



Peosta Forward! Vision for the City of Peosta

The City of Peosta will be a self-sustaining community of engaged leaders, providing a safe and productive environment for all residents and businesses, supported by an innovative City Council that is committed to growth and efficiently providing superior municipal services and quality of life amenities that promote the health, wellness, livelihood and resiliency of Peosta and its residents.

City of Peosta Housing Study

Acknowledgements

The City of Peosta would like to acknowledge and thank everyone who contributed to the development of this study.

Project Steering Committee

The City of Peosta appointed a Project Steering Committee and advisors to review information and help determine the housing study's assumptions for future forecasts and strategic objectives.

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ECIA is a regional council of governments in eastern Iowa that serves communities in Cedar, Clinton, Delaware, Dubuque and Jackson Counties in six broad categories: Community Development, Economic Development, Housing Assistance, Special Programs, Transit, and Transportation and Planning.



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Introduction

A 2020 housing study provided data and recommendations for the city's comprehensive plan adopted in 2021. The intent of the 2025 Peosta Housing Study is to help the City of Peosta assess demographic and economic trends and existing housing conditions, and identify strategies to address its future housing needs.

Comprehensive Plan

The purpose of the city's *Peosta Forward! Comprehensive Plan* is to frame the community's vision for future growth and development out to 2040. The plan provides guiding principles, goals, and action steps to achieve the vision over time, with incremental implementation each year.

Housing Goals:

1. Provide attainable residential opportunities for a complete life cycle of residents.
2. Create a new, planned central district(s) that can provide a place for more diverse housing types while avoiding conflicts created by perceived impacts on existing neighborhoods.
3. Build a community by providing the connections that link neighborhoods together and to major community destinations.

Housing Actions Summary:

1. Participate in public improvement financing calibrated to specific objectives.
2. Identify and implement sites that support diverse mixed density and mixed price housing that will avoid perceived land use conflicts.
3. Administer the Future Land Use map formed during the *Peosta Forward!* community process.
4. Form partnerships with local development corporations to execute projects consistent with community objectives.
5. Complete a demonstration project to show the success of new housing types to the community.
6. Require features in low-density developments that create a sense of community.
7. Balance urban to rural character with growth.

Peosta Forward! Guiding Principles related to Housing



1. PROACTIVELY MANAGE GROWTH

Peosta welcomes growth. Development should not happen sporadically or at the expense of direct transportation connections, public space, environmental adaptation, or high public costs relative to the public benefit. Contiguous and compact development helps create a character for Peosta as it grows while reducing the cost of extending infrastructure.



4. ENCOURAGE COMMUNITY VARIETY

Peosta should be a place where everyone feels valued and part of the community. Variety for everyone means different but not competing qualities. *Peosta Forward!* will encourage and proactively seek ways to apply policy fairly and invest in providing for everyone's needs, including but not limited to public safety, housing, recreation, arts, mental and physical health, and underserved communities.



5. BALANCE MARKET FORCES

Peosta is rapidly growing. Development proposals of all types will consistently be sent in during the short term. Peosta should efficiently and equitably distribute resources to respond to market needs in a manner that respects the character and values of *Peosta Forward!* Public policies need to support legitimate market forces, and when appropriate, incentives to promote/ensure vibrant and high character developments. External forces change, and *Peosta Forward!* must remain flexible to ensure it reflects market realities.

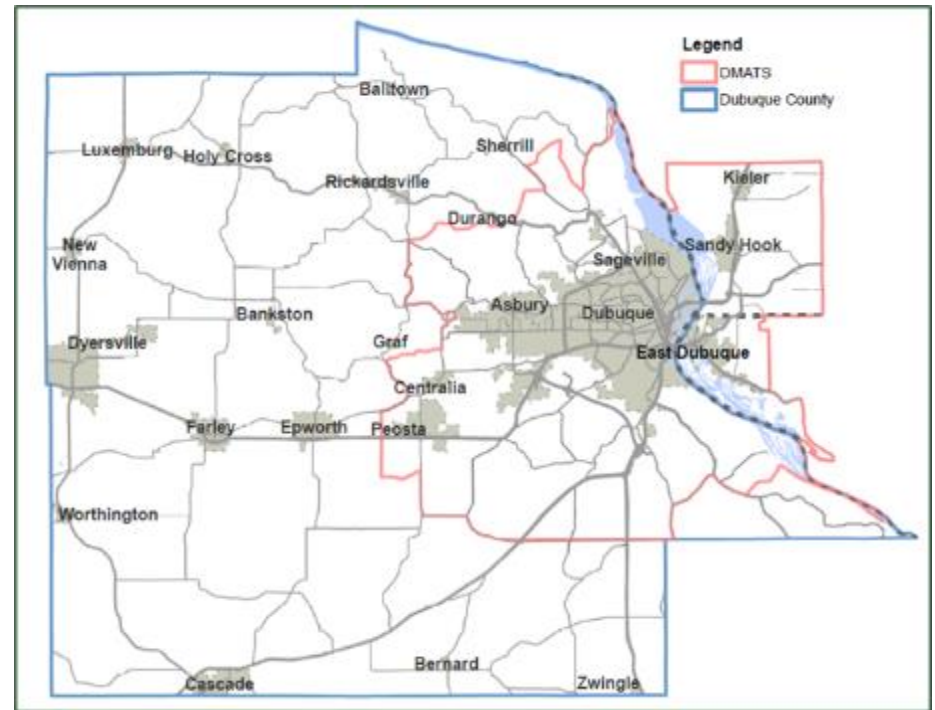
Source: *Peosta Forward! Comprehensive Plan, 2021*

Demographic Trends

Peosta is a community of approximately 2,000 people located in Dubuque County (2023 population 98,887), in northeast Iowa. It is named after Chief Peosta, leader of the Meskwaki people that once lived in the area. Chief Peosta was a close friend of Julien Dubuque, one of the first European settlers in the county and founder of the city of Dubuque.

Peosta is part of the Dubuque Area Metropolitan Transportation Study (DMATS) urban area (see map). It is situated along U.S. Highway 20, which offers connections to Interstates 35, 80, and 380 as well as quick access to regional metropolitan areas including Dubuque and Cedar Rapids. The community is home to a large industrial park, the largest campus of Northeast Iowa Community College (NICC), the Peosta Community Centre, commercial businesses, schools, churches, and expanding neighborhoods.

For most of its history, and even as recently as 1990, Peosta was a small rural town. The groundwork for later growth was laid in the 1960s, when the new four-lane U.S. Route 20 opened along the city's southern edge. The city was also aided by the opening of NICC in 1979. Once the city's industrial park began to flourish in the 1990s, the population began to increase rapidly. This rapid growth has helped attract new businesses and services to Peosta.



Map of Dubuque County and the DMATS urban area

Source: ECIA



Peosta's growth from the 1970s (left) through the 1990s (center) to the Summer of 2023 (right)

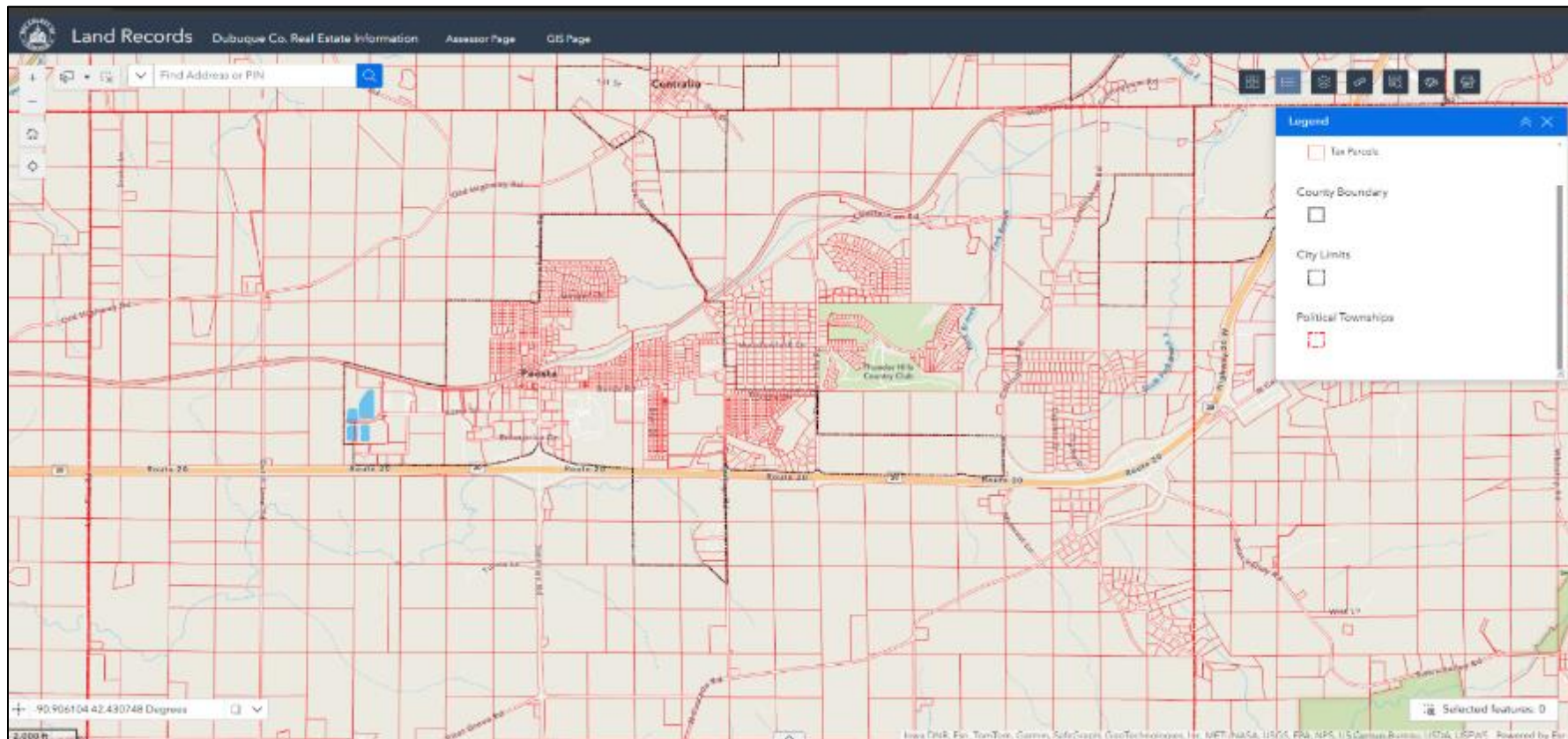
Source: Iowa Geographic Map Server, accessed Oct. 2024

Greater Peosta Area

There is significant residential development adjoining the Peosta city limits on the east. There are more residential subdivisions to the southeast. Several residential areas adjoin Peosta. Others surround the Thunder Hills Country Club and cross US Highway 20 to the southeast. The Steering Committee felt that proximity to Peosta and the build-out of these of these residential developments represent a “Greater Peosta Area.”

To analyze the Greater Peosta Area, two geographic areas were selected where US Census Bureau data from the American Community Survey (ACS) is available for comparison with the peer cities of Asbury, Cascade, Dyersville, Epworth, Farley and Peosta.

The ACS is an ongoing survey that provides data every year using 5-year estimates on a broad range of topics about social, economic, housing, and demographic characteristics of the U.S. population.



Map of City of Peosta and nearby residential developments

Source: Dubuque County Land Records GIS data base

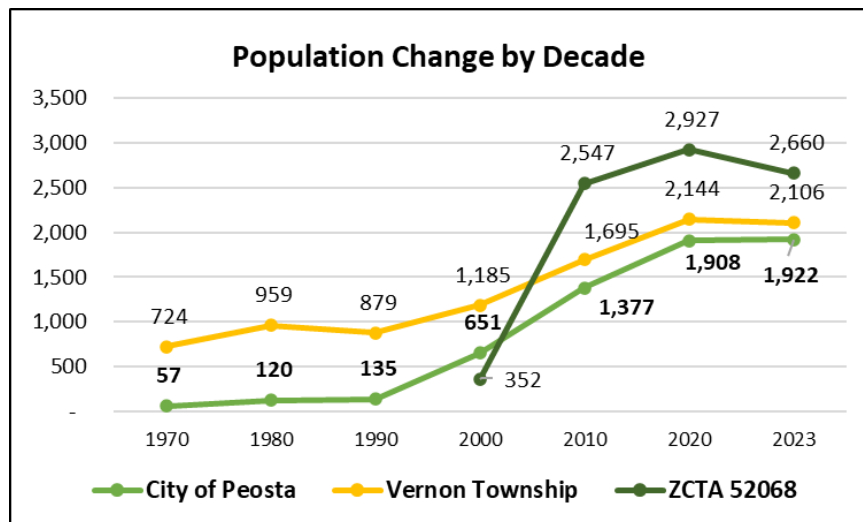
In 2023 census data, ACS 5-year estimates are available for cities, townships, and zip code tabulation areas (ZCTA) in Dubuque County, Iowa. A zip code is a postal code used for mail delivery, while a ZCTA is a geographic area used for census data analysis.

Vernon Township is one geographic area used to represent the “Greater Peosta Area” in this study. This area includes the city limits of Peosta and a portion of Centralia (see map).

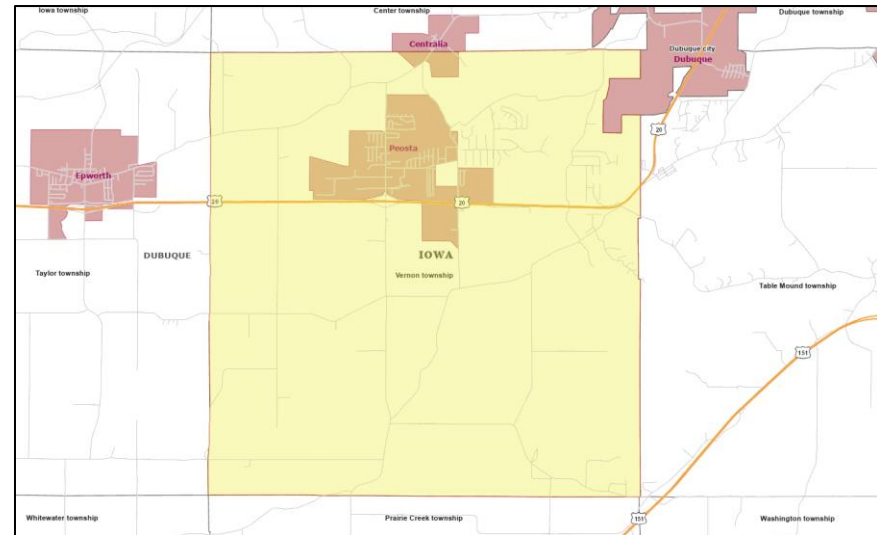
ZCTA 52068 is the other geographic area used to represent the “Greater Peosta Area” in this study is. This area includes the cities of Peosta and Centralia as well as the surrounding area (see map).

Population Change by Decade

Peosta grew from 57 people in 1970 to an estimated 1,922 persons in 2023 according to US Census data. The chart below compares the population change in the city of Peosta with Vernon Township and ZCTA 52068 outside the Peosta city limits.

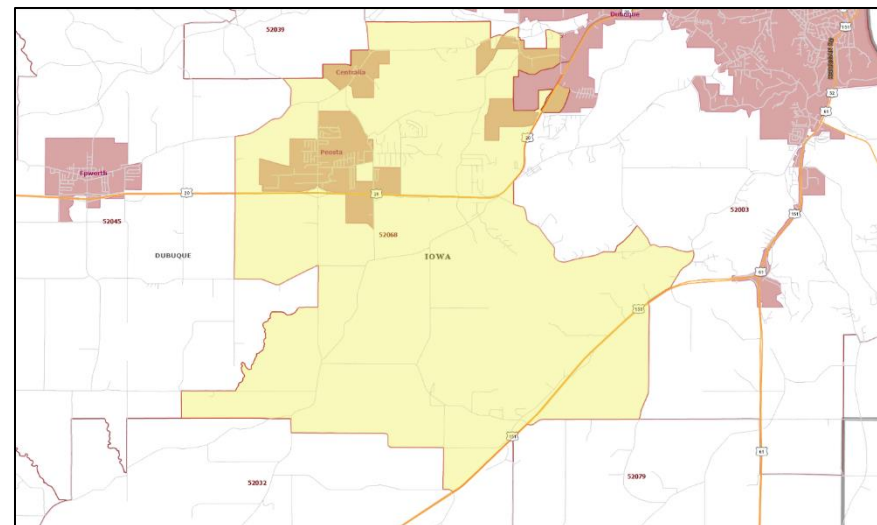


Source: US Census Bureau, Decennial Census and ACS %-year estimates, 2019-2023



Map of Vernon Township, Dubuque County, IA

Source: US Census Bureau, tigerweb.census.gov/tigerweb2020, accessed 4-22-25



Map of ZCTA 52068, Dubuque County, IA

Source: US Census Bureau, tigerweb.census.gov/tigerweb2020, accessed 4-22-25

Annual Growth Rates: Peosta and Greater Peosta Area

Year	Peosta	Vernon Township	ZCTA 52068
1980	11.1%	3.2%	
1990	1.3%	-0.8%	
2000	38.2%	3.5%	
2010	11.2%	4.3%	62.4%
2020	3.9%	2.6%	1.5%
2023	0.2%	-0.6%	-3.0%

Source: US Census Bureau, Decennial Census and ACS %-year estimates, 2019-2023

The table above compares the annual growth rates for Peosta and the Greater Peosta area in Vernon Township and ZCTA 52068 that is outside the Peosta city limits. Peosta's annual growth rate peaked in 2000 while rates for Vernon Township and ZCTA 52068 peaked in 2010. Rates slowed in 2020 and 2023 because the population base on which they are calculated is much larger.

Regional Population Change, 2000-2023

Geography	2000	2010	2020	2023	Population Change	% Change 2000 - 2023	Annual Growth Rate 2000 - 2023	Percent Population
Peosta	651	1,377	1,908	1,922	1,271	195.2%	8.5%	1.9%
Vernon Township	1,185	1,695	2,144	2,106	921	77.7%	3.4%	2.1%
ZCTA 52068	352	2,547	2,927	2,660	2,308	655.7%	28.5%	2.7%
Asbury	2,450	4,170	5,943	5,949	3,557	145.2%	6.3%	6.0%
Cascade	1,958	2,159	2,386	2,565	607	31.0%	1.3%	2.6%
Dyersville	4,035	4,058	4,477	4,357	322	8.0%	0.3%	4.4%
Epworth	1,428	1,860	2,023	1,991	563	39.4%	1.7%	2.0%
Farley	1,334	1,537	1,766	1,809	475	35.6%	1.5%	1.8%
Dubuque	57,686	57,637	59,667	59,271	1,585	2.7%	0.1%	59.5%
Dubuque County	89,143	93,653	99,266	98,887	9,744	10.9%	0.5%	2.1%

Source: US Census Bureau Decennial Census and Census Reporter data: ACS 2023 5-year estimates

Regional Population Change

Peosta has emerged as a significant growth center for the Dubuque metropolitan area. It is the fifth-largest city in Dubuque County. The table below shows the regional population change for the 7 largest cities in Dubuque County from 2000 to 2023. For this analysis, the Greater Peosta population is for Vernon Township and ZCTA 52068 outside the Peosta city limits.

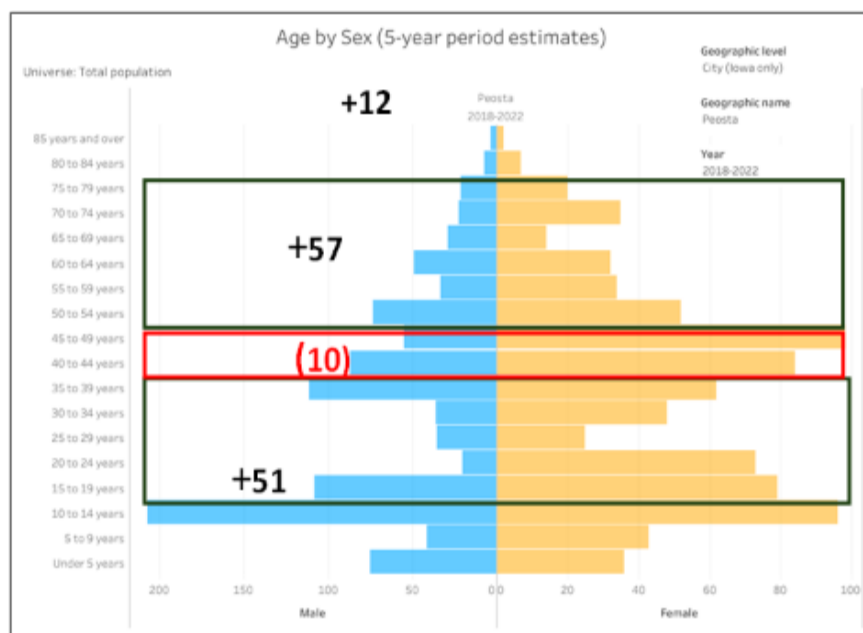
The average percent change from 2000 to 2023 was 120.2%. The average annual growth rate was 5.2%.

Peosta nearly doubled in population from 2000 to 2023 with a percent change of 195.2%. Peosta's 8.5% annual growth rate was higher than the other 6 largest cities in Dubuque County, with only 1.9% of the county population. From 2000 to 2023, ZCTA 52068 had the highest percent change at 655.7% and the highest annual growth rate at 28.5%, with 2.7% of the county's population.

Population Change by Age and Sex

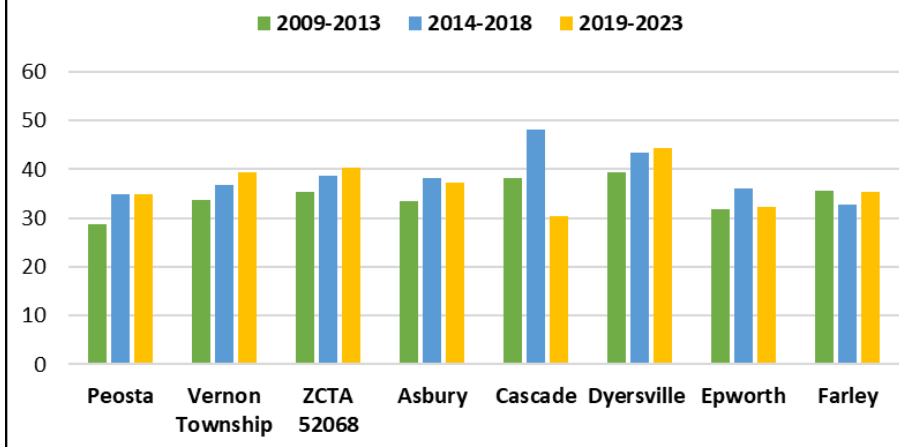
According to ACS 5-year estimates for 2009-2023, Peosta's population is getting older on average. During this timeframe, Peosta's median age increased from 28.8 to 34.9 years. The chart to the right compares regional median age from 2009-2023.

As Peosta's population doubled between 2000 and 2010, its growth was dominated by growing families in their late 20s to mid-40s with relatively young children. Older age groups also accounted for a smaller amount of growth. Through 2022, growth appears to be dominated by younger households, with a broader range of age groups. Middle-aged (35-64 years) and younger age groups (under 25 years) provided the major growth in Peosta's population as shown in this age by sex pyramid. Older age groups



Source: US Census Bureau ACS 5-year estimates, 2018-2022

Regional Median Age, 2009-2023



Source: US Census Bureau ACS 5-year estimates, 2009-2023

(65+ years) also contributed to this growth. The age groups from 25 to 34 years declined slightly.

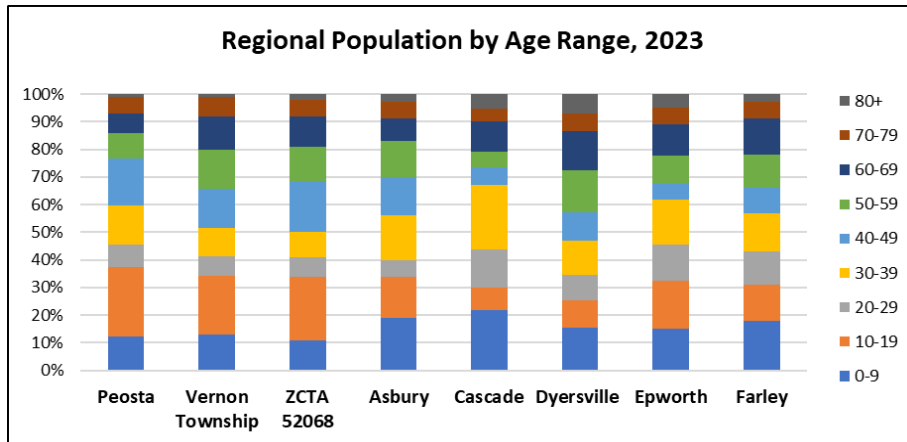
The 2023 regional comparison of population by the 18-64 age group and sex for Peosta, Greater Peosta, and the peer cities is shown below. Vernon Township and ZCTA 52068 include City of Peosta data in this analysis.

Regional Population by Age Group and Sex, 2023

Area	18-64 years	Female	Male
Peosta	56%	46%	54%
Vernon Township	56%	47%	53%
ZCTA 52068	57%	45%	55%
Asbury	55%	53%	47%
Cascade	53%	50%	50%
Dyersville	58%	51%	49%
Epworth	56%	50%	50%
Farley	56%	51%	50%

Source: Census Reporter data: ACS 2023 5-year estimates

The chart below provides a comparison of the regional population by age range for 2023. For this, Vernon Township and ZCTA 52068 include City of Peosta data.



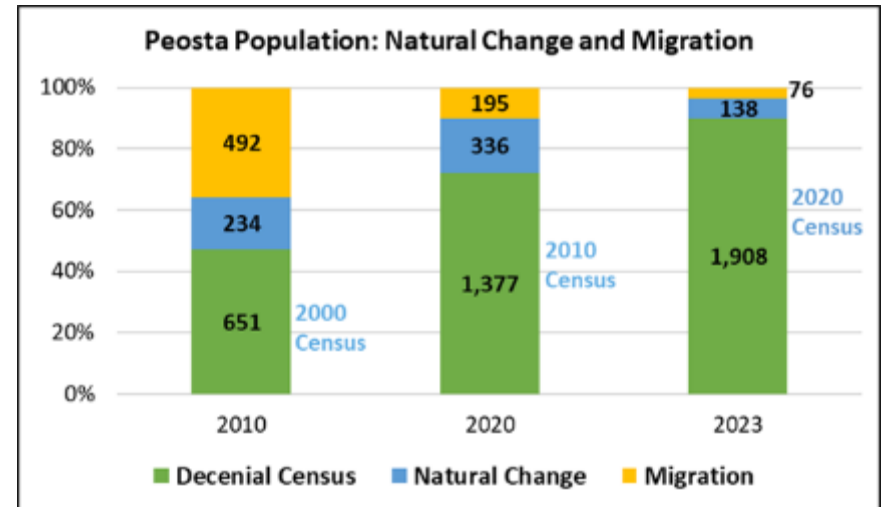
Source: Census Reporter data: ACS 2023 5-year estimates

Population: Natural Change and Migration

Migration -- people moving from place to place -- can be estimated by comparing Decennial Census population counts with natural change. Births and deaths are sometimes referred to as natural population change. The difference is migration.

With younger generations, Peosta's death rates tend to be lower and birth rates higher. The natural change and migration are less for the 2023 estimate, since this is only a 3-year span from the 2020 Decennial Census.

The US Census Bureau's ACS 2023 5-year estimates for population migration in the previous year shown the following table. For this regional comparison, Vernon Township and ZCTA 52068 include City of Peosta data. Factors contributing to geographic mobility versus remaining in the same house as year ago are: moved from the same county, from a different county, from a different state, or



Sources: Iowa Department of Health & Human Services, US Census Bureau

from abroad. The population migration rate for Peosta, Vernon Township, and ZCTA 52068 are the lowest in the regional comparison. The City of Cascade had the highest rate at 16.1 %.

