

ADDENDUM F: GLADWIN COUNTY OVERVIEW

While the primary focus of this Housing Needs Assessment is on the entirety of the Primary Study Area, or PSA (Region G), this section of the report includes an overview of demographic, economic, and housing metrics specific to Gladwin County, Michigan. To provide a base of comparison, various metrics of Gladwin County are compared with overall region and statewide numbers.

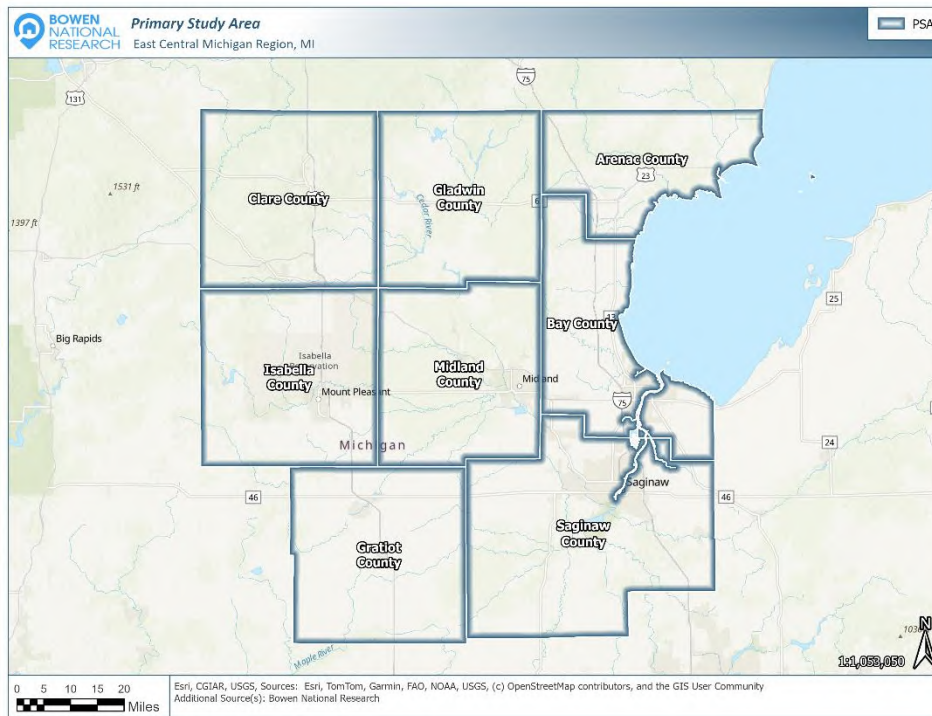
The analyses on the following pages provide overviews of key demographic and economic data, summaries of the multifamily rental market and for-sale housing supply, and general conclusions on the housing needs of the area. It is important to note that the demographic projections included in this overview assume no significant government policies, programs or incentives are enacted that would drastically alter residential development or economic activity.

A. INTRODUCTION

Gladwin County is located in the central portion of Michigan, roughly 110 miles north of the state capital of Lansing. Gladwin County contains approximately 502 square miles and has an estimated population of 25,600 in 2024. The city of Gladwin serves as the county seat. State Routes 18, 30 and 61 serve as the primary thoroughfares for the county. Gladwin County is rural in nature (51.0 persons per square mile), with the city of Beaverton serving as another notable population center within the county.

The following maps illustrate Gladwin County and Region G in the state of Michigan.

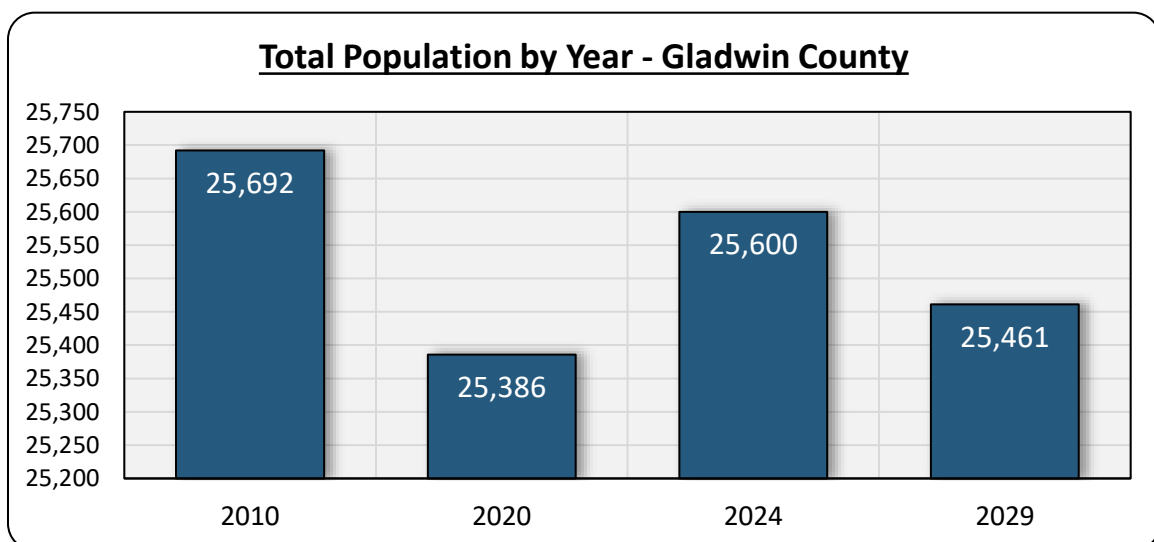




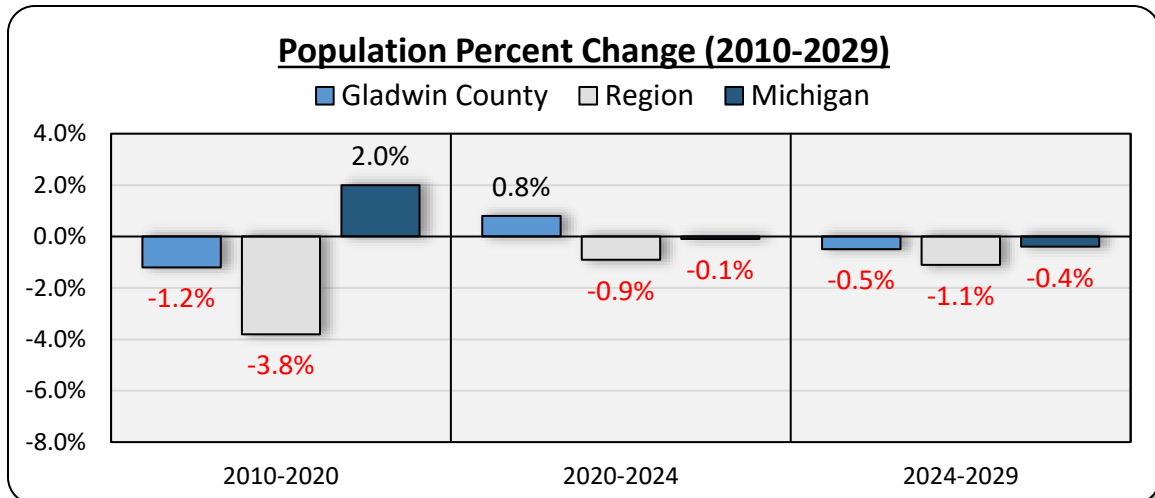
B. DEMOGRAPHIC ANALYSIS

This section of the report evaluates key demographic characteristics for Gladwin County. Demographic comparisons provide insights into the human composition of housing markets. It should be noted that some total numbers and percentages may not match the totals within or between tables/graphs in this section due to rounding.

The following graphs illustrate **total population** by year for Gladwin County and the population percent changes between 2010 and 2029 for each of the study areas.



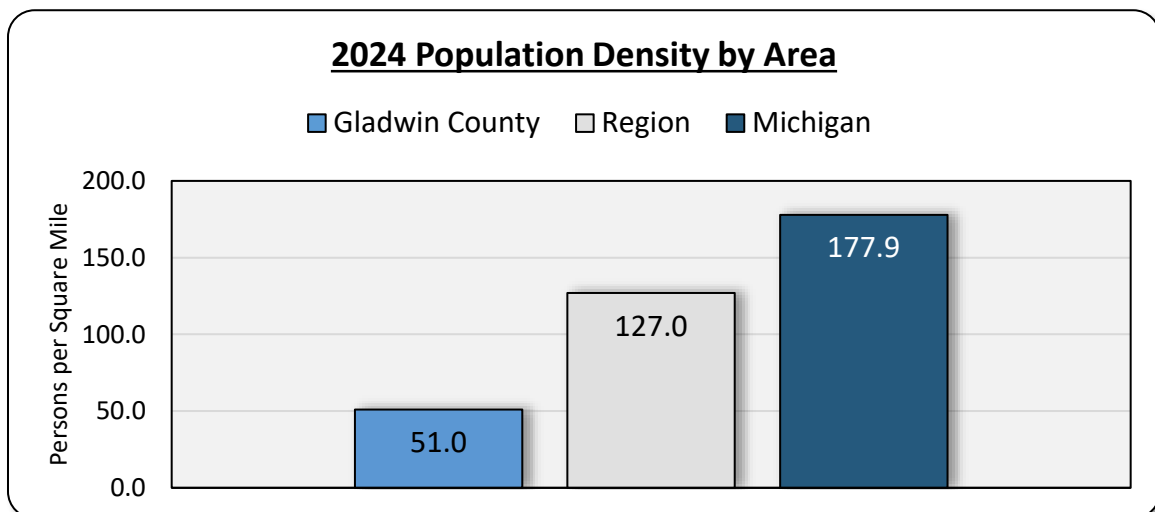
Source: 2010, 2020 Census; ESRI; Bowen National Research



Source: 2010, 2020 Census; ESRI; Bowen National Research

The population in Gladwin County decreased by 306 (1.2%) between 2010 and 2020. This represents a smaller percent decline as compared to the region (3.8%) and contrasts with the 2.0% increase within the state during this time period. Although the population increased by 0.8% in Gladwin County between 2020 and 2024, the population is projected to decline by 0.5% over the next five years. While this represents a slightly larger percent of projected decline when compared to the state, it is less than that projected for the region between 2024 and 2029.

The following graph illustrates the *population density* for each study area in 2024.

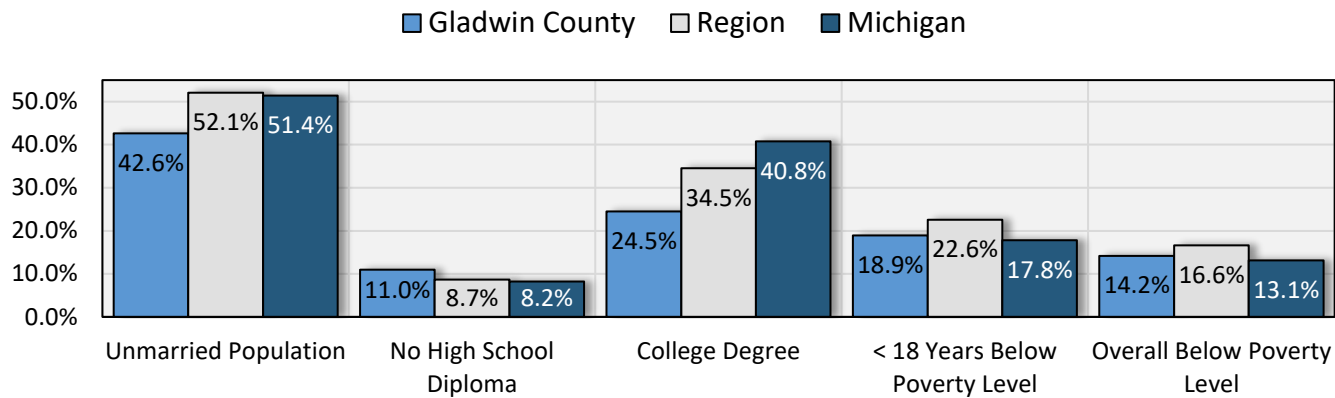


Source: 2010, 2020 Census; ESRI; Bowen National Research

With a population density of 51.0 persons per square mile, Gladwin County is less densely populated than Region G (127.0 persons per square mile) and the state of Michigan (177.9 persons per square mile).

The following graph illustrates *select population characteristics* that typically influence housing affordability for each of the study areas.

