STARK
Economic Development Board

HOUSING NEEDS ANALYSIS

JUNE 2024

www.starkcoohio.com

Prepared by:
Next Move Group
We Are Jobs

ACKNOWLEDGMENTS

The Next Move Group team would like to thank the following leaders and organizations for their participation in the development of Stark County's Housing Needs Analysis.

Janet Weir Creighton
Commissioner

Richard Regula
Commissioner

Bill Smith
Commissioner

Brant Luther
Administrator

Along with many other governmental agencies, municipalities, and community partners.

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Throughout our stakeholder feedback sessions in Stark County, we learned two very important pieces of quantitative information:

1. There is a significant issue across the community where there is a rise in the number of households experiencing homelessness, or housing cost-burdened issues, that historically have not.
2. While there is demand for new housing, established households are not moving into newer homes that better align with their incomes, and instead, are choosing to remain in their current homes.

These two key facts about Stark County's housing market help us understand that there is a lack of affordable housing available, and people are not willing, or not able, to spend their money on new housing. Given the anecdotal information about homelessness and cost-burden issues, there is also a significant shortage of housing available for middle- and lower-income households. These key facts led us to investigate the following data points to gain a better perspective of the local housing market:

- The income levels of current households
- The percentage of households that own vs. rent
- The number of renter-occupied and owner-occupied housing units by value

Housing Attainability:

There are several variables that influence the type of house a household can afford, like household income, credit score, other long term debt obligations, interest rates, and for-sale/for-rent housing stock. Interest rates and home values are beyond the control of a household's ability to buy a home, but are two of the largest barriers to homeownership:

1. **Sky-rocketing Home Values:** The US housing market has seen a significant increase in the cost of housing due to several reasons. Low-interest rates post-covid combined with the exodus of population from metro regions created an environment of high demand for existing housing, increasing prices while at the same time inflation on materials, labor, and other factors drastically increased the cost of construction. *Over the last five years the typical Ohio home value has increased 50.4%; in Stark County, home values have increased by 45.2%.*

Typical Home Values:

Month/Year	Ohio	Stark County
May 2024	$234,069	$202,698
May 2023	$218,121	$188,413
May 2019	$155,617	$139,569

Source: Zillow; May 2024

2. **Mortgage Interest Rates:** US mortgage interest rates have reached points not seen since 2000 and 2001 (8.05% and 6.97%, respectively). The average interest rate to date for 2024 has reached 6.92%* with the highest projected rates reaching 8.5% before an anticipated decline starting in the fourth quarter of the year. *Right now, the Wall Street Journal Prime Rate Forecast indicates rates will begin to fall beginning in September, with an optimistic forecast of 5.75% for February 2025.*

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Interest Rates Impact on Housing Affordability:

According to Freddie Mac, mortgage payments have varied greatly over the years. In 2021, the monthly mortgage payment on a $200,000 home cost $806 per month; a $200,000 home purchased today would cost $514 ***more*** per month.

Year	Ave. Interest Rate	Monthly Payment
1981	16.63%	$2,800
2008	6.03%	$1,200
2016	3.65%	$915
2019	3.94%	$948
2021	2.65%	$806
2022	5.34%	$1,116
2023	6.81%	$1,305
2024	6.92%*	$1,320

Source: Freddie Mac; 30-year/fixed rate, monthly payments not including taxes and insurance.

Impact of Increased Home Values and Increased Interest Rates on Housing Attainability:

If a $200,000 home was purchased in 2019 with an interest rate of 3.94%, the monthly mortgage payment would be $948. If the same home was put on the market today and Ohio's average home value increase of 50.4% was applied to its value, that home would now be valued at $300,800. When combining that new home value with 2024's average interest rate of 6.92%, this home's mortgage would now cost $1,985 per month, or $1,037 more, per month, for the same exact house.

In 2019, a household making $56,880 per year could reasonably afford this monthly mortgage payment if spending 20% of its gross income on the mortgage payment, reserving 10% of its gross income to cover insurance, taxes, and utilities.

To afford this same house in 2024, a household would have to make at least $119,100 per year to only spend 20% of its gross income on the mortgage payment and budgeting 10% of its gross income to pay insurance, taxes, and utilities.

Year	Home Value	Ave. Interest Rate	Monthly Payment
2019	$200,000	3.94%	$948
2024	$300,800	6.92%*	$1,985

Source: Freddie Mac; 30-year/fixed rate, monthly payments not including taxes and insurance.

Most recent Esri data indicates that only 26.71% of all households in Stark County make $119,100, or more, per year. Meaning a house valued at $300,800 in today's market is out of reach for 73.29% of all households in Stark County. *In today's housing market, a household making $56,800 per year can only reasonably afford a home loan of $143,700 ($948/month) without enduring cost burden.*

In summary, today's housing market is making it increasingly more difficult for households, especially middle- and lower-income households, to afford to buy a new/new-to-them home, making homeownership an unobtainable goal.

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STARK COUNTY POPULATION AND HOUSEHOLDS

Stark County's current population is just under 374,000 people, with a total of 156,339 households. Of those households, 106,567 own their homes and 49,772 rent their homes. Over the next five years, the number of households in Stark County is expected to increase by 250, however the population is expected to decrease by around 4,000 people. Despite a forecasted decline in total population, anticipated household growth is an indication that households are simply getting smaller.

> ***Correlating Population and Housing Demand/New Housing Development:***
>
> *While it may seem obvious that population growth would lead to a greater demand for housing and population decline would indicate a decreased demand for housing, this is only over a long-term period when there is also a decline in the number of households. If the number of households is expected to continue to grow, despite the number of overall people in a community, there will be a demand for housing. There is, however, a direct correlation between housing supply and opportunity for population increase, which would be due to new people being able to afford to move into a community. Additionally, an increased housing supply also directly impacts the formation of new households, like younger generations leaving home for the first time and new married households.*

Like many communities across the US, Stark County has experienced a slow decline in population, with a steady increase in the number of households and housing units since at least 2010. Upon evaluating the average number of people per household across all households as well as family households, evidence supports that the trend for more homes with less people living in them will continue.

Stark County Population by Age:

Age Group:	Increase/Decrease
Ages 18, or less	(-) 2.03%
Ages 19 to 54	(-) 2.98%
Ages 55+	(+) 1.57%

Source: Esri

> ***Additional Support for Smaller Housing Units:***
>
> *With additional investigation, we evaluated the county's total population, divided into three age groups (ages less than 18, 19 to 54, and 55+), and of these, the number of people 55 and older is the only age group that is forecasted to grow, which aligns with household growth, but overall decline in population. This key piece of data should be taken into consideration for any new planned housing developments as aging households grow, what this age demographic may need will most likely require smaller housing units to be built.*

EXECUTIVE SUMMARY

STARK COUNTY'S HOUSING FACTS AND THE CURRENT ECONOMY

- **There has been a steady decline in cost burdened households since 2011.** According to US Census American Community Survey data, there has been a decrease of the total number of cost burdened households, or those spending more than 30% of their gross income on housing costs, by 12.6%. This data indicates that one out of every five households in Stark County is cost burdened.

Despite a 12.6% decline in cost burdened households, there are still over 36,000 households that are paying above and beyond 30% of their gross incomes on housing – 15,796 owner-occupied households and 20,244 renter-occupied households – 9,100 of these renter-households are categorized as severely cost burdened or spending 50% or more of their gross incomes on housing.

- **Households that own their home make more money.** Almost 70% of all homeowners in Stark County make a combined household income of at least $50,000 per year. Only 33% of households that own their homes make more than $100,000 per year.

- **There is a significant disparity between median household incomes of owner-occupied housing units and renter-occupied units.** While the annual median household income for 2023 is reported as $60,779, households that own their home have a median income of $74,758, whereas renter-households have a median household income of $35,752.

  - 69% of renter households make less than $50,000 per year, with 53.3% of them making less than $35,000 per year. This means that over half of all renter households in Stark County cannot reasonably afford to pay a gross rent of more than $875 per month.

  - Only 31% of renter households can reasonably afford a monthly gross rent of $875, or more, per month; only 14% of renter households can afford a gross rent of $1,875, or more, per month.

1 IN 3

Households in Stark County can reasonably afford a monthly gross rent of $875, or more.

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- **Households by number of occupants.** One-third of all households (47,371) in Stark County are single-person households. Additionally, there are 55,657 two-person households in Stark County. The remaining 53,312 households have three or more people living in them.

> **Household Sizes:**
>
> *Since 2010, the average number of people per households in Stark County has declined from 2.42 to 2.34, and by 2028, the number is anticipated to fall to 2.31. Similar trends are reflected in the average size of Stark County's family households as well. In 2010, Stark County's average family household size was 2.96 and has slowly declined to approximately 2.92 people in 2023. By 2028, the number of people per family household is anticipated to be 2.88.*

STARK COUNTY'S CURRENT ECONOMY

It is important to understand how Stark County's current economy looks when determining future housing needs. Below are some key economic factors to consider that will influence a household's ability to afford a home and what kind of home they can afford:

- **Home affordability gap: housing prices vs. income levels.** A median sale-priced home in Stark County is out of reach for the household making the median household income. There is over a $25,000 gap in income between the median household income and what it takes to afford the median sale-priced home.

- **Household income misalignment with housing prices.** Home ownership for many households in Stark County, even with two wage earners, is still out of reach. In the current market, 77% of all jobs in Stark County pay an average annual wage that could afford the current median gross rent of $784, per month, however, only 10% of all jobs in Stark County pay a high enough average annual wage that can afford the median sale-priced home.

> **Household Income:**
>
> *Over the next five years, the overall median household income is expected to increase from $60,779 to $70,765. With this, the number of households in Stark County making less than $75,000 per year is projected to decrease by 9,607 households, while the number of households making $75,000, or more, per year, is expected to increase by a total of 9,857 households, including 250 net new households. Of those households making $75,000, or more, per year, 7,325 of them will make between $100,000 and $199,999, per year.*

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STARK COUNTY'S CURRENT ECONOMY

- **Job wage misalignment with housing prices.** Home ownership for many households in Stark County, even with two wage earners, is still out of reach. In the current market, 77% of all jobs in Stark County pay an average annual wage that could afford the current median gross rent of $784, per month, however, only 10% of all jobs in Stark County pay a high enough average annual wage that can afford the median sale-priced home.

- **Top-10 jobs by the number of people they employ.** These jobs make up 21% of all occupations in Stark County, employing a little over 35,000 people. Of these occupations, only six of them pay an average wage high enough to be able to afford the median gross monthly rent in Stark County. Of those same occupations, only one pays an average wage high enough to be able to afford the median-sale priced home.

- **Top-10 highest paying occupations by average annual salary.** The top-10 highest-paying occupations in Stark County pay an average annual wage of between $307,000 and $647,000. These occupations only make up .12% of all jobs in Stark County.

- **People commuting to Stark County for work.** As a regional job center for northeast Ohio, there are almost 167,000 people employed in Stark County (JobsEQ), however there are 36,247 people that commute to Stark County for their jobs, of those commuters, there is an estimated 25,000 people that drive between 45 and 90 minutes to work. *If even 5% of these commuters move to Stark County to be closer to work as a result of increased affordable housing availability, that would be an increase of 1,250 net new households created as a result of immigration.*

EXECUTIVE SUMMARY

OUR RECOMMENDATIONS

Future housing needs should take into consideration that the number of people living per household, both in family households and non-family households, is steadily declining and that the number of households making less than $75,000 per year is also predicted to decrease while the number of households making $75,000, or more, per year, is expected to increase. This will increase the overall median household income for Stark County, but statistically speaking, the number of households with two people, or less, will grow as well, thus limiting their ability to rent or own a home depending on the wages they earn.

Much like many other places across the US, average wages are not keeping up with the rate of inflation. In Stark County alone, there will be a demand for over 80,000 new employees, to either replace current employees or fill net-new jobs, over the next five years, however over half of these “in-demand” occupations, when averaging their annual wages together, pay less than $40,000 per year. Many of these employment opportunities will require skilled talent with industry experience, which will allow new talent to move into a career and begin/continue their career ascent, but at lower wages indicative of positions requiring less experience and/or less post-secondary education which will impact what kind of housing they can afford. Those occupations that are projected to experience growth and pay average wages high enough to be able to afford to purchase the median sale-priced home on a single income all require some sort of post-secondary training, many of which require beyond a four-year degree.

Our recommendation is for Stark County to have a specific focus on new housing development as a pillar for economic development growth and that focus should be on developing high-quality, smaller, more affordable, planned rental and for-sale housing developments for as many different types of household configurations as possible with price points beginning at $1,000 per month for a one-bedroom rental unit. Areas targeted for these developments should be in, or near the county’s job centers, which will increase quality of life by decreasing overall employee commute times. While there is a significant disparity between the number of lower middle- and low-income households and affordable rental housing available to them right now, the projected increase in median household income, combined with these new housing developments will help to alleviate this disparity by allowing as many households as possible to reasonably afford their homes.

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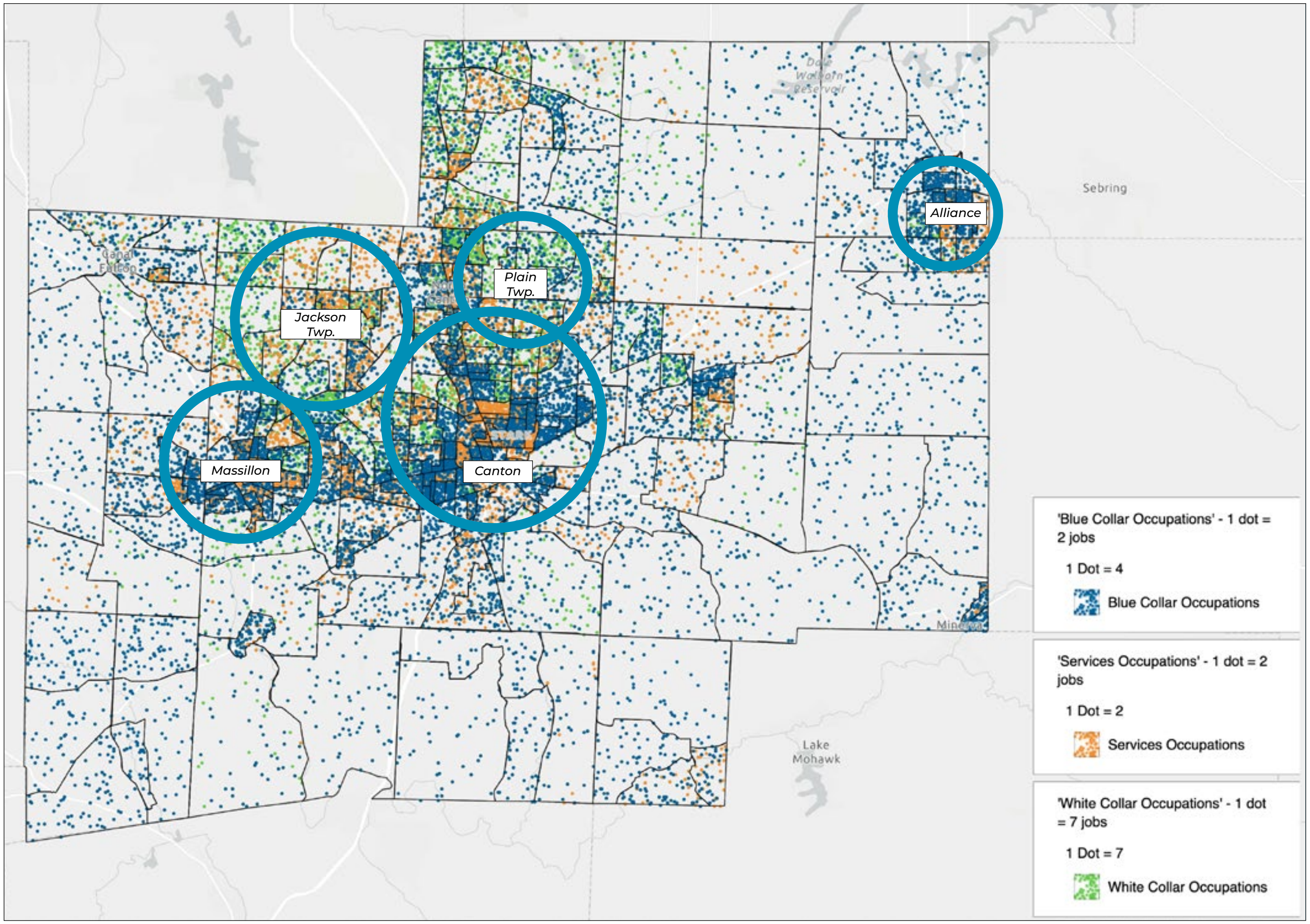
TOP-FIVE STARK COUNTY COMMUNITIES WITH THE LARGEST CONCENTRATIONS OF JOBS *by number of Jobs (Esri)*



1. Canton: 47,176 Jobs
2. Jackson Twp: 36,954 Jobs
3. Plain Twp: 17,171 Jobs
4. Massillon: 15,752 Jobs
5. Alliance: 12,159 Jobs

Developing Affordable Workforce Housing In Job-Centers:

One key consideration should be that new homes developed for workforce housing should be built in, or in close proximity to job-centers. In doing so, this housing will be more desirable for residents because they will be closer to important amenities and will have shorter commute times to work. Conversely, these developments will be less expensive to build due to their proximity to vital utility infrastructure and will ultimately cost less for developers to build and end users to purchase.

EXECUTIVE SUMMARY

STARK COUNTY'S CURRENT AND FUTURE HOUSING NEEDS

In our research, most current and desirable housing in the market is out of reach for most households, especially those households with only one income. **In our analysis we discovered that there is a significant disparity between the number of lower middle- and low-income households and the types of housing they can afford in Stark County.**

- **Annual Incomes less than $35,000:** There are 42,158 households in Stark County in this income tier, of those 18,330 own their home, leaving 23,828 households that rent. According to most recent data, there are only 9,706 rental housing units in Stark County affordable for this income tier, indicating that there is a gap of 14,122 rental units. *From another perspective, there are 14,122 households paying housing costs above what they can afford, and thus competing with higher-earning households for similar housing, but the number of households in this income tier is anticipated to decline by 6,591 over the next five years, which will help alleviate some of the cost burden issues currently being experienced.*

- **Annual Incomes Between $35,000 and $75,000:** There are 49,038 households in Stark County in this income tier, and of those 32,290 own their home, leaving 16,745 households that rent their homes. Most recent data reports that there are 34,243 rental housing units available for this income tier, indicating a surplus of 17,918 units. *Statistically speaking, the 14,122 households making less than $35,000 per year occupy a large majority of these units as the next affordable option for them in Stark County. The number of households in this income tier is expected to decline by 3,016 over the next five years, which will increase the households spending capacity, allowing them to transition to different housing situations as those become available.*

EXECUTIVE SUMMARY

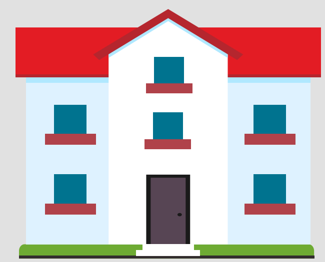
STARK COUNTY'S CURRENT AND FUTURE HOUSING NEEDS

- **Annual Incomes Between $75,000 and $150,000:** There are 46,302 households in Stark County in this income tier, and of those 38,684 own their home, leaving 7,620 households that rent their homes. With most recent data, there are only 3,833 rental units with price points affordable to this income tier, meaning that there are 3,787 households renting in this income tier paying more than ($2,500+) or less than ($1,250, or less) they can afford to spend on housing, and competing with households making less than $75,000 or more than $150,000 per year. *There is currently a gap of around 3,800 rental housing units with price points ranging from $1,250 to $2,500 per month. The number of households in this income tier is expected to increase by 4,625 over the next five years, making this income tier a prime target for new renter and owner-occupied housing development with price points ranging from $180,300 to $359,999 in value.*

- **Annual Incomes $150,000+:** There are 18,841 households in Stark County in this income tier, and of those 17,264 own their home, leaving 1,578 households that rent their homes. With most recent data, there are only 398 rental units with price points affordable to this income tier, meaning that there are 1,180 households renting in this income tier paying less than they can afford to spend on housing, and competing with all other households in Stark County for affordable housing. *There is a gap in of 1,180 rental housing units with price points beginning at $2,500, per month. The number of households making more than $150,000 per year is expected to increase by 5,232 over the next five years. Currently, this income tier only makes up 3.2% of all renter-occupied housing units in Stark County, which makes this income tier best suitable for owner-occupied housing units, especially those households making $200,000, or more, per year. These households can afford to buy a home ranging from $360,000 to $480,000, or more, in value.*

STARK COUNTY'S ECONOMIC DEVELOPMENT FOCUS AS IT RELATES TO HOUSING DEVELOPMENT:

Owner-Occupied Units:
$180,300 to $359,999



Renter-Occupied Units:
$1,000 to $2,500,
per month

INTRODUCTION

INTRODUCTION

STARK COUNTY HOUSING NEEDS ANALYSIS

Stark County is situated in the northeastern part of Ohio as part of the Akron-Canton MSA. Characterized by a mix of urban, suburban, and rural landscapes, the county is positioned well for potential economic growth. Historically known for its steel and manufacturing industries, in recent years, the economy has diversified to include healthcare, education, retail, and services. The presence of institutions like Aultman Hospital, Mercy Medical Center, and Malone University, as well as major employers like Diebold Nixdorf, TimkenSteel, and Fresh Mark, highlights the county's economic breadth.

The county offers a rich cultural and recreational scene, most notably being the birthplace of professional football. The Pro Football Hall of Fame in Canton is a major attraction, drawing visitors from all over the country. Additionally, the Canton Museum of Art, the McKinley Presidential Library & Museum, and various local theaters and galleries provide cultural enrichment. Outdoor enthusiasts can enjoy numerous parks, trails, and lakes, including the scenic Sippo Lake Park and the Stark Parks system, which offers extensive hiking and biking trails.

In summary, Stark County, Ohio, is a community that blends historical richness with modern economic diversity, offering a high quality of life through its educational institutions, cultural amenities, and recreational opportunities. Leadership throughout the county is focused and engaged in efforts such as this Housing Strategy to ensure the community's economic growth well into the future.

Project Goal:

Attainable housing is a critical issue facing communities nationwide. In a recent address at the Bradley Economic Forum in Nashville, TN, Dr. Gary Wagner, Professor of Economics, University of Louisiana at Lafayette, discussed market conditions and outlook around hot-button issues. Interest rates and inflation continue to cause issues with affordable housing, however, one of the biggest problems facing communities is a lack of density. Many communities have ordinances that make it difficult to build dense housing, which cuts down on cost, especially for first-time home buyers. We agree that increasing density, even in suburban housing developments, can help drive down the purchase price of homes. This will be discussed further in the recommendations section.

The goal of this analysis is to provide a conservative estimate of housing needs over the next five years and recommend actionable strategies to meet that need.

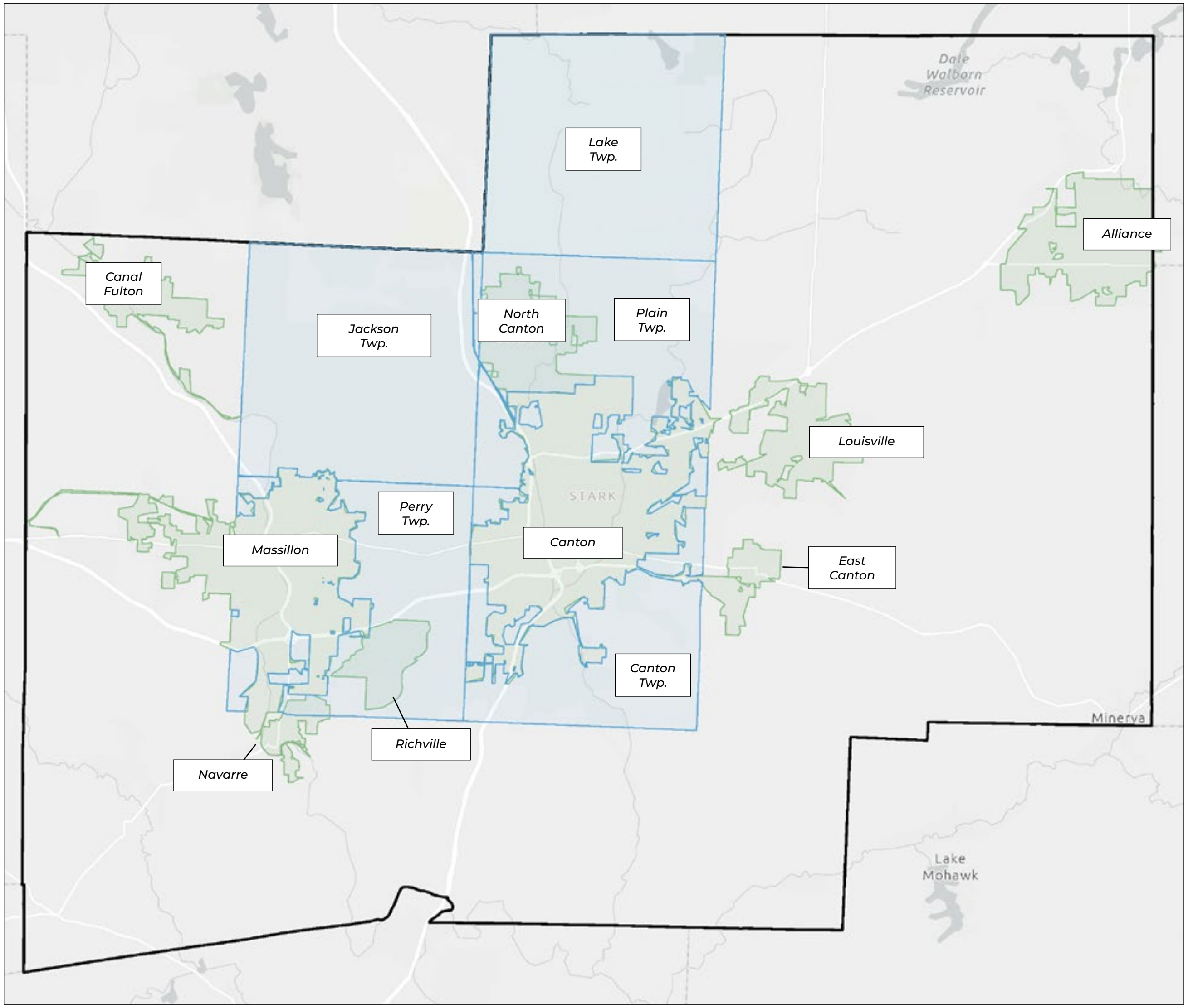
To understand Stark County's current and future housing needs, this analysis included:

1. Reviewing the current for sale and for rent housing market.
2. Reviewing all planned development information available.
3. Reviewing population, employment and housing data.

