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Analysis of the
ATLANTA, GEORGIA
HOUSING MARKET

as of March 1, 1970

A Report by the
DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT
FEDERAL HOUSING ADMINISTRATION
WASHINGTON, D. C. 20411

October 1970

FHA Housing Market Analysis

Atlanta, Georgia, as of March 1, 1970

Foreword

This analysis has been prepared for the assistance and guidance of the Federal Housing Administration in its operations. The factual information, findings, and conclusions may be useful also to builders, mortgagees, and others concerned with local housing problems and trends. The analysis does not purport to make determinations with respect to the acceptability of any particular mortgage insurance proposals that may be under consideration in the subject locality.

The factual framework for this analysis was developed by the Economic and Market Analysis Division as thoroughly as possible on the basis of information available on the "as of" date from both local and national sources. Of course, estimates and judgments made on the basis of information available on the "as of" date may be modified considerably by subsequent market developments.

The prospective demand or occupancy potentials expressed in the analysis are based upon an evaluation of the factors available on the "as of" date. They cannot be construed as forecasts of building activity; rather, they express the prospective housing production which would maintain a reasonable balance in demand-supply relationships under conditions analyzed for the "as of" date.

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Federal Housing Administration
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FHA HOUSING MARKET ANALYSIS - ATLANTA, GEORGIA
AS OF MARCH 1, 1970

The Atlanta, Georgia, Housing Market Area (HMA) is coextensive with the Atlanta Standard Metropolitan Statistical Area (SMSA) and the Atlanta Labor Market Area. Five counties comprise the HMA; they are Clayton, Cobb, DeKalb, Fulton, and Gwinnett. Because of the sizeable area encompassed by the HMA and to enable a more meaningful presentation of available data, the HMA has been divided into five submarkets as follows: (1) Cobb Submarket--all of Cobb County (2) Clayton Submarket--Clayton County, excluding the city of College Park (3) DeKalb Submarket--DeKalb County, excluding the city of Atlanta (4) Fulton Submarket--Fulton County, plus that portion of the city of Atlanta in Dekalb County and that portion of the city of College Park in Clayton County (5) Gwinnett Submarket--all of Gwinnett County.

The location of Atlanta was determined by the junction of major rail lines in the early 1800's. As a result, Atlanta became the transportation, service, and distribution center for the Southeastern United States and its dominance in this role has increased steadily.

Nonagricultural employment gains in the HMA have been continued and strong since 1961; annual gains ranged between 4.6 percent and 6.5 percent between 1961 to 1969. The construction of new housing units in the HMA also was occurring at a rapid pace during that period. However, the net increase in housing units during the decade of the 1960's lagged slightly behind the number of households added, and the inventory of available

vacant units declined gradually to a position in March 1970 where both the homeowner and renter vacancy levels were below reasonable levels. This tightening in the housing market has become particularly apparent in the latter half of the 1960's and undoubtedly has been accelerated by the increasing level of interest rates and the restricted supply of residential mortgage funds.

Anticipated Housing Demand

During the March 1, 1970 to March 1, 1972 forecast period, there will be an estimated annual demand for 20,150 new private, nonsubsidized housing units in the Atlanta HMA. This estimate is premised on the level of economic expansion forecast and on the recognition that a portion of the requirement for new housing in the recent past has been met by the absorption of vacant units. The 20,150-unit annual demand forecast includes 8,150 single-family houses and 12,000 units in multifamily structures; in addition about 900 households a year probably will satisfy their housing requirements with mobile homes. The most favorable market experience will be achieved if the single-family homes and multifamily units are provided according to the sales price and rental distributions shown in table I.

Annual Nonsubsidized Housing Demand by Submarket Atlanta, Georgia, Housing Market Area March 1, 1970 to March 1, 1972

| <u>Submarket</u> | <u>Single-family</u> | <u>Multi-family</u> | <u>Mobile home</u> | <u>Total</u> |
|------------------|----------------------|---------------------|--------------------|--------------|
| Clayton | 1,100 | 1,150 | 200 | 2,450 |
| Cobb | 1,650 | 1,200 | 400 | 3,250 |
| DeKalb | 3,000 | 3,250 | 100 | 6,350 |
| Fulton | 1,400 | 6,300 | 0 | 7,700 |
| Gwinnett | <u>1,000</u> | <u>100</u> | <u>200</u> | <u>1,300</u> |
| HMA | 8,150 | 12,000 | 900 | 21,050 |

Because of the expected substantially reduced rate of increase in employment during the next two years and, in part, because of the large volume of subsidized housing under construction and planned for the HMA, the demand estimates are somewhat below the volume of construction during the past three years. During those three years, the number of single-family houses authorized averaged about 9,635 a year, although in 1969 only 8,770 were authorized. Multifamily units authorized averaged 13,935 a year during the three-year period, and in 1969 almost 14,000 were authorized. However, about 2,500 units of those authorized in 1969 were subsidized units.

Occupancy Potential for Subsidized Housing

Federal assistance in financing costs for housing for low- or moderate-income families may be provided through a number of different programs administered by FHA--monthly rent supplements in rental projects financed with market-interest-rate mortgages under Section 221(d)(3); partial payment of interest on home mortgages insured under Section 235; partial interest payment on project mortgages insured under Section 236; and federal assistance to local housing authorities for low-rent public housing.

