

HOUSING NEEDS ASSESSMENT

Fairmont,
West Virginia



BOWEN
NATIONAL
RESEARCH

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I. INTRODUCTION

A. PURPOSE

The WV Community Development Hub retained Bowen National Research in September of 2025 for the purpose of conducting a Housing Needs Assessment of Fairmont, West Virginia. While research was completed in the preceding months, the effective date of this study is January 2026.

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

- Provide an overview of present-day Fairmont, West Virginia.
- Present and evaluate past, current and projected detailed demographic characteristics.
- Present and evaluate employment characteristics and trends, as well as the economic drivers impacting the area.
- Determine current characteristics of major housing components within the market (for-sale/ownership and rental housing alternatives).
- Evaluate ancillary factors that affect housing market conditions and development, including accessibility to community services, residential foreclosures, residential blight, potential development opportunities, public transit and parking options, and the impact of student housing associated with the local colleges or universities.
- Provide housing gap estimates by tenure (renter and owner) and income segment.
- Collect input from community members and area stakeholders in the form of an online survey.

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

B. GEOGRAPHIC SCOPE

Study Area Delineation

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

II. EXECUTIVE SUMMARY

The purpose of this report is to evaluate the housing needs of Fairmont, West Virginia and to recommend priorities and strategies to address such housing needs. In addition to the city of Fairmont, which is the primary focus of this study, secondary analysis is also included for the balance of Marion County. To that end, Bowen National Research conducted a comprehensive Housing Needs Assessment that considered the following:

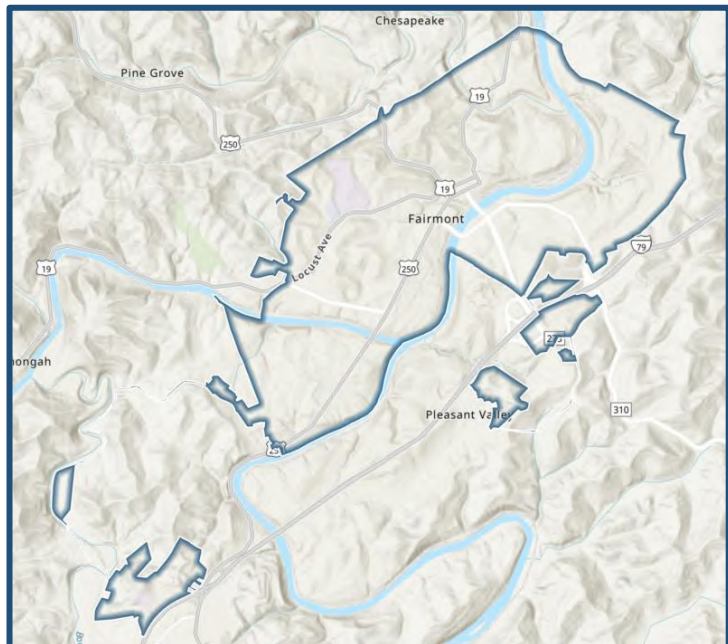
- Demographic Characteristics and Trends
- Economic Conditions and Initiatives
- Existing Housing Stock Costs, Performance, Conditions and Features
- Ancillary Factors that Impact the Housing Market (e.g., Community Services, Residential Foreclosures, Residential Blight, Development Opportunities, Public Transit, Presence of University/College)
- Community Input (via Online Surveys of Stakeholders)

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

GEOGRAPHIC STUDY AREA

Primary Study Area (PSA) Fairmont, West Virginia

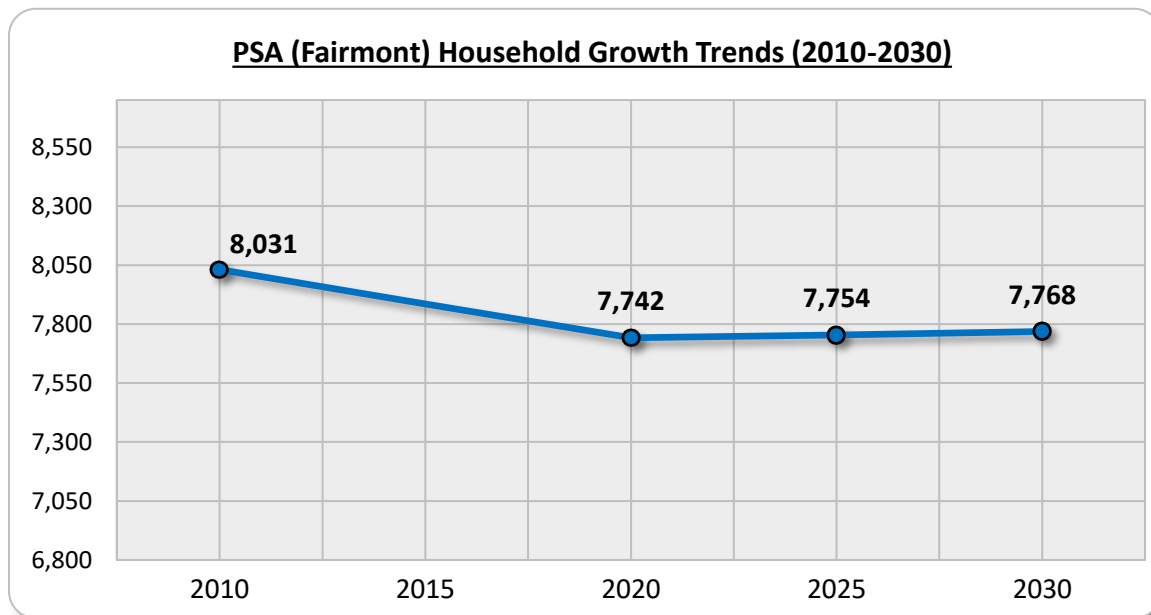
This Housing Needs Assessment focuses on Fairmont, West Virginia, referred to as the Primary Study Area (PSA). A variety of data is presented and analyzed for the PSA, and when applicable, compared with data for the balance of Marion County (Secondary Study Area, or SSA) and the state of West Virginia. A map illustrating the PSA is shown on the right. Detailed maps and study area definitions are provided in Section III of this report.

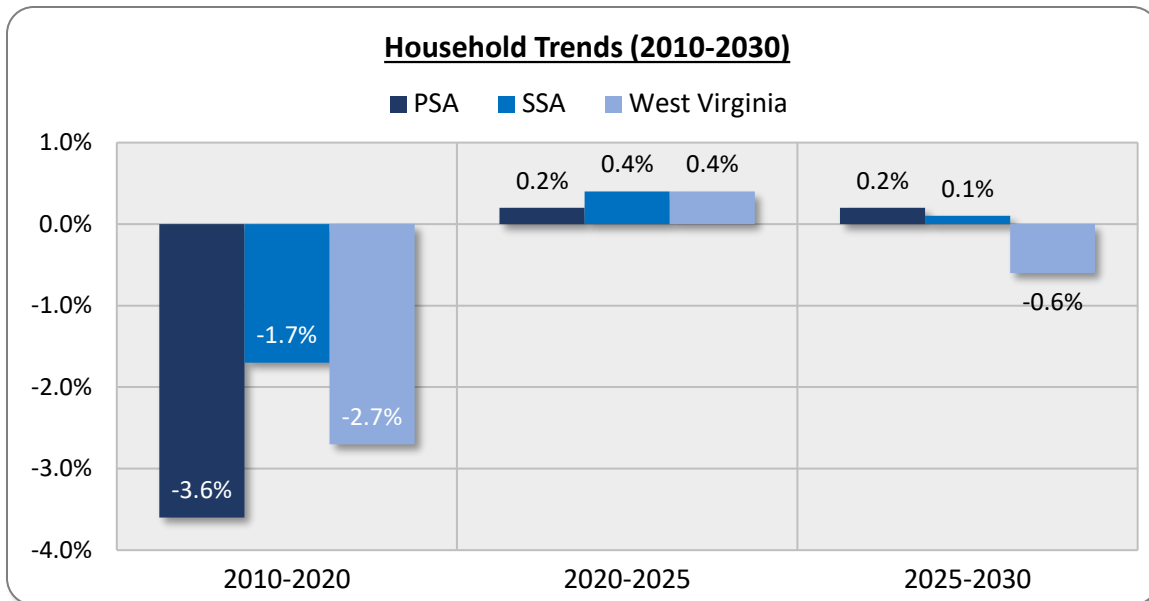


DEMOGRAPHICS

While the number of households within Fairmont decreased between 2010 and 2020, marginal household growth has occurred since 2020 and it is projected that similar growth will continue within the PSA over the next five years. Between 2010 and 2020, the number of households in the PSA (Fairmont) decreased by 289 (3.6%). While the number of households within the SSA (Balance of County) and state also decreased during this time period, the percentage decrease within the PSA was larger than both the SSA and state decreases (1.7% and 2.7%, respectively). Between 2020 and 2025, the number of households in the PSA has marginally increased (0.2%), a trend which is generally consistent with the SSA and state during this time. Over the next five years, measured household growth of 0.2% is projected to continue within the PSA, which is consistent with the projections for the SSA between 2025 and 2030. While household growth or decline typically comprises a significant component of the total housing needs within a market, factors like households living in substandard or cost-burdened housing, commuting patterns, economic expansion or decline, pent-up housing demand, and availability of existing housing can also influence the overall housing needs within a market. As such, these factors were considered throughout this Housing Needs Assessment and included in the estimated housing gaps.

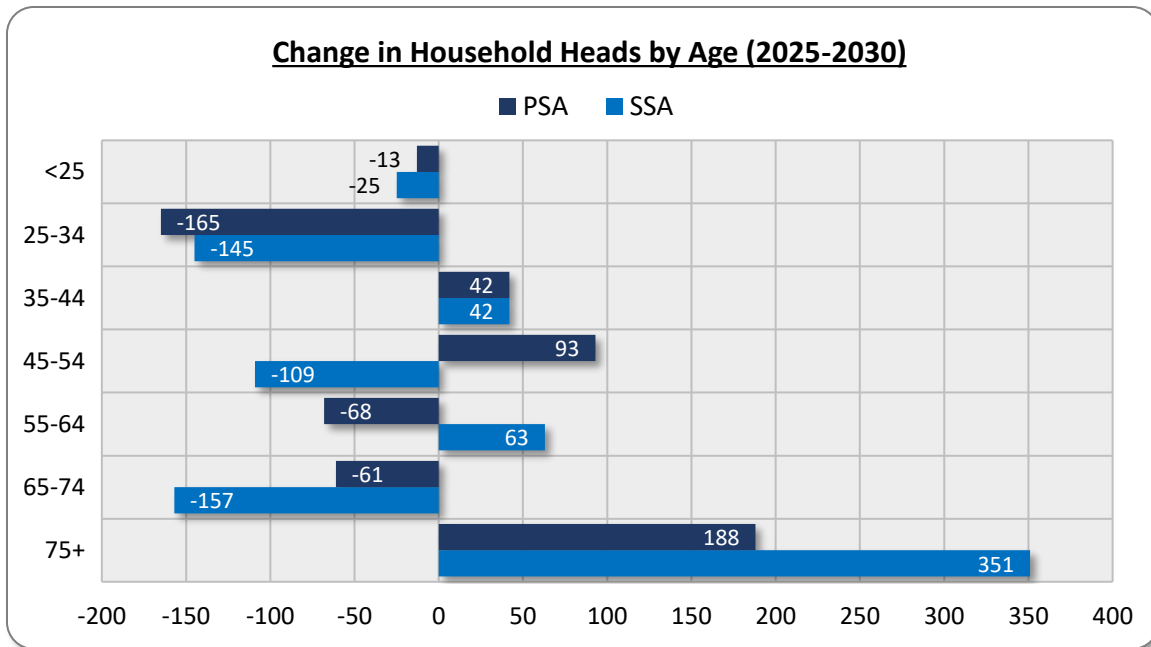
Despite the Moderate Decline in Households within Fairmont between 2010 and 2020, Marginal Household Growth has Occurred in the Area Since 2020 and this Measured Growth is Projected to Continue Over the Next Five Years.





Household growth in Fairmont and Marion County is projected for select age cohorts between 2025 and 2030, with the most notable increase projected to occur among households aged 75 and older. In 2025, household heads between the ages of 65 and 74 comprise the largest individual share (17.2%) of the overall household base within the PSA (Fairmont), followed by households between the ages of 35 and 44 (16.5%) and households between the ages of 25 and 34 (16.4%). Overall, senior households (aged 55 and older) comprise 46.7% of all households within the PSA, which is a smaller share as compared to the surrounding SSA (Balance of County) and statewide shares of 52.9% and 53.0%, respectively. Between 2025 and 2030, households between the ages of 35 and 44 are projected to increase by 42 households (3.3%) within the PSA, while households between the ages of 45 and 54 are projected to increase by 93 households (8.3%). Despite these noteworthy increases, households aged 75 and older are projected to experience the largest increase in terms of both number (188) and percentage (17.3%) over the next five years. These projected changes are broadly similar to the projections for SSA and the state of West Virginia during the time period, though some degree of variation exists. Although the majority of the changes in households by age are likely attributed to households aging in place, these changes will likely have an influence on housing demand over the next five years. While the increase in households between the ages of 35 and 44 may result in an increase in demand for products that are typically attractive to first-time homebuyers (e.g., for-sale homes priced below \$300,000), the increase in senior households aged 75 and older will likely result in increased demand for senior-oriented housing alternatives (smaller rental and for-sale units and senior care options).

While Moderate Increases in Households between the Ages of 35 and 54 are Projected in the PSA (Fairmont) over the Next Five Years, the Most Substantial Growth is Projected for Households Aged 75 and Older.



Although owner households comprise the vast majority of the total households in Fairmont and the Balance of County in 2025, owner households in both areas are projected to marginally decline over the next five years, while moderate growth is projected for renter households. In 2025, owner households comprise 63.1% of all households within the PSA (Fairmont), with the remaining 36.9% being renter households. Within the SSA (Balance of County), the 81.0% share of owner households is notably higher than both the PSA and statewide share of such households. Despite representing the notable majority of the overall households in all three areas, the number of owner households in the PSA, SSA, and state of West Virginia are projected to marginally decline over the next five years. Between 2025 and 2030, the number of owner households are projected to decline in Fairmont by 15 (0.3%), while the number of renter households are projected to increase by 29 (1.0%). These projections are very similar to those within the Balance of County, where owner households are projected to decline by 0.1% and renter households are projected to increase by 1.0%. While these projected tenure changes are heavily influenced by underlying assumptions in demographic changes (e.g., decedents that were owner households at the time of passing), other factors such as local housing market conditions (availability, conditions, and affordability), economic conditions, potential external support (commuters), construction costs, and interest rates can influence tenure projections. Each of these factors were carefully considered in the overall housing gaps of the PSA and SSA.

Although the Current Distribution and Projected Changes in Tenure (Renters versus Owners) for Fairmont and the Balance of County is an Important Component of Housing Demand, Other Factors Must be Considered When Evaluating the Overall Housing Needs of Each Area.

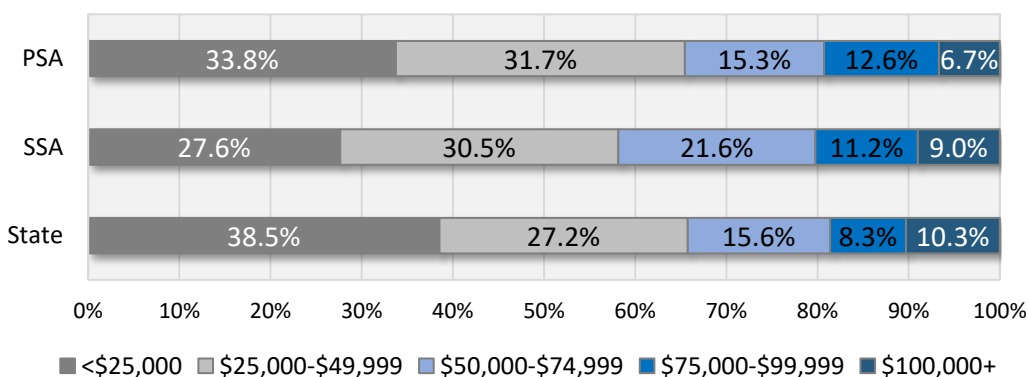
While the projected growth of higher-income renter households will likely drive an increase in demand for higher-end rental product, low- to moderate-income renter households will comprise the majority of renter households in Fairmont for the foreseeable future, illustrating the continuing need for affordably priced rentals in the area. In 2025, nearly two-thirds (65.5%) of the renter households in the PSA (Fairmont) earn less than \$50,000 annually, 27.9% earn between \$50,000 and \$99,999, and 6.7% earn \$100,000 or more. Overall, the distribution of renter households by income in the PSA is more concentrated among renter households earning less than \$50,000 as compared to the distribution within the SSA (Balance of County), but very similar to the statewide share of 65.7%. Between 2025 and 2030, renter household growth is projected to occur among renter households earning \$50,000 or more annually, with the majority of the increase (104 households, combined) projected to occur among renter households earning between \$75,000 and \$149,999. Despite this substantial increase among higher-earning renter households, 61.4% of all renter households in the PSA (53.1% in the SSA) will continue to earn less than \$50,000 annually, and nearly one-third (30.5%) in the PSA will earn less than \$25,000. As such, the demand for housing units with rents of \$1,250 or less (affordable to households earning \$50,000 or less) will comprise the majority of the ongoing rental demand in the area through 2030.

Renter Household Characteristics & Trends

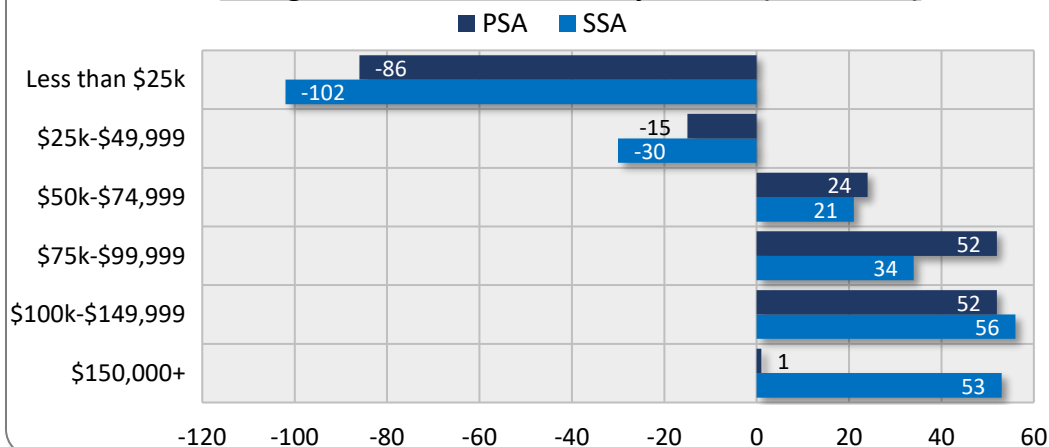
Nearly two-thirds (65.5%) of the PSA's renter households earn \$50,000 or less, which contributes to the presence of nearly 1,150 cost burdened renter households (paying over 30% of income toward housing costs) in Fairmont. As such, *affordable* rental alternatives will remain a critical component to the local housing market.

Between 2025 and 2030, *renter household* growth in the PSA is expected to occur among moderate- and higher-income households (earning above \$50,000 annually), potentially leading to a moderate increase in demand for workforce housing and higher-end rental housing.

Distribution of Renter Households by Income (2025)



Change in Renter Households by Income (2025-2030)



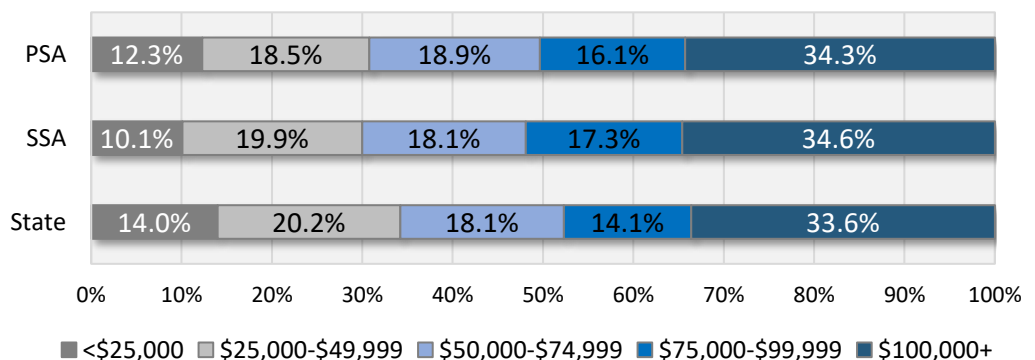
Owner Household Characteristics & Trends

In 2025, 65.8% of owner households in the PSA earn less than \$100,000, and 30.8% earn less than \$50,000 annually. Overall, there are nearly 700 owner households in Fairmont that are housing cost burdened (paying over 30% of income toward housing costs).

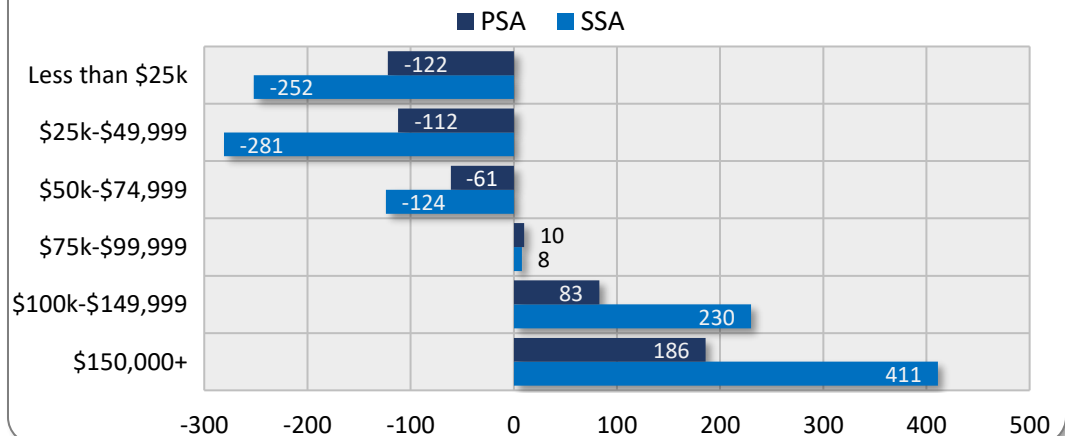
While owner household growth between 2025 and 2030 in Fairmont is projected for households earning \$75,000 or more, 60.1% of owner households in 2030 will continue to earn less than \$100,000 (26.1% will earn less than \$50,000). As such, affordable for-sale and workforce housing will remain in high demand over the next five years.

While owner households earning \$75,000 or more in Fairmont are projected to increase over the next five years, a substantial share of households will continue to earn low- to moderate-incomes. In 2025, nearly two-thirds (65.8%) of owner households in the PSA (Fairmont) earn less than \$100,000 annually. Specifically, 30.8% earn less than \$50,000, 35.0% earn between \$50,000 and \$99,999, and 34.3% earn \$100,000 or more. This distribution is very similar to the distribution for the SSA (Balance of County), and both the PSA and SSA have slightly higher shares of owner households earning \$75,000 or more compared to the state of West Virginia. Between 2025 and 2030, owner household growth within the PSA and SSA is projected to occur among households earning \$75,000 or higher, which is broadly consistent with statewide projections for the time period. However, it is worth noting that approximately 690 owner households in the PSA (1,373 in the SSA) are housing cost burdened (pay over 30% of income toward housing costs). Furthermore, 338 households in the PSA (580 in the SSA) are severe cost burdened (pay over 50% of income toward housing). While owner households in the PSA and SSA earning \$100,000 or more are projected to increase by 269 and 641 households, respectively, or 14.7% in each area between 2025 and 2030, there will still be significant demand for more affordably priced housing as over 60% of owner households in the PSA will earn less than \$100,000 annually, and 26.1% will continue to earn less than \$50,000.

Distribution of Owner Households by Income (2025)



Change in Owner Households by Income (2025-2030)

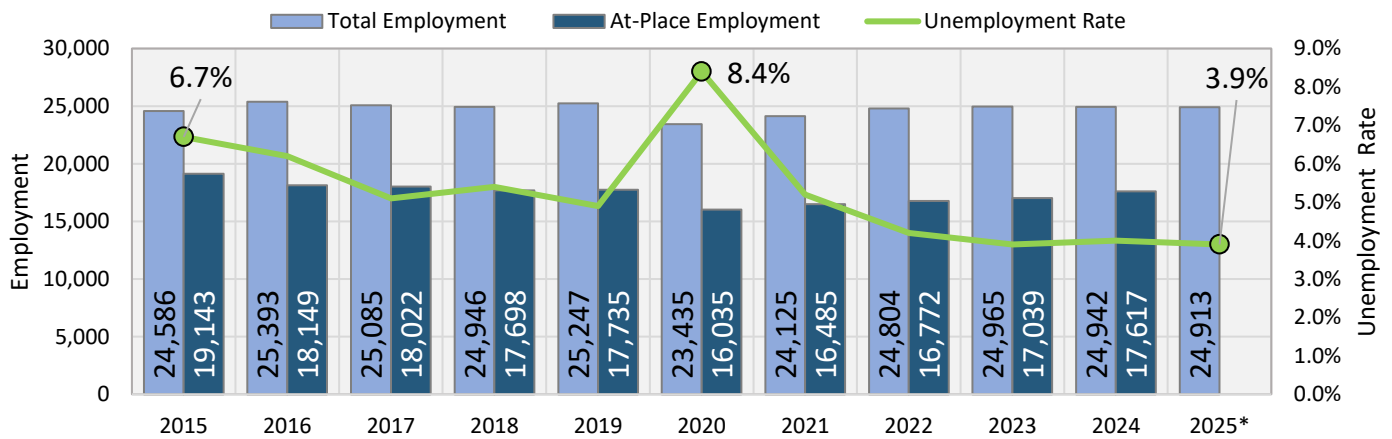


ECONOMY AND WORKFORCE

Following the adverse economic impacts from the pandemic in 2020, key economic metrics continue to improve within Marion County and ongoing economic and infrastructure investments are either planned or currently underway. Between 2015 and 2019, total employment (number of employed persons living in an area) increased by 2.7%, or 661 employees, within Marion County. While at-place employment (people working within Marion County) decreased by 1,408 jobs (7.4%) during this time, the unemployment rate decreased from 6.7% to 4.9%. During 2020, the economic impacts from the COVID-19 pandemic adversely affected all three employment metrics. Although total employment and at-place employment within the county have not fully recovered to the pre-pandemic levels of 2019, both metrics improved significantly since 2020. In addition, the annual unemployment rate in the county has been at or below 4.2% since 2022. As of August 2025, the annual unemployment rate in Marion County is at 3.9%, which is the lowest recorded annual unemployment rate (also occurred in 2023) for the county since 2015. While marginal declines (0.1%) in total employment occurred in 2024 and 2025, recent economic investments in Fairmont and the Balance of County will likely contribute to future economic growth and job creation. In addition, over 9,700 individuals commute from surrounding areas into Marion County daily for employment. These non-resident commuters not only support the local economy, but they also represent a notable base of potential support for future residential development should they choose to relocate closer to their place of employment.

Despite Steady Economic Improvement Following the Pandemic in 2020 and Historically Low Unemployment Rates Since 2022, Some Challenges Related to Total Employment and At-Place Employment Persist Within Marion County.

Employment/Unemployment Data - Marion County, WV (2015-2025*)



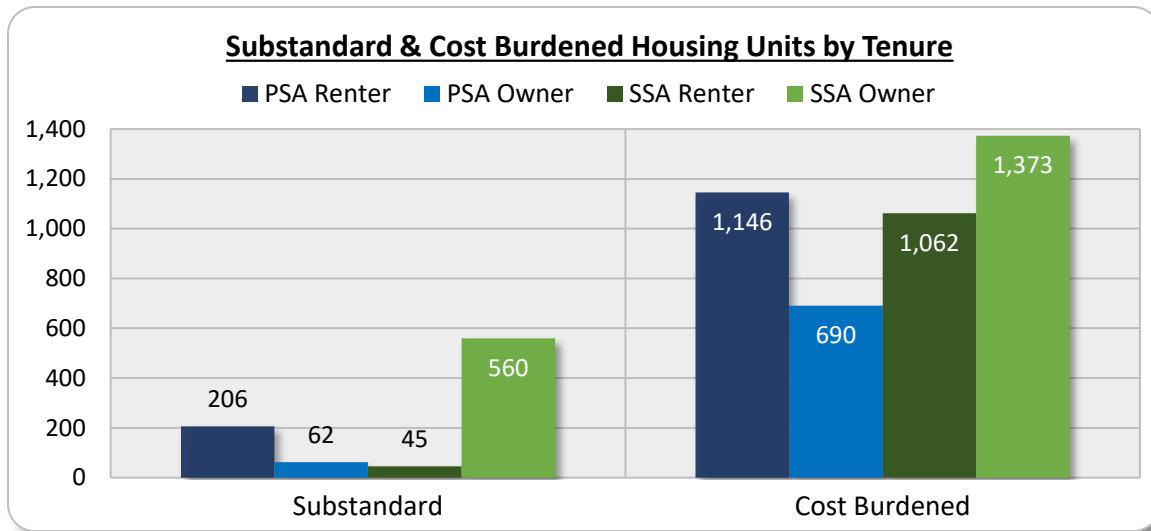
*Total employment and unemployment rate through September 2025

The PSA (Fairmont) has over 8,300 individuals who commute into the city daily for employment, a factor that has likely contributed to the small but measurable household growth in the area since 2020 and will likely influence potential household growth between 2025 and 2030. A total of 8,328 individuals commute into the PSA from surrounding areas. These non-resident commuters account for 82.7% of the people employed within Fairmont. Approximately 5,400 individuals employed within Fairmont are residents of counties outside of Marion County, and over 2,550 individuals commute 25 miles or more to their place of employment within Fairmont. These non-resident commuters, particularly those with lengthy commutes, represent a substantial base of potential support for future residential development in both Fairmont and Marion County. Additional economic data and analysis is included in Section V of this report.

HOUSING SUPPLY

Within the PSA (Fairmont), approximately 268 Households Live Within Substandard Housing Units While over 1,800 Households Live in Housing Cost Burdened Situations (Paying Over 30% of their Income Toward Housing Costs). As Such, Housing Quality and Affordability are Challenges for Many of the Area's Households.

The housing inventory in Fairmont is, on average, older than housing within the Balance of County and state, a factor which likely contributes to notable shares of housing condition issues among renter households in the area. In addition, housing affordability is a challenge for many renter and owner households in Fairmont. For the purposes of this analysis, substandard housing is considered overcrowded (1.01+ persons per room) or housing that lacks complete indoor kitchens or bathroom plumbing. Based on American Community Survey estimates, approximately 268 total occupied housing units in the PSA (Fairmont) and 605 housing units in the SSA (Balance of County) are either overcrowded or lack complete kitchens or plumbing. Of these, over three-quarters (76.9%) in the PSA and are renter-occupied units, while 92.6% in the SSA are owner-occupied housing units. The relatively high shares of pre-1970 housing units in both the PSA and SSA likely influence a portion of these condition issues, as older housing units are typically more likely to exhibit deficiencies in items like plumbing compared to more modern housing units. Cost burdened households are defined as those paying over 30% of their income toward housing costs. According to recent American Community Survey statistics, there are approximately 1,146 renter households and 690 owner households in the PSA that are housing cost burdened. Of these, 586 renter households and 338 owner households are severe cost burdened (paying over 50% of income toward housing costs). Similarly, there are 1,062 renter households and 1,373 owner households in the SSA that are housing cost burdened (1,026 total households are severe cost burdened). While condition issues are much less commonplace than affordability issues, housing policies and strategies for the PSA and SSA should include efforts to remedy both housing quality and affordability issues.



There is an Extremely Limited Number of Available Multifamily Rentals in the PSA (Fairmont) and SSA (Balance of County), and a Majority of the Projects Maintain Active Wait Lists for the Next Available Unit.

The overall multifamily rental supply in the PSA (Fairmont) is operating at a 98.7% occupancy rate, and there are 63 households on wait lists for the next available unit. Multifamily rentals, which consist of rental units within structures of five or more units, comprise 28.5% of all rental units in the PSA (Fairmont). These units are typically divided into one of three categories: market-rate, Tax Credit, or government-subsidized. While market-rate rentals have no income or rent restrictions and rely on supply and demand to dictate rents, Tax Credit and government-subsidized rentals have defined income restrictions and follow programmatic rent guidelines based on the respective program under which the property operates. Among the five projects surveyed in the PSA, one is a Tax Credit project and four are government-subsidized projects. Note that one market-rate project was identified (19 units), but a survey was not obtained despite multiple attempts. The projects comprise a total of 387 multifamily units, of which 38 (9.8%) are non-subsidized Tax Credit units and 349 (90.8%) are government-subsidized units. While the Tax Credit project has an occupancy rate of 86.8%, it is important to consider that this represents only five vacant units and property management noted that these vacancies were due to recent evictions. Among the government-subsidized properties, there are no vacant units and the projects are currently operating at 100.0% occupancy. Typically, in healthy and well-balanced markets, multifamily rentals operate at an overall 94% to 96% occupancy rate. As such, the overall occupancy rate of 98.7% within the PSA is extremely high and indicates a notable lack of available units. In addition, the presence of wait list at the majority of properties is indicative of a market with significant pent-up demand for affordable multifamily rentals.

The following table summarizes the surveyed multifamily properties within the PSA (Fairmont) and SSA (Balance of County).

Surveyed Multifamily Rental Housing – Marion County, West Virginia						
Map I.D.	Project Name	Year Built/Renovated	Units	Occupancy Rate	Wait List	Target Market
PSA (Fairmont)						
1	Eastview Unity Apts.	1914 / 1984	85	100.0%	28 HH	Seniors 62+; 40% AMHI & Section 202 & 8
2	Fairmont Arbors	1977	119	100.0%	14 HH	Seniors 62+; Section 8
3	Fairmont Hills Apts.	2000	38	86.8%	None	General-Occupancy; 50% & 60% AMHI
4	Marion Unity Apts.	1983 / 2015	97	100.0%	21 HH	Seniors 62+; Section 8
5	Miller School	1910 / 2018	48	100.0%	None	Seniors 55+; 40% & 60% AMHI & PBV/PBRA
SSA (Balance of County)						
901	Barrackville Apts.	2020	8	100.0%	None	General-Occupancy
902	Birch View	1988	40	100.0%	8-9 Months	General-Occupancy; 60% AMHI
903	Crosswind Apts.	2005	40	100.0%	3 HH	General-Occupancy
904	Mannington Manor Apts.	1970 / 1996	30	100.0%	None	General-Occupancy; 60% AMHI & RD 515
905	Monongah Heights	1984 / 1996	40	100.0%	10 HH	General-Occupancy; 60% AMHI & RD 515
906	Parkridge Manor I	1981	8	100.0%	1 HH	General-Occupancy; Section 8
907	Parkridge Manor II	1981	8	100.0%	6 HH	General-Occupancy; Section 8
908	Paw Paw Manor	1981	8	100.0%	3 HH	General-Occupancy; Section 8
909	Southwind Apts.	2002	52	100.0%	None	General-Occupancy
910	Unity Terrace Apts.	1972 / 2011	99	100.0%	150 HH	General-Occupancy; 60% AMHI & Section 8
911	Village at White Hall	1995	119	100.0%	None	General-Occupancy
912	Woodlands Apts.	1999	100	100.0%	5 HH	General-Occupancy

Source: Bowen National Research

Note: 900 Series Map Codes are located outside the PSA

HH - Households

Multifamily Rentals Provide Affordable Housing Alternatives for Some of Fairmont and Marion County's Most Economically Vulnerable Households and Seniors.

Tax Credit projects, which operate under the Low-Income Housing Tax Credit (LIHTC) program, generally serve households earning between 51% and 80% of Area Median Household Income (AMHI), while government-subsidized programs generally serve households earning up to 50% of AMHI and typically require tenants to pay 30% of household income toward rent. While Tax Credit *collected rents* are calculated based on maximum allowable rents using published HUD income limits, a *contract rent* is the overall rent that is guaranteed to a project once the tenant's rent contribution is subsidized by the government.

The contract rents (government-subsidized projects) and collected rents (Tax Credit project) for the multifamily projects surveyed in the PSA (Fairmont) are illustrated in the following table. Note that the project type is included within the table, along with the number of units and vacancies for each bedroom type.

		Collected/Contract Rents by Bedroom Type/Percent of AMHI (Number of Units/Vacancies) PSA (Fairmont, West Virginia)				
Map I.D.	Project Type	Studio	One-Br.	Two-Br.	Three-Br.	Four-Br.
1	Subsidized Tax Credit	\$1,057/40% (6/0)	\$1,163/40% (76/0)	\$1,227/40% (3/0)	-	-
2	Government-Subsidized	-	\$1,020 (119/0)	-	-	-
3	Tax Credit	-	-	-	\$865/50% (16/2) \$940/60% (16/1)	\$1,020/50% (3/1) \$1,115/60% (3/1)
4	Government-Subsidized	-	\$963 (93/0)	\$1,068 (4/0)	-	-
5	Subsidized Tax Credit	-	SUB/40% (6/0) SUB/60% (20/0)	SUB/40% (6/0) SUB/60% (14/0) SUB/60% (2/0)	-	-

Source: Bowen National Research

SUB - Subsidized (residents pay 30% of their income, as these are government-subsidized units)

Within the PSA (Fairmont), collected rents at the non-subsidized Tax Credit property range from \$865 for a three-bedroom (50% AMHI) unit to \$1,115 for a four-bedroom (60% AMHI) unit, though it is worth noting that 32 of the 38 total units (84.2%) at the property are three-bedroom units. The remaining rents for surveyed properties in the PSA in the preceding table are *contract* rents for the government-subsidized properties that allow tenants to pay a portion of their income (typically 30%) toward rent, but not pay higher than the contract rent. Overall, the preceding rents illustrate the value that projects operating under either a Tax Credit or government-subsidized program offer to low-income households within the area. Additional details of the surveyed multifamily properties, including those within the SSA (Balance of County) are included in Section VI (Housing Supply Analysis) of this report starting on page VI-9.

While Non-Conventional Rentals Represent a Viable Alternative to Homeownership and Typical Multifamily Rentals, Availability is Limited and Factors Such as Utility Costs and the Lack of Project Amenities Can Increase the Overall Cost of Living for Low-Income Households.

Non-conventional rental units, such as houses, duplexes and mobile homes, comprise 71.5% of the overall rental supply in the PSA (Fairmont) and 83.2% within the SSA (Balance of County), but operate with limited availability. A total of 44 available non-conventional rentals were identified within the PSA (Fairmont), while only 14 available units were identified within the SSA (Balance of County). Compared to the overall inventory of rental units in each area, the available non-conventional rentals represent a vacancy rate of 2.0% in the PSA and 0.7% in the SSA. Both vacancy rates are well below the 4% to 6% range that is typical of a well-balanced rental market. The available units in the PSA have overall rents ranging from \$550 to \$1,850. Two-

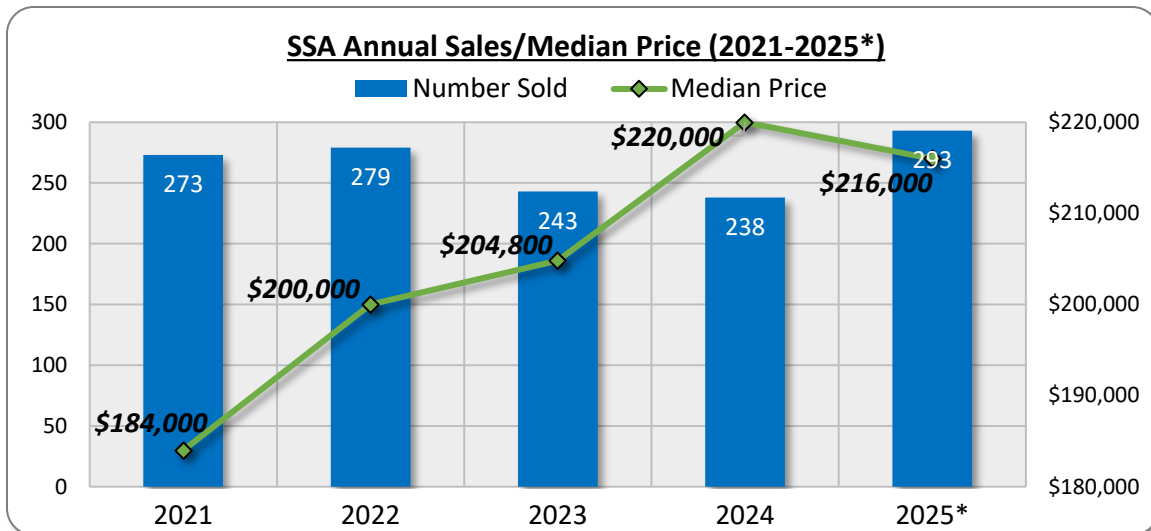
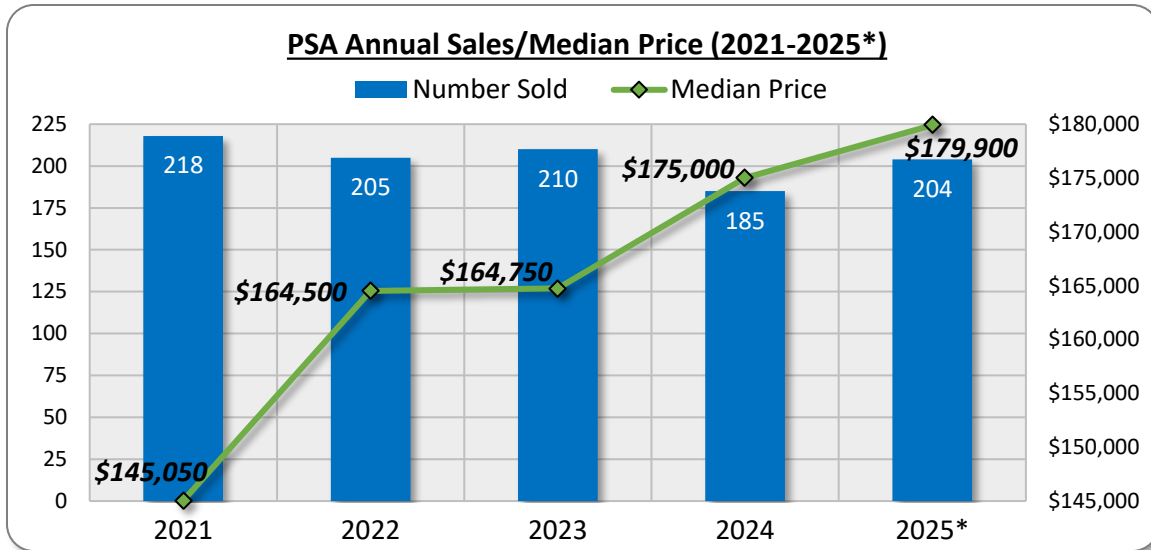
bedroom units, which comprise one-half (50.0%) of the available units in the PSA, have an average rent of approximately \$950. When typical tenant utility costs (at least \$200) are also considered, the inventoried non-conventional two-bedroom units in the PSA have an average *gross* rent of approximately \$1,150. Three-bedroom non-conventional units, which account for nearly one-third (31.8%) of the available units, have an average rent of approximately \$1,171, which would equate to a gross rent of roughly \$1,371 once utility costs are included. While the typical rents for the available non-conventional rentals are only moderately higher than the comparable multifamily Tax Credit units, the additional housing cost negatively influences housing affordability for low-income households that are unable to locate Tax Credit or government-subsidized housing in the area. In addition, most non-conventional rentals lack the on-site management and project amenities that many traditional multifamily rentals offer.

The available non-conventional rentals identified in the PSA (Fairmont) and the SSA (Balance of County) are summarized in the following table.

Available Non-Conventional Rentals (Non-Student)						
Bedroom Type	Units	Average Number of Baths	Average Square Feet	Rent Range	Average Rent	Average Rent Per Square Foot
PSA (Fairmont)						
One-Bedroom	4	1.0	425	\$750 - \$850	\$800	\$1.40
Two-Bedroom	22	1.1	628	\$580 - \$1,425	\$950	\$1.11
Three-Bedroom	14	1.2	1,124	\$550 - \$1,750	\$1,171	\$0.85
Four-Bedroom	4	1.5	1,026	\$850 - \$1,850	\$1,213	\$0.74
Total	44	Overall Vacancy Rate: 2.0%				
SSA (Balance of County)						
One-Bedroom	4	1.0	211	\$750 - \$1,400	\$1,065	\$0.27
Two-Bedroom	5	1.1	850	\$950 - \$1,200	\$1,070	\$0.56
Three-Bedroom	4	1.5	300	\$575 - \$1,500	\$1,113	\$0.31
Four-Bedroom	1	1.0	0	\$1,650 - \$1,650	\$1,650	\$0.00
Total	14	Overall Vacancy Rate: 0.7%				

Source: Facebook; Homes.com; Hotpads; Redfin; Zillow

Annual home sales volume within the PSA (Fairmont) has fluctuated since 2021, while the median sales price has steadily increased during the time period. A total of 1,016 homes were sold in the PSA (Fairmont) between January 1, 2021 and December 20, 2025. The number of homes sold annually (sales volume) within the PSA during this time period ranged from 185 in 2024 to 218 in 2021. Based on the number of sales (198) through December 20, 2025, it is projected that approximately 204 homes will be sold in the PSA during 2025. Between 2021 and 2025, the overall median sales price of homes in the PSA increased each year, and the median sales price of \$179,900 in 2025 is 24.0% higher than the median sales price of the homes sold in the PSA in 2021. While there are many similarities in the trends for the SSA (Balance of County), it is noteworthy that a small decrease (1.8%) in sales price occurred within the area in 2025. While a number of factors may have contributed to the recent increases in median price (e.g., average year built, average size, nearby market trends, etc.), limited availability or increases in demand can also greatly influence rapid pricing increases.



Source: Redfin.com & Bowen National Research
 *2025 full year projection for sales volume

Compared to the overall inventory of owner-occupied housing units and recent historical sales volume in the PSA (Fairmont) and SSA (Balance of County), there is limited for-sale housing availability in both areas. As of December 20, 2025, there are 28 available for-sale homes in the PSA and 49 available for-sale homes in the SSA. Compared to the overall inventory of owner-occupied homes in each area, the available for-sale homes represent an *availability rate* of 0.6% in the PSA and 0.4% in the SSA. Both availability rates are well below the healthy range of 2.0% to 3.0% for a well-balanced for-sale/owner-occupied market. Similarly, the *Months Supply of Inventory* (MSI) for the PSA and SSA was calculated based on sales history occurring between January 2021 and December 2025. Considering the average absorption rate for each area, the homes listed as available for purchase in each area represent approximately 1.6 months (PSA) and 2.2 months (SSA) of supply. Typically, healthy and well-balanced markets have an available supply that should take about four to six months to absorb (if no other units are added to the market). As such, there appears to be a

significant lack of available for-sale inventory in both Fairmont and the Balance of County based on both for-sale housing metrics. This can contribute to a rapid increase in home prices and impede household growth in an area.

The following table summarizes key metrics for the available for-sale residential units in the PSA and the SSA as of December 20, 2025.

Available For-Sale Housing – Marion County, WV (As of December 20, 2025)						
Location	Total Units	% Share of County	Availability Rate / MSI	Median List Price	Average Days on Market	Average Year Built
PSA (Fairmont)	28	36.4%	0.6% / 1.6	\$224,950	41	1938
SSA (Balance of County)	49	63.6%	0.4% / 2.2	\$259,900	97	1976

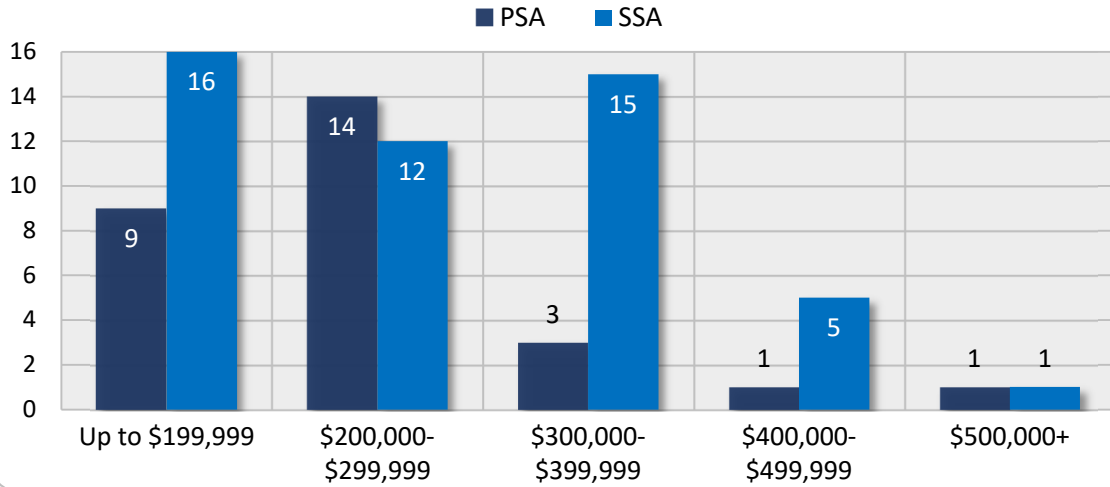
Source: Redfin.com & Bowen National Research

Although Home Pricing has Increased Significantly since 2021, a Substantial Share of the Available For-Sale Homes in the Area are Priced Below \$300,000, a Price Point That is Attractive to Many First-Time Homebuyers.

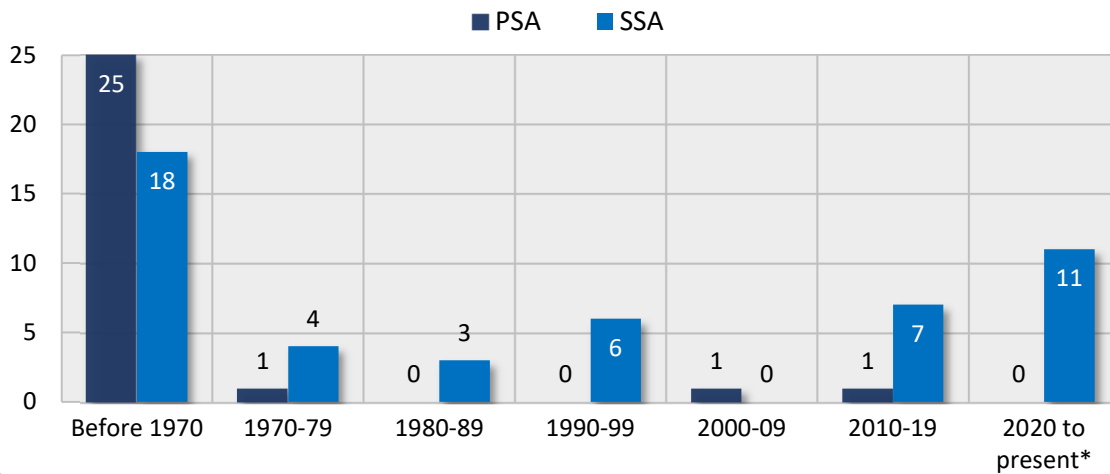
Within the PSA (Fairmont), the largest share (50.0%) of available for-sale homes are priced between \$200,000 and \$299,999, followed by homes priced below \$200,000 (32.1%). By comparison, the distribution of available homes by price point in the SSA (Balance of County) is much more evenly distributed among each of the three pricing cohorts below \$400,000. Regardless, 82.1% of available homes in the PSA and 57.2% in the SSA are priced below \$300,000. While this distribution is a positive attribute in the sense that homes in the area are generally affordable to many first-time homebuyers and households with moderate incomes, the lack of homes among the higher pricing cohorts likely limits the ability of the area to attract higher-income households. It is also critical to point out that 89.3% of the available homes in the PSA and 36.7% of the homes in the SSA were built prior to 1970. This likely influences the prevalence of the homes at lower price points, but also increases the likelihood that these homes may require costly repairs or modernization.

The distribution of available homes in the PSA and SSA by price point and year built is shown in the following graphs.

Available For-Sale Housing by Price



Available For-Sale Housing by Year Built



*As of December 20, 2025

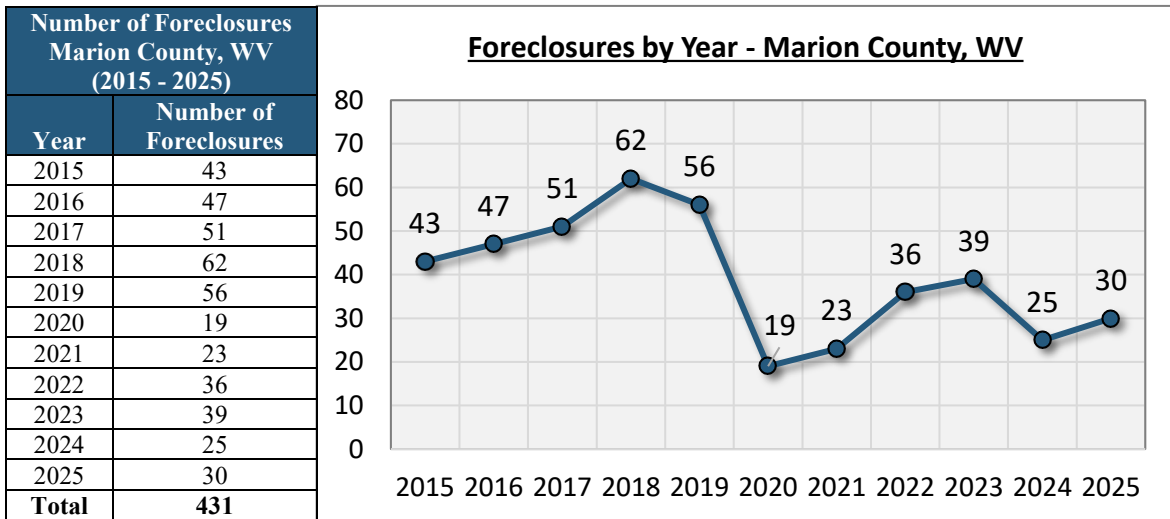
Additional information regarding the available for-sale inventory in each of the study areas is available in Section VI (Housing Supply Analysis), starting on page VI-32.

OTHER HOUSING MARKET FACTORS

Factors other than demography, employment, and supply can affect the strength or weakness of a given housing market. As such, an overview of community services, residential foreclosures, blight, and development opportunities, public transit and parking, and a summary of the area’s higher education institutions are provided in Section VII of this Housing Needs Assessment. Below is summary of some of the key findings from evaluating these other housing market factors.

Residential foreclosures within Marion County have declined since 2020. A total of 431 foreclosures occurred in Marion County between 2015 and 2025, reflecting an annual average of approximately 39 foreclosures during this period. Overall, foreclosure activity in Marion County was highest between 2015 and 2019, with the peak activity (62 foreclosures) occurring in 2018. Starting in 2020, foreclosure activity decreased significantly due to federal foreclosure moratoriums, state judicial stays for certain civil matters, and voluntary lender-sponsored forbearance agreements that materialized in response to the economic effects from the COVID-19 pandemic. Despite the cessation of many of these programs, foreclosures within the county have remained historically low over the past couple years. Among the 30 total foreclosures in the county in 2025, 14 foreclosures occurred in the PSA (Fairmont) and 16 occurred within the surrounding SSA (Balance of County).

The following table and graph illustrate foreclosures by year for Marion County between 2015 and 2025.



Source: Marion County Clerk

Based on this analysis, residential foreclosure activity within Fairmont and the Balance of County has diminished significantly since 2019. The foreclosures appear to be concentrated among lower priced homes (generally around \$100,000). The rates of foreclosure for both Fairmont (0.3%) and the surrounding Balance of County (0.1%) are considered relatively low. Regardless, foreclosure activity should be monitored over the years ahead as rising foreclosure activity may represent a housing issue in the future.

The City of Fairmont has taken significant steps to reduce the number of blighted residential structures during the past several years. Blight, which is generally considered the visible decline of real estate property, 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 and upgrade older housing. The City of Fairmont currently maintains a list of blighted properties known as the BAD (Blighted, Abandoned, Dilapidated) Buildings Inventory. There are currently 59 residential housing units on the list, with the majority of the housing units located in the West Side Coalition, East Side, and Fleming-Watson neighborhoods of Fairmont. In addition to maintaining the BAD Buildings Inventory, the City has demolished a significant number of similar structures in recent years. A total of 168 structures, or an annual average of 13 structures, were demolished by the City of Fairmont between 2012 and 2025, though demolition activity was particularly prevalent between 2021 and 2023. Details of blighted and demolished structures are included starting on page VII-8.

Numerous potential sites exist within Fairmont that could support future residential development. A total of 17 properties were identified within Fairmont that could potentially support residential development. Three of these properties contain at least one existing building that could represent adaptive reuse. The remaining 14 properties were vacant or undeveloped parcels of land that could potentially support residential development. The 17 identified properties represent approximately 355 acres of land and over 51,000 square feet of existing structure area. Note that four of the 17 identified properties are over 20 acres in size, which may permit the development of larger residential or mixed-use projects. Note that the availability and feasibility of identified properties for potential residential use is beyond the scope of this study.

It is critical to point out that the properties identified in this section do not represent a complete list of all properties that are available for residential development in Fairmont. There are likely additional sites, both parcels and buildings, within the city that could be placed on the market and made available for development or redevelopment. Based on the preceding data and analysis, the availability of sites does not appear to be a barrier to residential development within Fairmont. Potential development opportunities for both new construction and adaptive reuse of existing structures are available within the city. Future housing plans should consider ways to leverage these potential sites to attract and support residential development.

While off-campus student housing appears to be in high demand, some of the housing is relatively old and may be showing signs of disinvestment. There are several off-campus housing options for college and university students, including but not limited to, single-family home rentals, duplexes/triplexes/quadplexes, and apartments. A total of 117 units were identified within larger multifamily rental properties that are primarily marketed to students. The largest of these properties (Falcon Crest) was surveyed by Bowen National Research. As of December 2025, this 54-unit property offered one- and two-bedroom units and was 100% occupied. In December 2024 and January 2025, Bowen National Research also identified 10 *non-conventional student*

rentals in the PSA (Fairmont) that were listed as *available* for rent. Non-conventional rentals are generally considered rental properties consisting of four or less units within a structure and include single-family homes, duplexes, units over store fronts, and mobile homes. Based on this inventory of non-conventional rentals and the four larger multifamily rentals that were identified, there appears to be limited availability for off-campus student rentals in Fairmont. It is worth pointing out that several housing metrics were evaluated (e.g., age of product, estimated home values, etc.) of the city’s existing housing stock, including product located near the Fairmont State University campus. Based on evaluation of these metrics, combined with personal on-site observations by analysts at Bowen National Research, it does appear that housing in areas immediately to the east of the Fairmont State University campus may be showing signs of disinvestment and that this area may need to be part of future housing initiatives and efforts.

HOUSING GAP ESTIMATES

The PSA (Fairmont) has an overall five-year (2025 to 2030) housing gap of 1,194 rental and for-sale units at a variety of affordability levels. It is projected that the PSA has a five-year **rental** housing gap of 643 units and a **for-sale** housing gap of 551 units. These housing gaps include new units needed to meet projected household growth, as well as units to address existing households living in substandard housing or households in severe housing cost burdened situations. Therefore, housing solutions can include a combination of new construction, repairing existing housing, and providing financial housing assistance. The following tables summarize the approximate housing gaps by affordability level that exist in Fairmont over the next five years.

Fairmont, West Virginia				
Rental Housing Gap Estimates (2025-2030)				
Percent of Median Income	≤50%	51%-80%	81%-120%	121%+
Household Income Range	≤\$44,450	\$44,451-\$71,120	\$71,121-\$106,680	\$106,681+
Monthly Rent Range	≤\$1,111	\$1,112-\$1,778	\$1,779-\$2,667	\$2,668+
Overall Units Needed	284	167	140	52
Total Rental Housing Gap				643

PSA (Fairmont, West Virginia)				
For-Sale Housing Gap Estimates (2025-2030)				
Percent of Median Income	≤50%	51%-80%	81%-120%	121%+
Household Income Range	≤\$44,450	\$44,451-\$71,120	\$71,121-\$106,680	\$106,681+
Price Point	≤\$148,166	\$148,167-\$237,066	\$237,067-\$355,600	\$355,601+
Overall Units Needed	0	140	333	78
Total For-Sale Housing Gap				551

As the preceding tables illustrate, the *rental* housing gap is most heavily concentrated among product that is affordable to households earning up to 50% of Area Median Household Income (AMHI), though notable gaps exist for all affordability levels. By comparison, the *for-sale* housing gap is substantially more concentrated among product that is affordable to households earning between 81% and 120% of AMHI, or product priced between \$237,067 and \$355,600. Regardless, there are housing gaps for a

variety of housing affordability levels, reflecting a wide range of housing needs within the subject area. These housing gaps should serve as a guide for establishing local housing goals and priorities.

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

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

Housing Issues Relative to Overall Housing Gaps by Tenure		
Housing Issues	Share of Rental Housing	Share of For-Sale Housing
PSA (Fairmont)		
New Housing Needs	~49%	~86%
Housing Quality	~17%	~4%
Housing Affordability	~34%	~10%

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

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

Details of this analysis, including methodology and assumptions, and housing gaps for the surrounding SSA (Balance of County) are included in Section VIII.