INTRODUCTION

STUDY AREA:

Stark County, Ohio



In addition to Stark County as a whole, the study area for this analysis included the following individual communities as they were included in the Housing Survey that was conducted to collect qualitative information about the housing climate in the county as it relates to employers and employees:

- Alliance
- Canal Fulton
- Canton
- East Canton
- Louisville
- Massillon
- Navarre
- North Canton
- Richville
- Canton Township
- Jackson Township
- Lake Township
- Perry Township
- Plain Township

INTRODUCTION

METHODOLOGY

To determine our conservative recommendations for a baseline of attainable workforce housing units needed by price range in Stark County, we combined the qualitative information collected from Stark County stakeholders and the housing survey with our analysis of qualitative information we collected from several databases and sources that are outlined on page 142. Key pieces of information we reviewed to inform our recommendation include:

- Population growth rates over the next 5 years
- Household income growth and projections over the next 5 years
- Community-specific percentage of income spent on housing
- Household projected increases over the next 5 years
- Current and projected mortgage rates
- National, state and community-specific rental vs. ownership percentages by household income level
- Current housing stock availability
- Planned housing development statistics for Stark County as it was available at the time of analysis

These recommendations ***do not*** include any economic development or job creation projects that have been announced, or will be announced in the near future. It is important to note that these recommendations are based on data available at the time of this report. Any changes in interest rates, construction costs, market conditions, financial industry, jobs in the community, or other economic factors will shift the data. It is important to update data this information regularly, keep up with occupancy/vacancy rates of housing units, and review workforce housing development progress on an annual basis.

ASSUMPTIONS USED FOR THESE RECOMMENDATIONS:

State: Ohio

Credit Score: 700 to 719

Loan Term: 30-year, fixed

Interest Rate: 7.3%

Down Payment: $0

Monthly Debts: 10% of Gross Income

Gross Rent: Spending no more than 30% of gross annual income on rent, utilities, and insurance.

STAKEHOLDER INPUT

STAKEHOLDER INPUT

WHAT STARK ECONOMIC DEVELOPMENT BOARD STAKEHOLDERS TOLD US:

- State regulatory code increases time and cost statewide on developers, making it difficult to create affordable housing.

- Stark County and communities have a need for higher housing density codes.

- Infrastructure costs are now four times what they were just a few years ago. The community should help cover some of these costs.

- An updated or revised set of codes for road development would help reduce costs on developers, thus reducing the purchase price of homes.

- Aqua American Ohio requires someone to simply sit and watch the development, which costs developers more than the contractors in some instances.

- Minimum lot size regulations/codes are killing affordable housing.

- The length of time to get approvals is staggering in the community along with too many regulations. Regional planning should revisit these issues and make it easier.

- Township trustees need to be educated on how important affordable/ attainable housing is to the community.

- Young professionals do not feel safe living in downtown Canton. They prefer areas such as Jackson, but it is unaffordable to live there. They end up moving to other counties.

STAKEHOLDER INPUT

WHAT STARK ECONOMIC DEVELOPMENT BOARD STAKEHOLDERS TOLD US:

- Three-to-four-bedroom rentals are in low supply.
- Median income households taking lower housing stock due to interest rates is putting pressure on lower-income individuals and creating more homelessness.
- City regulations on licensed contractors for work on rehabs and new construction limits workers available to build homes, increasing costs.
- Whatever incentives are available, no one knows about them and it isn't easy to find them.
- Multi-family/rental housing is looked at as low-income rather than a step toward homeownership. We need better education around this.
- Land cost and zoning issues are the biggest complaint of developers.
- Townhouses are looked down upon and certain villages/towns do not allow them due to lot lines and other zoning issues.
- Lack of infrastructure for developers is an issue and municipalities need to be more aggressive in extending utilities.

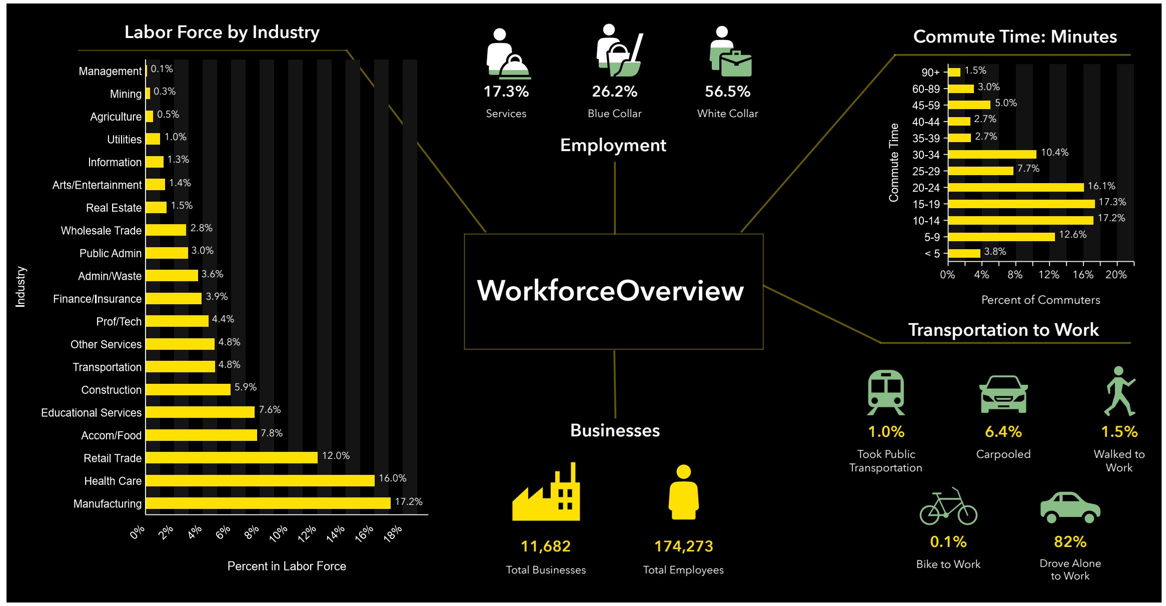
COMMUNITY & WORKFORCE OVERVIEW

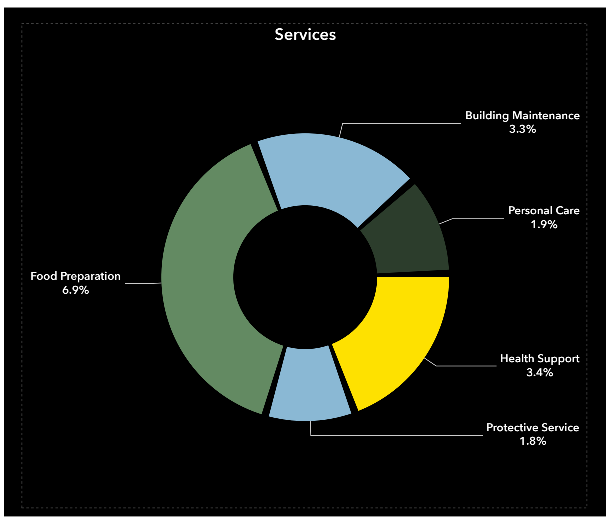
COMMUNITY & WORKFORCE OVERVIEW

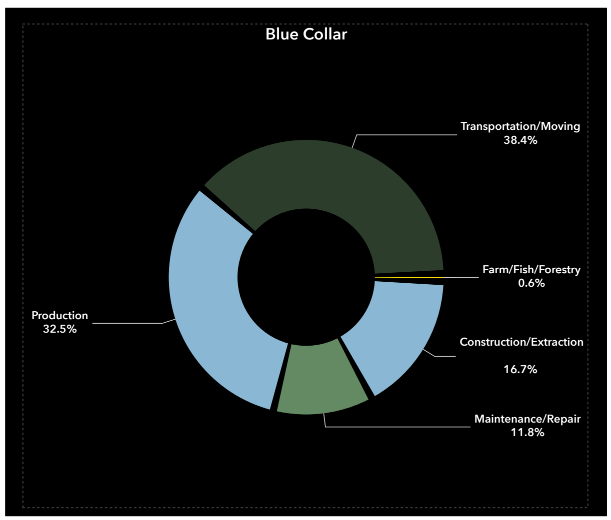
WORKFORCE OVERVIEW

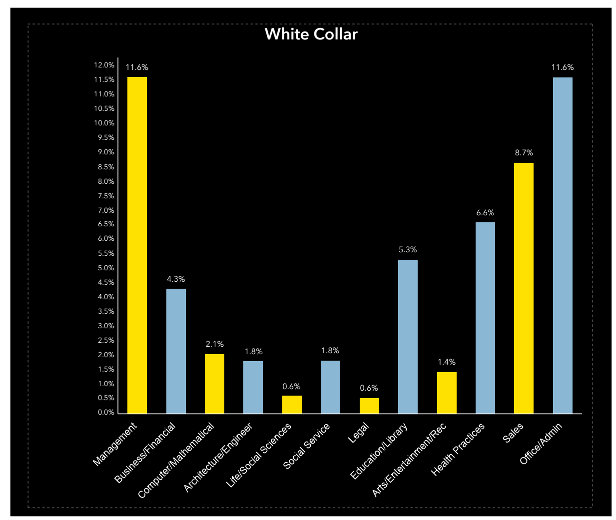
Labor Force by Industry

Industry	Percent in Labor Force
Manufacturing	30,632.0
Health Care	28,583.0
Retail Trade	21,507.0
Accom/Food	13,914.0
Educational Services	13,634.0
Construction	10,592.0
Transportation	8,650.0
Other Services	8,633.0
Prof/Tech	7,846.0
Finance/Insurance	6,993.0
Admin/Waste	6,515.0
Public Admin	5,273.0
Wholesale Trade	5,073.0
Real Estate	2,627.0
Arts/Entertainment	2,430.0
Information	2,245.0
Utilities	1,820.0
Agriculture	931.0
Mining	559.0
Management	147.0









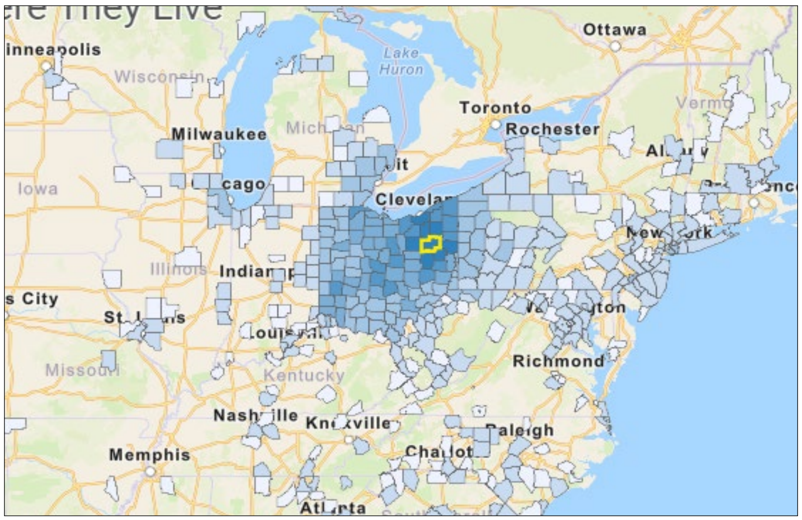
COMMUNITY & WORKFORCE OVERVIEW

WORKFORCE OVERVIEW

Workforce Overview: Commuting Patterns

Number of people that live and work in Stark County: 130,596
Number of people that live in Stark County, but commute elsewhere: 49,297
Number of people that work in Stark County, but live elsewhere: 81,299

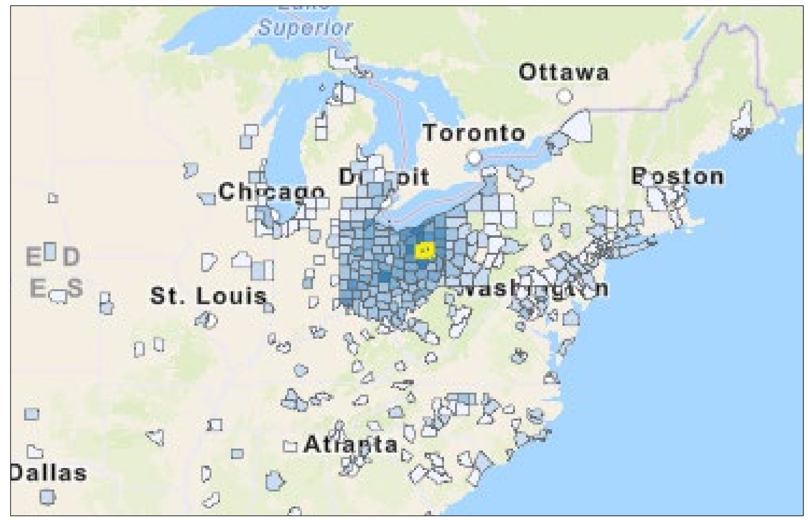
Where Stark County Workers Live:



Top 10 Counties Where People Live:

- Summit County, Ohio
- Tuscarawas County, Ohio
- Carroll County, Ohio
- Portage County, Ohio
- Cuyahoga County, Ohio
- Columbiana County, Ohio
- Wayne County, Ohio
- Mahoning County, Ohio
- Trumbull County, Ohio
- Lorain County, Ohio

Where Stark County Residents Work:



Top 10 Counties Where People Work:

- Summit County, Ohio
- Cuyahoga County, Ohio
- Franklin County, Ohio
- Wayne County, Ohio
- Tuscarawas County, Ohio
- Portage County, Ohio
- Mahoning County, Ohio
- Medina County, Ohio
- Columbiana County, Ohio
- Trumbull County, Ohio

HOUSING SURVEY RESULTS SUMMARY

SURVEY RESULTS

EMPLOYER FEEDBACK SUMMARY

One of the most important components of this housing needs analysis was the survey of Stark County's businesses/employers.

To determine the true wants and needs of what Stark County employees, residents, and potential future residents, we worked with the Stark EDB to collect real-time data about what types of housing is most desirable for the community.

A special thank you is in order for the following employers which were instrumental in collecting this data for Stark County's Housing Needs Analysis:

- 415 Group
- Akron Canton Airport
- Aultman Health Foundation
- Beaver Excavating
- Belden Brick
- Cleveland Clinic Mercy Hospital
- Clifton, Larson, Allen
- Coastal Pet
- Enviroscapes
- Farmers Bank
- Gervasi Vineyard & Winery
- Huntington Bank
- Jackson Township
- Kenan Advantage Group
- Krugliak, Wilkins, Griffiths, & Daugherty
- Marathon Petroleum
- Shearers
- The Schroer Group
- Timken Company
- Tractor Supply

SURVEY RESULTS

EMPLOYER FEEDBACK SUMMARY

Below are key Employer Survey takeaways:

20

Employers surveyed

12,096

Employees represented

TOP

Needs in Housing According to Stark County Employers:

1. Affordable Single-Family

2. More Multi-Family Options

- Ranked Challenges of Stark County Companies in Filling Open Positions:

  1: Lack of Childcare Options and Affordability
  2: Lack of Employee Recruitment and Training Assistance
  3: Lack of Transportation Assistance
  4: Lack of Affordable Housing

- **Seven employers stated they would consider or be interested in** learning more about how they can be involved in **a collaborative housing investment** while **six stated the same about affordable childcare options**.

> *"Our biggest need is transitional housing for new employees coming to the area. We rent a few apartments year-round for new hires and interns, but we don't maintain enough for everyone. The other issue is the housing market altogether. While we have not had anyone decline a position based on housing, it has been a struggle for those individuals to find and secure a house. Every new hire that has purchase a house ends up in a bidding war for a home and pays more than they were expecting."*
>
> *- Quote from a Stark County Employer*

> *"Our company wants to see a strong, vibrant, growing Stark County. For that to happen, development is a necessity. One concern we do have is when scarce resources are used by multiple communities to fight over business expansions/relocations. North Canton and Jackson fighting (in the sense of offering incentives) over a business (especially a business already in our community) does not seem like a strong development strategy."*
>
> *- Quote from a Stark County Employer*

SURVEY RESULTS

EMPLOYEE FEEDBACK SUMMARY

Below are key Employee Survey takeaways:

65%
of survey takers not living in Stark County currently would consider moving if affordable housing was available

54%
of homeowners reported that it was somewhat or very difficult to find any type of housing in Stark County

79%
of survey takers own their home

21%
of survey takers rent their home

Homeownership Questions:

- 98% of respondents prefer homeownership as a lifestyle choice.
- 13% of Stark County homeowners have plans to buy a new home within the next two years.
- Property tax rates had an impact on the decision-making process for 52% of homeowners surveyed when they purchased their home.
- Size home would be interested in purchasing if respondent decided to move:
  - 38% - not looking to move (205)
  - 20% - more than 2,000 SF (84)
  - 32% - 1,500 to 2,000 SF (146)
  - 10% - less than 1,500 SF (28)
- 91% of respondents indicated their current home has 3 or more bedrooms.
- If respondent were to move, they would be interested in moving to (TOP FIVE LISTED):
  1. Jackson Township – 34%
  2. North Canton – 25%
  3. Plain & Lake Township (tied) – 16%
  4. Perry Township – 11%
  5. Louisville – 10%
- Top five options that drove decision to purchase current home:
  1. Having an attractive and safe place for family (60%)
  2. Affordable mortgage payment (53%)
  3. Living in preferred school district (44%)
  4. Living close to work (commute time under 20 minutes) (40%)
  5. Living in a larger home (27%)

SURVEY RESULTS

EMPLOYEE FEEDBACK SUMMARY

Below are key Employee Survey takeaways:

78%
of survey takers currently renting reported that it was somewhat or very difficult to find any type of housing in Stark County

60%
of survey takers said they would prefer homeownership rather than renting as a lifestyle choice

59%
of survey takers currently renting said they planned to buy a home in the next two years (and stop renting)

Rental Questions:

- Current rent costs (per month):
  - 34% - less than $700
  - 26% - between $700 and $900
  - 21% - between $900 and $1,200
  - 13% - between $1,200 and $1,500
  - 5% - Over $1,500

- Rent prices people are willing to pay (per month):
  - 32% - no more than $700
  - 31% - $700 to $900
  - 18% - $900 to $1,100
  - 9% - $1,100 to $1,300
  - 10% - over $1,300

- Obstacles preventing renters from owning a home in Stark County:
  - 57% - lack of options in price range
  - 51% - interest rates
  - 46% - lack of desirable homes for purchase
  - 32% - monthly payment
  - 15% - prefer to rent

- Which do you prefer to rent?
  - 22% - apartment
  - 74% - single family home
  - 4% - Other –
    - Duplex/no one living above or below the unit
      Would prefer a house but currently renting an apartment

SURVEY RESULTS

EMPLOYEE FEEDBACK SUMMARY

Below are key Employee Survey takeaways:

Rental Questions Con't:

- Which are you currently renting?
  - 49% - apartment
  - 41% - single family home
  - 10% - Other –
    - Duplex
    - Triplex
    - Room in a family home

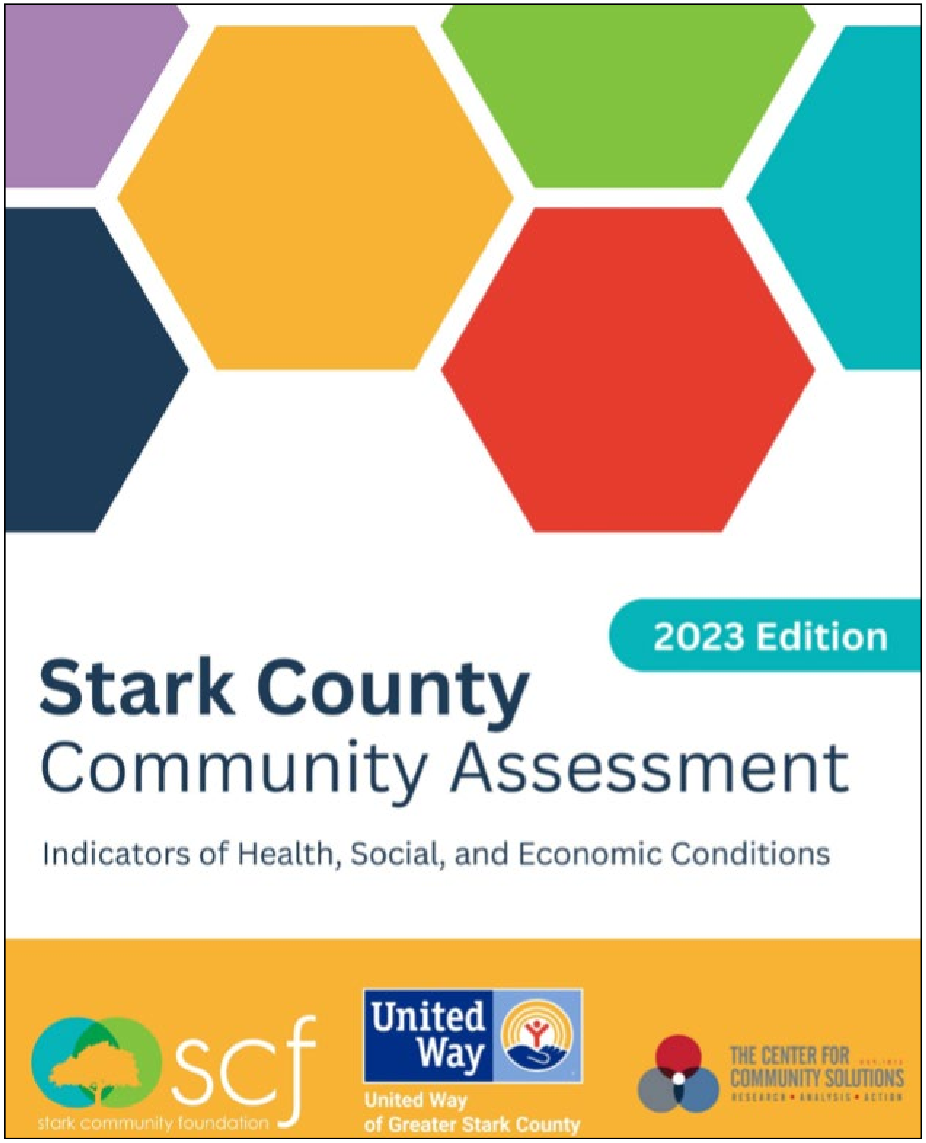
- If you were looking for a change, what size rental would be preferred?
  - 4% - 1-bedroom
  - 40% - 2-bedroom
  - 56% - 3, or more, bedrooms

- Survey Respondents Age:
  - 18 to 30 – 13%
  - 31 to 40 – 21%
  - 41 to 50 – 29%
  - 51 to 60 – 24%
  - 61 to 70 – 11%
  - 71+ - 0.2%

- Preferred type of living situation for Young Professional (under 40 years of age)
  - Homeownership in the county – 30%
  - Homeownership in town – 15%
  - Standard apartment (rental) - 2%
  - Downtown loft or condo (rental) – 2%
  - N/A or did not respond – 51%

CURRENT HOUSING MARKET ANALYSIS

CURRENT HOUSING MARKET ANALYSIS
OVERVIEW



To understand Stark County's current and future housing needs, this analysis included:

1. Reviewing the current for sale and for rent housing market.
2. Reviewing all planned development information available.
3. Reviewing population, employment and housing data.
4. Existing future planning documents for the county and communities.

This section includes:

- Current Market Review
- Example Households & What They Can Afford
- Understanding Stark County's Current Housing Imbalance

CURRENT HOUSING MARKET ANALYSIS

MARKET REVIEW

Stark County needs more affordable housing options.

Through our data analysis, we can confirm that one of Stark County's current issues isn't about a deficit of houses per person, but rather the ability for people to afford the typical home value in the current housing market. Input throughout this process from stakeholders, employers, and employees in Stark County can further corroborate this. Additionally, according to surveys, Stark County needs additional and affordable childcare options.

> ### IMPORTANT NOTE:
> *Any reference to **affordable housing is referring to an individual and/ or household's ability to afford housing based on income earning's assumptions.** Unless otherwise noted, affordable housing does not refer to subsidized or deed-restricted units.*

Median home values continue to rise in Stark County, but not as sharply as other communities, with one exception. Although limited data is available for Jackson Township, the information we could analyze shows a decrease in value year over year. This mirrors what we have seen in other communities where the market is softening with higher median home values.

In Stark County at current housing market rates, a household making the median income of around $60,779 a year is below the affordability for the median-valued home without down payment assistance. This statement relies on averages across the entire county. If applied to more affluent townships and villages, the Median Household income is far below what is necessary to afford the typical home value in places such as Jackson Township, North Canton, Louisville, and Canal Fulton.

Data as of May 2024

TYPICAL HOME VALUE:
(Current Market Rate)

$198,595

MEDIAN HOUSEHOLD INCOME:

$60,779

Households by size:

Almost 66% of Stark County's households have two people or less, with nearly one-third of all households in the community being single-person households. According to the current housing market, a one-person, or single-income household, would have to make:

1. At least $85,968 per year to be able to reasonably afford the median-valued home in Stark County ($198,595) without down payment assistance.
2. According to the 50/30/20 rule, this same household could reasonably afford paying $1,300 to $1,600/month for rent while also saving 20% of their income for purchasing a home in the future.

CURRENT HOUSING MARKET ANALYSIS

EXAMPLE HOUSEHOLDS & WHAT THEY CAN AFFORD:

It's important to understand what kinds of households can afford what kind of housing. We have compiled example households, their incomes, housing needs, and what they can afford to rent and to buy based on the following assumptions:

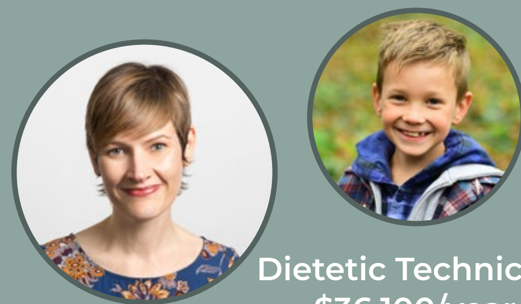
Mortgage examples are based on the following assumptions:

- *Loan Term: 30-year fixed*
- *Long-term Debt: 10% of Gross Income*
- *Interest: 7.3%*
- *Down Payment: $0*
- *Credit Score: 700 – 719*

Rental examples are based on spending no more than 30% Gross Annual Income on rent, utilities, and insurance.

Family of 2

*Earning $36,100**



Dietetic Technician
$36,100/year

Gross Rent Should Not Exceed
$903/month

Can Afford a Home Valued Up To
$120,100

Monthly Mortgage Payment:
$1,082

Housing Needs:

Minimum Need:
2 bedrooms / 1 bathroom

Ideal Need:
3 bedrooms / 2 bathrooms

**60% of Area Median Income*

Family of 3

*Earning $48,400**

Welder
$48,400/year

Gross Rent Should Not Exceed
$1,210/month

Can Afford a Home Valued Up To
$166,100

Monthly Mortgage Payment:
$1,497

Housing Needs:

Minimum Need:
2 bedrooms / 1 bathroom

Ideal Need:
3 bedrooms / 2 bathrooms

**80% of Area Median Income*

CURRENT HOUSING MARKET ANALYSIS

EXAMPLE HOUSEHOLDS & WHAT THEY CAN AFFORD:

Family of 4

*Earning $72,900**

Preschool Teacher $34,500/year

EMT $38,400/year

Gross Rent Should Not Exceed
$1,823/month

Can Afford a Home Valued Up To
$242,600

Monthly Mortgage Payment:
$2,187

Housing Needs:

Minimum Need:
2 bedrooms / 1 bathroom

Ideal Need:
3 bedrooms / 2 bathrooms

**120% of Area Median Income*

Family of 5

*Earning $117,700**

Kindergarten Teacher $51,900/year

Police Officer $65,800/year

Gross Rent Should Not Exceed
$2,943/month

Can Afford a Home Valued Up To
$391,700

Monthly Mortgage Payment:
$3,530

Housing Needs:

Minimum Need:
3 bedrooms / 2 bathrooms

Ideal Need:
4 bedrooms / 2.5 bathrooms

**200% of Area Median Income*

Family of 4

*Earning $291,500**

Dentist $187,300/year

Software Developer $104,200/year

Gross Rent Should Not Exceed
$7,288/month

Can Afford a Home Valued Up To
$970,200

Monthly Mortgage Payment:
$8,745

Housing Needs:

Minimum Need:
3 bedrooms / 2 bathrooms

Ideal Need:
4 bedrooms / 3 bathrooms (or more)

**480% of Area Median Income*

FOR SALE HOUSING MARKET ANALYSIS

STARK COUNTY, OH

Based on the supply and demand for houses in the area, Stark County's housing market is currently considered a seller's market with higher demand for houses than are available. The number of homes for sale is up 10% from this time last year, with the largest increase in 3 (11%), 4 (13.5%), and 5 (13.7%) bedroom homes.

