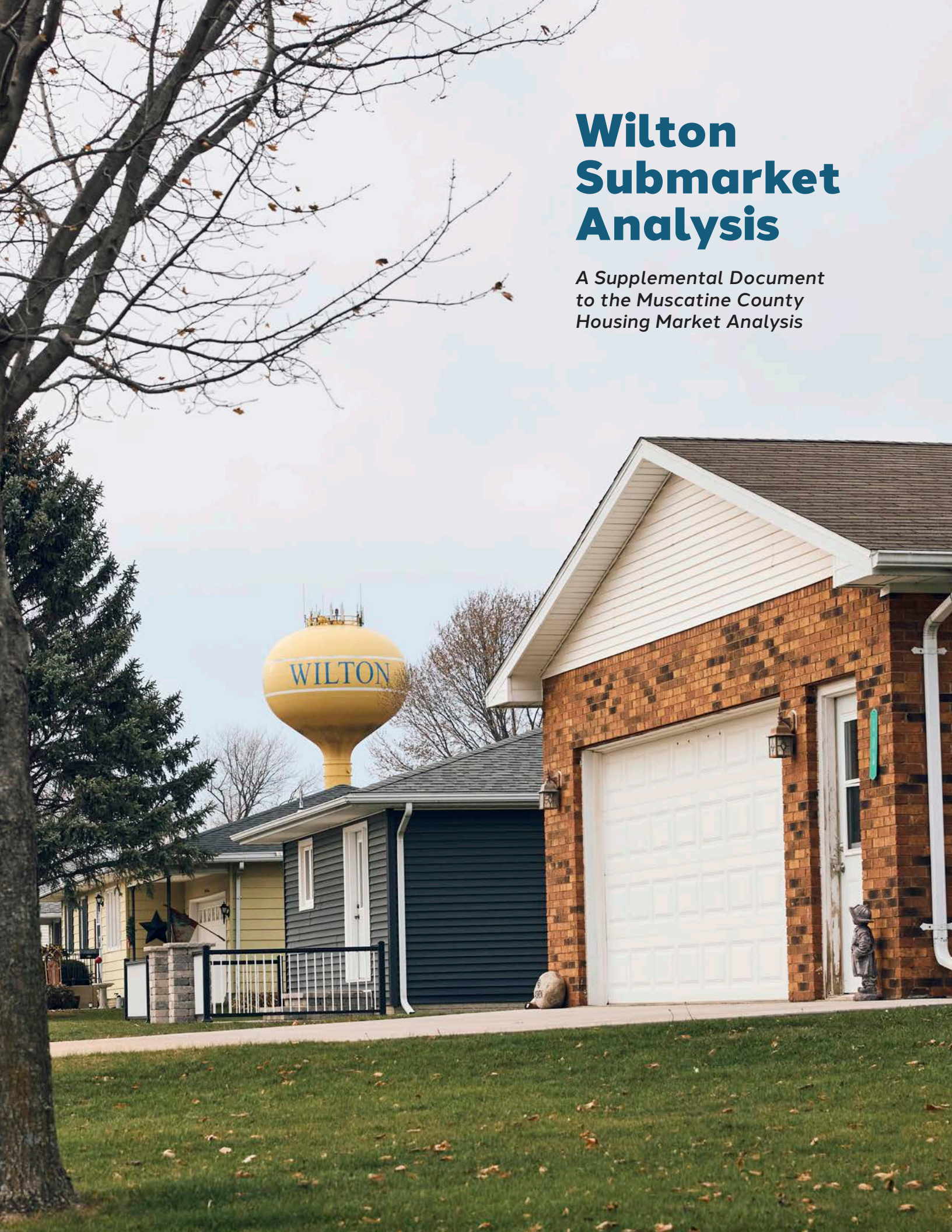


Wilton Submarket Analysis

*A Supplemental Document
to the Muscatine County
Housing Market Analysis*



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Jodi Royal-Goodwin

Community Development Director
City of Muscatine

Brad Bark

Mayor
City of Muscatine

Jeff Horne

City Administrator
City of Wilton

Kenneth Brooks

Executive Director
WeLead

Charla Schafer

Community Foundation of Greater Muscatine

Danny Chick

Muscatine County Board of Supervisors

Nathan Mather

Muscatine County Board of Supervisors

Jeff Sorensen

Muscatine County Board of Supervisors

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Atlas would like to thank all of the residents, local and regional organizations, and businesses that participated in this process. Your contributions to this project are invaluable and assisted in developing holistic recommendations toward combating the existing housing challenges in Muscatine County, and the cities of Muscatine, West Liberty, and Wilton.

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Introduction

About Atlas Community Studios

Atlas Community Studios (“Atlas”) is a small, women and minority-owned firm fueled by creative problem-solvers and capacity-builders committed to advancing the economic prosperity of communities across the country. Leveraging more than 45 years of combined experience spanning both the public and private sectors, the Atlas team specializes in project implementation and the pre-development work needed to be implementation-ready, including research, planning, funding strategies, grant writing, and advocacy. The team’s portfolio of work includes 70 action-oriented strategies and technical assistance provided in communities across 29 states.

Purpose of this Submarket Housing Analysis

This submarket housing market analysis for the City of Wilton, IA was completed in partnership with Muscatine County, the cities of Muscatine, West Liberty, and Wilton, and Atlas Community Studios. The purpose of this submarket study is to analyze existing quantitative and qualitative data related to the housing market in the City of Wilton and identify current challenges and barriers. The key trends identified in this analysis should assist the City of Wilton with implementing policies and programs to improve existing housing conditions for local and future residents.

The data included in this report is specific to the City of Wilton and their local housing market, and how it compares to surrounding communities and the county. This report is meant to be a supplemental piece to the larger Muscatine County Housing Market Analysis report, which includes the final strategic recommendations pertinent to Muscatine County and the cities of Muscatine, West Liberty, and Wilton.

Executive Summary

Population Key Trends & Challenges

Over time, the City of Wilton has witnessed modest population growth, particularly among aging demographics, alongside **a notable increase in minority populations, of which a majority are Latinos**. The community also experienced growth in the overall workforce and incomes have continued to rise, showcasing the community's resilience amidst economic fluctuations in the late 2000s and early 2020s.

Housing Key Trends & Challenges

Wilton's supply and demand shifted, going from a slight decrease in population and increasing vacant units in the 2000s to constructing only owner units and absorbing a large number of vacant units in the 2010s, despite the aftermath of the 2008 market crash. **More than half of both low-income homeowners and renters (those earning less than \$35,000) are severely struggling with current housing costs**. However, the data demonstrates that higher-income earners for homeowners and renters are occupying lower-cost units, due to a lack of supply. The widening gap in appropriately priced housing for all segments of households adds to these existing difficulties, **creating an overarching sense of frustration among both current homeowners and renters**.



Future Housing for Wilton

Growth among aging populations is outpacing younger populations, requiring Wilton to adequately plan for housing that can meet the needs of changing demographics. Wilton's lowest income households (homeowners and renters) are severely struggling, and are in need of more affordable units to offset current rates of being cost-burdened. In addition, Wilton needs to achieve a more balanced distribution of housing units relative to their occupants. The current situation, where higher-income households occupy lower-cost units, exacerbates constraints and competition for lower-income households with limited options. **It is imperative to introduce additional housing units across various income brackets throughout the community to expand choices and enhance overall housing quality.**

Part 1

Population Key Trends & Challenges

Reviewing demographic and population trends is crucial for assessing housing needs as it provides valuable insights into shifts in the composition and size of the population. Understanding demographic trends, such as changes in age, income levels, household sizes, and cultural diversity, enables policymakers, planners, and developers to anticipate future housing demands more accurately. For instance, an aging population may require more accessible and age-friendly housing options, while an influx of young professionals may necessitate affordable and flexible rental units. By staying aware of ever-changing demographic trends, communities can tailor their housing strategies and investments to meet the evolving needs of their residents effectively.



City of Wilton Demographics

According to the latest data from the American Community Survey 5-year Estimates (2022), the City of Wilton is home to a population of 2,939, with an average age of 45.1, the oldest of the comparison communities. The predominant age groups vary, with the two largest being those aged 24 years and under, followed by those aged 45-54 years old. The younger age groups make up nearly 32% of Wilton's population. Over time, there has been a notable shift in the City's racial and ethnic composition. In 2010, minorities constituted only 2.4% of the population, whereas in 2022, this figure rose to 8.4%, marking a more than 300% increase. The majority of the minority population is Hispanic/Latino, experiencing the most substantial growth among all racial and ethnic groups, as illustrated in **FIGURE 1.1** below.

FIGURE 1.1 POPULATION BY RACE/ETHNICITY

Race/Ethnicity	Total Number	Total Percentage	% Change Since 2010
American Indian or Alaska Native	8	0.3%	+0.3%
Asian	0	0%	0%
Black or African American	10	0.3%	+0.3%
Hispanic/Latino	211	7.2%	+5.8%
Native Hawaiian or Other Pacific Islander	0	0%	0%
Some Other Race	0	0%	0%
Two or More Races	24	0.8%	-0.2%
White	2,686	91.4%	-6.2%
Total	2,939	100%	+4.9%

Data is derived from the 2010 and 2022 American Community Survey 5-year Estimates.



Wilton has a majority female population, an average household size of 2.2, and a total of 1,320 households. Roughly 37% of households are two-person households, with the next highest being one-person households, at 35%. Roughly two-thirds are considered family households, typically meaning two or more people are related in some way versus nonfamily households, which would be equivalent to two friends who are roommates.



