
WESTERN NORTH CAROLINA HOUSING NEEDS ASSESSMENT

SEPTEMBER 2021



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SCOPE OF WORK

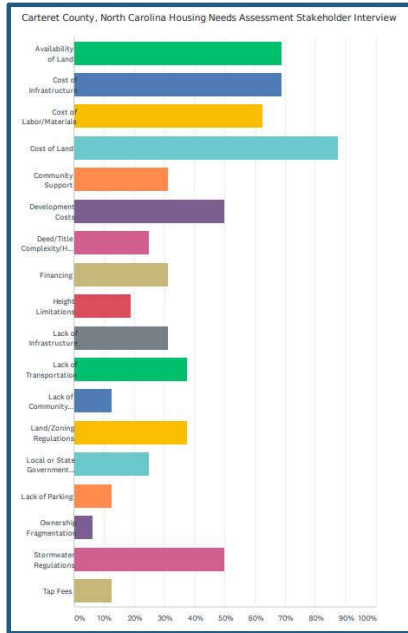
Study Areas	<ul style="list-style-type: none"> • 18 Counties and a Tribal Reservation
Demographic & Economic	<ul style="list-style-type: none"> • Population, Household and Income Trends through 2025 • 10 Years of Economic & Employment Trends
Housing Supply	<ul style="list-style-type: none"> • Rental Housing Survey (Multifamily Apartments and Non-Conventional Rentals) • For-Sale Housing, both Historical Sales and Active Listings
Other Housing Market Factors	<ul style="list-style-type: none"> • Access to Community Attributes • Computer & High-Speed Internet Access • Federal & State Program Eligibility • Commuting and Migration Patterns
Community Input	<ul style="list-style-type: none"> • Online surveys of 139 stakeholders, 34 employers and 7 foundations regarding housing issues/needs, barriers to development and possible solutions
Special Needs Analysis	<ul style="list-style-type: none"> • Evaluated Selected “Hard to House” Populations
Housing Gap Estimates	<ul style="list-style-type: none"> • Provided Estimated Number of Housing Units Needed by Tenure and Household Income by County
Conclusions	<ul style="list-style-type: none"> • Provided a General Action Plan for Future Housing Decisions

Housekeeping Items

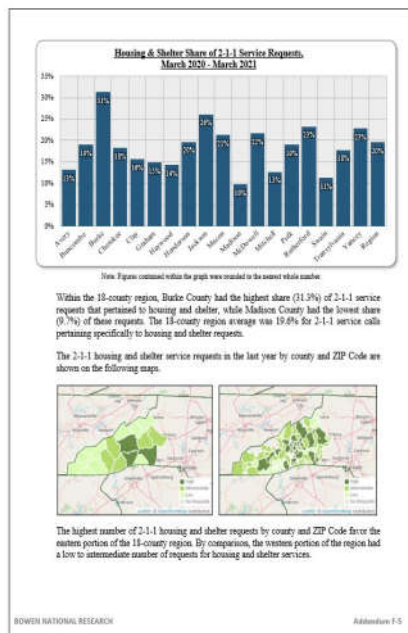


Comprehensive Regional Housing Needs Assessment Items Covered in Study but Omitted from Presentation

Community Input



Special Needs Populations



Individual County Profiles

Avery County Overview

The county overview is part of the Housing Needs Assessment of Western North Carolina and the 21 areas (18 counties and one Indian Reservation) that comprise the Regional Health Trust footprint. This evaluation takes into account the demographics, economic and housing supply of the region, along with the input of area stakeholders, and estimates the housing gaps of the region between 2020 and 2035. The research and analysis, which includes a collection of primary data, analysis of secondary data and on-site field research, was completed primarily between January and June of 2021. This profile addresses key highlights from the full Housing Needs Assessment for Avery County.

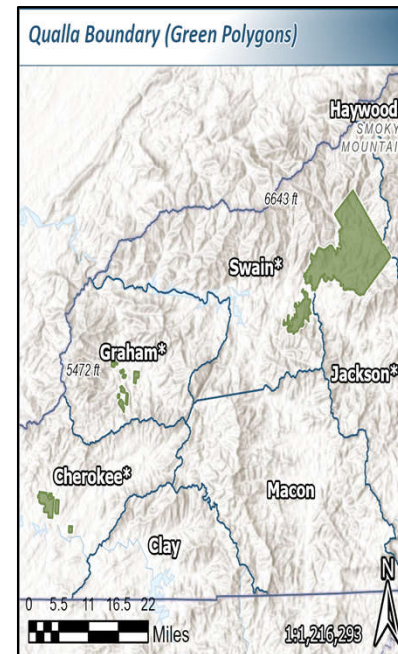
Avery County is located in the far northeast portion of the study region. Newland serves as the county seat. The county contains 247.5 square miles (rank 15th of 18) and had a 2020 population of 12,258 (rank 14th), resulting in a population density of 63.7 people per square mile (rank 13th). The occupied housing consists of 79.2% owners and 20.8% renters. The county's median household income in 2020 was \$42,634 (rank 12th). The share of adults without a high school diploma was 16.6% in 2020, which was higher than the region and state averages of 11.4%. A total of 2,123 people in the county lived in poverty in 2020, resulting in a poverty rate of 17.1%, which is higher than the region's rate of 14.4%. A map of the county is shown on the right. While this document includes highlights of key findings, please refer to the full regional Housing Needs Assessment for additional information.

Housing Gap Estimates - Number of Units Needed by Income Level

The following tables summarize the county's rental and for-sale (owner) housing gap estimates (number of units/homes needed or could be supported) by various income segments (expressed as shares of Area Median Household Income) following North Carolina Housing Finance Agency (NCHFA) guidelines as well as HUD methodology. It is important to point out that the general-occupancy projects are open to all income-eligible households, regardless of age. We have not excluded older adults (age 62+) from the general-occupancy estimates. Therefore, the older adult estimates are a subset of the general-occupancy ("general") estimates. These estimates should be used as a general guide for development potential within the subject market.

Income	2020 Census		2030-2035 Census		Total
	General	Age 62+	General	Age 62+	
Owner	423 (71.8%)	82 (13.4%)	25 (21.5%)	22 (11.8%)	189 (89)
Renter	17 (2.8%)	23 (37.5%)	139 (75%)	6 (3.2%)	123 (57)
General	440 (74.6%)	105 (17.1%)	142 (113.5%)	28 (15.0%)	270 (126)
Older Adult	17 (2.8%)	23 (37.5%)	139 (75%)	6 (3.2%)	123 (57)

Eastern Cherokee/ Qualla Boundary*



Other Items

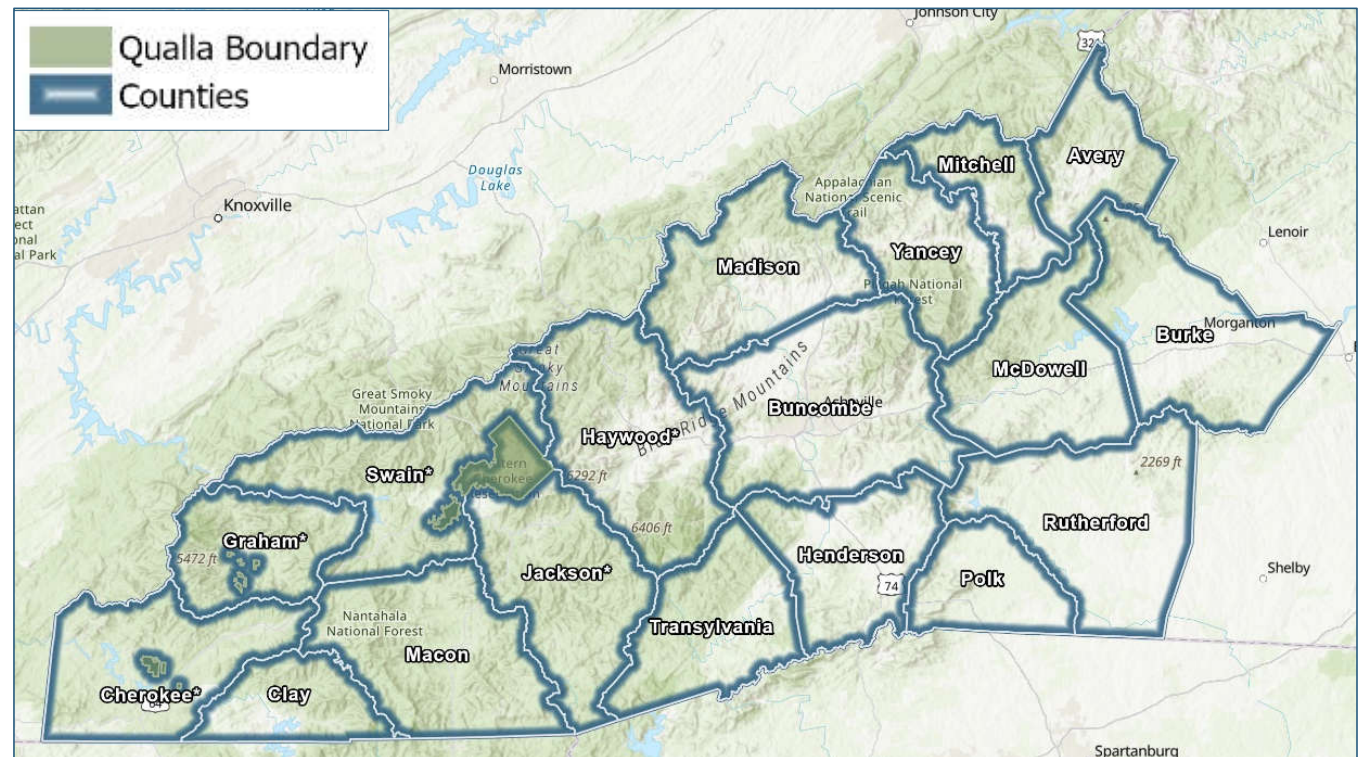
- Selected Demographics & Economics
- Community Attributes
- Internet & Computer Access
- Residential Development Pipeline

GEOGRAPHIC STUDY AREAS

18 Counties

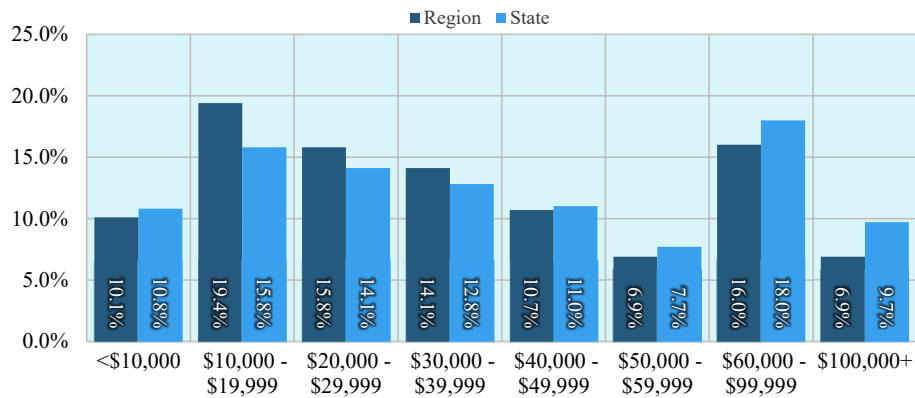
Avery	Macon
Buncombe	Madison
Burke	McDowell
Cherokee	Mitchell
Clay	Polk
Graham	Rutherford
Haywood	Swain
Henderson	Transylvania
Jackson	Yancey

Qualla Boundary
(Eastern Cherokee Reservation)



Renter Household Income Characteristics & Trends

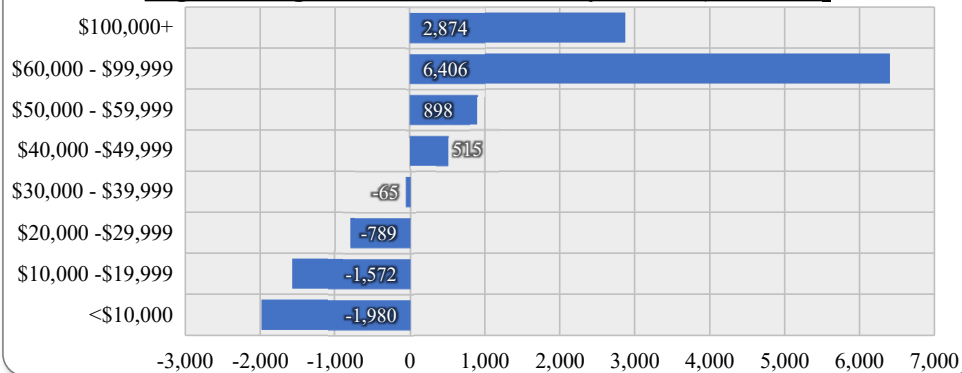
Renter Household Income Share (2020)



The **Shares of Lower Income Households** Earning <\$40k are **Higher in the Region** vs. State

While Most of the Region's Renter Household **Growth is Expected to Occur Among Higher Income Households (\$60k+)**, the **Largest Share of Renter Households is Among Lower Income Households (<\$30k)**

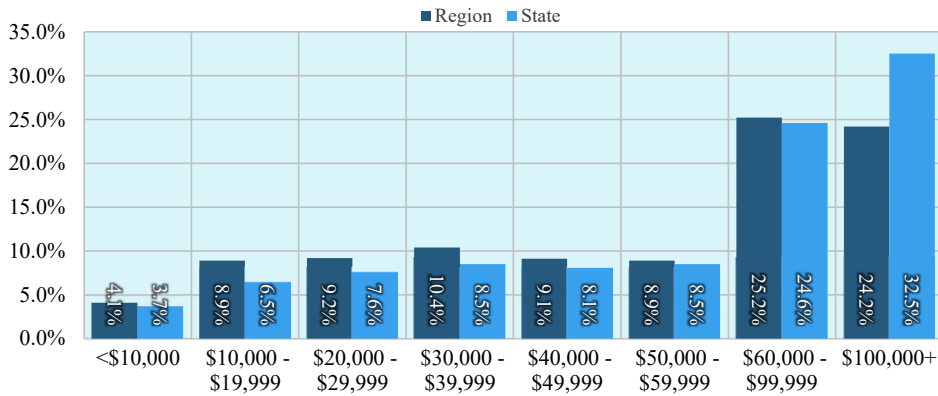
Region Change in Renter Households by Income (2020-2025)



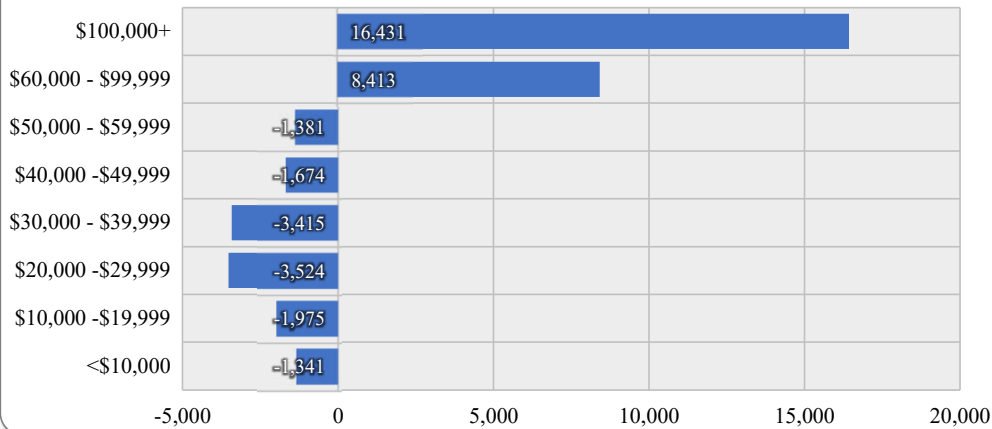
Lower-Income Households Face Greater Challenges with Cost Burdened Housing, Lack of Available Choices, Living in Overcrowded Housing and in Substandard Housing

Owner Household Income Characteristics & Trends

Owner Household Income Share (2020)



Region Change in Owner Households by Income (2020-2025)



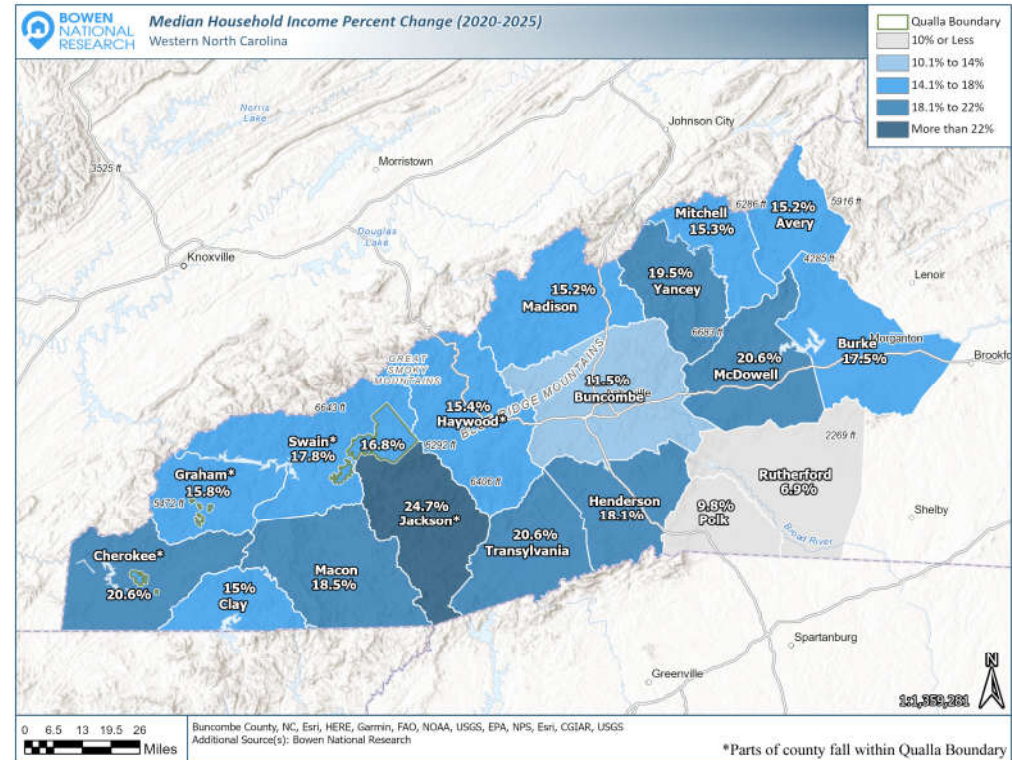
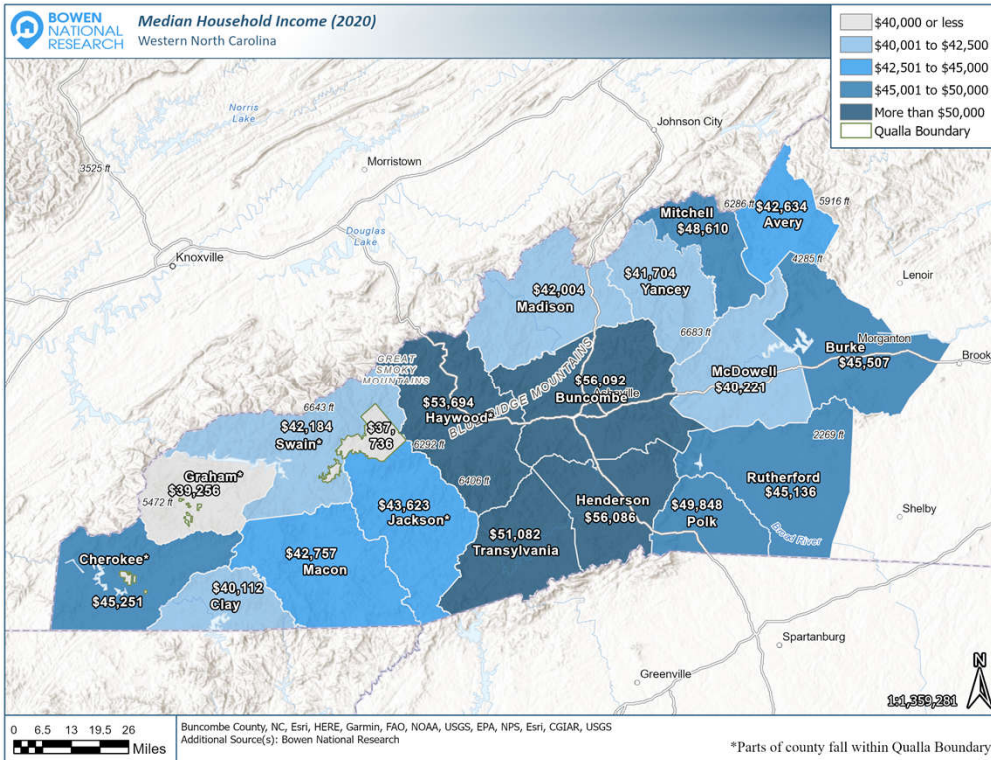
The Region's Shares of Owner Households by Income is Split Evenly between those Earning Above or Below \$60k Annually

Most of the Region's **Owner** Household **Growth** over Five-Year Period is Expected to Occur Among Higher Income Households (\$60k+)

While Lower-Income Owner Households (<\$30k) are Projected to Decline, They Will Still Comprise One in Five **Owner** Households in 2025