The estimated occupancy potentials for subsidized housing are designed to determine, for each program, (1) the number of families and individuals who can be served under these programs and (2) the proportion of these households that can reasonably be expected to seek new subsidized housing during the two-year forecast period. Household eligibility for the Section 235 and Section 236 programs is determined primarily by evidence that household or family income is below established limits but sufficient to pay the minimum achievable rent or monthly payment for the specified program. For public housing and rent supplement, all families and individuals with income below the income limits are assumed to be eligible. Some families may be alternatively eligible for assistance under one or more of these programs or under other assistance programs using federal or state support. The total occupancy potential for federally-assisted housing approximates the sum of the potentials for public housing and Section 236 housing. For the Atlanta HMA, the total occupancy potential is estimated to be 6,850 units annually (see table II). Future approvals under each program should take into account any intervening approvals under other programs which serve the same families and individuals.

The annual occupancy potentials^{1/} for subsidized housing discussed below are based upon 1970 incomes, the occupancy of substandard housing, estimates of the elderly population, income limits in effect on March 1, 1970, and on available market experience.^{2/}

^{1/} The occupancy potentials referred to in this analysis have been calculated to reflect the strength of the market in view of existing vacancy. The successful attainment of the calculated potentials for subsidized housing may well depend upon construction in suitably accessible locations, as well as a distribution of rents and sales prices over the complete range attainable for housing under the specified programs.

^{2/} Families with incomes inadequate to purchase or rent nonsubsidized housing generally are eligible for one form or another of subsidized housing.

Sales Housing Under Section 235. Sales housing can be provided for low- to moderate-income families under the provisions of Section 235. Based on exception income limits, about 2,100 houses a year could be absorbed in the HMA during the two-year forecast period of this report. Under regular income limits the potential would be about 60 percent of that number. About 40 percent of the families eligible under this program are five - or more-person households which may require four bedrooms or more. All families eligible for Section 235 housing also are eligible under Section 236, and vice versa, but the two are not additive. As of March 1970, commitments had been issued for about 775 units of Section 235 housing in the Atlanta HMA, of which about 60 percent were in the Fulton submarket.

Rental Housing Under the Public Housing and Rent-Supplement Programs. These two programs serve essentially the same low-income households. The principal differences arise from the manner in which net income is computed for each program and from other eligibility requirements. For the Atlanta HMA, the annual occupancy potential for public housing is estimated at 4,000 units for families and 900 units for the elderly. About eight percent of the families and 35 percent of the elderly also are eligible for housing under Section 236 (see table II). In the case of the somewhat more restrictive rent-supplement program, the potential for families would be about one-half of the figure shown above, but the market among the elderly would be unchanged. As of March 1, 1970, there were about 13,300 units of low-rent public housing under management in the Atlanta HMA. The Atlanta Housing Authority (Fulton submarket) operated about 11,450 units, the Marietta Housing Authority (Cobb submarket) operated about 750 units, and the remainder were dispersed in small communities throughout the HMA. The Atlanta Housing Authority had about 1,900 units under construction (almost one-half the potential for the first year) and 1,100 units in various stages of planning on March 1, 1970; 240 units were in the planning stages in other areas. An active waiting list of about 2,250 applications was on hand at the Atlanta Housing Authority and the Marietta Housing Authority reported 450 active applications. There is only one rent-supplement project in the HMA. Although occupancy was high in March 1970 (3 vacancies of 108 units), the project has been beset with problems that have created a poor, but unwarranted, opinion of the rent-supplement program. There are no rent-supplement units under construction.

1/ Interest reduction payments may also be made for cooperative housing projects. Occupancy requirements under Section 236 are identical for tenants and cooperative owner-occupants.

Rental Housing Under Section 236^{1/}. Moderately-priced rental units can be provided under Section 236. With exception income limits, there is an annual occupancy potential under Section 236 for 2,575 units, including 475 units for elderly families and individuals. Under regular income limits, the potential for families would be about 60 percent of that number and the potential for elderly would be about 95 percent of that shown above. About 15 percent of the families eligible under this section are alternatively eligible for public housing and two-thirds of the elderly households would qualify for public housing. It should be noted also that, in terms of eligibility, the Section 236 potential for families and the Section 235 potential draw from essentially the same population and are, therefore, not additive.

The Section 221(d)(3) BMIR and Section 236 programs in the Atlanta HMA have been active. In March 1970, there were 2,848 units of Section 221(d)(3) BMIR housing in the HMA. Although all units had not been finally endorsed for insurance, vacancies were negligible. Another 1,148 units were either committed or under construction. Of the units available for occupancy, 1,239 became available in 1969, 122 units were ready in 1968, and 610 units were completed in 1967.

No units have been completed under the Section 236 program, but 206 units are under construction and commitments have been issued for 1,316 units. With the combined activity of the Section 221(d)(3) BMIR and Section 236 programs the units in construction or commitment status probably will fulfill the occupancy potential for the first year of the forecast period.

