)	Number	80,020	3,256	287	401	2,110	86,074
	Percent	93.0%	3.8%	0.3%	0.5%	2.5%	100.0%
Ohio	Number	9,539,437	1,407,681	192,233	159,388	237,765	11,536,504
	Percent	82.7%	12.2%	1.7%	1.4%	2.1%	100.0%

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

Noteworthy observations from the preceding table include:

- The residents in the Downtown Submarket that identify race as "White Alone" (87.5%) is slightly higher than residents in the PSA (85.1%).
- The residents in the overall county that identify race as "Black or African American Alone" is one-third the percentage of residents in the state (12.2%).

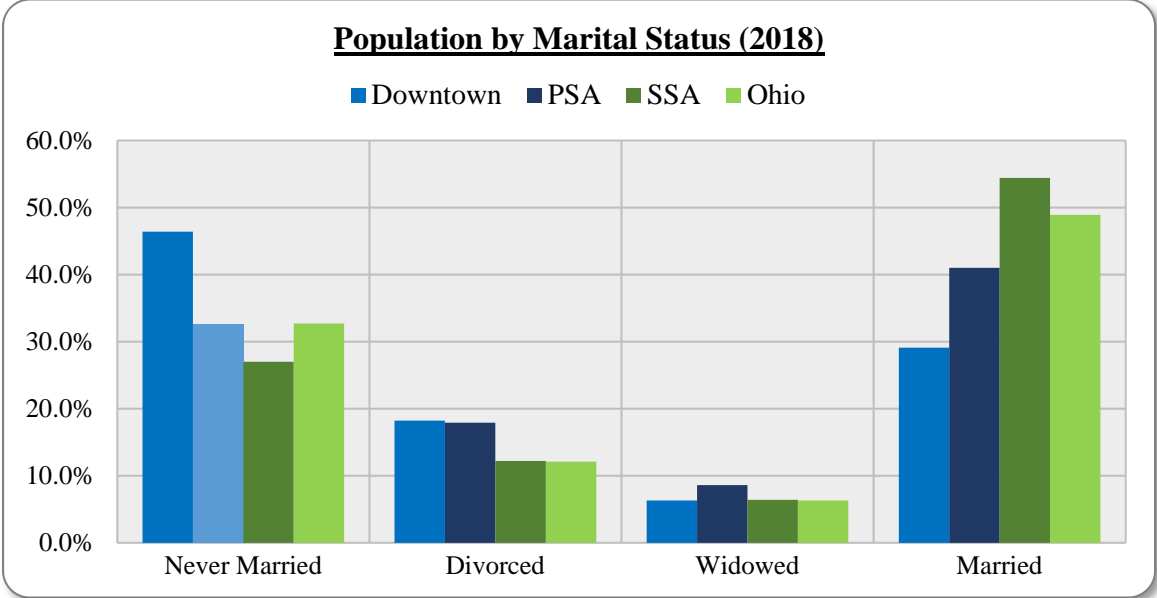
Population by marital status for 2018 is shown in the following table:

		Population by Marital Status				
		Not Married			Married	Total
		Never Married	Divorced	Widowed		
Downtown	Number	266	104	36	167	573
	Percent	46.4%	18.2%	6.3%	29.1%	100.0%
PSA	Number	6,573	3,599	1,724	8,250	20,146
	Percent	32.6%	17.9%	8.6%	41.0%	100.0%
SSA	Number	13,721	6,207	3,272	27,709	50,909
	Percent	27.0%	12.2%	6.4%	54.4%	100.0%
County (PSA & SSA)	Number	20,294	9,806	4,996	35,959	71,055
	Percent	28.6%	13.8%	7.0%	50.6%	100.0%
Ohio	Number	3,163,757	1,170,862	604,514	4,725,702	9,664,835
	Percent	32.7%	12.1%	6.3%	48.9%	100.0%

Source: ESRI; Urban Decision Group; Bowen National Research

Noteworthy observations from the preceding table include:

- Only 29.1% of the Downtown Submarket population is married, which is low when compared with the overall county (50.6%).
- The Downtown Submarket has the highest percent of residents who are "Divorced" (18.2%) when compared with any other study area or Ohio.



Population by highest educational attainment for 2018 is shown below:

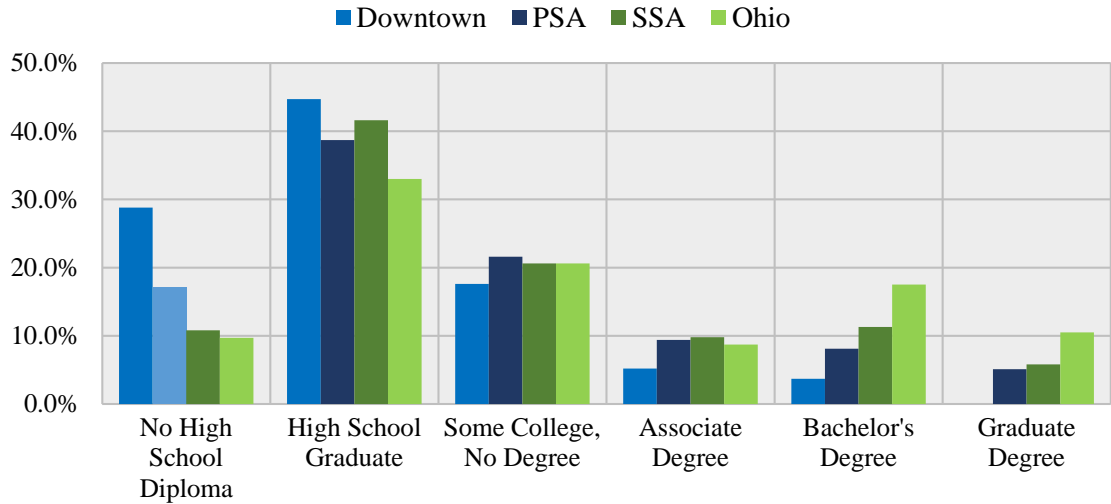
		Population by Educational Attainment						
		No High School Diploma	High School Graduate	Some College, No Degree	Associate Degree	Bachelor Degree	Graduate Degree	Total
Downtown	Number	134	208	82	24	17	0	466
	Percent	28.8%	44.7%	17.6%	5.2%	3.7%	0.0%	100.0%
PSA	Number	2,894	6,535	3,649	1,593	1,364	864	16,899
	Percent	17.1%	38.7%	21.6%	9.4%	8.1%	5.1%	100.0%
SSA	Number	4,652	17,964	8,909	4,248	4,855	2,517	43,145
	Percent	10.8%	41.6%	20.6%	9.8%	11.3%	5.8%	100.0%
County (PSA & SSA)	Number	7,546	24,499	12,558	5,841	6,219	3,381	60,044
	Percent	12.6%	40.8%	20.9%	9.7%	10.4%	5.6%	100.0%
Ohio	Number	785,665	2,679,597	1,668,422	706,860	1,420,139	853,662	8,114,345
	Percent	9.7%	33.0%	20.6%	8.7%	17.5%	10.5%	100.0%

Source: ESRI; Urban Decision Group; Bowen National Research

Noteworthy observations from the preceding table include:

- The Downtown Submarket has the highest percent of residents with "No High School Diploma" (28.8%) and those having no higher education attainment level than "High School Graduate" (44.7%) when compared with the other study areas and Ohio. Additionally, only 8.9% have Associate, Bachelor or Graduate degrees compared to 25.7% in the overall county and 36.7% in Ohio.
- Within the PSA, nearly one-quarter (22.6%) of the population has a college degree of some type. This is slightly lower than the share (26.9%) for the surrounding SSA, but noticeably lower than the share (36.7%) for the state of Ohio.

Population by Educational Attainment (2018)



Population by poverty status is shown in the following table:

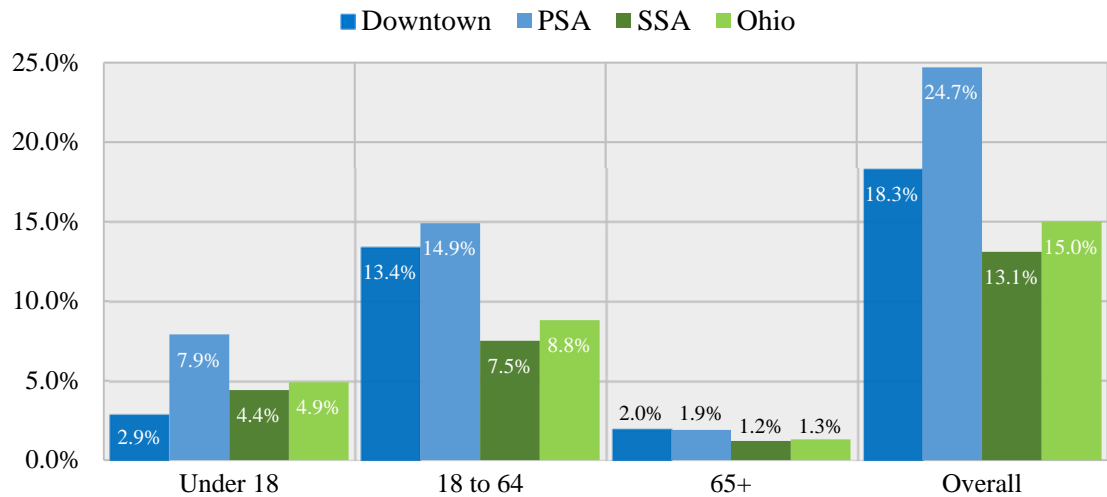
		Population by Poverty Status						Total
		Income below poverty level:			Income at or above poverty level:			
		<18	18 to 64	65+	<18	18 to 64	65+	
Downtown	Number	24	113	17	170	402	115	841
	Percent	2.9%	13.4%	2.0%	20.2%	47.8%	13.7%	100.0%
PSA	Number	1,966	3,720	486	3,716	11,565	3,533	24,986
	Percent	7.9%	14.9%	1.9%	14.9%	46.3%	14.1%	100.0%
SSA	Number	2,574	4,410	721	10,986	30,652	9,241	58,584
	Percent	4.4%	7.5%	1.2%	18.8%	52.3%	15.8%	100.0%
County (PSA & SSA)	Number	4,540	8,130	1,207	14,702	42,217	12,774	83,570
	Percent	5.4%	9.7%	1.4%	17.6%	50.5%	15.3%	100.0%
Ohio	Number	550,914	990,702	142,274	2,030,606	5,941,684	1,632,981	11,289,161
	Percent	4.9%	8.8%	1.3%	18.0%	52.6%	14.5%	100.0%

Source: U.S. Census Bureau, 2013-2017 American Community Survey; Urban Decision Group; Bowen National Research

Noteworthy observations from the preceding table include:

- Of the study areas included in this analysis, the PSA has the highest percentage of residents with incomes below the poverty level (24.7%). Overall, 6,172 people in the PSA live in poverty. One in three (34.6%) children live in poverty within the PSA.
- The Downtown Submarket's poverty level (18.3%), while lower than the PSA (24.7%), is higher than the remaining study areas and Ohio by nearly 10%. Only 13.1% of the surrounding SSA population lives in poverty.

Poverty Rates by Age/Overall (2013-2017)



Population by migration (previous residence one year prior to survey) for years 2013-2017 (five-year average) is shown in the following table:

		Population by Migration					
		Same House	Different House in Same County	Different County In Same State	Different State	Moved from Abroad	Total
Downtown	Number	682	138	39	2	0	861
	Percent	79.2%	16.0%	4.5%	0.2%	0.0%	100.0%
PSA	Number	19,989	4,271	808	113	55	25,236
	Percent	79.2%	16.9%	3.2%	0.4%	0.2%	100.0%
SSA	Number	51,790	5,721	1,581	323	211	59,626
	Percent	86.9%	9.6%	2.7%	0.5%	0.4%	100.0%
County (PSA & SSA)	Number	71,779	9,992	2,389	436	266	84,862
	Percent	84.6%	11.8%	2.8%	0.5%	0.3%	100.0%
Ohio	Number	9,772,568	1,070,560	392,424	195,629	46,086	11,477,267
	Percent	85.1%	9.3%	3.4%	1.7%	0.4%	100.0%

Source: U.S. Census Bureau, 2013-2017 American Community Survey; ESRI; Urban Decision Group; Bowen National Research

Noteworthy observations from the preceding table include:

- The Downtown Submarket and PSA migration percentages are nearly identical in every category. There are no residents who have moved from abroad to the downtown area and only two who have moved downtown from another state.

- One in five (20.8%) people in the Downtown Submarket and PSA have moved to or within these areas, while nearly 80% stayed in the same place. The surrounding SSA is more stable, with only 13.1% of the residents moving within the past year and 86.9% staying in the same home.

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

		Population Densities			
		Year			
		2000	2010	2018	2023
Downtown	Population	780	768	704	688
	Area in Square Miles	0.28	0.28	0.28	0.28
	Density	2,778.8	2,736.0	2,508.0	2,451.0
PSA	Population	26,087	25,487	24,987	24,868
	Area in Square Miles	12.14	12.14	12.14	12.14
	Density	2,148.9	2,099.5	2,058.3	2,048.5
SSA	Population	58,498	60,587	61,248	61,871
	Area in Square Miles	660.44	660.44	660.44	660.44
	Density	88.6	91.7	92.7	93.7
County (PSA & SSA)	Population	84,585	86,074	86,235	86,739
	Area in Square Miles	672.58	672.58	672.58	672.58
	Density	125.8	128.0	128.2	129.0
Ohio	Population	11,353,140	11,536,504	11,772,676	11,919,504
	Area in Square Miles	41,260.90	41,260.90	41,260.90	41,260.90
	Density	275.2	279.6	285.3	288.9

Source: 2000, 2010 Census; ESRI; Urban Decision Group; Bowen National Research

Noteworthy observations from the preceding table include:

- The Downtown Submarket currently has the highest population density (2,508 people per mile) and is projected to retain the highest density in 2023 (2,451 people per mile).
- The decrease or increase in each density number is due to population shifts and not study areas changing in size. While the Downtown Submarket and PSA are predicted to decline through 2023, the SSA and overall county are predicted to increase.

C. Household Characteristics

Households by numbers and percent change (growth or decline) for selected years are shown in the following table:

	Total Households									
	2000 Census	2010 Census	Change 2000-2010		2018 Estimated	Change 2010-2018		2023 Projected	Change 2018-2023	
			#	%		#	%		#	%
Downtown	308	297	-11	-3.6%	279	-18	-6.1%	272	-7	-2.5%
PSA	10,815	10,864	49	0.5%	10,765	-99	-0.9%	10,757	-8	-0.1%
SSA	21,703	23,407	1,704	7.9%	23,875	468	2.0%	24,187	312	1.3%
County (PSA & SSA)	32,518	34,271	1,753	5.4%	34,640	369	1.1%	34,944	304	0.9%
Ohio	4,445,408	4,603,435	158,027	3.6%	4,711,465	108,030	2.3%	4,776,601	65,136	1.4%

Source: 2000, 2010 Census; ESRI; Urban Decision Group; Bowen National Research

Noteworthy observations from the preceding table include:

- The Downtown Submarket leads all study areas and Ohio in the decline in the number of households from 2000 to 2010 (-3.6%); 2010 to 2018 (-6.1%) and projected for 2018 to 2023 (-2.5%). In total, the Downtown Submarket has lost 29 households since 2000, representing an overall decline of 9.4%.
- The PSA saw minor growth in the number of households from 2000 to 2010 (0.5%) followed by minor decline from 2010 to 2018 (-0.9%). The PSA is projected to experience virtually no change in the number of households from 2018 to 2023, losing a projected eight households, or 0.1%.
- The surrounding SSA experienced positive household growth between 2000 and 2010 and between 2010 and 2018. Overall, the SSA has added 2,172 households since 2000. The household growth rate (10.0%) of the SSA is nearly double the growth rate (6.0%) of the state since 2000.

Household Trends (2010-2023)



Household heads by age cohorts for selected years are shown in the following table:

		Household Heads by Age						
		<25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
Downtown	2010	16 (5.4%)	44 (14.8%)	45 (15.2%)	58 (19.5%)	63 (21.2%)	35 (11.8%)	36 (12.1%)
	2018	19 (6.8%)	47 (16.8%)	44 (15.8%)	47 (16.8%)	51 (18.3%)	46 (16.5%)	25 (9.0%)
	2023	19 (7.0%)	41 (15.1%)	44 (16.2%)	44 (16.2%)	47 (17.3%)	46 (16.9%)	31 (11.4%)
	Change 2018-2023	0 (0.0%)	-6 (-12.8%)	0 (0.0%)	-3 (-6.4%)	-4 (-7.8%)	0 (0.0%)	6 (24.0%)
PSA	2010	689 (6.3%)	1,604 (14.8%)	1,737 (16.0%)	2,045 (18.8%)	2,020 (18.6%)	1,333 (12.3%)	1,436 (13.2%)
	2018	677 (6.3%)	1,638 (15.2%)	1,588 (14.8%)	1,720 (16.0%)	2,003 (18.6%)	1,670 (15.5%)	1,469 (13.6%)
	2023	613 (5.7%)	1,632 (15.2%)	1,592 (14.8%)	1,615 (15.0%)	1,909 (17.7%)	1,811 (16.8%)	1,585 (14.7%)
	Change 2018-2023	-64 (-9.5%)	-6 (-0.4%)	4 (0.3%)	-105 (-6.1%)	-94 (-4.7%)	141 (8.4%)	116 (7.9%)
SSA	2010	900 (3.8%)	2,948 (12.6%)	4,100 (17.5%)	5,053 (21.6%)	4,450 (19.0%)	3,141 (13.4%)	2,815 (12.0%)
	2018	738 (3.1%)	3,132 (13.1%)	3,629 (15.2%)	4,249 (17.8%)	5,033 (21.1%)	4,030 (16.9%)	3,064 (12.8%)
	2023	644 (2.7%)	3,066 (12.7%)	3,701 (15.3%)	3,917 (16.2%)	4,723 (19.5%)	4,570 (18.9%)	3,566 (14.7%)
	Change 2018-2023	-94 (-12.7%)	-66 (-2.1%)	72 (2.0%)	-332 (-7.8%)	-310 (-6.2%)	540 (13.4%)	502 (16.4%)
County (PSA & SSA)	2010	1,587 (4.6%)	4,553 (13.3%)	5,835 (17.0%)	7,104 (20.7%)	6,469 (18.9%)	4,474 (13.1%)	4,249 (12.4%)
	2018	1,415 (4.1%)	4,770 (13.8%)	5,217 (15.1%)	5,969 (17.2%)	7,036 (20.3%)	5,700 (16.5%)	4,533 (13.1%)
	2023	1,257 (3.6%)	4,698 (13.4%)	5,293 (15.1%)	5,532 (15.8%)	6,632 (19.0%)	6,381 (18.3%)	5,151 (14.7%)
	Change 2018-2023	-158 (-11.2%)	-72 (-1.5%)	76 (1.5%)	-437 (-7.3%)	-404 (-5.7%)	681 (11.9%)	618 (13.6%)

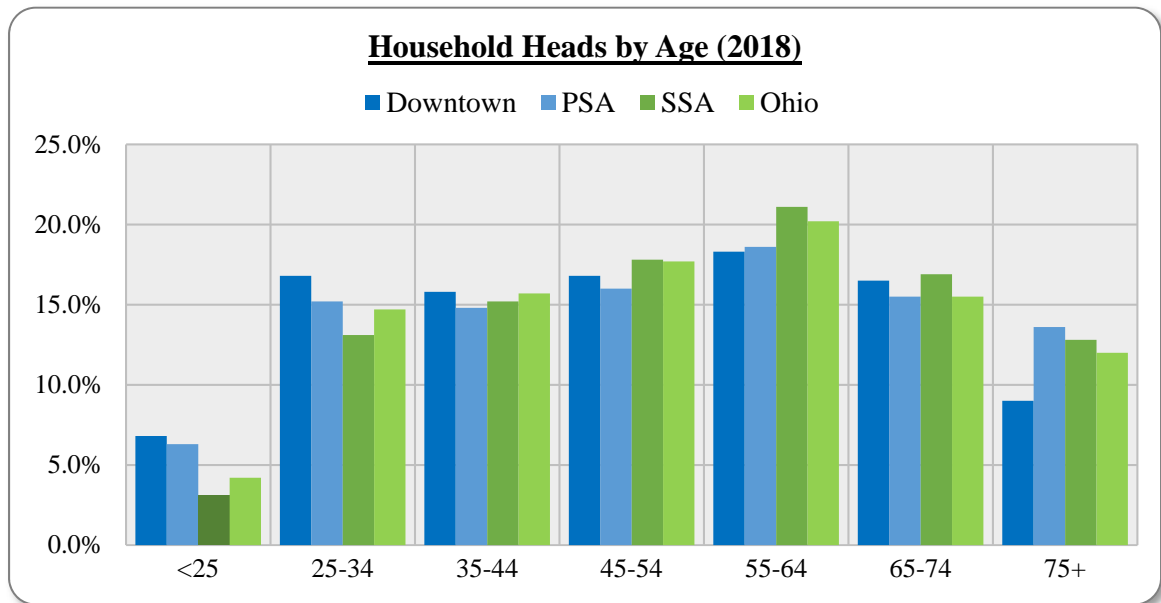
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		Household Heads by Age						
		<25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
Ohio	2010	216,123 (4.7%)	669,041 (14.5%)	795,397 (17.3%)	984,279 (21.4%)	870,285 (18.9%)	542,408 (11.8%)	525,902 (11.4%)
	2018	197,731 (4.2%)	693,580 (14.7%)	740,242 (15.7%)	835,380 (17.7%)	950,916 (20.2%)	729,716 (15.5%)	563,900 (12.0%)
	2023	192,298 (4.0%)	687,891 (14.4%)	762,818 (16.0%)	772,080 (16.2%)	896,922 (18.8%)	822,003 (17.2%)	642,589 (13.5%)
	Change 2018-2023	-5,433 (-2.7%)	-5,689 (-0.8%)	22,576 (3.0%)	-63,300 (-7.6%)	-53,994 (-5.7%)	92,287 (12.6%)	78,689 (14.0%)

Source: 2000, 2010 Census; ESRI; Urban Decision Group; Bowen National Research

Noteworthy observations from the preceding table include:

- The Downtown Submarket 's largest age cohort for head of household is the 55 to 64 group, which represents 18.3% of all households. The PSA's and SSA's largest age cohort is also the 55 to 64 group (18.6% in the PSA and 21.1% in the SSA). This is projected to remain the largest cohort in 2023 for both the PSA and SSA.
- It is projected between 2018 and 2023 that virtually all household growth within both the PSA and SSA will be among households ages 65 and older. During this time, it is projected that the number of households age 65 and older in the PSA will increase by 257 (8.2%) and the SSA will increase by 1,042 (12.8%) during this time.



Households by tenure for selected years are shown in the following table:

		Households by Tenure							
		2000		2010		2018		2023	
Household Type		Number	Percent	Number	Percent	Number	Percent	Number	Percent
Downtown	Owner-Occupied	146	47.4%	169	56.9%	104	37.3%	106	39.0%
	Renter-Occupied	162	52.6%	128	43.1%	175	62.7%	166	61.0%
	Total	308	100.0%	297	100.0%	279	100.0%	272	100.0%
PSA	Owner-Occupied	6,204	57.4%	5,980	55.0%	5,143	47.8%	5,235	48.7%
	Renter-Occupied	4,611	42.6%	4,884	45.0%	5,622	52.2%	5,523	51.3%
	Total	10,815	100.0%	10,864	100.0%	10,765	100.0%	10,758	100.0%
SSA	Owner-Occupied	17,690	81.5%	17,732	75.8%	17,989	75.3%	18,416	76.1%
	Renter-Occupied	4,013	18.5%	5,675	24.2%	5,886	24.7%	5,770	23.9%
	Total	21,703	100.0%	23,407	100.0%	23,875	100.0%	24,186	100.0%
County (PSA & SSA)	Owner-Occupied	23,894	73.5%	23,712	69.2%	23,132	66.8%	23,651	67.7%
	Renter-Occupied	8,624	26.5%	10,559	30.8%	11,508	33.2%	11,293	32.3%
	Total	32,518	100.0%	34,271	100.0%	34,640	100.0%	34,944	100.0%
Ohio	Owner-Occupied	3,072,512	69.1%	3,111,054	67.6%	3,046,538	64.7%	3,115,403	65.2%
	Renter-Occupied	1,372,896	30.9%	1,492,381	32.4%	1,664,927	35.3%	1,661,198	34.8%
	Total	4,445,408	100.0%	4,603,435	100.0%	4,711,465	100.0%	4,776,601	100.0%

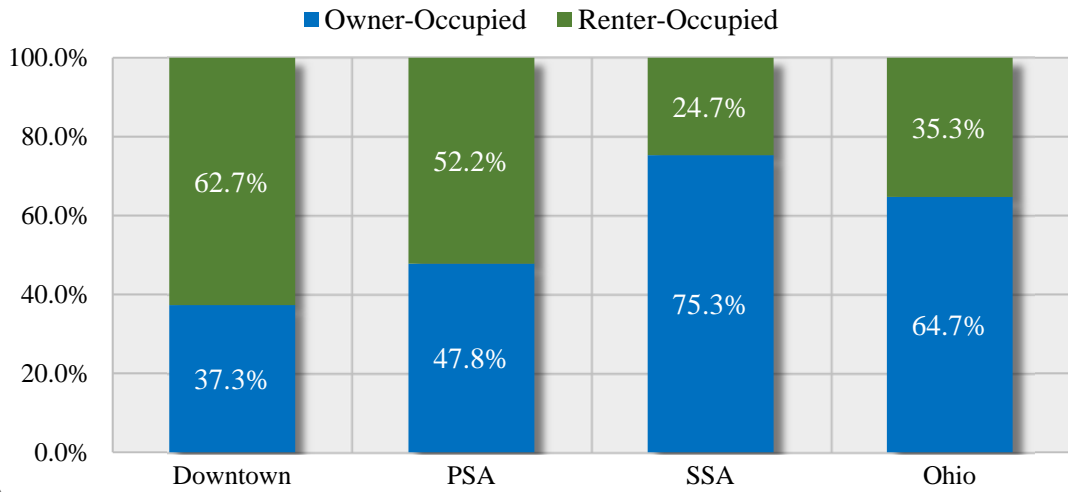
Source: 2000 Census; 2010 Census; ESRI; Urban Decision Group; Bowen National Research

Noteworthy observations from the preceding table include:

- The Downtown Submarket saw owner-occupied households shift from 56.9% in 2010 to 37.3% in 2018, experiencing a decline of 65 households. The number of owner-occupied households is expected to increase slightly (two households) between 2018 and 2023, while the number of renter-occupied households is projected to decline by nine during this time.
- A slight majority (52.2%) of households in the PSA in 2018 are renters, with just under one-half (47.8%) of all households consisting of owners. The SSA is dominated by homeowners, with three-fourths (75.2%) of households comprised of owners, while only 24.7% are renter households.
- It is projected between 2018 and 2023 that the PSA will experience an increase of 92 owner-occupied households and a decline of 99 renter households. The surrounding SSA is expected to experience similar trends, with a projected increase of 427 owner-occupied households and a decline of 116 renter-occupied households.

It is important to point out that the projected renter- and owner-occupied changes assume that no significant changes to public policy or incentives are put into place to alter development trends.

Households by Tenure (2018)



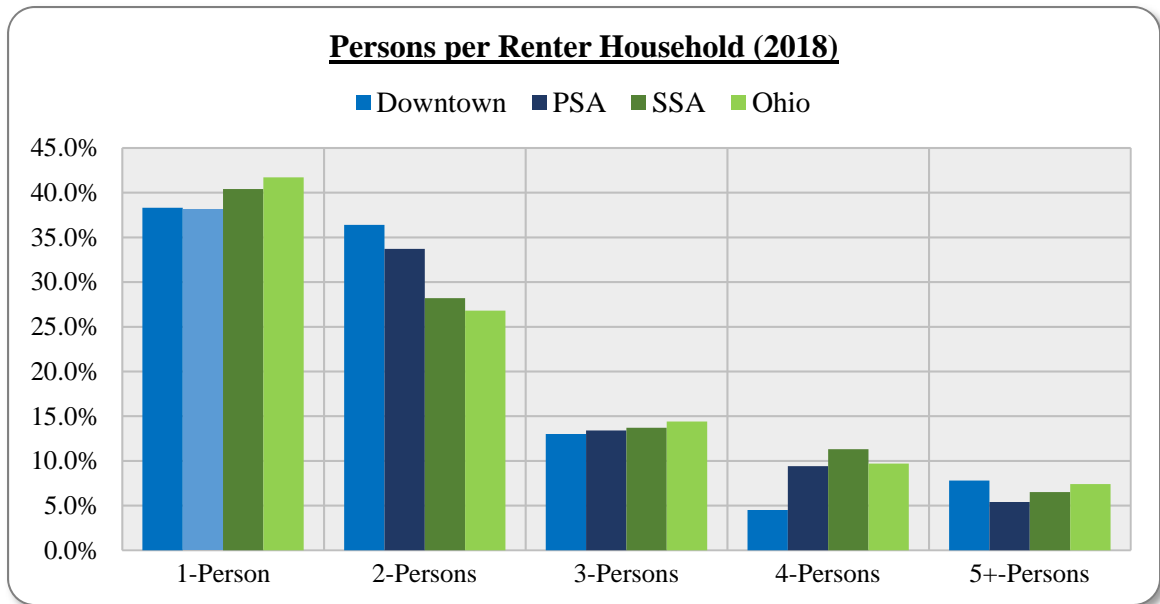
Renter households by size for selected years are shown in the following table:

		Persons Per Renter Household					Total	Average H.H. Size
		1-Person	2-Person	3-Person	4-Person	5-Person		
Downtown	2010	61 (47.4%)	13 (10.4%)	13 (10.4%)	24 (18.5%)	17 (13.3%)	128 (100.0%)	2.40
	2018	67 (38.3%)	64 (36.4%)	23 (13.0%)	8 (4.5%)	14 (7.8%)	175 (100.0%)	2.07
	2023	51 (30.8%)	79 (47.5%)	19 (11.5%)	5 (3.2%)	12 (6.9%)	166 (100.0%)	2.08
PSA	2010	2,019 (41.3%)	1,215 (24.9%)	676 (13.8%)	588 (12.0%)	386 (7.9%)	4,884 (100.0%)	2.20
	2018	2,140 (38.1%)	1,896 (33.7%)	752 (13.4%)	531 (9.4%)	304 (5.4%)	5,622 (100.0%)	2.10
	2023	2,047 (37.1%)	1,978 (35.8%)	726 (13.1%)	493 (8.9%)	280 (5.1%)	5,523 (100.0%)	2.09
SSA	2010	2,059 (36.3%)	1,386 (24.4%)	976 (17.2%)	721 (12.7%)	534 (9.4%)	5,675 (100.0%)	2.35
	2018	2,376 (40.4%)	1,657 (28.2%)	808 (13.7%)	663 (11.3%)	383 (6.5%)	5,886 (100.0%)	2.15
	2023	2,369 (41.1%)	1,665 (28.8%)	754 (13.1%)	631 (10.9%)	352 (6.1%)	5,770 (100.0%)	2.12
County (PSA & SSA)	2010	4,083 (38.7%)	2,602 (24.6%)	1,648 (15.6%)	1,307 (12.4%)	919 (8.7%)	10,559 (100.0%)	2.28
	2018	4,521 (39.3%)	3,539 (30.7%)	1,560 (13.6%)	1,198 (10.4%)	689 (6.0%)	11,508 (100.0%)	2.13
	2023	4,424 (39.2%)	3,627 (32.1%)	1,480 (13.1%)	1,129 (10.0%)	632 (5.6%)	11,293 (100.0%)	2.11
Ohio	2010	629,337 (42.2%)	385,930 (25.9%)	218,485 (14.6%)	145,806 (9.8%)	112,824 (7.6%)	1,492,381 (100.0%)	2.15
	2018	695,107 (41.7%)	445,867 (26.8%)	239,916 (14.4%)	160,998 (9.7%)	123,038 (7.4%)	1,664,927 (100.0%)	2.14
	2023	692,066 (41.7%)	448,009 (27.0%)	238,627 (14.4%)	160,229 (9.6%)	122,267 (7.4%)	1,661,198 (100.0%)	2.14

Source: 2000, 2010 Census; ESRI; Urban Decision Group;

Noteworthy observations from the preceding table include:

- Nearly three-fourths (74.7%) of the renter households in the Downtown Submarket were either one- or two-person households in 2018. This share is expected to increase slightly though 2023.
- One- and two-person renter households represented 71.8% of all renter households in the PSA in 2018. Two-person households are the only segment expected to increase between 2018 and 2023. The distribution of renter households by size for the surrounding SSA is very similar to the PSA, as are projected changes.



Owner households by size for selected years are shown on the following table:

		Persons Per Owner Household					Total	Average H.H. Size
		1-Person	2-Person	3-Person	4-Person	5-Person		
Downtown	2010	46 (27.3%)	72 (42.4%)	24 (13.9%)	15 (9.1%)	12 (7.3%)	169 (100.0%)	2.27
	2018	28 (26.6%)	27 (26.0%)	20 (18.9%)	15 (14.2%)	15 (14.2%)	104 (100.0%)	2.63
	2023	27 (25.1%)	24 (22.8%)	20 (19.3%)	16 (15.0%)	19 (17.8%)	106 (100.0%)	2.78
PSA	2010	1,644 (27.5%)	2,390 (40.0%)	871 (14.6%)	633 (10.6%)	441 (7.4%)	5,980 (100.0%)	2.30
	2018	1,472 (28.6%)	1,932 (37.6%)	799 (15.5%)	613 (11.9%)	328 (6.4%)	5,143 (100.0%)	2.30
	2023	1,507 (28.8%)	1,937 (37.0%)	823 (15.7%)	638 (12.2%)	330 (6.3%)	5,235 (100.0%)	2.30

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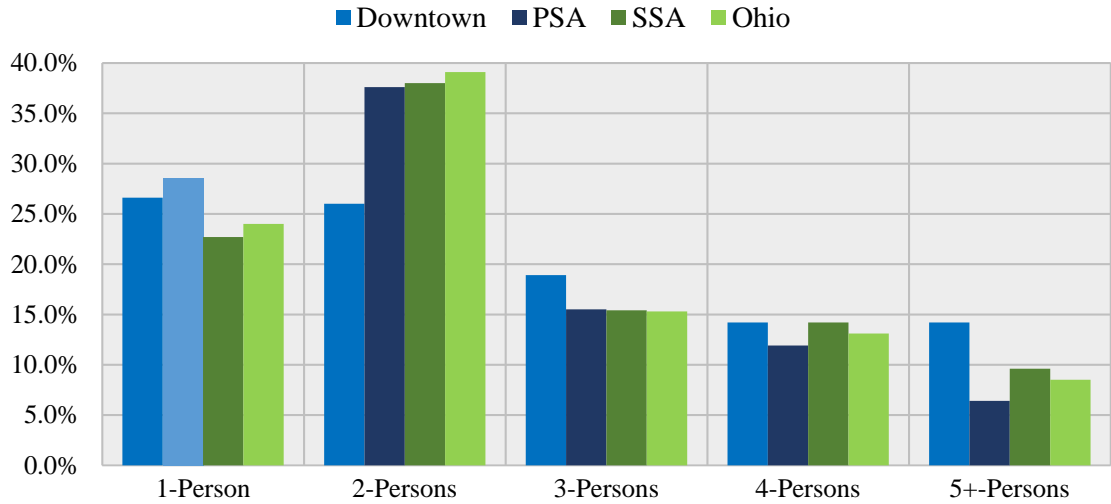
		Persons Per Owner Household						Average H.H. Size
		1-Person	2-Person	3-Person	4-Person	5-Person	Total	
SSA	2010	3,389 (19.1%)	7,666 (43.2%)	2,497 (14.1%)	2,646 (14.9%)	1,536 (8.7%)	17,732 (100.0%)	2.51
	2018	4,089 (22.7%)	6,843 (38.0%)	2,774 (15.4%)	2,562 (14.2%)	1,722 (9.6%)	17,989 (100.0%)	2.50
	2023	4,326 (23.5%)	6,817 (37.0%)	2,882 (15.7%)	2,589 (14.1%)	1,802 (9.8%)	18,416 (100.0%)	2.50
County (PSA & SSA)	2010	5,003 (21.1%)	10,068 (42.5%)	3,367 (14.2%)	3,294 (13.9%)	1,980 (8.3%)	23,712 (100.0%)	2.46
	2018	5,603 (24.2%)	8,772 (37.9%)	3,574 (15.4%)	3,158 (13.6%)	2,026 (8.8%)	23,132 (100.0%)	2.45
	2023	5,882 (24.9%)	8,757 (37.0%)	3,709 (15.7%)	3,209 (13.6%)	2,094 (8.9%)	23,651 (100.0%)	2.45
Ohio	2010	729,542 (23.5%)	1,197,134 (38.5%)	489,369 (15.7%)	425,281 (13.7%)	269,728 (8.7%)	3,111,054 (100.0%)	2.46
	2018	731,169 (24.0%)	1,190,282 (39.1%)	467,339 (15.3%)	399,706 (13.1%)	258,042 (8.5%)	3,046,538 (100.0%)	2.43
	2023	751,024 (24.1%)	1,221,002 (39.2%)	475,404 (15.3%)	405,285 (13.0%)	262,687 (8.4%)	3,115,403 (100.0%)	2.42

Source: 2000, 2010 Census; ESRI; Urban Decision Group;

Noteworthy observations from the preceding table include:

- The average Downtown Submarket owner-occupied household size has increased from 2.27 persons in 2010 to 2.63 persons in 2018. This increase is expected to continue with an average of 2.78 persons in 2023.
- The PSA average owner-occupied household size was 2.30 persons per household in 2010 and 2018, and is projected to be the same in 2023. The greatest increase in owner-occupied household sizes is projected to occur among three- and four-person households, which are expected to increase by 24 and 25 households, respectively. Household sizes among homeowners in the PSA and SSA are very similar to each other.

Persons per Owner Household (2018)



The distribution of households by income is illustrated below:

		Households by Income							
		<\$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$99,999	\$100,000+
Downtown	2010	55 (18.5%)	90 (30.3%)	73 (24.6%)	31 (10.4%)	19 (6.4%)	17 (5.7%)	11 (3.7%)	1 (0.3%)
	2018	38 (13.6%)	77 (27.6%)	31 (11.1%)	29 (10.4%)	29 (10.4%)	21 (7.5%)	35 (12.5%)	19 (6.8%)
	2023	53 (19.5%)	75 (27.6%)	19 (7.0%)	24 (8.8%)	22 (8.1%)	16 (5.9%)	40 (14.7%)	23 (8.5%)
	Change 2018-2023	15 (39.5%)	-2 (-2.6%)	-12 (-38.7%)	-5 (-17.2%)	-7 (-24.1%)	-5 (-23.8%)	5 (14.3%)	4 (21.1%)
PSA	2010	1,546 (14.2%)	2,491 (22.9%)	1,720 (15.8%)	1,225 (11.3%)	1,039 (9.6%)	735 (6.8%)	1,396 (12.8%)	712 (6.6%)
	2018	1,259 (11.7%)	2,171 (20.2%)	1,499 (13.9%)	1,152 (10.7%)	1,179 (11.0%)	786 (7.3%)	1,782 (16.6%)	937 (8.7%)
	2023	1,141 (10.6%)	1,985 (18.5%)	1,408 (13.1%)	1,122 (10.4%)	1,237 (11.5%)	849 (7.9%)	1,932 (18.0%)	1,084 (10.1%)
	Change 2018-2023	-118 (-9.4%)	-186 (-8.6%)	-91 (-6.1%)	-30 (-2.6%)	58 (4.9%)	63 (8.0%)	150 (8.4%)	147 (15.7%)
SSA	2010	1,655 (7.1%)	3,884 (16.6%)	3,063 (13.1%)	2,747 (11.7%)	2,524 (10.8%)	2,264 (9.7%)	4,653 (19.9%)	2,617 (11.2%)
	2018	1,197 (5.0%)	2,398 (10.0%)	2,692 (11.3%)	2,608 (10.9%)	2,450 (10.3%)	2,231 (9.3%)	5,745 (24.1%)	4,554 (19.1%)
	2023	1,100 (4.5%)	2,152 (8.9%)	2,528 (10.5%)	2,445 (10.1%)	2,551 (10.5%)	2,266 (9.4%)	5,964 (24.7%)	5,180 (21.4%)
	Change 2018-2023	-97 (-8.1%)	-246 (-10.3%)	-164 (-6.1%)	-163 (-6.3%)	101 (4.1%)	35 (1.6%)	219 (3.8%)	626 (13.7%)

(Continued)

		Households by Income							
		<\$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$99,999	\$100,000+
County (PSA & SSA)	2010	3,080 (9.0%)	6,301 (18.4%)	4,799 (14.0%)	3,976 (11.6%)	3,612 (10.5%)	3,024 (8.8%)	6,106 (17.8%)	3,373 (9.8%)
	2018	2,444 (7.1%)	4,589 (13.2%)	4,183 (12.1%)	3,768 (10.9%)	3,609 (10.4%)	3,019 (8.7%)	7,525 (21.7%)	5,503 (15.9%)
	2023	2,219 (6.4%)	4,090 (11.7%)	3,887 (11.1%)	3,483 (10.0%)	3,701 (10.6%)	3,175 (9.1%)	8,014 (22.9%)	6,375 (18.2%)
	Change 2018-2023	-225 (-9.2%)	-499 (-10.9%)	-296 (-7.1%)	-285 (-7.6%)	92 (2.5%)	156 (5.2%)	489 (6.5%)	872 (15.8%)
Ohio	2010	402,001 (8.7%)	581,784 (12.6%)	541,132 (11.8%)	516,062 (11.2%)	467,234 (10.1%)	394,242 (8.6%)	988,585 (21.5%)	712,395 (15.5%)
	2018	340,318 (7.2%)	481,151 (10.2%)	472,773 (10.0%)	463,563 (9.8%)	426,310 (9.0%)	392,412 (8.3%)	1,090,961 (23.2%)	1,043,977 (22.2%)
	2023	311,900 (6.5%)	441,691 (9.2%)	438,685 (9.2%)	441,738 (9.2%)	427,628 (9.0%)	403,044 (8.4%)	1,162,297 (24.3%)	1,149,618 (24.1%)
	Change 2018-2023	-28,418 (-8.4%)	-39,460 (-8.2%)	-34,088 (-7.2%)	-21,825 (-4.7%)	1,318 (0.3%)	10,632 (2.7%)	71,336 (6.5%)	105,641 (10.1%)

Source: 2000 Census; 2010 Census; ESRI; Urban Decision Group; Bowen National Research

Noteworthy observations from the preceding table include:

- The Downtown Submarket is projected to see an increase of 39.5% from 2018 to 2023 in the number of households with income \$10,000 or lower while all other study areas will see decreases between 8% and 9%. It should be pointed out, however, that the projected increase in the lowest income households in the Downtown Submarket is the result of just 15 new households.
- Generally, the PSA 2018-2023 projections indicate increases of 4% to 15% for household income segments starting at \$40,000, while household incomes at \$39,999 and less are expected to decrease 2% to 9% in that same period.
- Households with incomes of \$100,000 or more in all study areas are projected to have growth rates that exceed the state averages for the first time since 2010.

Median household income for selected years is shown in the following table:

	Median Household Income				
	2010 Census	2018 Estimated	% Change 2010-2018	2023 Projected	% Change 2018-2023
Downtown	\$20,479	\$27,903	36.2%	\$24,211	-13.2%
PSA	\$28,110	\$33,937	20.7%	\$37,531	10.6%
SSA	\$41,405	\$52,656	27.2%	\$55,812	6.0%
County (PSA & SSA)	\$37,433	\$46,473	24.1%	\$50,290	8.2%
Ohio	\$45,580	\$54,373	19.3%	\$58,105	6.9%

Source: 2000, 2010 Census; ESRI; Urban Decision Group; Bowen National Research

Noteworthy observations from the preceding table include:

- The Downtown Submarket’s median household income is expected to decrease from \$27,903 in 2018 to \$24,211 in 2023. This decrease can be attributed to the household income data shown in the previous table in which it was noted that the number of households reporting incomes \$10,000 and under is expected to increase by 39.5%
- Although it will be lower than the SSA and Ohio average, the PSA median household income is expected to increase from \$33,937 in 2018 to \$37,531 in 2023.

The distribution of *renter* households by income is illustrated below:

		Renter Households by Income							
		<\$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$99,999	\$100,000+
Downtown	2010	37 (29.2%)	50 (39.1%)	25 (19.2%)	8 (6.2%)	4 (3.1%)	3 (2.0%)	2 (1.2%)	0 (0.1%)
	2018	28 (15.8%)	60 (34.3%)	25 (14.5%)	20 (11.5%)	17 (10.0%)	9 (5.1%)	13 (7.4%)	2 (1.3%)
	2023	31 (18.9%)	60 (36.0%)	17 (10.1%)	18 (11.1%)	15 (8.9%)	8 (4.6%)	16 (9.5%)	1 (0.9%)
	Change 2018-2023	4 (13.2%)	0 (-0.5%)	-9 (-33.7%)	-2 (-8.9%)	-3 (-15.7%)	-1 (-15.0%)	3 (22.3%)	-1 (-34.4%)
PSA	2010	1,177 (24.1%)	1,590 (32.6%)	820 (16.8%)	449 (9.2%)	297 (6.1%)	194 (4.0%)	278 (5.7%)	78 (1.6%)
	2018	994 (17.7%)	1,572 (28.0%)	981 (17.5%)	651 (11.6%)	553 (9.8%)	262 (4.7%)	474 (8.4%)	134 (2.4%)
	2023	864 (15.6%)	1,431 (25.9%)	975 (17.7%)	702 (12.7%)	638 (11.6%)	264 (4.8%)	509 (9.2%)	141 (2.5%)
	Change 2018-2023	-131 (-13.2%)	-141 (-9.0%)	-6 (-0.7%)	51 (7.8%)	85 (15.3%)	2 (0.8%)	35 (7.3%)	7 (5.1%)
SSA	2010	801 (14.1%)	1,631 (28.7%)	909 (16.0%)	669 (11.8%)	649 (11.4%)	350 (6.2%)	524 (9.2%)	144 (2.5%)
	2018	661 (11.2%)	1,201 (20.4%)	1,144 (19.4%)	812 (13.8%)	567 (9.6%)	364 (6.2%)	771 (13.1%)	365 (6.2%)
	2023	604 (10.5%)	1,091 (18.9%)	1,186 (20.6%)	813 (14.1%)	483 (8.4%)	331 (5.7%)	800 (13.9%)	461 (8.0%)
	Change 2018-2023	-56 (-8.5%)	-111 (-9.2%)	42 (3.7%)	1 (0.1%)	-84 (-14.7%)	-33 (-9.1%)	29 (3.7%)	96 (26.4%)
County (PSA & SSA)	2010	1,874 (17.7%)	3,243 (30.7%)	1,754 (16.6%)	1,134 (10.7%)	969 (9.2%)	549 (5.2%)	812 (7.7%)	224 (2.1%)
	2018	1,622 (14.1%)	2,746 (23.9%)	2,135 (18.6%)	1,475 (12.8%)	1,078 (9.4%)	650 (5.6%)	1,287 (11.2%)	515 (4.5%)
	2023	1,453 (12.9%)	2,474 (21.9%)	2,163 (19.2%)	1,477 (13.1%)	1,034 (9.2%)	654 (5.8%)	1,413 (12.5%)	624 (5.5%)
	Change 2018-2023	-169 (-10.4%)	-272 (-9.9%)	28 (1.3%)	2 (0.1%)	-43 (-4.0%)	4 (0.6%)	126 (9.8%)	110 (21.3%)

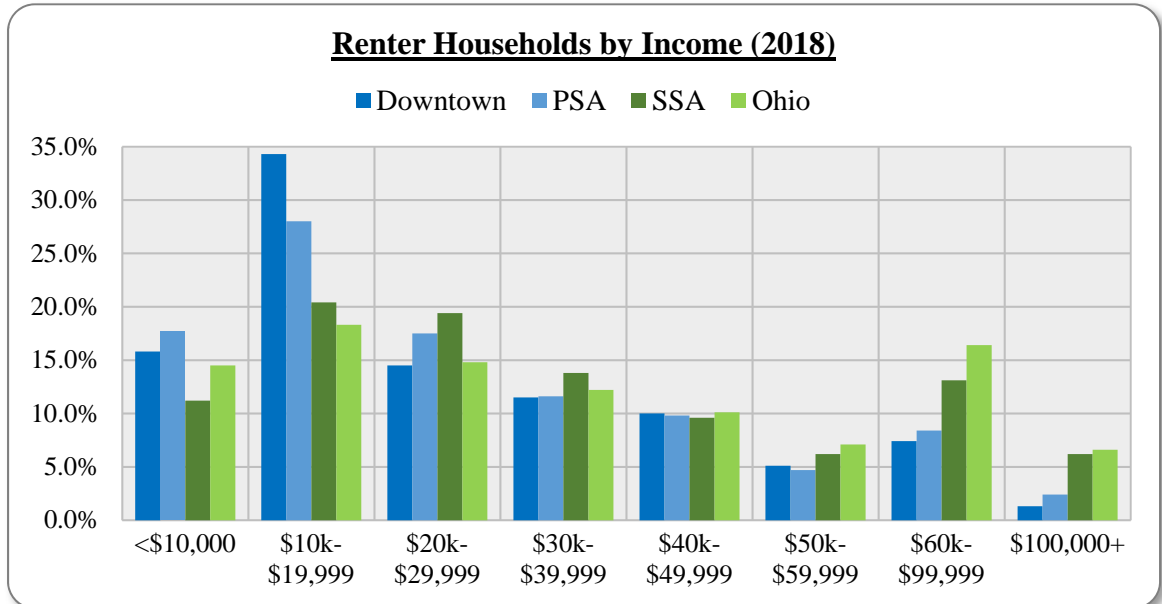
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		Renter Households by Income							
		<\$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$99,999	\$100,000+
Ohio	2010	270,123 (18.1%)	338,008 (22.6%)	242,617 (16.3%)	187,206 (12.5%)	148,489 (9.9%)	85,216 (5.7%)	172,538 (11.6%)	48,185 (3.2%)
	2018	240,724 (14.5%)	304,132 (18.3%)	245,801 (14.8%)	203,281 (12.2%)	168,081 (10.1%)	118,945 (7.1%)	273,709 (16.4%)	110,255 (6.6%)
	2023	214,353 (12.9%)	272,485 (16.4%)	225,734 (13.6%)	193,507 (11.6%)	169,649 (10.2%)	129,940 (7.8%)	316,764 (19.1%)	138,767 (8.4%)
	Change 2018-2023	-26,370 (-11.0%)	-31,647 (-10.4%)	-20,067 (-8.2%)	-9,774 (-4.8%)	1,568 (0.9%)	10,995 (9.2%)	43,055 (15.7%)	28,512 (25.9%)

Source: 2000 Census; 2010 Census; ESRI; Urban Decision Group; Bowen National Research

Noteworthy observations from the preceding table include:

- Within the Downtown Submarket, the number of households reporting a \$10,000 or under income will increase by 13.2% between 2018 and 2023. Each income cohort of \$20,000 and above is projected to decrease, with the exception of the \$60,000 to \$99,999 cohort.
- Between 2018 and 2023, the number of households within the PSA with an income of \$29,999 or less will decrease an average of 7.6%, while the number of households with an income of \$30,000 and above will increase an average of 7.3%.