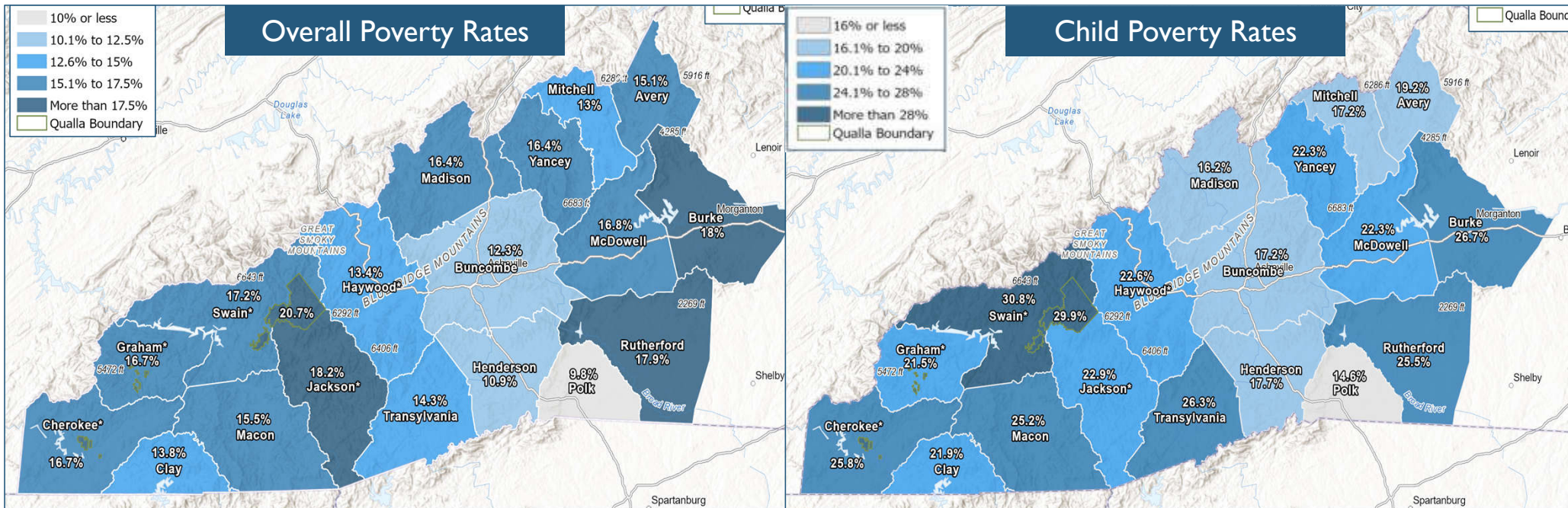
Median Household Income & Income Growth

- Highest Median Household Incomes are in the Larger, Centrally Located Counties, While Lower Incomes are Along Eastern and Western Portions
- The Greatest Growth in Median Incomes is Projected to Occur Mostly in Southern Border Counties



Poverty Data

- Over 125,000 (14.4%) People in the Region Live in Poverty
- Highest rates of Poverty in Qualla Boundary, Jackson, Burke and Rutherford
- 34,670, or One in Five, Children under Age 18 Live in Poverty
- Child Poverty Shares are Greatest in Swain, Qualla Boundary, Cherokee, Transylvania, Burke and Rutherford



Wages, Hours Working & Housing Affordability

Most Low-Wage Earning Workers *Would Need to Work Over 50 to 80 Hours a Week to Afford a Two-Bedroom Unit* at Fair Market Rent Levels (**Minimum Wage Workers Must Work Over 70 Hours/Week**)

County	Est. Mean Renter Wage	Two- BR FMR	Rent Affordable at 60% AMHI	Rent Affordable at 30% AMHI	Rent Affordable with Full-time Job Paying Mean Renter Wage	Income Required to Afford Two-Bedroom FMR				
						Income	Housing Wage	Work Hours per week at Minimum Wage	Number of Jobs at Minimum Wage	Work Hours per week at Mean Renter Wage
Avery	\$10.65	\$741	\$730	\$365	\$554	\$29,640	\$14.25	79	2.0	54
Buncombe	\$14.29	\$1,255	\$1,088	\$544	\$743	\$50,200	\$24.13	133	3.3	68
Burke	\$10.68	\$712	\$916	\$458	\$555	\$28,480	\$13.69	76	1.9	51
Cherokee	\$10.69	\$680	\$766	\$383	\$556	\$27,200	\$13.08	72	1.8	49
Clay	\$13.01	\$754	\$752	\$376	\$676	\$30,160	\$14.50	80	2.0	45
Graham	\$7.96	\$671	\$742	\$371	\$414	\$26,840	\$12.90	71	1.8	65
Haywood	\$10.37	\$918	\$906	\$453	\$539	\$36,720	\$17.65	97	2.4	68
Henderson	\$11.95	\$1,255	\$1,088	\$544	\$621	\$50,200	\$24.13	133	3.3	81
Jackson	\$10.36	\$693	\$910	\$455	\$539	\$27,720	\$13.33	74	1.8	51
Macon	\$11.89	\$746	\$814	\$407	\$618	\$29,840	\$14.35	79	2.0	48
Madison	\$10.17	\$1,255	\$1,088	\$544	\$529	\$50,200	\$24.13	133	3.3	95
McDowell	\$12.73	\$671	\$736	\$368	\$662	\$26,840	\$12.90	71	1.8	41
Mitchell	\$11.83	\$671	\$846	\$423	\$615	\$26,840	\$12.90	72	1.8	44
Polk	\$11.18	\$746	\$910	\$455	\$582	\$29,840	\$14.35	79	2.0	51
Rutherford	\$11.23	\$671	\$838	\$419	\$584	\$26,840	\$12.90	71	1.8	46
Swain	\$11.80	\$671	\$716	\$358	\$614	\$26,840	\$12.90	71	1.8	44
Transylvania	\$10.33	\$681	\$850	\$425	\$537	\$27,240	\$13.10	72	1.8	51
Yancey	\$9.96	\$671	\$802	\$401	\$518	\$26,840	\$12.90	71	1.8	52



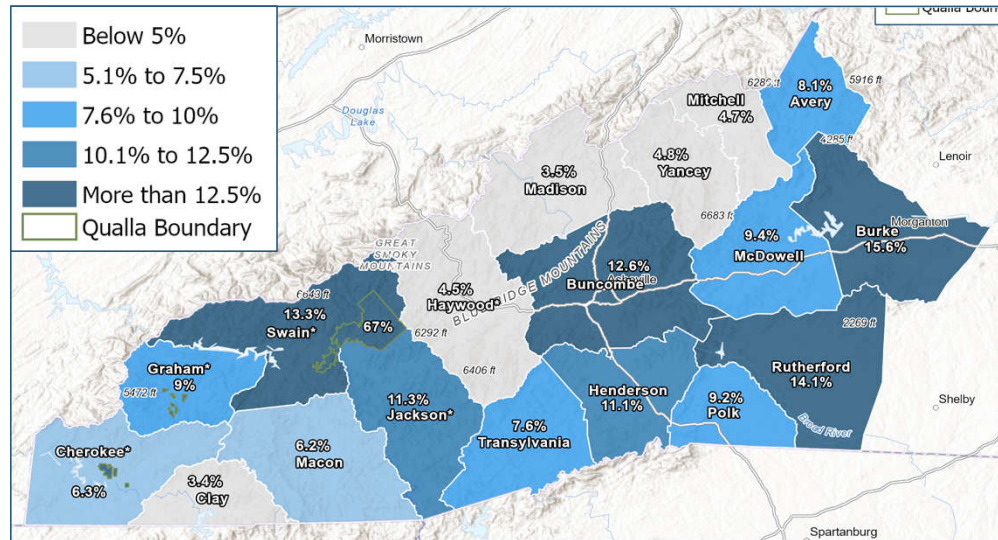
Multiple wage earners required per household or single wage earner would need to work overtime to afford housing

Source: National Low Income Housing Coalition (NLIHC) Out of Reach 2020

Minority Statistics

The region's 2020 minority population was 97,264 (comprising 11.1% of total population), living within 49,513 households (comprising 12.4% of total households)

88.8% of the region's population identifies as "White Alone," compared to 68.5% for the state



Minorities are More Likely to have **Less Income** and **Less Likely to be Homeowners** than White Households

Households Earning <\$30k (2020)		Renter Household Share (2020)		Owner Household Share (2020)	
White (Alone)	Minorities	White (Alone)	Minorities	White (Alone)	Minorities
28.3%	36.7%	28.3%	48.9%	71.7%	51.1%

Overall Household Data

The number of households within the Dogwood Health Trust PSA (Region) increased by 36,094 (10.0% growth rate) between 2010 and 2020, slightly less than the state growth rate of 12.6% for the same period.

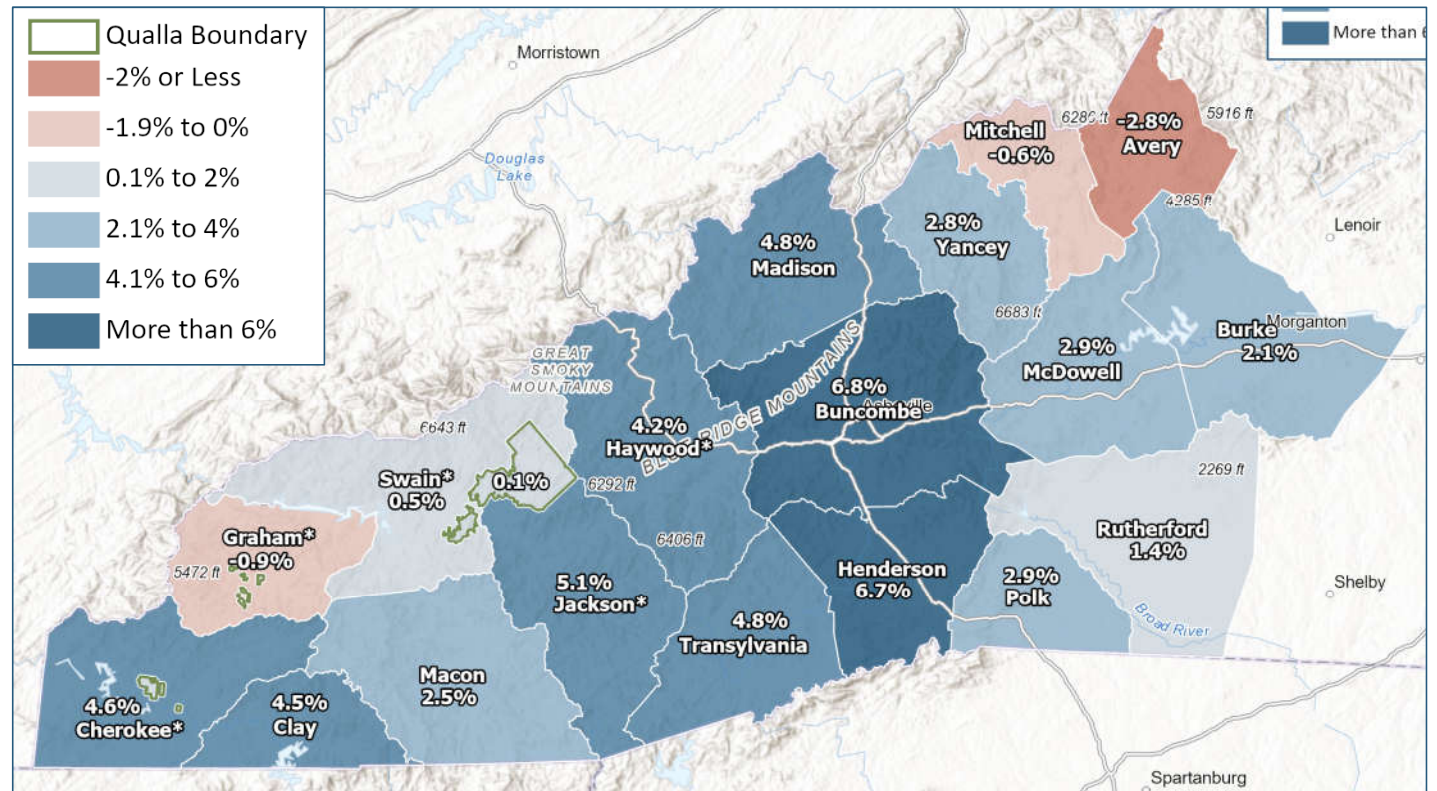
	Total Households									
	2000 Census	2010 Census	Change 2000-2010		2020 Estimated	Change 2010-2020		2025 Projected	Change 2020-2025	
			Number	Percent		Number	Percent		Number	Percent
Avery	6,532	6,664	132	2.0%	6,493	-171	-2.6%	6,310	-183	-2.8%
Buncombe	85,771	100,412	14,641	17.1%	115,601	15,189	15.1%	123,472	7,871	6.8%
Burke	34,528	35,804	1,276	3.7%	37,653	1,849	5.2%	38,457	804	2.1%
Cherokee*	10,138	11,541	1,403	13.8%	12,598	1,057	9.2%	13,172	574	4.6%
Clay	3,847	4,660	813	21.1%	5,148	488	10.5%	5,378	230	4.5%
Graham*	3,190	3,514	324	10.2%	3,568	54	1.5%	3,535	-33	-0.9%
Haywood*	23,100	25,563	2,463	10.7%	27,839	2,276	8.9%	29,002	1,163	4.2%
Henderson	37,414	45,448	8,034	21.5%	52,097	6,649	14.6%	55,589	3,492	6.7%
Jackson*	12,075	15,120	3,045	25.2%	16,600	1,480	9.8%	17,452	852	5.1%
Macon	12,828	14,591	1,763	13.7%	15,749	1,158	7.9%	16,142	393	2.5%
Madison	8,005	8,494	489	6.1%	9,628	1,134	13.4%	10,086	458	4.8%
McDowell	16,604	17,838	1,234	7.4%	19,191	1,353	7.6%	19,740	549	2.9%
Mitchell	6,551	6,685	134	2.0%	6,660	-25	-0.4%	6,619	-41	-0.6%
Polk	7,908	8,989	1,081	13.7%	9,444	455	5.1%	9,716	272	2.9%
Qualla Boundary	2,946	3,373	427	14.5%	3,334	-39	-1.2%	3,336	2	0.1%
Rutherford	25,191	27,466	2,275	9.0%	28,243	777	2.8%	28,643	400	1.4%
Swain*	3,668	4,024	356	9.7%	4,219	195	4.8%	4,238	19	0.5%
Transylvania	12,320	14,394	2,074	16.8%	16,077	1,683	11.7%	16,850	773	4.8%
Yancey	7,472	7,644	172	2.3%	8,175	531	6.9%	8,402	227	2.8%
Region	320,087	362,224	42,137	13.2%	398,318	36,094	10.0%	416,139	17,821	4.5%
North Carolina	3,131,002	3,745,144	614,142	19.6%	4,215,474	470,330	12.6%	4,461,326	245,852	5.8%

Household Growth (Percent Change Between 2020-2025)

Projections for 2025 indicate the region will experience an overall growth of 4.5%, or an additional 17,821 households.

Greatest Projected Growth to Occur in Buncombe & Henderson and Other Central Counties

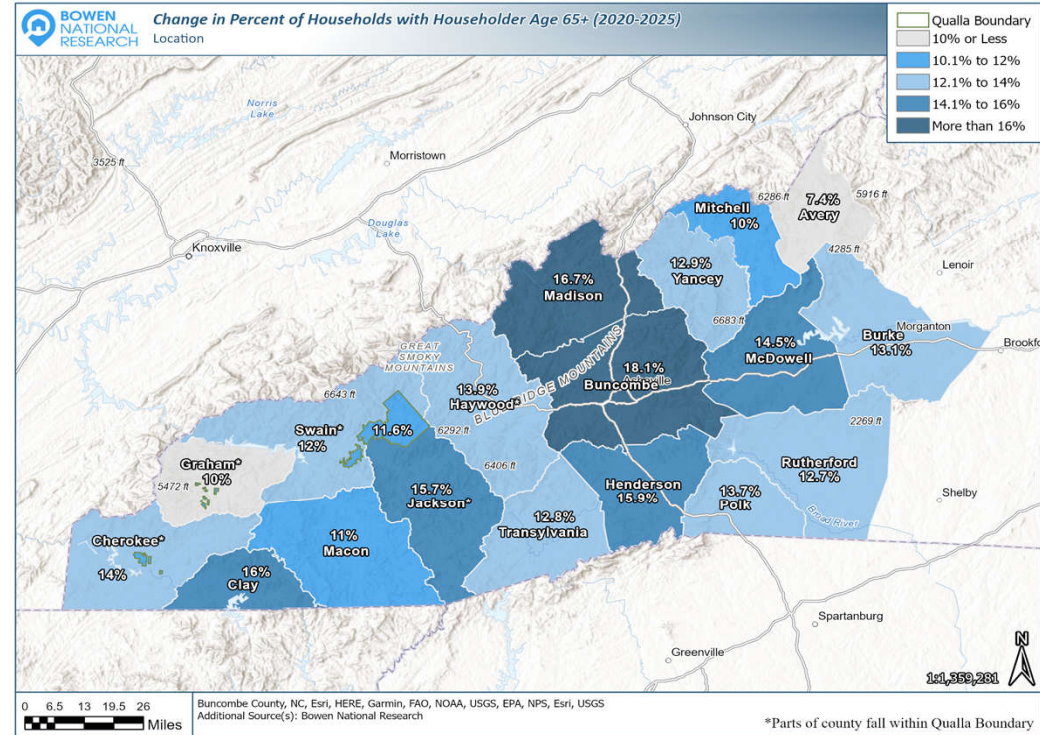
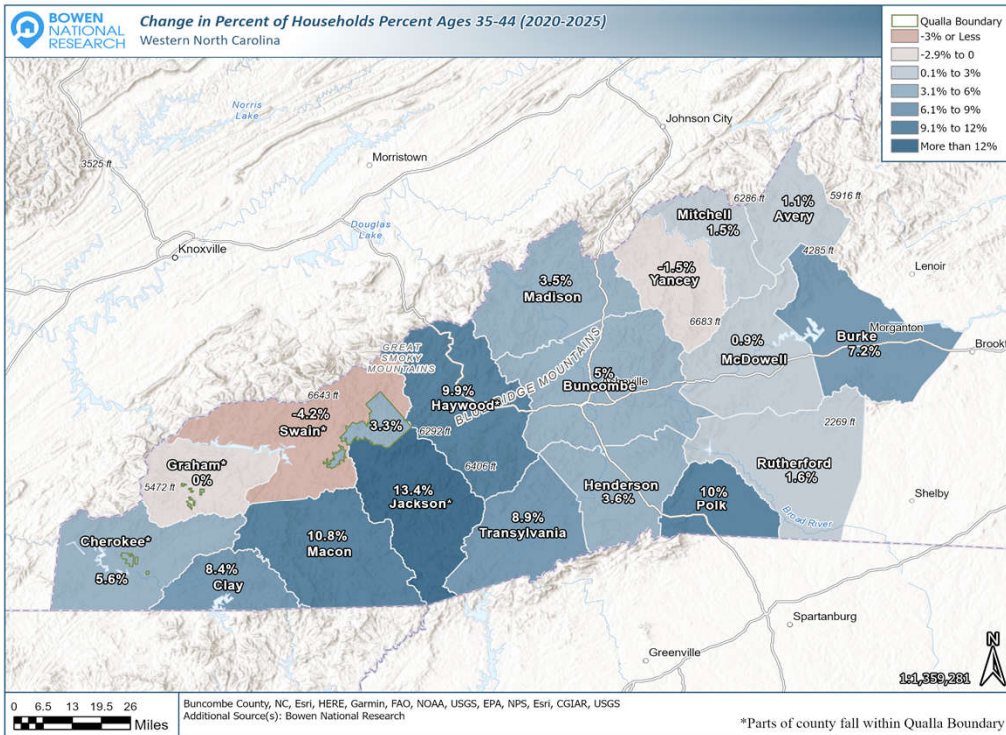
Three Counties Projected to **Decline**: Avery, Graham and Mitchell



Change in Households by Age (2020-2025)

Households Ages 35 to 44

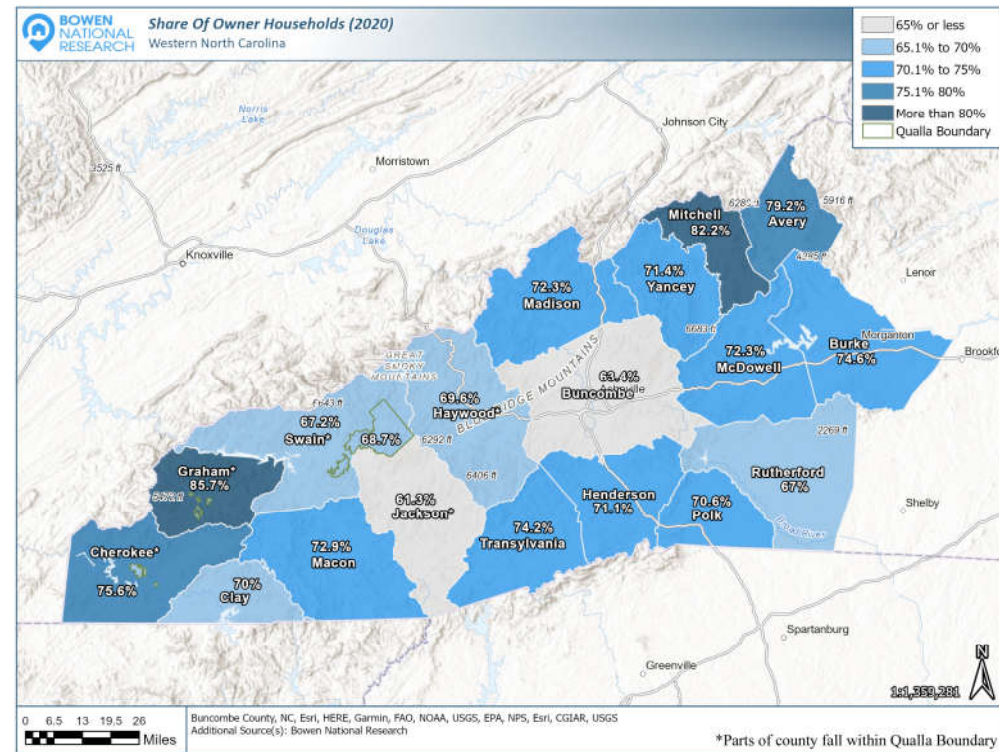
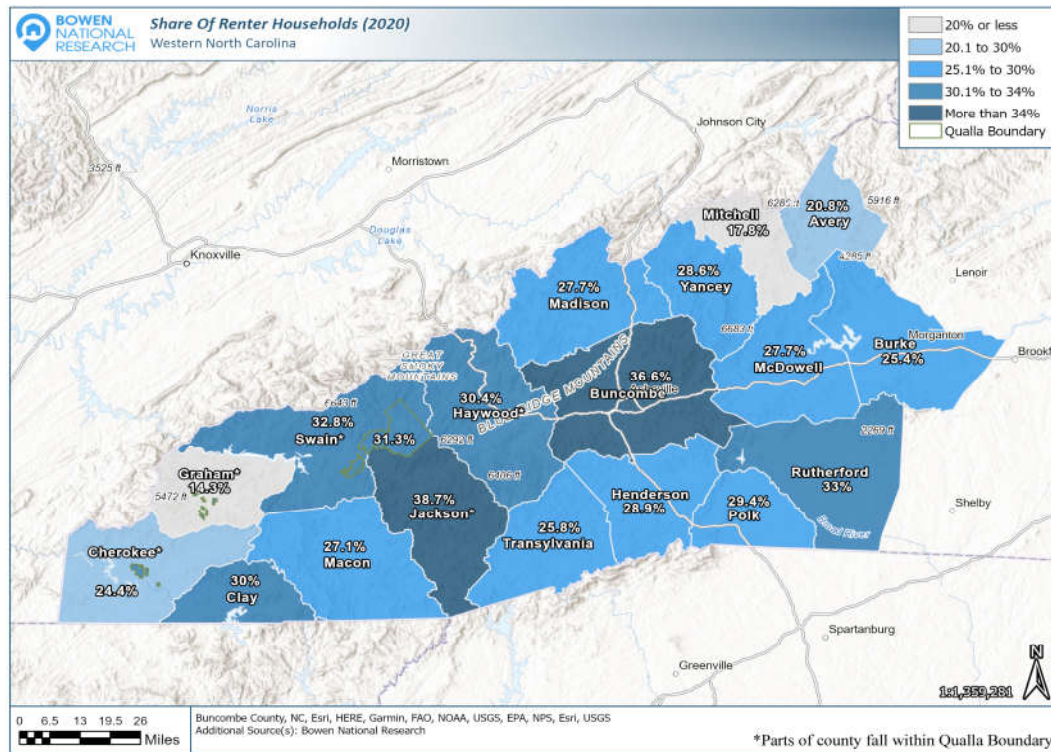
Households Ages 65+



