

Newport Comprehensive Plan 2020

CURRENT TRENDS AND PATTERNS

Listed below are a few statistics that indicate the development trends affecting Newport over the last 20 years or so, and estimates for changes over the next five years. The sources for 2000 to 2017 data are from the US Census Bureau, while 2019 estimates and 2024 forecast data are from ESRI.

The City's population is growing for the first time since 1970 and at a faster rate than the county, region and state.

- Newport's 2019 population is estimated to be 16,233, an increase of 960 people (6.3%) since 2010. Newport's population peaked in 1950 at 31,044, and has declined every decade through 2010 an average of 11%. In contrast, Campbell County, the Greater Cincinnati area (MSA) and Kentucky have all continued to grow since 1980.
- Newport's population growth of 6.3% since 2010 is higher than the 6.0% growth in the Campbell County and 5% for the region, which is in line with national trends showing an increased interest in living in the urban areas, with walkable neighborhoods and near amenities.
- By 2024, Newport's population is forecast to increase just over 4% to 16,891, and outpace growth rates in the County and the MSA (2.6% and 2.5% respectively).

Impact from Redevelopment, Historic Preservation and Loss of housing

- Some of the city's previous population decline has been due to dense neighborhoods being redeveloped for other uses. For example, between 2000 and 2010, Newport lost 682 (8.7%) of its housing units. During that same period, the number of households declined by 781 (11.2%), likely fueled by the housing crisis.
- Many of the older larger single-family homes in the east side basin neighborhoods (Gateway and Mansion Hill) over the years had been converted into two-family and multi-family units. Rehabilitation efforts have typically restored these structures to single-family homes, which has contributed to the loss of housing units.
- The 2015 Comprehensive Plan anticipated that the City's population would stabilize with continued reinvestment in several neighborhoods.
- Since 2010, the city has gained an estimated 530 (7.4%) new units, and 401 (6.5%) households. Nearly all of the new units are apartments.
- By 2024, Newport's housing units and households are expected to increase 4.3% to 8,008 and 6,891, and also outpace growth rates in the County and the MSA (2.4% and 2.6% respectively).

Newport is mainly a low to moderate-income community; however, there continue to be an increasing number of higher income groups moving to the city.

- Income levels in Newport continue to be lower than the rest of Campbell County and the metropolitan area, and have grown at a slower rate than for the county as a whole. The estimated median household income for 2019 in Newport is \$38,691, and \$26,127 per capita income, which is an increase of 4% and 12% respectively from 2010. During this same period, median household income and per capita income in the County increased by 25% and 27% respectively.

- However, ESRI forecasts that by 2024, the rate of increase in median household income (22%) and per capita income (18%) in Newport will be higher than for the county (19% and 15%) and the region (16% and 14%)

The average household size in Newport has consistently been smaller than for the county, region and state, and there is a large percentage of 1-person households

- The average household size in Newport has declined slightly from 2.38 persons per household in 2000 to 2.30 persons per household in 2019.
- In contrast, Newport's average family size has stayed the same (3.1 persons per household) between 2000 and 2019, and has been slightly higher than the averages for the county (3.07 in 2019), region (3.09) and state (2.98).
- When considering household size and type, Newport has a higher percentage of households with one person living alone than the County (42% compared to 29% for the County) and a much smaller percentage of family households (49% compared to 64% for the County).

Newport continues to have a younger population compared to the county, region and state, but like many other communities, the percentage of residents 65 and older is growing.

- The median age of Newport residents has consistently been 2 years younger than the county and MSA: in 2019, median age in Newport was 36.2, while for both Campbell County and the Cincinnati region it was 38.5. However, for all jurisdictions, this reflects an increase of 3.3 years since 2000.
- Since 2010, the number of Newport residents who are 65 years and older has increased 47%, and Campbell County has experienced a 37% increase. In 2019, this age group comprises 14% of the City's and 16.5% of the County's population. As the baby boomer generation ages and continues to leave the workforce, increases in senior service demands are expected.
- In comparison, the number of Newport residents under age 20 has increased 6% since 2010, while the millennial generation (20-34 years) has declined by 7% (*though this number seems suspect based on the increased number of new apartments*). Campbell County's has had a 2.5% decline in its under 20 population, while the millennial generation increased by 5%.

