

# **Accelerate Your Housing Supply to Attract More Businesses**

2025 Governor's Local Issues Conference

August 13, 2025

# **Kentucky Housing Corporation**

## **Who We Are**

### **Mission:**

KHC invests in quality affordable housing solutions for families & communities across Kentucky.

**State Housing  
Finance Agency**

**Self-  
Supporting**

**Quasi-  
Governmental**

# Private, Federal & State Funding/Financing Sources

KY Affordable Housing Trust  
Fund

KY Rural Housing Trust Fund

Federal Housing Tax Credits

Tax Exempt Bonds




Fannie Mae/Ginnie Mae

HUD Programs

DOE/Weatherization



# What We Do

Homebuyers & Homeowners	Rental Housing	Homelessness Programs
 <p data-bbox="372 843 958 1279">Mortgages, Down Payment Assistance, Foreclosure Prevention, Homebuilding, Home Repair, Weatherization</p>	 <p data-bbox="1052 893 1500 1122">Development &amp; Preservation Rental Assistance</p>	 <p data-bbox="1633 829 2135 1265">Homelessness Programs: Shelter Rapid Re-Housing Street Outreach Eviction Prevention</p>



Homeless (Streets, Car, Shelters, etc.)	Supportive Housing	Affordable Rental Housing	Affordable Homeownership	Market-Rate Rental Housing	Market-Rate Homeownership
≤ 30% AMI		30-80% AMI	80-100% AMI	≥ 120% AMI	

Area Median Income (AMI)

# THE HOUSING CONTINUUM

**Movement Along the Continuum = Adequate Supply of Affordable Housing Stock**

Housing Stability | Supportive Services | Completed Education | Access to Affordable Health Care | Job Opportunities | Build Savings | Build Equity

Eviction | Addiction | Natural Disasters | Health Issues | Loss of Partner | Loss of Job | Lack of Savings | Excessive Debt | Downsizing

# Kentucky Housing Supply Gap Analysis



# In 2024, Why Did KHC Commission a Housing Supply Gap Analysis?

KHC heard from low- & moderate-income Kentuckians that it's hard to find housing.

- Moderate-income homebuyers can't find affordable homes.
- Very low-income tenants with rent assistance can't find reasonably priced apartments that will accept a voucher.
- Kentuckians are experiencing homelessness for the first time at higher rates, and unsheltered homelessness is increasing.
- Middle, moderate, and low-income households are competing for the same units.

# In 2024, Why Did KHC Commission a Housing Supply Gap Analysis?

**KHC heard from leaders and partners across Kentucky that they need more housing for middle, moderate & low-income households.**

- KY League of Cities
- KY Association of Counties
- KY Realtors Association
- Mortgage Lenders
- KY Chamber of Commerce
- Homebuilders Association of KY
- KY Economic Development Cabinet
- DLG Local Issues Conference
- KY Workforce Investment Board
- Conference of KY PVAs
- KY USDA State Office
- Area Development Districts
- Individual Cities & Counties
- I-71 Economic Development Alliance
- EKY Leadership Foundation
- KY County Judge Executives Assoc.





# Kentucky Housing Supply Gap Analysis

## Phase I: Current Gaps

**206,207**  
**New Homes**

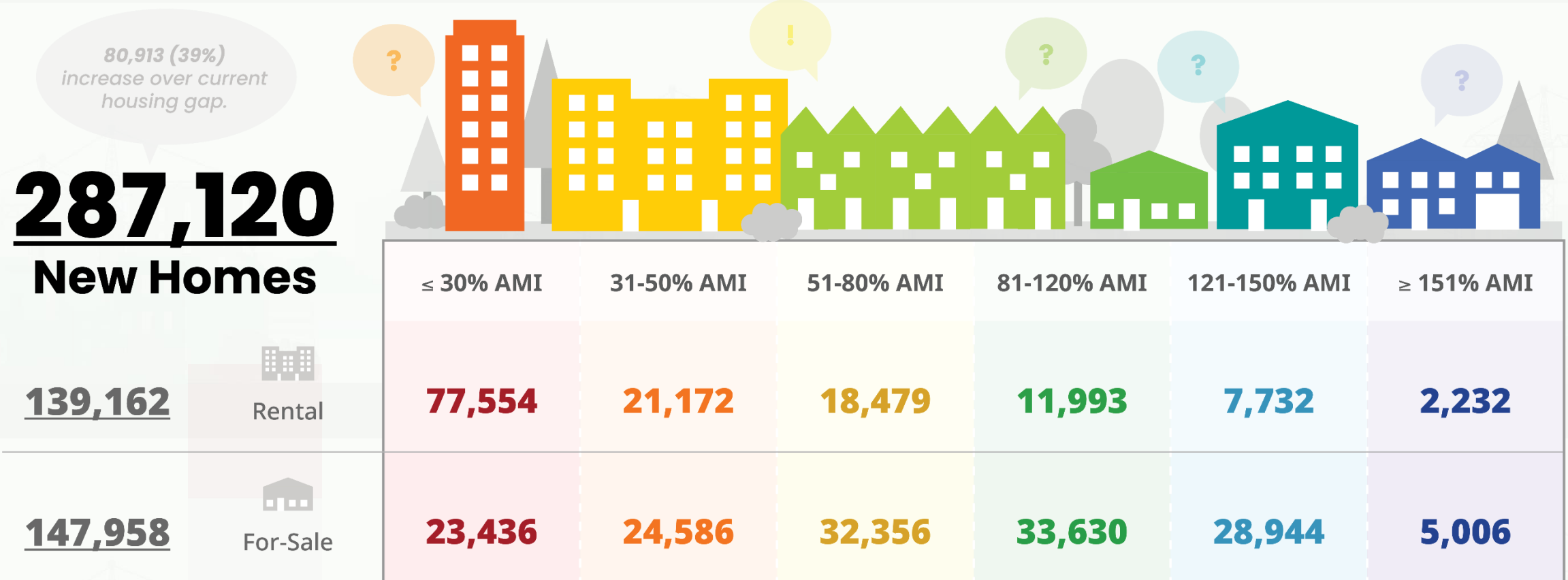


		≤ 30% AMI	31-50% AMI	51-80% AMI	81-120% AMI	121-150% AMI	≥ 151% AMI
<u>101,569</u>	 Rental	60,385	19,161	13,211	6,980	1,132	700
<u>104,638</u>	 For-Sale	19,434	14,179	18,599	17,972	13,896	20,558