Premised on population and income patterns prevailing in the HMA on March 1, 1970, the occupancy potential for subsidized housing units would satisfy needs most effectively if located by submarkets according to the following percentage distribution.

| <u>Submarket</u> | <u>Public housing and rent supplement</u> | <u>Section 235 and Section 236</u> | <u>Elderly^{a/}</u> |
|--------------------|---|--|-----------------------------|
| Clayton submarket | 2% | 2% | 3% |
| Cobb submarket | 5 | 6 | 8 |
| DeKalb submarket | 9 | 10 | 22 |
| Fulton submarket | 80 | 79 | 62 |
| Gwinnett submarket | <u>4</u> | <u>3</u> | <u>5</u> |
| HMA total | 100 | 100 | 100 |

^{a/} Includes those eligible under Section 236 and rent-supplement.

^{1/} Interest reduction payments also may be made for cooperative housing projects. Occupancy requirements under Section 236 are identical for tenants and cooperative owner-occupants.

Sales Market

The market for both new and existing sales housing in the Atlanta HMA is strong, and in March 1970 both segments of the market were in a moderately tight demand-supply position. The homeowner vacancy ratio in March 1970 was 1.2 percent, representing the lowest homeowner vacancy ratio since 1960, when the ratio was 2.4 percent. With the exception of 1966 and 1969, the number of single-family houses authorized by building permits for each year from 1960 thru 1969 has been in the range of 9,100 to 10,900 units. A restricted supply of residential mortgage funds in 1966 and in 1969 was the principal determinant of the reduced level of production during those two years, but mortgagees report an increasing number of potential home buyers unable to qualify for home mortgages as interest rates have spiraled upward.

Typically in the Atlanta HMA, a high proportion of single-family houses completed have been started on a speculative basis. For the years 1967, 1968, and 1969, between two-thirds and three-fourths of the units included in the FHA unsold inventory survey were started on a speculative basis. The ratios of those speculatively started units that remained unsold at the end of each of these respective years was 21 percent, 15 percent, and 18 percent, indicating that over-all, no difficulties have been encountered with sales.

Each of the submarkets has shared in the gradually tightening sales market since 1960. Homeowner vacancy ratios in March 1970 ranged from 1.1 percent in the Fulton submarket to 1.4 percent in the Gwinnett and Cobb submarkets. The only material change in the sales market has been in the distribution of total new single-family construction activity among the submarkets. Between 1960 and 1969, the proportion of total single-family construction activity accounted for by the Fulton submarket declined from 33 percent to 18 percent. This, however, was offset by an increasing proportion in the DeKalb submarket, from 29 percent to 36 percent, and in the Gwinnett submarket, from four percent to 12 percent. The Cobb and Clayton submarkets, with minor fluctuations, maintained the same proportions from 1960 through 1969. New homes of higher price generally are constructed in the northern part of the Fulton submarket and in the northwestern part of the DeKalb submarket. Lower price new homes are more typical in the Clayton submarket.

A strong market also prevails in the Atlanta HMA for existing homes. Difficulty in arranging financing poses the greatest problem for this sector, but the rapid increase in mortgage interest rates has made the assumption of loans on resales of homes two to four years old with lower interest rate mortgages exceptionally attractive.

The Rental Market

The Atlanta HMA rental market is equally strong, if not stronger, than the sales market. The renter vacancy ratio, which was a generally acceptable 5.2 percent in 1960, declined steadily to a March 1970 level of 3.1

percent. This level represents a somewhat tight rental market. The tight rental market extends to each of the five submarkets. Renter vacancy ratios in March 1970 ranged from 2.9 percent in the Fulton and DeKalb submarkets to 3.9 percent in the Cobb submarket.

With a few exceptions, the number of multifamily rental units constructed in the Atlanta HMA has followed a sharp upward trend since 1960. Beginning in 1966, multifamily units accounted for more than half of all units authorized, and in 1969 multifamily units accounted for 62 percent of units authorized during that year, representing a peak for the decade.

During the first four years of the 1960 decade, the Fulton submarket accounted for three-fourths or more of multifamily units authorized in the HMA. Subsequent to 1963, the proportion of the total in the Fulton submarket has been 41 percent and the proportion in the DeKalb submarket has been 31 percent. From 1963 to 1967, most new multifamily units were in projects located along the main arterial routes into the central city; principal among the routes are Roswell Road, Peachtree Road, Buford Highway, Campbellton Road, and route I-85. From 1967 to March 1970, the favored locations for the construction of multifamily rental units have been at the principal interchanges on the Perimeter Highway (I-285); this highway was opened completely around the metropolitan area in mid-1968. Some activity in several large projects in the Perimeter Highway locations have tended to be larger projects with a wide range of tenant facilities and amenities.

It is notable that a continuous tightening has developed in the rental market throughout the decade of the 1960's coincident with the unprecedented addition of new multifamily rental units. Principal factors contributing to this development have been a broader market from an increasing number of younger and older households who either prefer apartments or cannot afford single-family housing and, especially in the years since and including 1966, the increasingly stringent mortgage market terms that have discouraged some families from purchasing or actually have financially disqualified others who might otherwise have been potential single-family home purchasers.

Qualitatively, there are no significant departures from the strong rental market condition in any submarket or in any particular rental range. The principal concern of mortgagees and developers has been the arrangement of favorable financing.