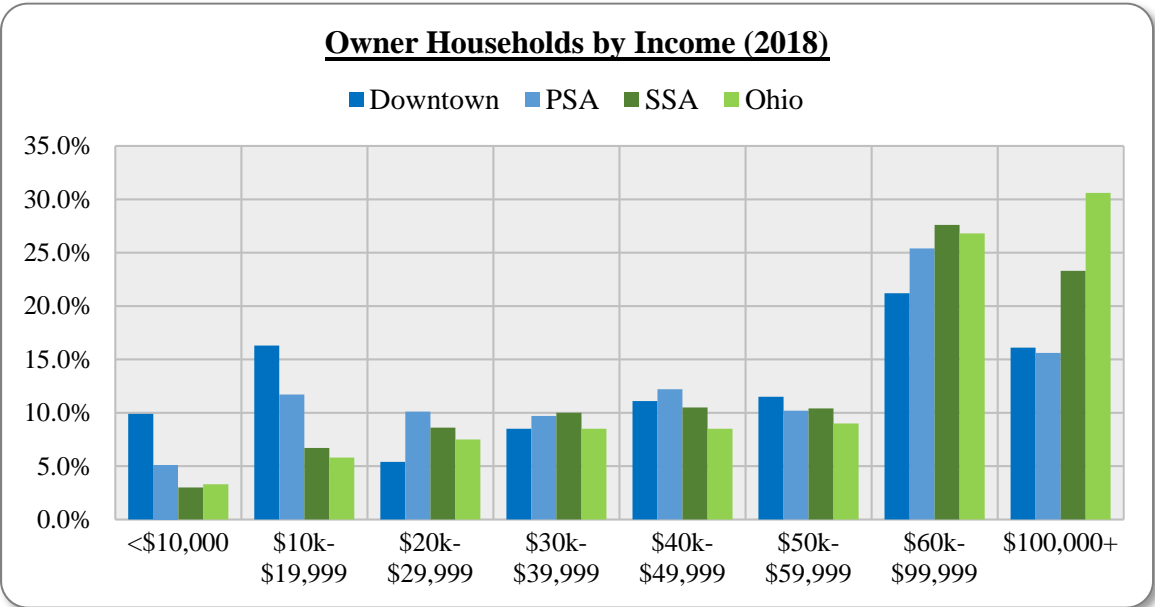
The distribution of *owner* households by income is included below:

		Owner Households by Income							
		<\$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$99,999	\$100,000+
Downtown	2010	18 (10.5%)	40 (23.7%)	48 (28.7%)	23 (13.6%)	15 (8.9%)	14 (8.6%)	9 (5.6%)	1 (0.5%)
	2018	10 (9.9%)	17 (16.3%)	6 (5.4%)	9 (8.5%)	12 (11.1%)	12 (11.5%)	22 (21.2%)	17 (16.1%)
	2023	22 (20.4%)	15 (14.4%)	2 (2.0%)	6 (5.3%)	7 (6.9%)	8 (7.9%)	24 (22.8%)	22 (20.3%)
	Change 2018-2023	11 (110.2%)	-2 (-9.9%)	-3 (-61.3%)	-3 (-36.3%)	-4 (-36.9%)	-4 (-30.4%)	2 (9.6%)	5 (28.4%)
PSA	2010	369 (6.2%)	901 (15.1%)	900 (15.1%)	776 (13.0%)	742 (12.4%)	541 (9.0%)	1,118 (18.7%)	634 (10.6%)
	2018	265 (5.1%)	599 (11.7%)	518 (10.1%)	501 (9.7%)	626 (12.2%)	524 (10.2%)	1,308 (25.4%)	803 (15.6%)
	2023	277 (5.3%)	554 (10.6%)	433 (8.3%)	420 (8.0%)	599 (11.4%)	585 (11.2%)	1,423 (27.2%)	943 (18.0%)
	Change 2018-2023	13 (4.8%)	-45 (-7.5%)	-85 (-16.3%)	-81 (-16.1%)	-27 (-4.3%)	61 (11.6%)	115 (8.8%)	140 (17.5%)
SSA	2010	854 (4.8%)	2,253 (12.7%)	2,154 (12.1%)	2,078 (11.7%)	1,875 (10.6%)	1,914 (10.8%)	4,129 (23.3%)	2,473 (13.9%)
	2018	536 (3.0%)	1,197 (6.7%)	1,548 (8.6%)	1,796 (10.0%)	1,883 (10.5%)	1,867 (10.4%)	4,974 (27.6%)	4,189 (23.3%)
	2023	496 (2.7%)	1,061 (5.8%)	1,342 (7.3%)	1,632 (8.9%)	2,068 (11.2%)	1,935 (10.5%)	5,164 (28.0%)	4,719 (25.6%)
	Change 2018-2023	-41 (-7.6%)	-135 (-11.3%)	-206 (-13.3%)	-164 (-9.1%)	185 (9.8%)	68 (3.7%)	190 (3.8%)	530 (12.6%)
County (PSA & SSA)	2010	1,206 (5.1%)	3,058 (12.9%)	3,045 (12.8%)	2,842 (12.0%)	2,643 (11.1%)	2,475 (10.4%)	5,294 (22.3%)	3,149 (13.3%)
	2018	822 (3.6%)	1,843 (8.0%)	2,048 (8.9%)	2,293 (9.9%)	2,531 (10.9%)	2,369 (10.2%)	6,238 (27.0%)	4,988 (21.6%)
	2023	766 (3.2%)	1,616 (6.8%)	1,724 (7.3%)	2,006 (8.5%)	2,667 (11.3%)	2,521 (10.7%)	6,601 (27.9%)	5,751 (24.3%)
	Change 2018-2023	-56 (-6.8%)	-227 (-12.3%)	-324 (-15.8%)	-287 (-12.5%)	135 (5.3%)	152 (6.4%)	363 (5.8%)	762 (15.3%)
Ohio	2010	131,878 (4.2%)	243,776 (7.8%)	298,515 (9.6%)	328,856 (10.6%)	318,745 (10.2%)	309,026 (9.9%)	816,047 (26.2%)	664,210 (21.4%)
	2018	99,594 (3.3%)	177,019 (5.8%)	226,972 (7.5%)	260,282 (8.5%)	258,229 (8.5%)	273,467 (9.0%)	817,252 (26.8%)	933,722 (30.6%)
	2023	97,547 (3.1%)	169,206 (5.4%)	212,951 (6.8%)	248,231 (8.0%)	257,979 (8.3%)	273,104 (8.8%)	845,533 (27.1%)	1,010,851 (32.4%)
	Change 2018-2023	-2,048 (-2.1%)	-7,813 (-4.4%)	-14,021 (-6.2%)	-12,051 (-4.6%)	-250 (-0.1%)	-363 (-0.1%)	28,281 (3.5%)	77,129 (8.3%)

Source: 2000 Census; 2010 Census; ESRI; Urban Decision Group; Bowen National Research

Noteworthy observations from the preceding table include:

- The only owner-occupied household income cohorts that show an increase in the Downtown Submarket are located at either extreme of the income scale. Most noteworthy is the projected 110.2% increase of owner households with an income of \$10,000 or less. Both the \$60,000 - \$99,999 cohort and the \$100,000+ cohort are increasing with a gain of 9.6% and 28.4%, respectively. One could interpret these trends with the conclusion that the Downtown Submarket is losing its middle class.
- The PSA will see gains in the number of owner-occupied households in each income cohort of \$50,000 and above. Though not as pronounced as the Downtown Submarket, one could conclude the PSA trends are showing a disappearing middle class as well.



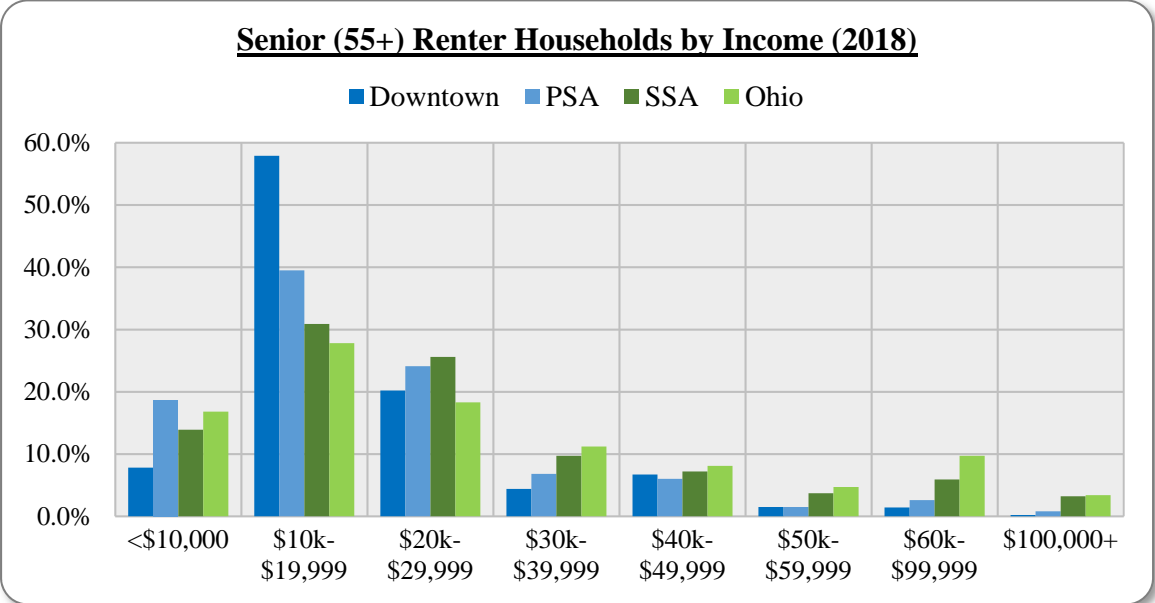
The following table shows the distribution of *senior (age 55+) renter* households by income:

		Age 55+ Renter Households by Income							
		<\$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$99,999	\$100,000+
Downtown	2010	14 (37.9%)	12 (34.9%)	7 (19.8%)	1 (3.8%)	1 (1.8%)	0 (0.4%)	0 (1.2%)	0 (0.0%)
	2018	5 (7.8%)	34 (57.9%)	12 (20.2%)	3 (4.4%)	4 (6.7%)	1 (1.5%)	1 (1.4%)	0 (0.2%)
	2023	13 (20.7%)	40 (62.5%)	6 (9.3%)	3 (4.2%)	1 (2.3%)	0 (0.6%)	0 (0.4%)	0 (0.0%)
	Change 2018-2023	9 (189.3%)	6 (17.6%)	-6 (-49.6%)	0 (4.3%)	-2 (-61.8%)	0 (-55.7%)	-1 (-69.2%)	0 (-91.8%)
PSA	2010	439 (27.7%)	636 (40.1%)	261 (16.5%)	93 (5.9%)	61 (3.8%)	28 (1.7%)	51 (3.2%)	16 (1.0%)
	2018	352 (18.7%)	743 (39.5%)	452 (24.1%)	128 (6.8%)	113 (6.0%)	28 (1.5%)	50 (2.6%)	15 (0.8%)
	2023	278 (15.1%)	701 (38.1%)	481 (26.2%)	160 (8.7%)	140 (7.6%)	27 (1.5%)	40 (2.2%)	13 (0.7%)
	Change 2018-2023	-73 (-20.9%)	-42 (-5.6%)	29 (6.3%)	32 (24.7%)	27 (23.8%)	-2 (-5.3%)	-10 (-19.5%)	-2 (-14.9%)
SSA	2010	239 (15.0%)	622 (39.1%)	274 (17.2%)	154 (9.7%)	145 (9.1%)	53 (3.4%)	77 (4.8%)	27 (1.7%)
	2018	287 (13.9%)	639 (30.9%)	528 (25.6%)	200 (9.7%)	148 (7.2%)	77 (3.7%)	121 (5.9%)	66 (3.2%)
	2023	276 (12.4%)	648 (29.1%)	640 (28.7%)	226 (10.1%)	144 (6.5%)	78 (3.5%)	125 (5.6%)	90 (4.0%)
	Change 2018-2023	-10 (-3.6%)	9 (1.4%)	112 (21.2%)	26 (12.8%)	-4 (-2.9%)	0 (0.6%)	4 (3.7%)	24 (36.6%)
County (PSA & SSA)	2010	646 (20.2%)	1,297 (40.4%)	540 (16.8%)	253 (7.9%)	214 (6.7%)	83 (2.6%)	130 (4.1%)	43 (1.3%)
	2018	624 (15.9%)	1,371 (34.9%)	986 (25.1%)	330 (8.4%)	254 (6.5%)	111 (2.8%)	177 (4.5%)	76 (1.9%)
	2023	575 (14.3%)	1,371 (34.1%)	1,136 (28.3%)	361 (9.0%)	253 (6.3%)	106 (2.6%)	142 (3.5%)	74 (1.8%)
	Change 2018-2023	-49 (-7.9%)	0 (0.0%)	150 (15.2%)	31 (9.3%)	-1 (-0.5%)	-6 (-5.1%)	-35 (-19.7%)	-3 (-3.6%)
Ohio	2010	79,642 (19.8%)	136,797 (34.0%)	73,532 (18.3%)	41,348 (10.3%)	28,295 (7.0%)	12,644 (3.1%)	23,809 (5.9%)	6,821 (1.7%)
	2018	87,727 (16.8%)	144,955 (27.8%)	95,483 (18.3%)	58,646 (11.2%)	42,159 (8.1%)	24,301 (4.7%)	50,758 (9.7%)	17,830 (3.4%)
	2023	80,586 (15.1%)	135,446 (25.3%)	94,606 (17.7%)	59,251 (11.1%)	45,807 (8.6%)	28,892 (5.4%)	65,630 (12.3%)	24,216 (4.5%)
	Change 2018-2023	-7,141 (-8.1%)	-9,509 (-6.6%)	-877 (-0.9%)	605 (1.0%)	3,647 (8.7%)	4,591 (18.9%)	14,872 (29.3%)	6,386 (35.8%)

Source: 2000 Census; 2010 Census; ESRI; Urban Decision Group; Bowen National Research

Noteworthy observations from the preceding table include:

- In the Downtown Submarket, the number of senior renter households in each income cohort above \$40,000 is projected to decrease from 2018 to 2023. This is in contrast to the two lowest income cohorts seeing projected increases during the same period. Policy makers may want to consider the Downtown Submarket as a target area for rental assistance programs.
- Projecting from 2018 to 2023 in the PSA, each income cohort above \$50,000 is expected to see a decrease in the number of senior renter households. The cohorts that range from \$20,000 to \$49,999 will see an increase in the number of households and the lowest income cohorts will see a decrease in the number of households. Essentially, more households will be shifted from the extreme ends of the income spectrum into the middle ranges.



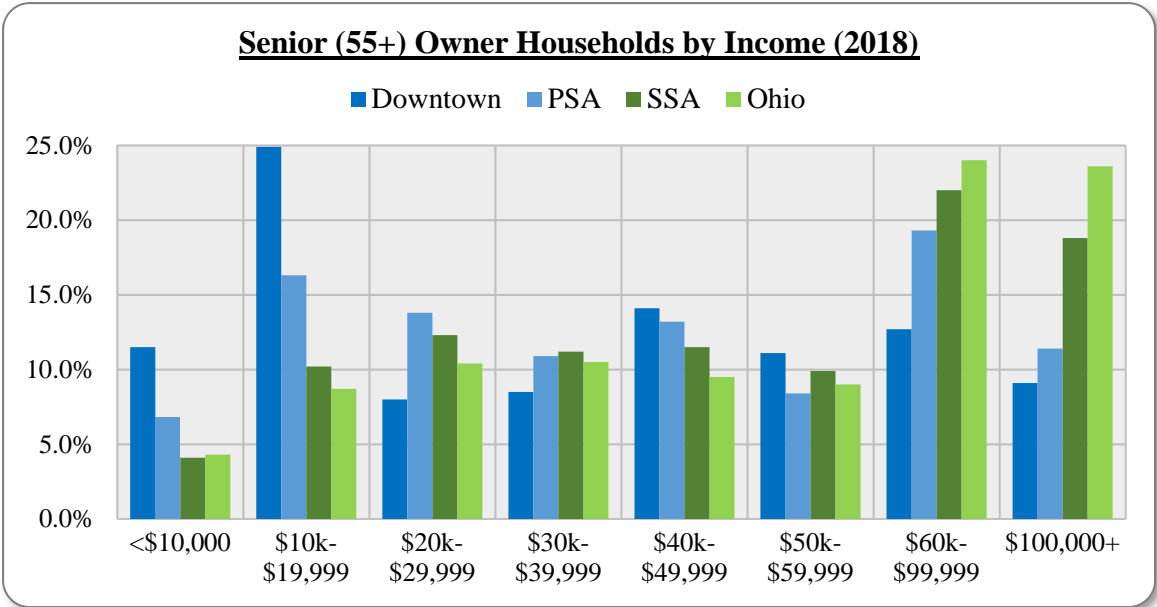
The distribution of *senior (age 55+) owner* households by income are below:

		Age 55+ Owner Households by Income							
		<\$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$99,999	\$100,000+
Downtown	2010	11 (11.7%)	27 (27.0%)	31 (31.5%)	12 (11.8%)	7 (7.5%)	5 (4.9%)	6 (5.7%)	0 (0.0%)
	2018	7 (11.5%)	16 (24.9%)	5 (8.0%)	5 (8.5%)	9 (14.1%)	7 (11.1%)	8 (12.7%)	6 (9.1%)
	2023	21 (31.9%)	15 (23.1%)	2 (3.1%)	4 (6.7%)	6 (8.5%)	5 (7.1%)	7 (10.4%)	6 (9.2%)
	Change 2018-2023	13 (179.7%)	-1 (-6.1%)	-3 (-60.7%)	-1 (-20.4%)	-4 (-39.4%)	-3 (-35.2%)	-1 (-17.6%)	0 (1.8%)
PSA	2010	252 (7.9%)	669 (20.9%)	596 (18.6%)	381 (11.9%)	379 (11.8%)	205 (6.4%)	454 (14.2%)	268 (8.4%)
	2018	220 (6.8%)	532 (16.3%)	449 (13.8%)	355 (10.9%)	429 (13.2%)	275 (8.4%)	629 (19.3%)	372 (11.4%)
	2023	239 (6.9%)	508 (14.7%)	393 (11.3%)	335 (9.7%)	458 (13.2%)	339 (9.8%)	726 (20.9%)	469 (13.5%)
	Change 2018-2023	18 (8.3%)	-24 (-4.5%)	-56 (-12.4%)	-20 (-5.5%)	29 (6.8%)	65 (23.5%)	97 (15.4%)	97 (26.1%)
SSA	2010	549 (6.2%)	1,600 (18.2%)	1,393 (15.8%)	1,144 (13.0%)	943 (10.7%)	750 (8.5%)	1,434 (16.3%)	1,002 (11.4%)
	2018	413 (4.1%)	1,030 (10.2%)	1,238 (12.3%)	1,126 (11.2%)	1,154 (11.5%)	997 (9.9%)	2,212 (22.0%)	1,891 (18.8%)
	2023	392 (3.7%)	939 (8.8%)	1,128 (10.6%)	1,062 (10.0%)	1,345 (12.7%)	1,092 (10.3%)	2,401 (22.6%)	2,269 (21.4%)
	Change 2018-2023	-22 (-5.3%)	-91 (-8.8%)	-110 (-8.9%)	-64 (-5.6%)	191 (16.6%)	96 (9.6%)	189 (8.5%)	378 (20.0%)
County (PSA & SSA)	2010	817 (6.8%)	2,234 (18.6%)	1,979 (16.5%)	1,503 (12.5%)	1,330 (11.1%)	952 (7.9%)	1,895 (15.8%)	1,276 (10.6%)
	2018	639 (4.8%)	1,585 (11.9%)	1,681 (12.6%)	1,478 (11.1%)	1,588 (11.9%)	1,259 (9.4%)	2,842 (21.3%)	2,268 (17.0%)
	2023	624 (4.4%)	1,448 (10.2%)	1,502 (10.6%)	1,411 (10.0%)	1,815 (12.8%)	1,485 (10.5%)	3,129 (22.1%)	2,733 (19.3%)
	Change 2018-2023	-15 (-2.3%)	-137 (-8.6%)	-179 (-10.7%)	-67 (-4.5%)	227 (14.3%)	227 (18.0%)	287 (10.1%)	466 (20.5%)
Ohio	2010	88,350 (5.8%)	190,062 (12.4%)	205,341 (13.4%)	191,118 (12.4%)	167,080 (10.9%)	136,439 (8.9%)	315,683 (20.6%)	241,634 (15.7%)
	2018	74,745 (4.3%)	149,097 (8.7%)	179,307 (10.4%)	180,029 (10.5%)	164,262 (9.5%)	155,647 (9.0%)	413,358 (24.0%)	406,281 (23.6%)
	2023	74,092 (4.1%)	144,182 (7.9%)	172,429 (9.4%)	176,202 (9.6%)	171,644 (9.4%)	163,100 (8.9%)	458,169 (25.1%)	467,291 (25.6%)
	Change 2018-2023	-653 (-0.9%)	-4,915 (-3.3%)	-6,878 (-3.8%)	-3,827 (-2.1%)	7,383 (4.5%)	7,453 (4.8%)	44,811 (10.8%)	61,010 (15.0%)

Source: 2000 Census; 2010 Census; ESRI; Urban Decision Group; Bowen National Research

Noteworthy observations from the preceding table include:

- In the Downtown Submarket, almost all income cohorts are projected to decrease in the number of senior occupied homes from 2018 to 2023. The one exception to this trend is the lowest income cohort which will see a 179.7% increase. Taking into consideration the declining incomes discussed in previous tables, policy makers should also consider homeowner assistance programs to seniors in the downtown area.
- With the exception of the \$10,000 and under income cohort, the PSA projected changes from 2018 to 2023 mirror trends that are in Ohio.



D. Conclusions

After Nearly Two Decades of Declines, The Overall Population and Number of Households in Zanesville are Projected to Stabilize Over the Next Five Years, While in the Balance of the County they are Expected to Continue to Grow - From 2000 to 2018, the PSA (Zanesville) lost 1,100 people, while the surrounding SSA (balance of county) gained more than 2,700 people. The number of households in the PSA had a net loss of 50 households over the past 18 years. At the same time, the broader SSA gained more than 2,100 households. It is projected between 2018 and 2023, the overall demographic trend of the PSA will stabilize, losing 119 (-0.5%) people and just 8 (-0.1%) households. During this same time, the number of people in the surrounding SSA will increase by 623 (1.0%), while the number of households are expected to increase by 312 (1.3%).

Zanesville and the Surrounding Parts of Muskingum County are Projected to Experience Significant Growth Among their Oldest Households (Ages 65 and older), Leading to a Growing Need for Senior-Oriented Housing - The PSA is expected to experience most of its growth among householders ages 65 and older between 2018 and 2023. During this same five-year projection period, the surrounding areas of the county are expected to experience significant growth among senior households. This growth is primarily attributed to the large number of seniors aging in place. As such, there will be an expected growing demand for senior-oriented housing that serves the needs of seniors and enables many of them to downsize into smaller, more maintenance-free housing.

Renter Household Growth in Zanesville is Expected to Occur Among Moderate- to High-Income Households, While the Balance of County Should Experience Growth Among Low- and High-Income Households - Between 2018 and 2023, Zanesville (PSA) is expected to experience most of its renter household growth among households earning between \$30,000 and \$49,999, with notable growth also expected among renter households earning between \$60,000 and \$99,999. Renter household growth in the surrounding parts of the county (SSA) are primarily expected to occur among the highest income households, earning \$60,000 or more a year. Notable renter household growth is also projected to occur among those earning between \$20,000 and \$29,999 within the balance of the county. These trends will lead to a growing need for moderate and higher priced rentals in Zanesville, and affordable (low-income) and high-end market-rate product in the surrounding parts of the county.

Projected Owner Household Growth within Zanesville from 2018 and 2023 is Expected to Occur Among Moderate- and High-Income Households, Leading to a Growing Need for Moderate- and High-End For-Sale Housing - Owner household growth between 2018 and 2023 within the PSA is primarily expected to occur among households earning \$50,000 and higher, with the greatest growth expected among households earning \$100,000 or more. Meanwhile, the surrounding parts of the county are expected to experience most growth among owner households earning \$60,000 or more a year. However, the surrounding area of the county should also experience growth among moderate-income households earning between \$40,000 and \$49,999. These growth trends should lead to a growing need for moderate-priced (\$150,000 to \$250,000) and higher priced (\$250,000 or greater) housing within both Zanesville and the surrounding portion of the county.

E. Demographic Theme Maps

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

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

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

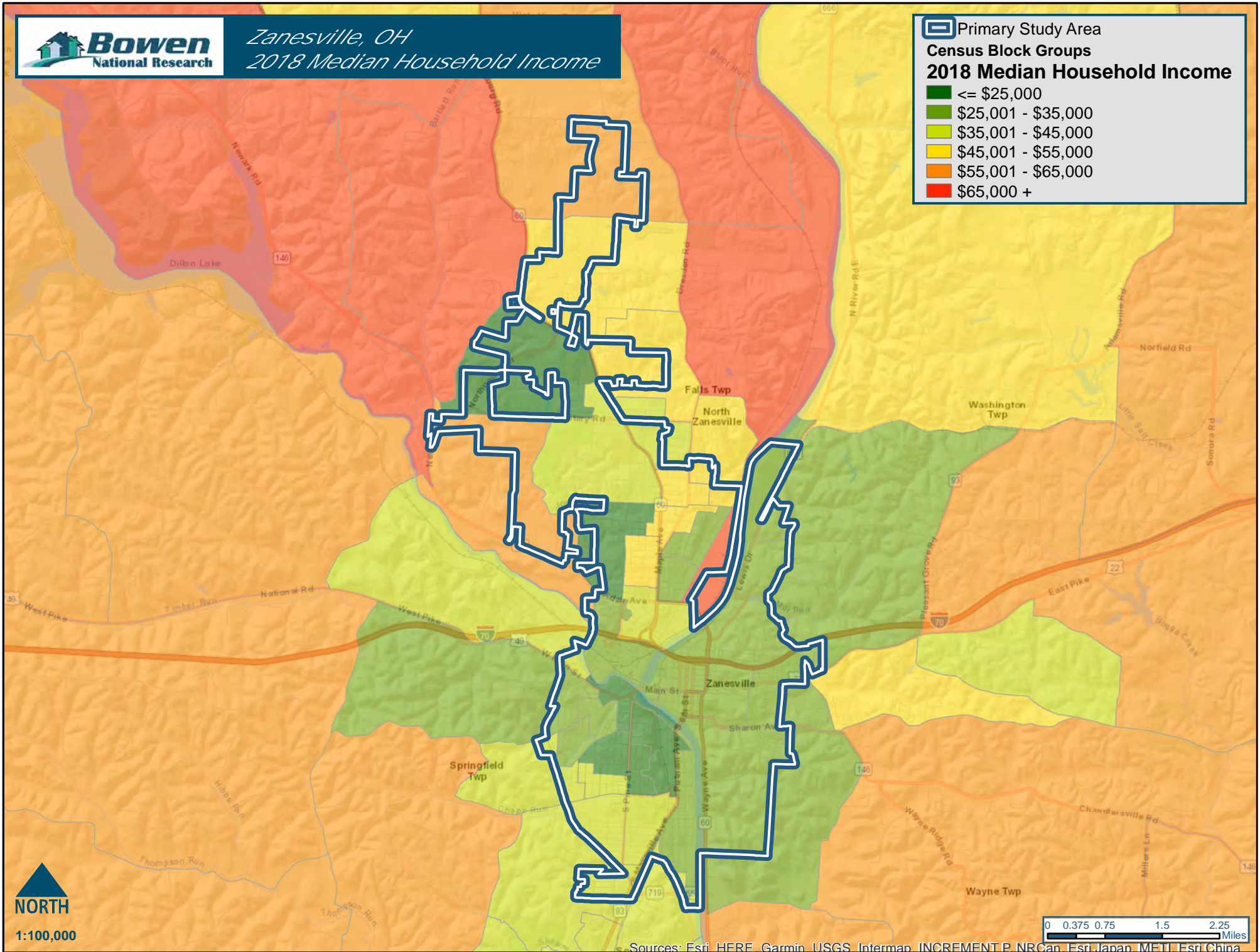


Zanesville, OH
2018 Median Household Income


Primary Study Area

Census Block Groups
2018 Median Household Income







- <= \$25,000
- \$25,001 - \$35,000
- \$35,001 - \$45,000
- \$45,001 - \$55,000
- \$55,001 - \$65,000
- \$65,000 +

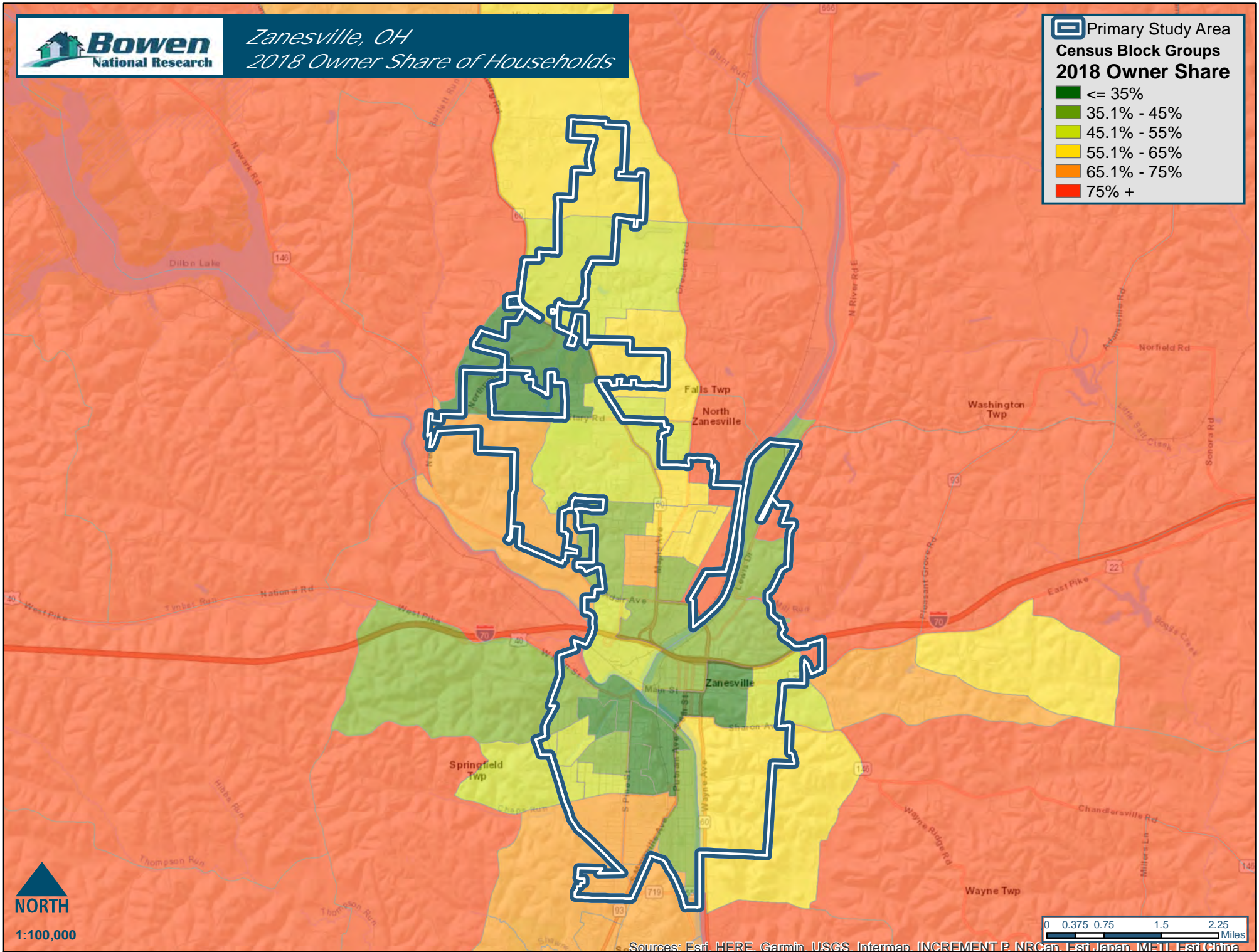


Sources: Esri, HERE, Garmin, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China

 Primary Study Area


**Census Block Groups
2018 Owner Share**

-  <= 35%
-  35.1% - 45%
-  45.1% - 55%
-  55.1% - 65%
-  65.1% - 75%
-  75% +









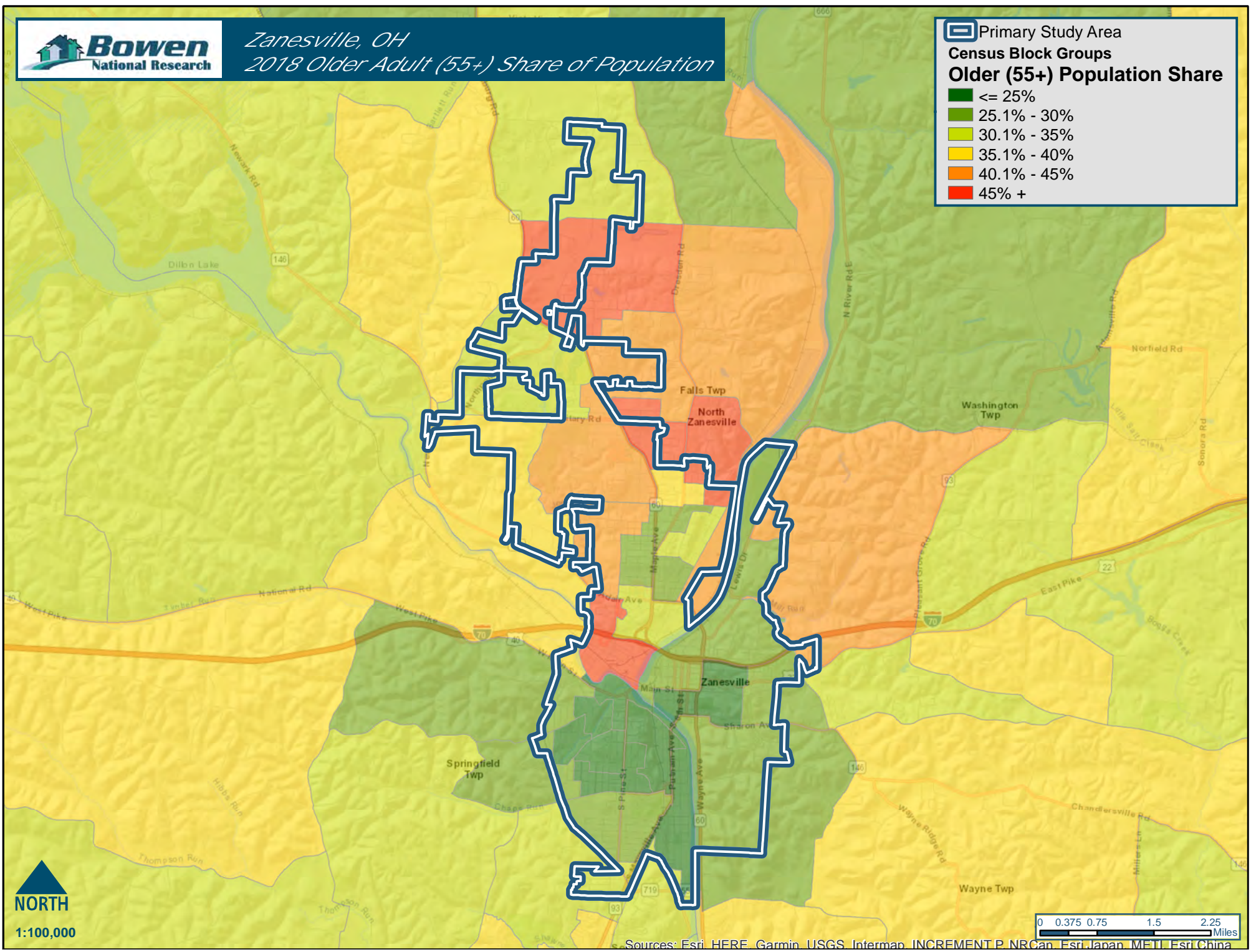
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 Primary Study Area

Census Block Groups
Older (55+) Population Share

-  <= 25%
-  25.1% - 30%
-  30.1% - 35%
-  35.1% - 40%
-  40.1% - 45%
-  45% +




NORTH
1:100,000

0 0.375 0.75 1.5 2.25 Miles

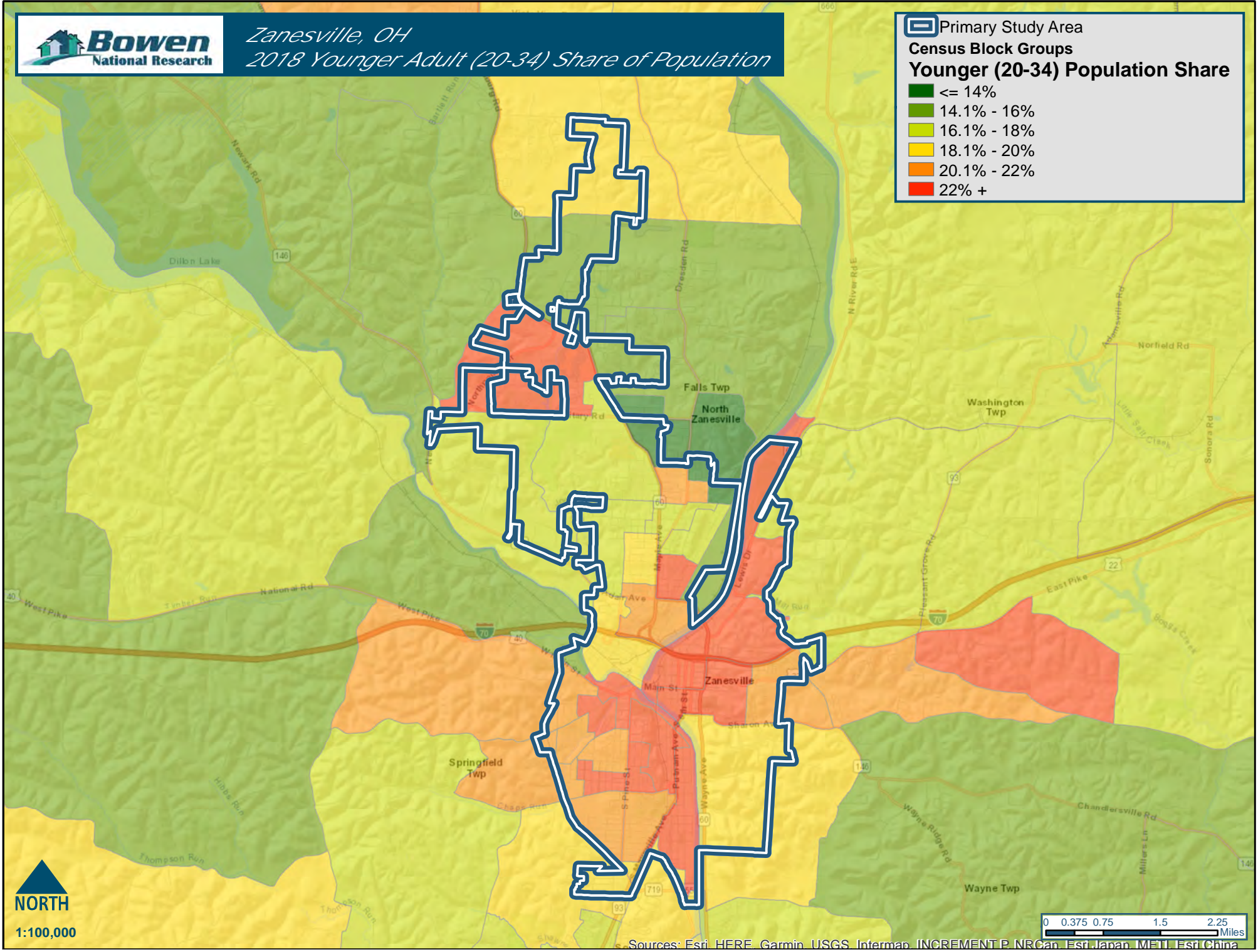


Zanesville, OH
2018 Younger Adult (20-34) Share of Population

Primary Study Area

Census Block Groups
Younger (20-34) Population Share


- <= 14%
- 14.1% - 16%
- 16.1% - 18%
- 18.1% - 20%
- 20.1% - 22%
- 22% +









NORTH
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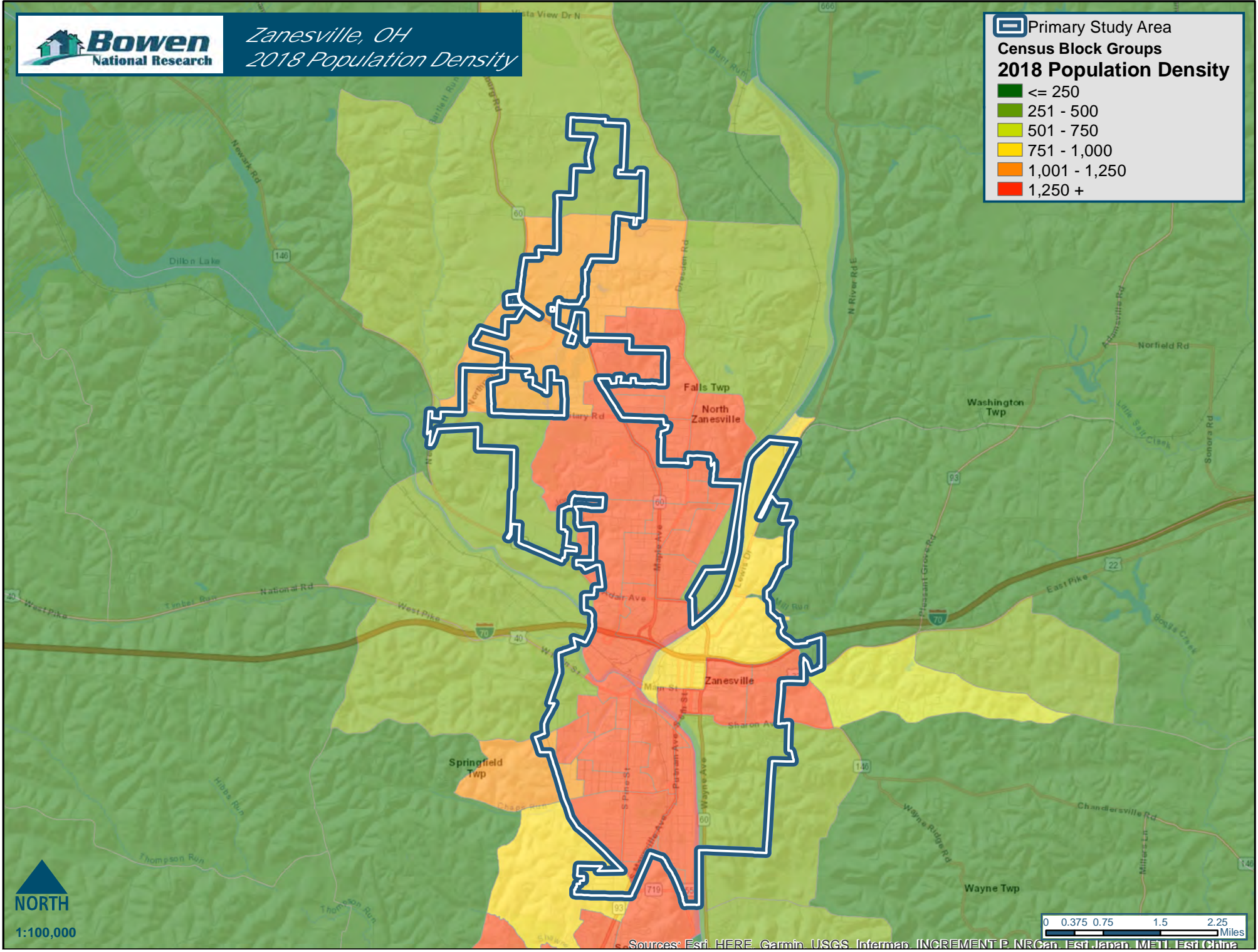



Sources: Esri, HERE, Garmin, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China

 Primary Study Area

Census Block Groups
2018 Population Density

-  <= 250
-  251 - 500
-  501 - 750
-  751 - 1,000
-  1,001 - 1,250
-  1,250 +




NORTH
1:100,000

0 0.375 0.75 1.5 2.25 Miles

V. Economic Analysis

A. Introduction

The need for housing within a given geographic area is influenced by the number of households choosing to live there. Although the number of households within the Primary Study Area (PSA, city of Zanesville) and Secondary Study Area (SSA, balance of the county) at any given time is a function of many factors, one of the primary reasons for residency is job availability. In this section, the areas of workforce and employment are examined. The PSA's relationship with the SSA and Muskingum County as a whole is examined in this section.

In Section B below, an overview of the Downtown Zanesville Submarket, the PSA (city of Zanesville), the SSA (balance of the county), and the overall county workforce is provided through several metrics: employment by industry, wages by occupation, total employment, unemployment rates and in-place employment trends. When available, PSA employment data is evaluated in detail and compared statistically with both the SSA and county data. An overview of the area's largest employers, new and expanding employers, and both contracting and closing businesses is also provided. In some cases, where data is limited to areas no smaller than a county, data for Muskingum County is presented and compared with Ohio and the United States.

Finally, in Section C, conclusions of economic conditions and trends are provided, along with our opinion as to how employment factors will influence future housing needs within the PSA.

B. Workforce Analysis

While the 25,497 people working in the PSA comprise 58.2% of the county's employment base, the PSA economy and population is greatly influenced by the surrounding area's economy and employment sectors. Given the close proximity and convenient access to employment adjacent or near the city of Zanesville, it is important to understand the type of employment that is in the surrounding communities within Muskingum County, known as the SSA. The following evaluates key economic metrics within the various study areas considered in this report.

Employment by Industry

The distribution of employment by industry sector in the Downtown Submarket, PSA, SSA, overall Muskingum County and Ohio is shown in the following tables:

NAICS Group	Employment by Industry	
	Downtown	
	Employees	Percent
Agriculture, Forestry, Fishing & Hunting	9	0.2%
Mining	0	0.0%
Utilities	0	0.0%
Construction	69	1.5%
Manufacturing	284	6.3%
Wholesale Trade	136	3.0%
Retail Trade	216	4.8%
Transportation & Warehousing	34	0.8%
Information	78	1.7%
Finance & Insurance	350	7.8%
Real Estate & Rental & Leasing	25	0.6%
Professional, Scientific & Technical Services	237	5.3%
Management of Companies & Enterprises	21	0.5%
Administrative, Support, Waste Management & Remediation Services	42	0.9%
Educational Services	527	11.8%
Health Care & Social Assistance	478	10.7%
Arts, Entertainment & Recreation	18	0.4%
Accommodation & Food Services	572	12.8%
Other Services (Except Public Administration)	295	6.6%
Public Administration	1,082	24.2%
Non-classifiable	0	0.0%
Total	4,473	100.0%

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

E.P.E. - Average Employees Per Establishment

Note: Since this survey is conducted of establishments and not of residents, some employees may not live within the PSA. These employees, however, are included in our labor force calculations because their places of employment are located within the PSA.

NAICS Group	Employment by Industry							
	PSA		SSA		County (PSA & SSA)		Ohio	
	Employees	Percent	Employees	Percent	Employees	Percent	Employees	Percent
Agriculture, Forestry, Fishing & Hunting	15	0.1%	131	0.7%	146	0.3%	13,906	0.2%
Mining	157	0.6%	159	0.9%	316	0.7%	9,451	0.2%
Utilities	53	0.2%	29	0.2%	82	0.2%	28,242	0.5%
Construction	347	1.4%	1,227	6.7%	1,574	3.6%	233,820	3.8%
Manufacturing	828	3.2%	1,669	9.1%	2,497	5.7%	744,652	12.0%
Wholesale Trade	512	2.0%	2,158	11.8%	2,670	6.1%	260,297	4.2%
Retail Trade	3,152	12.4%	2,865	15.6%	6,017	13.7%	762,628	12.3%
Transportation & Warehousing	360	1.4%	518	2.8%	878	2.0%	150,503	2.4%
Information	367	1.4%	651	3.6%	1,018	2.3%	129,533	2.1%
Finance & Insurance	793	3.1%	270	1.5%	1,063	2.4%	213,221	3.4%
Real Estate & Rental & Leasing	451	1.8%	281	1.5%	732	1.7%	121,776	2.0%
Professional, Scientific & Technical Services	3,319	13.0%	869	4.7%	4,188	9.6%	376,961	6.1%
Management of Companies & Enterprises	28	0.1%	36	0.2%	64	0.1%	15,183	0.2%
Administrative, Support, Waste Management & Remediation Services	254	1.0%	237	1.3%	491	1.1%	149,998	2.4%
Educational Services	1,239	4.9%	2,456	13.4%	3,695	8.4%	560,842	9.0%
Health Care & Social Assistance	8,340	32.7%	1,020	5.6%	9,360	21.4%	1,083,331	17.4%
Arts, Entertainment & Recreation	277	1.1%	504	2.7%	781	1.8%	123,044	2.0%
Accommodation & Food Services	2,031	8.0%	1,398	7.6%	3,429	7.8%	518,296	8.3%
Other Services (Except Public Administration)	1,338	5.2%	861	4.7%	2,199	5.0%	315,000	5.1%
Public Administration	1,636	6.4%	988	5.4%	2,624	6.0%	392,637	6.3%
Non-classifiable	0	0.0%	10	0.1%	10	0.0%	12,947	0.2%
Total	25,497	100.0%	18,337	100.0%	43,834	100.0%	6,216,268	100.0%

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

E.P.E. - Average Employees Per Establishment

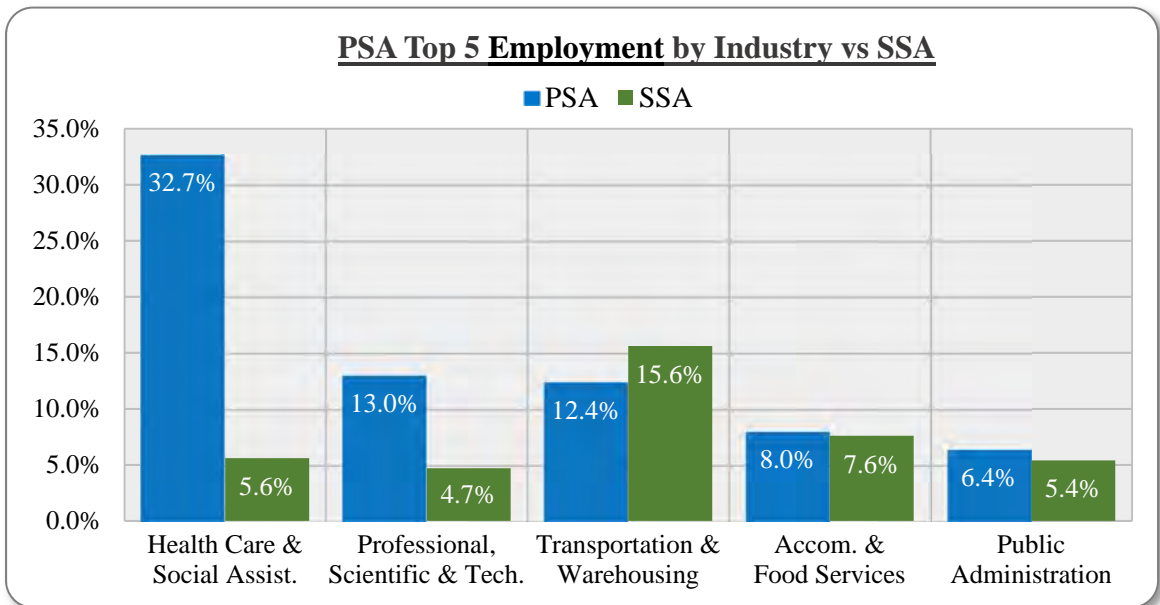
Note: Since this survey is conducted of establishments and not of residents, some employees may not live within the PSA. These employees, however, are included in our labor force calculations because their places of employment are located within the PSA.

Nearly one in four persons employed in the Downtown Submarket work in Public Administration followed by Accommodation and Food Service (12.8%), Educational Service (11.8%) and Health Care & Social Assistance (10.7%). Combined, these four job sectors represent nearly 60% of the Downtown Submarket employment base. This is a relatively broad employment base that will contribute to the Downtown Submarket's economic stability. However, nearly one-third (32.7%) of the workforce in the PSA (Zanesville) is within the Health Care & Social Assistance industry sector, followed by Retail Trade (12.4%). This high concentration of Health Care and Social Assistance jobs in the PSA is primarily attributed to the presence of the Genesis healthcare system. The prominence of the hospital and the large base of Social Assistance jobs in the area add to the stability of the local economy, as the Healthcare job sector is less susceptible to significant fluctuations in employment than most other job sectors.

This narrow grouping of jobs in the PSA may limit Zanesville’s ability to provide sufficient employment opportunities to meet the diverse skill sets and employment interests of area residents. However, it is likely that many of Zanesville’s residents are employed in the nearby communities which comprise much of the SSA. As illustrated in the preceding table, the employment base within the broader SSA (balance of Muskingum County) is more diverse than the PSA, with no job sector representing more than 15.6% (Retail Trade) of all persons employed in the SSA. Other notable job sectors in the SSA include Educational Services (13.4%), Wholesale Trade (11.8%), Manufacturing (9.1%), Accommodation and Food Service (7.6%), and Construction (6.7%). With a broad and balanced employment base, the SSA offers a wide range of jobs that serves a variety of skill sets, education levels and interests. This contributes to the stability of the SSA’s economy.

Given Muskingum County’s proximity to the Columbus area (approximately 50 miles west), many area residents commute to employment opportunities in and around the Columbus area. This includes both blue- and white-collar jobs with varying wage levels. As such, the Muskingum County economy is tied closely to the economic activity and trends in Columbus, while competing with this area at the same time. Details of area commuting patterns, including people commuting into and out of Muskingum County, is discussed further in Section VII of this report.

The following graph illustrates the distribution of employment by job sector for the five largest employment sectors in the PSA compared to the SSA by the share they represent of their overall respective markets.



The largest disparity in the PSA (Zanesville) employment compared to the SSA (balance of the county) by employment sector is within Healthcare & Social Assistance, with 32.7% of all PSA jobs located in this sector compared to 5.6% of all SSA jobs. This is not surprising given the presence of medical facilities within the Zanesville city limits. The PSA also has a notably greater share of Professional, Scientific and Technical jobs (13.0%) compared to the surrounding SSA (4.7%). Most other job sectors are relatively similar between the PSA and SSA.

Zanesville/Muskingum County is located within the Eastern Ohio Nonmetropolitan Area. Typical wages by job category for the Eastern Ohio Nonmetropolitan Area are compared with those of Ohio in the following table:

Typical Wage by Occupation Type		
Occupation Type	Eastern Ohio Nonmetropolitan Area	Ohio
Management Occupations	\$90,440	\$109,990
Business and Financial Occupations	\$56,630	\$69,200
Computer and Mathematical Occupations	\$62,860	\$80,690
Architecture and Engineering Occupations	\$68,320	\$78,760
Community and Social Service Occupations	\$42,510	\$45,440
Art, Design, Entertainment and Sports Medicine Occupations	\$37,100	\$46,420
Healthcare Practitioners and Technical Occupations	\$70,320	\$75,480
Healthcare Support Occupations	\$25,800	\$28,700
Protective Service Occupations	\$42,790	\$43,660
Food Preparation and Serving Related Occupations	\$21,260	\$22,520
Building and Grounds Cleaning and Maintenance Occupations	\$25,310	\$27,500
Personal Care and Service Occupations	\$24,440	\$25,460
Sales and Related Occupations	\$31,080	\$39,230
Office and Administrative Support Occupations	\$32,520	\$36,260
Construction and Extraction Occupations	\$42,880	\$48,740
Installation, Maintenance and Repair Occupations	\$43,040	\$45,900
Production Occupations	\$38,530	\$38,340
Transportation and Moving Occupations	\$33,430	\$34,490

Source: U.S. Department of Labor, Bureau of Statistics

Most annual blue-collar salaries range from \$21,260 to \$43,040 within the Eastern Ohio Nonmetropolitan Area. White-collar jobs, such as those related to professional positions, management and medicine, have an average salary of \$69,714. It is important to note that most occupational types within the Eastern Ohio Nonmetropolitan Area have slightly lower typical wages than the State of Ohio's typical wages. While the area has a wide range for typical wages by occupation, including some higher wage-paying jobs, the majority of wages appear to be under \$50,000. These wages likely limit the amount of money many households can pay towards housing costs in the Zanesville area.

