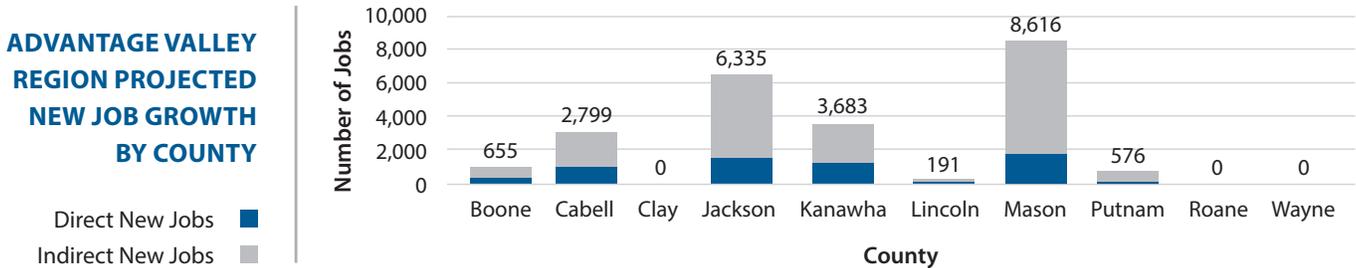


ECONOMIC GROWTH Sparks Urgent Demand for New Housing

Advantage Valley represents a nine county region that encompasses the Charleston-Huntington West Virginia Metro Areas. With a population of 650,000 people, and a workforce of 350,000, the region is West Virginia's center of government and commerce. The region is seeing unprecedented growth with recent announcements of major economic development projects that will produce 5,359 new direct and 17,506 new indirect jobs.

In 2023, Advantage Valley commissioned a Housing Needs Assessment to evaluate the impact of these major economic investments from companies like Berkshire Hathaway Renewables and Nucor.

The greatest overall job growth is expected to occur in Mason County (8,616), followed by Jackson County (6,335), Kanawha County (3,683) and Cabell County (2,799). The following graph further illustrates projected job growth (direct and indirect) within each county in the region.



"With over a half a billion dollars being invested into the region, alongside hundreds of millions of dollars being invested in upgrading infrastructure, this region is poised for unprecedented growth. The need for housing will grow exponentially in the years to come and the market needs to be prepared to meet this demand. Making sure future developers have all the tools necessary to succeed is of the utmost importance so we do not miss any opportunities that come our way as a region. I am excited about the future and excited to introduce this beautiful river town and surrounding areas to future investors and developers."

- Mayor Josh Miller

What does this mean for housing? Research indicates that this surge in employment will generate demand for 13,000 new households across the region, reversing previous housing trends. For developers, this is a rare opportunity to meet a growing market's needs and invest in a thriving community.

Examples of Major Investments In Process in Advantage Valley

	Project	County	New Direct Jobs
A	 NUCOR WEST VIRGINIA	Mason	800
B	 TIMET	Jackson	200 by 2025 with potential of expansion
C	 B&W BABCOCK & WILCOX	Mason	28
D	 FIDELIS NEW ENERGY, LLC	Mason	800
E	 Alcon	Cabell	500
F	 Niterra	Kanawha	30
G	 CLEAN-SEAS	Kanawha	200

Sample of Major Employers

	Project	County	Existing Jobs
H	 TOYOTA	Putnam	2,300
I	 Constellium	Jackson	1,100
J	 ServiceWireCo. Manufacturing quality. Delivering service.	Cabell	300
K	 SPECIAL METALS	Cabell	450
L ¹ L ²	 MARSHALL HEALTH NETWORK	Cabell Putnam	7,700
M ¹ M ²	 Charleston Area Medical Center Vandalia Health	Kanawha Putnam	8,000
N	 Gestamp	Kanawha	500
O	 GreenPower MOTOR COMPANY	Kanawha	200
P	 West Virginia State Government Complex	Kanawha	4,500
Q	 TCEnergy	Kanawha	600

Why Housing Developers Should Consider West Virginia

West Virginia is not just a state on the rise—it's a prime market for significant investment in both single-family homes, multi-family rentals/units, and rental properties. Spurred by economic growth in the 2020s, the West Virginia Legislature adopted a forward-thinking approach to support housing development.