Current Housing Needs (2024) Broken Down By Area Median Income (AMI) Groups

# Kentucky Housing Supply Gap Analysis

## Phase II: 2029 Gaps



Future Housing Needs (2029) Broken Down By Area Median Income (AMI) Groups

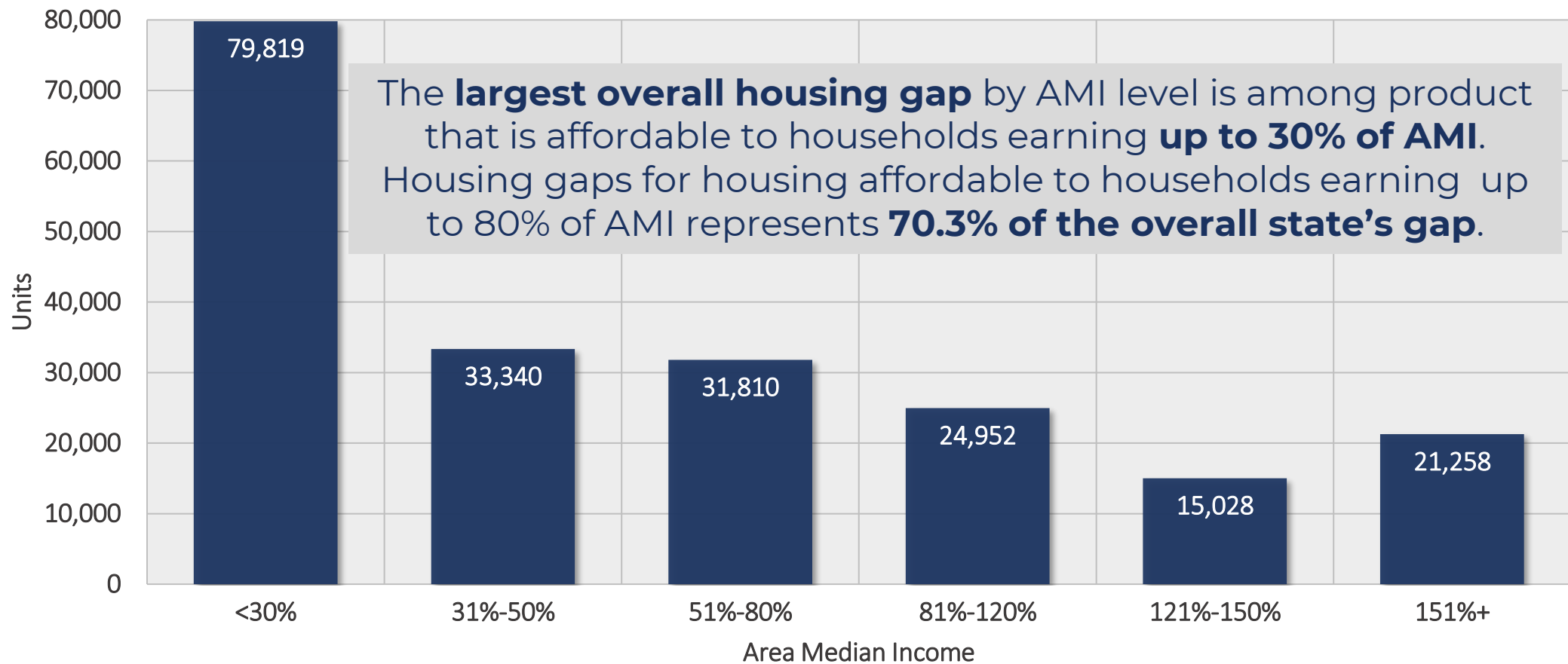
# Overall Housing Supply Gaps: For-Sale + Rental



# Overall Housing Gaps by Area Median Income (2024)

## Renter and Owner Combined

Kentucky's Overall Housing Gaps by Area Median Income (2024)



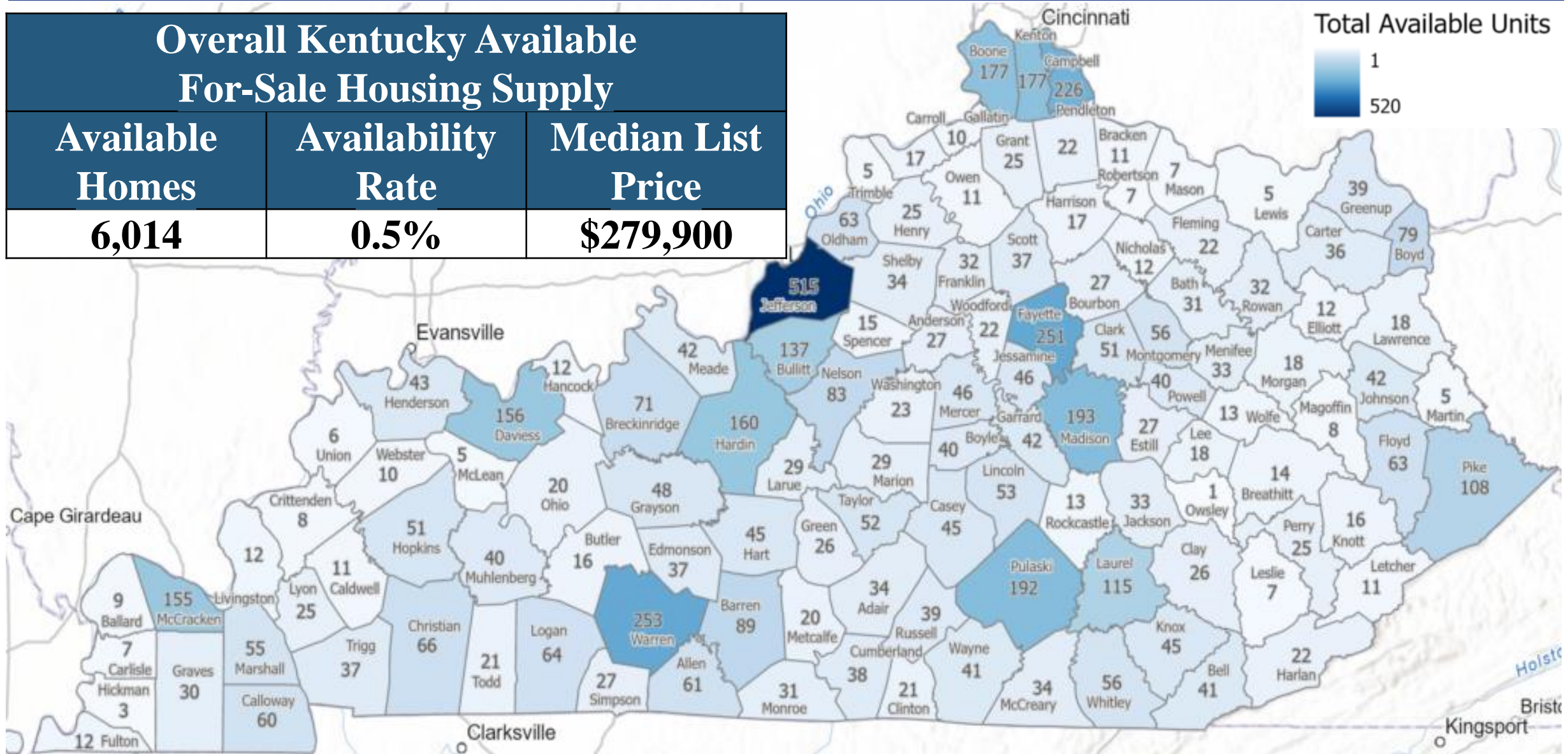
# For-Sale Housing Supply Gaps



# Total Available For-Sale Housing Units (2024)

## Overall Kentucky Available For-Sale Housing Supply

Available Homes	Availability Rate	Median List Price
6,014	0.5%	\$279,900





For-sale availability rates above 2% may be indicators of overbuilt markets or a housing surplus.