Economic, Demographic, and Housing Factors

The estimated demand for new nonsubsidized housing units is premised on the findings and assumptions set forth below.

Employment. Nonagricultural wage and salary employment in the Atlanta HMA averaged 597,900 during 1969, according to the Georgia Department of Labor, representing a gain of 34,300 over 1968 (see table III). Yearly

increments to nonagricultural wage and salary employment have been substantial since 1961, averaging 27,900 a year, but varying between gains of 22,200 from 1961 to 1962 and 34,300 from 1968 to 1969. Every employment classification shared in the expansion, but nondurable goods manufacturing gains have been relatively modest.

Manufacturing employment gains accounted for about 21 percent of all nonagricultural wage and salary employment growth from 1961 to 1969; yearly gains, however, varied widely between a low of 1,200 from 1966 to 1967 to 11,800 from 1968 to 1969. The transportation equipment industry provided over half of all manufacturing employment growth and was responsible for most of the variation in yearly gains in the manufacturing sector; with the exception of this industry, other industry growth in manufacturing generally exhibited moderate and consistent growth during the 1961-1969 period. The transportation equipment industry includes the Lockheed Georgia Corporation and the General Motors Corporation and Ford Motor Corporation auto assembly plants. From 1961 to 1963, the strong employment gains in the transportation equipment manufacturing industry principally were due to expansions at the two auto assembly plants. The 1964-1965 gain reflects the acquisition of the C-5-A contract by the Lockheed Georgia Corporation and the 1968-1969 gain is the result of full production operations on the C-5 contract.

Nonmanufacturing employment followed a more consistent pattern of year-to-year growth from 1961 to 1969 except for contract construction in which there were losses in 1966 and 1969, undoubtedly resulting from the reduced production of housing units because of the restricted supply of mortgage funds. Employment in trade, services and government accounted for nearly three-fourths of all nonmanufacturing employment growth from 1961 to 1969, a pattern that is typical of many other major metropolitan areas during that period. The function of Atlanta as a regional administrative, transportation, and distribution center results in the inclusion of some employment of a basic nature in all nonmanufacturing employment industry groups, especially the trade, transportation, and finance, insurance, and real estate groups.

Future employment prospects in the Atlanta HMA are for continued moderate growth, but at levels below those of the past few years. No change is expected in the manufacturing sector. While manufacturing industries, with the exception of transportation equipment, are expected to continue to expand, the substantial uncertainty surrounding the Lockheed Georgia Corporation in their production of C-5 aircraft has led to the assumption that employment cutbacks at Lockheed will offset gains that may develop in other manufacturing industries.

The forecast employment loss by Lockheed is based on information available when this analysis was prepared. Significant deviation from this anticipated employment loss at Lockheed would require re-examination

of forecast housing requirements, especially in the Cobb submarket. Non-manufacturing employment gains are expected to continue according to previously established trends, although at a slightly lower gain than during the past several years. Premised on the preceding discussion, nonagricultural employment gains are expected to average about 24,000 jobs a year in the HMA during the March 1970-March 1972 forecast period.

Incomes. As of March 1, 1970, the estimated median annual income of all families in the Atlanta HMA, after deducting federal income tax, was \$8,450. The median after-tax income of renter households of two or more persons was \$6,400 a year. Detailed distributions of all families and of renter households by annual income for the HMA are shown in table IV; also included are median all family and renter household incomes for each submarket.

Population and Households. On March 1, 1970, the estimated population of the Atlanta HMA totaled 1,537,000 persons, representing an average yearly addition of 52,400 persons since 1960.^{1/} Year-to-year population gains, however, followed an increasing trend throughout the 1960's, and an indication of this is gained by comparing an FHA estimate of the February 1966 population with the 1960 census count and with the March 1970 estimate. The average annual increment from April 1960 to February 1966 was 47,500 persons, but the February 1966 to March 1970 average yearly gain amounted to 59,000 persons. Even the mid-decade comparison obscures the pattern of increasing population gain during the 1960-1970 period, which may have reached an annual rate as high as 65,000 a year during 1968 and 1969.

Although the Fulton submarket still had the largest population in March 1970, the DeKalb submarket, with 36 percent of the total growth, accounted for more of the increase than any other submarket. Table V shows population for the HMA and for each submarket. On the basis of anticipated employment gains which are somewhat below the levels of recent years, the Atlanta HMA population is expected to reach 1,645,000 by March 1972 for an average gain of 54,000 persons annually.

There were 457,200 households in the Atlanta HMA on March 1, 1970, representing an annual increase over the decade of 16,725. From April 1960 to February 1966, the yearly household gain averaged 14,300, but the

^{1/} Locally reported preliminary population and household counts from the 1970 Census may not be consistent with the demographic estimates in this analysis. Final official census population and household data will be made available by the Census Bureau in the next several months.

average gain jumped to 20,200 a year during the period from February 1966 to March 1970. The DeKalb submarket accounted for about one-third of total growth from April 1960 to March 1970, but the Fulton submarket, with 32 percent of the growth, did not lag far behind. Household gains in the Fulton submarket were proportionally greater because of the smaller average size of households in this submarket. If economic and population gains and a small reduction in household size develop as expected, household growth will average 17,900 a year during the March 1970-March 1972 forecast period. Table V shows the number of households for the HMA and for each submarket.