Renter & Owner Household Share (2020)

Renter Household Share

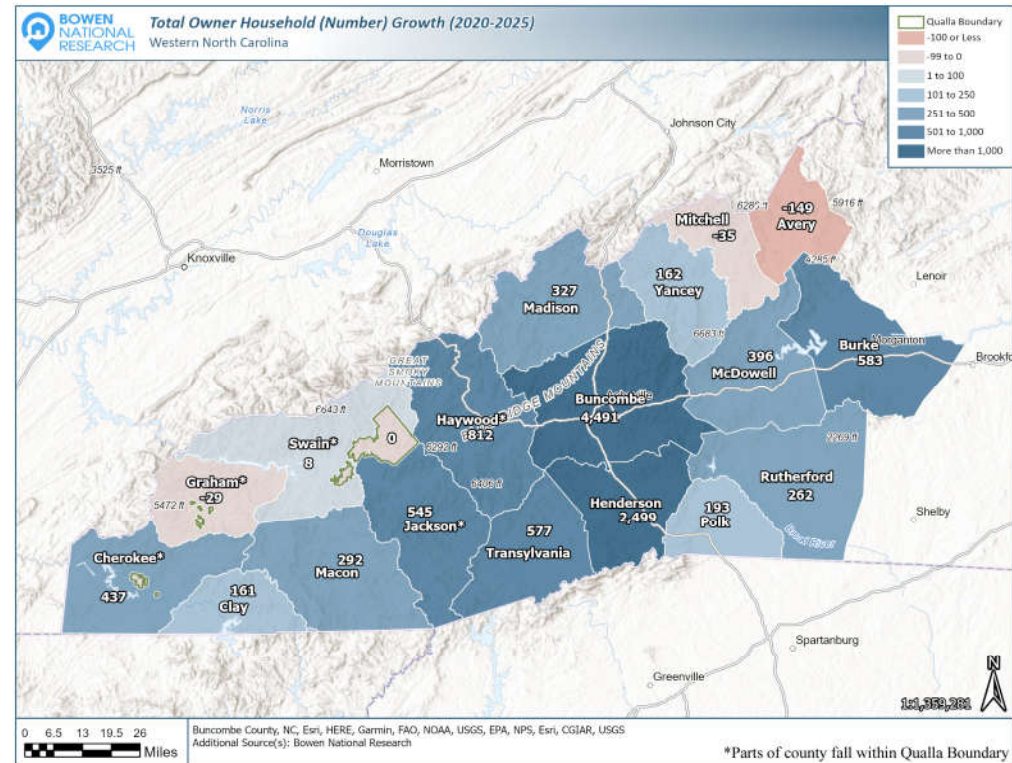
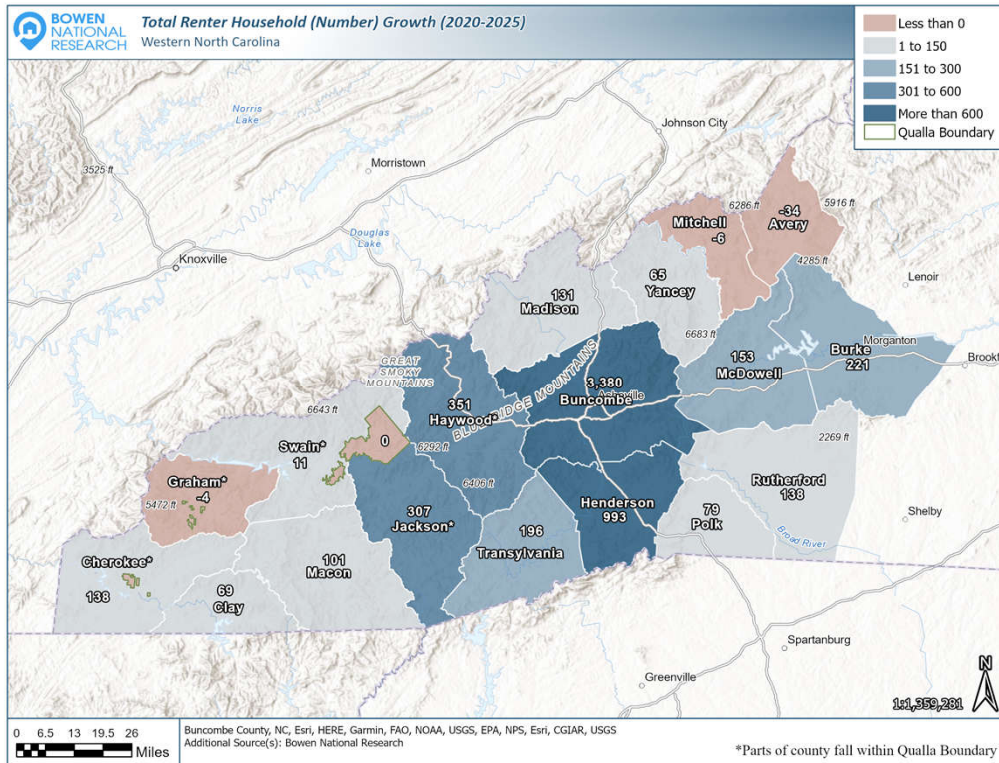
Owner Household Share



Renter & Owner Household Growth (2020-2025)

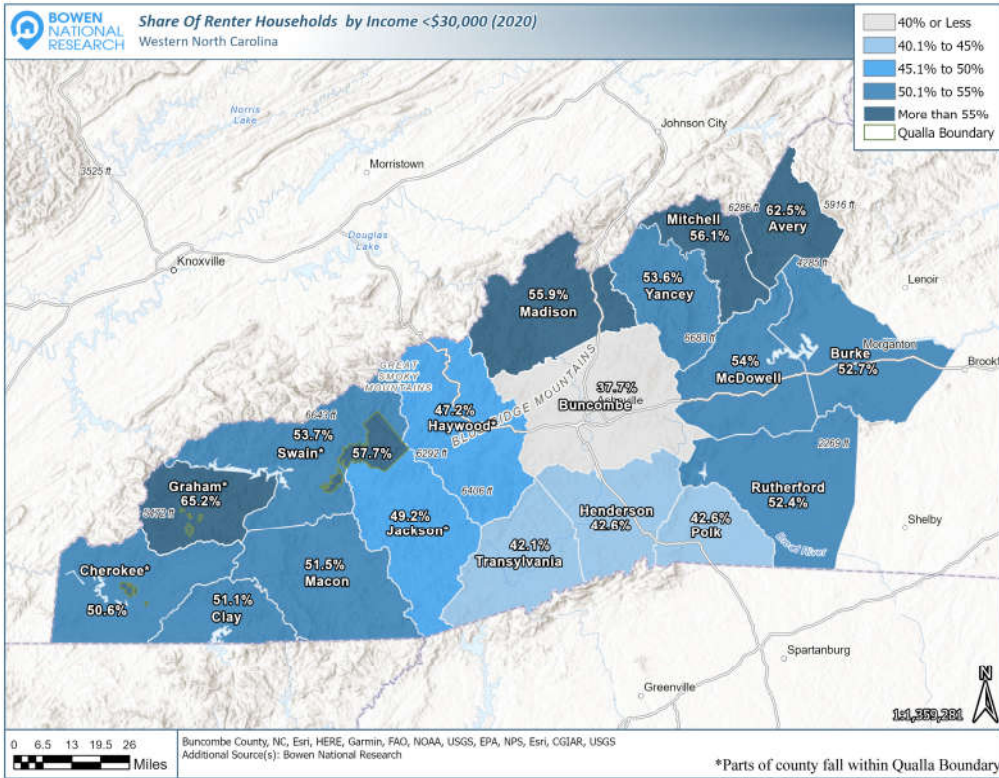
Renter Household Growth (~6,500)

Owner Household Growth (~11,500)

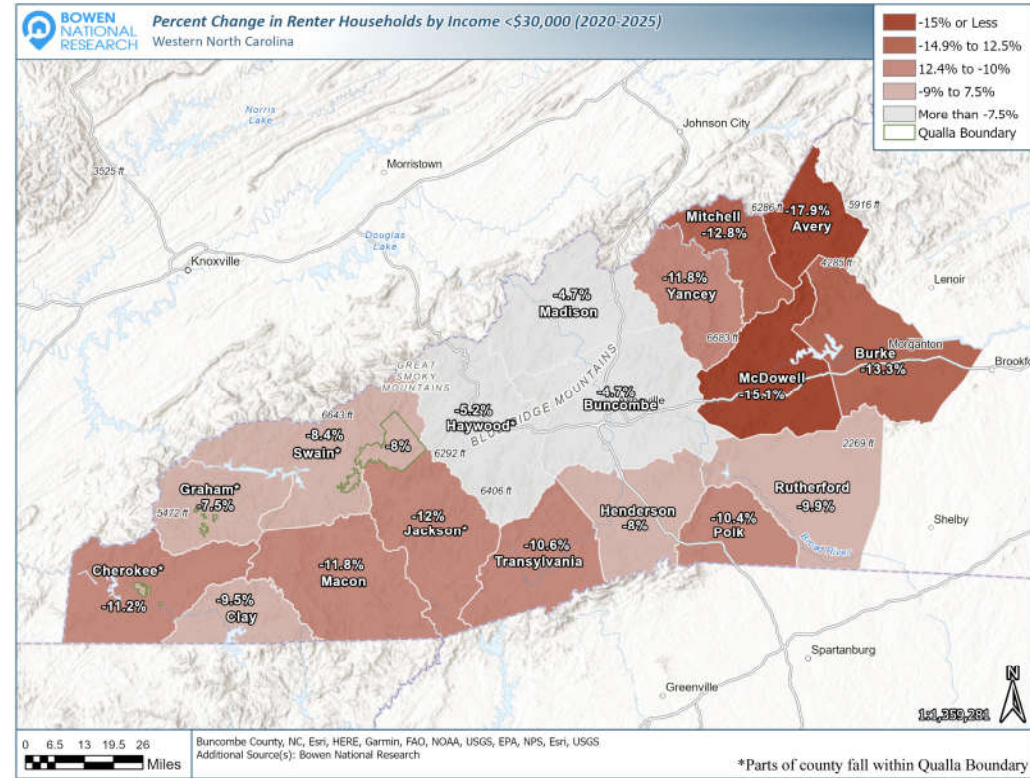


Renter Households <\$30k

Share of Households with Incomes <\$30k



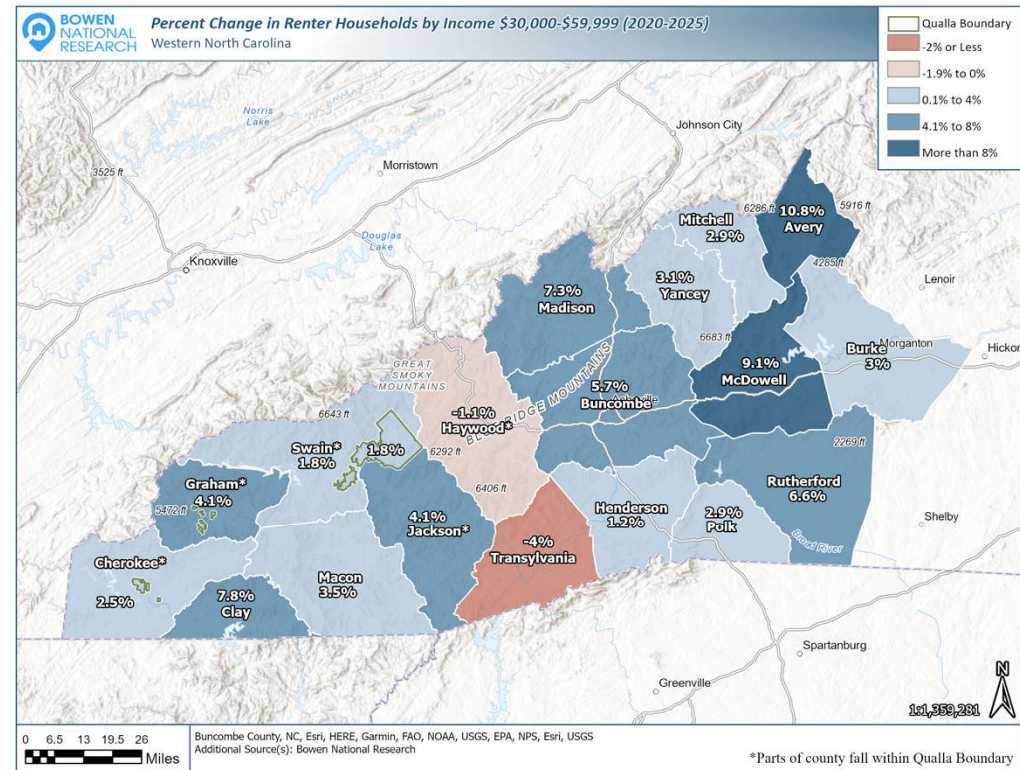
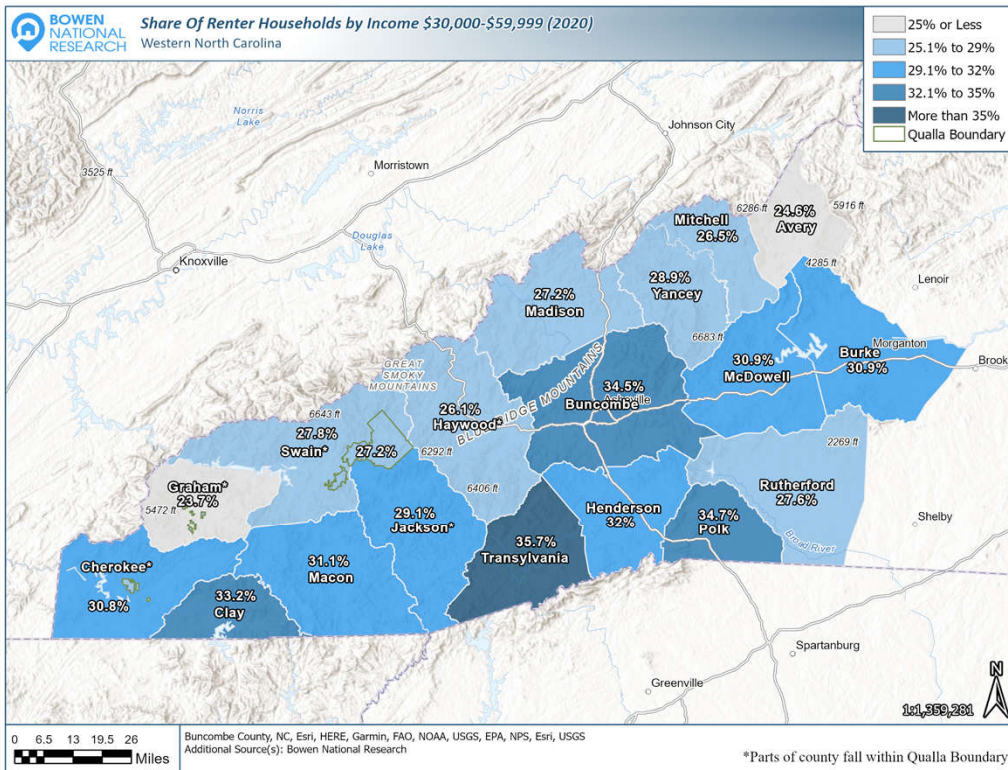
Change in Households with Incomes <\$30k



Renter Households \$30k-\$59k

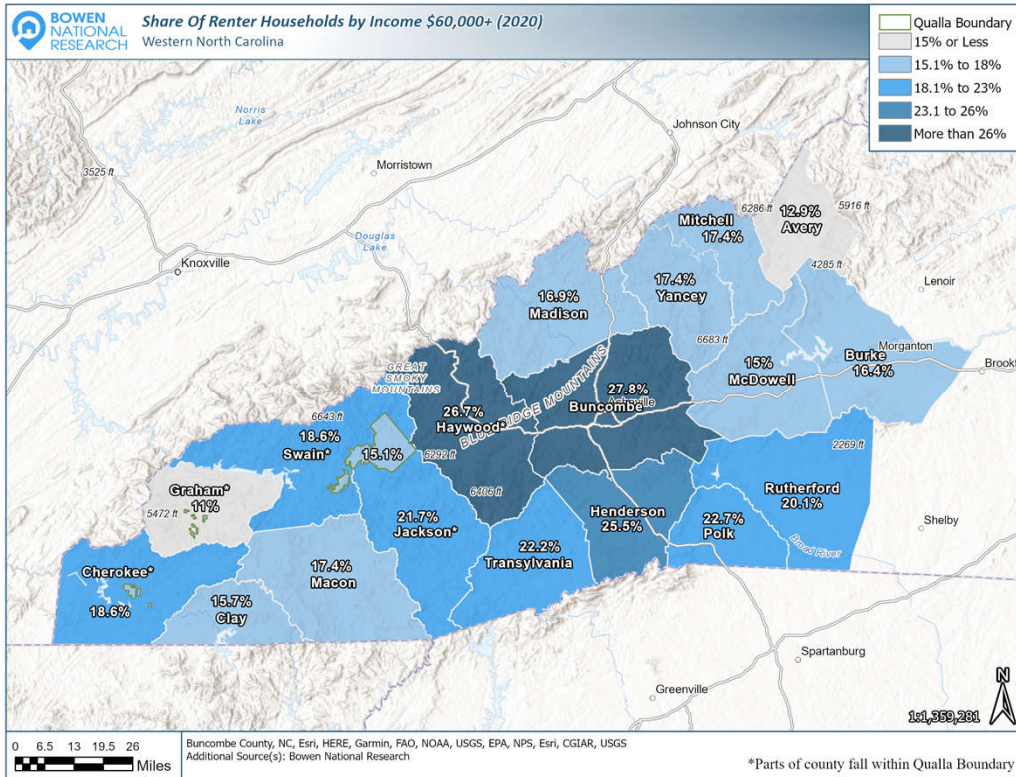
Share of Households with Incomes Between \$30k-\$59k