Median list price: $204,600
Typical home value (Sale Price): $198,595
2023: $183,540
2019: $138,248

Average Sold Price of Houses by Bedroom Type:

- 1-bedroom homes: $53,500
- 2-bedroom homes: $135,000
- 3-bedroom homes: $184,900
- 4-bedroom homes: $269,900
- 5+ bedroom homes: $309,900

Examples of Homes on the Market - Stark County, OH

List Price: *$360,000*
1,990 SF
3 beds/2 baths

List Price: *$243,990*
To Be Built - 1,400 SF
3 beds/2 baths

List Price: *$210,000*
1,650 SF
3 beds/3 baths

List Price: *$897,000*
New Construction - 4,000 SF
5 beds/4 baths

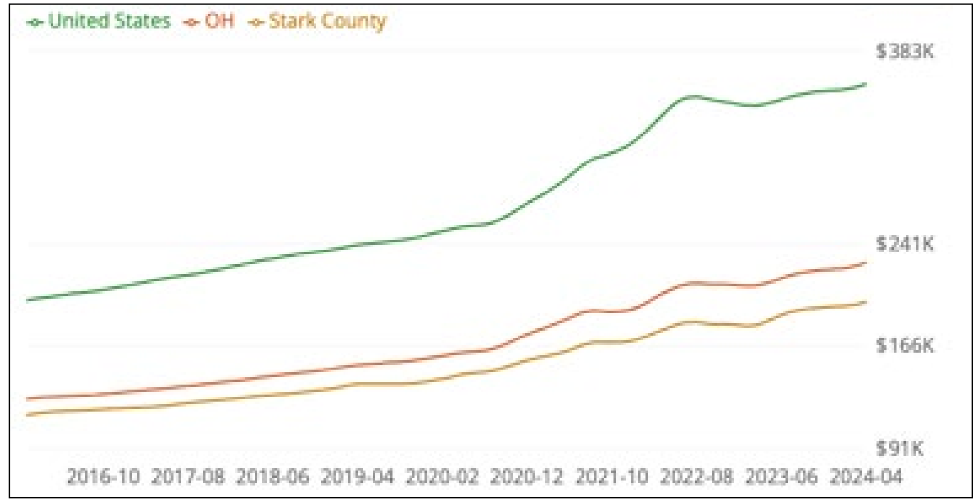
Data as of May 2024
Current Housing Market Analysis

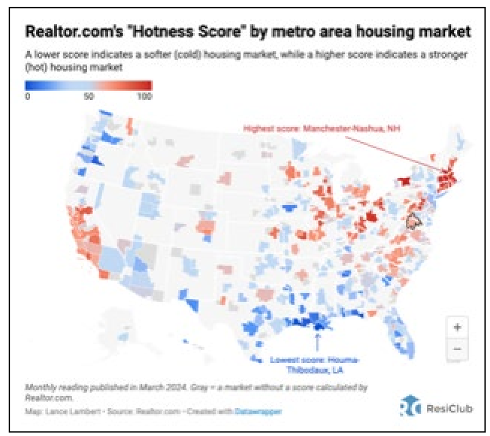
FOR SALE HOUSING MARKET ANALYSIS

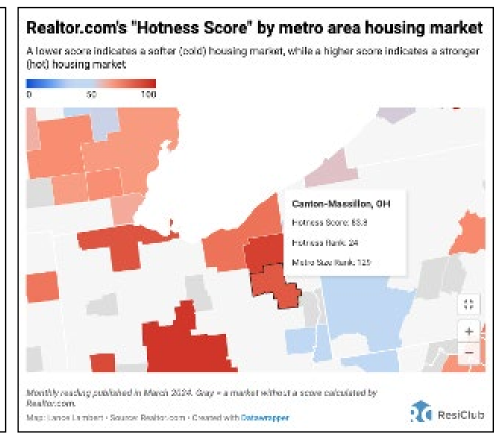
STARK COUNTY, OH

<u>Market Shift in Home Values:</u>
Based on current market research for Stark County, housing values have increased 31% over the last five years and 8.2% year over year.

Unlike other markets, Stark County's average housing values have not had some of the extreme shifts up and down. However, this does not indicate a lack of need, but rather a market that may just now be taking off as it is currently considered along with Akron as one of the Top 15 hottest housing markets in the nation.







Data as of May 2024

Current Housing Market Analysis

FOR SALE HOUSING MARKET ANALYSIS

EXAMPLE OF HOMES FOR SALE IN STARK COUNTY, OH

List Price: *$134,900*
1,500 SF
3 beds/3 baths

List Price: *$219,900*
To Be Built - 1,300 SF
2 beds/2 baths

List Price: *$389,900*
2,700 SF
4 beds/3 baths

List Price: *$550,000*
3,381 SF
4 beds/4 baths

List Price: *$649,000*
3,950 SF
3 beds/4 baths

List Price: *$775,000*
4,200 SF
3 beds/4 baths

Current Housing Market Analysis

FOR SALE HOUSING MARKET ANALYSIS

TYPICAL HOME VALUES:

Stark County:

- **Typical Home Values:**
  - *2019: $138,248*
  - *2023: $183,540*
  - *2024: $198,595*

5-year Value Change: 31%
1-year Value Change: 8.2%

- **For Sale Inventory:** 276
- **Median List Price:** $204,600
- **Median Sale Price:** $157,150
- **Median Days to Pending:** 6

For Sale Market:

- **Single Family Homes:** 242
  - ***$150,000 or less:** 59*
  - ***$150,000 to $200,000:** 26*
  - ***$200,000 to $300,000:** 66*
  - ***$300,000 to $450,000:** 48*
  - ***$450,000 to $650,000:** 28*
  - ***$650,000 or more:** 15*

- **Town Homes:** *9*
  - ***$200,000 to $300,000:** 6*
  - ***$300,000 to $450,000:** 3*

- **Condos:** *25*
  - ***$150,000 or less:** 2*
  - ***$150,000 to $200,000:** 7*
  - ***$200,000 to $300,000:** 4*
  - ***$300,000 to $450,000:** 11*
  - ***$450,000 to $650,000:** 1*

United States:

- **Typical Home Values:**
  - *2019: $241,205*
  - *2023: $343,815*
  - *2024: $358,734*

5-year Value Change: 5.5%
1-year Value Change: 4.3%

- **For Sale Inventory:** 966,853
- **Median list Price:** $392,267
- **Median Sale Price:** $335,170
- **Median Days to Pending:** 14

Ohio:

- **Typical Home Values:**
  - *2019: $153,102*
  - *2023: $210,466*
  - *2024: $222,542*

5-year Value Change: 45.37%
1-year Value Change: 7.3%

- **For Sale Inventory:** 21,964
- **Median list Price:** $237,967
- **Median Sale Price:** $188,417
- **Median Days to Pending:** 6

Data as of May 2024

Current Housing Market Analysis

FOR SALE HOUSING MARKET ANALYSIS

TYPICAL HOME VALUES:

Alliance:

- **Typical Home Values:**
  - 2019: $103,651
  - 2023: $139,519
  - 2024: $151,000

5-year Value Change: 31.35%
1-year Value Change: 8.2%

- **For Sale Inventory:** 24
- **Median List Price:** $154,133
- **Median Sale Price:** $119,567
- **Median Days to Pending:** 12

For Sale Market:

- **Single Family Homes:** 24
  - ***$150,000 or less:*** *8*
  - ***$150,000 to $200,000:*** *5*
  - ***$200,000 to $300,000:*** *8*
  - ***$300,000 to $450,000:*** *3*
- **Town Homes:** *0*
- **Condos:** *0*

Canal Fulton:

- **Typical Home Values:**
  - 2019: $172,268
  - 2023: $230,445
  - 2024: $248,531

5-year Value Change: 30.7%
1-year Value Change: 7.8%

- **For Sale Inventory:** 26
- **Median List Price:** $259,600
- **Median Sale Price:** $151,300
- **Median Days to Pending:** --

For Sale Market:

- **Single Family Homes:** 24
  - ***$200,000 to $300,000:*** *5*
  - ***$300,000 to $450,000:*** *1*
  - ***$450,000 to $650,000:*** *2*
- **Town Homes:** *1*
  - ***$200,000 to $300,000:*** *1*
- **Condos:** *1*
  - ***$150,000 or less:*** *1*

United States:

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  - 2019: $241,205
  - 2023: $343,815
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Data as of May 2024
Current Housing Market Analysis

FOR SALE HOUSING MARKET ANALYSIS

TYPICAL HOME VALUES:

Canton:

- **Typical Home Values:**
  - 2019: $109,311
  - 2023: $147,834
  - 2024: $157,851

5-year Value Change: 3.1%
1-year Value Change: 8.2%

- **For Sale Inventory:** 95
- **Median List Price:** --
- **Median Sale Price:** --
- **Median Days to Pending:** --

For Sale Market:

- **Single Family Homes:** 89
  - ***$150,000 or less:*** *38*
  - ***$150,000 to $200,000:*** *11*
  - ***$200,000 to $300,000:*** *16*
  - ***$300,000 to $450,000:*** *9*
  - ***$450,000 to $650,000:*** *9*
  - ***$650,000 or more:*** *6*
- **Town Homes:** *0*
- **Condos:** *6*
  - ***$150,000 to $200,000:*** *4*
  - ***$200,000 to $300,000:*** *2*

East Canton:

- **Typical Home Values:**
  - 2019: $131,053
  - 2023: $174,388
  - 2024: $188,155

5-year Value Change: 3.1%
1-year Value Change: 7.9%

- **For Sale Inventory:** 6
- **Median List Price:** $250,000
- **Median Sale Price:** $189,000
- **Median Days to Pending:** --

For Sale Market:

- **Single Family Homes:** 6
  - ***$150,000 to $200,000:*** *2*
  - ***$200,000 to $300,000:*** *2*
  - ***$300,000 to $450,000:*** *2*
- **Town Homes:** *0*
- **Condos:** *0*

United States:

- **Typical Home Values:**
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  - 2023: $343,815
  - 2024: $358,734

5-year Value Change: 5.5%
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Data as of May 2024
Current Housing Market Analysis

FOR SALE HOUSING MARKET ANALYSIS

TYPICAL HOME VALUES:

Louisville:

- **Typical Home Values:**
  - *2019: $159,607*
  - *2023: $207,067*
  - *2024: $224,096*

5-year Value Change: 28.8%
1-year Value Change: 8.2%

- **For Sale Inventory:** 14
- **Median List Price:** $237,883
- **Median Sale Price:** $230,000
- **Median Days to Pending:** 7

For Sale Market:

- **Single Family Homes:** 14
  - ***$150,000 or less:*** *2*
  - ***$200,000 to $300,000:*** *2*
  - ***$300,000 to $450,000:*** *8*
- **Town Homes:** 0
- **Condos:** 0

Massillon

- **Typical Home Values:**
  - *2019: $137,224*
  - *2023: $182,610*
  - *2024: $198,529*

5-year Value Change: 30.9%
1-year Value Change: 8.7%

- **For Sale Inventory:** 45
- **Median List Price:** $191,633
- **Median Sale Price:** $147,117
- **Median Days to Pending:** 6

For Sale Market:

- **Single Family Homes:** 40
  - ***$150,000 or less:*** *9*
  - ***$150,000 to $200,000:*** *4*
  - ***$200,000 to $300,000:*** *8*
  - ***$300,000 to $450,000:*** *3*
  - ***$450,000 to $650,000:*** *14*
  - ***$650,000 or more:*** *2*
- **Town Homes:** *0*
- **Condos:** *5*
  - ***$300,000 to $450,000:*** *5*

United States:

- **Typical Home Values:**
  - *2019: $241,205*
  - *2023: $343,815*
  - *2024: $358,734*

5-year Value Change: 5.5%
1-year Value Change: 4.3%

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  - *2019: $153,102*
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Data as of May 2024
Current Housing Market Analysis

FOR SALE HOUSING MARKET ANALYSIS

TYPICAL HOME VALUES:

Navarre:

- **Typical Home Values:**
  - 2019: $145,917
  - 2023: $198,247
  - 2024: $211,727

5-year Value Change: 31%
1-year Value Change: 6.8%

- **For Sale Inventory:** 2
- **Median List Price:** $219,900
- **Median Sale Price:** $151,300
- **Median Days to Pending:** --

For Sale Market:

- **Single Family Homes:** 2
  - ***$200,000 to $300,000:*** *1*
  - ***$650,000 or more:*** *1*
- **Town Homes:** 0
- **Condos:** 0

North Canton:

- **Typical Home Values:**
  - 2019: $182,678
  - 2023: $246,105
  - 2024: $261,576

5-year Value Change: 30.16%
1-year Value Change: 6.3%

- **For Sale Inventory:** 37
- **Median List Price:** $285,300
- **Median Sale Price:** $256,333
- **Median Days to Pending:** 4

For Sale Market:

- **Single Family Homes:** 33
  - ***$150,000 or less:*** *8*
  - ***$150,000 to $200,000:*** *3*
  - ***$200,000 to $300,000:*** *6*
  - ***$300,000 to $450,000:*** *7*
  - ***$450,000 to $650,000:*** *5*
  - ***$650,000 or more:*** *4*
- **Town Homes:** *1*
  - ***$200,000 to $300,000:*** *1*
- **Condos:** *3*
  - ***$150,000 to $200,000:*** *1*
  - ***$300,000 to $450,000:*** *2*

United States:

- **Typical Home Values:**
  - 2019: $241,205
  - 2023: $343,815
  - 2024: $358,734

5-year Value Change: 5.5%
1-year Value Change: 4.3%

- **For Sale Inventory:** 966,853
- **Median list Price:** $392,267
- **Median Sale Price:** $335,170
- **Median Days to Pending:** 14

Ohio:

- **Typical Home Values:**
  - 2019: $153,102
  - 2023: $210,466
  - 2024: $222,542

5-year Value Change: 45.37%
1-year Value Change: 7.3%

- **For Sale Inventory:** 21,964
- **Median list Price:** $237,967
- **Median Sale Price:** $188,417
- **Median Days to Pending:** 6

Data as of May 2024
Current Housing Market Analysis

FOR SALE HOUSING MARKET ANALYSIS

TYPICAL HOME VALUES:

Richville:

- **Typical Home Values:**
  - 2019: $206,250
  - 2023: $196,925
  - 2024: $213,700

5-year Value Change: 3.4%
1-year Value Change: 7.8%

- **For Sale Inventory:** 9
- **Median List Price:** $253,900
- **Median Sale Price:** $213,700
- **Median Days to Pending:** --

For Sale Market:

- **Single Family Homes:** 8
  - ***$200,000 to $300,000:*** *4*
  - ***$300,000 to $450,000:*** *2*
  - ***$450,000 to $650,000:*** *2*
- **Town Homes:** 0
- **Condos:** 1
  - ***$150,000 or less:*** *1*

United States:

- **Typical Home Values:**
  - 2019: $241,205
  - 2023: $343,815
  - 2024: $358,734

5-year Value Change: 5.5%
1-year Value Change: 4.3%

- **For Sale Inventory:** 966,853
- **Median list Price:** $392,267
- **Median Sale Price:** $335,170
- **Median Days to Pending:** 14

Ohio:

- **Typical Home Values:**
  - 2019: $153,102
  - 2023: $210,466
  - 2024: $222,542

5-year Value Change: 45.37%
1-year Value Change: 7.3%

- **For Sale Inventory:** 21,964
- **Median list Price:** $237,967
- **Median Sale Price:** $188,417
- **Median Days to Pending:** 6

Data as of May 2024
Current Housing Market Analysis

FOR RENT HOUSING MARKET ANALYSIS

STARK COUNTY, OH

Since 2019, the gross income needed to afford rent (in the US) has increased by 31.5%. Rent prices have grown 1.5 times faster than wages. As of April, the average gross income needed to comfortably afford rent — meaning spending no more than 30% of the total income — has increased to $79,889.

Median Rent for US: $2,119

- $25,428/per year
- To not be cost burdened (30% or less of gross wage), the minimum gross income needed to afford the US median rent is $84,760/year.

Median Rent for the State of Ohio: $1,295

- $15,540/per year
- To not be cost burdened (30% or less of gross wage), the minimum gross income needed to afford Ohio's median rent is $51,800/year.

Stark County Rent - Monthly Range over the last year: $635 to $1,600

Stark County Rental Market:
Renter households make up 31.8% of all occupied housing in Stark County, compared to 33.7% of households in Ohio and 34.4% in the US.

Median Rent for Communities in Stark County:
According to Zillow, over the last year, rental prices in Stark County have varied between $635 and $1,600 per month depending on the rental's location, the number of bedrooms and bathrooms, square-footage, and amenities available with the property or that are in close in proximity.

Total Number of Units Available: 218

Data as of May 2024
Current Housing Market Analysis

A good rule of thumb is that one's rent should not exceed 30% of their gross income. This decreases a household's cost burden and increases their disposable income as well as their ability to save money toward homeownership.

Renter households make up 31.8% of all occupied housing in Stark County, where as renter households make up 34.4% of households in the US.

FOR RENT HOUSING MARKET ANALYSIS

EXAMPLE OF HOMES FOR RENT IN STARK COUNTY, OH

Per Month: *$625*
1 bed/1 bath

Per Month: *$625*
Studio/1 bath

Per Month: *$875*
2 beds/1 bath

Per Month: *$1,300*
2 beds/1 bath

Per Month: *$1,500*
3 beds/2.5 baths

Per Month: *$1,600*
2 beds/2 baths

Per Month: *$2,300*
3 beds/3 baths

Per Month: *$2,900*
4 beds/2.5 baths

Per Month: *$3,000*
4 beds/3.5 baths

FOR RENT HOUSING MARKET ANALYSIS

TYPICAL RENTAL PRICING:

Stark County:
Number of Units: 218

- **$1,000 or less:** 115
  - *Single Family: 24*
  - *Multifamily: 91*
- **$1,100 to $1,500:** 77
  - *Single Family: 46*
  - *Multifamily: 31*
- **$1,600 to $2,000:** 12
  - *Single Family: 12*
  - *Multifamily: 8*
- **$2,000 to $3,000:** 14
  - *Single Family: 8*
  - *Multifamily: 6*

Alliance:
Number of Units: 16

Median Rent: $795/mo.
Price Range Over the Last Year: $660 to $850/mo.

- **$1,000, or less:** 12
  - *Single Family - 7*
    - *3 – 3 bed/1 bath*
    - *1 – 4 bed/1.5 bath*
    - *1 – 4 bed/2.5 bath*
    - *1 – 3 bed/2 bath*
    - *1 – 2 bed/1 bath*
  - *Duplex - 2*
    - *1 – 2 bed/1.5 bath*
    - *1 – 2 bed/1 bath*
  - *Apartment - 3*
    - *2 – 1 bed/1 bath*
    - *1 – 2 bed/1 bath*
  - *Townhouse - 0*
- **$1,100 to $1,500:** 2
  - *Single Family - 2*
    - *2 – 2 bed/1 bath*
  - *Duplex - 0*
  - *Apartment - 0*
  - *Townhouse - 0*
- **$1,600 to $2,000:** 1
  - *Single Family - 1*
    - *1– 2 bed/1 bath*
  - *Duplex - 0*
  - *Apartment - 0*
  - *Townhouse - 0*
- **$2,000 to $3,000:** 1
  - *Single Family - 1*
    - *1 – 5 bed/2 bath*
  - *Duplex - 0*
  - *Apartment - 0*
  - *Townhouse - 0*

Data as of May 2024
Current Housing Market Analysis

FOR RENT HOUSING MARKET ANALYSIS

TYPICAL RENTAL PRICING:

Stark County:
Number of Units: 218

- **$1,000 or less:** 115
  - *Single Family: 24*
  - *Multifamily: 91*
- **$1,100 to $1,500:** 77
  - *Single Family: 46*
  - *Multifamily: 31*
- **$1,600 to $2,000:** 12
  - *Single Family: 12*
  - *Multifamily: 8*
- **$2,000 to $3,000:** 14
  - *Single Family: 8*
  - *Multifamily: 6*

Canal Fulton:
Number of Units: 1

Median Rent: $1,145/mo.
Price Range Over the Last Year: $900 to $1,428/mo.

- **$1,100 to $1,500:** 1
  - *Single Family - 0*
  - *Duplex - 0*
  - *Apartment - 0*
  - *Townhouse - 1*
    - *1 – 2 bed/1 bath*

East Canton:
Number of Units: 0

Median Rent: $700/mo.
Price Range Over the Last Year: $635 to 950/mo.

- **No Units Advertised**

Navarre:
Number of Units: 0

Median Rent: $1,200/mo.
Price Range Over the Last Year: $795 to $1,000/mo.

- **No Units Advertised**

Data as of May 2024
Current Housing Market Analysis

FOR RENT HOUSING MARKET ANALYSIS

TYPICAL RENTAL PRICING:

Stark County:
Number of Units: 218

- **$1,000 or less:** 115
  - *Single Family: 24*
  - *Multifamily: 91*
- **$1,100 to $1,500:** 77
  - *Single Family: 46*
  - *Multifamily: 31*
- **$1,600 to $2,000:** 12
  - *Single Family: 12*
  - *Multifamily: 8*
- **$2,000 to $3,000:** 14
  - *Single Family: 8*
  - *Multifamily: 6*

Canton:
Number of Units: 109

Median Rent: $980/mo.
Price Range Over the Last Year: $821 to $4,000/mo.

- **$1,000, or less:** 70
  - *Single Family - 12*
    - *9 – 3 bed/1 bath*
    - *2 – 2 bed/1 bath*
    - *1 – 1 bed/1 bath*
  - *Duplex - 0*
  - *Apartment - 46*
    - *20 – 1 bed/1 bath*
    - *17 – 2 bed/1 bath*
    - *2 – 2 bed/1.5 bath*
    - *1 – 2 bed/2 bath*
    - *6 – 3 bed/1 bath*
  - *Townhouse - 12*
    - *6 – 2 bed/1 bath*
    - *3 – 2 bed/1.5 bath*
    - *3 – 3 bed/1 bath*
- **$1,100 to $1,500:** 24
  - *Single Family - 15*
    - *9 – 3 bed/1 bath*
    - *2 – 3 bed/2 bath*
    - *3 – 4 bed/2 bath*
    - *1 – 4 bed/1 bath*
    - *1 – 5 bed/2 bath*
  - *Duplex - 0*
  - *Apartment - 7*
    - *3 – 1 bed/1 bath*
    - *1 – 2 bed/1 bath*
    - *3 – 3 bed/1 bath*
  - *Townhouse - 2*
    - *1 – 3 bed/2 bath*
    - *1 – 2 bed/1.5 bath*
- **$1,600 to $2,000:** 10
  - *Single Family - 5*
    - *1 – 2 bed/2 bath*
    - *1 – 3 bed/2.5 bath*
    - *1 – 3 bed/2 bath*
    - *1 – 4 bed/2 bath*
    - *1 – 5 bed/2.5 bath*
  - *Duplex - 0*
  - *Apartment - 5*
    - *2 – 1 bed/1 bath*
    - *1 – 2 bed/2 bath*
    - *1 – 2 bed/1.5 bath*
    - *1 – 3 bed/1 bath*
  - *Townhouse - 0*
- **$2,000 to $3,000:** 3
  - *Single Family - 2*
    - *1 – 3 bed/2 bath*
    - *1 – 3 bed/3 bath*
  - *Duplex - 0*
  - *Apartment - 0*
  - *Townhouse - 1*
    - *1 – 2 bed/3 bath*
- **$3,000 to $4,000:** 2
  - *Single Family - 2*
    - *1 – 4 bed/3 bath*
    - *1 – 3 bed/3 bath*
  - *Duplex - 0*
  - *Apartment - 0*
  - *Townhouse - 0*

Data as of May 2024

Current Housing Market Analysis

FOR RENT HOUSING MARKET ANALYSIS

TYPICAL RENTAL PRICING:

Stark County:
Number of Units: 218

- **$1,000 or less:** 115
  - *- Single Family: 24*
  - *- Multifamily: 91*
- **$1,100 to $1,500:** 77
  - *- Single Family: 46*
  - *- Multifamily: 31*
- **$1,600 to $2,000:** 12
  - *- Single Family: 12*
  - *- Multifamily: 8*
- **$2,000 to $3,000:** 14
  - *- Single Family: 8*
  - *- Multifamily: 6*

Louisville:
Number of Units: 5

Median Rent: $965/mo.
Price Range Over the Last Year: $750 to $1,650/mo.

- **$1,000, or less:** 4
  - *- Single Family - 1*
    - *•1 – 2 bed/1 bath*
  - *- Duplex - 0*
  - *- Apartment - 3*
    - *•1 – 1 studio/1 bath*
    - *•2 – 2 bed/1 bath*
  - *- Townhouse - 0*
- **$1,600 to $2,000:** 1
  - *- Single Family - 0*
  - *- Duplex - 0*
  - *- Apartment - 1*
    - *•1 – 2 bed/2 bath*
  - *- Townhouse - 0*

Massillon:
Number of Units: 29

Median Rent: $1,028/mo.
Price Range Over the Last Year: $900 to $1,150/mo.

- **$1,000, or less:** 20
  - *- Single Family - 6*
    - *•4 – 3 bed/1 bath*
    - *•2 – 2 bed/1.5 bath*
  - *- Duplex - 2*
    - *•1 – 2 bed/1.5 bath*
    - *•1 – 2 bed/1 bath*
  - *- Apartment - 11*
    - *•6 – 1 bed/1 bath*
    - *•2 – 2 bed/1 bath*
    - *•2 – 2 bed/2 bath*
    - *•1 – 3 bed/1 bath*
  - *- Townhouse - 1*
    - *•1 – 2 bed/1.5 bath*
- **$1,100 to $1,500:** 9
  - *- Single Family - 6*
    - *•1 – 2 bed/2 bath*
    - *•2 – 3 bed/2 bath*
    - *•1 – 4 bed/1 bath*
  - *- Duplex - 0*
  - *- Apartment - 2*
    - *•1 – 1 bed/1 bath*
    - *•1 – 2 bed/2 bath*
  - *- Townhouse - 1*
    - *•1 – 2 bed/1 bath*

Data as of May 2024

Current Housing Market Analysis

FOR RENT HOUSING MARKET ANALYSIS

TYPICAL RENTAL PRICING:

Stark County:
Number of Units: 218

- **$1,000 or less:** 115
  - *Single Family: 24*
  - *Multifamily: 91*
- **$1,100 to $1,500:** 77
  - *Single Family: 46*
  - *Multifamily: 31*
- **$1,600 to $2,000:** 12
  - *Single Family: 12*
  - *Multifamily: 8*
- **$2,000 to $3,000:** 14
  - *Single Family: 8*
  - *Multifamily: 6*

North Canton:
Number of Units: 36

Median Rent: $1,200/mo.
Price Range Over the Last Year: $1,095 to $1,422-/mo.