Housing Inventory. There were 472,500 housing units in the Atlanta HMA on March 1, 1970. This number represents a net increase of 163,900 units since the April 1960 Census count. From April 1960 to February 1966, the net housing inventory increased at an average annual rate of 14,700 units, and from February 1966 to March 1970 the average was 19,200 units. The April 1960-March 1970 net gain of 163,900 was comprised of 179,100 newly constructed units, the loss of about 20,700 units through demolition and other causes, and about 5,500 additional trailers; approximately three-fourths of the demolitions occurred in the period subsequent to February 1966 and were heavily concentrated in the Fulton submarket.

New residential construction, as indicated by building permit authorizations,^{1/} has varied considerably since 1960 (see table VI). Since 1965, an increasing trend has been interrupted by the stringent mortgage market conditions that were particularly manifest in 1966 and 1969. With the exception of 1966 and 1969, the number of single-family homes authorized by building permits was relatively stable at between 9,100 and 10,900 houses a year in the 1960-1969 period. The DeKalb submarket surpassed the Fulton submarket as the area of the greatest single-family home construction in 1962 and has maintained that position ever since, increasing from 29 to 36 percent of the total. The Gwinnett submarket, which is the farthest outlying, began to experience increased activity in the mid-1960's, as some builders and buyers sought to alleviate rising land costs by utilizing outlying locations.

Multifamily units authorized by building permits began to increase in the beginning of the decade and, although the pattern was irregular, the number rose from about 4,650 units in 1961 to 14,275 units in 1968 and almost 14,000 in 1969. For the 1960-1969 period, multifamily units

^{1/} More than 98 percent of new residential construction in the Atlanta HMA is represented by the building permit figures.

authorized represented just over 50 percent of all units authorized, but for the 1967-1969 period, the proportion ranged between 57 and 62 percent. The Fulton submarket is the leading location for multifamily housing unit authorizations. Although the DeKalb submarket surpassed it in 1965 and 1966, the Fulton submarket accounted for 52 percent of all multifamily units authorized from 1960 to 1969; combined, the Fulton and DeKalb submarkets have accounted for about three-fourths of all multifamily units authorized since 1964. The Gwinnett submarket has little multifamily activity of consequence.

Building permit authorizations for housing units that have been publicly-financed and those newly constructed units for which the tenants or buyers receive some subsidy are included in the building permit totals. It is difficult to determine the actual time or the number of units authorized with precision; however, all of the units have been in multifamily structures except in 1969. The approximate numbers of publicly-financed or partially subsidized units included 380 units in 1965, 1,650 units in 1966, 260 units in 1967, 1,675 units in 1968, and 3,250 units in 1969; the 1969 figure includes about 775 Section 235 single-family units.

Vacancy. On March 1, 1970, there were an estimated 15,300 vacant housing units in the Atlanta HMA. Included in this total were 3,175 units that were vacant and available for sale, 6,325 units that were vacant and available for rent, and 5,800 units that were either not available or were of substandard quality (see table VII). The available sales and rental units represented vacancy ratios of 1.2 percent and 3.1 percent, respectively. Steady and continuous reductions have occurred in both the homeowner and renter vacancy ratios since 1960, when the homeowner vacancy ratio was 2.4 percent and the renter vacancy ratio was 5.2 percent. In view of the recent and anticipated economic and demographic gains in the HMA, the levels of available vacancy represent a tight market and somewhat higher ratios could be tolerated without unfavorable repercussions to supply-demand balance in either the rental or sales market. Without exception, the homeowner vacancy ratio in each of the submarkets has been reduced steadily throughout the 1960 decade and now represents a moderately tight supply-demand situation; the homeowner vacancy ratio does not exceed 1.4 percent in any of the submarkets. The March 1970 renter vacancy ratios for each submarket also represent the tightest market position of any period during the 1960-1970 decade; no submarket renter vacancy ratio exceeds 3.9 percent and the DeKalb and Fulton submarkets have ratios of 2.9 percent each.

Table I

Estimated Annual Demand for New Nonsubsidized Housing
Atlanta, Georgia, Housing Market Area
March 1, 1970 to March 1, 1972

A. Single-Family Houses

| <u>Sales price</u> | <u>Number of houses</u> |
|--------------------|-----------------------------|
| Under \$17,500 | 400 |
| \$17,500 - 19,999 | 825 |
| 20,000 - 22,499 | 825 |
| 22,500 - 24,999 | 1,225 |
| 25,000 - 29,999 | 1,600 |
| 30,000 - 34,999 | 1,225 |
| 35,000 and over | <u>2,050</u> |
| Total | 8,150 |

B. Multifamily Units

| <u>Gross monthly rent^{a/}</u> | <u>Efficiency</u> | <u>One bedroom</u> | <u>Two bedrooms</u> | <u>Three bedrooms</u> |
|--|-------------------|------------------------|-------------------------|---------------------------|
| \$120 - \$139 | 200 | - | - | - |
| 140 - 159 | 100 | 2,800 | - | - |
| 160 - 179 | 50 | 1,150 | 2,600 | - |
| 180 - 199 | - | 500 | 1,450 | 250 |
| 200 - 219 | - | 200 | 800 | 200 |
| 220 - 239 | - | 150 | 450 | 150 |
| 240 and over | - | - | <u>600</u> | <u>350</u> |
| Total | 350 | 4,800 | 5,900 | 950 |

^{a/} Gross rent is shelter rent plus the cost of utilities.