Select Population Characteristics by Area (2022)

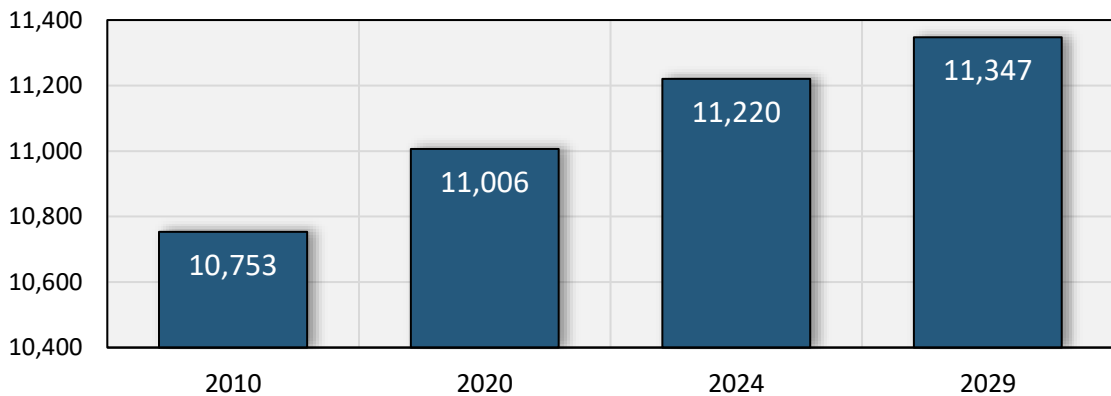


Source: 2018-2022 American Community Survey; ESRI; Bowen National Research

As the preceding data illustrates, Gladwin County has a lower share of unmarried population (42.6%), a higher share of the population without a high school diploma (11.0%), and a much lower share of individuals with a college degree (24.5%) compared to both the region and the state of Michigan. The two educational attainment factors likely have a negative influence on housing affordability in the county. Overall, Gladwin County has a higher overall poverty rate (14.2%) and poverty rate for children less than 18 years of age (18.9%) when compared to the state. However, both poverty rates for Gladwin County are less than the corresponding rates for the region.

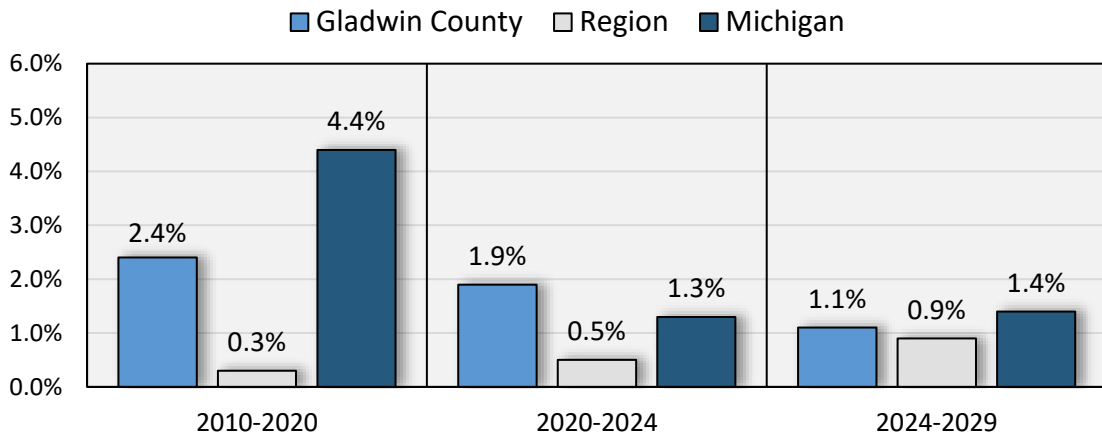
The following graphs illustrate the number of *total households* in Gladwin County by year and the household percent changes between 2010 and 2029 for each of the study areas.

Total Households by Year - Gladwin County



Source: 2010, 2020 Census; ESRI; Bowen National Research

Households Percent Change (2010-2029)

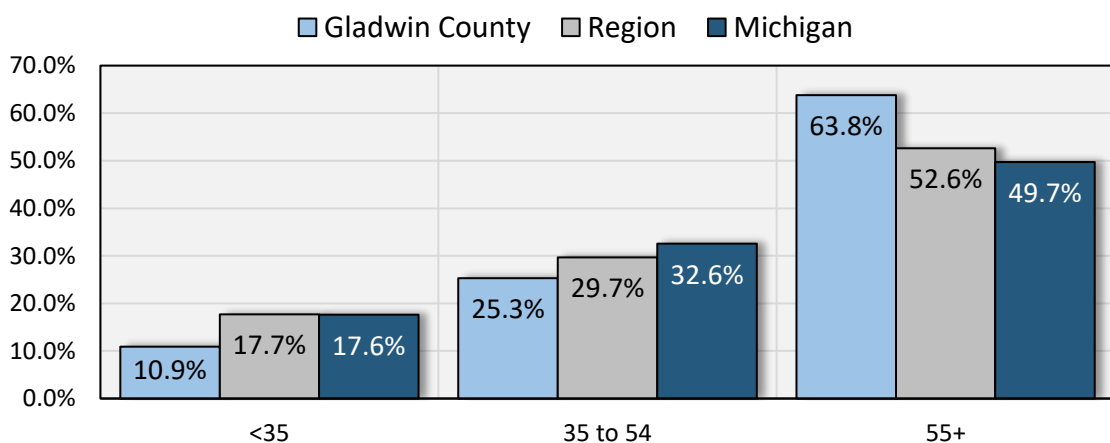


Source: 2010, 2020 Census; ESRI; Bowen National Research

The number of households in Gladwin County increased by 253 (2.4%) between 2010 and 2020. This increase is much larger than the increase for the region (0.3%), but less than that of the state (4.4%) during this time period. Between 2020 and 2024, the number of households in Gladwin County increased (1.9%), and it is projected that the number of households in the area will further increase (1.1%) over the next five years. While household growth or decline can heavily influence the total housing needs of a market, factors such as households living in substandard or cost-burdened housing, people commuting into the area for work, pent-up demand, and availability of existing housing all affect housing needs. These factors are addressed throughout this overview.

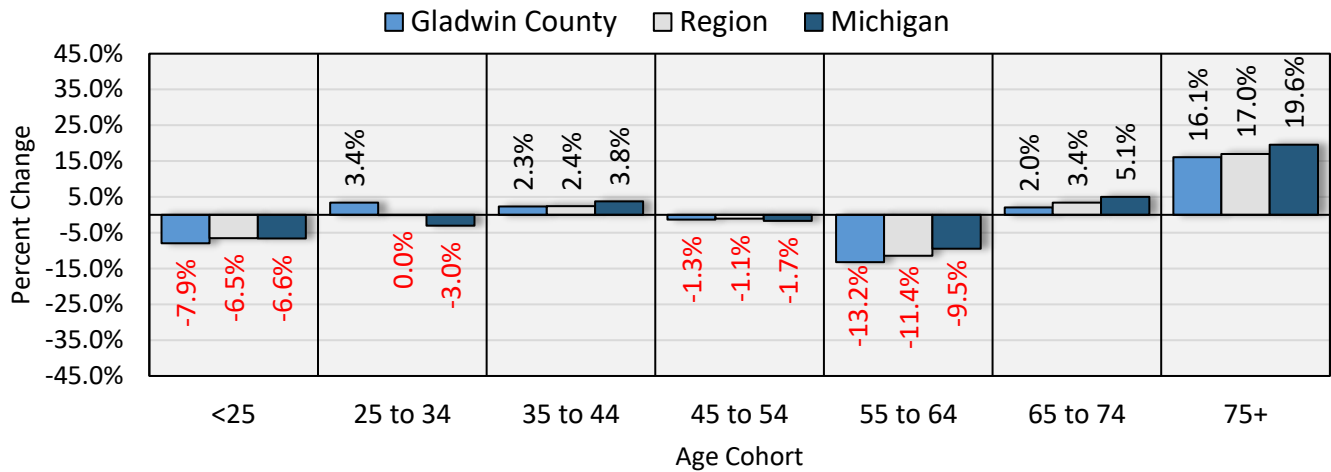
The following graphs compare the share of *household heads by age* for each of the study areas in 2024 and the projected *percent* change in household heads by age cohort between 2024 and 2029.

Distribution of Household Heads by Age (2024)



Source: 2020 Census; ESRI; Bowen National Research

Projected Percent Change in Household Heads by Age (2024-2029)

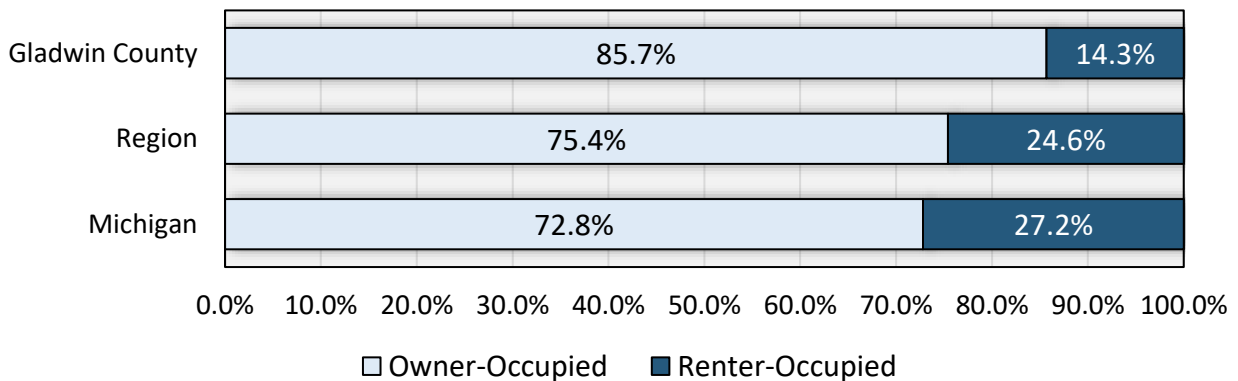


Source: 2020 Census; ESRI; Bowen National Research

Overall, the data shows that Gladwin County and Region G households in 2024 are more heavily concentrated among the senior-aged cohort (55 years and older) when compared to the state. Although noteworthy growth of households between the ages of 25 and 34 (3.4%) and 35 and 44 (2.3%) are projected in Gladwin County over the next five years, the most substantial growth (16.1%) is projected for households aged 75 and older in the county. This is similar to the increases projected for the region (17.0%) and state (19.6%) between 2024 and 2029 and will likely result in a notable increase in demand for senior-oriented housing in all three areas.

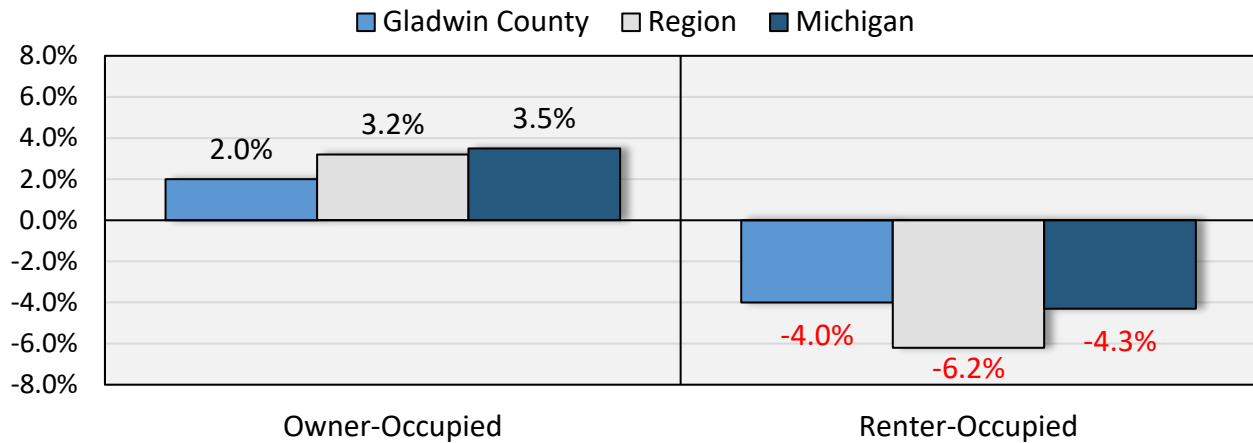
The following graphs compare the share of *households by tenure* (renters and owners) for 2024 and the projected *percent change* in households by tenure between 2024 and 2029 for each of the study areas.