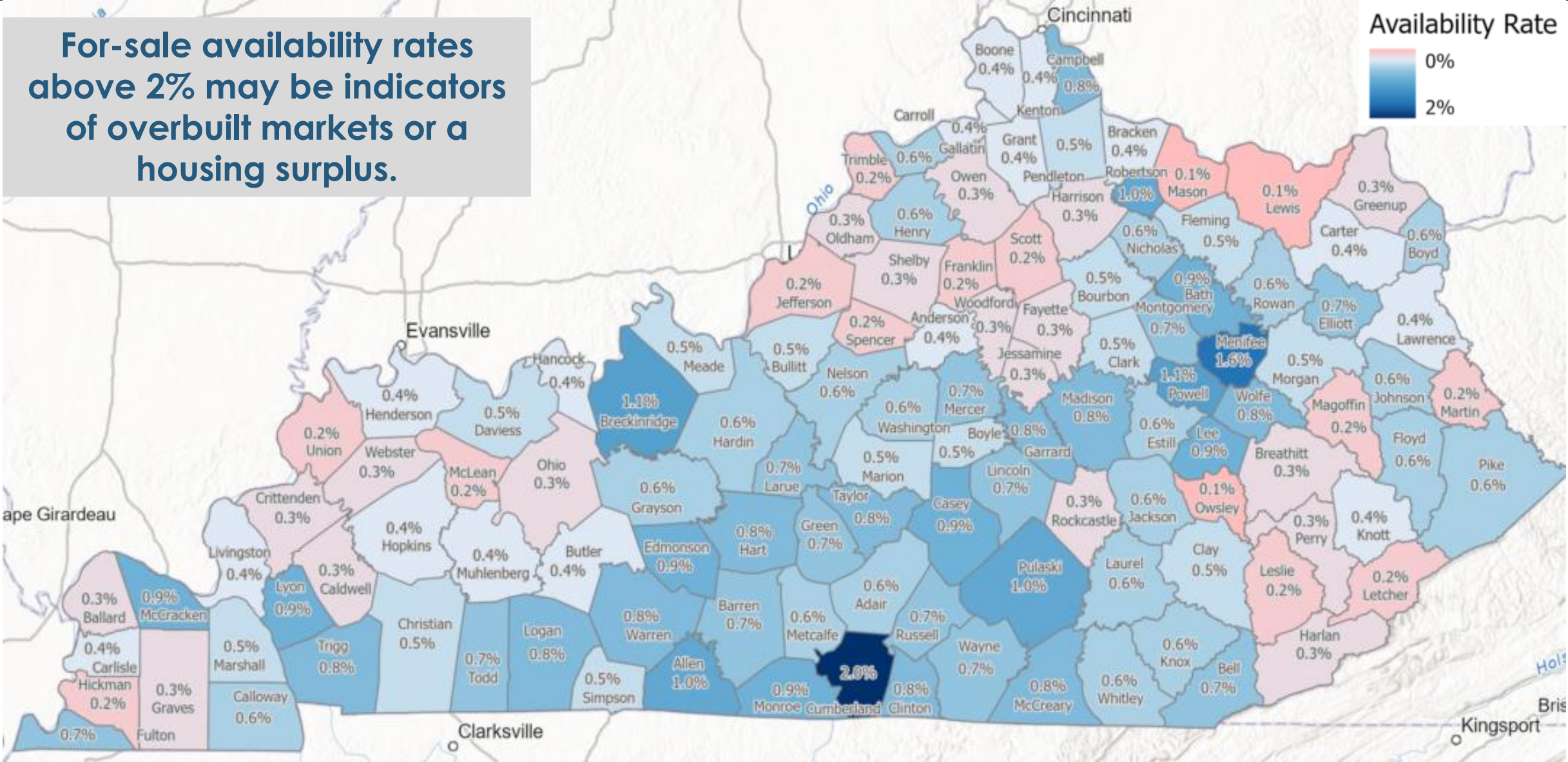
Availability Rate

0%

2%

Map showing For-sale availability rates by county in Kentucky. The map is color-coded by availability rate, ranging from 0% (light blue) to 2% (dark blue). The highest availability rates are found in Monroe (2.0%), Breckinridge (1.1%), and Menifee (1.6%). Other counties with rates above 1% include Pulaski (1.0%), Madison (0.8%), and Taylor (0.8%). Most counties have rates below 1%, with many in the 0.2% to 0.6% range. The map also shows major cities like Cincinnati, Evansville, and Clarksville, and neighboring states like Ohio and Tennessee.

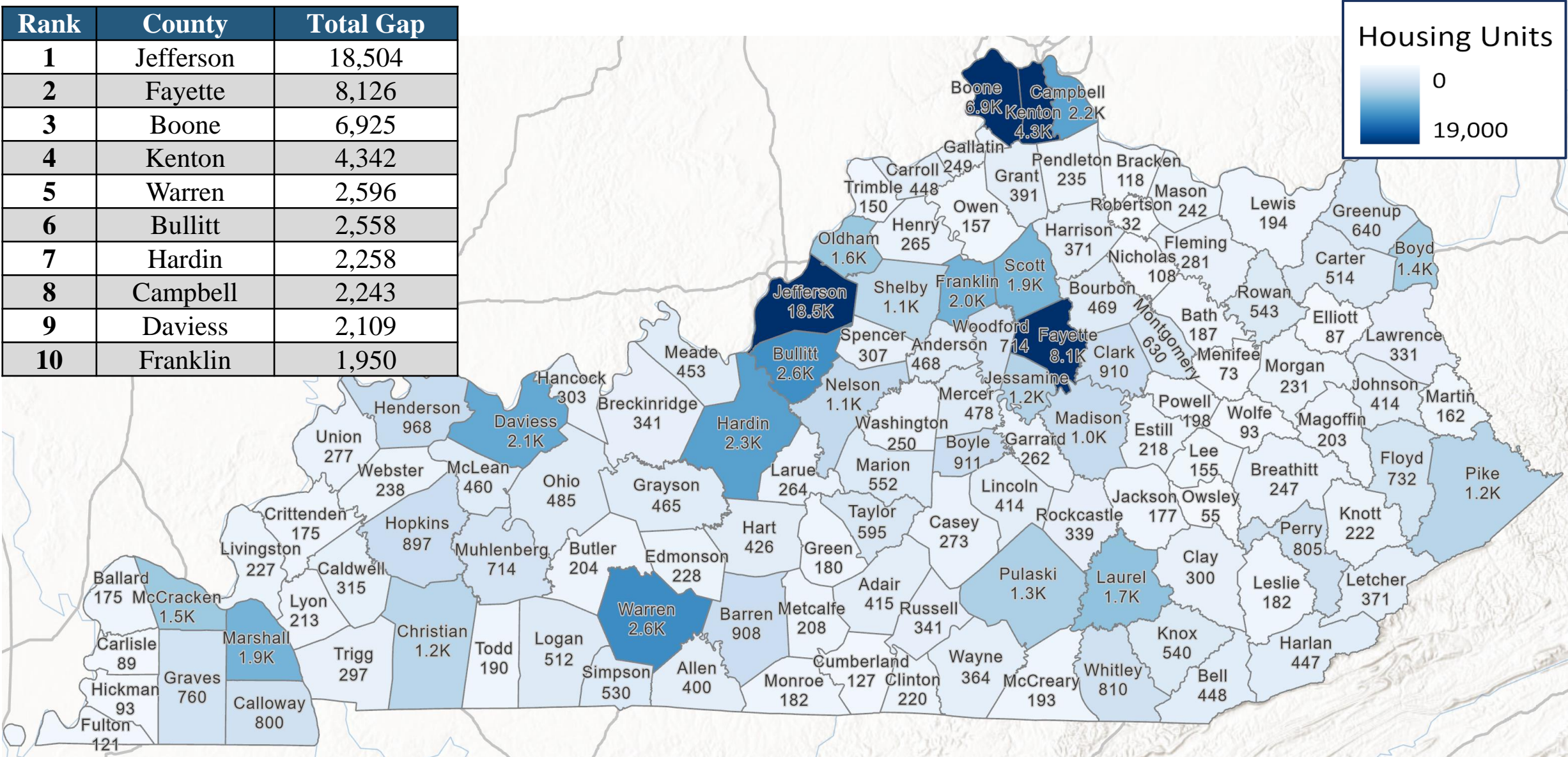
**For-sale availability rates above 2% may be indicators of overbuilt markets or a housing surplus.**