The **BUILD WV Act**, passed during the 2022 Legislative Session, is a game-changer for developers. **This innovative incentive program helps meet the housing needs of West Virginia's growing communities by offering:**

- **State Sales and Use Tax Exemption** for building materials.
- **A 10-Year Property Value Adjustment Tax Credit** - refundable and designed to offset building costs.
- **Potential for B&O Tax Exemption** - To be determined by individual municipalities, authorized by an ordinance.

With West Virginia ranking among the fastest-growing in-bound states, the demand for new residential properties has never been greater. For housing developers, West Virginia represents both opportunity and support—a place where growth is encouraged and rewarded.

"Housing is the foundation of a vibrant and thriving community. In addition to putting a roof over someone's head—it creates stability, fosters opportunity, and ensures everyone has a place to call home," said Mayor Amy Shuler Goodwin. "In Charleston, we continue to invest in housing through our work with the Charleston Land Reuse Agency and strategic partnerships with local organizations—further investing in the well-being, diversity, and resilience of our neighborhoods."

- Amy Shuler Goodwin, Mayor of Charleston

BUILD WV Districts

There are a total of 18 BUILD WV Districts in the state and 4 in the Advantage Valley coverage area. Advantage Valley can assist developers in connecting with the local economic development authorities to learn more about the radius and requirements of these four BUILD WV Districts.

There is a Need for Modern Housing Options

We understand the region and specialize in connecting developers with the right resources and experts to identify the most suitable acreage for successful housing projects.

MAP KEY

- New Economic Development Investments
- Long-Term Economic Development Investments
- Parcels
- BUILD WV Districts

These districts can extend up to a radius of 20 miles. Boundaries for each district are available upon request.



Land Options Available for Development

	Parcel Location	County	Acreage	Utility Access
1	Crescent Drive	Kanawha	100	All public utilities are available.
2	Newhouse Drive	Kanawha	100	Property is near utility access.
3	Tupper's Creek	Kanawha	45	All public utilities are available. There are additional parcels of land over 200 acres adjacent to this parcel that do not have utility access at this time.
4	1356 Wolf Pen Drive	Kanawha	90	Rolling topography. The utilities are public water, septic, gas.
5	Pinewood Drive	Kanawha	50	Public utilities are not available at this time, but the property sites adjacent to a developed subdivision.
6	Aultz Property	Kanawha	140	All public utilities are available.
7	Derricks Creek	Kanawha	389	All public utilities are available.
8	Goff Mountain Road	Kanawha	31	Public road access is available, and all utilities, including power, public sewer, and water, are in place.
9	Cottageville	Jackson	38	Utilities are available on some acreage of the land.
10	Mill Creek – Route 62	Jackson	192	Public water
11	Evans	Jackson	143	Public water
12	Millwood	Jackson	125	All public utilities are available.
13	Casto – Charleston Road	Jackson	401	All utilities available; also includes 2 lakes.
14	Fair Haven	Jackson	247	Public water, electric, natural gas are available with a possibility of future public sewer.
15	Angel Ridge Road	Jackson	114	All public utilities are available.
16	Jackson Crossing	Jackson	276	All public utilities are available on site.
17	Ripley	Jackson	75	Electric
18	867 Charlotte Drive	Mason	37	Electric and water are available.
19	Sixteen Mile Road	Mason	1,000	Utilities are available per realtor.
20	High Street	Mason	85	Gas and electric are available.
21	Hannan Trace	Mason	17	The land features public water, electricity, and a septic system. Mineral and timber rights convey.
22	Gallipolis Ferry	Mason	7	
23	Poindexter Road	Putnam	80	
24	Honeycutt Road	Putnam	362	Electric is available.
25	Gavin Lane	Putnam	50	Electric and water are available.
26	Hedrick Road	Putnam	29	All public utilities available, planned unit development district.
27	Devonshire	Putnam	23.5	
28	Scarlet Hills	Putnam	28	
29	Orchard Park	Putnam	19	Zoned commercial, suitable for apartment living.
30	Terrace Avenue	Cabell	308	All public utilities located near or at the southern border of the property.
31	McComas Road	Cabell	34	Electric is available. Septic will be needed to build, but city water access is available.
32	Fox Fire Road	Cabell	24	Electric, sewer, natural gas and water available. New 8" sewer tap being constructed by Salt Rock PSD to service total acres.

Ready to Bring Your Vision to Life in Advantage Valley

Advantage Valley is here to help turn your development goals into reality. With access to prime properties, strong partnerships, and a supportive community, success is within reach.

Contact us today to learn more about available opportunities or to schedule your site visit.

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