Households by Tenure (2024)



Source: 2010 Census; 2020 Census; ESRI; Bowen National Research

Projected Percent Change in Households by Tenure (2024-2029)

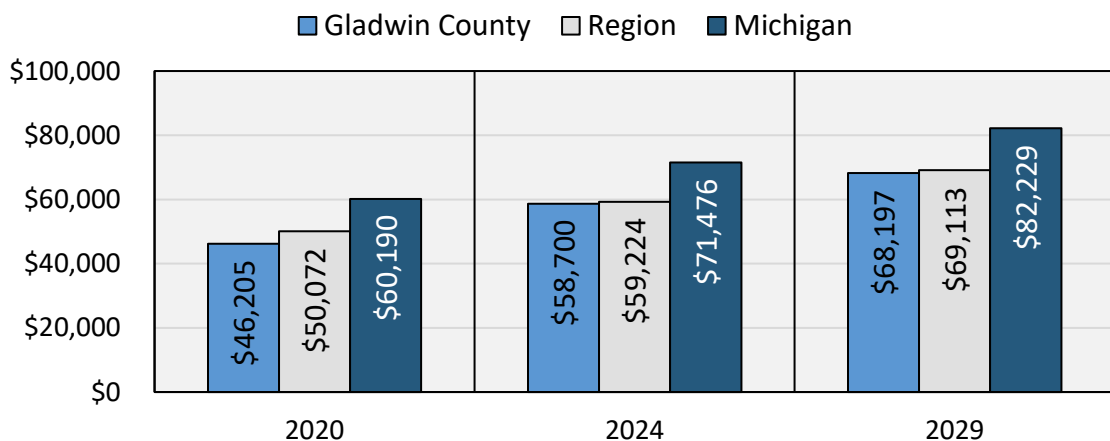


Source: 2010 Census; 2020 Census; ESRI; Bowen National Research

In 2024, the distribution of households by tenure in Gladwin County (85.7% owners and 14.3% renters) is much more heavily weighted toward owners when compared to the region and state. Over the next five years, it is projected that the number of owner households in Gladwin County will increase by 2.0%, while the number of renter households will decline by 4.0%. This is broadly consistent with the projected trends for the region and state between 2024 and 2029 and is reflective of larger demographic trends projected for the nation over the next five years. However, it is important to understand that housing demand is influenced by a variety of factors, which may include existing pent-up demand, substandard housing, housing cost burden, and/or other factors.

The following compares the *median household income* for each of the study areas from 2020 to 2029.

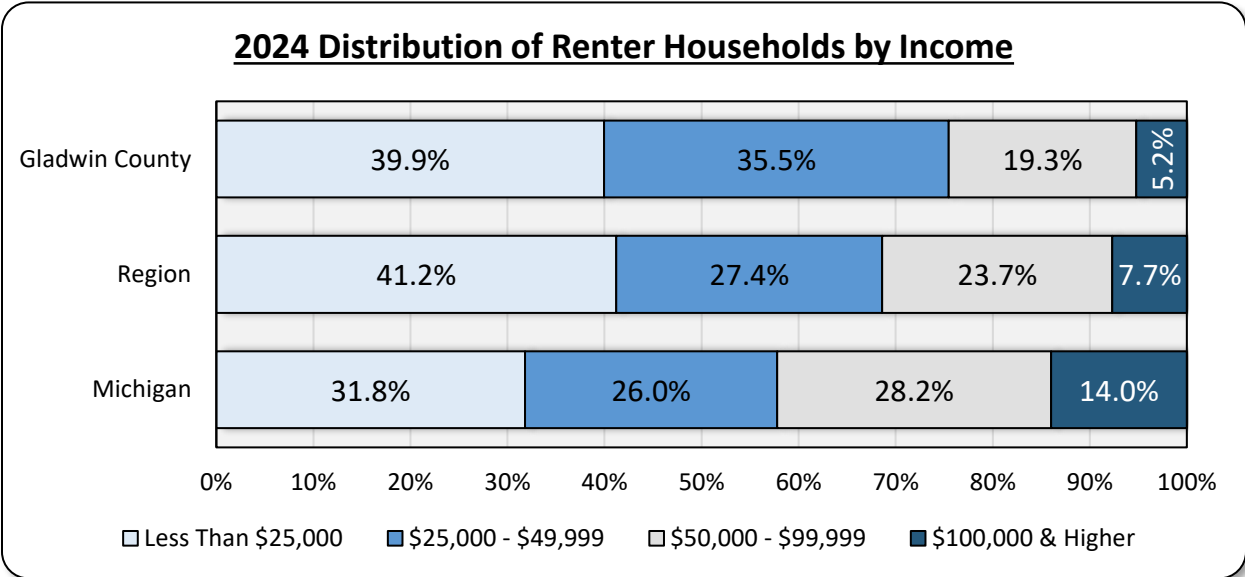
Median Household Income by Year



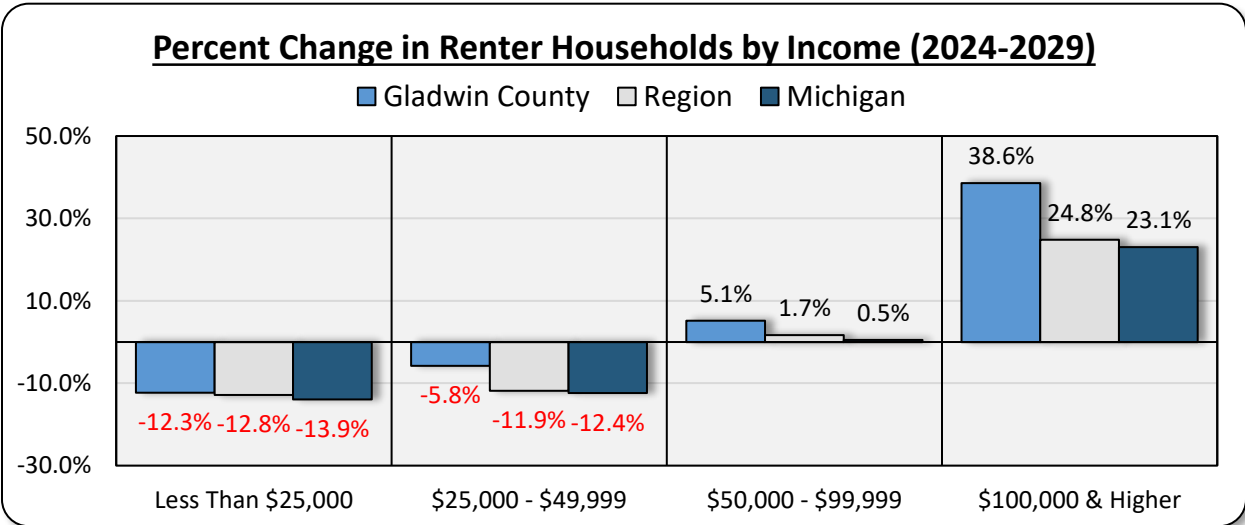
Source: 2020 Census; ESRI; Bowen National Research

As the preceding illustrates, the 2024 median household income in Gladwin County (\$58,700) is 17.9% lower than the statewide median household income. Over the next five years, it is projected that the median household income in Gladwin County will increase to \$68,197, or an increase of 16.2%. Regardless, the median household income in Gladwin County will remain generally similar to that of the region, although will continue to be well below that of the state through 2029, based on these projections.

The following graphs compare *renter households by income* for 2024 and 2029 and the projected *percent* change in renter households by income between 2024 and 2029 for each of the study areas.

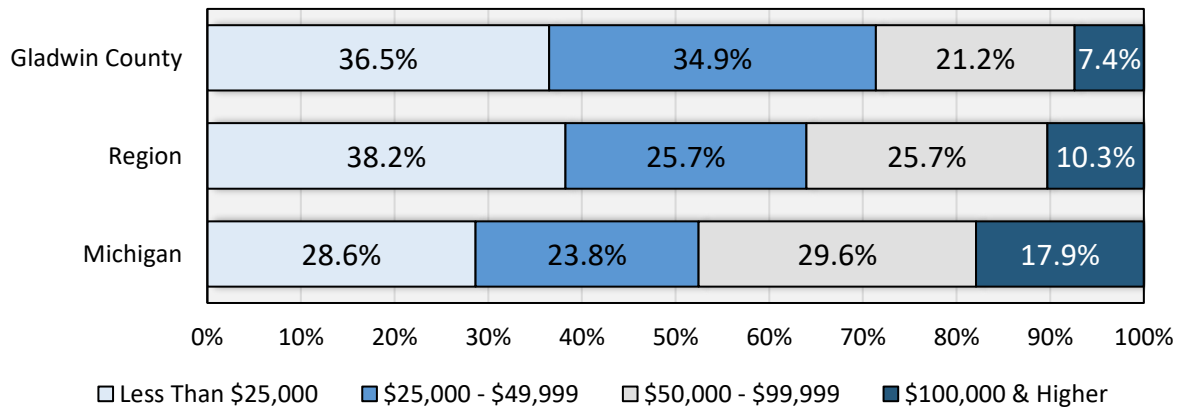


Source: 2020 Census; ESRI; Bowen National Research



Source: 2020 Census; ESRI; Bowen National Research

2029 Distribution of Renter Households by Income

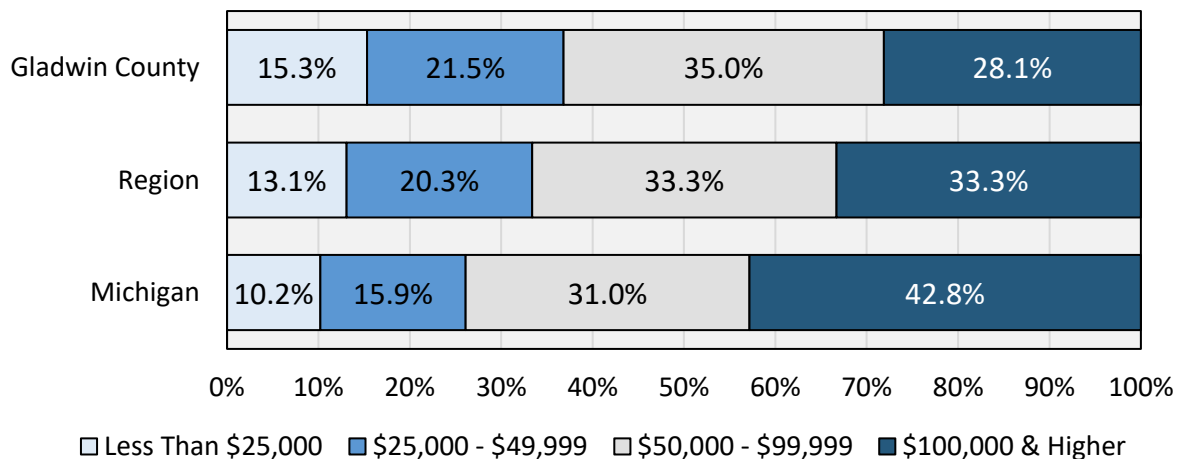


Source: 2020 Census; ESRI; Bowen National Research

In 2024, Gladwin County and Region G have higher shares (39.9% and 41.2%, respectively) of renter households with incomes less than \$25,000 when compared to the state of Michigan (31.8%). Between 2024 and 2029, renter household growth in Gladwin County is projected to be among households earning \$50,000 or higher, while those earning less than \$50,000 are projected to decline in number. Despite these changes, the vast majority (71.4%) of renter households in Gladwin County will continue to earn less than \$50,000, and 36.5% will continue to earn less than \$25,000 annually.

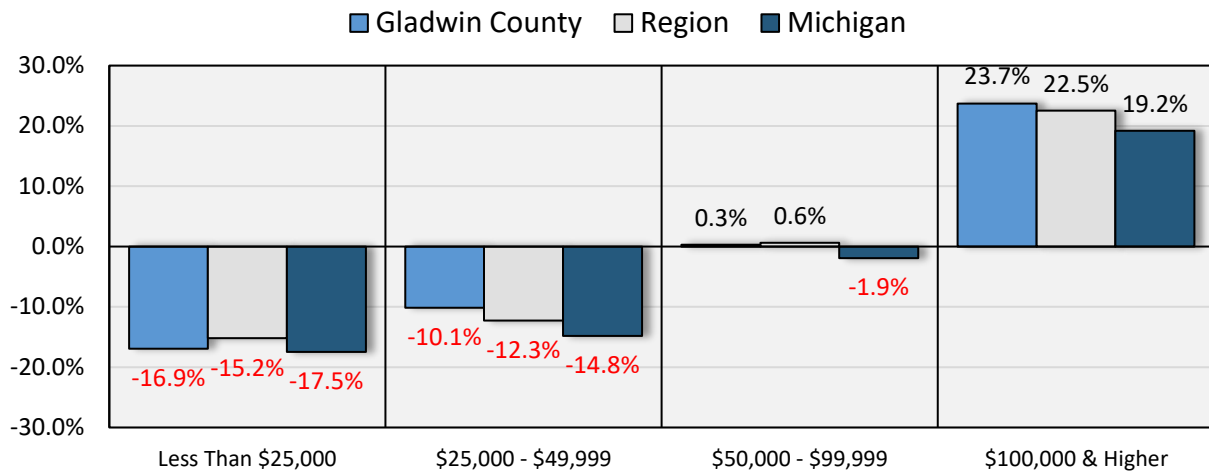
The following graphs compare *owner households by income* for 2024 and 2029 and the projected *percent* change in owner households by income between 2024 and 2029 for each of the study areas.