SENIORS
20.2%



DISABLED
7.6%



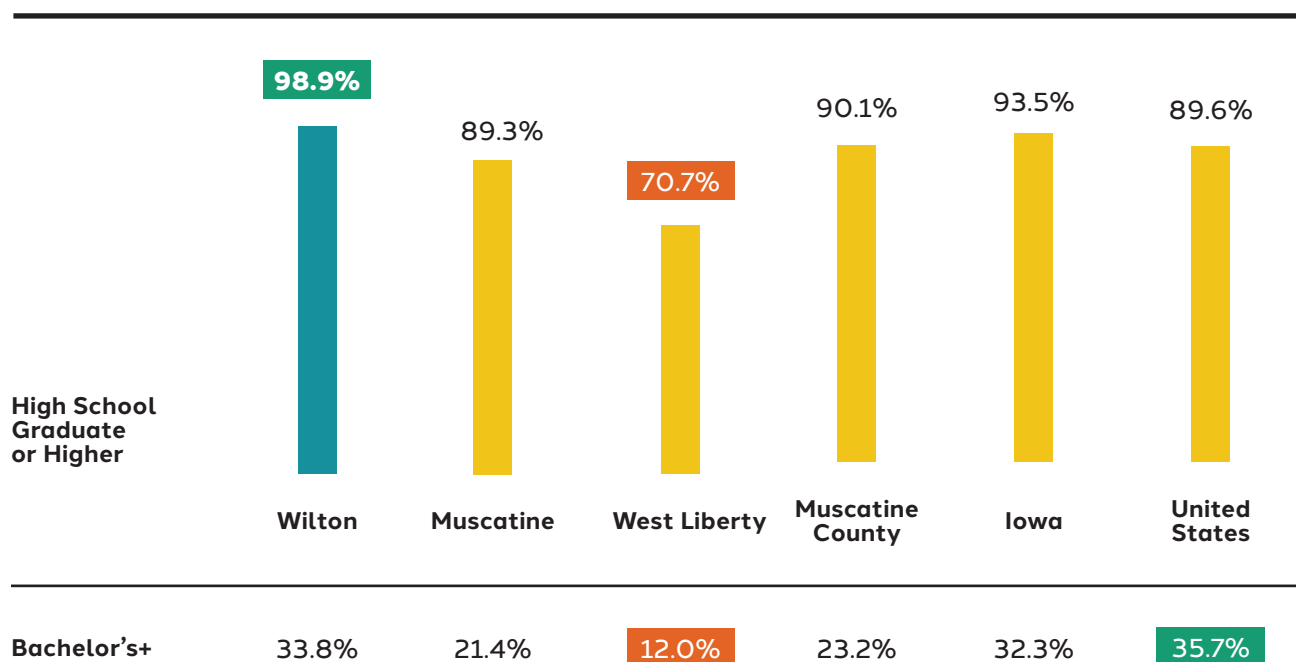
VETERANS
13.3%



FOREIGN-BORN
1.6%

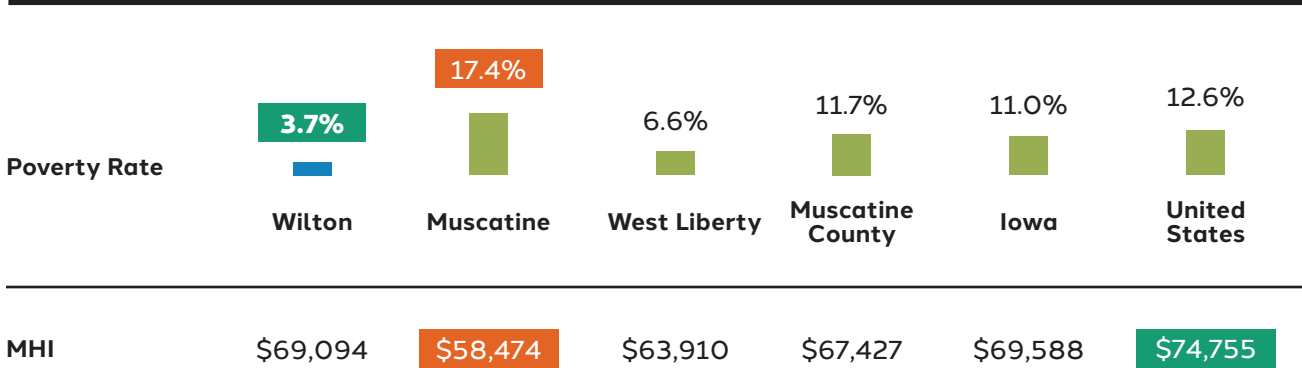
FIGURE 1.2 and **FIGURE 1.3** provide insights into Wilton’s position regarding educational attainment, poverty, and median household income (MHI). As of 2022, the City has the highest rate of high school graduates and the second highest rate of bachelor’s degree holders or higher. These high rates of education have allowed Wilton to boast the second-highest MHI and the lowest poverty rate among the comparison communities.

FIGURE 1.2 EDUCATIONAL ATTAINMENT



Data is derived from the 2022 American Community Survey 5-year Estimates.

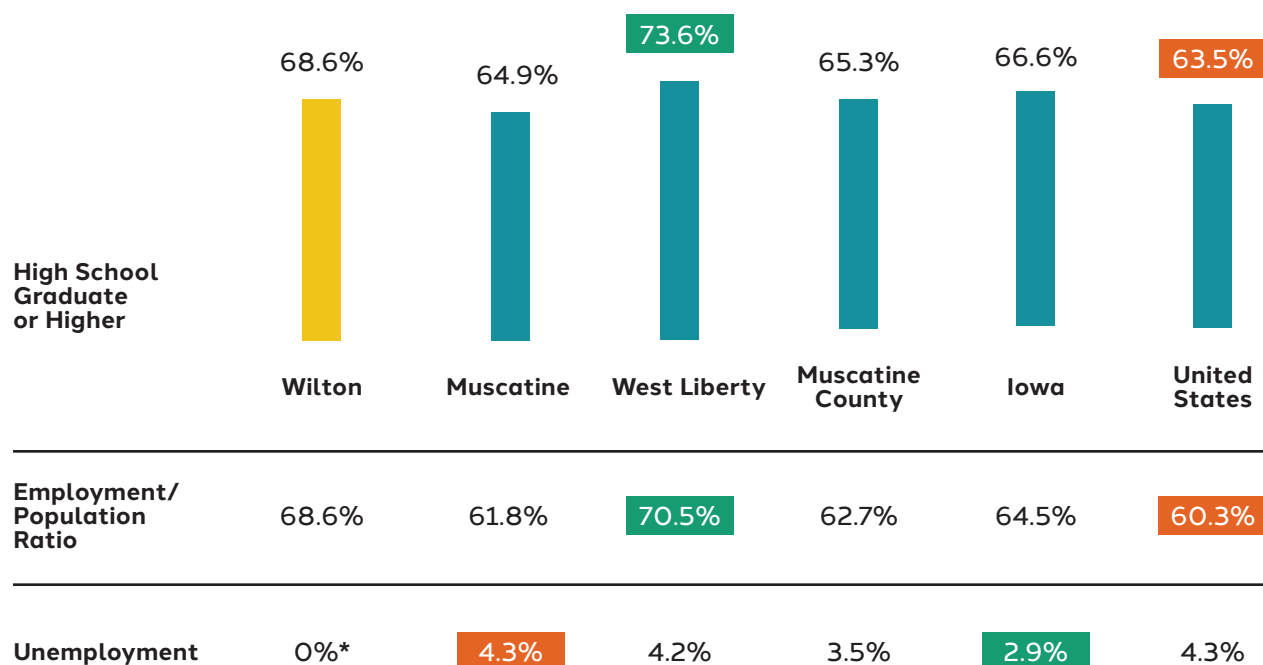
FIGURE 1.3 POVERTY & INCOME



Wilton’s MHI has risen by more than a quarter since 2010. The largest group of income earners falls within the \$50,000 – \$74,999 per year bracket, comprising 22.4% of the population. This group has remained the largest income bracket over the years but has decreased by a third since 2010.

Currently, Wilton boasts a labor force participation rate of 68.6%, holding the second highest rate of the comparison communities, the State of Iowa, and the U.S. A similar pattern emerges regarding employment to population ratio, with West Liberty ranking second among the comparison geographies. Unemployment data through the Census Bureau is currently unavailable for Wilton at the time of this report.

Data is derived from the 2022 American Community Survey 5-year Estimates.

FIGURE 1.4 LABOR FORCE PARTICIPATION (16 YEARS AND OVER)

Predictably, the Manufacturing industry reigns as Wilton's predominant industry, home to Gerdau and HWH Manufacturing. This sector employs roughly 30% of the local workforce and boasts one of the highest average annual wages among the top 10 industries. Additionally, over the past decade, the industry witnessed a slight increase of nearly 2.7% in jobs, paralleling trends observed in other leading sectors within the community. Notably, half of the leading industries witnessed

Data is derived from the 2022 American Community Survey 5-year Estimates.

*Data indicates this percentage is zero, despite the margin of error. This is most likely due to the size of Wilton and potentially inaccuracy in the data collected.

double-digit growth, with Other Services (excluding Public Administration) taking the lead at 65.6%, closely followed by Healthcare and Social Assistance at 56.5%. Overall, the workforce saw an increase of 4.5% over the 10 years.

FIGURE 1.5 TOP 10 INDUSTRIES BY EMPLOYEES

Industry	2013 Jobs	2023 Jobs	Change (#)	Change (%)	Avg. Ann. Wage
Manufacturing	398	409	+11	+2.7%	\$78,536
Professional, Scientific & Technical Services	173	139	-34	-19.6%	\$79,566
Educational Services	143	131	-12	-8.4%	\$44,218
Utilities	135	127	-8	-5.9%	\$121,182
Healthcare & Social Assistance	69	108	+39	+56.5%	\$44,233
Other Services (except Public Admin)	64	106	+42	+65.6%	\$38,972
Retail Trade	100	82	-18	-18.0%	\$32,733
Accommodation & Food Services	34	52	+18	+52.9%	\$17,818
Construction	30	46	+16	+53.3%	\$55,220
Finance & Insurance	28	43	+15	+53.6%	\$62,375
Total	1,319	1,378	+59	+4.5%	\$59,097

*Per JobsEQ: These values are found in industry data and are computed by dividing the sum of total wages for the last four quarters by the average of employment for the same four quarters.
Total Jobs calculated from 2013Q2 to 2023Q2*

These general demographic indicators play a pivotal role in shaping a household's ability to secure housing. Factors such as income, educational attainment, and age significantly influence housing access and affordability. Higher incomes generally afford individuals and families greater flexibility in choosing housing options, while educational attainment often correlates with increased earning potential. Additionally, age can impact housing needs, with younger populations often seeking entry-level homes and older demographics opting for downsizing or age-appropriate housing. Moreover, demographic trends, such as population growth or decline, contribute to shifts in housing demand and supply, further impacting overall housing dynamics within a community or region. **Analyzing these indicators provides essential insights for policymakers and stakeholders aiming to address housing needs effectively.**





Part 2

Housing Key Trends & Challenges

Understanding key housing trends and challenges is essential as they offer valuable insight into the dynamics of the housing market and the broader community. By identifying trends such as housing affordability, supply shortages, demographic shifts, and changes in housing preferences, policymakers, developers, and community leaders can gain a deeper understanding of the challenges facing their neighbors. By staying informed about key housing trends, stakeholders can proactively respond to the evolving needs of their communities and ensure access to safe, affordable, and suitable housing for all residents.

Homeowners & Renters of All Incomes are Experiencing Frustration with the Current Market

The data presented in this report depicts the evolving landscape of homeowner versus renter households and the market's attempt to adapt to these changing needs. However, these shifts have brought to light an imbalance in housing affordability relative to household income, **resulting in higher-income households residing in more affordable units and further intensifying market constraints overall.** **FIGURE 2.1** (next page) provides a breakdown of the percentage of monthly housing costs to equivalent household income. For example, owner-occupied units priced under \$800 per month constitute roughly 43.1% of the market. To adhere to the 30% affordability threshold, a household would need an income of less than \$35,000 per year. However, this income range only accounts

for 17% of households. A similar pattern emerges for units priced between \$800 and \$1,999 per month, constituting a slightly larger portion of the market at 53.7%. However, the corresponding household income (\$35,000 – \$74,999) only accounts for 30.5% of households. In an ideal world, households would live in units that are right-priced for their income level; however, that is not the reality. The disparity arises because quality lower priced units are likely already occupied by long-time homeowners (of which 41% of homeowners don't currently have a mortgage) in addition to higher income households being able to purchase more desirable units, and leaving less quality units for first-time home buyers and/or lower income households.