There is considerable diversity of housing types in Newport.

- Single-family homes as a percentage of all housing in Newport has increased, but still remains less than 50% of all housing units.
- The 2015 Comprehensive Plan reported that in 1980, there were 3,819 single-family detached homes comprising approximately 42% of Newport's housing stock. According to the 2013-2017 ACS data, there were an estimated 3,729 single-family detached homes comprising 49.9%. Part of this trend is that there has been demolition of some higher density structures in the city and the development of more single-family housing options.

Newport continues to have a majority of renter households, in contrast to the county, the region and the state.

- Newport has traditionally been a renter-majority community, with just less than 56% of households being renters. Since 2000, however, Newport has seen a slight increase in homeownership rate, from 44.2% to 46.4% in 2019. In comparison, the County's

homeownership rate has increased from 69% in 2000 to 71% in 2019; the 2019 rate for the MSA is 65%.

- The high number of renter households is not surprising considering that single-family houses comprise only 50% of all units, while 33% are apartment units and another 14% are two-family units. Approximately 73% of occupied single-family houses are owner-occupied, compared to only 29% of attached single-family units, 9% of two-family units and less than 7% of multi-family (apartment) units.
- The Clifton, Cote Brillante, and portions of Cliffview neighborhoods have traditionally had the highest number of owner occupied housing in the city, while Two Rivers I and II, and Taylor's Landing have the highest number of renter occupied housing. Portions of Mansion Hill and Gateway also have high ownership rates.
- While homeownership rate (the percentage of households that own their home vs rent) has often been used as a measure of neighborhood stability, attitudes have changed following the housing crisis in 2008. Nationally, since 2006, the growth of the renter population has outpaced that of homeowners in most large US cities, to the point where nearly 25% of the 100 largest US cities has changed from homeowner- to renter-majority.
- Rental housing options serve an important community need and are attractive to a variety of households, including younger populations who are more transient while they decide where to settle down and raise a family, singles and couples with no children (either empty nesters or never had children), as well as providing a choice for households who do not have the financial ability to purchase a house.

Newport is a small dense city encompassing 2.7 square miles of land, with a mix of land uses.

- A land use analysis was prepared using county tax records. Housing makes up the largest percentage of land (35%), the majority of which is for single-family housing (505 acres, 29%). The second largest category of development is Office, Retail and Entertainment uses (14%).
- While there is a sizeable amount of vacant/undeveloped land (274 acres), 60% is steep hillsides.
- The average single-family lot size is 5,370 square feet (0.12 acre), though the lot sizes in the Basin neighborhoods are considerably smaller than the lot sizes in the southern upland neighborhoods.

Existing Land Uses		
Land Use Category	Acres	% of Total
Residential	610	35%
Office/Retail/Entertainment	239	14%
General Commercial/Manufacturing	65	4%
Park, Protected Open Space	60	3%
Public-/Institutional	55	3%
Vacant/Undeveloped Land	274	16%
Public Right-of-way	424	25%
Total	1728	

The number of jobs has been steadily increasing since 2015, but are still less than peak employment in 2008 (based on US Census data). Job growth is important because payroll tax revenue is the city's primary source of revenue.

- In 2017, there were approximately 7,636 jobs in Newport. While businesses and jobs can fluctuate, the largest percent of businesses are in Retail Trade (17%) and include 15% of jobs, followed by Food Services and Drinking Places (13%) which includes 22% of jobs.



Accommodations and Food Services have consistently provided the highest percentage of jobs in Newport. Retail Trade and Health Care have been 2nd and 3rd since 2014.

- In contrast, manufacturing had provided the second or third highest percentage of jobs until 2008. By 2017, manufacturing jobs had declined from a peak of 1,088 to 263.
- In 2018, the city had a net increase of 40 new companies, and 124 net new employees.