Population Migration, 2023

Geographic place	Moved since previous year
Peosta	6.8%
Vernon Township	6.3%
ZCTA 52068	6.0%
Asbury	8.9%
Cascade	16.1%
Dyersville	11.7%
Epworth	9.4%
Farley	7.6%
Dubuque	13.0%
Dubuque County	12.2%

Source: Source: Census Reporter data: ACS 2023 5-year estimates

Race and Ethnicity

In terms of race and ethnicity, Peosta and the other five peer cities have remained predominantly White alone and not of Hispanic or Latino origin by percentage of total population, according to the Decennial Census from 1990-2000 as shown in the table here.

The 2020 Decennial Census data indicate small shifts in race and ethnicity since 1990 in various cities for Black alone, Asian alone, Asian or Pacific Islander, Some other race alone, and Two or more races.

Race and Hispanic Origin: 1990-2020

City	Year	White alone	Black or African American alone	American Indian and Alaska Native alone	Asian alone	Asian or Pacific Islander alone	Native Hawaiian and Other Pacific Islander alone	Some other race alone	Two or more races	White alone not Hispanic or Latino
Asbury	2020	91.8%	1.7%	0.0%	2.0%		0.3%	0.4%	3.9%	91.2%
	2010	96.8%	1.0%	0.0%	1.1%		0.0%	0.3%	0.8%	95.8%
	2000	98.5%	0.5%	0.0%	0.4%		0.0%	0.2%	0.4%	98.1%
	1990	99.3%	0.3%	0.0%		0.4%		0.0%		99.2%
Cascade	2020	95.3%	0.3%	0.0%	0.3%		0.1%	1.7%	2.3%	94.2%
	2010	96.2%	0.4%	0.1%	0.2%		0.2%	2.5%	0.4%	95.1%
	2000	99.3%	0.0%	0.1%	0.1%		0.0%	0.0%	0.5%	99.2%
	1990	99.9%	0.0%	0.0%		0.1%		0.1%		99.9%
Dyersville	2020	92.5%	2.3%	0.1%	0.3%		0.2%	2.1%	2.5%	91.9%
	2010	97.6%	0.9%	0.0%	0.2%		0.0%	0.4%	0.8%	96.9%
	2000	98.7%	0.4%	0.0%	0.1%		0.2%	0.0%	0.5%	98.5%
	1990	99.9%	0.0%	0.1%		0.1%		0.0%		99.8%
Epworth	2020	90.9%	2.2%	0.1%	4.3%		0.0%	1.1%	1.4%	90.3%
	2010	93.9%	0.8%	0.0%	4.8%		0.0%	0.3%	0.2%	93.8%
	2000	93.2%	0.5%	0.1%	5.2%		0.0%	0.5%	0.6%	93.1%
	1990	96.2%	0.5%	0.0%		3.2%		0.1%		96.0%
Farley	2020	96.1%	0.2%	0.0%	0.2%		0.0%	2.0%	1.4%	95.3%
	2010	99.3%	0.1%	0.0%	0.0%		0.0%	0.3%	0.3%	98.6%
	2000	98.9%	0.1%	0.3%	0.4%		0.0%	0.1%	0.1%	98.1%
	1990	99.6%	0.0%	0.0%		0.2%		0.2%		98.7%
Peosta	2020	93.3%	2.7%	0.1%	0.7%		0.0%	0.3%	2.9%	93.0%
	2010	96.9%	2.0%	0.1%	0.1%		0.0%	0.0%	0.7%	96.2%
	2000	98.9%	0.2%	0.0%	0.3%		0.0%	0.0%	0.6%	98.2%
	1990	100.0%	0.0%	0.0%		0.0%		0.0%		100.0%

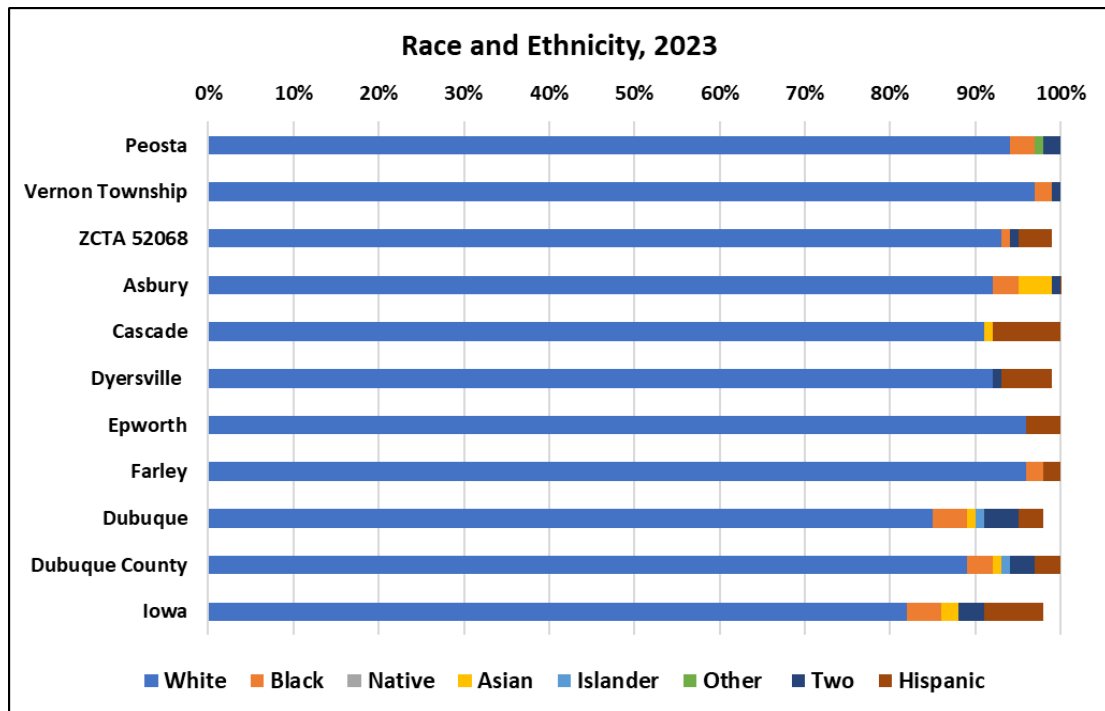
Source: US Census Bureau Decennial Census 1990-2020

The chart here provides a race and ethnicity comparison of the six peer cities and the Greater Peosta Area with the City of Dubuque, Dubuque County, and the State of Iowa based on US Census Bureau ACS 2023 5-year estimates. Hispanic includes respondents of any race. Other categories are non-Hispanic. Due to rounding, some geographic areas do not equal 100%. Vernon Township and ZCTA 52068 include City of Peosta data. The greater Peosta Area

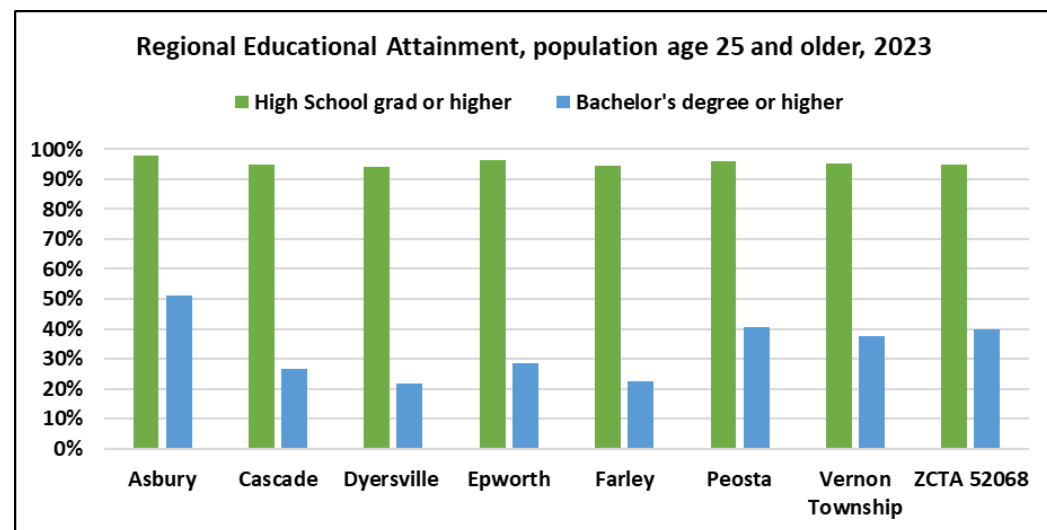
Educational Attainment

The Iowa Finance Authority notes that: “We know that learning leads to opportunities. The more education a person is able to receive, the better their chances are for success. For example, every year of high school education completed equates to a 15% increase in lifetime wealth. The chart here provides a regional comparison of educational attainment using the ACS %-year estimates for 2019-2023. Vernon Township and ZCTA 52068 include City of Peosta data.

The data show percentages of the population age 25 and older with high school graduation or higher, and with a bachelor’s degree or higher. Regional results were very similar for high school graduation and higher. Asbury and the Greater Peosta Area had slightly higher percentages for a bachelor’s degree or higher.



Source: US Census Bureau ACS 2019-2023 5Year estimates



Source: US Census Bureau, Census Reporter, ACS 5-year estimates, 2019-2023

Households and Families

A household is a group of people who live together, while a family is a group of people who are related. A household can contain multiple families, or no families. A household has a designated householder, who is usually the person who owns, rents, or is buying the home. A family household is a householder and one or more other people who are related by birth, marriage, or adoption. A family group is two or more people who are related by birth, marriage, or adoption.

Household Size

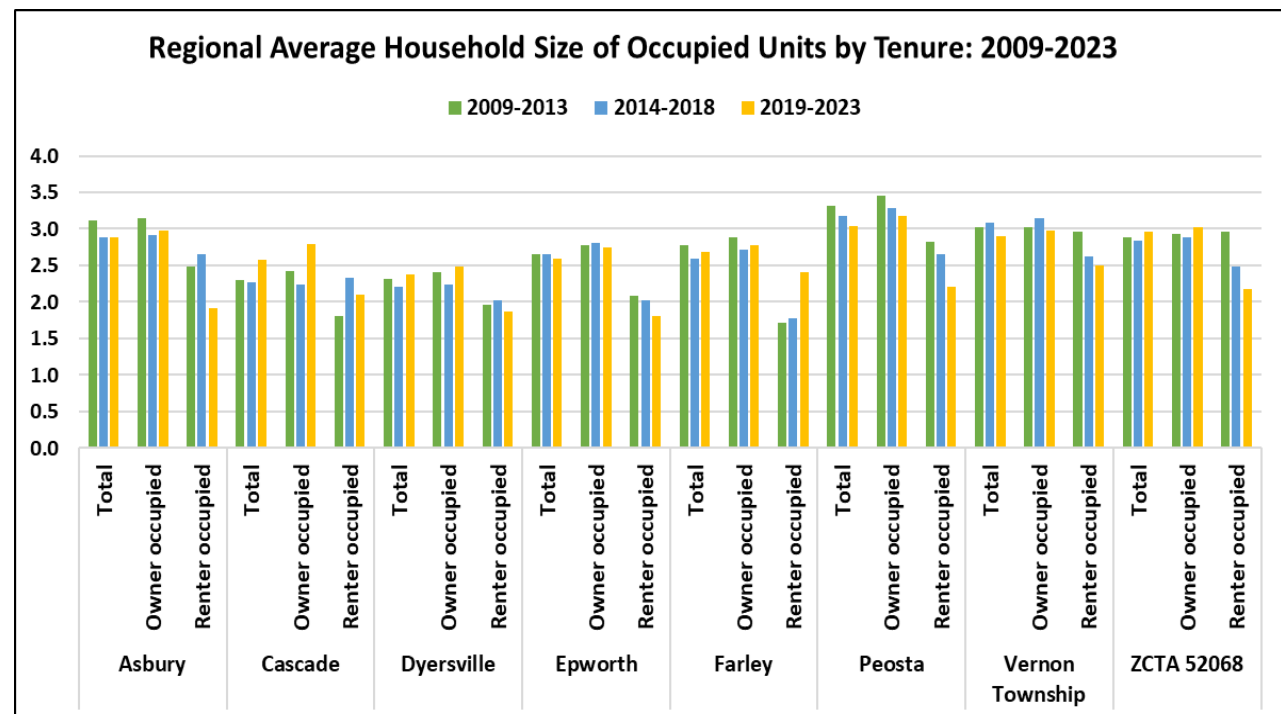
A regional comparison of average household size for all occupied housing units from 2009-2023 is shown in the table here. Vernon Township and ZCTA 52068 include City of Peosta data. Most cities and Vernon Township show a slight decline. Cascade, Dyersville, and ZCTA 52068, showed a slight increase.

The chart here is a 2009-2023 regional comparison of the average household size for occupied housing units by tenure. Vernon Township and ZCTA 52068 include City of Peosta data. Owner-occupied households in Peosta remained slightly larger the average for all households, dropping from 3.5 to 3.2. Renter-occupied households in Peosta remained smaller, dropping from 2.8 to 2.2.

Regional Average Household Size, 2009-2023

Geography	2009-2013	2014-2018	2019-2023
Peosta	3.3	3.2	3.0
Vernon Township	3.0	3.1	2.9
ZCTA 52068	2.9	2.8	3.0
Asbury	3.1	2.9	2.9
Cascade	2.3	2.3	2.6
Dyersville	2.3	2.2	2.4
Epworth	2.7	2.7	2.6
Farley	2.8	2.6	2.7

Source: US Census Bureau Table B25010, ACS 5-year estimates, 2009-2023



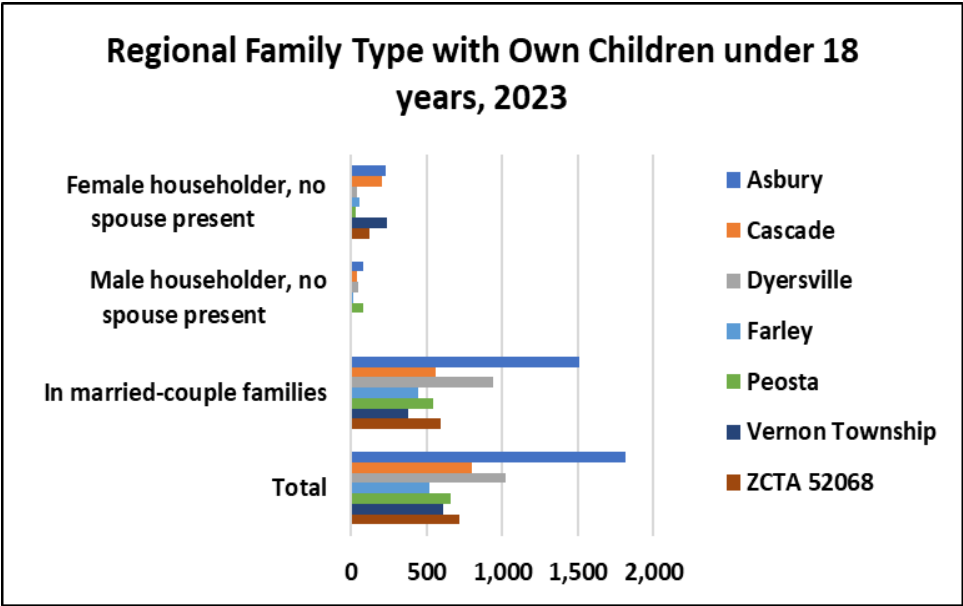
Source: US Census Bureau Table B25010, ACS 5-year estimates, 2009-2023

Types of Households and Families

The table here provides a regional comparison of selected households by type using ACS 2023 5-year estimates. Vernon Township and ZCTA 52068 include City of Peosta data.

Peosta had the highest percentage of households with children under 18 years, at 48.5%. Peosta had the lowest percentages for households with people 60 years and over, at 26.4%. Peosta also had the lowest percentages for households with people 65 years and over, at 17.5%.

Using ACS 2023 5-year estimates, the chart here provides a regional comparison for family type with own children under 18 years. Vernon Township and ZCTA 52068 do not include Peosta data. Married-couple families averaged 80.6%. Both Peosta and ZCTA 52068 were slightly higher with 83.0% and 83.5% respectively. Vernon Township was much lower, at 61.4%.



Source: US Census Bureau ACS 2019-2023 5-year estimates, Table S1101

Regional Comparison of Selected Households by Type, 2023

Type of Households	Asbury	Cascade	Dyersville	Epworth	Farley	Peosta	Vernon Township	ZCTA 52068
Total households	2,054	973	1,812	730	670	633	1,377	1,546
Households with one or more children under 18 years	44.8%	38.3%	29.0%	32.9%	37.6%	48.5%	43.0%	44.7%
Households with one or more people 60 years and over	33.3%	38.3%	46.0%	39.3%	37.8%	26.4%	38.8%	38.0%
Households with one or more people 65 years and over	22.6%	27.5%	31.0%	28.9%	27.6%	17.5%	21.6%	23.3%
Householder living alone	15.8%	28.1%	31.0%	33.8%	20.3%	15.6%	11.7%	12.0%

Source: US Census Bureau ACS 2019-2023 5-year estimates, Table S1101

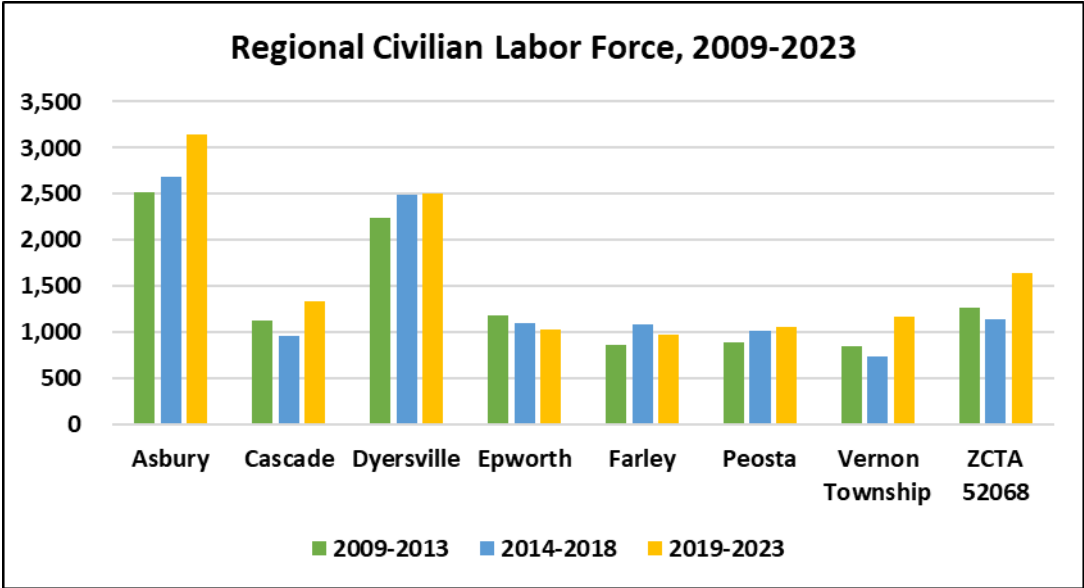
Economic Trends

Employment Status

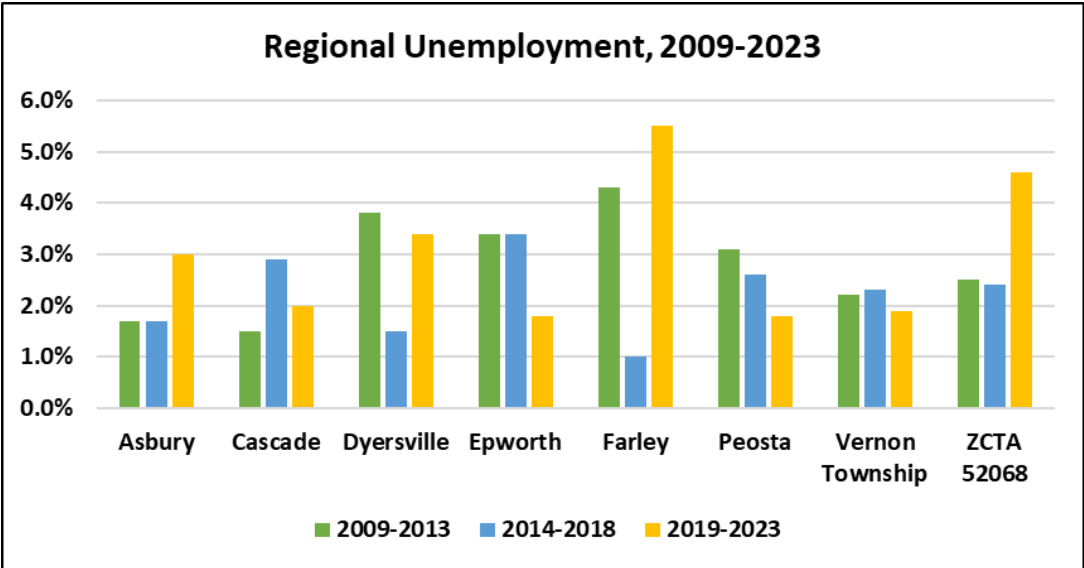
The first chart here provides a regional comparison of the population age 16 years and older in the **civilian labor force** using ACS 5-year estimates for 2009-2023. Vernon Township and ZCTA 52068 do not include City of Peosta data. Asbury, Cascade, Vernon Township, and ZCTA 52068 saw measurable growth in their labor force in 2019-2023. Peosta’s labor force grew slightly from 2009-2023.

The second chart here provides a regional comparison of the **unemployment rate** in the civilian labor force using ACS 5-year estimates for 2009-2023. Vernon Township and ZCTA 52068 include City of Peosta data. Asbury, Dyersville, Farley, and ZCTA 52068 had higher unemployment rates in 2019-2023. Peosta’s unemployment rate declined from 2009-2023.

Note: ACS employment and unemployment estimates may vary from the official labor force data released by the Bureau of Labor Statistics because of differences in survey design and data collection. The civilian labor force does not include members of the Armed Forces.



Source: US Census Bureau 2009-2023 ACS 5-year estimates, Table DP03

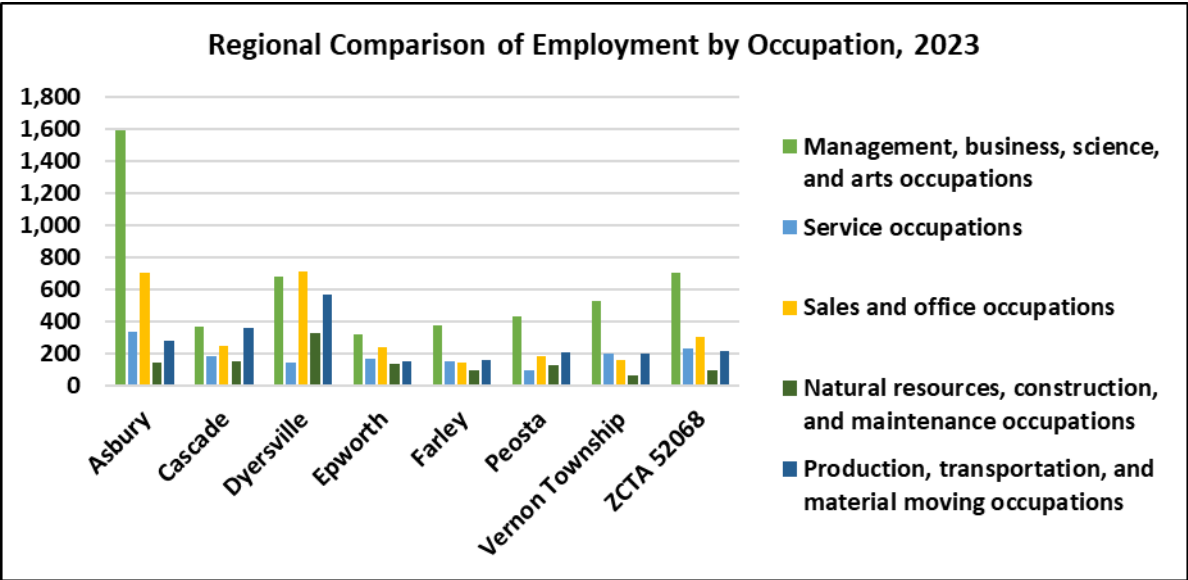


Source: US Census Bureau 2009-2023 ACS 5-year estimates, Table DP03

Employment by Occupation

The chart here provides a regional comparison of employment by occupation for the civilian employed population 16 years and over using ACS 5-year estimates for 2019-2023. Vernon Township and ZCTA 52068 do not include City of Peosta data. Most employees worked in management, business, science, and arts occupations.

The table here provides a 15-year comparison of employment by occupation for the Greater Peosta area-based on ACS 5-year estimates for 2009-2023. Vernon Township and ZCTA 52068 do not include City of Peosta data. As with the region, most employees worked in management, business, science, and arts occupations.



Source: US Census 2019-2023 ACS 5-year estimates, Table DP03

Greater Peosta Area: Comparison of Employment by Occupation, 2009-2023

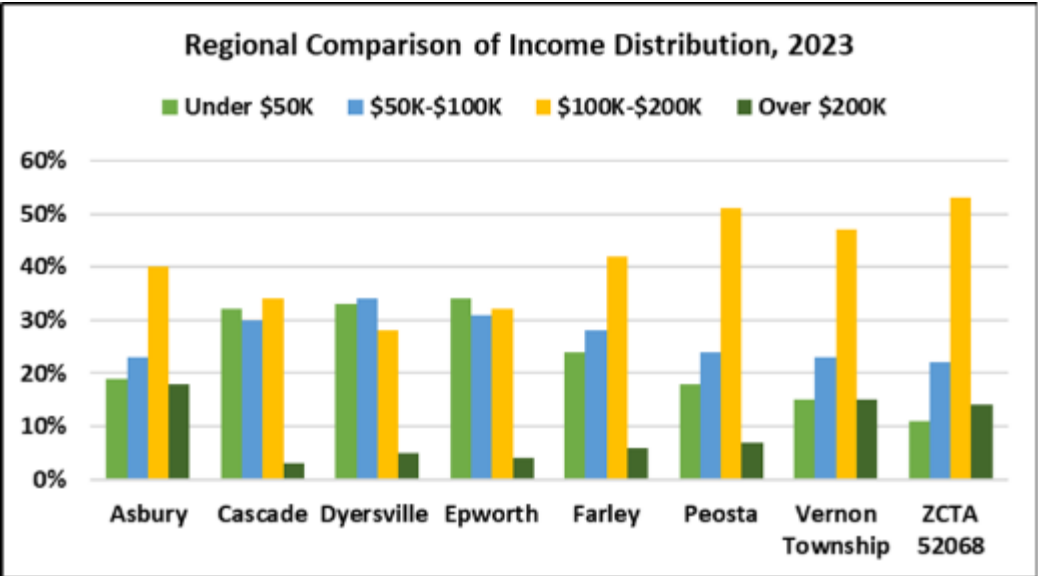
Occupations	2013			2018			2023		
	Peosta	Vernon Township	ZCTA 52068	Peosta	Vernon Township	ZCTA 52068	Peosta	Vernon Township	ZCTA 52068
Management, business, science, and arts occupations	343	435	540	358	588	763	430	526	701
Service occupations	126	78	150	173	53	142	96	198	232
Sales and office occupations	186	186	280	233	113	213	185	156	301
Natural resources, construction, and maintenance occupations	57	47	104	62	155	174	123	63	95
Production, transportation, and material moving occupations	156	97	168	165	104	177	204	194	213

Source: US Census 2009-2023 ACS 5-year estimates, Table DP03

Household Income

A person’s income determines their ability to afford the necessities: shelter, food and water, medical care and more. The chart here provides a regional comparison of income distribution for 4 household income ranges: under \$50,000; \$50,000 to \$100,000; \$100,000 to \$200,000; and over \$200,000 based on ACS 5-year estimates for 2019-2023. Vernon Township and ZCTA 52068 include City of Peosta data. In the Greater Peosta area, about 50% of households were in the \$100,000 to \$200,000 income range. **Median household income** was \$120,375 for Peosta in 2023.