FIGURE 2.1 HOUSING COSTS VS. EQUIVALENT INCOME

Monthly Housing Costs	Owner-Occupied Units (%)	Equivalent Household Income	Renter-occupied Units (%)	Equivalent Household Income
Less than \$800	43.1%	\$0 – \$34,999 (17%)	50.2%	\$0 – \$34,999 (39.2%)
\$800 – \$1,999	53.7%	\$35,000 – \$74,999 (30.5%)	31.3%	\$35,000 – \$74,999 (36.2%)
More than \$2,000	3.3%	\$75,000+ (52.5%)	4.1%	\$75,000+ (24.5%)

Similar trends are observed in the relationship between renter monthly housing costs and equivalent household income. Higher-income renters are occupying lower-cost rentals, making it harder for lower-income renters to compete and cost-burdening two-thirds of them. Renters earning less than \$35,000 are also the only income group that has cost-burdened renters, despite having a surplus in units relative to income.

Overall, Wilton is experiencing an imbalance of right-priced units to household income. The chart below shows what type of unit is available based on household income. One can see that the largest group of households (306) are those earning less than \$35,000 per year. To avoid being cost-burdened, these households would need to purchase a home for less than \$100,000 or pay less than \$800/month in rent. According to the latest data from the American Community Survey 5-year Estimates (2022), there are 232 owner-occupied units valued at less than \$100,000, and 184 renter-occupied units priced at less than \$800/month. By subtracting the number of units from the number of households, a surplus or deficit can be identified for each income bracket. For this income range, a surplus of 110 units exists.

Percentages do not total to 100% due to units identified as “No cash rent”

FIGURE 2.2 AVAILABLE AFFORDABLE UNITS

Income Range	# of Households	Affordable Range for Owner Units	# of Units	Affordable Range for Renter Units	# of Units	Total Units	Balance
\$0 – \$34,999	306	\$0 – \$99,999	232	\$0 – \$799	184	416	+110
\$35,000 – \$49,999	128	\$100,000 – \$149,999	313	\$800 – \$1,499	115	428	+300
\$50,000 – \$74,999	296	\$150,000 – \$199,999	203	\$1,500 – \$1,999	0	203	-93
\$75,000 – \$99,999	167	\$200,000 – \$299,999	151	\$2,000 – \$2,499	0	151	-16
\$100,000 – \$149,999	253	\$300,000 – \$499,999	47	\$2,500 – \$2,999	0	47	-206
\$150,000+	170	\$500,000+	7	\$3,000+	15	22	-148
	1,320		953		314	1,267	

According to **FIGURE 2.2**, there is a clear surplus among lower priced units, and a deficit among higher priced units. It is important to note that this is one piece to the larger, more complex housing puzzle. Just because there appears to be a surplus of lower priced units does not mean that supply is truly meeting demand. Feedback from the Community Engagement phase highlights that a large barrier for homeowners and renters across the board is quality. Both homeowners and renters expressed concern about the quality of lower priced units, noting that significant updates and renovations are needed for these units in order to meet modern expectations. Current (or future) homeowners don't necessarily have (or want to spend) the funds to support these types of renovations, while renters can find more modern units in surrounding counties for slightly higher price points. Overall, lower-income homeowners and renters are struggling the most to find, obtain, and maintain truly affordable housing in Muscatine. However, there is still demand across all incomes, despite the high-level imbalance displayed here. The following sections will dive deeper into those surplus and deficits based on homeowners vs renters.

* The # of Units available for renters does not exactly align with the price range for renter units, this is merely meant to provide additional context of the number of units below, at, or near what certain household incomes could potentially afford with what the Census provides

“Affordability” Threshold May Differ from Reality

Atlas wishes to emphasize that the conventional metric for affordability might not accurately capture the challenges individuals encounter in their search for affordable housing. While the standard practice deems housing affordable if total expenses (rent/mortgage plus utilities) equate to less than 30% of a household’s gross income, this threshold may not reflect the reality when considering a household’s net income—affected by individual variations in taxes and deductions.



Wilton’s MHI

\$69,094 = \$5,315/month (gross)



Housing Affordability Threshold (30%)

\$1,595/month

However, when you factor in taxes and benefits, monthly take home pay reduces even more.

\$5,315/month – Taxes (\$1,166) – Benefits (\$454) = \$3,695/month

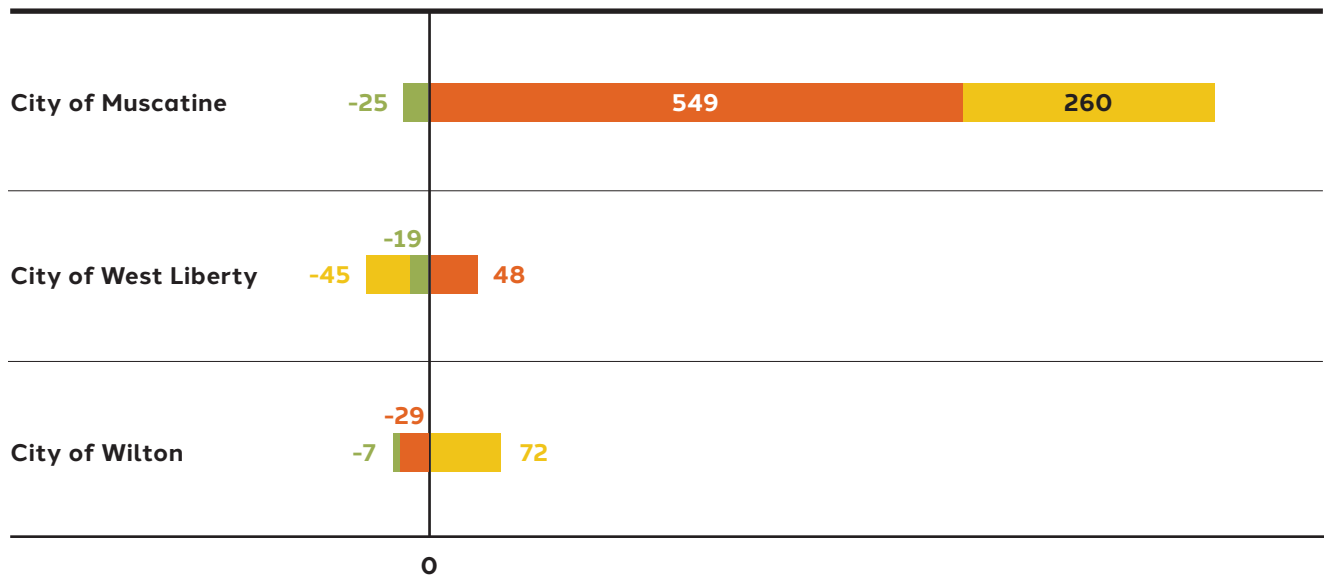
The initial 30% threshold, originally amounting to \$1,595/month, in practical terms translates to **43%** of the household’s net income. Moreover, this calculation neglects factors like student loans, childcare, or credit card debt, placing additional strain on a household’s financial capacity to save, buy a home, or embark on family plans. **Consequently, Wilton must be mindful of this reality when assessing housing needs, as solely constructing housing at the affordability threshold could elevate the number of cost-burdened households, potentially deepening existing inequalities.**

Supply & Demand: 2000 to 2010

FIGURE 2.3 highlights the market changes from 2000 to 2010 in Wilton, as well as a comparison to Muscatine and West Liberty. While Wilton saw no growth in housing units during this time, the number of vacant units largely increased. Wilton was the only community of the three to decrease in units, experiencing a 3.2% reduction, while West Liberty saw a 2.5% increase in units, and Muscatine saw an increase of 5.9%. Upon closer examination, the data provides insights into the shift between owner and renter-occupied units over the 10 years. Of the housing units Wilton lost, 29 were designated as owner-occupied, while 7 renter-occupied units were lost. In addition to the size reduction of existing housing stock, Wilton added 72 vacant units, which increased their vacancy rate to 9.1% by the end of the 2000s.

FIGURE 2.3 CHANGES IN HOUSING MARKET (2000–2010)

■ Owner-Occupied Units ■ Renter-Occupied Units ■ Vacant Units

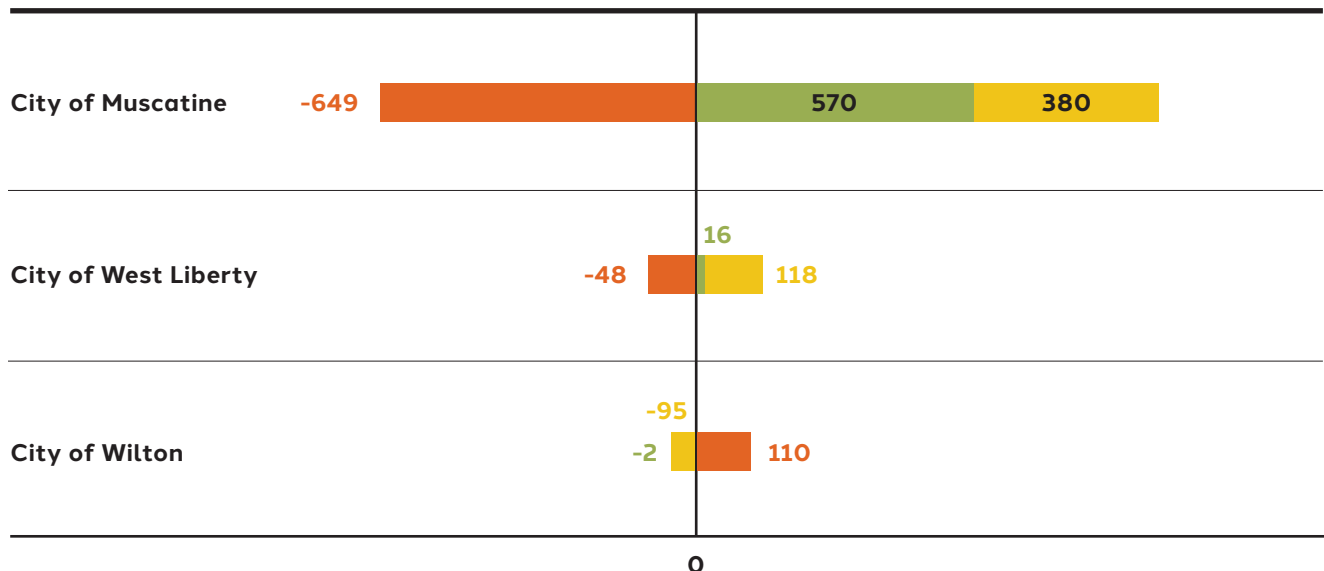


Supply & Demand: 2010 to 2020

FIGURE 2.4 illustrates the market transformation from 2010 to 2020. Wilton’s housing market was unique compared to Muscatine and West Liberty during the 2010s. While the other two communities experienced an uptick in renter and vacant units, over this period, Wilton saw growth among owner-occupied units and a significant decrease in vacant units, signaling a notable market shift. This reduced vacancy rates drastically, going from 9.1% to 1.1%. As the 2010s drew to a close, Wilton witnessed a slight uptick in its homeownership rate to 80.4%%, marking a 2.2% increase, alongside a persistent decrease in vacancies and a tightening supply. These factors would prove pivotal in shaping the impact of the COVID-19 pandemic on the housing market, not just within Wilton but nationwide, exacerbating the ongoing housing crisis experienced by communities across the U.S. today.