RECOMMENDED HOUSING STRATEGIES

The following summarizes key strategies for Fairmont, West Virginia that should be considered to address housing issues and needs of the market. These strategies do not need to be done concurrently, nor do all strategies need to be 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 inform housing decisions.

Set Housing Goals and Priorities and Explore Possible Housing Funding Resources – It is recommended that local housing advocates and local government set housing goals and prioritize housing efforts that best fit the local market’s needs. Such goals and priorities can be established by using the findings (including the housing gap estimates) of this Housing Needs Assessment, as well as gathering input from the local leaders and residents. Local decision makers will want to prioritize efforts associated with new construction and preservation of the existing housing supply, senior and family housing, different housing affordability levels, and other aspects of housing product types. While identification of housing programs and funding sources was not part of this study, local stakeholders and leaders should also explore housing funding resources, including federal, state and local housing programs and other resources that best align with area’s housing goals.

Support Affordable Workforce Residential Development and Preservation – As shown throughout much of this study, there is a large base of households living in housing that is unaffordable and of poor quality, and there is limited availability among both the rental and for-sale housing supply, particularly for housing alternatives affordable to lower income households (Note: There were *no vacant* multifamily rentals among the affordable properties surveyed in Fairmont or the overall county). Given that it is often difficult for developers to create affordable housing in the local market due to the rent and income limitations and/or high development costs, local leaders and housing advocates should consider various incentives, assistance and strategies that make the development of affordable housing more viable for developers. This may include such things as lowering/waiving local government fees associated with development, selling of publicly owned land/properties with requirements that affordable housing be built on such sites, providing infrastructure assistance, providing site preparation assistance, offering density bonuses, establishing Tax Increment Financing (TIF) districts, offering tax abatements, establishing a community land trust, and/or issuing a local housing bond. Such incentives should be structured for the types of affordable housing alternatives that local leaders deem as priorities or goals for the community. Area leaders may want to explore involving local employers in possible housing solutions and incentives that help support local workforce housing issues.

Explore Efforts to Encourage the Development of Senior-Oriented Housing to Enable Seniors to Transition into More Maintenance-Free Housing, Including Senior Care Housing Alternatives – Fairmont has a notable base of seniors aged 65 and older that is expected to increase by 188 households, or 17.3%, between 2025 and 2030. Currently, there is a limited inventory of *available* housing of all types in the city, with age-restricted government-subsidized apartment projects fully occupied and very limited choices offered in the market specifically for seniors. As a result, seniors in the market who wish to downsize into smaller, more maintenance-free independent rental or for-sale housing may have difficulty finding housing that meets their specific needs. It is recommended that the additional development of senior-oriented housing be supported, with possible incentives to encourage such development.

Leverage Existing Potential Sites and Expand the Base of Potentially Developable Sites – As shown in Section VII of this report, there were 17 sites identified (both vacant parcels and land with buildings) that could potentially support residential development projects in the city. Such sites should be marketed and promoted to developers and investors of real estate, in an effort to encourage residential development. It may benefit the city to build and maintain an inventory of potential residential sites, which can be done by encouraging property owners to publicly share information on potential sites that could be sold for residential development opportunities. Additionally, city leaders may want to establish a formal Land Bank that could acquire tax-delinquent properties to potentially add sites to the market's inventory of potential sites.

Consider Developing a Blight Mitigation Program or Strategy – While notable progress has been made in identifying and addressing blighted housing over the past several years, it is clear that poor housing quality and residential blight continue to represent a significant segment of the local housing market. It is worth noting that respondents to the stakeholder survey conducted by Bowen National Research indicated that clearing blighted and unused structures to create land for new development should be given high priority in the city. Housing quality issues can often deter private sector reinvestment, stymie residential development, adversely impact property values, and can have an overall negative consequence on a neighborhood. It is recommended that local leaders and housing advocates consider reassessing and possibly expanding the current housing preservation and code enforcement efforts. Additionally, community leaders may want to initiate a comprehensive assessment of residential blight that includes a detailed inventory of blight (and the degree of such blight) and develop a specific Blight Mitigation Plan. Local leaders could review and implement portions of blight mitigation plans and efforts that have been successful in other communities. This may include such efforts made in the cities of Huntington and Charleston, West Virginia.

Monitor Off-Campus Student Housing Market Conditions and Consider Developing a Strategy to Address Housing Quality Issues Often Associated with Such Housing

– While this study did not involve a deep-dive analysis of the off-campus student housing market, analysts from Bowen National Research made on-site observations of both multifamily and non-conventional (e.g., houses, duplexes, etc.) off-campus student housing alternatives identified in the market. While such housing is provided throughout the city, it does appear that a notable concentration of such housing is located just east of the Fairmont State University (FSU) campus. Based on on-site observations and a review of various published metrics of this particular area compared to the rest of Fairmont, it does appear that the area east of the FSU campus does have a notable amount of older and lower quality housing and that some signs of disinvestment are evident. City leaders (and possibly FSU) could consider building an inventory of the existing housing stock in this area that includes some assessment of quality (possibly noting specific homes that exhibit exterior evidence of disrepair), identifying property owners of such properties, and developing a plan to address notable housing quality issues. This may involve the same or similar approach cited in the previously noted Blight Mitigation recommendations.

Consider Forming a Housing Commission/Coalition/Task Force and Implementing a County or Regional Approach to Addressing Housing Issues

– The area could benefit from the creation of a housing organization such as a commission, coalition, or task force that would be formed to spearhead housing efforts and serve as the area’s “Housing Champion.” This group should be comprised of organizations and/or individuals familiar with the housing issues and opportunities within the area and be representative of a broad spectrum of interests and knowledge. Local housing advocates should also give some consideration to retaining a housing consultant that can educate decision makers on housing programs and financing, help build consensus, and ultimately assist in implementing housing efforts. This can be an individual already working for a local municipality or the county government, someone that works for a nonprofit group, or an existing housing advocacy group. This can also be an outside consultant that can work under a short-term contract and answers to an elected body (council, commission, etc.). Area leaders and housing advocates should explore establishing a county or regional approach to addressing housing issues through joint infrastructure agreements (if practical), joint marketing and outreach efforts, joint grant applications, sharing of data and developing online resources.

Consider Implementing a Pro-Active Approach to Attract and Involve Housing Development Partners – It is recommended that consideration be given to developing a marketing and outreach campaign to attract potential development partners that could be involved in helping to address housing issues and goals in Fairmont. Such outreach could include creating press releases, providing guest articles or advertising in housing trade magazines, sponsoring and/or presenting housing findings and opportunities at housing industry conferences, hosting a local housing conference or developers’ day, and creating housing brochures or other marketing materials (both print and online versions). Targeted groups should include developers, housing investors and lenders, foundations and nonprofit organizations, and other groups associated with housing.

Support and Expand Education and Outreach Campaign to Help Support Housing Initiatives – Educating the public (e.g., elected officials, housing advocates, lenders, property owners, employers, citizens, etc.) on the importance of and need for different housing types should be areas of focus in Fairmont. This should include developing an education/outreach program with a focused objective that ultimately supports local housing efforts. The program could, for example, include educating landlords on the Housing Choice Voucher program, informing potential homebuyers about homebuying requirements and assistance (credit repair, down payments, etc.), and advising existing homeowners on home repair assistance and home maintenance. Additional outreach efforts should involve both informing and engaging area residents, elected officials, area employers and other stakeholders on the benefits of developing affordable housing for families, the workforce, and seniors. Such efforts could help to mitigate stigmas associated with affordable housing, illustrate the benefits such housing has on the local economy, and help to get the community to “buy in” on housing initiatives. Annual or other periodic housing forums or workshops, preparing annual reports, or marketing material could be used to help communicate housing advocate messaging. Ideas on community engagement and outreach can be found at:

<https://localhousingsolutions.org/plan/engaging-the-community-in-the-development-of-a-local-housing-strategy/>

OR

<https://housingtoolkit.ca-ilg.org/how-engage-your-community-tiers-public-engagement-framework>

III. COMMUNITY OVERVIEW AND STUDY AREAS

A. FAIRMONT, WEST VIRGINIA

This report focuses on the housing needs of Fairmont, West Virginia. Originally established in 1820 as the town of Middleton and incorporated in 1843 as the borough of Fairmont, the present-day city of Fairmont is approximately 8.6 square miles and is located within Marion County in the north central portion of West Virginia. Fairmont is approximately 20 miles southwest of Morgantown, West Virginia and approximately 140 miles northeast of Charleston, West Virginia. The main thoroughfares that serve the Fairmont area include Interstate 79, U.S. Highways 19 and 250, and State Routes 273 and 310.

Fairmont has an estimated population of 18,036 in 2025, which is a decrease of 385, or 2.1%, since 2020. The city's estimated population density is 2,097.2 persons per square mile in 2025, which is significantly higher compared to the state of West Virginia (73.8 persons per square mile). Fairmont serves as the county seat of Marion County and is home to the county courthouse, Fairmont State University, Fairmont Medical Center, NASA Katherine Johnson Independent Verification and Validation (IV & V) Facility, Robert H. Mollohan Research Center, and the National White Collar Crime Center (NW3C) along with various commercial businesses and employment opportunities. Some of the main attractions within the city include the Marion County Historical Museum as well as numerous parks and recreational activities.

In Fairmont, approximately 63.1% of households are owner households. Based on 2023 estimates from the American Community Survey, over 70% of rental units are within structures of four or fewer units (including mobile homes), while all of the identified owner-occupied units are comprised of these smaller structures (primarily single-family homes) and mobile homes. Additional information regarding the city's demographic characteristics and trends, economic conditions, and housing supply are included throughout this report.

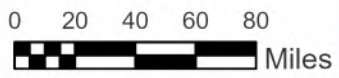
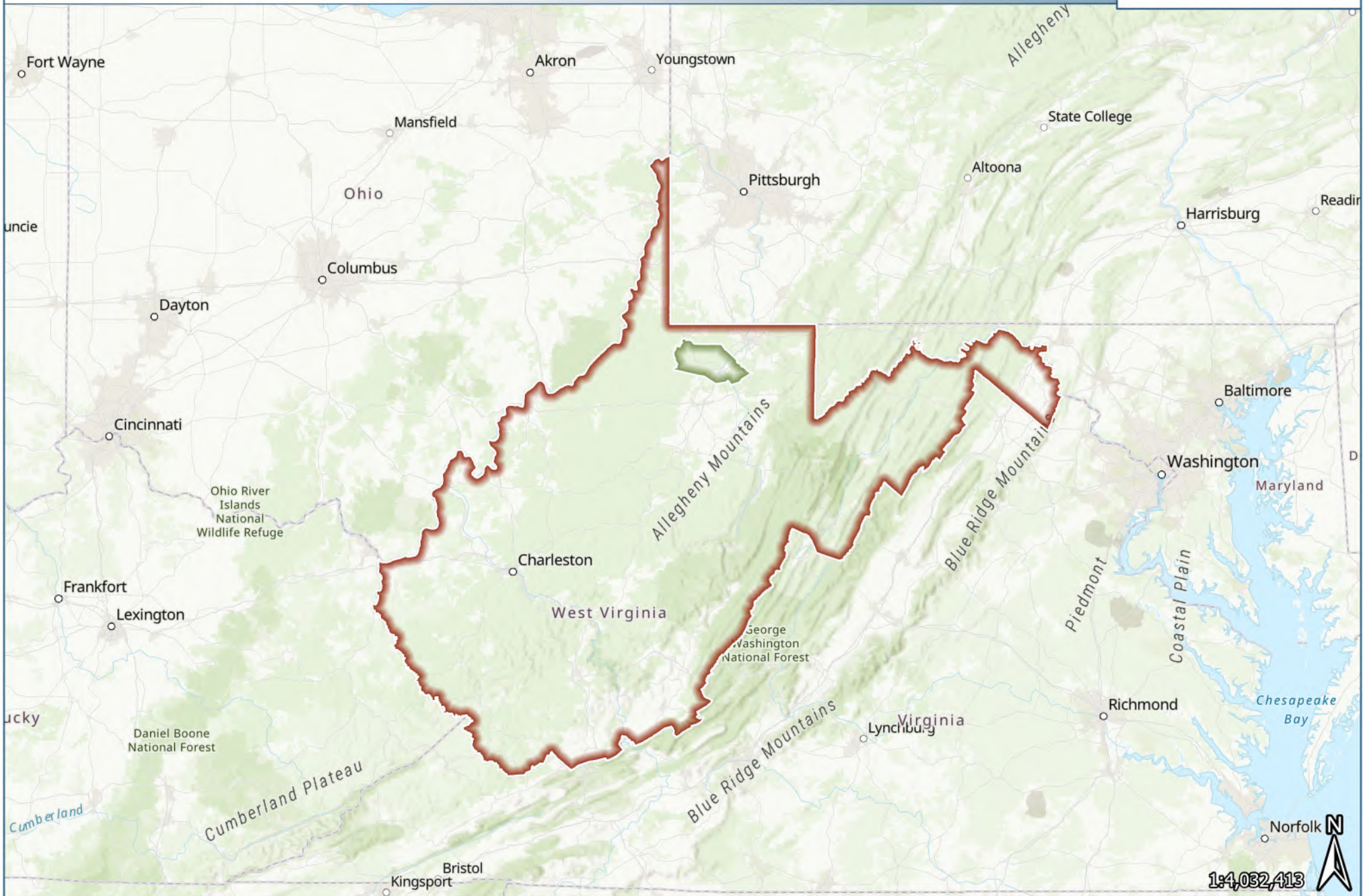
B. STUDY AREA DELINEATIONS

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

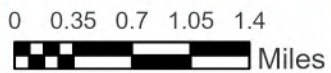
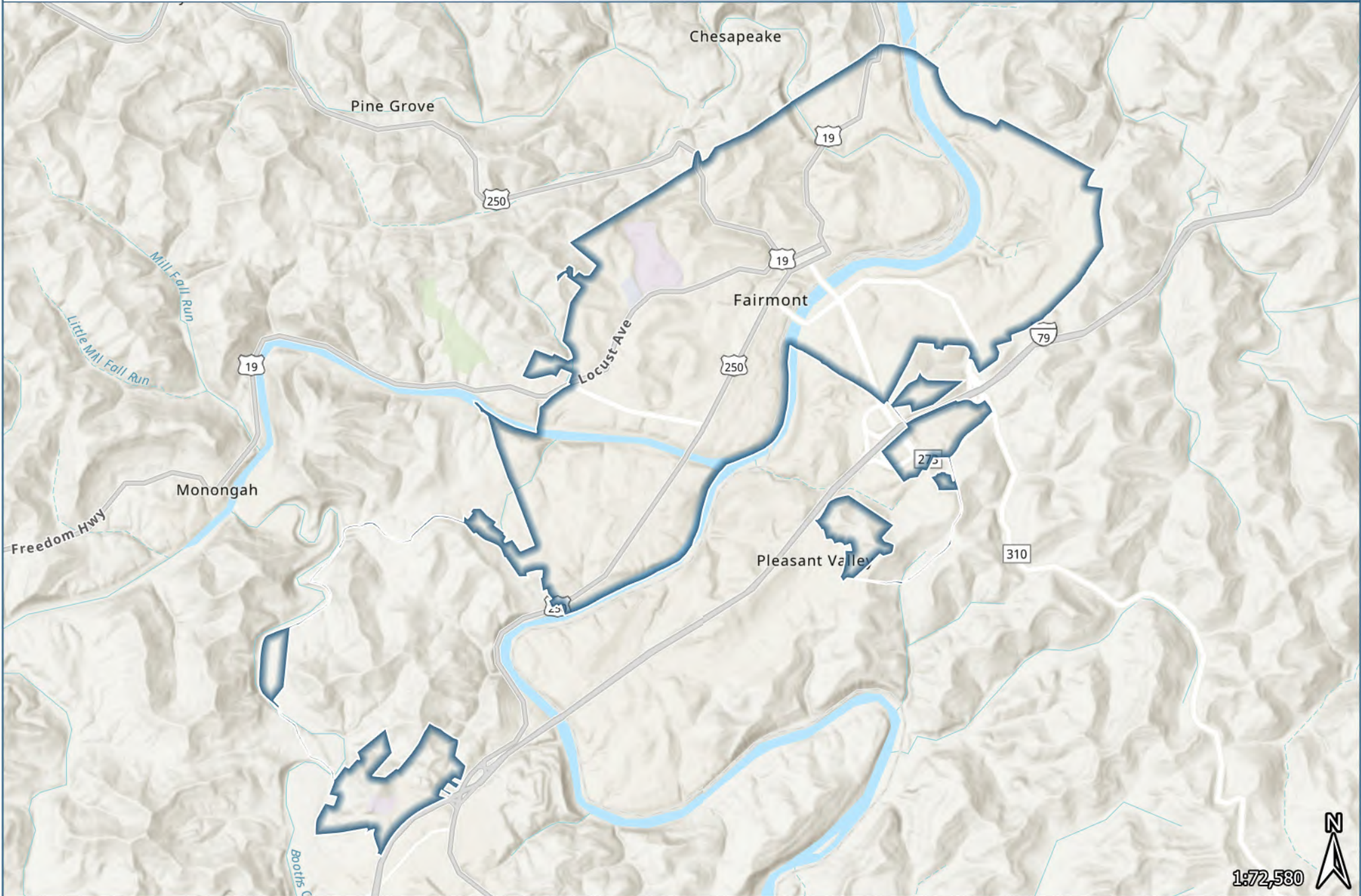
Primary Study Area – The Primary Study Area (PSA) is the city of Fairmont, West Virginia.

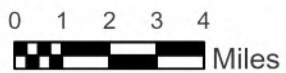
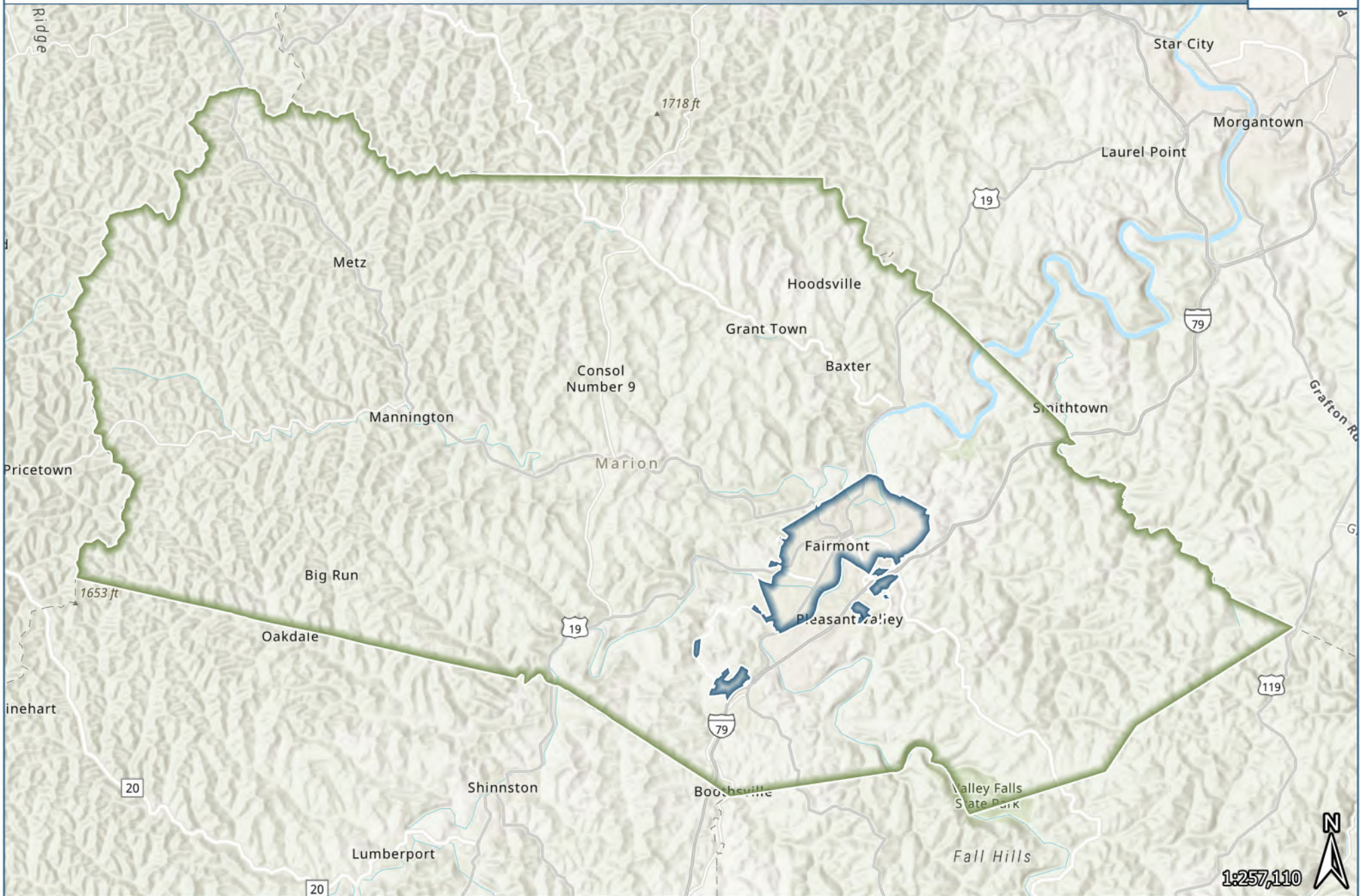
Secondary Study Area – The Secondary Study Area (SSA) is the Balance of Marion County, which encompasses the area outside the city of Fairmont but within Marion County.

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



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





IV. DEMOGRAPHIC ANALYSIS

A. INTRODUCTION

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

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

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

It is important to note that 2010 and 2020 demographics are based on U.S. Census data (actual count), while 2025 and 2030 data are based on calculated estimates provided by ESRI, a nationally recognized demographic firm. The accuracy of these estimates depends on the realization of certain assumptions:

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

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

B. POPULATION CHARACTERISTICS

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

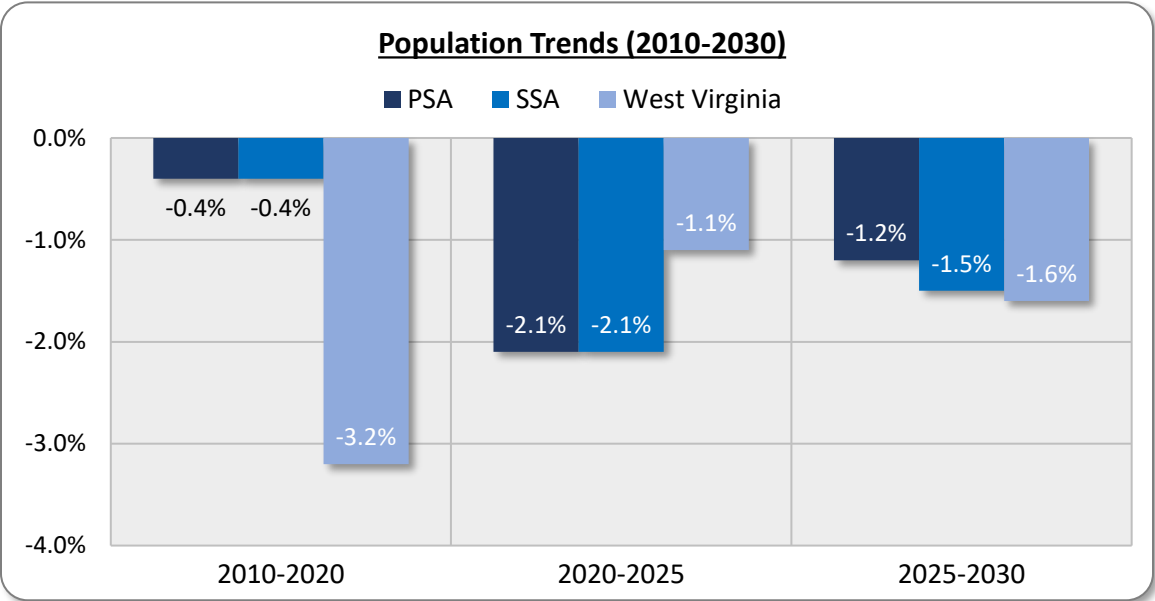
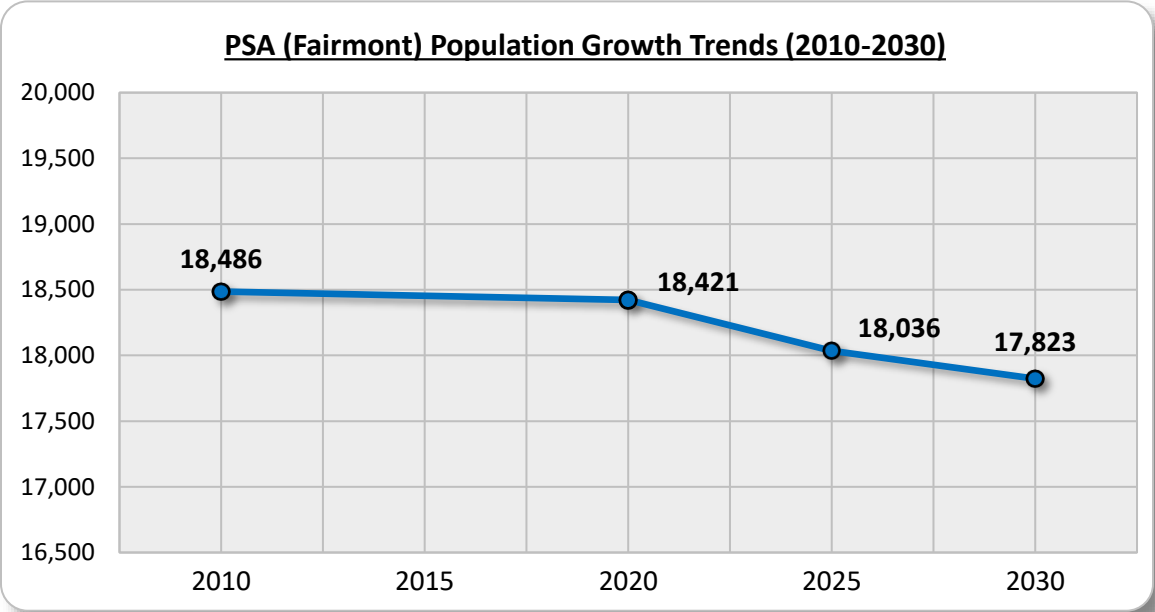
	Total Population				Population Change					
	2010	2020	2025	2030	2010-2020		2020-2025		2025-2030	
	Census	Census	Estimated	Projected	Number	Percent	Number	Percent	Number	Percent
PSA	18,486	18,421	18,036	17,823	-65	-0.4%	-385	-2.1%	-213	-1.2%
SSA	37,932	37,784	36,982	36,421	-148	-0.4%	-802	-2.1%	-561	-1.5%
Marion County	56,418	56,205	55,018	54,244	-213	-0.4%	-1,187	-2.1%	-774	-1.4%
West Virginia	1,853,335	1,794,026	1,773,503	1,745,603	-59,309	-3.2%	-20,523	-1.1%	-27,900	-1.6%

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

Between 2010 and 2020, the population within the PSA (Fairmont) decreased by 65 (0.4%), which is identical to the percentage decline that occurred within the SSA (Balance of County). The percentage declines that occurred within the PSA and SSA were notably less than the 3.2% population decline that occurred within the state of West Virginia during this time period. In 2025, the total estimated population of the PSA is 18,036, which is nearly one-third (32.8%) of the total population within Marion County. Overall, this reflects a decline in population of 385 (2.1%) within the PSA since 2020. Between 2025 and 2030, the population of the PSA is projected to further decrease by 213 (1.2%). The projected decline within the PSA is slightly less than the projected declines for both the SSA (1.5%) and state (1.6%) over the next five years.

It is critical to point out that *household* changes, as opposed to population, are more material in assessing housing needs and opportunities. Historical and projected household changes for the study area are covered later in this section starting on page IV-12.

The following graphs illustrate the change in population since 2010 and projected through 2030.



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

	Population Density								
	Population				Area (Sq. Mi.)	Persons per Square Mile			
	2010	2020	2025	2030		2010	2020	2025	2030
PSA	18,486	18,421	18,036	17,823	8.6	2,149.5	2,142.0	2,097.2	2,072.4
SSA	37,932	37,784	36,982	36,421	452.8	83.8	83.4	81.7	80.4
Marion County	56,418	56,205	55,018	54,244	461.4	122.3	121.8	119.2	117.6
West Virginia	1,853,335	1,794,026	1,773,503	1,745,603	24,041.2	77.1	74.6	73.8	72.6

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

With a population density of 2,097.2 persons per square mile in 2025, the PSA (Fairmont) is substantially more densely populated than the SSA (Balance of County) and the state of West Virginia, which have population densities of 81.7 and 73.8 persons per square mile, respectively. Although density is an important factor in determining the types of housing needed within an area, other factors such as household income, household size, and tenure composition (renters versus owners) also significantly influence overall housing needs.

Noteworthy population and household characteristics for each study area based on 2019-2023 American Community Survey data are illustrated in the following table.

	Select Population and Household Characteristics (2023)					
	Minority Population	Unmarried Population	No High School Diploma	College Degree	Households Below Poverty Level	Household Movership Rate
PSA	2,531 (13.6%)	8,767 (56.3%)	968 (7.9%)	4,760 (39.0%)	1,249 (16.1%)	615 (7.9%)
SSA	1,944 (5.2%)	13,498 (43.3%)	2,041 (7.7%)	8,765 (33.1%)	1,682 (11.1%)	490 (3.2%)
Marion County	4,475 (8.0%)	22,265 (47.6%)	3,009 (7.8%)	13,525 (34.9%)	2,931 (12.8%)	1,105 (4.8%)
West Virginia	162,465 (9.1%)	749,455 (50.3%)	144,583 (11.4%)	399,808 (31.5%)	123,127 (17.1%)	31,915 (4.4%)

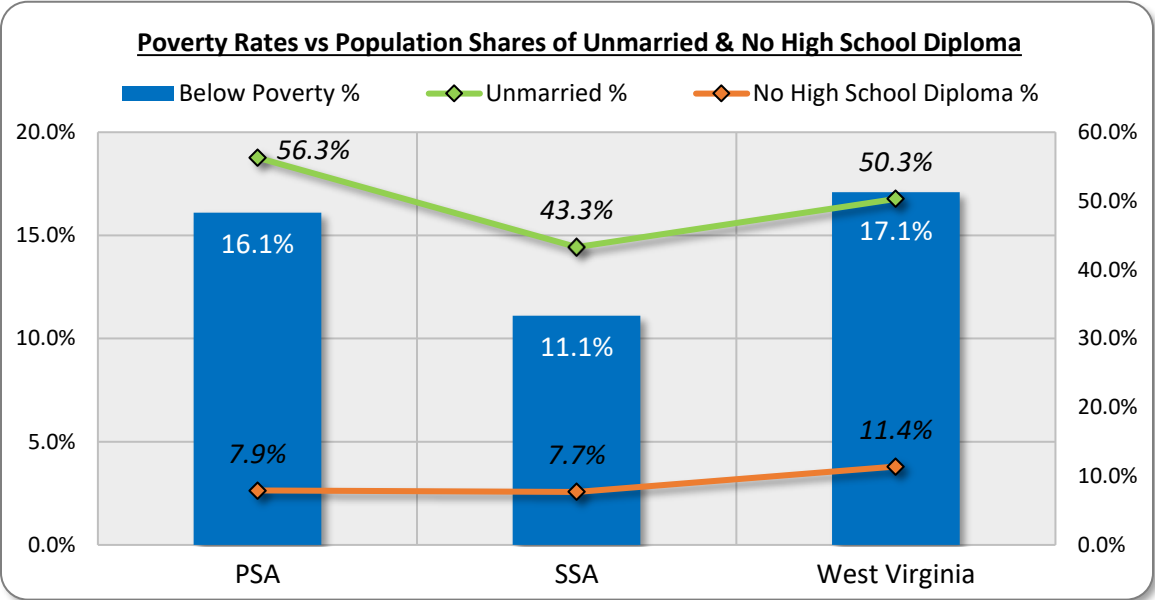
Source: American Community Survey 2019-2023; ESRI; Bowen National Research

As the preceding table illustrates, racial/ethnic minority populations in the PSA (Fairmont) comprise a moderately larger share (13.6%) of the overall population as compared to the SSA (Balance of County) and the state, which have racial/ethnic minority population shares of 5.2% and 9.1%, respectively. Among the adult population of the PSA, 56.3% is unmarried, which is larger than the shares in the SSA (43.3%) and state (50.3%). The share of the adult population in the PSA that lacks a high school diploma (7.9%) is slightly larger than the 7.7% share within the SSA, but notably less than the state share of 11.4%, while the share (39.0%) of individuals in the PSA with a college degree is larger than the corresponding shares for both the SSA (33.1%) and the state (31.5%). Although the 16.1% share of households living in poverty within the PSA is higher than the SSA share of 11.1%, both shares are lower than the

statewide share of 17.1%. The household movership rate, which is the share of households moving within or into a given area year over year, is 7.9% in the PSA. This is a notably higher movership rate compared to the SSA (3.2%) and state (4.4%).

Overall, the comparably higher share of unmarried individuals in the PSA likely reduces household earning potential (fewer multiple income households). Conversely, the two educational attainment factors likely have a positive influence on earning potential in the PSA as compared to the educational attainment influence at the state level. This likely contributes to the slightly lower share of households living below poverty level within the PSA as compared to households within the state of West Virginia.

The following graph compares select population characteristics for the PSA (Fairmont), SSA (Balance of County), and the state.



Migration Patterns

While the analysis on the preceding pages illustrates recent population changes, future population projections, and population characteristics such as race, marital status, and educational attainment, the following data addresses where people *move* to and from, referred to as migration patterns. For the purposes of this analysis, the Census Bureau’s Population Estimates Program (PEP) is considered the most reliable source for the components of population change, which includes natural change, domestic migration, and international migration. To evaluate mobility patterns by *age* and *income*, the U.S. Census Bureau’s migration estimates published by the American Community Survey for 2023 (latest year available) is utilized, while data from the Internal Revenue Service (IRS) is used to analyze *county-to-county* migration *flows*. It is

important to note that while county administrative boundaries are likely imperfect reflections of commuter sheds, moving across a county boundary is often an acceptable distance to make a meaningful difference in a person’s local housing and labor market environment. The migration data within this section is intended to provide general insight regarding the contributing factors of population change, and as such, gross population changes within this data should not be compared to other tables which may be derived from alternate data sources such as the Decennial Census or American Community Survey.

The following table illustrates the cumulative change in total population for *Marion County* between April 2010 and July 2024. Note that components of change data is unavailable for geographies below the county level.

Estimated Components of Population Change for Marion County, West Virginia April 1, 2010 to July 1, 2024						
Years	Population Change*	Percent Change	Natural Change	Net Domestic Migration	Net International Migration	Total Net Migration
2010-2020	-489	-0.9%	-522	-110	190	80
2020-2024	-561	-1.0%	-1,214	487	133	620

Source: U.S. Census Bureau, Population Division, March 2025

*Includes residuals of (-47) and (33) representing the change that cannot be attributed to any specific demographic component

Overall, Marion County experienced a net population decrease between 2010 and 2020 and between 2020 and 2024 due to various components of change. During the most recent time period, there was a natural decrease (more deaths than births) in population of 1,214, while net migration accounted for an increase of 620. This increase in net migration was largely influenced by *domestic* migration to Marion County, though international migration also had a positive influence on the population change. Regardless, this continues to be offset by the substantial natural decrease, which was more significant during the most recent time period. While this data is not specific to the PSA (Fairmont), these factors likely have a very similar influence on population changes within the PSA. Although other factors such as employment can determine where a household ultimately chooses to reside, housing availability and affordability can be key components to this decision.

The following table details the *shares* of domestic in-migration by three select age cohorts for the PSA (Fairmont), SSA (Balance of County), and Marion County from 2014 to 2023.

Domestic County Population In-Migrants by Age, 2014 to 2023		
PSA (Fairmont)		
Age	2014-2018	2019-2023
1 to 34	81.4%	72.6%
35 to 54	10.9%	16.0%
55+	7.7%	11.4%
Median Age (In-state migrants)	20	22.7
Median Age (Out-of-state migrants)	26.4	21.3
Median Age (International migrants)	27.9	18.8
Median Age (Fairmont)	35	34.9
SSA (Balance of County)		
Age	2014-2018	2019-2023
1 to 34	71.9%	68.9%
35 to 54	15.8%	14.3%
55+	12.3%	16.8%
Median Age (In-state migrants)	24	22.5
Median Age (Out-of-state migrants)	29.8	21.9
Median Age (International migrants)	59.3	87.4
Median Age (Balance of County)	48.4	46.7
Marion County		
Age	2014-2018	2019-2023
1 to 34	77.4%	71.2%
35 to 54	13.0%	15.4%
55+	9.6%	13.4%
Median Age (In-state migrants)	22	22.6
Median Age (Out-of-state migrants)	28.1	21.6
Median Age (International migrants)	43.6	53.1
Median Age (Marion County)	41.7	40.8

Source: U.S. Census Bureau, 2018 & 2023 5-Year ACS Estimates (S0701); Bowen National Research
 *Approximated median ages based on the medians for the city of Fairmont and Marion County

Between 2014 and 2018, 81.4% of in-migrants to the PSA (Fairmont) were less than 35 years of age, 10.9% were between the ages of 35 and 54, and 7.7% were aged 55 or older. Between 2019 and 2023, the share of in-migrants between the ages of 35 and 54 increased to 16.0% and those aged 55 and older increased to 11.4%, while the share for in-migrants less than 35 years of age decreased to 72.6%. Regardless, in-migrants under the age of 35 continue to comprise the majority of the overall in-migrants to the PSA, even though the data illustrates that in-migrants aged 35 and older have increased in share in recent years.

Between 2014 and 2018, the majority (71.9%) of in-migrants to the SSA (Balance of County) were less than 35 years of age, which is a much lower share than that of the PSA. Conversely, the distribution of in-migrants in the SSA was more concentrated among in-migrants between the ages of 35 and 54 (15.8%) and those aged 55 and older (12.3%) as compared to the distribution in the PSA. Between 2019 and 2023, the share of in-migrants aged 55 or older (16.8%) increased within the SSA, while the shares of in-migrants less than 35 years of age (68.9%) and those between the ages of 35 and 54 (14.3%) decreased.

Overall, this data illustrates that the majority of in-migrants to both the PSA and SSA are typically less than 35 years of age. Despite this, in-migrants to the PSA are increasingly more likely to be aged 35 or older, while in-migrants to the SSA are more likely to be seniors (aged 55 or older) as compared to the previous reporting period between 2014 and 2018.

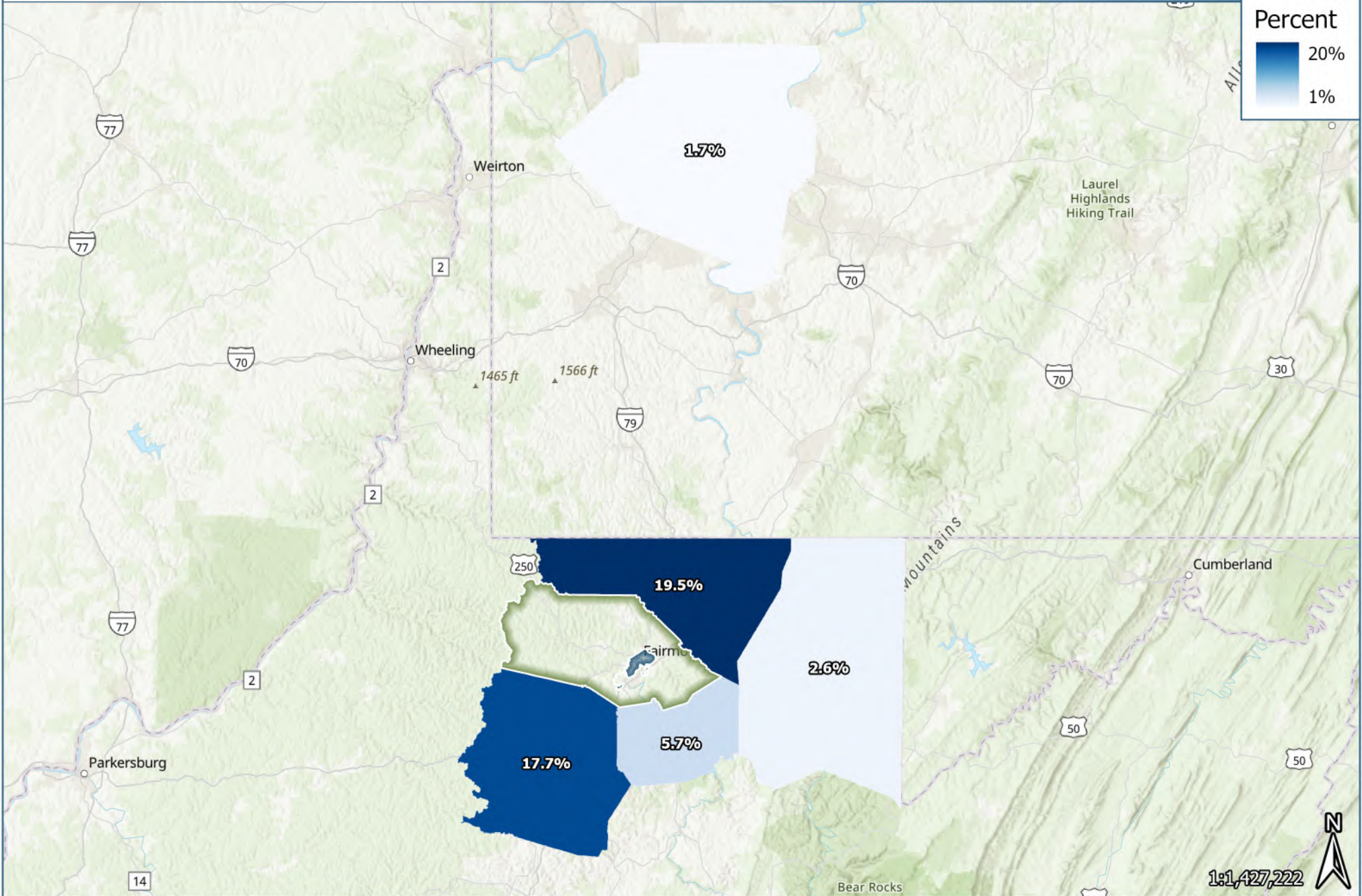
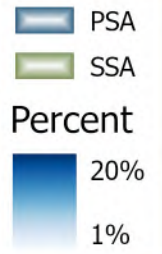
To further illustrate migration patterns within Marion County, the following table summarizes the county-to-county migration *inflow* and *outflow* for Marion County from 2021 to 2022. Note that this data is based on the change in home address for IRS tax returns filed in 2021 (previous residence) versus the tax returns filed in 2022 (new address). The percent for each county is the share of the individuals, or population, included on the tax returns for the given county compared to the overall in-migration population. Counties which directly border Marion County are illustrated in **red** text.

Top Migration Inflow/Outflow Counties Marion County, WV (2021-2022)					
Inflow			Outflow		
County	Number	Percent	County	Number	Percent
Monongalia County, WV	411	19.5%	Monongalia County, WV	381	18.2%
Harrison County, WV	373	17.7%	Harrison County, WV	379	18.1%
Taylor County, WV	120	5.7%	Taylor County, WV	112	5.3%
Preston County, WV	55	2.6%	Lewis County, WV	41	2.0%
Allegheny County, PA	36	1.7%	Preston County, WV	40	1.9%
Other Flows - Same State	407	19.3%	Other Flows - Same State	328	15.7%
Other Flows - Different State	711	33.6%	Other Flows - Different State	813	38.8%
Total	2,113	100.0%	Total	2,094	100.0%

Source: Internal Revenue Service, Statistics of Income (2021-2022); Bowen National Research

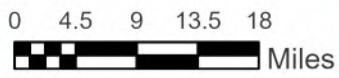
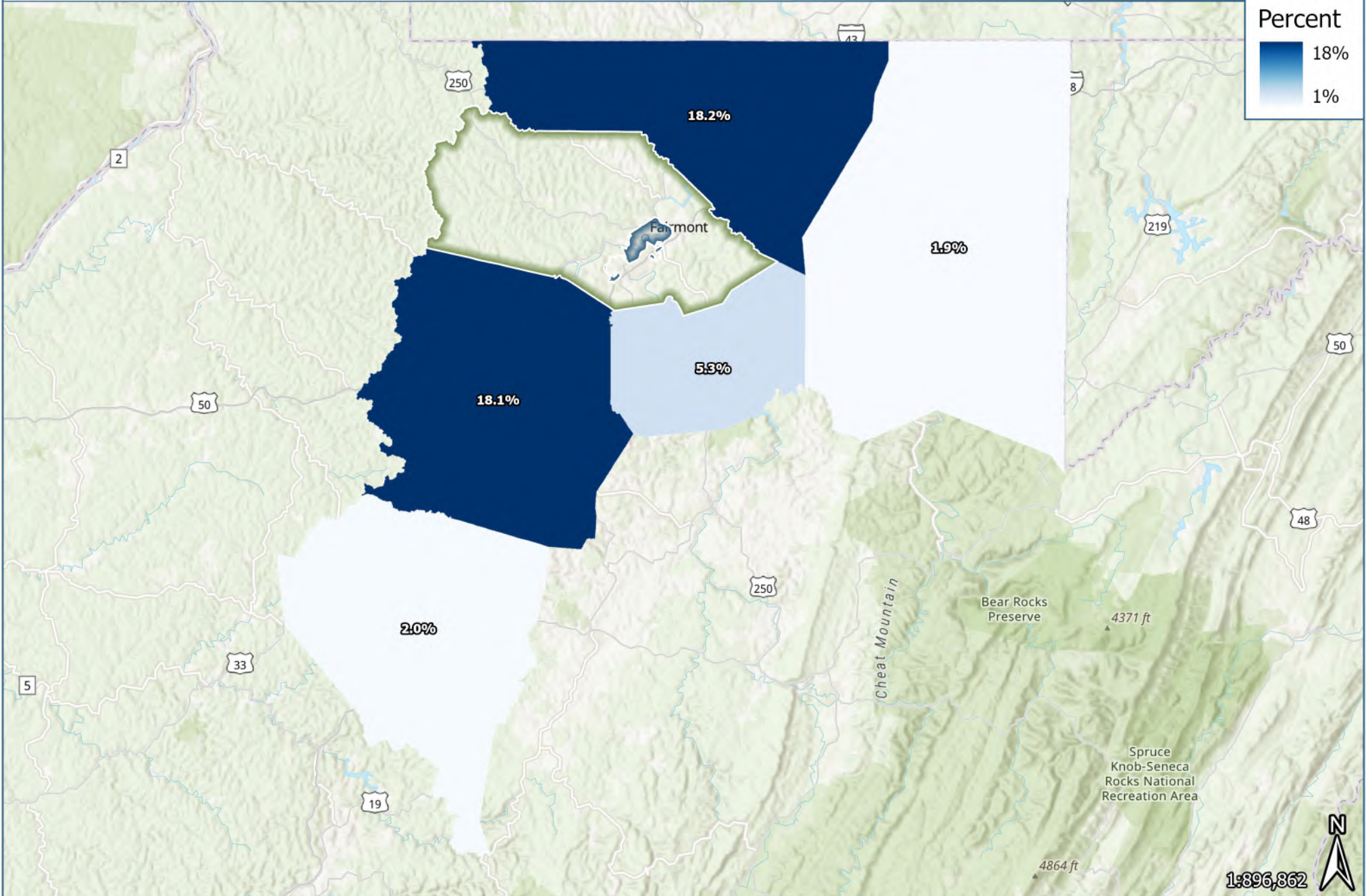
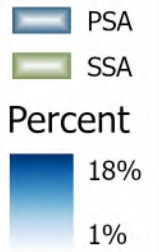
As the preceding table illustrates, three of the top five inflow counties directly border Marion County and collectively account for 42.9% of the total population inflow between 2021 and 2022. Monongalia County, which directly borders Marion County to the north and includes the population center of Morgantown, is both the top inflow and top outflow county. Similarly, Harrison County (Clarksburg/Bridgeport) and Taylor County (Grafton) border Marion County to the south and comprise the second and third largest sources of both inflow and outflow. Notably, one of the top five inflow counties is Allegheny County, Pennsylvania, which includes the city of Pittsburgh. While a number of factors can draw in-migrants from a larger metropolitan area such as this, it is not uncommon for housing affordability to be one of the factors. Overall, the data illustrates that county-to-county migration flows are primarily regional based, and substantial portions of both migration inflow and outflow are associated with counties that directly border Marion County.

Maps illustrating the shares of migration inflow and outflow by county for Marion County from 2021 to 2022 are shown on the following pages.



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





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

Income Distribution by Mobility Status for Population Age 15+ Years*							
Area	Mobility Status	<\$25,000		\$25,000 to \$50,000		\$50,000+	
		Number	Percent	Number	Percent	Number	Percent
PSA (Fairmont)	In-Migrants	753	63.8%	220	18.6%	207	17.5%
	Existing Residents	4,480	35.7%	4,002	31.9%	4,054	32.3%
SSA (Balance of County)	In-Migrants	427	49.4%	222	25.7%	216	25.0%
	Existing Residents	9,150	34.5%	7,931	29.9%	9,434	35.6%
Marion County	In-Migrants	1,180	57.7%	442	21.6%	423	20.7%
	Existing Residents	13,630	34.9%	11,933	30.6%	13,488	34.5%

Source: U.S. Census Bureau, 2023 5-Year American Community Survey (B07010); Bowen National Research

*Excludes population with no income

According to 2023 American Community Survey data, 63.8% of the population that moved to the PSA (Fairmont) from outside of Marion County earned less than \$25,000 per year, 18.6% earned between \$25,000 and \$49,999, and 17.5% earned \$50,000 or more. Within the SSA (Balance of County), the share (49.4%) of in-migrants earning less than \$25,000 per year is much lower than the share within the PSA. Similarly, the shares of in-migrants earning between \$25,000 and \$50,000 (25.7%) and those earning more than \$50,000 or more annually (25.0%) within the SSA are notably higher than the corresponding shares (18.6% and 17.5%, respectively) for the PSA. Overall, the vast majority of individuals moving to Marion County earn low to moderate incomes. Although it is likely that a significant share of the population earning less than \$25,000 per year consists of children over the age of 15 and young adults considered to be dependents within a larger family, and some of these individuals may live within multiple income households, this illustrates that demand for affordable housing options is present among in-migrants to the area. As such, future housing developments should consider a variety of affordability levels in order to facilitate future in-migration within Fairmont and Marion County.

Based on an evaluation of the components of population change, the population decrease between 2010 and 2024 in the PSA and Marion County was primarily due to a natural decrease. The data also illustrates that the majority (72.6%) of in-migrants to Fairmont in recent years were less than 35 years of age, while nearly two-thirds (63.8%) earned less than \$25,000 annually. Regardless, there is notable diversity among in-migrants with respect to age and income, and it is apparent that Marion County draws in-migrants from an exceptionally large geographic area. These factors should be considered when evaluating the overall housing needs within the area.

C. HOUSEHOLD CHARACTERISTICS

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

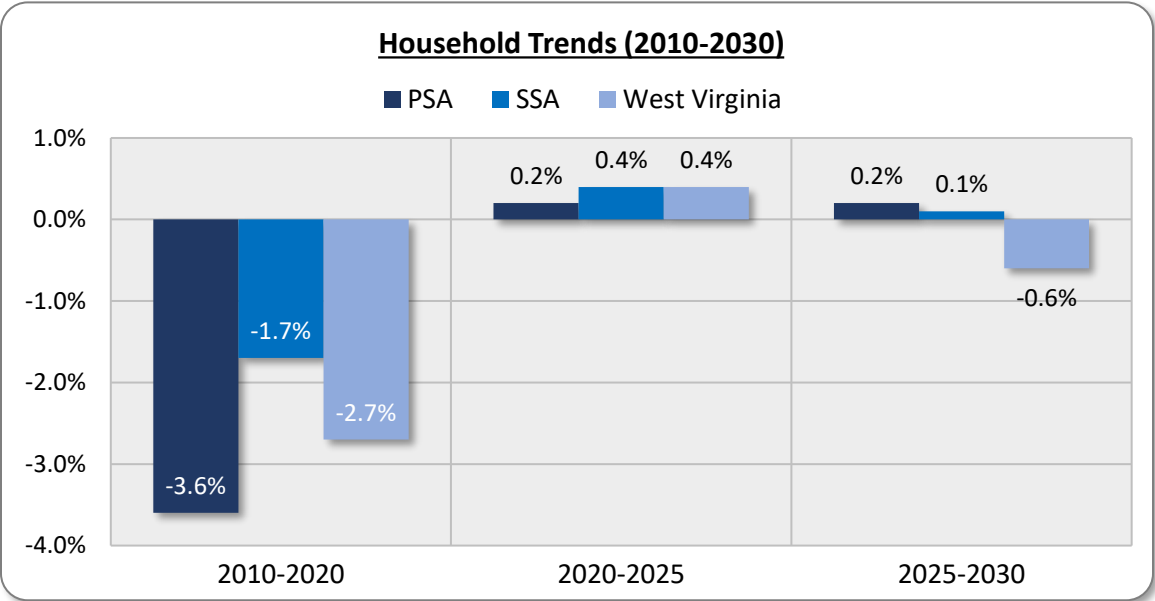
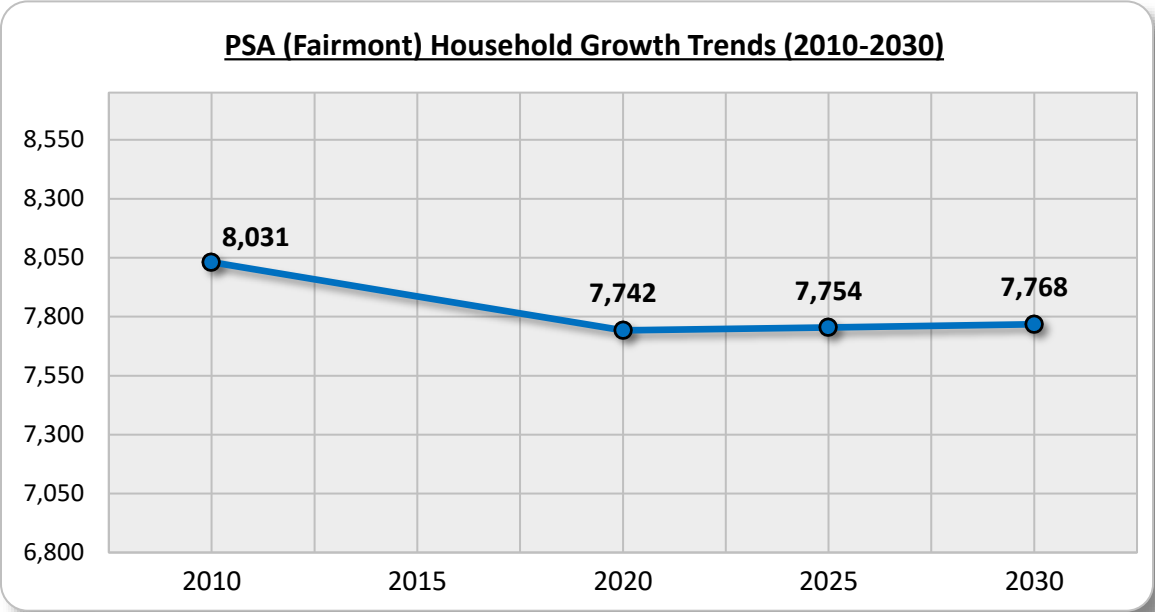
	Total Households				Household Change					
	2010 Census	2020 Census	2025 Estimated	2030 Projected	2010-2020		2020-2025		2025-2030	
					Number	Percent	Number	Percent	Number	Percent
PSA	8,031	7,742	7,754	7,768	-289	-3.6%	12	0.2%	14	0.2%
SSA	15,755	15,481	15,550	15,572	-274	-1.7%	69	0.4%	22	0.1%
Marion County	23,786	23,223	23,304	23,340	-563	-2.4%	81	0.3%	36	0.2%
West Virginia	763,933	743,539	746,561	742,429	-20,394	-2.7%	3,022	0.4%	-4,132	-0.6%

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

Between 2010 and 2020, the number of households within the PSA (Fairmont) decreased by 289 (3.6%). This is a larger percentage decline when compared to the 1.7% decrease within the SSA (Balance of County) and 2.7% decrease within the state during the time period. In 2025, there is an estimated total of 7,754 households in the PSA, reflecting one-third (33.3%) of the total households within Marion County. Between 2020 and 2025 the number of households increased slightly within the PSA (0.2%), SSA (0.4%), and state (0.4%). Between 2025 and 2030, the number of households in the PSA and SSA are projected to increase marginally (0.2% and 0.1%, respectively), while the number of households within the state of West Virginia is projected to decline by 0.6%, or roughly 4,100 households.

It should be noted that household growth or decline alone does not dictate the total housing needs of a market. Other factors that influence housing needs, which are addressed throughout this report, include: households living in substandard or cost-burdened housing, commuting patterns, pent-up demand, availability of existing housing, and product in the development pipeline.

The following graphs illustrate the change in households between 2010 and projected through 2030:



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

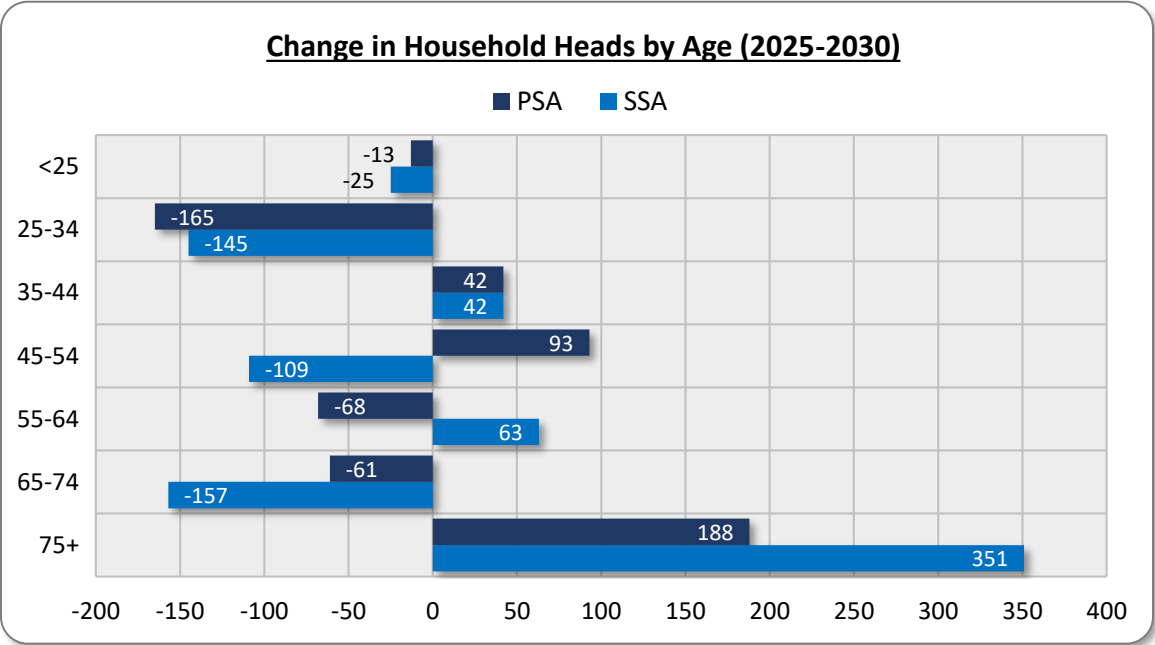
		Household Heads by Age						
		<25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
PSA	2020	537 (6.9%)	1,263 (16.3%)	1,213 (15.7%)	1,118 (14.4%)	1,365 (17.6%)	1,303 (16.8%)	944 (12.2%)
	2025	466 (6.0%)	1,274 (16.4%)	1,281 (16.5%)	1,115 (14.4%)	1,200 (15.5%)	1,331 (17.2%)	1,086 (14.0%)
	2030	453 (5.8%)	1,109 (14.3%)	1,323 (17.0%)	1,208 (15.5%)	1,132 (14.6%)	1,270 (16.3%)	1,274 (16.4%)
	Change 2025-2030	-13 (-2.8%)	-165 (-13.0%)	42 (3.3%)	93 (8.3%)	-68 (-5.7%)	-61 (-4.6%)	188 (17.3%)
SSA	2020	494 (3.2%)	1,870 (12.1%)	2,289 (14.8%)	2,687 (17.4%)	3,044 (19.7%)	3,017 (19.5%)	2,079 (13.4%)
	2025	435 (2.8%)	1,892 (12.2%)	2,329 (15.0%)	2,669 (17.2%)	2,757 (17.7%)	2,987 (19.2%)	2,482 (16.0%)
	2030	410 (2.6%)	1,747 (11.2%)	2,371 (15.2%)	2,560 (16.4%)	2,820 (18.1%)	2,830 (18.2%)	2,833 (18.2%)
	Change 2025-2030	-25 (-5.7%)	-145 (-7.7%)	42 (1.8%)	-109 (-4.1%)	63 (2.3%)	-157 (-5.3%)	351 (14.1%)
Marion County	2020	1,031 (4.4%)	3,133 (13.5%)	3,502 (15.1%)	3,805 (16.4%)	4,409 (19.0%)	4,320 (18.6%)	3,023 (13.0%)
	2025	901 (3.9%)	3,166 (13.6%)	3,610 (15.5%)	3,784 (16.2%)	3,957 (17.0%)	4,318 (18.5%)	3,568 (15.3%)
	2030	863 (3.7%)	2,856 (12.2%)	3,694 (15.8%)	3,768 (16.1%)	3,952 (16.9%)	4,100 (17.6%)	4,107 (17.6%)
	Change 2025-2030	-38 (-4.2%)	-310 (-9.8%)	84 (2.3%)	-16 (-0.4%)	-5 (-0.1%)	-218 (-5.0%)	539 (15.1%)
West Virginia	2020	30,270 (4.1%)	89,970 (12.1%)	108,388 (14.6%)	124,199 (16.7%)	151,364 (20.4%)	140,635 (18.9%)	98,713 (13.3%)
	2025	28,776 (3.9%)	92,536 (12.4%)	108,005 (14.5%)	122,010 (16.3%)	135,832 (18.2%)	144,002 (19.3%)	115,398 (15.5%)
	2030	27,233 (3.7%)	88,122 (11.9%)	110,078 (14.8%)	117,941 (15.9%)	127,193 (17.1%)	139,238 (18.8%)	132,625 (17.9%)
	Change 2025-2030	-1,543 (-5.4%)	-4,414 (-4.8%)	2,073 (1.9%)	-4,069 (-3.3%)	-8,639 (-6.4%)	-4,764 (-3.3%)	17,227 (14.9%)

Source: 2020 Census; ESRI; Bowen National Research

In 2025, household heads between the ages of 65 and 74 comprise the largest individual share (17.2%) of households by age within the PSA (Fairmont). This age cohort also represents the largest individual share of households by age within the SSA (Balance of County) and state, comprising 19.2% and 19.3% of all households within the areas, respectively. Overall, 22.4% of all PSA households are less than 35 years of age, 30.9% are between the ages of 35 and 54, and 46.7% are aged 55 and older. By comparison, 15.0% of all households in the SSA and 16.3% of all households in the state are less than 35 years of age. As such, there is a larger overall proportion of households in the PSA that are less than 35 years of age when compared to the SSA and state. Between 2025 and 2030, household growth in the PSA is projected to occur among

households between the ages of 35 and 54 and households aged 75 and older. Although the largest growth (17.3%) is projected to occur among seniors aged 75 and older, notable growth is also projected for households ages 35 to 44 (3.3%) and 45 to 54 (8.3%) within the PSA. These projected changes are generally similar to the SSA and state in that the most significant growth is projected among the oldest cohort (75 year and older) and more moderate growth is projected for households between the ages of 35 and 44. However, the 8.3% projected growth among households between the ages of 45 and 54 is unique to the PSA as this age cohort is projected to decline in both the SSA and state over the next five years. These projected changes in households by age within the PSA will likely have an influence on housing demand in the area, particularly the demand for senior-oriented housing.