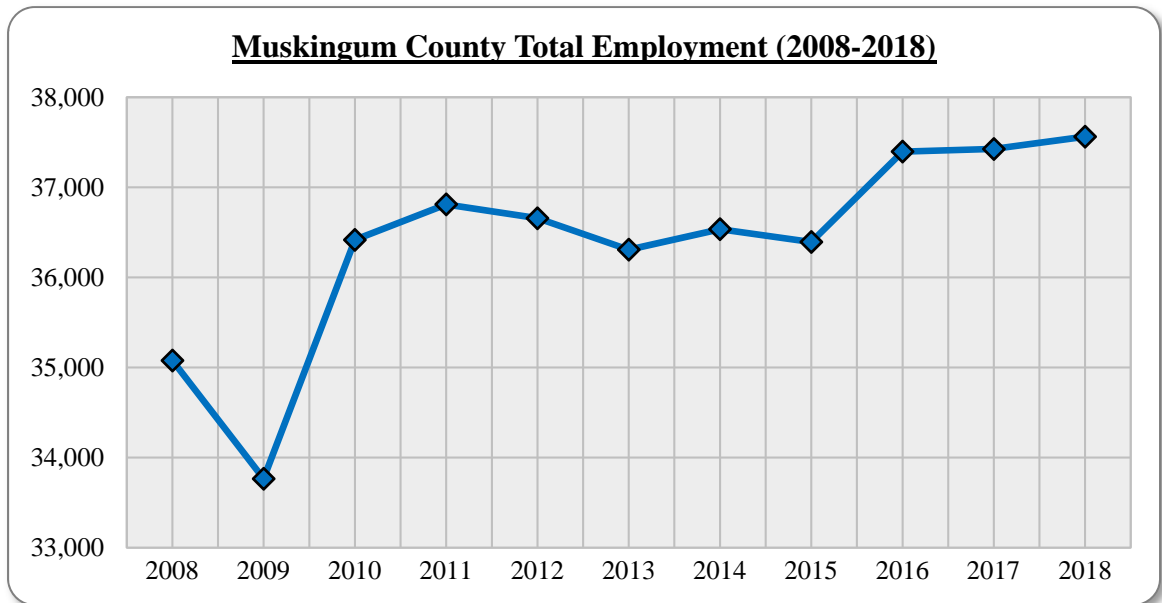
Employment Base and Unemployment Rates

It is important to understand employment trends from a historical perspective. As a result, we have evaluated total employment and unemployment rates for each of the past 11 years for Muskingum County. The following tables were generated from the U.S. Department of Labor, Bureau of Labor Statistics and reflect employment trends of Muskingum County.

The following illustrates the total employment base for Muskingum County, Ohio and the United States.

Year	Total Employment					
	Muskingum County		Ohio		United States	
	Total Number	Percent Change	Total Number	Percent Change	Total Number	Percent Change
2008	35,078	-	5,580,843	-	146,047,748	-
2009	33,766	-3.7%	5,297,098	-5.1%	140,696,560	-3.7%
2010	36,417	7.9%	5,247,050	-0.9%	140,469,139	-0.2%
2011	36,810	1.1%	5,261,238	0.3%	141,791,255	0.9%
2012	36,657	-0.4%	5,284,001	0.4%	143,621,634	1.3%
2013	36,308	-1.0%	5,290,609	0.1%	145,017,562	1.0%
2014	36,535	0.6%	5,373,053	1.6%	147,446,676	1.7%
2015	36,393	-0.4%	5,416,912	0.8%	149,733,744	1.6%
2016	37,396	2.8%	5,450,622	0.6%	152,169,822	1.6%
2017	37,426	0.1%	5,483,140	0.6%	154,577,364	1.6%
2018	37,562	0.4%	5,491,585	0.2%	156,752,471	1.4%

Source: Department of Labor; Bureau of Labor Statistics

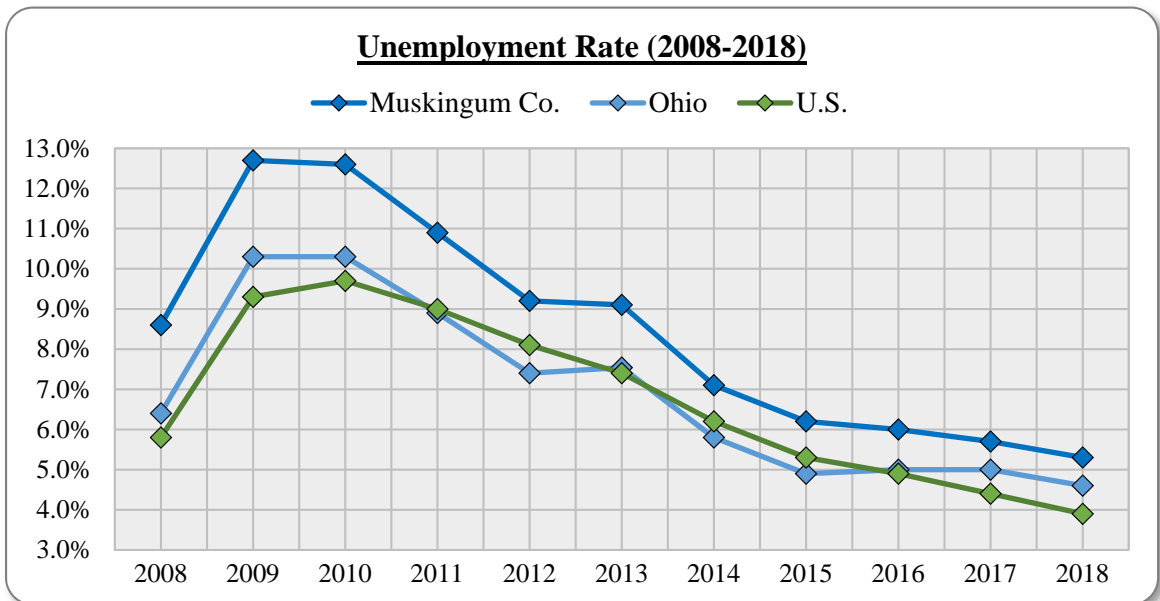


While the Muskingum County employment base has gone through some fluctuations during the past 10 years, it has experienced an overall increase since 2009. The county's employment base has gained a total of 3,796 jobs since 2009, representing an increase of 11.2%. This is noticeably faster than the overall 3.7% growth rate of the state of Ohio during this same time. Since 2015, the county has experienced positive growth through 2018.

Unemployment rates for Muskingum County, Ohio and the United States are illustrated as follows:

Year	Unemployment Rate		
	Muskingum County	Ohio	United States
2008	8.6%	6.4%	5.8%
2009	12.7%	10.3%	9.3%
2010	12.6%	10.3%	9.7%
2011	10.9%	8.9%	9.0%
2012	9.2%	7.4%	8.1%
2013	9.1%	7.5%	7.4%
2014	7.1%	5.8%	6.2%
2015	6.2%	4.9%	5.3%
2016	6.0%	5.0%	4.9%
2017	5.7%	5.0%	4.4%
2018	5.3%	4.6%	3.9%

Source: Department of Labor, Bureau of Labor Statistics



The unemployment rate in Muskingum County has ranged between 5.3% in 2018 and 12.7% in 2010, nearly consistent with state and national rates during those same years. The county's annual unemployment rate has declined in each of the past nine years. The 5.3% unemployment rate in 2018 for the county represents a 10-year low, but remains above state and national unemployment rates.

In-place employment reflects the total number of jobs within the county regardless of the employee's county of residence. The following illustrates the total in-place employment base for Muskingum County.

In-Place Employment Muskingum County			
Year	Employment	Change	Percent Change
2008	33,678	-	-
2009	32,152	-1,526	-4.5%
2010	31,341	-811	-2.5%
2011	32,062	721	2.3%
2012	32,249	187	0.6%
2013	32,112	-137	-0.4%
2014	31,972	-140	-0.4%
2015	32,130	158	0.5%
2016	33,463	1,333	4.1%
2017	33,391	-72	-0.2%
2018*	33,147	-244	-0.7%

Source: Department of Labor, Bureau of Labor Statistics

*Through September

Data for 2017, the most recent year that year-end figures are available, indicates in-place employment in Muskingum County to be 89.2% of the total Muskingum County employment. This means that Muskingum County has slightly more employed persons leaving the county for daytime employment than those who work in the county. This is likely due to the area's proximity to the Columbus area, which has a large number of employment opportunities. In-place employment for Muskingum County has experienced a net gain of nearly 1,200 jobs since 2014.

Economic Drivers & Major Employers

The 12 largest private employers within the Muskingum County area comprise a total of 9,416 employees and are summarized as follows:

Employer Name	Business Type	Total Employed
Genesis Healthcare System	Medical & Surgical Hospitals	2,800
Halliburton	Oil and Gas Services	1,166
Muskingum County	Government	914
Zandex	Nursing Homes	750
Dollar General	Distribution Center	679
AutoZone	Distribution Center	577
Zanesville Public Schools	K-12 Education	538
Spectrum	Inbound Call Center	508
Muskingum University	Private University	450
Owens Illinois	Glass Containers	363
Fanatics	Sportswear Distribution	350
Grupo Bimbo Bakery	Hamburger Bun Bakery	321
Total		9,416

Source: Zanesville-Muskingum County Port Authority-March 2019

Note: Fanatics employs around 1,000 people during the holiday season

According to a representative with the Zanesville-Muskingum County Port Authority (ZMCPA), the Zanesville-Muskingum County economy is growing. Many of the largest employers in Muskingum County are currently hiring and the local unemployment rate has remained below 5.5% for more than a year. Many of the local employers are expanding their business with large investments that will lead to a significant increase to their employment numbers. During 2018, Muskingum County saw \$28.1 million in new investment, with the majority of that coming from the manufacturing and trucking fields. Zanesville ranked 131st out of the 550 Micropolitan Statistical areas ranked, based on growth. This is up from their 199th ranking in 2017. The permissive sales tax revenues in the county for 2018 was \$20 million, which is a record high.

According to local sources, one negative aspect impacting the local area economy is that the surrounding or nearby counties have been drawing local employees away by offering higher wages. Local stakeholders are investigating ways to keep employees working in Muskingum County. According to these sources, the average worker in Muskingum County earned \$38,880 as of the third quarter of 2018, yet the state of Ohio’s average annual wage was \$49,065.

In June 2018, the Zanesville Muskingum County Port Authority, the Muskingum County Commissioners and the City of Zanesville jointly purchased 203 acres of Greenfield property in eastern Muskingum County in Perry Township. The site will be the National Road Business Park. It will be the fourth business park in Muskingum County. The site is visible from Interstate 70, which is optimal to attract transportation and distribution companies. The project is currently in the planning and engineering phase and representatives are working with a project manager and the Ohio Department of Transportation (ODOT) to begin working on an access road into the site.

Local sources indicate that the existing business parks are nearly all leased and the businesses within them are thriving. The location of the parks is optimal for transportation businesses. Interstate 70 runs through Zanesville and it is a major freight corridor. Zanesville is a one-day trip to reach 60% of the county and 11 hours to the east coast. Within these three established business parks in Muskingum County there are approximately 4,500 employees. These parks are summarized below:

- The Eastpointe Business Park is 1,200-acre development that is four miles outside of Zanesville. The tenants at the park include Dollar General Distribution, Halliburton, TRP Zanesville, Avon Distribution, New Bakery and Bilco. Three of these businesses are Fortune 500 companies. These businesses employ approximately 2,500 employees.
- The Airport Business Park is located adjacent to the Zanesville Municipal Airport and its tenants include 5B's, Bimbo Bakery, Plaskolite, Wayne Manufacturing, SEOIL USA and White Castle Systems. There is a prepared 30-acre site still available for lease.
- Northpointe Business Park, in northern Zanesville, is a 390-acre mixed use development whose tenants include Kellogg's, Spectrum, Barnes Advertising, Saunders Machine Works, Federal Express, J.W. Garage Door Company, K.E. Dittmar Company, Ohio Textile Service, Champion Gymnastics, Flow-Liner Systems, JD Equipment, Winnelson and Northpointe Fitness. Approximately 100 acres are available for development.

The following summarizes notable economic activity in the area.

- In the spring of 2018, JD Equipment began a \$2.6 million expansion at their Zanesville facility. A 25,000 square-foot building was completed in the fall of 2018. The company services and sells large equipment for agricultural, residential, commercial and governmental customers and has been in Zanesville since 2012. The company needed to expand to accommodate the demand to work on new manufactured equipment that is large and more high-tech. This expansion increased the inventory of new and used equipment, created six new positions and expanded the service department.

- In early 2018, Peterbilt moved into an 18,000 square-foot building at 4005 All American Way in Zanesville. Part of the building is used for the maintenance and repair of semi-tractor trailers and part of the building serves as the retail store for new truck sales. In addition, the parking lot is used to show the available trucks for purchase. It is unknown how many jobs this may have created.
- Hissong Kenworth opened the TRP Zanesville location in December 2017 at the Eastpointe Business Park with eight employees in a 7,000 square-foot building. The company also bought 25 acres on Boggs Road and will build a Kenworth Dealership to sell new and used road tractors, semi-trucks, dump trucks, box trucks, flatbed trucks, sleeper trucks, and tractor trailers. It will break ground on the dealership sometime in 2019. The dealership is expected to create 30 to 40 new jobs.
- Creative Packaging finished its second expansion in five years in early 2019. It invested \$5 million in a 40,000 square-foot expansion and added 20 new jobs. Creative Packaging manufactures custom plain and printed plastic bags, corrugated containers and special-order packaging. The company supplies packaging for Honda and the Kroger Company, and it has been named by Kroger as “Supplier of the Year” five times over the past seven years. It has approximately 145 employees.
- In September 2018, 5B’s Embroidery & Screen Print announced plans to expand its facility by adding 55,000 square feet of space. The new space will serve as corporate offices and a “state of the art” printing facility. The company is hiring 150 new employees for embroidery and screen print machine operators, retail store personnel, accounting, human resources and sales personnel, graphic artists, and shipping and receiving personnel. The new facility should be operational by mid-2019.
- Spectrum’s inbound call center is continually growing in Zanesville. At the end of 2018, the company announced it would add 60 new employees to the existing 450. The starting wage for new customer service agents will be \$15.00 an hour.

- Phillips Meat Processing invested over \$500,000 in an expansion of its current facility in Zanesville in 2018 and added 10 new employees. In the previous year, the company became USDA Certified and entered into a contract with The Kroger Company. Kroger put two of Phillips' products, bacon patties and natural casing hot dogs, into 125 central Ohio stores. Due to the increased business, Phillips was able to double the square footage of its facility. The new Kroger contract and USDA certification have positioned the company for even more growth. The USDA certification will allow the company to sell across state lines and grow its cooked meat products branch, "Phillips Homestyle Classics".
- The MPI Group, also known as Malouf, purchased the former Longaberger Homestead and Building B in the East Central Ohio Business Park in Frazeyburg for nearly \$10 million in 2017. The company manufactures the Z Pillow and luxury bedding. It will initially hire 50 employees for the distribution center at Building B.
- The AVON Distribution Center at the Eastpointe Business Park added 116 jobs from 2017 to 2018.
- The Dollar General Distribution Center, located in the Eastpoint Business Park, added approximately 100 new jobs in 2018. The company will invest \$10 million to upgrade and expand the facility in 2019.
- Brill Farms broke ground on a new egg farm in 2018 with a \$1.5 million investment. The new egg farm should be complete in late 2019 and will add 10 new jobs to the area.

Tourism

Tourism plays an important part to the local economy, both in terms of people directly employed by tourist attractions and ancillary jobs through support industries such as restaurants, retailers and lodging. Muskingum County had \$223.6 million in tourism sales in 2018, supports 3,036 jobs with \$64 million in wages, and creates \$28.4 million in taxes. Some of the more notable attractions are summarized in the paragraphs below.

The Sternwheeler Lorena, a riverboat moored in downtown Zanesville, offers private chartered cruises up and down the Muskingum River. There are numerous weekly cruise offerings from June through October.

The Wilds is a conservation center that is home to rare and endangered wild animals that roam the 10,000-acre park. A shuttle system takes visitors through the whole park to view the wild life. There are cabins that can be rented, a café, a zipline safari, a butterfly habitat, and camp sessions for the youth.

There are 32 art galleries and art studios in Zanesville. During the first Friday of each month the downtown studios are open from 5 to 8 p.m. In the first weekend in August the area holds the Y Bridge Arts Festival and in 2019, 200 artists will gather to offer their creations. There is also music, food, demonstrations, and a free children's area. The festival attracts thousands of visitors from around the region.

Some additional entertainment and recreational offerings in Muskingum County include:

- Nine museums, including the John and Annie Glenn Museum and the National Road & Zane Grey Museum
- 10 public and private golf courses
- Nine boat docks along the Muskingum River with fuel, restrooms, food, picnic areas, and camping options
- Five historical bridges
- Three breweries and two wineries
- 13 antique shops
- 12 campgrounds
- 174 dining experiences
- Multiple mountain bike trails and parks

Infrastructure

There are several infrastructure projects planned for the area. Some of the more notable projects are summarized below.

- Work will be underway in late 2019 for an access road into the National Road Business Park.
- There is currently a major slip repair project being completed along Eastpointe Drive within the Eastpointe Business Park.
- Beginning on Memorial Day 2019, ODOT will close State Route 93 at the north and south entrances to Eastpointe Business Park for a bridge replacement.
- ODOT will begin the replacement of the Philo-Duncan Falls bridge in 2019 with a \$21 million investment. The old bridge will remain open until the new bridge is completed.
- Major road work is planned along a four-mile section of Northpointe Road between Frazeyburg Road near Dresden and Powelson Road. The asphalt will be removed and a full-depth reclamation will be conducted. The road will be stabilized with cement before repaving. The project is projected to begin in July 2019 and be complete by October 31, 2019. The cost will be \$2.4 million.

WARN (layoff notices):

WARN Notices of large-scale business layoffs or closures were reviewed on April 25, 2019. According to the Ohio Department of Jobs and Family Services there have been two WARN notices reported for Muskingum County over the past 18 months. Below is a table summarizing these notices.


WARN Notices				
Company	Location	Jobs	Notice Date	Effective Date
Anchor Glass Container	Zanesville	70	6-26-2018	10-15-2018
Cardinal Health	Zanesville	101	2-20-2018	4-20-2018


The recent job notices totaled 171 jobs lost in 2018. Despite this loss, overall job growth in Muskingum County was positive in 2018. With numerous business expansions planned for the area, we expect job growth to remain positive in the market.

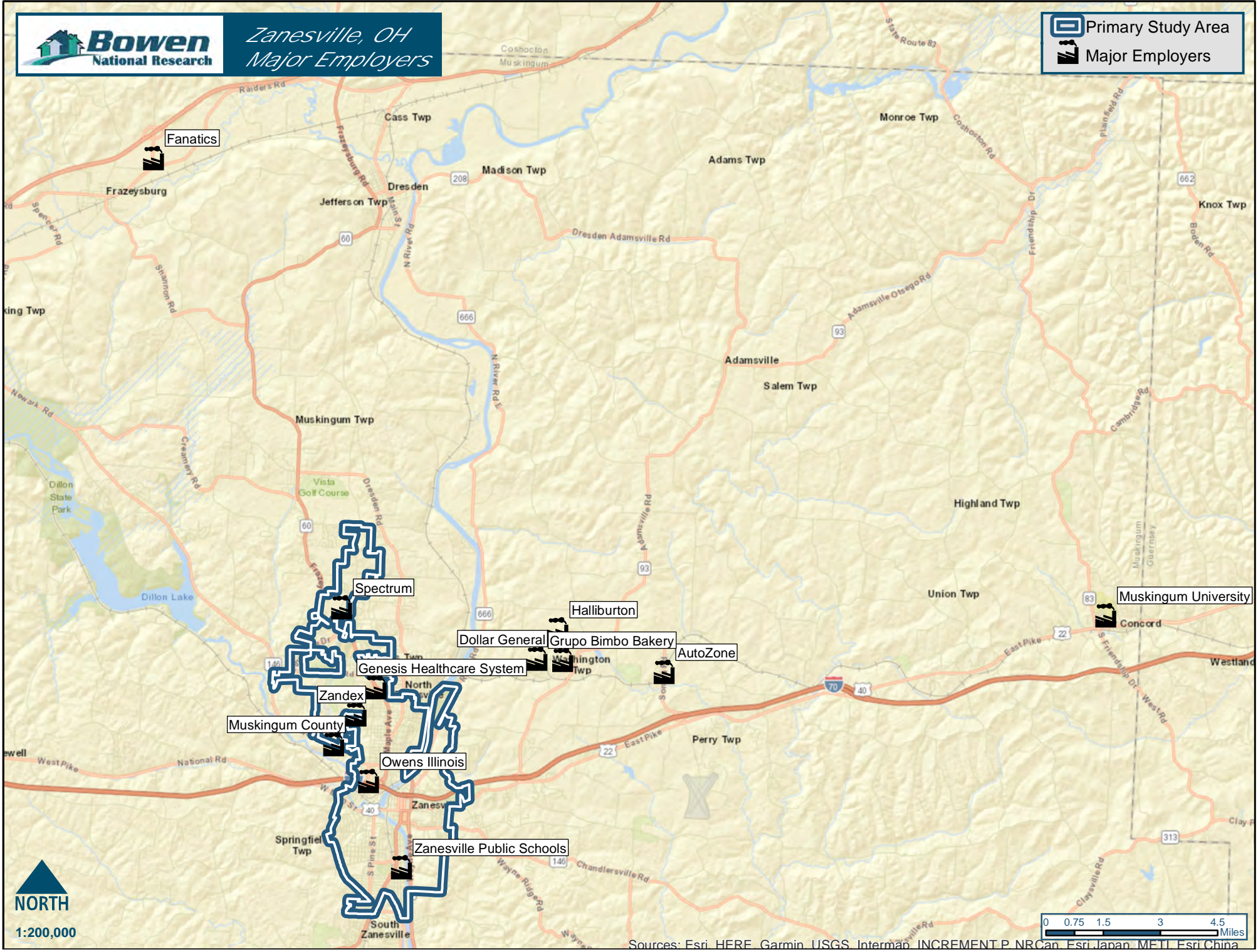
A map delineating the location of the area's largest employers is on the following page.



Zanesville, OH Major Employers

 Primary Study Area

 Major Employers



NORTH

1:200,000

0 0.75 1.5 3 4.5 Miles

Sources: Esri, HERE, Garmin, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China

C. Conclusions

While the Zanesville Economy is Anchored by the Often Stable Health Care & Social Assistance Job Sector, it is Much Less Balanced than the Surrounding Balance of County, which Adds to the Economic Challenges of the Zanesville Area - With nearly one-third (32.7%) of Zanesville's residents employed in the Health Care & Social Assistance Job Sector, much of which is tied to the Genesis healthcare system, the local economy is considered to be stable (the Healthcare job sector is less susceptible to significant fluctuations in employment). However, this heavy concentration of jobs within a single job sector also limits the local job market in its ability to serve a broad range of workers' income needs, skill sets, education levels, and interests. Conversely, the broader and more balanced employment base of the SSA enables it to serve a variety of skill sets, education levels and interests.

The Zanesville/Muskingum County Economy Benefits from and is Influenced by its Proximity to the Greater Columbus Area, but is Vulnerable to Competition from Columbus - Given Muskingum County's proximity to the Columbus area (approximately 50 miles west), many area residents commute to employment opportunities in and around the Columbus area. This includes both blue- and white-collar jobs with varying wage levels. As such, the Muskingum County economy is tied closely to the economic activity and trends in Columbus, and it benefits from the additional jobs that the Columbus area offers. At the same time, the proximity to Columbus also poses a challenge to Zanesville, as the larger number of employment opportunities and higher wages offered in Columbus, along with additional housing, cultural and recreational opportunities available in Columbus makes it more difficult for Zanesville to both attract and retain residents, particularly Millennials (persons generally between the ages of 20 and 39).

The Muskingum County Economy has been Expanding Since 2009, with a Growing Employment Base and Declining Unemployment Rate - The county's employment base has gained a total of 3,796 jobs since 2009, representing an increase of 11.2% and outpacing the 3.7% growth rate of the state of Ohio. The unemployment rate in Muskingum County has generally followed state and national rates for most of the past decade, with the county's annual unemployment rate declining in each of the past nine years. The 5.3% unemployment rate in 2018 for the county represents a 10-year low, reflecting the health of the local economy.

There are Ongoing and Planned Business Expansions Along with Various Public and Private Sector Investments that will Contribute to the Local Economy's Continued Growth - Following \$28 million of investment in 2018, the Zanesville/Muskingum County economy has several new and expanding private sector businesses, large-scale public sector infrastructure projects and a new business park planned for the area. This activity will contribute to the continued economic growth and opportunities for the area.

VI. Housing Supply Analysis

This housing supply analysis considers both rental and for-sale housing. Understanding the historical trends, market performance, characteristics, composition, and current housing choices provide critical information as to current market conditions and future housing potential. The housing data presented and analyzed in this section includes primary data collected directly by Bowen National Research and secondary data sources including American Community Survey (ACS), U.S. Census housing information and data provided by various government entities and real estate professionals.

While there are a variety of housing alternatives offered in the overall market, we focused our analysis on the most common alternatives. The housing structures included in this analysis are:

- **Rental Housing** – Rental properties consisting of multifamily apartments (generally with 5 or more units) were identified and surveyed. A sample survey of non-conventional rentals (typically with only one or two units in a structure) was also conducted and analyzed.
- **For-Sale Housing** – We identified attached and detached for-sale housing. Some of these include individual homes, while others were part of a planned development or community, as well as attached multifamily housing such as condominiums. Our analysis includes both historical sales transactions and currently available for-sale housing inventory.
- **Senior Care Facilities** – We surveyed senior care facilities (assisted living and nursing homes) that provide both shelter and care housing alternatives to seniors requiring some level of personal care (e.g. dressing, bathing, medical reminders, etc.).

For the purposes of this analysis, the housing supply information is presented for the Primary Study Area (Zanesville) and, when applicable, compared with the Secondary Study Area (balance of Muskingum County), the overall Muskingum County and the state of Ohio. This analysis includes secondary Census housing data (renter- and owner-occupied), Bowen National Research's survey of area rental alternatives, and for-sale housing data (both historical sales and available housing alternatives) obtained from secondary data sources. In addition, we have included data and analyses of senior care facilities (i.e. assisted living and nursing homes). Finally, other housing dynamics such as planned or proposed housing and residential foreclosures were considered for their potential impact on housing market conditions and demand. Please note, the totals in some charts may not equal the sum of individual columns or rows or may vary from the total reported in other tables due to rounding.

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

A. Overall Housing Supply (Secondary Data)

This section of area housing supply is based on secondary data sources such as the U.S. Census, American Community Survey and ESRI, and is provided for the Primary Study Area (PSA, Zanesville), the Downtown Zanesville Submarket, the Secondary Study Area (SSA, balance of Muskingum County), overall Muskingum County, and the state of Ohio.

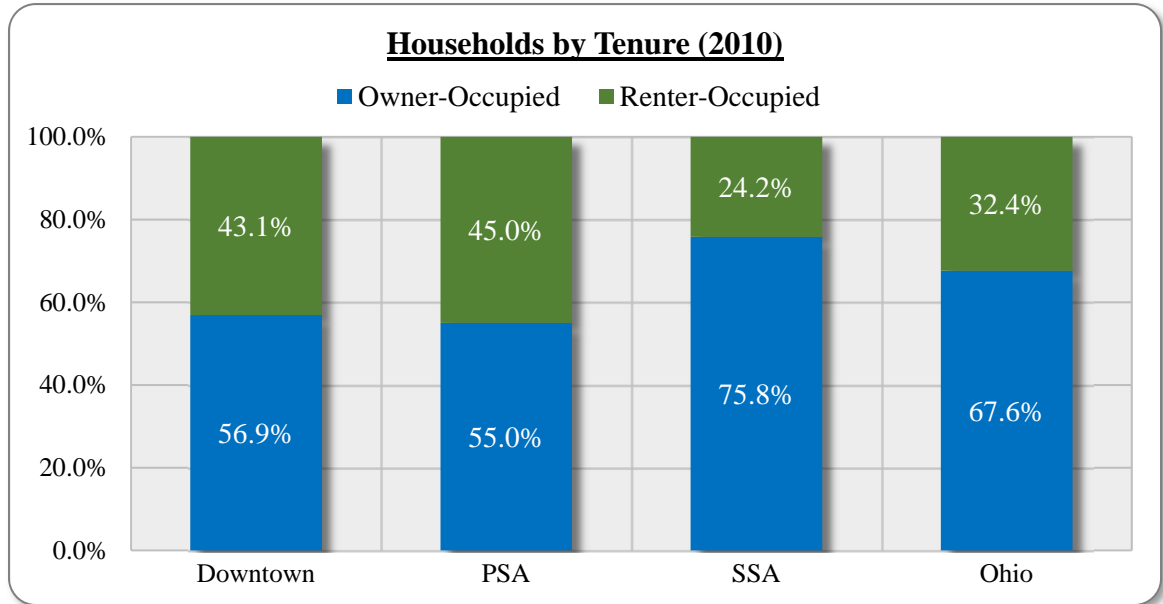
Housing Characteristics

The distributions of the area housing stock within each study area in 2010 are summarized in the following table:

		Households by Tenure - 2010				
		Total Occupied	Owner-Occupied	Renter-Occupied	Vacant	Total
Downtown	Number	297	169	128	68	365
	%	81.4%	56.9%	43.1%	18.6%	100.0%
PSA	Number	10,864	5,980	4,884	1,464	12,328
	%	88.1%	55.0%	45.0%	11.9%	100.0%
SSA	Number	23,407	17,732	5,675	2,339	25,746
	%	90.9%	75.8%	24.2%	9.1%	100.0%
Combined (PSA & SSA)	Number	34,271	23,712	10,559	3,803	38,074
	%	90.0%	69.2%	30.8%	10.0%	100.0%
Ohio	Number	4,603,435	3,111,054	1,492,381	524,073	5,127,508
	%	89.8%	67.6%	32.4%	10.2%	100.0%

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

Based on the 2010 U.S. Census, of the estimated 10,864 total occupied housing units in the PSA (Zanesville), a little more than half (55.0%) are owner-occupied while the balance consists of renter-occupied housing. The Downtown Submarket has similar shares of owner-occupied (56.9%) and renter-occupied (43.1%) units as the PSA. The SSA (balance of the county) has a much higher share (75.8%) of owner-occupied housing units than Zanesville. It is worth pointing out that the Census data shows that 18.6% of the housing in the Downtown Submarket is vacant. While some of these vacancies likely include abandoned/uninhabitable housing or temporarily vacant for-sale or for-rent housing, it is a reflection of the challenge of the Downtown Submarket’s housing market.



Based on the 2013-2017 ACS data (the latest data available), the following is a distribution of all *renter-occupied* housing units in each study area by year of construction.

		Renter-Occupied Housing by Year Built								Total
		2014 or Later	2010 to 2013	2000 to 2009	1990 to 1999	1980 to 1989	1970 to 1979	1950 to 1969	1949 or Earlier	
Downtown	Number	0	6	3	7	4	14	27	91	152
	%	0.0%	3.9%	2.0%	4.6%	2.6%	9.2%	17.8%	59.9%	100.0%
PSA	Number	0	108	415	254	314	587	1,145	2,436	5,259
	%	0.0%	2.1%	7.9%	4.8%	6.0%	11.2%	21.8%	46.3%	100.0%
SSA	Number	18	150	606	860	727	1,088	1,048	1,485	5,982
	%	0.3%	2.5%	10.1%	14.4%	12.2%	18.2%	17.5%	24.8%	100.0%
Combined (PSA & SSA)	Number	18	258	1,021	1,114	1,041	1,675	2,193	3,921	11,241
	%	0.2%	2.3%	9.1%	9.9%	9.3%	14.9%	19.5%	34.9%	100.0%
Ohio	Number	8,160	25,305	117,390	164,250	161,831	264,539	401,431	429,766	1,572,672
	%	0.5%	1.6%	7.5%	10.4%	10.3%	16.8%	25.5%	27.3%	100.0%

Source: American Community Survey (2013-2017); ESRI; Urban Decision Group; Bowen National Research

Within the PSA, nearly half (46.3%) of the existing rental supply was built prior to 1950 and over two-thirds (68.1%) was built prior to 1970. The Downtown Submarket has an even older supply, with 77.7% of the rental units built prior to 1970. The surrounding SSA has a more modern rental housing stock, though a majority of it was built prior to 1970.

Based on the 2013-2017 ACS data, the following is a distribution of all *owner*-occupied housing units in each study area by year of construction.

		Owner-Occupied Housing by Year Built								
		2014 or Later	2010 to 2013	2000 to 2009	1990 to 1999	1980 to 1989	1970 to 1979	1950 to 1969	1949 or Earlier	Total
Downtown	Number	0	1	8	18	14	17	23	89	170
	%	0.0%	0.6%	4.7%	10.6%	8.2%	10.0%	13.5%	52.4%	100.0%
PSA	Number	3	6	235	215	351	500	1,645	2,881	5,836
	%	0.1%	0.1%	4.0%	3.7%	6.0%	8.6%	28.2%	49.4%	100.0%
SSA	Number	112	346	2,169	2,545	1,827	3,112	3,538	3,622	17,271
	%	0.6%	2.0%	12.6%	14.7%	10.6%	18.0%	20.5%	21.0%	100.0%
Combined (PSA & SSA)	Number	115	352	2,404	2,760	2,178	3,612	5,183	6,503	23,107
	%	0.5%	1.5%	10.4%	11.9%	9.4%	15.6%	22.4%	28.1%	100.0%
Ohio	Number	14,265	40,929	353,260	407,109	263,598	406,320	836,899	738,093	3,060,473
	%	0.5%	1.3%	11.5%	13.3%	8.6%	13.3%	27.3%	24.1%	100.0%

Source: American Community Survey (2013-2017); ESRI; Urban Decision Group; Bowen National Research

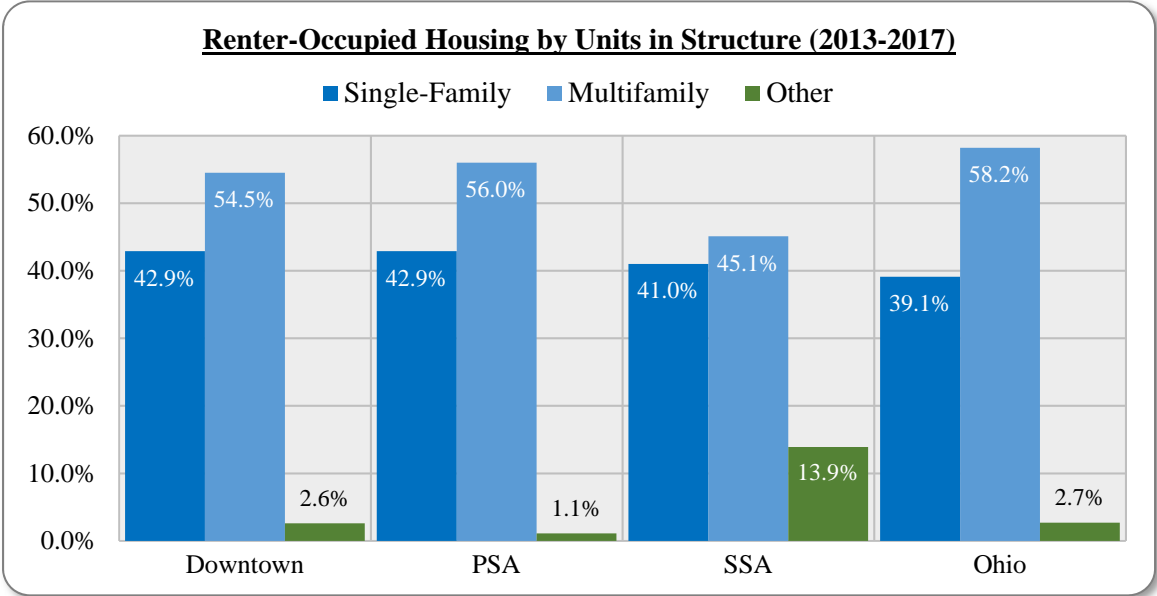
As reported by ACS, the largest share (49.4%) of the *owner*-occupied housing stock in the PSA was constructed prior to 1950, with over three-quarters (77.6%) of the owner units built prior to 1970. This is a greater concentration of older product than the surrounding SSA and the state of Ohio. The Downtown Submarket's owner-occupied housing stock is relatively old, with over half (52.4%) of the supply being built prior to 1950. It appears that most of the modern (2000 or later) owner-occupied housing stock built in the county is located outside of the Zanesville city limits.

Based on the 2013-2017 ACS data, the following is a distribution of all *renter*-occupied housing by units in structure for each study area.

		Renter-Occupied Housing by Units in Structure									
		1; Detached	1; Attached	2 to 4	5 to 9	10 to 19	20 to 49	50+	Mobile Homes	Boat, RV, Vans	Total
Downtown	Number	60	6	45	11	3	23	2	4	0	154
	%	39.0%	3.9%	29.2%	7.1%	1.9%	14.9%	1.3%	2.6%	0.0%	100.0%
PSA	Number	2,064	197	1,212	706	363	340	318	59	0	5,259
	%	39.2%	3.7%	23.0%	13.4%	6.9%	6.5%	6.0%	1.1%	0.0%	100.0%
SSA	Number	2,395	57	1,166	773	342	172	248	829	0	5,982
	%	40.0%	1.0%	19.5%	12.9%	5.7%	2.9%	4.1%	13.9%	0.0%	100.0%
Combined (PSA & SSA)	Number	4,459	254	2,378	1,479	705	512	566	888	0	11,241
	%	39.7%	2.3%	21.2%	13.2%	6.3%	4.6%	5.0%	7.9%	0.0%	100.0%
Ohio	Number	522,977	91,897	319,170	200,642	166,052	87,100	143,246	40,749	839	1,572,672
	%	33.3%	5.8%	20.3%	12.8%	10.6%	5.5%	9.1%	2.6%	0.1%	100.0%

Source: American Community Survey (2013-2017); ESRI; Urban Decision Group; Bowen National Research

Nearly two-thirds (65.9%) of the rental units in the PSA are within structures of four units or less. Nearly one-fifth (19.4%) of the rental supply in the PSA is within multifamily structures with 10 or more units. It is noteworthy that 13.9% of the renter-occupied housing stock in the surrounding SSA is comprised of mobile home units.

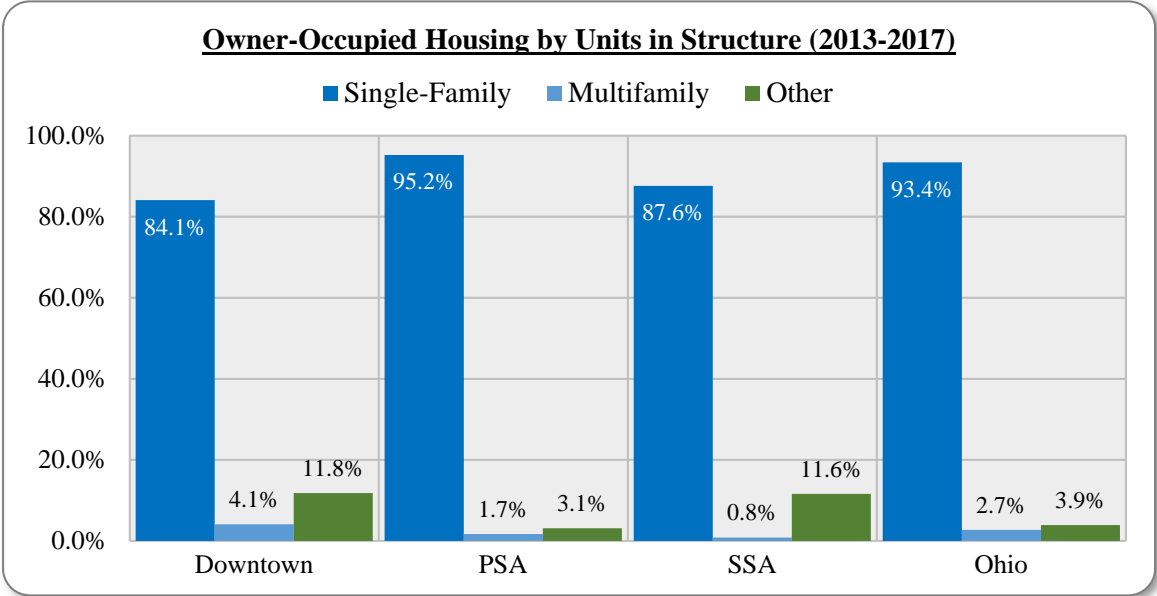


Based on the 2013-2017 ACS data, the following is a distribution of all *owner-*occupied housing by units in structure for each study area.

		Owner-Occupied Housing by Units in Structure									
		1; Detached	1; Attached	2 to 4	5 to 9	10 to 19	20 to 49	50+	Mobile Homes	Boat, RV, Vans	Total
Downtown	Number	141	2	6	1	0	0	0	20	0	170
	%	82.9%	1.2%	3.5%	0.6%	0.0%	0.0%	0.0%	11.8%	0.0%	100.0%
PSA	Number	5,389	165	84	4	12	0	0	179	1	5,834
	%	92.4%	2.8%	1.4%	0.1%	0.2%	0.0%	0.0%	3.1%	0.0%	100.0%
SSA	Number	14,859	276	88	5	7	27	0	2,006	5	17,273
	%	86.0%	1.6%	0.5%	0.0%	0.0%	0.2%	0.0%	11.6%	0.0%	100.0%
Combined (PSA & SSA)	Number	20,248	441	172	9	19	27	0	2,185	6	23,107
	%	87.6%	1.9%	0.7%	0.0%	0.1%	0.1%	0.0%	9.5%	0.0%	100.0%
Ohio	Number	2,741,381	116,258	46,922	14,497	9,804	5,481	7,413	117,971	746	3,060,473
	%	89.6%	3.8%	1.5%	0.5%	0.3%	0.2%	0.2%	3.9%	0.0%	100.0%

Source: American Community Survey (2013-2017); ESRI; Urban Decision Group; Bowen National Research

Virtually all (95.2%) of the owner-occupied housing stock in the PSA consists of single-family homes, while a notable share (3.1%) consists of mobile homes. This is very similar to the state of Ohio. The PSA and Downtown Submarket appear to have a limited inventory of owner-occupied multifamily units (such as condominiums) and may represent a development opportunity.



The following table summarizes the distribution of owner-occupied housing values within the PSA and SSA based on 2018 estimates from ESRI.

Home Value	PSA		SSA	
Less than \$20,000	139	2.7%	1,037	5.8%
\$20,000-\$39,999	302	5.9%	553	3.1%
\$40,000-\$59,999	606	11.8%	928	5.2%
\$60,000-\$79,999	1,188	23.1%	1,629	9.1%
\$80,000-\$99,999	807	15.7%	1,700	9.5%
\$100,000-\$149,999	1,053	20.5%	4,663	25.9%
\$150,000-\$199,999	497	9.7%	3,714	20.7%
\$200,000-\$299,999	356	6.9%	2,314	12.9%
\$300,000-\$399,999	87	1.7%	585	3.3%
\$400,000-\$499,999	66	1.3%	402	2.2%
\$500,000-\$749,999	19	0.4%	355	2.0%
\$750,000-\$999,999	16	0.3%	36	0.2%
\$1,000,000 +	6	0.1%	65	0.4%
Total	5,141	100.0%	17,981	100.0%
Median Value	\$89,983		\$133,744	

Source: ESRI; Urban Decision Group; Bowen National Research

The PSA's largest concentration of estimated home values is between \$60,000 and \$79,999, while much of the surrounding SSA's stock is valued between \$100,000 and \$149,999. The median home value for the PSA is \$89,983. The SSA has a much higher estimated home value of \$133,744, and is influenced, in part, by the more modern product that exists in the SSA. Recent homes sales and the current inventory of available for-sale homes are evaluated in detail later in this section.

Substandard housing is an important component to consider when evaluating a housing market and potential housing need. Substandard housing is generally considered housing that 1.) Lacks complete kitchen and/or bathroom facilities, 2.) Is overcrowded, and 3.) Has a rent/cost over-burden situation. Markets with a disproportionate high share of any of the preceding substandard housing characteristics may be in need of replacement housing. As a result, we have evaluated each of these characteristics for each study area.

The shares of substandard *renter* housing found in the study areas, based on the presence or absence of kitchen and bathroom facilities, are shown as follows:

		Renter-Occupied Housing by Kitchen & Bathroom Characteristics					
		Kitchens			Bathroom Plumbing		
		Complete	Incomplete	Total	Complete	Incomplete	Total
Downtown	Number	138	15	153	152	1	153
	%	90.2%	9.8%	100.0%	99.3%	0.7%	100.0%
PSA	Number	5,152	106	5,258	5,251	7	5,258
	%	98.0%	2.0%	100.0%	99.9%	0.1%	100.0%
SSA	Number	5,899	84	5,983	5,956	27	5,983
	%	98.6%	1.4%	100.0%	99.5%	0.5%	100.0%
Combined (PSA & SSA)	Number	11,051	190	11,241	11,207	34	11,241
	%	98.3%	1.7%	100.0%	99.7%	0.3%	100.0%
Ohio	Number	1,542,106	30,566	1,572,672	1,564,501	8,171	1,572,672
	%	98.1%	1.9%	100.0%	99.5%	0.5%	100.0%

Source: American Community Survey (2013-2017); ESRI; Urban Decision Group; Bowen National Research

Based on the 2013-2017 ACS estimates, the percentage of renter-occupied housing with incomplete kitchen facilities was 2.0% in the PSA. Approximately 0.1% of renter-occupied units in the PSA had incomplete bathroom plumbing facilities. While representing small shares, there are 113 renter-occupied units in the PSA that have either incomplete bathrooms or kitchens. While the shares of incomplete kitchens or bathroom plumbing in the Downtown Submarket are higher than the PSA, the number of total units (16) with such deficiencies is small. The shares of inadequate kitchens and bathrooms are much lower in the SSA.

The share of owner-occupied housing units that lack complete kitchen or plumbing facilities for each of the study areas is summarized below:

		Owner-Occupied Housing by Kitchen & Bathroom Characteristics					
		Kitchens			Bathroom Plumbing		
		Complete	Incomplete	Total	Complete	Incomplete	Total
Downtown	Number	169	0	169	169	0	169
	%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
PSA	Number	5,827	9	5,836	5,835	0	5,835
	%	99.8%	0.2%	100.0%	100.0%	0.0%	100.0%
SSA	Number	17,236	35	17,271	17,207	65	17,272
	%	99.8%	0.2%	100.0%	99.6%	0.4%	100.0%
Combined (PSA & SSA)	Number	23,063	44	23,107	23,042	65	23,107
	%	99.8%	0.2%	100.0%	99.7%	0.3%	100.0%
Ohio	Number	3,046,665	13,808	3,060,473	3,051,542	8,931	3,060,473
	%	99.5%	0.5%	100.0%	99.7%	0.3%	100.0%

Source: American Community Survey (2013-2017); ESRI; Urban Decision Group; Bowen National Research

Owner-occupied housing units in the PSA which lack complete kitchens or bathroom plumbing comprise only 0.2% of all owner-occupied housing units in the city. There are no such units in the Downtown Submarket. There are a total of 100 owner-occupied units in the SSA that lack complete kitchens or bathroom plumbing facilities.

Overcrowded housing is considered a housing unit with 1.01 or more persons per room, while severe overcrowding housing is considered a unit with 1.51 or more persons per room. The following table illustrates the overcrowded households by tenure for each study area.

County	Overcrowded				Severe Overcrowded			
	Renter		Owner		Renter		Owner	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Downtown	0	0.0%	6	3.6%	0	0.0%	0	0.0%
PSA	121	2.3%	55	0.9%	14	0.3%	17	0.3%
SSA	100	1.7%	263	1.5%	38	0.6%	47	0.3%
Combined (PSA & SSA)	221	2.0%	318	1.4%	52	0.5%	64	0.3%
Ohio	37,960	2.4%	23,231	0.8%	10,036	0.6%	4,436	0.1%

Source: 2013-2017 American Community Survey

Within the PSA, 2.3% of renter households and 0.9% of owner households are considered *overcrowded* households. This totals 176 units. *Severe overcrowded* units in the PSA comprise 0.3% of both the renter- and owner-occupied units. Only 31 units in the PSA are severe overcrowded. More notable is the fact that 363 units are overcrowded in the surrounding SSA, and 85 units are severe overcrowded. As such, overcrowded housing issues are more prominent in the broader SSA.

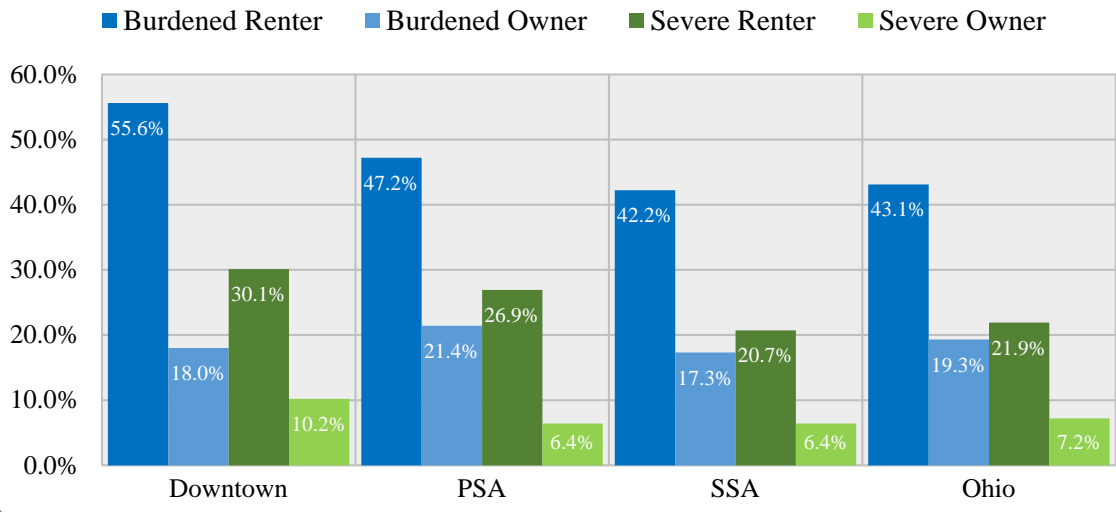
Cost burdened households are those paying over 30% of their income towards housing costs, while *severe* cost burdened households are considered as those paying over 50% of their income towards housing costs. The following table illustrates the cost burdened households by each study area.

County	Cost Burdened				Severe Cost Burdened			
	Renter		Owner		Renter		Owner	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Downtown	85	55.6%	30	18.0%	46	30.1%	17	10.2%
PSA	2,483	47.2%	1,251	21.4%	1,414	26.9%	376	6.4%
SSA	2,524	42.2%	2,986	17.3%	1,236	20.7%	1,107	6.4%
Combined (PSA & SSA)	5,007	44.5%	4,237	18.3%	2,650	23.6%	1,483	6.4%
Ohio	678,101	43.1%	589,150	19.3%	344,029	21.9%	220,340	7.2%

Source: 2013-2017 American Community Survey

Among the PSA's *renter* households, a total of 2,483 (47.2%) are cost burdened and 1,414 (26.9%) are *severe* cost burdened. Cost burdened renter households in the surrounding SSA are less pronounced, with 42.2% being cost burdened and 20.7% severe cost burdened. Within the state of Ohio, these ratios are 43.1% and 21.9%, respectively. As such, rental affordability appears to be a notable challenge for PSA residents. Owner cost burdened and severe cost burdened shares in the PSA are comparable to the SSA and Ohio statewide. Downtown renters appear to be experiencing cost burdened housing situations at an excessively high rate of 55.6%, posing a serious challenge for residents.

Percent of Cost Burdened Households (2013-2017)



B. Housing Supply Analysis (Bowen National Research Survey)

1. Multifamily Rental Housing

During the fall of 2018 and into early 2019, Bowen National Research surveyed (both by telephone and in-person) numerous multifamily rental housing projects within both the PSA (Zanesville) and SSA (balance of county). While these rentals do not represent all multifamily rental housing projects in the market, they provide significant insight as to the market conditions of commonly offered multifamily rental product. We believe this survey represents a good base from which characteristics and trends of multifamily rental housing can be evaluated and from which conclusions can be drawn.

Projects identified, inventoried, and surveyed operate under a number of affordable housing programs including the Low-Income Housing Tax Credit (LIHTC), HUD Section 8, and Rural Development Section 515 programs, as well as market-rate. Definitions of each housing program are included in Addendum H: Glossary.