FIGURE 2.4 CHANGES IN HOUSING MARKET (2010–2020)

■ Owner-Occupied Units ■ Renter-Occupied Units ■ Vacant Units





Homeowners in Wilton

Over the past three decades, the City of Wilton has consistently maintained a majority of owner-occupied households, boasting a current owner-occupancy rate of 72.2%, as of 2022. Housing affordability is commonly defined by adhering to the principle of not surpassing a 3:1 ratio of debt to income, ensuring that housing costs (including utilities) remain below 30% of a household's income. By these standards, Wilton emerges as the second most “affordable” for homeowners, particularly when compared to neighboring communities, the State of Iowa, and the United States as a whole. Wilton ranks the second lowest in terms of median home value (MHV) and lowest in median monthly housing costs when compared to neighboring communities. Additionally, the modest ratio of median home value (MHV) to median household income (MHI) further demonstrates the region's affordability. This ratio signifies that a homeowner in Wilton only needs to earn less than twice the income to afford an average home, in contrast to the nationwide standard that demands three times the income.

In contrast to the general population data discussed in Part I, **it becomes evident that homeowners in Wilton have experienced more favorable financial conditions regarding income and housing costs.** Currently, homeowners in Wilton earn approximately 12% more income than the general Wilton MHI (\$69,094),

Industry Standard vs. Local Standard

The industry standard for affordability is 3:1 and is applied across the U.S. However, in the Midwest, where housing costs are generally cheaper than the East or West coasts, that standard is closer to a 2:1 ratio (*as demonstrated in Figure 2.5*).

and only pay roughly half of the recommended housing cost percent, providing a significant financial buffer against recent inflation and overall increases in the cost of living. Two key factors likely contribute to the lower housing costs for existing homeowners: 1) the age of buildings; and 2) interest rates. Nearly 54% of owner-occupied units were constructed before 1979, indicating that more homes were built during a period of more affordable housing. While new homes come with higher price points, the limited number of owner units (8.7%) built after 2000 has helped keep that MHV lower due to the lack of new builds. Additionally, the COVID-19 pandemic facilitated easier access to funds, with mortgage rates dropping as low as three percent. In 2023, rates increased approximately 2.5 times, reaching as high as 7.5%. According to 2022 American Community Survey (ACS) data, roughly 20.5% of households moved between 2018 and 2020. That number shrunk to just 1.1% of households that moved in 2021 or later. This means **significantly more households likely secured low-interest rates before 2021, contributing to the ability to keep their monthly housing costs relatively low.**

FIGURE 2.5 OWNER FINANCIAL HOUSING CHARACTERISTICS

	MHI	MHV	Median Monthly Housing Costs	Ratio	Owner Occupancy
Wilton, IA	\$77,176	\$141,500	\$921	1.9	72.2%
Muscatine, IA	\$73,409	\$131,900	\$935	1.8	69.3%
West Liberty, IA	\$79,440	\$157,600	\$995	2.0	67.6%
Muscatine County	\$83,143	\$159,000	\$975	1.9	75.4%
Iowa	\$86,339	\$181,600	\$1,042	2.1	71.5%
United States	\$93,531	\$281,900	\$1,282	3.0	64.8%

*Data is derived from the 2022 American Community Survey 5-year Estimates.
Median Household Income (MHI) in the Past 12 Months (2022 inflation-adjusted dollars)*



To accept the appearance of affordability at face value is a disservice to the people in these communities who are genuinely grappling with the challenges of securing suitable and reasonably priced housing. A different narrative unfolds for a significant portion of Wilton residents, specifically the more than 30% of owner households who earn less than the homeowner MHI of \$77,176. Overall, roughly 11.8% of all owner households are cost-burdened in Wilton, meaning they spend 30 percent or more of their income on housing expenses. Among these cost-burdened owner households, 77% earn less than \$35,000 per year. With the recent spike in housing prices and the overall

cost of living, there has been a notable shift in the distribution of homeowners across income brackets. The proportion of homeowners earning less than \$75,000 annually has substantially decreased, dropping from nearly 84.5% in 2000 to 47.5% today, as illustrated in **FIGURE 2.6** on the following pages. However, owner households earning \$75,000 or more are growing, specifically those earning \$100,000 or more, as these income brackets have seen staggering increases since 2000. **Owning a home has become increasingly expensive, and is quickly pricing low and moderate-income earners out of the market.**

FIGURE 2.6 HOMEOWNER HOUSEHOLD INCOMES (\$0 – \$74,999)

Household Income	\$0 – \$34,999			\$35,000 – \$49,999			\$50,000 – \$74,999		
Things to Keep in Mind	This income bracket has a high rate of cost-burdened owners, roughly 54%. It is likely that this income bracket includes individuals living on a fixed income e.g. Social Security or disability, and current housing costs (property tax, insurance, etc.) exceed that affordability threshold. This income bracket also has the highest amount of surplus units. It's possible that units in this price range are dilapidated / blighted units due to lack of maintenance over time, especially if occupants are on fixed incomes.			In the last decade, this income bracket shrunk, so much so that they are now the smallest percentage of homeowners in Wilton. Roughly 15.5% of these homeowners are cost-burdened. Of all income brackets, they have the largest number of surplus units, most of which are likely being absorbed by higher-income earners.			These households have low rates of cost-burdened homeowners, but are likely struggling to upsize (if desired) due to current market conditions, limited supply, and competition from higher income households.		
% of Owner Households	2000 31.1%	2010 19.2%	2022 17.0%	2000 21.9%	2010 12.6%	2022 12.8%	2000 31.5%	2010 36.6%	2022 17.7%
Range of Affordable Unit Value	\$0 – \$102,000			\$103,000 – \$146,000			\$147,000 – \$219,000		
# of Households in 2022	162			122			169		
Units Affordable to Income Range in 2022	\$0 – \$99,999: 232			\$100,000 – \$149,999: 313			\$150,000 – \$199,999: 203		
Deficit / Surplus of Affordable Units to Matched Income 2022	+70			+191			+34		
# of Cost Burdened Households	87			19			7		

Data is derived from the 2000 Decennial Census and the 2010 and 2022 American Community Survey 5-year Estimates.

Maximum Affordable Unit Value calculation: Maximum income x 30% / 12 = maximum monthly payment.

The Units Affordable calculation is meant to provide additional context of the number of units below, at, or near what certain household incomes could potentially afford.

FIGURE 2.6 HOMEOWNER HOUSEHOLD INCOMES (\$75,000 – \$150,000+)

Household Income	\$75,000 – \$99,999			\$100,000 – \$149,999			\$150,000+		
Things to Keep in Mind	These households are likely in a similar situation as the income bracket below them. These households were able to purchase a quality home, but are likely stuck due to market conditions. Units priced between \$200,000 and \$299,999 are in demand per resident feedback, despite there being a small surplus of units.			Although these homeowners have the greatest purchasing power, there is limited choice due to lack of new builds at these equivalent price points. This lack of choice has likely required these households to compete with those earning less than \$100,000, and absorbing more affordable units. Another point to keep in mind is that even though these homeowners can purchase a \$300,000+ home, doesn't mean they all necessarily will. Factors, such as current interest rates, may deter these current homeowners from making the jump. Other major costs like daycare, student loans, etc. also can eat up a household's budget, and reduce the likelihood of higher income households taking on a larger mortgage. On the flip side, those who are on fixed incomes (retirees) but saved comfortably might not be willing to give up their low cost of living from purchasing a home decades prior.					
% of Owner Households	2000 11.0%	2010 19.3%	2022 13.0%	2000 4.1%	2010 9.0%	2022 23.2%	2000 0.4%	2010 3.3%	2022 16.3%
Range of Affordable Unit Value	\$220,000 – \$292,000			\$293,000 – \$438,000			\$438,000+		
# of Households in 2022	124			221			155		
Units Affordable to Income Range in 2022	\$200,000 – \$299,999: 151			\$300,000 – \$499,999: 47			\$500,000+: 7		
Deficit / Surplus of Affordable Units to Matched Income 2022	+27			-174			-148		
# of Cost Burdened Households	0			N/A			N/A		

Data is derived from the 2000 Decennial Census and the 2010 and 2022 American Community Survey 5-year Estimates.

Maximum Affordable Unit Value calculation: Maximum income x 30% / 12 = maximum monthly payment.

The Units Affordable calculation is meant to provide additional context of the number of units below, at, or near what certain household incomes could potentially afford.



Renters in Wilton

As of 2022, roughly 28% of households rent in Wilton. While homeowners have reaped the benefits of affordability, **renters face considerable financial strain and are in a less advantageous position.** Renters earn approximately 83% of Wilton's MHI (\$69,094), and only 74% of what Wilton homeowners earn (\$77,176), highlighting a substantial financial disparity between these two groups. However, within the region, **Wilton ranks the least expensive among the three peer communities and the County, in terms of median monthly housing costs.** Applying the same affordability threshold, current median monthly housing costs are significantly below the limit of renters' budgets before becoming cost-burdened, of which 25% of renter households are. For a majority of renters, they are able to find something within their budget due to low living costs. However, those that require even lower monthly rental rates, the lack of options likely forcing them to consider less desirable housing conditions in an effort to reduce existing housing costs.

FIGURE 2.7 RENTER FINANCIAL HOUSING CHARACTERISTICS

	MHI	Median Monthly Housing Costs	Max Affordability	Renter Occupancy
Wilton, IA	\$57,188	\$781	\$1,429	27.8%
Muscatine, IA	\$34,881	\$935	\$872	30.7%
West Liberty, IA	\$49,821	\$961	\$1,245	32.4%
Muscatine County	\$39,697	\$936	\$992	24.6%
Iowa	\$40,464	\$914	\$1,012	28.5%
United States	\$48,844	\$1,268	\$1,221	35.2%

Data is derived from the 2022 American Community Survey 5-year Estimates.

Median Household Income (MHI) in the Past 12 Months (2022 inflation-adjusted dollars)

Maximum Affordable Unit Value calculation: Maximum income x 30% / 12 = maximum monthly payment.

Wilton has the lowest housing costs for renters among the comparison geographies, but that doesn't negate feedback gathered during the Community Engagement phase where some residents expressed preference to commute from the Iowa City area due to access to higher quality amenities, activities, and events, even if housing is more expensive. There is a significantly notable difference in the age of rental housing stock between Wilton and Iowa City. Approximately 27.3% of Iowa City's renter-occupied units were constructed in 2000 or later, in contrast to only 4.1% of Wilton's rental units. This implies that although housing costs are lower in Wilton, the units are somewhat older and may not align with the expectations of contemporary renters, including updated appliances and fixtures.

As illustrated in **FIGURE 2.8** (next page), the disparity among renters persists when examined through the lens of

income brackets. **Despite significant increases in incomes over the past two decades, this hasn't necessarily balanced the escalating housing costs that renters are currently grappling with** (Wilton's average monthly rent has increased by more than half since 2010, when it was \$512). Low-income earners (earning less than \$35,000 per year) continue to represent the largest proportion of renters, with more than 63% of them being cost-burdened. This is despite slightly increasing the number of units priced at less than \$875 per month, which grew by 4.3% since 2010. **Although there are units available, these households are paying for housing that exceeds their financial means.** In a similar trend to homeowners in Wilton, the percentage of higher-income earners has grown over the past 20 years, but the production of equivalently priced units has not kept pace. The scarcity of units relative to higher income earners likely led these households to absorb some of the surplus among units priced under \$1,500.