The following graph illustrates the projected change in households by age for each of the study areas.



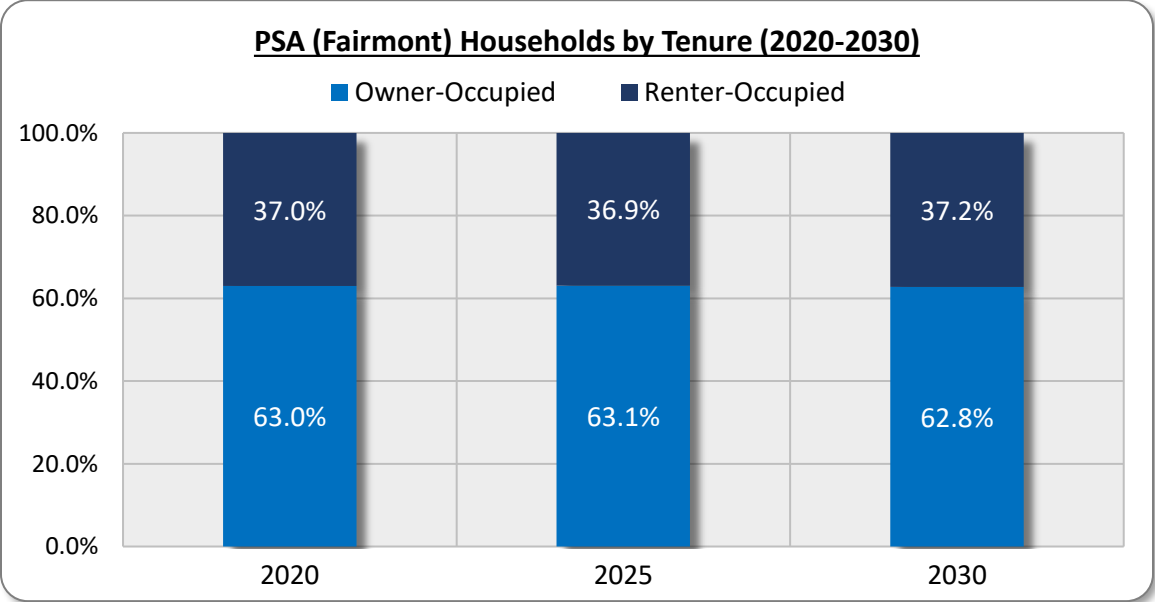
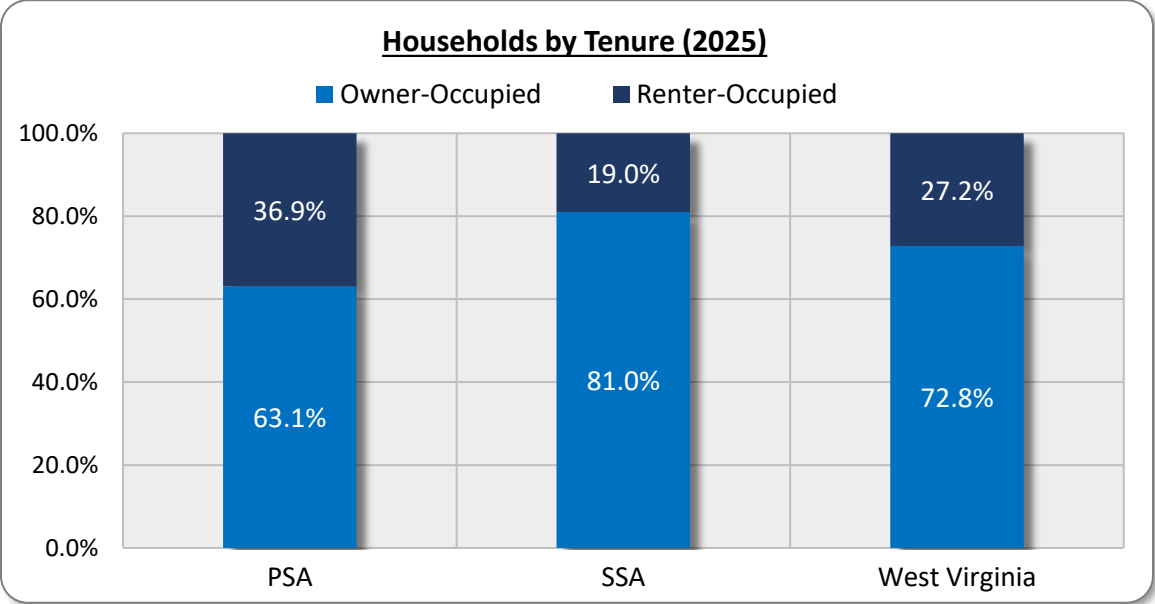
Households by tenure (renters and owners) for selected years are shown in the following table. Note that decreases between 2025 and 2030 are illustrated in red text, while increases are illustrated in green text.

		Households by Tenure							
		2020		2025		2030		Change 2025-2030	
Household Type		Number	Percent	Number	Percent	Number	Percent	Number	Percent
PSA	Owner-Occupied	4,880	63.0%	4,895	63.1%	4,880	62.8%	-15	-0.3%
	Renter-Occupied	2,862	37.0%	2,859	36.9%	2,888	37.2%	29	1.0%
	Total	7,742	100.0%	7,754	100.0%	7,768	100.0%	14	0.2%
SSA	Owner-Occupied	12,532	81.0%	12,599	81.0%	12,592	80.9%	-7	-0.1%
	Renter-Occupied	2,949	19.0%	2,951	19.0%	2,980	19.1%	29	1.0%
	Total	15,481	100.0%	15,550	100.0%	15,572	100.0%	22	0.1%
Marion County	Owner-Occupied	17,412	75.0%	17,494	75.1%	17,472	74.9%	-22	-0.1%
	Renter-Occupied	5,811	25.0%	5,810	24.9%	5,868	25.1%	58	1.0%
	Total	23,223	100.0%	23,304	100.0%	23,340	100.0%	36	0.2%
West Virginia	Owner-Occupied	539,991	72.6%	543,397	72.8%	542,414	73.1%	-983	-0.2%
	Renter-Occupied	203,548	27.4%	203,164	27.2%	200,015	26.9%	-3,149	-1.5%
	Total	743,539	100.0%	746,561	100.0%	742,429	100.0%	-4,132	-0.6%

Source: 2020 Census; ESRI; Bowen National Research

In 2025, 63.1% of households in the PSA (Fairmont) are owner households, while the remaining 36.9% are renter households. This is a much larger share of renter households when compared to the 19.0% share within the SSA (Balance of County) and 27.2% share within the state. Between 2025 and 2030, the number of owner households in the PSA is projected to decrease by 0.3%, or 15 households, while the number of renter households is projected to increase by 1.0% (29 households). This is similar to the projections for the SSA where owner households are projected to marginally decline (0.1%), and renter households are projected to increase by 1.0%. By contrast, owner and renter households within the state of West Virginia are both projected to decline (0.2% and 1.5%, respectively) over the next five years. Although these tenure projections will likely have an influence on the housing market in both the PSA and SSA, other factors such as changes in home mortgage interest rates and home construction costs can greatly influence tenure projections. It is equally important to understand that current housing market conditions such as low availability, pent-up demand, substandard conditions, and housing cost burden can generate housing demand, even in cases where projected household declines exist.

The following graphs illustrate households by tenure for the PSA (Fairmont), SSA (Balance of County), and the state of West Virginia for 2025 and households by tenure for the PSA for 2020, 2025, and 2030 (projected):



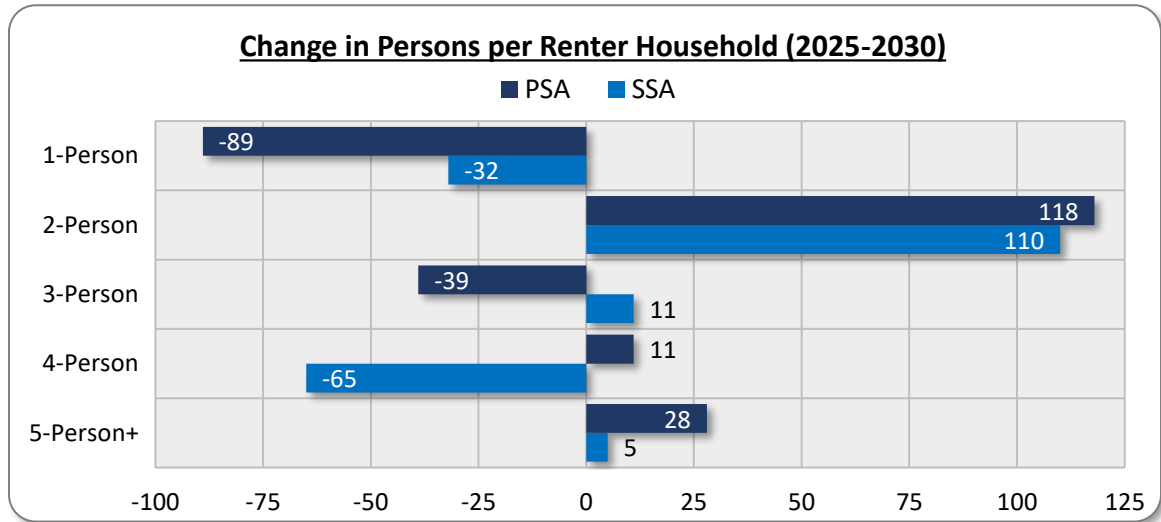
Renter households by size for 2020, 2025 and 2030 are shown in the following table for each study area. Note that 2030 numbers which represent a decrease from 2025 are illustrated in red text, while increases are illustrated in green text.

		Persons Per Renter Household					
		1-Person	2-Person	3-Person	4-Person	5-Person+	Total
PSA	2020	1,289 45.0%	782 27.3%	383 13.4%	240 8.4%	169 5.9%	2,863 100.0%
	2025	1,089 38.1%	994 34.8%	299 10.5%	255 8.9%	222 7.8%	2,859 100.0%
	2030	1,000 34.6%	1,112 38.5%	260 9.0%	266 9.2%	250 8.7%	2,888 100.0%
SSA	2020	1,095 37.2%	903 30.7%	413 14.0%	295 10.0%	240 8.1%	2,946 100.0%
	2025	1,015 34.4%	1,101 37.3%	430 14.6%	164 5.6%	241 8.2%	2,951 100.0%
	2030	983 33.0%	1,211 40.6%	441 14.8%	99 3.3%	246 8.3%	2,980 100.0%
Marion County	2020	2,384 41.0%	1,685 29.0%	796 13.7%	535 9.2%	409 7.0%	5,809 100.0%
	2025	2,104 36.2%	2,095 36.1%	729 12.5%	419 7.2%	463 8.0%	5,810 100.0%
	2030	1,983 33.8%	2,323 39.6%	701 11.9%	365 6.2%	496 8.5%	5,868 100.0%
West Virginia	2020	86,123 42.3%	55,550 27.3%	28,205 13.9%	19,052 9.4%	14,613 7.2%	203,543 100.0%
	2025	88,016 43.3%	56,313 27.7%	28,201 13.9%	17,788 8.8%	12,846 6.3%	203,164 100.0%
	2030	87,662 43.8%	55,867 27.9%	27,788 13.9%	16,908 8.5%	11,790 5.9%	200,015 100.0%

Source: 2020 Census; ESRI; Bowen National Research

In 2025, one-person renter households comprise the largest individual share (38.1%) of renter households by size in the PSA (Fairmont), followed by two-person renter households (34.8%). This is a larger share of one-person renter households when compared to the 34.4% share within the SSA (Balance of County), but smaller than the 43.3% share of one-person renter households in the state. Collectively, one- and two-person renter households comprise 72.9% of all renter households in the PSA and 71.7% of renter households in the SSA. Both shares are slightly larger than the corresponding share (71.0%) for the state. Between 2025 and 2030, projections indicate that two-, four-, and five-person and larger renter households will increase within the PSA, with the largest increase (118 households, or 11.9%) projected to occur among two-person renter households. Two-person renter households are also projected to experience the largest increase (110 households, or 10.0%) within the SSA over the next five years, while renter households of all sizes are projected to decline within the state.

The following graph shows the projected change in persons per *renter* household within the PSA and SSA between 2025 and 2030:



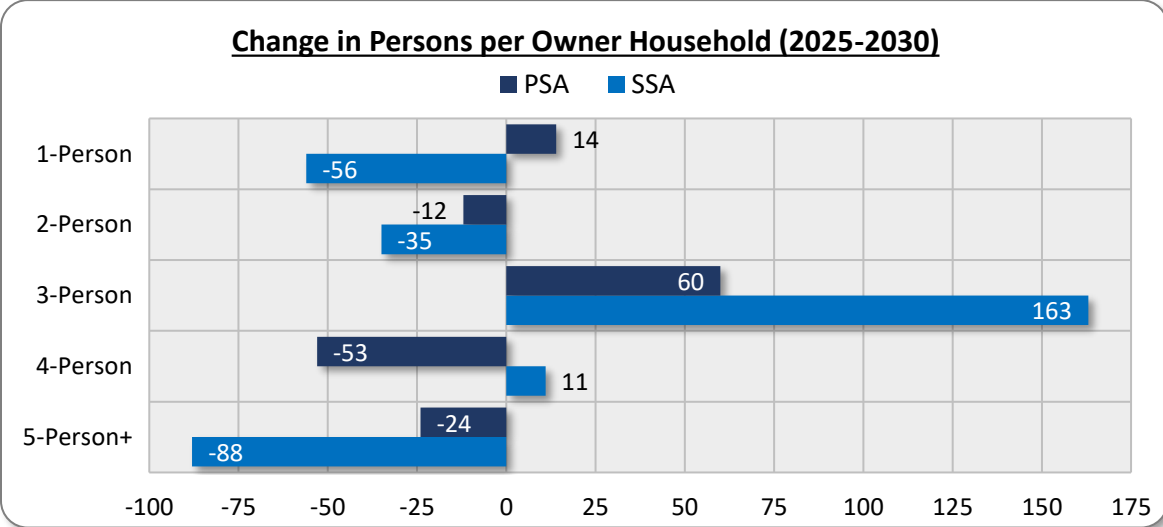
Owner households by size for 2020, 2025 and 2030 for each study area are shown in the following table. Note that 2030 numbers which represent a decrease from 2025 are illustrated in **red** text, while increases are illustrated in **green** text.

		Persons Per Owner Household					
		1-Person	2-Person	3-Person	4-Person	5-Person+	Total
PSA	2020	1,398 28.6%	1,903 39.0%	776 15.9%	504 10.3%	300 6.1%	4,881 100.0%
	2025	1,439 29.4%	1,896 38.7%	906 18.5%	401 8.2%	253 5.2%	4,895 100.0%
	2030	1,453 29.8%	1,884 38.6%	966 19.8%	348 7.1%	229 4.7%	4,880 100.0%
SSA	2020	3,040 24.3%	4,862 38.8%	2,081 16.6%	1,539 12.3%	1,010 8.1%	12,532 100.0%
	2025	2,948 23.4%	4,823 38.3%	2,419 19.2%	1,569 12.5%	840 6.7%	12,599 100.0%
	2030	2,892 23.0%	4,788 38.0%	2,582 20.5%	1,578 12.5%	752 6.0%	12,592 100.0%
Marion County	2020	4,438 25.5%	6,765 38.9%	2,857 16.4%	2,043 11.7%	1,310 7.5%	17,413 100.0%
	2025	4,387 25.1%	6,719 38.4%	3,325 19.0%	1,970 11.3%	1,093 6.2%	17,494 100.0%
	2030	4,345 24.9%	6,672 38.2%	3,548 20.3%	1,926 11.0%	981 5.6%	17,472 100.0%
West Virginia	2020	140,159 26.0%	209,956 38.9%	85,156 15.8%	62,421 11.6%	42,298 7.8%	539,990 100.0%
	2025	144,153 26.5%	213,495 39.3%	85,306 15.7%	61,737 11.4%	38,706 7.1%	543,397 100.0%
	2030	145,445 26.8%	214,215 39.5%	84,958 15.7%	61,086 11.3%	36,710 6.8%	542,414 100.0%

Source: 2020 Census; ESRI; Bowen National Research

In 2025, two-person owner households comprise the largest individual share (38.7%) of owner households by size in the PSA (Fairmont). This is a marginally larger share of such households when compared to the 38.3% share within the SSA (Balance of County), but both shares are less than the 39.3% share within the state. Collectively, one- and two-person owner households comprise 68.1% of all owner households in the PSA and 61.7% of owner households in the SSA. The combined share of one- and two-person owner households in the PSA is moderately higher than the corresponding share (65.8%) within the state, while the share within the SSA is significantly lower. It is also worth noting that the shares of three-person owner households in the PSA (18.5%) and SSA (19.2%) are higher than the statewide share of 15.7%. Between 2025 and 2030, projections indicate that one-person and three-person owner households within the PSA will increase in number, with the largest increase (60 households, or 6.6%) occurring among three-person owner households. Within the SSA, three- and four-person owner households are projected to increase, with the largest increase (163 households, or 6.7%) occurring among three-person owner households. While owner households are projected to experience an overall decline in both the PSA and SSA, these changes in owner households by size will likely have an influence on for-sale housing demand in the area over the next five years.

The following graph illustrates the projected change in persons per *owner* household within the PSA and SSA between 2025 and 2030:



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

	Median Household Income				
	2020 (Census)	2025 (Estimated)	% Change 2020-2025	2030 (Projected)	% Change 2025-2030
PSA	\$43,239	\$57,851	33.8%	\$64,135	10.9%
SSA	\$58,372	\$68,419	17.2%	\$76,012	11.1%
Marion County	\$53,972	\$64,873	20.2%	\$72,329	11.5%
West Virginia	\$48,279	\$59,512	23.3%	\$66,249	11.3%

Source: 2020 Census; ESRI; Bowen National Research

In 2025, the median household income in the PSA (Fairmont) is \$57,841. This is 15.4% lower than the median household income in the SSA (Balance of County) of \$68,419 and 3.0% lower than the state median household income of \$59,512. Between 2025 and 2030, it is projected that the median household income in the PSA will increase by 10.9%, which is a smaller percentage increase than both the SSA (11.1%) and the state (11.3%). As a result, it is projected that the median household income in the PSA will remain below both the SSA and state median household incomes over the next five years.

The distribution of *renter* households by income is illustrated in the following table. Note that declines between 2025 and 2030 are in **red** text, while increases are in **green** text:

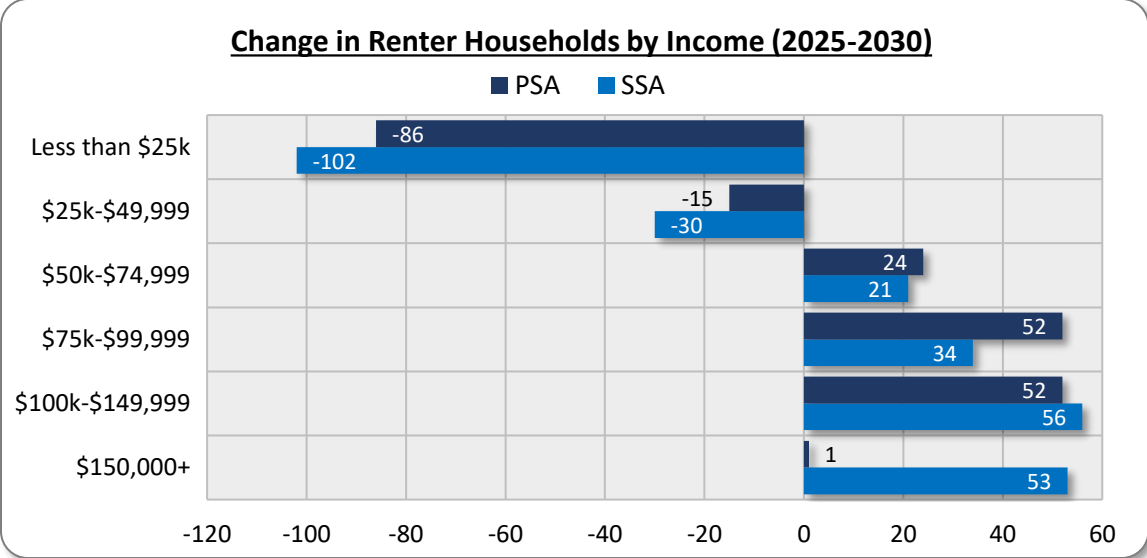
		Renter Households by Income							
		Less Than \$15,000	\$15,000 - \$24,999	\$25,000 - \$34,999	\$35,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 - \$149,999	\$150,000 & Higher
PSA	2020	892 (31.2%)	590 (20.6%)	439 (15.3%)	350 (12.2%)	413 (14.4%)	93 (3.2%)	60 (2.1%)	26 (0.9%)
	2025	580 (20.3%)	387 (13.5%)	440 (15.4%)	467 (16.3%)	436 (15.3%)	360 (12.6%)	156 (5.5%)	34 (1.2%)
	2030	543 (18.8%)	338 (11.7%)	432 (15.0%)	460 (15.9%)	460 (15.9%)	412 (14.3%)	208 (7.2%)	35 (1.2%)
	Change 2025-2030	-37 (-6.4%)	-49 (-12.7%)	-8 (-1.8%)	-7 (-1.5%)	24 (5.5%)	52 (14.5%)	52 (33.3%)	1 (3.0%)
SSA	2020	503 (17.1%)	365 (12.4%)	494 (16.8%)	488 (16.6%)	654 (22.2%)	257 (8.7%)	182 (6.2%)	3 (0.1%)
	2025	516 (17.5%)	299 (10.1%)	381 (12.9%)	519 (17.6%)	639 (21.6%)	329 (11.2%)	245 (8.3%)	21 (0.7%)
	2030	454 (15.2%)	259 (8.7%)	364 (12.2%)	506 (17.0%)	660 (22.1%)	363 (12.2%)	301 (10.1%)	74 (2.5%)
	Change 2025-2030	-62 (-12.0%)	-40 (-13.4%)	-17 (-4.5%)	-13 (-2.5%)	21 (3.3%)	34 (10.3%)	56 (22.9%)	53 (247.7%)
Marion County	2020	1,395 (24.0%)	955 (16.4%)	933 (16.1%)	838 (14.4%)	1,067 (18.4%)	350 (6.0%)	242 (4.2%)	29 (0.5%)
	2025	1,096 (18.9%)	686 (11.8%)	821 (14.1%)	986 (17.0%)	1,075 (18.5%)	689 (11.9%)	401 (6.9%)	55 (0.9%)
	2030	997 (17.0%)	597 (10.2%)	796 (13.6%)	966 (16.5%)	1,120 (19.1%)	775 (13.2%)	509 (8.7%)	109 (1.9%)
	Change 2025-2030	-99 (-9.0%)	-89 (-13.0%)	-25 (-3.0%)	-20 (-2.0%)	45 (4.2%)	86 (12.5%)	108 (26.9%)	54 (98.2%)
West Virginia	2020	58,687 (28.8%)	35,948 (17.7%)	25,419 (12.5%)	28,899 (14.2%)	27,512 (13.5%)	13,530 (6.6%)	9,918 (4.9%)	3,630 (1.8%)
	2025	47,562 (23.4%)	30,609 (15.1%)	23,624 (11.6%)	31,741 (15.6%)	31,744 (15.6%)	16,925 (8.3%)	14,306 (7.0%)	6,653 (3.3%)
	2030	43,165 (21.6%)	27,213 (13.6%)	21,261 (10.6%)	31,060 (15.5%)	32,601 (16.3%)	18,176 (9.1%)	17,016 (8.5%)	9,522 (4.8%)
	Change 2025-2030	-4,397 (-9.2%)	-3,396 (-11.1%)	-2,363 (-10.0%)	-681 (-2.1%)	857 (2.7%)	1,251 (7.4%)	2,710 (18.9%)	2,869 (43.1%)

Source: 2020 Census; ESRI; Bowen National Research

In 2025, 33.8% of *renter* households within the PSA (Fairmont) earn less than \$25,000 annually. This is a larger share of low-income renter households when compared to the 27.6% share for the SSA (Balance of County) but less than the 38.5% share for the state. Conversely, 6.7% of renter households in the PSA and 9.0% of renter households in the SSA earn \$100,000 or higher, which are both smaller shares of higher-income households compared to the state share of 10.3%. With 31.7% of renter households in the PSA earning between \$25,000 and \$49,999 and 27.9% earning between \$50,000 and \$99,999, the distribution of renter households by income within the PSA is much more heavily concentrated among the middle-income cohorts (between \$25,000 and \$99,999) as compared to the state. Similarly, 63.3% of all renter households in the SSA earn between \$25,000 and \$99,999.

Between 2025 and 2030, all renter household income cohorts earning less than \$50,000 are projected to decrease in the PSA and SSA. While moderate growth is projected among renter households earning between \$50,000 and \$74,999 (5.5%), more considerable growth is projected for renter households in the PSA earning between \$75,000 and \$99,999 (14.5%) and between \$100,000 and \$149,999 (33.3%). While the projected trends among these income cohorts are similar to those projected for the SSA over the next five years, substantial growth is also projected for renter households earning \$150,000 or more within the SSA. In general, the projected trend of declines among lower-income renter households and increases among higher-income renter households in the PSA and SSA is consistent with statewide projections between 2025 and 2030. However, it is important to note that 61.4% of all renter households within the PSA will continue to earn less than \$50,000 and 30.5% will continue to earn less than \$25,000 annually through 2030. As such, there will still be substantial demand for affordably priced rentals in the PSA despite the noteworthy increase in moderate- and higher-income renter households over the next five years.

The following graph illustrates the projected change in renter households by income for the PSA and SSA.



The following table illustrates the distribution of *owner* households by income. Note that declines between 2025 and 2030 are in **red** text, while increases are in **green** text:

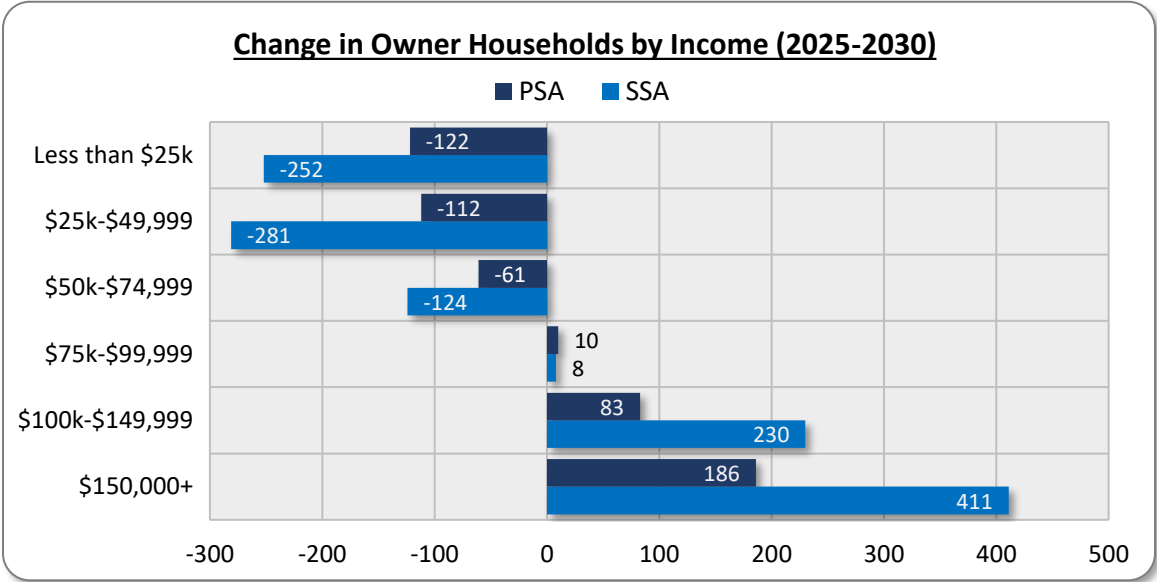
		Owner Households by Income							
		Less Than \$15,000	\$15,000 - \$24,999	\$25,000 - \$34,999	\$35,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 - \$149,999	\$150,000 & Higher
PSA	2020	408 (8.4%)	659 (13.5%)	305 (6.2%)	705 (14.4%)	857 (17.6%)	829 (17.0%)	717 (14.7%)	401 (8.2%)
	2025	309 (6.3%)	294 (6.0%)	360 (7.4%)	544 (11.1%)	924 (18.9%)	787 (16.1%)	1,045 (21.4%)	633 (12.9%)
	2030	253 (5.2%)	228 (4.7%)	314 (6.4%)	478 (9.8%)	863 (17.7%)	797 (16.3%)	1,128 (23.1%)	819 (16.8%)
	Change 2025-2030	-56 (-18.1%)	-66 (-22.5%)	-46 (-12.8%)	-66 (-12.1%)	-61 (-6.6%)	10 (1.3%)	83 (7.9%)	186 (29.4%)
SSA	2020	774 (6.2%)	1,320 (10.5%)	1,282 (10.2%)	1,334 (10.6%)	2,509 (20.0%)	2,109 (16.8%)	2,029 (16.2%)	1,175 (9.4%)
	2025	685 (5.4%)	594 (4.7%)	1,281 (10.2%)	1,223 (9.7%)	2,275 (18.1%)	2,178 (17.3%)	2,634 (20.9%)	1,729 (13.7%)
	2030	556 (4.4%)	471 (3.7%)	1,130 (9.0%)	1,093 (8.7%)	2,151 (17.1%)	2,186 (17.4%)	2,864 (22.7%)	2,140 (17.0%)
	Change 2025-2030	-129 (-18.8%)	-123 (-20.7%)	-151 (-11.8%)	-130 (-10.6%)	-124 (-5.5%)	8 (0.4%)	230 (8.7%)	411 (23.8%)
Marion County	2020	1,182 (6.8%)	1,979 (11.4%)	1,587 (9.1%)	2,039 (11.7%)	3,366 (19.3%)	2,938 (16.9%)	2,746 (15.8%)	1,576 (9.1%)
	2025	994 (5.7%)	888 (5.1%)	1,641 (9.4%)	1,767 (10.1%)	3,199 (18.3%)	2,965 (16.9%)	3,679 (21.0%)	2,362 (13.5%)
	2030	809 (4.6%)	699 (4.0%)	1,444 (8.3%)	1,571 (9.0%)	3,014 (17.3%)	2,983 (17.1%)	3,992 (22.8%)	2,959 (16.9%)
	Change 2025-2030	-185 (-18.6%)	-189 (-21.3%)	-197 (-12.0%)	-196 (-11.1%)	-185 (-5.8%)	18 (0.6%)	313 (8.5%)	597 (25.3%)
West Virginia	2020	47,993 (8.9%)	55,443 (10.3%)	55,009 (10.2%)	76,449 (14.2%)	105,316 (19.5%)	72,521 (13.4%)	78,545 (14.5%)	48,714 (9.0%)
	2025	37,103 (6.8%)	38,925 (7.2%)	41,099 (7.6%)	68,415 (12.6%)	98,385 (18.1%)	76,864 (14.1%)	98,217 (18.1%)	84,389 (15.5%)
	2030	30,984 (5.7%)	32,216 (5.9%)	34,533 (6.4%)	62,516 (11.5%)	94,074 (17.3%)	76,251 (14.1%)	106,292 (19.6%)	105,549 (19.5%)
	Change 2025-2030	-6,119 (-16.5%)	-6,709 (-17.2%)	-6,566 (-16.0%)	-5,899 (-8.6%)	-4,311 (-4.4%)	-613 (-0.8%)	8,075 (8.2%)	21,160 (25.1%)

Source: 2020 Census; ESRI; Bowen National Research

In 2025, nearly 70% of *owner* households in the PSA (Fairmont) earn \$50,000 or more annually. While this is nearly identical to the share within the SSA (Balance of County), the shares within the PSA and SSA are moderately higher than the 65.8% share of owner households in the state that earn \$50,000 or more. Although the vast majority of owner households in the PSA and SSA earn \$50,000 or more, it is noteworthy that roughly 30% of households in each area earn less than \$50,000 annually, illustrating that for-sale housing demand exists for housing units that are affordable to a variety of income levels. Between 2025 and 2030, projected growth among owner households within the PSA is confined to households earning \$75,000 or more, with the most substantial growth (29.4%) projected to occur among owner households earning

\$150,000 or more. This is very similar to the projections for the SSA over the next five years and only differs marginally from the projections at the state level. These projected changes in owner households by income, along with existing pent-up demand, substandard housing issues, and housing cost burden, will influence the for-sale housing demand in the area over the next five years. Each of these factors is considered in the Housing Gap Estimates included in Section VIII of this report.

The following graph illustrates the projected change in owner households by income for the PSA and SSA.



E. DEMOGRAPHIC THEME MAPS

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

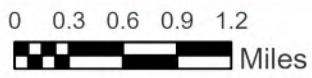
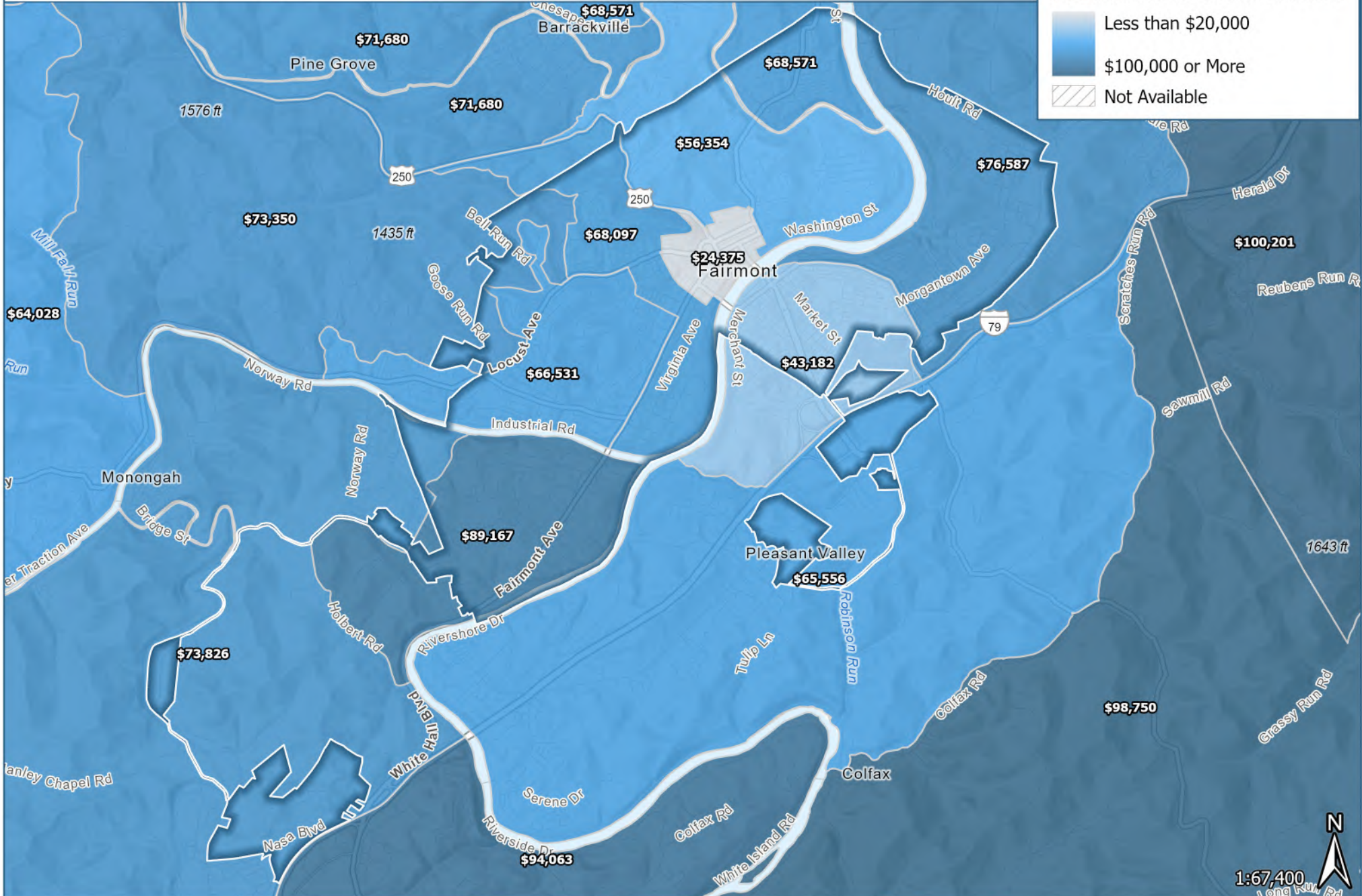
- Median Household Income
- Renter Household Share
- Owner Household Share
- Older Adult Population Share (55 years and older)
- Younger Adult Population Share (20 to 34 years)
- Population Density
- Poverty Rate

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

PSA

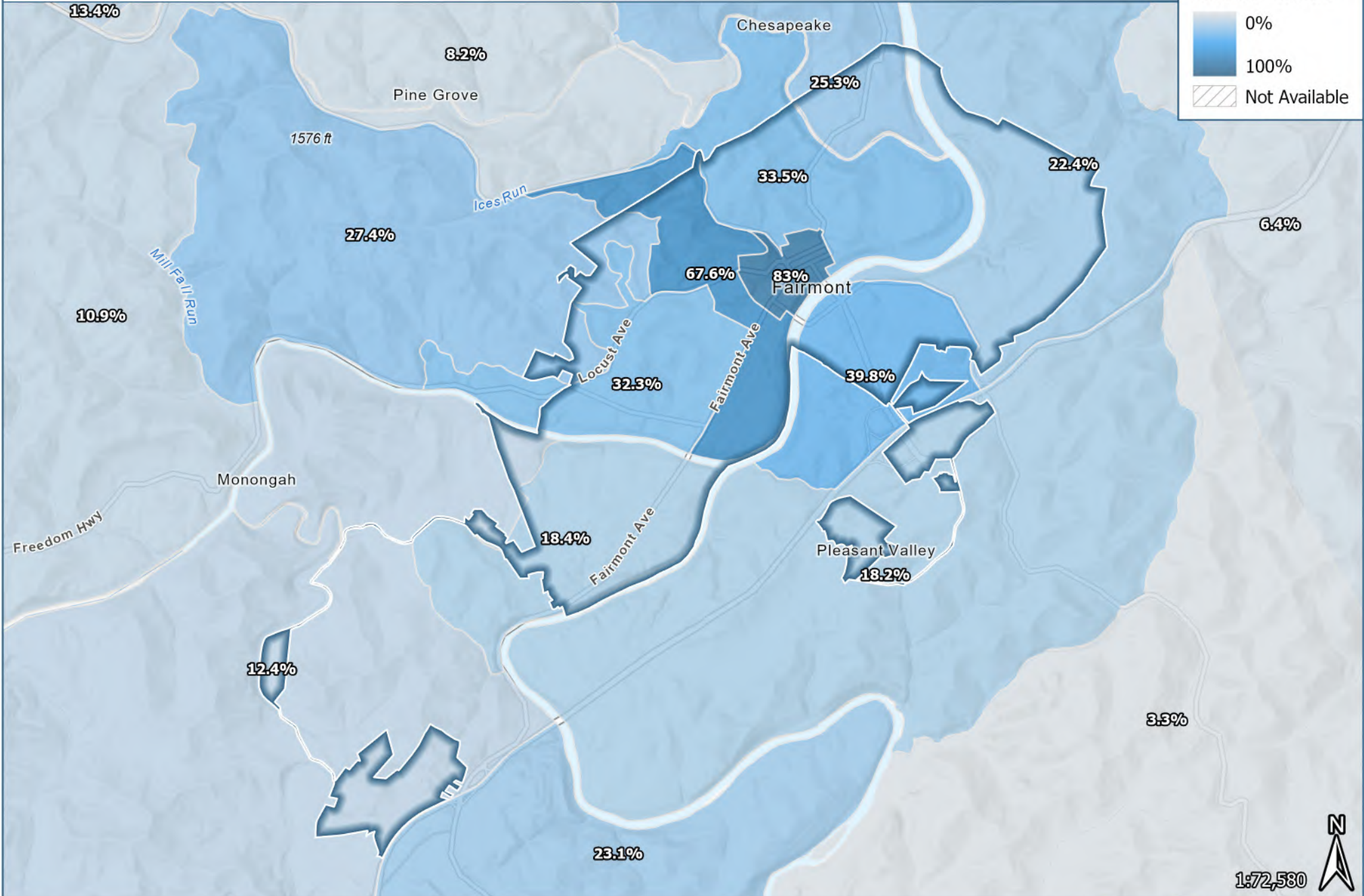
Median Household Income

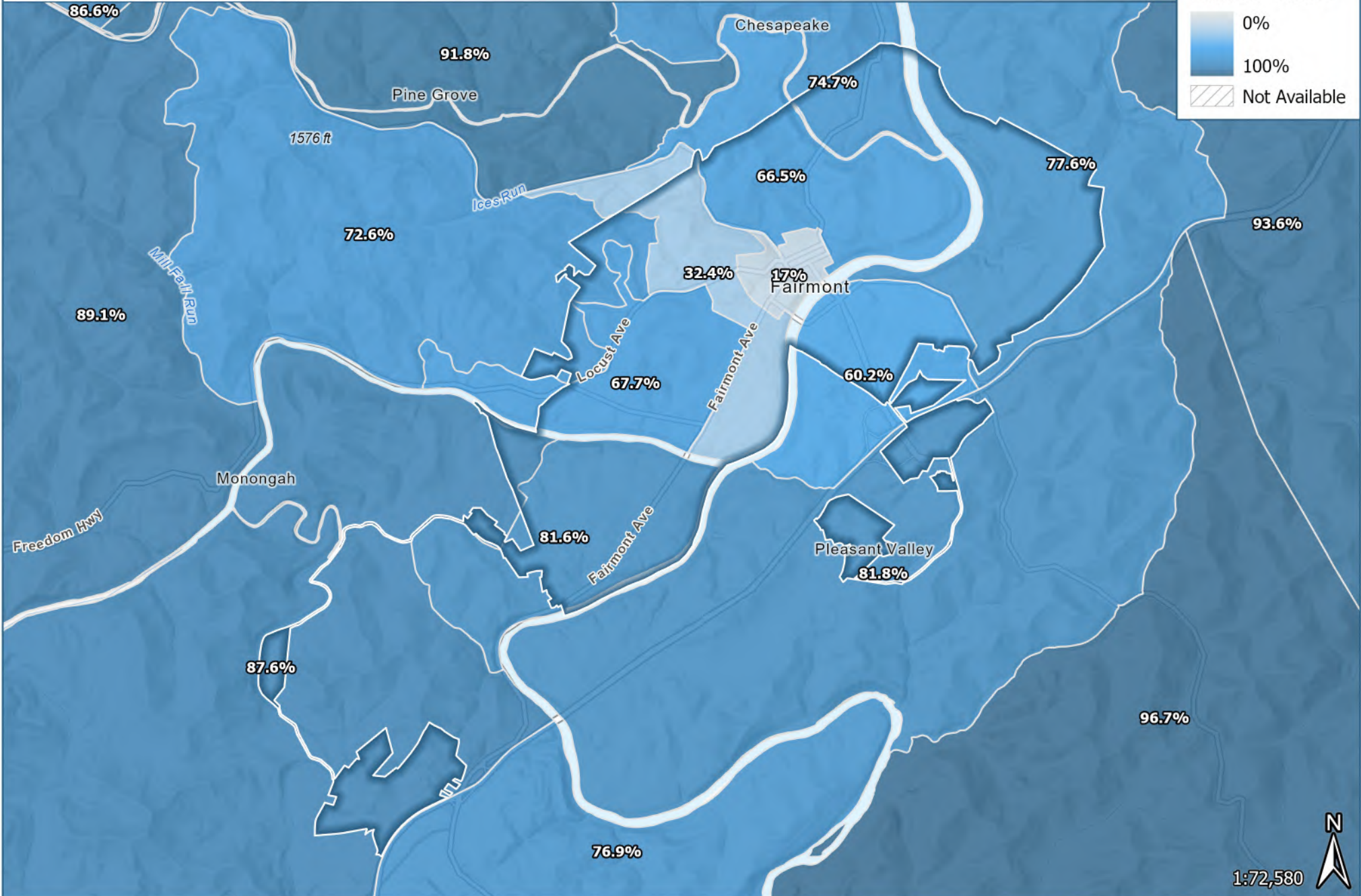
- Less than \$20,000
- \$100,000 or More
- Not Available



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



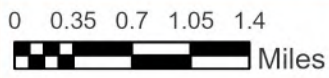
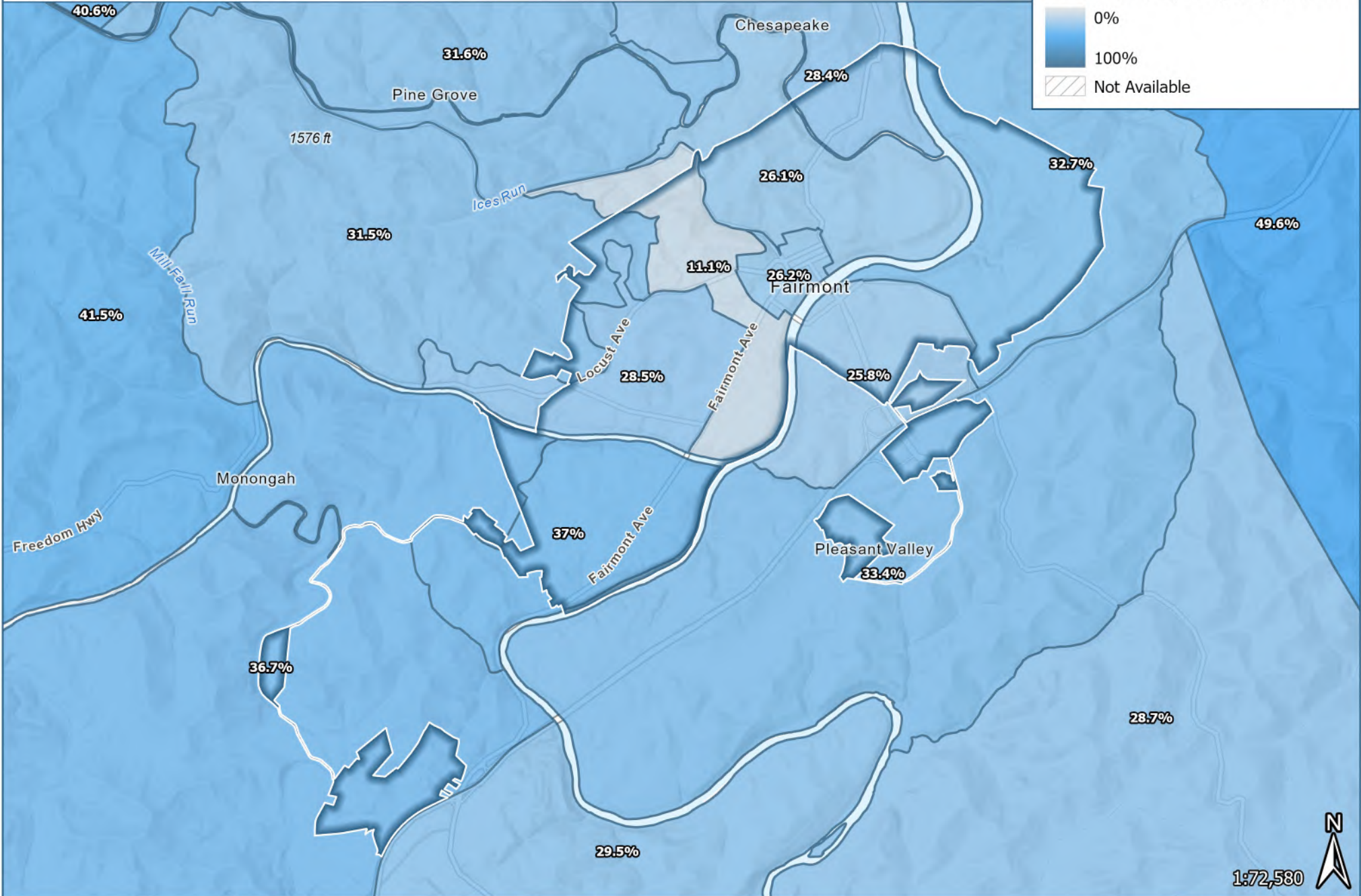




PSA

Older Adult (55+) Population

- 0%
- 100%
- Not Available



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



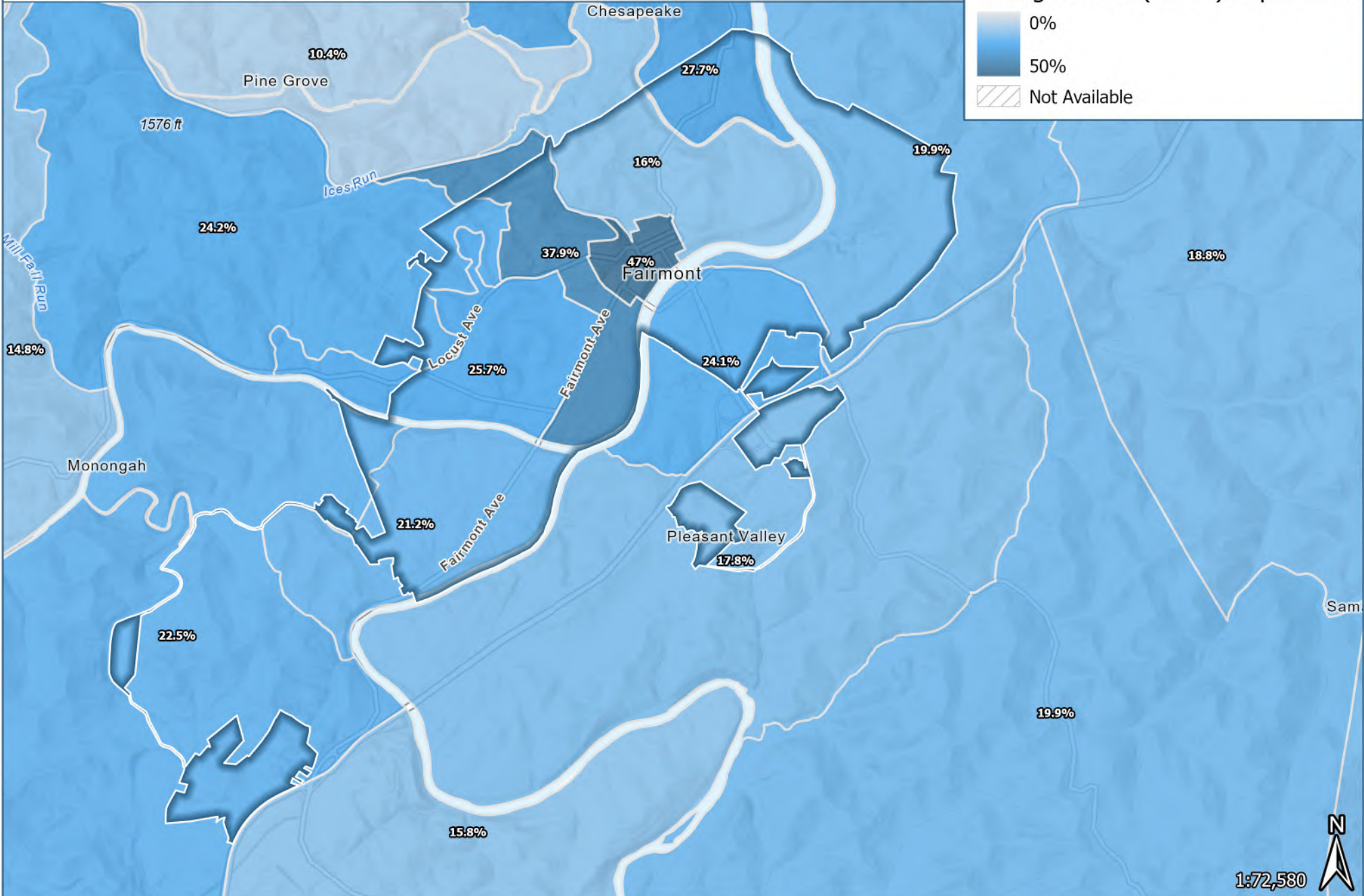
PSA

Younger Adult (20-34) Population

0%

50%

Not Available



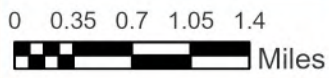
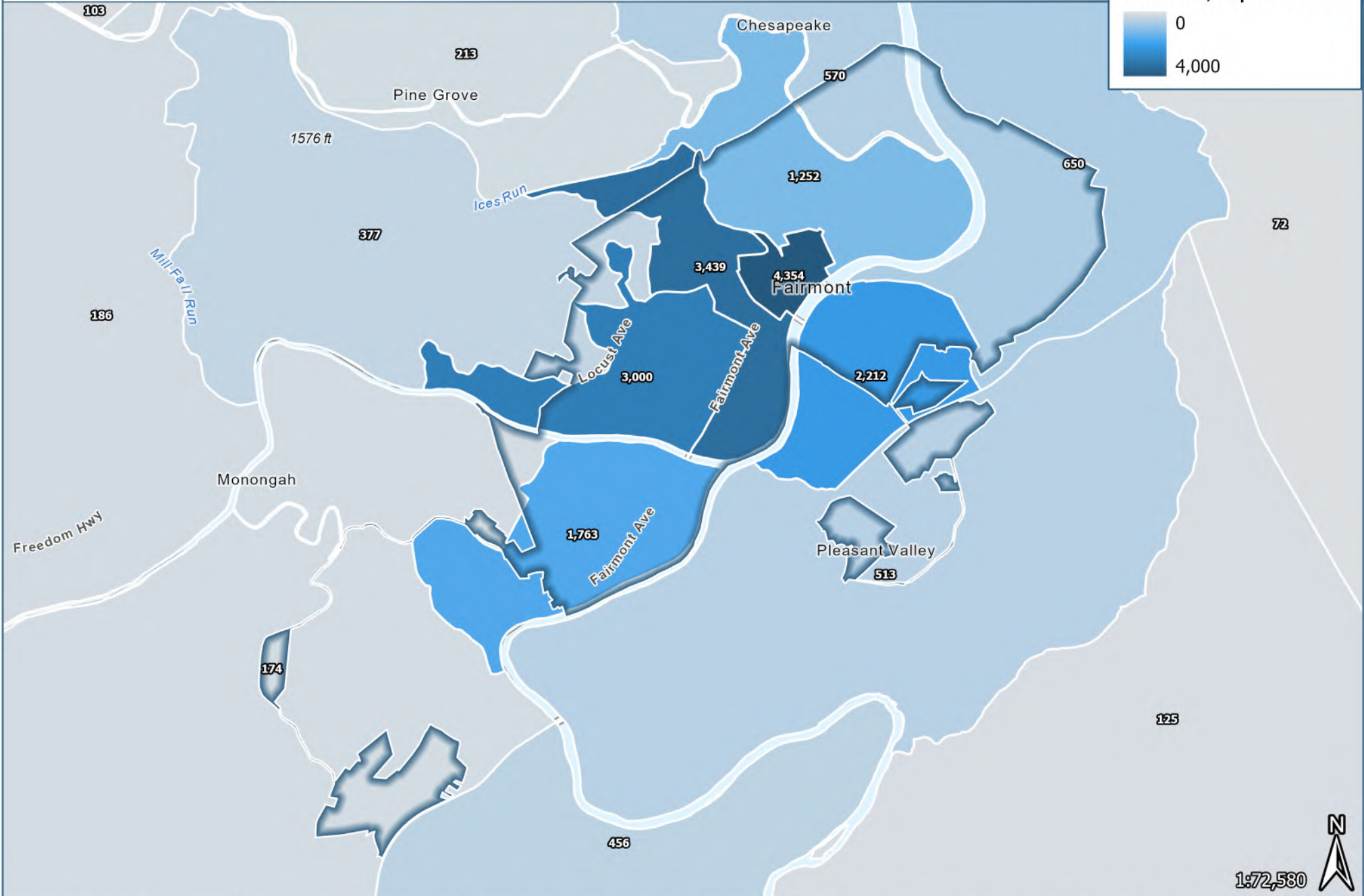
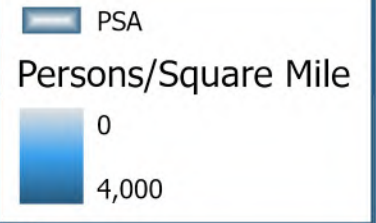
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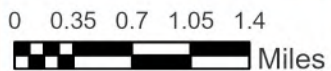
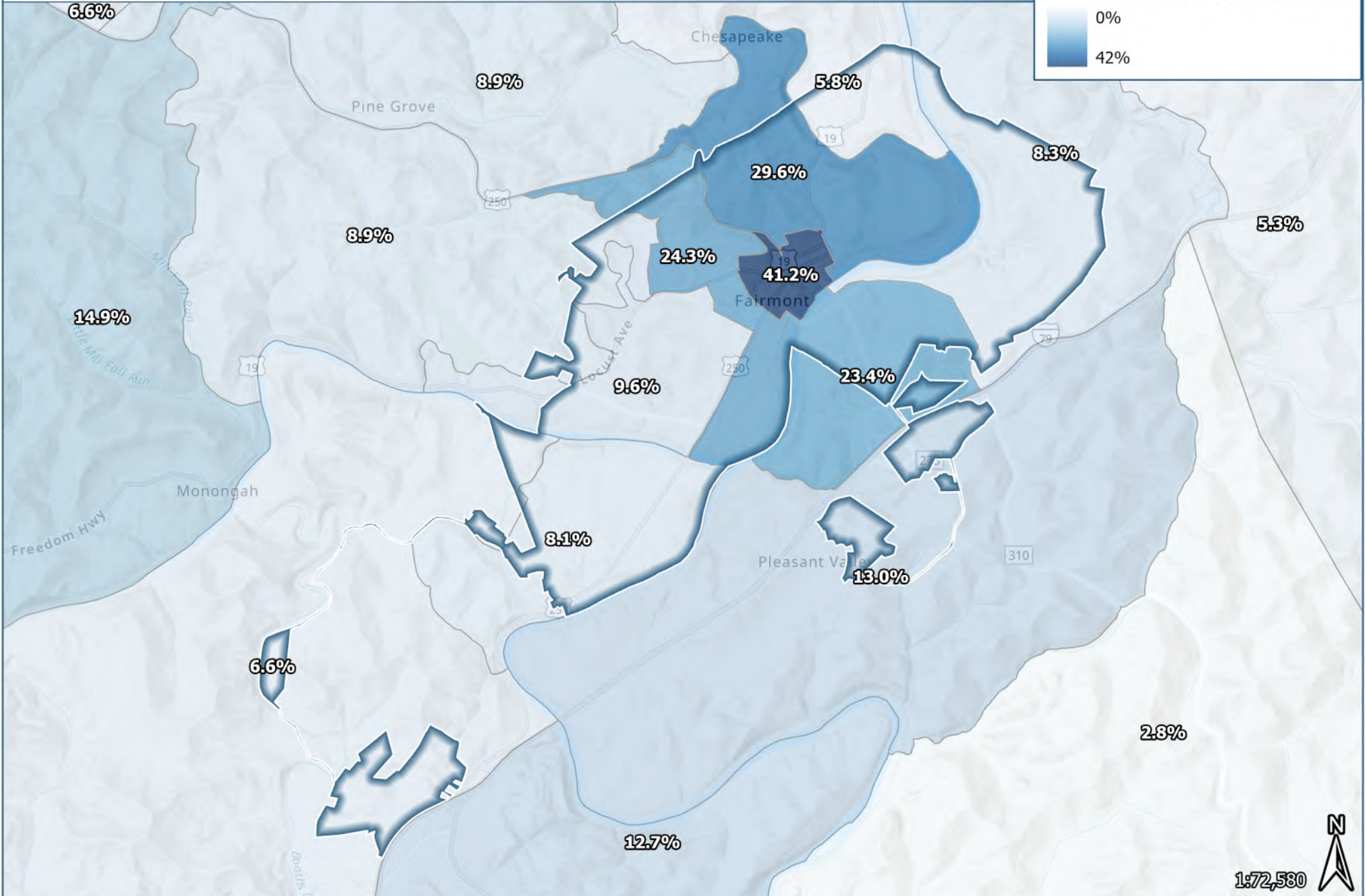
Miles

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

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V. ECONOMIC ANALYSIS

A. INTRODUCTION

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

An overview of Fairmont's workforce is provided through several overall metrics: employment by industry, wages by occupation, total employment, unemployment rates and at-place employment trends. The area's largest employers, economic and infrastructure developments, and the potential for significant closures or layoffs in the area (WARN notices) were also evaluated. In addition, commuting patterns for the PSA and SSA, which include commuting modes, times, and commuter flows, are analyzed. It is important to note that the Bureau of Labor Statistics (BLS) performs annual benchmarking adjustments to selected data estimates based on more up-to-date and complete counts on topics related to employment. While this process increases the accuracy of employment data, the benchmarking adjustments and series reconstructions inherently result in changes in historical data. As such, select employment metrics within this section may differ from data sourced prior to the most recent annual benchmarking adjustment.

