

Mount Pleasant

Housing Market Analysis

June 2025



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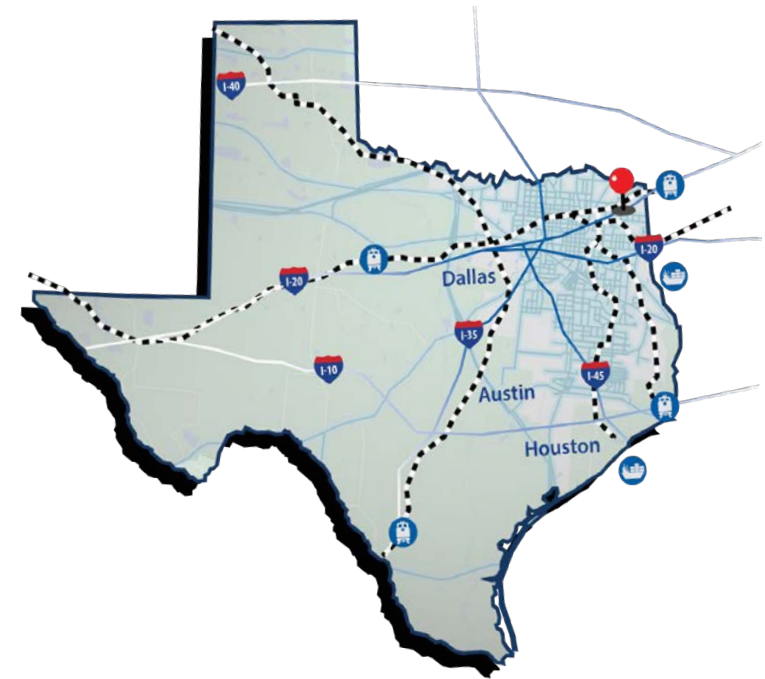
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Executive Summary

The Mount Pleasant Economic Development Corporation has engaged Catalyst Commercial to conduct a housing assessment that explores existing housing conditions and future residential needs. This analysis aims to assess current demographic, economic, and housing conditions; identify opportunities for neighborhood health; and provide a strategic framework to guide residential development consistent with the city's objectives. The scope of work includes demographic assessment for benchmarking, a housing market analysis to explore future needs, a neighborhood analysis to explore neighborhood health, demand forecasting to explore capacity for new housing, and identification of implementation strategies that will support future housing decisions.

Mount Pleasant, the seat of Titus County in northeast Texas, has been a longstanding hub of commerce and civic life within the county and the broader region. Mount Pleasant's is shaped by its small-town feel, proximity to natural assets such as lakes and parklands, and regional amenities, including a municipal airport, schools, and a library. With an estimated 2024 population of 15,812, the city comprises over half the county's total population, reflecting its centrality in the region's demographic and economic patterns.

The city's role as a rural employment center with latent demand for reinvestment provides both challenges and strategic entry points for housing and economic revitalization. This Housing Analysis aims to empirically assess the city's residential conditions and develop a strategy for to enable Mount Pleasant to continue to support sustainable and market-aligned housing for the region.



Executive Summary

Market Conditions

Mount Pleasant's current market conditions are shaped by steady demographic and economic changes. The city's estimated 2024 population is 15,812, reflecting a nominally flat growth rate that mirrors broader patterns across Titus County and many peer exurban communities in the region. Median household income stands at \$55,060, with the average household income reaching \$70,245, figures that position Mount Pleasant in line with other rural-suburban transition markets. Growth and income levels are critical determinants of price points for both capacity for new housing and affordability.

Neighborhood Assessment

To assess Mount Pleasant's housing analysis, Catalyst divided the city into five Neighborhood Units (NUs), each defined by patterns of tenure, reinvestment, and physical character. This approach captures the city's nuanced internal geography, revealing variations in homeownership stability, cost burden, and physical conditions that traditional administrative boundaries might obscure. The analysis shows that certain neighborhoods exhibit different rates of ownership, levels of reinvestment, vacancy, or aging infrastructure. These factors show the nuanced performance of various neighborhoods across the individual Neighborhood Units.

SWOC Analysis

A Strengths, Weaknesses, Opportunities, and Constraints (SWOC) analysis was conducted to assess the Mount Pleasant housing market. Among the city's primary strengths are its enduring small-town character, reinforced by a robust suite of civic amenities, and strong attainability. Opportunities exist to leverage these assets by expanding housing choice and supporting targeted neighborhood reinvestment. However, the analysis also highlighted

weaknesses, such as an aging housing stock at risk of deferred maintenance, regulatory rigidity that limits infill and may not be aligned with current market trends, and limited market dynamism due to slow population growth. These weaknesses, if unaddressed, pose risks to long-term market sustainability and neighborhood vitality.

Future Housing Demand

Future demand projections in Mount Pleasant are constrained by persistent supply-side limitations and macroeconomic headwinds. With the current 30-year fixed mortgage rates being reported by the Freddie Mac Primary Mortgage Market Survey at approximately 6.8% and rising construction costs, market absorption is both limited and price sensitive. However, this analysis indicates that Mount Pleasant can reasonably absorb 122 owner-occupied units and 112 renter-occupied units annually. Much of this demand is for homes below market rates.

Recommendations

A number of recommendations were identified by stakeholders and this analysis to inform opportunities to improve Mount Pleasant's housing choices and position the city to attract the appropriate amounts and types of housing needed and desired. These include increasing housing options through infill and diverse product types near Downtown, supporting investment in existing neighborhoods, improving rental quality, streamlining the development process, and building partnerships with local employers to provide housing for a wide range of talent needs. These recommendations are designed to create a more resilient, and sustainable housing market that supports economic growth and community well-being.

Executive Summary

Program Justification

The Program Justification table below provides an overview of Mount Pleasant’s housing market, identifying clear differences and strategic considerations between owner-occupied and renter-occupied segments. Current market conditions support an estimated annual demand of 122 owner-occupied units and 112 renter-occupied units annually across all price points and housing types. Opportunities exist to fill these gaps through new housing, incremental infill, and rehabilitation efforts that do not overextend municipal services. This table serves not only as a snapshot of current conditions but also as a guide for aligning public investment with market dynamics.



Program Justification	Owner-Occupied Housing	Renter-Occupied Housing
Annual Demand	<ul style="list-style-type: none"> • 122 units 	<ul style="list-style-type: none"> • 112 units
Opportunities	<ul style="list-style-type: none"> • High tenure stability in NU1 & NU3 • Large existing inventory under \$250K • Reinvestment by long-term owners • Potential for moderate-density infill formats • Increase health of existing neighborhoods 	<ul style="list-style-type: none"> • Underserved demand for quality rentals • Viable submarkets for ADUs and small multifamily • Demand from young workers and returners • Increase health of existing neighborhoods
Challenges	<ul style="list-style-type: none"> • High construction costs outpacing attainable price points • Aging stock faces dilapidated without reinvestment 	<ul style="list-style-type: none"> • Much of stock is aging and approaching obsolescence • Financing costs for new small-scale multifamily • Rent ceilings constrained by low wage base
Target	<ul style="list-style-type: none"> • Cottage courts, duplexes, and missing middle formats • Strategic infill in areas close to Downtown • Rehabilitation of existing housing stock 	<ul style="list-style-type: none"> • Quality multifamily units • ADUs, small multifamily, and mixed-use edge infill • Adaptive reuse of underutilized buildings • Typology diversification near employers and services
Market Values / Rents	<ul style="list-style-type: none"> • Median Home Price: \$197,500 	<ul style="list-style-type: none"> • Median Contract Rent: \$665

Source: Catalyst Commercial, US Census Bureau, CoStar, Esri

Key Economic Principles

Key Economic Principles

Stakeholder engagement was an important part of this project's process and included a project kickoff with the Mount Pleasant Economic Development Corporation (MPEDC), a city tour, and interviews with developers/builders, city staff, MPEDC board members, and City Council members. Through this discussion and feedback, a number of principles were identified that are important to the function of Mount Pleasant's housing market.

Livability as economic infrastructure

Livability is not a secondary amenity; it is a foundational asset and a factor in where people choose to live. Mount Pleasant boasts a robust set of civic and natural resources, including parks, lakes, schools, a public library, and a municipal airport, which collectively offer a high quality of life and support long-term residential stability. These features serve as economic infrastructure by enhancing the daily experience of residents and reinforcing the city's identity.

From a market perspective, these amenities function as value-adds, increasing the desirability of neighborhoods and reducing turnover. Households are more likely to invest in their homes and communities when basic public amenities contribute to personal well-being and the local government's investment in an area is apparent. Livability attracts returners, retains existing households, and supports multigenerational housing stability, essential conditions for sustained housing demand.

Workability and a strong economic base

The relationship between employment and housing is direct and causal. Income serves as the bridge between housing costs and household behavior. Economic development, whether through industrial recruitment, workforce

development, or entrepreneurial growth, will have a direct influence on and improve housing. Workability is achieved when the labor market, income potential, and housing costs align to allow households to live, work, and spend within the community.

Attainability and market function

Attainability refers to the availability of housing that meets the needs of households across a range of incomes and life stages. A well-functioning housing market should act as a facilitator, not a barrier. Housing must support economic mobility, family formation, and aging in place. Without attainability, the local economy contracts and fiscal stress increases.

Durability of neighborhood systems

Neighborhoods are long-term economic systems. Durability is not simply about preserving structures; it is about safeguarding function, and ensuring that neighborhoods continue to house, support, and uplift their residents. Capital planning, code enforcement, and targeted reinvestment are tools to reinforce durability.

Regional centrality and economic positioning

Mount Pleasant occupies a structurally important role in northeast Texas, serving as the principal population center of Titus County and a core provider of civic infrastructure, schools, services, retail, and municipal functions for the surrounding rural communities. While its current market reflects limited growth, this geographic and institutional centrality positions Mount Pleasant to evolve into a more intentional and higher-functioning regional hub.

Market Summary

Mount Pleasant functions as a regional economic hub within the east Texas region. The city's foundational assets, its natural amenities, expanding healthcare infrastructure, and regional connectivity, work in tandem to support an exceptional quality of life that sets it apart from peer communities.

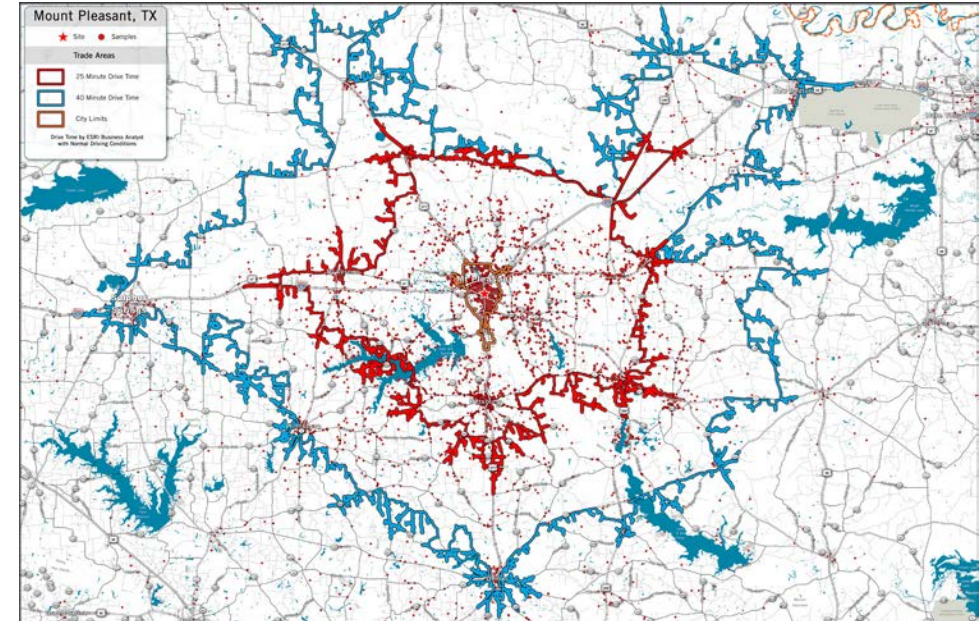
At the center of the city's health and civic infrastructure, the under-construction Christus Northeast Texas Health System is set to deliver 70,000 square feet of modern medical services, making Mount Pleasant a destination for regional healthcare and employment. This is complemented by the city's robust park system and nearby recreation offerings, most notably Lake Bob Sandlin State Park, which draws approximately 80,000 visitors annually. The park's regional draw extends Mount Pleasant's sphere of influence far beyond city boundaries and supports both tourism and outdoor lifestyles for residents.

Mount Pleasant's municipal airport is also a key node of regional connectivity, currently expanding with additional hangars to serve increased local and regional business travel. The airport hosts the Mid America Flight Museum, a nationally significant attraction that brings aviation enthusiasts to experience one of the country's premier collections of flyable historic aircraft.

The city's economic vibrancy is reflected in its retail sector, where annual retail sales consistently exceed \$550 per square foot, more than double the typical rate for cities of similar size, which generally range from \$100 to \$250 per square foot. This performance signals a regional retail trade area that extends well beyond municipal boundaries, as confirmed by a primary trade area analysis completed in early 2025 by Catalyst Commercial using customer location data from major retailers in Mount Pleasant's existing retail core, forming the geographies on the following map.

Adding to the city's recreational and lifestyle amenities, Twin Lakes Resort, just outside the city limits, is anticipated to open in the fall, providing additional accommodations and event space to meet the needs of both local and regional visitors.

Taken together, these features underscore Mount Pleasant's desirability as a place to live, work, and invest. The city's layered amenities and robust civic infrastructure offer residents daily access to recreation, healthcare, commerce, and travel making livability a core competitive advantage and a critical element in sustaining long-term demand for housing across all life stages.



Market Conditions

This section analyzes Mount Pleasant’s demographic structure and trends. It examines population dynamics, age composition, racial and ethnic diversity, educational attainment, household income, household size and composition, and consumer psychographics. These factors directly influence housing demand, shaping the volume of needed units by tenure, type, and price point.

Demographic data is drawn from forecasts and regional benchmarks and evaluated in the context of local and statewide trends. The analysis identifies conditions that shape the city’s housing market capacity, such as slow population growth, modest income levels, and large household sizes. Together, these metrics help define the appropriate and feasible housing strategies in Mount Pleasant.

Population

As of 2024, the estimated population of Mount Pleasant is 15,812. This figure represents approximately 51.1% of Titus County’s total population of 30,963. Forecasts indicate a projected decline to 15,601 by 2029, resulting in a five-year compound annual growth rate (CAGR) of -0.3%. Similarly, Titus County is projected to decline at a slightly lower rate of -0.2%. The State of Texas, which is projected to grow at a CAGR of 1.1% over the same interval.

These patterns are not uncommon among small cities in rural and semi-rural Texas, where population changes are often driven by regional economic restructuring, employment accessibility, and availability of housing stock that aligns with modern lifestyle preferences. Although the current trend reflects a demographic contraction, such conditions are often cyclical and may shift under targeted municipal strategies aimed at economic diversification, infrastructure modernization, and placemaking. Desirability stemming from quality of life investment by the city and community can influence population

growth and change, with communities that invest in these amenities and elements win on attraction of choice population versus those cities that fail to reinvest in the community.

Population Snapshot	Mt Pleasant	Titus County	Texas
2010 Total Population	16,550	32,414	25,220,537
2010-2015 Growth Rate	-0.4%	-0.3%	1.4%
2015 Total Population	16,224	31,955	26,987,892
2015-2020 Growth Rate	-0.2%	-0.5%	1.7%
2020 Total Population	16,093	31,216	29,240,706
2020-2024 Growth Rate	-0.4%	-0.2%	1.4%
2024 Total Population	15,812	30,963	30,857,478
2024-2029 Growth Rate	-0.3%	-0.2%	1.1%
2029 Total Population	15,601	30,717	32,581,174

Source: Esri

Market Conditions

Age Distribution

Mount Pleasant exhibits a greater concentration of families with children on one end, and a large segment of aging adults or retirees on the other. In 2024, the male population under 20 represented 31.8% of all males, while females in the same age group constituted 29.6% of all females. The largest single male cohort is those aged 15 to 19, representing 9.1% of the male population. Among females, the 10 to 14 age group is the largest youth segment, comprising 7.7% of the total female population.

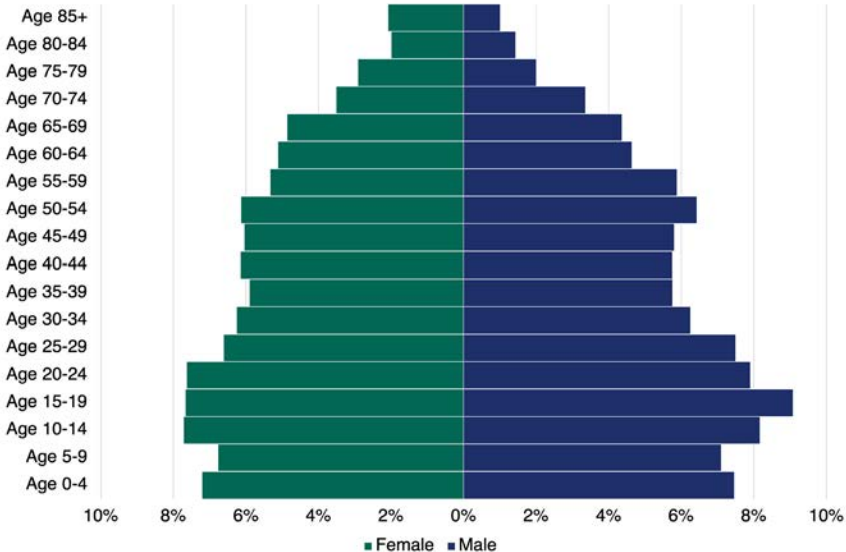
Conversely, adults aged 65 years and older represent 14.6% of the male population and 17.4% of the female population. Specifically, females aged 85 and older comprise 2.1%, a figure notably higher than the male share of 1.0% in the same age group, consistent with national longevity trends. This age composition reflects a city with simultaneous pressures to serve a youthful population, many of whom will form households within the next decade, and an aging population that will require adaptive housing strategies to remain in place.