The table here provides a 2023 regional comparison of **median family income** in the past 12 months by family type by the presence of own children under 18 years (5-year period estimates). Median Family Income is for the past 12 months in 2023 inflation-adjusted dollars.



Source: US Census Bureau, Census reporter, ACS 5-year estimates, 2019-2023

Regional Median Family Income by Family Type and Presence of Children, 2019-2023

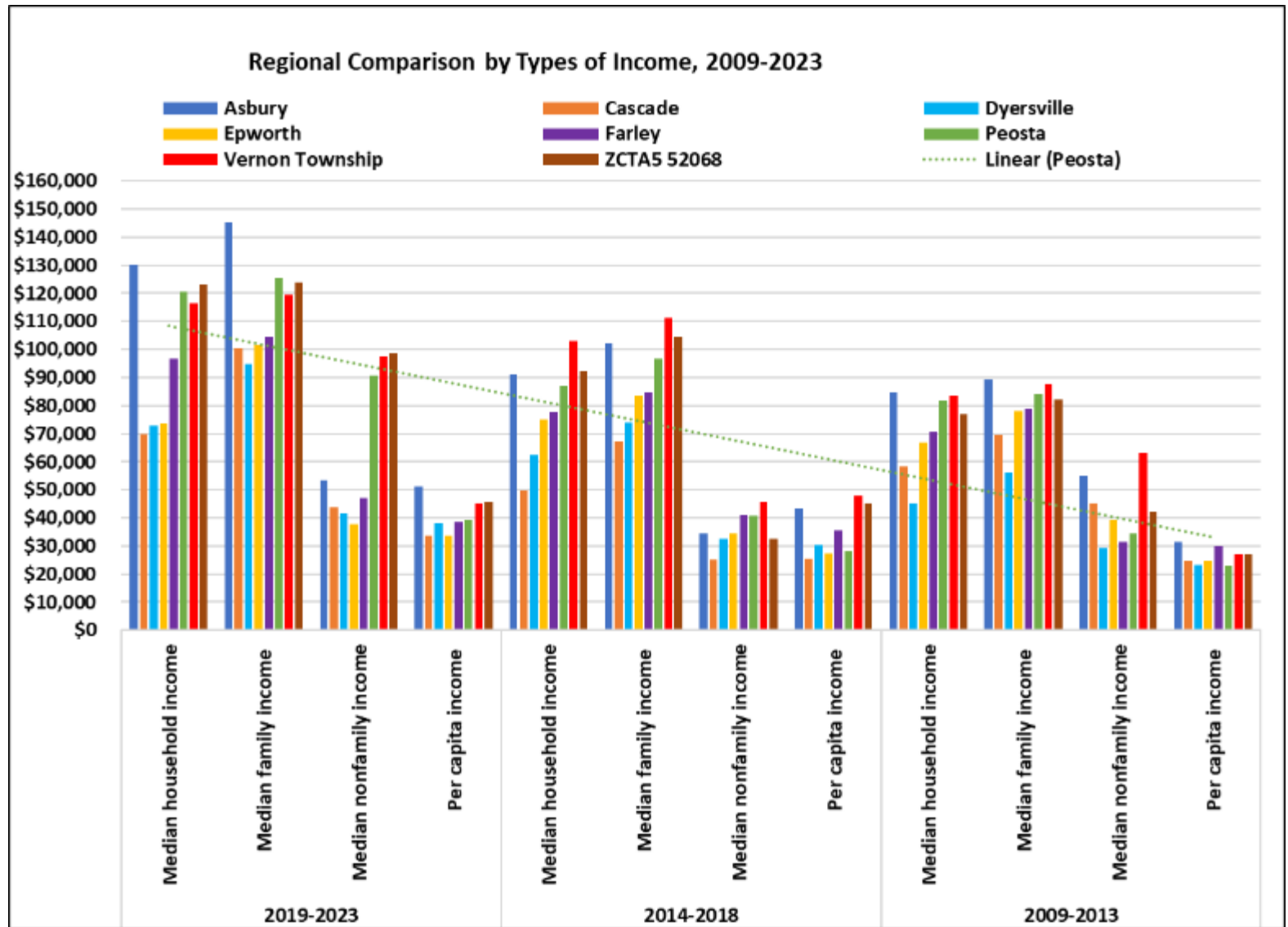
Family Type and Presence of Children	Asbury	Cascade	Dyersville	Epworth	Farley	Peosta
Total - Family	\$145,196	\$100,577	\$94,896	\$101,528	\$104,336	\$125,417
Total - Married couple family	\$146,663	\$106,766	\$100,375	\$110,833	\$107,344	\$135,417
With own children under 18 years	\$178,365	\$111,731	\$88,750	\$121,607	\$143,125	\$146,875
No own children under 18 years	\$115,000	\$100,893	\$103,036	\$94,750	\$103,516	\$113,750
Total - Male householder, no wife present		\$49,271				\$44,125
With own children under 18 years		\$49,740			\$53,438	\$44,125
No own children under 18 years						
Total - Female householder, no husband present	\$47,064		\$66,513	\$58,594	\$50,625	\$58,333
With own children under 18 years	\$47,064			\$54,375	\$36,563	
No own children under 18 years				\$59,375	\$99,688	

Source: US Census Bureau Table B19126, ACS 5-year estimates, 2019-2023 (Median Family Income is for the past 12 months in 2023 inflation-adjusted dollars.)

In addition to household income and family income, the US Census Bureau collects data on **non-family income** and **per capita income**.

The chart here is a regional comparison for all four types of income based on ACS 5-year estimates from 2009-2023. Vernon Township and ZCTA 52068 include City of Peosta data.

Peosta's trendline shows an overall increase over time for all four types of income. Median non-family income had a notable increase in the Greater Peosta Area from 2009 to 2023.



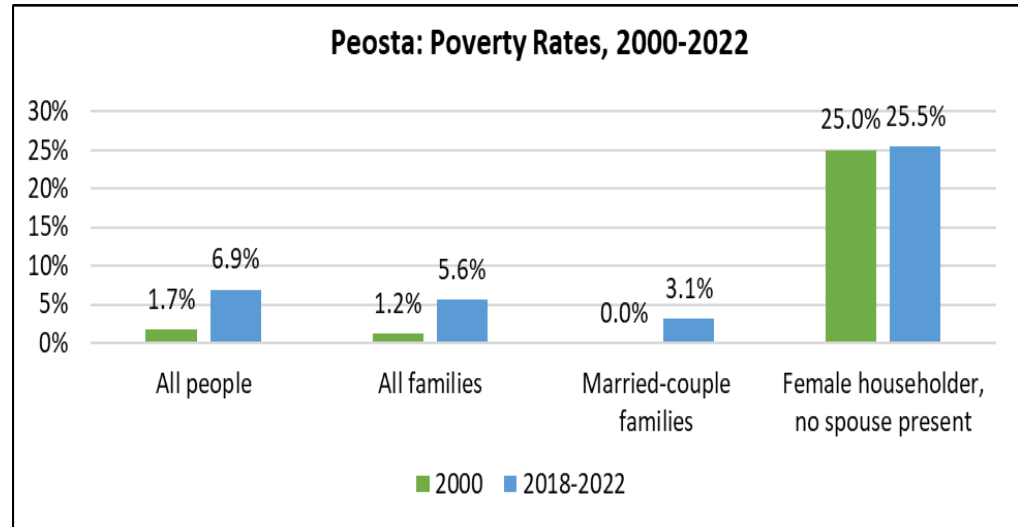
Source: U.S. Census Bureau, "SELECTED ECONOMIC CHARACTERISTICS.", ACS 5-Year Estimates Data Profiles, Table DP03, 2013, 2018, 2023

Poverty Rates

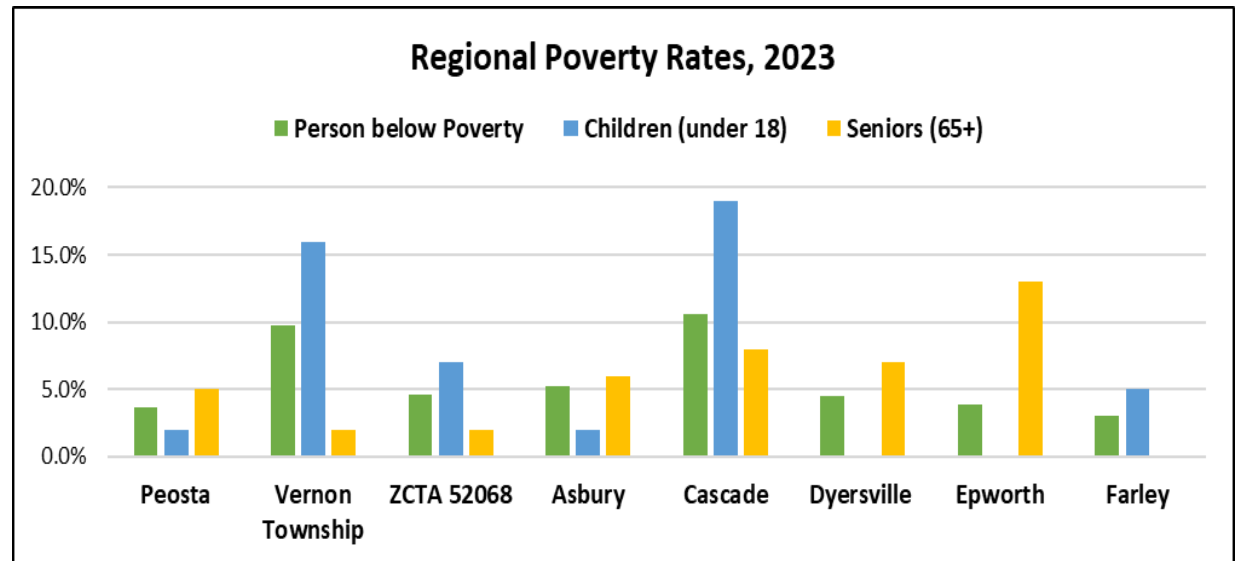
Poverty rate is the ratio of the population whose income falls below the poverty line. The poverty line is taken as half the median household income of the total population. Poverty rates are used to determine eligibility for programs and benefits, such as Medicaid, Children’s Health Insurance Program, and savings on Marketplace health insurance.

Peosta’s poverty rates increased for all people, all families, and married-couple families from 2000 to 2022 as shown in the first chart here. Poverty rates for female householder, no spouse present, remain steady over this time frame at about 25% (see chart). Peosta had 50 households below poverty level. This represented 6.9% of the total population, compared to 10% for Dubuque County and 11.1% for Iowa.

The poverty rate in the United States in 2023 was 11.1%. For the 2023 regional poverty rates shown in the second chart here, Vernon Township and ZCTA 52068 include data for the City of Peosta. Vernon Township and the City of Cascade had the highest rates of children living in poverty.



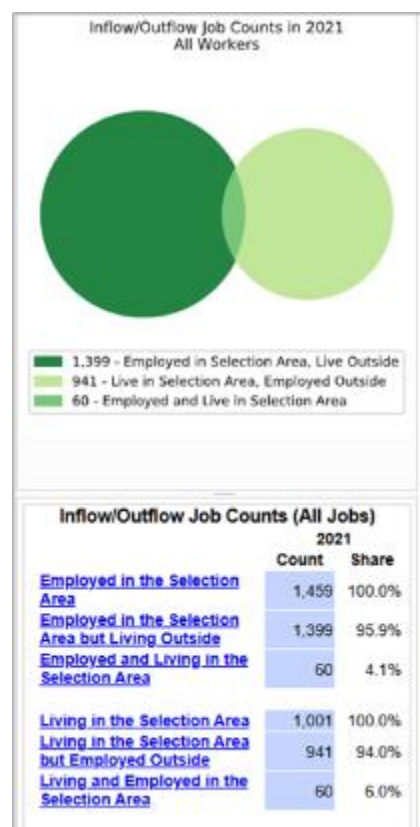
Source: Peosta City Profile, Iowa Data Center



Source: Census Reporter data: ACS 2023 5-year estimates

Inflow/Outflow Job Counts

The Venn diagram below highlights the 941 workers living in Peosta (the light green circle) and 1,399 workers employed in Peosta (the dark green circle). The intersection of the two circles represents the 60 workers living and working in Peosta. In the In-flow/Outflow map, worker flow dynamics are symbolized by the arrows in the same shades of greens.



Source: US Census On The Map, 2023

Note: The US Census On The Map application uses employment data maintained by each state. The most recent data is for 2021.

The table below the Venn diagram shows the counts and percentages of Peosta's workers and residents that flow in and out of the city. 6.0% of residents also work in Peosta, but only 4.1% of Peosta's workers live in the city.

Distance/Direction

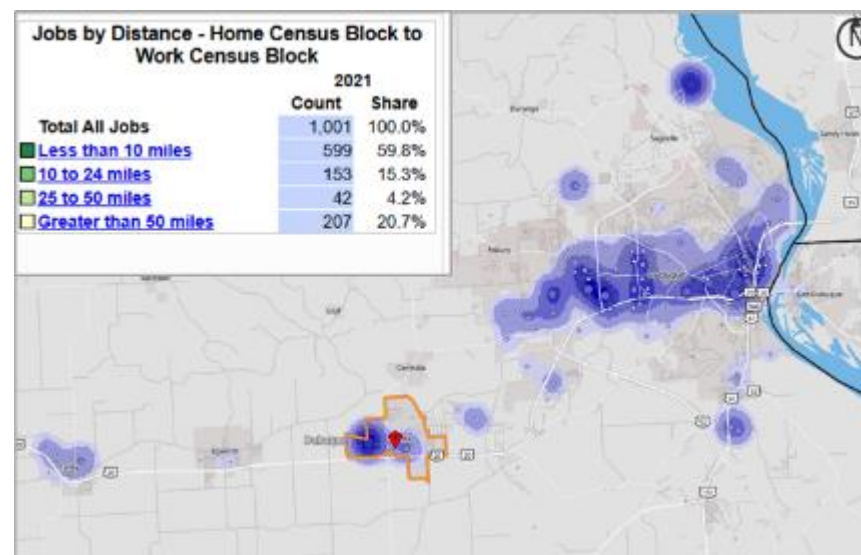
Analysis: Home to Work

The Home to Work map indicates the commutes of Peosta residents in the workforce to their jobs. The table on the map shows that 59.8% of workers travel less than 10 miles from home, and 75.1% commute less than 25 miles.



Peosta: Map of Inflow/Outflow Job Counts (2021)

Source: US Census On The Map, 2023



Peosta: Map of Home to Work Analysis (2021)

Source: US Census On The Map, 2023

Housing Trends

There are many factors that go into understanding an area's housing supply, including answers to questions like: how much housing is there, where is it located, what kind of housing is there, who lives there, and how new is it?

Number and Age of Existing Housing Units

According to US Census Bureau Decennial Census, the total number of housing units in Peosta grew from 217 in 2000 to 717 in 2020. The first table shows a regional comparison for total housing units based on the Decennial Census for 2000 -2020 and the US Census Bureau ACS 5-year estimates for 2019-2023. Vernon Township and ZCTA 52068 do not include City of Peosta data.

The second table provides a regional comparison of the age of housing by the year the structure was built based on the US Census Bureau ACS 5-year estimates for 2019-2023. Vernon Township and ZCTA 52068 do not include City of Peosta data. Coinciding with population growth, most of Peosta's housing was built after 1990.

Regional Comparison of Total Housing Units, 2000-2020, 2023

Geography	2000	2010	2020	2023
Asbury	860	1,463	2,120	2,146
Cascade	827	974	1,050	973
Dyersville	1,681	1,808	1,956	1,872
Epworth	502	651	717	745
Farley	519	586	678	689
Peosta	217	456	656	717
Vernon Township	399	597	732	744
ZCTA 52068	786	931	1,063	959

Sources: US Census Bureau Decennial Census DEC Summary File 1 and ACS 5-Year Estimates, 2023, Table B25001

Regional Comparison of Age of Housing, 2023

Year Structure Built	Asbury	Cascade	Dyersville	Epworth	Farley	Peosta	Vernon Township	ZCTA 52068
Built 2020 or later	11	29	82	82	19	10	0	0
Built 2010 to 2019	521	82	274	274	69	263	134	81
Built 2000 to 2009	743	128	163	163	99	206	193	246
Built 1990 to 1999	381	130	145	145	101	153	122	154
Built 1980 to 1989	62	58	116	116	25	15	21	27
Built 1970 to 1979	325	162	138	138	141	36	126	161
Built 1960 to 1969	81	107	325	325	20	5	49	87
Built 1950 to 1959	22	71	193	193	50	3	52	49
Built 1940 to 1949	0	30	100	100	32	13	14	20
Built 1939 or earlier	0	176	336	336	133	13	33	134

Sources: US Census Bureau ACS 5-Year Estimates, 2023, table DP04

Current Mix of Housing Types

Based on US Census Bureau ACS estimates for 2008-2022, the 15-year mix of housing types was predominantly single-family detached housing units in Peosta (79.1%), Dubuque County (70.8%), and Iowa (72.5%).

The US Census Bureau ACS 5-year estimates provide housing data on owner- occupied and renter-occupied housing by the number of units for different housing structures.

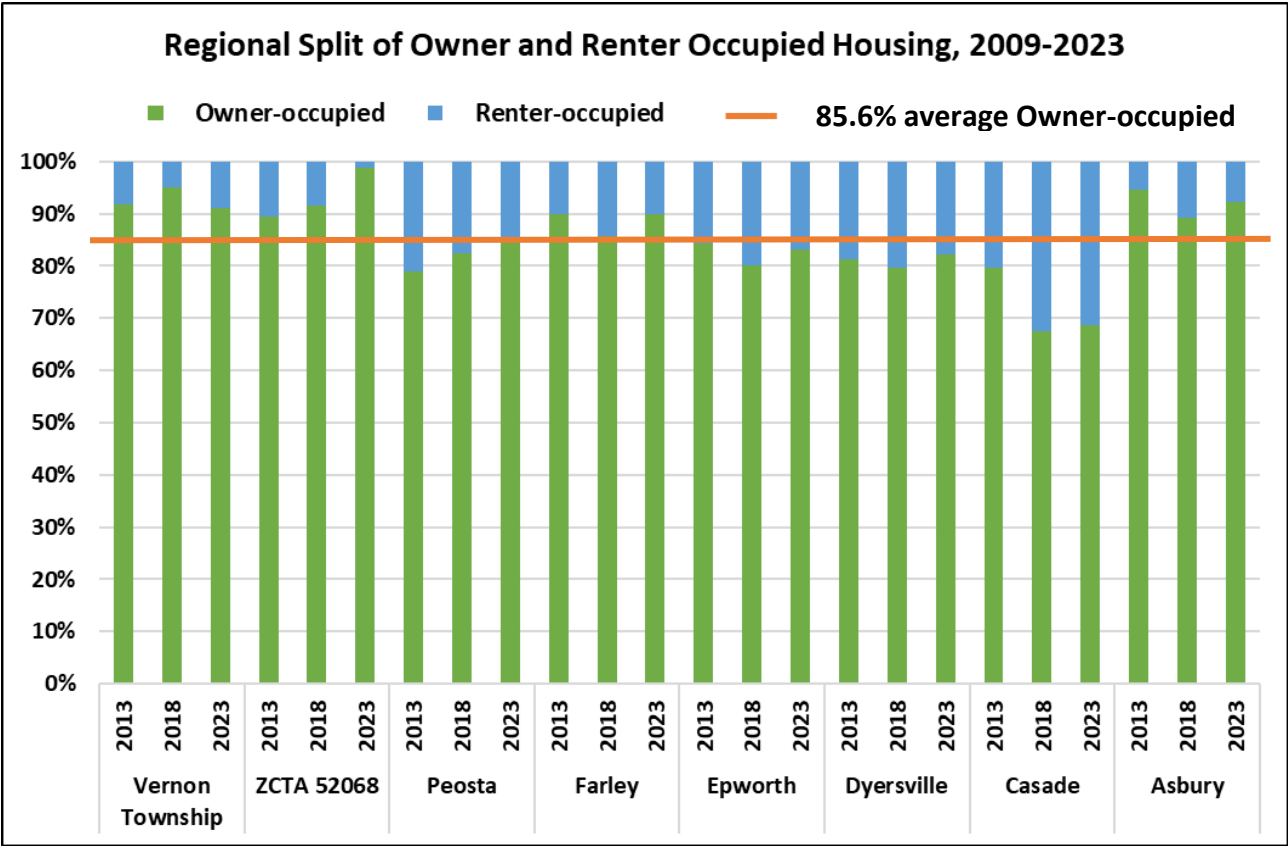
The table here shows the predominant owner-occupied housing by units in structure for the greater Peosta Area from 2009-2023. Data for Vernon Township and ZCTA 52068 do not include City of Peosta data. On average, over 94% of owner-occupied housing in Peosta, Greater Peosta, and the peer cities from 2009-2023 was single-family detached housing.

The chart here shows the regional split of owner-occupied and renter-occupied housing units from 2009-2023. The overall average for owner-occupied housing was 85.6%.

Greater Peosta Area: Owner-Occupied Housing by Units in Structure, 2009-2023

Units in Structure	Vernon Township			ZCTA 52068			Peosta		
	2013	2018	2023	2013	2018	2023	2013	2018	2023
1 unit, detached	508	561	639	723	816	862	411	452	504
1 unit , attached	0	32	38	0	32	69	0	0	30
3 or 4 units	23	0	0	23	0	6	0	0	6
Mobile home	0	7	0	67	63	1	0	0	0

Source: US Census Bureau Table B25032, ACS 5-year estimates, 2009-2023



Source: US Census Bureau Table B25032, ACS 5-year estimates, 2009-2023

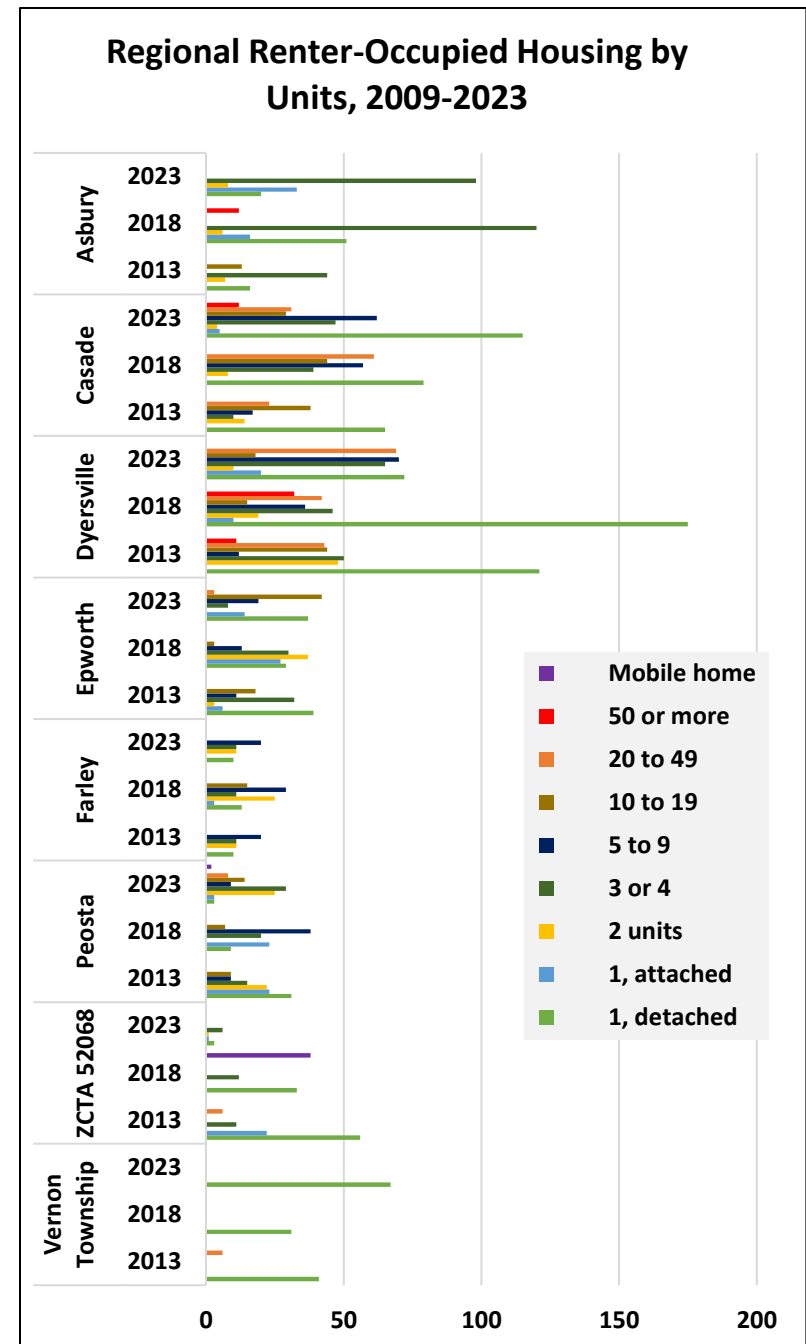
The chart here provides a regional comparison of renter-occupied housing units by units in the structure for Peosta, Greater Peosta, and the peer cities from 2009-2023. Data for Vernon Township and ZCTA 52068 do not include City of Peosta data.

The mix of occupied housing units by tenure by units in structure, based on US Census Bureau ACS 5-year estimates for 2009-2023, indicate owner-occupied households continued to live in 1-unit, detached structures in Peosta and Dubuque County. Renter-occupied households in Peosta shifted from 1-unit housing to housing with 2-4 units and 5 or more units per structure as shown in the table here. In Vernon Township outside the Peosta city limits, the renter-occupied households were found only in 1-unit detached housing units. In ZCTA 52068 outside the Peosta city limits, the total number of renter-occupied housing declined significantly.