2024 Distribution of Owner Households by Income



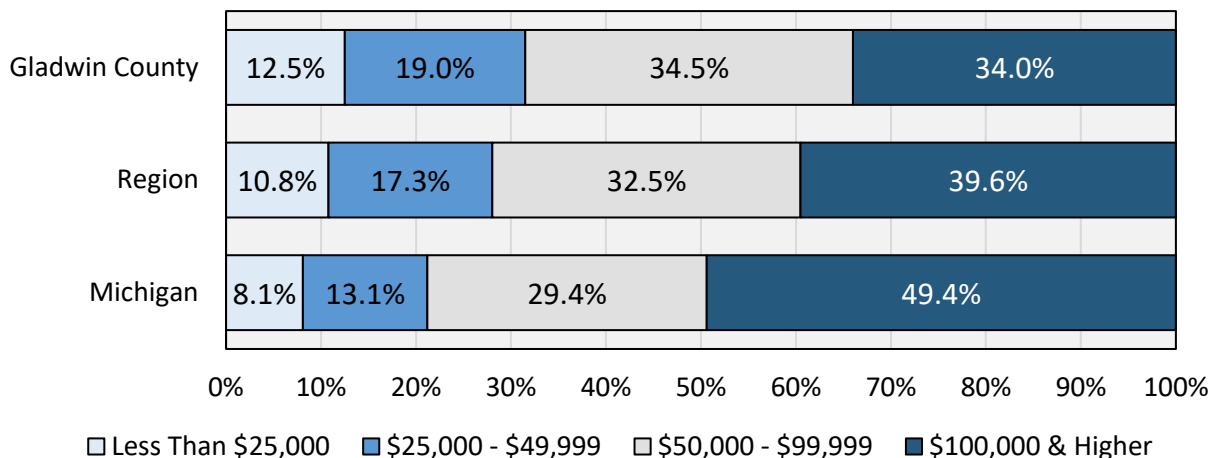
Source: 2020 Census; ESRI; Bowen National Research

Percent Change in Owner Households by Income (2024-2029)



Source: 2020 Census; ESRI; Bowen National Research

2029 Distribution of Owner Households by Income



Source: 2020 Census; ESRI; Bowen National Research

In 2024, nearly three-quarters (71.8%) of Gladwin County owner households earn less than \$100,000, which is a higher share compared to the region (66.7%) and state (57.1%). Overall, 36.8% of owner households in the county earn less than \$50,000 annually, which is also a larger share compared to both the region and state. Between 2024 and 2029, owner household growth is projected to be primarily among households earning \$100,000 or higher (23.7%), though marginal growth (0.3%) is projected for households earning between \$50,000 and \$99,999. Despite this increase among the highest earning cohort, approximately two-thirds (66.0%) of all owner households in Gladwin County will continue to earn less than \$100,000 through 2029, and nearly one-third (31.5%) will earn less than \$50,000 annually.

The following table illustrates the *components of population change* for Gladwin County, Region G, and the state of Michigan between April 2020 and July 2024. Note that data within this table is presented to illustrate the general contributing factors of population change in an area and overall changes may differ from other tables in this section due to differences in the source data and/or the exact time periods utilized. The estimate for each geography includes a *residual* value, which is the change that cannot be attributed to any specific component. The residual value adjusts the total population change for the given geography so that the sum of each county equals the state, and each state equals the total national population change.

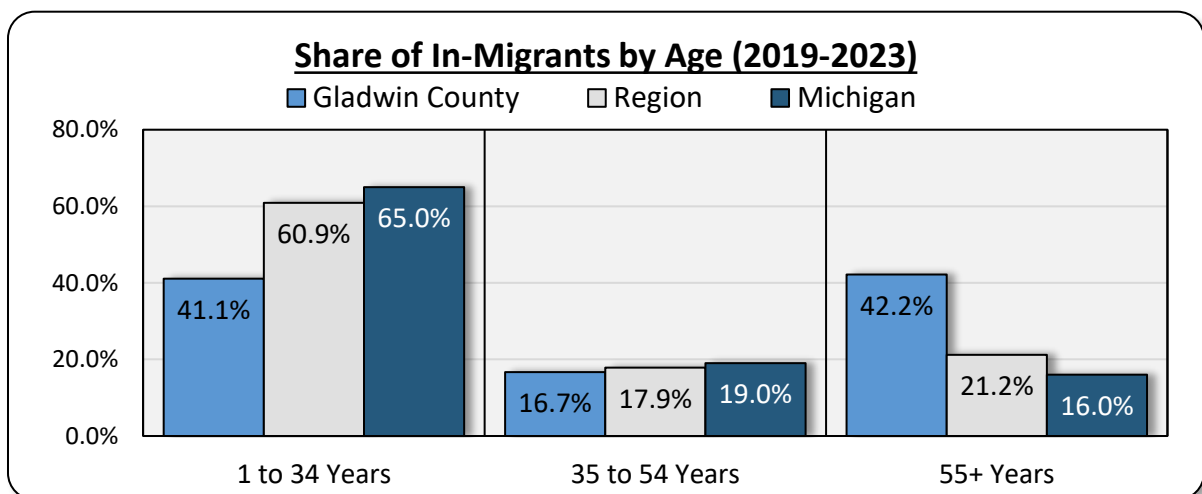
Estimated Components of Population Change by Area April 1, 2020 to July 1, 2024							
Area	Change		Components of Change				
	Number	Percent	Natural Change	Domestic Migration	International Migration	Net Migration	Residual*
Gladwin County	617	2.4%	-854	1,418	40	1,458	13
Region	-1,571	-0.3%	-8,077	4,109	2,306	6,415	91
Michigan	61,121	0.6%	-38,340	-67,785	164,465	96,680	2,781

Source: U.S. Census Bureau, Population Division, March 2025

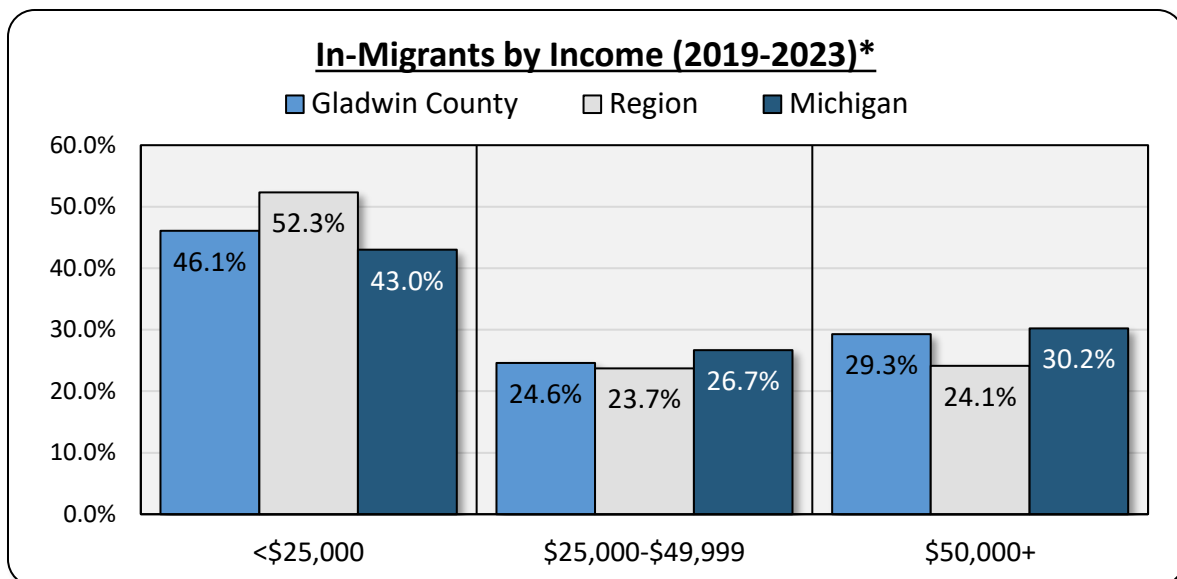
*Each geography includes residual representing the change that cannot be attributed to any specific demographic component

Based on the preceding data, Gladwin County experienced natural decrease (more deaths than births) between 2020 and 2024, while both domestic and international migration were positive. This is broadly similar to the region's components of change, which consisted of natural decrease, positive domestic migration and positive international migration. In order to improve upon natural change, it is critical for a geography to retain and attract young households to the area. While other factors such as employment can determine where a household ultimately chooses to reside, one of the key components to this decision in many instances is housing availability and affordability.

The following graphs illustrate the distribution of *in-migrants by age* and *by income* for each study area from 2019 to 2023. Note that the data illustrated in both graphs is based on *population*, not households.



Source: U.S. Census Bureau, 2023 5-Year ACS Estimates (S0701); Bowen National Research



Source: U.S. Census Bureau, 2023 5-Year American Community Survey (B07010); Bowen National Research

*Excludes population with no income

As the preceding data illustrates, the distribution of in-migrants by age for Gladwin County is generally evenly distributed between individuals less than 35 years of age (41.1%) and those aged 55 or older (42.2%). The share of in-migrants aged 55 or older is much higher than those of the region (21.2%) and state (16.0%), whereas the share of in-migrants less than 35 years of age (41.1%) is much lower than those of the region (60.9%) and state (65.0%). By comparison, only 16.7% of in-migrants to the county were between the ages of 35 and 54 years. In-migrants to Gladwin County generally earn less than in-migrants at the state level. Nearly one-half (46.1%) of in-migrants to Gladwin County earn less than \$25,000 annually, 24.6% earn between \$25,000 and \$49,999, and 29.3% earn \$50,000 or more. This distribution of the low- and middle-income cohorts within the county is generally similar to that of the state of Michigan. Although this data represents individual income rather than household income, this illustrates that a significant portion of the individuals relocating to Gladwin County earn low to moderate incomes and housing affordability is likely an important factor in relocation.

C. ECONOMY AND WORKFORCE ANALYSIS

Labor Force

The following table illustrates *the employment base by industry* for Gladwin County, Region G, and the state of Michigan. The top five industries by share of employment for each area are highlighted in **red** text.