The youthful base supports a continued need for rental housing, attainable starter homes, and proximity to educational and employment infrastructure. Meanwhile, the older cohorts imply increasing demand for accessible unit designs, one-story housing products, and smaller-footprint homes that support aging in place. This duality presents an opportunity for Mount Pleasant to implement a lifecycle housing strategy that accommodates varying household structures and economic capacities over time.

Race

Mount Pleasant’s racial and ethnic profile is defined by a high degree of diversity relative to county and state benchmarks. In 2024, non-Hispanic

Mount Pleasant Age Distribution



White residents comprised 39.5% of the total population, compared to 51.1% in Titus County and 48.5% in Texas. Black residents comprise 12.6% of the population, slightly above the county share of 9.3% and in line with the state share of 12.4%.

The most notable deviation occurs in the “Other Race” category, which accounts for 27.1% of Mount Pleasant’s population, compared to 21.2% in Titus County and 13.9% in Texas. Furthermore, 18.2% of residents identify as two or more races, consistent with the state average of 18.1%. Asian, American Indian, and Pacific Islander residents comprise 2.6% of the population.

Educational Attainment

Educational attainment refers to the highest level of formal education an individual has completed and is a standard demographic indicator used to assess workforce capacity, earning potential, and social mobility. Higher levels

Market Conditions

of educational attainment are consistently associated with greater financial resilience and flexibility in housing choice. In contrast, lower educational outcomes are linked to economic vulnerability and increased likelihood of cost-burdened rental tenure.

As of 2024, 13.6% of Mount Pleasant’s adult population aged 25 and over had not completed the ninth grade, and 10.3% attended high school without a diploma. These two cohorts together represent nearly one-quarter (23.9%) of the adult population lacking a high school credential. Those with some college or an associates degree make up 24.4% of Mount Pleasant’s education levels.

Household Composition

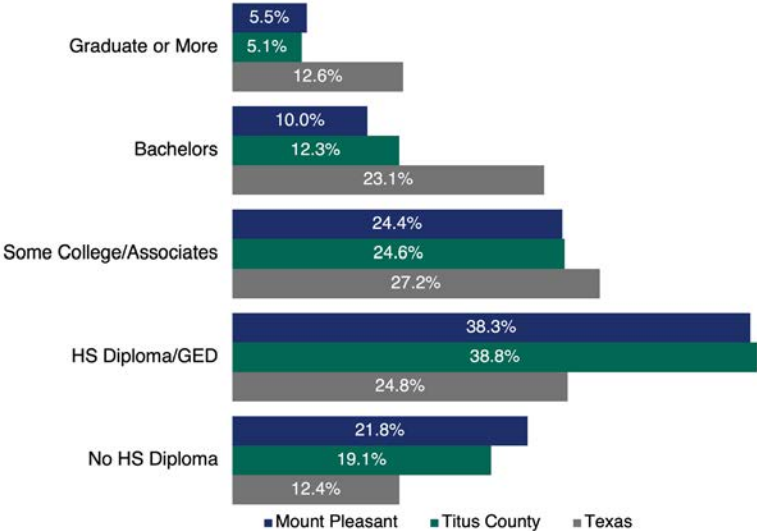
Household structure in Mount Pleasant tends toward larger sizes and family-based formations. The average household size in 2024 is 2.9, while the average family size is 3.6. By comparison, the state averages are 2.7 and 3.3, respectively. In Mount Pleasant, one-person households constitute 24.9% of all households, equivalent to the state average, while households with three or more persons account for 43.7% of the market share.

This composition points to significant demand for multi-bedroom units, particularly three-bedroom and four-bedroom configurations in both ownership and rental formats. Larger household sizes often indicate multigenerational living arrangements, shared tenancy for economic reasons, or cultural preferences for family cohabitation.

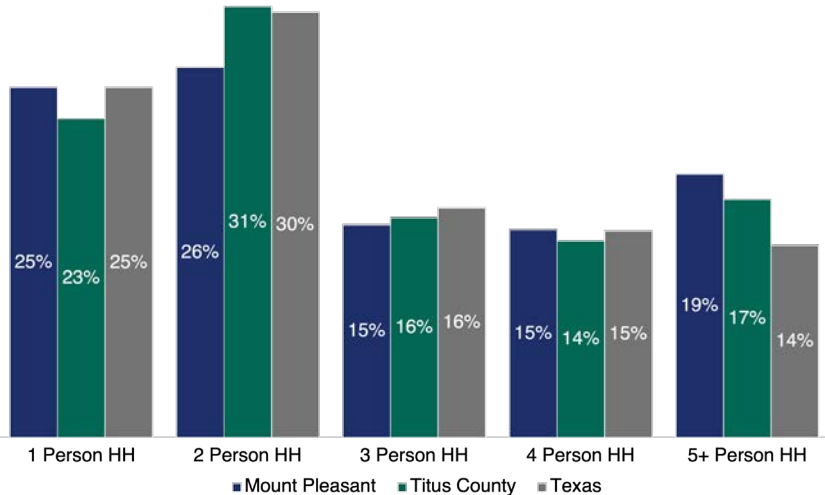
Household Income

Income levels in Mount Pleasant are slightly lower relative to the county and state. In 2024, the median household income in Mount Pleasant is \$55,060, approximately 28.7% lower than the statewide median of \$77,169.

Educational Attainment Comparison



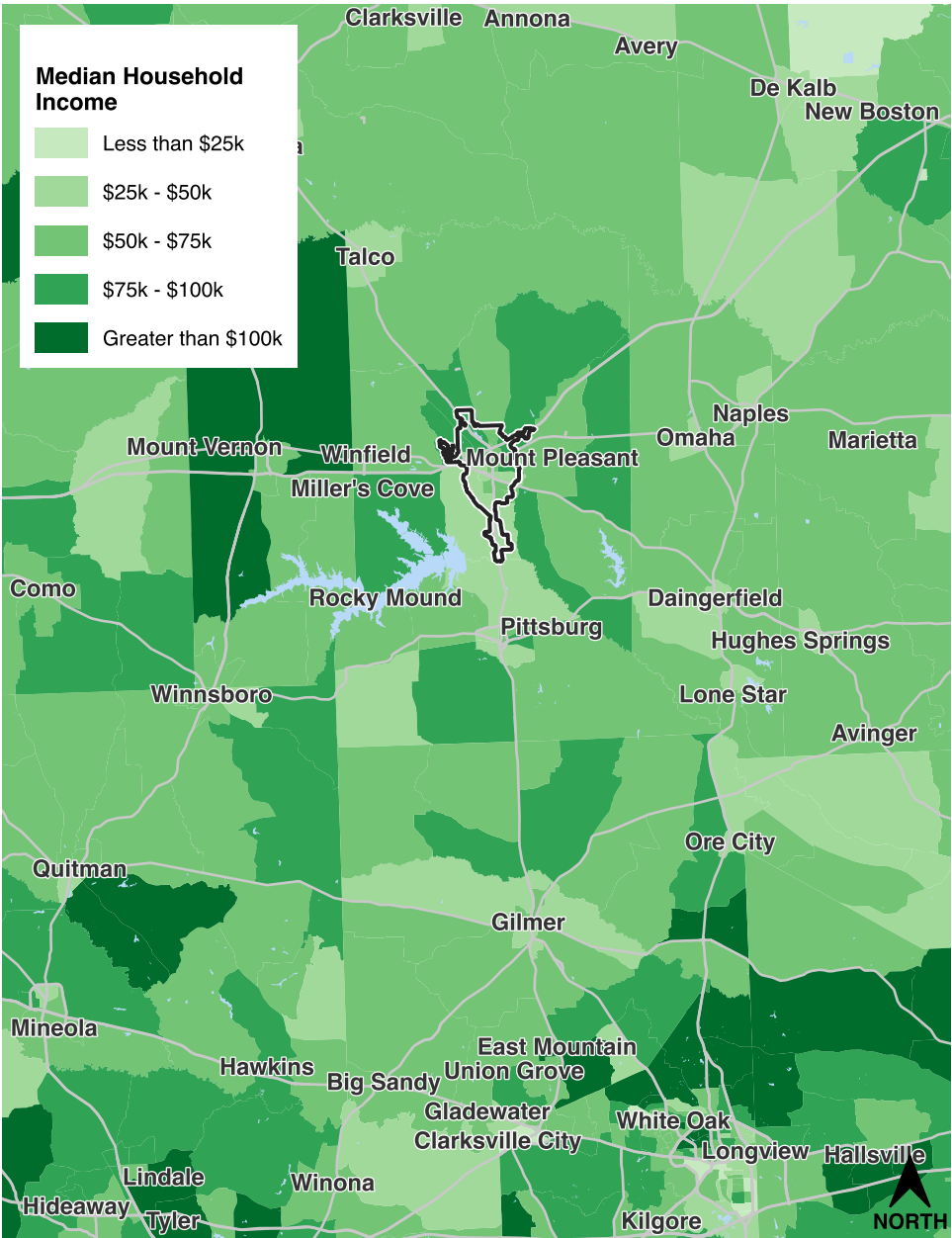
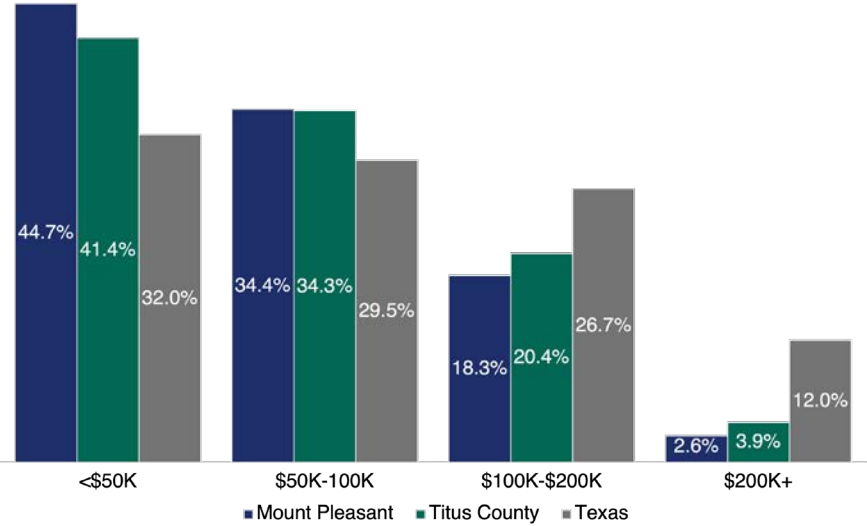
Household Composition



Market Conditions

The average household income is \$70,245, 36.0% below the Texas average of \$109,810. These figures reveal a market in which a substantial portion of households may be unable to access traditional mortgage products or afford newly constructed units. Income distribution data shows that 44.9% of households earn less than \$50,000 annually. Within this category, 11.8% earn below \$15,000, and 20.8% earn between \$15,000 and \$35,000. Only 6.0% of households earn more than \$150,000 annually, compared to 21.7% across the state.

Household Income Distribution



Market Conditions

Psychographics

Psychographic segmentation is a method of classifying and analyzing populations based on shared attitudes, values, lifestyle preferences, and consumer behaviors. Unlike traditional demographic analysis, which focuses on variables such as age, income, and race, psychographics provide insight into how people live, what they prioritize, and how they make decisions, including decisions about housing. The tapestry segmentation system divides US households into 67 unique segments based on multivariate socioeconomic indicators and lifestyle traits analysis. These segments help explain not only what types of households exist in a community, but also how and why they make residential choices. Mount Pleasant’s housing market is anchored by five dominant tapestry segments, each with distinct implications for housing policy and development strategy.

Tapestry Segment	Percent of the Population
Forging Opportunity	55.7%
Southern Satellites	13.6%
Midlife Constants	9.2%
Rustbelt Traditions	7.2%
Hometown Heritage	6.9%

Source: Esri

Forging Opportunity (55.7% of Mount Pleasant households)

The dominant lifestyle segment in Mount Pleasant is Forging Opportunity, comprising 55.7% of all households. This segment includes “young, diverse, and mobile” families, often foreign-born or second-generation, with a strong presence of single-parent households. Employment is concentrated in blue-collar and service occupations. Educational attainment tends to be low, and

household income is modest. These households frequently rent, and many reside in older single family homes or low-rise multifamily buildings.

In the Mount Pleasant housing market context, Forging Opportunity households exert sustained demand for low-cost, family-oriented rental units and attainable ownership opportunities. These households are price-sensitive and often face structural barriers to accessing traditional mortgage financing. Their mobility and value orientation also underscore the importance of location efficiency; housing near employment centers, schools, and essential services is paramount.

Southern Satellites (13.6% of Mount Pleasant households)

Southern Satellites, which account for 13.6% of Mount Pleasant households, are defined as “settled, conservative, and self-reliant” communities. These communities are typically composed of married couples in rural and exurban settings. These households are older, financially stable, and highly homeownership-oriented. Residents in this segment often reside in single family detached homes on larger lots and demonstrate low geographic mobility.

For Mount Pleasant, Southern Satellites represent a population that values housing stability, traditional neighborhood form, and low-density environments. Their presence supports policies that preserve existing neighborhood character, incentivize maintenance of aging housing stock, and resist land use intensification in established residential areas.

Midlife Constants (9.2% of Mount Pleasant households)

Midlife Constants constitute 9.2% of the city’s households and are described as older, settled adults, typically in their 50s or 60s, living in long-established,

Market Conditions

modestly valued homes. These households are characterized by frugality, risk-aversion, and a preference for low-maintenance lifestyles. Most are homeowners and maintain stable employment or have transitioned into retirement.

In housing terms, Midlife Constants represent low-turnover households who may require assistance with home repairs or downsizing, rather than new units. Their continued presence indicates steady demand for one-story housing, maintenance-free living, and proximity to basic services.

Rustbelt Traditions (7.2% of Mount Pleasant households)

Rustbelt Traditions, comprising 7.2% of households, are typically older, working-class families living in communities with a legacy of industrial employment. These households are pragmatic, modestly educated, and rooted in place. Homeownership is common, although the housing stock is often older and may suffer from deferred maintenance due to limited reinvestment capacity.

Within Mount Pleasant, Rustbelt Traditions households reinforce the need for housing rehabilitation policies, financial tools for home repairs, and preservation of older neighborhoods. They are not a likely market for new construction or architectural innovation, but they constitute a critical segment for sustaining older subdivisions.

Hometown Heritage (6.9% of Mount Pleasant households)

Hometown Heritage makes up 6.9% of the population in Mount Pleasant. This segment comprises rural, multi-generational households with strong ties to the community and land. These residents are deeply rooted, often residing in homes that have been with their families for decades. Homeownership

rates are high, and self-sufficiency is a dominant trait. Large family sizes and preference for privacy drive demand for detached housing on larger lots.

In Mount Pleasant, Hometown Heritage households emphasize the need to preserve the city's rural and small-town character. These residents are unlikely to support or seek out high-density or multifamily housing. Planning strategies should consider permitting accessory dwelling units (ADUs) to accommodate extended family, reducing regulatory barriers for incremental self-improvement of homes, and retaining existing lot sizes in legacy subdivisions.

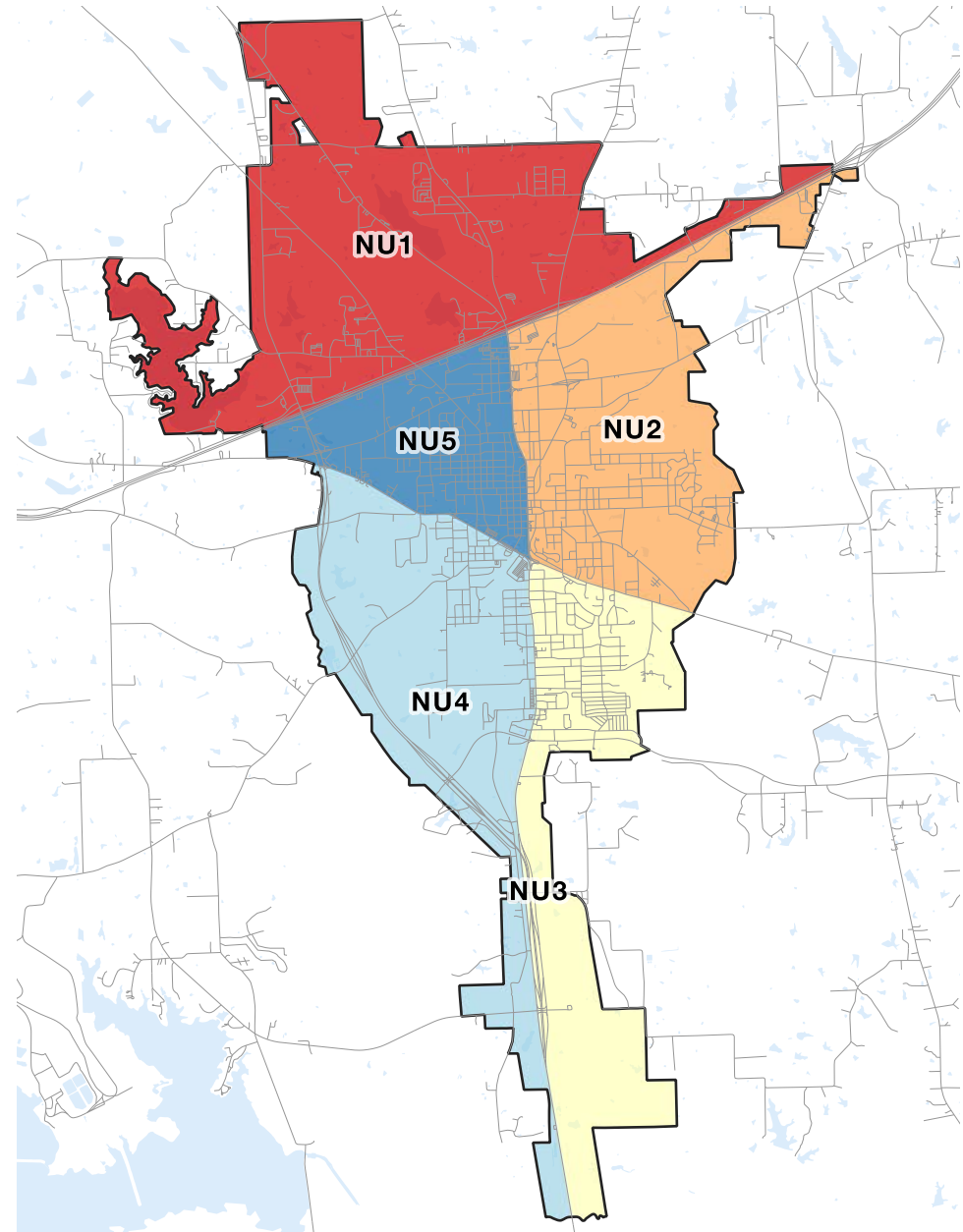
Neighborhood Assessment

Neighborhood Units

To understand the factors across neighborhoods in the City, the city limits were divided into five Neighborhood Units (shown as NU1, NU2, NU3, NU4, and NU5) to conduct this analysis. These geographies are defined based on physical characteristics, developmental eras, housing typology, and transportation boundaries.