Greater Peosta Area: Renter-Occupied Housing by Units in Structure, 2009-2023

Units in Structure	Vernon Township			ZCTA 52068			Peosta		
	2013	2018	2023	2013	2018	2023	2013	2018	2023
1 unit, detached	41	31	67	56	33	3	31	9	3
1 unit, attached	0	0	0	22	0	1	23	23	3
2 units	0	0	0	0	0	1	22	0	25
3 or 4 units	0	0	0	11	12	6	15	20	29
5 to 9 units	0	0	0	0	0	0	9	38	9
10 to 19 units	0	0	0	0	0	0	9	7	14
20 to 49 units	6	0	0	6	0	0	0	0	8
50 or more	0	0	0	0	0	0	0	0	0
Mobile home	0	0	0	0	38	0	0	0	2

Source: US Census Bureau Table B25032, ACS 5-year estimates, 2009-2023



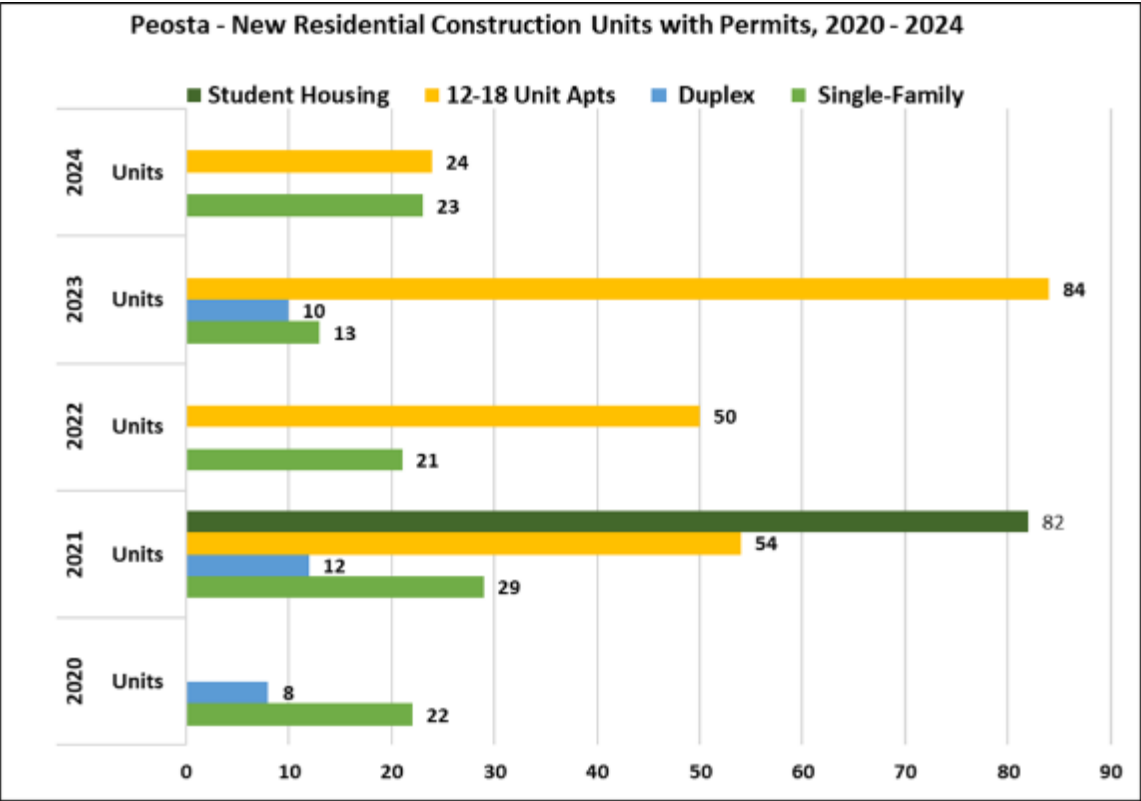
New Housing Construction

Peosta’s housing mix has shifted since 2020 to include more residential buildings with 5+ units per structure. As shown in the chart here, the City issued building permits for 432 housing units from 2020-2024 as follows:

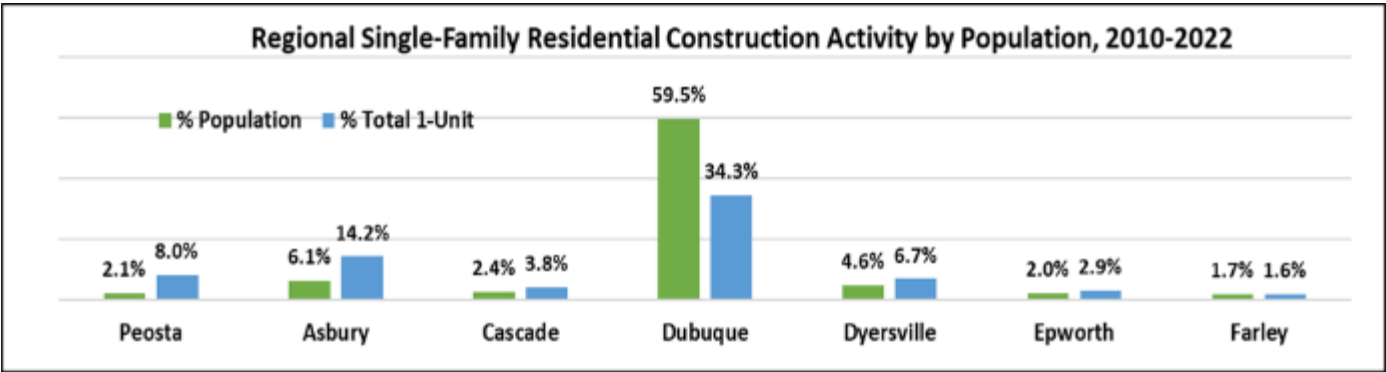
- 108 single-family (1 unit, detached))
- 30 duplexes (2 units)
- 212 apartments (12-18 units)
- Student housing (82 units)

On a regional level, **single-family construction** declined overall from 324 units in 2010, with 239 units in the urban area, to a low of 126 units in 2020, with 115 units in the urban area.

For this analysis, the urban area is comprised of the 7 largest cities. The rural area is the small cities and unincorporated areas in the county. The data is housing units authorized by building permits as reported to the US Census Bureau for 2010-2022. Peosta’s single-family housing construction averaged 13 units per year from 2011-2016. Annual construction rates doubled to an average of 26 units from 2017-2022.



Source City of Peosta building permit data, 2020-2024



Source: US Census Bureau’s Residential Construction Branch (2023)

Peosta overperformed on single-family housing construction in Dubuque County from 2010-2022, accounting for 8% of all construction, with only 2.1% of the total county population.

On a regional level, the **construction of all new residential housing** from 2010-2022 was focused in two housing types: single-family housing (1 unit) and multi-family housing (5+ units per structure).

The data is housing units authorized by building permits as reported to the US Census Bureau for 2010-2022. Peosta performed well on new housing construction in Dubuque County from 2010-2022, with only 2.1% of the population: 8.0% of 1-unit housing, 19.0% of 2-unit housing, 18.6% of 5+ unit housing, and 11.1% of all residential construction.

Since 2021, Peosta has had increased construction of housing with 5 or more units. There has also been more construction of 2-unit housing since 2020 in Peosta.

Peosta: Comparison of Regional Residential Construction Activity, 2010-2022

Year	Peosta	Asbury	Cascade	Dubuque	Dyersville	Epworth	Farley	County Total
2023 population	2,122	6,007	2,385	58,877	4,557	2,024	1,722	98,887
Total 1-Unit	243	431	116	1,043	203	89	48	3,043
Total 2-Units	38	116	20	32	4	8	4	200
Total 3-4 Units	0	0	7	3	6	3	6	25
Total 5+ Units	199	0	11	690	137	0	60	1,071
Total Units	480	547	154	1,768	350	100	118	4,339

Source: US Census Bureau's Residential Construction Branch (2023)

City of Peosta: Comparison of Regional Single-Family Residential Construction Activity: 2010-2022

Year	Peosta	Asbury	Cascade	Dubuque	Dyersville	Epworth	Farley	County
2022	21	14	4	51	3	5	1	154
2021	30	22	5	40	13	2	0	165
2020	20	25	7	40	15	7	1	126
2019	23	18	5	72	7	14	0	181
2018	31	16	9	64	19	10	3	224
2017	30	16	9	67	19	9	9	221
2016	16	25	11	99	19	2	5	266
2015	10	38	10	76	15	7	4	237
2014	16	34	11	82	24	4	3	248
2013	19	47	22	107	19	10	5	325
2012	7	53	5	120	17	6	6	296
2011	9	46	7	112	21	2	7	276
2010	11	77	11	113	12	11	4	324
Total Units	243	431	116	1,043	203	89	48	3,043

Source: US Census Bureau's Residential Construction Branch (2023)

Peosta Existing Housing and Land Use Snapshots

To better understand how recent construction trends have impacted Peosta’s housing stock and land use, ECIA created a land use map using data from Dubuque County’s GIS parcel database and the City of Peosta’s construction records. This provides a current snapshot of housing and land use in Peosta in January 2025.

The data shows that recent construction has brought Peosta’s total rental apartment units to 280, accounting for 25% of all housing units in the city. When combined with the city’s 82 student apartments, rental apartment units make up approximately one third of the city’s total housing units. Single family homes remain the dominant housing type, comprising 58% of all units, and the remaining eight percent includes a mixture of condos, townhouses, and duplexes.

Currently, Peosta has 782 acres of developed land within its city limits. Residential uses occupy approximately 34% of this area, with the remaining 66% dedicated to nonresidential uses. Among land uses, single-family residential is the largest with 222 acres, followed closely by industrial uses, which occupy 218 acres. Additionally, Peosta has approximately 91 acres of vacant land that could be developed in the future if property owners choose to do so. The land use map is provided on the following page.

Housing Unit Snapshot, January 2025

Type	Units	Percent
Single-Family	639	58.8%
Duplex or Zero Lot Line	65	6.0%
Condo or Townhouse	21	1.9%
Rental Apartment	280	25.8%
Student Apartment	82	7.5%
Total	1,087	

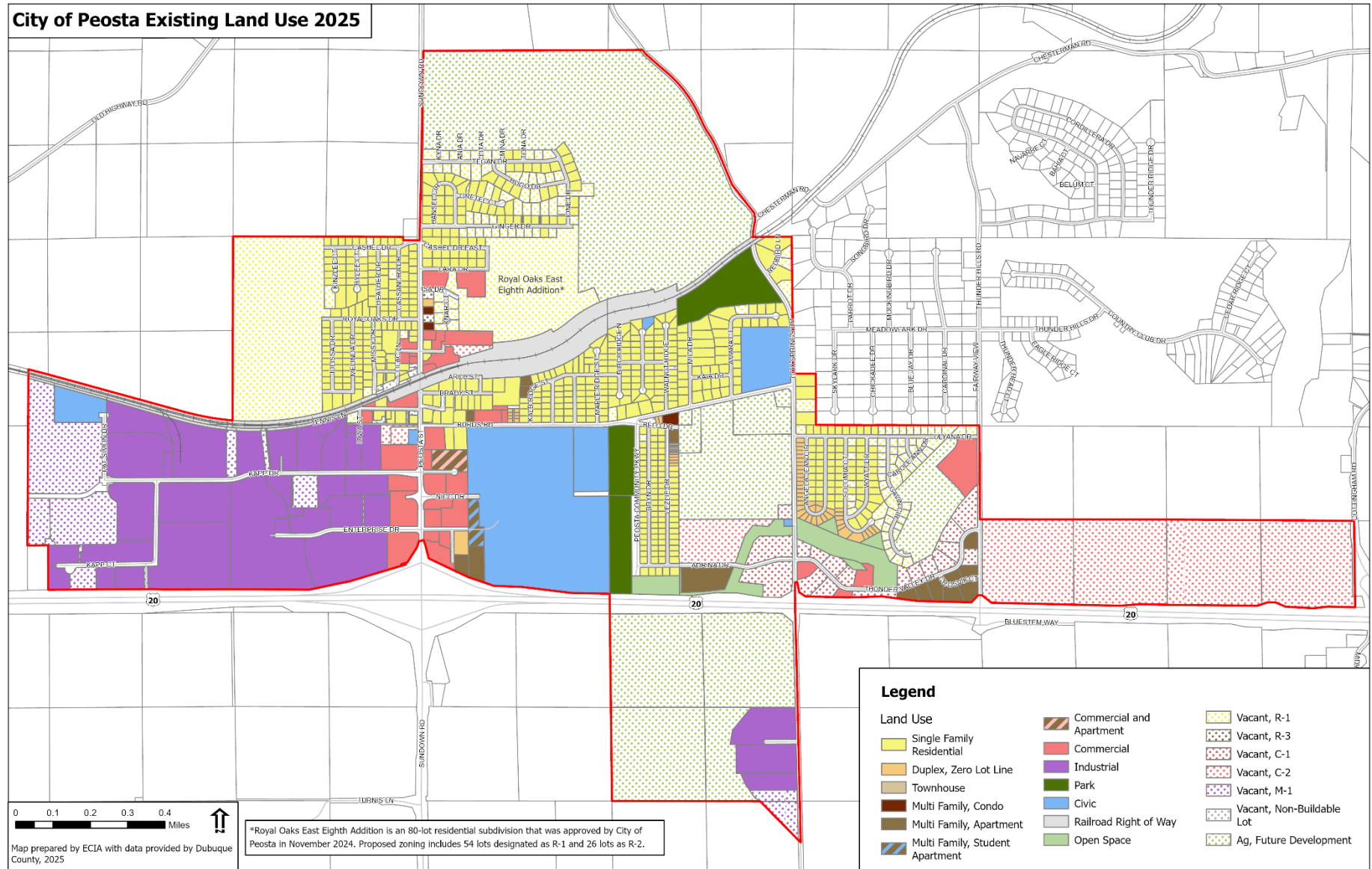
Source: Dubuque County GIS, Peosta construction records

Land Use Area Snapshot, January 2025

Nonresidential Uses	Acres	Percent
Civic	120.2	15.4%
Commercial	59.8	7.6%
Industrial	218.9	28.0%
Open Space	24.8	3.2%
Park	35.3	4.5%
Railroad ROW	55.5	7.1%
Subtotal	514.5	65.8%
Residential Uses	Acres	Percent
Single-Family Res	222.1	28.4%
Duplex or Zero Lot Line	11.0	1.4%
Condo or Townhouse	8.7	1.1%
Rental Apartment	23.4	3.0%
Student Rental Apartment	2.8	0.4%
Subtotal	268.0	34.2%
Grand Total	782.4	

Source: Dubuque County GIS, Peosta construction records

City of Peosta Existing Land Use Map – January 2025



Map Created by ECIA, 2025.

Housing Market Conditions

Occupancy and Vacancy

The table here provides a regional comparison of housing occupancy for total housing units as well as overall vacancy rates using ACS 5-year estimates from 2009-2023. Vernon Township and ZCTA 52068 do not include City of Peosta data.

With the exception of Dyersville, all cities, Vernon Township, and ZCTA 52068 saw an increase in total and occupied housing units from 2009-2023.

The overall vacancy rate for Peosta climbed from 0.0% in 2009-2013 to a regional high of 11.7% in 2019-2023. In comparison, the rate for Vernon Township remained at 0.0% and in ZCTA 52068 the rate rose to 4.8%. Overall vacancy rates fluctuated among the other peer cities during the 15-year timeframe.

Regional Housing Occupancy and Vacancy Rates, 2009-2023

Housing Occupancy 2009-2013	Asbury	Cascade	Dyersville	Epworth	Farley	Peosta	Vernon Township	ZCTA 52068
Total housing units	1,504	868	1,818	716	526	520	578	916
Occupied housing units	1,479	824	1,762	698	518	520	578	908
Vacant housing units	25	44	56	18	8	0	0	8
Overall vacancy rate	1.7%	5.1%	3.1%	2.5%	1.5%	0.0%	0.0%	0.9%
Housing Occupancy 2014-2018	Asbury	Cascade	Dyersville	Epworth	Farley	Peosta	Vernon Township	ZCTA 52068
Total housing units	1,990	941	1,938	702	682	562	631	994
Occupied housing units	1,899	889	1,852	702	672	549	631	994
Vacant housing units	91	52	86	0	10	13	0	0
Overall vacancy rate	4.6%	5.5%	4.4%	0.0%	1.5%	2.3%	0.0%	0.0%
Housing Occupancy 2019-2023	Asbury	Cascade	Dyersville	Epworth	Farley	Peosta	Vernon Township	ZCTA 52068
Total housing units	2,146	973	1,872	745	689	717	744	959
Occupied housing units	2,054	973	1,812	730	670	633	744	913
Vacant housing units	92	0	60	15	19	84	0	46
Overall vacancy rate	4.3%	0.0%	3.2%	2.0%	2.8%	11.7%	0.0%	4.8%

Source: US Census Bureau 2009-2023 ACS 5-year estimates, Table DP04

Housing vacancy status can be due to several factors:

- For rent
- Rented, not occupied
- For sale only
- Sold, not occupied
- For seasonal, recreational, or occasional use
- For migrant workers
- Other vacant

Regional Comparison of Housing Vacancy Status, 2019-2023

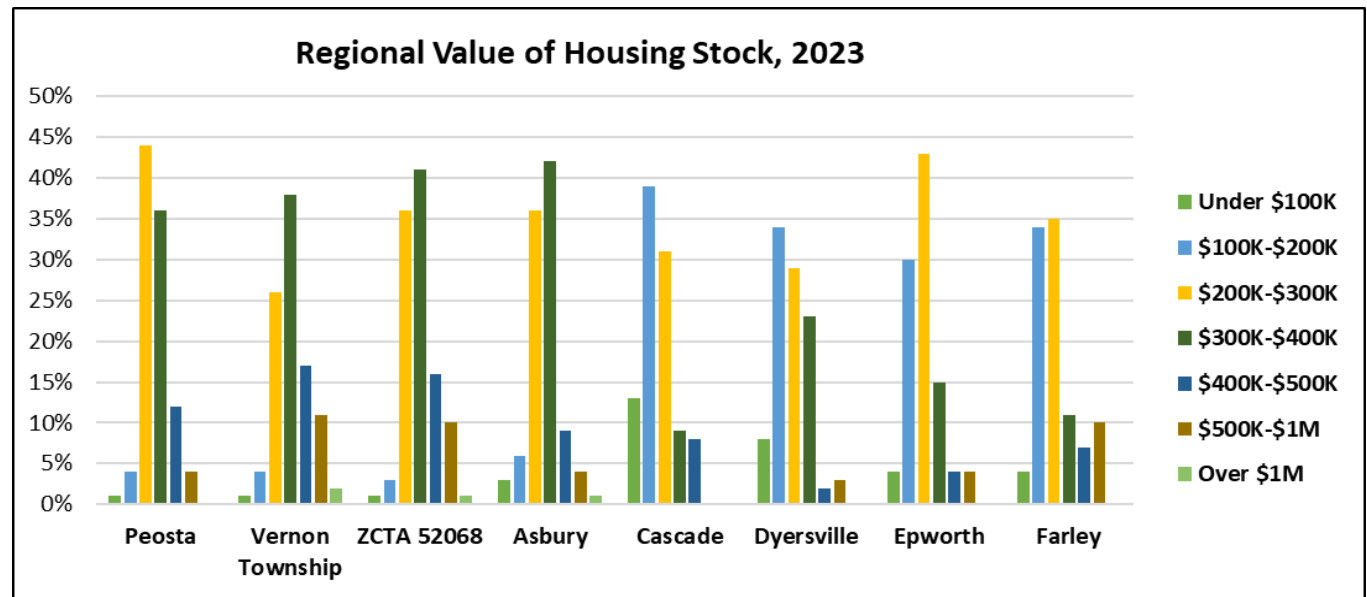
Housing Vacancy Status	Asbury	Cascade	Dyersville	Epworth	Farley	Peosta	Vernon Township	ZCTA 52068
Total:	92	0	60	15	19	84	0	46
For rent	0	0	0	0	0	0	0	0
Rented, not occupied	0	0	0	0	0	0	0	0
For sale only	0	0	0	0	0	70	0	0
Sold, not occupied	65	0	0	12	0	0	0	0
For seasonal, recreational, or occasional use	0	0	15	0	0	0	0	46
For migrant workers	0	0	0	0	0	0	0	0
Other vacant	27	0	45	3	19	14	0	0

Source: US Census Bureau 2019-2023 ACS 5-year estimates, Table B25004

The table here provides a regional comparison of housing vacancy status using ACS 5-year estimates from 2019-2023. Vernon Township and ZCTA 52068 do not include City of Peosta data. The most common reasons for housing vacancy in the City of Peosta were “For sale only” and “Other.”

Housing Value

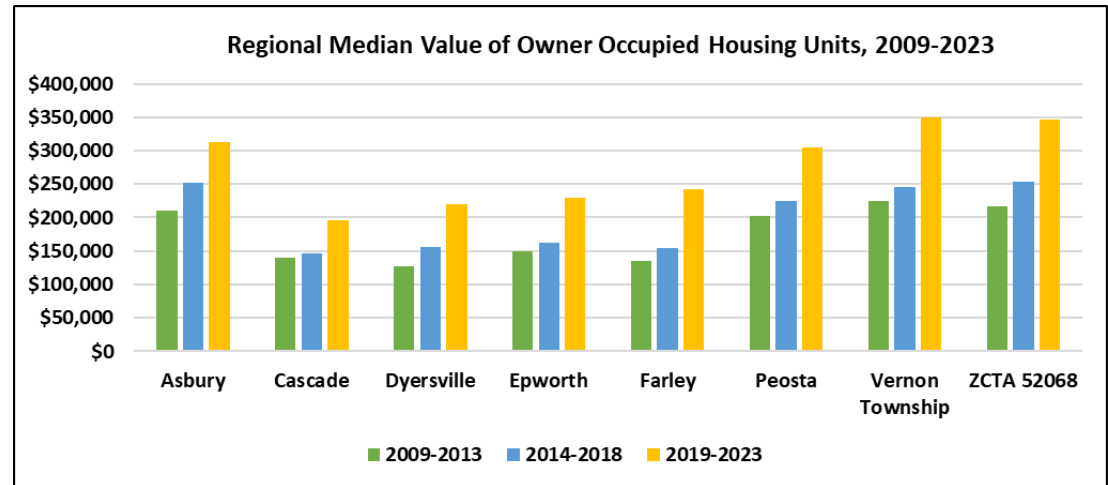
The chart here shows the regional value of housing stock using 2019-2023 ACS 5-year estimates. Vernon Township and ZCTA 52068 include City of Peosta data. About 80% of Peosta’s housing is valued between \$200,000 and \$400,000.



Source: US Census Bureau Census Reporter 2023 ACS 5-year estimates

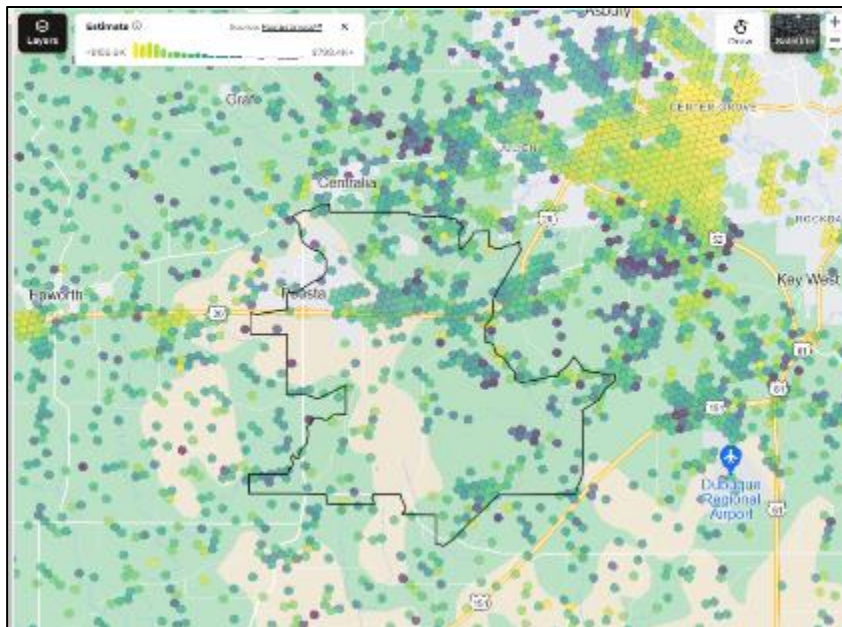
Median housing value refers to the middle price point of all homes in a specific area, meaning that half of the homes in that area are valued at or above that price, and half are valued at or below it. This represents the “typical” home price in a given location. Unlike the average home price, the median is less affected by extreme values, making it a more accurate representation of the typical home price in a market.

The chart here provides a regional comparison of the median value of owner-occupied housing units using 2009-2023 ACS 5-year estimates. Vernon Township and ZCTA 52068 include City of Peosta data.



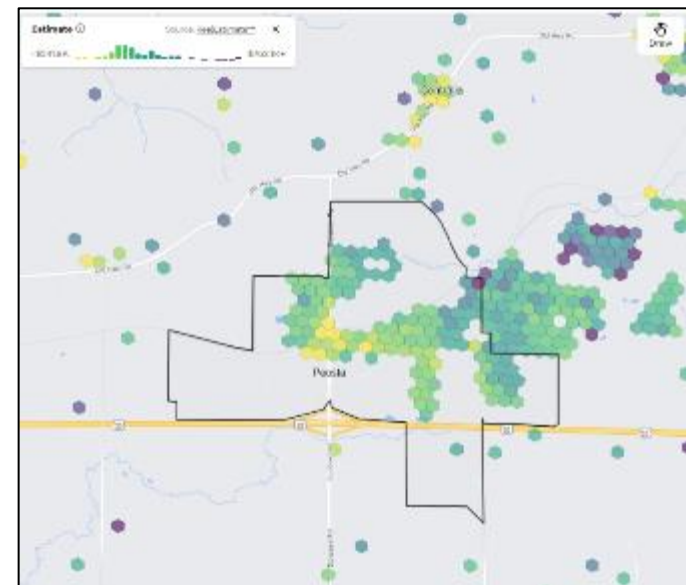
Source: US Census Bureau 2009-2023 ACS 5-year estimates, Table B25077

The maps here show estimated home values for zip code 52068 (<\$159.9K to \$793.4K+) and Peosta (<\$241.8K to \$763.1K+).



Map of Zip Code 52068: Estimated Home Value

Source: Realtor.com, accessed 2-18-25



Map of Peosta: Estimated Home Value

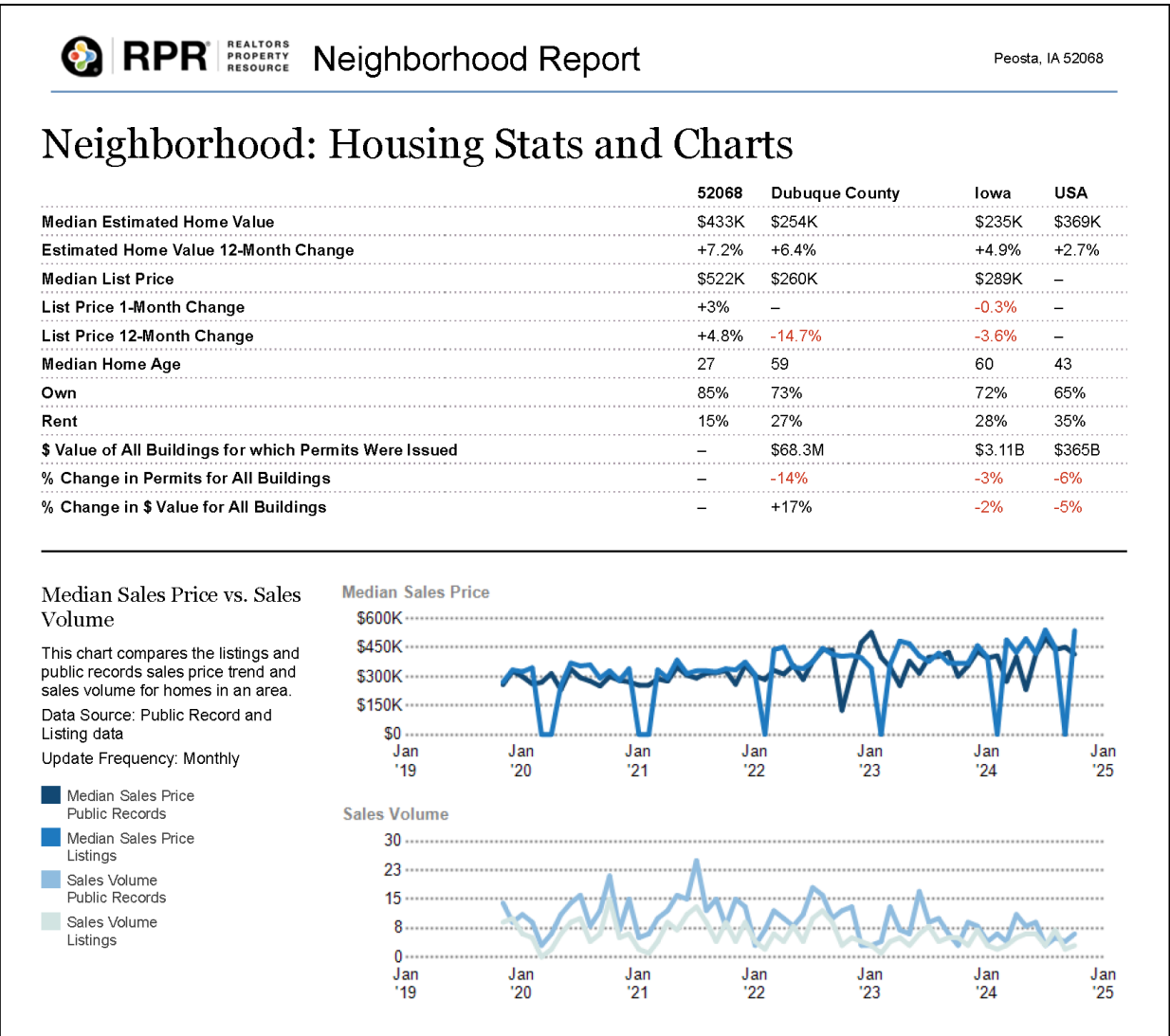
Source: Realtor.com, accessed 2-18-25

Housing Prices and Sales

These charts are from a Neighborhood Report prepared by Realtors Property Resource on 1/22/2025 for Peosta zip code area 52068. The first chart includes a series of statistics, including median estimated home value and median list price for zip code area 52068 with Dubuque County, Iowa, and the USA.