B. WORKFORCE ANALYSIS

The PSA has an employment base comprised of individuals within a broad range of employment sectors. The primary industries of significance within the PSA include (but are not limited to) health care and social assistance, educational services, public administration, professional, scientific and technical services, and retail trade. Each industry within the PSA requires employees of varying skills and education levels. There is a broad range of typical wages within the PSA based on occupation. The following evaluates key economic metrics within the various study areas considered in this report. It should be noted that based on the availability of various economic data metrics, some information is presented only for select geographic areas, which may include the PSA (Fairmont), the SSA (Balance of County), Marion County, the Fairmont, WV Micropolitan Statistical Area (μ SA), the Northern West Virginia Nonmetropolitan Area and/or the state of West Virginia.

Employment by Industry

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

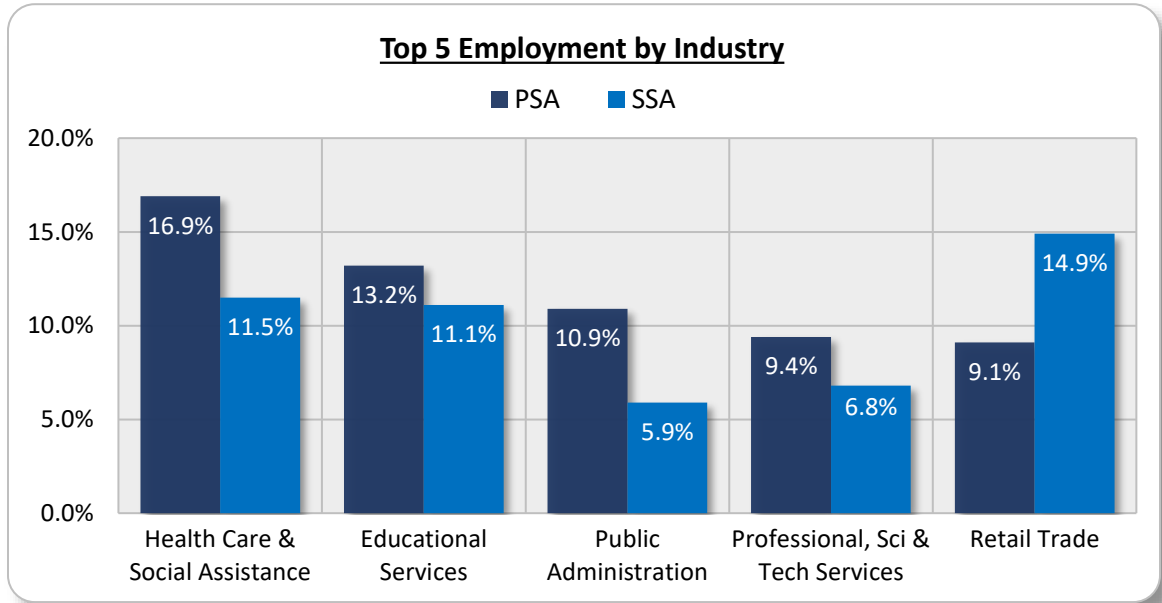
NAICS Group	Employment by Industry							
	PSA		SSA		Marion County		West Virginia	
Agriculture, Forestry, Fishing & Hunting	1	0.0%	6	0.1%	7	0.0%	1,467	0.2%
Mining	37	0.4%	122	1.3%	159	0.9%	4,908	0.7%
Utilities	28	0.3%	124	1.3%	152	0.8%	2,787	0.4%
Construction	281	3.1%	1,377	14.5%	1,658	8.9%	26,189	3.8%
Manufacturing	375	4.1%	381	4.0%	756	4.1%	41,521	6.0%
Wholesale Trade	160	1.7%	381	4.0%	541	2.9%	20,207	2.9%
Retail Trade	832	9.1%	1,407	14.9%	2,239	12.0%	88,689	12.8%
Transportation & Warehousing	319	3.5%	151	1.6%	470	2.5%	23,939	3.5%
Information	184	2.0%	74	0.8%	258	1.4%	14,133	2.0%
Finance & Insurance	328	3.6%	271	2.9%	599	3.2%	21,073	3.0%
Real Estate & Rental & Leasing	104	1.1%	124	1.3%	228	1.2%	11,169	1.6%
Professional, Scientific & Technical Services	860	9.4%	644	6.8%	1,504	8.1%	33,151	4.8%
Management of Companies & Enterprises	70	0.8%	39	0.4%	109	0.6%	1,785	0.3%
Administrative, Support, Waste Management & Remediation Services	317	3.5%	123	1.3%	440	2.4%	11,909	1.7%
Educational Services	1,210	13.2%	1,051	11.1%	2,261	12.1%	58,404	8.4%
Health Care & Social Assistance	1,552	16.9%	1,090	11.5%	2,642	14.2%	140,436	20.3%
Arts, Entertainment & Recreation	283	3.1%	110	1.2%	393	2.1%	15,866	2.3%
Accommodation & Food Services	641	7.0%	838	8.9%	1,479	7.9%	68,525	9.9%
Other Services (Except Public Administration)	572	6.2%	566	6.0%	1,138	6.1%	38,867	5.6%
Public Administration	1,003	10.9%	561	5.9%	1,564	8.4%	65,807	9.5%
Non-classifiable	8	0.1%	25	0.3%	33	0.2%	799	0.1%
Total	9,165	100.0%	9,465	100.0%	18,630	100.0%	691,631	100.0%

Source: 2020 Census; ESRI; Bowen National Research

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

The labor force within the PSA (Fairmont) is based primarily in five sectors: Health Care & Social Assistance (16.9%), Educational Services (13.2%), Public Administration (10.9%), Professional, Scientific, and Technical Services (9.4%), and Retail Trade (9.1%). Combined, these five job sectors represent 59.5% of the PSA employment base. Areas with a heavy concentration of employment within a limited number of industries can be more vulnerable to economic downturns with greater fluctuations in unemployment rates and total employment. As the PSA has a slightly lower concentration of the labor force within the top five sectors as compared to the share (60.9%) within the SSA (Balance of County) and the state, the PSA does not appear to be any more susceptible to future economic downturns than the other study areas. In addition, the largest sector by labor force in the PSA (Health Care & Social Assistance) is considered a relatively stable industry even during times of economic decline.

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



Employment Characteristics and Trends

Fairmont and Marion County comprise the Fairmont, WV Micropolitan Statistical Area. Typical wages by job category for the Fairmont, WV Micropolitan Statistical Area are compared with those of West Virginia in the following table:

Typical Wage By Occupation Type		
Occupation Type	Micropolitan Statistical Area	West Virginia
Management Occupations	\$58,438	\$68,885
Business and Financial Occupations	\$58,341	\$61,557
Computer and Mathematical Occupations	\$87,022	\$85,968
Architecture and Engineering Occupations	\$74,868	\$81,527
Community and Social Service Occupations	\$43,162	\$41,272
Art, Design, Entertainment, Sports, and Media Occupations	\$51,250	\$37,474
Healthcare Practitioners and Technical Occupations	\$60,972	\$61,578
Healthcare Support Occupations	\$26,387	\$24,423
Protective Service Occupations	\$55,500	\$54,840
Food Preparation and Serving Related Occupations	\$19,195	\$14,845
Building and Grounds Cleaning and Maintenance Occupations	\$19,345	\$24,370
Personal Care and Service Occupations	\$17,744	\$20,549
Sales and Related Occupations	\$24,807	\$26,508
Office and Administrative Support Occupations	\$35,509	\$34,070
Construction and Extraction Occupations	\$52,473	\$52,920
Installation, Maintenance and Repair Occupations	\$50,586	\$50,697
Production Occupations	\$53,225	\$47,139
Transportation Occupations	\$46,154	\$45,660
Material Moving Occupations	\$32,981	\$27,624

Source: Bowen National Research; American Community Survey (2019-2023)

Most annual blue-collar salaries range from \$24,807 to \$55,500 within the Fairmont, WV Micropolitan Statistical Area, though some occupation types (e.g., food preparation, building and grounds cleaning, and personal care) have average salaries that are notably less than \$20,000. White-collar jobs, such as those related to professional positions, management and medicine, have salaries ranging from \$58,341 to \$87,022. On average, typical wages within the area are 0.7% higher than the overall state wages. White-collar professions in the Fairmont, WV Micropolitan Statistical Area typically earn 5.5% less than those within West Virginia, while blue-collar wages are typically 5.2% higher than the average state wages. Within the statistical area, wages by occupation vary widely and are reflective of a diverse job base that covers a wide range of industry sectors and job skills, as well as diverse levels of education and experience. Because employment is distributed among a variety of professions with diverse income levels, there are likely a variety of housing needs by affordability level. As a significant share of the labor force within the PSA (Fairmont) is contained within health care support, retail sales, and public administration, many workers in the area have typical wages ranging between \$25,000 and \$35,000 annually. This will likely contribute to the need for low- to moderate-priced housing product.

It is important to point out that the wages cited in the previous table are by single-wage households. Multiple-wage households often have a greater capacity to spend earnings toward housing. Household by income data is included starting on page IV-21.

In an effort to better understand how area wages by occupation affect housing affordability, wages for the top 35 occupations by share of total employment within the Northern West Virginia nonmetropolitan area were analyzed. While this data does not include every possible occupation and wage within each sector, the occupations included in this table represent 47.1% of the total employment in the statistical area in 2024 and provide a general overview of housing affordability for some of the most common occupations. Aside from Fairmont and Marion County, the nonmetropolitan area comprises 22 additional counties. Although the nonmetropolitan area comprises a large geographical region, counties included within the area are typically rural and are generally socioeconomically similar to one another in terms of median household income, median home value, and median gross rent.

Based on the annual wages at the lower quartile (bottom 25%) and median levels, the maximum affordable monthly rent and home price (at 30% of income) for each occupation was calculated. It is important to note that calculations based on the median annual wage mean that half of the individuals employed in this occupation earn less than the stated amount. It is equally important to understand that the supplied data is based on *individual* income. As such, affordability levels will proportionally increase for households with multiple income sources at a rate dependent on the additional income. Affordable rents and home prices for each occupation presented in this analysis that are **below** the two-bedroom Fair Market Rent (\$1,009) or the overall median list price (\$224,950) of the available for-sale inventory in the PSA (Fairmont) as of December 20, 2025, are shown in **red** text, indicating that certain lower-wage earning occupations cannot reasonably afford a typical housing unit in the market.

The following table illustrates the wages (lower quartile and median) and housing affordability levels for the top 35 occupations in the Northern West Virginia nonmetropolitan area:

Wages and Housing Affordability for Top 35 Occupations by Share of Labor Force (Northern West Virginia Nonmetropolitan Area)								
Occupation Sector, Title & Wages*					Housing Affordability**			
Sector Group (Code)	Labor Force Share	Occupation Title	Annual Wages		Max. Monthly Rent		Max. Purchase Price	
			Lower Quartile	Median	Lower Quartile	Median	Lower Quartile	Median
Sales and Related (41)	2.6%	Cashiers	\$21,910	\$23,020	\$548	\$576	\$73,033	\$76,733
	2.4%	Retail Salespersons	\$23,280	\$27,910	\$582	\$698	\$77,600	\$93,033
	1.2%	First-Line Supervisors, Retail	\$29,550	\$36,910	\$739	\$923	\$98,500	\$123,033
Food Preparation/ Serving (35)	2.2%	Cooks, Fast Food	\$21,560	\$22,250	\$539	\$556	\$71,867	\$74,167
	1.1%	Fast Food & Counter Workers	\$21,480	\$22,390	\$537	\$560	\$71,600	\$74,633
	1.0%	Waiters & Waitresses	\$21,150	\$29,260	\$529	\$732	\$70,500	\$97,533
	1.0%	First-Line Supervisors	\$28,020	\$29,760	\$701	\$744	\$93,400	\$99,200
	0.8%	Cooks, Restaurant	\$21,740	\$27,870	\$544	\$697	\$72,467	\$92,900
	0.7%	Cooks, Institution & Cafeteria	\$27,180	\$28,650	\$680	\$716	\$90,600	\$95,500
Office and Administrative Support (43)	1.7%	Office Clerks, General	\$28,860	\$32,970	\$722	\$824	\$96,200	\$109,900
	1.3%	Secretaries/Administrative Assistants	\$31,290	\$38,020	\$782	\$951	\$104,300	\$126,733
	1.1%	Bookkeeping/Auditing Clerks	\$32,880	\$38,610	\$822	\$965	\$109,600	\$128,700
	1.0%	Customer Service Representatives	\$30,130	\$38,220	\$753	\$956	\$100,433	\$127,400
	1.0%	First-Line Supervisors, Office	\$40,140	\$49,370	\$1,004	\$1,234	\$133,800	\$164,567
Production Occupations/ Transportation (51, 53)	0.7%	Receptionists & Information Clerks	\$25,620	\$29,660	\$641	\$742	\$85,400	\$98,867
	1.9%	Heavy & Tractor-Trailer Truck Drivers	\$39,470	\$48,120	\$987	\$1,203	\$131,567	\$160,400
	1.8%	Stockers & Order Fillers	\$29,930	\$32,480	\$748	\$812	\$99,767	\$108,267
	1.8%	Laborers & Freight Movers	\$28,770	\$35,330	\$719	\$883	\$95,900	\$117,767
	0.7%	First-Line Supervisors, Production	\$39,840	\$67,480	\$996	\$1,687	\$132,800	\$224,933
Education, Training, and Library (25)	1.3%	Elementary School Teachers	\$46,890	\$56,020	\$1,172	\$1,401	\$156,300	\$186,733
	0.8%	Teaching Assistants	\$26,960	\$28,160	\$674	\$704	\$89,867	\$93,867
	0.7%	Middle School Teachers	\$43,700	\$48,550	\$1,093	\$1,214	\$145,667	\$161,833
Healthcare (29, 31)	2.9%	Home Health & Personal Care Aides	\$22,960	\$27,110	\$574	\$678	\$76,533	\$90,367
	1.9%	Registered Nurses	\$64,450	\$77,980	\$1,611	\$1,950	\$214,833	\$259,933
	1.1%	Nursing Assistants	\$30,340	\$35,760	\$759	\$894	\$101,133	\$119,200
	0.9%	Licensed Practical/Vocational Nurses	\$46,560	\$49,280	\$1,164	\$1,232	\$155,200	\$164,267
Management/ Business (11, 13)	2.3%	General & Operations Managers	\$55,970	\$77,790	\$1,399	\$1,945	\$186,567	\$259,300
	0.9%	Business Operations Specialists	\$29,760	\$29,760	\$744	\$744	\$99,200	\$99,200
Installation/ Maintenance/ Repair (47, 49)	1.7%	Operating Engineers	\$40,580	\$48,390	\$1,015	\$1,210	\$135,267	\$161,300
	1.5%	Construction Laborers	\$32,060	\$38,560	\$802	\$964	\$106,867	\$128,533
	1.2%	Maintenance & Repair Workers	\$30,440	\$39,610	\$761	\$990	\$101,467	\$132,033
	0.9%	First-Line Supervisors, Construction	\$58,880	\$77,420	\$1,472	\$1,936	\$196,267	\$258,067
	0.7%	Automotive Service Technicians	\$30,810	\$35,510	\$770	\$888	\$102,700	\$118,367
Bldg./Grounds Maintenance (37)	1.5%	Janitors & Cleaners	\$25,580	\$30,240	\$640	\$756	\$85,267	\$100,800
	0.8%	Maids & Housekeeping Cleaners	\$22,470	\$26,700	\$562	\$668	\$74,900	\$89,000

Source: U.S. Bureau of Labor Statistics, Division of Occupational Employment and Wage Statistics (OEWS), May 2024

*Annual wages listed are at the lower 25th percentile (quartile) and median level for each occupation

**Housing Affordability is the maximum monthly rent or total for-sale home price a household can reasonably afford based on stated wages.

In order to reasonably afford a two-bedroom rental at the Fair Market Rent of \$1,009, an individual would need to earn at least \$40,360 per year. As such, the *lower quartile* of wage earners within 28 of the 35 occupations listed in the previous table do not have sufficient wages to afford a typical rental. Many of these occupations, particularly those within the retail and food services industries and support positions within various sectors, earn roughly three-quarters or lower of the amount required to afford a typical rental in the market. When wages for each occupation are increased to their respective *median* levels, 25 occupations still do not have the income necessary to afford a typical rental. While a share of these individuals likely lives in multiple-income households, this illustrates the reasonable conclusion that a significant portion of households with a single income earned in a variety of occupations in the PSA are likely housing cost burdened.

Housing affordability issues among the listed occupations are more prevalent when home ownership is considered. In order to afford the purchase of a typical home in the PSA at the median list price of \$224,950, an individual would have to earn at least \$67,485 per year. As a result, only three of the listed occupations with wages up to their respective median wage have sufficient incomes to afford the purchase of a typical home in the PSA. As previously stated, it is likely that many of these individuals are part of multiple-income households. In circumstances where there are *households* with two wage earners at the median wage level within the same occupation type, 16 of the top 35 occupations still do not have the income necessary to reasonably afford a typical for-sale housing unit in the PSA. This illustrates that home ownership is not affordable for a significant share of *individual* workers in the most common occupations in the PSA. As such, many households would require a second income or wage earner to reasonably afford to purchase a home, and in the case of a significant share of the top occupations, doubling the respective median wage still does not provide an adequate income to purchase a home.

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

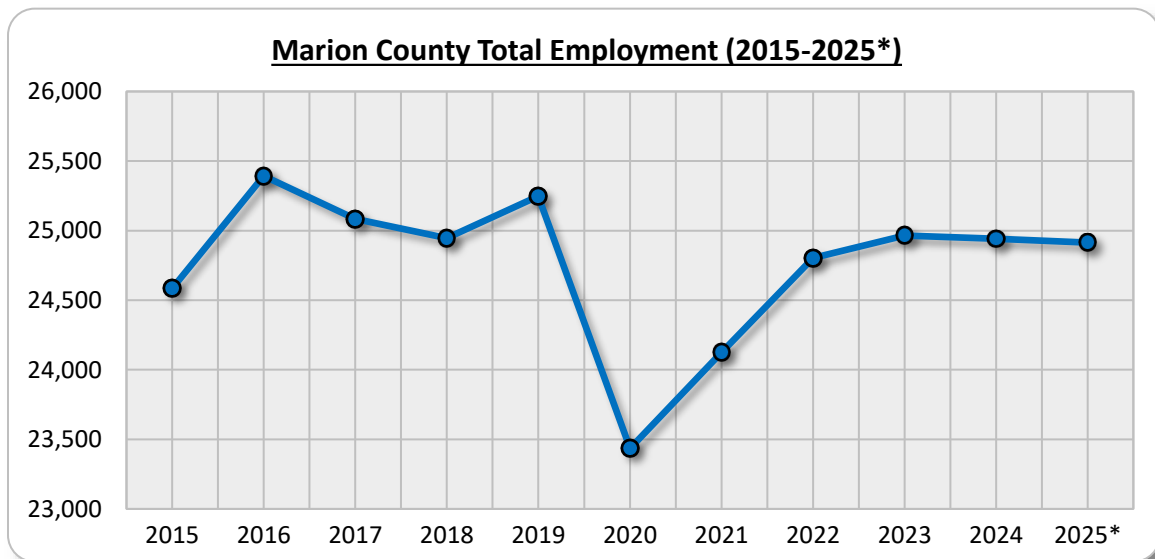
Employment Base and Unemployment Rates

Total employment reflects the number of employed persons who live within an area regardless of where they work. The following table illustrates the total employment base for Marion County, the state of West Virginia, and the United States between 2015 and 2025. Note that due to differences in reporting periods, 2025 data for Marion County and the state of West Virginia is through September, while national data is through November 2025.

Year	Total Employment					
	Marion County		West Virginia		United States	
	Total Number	Percent Change	Total Number	Percent Change	Total Number	Percent Change
2015	24,586	-	740,117	-	149,411,000	-
2016	25,393	3.3%	737,371	-0.4%	151,436,000	1.4%
2017	25,085	-1.2%	742,563	0.7%	153,337,000	1.3%
2018	24,946	-0.6%	750,445	1.1%	155,761,000	1.6%
2019	25,247	1.2%	752,871	0.3%	157,538,000	1.1%
2020	23,435	-7.2%	712,139	-5.4%	147,795,000	-6.2%
2021	24,125	2.9%	733,333	3.0%	152,581,000	3.2%
2022	24,804	2.8%	749,499	2.2%	158,291,000	3.7%
2023	24,965	0.6%	756,298	0.9%	161,037,000	1.7%
2024	24,942	-0.1%	754,828	-0.2%	161,346,000	0.2%
2025	24,913*	-0.1%	750,283*	-0.6%	163,470,000**	1.3%

Source: Bureau of Labor Statistics

*Through September 2025; **Through November 2025



*Through September 2025

From 2015 to 2019, total employment in Marion County increased by 661 employees, or 2.7%, which is a slightly larger percentage increase as compared to the state (1.7%), but less than the 5.4% increase for the nation during this time period. In 2020, total employment in Marion County decreased by 7.2%, which reflects a rate of *reduction* above that for the state (5.4%) and nation (6.2%)

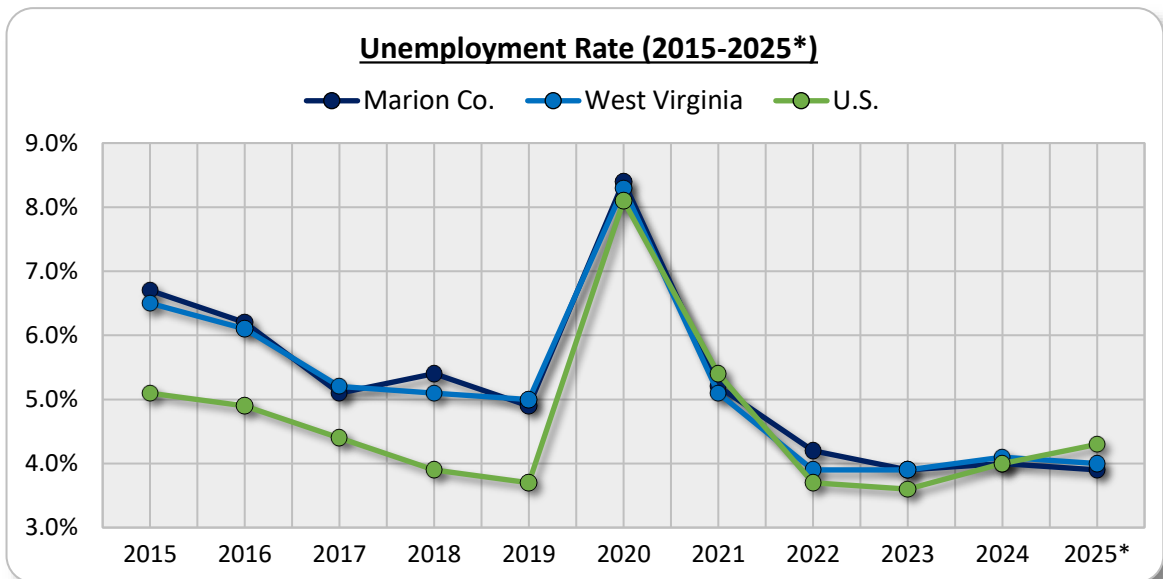
during that year. This reduction in total employment during 2020 is largely attributed to the economic impacts related to the COVID-19 pandemic. Following the end of many of the restrictions associated with the pandemic, total employment in Marion County increased for three consecutive years between 2021 and 2023. Despite marginal decreases (0.1%) in 2024 and 2025 (through September), total employment within Marion County is at 98.7% of the 2019 level. While this indicates that some employment challenges likely remain within the county following 2020, and that other factors may have contributed to the reductions since 2024, the total employment base within the area has mostly recovered from the economic impacts during 2020 and is relatively stable.

Unemployment rates for Marion County, the state of West Virginia and the United States are illustrated in the following table:

Year	Total Unemployment					
	Marion County		West Virginia		United States	
	Total Number	Percent of Workforce	Total Number	Percent of Workforce	Total Number	Percent of Workforce
2015	1,753	6.7%	51,818	6.5%	8,031,000	5.1%
2016	1,677	6.2%	47,706	6.1%	7,751,000	4.9%
2017	1,343	5.1%	40,808	5.2%	6,982,000	4.4%
2018	1,425	5.4%	40,574	5.1%	6,314,000	3.9%
2019	1,305	4.9%	39,169	5.0%	6,001,000	3.7%
2020	2,142	8.4%	64,498	8.3%	12,948,000	8.1%
2021	1,316	5.2%	39,725	5.1%	8,623,000	5.4%
2022	1,087	4.2%	30,346	3.9%	5,996,000	3.7%
2023	1,002	3.9%	30,309	3.9%	6,080,000	3.6%
2024	1,031	4.0%	32,038	4.1%	6,761,000	4.0%
2025	1,024*	3.9%	31,529*	4.0%	7,346,000**	4.3%

Source: Department of Labor, Bureau of Labor Statistics

*Through September 2025; **Through November 2025



*Through September 2025

Between 2015 and 2019, unemployment rates in the county generally decreased year over year from a high of 6.7% in 2015 to a low of 4.9% in 2019. While the annual unemployment rate within Marion County during this time period was typically higher than the state unemployment rate, it is noteworthy that the rate in 2019 was slightly less than the statewide unemployment rate of 5.0%. Following the sharp increase in unemployment in 2020 that affected the county, state, and nation, the unemployment rate in Marion County decreased to 3.9% in 2023. Through September 2025, the annual unemployment rate within the county remains at 3.9%. As such, the unemployment rate within Marion County is slightly lower than the rates for both the state and nation based on the most recent data available for each area and is a positive indicator for the local economy.

The following table illustrates the *monthly* unemployment rates for Marion County between January 2024 and September 2025.

Monthly Unemployment Rate – Marion County			
Month	Rate	Month	Rate
2024		2025	
January	4.4%	January	4.3%
February	4.6%	February	4.0%
March	4.2%	March	3.8%
April	3.6%	April	3.3%
May	3.6%	May	3.3%
June	4.4%	June	4.2%
July	4.5%	July	3.9%
August	4.4%	August	4.4%
September	3.6%	September	4.3%
October	3.4%		
November	3.5%		
December	3.5%		

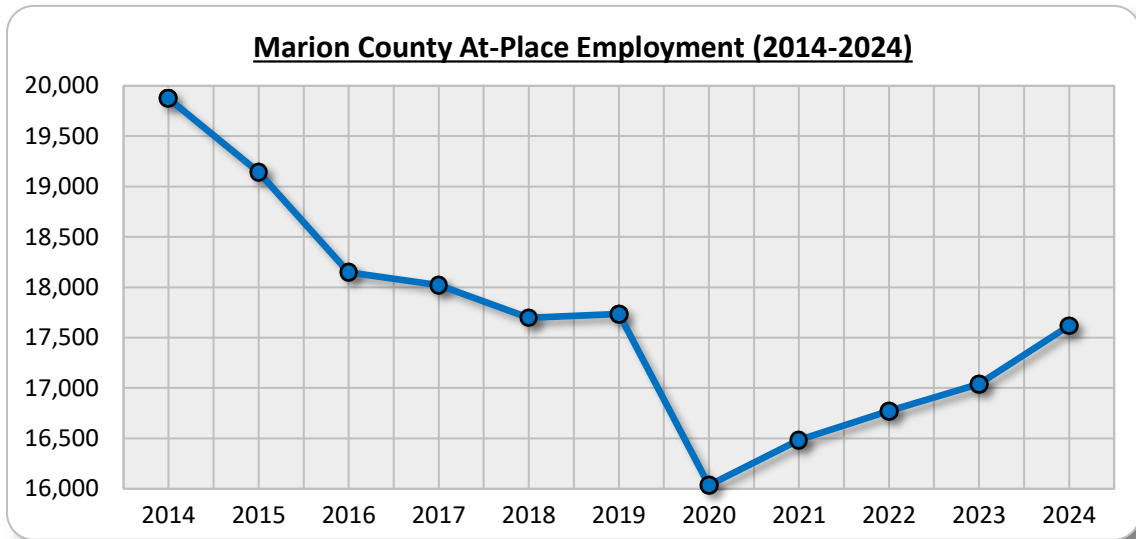
Source: Department of Labor, Bureau of Labor Statistics

As the preceding illustrates, the *monthly* unemployment rate for Marion County fluctuated during 2024 but remained at 3.5% or lower for the last three months of the year. In January 2025, the unemployment rate increased to 4.3% before declining to 3.3% in April and May. While moderate increases in the unemployment rate within Marion County have occurred since June, the unemployment rate is 4.3% as of September 2025. This still remains historically low compared to unemployment rates for the county going back to 2015.

At-place employment reflects the total number of jobs within the county regardless of the employee's county of residence. The following illustrates the total at-place employment base for Marion County:

At-Place Employment Marion County			
Year	Employment	Change	Percent Change
2014	19,873	-	-
2015	19,143	-730	-3.7%
2016	18,149	-994	-5.2%
2017	18,022	-127	-0.7%
2018	17,698	-324	-1.8%
2019	17,735	37	0.2%
2020	16,035	-1,700	-9.6%
2021	16,485	450	2.8%
2022	16,772	287	1.7%
2023	17,039	267	1.6%
2024	17,617	578	3.4%

Source: Department of Labor, Bureau of Labor Statistics



The preceding table illustrates at-place employment (people working within Marion County) decreased by 2,138 jobs, or 10.8%, between 2014 and 2019. In 2020, at-place employment within the county further decreased by 9.6% (1,700 jobs). Since this time, at-place employment in Marion County increased in each of the four previous years, with annual increases ranging between 1.6% and 3.4%. Overall, at-place employment within Marion County through 2024 was at 99.3% of the 2019 level, indicating that the number of local jobs has nearly fully recovered from the economic impact of COVID-19. Given that at-place employment in the county declined each year from 2015 to 2018, the recent increases are a positive sign of an improving local economy.

Data for 2024, the most recent year that year-end figures are available, indicates at-place employment in Marion County to be 70.6% of the total Marion County employment. This means that Marion County has more employed persons living within the county than there are jobs physically located in the county. A high share of employed persons leaving the county for employment could represent a potential risk of losing residents should they decide to relocate closer to their place of employment. Conversely, individuals entering the county for employment represent a potential opportunity to attract additional residents to the county. Additional details related to commuting modes, times, and patterns are included later in this section, starting on page V-17.

Based on the preceding analysis, it appears that the economy within Marion County has mostly recovered following the economic impacts that occurred from the pandemic in 2020. Total employment has been generally stable for the past couple years, unemployment rates remain near historic lows, and there has been positive at-place employment creation for the past four years. Overall, the economic metrics evaluated in this section are indicative of a local economy experiencing positive growth.

C. EMPLOYMENT OUTLOOK

WARN Notices

The Worker Adjustment and Retraining Notification (WARN) Act requires advance notice of qualified plant closings and mass layoffs. WARN notices were reviewed on November 20, 2025. According to WorkForce Virginia there have been no WARN notices reported for Marion County over the past 12 months.

Largest Employers

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

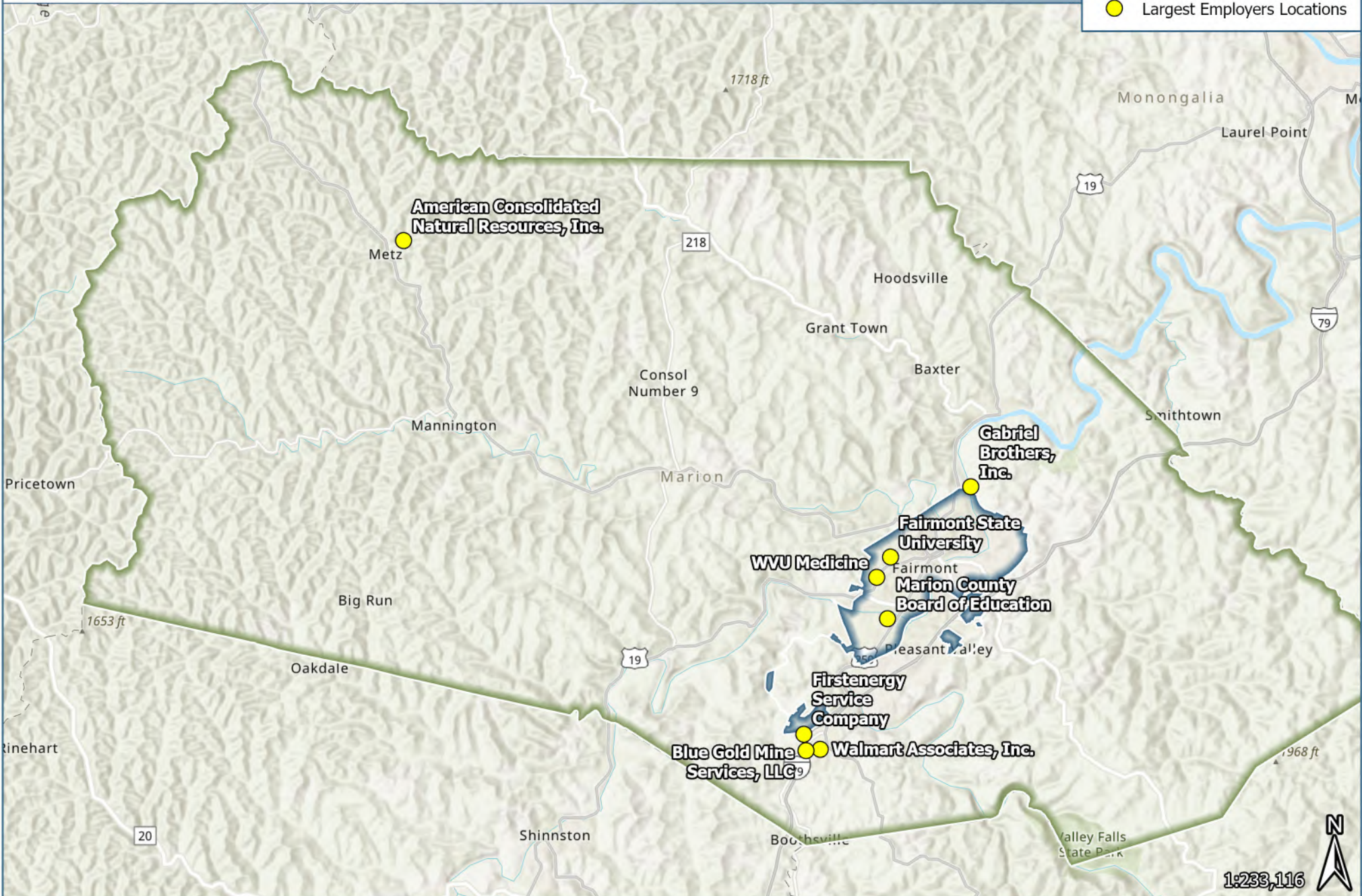
Employer Name	Business Type
Marion County Board of Education	Education
Firstenergy Service Company	Utilities
Fairmont State University	Education
American Consolidated Natural Resources	Mining
WVU Medicine	Healthcare
Walmart Associates	Retail
Price Gregory International	Manufacturer
Gabriel Brothers	Retail
Blue Gold Mine Services	Mining

Source: Work Force West Virginia (March 2024)

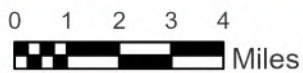
Major employers in the area are engaged in several types of businesses, including education, healthcare, extraction services (mining), manufacturing, retail, and utilities. As three of the largest employers in the area are within relatively stable employment sectors (healthcare and education), this helps to partially insulate Fairmont from sharp economic downturns. Although a notable number of the major employers in the area are engaged in business activities with occupations that typically offer competitive compensation, many of the support positions within these industries and a substantial share of the occupations within industries such as retail are likely to have low to moderate wages. This contributes to the demand for affordable and moderately priced housing in Fairmont and Marion County.

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

- PSA
- SSA
- Largest Employers Locations



1:233,116



Economic Development

Economic development can improve the economic well-being and quality of life for a region or community by building local wealth, diversifying the economy, and creating and retaining jobs. Despite multiple attempts, we were unable to obtain information from an economic development representative for the area regarding recent and ongoing economic and infrastructure investments within Marion County. As such, the projects included within this section of the report are based on publicly available information through online resources.

The following table summarizes recent and ongoing economic development projects identified within the PSA (Fairmont) and the SSA (Balance of County) as of the time of this analysis:

Economic Development Activity			
Project Name	Investment	Job Creation	Scope of Work/Details
PSA (Fairmont)			
Prime 6	\$35 million	75-100	Biofuel company held ribbon cutting in November 2025.
Disability Action Center	\$1.7 million	N/A	Broke ground in spring 2025; Facility is for people with a disability that need to focus on physical fitness.
Norwood Park	\$2.6 million	N/A	Universal accessibility park for people at all levels of mobility, ability and special needs; Includes multiple play structures and zipline; Completed August 2025.
Momentum Adventure Park 12 th Street	\$4 million	N/A	The former Box Factory was demolished and will be the access point to the West Fork River Trail Extension; Project construction expected to begin in mid-2026.
SSA (Balance of County)			
Clear Mountain Bank White Hall	N/A	N/A	Broke ground in 2025 on a new 2,700 square-foot branch; ECD 2026.

N/A – Not Available

ECD – Estimated Completion Date

As the preceding table illustrates, economic development activity totaling over \$43 million has either been recently completed, underway or is currently planned within the PSA (Fairmont) and SSA (Balance of County). While official job creation estimates were unavailable for a majority of the projects, the largest individual project (Prime 6) in the PSA is expected to create up to 100 jobs for the area and carries a total investment value of \$35 million. As a portion of these jobs may be filled by non-residents of the PSA and SSA, it is possible that these individuals may seek housing alternatives closer to their place of employment, which will contribute to housing demand within Fairmont and Marion County.

Infrastructure

The following table summarizes notable infrastructure projects identified within the PSA and SSA as of the time of this analysis:

Infrastructure Activity	
Project Name	Scope of Work, Status, Investment
PSA (Fairmont)	
Downtown Road Paving Project	Under Construction: Milling construction started September 2025; Project includes Gaston Ave. from 5 th St. to 7 th St; Benoni Ave. from 6 th St. to 9 th St., 5 th St. from Gaston Ave. to Fairmont Ave., Katherine St. from Barry St. to House #1287, and Avalon Rd. from Sands Dr. to Henry Dr.; ECD not found at time of study.
Fairmont Avenue and Beverly Road Sinkhole Project	Under Construction: Work started October 2025 to repair multiple sinkholes on corner of Beverly Road and Fairmont Avenue caused by storm drainage system collapse; ECD not found at time of study.
SSA (Balance of County)	
Sewer System Upgrade Worthington	Planned: Plans include replacing multiple valves and fixing a grinder station; Additional information not found at time of study.

ECD – Estimated Completion Date

As the preceding illustrates, notable infrastructure projects identified within the PSA (Fairmont) include a downtown paving project and a project to repair multiple sinkholes resulting from a recent drainage system failure. In addition, a sewer system upgrade is planned in the Worthington area of the SSA (Balance of County). While the number of projects identified within the PSA and SSA at the time of research were limited, the preceding are examples of projects that provide adequate and properly maintained infrastructure, which is vital to the economic vitality within an area.

D. PERSONAL MOBILITY

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

Commuting Mode and Time

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

Study Area		Commuting Mode						Total
		Drive Alone	Carpool	Public Transit	Walk	Other Means	Work at Home	
PSA	Number	6,474	1,009	129	434	81	925	9,052
	Percent	71.5%	11.1%	1.4%	4.8%	0.9%	10.2%	100.0%
SSA	Number	12,764	1,651	3	282	247	1,428	16,375
	Percent	77.9%	10.1%	0.0%	1.7%	1.5%	8.7%	100.0%
Marion County	Number	19,238	2,660	132	716	328	2,353	25,427
	Percent	75.7%	10.5%	0.5%	2.8%	1.3%	9.3%	100.0%
West Virginia	Number	575,954	61,722	4,992	18,689	9,197	58,074	728,628
	Percent	79.0%	8.5%	0.7%	2.6%	1.3%	8.0%	100.0%

Source: ESRI

Study Area		Commuting Time					Work at Home	Total
		Less Than 15 Minutes	15 to 29 Minutes	30 to 44 Minutes	45 to 59 Minutes	60 or More Minutes		
PSA	Number	2,527	3,142	1,820	397	239	925	9,050
	Percent	27.9%	34.7%	20.1%	4.4%	2.6%	10.2%	100.0%
SSA	Number	3,311	5,399	4,026	1,282	931	1,428	16,377
	Percent	20.2%	33.0%	24.6%	7.8%	5.7%	8.7%	100.0%
Marion County	Number	5,838	8,541	5,846	1,679	1,170	2,353	25,427
	Percent	23.0%	33.6%	23.0%	6.6%	4.6%	9.3%	100.0%
West Virginia	Number	191,660	243,343	119,471	50,831	65,249	58,074	728,628
	Percent	26.3%	33.4%	16.4%	7.0%	9.0%	8.0%	100.0%

Source: ESRI

Within the PSA (Fairmont), 82.6% of commuters either drive alone or carpool to work. This represents a smaller share of such commuting modes when compared to the 88.0% share within the SSA (Balance of County) and 87.5% share within the state. A larger share of individuals in the PSA utilize public transit (1.4%) as compared to the state (0.7%), and a notably higher share (4.8%) walk to work. Additionally, a higher share (10.2%) of PSA commuters work from home compared to the shares within the SSA and state (8.7% and 8.0%, respectively).

Approximately 27.9% of PSA (Fairmont) commuters have commute times of less than 15 minutes, representing a larger share of very short commute times compared to the SSA (20.2%) and state (26.3%). Overall, 62.6% of PSA workers have commute times less than 30 minutes to work, compared to 53.2% for the SSA and 59.7% for the state. Conversely, only 2.6% of PSA commuters and 5.7% of SSA commuters have commute times of 60 minutes or more. These represent lower shares of individuals with lengthy commutes when compared to the statewide share of 9.0%. The preceding illustrates that commute times within both the PSA and SSA are generally shorter than those for the state of West Virginia overall.

Based on the preceding analysis, the majority of PSA and SSA commuters utilize their own vehicles or carpool to work, though commuters in the PSA are more likely to utilize public transit, walk to work, or work from home compared to their counterparts in the SSA and state. Additionally, the majority of commuters in both the PSA and SSA have short commute times of less than 30 minutes.

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

PSA

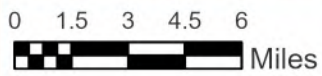
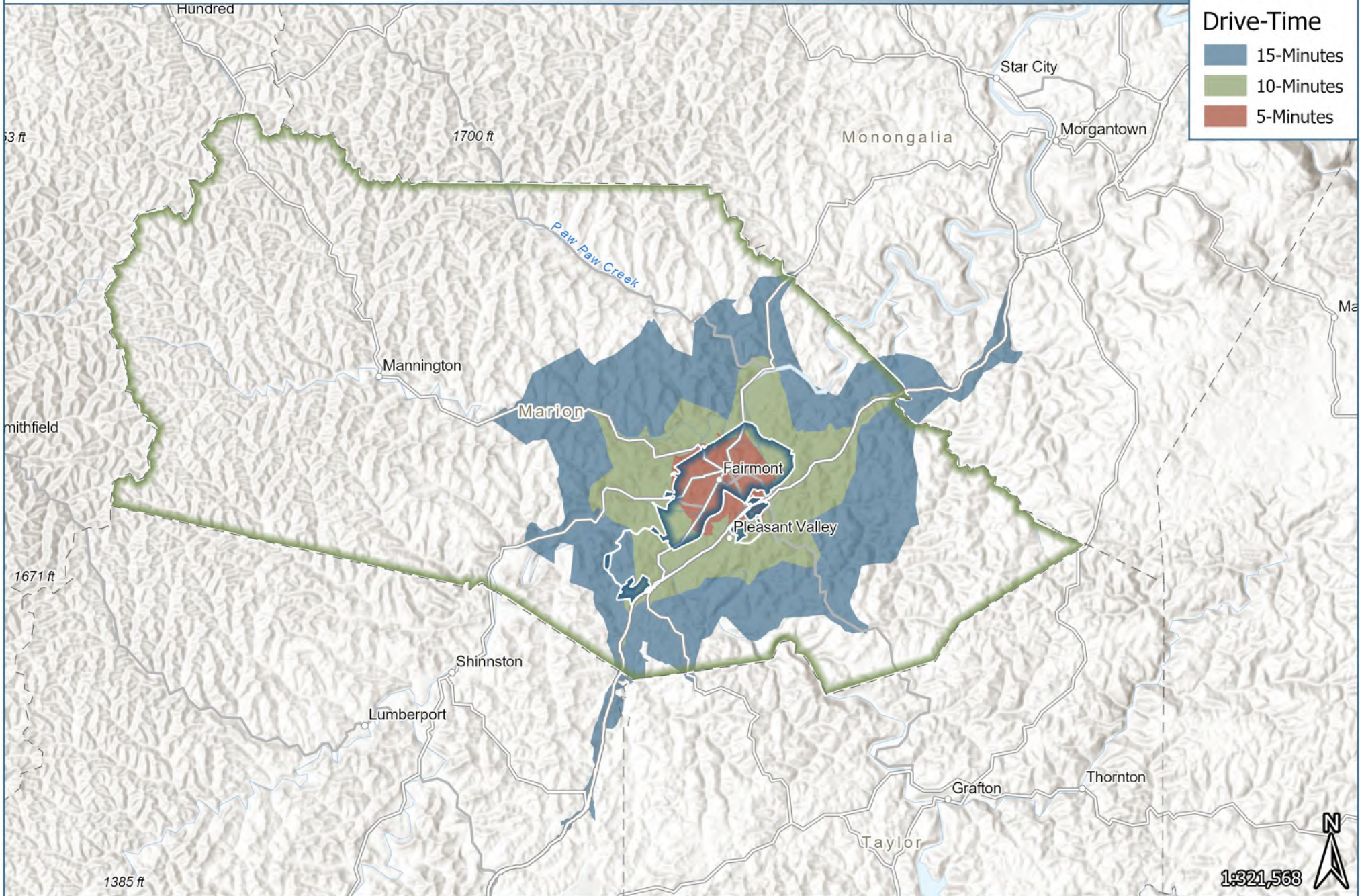
SSA

Drive-Time

15-Minutes

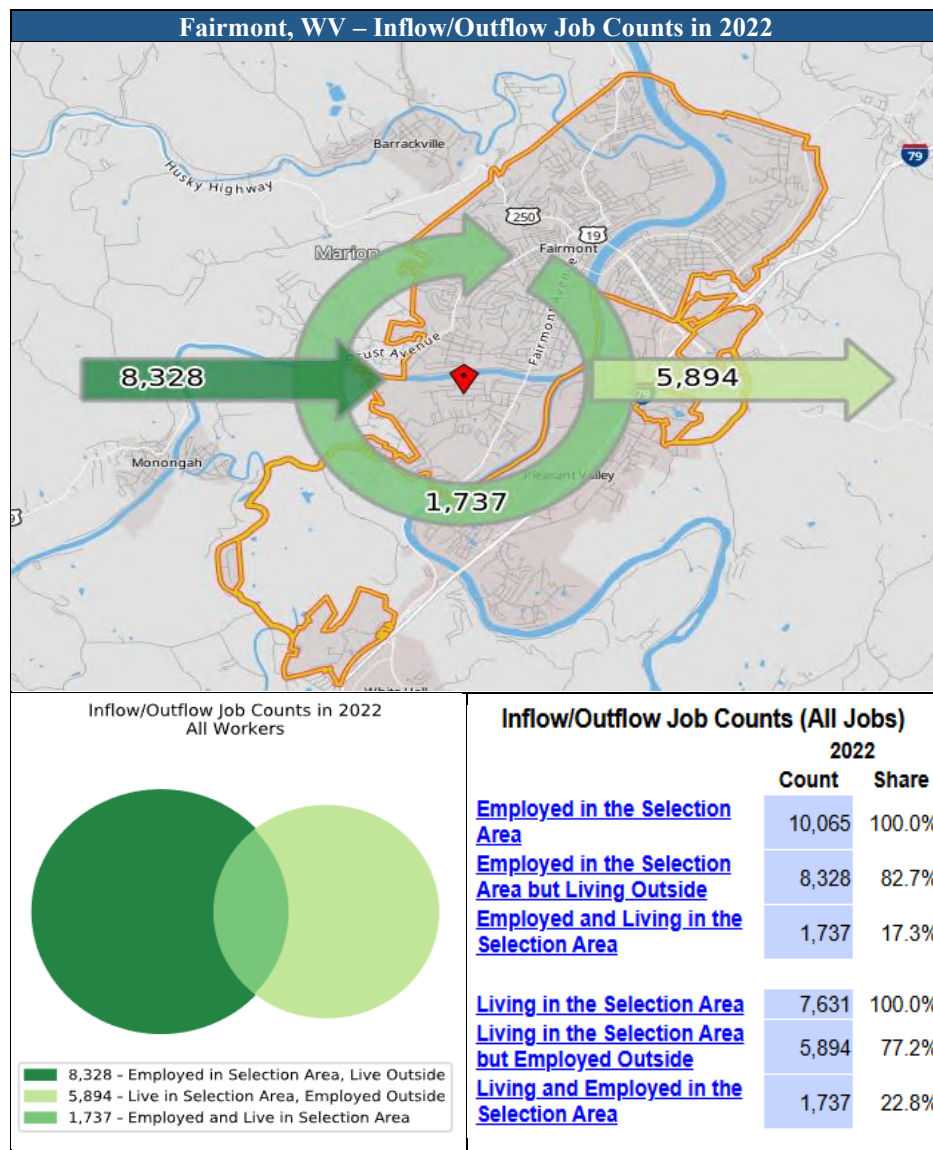
10-Minutes

5-Minutes

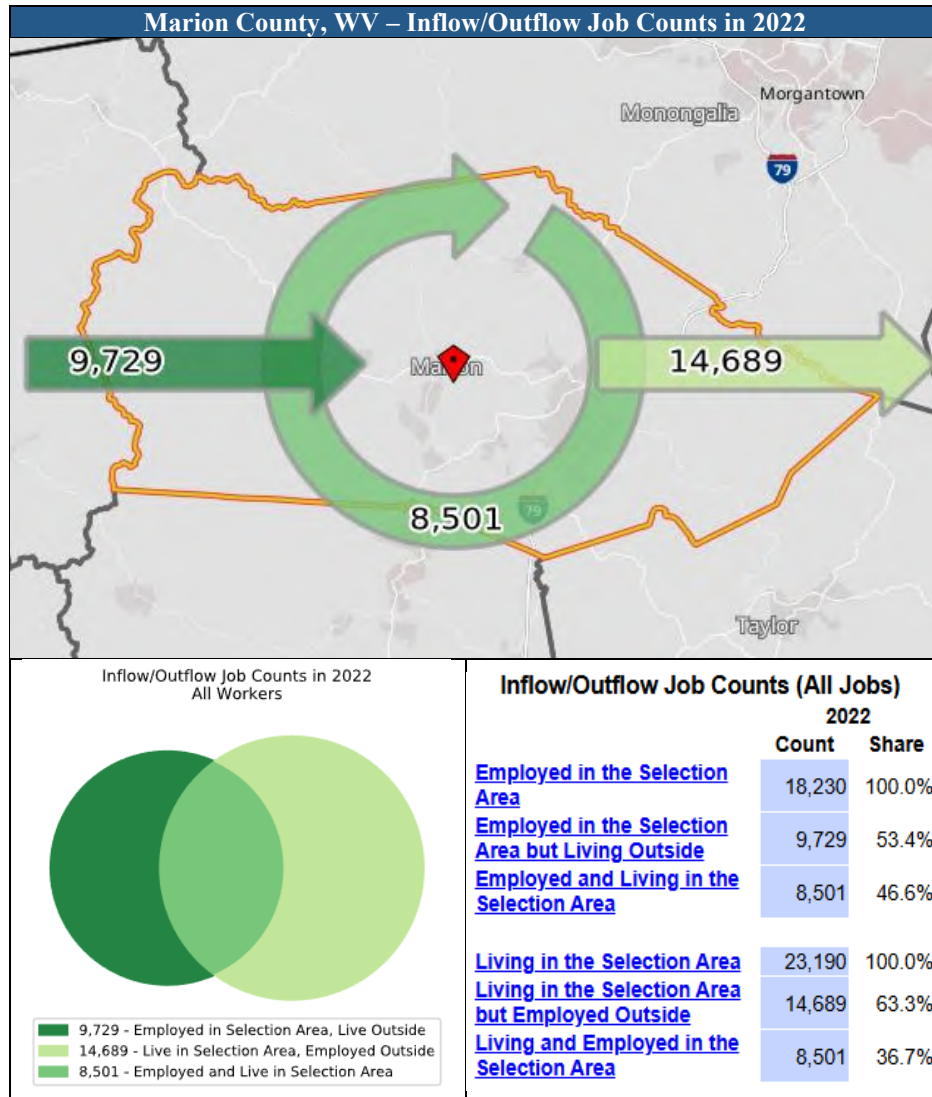


Commuting Inflow/Outflow

According to 2022 U.S. Census Longitudinal Origin-Destination Employment Statistics (LODES), of the 7,631 employed residents of the PSA (Fairmont), 1,737 (22.8%) are employed inside the PSA, while the remaining 5,894 (77.2%) are employed outside of Fairmont. In addition, 8,328 people commute into the PSA from surrounding areas for employment. These 8,328 non-residents account for 82.7% of the people employed in the PSA and represent a notable base of potential support for future residential development. Similarly, 9,729 individuals commute into Marion County for employment, which accounts for over one-half (53.4%) of all individuals employed within the county. The following illustrates the number of jobs filled by in-commuters and residents, as well as the number of resident out-commuters for the city of Fairmont and Marion County.



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



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

Characteristics of the Fairmont commuting flow in 2022 are illustrated in the following table.

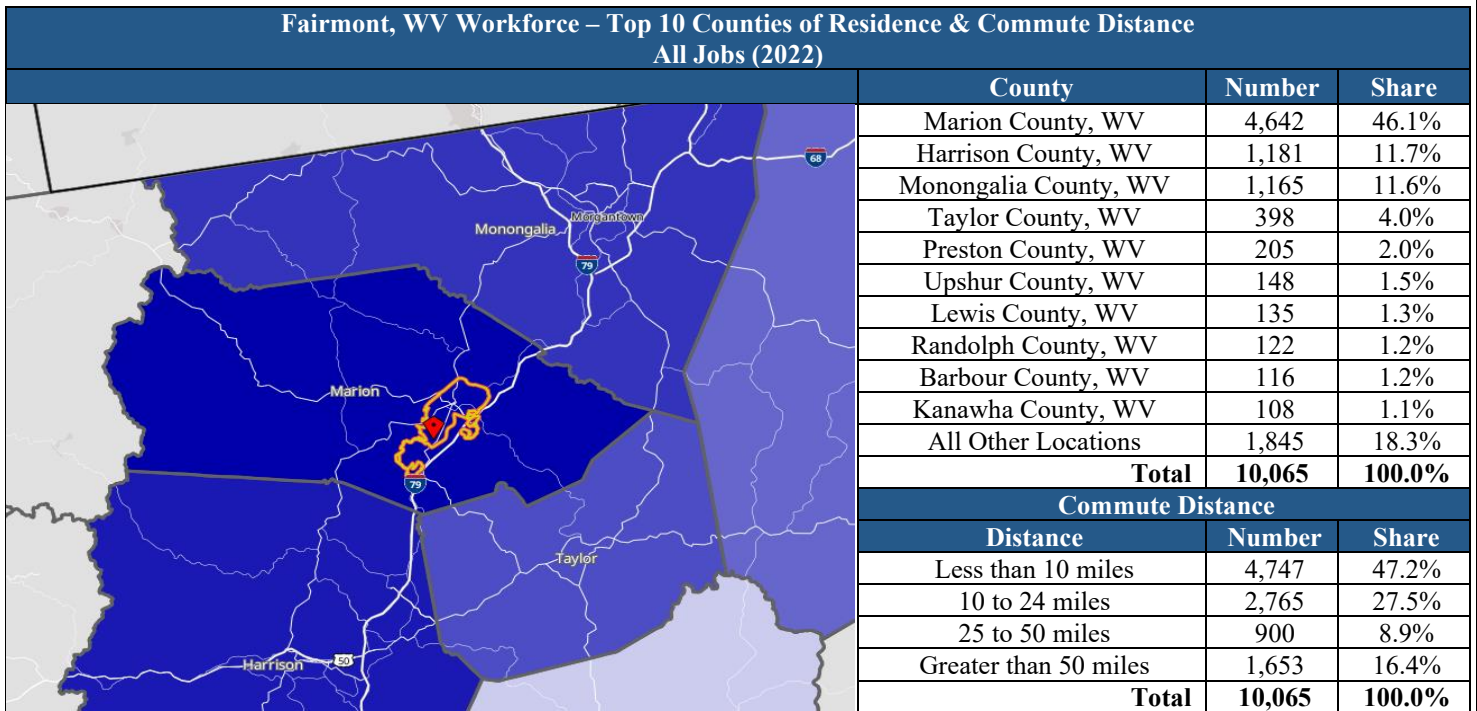
Fairmont, WV: Commuting Flow Analysis by Earnings, Age and Industry Group (2022, All Jobs)						
Worker Characteristics	Resident Outflow		Workers Inflow		Resident Workers	
	Number	Share	Number	Share	Number	Share
Ages 29 or younger	1,518	25.8%	1,925	23.1%	333	19.2%
Ages 30 to 54	3,178	53.9%	4,461	53.6%	947	54.5%
Ages 55 or older	1,198	20.3%	1,942	23.3%	457	26.3%
<i>Earning <\$1,250 per month</i>	1,164	19.7%	1,618	19.4%	396	22.8%
<i>Earning \$1,251 to \$3,333</i>	1,940	32.9%	2,393	28.7%	551	31.7%
<i>Earning \$3,333+ per month</i>	2,790	47.3%	4,317	51.8%	790	45.5%
Total Worker Flow	5,894	100.0%	8,328	100.0%	1,737	100.0%

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

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

Of the city’s 8,328 in-commuters, nearly one-quarter (23.1%) are 29 years of age or younger, 53.6% are between the ages of 30 and 54 years, and 23.3% are aged 55 or older. In regard to income, the largest share (51.8%) of inflow workers earn \$3,333 or more per month (\$40,000 or more annually). With 25.8% of outflow workers being 29 years of age or younger and 52.6% earning less than \$3,333 per month, outflow workers are typically slightly younger and earn lower wages when compared to the inflow workers in Fairmont. Among the three groups, resident workers (those who live and work within Fairmont) have the largest share (54.5%) of workers earning less than \$3,333 per month. Given the diversity of incomes and ages of the over 8,300 people commuting into the area for work each day, a variety of housing product types could be developed to potentially attract these inflow commuters to relocate to Fairmont. The overall health of the local housing market can greatly influence the probability of in-commuters relocating to the area. A detailed analysis of the area housing market, which includes availability, costs, and product mixture is included in Section VI of this report.

The following map and corresponding tables illustrate the physical *home* location (county) of people *working in* the city of Fairmont, as well as the distribution of commute distances for the Fairmont workforce.