- NU1 (north of Interstate 30) features rural land and development potential
- NU2 (between State Highway 49 and Interstate 40, west of US Route 271) offers mixed residential and commercial access
- NU3 (Southwest) blends neighborhoods with countryside
- NU4 (Southeast) provides quiet, suburban living near parks
- NU5 (between State Highway 49 and Interstate 40, east of US Route 271) combines housing with convenient commercial amenities.

This approach allows for a more nuanced understanding of the local housing market and better reflects the economic and structural diversity across the city. Each unit is assessed for its population structure, built environment, tenure balance, housing value, and investment condition.



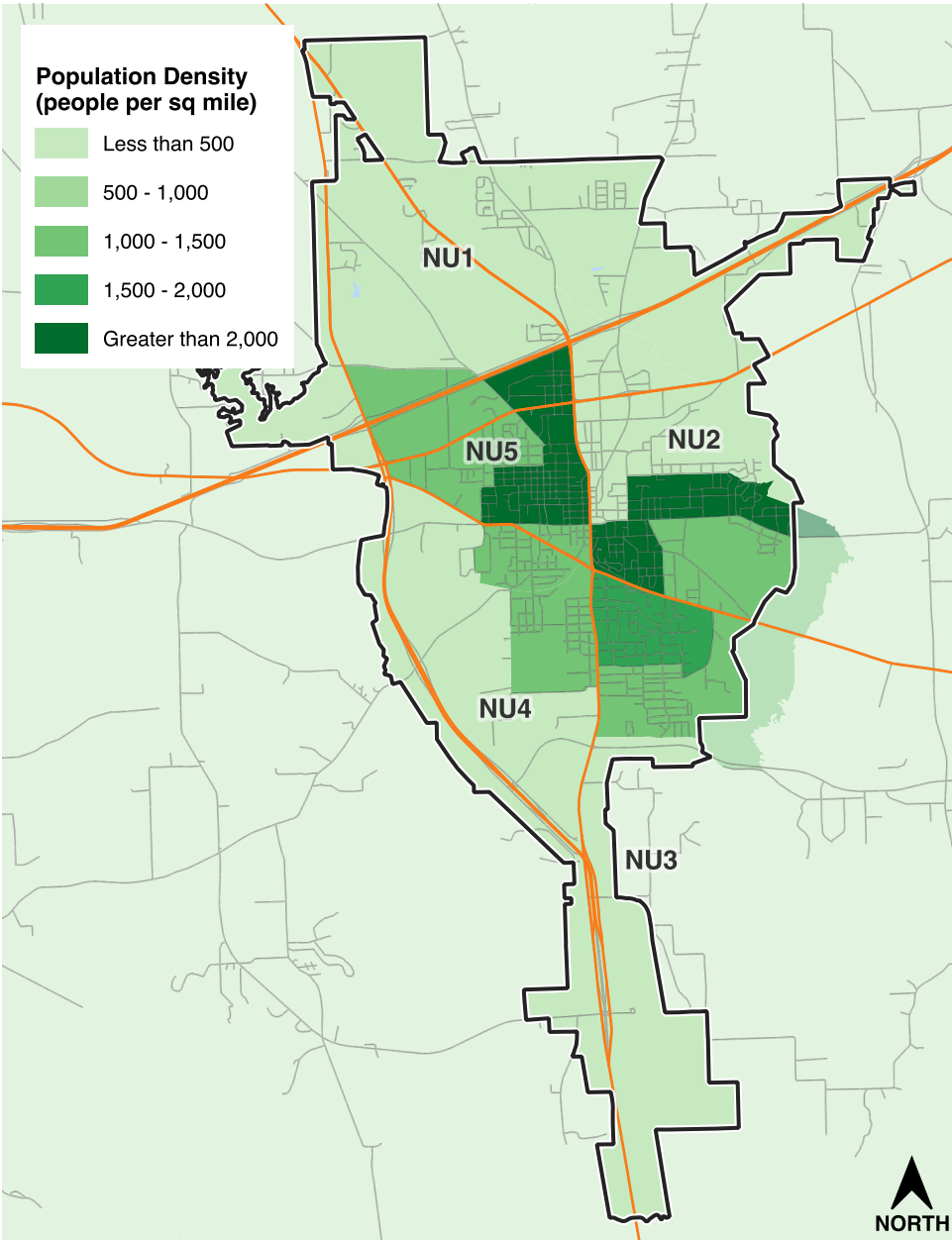
Neighborhood Assessment

Population

The population distribution across Mount Pleasant’s five neighborhood units reveals a fairly diverse residential composition. NU2 contains the largest share of residents (5,166), followed by NU5 (3,714) and NU1 (2,771). These three units account for over 73% of the city’s population. NU4, by contrast, has the smallest population (1,523) and the lowest density, at 333 persons per square mile. Population densities vary substantially, from 333 in NU4 to 1,819 in NU5, reflecting the diversity of urban form, ranging from auto-oriented, single family subdivisions to denser, multifamily and mobile-home environments. The citywide population density is 810 persons per square mile, while the countywide density is far lower, at just 76. These figures underscore the role of Mount Pleasant as the county’s residential and economic core.

Population Summary	Population	Households	Population Density (per sq mile)
NU1	2,771	991	399
NU2	5,166	1,674	1,241
NU3	2,638	943	777
NU4	1,523	510	333
NU5	3,714	1,273	1,819
Mt Pleasant	15,812	5,391	810
Titus County	30,963	10,922	76

Source: Esri

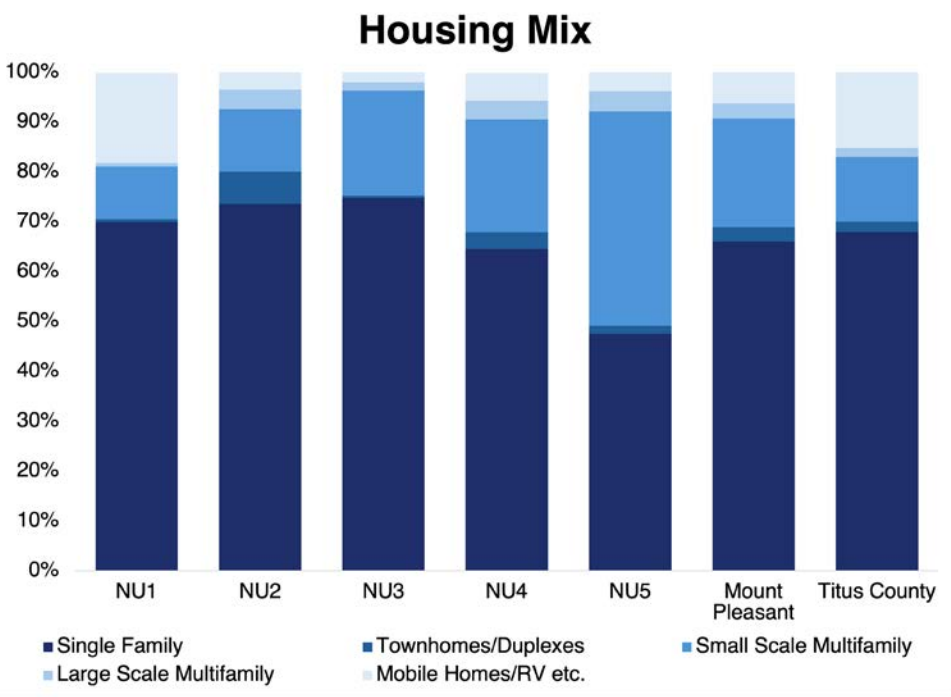


Neighborhood Assessment

Existing Housing Mix

Structure type varies significantly across the neighborhood units, illustrating divergent development patterns and housing strategies. NU1, NU2, and NU3 are heavily composed of single family detached units, comprising 70.0%, 73.6%, and 74.8% of all housing, respectively. These figures exceed both the citywide rate of 66.0% and the county-wide average of 68.0%. NU5 exhibits the most diverse structural profile, with only 47.5% of housing in detached single family units and a large share distributed across small and mid-scale multifamily buildings.

Multifamily stock (including 3-4, 5-9, and 10-19 unit structures) is most pronounced in NU5 and NU4, comprising 42.9% and 32.6% of housing, respectively. These two units also contain most of the city’s mobile home stock, particularly NU1 (18.1%) and NU5 (3.8%). These patterns reflect variation in housing age and development form, household income levels, tenure, and housing attainability.



Housing Typology	1 Detached Unit in Structure	1 Attached Unit in Structure	2 Units in Structure	3 or 4 Units in Structure	5 to 9 Units in Structure	10 to 19 Units in Structure	20 to 49 Units in Structure	50+ Units in Structure	Mobile Homes / Boat / RV
NU1	70.0%	0.5%	0.1%	4.1%	4.1%	2.4%	0.3%	0.5%	18.1%
NU2	73.6%	1.1%	5.4%	4.7%	7.1%	0.7%	0.0%	3.87%	3.5%
NU3	74.8%	0.5%	0.0%	6.7%	3.3%	11.0%	0.2%	1.50%	2.0%
NU4	64.5%	2.8%	0.7%	10.6%	11.6%	0.3%	3.8%	0.00%	5.6%
NU5	47.5%	0.0%	1.7%	19.1%	15.5%	8.3%	1.7%	2.44%	3.8%
Mt Pleasant	66.0%	0.8%	2.1%	8.9%	8.3%	4.5%	0.9%	2.11%	6.3%
Titus County	68.0%	0.8%	1.2%	4.9%	5.8%	2.3%	0.7%	1.1%	15.2%

Source: Esri

Neighborhood Assessment

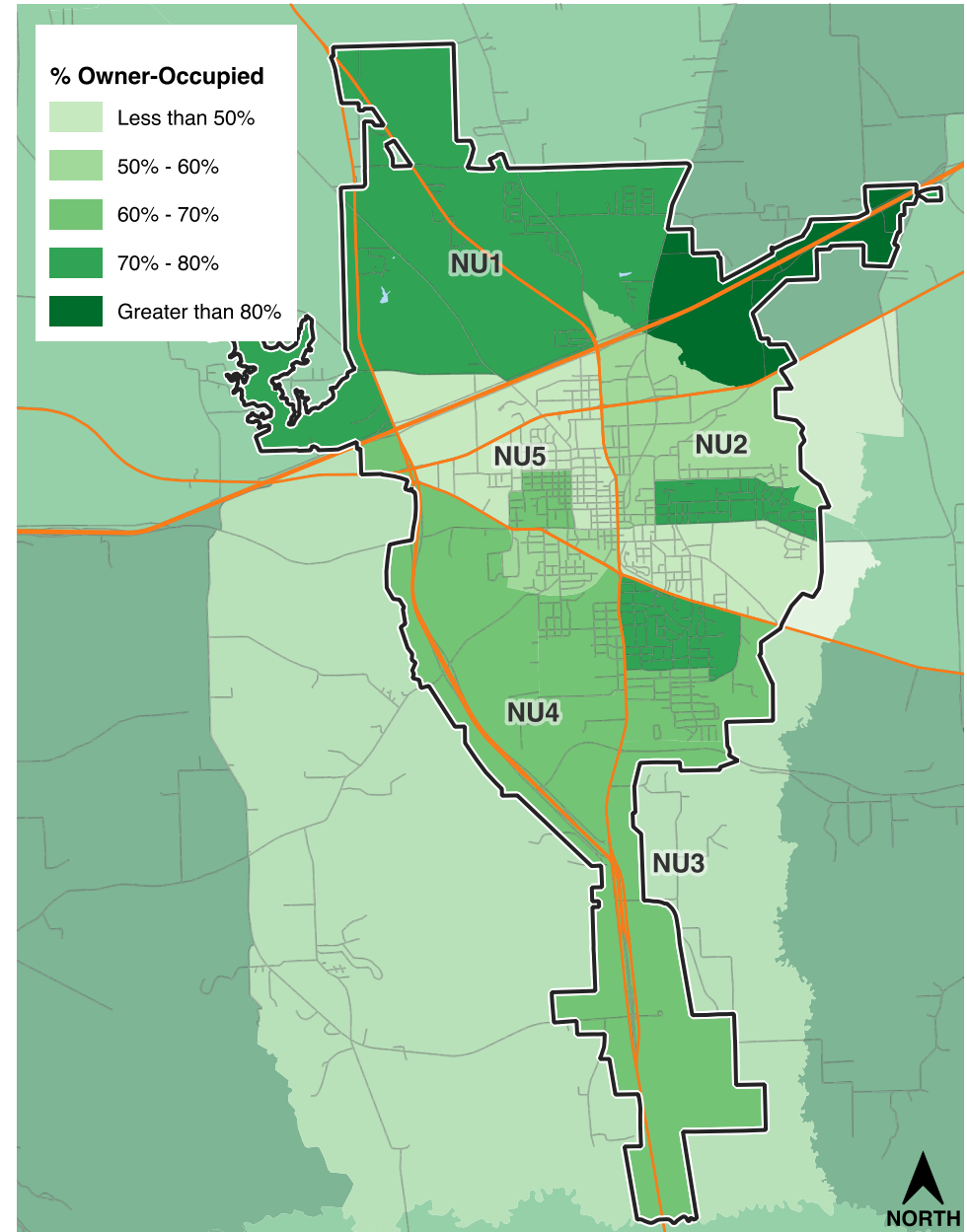
Housing Tenure

Housing tenure patterns are key indicators of neighborhood stability. Higher proportions of renter-occupied housing often correlate with higher turnover, increased vulnerability to disinvestment, and possibly reduced levels of civic engagement, while at the same time providing additional options for mobility to current and future residents. However, these effects vary based on income, housing quality, and local management practices. NU5 has the highest proportion of renter-occupied units at 54.2%, nearly double the citywide average of 39.8%. NU2 and NU4 also exhibit elevated renter shares at 41.3% and 39.4%, respectively. NU1 and NU3 are more ownership-oriented, with 73.0% and 68.3% of households owning their homes.

Vacancy rates also vary. NU4 and NU5 both exceed 10%, which may indicate weaker demand, structural obsolescence, or a mismatch between available products and market preferences compared to other neighborhood units. NU1 has the lowest vacancy rate, at 5.4%, reflecting its higher incomes and stable tenure profile.

Population Summary	% Owner-Occupied	% Renter-Occupied	% Vacant Housing Units
NU1	73.0%	27.0%	5.4%
NU2	58.7%	41.3%	7.6%
NU3	68.3%	31.7%	7.3%
NU4	60.6%	39.4%	11.9%
NU5	45.8%	54.2%	10.7%
Mt Pleasant	60.2%	39.8%	8.3%
Titus County	70.1%	29.9%	9.7%

Source: Esri



Neighborhood Assessment

Housing Vacancy

Vacancy is a foundational indicator of neighborhood vitality and housing market functionality. While often framed as a simple measure of unused stock, the type and distribution of vacancy provide deeper insights into how well a local housing system matches supply with demand. In Mount Pleasant, vacancy rates, when disaggregated by neighborhood unit (NU) and vacancy type, reveal critical spatial differences in housing performance, tenure mismatch, and potential for reinvestment or decline.

Housing vacancy data generated from the US Census Bureau's American Community Survey (ACS) is generated through a combination of field observations, resident surveys, and local government data, and is classified into one of five mutually exclusive categories. This data should be interpreted as a statistical approximation and indicator, not as a physical census of housing units.

- For Rent: Units actively marketed for rent.
- For Sale Only: Units offered exclusively for purchase.
- Sold, Not Occupied: Recently sold homes awaiting occupancy.
- Seasonal/Occasional Use: Units used periodically, including recreational or timeshare properties.
- Other: All remaining vacant units, including those abandoned, under probate, or held for personal reasons.

Vacancy in its most functional form is transitional: units that are for rent or for sale and in the process of re-entering the market. These units provide liquidity, choice, and housing mobility. However, when vacancy becomes structural, through abandonment, obsolescence, or disinvestment, it becomes a signal of market failure. Persistent structural vacancy is correlated with deferred

maintenance, reduced neighborhood confidence, and declining property values, often reinforcing cycles of disinvestment.

NU3 presents a unique case where 100.0% of vacant units are for rent, suggesting a functioning, if limited, rental market with potentially high turnover or absorption challenges. In contrast, NU4 exhibits the highest share of "vacant other" units at 68.3%, a clear red flag. These units—often associated with abandonment, probate status, or dereliction—represent structural vacancies that may require targeted intervention, such as code enforcement, acquisition strategies, or rehabilitation incentives.

NU5, which holds the largest volume of vacant units (177), also exhibits a high share of for-rent vacancies (58.2%) and an elevated portion of "other" vacancies (30.5%). This suggests a tenure mismatch, where the existing rental inventory may not align with current demand or may suffer from quality issues that render it functionally obsolete.

