Kandiyohi County Housing Study

SPICER

Community Housing Spotlight





SPICER HOUSING SNAPSHOT

What the Kandiyohi County Housing Study Means for Spicer

AT A GLANCE

1,112 / 1,280 **Population / Projected Population** 2020 - 2040	**~ 85 Homes** **Estimated Housing Demand** 2025 - 2035	**20 +** **New Subdivision Lots** Recommended, 2026 - 2031
~ 75 **Workforce Apartments** Recommended (combined with New London) 2026 - 2031	**90 Unit Development** **Supportive Senior Housing** Recommended (Spicer or New London) 2026 - 2031	**10 – 12 / 20** **Single-Story / Two-Story Rental Townhomes** Recommended, 2026 - 2031

A LAKESIDE COMMUNITY WITH DISTINCT HOUSING OPPORTUNITIES

Spicer is located on the southwestern shore of Green Lake, about nine miles north-northeast of Willmar, along MN State Highway 23. Its population was 1,112 in 2020, and the 2026 Kandiyohi County Housing Study projects growth to 1,255 in 2030 and 1,280 in 2040. New housing demand reflects projected household growth, anticipated need for the replacement of older homes, and unmet rental needs. Much of the surrounding Green Lake residential area lies outside city limits.



THE HEADLINE FINDING

The Kandiyohi County Housing Study estimates demand for approximately 85 new homes in Spicer from 2025 to 2035. It recommends additional residential lots and rental townhomes, while identifying workforce apartments and supportive senior housing as shared opportunities with New London.

Source: Viewpoint Consulting Group, Inc., Kandiyohi County Housing Study (2026), Spicer community summary, pp. 154–156; Key Findings, p. 14.

SPICER'S HOUSING MARKET

Lakeside Location, Continued Demand, and New Housing Construction

COMMUNITY PROFILE

44.8 **Median Age** 2020	**355 / 183** **Owner / Renter Households** 2020	**$85,422** **Median Household Income** 2025
429 / 0 **Single-Family Homes / Mobile Homes** 2024	**16** **Multifamily Units** 2024	**64** **New Housing Permits** 2020 - 2025

HOUSING CONDITIONS AND SUPPLY

Spicer issued permits for 47 housing units in the 2000s, 35 in the 2010s, and 64 from 2020 through 2025. The study projects renewed population and household growth through 2040. Spicer's Green Lake location and proximity to Willmar may allow growth beyond current projections.

TWO DISTINCT COMMUNITIES – A SHARED HOUSING MARKET

Spicer and New London each have distinct housing conditions and local priorities. The study evaluates larger housing opportunities across their shared market. The approximately 75 workforce apartments and 90 supportive senior units are combined-market recommendations, not separate targets for each city.