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

Statistics provided by LODES indicate that 46.1% of the Fairmont workforce are residents of Marion County. The counties of Harrison (11.7%) and Monongalia (11.6%) contribute the next largest shares of people that work in Fairmont. In total, nearly three-quarters (73.4%) of the Fairmont workforce originates from either within the county or from an adjacent county, and 18.3% of the labor force originates from outside of the top 10 counties listed. As such, most of the Fairmont workforce is regionally based with approximately three-quarters (74.7%) of individuals commuting less than 25 miles. Inflow workers with commute distances of more than 50 miles comprise 16.4% of the total Fairmont workforce. These 1,653 inflow workers with notably lengthy commutes, as well as those with shorter commutes from outside the county, represent a base of potential support for future residential development in Fairmont.

The following map and corresponding tables illustrate the physical *work* location (county) of Fairmont residents, as well as the commute distances for these workers.

Fairmont, WV Residents – Top 10 Counties of Employment & Commute Distance All Jobs (2022)			
	County	Number	Share
	Marion County, WV	2,736	35.9%
	Monongalia County, WV	1,883	24.7%
	Harrison County, WV	1,241	16.3%
	Kanawha County, WV	223	2.9%
	Taylor County, WV	106	1.4%
	Preston County, WV	86	1.1%
	Wood County, WV	84	1.1%
	Cabell County, WV	77	1.0%
	Lewis County, WV	69	0.9%
	Upshur County, WV	65	0.9%
	All Other Locations	1,061	13.9%
Total	7,631	100.0%	
Commute Distance			
Distance	Number	Share	
Less than 10 miles	2,834	37.1%	
10 to 24 miles	3,218	42.2%	
25 to 50 miles	442	5.8%	
Greater than 50 miles	1,137	14.9%	
Total	7,631	100.0%	

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

Of the 7,631 employed residents of Fairmont, 35.9% are employed within Marion County. The largest share (24.7%) of Fairmont residents employed outside the county are employed in Monongalia County, followed by Harrison County (16.3%). This is not surprising, given the relatively short distance to Monongalia and Harrison counties and the notable employment center in the city of Morgantown within Monongalia County. Overall, this data illustrates that many residents of Fairmont seek employment within the nearby region and 79.3% of resident commuters have commute distances less than 25 miles. Regardless, over

1,100 Fairmont residents have commutes of greater than 50 miles. Although a number of factors contribute to where an individual chooses to reside, lengthy commute times can increase the likelihood of relocation if adequate housing options are present closer to an individual's place of employment.

VI. HOUSING SUPPLY ANALYSIS

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

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

- **Rental Housing** – Rental properties consisting of multifamily apartments (generally with five or more units within a structure) were identified and surveyed. An analysis of non-conventional rentals (typically with four or less units within a structure) was also conducted.
- **For-Sale Housing** – For-sale housing alternatives, both recent sales activity and currently available supply, were inventoried. This data includes single-family homes, condominiums, mobile homes, and other traditional housing alternatives. It includes stand-alone product as well as homes within planned developments or projects.

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

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

A. OVERALL HOUSING SUPPLY (SECONDARY DATA)

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

Housing Characteristics

The estimated distribution of the area housing stock by tenure (renter and owner) within the study areas for 2025 is summarized in the following table:

		Occupied and Vacant Housing Units by Tenure (2025)				
		Total Occupied	Owner Occupied	Renter Occupied	Vacant	Total
PSA	Number	7,754	4,895	2,859	1,345	9,099
	Percent	85.2%	63.1%	36.9%	14.8%	100.0%
SSA	Number	15,550	12,599	2,951	1,752	17,302
	Percent	89.9%	81.0%	19.0%	10.1%	100.0%
Marion County	Number	23,304	17,494	5,810	3,097	26,401
	Percent	88.3%	75.1%	24.9%	11.7%	100.0%
West Virginia	Number	746,561	543,397	203,164	117,648	864,209
	Percent	86.4%	72.8%	27.2%	13.6%	100.0%

Source: ESRI; Bowen National Research

In total, there are an estimated 9,099 housing units within the PSA (Fairmont) in 2025. Based on ESRI estimates, of the 7,754 total *occupied* housing units in the PSA, 63.1% are owner occupied, while 36.9% are renter occupied. This distribution of product by tenure within the PSA is more heavily weighted toward renter-occupied housing than the state of West Virginia (36.9% versus 27.2%). This is not surprising given the higher population density of the PSA, which typically results in higher shares of renter-occupied housing units. Overall, 14.8% of the total housing units within the PSA are classified as vacant, which is a slightly higher share of such units compared to the statewide share of 13.6%. Vacant units are comprised of a variety of units including abandoned properties, rentals, for-sale, and seasonal housing units. According to 2023 Five-Year American Community Survey (ACS) estimates, 29.9% of all vacant units in the PSA are “For-Rent,” while 59.6% are categorized as “Other Vacant.” These can include properties in foreclosure or in legal proceedings, units being prepared for sale or rent, units currently under repair or needing repairs, and abandoned or condemned units. In addition, 5.5% of all vacant units in the PSA are “Seasonal or Recreational.” As such, the majority of vacant units within the PSA are not immediately available for permanent occupancy.

Within the SSA (Balance of County), there are approximately 15,550 *occupied* housing units, of which 81.0% are owner occupied and 19.0% are renter occupied. This is a significantly higher share of owner-occupied units compared to the PSA and state. The 10.1% share of vacant housing units in the PSA is notably less than both the PSA and state. While ACS estimates indicate a very similar share (60.0%) of “Other Vacant” units in the SSA, “Seasonal or Recreational” units comprise a moderately higher share (17.2%) of the vacant units compared to the PSA.

The following table compares key housing age and conditions for each of the study areas based on American Community Survey data. Housing units built over 50 years ago (pre-1970), overcrowded housing (1.01+ persons per room), or housing that lacks complete kitchens or bathroom plumbing are illustrated for each area by tenure (renter or owner). It is important to note that some occupied housing units may have more than one housing issue.

	Housing Age and Conditions (2023)											
	Pre-1970 Product				Overcrowded				Incomplete Plumbing or Kitchen			
	Renter		Owner		Renter		Owner		Renter		Owner	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
PSA	1,822	60.4%	3,518	74.1%	86	2.9%	35	0.7%	120	4.0%	27	0.6%
SSA	1,191	47.6%	6,223	50.7%	35	1.5%	156	1.2%	10	0.6%	404	3.0%
Marion County	3,013	54.2%	9,740	55.9%	121	2.2%	191	1.1%	130	2.3%	431	2.5%
West Virginia	77,328	41.7%	209,380	39.1%	4,575	2.5%	4,191	0.8%	3,452	1.9%	4,626	0.9%

Source: American Community Survey 2019-2023; ESRI; Bowen National Research

Within the PSA (Fairmont), approximately 60.4% of renter-occupied housing and 74.1% of owner-occupied housing was built prior to 1970. Both shares of such units are considerably larger than the corresponding shares for the state of West Virginia (41.7% and 39.1%, respectively). While the shares of renter-occupied (47.6%) and owner-occupied (50.7%) units built prior to 1970 in the SSA (Balance of County) are notably lower than the PSA shares, both shares are still moderately higher than the statewide shares. Within the PSA, 2.9% of renter households and 0.7% of owner households are overcrowded, while 4.0% of renter-occupied units and 0.6% of owner-occupied units lack complete plumbing or kitchens. As such, housing condition issues are much more prevalent among renter households in the PSA as compared to households within the state. Conversely, owner households within the SSA are disproportionately affected by housing condition issues as compared to their counterparts within the PSA and state. Specifically, 1.2% of SSA owner households are overcrowded and 3.0% have incomplete plumbing or kitchens. Both shares are higher than the corresponding PSA or statewide shares.

Overall, the PSA and SSA have relatively large shares of older housing units (pre-1970) compared to the state of West Virginia. While not all older housing units have condition issues, this aging inventory of renter- and owner-occupied housing likely contributes to the higher shares of condition issues for renters in the PSA and owners in the SSA. In total, there are approximately 268 households (206 renter households and 62 owner households) in Fairmont and 605 households (45 renter households and 560 owner households) in the Balance of County that are living in substandard housing conditions. As a result, addressing the current housing condition issues and focusing on the preservation of the aging housing inventory should be included in the future housing initiatives of Fairmont and Marion County.

The following map illustrates median year built by census tract for the residential housing units located in the PSA and SSA.

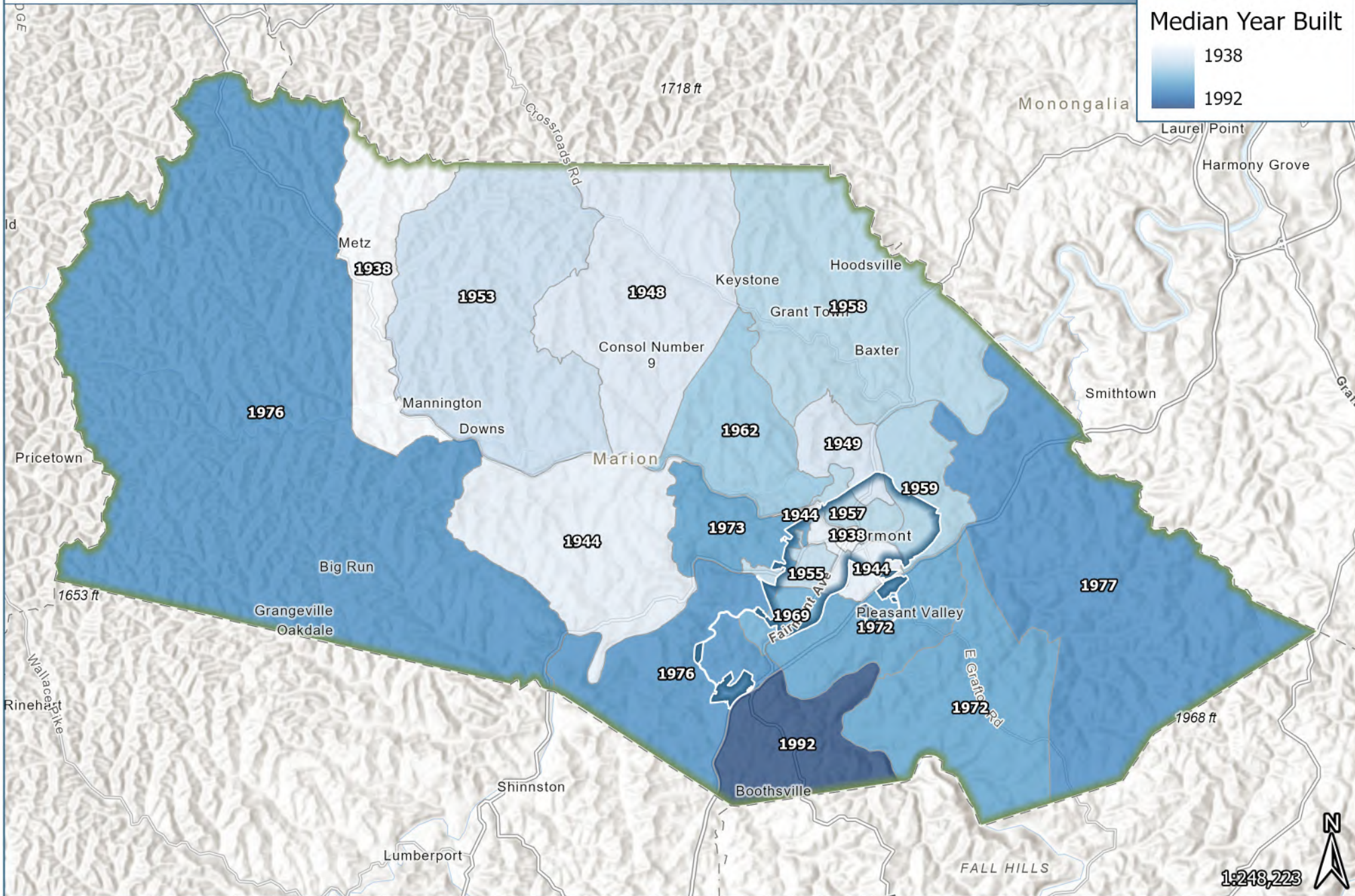
PSA

SSA

Median Year Built

1938

1992



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

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

	Household Income, Housing Costs and Affordability							
	Total Households (2025)	Median Household Income (2025)	Median Home Value (2025)	Median Gross Rent (2023)	Share of Cost Burdened Households (2023)*		Share of Severe Cost Burdened Households (2023)**	
					Renter	Owner	Renter	Owner
PSA	7,754	\$57,851	\$158,916	\$882	40.1%	14.1%	20.5%	6.9%
SSA	15,550	\$68,419	\$179,146	\$924	36.0%	10.9%	15.1%	4.6%
Marion County	23,304	\$64,873	\$171,943	\$901	38.2%	11.6%	17.9%	5.1%
West Virginia	746,561	\$59,512	\$177,596	\$850	39.8%	14.2%	20.2%	6.0%

Source: American Community Survey 2019-2023; ESRI; Bowen National Research

*Paying more than 30% of income toward housing costs

**Paying more than 50% of income toward housing costs

The estimated median home value of \$158,916 within the PSA (Fairmont) is 11.3% lower than the median home value of \$179,146 in the SSA (Balance of County) and 10.5% lower than the state’s estimated median home value of \$177,596. While the median gross rent of \$882 in the PSA is only 3.8% higher than the state’s median gross rent of \$850, the median gross rent in the SSA (\$924) is 8.7% higher than the state. These factors combined with the lower median household income (\$57,851) in the PSA result in slightly higher shares of cost burdened and severe cost burdened households in Fairmont compared to the SSA. Within the PSA, 40.1% of renter households and 14.1% of owner households are cost burdened, whereas 36.0% and 10.9% of SSA renter and owner households are cost burdened. Similarly, 20.5% of renter households and 6.9% of owner households in the PSA are *severe* cost burdened, and both shares are higher than the corresponding shares for the SSA and state.

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

	Number of Cost Burdened/Severe Cost Burdened Households by Tenure (2025)					
	Cost Burdened Households*		Total Cost Burdened	Severe Cost Burdened Households**		Total Severe Cost Burdened
	Renter	Owner		Renter	Owner	
PSA	1,146	690	1,836	586	338	924
SSA	1,062	1,373	2,435	446	580	1,026
Marion County	2,219	2,029	4,248	1,040	892	1,932
West Virginia	80,859	77,162	158,021	41,039	32,604	73,643

Source: American Community Survey 2019-2023; ESRI; Bowen National Research

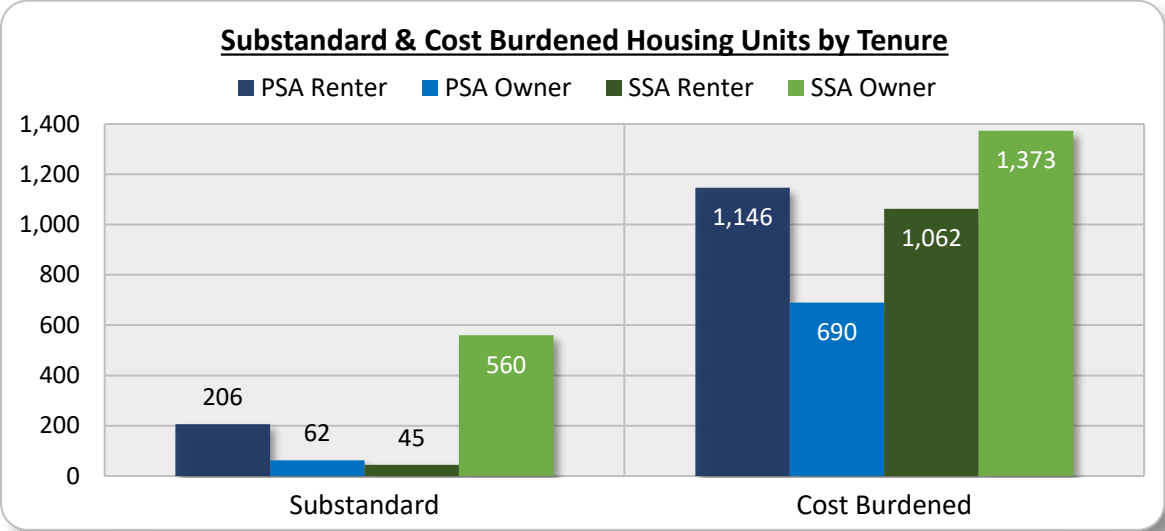
*Paying more than 30% of income toward housing costs

**Paying more than 50% of income toward housing costs

Overall, there are approximately 1,146 renter households and 690 owner households in the PSA that are housing cost burdened, of which 586 renter households and 338 owner households are *severe* cost burdened. Although the

respective shares of cost burdened and severe cost burdened households in the SSA are comparably less than the PSA, there is a *total* of 2,435 cost burdened households and 1,026 severe cost burdened households in the SSA. Overall, this data illustrates the importance of affordable rental and for-sale housing alternatives for Fairmont and Marion County residents.

The following graph illustrates substandard housing (overcrowded units or units lacking complete kitchens) and cost burdened households (paying more than 30% of income toward housing costs) by tenure within the PSA and SSA.



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

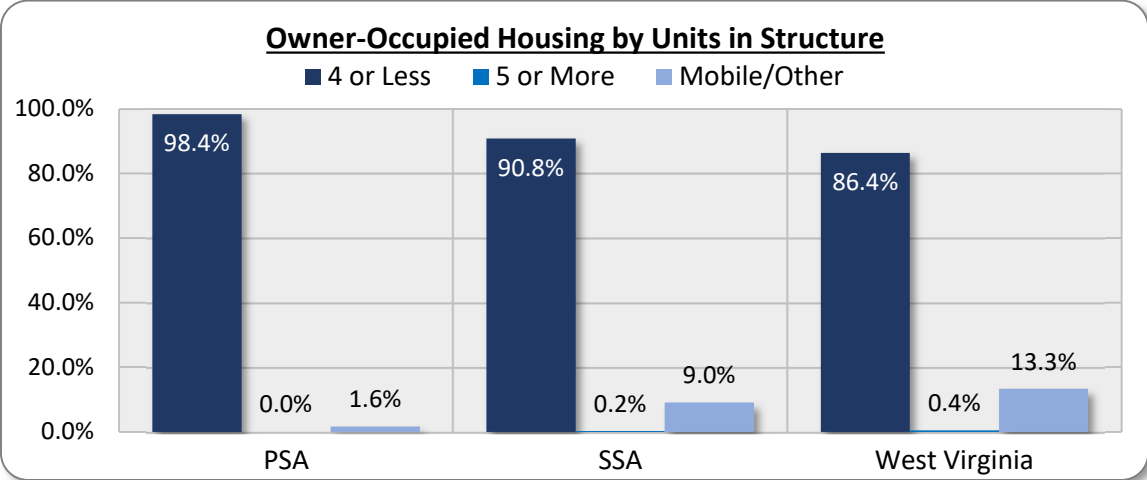
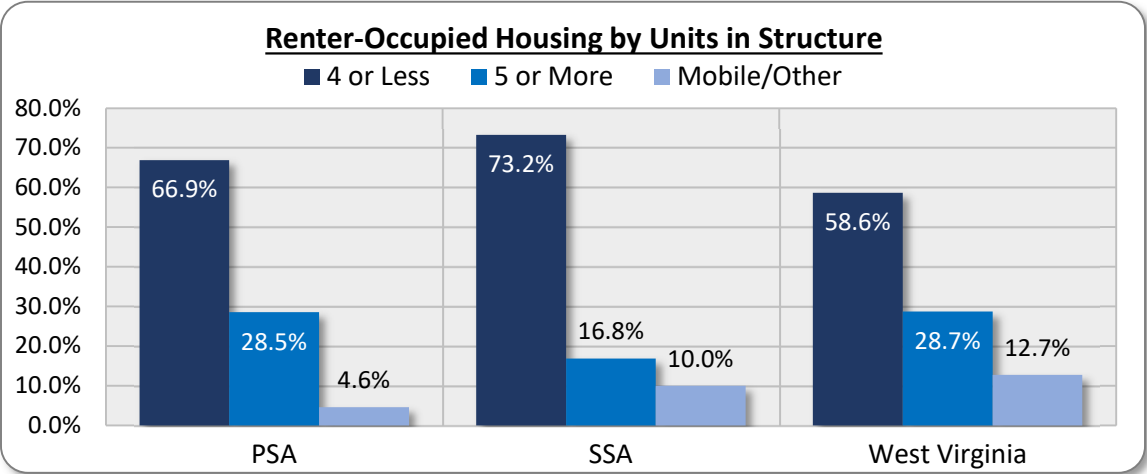
		Renter-Occupied Housing by Units in Structure (2023)				Owner-Occupied Housing by Units in Structure (2023)			
		4 Units or Less	5 Units or More	Mobile Home/Other	Total	4 Units or Less	5 Units or More	Mobile Home/Other	Total
PSA	Number	2,017	859	138	3,015	4,673	0	75	4,748
	Percent	66.9%	28.5%	4.6%	100.0%	98.4%	0.0%	1.6%	100.0%
SSA	Number	1,859	427	254	2,539	11,503	24	1,136	12,663
	Percent	73.2%	16.8%	10.0%	100.0%	90.8%	0.2%	9.0%	100.0%
Marion County	Number	3,876	1,286	392	5,554	16,176	24	1,211	17,411
	Percent	69.8%	23.2%	7.1%	100.0%	92.9%	0.1%	7.0%	100.0%
West Virginia	Number	108,595	53,286	23,556	185,437	462,942	1,994	71,186	536,122
	Percent	58.6%	28.7%	12.7%	100.0%	86.4%	0.4%	13.3%	100.0%

Source: American Community Survey 2019-2023; ESRI; Bowen National Research

Approximately 28.5% of the *rental* units in the PSA (Fairmont) and 16.8% of the rental units within the SSA (Balance of County) are within structures of five units or more (multifamily apartments). While the share of multifamily apartments in the PSA is very comparable to the state share of 28.7%, the SSA is significantly lower. However, this is not uncommon for areas with

comparably lower population densities such as the SSA. Regardless, rental units within structures of four units or less and mobile homes (non-conventional rentals) comprise the vast majority of all rental units in the PSA (71.5%) and SSA (83.2%). As a result, a separate analysis of the non-conventional rental units is included later in this section, starting on page VI-19. Among *owner-occupied* housing, nearly all units within the entirety of Marion County are contained within structures of four units or less and mobile homes, which is generally consistent with the distribution of owner-occupied homes within the state. The share of owner-occupied mobile homes in the PSA (1.6%) is very low compared to both the SSA and statewide shares (9.0% and 13.3%, respectively).

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



B. RENTAL HOUSING SUPPLY ANALYSIS (BOWEN NATIONAL SURVEY)

1. Introduction

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

2. Multifamily Rental Housing

Between September and December of 2025, Bowen National Research surveyed a total of five multifamily rental housing projects containing a total of 387 units within the PSA (Fairmont) and 12 projects containing 552 units in the SSA (Balance of County). While this survey does not include all properties in the market, it does include the majority of the larger properties. The overall survey is considered representative of the performance, conditions and trends of multifamily rental housing in the market. Projects identified, inventoried, and surveyed operate as market-rate projects and under affordable housing programs including the Low-Income Housing Tax Credit (LIHTC) program (generally serving households earning between 51% and 80% of Area Median Household Income) and various government-subsidized or HUD programs (generally serving households earning 50% or less of Area Median Household Income). For the purposes of this analysis, projects that operate under the LIHTC program are simply referred to as “Tax Credit” projects. Definitions of each housing program are included in *Addendum E: Glossary*.

Housing authorities, property managers or leasing agents for each project were surveyed to collect a variety of property information including vacancies, rental rates, unit mixes, year built and other features. Some properties were personally visited by staff of Bowen National Research and were also rated based on general exterior quality and upkeep, and each property was mapped as part of this survey. *Note* that rental housing options that specifically target the student population of Fairmont State University are not included within this section of the report. For an overview of the university and the housing options available to students, see Section VII (Other Housing Market Factors) of this report.

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

Surveyed Multifamily Rental Housing Marion County, West Virginia				
Project Type	Projects Surveyed	Total Units	Vacant Units	Occupancy Rate
PSA (Fairmont)				
Tax Credit	1	38	5	86.8%
Tax Credit/Government-Subsidized	2	133	0	100.0%
Government-Subsidized	2	216	0	100.0%
Total	5	387	5	98.7%
SSA (Balance of County)				
Market-rate	5	319	0	100.0%
Tax Credit	1	40	0	100.0%
Tax Credit/Government-Subsidized	3	169	0	100.0%
Government-Subsidized	3	24	0	100.0%
Total	12	552	0	100.0%

Source: Bowen National Research

Among the five multifamily projects surveyed in the PSA (Fairmont), one is a non-subsidized Tax Credit project and four are government-subsidized projects. Collectively, the government-subsidized units comprise 349 (90.2%) of the 387 total multifamily units surveyed in the PSA, while the non-subsidized Tax Credit units comprise 38 units (9.8%). Overall, the multifamily apartments within the PSA are 98.7% occupied with only five vacancies. While the government-subsidized units in the PSA are 100.0% occupied, the Tax Credit units are 86.8% occupied and account for all five vacant units in the PSA. Typically, in healthy and well-balanced markets, multifamily rentals operate at an overall 94% to 96% occupancy rate. As such, the overall occupancy rate within the PSA is extremely high and indicates a notable lack of available units. While the occupancy rate for the Tax Credit units in the PSA is substantially lower than the optimal range, management at the Tax Credit project (Fairmont Hills Apartments) attributed the five vacancies to recent evictions. The high overall occupancy rate and presence of wait lists are indicative of a market with pent-up demand for multifamily rentals. However, the lack of availability likely creates significant challenges for households seeking multifamily rental options within the PSA. This can result in households seeking rental options from the available non-conventional inventory, or it can result in households seeking multifamily rentals outside the PSA.

Within the SSA (Balance of County), a total of five market-rate projects, one Tax Credit project, and six government-subsidized projects were surveyed. Among the 552 total units that comprise the 12 projects surveyed in the SSA, the majority (57.8%) are market-rate units, 7.2% are Tax Credit units, and 35.0% are government-subsidized units. The 100.0% overall occupancy rate within the SSA is extremely high and indicates very strong demand for multifamily rental housing in the area. Similar to the PSA, many

of the projects in the SSA maintain wait lists for the next available unit, illustrating that pent-up demand for multifamily rentals likely exists throughout Marion County.

The five surveyed properties in the PSA (Fairmont) and 12 surveyed properties in the SSA (Balance of County) are summarized in the following table. Detailed property information is included in *Addendum A: Field Survey of Multifamily Rentals*.

Surveyed Multifamily Rental Housing – Marion County, West Virginia						
Map I.D.	Project Name	Year Built/Renovated	Units	Occupancy Rate	Wait List	Target Market
PSA (Fairmont)						
1	Eastview Unity Apts.	1914 / 1984	85	100.0%	28 HH	Seniors 62+; 40% AMHI & Section 202 & 8
2	Fairmont Arbors	1977	119	100.0%	14 HH	Seniors 62+; Section 8
3	Fairmont Hills Apts.	2000	38	86.8%	None	General-Occupancy; 50% & 60% AMHI
4	Marion Unity Apts.	1983 / 2015	97	100.0%	21 HH	Seniors 62+; Section 8
5	Miller School	1910 / 2018	48	100.0%	None	Seniors 55+; 40% & 60% AMHI & PBV/PBRA
SSA (Balance of County)						
901	Barrackville Apts.	2020	8	100.0%	None	General-Occupancy
902	Birch View	1988	40	100.0%	8-9 Months	General-Occupancy; 60% AMHI
903	Crosswind Apts.	2005	40	100.0%	3 HH	General-Occupancy
904	Mannington Manor Apts.	1970 / 1996	30	100.0%	None	General-Occupancy; 60% AMHI & RD 515
905	Monongah Heights	1984 / 1996	40	100.0%	10 HH	General-Occupancy; 60% AMHI & RD 515
906	Parkridge Manor I	1981	8	100.0%	1 HH	General-Occupancy; Section 8
907	Parkridge Manor II	1981	8	100.0%	6 HH	General-Occupancy; Section 8
908	Paw Paw Manor	1981	8	100.0%	3 HH	General-Occupancy; Section 8
909	Southwind Apts.	2002	52	100.0%	None	General-Occupancy
910	Unity Terrace Apts.	1972 / 2011	99	100.0%	150 HH	General-Occupancy; 60% AMHI & Section 8
911	Village at White Hall	1995	119	100.0%	None	General-Occupancy
912	Woodlands Apts.	1999	100	100.0%	5 HH	General-Occupancy

Source: Bowen National Research

Note: 900 Series Map Codes are located outside the PSA

HH - Households

Four multifamily projects surveyed within the PSA (Fairmont) are age-restricted for seniors (ages 55 or 62 and older) or designated for persons with a disability, and one project is a general-occupancy Tax Credit project for households earning up to 50% (19 units) and 60% (19 units) of Area Median Household Income (AMHI). Three properties in the PSA maintain wait lists, which are all age-restricted to seniors aged 62 and older. The combined wait list among these projects totals 63 households. While the age-restricted units within the PSA are fully occupied, there are five vacancies among the Tax Credit units.

Within the SSA (Balance of County), all projects are fully occupied regardless of program type. In contrast to the PSA, there are no age-restricted projects within the SSA. Four projects in the SSA are restricted to households earning up to 60% of AMHI, with three of the projects operating under a concurrent government subsidy (RD 515 or Section 8). A total of five projects within the SSA operate as unrestricted market-rate projects. Three-quarters (75.0%) of the multifamily projects in the SSA maintain wait lists. Wait lists by project type range from eight households (market-rate) to 170 households (government-subsidized).

The collected rents (market-rate and Tax Credit projects) and contract rents (government-subsidized) for the multifamily projects surveyed in the PSA and SSA are illustrated by bedroom type in the following table. Note that the number of units and number of vacancies for each bedroom type are also included in parenthesis for each project.

**Collected/Contract Rents by Bedroom Type/Percent of AMHI (Number of Units/Vacancies)
Marion County, West Virginia**

Map I.D.	Project Name	Studio	One-Br.	Two-Br.	Three-Br.	Four-Br.
PSA (Fairmont)						
1	Eastview Unity Apts.	\$1,057/40% (6/0)	\$1,163/40% (76/0)	\$1,227/40% (3/0)	-	-
2	Fairmont Arbors	-	\$1,020 (119/0)	-	-	-
3	Fairmont Hills Apts.	-	-	-	\$865/50% (16/2) \$940/60% (16/1)	\$1,020/50% (3/1) \$1,115/60% (3/1)
4	Marion Unity Apts.	-	\$963 (93/0)	\$1,068 (4/0)	-	-
5	Miller School	-	SUB/40% (6/0) SUB/60% (20/0)	SUB/40% (6/0) SUB/60% (14/0) SUB/60% (2/0)	-	-
SSA (Balance of County)						
901	Barrackville Apts.	-	-	\$900 (8/0)	-	-
902	Birch View	-	-	\$795/60% (32/0)	\$885/60% (8/0)	-
903	Crosswind Apts.	-	\$950 (15/0)	\$1,200 (25/0)	-	-
904	Mannington Manor Apts.	-	\$546-\$656/60% (6/0)	\$571-\$689/60% (24/0)	-	-
905	Monongah Heights	-	\$796-\$917/60% (20/0)	\$825-\$947/60% (20/0)	-	-
906	Parkridge Manor I	-	-	SUB (8/0)	-	-
907	Parkridge Manor II	-	-	SUB (8/0)	-	-
908	Paw Paw Manor	-	-	SUB (8/0)	-	-
909	Southwind Apts.	-	-	\$750-\$850 (52/0)	-	-
910	Unity Terrace Apts.	\$701/60% (4/0)	\$852/60% (20/0)	\$998/60% (50/0)	\$1,144/60% (25/0)	-
911	Village at White Hall	-	-	\$815-\$1,015 (108/0)	\$1,035 (10/0)	\$1,840-\$1,900 (1/0)
912	Woodlands Apts.	-	\$950 (16/0)	\$1,050-\$1,150 (80/0)	\$1,250 (4/0)	-

Source: Bowen National Research

Note: 900 Series Map Codes are located outside the PSA

SUB - Subsidized (residents pay 30% of their income, as these are government-subsidized units)

Within the PSA (Fairmont), collected rents at the non-subsidized Tax Credit property (Fairmont Hills Apartments) range from \$865 for a three-bedroom (50% AMHI) unit to \$1,115 for a four-bedroom (60% AMHI) unit, though it is worth noting that 32 of the 38 total units (84.2%) at the property are three-bedroom units. The remaining rents for the PSA in the preceding table are *contract* rents for the government-subsidized properties that allow tenants to pay a portion of their income (typically 30%) toward rent, but not pay higher than the contract rent. Among the most common market-rate unit configuration in the SSA (Balance of County), two-bedroom units have collected rents that range from \$750 to \$1,200. Collected rents at the non-subsidized Tax Credit property (Birch View) in the SSA range from \$795 (two-bedroom) to \$885 (three-bedroom).

The following table illustrates the total number of households on wait lists by property type for each of the study areas.

Wait Lists by Property Type - Marion County, West Virginia			
Study Area	Market-Rate	Tax Credit	Government-Subsidized
PSA (Fairmont)	-	-	63 HH
SSA (Balance of County)	8 HH	8-9 Months	170 HH

Source: Bowen National Research
HH - Households

Within the PSA (Fairmont), wait lists are confined to government-subsidized projects, which comprise a combined total of 63 households. By comparison, the SSA (Balance of County) has at least one wait list for each project type. Combined wait lists for the market-rate projects in the SSA total eight households, while government-subsidized projects have a combined wait list of 170 households. The estimated length of wait for the next available Tax Credit unit in the SSA is approximately eight to nine months. While it is likely that some households may appear on multiple wait lists within a single project type or across multiple project types, which can inflate the total number of households on a wait list, the data illustrates that there is pent-up demand for multifamily rentals within the PSA and SSA, and the most significant pent-up demand appears to be for rentals affordable to low-income households (e.g., government-subsidized rentals).

Market-Rate Apartments

Market-rate units operate without any government rent or income restrictions and are generally priced according to current market conditions in the area. While no general-occupancy market-rate projects were surveyed within the PSA (Fairmont), one general-occupancy market-rate project was identified, and one off-campus student housing project was identified and surveyed. The general-occupancy project (Libbey Apartments) is a 19-unit market-rate project built in 1920. Despite multiple attempts to contact management, an interview was unable to be obtained at the time of this

report. In addition, a field analyst noted that the project appeared to be under renovation and that previously existing signage at the property had been removed as of early December 2025. Details for the off-campus student housing project (Falcon Crest), as well as a summary of other student housing alternatives, are included in Section VII (Other Housing Market Factors) of this report. Within the SSA (Balance of County), five market-rate projects were surveyed containing a total of 319 units. The market-rate units in the SSA are fully occupied and two of the projects maintain a total of eight households on wait lists. Collected rents for the market-rate units in the SSA range between \$750 and \$1,900, with the most common configuration (two-bedroom) having rents that range between \$750 and \$1,200.

Tax Credit Apartments

Tax Credit Projects that operate under the Low-Income Housing Tax Credit (LIHTC) program are generally restricted to households earning up to 80% of Area Median Household Income (AMHI), though lower income targeting is often involved. Such product typically serves households with incomes greater than those that reside in government-subsidized housing, though there can be some household income overlap between Tax Credit housing and government-subsidized housing. The only non-subsidized Tax Credit property identified and surveyed within the PSA (Fairmont) is a 38-unit general-occupancy property built in 2000 that includes three- and four-bedroom units with collected (tenant-paid) rents ranging from \$865 to \$1,115. One-half of the units (19 units) within this project are restricted to households that earn up to 50% of AMHI, while the remaining 19 units are restricted to households that earn up to 60% of AMHI. Given the low occupancy rate of 86.8% at the project, it is important to note that the five vacancies are attributed to recent evictions at the property. Within the SSA (Balance of County), one non-subsidized Tax Credit project was surveyed. The project is 100.0% occupied and maintains a wait list of approximately eight to nine months for the next available unit. As such, it is reasonable to conclude that the Tax Credit vacancies within the PSA will likely fill quickly, and the Tax Credit projects within the PSA and SSA will operate with very high occupancy rates for the foreseeable future.

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

Maximum Allowable AMHI Gross Rents (2025) Marion County, West Virginia					
Percent of AMHI	Studio	One-Bedroom	Two-Bedroom	Three-Bedroom	Four-Bedroom
50%	\$777	\$833	\$1,000	\$1,156	\$1,290
60%	\$933	\$1,000	\$1,200	\$1,387	\$1,548
80%	\$1,244	\$1,334	\$1,600	\$1,850	\$2,064

Source: Novogradac & Company LLP

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

Projects can be developed under federal programs that use Fair Market Rents or the HOME Program rents. The following table illustrates the 2025 Fair Market Rents and Low HOME and High HOME rents for Marion County, West Virginia.

Fair Market Rents and Low/High HOME Rents (2025) Marion County, West Virginia				
Studio	One-Bedroom	Two-Bedroom	Three-Bedroom	Four-Bedroom
Fair Market Rents				
\$769	\$819	\$1,009	\$1,223	\$1,499
Low/High HOME Rent				
\$769 / \$769	\$819 / \$819	\$1,000 / \$1,009	\$1,156 / \$1,223	\$1,290 / \$1,499

Source: Novogradac & Company LLP; Bowen National Research

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

Government-Subsidized Housing

Government-subsidized rental units typically serve households earning no more than 50% of AMHI and require tenants to pay 30% of their income toward housing costs. A total of four projects in the PSA (Fairmont) and six projects in the SSA (Balance of County) are government subsidized. Within the PSA, the four government-subsidized projects are age-restricted to seniors (ages 55 or 62 and older). While the oldest project (Miller School) in the PSA was built in 1910, this project is an example of adaptive reuse and was renovated and repurposed into senior housing in 2018. Although another senior housing project in the PSA was built in 1914 (Eastview Unity Apartments), the project was renovated in 1984. Although the government-subsidized projects in the SSA are not age restricted like those in the PSA, these projects house some of the area's most economically vulnerable residents and are a critical component of the overall housing supply.

The potential number of existing subsidized housing units that are at risk of losing their affordable status are also evaluated. A total of seven 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 these projects are at risk of an expiring contract in the near future that could result in the reduction of affordable rental housing stock (Note: HUD contract renewal or expiration dates within five years are shown in red).

Expiring HUD Contracts Marion County, West Virginia					
Property Name	Total Units	Assisted Units	Expiration Date	Program Type	Target Population
PSA (Fairmont)					
Fairmont Arbors	119	119	4/30/2029	HFDA/8 NC	Senior
Marion Unity Apts.	97	97	6/30/2039	202/8 NC	Senior, Disabled
SSA (Balance of County)					
Carolina Arbors*	8	8	11/15/2032	HFDA/8 NC	Family
Parkridge Manor I	8	8	3/10/2031	HFDA/8 NC	Family
Parkridge Manor II	8	8	2/18/2032	HFDA/8 NC	Family
Paw Paw Manor	8	8	3/15/2033	HFDA/8 NC	Family
Unity Terrace Apts.	99	99	9/30/2030	LMSA	Family

Source: HUDUser.gov Assistance & Section 8 Contracts Database (Updated 11.19.25); Bowen National Research

*Property not surveyed at the time of this analysis

While all HUD supported projects are subject to annual appropriations by the federal government, it appears that two of the seven projects identified in Marion County have an expiration date within the next five years and are at a *potential* risk of losing their government assistance in the near future. One property (Fairmont Arbors) is located within the PSA (Fairmont), while the other (Unity Terrace Apartments) is within the SSA (Balance of County). Given the high occupancy rates and wait lists among the majority of the market’s surveyed subsidized properties, it will be important for the area’s low-income residents that the projects with pending expiring HUD contracts be preserved in order to continue to house some of the market’s most economically vulnerable residents.

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

Housing Choice Vouchers within Fairmont are administered by the Fairmont-Morgantown Housing Authority. According to a representative with the Fairmont-Morgantown Housing Authority, there are approximately 1,131 Housing Choice Vouchers issued within the housing

authority's jurisdiction and none of the issued vouchers are currently unused. There are 1,100 households currently on the wait list for additional vouchers. The wait list is closed and it is expected to reopen in one to two years. The wait list for Housing Choice Vouchers and the lack of available government-subsidized housing supply are clear reflections of the pent-up demand for additional government-subsidized rental housing assistance and product in the area.

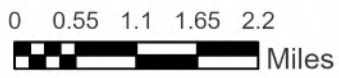
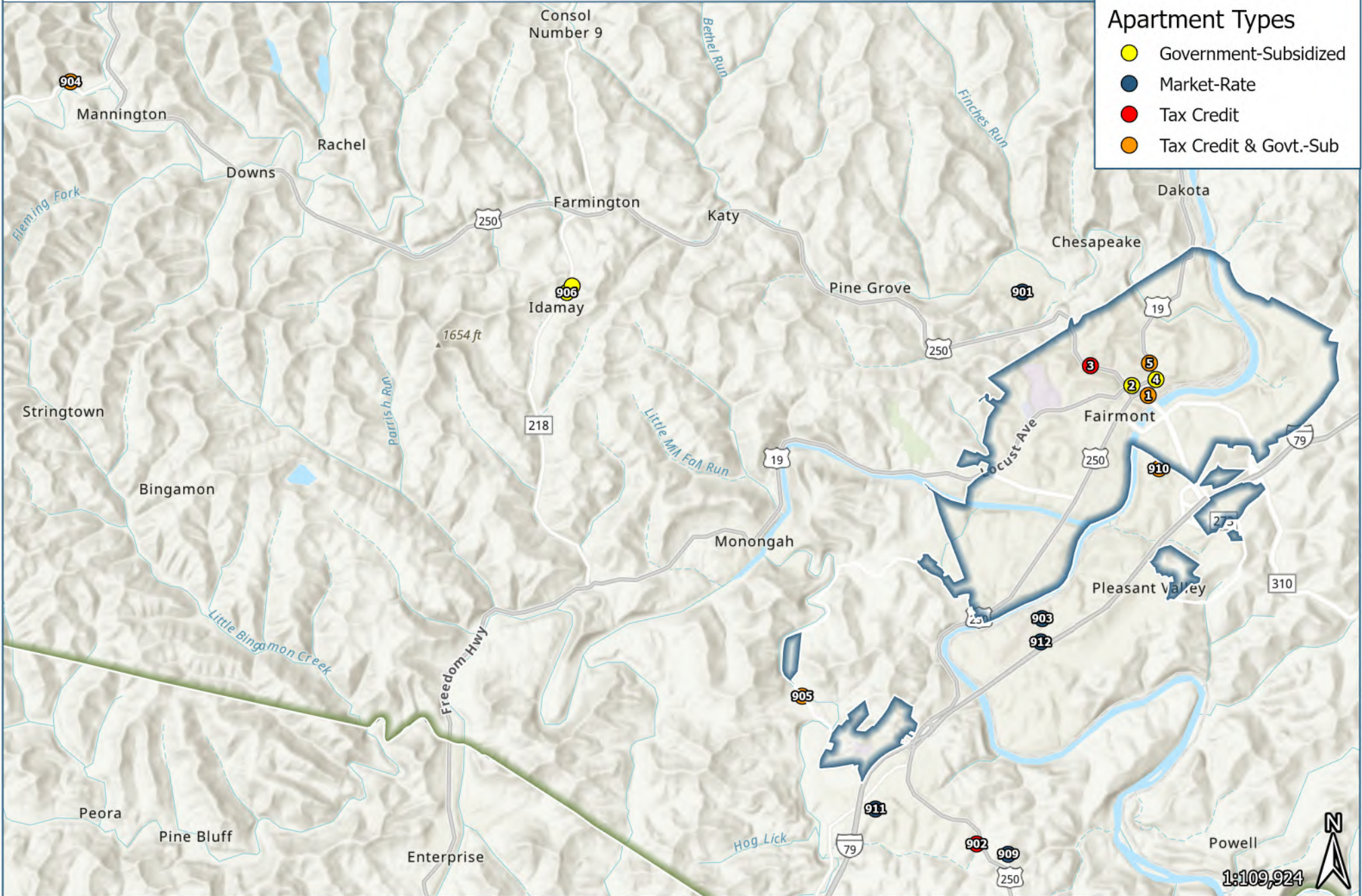
A map illustrating the location of all multifamily apartments surveyed within the PSA (Fairmont) and SSA (Balance of County) is included on the following page.

PSA

SSA

Apartment Types

- Government-Subsidized
- Market-Rate
- Tax Credit
- Tax Credit & Govt.-Sub



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

3. Non-Conventional Rental Housing

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

		Renter-Occupied Housing by Units in Structure (2023)			
		4 Units or Less	5 Units or More	Mobile Home/Other	Total
PSA	Number	2,017	859	138	3,015
	Percent	66.9%	28.5%	4.6%	100.0%
SSA	Number	1,859	427	254	2,539
	Percent	73.2%	16.8%	10.0%	100.0%
Marion County	Number	3,876	1,286	392	5,554
	Percent	69.8%	23.2%	7.1%	100.0%
West Virginia	Number	108,595	53,286	23,556	185,437
	Percent	58.6%	28.7%	12.7%	100.0%

Source: American Community Survey 2019-2023; ESRI; Bowen National Research

Non-conventional rentals with four or fewer units per structure and mobile homes comprise the majority of the local rental housing market, as they represent 71.5% of rental units in the PSA (Fairmont). While this is very similar to the state share of 71.3%, there is a notably higher share (83.2%) of such units within the SSA (Balance of County). Mobile homes account for 4.6% of the rental units in the PSA and 10.0% of the rental units in the SSA, both which are smaller shares compared to the state share of 12.7%. Overall, it is apparent that non-conventional rentals are a critical component of the overall rental supply in both the PSA and SSA.

The following table summarizes monthly gross rents (per unit) for area rental alternatives within the PSA, SSA, and the state of West Virginia, based on American Community Survey data. While this data encompasses all rental units, which includes multifamily apartments, the vast majority of the rental supply in the PSA (71.5%) and SSA (83.2%) consists of non-conventional rentals. Therefore, it is reasonable to conclude that the following provides insight into the overall distribution of rents among the non-conventional rental housing units. It should be noted that gross rents include tenant-paid rents and tenant-paid utilities.

		Monthly Gross Rents by Market (2023)								
		<\$300	\$300 - \$499	\$500 - \$749	\$750 - \$999	\$1,000 - \$1,499	\$1,500 - \$1,999	\$2,000+	No Cash Rent	Total
PSA	Number	128	171	558	972	694	230	0	261	3,014
	Percent	4.2%	5.7%	18.5%	32.2%	23.0%	7.6%	0.0%	8.7%	100.0%
SSA	Number	58	95	347	776	702	60	4	498	2,540
	Percent	2.3%	3.7%	13.7%	30.6%	27.6%	2.4%	0.2%	19.6%	100.0%
Marion County	Number	186	266	905	1,748	1,396	290	4	759	5,554
	Percent	3.3%	4.8%	16.3%	31.5%	25.1%	5.2%	0.1%	13.7%	100.0%
West Virginia	Number	9,417	14,428	35,930	45,294	40,932	8,154	3,164	28,114	185,433
	Percent	5.1%	7.8%	19.4%	24.4%	22.1%	4.4%	1.7%	15.2%	100.0%

Source: American Community Survey 2019-2023; ESRI; Bowen National Research

The largest share (32.2%) of PSA (Fairmont) rental units have rents between \$750 and \$999, followed by units with rents between \$1,000 and \$1,499 (23.0%). Collectively, units with gross rents below \$1,000 account for 60.6% of all PSA rentals, while units with rents of \$1,000 or higher comprise 30.6% of PSA rentals. This represents a moderately larger share of units with rents below \$1,000 when compared to the 56.7% share for the state. Within the surrounding SSA, units with rents between \$750 and \$999 (30.6%) and between \$1,000 and \$1,499 (27.6%) also comprise the two largest individual shares of rental units by gross rent. Within the SSA, approximately one-half (50.3%) of rental units have gross rents of less than \$1,000, while 30.2% have rents of \$1,000 or more. Overall, the data illustrates that the PSA and SSA rental markets are heavily influenced by units with rents of less than \$1,000, though a notable portion of the rentals in each area also have more moderate rents (between \$1,000 and \$1,499).

Between October and December 2025, Bowen National Research identified 44 non-conventional rentals in the PSA (Fairmont) that were listed as *available* for rent. These properties were identified through a variety of online sources. Through this extensive research, most vacant non-conventional rentals in the PSA were identified. While these rentals do not represent all non-conventional rentals, they are representative of common characteristics of the various non-conventional rental alternatives available in the area. As a result, these available rentals provide a good baseline to compare the rental rates, number of bedrooms, number of bathrooms, and other features of non-conventional rentals. When compared to the overall non-conventional inventory of the PSA (2,155 units), these 44 units represent an overall vacancy rate of 2.0%, which is below the optimal range of 4% to 6% for rentals and is representative of limited available supply. It should be noted that these rentals are of *non-student* rentals, as student-oriented rentals are included later in this report, starting on page VII-25.

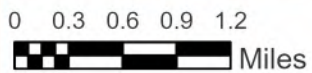
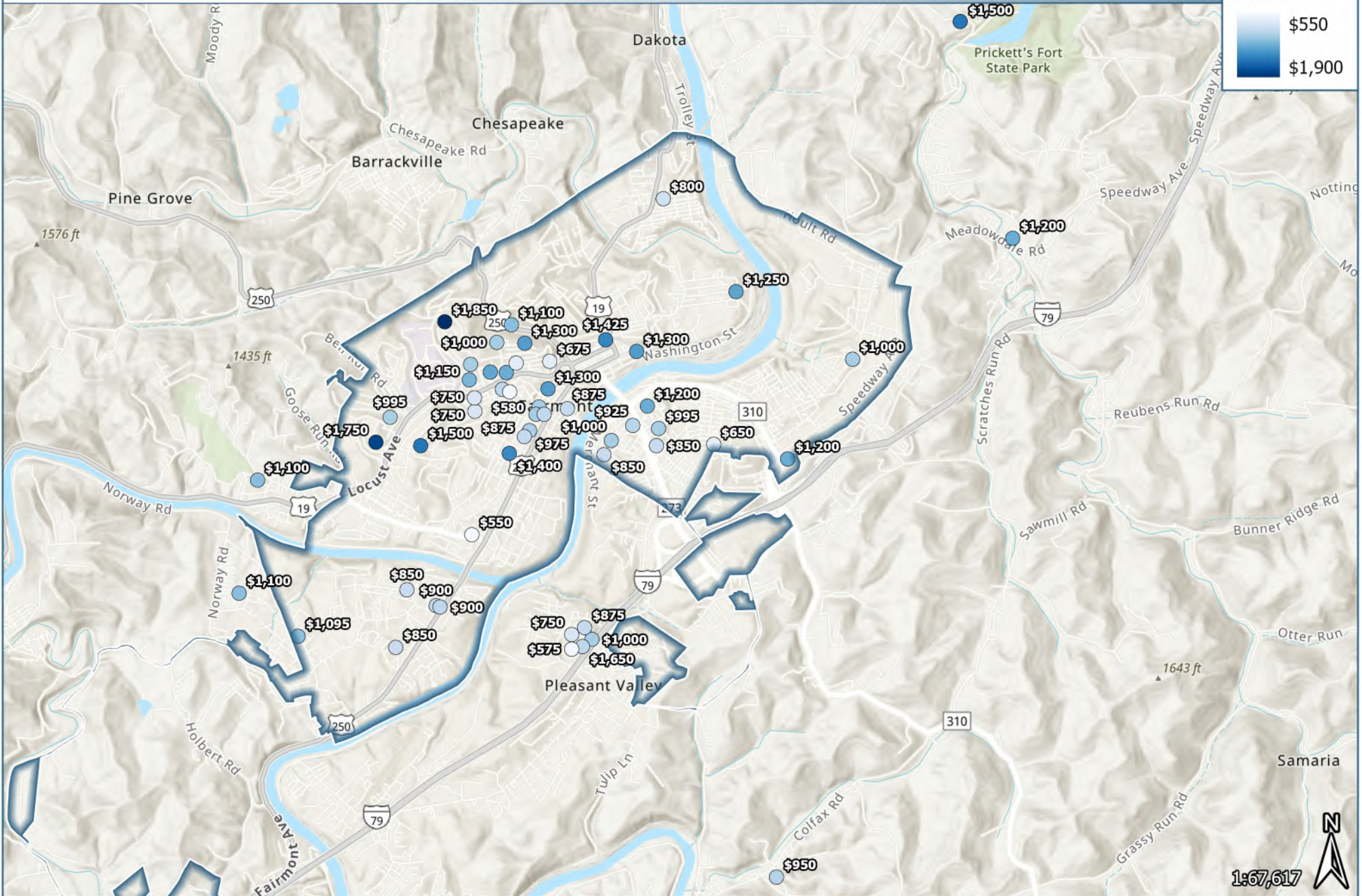
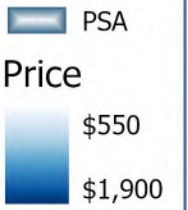
The available non-conventional rentals identified in the PSA (Fairmont) and the SSA (Balance of County) are summarized in the following table.

Available Non-Conventional Rentals (Non-Student)						
Bedroom Type	Units	Average Number of Baths	Average Square Feet	Rent Range	Average Rent	Average Rent Per Square Foot
PSA (Fairmont)						
One-Bedroom	4	1.0	425	\$750 - \$850	\$800	\$1.40
Two-Bedroom	22	1.1	628	\$580 - \$1,425	\$950	\$1.11
Three-Bedroom	14	1.2	1,124	\$550 - \$1,750	\$1,171	\$0.85
Four-Bedroom	4	1.5	1,026	\$850 - \$1,850	\$1,213	\$0.74
Total	44					
Overall Vacancy Rate: 2.0%						
SSA (Balance of County)						
One-Bedroom	4	1.0	211	\$750 - \$1,400	\$1,065	\$0.27
Two-Bedroom	5	1.1	850	\$950 - \$1,200	\$1,070	\$0.56
Three-Bedroom	4	1.5	300	\$575 - \$1,500	\$1,113	\$0.31
Four-Bedroom	1	1.0	0	\$1,650 - \$1,650	\$1,650	\$0.00
Total	14					
Overall Vacancy Rate: 0.7%						

Source: Facebook; Homes.com; Hotpads; Redfin; Zillow

The available non-conventional rentals identified in the PSA (Fairmont) have overall rents ranging from \$550 to \$1,850. Two-bedroom units, which comprise one-half (50.0%) of the available units in the PSA, have an average rent of approximately \$950. When typical tenant utility costs (at least \$200) are also considered, the inventoried non-conventional two-bedroom units in the PSA have an average *gross* rent of approximately \$1,150. Three-bedroom non-conventional units, which account for nearly one-third (31.8%) of the available units, have an average rent of approximately \$1,171. This would equate to a gross rent of roughly \$1,371 once utility costs are included. While the typical rents for the available non-conventional rentals are only moderately higher than the comparable multifamily Tax Credit units, the additional housing cost negatively influences housing affordability for low-income households that are unable to locate Tax Credit or government-subsidized housing in the area. In addition, most non-conventional rentals lack the on-site management and project amenities that many traditional multifamily rentals offer.

A map illustrating the location of identified non-conventional rentals (non-student) currently available to rent in the PSA (Fairmont) is included on the following page. An overview of area universities and colleges, including the *student* non-conventional rental housing market, can be found in Section VII (Other Housing Market Factors), starting on page VII-25.



C. FOR-SALE HOUSING SUPPLY

1. Introduction

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

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

Available/Sold For-Sale Housing Supply		
Status	Number of Homes	Median Price
PSA (Fairmont)		
Available*	28	\$224,950
Sold**	1,016	\$163,750
SSA (Balance of County)		
Available*	49	\$259,900
Sold**	1,317	\$205,000

Source: Redfin.com & Bowen National Research

*As of December 20, 2025

**Sales from January 1, 2021 to December 20, 2025

Within the PSA (Fairmont), 1,016 homes were sold between January 2021 and December 2025 at a median sales price of \$163,750. This equates to an average of approximately 17 homes sold per month, or an annualized average of around 204 homes sold during this time. The for-sale housing stock *available* as of December 20, 2025 within the PSA consists of 28 homes with a median list price of \$224,950. By comparison, 1,317 homes were sold in the surrounding SSA (Balance of County) between January 2021 and December 2025 at a median sales price of \$205,000. This is equivalent to approximately 22 homes sold per month, or an annualized average of 264 homes sold during this time period. The current available for-sale housing stock in the SSA consists of 49 homes at a median list price of \$259,900. Detailed analysis of the historical home sales and the currently available for-sale supply, including sales by year, distribution by price, bedroom, year built, and availability in relation to both historical sales and the overall owner-occupied housing market are included on the following pages.

2. Historical Home Sales

The following table illustrates the annual sales activity from January 2021 to December 2025 for each study area.

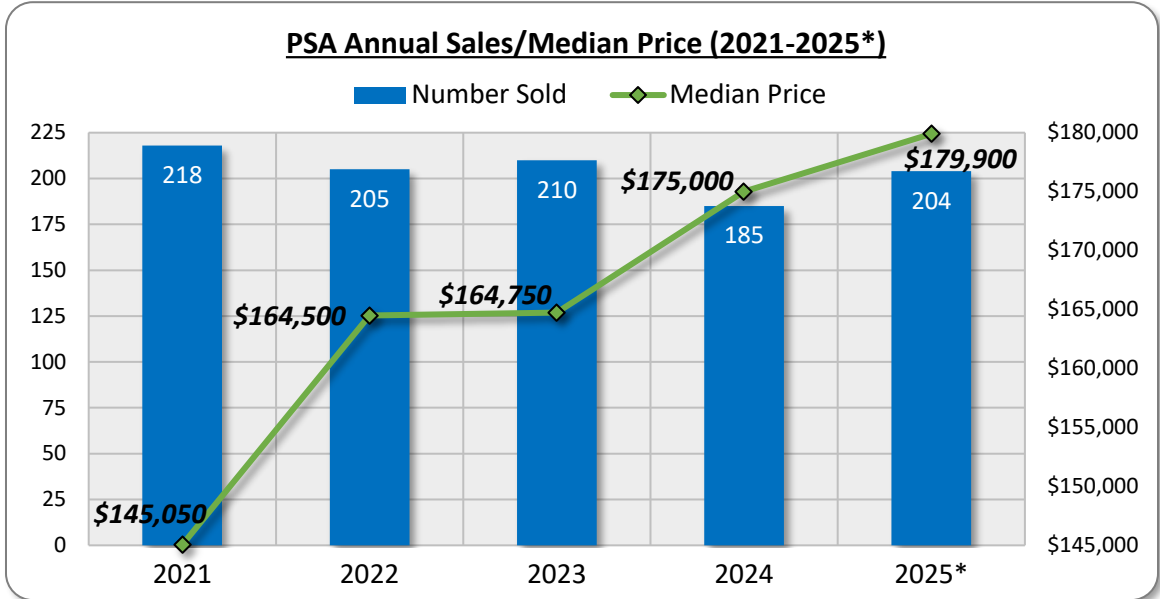
Sales History by Year (2021 through 2025*)				
Year Sold	Number Sold	Percent Change	Median Sales Price	Percent Change
PSA (Fairmont)				
2021	218	-	\$145,050	-
2022	205	-6.0%	\$164,500	13.4%
2023	210	2.4%	\$164,750	0.2%
2024	185	-11.9%	\$175,000	6.2%
2025*	198 (204)	10.3%	\$179,900	2.8%
SSA (Balance of County)				
2021	273	-	\$184,000	-
2022	279	2.2%	\$200,000	8.7%
2023	243	-12.9%	\$204,800	2.4%
2024	238	-2.1%	\$220,000	7.4%
2025*	284 (293)	23.1%	\$216,000	-1.8%

Source: Redfin.com & Bowen National Research

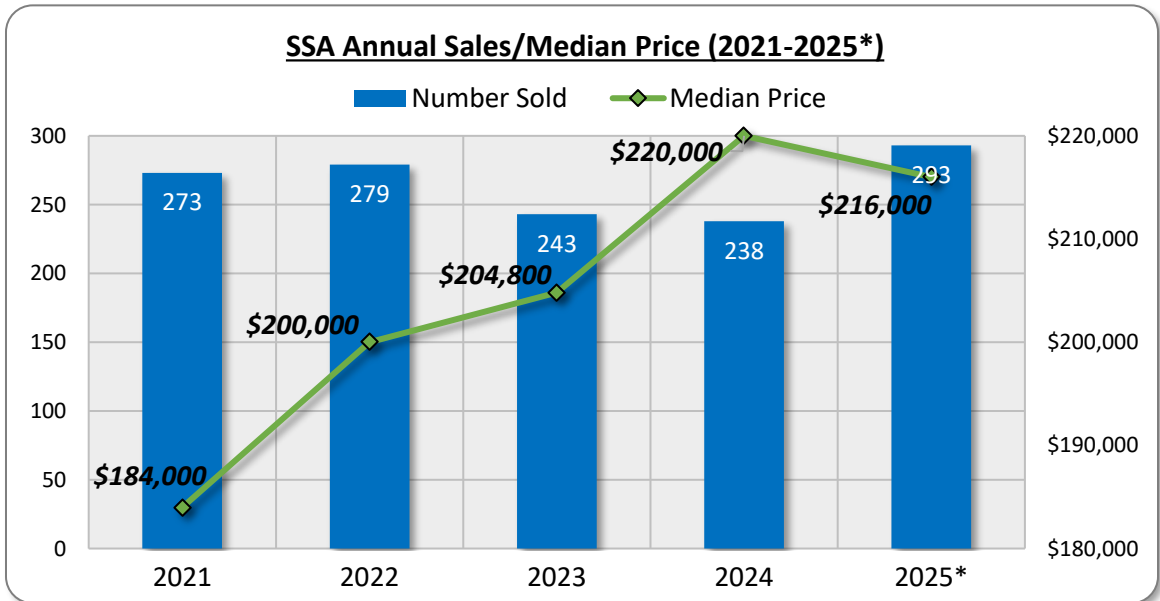
*Sales through December 20, 2025 (yearly projection in parenthesis)

As the preceding illustrates, the number of homes sold within the PSA (Fairmont) fluctuated between 2021 and 2025. The largest decrease (11.9%) in home sales occurred in 2024. However, sales volume in 2025 has returned to a level that is generally consistent with average sales volume from 2021 to 2023. With regard to home sales pricing, the median sales price of homes sold in the PSA increased each year between 2021 and 2025. Although some year-over-year increases during the time period have been very minor (e.g., 0.2% or 2.8%), more substantial increases (13.4% in 2022) have also occurred. Overall, the median sales price of homes sold within the PSA in 2025 (\$179,900) is 24.0% higher than the median sales price in 2021 (\$145,050). This trend is not uncommon among many for-sale housing markets since 2021. Within the SSA, there was a notable increase (23.1%) in sales volume in 2025, which was accompanied by a slight decrease (1.8%) in the median sales price. Aside from this recent decrease, sales pricing within the SSA steadily increased each year between 2021 and 2024. Similar to the PSA, the median sales price of the homes sold in the SSA in 2025 (\$216,000) is 17.4% higher than the median price in 2021 (\$184,000).