FIGURE 2.8 RENTER HOUSEHOLD INCOMES (\$0 – \$49,999)

Household Income	\$0 – \$19,999			\$20,000 – \$34,999			\$0 – \$34,999			\$35,000 – \$49,999		
Things to Keep in Mind	Roughly 45% of these households are cost-burdened despite having a deficit in units relative to income. It is likely that this income bracket includes individuals living on a fixed income e.g. Social Security or disability, and current housing costs exceed that affordability threshold. As housing costs have risen, it is likely landlords are raising rents, reducing the number of affordable units.			Unfortunately, all of these households are cost-burdened yet have the highest surplus of any rental units. Similar to the lowest income earners, it is likely that some of these households are on fixed incomes and are challenged to afford rising housing costs along with any maintenance or upgrades needed, which could be why there's still a significant surplus of units, as many could be deteriorating over time.			Overall, these lower-income households are still suffering, despite reducing by nearly 40%. More than 63% of them are still cost-burdened despite having a surplus in units relative to income.			This group of renters has shifted significantly over time in terms of households and currently, none of them are cost-burdened. The surplus among these units are likely catering to both lower and higher-income underserved markets.		
% of Renter Households	2000	2010	2022	2000	2010	2022	2000	2010	2022	2000	2010	2022
	25.6%	34.5%	26.2%	39.7%	31.5%	13.1%	65.3%	66.0%	39.3%	16.1%	11.0%	1.6%
Range of Affordable Gross Rent	Less than \$500			\$500 – \$799: 175			\$0 – \$874			\$875 – \$1,249		
# of Households in 2022	96			48			144			6		
Units Affordable to Income Range in 2022	Less than \$500: 9			\$500 – \$799: 175			\$0 – \$799: 184			\$800 – \$1,499: 115		
Deficit / Surplus of Affordable Units to Matched Income 2022	-87			+127			+40			+109		
# of Cost Burdened Households	43			48			91			0		

Data is derived from the 2000 Decennial Census and the 2010 and 2022 American Community Survey 5-year Estimates.

Maximum Affordable Unit Value calculation: Maximum income x 30% / 12 = maximum monthly payment.

The Units Affordable calculation is meant to provide additional context of the number of units below, at, or near what certain household incomes could potentially afford.

FIGURE 2.8 RENTER HOUSEHOLD INCOMES (\$50,000 – \$150,000+)

Household Income	\$50,000 – \$74,999			\$75,000 – \$99,999			\$100,000 – \$149,999			+\$150,000		
Things to Keep in Mind	This income bracket more than doubled in size since 2000 but still sees a deficit in units relative to income. Rental units decreased over this same time frame, so it is possible that supply did not keep up with demand and required them to absorb available units at lower price points.			These top income earners have grown significantly across the board since 2000. Currently, none of these households are cost-burdened and can afford any rental in Wilton. However, there are no units available relative to their income, which reflects a limited choice and most likely means these households are paying lower housing costs due to a surplus in lower-priced units.								
% of Renter Households	2000 15.3%	2010 23.0%	2022 34.6%	2000 3.3%	2010 0%	2022 11.7%	2000 0%	2010 0%	2022 8.7%	2000 0%	2010 0%	2022 4.1%
Range of Affordable Gross Rent	\$1,250 – \$1,874			\$1,875 – \$2,499			\$2,500 – \$3,749			\$3,750+		
# of Households in 2022	127			43			32			15		
Units Affordable to Income Range in 2022	\$1,500 – \$1,999: 0			\$2,000 – \$2,499: 0			\$2,500 – \$2,999: 0			\$3,000+: 15		
Deficit / Surplus of Affordable Units to Matched Income 2022	-127			-43			-32			0		
# of Cost Burdened Households	0			0			N/A			N/A		

Data is derived from the 2000 Decennial Census and the 2010 and 2022 American Community Survey 5-year Estimates.

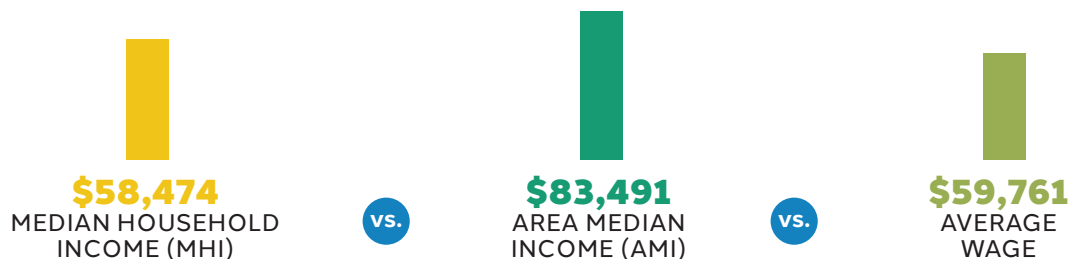
Maximum Affordable Unit Value calculation: Maximum income x 30% / 12 = maximum monthly payment.

The Units Affordable calculation is meant to provide additional context of the number of units below, at, or near what certain household incomes could potentially afford.



According to the latest data from the American Community Survey 5-year Estimates (2022), Wilton has a 0% vacancy rate for renters, demonstrating a very tight market for existing renters. Although data shows that Wilton built 35 rental units in 2021, all of those were identified as senior living units. Outside of those units, Wilton has not built any new multi-family units since 2015.

As demonstrated, renters have not experienced an as favorable market as homeowners. Roughly 39.2% of renters are lower-income households and two-thirds of those are cost-burdened, which requires a closer look at data regarding subsidized units. To qualify for subsidized housing, a family or individual has to earn at or less than the designated income limits, identified as the Median Family Income (MFI), which is typically derived from the Area Median Income (AMI).



The 2023 Median Family Income (MFI) for Muscatine County is \$83,500 for a four-person household. **FIGURE 2.9** demonstrates the qualifying incomes for Muscatine County based on household size:

FIGURE 2.9 SUBSIDIZED HOUSING INCOME LIMITS

30% MFI (extremely low income)	
1 person HH: \$17,700	3 person HH: \$24,860
2 person HH: \$20,200	4 person HH: \$30,000
50% MFI (very low income)	
1 person HH: \$29,500	3 person HH: \$37,900
2 person HH: \$33,700	4 person HH: \$42,100
80% MFI (low income)	
1 person HH: \$47,150	3 person HH: \$60,650
2 person HH: \$53,900	4 person HH: \$67,350

Unfortunately, there is not enough data collected by HUD to provide an accurate picture of Wilton’s subsidized housing stock. However, to provide some context, according to HUD, as of 2023, there are 825 subsidized units available, and are at a 95% occupancy rate in Muscatine County. The average household income of those living in subsidized housing is \$15,833 per year, which falls in the lowest income bracket, where there is a significant deficit of units available. Additionally, eligible households wait an average of 17 months on the waiting list for an available unit., indicating a severe lack of availability and most likely forcing these households to pay significantly more for housing. Muscatine County is not alone in this issue, the State of Iowa also has a significant deficit in affordable rental units for very low and extremely low income households. **The makeup of a household living in subsidized housing is as follows:**



**FEMALE
W/ CHILD**



**25–49
YEARS OLD**



DISABLED

MFI is only calculated on a county-level basis
Data for Figure 2.9 is derived from the HUD website

Housing Stock Characteristics

The maps on the following pages utilize GIS software to illustrate the diverse make up of the housing stock in Wilton by the following characteristics:




- Residential Parcels by Housing Type
- Single-Family Residential Homes by Year Built
- Single-Family Residential Homes by Total Assessed Value
- Single-Family Residential Homes by Condition

Information was sourced from the Muscatine County Assessor.



RESIDENTIAL PARCELS BY HOUSING TYPE

The vast majority of residential parcels in Wilton are single-family detached homes shown in black in **FIGURE 2.10**. However, there is some distribution of multi-family units throughout the community, with a large concentration on the southeast side of Wilton.

-  Wilton City Limits
-  Multi-Family Residential
33 (3.3%)
-  Single-Family Residential
967 (96.7%)

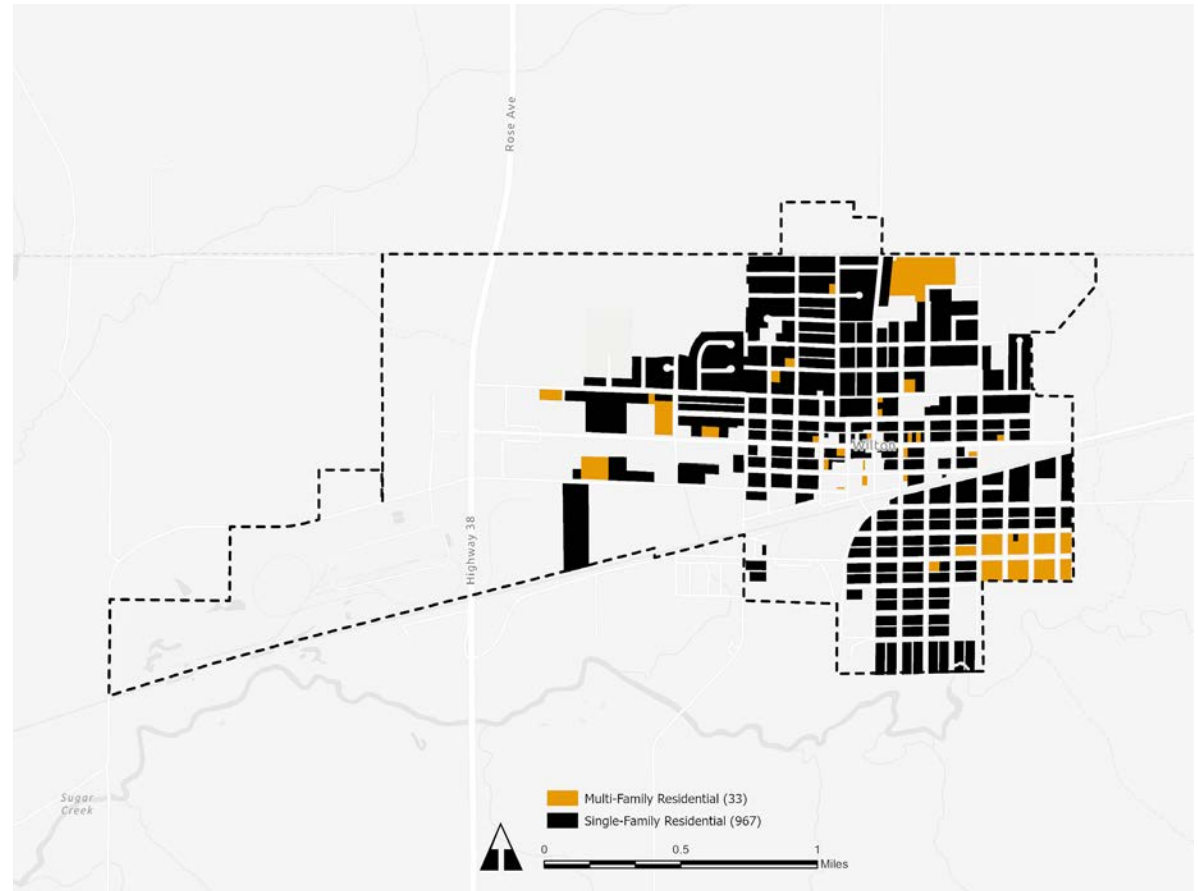
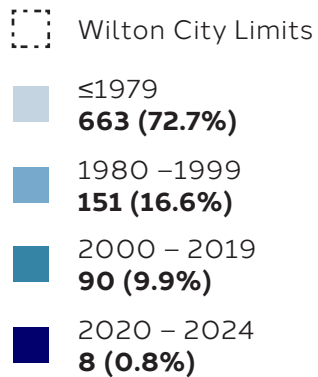


FIGURE 2.10 WILTON RESIDENTIAL PARCELS BY HOUSING TYPE

FIGURE 2.11 demonstrates that older single-family homes are concentrated at the core of Wilton, while most modern housing has been built on the outer edges. This map also shows the disparity between older and newer housing, with only about 10.7% of existing single-family homes being built since 2000.



