



HOUSING

7



HOUSING

This chapter describes steps required to help meet the housing needs for current and future residents. It looks at projected housing needs in the context of different types of housing with the community, including affordable housing and universally designed housing accessible to persons with disabilities.

“Home is the place where, when you have to go there, they have to take you in.”

- Robert Frost

7.1

DEMOGRAPHIC CHANGES

The demographics of Beckley have changed little between 2000 and 2010. The 2010 U.S. Decennial Census reported that Raleigh County had a population of 78,859, which represents a small decline from the 2000 population of 79,220. The City of Beckley had a 2010 population of 17,614, which is slightly higher (2%, or 360 persons) than its 2000 population of 17,254. This reflects a nominal increase in the City's Asian and Hispanic populations.

There was an increase of 149 households during this time, primarily in the non-family household category that increased from 3,060 to 3,386. The City experienced slight decrease in family, female-headed households, and households with individuals over 65 years of age. The average housing income over the ten-year period between 2000 and 2010 went from \$28,122 to \$31,480, an increase of almost 12%. The number of individuals below poverty level increased by 24% going from 3,546 in 2000 to 4,404 in 2010. This no doubt was caused, at least in part, by the recession.

The City's housing stock grew by 108 units, mostly in the rental market, going from 8,731 units to 8,839. The City's percentage of owner-occupied units decreased by 3.5%, while its percentage of rental units increased by 12%. The median dollar value of owner-occupied units in the City increased from \$72,200 in 2000 to \$95,400 in 2010, a 32% increase in value.

Overall, the City grew by 0.49 square miles between 2000 and 2010 (from 9.0 square miles to 9.49 square miles). This information is summarized on the following charts.

DEMOGRAPHICS

	Beckley	Raleigh County	West Virginia
Population, percent change, April 1, 2010 to July 1, 2011	0.3%	0.2%	0.1%
Population, 2011 estimate	17,675	79,021	1,854,908
Population, 2000	17,254	79,220	1,808,344
Percent Change 2000 to 2010	2.04%	-0.46%	2.41%
Population, 2010	17,614	78,859	1,852,994
Persons under 5 years, percent, 2010	6.3%	6.0%	5.6%
Persons under 18 years, percent, 2010	20.2%	20.9%	20.9%
Persons 65 years and over, percent, 2010	17.9%	16.1%	16.0%
Female persons, percent, 2010	53.4%	50.0%	50.7%
White persons, percent, 2010 (a)	72.3%	88.9%	93.9%
Black persons, percent, 2010 (a)	21.2%	8.3%	3.4%
American Indian and Alaska Native persons, percent, 2010 (a)	0.3%	0.3%	0.2%
Asian persons, percent, 2010 (a)	2.4%	0.9%	0.7%
Native Hawaiian and Other Pacific Islander, percent, 2010 (a)	Z	Z	0.0%
Persons reporting two or more races, percent, 2010	3.2%	1.6%	1.5%
Persons of Hispanic or Latino origin, percent, 2010 (b)	1.5%	1.3%	1.2%
White persons not Hispanic, percent, 2010	71.7%	87.8%	93.2%
Living in same house 1 year & over, percent, 2007-2011	83.9%	86.6%	87.7%
Foreign born persons, percent, 2007-2011	3.5%	1.7%	1.3%
Language other than English spoken at home, percent age 5+, 2007-2011	5.5%	4.2%	2.3%
High school graduate or higher, percent of persons age 25+, 2007-2011	84.9%	78.9%	82.6%
Bachelor's degree or higher, percent of persons age 25+, 2007-2011	23.4%	16.3%	17.6%
Mean travel time to work (minutes), workers age 16+, 2007-2011	19	23.3	25.5
Housing units, 2010	8,839	35,901	881,917
Homeownership rate, 2007-2011	63.3%	75.9%	74.3%
Housing units in multi-unit structures, percent, 2007-2011	20.9%	9.1%	12.0%
Median value of owner-occupied housing units, 2007-2011	\$97,200	\$89,100	\$96,500
Households, 2007-2011	7,384	31,211	740,080
Persons per household, 2007-2011	2.29	2.4	2.43
Per capita money income in the past 12 months (2011 dollars), 2007-2011	\$22,589	\$21,230	\$22,010
Median household income, 2007-2011	\$32,938	\$38,596	\$39,550
Persons below poverty level, percent, 2007-2011	23.2%	17.1%	17.5%
Total number of firms, 2007	2,111	5,522	120,381
Retail sales, 2007 (\$1000)	589,465	1,260,806	20,538,829
Retail sales per capita, 2007	\$35,499	16,039	\$11,340
Accommodation and food services sales, 2007 (\$1000)	85,605	144,263	2,553,258
Land area in square miles, 2010	9.49	605.35	24,038.21
Persons per square mile, 2010	1,856.1	130.3	77.1