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



*2025 full year projection for sales volume



*2025 full year projection for sales volume

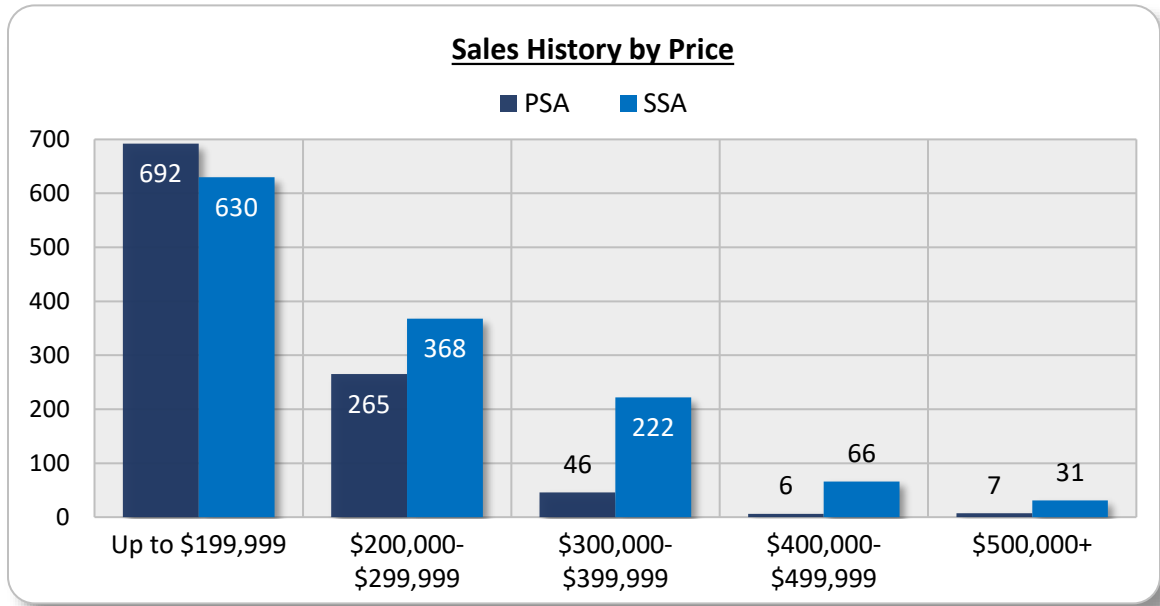
The distribution of homes sold between January 2021 and December 2025 by *price point* for the PSA and SSA is summarized in the following table.

Sales History by Price (January 1, 2021 to December 20, 2025)		
Sales Price	Number Sold	Percent of Supply
PSA (Fairmont)		
Up to \$199,999	692	68.1%
\$200,000 to \$299,999	265	26.1%
\$300,000 to \$399,999	46	4.5%
\$400,000 to \$499,999	6	0.6%
\$500,000+	7	0.7%
Total	1,016	100.0%
SSA (Balance of County)		
Up to \$199,999	630	47.8%
\$200,000 to \$299,999	368	27.9%
\$300,000 to \$399,999	222	16.9%
\$400,000 to \$499,999	66	5.0%
\$500,000+	31	2.4%
Total	1,317	100.0%

Source: Redfin.com & Bowen National Research

As the preceding table illustrates, home sales by price point in the PSA (Fairmont) between January 2021 and December 2025 were primarily concentrated among product priced below \$200,000 (68.1%) and product priced between \$200,000 and \$299,999 (26.1%). While a small portion of the home sales within the PSA during this time was for product priced at \$300,000 or higher, these homes represent only 5.8% of all home sales in the PSA, and the vast majority was for product priced between \$300,000 and \$399,999. Within the SSA (Balance of County), homes that sold for less than \$200,000 (47.8%) and between \$200,000 and \$299,999 (27.9%) also comprise the largest shares of recent sales history. However, a notably larger share (16.9%) of home sales in the SSA were among homes that sold between \$300,000 and \$399,999, and the shares of homes that sold for \$400,000 or higher were also significantly higher than the respective shares for the PSA. As such, the for-sale housing market within the PSA and SSA in recent years has been predominantly comprised of lower to moderately priced product.

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



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

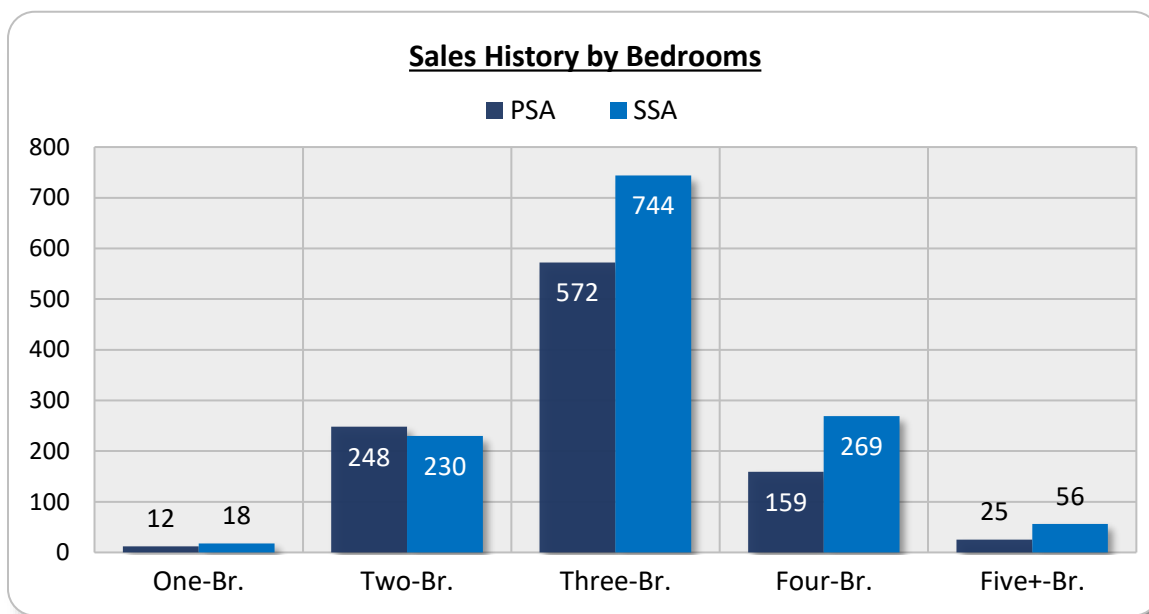
Sales History by Bedrooms (January 1, 2021 to December 20, 2025)							
Bedrooms	Number Sold	% of Supply	Average Square Feet	Average Year Built	Price Range	Median Sales Price	Median Price per Sq. Ft.
PSA (Fairmont)							
One-Br.	12	1.2%	878	1923	\$30,000 - \$120,000	\$57,500	\$67.77
Two-Br.	248	24.4%	1,152	1934	\$22,500 - \$254,000	\$118,000	\$102.80
Three-Br.	572	56.3%	1,663	1946	\$20,000 - \$575,000	\$180,000	\$110.74
Four-Br.	159	15.6%	2,160	1939	\$20,000 - \$760,000	\$200,000	\$100.43
Five-Br.+	25	2.5%	2,899	1941	\$23,500 - \$594,000	\$220,000	\$91.49
Total	1,016	100.0%	1,637	1941	\$20,000 - \$760,000	\$163,750	\$106.72
SSA (Balance of County)							
One-Br.	18	1.4%	845	1953	\$22,500 - \$152,450	\$69,625	\$99.15
Two-Br.	230	17.5%	1,216	1941	\$20,000 - \$575,000	\$114,000	\$104.50
Three-Br.	744	56.5%	1,736	1978	\$22,000 - \$1,100,000	\$210,000	\$125.31
Four-Br.	269	20.4%	2,377	1980	\$22,000 - \$840,000	\$317,500	\$128.14
Five-Br.+	56	4.2%	3,434	1976	\$53,000 - \$950,000	\$357,775	\$119.15
Total	1,317	100.0%	1,836	1971	\$20,000 - \$1,100,000	\$205,000	\$121.46

Source: Redfin.com & Bowen National Research

Three-bedroom units comprise the largest share of recent sales by bedroom type in both the PSA (Fairmont) and SSA (Balance of County), accounting for slightly over one-half of sales in each area. While two-bedroom homes comprise the second largest share (24.4%) of home sales in the PSA, four-bedroom homes represent the second largest share (20.4%) in the SSA.

Among the most common bedroom type, the three-bedroom homes have a median sales price of \$180,000 in the PSA and \$210,000 in the SSA. It is also interesting to note that two-bedroom homes in the PSA, which represent the second largest share of home sales in the area and have a median list price of \$118,000, are the only bedroom configuration where the median sales price in the PSA is higher than that of the SSA. Regardless, the data illustrates that, on average, homes within the PSA are typically smaller, substantially older, and have a notably lower median price per square foot than homes within the SSA. While some of the pricing difference within the PSA and SSA can likely be attributed to secondary factors such as acreage, the data shows that home size and age are likely two of the more notable reasons for home pricing differences in the two study areas. Overall, the distribution of homes by bedroom type in both areas is generally consistent with the distribution within most for-sale housing markets.

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



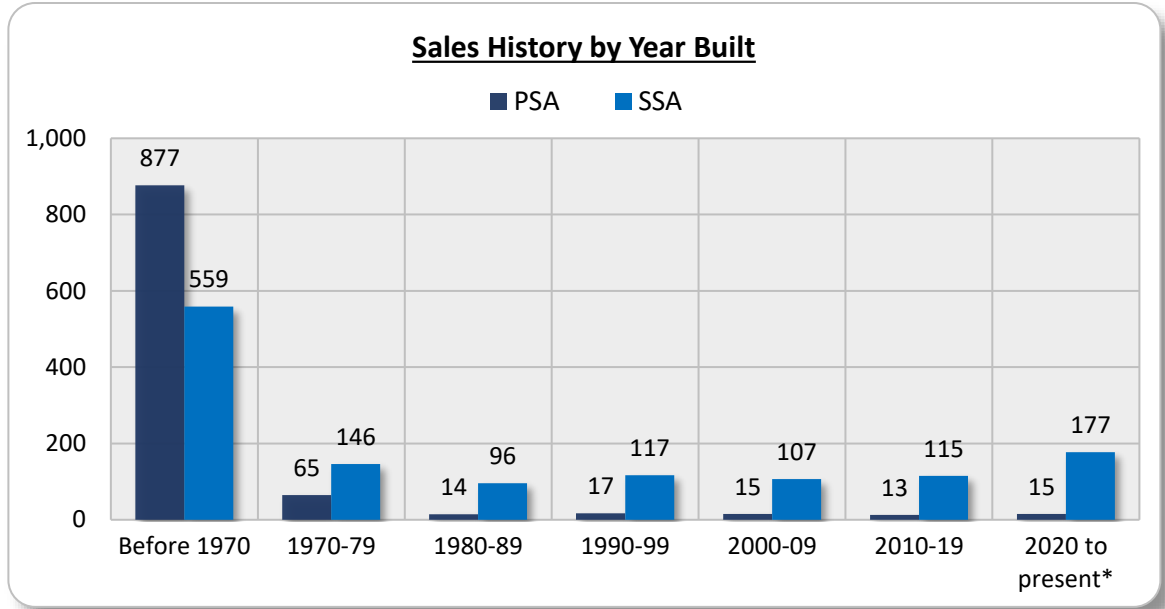
Recent home sales by *year built* for the PSA (Fairmont) and SSA (Balance of County) are illustrated in the following table.

Sales History by Year Built (January 1, 2021 to December 20, 2025)						
Year Built	Number Sold	% of Supply	Average Square Feet	Price Range	Median Sales Price	Median Price per Sq. Ft.
PSA (Fairmont)						
Before 1970	877	86.3%	1,593	\$20,000 - \$760,000	\$154,900	\$104.17
1970 to 1979	65	6.4%	1,936	\$25,000 - \$580,000	\$213,500	\$116.67
1980 to 1989	14	1.4%	2,162	\$115,000 - \$350,000	\$251,000	\$117.99
1990 to 1999	17	1.7%	1,689	\$69,900 - \$900,000	\$205,000	\$133.51
2000 to 2009	15	1.5%	2,208	\$73,000 - \$594,000	\$200,000	\$115.01
2010 to 2019	13	1.3%	1,754	\$141,500 - \$420,000	\$275,000	\$151.61
2020 to present	15	1.5%	1,689	\$225,000 - \$575,000	\$294,900	\$187.78
Total	1,016	100.0%	1,637	\$20,000 - \$760,000	\$163,750	\$106.72
SSA (Balance of County)						
Before 1970	559	42.4%	1,580	\$20,000 - \$539,000	\$145,000	\$101.21
1970 to 1979	146	11.1%	1,961	\$22,500 - \$698,000	\$226,500	\$119.51
1980 to 1989	96	7.3%	1,928	\$25,750 - \$735,000	\$219,000	\$119.12
1990 to 1999	117	8.9%	2,181	\$40,000 - \$1,100,000	\$235,000	\$128.57
2000 to 2009	107	8.1%	2,190	\$26,000 - \$691,000	\$250,000	\$126.26
2010 to 2019	115	8.7%	1,964	\$29,900 - \$840,000	\$282,000	\$142.48
2020 to present	177	13.4%	1,967	\$65,000 - \$577,119	\$330,806	\$161.44
Total	1,317	100.0%	1,836	\$20,000 - \$1,100,000	\$205,000	\$121.46

Source: Redfin.com & Bowen National Research

The overwhelming majority (86.3%) of recent home sales in the PSA (Fairmont) were homes built prior to 1970. While this is not uncommon in long-established communities throughout the larger region, it is a noteworthy share of older homes. By comparison, the 42.4% share of such homes within the SSA (Balance of County) is less than one-half the share for the PSA. Recent home sales for product built prior to 1970 within the PSA have a median sales price of \$154,900, which is the lowest median sales price among any development period for the area. Although this comparably low median sales price can be partially attributed to the smaller average size of these homes (1,593 square feet), the median price of \$104.17 per square foot for the pre-1970 product illustrates that homes built during this development period generally have the lowest sales price, even when overall size is excluded as a factor. Conversely, homes built during the newest development period (2020 to present) have the highest median price per square foot (\$187.78). This market attribute is consistent with the data for the SSA and is broadly consistent with most housing markets. The correlation between age and price can be partially influenced by the inherent advantage that newer product has with respect to design and materials, but can also be heavily influenced by the comparably higher likelihood that older homes require more extensive repairs or modernization. This can increase the cost of homeownership and create affordability challenges for lower-income households, despite the lower initial price point.

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



*As of December 20, 2025

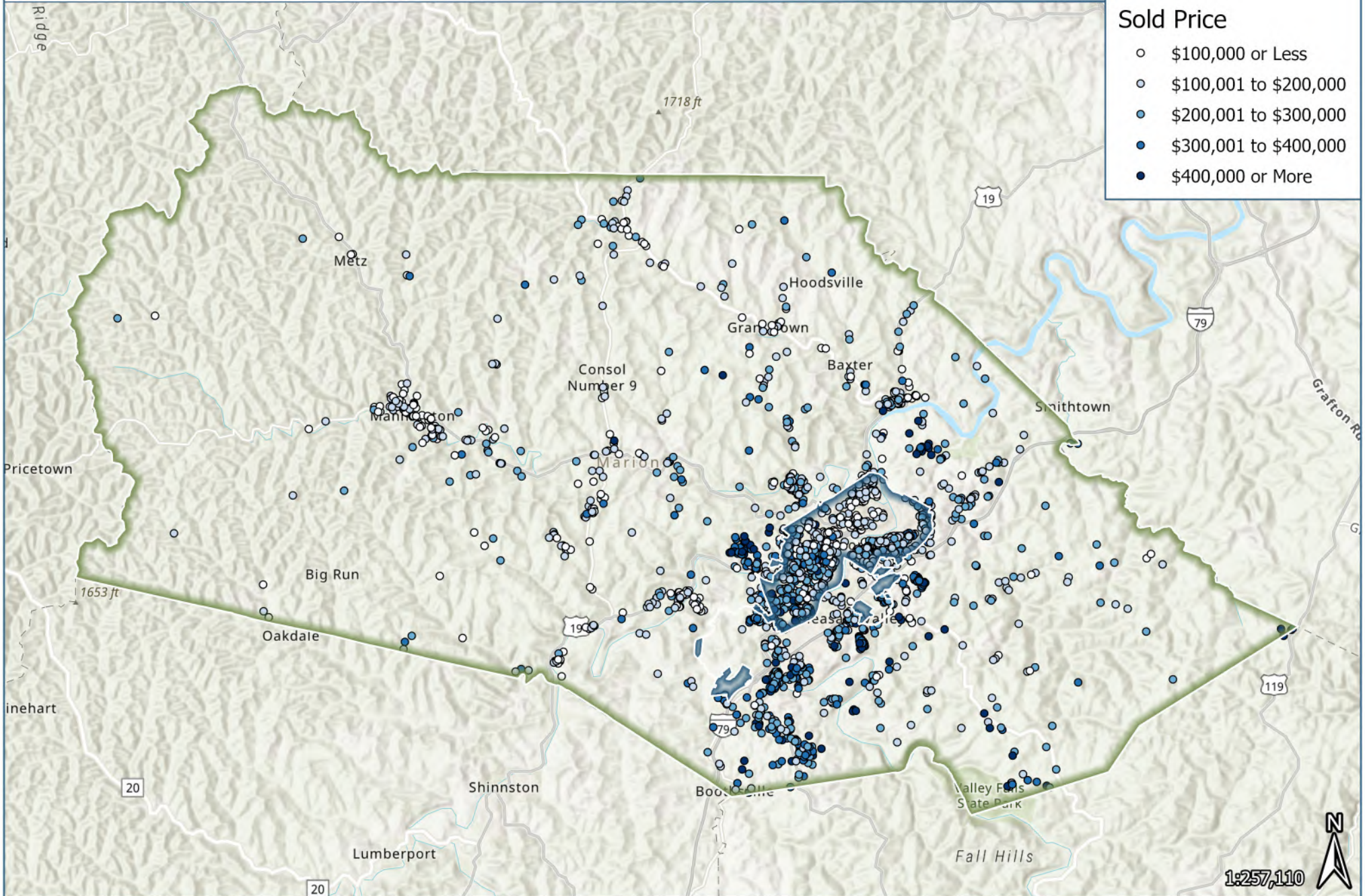
A map illustrating the location of all homes sold by price point from January 2021 to December 2025 within the PSA and SSA is included on the following page.

PSA

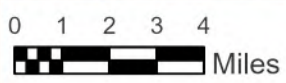
SSA

Sold Price

- \$100,000 or Less
- \$100,001 to \$200,000
- \$200,001 to \$300,000
- \$300,001 to \$400,000
- \$400,000 or More



1:257,110



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

3. Available For-Sale Housing Supply

Based on information provided by Redfin.com, 28 housing units were identified within the PSA (Fairmont) and 49 housing units were identified in the surrounding SSA (Balance of County) that were listed as *available* for purchase as of December 20, 2025. While there are likely additional for-sale residential units available for purchase, such homes were not identified during research due to the method of advertising or simply because the product was not actively marketed. Regardless, the available inventory of for-sale product identified in this analysis provides a good baseline for evaluating the for-sale housing alternatives offered in Fairmont and Marion County.

There are two inventory metrics that are most often used to evaluate the health of a for-sale housing market. These metrics include *Months Supply of Inventory* (MSI) and availability rate. The MSI for the PSA and SSA was calculated based on sales history occurring between January 2021 and December 2025. This equates to an overall absorption rate of approximately 17 homes per month in the PSA and 22 homes per month in the SSA. Based on these monthly absorption rates, the homes listed as available for purchase in each area represent approximately 1.6 months (PSA) and 2.2 months (SSA) of supply. Typically, healthy and well-balanced markets have an available supply that should take about four to six months to absorb (if no other units are added to the market). Therefore, the PSA and SSA inventories are considered relatively low based on recent historical sales volume and indicate limited available supply in both areas. When comparing the available units with the overall inventory of owner-occupied units (4,895 in the PSA and 12,599 in the SSA), the PSA has a vacancy/availability rate of 0.6%, while the SSA has an availability rate of 0.4%. Both availability rates are well below the healthy range of 2.0% to 3.0% for a well-balanced for-sale/owner-occupied market. As such, both the PSA and surrounding SSA have very limited availability of for-sale homes based on the overall owner-occupied inventory in each area. This can contribute to a rapid increase in home prices and impede household growth in an area. To gain a better understanding of housing availability in the PSA and SSA, a more refined analysis of available supply within each study area is provided.

The following table summarizes key metrics for the available for-sale residential units in the PSA (Fairmont) and the SSA (Balance of County) as of December 20, 2025.

Available For-Sale Housing – Marion County, WV (As of December 20, 2025)						
Location	Total Units	% Share of County	Availability Rate / MSI	Median List Price	Average Days on Market	Average Year Built
PSA (Fairmont)	28	36.4%	0.6% / 1.6	\$224,950	41	1938
SSA (Balance of County)	49	63.6%	0.4% / 2.2	\$259,900	97	1976

Source: Redfin.com & Bowen National Research

Overall, 36.4% of the available for-sale homes in Marion County are located within the PSA (Fairmont), while 63.6% of available homes are located within the SSA (Balance of County). The 28 available for-sale homes in the PSA have a median list price of \$224,950, an average of 41 days on market, and an average year built of 1938. Within the SSA, the available for-sale homes have a higher median list price (\$259,900), a notably higher average days on market (97 days), and a much newer average year built (1976) compared to the PSA. The very low days on market in the PSA is indicative of an area with strong for-sale housing demand, while the days on market in the SSA is marginally higher than the 60-to-90-day range that is generally considered average in typical for-sale housing markets. This higher days on market may also be partially influenced by the very low availability rate (0.4%) in the SSA, which limits the variety of options available to prospective buyers and constrains sales volume. Overall, the data illustrates that both areas have limited for-sale availability. While the median list price of the available for-sale homes in the PSA is 13.4% lower than the SSA, this is likely due, at least in part, to the older inventory of available for-sale homes in Fairmont.

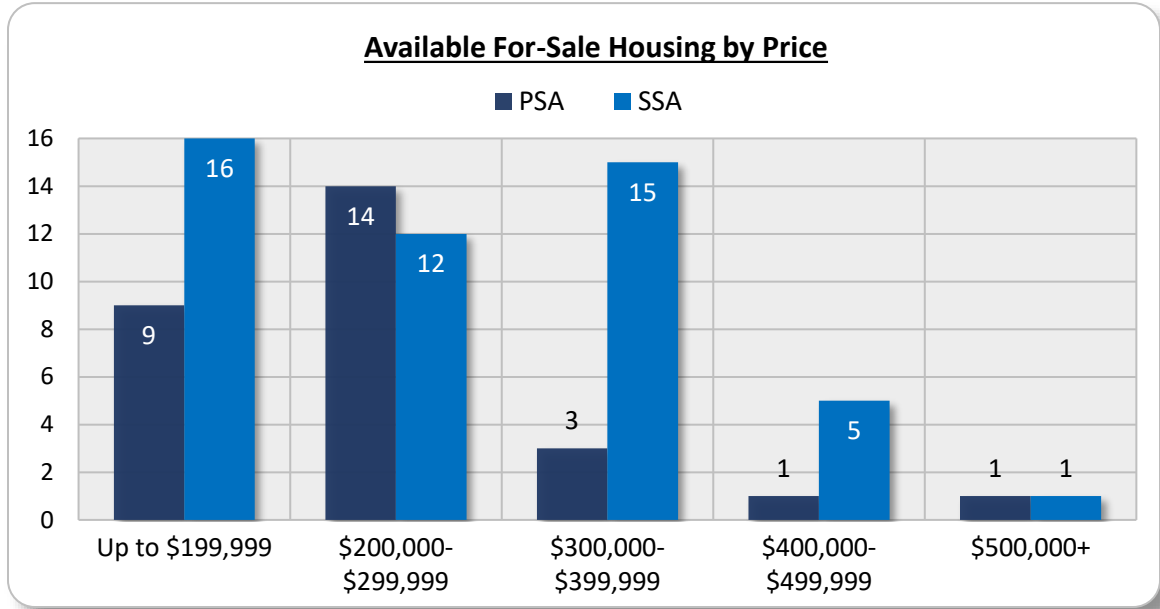
The following table summarizes the distribution of available for-sale residential units by *price point* for the PSA (Fairmont) and SSA (Balance of County) as of December 20, 2025.

Available For-Sale Housing by Price (As of December 20, 2025)			
List Price	Number Available	Percent of Supply	Average Days on Market
PSA (Fairmont)			
Up to \$199,999	9	32.1%	33
\$200,000 to \$299,999	14	50.0%	24
\$300,000 to \$399,999	3	10.7%	72
\$400,000 to \$499,999	1	3.6%	266
\$500,000+	1	3.6%	27
Total	28	100.0%	41
SSA (Balance of County)			
Up to \$199,999	16	32.7%	146
\$200,000 to \$299,999	12	24.5%	65
\$300,000 to \$399,999	15	30.6%	59
\$400,000 to \$499,999	5	10.2%	119
\$500,000+	1	2.0%	131
Total	49	100.0%	97

Source: Redfin.com & Bowen National Research

Within the PSA (Fairmont), the largest share (50.0%) of available for-sale homes are priced between \$200,000 and \$299,999, followed by homes priced below \$200,000 (32.1%). By comparison, the distribution of available homes by price point in the SSA (Balance of County) is much more evenly distributed among each of the three pricing cohorts below \$400,000. However, the relatively small number of available homes indicates that the share for each pricing cohort (and the average days on market) can shift substantially through the introduction or removal of only a few units. This is particularly true within the PSA, which has only 28 total available for-sale units. Among the most commonly available homes by price point in the PSA, available for-sale homes priced between \$200,000 and \$299,999 have an average days on market of only 24 days. By comparison, the most commonly available homes by price point in the SSA have an average days on market of 146 days (homes below \$200,000). The next largest shares of available homes by price point in the SSA have average days on market of 59 days (\$300,000 to \$399,999) and 65 days (\$200,000 to \$299,999). Regardless, the data illustrates that the vast majority (82.1%) of available for-sale homes in the PSA are priced below \$300,000, whereas the distribution of homes in the SSA is comparably more balanced across a wider range of pricing cohorts.

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



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

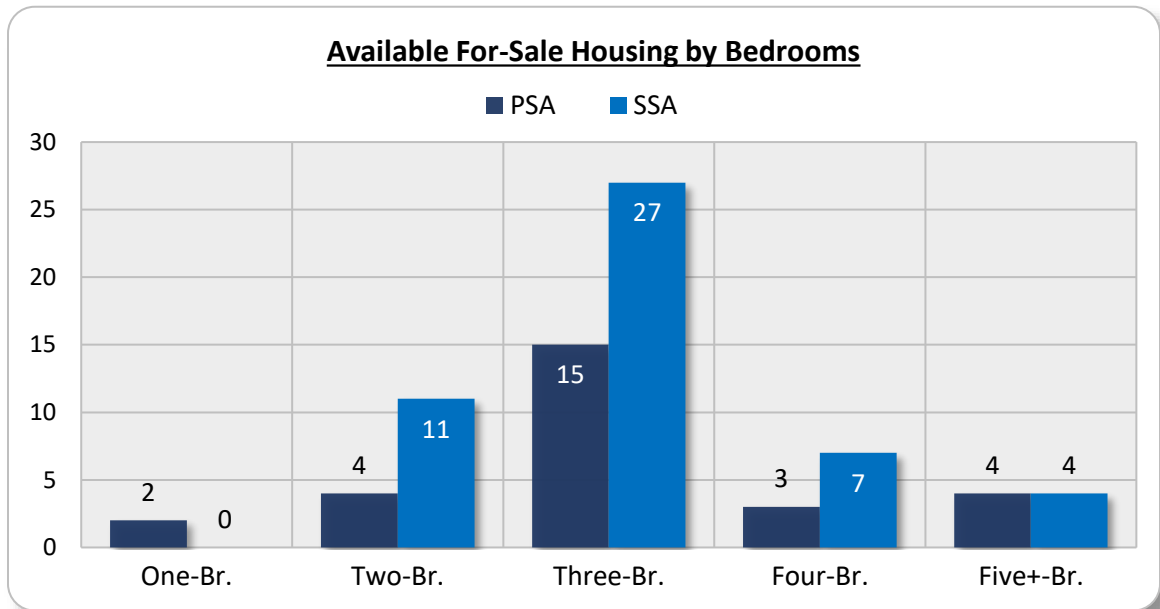
Available For-Sale Housing by Bedrooms (As of December 20, 2025)								
Bedrooms	Number Available	% of Supply	Average Square Feet	Average Year Built	Price Range	Median List Price	Median Price per Sq. Ft.	Average Days on Market
PSA (Fairmont)								
One-Br.	2	7.1%	562	1931	\$91,900 - \$145,000	\$118,450	\$209.72	22
Two-Br.	4	14.3%	1,085	1934	\$69,000 - \$142,000	\$84,000	\$92.71	36
Three-Br.	15	53.6%	1,616	1940	\$24,000 - \$379,900	\$225,000	\$151.41	33
Four-Br.	3	10.7%	1,971	1936	\$225,000 - \$299,900	\$250,000	\$128.01	48
Five-Br.+	4	14.3%	4,094	1938	\$219,000 - \$829,900	\$407,700	\$107.64	79
Total	28	100.0%	1,857	1938	\$24,000 - \$829,900	\$224,950	\$133.18	41
SSA (Balance of County)								
Two-Br.	11	22.4%	1,228	1936	\$22,900 - \$270,000	\$139,900	\$102.65	188
Three-Br.	27	55.1%	1,812	1992	\$139,000 - \$445,000	\$289,000	\$157.28	64
Four-Br.	7	14.3%	2,849	1979	\$40,000 - \$489,900	\$349,900	\$109.95	71
Five-Br.+	4	8.2%	2,507	1977	\$66,000 - \$415,000	\$349,450	\$129.09	111
Total	49	100.0%	1,885	1976	\$22,900 - \$489,900	\$259,900	\$145.35	97

Source: Redfin.com & Bowen National Research

Three-bedroom units comprise over one-half of the available for-sale homes in the PSA (53.6%) and SSA (55.1%). The available three-bedroom homes in the PSA have a median list price of \$225,000, while the available three-bedroom homes in the SSA have a median list price of \$289,000. A significant portion of this pricing difference in the three-bedroom homes for

the two areas can be attributed to the smaller average size of the homes in the PSA. However, when accounting for the size difference, the three-bedroom homes in the PSA have a slightly lower median price per square foot when compared to the three-bedroom homes in the SSA (\$151.41 versus \$157.28). As is the case with the *overall* inventory of available homes, the three-bedroom homes in the PSA have an average year built (1940) that is considerably older than the average year built (1992) for the available three-bedroom homes in the SSA. Among the most common bedroom type in both areas, the three-bedroom homes in the PSA have an average days on market (33 days) that is much lower than the average for comparable homes in the SSA (64 days).

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



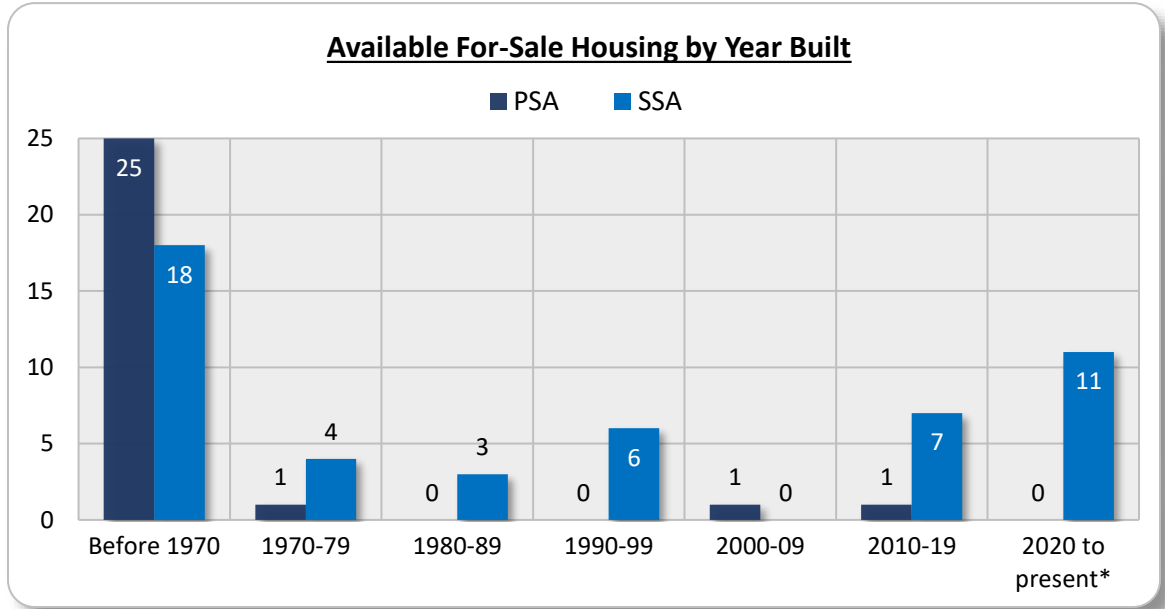
The distribution of available homes by *year built* for the PSA (Fairmont) and SSA (Balance of County) is summarized in the following table.

Available For-Sale Housing by Year Built (As of December 20, 2025)							
Year Built	Number Available	% of Supply	Average Square Feet	Price Range	Median List Price	Median Price per Sq. Ft.	Average Days on Market
PSA (Fairmont)							
Before 1970	25	89.3%	1,703	\$24,000 - \$419,900	\$224,900	\$137.57	41
1970 to 1979	1	3.6%	1,456	\$75,000	\$75,000	\$51.51	61
1980 to 1989	0	0.0%	-	-	-	-	-
1990 to 1999	0	0.0%	-	-	-	-	-
2000 to 2009	1	3.6%	6,444	\$829,900	\$829,900	\$128.79	27
2010 to 2019	1	3.6%	1,518	\$292,500	\$292,500	\$192.69	38
2020 to present	0	0.0%	-	-	-	-	-
Total	28	100.0%	1,857	\$24,000 - \$829,900	\$224,950	\$133.18	41
SSA (Balance of County)							
Before 1970	18	36.7%	1,475	\$22,900 - \$445,000	\$151,650	\$108.70	136
1970 to 1979	4	8.2%	2,478	\$289,000 - \$389,900	\$337,450	\$153.06	82
1980 to 1989	3	6.1%	1,787	\$214,900 - \$379,000	\$270,000	\$161.09	115
1990 to 1999	6	12.2%	2,360	\$139,000 - \$420,000	\$209,450	\$95.09	85
2000 to 2009	0	0.0%	-	-	-	-	-
2010 to 2019	7	14.3%	2,283	\$199,900 - \$443,900	\$364,900	\$149.56	67
2020 to present	11	22.5%	1,856	\$205,990 - \$489,900	\$359,000	\$200.31	57
Total	49	100.0%	1,885	\$22,900 - \$489,900	\$259,900	\$145.35	97

Source: Redfin.com & Bowen National Research

As shown in the preceding table, the overwhelming majority (89.3%) of the available for-sale housing product in the PSA was built before 1970. By contrast, only two units (7.2%) of the available homes in the PSA were built since 2000. While the largest individual share (36.7%) of available homes in the SSA was also built prior to 1970, the share of such homes is substantially smaller than the corresponding share in the PSA. In addition, 36.8% of the available homes in the SSA were built since 2000, which is a significantly larger share of modern homes compared to the PSA. It is interesting to note that the median list price of \$224,900 for the available homes built prior to 1970 in the PSA is 48.3% higher than the median list price (\$151,650) of such homes within the SSA. While this can be partially attributed to the larger *average* size of the pre-1970 homes in the PSA compared to the SSA (1,703 square feet versus 1,475 square feet), the higher median price per square foot of the available homes in the PSA (\$137.57) compared to the SSA (\$108.70) indicates that the pricing difference is not solely due to size difference. Regardless, the very low average days on market in the PSA for the pre-1970 product (41 days) indicates there is a substantial level of demand for such product. By comparison, the much higher average days on market for the pre-1970 product in the SSA (136 days) and lower average days on market for product built since 2010 suggests that there is higher demand in the SSA for more modern for-sale housing products.

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



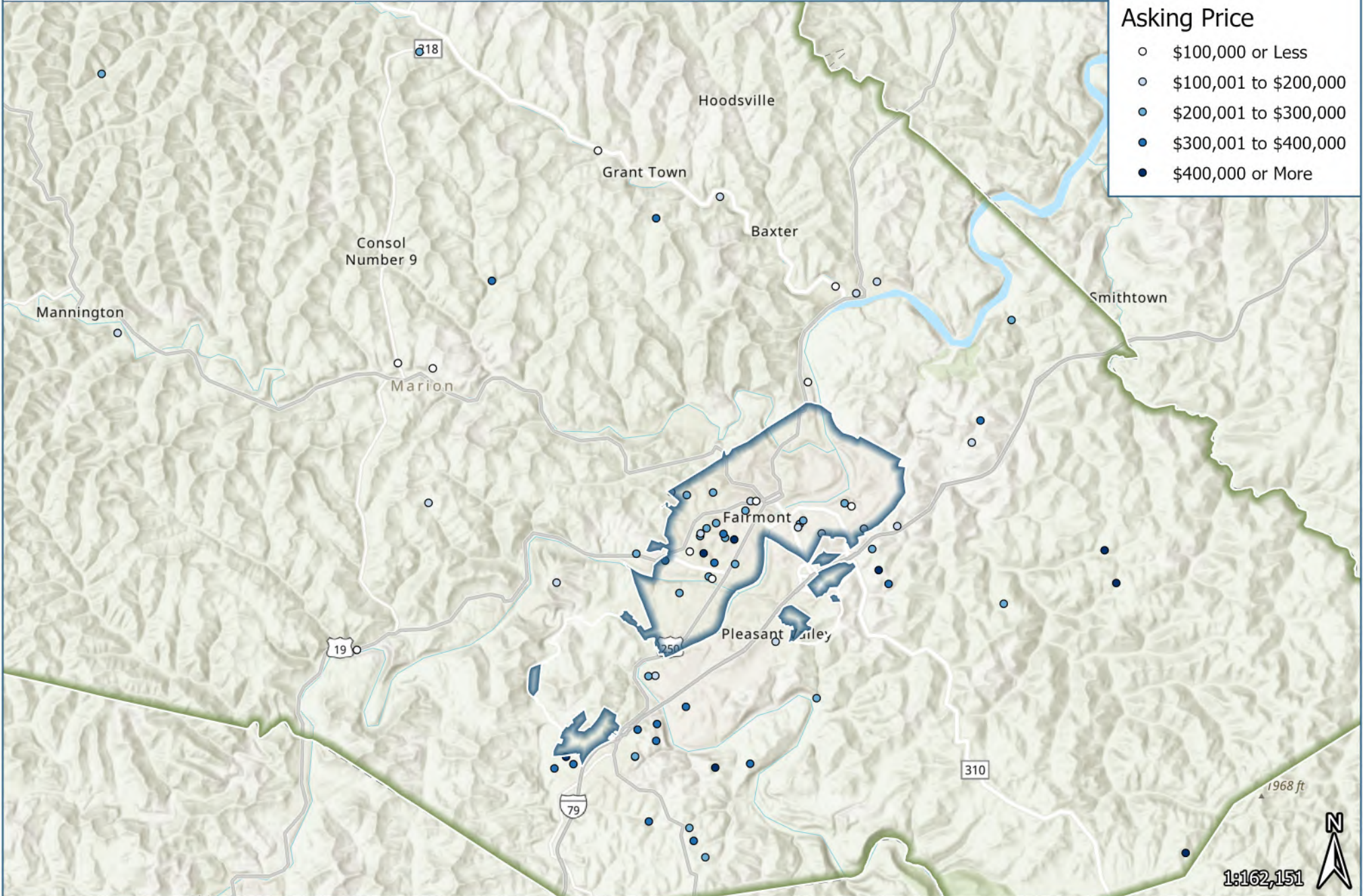
A map illustrating the location of available for-sale homes by price point in the PSA (Fairmont) and SSA (Balance of County) is included on the following page.

PSA

SSA

Asking Price

- \$100,000 or Less
- \$100,001 to \$200,000
- \$200,001 to \$300,000
- \$300,001 to \$400,000
- \$400,000 or More



0 0.8 1.6 2.4 3.2
Miles

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

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D. PLANNED & PROPOSED

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

The following table illustrates single-family and multifamily building permits issued within the city of Fairmont, the Balance of County, and Marion County for the most recent 10-year period available (2015-2024):

Housing Unit Building Permits										
Permits	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
PSA (Fairmont)										
Multifamily Permits	8	54	61	6	5	0	0	0	0	0
Single-Family Permits	12	12	13	2	37	9	4	4	0	1
Total Permits	20	66	74	8	42	9	4	4	0	1
SSA (Balance of County)										
Multifamily Permits	10	9	10	5	6	15	9	10	5	0
Single-Family Permits	5	6	7	8	6	5	6	6	4	5
Total Permits	15	15	17	13	12	20	15	16	9	5
Marion County										
Multifamily Permits	18	63	71	11	11	15	9	10	5	0
Single-Family Permits	17	18	20	10	43	14	10	10	4	6
Total Permits	35	81	91	21	54	29	19	20	9	6

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

Between 2015 and 2024, 228 residential building permits were issued in the PSA (Fairmont), while 137 total permits were issued within the SSA (Balance of County). During this time, the distribution of permits by structure type (multifamily versus single-family) in the PSA and SSA were remarkably similar, with roughly 60% of permits in each area comprised of multifamily permits and slightly over 40% comprised of single-family permits. However, there is a substantial difference regarding when the bulk of the permits in each area were issued. Within the PSA, 210 of the 228 total permits (92.1%) were issued prior to 2020. By contrast, 72 of the 137 total permits (52.6%) in the SSA were issued prior to 2020. This indicates that residential permitting activity within the PSA has declined significantly since the pandemic in 2020, while permitting activity in the SSA has remained more stable. However, there was also a notable decline in activity in the SSA in 2023 and 2024, with only 14 total permits issued in the Balance of County during this time. Based on the preceding data, the majority (62.5%) of the total residential building permits issued in Marion County since 2015 have been in the PSA, but overall permitting activity in both study areas has slowed notably over the past few years.

Planned and Proposed Residential Housing Development

Bowen National Research conducted interviews with representatives of area building and permitting departments and performed extensive online research to identify residential projects either planned for development or currently under construction within the PSA (Fairmont) and the SSA (Balance of County). Note that additional projects may have been introduced into the pipeline and the status of existing projects may have changed since the time interviews and research were completed.

Multifamily Rental Housing

The following table summarizes the known details for the multifamily rental housing project that is currently under construction within the PSA. Note that there were no multifamily rental housing projects identified in the housing development pipeline within the SSA.

Multifamily Rental Housing Development				
Project Name & Address	Type	Units	Developer	Status/ Details
PSA (Fairmont)				
Middletown Flats Danbury Ln. & Elderbury Ln.	Market-rate	48	General Acquisitions	Under Construction: Two-bedrooms; Estimated rents from \$1,550 to \$1,750; ECD early 2026

ECD – Estimated Completion Date

For-Sale Housing

There are currently three for-sale housing projects currently under construction or proposed within the PSA and SSA. The following table summarizes the known details for the identified for-sale housing developments.

For-Sale Housing Development				
Project Name & Address	Type	Lots/ Units	Developer	Status/ Details
PSA (Fairmont)				
Landing I & II Fairmont Ave. & Kaufman Dr.	Single-family & Townhomes	76	John & Carrie Menas	Proposed: Phase I (40 lots) includes single-family homes from \$300,000; Estimated square feet 1,600; If approved, construction could begin in spring 2026; Phase II includes 20 townhomes from \$280,000; Estimated 1,200 square feet; 16 single-family homes from \$360,000 to \$400,000; May begin construction after Phase I is near completion.
SSA (Balance of County)				
Heston Farm Phase IV 8 Charolias Cir. Fairmont	Single-family	94	TJ Custom Homes	Under Construction: Phase IV homes from \$295,000 to \$398,000; Estimated square feet 1,615 to 2,360; No additional phases planned.
Martin’s Perch 51 Southland Dr. Fairmont	Single-family & Townhomes	92	TJ Custom Homes	Under Construction: 48 townhomes and 44 single-family homes; Townhomes from \$259,000 and estimated square feet 1,785; Single-family homes from \$350,000 to \$440,000 and square feet from 1,475 to 1,909; ECD 2029.

ECD – Estimated Completion Date

There is currently one rental housing project under construction within the PSA, which consists of 48 market-rate units that will have estimated rents between \$1,550 and \$1,750. The project has an estimated completion date in early 2026.

Among the three for-sale housing projects in Marion County, one is within the PSA and two are within the SSA. The *proposed* for-sale housing project in the PSA would involve a combination of single-family homes (56 lots/units) and townhomes (20 units) being constructed in two phases. The estimated price range for the single-family homes would be \$300,000 to \$400,000, while the townhomes would have a price point of \$280,000 and higher. Within the SSA, there are two for-sale housing developments currently *under construction*. Once completed, these projects will consist of 138 single-family homes and 48 townhomes in the surrounding SSA. While the single-family homes have price points between \$295,000 and \$440,000, the townhome pricing starts at \$259,000.

No senior care housing projects in the development pipeline were identified within the PSA or SSA.

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

VII. OTHER HOUSING MARKET FACTORS

INTRODUCTION

Factors other than demography, employment, and supply (all 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 needs, and are discussed relative to the PSA (Fairmont):

- Community Services
- Residential Foreclosures
- Residential Blight
- Residential Development Opportunities
- Public Transit and Parking Options
- University / College Overview

A. 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.

A summary of notable community attributes is provided for the city of Fairmont which includes a brief narrative describing their collective scope. This overview should not be considered an exhaustive evaluation of attributes offered within the area, since data and marketplace conditions change constantly. However, the overview provides insight as to the sufficiency, or lack of, key community services.

City of Fairmont

Fairmont is the largest city in Marion County and serves as the county seat of government. Fairmont is located in the eastern portion of Marion County at the source of the Monongahela River. The city is divided into eastern and western portions along the river. Commercial corridors in Fairmont include Fairmont Avenue, Locust Avenue, East Park Avenue, and Pennsylvania Avenue. Downtown Fairmont consists of a mix of government, professional, and residential buildings that also includes an assortment of stores and restaurants. In addition, there are commercial areas adjacent to or near the city of Fairmont, most notably in the town of White Hall.

Fairmont Avenue (U.S. Route 250) is a major commercial corridor in the western portion of Fairmont. This street extends into several neighborhoods of the city and includes restaurants, pharmacies, gas stations, convenience stores and medical offices along with an assortment of local businesses and services. Fairmont Avenue

leads to additional community services in both downtown Fairmont and the town of White Hall. Locust Avenue (U.S. Highway 19) features businesses that primarily serve the student population at Fairmont State University, which includes bars, restaurants, and a laundromat. The Locust Avenue corridor also includes Marion Square Shopping Center, which has a Food Lion grocery store, CVS Pharmacy, Planet Fitness, and a Busy Bee home improvement store as major occupants. In addition, several medical offices are located along Locust Avenue due to their proximity to Fairmont Medical Center. Country Club Shops is also located in the vicinity of Locust Avenue and includes Big Lots and Dollar General as major tenants. East Park Avenue is primarily residential, but includes restaurants, businesses, gas stations, and convenience stores for residents in the eastern portion of Fairmont. A Price Cutter grocery store is also located one block east of East Park Avenue. Shopping options along Pennsylvania Avenue (U.S. Highway 19) primarily consist of the Fairhills Plaza, which serves residents in the Bellview neighborhood of Fairmont. This shopping center includes a Price Cutter grocery store and a dollar store along with neighborhood services.

The town of White Hall, immediately southwest of the Fairmont city limits, includes the largest concentration of retail and shopping opportunities in the Fairmont area. White Hall includes Middletown Commons and Walmart Supercenter as major shopping venues. Middletown Commons is a renovated shopping center that features a combination of larger big-box retailers and smaller neighborhood businesses and services. Major stores at Middletown Commons include Ace Hardware, ALDI, Dollar General, and Michael's. Restaurants at this shopping center include Chipotle, Panera Bread, Starbucks, Applebee's, and Bob Evans. Neighborhood businesses within this shopping center include restaurants, fitness centers, medical offices, and automobile-oriented businesses.

Walmart Supercenter is located across the street from Middletown Commons. In addition to Walmart Supercenter, this immediate area includes McDonald's and Tygart Valley Cinemas. Note that shopping centers in the town of White Hall are accessible from Fairmont via U.S. Route 250 and Interstate 79, making this area convenient to Fairmont residents.

Fairmont Medical Center is a full-service hospital that is part of the West Virginia University Health System. Located in the western portion of Fairmont along Locust Avenue, this medical facility is licensed for over 100 beds and includes an emergency department, cardiology care, cancer treatment and surgical services. Urgent care facilities in the city include Fairmont Gateway Clinic and EZCare Walk-In Medical Center, while Mon Health Marion Neighborhood Hospital has its facility within the Middletown Commons Shopping Center. This hospital includes an emergency department, inpatient care facilities, and a pharmacy.

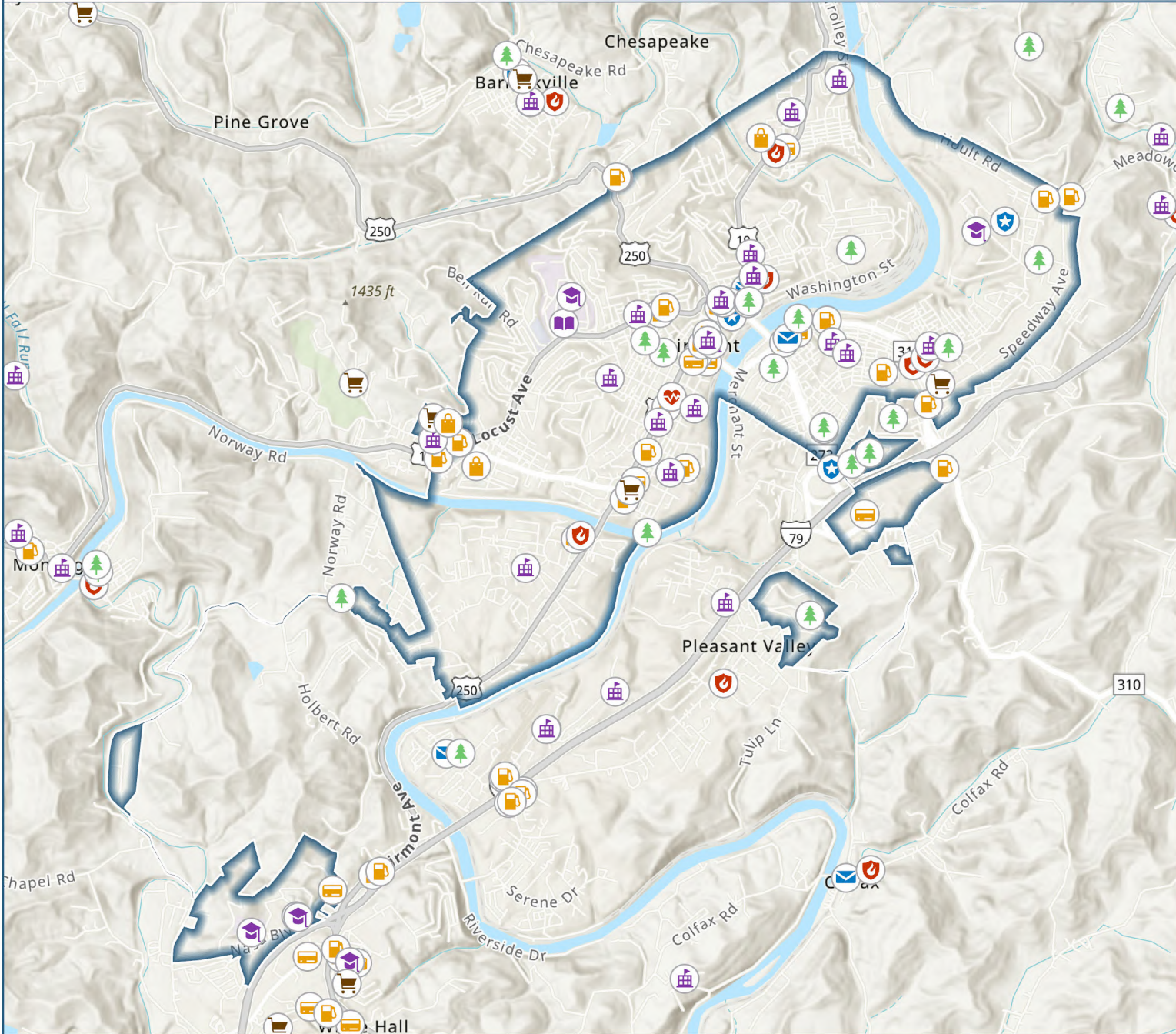
Marion County Schools provides public education to school-age children that reside within the Fairmont city limits and outlying areas of Marion County. This school district includes 19 schools that had an overall enrollment of 7,100 students for the 2024-2025 school year. The 19 schools include nine elementary schools,

two elementary/middle schools, five middle schools, and three high schools. In addition to these 19 schools, Marion County Schools also includes a learning center, an adult and community education campus, and a technical center. Fairmont State University is a four-year public university with an enrollment of over 3,400 students as of fall 2025. This university campus is located in the western portion of Fairmont along Locust Avenue. Pierpont Community and Technical College operates its main campus at the Advanced Technology Center in the southwestern portion of Fairmont. This two-year technical college has a combined enrollment of over 2,000 students among campuses in Fairmont, White Hall, Bridgeport, and Clarksburg.

The Fairmont-Marion County Transit Authority (FMCTA) provides public transportation to riders in the city of Fairmont and surrounding areas of Marion County. An expanded discussion of the FMCTA system is included on page VII-15 of this report.

The city of Fairmont has an adequate supply of community services in the eastern and western portions of the city. Community services within the city limits include several grocery stores, gas stations, convenience stores, pharmacies, dollar stores, and restaurants. Note that a more concentrated supply of community services and amenities exist in the adjacent town of White Hall, which includes the largest shopping center in the Fairmont area. An expanded array of services are available in the Morgantown and Clarksburg/Bridgeport areas. Each of these areas is a 30-minute drive from Fairmont along Interstate 79. In addition, the FMCTA provides bus transportation to community services in both areas. The Fairmont area does not appear to be lacking any notable community services that would adversely impact future residential development or deter people from living in the area.

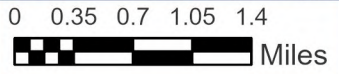
A map of notable community services within the Fairmont area is included on the following page.



PSA

Industry Description

- Bank
- Gas Station/Convenience Store
- Postal Service
- Police Station
- Fire Department
- Hospital/Medical Center
- Library
- College/University
- School
- Park
- Supermarket/Grocery Store
- Mall

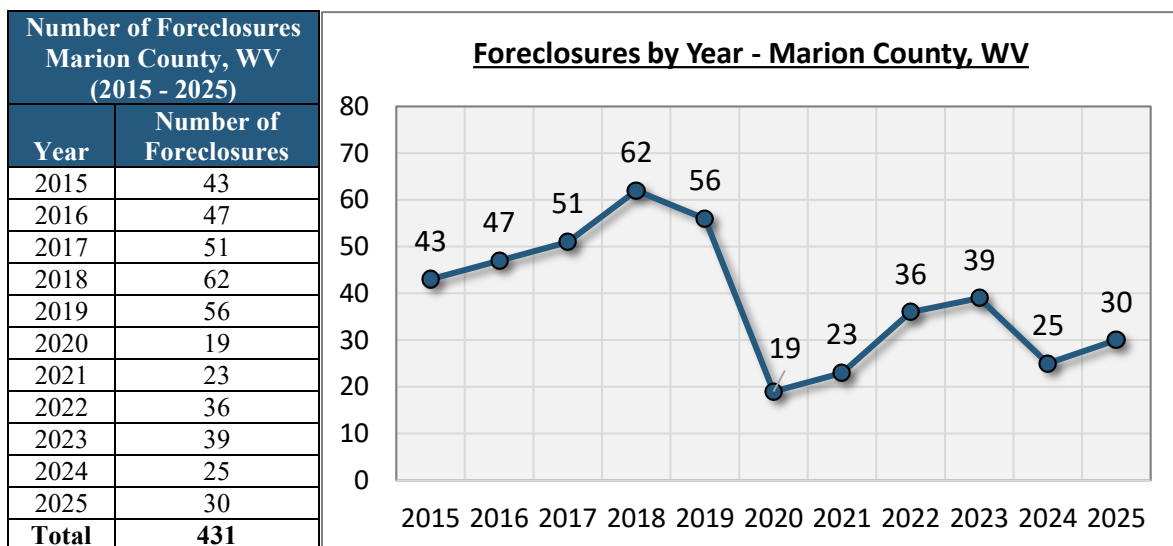


Esri, NASA, NGA, USGS, FEMA, Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, (c) OpenStreetMap contributors, and the GIS User Community
 Additional Source(s): Bowen National Research

B. RESIDENTIAL FORECLOSURES

Understanding the degree to which residential foreclosures occur can often shed light on other economic and housing related issues that exist within an area, such as housing affordability, unemployment issues, and the relationship between local wages and housing costs. In addition, an examination of historical trends in an area will determine if foreclosures are increasing or decreasing over time. Because foreclosures can limit a resident’s ability to secure housing in the future and possibly contribute to homelessness, foreclosures can be an important factor to assess in the overall housing needs for a community. This section of analysis compares the degree to which foreclosures occur in the PSA (Fairmont) and SSA (Balance of County) and if foreclosures are increasing or decreasing over time. An abnormally high rate or increasing volume of residential foreclosures can be an indicator of housing challenges or deficiencies in a market.

The following table and graph illustrate annual residential foreclosure activity from 2015 to 2025 for Marion County, West Virginia.



Source: Marion County Clerk

A total of 431 foreclosures occurred in Marion County between 2015 and 2025, reflecting an annual average of approximately 39 foreclosures during this period. Overall, foreclosure activity in Marion County was highest between 2015 and 2019, with the peak activity (62 foreclosures) occurring in 2018. Starting in 2020, foreclosure activity decreased significantly due to federal foreclosure moratoriums, state judicial stays for certain civil matters, and voluntary lender-sponsored forbearance agreements that materialized in response to the economic effects from the COVID-19 pandemic. In 2025, there was a total of 30 foreclosures within Marion County, which is lower than the annual average between 2015 and 2025. An expanded analysis of 2025 foreclosure activity in Marion County shows that 14 of the 30 foreclosures occurred in the PSA (Fairmont), representing nearly 47% of all foreclosures in the county. The 14 foreclosures in 2025 represent 0.3% of the

4,895 owner households in the city of Fairmont, while the 16 foreclosures within the SSA represent only 0.1% of the 12,599 owner households in the Balance of County. As such, the rate of foreclosures within the PSA was approximately three times higher than the rate for the SSA during 2025. However, it is important to note that the total number of foreclosures within Marion County during 2025 was still rather low relative to the average between 2015 and 2025.

The following table illustrates additional details (*average mortgage balance and median months of delinquency*) for the 2025 foreclosures in each study area.