The **median list price** is the price where half of the listed prices are higher and the other half are lower. The median list price and home value can differ because the list price reflects what sellers hope to get, influenced by their expectations and market optimism.

The second chart here compares median sales price versus sales volume for zip code area 52068 from January 2019 to January 2025. The **median sale price** is the middle price in a range of sale prices, with half of the properties selling for more and half selling for less.



Source: Neighborhood Report - Peosta 52068, 1/22/2025, copyright 2025 Realtors Property Resource LLC

The East Central Iowa Association of Realtors (ECIAOR) provided **Multiple Listing Service (MLS) Market Statistics** of residential property for sale in Peosta and Dubuque County in 2024. The table here compares average and median days on the market (DOM) for in Peosta and the County in 2024. The median list price and median sale price trend higher in Peosta than the county for homes with less than 5 bedrooms, as shown in the chart here.

Days on the Market, 2024

# BRs	Average DOM		Median DOM	
	Peosta	County	Peosta	County
All	92	105	105	61
0-1	0	398	0	478
2	111	143	111	69
3	95	63	87	49
4	96	80	105	57
5+	70	111	70	80

Source: ECIAOR MLS, from 1/1/2024 to 12/11/2024

Community Perceptions

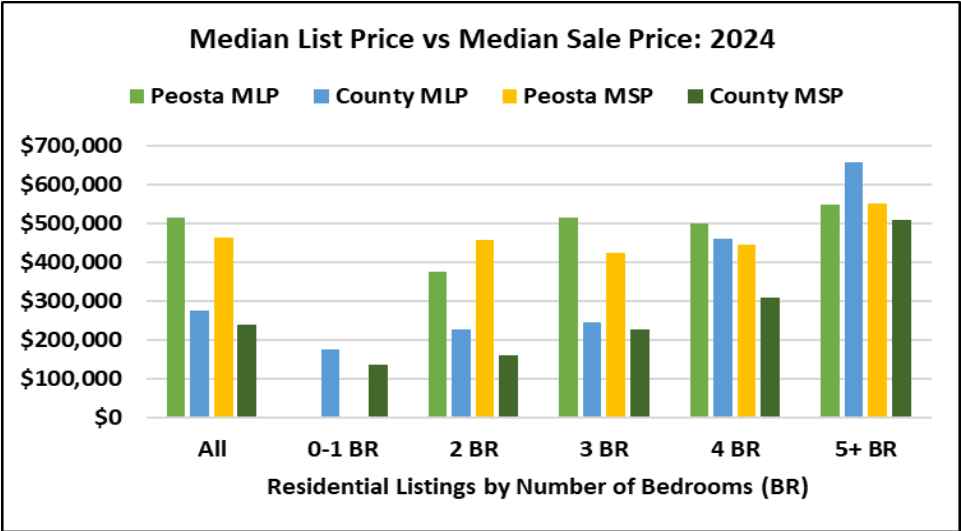
Every year, the Greater Dubuque Development Corporation (GDDC) team conducts **InfoAction** face-to-face interviews with more than 250 area business owners, CEOs, and top managers. In fiscal year 2023-2024, Housing was cited by 61% of businesses Peosta-based businesses as one of the top 5 priorities for the community, ranking #1 on the list. While many new housing developments have either started or are under consideration, the score for housing on the Public Services Index ranks it lowest with a score of 2.91 (1 poor / 7 excellent).

- Top 3 Weaknesses for Doing Business in Our Market:
- 1. Workforce / Labor Pool
 - 2. Housing (Amount / Affordability)
 - 3. Air Service

GDDC conducted its **Next Gen Perceptions Survey** in 2023, to gauge the priorities of Dubuque residents age 40 and younger. The study found health care and housing are priorities in choosing a community.

Ranking among 35 factors when choosing where to live / work vs Greater Dubuque: Affordable home ownership came in second, and Affordable, quality rental housing came in sixth.

Housing Affordability: the cost and availability of housing are significant concerns, with mentions of expensive housing, the need for affordable rentals, and difficulties in finding suitable housing.



Source: ECIAOR MLS, from 1/1/2024 to 12/11/2024

Rental Property Survey

Ten owners of rental properties in Peosta were contacted for the City of Peosta's rental property survey.

The table here lists **general characteristics** for each development: name, location, total units, and housing types. Types of housing range from zero-lot-line duplexes, townhouses, and apartments to upper story housing in mixed use and student housing.

A *Zero-Lot-Line Duplex* is a residential dwelling that physically adjoins two matching single-family dwelling units across an abutting side lot line, with each unit occupying its own parcel.

A *Townhouse* is a single-family residential dwelling unit in a group of three or more units attached horizontally in a linear arrangement, having a total exposed front and at least one other building wall exposed to allow for access, light, and ventilation.

Peosta Rental Property Survey: General Characteristics by Development

Development Name	Location (Street Address)	Total Units	Housing Types
Rausch Properties	8265 Burds Rd, Units 1-8	8	Zero Lot Line Duplex
Peosta Family Development¹	150-152, 170-172, 188-190, 208-210 Peterson Dr	8	Zero Lot Line Duplex
Greenwood Properties	416-440, 458, 476 Lezlie Dr	19	Zero Lot Line Duplex, 8-unit Apartment, 7-unit Town-houses
Kapp Drive Real Estate*	8367 Burds Rd	3	3-unit Apartment
Hillcrest Acquisition LLC*	8205, 8235 Kalb Ridge St	15	3-unit and 12-unit Apartments
Evergreen Meadows²	110 Peterson Dr.	24	4-Unit Apartments
Thunder Valley Residences	7027, 7036, 7068, 7069 Crosvik Ct. and 7128, 7164 Thunder Valley Dr	90	12-unit and 18-unit Apartments
The Springs	7678, 7708, 7716, 7748, 7758 Adrina Dr	80	16-unit Apartments
Peosta Square Apartments*	8411 Peosta Commercial Ct	34	34-unit Apartment (upper story in mixed use)
College Suites*	8352 NICC Drive	82	Student Housing

1. Eastern Iowa Regional Housing Authority (EIRHA) public housing.

2. Eastern Iowa Regional Housing Corporation (EIRHC) public housing.

***indicates waiting for completed survey as of 12/16/2024**

Source: Dubuque County Land Records accessed by ECIA



7-unit townhouses and a zero-lot-line duplex in Peosta

Source: Dubuque County Land Records

This table shows various **housing characteristics** of the rental properties surveyed. Together, these properties comprise 38 buildings with a total of 361 housing units.

The average vacancy rate is 5.0%, with a range from 0.0% to 33.3%.

Average days on the market (DOM) for the last 12 months was about 23 days, with a range from 5 to 45 days.

Age of housing ranges from construction in 1993 to 2024, with a median year built of 2012.

This table shows the mix of bedrooms per unit by housing type for the rental properties surveyed.

The largest category is 2-bedroom units, followed by 3-bedroom units.

A small number of units are ADA compliant with Americans with Disabilities Act per rental property contacts.

Peosta Rental Property Survey: Housing Characteristics

Housing Types	# Buildings	# Units	# Vacant Units	Vacancy Rate	Average DOM	Year(s) Built
Zero Lot Line Duplex	9	18	0	0.0%	14	1994, 2010, 2014
3-unit Apartment	2	6	2	33.3%	*	1993, 2008
4-unit Apartment	6	24	2	8.3%	45	2004
8-unit Apartment	6	8	0	0.0%	5	2007
12-unit Apartment	4	48	1	2.1%	30	1993, 2022, 2023
16-unit Apartment	5	80	2	2.5%	30	2024
18-unit Apartment	3	54	8	14.8%	30	2023, 2024
34-unit Apartment	1	34	1	2.9%	*	2022
7-unit Townhouses	1	7	0	0.0%	5	2010
82-unit Student Housing	1	82	2	2.4%	*	2020
Total or Average	38	361	18	5.0%	23	2012
DOM = days on the market for the past 12 months						
*indicates waiting for completed survey as of 12/16/2024						

Source: City of Peosta Rental Survey - ECIA data analysis as of 12/13/2024

Peosta Rental Survey: Mix of Bedrooms per Unit by Housing Type

Housing Type	Studio	1 BR	2 BR	3 BR	4 BR		2 BR-ADA	3 BR-ADA
Zero Lot Line Duplex (private)			8	4				
Zero Lot Line Duplex (public)			6	2			3	
3-unit Apartment		*	*	*				
4-unit Apartment (public)			10	11	3			
8-unit Apartment			8	0				
12- to 18-unit Apartment			137	33			5	1
34-unit Apartment		*	*	*				
7-unit Townhouses				7				
82-unit Student Housing	*	*	*	*				
Total			169	57	3		8	9
BR = Bedroom. ADA = Compliant with Americans with Disabilities Act per rental property contacts.								
*indicates waiting for completed survey as of 12/16/2024								

Source: City of Peosta Rental Survey - ECIA data analysis as of 12/13/2024

Analysis of rental housing unit size and monthly rent by number of bedrooms is shown in the table here.

Rental units were categorized by the number of bedrooms: Studio and 1, 2, 3, and 4 Bedrooms.

Unit Size was approximate square feet as provided on the survey forms and/or as listed in the Dubuque County Land Records.

For this analysis, rental housing units were placed in two subcategories: All Units and Standard Units.

Standard Units are housing units that are not: ADA-compliant, Public Housing, or Student Housing.

ADA-Compliant refers to housing units identified by the owners as being compliant with the federal Americans with Disabilities Act.

Student Housing refers to College Suites, an 82-unit housing development that provides an option for students attending Northeast Iowa Community College (NICC) at the Peosta Campus.

Peosta Rental Property Survey: Housing Unit Size and Monthly Rent by Number of Bedrooms

Square Footage by # of Bedrooms	All Units	Standard Units	All Units	Standard Units	All Units	Standard Units
	Average	Average	Minimum	Minimum	Maximum	Maximum
Studio	464		464		464	
1 Bedroom	598	730	465	730	730	730
2 Bedrooms	939	1,035	709	980	1,179	1,146
3 Bedrooms	1,180	1,267	925	1,051	1,450	1,450
4 Bedrooms	1,263		1,220		1,306	
Monthly Rent by # of Bedrooms	All Units	Standard Units	All Units	Standard Units	All Units	Standard Units
	Average	Average	Minimum	Minimum	Maximum	Maximum
Studio	*		*		*	
1 Bedroom	*	*	*	*	*	*
2 Bedrooms	\$1,011	\$1,108	\$575	\$950	\$1,300	\$1,250
3 Bedrooms	\$1,360	\$1,490	\$670	\$1,200	\$1,900	\$1,900
4 Bedrooms	\$780		\$780		\$780	
*indicates waiting for completed survey as of 12/16/24						

Source: City of Peosta Rental Survey - ECIA data analysis as of 12/13/2024

Public Housing in Peosta:

- Eastern Iowa Regional Housing Authority (EIRHA) owns and manages Peosta Family Development, consisting of 8 zero-lot-line duplexes. These units provide housing for low-income families. Participants pay a minimum of 30% of their adjusted income toward rent and utilities or \$50, whichever is greater.
- Eastern Iowa Regional Housing Corporation (EIRHC) owns and maintains Evergreen Meadows, consisting of six 4-unit apartment buildings. The 2-, 3-, and 4-bedroom housing units serve low to moderate income households. All residents must income qualify at less than or equal to 40-50% of area median income (AMI).



Zero-lot-line duplex in Peosta Family Development (EIRHA public housing)

Source: Dubuque County Land Records

Planned Housing Projects

City of Peosta

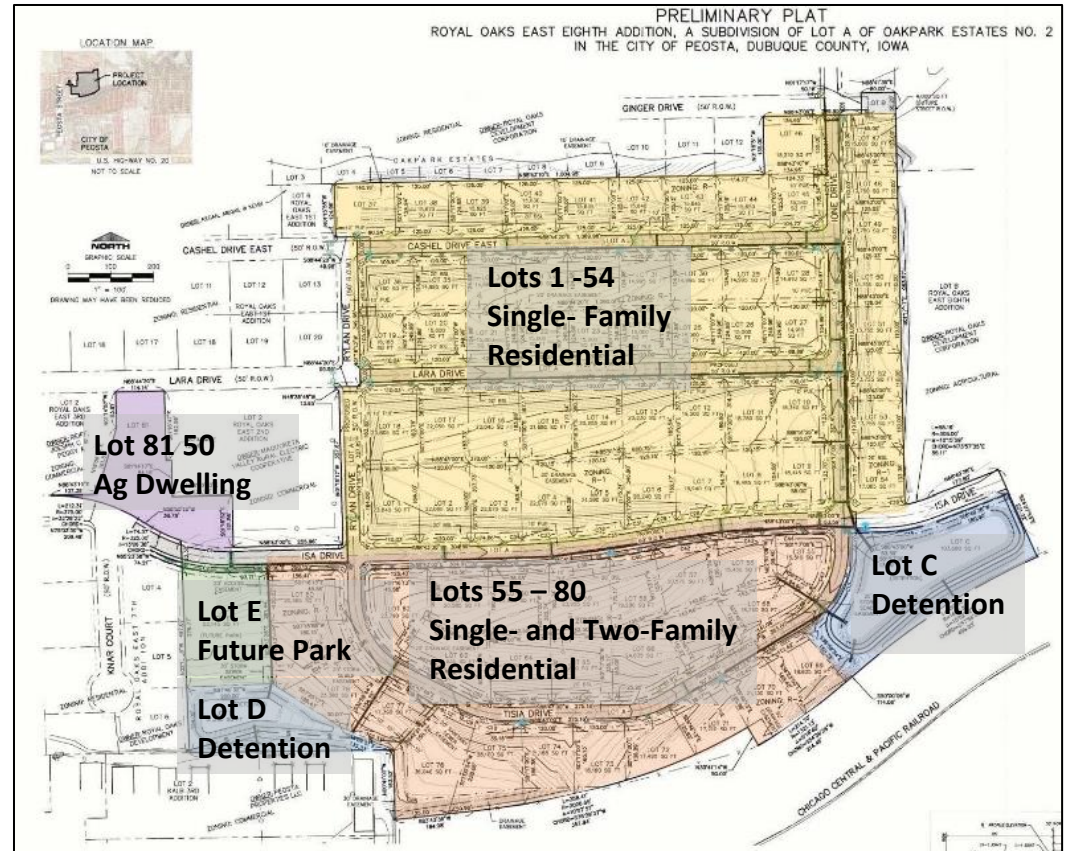
Local developer A. J. Speigel, Royal Oaks Development Corporation, has proposed creation of 80 lots for single- and two-family residential development in Peosta. The Final Plat for Royal Oaks East Eighth (8th) Addition was approved by the Peosta City Council in November 2024.

The 43.68-acre subdivision consists of Lots 1 - 81 and Lots A - E. The table below shows the proposed land uses and acres based on lot designations. The map here depicts the proposed land uses for Lots 1 - 81 and Lots C, D, and E. Lots A and B are future streets. Existing zoning is A-1 Agriculture. Proposed rezoning is R-1 Single-Family Residential for Lots 1 – 54, and R-2 Two-Family Residential for Lots 55 – 80.

Royal Oaks East 8th Addition: Proposed Land Use

Lots	Proposed Land Use	Acres
1 - 54	Single-Family Residential	21.18
55 - 80	Single- or Two-Family Residential	12.80
81	Agricultural Dwelling	1.34
A	Street Right-of-Way	8.44
B	Street Right-of-Way	0.09
C	Stormwater Detention	2.38
D	Stormwater Detention	1.18
E	Reserved for Future Park	1.22
Total		48.63

Source: Final Plat, Royal Oaks East 8th Addition



Map of Royal Oaks East 8th Addition: Proposed Land Use

Source: Preliminary Plat, Royal Oaks East 8th Addition

City of Dubuque

Local developer Callahan Construction, plans to begin construction of 180 market-rate apartments in six three-story apartment buildings at 380 Cedar Cross Road in Dubuque in 2025 pending a development agreement with the City of Dubuque. The Dubuque City Council approved a rezoning change in February, 2025. In March, 2025, the City Council approved creation of an Urban Revitalization Plan to provide 10-year property tax abatements for new housing.



This rendering shows a planned 180-unit apartment complex on Cedar Cross Road in Dubuque.

Source: Telegraph Herald (2/11/25)

A team led by Gronen Development, Inc. plans to build a five-story, mixed-use development in downtown Dubuque on a city-owned parking lot on the west side of Main Street between Fifth and Sixth streets. Gronen will partner with Kilbourne Group, of Fargo, N.D., to create 80 apartments on four floors above ground-floor retail space. The Dubuque City Council approved a development agreement with Gronen in March, 2025.

The City of Dubuque Housing Incentives Report for October 2024 shown here details the number and type of new housing lots and units approved, under review, under construction, or completed. As of October 29, 2024, there had been 2,402 total lots and/or units proposed, including 392 affordable units.

Residential Subdivision Lot Availability			
Development	Location	Lots/Units Available	Use
North Grandview Estates	North Grandview/32nd Street	32 Lots/Units	Single-Family/Apartment
Rustic Point Estates #2	Derby Grange/Kennedy Roads	40 Units	Single-Family/Duplex
Sky Blue Estates*	Sky Blue Drive	4 Lots	Single-Family
Silver Oaks Subdivision	Elmwood/Silver Oaks Drive	127 Lots	Single-Family/Duplex
South Pointe Estates*	Rockdale Road/South Pointe Drive	37 Units	Single-Family/Duplex
Timber-Hyrt Estates	Creekwood Drive/Cherry Ridge	21 Lots	Single-Family/Duplex/Townhomes
		TOTAL: 261	

*Subdivision has additional phases

Residential Development - Under Review			
Development	Location	# of Lots/Units	Use
Visitation/AHNI	900 Alta Vista Street	25 Units	Affordable Apartments
Carter Road Apartments	Carter Road	40 Units	Market-Rate Apartments
Union Park Place Apartments & Townhomes	North of NW Arterial	152 Units	Market-Rate Apts/Townhomes
Farley & Loetscher, LLC	801 Jackson Street	126 Units	Market-Rate Apartments
1701 Central Ave Apartments	1701 Central Avenue	4 Units	Market-Rate Apartments
35 Locust Street Apartments	35 Locust Street	81 Units	Market-Rate Apartments/Mixed Use
Iowa Street Lofts	1248 Iowa Street	17 Units	Market Rate Apartments
Habitat for Humanity	Wood Street	16 Units	Affordable Single-Family Homes
Millwork Flats	1065 Jackson Street	62 Units	Market-Rate Apartments
Plastic Center, Inc.	408 W. Fifth Street	9 Units	Market-Rate Apartments
Corridor DBQ	1527 Central Avenue	10 Units	Market-Rate Apartments
		TOTAL: 542	

Residential Subdivision - Under Construction			
Development	Location	# of Units	Use
Switch Homes of Dubuque	End of Tiffany Court	84 Lots	Single-Family
South Pointe Phase 2	South Pointe Drive	21 Lots	Single-Family
		22 Units	Duplex
		TOTAL: 127	

Residential Development - Approved			
Development	Location	# of Lots/Units	Use
The Stacks	Ice Harbor Drive	187 Units	Market-Rate Apartments
Emri Apartments	Radford Road	48 Units	Affordable Family Housing Apartments
Fox Hills Apartments	End of Plaza Drive	390 Units	Market-Rate Apartments
Union at the Marina	1860 Hawthorne Street	201 Units	Affordable Family Housing
		TOTAL: 826	

Multi-Family Development - Under Construction			
Development	Location	# of Units	Use
Carich Property LLC Apartments	1734-36 Central Avenue	8 Units	Affordable/Market-Rate Apartments
Cedar Lake Apartments	Lake Ridge Drive	42 Units	Market-Rate Apartments
HG Apt LLC Apartments	2901 Central Avenue	18 Units	Market-Rate Apartments
799 Main Street Apartments	799 Main Street	36 Units	Market-Rate Apartments
St. Anthony's School	2175 Rosedale Avenue	22 Units	Market-Rate Apartments
Callahan Apartments	Bies Drive	56 Units	Market-Rate Apartments
1706 Central Apartments	1706 Central Avenue	11 Units	Market-Rate Apartments
		TOTAL: 193	

Cooperative Community Development - Under Construction			
Development	Location	# of Units	Use
Estates of Dubuque	Barnwood Lane/Lasso Court	35 Units	Single-Family/Cooperative Community
		TOTAL: 35	

Residential Development - Completed/Constructed			
Development	Location	# of Units	Use
Gardens of Dubuque	1895 Radford Road	50 Units	Affordable Family Housing Apartment
Kretschmer Lofts	895 Washington Street	48 Units	Market-Rate Apartments
Roosevelt West	1865 Radford Road	44 Units	Affordable Senior Housing Apartment
Miller 4-Plex	3545 East Gate Court	4 Units	Market-Rate Apartments
Mount Carmel - Sisters of Charity Phase 1	1100 Carmel Drive	60 Units	Skilled Nursing
		46 Units	Assisted Living
		22 Units	Memory Care
Mount Carmel - Sisters of Charity Phase 2	1100 Carmel Drive	116 Units	Independent Living
Chadwick Black Apartments	249 W. 1st Street	4 Units	Market-Rate Apartments
Old Prescott School	1199 Central Avenue	12 Units	Market-Rate Apartments
1047 Bluff Street Apartments	1047 Bluff Street	2 Units	Market-Rate Apartments
1398 White Street Apartments	1398 White Street	2 Units	Market-Rate Apartments
South Pointe Rowhouses	Rolling Creek Lane	6 Units	Market-Rate Townhomes
744 Main Street	744 Main Street	2 Units	Market-Rate Apartments
		TOTAL: 418	

City of Dubuque Housing Incentives Report, Oct. 2024

Source: City of Dubuque, www.wityofdubuque.org/incentives

Housing Affordability

Housing affordability is the ability of a household to pay for housing while still having money left over for other necessities. **The U.S. Department of Housing and Urban Development (HUD) defines affordable housing as housing that costs no more than 30% of a household's gross income.** This includes rent, utilities, mortgage payments, taxes, and insurance. Households that spend more than 30% of their income on housing are considered **cost-burdened**. There are many other factors, however, that affect housing affordability that this definition does not consider.

The Iowa Finance Authority notes: “Homeownership presents one of the most powerful opportunities for building generational wealth. The ripple effects of homeownership are far-reaching, extending to various aspects of life, such as financial, social, and

physical well-being, while also delivering significant economic benefits to the broader community. When families have access to homes they can afford, as their income changes over time, it’s proven to lead to success in other areas, including health, education, career opportunities and civic engagement, which in turn strengthens our neighborhoods and communities.”

Homeownership most often requires financing with a mortgage. The table here provides a regional comparison of the number of owner-occupied housing units with and without a mortgage, and the number of occupied units paying rent based on 2009-2023 ACS 5-year estimates. Vernon Township and ZCTA 52068 do not include City of Peosta data.

Renters are far more likely to be cost-burdened compared to homeowners. Additionally, a lack of homeownership eliminates a families’ best shot at generational wealth.

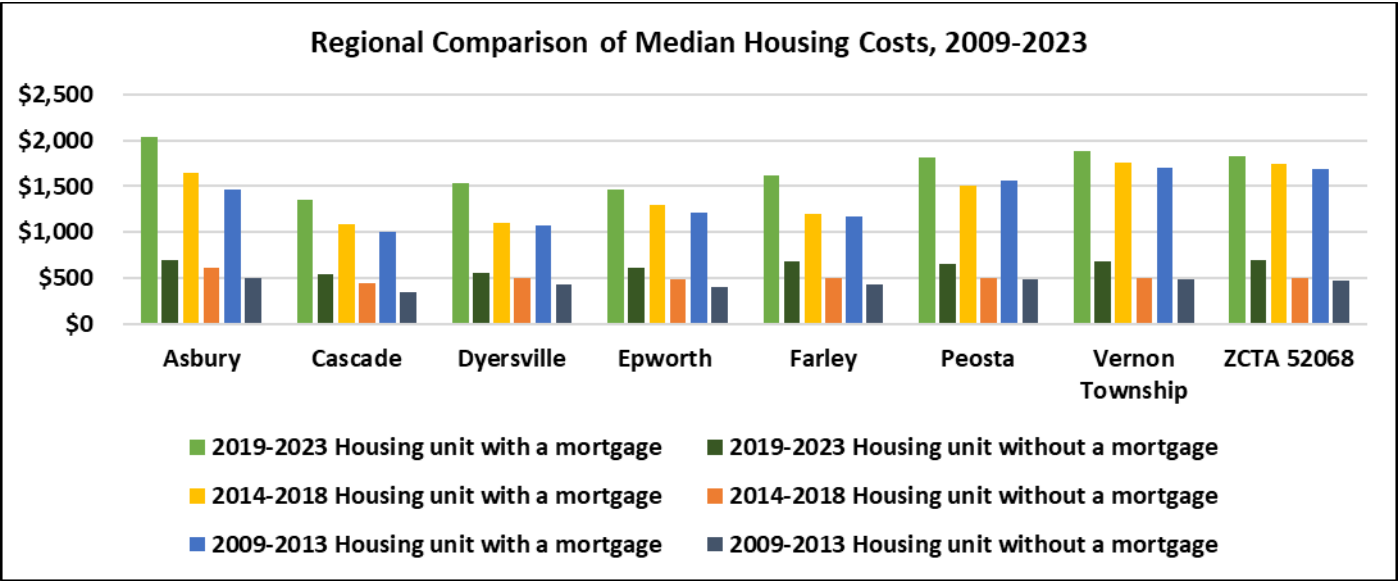
Regional Comparison: Number of Housing Units with and without a Mortgage and Number of Occupied Units paying Rent, 2009-2023

	Asbury	Cascade	Dyersville	Epworth	Farley	Peosta	Vernon Township	ZCTA 52068
Housing units with a mortgage								
2019-2023	1,265	449	765	390	291	413	806	982
2014-2018	1,141	361	902	363	378	352	818	966
2009-2013	1,117	449	814	433	327	346	707	822
Housing units without a mortgage								
2019-2023	630	213	723	217	217	124	408	457
2014-2018	553	236	563	200	198	100	234	386
2009-2013	282	204	619	156	139	65	235	402
Occupied units paying rent								
2019-2023	159	278	302	107	143	90	1	11
2014-2018	198	258	356	133	83	97	31	82
2009-2013	74	149	299	100	49	102	47	95

Source: U.S. Census Bureau. "SELECTED HOUSING CHARACTERISTICS." ACS 5-Year Estimates Data Profiles, Table DP04, 2009-2023

Housing Costs

This chart shows at **median housing costs** in Peosta and the region for housing with a mortgage and housing without a mortgage based on 2009-2023 ACS 5-year estimates. Vernon Township and ZCTA 52068 include City of Peosta data. As would be expected, median housing costs for housing with a mortgage with were substantially higher than for housing units without a mortgage.



Source: U.S. Census Bureau, "Selected Housing Characteristics." ACS 5-Year Estimates, Table DP04, 2009-2023

Rental costs are broken down by contract and gross rent. Contract rent is the monthly rent agreed or contracted for between the tenant and the landlord, regardless of furnishings, utilities, fees, meals or other services that may be included. Gross rent is the monthly rent with an estimated cost of utilities included. Gross rent is used to eliminate any differences from different practices with regards to including utilities as a part of rental payments.

The table here shows the Fiscal Year 2025 HUD estimates of 50th percentile rents for the three counties in the Dubuque Area Metropolitan Transportation Study (DMATS) tri-state urban area: Dubuque County, Iowa; Grant County, Wisconsin; and Jo Daviess County, Illinois. Averages of the three County rental costs are shown as well.