## For-Sale Housing Gaps (2024)

Rank	County	Total Gap
1	Jefferson	18,504
2	Fayette	8,126
3	Boone	6,925
4	Kenton	4,342
5	Warren	2,596
6	Bullitt	2,558
7	Hardin	2,258
8	Campbell	2,243
9	Daviess	2,109
10	Franklin	1,950



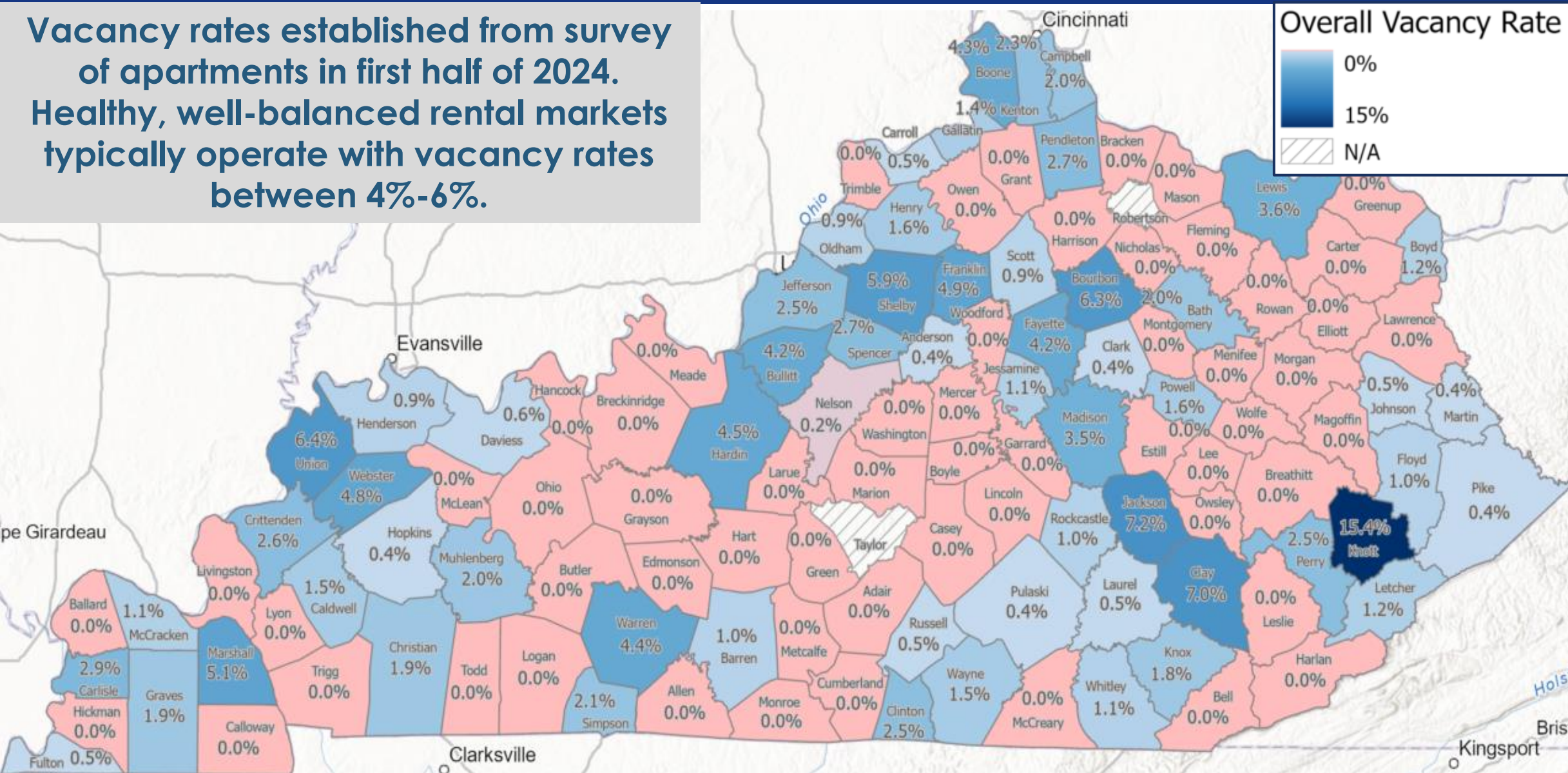


# Rental Housing Supply Gaps



# Overall Multifamily Rental Vacancy Rates

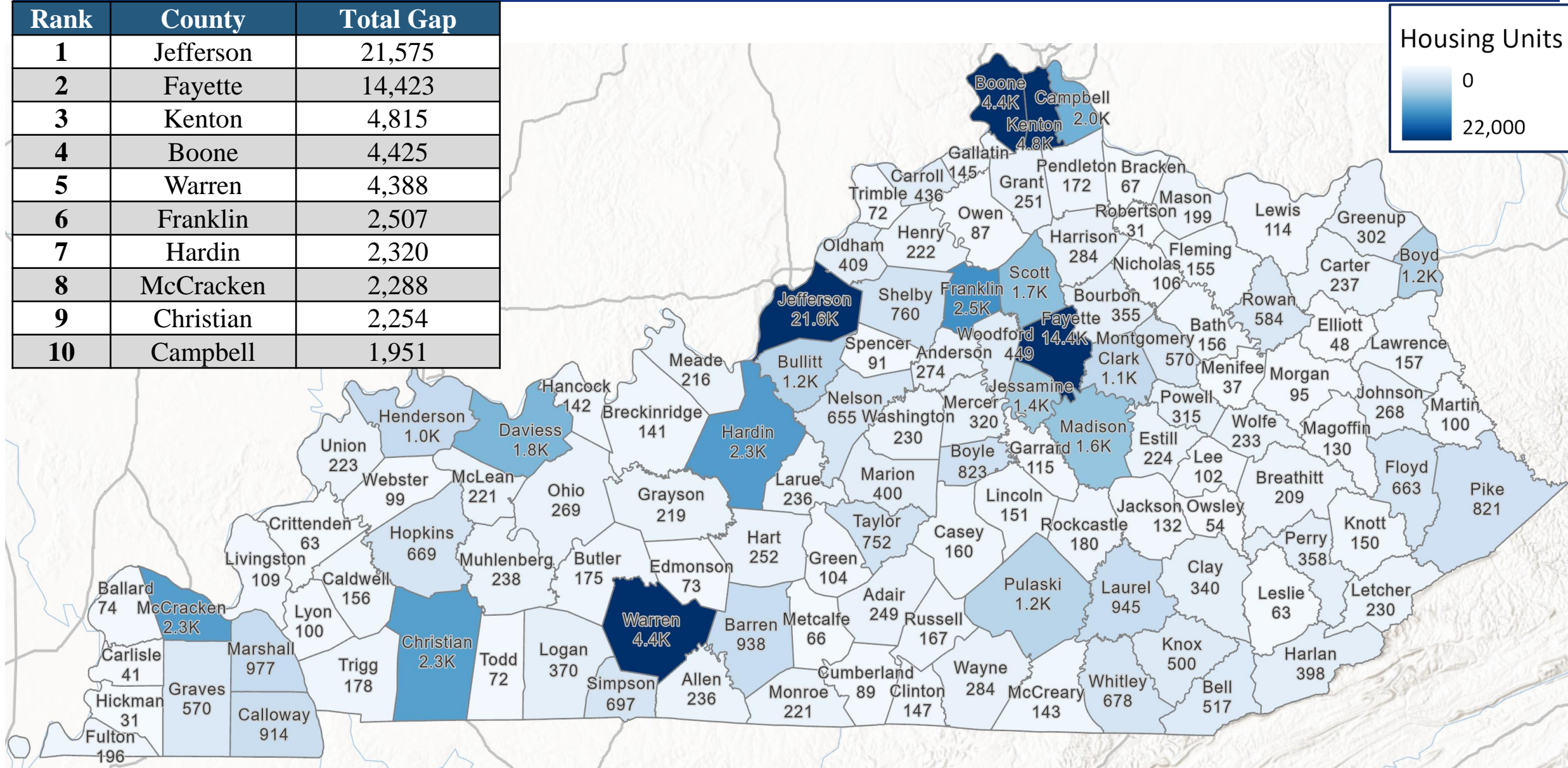
**Vacancy rates established from survey  
of apartments in first half of 2024.  
Healthy, well-balanced rental markets  
typically operate with vacancy rates  
between 4%-6%.**