Source: US Census Bureau 2010

HOUSING STATISTICS COMPARISON

	2000	2010
Total housing units	8,731	8,839
Vacant housing units	1,080	1,039
Occupied housing units	7,651	7,800
Owner occupied units	4,842	4,669
Renter occupied units	2,809	3,133
Median dollar value--owner-occupied units	\$72,200	\$95,400

Source: US Census Bureau 2010

As described in Chapter 6, Beckley is projected to have little to no population growth in the coming years, except possibly through annexation. While the City has not been aggressive regarding annexation in the past, there is growing concern that actions are needed to annex the “donut holes” within the corporate limits. This is discussed in more detail in Chapter 13. Success at eliminating the donut holes would obviously increase municipal population, but not as a result of internal growth. Apart from this potential annexation activity, Beckley will likely be a city of about 18,000 people in 2030.

The City of Beckley, with its 2013 population of 17,507, is by far the largest jurisdiction in Raleigh County. Other communities in Raleigh County include Shady Spring, Crab Orchard, Bradley, Daniels, Coal City, Prosperity, MacArthur, Mabscott, Mount Hope, Stanaford, Sophia, Beaver, and Piney View. The largest of these is Shady Springs with a population of 2,992. However, the communities have a combined 2013 population of over 22,000 residents, which exceeds the size of Beckley.

Based on the American Community Survey, residents in the City of Beckley had a 2011 per capita income of \$22,832, which is up slightly from 2010 (\$22,348.) Among the other jurisdictions in Raleigh County, only Shady Spring (\$26,631) and Daniels (\$25,262) have per capita income levels higher than Beckley.

7.2

CONSOLIDATED PLAN

The US Department of Housing and Urban Development (HUD) requires counties and large municipalities to prepare Consolidated Plans to identify and analyze housing needs and impediments, and in order to qualify for a variety of housing funds including Community Development Block Grant and HOME funds. Until 2014, the City of Beckley has fallen within the parameters of the statewide Consolidated Plan, which can be accessed and reviewed at: http://www.wvcommerce.org/app_media/assets/doc/peopleandplaces/hud/2010_2014_HUD_Consolidated_Plan.pdf.

There is also an annual Action Plan required of the State that identifies which priorities within the Consolidated Plan are scheduled for implementation during the next year. That Plan for the State can be accessed and reviewed at: http://www.wvcommerce.org/App_Media/assets/doc/peopleandplaces/hud/Action_Plan_2013_Draft.pdf. Statistics and data within the Plan are not broken out separately for the City of Beckley.

The Consolidated Plan discusses housing needs, includes a housing market analysis, and defines housing objectives. It also analyzes the needs of public housing and proposes a public housing strategy. Barriers to affordable housing are also discussed and

include rent restrictions, predatory lending practices, homeownership education, populations with special needs, and the need for down payment and closing cost assistance. An entire section of the Consolidated Plan is dedicated to the homeless problem in the State, identifying homeless needs and preparing a strategic plan to address the homeless situation and emergency shelter programs.