NU1 and NU2 each have roughly 42.6% of their vacancies categorized as "other." While their overall vacancy counts are smaller, this share indicates an emerging risk of structural disrepair or underutilization, particularly in neighborhoods with aging housing stock and low reinvestment momentum.

Vacancy due to seasonal or occasional use remains relatively low overall, though present in NU1 and NU2. This may reflect secondary ownership, informal rental, or episodic use patterns. These units are typically not problematic unless they dominate a neighborhood, which is not currently the case.

Neighborhood Assessment

Vacancy rates represent the percentage of residential properties that are unoccupied. This includes both for-rent and for-sale units, as well as those vacant for other reasons like seasonal or recreational use. A low vacancy rate indicates a tight housing market, while a high rate suggests a looser market. High shares of “for rent” vacancy in certain areas may suggest oversupply, underperformance, or poor fit with household income. High “other” vacancy signals possible structural failure and the need for direct intervention.

As Mount Pleasant moves forward, planners and policymakers must use vacancy data to prioritize investment, prioritize code enforcement, and calibrate new housing initiatives.

Category	NU1	NU2	NU3	NU4	NU5	Mt Pleasant
Vacant For Rent Units	53	53	24	13	103	246
% of Vacant Units (For Rent)	37.6%	43.4%	100.0%	31.7%	58.2%	48.7%
Vacant For Sale Only Units	2	0	0	0	21	23
% of Vacant (For Sale Only)	1.4%	0.0%	0.0%	0.0%	11.8%	4.6%
Vacant Sold, Not Occupied Units	4	0	0	0	0	4
% of Vacant (Sold, Not Occupied)	2.8%	0.00%	0.00%	0.0%	0.0%	0.8%
Vacant Seasonal/Occasional Use Units	22	16	0	0	0	38
% of Vacant (Seasonal/Occasional Use)	15.6%	13.1%	0.0%	0.0%	0.0%	7.5%
Vacant Other (e.g., abandoned, probate) Units	60	52	0	28	54	194
% of Vacant (Other)	42.6%	42.6%	0.0%	68.3%	30.5%	38.4%
Total Vacant Units	141	122	24	41	177	505

Source: Esri, US Census Bureau

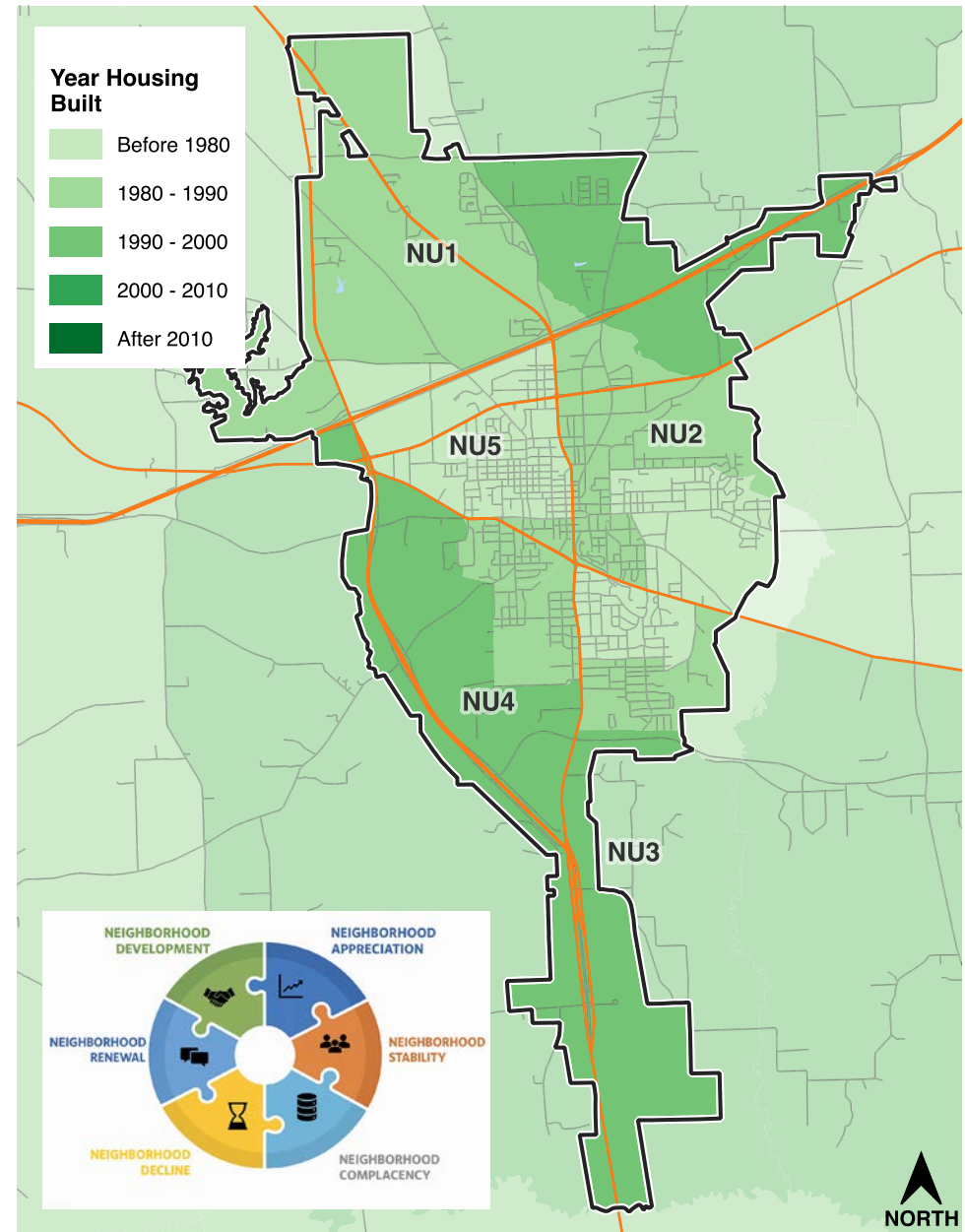
Neighborhood Assessment

Neighborhood Lifecycle

Neighborhoods, like housing markets, evolve through a discernible lifecycle influenced by the interplay of investment, demographic shifts, structural aging, and disinvestment. This lifecycle typically follows a progression from initial development and growth, through stability and maturity, and ultimately, without intervention, to decline. Understanding where each of Mount Pleasant's neighborhood units (NUs) falls within this continuum is essential for shaping targeted interventions that preserve neighborhood health and housing function.

In the development phase, neighborhoods experience rapid growth in population, housing construction, and infrastructure investment. Housing stock is new, demographic composition skews younger, and reinvestment is not yet necessary. The maturity phase is characterized by stable population and tenure, with homes typically between 20 and 40 years old. Reinvestment begins to surface, often through routine maintenance or aesthetic upgrades. Neighborhoods such as NU1 and NU3, which exhibit moderate home values, stable ownership rates, and manageable cost burdens, are representative of this phase. The transition phase begins when signs of physical or social decline appear. These may include rising vacancy rates, disinvestment, aging infrastructure, and declining home values relative to inflation. NU5, with its 1972 median year built, lower incomes, and elevated vacancy and rental burden, appears to be in this stage.

Finally, the decline phase is marked by widespread disinvestment, increased vacancy, and deteriorated housing conditions. Property values stagnate or fall, and demand weakens. Public services may be strained, and private reinvestment becomes increasingly rare. This phase, if reached, can lead to structural abandonment and generational disenfranchisement.



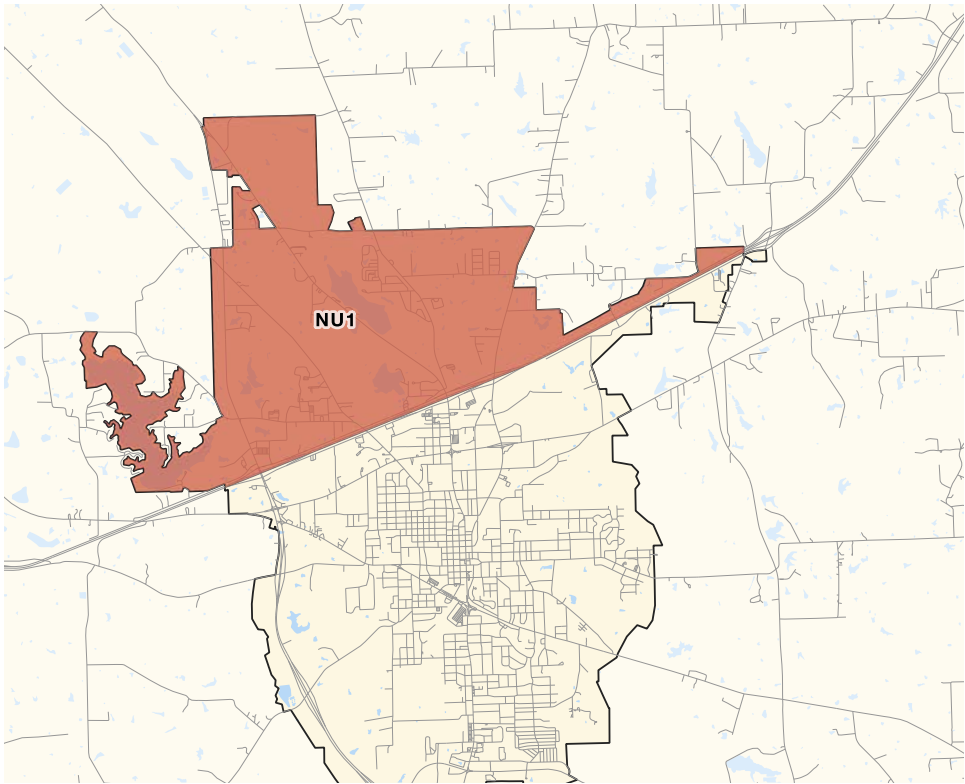
Neighborhood Assessment

Neighborhood Unit 1

Neighborhood Unit 1 (NU1) is characterized by its predominantly low-density residential pattern, composed of open spaces, agricultural lands, and estate-style housing. The area offers a quieter lifestyle that appeals to households seeking larger lot sizes, privacy, and proximity to nature. A defining amenity within NU1 is the presence of the Mount Pleasant Country Club, which not only serves as a recreational asset but also elevates the area’s desirability for higher-income households seeking golf-course adjacency and leisure-oriented living. This neighborhood unit will soon be home to Christus Northeast Texas Health System, which is in the process of building a 70,000 square foot facility in multiple phases. This development will likely catalyze more development and bring high-paying jobs into this neighborhood.

The existing housing stock in NU1 is relatively newer compared to other areas of Mount Pleasant, with a median year built of 1989, substantially younger than the citywide median of 1978. This indicates a comparatively modern housing inventory, generally associated with higher property values, reduced maintenance needs, and greater energy efficiency. The median home value in NU1 is \$246,329, significantly above the citywide median of \$144,314, further reinforcing the area’s role as a higher-value residential submarket.

Housing tenure in NU1 is predominantly owner-occupied (73.0%), and the neighborhood has the city’s lowest vacancy rate (5.4%). The median household income of \$73,257 is the highest among all neighborhood units, and home values are also elevated, with a median of \$246,329. The housing stock is relatively stable, with a median construction year of 1989 and a modest share of mobile homes (18.1%). NU1 exhibits strong neighborhood health indicators and remains a core area of residential stability.



NU Snapshot	NU1	Mt Pleasant
Total Households	991	5,391
Median Household Income	\$73,257	\$55,060
Owner-Occupied HUs (%)	73.0%	60.2%
Single Family Homes	70.0%	66.0%
Median Home Value	\$246,329	\$144,314
Median Contract Rent	\$680	\$665
Median Year Built	1989	1978

Source: Esri

Neighborhood Assessment

Key Insights

- NU 1 offers the city's highest median household income and strong owner occupancy, with stable home values, newer housing stock, and premier amenities including lakes, a country club, and a new health facility under construction.
- The neighborhood lacks structural diversity and offers few attainable rentals, limiting access for first-time buyers and workforce households.
- There is significant potential for reinvestment in both aging homes and infrastructure, as well as for context-sensitive development, such as townhomes and high-quality multifamily, on available land.
- Rising home values could foster exclusivity or stagnate demographic change, while deteriorating mobile home stock and limited rental options risk reducing accessibility for younger or working residents.



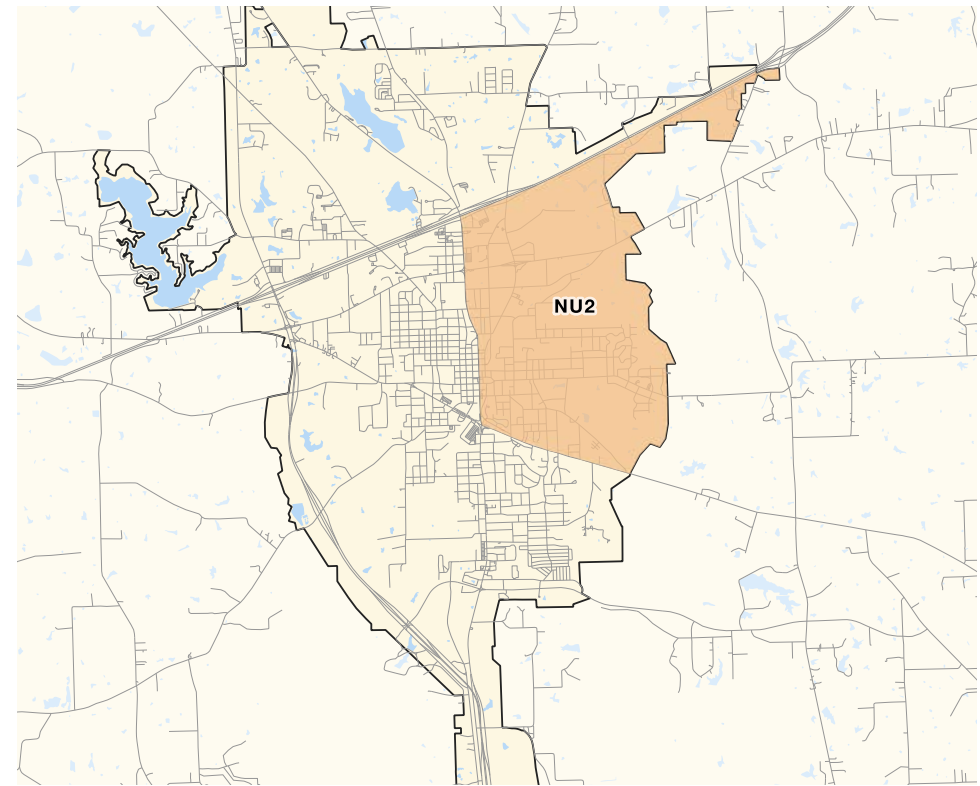
Neighborhood Assessment

Neighborhood Unit 2

Neighborhood Unit 2 (NU2) encompasses portions of Mount Pleasant’s eastern periphery, combining residential neighborhoods with a significant presence of commercial activity. The area benefits from direct access to the city’s arterial road network and proximity to major highways, which enhances both its economic function and residential convenience. This mixed-use composition positions NU2 as a transitional district, accommodating daily service needs while offering moderate-density housing options.

The residential fabric of NU2 is structurally consistent with Mount Pleasant’s citywide profile. The median year built for housing units is 1978, which aligns precisely with the citywide median housing age. This suggests a stable housing stock nearing fifty years in age, neither newly developed nor severely aged. From a neighborhood health perspective, this may signal a need for cyclical reinvestment and modernization, especially for structures that have had continued maintenance or not undergone significant rehabilitation since construction.

NU2 is the most populous neighborhood unit in Mount Pleasant, with 5,166 residents and a relatively high density of 1,241 persons per square mile. This unit has a balanced mix of housing typologies, with 73.6% of structures classified as single family detached, and a notable share of small multifamily and duplex units. Housing tenure is more mixed than in NU1, with 58.7% being owner-occupied and 41.3% renter-occupied. The median home value in NU2 is \$123,314, substantially below the citywide median. Income levels are moderate at \$54,885, closely tracking the city median. NU2 is a transitional zone between more established ownership areas and emerging rental markets.



NU Snapshot	NU2	Mt Pleasant
Total Households	1,674	5,391
Median Household Income	\$54,885	\$55,060
Owner-Occupied HUs (%)	58.7%	60.2%
Single Family Homes	73.6%	66.0%
Median Home Value	\$123,314	\$144,314
Median Contract Rent	\$617	\$665
Median Year Built	1978	1978

Source: Esri

Neighborhood Assessment

Key Insights

- As the most populous neighborhood, NU 2 provides a stable demand base and a moderately diverse housing mix, with income levels close to the city average supporting relative attainability.
- High renter occupancy brings greater turnover and inconsistent property maintenance, while low median home values and an aging housing stock indicate areas of disinvestment needing attention.
- Upgrading the rental stock and redeveloping underutilized parcels could diversify housing options, with proximity to Downtown supporting both infill and accessibility improvements.
- Deferred maintenance and the risk of investor-driven displacement threaten both quality and affordability, while further value declines may discourage private reinvestment.



