

Housing



Gladstone had modest homebuilding activity from 2010 to 2020 for a community of its size, adding 115 units. The 2020 census data analysis estimates 9.8% of the housing units in Gladstone sit vacant, which dropped from 10.2% during the 2010 census.

Table 3: Gladstone Housing Units

	2020	2010	2000
Occupied	2,297	2,182	2,126
Vacant	249	249	163
TOTAL	2,546	2,431	2,289

Source: [US Census Estimates: 2020](#)

The city's rental rate rose about seven percent from 2010 to 2020. Most homes in the city remain owner-occupied, however, at nearly 62.9%.

Table 4: Gladstone Owner Occupied vs. Rental Occupied Housing

	2020	2020 % Total	2010	2010 % Total	2000
Owner-Occupied	1,283	73.4%	1,676	68.9%	1,683
Renter-Occupied	465	26.6%	506	20.8%	443
TOTAL	1,748		2,431		2,289

Source: [US Census Estimates: 2020](#)

As shown in Table 5, over 75% of homes in the city are single-family detached structures, and nearly 15% of the housing units are multi-family homes.

Table 5: Housing Units by Type

	2021	2011
Single-Family Homes	1955	1971
Multi-Family Homes	377	366
Mobile Homes	214	161
TOTAL	2546	2498

Source: [US Census: 2021](#)

Residential Areas

Gladstone has several different types of residential neighborhoods. The older portion of the city, in the area below the bluff surrounding downtown, features a grid pattern of small blocks with connectable sidewalks, homes on smaller lots, with rear alleys (despite this, many have front driveways) and mature trees. On the bluff, many neighborhoods feature larger, wooded lots and a generally more suburban atmosphere. There are two manufactured housing parks and one retirement community on the bluff. Much of the rest of the city's housing is in small multi-family complexes near the lakeshore and on the bluff. About a quarter of Gladstone households rent.

The city's goal is to provide a mix of housing options that will attract new residents from all walks of life. The existing mix is eclectic; however, this plan notes several areas of potential opportunity or need:

- **Downtown Living:** Residents provide a downtown with a consumer base, increase property owner revenue, and contribute to a 24-hour activity level in the district. Allowing somewhat higher density housing development and encouraging upper floor residential uses in the downtown are two potential paths to promoting downtown living. Upper floor living and the conversion of vacant space to apartments can be incentivized financially using tax credits, tax stabilization or reduction measures, or state and federal incentive programs.
- **Other Mixed Use Residential:** There may exist opportunities for mixed commercial/residential structures outside of downtown, particularly in the currently undeveloped waterfront areas designated for flexible development in this plan, also referenced as the North Shore.
- **Attached Single Family Housing:** Maximizing the development potential of high-value areas such as the waterfront may call for allowing higher density single family housing options such as townhomes, rowhouses, and attached condominiums. These housing types are suited to both year-round and seasonal residents and may offer a pathway to providing a wider range of affordable housing options within the city. Higher density districts with close access to commercial uses are senior-friendly as well and may be attractive to Millennials and retirement-age Baby Boomers seeking alternatives to typical suburban development.
- **Multi-family:** The city has a modest amount of multi-family rental housing at present, and this type of housing should be in the mix when considering potential uses for undeveloped waterfront. As with attached single-family housing, multi-family housing can provide opportunities for affordable housing, senior living, empty nesters wishing to downsize, and young adults.
- **Cluster/Open Space Housing:** Cluster or open space subdivisions can help preserve the wooded, rural character of the areas in which they are built. The city should consider developing a zoning provision specific to this development option, which is currently an option under the Planned Unit Development provision, which sets minimal standards for this type of development.
- **Flexible Development Areas:** As discussed above and in the Waterfront Plan, multifamily and attached single family development can address multiple housing needs. The Flexible Development Areas identified in this plan are designed to allow these areas to respond nimbly to demand for multiple types of housing, from single family to mixed-use buildings.

Homeowner & Rental Rehabilitation/Vacant Homes

The city operates a Homeowner & Rental Rehabilitation program, which should be continued and expanded when possible. The city's high vacancy rate (around ten percent) increases the risk that unoccupied homes will fall into disrepair. Gladstone is considering ways to ensure that these homes are maintained through the exploration of a vacant property registration process. This process would ensure communication between absentee owners and code enforcement to ensure that minimum health and safety standards are met.

Goal 3: Economic Base

OBJECTIVE	STRATEGY	PRIORITY	OWNER
Expand job opportunities through the attraction, retention, and expansion of our local business industry.	Consider acquisition of vacant industrial sites to promote economic growth.	On-Going	City Administration
	Actively market industrial properties via MEDC and to trade groups.	On-Going	City Administration
	Develop a local tourism industry through the emphases of recreational opportunities and natural assets.	On-Going	City/Parks & Recreation
	Develop relationships with industrial tenants to maintain retention.	On-Going	City Administration
	Encourage and support the creation of a Gladstone Business Association to promote businesses through activities and events while serving as a resource to one another.	On-Going	DDA/EDC
	Develop screening and lighting standards for non-residential sites.	Mid Term	Community Development
	Encourage and support high speed internet infrastructure throughout the City of Gladstone to attract new businesses and remote workers to our community.	Long Term	City Administration
Maintain and rehabilitate existing commercial and industrial properties.	Improve code enforcement for properties through the implementation of a registration process for condemned, foreclosed and vacant properties.	Mid Term	Community Development /Public Safety
Create harmonious mixed-use districts within the city.	Continue to streamline and improve processes for upgrades and expansions to existing facilities.	On-Going	Community Development
	Improve off-street parking regulations.	Mid Term	Community Development
	Revisit the zoning map in all districts to encourage the best and highest use of property and support economic development.	Mid Term	Community Development



Goal 4: Residential Development

OBJECTIVE	STRATEGY	PRIORITY	OWNER
Shore up future population levels.	Market the city as a family-friendly place with excellent schools.	On-Going	City Manager
Expand the range of housing options.	Amend the Zoning Ordinance to allow for a variety of single and multi-family residential uses, as well as mixed-use structures in appropriate areas.	On-Going	Planning & Zoning
Accommodate the city's fastest growing population.	Enable residential retrofits for accessibility and plan for a diversity of housing styles by factoring standards for adult foster care.	Near Term	Planning & Zoning
Maintain and rehabilitate existing housing stock.	Continuously update our Property Maintenance Code to meet current standards.	On-Going	Community Development
	Improve code enforcement for properties through the implementation of a registration process for condemned, foreclosed and vacant properties.	Mid Term	Community Development /Public Safety
	Develop a set of neighborhood beautification awards.	Mid Term	Community Development
	Establish and support the city's homeowner and rental rehabilitation programs.	Long Term	Community Development
Plan for open space in future subdivisions.	Adopt fuller standards for open space subdivisions.	Long Term	Planning & Zoning
Enhance our rental inspection program to maintain property values while ensuring the health and safety standards are met.	Update our Property Maintenance Code to require all rentals post standard information relevant to the City of Gladstone and the community, which also requires a local contact be included in the event of an emergency.	Near Term	Community Development