The Consolidated Plan addresses community development needs and creates an anti-poverty strategy. Low-income housing tax credits are presented as a possible incentive to address some of these housing needs. Non-homeless special needs are also addressed in the Plan, including housing opportunities for people with AIDS.

Public meetings were held around the State as part of this Consolidated Planning process, including a meeting in the City of Beckley. The Beckley meeting identified the following needs.

The State Consolidated Plan identified several critical barriers or obstacles to meeting the needs of the underserved within West Virginia, including:

- Lack of decent, affordable and accessible housing
- The cost of land
- Construction costs
- NIMBYism (Not in my Back Yard) or community resistance
- Limited access to community service and facilities such as day care, after school programs, health care facilities
- Lack of zoning enforcement
- Economic factors such as lack of living wage jobs, poor or no credit, the current housing market, inadequate transportation alternatives

The State agencies working on the Consolidated Plan and HUD will continue to address housing needs within the State over the next five years through meeting the following objectives—by supporting or enhancing:

- Job creation and retention efforts
- Local government efforts to provide affordable infrastructure to strengthen the foundations for economic growth and alleviate conditions that affect environmental quality, public health, and/or welfare
- Local community development efforts to assist low- to moderate-income citizens in achieving an improved quality of life by supporting local strategies to protect, maintain, and expand access to facilities and services, and to revitalize deteriorating downtown and residential neighborhood areas
- The supply of affordable housing, both rental and homeowner
- Homeownership opportunities for low- to moderate-income and first-time homebuyers
- Affordable and accessible housing opportunities for special needs populations
- The quality of housing for low- to moderate-income homeowners
- Local efforts to assure that households in a housing crisis are able to obtain and/or maintain housing stability

As described later, the City of Beckley will become a CDBG Entitlement Grantee in 2014. This designation is likely in July, and it will require the City to complete its own Consolidated Plan, addressing all of the issues identified and discussed above.

7.3

STATE DEVELOPMENT FINANCING PROGRAM

The State of West Virginia established and manages a Development Financing Program, which provides financing for a variety of housing and nonresidential development projects throughout the State. The various programs of the Development Financing Program include:

- Constructing Affordable Sensible Homes Program (CASH) - Encourages builders and modular home dealerships to construct and market single-family homes.
- Demolition Program - Provides cities and counties with resources to acquire and remove vacant and dilapidated properties from their communities.
- The HOME Program – Helps expand the supply of decent, safe, sanitary and affordable housing, primarily rental; strengthen the abilities of State and local governments to provide housing; ensure that federal housing services, financing, and other investments are provided to State and local governments in a coordinated, supportive fashion; expand the capacity of nonprofit, community-based housing development organizations; and leverage private sector participation in financing affordable housing.
- Land Development Program - Provides low, fixed-rate interest loans to builders and developers to buy land and install infrastructure

improvements to create buildable subdivision lots and commercial developments.

- Leveraged Loan Program - Provides construction and/or permanent financing for new multifamily rental developments or those requiring acquisition and rehabilitation.
- Low-Income Housing Tax Credit Program (LIHTCP) - Generates low-income residential rental units by encouraging private investment through federal tax credits.
- Mini-Mod Rehab Program - Provides landlords with affordable financing to renovate existing apartment units.
- On-Site Septic System Loan Program - Helps eligible households install, repair or replace on-site septic systems or connect to a public treatment system.
- Special Assistance Lending Program (SALP) - Provides financial assistance to nonprofit organizations engaged in the development and operation of programs and properties to improve housing opportunities and promote the general welfare of low-income and special needs population.
- Tax Credit Assistance Program - Aids stalled Low-Income Housing Tax Credit Program properties.
- Tax Credit Exchange Program - Allows the Fund to elect to exchange portions of its State housing credit ceiling for cash assistance from the U.S. Treasury in order to provide funds to assist in the financing of the development of certain Low-Income Housing Tax Credit Program properties.