Change in Households with Incomes Between \$30k-\$59k

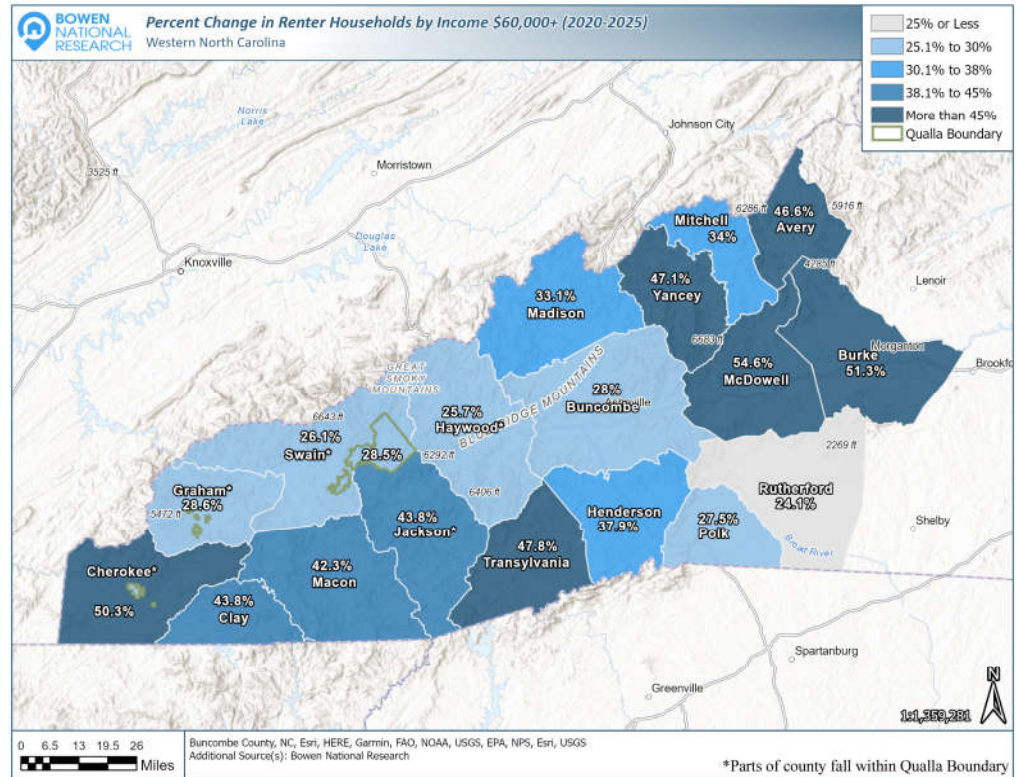


Renter Households \$60k +

Share of Households With Incomes \$60k+



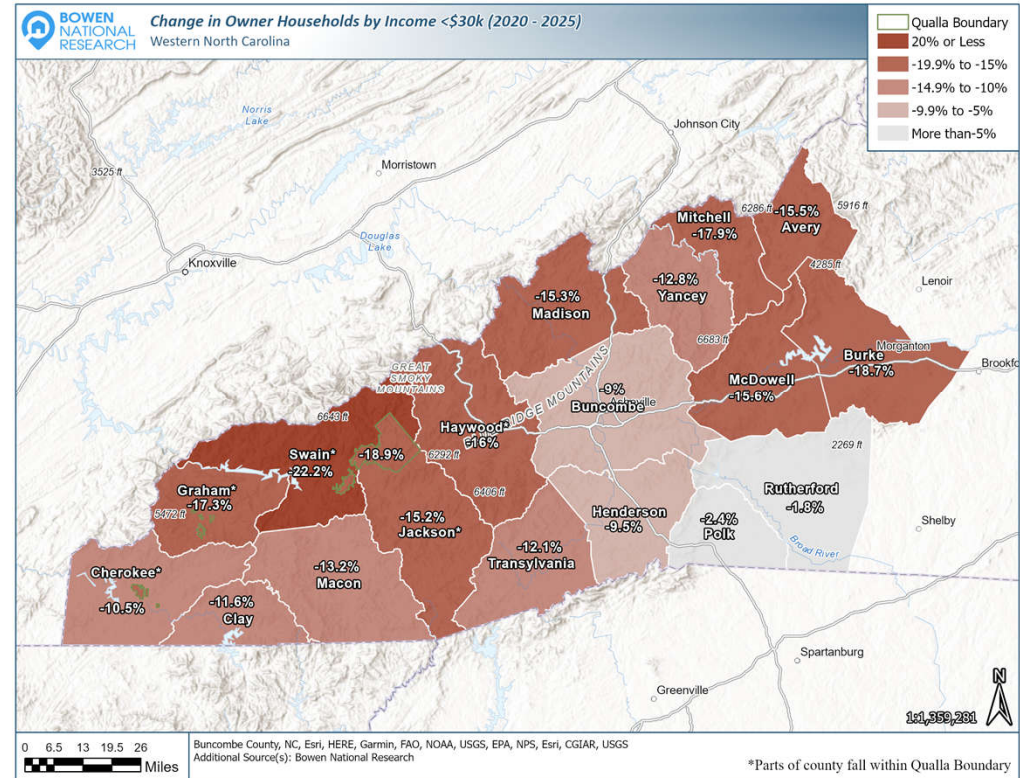
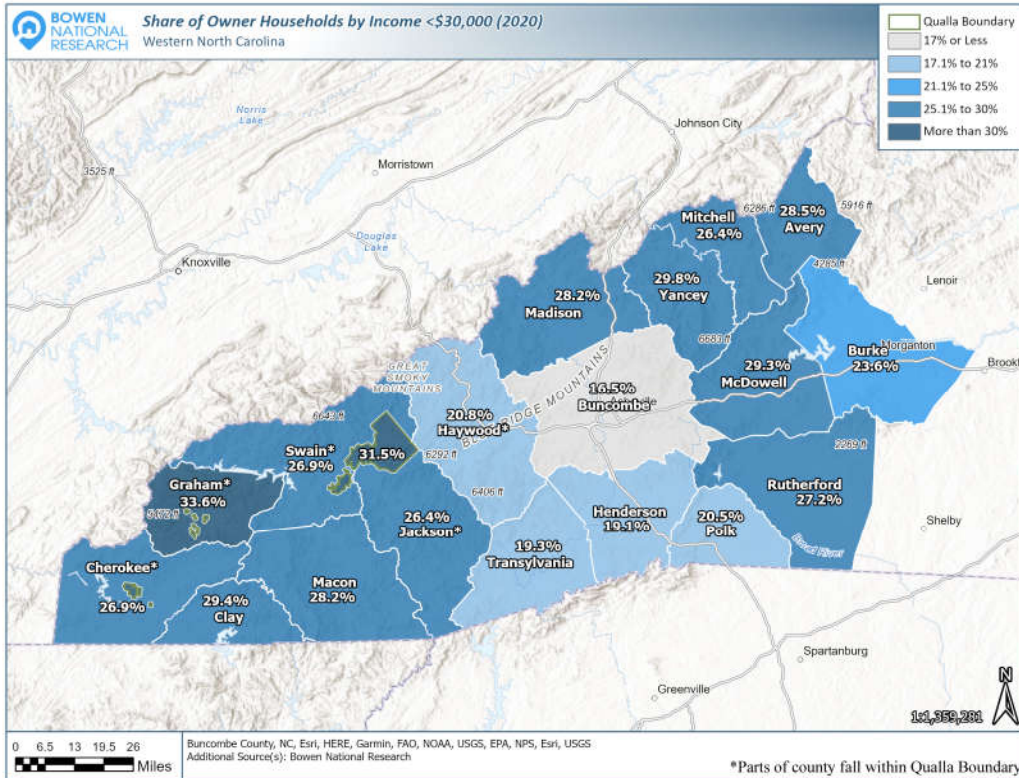
Change in Households with Incomes \$60k+



Owner Households <\$30k

Share of Households with Incomes <\$30k

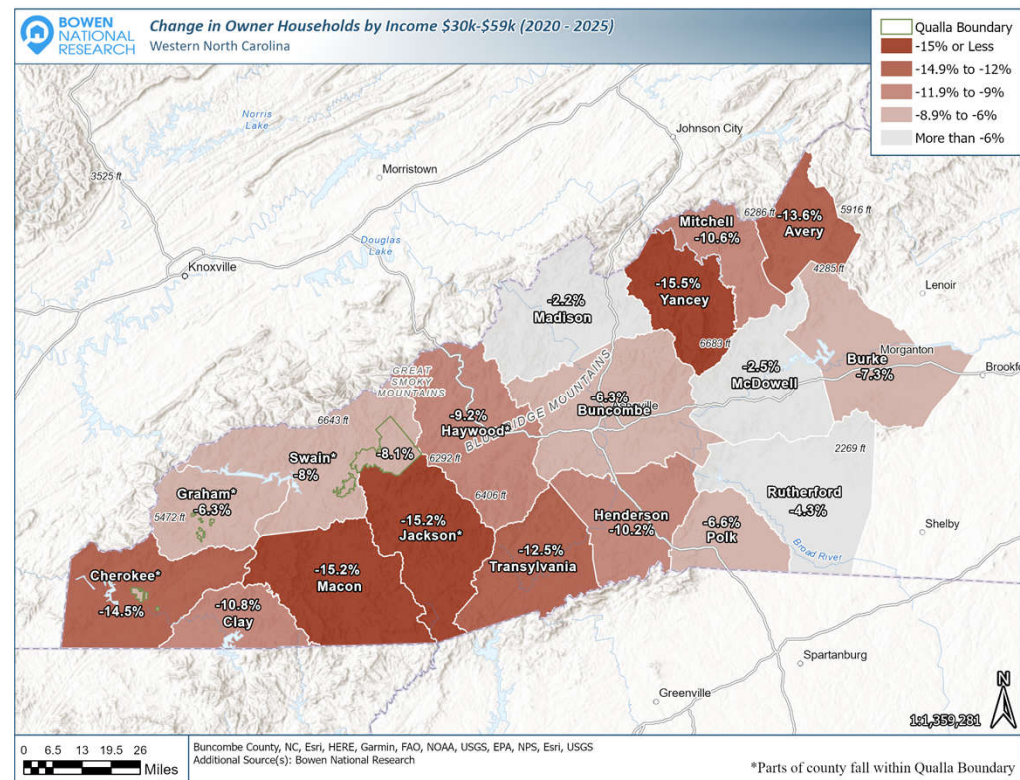
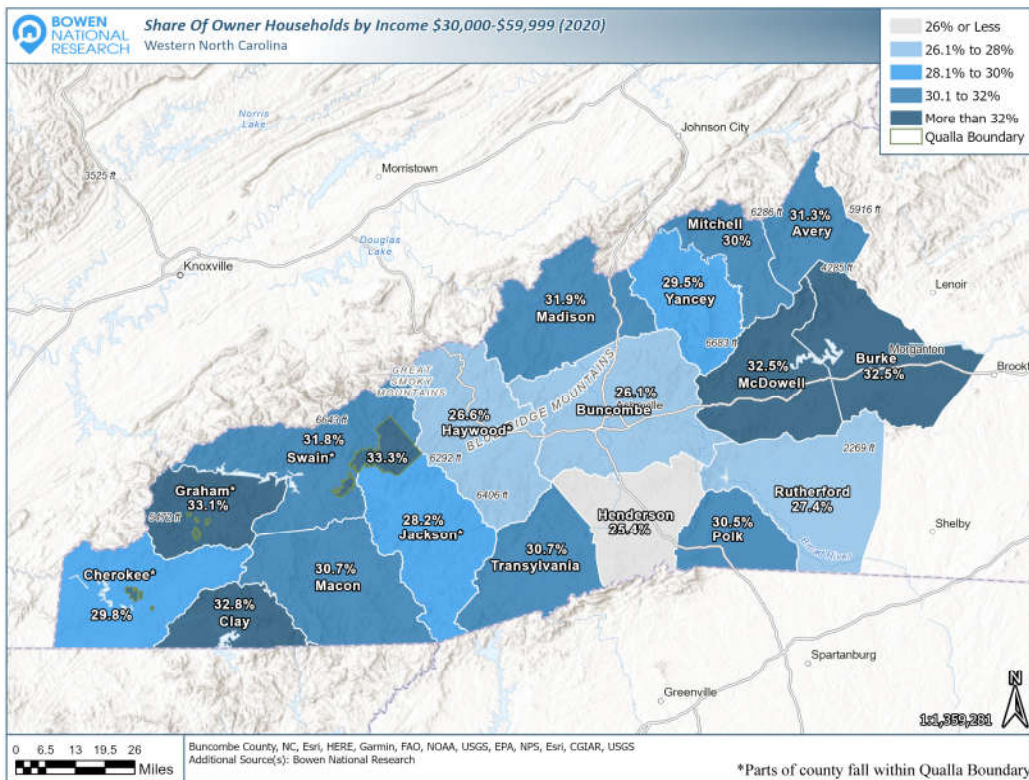
Change in Households with Incomes <\$30k



Owner Households \$30k-\$59k

Share Households with Incomes Between \$30k-\$59k

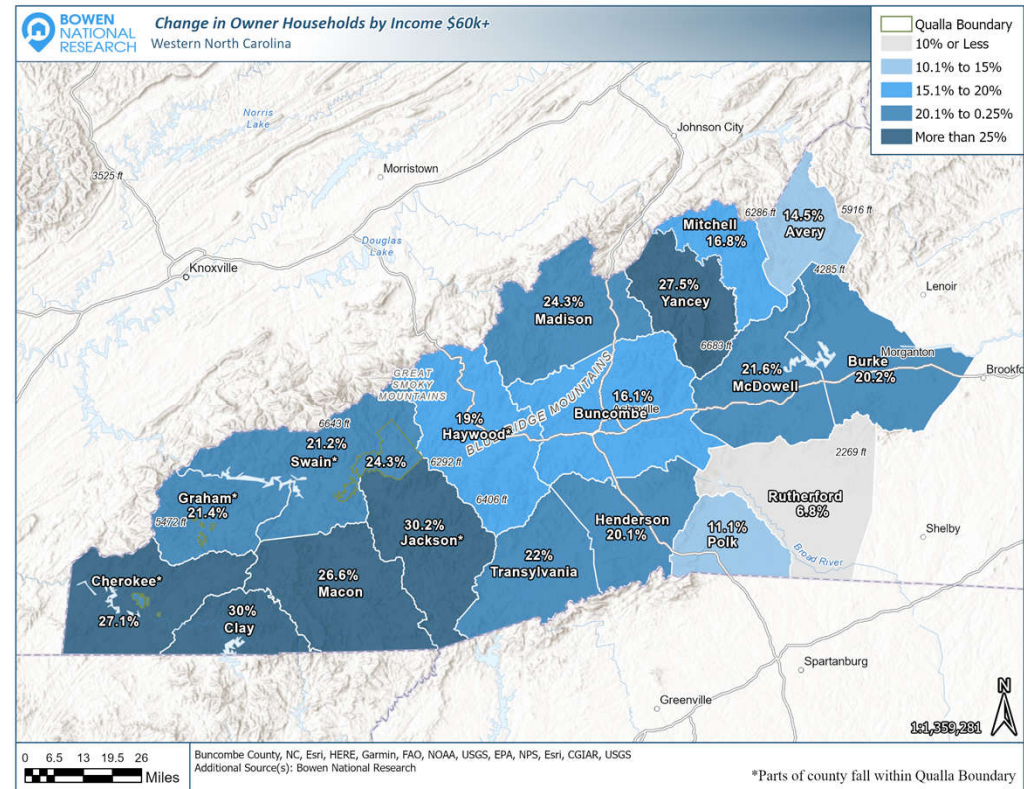
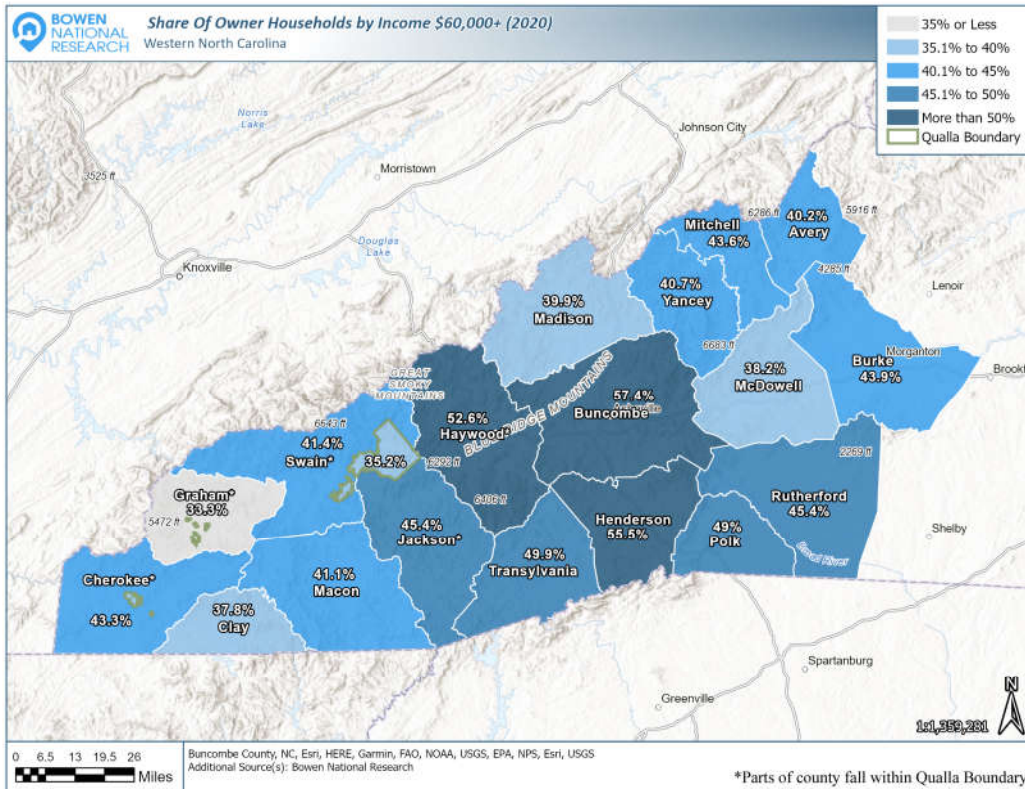
Change in Households with Incomes Between \$30k-\$59k



Owner Households \$60k+

Share of Households with Incomes \$60k+

Change in Households with Incomes \$60k+



Special Needs (Hard to House) Populations

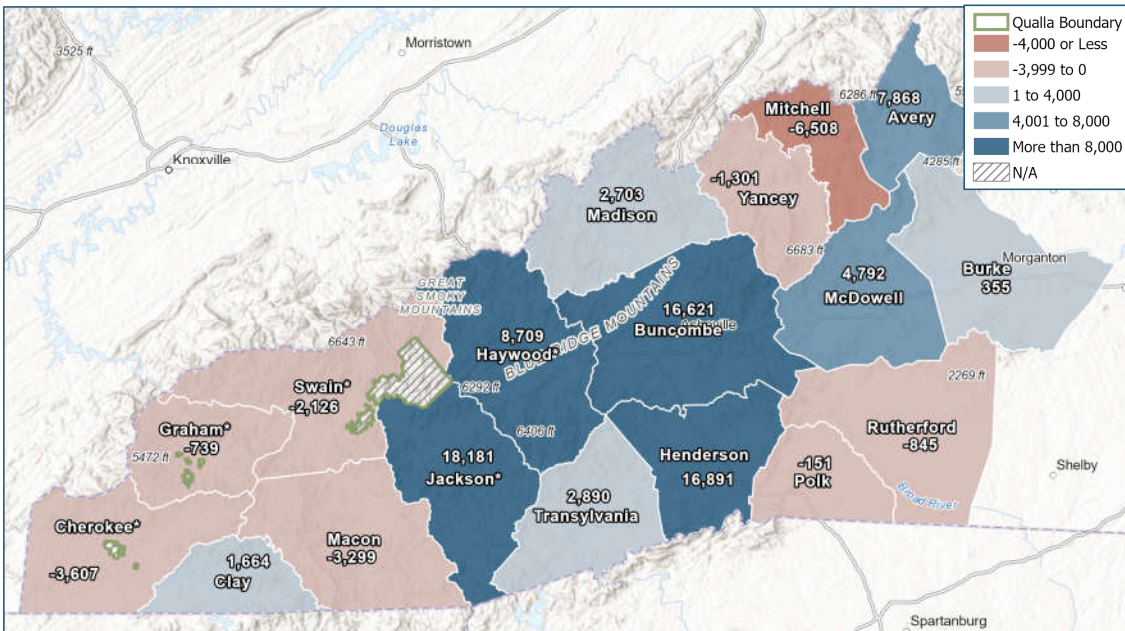
Special Needs (Hard to House) Populations	
Special Needs Group	Persons
Persons with Disabilities	148,763
Developmentally Disabled	58,149
Persons with a Mental Illness	26,230
Single-Parent Households	24,266
Frail Elderly (Age 65+)	15,687
Persons with Substance Abuse Disorder	3,873
Ex-Offender/Re-Entry	2,214
Homeless Population	1,521
Young Adults (Ages 18-24) Aged Out of Foster Care	44
Overall Total	280,747

- Over a **quarter of a million** people in the region are within one of the **special needs** populations
- While *Persons with Disabilities* represent the region's largest special needs population studied, **virtually all groups appear to lack sufficient housing** to meet their needs
- **Entire addendum** to the study dedicated to special needs populations and the housing available to them

In Migration (Interstate)

The Dogwood Health Trust Region has experienced **net migration growth** of approximately **62,000 people** between 2009 and 2018. At the county level, 10 out of the 18 counties within the region exhibited positive net growth (eight declined).

Destination



Origination

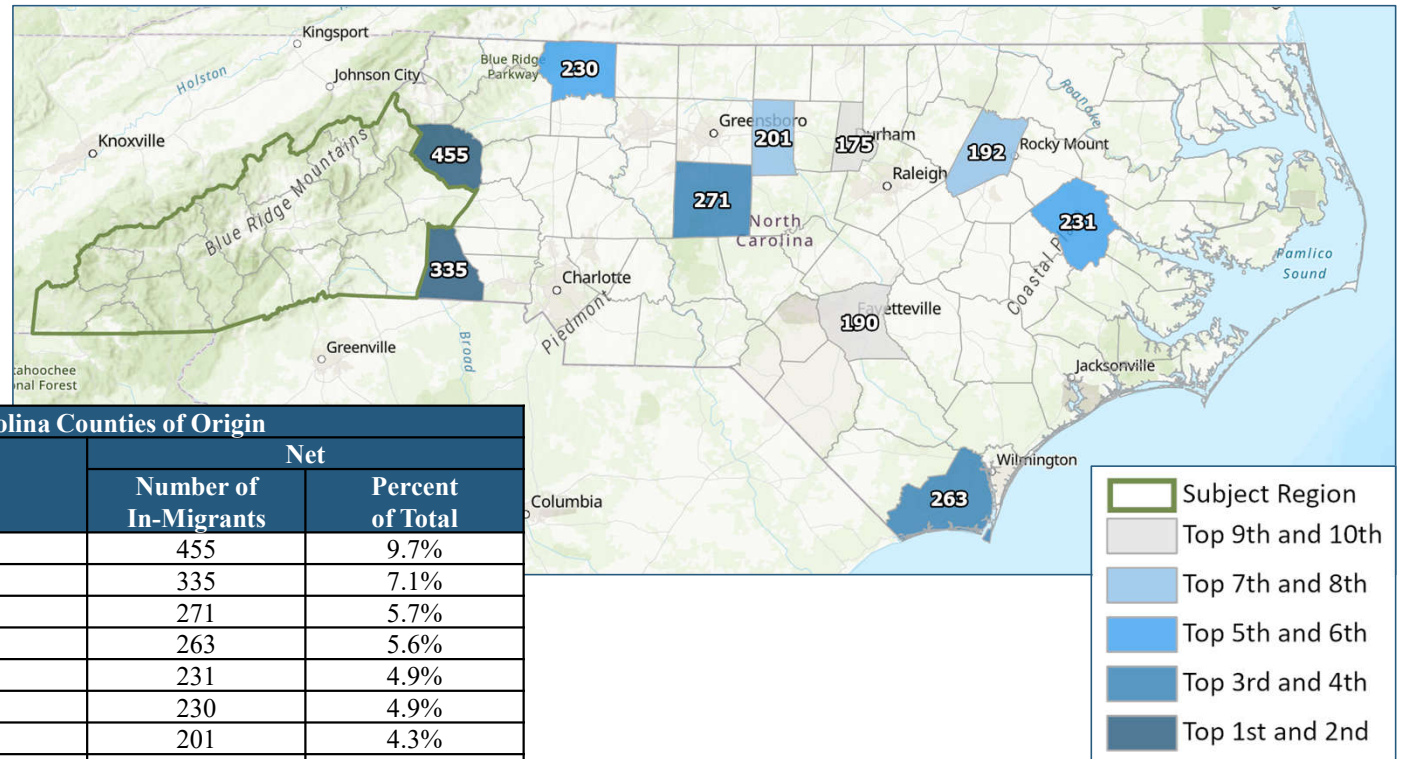
Region In-Migrants Distribution by Region/Division			
	Division	Net Estimate	Percent
Northeast	New England	440	5.0%
	Mid-Atlantic	1,157	13.1%
Midwest	West North Central	-191	-2.2%
	East North Central	253	2.9%
South	South Atlantic	6,008	67.9%
	East South Central	-1,231	-13.9%
	West South Central	523	5.9%
West	Mountain	653	7.4%
	Pacific	1,234	13.9%
Total		8,846	100.00%