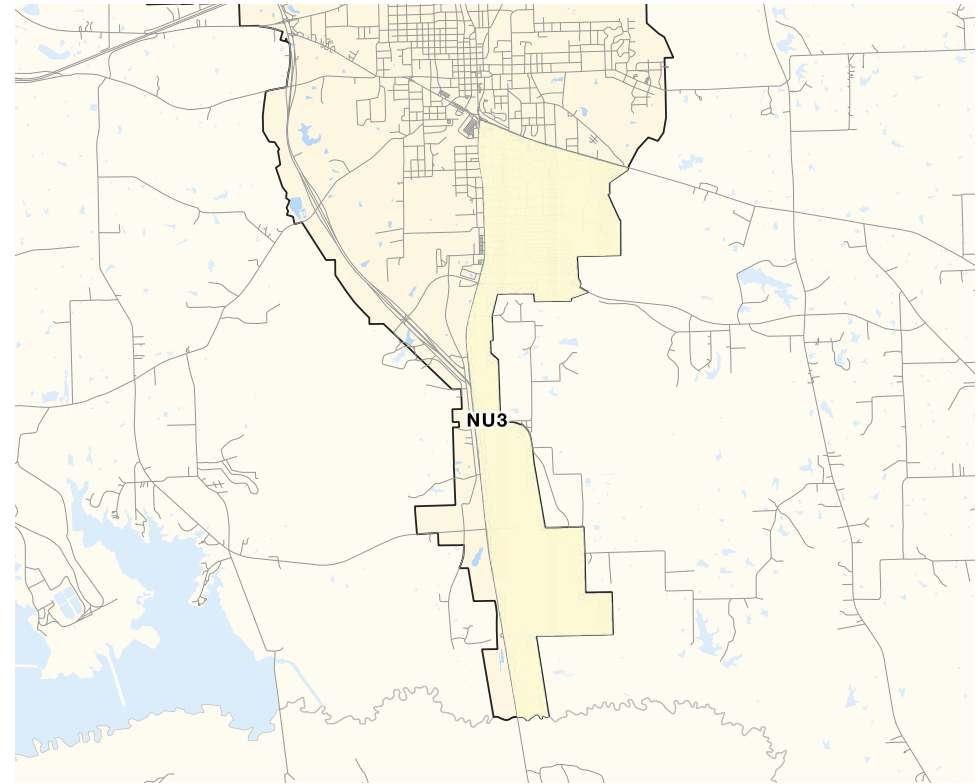
Neighborhood Assessment

Neighborhood Unit 3

Neighborhood Unit 3 (NU3) occupies the southwestern portion of Mount Pleasant and is defined by its hybrid character, an integration of traditional residential subdivisions and semi-rural landscapes with commercial and industrial uses. Its position along the city's southeastern edge makes it attractive to residents seeking a balance between proximity to town and the aesthetic or practical advantages of lower-density living.

The housing stock in NU3 is among the oldest in Mount Pleasant. The median year built is 1976, making it the second-oldest neighborhood unit in the city after NU5. This indicates a substantial inventory of homes now reaching the end of their initial design life, a threshold that often requires reinvestment in systems, foundations, and energy efficiency. While older neighborhoods can exhibit high levels of social capital and architectural character, their long-term health depends on sustained reinvestment by both private owners and public infrastructure systems.

NU3 has a population of 2,638 and a density of 777 persons per square mile. It primarily comprises single family housing (74.8%) with a limited presence of attached or multifamily units. This unit maintains a relatively high homeownership rate (68.3%) and a lower-than-average vacancy rate (7.3%). Rents are also higher in this neighborhood, with a median contract rent of \$840, reflecting demand for newer or better-quality rental housing. The housing stock is older, with a median construction year of 1976, but appears to be well-maintained and economically viable. NU3 presents as a stable, middle-income neighborhood with limited affordability challenges.



NU Snapshot	NU3	Mt Pleasant
Total Households	943	5,391
Median Household Income	\$60,002	\$55,060
Owner-Occupied HUs (%)	68.3%	60.2%
Single Family Homes	74.8%	66.0%
Median Home Value	\$197,500	\$144,314
Median Contract Rent	\$840	\$665
Median Year Built	1976	1978

Source: Esri

Neighborhood Assessment

Key Insights

- NU 3 is anchored by high homeownership rates, above-average incomes, and good access to retail, the airport, and major employers, all fostering long-term investment and neighborhood stability.
- The predominance of detached single-family homes limits tenure flexibility, while an aging housing stock may require significant rehabilitation and capital investment.
- Incentive programs and moderate-density infill, such as duplexes or cottage homes, can address aging homes and underused lots, attracting transitional and move-up buyers.
- Without intervention, older homes risk dilapidation, and lack of product diversity may eventually stall demographic and economic dynamism.



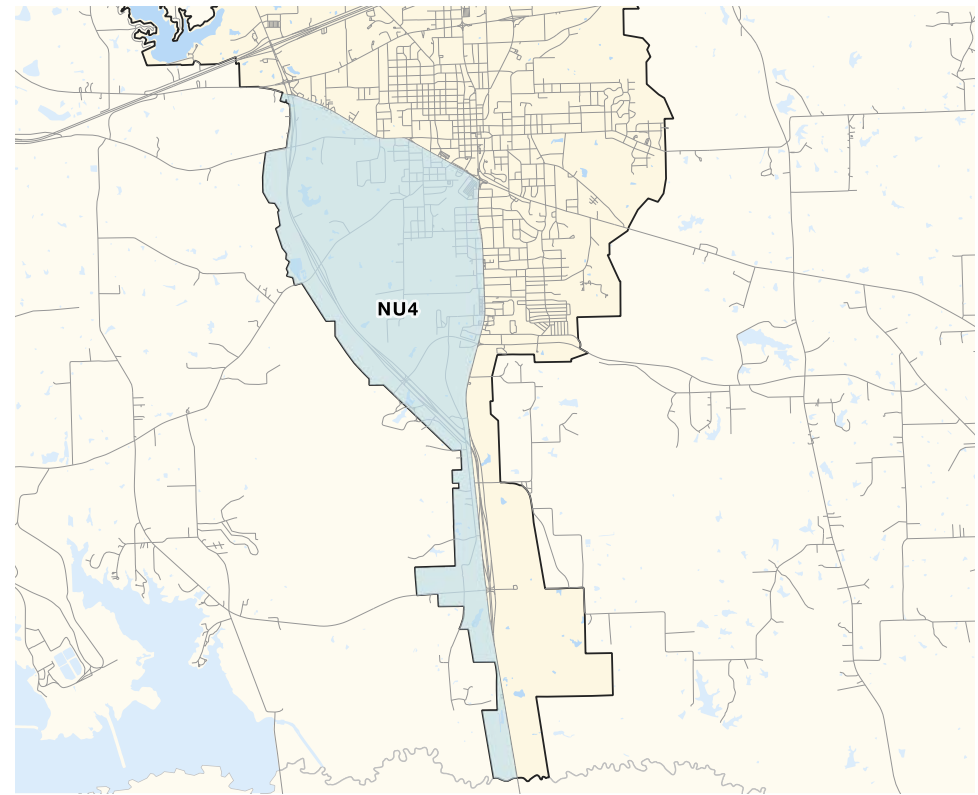
Neighborhood Assessment

Neighborhood Unit 4

Neighborhood Unit 4 (NU4) is situated in the southwestern portion of Mount Pleasant. This area provides direct access to US Route 271 and is home to major employers such as Pilgrim's. The integration of residential enclaves with major employers positions NU4 as a live-work district, making it particularly attractive to families who want to live near where they work.

The housing stock in NU4 is relatively older compared to much of the city. The median year built is 1984, slightly newer than the citywide median of 1978 but still indicative of a maturing residential inventory. This age profile suggests that while large-scale obsolescence is not yet a dominant concern, a significant portion of homes will soon require capital reinvestment to maintain competitiveness and livability.

With a population of 1,523 and a density of 333 persons per square mile, NU4 is the least dense and smallest neighborhood unit. It presents a mixed housing environment with 64.5% single family homes and a disproportionately high share of smaller multifamily buildings. The renter occupancy rate is high at 39.4%, and the vacancy rate is the highest of all NUs at 11.9%, possibly indicating weaker market demand or housing quality issues. The median household income in NU4 is \$42,441, well below the city median, and the median home value is also low at \$129,118. Housing here is some of the oldest in Mount Pleasant, with a median year built of 1984 and a significant share of units constructed before 1970. NU4 is a candidate for targeted investment and stabilization.



NU Snapshot	NU4	Mt Pleasant
Total Households	510	5,391
Median Household Income	\$42,441	\$55,060
Owner-Occupied HUs (%)	60.6%	60.2%
Single Family Homes	64.5%	66.0%
Median Home Value	\$129,118	\$144,314
Median Contract Rent	\$657	\$665
Median Year Built	1984	1978

Source: Esri

Neighborhood Assessment

Key Insights

- NU 4 benefits from proximity to core infrastructure and employers, and its active rental market demonstrates ongoing demand for housing in the area.
- With the city's lowest median income and elevated vacancy rates, many residents lack the means for reinvestment, and aging homes often cannot command rents that justify modernization.
- The area is a candidate for capital improvement programs, such as retrofits or code compliance assistance, and models to support low-income ownership and preserve workforce attainability.
- Persistent vacancies and ongoing deterioration could lead to unit loss or involuntary displacement, undermining both the housing stock and community stability.



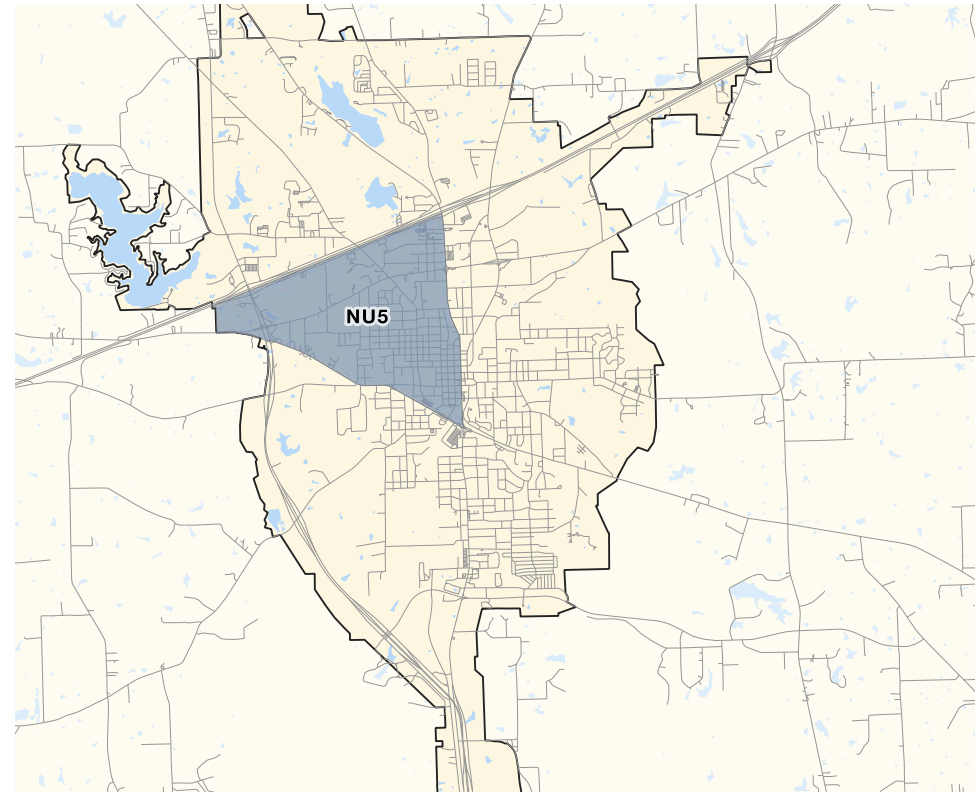
Neighborhood Assessment

Neighborhood Unit 5

Neighborhood Unit 5 (NU5) is situated along the western edge of Mount Pleasant and is defined by a combination of residential housing and commercial development. Its strategic location provides immediate access to shopping centers, schools, healthcare facilities, and other essential services. This accessibility makes NU5 attractive to a wide range of households, including families, young professionals, and service-sector workers who value proximity to employment and daily necessities.

The housing stock in NU5 is the oldest among the neighborhood units, with a median year built of 1972. This predates the citywide median construction year of 1978 and underscores the maturity of the district's residential inventory. Homes built during this era often require significant reinvestment in core systems, and without consistent upkeep, risk functional obsolescence. The advanced age of the housing stock raises potential concerns regarding neighborhood health over time, especially if reinvestment rates lag.

NU5 is Mount Pleasant's most urbanized and highest-density neighborhood, with 1,819 persons per square mile and a total population of 3,714. It is also the most renter-oriented unit, with 54.2% of households renting and only 45.8% owning. The housing mix is the most diverse in the city, with just 47.5% of units classified as single family and substantial shares of multifamily and mobile home units. This unit also reports the lowest home values (\$96,578) and the second-lowest income levels (\$48,988). The housing stock is among the oldest in the city, with a median construction year of 1972. NU5 is a core location for Mount Pleasant's lower-income renter households, and future housing strategies in this area must balance attainability with improved quality and livability.



NU Snapshot	NU5	Mt Pleasant
Total Households	1,273	5,391
Median Household Income	\$48,988	\$55,060
Owner-Occupied HUs (%)	45.8%	60.2%
Single Family Homes	47.5%	66.0%
Median Home Value	\$96,578	\$144,314
Median Contract Rent	\$640	\$665
Median Year Built	1972	1978

Source: Esri

Neighborhood Assessment

Key Insights

- As Mount Pleasant's densest and most structurally diverse neighborhood, NU 5 features a robust rental market and strong connectivity to Downtown, offering both variety and accessibility.
- The low rate of homeownership signals limited long-term commitment and high turnover, while aging, low-value homes hinder new construction and private reinvestment.
- Targeted reinvestment and scattered-site infill can revitalize aging properties and introduce missing middle housing, fostering pathways to ownership and a stronger neighborhood identity.
- Without action, declining structures risk abandonment or condemnation, and concentrated low-value properties could further depress investment or lending activity.



SWOC Analysis

As Mount Pleasant confronts a shifting housing landscape shaped by demographic change, aging stock, and evolving demand patterns, a strategic understanding of the city's position is essential. A housing-focused SWOC analysis, evaluating Strengths, Weaknesses, Opportunities, and Constraints, provides a diagnostic framework to assess internal conditions and external pressures affecting the residential market.

Strengths

- **Relative attainability in ownership market:** Mount Pleasant exhibits a substantial share of owner-occupied housing priced under \$250,000; 66.7% of the current owner-occupied housing demand falls below this threshold. While rising construction costs inhibit new supply in this price range, the existing housing stock remains relatively accessible to first-time buyers and middle-income households. Median home values in multiple NUs, such as NU3 and NU4, remain within reach for households earning between \$50,000 and \$60,000 annually.
- **Stable homeownership in key neighborhoods:** Neighborhoods NU3 and NU1 demonstrate above-average homeownership rates (68.3% and 73.0%, respectively) with comparatively low mortgage cost burdens. These submarkets demonstrate evidence of tenure stability and are likely making positive contributions to neighborhood health through reinvestment and low turnover.
- **Small town feel:** Mount Pleasant maintains a strong sense of place, rooted in its scale, history, and community cohesion. Unlike suburban markets that suffer from anonymity and homogeneity, Mount Pleasant offers a lifestyle that blends slower-paced living with access to essential services and employment. This embedded identity makes the city attractive to young families seeking stability and to returners who value familiarity, contributing to long-term residency and intergenerational

investment in the housing stock.

- **Civic and natural amenities:** Mount Pleasant's natural features, including lakes, parks, and Lake Bob Sandlin State Park (attracting approximately 80,000 annual visitors) combined with strong civic infrastructure such as quality schools, a public library, and a municipal airport, create a compelling quality-of-life proposition. While not yet fully capitalized on from a regional marketing standpoint, these assets represent durable locational advantages that support housing desirability. In housing economics, these non-pecuniary amenities enhance property value, bolster absorption rates, and provide a platform for neighborhood identity.



SWOC Analysis

Weaknesses

- **Aging housing stock with deferred maintenance risk:** The median year built in Mount Pleasant is 1978, with several neighborhoods (e.g., NU5 at 1972, NU3 at 1976) showing even older median build years. This aging stock requires cyclical reinvestment, yet cost burdens and low incomes in areas like NU5 (\$48,988 median income) limit the capacity for owner-driven rehabilitation. High shares of “other vacant” units in NU4 and NU5 suggest deteriorating structures, legal encumbrances, or obsolescence.
- **High renter cost burden and limited multifamily options:** Citywide, 15.6% of renters are severely cost-burdened (spending 50%+ of income on rent), with this figure rising to 33.2% in NU1. Meanwhile, more than 60% of rental demand falls under \$1,000 per month, but recent construction trends nationally and regionally have not favored this price band. This mismatch between income and rent levels limits access to quality rental housing for working households.
- **Limited product diversity:** Mount Pleasant’s housing supply is heavily weighted toward single family detached units (66.0% citywide), while small-scale multifamily and alternative ownership models remain underrepresented. This constrains mobility within the market and reduces options for aging residents, young adults, and smaller households. New construction trends further highlight the absence of small-lot and sub-1,400-square-foot homes, products that are disappearing from the regional pipeline.
- **Limited amenities with a regional draw:** While Mount Pleasant possesses valuable civic and natural infrastructure, it lacks the programmatic intensity and experiential retail that generate regional foot traffic and support a regional draw. The city’s experiential and service economy, including retail, restaurants, and entertainment, remains underdeveloped, constraining its appeal to higher-income households

seeking lifestyle-centered locational choices. Additionally, visibility challenges (position south of the interstate) restrict spontaneous inflow from pass-through traffic, which could otherwise stimulate economic investment.



SWOC Analysis

Opportunities

- **Induced demand from economic development:** If Mount Pleasant executes its economic development strategy, new employment will stimulate household formation and create natural demand for diverse housing types, especially rentals for early-career workers and transitional ownership products.
- **Missing middle housing:** Mount Pleasant can proactively address supply constraints by facilitating zoning for duplexes, townhomes, small-lot detached homes, and Accessory Dwelling Units (ADUs). These “missing middle” formats meet the preferences of some aging Boomers and younger Gen Z households while being more viable to produce under current cost structures than traditional large-lot detached homes.
- **Targeted reinvestment in aging neighborhoods:** Areas like NU4 and NU5 could be candidates for home rehabilitation funding, energy efficiency retrofits, or public-private investment partnerships. Reintegrating dilapidated units into the active housing stock would expand the supply without necessitating new construction.
- **Neighborhood-based housing preservation:** NU3 and NU1 serve as anchors of neighborhood health and can be stabilized through policies supporting reinvestment and gradual densification. These areas already have relatively high ownership, manageable cost burdens, and latent value, all conditions favorable for preservation-based housing strategies.
- **Talent attraction and regional draw:** Mount Pleasant stands to benefit from positioning itself as a residential destination for the regional labor force. Presently, the city exports approximately 48.8% of employed Mount Pleasant residents to job locations outside the city limits each day, but it also has the infrastructure to import more talent if it can increase housing choices and expand offerings. Currently, 74.7% of jobs in Mount Pleasant are held by non-residents. 27.4% of Mount Pleasant jobs are

held by employees traveling greater than 50 miles each day for work and 56.9% travel from beyond 10 miles each day to Mount Pleasant. By aligning residential development with job centers and actively marketing quality of life amenities, the city can work to attract new residents who are otherwise commuting from surrounding jurisdictions. This would drive household formation, increase property tax base, and improve the financial viability of new housing development.