SPICER POPULATION AND HOUSEHOLD PROJECTIONS

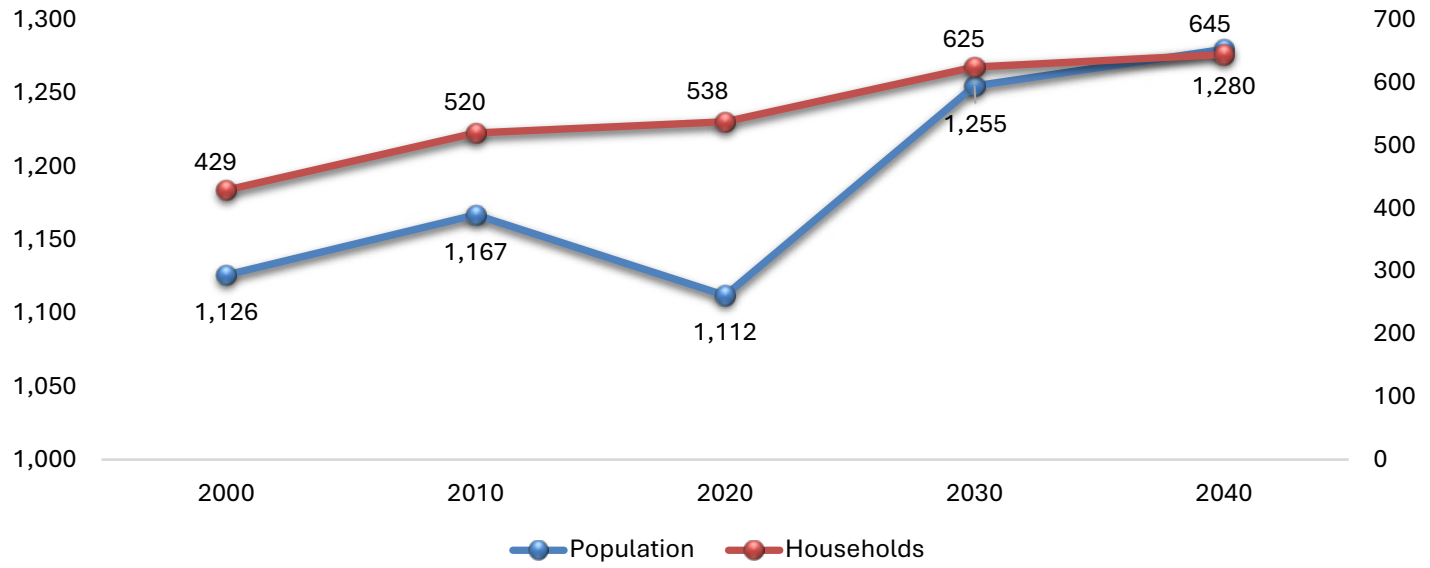

Chart reference: 2000: 1,126 people / 429 households | 2010: 1,167 people / 520 households | 2020: 1,112 people / 538 households | 2030: 1,255 people / 625 households | 2040: 1,280 people / 645 households.

Source: Viewpoint Consulting Group, Inc., Kandiyohi County Housing Study (2026), demographic tables and Spicer community summary, pp. 154–156.

A PRACTICAL HOUSING PATH

Community-Specific Recommendations and Shared-Market Opportunities

HOUSING DEMAND THROUGH 2035

~ 85	20 +	30 – 32
Potential New Homes	**New Residential Lots**	**Rental Townhomes**
Spicer, 2025 - 2035	2026 - 2031	10 - 12 one-level; 20 two-story

HOUSING STEPS: 2026 - 2031

1. CREATE LOTS FOR HOMES AND TOWNHOMES

Develop new subdivisions with more than 20 lots. The study anticipates single-family homes generally priced at $400,000 - $500,000 and townhomes with base prices around $325,000.

2. ADD MARKET-RATE RENTAL TOWNHOMES

Add 10 to 12 single-level rental townhomes in addition to 20 two-story townhomes in Southern Bluff's final phase. Units should be mostly two-bedroom, all with attached garages. The study cites rent around $1,450 for a two-bedroom unit.

SHARED-MARKET OPPORTUNITIES WITH NEW LONDON

Workforce Apartments: Approximately 75 units for Spicer and New London combined, in either community, targeting rents below $850 (one bedroom), $1,100 (two bedrooms), and $1,450 (three bedrooms).

Supportive Senior Housing: One approximately 90-unit development in either Spicer or New London by 2031, including independent living, assisted living, and memory care.

WHY HOUSING CHOICE MATTERS

Families & Workers	Older Adults	People With Disabilities
More rental and ownership options can help people move into Spicer and support the local workforce.	Single-level dwellings, including rentals, can make it easier for residents to remain in Spicer as their needs change.	Accessible, single-level options can broaden the range of local housing for those with physical limitations.

QUESTIONS FOR LOCAL LEADERS

- Where could more than 20 residential lots be served efficiently?
- How should the Southern Bluff final phase factor into local rental housing planning?
- Which sites could accommodate one-level townhomes or shared-market developments?
- How can Spicer advance its own priorities while coordinating shared housing needs?

Source: Viewpoint Consulting Group, Inc., Kandiyohi County Housing Study (2026), Spicer community summary, pp. 154–156; Key Findings, p. 14. Questions are discussion prompts prepared for this handout, not consultant recommendations.