# Rental Housing Gaps (2024)

Rank	County	Total Gap
1	Jefferson	21,575
2	Fayette	14,423
3	Kenton	4,815
4	Boone	4,425
5	Warren	4,388
6	Franklin	2,507
7	Hardin	2,320
8	McCracken	2,288
9	Christian	2,254
10	Campbell	1,951



[www.kyhousing.org](http://www.kyhousing.org)



**Available  
online:  
webinar,  
report,  
raw data  
& tools.**



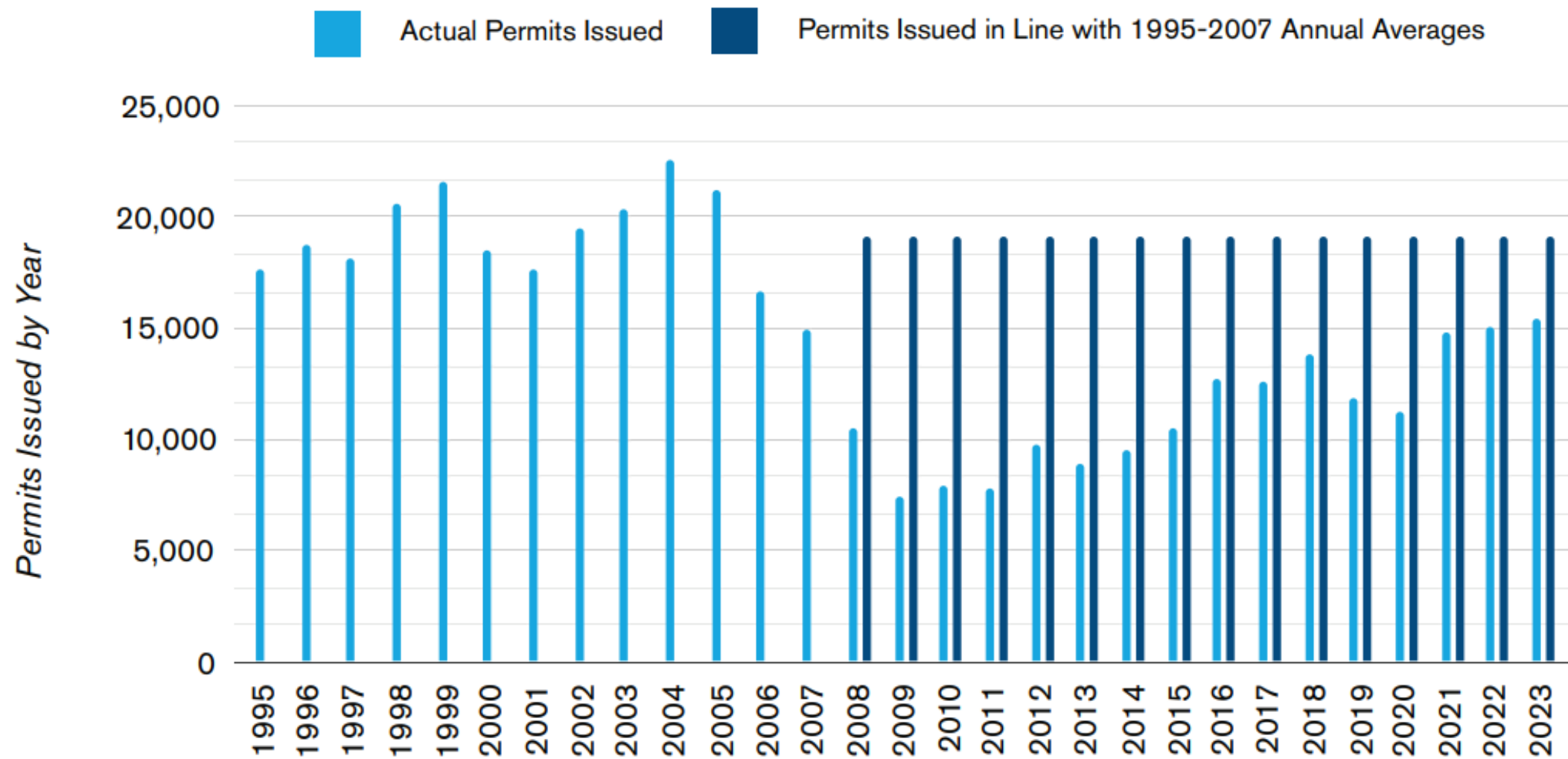
# **Factors Contributing to Kentucky's Housing Supply Gap**