2025 Foreclosure Details by Area			
Study Area	Number	Average Mortgage Balance*	Median Months Delinquent**
Fairmont	14	\$99,354	11
Balance of County	16	\$117,065	15
Marion County	30	\$108,800	14

Source: Trulia.com; Bowen National Research

*Average mortgage balance/indebtedness at the time of foreclosure

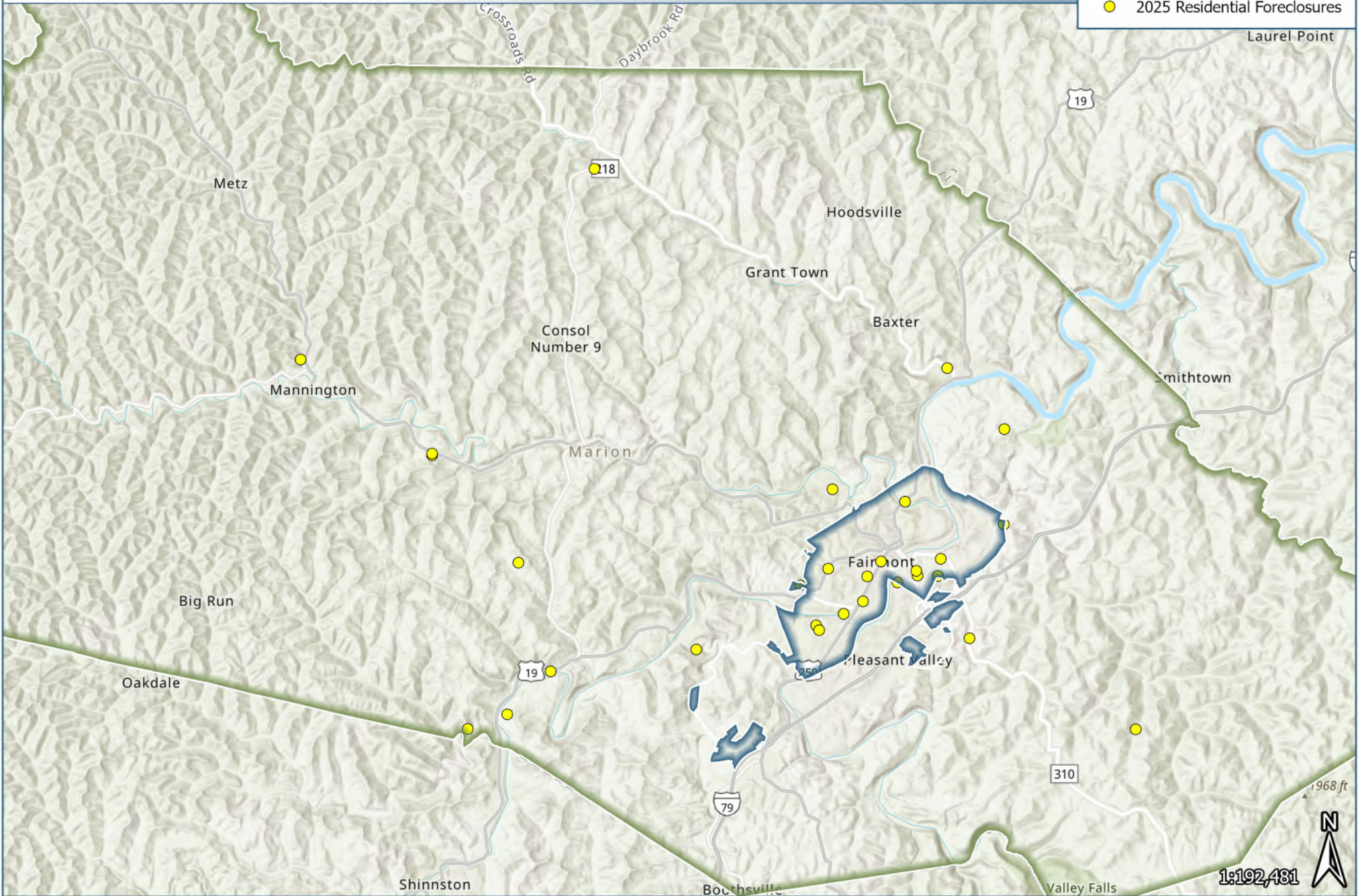
**Excludes (2) listings in the PSA and (1) listing in the SSA where delinquency data was unavailable

As the preceding illustrates, the average mortgage balance (total indebtedness) at the time of foreclosure for the 14 homes within the PSA (Fairmont) in 2025 was \$99,354. The total mortgage balance for the foreclosed homes ranged between \$18,704 and \$283,754. The median months of delinquency at the time of foreclosure for these homes was 11 months, with individual foreclosures ranging from 8 months to 81 months delinquent. Similarly, the 16 foreclosures within the SSA (Balance of County) had an average mortgage balance of \$117,065 (range of \$21,429 to \$343,026) and a median of 15 months of delinquency (range of seven to 29 months) at the time of foreclosure. Based on data obtained from Trulia.com on January 28, 2026, there are four active foreclosure listings in the PSA and three in the SSA that are currently available to purchase through auction. Note that one listing in the PSA and one listing in the SSA are included among the 30 total foreclosures reflected in the 2025 foreclosure data. Active foreclosure listings represent the number of lender-initiated sales that have gone through the full legal process of foreclosure and are currently on the market to purchase.

Based on this analysis, residential foreclosure activity within Fairmont and the Balance of County has diminished significantly since 2019. The foreclosures appear to be concentrated among lower priced homes (generally around \$100,000). The rates of foreclosure for both Fairmont (0.3%) and the surrounding Balance of County (0.1%) are considered relatively low. Regardless, foreclosure activity should be monitored over the years ahead as rising foreclosure activity may represent a housing issue in the future.

The following map illustrates the physical location of the residential foreclosures within the PSA and SSA during 2025.

- PSA
- SSA
- 2025 Residential Foreclosures



0 0.95 1.9 2.85 3.8
Miles

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

C. RESIDENTIAL BLIGHT

Blight, which is generally considered the visible decline of real estate property, 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 and upgrade older housing.

The City of Fairmont has taken steps to reduce the number of blighted residential structures during the past several years. The City’s [Building Inspection and Rental Registration Department](#) is tasked with code enforcement, registration of vacant properties, and a demolition program targeting blighted buildings. The City of Fairmont Codified Ordinances includes a [Building and Housing Code](#) that outlines specific conditions for mobile homes, rental dwelling units and vacant buildings. There are also references to public health and safety, occupant welfare, and even aesthetic factors throughout various sections of the Fairmont Codified Ordinances that would contribute to the general definition of blight even if not specifically defined. Several case types (especially unsecured openings, graffiti, illegal dumping, and older housing code violations) could be considered as indicators of blight, or at least some form of community and property owner disinvestment, within a given area, though the area may not be blighted by definition.

For the purposes of this analysis, the City of Fairmont Planning and Development Department provided a list of blighted properties known as the BAD (Blighted, Abandoned, Dilapidated) Buildings Inventory. This inventory consists of properties that are considered to be candidates for demolition or have been demolished. The current list includes a total of 56 residential *structures* that are considered to be in poor condition (e.g., having characteristics exhibiting blight). The 56 structures consist of 54 single-family homes, one duplex, and one triplex. Overall, this equates to a total of 59 residential *units* due to multiple units being contained within the duplex and triplex structures.

The following table illustrates the location of blighted residential *units* by neighborhood in the city of Fairmont.

Blighted Residential Units by Location (City of Fairmont)		
Neighborhood	Number of Blighted Units	Share of Blighted Units
Bellview	3	5.1%
Beverly Hills	1	1.7%
Downtown	1	1.7%
East Side	7	11.9%
Edgemont	1	1.7%
Fleming-Watson	6	10.2%
Hillcrest	4	6.8%
Norwood	3	5.1%
Watson	1	1.7%
West Side Coalition	21	35.6%
Not Identified	11	18.6%
Total – Fairmont	59	100.0%

Source: City of Fairmont Planning & Development Department

The largest share (35.6%) of blighted residential units identified in Fairmont are located within the West Side Coalition neighborhood. The East Side and Fleming-Watson neighborhoods each account for over 10% of the blighted residential units identified on the BAD Buildings Inventory. Combined, these three neighborhoods account for the majority (57.7%) of the identified blighted units in Fairmont. As such, blight mitigation efforts may need to be focused on these areas. The 59 blighted residential units identified on the BAD Buildings Inventory represent 0.6% of the 9,099 housing units in the city. Given that the share of blight in other similar housing markets is generally below 1.0%, Fairmont’s blight ratio is considered to be within a typical range, despite the high number of older residential structures in the city. Note that over 60% of renter-occupied units and nearly 75% of owner-occupied units in the PSA were built before 1970.

The City of Fairmont also administers a Blighted Buildings Demolition Program in an effort to reduce existing residential blight. According to data provided by the City, a total of 168 structures were demolished by the City of Fairmont between 2012 and 2025. Note that this data does not include demolition activity conducted by private entities or landowners. Based on this data, an average of nearly 13 structures were demolished each year by the City of Fairmont during this period.

The following tables illustrate the demolitions conducted by the City of Fairmont by year and by location.

Demolished Structures by Year (City of Fairmont)		
Year	Number of Demolished Structures	Share of Demolished Structures
2012 – 2016*	9	5.4%
2017	13	7.7%
2018	15	8.9%
2019	11	6.5%
2020	4	2.4%
2021	31	18.5%
2022	29	17.3%
2023	24	14.3%
2024	18	10.7%
2025	14	8.3%
Total	168	100.0%

Source: City of Fairmont Planning & Development Department

*The City of Fairmont Demolition Program officially started in 2016




Demolished Structures by Neighborhood (City of Fairmont)		
Neighborhood	Number of Demolished Structures	Share of Demolished Structures
Bellview	7	4.2%
Beltline	7	4.2%
Downtown/Jackson Addition	79	47.0%
Fleming-Watson	8	4.8%
Norwood	12	7.1%
Palatine	16	9.5%
University	38	22.6%
Watson Addition	1	0.6%
Total – Fairmont	168	100.0%

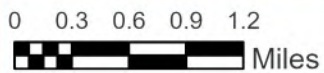
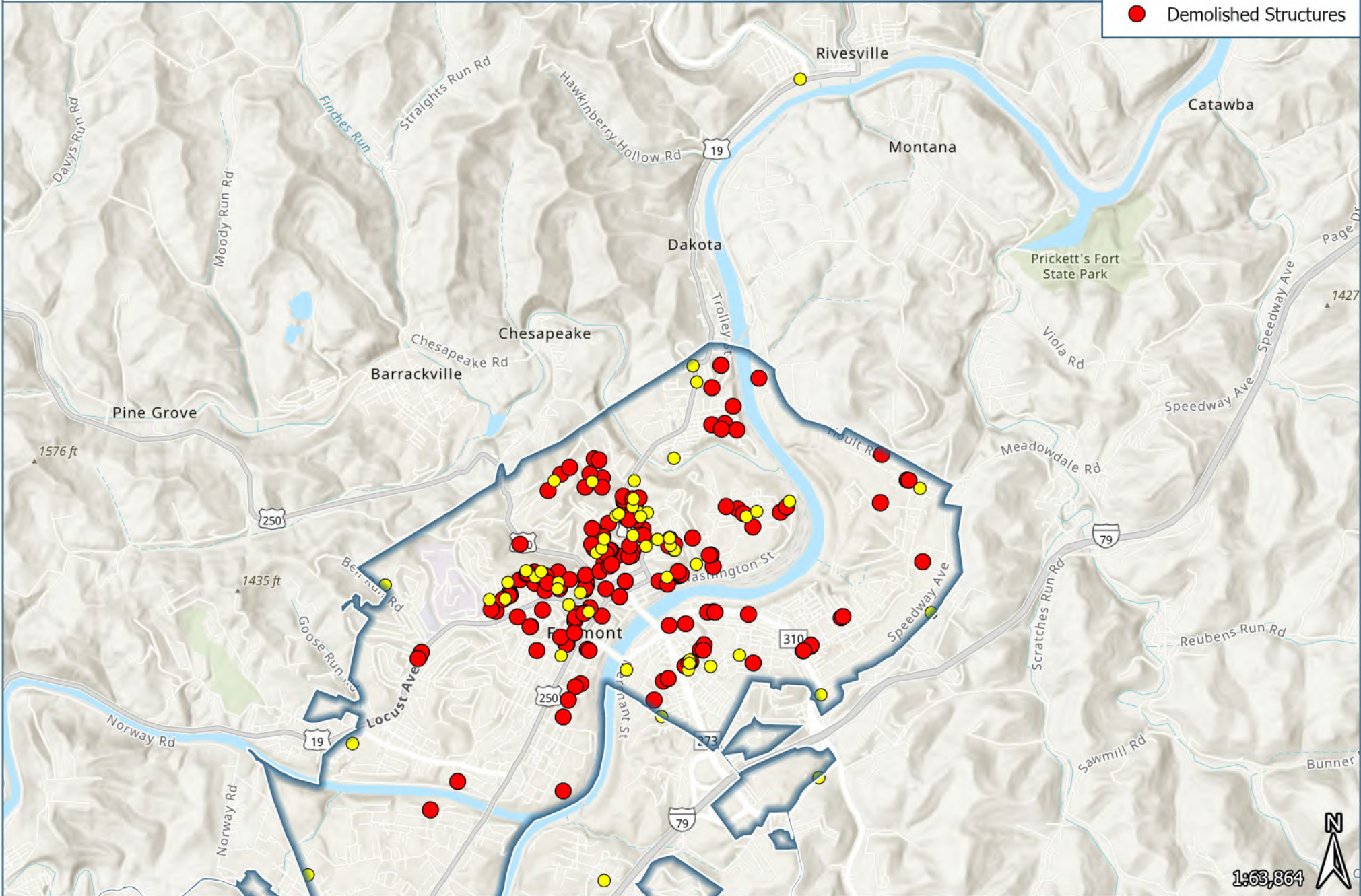
Source: City of Fairmont Planning & Development Department

Demolition activity conducted by the City of Fairmont was most frequent between 2021 and 2023, accounting for a total of 84 demolished structures during this three-year period. By comparison, demolition activity was infrequent before 2017 because the City's demolition program did not officially begin until 2016. Nearly half (47.0%) of structures demolished by the City of Fairmont were located in the Downtown/Jackson Addition neighborhood, while nearly one-quarter of demolished structures were in the University neighborhood.

Based on the preceding data and analysis, the City of Fairmont has made significant progress in identifying and addressing residential blight, particularly since 2021. Yet, despite this progress, the City has identified additional housing that may require blight mitigation efforts. Future housing plans and initiatives in Fairmont should involve continued efforts to address blight and to preserve the city's existing housing stock.

A map illustrating the approximate location of blighted residential units and demolished structures in the city of Fairmont is included on the following page. The areas noted on the map show possible geographic areas of focus for mitigation of residential blight within the city.

-  PSA
-  Residential Blight
-  Demolished Structures



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



D. RESIDENTIAL DEVELOPMENT OPPORTUNITIES

Factors other than demography, employment, and supply (all analyzed earlier in this study) can affect the strength or weakness of a given housing market. The potential for residential development opportunity sites is an additional factor that can influence a housing market’s performance and needs and is discussed relative to the PSA (Fairmont). Based on information provided by the City of Fairmont, as well as additional online research conducted in December of 2025, Bowen National Research identified sites that could support potential residential development in the PSA. Real estate listings and information from the City of Fairmont GIS and the West Virginia Property Viewer GIS were also used to supplement the information collected for this report. These potential housing development properties were selected without complete knowledge of availability, price, or zoning status, and the vacancy and for-sale status were not confirmed. Although this search was not exhaustive, it does represent a list of some of the most obvious real estate opportunities in Fairmont. A total of 17 properties were identified, of which three properties contain at least one existing building that is not necessarily vacant and may require demolition, new construction, or adaptive reuse. The remaining 14 properties were vacant or undeveloped parcels of land that could potentially support residential development.

Information on potential housing development opportunity sites in the city of Fairmont is presented in the following table.

Development Opportunity Sites – Fairmont, West Virginia					
Map Code	Street Address	Neighborhood	Year Built	Building Size (Square Feet)	Land Size (Acres)
1	400 Benoni Ave.	Fleming-Watson/Loop Park	-	-	0.68
2	Moore Pl./Chamberlain Ave.	Beltline	-	-	0.95
3	9th St. Ext.	Beltline	-	-	6.41
4	Diamond St.	Palatine	-	-	3.69
5	Pleasant Ln. & Windsor Dr.	Downtown/Jackson Addition	-	-	4.60
6	Locust Ave.	University	-	-	7.82
7	North St. & W. Fork Rd.	Watson Additon	-	-	20.88
8	Hallwood Estates	Bellview	-	-	198.90
9	205 Adams St.	Downtown/Jackson Addition	1902/2019	36,800	0.17
10	Cleveland Ave.	Downtown/Jackson Addition	-	-	14.13
11	Trolley St./Cross St.	Bellview	-	-	0.42
12	Fairmont Ave.	Watson Additon	-	-	27.30
13	Overhill Rd.	University	-	-	0.27
14	232-236 Adams St.	Downtown/Jackson Addition	1900	7,000	0.06
15	Stoney Rd.	Palatine	-	-	6.97
16	Lafayette St.	Norwood	-	-	62.08
17	200 Adams St.	Downtown/Jackson Addition	1880	7,500	0.11

Sources: LoopNet, Realtor.com, City of Fairmont GIS, West Virginia Property Viewer (GIS), WV Economic Development

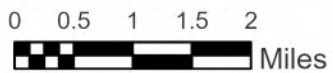
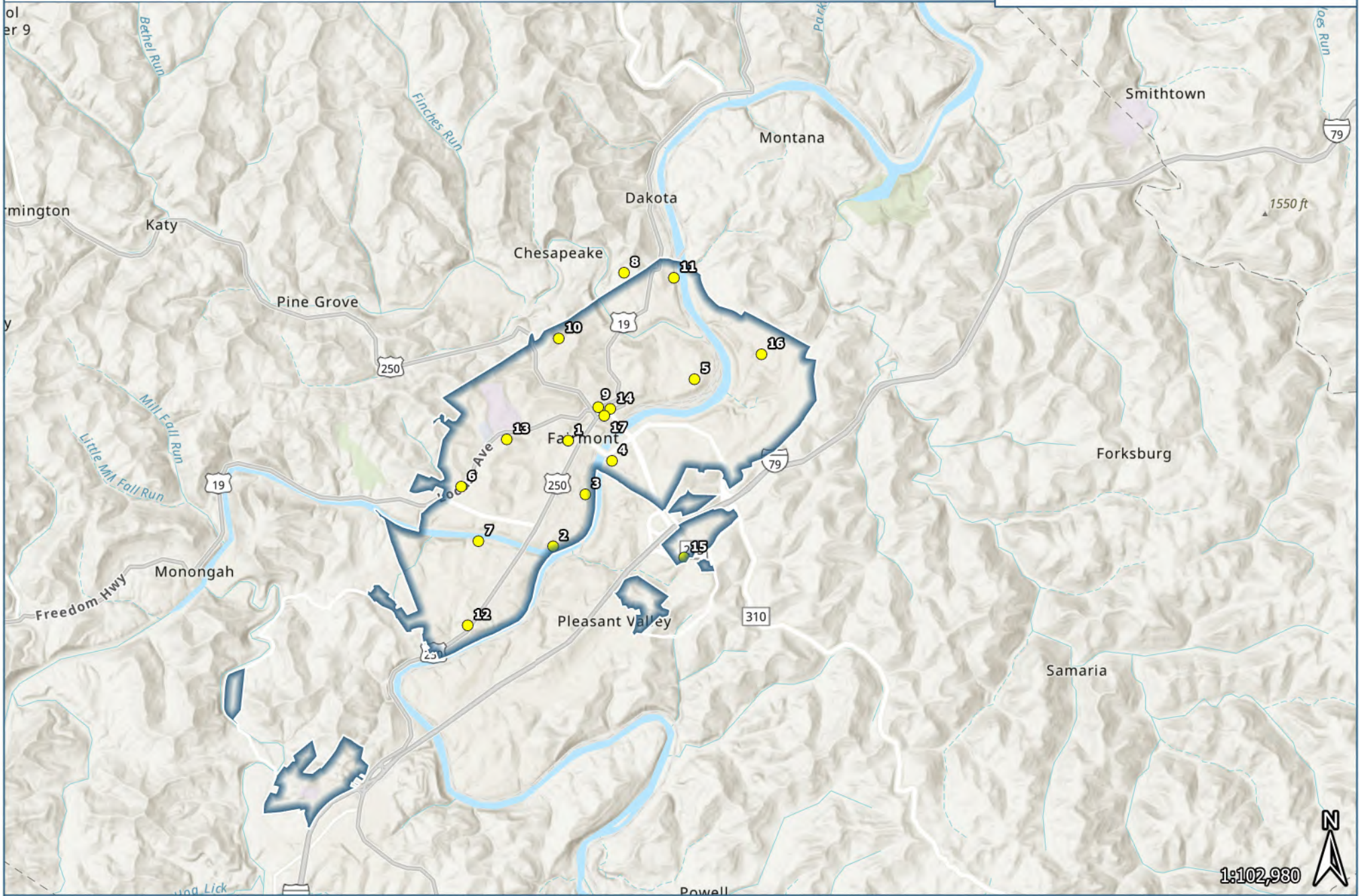
Note: Total land area includes total building area. Neighborhood information obtained from City of Fairmont GIS.

A total of 17 property sites (both land and buildings) were identified in the PSA that are potentially capable of accommodating future residential development via new construction or adaptive reuse. In some instances, adjacent parcels and/or buildings were adjoined to create one potential site location. The 17 identified properties listed in the preceding table represent approximately 355 acres of land and over 51,000 square feet of existing structure area. Note that four of the 17 identified properties are over 20 acres in size, which may permit the development of larger residential or mixed-use projects. A total of three properties have at least one existing building or structure ranging in size from 7,000 square feet to 36,800 square feet. Note that all three buildings identified as part of this analysis are located in downtown Fairmont. Each of these buildings includes retail/office space on the ground floor as well as upper floor space that could potentially allow for mixed-use development. Note that the availability and feasibility of identified properties for potential residential use is beyond the scope of this study.

It is critical to point out that the properties identified in this section do not represent a complete list of all properties that are available for residential development in Fairmont. There are likely additional sites, both parcels and buildings, within the city that could be placed on the market and made available for development or redevelopment.

Based on the preceding data and analysis, the availability of sites does not appear to be a barrier to residential development within Fairmont. Potential development opportunities for both new construction and adaptive reuse of existing structures are available within the city. Future housing plans should consider ways to leverage these potential sites to attract and support residential development.

A map illustrating the location of the 17 potential housing development opportunity properties is on the following page. The Map Code number in the summary table on page VII-12 is used to locate each property.



E. PUBLIC TRANSIT & PARKING OPTIONS

The ability to travel within the city of Fairmont and surrounding areas of Marion County can have a significant influence on where people live and locations that developers choose to build and/or rehabilitate housing. As a result, public transit alternatives, transportation costs, and parking options within the city and surrounding county have been evaluated. Additional data regarding modes of transit and drive times can be found in Section V of this report.

Public Transit Options

Public transit, including its accessibility, geographic reach, and rider fees can affect the connectivity of a community and influence housing decisions. For this reason, public transportation that serves the residents of Fairmont was evaluated. The [Fairmont-Marion County Transit Authority \(FMCTA\)](#) provides public transportation to riders in the city of Fairmont and surrounding areas of Marion County. FMCTA operates several fixed bus routes that provide transit service within Fairmont as well as additional cities and towns in Marion County. This transit service also includes routes to destinations outside the county, including Morgantown, Bridgeport, and Clarksburg. Note that each of these routes vary in frequency based on each location. One-way fares typically range between \$0.50 for routes within the city limits to \$2 for *select areas* outside Marion County. Customers that purchase a 10-ticket sheet from FMCTA receive a discount equal to one ride. In addition, monthly bus passes that limit rides to Marion County are available for \$30. Seniors qualify for additional discounts on one-way fares and ticket sheets. In addition to the fixed routes, FMCTA also offers a curb-to-curb service for individuals that need to travel outside of the transit agency's fixed route bus area. This service is available Monday through Friday, and fares are determined by FMCTA based on trip origin and destination. Rides must be scheduled by calling the FMCTA office.

The following table summarizes the route description and frequency of each of the FMCTA routes in the city of Fairmont and Marion County.

FMCTA Bus Routes City of Fairmont and Marion County, West Virginia		
Standard Routes		
Route	Notable Stops along Route	Frequency
Barrackville	Pike Street; Saxman Street; Former Mine Camp (Pine Grove Rd.); Barrackville Covered Bridge; Marion County Courthouse	Monday through Friday Saturday
Carolina	Monongah; Worthington; Carolina; Marion County Courthouse	Monday through Friday
Clarksburg	Monongah; Worthington; Shinnston; Clarksburg; VA Hospital (Clarksburg)	Monday through Friday
Edgemont Loop	Fairmont State University; Fairmont General Hospital; Country Club Plaza; Marion County Senior Center; Marion County Courthouse	Monday through Friday Saturday
Fairview	Fairhills Plaza; Rivesville; Baxter; Grantown; Marion County Courthouse	Monday through Friday
Gateway Mall	Walmart Supercenter; United Hospital Center (Bridgeport)	Monday through Friday
Jackson Addition	Windmill Park; Marion County Courthouse	Monday through Friday
Mannington-Metz	Farmington; Manchin Clinic; Marion County Tech Center; Red Dot Pharmacy; Marion County Courthouse	Monday through Friday
Morgantown-Ruby Memorial	Monongalia County Courthouse; J.W. Ruby Memorial Hospital; Mountain Line Transit Authority Depot; Marion County Courthouse	Monday through Friday
Mt. Harmony	Gabriel Brothers Plaza; East Side McDonalds; Windy Ridge Apartments; County Line; Marion County Courthouse	Monday through Friday
Pleasant Valley Mall	Millersville; Kingmont; Walmart Supercenter; Middletown Commons; Marion County Courthouse	Monday through Friday. Saturday
Rivesville	Fairhills Plaza; Bellview Neighborhood; Rivesville; Greentown; Marion County Courthouse	Monday through Friday Saturday
Watson Mall	Fairmont Avenue; Mary Lou Retton Drive; Walmart Supercenter; Middletown Commons; Marion County Courthouse	Monday through Friday Saturday

Source: Fairmont-Marion County Transit Authority (FMCTA)

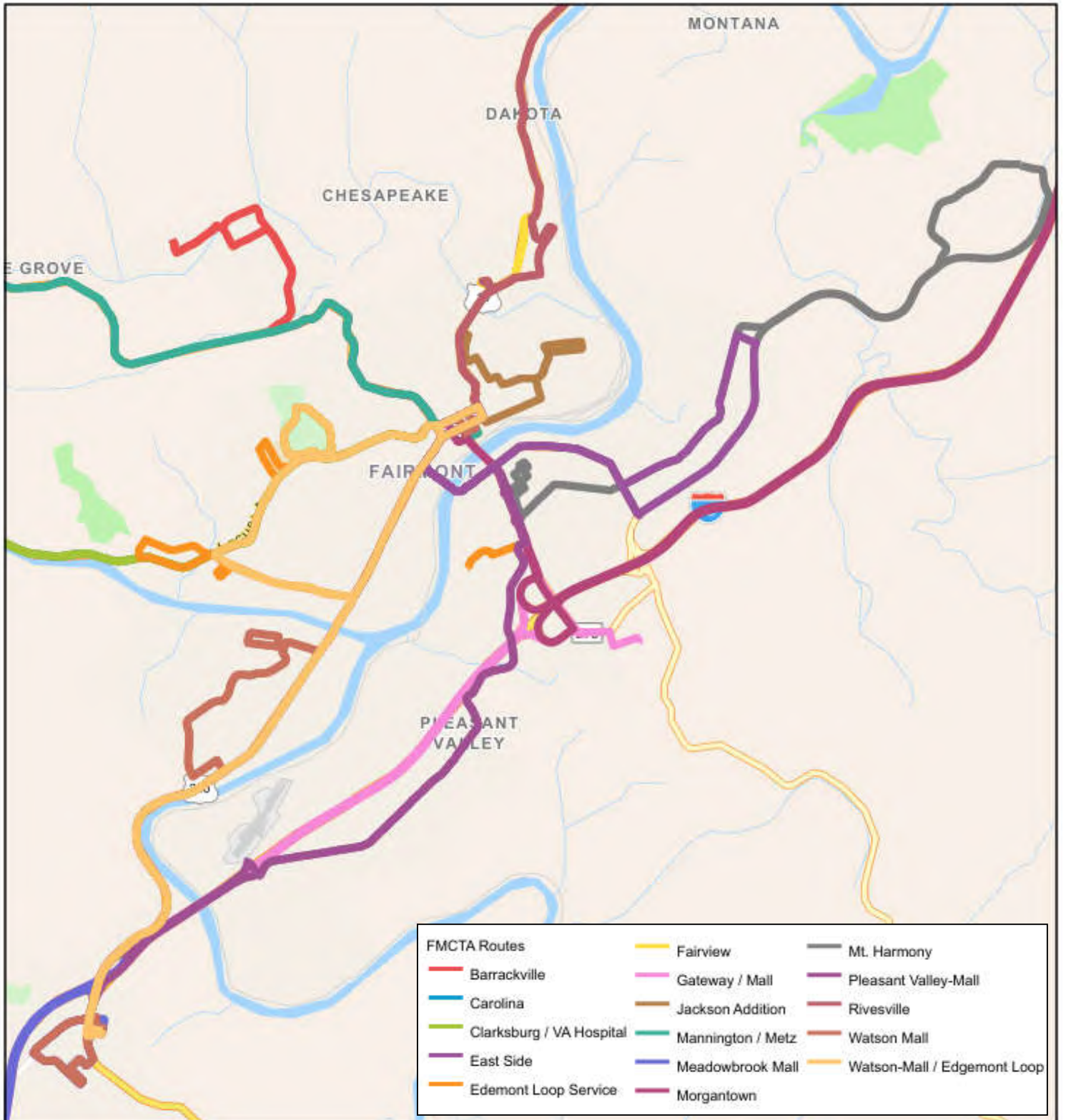
As the preceding illustrates, most bus routes offered by FMCTA connect to areas outside of the city of Fairmont, including several communities outside of Marion County. Note that all routes provide service from Monday to Friday, while selected routes also offer Saturday bus service. Given the frequency and geographic reach of these routes, it appears that FMCTA provides numerous transit options for individuals without access to a personal vehicle. FMCTA also offers an affordable fare structure for its riders, as one-way fares range from \$0.50 to \$2 depending on destination. In addition, FMCTA offers a Flex Service along each of its routes, which permits passengers to be picked up or dropped off within three-quarters of a mile from a fixed bus route during certain times.

Based on the preceding information, the public transportation appears to be relatively extensive in the geographic areas it serves within Fairmont, as well as key destinations outside the city and Marion County. Fees are relatively low, making public transportation reasonably affordable. Based on this overview, public transportation services appear to complement the local housing market and serve the local workforce and seniors.

The following maps illustrate the various bus routes in Fairmont and the surrounding Marion County area.

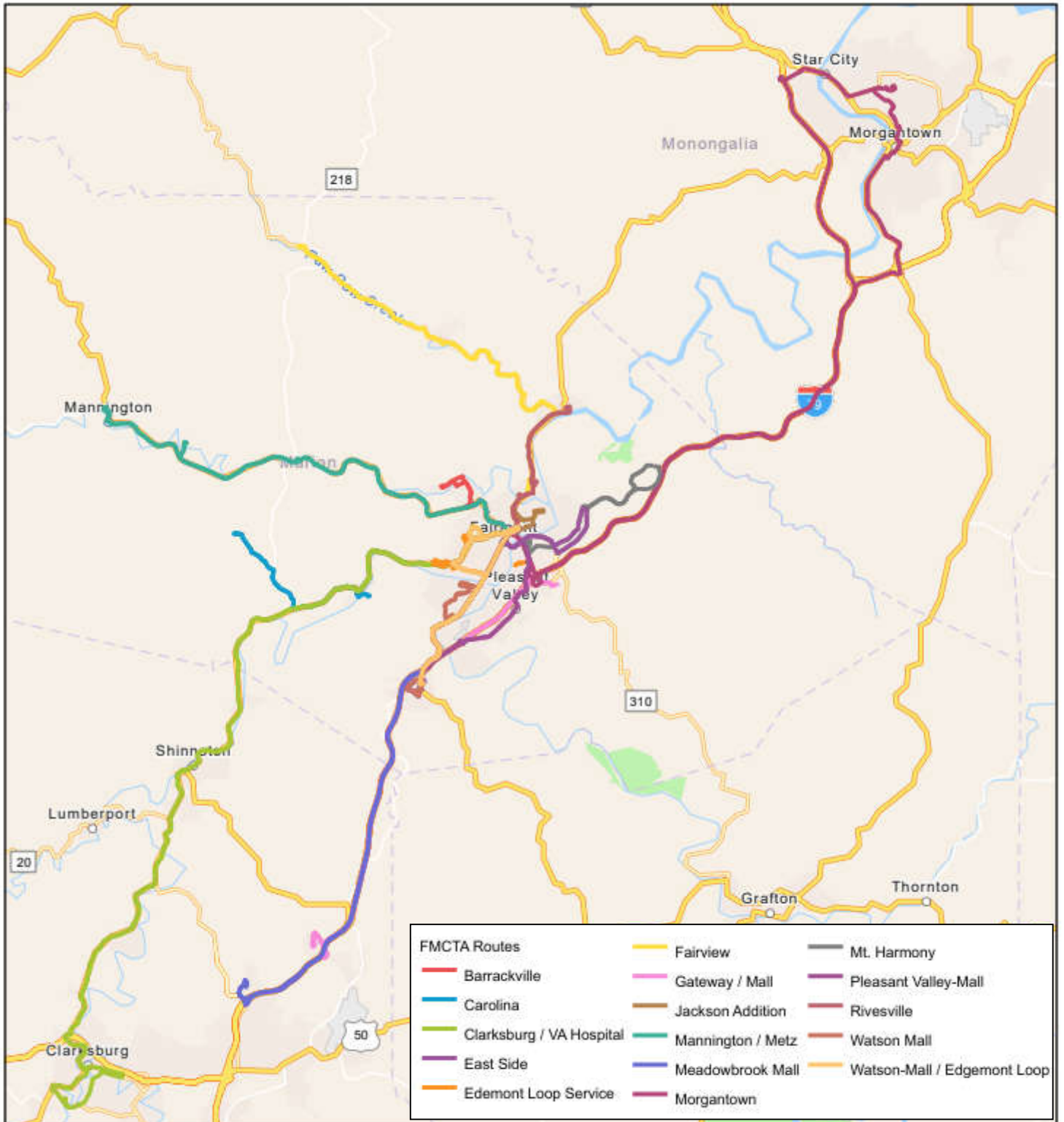
Fairmont-Marion County Transit Authority (FMCTA)

Fairmont, West Virginia



Fairmont-Marion County Transit Authority (FMCTA)

Marion County Region, West Virginia



Parking Alternatives

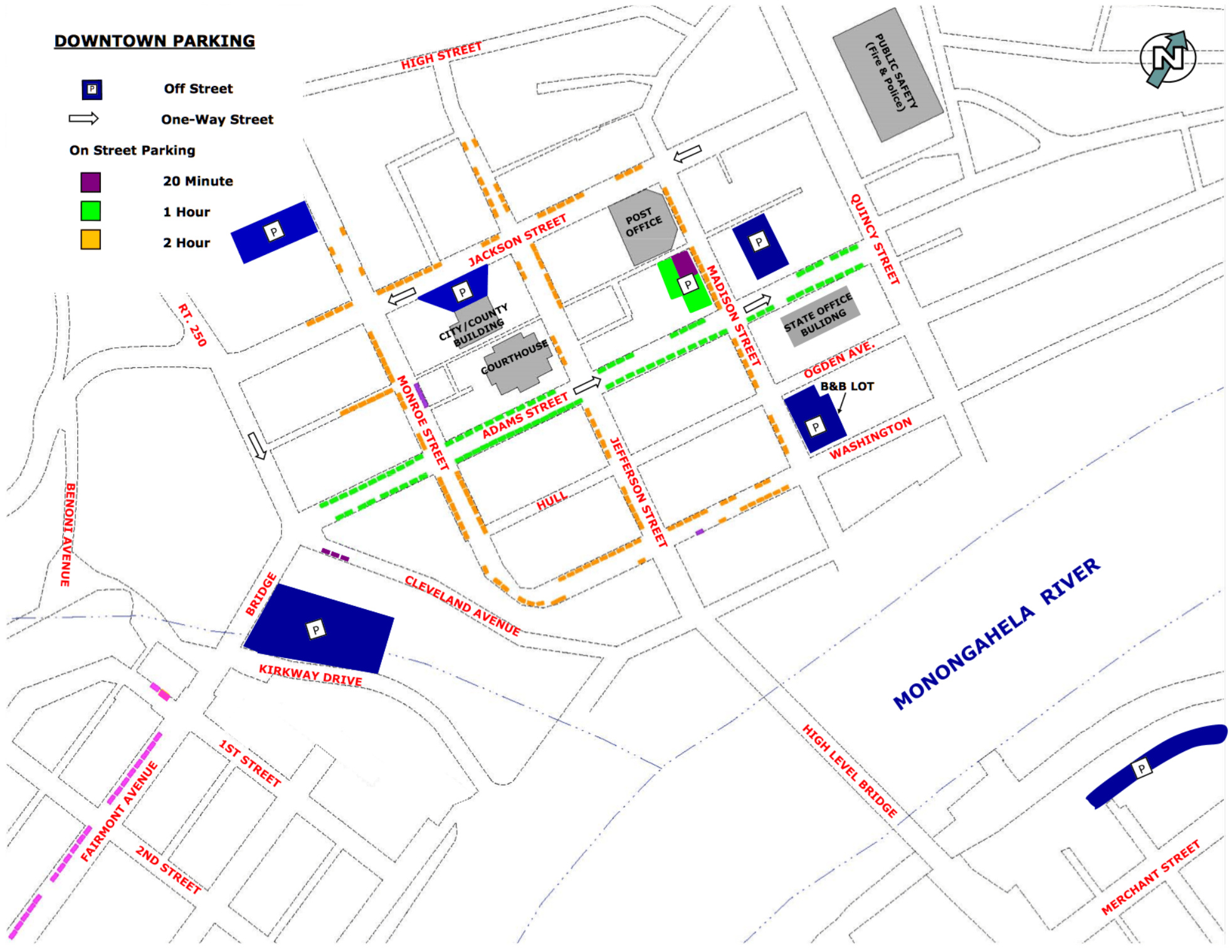
In addition to public transportation options, the [City of Fairmont](#) operates parking meters along select downtown streets and off-street parking lots, as well as a parking garage located at the intersection of Adams Street and Madison Street. Parking meters are \$0.50 along downtown streets with the exception of Adams Street, which is \$0.75 per hour. On-street parking limits range from 20 minutes to two hours depending on location. Off-street parking lots and parking garage rates are \$0.75 per hour. Businesses in the remaining portions of the city, such as shopping centers, gas stations, convenience stores, and pharmacies, generally include surface parking lots for customers and staff. Apartment communities in the city include off-street parking for residents, while residential streets in the city typically include on-street parking.

A map illustrating the location of downtown Fairmont parking facilities is included on the following page.

DOWNTOWN PARKING



-  Off Street
-  One-Way Street
- On Street Parking**
 -  20 Minute
 -  1 Hour
 -  2 Hour



F. UNIVERSITY/COLLEGE OVERVIEW

Considering that institutions of higher education and the corresponding student population can influence a local housing market, these factors are important components to evaluate. The city of Fairmont is home to two institutions of higher learning: Fairmont State University and Pierpont Community and Technical College. A brief overview of each of these schools is below.

Fairmont State University

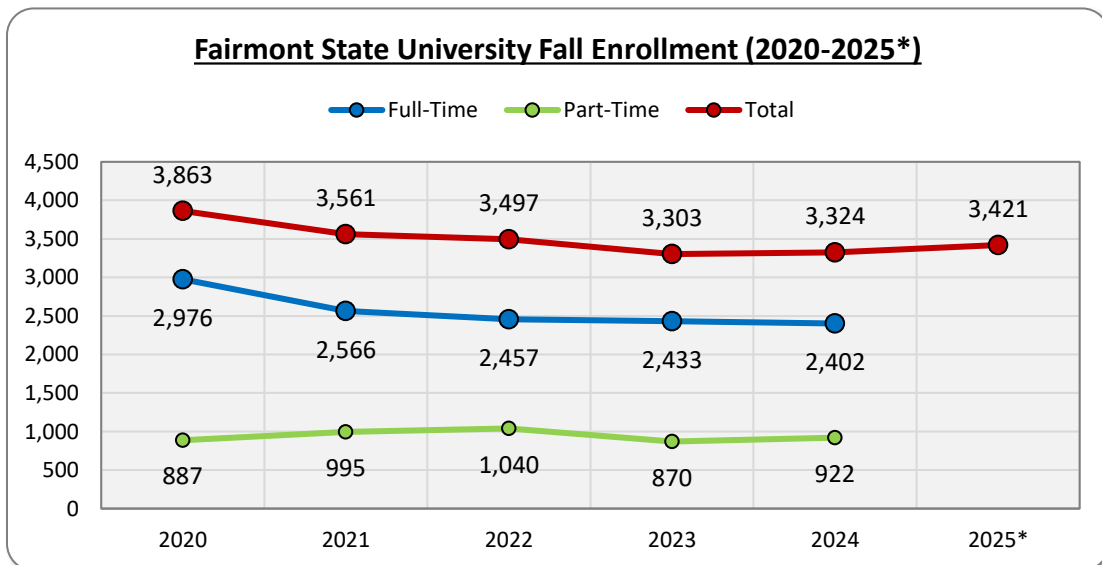
Founded in 1865, Fairmont State University is a four-year public university situated on a 120-acre campus along Locust Street. Total enrollment as of fall 2025 was 3,421 students. The school offers both undergraduate and graduate programs and the academic calendar year is based on fall, spring, and summer semesters.

The following table and graph illustrate student enrollment for Fairmont State University for the academic school years of 2020-2021 through fall 2025.

Fairmont State University Student Enrollment by Academic Year (Share of Student Population)						
Student Classification	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025	2025-2026
Full-Time	2,976 (77.0%)	2,566 (72.1%)	2,457 (70.3%)	2,433 (73.7%)	2,402 (72.3%)	N/A
Part-Time	887 (23.0%)	995 (27.9%)	1,040 (29.7%)	870 (26.3%)	922 (27.7%)	N/A
Total	3,863 (100.0%)	3,561 (100.0%)	3,497 (100.0%)	3,303 (100.0%)	3,324 (100.0%)	3,421 (100.0%)

Source: Fairmont State University, West Virginia Higher Education Policy Commission

N/A – Not Available; Part-time and full-time enrollment data not available for the 2025-2026 academic year



*Fall 2025 student classification (full-time/part-time) unavailable

Overall enrollment at Fairmont State University decreased by 560 students (14.5%) between the 2020-2021 academic year and the 2023-2024 academic year. However, enrollment increased by 0.6% during the 2024-2025 academic year. While full-time and part-time enrollment figures were not available for the current academic year (2025-2026) at the time of this report, Fairmont State University reports a fall 2025 enrollment of 3,421 students. This represents an increase of 2.9%, or 97 students, from the prior academic year. Based on published articles, it appears the decline in enrollment is attributed to a variety of issues including the impact of COVID-19, people choosing to work instead of taking classes, and fewer high school graduates opting to attend college. However, it appears that recent declines in student enrollment have reversed, as Fairmont State University has reported increases in enrollment during the last two academic years.

Fairmont State University offers on-campus housing within five residence halls that have a total capacity for 1,192 students, which represents approximately 35% of enrolled students at the university. All full-time students under the age of 21 are required to live in on-campus housing for four consecutive semesters unless they meet one of the university's housing exemptions. Exemptions for on-campus residency include students that live with a parent or guardian within a 50-mile drive of campus. Housing rates for on-campus housing during the 2025-2026 academic year range from \$1,782 to \$4,806 per semester depending on residence hall location and room type. Fairmont State University also offers a meal plan for on-campus residents, which ranges from \$2,573 to \$2,819 per semester.

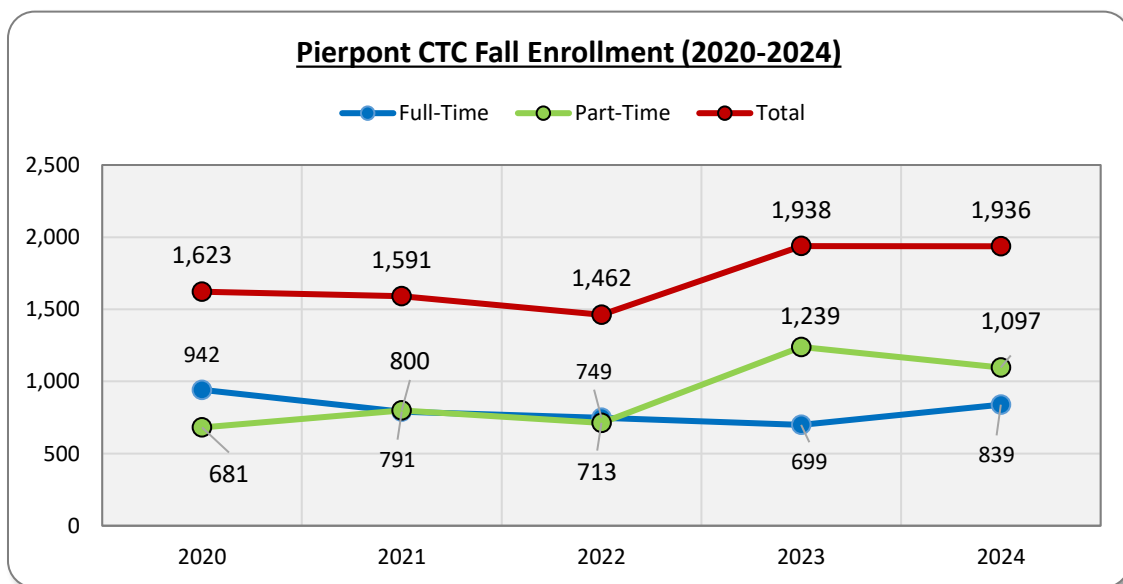
Pierpont Community and Technical College

Pierpont Community and Technical College is a two-year educational institution that consists of four campuses in the north central portion of West Virginia. The main campus is at the Advanced Technology Center in the far western portion of Fairmont. Total enrollment as of fall 2024 is 1,936 students, which reflects combined enrollment at all four campuses. The Fairmont campus offers associate degrees and certificate programs in several fields of study. The academic calendar year is based on fall, spring, and summer semesters.

The following table and graph illustrate student enrollment for Pierpont Community and Technical College for the academic school years of 2020-2021 through 2024-2025.

Pierpont Community and Technical College Student Enrollment by Academic Year (Share of Student Population)					
Student Classification	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025
Full-Time	942 (58.0%)	791 (49.7%)	749 (51.2%)	699 (36.1%)	839 (43.3%)
Part-Time	681 (42.0%)	800 (50.3%)	713 (48.8%)	1,239 (63.9%)	1,097 (56.7%)
Total	1,623 (100.0%)	1,591 (100.0%)	1,462 (100.0%)	1,938 (100.0%)	1,936 (100.0%)

Source: Pierpont Community and Technical College, WV Higher Education Policy Commission
 Note: Enrollment data not available for the 2025-2026 academic year



Pierpont Community and Technical College experienced a significant increase in enrollment during the last two academic years, primarily due to an increase in part-time students. Part-time students represent the majority of student enrollment at this institution in three of the past five academic school years. According to recent news publications, the increase in enrollment can also be attributed to a significant increase in first-time students, increased student retention rates, increased grant money at the state level for college students, and an increase in dual enrollment (high school students taking college courses). Note that Pierpont Community and Technical College does not offer on-campus housing to its students but does conduct a housing fair to educate students about housing options near its campuses.

Off-Campus Student Housing

In addition to on-campus housing at Fairmont State University, there are several off-campus housing options for college and university students. These options include, but are not limited to, single-family home rentals, duplexes/triplexes/quadplexes, and apartments. Note that the survey of multifamily rentals conducted by Bowen National Research did not include student apartments, as these properties generally have different lease terms (e.g., individual leases for each occupant) compared to a typical apartment. However, apartment communities that primarily market to students were identified using a rental registry maintained by the City of Fairmont as well as online research and on-site observations by Bowen National Research field analysts.

Student rental properties that were identified within Fairmont are listed in the following table:

Student Rental Properties Fairmont, West Virginia	
Property Name/Address	Number of Units
Falcon Crest / 801 Locust Ave.	54
Fairmont Village / 1116 Locust Ave.	28
617 Locust Ave.	18
1367-1369 Locust Ave.	17
Total	117

Source: Bowen National Research, City of Fairmont Rental Registry

A total of 117 units were identified within rental properties that are primarily marketed to students. Note that the table only includes rental properties that have 10 or more units. One of these properties (Falcon Crest) was surveyed by Bowen National Research. As of December 2025, this 54-unit property offered one- and two-bedroom units and was 100% occupied. Rents at the property range from \$850 for a one-bedroom unit to \$1,110 for a two-bedroom unit (\$550 per person).

In December 2024 and January 2025, Bowen National Research identified 10 *non-conventional student* rentals in the PSA (Fairmont) that were listed as *available* for rent. Non-conventional rentals are generally considered rental properties consisting of four or less units within a structure and include single-family homes, duplexes, units over store fronts, and mobile homes. These properties were identified through a variety of online sources. Additionally, Bowen National Research staff interviewed representatives of several real estate property management companies and conducted on-site research to identify listings of available rentals. Through this extensive research, most vacant non-conventional student rentals in the PSA were identified. While these rentals do not represent all non-conventional student rentals, they are representative of common characteristics of the various non-conventional student 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 features of non-conventional student rentals.

The available non-conventional student rentals in Fairmont are summarized in the following table.

Non-Conventional Rentals (Student) Fairmont, West Virginia						
Bedroom Type	Units	Average Number of Baths	Average Square Feet	Rent Range*	Average Rent	Average Rent Per Square Foot
Two-Bedroom	6	1.5	1,252	\$895 - \$1,800	\$1,199	\$1.20
Three-Bedroom	3	1.2	1,460	\$995 - \$1,500	\$1,232	\$0.84
Four-Bedroom	1	2.0	1,405	\$1,850	\$1,850	\$1.32
Total	10					

Source: For Rent University

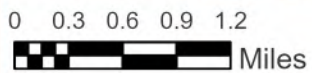
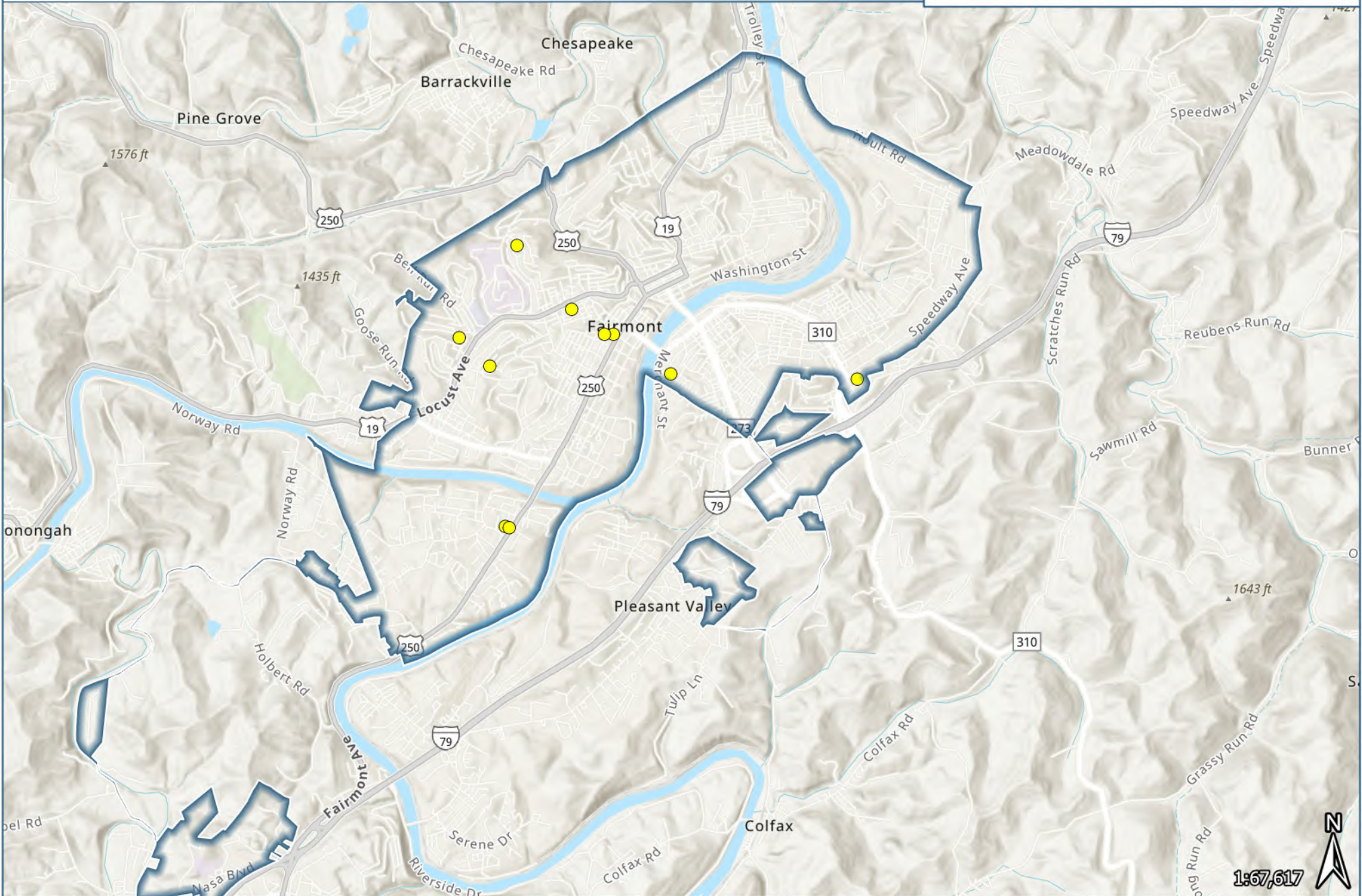
*Monthly Collected Rent Per Unit (not per bedroom or per student) is used for comparison purposes with non-student rentals.

The available non-conventional *student* rentals identified in the PSA (Fairmont) have overall rents ranging from \$895 to \$1,850. Two-bedroom units, which comprise 60.0% of the available units, have an average rent of approximately \$1,199 with an average of 1,252 square feet. Note that the four additional student rentals identified as part of this analysis are either three-bedroom or four-bedroom units. These units generally command higher rents than the smaller two-bedroom units, as the three-bedroom units have an average rent of approximately \$1,232 and the identified four-bedroom unit has an average rent of \$1,850. Similar to non-student rentals, when typical tenant utility costs (at least \$200) are also considered, the inventoried non-conventional student rental units have *gross* average rents between \$1,399 and \$2,050 and are higher than the typical rents for non-student multifamily apartments surveyed in Fairmont, which are primarily income-restricted properties. The student non-conventional rentals also have higher average rents than the available *non-student* non-conventional rentals identified in the city. The non-student non-conventional units have average rents which range from \$950 for a two-bedroom unit to \$1,213 for a four-bedroom unit (excluding utility costs of at least \$200). In addition, over 60% of non-conventional rentals in the PSA (Fairmont) have *gross* rents below \$1,000 according to American Community Survey data. As such, even if the units were not marketed primarily for student occupancy, many low-income residents would not be able to afford non-conventional student rental housing in the area. Based on this analysis, the inventory of available non-conventional student rentals is not a viable option for most lower income households, even if the units were made available for general occupancy.

A map illustrating the location of available non-conventional student rentals in the area is included on the following page.

PSA

Non-Conventional Rental Locations (Student)



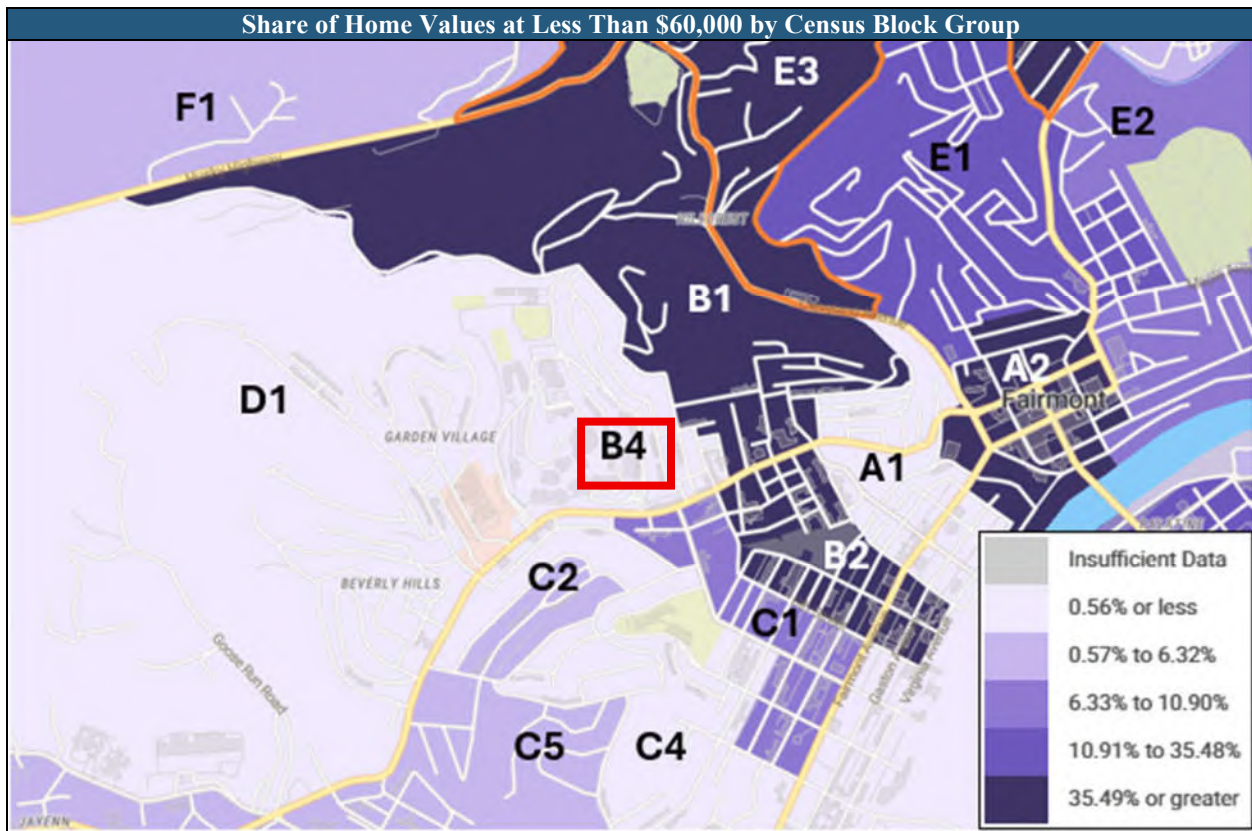
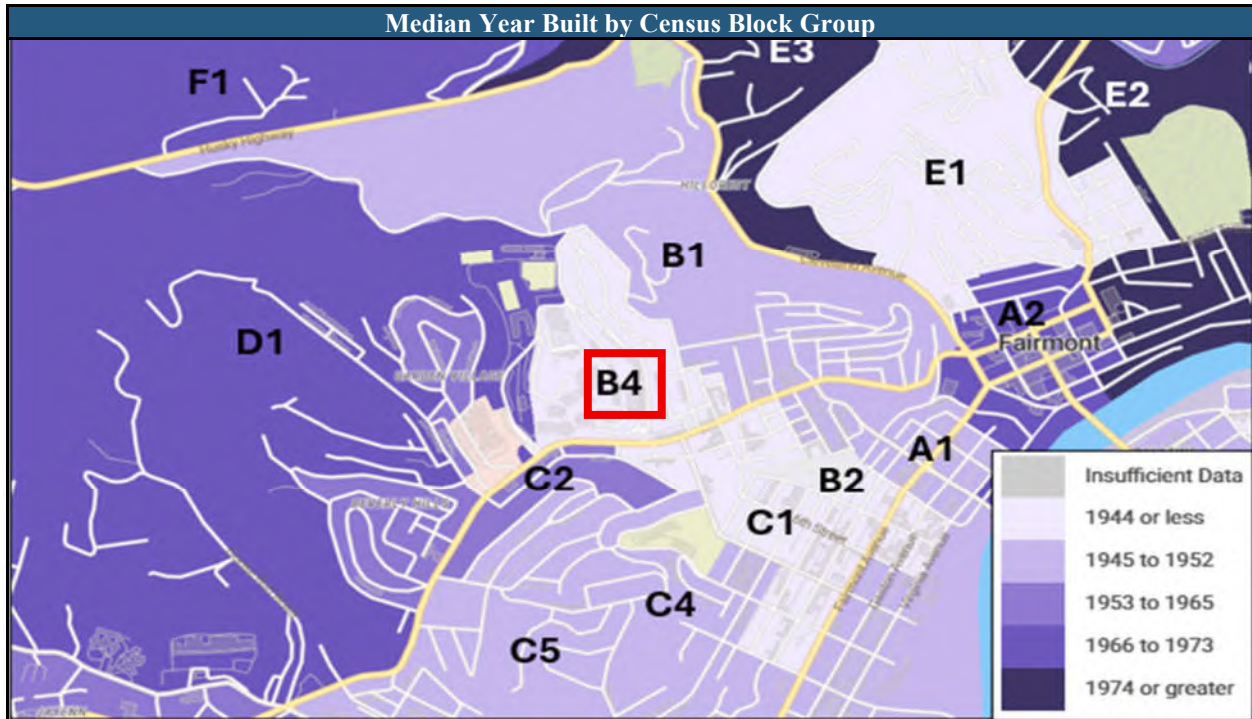
In order to better understand the influence that off-campus student housing has on the dynamics of the local housing market, select housing data was compiled for the Census block groups surrounding Fairmont State University. The following table summarizes the median year built, the share of owner-occupied homes with values below \$60,000, and the median gross rent by Census block group for the areas near Fairmont State University. The block group where the campus is located is highlighted in **red**, and a color gradient scale (**red** and **green** shading) is applied to the following data to illustrate relative highs and lows for each data point.