The U.S. Department of Housing and Urban Development (HUD) calculates 50th percentile rent values that estimate how much an average unit may rent for in each county for each fiscal year (FY). The 50th percentile rents show the median standard unit that would be rented in each County market and include estimated utilities.

HUD 50th Percentile Rents in DMATS Counties (FY 2025)

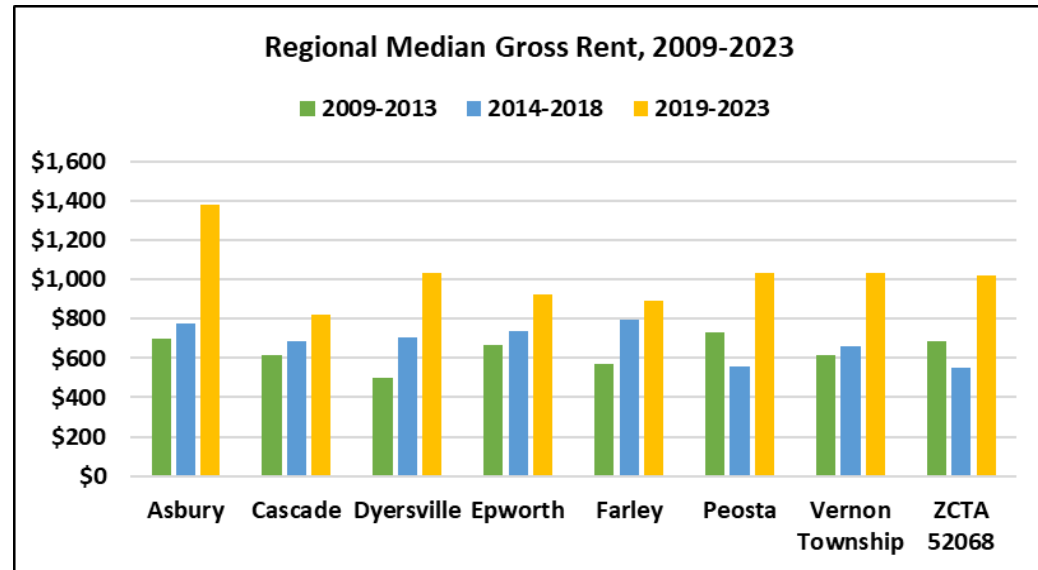
DMATS County	Efficiency	1-Bedroom	2-Bedroom	3-Bedroom	4-Bedroom
Dubuque, IA	\$768	\$811	\$1,059	\$1,399	\$1,778
Grant County, WI	\$749	\$754	\$975	\$1,226	\$1,637
Jo Daviess County, IL	\$629	\$777	\$917	\$1,211	\$1,216
Average	\$715	\$781	\$984	\$1,279	\$1,544

Source: U.S. Department of Housing and Urban Development (HUD) FY2025 50th Percentile Rents: Data by County at <https://www.huduser.gov/portal/datasets/50per.html>

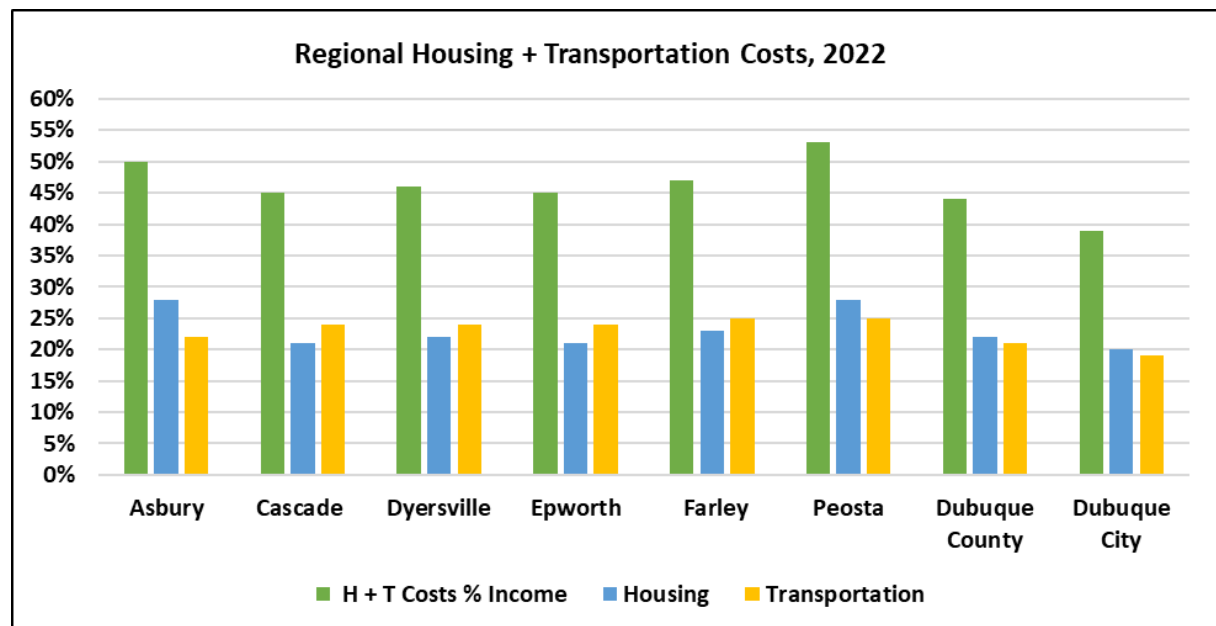
Median gross rent refers to the middle value of all the monthly rental prices in a given area, where the rent includes not only the base rent but also the estimated cost of utilities like electricity, gas, and water, essentially representing the average cost of renting a housing unit in that location when considering all associated costs. The chart here provides a regional comparison of median gross rent from 2009-2023. Vernon Township and ZCTA 52068 include City of Peosta data. The median gross rent for 2019-2023 reflects significant increase over prior years for most communities.

The Center for Neighborhood Technology's Housing and Transportation (H+T[®]) Affordability Index provides a more complete measure of affordability by considering **housing plus transportation costs**. While housing alone is affordable when consuming no more than 30% of income, transportation costs can be a household's second largest expenditure. The chart here shows the H + T Index for the region plus Dubuque and Dubuque County using ACS 5-year estimates for 2022.

The H + T Index benchmark is 45% of household income. Peosta and Asbury tied for highest housing costs at 28%. Peosta and Farley tied for highest transportation costs at 25%. Peosta had the highest H + T costs at 53% followed by Asbury at 50%.



Source: US Census Bureau 2009-2023 ACS 5-year estimates, Table B25064



Center for Neighborhood Technology's Housing and Transportation (H+T[®]) Affordability Index, ACS 5-year estimates, 2022

Analysis of **housing costs by income level** can help determine affordability. Typically, households with higher incomes tend to proportionately spend less on housing than households with lower incomes. The higher the household income, the less likely a household will be cost-burdened. The table here provides a regional comparison of monthly housing costs as a percentage of

household income (HHI) for all occupied housing units based on ACS 5-year estimates for 2019-2023. Vernon Township and ZCTA 52068 do not include City of Peosta data.

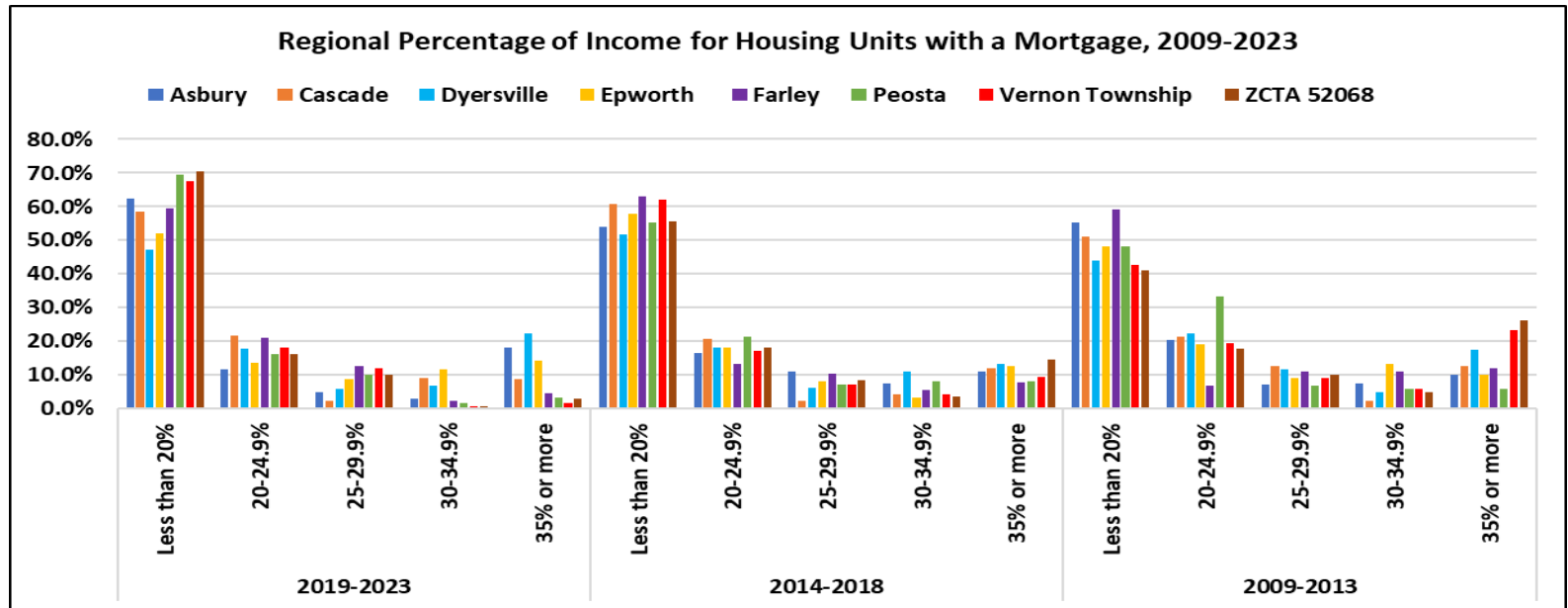
Regional Comparison of Monthly Housing Costs as a Percentage of Household Income (HHI) by Income Level for All Occupied Units, 2023

Occupied Housing Units	Asbury	Cascade	Dyersville	Epworth	Farley	Peosta	Vernon Township	ZCTA 52068
Number of Housing Units	2,054	973	1,812	730	670	633	744	913
HHI Less than \$20,000	107	56	105	64	17	24	8	14
Less than 20%	0	0	16	0	0	0	0	0
20 to 29%	16	0	0	2	0	0	0	1
30% or more	91	56	89	62	17	24	8	13
HHI \$20,000 to \$34,999	125	119	185	90	33	42	15	38
Less than 20%	3	37	44	26	0	0	0	0
20 to 29%	84	24	45	26	2	22	0	9
30% or more	38	58	96	38	31	20	15	29
HHI \$35,000 to \$49,999	148	116	287	85	105	39	0	5
Less than 20%	28	64	121	20	27	3	0	1
20 to 29%	26	14	53	26	54	11	0	0
30% or more	94	38	113	39	24	25	0	4
HHI \$50,000 to \$74,999	244	175	357	114	86	47	32	44
Less than 20%	111	62	197	40	34	27	31	31
20 to 29%	26	76	88	34	48	11	0	3
30% or more	107	37	72	40	4	9	1	10
HHI \$75,000 or more	1,430	474	856	361	418	475	623	812
Less than 20%	1,162	381	700	288	354	373	489	664
20 to 29%	240	76	113	62	60	99	134	146
30% or more	28	17	43	11	4	3	0	2
Zero or negative income	0	6	0	3	8	6	0	0
No cash rent	0	27	22	13	3	0	66	0

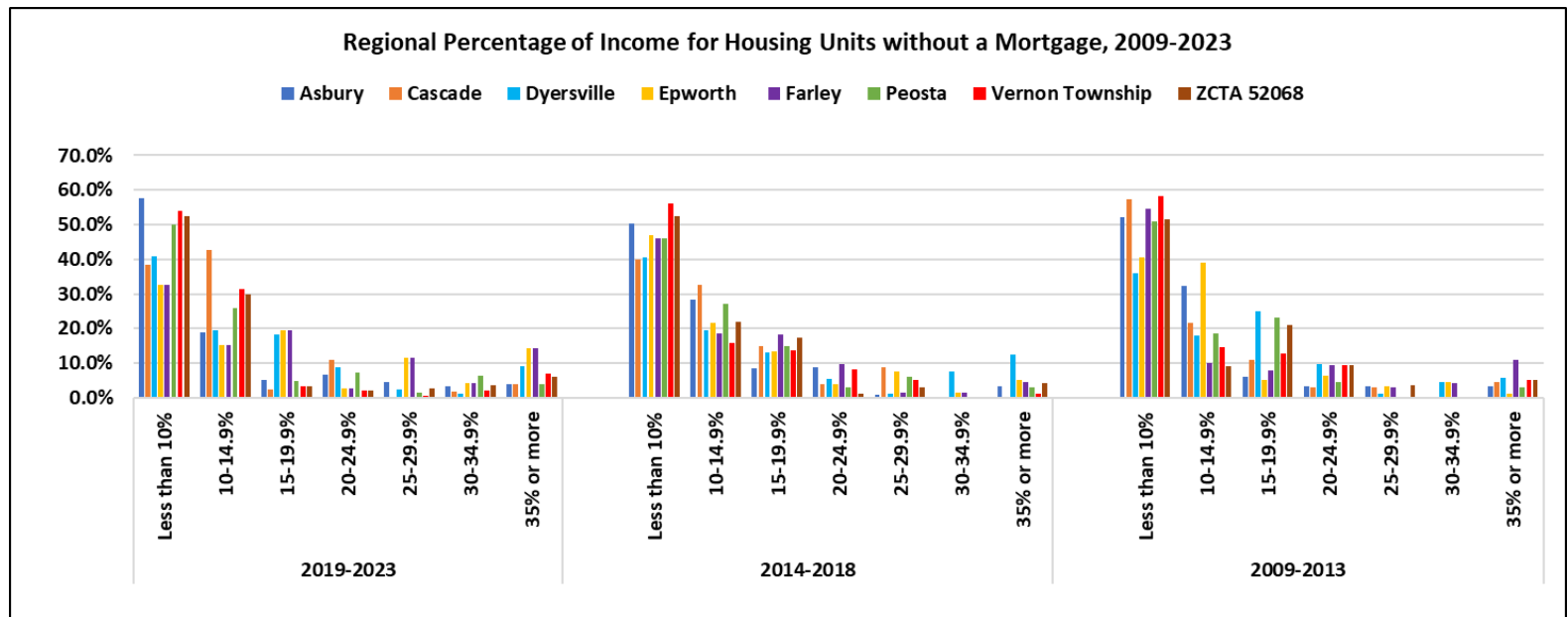
U.S. Census Bureau, "Financial Characteristics." ACS 5-Year Estimates Subject Tables, Table S2503, 2023

Most households in Peosta and the region spent less than 30% of their income on housing from 2009-2023. These two charts show the distribution of housing costs by percentage to income for housing units with a mortgage and for housing units without a mortgage for Peosta and the region. Vernon Township and ZCTA 52068 include City of Peosta data.

The picture changes when renter-occupied housing units are considered separately. This third chart



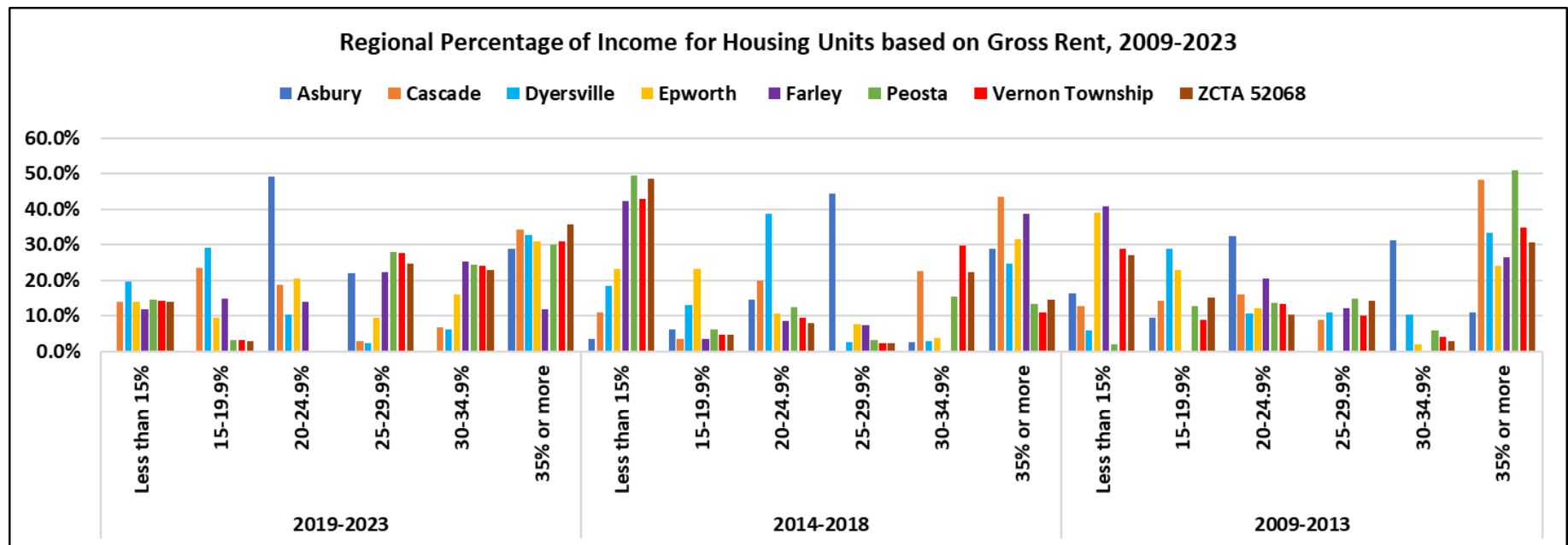
Source: U.S. Census Bureau, "Selected Housing Characteristics." ACS 5-Year Estimates, Table DP04, 2009-2023



Source: U.S. Census Bureau, "Selected Housing Characteristics." ACS 5-Year Estimates, Table DP04, 2009-2023

shows the distribution of housing costs by percentage to income for housing units based on gross rent for Peosta and the region. Vernon Township and ZCTA 52068 include City of Peosta data. This analysis is based on ACS 5-year estimates for 2009-2023. The percentage of cost-burdened housing units paying rent was much higher than for housing units with or without a mortgage.

The table here is regional comparison of **housing cost burden** (spending 30% or more of household income on housing) by tenure for all occupied units based on ACS 5-year estimates for 2019-2023. Vernon Township and ZCTA 52068 do not include City of Peosta data. Renter-occupied housing units had the highest cost burden percentages in Peosta (52.7%) and in ZCTA 52068 (90.9%).



Source: U.S. Census Bureau, "Selected Housing Characteristics." ACS 5-Year Estimates, Table DP04, 2009-2023

Regional Comparison of Housing Cost Burden by Tenure, 2023

Type of Housing Unit	Asbury	Cascade	Dyersville	Epworth	Farley	Peosta	Vernon Township	ZCTA 52068
All Occupied Units	16.1%	19.4%	20.4%	24.5%	11.3%	12.3%	3.2%	6.1%
Owner-Occupied Units	16.5%	13.8%	19.9%	23.1%	5.2%	5.9%	3.4%	5.3%
Renter-Occupied Units	28.9%	37.4%	36.1%	40.7%	34.4%	52.7%	1.5%	90.9%

U.S. Census Bureau, "Financial Characteristics." ACS 5-Year Estimates Subject Tables, Table S2503, 2023

Comparative Affordability

The table here provides a regional comparison of housing value for owner-occupied units and gross rent for renter-occupied units based on ACS 5-year estimates for 2019-2023. Vernon Township and ZCTA 52068 do not include City of Peosta data. These values are used for the Comparative Affordability Analysis.

The largest number of owner-occupied housing units were valued between \$300,000 to \$499,999; followed closely by the number of units valued at \$200,000 to \$299,000. Asbury and Peosta had the highest median values. The most common gross rents were in the ranges of \$500 to \$999 and \$1,000 to \$1,499. Asbury had the highest median gross rent and Peosta the third highest.

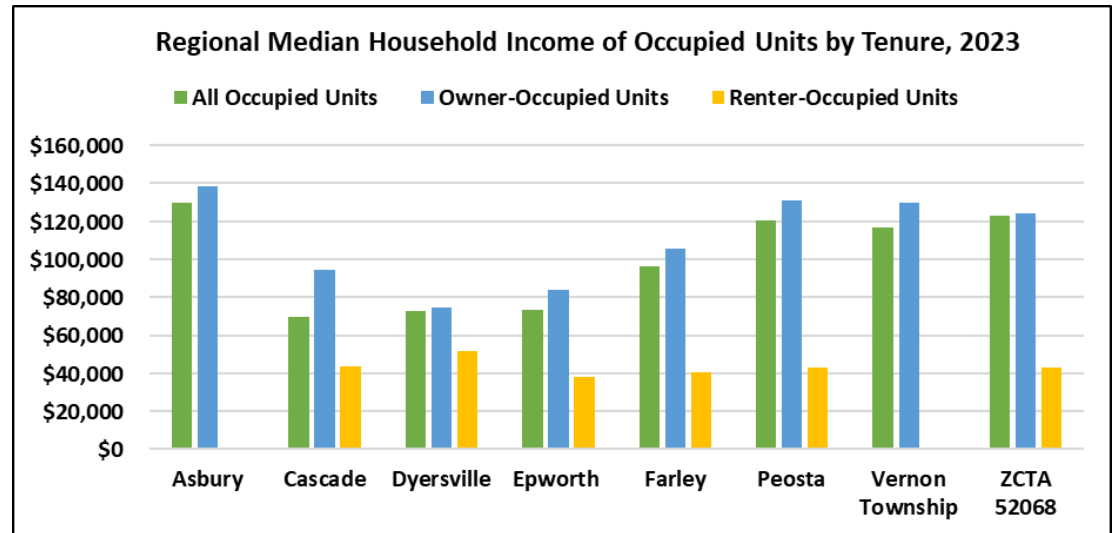
Regional Comparison of Housing Value and Gross Rent, 2023

Housing Value	Asbury	Cascade	Dyersville	Epworth	Farley	Peosta	Vernon Township	ZCTA 52068	Total Units
Owner-occupied units	1,895	668	1,488	607	516	540	677	902	7,293
Less than \$50,000	27	18	46	12	2	3	0	1	109
\$50,000 to \$99,999	21	72	69	12	18	0	14	15	221
\$100,000 to \$149,999	31	101	274	86	36	6	25	11	570
\$150,000 to \$199,999	87	157	239	96	139	16	0	17	751
\$200,000 to \$299,999	683	208	436	262	178	236	80	143	2,226
\$300,000 to \$499,999	958	112	377	117	90	260	409	571	2,894
\$500,000 to \$999,999	68	0	47	22	51	19	114	124	445
\$1,000,000 or more	20	0	0	0	2	0	35	20	77
Median (dollars)	\$312,400	\$196,100	\$219,800	\$229,200	\$242,600	\$304,600			
Gross Rent	Asbury	Cascade	Dyersville	Epworth	Farley	Peosta	Vernon Township	ZCTA 52068	Total Units
Occupied units paying rent	159	278	302	110	151	93	1	11	1,105
Less than \$500	35	13	46	7	0	3	0	0	104
\$500 to \$999	27	179	98	73	105	38	0	7	527
\$1,000 to \$1,499	34	86	129	23	46	47	0	2	367
\$1,500 to \$1,999	51	0	0	7	0	5	0	1	64
\$2,000 to \$2,499	12	0	0	0	0	0	0	0	12
\$2,500 to \$2,999	0	0	0	0	0	0	0	0	0
\$3,000 or more	0	0	29	0	0	0	1	1	31
Median (dollars)	\$1,379	\$822	\$1,036	\$924	\$893	\$1,031			
No rent paid	0	27	22	13	3	0	66	0	131

U.S. Census Bureau, "Selected Housing Characteristics." ACS 5-Year Estimates Data Profiles, Table DP04, 2023

The chart here is a regional comparison of median household income for occupied housing units by tenure based on ACS 5-year estimates for 2019-2023. Vernon Township and ZCTA 52068 include City of Peosta data.

Using these estimates, the table shows comparative affordability in the region for owner-occupied and renter-occupied housing units. The \$304,600 median home value in Peosta required an annual income of \$71,734 -- about 55% of the median income of \$131,154. The \$1,031 median gross rent in Peosta required an annual income of \$41,240, which was 95% of the median household income of \$43,024.



U.S. Census Bureau, "Financial Characteristics." ACS 5-Year Estimates, Table S2503, 2023

Comparative Affordability in the Region, 2023

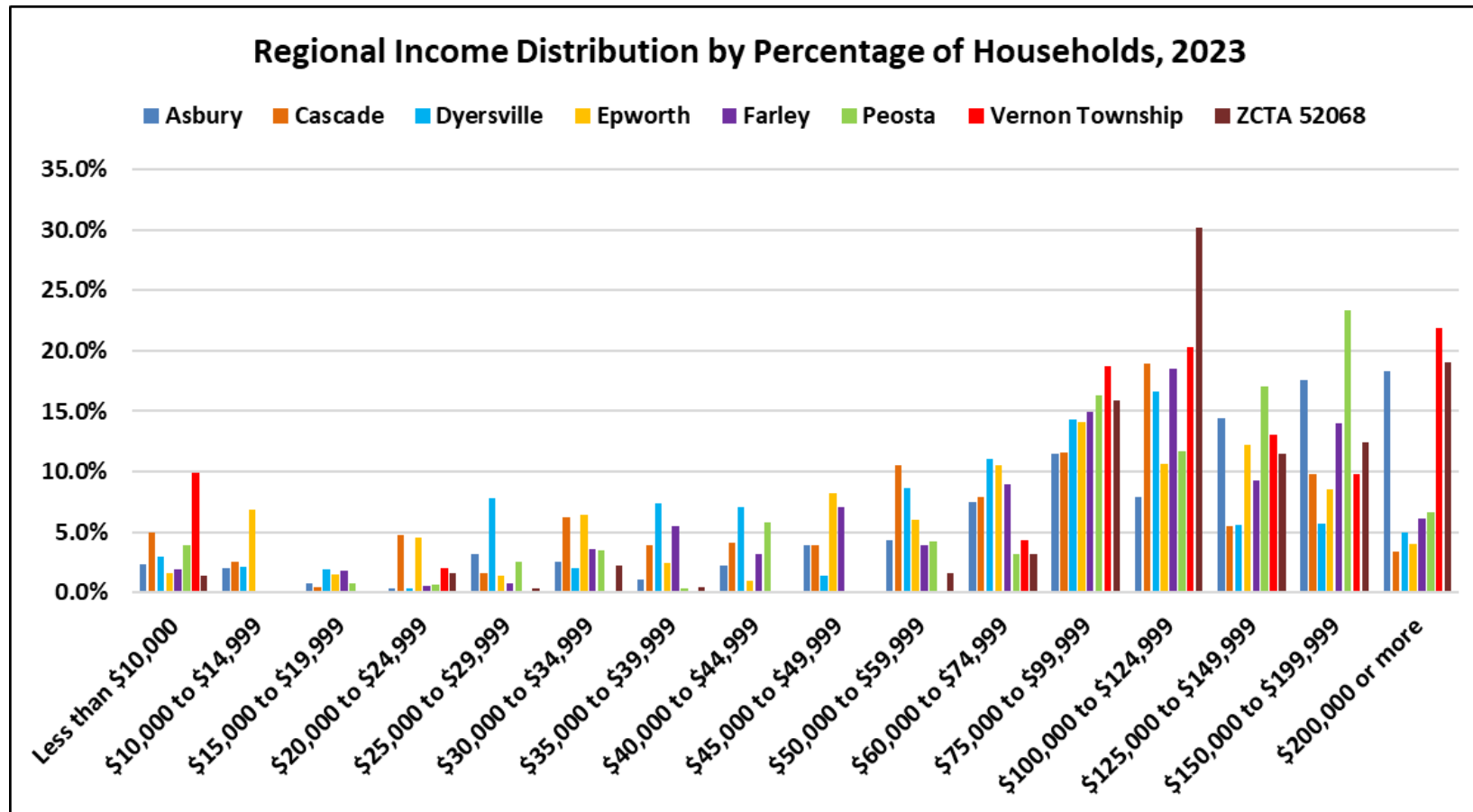
Geography	OWNER-OCCUPIED HOUSING				RENTER-OCCUPIED HOUSING		
	Median Household Income	Median Home Value	Value to Income Ratio	Annual Income to Afford Median Home Value	Median Household Income	Median Gross Rent	Annual Income to Afford Median Gross Rent
Asbury	\$138,348	\$312,400	2.40	\$73,041	n/a	\$1,379	\$55,160
Cascade	\$94,643	\$196,100	2.81	\$48,370	\$43,750	\$822	\$32,880
Dyersville	\$74,330	\$219,800	3.02	\$53,717	\$51,591	\$1,036	\$41,440
Epworth	\$83,807	\$229,200	3.12	\$55,513	\$37,875	\$924	\$36,960
Farley	\$105,781	\$242,600	2.51	\$58,207	\$40,833	\$893	\$35,720
Peosta	\$131,154	\$304,600	2.53	\$71,734	\$43,024	\$1,031	\$41,240
Vernon Township	\$116,528	\$349,000	2.99	\$74,167	n/a	\$1,034	\$41,360
ZCTA 52068	\$130,022	\$345,700	2.81	\$77,899	\$42,742	\$1,023	\$40,920

Source: US Census Bureau ACS 5-year estimates, 2019-2023 for: Tables B19001 - Household Income in the past 12 months, B25077 - Median Value of Owner-Occupied Housing Units, B25064 - Median Gross Rent (renters paying cash rent). **NOTE: Median household income for renter-occupied households was not available for Asbury or Vernon Township due to small sample sizes.**

"The **ratio of value to household income**, also known as the house price-to-income ratio or HPI ratio, is a key indicator of housing affordability and the health of a housing market. It's calculated by dividing the median house price by the median household income in a given area. A high ratio indicates that housing is expensive and unaffordable, while a low ratio indicates that homes are more affordable and accessible. The HPI ratio can be used by buyers and real estate agents to stay informed about the affordability of a housing market before making financial decisions." Source: <https://www.nerdwallet.com/mortgages/how-much-house-can-i-afford/calculate-affordability>

Income Distribution and Housing Affordability Ranges

The chart here provides a regional comparison of income distribution by percentage of households for a series of income ranges, from Less than \$10,000 to \$200,000 or more. Data is based on ACS 5-year estimates for 2019-2023. Vernon Township and ZCTA 52068 do not include City of Peosta data. The majority of households in the region have incomes of \$75,000 or more.