RETIRE WEST VIRGINIA—Raleigh County is one of just six Designated Retirement Communities (DRC) in the State of West Virginia. In order to become a Designated Retirement Community, the community must complete a 12-step process that includes developing a community profile, creating a marketing plan to attract and retain retirees, developing a response packet, and creating inventories of health care services, available housing, educational opportunities, and cultural and recreational opportunities.

Raleigh County's "Mountain Roads Retirement Community" was designated by the Governor in December 2001. The other five DRCs are: Greater Morgantown, Mountain Lakes (Lewis County), Nicholas County Alive!, Retire to Four Seasons (Mercer County and Tazewell County, VA), and Three Rivers (Summers County). Information on the program can be accessed at www.RetireWV.



7.4

CITY OF BECKLEY HOUSING PROGRAMS

Within the City of Beckley, housing issues and needs are handled through the Office of Housing and Community Development. The mission of the Office is to promote and develop sound housing opportunities and meet community development needs in the City of Beckley with the use of federal, state and local resources. The Office of Housing and Community Development is responsible for the planning, administration and oversight of the Beckley Housing Authority, which deals with public housing, the Rental Assistance Program, the Family Self-Sufficiency Program, Housing Choice Vouchers, and the Home Ownership

Program. It also administers the Community Development Block Grant, HOME Investment Partnerships, HOME Housing Production Programs, Land and Water Conservation Grants, and Housing and Neighborhood Rehabilitation Programs. The Office applies for grants to foundations and other sources of funds to meet the goals of their mission on a regular basis.

The Office of Housing and Community Development will likely take the lead on preparing the City's Consolidated Plan and in managing programs and funds resulting from the City's designation as a CDBG Entitlement Community.

7.5

CURRENT COMPREHENSIVE PLANNING PROCESS

As part of this planning process, housing issues were identified and discussed in a variety of venues. Many of these housing needs relate to neighborhood issues, which are discussed in greater detail in Chapter 16. Specific issues related to housing in Beckley at the current time include the following:

- The City and its housing partners should continue to meet the housing needs of current and anticipated residents
- Projected housing needs include a variety of housing types, including affordable housing and housing accessible to persons with disabilities
- The City and its housing partners should continue to address substandard housing through rehabilitation and demolition programs
- Additional downtown housing should be emphasized to put more foot traffic in the downtown at all hours
- The halfway house in the downtown needs to be addressed, and should possible be relocated to an area that better suits its residents
- The homeless problem throughout the City, and especially in the downtown, needs to be addressed
- Conversion of single-family homes to multi-family homes or commercial uses should be carefully considered
- Housing for the mentally disabled is needed
- Although there are several senior and assisted living facilities in the City, more may be needed as the population ages
- There are more and more grandparents taking care of grandkids, and this needs to be taken into consideration

7.6

CDBG ENTITLEMENT STATUS

In 2014, the City of Beckley will become a CDBG Entitlement Community. This designation is expected in July and it relates to the Beckley area reaching certain HUD thresholds. As an Entitlement Community, the City will receive CDBG funds directly from HUD, as opposed to having to compete for these funds through the State. The specific allocation of dollars is unknown at this time, but the advantage goes beyond a one-time grant and extends toward the fact that the City will be able to develop long-term plans for use of a stream of funding. Like the State of West Virginia (and other entitlement communities around the country), Beckley will have to prepare a 5-year Consolidated Plan and Annual Action Plans. This local Consolidated Plan and Action Plan will need to be completed and approved by HUD before funds can be spent locally. The planning process that will produce

this Consolidated Plan will be an opportunity to craft a sound and sustained community development strategy that is tied to actual implementation dollars.

The 2001 Comprehensive Plan recommended that the City create a Planning Department to address recommendations of the Comprehensive Plan, as well as a variety of other tasks. With the onset of being designated a HUD Entitlement Community, the City will acquire additional responsibilities beginning in 2014. Consequently, there is an even greater need to reorganize a local Planning and Community Development Office in Beckley. This will be critical to the successful administration of new HUD funds. Further, it should be noted that a small portion of the new stream of CDBG funding can be used for administrative expenses, which can help with considerations related to funding new positions.