Region In-Migrants: Top 15 States of Origin		
State	Net Estimate	Percent of Total Net
Florida	3,589	40.3%
California	1,150	12.9%
North Carolina	1,110	12.5%
New York	892	10.0%
Colorado	640	7.2%
Georgia	640	7.2%
Virginia	482	5.4%
South Carolina	233	2.6%
Texas	220	2.5%
Oregon	193	2.2%
Michigan	187	2.1%
Massachusetts	181	2.0%
Pennsylvania	180	2.0%
Puerto Rico	171	1.9%
Connecticut	139	1.6%

In Migration (Intrastate)

Over half of all intrastate migration originates from just 10 counties

Two largest contributors are adjacent Caldwell and Cleveland counties

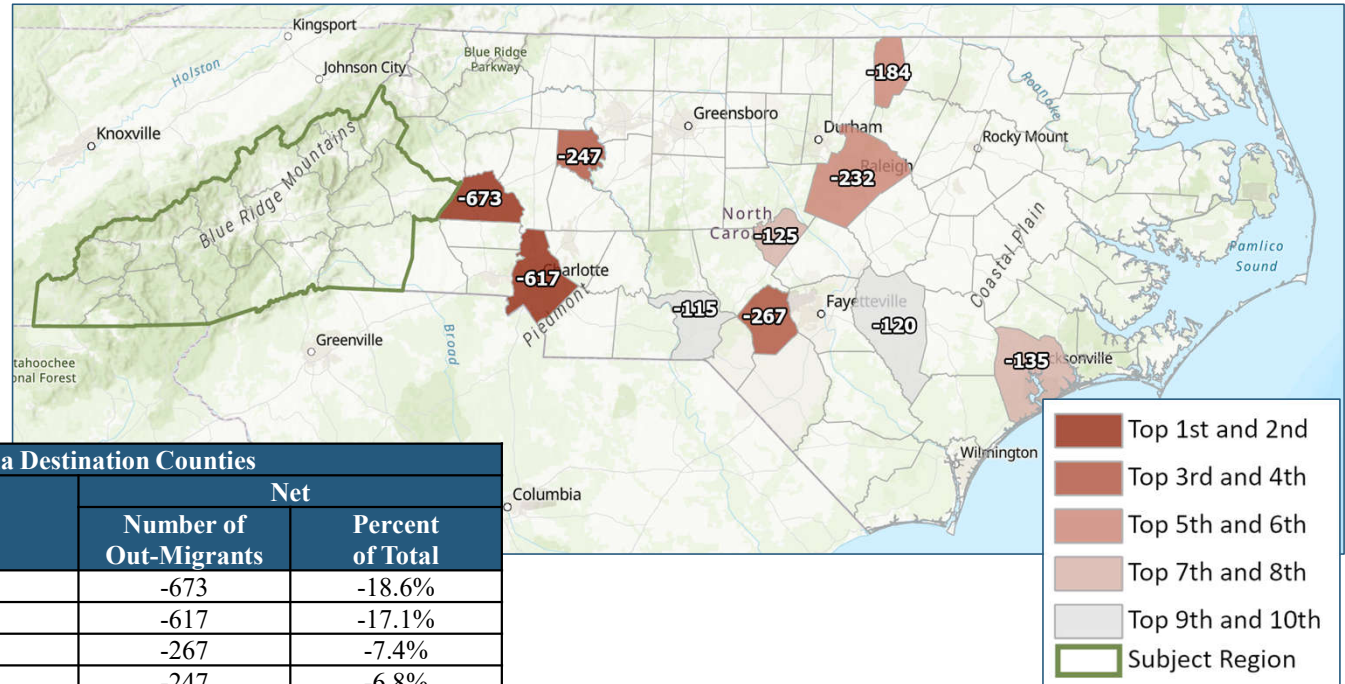


Region: Top 10 North Carolina Counties of Origin		
North Carolina County	Net	
	Number of In-Migrants	Percent of Total
Caldwell County	455	9.7%
Cleveland County	335	7.1%
Randolph County	271	5.7%
Brunswick County	263	5.6%
Pitt County	231	4.9%
Surry County	230	4.9%
Alamance County	201	4.3%
Nash County	192	4.1%
Cumberland County	190	4.0%
Durham County	175	3.7%
All Other Counties	2,172	46.1%
Total Inflow from Net Positive North Carolina Counties	4,715	100.0%

Out Migration (Intrastate)

75% of out migration goes to 10 counties

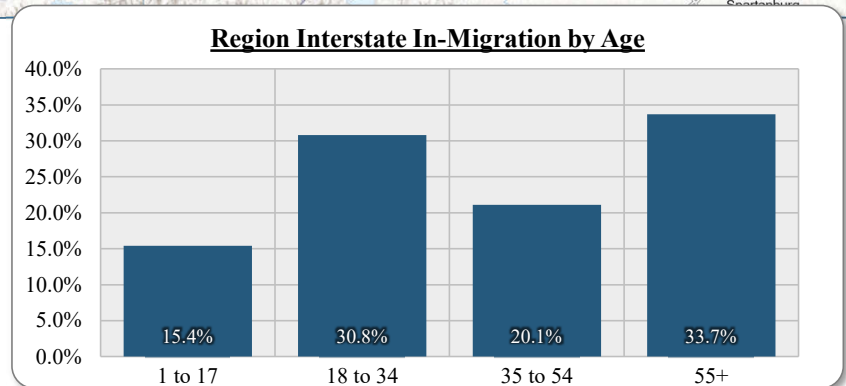
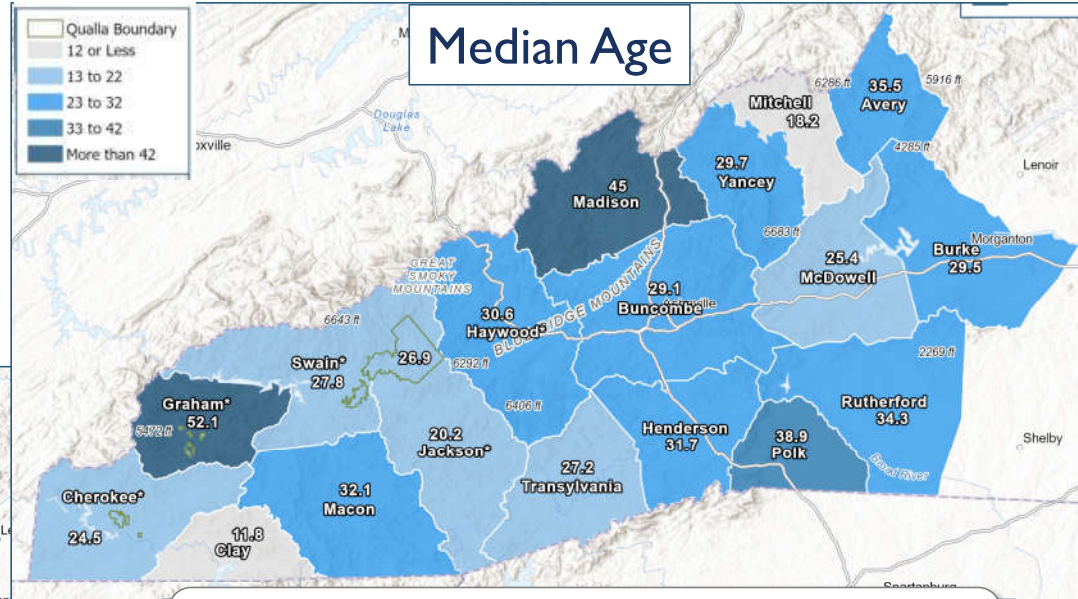
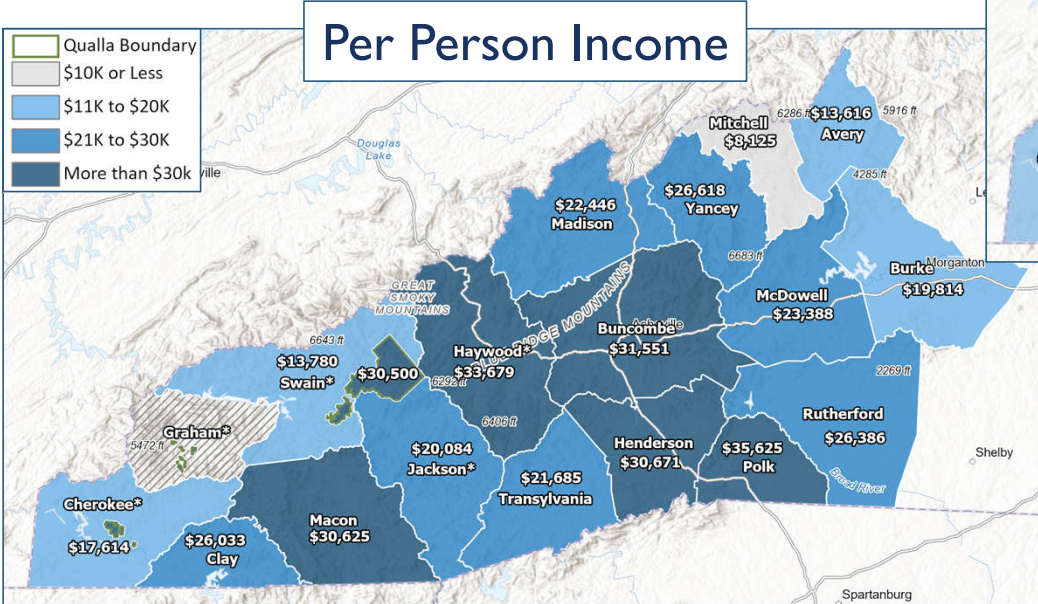
Trends point to migration towards larger markets, often with greater opportunities (employment, education, healthcare, etc.)



Region: Top 10 North Carolina Destination Counties		
North Carolina County	Net	
	Number of Out-Migrants	Percent of Total
Catawba County	-673	-18.6%
Mecklenburg County	-617	-17.1%
Hoke County	-267	-7.4%
Davie County	-247	-6.8%
Wake County	-232	-6.4%
Vance County	-184	-5.1%
Onslow County	-135	-3.7%
Lee County	-125	-3.5%
Sampson County	-120	-3.3%
Richmond County	-115	-3.2%
All Other Locations	-896	-24.8%
Total Outflow from Net Negative North Carolina Counties	-3,611	-100.0%

In-Migration by Per Person Annual Income and Median Age

In-Migration of higher incomes towards central counties, while lower income persons gravitating to more rural areas, while migration by age shows younger persons moving to central corridor and older persons going to northern bordering counties (Madison & Graham)

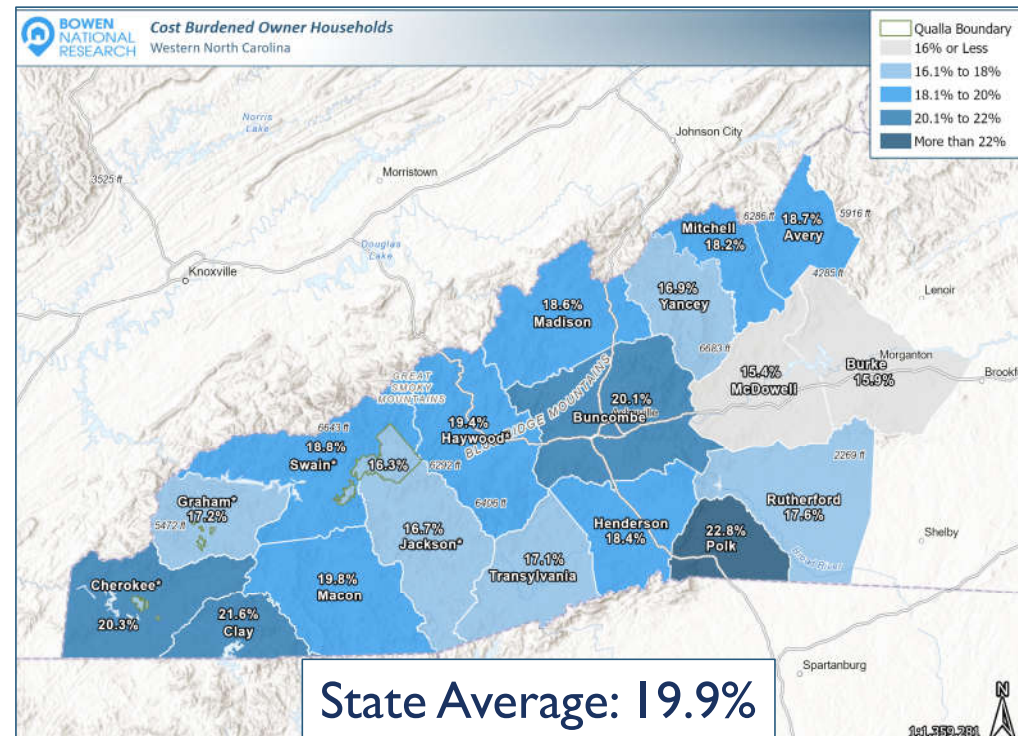
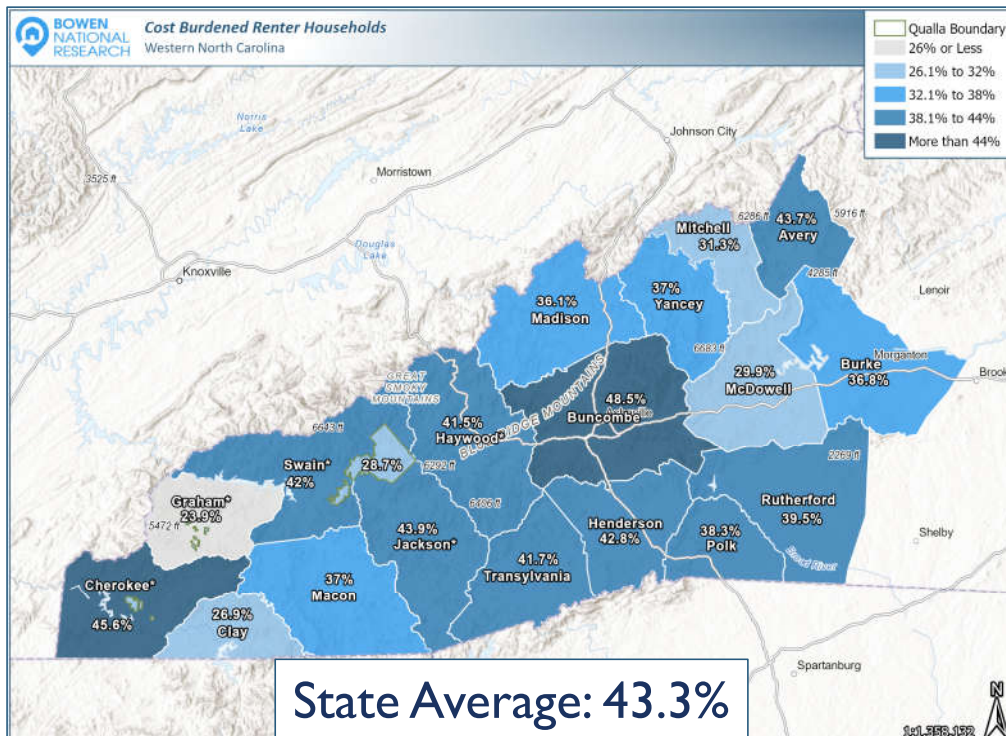


Housing Cost Burdened Households – Renter & Owner

Housing Cost Burdened Households Pay Over 30% of Income Towards Housing Costs

46,952 (42.4%) Renter Households are Cost Burdened

49,111 (18.6%) Owner Households are Cost Burdened

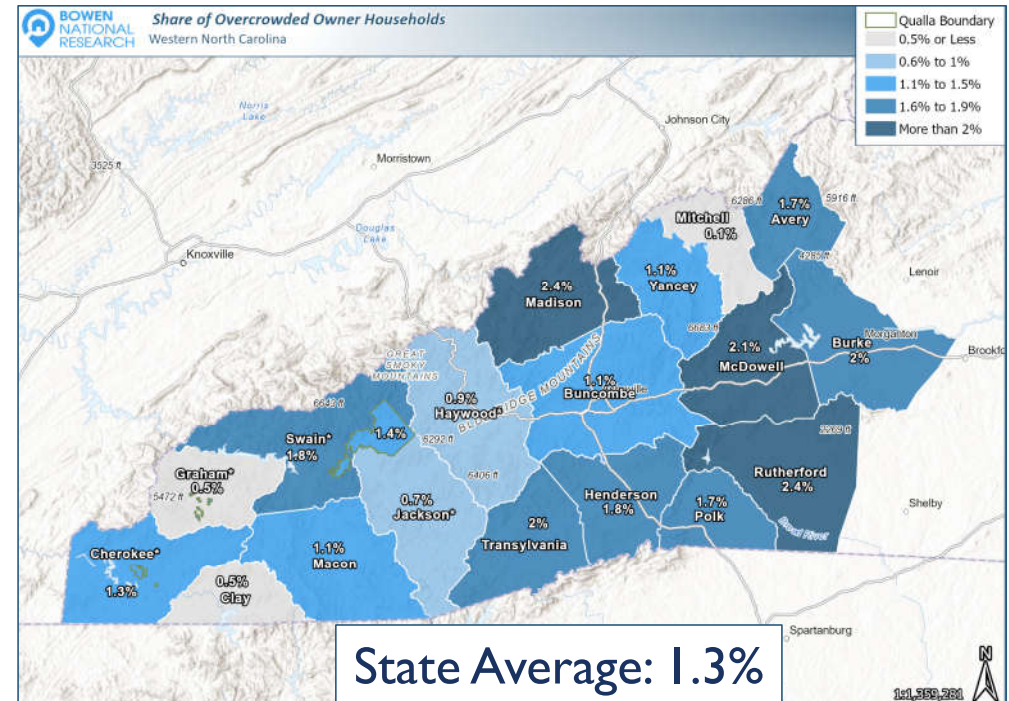
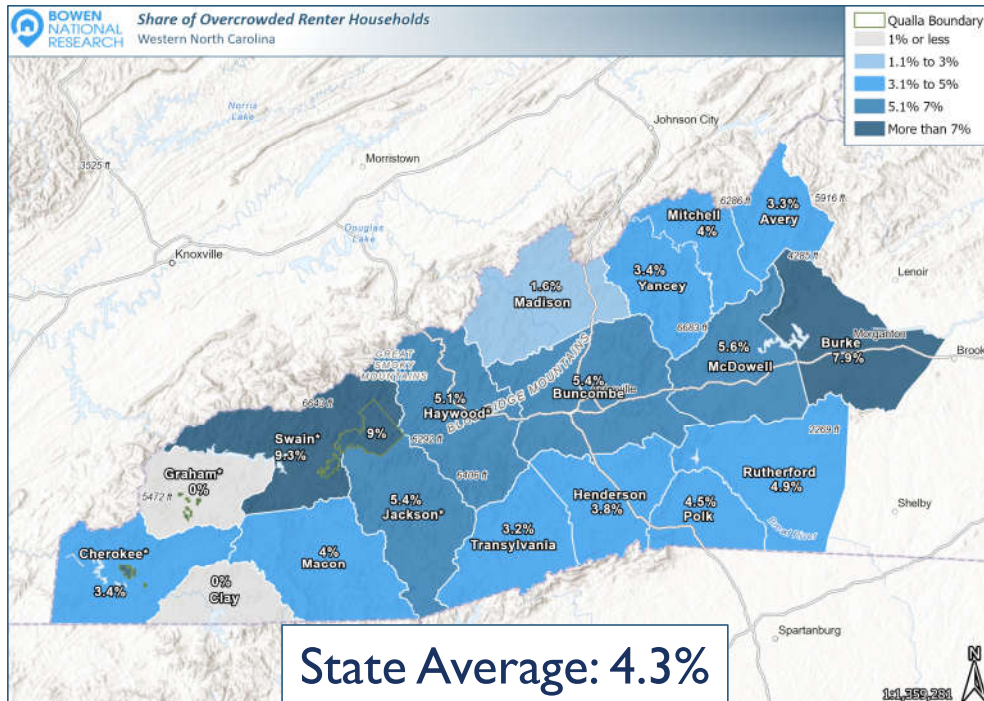