SWOC Analysis

Constraints

- **Mismatch between construction costs and demand segments:** More than 60% of owner-occupied demand is under \$250,000, and 62% of rental demand is under \$1,000 per month. However, construction costs, interest rates (currently 6.8% for 30-year fixed mortgages), and land pricing make production at these levels economically infeasible. This creates a structural supply gap that is hard to be closed through market forces alone without outside intervention.
- **Housing uncertainty and market inertia:** Mount Pleasant's housing market is currently experiencing significant uncertainty, primarily due to the instability of moving costs. The volatility in interest rates, construction expenses, and property values has made it challenging for residents to predict the financial implications of relocating. This unpredictability discourages homeowners from "moving up" to more suitable housing options, resulting in stagnation in the housing market. This inertia results in a bottleneck effect: entry-level homes, which would typically become available as residents upgrade, remain occupied. Consequently, new or lower-income households find it difficult to enter the housing market, exacerbating issues of affordability and accessibility. The lack of movement within the housing ladder not only limits opportunities for prospective buyers but also hampers the overall dynamism and health of the housing ecosystem.
- **Income constraints and barriers to housing revitalization:** A further constraint on the Mount Pleasant housing ecosystem arises from the intersection of stagnant or modest household incomes and an aging housing stock. As a significant share of the city's homes were constructed before 1980, many now require substantial investment for modernization, energy efficiency, and basic habitability. However, the capacity for widespread rehabilitation is fundamentally limited by the

city's income profile: with approximately 40% of households earning less than \$50,000 annually, discretionary resources for major repairs or upgrades remain scarce. When core housing costs, mortgage or rent, utilities, and insurance, consume a disproportionate share of household income, little remains for necessary maintenance or improvements. This economic reality acts as a brake on neighborhood revitalization, as both homeowners and landlords may defer critical repairs, leading to gradual physical decline and, ultimately, disinvestment.



Housing Activity

Housing Permits

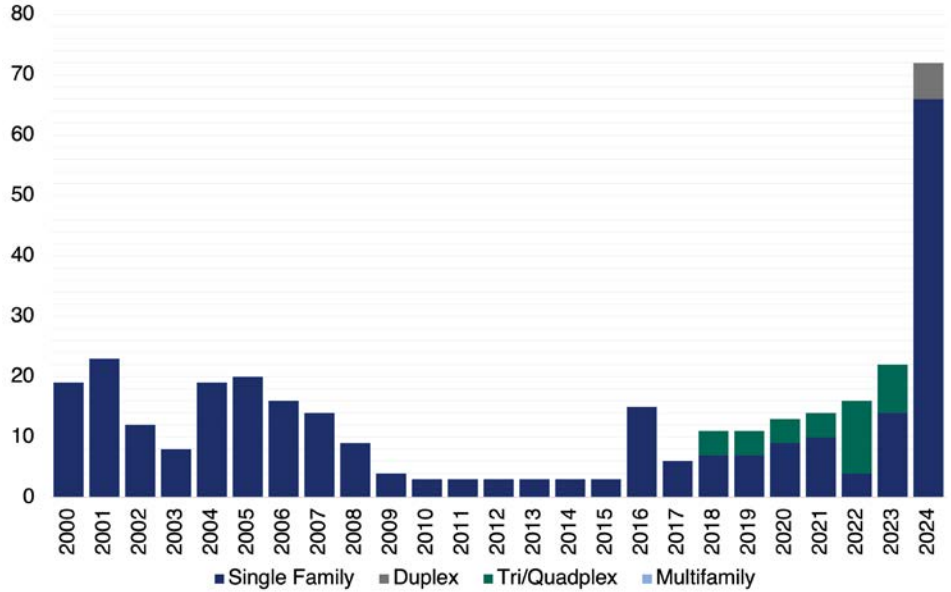
From 2000 through 2024, Mount Pleasant has experienced modest but gradually increasing levels of residential construction activity, reflecting both cyclical market forces and local regulatory context. Over this 25-year period, the city added a total of 456 new housing units, with single family homes accounting for 438 units, or 96.1% of all new production. This pattern illustrates a clear market and policy bias toward traditional, detached homeownership, a hallmark of the city’s development paradigm since the late 20th century.

Despite this continuity, overall construction volumes have remained well below the peak development cycles of the 1980s, when rapid growth and suburban expansion defined the local housing landscape. Instead, the years since 2000 have been characterized by incremental growth, with an average of approximately 12 single family permits issued annually between 2000 and 2023. This restrained pace signals a cautious housing market, shaped by both demand-side constraints (slower population growth, income stratification) and supply-side challenges (construction costs, and regulatory factors).

A marked shift occurred in 2024, as the city recorded a substantial increase in permit activity: 66 single family units were permitted, a total more than triple the recent annual average and the highest since the 1980s. This surge in construction could be attributed to several converging factors: the unwinding of pent-up demand after years of underbuilding, renewed builder confidence as economic signals stabilized, and/or targeted policy changes that expanded development capacity or streamlined approvals. Importantly, the 2024 data suggest not just quantitative change, but also the early signs of qualitative diversification in the housing stock.

Taken together, these trends suggest that while Mount Pleasant’s housing market remains rooted in traditional patterns, the local production system is demonstrating new responsiveness to shifting demographics, market demand, and policy signals. The modest emergence of medium-density units offers a window of opportunity future development to align new development with the city’s evolving economic and social fabric.

Mount Pleasant Building Permits - Total Units by Year



Housing Activity

Home Sales

Mount Pleasant's home sales market from 2019 to 2024 reflects a nuanced interplay between rising asset values, cost-per-square-foot growth, and changing consumer behavior. Over this six-year period, a total of 576 homes were sold, with annual sales volumes peaking at 135 units in 2021 before declining by 38.5% to just 83 units in 2024. This contraction parallels national housing trends, where elevated mortgage rates and supply-side constraints have cooled transactional velocity.

Price data demonstrate both appreciation and market correction. The median list price rose from \$185,000 in 2019 to \$299,900 in 2024, a 62.2% increase. Closing prices followed a similar trajectory, growing 69.5% over the same period, from \$174,000 to \$295,000. However, the market has cooled modestly since its 2022 peak of \$320,000, with a 7.8% price decline through 2024. This is indicative of buyer pushback in the face of affordability barriers and interest rate escalation.

Price per square foot rose even more sharply, from \$79 in 2019 to \$161 in 2024, more than doubling in five years. This metric isolates asset inflation

irrespective of home size, offering a clearer indicator of rising land and construction costs. While the nominal median home size decreased slightly, from 2,072 square feet in 2019 to 1,950 square feet in 2024, this downsizing has not translated into more attainable price points. Instead, smaller homes are commanding higher per-foot values, demonstrating a tightening of attainable supply even within smaller product categories.

The median year built for sold homes has remained relatively constant, hovering in the early 1990s. This confirms that the majority of traded homes are not new construction but are legacy stock, reinforcing the conclusion that new development is playing a minor role in shaping inventory turnover. The city's housing supply remains dependent on reinvestment in existing homes rather than expansion through new product delivery.

Together, these indicators point to a maturing housing market marked by structural limitations on affordability and mobility. The growth in per-square-foot pricing combined with declining sales volumes suggests that price ceilings are increasingly dictated not just by household income, but also by the cost of capital and increasing uncertainty.

Year	2019	2020	2021	2022	2023	2024
Total Homes Sold	49	108	135	113	88	83
Median List Price	\$185,000	\$222,500	\$289,000	\$329,900	\$297,450	\$299,900
Median Close Price	\$174,000	\$219,950	\$275,000	\$320,000	\$291,250	\$295,000
Median Price Per Square Foot	\$79	\$107	\$127	\$159	\$154	\$161
Median Home Size (sf)	2,072	2,109	2,144	2,044	2,055	1,950
Median Lot Size (acres)	0.52	0.70	0.72	0.62	0.54	0.57
Median Year Built	1985	1990	1993	1996	1993	1994

Source: NTREIS

Housing Activity

Home Values

The housing stock in Mount Pleasant spans a wide range of values and rent levels, but remains heavily concentrated at the lower to middle tiers of the pricing spectrum. This segmentation reflects the community's income distribution and has direct implications for the types of housing products that can be viably developed, preserved, or repurposed to meet local demand.

The citywide share of homes under \$150,000 stands at 52.8%, demonstrating that a majority of existing units align with workforce income thresholds. However, the median home value in Mount Pleasant is \$144,314, and values vary substantially between neighborhoods, from \$246,329 in NU1 to just \$96,578 in NU5. This disparity illustrates a bifurcated market, where reinvestment capacity and housing conditions are uneven, with concentrated areas of physical depreciation and potential disinvestment in lower-value zones.

Average home values further confirm these discrepancies, ranging from \$283,610 in NU1 to \$140,111 in NU5. NU3, with a median value of \$197,500, represents a transitional zone, where market-rate homeownership may still be viable for middle-income earners but is increasingly strained by construction costs.

On the rental side, the contract rent distribution shows significant clustering at the sub-\$1,000 level. Citywide, 63.8% of rental units are priced below this benchmark, with NU4 and NU5 reporting the highest shares (83.6% and 77.3%, respectively). The median contract rent citywide is \$665, with an average of \$659, indicating a narrow band of rental pricing. NU3, with a median rent of \$840, appears to offer the highest-priced rental stock, likely reflecting newer or better-maintained multifamily properties.

High rates of severe renter cost burden, defined as households spending more than 50% of income on rent, are evident in neighborhoods like NU1 (33.2%) and NU2 (20.7%). This misalignment suggests a fragile rental market where even modest rent increases could displace a substantial portion of residents. Owner cost burden is less prevalent citywide (4.5%), but spikes in NU1 (11.2%) indicate emerging strain among mortgage-holding households in higher-value neighborhoods.

Neighborhoods such as NU4 and NU5, with median home values below \$130,000 and contract rents below \$700, theoretically offer the city's most "attainable" housing. However, such low pricing may also reflect aging structures, diminished neighborhood health, and deferred maintenance risk. Reinforcing housing quality in these submarkets, through weatherization, code enforcement, or public-private reinvestment programs, will be critical to maintaining functional and dignified housing options at the lower end of the market.

Together, these figures underscore the imperative for Mount Pleasant to diversify its housing types across both tenure and price. While many households currently find housing within financial reach, the trajectory of home value and rent inflation threatens this equilibrium. Without proactive measures to preserve low-cost units and create a pipeline of middle-market housing, Mount Pleasant risks reinforcing a housing stratification that constrains mobility, suppresses neighborhood reinvestment, and deters new resident attraction.

Housing Activity

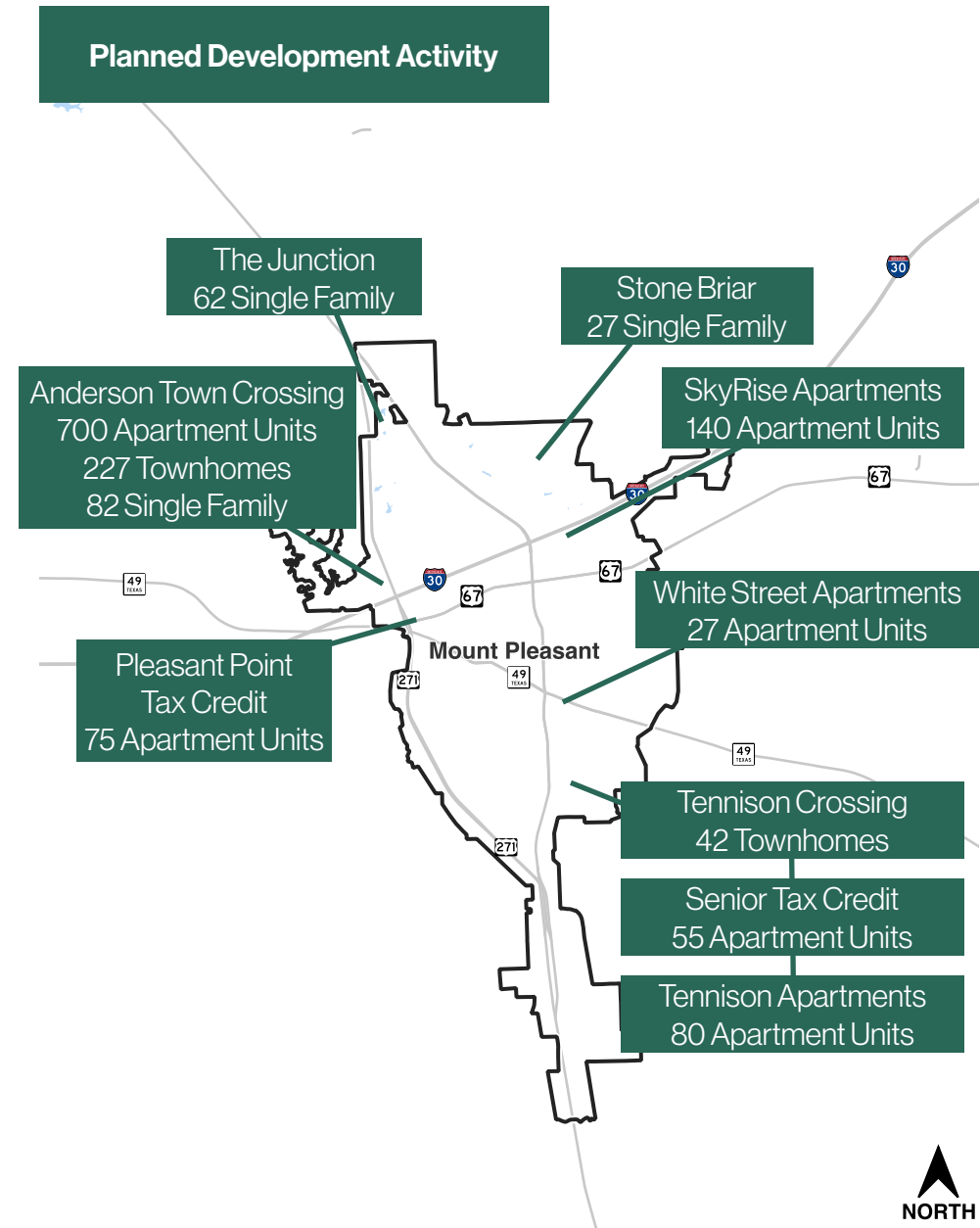
Planned Development Activity

Mount Pleasant stands at a transformative moment in its residential development trajectory, with a pipeline of projects that signal not only quantitative expansion but a meaningful diversification of housing options. The array of planned developments represents the most significant period of proposed new construction in decades, spanning a range of tenures, formats, and target populations.

While the delivery and timing of these projects will necessarily vary, some remain in preliminary planning, others await final approvals or financing, the scale of investment and breadth of product types reflect a market that is evolving to meet changing local and regional demand.

In addition to these developments, there are rumblings of further activity, with early indications of units potentially coming to the Downtown core, as well as the prospect of new single family subdivisions on the city's northern edge. Although these projects have not yet advanced to the formal entitlement or approval stage, their discussion among developers and local officials suggests an increasingly dynamic market environment and growing confidence in Mount Pleasant's future.

Collectively, these planned and potential developments present a pivotal opportunity for Mount Pleasant. The pipeline, if realized, would not only increase housing supply but also enhance the city's ability to retain and attract residents, meet the needs of diverse households, and support a broader economic base. This coming wave of development holds promise for reinforcing Mount Pleasant's position as a regional hub, ensuring that its housing market evolves in parallel with its civic, economic, and demographic aspirations.



Future Housing Demand

Understanding future housing needs in Mount Pleasant requires a clear evaluation of both broader housing market dynamics and local demographic and economic trends. This analysis assesses the structural economics of housing, current affordability pressures, and projected demand based on population change, income growth, and tenure patterns.

Housing Economics

In recent years, housing markets have become increasingly complex due to the interplay of elasticity, cost of capital, demand fluctuations, and supply constraints. This analysis delves into the economic principles underlying these dynamics, focusing on their implications for housing markets.

Elasticity in Housing Markets

Elasticity in economics refers to the degree of responsiveness of one variable to changes in another. In the context of housing markets, elasticity typically measures how sensitive demand or supply is to changes in price or income. Price elasticity of demand indicates how much the quantity of housing demanded changes in response to price fluctuations, while income elasticity of demand measures how changes in household income affect housing demand. Price elasticity of supply reflects how quickly housing supply can respond to changes in market prices.

Elasticity plays a foundational role in housing economics. Because housing is a necessity, the price elasticity of demand tends to be relatively low. Changes in housing prices often lead to minimal shifts in the quantity demanded, particularly in high-demand areas. Conversely, the income elasticity of demand is significant; as household incomes increase, demand for housing, especially higher-quality housing, rises substantially.

On the supply side, the price elasticity of housing supply is typically low due to the time-intensive nature of construction and regulatory constraints. Zoning laws, availability of developable land, and construction labor shortages further inhibit supply responsiveness. Inelastic supply results in amplified price fluctuations when demand surges.

Cost of Capital and Housing Markets

The cost of capital, particularly mortgage interest rates, directly influences housing affordability and demand. When interest rates rise, the cost of borrowing increases, reducing buyers' purchasing power. This shift leads to a contraction in demand, which can stabilize or reduce housing prices in the short term. However, persistent high interest rates suppress market activity and can deter new construction by increasing developers' financing costs. As of April 2025, the Freddie Mac 30-year fixed mortgage rate is approximately



Future Housing Demand

6.8%, reflecting elevated borrowing costs relative to historical norms.