- **$1,000, or less:** 13
  - *Single Family - 0*
  - *Duplex - 0*
  - *Apartment - 12*
    - *8 – 1 bed/1 bath*
    - *4 – 2 bed/1 bath*
  - *Townhouse - 1*
    - *1 – 2 bed/1 bath*
- **$1,100 to $1,500:** 11
  - *Single Family - 1*
    - *1 – 3 bed/1 bath*
  - *Duplex - 1*
    - *1 – 3 bed/2 bath*
  - *Apartment - 8*
    - *1 – 1 bed/1 bath*
    - *3 – 2 bed/1 bath*
    - *1 – 2 bed/1.5 bath*
    - *2 – 2 bed/2 bath*
    - *1 – 3 bed/1 bath*
  - *Townhouse - 1*
    - *1 – 2 bed/1.5 bath*
- **$1,600 to $2,000:** 8
  - *Single Family - 2*
    - *1 – 3 bed/2.5 bath*
    - *1 – 4 bed/2 bath*
  - *Duplex - 0*
  - *Apartment - 5*
    - *5 – 2 bed/2 bath*
  - *Townhouse - 1*
    - *1 – 3 bed/1.5 bath*
- **$2,000 to $3,000:** 4
  - *Single Family - 1*
    - *1 – 3 bed/3 bath*
  - *Duplex - 2*
    - *2 – 3 bed/2.5 bath*
  - *Apartment - 1*
    - *1 – 2 bed/2 bath*
  - *Townhouse - 0*

Data as of May 2024
Current Housing Market Analysis

HOUSING TECHNICAL ANALYSIS

HOUSING TECHNICAL ANALYSIS

HOUSING ATTAINABILITY PRICE POINTS

To understand housing attainability in Stark County, the current distribution of households by income is considered based on corresponding housing values that are affordable based on income. *While there are many factors influencing housing affordability and the ability to purchase a home, these figures help illustrate the understanding of income levels and potentially affordable housing price points available in Stark County.*

Measures of affordable rent and home value are based on a maximum of 30% of income spent on housing expenses; this is the threshold designated by the US Department of Housing and Urban Development (HUD) whereby households spending above 30% are considered "cost burdened". Housing expenses include rent or mortgage payments, utilities, taxes, and insurance.

Maximum affordable rent and home prices are calculated by income bracket as shown in the table below. For home values, this calculation assumes that 10% of a household's gross income is being spent on long-term debt, 0% down payment available, and a 7.3% fixed-rate mortgage.

Approximately three out of four households could not comfortably afford a rental above $2,500. What's more, two out of every five (approximately 41%) households cannot afford rents over $1,250 per month.

For house purchases, only around 12% of households can afford homes valued $360,000, or more. Approximately 73% of existing households cannot afford a home greater than $240,000 (41% cannot afford to purchase a home greater than $120,100).

Income Brackets and Housing Affordability

Household Income Bracket:	# of HHs:	% of HHs:	Max. Affordable Gross Rent (30% of Gross Income)	Max. Affordable Home Value
$21,499, or less	17,329	11.08%	$537, or less	$51,699, or less
$21,500 - $34,999	24,829	15.88%	$538 to $875	$51,700 to $84,099
$35,000 - $49,999	21,595	13.80%	$875 to $1,250	$84,100 to $120,099
$50,000 - $74,999	27,443	17.60%	$1,250 to $1,875	$120,100 to 180,299
$75,000 - $99,999	22,949	14.70%	$1,875 to $2,500	$180,300 to $239,999
$100,000 - $149,999	23,353	14.90%	$2,500 to $3,750	$240,000 to $359,999
$150,000 - $199,999	10,971	7.00%	$3,750 to $5,000	$360,000 to $480,000
$200,000 +	7,870	5.00%	$5,000, or more	$480,001, or more

Source: Esri

HOUSING TECHNICAL ANALYSIS

HOUSING ATTAINABILITY GAP FOR TYPICAL HOUSEHOLDS

Comparing typical (i.e., median) income levels to typical (median) housing prices provides a helpful illustration of housing affordability alignment (or misalignment). The table to the right illustrates the affordability gap faced by households in Stark County.

Considering a median home sale price of $198,595 (Zillow, 2024) with 0% down payment and current mortgage rates of 7.3%, this yields an expected monthly payment for principal and interest of $1,362. Estimating local taxes and insurance costs would then bring the monthly cost of financing the median-priced home to $1,791.

Following the guideline that housing costs should be no more than 30% of a household's annual gross income and reserving a conservative estimate of 5% of gross monthly income for utility expenses, a household's mortgage, taxes, and insurance costs should be no more than 25% of annual income, the median-priced Stark County home requires an annual income of at least $85,968.

Comparing this threshold to the actual median household income for Stark County of $60,779, reveals an "income gap" of $25,189 (the additional income a typical median-income household would need to afford a median-priced home).

The affordability gap can also be understood in terms of housing prices. A typical household in Stark County can afford a home with a maximum sale price of $132,750. Compared to the current typical home sale price of $198,595, there is a price affordability gap of $65,845 (the reduction in price that would be necessary for a median-income household to afford a median-priced home).

Home Affordability Gap: Housing Prices vs. Income Levels

Median Sale Price	$198,595
Down Payment of 0%	$0
Loan Amount	$198,595
Principal & Interest Payment (30-Year Fixed Rate at 7.3%)	$1,362
Est. Property Tax, Home Insurance, & PMI	$429
Total Monthly Payment	$1,791
Household Income Threshold (Annual)	$85,968
Median Household Income	$60,779
10% Gross Income for Other Debt Obligation	*$6,078*
Income Gap	**$25,189**
Affordable Home Price Based on Median Income	$132,750
Home Price Affordability Gap	**$65,845**

Source: Esri

HOUSING TECHNICAL ANALYSIS

HOUSING ATTAINABILITY GAP FOR TYPICAL WORKERS

This review illustrates an additional affordability perspective by evaluating housing affordability based on median earnings per worker and what they can afford both as a single-income household as well as a two-income household with the assumption that they both make the median wage. According to JobsEQ (2023), the gross median wage across all occupations in Stark County is $51,604 per year – this number includes people that live and work in Stark County as well as those that commute to Stark County for their jobs.

Housing cost assumptions are based on the median sale-price of Stark County homes with a minimum annual income of $85,968 required to be able to reasonably afford the median sale-price of a home.

A single worker in Stark County making the average annual wage of $51,604 reveals an income gap of $34,364 (the additional income a typical “average earnings worker” would need to afford a median-priced home) and a price affordability gap of $74,595 (the reduction in price that would be necessary for a median income household to afford a median-priced home), rendering the median sale price of a home in Stark County as unaffordable.

However, a two-income household, where both workers are making the average annual wage of $51,604 reveals that this household makes $17,240 more per year than is necessary to purchase a home valued at Stark County’s median sale price. This two-income household can afford a house priced at $307,500 ($108,905 more than the median sale price of $198,595).

Home Affordability Gap: Housing Prices vs. Average Earnings

Median Sale Price	$198,595	
Down Payment of 0%	$0	
Loan Amount	$198,595	
Principal & Interest Payment (30-Year Fixed Rate at 7.3%)	$1,362	
Est. Property Tax, Home Insurance, & PMI	$429	
Total Monthly Payment	$1,791	
Household Income Threshold (Annual)	$85,968	
	1-Income HH	*2-Income HH*
Median Household Income	$51,604	$103,208
10% Gross Income for Other Debt Obligation	*$5,160*	*$10,321*
Income Gap	**$34,364**	**(+ $17,240)**
Affordable Home Price Based on Median Income	$124,000	$307,500
Home Price Affordability Gap	**$74,595**	**(+ $108,905)**

Source: Esri

HOUSING TECHNICAL ANALYSIS

HOUSING ATTAINABILITY GAP FOR RENTERS

Rent affordability is based on a similar consideration that housing costs should not exceed 30% of household earnings and anything beyond this level places the household in a cost burdened situation. For this comparison, we have annualized Stark County's median rent based on data from the US Census Bureau's American Community Survey (2021).

An hourly wage threshold is calculated representing the hourly wages a worker would need to afford the typical rent in Stark County. Recognizing that many hourly jobs are not full-time, the wage threshold for part-time workers is also shown.

The median household income for Stark County renter-occupied units (ACS, 2021) is $32,637, which is greater than the affordability threshold with annualized rent making up only 28.8% of the income. While this suggests that current rental rates are relatively aligned with income levels and Stark County's rental housing market is not experiencing the same affordability gap that the for-sale market is currently experiencing, the ACS data also reported that:

- 41% of renter-occupied households are paying 30%, or more, of their income on rent, utilities, taxes, and insurance.
- 18% of renter-occupied households are paying 50%, or more, of their income on rent, utilities, taxes, and insurance.

Rent Affordability Gap: Median Gross Rent and Median Renter Household Income:

Median Gross Monthly Rent	$784
Annualized Rent	$9,408
Household Income Threshold (Annual)	$31,360
Hourly Wage Threshold (Full-Time)	$15.08
Hourly Wage Threshold (3/4-Time)	$20.10
Hourly Wage Threshold (1/2-Time)	$30.15
Median Renter Household Income	$32,637
Median Rent % Median Income	28.80%

Source: JobsEQ

HOUSING TECHNICAL ANALYSIS

JOB WAGE MISALIGNMENT WITH HOUSING PRICES

When previously comparing the median earnings of those working in Stark County, a single-income household making the average wage of all occupations (in Stark County) was short of affording the median sales price of a home in Stark County by nearly $35,000. This analysis is helpful in demonstrating the housing affordability challenge in Stark County with many households being unable to afford a typical home price, even with two employed earners.

- 21.7% of all Stark County households make less than the gross median rent income threshold of $31,360 per year
- 53.5% of all Stark County households make less than the median sale-priced home income threshold of $85,968 per year
- Stark County's Average Household Income of $85,645 is still $323 less than the income threshold required to be able to reasonably afford the median sale-priced home.

The following tables provide additional detail on different types of jobs and how the average earnings for these occupations compare to those same affordability thresholds.

Just over 22% of all jobs in Stark County pay less than $31,360 per year, meaning there are 37,686 jobs that do not offer average wages high enough to pay the median gross rent of $784/month. In the same vein, only 10% of all jobs in Stark County (17,371) offer average wages high enough to be able to afford the median sale-priced home of $198,595.

% of Jobs In Stark County That Can Afford Median Rent (2023)

	Income Threshold:	Average Annual Income:	# of Jobs	% of Jobs
Can't Afford Median Rent:	Less than $31,360	Up to $31,659	37,686	22.30%
Can Afford Median Rent, or More:	$31,360, or more	$31,360 +	129,212	77.40%

Source: JobsEQ

% of Jobs In Stark County That Can Afford the Median Sale-Priced Home (2023)

	Income Threshold:	Average Annual Income:	# of Jobs	% of Jobs
Can't Afford Median Sale Priced Home:	Less than $85,968	Up to $85,968	149,527	89.59%
Can Afford Median Sale Priced Home, or More:	$85,968, or more	$85,968 +	17,371	10.41%

Source: JobsEQ

HOUSING TECHNICAL ANALYSIS

JOB WAGE MISALIGNMENT WITH HOUSING PRICES, CON'T.

In 2023, the most common single occupation in Stark County is Fast Food and Counter Worker with 4,698 jobs which pays an average annual wage of $26,100. If one household had two income earners this wage, they could narrowly afford a median sale-priced home in Stark County with only $596 to spare, however a single income household making this wage would still need to make an additional $5,260 per year to be able to afford the median gross monthly rent in Stark County to avoid experiencing cost burden. At the average annual wage, a Fast Food and Counter Worker would have to spend 36% of their annual income on gross rent.

As another example, there are 3,501 Registered Nursing jobs in Stark County with an average annual salary of $79,900. A single income household making this annual income would still need to make another $6,068 per year to be able to afford a median sale-priced home in Stark County, however, this household could reasonably afford a gross monthly rent of $1,998 per month.

Top-10 Occupations by # of People Employed & Average Annual Salary (2023)

Occupation	# of Employees	Average Annual Salary	Median Gross Monthly Rent	Median Sale-Priced Home
			Annual Income Gap for Affording:	
Fast Food and Counter Workers	4,698	$26,100	$5,260	$59,868
Cashiers	4,064	$26,500	$4,860	$59,468
Retail Salespersons	3,954	$33,700	-	$52,268
Stockers and Order Fillers	3,873	$33,700	-	$52,268
Registered Nurses	3,501	$79,900	-	$6,068
General and Operations Managers	3,461	$101,100	-	-
Personal Care Aides	3,206	$28,300	$3,060	$57,668
Laborers and Freight, Stock, and Material Movers, Hand	2,960	$40,100	-	$45,868
Customer Service Representatives	2,872	$41,500	-	$44,468
Waiters and Waitresses	2,565	$30,700	$660	$55,268

# of Occupations: ***35,154***
% of all Occupations in Stark County: ***21.06%***

Source: JobsEQ

HOUSING TECHNICAL ANALYSIS

JOB WAGE MISALIGNMENT WITH HOUSING PRICES, CON'T.

Top-20 Highest Paying Occupations by Average Annual Salary & # of Jobs (2023)

Occupation	# of Employees	Average Annual Salary
Athletes and Sports Competitors	4	$647,200
Cardiologists	17	$513,800
Dermatologists	13	$417,200
Orthopedic Surgeons, Except Pediatric	19	$371,200
Emergency Medicine Physicians	31	$368,600
Ophthalmologists, Except Pediatric	16	$362,000
Anesthesiologists	49	$357,000
Pediatric Surgeons	1	$338,700
Surgeons, All Other	23	$337,600
Radiologists	26	$307,100
Oral and Maxillofacial Surgeons	5	$289,200
Physicians, All Other	349	$280,200
Orthodontists	9	$262,900
Physicians, Pathologists	8	$261,400
Psychiatrists	20	$254,100
Pediatricians, General	49	$243,800
Neurologists	10	$238,400
Dentists, All Other Specialists	4	$218,300
Obstetricians and Gynecologists	30	$209,800
Airline Pilots, Copilots, and Flight Engineers	7	$204,900

Source: JobsEQ

# of Occupations: ***690***
% of all Occupations in Stark County: ***0.41%***

HOUSING TECHNICAL ANALYSIS

FUTURE JOBS OUTLOOK VS. AVERAGE ANNUAL WAGES

Top 5 Industries with Highest Demand for # of Employees Over Next 5 Years (by # of demand)

Industry (2-Digit NAICS)	Ave. Annual Wage	Current # of Employees	Total Demand Over Next 5 Yrs	Annual Demand	Net Growth
Health Care and Social Assistance	$53,603	28,476	13,898	2,780	3
Accommodation and Food Services	$21,804	16,030	13,299	2,660	-588
Retail Trade	$33,999	19,686	11,849	2,370	-1,248
Manufacturing	$66,945	24,890	10,932	2,186	-1,284
Educational Services	$47,672	13,154	6,035	1,207	-119

Source: JobsEQ

Of Stark County's top five industries with highest demand for new employees over the next five years, only four of them pay average annual wages high enough (more than $31,360) to be able to reasonably afford the county's gross median rent and none of them pay average annual wages high enough ($85,968, or more, per year) to be able to reasonably afford the county's median sale-priced home ($198,595).

HOUSING TECHNICAL ANALYSIS

FUTURE JOBS OUTLOOK VS. AVERAGE ANNUAL WAGES, CON'T.

Top 5 Occupations with Highest Demand for # of Employees Over Next 5 Years (by # of demand)

Occupation (2-Digit SOC)	Ave. Annual Wage	Current # of Employees	Total Demand Over Next 5 Yrs	Annual Demand	Net Growth
Food Preparation and Serving Related	$29,800	16,152	14,161	2,832	-563
Transportation and Material Moving	$40,700	15,653	9,408	1,882	-303
Sales and Related	$46,700	15,111	8,574	1,715	-960
Office and Administrative Support	$43,300	18,612	8,551	1,710	-1,312
Production	$43,800	16,074	7,187	1,437	-982

Source: JobsEQ

Of Stark County's top five occupations with highest demand for new employees over the next five years, only four of them pay average annual wages high enough (more than $31,360) to be able to reasonably afford the county's gross median rent and none of them pay average annual wages high enough ($85,968, or more, per year) to be able to reasonably afford the county's median sale-priced home ($198,595).

HOUSING TECHNICAL ANALYSIS

FUTURE JOBS OUTLOOK VS. AVERAGE ANNUAL WAGES, CON'T.

Top 20 Growth Occupations Paying an Average Annual Wage of At Least $85,968 (by # of demand)

Occupation (6-Digit SOC)	Ave. Annual Wage	Current # of Employees	Total Demand Over Next 5 Yrs	Annual Demand	Net Growth
General and Operations Managers	$101,100	3,461	1,243	249	-89
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	$87,600	1,639	628	126	-65
Software Developers	$104,200	729	260	52	54
Medical and Health Services Managers	$107,400	520	239	48	46
Financial Managers	$133,300	557	210	42	19
Nurse Practitioners	$115,500	312	129	26	51
Industrial Engineers	$91,900	438	118	24	1
Computer Systems Analysts	$90,000	311	89	18	-1
Speech-Language Pathologists	$92,700	227	84	17	19
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	$103,200	202	80	16	-6
Network and Computer Systems Administrators	$92,200	335	77	16	-12
Lawyers	$126,000	391	75	15	1
Physical Therapists	$96,200	286	65	13	9
Pharmacists	$128,600	379	56	11	-12
Occupational Therapists	$95,600	185	56	11	5
Personal Financial Advisors	$104,400	156	50	10	2
Civil Engineers	$97,600	168	45	9	-3
Physician Assistants	$116,100	115	41	8	10
School Psychologists	$148,300	78	28	6	3
Veterinarians	$116,100	93	22	4	6

Source: JobsEQ

HOUSING TECHNICAL ANALYSIS

FUTURE JOBS OUTLOOK VS. AVERAGE ANNUAL WAGES, CON'T.

Stark County's Top 20 Growth Occupations paying average annual wages of at least $85,968 per year currently employ 10,582 people (6.3% of all jobs). While there is a total demand of 3,595 new positions, there will only be 38 net new positions; 3,433 positions currently exist and will require new talent to backfill the position. Each of these positions, based on their average annual wages, can afford to purchase at least the median sale-priced home of $198,595, with many of them being able to afford homes at higher price points.

Building Stark County's Talent Pipeline:

According to JobsEQ, Stark County has approximately 4,801 students enrolled in the 12th Grade (JobsEQ), and of the occupations above, there is a total demand for 3,443 employees over the next five years. Each of the occupations require at least a four-year degree with at least half of them requiring an advanced or terminal degree.

If 20% of Stark County's graduating seniors choose a field of study related to one of the county's growth occupations, there is a statistical likelihood that around 960 students would be able to climb a high-earning career ladder that would afford them the opportunity to return to Stark County and rent or own their own home without experiencing cost burden.

HOUSING NEEDS ANALYSIS

RECOMMENDATIONS FOR THE FUTURE: STARK COUNTY, OH

HOUSING NEED ANALYSIS

DEVELOPMENT RECOMMENDATIONS AND TIMELINE:

- Recommendations are based upon data available at the time of the report. Any changes in interest rates, construction costs, market conditions, financial industry, jobs in the community, or other economic factors will shift the data. It is important to update data regularly and keep up with occupancy/vacancy rates.

- Given the current housing market, we recommend prioritizing rental housing development to keep housing as affordable as possible. Currently, there is an illustrated need for almost 4,000 units priced below $1,500/month, as well as an illustrated need for almost 1,300 units priced between $1,500 and $3,500/month. Prioritizing the development of these units would alleviate the cost burden on all households in Stark County while increasing the ability of desirable housing stock.

- If forecasted correctly, mortgage interest rates are anticipated to relax going into Q22025, which will increase a household's purchasing power for for-sale housing units. The prime interest rate forecast should be closely monitored. If this forecast comes to fruition, the shortage of housing will need to be alleviated expeditiously. Increasing the number of affordable for-sale housing units will not only help existing residents but will also attract the interest of people that currently live outside of Stark County.

Housing Needed by Income Tier:

$75,000 - $99,999:
- Home Price: $180,300 to $239,999
- Monthly Gross Rent: $1,250 to $1,499
- Current Rental Unit Gap: 3,673
- # of HHs Moving into this Income Bracket Over the Next 5 Years: 1,087

$100,000 - $150,000:
- Home Price: $240,000 to $359,999
- Monthly Gross Rent: $1,500 to $2,499
- Current Rental Unit Gap: 114
- # of HHs Moving into this Income Bracket Over the Next 5 Years: 3,538

$150,000 - $199,999:
- Home Price: $360,000 to $480,000
- Monthly Gross Rent: $2,500 to $3,499
- Current Rental Unit Gap: 1,180*
- # of HHs Moving into this Income Bracket Over the Next 5 Years: 3,787

$200,000+:
- Home Price: $480,001, or more
- Monthly Gross Rent: $3,500, or more
- Current Rental Unit Gap: 1,180*
- # of HHs Moving into this Income Bracket Over the Next 5 Years: 1,445

**Households making $150,000+ per year currently only make up about 3.2% of all renter-occupied households in Stark County. Traditionally speaking these households prefer homeownership. With that in mind, we recommend future rental units targeted for households at least $150,000 per year be kept to a minimum and monthly rental price points be kept between $2,500 and $3,000 to be as affordable for as many households as possible.*

HOUSING NEED ANALYSIS

DEVELOPMENT RECOMMENDATIONS AND TIMELINE:

Development Timeline:

We recommend the following development timeline as a good place to begin in developing attainable housing for Stark County's residents. If occupancy of these new units keeps up with the supply, then we recommend continuing in a phased approach. These numbers were shown to a respected residential development company who agrees with our recommendation of a conservative approach to start, with a ramp up based on demand. The community should reevaluate annually the percentage of imbalance and future demand that should be developed based on the following:

1. Occupancy of the developed units
2. Updated imbalance and future demand data
3. Interest rates and inflation (cost of construction)
4. New job announcements in the community, their estimated annual incomes, and if people will be required to relocate to Stark County to fill positions (job opportunity vs. existing skill alignment)

Housing Units Needed:

For Sale Price Point (Mortgage)	For Rent Price Point (Monthly)	Current Rental Unit Imbalance	5-Year Demand - New Households	Year 1 (For Rent / For Sale)	Year 2 (For Rent / For Sale)	Year 3 (For Rent / For Sale)	Year 4 (For Rent / For Sale)	Year 5 (For Rent / For Sale)
$180,300 to $239,999	$1,250 to $1,499	3,673	1,087	367 / 109	551 / 163	918 / 272	918 / 272	918 / 272
$240,000 to $359,999	$1,500 to $2,499	114	3,538	11 / 354	17 / 531	29 / 885	29 / 885	29 / 885
$360,000 to $480,000	$2,500 to $3,499, or more	1,180	3,787	118 / 379	177 / 568	295 / 947	295 / 947	295 / 947
$480,001 +			1,445	0 / 145	0 / 217	0 / 361	0 / 361	0 / 361

NOTE: Recommendations are based upon data available at the time of the report. Any changes in interest rates, construction costs, market conditions, financial industry, jobs in the community, or other economic factors will shift the data. It is important to update data regularly and keep up with occupancy/ vacancy rates.

The following assumptions were made to determine what each income level could afford:

State: Ohio
Loan Term: 30-year, fixed
Down Payment: $0
Credit Score: 700 to 719
Interest Rate: 7.3%
Monthly Debts: 10% of Gross Income

HOUSING NEEDS ANALYSIS

RECOMMENDATIONS FOR THE FUTURE: ALL OTHER COMMUNITIES

HOUSING NEEDS ANALYSIS

RECOMMENDATIONS FOR THE FUTURE: BY COMMUNITY

Household incomes are expected to grow throughout Stark County over the next five years. This section outlines potential new housing needs based solely on household income growth, what kind of housing they can afford vs. what kind of housing was available on the market at the time of this analysis (April 2024) by each of the following communities in Stark County:

NOTE: Recommendations are based upon data available at the time of the report. Any changes in interest rates, construction costs, market conditions, financial industry, jobs in the community, or other economic factors will shift the data. It is important to update data regularly and keep up with occupancy/vacancy rates.

The following assumptions were made to determine what each income level could afford:

State: Ohio
Credit Score: 700 to 719
Loan Term: 30-year, fixed
Interest Rate: 7.3%
Down Payment: $0
Monthly Debts: 10% of Gross Income

Key Findings by Community:

Alliance Needs:
- 111 new housing units to accommodate households making $75,000 to $99,000
- 212 new housing units to accommodate households making $100,000 to $149,999
- 183 new housing units to accommodate households making $150,000 to $199,999
- 34 new housing unit to accommodate households making $200,000+

Canal Fulton Needs:
- 22 new housing units to accommodate households making $75,000 to $99,000
- 96 new housing units to accommodate households making $100,000 to $149,999
- 81 new housing units to accommodate households making $150,000 to $199,999
- 21 new housing unit to accommodate households making $200,000+

Canton Needs:
- 442 new housing units to accommodate households making $75,000 to $99,000
- 458 new housing units to accommodate households making $100,000 to $149,999
- 330 new housing units to accommodate households making $150,000 to $199,999
- 186 new housing unit to accommodate households making $200,000+

East Canton Needs:
- 26 new housing units to accommodate households making $100,000 to $149,999
- 9 new housing units to accommodate households making $150,000 to $199,999
- 7 new housing unit to accommodate households making $200,000+

Louisville Needs:
- 9 new housing units to accommodate households making $75,000 to $99,000
- 90 new housing units to accommodate households making $100,000 to $149,999
- 153 new housing units to accommodate households making $150,000 to $199,999
- 22 new housing unit to accommodate households making $200,000+

Massillon Needs:
- 155 new housing units to accommodate households making $75,000 to $99,000
- 410 new housing units to accommodate households making $100,000 to $149,999
- 211 new housing units to accommodate households making $150,000 to $199,999
- 43 new housing unit to accommodate households making $200,000+

HOUSING NEEDS ANALYSIS

RECOMMENDATIONS FOR THE FUTURE: BY COMMUNITY

Household incomes are expected to grow throughout Stark County over the next five years. This section outlines potential new housing needs based solely on household income growth, what kind of housing they can afford vs. what kind of housing was available on the market at the time of this analysis (April 2024) by each of the following communities in Stark County:

NOTE: Recommendations are based upon data available at the time of the report. Any changes in interest rates, construction costs, market conditions, financial industry, jobs in the community, or other economic factors will shift the data. It is important to update data regularly and keep up with occupancy/vacancy rates.

The following assumptions were made to determine what each income level could afford:

State: Ohio
Credit Score: 700 to 719
Loan Term: 30-year, fixed
Interest Rate: 7.3%
Down Payment: $0
Monthly Debts: 10% of Gross Income

Housing Needs Analysis - Potential Housing Demand by Income & Housing Type

Key Findings by Community, Con't:

Navarre Needs:
- 29 new housing units to accommodate households making $100,000 to $149,999
- 23 new housing units to accommodate households making $150,000 to $199,999
- 1 new housing unit to accommodate households making $200,000+

North Canton Needs:
- 68 new housing units to accommodate households making $75,000 to $99,000
- 138 new housing units to accommodate households making $100,000 to $149,999
- 240 new housing units to accommodate households making $150,000 to $199,999
- 114 new housing unit to accommodate households making $200,000+

Richville Needs:
- 7 new housing units to accommodate households making $75,000 to $99,000
- 45 new housing units to accommodate households making $100,000 to $149,999
- 43 new housing units to accommodate households making $150,000 to $199,999
- 6 new housing unit to accommodate households making $200,000+

Housing development in Stark County.