NAICS Group	Employment by Industry					
	Gladwin County		Region		Michigan	
	Employees	Percent	Employees	Percent	Employees	Percent
Agriculture, Forestry, Fishing & Hunting	23	0.4%	1,317	0.5%	20,855	0.5%
Mining	0	0.0%	293	0.1%	4,899	0.1%
Utilities	35	0.5%	413	0.2%	11,620	0.3%
Construction	342	5.3%	9,321	3.7%	168,108	3.8%
Manufacturing	676	10.5%	24,332	9.6%	504,941	11.3%
Wholesale Trade	397	6.2%	13,192	5.2%	187,578	4.2%
Retail Trade	823	12.8%	34,111	13.5%	542,818	12.1%
Transportation & Warehousing	209	3.3%	5,984	2.4%	98,990	2.2%
Information	47	0.7%	3,423	1.4%	81,327	1.8%
Finance & Insurance	125	1.9%	6,344	2.5%	144,434	3.2%
Real Estate & Rental & Leasing	177	2.8%	4,351	1.7%	94,915	2.1%
Professional, Scientific & Technical Services	193	3.0%	8,207	3.2%	319,369	7.1%
Management of Companies & Enterprises	0	0.0%	126	0.0%	13,783	0.3%
Administrative, Support, Waste Management & Remediation Services	137	2.1%	7,057	2.8%	110,005	2.5%
Educational Services	443	6.9%	22,657	8.9%	386,042	8.6%
Health Care & Social Assistance	974	15.2%	51,542	20.3%	750,195	16.7%
Arts, Entertainment & Recreation	157	2.4%	8,471	3.3%	119,596	2.7%
Accommodation & Food Services	617	9.6%	23,391	9.2%	398,128	8.9%
Other Services (Except Public Administration)	484	7.5%	14,244	5.6%	272,318	6.1%
Public Administration	551	8.6%	14,335	5.7%	245,144	5.5%
Non-classifiable	8	0.1%	209	0.1%	5,515	0.1%
Total	6,418	100.0%	253,320	100.0%	4,480,580	100.0%

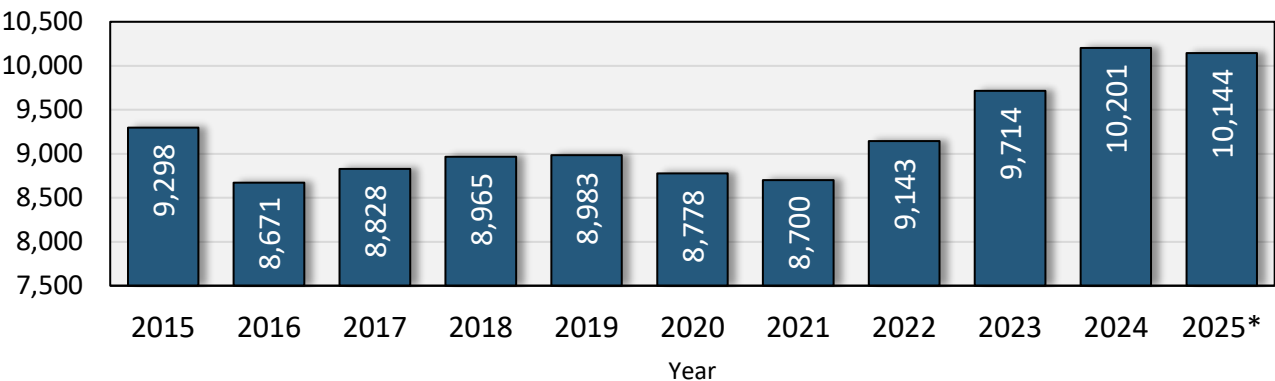
Source: 2020 Census; ESRI; Bowen National Research

Note: Since this survey is conducted of establishments and not of residents, some employees may not live within each market. These employees, however, are included in our labor force calculations because their places of employment are located within each market.

Gladwin County has an employment base of over 6,400 individuals within a broad range of employment sectors. The labor force within the area is based primarily in five sectors: Health Care & Social Assistance (15.2%), Retail Trade (12.8%), Manufacturing (10.5%), Accommodation & Food Services (9.6%) and Public Administration (8.6%). Combined, the top five job sectors represent 56.7% of the county's employment base.

Total employment reflects the number of employed persons who live within an area regardless of where they work. The following illustrates the ***total employment*** base for Gladwin County between 2015 and February 2025.

Total Employment - Gladwin County (2015-2025)

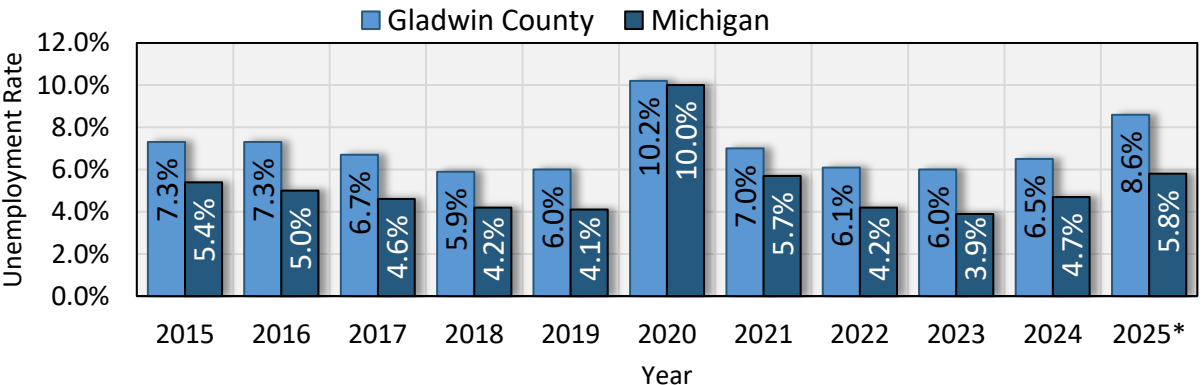


Source: Department of Labor; Bureau of Labor Statistics; Bowen National Research
*Through February

As the preceding illustrates, total employment within Gladwin County has trended downward between 2015 and 2019, representing an overall decrease of 3.4%. In 2020, total employment within the county decreased by another 2.3%, although this can be largely attributed to the economic impact of the COVID-19 pandemic. Following an additional 0.9% decrease in 2021, total employment has increased for three consecutive years. As of year-end 2024, total employment was 113.6% of the 2019 level. This represents the highest level of total employment in the county since 2015 and is a positive economic indicator for the local economy.

The following illustrates the ***annual unemployment rate*** for Gladwin County and the state of Michigan from 2015 to February 2025.

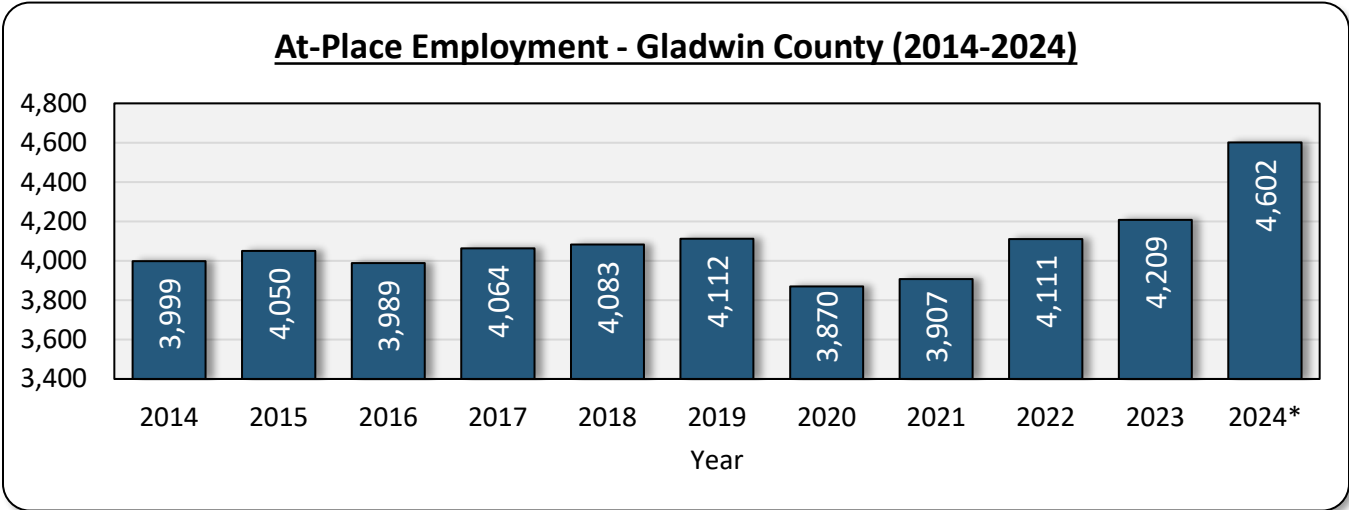
Annual Unemployment Rate (2015-2025)



Source: Department of Labor; Bureau of Labor Statistics; Bowen National Research
*Through February

As the preceding data shows, the unemployment rate in Gladwin County declined from 7.3% in 2015 to 6.0% in 2019. After the sharp increase in 2020, the unemployment rate in the county dropped back to 6.0% in 2023. However, the unemployment rate increased to 6.5% through 2024. While the unemployment rate in the state also increased in 2024, the rate within Gladwin County is higher than the state and has been above the statewide rate each year since 2015. This indicates that unemployment has historically been a challenge within the county.

At-place employment reflects the total number of jobs within the county regardless of the employee's county of residence. The following illustrates the total *at-place employment* base for Gladwin County from 2014 to September 2024.



Source: Department of Labor; Bureau of Labor Statistics; Bowen National Research
*Through September

As the preceding illustrates, at-place employment within Gladwin County increased by 2.8% between 2014 and 2019, or an average annual rate of approximately 0.5%. Between 2019 and 2020, at-place employment declined significantly by 5.9%, which can be largely attributed to the economic effects related to the COVID-19 pandemic. Through September 2024, at-place employment within the county is at 111.9% of the 2019 level and represents a 10-year high.

Economic Outlook

The Worker Adjustment and Retraining Notification (WARN) Act requires advance notice of qualified plant closings and mass layoffs. WARN notices were reviewed on March 18, 2025. According to the Michigan Department of Labor and Economic Opportunity and Michigan Department of Technology, Management & Budget, there have been no WARN notices reported for Gladwin County over the past 12 months.

The following tables summarize recent and ongoing economic development and infrastructure projects identified within Gladwin County.

Economic Development Activity – Gladwin County

Project Name / Location	Investment	Job Creation	Scope of Work/Details
MyMichigan Health Park Gladwin	N/A	N/A	The county's largest employer received approval on an expansion that will meet capacity needs in early 2025. MyMichigan Health Park employs 308 people within the county. ECD August 2025.
Saint Gobain Performance Plastics Manufacturing Beaverton	N/A	N/A	Planned expansion for automotive parts manufacturer. Currently employs 305 people.

N/A – Not Available; ECD – Estimated Completion Date

Infrastructure Projects – Gladwin County

Project Name / Location	Scope of Work	Status	Investment
Culvert Work Along M-61, M-30, M-20, and M-18 Gladwin, Beaverton & Edenville	MDOT started on a project to improve 76 miles of culverts in Gladwin and Midland counties. To include culver replacements, slope stabilization, scour countermeasures, lining, riprap, ditch cleanout, culvert cleanout, guardrail installation, and pavement marking work.	Under Construction as of April 2025. ECD October 2025.	\$6 million
Four Lakes Task Force/Flood Recovery & Resiliency Infrastructure Multiple Locations	Reconstruction and improvement of three dams within Gladwin County (Edenville, Secord, and Smallwood). Investment value reflects the latest cost estimate (October 2023) provided on Four Lakes Task Force website.	Final permits were approved early 2025. ECD 2027.	\$259.4 million

ECD – Estimated Completion Date

As the preceding illustrates, noteworthy expansions of the MyMichigan Health Park and Saint Gobain Performance Plastics Manufacturing were recently announced; however, information pertaining to the number of jobs expected to be created from these additions was not available. In addition, significant improvements for 76 miles of culverts in both Gladwin and Midland counties along State Routes 18, 20, 30 and 61 are underway. As part of the Four Lakes Task Force Flood Recovery & Resiliency Infrastructure project, nearly \$260 million will be invested in the reconstruction of Edenville, Secord, and Smallwood dams in Gladwin County, which should be completed in 2027.

Commuting Data

The ability of a person or household to travel easily, quickly, safely, and affordably throughout a market influences the desirability of a housing market. In addition, the individuals commuting into a market from neighboring markets represent a potential base of support for future residential development.

The following tables summarize two *commuting pattern attributes* (mode and time) for Gladwin County, Region G, and the state of Michigan.

