Kandiyohi County Housing Study

PENNOCK

Community Housing Spotlight



PENNOCK HOUSING SNAPSHOT

What the Kandiyohi County Housing Study Means for Pennock

AT A GLANCE

479 / 455 **Population / Projected Population** 2020 - 2040	**~ 10 Homes** **Estimated Housing Demand** 2025 - 2035	**18** **Lots in Dirks 4th Addition** Enough to satisfy anticipated demand
~ 5 **Ownership Demand** 2025–2035	**~ 5** **Rental Demand** 2025–2035	**4 - 6** **Single-Level Rental Townhomes** Recommended, 2026–2031

A SMALL COMMUNITY WITH OPPORTUNITIES NEAR WILLMAR

Pennock is located on U.S. Highway 12 about five miles west of Willmar and is part of the Willmar School District. Its population was 479 in 2020, down from a peak of 508 in 2010. The 2026 Kandiyohi County Housing Study projects a modest population decline to 455 residents by 2040. Nevertheless, its proximity to Willmar and need for both ownership and rental housing create opportunities for carefully scaled development.

THE HEADLINE FINDING

The study estimates demand for roughly ten additional homes between 2025 and 2035 – about five owned homes and five rental units. Existing lots are expected to meet ownership demand. The principal new construction recommendation is four to six single-level market-rate rental townhomes.

Source: Viewpoint Consulting Group, Inc., 2026 Kandiyohi County Housing Study (July 24, 2026), Pennock community summary, pp. 158–160; Key Findings, p. 10.



PENNOCK'S HOUSING MARKET

Modest Population Change, Available Lots, and Targeted Rental Demand

COMMUNITY PROFILE

34.1 **Median Age** 2020	**129 / 41** **Owner / Renter Households** 2020	**$82,527** **Median Household Income** 2025
157 / 0 **Single-Family Homes / Mobile Homes** 2024	**0** **Multifamily Units** 2024	**9** **New Housing Permits** 2020 - 2025

HOUSING CONDITIONS AND SUPPLY

Pennock added 15 single-family homes during the 2000s, five during the 2010s, and an additional nine from 2020 through 2025. The city's homeownership rate was 76% in 2020. The Kandiyohi County Housing Study projects five fewer households from 2025 to 2040. However, it estimates demand for new housing because of anticipated home replacement needs and because of Pennock's proximity to Willmar, which serves as the regional hub for employment, commerce, education, and services.

PENNOCK'S LOT SUPPLY

The study reports a supply of 18 undeveloped lots remaining in Dirks 4th Addition and therefore recommends the development of no additional subdivision.

PENNOCK POPULATION AND HOUSEHOLD PROJECTIONS

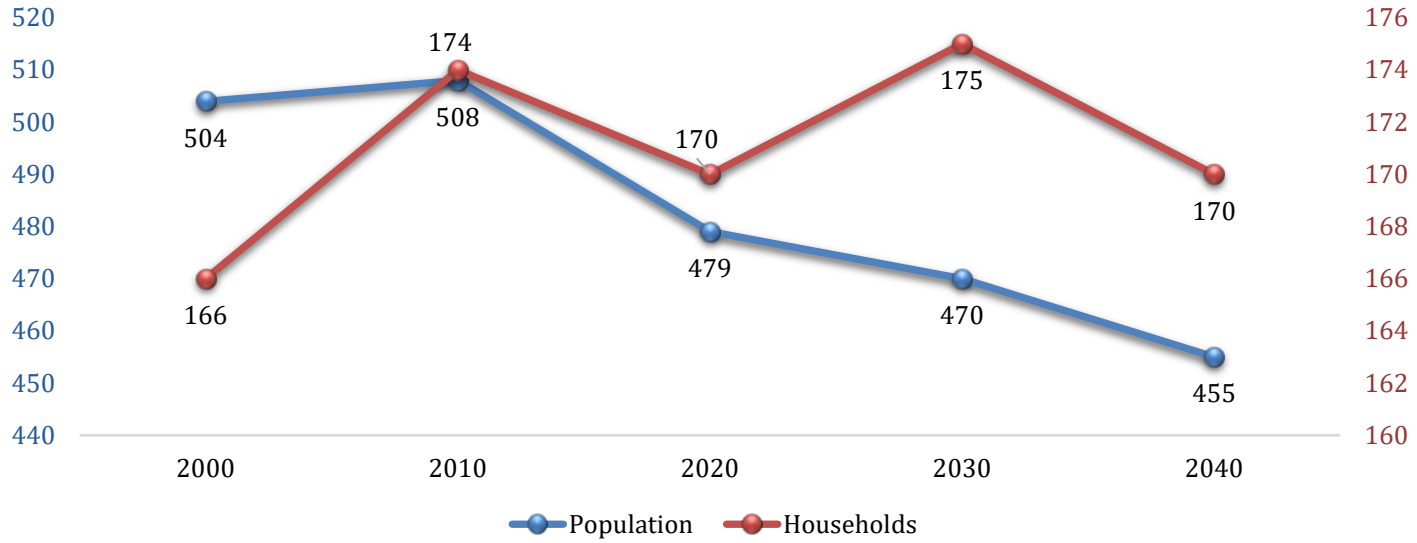


Chart reference: 2000: 504 people / 166 households | 2010: 508 people / 174 households | 2020: 479 people / 170 households | 2030: 470 people / 175 households | 2040: 455 people / 170 households.

Source: Viewpoint Consulting Group, Inc., Kandiyohi County Housing Study (July 24, 2026), Pennock community summary, pp. 158–160.

A PRACTICAL HOUSING PATH

Use Existing Lots and Add Targeted Rental Housing

HOUSING DEMAND THROUGH 2035

~ 10	~ 5	4 – 6
Potential New Homes	**Ownership Demand**	**Rental Townhomes**
Pennock, 2025–2035	2025–2035	Single-level, 2026–2031

TWO HOUSING STEPS: 2026 – 2031

1. USE EXISTING RESIDENTIAL LOTS

The Kandiyohi County Housing study identifies 18 remaining lots in Dirks 4th Addition. The study expects these lots to satisfy demand for approximately five owned homes through 2035. Therefore, it does not recommend the development of a new subdivision during the coming five years.

2. ADD MARKET-RATE RENTAL TOWNHOMES

Develop four to six single-level rental townhomes with attached garages, consisting mostly of two-bedroom units. The study suggests rents of about $1,450 for two-bedroom units and notes that these units may appeal to younger renters, seniors, and people with disabilities.

WHY A MODEST AMOUNT OF NEW HOUSING MATTERS

The Kandiyohi County Housing Study estimates demand for about five owned and five rental homes even as population and households are projected to decline slightly. It also notes that Pennock could exceed those projections because of its proximity to Willmar.

QUESTIONS FOR LOCAL LEADERS

- Which Dirks 4th Addition lots are currently available and ready for construction?
- What locations could accommodate four to six one-level rental townhomes?
- What local partnerships could support a small rental development?

Source: Viewpoint Consulting Group, Inc., Kandiyohi County Housing Study (July 24, 2026), Pennock community summary, pp. 158–160; Key Findings, p. 10. Questions are local discussion prompts, not consultant recommendations.