HOUSING NEEDS ANALYSIS

RECOMMENDATIONS FOR THE FUTURE: BY COMMUNITY

Alliance, OH

Total Households Now: *8,664*
Total Households in Five Years: *8,653*
Net Increase/Decrease: *- 11*

NOTE: Recommendations are based upon data available at the time of the report. Any changes in interest rates, construction costs, market conditions, financial industry, jobs in the community, or other economic factors will shift the data. It is important to update data regularly and keep up with occupancy/vacancy rates.

Household Income: $75,000 - $99,999 *Average Income: $87,500*	**Household Income:** $100,000 - $149,999 *Average Income: $125,000*	**Household Income:** $150,000 - $199,999 *Average Income: $175,000*	**Household Income:** $200,000+ *Average Income: $250,000*
76 For-Purchase Homes	**165** For-Purchase Homes	**156** For-Purchase Homes	**32** For-Purchase Homes
Mortgage Range: $180,300 to $239,999	**Mortgage Range:** $240,000 to $359,999	**Mortgage Range:** $360,000 to $480,000	**Mortgage Range:** $480,001 +
35 For-Rent Homes	**47** For-Rent Homes	**27** For-Rent Homes	**2** For-Rent Homes
Rental Range: $1,251 to $1,667	**Rental Range:** $1,668 to $2,500	**Rental Range:** $2,499 to $3,333	**Rental Range:** $3,334 +

Housing Needs Analysis - Potential Housing Demand by Income & Housing Type

HOUSING NEEDS ANALYSIS

RECOMMENDATIONS FOR THE FUTURE: BY COMMUNITY

Canal Fulton, OH

Total Households Now: *2,285*
Total Households in Five Years: *2,296*
Net Increase/Decrease: *+ 11*

NOTE: Recommendations are based upon data available at the time of the report. Any changes in interest rates, construction costs, market conditions, financial industry, jobs in the community, or other economic factors will shift the data. It is important to update data regularly and keep up with occupancy/vacancy rates.

Household Income: $75,000 - $99,999 *Average Income: $87,500*	**Household Income:** $100,000 - $149,999 *Average Income: $125,000*	**Household Income:** $150,000 - $199,999 *Average Income: $175,000*	**Household Income:** $200,000+ *Average Income: $250,000*
14 For-Purchase Homes	**75** For-Purchase Homes	**69** For-Purchase Homes	**19** For-Purchase Homes
Mortgage Range: $180,300 to $239,999	**Mortgage Range:** $240,000 to $359,999	**Mortgage Range:** $360,000 to $480,000	**Mortgage Range:** $480,001 +
8 For-Rent Homes	**21** For-Rent Homes	**12** For-Rent Homes	**2** For-Rent Homes
Rental Range: $1,251 to $1,667	**Rental Range:** $1,668 to $2,500	**Rental Range:** $2,499 to $3,333	**Rental Range:** $3,334 +

Housing Needs Analysis - Potential Housing Demand by Income & Housing Type

HOUSING NEEDS ANALYSIS

RECOMMENDATIONS FOR THE FUTURE: BY COMMUNITY

Canton, OH

Total Households Now: *30,002*
Total Households in Five Years: *29,924*
Net Increase/Decrease: *- 78*

NOTE: Recommendations are based upon data available at the time of the report. Any changes in interest rates, construction costs, market conditions, financial industry, jobs in the community, or other economic factors will shift the data. It is important to update data regularly and keep up with occupancy/vacancy rates.

Household Income: $75,000 - $99,999 *Average Income: $87,500*	**Household Income:** $100,000 - $149,999 *Average Income: $125,000*	**Household Income:** $150,000 - $199,999 *Average Income: $175,000*	**Household Income:** $200,000+ *Average Income: $250,000*
308 For-Purchase Homes	**356** For-Purchase Homes	**286** For-Purchase Homes	**176** For-Purchase Homes
Mortgage Range: $180,300 to $239,999	**Mortgage Range:** $240,000 to $359,999	**Mortgage Range:** $360,000 to $480,000	**Mortgage Range:** $480,001 +
134 For-Rent Homes	**102** For-Rent Homes	**44** For-Rent Homes	**10** For-Rent Homes
Rental Range: $1,251 to $1,667	**Rental Range:** $1,668 to $2,500	**Rental Range:** $2,499 to $3,333	**Rental Range:** $3,334 +

Housing Needs Analysis - Potential Housing Demand by Income & Housing Type

HOUSING NEEDS ANALYSIS

RECOMMENDATIONS FOR THE FUTURE: BY COMMUNITY

East Canton, OH

Total Households Now: *662*
Total Households in Five Years: *660*
Net Increase/Decrease: *- 2*

NOTE: Recommendations are based upon data available at the time of the report. Any changes in interest rates, construction costs, market conditions, financial industry, jobs in the community, or other economic factors will shift the data. It is important to update data regularly and keep up with occupancy/vacancy rates.

Household Income: $75,000 - $99,999 *Average Income: $87,500*	**Household Income:** $100,000 - $149,999 *Average Income: $125,000*	**Household Income:** $150,000 - $199,999 *Average Income: $175,000*	**Household Income:** $200,000+ *Average Income: $250,000*
0 For-Purchase Homes	**20** For-Purchase Homes	**7** For-Purchase Homes	**6** For-Purchase Homes
Mortgage Range: $180,300 to $239,999	**Mortgage Range:** $240,000 to $359,999	**Mortgage Range:** $360,000 to $480,000	**Mortgage Range:** $480,001 +
0 For-Rent Homes	**6** For-Rent Homes	**2** For-Rent Homes	**1** For-Rent Homes
Rental Range: $1,251 to $1,667	**Rental Range:** $1,668 to $2,500	**Rental Range:** $2,499 to $3,333	**Rental Range:** $3,334 +

Housing Needs Analysis - Potential Housing Demand by Income & Housing Type

HOUSING NEEDS ANALYSIS

RECOMMENDATIONS FOR THE FUTURE: BY COMMUNITY

Louisville, OH

Total Households Now: *4,036*
Total Households in Five Years: *4,041*
Net Increase/Decrease: *+ 5*

NOTE: Recommendations are based upon data available at the time of the report. Any changes in interest rates, construction costs, market conditions, financial industry, jobs in the community, or other economic factors will shift the data. It is important to update data regularly and keep up with occupancy/vacancy rates.

Household Income: $75,000 - $99,999 *Average Income: $87,500*	**Household Income:** $100,000 - $149,999 *Average Income: $125,000*	**Household Income:** $150,000 - $199,999 *Average Income: $175,000*	**Household Income:** $200,000+ *Average Income: $250,000*
6 For-Purchase Homes	**69** For-Purchase Homes	**130** For-Purchase Homes	**20** For-Purchase Homes
Mortgage Range: $180,300 to $239,999	**Mortgage Range:** $240,000 to $359,999	**Mortgage Range:** $360,000 to $480,000	**Mortgage Range:** $480,001 +
3 For-Rent Homes	**21** For-Rent Homes	**23** For-Rent Homes	**2** For-Rent Homes
Rental Range: $1,251 to $1,667	**Rental Range:** $1,668 to $2,500	**Rental Range:** $2,499 to $3,333	**Rental Range:** $3,334 +

Housing Needs Analysis - Potential Housing Demand by Income & Housing Type

HOUSING NEEDS ANALYSIS

RECOMMENDATIONS FOR THE FUTURE: BY COMMUNITY

Massillon, OH

Total Households Now: *13,643*
Total Households in Five Years: *13,601*
Net Increase/Decrease: *- 42*

NOTE: Recommendations are based upon data available at the time of the report. Any changes in interest rates, construction costs, market conditions, financial industry, jobs in the community, or other economic factors will shift the data. It is important to update data regularly and keep up with occupancy/vacancy rates.

Household Income: $75,000 - $99,999 *Average Income: $87,500*	**Household Income:** $100,000 - $149,999 *Average Income: $125,000*	**Household Income:** $150,000 - $199,999 *Average Income: $175,000*	**Household Income:** $200,000+ *Average Income: $250,000*
107 For-Purchase Homes	**318** For-Purchase Homes	**178** For-Purchase Homes	**38** For-Purchase Homes
Mortgage Range: $180,300 to $239,999	**Mortgage Range:** $240,000 to $359,999	**Mortgage Range:** $360,000 to $480,000	**Mortgage Range:** $480,001 +
48 For-Rent Homes	**92** For-Rent Homes	**33** For-Rent Homes	**5** For-Rent Homes
Rental Range: $1,251 to $1,667	**Rental Range:** $1,668 to $2,500	**Rental Range:** $2,499 to $3,333	**Rental Range:** $3,334 +

Housing Needs Analysis - Potential Housing Demand by Income & Housing Type

HOUSING NEEDS ANALYSIS

RECOMMENDATIONS FOR THE FUTURE: BY COMMUNITY

Navarre, OH

Total Households Now: *811*
Total Households in Five Years: *809*
Net Increase/Decrease: *- 2*

NOTE: Recommendations are based upon data available at the time of the report. Any changes in interest rates, construction costs, market conditions, financial industry, jobs in the community, or other economic factors will shift the data. It is important to update data regularly and keep up with occupancy/vacancy rates.

Household Income: $75,000 - $99,999 *Average Income: $87,500*	**Household Income:** $100,000 - $149,999 *Average Income: $125,000*	**Household Income:** $150,000 - $199,999 *Average Income: $175,000*	**Household Income:** $200,000+ *Average Income: $250,000*
0 For-Purchase Homes	**23** For-Purchase Homes	**20** For-Purchase Homes	**1** For-Purchase Homes
Mortgage Range: $180,300 to $239,999	**Mortgage Range:** $240,000 to $359,999	**Mortgage Range:** $360,000 to $480,000	**Mortgage Range:** $480,001 +
0 For-Rent Homes	**6** For-Rent Homes	**3** For-Rent Homes	**0** For-Rent Homes
Rental Range: $1,251 to $1,667	**Rental Range:** $1,668 to $2,500	**Rental Range:** $2,499 to $3,333	**Rental Range:** $3,334 +

Housing Needs Analysis - Potential Housing Demand by Income & Housing Type

HOUSING NEEDS ANALYSIS

RECOMMENDATIONS FOR THE FUTURE: BY COMMUNITY

North Canton, OH

Total Households Now: *7,880*
Total Households in Five Years: *7,994*
Net Increase/Decrease: *+ 114*

NOTE: Recommendations are based upon data available at the time of the report. Any changes in interest rates, construction costs, market conditions, financial industry, jobs in the community, or other economic factors will shift the data. It is important to update data regularly and keep up with occupancy/vacancy rates.

Household Income: $75,000 - $99,999 *Average Income: $87,500*	**Household Income:** $100,000 - $149,999 *Average Income: $125,000*	**Household Income:** $150,000 - $199,999 *Average Income: $175,000*	**Household Income:** $200,000+ *Average Income: $250,000*
48 For-Purchase Homes	**107** For-Purchase Homes	**203** For-Purchase Homes	**101** For-Purchase Homes
Mortgage Range: $180,300 to $239,999	**Mortgage Range:** $240,000 to $359,999	**Mortgage Range:** $360,000 to $480,000	**Mortgage Range:** $480,001 +
20 For-Rent Homes	**31** For-Rent Homes	**37** For-Rent Homes	**13** For-Rent Homes
Rental Range: $1,251 to $1,667	**Rental Range:** $1,668 to $2,500	**Rental Range:** $2,499 to $3,333	**Rental Range:** $3,334 +

Housing Needs Analysis - Potential Housing Demand by Income & Housing Type

HOUSING NEEDS ANALYSIS

RECOMMENDATIONS FOR THE FUTURE: BY COMMUNITY

Richville, OH

Total Households Now: *1,372*
Total Households in Five Years: *1,378*
Net Increase/Decrease: *+ 3*

NOTE: Recommendations are based upon data available at the time of the report. Any changes in interest rates, construction costs, market conditions, financial industry, jobs in the community, or other economic factors will shift the data. It is important to update data regularly and keep up with occupancy/vacancy rates.

Household Income: $75,000 - $99,999 *Average Income: $87,500*	**Household Income:** $100,000 - $149,999 *Average Income: $125,000*	**Household Income:** $150,000 - $199,999 *Average Income: $175,000*	**Household Income:** $200,000+ *Average Income: $250,000*
4 For-Purchase Homes	**35** For-Purchase Homes	**36** For-Purchase Homes	**5** For-Purchase Homes
Mortgage Range: $180,300 to $239,999	**Mortgage Range:** $240,000 to $359,999	**Mortgage Range:** $360,000 to $480,000	**Mortgage Range:** $480,001 +
3 For-Rent Homes	**10** For-Rent Homes	**7** For-Rent Homes	**1** For-Rent Homes
Rental Range: $1,251 to $1,667	**Rental Range:** $1,668 to $2,500	**Rental Range:** $2,499 to $3,333	**Rental Range:** $3,334 +

Housing Needs Analysis - Potential Housing Demand by Income & Housing Type

STRATEGIC RECOMMENDATIONS FOR INCREASING HOUSING AFFORDABILITY

STRATEGIC RECOMMENDATIONS FOR INCREASING HOUSING AFFORDABILITY

FOR STARK COUNTY, OH

1. Create Education Around Affordable Housing for All Elected Officials
2. Create an Easier Pathway to Housing Development in the Community
3. Reinvest In Existing Housing
4. Create Smart Regulations in the County for Housing Development
5. Redevelop Empty Industrial Buildings
6. Open Up More Attainable Housing Through Senior Living Neighborhoods
7. Seek to Grow the Non-Profit Housing Development for Lower-Income Individuals and Households across Stark County
8. Create a Community-Led Priority Workforce Housing Project
9. Create the Stark County Housing Summit to Attract Outside Developers

RECOMMENDATION 1:

CREATE EDUCATION AROUND AFFORDABLE HOUSING FOR ALL ELECTED OFFICIALS

STRATEGIC RECOMMENDATION NO. 1:

CREATE EDUCATION AROUND AFFORDABLE HOUSING FOR ALL ELECTED OFFICIALS

Before the following strategies can be implemented, the elected officials throughout the county should be educated on the importance of affordable housing development of all types. Preventing and removing the attitudes of “Not In My Backyard” (NIMBY) and “Build Absolutely Nothing Anywhere Near Anything “(BANANA) should be top of mind when creating and rolling out the education. Key points should include:

- Without affordable/attainable housing, population declines occur, putting strain on employers for workers and increasing the tax burden on those citizens remaining in the community to pay for government services rather than spreading it among a larger population.
- Affordable/attainable housing *DOES NOT* mean low-income. Neither does multi-family/rental housing. Societal changes among demographics, especially young professionals and young families, require more options for rental housing than single-family as they prefer to rent rather than own at higher percentages than in the past. Townhouses are especially attractive for rentals among professionals and younger families.
- Stark County is benefiting from a hot location for housing demand. Suppose the community does not make changes to spur further housing development. In that case, this window of opportunity may pass to capture a stronger workforce population that can bring more economic development opportunities to the community.

Consider a marketing campaign as well that includes positive social media posts about affordable housing creation, video education series, and even billboards promoting Stark County as a forward-thinking community tackling affordable housing.

Preventing and removing the attitudes of “Not In My Backyard” (NIMBY) and “Build Absolutely Nothing Anywhere Near Anything “(BANANA) should be top of mind when creating and rolling out the education.

STRATEGIC RECOMMENDATION NO. 1:

CREATE EDUCATION AROUND AFFORDABLE HOUSING FOR ALL ELECTED OFFICIALS

SAMPLE RESULTS:

Arlington's seven-person planning department got to work by framing and informing the conversations, communicating the stakes, and educating the community about the history and future of zoning policy in the area. That effort engaged and energized the community debate, ultimately giving political players in the community and on the county board the input to prevail.

The hoped-for, recommended change was upzoning all single-family parcels to accommodate up to eight units. The missing middle plan that finally passed earlier this year was slightly more limited; single-family lots could now accommodate up to six-unit structures, and annual approvals would be limited to just 58 projects per year until 2028. But it's widely seen as a vital first step in additional reform, and an inspiration to similar efforts in neighboring parts of northern Virginia that are dealing with these issues right now.

Reclaiming the Missing Middle Ground:
How Planners Got NIMBYs to Yes

During a contentious zoning debate, planners in Arlington, Virginia, used data and meaningful engagement to help the community expand housing choices.

INNOVATIONS ZONING

The single-family homes found in neighborhoods like Lyon Park are out of reach for many Arlingtonians, but a recent hard-won fight for zoning reform makes greater housing diversity possible. Photo by Alyssa Schukar.

https://www.planning.org/planning/2023/fall/reclaiming-the-missing-middle-ground-how-planners-got-nimbys-to-yes/

RECOMMENDATION 2:

CREATE AN EASIER PATHWAY TO HOUSING DEVELOPMENT IN THE COMMUNITY

STRATEGIC RECOMMENDATION NO. 2:

CREATE AN EASIER PATHWAY TO HOUSING DEVELOPMENT IN THE COMMUNITY

Institute a "Developer Roundtable" with county and city planning/ zoning to address restrictive issues impacting housing development.

- This does not work if the county and cities do not listen to and address the needs of developers to create attainable housing units, both single-family and multi-family.
- Visit existing codes for utilities and subdivision requirements that increase the cost burden on

Create a "One Stop Portal" online website specific to housing developers.

- Make all permits accessible on this website in a step-by-step guide.
- Create a fast-track permitting system for desirable housing projects.
- List and describe all available incentives for housing developers.

Create an ordinance that allows for more density when creating new housing projects within the County/ Towns/Villages.

All townships should revise zoning and regulations restrictive for multi-family developments including townhomes.

Work with banks in the community to create a special interest rate for developers who are building affordable single-family and multi-family housing.

- This interest rate should be for a limited time to spur developers to take advantage quickly.

Update/Revise regulations with Regional planning to make it easier to develop subdivisions

STRATEGIC RECOMMENDATION NO. 2:

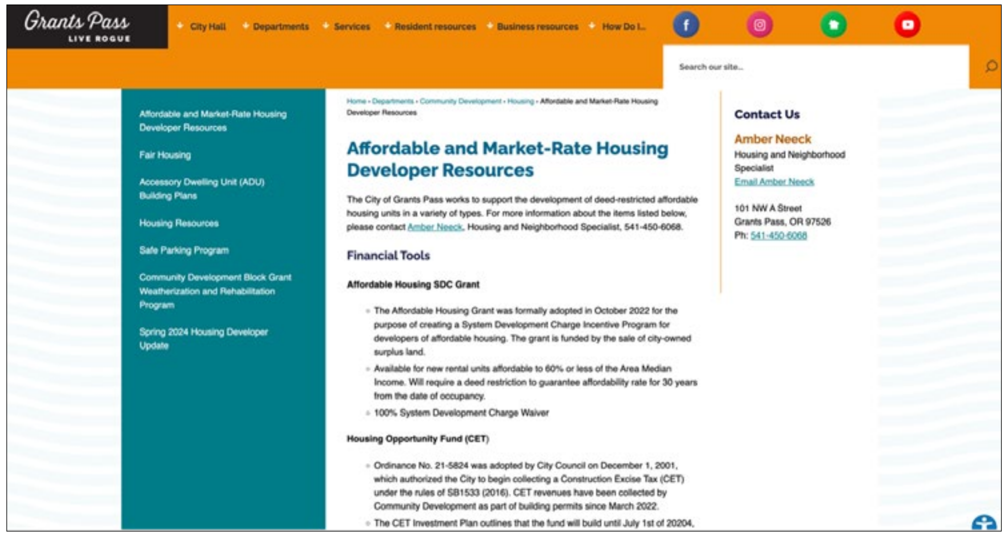
CREATE AN EASIER PATHWAY TO HOUSING DEVELOPMENT IN THE COMMUNITY

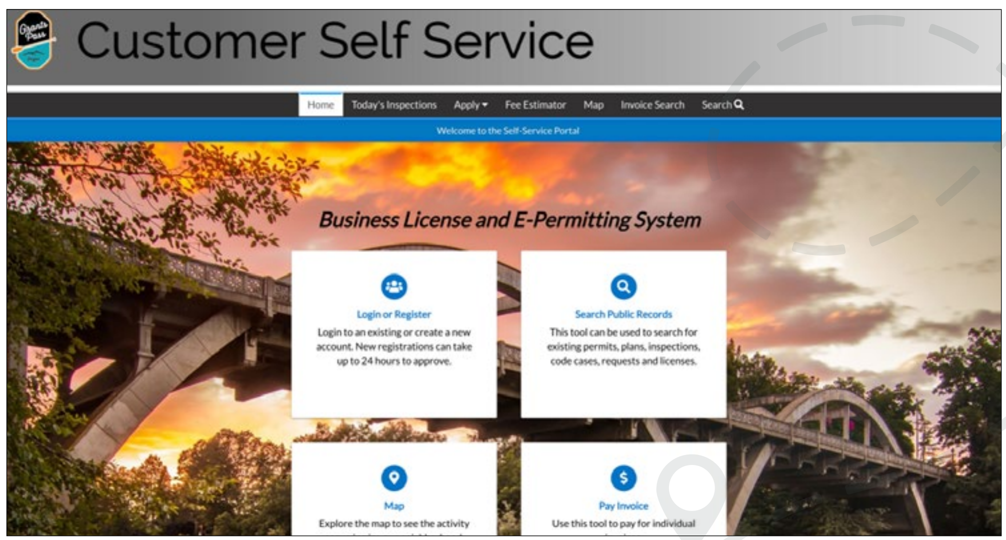
SAMPLE RESULTS:

Grant's Pass Oregon has a portal on their website to give information to developers about incentives, financial tools, properties, and more to grow affordable and market-rate housing. On the same site, developers can use E-Permitting and also see where current permits are in the pipeline for approval.

https://www.grantspassoregon.gov/1799/Affordable-and-Market-Rate-Housing-Devel

https://selfservice.grantspassoregon.gov/energov_prod/selfservice#/home





Strategic Recommendation No. 2: Create an Easier Pathway to Housing Development in the Community

STRATEGIC RECOMMENDATION NO. 2:

CREATE AN EASIER PATHWAY TO HOUSING DEVELOPMENT IN THE COMMUNITY

SAMPLE RESULTS:

Austin will now allow single-family homes to be built on smaller lots, capping off a slate of sweeping land-use reforms intended to help ease the city's housing affordability crisis. The move by Austin City Council members is the culmination of a years-long push by city officials and housing advocates to tame sky-high housing costs. Austin officials have sought for much of the past decade to loosen restrictions on what kinds of housing the city allows, a bid to ease home prices and rents by allowing builders to add more supply. But they have often been stymied by homeowners and neighborhood associations opposed to allowing greater housing density.

https://www.texastribune.org/2024/05/16/austin-lot-size-housing-affordability/

Austin enacts sweeping reforms to cut down housing costs

City leaders and advocates hope reducing the size of lots used to build homes will increase housing supply.

BY JOSHUA FECHTER MAY 17, 2024 UPDATED: 2 PM CENTRAL SHARE REPUBLISH

An attendee listens and takes notes during an Austin City Council meeting on Thursday. People testified for and against zoning reforms meant to address the city's housing affordability crisis. Council members approved the reform package Friday. Maria

STRATEGIC RECOMMENDATION NO. 2:

CREATE AN EASIER PATHWAY TO HOUSING DEVELOPMENT IN THE COMMUNITY

SAMPLE RESULTS:

Creators of Cincinnati's proposed zoning reform plan, known as "Connected Communities," are shopping it around in the neighborhoods it would affect. The plan targets business districts and transit corridors to increase housing in those areas.

City planners crafted "Connected Communities" over 18 months. Residents of Bond Hill and Price Hill learned more about the six-tiered plan in public meetings in February and March. Residents from these and other neighborhoods were also invited to a virtual meeting and a community event at the Duke Energy Convention Center on March 23.

Some are skeptical. Others are embracing the plan. Ken Brawner owns four multi-family units in Avondale and Norwood. Because he does not plan to own any more units, he says he is against the Connected Communities plan.


Cincinnati wants to make zoning changes. How quickly can those changes result in more housing?

Home » Brick by Brick » Podcast » Cincinnati wants to make zoning changes. How quickly can those changes result in more housing?

May 3, 2024

How quickly Cincinnati can house more people may depend on developers. Kaiker Development, in partnership with the Avondale Community Development Corporation built 7 townhomes on Hale Ave. in Avondale and has plans for 14 more.

https://thinktv.org/cincinnati-wants-to-make-zoning-changes-how-quickly-can-those-changes-result-in-more-housing/

"The concern is changing the proposed zoning to allow multi-families in traditional single-family neighborhoods. I see that as potentially interrupting the quiet one-family house neighborhood." Brawner lives in a single-family home and likes the yard and space that go with it, he says.

Nick Wright grew up in a big house but now lives in a triplex in Walnut Hills. "So, how do we recreate some of this to build more (multi-family) housing in Cincinnati, which is lacking housing for people right now, but do it in such a way that supports the neighborhood that already exists?"

STRATEGIC RECOMMENDATION NO. 2:

CREATE AN EASIER PATHWAY TO HOUSING DEVELOPMENT IN THE COMMUNITY

SAMPLE RESULTS:

The banking group — currently including Central Bank, Community Trust Bank, Republic Bank & Trust, Stock Yards Bank and Traditional Bank — has established a $3 million revolving capital fund to support affordable housing development. As the project gets underway, developers repay the fund interest free, allowing for reinvestment in future affordable housing projects.

https://www.commercelexington.com/news/collaboration-between-transylvania-university-local-banks-developers-several-community-organizations-leads-to-new-affordable-housing-project

Collaboration Between Transylvania University, Local Banks & Developers, Several Community Organizations Leads to New Affordable Housing Project

RECOMMENDATION 3:
REINVEST IN EXISTING HOUSING

STRATEGIC RECOMMENDATION NO. 3:

REINVEST IN EXISTING HOUSING

Reinvesting in existing housing in Stark County offers several significant benefits that can positively impact the community's economic, social, and environmental well-being. Besides hearing this as a need by stakeholders, other key reasons why this strategy is essential are:

1. Economic Revitalization – tax base enhancements, job creation in construction, attraction of new investment by outside developers.
2. Community Stability – preserve historic neighborhoods, character, and heritage that are core to the community's identity.
3. Reduces Blight – a major concern among stakeholders was blighted neighborhoods and areas that need reinvestment.
4. Community Engagement – residents are more likely to engage in community events and take pride in their neighborhoods when they live in well-maintained homes.

Property tax credit for home rehabilitation.

Establish programs aimed at improving the quality of rental housing.

- Consider a blight tax within the community to encourage rehab and slow down out-of-town property owners.

Establish programs aimed at improving the quality of rental housing.

Create a Community Foundation to fix up Blighted Housing that is owned locally.

Work with local financial institutions to develop a low-interest rehabilitation loan to encourage work on existing properties.

- Limit the loan to local ownership only.

Weatherization programs to assist low-income residents reduce energy costs by making homes more energy efficient.

STRATEGIC RECOMMENDATION NO. 3:

REINVEST IN EXISTING HOUSING

SAMPLE RESULTS:

A proposed ordinance in Youngstown aims to address issues with out-of-town property owners by implementing a point-of-sale system. This would require properties to be inspected for code violations before title transfer, ensuring problems are addressed before a sale can proceed. Similar systems in other Ohio cities have proven effective in reducing property neglect and cycling of ownership.