SINGLE-FAMILY RESIDENTIAL HOMES BY YEAR BUILT

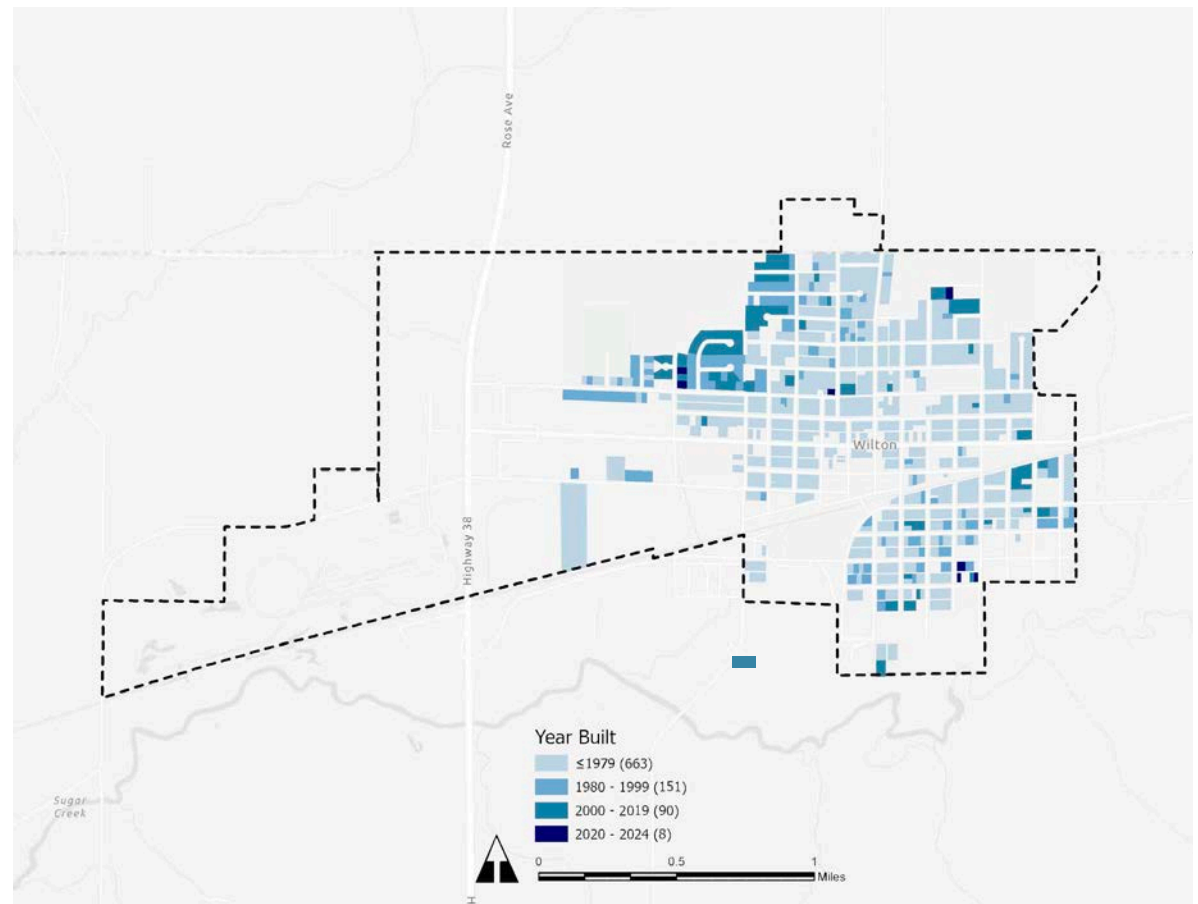
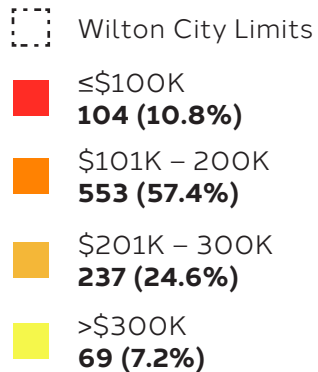


FIGURE 2.11 SINGLE-FAMILY RESIDENTIAL HOMES BY YEAR BUILT

FIGURE 2.12 shows the range of home values in Wilton. The map shows there are slight concentrations of lower priced homes in the southern part of town, while higher priced homes are more concentrated in the northern part of town. The largest percentage of single-family homes are priced between \$101,000 and \$200,000, followed by those that are between \$201,000 and \$300,000.



SINGLE-FAMILY RESIDENTIAL HOMES BY TOTAL ASSESSED VALUE

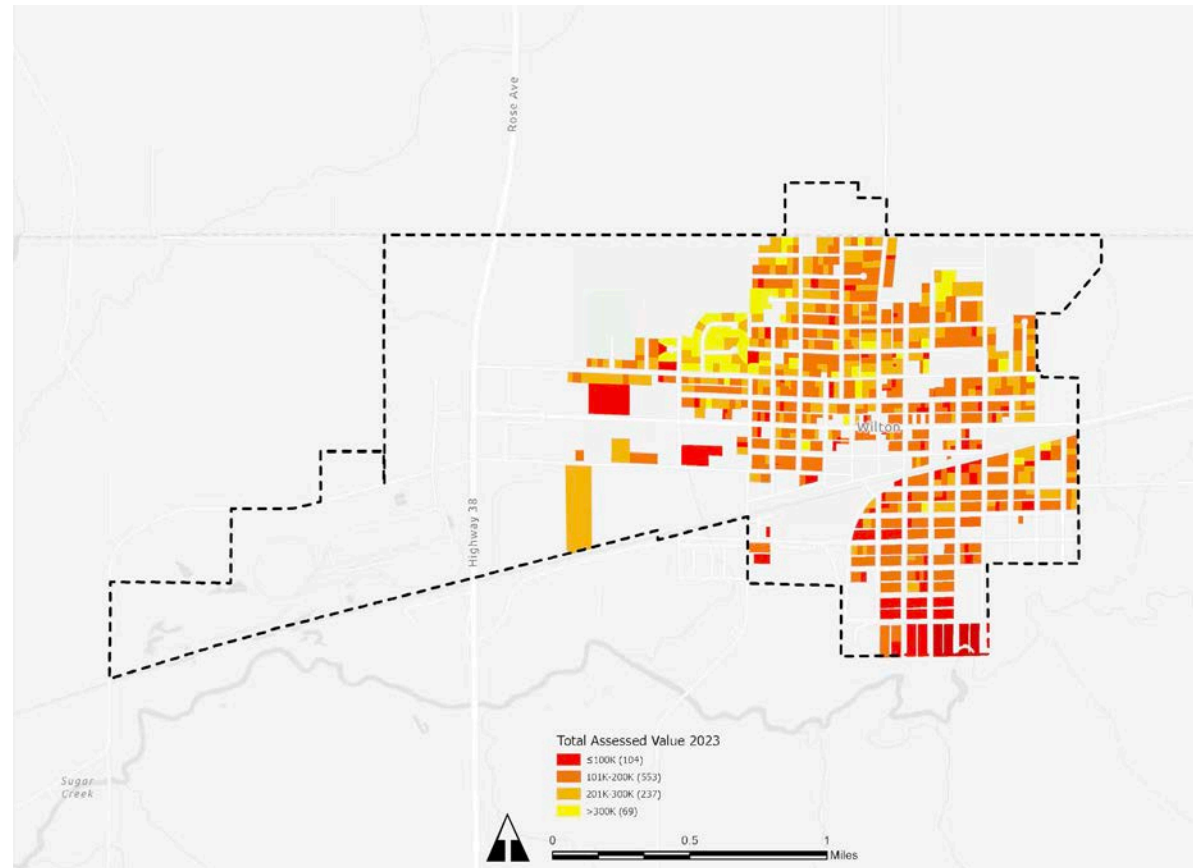
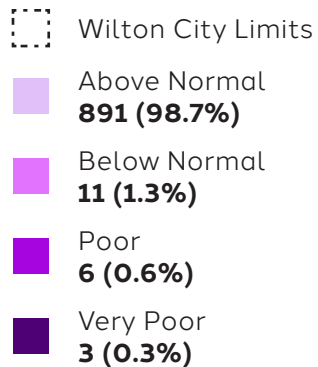


FIGURE 2.12 SINGLE-FAMILY RESIDENTIAL HOMES BY TOTAL ASSESSED VALUE

FIGURE 2.13 breaks down single-family homes by condition, as determined by the Muscatine County Assessor's Office. A large majority of homes are categorized as Above Normal conditions, while 2.2% of homes are considered Below Normal or worse. Although this is a low percentage, that still equates to roughly 19 homes that most likely need renovations, updates, etc., especially those that are Poor or Very Poor, where blight could be the culprit.



