

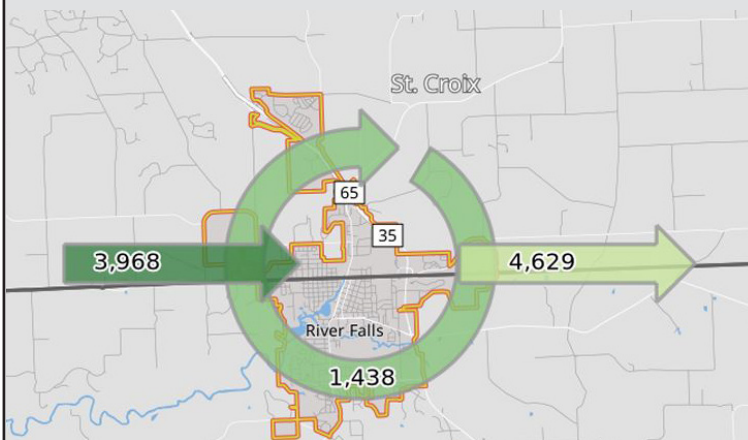
# City of River Falls Housing Snapshot



## Housing Summary (2020 U.S. Census):

- The mix of occupied housing units in the City of River Falls is 43% Rental / 57% Owner.
- There is a need for additional renter units in the City with a rental vacancy rate of 2.3%.
- There is significant need for additional owner units in the City with an owner vacancy rate of 0.6%.
- Less than 0.2% of the City's housing stock is for seasonal, recreational, or occasional use.

## Inflow/Outflow Job Counts, 2022 Primary Job



Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations.

- ➔ Employed and Live in Selection Area
- ➔ Employed in Selection Area, Live Outside
- ➔ Live in Selection Area, Employed Outside

- 24% of City of River Falls residents who are employed have a primary job inside the City while 76% leave the City for work.
- 37% of the City of River Falls' workforce lives in Pierce County, 30% in St. Croix County, 6% in Washington County (MN), with the remainder in other counties.

source: Longitudinal Employer-Household Dynamics

City of River Falls	2020 Census	2023 ACS (+/- MOE)
Population	16,182	16,349 (44)
Population in Households	13,539	13,979 (64)
Population in Rental Units	5,376	5,469 (684)
Population in Owner Units	8,163	8,510 (682)
Population in Group Quarters	2643	2,370 (38)
Households, excluding group quarters	5,719	5,519 (308)
Avg. Household Size	2.37	2.53 (.14)
Renter Avg. Household Size	2.17	2.40 (.26)
Owner Avg. Household Size	2.52	2.62 (.16)
Housing Units	5,931	5,877 (286)
Rental Units	2,545	2,377 (295)
Owner Units	3,375	3,469 (339)
Other Seasonal & Migrant	11	31 (48)
Occupied Units	5,719	5,519 (308)
Renter-Occupied Units	2,482	2,277 (283)
Owner-Occupied Units	3,237	3,242 (310)
Vacant Units for Rent, excludes seasonal	59	100 (82)
2020 Rental Vacancy Rate	2.3%	4.2% (3.4)
Rental Vacancy Rate Standard[1]	5-7%	5-7%
Vacant Units for Sale, excludes seasonal	19	0 (16)
2020 Homeowner Vacancy Rate	0.6%	0.0% (0.7)
Homeowner Vacancy Rate Standard[2]	2-2.5%	2-2.5%
%/# of Overcrowded Units – Renter Occup.	1.0%	16 (24)
%/# of Overcrowded Units – Owner Occup.	1.2%	0 (28)

Source: U.S. Census Decennial 2020, 2023 5-Year ACS, WCVRPC

- The City of River Falls Housing Needs Analysis was updated in 2022.
- The City has a Housing Revolving Loan Fund, a multi-use Tax Increment District, is actively working to create new housing opportunities within the City.
- The City's zoning ordinance encourages residential infill by allowing for setback averaging when constructing on lots within existing neighborhoods.
- The City reported 231 single-family units, 112 duplex units, and 296 multi-family units, constructed from 2020 to June 2024.