Search site... SEARCH

NEW ORDINANCE COULD SLOW DOWN OUT-OF-TOWN PROPERTY OWNERS – VINDICATOR

Home » New Ordinance could Slow Down Out-of-Town Property Owners - Vindicator

Some local leaders would like to see the city adopt more aggressive ordinances to help combat the problem of out-of-town property owners.

Youngstown currently has the power to use tax foreclosure to take control of delinquent properties, as well as spot blight - a form of eminent domain.

If a property poses a nuisance to an otherwise stable neighborhood and the city can prove the owner has been unresponsive to code enforcement, spot blight allows the city to buy the property from the owner at fair market value.

This applies only in instances where the house would have value after rehabilitation, however.

Before this year, the city never successfully implemented spot blight, in part because owners flip properties when they're made aware of the proceedings. A house the city finally obtained on Glenwood Avenue saw three owners in the 12 months before its acquisition.

Ian Beniston, executive director of the Youngstown Neighborhood Development Corp., noted that both tax foreclosure and spot-blight programs cost the taxpayers.

This would not be the case, however, if the city adopted a point-of-sale ordinance, some experts maintain.

This ordinance, successfully implemented in Cleveland Heights and other cities in Northeast Ohio, would require a process similar to a home inspection conducted during the mortgage process, but it's done for the benefit of the city rather than the buyer or seller.

https://yndc.org/news-media/press-coverage/new-ordinance-could-slow-down-out-town-property-owners-%E2%80%93-vindicator

RECOMMENDATION 4:

CREATE SMART REGULATIONS IN THE COUNTY FOR HOUSING DEVELOPMENT

STRATEGIC RECOMMENDATION NO. 4:

CREATE SMART REGULATIONS IN THE COUNTY FOR HOUSING DEVELOPMENT

To encourage housing development in in Stark County, a set of smart regulations should balance the needs of developers, residents, and the environment while promoting economic growth and social equity. Here are some recommended key components to smart regulations that any township, city, or the county can consider adopting.

1. Zoning Reform:

- **Mixed-Use Zoning:** Allow for a mix of residential, commercial, and retail spaces within the same area to create vibrant, walkable neighborhoods.
- **Upzoning:** Increase allowable densities in certain areas, especially near public transit and downtown cores, to promote affordable development. Revise setback requirements to increase townhome development, not just for sale, but for rent.

2. Streamlined Approval Processes:

- **Expedited Permitting:** Implement fast-track permitting processes for projects that meet predefined criteria, such as affordable single-family or multi-family housing development.
- **Pre-Approved Plans:** Offer a set of pre-approved building plans that developers can use to bypass lengthy approval processes, especially for desired developments.

3. Incentives for Affordable Housing:

- **Density Bonuses:** Allow developers to build more units than normally permitted in exchange for including a percentage of affordable housing units.
- **Tax Incentives:** Provide tax abatements or credits for developments that include affordable housing.
- **Inclusionary Zoning:** Require that a certain percentage of new residential developments be set aside for affordable housing.

4. Infrastructure Investment:

- **Utility Upgrades:** Ensure that infrastructure such as water, sewage, and electricity can support increased housing density. Regional planning may be able to handle looking at infrastructure growth in future planned housing development areas to coordinate the application of grants to support utility development.

STRATEGIC RECOMMENDATION NO. 4:

CREATE SMART REGULATIONS IN THE COUNTY FOR HOUSING DEVELOPMENT

5. Community Engagement and Equity:

- **Anti-Displacement Measures:** Implement policies to protect existing residents from displacement due to new development, such as rent control or assistance programs. Most importantly, seek to implement stricter policies on outside investors with large numbers of single-family homes for rent which fall into disrepair. Consider blight taxing to tackle this issue.

6. Financial Tools and Assistance:

- **Housing Trust Funds:** Establish or bolster housing trust funds to provide grants or low-interest loans for affordable housing projects.
- **Public-Private Partnerships:** Encourage collaboration between government, private developers, and non-profits to pool resources and expertise for housing projects.

  (See Strategy 3 for additional information)

7. Regulatory Flexibility:

- **Flexible Lot Sizes:** Allow for smaller lot sizes and innovative housing types, such as tiny homes or co-housing arrangements.
- **Parking Requirements:** Reduce or eliminate minimum parking requirements, especially in areas well-served by public transit.

8. Monitoring and Evaluation:

- **Regular Reviews:** Implement a system for regularly reviewing and updating housing regulations to ensure they remain effective and responsive to changing needs and market conditions.

STRATEGIC RECOMMENDATION NO. 4:

CREATE SMART REGULATIONS IN THE COUNTY FOR HOUSING DEVELOPMENT

SAMPLE RESULTS:

Chandler, Arizona
Population: Approximately 260,000 (slightly above the range, but close)
Smart Regulations:

- **Development Fee Waivers:** Chandler has implemented fee waivers and reductions for developments that include affordable housing or are located in targeted growth areas.

- **Expedited Review Process:** The city offers an expedited review process for housing projects, particularly those that include sustainable building practices or affordable units.

- **Infill Development Incentives:** Chandler encourages the development of vacant or underutilized land within the city through incentives and relaxed zoning requirements.

Chattanooga, Tennessee
Population: Approximately 185,000
Smart Regulations:

- **Form-Based Codes:** Chattanooga has adopted form-based codes in certain neighborhoods to promote walkable, mixed-use communities with a variety of housing options.

- **Affordable Housing Trust Fund:** The city has established a trust fund to support the development of affordable housing, funded through developer contributions and grants.

- **Public-Private Partnerships:** Chattanooga actively engages in public-private partnerships to leverage private investment for the development of affordable and market-rate housing.

RECOMMENDATION 5:

REDEVELOP EMPTY INDUSTRIAL BUILDINGS

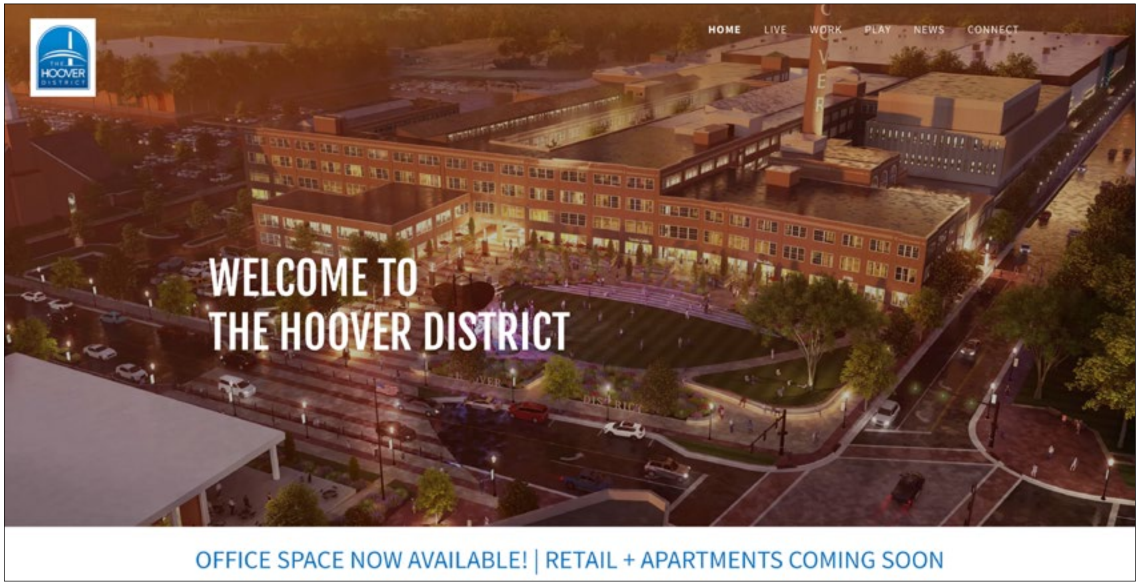
STRATEGIC RECOMMENDATION NO. 5:

REDEVELOP EMPTY INDUSTRIAL BUILDINGS

Reinvesting in empty industrial buildings for housing and other commercial uses is a great way to reinvigorate portions of the community while creating potential new lifestyle areas for certain demographics. These tend to attract Young Professionals, higher-income partners, and business people into areas near downtown amenities. These redevelopments can also be used to target more affordable/attainable housing if they can be cost-effective for the developer through incentives and tax credits. There are examples of communities nationwide that have successfully completed these types of projects with better than expected results.

- Older industrial and commercial buildings can be redeveloped into multi-family housing units. Target each for the most appropriate reuse.

  - Multi-Family Affordable Housing
  - Senior Housing with amenities and activity spaces (if one-story)



The Hoover District - Canton, OH

STRATEGIC RECOMMENDATION NO. 5:

REDEVELOP EMPTY INDUSTRIAL BUILDINGS

SAMPLE RESULTS:

A historic textile mill in North Philadelphia is now home to 86 apartments with "value-based" rents. Collins Lofts spans a pair of hulking brick buildings near Frankford Avenue in Harrowgate, a low-income neighborhood close to Kensington with a rich industrial past. The redevelopment has studio, one-bedroom, two-bedroom and three-bedroom units ranging in size from 350 square feet to just over 1,000 square feet. Rents run from about $1,000 to just north of $1,800 per month — price points that generally sit below citywide averages.

A former Harrowgate textile mill gets new life as an apartment building

Collins Lofts is the third redevelopment Odin Properties has completed in the North Philly neighborhood.

By Aaron Moselle · April 12, 2024

The former North Philadelphia textile mill will be redeveloped into an apartment building. (Aaron Moselle)

https://whyy.org/articles/philadelphia-harrowgate-collins-loft-affordable-housing/

STRATEGIC RECOMMENDATION NO. 5:

REDEVELOP EMPTY INDUSTRIAL BUILDINGS

SAMPLE RESULTS:

Two abandoned factory buildings in the Hill are each a step closer to revival as housing, after alders approved a tax break and a zoning change on Monday night.

At a full Board of Alders meeting in the aldermanic chamber of City Hall, alders took two votes intended to facilitate the conversion of 212 new apartments in buildings where factory workers once manufactured chairs and lighting. The legislators agreed to reduce property taxes on a proposed housing development at 10 Liberty St., a vacant brick building where Electrix Illuminating once manufactured lights. LMXD, a New York-based developer, plans to convert the old factory into 150 housing units, all rented below the market rate.

Factories-To-Housing Tax Break, Rezoning OK'd

by **LAURA GLESBY** | Jun 4, 2024 3:09 pm
(31) Comments | Post a Comment | E-mail the Author
Posted to: The Hill, City Hall, Housing

https://www.newhavenindependent.org/article/two_factory_to_housing_developments_advance

RECOMMENDATION 6:

OPEN UP MORE ATTAINABLE HOUSING THROUGH SENIOR LIVING NEIGHBORHOODS

STRATEGIC RECOMMENDATION NO. 6:

OPEN UP MORE ATTAINABLE HOUSING THROUGH SENIOR LIVING NEIGHBORHOODS

Every year, more seniors who live in Stark County will need housing closer to grocery stores, pharmacies, and physicians.

- Limited examples exist, but more are needed. Restrictions and zoning may be an issue, which should be revised to allow.
- Opens up homes too large for single or married seniors to the workforce needing housing for families.
- Consider a neighborhood with “flats” or small square footage slab houses, an assisted living center, a community building, and other transitional considerations.

Residences at the Green - Canton, OH

STRATEGIC RECOMMENDATION NO. 6:

OPEN UP MORE ATTAINABLE HOUSING THROUGH SENIOR LIVING NEIGHBORHOODS

SAMPLE RESULTS:

A preliminary plan to build a 488-unit age-restricted development on 161 acres in the New Market area was unanimously approved by the Frederick County Planning Commission on Wednesday.

The planned Cromwell Active Adult Community is a project of Elm Street Development, a company based in McLean, Va., that is responsible for several other area developments, including the Lake Linganore neighborhood and town center.

Elm Street Development proposes to build 192 single-family detached units, 184 town homes and 112 multifamily attached units. The single-family detached units and the town homes would be constructed within private cul-de-sacs.

In addition to the housing units, the developer plans to construct a clubhouse, 12 bike racks, and parking space for 1,547 vehicles. The club house could include a fitness room, an outdoor pool, pickleball courts and a "tot lot."

Preliminary plan approved for 488-unit age-restricted development in New Market area

By Ceoli Jacoby cjacoby@newspost.com Oct 12, 2023 64

An artist rendering of the planned Cromwell Active Adult Community, which received preliminary subdivision plan approval at the Frederick County Planning Commission meeting on Wednesday. Buy Now

Photo from Frederick County government

https://www.fredericknewspost.com/news/economy_and_business/real_estate_and_development/preliminary-plan-approved-for-488-unit-age-restricted-development-in-new-market-area/article_a89e89c5-3764-55ec-8cc6-848ad51f3b46.html

RECOMMENDATION 7:

SEEK TO GROW THE NON-PROFIT HOUSING DEVELOPMENT FOR LOWER-INCOME INDIVIDUALS AND HOUSEHOLDS ACROSS STARK COUNTY

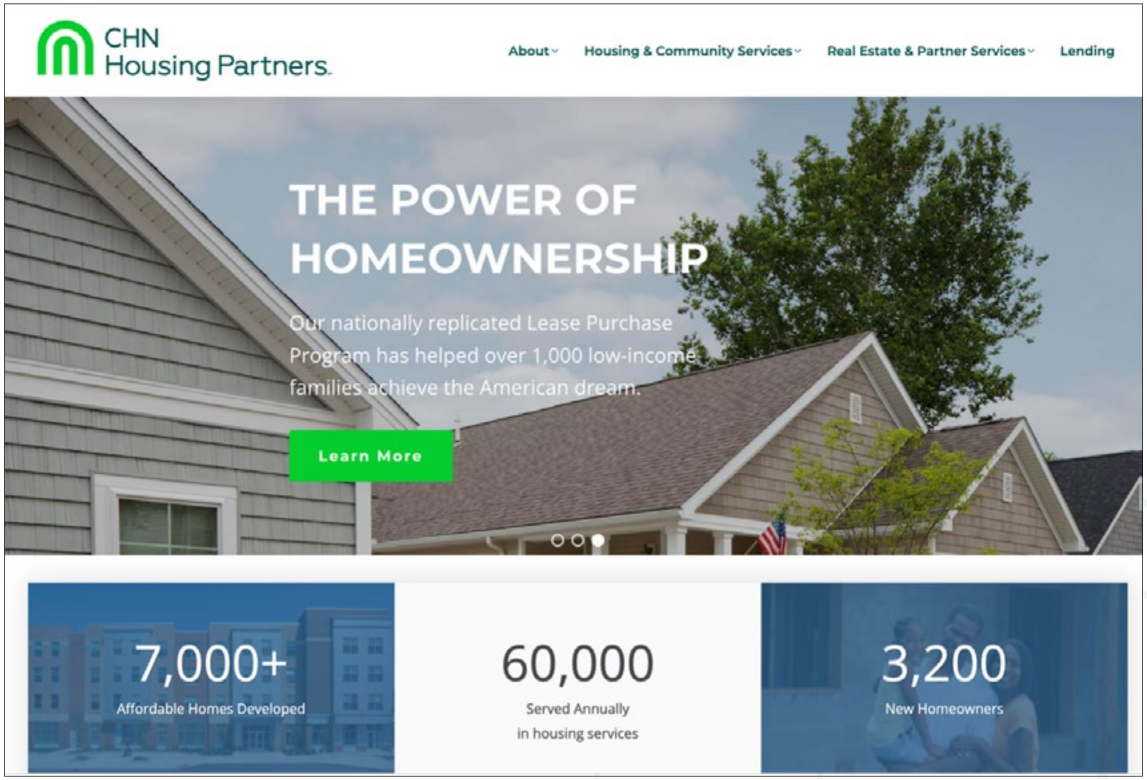
STRATEGIC RECOMMENDATION NO. 7:

SEEK TO GROW THE NON-PROFIT HOUSING DEVELOPMENT FOR LOWER-INCOME INDIVIDUALS AND HOUSEHOLDS ACROSS STARK COUNTY

Our team met with multiple entities seeking to ensure housing security primarily within, but not limited to, Canton. One of the individuals started a non-profit construction company, but their capacity is limited. This, along with other programs already in existence, is having difficulty keeping up with demand and meeting needs. We have several recommendations to make this more robust.

CHN Housing Partners is a Cleveland-based nonprofit with 40 years of experience as an affordable housing developer, housing stability service provider, and residential lender. We recommend that a coalition of like-minded low-income service providers in Stark County visit with CHN on a fact-finding mission to see if what they do in Cleveland can be replicated in Canton/Stark County.

The requirements for licensed contractors and laborers to work within Canton should be revisited with input from the non-profit and for-profit builders. The current licensing requirements are too restrictive and prevent them from finding qualified builders to work there.



https://chnhousingpartners.org/

RECOMMENDATION 8:

CREATE A COMMUNITY-LED PRIORITY WORKFORCE HOUSING PROJECT

STRATEGIC RECOMMENDATION NO. 8:

CREATE A COMMUNITY-LED PRIORITY WORKFORCE HOUSING PROJECT

The number one issue we heard from stakeholders across the spectrum was for more affordable workforce housing. This type of project is an opportunity for collaboration and focus on this specific housing need. Local government needs tax revenue > Tax revenue is generated from commerce/industry/ employment and finally consumerism > Industry needs workers > Workers need housing. Thus, it is logical for local government to work on solutions that generate necessary housing in the community.

- Identify a potential development site for this project.
- Create a master plan for multiple types of housing including single-family, multi-family, and corporate-furnished long-term stay housing units.
- Local government should purchase the property and fully prepare it with infrastructure, roads, etc.
- Create a bid process for developers to construct the necessary housing with target housing price averages of $180,000 and rental pricing for one-, two-, and three-bedroom units at affordable rates.

RECOMMENDATION 9:

CREATE THE STARK COUNTY HOUSING SUMMIT TO ATTRACT OUTSIDE DEVELOPERS

STRATEGIC RECOMMENDATION NO. 9:

CREATE THE STARK COUNTY HOUSING SUMMIT TO ATTRACT OUTSIDE DEVELOPERS

A housing summit to attract developers into the community should be a priority once the other strategies, especially zoning/restrictions and education to elected officials, have been completed. We also recommend that leadership from Stark County perform leadership visits to several communities that have successfully implemented many of the strategies listed in this document. One in particular may be Danville, Virginia which has tackled their housing issues in multiple ways similar to what Stark County desires to do. Our team is happy to make additional recommended leadership trips and help coordinate those through Stark Economic Development Board.

- The summit should include all parties engaged in housing growth in the community.
- Highlight special incentives and financing available to developers building desired housing projects.
- Identify and share all potential properties for single-family, multi-family, industrial redevelopment, and infill development during the summit.
- Consider making this a regional summit to include Wayne County and others bordering Stark County as you share similar issues in developing affordable housing.

STRATEGIC RECOMMENDATION NO. 9:

CREATE THE STARK COUNTY HOUSING SUMMIT TO ATTRACT OUTSIDE DEVELOPERS

SAMPLE RESULTS:

The Southern Virginia Regional Housing Summit held in Danville aimed to promote residential development in the region. The event gathered hundreds of developers, builders, and other stakeholders to explore housing opportunities across various price points and housing types. Key discussions included regional housing demand, with a focus on attracting new residential projects to meet growing needs spurred by job growth in the area. The summit emphasized collaboration between localities and highlighted successful case studies to inspire new developments.

https://www.wdbj7.com/2022/08/18/danville-housing-summit-encourages-residential-development-southern-virginia/

https://www.discoverdanville.com/southern-virginia-regional-housing-summit/

Housing Navigator for Developers: https://storymaps.arcgis.com/stories/526e957f8b9b441fab1120a62c918849?fbclid=IwAR1HV0f0gVfKAf_Jq2a5b-3Mha-UjWWfTRGGO5BKWpDPcqU_fl4HHRqaKLE

Available Sites & Buildings for Developers (similar to an economic development marketing booklet: https://www.discoverdanville.com/wp-content/uploads/2023/10/2FINAL_SitesBuildingBooklet_PRINTREADY.pdf

APPENDIX
TERMS & DEFINITIONS

APPENDIX

TERMS & DEFINITIONS

50/30/20 Budgeting Rule – The 50/30/20 budget rule dictates that 50% of monthly income should be reserved for needs, like groceries, housing, utilities, health insurance, and car payment; 30% should be reserved for wants, like shopping, dining out, hobbies; and 20% should be reserved for savings. (Redfin.com)

Average Family Size – This is calculated by dividing the total population that lives in a family by the total number of families. A family consists of two or more people residing together that are related by marriage, birth, or adoption. Non-relatives that live in a household are not included. (Esri)

Affordable Housing – Housing (and associated costs) is considered affordable when annual costs are no more than 30% of an individual or household's gross income. (US Dept. of Housing and Urban Development)

Average Household Income – Average household income is calculated by dividing a geography's aggregate household income by the number of households. (Esri)

Average Household Size – Average household size is calculated by dividing the number of persons in households by the number of households. (Esri)

Child Dependency Ratio – CDR is the population under 18 years of age divided by the working-age population aged 18 to 64. A ratio of 31.7 means there are approximately 32 children for every 100 working-age adults. (Esri)

Child Economic Dependency Ratio – CEDR is the population under 16 divided by the total employed population. A ratio of 41.1 means there are around 41 children for every 100 workers. (Esri)

Civilian Labor Force – The estimate of civilian labor force consists of all persons 16 years of age and older who are either employed or unemployed and does not include persons on active duty in the armed forces. (Esri)

Cost Burden – A household spending 30% of its total income on shelter. Households that spend 50% or more of its total income on shelter are considered severely cost burdened. For homeowners, these costs include mortgage, utilities, taxes, and insurance. For renters, these costs include rent, utilities, and insurance. (US Dept. of Housing and Urban Development; National Low Income Housing Coalition)

Families – Households in which one or more persons in the household are related to the householder (formerly, the head of the household) by birth, marriage, or adoption. The census tabulates only one family per household. (Esri)

Family Householder – A householder living with one or more people related by birth, marriage, or adoption. The householder and all people in the household related to the householder are considered family members. (Esri)

APPENDIX

TERMS & DEFINITIONS

Household – A household is an occupied housing unit. Household type is identified by the presence of relatives and the number of persons living in the household. Family households, with or without children, include married couples and other families—a male or female householder with no spouse present. Nonfamily households may be a group of unrelated persons or a single person living alone. (Esri)

Housing Unit – A house, an apartment, a mobile home, a group of rooms, or a single room that is occupied (or if vacant, is intended for occupancy) as separate living quarters. Separate living quarters are those in which the occupants live separately from any other people in the building, and which have direct access from the outside of the building or through a common hall. Occupants may be a single family, one person living alone, two or more families living together, or any other group of related or unrelated people who share living arrangements. (Esri)

Median Home Value – This estimate divides the distribution of home value into two equal parts. (Esri)

Median Household Income – This is the value that divides the distribution of household income into two equal parts. (Esri)

Occupations – Occupations are classified into 22 broad groups, which Esri divides into three categories: Blue Collar, Services, and White Collar, which are expressed as a percentage of the Employed Civilian Population Age 16+. (Esri)

> **Blue Collar** – Construction and extraction; farming, forestry, and fishing; installation, maintenance, and repair; production; and transportation and material moving occupations.
> **White Collar** – Administrative support; management, business, and financial; professional; and sales occupations.
>
> **Services** – Building, grounds cleaning, and maintenance; food preparation/serving-related; healthcare support; personal care and service; and protective service occupations.

Total Employees – This is the total number of people employed by businesses in a specific geography. (Esri)

Total Labor Force – See Civilian Labor Force.