7.7

MARKET ANALYSES AND GAPS

The 2013 Market Study completed as part of this Comprehensive Plan Update included a housing component with a study of households, income, home values, rents, vacancy rates, movership rates, and lifestyle clusters. Supply-demand analyses were used to estimate the magnitude of gap among housing units, and a study of lifestyle clusters was used to identify target markets and housing formats. Key observations resulting from that work include:

- Among owner-occupied units, there is a need for more affordable housing choices for households earning \$50,000 or less annually. Housing products targeted at these households should generally be in the price bracket of \$125,000 or less.
- Owner-occupied housing units valued below \$100,000 leave slim profit margins for developers, and creative gap financing is usually needed in combination with more compact formats. These could include patio homes developed in quads (four units per building); cottage courts (with shared yards); and/or small town homes.
- Among owner-occupied units, there is a small amount of market demand for units in the \$250,000 to \$300,000 price bracket. These units should have unique attributes that differentiate them from other existing products in the market, such as vista views of the natural terrain with water features (including creeks, streams, gullies, etc.), or of golf courses.
- Among renter-occupied units, net cash rent prices tend to fall in the \$300 to \$600 price range. Net cash rent excludes rent subsidies or vouchers, as well as extra costs for deposits, utilities, pet fees, storage units, parking, etc. There is a gap in the price

brackets of \$650 to \$750. These units should be targeted at households in the \$35,000 to \$45,000 income bracket.

- As with new owner-occupied units, new renter-occupied units should also have unique attributes that differentiate them from existing choices in the market, such as vista views of the natural terrain, water features, golf course, sports arenas, and/or the downtown district.
- As described in Chapter 15, Downtown Beckley provides opportunities to meet identified housing demand. In Downtown, some of the relevant lifestyle clusters include - Colleges and Cafés, Diapers and Debit Cards, Soul Survivors, and Small Town, Shallow Pockets. The Family Fun-tastic segment could be attracted to a downtown environment, but only if there are adequate downtown attractions that meet their expectations for downtown fun. These lifestyle clusters tend to have some of the lowest household incomes, so it is important that unit costs be affordable. At the same time, there is the anticipation about new students arriving at the University of Charleston—Beckley in the coming years. Not all students can be expected to choose downtown apartments, lofts, or flats over other housing options available – but this group does present opportunities.
- As also described in Chapter 15, there is an opportunity throughout Beckley to attract more households in the Family Fun-tastic, and Platinum Prosperity target markets. The Platinum Prosperity Cluster is far more likely to choose out-ring, upscale neighborhoods, and can be drawn to a place like the New River Road corridor, if it offers unique amenities and quality elements in individual homes and throughout the larger setting.

7.8

IN-FILL HOUSING

In-fill housing generally refers to the practice of developing vacant lots in residential neighborhoods. Vacant lots are often the result of neighborhood demolitions that have taken place over time, and can be associated with distressed neighborhoods. Reuse of vacant lots as new home sites can be challenging, but is highly desirable to help reverse trends of neighborhood disinvestment and declines in property values. In Beckley, many neighborhoods would benefit from more in-fill development activity (see Chapter 16), and local leaders look forward to the opportunity to delve into this issue more deeply with the aid of future Community Development Block Grant funds and a new Consolidated Plan that considers potential incentives (see Chapter 19, item 7.2).

Another issue related to in-fill housing is the potential need for regulatory steps to help insure that new housing construction blends with existing housing character. This is particularly important where a neighborhood has some historic qualities. New housing construction that has dissimilar mass and scale from existing housing units can lower property values and diminish neighborhood character. The most striking example of this occurs when a new one-story single family housing unit is built in a neighborhood of older two story housing units as shown below.



New construction seems out of place with surrounding property.



New construction generally compliments adjacent property in terms of mass, scale and roof lines.