Study Area		Commuting Mode					
		Drove Alone	Carpooled	Public Transit	Walked	Other Means	Worked at Home
Gladwin County	Number	7,415	666	4	184	199	663
	Percent	81.2%	7.3%	< 0.1%	2.0%	2.2%	7.3%
Region	Number	191,903	18,590	1,238	6,092	2,834	17,026
	Percent	80.7%	7.8%	0.5%	2.6%	1.2%	7.2%
Michigan	Number	3,557,296	375,519	56,353	96,131	56,391	471,483
	Percent	77.1%	8.1%	1.2%	2.1%	1.2%	10.2%

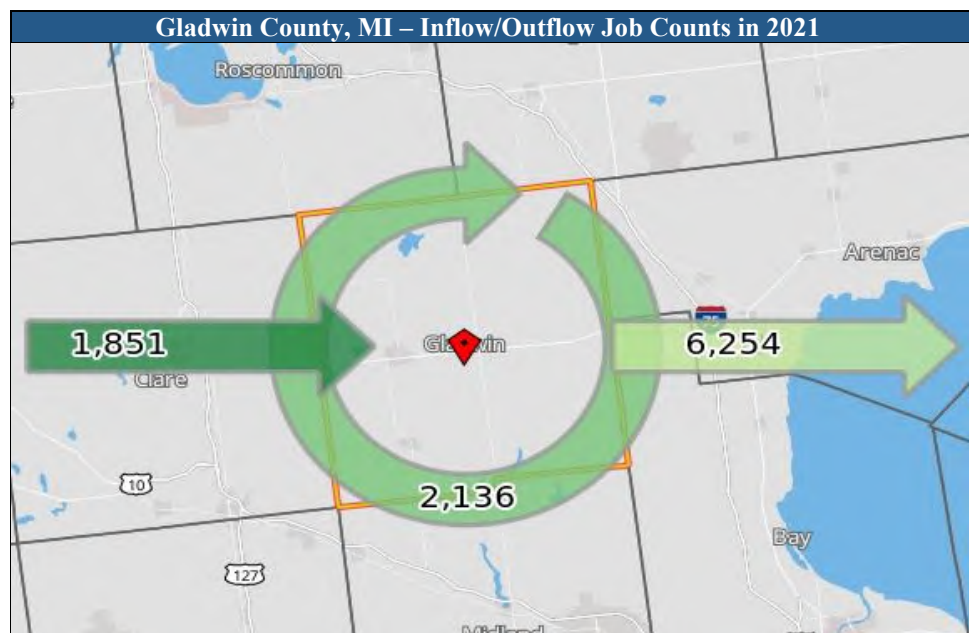
Source: ESRI; Bowen National Research

Study Area		Commuting Time					Worked at Home	Total
		Less Than 15 Minutes	15 to 29 Minutes	30 to 44 Minutes	45 to 59 Minutes	60 or More Minutes		
Gladwin County	Number	2,334	2,470	1,577	1,166	921	663	9,131
	Percent	25.6%	27.1%	17.3%	12.8%	10.1%	7.3%	100.0%
Region	Number	81,047	79,309	34,535	11,649	14,117	17,026	237,683
	Percent	34.1%	33.4%	14.5%	4.9%	5.9%	7.2%	100.0%
Michigan	Number	1,171,444	1,605,041	813,580	294,030	257,594	471,483	4,613,172
	Percent	25.4%	34.8%	17.6%	6.4%	5.6%	10.2%	100.0%

Source: ESRI; Bowen National Research

As the preceding illustrates, 88.5% of individuals in Gladwin County utilize their own vehicles or carpool to work and 7.3% work from home. Given the rural nature of most of the county, it is not surprising that very small shares of county residents either utilize public transit or walk to work. Overall, 52.7% of commuters have commute times of less than 30 minutes to their place of employment. While the majority of individuals in the county have relatively short commute times, a noteworthy share (10.1%) has commute times of 60 minutes or more, which is much larger than the shares for the region (5.9%) and the state (5.6%).

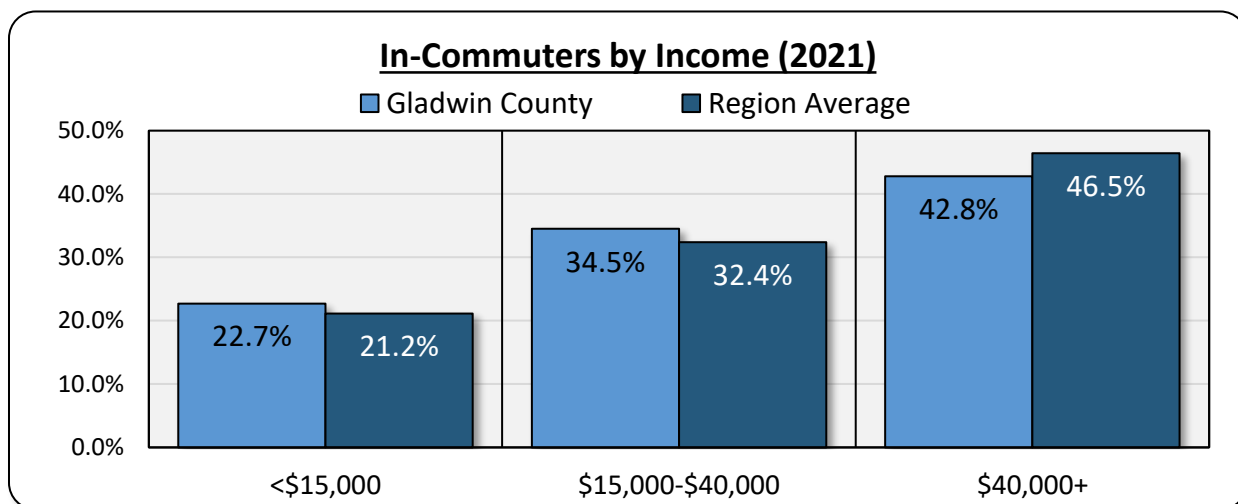
The following illustrates the overall *commuter flow* for Gladwin County based on 2021 U.S. Census Longitudinal Origin-Destination Employment Statistics (LODES) data.



Source: U.S. Census, Longitudinal Origin-Destination Employment Statistics (LODES); Bowen National Research

Of the approximately 3,987 persons *employed* in Gladwin County in 2021, 46.4% originate from outside the county, while 53.6% live within the county. Over 6,250 residents of the county commute to surrounding areas daily for employment. Regardless, the 1,851 non-residents who work in the area represent a substantial base of potential support for future residential development within Gladwin County.

The following compares the distribution of *in-commuters by annual income* for Gladwin County and Region G (region average).

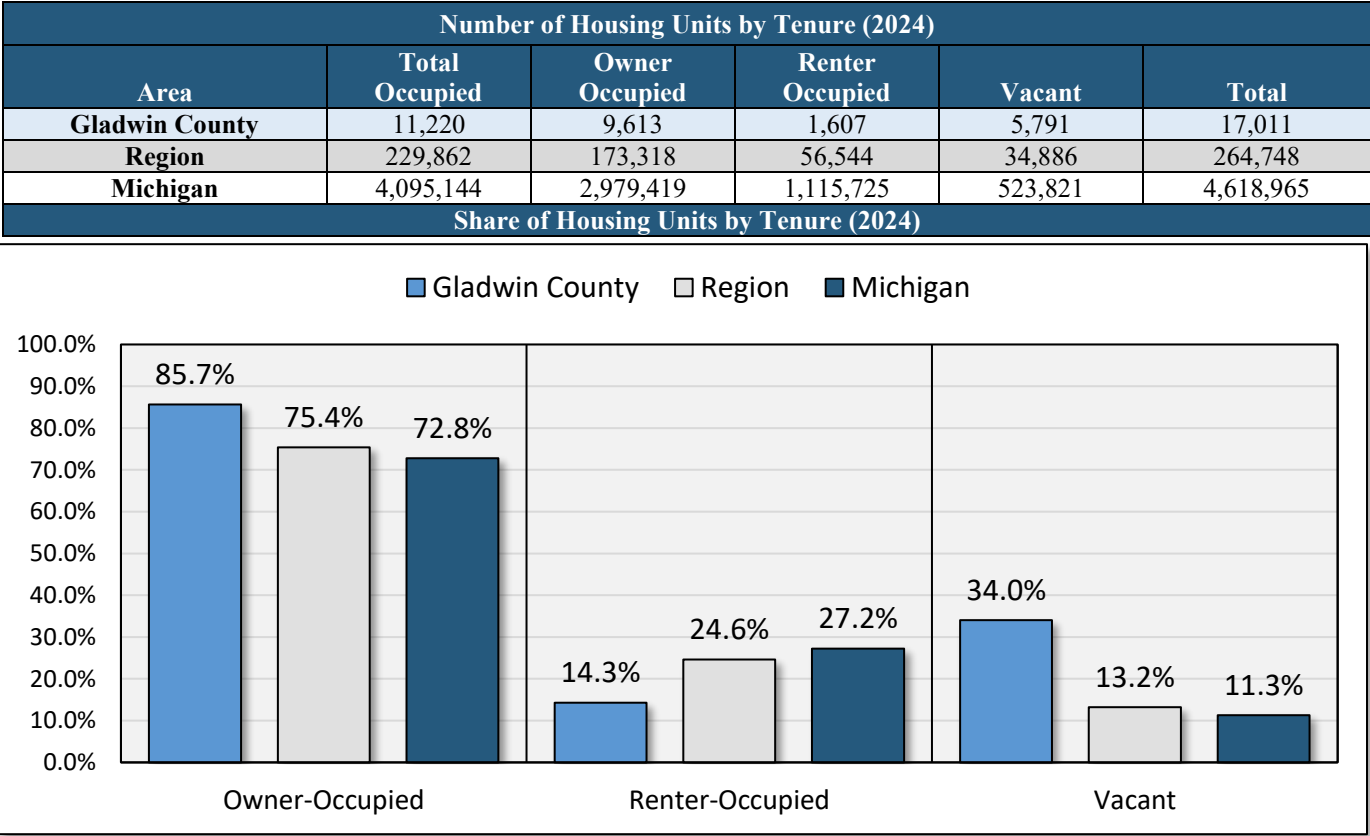


Source: U.S. Census, Longitudinal Origin-Destination Employment Statistics (LODES); Bowen National Research

The preceding shows that in-commuters to Gladwin County that earn \$40,000 or more annually represent the largest share of in-commuters (42.8%). In-commuters to the county that earn between \$15,000 and \$40,000 represent the second largest share (34.5%), while those earning below \$15,000 represent nearly one-quarter (22.7%) of the county’s in-commuters. Although the largest share of in-commuters earn \$40,000 or more, the data indicates there is a higher proportion of low- and middle-income in-commuters within Gladwin County when compared to the regional average. Regardless, a variety of housing types could be developed to potentially attract some of the 1,851 in-commuters to live within Gladwin County. We accounted for a portion of the in-commuters as additional household growth in the housing gaps shown later in this overview.

D. HOUSING METRICS

The estimated distribution of the area *housing stock by occupancy/tenure status* for each study area for 2024 is illustrated in the following table and graph:



Source: 2020 Census; ESRI; Bowen National Research

Of the 11,220 total *occupied* housing units in Gladwin County, 85.7% are owner occupied and 14.3% are renter occupied. This is a higher proportion of owner-occupied units when compared to the region and state. Among the 17,011 total housing units in Gladwin County, approximately 34.0% (5,791 units) are classified as vacant. This is an exceptionally high share compared to the region (13.2%) and state (11.3%).

It should be noted that vacant units are comprised of a variety of units including abandoned properties, unoccupied rentals, for-sale homes, and seasonal housing units. According to 2019-2023 American Community Survey estimates (Table ID B25004), 91.9% of vacant housing units in Gladwin County are classified as seasonal/recreational units. As such, the vast majority of vacant units in Gladwin County are not housing units that are available for permanent occupancy. This also suggests that seasonal housing, second homes, and/or short-term vacation rentals have a significant influence on the county's housing market.

The following table compares key *housing age and conditions* estimates based on American Community Survey and ESRI data. Housing units built over 50 years ago (pre-1970), overcrowded housing (1.01+ persons per room), or housing that lacks complete indoor kitchens or bathroom plumbing are illustrated by tenure. It is important to note that some occupied housing units may have more than one housing issue.

	Housing Age and Conditions (2024)											
	Pre-1970 Product				Overcrowded				Incomplete Plumbing or Kitchen			
	Renter		Owner		Renter		Owner		Renter		Owner	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Gladwin County	619	42.1%	2,855	29.8%	41	2.8%	236	2.5%	92	6.2%	421	4.4%
Region	24,075	42.6%	83,249	48.6%	927	1.6%	1,944	1.1%	1,258	2.2%	1,456	0.8%
Michigan	496,850	44.8%	1,392,778	47.3%	31,042	2.8%	33,798	1.1%	21,323	1.9%	19,540	0.7%

Source: American Community Survey; ESRI; Bowen National Research

In Gladwin County, 42.1% of the renter-occupied housing units and 29.8% of the owner-occupied housing units were built prior to 1970. Both shares are smaller than the regional and statewide shares and represent an inventory of comparably newer housing units. The shares of overcrowded renter housing units (2.8%) and owner housing units (2.5%) are greater than or equal to the region and statewide shares. The shares of renter- and owner-occupied units with incomplete plumbing or kitchens (6.2% and 4.4%, respectively) are well above the region and statewide shares.