Managers and leasing agents at each project were surveyed to collect a variety of property information including vacancies, rental rates, design characteristics, amenities, utility responsibility, and other features. Each project was also rated based on quality and upkeep. Each surveyed property was photographed and mapped as part of this survey.

Data collected during our survey is presented in aggregate format for the Primary Study Area (PSA, Zanesville) and the Secondary Study Area (SSA, balance of county). An overview of the rental supply of the Downtown Zanesville Submarket is included in Section IX.

We identified and personally surveyed 34 multifamily rental housing projects containing a total of 2,415 units within the PSA. This survey was conducted to establish the overall strength of the rental market and to help identify potential housing needs in the market. These rentals have a combined occupancy rate of 99.3%, an extremely high rate for rental housing. An additional 17 multifamily rental housing projects containing a total of 707 units were surveyed in the surrounding SSA. These rentals have a combined occupancy rate of 98.6%, a high rate that is comparable to the PSA.

The tables below summarize the surveyed multifamily rental supply.

Multifamily Rental Housing Supply - Primary Study Area (Zanesville)				
Project Type	Projects Surveyed	Total Units	Vacant Units	Occupancy Rate
Market-rate	16	1,126	16	98.6%
Market-rate/Tax Credit	1	23	2	91.3%
Tax Credit	3	130	0	100.0%
Tax Credit/Government-Subsidized	2	369	0	100.0%
Government-Subsidized	12	767	0	100.0%
Total	34	2,415	18	99.3%

Multifamily Rental Housing Supply - Secondary Study Area (Balance of County)				
Project Type	Projects Surveyed	Total Units	Vacant Units	Occupancy Rate
Market-rate	8	289	4	98.6%
Tax Credit	4	230	0	100.0%
Tax Credit/Government-Subsidized	2	82	3	96.3%
Government-Subsidized	3	106	3	97.2%
Total	17	707	10	98.6%

Other than the market-rate/Tax Credit mixed-income housing segment, the PSA's multifamily rental housing market is performing extremely well, with no segment operating below 98.6%. While the market-rate/Tax Credit segment has an overall 91.3% occupancy rate, this is attributed to the fact that only two of 23 units are vacant. It is worth pointing out that none of the projects operating exclusively with affordable (Tax Credit or government-subsidized) units have any vacant units. As such, the demand for units affordable to low-income households is very strong. Regardless, with just 18 vacant units identified among the 2,415 multifamily rental units surveyed in the market, there is very limited availability in the PSA. This represents a likely housing need in the subject market. Each multifamily rental housing segment is evaluated in detail in this section.

Within the broader SSA (balance of county), occupancy levels are very high, with no surveyed segment having an occupancy rate below 96.3%. There appears to be a high level of demand for all surveyed rental housing segments. With only 10 vacant units among the entire surveyed inventory in the SSA, there are limited choices available to households seeking a multifamily rental unit. As a result, many area residents must seek alternatives such as renting a non-conventional housing unit (i.e. mobile home, single-family home, duplex, etc.), buying a home, or choosing to live outside the county.

Market-Rate Apartments

Overall, of the 51 properties surveyed in the county, a total of 25 properties offered at least some market-rate units. Within the PSA (Zanesville), a total of 18 multifamily projects with a total of 1,128 units were surveyed. Meanwhile, a total of eight market-rate projects were surveyed in the broader SSA, containing a total of 289 units. The tables below summarize the units by bedroom/bathroom type. It should be noted that net rents consider only the actual rent paid by tenants and do not consider any tenant-paid utility costs.

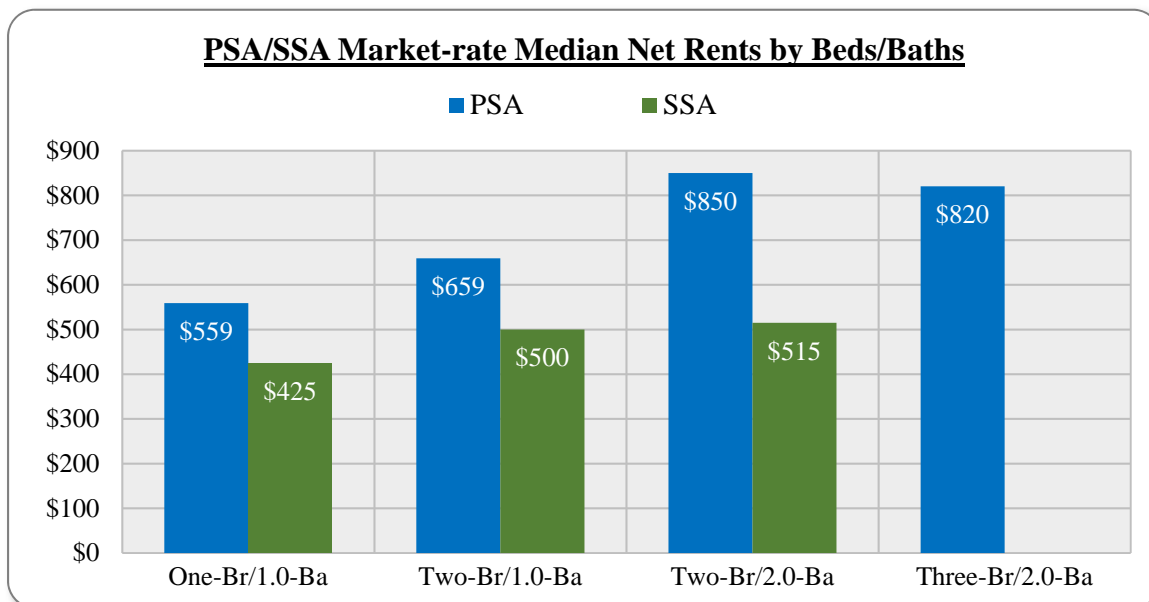
PSA - Market-rate						
Bedroom	Baths	Units	Distribution	Vacancy	% Vacant	Median Net Rent
Studio	1.0	6	0.5%	0	0.0%	\$489
One-Bedroom	1.0	372	33.0%	3	0.8%	\$559
Two-Bedroom	1.0	234	20.7%	2	0.9%	\$659
Two-Bedroom	1.5	21	1.9%	2	9.5%	\$575
Two-Bedroom	2.0	411	36.4%	9	2.2%	\$850
Three-Bedroom	1.0	18	1.6%	0	0.0%	\$727
Three-Bedroom	1.5	13	1.2%	0	0.0%	\$650
Three-Bedroom	2.0	51	4.5%	0	0.0%	\$820
Four-Bedroom	1.5	2	0.2%	0	0.0%	\$830
Total Market-rate		1,128	100.0%	16	1.4%	-

SSA - Market-rate						
Bedroom	Baths	Units	Distribution	Vacancy	% Vacant	Median Net Rent
Studio	1.0	26	9.0%	1	3.8%	\$409
One-Bedroom	1.0	123	42.6%	2	1.6%	\$425
Two-Bedroom	1.0	96	33.2%	1	1.0%	\$500
Two-Bedroom	1.5	10	3.5%	0	0.0%	\$600
Two-Bedroom	2.0	34	11.8%	0	0.0%	\$515
Total Market-rate		289	100.0%	4	1.4%	-

The market-rate units in both the PSA and SSA are 98.6% occupied. Typically, markets with an occupancy rate between 94.0% and 96.0% are considered balanced, while markets with higher occupancy rates are considered to have an insufficient housing inventory. With occupancy rates of more than 98.0% in both markets and only a combined total of 20 vacant market-rate units, it is clear that the Muskingum County multifamily rental housing supply lacks a sufficient inventory of product to meet the market's need for such housing. It is worth pointing out that median net rents within the PSA are notably higher than the rents of the surrounding SSA.

The unit mix by bedroom type within the PSA is generally well balanced when compared to similar sized markets. While the SSA has a good mix of one- and two-bedroom units, there were no three-bedroom market-rate units identified in the SSA. As such, families seeking market-rate three-bedroom units will likely have a challenge finding such product and may need to look at non-conventional rentals such as a single-family home.

The following graph illustrates median market-rate rents among common bedroom types offered in the PSA and SSA.



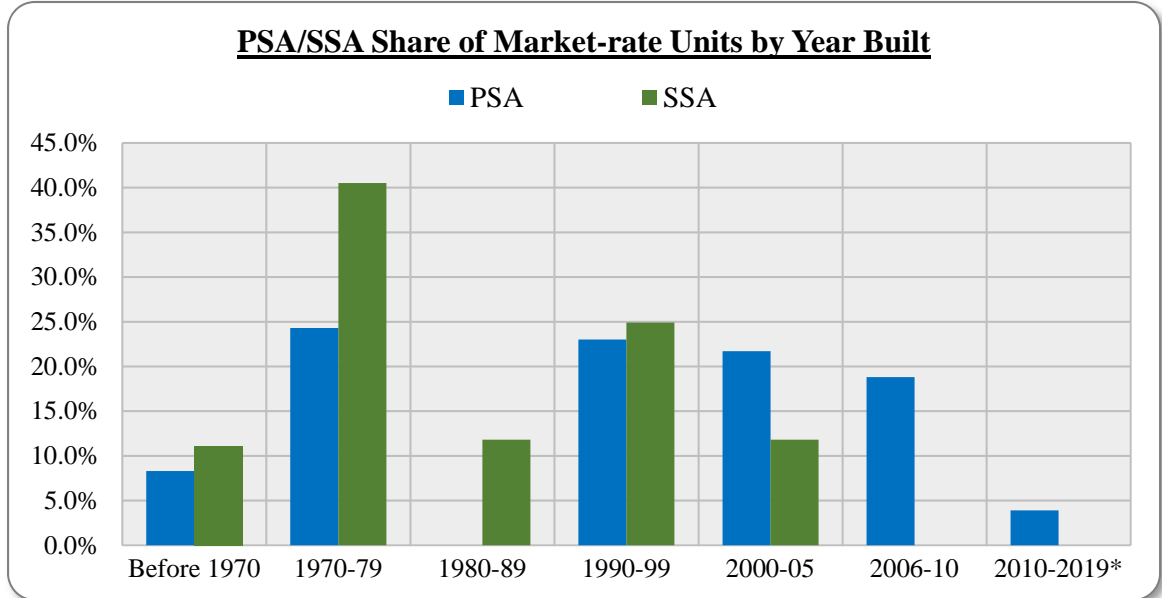
The following is a distribution of market-rate product surveyed by year built for the PSA and SSA:

Year Built – Market-rate						
Year Built	PSA (Zanesville)			SSA (Balance of County)		
	Projects	Units	Share of Units	Projects	Units	Share of Units
Before 1970	2	94	8.3%	1	32	11.1%
1970 to 1979	5	274	24.3%	2	117	40.5%
1980 to 1989	-	-	-	2	34	11.8%
1990 to 1999	4	259	23.0%	2	72	24.9%
2000 to 2005	4	245	21.7%	1	34	11.8%
2006 to 2010	1	212	18.8%	-	-	-
2011 to 2019*	1	44	3.9%	-	-	-

*As of February

While the distribution of market-rate units by year built within the PSA has been fairly well balanced, the largest share of market-rate product in the SSA was built in the 1970's, with over 40% of all product developed during this time. Overall, the PSA has a good mix of both older and modern inventory of market-rate multifamily rentals, while the SSA inventory is much older.

The distribution of surveyed market-rate units in the PSA and SSA by development period is shown in the graph below.



Representatives of Bowen National Research personally visited the surveyed rental projects within the PSA and SSA and rated the exterior quality of each property. We rated each property surveyed on a scale of "A" (highest) through "F" (lowest). All properties were rated based on quality and overall appearance (i.e. aesthetic appeal, building appearance, landscaping and grounds appearance). The following is a distribution of the surveyed market-rate supply by quality rating.

Market-Rate Unit Distribution and Median Net Rent by Quality Level - PSA (Zanesville)								
Quality Rating	Projects	Total Units	Vacancy Rate	Studio	One-Br.	Two-Br.	Three-Br.	Four+-Br.
A	3	238	0.0%	-	\$710	\$900	-	\$830
B+	2	316	3.2%	-	\$640	\$850	\$725	-
B	5	265	1.1%	-	\$555	\$700	\$820	-
B-	1	24	0.0%	-	\$500	\$575	-	-
C+	2	194	1.0%	\$489	\$559	\$659	\$727	-
C	3	80	0.0%	-	\$400	\$500	-	-
C-	1	11	9.1%	-	-	\$595	\$995	-

Market-Rate Unit Distribution and Median Net Rent by Quality Level - SSA (Balance of County)								
Quality Rating	Projects	Total Units	Vacancy Rate	Studio	One-Br.	Two-Br.	Three-Br.	Four+-Br.
B+	1	46	2.2%	-	\$470	\$590	-	-
B	3	70	0.0%	-	-	\$515	-	-
B-	1	70	4.3%	\$409	\$539	\$639	-	-
C	1	32	0.0%	-	\$425	\$525	-	-
C-	2	71	0.0%	\$360	\$400	\$500	-	-

The majority of the surveyed market-rate supply in both markets consists of product with quality levels of B- or better. As such, most of the surveyed multifamily rental supply is considered to be in good condition. It is worth pointing out that properties with some signs of disrepair or deferred maintenance resulting in quality ratings of C- total 82 units in the entire county. Despite this lower quality product, there is only one vacant unit among these 82 units.

The amenities offered at a project are often influenced by such things as target market (i.e. families, seniors, young professionals, etc.) and the household income segment the project seeks to serve. The most common amenities offered at the market-rate units in the PSA include a range, refrigerator, dishwasher, garbage disposal, central air conditioning, carpeted floors, washer/dryer hookups, patio/balcony, and window blinds. As such, the unit amenities at a majority of the market-rate supply are comprehensive and comparable to modern rental housing standards. Project amenities are relatively limited, as the only amenities standard at most market-rate projects is on-site management and laundry facilities.

Tax Credit Apartments

Tax Credit housing is housing that is developed under the Low-Income Housing Tax Credit (LIHTC) program. Typically, these projects serve households with income of up to 60% of Area Median Household Income (AMHI), though recent federal legislation allows for some units to target households with incomes of up to 80% of AMHI. A total of 12 surveyed multifamily projects in the overall county offer Low-Income Housing Tax Credit (LIHTC or Tax Credit) units. Six projects are within the PSA, while the remaining six are located in the SSA. Some of the supply operates as mixed-income properties, with market-rate and/or government-subsidized units. It is worth noting that five of the 12 properties are age-restricted. This section focuses only on the non-subsidized Tax Credit units, while the Tax Credit units operating with concurrent subsidies are discussed in the government-subsidized section of this report (starting on page VI-19).

The following tables summarize the breakdown of non-subsidized Tax Credit units surveyed within both the PSA and SSA.

PSA - Non-Subsidized Tax Credit						
Bedroom	Baths	Units	Distribution	Vacancy	% Vacant	Median Net Rent
Two-Bedroom	1.0	63	41.7%	0	0.0%	\$525
Three-Bedroom	1.0	17	11.3%	0	0.0%	\$525
Three-Bedroom	2.0	26	17.2%	0	0.0%	\$640
Four-Bedroom	1.5	21	13.9%	2	9.5%	\$784
Four-Bedroom	2.0	24	15.9%	0	0.0%	\$690
Total Tax Credit		151	100.0%	2	1.3%	-

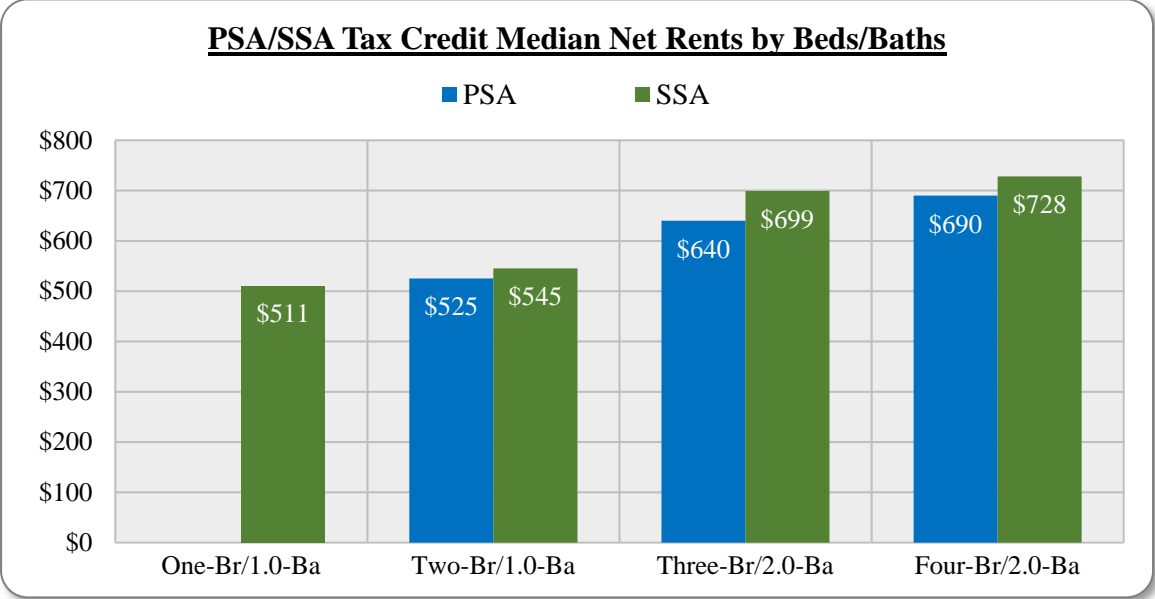
SSA - Non-Subsidized Tax Credit						
Bedroom	Baths	Units	Distribution	Vacancy	% Vacant	Median Net Rent
One-Bedroom	1.0	18	6.9%	0	0.0%	\$511
Two-Bedroom	1.0	88	33.7%	0	0.0%	\$545
Two-Bedroom	2.0	4	1.5%	0	0.0%	\$553
Three-Bedroom	1.5	60	23.0%	0	0.0%	\$620
Three-Bedroom	2.0	54	20.7%	0	0.0%	\$699
Four-Bedroom	2.0	37	14.2%	0	0.0%	\$728
Total Tax Credit		261	100.0%	0	0.0%	-

The non-subsidized Tax Credit units are 98.7% occupied within the PSA, with only two of the 151 surveyed units vacant. While this represents very limited availability among the Tax Credit supply in Zanesville, none of the surveyed Tax Credit supply in the surrounding SSA is vacant. The lack of available Tax Credit product is evidence of the PSA's and SSA's strong demand for affordable rental housing. In fact, there is pent-up demand for this type of housing, as all but one of the Tax Credit projects maintain a wait list, with up to 36 households on any one wait list.

The 151 Tax Credit units in the PSA consist of a mix of two- to four-bedroom unit types, but lacks one-bedroom units. The lack of one-bedroom Tax Credit units in the PSA may represent a need in this market, particularly for seniors or single-person households seeking affordable rental housing. While the SSA Tax Credit supply includes one-bedroom units, only 6.9% of the units consist of one-bedroom units. As was the case of the PSA, the limited number of one-bedroom units may represent a housing need and development opportunity in Zanesville. Regardless, with only two of 412 Tax Credit units available, there is a limited availability of product serving low-income households.

The median net rents by bedroom type of Tax Credit rents in the PSA are comparable to the rents of such product in the SSA. The median rents of the Tax Credit supply are well below the median rents of the market-rate multifamily supply in both the PSA and SSA. As such, Tax Credit housing is a value in the market, which is likely contributing to its strong level of demand.

The graph below illustrates median Tax Credit rents among common bedroom types offered in the PSA and SSA (no one-bedroom units were identified in the PSA).



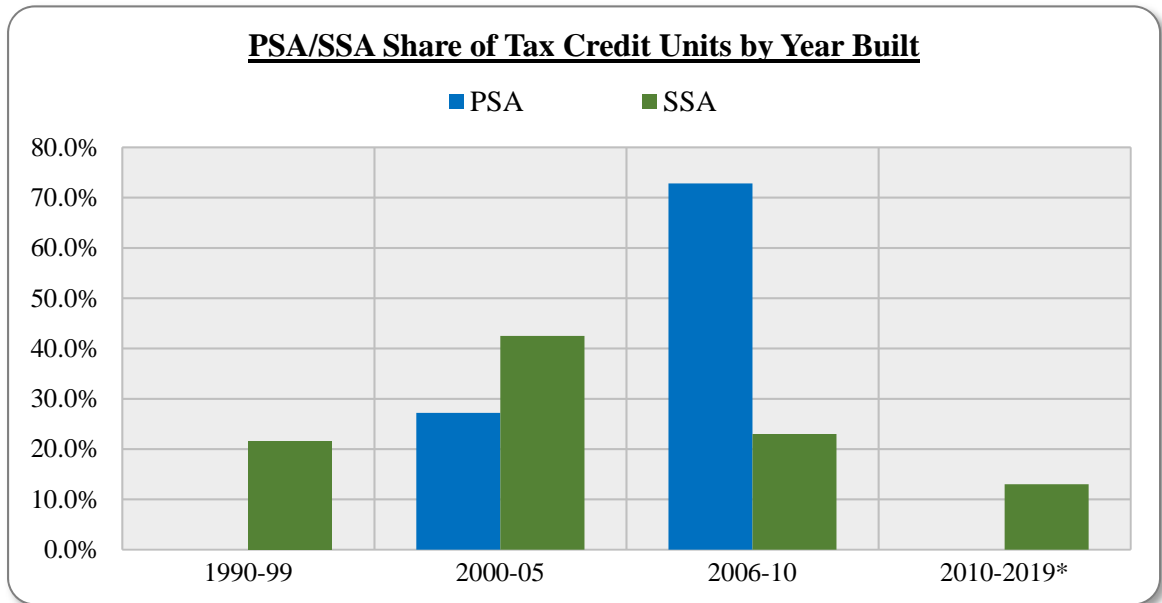
The following is a distribution of Tax Credit product surveyed by year built for the PSA (note: the Tax Credit program started in 1986, though projects that were renovated using Tax Credit financing could be built prior to 1986):

Year Built – Tax Credit (Non-Subsidized)						
Year Built	PSA (Zanesville)			SSA (Balance of County)		
	Projects	Units	Share of Units	Projects	Units	Share of Units
Before 1970	-	-	-	-	-	-
1970 to 1979	-	-	-	-	-	-
1980 to 1989	-	-	-	-	-	-
1990 to 1999	-	-	-	1	56	21.5%
2000 to 2005	2	41	27.2%	2	111	42.5%
2006 to 2010	2	110	72.8%	1	60	23.0%
2011 to 2019*	-	-	-	1	34	13.0%

*As of February

Most of the Tax Credit product developed in the PSA was built between 2006 and 2010. It should be pointed out that no new Tax Credit product has been added to the PSA over the past decade. The Tax Credit product developed in the SSA has been developed over a wider period of time and is more balanced in terms of age.

The distribution of Tax Credit units in the PSA and SSA by year built is shown in the following graph:



Representatives of Bowen National Research personally visited the surveyed rental projects within the market and rated the exterior quality of each property. We rated each property surveyed on a scale of "A" (highest) through "F" (lowest). All properties were rated based on quality and overall appearance (i.e. aesthetic appeal, building appearance, landscaping and grounds appearance). The following is a distribution of the Tax Credit properties by quality rating.

Quality Ratings - Non-Subsidized Tax Credit						
Quality Rating	PSA (Zanesville)			SSA (Balance of County)		
	Projects	Total Units	Vacancy Rate	Projects	Total Units	Vacancy Rate
A	2	81	2.5%	1	34	0.0%
A-	1	50	0.0%	2	91	0.0%
B	1	20	0.0%	2	136	0.0%

Vacancies of the surveyed Tax Credit projects are low, regardless of quality level. With the surveyed non-subsidized Tax Credit product having quality ratings of B or higher, it is clear that the existing supply is in good condition. There do not appear to be any notable deficiencies, in terms of quality or condition, among the surveyed Tax Credit supply.

The most common amenities offered at the Tax Credit projects in the PSA include a range, refrigerator, dishwasher, carpeted flooring, window treatments, and central air conditioning. As such, the existing Tax Credit supply offers relatively modern unit amenity packages. The most common project amenities among the LIHTC supply include on-site management, laundry facilities, and community space. Such amenities should be considered in future Tax Credit product in this market.

Government-Subsidized Housing

There was a total of 19 projects surveyed within the county that offer at least some units that operate with a government-subsidy. Government-subsidized housing typically requires residents to pay 30% of their adjusted gross income towards rents and generally qualifies households with incomes of up to 50% of Area Median Household Income (AMHI). The 19 projects with a subsidy include 1,293 units, of which 420 units also operate with Tax Credits.

The government-subsidized units surveyed within the PSA and SSA are summarized as follows.

PSA - Subsidized Tax Credit					
Bedroom	Baths	Units	Distribution	Vacancy	% Vacant
Studio	1.0	18	4.9%	0	0.0%
One-Bedroom	1.0	149	40.4%	0	0.0%
Two-Bedroom	1.0	164	44.4%	0	0.0%
Three-Bedroom	1.0	38	10.3%	0	0.0%
Total Subsidized Tax Credit		369	100.0%	0	0.0%
PSA - Government-Subsidized					
Bedroom	Baths	Units	Distribution	Vacancy	% Vacant
Studio	1.0	10	1.3%	0	0.0%
One-Bedroom	1.0	343	44.7%	0	0.0%
Two-Bedroom	1.0	130	16.9%	0	0.0%
Two-Bedroom	1.5	98	12.8%	0	0.0%
Three-Bedroom	1.0	22	2.9%	0	0.0%
Three-Bedroom	1.5	138	18.0%	0	0.0%
Four-Bedroom	1.5	12	1.6%	0	0.0%
Four-Bedroom	2.0	8	1.0%	0	0.0%
Five-Bedroom	2.0	6	0.8%	0	0.0%
Total Subsidized		767	100.0%	0	0.0%
SSA - Subsidized Tax Credit					
Bedroom	Baths	Units	Distribution	Vacancy	% Vacant
One-Bedroom	1.0	30	58.8%	3	10.0%
Two-Bedroom	1.0	20	39.2%	0	0.0%
Three-Bedroom	2.0	1	2.0%	0	0.0%
Total Subsidized Tax Credit		51	100.0%	3	5.9%
SSA - Government-Subsidized					
Bedroom	Baths	Units	Distribution	Vacancy	% Vacant
One-Bedroom	1.0	92	86.8%	3	3.3%
Two-Bedroom	1.0	14	13.2%	0	0.0%
Total Subsidized		106	100.0%	3	2.8%

Within the PSA, both the subsidized Tax Credit units and regular government-subsidized units are 100.0% occupied. Meanwhile, within the broader SSA, the subsidized Tax Credit units are 94.1% occupied and the government-subsidized units are 97.2% occupied. Of the 1,293 government-subsidized units surveyed in the overall county, only six were vacant. These six vacant units result in an occupancy rate of 99.5%. Most subsidized projects have long wait lists, very low-income renter households (making 50% or less of Area Median Household Income) and have limited options available. Potential renters likely must choose from either the non-subsidized multifamily housing options or non-conventional housing options, such as single-family homes and duplexes, or even mobile homes. Based on this analysis, it is clear that there is pent-up demand for subsidized housing in the county.

Ten properties in the county operate as subsidized projects under a current HUD contract. Because these contracts have a designated renewal date, it is important to understand if any of these projects are at risk of an expiring contract in the near future that could result in the reduction of affordable rental housing stock within the county. These 10 properties are summarized in the following table.

Property Name	City	Assisted Units	Total Units	Program Type	Renewal Date
Colony Terrace I	Zanesville	96	97	Section 8	12/15/2025
Colony Terrace II	Zanesville	46	47	Section 8	5/22/2033
Coopermill Manor	Zanesville	324	324	Tax Credit/ HUD RAD Conversion	11/30/2035
Fairway Vista	Nashport	30	30	Section 8	6/30/2035
Mapleview Terrace	Zanesville	102	102	Section 8	12/31/2020
Mapleview Terrace II	Zanesville	102	102	Section 8	12/31/2020
Muskingum ARC Apts.	Zanesville	24	25	Section 8/202	2/28/2023
Pollock Apts.	Zanesville	34	35	Section 8	4/30/2020
Seton Square Zanesville	Zanesville	45	45	Tax Credit/ HUD Section 8/202	9/25/2031
Zane Trace Village	Zanesville	35	36	HUD Section 8/202	7/31/2033

Source: HUDUser.gov

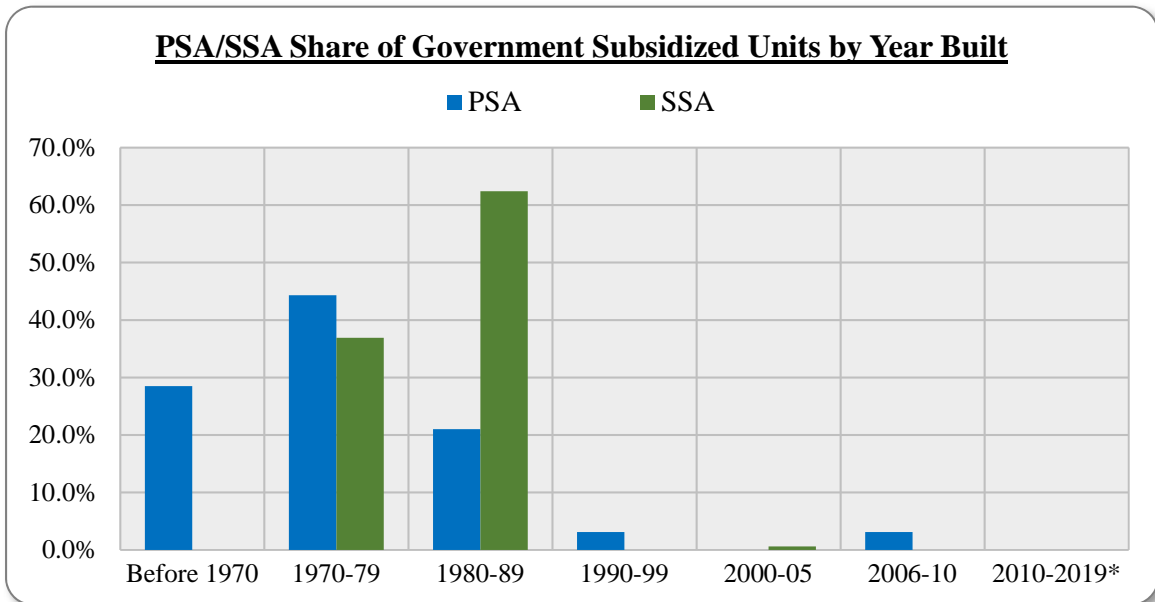
While all HUD supported projects are subject to annual appropriations by the Federal Government, it appears that three projects have renewal dates in 2020. These projects have a combined total of 238 units. An additional project with 24 assisted units has a HUD renewal date of 2023. As such, there are more than 200 HUD supported units that are currently serving very low-income households in the county that could have their HUD contracts expire. This puts these units at risk of no longer being affordable to low-income households. Given the high occupancy rate and wait lists at most government-subsidized projects, any loss of subsidized rental housing could exacerbate the housing shortage that already exists for affordable housing. As such, the preservation of affordable rental housing should be a priority in the city and county.

The following is a distribution of government-subsidized product surveyed by year built for the PSA and SSA:

Year Built – Government-Subsidized						
Year Built	PSA (Zanesville)			SSA (Balance of County)		
	Projects	Units	Share of Units	Projects	Units	Share of Units
Before 1970	1	324	28.5%	-	-	-
1970 to 1979	7	503	44.3%	1	58	36.9%
1980 to 1989	4	239	21.0%	3	98	62.4%
1990 to 1999	1	35	3.1%	-	-	-
2000 to 2005	-	-	-	1	1	0.6%
2006 to 2010	1	35	3.1%	-	-	-
2011 to 2019*	-	-	-	-	-	-

*As of February

The development of government-subsidized product in the PSA primarily occurred prior to 1980, while subsidized product in the broader SSA was primarily built in the 1980's. Very little subsidized product has been added to the overall county since 1999.




Representatives of Bowen National Research personally visited the surveyed rental projects within the county and rated the exterior quality of each property. We rated each property surveyed on a scale of "A" (highest) through "F" (lowest). All properties were rated based on quality and overall appearance (i.e. aesthetic appeal, building appearance, landscaping and grounds appearance). The following is a distribution of subsidized housing by quality rating, units, and vacancies for the PSA and SSA.

Quality Ratings – Government-Subsidized						
Quality Rating	PSA (Zanesville)			SSA (Balance of County)		
	Projects	Total Units	Vacancy Rate	Projects	Total Units	Vacancy Rate
A	-	-	-	-	-	-
A-	-	-	-	1	1	0.6%
B+	1	47	4.1%	-	-	-
B	2	132	11.6%	-	-	-
B-	1	35	3.1%	3	132	84.1%
C+	2	62	5.5%	1	24	15.3%
C	6	732	64.4%	-	-	-
C-	2	128	11.3%	-	-	-

While the overall PSA's subsidized rental properties have a diverse mix of rental product by quality rating, more than three-quarters of the subsidized product in the PSA was rated "C" or lower, meaning that these projects are generally considered to be in fair or poor condition. Therefore, the rehabilitation and preservation of the existing subsidized housing stock in the PSA will be important in the years ahead. Meanwhile, most of the subsidized product in the surrounding SSA was considered "B-" product.






The most common unit amenities offered among the subsidized projects in the county include a range, refrigerator, garbage disposal, carpet flooring, and window blinds. As such, the existing government-subsidized supply offers modest unit amenity packages. Project amenities are relatively limited at the government-subsidized properties in the PSA but generally include on-site management, laundry facilities, playgrounds and sports courts. Given that most of the surveyed subsidized product in the market is lower quality, built prior to 1990 and are relatively small, it is not surprising that project amenities are relatively limited at the subsidized projects.

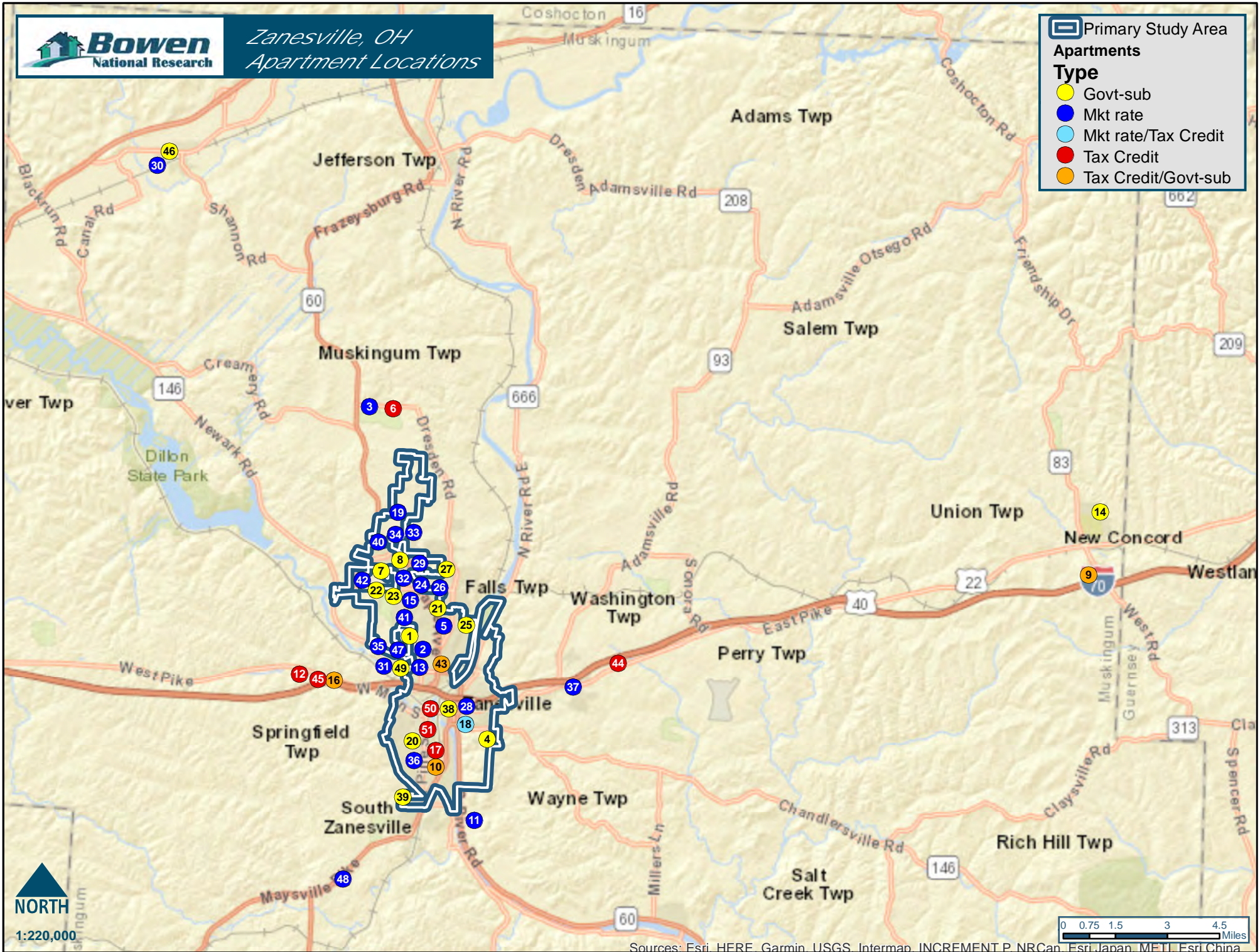
A map illustrating the location of all multifamily apartments surveyed within the overall PSA and SSA is included on the following page.

 Primary Study Area

Apartments

Type

-  Govt-sub
-  Mkt rate
-  Mkt rate/Tax Credit
-  Tax Credit
-  Tax Credit/Govt-sub



2. Non-Conventional Rental Housing

Non-conventional rentals are considered rental units typically consisting of single-family homes, duplexes, units over store fronts, mobile homes, etc. For the purposes of this particular analysis, we have assumed that rental properties consisting of four or less units are non-conventional rentals.

Non-conventional rentals comprise a notable portion of the rental housing stock in the PSA and SSA, as evidenced by that fact that rental occupied units within structures with one to four units represent just over 60.0% of all renter-occupied units. The following summarizes the distribution of renter-occupied units by the number of units in a structure for the PSA and SSA.

Renter-Occupied Housing by Units in Structure				
Units in Structure	PSA		SSA	
	Total Units	Percent	Total Units	Percent
1 to 4 Units	3,473	66.0%	3,618	60.5%
5 or More Units	1,727	32.8%	1,535	25.7%
Mobile Homes	59	1.1%	829	13.9%
Total	5,259	100.0%	5,982	100.0%

Source: American Community Survey (2013-2017); ESRI; Urban Decision Group; Bowen National Research

With a large portion of the rental housing stock in the PSA and SSA consisting of non-conventional rentals, it is clear that this segment is significant and warrants additional analysis.

The following summarizes monthly gross rents for area rental alternatives based on American Community Survey estimates. These rents are for all rental product types including apartments, non-conventional rentals, and mobile homes. Since nearly two-thirds of all rentals in the PSA and SSA are considered non-conventional rentals, the rents below provide insight as to likely rents for non-conventional rentals in these markets.

Gross Rents				
Gross Rent	PSA		SSA	
	Number of Units	Percent of Units	Number of Units	Percent of Units
Less than \$300	706	13.4%	392	6.6%
\$300 to \$499	710	13.5%	780	13.0%
\$500 to \$749	1,883	35.8%	2,142	35.8%
\$750 to \$999	1,144	21.8%	1,353	22.6%
\$1,000 to \$1,499	426	8.1%	635	10.6%
\$1,500 to \$2,000	53	1.0%	22	0.4%
\$2,000 and Higher	70	1.3%	39	0.7%
No Cash Rent	266	5.1%	620	10.4%
Total	5,258	100.0%	5,983	100.0%

Source: American Community Survey (2013-2017); ESRI; Urban Decision Group; Bowen National Research

As the preceding table illustrates, the largest share of rental units in the PSA have rents that fall between \$500 and \$749, which comprise 35.8% of all rental units. Over a quarter of the units in the PSA have rents below \$500. As stated earlier in this section, much of the rental product is old, with a notable amount built prior to 1950.


Bowen National Research identified 66 non-conventional rentals in the PSA that were listed as *available* for rent. While these rentals do not represent all non-conventional rentals, these units are representative of common characteristics of the various non-conventional rental alternatives available in the market. As a result, these rentals provide a good baseline to compare the rental rates, number of bedrooms, number of bathrooms, and other attributes of non-conventional rentals.

The table below summarizes the available non-conventional rentals identified in the PSA (note: we did not attempt to identify non-conventional rentals in the SSA).

Bedroom Type	Units	Average Number of Baths	Average Square Feet	Rent Range	Average Rent	Average Rent Per Square Foot
Studio/One-Bedroom	13	1.0	837	\$375-\$850	\$521	\$0.65
Two-Bedroom	26	1.0	960	\$300-\$850	\$622	\$0.68
Three-Bedroom	25	1.5	1,474	\$550-\$1,800	\$904	\$0.65
Four-Bedroom	2	2.0	2,390	\$750-\$1,695	\$1,223	\$0.71






The identified non-conventional rentals consist of studio to four-bedroom units. Overall, rents range from \$300 to \$1,800. The average collected rent by bedroom type for the most common bedroom types is \$622 for a two-bedroom unit and \$904 for a three-bedroom unit. General trends include an increase in average rent as the number of bedrooms increase, while the average rent per-square-foot bedroom type is similar among the different bedroom types, ranging from \$0.65 to \$0.71. When typical tenant utility costs are also considered, these units have *gross* average rents likely around \$775 (two-bedroom) and \$1,100 (three-bedroom), which are slightly higher than many of the multifamily market-rate apartments surveyed in the area. As such, it is unlikely that many low-income residents would be able to afford non-conventional rental housing in the area.

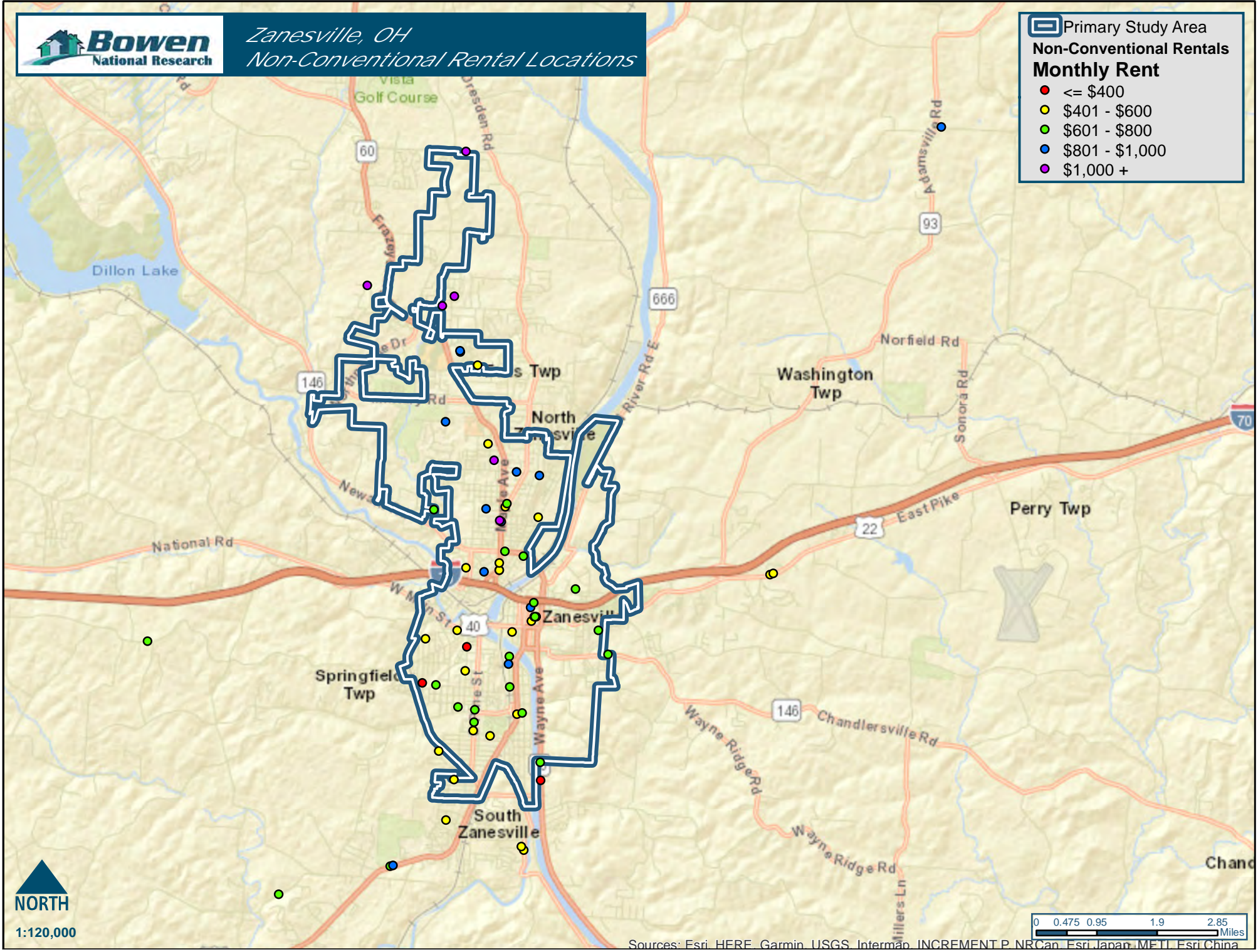
A map delineating the location of identified non-conventional rentals currently available to rent in the area is on the following page.

 Primary Study Area

Non-Conventional Rentals

Monthly Rent

-  <= \$400
-  \$401 - \$600
-  \$601 - \$800
-  \$801 - \$1,000
-  \$1,000 +




NORTH
1:120,000

0 0.475 0.95 1.9 2.85
Miles

C. For-Sale Housing Supply

1. Introduction

Bowen National Research, obtained for-sale housing data from YES MLS/Northeastern Ohio Regional MLS for the PSA (Zanesville) and SSA (balance of county). This included historical for-sale residential data and currently available for-sale housing stock. While this sales data does not include all for-sale residential transactions or supply in the study areas, it does consist of the majority of such product and therefore, it is representative of market norms for for-sale housing product.

The following table summarizes the available and recently sold (between January 21, 2016 to December 31, 2018) housing stock for the PSA and SSA.

Sold/Currently Available For-Sale Housing Supply				
Status	PSA (Zanesville)		SSA (Balance of County)	
	Homes	Median Price	Homes	Median Price
Sold*	783	\$78,900	1,706	\$135,000
Available	107	\$89,900	222	\$164,950

Source: YES MLS/Northeastern Ohio Regional MLS

*Sales from Jan. 21, 2016 to Dec. 31, 2018

Within the PSA, nearly 800 homes were sold over the past three years with a median sales price of \$78,900, while the available for-sale housing stock consists of 107 units with a median asking price of \$89,900. The amount of inventory sold and available within the surrounding areas of the county (SSA) is roughly double the PSA. The historical home sales in the SSA have a median sales price of \$135,000, while the available product has a median asking price of \$164,950. As such, home prices within the PSA are generally lower than the surrounding SSA.

2. Historical For-Sale Analysis

The distribution of homes recently sold between January 2016 and December 2018 by price for the PSA and SSA is summarized in the tables below.

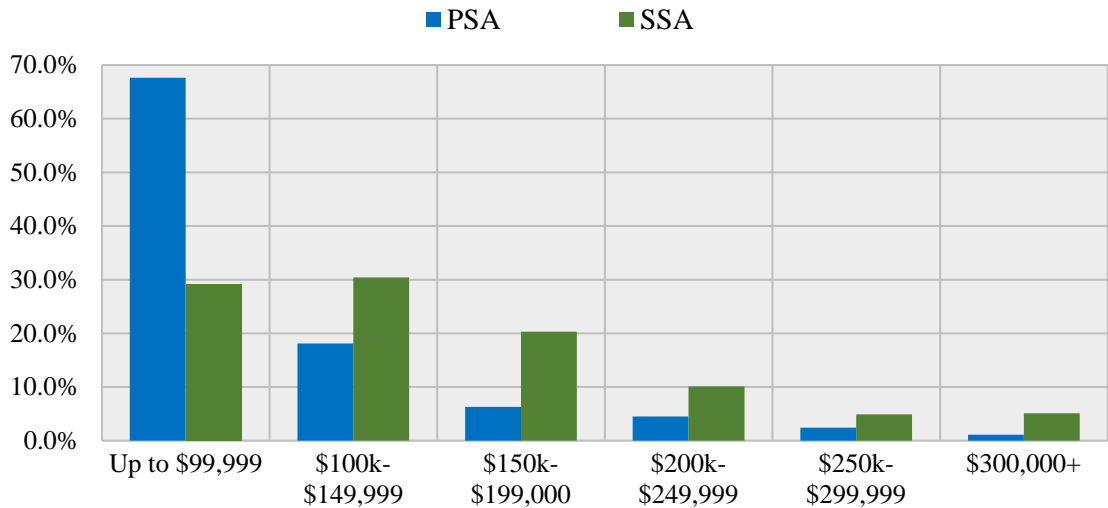
Sales History by Price (Jan. 21, 2016 to Dec. 31, 2018)						
Sale Price	PSA (Zanesville)			SSA (Balance of County)		
	Number Sold	Percent of Supply	Average Days on Market	Number Sold	Percent of Supply	Average Days on Market
Up to \$99,999	529	67.6%	98	497	29.1%	86
\$100,000 to \$149,999	142	18.1%	92	519	30.4%	92
\$150,000 to \$199,999	49	6.3%	121	346	20.3%	87
\$200,000 to \$249,999	35	4.5%	150	173	10.1%	108
\$250,000 to \$299,999	19	2.4%	157	84	4.9%	94
\$300,000+	9	1.1%	316	87	5.1%	158
Total	783	100.0%	105	1,706	100.0%	94

Source: YES MLS/Northeastern Ohio Regional MLS

As the preceding table illustrates, home sales by price point within the PSA over the past three years were heavily concentrated among product priced under \$100,000, representing two-thirds (67.6%) of the homes sales. The next largest segment of home sales was product priced between \$100,000 and \$149,999, representing 18.1% of the recent sales activity in the PSA. It is worth pointing out that homes sold in these lower price ranges also have the lowest number of days on market (number of days a home is listed as available for purchase), indicating that these lower price homes remain in high demand. Less than 15% of the homes sold in the PSA were priced above \$150,000. Higher priced homes in the PSA take noticeably longer to sell than lower priced homes, illustrating a more limited demand for high-end homes. Sales activity by price point in the surrounding SSA is slightly more balanced than the PSA, with roughly 30% of homes sales occurring either among homes priced under \$100,000 or priced between \$100,000 and \$149,999. Just over 20% of the homes sold in the SSA were priced between \$150,000 and \$199,999. The average number of days on market for each of these three lower price points is below 100 and indicates positive market demand for such housing.

The distributions of recent home sales by price point in the PSA and SSA are shown in the following graph:

PSA/SSA Sales History by Price



Details related to the bedroom types, number of bathrooms, square footage, and year built of recently sold homes were evaluated. The following tables illustrate these details.