Substandard Housing (Overcrowded Households) – Renter & Owner

Overcrowded Housing has 1.01+ Persons Per Room

5,529 (5.0%) Renter Households are Living in Overcrowded Housing Units

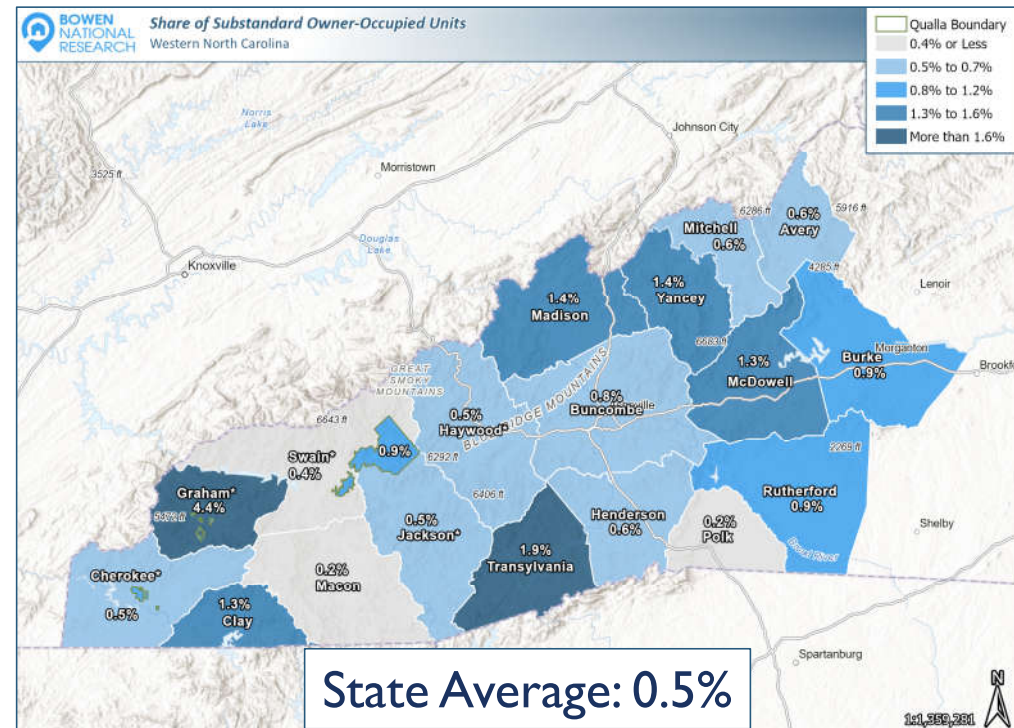
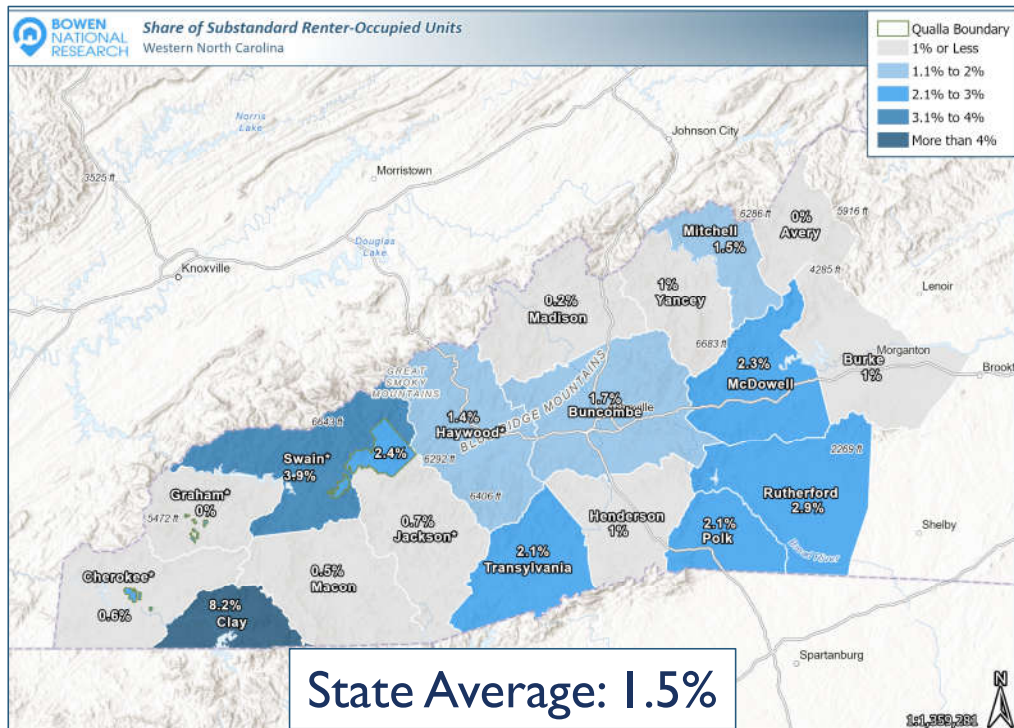
3,905 (1.5%) Owner Households are Living in Overcrowded Housing Units



Substandard Housing (Lacking Complete Kitchens/Plumbing) – Renter & Owner

1,741 (1.6%) Renter Households Live in Units without Complete Kitchens/Plumbing

2,195 (0.8%) Owner Households Live in Units without Complete Kitchens/Plumbing



Multifamily Rental Housing Overview

The Local Housing Market Offers a Variety of Product by Age, Quality, Type and Pricing, but Limited Availability and Affordability Remain Challenges for Most Residents

Surveyed Multifamily Rental Housing - Region

Project Type	Projects Surveyed	Total Units	Vacant Units	Occupancy Rate	Vacancy Rate
Market-rate	145	14,834	147	99.0%	1.0%
Market-rate/Tax Credit	9	1,576	48	97.0%	3.0%
Tax Credit	57	2,797	38	98.6%	1.4%
Tax Credit/Government-Subsidized	29	1,283	2	99.8%	0.2%
Market-rate/Tax Credit/Government-Subsidized	1	123	0	100.0%	0.0%
Government-Subsidized	90	4,708	4	99.9%	0.1%
Total	331	25,321	239	99.1%	0.9%

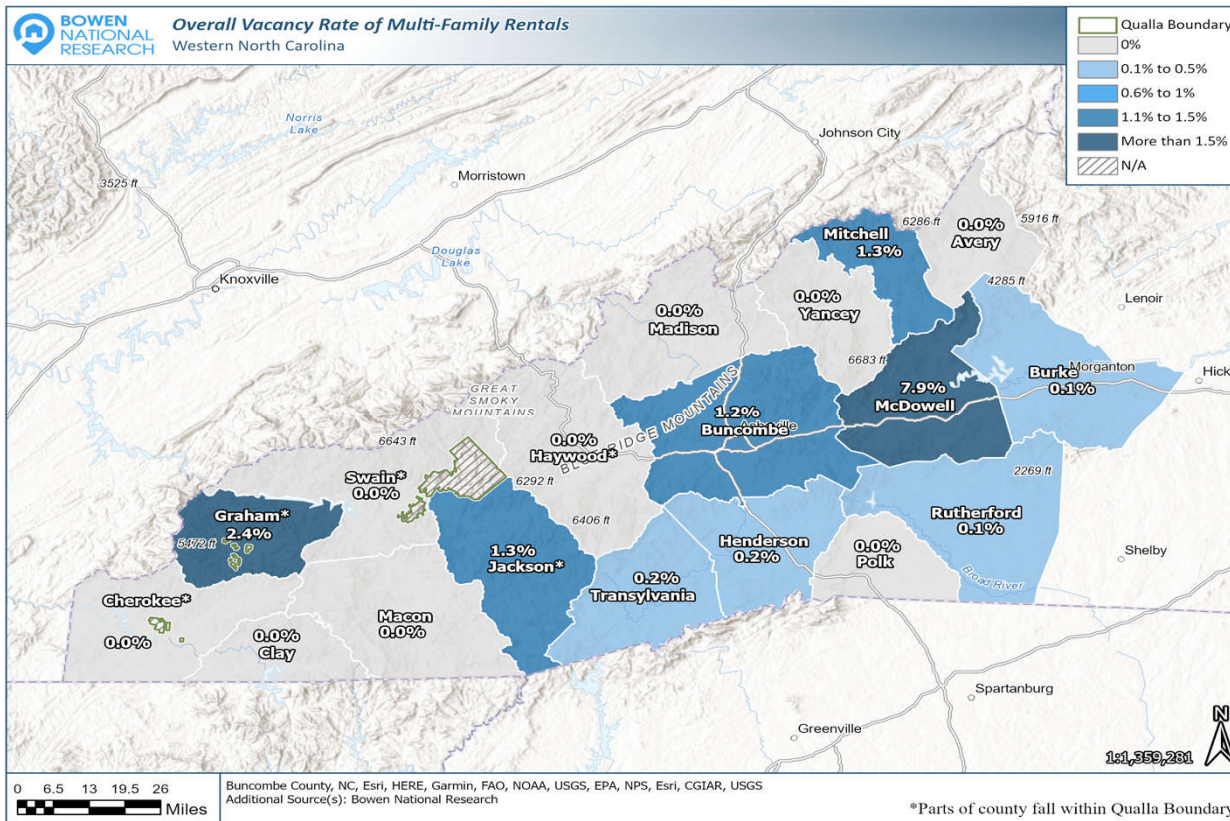
Vacancy Rates by Market

Market	Overall Vacancy Rate	Vacancy Rate by Type		
		Market	Tax Credit	Subsidy
Avery	0.0%	0.0%	0.0%	0.0%
Buncombe	1.2%	1.5%	3.2%	0.0%
Burke	0.1%	0.0%	0.0%	0.3%
Cherokee	0.0%	-	-	0.0%
Clay	0.0%	0.0%	-	0.0%
Graham	2.4%	-	0.0%	3.8%
Haywood	0.0%	0.0%	0.0%	0.0%
Henderson	0.2%	0.4%	0.0%	0.0%
Jackson	1.3%	1.4%	0.0%	0.0%
Macon	0.0%	0.0%	0.0%	0.0%
Madison	0.0%	-	0.0%	0.0%
McDowell	7.9%	0.0%	20.3%	0.0%
Mitchell	1.3%	-	-	1.3%
Polk	0.0%	-	0.0%	0.0%
Rutherford	0.1%	0.5%	0.0%	0.0%
Swain	0.0%	0.0%	-	0.0%
Transylvania	0.2%	0.4%	0.0%	0.0%
Yancey	0.0%	-	-	0.0%
Region	0.9%	1.2%	2.4%	0.1%

- Among the 25,321 surveyed units, **0.9% are vacant (99.1% occupied)**.
Note: Healthy, well-balanced markets operate at 94%-96% occupancy.
- **Vacancies** in the region are **extremely low across the entire region**, indicating a significant need for additional multifamily rental housing.
- Management at a majority of the affordable multifamily housing projects indicated that they **maintain wait lists** for the next available units. As such, there is clear **pent-up demand** for affordable housing in the region.

Overall Vacancy Rate of Multifamily Rentals

Multifamily rental vacancy rates are low within entire region



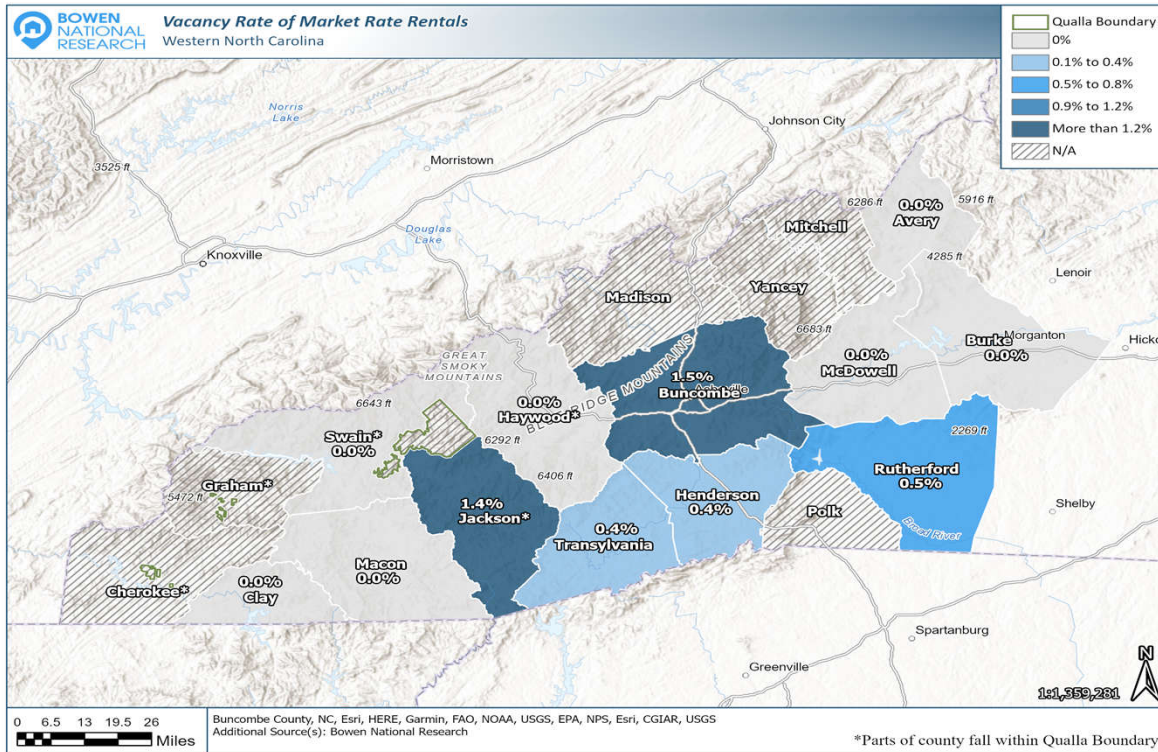
SORRY, NO VACANCY

- **Nine of 18 study areas have NO vacant apartments**
- **Lack of any available units most pronounced in more rural areas**
- **Only two counties (Graham and McDowell) have vacancy rates above 2.0%**
- **Note: McDowell County vacancies attributed to new (January 2021) Tax Credit project that is in initial lease-up phase**

Market Rate (Affordable*) Apartments – Vacancy Rates and Rents

Only market-rate vacancies concentrated in central and southern part of region

More developed areas have rents generally over \$1,100/month, while rural areas are generally between \$600-\$1,000/month



	Median Market-rate Rents by Bedroom/Bathroom Type			
	One-Br/ 1.0-Ba	Two-Br/ 1.0-Ba	Two-Br/ 2.0-Ba	Three-Br/ 2.0-Ba
Avery	-	\$1,500	\$1,500	-
Buncombe	\$1,147	\$1,195	\$1,375	\$1,595
Burke	\$780	\$825	\$800	\$963
Cherokee	-	-	-	-
Clay	\$795	\$895	-	-
Graham	-	-	-	-
Haywood	\$1,080	-	\$1,275	\$1,415
Henderson	\$1,116	\$1,127	\$1,310	\$1,540
Jackson	\$875	\$1,000	\$1,400	-
Macon	-	-	\$750	-
Madison	-	-	-	-
McDowell	-	-	-	-
Mitchell	-	-	-	-
Polk	-	-	-	-
Qualla Boundary	-	-	-	-
Rutherford	\$670	\$695	\$808	\$825
Swain	-	\$600	-	-
Transylvania	\$3,913	\$850	\$3,875	-
Yancey	-	-	-	-
Region (Rent Range)	\$670 - \$3,913	\$600 - \$1,500	\$750 - \$3,875	\$825 - \$1,595

35.8% of renters can't afford rent at \$600+
 63.7% of renters can't afford rent at \$1,100+

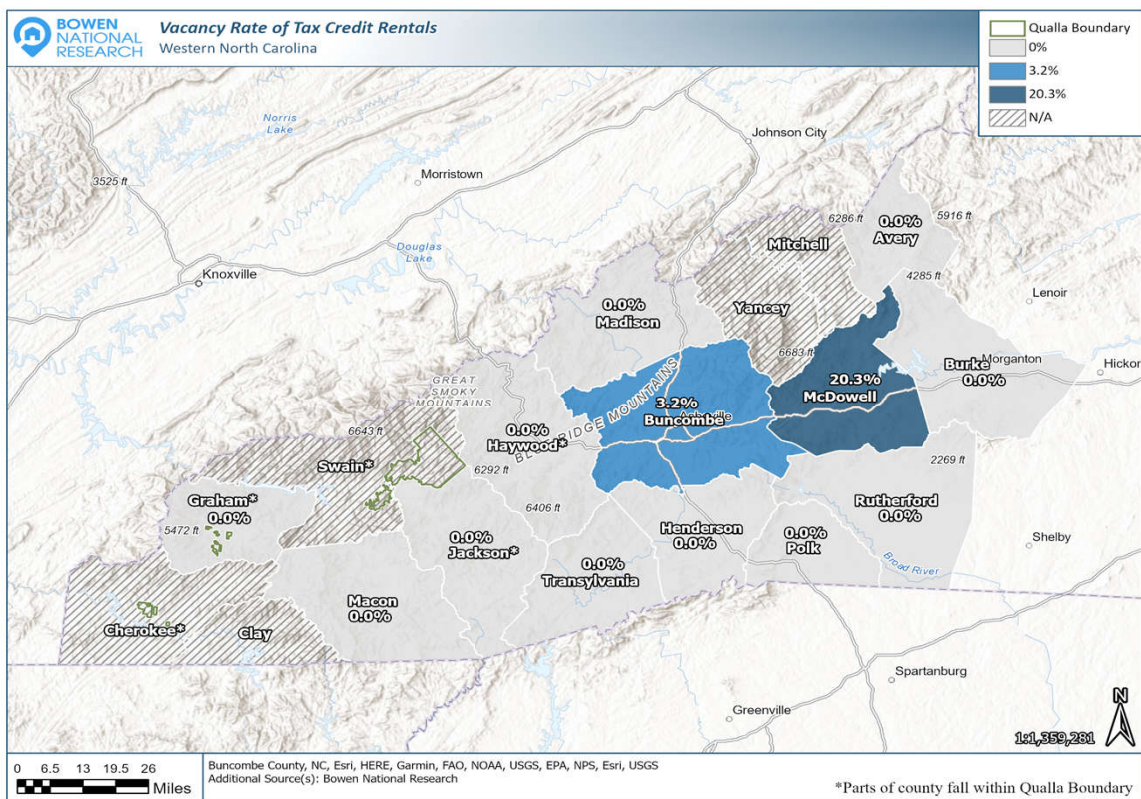
* Inventory Primarily focused on product affordable to households earning up to 100% of Area Median Income

Tax Credit Apartments - Vacancy Rates and Rents

Tax Credit housing is generally affordable to households earning up to 80% of Area Median Income

Only Tax Credit vacancies in Buncombe & McDowell counties

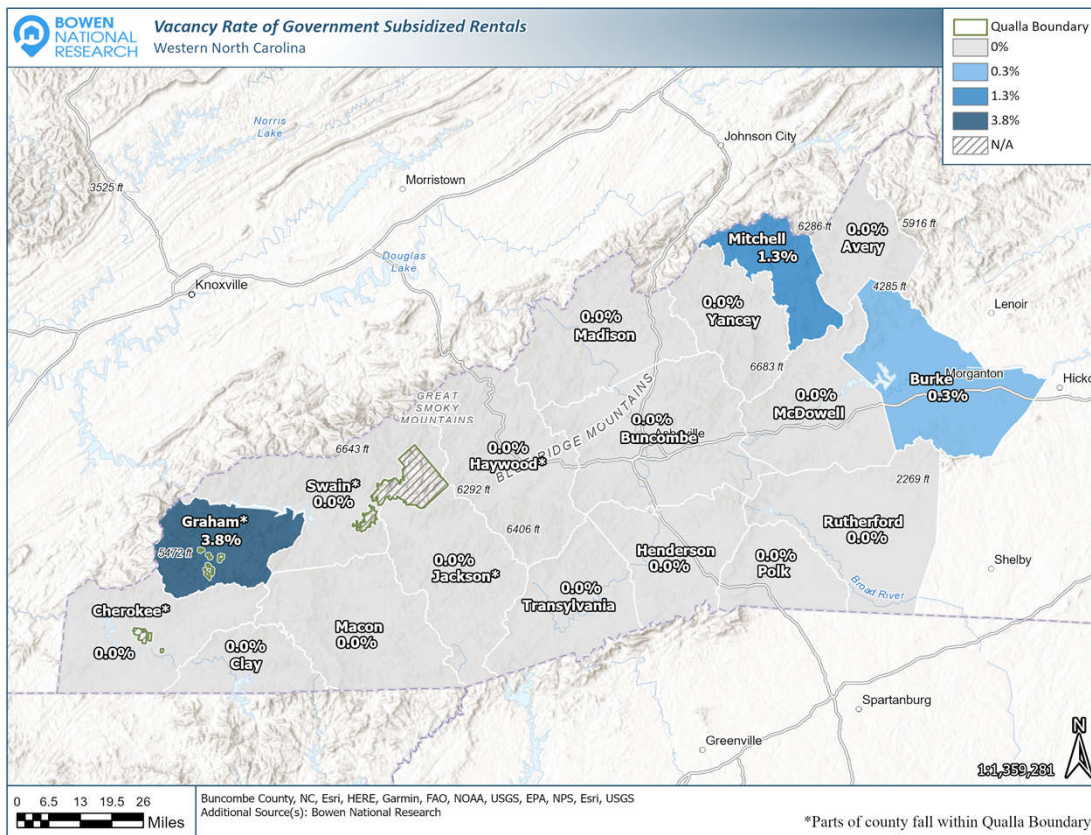
Median Tax Credit rents by bedroom type and by county have a relatively narrow range (\$435 1-Br. to \$800 2-Br./2 bath). Some of the highest rents in Buncombe County (Asheville). The lower rents are generally within the more rural areas



	Median Tax Credit Rents by Bedroom/Bathroom Type			
	One-Br/ 1.0-Ba	Two-Br/ 1.0-Ba	Two-Br/ 2.0-Ba	Three-Br/ 2.0-Ba
Avery	\$511	\$712	\$683	-
Buncombe	\$583	\$597	\$694	\$690
Burke	\$435	\$475	\$598	\$623
Cherokee	-	-	-	-
Clay	-	-	-	-
Graham	\$490	-	\$605	-
Haywood	\$550	\$594	\$663	\$735
Henderson	\$510	\$583	\$800	\$699
Jackson	\$498	\$586	-	\$662
Macon	\$510	\$568	\$625	\$705
Madison	\$512	\$597	-	-
McDowell	\$472	\$565	-	\$667
Mitchell	-	-	-	-
Polk	\$479	-	\$588	\$718
Qualla Boundary	-	-	-	-
Rutherford	\$480	\$650	\$573	-
Swain	-	-	-	-
Transylvania	\$553	\$505	\$653	\$750
Yancey	-	-	-	-
Region (Rent Range)	\$435 - \$583	\$475 - \$712	\$573 - \$800	\$623 - \$750

Government Subsidized Apartments - Vacancy Rate & Wait Lists

Subsidized housing product is generally affordable to households earning up to 50% of Area Median Income



- Only subsidized vacancies identified in the counties of Graham, Mitchell and Burke
- More than **2,300 households on wait lists, evidence of pent-up demand**

Surveyed Subsidized Multifamily Rental Housing Supply by Area					
Market	Projects Surveyed	Total Units	Vacant Units	Overall Vacancy Rate	Wait Lists (Households)
Avery	4	46	0	0.0%	37
Buncombe	28	2,344	0	0.0%	1,003
Burke	17	757	2	0.3%	223
Cherokee	4	134	0	0.0%	35
Clay	3	64	0	0.0%	119
Graham	2	52	2	3.8%	9
Haywood	5	234	0	0.0%	168
Henderson	7	592	0	0.0%	164
Jackson	1	27	0	0.0%	6
Macon	2	70	0	0.0%	80
Madison	5	177	0	0.0%	10
McDowell	5	214	0	0.0%	90
Mitchell	7	154	2	1.3%	118
Polk	3	74	0	0.0%	42
Qualla Boundary	-	-	-	-	-
Rutherford	10	424	0	0.0%	151
Swain	1	12	0	0.0%	0
Transylvania	9	321	0	0.0%	42
Yancey	7	203	0	0.0%	81
Region	120	5,899	6	0.1%	2,378

Wait Lists of Multifamily Rentals

There are **approximately 5,547 households on the wait lists** for available multifamily rental housing in the region, illustrating pent-up demand among all affordability levels.