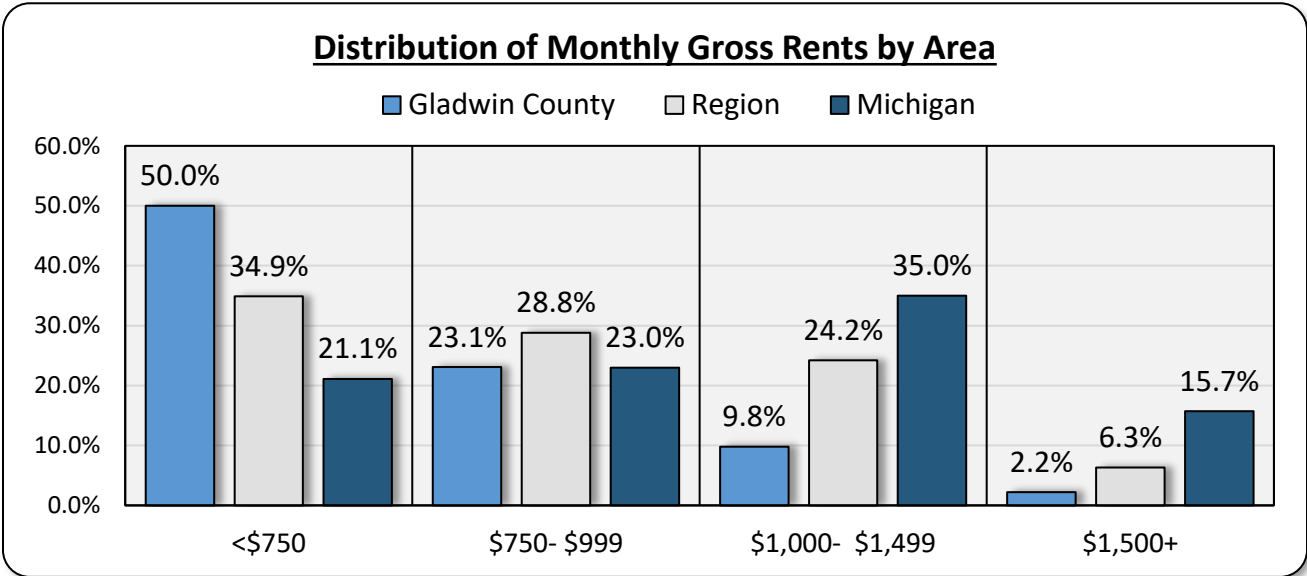
The following table compares key household income, housing cost, and housing affordability metrics. It should be noted that cost burdened households pay over 30% of income toward housing costs, while severe cost burdened households pay over 50% of income toward housing.

	Household Income, Housing Costs and Affordability							
	Total Households (2024)	Median Household Income (2024)	Estimated Median Home Value (2024)	Average Gross Rent (2022)	Share of Cost Burdened Households (2023)		Share of Severe Cost Burdened Households (2023)	
					Renter	Owner	Renter	Owner
Gladwin County	11,220	\$58,700	\$181,098	\$680	35.6%	22.4%	13.5%	9.6%
Region	229,862	\$59,224	\$172,642	\$844	46.7%	17.6%	24.1%	7.3%
Michigan	4,095,144	\$71,476	\$249,290	\$1,037	45.8%	19.1%	23.7%	7.9%

Source: American Community Survey; ESRI; Bowen National Research

The estimated median home value in Gladwin County of \$181,098 is 27.4% lower than the median home value for the state, while the average gross rent of \$680 in the area is 34.4% lower than the state. With a median household income of \$58,700 in Gladwin County, approximately 35.6% of renter households and 22.4% of owner households are housing cost burdened. As a result, there are roughly 572 renter households and 2,153 owner households in Gladwin County that are housing cost burdened, of which 217 renter households and 923 owner households are *severe* cost burdened (paying more than 50% of income toward housing costs). As such, affordable housing alternatives should be an integral part of future housing solutions within the county.

The following graph illustrates the *distribution of monthly gross rents* (per unit) for rental alternatives within each of the study areas. Note that this data includes both multifamily rentals and non-conventional rentals (four units or less within a structure and mobile homes). Overall, 67.3% of all rental units in Gladwin County are classified as non-conventional, while the remaining 32.7% are multifamily rentals. Note that gross rents include tenant-paid rents and tenant-paid utilities.



Source: American Community Survey (2018-2022); ESRI; Bowen National Research
*Excludes rentals classified as “No Cash Rent”

As the preceding illustrates, approximately 50.0% of Gladwin County rental units have rents less than \$750, followed by units with rents between \$750 and \$999 (23.1%). Although considerably less in share, 9.8% of rentals in the area have rents between \$1,000 and \$1,499. Compared to the region and state, the distribution of gross rental rates in Gladwin County is much more heavily weighted toward the lowest priced product (less than \$750). While this illustrates the dominance of lower-priced product in the county, the data also illustrates that some opportunities exist for moderate and higher-priced product.

Bowen National Research's Survey of Housing Supply

Multifamily Rental Housing

A field survey of multifamily rental properties was conducted as part of the Region G Housing Needs Assessment. The following table summarizes the surveyed ***multifamily rental supply by project type*** for Gladwin County and Region G. Note that vacancy rates below 1% are illustrated in **red** text.

	Surveyed Multifamily Rental Housing Supply by Area									
	Projects Surveyed	Total Units	Vacant Units	Overall Vacancy Rate	Vacancy Rate by Program Type			Wait Lists by Property Type*		
					Market- Rate	Tax Credit	Government Subsidized	Market- Rate	Tax Credit	Government Subsidized
Gladwin County	9	259	3	1.2%	2.9%	-	0.0%	18 HH	-	167 HH
Region	186	16,332	366	2.2%	3.1%	2.1%	0.2%	62 HH	894 HH	961 HH

Source: Bowen National Research

*Total number of households on wait lists; HH - Households

In Gladwin County, a total of nine apartment properties were surveyed, comprising a total of 259 units. Overall, the multifamily units are 98.8% occupied, with a total of only three vacancies. Typically, in a well-balanced and healthy market, multifamily rentals should have an overall occupancy rate between 94% and 96%. As such, the occupancy rate within Gladwin County is considered high and indicates a shortage of available multifamily rentals. Among specific program types, the market-rate units are 97.1% occupied and government-subsidized units are 100.0% occupied. These very high occupancy rates and the presence of wait lists among both market-rate and subsidized product are evidence of pent-up demand for multifamily rentals for a variety of income levels within Gladwin County. This may represent a future development opportunity within the county.

The following table illustrates the ***median rent by bedroom/bathroom type*** for the surveyed *market-rate* units in Gladwin County, when applicable. Note that no Tax Credit units were surveyed in Gladwin County. However, the data for the region is included to illustrate the *range* of median rents for the eight counties included in the region for each bedroom configuration.

Median Rents by Program Type and Bedroom/Bathroom Type				
Area	One-Br/ 1.0-Ba	Two-Br/ 1.0-Ba	Two-Br/ 2.0-Ba	Three-Br/ 1.5-Ba
Market-Rate				
Gladwin County	\$750	\$830	-	\$998
Region (Range)	\$750-\$890	\$800-\$984	\$840-\$2,349	\$998-\$1,180
Tax Credit				
Gladwin County	-	-	-	-
Region (Range)	\$597-\$820	\$700-\$900	\$828-\$999	\$903-\$1,092

Source: Bowen National Research

As the preceding illustrates, the median rent for the typical *market-rate* unit in Gladwin County ranges between \$750 (one-bedroom/1.0-bathroom) and \$998 (three-bedroom/1.5-bathroom). When compared to the market-rate units within the region, the median rents in Gladwin County are among the lowest, if not *the lowest* median rents for Region G. This indicates that multifamily rental units in Gladwin County are generally affordable, though the lack of available units and the absence of Tax Credit units indicate that low-income households in the county likely struggle to locate available multifamily rentals. As such, low-income households may seek rental alternatives among the non-conventional supply, which also has very limited availability and generally higher median rents compared to the multifamily units. This can result in a higher share of cost burdened households in an area, or in some instances, may cause households to relocate outside of an area to find more affordable housing choices.

Non-Conventional Rental Housing

Non-conventional rentals are considered rental units typically consisting of single-family homes, duplexes, units over store fronts, and mobile homes and account for 67.3% of the total rental units in Gladwin County.

During May 2025, Bowen National Research conducted an online survey and identified nine non-conventional rentals that were listed as *available* for rent in Gladwin County. Given the small sample size (0.9% of the total non-conventional rentals), it is difficult to form broad conclusions regarding the overall inventory of non-conventional rentals in the market.

The following table illustrates the vacancy rates, which compares the number of identified *vacant* non-conventional rentals to the *total number* of non-conventional rentals based on the American Community Survey, for Gladwin County and Region G.

Non-Conventional Rentals Overview			
Area	Non-Conventional Rentals*	Identified Vacant Units	Vacancy Rate
Gladwin County	991	9	0.9%
Region	33,320	161	0.5%

Source: American Community Survey (2019-2023); ESRI; Bowen National Research
*ACS reported number of rental units within structures of four units or less and mobile homes

With a total of nine available units identified, Gladwin County has an overall vacancy rate of just 0.9% for non-conventional rentals, which is higher than the 0.5% vacancy rate for Region G. Regardless, this is well below the optimal range of 4% to 6% for non-conventional rentals and indicates a significant lack of available non-conventional supply in the area.

A summary of the available ***non-conventional rental*** units in Gladwin County, which includes bedroom type and median rents follows:

Available Non-Conventional Rental Supply – Gladwin County			
Bedroom	Vacant Units	Rent Range	Median Rent
One-Bedroom	1	\$700	\$700
Two-Bedroom	2	\$1,000 - \$1,350	\$1,175
Three-Bedroom	4	\$1,000 - \$1,900	\$1,225
Four-Bedroom	2	\$1,350 - \$2,700	\$2,025
Total	9		

Source: Zillow; Apt.com; Trulia; Realtor.com; Facebook

Among the nine available non-conventional rentals in Gladwin County, the one-bedroom unit has an advertised rent of \$700, the two-bedroom units are listed between \$1,000 and \$1,350, the three-bedroom units are between \$1,000 and \$1,900, and the four-bedroom units are between \$1,350 and \$2,700. Although the rent for the one-bedroom unit is comparable to the rent for a multifamily rental, this does not include utility costs, which are typically \$200 or more. As such, the overall monthly costs for the nine available non-conventional rentals are higher than the comparable multifamily rentals. As previously stated, it is not possible to draw broad conclusions regarding the overall non-conventional market from such a small sample size, other than to conclude there is a significant lack of availability.

For-Sale Housing

The following table summarizes the *recently sold* (between January 1, 2022 and March 19, 2025) and *available* (as of March 19, 2025) for-sale housing stock for Gladwin County and Region G.

Sold/Currently Available For-Sale Housing Supply*		
Status	Number of Homes	Median Price
Gladwin County		
Sold	1,167	\$175,000
Available	87	\$221,900
Region G		
Sold	16,468	\$162,000
Available	876	\$199,700

Source: Redfin.com & Bowen National Research

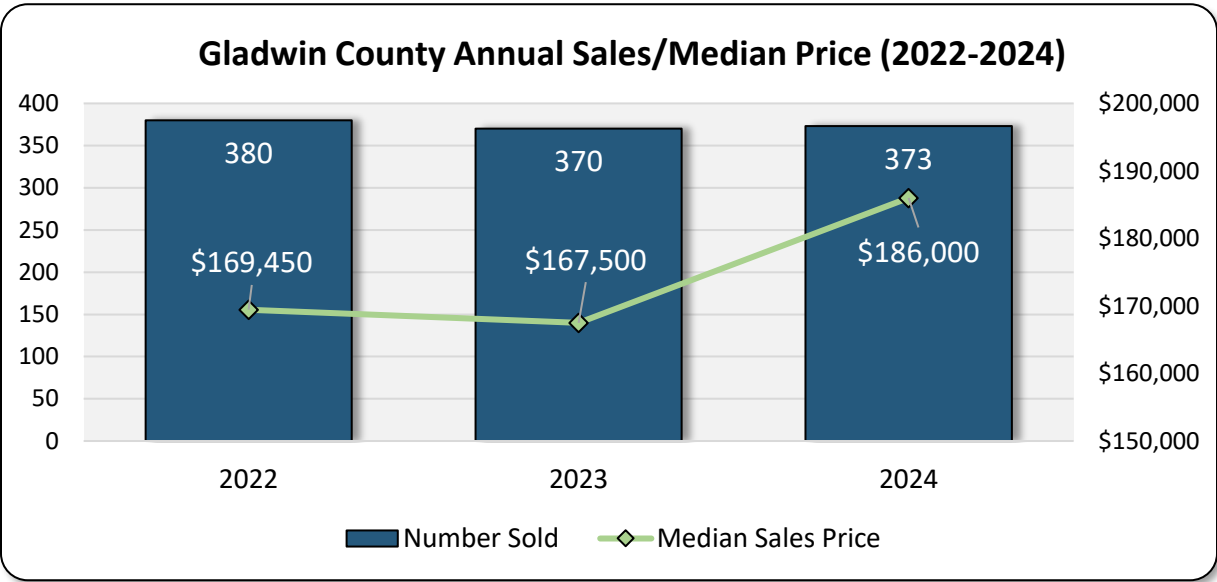
*Historical sales (sold) from January 1, 2022 to March 19, 2025; Available supply as of March 19, 2025

Historical sales from January 2022 to March 2025 in Gladwin County consisted of 1,167 homes with a median sales price of \$175,000. The available for-sale housing stock in Gladwin County as of March 19, 2025 consists of 87 total units with a median list price of \$221,900. This represents a higher median list price compared to the available for-sale homes in Region G (\$199,700).