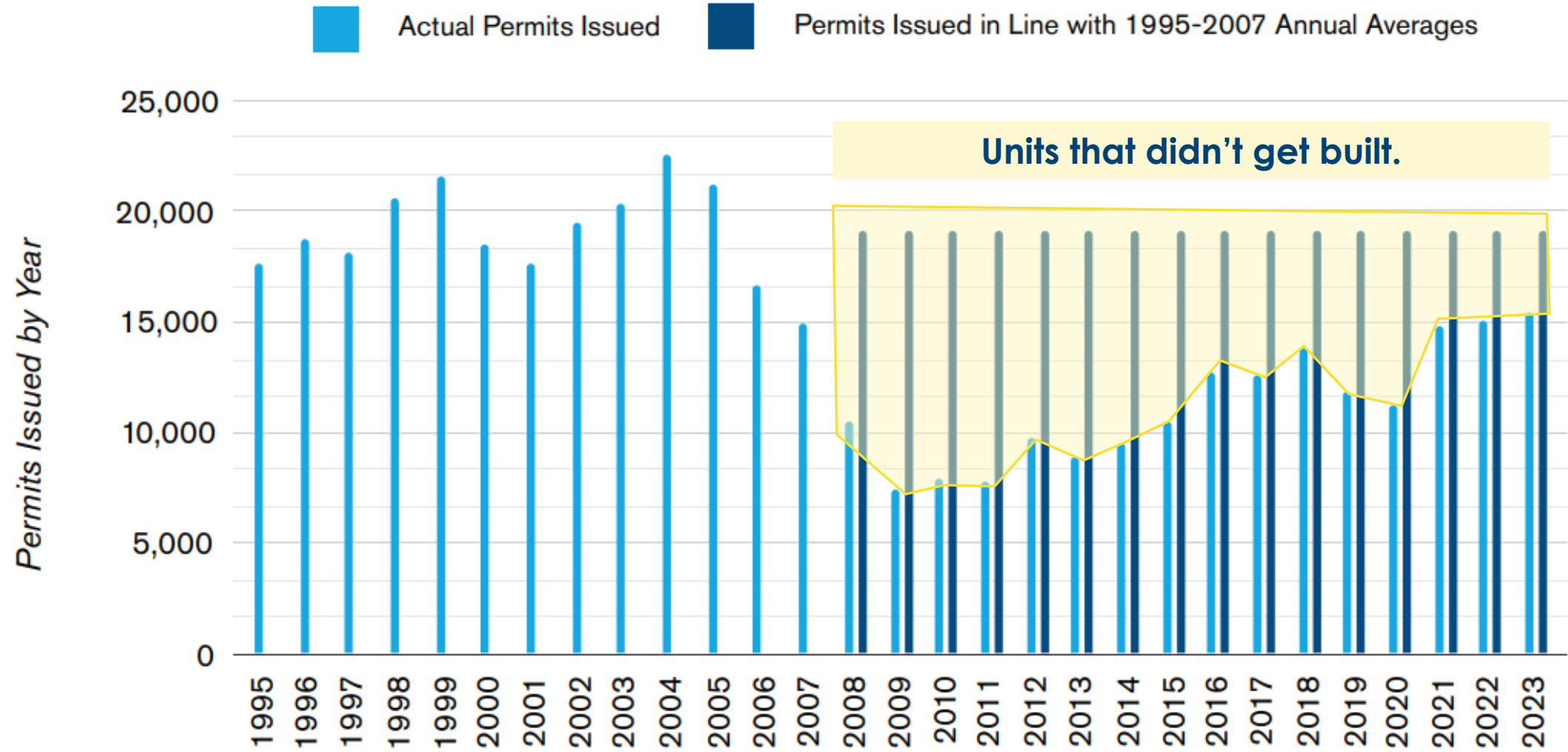
# Factors Contributing to the Gap

- Lost Builder Capacity & Construction Workforce
- Natural Disasters
- Economic Growth
- Restrictive Zoning/Land Use
- Local Resistance/NIMBY
- Slow Delivery of Units to Market
- High Interest Rates
- Escalating Insurance Costs
- Short-Term Rentals (Airbnb)
- Outside Equity Investors