PSA (Zanesville)								
Sales History by Bedrooms – (Jan. 21, 2016 to Dec. 31, 2018)								
Bedrooms	Number Sold	Average Baths	Average Square Feet*	Average Year Built	Price Range	Median Sales Price	Median Price per Sq. Ft.*	Average Days on Market
One-Br.	16	1.0	816	1916	\$2,400 - \$88,000	\$21,500	\$26.08	62
Two-Br.	280	1.5	1,090	1944	\$3,500 - \$285,000	\$68,000	\$62.62	93
Three-Br.	360	1.75	1,494	1940	\$7,000 - \$315,000	\$85,000	\$60.11	100
Four-Br.	102	2.25	2,145	1927	\$5,000 - \$450,000	\$91,750	\$47.75	124
Five-Br.	18	3.25	3,290	1934	\$13,000 - \$518,000	\$161,750	\$43.08	253
Six-Br.	7	3.75	3,698	1927	\$55,000 - \$534,700	\$199,000	\$53.82	224
Total	783	1.75	1,479*	1939	\$2,400 - \$534,700	\$78,900	\$59.78*	105

Source: YES MLS/Northeastern Ohio Regional MLS

*Excludes 202 listings with no square footage information available

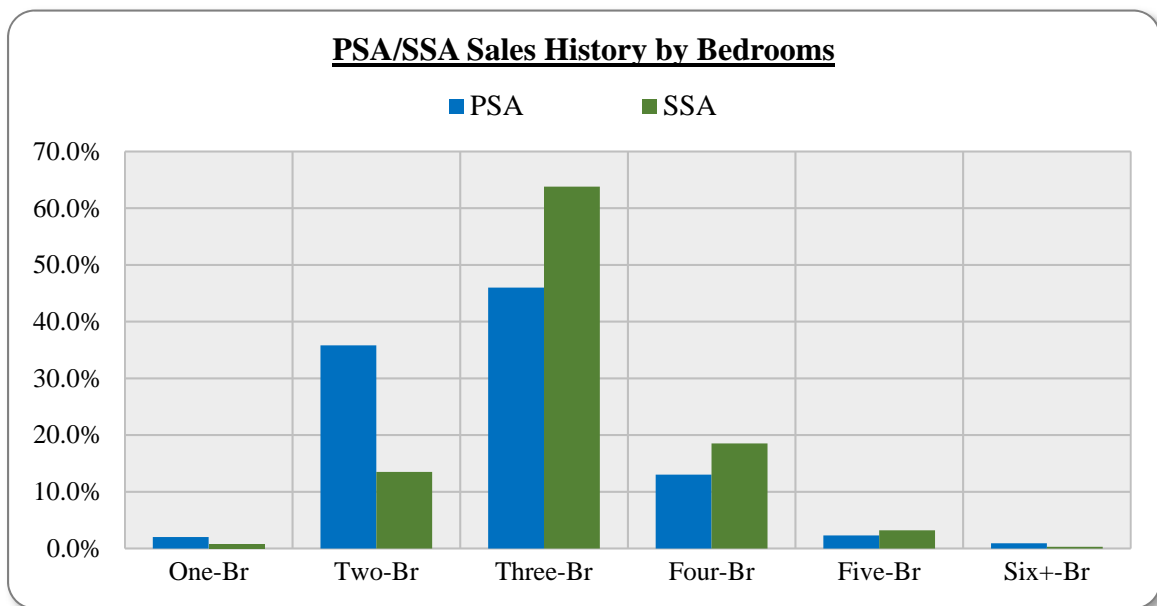
SSA (Balance of County)								
Sales History by Bedrooms – (Jan. 21, 2016 to Dec. 31, 2018)								
Bedrooms	Number Sold	Average Baths	Average Square Feet*	Average Year Built	Price Range	Median Sales Price	Median Price per Sq. Ft.*	Average Days on Market
One-Br.	14	1.25	937	1954	\$27,500 - \$248,000	\$53,000	\$70.60	110
Two-Br.	230	1.5	1,145	1950	\$6,800 - \$525,000	\$83,750	\$77.43	88
Three-Br.	1,088	2.0	1,548	1971	\$8,000 - \$2,420,649	\$135,000	\$93.45	87
Four-Br.	315	2.75	2,251	1974	\$16,000 - \$600,000	\$178,500	\$87.82	113
Five-Br.	54	3.5	2,973	1986	\$43,225 - \$510,000	\$249,450	\$83.18	130
Six+-Br.	5	5.5	4,029	1976	\$180,000 - \$825,000	\$300,000	\$116.79	262
Total	1,706	2.0	1,690*	1969	\$6,800 - \$2,420,649	\$135,000	\$90.25*	94

Source: YES MLS/Northeastern Ohio Regional MLS

*Excludes 384 listings with no square footage information available

Much of the recent sales activity in the PSA involves the resale of older homes, as evidenced by the fact that the average year built of recent home sales is 1939. These homes have a median sales price of \$78,900. Over four-fifths of the homes sold in the PSA consist of two- or three-bedroom units. Just over 16% of the home sales were of homes with four-bedroom units or larger. This is a relatively low share of such units and may represent a development opportunity in the PSA. The distribution of recent homes sales by bedroom type in the broader SSA is more in line with typical markets. It is worth pointing out that the largest number of homes sold and shortest number of days on market in the SSA was for three-bedroom units. Therefore, three-bedroom units appear to be in greatest demand in the SSA. It is also worth noting that homes in the SSA are newer, larger, offer more bathrooms and have prices roughly 70% higher than the PSA. While housing prices may be more affordable in the PSA, the lack of modern for-sale housing with larger sizes (more bedrooms and square footages), with more bathrooms may limit the city's ability to attract households seeking such product.

The distribution of recent home sales by bedroom type in the PSA and SSA are shown in the following graph:



Recent home sales by year built in the PSA and SSA are shown in the tables below:

PSA (Zanesville)							
Sales History by Year Built – (Jan. 21, 2016 to Dec. 31, 2018)							
Year Built	Number Sold	Average Beds/Baths	Average Square Feet*	Price Range	Median Sales Price	Median Price per Sq. Ft.*	Average Days on Market
Before 1950	515	3/1.5	1,443	\$2,400 - \$534,700	\$61,000	\$45.53	106
1950 to 1959	107	3/1.75	1,517	\$23,000 - \$234,900	\$88,000	\$74.55	91
1960 to 1969	32	3/1.75	1,379	\$31,000 - \$277,000	\$96,500	\$77.39	120
1970 to 1979	17	3/2.75	2,044	\$27,000 - \$399,900	\$155,500	\$85.25	121
1980 to 1989	34	3/2.5	1,453	\$65,150 - \$450,000	\$136,700	\$83.84	87
1990 to 1999	13	3/3.25	2,144	\$36,000 - \$289,000	\$201,700	\$88.46	118
2000 to 2009	49	3/2.5	1,458	\$35,600 - \$518,000	\$137,000	\$117.85	101
2010 to present	16	2/2.0	1,641	\$149,000 - \$265,900	\$227,565	\$136.01	164
Total	783	3/1.75	1,479*	\$2,400 - \$534,700	\$78,900	\$59.78*	105

Source: YES MLS/Northeastern Ohio Regional MLS

*Excludes 202 listings with no square footage information available

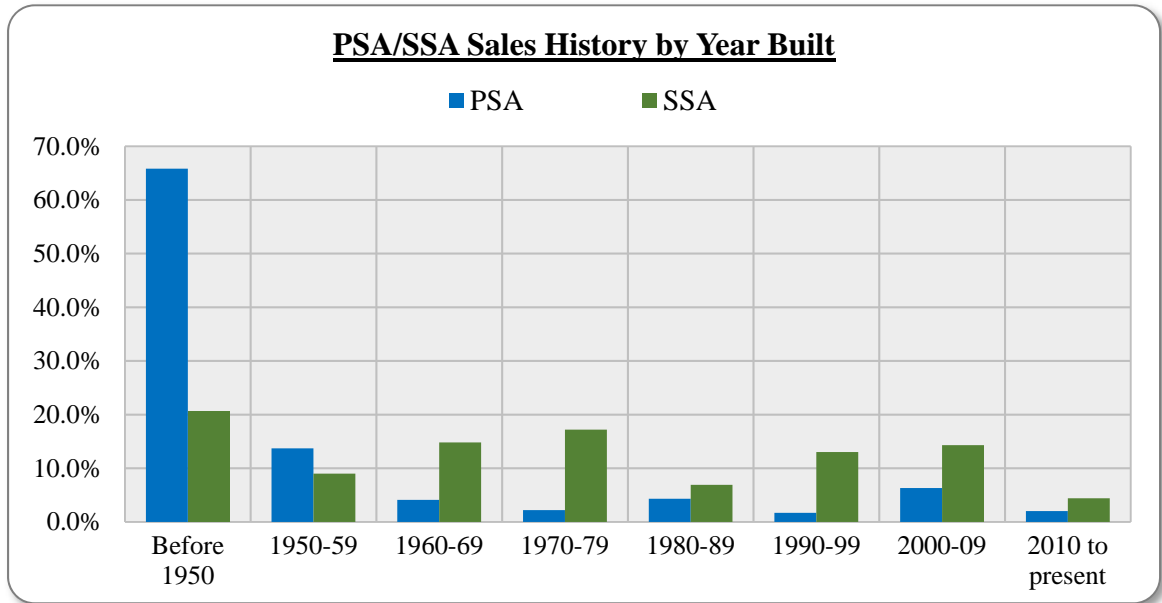
SSA (Balance of County)							
Sales History by Year Built – (Jan. 21, 2016 to Dec. 31, 2018)							
Year Built	Number Sold	Average Beds/Baths	Average Square Feet*	Price Range	Median Sales Price	Median Price per Sq. Ft.*	Average Days on Market
Before 1950	350	3/1.5	1,496	\$6,800 - \$2,420,649	\$69,550	\$65.07	100
1950 to 1959	153	3/1.75	1,406	\$8,000 - \$250,000	\$121,025	\$89.14	80
1960 to 1969	252	3/2.0	1,450	\$12,000 - \$354,500	\$133,750	\$96.57	84
1970 to 1979	293	3/2.25	1,622	\$8,100 - \$525,000	\$140,000	\$90.08	90
1980 to 1989	117	3/2.25	1,709	\$15,200 - \$825,000	\$152,500	\$105.56	110
1990 to 1999	222	3/2.5	2,007	\$15,500 - \$490,000	\$165,200	\$92.64	106
2000 to 2009	244	3/2.75	2,080	\$10,000 - \$540,000	\$188,450	\$97.40	101
2010 to present	75	3/2.5	1,886	\$50,000 - \$600,000	\$235,000	\$132.99	62
Total	1,706	3/2.0	1,690*	\$6,800 - \$2,420,649	\$135,000	\$90.25*	94

Source: YES MLS/Northeastern Ohio Regional MLS


*Excludes 384 listings with no square footage information available

The recent sales activity in the PSA has heavily involved product built prior to 1950, representing two-thirds of all sales. These older homes had a median sales price of \$61,000. The next largest share of product sold in the PSA was built between 1950 and 1959. The PSA has had very little (16 units, 2.0% of total) product sold that was built since 2010. The median sales price of such product was \$227,565, which is not affordable to a large portion of the local residents but does provide insight as to potentially achievable price points for new for-sale product in the market. This may also be reflected in the substantially longer period of time it takes to sell the modern product currently being built, as homes sold in the market that were built in 2010 or later have an average number of days on market of 164 (two months longer than the overall market). The surrounding SSA has a more balance distribution of homes sold by year built than the PSA, with a good mix of product by development period.






The distribution of recent home sales by year built in the PSA and SSA are shown in the following graph:

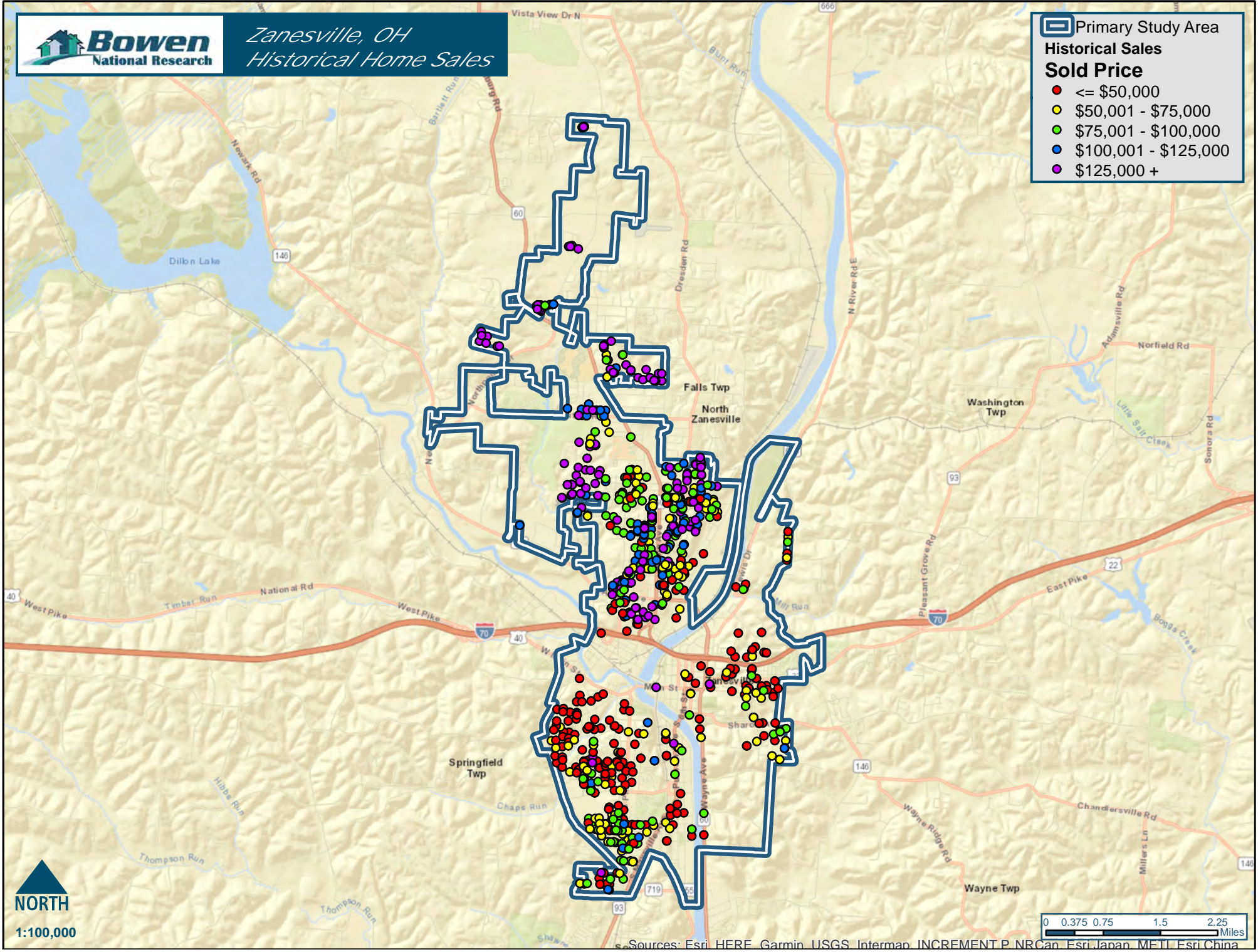


A map illustrating the location of all homes sold over the past three years within the PSA and SSA is included on the following page.

 Primary Study Area

Historical Sales Sold Price

-  <= \$50,000
-  \$50,001 - \$75,000
-  \$75,001 - \$100,000
-  \$100,001 - \$125,000
-  \$125,000 +




NORTH
1:100,000

0 0.375 0.75 1.5 2.25 Miles

3. Available For-Sale Housing Supply

Utilizing data from YES MLS/Northeastern Ohio Regional MLS, we identified 329 housing units within the overall county that were listed as available for purchase as of December 18, 2018. Virtually all of the product we evaluated included single-family home listings, while a limited number of duplexes, condominiums and other non-conventional product were identified. There are likely some other for-sale residential units available for purchase, such homes that were not identified during our research due to the method of advertisement or simply because the product was not actively marketed. Regardless, the available inventory of for-sale product identified in this analysis provides a good baseline for evaluating the for-sale housing alternatives offered in the subject markets.

The available for-sale data we collected and analyzed includes the following:

- Distribution of Housing by Bedrooms
- Distribution of Housing by Price Point
- Distribution of Housing by Year Built

The available for-sale housing by bedroom type in the PSA and SSA are summarized in the following tables.

PSA (Zanesville)								
Available For-Sale Housing by Bedrooms (As of December 18, 2018)								
Bedrooms	Number Available	Average Baths	Average Square Feet*	Average Year Built	Price Range	Median List Price	Median Price per Sq. Ft.*	Average Days on Market
One-Br.	2	1.5	620	1905	\$14,500 - \$149,900	\$82,200	\$23.29	144
Two-Br.	32	1.25	1,097	1942	\$22,000 - \$259,900	\$73,700	\$70.52	92
Three-Br.	54	1.75	1,383	1929	\$85,000 - \$345,000	\$92,200	\$67.05	87
Four-Br.	17	2.5	2,713	1941	\$16,000 - \$389,000	\$204,500	\$89.43	140
Five-Br.	2	5.5	4,346	1983	\$359,900 - \$389,900	\$374,900	\$86.95	173
Total	107	1.75	1,707*	1935	\$8,500 - \$389,900	\$89,900	\$70.90*	99

Source: YES MLS/Northeastern Ohio Regional MLS

*Excludes 23 listings with no square footage information available

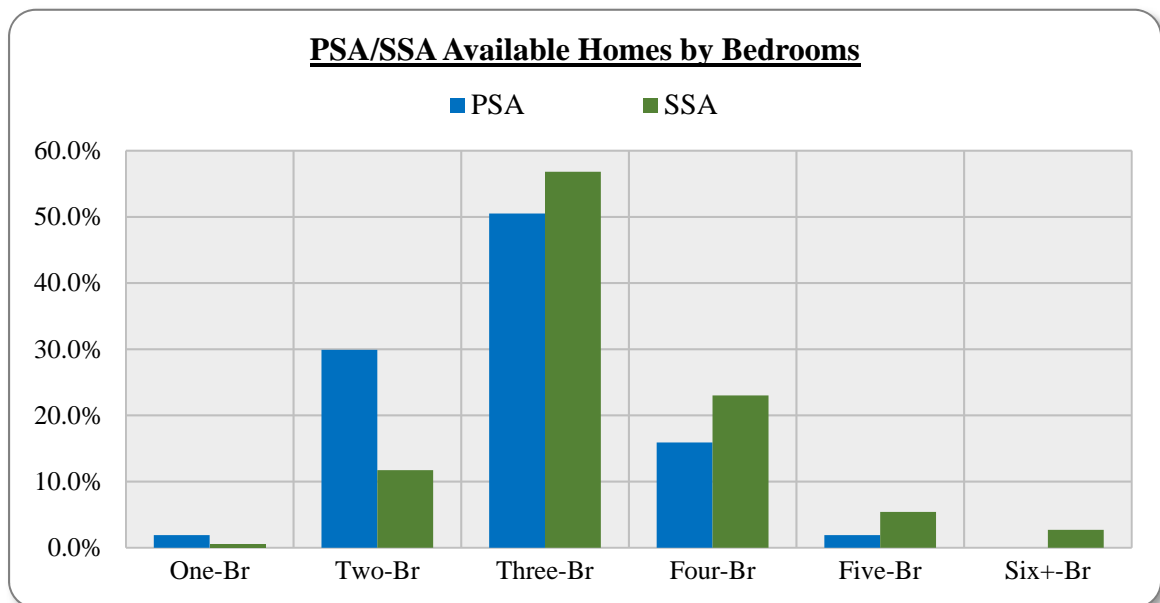
SSA (Balance of County)								
Available For-Sale Housing by Bedrooms (As of December 18, 2018)								
Bedrooms	Number Available	Average Baths	Average Square Feet*	Average Year Built	Price Range	Median List Price	Median Price per Sq. Ft.*	Average Days on Market
One-Br.	1	1.0	450	2013	\$119,999	\$119,999	\$266.66	450
Two-Br.	26	1.75	1,511	1970	\$25,000 - \$980,000	\$132,950	\$105.36	102
Three-Br.	126	2.0	1,604	1966	\$9,000 - \$550,000	\$152,900	\$100.93	94
Four-Br.	51	3.25	2,438	1980	\$29,900 - \$799,900	\$234,900	\$108.66	118
Five-Br.	12	4.0	3,358	1989	\$109,900 - \$540,000	\$429,900	\$131.17	121
Six+-Br.	6	6.75	4,934	1968	\$224,900 - \$999,000	\$582,450	\$98.00	100
Total	222	2.5	1,994*	1971	\$9,000 - \$999,000	\$164,950	\$103.47*	102

Source: YES MLS/Northeastern Ohio Regional MLS

*Excludes 29 listings with no square footage information available

The available for-sale supply in the PSA has an average year built of 1935, with an average square footage of 1,707 and a median list price of \$89,900. The typical home consists of three-bedrooms and 1.5 to 2.0 bathrooms. The 222 available homes in the surrounding SSA have an asking price nearly double the PSA, at \$164,950. These homes have an average year built of 1971 and an average square footage of 1,994. Like the PSA, the SSA's available inventory of homes consist primarily of three-bedroom units, comprising more than half of the available homes in the SSA. The demand for three-bedroom units in both the PSA and SSA appear to be strong, as evidenced by the fact that the number of days on market of available product is shortest for three-bedroom units.

The distributions of available homes by bedroom type in the study areas is shown in the following graph:



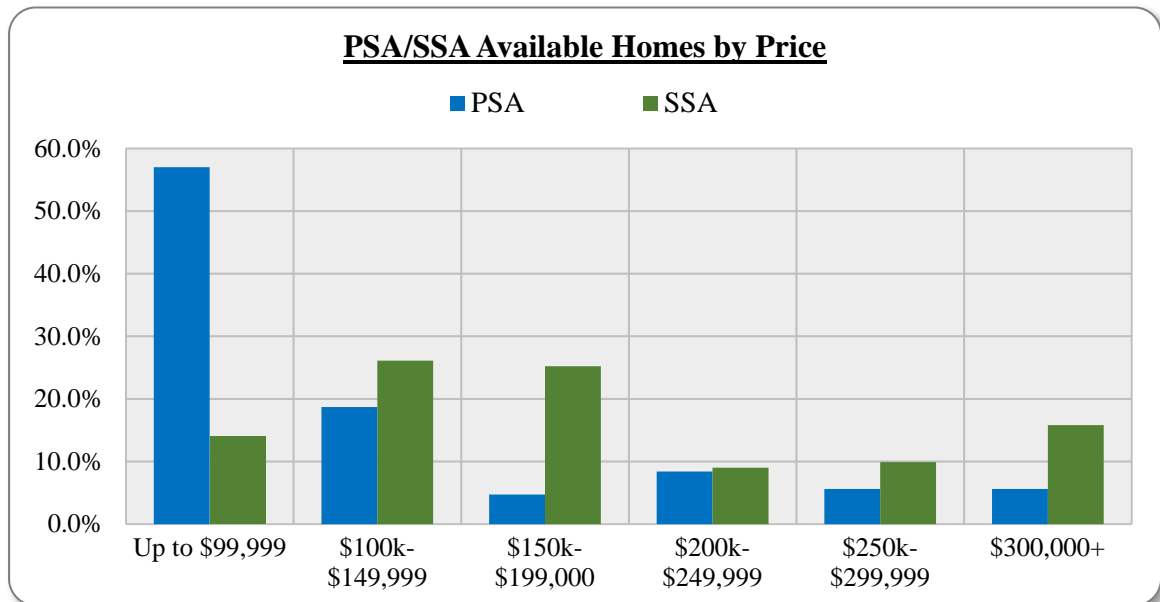
The table below summarizes the distribution of available for-sale residential units by *price point* for the PSA and SSA:

Available For-Sale Housing by Price (As of December 18, 2018)						
Sale Price	PSA (Zanesville)			SSA (Balance of County)		
	Number Available	Percent of Supply	Average Days on Market	Number Available	Percent of Supply	Average Days on Market
Up to \$99,999	61	57.0%	87	31	14.0%	86
\$100,000 to \$149,999	20	18.7%	100	58	26.1%	100
\$150,000 to \$199,999	5	4.7%	119	56	25.2%	85
\$200,000 to \$249,999	9	8.4%	148	20	9.0%	116
\$250,000 to \$299,999	6	5.6%	93	22	9.9%	61
\$300,000+	6	5.6%	145	35	15.8%	164
Total	107	100.0%	99	222	100.0%	102

Source: YES MLS/Northeastern Ohio Regional MLS

Well over one-half (57.0%) of the available for-sale housing supply in the PSA is priced under \$100,000, with the next largest share (18.7%) of available product priced between \$100,000 and \$149,999. It is worth pointing out that product priced under \$100,000 is selling relatively fast, as this price segment has the shortest number of days on market (87) within the PSA. The market has only 26 units priced above \$150,000, representing just one-quarter (24.3%) of the available supply. The limited supply of product priced over \$150,000 may make it difficult for Zanesville to attract high-income households. While the surrounding SSA has a broader distribution of available product by price point than the PSA, much of the product in the SSA is priced between \$100,000 and \$199,999.

The distributions of available homes in the PSA and SSA by price point is illustrated in the following graph:



The distribution of available homes by year built for the PSA and SSA are summarized in the following tables:

PSA (Zanesville)							
Available For-Sale Housing by Year Built – (As of December 18, 2018)							
Year Built	Number Available	Average Beds/Baths	Average Square Feet*	Price Range	Median List Price	Median Price per Sq. Ft.*	Average Days on Market
Before 1950	70	3/1.5	1,472	\$8,500 - \$240,000	\$69,900	\$54.61	90
1950 to 1959	11	3/1.5	1,348	\$74,900 - \$199,000	\$109,900	\$89.17	93
1960 to 1969	9	3/2.5	2,039	\$61,000 - \$389,000	\$209,900	\$110.97	136
1970 to 1979	5	3/2.5	1,828	\$119,900 - \$250,000	\$144,900	\$89.74	146
1980 to 1989	4	4/4.5	3,626	\$279,900 - \$389,900	\$329,900	\$92.55	138
1990 to 1999	2	3/3.0	2,607	\$134,500 - \$345,000	\$239,750	\$90.86	124
2000 to 2009	4	3/3.0	2,994	\$144,400 - \$328,000	\$205,000	\$99.16	105
2010 to present	2	2/2.0	1,669	\$225,900 - \$259,900	\$242,900	\$145.68	71
Total	107	3/1.75	1,707*	\$8,500 - \$389,900	\$89,900	\$70.90*	99

Source: YES MLS/Northeastern Ohio Regional MLS

*Excludes 23 listings with no square footage information available

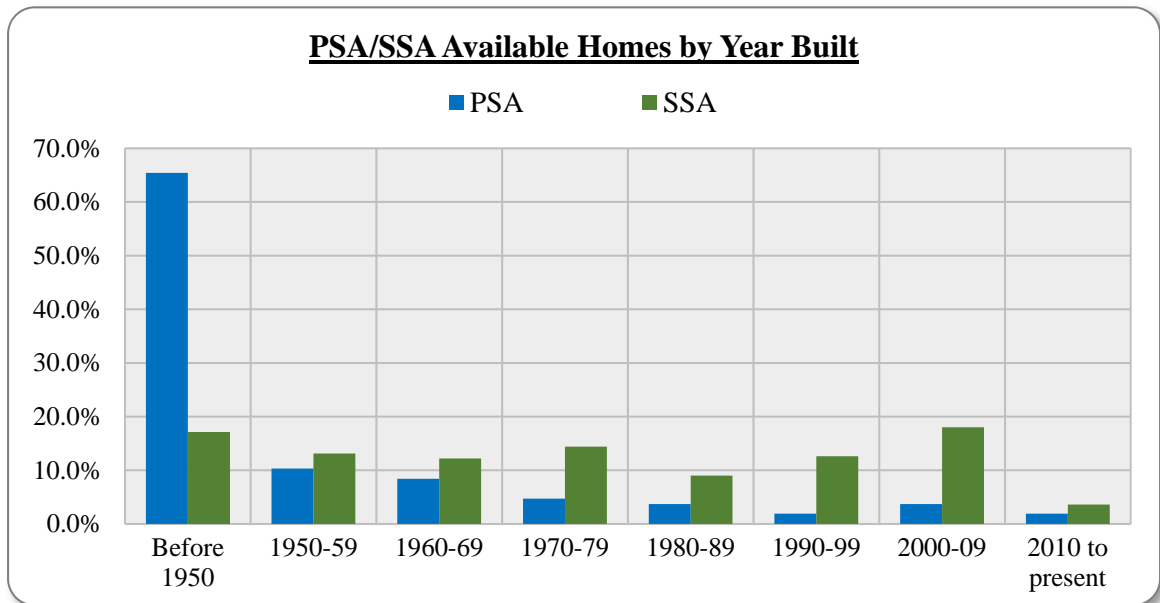
SSA (Balance of County)							
Available For-Sale Housing by Year Built – (As of December 18, 2018)							
Year Built	Number Available	Average Beds/Baths	Average Square Feet*	Price Range	Median List Price	Median Price per Sq. Ft.*	Average Days on Market
Before 1950	38	3/1.5	1,548	\$17,000 - \$444,000	\$109,900	\$81.09	104
1950 to 1959	29	3/1.75	1,583	\$19,500 - \$980,000	\$149,900	\$100.48	104
1960 to 1969	27	3/2.25	1,571	\$99,000 - \$279,900	\$164,900	\$103.17	93
1970 to 1979	32	3/2.5	1,800	\$9,000 - \$299,900	\$162,450	\$99.28	92
1980 to 1989	20	4/3.0	2,762	\$40,000 - \$999,000	\$179,900	\$101.66	116
1990 to 1999	28	4/3.5	2,285	\$55,000 - \$799,900	\$235,200	\$130.84	114
2000 to 2009	40	4/3.25	2,449	\$39,900 - \$599,900	\$255,950	\$107.65	109
2010 to present	8	3/2.5	1,949	\$119,999 - \$539,900	\$251,950	\$140.86	53
Total	222	3/2.5	1,994*	\$9,000 - \$999,000	\$164,950	\$103.47*	102

Source: YES MLS/Northeastern Ohio Regional MLS

*Excludes 29 listings with no square footage information available

Two-thirds (65.4%) of the available for-sale housing product in the PSA was built before 1950. These older homes have a median list price of \$69,900 and offer around 1,472 square feet in a three-bedroom unit with 1.5 bathrooms. These homes appear to be selling relatively quickly, with an average number of days on market of 90 (similar to the overall average of 99 days).

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



A map illustrating the location of available for-sale homes in the PSA and SSA is included on the following page.

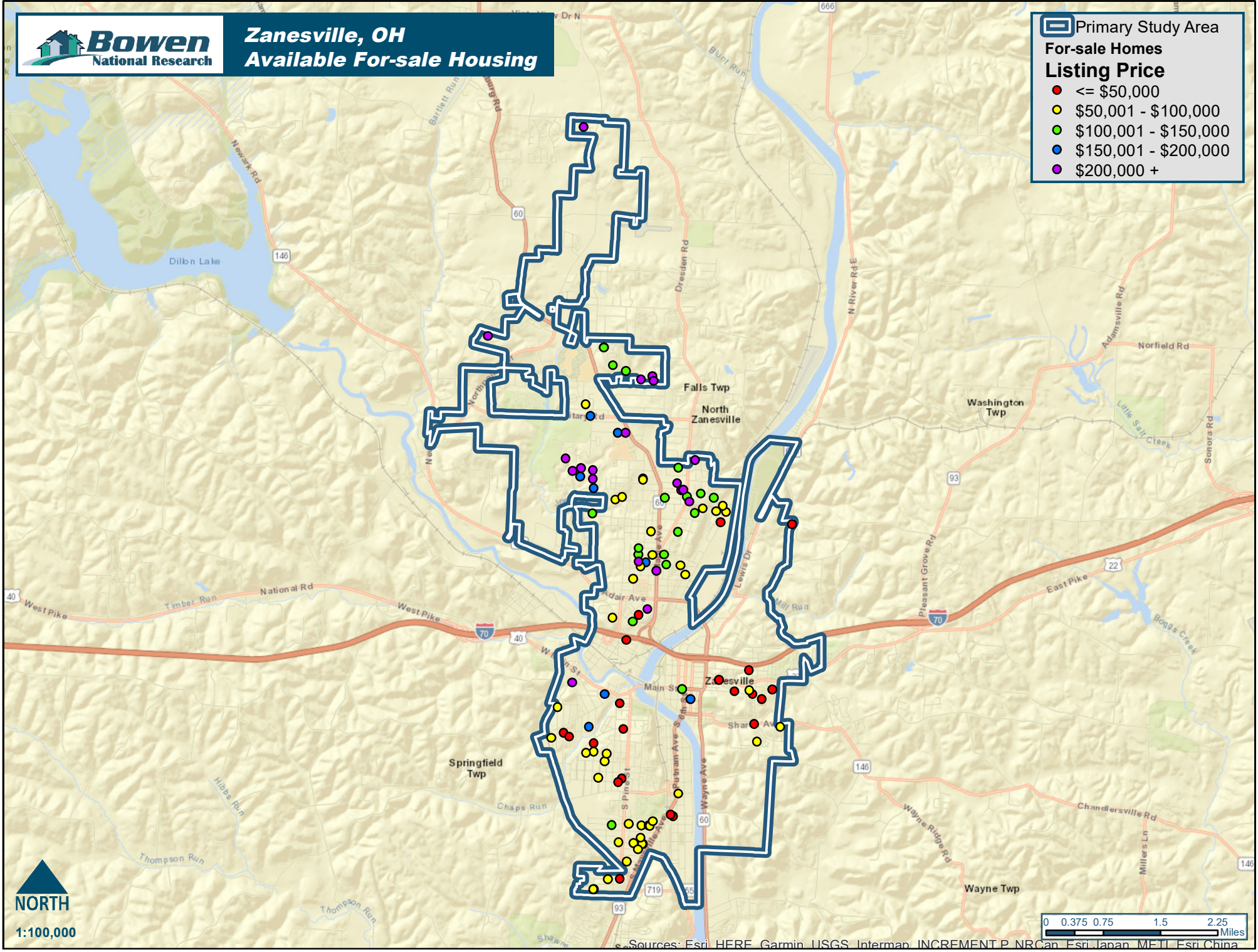


Zanesville, OH Available For-sale Housing

Primary Study Area

For-sale Homes Listing Price

- <= \$50,000
- \$50,001 - \$100,000
- \$100,001 - \$150,000
- \$150,001 - \$200,000
- \$200,000 +



NORTH
1:100,000



Sources: Esri, HERE, Garmin, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China

D. Senior Care Housing Alternatives

The senior housing alternatives surveyed include housing most attractive to older adults who are either seeking a more leisurely lifestyle or who need assistance with Activities of Daily Living (ADLs). Four levels of care have been identified that provide housing to older adults who are seeking, or who need, alternatives to their current living environment. They include, in order of increasing care requirements, independent living, congregate care, assisted living (including memory care), and nursing care.

Independent living and congregate care have often been used to describe the same type of housing. Independent living (in its purest form) is shelter only without services. Any independent living rental properties were not surveyed or are included in the multifamily rental housing section of this report. Congregate care typically provides shelter and services such as meals and housekeeping. Because of the nature of senior care facilities and their ability to draw from large geographic areas, we have not distinguished between the PSA supply and the SSA supply.

In Ohio, assisted living facilities are licensed as Residential Care Facilities by the Long-Term Care Division of the Ohio State Department of Health. The licensure dictates that a facility must meet a certain building standard that dictates construction, fire rating, and other health and safety issues.

Assisted living facilities provide accommodations, supervision and services in the following areas:

- Accommodations—housing, meals, laundry, housekeeping, transportation, social or recreational activities, maintenance, security or similar services that are not medical care or skilled nursing care services.
- Supervision—watching over a resident, when necessary, while he or she engages in Activities of Daily Living (ADL) to ensure the resident’s health, safety and welfare. Supervision also includes reminding a resident to do or complete personal hygiene or other self-care activities, helping to schedule and/or keep an appointment and arranging for transportation.

Assistance with ADL services include, but are not limited to, assisting residents with walking and moving, bathing, grooming, using the toilet, hygiene, hair care, dressing, eating and nail care.

According to the Ohio Department of Health website, nursing home means a home used for the reception and care of individuals who by reason of illness or physical or mental impairment require skilled nursing care and of individuals who require personal care services but not skilled nursing care. A nursing home is licensed to provide personal care services and skilled nursing care.

The Ohio Department of Health’s Bureau of Regulatory Operations is responsible for processing initial, renewal, and change of operator license applications. The Bureau of Regulatory Operations certifies nursing facilities for participation in the Medicare and Medicaid programs.

We referenced the Medicare.com and the Ohio Department of Health websites for all licensed senior care facilities and cross referenced this list with other senior care facility resources. As such, we believe that we identified most licensed facilities in the county, though not all were surveyed as part of this Housing Needs Assessment.

We identified and surveyed eight senior care facilities in the county. While these do not represent all senior care facilities in the county, they are representative of market norms and represent a good base from which to evaluate the senior care housing market. Overall, these facilities that were surveyed contain a total of 615 beds. The following table summarizes the surveyed facilities by property type.

Surveyed Senior Care Facilities					
Project Type	Projects	Beds	Vacant	Occupancy Rate	National Occupancy Rate*
Assisted Living	4	228	13	94.3%	90.6%
Nursing Homes	4	387	60	84.5%	86.4%
Total	8	615	73	88.1%	-

*Source: American Seniors Housing Association: The State of Seniors Housing 2017

The subject county is reporting overall occupancy rates of 84.5% (nursing homes) and 94.3% (independent living). The 94.3% assisted living occupancy rate in the county is well above the national average of 90.6%. As such, the demand for assisted living product is strong and this data may indicate a development opportunity in the market for additional assisted living product. The 84.5% occupancy rate of nursing homes in the county is slightly lower than the national occupancy rate of 86.4%. With at least 60 vacant beds among the nursing home supply, there may be some softness in the nursing home market. However, with the projected growth among seniors over the next several years expected to be relatively positive, there may be an opportunity to develop additional nursing home units in the market. Demand estimates for senior care housing are provided in Section VIII of this report.


The monthly fees for senior care housing are shown below (note: some housing options that charge daily rates were converted to monthly rates).

Surveyed Senior Care Facilities – Base Monthly Rates	
Project Type	Bed/Room Rates
Assisted Living	\$2,129 - \$4,045
Nursing Homes	\$6,818 - \$7,756





These rental rates should be considered as a base of comparison for the future projects considered in the county. It is important to note that many of the senior care facilities with services (e.g. assisted living and nursing care) accept Medicaid payments from eligible residents, which reduces their costs.

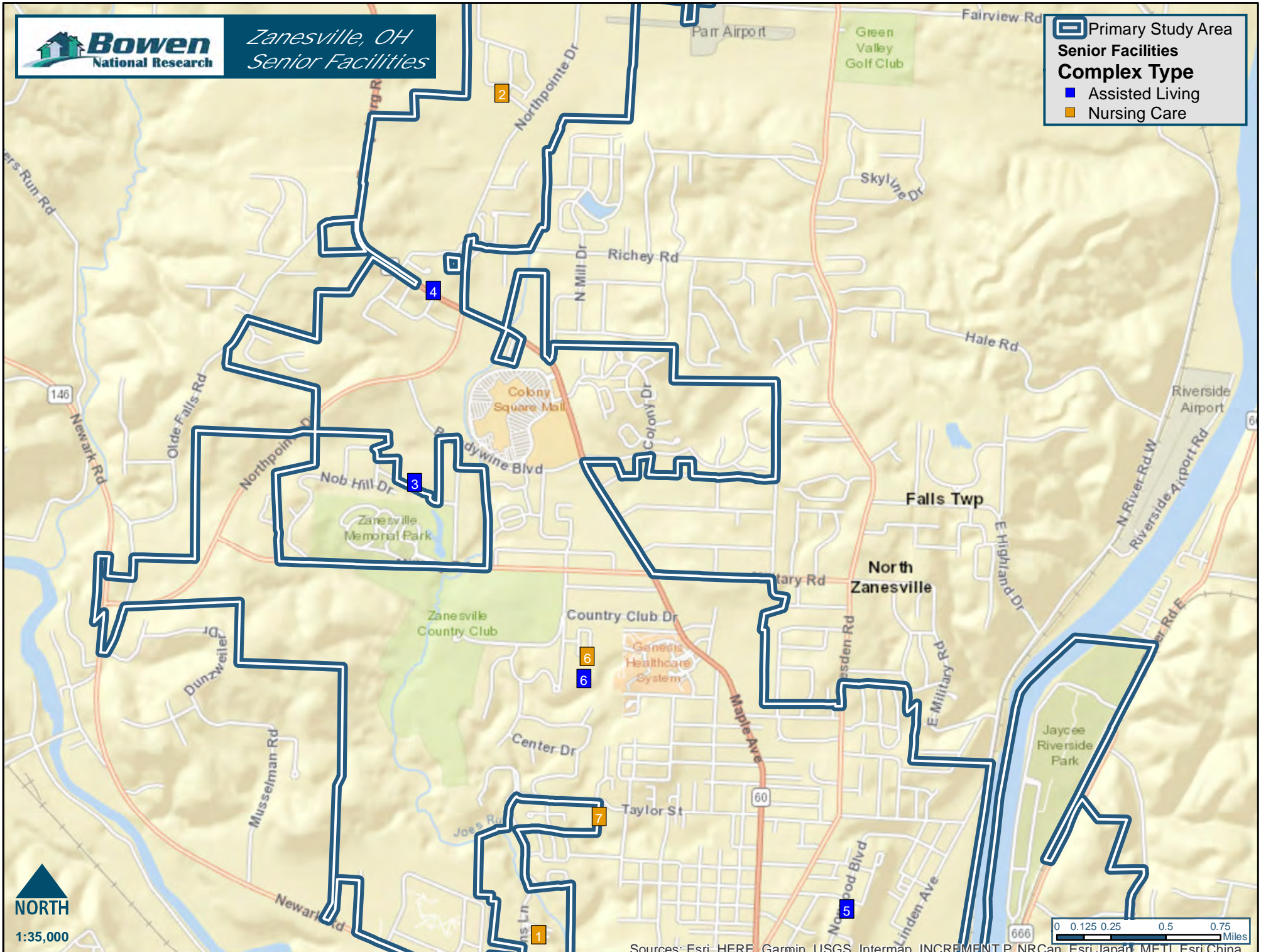
A summary of the individual senior care facilities surveyed in the county is included in Addendum B of this report. A map illustrating the location of surveyed senior care facilities in the overall market area is on the following page.

 Primary Study Area

Senior Facilities

Complex Type

-  Assisted Living
-  Nursing Care



E. Planned & Proposed

In order to assess housing development potential, we evaluated recent residential building permit activity and identified residential projects in the development pipeline within the county. Understanding the number of residential units and the type of housing being considered for development in the market can assist in determining how these projects are expected to meet the housing needs of the county.

The following tables illustrate single-family and multifamily building permits issued within Muskingum County for the past ten years (excludes 2018, as data was not available).

Housing Unit Building Permits for Muskingum County:										
Permits	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Multifamily Permits	150	66	28	40	48	36	47	62	0	4
Single-Family Permits	8	1	2	2	36	36	3	5	7	45
Total Units	158	67	30	42	84	72	50	67	7	49

Source: SOCDS Building Permits Database at <http://socds.huduser.org/permits/index.html>

Residential building permit activity within Muskingum County (includes Zanesville) has been minimal for the past ten years, with the number of units permitted annually staying below 100 for each of the past nine years. With the exception of 2016 and 2017, building permit activity has been more concentrated among multifamily structures.

Rental Housing

Based on our interviews with planning representatives, it was determined that there is one rental housing project planned within the PSA. This planned development is summarized as follows:

- The Pearl House-Zanesville is a planned 34-unit, permanent supportive housing development for chemically dependent parents with children who are homeless or at risk of homelessness. The project will be located in downtown Zanesville at 3rd and South Street. The developer, Fairfield Homes, was allocated LIHTC funding in 2018. The Zanesville Metropolitan Housing Authority will provide Project Based Vouchers to the project. There will be one-, two-, and three-bedroom furnished units in a three-story, elevator served building. Residents must find and maintain employment and be in an addiction treatment program. There will be case management offices, a playground, laundry facilities, and on-site management offices. There is an existing structure that will need to be demolished before construction can begin, which is planned for the summer of 2019 and will take about 15 months to complete.

The units at this project have been considered in our demand estimates.

For-sale Housing

Local planning officials noted that there are two single-family subdivisions planned for the market, which are summarized below:

- Oakwood North is an existing subdivision of 214 homes located off of Richvale Road. The developer is adding a Phase IV of eight additional lots. Three of the new lots have been sold. The infrastructure is in place, but no home construction has begun. The Thomas Company and Lepi & Associates Realty are the developer and realtor. A three-bedroom, three bath home with 1,536 square feet in the Oakwood North subdivision and built in 1974 sold for \$161,000 in 2018.
- The Stonehenge North Subdivision is located north of Zanesville off of State Route 146. It is a newer subdivision with 33 approved lots. Six lots have been sold and homes have been built on those lots. The developer, the Thomas Company, is applying for approval of an additional nine lots that are substantially larger than the first 33 lots.

Because our demand estimates shown later in this report only account for homes *available* for purchase and none of the preceding developments have any such units, we have not deducted the planned homes/lots from our demand estimates.

Senior Facilities

According to planning and building representatives, there are no senior living projects currently in the development pipeline.

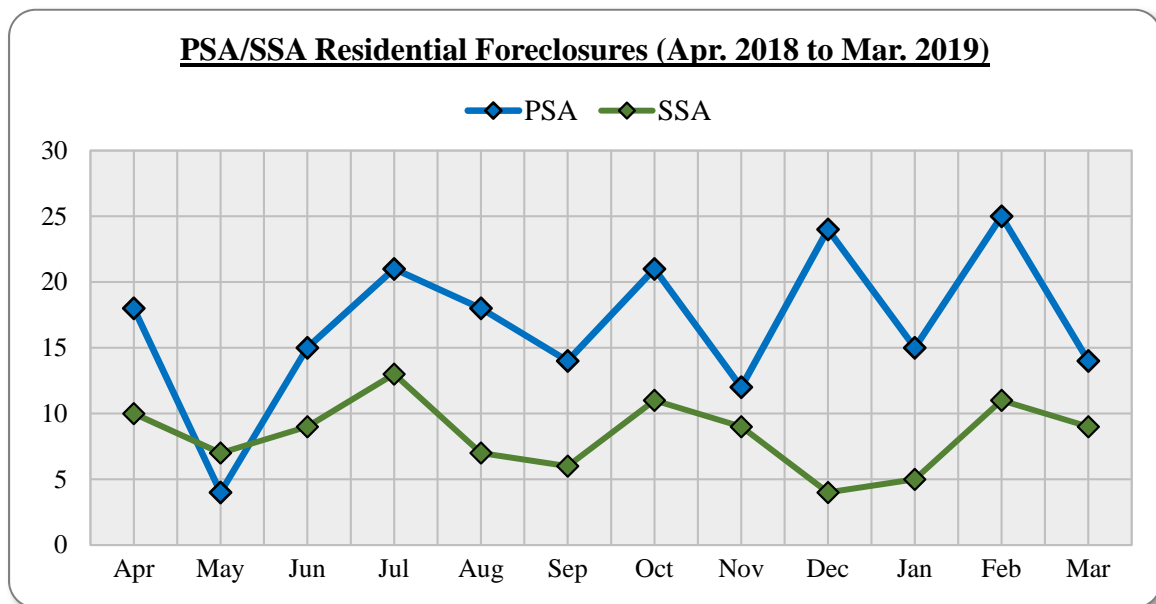
F. Foreclosure Data

The prevalence of residential foreclosures is an important element to understand when assessing housing needs of a community. The following table summarizes monthly residential foreclosure activity over the past 12 months within the PSA (Zanesville) and SSA (balance of the county).

Residential Foreclosure Filings by Study Area		
Month	PSA	SSA
April 2018	18	10
May	4	7
June	15	9
July	21	13
August	18	7
September	14	6
October	21	11
November	12	9
December	24	4
January 2019	15	5
February	25	11
March	14	9
Total Foreclosures	201	101
Avg. Monthly	16.8	8.4

Source: RealtyTrac.com

Note: The number of monthly filings is approximated

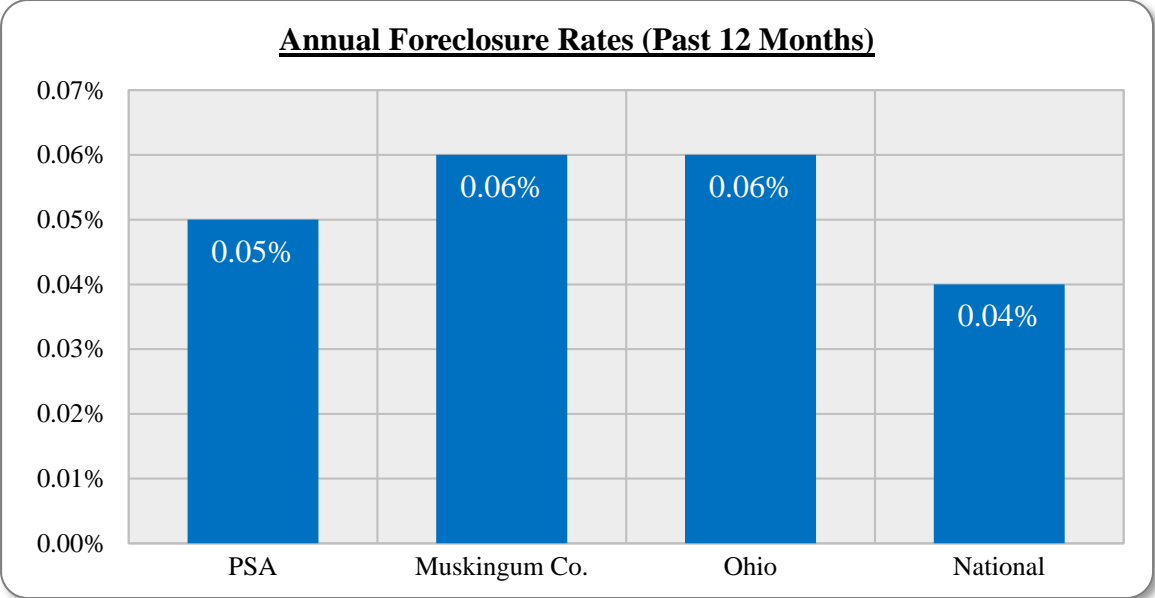


Since April 2018, there have been 201 residential foreclosure filings in the PSA, with an average of 16.8 foreclosures a month. The number of residential foreclosures within the surrounding SSA during this same time was 101, with a monthly average of 8.4. Due in part to a greater number of households in the city, the foreclosure activity is higher in the PSA.

The overall foreclosure rates over the past 12 months for the PSA, the overall county, Ohio, and the United States are compared in the following table and graph.

Data	Geographic Comparison			
	PSA (Zanesville)	Muskingum County	Ohio	National
Annual Foreclosure Rate	0.05%	0.06%	0.06%	0.04%

Source: RealtyTrac.com (through March 2019)



The 0.05% annual foreclosure rate for Zanesville as of March 2019 is slightly lower than both the overall Muskingum County (data not available for just the SSA) and state averages. The foreclosure rates for both the PSA and the overall county are slightly above the national averages.

Based on the preceding analysis, residential foreclosure activity over the past 12 months appears to be minimal and likely has had little impact on housing supply trends and characteristics within the PSA and SSA.

G. Summary

Despite the Inventory of Affordable Rentals and Housing Assistance Provided in Zanesville, Many Residents are Still Housing Cost/Rent Burdened – Households that are “cost burdened” (typically paying over 30% of their income towards housing costs) often find it difficult paying for both their housing and meeting other financial obligations. The shares of cost burdened *renters* (47.2%) and *homeowners* (21.4%) in Zanesville are above the state averages (43.1% renters, 19.3% owners). Overall, approximately 2,483 *renter* households and 1,251 owner households in the city are housing cost burdened. The number of cost burdened households in the PSA combined with the facts that most multifamily projects operating with government assistance are fully occupied and maintain wait lists, indicate that the continuation of rental housing programs and homebuyer assistance will be important to help alleviate cost burdened housing situations in the city.

There is Limited Available Inventory Among Multifamily Rentals and Pent-Up Demand for Housing Serving Very Low- and Low-Income Renter Households – Based on Bowen National Research’s survey of multifamily apartment rentals in the county, there are very few vacant rentals. The few multifamily rentals that do exist are primarily among the market-rate inventory, with just 18 vacant units representing 0.7% of the PSA’s multifamily rental supply (there are only 10 vacant units in the surrounding SSA). The challenge of finding available multifamily rental housing among the government-subsidized and Tax Credit multifamily housing supply in the city that serves low-income households is far greater, as evidenced by the fact that there were only two (1.3%) vacant Tax Credit units and no vacant government-subsidized units identified in the city. Most government-subsidized and Tax Credit projects have wait lists, indicating there is pent-up demand for housing that is affordable to lower income households. The lack of available housing serving low-income households is likely contributing to the large number of renters living in substandard and/or cost burdened housing situations in the area.

The Limited Supply of Available For-Sale Product, Combined with the Projected Growth of Moderate- to High-Income Households, will Contribute to a Growing Demand for For-Sale Product Generally Priced Over \$150,000 in Zanesville

– Only one-quarter of the 107 housing units available to purchase in the city is priced above \$150,000, the result of just 26 housing units. Meanwhile, the SSA (balance of county) has 133 homes priced above \$150,000, representing nearly 60% of the available supply in that market. Between 2018 and 2023, it is projected that the city of Zanesville will add 316 owner households that will earn \$50,000 or more that can generally afford product priced over \$150,000. While some of this growth will be from households currently in the market and are already homeowners, this growth will still increase the need for higher-priced product that is currently unavailable in Zanesville. This higher-price product is more abundant in the surrounding areas of the county, which increases the likelihood that Zanesville could lose some existing residents and newcomers to areas outside of the city limits.

The Large and Growing Base of Seniors will Increase the Demand for Senior-Oriented Housing, which is Already Operating at High Occupancy Levels

– The overall occupancy rates of age-restricted rental alternatives, including apartments and assisted living facilities, indicate that the existing senior-oriented housing alternatives have limited availability. As shown in the Demographics portion of this report, seniors ages 65 and older within the city and county are expected to increase the most over the next five years. As such, it is anticipated that the demand for senior-oriented housing will grow over the foreseeable future. This would include product for low-income seniors seeking affordable rental options, seniors wanting more maintenance free housing that they can downsize into, and senior care housing like assisted living that would serve the needs of seniors seeking assistance with daily living activities.

The City of Zanesville Appears to have Difficulty Attracting and Retaining Millennials (Generally between the Ages of 25 and 34), Likely Due, in part, to the Lack of Product that Would Appeal to Them

– The number of Millennial households (generally between age 25 to 34) are projected to decline slightly between 2018 and 2023 within Zanesville. While there are likely many factors that will contribute to this projected decline, including better employment opportunities and higher wages, more cultural, entertainment, recreational and educational opportunities, and a different lifestyle in other communities (e.g. Columbus) that may appeal to young adults, it is also likely that Zanesville's difficulty in attracting and retaining Millennials is attributed to the lack of modern, high-quality and amenity-heavy rental properties and/condominiums that typically appeal to these young adults. Zanesville may be able to reverse its trend of losing Millennials if it had product that fit the housing needs of this market segment.

VII. Other Housing Market Factors

A. Introduction

Factors other than demography, employment, and supply (analyzed earlier in this study) can affect the strength or weakness of a given housing market. The following additional factors influence a housing market's performance and are discussed relative to the PSA (Zanesville) and/or the SSA (balance of the county), the Downtown Zanesville Submarket and the overall county depending upon the availability of the data. Data for the state of Ohio was provided as a base of comparison, when applicable.