Vacant Housing Units – A vacant housing unit is classified as no one living in the dwelling, unless its occupant or occupants are only temporarily absent—such as away on vacation, in the hospital for a short stay, or on a business trip—and will be returning. (Esri)

APPENDIX
DATA: COMMUNITY COMPARISONS

APPENDIX

DATA: COMMUNITIES COMPARED

Total Households: 2023 / 2028

Geography	2023 Total Households	2028 Total Households
Stark County, OH	156,339	156,589
Canton Township, OH	5,344	5,355
Jackson Township, OH	18,308	18,396
Lake Township, OH	11,507	11,528
Perry Township, OH	11,915	11,874
Plain Township, OH	23,320	23,587
Alliance City, OH	8,664	8,653
Canal Fulton City, OH	2,285	2,296
Canton City, OH	30,002	29,924
East Canton Village, OH	662	660
Louisville City, OH	4,036	4,041
Massillon City, OH	13,643	13,601
North Canton City, OH	7,880	7,994
Navarre Village, OH	811	809
Richville CDP, OH	1,372	1,378

Ohio:
2023: 4,858,252
2028: 4,904,494

US:
2023: 129,917,449
2028: 133,099,006

Source: Esri

APPENDIX

DATA: COMMUNITIES COMPARED

Average Household Size by Community: 2023 / 2028

Geography	2023 Average Household Size	2028 Average Household Size
Stark County, OH	2.34	2.31
Canton Township, OH	2.31	2.28
Jackson Township, OH	2.33	2.30
Lake Township, OH	2.61	2.57
Perry Township, OH	2.34	2.31
Plain Township, OH	2.26	2.23
Alliance City, OH	2.28	2.25
Canal Fulton City, OH	2.35	2.32
Canton City, OH	2.28	2.25
East Canton Village, OH	2.28	2.25
Louisville City, OH	2.31	2.28
Massillon City, OH	2.28	2.25
North Canton City, OH	2.13	2.10
Navarre Village, OH	2.15	2.10
Richville CDP, OH	2.33	2.28

Ohio:
2023: 2.38
2028: 2.36

US:
2023: 2.53
2028: 2.51

Source: Esri

APPENDIX

DATA: COMMUNITIES COMPARED

Average Family Size by Community: 2023 / 2028

Geography	2023 Average Family Size	2028 Average Family Size
Stark County, OH	2.92	2.88
Canton Township, OH	2.84	2.81
Jackson Township, OH	2.90	2.86
Lake Township, OH	3.02	2.98
Perry Township, OH	2.85	2.81
Plain Township, OH	2.87	2.84
Alliance City, OH	2.92	2.88
Canal Fulton City, OH	2.93	2.88
Canton City, OH	3.04	2.99
East Canton Village, OH	2.76	2.69
Louisville City, OH	2.90	2.86
Massillon City, OH	2.91	2.87
North Canton City, OH	2.87	2.83
Navarre Village, OH	2.82	2.78
Richville CDP, OH	2.80	2.75

Ohio:
2023: 3.00
2028: 2.97

US:
2023: 3.14
2028: 3.11

Source: Esri

APPENDIX
DATA: COMMUNITIES COMPARED

Total Population, Total Household Population, Total Family Population: 2023

Geography	2023 Total Population	2023 Household Population	2023 Family Population
Stark County, OH	373,987	366,381	290,555
Canton Township, OH	12,460	12,330	9,801
Jackson Township, OH	43,120	42,657	34,647
Lake Township, OH	30,092	29,986	26,488
Perry Township, OH	28,049	27,857	22,428
Plain Township, OH	53,973	52,696	41,511
Alliance City, OH	21,438	19,753	14,588
Canal Fulton City, OH	5,513	5,371	4,338
Canton City, OH	70,695	68,524	49,329
East Canton Village, OH	1,508	1,508	1,185
Louisville City, OH	9,420	9,324	7,570
Massillon City, OH	31,831	31,103	23,734
North Canton City, OH	17,921	16,771	12,592
Navarre Village, OH	1,842	1,740	1,291
Richville CDP, OH	3,196	3,195	2,653

Source: Esri

APPENDIX
DATA: COMMUNITIES COMPARED

Total Population, Total Household Population, Total Family Population: 2028

Geography	2028 Total Population	2028 Household Population	2028 Family Population
Stark County, OH	369,778	362,172	285,666
Canton Township, OH	12,334	12,204	9,605
Jackson Township, OH	42,847	42,384	34,277
Lake Township, OH	29,717	29,611	26,072
Perry Township, OH	27,609	27,417	21,989
Plain Township, OH	53,992	52,715	41,313
Alliance City, OH	21,149	19,464	14,297
Canal Fulton City, OH	5,469	5,327	4,285
Canton City, OH	69,550	67,379	48,121
East Canton Village, OH	1,485	1,485	1,161
Louisville City, OH	9,296	9,200	7,422
Massillon City, OH	31,343	30,615	23,226
North Canton City, OH	17,947	16,797	12,523
Navarre Village, OH	1,802	1,700	1,244
Richville CDP, OH	3,147	3,146	2,596

Source: Esri

APPENDIX

DATA: COMMUNITIES COMPARED

Housing Units: Owner Occupied, Renter Occupied, Vacant: 2023

Geography	2023 Owner Occupied Housing Units	2023 Renter Occupied Housing Units	2023 Vacant Housing Units
Stark County, OH	106,567	49,772	11,177
Canton Township, OH	4,331	1,013	411
Jackson Township, OH	12,984	5,324	1,020
Lake Township, OH	9,583	1,924	421
Perry Township, OH	9,218	2,697	576
Plain Township, OH	16,268	7,052	1,355
Alliance City, OH	4,668	3,996	927
Canal Fulton City, OH	1,578	707	111
Canton City, OH	14,744	15,258	3,484
East Canton Village, OH	515	147	37
Louisville City, OH	2,746	1,290	204
Massillon City, OH	8,722	4,921	1,108
North Canton City, OH	5,144	2,736	530
Navarre Village, OH	556	255	58
Richville CDP, OH	1,113	259	40

Source: Esri

APPENDIX

DATA: COMMUNITIES COMPARED

Housing Units: Owner Occupied, Renter Occupied, Vacant: 2028

Geography	2028 Owner Occupied Housing Units	2028 Renter Occupied Housing Units	2028 Vacant Housing Units
Stark County, OH	107,534	49,055	11,006
Canton Township, OH	4,366	989	368
Jackson Township, OH	13,226	5,170	955
Lake Township, OH	9,625	1,903	415
Perry Township, OH	9,258	2,616	602
Plain Township, OH	16,534	7,053	1,120
Alliance City, OH	4,714	3,939	930
Canal Fulton City, OH	1,589	707	86
Canton City, OH	14,829	15,095	3,535
East Canton Village, OH	501	159	39
Louisville City, OH	2,807	1,234	213
Massillon City, OH	8,797	4,804	1,177
North Canton City, OH	5,222	2,772	464
Navarre Village, OH	558	251	61
Richville CDP, OH	1,115	263	40

Source: Esri

APPENDIX

DATA: COMMUNITIES COMPARED

Percent of Income for Mortgage: 2023

Geography	2023 Percent of Income for Mortgage
Stark County, OH	18.0%
Canton Township, OH	14.7%
Jackson Township, OH	17.7%
Lake Township, OH	16.3%
Perry Township, OH	14.2%
Plain Township, OH	16.9%
Alliance City, OH	15.3%
Canal Fulton City, OH	16.1%
Canton City, OH	14.1%
East Canton Village, OH	15.5%
Louisville City, OH	16.2%
Massillon City, OH	16.3%
North Canton City, OH	18.5%
Navarre Village, OH	16.1%
Richville CDP, OH	14.2%

Ohio:
2023: 19.0%

US:
2023: 25.16%

Source: Esri

APPENDIX
DATA: COMMUNITIES COMPARED

Income Comparisons: Median HH, Average HH, Per Capita: 2023

Geography	2023 Median Household Income	2023 Average Household Income	2023 Per Capita Income
Stark County, OH	$60,779	$85,645	$35,843
Canton Township, OH	$59,949	$77,455	$33,245
Jackson Township, OH	$88,248	$127,773	$54,268
Lake Township, OH	$89,731	$112,233	$42,922
Perry Township, OH	$65,239	$80,426	$34,174
Plain Township, OH	$70,554	$98,857	$42,746
Alliance City, OH	$46,631	$62,422	$25,398
Canal Fulton City, OH	$75,780	$91,669	$38,037
Canton City, OH	$37,536	$54,506	$23,215
East Canton Village, OH	$56,320	$71,789	$31,515
Louisville City, OH	$66,270	$80,627	$34,561
Massillon City, OH	$51,717	$68,927	$29,579
North Canton City, OH	$65,419	$98,099	$43,226
Navarre Village, OH	$56,646	$73,182	$32,326
Richville CDP, OH	$69,978	$81,556	$35,011

2023
Ohio:
Median HH Income: $63,957
Average HH Income: $92,536
Per Capita Income: $38,038

US:
Median HH Income: $72,603
Average HH Income: $107,008
Per Capita Income: $41,310

Source: Esri

APPENDIX

DATA: COMMUNITIES COMPARED

Income Comparisons: Median HH, Average HH, Per Capita: 2028

Geography	2028 Median Household Income	2028 Average Household Income	2028 Per Capita Income
Stark County, OH	$70,765	$98,163	$41,610
Canton Township, OH	$69,449	$89,749	$38,991
Jackson Township, OH	$99,657	$144,103	$61,887
Lake Township, OH	$101,622	$127,444	$49,443
Perry Township, OH	$76,406	$92,173	$39,651
Plain Township, OH	$80,674	$113,072	$49,431
Alliance City, OH	$53,497	$72,776	$29,949
Canal Fulton City, OH	$87,048	$107,158	$45,030
Canton City, OH	$41,386	$62,123	$26,813
East Canton Village, OH	$58,499	$81,576	$36,256
Louisville City, OH	$76,930	$93,459	$40,644
Massillon City, OH	$58,015	$79,049	$34,339
North Canton City, OH	$76,551	$112,015	$49,985
Navarre Village, OH	$62,367	$83,473	$37,582
Richville CDP, OH	$79,466	$94,673	$41,456

2028
Ohio:
Median HH Income: $74,399
Average HH Income: $105,607
Per Capita Income: $43,804

US:
Median HH Income: $82,410
Average HH Income: $122,048
Per Capita Income: $47,525

Source: Esri

APPENDIX

DATA: COMMUNITIES COMPARED

Cost Burden Thresholds: Monthly Median HH Income and the Number of Households Making Less

Geography	2023 Median Household Income	2023 Total Households	Households Making Below Median Income
Stark County, OH	$60,779	156,339	78,170
Canton Township, OH	$59,949	5,344	2,672
Jackson Township, OH	$88,248	18,308	9,154
Lake Township, OH	$89,731	11,507	5,754
Perry Township, OH	$65,239	11,915	5,958
Plain Township, OH	$70,554	23,320	11,660
Alliance City, OH	$46,631	8,664	4,552
Canal Fulton City, OH	$75,780	2,285	1,143
Canton City, OH	$37,536	30,002	15,001
East Canton Village, OH	$56,320	662	331
Louisville City, OH	$66,270	4,036	2,018
Massillon City, OH	$51,717	13,643	6,822
North Canton City, OH	$65,419	7,880	3,940
Navarre Village, OH	$56,646	811	406
Richville CDP, OH	$69,978	1,372	686

The median household income is the middle point of salary ranges in Stark County. Stark County's median household income is $60,779, meaning half of households make more than the median, while the remaining half makes less. Those households making less have even less income available for a mortgage or rent.

When broken out by community, the median household income fluctuates from between $37,536 to $89,731 in Stark County. In this table you can see that right at 15,000 households in Canton make **LESS THAN** $37,536 per year, while approximately 5,750 households in Lake Township make **MORE THAN** $89,731 per year, indicating a significant difference in the household incomes in each community.

Source: Esri

APPENDIX

DATA: COMMUNITIES COMPARED

Cost Burden Thresholds: Monthly Median HH Income Broken Down by 30%, 20%, & 15%, Per Community

Geography	30% Monthly Median HH Income	20% Monthly Median HH Income	15% Monthly Median HH Income
Stark County, OH	$18,234	$12,156	$9,117
Canton Township, OH	$17,985	$11,990	$8,992
Jackson Township, OH	$26,474	$17,650	$13,237
Lake Township, OH	$26,919	$17,946	$13,460
Perry Township, OH	$19,572	$13,048	$9,786
Plain Township, OH	$21,166	$14,111	$10,583
Alliance City, OH	$13,989	$9,326	$6,995
Canal Fulton City, OH	$22,734	$15,156	$11,367
Canton City, OH	$11,261	$7,507	$5,630
East Canton Village, OH	$16,896	$11,264	$8,448
Louisville City, OH	$19,881	$13,254	$9,941
Massillon City, OH	$15,515	$10,343	$7,758
North Canton City, OH	$19,626	$13,084	$9,813
Navarre Village, OH	$16,994	$11,329	$8,497
Richville CDP, OH	$20,993	$13,996	$10,497

We have broken out each community's cost burden threshold by 30%, 20%, and 15% of their median household incomes, which outlines the maximum recommended gross annual income for each community's median household as it relates to their ability to comfortably afford a mortgage or rent.

To get what a household making the median income can afford, divide each amount by 12. *For example, half of households in Canton can afford no more than $938/per month on a mortgage (plus PMI and insurance) or rent without experiencing cost burden, while half of households in Navarre can afford a mortgage or rent that is $1,416 or more.*

Source: Esri

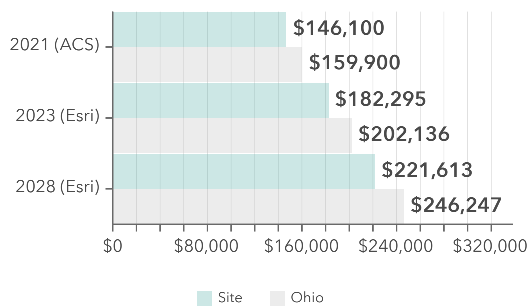
APPENDIX

DATA FAST FACTS: STARK COUNTY

Total Housing Units: Past, Present, Future

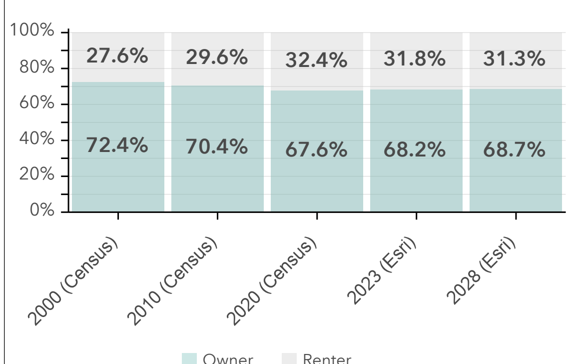
165,215	166,799	167,516	167,595
2010 (Census)	2020 (Census)	2023 (Esri)	2028 (Esri)

Median Home Value



Bars show comparison to Ohio

Owner vs Renter Occupied Units



KEY FACTS

373,987
Population

43.5
Median Age

2.3
Average Household Size

$60,779
Median Household Income

EDUCATION

6.5%
No High School Diploma

39.4%
High School Graduate

28.9%
Some College/ Associate's Degree

25.2%
Bachelor's/Grad/ Prof Degree

BUSINESS

11,682
Total Businesses

174,273
Total Employees

EMPLOYMENT

56.5%
White Collar

26.2%
Blue Collar

17.3%
Services

3.6%
Unemployment Rate

INCOME

$60,779
Median Household Income

$35,843
Per Capita Income

$157,270
Median Net Worth

2023 Households by income (Esri)

The largest group: $50,000 - $74,999 (17.6%)

The smallest group: $200,000+ (5.0%)

Indicator ▲	Value	Diff
<$15,000	8.5%	-1.8%
$15,000 - $24,999	7.9%	+0.2%
$25,000 - $34,999	10.5%	+2.3%
$35,000 - $49,999	13.8%	+1.5%
$50,000 - $74,999	17.6%	0
$75,000 - $99,999	14.7%	+1.3%
$100,000 - $149,999	14.9%	-1.3%
$150,000 - $199,999	7.0%	-0.1%
$200,000+	5.0%	-2.0%

Bars show deviation from Ohio

Source: Esri

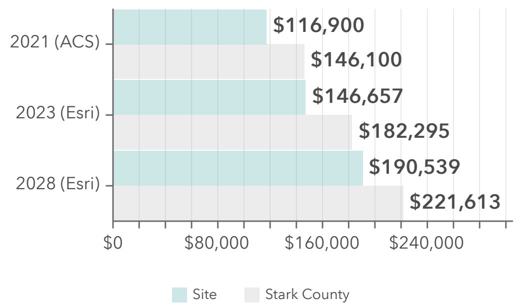
APPENDIX

DATA FAST FACTS: CANTON TOWNSHIP

Total Housing Units: Past, Present, Future

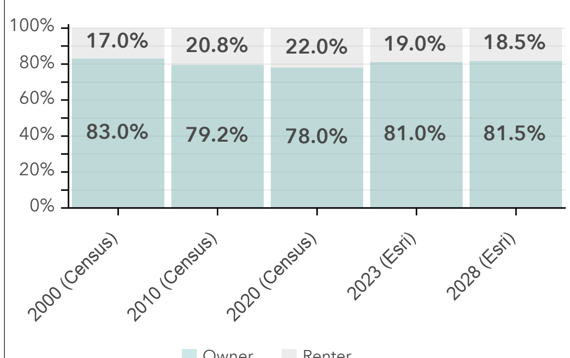
5,772	5,748	5,755	5,723
2010 (Census)	2020 (Census)	2023 (Esri)	2028 (Esri)

Median Home Value



Bars show comparison to Stark County

Owner vs Renter Occupied Units



KEY FACTS

12,460
Population

48.1
Median Age

2.3
Average Household Size

$59,949
Median Household Income

EDUCATION

7.0%
No High School Diploma

49.1%
High School Graduate

29.0%
Some College/ Associate's Degree

14.9%
Bachelor's/Grad/ Prof Degree

BUSINESS

390
Total Businesses

6,212
Total Employees

EMPLOYMENT

53.0%
White Collar

30.6%
Blue Collar

16.4%
Services

2.5%
Unemployment Rate

INCOME

$59,949
Median Household Income

$33,245
Per Capita Income

$192,136
Median Net Worth

2023 Households by income (Esri)

The largest group: $50,000 - $74,999 (22.2%)

The smallest group: $200,000+ (1.7%)

Indicator▲	Value	Diff
<$15,000	5.1%	-3.4%
$15,000 - $24,999	6.4%	-1.5%
$25,000 - $34,999	12.7%	+2.2%
$35,000 - $49,999	14.6%	+0.8%
$50,000 - $74,999	22.2%	+4.6%
$75,000 - $99,999	15.7%	+1.0%
$100,000 - $149,999	14.6%	-0.3%
$150,000 - $199,999	6.9%	-0.1%
$200,000+	1.7%	-3.3%

Bars show deviation from Stark County

Source: Esri

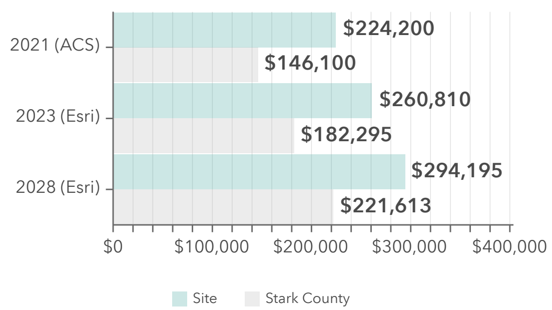
APPENDIX

DATA FAST FACTS: JACKSON TOWNSHIP

Total Housing Units: Past, Present, Future

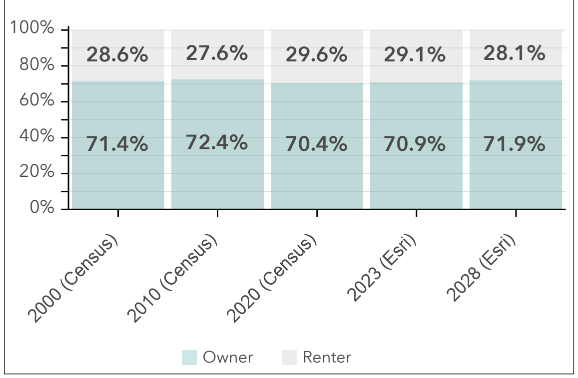
18,047	19,170	19,328	19,351
2010 (Census)	2020 (Census)	2023 (Esri)	2028 (Esri)

Median Home Value



Bars show comparison to Stark County

Owner vs Renter Occupied Units



KEY FACTS

43,120
Population

47.4
Median Age

2.3
Average Household Size

$88,248
Median Household Income

EDUCATION

2.4%
No High School Diploma

25.7%
High School Graduate

27.2%
Some College/ Associate's Degree

44.8%
Bachelor's/Grad/ Prof Degree

BUSINESS

2,370
Total Businesses

36,954
Total Employees

EMPLOYMENT

72.0%
White Collar

14.7%
Blue Collar

13.3%
Services

2.9%
Unemployment Rate

INCOME

$88,248
Median Household Income

$54,268
Per Capita Income

$277,267
Median Net Worth

2023 Households by income (Esri)

The largest group: $100,000 - $149,999 (18.4%)
The smallest group: <$15,000 (3.7%)

Indicator▲	Value	Diff
<$15,000	3.7%	-4.8%
$15,000 - $24,999	4.6%	-3.3%
$25,000 - $34,999	7.2%	-3.3%
$35,000 - $49,999	11.2%	-2.6%
$50,000 - $74,999	15.1%	-2.5%
$75,000 - $99,999	13.6%	-1.1%
$100,000 - $149,999	18.4%	+3.5%
$150,000 - $199,999	11.3%	+4.3%
$200,000+	14.8%	+9.8%

Bars show deviation from Stark County

Source: Esri

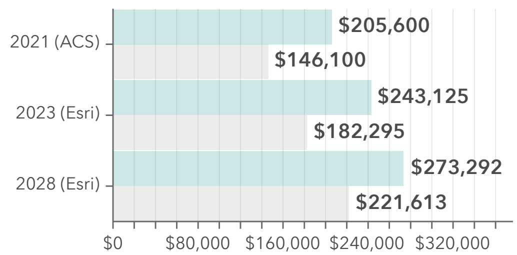
APPENDIX

DATA FAST FACTS: LAKE TOWNSHIP

Total Housing Units: Past, Present, Future

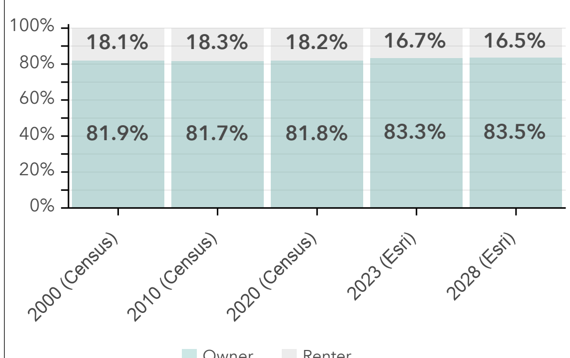
11,313	11,877	11,928	11,943
2010 (Census)	2020 (Census)	2023 (Esri)	2028 (Esri)

Median Home Value



Bars show comparison to Stark County

Owner vs Renter Occupied Units



KEY FACTS

30,092
Population

42.1
Median Age

2.6
Average Household Size

$89,731
Median Household Income

EDUCATION

3.9%
No High School Diploma

29.0%
High School Graduate

29.1%
Some College/ Associate's Degree

38.0%
Bachelor's/Grad/ Prof Degree

BUSINESS

761
Total Businesses

8,398
Total Employees

EMPLOYMENT

68.5%
White Collar

18.6%
Blue Collar

12.8%
Services

2.2%
Unemployment Rate

INCOME

$89,731
Median Household Income

$42,922
Per Capita Income

$275,970
Median Net Worth

2023 Households by income (Esri)

The largest group: $100,000 - $149,999 (23.7%)

The smallest group: <$15,000 (3.6%)

Indicator▲	Value	Diff
<$15,000	3.6%	-4.9%
$15,000 - $24,999	4.3%	-3.6%
$25,000 - $34,999	7.3%	-3.2%
$35,000 - $49,999	10.5%	-3.3%
$50,000 - $74,999	14.2%	-3.4%
$75,000 - $99,999	15.5%	+0.8%
$100,000 - $149,999	23.7%	+8.8%
$150,000 - $199,999	12.3%	+5.3%
$200,000+	8.7%	+3.7%

Bars show deviation from Stark County

Source: Esri

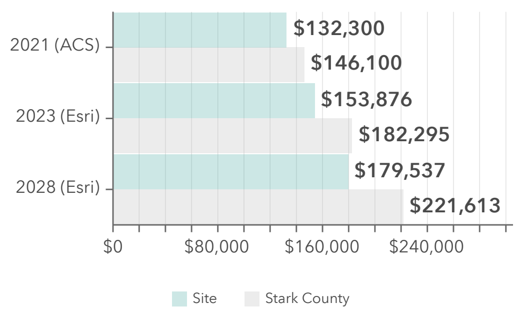
APPENDIX

DATA FAST FACTS: PERRY TOWNSHIP

Total Housing Units: Past, Present, Future

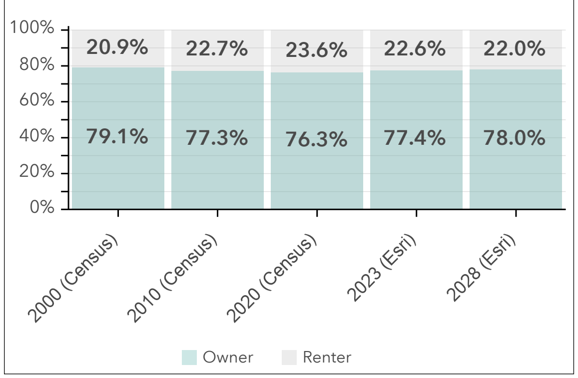
12,346	12,514	12,491	12,476
2010 (Census)	2020 (Census)	2023 (Esri)	2028 (Esri)

Median Home Value



Bars show comparison to Stark County

Owner vs Renter Occupied Units



KEY FACTS

28,049
Population

45.7
Median Age

2.3
Average Household Size

$65,239
Median Household Income

EDUCATION

5.9%
No High School Diploma

44.3%
High School Graduate

31.1%
Some College/ Associate's Degree

18.7%
Bachelor's/Grad/ Prof Degree

BUSINESS

627
Total Businesses

8,025
Total Employees

EMPLOYMENT

53.7%
White Collar

27.0%
Blue Collar

19.3%
Services

3.0%
Unemployment Rate

INCOME

$65,239
Median Household Income

$34,174
Per Capita Income

$187,332
Median Net Worth

2023 Households by income (Esri)

The largest group: $50,000 - $74,999 (18.8%)

The smallest group: $200,000+ (1.8%)

Indicator▲	Value	Diff
<$15,000	5.4%	-3.1%
$15,000 - $24,999	7.2%	-0.7%
$25,000 - $34,999	9.3%	-1.2%
$35,000 - $49,999	15.0%	+1.2%
$50,000 - $74,999	18.8%	+1.2%
$75,000 - $99,999	18.8%	+4.1%
$100,000 - $149,999	16.7%	+1.8%
$150,000 - $199,999	6.9%	-0.1%
$200,000+	1.8%	-3.2%

Bars show deviation from Stark County

Source: Esri

Appendix: Community Data Fast Facts

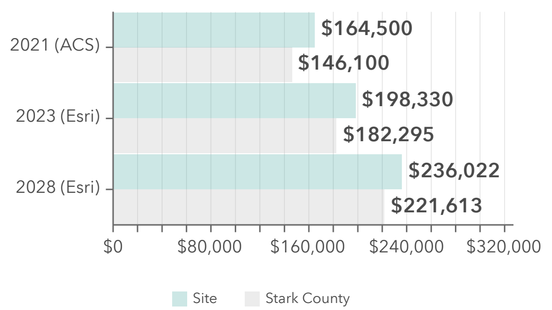
APPENDIX

DATA FAST FACTS: PLAIN TOWNSHIP

Total Housing Units: Past, Present, Future

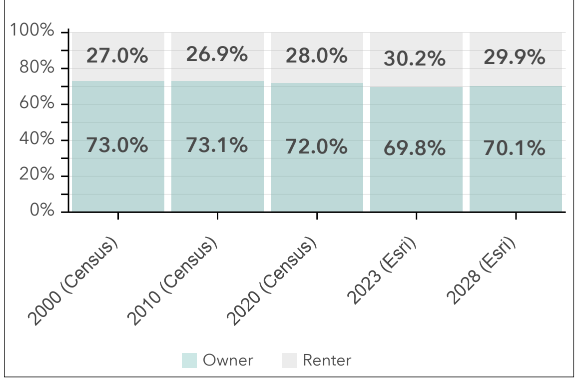
23,675	24,198	24,675	24,707
2010 (Census)	2020 (Census)	2023 (Esri)	2028 (Esri)

Median Home Value



Bars show comparison to Stark County

Owner vs Renter Occupied Units



KEY FACTS

53,973
Population

45.4
Median Age

2.3
Average Household Size

$70,554
Median Household Income

EDUCATION

3.4%
No High School Diploma

33.6%
High School Graduate

28.4%
Some College/ Associate's Degree

34.6%
Bachelor's/Grad/ Prof Degree

BUSINESS

1,543
Total Businesses

17,171
Total Employees

EMPLOYMENT

65.1%
White Collar

19.8%
Blue Collar

15.1%
Services

2.6%
Unemployment Rate

INCOME

$70,554
Median Household Income

$42,746
Per Capita Income

$191,411
Median Net Worth

2023 Households by income (Esri)

The largest group: $50,000 - $74,999 (18.1%)

The smallest group: <$15,000 (5.5%)

Indicator▲	Value	Diff
<$15,000	5.5%	-3.0%
$15,000 - $24,999	6.5%	-1.4%
$25,000 - $34,999	9.6%	-0.9%
$35,000 - $49,999	12.7%	-1.1%
$50,000 - $74,999	18.1%	+0.5%
$75,000 - $99,999	14.3%	-0.4%
$100,000 - $149,999	17.1%	+2.2%
$150,000 - $199,999	8.7%	+1.7%
$200,000+	7.4%	+2.4%