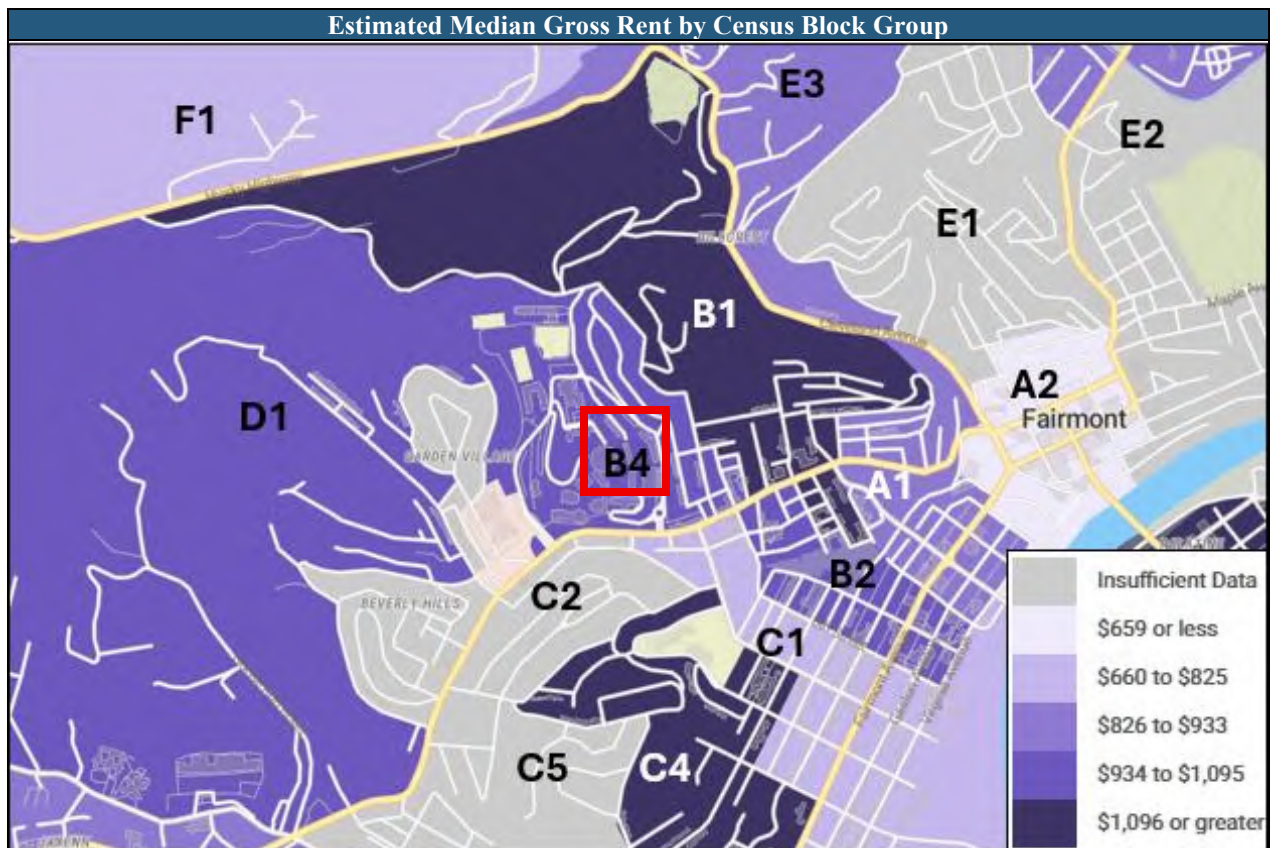
Select Housing Characteristics by Census Block Group				
Map Code	Census Block Group	Median Year Built	Home Value <\$60,000	Median Gross Rent
A1	540490201001	1947	0.0%	\$932
A2	540490201002	1971	97.6%	\$386
B1	540490202001	1947	48.7%	\$1,227
B2	540490202002	1942	50.0%	\$999
B4	540490202004	1938	0.0%	\$1,079
C1	540490203001	1943	7.0%	\$783
C2	540490203002	1957	0.0%	N/A
C4	540490203004	1950	0.0%	\$1,113
C5	540490203005	1950	2.5%	N/A
D1	540490204001	1973	0.6%	\$1,095
E1	540490205001	1938	35.5%	N/A
E2	540490205002	1993	10.9%	N/A
E3	540490205003	1989	35.6%	\$856
F1	540490214001	1966	1.6%	\$680

Source: PolicyMap; American Community Survey 2019-2023; Bowen National Research

The Census block groups which have the oldest median year built are generally within the campus block group (B4) and immediately east and south of the Fairmont State University campus (A1, B1, B2, and C1), though the area immediately north of the downtown area (E1) has the same median year built (1938) as the block group containing the campus. Similarly, the Census block groups (B1, B2, E1, E3) with the largest shares of homes valued at less than \$60,000 are generally located to the east of the campus and north of downtown Fairmont. While the downtown area (A2) has an exceptionally high share of homes valued at less than \$60,000, it should be noted that the total number of owner households in this area is very limited, which may be skewing the percentage for this area. In regard to median gross rent, the block groups with the lowest median gross rents are generally in the downtown area (A2), south of the campus (C1), and to the north of Cleveland Avenue/Husky Highway (E3 and F1). However, it is particularly noteworthy that the area immediately east of the campus (B1) has the highest median gross rent (\$1,227) among the block groups evaluated. Similarly, the median gross rent of \$1,079 for the campus block group (B4) is among the highest rents despite having the oldest average housing stock. This suggests that, despite the relatively old housing inventory and nearly one-half of homes valued at less than \$60,000, the prevalence of off-campus student housing in this area is likely influencing the relatively high rents. As such, housing preservation and quality initiatives may consider focusing efforts within these portions of the PSA.

The following maps illustrate median year built, share of homes valued at less than \$60,000, and median gross rent by Census block group. The map code for each area corresponds to the table on page VII-28,





Source: PolicyMap; American Community Survey 2019-2023; Bowen National Research

Based on the findings in this section, it does appear that some of the oldest and lower-valued properties within Fairmont are located in the neighborhood immediately east of the Fairmont State University campus, an area known for a variety of off-campus student housing alternatives. Additionally, given the on-site observations of exterior signs of homes in disrepair, this particular area may be experiencing the effects of disinvestment and should be considered for an area of focus in future housing plans.

VIII. HOUSING GAP ESTIMATES

INTRODUCTION

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

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

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

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

Household Income/Wage & Affordability Levels				
Percent AMHI	Income Range*	Hourly Wage**	Affordable Rents***	Affordable Prices^
≤50%	≤\$44,450	≤\$21.37	≤\$1,111	≤\$148,166
51%-80%	\$44,451-\$71,120	\$21.38-\$34.19	\$1,112-\$1,778	\$148,167-\$237,066
81%-120%	\$71,121-\$106,680	\$34.20-\$51.29	\$1,779-\$2,667	\$237,067-\$355,600
121%+	\$106,681+	\$51.30+	\$2,668+	\$355,601+

AMHI – Area Median Household Income

*Based on HUD limits for Marion County, WV (4-person limit)

**Assumes full-time employment 2,080 hours/year (Assumes one wage earner household)

***Based on assumption tenants pay up to 30% of income toward rent

^Based on assumption homebuyer can afford to purchase home priced three times annual income after 10% down payment

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

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

A. HOUSING GAP DEMAND COMPONENTS

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

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

Since this report is on the specific housing needs of the PSA (Fairmont) and SSA (Balance of County), the housing demand estimates are focused on the metrics that only impact these two areas.

New Household Growth

In this report, household growth projections from 2025 to 2030 are based on ESRI estimates. This projected growth was evaluated for each of the targeted income segments. It should be noted that changes in the number of households within a specific income segment do not necessarily mean that households are coming to or leaving the market, but instead, many of these households are likely to experience income growth or loss that would move them into a higher or lower income segment. Furthermore, should additional housing become available, either through new construction or conversion of existing units, demand for new housing could increase.

Units Required for a Balanced Market

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

Substandard Housing

Housing gap estimates take into consideration that while some properties are adequately maintained and periodically updated, a portion of the existing stock reaches a point of functional obsolescence over time. These housing units likely require extensive repairs or modernization, or in some instances, it may be more practical and cost effective to build new housing units. This demand component comes in the form of units that are either substandard (lacking complete plumbing and/or are overcrowded) or units expected to be removed from the housing stock through demolitions. Based on demographic data included in this report, approximately 4.0% of *renter* households and 0.7% of *owner* households in the PSA (Fairmont) are living in substandard housing (e.g., lacking complete plumbing or are overcrowded). Within the SSA (Balance of County), the substandard shares are 1.5% and 3.0%, respectively. Lower income households live in substandard housing conditions more often than higher income households, which has been accounted for in the gap estimates. While households living in substandard housing units are housed, such households have been considered in the demand estimates as the estimates are reflective of the needs to address all housing deficiencies within the PSA and SSA.

External Commuter Support

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

Based on experience that Bowen National Research has in evaluating housing markets throughout the country, it is not uncommon for new product to attract as much as 50% of its support from outside of the designated market area. As a result, it is assumed that a portion of the demand for new housing will originate from the 8,328 commuters traveling into the PSA (Fairmont) and/or the 9,729 commuters traveling into the SSA (Balance of County) from outside of each study area. For the purposes of this analysis, a conservative demand ratio of up to 10% for an individual affordability level for the PSA and SSA was used to estimate the demand that could originate from outside of Fairmont or Marion County. This potential support base from new households (originating from commuters) is in addition to the household growth projections discussed earlier in this section.

Severe Cost Burdened Households

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

Step-Down Support

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

Development Pipeline

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

It is also important to understand that the housing gap estimates contained within this report are representative of the needs to cure all housing deficiencies within each study area. As such, reducing the housing gap will likely involve a variety of housing initiatives, which may include new construction, adaptive reuse of existing structures, various programs to address substandard housing conditions, and financial or other assistance programs to reduce housing cost burden and improve housing affordability. Specifically, these estimates demonstrate the total estimated housing gaps over the five-year projection period (2025 to 2030) to meet the demands of the market based on the demand components detailed in the preceding pages. These estimates also assume that a wide variety of product (both rental and for-sale) is developed within each income segment, in terms of unit designs, bedroom type, amenities offered, etc. throughout all portions of the county. It is unlikely the number of units needed as calculated by the demand estimates will be developed during the projection period due to infrastructure limitations, regulatory or governmental policies, funding availability, etc. As such, the following housing gap estimates should be utilized as a guide for future development to determine the greatest need by affordability level within the rental and for-sale segments within the area’s housing market.

B. RENTAL HOUSING GAP ESTIMATES

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

Fairmont, West Virginia				
Rental Housing Gap Estimates (2025-2030)				
Percent of Median Income	≤50%	51%-80%	81%-120%	121%+
Household Income Range	≤\$44,450	\$44,451-\$71,120	\$71,121-\$106,680	\$106,681+
Monthly Rent Range	≤\$1,111	\$1,112-\$1,778	\$1,779-\$2,667	\$2,668+
Overall Units Needed	284	167	140	52
Total Rental Housing Gap				643

Source: Bowen National Research

Based on the preceding demand estimates, there is some level of rental housing demand among all household income levels within the PSA (Fairmont) over the five-year projection period. Overall, there is a housing gap of 643 rental units in the PSA over the next five years. While the largest individual gap is for rental units with rents less than or equal to \$1,111, which are affordable to households earning 50% or less than Area Median Household Income (AMHI), the vast majority of the housing gap for this income cohort relates to either housing quality or housing affordability. As such, housing programs that address current housing condition issues and/or housing affordability could potentially reduce a notable portion of this housing gap. There are also noteworthy housing gaps for each of the remaining income cohorts, and nearly one-half (47.7%) of the overall rental gaps in the PSA are for rental units affordable to households earning between 51% and 120% of AMHI (rents between \$1,112 and \$2,667), which typically comprises a substantial portion of the workforce in a given area. While portions of the gaps for this household income level are also influenced by housing quality and affordability, the influence of household growth is much more notable, particularly within the two highest income cohorts (81% or more of AMHI). As a result, new construction may play a larger role in reducing the housing gaps among this segment of the rental market. Overall, there are likely a number of different approaches that will be required (new construction, addressing substandard housing, reducing cost burden, etc.) to address the rental housing gap, and the combination of approaches will likely vary among housing units targeting different income segments.

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

one- and two-bedroom units each. Additional details of the area’s rental housing supply are included in *Section VI* and may serve as a guide for future rental housing development design decisions.

The following table summarizes the ***rental*** housing gaps for the SSA (Balance of County) by affordability level.

SSA (Balance of Marion County, West Virginia)				
Rental Housing Gap Estimates (2025-2030)				
Percent of Median Income	≤50%	51%-80%	81%-120%	121%+
Household Income Range	≤\$44,450	\$44,451-\$71,120	\$71,121-\$106,680	\$106,681+
Monthly Rent Range	≤\$1,111	\$1,112-\$1,778	\$1,779-\$2,667	\$2,668+
Overall Units Needed	149	166	126	81
Total Rental Housing Gap				522

Source: Bowen National Research

Based on the preceding demand estimates, there is some level of rental housing demand among all household income levels within the SSA (Balance of County) over the five-year projection period. There is an overall housing gap of 522 rental units in the SSA over the next five years. Approximately 60% of the total rental housing gaps within the SSA is for rental units with rents less than \$1,779, which are affordable to households earning 80% or less of Area Median Household Income (AMHI). Similar to the rental gaps for the PSA, the rental gaps among the lowest income segments are generally more influenced by housing quality and affordability, while rental gaps among the higher income segments are influenced more by projected household growth. Regardless, comprehensive plans to reduce the rental housing gaps within the SSA should include a variety of approaches (new construction, addressing substandard housing, reducing cost burden, etc.) to meet the rental housing needs within the market.

C. FOR-SALE HOUSING GAP ESTIMATES

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

PSA (Fairmont, West Virginia)				
For-Sale Housing Gap Estimates (2025-2030)				
Percent of Median Income	≤50%	51%-80%	81%-120%	121%+
Household Income Range	≤\$44,450	\$44,451-\$71,120	\$71,121-\$106,680	\$106,681+
Price Point	≤\$148,166	\$148,167-\$237,066	\$237,067-\$355,600	\$355,601+
Overall Units Needed	0	140	333	78
Total For-Sale Housing Gap				551

Source: Bowen National Research

The overall for-sale housing gap in the PSA (Fairmont) is approximately 551 units over the five-year projection period. While all but the lowest affordability segment (50% AMHI or less) have some level of need, the greatest gap appears to be for housing priced between \$237,067 and \$355,600 (333 units). Thus, for-sale product is most in need among moderate to higher-income households earning over 80% AMHI, which is typical of many for-sale housing markets. There is also a notable gap (140 units) for housing priced between \$148,167 and \$237,066, serving households that earn between 51% and 80% of AMHI. The relatively limited supply of product at all price levels will increase demand for lower priced units, as many buyers may “step down” to a lower price point. This will place greater pressure on the market’s lower priced product and create greater challenges for lower-income households and first-time homebuyers who already have limited housing alternatives that are affordable to them.

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

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

The following table summarizes the ***for-sale*** housing gaps for the SSA (Balance of County) by affordability level.

SSA (Balance of Marion County, West Virginia)				
For-Sale Housing Gap Estimates (2025-2030)				
Percent of Median Income	≤50%	51%-80%	81%-120%	121%+
Household Income Range	≤\$44,450	\$44,451-\$71,120	\$71,121-\$106,680	\$106,681+
Price Point	≤\$148,166	\$148,167-\$237,066	\$237,067-\$355,600	\$355,601+
Overall Units Needed	0	335	719	180
Total For-Sale Housing Gap				1,234

Source: Bowen National Research

As the preceding illustrates, the overall for-sale housing gap in the SSA (Balance of County) is approximately 1,234 units over the five-year projection period. Similar to the PSA (Fairmont), all but the lowest affordability segment (50% AMHI or less) have some for-sale housing gaps. The largest for-sale housing gap is for housing priced between \$237,067 and \$355,600 (719 units), with the next largest gap for homes priced between \$148,167 and \$237,066 (335 units). While opportunities likely exist to develop one- and two-bedroom townhome or condominium product in select areas of the SSA, traditional single-family developments consisting of three- and four-bedroom homes will likely perform well given the existing household base and demographic projections over the next five years.

D. CONCLUSIONS

In summary, with an overall housing gap of 1,194 units, there are a variety of different housing needs within the PSA (Fairmont). While there is potential support for a variety of residential development alternatives (new construction) in the PSA, a portion of the rental and for-sale housing gaps could possibly be addressed through various programs to improve substandard housing conditions and housing cost burden situations among the existing housing inventory. This is also true for the SSA (Balance of County), which has an overall housing gap of 1,756 units. It is important to understand that the housing demand estimates shown in this report assume no major changes occur in the local economy and that the demographic trends and projections provided in this report materialize. As such, the demand estimates should be considered conservative and serve as a baseline for development potential. Should new product be developed, it is reasonable to believe that people will consider moving to Fairmont and Marion County, assuming the housing product is aggressively and effectively marketed throughout the region.

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

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

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

Housing Issues Relative to Overall Housing Gaps by Tenure		
Housing Issues	Share of Rental Housing	Share of For-Sale Housing
PSA (Fairmont)		
New Housing Needs	~49%	~86%
Housing Quality	~17%	~4%
Housing Affordability	~34%	~10%
SSA (Balance of County)		
New Housing Needs	~57%	~73%
Housing Quality	~9%	~19%
Housing Affordability	~34%	~8%

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

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

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

IX. COMMUNITY INPUT RESULTS

To gain information, perspective and insight about Fairmont, West Virginia housing issues and the factors influencing housing decisions by its residents, developers and others, Bowen National Research conducted a targeted survey of Stakeholders. This survey was conducted during December of 2025 and January of 2026 and questions were customized to solicit specific information relative to each segment of the market that was surveyed.

The survey was conducted through the SurveyMonkey.com website. In total, 10 survey responses were received from a broad cross section of the area. The following is a summary of the Stakeholder survey conducted by Bowen National Research.

Stakeholder Survey – A total of 10 respondents representing community leaders (stakeholders) from a broad field of expertise participated in a survey that inquired about common housing issues, housing needs, barriers to development, and possible solutions or initiatives that could be considered to address housing on a local, county, and/or regional level.

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

Key findings from the surveys are included on the following pages.

A. STAKEHOLDER SURVEY RESULTS

A total of 10 area stakeholders from a broad range of organization types participated in the housing survey with the following results. Note that percentages may not add up to 100.0% due to rounding or because respondents were able to select more than one answer.

Stakeholder respondents were asked to provide the type of organization they represent. A total of 10 respondents provided input to this question with the following distribution. Note: Respondents were able to select more than one organization type.

Stakeholder Respondents by Organization Type					
Type	Number	Share	Type	Number	Share
Nonprofit Organization	5	50.0%	Elected Official	1	10.0%
Business/Employer/Private Sector	3	30.0%	Entrepreneur	1	10.0%
Government	3	30.0%	Faith-Based Organization	1	10.0%
Landlord/Property Management	2	20.0%	Housing Authority	1	10.0%
Social/Supportive Service Provider	2	20.0%	Housing Developer/Builder	1	10.0%
Community Development	1	10.0%	Realtor (Association/Board of Realtors/Etc.)	1	10.0%
Economic Development Organization	1	10.0%	Other (please specify)	1	10.0%

Stakeholder respondents were asked to provide the degree that certain housing types by price point are needed in Fairmont. Respondents were asked to determine whether there is *high need*, *moderate need*, or *minimal need* for each of the listed housing types, resulting in a weighted score. A total of eight respondents provided feedback to this question with the following results.

Housing Needs by Housing Type (Price Point)			
Housing Type	Weighted Score*	Housing Type	Weighted Score*
Rental Housing (Less than \$1,000/month)	93.8	Rental Housing (\$1,501-\$2,000/month)	37.5
For-Sale Housing (Less than \$200,000)	93.8	For-Sale Housing (\$300,000 or more)	37.5
Rental Housing (\$1,000-\$1,500/month)	53.1	Rental Housing (Over \$2,000/month)	34.4
For-Sale Housing (\$200,000-\$299,999)	50.0		

*High Need = 100.0, Moderate Need = 50.0, Minimal Need = 25.0

Stakeholder respondents were asked to provide the level of demand for specific housing styles within Fairmont. Respondents were asked to determine whether there is *high need*, *moderate need*, or *minimal need* for each specific housing style, resulting in a weighted score. A total of eight respondents provided insight to this question with the following results.

Housing Demand by Housing Style			
Housing Style	Weighted Score*	Housing Style	Weighted Score*
Ranch Homes/Single Floor Plan Units	87.5	Condominiums	59.4
Duplex/Triplex/Townhomes	81.3	Accessory Dwelling Units/Tiny Houses	59.4
Senior Housing (Independent Living)	81.3	Manufactured/Mobile Homes	56.3
Low Cost Fixer-Uppers (Single-Family Homes)	71.9	Traditional Two-Story Single-Family Homes	53.1
Multifamily Apartments	68.8	Mixed-Use/Units Above Retail (Downtown Housing)	50.0
Senior Housing (Licensed Care: Assisted & Nursing)	62.5	Single-Room Occupancy (SRO)	43.8

*High Need = 100.0, Moderate Need = 50.0, Minimal Need = 25.0

Stakeholder respondents were asked to identify the three most common housing issues experienced by residents in Fairmont. A total of eight respondents provided insight to this question with the following distribution.

Most Common Housing Issues			
Issue	Share	Issue	Share
Rent Affordability	75.0%	Lack of Rental Deposit (or First/Last Month Rent)	37.5%
Home Purchase Affordability	50.0%	Absentee Landlords	25.0%
Limited Availability	37.5%	Outdated Housing (Need to Modernize)	12.5%
Substandard Housing (Quality/Condition)	37.5%	Lack of Access to Public Transportation	12.5%
Lack of Down Payment for Purchase	37.5%	Failed Background Checks	12.5%

Stakeholder respondents were asked to rank the priority that should be given to specific housing construction types in Fairmont. Respondents were asked to determine whether each housing construction type is a *high priority*, *moderate priority*, or *low priority*, resulting in a weighted score. A total of eight respondents provided feedback to this question with the following results.

Priority of Housing Construction Types	
Construction Type	Weighted Score*
Repair/Renovation/Revitalization of Existing Housing	87.5
New Construction	68.8
Clear Blighted/Unused Structures to Create Land for New Development	65.6
Mixed-Use (Residential with Commercial)	56.3
Adaptive Reuse (i.e., Warehouse Conversion to Residential)	43.8

*High Priority = 100.0, Moderate Priority = 50.0, Low Priority = 25.0

Stakeholder respondents were asked to identify common barriers or obstacles that exist in Fairmont that limit residential development. A total of eight respondents provided feedback to this question with the following distribution.

Common Barriers/Obstacles to Residential Development			
Barrier/Obstacle	Share	Barrier/Obstacle	Share
Availability of Land	62.5%	Land/Zoning Regulations	37.5%
Financing	62.5%	Lack of Parking	25.0%
Cost of Infrastructure	50.0%	Lack of Public Transportation	25.0%
Cost of Labor/Materials	50.0%	Local Government Regulations ("red tape")	25.0%
Development Costs	50.0%	Community Support	12.5%
Neighborhood Blight	50.0%	Condition of Roads/Streets	12.5%
Cost of Land	37.5%	Lack of Buildable Sites	12.5%
Crime/Perception of Crime	37.5%	Other (please specify)	12.5%
Lack of Investors/Developers/Expertise	37.5%		

In addition to the responses above, one stakeholder noted that too much low-income housing was driving away investors.

Stakeholder respondents were asked to identify infrastructure issues that limit residential development in Fairmont. A total of seven respondents provided insight to this question with the following distribution.

Infrastructure Issues that Limit Residential Development	
Issue	Share of Respondents
No Impact/No Opinion	71.4%
No/Limited High-Speed Internet Access	28.6%

Stakeholder respondents were asked to identify which are the best options to reduce or eliminate Fairmont’s greatest obstacles/barriers to residential development. Respondents were asked to choose up to five options. A total of eight respondents provided feedback to this question with the following results.

Best Options to Reduce Barriers/Obstacles to Residential Development	
Initiative	Share of Respondents
Collaboration between Public and Private Sectors	75.0%
Government Assistance with Infrastructure	37.5%
Inform/Educate Development Community on Local Opportunities	37.5%
Securing Additional Housing Choice Vouchers	37.5%
Educate the Public on the Importance of Different Types of Housing	25.0%
Encouraging Accessory Dwelling Unit Opportunities	25.0%
Establishment of a Housing Trust Fund (focuses on preservation/development of affordable housing)	25.0%
Establish Centralized Developer/Builder Resource Center	25.0%
Establish Rental Registry	25.0%
Establishment of Land Banks	25.0%
Removal of City Fines/Fees/Liens on Existing Homes to Encourage Transactions	25.0%
Support/Expand Code Enforcement	25.0%
Educating the Public on Importance of Housing	12.5%
Housing Gap/Bridge Financing	12.5%
Revisiting/Modifying Zoning (e.g., Density, Setbacks, etc.)	12.5%
Waiving/Lowering Development Fees	12.5%

Stakeholder respondents were asked which factors are most critical to the geographical location of new residential development. A total of eight respondents provided feedback to this question with the following distribution.

Critical Factors to the Geographic Location of New Residential Development	
Factor	Share
Proximity to Community Services (Shopping, Entertainment, Recreation, etc.)	75.0%
Surrounding Land Uses/Neighborhoods	62.5%
Proximity to Work	50.0%
Access to Highways/Thoroughfares	37.5%
Quality of Schools	37.5%
Safety/Crime	37.5%
Walkability	37.5%
Access to Infrastructure (Water/Sewer/High-Speed Internet)	12.5%
Access to Public Transit	12.5%
Quality of Life	12.5%
Bikeability	12.5%

Stakeholder respondents were asked to identify which listed items should be areas of focus for Fairmont. A total of eight respondents provided feedback to this question with the following results.

Areas of Focus	
Item	Share
Developing New Housing	50.0%
Removal/Mitigation of Residential Blight	50.0%
Critical Home Repair	37.5%
Accessibility to Key Community Services (e.g., Healthcare, Childcare, etc.)	25.0%
Addressing Crime	25.0%
Improving Public Transportation	25.0%
Renovating/Repurposing Buildings for Housing	25.0%
Unit Modifications to Allow Aging In Place	25.0%
Accessibility to Recreational Amenities	12.5%
Adding Community Services (Shopping, Entertainment, Recreation, etc.)	12.5%

In addition to the preceding questions, stakeholders were asked if they had more information to share regarding housing challenges or opportunities in Fairmont. One stakeholder noted they were employed in Fairmont but could not afford to purchase or rent a home in the city. This stakeholder also noted the lack of affordable homes for sale in the city that do not require significant renovations. New homes built in Fairmont are not affordable for single-income households. The market should focus on affordability for older homeowners aging in place along with an increase in accessory dwelling units.

Stakeholder Survey Conclusions

Based on the feedback provided by Fairmont stakeholders, it appears that affordability for renters and homebuyers is the most common housing issue in the city. While there are a variety of housing needs in Fairmont, respondents indicated that for-sale housing priced at less than \$200,000 and rental housing priced at less than \$1,000 per month are the top needs in the city. Stakeholder respondents also noted a high housing need for a variety of housing styles including ranch homes/single floor plan units, duplex/triplex/townhome units, and independent living units for seniors. Stakeholders stated that repair/renovation/revitalization of existing housing should be given high priority in the housing market. Availability of land and financing were each cited as the most common barriers or obstacles to residential development by over 60% of respondents, while half of stakeholder respondents noted that several additional obstacles in the Fairmont housing market include the cost of infrastructure, cost of labor/materials, development costs, and neighborhood blight. In addition, 75% of stakeholders noted that collaboration between public and private sectors is the best option to reduce barriers or obstacles to residential development. More than one-half of respondents indicated that proximity to community services and surrounding land uses/neighborhoods are the most critical factors to the geographic location of new residential development. Developing new housing and the removal/mitigation of residential blight were identified as areas of focus by one-half of stakeholder respondents.

The following table summarizes the top stakeholder responses.

Stakeholder Summary

Fairmont, West Virginia Summary of Stakeholder Survey Results		
Category	Top Needs / Issues	Consensus
Housing Needs by Price Point	<ul style="list-style-type: none"> Rental Housing (Less than \$1,000/month) For-Sale Housing (Less than \$200,000) 	93.8* 93.8*
Housing Needs by Style	<ul style="list-style-type: none"> Ranch Homes/Single Floor Plan Units Duplex/Triplex/Townhomes Senior Housing (Independent Living) 	87.5* 81.3* 81.3*
Common Housing Issues	<ul style="list-style-type: none"> Rent Affordability Home Purchase Affordability 	75.0% 50.0%
Priority by Construction Type	<ul style="list-style-type: none"> Repair/Renovation/Revitalization of Existing Housing New Construction Clear Blighted/Unused Structures to Create Land for New Development 	87.5* 68.8* 65.6*
Common Residential Barriers/Obstacles	<ul style="list-style-type: none"> Availability of Land Financing Cost of Infrastructure Cost of Labor/Materials Development Costs Neighborhood Blight 	62.5% 62.5% 50.0% 50.0% 50.0% 50.0%
Infrastructure Issues that Limit Residential Development	<ul style="list-style-type: none"> No Impact/No Opinion No/Limited High Speed Internet Access 	71.4% 28.6%
Best Options to Reduce Barriers/Obstacles	<ul style="list-style-type: none"> Collaboration between Public and Private Sectors 	75.0%
Critical Factors to Location of Residential Development	<ul style="list-style-type: none"> Proximity to Community Services Surrounding Land Uses/Neighborhoods Proximity to Work 	75.0% 62.5% 50.0%
Areas of Focus	<ul style="list-style-type: none"> Developing New Housing Removal/Mitigation of Residential Blight 	50.0% 50.0%

*Denotes weighted score

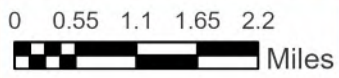
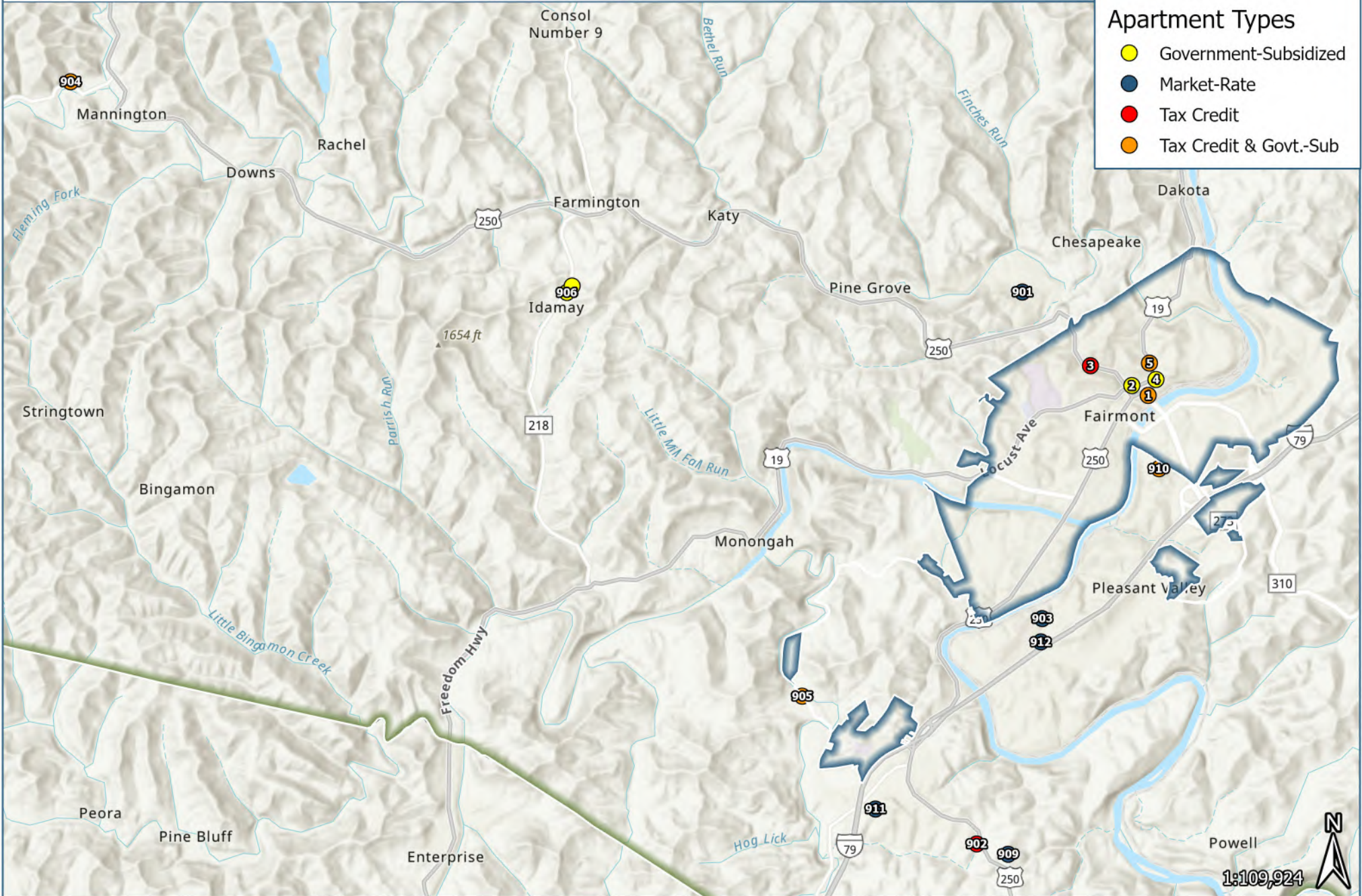
ADDENDUM A:
FIELD SURVEY OF
MULTIFAMILY RENTALS

PSA

SSA


















Apartment Types


- Government-Subsidized
- Market-Rate
- Tax Credit
- Tax Credit & Govt.-Sub





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


Map ID	Property	Prop Type	Quality Rating	Year Built	Total Units	Vacant	Occ. Rate
1	Eastview Unity Apts.	TGS	C+	1914	85	0	100.0%
2	Fairmont Arbors	GSS	C+	1977	119	0	100.0%
3	Fairmont Hills Apts.	TAX	B	2000	38	5	86.8%
4	Marion Unity Apts.	GSS	B-	1983	97	0	100.0%
5	Miller School	TGS	B	1910	48	0	100.0%
901	Barrackville Apts.	MRR	B	2020	8	0	100.0%
902	Birch View	TAX	B	1988	40	0	100.0%
903	Crosswind Apts.	MRR	B-	2005	40	0	100.0%
904	Mannington Manor Apts.	TGS	C+	1970	30	0	100.0%
905	Monongah Heights	TGS	C+	1984	40	0	100.0%
906	Parkridge Manor I	GSS	C+	1981	8	0	100.0%
907	Parkridge Manor II	GSS	C+	1981	8	0	100.0%
908	Paw Paw Manor	GSS	C+	1981	8	0	100.0%
909	Southwind Apts.	MRR	B+	2002	52	0	100.0%
910	Unity Terrace Apts.	TGS	B	1972	99	0	100.0%
911	Village at White Hall	MRR	B-	1995	119	0	100.0%
912	Woodlands Apts.	MRR	B	1999	100	0	100.0%


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


















1	Eastview Unity Apts. 200 Jefferson St., Fairmont, WV 26554		Contact: Aaron Phone: (304) 366-6934	
		Total Units: 85 UC: 0 BR: 0, 1, 2 Target Population: Senior 62+ Rent Special: None Notes: Tax Credit; HUD Section 8 & 202	Occupancy: 100.0% Vacant Units: 0	Stories: 8 Waitlist: 28 HH


2	Fairmont Arbors 410 Cleveland Ave., Fairmont, WV 26554		Contact: Pam Phone: (304) 366-2320	
		Total Units: 119 UC: 0 BR: 1 Target Population: Senior 62+ Rent Special: None Notes: HUD Section 8	Occupancy: 100.0% Vacant Units: 0	Stories: 8 Waitlist: 14 HH


3	Fairmont Hills Apts. 788 Cleveland Ave., Fairmont, WV 26555		Contact: Rachaud Phone: (304) 366-2226	
		Total Units: 38 UC: 0 BR: 3, 4 Target Population: Family Rent Special: None Notes: Tax Credit	Occupancy: 86.8% Vacant Units: 5	Stories: 2,3 Waitlist: None


4	Marion Unity Apts. 401 Quincy St., Fairmont, WV 26554		Contact: Cindy Phone: (304) 366-2816	
		Total Units: 97 UC: 0 BR: 1, 2 Target Population: Senior 62+, Disabled Rent Special: None Notes: HUD Section 8	Occupancy: 100.0% Vacant Units: 0	Stories: 9 Waitlist: 21 HH


5	Miller School 2 Pennsylvania Ave, Fairmont, WV 26554		Contact: Devon Phone: (304) 534-8753	
		Total Units: 48 UC: 0 BR: 1, 2 Target Population: Senior 55+ Rent Special: None Notes: Tax Credit; PBV/PBRA	Occupancy: 100.0% Vacant Units: 0	Stories: 3,4 Waitlist: None


<ul style="list-style-type: none">  Comparable Property  Senior Restricted  (MRR) Market-Rate  (MRT) Market-Rate & Tax Credit  (MRG) Market-Rate & Government-Subsidized  (MIN) Market-Rate & Income-Restricted (not LIHTC) 	<ul style="list-style-type: none">  (MIG) Market-Rate, Income-Restricted (not LIHTC) & Govt-Subsidized  (TAX) Tax Credit  (TGS) Tax Credit & Government-Subsidized  (TMI) Tax Credit, Market-Rate, Income-Restricted (not LIHTC)  (TIN) Tax Credit & Income-Restricted (not LIHTC)  (TMG) Tax Credit, Market-Rate & Government-Subsidized 	<ul style="list-style-type: none">  (TIG) Tax Credit, Income-Restricted (not LIHTC) & Govt-Subsidized  (INR) Income-Restricted (not LIHTC)  (ING) Income-Restricted (not LIHTC) & Government-Subsidized  (GSS) Government-Subsidized  (ALL) Tax Credit, Market-Rate, Govt-Subsidized & Income-Restricted
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901	Barrackville Apts. 698 Rice St, Fairmont, WV 26554	Contact: Elizabeth Phone: (304) 287-7109
		Total Units: 8 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 2020 BR: 2 Vacant Units: 0 Waitlist: None AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes:


902	Birch View 1 Birchview Dr., Fairmont, WV 26554	Contact: Christina Phone: (304) 367-9311
		Total Units: 40 UC: 0 Occupancy: 100.0% Stories: 1,2 Year Built: 1988 BR: 2, 3 Vacant Units: 0 Waitlist: 8-9 mos AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes: Tax Credit


903	Crosswind Apts. Crosswinds Dr., Fairmont, WV 26554	Contact: Jackie Phone: (304) 363-0900
		Total Units: 40 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 2005 BR: 1, 2 Vacant Units: 0 Waitlist: 2-br/1ba; 3 HH AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes:


904	Mannington Manor Apts. 300 Parkview Dr., Mannington, WV 26582	Contact: Shelly Phone: (304) 986-1333
		Total Units: 30 UC: 0 Occupancy: 100.0% Stories: 1,2 Year Built: 1970 BR: 1, 2 Vacant Units: 0 Waitlist: None AR Year: Target Population: Family Yr Renovated: 1996 Rent Special: None Notes: Tax Credit; RD 515, has RA (24 units)


905	Monongah Heights 500 Monongah Heights, Fairmont, WV 26554	Contact: Faith Phone: (304) 534-3484
		Total Units: 40 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 1984 BR: 1, 2 Vacant Units: 0 Waitlist: 10 households AR Year: Target Population: Family Yr Renovated: 1996 Rent Special: None Notes: Tax Credit; RD 515, has RA (39 units)


<ul style="list-style-type: none">  Comparable Property  Senior Restricted  (MRR) Market-Rate  (MRT) Market-Rate & Tax Credit  (MRG) Market-Rate & Government-Subsidized  (MIN) Market-Rate & Income-Restricted (not LIHTC) 	<ul style="list-style-type: none">  (MIG) Market-Rate, Income-Restricted (not LIHTC) & Govt-Subsidized  (TAX) Tax Credit  (TGS) Tax Credit & Government-Subsidized  (TMI) Tax Credit, Market-Rate, Income-Restricted (not LIHTC)  (TIN) Tax Credit & Income-Restricted (not LIHTC)  (TMG) Tax Credit, Market-Rate & Government-Subsidized 	<ul style="list-style-type: none">  (TIG) Tax Credit, Income-Restricted (not LIHTC) & Govt-Subsidized  (INR) Income-Restricted (not LIHTC)  (ING) Income-Restricted (not LIHTC) & Government-Subsidized  (GSS) Government-Subsidized  (ALL) Tax Credit, Market-Rate, Govt-Subsidized & Income-Restricted
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906	Parkridge Manor I 1022 Parkridge Manor, Idamay, WV 26576	Contact: Brenda Phone: (304) 640-1780
	Total Units: 8 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 1981 BR: 2 Vacant Units: 0 Waitlist: 1 HH AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes: HUD Section 8	


907	Parkridge Manor II 1478 Helens Run Rd, Idamay, WV 26576	Contact: Brenda Phone: (304) 640-1780
	Total Units: 8 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 1981 BR: 2 Vacant Units: 0 Waitlist: 6 HH AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes: HUD Section 8	


908	Paw Paw Manor 148 Jackson St., Rivesville, WV 26588	Contact: Brenda Phone: (304) 640-1780
	Total Units: 8 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 1981 BR: 2 Vacant Units: 0 Waitlist: 3 HH AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes: HUD Section 8	


















909	Southwind Apts. 1061 Southwind Dr., Fairmont, WV 26554	Contact: Elise Phone: (304) 612-6465
	Total Units: 52 UC: 0 Occupancy: 100.0% Stories: 2.5 Year Built: 2002 BR: 2 Vacant Units: 0 Waitlist: None AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes:	

910	Unity Terrace Apts. 480 Leonard Ave. Ext., Fairmont, WV 26554	Contact: Judy Phone: (240) 683-0300
	Total Units: 99 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 1972 BR: 0, 1, 2, 3 Vacant Units: 0 Waitlist: 150 HH AR Year: Target Population: Family Yr Renovated: 2011 Rent Special: None Notes: Tax Credit; HUD Section 8	

<ul style="list-style-type: none"> ✔ Comparable Property ◆ Senior Restricted (MRR) Market-Rate (MRT) Market-Rate & Tax Credit (MRG) Market-Rate & Government-Subsidized (MIN) Market-Rate & Income-Restricted (not LIHTC) 	<ul style="list-style-type: none"> (MIG) Market-Rate, Income-Restricted (not LIHTC) & Govt-Subsidized (TAX) Tax Credit (TGS) Tax Credit & Government-Subsidized (TMI) Tax Credit, Market-Rate, Income-Restricted (not LIHTC) (TIN) Tax Credit & Income-Restricted (not LIHTC) (TMG) Tax Credit, Market-Rate & Government-Subsidized 	<ul style="list-style-type: none"> (TIG) Tax Credit, Income-Restricted (not LIHTC) & Govt-Subsidized (INR) Income-Restricted (not LIHTC) (ING) Income-Restricted (not LIHTC) & Government-Subsidized (GSS) Government-Subsidized (ALL) Tax Credit, Market-Rate, Govt-Subsidized & Income-Restricted
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911	Village at White Hall		Contact: Darius		
	1 Village Dr., Fairmont, WV 26554		Phone: (304) 363-3323		
		Total Units: 119 UC: 0 Occupancy: 100.0% Stories: 2.5 Year Built: 1995			
		BR: 2, 3, 5 Vacant Units: 0 Waitlist: None AR Year:			
		Target Population: Family Yr Renovated:			
		Rent Special: None			
		Notes:			

912	Woodlands Apts.		Contact: Jackie		
	1300 Airport Rd., Fairmont, WV 26554		Phone: (304) 292-0900		
		Total Units: 100 UC: 0 Occupancy: 100.0% Stories: 2,2.5 Year Built: 1999			
		BR: 1, 2, 3 Vacant Units: 0 Waitlist: 5 HH AR Year:			
		Target Population: Family Yr Renovated:			
		Rent Special: None			
		Notes: Rent range due to some units being renovated			

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

ADDENDUM B:

NON-CONVENTIONAL RENTALS
(Non-Student and Student)

Non-Conventional Rentals (Non-Student)

Address	City	Type	Price	Square Feet	Price Per Square Foot	Bedroom	Baths	Source
PSA (Fairmont)								
910 Short Avenue	Fairmont	Single-family	\$1,150	1,600		4	2	Zillow
1015 Boulevard Avenue	Fairmont	Single-family	\$1,200	1,500	\$0.80	3	1	Zillow
1016 East Brookside Drive	Fairmont	Single-family	\$995	1,200	\$0.83	3	1	Zillow
419 1/2 Walnut Avenue	Fairmont	Single-family	\$1,000	750	\$1.33	2	1	Zillow
1020 Field Street	Fairmont	Single-family	\$1,200	1,400	\$0.86	3	1	Zillow
311 View Avenue	Fairmont	Single-family	\$1,300	1,140	\$1.14	2	1	Zillow
1276 Hillcrest Road	Fairmont	Single-family	\$1,850	1,405	\$1.32	4	2	Zillow
700 Columbia Street	Fairmont	Single-family	\$1,000	1,026	\$0.97	2	1	Zillow
119 Circle Drive	Fairmont	Single-family	\$1,750	1,552	\$1.13	3	2	Zillow
907 Floral Avenue	Fairmont	Single-family	\$900	839	\$1.07	2	1	Zillow
405 View Avenue	Fairmont	Single-family	\$1,000	1,100	\$0.91	4	1	Zillow
529 Ogden Avenue	Fairmont	Single-family	\$1,300	1,100	\$1.18	3	1	Zillow
321 View Avenue	Fairmont	Single-family	\$1,100	1,372	\$0.80	3	1	Zillow
1700 Big Tree Drive	Fairmont	Townhome	\$1,095	1,200	\$0.91	2	1.5	Zillow
804 Glenn Avenue	Fairmont	Single-family	\$1,000	1,000	\$1.00	2	2	Zillow
203 Albert Court	Fairmont	Single-family	\$1,300	1,300	\$1.00	3	2	Zillow
720 Benoni Avenue	Fairmont	Condominium	\$1,400	2,000	\$0.70	3	1	Hotpads
416 Columbia Street	Fairmont	Duplex	\$925	900	\$1.03	2	1	Hotpads
326 View Avenue	Fairmont	Condominium	\$690	-	-	2	1	Hotpads
605 Walnut Avenue	Fairmont	Condominium	\$875	-	-	3	1	Hotpads
12 Jo Harry Drive	Fairmont	Single-family	\$550	1,431	\$0.38	3	1	Hotpads
120 Watson Avenue	Fairmont	Apartment	\$675	-	-	2	1	Hotpads
510 1/2 Market Street	Fairmont	Townhome	\$995	-	-	3	1	Hotpads
1023 Gladden Street	Fairmont	Single-family	\$1,250	1,327	\$0.94	2	1	Redfin
1135 Sunset Drive	Fairmont	Single-family	\$1,500	1,680	\$0.89	3	1.5	Redfin

Non-Conventional Rentals (Non-Student)

Address	City	Type	Price	Square Feet	Price Per Square Foot	Bedroom	Baths	Source
PSA (Fairmont)								
419 Walnut Avenue	Fairmont	Single-family	\$1,000	750	\$1.33	2	1	Redfin
1637 Otlahurst Drive	Fairmont	Apartment	\$850	500	\$1.70	1	1	Homes.com
821 Ridgely Avenue	Fairmont	Condominium	\$750	600	\$1.25	1	1	Homes.com
819 Ridgely Avenue	Fairmont	Condominium	\$750	600	\$1.25	1	1	Homes.com
803 Diamond Court	Fairmont	Single-family	\$850	900	\$0.94	2	1	Homes.com
200 Gary Street	Fairmont	Condominium	\$900	800	\$1.13	2	1	Homes.com
1531 Fairmont Avenue	Fairmont	Single-family	\$900	800	\$1.13	2	1	Homes.com
Palatine Avenue	Fairmont	Single-family	\$650	888	\$0.73	2	1	Facebook
506 4th Street	Fairmont	Condominium	\$895	700	\$1.28	2	1	Homes.com
Walnut Avenue	Fairmont	Apartment	\$975	1,200	\$0.81	3	1	Facebook
210 Gaston Avenue	Fairmont	Apartment	\$875	-	-	2	1	Facebook
828 Field Street	Fairmont	Apartment	\$580	-	-	2	1	Facebook
No address	Fairmont	Single-family	\$850	-	-	4	1	Facebook
90 Holbert Road	Fairmont	Single-family	\$1,250	-	-	3	1.5	Facebook
210 Liberty Avenue	Fairmont	Apartment	\$800	-	-	2	1	Facebook
211 Diamond Street	Fairmont	Apartment	\$1,200	-	-	2	1	Facebook
1700 Morgantown Avenue	Fairmont	Apartment	\$1,000	-	-	2	1	Facebook
322 Brown Street	Fairmont	Apartment	\$850	-	-	1	1	Facebook
420 High Street	Fairmont	Single-family	\$1,425	800	\$1.78	2	1	College Parent Central

Non-Conventional Rentals (Non-Student)

Address	City	Type	Price	Square Feet	Price Per Square Foot	Bedroom	Baths	Source
SSA (Balance of Marion County)								
306 Pine Needle Drive	Fairmont	Townhome	\$1,100	1,000	\$1.10	2	1.5	Zillow
100 South Haven Lane	Fairmont	Townhome	\$1,100	950	\$1.16	2	1	Zillow
925 Pricketts Fort Road	Fairmont	Single-family	\$1,500	1,200	\$1.25	3	2	Zillow
27 Alza Lane	Fairmont	Townhome	\$950	-	-	2	1	Facebook
No address	Fairmont	Apartment	\$875	-	-	3	1	Facebook
No address	Fairmont	Apartment	\$750	-	-	1	1	Facebook
No address	Fairmont	Apartment	\$575	-	-	3	1	Facebook
No address	Fairmont	Apartment	\$1,000	-	-	2	1	Facebook
No address	Fairmont	Single-family	\$1,650	-	-	4	1	Facebook
No address	Fairmont	Single-family	\$1,500	-	-	3	2	Facebook
No address	Fairmont	Single-family	\$1,400	-	-	1	1	Facebook
19 Pricketts Fort Road	Fairmont	Single-family	\$1,200	2,300	\$0.52	2	1	Facebook
No address	Fairmont	Single-family	\$909	842	\$1.08	1	1	Facebook
No address	Fairmont	Single-family	\$1,200	-	-	1	1	Facebook

Non-Conventional Rentals (Student)

Address	City	Type	Price	Square Feet	Price Per Square Foot	Bedroom	Baths	Source
803 Diamont Court	Fairmont	Student	\$1,700	900	\$1.89	2.0	2.0	For Rent University
506 4th Street	Fairmont	Student	\$895	700	\$1.28	2.0	1.0	For Rent University
200 Gary Street	Fairmont	Student	\$900	800	\$1.13	2.0	1.0	For Rent University
1531 Fairmont Avenue	Fairmont	Student	\$1,800	3,520	\$0.51	2.0	3.0	For Rent University
1276 Hillcrest Road	Fairmont	Student	\$1,850	1,405	\$1.32	4.0	2.0	For Rent University
1016 East Brookside Drive	Fairmont	Student	\$995	1,200	\$0.83	3.0	1.0	For Rent University
907 Floral Avenue	Fairmont	Student	\$900	839	\$1.07	2.0	1.0	For Rent University
1135 Sunset Drive	Fairmont	Student	\$1,500	1,680	\$0.89	3.0	1.5	For Rent University
419 1/2 Walnut Avenue	Fairmont	Student	\$1,000	750	\$1.33	2.0	1.0	For Rent University
1015 Boulevard Avenue	Fairmont	Student	\$1,200	1,500	\$0.80	3.0	1.0	For Rent University

ADDENDUM C: METHODOLOGY AND LIMITATIONS

A. METHODOLOGIES AND SOURCES

The following methods were used by Bowen National Research.

Study Area Delineation

The primary geographic scope of this study is Fairmont, West Virginia. An overview of the market area and corresponding maps are included in Section III.

Demographic Information

Demographic data for population, households, and housing was secured from ESRI, the 2010 and 2020 U.S. Census, the U.S. Department of Commerce, and the American Community Survey. This data has been used in its primary form and by Bowen National Research for secondary calculations. All sources are referenced throughout the report. Estimates and projections of key demographic data for 2025 and 2030 were also provided.

Employment Information

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

Housing Component Definitions

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

Housing Supply Documentation

Between September and December 2025, Bowen National Research conducted telephone research, as well as online research, of the area's housing supply. Additionally, market analysts from Bowen National Research traveled to the area in December 2025, conducting research on the housing properties identified in this study, as well as obtaining other on-site information relative to this analysis.

The following data was collected on each multifamily rental property:

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

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

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

Other Housing Factors

Other factors that impact housing were also evaluated, including the accessibility to community services, the prevalence of residential foreclosures, the quality of existing housing options in the area, residential development opportunities (potential sites), availability of public transportation and parking options, and the prevalence of student housing,

Housing Gap Estimates

Based on the demographic data for both 2025 and 2030 and taking into consideration the housing data from the field survey of area housing alternatives, the potential number of new housing units that are needed (housing gap) can be projected.

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

Community Engagement

Bowen National Research conducted an online survey to solicit input from area stakeholders within the Fairmont area. Overall, 10 respondents participated in the survey, providing valuable local insight into the housing challenges, issues and opportunities in the area. The aggregate results from these surveys are presented in Section IX.

B. REPORT LIMITATIONS

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

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

ADDENDUM D: QUALIFICATIONS

The Company

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



Primary Contact and Report Author

Patrick Bowen, President of Bowen National Research, has conducted numerous housing needs assessments and provided consulting services to city, county and state development entities as it relates to residential development, including affordable and market-rate housing, for both rental and for-sale housing, and retail development opportunities. He has also prepared and supervised thousands of market feasibility studies for all types of real estate products, including housing, retail, office, industrial and mixed-use developments, since 1996. Mr. Bowen has worked closely with

many state and federal housing agencies to assist them with their market study guidelines. Mr. Bowen has his bachelor's degree in legal administration (with emphasis on business and law) from the University of West Florida and served as the past Chairman of the National Council of Housing Market Analysts (NCHMA).

Housing Needs Assessment Experience		
Location	Client	Completion Year
Asheville, NC	City of Asheville Community and Economic Development Department	2020
Evansville, IN	City of Evansville, IN - Department of Metropolitan Development	2020
Youngstown, OH	Youngstown Neighborhood Development Corporation (YNDC)	2020
Richlands, VA	Town of Richlands, Virginia	2020
Elkin, NC	Elkin Economic Development Department	2020
Grand Rapids, MI	Grand Rapids Area Chamber of Commerce	2020
Morgantown, WV	City of Morgantown	2020
Erwin, TN	Unicoi County Economic Development Board	2020
Ferrum, VA	County of Franklin (Virginia)	2020
Charleston, WV	Charleston Area Alliance	2020
Wilkes County, NC	Wilkes Economic Development Corporation	2020
Oxford, OH	City of Oxford - Community Development Department	2020
New Hanover County, NC	New Hanover County Finance Department	2020
Ann Arbor, MI	Smith Group, Inc.	2020

Housing Needs Assessment Experience (CONTINUED)

Location	Client	Completion Year
Austin, IN	Austin Redevelopment Commission	2020
Evansville, IN	City of Evansville, IN - Department of Metropolitan Development	2021
Giddings, TX	Giddings Economic Development Corporation	2021
Georgetown County, SC	Georgetown County	2021
Western North Carolina (18 Counties)	Dogwood Health Trust	2021
Carteret County, NC	Carteret County Economic Development Foundation	2021
Ottawa County, MI	HOUSING NEXT	2021
Dayton, OH	Miami Valley Nonprofit Housing Collaborative	2021
High Country, NC (4 Counties)	NC REALTORS	2022
Evansville, IN	City of Evansville, IN - Department of Metropolitan Development	2022
Barren County, KY	The Barren County Economic Authority	2022
Kirksville, MO	City of Kirksville	2022
Rutherfordton, NC	Town of Rutherfordton	2022
Spindale, NC	Town of Spindale	2022
Wood County, WV	Wood County Development Authority & Parkersburg-Wood County Area Development Corporation	2022
Yancey County, NC	Yancey County	2022
Cherokee County, NC	Economic and Workforce Development, Tri-County Community College	2022
Rowan County, KY	Morehead-Rowan County Economic Development Council	2022
Avery County, NC	Avery County	2022
Muskegon, MI	City of Muskegon	2023
Firelands Region, OH	Firelands Forward	2023
Marshall County, WV	Marshall County Commission	2023
Lebanon County, PA	Lebanon County Coalition to End Homelessness	2023
Northern, MI (10 Counties)	Housing North	2023
Muskegon County, MI	Community Foundation for Muskegon County	2023
Mason County, MI	Mason County Chamber Alliance	2023
Oceana County, MI	Dogwood Community Development	2023
Allegan County, MI	Allegan County Community Foundation	2023
Bowling Green, KY	City of Bowling Green	2023
Fayette County, PA	Fay-Penn Economic Development Council	2023
Tarboro, NC	Town of Tarboro	2023
Southwest Region, WV (10 Counties)	Advantage Valley	2023
Lake County, MI	FiveCap, Inc.	2023
Owensboro, KY	City of Owensboro	2023
Burke County, NC	Burke County	2023
Charleston, WV	Charleston Land Reuse Agency	2024
Huntington, WV	Huntington Municipal Development Authority	2024
Cabarrus, Iredell, Rowan Counties, NC	Cabarrus, Iredell and Rowan County Housing Consortium	2024
Carolina Core Region, NC (21 Counties)	NC Realtors	2024
Shiloh Neighborhood, NC	Dogwood Health Trust	2024
Muhlenberg County, KY	Muhlenberg Economic Growth Alliance	2024
Macon County, NC	Macon County	2024
Statewide Kentucky	Kentucky Housing Corporation	2024
Clarksville, TN	Clarksville Montgomery County Regional Planning Commission	2024
Stone County, MO	Table Rock Lake Chamber of Commerce	2024
Dakota County, MN	Dakota County Community Development Agency	2024

Housing Needs Assessment Experience (CONTINUED)		
Location	Client	Completion Year
Independence County, AR	Batesville Area Chamber of Commerce	2024
Statewide North Carolina	NC Chamber	2024
Northeast, MI (11 Counties)	Target Alpena Development Corporation	2024
Tampa Region, FL (3 Counties)	Greater Tampa REALTORS and Pinellas REALTOR Organization/ Central Pasco REALTOR Organization	2024
Hopkinsville, KY	City of Hopkinsville	2024
New River Gorge Region, WV	New River Gorge Regional Development District	2025
Evansville, IN	City of Evansville, Department of Metropolitan Development	2025
Johnson City, TN	City of Johnson City	2025
Ottawa County, MI	HOUSING NEXT	2025
Grand Rapids, MI	HOUSING NEXT	2025
East Central Region, MI (8 Counties)	Eastern Michigan Council of Governments (EMCOG)	2025
Asheville Region, NC (4 Counties)	Land of Sky Regional Council	2025
Kent County, MI	Public Policy Associates	2025
Florence, SC	City of Florence	2025
Franklin, TN	Williamson County Association of REALTORS	2025
Berrien County, MI	Cornerstone Alliance	2025
Lewis County, WV	Lewis County Economic Development Authority	2025
Dayton, OH	County Corp	2026

The following individuals provided research and analysis assistance:

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

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

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

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

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

No subconsultants were used as part of this assessment.

ADDENDUM E: GLOSSARY

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Multifamily are structures that contain more than two housing units.

New owner-occupied household growth within a market is a primary demand component for new for-sale housing. For the purposes of this analysis, the growth between 2025 and 2030 was evaluated. The 2025 households by income level are based on ESRI estimates that account for 2020 Census counts of total households for each study area. The 2025 and 2030 estimates are also based on growth projections by income level by ESRI. The difference between the two household estimates represents the new owner-occupied households that are projected to be added to a study area between 2025 and 2030. These estimates of growth are provided by each income level and corresponding price point that can be afforded.

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

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

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

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

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

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

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

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

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

Replacement of functionally obsolete housing is a demand consideration in most established markets. Given the limited development of new housing units in the study area, homebuyers are often limited to choosing from the established housing stock, much of which is considered old and/or often in disrepair and/or functionally obsolete. There are a variety of ways to measure functionally obsolete housing and to determine the number of units that should be replaced. For the purposes of this analysis, the highest share of any of the following three metrics was applied: cost burdened households, units lacking complete plumbing facilities, and overcrowded units. This resulting housing replacement ratio is then applied to the existing (2025) owner-occupied housing stock to estimate the number of for-sale units that should be replaced in the study areas.

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

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

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

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

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

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

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

Tenant is one who rents real property from another.

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

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

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

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

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

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