Source: US Census Bureau, Census Reporter, ACS 5-year estimates, 2019-2023, Table B19001

The table here shows a comparison for the Greater Peosta Area of Income Distributions and Housing Affordability Ranges for Owner-Occupied Housing Units based on ACS 5-year estimates for 2019-2023. Vernon Township and ZCTA 52068 do not include City of Peosta data. The affordable range for owner-occupied housing was set at twice the household income range.

\$200,000. In Vernon Township and ZCTA 52068 outside the City of Peosta, there was a shortage of owner units that were affordable to households with incomes of \$75,000 to \$149,999.

This data indicates a shortage of owner units that were affordable to households with incomes under \$100,000 under in Peosta. The affordable range of housing price for these households was under

Greater Peosta Area: Income Distributions and Housing Affordability Ranges, 2023

Owner-Occupied Housing Units	Income Range	# HH in range	Affordable Range for Housing Price	# of Owner Units	Balance
Peosta	\$0 to \$24,999	12	Less than \$50,000	3	(9)
	\$25,000 to \$49,999	28	\$50,000 to \$99,999	0	(28)
	\$50,000 to \$74,999	41	\$100,000 to \$149,999	6	(35)
	\$75,000 to \$99,999	100	\$150,000 to \$199,999	16	(84)
	\$100,000 to \$149,999	169	\$200,000 to \$299,999	236	67
	\$150,000 or more	190	\$300,000 or more	279	89
Vernon Township	\$0 to \$24,999	23	Less than \$50,000	0	(23)
	\$25,000 to \$49,999	0	\$50,000 to \$99,999	14	14
	\$50,000 to \$74,999	31	\$100,000 to \$149,999	25	(6)
	\$75,000 to \$99,999	139	\$150,000 to \$199,999	0	(139)
	\$100,000 to \$149,999	248	\$200,000 to \$299,999	80	(168)
	\$150,000 or more	236	\$300,000 or more	558	322
ZCTA 52068	\$0 to \$24,999	24	Less than \$50,000	1	(23)
	\$25,000 to \$49,999	24	\$50,000 to \$99,999	15	(9)
	\$50,000 to \$74,999	43	\$100,000 to \$149,999	11	(32)
	\$75,000 to \$99,999	145	\$150,000 to \$199,999	17	(128)
	\$100,000 to \$149,999	380	\$200,000 to \$299,999	143	(237)
	\$150,000 or more	286	\$300,000 or more	715	429

Sources: U.S. Census Bureau, "Financial Characteristics." ACS 5-Year Estimates Subject Tables, Table S2503, 2023 and "Selected Housing Characteristics." ACS 5-Year Estimates Data Profiles, Table DP04, 2023

The table here shows a comparison for the Greater Peosta Area of Income Distributions and Housing Affordability Ranges for Renter-Occupied Housing Units based on ACS 5-year estimates for 2019-2023. Vernon Township and ZCTA 52068 do not include City of Peosta data. The affordable range for renter-occupied housing was set at 20% of the household income range.

This data indicates a shortage of renter units that were affordable to households with incomes under \$25,000 in the Greater Peosta Area. Peosta also had a shortage of renter units for households with incomes of \$25,000 to \$49,999 and \$100,000 to \$149,999.

Greater Peosta Area: Income Distributions and Housing Affordability Ranges, 2023

Renter-Occupied Housing Units	Income Range	# HH in range	Affordable Range for Gross Rent	# of Renter Units	Balance
Peosta	\$0 to \$24,999	22	Less than \$500	3	(19)
	\$25,000 to \$49,999	49	\$500 to \$999	38	(11)
	\$50,000 to \$74,999	6	\$1,000 to \$1,499	47	41
	\$75,000 to \$99,999	3	\$1,500 to \$1,999	5	2
	\$100,000 to \$149,999	13	\$2,000 to \$2,499	0	(13)
	\$150,000 or more	0	\$2,500 to \$2,999	0	0
			\$3,000 or more	0	0
Vernon Township	\$0 to \$24,999	66	Less than \$500	0	(66)
	\$25,000 to \$49,999	0	\$500 to \$999	14	14
	\$50,000 to \$74,999	1	\$1,000 to \$1,499	25	24
	\$75,000 to \$99,999	0	\$1,500 to \$1,999	0	0
	\$100,000 to \$149,999	0	\$2,000 to \$2,499	80	80
	\$150,000 or more	0	\$2,500 to \$2,999	409	409
			\$3,000 or more	114	114
ZCTA 52068	\$0 to \$24,999	5	Less than \$500	0	(5)
	\$25,000 to \$49,999	4	\$500 to \$999	7	3
	\$50,000 to \$74,999	1	\$1,000 to \$1,499	2	1
	\$75,000 to \$99,999	0	\$1,500 to \$1,999	1	1
	\$100,000 to \$149,999	0	\$2,000 to \$2,499	0	0
	\$150,000 or more	1	\$2,500 to \$2,999	0	(1)
			\$3,000 or more	1	1

Sources: U.S. Census Bureau, "Financial Characteristics." ACS 5-Year Estimates Subject Tables, Table S2503, 2023 and "Selected Housing Characteristics." ACS 5-Year Estimates Data Profiles, Table DP04, 2023

Peosta Housing Affordability Analysis

The table here shows the Housing Affordability Analysis for the Greater Peosta Area based on ACS 5-year estimates for 2019-2023 and March 14, 2025 mortgage rates accessed from Zillow. It provides an estimate of the minimum household income required to afford a home at different price levels for both 30% and 20% of income. The monthly payment was calculated assuming a good credit score, a 30-year fixed-rate mortgage with a 6.642% annual interest rate, and 10% down payment. The analysis also considers additional housing costs including 1.5% for property tax, an annual 0.5% private mortgage insurance, and \$250 per month for utilities.

Regional Housing Affordability Analysis, 2023

	Entry Level	Move Up	Executive	Peosta	Vernon Township	ZCTA 52068
Median Home Value	\$100,000	\$160,000	\$250,000	\$304,600	\$349,000	\$345,700
Down Payment 10%	\$10,000	\$16,000	\$25,000	\$30,460	\$34,900	\$34,570
Loan Amount	\$90,000	\$144,000	\$225,000	\$274,140	\$314,100	\$311,130
30-Year Fixed-Rate Mortgage Interest Rate	6.642%	6.642%	6.642%	6.642%	6.642%	6.642%
Number of Payments	360	360	360	360	360	360
Monthly Payment	(\$641.44)	(\$1,026.30)	(\$1,603.59)	(\$1,953.81)	(\$2,238.61)	(\$2,217.44)
Property Tax Estimate	(\$125.00)	(\$200.00)	(\$312.50)	(\$380.75)	(\$436.25)	(\$432.13)
Monthly Utility Estimate	(\$250.00)	(\$250.00)	(\$250.00)	(\$250.00)	(\$250.00)	(\$250.00)
Private Mortgage Insurance Est.	(\$41.67)	(\$53.33)	(\$83.33)	(\$101.53)	(\$116.33)	(\$115.23)
Subtotal Monthly Costs	(\$1,058.10)	(\$1,529.63)	(\$2,249.42)	(\$2,686.10)	(\$3,041.19)	(\$3,014.80)
AFFORDABILITY						
Housing Cost as 30% of Income	30%	30%	30%	30%	30%	30%
Minimum Income Required	\$42,324	\$61,185	\$89,977	\$107,444	\$121,648	\$120,592
Affordable to Peosta Owner-Occupied Households	82.5%	78.2%	66.9%	58.8%	58.8%	58.8%
Housing Cost as 20% of Income	20%	20%	20%	20%	20%	20%
Minimum Income Required	\$63,486	\$91,778	\$134,965	\$161,166	\$182,472	\$180,888
Affordable to Peosta Owner-Occupied Households	78.2%	66.9%	47.1%	30.0%	18.3%	18.3%
Median Household Income				\$131,154	\$130,022	\$124,245

Sources: US Census Bureau: Census Reporter, ACS 5-year estimates, Table B19001, 2023; "Financial Characteristics." ACS 5-Year Estimates, Table S2503, 2023; ACS 5-year estimates, Table B25077. Zillow: <https://www.zillow.com/mortgage-rates/ia/> accessed 03/14/25.

Local, State, and Federal Housing Programs

Local, state, and federal housing programs as well as regional partner agencies are described below.

LOCAL HOUSING PROGRAMS

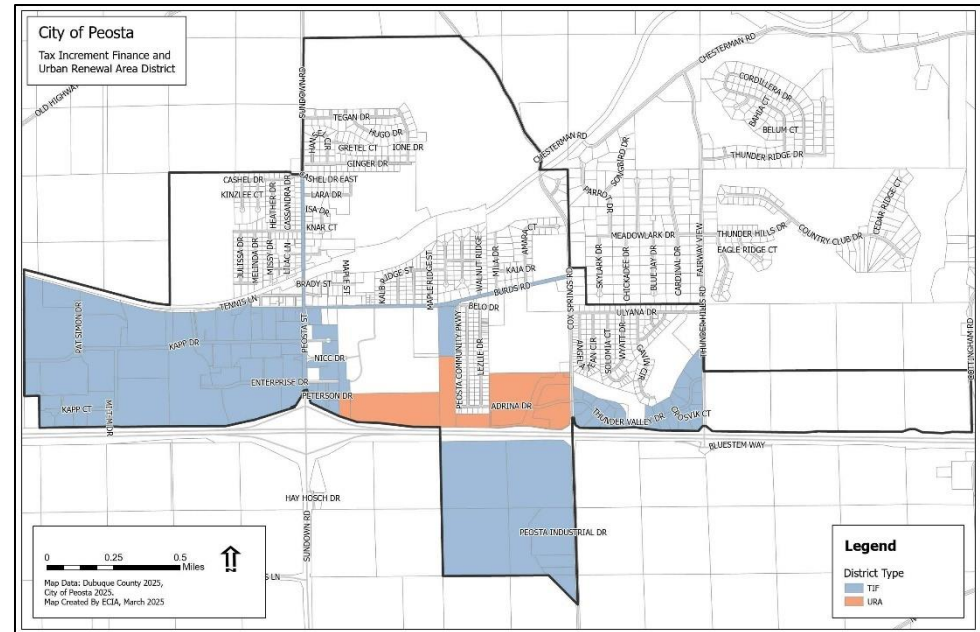
The Iowa Code provides several options for cities and counties to create housing programs.

Tax Increment Finance (TIF) Districts can be created by cities and counties per Iowa Code Chapter 403, Urban Renewal Law. TIF can be used for three main purposes: promoting economic development, eliminating slum and blight, and facilitating housing development. TIF districts are established within approved urban renewal areas (URA).

The **City of Peosta TIF District** and URA are shown on the map here. TIF incentives are negotiable and subject to evaluation of the overall value, potential impacts, and availability of funds by the City Council and subject to approval of a written redevelopment agreement. See Peosta TIF Guidelines at https://www.cityofpeosta.org/uploads/documents/Peosta_TIF_Guidelines.pdf

Urban Revitalization Districts are allowed by Iowa Code Chapter 404. They can target areas with slum or blight conditions to improve housing, infrastructure, and overall quality of life. Owners of eligible residential or commercial properties can receive a property tax exemption on the value added by improvements, for a specified period of years.

Voluntary Assessment Agreement as per Iowa Code Chapter 384 allows property owners to petition their city to levy a special assessment to pay for public improvements for new subdivisions. This agreement would authorize a city to issue bonds that can pay



Map of City of Peosta TIF District and Urban Renewal Area

Source: ECIA, prepared March 2025

for upfront costs of public improvements while in turn the cost of each property's improvement is assessed to that property within the subdivision. The developer is then allowed 10 years to repay the city for improvement costs, but a lien is placed on each property that prohibits the sale until the improvement costs are repaid in full.

The City of Dubuque offers a variety of programs and resources to homeowners, commercial property owners, and rental property owners. Some may provide models for Pestosa. Learn more at www.cityofdubuque.org/incentives

STATE OF IOWA HOUSING PROGRAMS

The **Iowa Finance Authority (IFA)** offers mortgage and down payment assistance to help applicants with homeownership, and programs for rental assistance and community development. Learn more at <https://opportunityiowa.gov/housing/>

Homeownership Assistance

FirstHome Program: Assists first-time homebuyers, connecting them with affordable mortgages and local lenders.

Homes for Iowans Program: Helps both first-time and repeat homebuyers purchase homes, potentially offering a \$2500 grant.

Military Homeownership Assistance Program: Provides a \$5,000 grant to eligible service members and veterans for down payments and closing costs on qualifying homes, usable in conjunction with FirstHome and Homes for Iowans.

Rental Assistance

Housing Choice Voucher Program (Section 8): Largest federal rental assistance program, allowing eligible families to find their own housing and receive a voucher to cover part of the rent.

Tenant-Based Rental Assistance (TBRA): Allows nonprofit and local government entities to assist families with monthly rent, security deposit, and utility deposit.

Home & Community-Based Services (HCBS) Rent Subsidy Program: Provides applicants with monthly rent assistance.

Family Self-Sufficiency (FSS): A voluntary program for Housing Choice Voucher (HCV) participants to help families improve their economic situations and reduce their dependence on welfare programs.

Iowa Housing Search: A website to locate affordable rental housing units within the state of Iowa.

Community Programs

Community-Based Housing Revolving Loan Fund: Promotes affordable housing and supportive services for eligible individuals.

HOME Program: Awards through a competitive process to help communities with a wide range of affordable housing.

Housing - Upper Story Conversion: Helps communities preserve existing housing stock and create new housing opportunities.

Housing Tax Credit Program: Helps develop affordable rental housing for individuals and families with fixed or limited incomes.

Multifamily Loan Program: Provides financing options to multifamily property owners and developers to preserve and create new affordable units in Iowa.

Project-Based Section 8 Contract Administration: Partners with private rental property owners to help provide affordable rents to low-income families living in Iowa.

Workforce Housing Tax Credit: Tax benefits to developers to provide housing in Iowa communities, focusing especially on those projects using abandoned, or dilapidated properties.

FEDERAL HOUSING PROGRAMS

The **US Department of Housing and Urban Development (HUD)** provide other homeownership, rental, and community programs. Learn more at <https://www.hud.gov/states/iowa>

Homeownership Assistance

Federal Housing Administration (FHA) Loans: Insures loans, allowing lenders to offer mortgages to a wider range of borrowers, including those with lower credit scores or down payments.

Public Servant Next Door Program: Offers exclusive benefits, including grants to assist with closing costs and expenses, to help city, county, state, and federal employees become homeowners.

Rental Assistance

Public Housing: Federally funded and locally managed, public housing provides affordable rental units for low-income individuals and families.

Project-Based Rental Assistance: Provides rental assistance for specific properties, ensuring affordability for low-income tenants.

National Housing Trust Fund: Helps increase and preserve the supply of affordable housing for extremely low-income and homeless families in Iowa.

Community Programs

HOME Investment Partnerships Program (HOME): Provides federal funds to state and local governments to develop and support affordable housing for low-income residents.

Community Development Block Grants (CDBG): Provide funding to communities for economic development, job opportunities, and housing rehabilitation.

LOW-INCOME HOUSING TAX CREDITS (LIHTC): INCENTIVIZE DEVELOPERS TO BUILD AFFORDABLE HOUSING BY PROVIDING TAX BENEFITS.

REGIONAL HOUSING PARTNERS

Below is a list of partners associated with ECIA, which provides staff and administrative support. Learn more at www.ecia.org

Eastern Iowa Regional Housing Authority (EIRHA) serves Cedar, Clinton, Delaware, Dubuque, Jackson, Jones, and Scott Counties, excluding the cities of Clinton, Camanche, Davenport, and Dubuque. EIRHA provides decent, safe, and affordable housing to eligible households; promotes self-sufficiency; creates economic independence; and provides homeownership opportunities for Housing Choice Voucher and Public Housing Program participants.

Eastern Iowa Regional Housing Corporation (EIRHC) acquires, constructs, provides, and operates rental housing and related facilities suited to special needs and living requirements.

EIRHC Housing Trust Fund (HTF) develops and preserves decent, safe, and affordable housing for low-income households, as well as access to the resources for creating housing opportunities for the families served in eastern Iowa. The emphasis is on the moderate, very low, and extremely low-income residents of Dubuque, Delaware, Jackson, Cedar, and Clinton Counties.

Eastern Iowa Development Corporation (EIDC) is a for-profit entity and wholly owned subsidiary of EIRHC formed to be a general partner in all Low-Income Housing Tax Credits projects.

East Central Development Corporation (ECDC) is a non-profit focused by serving low to moderate income communities and households and working with underserved neighborhoods that have experienced significant disinvestment. ECDC projects include affordable housing development and rehabilitation in Dubuque, Delaware, Jackson, Cedar, and Clinton Counties.

Forecasts

Comprehensive Plan

The *Peosta Forward! Comprehensive Plan* used a 3% annual growth rate from 2030-2040 to adjust for unforeseen economic conditions and naturally lower annual growth as a city grows. The forecast ultimately produces a population of 4,000 people in 20 years, or by 2040.

Based on the city's forecasted population growth and the number of housing units needed to support that growth, the periods shown in Figure 2.2 and 2.3 illustrated how policies were to intended to accommodate future growth needs.

However, new residential construction of multi-family, upper story, and student housing from 2020 to 2024 has exceed this forecast.

PEOSTA COMPREHENSIVE PLAN

Population Forecast

Assuming a regular market, Peosta will continue to be a growth leader in the Dubuque area. The county appears to be experiencing an average annual growth rate of about 0.5%, which is in itself a significant improvement over a previous period of decline. In contrast, Peosta appears to be growing at an average annual rate of 4%, still very high because of its relatively small population base. Data and local knowledge indicate a 4% annual growth rate is sustainable over the next decade to 2030. A decline to a 3% annual growth rate is used from 2030-2040 to adjust for unforeseen economic conditions and naturally lower annual growth as a city grows. The forecast ultimately produces a population of 4,000 people in 20 years, or by 2040.

2040 Land Needs for Population

Based on the city's forecasted population growth and the number of housing units needed to support that growth, the periods shown in Figure 2.2 and 2.3 illustrate how policies should accommodate future growth needs.

Figure 2.1: Population Forecast

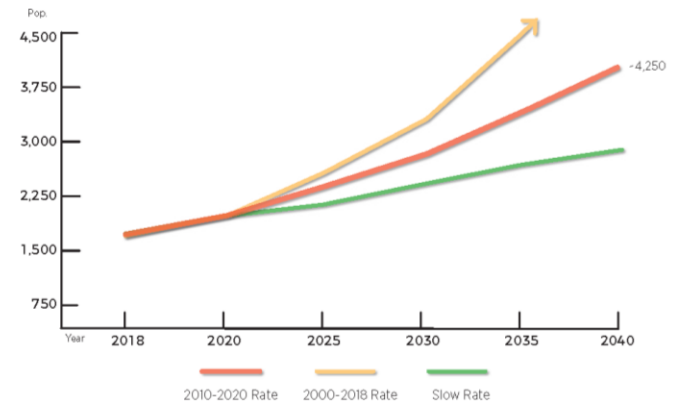


Figure 2.2: 2020-2030 Scenario

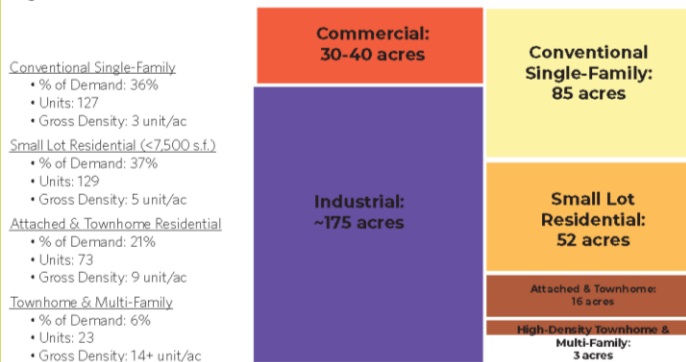
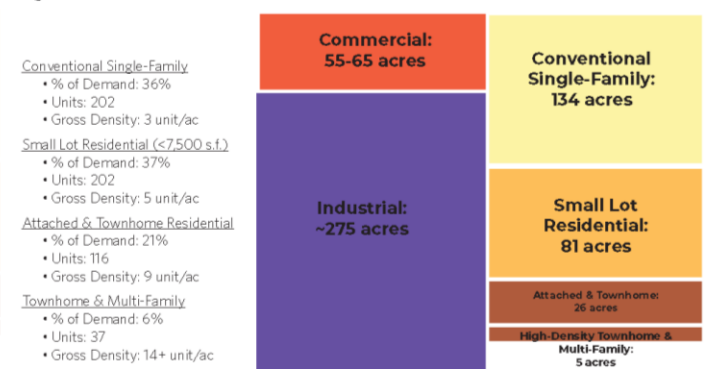


Figure 2.3: 2030-2040 Scenario



The *Peosta Forward! Comprehensive Plan* includes a 2020 Land Use Inventory, a 2020 Current Land Use Map, and a 2020 Split of Developed Land as shown here.

Of note for this Housing Study:

“Land used for commercial uses is low at around 2.5% of total developed land.... However, commercial land use at 5-8% of developed land is more in line with other larger suburban cities.”

Land Use Inventory

Existing land uses provide the foundation for plans in any city. The plan needs to consider existing natural conditions as a good starting point in the planning process. Figure 2.4 and 2.5 shows the existing land use mix. The land use pattern in Peosta includes a strong residential emphasis with a sizeable civic core of uses with room to grow. The location along Highway 20 plays a significant role in Peosta’s land use mix as well. Industrial uses dominate western Peosta, with highway commercial as the main entryway into the city.

Nearly one-fourth of developed land is residential, with almost all of this as single-family residential. The amount is less than other suburban communities in the Midwest. However, some residential outside of city limits influences Peosta traffic and functions. These areas are annexation possibilities in the future.

Land used for commercial uses is low at around 2.5% of total developed land. Suburban communities tend to vary on commercial uses depending on their proximity to metro commercial nodes and location. However, commercial land use at 5-8% of developed land is more in line with other larger suburban cities.

Peosta has a market cluster of industrial land at about 28% of the city. The amount is much higher than in other suburban communities. Industrial land as a percentage of total city land will drop as Peosta continues to grow. This is not a bad thing and would not indicate a declining success of the industrial park.

At about 2.2% of total land and 0.97 acres per 100 people, park space is about in line with National Park and Recreation Association standards. However, the amount tends to be low compared to other suburban communities. Also, the parks are not spatially distributed and have a limited variety of amenities, detailed more in Chapter 3.7.

Figure 2.4: 2020 Current Land Use

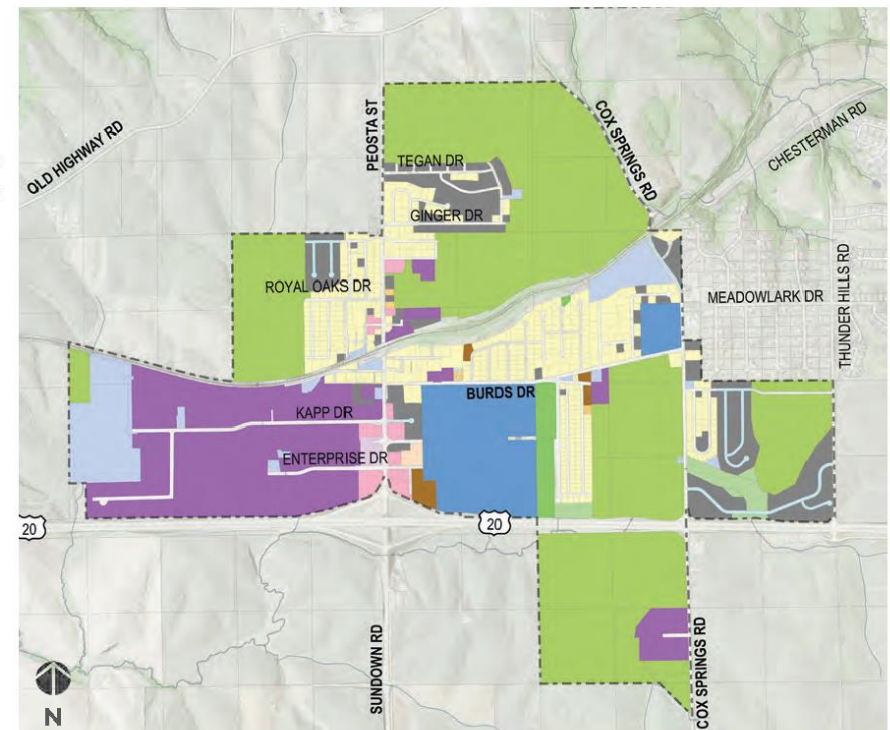
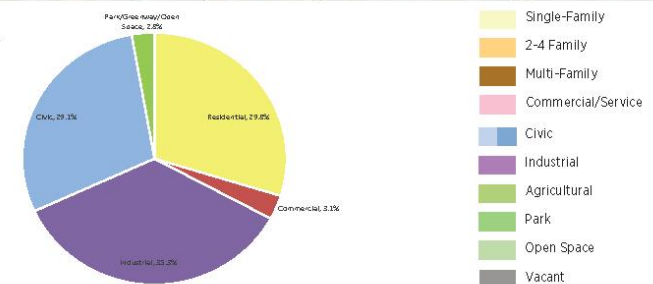


Figure 2.5: Split of Developed Land



Residential Density

The *Peosta Forward! Comprehensive Plan* describes **Low-Density Residential**, and recommends potential zoning, intensity, uses, form, and compatibility as shown here.