[1] Florida, Richard. 2018 July. Vacancy: America's Other Housing Crisis. Accessed at: <https://www.citylab.com/equity/2018/07/vacancy-americas-other-housing-crisis/565901/>

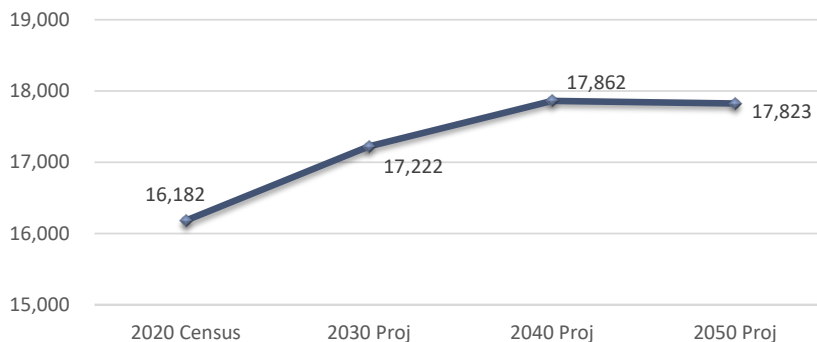
[2] Ibid. For owner housing, Florida's vacancy rate standard was expanded by WCVRPC from 2% to 2%-2.5% in order to accommodate additional market flexibility given the County's relatively small population size.

Population & Housing Characteristics, 2000 to 2020				
	2000 Census	2020 Census	# Change	% Change
Population	12,560	16,182	3,622	28.84%
Median Age	23.6	27.6	4	16.95%
# of Households	4,269	5,719	1,450	33.97%
Average Household Size	2.44	2.37	-0.07	-2.87%
% of One Person Households	27.70%	30.30%	547	46.20%
% of Households with Individuals Under 18 Years	30.20%	27.80%	303	23.52%
Owner Vacancy Rate	0.50%	0.60%	0.10%	-
Renter Vacancy Rate	0.90%	2.30%	1.40%	-
Seasonal Units	19	11	-8	-42.11%
Vacant Units	76	212	136	178.95%
	2000 Census	2019-2023 ACS	# Change	% Change
Median # of Rooms	5.1	5.7	0.6	11.76%
Units 50 Years or Older (pre 1950 & 1970)	854	1,505	651	76.23%
% of Units 50 Years or Older	34.60%	25.60%	-9.00%	-
Single Family Units	2,361	3,593	1,232	52.18%
Multi-Family Units (2+ units)	1,837	1,919	82	4.46%
Mobile Homes	151	82	-69	-45.70%

- Total population in the City has increased nearly 29% over the last 20 years.
- Median age in the City has increased 4 years from 2000 to 2020.
- From 2000 to 2020, the City experienced a slight increase in one person households and slight decrease in households with individuals under 18.
- Owner vacancy rate remains well below the healthy range of 2-2.5%.
- The City experienced a 52% increase in single-family homes from 2000 to 2020.

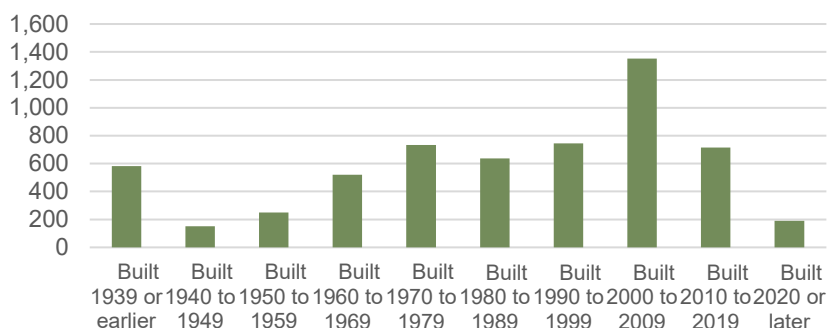
### City of River Falls, WI Population Projections (2020-2050)

source: WI Department of Administration, 2024



### City of River Falls Year Housing Structure Built

source: U.S. Census 2023 5-Year ACS



### County Renter Households

Median gross rent, 2000: \$587  
Median gross rent, 2020: \$1,036 **↑ 76%**

Median renter inc., 2000: \$31,088 **↑ 55%**  
Median renter inc., 2020: \$48,084

source: U.S. Census 2000 Decennial, 2020 5-Year ACS



### County Owner Households

Median Sale Price, 2010: \$160,000 **↑ 76%**  
Median Sale Price, 2020: \$282,000

Median owner inc., 2010: \$79,192 **↑ 24%**  
Median owner inc., 2020: \$98,569

source: U.S. Census 2010 & 2020 5-Year ACS

### St. Croix County Home Sales:

2023 # of Home Sales: 767

2013 # of Home Sales: 1,419

sources: Wisconsin Realtors Association

- The median sale price for housing in the River Falls School District increased 13.8% between 2022 and 2024, from \$367,000 in 2022 to \$417,500 in 2024.