Economically, this creates a feedback loop: decreased housing starts exacerbate supply shortages, leading to higher prices when demand rebounds. Conversely, periods of low interest rates often result in speculative buying and rapid price appreciation, as seen during the early 2020s.

Demand-Side Dynamics

Housing demand is driven by various economic factors, including:

- Population growth: Increased population density in urban areas raises housing demand, often outstripping supply and driving up prices.
- Income growth: Higher incomes increase the ability to pay for housing, shifting demand toward larger or higher-quality properties.
- Demographics: Generational preferences significantly shape housing demand. For instance, Millennials entering prime home-buying years have driven demand for attainable starter homes, while Baby Boomers prioritize downsizing and proximity to amenities.

Behavioral economics also influences demand, such as expectations of future price increases, which can lead to speculative buying and contribute to market overheating.

Supply-Side Constraints

Several economic and structural factors inherently constrain housing supply:

- Construction costs: Rising costs for materials, labor, and land directly increase the price of new housing units. Supply chain disruptions further exacerbate these issues.
- Regulatory barriers: Zoning restrictions and lengthy permitting processes limit the speed and scale of new developments, reducing supply elasticity.
- Geographical Limitations: Natural and built environment constraints, such

as proximity to water or established infrastructure, restrict developable land in high-demand areas.

These constraints create a lag between demand increases and supply responses, resulting in significant price volatility.

Market Equilibrium and Price Dynamics

In housing markets, equilibrium is rarely achieved due to the slow responsiveness of supply and the cyclical nature of demand. Economic shocks, such as a sudden rise in interest rates or a financial crisis, can disrupt equilibrium, leading to prolonged misalignment between supply and demand.

Price dynamics in housing are heavily influenced by speculative behavior and external shocks. The Great Recession serves as a pivotal example, where loose lending practices and speculative investments led to a housing bubble that ultimately collapsed, causing widespread foreclosures and a global recession. Similarly, the COVID-19 pandemic triggered unique disruptions, initially reducing demand during lockdowns but fueling a surge in homebuying due to historically low interest rates and changing preferences for remote-friendly living spaces. Both events highlight how external shocks can dramatically reshape housing market trends, with long-lasting implications.

Current Housing Market

The current housing market reflects past crises' accumulated impacts and ongoing economic dynamics. The Great Recession left a legacy of stricter lending practices and hesitancy in speculative investment, stabilizing some market aspects and limiting access for marginal buyers. The COVID-19 pandemic introduced new complexities: initial lockdowns suppressed demand, while subsequent low interest rates and shifts toward remote work drove homebuying activity and suburbanization.

Future Housing Demand

Today, housing markets across the nation face heightened affordability challenges. Mortgage rates have climbed from recent historic lows, significantly increasing the cost of capital and reducing purchasing power. For example, a rise in rates from 3% to 7% nearly doubles monthly payments on comparable loans, putting pressure on first-time homebuyers by significantly reducing their purchasing power and overall market liquidity. Meanwhile, construction costs and labor shortages persist, limiting the supply of new housing units and exacerbating the gap between supply and demand.

Geographical disparities also define the current housing landscape. High-growth regions like the Sun Belt continue to experience significant price appreciation, while more stagnant markets grapple with affordability crises driven by constrained supply. Urban centers, once strained by housing shortages, now contend with shifting preferences for suburban living, reshaping demand patterns.

Speculation and investor activity remain factors. Institutional buyers and short-term rental platforms have increased competition in certain markets, increasing prices and limiting inventory for traditional buyers. Coupled with wage growth that has not kept pace with housing inflation, these trends underline the fragility of housing affordability nationwide.

This intricate interplay of cost of capital, demand-side pressures, and supply constraints defines our current situation and highlights the challenges facing a market that remains deeply affected by both historical legacies and evolving economic forces.

Housing Affordability and Cost Burden Analysis

Housing affordability in Mount Pleasant is not merely a function of absolute home prices or rents, but rather a reflection of the relationship between housing costs and household incomes. In economic planning terms, households that pay more than 30% of their income on housing are considered cost-burdened, while those exceeding 50% are classified as severely cost-burdened. Understanding where and how this burden manifests across different Neighborhood Units (NUs) provides essential insight into the structural health and vulnerabilities of the city's housing market.

In NU1, the median home value is \$246,329, and the median household income is \$73,257, the highest among all NUs. Despite these elevated income levels, NU1 exhibits significant cost burden, with 11.2% of owner households with mortgages paying more than 50% of their income toward mortgages and other housing costs. This suggests that even in higher-value neighborhoods, financial overextension among homeowners is non-trivial. More critically, 33.2% of renter households in NU1 are severely cost-burdened, more than double the citywide average of 15.6%. This elevated rental stress indicates a mismatch between available rental pricing and local income structures, pointing to a systemic affordability gap.

NU2 presents a more moderate economic profile, with a median home value of \$123,314 and a median household income of \$54,885. Mortgage cost burdens are minimal in this neighborhood, with only 1.7% of households with mortgages spending more than half of their income on housing, suggesting that ownership remains attainable for many. However, rental stress remains pronounced, with 20.7% of renters severely burdened, highlighting potential weaknesses in the lower-income rental sector that could worsen if left unaddressed.

Future Housing Demand

NU3, with a median home value of \$197,500 and a median household income of \$60,002, appears comparatively balanced. Households with a mortgage cost burden stands at 4.4%, while only 6.9% of renters are severely cost-burdened, the lowest such rate across the city. This combination indicates a relatively stable tenure environment, where housing supply is better aligned with local income levels. NU3's healthier cost burden profile positions it as a stabilizing force within Mount Pleasant's housing ecosystem, particularly for renter households.

NU4 exhibits a different dynamic. The median home value is \$129,118, and the median household income is \$42,441, marking it as one of the lower-income areas in Mount Pleasant. Both mortgage and rental cost burdens are notably low, with only 0.7% of households with a mortgage and 5.6% of renters exceeding the 50% income threshold. While this might initially suggest affordability, the low housing costs likely reflect latent structural concerns, such as property disinvestment, suppressed demand, or housing quality issues that could impact long-term neighborhood stability if unaddressed.

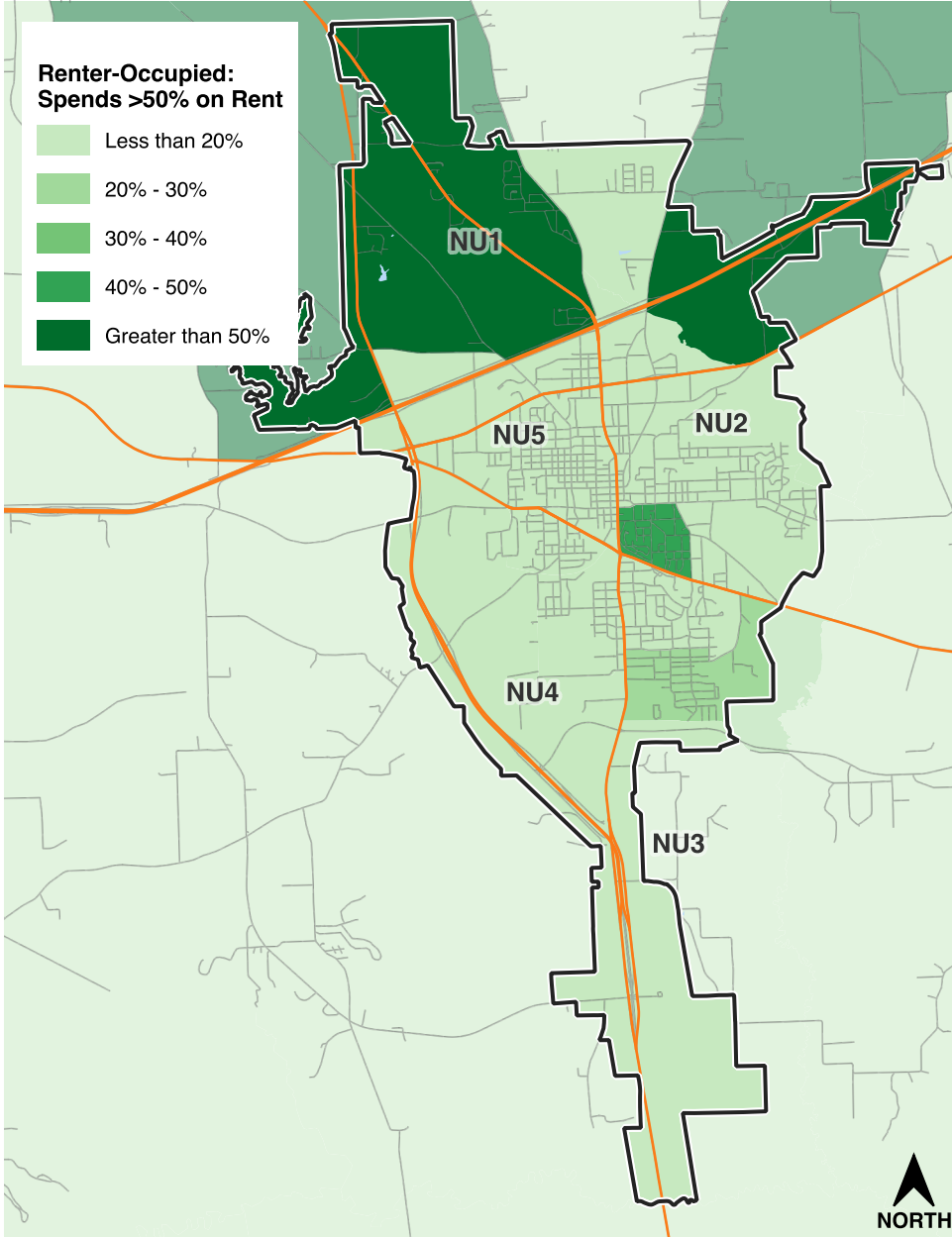
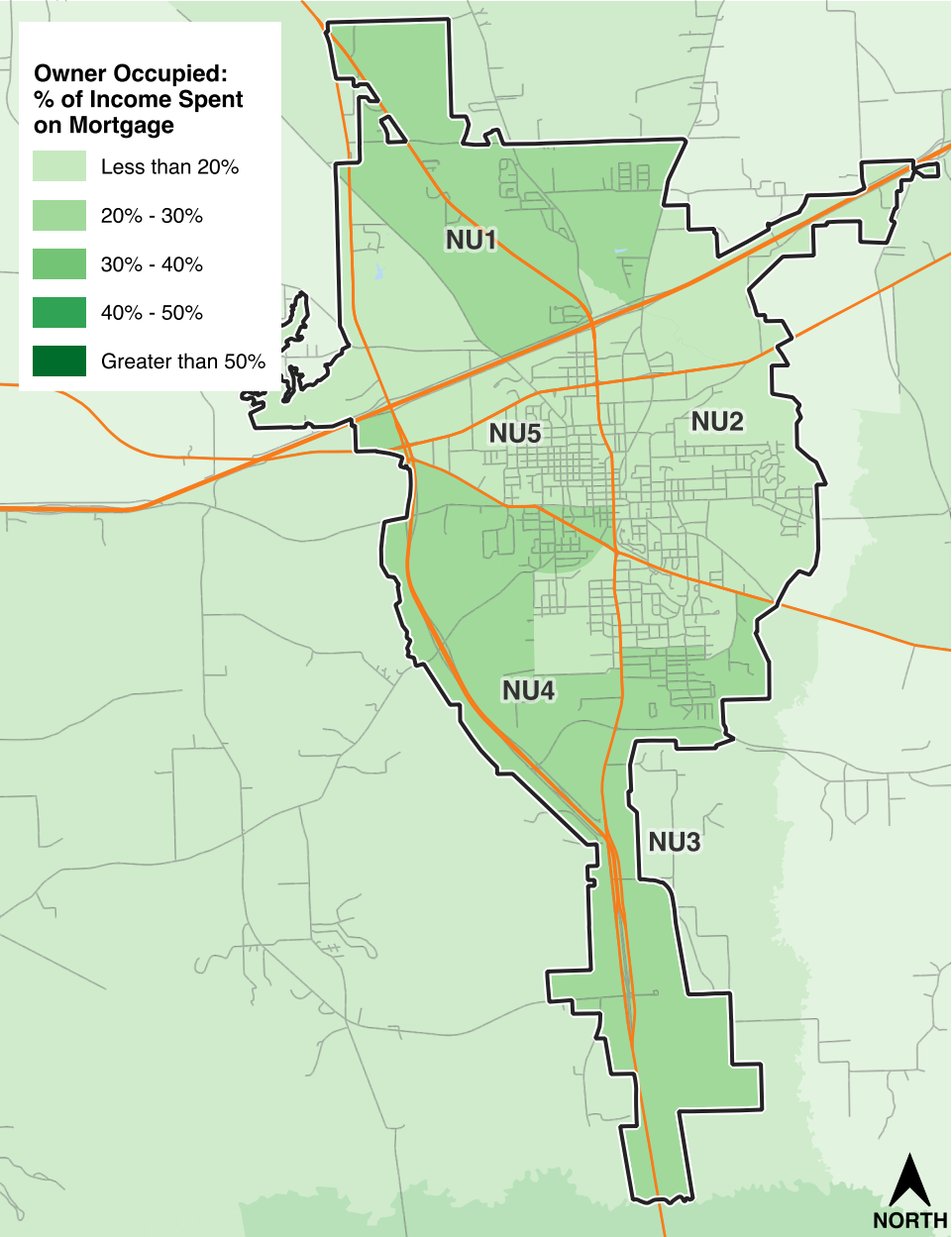
NU5, representing the most economically constrained area, has a median home value of \$96,578 and a median household income of \$48,988. Mortgage cost burden is modest, affecting only 1.1% of households with a mortgage. However, rental stress, while lower than in NU1 or NU2, still affects 12.3% of renters. NU5's low housing values may suggest accessibility, but without reinvestment and strategic upgrading, there is risk of persistent underperformance in both the ownership and rental sectors.

At the citywide level, Mount Pleasant demonstrates a moderate cost burden rate of 4.5%, indicating that most households with a mortgage are not overextended relative to their incomes. However, the city's renter cost burden rate stands at 15.6%, a figure that exceeds national healthy benchmarks and signals underlying stress in the rental market.

Cost Burden Analysis	NU1	NU2	NU3	NU4	NU5	Mt Pleasant
Median Home Value	\$246,329	\$123,314	\$197,500	\$129,118	\$96,578	\$144,314
Average Home Value	\$283,610	\$189,409	\$264,130	\$168,404	\$140,111	\$215,199
Median Contract Rent	\$680	\$617	\$840	\$657	\$640	\$665
Average Contract Rent	\$713	\$604	\$842	\$598	\$659	\$659
Median Household Income	\$73,257	\$54,885	\$60,002	\$42,441	\$48,988	\$55,060
HHs with Mortgage + Housing Costs 50%+ of income	11.2%	1.7%	4.4%	0.7%	1.1%	4.5%
HHs with Rent 50%+ of Income	33.2%	20.7%	6.9%	5.6%	12.3%	15.6%

Source: Esri

Future Housing Demand



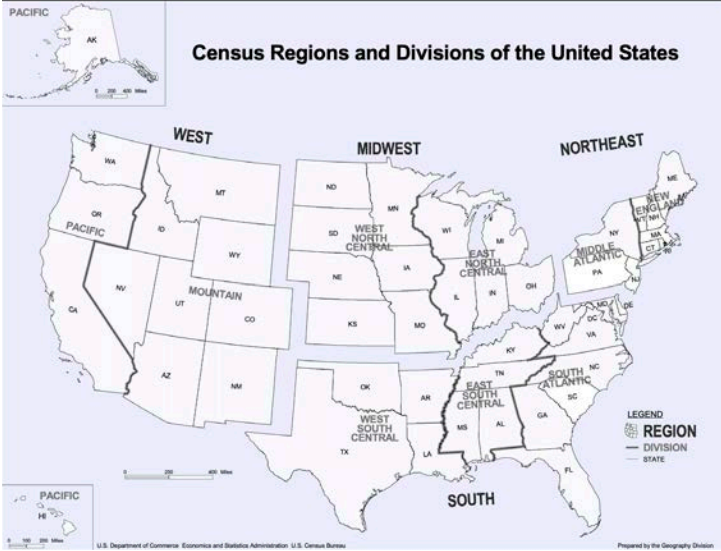
Future Housing Demand

Current Housing Trends and Market Evolution

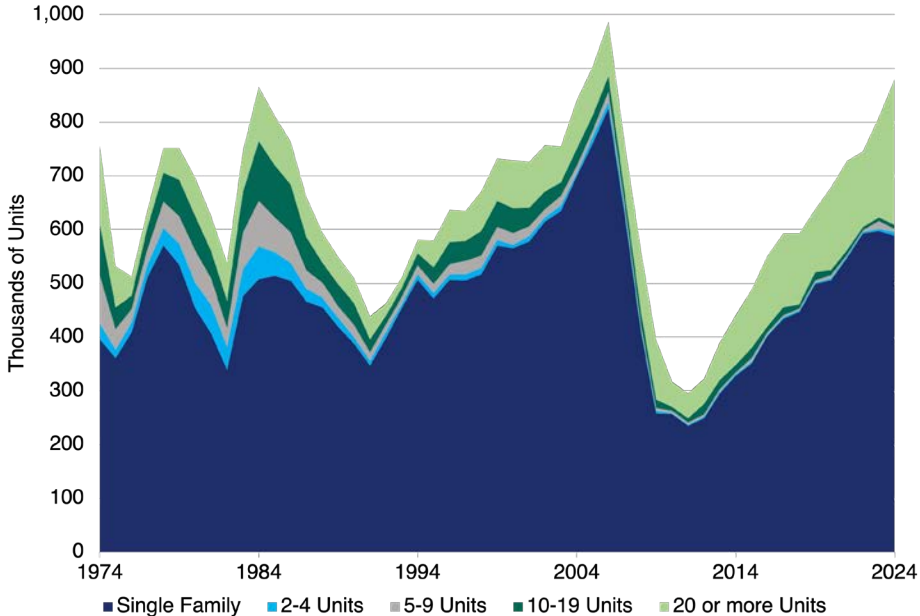
Understanding contemporary trends in housing construction, size, and spatial configuration is critical to assessing the viability of Mount Pleasant’s current and future residential landscape. This section synthesizes national and regional data to contextualize the city’s existing conditions within broader housing market dynamics. Particular attention is given to how structural product types, lot size evolution, and construction activity in the South region frame the environment in which Mount Pleasant must plan and respond.