Detached Single-Family dwelling units are separated individual housing units. Each dwelling unit, typically a single-family detached home is completed separated by open space on all sides.

Source: Bondurant Comprehensive Plan

The *Peosta Forward! Comprehensive Plan* describes **Medium-Density Residential**, and recommends potential zoning, intensity, uses, form, and compatibility as shown here.

Attached Single-Family are dwelling units that are typically horizontally attached along an exterior wall. Common examples include townhomes, row-houses, and duplexes. Individual families typically occupy each dwelling unit under separate ownership.

Source: Bondurant Comprehensive Plan



Low-Density Residential (LDR) Description
Neighborhoods emphasizing homes on traditional lots and neighborhood design.

Potential Zoning

- R-1 Single-Family Residential
- R-2 Two-Family Residential

Intensity (DU/A)

2-6 dwelling units per acre



Uses

Emphasizing single-family development, although innovative single-family forms and duplexes are possible with a special review where duplexes are in the form of side-by-side attached housing with similar setbacks requirements as single-family dwellings

Form

Developments should provide connectivity within and between developments for cars and pedestrians. A framework of streets and open space should create a sense of neighborhood. Smaller lots and duplex/attached housing should be more prevalent at transition points with other more intense uses or districts.

Compatibility

Compatible with most single-family detached housing, attached single-family, and some townhome developments. Traffic and higher intensity uses should be directed away from these areas and along major thoroughfares.



PEOSTA COMPREHENSIVE PLAN



Medium-Density Residential (MDR) Description
Neighborhoods incorporate a mix of housing types, including single-family detached, single-family attached, townhouse, duplexes, and small-lot single family.

Potential Zoning

- R-2 Two-Family Residential
- R-3 Multi-Family Residential

Intensity (DU/A)

5-12 dwelling units per acre



Uses

Emphasize a mix of housing styles, including single-family detached, single-family attached, duplexes, and townhouses. Limited multi-family development may be allowed with a special review. Generally, compatibility is achieved through increased attention to traffic circulation and parking, site and building design, and on-site operations. Civic uses are generally allowed, with special reviews for higher intensity civic uses like schools.

Form

Create a high level of connectivity between and within developments. Connections to neighborhood commercial services and civic destinations should provide a sense of neighborhood. Developments should have articulated scale and maintain the identity of individual units—duplexes, townhomes, small-scale multifamily appropriate more at transitions points with other more intensive districts.

Compatibility

Applies to developing areas that incorporate a mix of development types. Local street systems within the neighborhoods. Uses can be adjacent to collector streets and transition to commercial or high-density residential areas. Transitions to higher intensity uses occur at street lines.



The *Peosta Forward! Comprehensive Plan* describes **High-Density Residential**, and recommends potential zoning, intensity, uses, form, and compatibility as shown here.

Best Practice Locational Factors for Multi-Family Residential Development

- Near major intersections or along major arterial or collector roads
- Close to amenities such as parks or trails
- Possible downtown multi-family with major redevelopment
- As a transitional land use between commercial / industrial and lower density residential

Source: *Bondurant Comprehensive Plan*

Missing Middle Housing

Building permit data for new residential construction shows that Peosta has authorized 108 detached single-family units, 30 duplex units, and 212 multi-family units in apartments from 2020 to Nov. 2024. NICC student housing of 82 units was built in 2021. However, Peosta has not provided attached single-family or mid-density housing types, often referred to collectively as “missing middle” housing.

Missing middle housing refers to housing types such as duplexes, fourplexes, cottage courts, townhouses, or live-work units. These mid-density housing types are often more affordable than detached single-family units but provide the opportunity for home ownership at ‘gentle density’ levels. Source: *Bondurant Comprehensive Plan*



High-Density Residential (HDR)

Description

Neighborhoods that incorporate a mix of housing types, including multifamily housing. These areas may also allow small-scale office and commercial uses, but the primary use is residential. High-Density Residential (HDR) areas should be designed and integrated into adjacent neighborhoods to avoid the creation of enclaves.

Potential Zoning

• R-3 Multi-Family Residential

Intensity (DU/A)

12+ dwelling units per acre



Uses

Allows multi-family and compatible civic uses. Some limited office and convenience commercial within primarily residential areas may be appropriate.

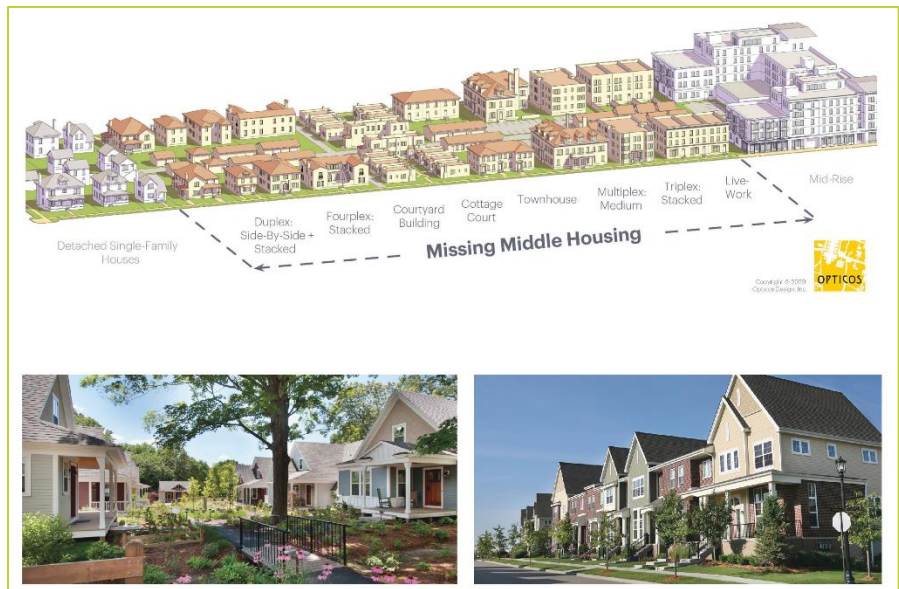
Form

Located at sites with access to major thoroughfares and activity centers. Should be integrated into the fabric of nearby residential areas while avoiding adverse traffic and visual impacts on low-density uses. Traffic should have direct access to collector or arterial streets to avoid overloading local streets. High level of pedestrian access and connectivity, avoiding the creation of complexes.

Compatibility

Conflicts with low-density residential developments should be resolved or minimized through project design. Traffic and other external effects should be directed away from lower intensity uses. Landscaping, buffering, and screening should be employed to minimize adverse effects. It may be incorporated into mixed-use projects or planned areas.

Source: *Peosta Forward! Comprehensive Plan*, 2021. P43.



Source: *Bondurant Comprehensive Plan*. p 166.

Capacity for Growth: Peosta Water System

According to the City of Peosta, the municipal water system does not have enough production capacity from the existing wells as required by state code.

Additionally, Peosta needs a new water tower to meet the storage demands required by code. The current water tower is at the end of its useful life and is not of adequate size or heights to meet the demands of the rapidly growing city.

The new system will be designed to handle more load. This project entails the construction of a 250 gallon per minute well and wellhouse, a 400,000-gallon water tower, and a watermain extension to connect to the system.

Population and Household Forecast

Population and housing forecasts were developed to help the community plan for future development. The forecasts provide an estimate of how many new housing units will be needed in the coming years to accommodate future population growth. The forecasts will provide an updated outlook that incorporates the changes that have occurred since the 2021 comprehensive plan.

Two forecasting methods were used to create possible growth scenarios: the **Population Trend or PT** and the **Construction Trend or CT**.

POPULATION TREND

The Population Trend (PT) is based on long-term population growth trends reported by the US Census Bureau. This method applies the city's historical annual population growth rate to future years to estimate the city's future population. That estimate is then divided by the average number of people per household to get an estimate of the number of housing units needed.

By using long term growth trends, the PT can help smooth out short term fluctuations in population change. As a result, it tends to produce a more conservative estimate for future growth. The PT is similar to the method used in the 2021 comprehensive plan forecast, and serves as a useful baseline for comparing other forecasting methods.

CONSTRUCTION TREND

The Construction Trend (CT) takes a different approach to forecasting, relying on data from the Dubuque County Assessor and City of Peosta building permit records.

Instead of starting with population trends, this method starts with the number of housing units built each year to forecast future housing unit construction. The number of projected housing units is then multiplied by the average number of people per household to estimate future population.

Unlike the PT, the CT method can better reflect recent development trends, such as the recent increase in apartment construction. It also allows for separate owner-occupied and renter-occupied unit forecasts. The scenario assumes that future apartment units will be rentals.

Forecast Scenarios

Four scenarios were created for Peosta: one using the Population Trend (PT) method and three using the Construction Trend (CT) method. All scenarios use 2020 as the base year, go out to 2040, and report results in five-year increments.

POPULATION TREND SCENARIO

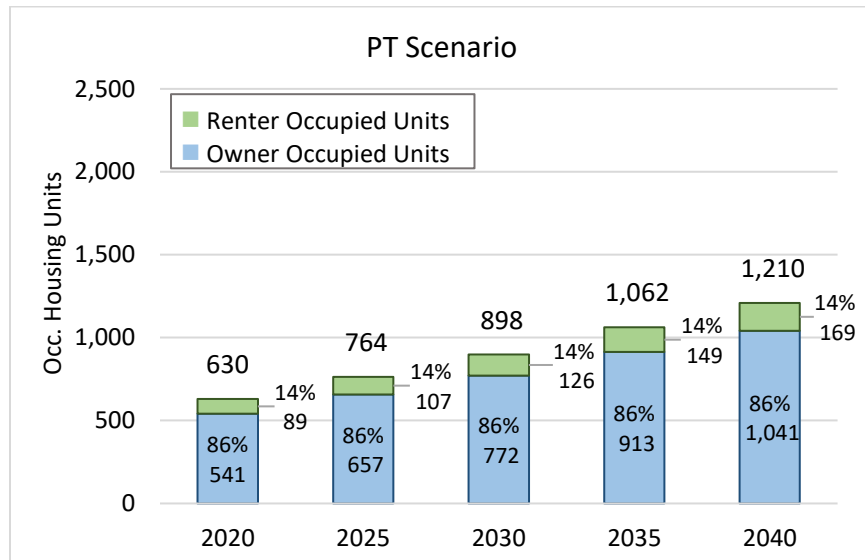
The PT scenario uses a 4% annual population growth rate from 2020 to 2035, followed by a more conservative 3% annual growth

rate after 2035. This results in steady growth, with the city reaching a population of 4,029 by 2040.

This scenario assumes a continued gradual decline in average household size, from 3.13 in 2025 to 3.04 in 2040. This estimated population growth will require 446 additional housing units.

Although the PT method does not estimate renter- and owner-occupied units separately, those figures can be estimated using historical proportions, where 86% of units are owner-occupied and 14% are renter-occupied. Using these assumptions, the city will have a total of 1,210 units, with approximately 1,041 owner-occupied units and 169 renter-occupied units by 2040.

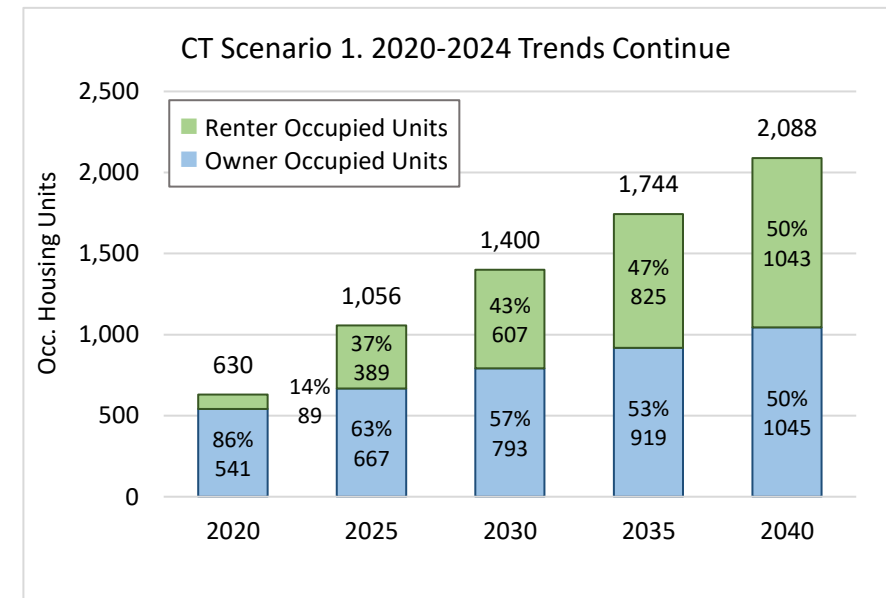
PT Scenario	New Units Per Year	Total New Units 2025-2040
Owner Units	25.6	384
Renter Units	4.13	62
Total	29.73	446



CONSTRUCTION TREND - SCENARIO 1

CT Scenario 1 explores the impact of continued housing unit construction at 2020-2024 rates. In this scenario, owner-occupied housing unit construction continues at historical rates, while renter-occupied unit construction continues more rapidly. Over time, renter units make up an increasingly larger portion of the city's housing stock. By 2040, the split is roughly 50% owner occupied and 50% renter occupied. This scenario results in the largest growth of all the scenarios tested, with the city reaching 2,088 housing units by 2040.

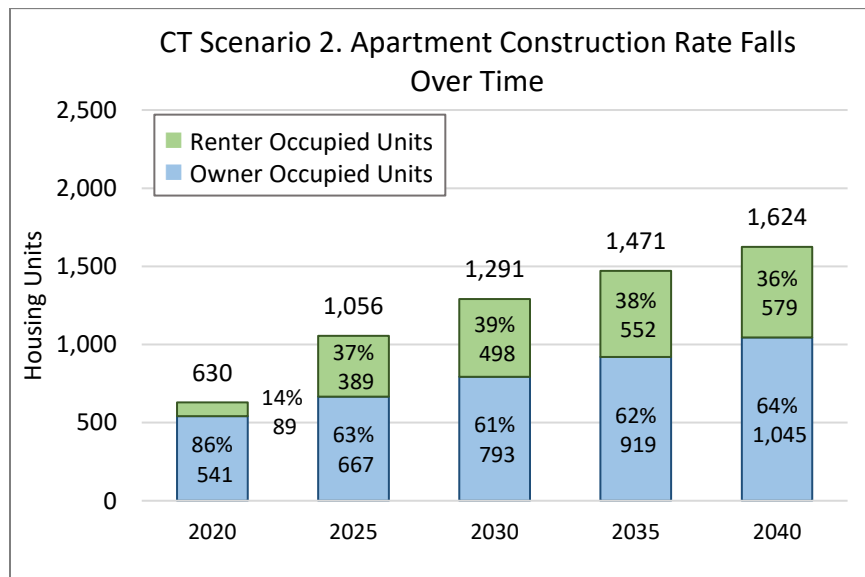
CT Scenario 1	New Units Per Year	Total New Units 2025-2040
Owner Units	25.2	378
Renter Units	43.6	654
Total	68.8	1,032



CONSTRUCTION TREND - SCENARIO 2

CT Scenario 2 models a future where owner-occupied housing construction continues at 2020-2024 rates, but renter-occupied housing construction declines overtime. Specifically, renter-unit construction starts at recent levels and decreases by 50% every five years, which averages out to 12.7 new renter units per year. By 2040, the city reaches 1,624 total housing units and the renter owner split in 2040 is 36% renter 64% owner.

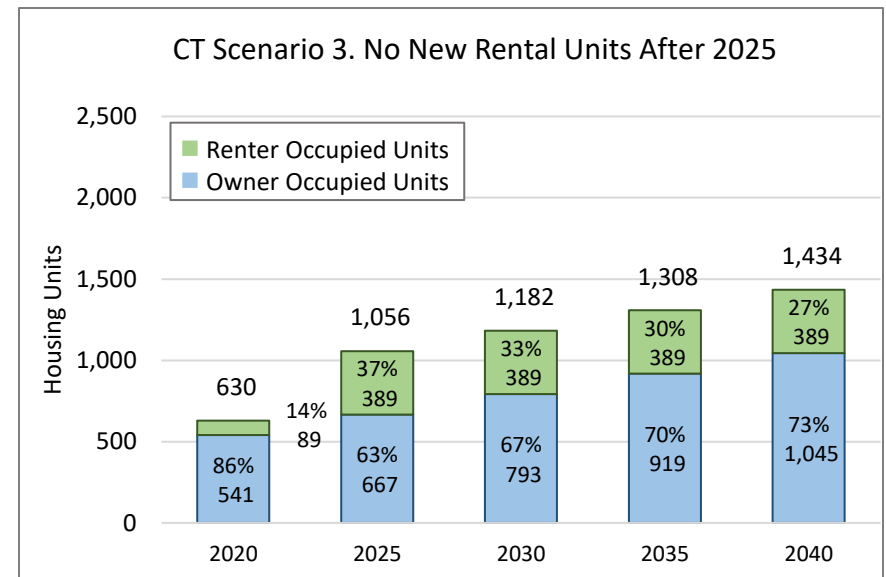
CT Scenario 2	New Units Per Year	Total New Units 2025-2040
Owner Units	25.2	378
Renter Units	12.7	190
Total	37.9	568



CONSTRUCTION TREND - SCENARIO 3

CT Scenario 3 looks at what would happen if no new rental units are constructed after 2025. In this scenario, the city continues to add 25.2 owner-occupied units per year, but no additional rental housing is constructed. By 2040, the city reaches 1,434 housing units, with renter-occupied units accounting for 27% of the housing stock, down from 37% in 2025.

CT Scenario 3	New Units Per Year	Total New Units 2025-2040
Owner Units	25.2	378
Renter Units	0	0
Total	25.2	378



FORECAST RESULTS - POPULATION

The following chart compares the results of each forecast scenario. For the CT scenarios, population is estimated by multiplying the estimated housing units by the average household size. The average household size used for owner-occupied units is 3.155 and 2.258 for renter occupied units.

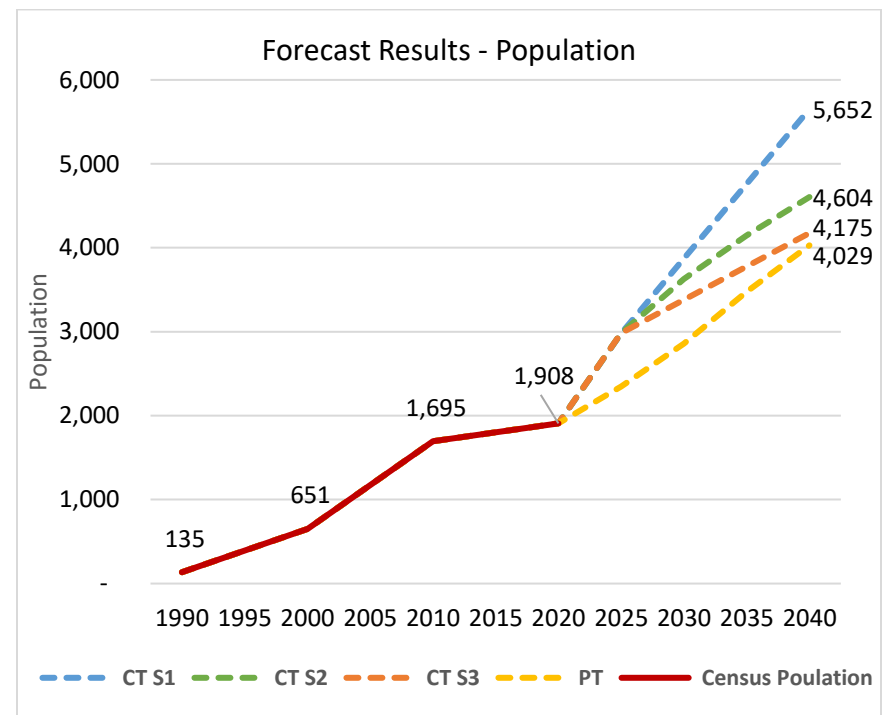
In the chart, the solid red line represents the city's historical decennial census population. The multi-colored dashed lines show the projected population growth from each scenario. All forecasts use 2020 as the base year.

FORECAST KEY FINDINGS

- The three Construction Trend (CT) scenarios incorporate recent construction activity, and as a result project higher population growth for the city than the Population Trend (PT) scenario.
- This difference can be seen in the 2025 population estimates. The CT scenarios estimate a 2025 population of 3,000, while the PT scenario estimates 2,300. This suggests that the city's actual growth rate is outpacing the growth rate estimated by the US Census Bureau. The most recent Census estimate shows essentially no population growth in the city between 2020 and 2023.
- The PT and CT S3 scenarios are most similar to *the Peosta Forward! Comprehensive Plan* population forecast, which predicted a 2040 population of around 4,000.
- Taken together, the four scenarios provide a reasonable range for the city's future growth. Based on this range, the city could expect a 2040 population between 4,000 and 5,600.
- Recent apartment development has significantly increased the share of renter-occupied housing in Peosta. In 2020, rental

units made up 14% of the city's housing stock. By 2025, that share is estimated to be 37%. In comparison, the typical share of renter occupied units in other area communities has historically been between 20% and 30%.

- All forecasts are estimates based on the best information available as of spring of 2025. As conditions change the city's future growth may be influenced by unforeseen events. When these events occur, the forecasts should be updated with the most current information.



Key Findings and Recommendations

The preceding sections of this study have examined a wide range of information about Peosta's housing landscape including its past, present, and likely future trends. This was done with the goal of helping the community better understand current conditions, anticipate potential future developments, and use this information to develop effective housing strategies.

This final section highlights key insights and lessons learned throughout the study and concludes with a set of recommended actions the city can take to guide future housing growth and support the achievement of its long-term goals.

Study Context

Peosta's last comprehensive review of housing conditions and community-wide housing policy discussions took place during the development of its 2020 housing study and the *2021 Peosta Forward! Comprehensive Plan*. These planning efforts took place during the COVID-19 pandemic which disrupted many things, including housing.

In the five years since the start of the pandemic, some of the housing-related disruptions were short lived, reverting to pre-pandemic levels over time. Other changes, however, seem to be more permanent and will influence housing in Peosta for years to come.

Overall, two consistent themes emerged through the development of this study. First, Peosta remains a desirable place to live. Increasing prices, low vacancy rates, and steady or increasing rates of new construction indicate that the demand for housing in Peosta remains strong.

Second, is the shift in the types of new housing being constructed in the city. Single-family and duplex housing construction has held steady at pre-pandemic levels, while construction of rental apartment units has increased significantly. This shift offers new opportunities including expanding available housing options, but also presents challenges such as increasing infrastructure demands and preserving the community's small-town character.

Peosta's Housing Goals

The City of Peosta's 2021 *Peosta Forward! Comprehensive Plan* provides a vision for the city's future and a framework for guiding its development. The plan includes a vision statement, guiding principles, and specific goals and objectives. At its core, the plan embraces Peosta's identity as a growing and dynamic community that expects continued expansion.

With demand for new housing in Peosta as strong as ever, and changes in the types of housing being built, the community's housing priorities have shifted some, but many of its big picture goals, including welcoming and proactively managing growth, remain the same. This means encouraging compact, contiguous development that supports efficient delivery of municipal services while preserving the community's unique character and values.

The community also strives to provide attainable residential opportunities that serve residents through all stages of life. It also supports the development of a variety of housing types that will provide options for all that want or need to live in Peosta.

Adapting to a Changing Housing Market

In recent years, the Peosta housing market has shifted significantly, with an increased emphasis on rental apartment development. This trend has accelerated Peosta's population growth rate, marking a significant change from the city's historical growth patterns. Many of these changes are driven by market forces, financial policies, and regulations that are outside of the city's control. These changes can present both challenges and opportunities for the city's future.

Peosta's goal is to respond to external changes in a way that encourages positive outcomes and minimizes potential negative impacts. The city's goal is a balanced and flexible approach, recognizing the need to respond to development proposals efficiently and equitably, while staying aligned with the city's character and long-term vision.

Opportunities and Challenges

POSITIVE OUTCOMES

Expanded Housing Options: Recent rental apartment developments have introduced a type of housing that was previously limited in Peosta. These units satisfy the city's goal of providing attainable options for workers, students, and others, supporting local economic growth.

Increased Housing Variety: A more diverse housing stock helps attract and retain residents and supports community stability by meeting people's needs at different stages of life.

Population Growth: As more people move to Peosta, the city becomes eligible for increased funding from programs such as the Road Use Tax Fund. Growth may also help support the

development of additional amenities such as restaurants, shops, and entertainment venues.

CHALLENGES

Strain on Services: Rapid housing and population growth can place added demands on infrastructure and services including roads, utilities, emergency services, and schools. These systems must be expanded and maintained to keep pace with the growth of the community.

Land Use Balance: The city must carefully balance land used for residential development with needs for commercial, industrial, and recreational space.

Missing Middle Housing: While rental apartments add variety, additional housing types—such as duplexes, townhomes, and other “missing middle” forms—are still needed.

Community Character: Historically a small rural town, Peosta must be intentional in maintaining its identity and sense of community amid continued growth.

Recommended Actions

This final section provides a list of actions that the City of Peosta can pursue to address to achieve its future housing goals. While city policies are just one of many factors influencing local housing conditions, they are the factor over which the city has the most control and they play a critical role in shaping the development environment.

Most housing related issues are complex, and no single policy action is likely to resolve them on its own. Taken together, however, the actions recommended in this section can help the city guide

future housing development in a direction that encourages positive outcomes and mitigates potential negative impacts.

The actions recommended in this section are not intended as direct solutions to specific problems, but are rather a set of logical, strategic steps that the city can take to foster an environment necessary for building and maintaining housing that meets the evolving needs of its residents.

1. FUTURE LAND USE PLANNING AND ZONING

Review the city's existing zoning districts and the uses permitted in each. The city is currently working with the Planning and Zoning Commission to review and update its zoning ordinance, ensuring that current and future housing needs are addressed.

Update the city's comprehensive plan and future land use map. These tools will guide future growth by identifying compatible land uses for specific areas of the community and reserving space for community amenities such as parks and activity districts.

While the future land use map is not regulatory, it provides direction to the City Council and helps manage the transition between rural and urban areas, reducing potential land use conflicts.

2. MAINTAIN SMALL-TOWN CHARACTER

Maintain Peosta's small-town character by strengthening connections between community members. *Peosta Forward!* encourages "placemaking" strategies to strengthen social connections and preserve the community's small-town identity.

These strategies may include the creation of public gathering spaces and activity districts that foster community interaction by providing places for Peosta residents to gather and socialize.

Design standards for key corridors, such as Peosta Street, provide another strategy that can help to promote attractive and cohesive development.

The city can collaborate with the Peosta Heart and Soul Committee to engage residents and develop placemaking initiatives based on shared community values and goals.

3. INFRASTRUCTURE AND FACILITIES PLANNING

Update plans for community infrastructure and facility upgrades to accommodate future growth. Plans should be updated to reflect increased demand, including the trend toward more rental housing and higher population growth.

The city should budget for the upkeep and adaptation of facilities and use the Future Land Use Plan to guide long-range planning for utilities and services.

4. ENCOURAGING A VARIETY OF HOUSING TYPES

Continue to support the development of a diverse housing stock, including "Missing Middle" housing types such as duplexes, fourplexes, cottage courts, townhouses, and live-work units. These mid-density housing options are often more affordable than detached single-family homes while still offering opportunities for homeownership. Additional options may include owner-occupied multifamily housing, such as condominiums and townhomes, as well as senior living facilities.

The community should foster open dialogue with local developers to better understand the types of housing needed and desired. Through these conversations, strategies can be identified and implemented to support the development of these housing types.