- Personal Mobility
- Crime Risk
- Community Attributes
- Special Needs Populations
- Residential Blight
- Qualified Opportunity Zones
- Development Opportunities

B. Personal Mobility

The ability of a person or household to travel easily, quickly, safely, and affordably throughout a market influences the desirability of a housing market. If traffic jams create long commuting times or public transit service is not available for carless people, their quality of life is diminished. Factors that lower resident satisfaction weaken housing markets. Typically, people travel frequently outside of their residences for three reasons: 1) to commute to work, 2) to run errands or 3) to recreate.

The following tables show two commuting pattern attributes (mode and time) for each study area:

		Commuting Mode						Total
		Drove Alone	Carpooled	Public Transit	Walked	Other Means	Worked at Home	
Downtown	Number	304	39	2	10	3	5	363
	Percent	83.7%	10.7%	0.6%	2.8%	0.8%	1.4%	100.0%
PSA	Number	8,772	932	50	217	138	220	10,329
	Percent	84.9%	9.0%	0.5%	2.1%	1.3%	2.1%	100.0%
SSA	Number	23,434	2,167	49	628	164	570	27,012
	Percent	86.8%	8.0%	0.2%	2.3%	0.6%	2.1%	100.0%
Combined (PSA & SSA)	Number	32,206	3,099	99	845	302	790	37,341
	Percent	86.2%	8.3%	0.3%	2.3%	0.8%	2.1%	100.0%
Ohio	Number	4,490,622	414,215	87,702	120,360	61,724	207,888	5,382,511
	Percent	83.4%	7.7%	1.6%	2.2%	1.1%	3.9%	100.0%

Source: U.S. Census Bureau, 2013-2017 American Community

		Commuting Time						
		Less Than 15 Minutes	15 to 29 Minutes	30 to 44 Minutes	45 to 59 Minutes	60 or More Minutes	Worked at Home	Total
Downtown	Number	125	159	41	10	25	5	365
	Percent	34.2%	43.6%	11.2%	2.7%	6.8%	1.4%	100.0%
PSA	Number	4,516	3,463	1,057	462	611	220	10,329
	Percent	43.7%	33.5%	10.2%	4.5%	5.9%	2.1%	100.0%
SSA	Number	7,396	10,750	4,071	1,758	2,467	570	27,012
	Percent	27.4%	39.8%	15.1%	6.5%	9.1%	2.1%	100.0%
Combined (PSA & SSA)	Number	11,912	14,213	5,128	2,220	3,078	790	37,341
	Percent	31.9%	38.1%	13.7%	5.9%	8.2%	2.1%	100.0%
Ohio	Number	1,495,954	2,092,509	1,002,382	323,900	259,878	207,888	5,382,511
	Percent	27.8%	38.9%	18.6%	6.0%	4.8%	3.9%	100.0%

Source: U.S. Census Bureau, 2013-2017 American Community

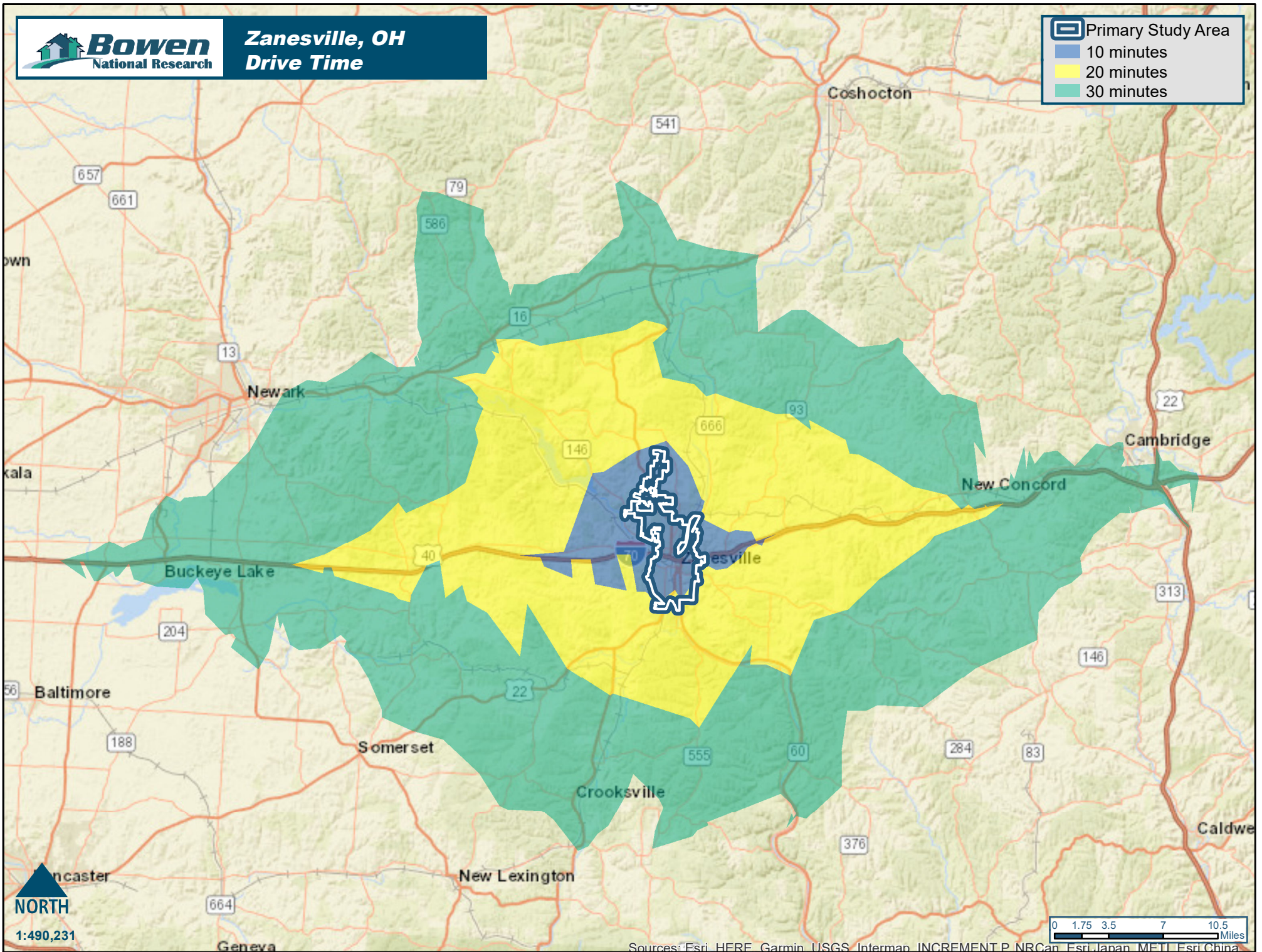
Noteworthy observations from the preceding tables follow:

- The share of commuters in the PSA (93.9%) that either drive alone or carpool is comparable to the shares of the same commuting modes in the SSA (94.8%) and the Downtown Submarket (93.9%).
- Generally, commute times to work in the PSA are shorter than they are in the SSA, but comparable to the Downtown Submarket. Over three-quarters (77.2%) of PSA commuters have travel times of less than 30 minutes, while 20.6% have commute times of 30 or more minutes. SSA commute times are longer with nearly one-third traveling 30 minutes or more to work.

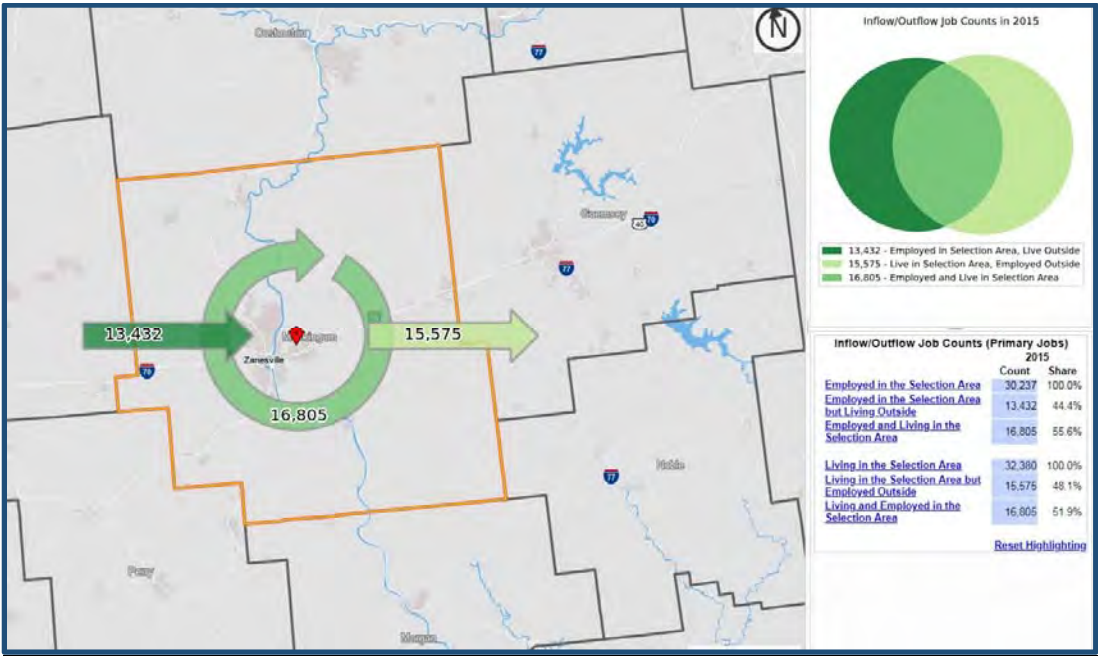
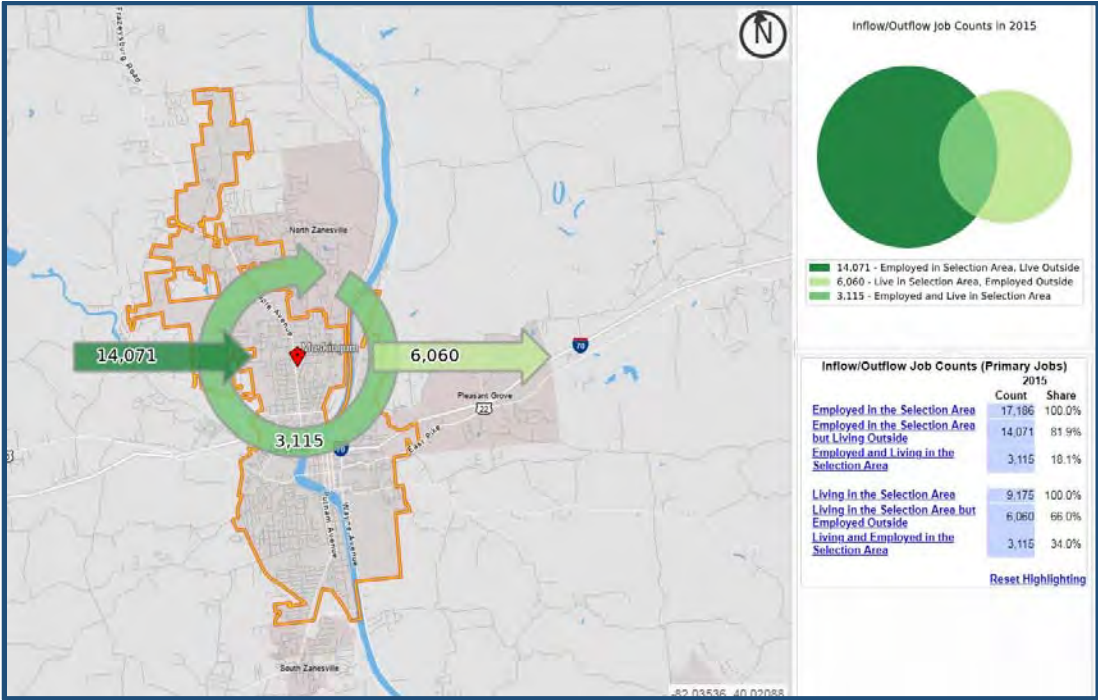
Based on the preceding analysis, it is clear that a high share of PSA (Zanesville) residents have relatively short drives and rely on their own vehicles or carpools to commute to work. Meanwhile, many SSA commuters have longer drives, likely to employment opportunities in the Columbus area. Regardless, the differences in drive-times between the PSA and SSA are minimal and should not influence housing decisions between these two markets.

A drive-time map showing travel times from the geographic center of the PSA (Zanesville) follows this page.

- Primary Study Area
- 10 minutes
- 20 minutes
- 30 minutes



As shown in the first map and table below, there were a total of 17,186 persons employed and working within the PSA (Zanesville) in 2015. While 3,115 (18.1%) of these employed persons also live in the PSA, the city has a notable inflow and outflow of employed persons. A total of 6,060 workers leave the PSA for employment during the day, while 14,071 people that work in the PSA commute from outside of the city. This inflow of 14,071 workers represents an opportunity for the city to retain such commuters as permanent residents.



Public Transit Availability

South East Area Transit (SEAT) provides public bus service in both Muskingum County and Guernsey County. Within Zanesville, scheduled bus service operates Monday through Friday, from 6:00 am to 8:00 pm. SEAT offers fixed route services and curb-to-curb demand services on an on-call basis.

SEAT provides five fixed routes within the city limits of Zanesville. These routes are summarized as follows:

Fixed Routes		
Route Name	Stops	Area Served
Brighton-Pine Route	13	Southwest Zanesville (West of Muskingum River)
Greenwood Route	10	East Zanesville (South of I-70)
Taylor-Blue Route	10	Near West Zanesville (West/Northwest of Downtown)
Maple Route	18	Downtown & North-Central Zanesville (Primarily along Maple Avenue)
Putnam Route	11	South-Central Zanesville (Primarily along Putnam Avenue and Maysville Avenue)

Combined, these five routes have a total of 62 stops in the Zanesville area on a daily basis. While most stops are along major thoroughfares within the city, several stops are at notable locations such as Walmart, the courthouse, Bethesda and Good Samaritan Hospital, the senior center, and Ohio University Zanesville. With the exception of the extreme north end of Zanesville, SEAT provides fixed routes that serve most areas of the city.

Fixed route bus fares are listed below.

Fixed Route Fares:	
Regular Fair	1.00 (one-way)
Student Fair	\$0.75 (one-way)
E/D Fair	\$0.50
Children 6 and under	Free
Transfers	Free

The fee structure appears to be affordable to most area residents, including those living on limited or fixed incomes. The number of bus stops and coverage area of the public bus routes also makes public transportation a viable option for those commuting within the city of Zanesville or to nearby Cambridge.

Given that each of the public transportation offerings operate on dedicated routes, it is believed that new residential development should be considered along or are within reasonable walking distance (generally within one-half mile) of public transit sites. We believe residential product developed along or near these transit corridors should include product serving seniors, low-income households, Millennials and young professionals.

C. Crime Risk

Crime risk, whether perceived or real, can influence a person’s decision to move to, leave, or remain at, a particular location. The desirability of a housing market, whether citywide or neighborhood-specific, is often judged by its level of security and safety. Existing and potential residents constantly monitor crime risk, both on a “personal” and “property” basis. When certain geographic areas exhibit higher crime rates, potential residents tend to move elsewhere and existing residents relocate. Conversely, areas with lower crime rates tend to attract potential residents and retain existing ones. Stronger housing markets normally enjoy low or decreasing crime rates, while weaker housing markets usually suffer from high or increasing crime rates.

For this study, the FBI Uniform Crime Report (UCR) was used. The FBI collects data from roughly 16,000 separate law enforcement agencies across the country and compiles it into the UCR. The most recent data shows a 95% coverage rate of all jurisdictions nationwide. Applied Geographic Solutions uses the UCR at the jurisdictional level to model seven crime types for specific geographic areas. Risk indexes are standardized based on national averages. A Risk Index value of 100 for a particular crime type in a certain area means that the probability of the risk is consistent with the national average. It should be noted that aggregate indexes for total crime, personal crime and property crime are not weighted, and a murder is no more significant statistically than petty theft. Therefore, caution should be exercised when using them.

The following table compares the UCR crime risk probabilities for the three selected geographies in this study:

	Total Crime	Personal Crime				Property Crime				
		Murder	Rape	Robbery	Assault	Total	Burglary	Larceny	Vehicular Theft	Total
Zanesville	134	40	110	58	50	58	126	163	47	145
Muskingum County	108	36	98	44	44	49	108	128	42	117
Ohio	107	98	119	119	56	80	131	109	78	111

The overall Crime Index for the PSA (Zanesville) is 134. The PSA’s index is slightly above both the overall county (108) and national (100) averages. Therefore, it is believed that the perception of crime for the PSA should not have an adverse impact on the demand for housing in the city.

A map illustrating crime risk within the PSA and SSA follows this page.

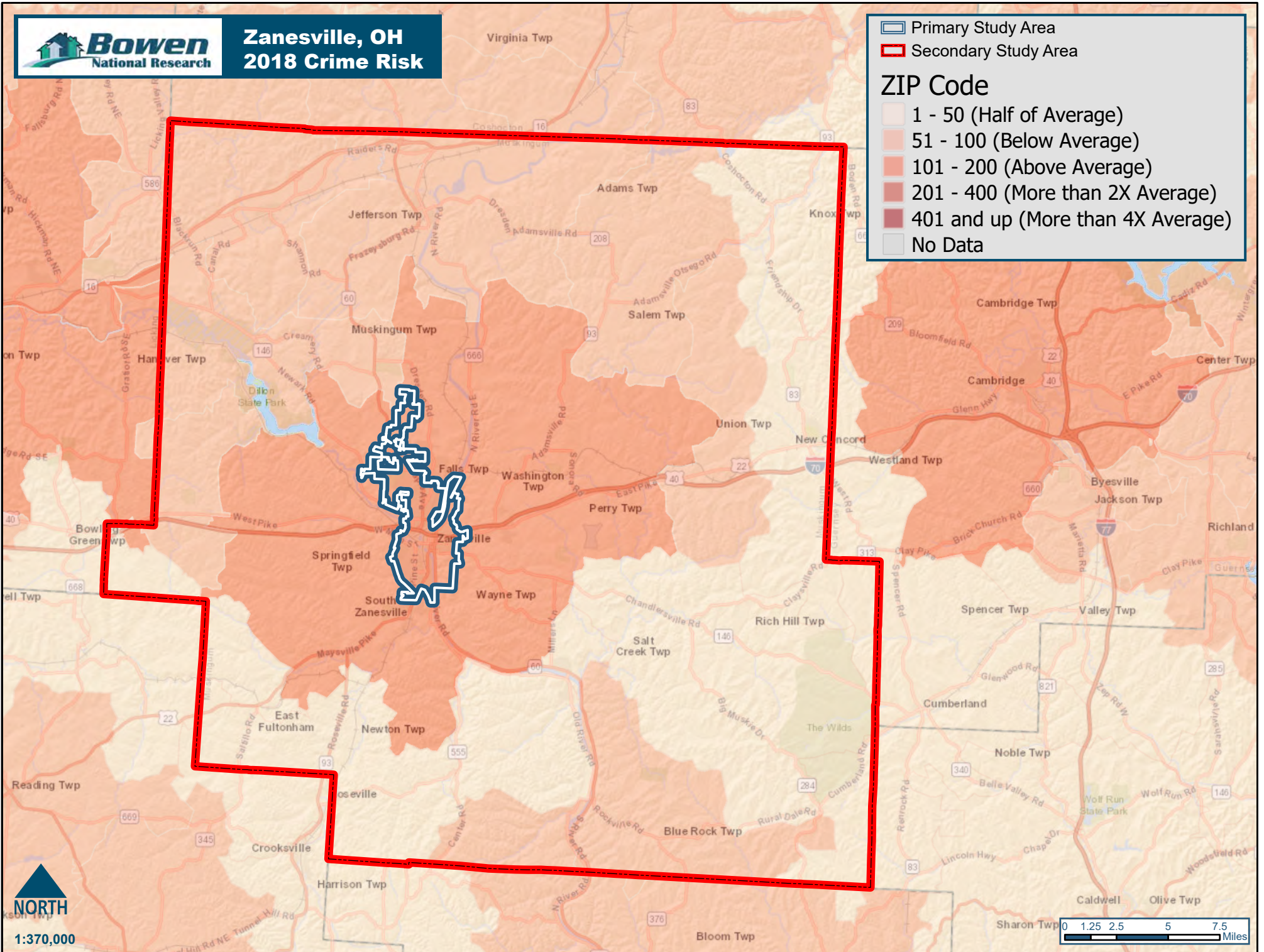


Zanesville, OH 2018 Crime Risk

Primary Study Area
Secondary Study Area

ZIP Code

- 1 - 50 (Half of Average)
- 51 - 100 (Below Average)
- 101 - 200 (Above Average)
- 201 - 400 (More than 2X Average)
- 401 and up (More than 4X Average)
- No Data



1:370,000



D. Community Services

The location, type, and number of community attributes (both services and amenities) can have a significant impact on housing market performance and the ability of a market to support existing and future residential development. Typically, a geographic area served by an abundance of amenities and services should be more desirable than one with minimal offerings, and its housing market should perform better accordingly. As a result, community attributes were examined within each study area.

The Zanesville/Muskingum County area features several major thoroughfares that serve residents and commuters within most parts of the county. Interstate Highway 70 extends east-west through the central portion of Zanesville. There are six interchanges for I-70 in or near Zanesville, providing convenient access to the central portion of the city and county. U.S. Highway 40 runs east-west and generally bisects the northern and southern portions of the city and county. U.S. Highway 22 extends through the southern and eastern portions of the city and county. Both the city and county are served by other major thoroughfares, including State Route 60 (Maple Avenue/Wayne Avenue), State Route 146 (Newark Road/Adair Avenue), West Main Street, and State Route 93 (Putnam Avenue). Both fixed route bus service and demand response public transportation is provided in Muskingum County (details on the routes and fees are included earlier in this section, on page VII-5).

We have provided summaries of notable community attributes that serve the Downtown Zanesville Submarket, the city of Zanesville, and Muskingum County overall. These summaries are a brief narrative of key shopping areas, recreation and entertainment venues, public safety services, employment opportunities, and other services or attractions that residents may use. These overviews should not be considered exhaustive evaluations of attributes offered within each area, since data and marketplace conditions change constantly. However, our overview provides insight as to the sufficiency, or lack of key community services. We discuss how such community services could potentially impact housing decisions.

PSA (Zanesville)

The Primary Study Area (PSA), comprises the city of Zanesville, which serves as the county seat of Muskingum County and contains much of the county's key community services. All of the major community services are available within the city, including but not limited to grocery stores, financial institutions, schools, higher education institutions, medical facilities, pharmacies, fitness facilities, gas stations, convenience stores and churches.

The PSA is well served by grocery stores. It appears that grocers such as Kroger, Walmart, Riesbecks, ALDI and others are located throughout the city. While the area in the north-central portion of the city, generally between Adair Avenue and Walmart, does not appear to have a major grocer, residents in this area can conveniently access grocers at one of many locations on the north side of town, generally along Maple Avenue, or at the County Square Mall. Besides the concentration of shopping opportunities located at the County Square Mall in the far north portion of the city, there are numerous shopping opportunities throughout the city. Notable large-scale retailers in the city include a Walmart Supercenter and Kohls in the far north end of the city, a Dollar General just east of downtown, and a Dollar General in the south-central portion of the city. There are numerous fast food and sit-down restaurants located along the central corridor of the city, primarily along Maple Avenue on the north side of the city. Restaurants in the southern part of the city are primarily located on Maysville Avenue. There is a scattered mix of smaller restaurants located in and around the downtown Zanesville area.

Medical facilities include Genesis Hospital, Zanesville Surgery Center, and Select Specialty Hospital. There are numerous pharmacies located throughout the city, along or near many of the main arterial roads, as well as near the medical facilities in the city. The Zanesville Police Department and the Muskingum County Sheriff maintain offices in the downtown area of Zanesville. The Zanesville Fire Department is located in the downtown area of Zanesville.

Public schools within the city limits include Zanesville High School, Zanesville Middle School, John McIntire Elementary School, and Zane Grey Elementary School. Post secondary schools in the city include Ohio University-Zanesville and Zane State College.

Points of interest and activities include, but are not limited to, the Zanesville Museum of Art, Zanesville Community Theatre, Secrest Auditorium and Muskingum Recreation Center. There are numerous art studios and galleries, the John McIntire Library and historic sites in the city. The area offers numerous outdoor recreation opportunities, including the Jaycee Riverside Park, Zanesville Country Club, Putnam Hill Park, Zane's Landing Park, Muskingum County Fair Grounds, and Mission Oaks Gardens, as well as the Lorena Sternwheeler (riverboat cruises). Other notable attractions include

Perry's Glo Putt mini golf and Cinemark movie theater at the Colony Square Mall, and Lind Arena (roller skate venue).

The Primary Study Area (Zanesville) is very well served by the most typically needed community services. While the northern portion of the city has many of the large-scale retail opportunities, including a shopping mall, residents of the city can conveniently access most shopping opportunities. Given that drive times are relatively short, that there are numerous arterial roadways serving most parts of the city, and that the city offers public bus services to more than 60 different stops in the city, the ability to access most community services within the city, regardless of where a resident resides, should not be difficult. Therefore, we do not believe community services will have a notable impact on housing location decisions for most residents.

Downtown Zanesville Submarket

There are several small eateries in the downtown area, including pubs, delis, and traditional restaurants. There are two microbreweries located just outside the Downtown Zanesville Submarket, but conveniently accessible from the area. There are several art studios and galleries located in the downtown area, as well as numerous spas and salons. In addition, the downtown area offers several churches, a hardware store, small antique and clothing shops, a florist, and numerous other boutique-type shopping opportunities. Several banks and a U.S. Post Office are also located downtown.

City and county government offices are located in the downtown area, including the Zanesville-Muskingum County Health Department, the Zanesville Municipal Court, and Zanesville-Muskingum County Convention and Visitors Bureau. The John McIntire Library is located in the northern portion of downtown.

South East Area Transit (SEAT) is a public bus service that serves Zanesville and provides service within downtown and to several areas throughout the city. As such, downtown residents without their own transportation can conveniently access numerous community services located throughout the city.

Overall, the community services within the Downtown Zanesville Submarket are believed to be adequate to serve the residents of the submarket and potential new residential projects. Most key community services, such as dining, employment, recreation and entertainment opportunities are within walking distance or a short bike ride. The majority of vital services are within proximity of most residents. Those community services that cannot be found within the DZS can be found within the Zanesville city limits and are therefore not considered to be negatively impacting the submarket. Overall, the proximity and availability of community services within the DZS is believed to be adequate to support area residents.

Secondary Study Area (Balance of Muskingum County)

Most community services for residents living in the Secondary Study Area, which are the areas of Muskingum County located outside of the Zanesville city limits, are located in Zanesville. This includes most government services, large-scale shopping opportunities, employment opportunities, and most night life and entertainment venues. Given that these community services can be conveniently accessed from most parts of the county, with most outlying communities no more than 12 miles from the city limits of Zanesville, we believe residents living in the SSA are adequately served by area community services.

Primary and secondary schools in the areas outside of Zanesville include West Muskingum High School, West Muskingum Middle School and Falls Elementary School near the west side of Zanesville and John Glenn High School, East Muskingum Middle School, and New Concord Elementary School located in the far eastern part of the county, near the town of New Concord. The Maysville Elementary School is located approximately 2.6 miles south of Zanesville. Post secondary schools include Mid-East CTC Adult Education and Muskingum University. Other higher education opportunities such as Ohio University-Zanesville and Zane State College are located in the northwest portion of the city of Zanesville.

The areas outside of Zanesville but within Muskingum County offer several outdoor recreation areas and attractions. The Wilds, a wildlife conservation center that includes a large number of animals, is located outside of Zanesville city limits. Golf courses in the county include Vista Golf Course, Jaycee Public Golf Course, Norwich Valley Golf Course, Fullers Fairways and Crystal Springs Golf Club. The Dillon State Park and Dillon Reservoir are located in the western portion of the county and provide outdoor recreation opportunities.

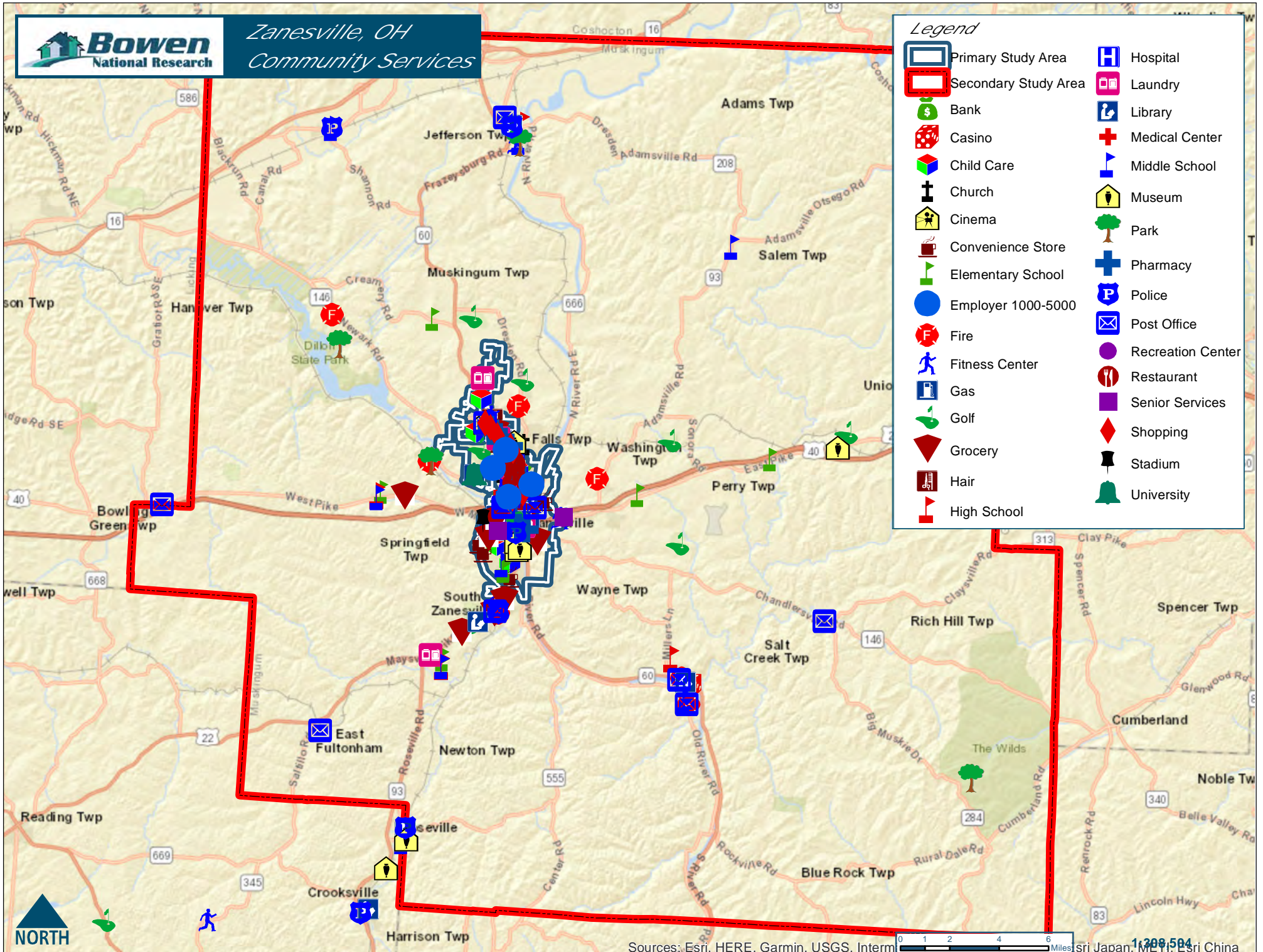
The medical facilities are located in the city of Zanesville. Police service in the county is provided by the Sheriff's Department. Fire protection is provided by numerous township fire departments scattered throughout the county.

Based on the preceding analysis, the community services are believed to be adequate to serve the residents throughout the SSA. While the SSA is primarily rural and has some community services, most SSA residents with transportation can conveniently access most required community services within Zanesville. For persons in the SSA lacking their own transportation, particularly residents located along the periphery of the county, the ability to conveniently access most community services may be more of a challenge. As a result, it may be more difficult for some lower income households to reside in the most remote and rural portions of the county.

Overall Community Services Evaluation

The overall city of Zanesville provides a vast majority of community services that would be typically required by most residents. The city does not appear to lack any notable community service that would limit the city's appeal to most residents, or necessarily deter a resident from living in one part of the city over another. While the surrounding SSA has fewer community services, most area residents can conveniently access the required community services within Zanesville. As such, we don't believe community services will have a significant impact on the decision to live inside or outside of the Zanesville city limits. The Downtown Zanesville Submarket also has most essential community services, though it does lack large-scale retail shopping opportunities, such as a department store. However, since any services not found in the downtown can be conveniently accessed throughout much of the city, we do not believe the lack of such services would deter residents from living in the downtown.

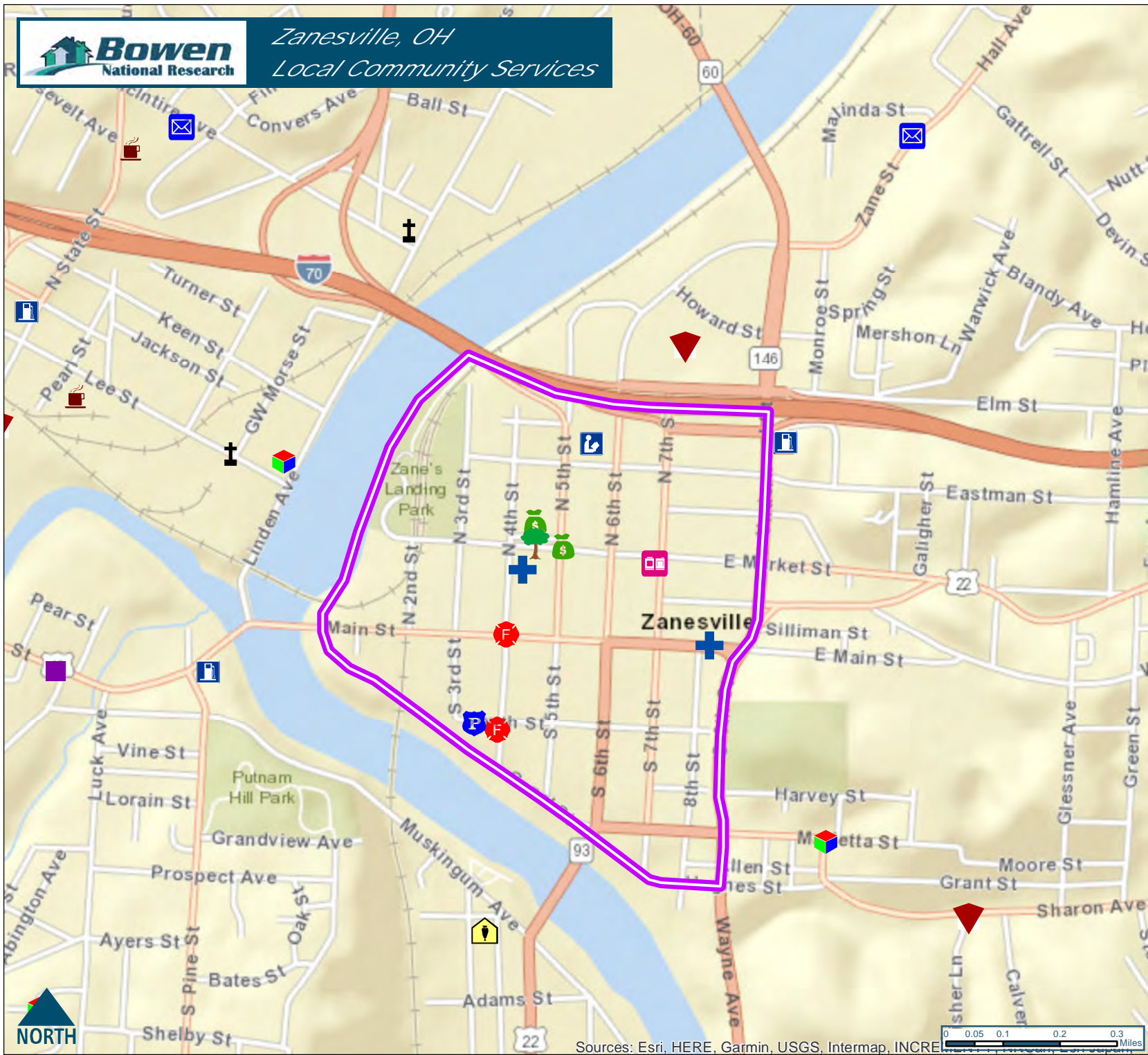
Maps of notable community services within the study areas are included on the following pages.
















Legend

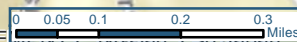
	Primary Study Area		Hospital
	Secondary Study Area		Laundry
	Bank		Library
	Casino		Medical Center
	Child Care		Middle School
	Church		Museum
	Cinema		Park
	Convenience Store		Pharmacy
	Elementary School		Police
	Employer 1000-5000		Post Office
	Fire		Recreation Center
	Fitness Center		Restaurant
	Gas		Senior Services
	Golf		Shopping
	Grocery		Stadium
	Hair		University
	High School		





Legend

-  Downtown Submarket
-  Bank
-  Child Care
-  Church
-  Convenience Store
-  Fire
-  Gas
-  Grocery
-  Laundry
-  Library
-  Museum
-  Park
-  Pharmacy
-  Police
-  Post Office
-  Senior Services



E. Special Needs Populations

Overview

As part of this analysis, we collected and evaluated data relative to a variety of special needs populations in Zanesville and Muskingum County, depending upon the availability of such data. The following table summarizes the various special needs populations within the area that were considered in this report.

Special Needs Populations	
Special Needs Group	Persons
Developmentally Disabled	500
Behavioral Health	N/A
Ex-Offenders/Re-Entry	22*

*Monthly Average
N/A – Not Available

At the time of this assessment, we were unable able to obtain data on the population in Muskingum County that have behavioral health issues. Based on the preceding table, the largest number of special needs persons is among adults with developmental disabilities. As a result, this special needs population should be kept in mind as policies, programs and incentives are developed to meet the overall housing needs of Zanesville and Muskingum County.

Developmentally Disabled

According to the Centers for Disease Control and Prevention, developmental disabilities are a group of conditions due to an impairment in physical, learning, language, or behavior areas. These conditions begin during the developmental period, may impact day-to-day functioning, and usually last throughout a person's lifetime.

The American Community Survey conducts surveys and data collection on a variety of disability categories. The following table summarizes the number of disabled persons in Muskingum County by age group, based on 2013-2017 ACS Five-Year Averages survey.

Muskingum County, Ohio – Population by Disability		
Disability Type	With Disability	Percent
Hearing	4,065	4.8%
Vision	2,206	2.6%
Cognitive	5,310	6.2%
Ambulatory	7,313	8.6%
Self-Care	2,428	2.9%
Independent Living	4,519	5.3%

Source: American Community Survey 2013-2017 Five-Year Estimates (S1810)

Overall, an estimated 13,967 people in Muskingum County have one or more disabilities. It should be noted that because survey respondents could indicate that they have more than one disability, the totals of the individual categories exceed the actual total of 13,967. While not all of the preceding disabilities occurred or became evident during the developmental period for individuals, people in Muskingum County that have disabilities may have limits on their education, employment opportunities, and their quality of life. Because the earning capacity of some disabled individuals could be limited, the access to affordable housing alternatives and certain services are important to this special needs population.

According to the Muskingum County Board of Developmental Disabilities (MCBDD), 500 people received services in 2018. Of these 500 people, 250 were adults (ages 22 and older), 125 were between the ages of six and 21 and 125 were infants and young children ranging from birth to age five. Services provided by MCBDD include in-home support/coaching, day services, recreational and employment services. The Board works with various provider agencies to customize services to each person’s specific needs. The preceding data provides further insight on the degree to which developmental disabilities impact area residents and require assistance.

Behavioral Health

According to InSight Telepsychiatry, behavioral health is related to a person’s mental well-being, their ability to function in every day life and their concept of self. “Behavioral health” is the preferred term to “mental health.” A person struggling with his or her behavioral health may face stress, depression, anxiety, relationship problems, grief, addiction, ADHD or learning disabilities, mood disorders, or other psychological concerns. For some individuals suffering from behavior health, the ability to obtain or maintain employment is difficult and, ultimately, their earning capacity could be limited. This in turn could limit their ability to afford adequate housing and/or secure behavioral health services.

The Mental Health and Recovery Services Board serves Coshocton, Guernsey, Morgan, Muskingum, Noble and Perry counties, offer public mental health and alcohol/drug recovery services. Persons served include those with drug addiction and mental health issues, with suicide prevention services offered. Despite our repeated requests, we were unable to obtain any data regarding persons suffering from behavioral health issues in Muskingum County.

Based on an article from ycitynews.com

[\(https://ycitynews.com/1953/news/suicide-rate-rises-in-muskingum-county/\)](https://ycitynews.com/1953/news/suicide-rate-rises-in-muskingum-county/)

“Due to the lack of in-house psychiatric facilities in Muskingum County, if a person is found to be struggling with a mental illness they are transported to Genesis Hospital where they can be held for up to 72 hours”. However, there do not appear to be any transitional or temporary housing alternatives available to those suffering from behavioral health issues. This may represent a development opportunity in the market.

Ex-Offenders/Re-Entry

The Restored Citizens Network was established in 2013 and serves Muskingum County and surrounding counties in southeast Ohio. The agency assists those who have been recently incarcerated or released by connecting them with various social services agencies that can aide these persons with their transition back into the community.

Detailed data on the number of persons re-entering society after imprisonment in Muskingum County is limited. However, the Restored Citizens Network /Mental Health and Recovery Services Board had some statistics on the re-entry population for various months since January of 2018. To allow for some level of comparison and typical trends, we have included data only on the last four months for which data was provided: January 2019 to April 2019.

The following summarizes the number of people released from area correctional facilities and who have returned to the Zanesville/Muskingum County area over the past four months. The distribution of the re-entry population using behavioral health services or are considered to have a severe need of substance abuse recovery services is also provided, as available.

Monthly Re-Entry - Ex-Offenders (2019)			
Month	Persons	Behavioral Health Services	Substance Abuse Recovery
January	27	9	17
February	17	3	13
March	21	N/A	N/A
April	21	5	13

Source: Restored Citizens Network /Mental Health and Recovery Services Board
N/A – Not Available

As the preceding table illustrates, the number of ex-offenders being released into the county has ranged from 17 to 27 per month, or an average of just around 22 people per month. Two-thirds (66.2%) of the released ex-offenders are in need of substance abuse recovery services, while just over a quarter (26.1%) of the ex-offenders use behavioral health services.

The education attainment or education equivalency for released ex-offenders is included in the table below:

Education Attainment - Ex-Offenders (2019)					
Month	Persons	High School Grad or GED	Percent High School Grad or GED	Test at GED Level	Test Below GED Level
January	27	16	59.2%	4	7
February	17	13	76.5%	1	3
March	21	N/A	N/A	N/A	N/A
April	21	10	47.6%	5	6

Source: Restored Citizens Network /Mental Health and Recovery Services Board
 N/A – Not Available

Of the three months for which data was available, 39 (56.5%) of the 69 released ex-offenders have a high school diploma or a GED, while the remaining 30 (43.5%) people test at levels below a GED. Therefore, the education level of nearly half of the recently released ex-offenders is relatively low and may limit their earning capacity and make affordable housing paramount to them.

F. Residential Blight

Blight, which is generally considered the visible and physical decline of a property, neighborhood or city, can have a detrimental effect on nearby properties within a neighborhood. Blight can be caused by several factors, including economic decline, population decline, and the high cost to maintain/upgrade older housing. As part of this report, associates of Bowen National Research identified properties within the PSA that could be considered as “blighted”.

Residential properties within the city limits of Zanesville that meet any of the following criteria were classified to be “blighted.”

Boarded Up Structure. This is a building or structure with multiple windows and/or doors that have boards placed on those points of entry and for which it appears the unit has been abandoned and that no work/repair appear to be underway.



A Building or Structure Which is in a State of Disrepair. This is a residential structure exhibiting noticeable signs of disrepair or neglect such as, but not limited to, deteriorated exterior wall and/or roof coverings, broken or missing windows or doors which constitute a hazardous condition or a potential attraction to trespassers, or building exteriors, walls, fences, signs, retaining walls, driveways, walkways, sidewalks or other structures on the property which are broken, deteriorated, or substantially defaced, to the extent that the disrepair is visible from any public right of way or visually impacts neighboring public or private property or presents an endangerment to public safety.

Unkempt Property. This is a property showing clear signs of overgrown, diseased, dead, or decayed trees, weeds or vegetation that may create a public safety hazard or substantially detract from the aesthetic and property values of neighboring properties. This may also include properties which have notable refuse or garbage clearly visible from the street or abandoned/broken appliances, cars in disrepair and on blocks, or other items of unused and unsightly property that may be deemed a public nuisance or otherwise detract from the aesthetic and property values of neighboring properties.

Using the preceding descriptions of blight, Bowen National Research identified numerous properties that were in various stages of disrepair, abandoned, boarded up, fire damaged or otherwise appeared to be in an unsafe condition.

A representative of Bowen National Research personally visited each street within the city limits of Zanesville and evaluated the condition of the existing housing stock via a windshield survey, whether it was occupied or vacant. From this on-site observation, we identified those residential properties that exhibited some level of exterior blight. It should be noted that the interiors of properties were not evaluated. A total of 95 residential units were identified that exhibited blight within the city limits. These 95 homes represent 0.8% of the 12,476 housing units in Zanesville (based on 2018 estimates). This represents a notable share of the total housing inventory and represents potential nuisances, safety hazards and are detrimental to nearby property uses and values.



Virtually all of the blighted residential units identified in Zanesville were within single-family homes. Evidence of blight primarily consisted of housing that had



boarded up windows and doors, missing siding or roof shingles, leaning or collapsing porches or porch roofs, and damaged/unsafe steps. Several homes were considered unkempt, exhibiting significant overgrown landscaping and grass, and notable amounts of trash and other large unused items (abandoned appliances, cars on blocks, etc.). A couple of homes

(like the home in the adjacent photo) suffer from fire damage.

The table below summarizes the type of blight per housing structure. It should be noted that some residential structures may exhibit multiple forms of blight and may fall within several categories. However, to avoid double counting of such structures, we have placed each housing unit into a single category that is most descriptive of the property.

Blight Description	Number of Units	Share of Units
Boarded Up	45	47.4%
Disrepair/Neglect	43	45.3%
Unkempt	5	4.2%
Fire Damaged	2	2.1%
Total	95	100.0%

Housing structures that are boarded up represented nearly one half (47.4%) of the blighted homes inventoried in the city. Structures suffering from disrepair/neglect represented most (45.3%) of the balance of blighted housing.

To help describe the portions of the city where blight is located, we divided Zanesville into six sections. These areas are described in the table below, along with a distribution of the blight identified in the respective sections of the city:

Area	Description	Blighted Units	Share of Units
Northwest	North of I-70, West of Maple Ave.	3	3.2%
Northeast	North of I-70, East of Maple Ave.	3	3.2%
Central	Downtown Zanesville & Areas Directly East	12	12.6%
Southwest	South of I-70, West of S. Pine St.	43	45.3%
Southeast	South of I-70, East of S. Pine St.	20	21.0%
Far South	Area Around South Zanesville	14	14.7%

While all portions of the city have some blight, Bowen National Research’s inventory revealed that blight was most heavily prevalent in the southern half of city, with the greatest concentration in the southwest portion of the city. The southwest portion of the city is primarily considered the area south of I-70, west of South Pine Street and north of the South Zanesville area. A total of 43 housing units, representing nearly half of all blight in the city, was identified as having some level of blight in the southwest portion of Zanesville. The next greatest amount of blight identified in the city was in the southeast portion of the city, which generally includes the areas south of I-70, east of South Pine Street and north of the South Zanesville area. A total of 20 housing units exhibited signs of blight in this area, which represents over one-fifth of the blight in the city. It is worth noting that only six housing units representing 6.4% of all blighted housing was in the northern half of the city.

There are several streets in these neighborhoods that contain multiple blighted housing structures. Some of the more notable street blocks within the various parts of the city are outlined below:

Notable Streets with Concentrations of Residential Blight		
Downtown	Southeast	Southwest
900 - 1000 blocks of Marietta Street	700 - 800 blocks of Harrison Avenue	700 - 800 blocks of Homewood Avenue
1100 - 1200 blocks of Sharon Avenue	100 block of Pierce Street	1100 - 1200 blocks of Ridge Avenue
	1000 - 1100 blocks of Putnam Avenue	200, 300 & 600 blocks of Schaum Avenue
	400 & 700 blocks of Moxahala Avenue	400 - 500 blocks of Spangler Driver

While the preceding street blocks do not represent all of the areas blighted within these portions of the city, they do illustrate areas that have some of the highest concentrations of such housing. As such, efforts to address blight should focus on these areas.

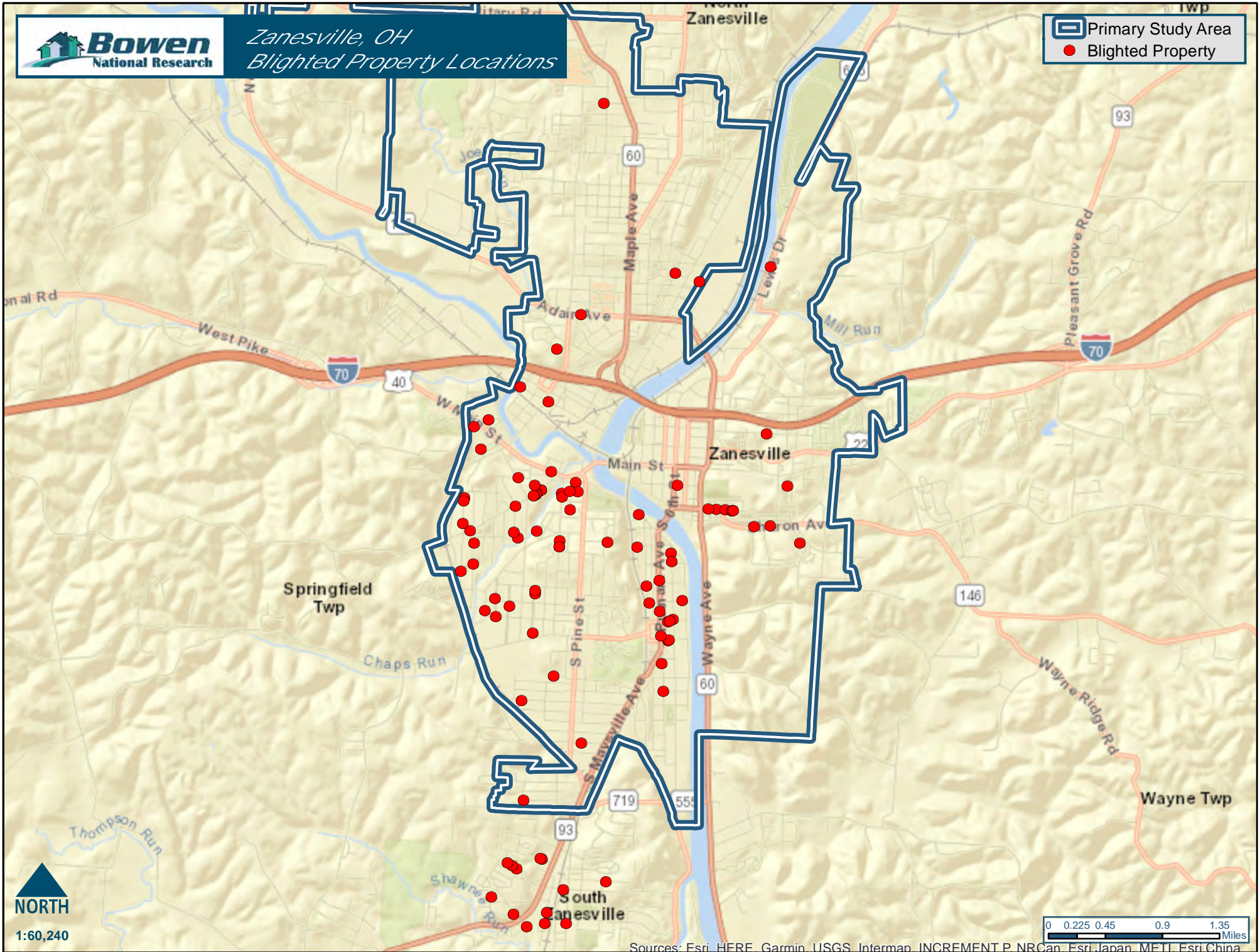
A map showing the approximate location of residential blight in Zanesville is included on the following page.





Zanesville, OH
Blighted Property Locations

- Primary Study Area
- Blighted Property



NORTH
1:60,240

0 0.225 0.45 0.9 1.35 Miles

Sources: Esri, HERE, Garmin, USGS, Intermap, INCREMENT P, NRCan, Esri, Japan, METI, Esri, China

G. Qualified Opportunity Zones

There are two Census Tracts in the northcentral and southeastern portions of Zanesville that were recently designated as a Qualified Opportunity Zones (QOZ). QOZs were created by the 2017 Tax Cuts and Jobs Act and are designed to spur investment in communities through tax benefits. The Tracts in Zanesville are 39119911800 and 30119912100.

QOZs provide a deferral and reduction of capital gains taxes within five to seven years and a total waiver of capital gains taxes at ten years or longer. QOZ's can be used in conjunction with other incentive programs, such as the Federal and State Historic Tax Credit program or the Community Reinvestment Area (CRA) Program.

Properties eligible for QOZ investment or Qualified Opportunity Funds (QOF) must be purchased after 12/31/2017 with any prior ownership limited to 20% of the fund.