Table II

Estimated Annual Occupancy Potential for Subsidized Rental Housing
Atlanta, Georgia, Housing Market Area
March 1, 1970 - March 1, 1972

A. Families

| | <u>Section 236^{a/}</u> <u>exclusively</u> | <u>Eligible for</u> <u>both programs</u> | <u>Public housing</u> <u>exclusively</u> | <u>Total for</u> <u>both programs</u> |
|-------------|---|---|---|--|
| 1 bedroom | 100 | 125 | 600 | 825 |
| 2 bedrooms | 750 | 150 | 1,300 | 2,200 |
| 3 bedrooms | 600 | 25 | 1,050 | 1,675 |
| 4+ bedrooms | <u>350</u> | <u>-</u> | <u>750</u> | <u>1,100</u> |
| Total | 1,800 | 300 ^{c/} | 3,700 ^{c/} | 5,800 |

B. Elderly

| | | | | |
|------------|-------------------|-------------------|-------------------|------------|
| Efficiency | 100 | 150 | 350 | 600 |
| 1 bedroom | <u>50</u> | <u>175</u> | <u>250</u> | <u>475</u> |
| Total | 150 ^{b/} | 325 ^{d/} | 600 ^{d/} | 1,075 |

^{a/} Estimates are based on exception income limits.

^{b/} Applications and commitments under Section 202 are being converted to Section 236.

^{c/} About 50 percent of these families also are eligible under the rent-supplement program.

^{d/} All of these elderly couples and individuals also are eligible for rent supplements.

Table III

Work Force, Employment, and Unemployment
Atlanta, Georgia, Housing Market Area
1960 - 1969
(in thousands)