Bars show deviation from Stark County

Source: Esri

Appendix: Community Data Fast Facts

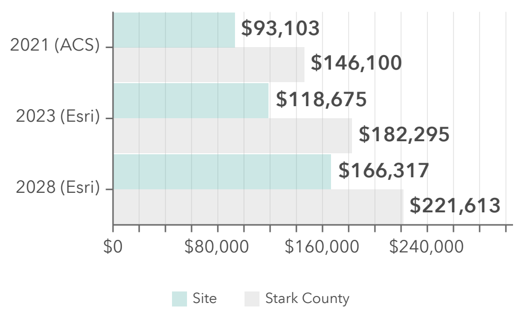
APPENDIX

DATA FAST FACTS: ALLIANCE

Total Housing Units: Past, Present, Future

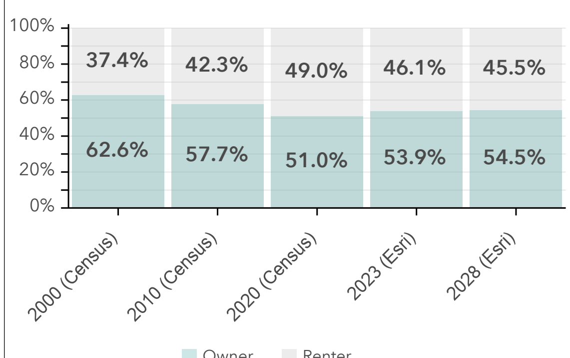
10,050	9,604	9,591	9,583
2010 (Census)	2020 (Census)	2023 (Esri)	2028 (Esri)

Median Home Value



Bars show comparison to Stark County

Owner vs Renter Occupied Units



KEY FACTS

21,438
Population

38.4
Median Age

2.3
Average Household Size

$46,631
Median Household Income

EDUCATION

9.6%
No High School Diploma

48.0%
High School Graduate

21.4%
Some College/ Associate's Degree

21.0%
Bachelor's/Grad/ Prof Degree

BUSINESS

803
Total Businesses

12,159
Total Employees

EMPLOYMENT

45.0%
White Collar

33.4%
Blue Collar

21.6%
Services

4.6%
Unemployment Rate

INCOME

$46,631
Median Household Income

$25,398
Per Capita Income

$56,882
Median Net Worth

2023 Households by income (Esri)

The largest group: $50,000 - $74,999 (20.0%)

The smallest group: $200,000+ (1.3%)

Indicator ▲	Value	Diff
<$15,000	14.7%	+6.2%
$15,000 - $24,999	10.6%	+2.7%
$25,000 - $34,999	13.9%	+3.4%
$35,000 - $49,999	13.1%	-0.7%
$50,000 - $74,999	20.0%	+2.4%
$75,000 - $99,999	13.0%	-1.7%
$100,000 - $149,999	9.2%	-5.7%
$150,000 - $199,999	4.1%	-2.9%
$200,000+	1.3%	-3.7%

Bars show deviation from Stark County

Source: Esri

Appendix: Community Data Fast Facts

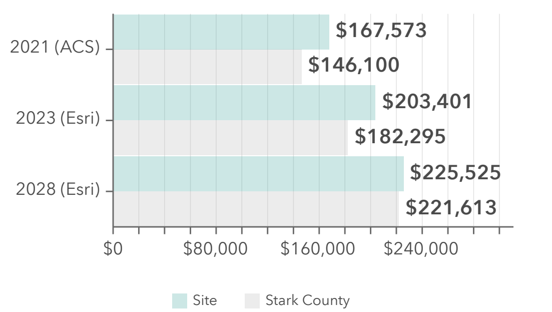
APPENDIX

DATA FAST FACTS: CANAL FULTON

Total Housing Units: Past, Present, Future

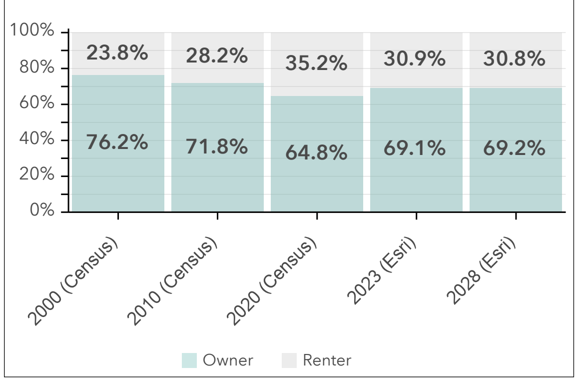
2,327	2,378	2,396	2,382
2010 (Census)	2020 (Census)	2023 (Esri)	2028 (Esri)

Median Home Value



Bars show comparison to Stark County

Owner vs Renter Occupied Units



KEY FACTS

5,513 Population

45.5 Median Age

2.4 Average Household Size

$75,780 Median Household Income

EDUCATION

3.1% No High School Diploma

32.7% High School Graduate

34.2% Some College/ Associate's Degree

30.0% Bachelor's/Grad/ Prof Degree

BUSINESS

252 Total Businesses

2,552 Total Employees

EMPLOYMENT

White Collar 58.4%

Blue Collar 27.1%

Services 14.5%

4.1% Unemployment Rate

INCOME

$75,780 Median Household Income

$38,037 Per Capita Income

$155,878 Median Net Worth

2023 Households by income (Esri)

The largest group: $100,000 - $149,999 (21.1%)

The smallest group: $200,000+ (5.0%)

Indicator ▲	Value	Diff
<$15,000	7.9%	-0.6%
$15,000 - $24,999	5.9%	-2.0%
$25,000 - $34,999	6.8%	-3.7%
$35,000 - $49,999	17.9%	+4.1%
$50,000 - $74,999	10.7%	-6.9%
$75,000 - $99,999	17.5%	+2.8%
$100,000 - $149,999	21.1%	+6.2%
$150,000 - $199,999	7.2%	+0.2%
$200,000+	5.0%	0

Bars show deviation from Stark County

Source: Esri

Appendix: Community Data Fast Facts

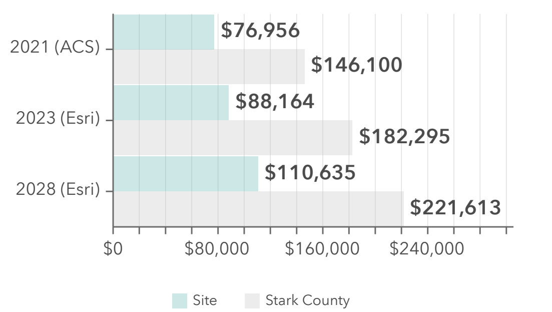
APPENDIX

DATA FAST FACTS: CANTON

Total Housing Units: Past, Present, Future

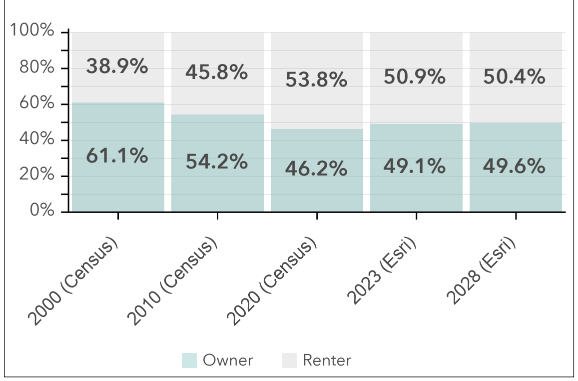
2010 (Census)	2020 (Census)	2023 (Esri)	2028 (Esri)
34,708	33,594	33,486	33,459

Median Home Value



Bars show comparison to Stark County

Owner vs Renter Occupied Units



KEY FACTS

70,695
Population

38.4
Median Age

2.3
Average Household Size

$37,536
Median Household Income

EDUCATION

11.6%
No High School Diploma

40.9%
High School Graduate

32.6%
Some College/ Associate's Degree

14.9%
Bachelor's/Grad/ Prof Degree

BUSINESS

2,289
Total Businesses

47,176
Total Employees

EMPLOYMENT

46.2%
White Collar

29.1%
Blue Collar

24.7%
Services

7.2%
Unemployment Rate

INCOME

$37,536
Median Household Income

$23,215
Per Capita Income

$26,837
Median Net Worth

2023 Households by income (Esri)

The largest group: <$15,000 (17.4%)

The smallest group: $200,000+ (1.4%)

Indicator ▲	Value	Diff
<$15,000	17.4%	+8.9%
$15,000 - $24,999	13.7%	+5.8%
$25,000 - $34,999	15.4%	+4.9%
$35,000 - $49,999	16.0%	+2.2%
$50,000 - $74,999	16.5%	-1.1%
$75,000 - $99,999	10.8%	-3.9%
$100,000 - $149,999	6.4%	-8.5%
$150,000 - $199,999	2.5%	-4.5%
$200,000+	1.4%	-3.6%

Bars show deviation from Stark County

Source: Esri

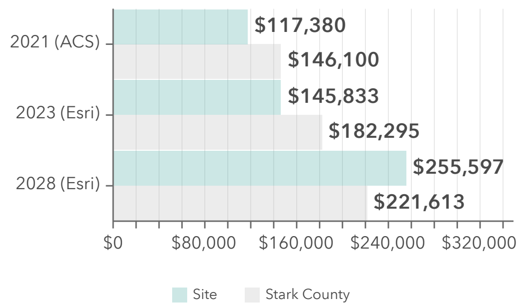
APPENDIX

DATA FAST FACTS: EAST CANTON

Total Housing Units: Past, Present, Future

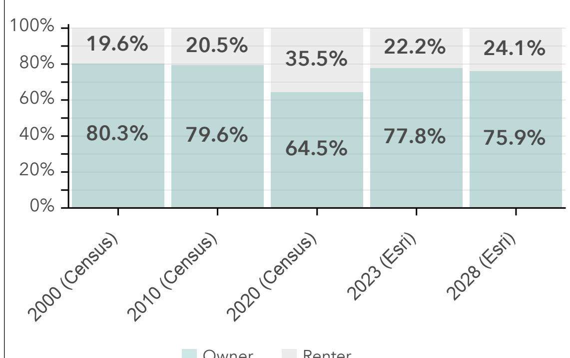
2010 (Census)	2020 (Census)	2023 (Esri)	2028 (Esri)
698	703	699	699

Median Home Value



Bars show comparison to Stark County

Owner vs Renter Occupied Units



KEY FACTS

1,508
Population

47.3
Median Age

2.3
Average Household Size

$56,320
Median Household Income

EDUCATION

5.1%
No High School Diploma

48.5%
High School Graduate

29.2%
Some College/ Associate's Degree

17.2%
Bachelor's/Grad/ Prof Degree

BUSINESS

53
Total Businesses

608
Total Employees

EMPLOYMENT

51.0%
White Collar

30.4%
Blue Collar

18.6%
Services

1.5%
Unemployment Rate

INCOME

$56,320
Median Household Income

$31,515
Per Capita Income

$169,060
Median Net Worth

2023 Households by income (Esri)

The largest group: $50,000 - $74,999 (20.4%)

The smallest group: $200,000+ (0.5%)

Indicator ▲	Value	Diff
<$15,000	3.2%	-5.3%
$15,000 - $24,999	7.3%	-0.6%
$25,000 - $34,999	13.4%	+2.9%
$35,000 - $49,999	19.2%	+5.4%
$50,000 - $74,999	20.4%	+2.8%
$75,000 - $99,999	15.1%	+0.4%
$100,000 - $149,999	15.6%	+0.7%
$150,000 - $199,999	5.4%	-1.6%
$200,000+	0.5%	-4.5%

Bars show deviation from Stark County

Source: Esri

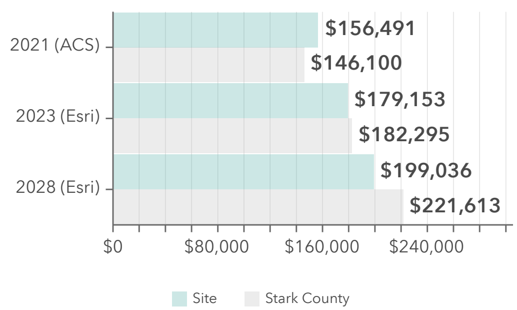
APPENDIX

DATA FAST FACTS: LOUISVILLE

Total Housing Units: Past, Present, Future

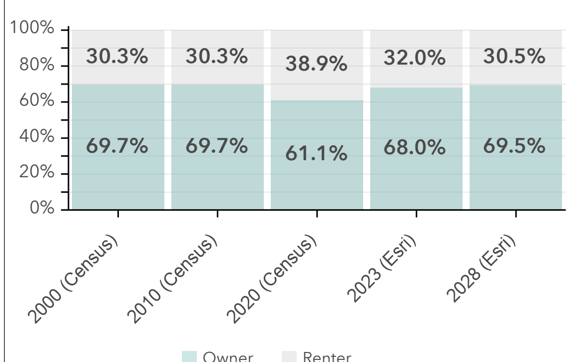
4,106	4,235	4,240	4,254
2010 (Census)	2020 (Census)	2023 (Esri)	2028 (Esri)

Median Home Value



Bars show comparison to Stark County

Owner vs Renter Occupied Units



KEY FACTS

9,420
Population

42.1
Median Age

2.3
Average Household Size

$66,270
Median Household Income

EDUCATION

4.0%
No High School Diploma

39.5%
High School Graduate

33.3%
Some College/ Associate's Degree

23.1%
Bachelor's/Grad/ Prof Degree

BUSINESS

234
Total Businesses

3,683
Total Employees

EMPLOYMENT

57.1%
White Collar

26.3%
Blue Collar

16.6%
Services

1.4%
Unemployment Rate

INCOME

$66,270
Median Household Income

$34,561
Per Capita Income

$150,584
Median Net Worth

2023 Households by income (Esri)

The largest group: $75,000 - $99,999 (18.4%)

The smallest group: $200,000+ (1.5%)

Indicator ▲	Value	Diff
<$15,000	6.7%	-1.8%
$15,000 - $24,999	6.9%	-1.0%
$25,000 - $34,999	10.1%	-0.4%
$35,000 - $49,999	13.0%	-0.8%
$50,000 - $74,999	18.3%	+0.7%
$75,000 - $99,999	18.4%	+3.7%
$100,000 - $149,999	16.1%	+1.2%
$150,000 - $199,999	9.1%	+2.1%
$200,000+	1.5%	-3.5%

Bars show deviation from Stark County

Source: Esri

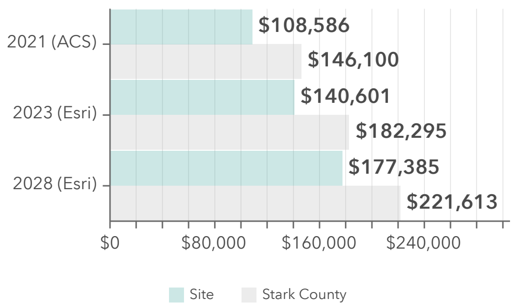
APPENDIX

DATA FAST FACTS: MASSILLON

Total Housing Units: Past, Present, Future

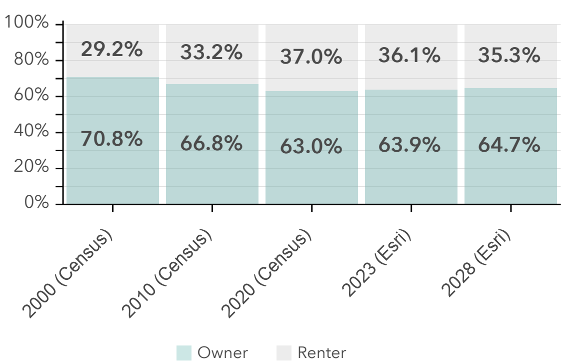
14,705	14,777	14,751	14,778
2010 (Census)	2020 (Census)	2023 (Esri)	2028 (Esri)

Median Home Value



Bars show comparison to Stark County

Owner vs Renter Occupied Units



KEY FACTS

31,831
Population

42.1
Median Age

2.3
Average Household Size

$51,717
Median Household Income

EDUCATION

7.8%
No High School Diploma

45.6%
High School Graduate

29.5%
Some College/ Associate's Degree

17.1%
Bachelor's/Grad/ Prof Degree

BUSINESS

987
Total Businesses

15,752
Total Employees

EMPLOYMENT

50.3%
White Collar

29.5%
Blue Collar

20.2%
Services

3.5%
Unemployment Rate

INCOME

$51,717
Median Household Income

$29,579
Per Capita Income

$104,624
Median Net Worth

2023 Households by income (Esri)

The largest group: $50,000 - $74,999 (19.2%)

The smallest group: $200,000+ (1.9%)

Indicator ▲	Value	Diff
<$15,000	10.2%	+1.7%
$15,000 - $24,999	9.7%	+1.8%
$25,000 - $34,999	11.4%	+0.9%
$35,000 - $49,999	16.8%	+3.0%
$50,000 - $74,999	19.2%	+1.6%
$75,000 - $99,999	14.3%	-0.4%
$100,000 - $149,999	12.5%	-2.4%
$150,000 - $199,999	4.1%	-2.9%
$200,000+	1.9%	-3.1%

Bars show deviation from Stark County

Source: Esri

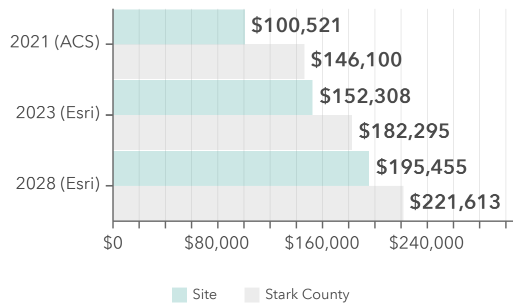
APPENDIX

DATA FAST FACTS: NAVARRE

Total Housing Units: Past, Present, Future

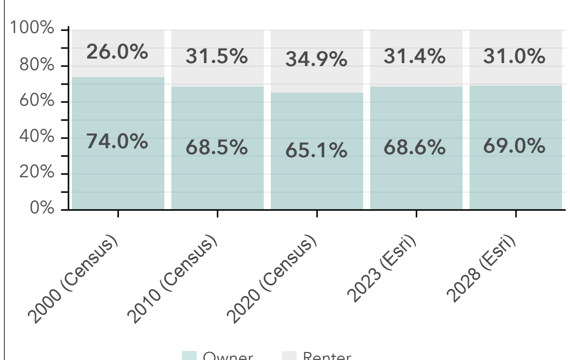
872	871	869	870
2010 (Census)	2020 (Census)	2023 (Esri)	2028 (Esri)

Median Home Value



Bars show comparison to Stark County

Owner vs Renter Occupied Units



KEY FACTS

1,842
Population

49.1
Median Age

2.1
Average Household Size

$56,646
Median Household Income

EDUCATION

8.8%
No High School Diploma

52.6%
High School Graduate

27.7%
Some College/ Associate's Degree

10.8%
Bachelor's/Grad/ Prof Degree

BUSINESS

65
Total Businesses

1,472
Total Employees

EMPLOYMENT

50.8%
White Collar

30.5%
Blue Collar

18.7%
Services

3.5%
Unemployment Rate

INCOME

$56,646
Median Household Income

$32,326
Per Capita Income

$136,793
Median Net Worth

2023 Households by income (Esri)

The largest group: $100,000 - $149,999 (18.1%)

The smallest group: $200,000+ (1.2%)

Indicator ▲	Value	Diff
<$15,000	7.8%	-0.7%
$15,000 - $24,999	9.1%	+1.2%
$25,000 - $34,999	12.8%	+2.3%
$35,000 - $49,999	15.4%	+1.6%
$50,000 - $74,999	14.3%	-3.3%
$75,000 - $99,999	16.6%	+1.9%
$100,000 - $149,999	18.1%	+3.2%
$150,000 - $199,999	4.6%	-2.4%
$200,000+	1.2%	-3.8%

Bars show deviation from Stark County

Source: Esri

Appendix: Community Data Fast Facts

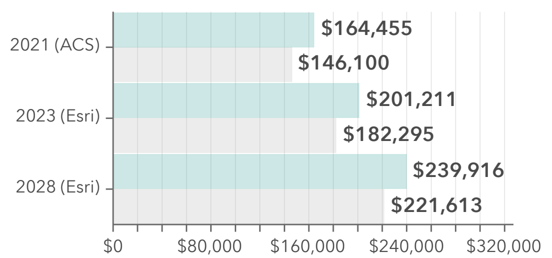
APPENDIX

DATA FAST FACTS: NORTH CANTON

Total Housing Units: Past, Present, Future

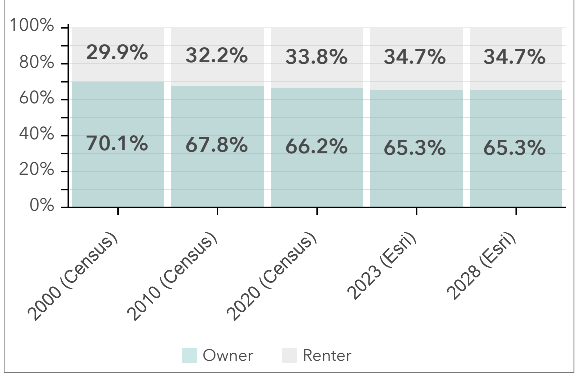
2010 (Census)	2020 (Census)	2023 (Esri)	2028 (Esri)
8,088	8,232	8,410	8,458

Median Home Value



Bars show comparison to Stark County

Owner vs Renter Occupied Units



KEY FACTS

17,921
Population

43.6
Median Age

2.1
Average Household Size

$65,419
Median Household Income

EDUCATION

2.8%
No High School Diploma

32.5%
High School Graduate

27.4%
Some College/ Associate's Degree

37.2%
Bachelor's/Grad/ Prof Degree

BUSINESS

668
Total Businesses

8,390
Total Employees

EMPLOYMENT

65.5%
White Collar

18.0%
Blue Collar

16.6%
Services

2.6%
Unemployment Rate

INCOME

$65,419
Median Household Income

$43,226
Per Capita Income

$165,219
Median Net Worth

2023 Households by income (Esri)

The largest group: $50,000 - $74,999 (20.2%)

The smallest group: <$15,000 (5.6%)

Indicator ▲	Value	Diff
<$15,000	5.6%	-2.9%
$15,000 - $24,999	7.4%	-0.5%
$25,000 - $34,999	8.6%	-1.9%
$35,000 - $49,999	14.2%	+0.4%
$50,000 - $74,999	20.2%	+2.6%
$75,000 - $99,999	11.8%	-2.9%
$100,000 - $149,999	15.5%	+0.6%
$150,000 - $199,999	9.0%	+2.0%
$200,000+	7.7%	+2.7%

Bars show deviation from Stark County

Source: Esri

Appendix: Community Data Fast Facts

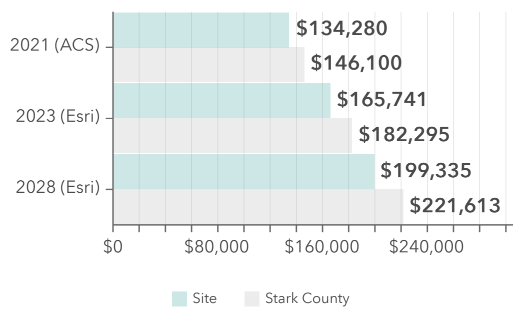
APPENDIX

DATA FAST FACTS: RICHVILLE

Total Housing Units: Past, Present, Future

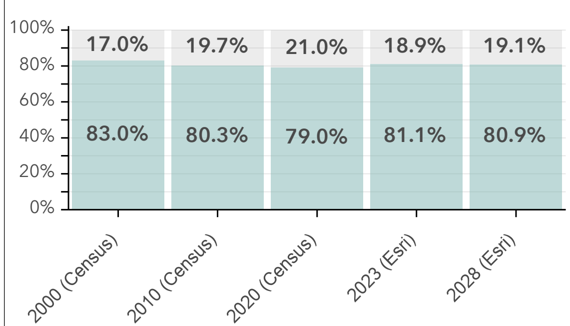
2010 (Census)	2020 (Census)	2023 (Esri)	2028 (Esri)
1,344	1,405	1,412	1,418

Median Home Value



Bars show comparison to Stark County

Owner vs Renter Occupied Units



KEY FACTS

3,196
Population

46.5
Median Age

2.3
Average Household Size

$69,978
Median Household Income

EDUCATION

5.9%
No High School Diploma

43.4%
High School Graduate

34.4%
Some College/ Associate's Degree

16.4%
Bachelor's/Grad/ Prof Degree

BUSINESS

44
Total Businesses

207
Total Employees

EMPLOYMENT

48.7%
White Collar

31.8%
Blue Collar

19.5%
Services

2.3%
Unemployment Rate

INCOME

$69,978
Median Household Income

$35,011
Per Capita Income

$199,968
Median Net Worth

2023 Households by income (Esri)

The largest group: $75,000 - $99,999 (19.9%)
The smallest group: $200,000+ (1.2%)

Indicator ▲	Value	Diff
<$15,000	5.9%	-2.6%
$15,000 - $24,999	7.3%	-0.6%
$25,000 - $34,999	7.8%	-2.7%
$35,000 - $49,999	14.1%	+0.3%
$50,000 - $74,999	17.6%	0
$75,000 - $99,999	19.9%	+5.2%
$100,000 - $149,999	18.7%	+3.8%
$150,000 - $199,999	7.6%	+0.6%
$200,000+	1.2%	-3.8%

Bars show deviation from Stark County

Source: Esri

APPENDIX
DATA SOURCES & RESOURCES USED

DATA SOURCES & RESOURCES USED

- Chmura Economics & JobsEQ
- Emsi & Esri
- Federal Housing Finance Agency
- Federal Reserve Economic Data - St. Louis Fed
- Rocket Homes
- Stark County Community Assessment
- The University of Southern Mississippi - Trent Lott National Center for Excellence in Economic Development
- US Bureau of Labor Statistics
- US Census Bureau & the American Community Survey
- Zillow Research

Due to the compilation of multiple data resources over a period ranging from 2021 to 2024, statistical variances will occur resulting in a margin of error of +/- 2.5%.

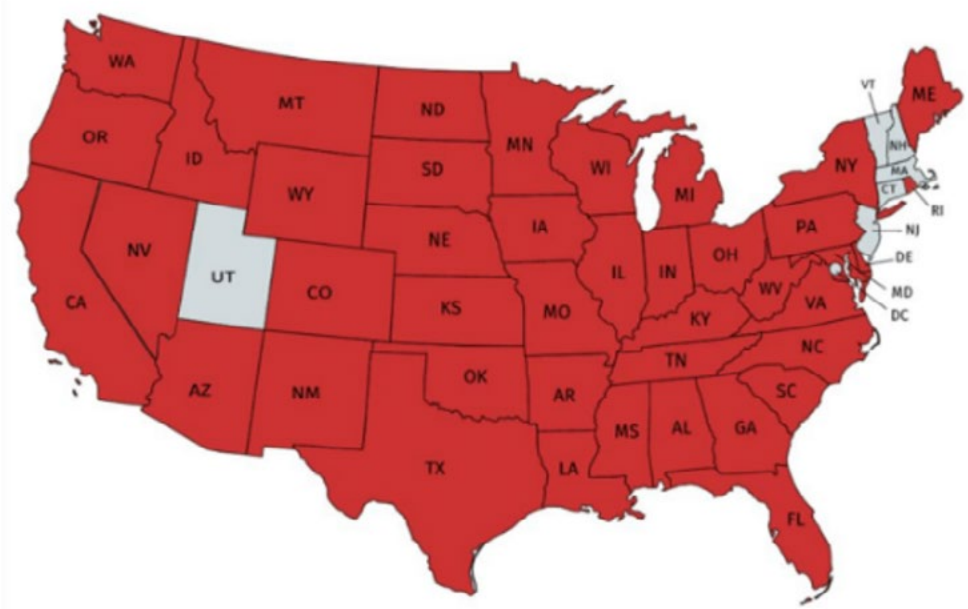
Next Move Group
We Are Jobs

Who Is Next Move Group?

Next Move Group is an economic development consulting firm which has serviced 700+ customers since 2014. Our services include: Executive Searches, Board Trainings, Strategic Planning, & Site Selection.

Nationwide Clients:

We Have Serviced Clients From All The States In Red Since 2014



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