The current QOF deadlines, pending new legislation are as follows:

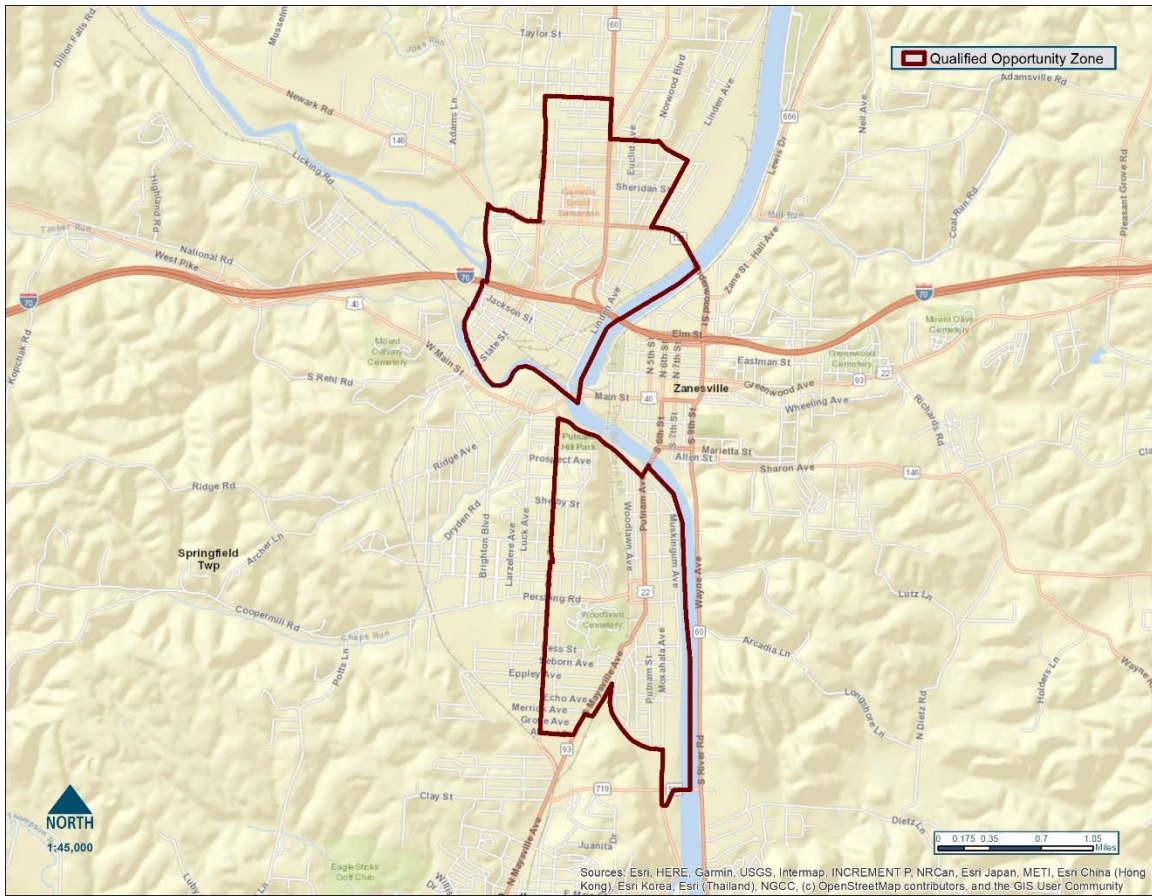
- 12/31/19 – Last day to invest in QOF to receive ALL potential tax benefits
- 12/31/21 – Last day to invest in QOF to receive 10% reduction in tax liabilities
- 12/31/26 – Last day to invest in QOF without 5- and 7-year tax reduction.
- 12/31/28 – QOZs expire, pending new legislation

The Zanesville QOZs are shown in the map on the following page. Additional details of the program and a QOZ map can be found at <https://opportunityzones.ohio.gov/wps/portal/gov/ooz>

The city may want to identify real estate investors, developers and/or opportunity zone funds specifically tied to this program. These investors and funds can be identified through private-equity firms, venture capitalists, and several on-line resources including the following:

- www.cremodels.com
- <https://eig.org/opportunityzones/resources>
- www.enterprisecommunity.org/opportunity360
- www.novoco.com/resource-centers
- www.reonomy.com
- <https://Smartgrowthamerica.org>

Taking a pro-active approach to identifying resources and investors or funds could expedite investment into Zanesville.



H. Development Opportunities

Typically, housing development opportunities most often arise when household growth occurs or when existing housing is removed from the inventory and needs replaced. We have evaluated factors that influence housing demand throughout this report, with overall demand estimates by affordability and tenure included in Section VIII: Housing Gap/Demand Estimates. This section of the report attempts to quantify the housing capacity (land and buildings) that could accommodate new residential development. The physical capacity to accommodate new housing development is provided for the PSA (Zanesville) only.

Market development strategies that recommend additional or newly created housing units should have one or more of the following real estate options available: 1) unimproved land (first-time development), 2) improved land with vacant unusable buildings (demolition and land reuse), and 3) improved land with vacant reusable buildings (adaptive-reuse or rehabilitation). Existing buildings must be unoccupied prior to acquisition and/or renovation, in order for their units to be “newly created” within the market. In addition to being available, these real estate offerings should be residentially suitable, residentially zoned (or capable of achieving such zoning) and feasibly sized for profitable investment.

In March and April of 2019, a Bowen National Research (BNR) Market Analyst visited the Zanesville area to search for potential sites that could generate new housing units within the PSA. Additionally, we conducted online research for potential sites and received information of such properties from the city of Zanesville. To be selected, a property had to be for-sale (available) and/or vacant, residentially suitable (marketable/buildable), and capable of generating at least one residential unit. Available lots under 0.6 acres in size were not considered, as it would be difficult to develop a residential unit on such a parcel. Existing buildings generally had to be at least 1,300 square feet in size (though some smaller building were considered as part of the inventory), as this represents the minimum marketable size for a redeveloped residential unit.

The investigation yielded 28 qualified properties within the PSA. Of these qualified properties, 12 were vacant parcels and 16 were potentially reusable buildings. Although this search was not exhaustive, it represents a list of some of the most likely residential real estate opportunities currently available in the PSA and provides insight as to the degree to which Zanesville has the physical capacity to accommodate new residential units, as well as areas of Zanesville that have or lack such capacity. It should be noted that these properties were selected without knowledge of asking price or land development constraints (e.g. zoning, flood plain, easements, etc.).

Information on these potential housing sites is presented in the following table (please note the following explanations before viewing the table):

- Map ID Number: This number is used to locate a property on the map provided after the table.
- Property Type: Each property is coded to describe its current development condition. This includes vacant land and reusable buildings. Note that some structures denoted as reusable buildings may not be salvageable.
- New Housing Units: To determine the development potential (number of new units) for each property, the following conversion factors were used:

Aggregated platted lots:	7,000 square feet of land area per unit
Single-family acreage:	10,000 square feet of land area per unit
Multifamily acreage:	4,000 square feet of land area per unit
Existing structures:	1,300 square feet of building area per unit

Parcels less than two acres in size (87,120 square feet) were calculated as “aggregated platted lots”, parcels between two and 10 acres in size were calculated as “multifamily acreage”, and parcels 10 acres or larger were calculated as “single-family acreage”. An average-sized two-bedroom multifamily housing unit within an existing building needs approximately 1,300 square feet of gross building area.

The following table summarizes the properties identified in Zanesville as potential sites for residential development.

Map ID	Location	Property Type	Building Size	Lot Size (Acres)	Current Zoning	Potential Units*
1	1009 Putnam Ave.	RB	4,000	0.3	C-4	3
2	1370 Greenwood Ave.	RB	8,800	0.4	C-1	7
3	1510 Moxahala Ave.	RB	21,000	3.7	I-1	16
4	1606 Moxahala Ave.	RB	50,000	4.3	I-1	39
5	1824-1838 Dresden Rd.	VL	-	0.6	C4	4
6	2 Beaumont St.	RB	9,000	3.9	I-1	7
7	357 N 5th St.	RB	25,000	1.4	I-1	19
8	40 N 6th St.	RB	27,447	0.8	C-3	21
9	526 Main St.	RB	Unknown	0.1	C-3	-
10	575 Harding Rd.	RB	3,400	0.5	C-4	3
11	601 Market St.	RB	1,830	0.1	C-2	2
12	621 Main St.	RB	10,000	0.2	C-3	8
13	628 Keen St.	RB	1,100	0.3	I-1	1
14	629 Putnam Ave.	VL	-	0.6	C-2	4
15	631 Main St.	RB	1,440	0.4	C-3	1
16	732 Putnam Ave.	RB	5,562	0.5	C-2	4
17	850 Muskingum Ave.	RB	10,000	0.3	I-1	8
18	909 Putnam Ave.	RB	8,100	-	C-4	6
19	Rt. 146 & Northpointe Dr.	VL	-	3.0	C-4	33
20	State Street/I-70	RB/VL	Various	Various	RS-5 & C-4	-
21	Military Rd. (17-34-02-09-29-000)	VL	-	25.6	C-4	112
22	Northpointe Dr. (17-34-02-30-000)	VL	-	51.9	C-4	226
23	3250 Kearns Dr. (17-54-04-03-000)	VL	-	40.2	C-4	175
24	3322 Newark Rd. (17-54-04-03-006)	VL	-	6.8	C-4	74
25	Northpointe Dr. (86-34-01-01-064)	VL	-	18.3	O-2	80
26	Fairview & Northpointe Rear Dr. (86-34-01-01-000)	VL	-	23.8	O-2 & C-4	104
27	Northpointe Dr. (44-52-01-04-001)	VL	-	106.7	C-4	465
28	Richvale Rd. (44-50-01-01-001)	VL	-	19.8	RA-1	86

Source: Bowen National Research Field Investigation (2019); City of Zanesville; and various public real estate listings

Property Type: VL – Vacant Land; RB – Reusable Building

*The estimated potential units is based on typical development standard and does *not* account for current or potential zoning for each site, nor do our estimates account for the number of floors that might be developed

Note that the table only includes basic information about each property. Please see the one-page field sheets for each property at the end of this section for additional information. Noteworthy observations from the preceding table include:

- A total of 28 properties were identified as potentially suitable for residential development. Of the 28 properties, 16 were occupied by vacant structures that could be converted into residential uses. The vacant land contained a combined total of approximately 297.3 acres. Additionally, one area identified near I-70 and State Street appears to have multiple parcels that could potentially be developed, but we did not attempt to identify parcels within this general area. We also did not attempt to identify small infill lots, but there are likely numerous such lots throughout the city. Therefore, we

believe there is a substantial amount of additional land that could potentially support residential development that was not accounted for in this report.

- If all potential housing properties were developed simultaneously, the PSA housing market has the physical capacity to accommodate at least 1,508 new housing units. This analysis assumes that any vacant land and land currently occupied by existing buildings is redeveloped as new housing.
- Currently, there are 16 existing buildings available in the PSA that appear to be candidates for residential redevelopment. Of these buildings, six are smaller than 5,600 square feet and would likely involve the development of one to four units in each building. The remaining 9 buildings (one building did not have square footage information available) could accommodate more units per structure. The largest of these buildings could potentially support around 39 units, possibly more, depending on the actual unit configurations. Combined these buildings have the capacity for a total of about 145 residential units. As such, there is abundant opportunity for adaptive reuse of existing structures in Zanesville.



- The vacant parcels within Zanesville range in size from about a 0.6 of an acre to 106.7 acres. Overall, the vacant parcels contain approximately 297.3 acres. Depending on the size of each parcel, the individual parcels can



accommodate anywhere from four units to as many as 465 units. Overall, these parcels can likely accommodate a total of 1,363 housing units. It is likely that many smaller infill lots are vacant throughout the city and even larger parcels that may not be advertised, properly zoned, or lack adequate infrastructure at this time. As such, there is likely

additional land that can be developed upon in the city, beyond those identified above.

We did not evaluate whether or not all of these buildings or parcels are currently available for purchase or whether or not these properties meet residential zoning requirements, flood plain requirements or other development parameters to support residential development.

Summary

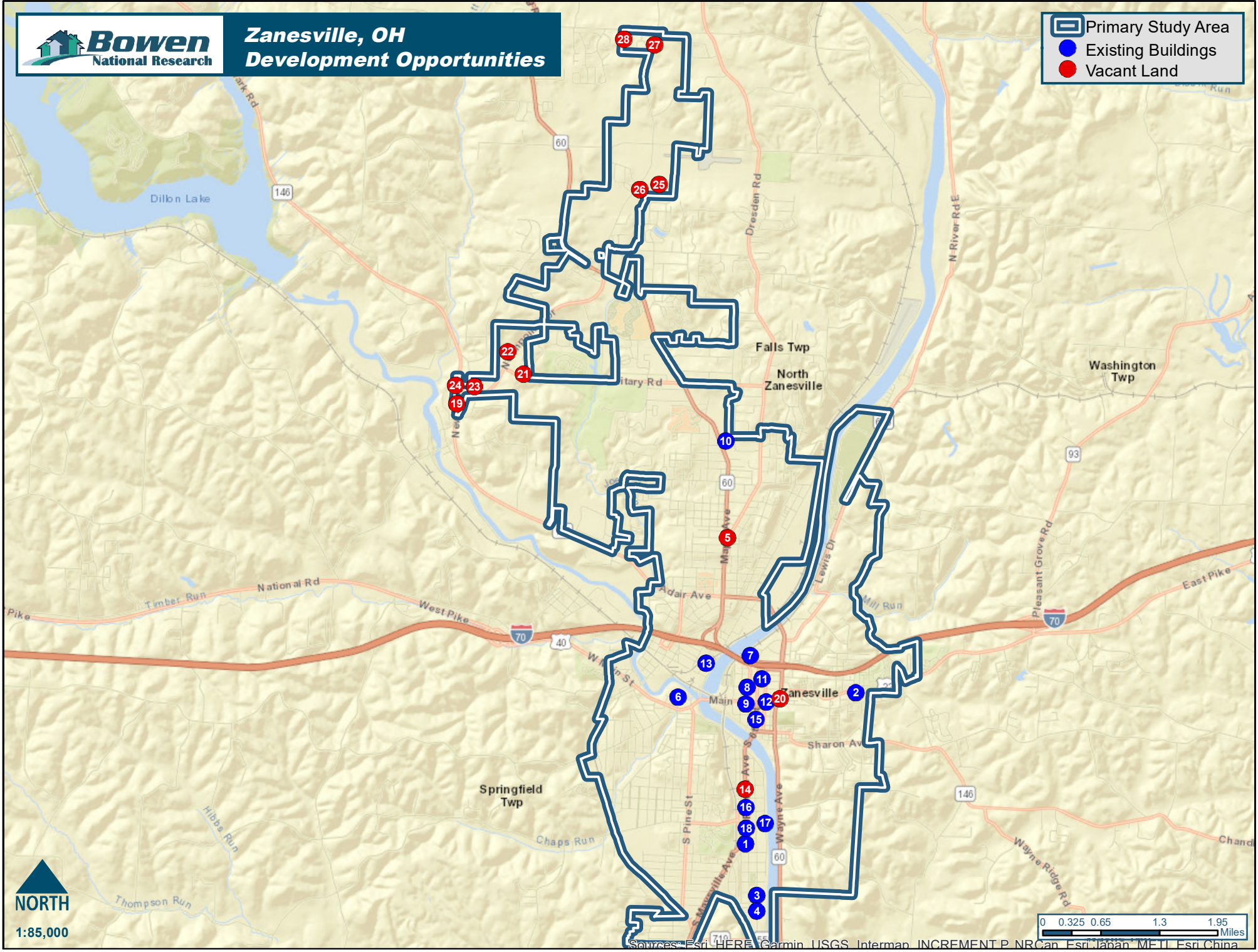
Our search for potential housing sites within the PSA yielded sufficient land and buildings to deliver nearly 1,508 new housing units. However, not all of these properties will be viable or capable of generating the estimated number of units (feasibility of identified properties was beyond the scope of this study). Additionally, there are likely many vacant infill lots and larger parcels that are not advertised or currently compatible for residential development but could represent opportunities in the future. It is worth noting that approximately 16 of the properties involved vacant structures, meaning there are a large number of existing structures that could be good candidates for adaptive-reuse product within the city. A policy or incentive to encourage redevelopment of vacant structures would serve the purpose of not only adding to the housing stock, but also eliminate the impact some vacant structures may be having on surrounding land uses and neighborhoods. Regardless, there are numerous sites within Zanesville that represent development opportunities for potential residential product.

A map locating the potential housing development properties within the PSA follows this page. One-page profiles of all development opportunities identified in the market follow the map.



Zanesville, OH Development Opportunities

- Primary Study Area
- Existing Buildings
- Vacant Land



NORTH
1:85,000

0 0.325 0.65 1.3 1.95
Miles

Sources: Esri, HERE, Garmin, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China

**Map ID #1 1009 Putnam Avenue
Zanesville, Ohio**



Year Built:	1970
Number of Floors:	1
Current Use:	Retail Space
Approximate Building Size:	16,400
Approximate Lot Size:	0.3 acre
Zone Class:	C-4

RATINGS				
Property	Neighborhood	Access (Ingress/Egress)	Visibility	Parking
C+	C+	B+	A-	A-

A – Above Average
 B – Average
 C – Below Average
 N/A – Not Available

**Map ID #2 1370 Greenwood Avenue
Zanesville, Ohio**



Year Built:	1950
Number of Floors:	2 + basement
Current Use:	Existing Building
Approximate Building Size:	8,800
Approximate Lot Size:	0.4 acre
Zone Class:	C-1

RATINGS				
Property	Neighborhood	Access (Ingress/Egress)	Visibility	Parking
B-	B	B+	A-	B

A – Above Average
 B – Average
 C – Below Average
 N/A – Not Available

**Map ID #3 1510 Moxahala Avenue
Zanesville, Ohio**



Year Built:	1970
Number of Floors:	1, 2
Current Use:	Commercial Building
Approximate Building Size:	21,000
Approximate Lot Size:	3.7 acres
Zone Class:	I-1

RATINGS				
Property	Neighborhood	Access (Ingress/Egress)	Visibility	Parking
B-	B-	B+	B+	B+

A – Above Average
 B – Average
 C – Below Average
 N/A – Not Available

Map ID #4



Year Built:	1904			
Number of Floors:	1			
Current Use:	Vacant Industrial Building			
Approximate Building Size:	50,000			
Approximate Lot Size:	4.3 acres			
Zone Class:	I-1			
RATINGS				
Property	Neighborhood	Access (Ingress/Egress)	Visibility	Parking
C+	B-	B+	B+	B+

A – Above Average
 B – Average
 C – Below Average
 N/A – Not Available

**Map ID #5 1824-1838 Dresden Road
Zanesville, Ohio**



Year Built:	-
Number of Floors:	-
Current Use:	Vacant Land
Approximate Building Size:	-
Approximate Lot Size:	0.6 acre
Zone Class:	C-4

RATINGS

Property	Neighborhood	Access (Ingress/Egress)	Visibility	Parking
B+	B-	B-	A-	C+

A – Above Average
 B – Average
 C – Below Average
 N/A – Not Available

**Map ID #6 2 Beaumont Street
Zanesville, Ohio**



**NO
PICTURE
ON FILE**

Year Built:	N/A
Number of Floors:	1
Current Use:	Vacant Truck Terminal
Approximate Building Size:	9,000
Approximate Lot Size:	3.9 acres
Zone Class:	I-1

RATINGS

Property	Neighborhood	Access (Ingress/Egress)	Visibility	Parking
D+	C+	C+	C-	B+

A - Above Average
B - Average
C - Below Average
N/A - Not Available

**Map ID #7 357 N. 5th Street
Zanesville, Ohio**



Year Built:	1962
Number of Floors:	1
Current Use:	Manufacturing Facility
Approximate Building Size:	25,000
Approximate Lot Size:	1.4 acres
Zone Class:	I-1

RATINGS

Property	Neighborhood	Access (Ingress/Egress)	Visibility	Parking
B-	B-	B	B+	B+

A – Above Average
 B – Average
 C – Below Average
 N/A – Not Available

**Map ID #8 40 N. 6th Street
Zanesville, Ohio**



Year Built:	1912
Number of Floors:	3 or 4
Current Use:	Church
Approximate Building Size:	27,447
Approximate Lot Size:	0.8 acre
Zone Class:	C-3

RATINGS

Property	Neighborhood	Access (Ingress/Egress)	Visibility	Parking
B	B-	B-	A-	A-

A – Above Average
 B – Average
 C – Below Average
 N/A – Not Available

**Map ID #9 526 Main Street
Zanesville, Ohio**



**NO
PICTURE
ON FILE**

Year Built:	1908
Number of Floors:	2
Current Use:	Existing Building
Approximate Building Size:	N/A
Approximate Lot Size:	0.1 acre
Zone Class:	C-3

RATINGS				
Property	Neighborhood	Access (Ingress/Egress)	Visibility	Parking
A-	A-	B-	B+	B

A – Above Average
 B – Average
 C – Below Average
 N/A – Not Available

**Map ID #10 575 Harding Road
Zanesville, Ohio**



Year Built:	N/A
Number of Floors:	2
Current Use:	Existing Building
Approximate Building Size:	3,400
Approximate Lot Size:	0.5 acre
Zone Class:	C-4

RATINGS				
Property	Neighborhood	Access (Ingress/Egress)	Visibility	Parking
B+	B+	B	B	B+

A – Above Average
 B – Average
 C – Below Average
 N/A – Not Available

**Map ID #11 601 Market Street
Zanesville, Ohio**



Year Built:	1901
Number of Floors:	2.5
Current Use:	Historic Building with Offices
Approximate Building Size:	1,830
Approximate Lot Size:	0.1 acre
Zone Class:	C-2

RATINGS				
Property	Neighborhood	Access (Ingress/Egress)	Visibility	Parking
A-	B-	B	B+	A-

A – Above Average
 B – Average
 C – Below Average
 N/A – Not Available

**Map ID #12 621 Main Street
Zanesville, Ohio**



Year Built:	1888
Number of Floors:	3
Current Use:	Existing Building
Approximate Building Size:	10,000
Approximate Lot Size:	0.2 acre
Zone Class:	C-3

RATINGS				
Property	Neighborhood	Access (Ingress/Egress)	Visibility	Parking
B-	B+	B-	A-	B-

A – Above Average
 B – Average
 C – Below Average
 N/A – Not Available

**Map ID #13 628 Keen Street
Zanesville, Ohio**



Year Built:	N/A
Number of Floors:	1
Current Use:	Inactive Industrial
Approximate Building Size:	1,100
Approximate Lot Size:	0.3 acre
Zone Class:	I-1

RATINGS				
Property	Neighborhood	Access (Ingress/Egress)	Visibility	Parking
C+	C+	C+	C+	B-

A – Above Average
 B – Average
 C – Below Average
 N/A – Not Available

**Map ID #14 629 Putnam Avenue
Zanesville, Ohio**



Year Built:	-
Number of Floors:	-
Current Use:	Vacant Land
Approximate Building Size:	-
Approximate Lot Size:	0.6 acre
Zone Class:	C-2

RATINGS				
Property	Neighborhood	Access (Ingress/Egress)	Visibility	Parking
B-	C+	B	B+	B-

A – Above Average
 B – Average
 C – Below Average
 N/A – Not Available

**Map ID #15 631 Main Street
Zanesville, Ohio**



Year Built:	1900
Number of Floors:	2
Current Use:	Existing Building
Approximate Building Size:	N/A
Approximate Lot Size:	N/A
Zone Class:	C-3

RATINGS

Property	Neighborhood	Access (Ingress/Egress)	Visibility	Parking
C+	B-	B-	B+	B

A – Above Average
 B – Average
 C – Below Average
 N/A – Not Available

**Map ID #16 732 Putnam Avenue
Zanesville, Ohio**



Year Built:	1910
Number of Floors:	2
Current Use:	Former Restaurant
Approximate Building Size:	5,562
Approximate Lot Size:	0.5 acre
Zone Class:	C-2

RATINGS				
Property	Neighborhood	Access (Ingress/Egress)	Visibility	Parking
B	C+	B+	A-	A-

A - Above Average
 B - Average
 C - Below Average
 N/A - Not Available

**Map ID #17 850 Muskingum Avenue
Zanesville, Ohio**



Year Built:	1970
Number of Floors:	1
Current Use:	Office/Industrial Building
Approximate Building Size:	10,000
Approximate Lot Size:	0.3 acre
Zone Class:	I-1

RATINGS				
Property	Neighborhood	Access (Ingress/Egress)	Visibility	Parking
C-	C+	C+	C	B-

A – Above Average
 B – Average
 C – Below Average
 N/A – Not Available

**Map ID #18 909 Putnam Avenue
Zanesville, Ohio**



Year Built:	N/A
Number of Floors:	1
Current Use:	Retail Space
Approximate Building Size:	8,100
Approximate Lot Size:	N/A
Zone Class:	C-4

RATINGS

Property	Neighborhood	Access (Ingress/Egress)	Visibility	Parking
B-	C+	B+	A-	A-

A – Above Average
 B – Average
 C – Below Average
 N/A – Not Available

Map ID #19 Route 146 & Northpointe Drive Zanesville, Ohio



Year Built:	-
Number of Floors:	-
Current Use:	Vacant Land
Approximate Building Size:	-
Approximate Lot Size:	3.0 acres
Zone Class:	C-4

RATINGS

Property	Neighborhood	Access (Ingress/Egress)	Visibility	Parking
A-	A-	A	A	-

A – Above Average
 B – Average
 C – Below Average
 N/A – Not Available

**Map ID #20 State Street/I-70
Zanesville, Ohio**



Year Built:	-
Number of Floors:	-
Current Use:	Vacant Land
Approximate Building Size:	-
Approximate Lot Size:	Vary
Zone Class:	RS-5 & C-4

RATINGS				
Property	Neighborhood	Access (Ingress/Egress)	Visibility	Parking
Vary	B-	Vary	B+	Vary

A – Above Average
 B – Average
 C – Below Average
 N/A – Not Available

**Map ID #21 Military Rd. (Parcel # 17-34-02-29-000)
Zanesville, Ohio**

No Photo Available



Year Built:	-
Number of Floors:	-
Current Use:	Vacant Land
Approximate Building Size:	-
Approximate Lot Size:	25.6 Acres
Zone Class:	C-4
Potential Units:	112

**Map ID #22 Northpointe Dr. (Parcel # 17-34-02-30-000)
Zanesville, Ohio**

No Photo Available



Year Built:	-
Number of Floors:	-
Current Use:	Vacant Land
Approximate Building Size:	-
Approximate Lot Size:	51.9 Acres
Zone Class:	C-4
Potential Units:	226

**Map ID #23 3250 Kearns Dr. (Parcel # 17-54-04-03-000)
Zanesville, Ohio**

No Photo Available



Year Built:	-
Number of Floors:	-
Current Use:	Vacant Land
Approximate Building Size:	-
Approximate Lot Size:	40.2 Acres
Zone Class:	C-4
Potential Units:	175

**Map ID #24 3322 Newark Rd. (Parcel # 17-54-04-03-006)
Zanesville, Ohio**

No Photo Available



Year Built:	-
Number of Floors:	-
Current Use:	Vacant Land
Approximate Building Size:	-
Approximate Lot Size:	6.8 Acres
Zone Class:	C-4
Potential Units:	74

**Map ID #25 Northpointe Dr. (Parcel # 86-34-01-01-064)
Zanesville, Ohio**

No Photo Available



Year Built:	-
Number of Floors:	-
Current Use:	Vacant Land
Approximate Building Size:	-
Approximate Lot Size:	18.3Acres
Zone Class:	O-2
Potential Units:	80

**Map ID #26 Fairview & Northpointe Rear Dr.
 (Parcel # 86-34-01-01-000)
 Zanesville, Ohio**

No Photo Available



Year Built:	-
Number of Floors:	-
Current Use:	Vacant Land
Approximate Building Size:	-
Approximate Lot Size:	23.8Acres
Zone Class:	O-2 & C-4
Potential Units:	104

**Map ID #27 Northpointe Dr. (Parcel # 44-52-01-04-001)
Zanesville, Ohio**

No Photo Available



Year Built:	-
Number of Floors:	-
Current Use:	Vacant Land
Approximate Building Size:	-
Approximate Lot Size:	106.7 Acres
Zone Class:	C-4
Potential Units:	465

**Map ID #28 Richvale Rd. (Parcel # 44-52-01-01-001)
Zanesville, Ohio**

No Photo Available



Year Built:	-
Number of Floors:	-
Current Use:	Vacant Land
Approximate Building Size:	-
Approximate Lot Size:	19.8Acres
Zone Class:	RA-1
Potential Units:	86

VIII. Housing Gap/Demand Estimates

Introduction

Since the development of new housing in the PSA (Zanesville) could include a variety of financing options and pricing structures, our estimates for the number of new residential units that can be supported consider a variety of income levels. For the purposes of this analysis, we have segmented *rental* housing demand into three income segments (less than \$20,000, \$20,000 to \$39,999, and \$40,000 and higher). The for-sale housing demand evaluates households making between \$30,000 and \$49,999, between \$50,000 and \$74,999, and those earning \$75,000 and higher.

1. Rental Housing Needs

Housing to meet the housing needs of both current and future households in the market will most likely take the shape of multifamily, duplex and single-family housing alternatives. There are a variety of financing mechanisms that can support the development of rental housing alternatives such as federal and state government programs, as well as conventional financing through private lending institutions. These different financing alternatives often have specific income and rent restrictions, which affect the market they target.

We have evaluated the market's ability to support rental housing based on three levels of income/affordability. While there may be overlap among these three levels due to program targeting and rent levels charged, we have established specific income stratifications that are exclusive of each other in order to eliminate double-counting demand. The three levels of affordability are described below:

- **Very Low-Income Households** – There are a variety of federal housing programs that assist in meeting the needs of very low- and low-income households. While the actual parameters for qualifying housing based on income levels are affected by the program type, household size limits, and other programmatic restrictions, most projects using federal housing program financing or assistance are occupied by households with annual incomes under \$20,000. This income level generally represents 40% of Area Median Household Income levels (depending upon household sizes) and is often associated with federally assisted projects. For the purposes of this analysis, we have limited our demand estimates for housing that serves very low-income households to households with income up to 40% of Area Median Household Income (AMHI).

- **Low-Income Households** – Development of housing for low-income households is often financed through state issued (but federally financed) Tax Credits under the Section 42 program. Such housing is restricted to households with incomes of up to 80% of AMHI. While the minimum income requirement is usually based on the lowest gross rent that a Tax Credit project would charge, for the purposes of this analysis, we have limited the minimum income requirement to the maximum income limit (\$20,000) used for the very low-income households demand estimates. The maximum income limit used for this housing segment is \$39,999.
- **High-Income Households** - Projects that are not limited by federal and state government programs are considered market-rate housing. Market-rate units can fall within the entire spectrum of affordability, as it is up to ownership and management of a market-rate project to determine the rents to charge and the corresponding income qualifications of prospective residents. For the purposes of this analysis, we assume households with incomes above 80% of AMHI will respond to market-rate housing. The income level used for this housing segment is \$40,000 and higher.

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

Household Type (% AMHI)	Income Range
Very Low-Income (<40% of AMHI)	<\$20,000
Low-Income (40% to 80% of AMHI)	\$20,000 to \$39,999
High-Income (Above 80% of AMHI)	\$40,000+

AMHI – Area Median Household Income

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

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

There are generally five primary sources of demand for new rental housing. These sources include the following:

- New Housing Needed to Meet Projected Household Growth
- Units Required for a Balanced Market
- New Household Formations
- Replacement Housing for Demolished and Substandard Housing
- External Market Support

Since the focus of this report is on the specific housing needs of Zanesville, we have focused the rental housing demand estimates on the metrics that only impact the PSA (Zanesville).

New Renter Household Growth

The first source of demand is generally easily quantifiable and includes the net change in renter households between the baseline year of 2018 and the projection year of 2023.

Units Required for a Balanced Market

The second demand component considers the number of units a market requires to offer balanced market conditions, including some level of vacancies. Healthy markets require approximately 4% to 6% of the rental market to be available in order to allow for inner-market mobility and encourage competitive rental rates. Markets with vacancy rates below a healthy rate often suffer from rapid rent increases, minimal tenant turnover (which may result in deferred maintenance), and residents being forced into housing situations that do not meet their housing needs. Markets with low vacancy rates often require additional units, while markets with high vacancy rates often indicate a surplus of rental housing. The vacancy rates by program type and/or affordability level used to determine if there is a deficit or surplus of rental units are based on our survey of area rental alternatives. We used a vacancy rate of 5% to establish balanced market conditions.

New Household Formations

In market situations where there is no available housing to which people can move, households either become overcrowded as families grow through marriage or births, or they choose to leave the market. However, when new product is introduced, new households are either created (households split as a portion of the family now has available housing they can move into) or residents living outside the market move to the market now that there is available housing. This is particularly true in markets where new housing units are rarely added to the market or household growth far outpaces the introduction of new units.

Based on U.S. Census data, an estimated 2.3% of renter households are living in overcrowded housing situations, which likely includes many multigenerational households and could create a new household if housing became available. We have applied shares ranging from 0.0% to 4.6%, depending upon income, to the base of renter households to estimate the potential support for new housing that could originate from new household formations.

Replacement Housing

Demand for new units as replacement housing takes into consideration that while some properties are adequately maintained and periodically updated, a portion of the existing stock reaches a point of functional obsolescence over time and needs to be replaced. This comes in the form of either units that are substandard (lacking complete plumbing and/or are overcrowded) or units expected to be removed from the housing stock through demolitions. Based on Census demographic data included in this report, approximately 2.1% of renter households living in the city are living in substandard housing (e.g. lacking complete plumbing or kitchens). We have applied shares ranging from 0.0% to 4.2% to estimate the potential support for new housing that could replace substandard housing.

External Market Support

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

Based on our experience in evaluating rental housing in markets throughout the country, it is not uncommon for new product in a market with limited available product such as Zanesville to attract as much as 10% to 20% of its support from outside the city limits. As a result, we have assumed that 10% of the demand for new rental housing will originate from people moving from outside the city.

The table on the following page includes demand calculations for rental units targeting the income segments considered in this analysis.

Note: We only included residential rental units currently in the development pipeline that are confirmed as planned or under construction. Conversely, we have excluded projects that have not secured financing, are under preliminary review or have not established a specific project concept (e.g. number of units, rents, target market, etc.). While there is a government-subsidized product currently in the development pipeline, this project will be restricted to special needs households. Therefore, it was not included in our demand analysis. Any vacant housing units among the existing supply are accounted for in the “Units Required for a Balanced Market” portion of our demand estimates.

Rental Demand Projections

2018 - 2023 Rental Demand Potential by Income Level & Rent Zanesville, Ohio Primary Study Area			
Household Income Range	< \$20K	\$20K-\$40K	\$40K+
Rent Affordability	< \$549	\$550-\$999	\$1,000+
I. Growth Demand (Household-Based):			
2018 Renter Households	2,566	1,632	1,423
2023 Total Estimated Renter Households	2,295	1,677	1,552
New Renter Household Growth Over Projection Period (5 Years)	-271	45	129
II. Total Units Needed For Balanced Market			
2018 Occupied Rental Housing Units	2,566	1,632	1,423
Percent of Vacant Units Required to Reach a Balanced Market	5.0%	5.0%	5.0%
Estimated Vacant Units for Balanced Market	128	82	71
Estimated Vacant Units Currently in Market*	15	44	7
Additional/Fewer Rental Housing Units Needed for Balanced Market	113	38	64
III. New Household Formations			
Total Occupied Rental Units in 2018	2,566	1,632	1,423
Estimated Share of Overcrowded or Multigenerational Housing**	4.6%	2.3%	0.0%
Total Potential Household Formation 2023	118	38	0
IV. Replacement Housing			
Total Occupied Rental Units in 2018	2,566	1,632	1,423
Percent of Replacement Housing Needed ***	4.2%	2.1%	0.0%
Total Replacement Housing Needed by 2023	108	34	0
V. External Market Support			
Total Internal Market Demand (From II to IV)	339	110	64
Percent of Housing Support Expected to Originate Outside of PSA^	10.0%	10.0%	10.0%
Total Potential External Market Support for Rental Housing	34	11	6
VI. Housing Needs Summary			
New Income-Qualified Renter Household	-271	45	129
Units Needed for Balanced Market	113	38	64
New Household Formations	118	38	0
Replacement Housing Needed	108	34	0
Total External Market Support	34	11	6
Gross Demand of Units Needed	102	166	199
Less Units in the Development Pipeline (Planned Projects)	-0	-0	-0
Total Potential PSA (Zanesville) Support for New Units	102	166	199

*Based on Bowen National Research's survey of area rentals

**Based on ESRI/ACS estimates for overcrowded/multigenerational households

***Based on ESRI/ACS estimates of units lacking complete indoor plumbing

^Based on Bowen National Research proprietary research and ACS migration patterns for Zanesville

Based on the preceding demand estimates, it is clear that there is some level of demand among all household income levels within Zanesville over the five-year projection period. There is an overall housing need for approximately 467 additional rental units in the city over the next five years. The greatest need appears to be for housing that is affordable to and meets the needs of the highest income households. This demand is driven primarily by the projected growth among the higher income households. There is also a notable need for housing that is affordable to low- and moderate-income households. As such, future rental housing development should include a variety of rent and income-eligibility levels.

Based on the demographics of the market, including projected household growth estimates, it appears that approximately to one-third of the demand for new rental housing could be specifically targeted to meet the needs of area seniors, though a project could be built to meet the housing needs of both seniors and families concurrently. A unit mix of around 25% to 35% one-bedroom units, 50% to 60% two-bedroom units, and 10% to 20% three-bedroom units should be the general goal for future rental housing, though senior-oriented projects should consider unit mixes closer to 50% for both one- and two-bedroom units each.

It is critical to understand that these estimates represent potential units of demand by targeted income level. The actual number of rental units that can be supported will ultimately be contingent upon a variety of factors including the location of a project, proposed features (i.e. rents, amenities, bedroom type, unit mix, square footage, etc.), product quality, design (i.e. townhouse, single-family homes, or garden-style units), management and marketing efforts. As such, each targeted segment outlined in the preceding table may be able to support more or less than the number of units shown in the table. The potential number of units of support should be considered a general guideline to residential development planning.

2. For-Sale Housing Demand Estimates

This section of the report addresses the market demand for for-sale housing alternatives in the PSA (Zanesville). Like the rental housing demand analysis, the for-sale housing analysis considers three income segments: households making between \$30,000 and \$49,999, between \$50,000 and \$74,999, and those earning \$75,000 and higher. The lowest income segment should generally be able to afford product priced between \$100,000 and \$169,999, the middle-income segment should be able to afford product generally priced between \$170,000 and \$249,999, while the higher income segment should be able to afford product priced at \$250,000 and higher. It is worth noting that we did not provide housing needs estimates for product priced under \$100,000, as such product would likely be difficult for developers to build.

Naturally, there are cases where a household can afford a higher down payment to purchase a more expensive home. There are also cases in which a household purchases a less expensive home although they could afford a higher purchase price. The actual support for new housing will ultimately be based on a variety of factors such as price points, square footages, amenities, design, quality of finishes, and location. Considering these variations, this broad analysis provides the basis in which to estimate the *potential* sales of new for-sale housing within the PSA.

There are a variety of factors that impact the demand for new homes within an area. In particular, area and neighborhood perceptions, quality of schools, socioeconomic characteristics, mobility patterns, demolition and revitalization efforts, and availability of existing homes all play a role in generating new home sales. Support can be both internal (households moving within the market) and external (households new to the market).

While new household growth alone is often the primary contributor to demand for new for-sale housing, the age and condition of the existing housing stock can be indicators that demand for new housing will also be generated from the need to replace some of the older housing stock. Overall, we have considered the following specific sources of demand for new for-sale housing in the PSA (Zanesville).

- Household Growth
- Units Required for a Balanced Market
- New Household Formations (Renters Converting to Homeowners)
- Replacement Housing for Functionally Obsolete/Substandard Housing
- Step-Down Support (Buyers Purchasing Homes Below Affordability)
- External Market Support

New Household Growth

In this report, owner household growth projections from 2018 to 2023 are based on ESRI estimates for Zanesville. This projected growth was evaluated for each of the targeted income segments.

It should be noted that changes in the number of households within a specific income segment does not necessarily mean that households are coming to or leaving the market, but instead, many of these households are likely to experience income growth or loss that would move them into a higher or lower income segment. Additionally, should additional for-sale housing become available, either through new construction or conversion of rental units, demand for new for-sale housing could increase.

Units Required for a Balanced Market

Typically, healthy for-sale housing markets should have approximately 2% to 3% of its inventory vacant. Such vacancies allow for inner-market mobility, such as households upsizing or downsizing due to changes in family composition or income, and for people to move into the market. When markets have too few vacancies, housing prices often escalate at an abnormal rate, homes can get neglected, and potential homebuyers can leave a market. Conversely, an excess number of homes can lead to stagnant or declining home prices, property neglect, or lead to such homes being converted to rentals. For the purposes of this analysis, we have assumed up to a 3.0% vacancy rate for a balanced market and accounted for for-sale housing units currently available for purchase in the market.

Renters Converting to Homeowners

A common component for for-sale housing demand originates from renters that convert to homeowners. These are typically renters whose incomes have increased to a point that they can afford a home purchase and households whose housing situation has changed due to marriage and having children. Based on secondary data sources, it is estimated that approximately 4% of renters will convert to homeowners in a given year. We have used conversion rates of renters to owners of 2% to 8%, depending upon income level.

Replacement Housing

Demand for new units as replacement housing takes into consideration that while some properties are adequately maintained and periodically updated, a portion of the existing stock reaches a point of functional obsolescence over time and needs to be replaced. This comes in the form of either units that are substandard (lacking complete plumbing or are overcrowded) or units expected to be removed from the housing stock through demolitions. Based on Census data, approximately 0.2% of the owner households live in substandard housing. Given that it is more likely lower income households live in such substandard housing, we have applied 0.4% share to the lowest income households and lower shares to the higher income households.

Step-Down Support

While this for-sale housing demand analysis assumes that households can afford to pay as much as 30% of their income towards housing costs, many owner households pay a much lower share of income towards housing. This reveals that while people can afford a higher home price, they often choose a home that is priced well below their purchasing capabilities. As such, we believe that while statistically households of a particular income range could constitute potential demand for a specific housing price range, they more often represent support for a lower pricing segment. In order for this demand segment to be more accurately reflected, we have assumed a portion of support for one price range will constitute step-down support for housing at the next lower pricing segment. Using demographic data of homeowners' housing expenditures within the market as a ratio of their annual income, we have applied a portion (approximately 50%) of demand from one price segment to its next lowest pricing segment.

External Market Support

Market support can originate from households not currently living in the market. As shown on page VII-4 of this report, more than 14,000 people commute into Zanesville for work on a daily basis. While these people do not live in Zanesville, they represent potential future residents that may move to the city if adequate, desirable and marketable housing was developed in the city.

For the purposes of this analysis, we have used a very conservative demand ratio of 1.0% to estimate the demand that could originate from outside of Zanesville.

Note: We only included residential for-sale housing currently in the development pipeline that is planned or under construction and does not have a confirmed buyer, such as a condominium unit or a spec home, in our demand estimates. Conversely, we have excluded single-family home lots that may have been platted or are being developed, as such lots do not represent actual housing *units* that are available for purchase. Any vacant housing units are accounted for in the “Units Required for a Balanced Market” portion of our demand estimates.

**2018-2023 For-Sale Housing Demand by Income Level & Price Point
Zanesville, Ohio Primary Study Area**

Household Income Range	\$30K-\$49K	\$50K -\$74K	\$75K +
Housing Price Affordability	\$100,000-\$169,999	\$170,000-\$249,999	\$250,000+
I. Growth of Owner-Occupied Households:			
2018 Total Income-Qualified Owner-Occupied Households	1,127	1,015	1,621
2023 Total Income-Qualified Owner-Occupied Households	1,019	1,119	1,832
New Owner-Occupied Household Growth (2018 to 2023)	-108	104	211
II. Units Required for a Balanced Market			
2018 Owner Households	1,127	1,015	1,621
Balance Market Ratio (Up to 3.0%)	3.0%	2.0%	1.0%
Vacant Units Required to Reach a Balanced Market	34	31	16
Estimated Vacant Units Currently in Market*	-20	-14	-12
Additional/Fewer For-Sale Housing Units Needed for Balanced Market	14	17	4
III. Renters Converting to Homeowners			
2018 Income-Qualified Renter Households	1,204	448	430
Estimated Share of Renters Converting to Homeowners**	8.0%	4.0%	2.0%
Total Potential Household Formations	96	18	9
IV. Replacement of Existing For-Sale Product			
2018 Total Occupied Owner Units	1,127	1,015	1,621
Percent of Replacement Housing Needed***	0.4%	0.2%	0.0%
Total Replacement Housing Needed	5	2	0
V. Step-Down Support			
Total Demand for Next Tier Pricing	142	224	0
Times Share of Buyers Choosing Homes Priced Below Affordability	50.0%	50.0%	0.0%
Equals Gross Step-Down Support	71	112	0
Less Support Lost to Step-Down to Lower Price Point	0	-71	-112
Total Net Step-Down Support	71	41	-112
VI. External Market Support			
Total Demand from Sections II to V	186	78	0
Share of External Market Support ^	1.0%	1.0%	1.0%
Total Potential External Market Support for For-Sale Housing	2	1	0
VII. Total Demand Estimates			
New Owner-Occupied Household Growth (2018 to 2023)	-108	104	211
Units Required for a Balanced Market	14	17	4
Total Potential Household Formations	96	18	9
Total Replacement Housing	5	2	0
Total Step-Down Support	71	41	-112
Total External Market Support	2	1	0
Gross Demand of Units Needed	80	183	112
Less Units in the Development Pipeline (Planned Projects)	0	0	0
Total Potential PSA (Zanesville) Five-Year Support for New Units	80	183	112

*Based on Bowen National Research of available for-sale housing supply

**Based on national estimates of renters converting to homeowners annually

***Based on share of units lacking complete indoor plumbing

^Based on typical share of owner households that move from outside a market when new product is built

The overall for-sale housing gap in the PSA is 375 units over the five-year projection period. There is a potential to develop up to 80 for-sale housing units priced between \$100,000 and \$169,999 within Zanesville over the next five years. There is potential support for 183 housing units priced between \$169,999 and \$249,999, which represents the greatest need among for-sale product. Product priced at \$250,000 and higher has a potential demand for 112 units.

In most markets, if there is support for new housing at a particular price point or concept, and such product is not offered in a specific area, households may leave the area seeking this housing alternative elsewhere, defer their purchase decision, or seek another housing alternative. Additionally, households considering relocating to the PSA (Zanesville) may not move to the PSA if the housing product offered does not meet their needs in terms of pricing, quality, product design, or location. Excluding product priced under \$100,000, there are only 46 units available to purchase in the PSA. When considering the different price points, bedroom types, locations and amenities offered at these 46 homes, the choices available to the meet the specific needs and/or affordability of many prospective buyers is limited. As a result, it appears that there is a deficit of product among all price points. As such, the PSA housing stock may not be able to meet both current and future demand, which may limit the market's ability to serve many of the households seeking to purchase a home in Zanesville, including existing residents seeking to move up in home size or price point or residents seeking to downsize from their current housing. Based on the preceding estimates, we believe opportunities exist to develop a variety of product types and price points. The addition of such housing will better enable Zanesville to attract and retain residents, including seniors, families and younger adults.

In terms of product design, we believe a variety of product could be successful in Zanesville. Based on current and projected demographics, as well as the available inventory of for-sale housing, we believe a combination of one- and two-bedroom condominium units could be successful, particularly if it is located in or near the walkable areas of downtown or along or near a public transit corridor. Additionally, detached or attached single-story cottage-style condominium product, primarily consisting of two-bedroom units, could be successful in attracting area seniors, particularly those seeking to downsize from their single-family homes. Larger, traditional detached single-family homes catering to moderate and higher income households could be successful in this market. Such product should primarily consist of three-bedroom units, with a smaller share of four-bedroom units. Given the projected growth of moderate and higher income households in Zanesville, it will be important that such housing is part of future housing development, as such product will help retain and attract some of these households.

Overall, there is *potential* support for a variety of residential development alternatives in the PSA (Zanesville). It is important to understand that the housing demand estimates shown in this report assume no major changes occur in the local economy and that the demographic trends and projections provided in this report materialize. As such, our demand estimates should be considered conservative and serve as a baseline for development potential. Should new product be developed, it is reasonable to believe that people currently living outside of Zanesville will consider moving to Zanesville, assuming the housing is aggressively marketed throughout the county and region.

Senior Care Housing Demand

Senior care housing encompasses a variety of alternatives including assisted living facilities and nursing homes. Such housing typically serves the needs of seniors requiring some level of care to meet their personal needs, often due to medical or other physical issues. Our analysis attempts to quantify the estimated senior care housing needed in the PSA (Zanesville) for both assisted living and nursing care beds.

Our estimates account for persons age 75 and older (assisted living) and age 85 and older (nursing care) that would require some level of services or assistance with Activities of Daily Living (ADL), if not full nursing care services. While a variety of product types, bedroom/unit types and pricing structures could be offered, we have assumed a base price model of \$2,500 per month for assisted living and \$6,500 per month for nursing care housing based on the existing local market supply. The preceding base prices assume individuals are private-pay residents, relying on income and/or assets to pay for their stay. However, since some seniors do not have adequate income or assets to pay for senior living but would be eligible for Medicaid assistance, we have also provided estimates based on the assumption that seniors have little or no income to afford private-pay rates. Finally, because there are a limited number of senior care housing alternatives in the Zanesville market and it is not uncommon for such facilities to draw support from seniors living in a broader market, we have used demographics from the entire county to estimate the potential demand for senior housing in Zanesville.

Senior Care Housing Needs Estimates				
Household Age Requirements	Assisted Living (Age 75+)		Nursing Homes (Age 85+)	
Household Income (Asset) Requirement	\$37,500+ (\$93,750)		\$97,500+ (\$244,000)	
Senior Care Housing Demand Components	Medicaid	Private-Pay	Medicaid	Private-Pay
Total Population by Age (2023)	7,840	7,840	2,175	2,175
Multiplied by Share of Total Income & Asset Qualified Households	40.4%	59.6%	50.3%	49.7%
Equals Income & Asset Qualified Population	3,167	4,673	1,094	1,081
Multiplied by Share of Housing Requiring ADL or NC*	17.0%	17.0%	32.7%	32.7%
Total Senior Population with Affliction	583	794	358	354
Plus External Market Support (20%**)	65	88	90	89
Gross Total Senior Population with Affliction	648	882	448	443
Multiplied by Typical Institutionalization Rate	33.3%	50.0%	80.0%	80.0%
Total Gross Beds Needed	216	294	358	354
Less Existing Beds	-130	-260	-323	-297
Less Beds in the Development Pipeline	-0	-0	-0	-0
Net Total Beds Needed	86	34	35	57

ADL – Activities of Daily Living

NC- Nursing Care

*Share of ADL was based on data provided by the U.S. Centers for Disease Control and Prevention’s *Summary Health Statistics for U.S. Population National Health Interview Survey*

**Assumes at least 20% of the support will originate from outside of Muskingum County

Based upon area senior population characteristics and trends, applying the ratios of persons requiring ADL services and considering income/asset requirements to live at a senior care facility, we estimate that there is support for approximately 34 beds of private-pay assisted living care, while there is nursing care housing needs of 35 Medicaid beds and 57 private-pay beds. The largest need appears to be for Medicaid-paid assisted living beds, for which there is a potential need for as many as 86 beds. It is important to point out that some people requiring ADL services may receive such care from home healthcare providers or from family members. Finally, based on Bowen National Research’s survey of senior care housing alternatives, the occupancy level (84.5%) of nursing care facilities in the market is below national averages and may indicate some level of softness in the demand for this product type. Therefore, caution should be implemented when considering the development of nursing care product in this market. Regardless, with growing demographic trends among the area’s senior population, senior care housing will be an important component to the market’s housing alternatives.

It is recommended that any senior-oriented product developed in the market offer competitive designs and features, along with a fee structure, that is comparable to the newer inventory included in the market (see Addendum B).

IX. Downtown Submarket Analysis

While the primary focus of this Housing Needs Assessment is on the overall city of Zanesville with a supplementary analysis of the balance of Muskingum County, this section of the report includes a cursory overview of key demographic and housing metrics of the Downtown Zanesville Submarket.

Study Area Delineation

The Downtown Zanesville Submarket (DZS) is the area generally bounded on the north by Interstate 70, on the east by Underwood Street/9th Street, on the south by Hughes Street; and on the west by Canal and Muskingum River. The boundaries of Downtown Zanesville were defined in City of Zanesville Ordinance 96-115. This Ordinance made revisions to the City's Downtown Design and Exterior Maintenance Code, and Chapter 1171.09 defines the downtown area as previously noted. It encompasses approximately 0.28 square miles.