## Building Permits Issued in Kentucky (Single-Family and Multi-Family)

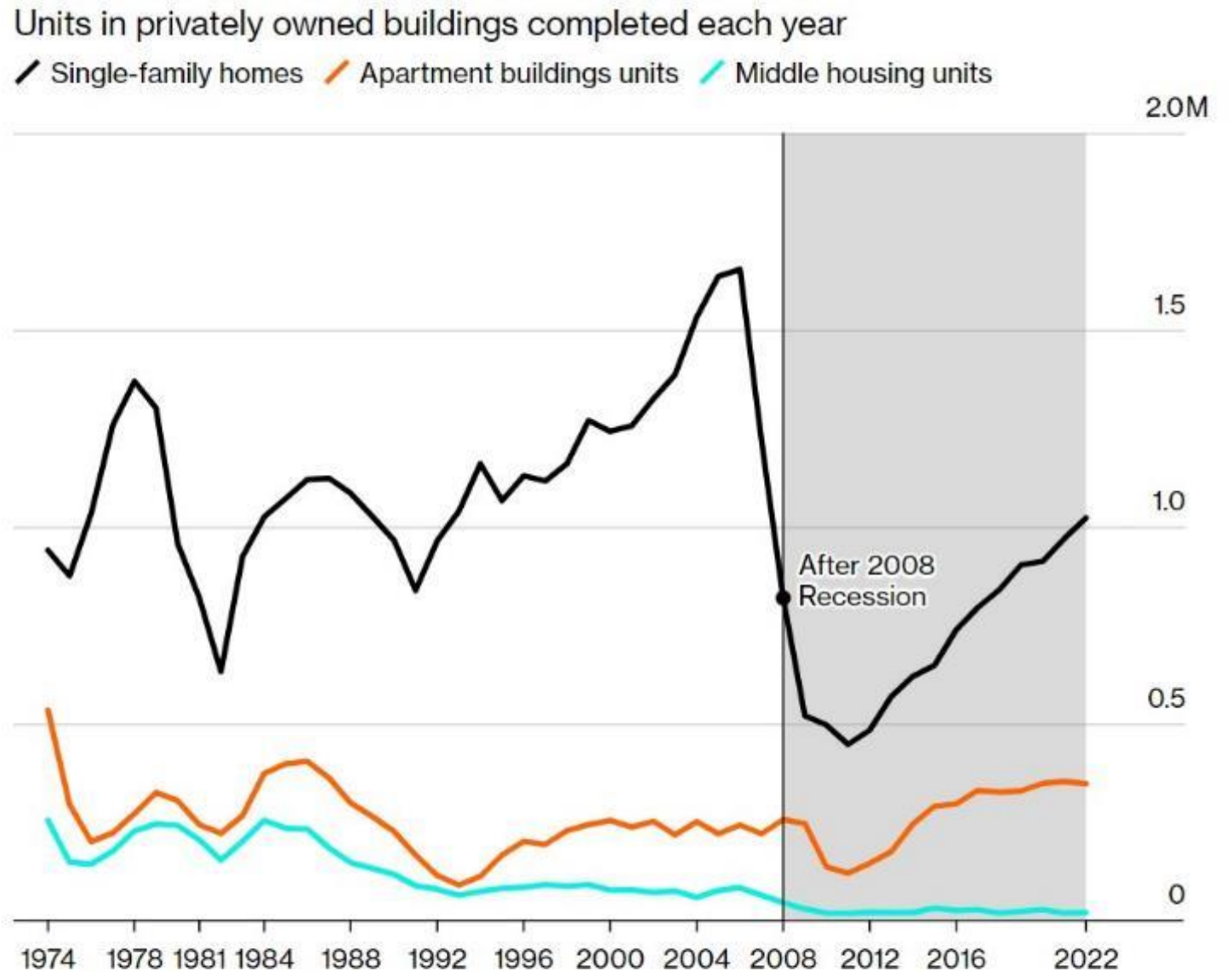


# Building Permits Issued in Kentucky (Single-Family and Multi-Family)





# Middle Housing Construction Never Recovered After the 2008 Recession

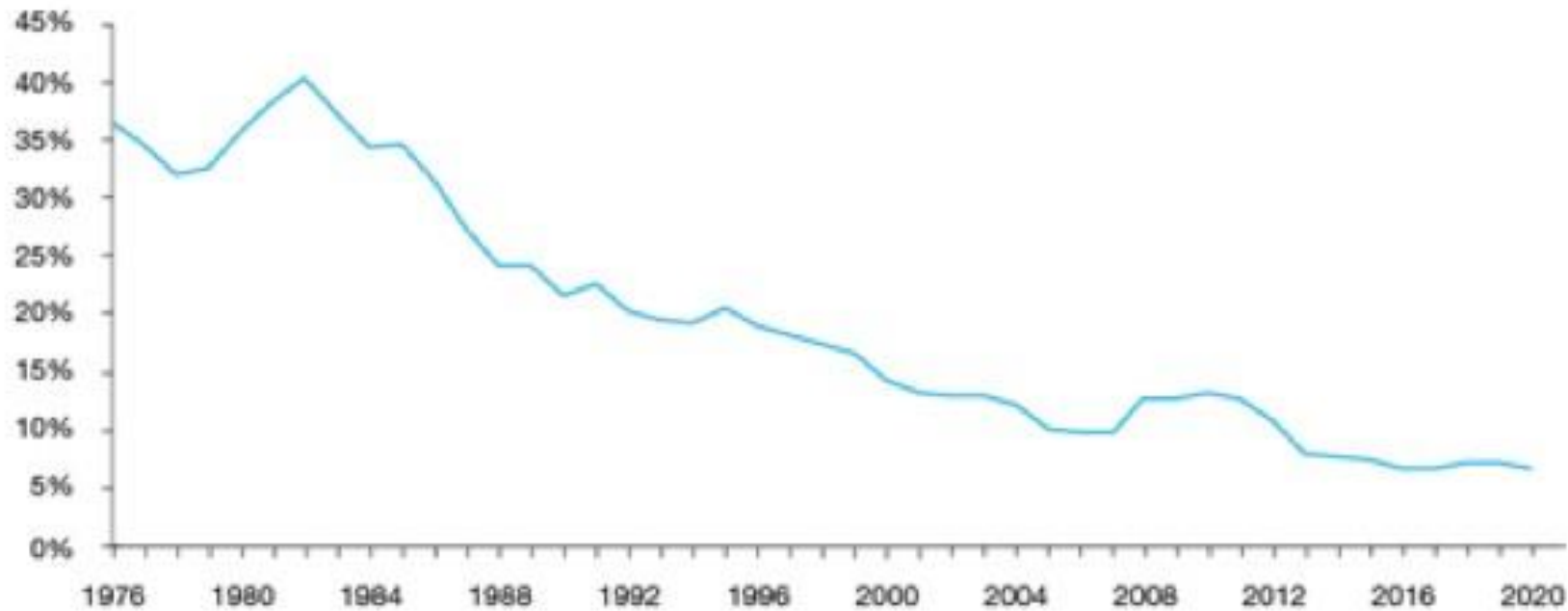


Source: US Census Bureau

Note: Middle housing units are those in buildings with two to nine units. Apartment building units are those in buildings with 10 or more units.

# Construction of Smaller Homes

Percentage of New Homes  
with Less than 1,400 Square Feet



Source: U.S. Census Bureau.

# Framing the Issue

**THE HOUSING SUPPLY SHORTAGE  
IS KENTUCKY'S MOST URGENT HOUSING ISSUE.**

**ALL OF KENTUCKY'S 120 COUNTIES  
NEED MORE RENTAL & FOR-SALE HOMES.**

**HOUSING IS KEY TO KENTUCKY'S ECONOMY:  
HOMES ARE WHERE JOBS GO TO SLEEP AT NIGHT.**

# Economic Growth

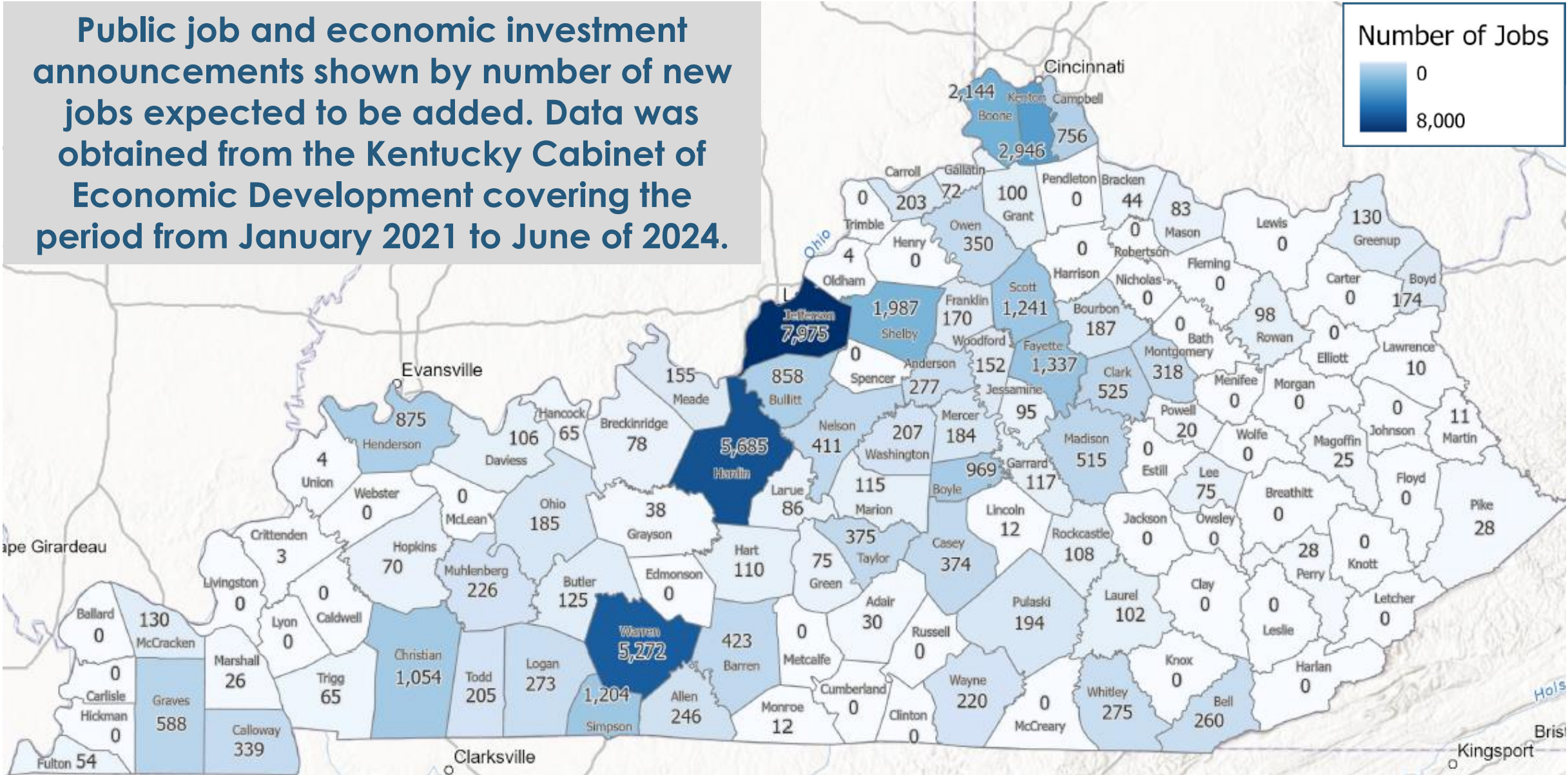
Kentucky has experienced record numbers of new job announcements over the past 4 years.