| <u>Status</u> | <u>1960</u> | <u>1961</u> | <u>1962</u> | <u>1963</u> | <u>1964</u> | <u>1965</u> | <u>1966</u> | <u>1967</u> | <u>1968</u> | <u>1969</u> |
|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Civilian work force | <u>442.5</u> | <u>453.2</u> | <u>470.0</u> | <u>497.5</u> | <u>521.0</u> | <u>551.6</u> | <u>588.4</u> | <u>616.4</u> | <u>643.8</u> | <u>679.7</u> |
| Unemployed | 17.9 | 22.2 | 16.6 | 15.7 | 15.5 | 14.9 | 16.2 | 16.5 | 16.6 | 16.0 |
| Unemployment rate | 4.0% | 4.9% | 3.5% | 3.2% | 3.0% | 2.7% | 2.8% | 2.7% | 2.6% | 2.4% |
| Agricultural | 3.9 | 3.6 | 3.3 | 3.1 | 3.0 | 2.9 | 2.9 | 2.7 | 2.7 | 2.7 |
| Nonagricultural | 420.4 | 426.6 | 450.0 | 478.2 | 501.8 | 533.4 | 568.0 | 596.5 | 623.7 | 659.2 |
| Nonagricultural wage and salary | <u>370.0</u> | <u>375.0</u> | <u>397.2</u> | <u>424.2</u> | <u>446.5</u> | <u>477.0</u> | <u>510.3</u> | <u>537.6</u> | <u>563.6</u> | <u>597.9</u> |
| Manufacturing | <u>85.1</u> | <u>82.5</u> | <u>90.2</u> | <u>96.2</u> | <u>100.5</u> | <u>109.4</u> | <u>115.8</u> | <u>117.0</u> | <u>118.3</u> | <u>130.1</u> |
| Durable goods | <u>42.8</u> | <u>39.9</u> | <u>45.6</u> | <u>50.6</u> | <u>53.9</u> | <u>60.3</u> | <u>64.7</u> | <u>65.1</u> | <u>65.5</u> | <u>75.1</u> |
| Lumber and wood products | 2.1 | 2.0 | 2.0 | 2.1 | 2.2 | 2.2 | 2.2 | 2.4 | 2.4 | 2.5 |
| Furniture and fixtures | 3.6 | 3.4 | 3.6 | 3.3 | 3.5 | 3.6 | 3.7 | 3.7 | 3.8 | 4.4 |
| Stone, clay, and glass products | 2.7 | 3.0 | 3.3 | 3.5 | 3.8 | 4.0 | 4.1 | 4.1 | 4.0 | 4.5 |
| Primary metals industries | 2.5 | 2.5 | 2.5 | 2.3 | 2.6 | 2.8 | 2.8 | 2.9 | 2.5 | 2.6 |
| Fabricated metal products | 3.0 | 3.1 | 3.2 | 3.7 | 4.3 | 4.8 | 5.3 | 5.1 | 5.5 | 6.0 |
| Machinery (except electrical) | 3.6 | 3.4 | 3.6 | 3.8 | 3.9 | 4.1 | 4.6 | 4.8 | 5.2 | 5.5 |
| Transportation equipment | 20.8 | 17.9 | 22.3 | 26.5 | 28.3 | 33.0 | 35.7 | 35.6 | 35.9 | 42.8 |
| Other durable goods | 4.5 | 4.6 | 5.1 | 5.4 | 5.3 | 5.8 | 6.3 | 6.5 | 6.2 | 6.8 |
| Non durable goods | <u>42.3</u> | <u>42.6</u> | <u>44.6</u> | <u>45.6</u> | <u>46.6</u> | <u>49.1</u> | <u>51.1</u> | <u>51.9</u> | <u>52.8</u> | <u>55.0</u> |
| Food and kindred products | 12.9 | 13.0 | 13.5 | 13.5 | 13.1 | 13.4 | 13.5 | 13.7 | 13.8 | 13.8 |
| Textile mill products | 6.3 | 6.1 | 6.3 | 6.1 | 6.0 | 6.5 | 7.0 | 7.0 | 7.0 | 7.0 |
| Apparel and related products | 7.0 | 6.8 | 7.3 | 7.8 | 8.2 | 8.9 | 8.8 | 8.5 | 8.5 | 9.1 |
| Paper and allied products | 4.9 | 5.1 | 5.4 | 5.6 | 5.8 | 6.0 | 6.6 | 6.7 | 6.9 | 7.1 |
| Printing and publishing | 6.0 | 6.1 | 6.2 | 6.2 | 6.5 | 7.3 | 7.7 | 8.2 | 8.5 | 9.2 |
| Chemicals and allied products | 3.0 | 3.2 | 3.3 | 3.6 | 3.6 | 4.0 | 4.4 | 4.6 | 4.8 | 5.2 |
| Leather and leather products | 1.7 | 1.8 | 1.9 | 2.1 | 2.1 | 2.0 | 2.1 | 2.0 | 2.0 | 1.9 |
| Other nondurable goods | 0.5 | 0.5 | 0.7 | 0.7 | 0.9 | 0.9 | 1.0 | 1.2 | 1.3 | 1.7 |
| Nonmanufacturing | <u>284.9</u> | <u>292.5</u> | <u>307.0</u> | <u>328.0</u> | <u>346.0</u> | <u>367.6</u> | <u>394.5</u> | <u>420.6</u> | <u>445.3</u> | <u>467.8</u> |
| Contract construction | 22.1 | 20.4 | 22.5 | 26.1 | 29.0 | 30.5 | 30.1 | 33.2 | 35.5 | 35.3 |
| Trans., commun., and utilities | 36.4 | 36.6 | 37.2 | 39.0 | 41.4 | 44.4 | 48.1 | 51.1 | 53.6 | 57.1 |
| Trade | <u>99.0</u> | <u>100.6</u> | <u>104.7</u> | <u>111.8</u> | <u>117.5</u> | <u>124.4</u> | <u>135.3</u> | <u>140.3</u> | <u>149.8</u> | <u>158.8</u> |
| Wholesale trade | 38.9 | 39.5 | 42.1 | 46.8 | 47.6 | 49.5 | 54.0 | 56.5 | 59.7 | 63.4 |
| Retail trade | 60.1 | 61.1 | 62.6 | 65.0 | 69.9 | 74.9 | 81.3 | 83.8 | 90.1 | 95.4 |
| Finance, ins., and real estate | 27.4 | 28.7 | 29.9 | 31.3 | 32.8 | 34.7 | 35.7 | 37.3 | 39.2 | 40.7 |
| Services | 50.4 | 53.3 | 55.7 | 58.9 | 62.7 | 67.3 | 71.4 | 77.3 | 82.1 | 86.8 |
| Government | <u>49.6</u> | <u>52.9</u> | <u>57.0</u> | <u>60.9</u> | <u>62.6</u> | <u>66.3</u> | <u>73.9</u> | <u>81.4</u> | <u>85.1</u> | <u>89.1</u> |
| Federal | 17.9 | 18.4 | 19.6 | 21.2 | 21.3 | 22.6 | 25.3 | 26.7 | 26.1 | 26.9 |
| Other nonagricultural employment <u>a/</u> | 50.4 | 51.6 | 52.8 | 54.0 | 55.3 | 56.4 | 57.7 | 58.9 | 60.1 | 61.3 |
| Persons involved in labor disputes. | 0.3 | 0.8 | 0.1 | 0.5 | 0.7 | 0.4 | 1.3 | 0.7 | 0.8 | 1.8 |

a/ Self employed, unpaid family workers, and domestics.

Source: Georgia Department of Labor.

Table IV

Estimated Distribution of All Families and Renter Households^{a/}
By 1970 Annual Income After Deducting Federal Income Tax
For the Atlanta, Georgia, Housing Market Area

| <u>HMA Distribution</u> | | |
|-------------------------|---------------------|---------------------------------------|
| <u>Income</u> | <u>All families</u> | <u>Renter households^{a/}</u> |
| Under \$3,000 | 8% | 16% |
| \$3,000 - 3,999 | 7 | 10 |
| 4,000 - 4,999 | 8 | 10 |
| 5,000 - 5,999 | 8 | 10 |
| 6,000 - 6,999 | 7 | 10 |
| 7,000 - 7,999 | 8 | 10 |
| 8,000 - 8,999 | 8 | 8 |
| 9,000 - 9,999 | 8 | 6 |
| 10,000 - 12,499 | 14 | 10 |
| 12,500 - 14,999 | 9 | 4 |
| 15,000 - 19,999 | 9 | 3 |
| 20,000 and over | 6 | 3 |
| Total | 100 | 100 |