Surveyed Multifamily Rental Housing Supply by Area				
Market	Wait Lists by Type (Households)			
	Market	Tax Credit	Subsidy	Total
Avery	0	5	37	42
Buncombe	421	1,221	1,003	2,645
Burke	446	100	223	769
Cherokee	-	-	35	35
Clay	0	-	119	119
Graham	-	0	9	9
Haywood	13	156	168	337
Henderson	131	158	164	453
Jackson	44	52	6	102
Macon	0	102	80	182
Madison	-	0	10	10
McDowell	0	10	90	100
Mitchell	-	-	118	118
Polk	-	10	42	52
Rutherford	100	45	151	296
Swain	0	-	0	0
Transylvania	155	0	42	197
Yancey	-	-	81	81
Region	1,310	1,859	2,378	5,547

The **largest wait list** (2,378 households, representing 42.9% of all wait list households) is for **government-subsidized housing**. This housing segment also has the lowest vacancy rate of 0.1%. The **next largest share** of households on a wait list is for **Tax Credit (33.5%)** units. Even **market-rate** rentals have more than **1,300 households waiting** for a unit, representing **23.6%** of the total households waiting for a unit.



Housing Choice Voucher Acceptance by County



Less than half (45.0%) of surveyed properties accept HCVs

Surveyed Non-Subsidized Multifamily Rental Housing Supply Voucher Acceptance and Use						
Market	Total Number of Non-Subsidized Projects	Number of Projects Accepting Vouchers	Share of Projects Accepting Vouchers	Total Number of Units Eligible for Vouchers	Total Number of Vouchers in Use	Share of Vouchers in Use
Avery	3	2	66.7%	72	72	100.0%
Buncombe	93	31	33.3%	1,476	452	30.6%
Burke	31	17	54.8%	490	120	24.5%
Cherokee	0	0	-	0	0	-
Clay	2	2	100.0%	78	4	5.1%
Graham	1	1	100.0%	32	31	96.9%
Haywood	6	6	100.0%	167	45	26.9%
Henderson	30	17	56.7%	549	151	27.5%
Jackson	23	3	13.0%	80	41	51.3%
Macon	7	4	57.1%	156	52	33.3%
Madison	1	1	100.0%	48	27	56.3%
McDowell	5	5	100.0%	162	50	30.9%
Mitchell	0	0	-	0	0	-
Polk	2	2	100.0%	57	41	71.9%
Qualla Boundary	-	-	-	-	-	-
Rutherford	12	3	25.0%	66	29	43.9%
Swain	2	2	100.0%	21	2	9.5%
Transylvania	4	4	100.0%	99	42	42.4%
Yancey	0	0	-	0	0	-
Region	222	100	45.0%	3,553	1,159	32.6%

Source: Bowen National Research

- A Housing Choice Voucher is a **housing subsidy** paid to the landlord directly by the PHA on behalf of the participating family. The family then pays the difference between the actual rent charged by the landlord and the amount subsidized by the program.
- Over **7,400 HCVs** are issued in the region

Housing Choice Voucher Use by County

Over one-third (2,544) of all Vouchers are not being used in the region

Voucher Use by County					
County	HCV Issued	Estimated Unused Vouchers	Unused Voucher Share	Annual Program Turnover	Wait List
Avery	178	4	2%	32	25
Buncombe	2,924	965	33%	204	708
Burke	1,233	493	40%	271	300
Cherokee/Clay/Graham	408	142	35%	80	0
Haywood/Jackson	884	380	43%	91	537*
Henderson	480	211	44%	47	495
Macon	224	0	0%	6	116
Madison	187	122	65%	37	35
McDowell/Polk/Rutherford	224	112	50%	110	0
Mitchell	236	5	2%	42	15
Swain	7	N/A	N/A	N/A	0
Transylvania	179	106	59%	16	147
Yancey	247	5	2%	44	61
Total	7,411	2,544	34%	980	2,439

*500 in Haywood County and 37 in Jackson County

HCV – Housing Choice Voucher

N/A – Not available

Source: Bowen National Research

- With few exceptions, most counties have shares of **unused vouchers exceeding 33%**
- Contributing factors to limited voucher use:
 - **Area rents are too high** and exceed voucher payment standards (voucher dollar limit); **Less incentive** for property owners to accept HCVs
 - **Very limited availability** making it difficult for voucher holders to find unit
 - Many properties **do not accept HCVs**
- There are over **2,400 households** on the **wait list** for HCV in the region

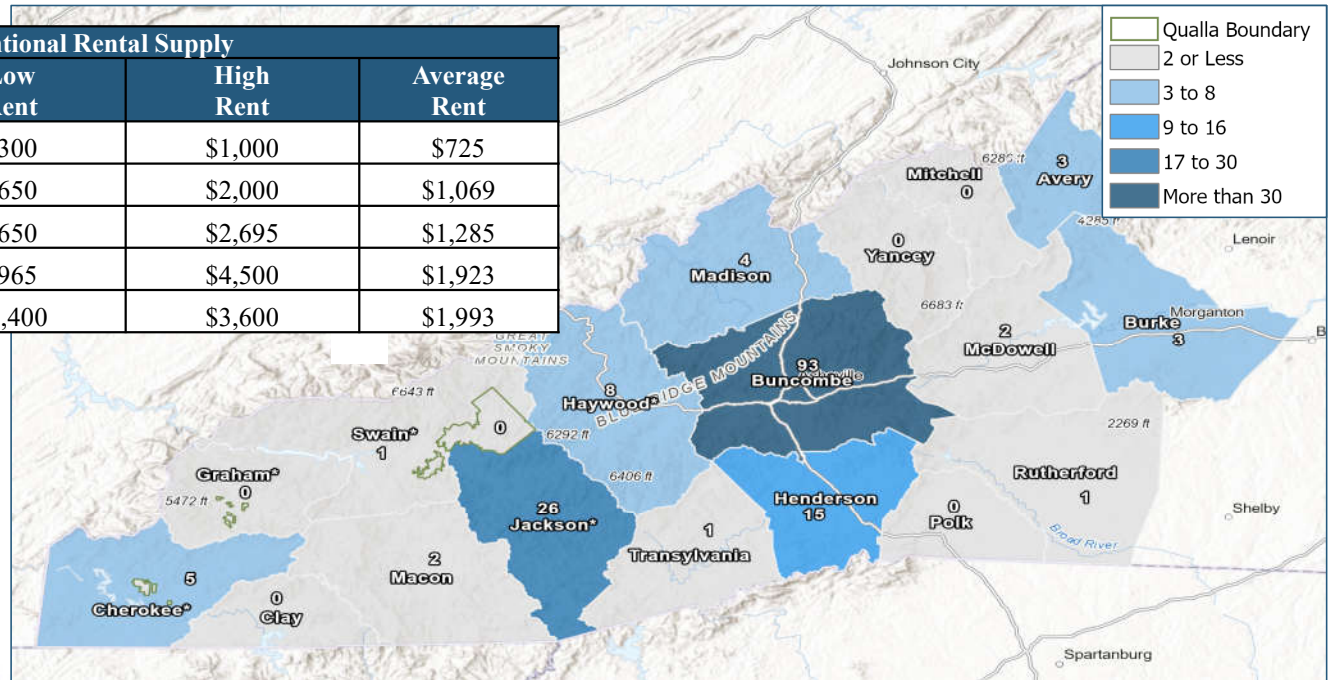
Non-Conventional Rental Housing

Non-Conventional rentals include houses, duplexes, mobile homes, etc.

- **164 available (0.2%) non-conventional rentals identified in region, most renting for \$1,069 or higher**
- **More than half (59.4%) of all renter households in the region do not have sufficient incomes to be able to afford most non-conventional rentals currently available in the market.**
- **Most non-conventional rentals have rents exceeding HCV payment standards**

Surveyed (Available) Non-Conventional Rental Supply

Bedroom	Vacant Units	Percent	Low Rent	High Rent	Average Rent
Studio	4	2.4%	\$300	\$1,000	\$725
One-Bedroom	31	18.9%	\$650	\$2,000	\$1,069
Two-Bedroom	54	32.9%	\$650	\$2,695	\$1,285
Three-Bedroom	67	40.9%	\$965	\$4,500	\$1,923
Four-Bedroom	8	4.9%	\$1,400	\$3,600	\$1,993
Total	164				

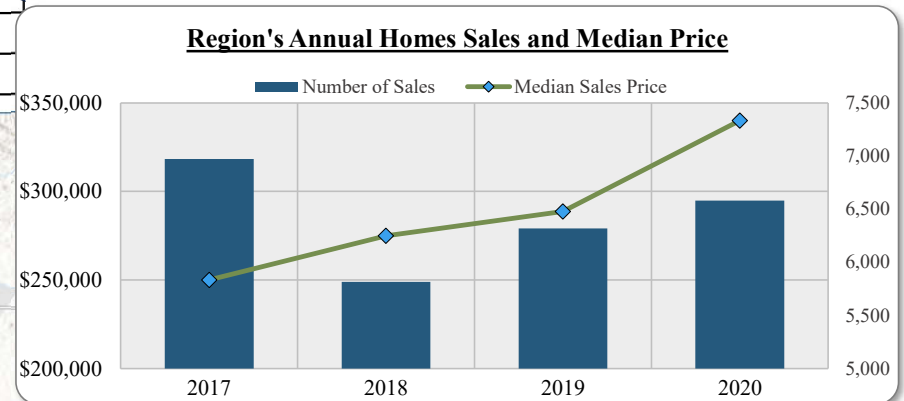
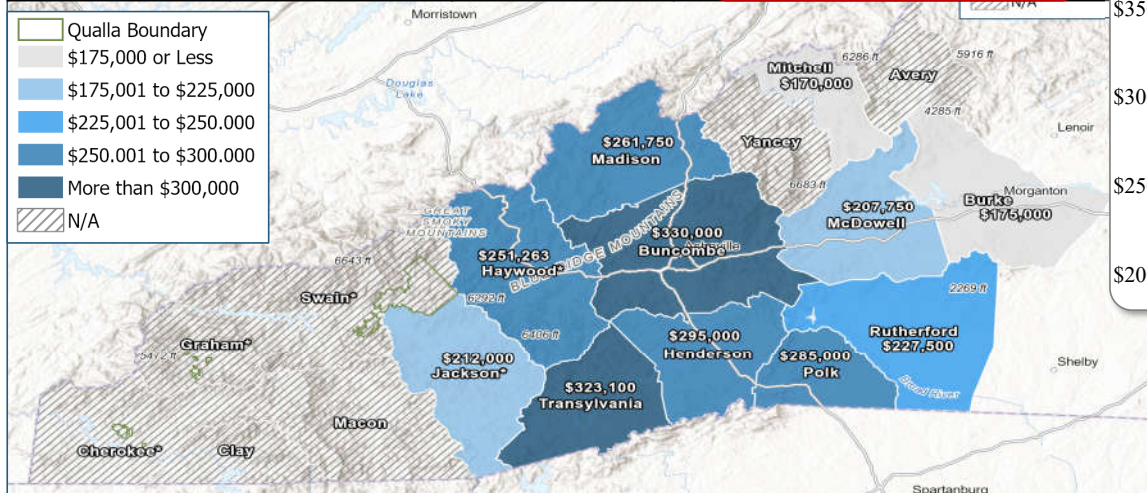


For-Sale Housing – Historical Sales

The **volume of homes** sold has increased over the past 2 years while **median sales prices** have increased the past 3 years, demonstrating growing demand for such product.

Region - Number of For-Sale Housing Units by Year Sold				
Year	Homes Sold	Annual Change	Median Sale Price	Annual Change
2017	6,973	-	\$250,000	-
2018	5,816	-16.6%	\$275,000	10.0%
2019	6,318	8.6%	\$288,625	5.0%
2020	6,581	4.2%	\$340,000	17.8%

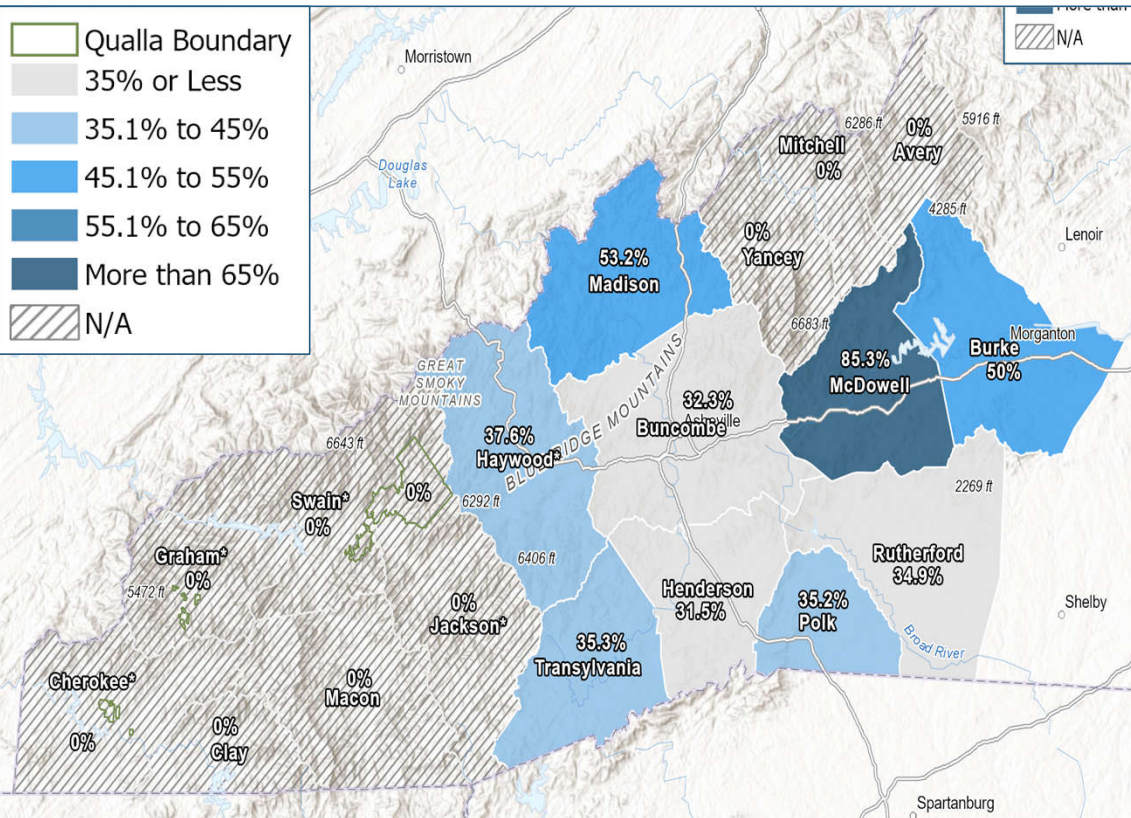
The median sale price has increased from \$250,000 to \$340,000 over the past four years, representing an overall **increase of \$90,000 or 36.0%**.



Note: did not include 2021 sales history.

For-Sale Housing – Historical Sales (Change in Median Sale Price 2017 to 2020)

The region's median sale price increased **36.0%** between 2017 and 2020, with several counties (Burke, McDowell and Madison) at or exceeding 50% increases. Note: Asheville FMR Area median income growth of **18.3%**



Region Historical Sales					
Median Price of Homes by Year Sold					2017 to 2020
Study Area	2017	2018	2019	2020	Change
Avery	-	-	-	-	-
Buncombe	\$285,000	\$330,000	\$340,000	\$377,000	32.3%
Burke	\$140,000	\$171,000	\$175,000	\$210,000	50.0%
Cherokee	-	-	-	-	-
Clay	-	-	-	-	-
Graham	-	-	-	-	-
Haywood	\$218,250	\$247,750	\$246,000	\$300,250	37.6%
Henderson	\$257,000	\$283,450	\$299,500	\$338,000	31.5%
Jackson	-	-	-	-	-
Macon	-	-	-	-	-
Madison	\$235,000	\$230,000	\$287,000	\$360,000	53.2%
McDowell	\$170,000	\$185,000	\$214,500	\$315,000	85.3%
Mitchell	-	-	-	-	-
Polk	\$239,950	\$265,000	\$300,000	\$324,450	35.2%
Qualla Boundary	-	-	-	-	-
Rutherford	\$199,000	\$219,750	\$210,000	\$268,500	34.9%
Swain	-	-	-	-	-
Transylvania	\$277,250	\$288,500	\$325,000	\$375,000	35.3%
Yancey	-	-	-	-	-
Region	\$250,000	\$275,000	\$288,625	\$340,000	36.0%

Source: Multiple Listing Service, Realtor.com and Bowen National Research

For-Sale Housing – Available Supply

Region's for-sale inventory has **limited availability**, relatively **high prices** and is **sold quickly**

	Available For-Sale Housing						
	Total Available Units	% Share of Region	Availability Rate*	Average List Price	Median List Price	Average Days On Market	Average Year Built
Avery	156	6.3%	3.0%	\$906,464	\$489,000	84	1990
Buncombe	510	20.5%	0.7%	\$887,504	\$544,508	58	1981
Burke	81	3.3%	0.3%	\$502,458	\$275,000	69	1976
Cherokee	131	5.2%	1.4%	\$388,548	\$225,000	68	1990
Clay	75	3.0%	2.1%	\$520,161	\$379,000	122	1994
Graham	31	1.2%	1.0%	\$489,042	\$389,000	152	1989
Haywood	215	8.6%	1.1%	\$558,913	\$399,000	74	1982
Henderson	227	9.1%	0.6%	\$697,799	\$449,000	74	1987
Jackson	220	8.8%	2.2%	\$1,016,087	\$565,000	93	1993
Macon	179	7.2%	1.6%	\$777,598	\$437,000	72	1984
Madison	66	2.7%	0.9%	\$551,627	\$450,000	80	1995
McDowell	59	2.3%	0.4%	\$440,237	\$375,000	76	1980
Mitchell	56	2.2%	1.0%	\$522,740	\$339,000	56	1971
Polk	76	3.1%	1.1%	\$702,808	\$489,000	94	1977
Qualla Boundary	-	-	-	-	-	-	-
Rutherford	157	6.3%	0.8%	\$398,088	\$275,000	91	1978
Swain	61	2.5%	2.2%	\$592,684	\$465,000	99	1996
Transylvania	106	4.3%	0.9%	\$922,099	\$565,000	90	1987
Yancey	85	3.4%	1.5%	\$434,353	\$299,000	263	1979
Region	2,491	100.0%	0.9%	\$706,882	\$399,000	86	1986

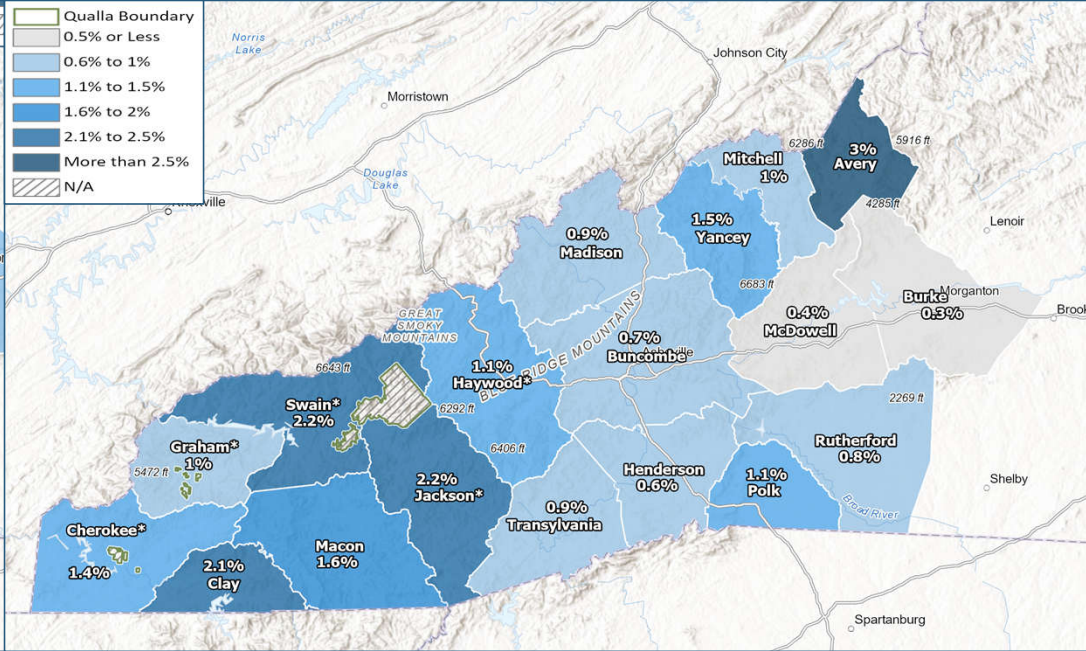
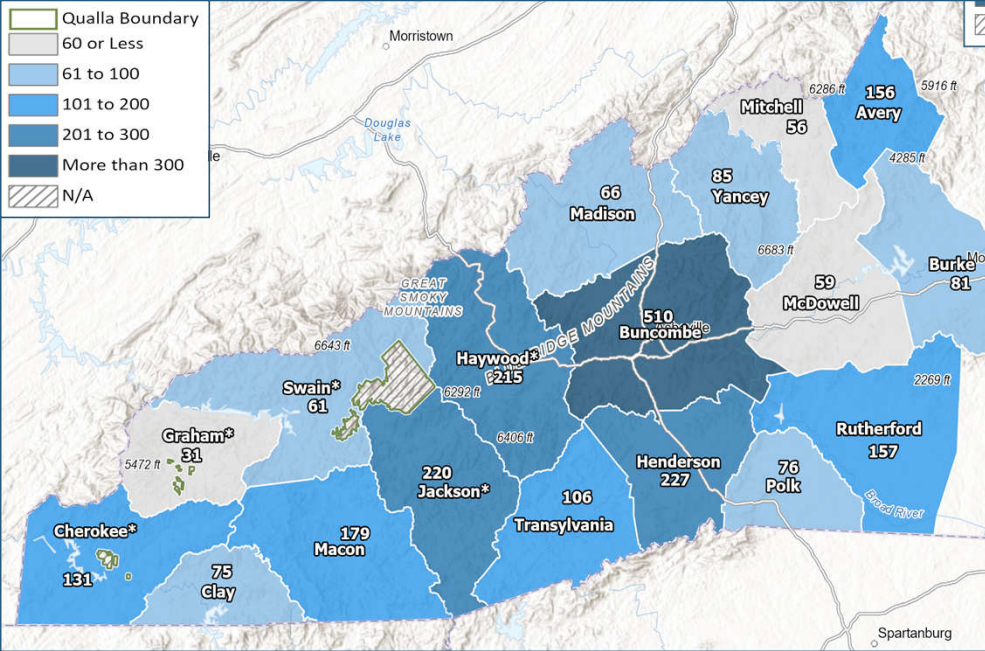
- Region's **availability rate** (0.9%) is well below healthy levels (2%-3%)
- Region's **median list price** is \$399k, with 14 of 18 counties having average list prices above \$300k
- Most homes are **sold within two to three months** of being listed

For-Sale Housing – Total Available Homes & Availability Rates

The **lowest number** of available homes are east of Buncombe County and within Graham County, which are also among counties with the **lowest availability rates** (generally at 1.0% or lower)

Available Units

Availability Rates



For-Sale Housing – Available Listings by Price

Over two-thirds (69.6%) of the available supply in the region is priced over \$300,000. Assuming a household pays a minimum down payment of 5%, a household would need to have an annual income of around \$95,000 to afford a house at this price.