SINGLE-FAMILY RESIDENTIAL HOMES BY CONDITION

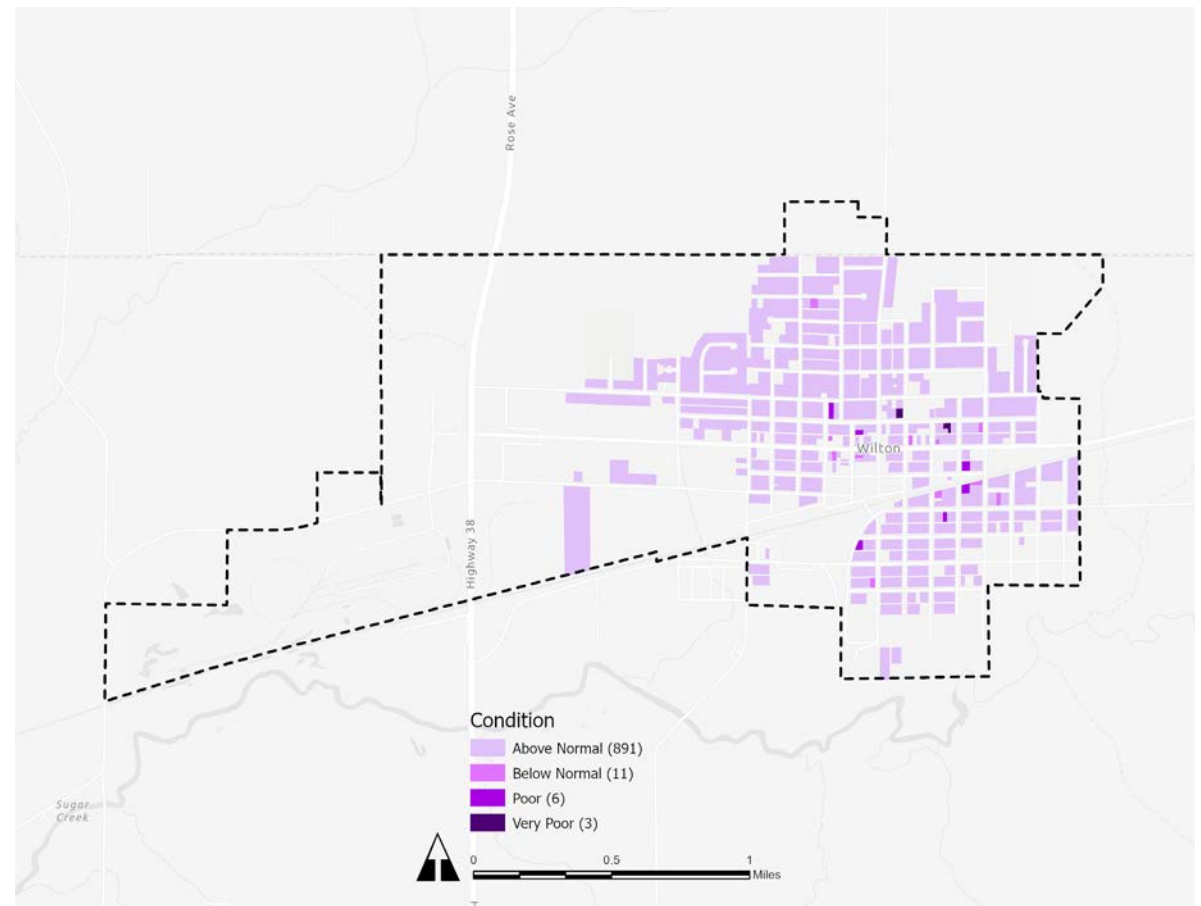
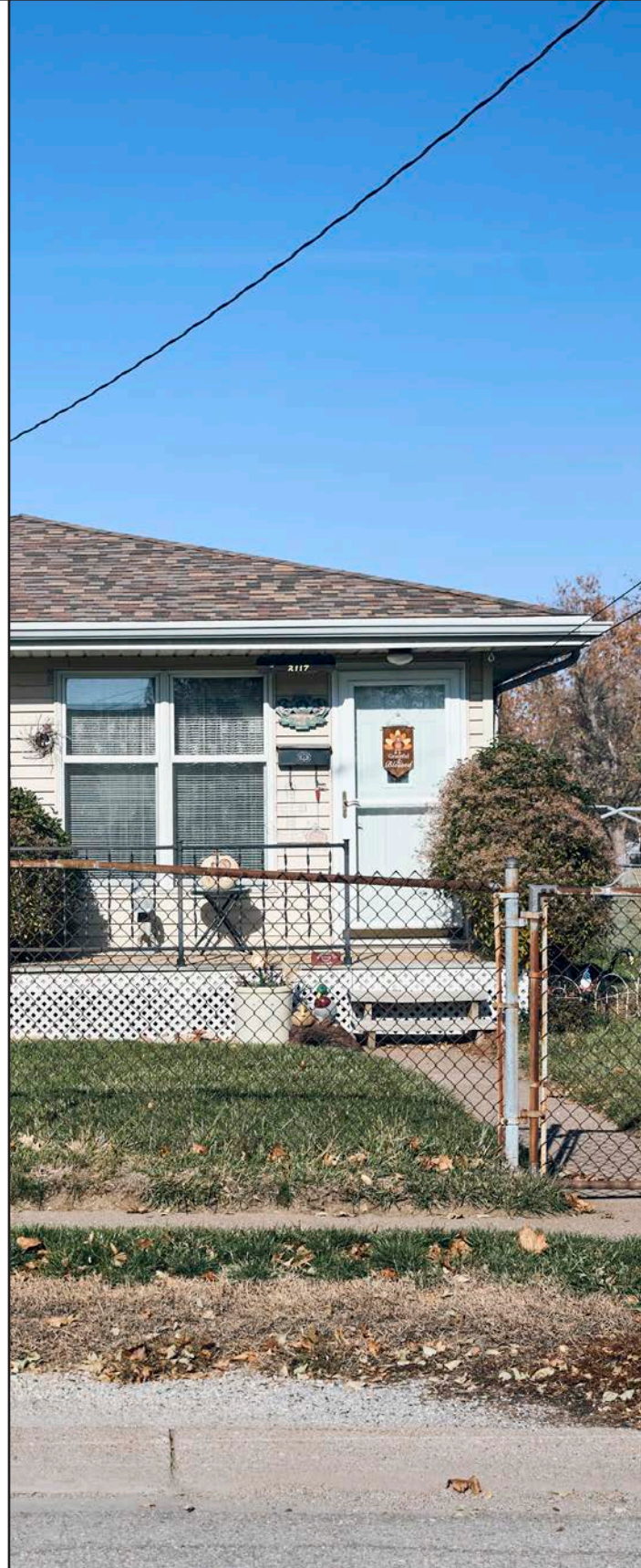


FIGURE 2.13 SINGLE-FAMILY RESIDENTIAL HOMES BY CONDITION

Part 3

Future Housing for Wilton

In the coming decades, housing will undergo profound changes due to demographic shifts, technological advancements, sustainability concerns, and economic factors. An aging population and changing household structures will reshape preferences, while technology and remote work will impact location choices and the demand for flexible spaces. Sustainability will drive eco-friendly housing solutions, and economic conditions will shape affordability and homeownership trends. These interconnected factors indicate a future housing landscape focused on innovation, sustainability, and adaptability to meet evolving societal needs.





How Housing Must Meet the Needs of Changing Demographics

To anticipate future housing demand, it is crucial to examine the demographic shifts that Wilton has undergone in the last two decades. Factors such as people relocating, deciding on whether to pursue homeownership, selling their homes, or downsizing to single-story rentals all contribute significantly to shaping the trajectory of future housing needs. The median age in Wilton is 45.1, the oldest among comparison communities, the State of Iowa, and the U.S. **FIGURE 3.1** (next page) illustrates the evolution of each age cohort over time, revealing a consistent decline in younger populations and a corresponding rise in aging populations between 2000 and 2022.

FIGURE 3.1 AGE COHORTS (HISTORICAL & PROJECTED)

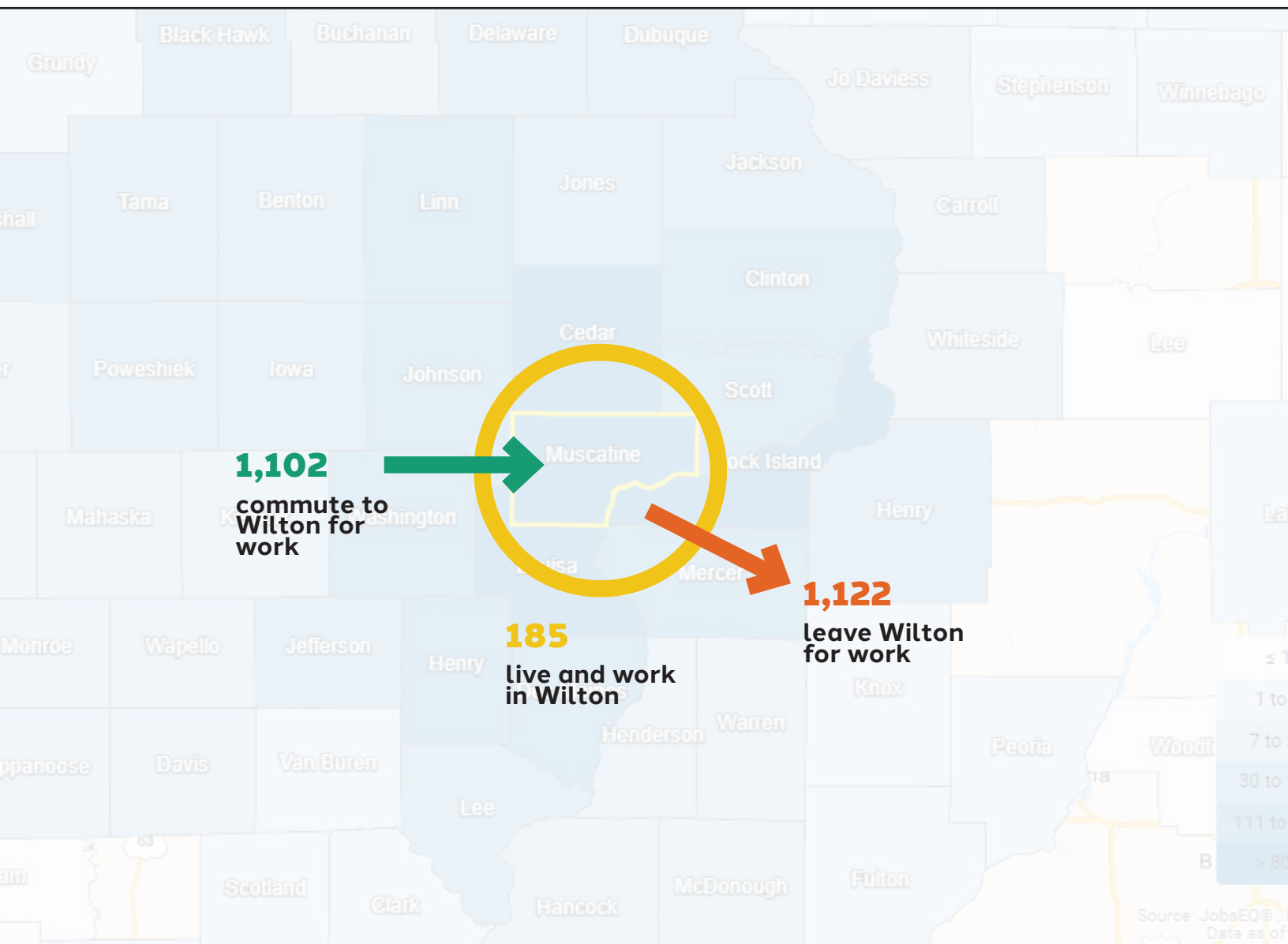
Age Totals	2000	2010	2022	Historical Change (2000 – 2022)	2030	2040	Projected Change (2022 – 2040)
	WILTON, IOWA				MUSCATINE COUNTY, IOWA		
Total Population	2,856	2,802	2,939	+83	42,970	43,185	+0.5%
Age 14 & Under	22.7%	21.2%	15.1%	-7.6%	19.5%	20.1%	0%
Age 15 – 24	11.4%	13.1%	16.5%	+5.1%	11.7%	10.5%	-2.1%
Age 25 – 34	12.6%	12.5%	8.9%	-3.7%	11.9%	12.6%	+0.3%
Age 35 – 44	16.5%	13.0%	9.4%	-7.1%	12.9%	12.1%	-0.3%
Age 45 – 54	12.0%	16.5%	13.3%	+1.3%	11.7%	12.6%	+0.4%
Age 55 – 59	6.3%	5.9%	9.4%	+3.1%	5.5%	5.8%	-0.4%
Age 60 – 64	2.9%	5.0%	7.2%	+4.3%	5.6%	5.3%	-1.9%
Age 65 – 74	6.7%	6.7%	12.8%	+6.1%	11.3%	9.6%	-0.9%
Age 75 – 84	6.6%	3.9%	6.4%	-0.2%	7.8%	8.6%	+4.0%
Age 85+	2.3%	2.2%	1.0%	-1.3%	2.2%	2.7%	+0.7%

Data is derived from the 2000 Decennial Census and the 2010 and 2022 American Community Survey 5-year Estimates.
Data projections are only available by county and are derived from an annual report created by Woods & Poole Economics for the State of Iowa State Data Center.