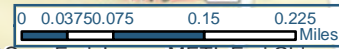
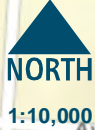
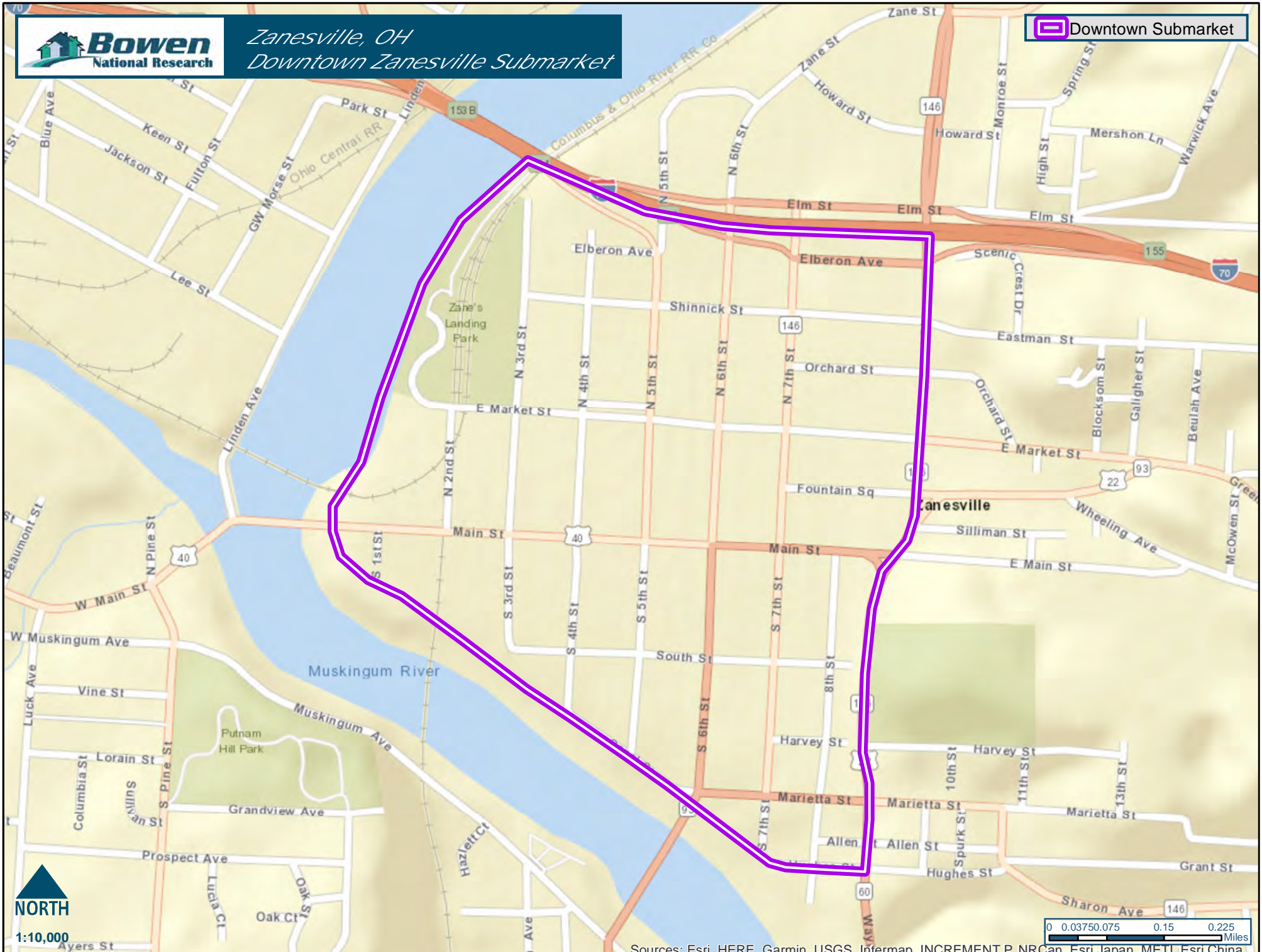
The analyses on the following pages provide overviews of key demographic data within the submarket, summaries of the multifamily rental market and for-sale housing supply, general conclusions on the housing needs of the area, and areas of focus that should be considered to address housing needs. It is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

A map of the submarket is on the following page.



Zanesville, OH
Downtown Zanesville Submarket

Downtown Submarket



Sources: Esri, HERE, Garmin, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China

Submarket Overview

The Downtown Zanesville Submarket (DZS) is generally located in the central portion of Zanesville, just south of I-70 and east of the Muskingum River. Most of the residents, housing and business structures, community services, and employment opportunities are located in DZS as it serves as the center for economic, cultural and social life for Muskingum County.

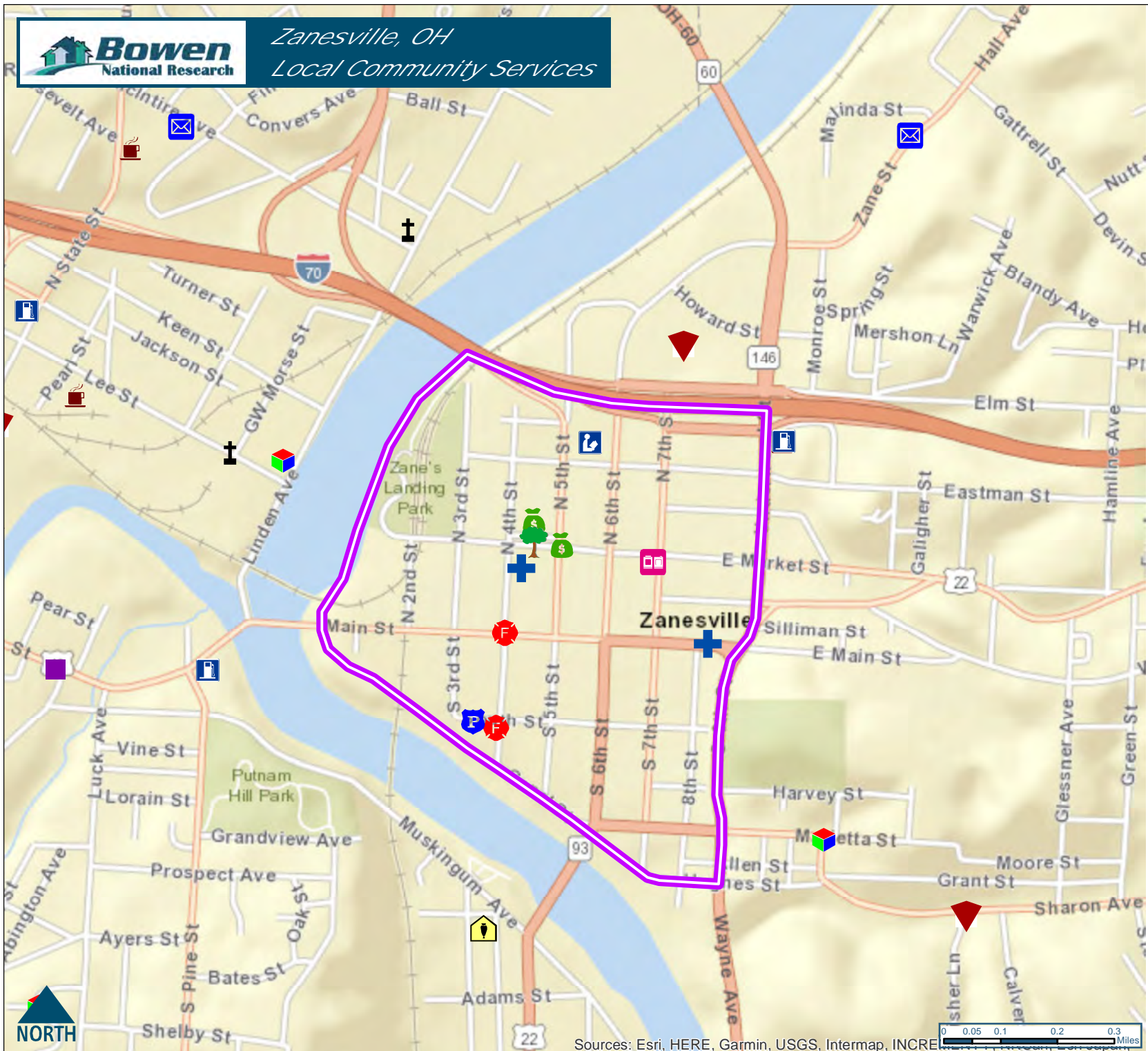
Besides I-70, primary arteries serving the downtown include U.S. Highways 22 and 40 and numerous State Routes. South East Area Transit (SEAT) is a public bus service that serves Zanesville and provides service within downtown and to several areas throughout the city. As such, downtown residents without their own transportation can conveniently access numerous community services located throughout the city.

There are several small eateries in the downtown area, including pubs, delis, and traditional restaurants. There are two micro breweries located just outside the Downtown Zanesville Submarket, but conveniently accessible from the area. There are several art studios and galleries located in the downtown area, as well as numerous spas and salons. In addition, the downtown area offers several churches, a hardware store, small antique and clothing shops, a florist, and numerous other boutique-type shopping opportunities. Several banks and a U.S. Post Office are also located downtown.
















City and county government offices are located in the downtown area, including the Zanesville-Muskingum County Health Department, the Zanesville Municipal Court, and Zanesville-Muskingum County Convention and Visitors Bureau. The John McIntire Library is located in the northern portion of downtown.

Overall, the community services within the Downtown Zanesville Submarket are believed to be adequate to serve the residents of the submarket and potential new residential projects. Most key community services, such as dining, employment, recreation and entertainment opportunities are within walking distance or a short bike ride. The majority of vital services are within proximity of most residents. Those community services that cannot be found within the DZS can be found within the Zanesville city limits and are therefore not considered to be negatively impacting the submarket. Overall, the proximity and availability of community services within the DZS is believed to be adequate to support area residents.

A map showing the location notable community services within the Downtown Zanesville Submarket is on the following page:



Legend

-  Downtown Submarket
-  Bank
-  Child Care
-  Church
-  Convenience Store
-  Fire
-  Gas
-  Grocery
-  Laundry
-  Library
-  Museum
-  Park
-  Pharmacy
-  Police
-  Post Office
-  Senior Services



Population

The DZS population was 768 in 2010. The submarket population base decreased by 64 between 2010 and 2018. This represents an 8.3% decrease from 2010. It is projected that the population will decrease by 16, or 2.3%, between 2018 and 2023. The population of the submarket in 2022 is projected to be 688.

The Downtown Submarket has the youngest median age for any of the study areas and the state of Ohio. In 2018, the Downtown's median age is 35.1 and in 2023 the median age is projected to be 36.4. Excluding the under age 25 cohort, the largest share of the 2018 Downtown population (15.9%) falls between the ages of 25 to 34 and is predicted to decrease slightly higher than 10% through 2023. The greatest rate of change projected from 2018 to 2023 in the Downtown Submarket will be in the 75 and older cohort with a 27.3% increase. This is the result of nine additional seniors.

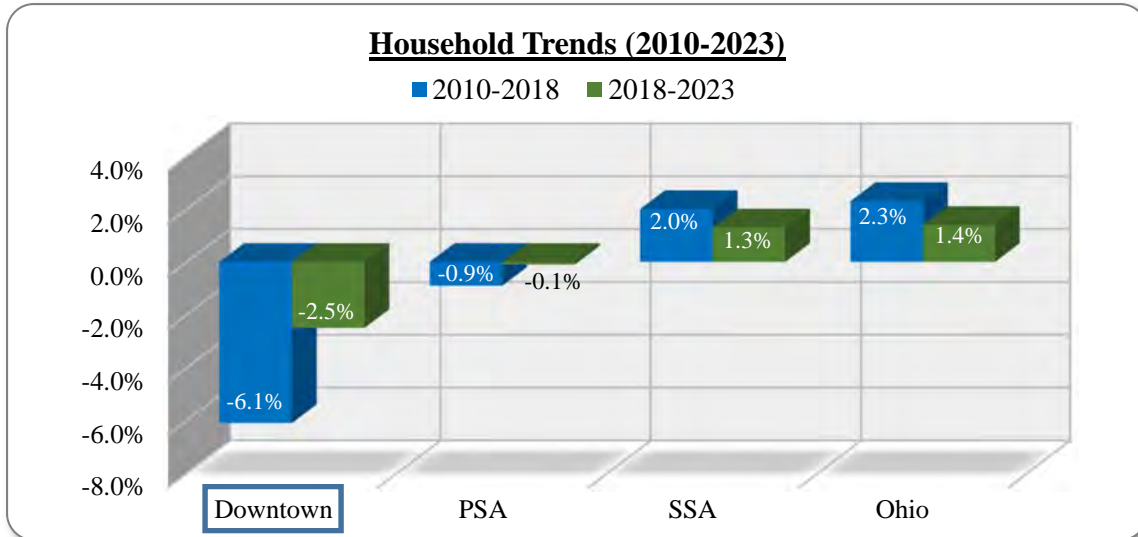
Socio-Economic Snapshot

- Only 29.1% of the Downtown Submarket population is married, which is low when compared with the overall county (50.6%). Downtown has the highest percent of residents who are "Divorced" (18.2%) when compared with any other study area or Ohio.
- The Downtown Submarket has the highest percent of residents with "No High School Diploma" (28.8%) and those having no higher education attainment level than "High School Graduate" (44.7%), when compared with the other study areas and Ohio. Additionally, only 8.9% have Associate, Bachelor or Graduate degrees compared to 25.7% in the overall county and 36.7% in Ohio.
- The Downtown Submarket's poverty level (18.3%), while lower than Zanesville (24.7%), is higher than the remaining study areas and Ohio by nearly 10%.

Households

The Downtown Submarket leads all study areas and Ohio in the percent decline in households from 2000 to 2010 (-3.6%); 2010 to 2018 (-6.1%) and projected for 2018 to 2023 (-2.5%).

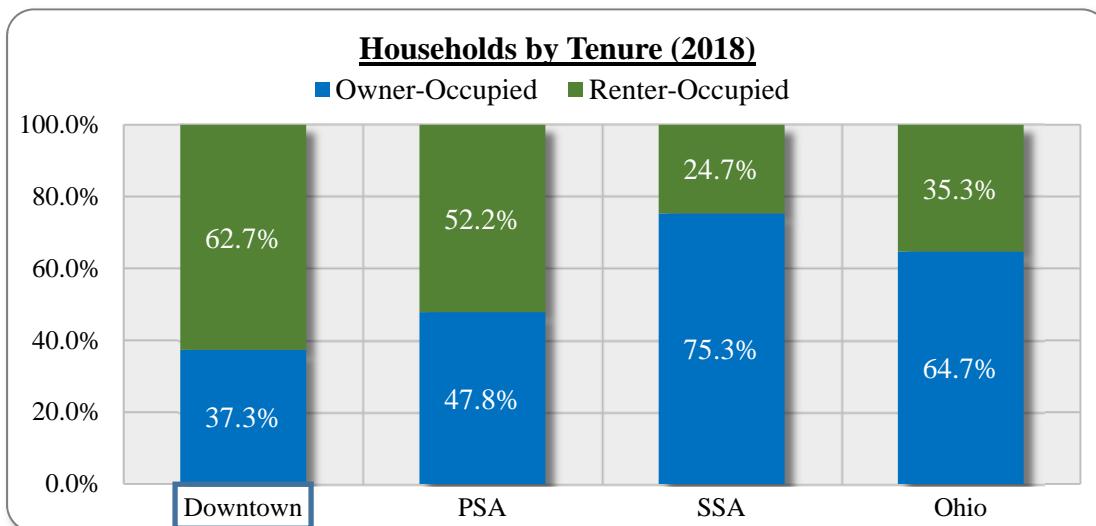
The following graph illustrates the projected household growth for DZS (Downtown) and the other study areas used in the Housing Needs Assessment.



Households by Tenure

The Downtown Submarket saw owner-occupied households shift from 56.9% in 2010 to 37.3% in 2018, experiencing a decline of 65 households. The number of owner-occupied households is expected to increase slightly (two households) between 2018 and 2023, while the number of renter-occupied households is projected to decline by nine during this time. Despite these projected changes, renter households are projected to represent the majority (61.0%) of households by tenure.

The graph below illustrates the share of housing by tenure for the DZS (Downtown) and other study areas.

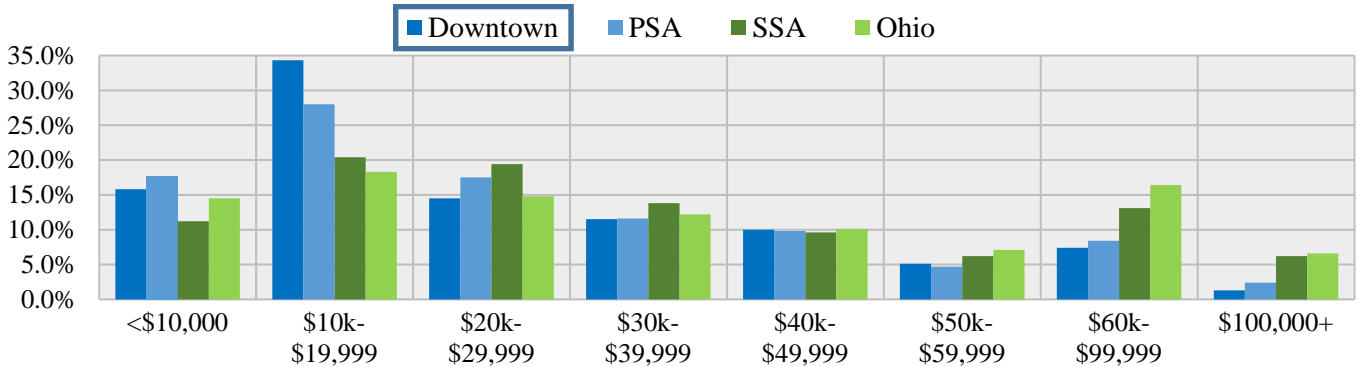


Household Distribution by Income

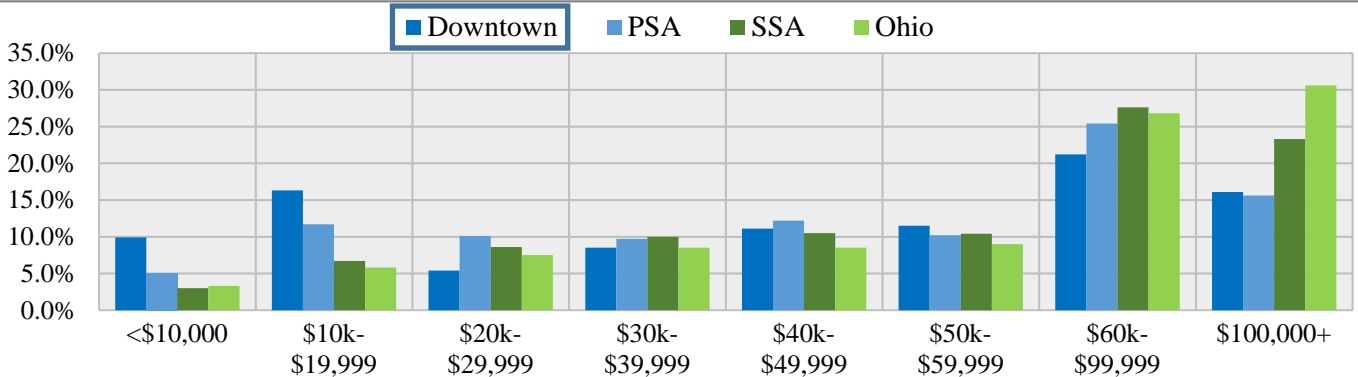
The greatest share of households by income in the Downtown Submarket in 2018 was 27.6% among those earning between \$10,000 and \$19,999. The Downtown Submarket is projected to see an increase of 39.5% from 2018 to 2023 in the number of households with income \$10,000 or lower, while all other study areas will see decreases between 8% and 9%. It should be pointed out, however, that the projected increase in the lowest income households is the result of just 15 new households. The Downtown Submarket is projected to experience notable growth among households earning \$60,000 or more annually, between 2018 and 2023.

The following graphs illustrate the distribution of household income by tenure in the Downtown Zanesville Submarket and other study areas for 2018.

Renter Households By Income (2018)



Owner Households By Income (2018)



Household Distribution by Age

The Downtown Submarket's largest age cohort for head of household in 2018 is the 55 to 64 group, which represents 18.3% of all households. While all age segments are projected to experience minimal change between 2018 and 2023, the largest increase is projected to be among households ages 75 and older (six new households, representing a 23.0% increase).

Labor Force

Nearly one in four employed persons in the Downtown Submarket work in Public Administration followed by Accommodation and Food Service (12.8%), Educational Service (11.8%) and Health Care & Social Assistance (10.7%). Combined, these four job sectors represent nearly 60% of the Downtown Submarket employment base. This is a relatively broad employment base that will contribute to the Downtown Submarket's economic stability.

Mode of Transportation to Work & Drive Times

Most workers in the Downtown Zanesville Submarket commuted alone to work. Specifically, 83.7% drove alone, while 10.7% of all workers carpooled. A notable share (2.8%) walked to work. A much smaller share (1.4%) worked from home. Over three-fourths (77.8%) of commuters have drivetimes to work of less than 30 minutes.

Housing Supply Overview

In 2018, it was estimated that of the 279 occupied residential units in the DZS, 62.7% were occupied by renters, with the balance occupied by owners. This is a notable shift since 2010, when it was estimated that a little more than half of all occupied housing units in the downtown were owner households. The estimated 106 vacant units in downtown represent 27.5% of all residential units in this submarket, which is a high share. Based on ACS 2013-2017 five-year estimates, while roughly one-quarter (27.3%) of the vacant units were classified as rentals, two-thirds (66.7%) of the vacant units were classified as "other vacant". Typically, "other vacant" consists of abandoned or uninhabitable housing units. Therefore, numerous housing units could be off the market, but could possibly be rehabilitated and placed back on the market for rent or to sell.

Nearly two-thirds (63.1%) of the housing units in the submarket are single structure units, with the next greatest share (16.8%) consists of two to four units. There are very few multifamily units (five or more units per structure) in the submarket. The existing housing stock is old, with more than half of the rental product (59.9%) and owner product (52.4%) built prior to 1950. The downtown area has seen minimal new product added since 2000, with an estimated nine new owner-occupied units and nine renter-occupied units.

Substandard housing is defined as housing that either lacks complete plumbing and/or kitchen facilities or is overcrowded (1.01+ persons per room). Based on ACS 2013-2017 estimates, while none of the owner-occupied units in downtown lack complete kitchens or plumbing, there are 16 such *rental* units. Conversely, while none of the renter-occupied units are classified as being overcrowded, an estimated six owner households are considered overcrowded. In aggregate, an estimated 22 housing structures in downtown are classified as substandard. As discussed in Section VII of the Housing Needs Assessment, there were approximately 12 residential units exhibiting signs of blight, primarily along the 900 and 1000 blocks of Marietta Street and the 1100 and 1200 blocks

of Sharon Avenue. Such housing may limit downtown's ability to retain and attract residents.

The unit mix by bedroom type was evaluated for the existing housing stock in the DZS. The owner-occupied units in the downtown are dominated by three-bedroom or larger units (68.0%), most of which consist of single-family homes. Meanwhile, the renter-occupied housing stock consists of only 23.0% of studio and one-bedroom units. These shares are disproportionate when compared with other downtowns in the mid-west. With fewer smaller bedroom types (one- and two-bedroom owner units and studio and one-bedroom rental units), the market likely has a challenge attracting smaller household sizes, which typically consist of young professionals, Millennials, individuals, or retired seniors.

Finally, we evaluated the number of housing cost-burdened households within the submarket, which are households that pay more than 30% of their income towards housing costs. Within the submarket, 55.6% of renters and 18.0% of owners are considered cost burdened. By comparison, 44.5% of Muskingum County *renter* households and 43.1% of Ohio *renter* households are cost burdened. As such, affordability is a significant challenge for renters living downtown. The cost burdened share of home owners in the DZS is typical.

Multifamily Rental Housing Supply

A field survey of multifamily apartment properties was conducted as part of this Housing Needs Assessment. In the Downtown Zanesville Submarket, only two apartment properties with a combined total of 55 units were surveyed. This includes 20 units at a Low-Income Housing Tax Credit project serving households with incomes of up to 60% of Area Median Household Income (AMHI) and a 35-unit government-subsidized project serving households with incomes of up to 50% of AMHI. Both projects are fully occupied and management at these properties indicate that they maintain wait lists for available units. As such, there is pent-up demand for rental product in downtown that is affordable to lower income households. It is worth pointing out that both of the surveyed projects are age-restricted. As such, not only is there pent-up demand for affordable senior housing, but there is also a lack of housing affordable to low-income families. Additionally, while there are likely smaller, non-conventional rentals (e.g. units over storefronts, small rental properties with two to four units, etc.) in the downtown that could serve market-rate renters, there were no multifamily market-rate rentals identified in downtown. Therefore, we believe there is a development opportunity for both affordable and market-rate product in the downtown area.

For-Sale Housing

Information was also obtained on the for-sale housing market in the DZS. Prior sales activity was collected from YES MLS/Northeastern Ohio Regional MLS, covering the period between January 2016 and December 2018. A total of four housing units were sold in the submarket over the past three years. While the average sales prices of homes sold in this submarket during this period was just \$48,225, it should be pointed out that three of the four home sales were of product priced at \$25,000 or lower. The only unit sold above \$25,000 was priced at \$149,000 for a three-bedroom, three-bathroom home that appears to have been built in 2017. It is believed that this housing unit is a fair reflection of market expectations for modern for-sale product in the downtown area.

Only two housing units were listed as available for purchase within the submarket. These two units consist of a one-bedroom unit priced at \$149,900 and a three-bedroom unit priced at \$154,900. Both of these listings appear to be single-family units that were built before 1910. As such, the product is more than 100 years old. We did not identify any modern for-sale housing product currently marketed as available for purchase. As such, there may be an opportunity to develop for-sale housing product in the downtown area. This may include one- and two-bedroom units within condominium product that could serve the needs of young professionals and seniors seeking to downsize from single-family homeownership into more maintenance free living.

Conclusions

The Downtown Zanesville Submarket (DZS) has experienced a steady decline in population and households since 2010 and it is projected that both population and households will continue to decline through 2023, though at a slower rate than it did between 2010 and 2018.

We believe that part of the DZS's challenge of retaining and attracting residents is that much of the downtown housing stock is old (majority built prior to 1950) and minimal new product has been added since 2000. Additionally, the housing stock lacks smaller bedroom types that would attract households that are more likely interested living in the downtown. Lastly, the affordability of housing, particularly to renters, remains a challenge for many residents. It is our opinion that improvements and additions to the downtown housing stock will not only stabilize the area, but will ultimately reverse demographic declines and the area will begin to experience growth in both population and households. If housing issues were addressed in terms of quality, affordability and design type, we would anticipate that demographic growth will occur among a broad spectrum of household types (young professionals, Millennials, retiring seniors seeking to downsize, single-persons, and others).

Recommendations

Based on the various market metrics evaluated within the Downtown Zanesville Submarket, the following recommendations should be considered for downtown:

Support Efforts to Rehabilitate and Modernize Existing Downtown Housing – The Downtown Submarket has a very old housing stock, many uninhabited units, and some units classified as “substandard”. This submarket would benefit from a combination of rehabilitating much of the existing housing supply and an introduction of new housing units. Modernizing and repairing the existing housing stock will extend its life, enhance its marketability and enable higher rents/price points to be achieved. Efforts to promote residential development opportunities in downtown, combined with efforts to incentivize development (e.g. tax abatements, reduced city fees, zoning modifications, and other tactics) should be considered. The removal or mitigation of residential blight, particularly in areas where it is more concentrated, would benefit the downtown area.

Support Additional Development of Market-rate Multifamily Rental Apartments and For-sale Condominiums – Our field survey of multifamily rentals in the submarket identified only two properties, both of which serve age-restricted low-income households earning no more than 60% of Area Median Household Income (AMHI). Additionally, our research indicated only two housing units as available for purchase. While there are some choices available among non-conventional rental alternatives such as individual single-family homes, units over store fronts and units in small (two- to four-unit) buildings, these choices are limited and often consist of older product with limited amenities. Development of modern moderately priced rental and for-sale product, such as apartment and condominium product, should draw interest from young professionals, Millennials, single-person households, and seniors seeking to downsize from larger single-family homes. Such product should primarily consist of smaller units (typically up to two-bedroom units) that will appeal to the market segments most likely to respond to downtown living.

Support Development of Affordable Rental Housing Alternatives – Based on Bowen National Research’s survey of multifamily apartments, the two multifamily rental projects identified and surveyed in downtown contain a combined total of 55 units serving age-restricted low-income households earning no more than 60% of AMHI. While we believe new product can consist of moderately priced for-sale and rental product, the submarket could benefit greatly from the introduction of new rental product that is affordable to households with incomes of up to 80% of Area Median Household Income. This is particularly true for product that serves non-seniors, including much of the downtown workforce in the service industries and other blue-collar workers wanting to live in the downtown.

X. Stakeholder Survey Summary

Associates of Bowen National Research obtained input from over 20 stakeholders within Zanesville and Muskingum County regarding the local housing market. Input from stakeholders was provided in the form of an online survey, as well as from individual interviews. The 21 total respondents represent a wide range of industries that deal with housing issues, including local government officials, the banking industry, the real estate and apartment industries, local education institutions, the building industry, and various social service organizations. The purpose of these stakeholder surveys was to gather input regarding the need for specific types and styles of housing, the income segments housing should target, identifying housing issues in the market, and establishing potential solutions to address housing issues within Zanesville and Muskingum County. **IMPORTANT: Some combined results for a specific topic could exceed 100% due to the fact that respondents had the option to select more than one answer.** The following is a summary of key input gathered:

Housing Needs & Issues (Zanesville)

- Stakeholders were asked to indicate the degree of overall housing demand within Zanesville for housing by **target market** (rental, for-sale, independent senior apartments, assisted living or nursing care housing, single-person/young professionals, housing for ex-offenders or special needs/disabled). Two-thirds of all respondents (66.67%) indicated a *high demand* for rental housing under \$500 per month. More than half of those surveyed (52.4%) specified a *high demand* for for-sale housing under \$150,000. It is also worthy to note that at least 60% of respondents consider there to be a *moderate demand* for single-person/young professional housing (66.7%), senior care facilities (61.9%), rental housing between \$500 and \$1,000 per month (61.9%), and housing for special needs/disabled (60.0%). Per the survey results, the city of Zanesville appears to have the highest demand for lower income, affordable apartments and for-sale housing.
- Stakeholders were asked to rank the level of demand for the following housing **styles**: (apartments, duplex/triplex/townhome rentals, for-sale condominiums, for-sale single-family homes, mobile homes/manufactured housing, single-room occupancy, and units above retail). Many respondents (60.0%) indicated that there was a *high demand* for detached single-family homes while 52.4% of respondents noted a high demand for apartments. Additionally, over sixty percent (61.9%) of respondents indicated that there was *moderate demand* for units above retail and half of all respondents (50.0%) indicated a moderate need for manufactured housing. Based on these results, it can be suggested that multiple housing styles seem to be in demand. Most respondents felt that single-family units and apartments had the greatest need, while there is a moderate demand for downtown and manufactured housing.

- Stakeholders were asked to rank the level of demand for *rental* housing by monthly **rent level**: Two-thirds (66.7%) of respondents indicated *high demand* exists for rentals priced below \$500 per month. A nearly similar number of respondents, 61.9%, indicated that there was *moderate demand* for rentals priced between \$500 and \$1,000 per month. Concerning the need for rentals over \$1,000 per month, 57.1% indicated *low demand* for this type of housing. Overall, respondents believed the greatest demand was for the lower priced rental units, with a similar level of *moderate demand* for moderately priced product.
- This survey asked stakeholders to rank the level of demand for *for-sale* housing by **price point**. Stakeholder responses indicated *high demand* for for-sale housing priced under \$150,000, which received over half of the vote (52.4%). Under the category of *moderate demand*, 57.1% of respondents voted for housing product priced between \$150,000 and \$250,000. When asked about for-sale housing greater than \$250,000, a nearly equal amount over voters indicated that demand was considered low (47.6%) or moderate (42.9%). As these results suggest, respondents indicated *high demand* for product priced under \$150,000 that would be affordable to lower income households in the market, while respondents also indicated *moderate demand* for moderately priced units, generally between \$150,000 and \$250,000.
- Stakeholders were asked to rank the level of demand for housing for each **household income level**. According to those surveyed, two-thirds (66.7%) believe that there is a *high demand* for housing regarding households with incomes between \$13,000-\$25,000. Of similar note, 61.9% believe that there is also *high demand* for households earning between \$26,000-\$50,000 and nearly sixty percent (57.1%) indicate a high need for households earning less than \$12,000. There was *moderate demand* (42.9%) for product that targets households with incomes between \$51,000-\$75,000 and \$76,000-\$100,000. As the survey indicates, households earning less than \$50,000 have the greatest demand for housing in the Zanesville area.
- Stakeholders were asked to what degree specific **housing issues** are experienced in Zanesville, choosing from the following options: Not at All, Somewhat, or Often. Categories that received “often” for issues facing residents lack of rental deposit or first/last month rent (66.7%), home purchase affordability (57.1%), lack of down payment for purchase (57.1%), limited availability (52.4%), substandard housing (52.4%) and rent affordability (52.4%). Categories that received “*somewhat*” for issues facing residents included foreclosures (57.1%), high cost of renovation (55.0%), and high cost of maintenance/upkeep (55.0%). As these results indicate, many of the greatest issues facing residents are associated with finances, whether it’s the affordability of renting or buying, the lack of a rental deposit, homebuying down payments or costs associated with renovations. Notable shares of responses also related to the quality or condition of housing.

- Stakeholders were asked to rank the priority for the following **types of housing construction** in Zanesville: Adaptive reuse (converting structures into housing), renovation/revitalization of existing housing, greenfield new construction, and blight demolition & new construction. Most respondents (81.0%) assigned *high priority* to the renovation/revitalization of existing housing. Blight demolition & new construction (70.0%) also received a significant vote as high priority. Half (50.0%) of respondents believed there is moderate priority for the new construction of greenfield projects.

Housing Programs & Resident Assistance

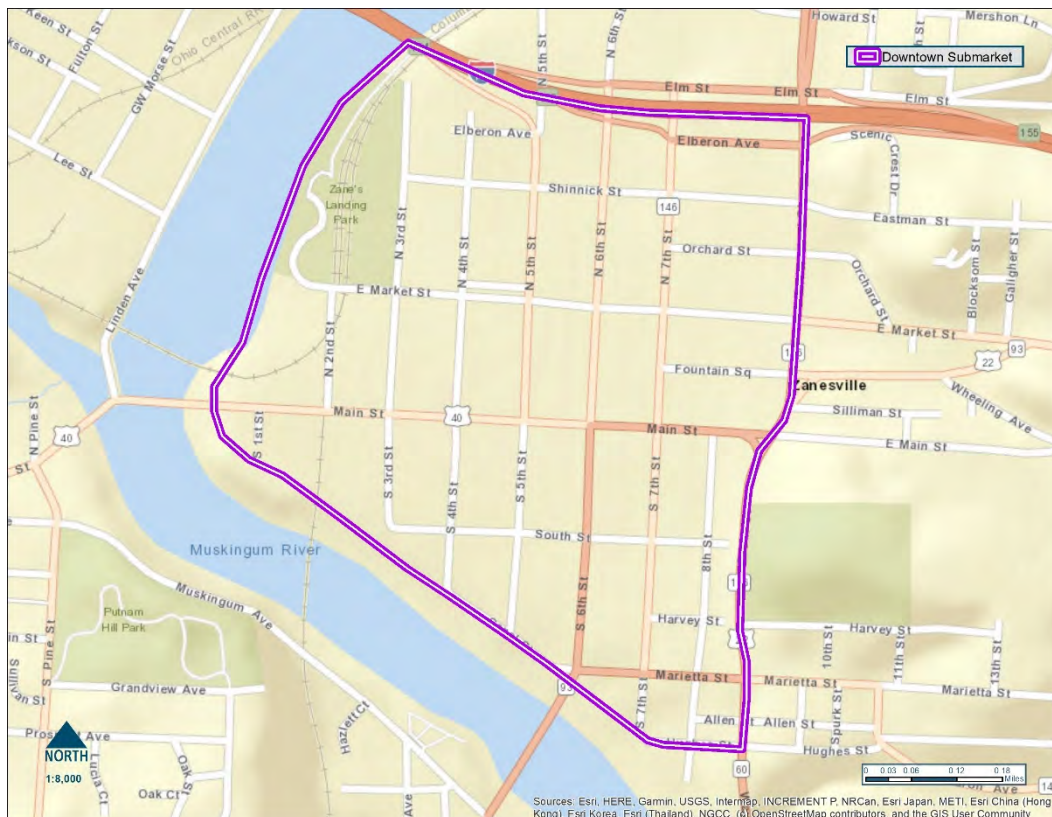
- Stakeholders were asked to prioritize the following types of housing assistance programs that should be considered for the city: Homebuyer assistance, project-based rental subsidy, Tax Credit financing, other rental housing assistance (Vouchers), assistance with rental deposit and other homeowner/homebuyer assistance. The assistance that received the greatest response as a *high priority* was assistance with rental deposit (57.1%). The other five assistance programs received a vote of at least 47.6% as a *moderate priority*. While all responses received some notable support from respondents, assistance with rental deposits was believed to be the highest program priority for the city's residents.
- Stakeholders were asked to provide open-ended responses as to whether there are specific housing programs that should be given priority in Zanesville. An area of focus among respondents was assistance that would enable the improvement of single-family homes in the city and the home-buying process. Suggestions included home revitalization programs, the rehabilitation of existing homes and homebuyer's assistance. Programs to assist with various specific living circumstances, such as single parents or transitional housing, were also mentioned in the voters' responses.
- Stakeholders were asked if there are specific housing development programs at the local or state level not currently offered that should be explored. While not all of the responses cited specific programs, many of the comments received were associated with broader housing efforts or strategies. Responses included rehabilitation assistance for rental housing, utilizing Habitat for Humanity to revitalize existing homes, housing for recovering addicts or low-level offenders and the possibility of tiny home communities. The suggestion of USDA Rural Development housing was also cited as something that is not available in Zanesville and could contribute to the affordability of housing.

Barriers to Housing Development

- Stakeholders were asked what common barriers or obstacles exist in Zanesville that limit residential development. The condition/blight of existing housing was the most frequently cited issue, receiving 89.5% of the respondents' votes. Another barrier commonly cited included financing, which received 57.9% of the votes. The only other issue cited that got more than 40% of the votes was the cost of labor/materials. As such, it appears that the condition of existing housing, availability of financing and the cost of labor and materials were the primary barriers that are limiting residential development.
- Respondents to the previous question were also asked how they believed obstacles or barriers to development could be reduced or eliminated. Respondents were provided the opportunity for open-ended responses to this question. Stakeholder responses included: Tax breaks, low interest loans or other incentives that could attract and encourage developers, grants and redevelopment funds, resolving issues such as the availability of public parking and the expansion of public transportation, greater cooperation between the city and the county, neighborhood revitalization projects, utilizing landbanks more effectively, public-private partnerships and taking quicker action when issues are brought to attention.

Downtown Zanesville Submarket

Stakeholders were asked to provide their input on the downtown area of Zanesville, as it relates to housing. A map of the Downtown Zanesville Submarket is shown below.



- Stakeholders were asked to indicate the degree of overall housing demand within downtown Zanesville for housing by **target market** (rental, for-sale, independent senior apartments, assisted living or nursing care housing, single-person/young professionals, housing for ex-offenders or special needs/disabled). Receiving the top response related to *high demand* was rental housing below \$500 per month (38.1%). While no other target market received a substantial response, for-sale housing below \$150,000 (19.1%) and single-person/young professional housing (19.1%) received the next highest votes related to *high demand*. Among the answers indicating *moderate demand*, the top answers included senior apartments (57.1%), rental housing between \$500-\$1,000 per month (55.0%) and single-person/young professional housing (52.4%). These results indicate that stakeholders believed that both rental housing and for-sale housing that is affordable had the highest demand in this submarket.
- Stakeholders were asked to rank the level of demand for the following **housing styles**: (apartments, duplex/triplex/townhome rentals, for-sale condominiums, for-sale single-family homes, mobile homes/manufactured housing, single-room occupancy, and units above retail). Apartments (42.9%) and units above retail (38.1%) received a majority of the votes regarding *high demand*. Responses to the category of *moderate demand* were mixed, as condominiums (52.4%), apartments (47.6%), duplex/triplex/townhome rentals (42.9%) and units above retail (38.1%) all received similar portions of the vote. According to these results, it appears most respondents felt that apartments and units above retail were in the greatest need in downtown Zanesville.
- Stakeholders were asked to provide insight on the **construction types** that should be given priority in the Downtown Zanesville Submarket. Respondents were able to choose from adaptive reuse (i.e. warehouse conversion), renovation/revitalization of existing housing and new construction. The stakeholders indicated that the renovation/revitalization of existing housing should be a focus for this area, as more than half of respondents (52.4%) stated this should be a *high priority*. Adaptive-reuse received the second highest share (38.1%) of responses as a *high priority*. New construction was considered a *moderate priority* by 42.9% of respondents.

Special Needs Populations

Stakeholders were asked to provide input and insight regarding special needs housing-related issues in Zanesville. Note that of the 19 individuals that responded to these questions, eight indicated that they were knowledgeable about this type of housing in Zanesville. The following is a summary of their responses.

- Stakeholders were to provide their input on the level of demand for housing by **special needs group**: alcohol/substance abuse, physical/development disabilities, mental illness, ex-offenders/re-entry, persons with prior felony, victims of domestic violence, veterans, persons with previous eviction, or other. According to the results, there is no overwhelming housing demand for one group over another. Disregarding the category of “other”, which only had four total voters, each group received between seven to 10 votes for *high demand* out of a possible 19 votes. Physical/development disabilities (52.9%) and alcohol/substance abuse (52.6%) received the greatest number of *high demand* votes followed by mental illness (47.4%) and victims of domestic violence (47.4%).
- Stakeholders were asked to indicate the level of demand for the various **housing types** serving special needs groups. Their choices included: Emergency shelters, group homes, permanent supportive housing, and transitional housing. Transitional housing (47.4%), emergency shelter (42.1%) and permanent supportive housing (42.1%) received nearly equal shares of votes in regard to *high need*. It should also be noted that 61.1% of voters considered group homes a *moderate need*.
- Stakeholders were given the opportunity to provide open-ended input on the **obstacles** that exist in Zanesville that limit residential development of housing that serves special needs populations. The responses included: The stigma of having special needs housing in proximity of their neighborhoods, the lack of availability, financing and development costs, safety and affordability, consistent access throughout downtown, the lack of governmental and community support and finding landlords that will rent to challenged backgrounds.
- **Recommendations** of stakeholders to address the needs of special needs populations included: Engaging the community in discussions about identifying needs and the importance of this type of housing, defining best practices based on other small cities that have had success accommodating the special needs population, lifting some of the existing affordable housing restrictions, investing in some of the lower income neighborhoods and monitoring any violations.
- Stakeholders were also given the opportunity to provide open-ended input regarding **anything specific** that should be made aware of regarding the special needs populations or special needs housing in Zanesville. The responses included: The restriction of access to the Salvation Army due to current drug use and the lack of acceptance into low-income housing for individuals with histories of evictions or felonies, the difficulty of overcoming the stigma of special needs housing, and how housing and transportation issues are contributing to poor health and rising health care costs.

XI. Resident Housing Survey

A. Introduction

To gain information, perspective and insight about Zanesville housing issues and the factors influencing housing decisions by its residents, Bowen National Research (BNR) conducted a survey of area residents as part of this study. This survey was conducted between January and April of 2019 and resulted in 517 participants. The majority of this survey was conducted online through the SurveyMonkey.com website, while additional surveys were completed via paper copy at local venues and through various efforts of local officials. The Zanesville government contributed to our survey efforts by utilizing the city's website and social media accounts to inform area residents of the survey, while also working with elected officials to inform residents.

The survey was designed to elicit resident opinions about current living conditions and future housing needs in Zanesville. Additionally, questions were asked to identify key factors that contribute to housing decisions by area residents. Questions were grouped into four general categories:

- 1) Resident's current housing situation (i.e. location, tenure, residency status, type of residence, etc.)
- 2) Current housing market (i.e. primary issues affecting housing choices, future housing needs and challenges, and housing types and styles needed in Zanesville)
- 3) Future housing needs within downtown Zanesville
- 4) Current demographic information (i.e. gender, age, ethnicity, and estimated gross annual income)

A total of 26 questions were asked. Answer choices included multiple-choice, fill-in-the-blank, and open-ended. Survey questions and tabulated results are included in Addendum F: Resident Surveys.

Bowen National Research made every effort to gather information from a broad demographic cross section of area residents that was generally proportionate to the overall composition of Zanesville. This included both the geographic location of residences and the socioeconomic profile of residents (age, gender, income, ethnicity, etc.). Based on our comparison of respondent demographics with overall area demographics, we believe our survey results accurately represent the city as a whole.

B. Survey Results

A total of 517 people responded to the housing survey, with the following results (note that percentages may not add up to 100.0% due to rounding):

Resident's Current Housing Situation

- Respondents were asked to provide their current area of residence. Distribution of locations yielded almost all (99.0%) were residents of the city of Zanesville or Muskingum County. More specifically, approximately one third of respondents (33%) lived in Northern Zanesville while others lived outside city limits (27.2%) or in Southern Zanesville (17.1%). Additional locations of respondents included within a historic district (4.9%), other part of the city of Zanesville (4.1%), downtown (3.5%) or unknown (1.2%). A total 45 respondents (8.9%) selected “other” and nine respondents skipped this question. The largest number of “other” responses, nine, stated that they were some variation of being homeless.
- Respondents were asked to identify the current housing tenure in which they resided. Distribution of tenure included: 64.5% owners, 25.5% renters, 1.4% were dependents that lived with relatives and 1.2% were caretakers that do not pay rent. A total of 38 respondents (7.4%) selected “other” and four respondents skipped the question. The largest number of “other” respondents, 20, stated that they were some variation of homeless or staying in a shelter. Eleven “other” respondents stated that they were staying with family members or friends.
- Respondents were asked to identify the current type of residence in which they resided. Results stated that 71.7% of respondents lived in a detached, single-family home, 10.2% lived in an apartment, 5.3% lived in a duplex/triplex/townhome and 5.1% lived in a manufactured home. Less than 1% indicated that they lived in a room rental, a unit above retail or a garage apartment. A total of 33 respondents (6.5%) selected “other” and eight respondents skipped the question. The largest number of “other respondents”, 18, stated they were some variation of homeless or staying in a shelter.
- Respondents were asked to provide the number of people living in their current residence, including themselves. A total of 15.6% lived alone, 34.9% lived with one other person, 19.3% lived with two additional people, 17.0% lived with three additional people, and 13.2% lived with four or more other people. A total of 67 respondents skipped this question.

- Respondents were asked to provide estimates for their monthly total housing costs, including utilities, taxes, insurance, etc. A total of 5.0% paid nothing, 8.4% paid less than \$500, 17.3% paid between \$501 and \$750, 17.9% paid between \$751 and \$1,000, 11.6% between \$1,001 and \$1,250, 13.2% paid between \$1,251 and \$1,500, 13.2% paid between \$1,501 and \$2,000, and 13.6% paid \$2,000 or more per month in total housing costs. A total of 15 respondents skipped this question.
- Respondents were asked how long they had lived in their current residence. A total of 14.3% had lived at their residence less than one year, 32.6% had lived at their residence from one to five years, 13.7% had lived in their residence from five to 10 years, and 39.4% had lived in their residence for over 10 years. A total of seven respondents skipped this question.
- Respondents were asked to rate on a scale of 1 to 5 (5 being the most satisfied) how satisfied they were with their current residence. Most respondents (64.9%) gave their current residence a rating of 4 or 5, indicating a high level of satisfaction. The weighted average rating of satisfaction was 3.71 among all respondents. Thirteen respondents skipped this question.
- Respondents were asked to rate on a scale of 1 to 5 (5 being the most satisfied) how satisfied they were with their current neighborhood. Most respondents (60.8%) gave their current neighborhood a rating of 4 or 5, indicating a high level of satisfaction. The weighted average rating of satisfaction was 3.64 among all respondents. Nine respondents skipped this question.
- Respondents were asked if they had personally experienced any of the following situations pertaining to housing: overcrowded housing, paying more than 30% of your income for housing, substandard housing, foreclosure, losing your lease/eviction, home mortgage rejection, housing doesn't meet size requirements, or other situations. A total of 236 respondents answered this question. Most respondents (66.5%) stated that they had paid more than 30% of income towards housing costs. A significant share of respondents (39.4%) stated that their housing doesn't meet needs as it pertains to size, features, or location. Nearly 30.0% of respondents indicated that they have recently experienced or are currently experiencing issues with substandard housing. A total of 281 respondents either skipped this question or have not experienced any of these situations.
- If in the previous question a respondent answered that their current housing did not meet their needs, they were asked to provide reasons. The two most prevalent responses were utility costs (46.0%) and size/number of bedrooms (45.0%). A total of 42 respondents provided other reasons, the most common being the amount of maintenance and repairs needed.

Zanesville's Current Housing Market

- Respondents were asked to describe the current overall housing market in Zanesville. Most respondents (49.3%) rated the current housing market as fair, with some issues. A significant share of respondents (45.4%) rated it as poor, with many issues. Only 5.4% of all respondents rated the housing market as good, with no issues. A total of 12 respondents skipped this question.
- Respondents were asked if they believe it is difficult to find suitable housing in Zanesville. A total of 42.9% answered yes, while 46.6% believe it is somewhat difficult. A total of 10.5% believe it is not difficult. There were 51 respondents who skipped this question.
- If respondents answered yes or somewhat to the difficulty of finding suitable housing, they were asked why they chose those answers. The following were the top five responses:
 - Affordability/housing cost: 72.8%
 - Poor quality of housing: 63.3%
 - Preferable location: 50.7%
 - Lack of down payment or deposit: 45.3%
 - Lack of housing type to meet specific needs: 41.5%

All of the provided answer categories and the number of responses in each can be found in Addendum F. A total of 95 respondents skipped this question.

- Respondents were asked to select the top three issues that are negatively affecting the local housing market. The issue selected by the most respondents was blighted properties (poor condition) according to 65.8% of the responses. The second most prevalent issue selected was high prices or rents (50.3%), followed by a lack of features/amenities (playground, street trees, well-maintained sidewalks, etc.) with 33.2%. Additional answers that received a fair amount of responses included limited housing/rental supply (31.1%), limited employment opportunities (29.2%) and high crime (26.0%).

All of the provided answer categories and the number of responses in each can be found in Addendum F. A total of 44 respondents skipped this question.

- Respondents were asked to rank the need for each of the housing *types* in Zanesville. The four types that received the highest responses were rental housing for less than \$500 per month (70.5%), for-sale housing for less than \$150,000 (59.6%), senior apartments/independent living (50.1%), and special needs/disabled housing (50.0%). A total of 22 respondents skipped this question. A complete breakdown of each housing option and its ranking can be found in Addendum F.

- Survey respondents were asked to what degree specific housing styles were needed in Zanesville. For each housing design, respondents were asked if there was a low need, moderate need, or high need. Most respondents (54.5%) stated that there was a high need for single-family detached houses. Over 44.0% of respondents indicated that there was also a high need for apartments. A total of 47.2% indicated there is a moderate need for duplex/triplex/townhomes. Over half of the respondents (51.2%) stated that there was low demand for accessory dwelling units (above garage, income suite, etc.). Eighteen survey participants provided other responses to this question. The most popular “other” responses indicated the need for tiny houses and housing for homeless or ex-felons.
- Respondents were asked to share any open-ended comments/concerns about housing in Zanesville, of which 113 people responded. Comments submitted by respondents were wide-ranging and covered several topics. Popular topics discussed by multiple respondents included the following:
 - Poor Quality/Blight
 - Housing Cost/Affordability
 - High Crime/Drugs
 - Lack of Downtown Parking
 - Poor Landlords/Slumlords
 - Lack of Housing for Special Needs/Homeless/Ex-Felons

Downtown Zanesville

- Respondents were asked if new housing were developed in downtown Zanesville if they would have interest in living there. A total of 32.5% answered yes and 67.5% answered no. A total of 21 respondents skipped this question.
- Respondents were asked what style of housing they would be interested in living in within downtown Zanesville. Apartments received the highest number of responses (56.2%). Condominiums and duplex/triplex/townhomes received the next highest number of responses, with 39.9% and 37.4%, respectively. A total of 161 respondents either skipped this question or are not willing to live downtown.
- Respondents were asked how many bedrooms they would require if they were to live in downtown. A total of 45.6% selected two-bedrooms, with three-bedrooms getting the second-most selections (27.4%). A total of 116 respondents either skipped this question or are not willing to live downtown.

- Respondents were asked how much they would be willing to pay per month, including all utility costs, to live downtown. The largest share of respondents (26.9%) indicated that they would be willing to pay between \$501 and \$750 per month. Additionally, 22.9% said they would pay between \$751 and \$1,000 per month, and 22.7% of respondents stated that they would pay less than \$500 per month. A total of 116 respondents either skipped this question or are not willing to live downtown.

Personal Demographic Characteristics

- Respondent gender: 69.5% female (353 respondents) and 30.5% male (155 respondents). Nine respondents skipped this question.
- Distribution of respondent's ages was: 2.0% under age 20, 10.7% between ages 20 and 29, 20.1% between ages 30 and 39, 18.4% between ages 40 and 49, 20.5% between ages 50 and 59, and 28.3% age 60 or older. Five respondents skipped this question.
- Respondent ethnicity: 1.4% American Indian or Alaskan Native, 0.0% Asian or Pacific Islander, 4.4% Black or African American, 0.4% Hispanic or Latino, 85.4% White or Caucasian, and 1.8% other. A total of 6.72% preferred not to answer, while 11 respondents skipped the question.
- Distribution of respondent's annual household income was: 14.7% under \$12,000, 9.1% between \$13,000 and \$24,000, 12.3% between \$25,000 and \$40,000, 12.5% between \$41,000 and \$60,000, 11.9% between \$61,000 and \$75,000, 11.7% between \$76,000 and \$100,000, and 17.2% earn \$101,000 or more. A total of 10.7% preferred not to answer this question and 12 respondents skipped the question.