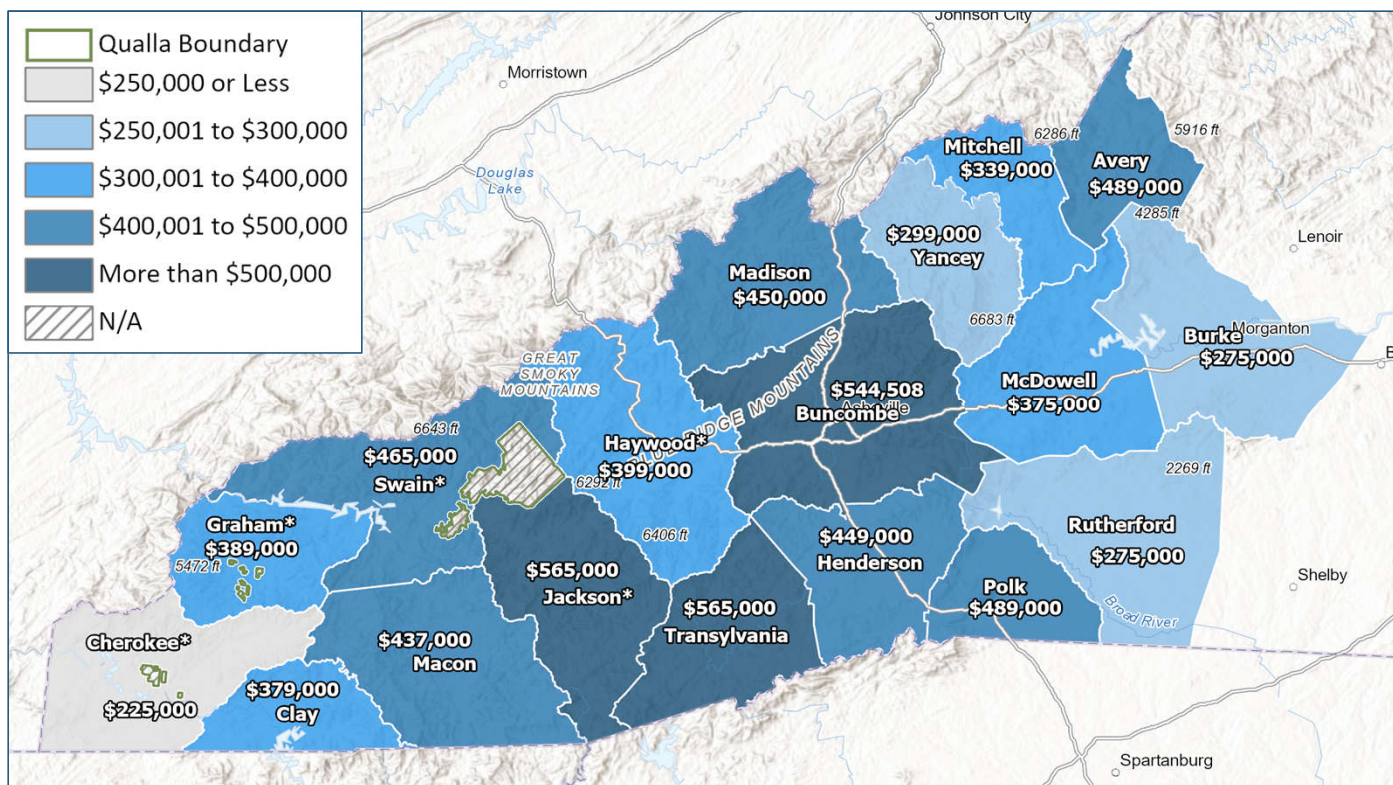
Only about **7% of renters** and **24% of homeowners** can afford a typical (\$300k+) mortgage in the region.



	Available For-Sale Housing Units by List Price									
	<\$100,000		\$100,000 - \$199,999		\$200,000 - \$299,999		\$300,000 - \$399,999		\$400,000+	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Avery	1	0.6%	29	18.6%	25	16.0%	15	9.6%	86	55.1%
Buncombe	1	0.2%	27	5.3%	49	9.6%	83	16.3%	350	68.6%
Burke	7	8.6%	19	23.5%	21	25.9%	13	16.0%	21	25.9%
Cherokee	9	6.9%	27	20.6%	30	22.9%	21	16.0%	44	33.6%
Clay	2	2.7%	7	9.3%	14	18.7%	15	20.0%	37	49.3%
Graham	1	3.2%	7	22.6%	3	9.7%	8	25.8%	12	38.7%
Haywood	4	1.9%	25	11.6%	48	22.3%	35	16.3%	103	47.9%
Henderson	0	0.0%	17	7.5%	36	15.9%	50	22.0%	124	54.6%
Jackson	4	1.8%	18	8.2%	30	13.6%	28	12.7%	140	63.6%
Macon	5	2.8%	29	16.2%	32	17.9%	19	10.6%	94	52.5%
Madison	1	1.5%	2	3.0%	8	12.1%	17	25.8%	38	57.6%
McDowell	2	3.4%	12	20.3%	12	20.3%	5	8.5%	28	47.5%
Mitchell	3	5.4%	13	23.2%	10	17.9%	11	19.6%	19	33.9%
Polk	0	0.0%	2	2.6%	9	11.8%	15	19.7%	50	65.8%
Qualla Boundary	-	-	-	-	-	-	-	-	-	-
Rutherford	16	10.2%	41	26.1%	25	15.9%	20	12.7%	55	35.0%
Swain	0	0.0%	6	9.8%	9	14.8%	11	18.0%	35	57.4%
Transylvania	1	0.9%	3	2.8%	12	11.3%	16	15.1%	74	69.8%
Yancey	4	4.7%	14	16.5%	25	29.4%	11	12.9%	31	36.5%
Region	62	2.5%	298	12.0%	398	16.0%	393	15.8%	1,341	53.8%

For-Sale Housing – Median List Price of Available Homes

Generally, **higher list prices** of available homes are in the **central corridor** of region, lower prices are in the far eastern and western ends of the region.



Housing Gaps by Affordability & Tenure – Two Approaches

Income Stratifications	Up to 50%, Between 51% and 80%, & Between 81% and 120% of AMI	456 individual sets of housing gap estimates are provided for region
Two Tenures	Renter & Owner, for both General Occupancy and Older Adults 55+	
Time Period	Between 2020 & 2025	
Scenario 1: NCHFA Format (Recommended)	<p>The North Carolina Housing Finance Agency requires demand estimates that include renter household growth, households living in cost-burdened housing situations, and households living in substandard housing. Additionally, the demand estimates must account for Tax Credit units that have been allocated in the past two years or are currently under construction. While NCHFA does not have a formal demand (capture rate) ratio threshold, it is commonly assumed that each market can support up to 30% of the total demand. NCHFA does not have a for-sale demand model, but we used a similar approach for for-sale housing gap estimates.</p>	
Scenario 2: HUD Format	<p>The Department of Housing and Urban Development (HUD) has a few different approaches to assess the depth of housing need and the market potential for a new residential project. At an initial level, HUD typically requires an approach that is often referred to as a “simple capture rate analysis.” Under this approach, the total number of renter households in the market that are within the targeted income range are considered. While HUD does not have a formal demand (capture rate) ratio threshold, demand ratios of 10% in urban markets and 15% in rural markets are commonly deemed acceptable/achievable. HUD does not have a for-sale demand model, but we used a similar approach for for-sale housing gap estimates.</p>	

Housing Gaps by Affordability & Tenure – Renter

Study Area	Rental Housing Gap Estimates – Number of Units Needed by AMHI Level			
	NCHFA Format		HUD Format	
	General Occupancy	Older Adult Age 55+	General Occupancy	Older Adult Age 55+
Avery	169	93	187	60
Buncombe	5,439	2,260	3,669	1,176
Burke	868	360	1,285	412
Cherokee	326	225	400	154
Clay	137	109	206	84
Graham	27	27	70	23
Haywood	884	575	1,043	402
Henderson	1,650	955	2,008	805
Jackson	777	334	827	206
Macon	376	274	562	213
Madison	270	192	375	134
McDowell	461	243	715	231
Mitchell	87	62	159	47
Polk	227	154	360	164
Qualla Boundary	89	51	143	41
Rutherford	955	466	1,193	344
Swain	146	103	180	70
Transylvania	346	227	523	209
Yancey	217	149	308	110
Region	13,451	6,859	14,213	4,885

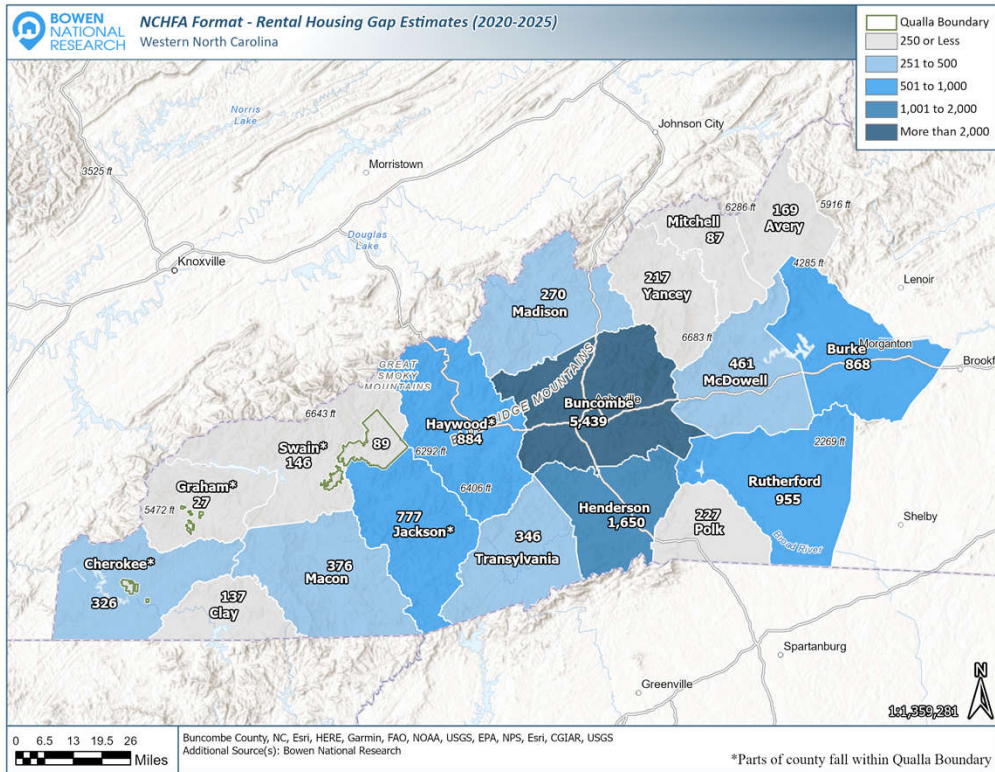
- *NCHFA Format Estimates* – Region gap of **13,000 rental units** serving up to 120% of AMI; Approximately **one-half** of the gap is for product that serves **older adults** (ages 55+); Nearly **three-quarters** of gap is for product serving households \leq 50% AMI
- *HUD Format Estimates* – Region has a need for more than 14,000 rental units serving households with incomes up to 120% AMI; Over one-third of gap for older adults (ages 55+); \sim 58% of gap is for product affordable \leq 50% AMI

Additional breakdowns of Rental Housing Gaps by individual AMI levels are provided on pages 214 and 216

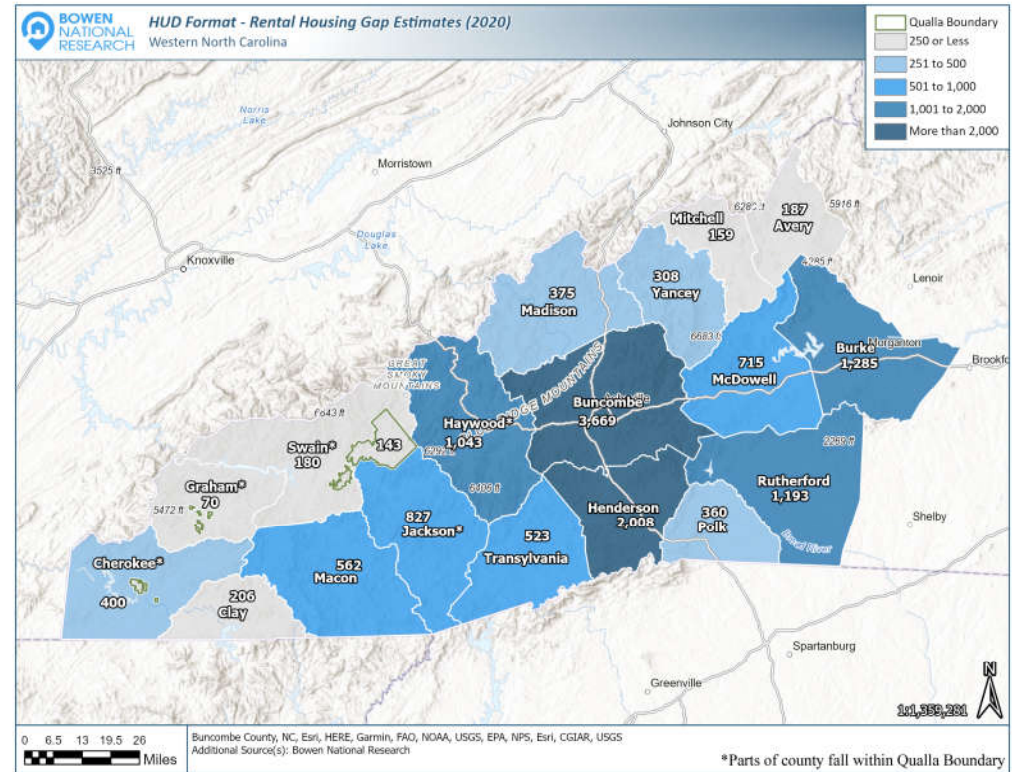
Rental Housing Gap Estimates (2020-2025)

Largest rental housing gaps are generally within the central & far eastern portions of the region

NCHFA Format



HUD Format



Housing Gaps by Affordability & Tenure – Owner

Study Area	Owner Housing Gap Estimates – Number of Units Needed by AMHI Level			
	NCHFA Format		HUD Format	
	General Occupancy	Older Adult Age 55+	General Occupancy	Older Adult Age 55+
Avery	118	37	146	104
Buncombe	1,329	729	2,254	1,294
Burke	138	103	924	518
Cherokee	81	90	309	200
Clay	76	29	125	87
Graham	7	8	114	68
Haywood	145	131	588	351
Henderson	311	364	1,184	710
Jackson	86	79	335	205
Macon	78	93	384	253
Madison	104	82	276	165
McDowell	120	98	483	273
Mitchell	8	28	183	109
Polk	117	51	208	130
Qualla Boundary	11	5	88	46
Rutherford	251	179	590	246
Swain	15	11	96	60
Transylvania	69	56	346	213
Yancey	32	43	197	125
Region	3,096	2,216	8,830	5,157

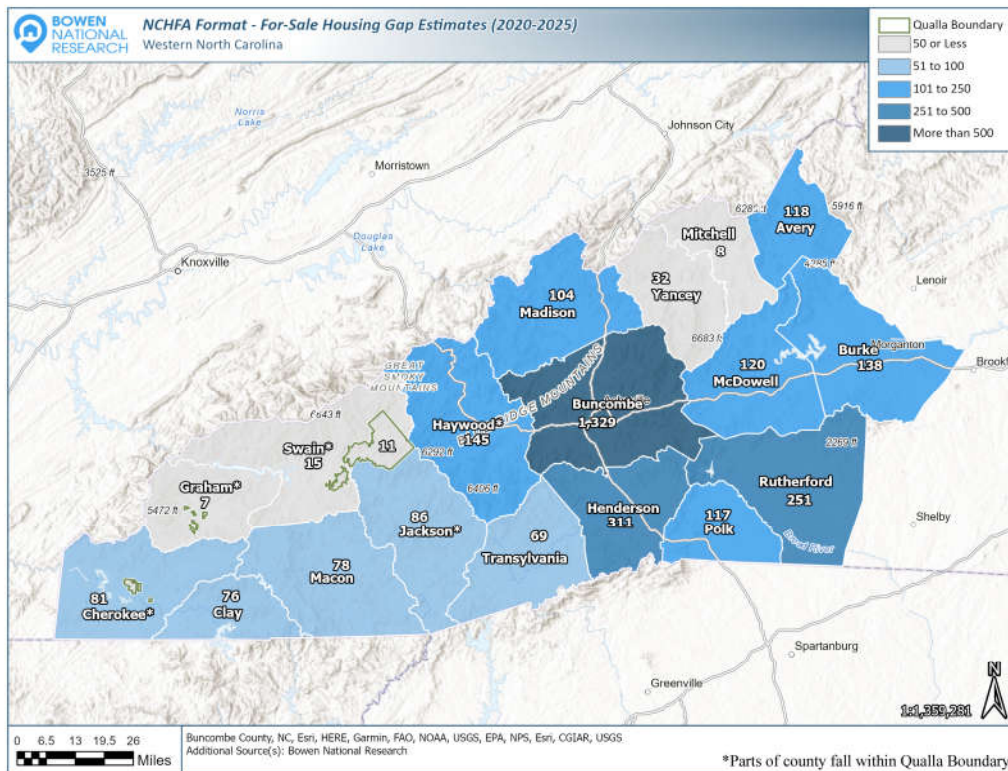
- *NCHFA Format Estimates* – Region gap of **3,096 for-sale units** serving up to 120% of AMI; Over 70% of the gap is for product that serves **older adults** (ages 55+); Roughly **two-thirds** of gap is for product serving households \leq 50% AMI
- *HUD Format Estimates* – Region has a need for 8,830 for-sale units serving households with incomes up to 120% AMI; ~58% of gap for older adults (ages 55+); Almost 40% of gap is for product affordable \leq 50% AMI (though demand is spread out among all AMI levels)

Additional breakdowns of Owner Housing Gaps by individual AMI levels are provided on pages 220 and 222

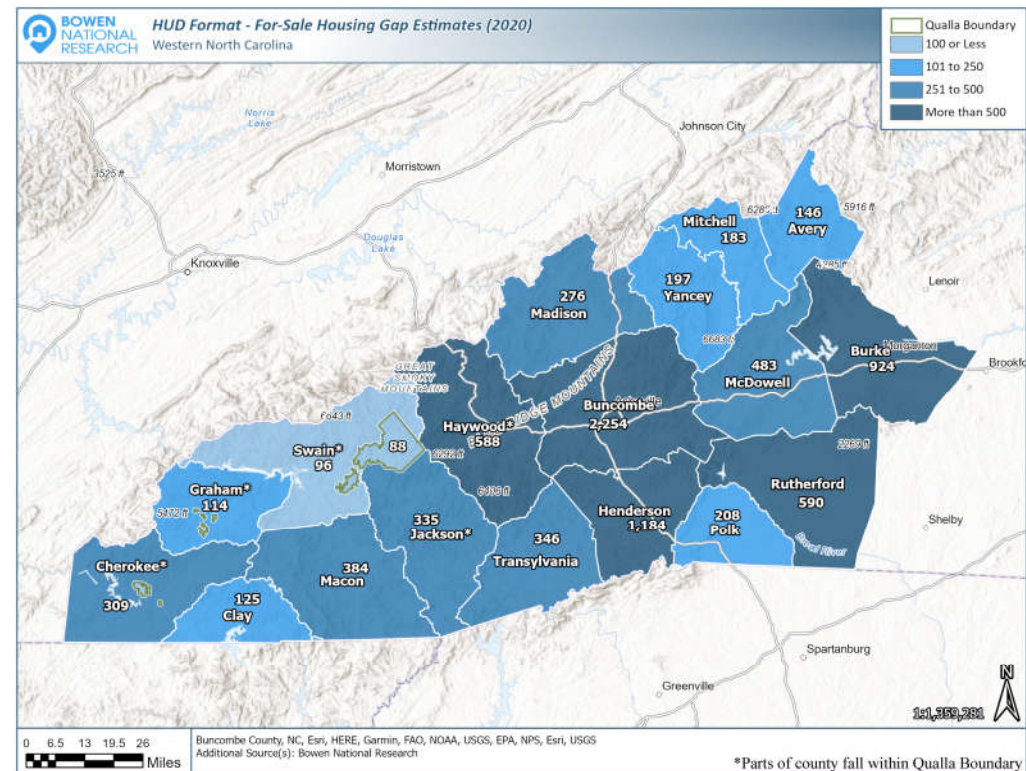
Owner Housing Gap Estimates (2020-2025)

Largest owner (for-sale) housing gaps are generally within the central portion of the region

NCHFA Format



HUD Format



Final Thoughts

- **Availability, Affordability** and **Quality** of Housing Remain Greatest Challenges to Area Residents
- **Market Imbalance** Exists Between Household Income Levels and the Housing that is Affordable to Them
- Challenges Greatest Among Lower Income Individuals that Typically **Must Work Excessive Hours** to Afford Housing
- **Housing Choice Voucher** Acceptance and Usage are Low, Costing Region Substantial **Loss in Federal Assistance**
- Housing **Costs Outpacing Income** Growth, **Adding to the Gap** in Housing Needs
- **Large Network** of Regional Entities Poised and Willing to Help be Part of **Housing Solutions**