The data is unavailable for anticipated population growth in Wilton; however, Wilton saw a 1.9% decrease between 2000 – 2010, and a 4.9% increase between 2010 – 2022, averaging to a 3.9% population increase over 20+ years. If we apply that average up to 2040, that would increase the total population by 115 per decade. According to projections from the State Data Center of Iowa, the anticipated trends for Muscatine County align with the observed population changes in the City of West Liberty over the past 20+ years, suggesting a gradual continuation of declining younger populations and increasing aging populations. However, minimal population growth is anticipated in the county, with a slight decrease by 2030, followed by a subsequent rebound by 2040. Although households are anticipated to get older with time, their size is expected to stay roughly the same. The current average household size in Muscatine County is 2.5 and has only decreased slightly since 1990, from 2.7. Projections from the State Data Center of Iowa show that it will only slightly decline to 2.4 by 2040. **Should Wilton population trends mirror what is expected at the county level, Wilton should anticipate housing aging and slightly smaller households.**

Additionally, Wilton has an opportunity to attract employees that are working in the community, but do not live there. More than 1,100 people commute to Wilton for work from surrounding areas and counties. There has been a consistent inflow of the labor market from outside of the community, indicating a future opportunity to retain those employees by providing appropriate and affordable housing.



Per JobsEQ, **FIGURE 3.2** highlights the top five occupations of employees that are commuting to Wilton for work, but do not live within city limits. The chart below breaks down each occupation's income levels, and equivalent housing cost estimates relative to that income. This provides important insight into what these potential households could afford and what housing price points Wilton needs to offer in order to attract them.

FIGURE 3.2 TOP OCCUPATIONS FOR COMMUTERS – INCOME & HOUSING COSTS

Occupation	Entry Level	Median	Experienced	Purchase Price	Rental Price
Production Occupations	\$35,500	\$46,900	\$55,500	< \$100,000	≤ \$888/month
Installation, Maintenance and Repair Occupations	\$38,900	\$57,400	\$69,700	< \$100,000	≤ \$973/month
Construction and Extraction Occupations	\$39,400	\$52,800	\$64,600	< \$100,000	≤ \$985/month
Educational Instruction and Library Occupations	\$27,900	\$49,800	\$63,200	< \$100,000	≤ \$698/month
Transportation and Material Moving Occupations	\$30,200	\$42,400	\$52,200	< \$100,000	≤ \$755/month

These maximum price ranges represent what an entry-level employee could afford (by applying the 30% threshold). Atlas is starting with entry-level pay based on discussions with major employers in the county, and how many of the new hires they've had would fall under this category. By assessing the housing expenses relevant to entry-level employees, this approach ensures that housing remains more accessible across all income levels, as opposed to being relative to earnings of average or seasoned employees, who typically command higher salaries (as demonstrated in the chart)

The Future for Owner Households in Wilton

Part II of this study outlined existing gaps in the market for owner-occupied households, demonstrating higher income earners are occupying units that are significantly lower than the cost-burdened threshold. It is possible that higher income earners were able to purchase a home when the market was more favorable. Additionally, given Wilton being the oldest of the three comparison communities, it is possible these households could consist of aging individuals who purchased their homes decades ago, have now paid off that home and have maintained a low cost of living. That is very likely due to the fact that **41% of existing owner-occupied units are mortgage-free in West Liberty, and aging generations have expressed a reluctance to move (which is what has been reported at national levels)**. This type of stagnant housing environment requires communities to be more proactive at tackling existing barriers, rather than just sit back and let the market sort itself out over

time. **Different housing types across all price ranges need to be added to the existing housing stock in order to allow for more movement.** Despite some of the hard data demonstrating need at the highest of incomes, lowans are accustomed to housing costs that mimic a 2:1 ratio versus a 3:1 ratio at the national level, as shown by so many high income households living significantly below their (relative) means.

With higher interest rates and increased construction costs, adding housing that is appropriate for all income levels will require a more strategic and hands-on approach. First, it is always important to look at what currently exists for housing, and how that could be improved and put back into productive reuse. It is proven that vacant or blighted properties have an impact on public health, individual wealth, and community fiscal stability, per the Center for Community Progress. However,

according to Muscatine County Assessor data, Wilton only has 19 units categorized as Below Normal, Poor or Very Poor condition. Although Atlas encourages communities to enhance its existing housing stock, redeveloping 19 units would not meet the existing need for housing.

Therefore, it is evident that new construction will need to happen in order to meet current and future supply and demand needs. It's clear that new units could cater to a growing aging population due to Wilton seeing its 55+ population grow 12% over the past two decades, and 37% of current homeowners are 55+. It's likely that units that allow owners to age-in-place will become a priority when contemplating their

next potential home purchase. However, Wilton has proximity to larger micropolitan areas that could draw younger families or first time home buyers that work in those areas, but are looking for more affordable options. **Wilton should explore options that increase diversity within the housing stock,** like smaller footprint homes requiring less maintenance (which has proven beneficial for both older and younger generations) or condominiums and townhomes that don't come with as high of a single-family price tag. Overall, collaborative efforts among Wilton and its collaborative partners are imperative to enhance the housing stock by revitalizing existing units and constructing new ones that cater to a broad range of income levels.



HOUSEHOLD INCOME

Less than \$50,000

Currently, a third of these homeowners are cost-burdened, despite a surplus in units affordable to income. **Becoming homeowners would be extremely difficult and likely unattainable for the lowest of incomes.**

For those earning closer to \$50,000, achieving homeownership still poses a considerable challenge, as homes within an affordable price range would likely necessitate extensive renovations and/or upgrades, surpassing the financial capacity of these households.

HOUSEHOLD INCOME

\$100,000 – \$149,999

These households are not as constrained to the existing housing stock and could afford new construction homes.

HOUSEHOLD INCOME

\$50,000 – \$74,999

These households are likely to experience **ongoing frustration due to limited choices in a stagnant market**, constrained by the availability of existing houses. Existing homeowners in this income range are expected to stay put until market conditions evolve significantly, while prospective first-time buyers may find themselves compelled to rent until a sufficient number of current homeowners are compelled to sell.

Alternatively, if policymakers aim to enhance homeownership opportunities in this income bracket, collaboration with the private sector to provide subsidies for new construction becomes essential to keep costs between \$150,000 and \$250,000

HOUSEHOLD INCOME

\$150,000+

These households will have the greatest ability and access to buy or build in the current market.

HOUSEHOLD INCOME

\$75,000 – \$99,999

The Future for Renter Households in Wilton

Part II of this study highlighted that current renters are severely disadvantaged when compared to owner households. Roughly 63% of renters in Wilton are lower income households and cost-burdened, despite Wilton having the lowest average rental costs compared to the surrounding communities, the county, the State of Iowa and the U.S. **The lack of affordability is mainly a challenge for those earning less than \$35,000 per year, which includes entry-level workers in the top occupations that are commuting to Wilton.** At the other end of the spectrum is a lack of options for those that are earning higher incomes. Due to homeownership being less attainable currently, more households are renting for longer periods. However, in general, renters expressed frustration with limited options and the quality of those options, and some stated they preferred to commute due

to the availability of newer rentals in other surrounding counties. Should Wilton want to attract and retain more households that are renting (especially those commuting), it needs to add new rental units priced across the spectrum. However, **the priority should be to reduce the percentage of cost-burdened renter households, which will likely require the addition of subsidized units.** Due to all of these lower income renters being cost-burdened, **Wilton could explore the option of establishing permanent affordable housing, which would maintain affordable units for low and moderate-income individuals or families in perpetuity. Tiny homes are one solution** that some communities have looked to in order to offer lower cost housing that is still of good quality. Not only is the rent or mortgage on a tiny home cheaper, but utility expenses and property taxes are often cheaper as

well. Many cities and towns around the country have developed tiny home communities that cater to all incomes and households in order to enhance their housing stock.

Wilton could meet the needs at both ends of the income spectrum by building **mixed-income developments**, where there is diversity in the types of units and price points offered within a building or housing development. This provides an avenue to meet a demonstrated need of appropriately priced units across the board, while also increasing the housing stock with quality units. Many policymakers and elected officials assume that aspiring to homeownership is every household's end goal, and yes, that is widely true

in a state like Iowa where living costs are cheaper than across the country. However, **the landscape of housing affordability, attainability, and need has evolved (more quickly in recent years), and the importance of providing right-priced rental units cannot be overstated.** It is important to remember that current renters are anticipated future homeowners, and if they are constantly burdened by high rental costs, that limits their ability to move towards homeownership in the future, something that has become increasingly more expensive. While homeownership remains a goal for many, **offering a variety of rental options is vital to ensuring housing accessibility and meeting the diverse needs of households.**



HOUSEHOLD INCOME

\$0 – \$19,999

Although the number of units relative to income has increased slightly over time, nearly half of renters are still cost-burdened.

The construction of additional units needed to meet existing demand would need significant subsidization and incentives.

HOUSEHOLD INCOME

\$50,000 – \$74,999

The percentage of households in this income bracket has more than doubled since 2000 and is now the second largest group of renters today. They have a significant choice in what type of rental unit they can afford. However, **there are no options due to a lack of units priced accordingly, which means they are living in lower-cost units.**

It is likely that this renter group has increased over the years due to the inability to enter homeownership. Economic hardship and market instability are likely contributing factors.

HOUSEHOLD INCOME

\$20,000 – \$34,000

These households struggle with current housing costs, with all households in this income bracket being cost-burdened. Efforts to reduce the significant cost-burden these households face is important, whether that be the addition of new or converted right-priced units. Quality may be an underlying issue here too where these households have to pay higher rent for more quality housing.

The renovation of existing units or construction of additional units is needed to reduce cost-burdened households would need significant subsidization and incentives.

HOUSEHOLD INCOME

\$35,000 – \$49,999

This is the smallest renter group in Wilton with no existing cost-burdened households. Because the size of this renter group has shrunk, there is a surplus of units that are being absorbed by higher-income earners.

HOUSEHOLD INCOME

\$75,000+

In 2010, there were no renters earning incomes above \$75,000. Now, nearly a quarter of renters earn that much or more.

Due to the number of these households increasing over time, mixed-income developments could cater to this income bracket with some luxury apartments, but these could be added incrementally so as not to flood the market

Conclusion

This sub-market analysis provides valuable insights into the current challenges and opportunities Wilton is facing. By understanding the dynamics of the housing market, communities can better address the diverse needs of residents and plan for a more inclusive and sustainable future.

Specific recommendations for how to address challenges and anticipate future needs in Wilton are available as part of the Muscatine County Housing Market Analysis.

Moving forward, key stakeholders must continue to collaborate across sectors, leverage available resources, and implement innovative strategies to ensure that everyone in Wilton has access to safe, affordable, and quality housing. Together, we can work towards building a stronger and more resilient community for generations to come.



COMPLETED IN 2024
for Wilton as part of the
Muscatine County Housing Market Analysis

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