New housing supply is needed to support economic growth.



## New Job Announcements (2021 - 2024)

**Public job and economic investment announcements shown by number of new jobs expected to be added. Data was obtained from the Kentucky Cabinet of Economic Development covering the period from January 2021 to June of 2024.**





# 30 Build-Ready Approved Sites



As of June 2025

# What We're Hearing Lately...

Lack of Housing is  
Becoming an Issue  
in Attracting  
Businesses

## Gov. Beshear Joins Pratt Industries To Open \$500 Million Paper Mill in Henderson, Creating Over 320 Well-Paying Jobs Across 2 Facilities

\$500 million project marks largest investment in the region in more than 25 years

**HENDERSON, Ky. (Sep. 14, 2023)** – Today, Gov. Andy Beshear joined officials with Pratt Industries in Henderson to officially open the company's new \$500 million paper mill and box factory, which will create over 320 well-paying jobs across two facilities and serves as the largest investment in the region in more than 25 years.

"I want to congratulate Pratt Industries on this newest milestone in Henderson," said **Gov. Beshear**. "The quality job opportunities for hundreds of Kentucky residents this project is bringing to the region is something to celebrate. Pratt Industries is a perfect fit for the Henderson community, and I want to thank Anthony Pratt and his team for their commitment to the commonwealth."

In December 2021, Pratt **broke ground** on the first of two facilities that will total 1.15 million square feet of space along Kentucky Highway 425 in Henderson County. Earlier that year, the company **announced** a \$400 million investment, which has since grown to \$500 million to support the construction of a 500,000-square-foot box factory. It will produce corrugated sheet and boxes, including pizza boxes and packaging for major distributors and big box stores, with paper sourced from the new state-of-the-art, 650,000-square-foot paper mill, which produces 100% recycled paper. The new location expands Pratt's footprint in the commonwealth, which currently includes a Pratt Display manufacturing plant established in Hebron in 2011, which employs over 200 Kentuckians.

## Henderson

Pratt Industries would not locate to Henderson without a commitment from Henderson's Economic Development to build a subdivision.

Henderson Economic Development staff bought land at a reduced price, passed the cost savings on to a developer to entice them to build a subdivision.

Prior to the new subdivision, the market was stagnant. New construction has unlocked the market, and households in the community are buying the higher priced homes, creating opportunities for lower income households to buy the homes they move from.



# Local Areas are Organizing to Increase the Housing Supply



# Regionalized Efforts

Northern KY  
Chamber of  
Commerce

Greater Owensboro  
Area Housing  
Collaborative



# **Innovative Ideas to Accelerate the Housing Supply**



# **Local Governments, Universities, and Hospitals Own Undeveloped Land**



# Warren County

- The Intermodal Transportation Authority purchased a piece of land to expand the Kentucky Transpark that included 144 acres of land unsuitable for commercial industry.
- The ITA and the Bowling Green Chamber of Commerce published an RFP for a master developer to develop the land into a workforce housing community.
- One complete within the next 10 years, the community will include a mix of 1,100 to 1,500 single family homes, duplexes, townhomes, and multifamily apartments. The community will have access to green space, community pools, clubhouses, and a daycare.

## Investment of \$1 Million in Kentucky Transpark to Further Grow Economic Momentum in Bowling Green

Product Development Initiative upgrades will extend utilities and available property to the site

**FRANKFORT, Ky. (May 11, 2022)** – Today, Gov. Andy Beshear announced the City of Bowling Green and its officials will implement upgrades at the Kentucky Transpark behind a \$1 million investment, building on one of the fastest-growing industrial parks in Kentucky.

“The economic momentum we are seeing in Kentucky does not happen without the resources, sites and buildings to support companies looking to grow and expand in the commonwealth,” Gov. Beshear said. “With each investment and upgrade in our industrial sites across the state, we are ensuring future economic growth and sustainability. I congratulate the local leadership in Bowling Green and Warren County for their efforts to keep Kentucky moving forward.”





# Owensboro

# donates land to local partners

2025 | 6:08 AM

Health is donating 17 parcels of land near its Parrish Avenue campus as part of a new housing initiative, the first project of the Greater Owensboro Area Housing Collaborative. The first lot, located between Hathaway and Center streets, will be developed by Habitat for Humanity of Owensboro-Daviess County in phases over the coming years.

This donation marks the first significant step for the Housing Collaborative, which was formed by Owensboro Health to address the region's growing shortage of affordable housing. The collaborative includes local nonprofits, housing agencies, health providers, and city and county leaders working to address systemic barriers to safe, stable housing.



- Owensboro formed the Greater Owensboro Area Housing Collaborative which includes local nonprofits, housing agencies, health providers, and city and county leaders working to address systemic barriers to safe, stable housing.
- Owensboro Health is donating 17 parcels of land near its Parrish Avenue campus to kickstart a major affordable housing initiative.
- The lots will be developed by Habitat for Humanity of Owensboro-Daviess County in phases over the coming years.

# Innovative Building Techniques



# 3D Printed Homes

- Efficient, automated approach
- Can build the walls in 24 – 72 hours
- 1/3 the cost of traditional building methods
- Less work in construction phase and more attention in design and planning process on front end.







## **Wolf Ranch in Georgetown, TX**

- Lennar Homes Partnership with Icon 3D Printing
- 100 homes built in two years
- 3 – 4 BRs ranging from 1,574 to 2,112 sf
- All homes with rooftop solar panels
- Wall system takes 2 – 4 weeks to print





# Community First! Village – Texas

- Master planned neighborhood
- Affordable, permanent housing and supportive community for those coming out of chronic homelessness
- Plan to house 1,800 people
- Homes for families and individuals
- Homes range from 380 sf – 1,040 sf

# Floodbuster 1 – Somerset Community College

- First 3D printed house in Kentucky
- Led by Professor Eric Wooldridge - Somerset Community College
- Can take hit of class 4 flood or winds of F4 tornado
- Added Floodbuster technology to corners of homes and connections because that's where homes usually fail
- Take same floorplan and add in Floodbuster technology



# Modular Housing

- Prefabricated structures built in sections in a controlled factory environment.
- Transported to the building site.
- Assembled on permanent foundation.
- Average time to build is 90 to 120 days.
- Can build single and multifamily.





# University of Maine



- Modular and 3D.
- Different than concrete because it also prints the floors, walls and roof.
- Can print objects as large as 96' long x 32' wide x 18' high.
- 100% recyclable materials.
- Insulated with combination of wood fiber insulation and blown-in cellulose insulation.

# BioHome3D

Printed in a factory at the University of Maine and bolted together on site.



Built from local wood fiber and bio-resin materials.





# Frontier Housing – Coming Soon to Eastern Kentucky!







**MMY  
Now Taking  
Orders Statewide!**



**Thank you for attending!**

**For a personalized presentation on the housing gap in your county, please contact:**

**Heather Hairgrove**

Housing Supply Accelerator

Kentucky Housing Corporation

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