Construction Trends in the South Region

The US Census Bureau defines the South region as comprising sixteen states: Delaware, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia, Alabama, Kentucky, Mississippi, Tennessee, Arkansas, Louisiana, Oklahoma, and Texas. Mount Pleasant is situated within the West South Central Division in the South Region, where construction trends reveal a persistent demand for single family and multifamily housing.



South Region Housing Typology



Recent construction data reflect a bifurcation of the market. Single family detached starts remain the largest segment by unit count, underscoring a continued preference for homeownership in lower-density settings. However, multifamily construction, particularly in buildings with five or more units, has increased as rental demand intensifies, mainly in response to rising interest rates, demographic shifts, cost-of-living pressures, and changing preferences in how people consume housing.

Future Housing Demand

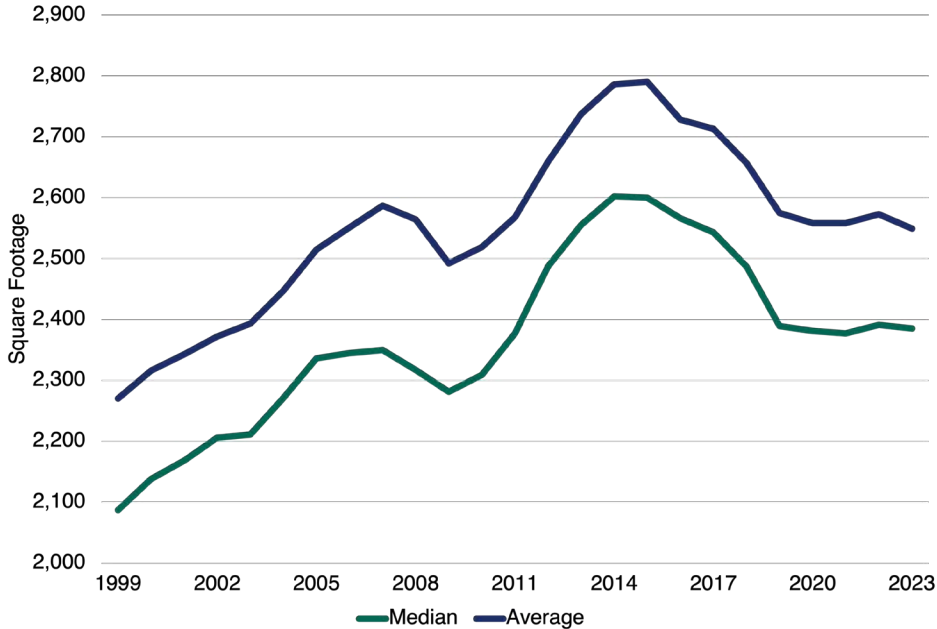
Trends in Home Sizes

The distribution of new homes by size has evolved significantly from 1999 to 2023. Early in the dataset, the most common home sizes fell between 1,800 and 2,399 square feet, accounting for 31.0% of new construction in 1999. This range has consistently remained the most popular, with 34.0% of homes in this category in 2023, illustrating a preference for mid-sized homes that balance affordability and functional space.

However, smaller homes (under 1,400 square feet) have consistently declined, dropping from 13.0% in 1999 to just 3.0% in 2023. This trend reflects increasing consumer demand for larger living spaces, potentially influenced by changing household dynamics and remote work arrangements. This is also significantly affected by zoning regulations and planning policies that dictate minimum lot sizes and home sizes, as well as increasing construction costs.

Larger homes, especially those in the 3,000 to 3,999 square foot range, have grown in popularity, rising from 12.0% in 1999 to 16.0% in 2023. Homes exceeding 4,000 square feet, however, represent a smaller segment of the market, peaking at 10.0% in 2015 and tapering to 5.0% by 2023. This suggests that while large homes retain niche appeal, affordability pressures may limit their broader adoption.

Home Sizes Sold in US

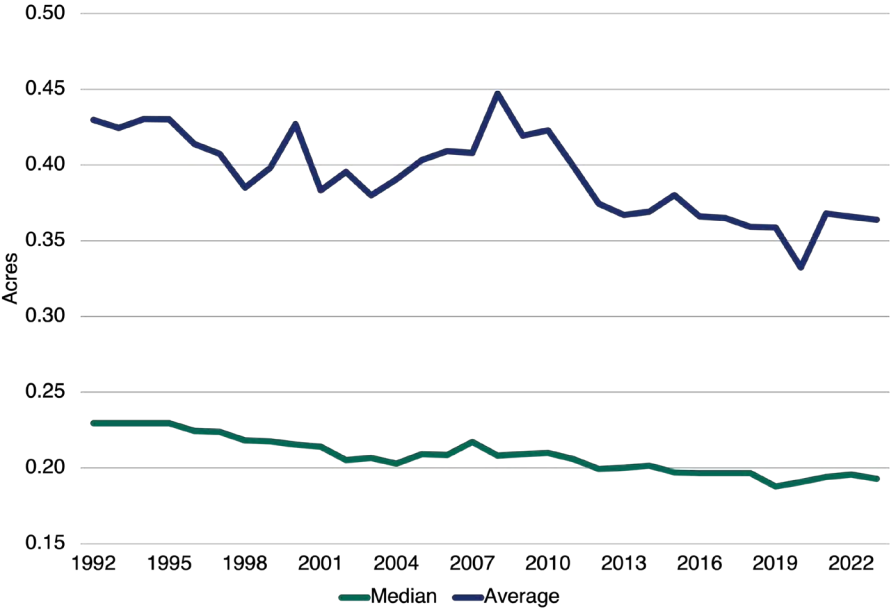


Future Housing Demand

Trends in Lot Sizes

From 1976 to 2023, lot size trends reflect a clear shift toward smaller parcels. The proportion of homes built on lots under 0.16 acres (7,000 sf lot) has increased dramatically, from 18.0% in 1976 to 46.0% in 2023. This shift underscores increasing land scarcity and rising costs, particularly in urban and suburban markets, and a growing emphasis on compact or more efficient development patterns. Conversely, the share of homes built on lots larger than 0.5 acres has dwindled, decreasing from 12.0% in 1976 to just 8.0% in 2023. This trend aligns with rising land costs and the push for higher-density development to accommodate growing populations. Mid-sized lots (0.16 to 0.25 acres) have also declined modestly over the years, indicating a gradual redefinition of “traditional” suburban development as developers and policymakers prioritize land efficiency.

Lot Sizes of Homes Sold in US



Implications for Development

These data trends reflect broader economic and demographic shifts influencing residential construction. The growing preference for mid-sized homes on smaller lots indicates a balancing act between space needs and cost considerations. Additionally, the shrinking availability of large lots and smaller homes signals market constraints driven by land costs, regulatory pressures, and evolving consumer preferences.

Urban and suburban planners should consider these patterns when crafting policies and strategies. Policies encouraging higher-density housing and mixed-use developments could address the growing demand for efficient land use, resulting in more attainable housing. At the same time, maintaining a diverse housing stock, including attainable smaller homes, will be essential to meet the needs of various demographic groups, including first-time buyers and aging populations seeking downsized living options.

Future Housing Demand

Housing Demand

Housing demand is a function of structural demographic growth, income expansion, and tenure preference, each contributing to the aggregate number and type of units needed within a specific geography. Demand estimates are calculated by applying regional absorption and capture rates to a combination of forward-looking population projections, income distributions, and housing consumption patterns. These forecasts are further refined through tenure segmentation, capturing preferences for ownership versus rentership, and assumptions about household lifecycle movement, household formation rates, and existing housing conditions.

In Mount Pleasant, where population growth has plateaued but income levels are rising, demand is shaped less by sheer growth than by structural transformation. Rising incomes and shifting tenure preferences (particularly among younger and older cohorts) are producing latent demand for product types not currently available at scale. Demand, therefore, reflects not only net new households but also movement in the market, including renters seeking ownership, owners seeking downsized living, and younger households unable to enter the market due to supply-side constraints.

Additionally, annual demand from projected employer growth was calculated to account for the housing impact of job growth in Mount Pleasant. This estimate is based on a scenario in which the local economy generates approximately 160 net new employees per year, aligned with projected outcomes from targeted economic development initiatives. Using established regional planning benchmarks, which indicate that every 100 new jobs typically generate demand for 30 to 35 housing units, this employment growth translates to a total annual demand of approximately 30 new housing units. Of these, 8 units are expected to be owner-occupied, likely to serve

moderate- and middle-income workers relocating for long-term employment, and 22 units are expected to be renter-occupied, primarily serving younger, early-career, or lower-wage workers who are more likely to rent upon initial in-migration. This estimate reflects the structural relationship between job creation and housing need, reinforcing the necessity of integrating housing planning with Mount Pleasant's economic development strategy to ensure that new employment opportunities do not outpace local housing supply.

Future Housing Demand

Owner-Occupied Demand

It is estimated that there is a total demand of approximately 122 owner-occupied units annually that Mount Pleasant could reasonably capture without risking oversupply. These units span a range of price points, but the demand curve is steeply weighted toward affordability: 76 units (66.7%) are priced below \$250,000, reflecting both the broader income distribution, where roughly 40% of households earn less than \$50,000 annually, and constrained mortgage qualification thresholds. Notably, the model also identifies 23 units in alternative ownership formats (townhomes, condominiums, and small-lot detached housing), which serve households seeking tenure stability at a lower capital entry point. These product types are financially efficient to construct and operate, and more closely aligned with shifting demographic preferences, including those of first-time buyers and older adults looking to downsize.

A significant demographic signal within the demand model is that 58% of projected owner-occupied demand originates from households aged 65 and older. While the demand model accounts for income as the primary affordability constraint, it does not capture accumulated household assets, equity, pensions, and savings, which can dramatically alter purchasing behavior. When asset accumulation is considered, this cohort's actual purchasing power may support higher-priced homes.

Single Family Detached Demand	91
Homes < \$200k	54
Homes \$200k - \$250k	22
Homes \$250k - \$350k	10
Homes \$350k - \$450k	3
Homes \$450k+	2
Alternative Owner-Occupied Demand	23
Annual Demand From New Employers	8
Total Owner-Occupied Demand	122

Source: Catalyst Commercial, US Census Bureau, Esri

Future Housing Demand

Renter-Occupied Demand

It is estimated that there is a total demand of 112 renter-occupied units annually that Mount Pleasant could reasonably capture without oversupplying the market. The rental market is characterized by pronounced price sensitivity: 56 of the 90 units (62.2%) must be attainable under \$1,000 per month to align with the city's wage structure. Notably, 56% of renter demand originates from households aged 65 and older, a segment whose income levels are often modest but whose housing decisions are shaped more by fixed budgets, downsizing preferences, and household configuration. The 20 units of alternative rental demand represent households for whom standard apartment units may be either economically out of reach or mismatched to household configuration. These units include accessory dwelling units (ADUs), duplexes, small-scale multifamily properties, and single family build-to-rent. These typologies allow for spatial dispersion of rental opportunities and lower-impact integration into the existing neighborhood fabric.

Multifamily Demand	70
Rental Rate <\$1,000	56
Rental Rate \$1,000 - \$1,500	6
Rental Rate \$1,500 - \$2,000	5
Rental Rate \$2,000+	3
Alternative Renter-Occupied Demand	20
Annual Demand From New Employers	22
Total Renter-Occupied Demand	112

Source: Catalyst Commercial, US Census Bureau, Esri

Recommendations

Recommendations

The following recommendations are designed to address Mount Pleasant's housing challenges and opportunities, focusing on strategies that promote stability of existing neighborhoods and growth of new neighborhoods and areas. These recommendations are not listed in order of priority but are instead grouped by overarching objectives and goals to align with the city's long-term vision. By targeting key areas such as market stabilization, economic development, and housing quality, these strategies aim to create a balanced and sustainable housing ecosystem that meets the needs of all residents while fostering economic resilience and community development.

Goal 1. Build upon Mount Pleasant's high quality of life

Mount Pleasant's parks, schools, lakes, and civic assets create a functional base that enhances long-term residential value and reduces turnover. These public investments shape resident behavior, attract returners, and support generational stability.

Strategy 1.1. Improve connectivity and visibility of civic and natural assets

Action 1.1.1: Develop a citywide wayfinding and placemaking plan to link Downtown, lakes, parks, schools, and the public library with coordinated signage and pedestrian-scale elements.

Action 1.1.2: Expand multi-modal access, sidewalks, bike infrastructure, and trails between residential areas and community destinations. Prioritize routes from infill zones to Downtown and parks. Consider requiring pedestrian and/or street connections between new neighborhoods and existing neighborhoods. Encourage these connections between these new neighborhoods and commercial areas when appropriate.

Action 1.1.3: Continue using events to program underutilized public spaces, particularly in Downtown. Pair placemaking with event-driven reintroduction of civic and natural amenities. Partner with local employers and institutions and use social media to distribute information to employees, students, and residents.

Strategy 1.2. Align neighborhood form with civic amenities

Action 1.2.1: Include public realm quality in the City's neighborhood health assessments, measuring sidewalk coverage, tree canopy, lighting, and visual coherence alongside housing data.

Action 1.2.2: Codify neighborhood design principles through zoning overlays in and around Downtown, ensuring walkability, access, and scale-sensitive infill.

Goal 2. Improve workability and housing alignment

Workability is the alignment between wages, housing costs, and local labor needs. When households can live near jobs and retain disposable income, the economy becomes self-reinforcing.

Strategy 2.1. Align housing production with employer needs

Action 2.1.1: Conduct a workforce housing survey of major employers to identify unmet housing demand by wage band, tenure preference, and geographic friction. This data-driven approach ensures that housing strategies align with labor market demands, helping to attract and retain talent in key sectors like healthcare and manufacturing.

Recommendations

Action 2.1.2: Establish a housing committee that convenes employers, developers, and city staff to discuss and advise on land use decisions with labor market realities.

Action 2.1.3: Prioritize housing production near job centers and consider incentives that reduce the basis for infrastructure. Create public-private partnerships with major employers to promote development of workforce housing. Employers can contribute land, capital, or financing incentives, while the city provides zoning flexibility and infrastructure support. This reduces housing costs for employees, stabilizes the workforce, and strengthens local businesses.

Goal 3. Improve facilitation of attainable housing

Attainability is a market function, when housing meets the needs of households across incomes and life cycles. Without it, household formation slows, labor markets contract, and fiscal strain increases. A well-functioning market must enable movement, not block it.

Strategy 3.1. Increase attainable housing through form and location

Action 3.1.1: Explore the use of ADUs, duplexes, triplexes, and townhomes in designated neighborhoods and corridors, particularly close to the Downtown core. ADUs, such as garage apartments or backyard cottages, provide flexible living arrangements for aging parents, young adults, or renters. They help homeowners generate supplemental income, promote intergenerational living, and add rental housing without large-scale new developments, thus increasing housing supply while maintaining neighborhood aesthetics.

Action 3.1.2: Establish a Downtown infill program targeting vacant and redevelopment lots. Identify these underutilized parcels suitable for

development and offer pre-approved building plans to reduce approval timelines and ensure that redevelopment aligns with neighborhood character. Infill development optimizes existing infrastructure, reduces infrastructure development costs, and revitalizes vacant lots, making neighborhoods more vibrant.

Goal 4. Increase neighborhood health and durability

A neighborhood that continues to house, support, and retain its population over decades is a long-term fiscal asset. It requires intentional capital investment, housing reinvestment, regulatory stewardship, and neighborhood pride.

Strategy 4.1. Reinforce aging neighborhoods through stabilization and reinvestment

Action 4.1.1: Establish a housing rehabilitation fund for structural and energy-related upgrades in aged housing stock. Consider future fiscal impacts (increased property tax revenue) on current investment in neighborhoods when structuring this program. This helps homeowners, particularly seniors and low-income residents, maintain their properties which reduces blight and stabilizes property values. Consider discussion with the County for temporary property tax relief for income-qualified residents making home repairs to reduce the burden on those homeowners.

Action 4.1.2: Launch a façade improvement program to support exterior renovations like new siding, roofing, and landscaping. Visible improvements foster community pride, attract private investment, and can catalyze broader neighborhood revitalization by encouraging neighbors to invest in their own properties.

Recommendations

Action 4.1.3: Create a proactive housing code enforcement program to ensure the safety and habitability of existing rental units. Provide technical support for property owners to address maintenance issues. By combining enforcement with assistance programs, the city can improve housing conditions without displacing vulnerable residents.

Action 4.1.4: Partner with non-profits to coordinate volunteer-led home repair programs or neighborhood workday events. This initiative can draw on faith-based groups, civic organizations, and service-learning programs to deliver repairs that improve safety, accessibility, and energy efficiency while building community trust and neighborhood pride.

Strategy 4.2. Improve the quality of rental stock

Action 4.2.1: Create a rental inspection program to ensure compliance with life safety codes. This program should be funded by the property owners. The data from this program will also allow the city to identify areas with strong rental concentration and monitor the need for city intervention.

Goal 5. Create a regional draw

Mount Pleasant is more than a local market, it is a regional anchor. With infrastructure, institutions, and geographic reach, the city is positioned to evolve into a higher-order regional center. Growth does not need to be speculative; it can be strategic.

Strategy 5.1. Strengthen Mount Pleasant's role as a regional housing hub

Action 5.1.1: Target and promote mixed-use development with a housing component in areas along Interstate 30 to support regional commuters and provide housing near job centers in and outside of Mount Pleasant.

catalyst