The following table and graph summarize *historical sales volume* and *median sales price* by year from January 2022 through December 2024.

Sales History/Median Sales Price by Year – Gladwin County (January 1, 2022 to December 31, 2024)				
Year	Number Sold	Percent Change	Median Sales Price	Percent Change
2022	380	-	\$169,450	-
2023	370	-2.6%	\$167,500	-1.2%
2024	373	0.8%	\$186,000	11.0%

Source: Redfin.com & Bowen National Research



As the preceding illustrates, the volume of home sales in Gladwin County decreased by 2.6% between 2022 and 2023, followed by a 0.8% increase in 2024. While the median sales price decreased slightly in 2023, the median sales price in 2024 increased 11.0% year over year. Collectively, the median sales price of homes sold in Gladwin County increased by 9.8% between January 2022 and December 2024.

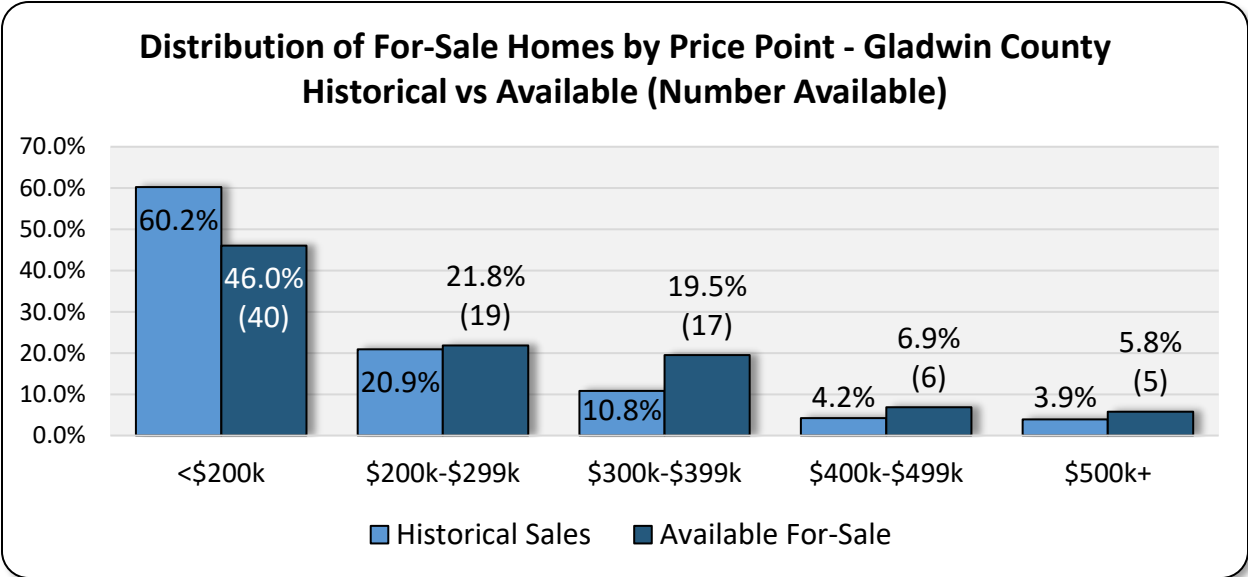
The following table provides various housing market metrics for the *available* for-sale homes in Gladwin County and Region G as of March 19, 2025. Note that availability rates below 1% and Months Supply of Inventory (MSI) numbers less than two months are highlighted in **red** text.

Available For-Sale Housing (As of March 19, 2025)								
Area	Total Available Units	Share of Region	Availability Rate	Months Supply of Inventory	Median List Price	Average Square Feet	Average Year Built	Average Days on Market
Gladwin County	87	9.9%	0.9%	2.9	\$221,900	1,462	1977	96
Region	876	100.0%	0.5%	2.0	\$199,700	1,590	1963	90

Source: Redfin.com & Bowen National Research

The 87 available for-sale homes in Gladwin County represent 9.9% of the total available for-sale homes in Region G. These homes equate to an availability rate of 0.9% when compared to the 9,613 owner-occupied units in the county. Based on recent sales history, this inventory represents 2.9 *Months Supply of Inventory* (MSI). Typically, in healthy, well-balanced markets, approximately 2% to 3% of the for-sale housing stock should be available for purchase and there should be between four and six months of available inventory to allow for inner-market mobility and household growth. The available for-sale homes in Gladwin County have a median list price of \$221,900, an average number of days on market of 96 days, and an average year built of 1977. The data illustrates that there is a limited number of homes available for sale in the county compared to the overall inventory of owner-occupied homes. Regardless, the average number of days on market is relatively low and indicates a healthy level of demand exists in the county. This limited inventory of available for-sale homes combined with a low average number of days on market has likely contributed, at least in part, to the increase in for-sale pricing since 2022.

The following graph compares the distribution of *historical* and *available* for-sale residential units by *price point* for Gladwin County:



Source: Redfin.com & Bowen National Research

As the preceding illustrates, the share of *available* for-sale homes priced under \$200,000 (46.0%) is lower than the corresponding share of recent *historical* sales (60.2%). Conversely, all available for-sale price cohorts above \$200,000 have increased in share compared to recent historical sales. While there is still a notable share of affordably priced homes in the county, there is an overall limited supply of available for-sale homes. A limited supply combined with strong demand can result in rapidly increasing prices and limits the options available for prospective homebuyers that may want to relocate to the county.

Planned & Proposed

In addition to the surveys of each housing type within this overview, Bowen National Research attempted to conduct interviews with representatives of area building and permitting departments and performed extensive online research to identify residential projects either planned for development or currently under construction within Gladwin County. During this process there was one multifamily rental housing project identified within the development pipeline in Gladwin County. Although no for-sale housing developments were identified, it should be noted that additional projects may have been introduced into the pipeline since the research was completed.

Multifamily Rental Housing Development – Gladwin County				
Project Name & Address	Type	Units	Developer	Status/ Details
Village North II 519 Clendening Road Gladwin	Tax Credit	29	DeShano Development Corporation	Under Construction: Allocated Tax Credit funding in 2023; Two- & three-bedrooms; ECD late 2025.

ECD – Estimated Completion Date

Development Opportunities

Based on a review of a variety of resources, potential development opportunities (sites) were identified in the subject market. This likely does not represent all development opportunities within the area. Note that the Map Code number for each site corresponds to the Development Opportunity Locations Map included on page VII-12.

Development Opportunity Sites – Gladwin County						
Map Code	Street Address	Location	Year Built	Building Size (Square Feet)	Land Size (Acres)	Zoning District (Zoning Jurisdiction)
55	1445 M-30	Gladwin	N/A	6,500	17.00	B-2 General Business District (Gladwin County)

Sources: LoopNet, Realtor.com, Michigan Economic Development Corporation, County Equalization and GIS websites

Note: Total land area includes total building area; Location reflects postal address of site; Zoning jurisdiction reflects specific municipality or township

N/A – Not Available

Overall, there was one development opportunity site identified within Gladwin County, comprising 17 acres of land and consisting of a building approximately 6,500 square feet in size. This property is zoned General Business.

E. HOUSING GAP

Based on ESRI household projections from 2024 to 2029, which is the most up-to-date version available, and taking into consideration the housing data from our field survey of area housing alternatives, we are able to project the potential number of new housing units that are needed (housing gap) in Gladwin County. The following paragraph summarizes the metrics used in our demand estimates.

We included renter and owner household growth, the number of units required for a balanced market, the need for replacement of substandard housing, commuter/external market support, severe cost-burdened households, and step-down support as the demand components in our estimates for new rental and for-sale housing units. As part of this analysis, we accounted for vacancies reported among both renter- and owner-occupied housing alternatives, considered applicable units in the development pipeline, and concluded this analysis by providing the number of units that are needed by different income segments, rent levels, and purchase price points.

Gladwin County has an overall five-year housing gap of 1,403 units, with a gap of 258 rental units and a gap of 1,145 for-sale units. The following table summarizes the rental and for-sale housing gaps by income and affordability levels for Gladwin County.

Gladwin County Housing Gap Estimates (2024 to 2029)					
Percent of AMHI	≤60%	61%-80%	81%-120%	121%+	Total Housing Gap
Household Income	≤\$49,140	\$49,141-\$65,520	\$65,521-\$98,280	\$98,281+	
Rent Range	≤\$1,229	\$1,230-\$1,638	\$1,639-\$2,457	\$2,458+	
Price Range	≤ \$163,800	\$163,801-\$218,400	\$218,401-\$327,600	\$327,601+	
Total Rental Housing Gap	185	16	42	15	
Total For-Sale Housing Gap	135	163	550	297	1,145

Source: Bowen National Research

AMHI – Area Median Household Income

*Based on HUD limits for Gladwin County (4-person limit)

As the preceding table illustrates, the projected housing gaps encompass a variety of affordability levels for both rental and for-sale housing product. It appears the greatest *rental* housing gap in Gladwin County is for product serving households earning up to 60% of AMHI (rents up to \$1,229). The greatest *for-sale* housing gap in the county is for product priced between \$218,401 and \$327,600, which is affordable to households earning between \$65,521 and \$98,280 (between 81% and 120% of AMHI). Although development within Gladwin County should be prioritized to the housing product showing the greatest gaps, it appears efforts to address housing should consider most rents and price points across the housing spectrum. The addition of a variety of housing product types and affordability levels would enhance the subject market's ability to attract potential workers and help meet the changing and growing housing needs of the local market.

F. STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS (SWOT)

A SWOT analysis often serves as the framework to evaluate an area's competitive position and to develop strategic planning. It considers internal and external factors, as well as current and future potential. Ultimately, such an analysis is intended to identify core strengths, weaknesses, opportunities, and threats that can lead to strategies that can be developed and implemented to address local housing issues.

The following is a summary of key findings from this SWOT analysis for Gladwin County.

SWOT Analysis	
Strengths	Weaknesses
• Low population density may be attractive to individuals looking for a particular type of lifestyle • 1.1% projected increase in households over the next five years, with notable increases in households aged 55+, as well as those between the ages of 25 and 44 • Projected increase in higher income renter and owner households between 2024 and 2029 • Positive domestic and international migration • Notable share (41.1%) of in-migrants are under the age of 35 (can improve natural population change) • Overall affordability of housing in the county • An expanding employment base, with additional expansion projects within the pipeline, will continue to create a positive environment for the local housing market	• Low shares of educational attainment within the county • Low median household income and high poverty level for overall population and population less than 18 years of age • Recent history of natural decrease in population (more deaths than births) • High unemployment rate compared to the state • Generally high shares of overcrowded and substandard housing compared to both the region and state • Limited multifamily rental supply and low availability of rental and for-sale units • General lack of development opportunities identified in the county
Opportunities	Threats
• Housing need of 258 rental units (2024-2029) • Housing need of 1,145 for-sale units (2024-2029) • Attract some of the 1,851 commuters coming into the county for work to live in the county • Recent improvements in employment metrics can be leveraged to attract additional households to the county • Low availability among both for-sale and rental supply may indicate development opportunities, particularly options for senior households	• The 16.1% increase projected for seniors aged 75 and older in the next five years may result in availability issues for senior-oriented housing • County risks losing some of the 6,254 residents that commute out of the county for employment • Influence of seasonal/recreational housing

While Gladwin County's population base has been trending downward since 2010, a trend that is projected to continue through 2029, households within the county have been experiencing consistent growth during the same timeframe. Notably, households within the county are projected to increase by 1.1% between 2024 and 2029. The median household income in the county is relatively low and the poverty rate is high compared to the state. Some of this may be partially attributed to lower overall educational attainment, which likely constrains household income potential. There is low availability among all housing alternatives in the county, which likely indicates there is a significant level of demand. The area offers relatively affordable housing and a low population density, which is attractive to many households. Due to the recent improvements in employment metrics, the county has some notable competitive strengths. There is a total housing gap of 1,403 units in the county, a projected increase in households aged 55 or older, as well as those between the ages of 25 and 44, and a significant base of in-commuters who work within the county. These represent opportunities to increase the number of households and potential future development opportunities within the county.