| <u>Median 1970 Incomes by Submarket Area</u> | | |
|--|----------------------|---------------------------------------|
| <u>Submarket</u> | <u>Median Income</u> | |
| | <u>All Families</u> | <u>Renter households^{a/}</u> |
| Clayton submarket | \$8,600 | \$6,500 |
| Cobb submarket | 8,725 | 6,600 |
| DeKalb submarket | 10,300 | 7,800 |
| Fulton submarket | 7,775 | 5,900 |
| Gwinnett submarket | 6,550 | 4,975 |
| HMA total | 8,450 | 6,400 |

^{a/} Excludes one-person renter households.

Source: Estimated by Housing Market Analyst.

Table V

Population and Households
Atlanta, Georgia, Housing Market Area by Submarket
1960, 1970, and 1972

| <u>Area</u> | <u>Population</u> | | | <u>Average annual change</u> | |
|--------------------|----------------------|----------------------|----------------------|------------------------------|------------------|
| | <u>April 1, 1960</u> | <u>March 1, 1970</u> | <u>March 1, 1972</u> | <u>1960-1970</u> | <u>1970-1972</u> |
| HMA total | <u>1,017,188</u> | <u>1,537,000</u> | <u>1,645,000</u> | <u>52,400</u> | <u>54,000</u> |
| Clayton submarket | 37,696 | 92,000 | 107,000 | 5,475 | 7,550 |
| Cobb submarket | 114,174 | 226,000 | 244,600 | 11,275 | 9,300 |
| DeKalb submarket | 215,450 | 402,500 | 442,300 | 18,850 | 19,900 |
| Fulton submarket | 606,327 | 743,500 | 770,000 | 13,825 | 13,250 |
| Gwinnett submarket | 43,541 | 73,000 | 81,000 | 2,975 | 4,000 |
| <u>Households</u> | | | | | |
| HMA total | <u>291,405</u> | <u>457,200</u> | <u>493,000</u> | <u>16,725</u> | <u>17,900</u> |
| Clayton submarket | 9,796 | 25,200 | 29,600 | 1,550 | 2,200 |
| Cobb submarket | 30,996 | 63,400 | 69,000 | 3,275 | 2,800 |
| DeKalb submarket | 59,860 | 115,300 | 127,300 | 5,600 | 6,000 |
| Fulton submarket | 178,940 | 232,800 | 244,200 | 5,425 | 5,700 |
| Gwinnett submarket | 11,813 | 20,500 | 22,900 | 875 | 1,200 |

Source: 1960 Censuses of Population and Housing;
1970 and 1972 estimated by Housing Market Analyst.

Table VI

Dwelling Units Authorized by Building Permits by Type of Structure
Atlanta, Georgia, Housing Market Area by Submarket
1960 - 1969

| | <u>HMA Total</u> | | | <u>Fulton Submarket</u> | | | <u>DeKalb Submarket</u> | | |
|------|-----------------------|--------------------|--------------|--------------------------|--------------------|--------------|---------------------------|--------------------|--------------|
| | <u>Single-family</u> | <u>Multifamily</u> | <u>Total</u> | <u>Single-family</u> | <u>Multifamily</u> | <u>Total</u> | <u>Single-family</u> | <u>Multifamily</u> | <u>Total</u> |
| 1960 | 9,117 | 4,639 | 13,756 | 3,021 | 4,172 | 7,193 | 2,619 | 388 | 3,007 |
| 1961 | 9,197 | 3,967 | 13,164 | 2,894 | 3,261 | 6,155 | 2,796 | 549 | 3,345 |
| 1962 | 9,792 | 8,039 | 17,831 | 2,780 | 6,661 | 9,441 | 3,230 | 833 | 4,063 |
| 1963 | 10,862 | 12,485 | 23,347 | 2,478 | 9,047 | 11,525 | 3,343 | 1,976 | 5,319 |
| 1964 | 10,892 | 9,154 | 20,046 | 2,317 | 4,298 | 6,615 | 3,655 | 3,248 | 6,903 |
| 1965 | 10,898 | 9,796 | 20,694 | 2,602 | 2,918 | 5,520 | 3,702 | 4,518 | 8,220 |
| 1966 | 7,670 | 9,048 | 16,718 | 1,760 | 2,825 | 4,585 | 2,698 | 3,895 | 6,593 |
| 1967 | 10,031 | 13,543 | 23,574 | 2,248 | 6,818 | 9,066 | 3,830 | 4,400 | 8,230 |
| 1968 | 10,099 | 14,274 | 24,373 | 2,062 | 7,041 | 9,103 | 3,877 | 3,422 | 7,299 |
| 1969 | 8,770 | 13,992 | 22,762 | 1,599 | 6,989 | 8,588 | 3,141 | 3,498 | 6,639 |
| | <u>Cobb Submarket</u> | | | <u>Clayton Submarket</u> | | | <u>Gwinnett Submarket</u> | | |
| | <u>Single-family</u> | <u>Multifamily</u> | <u>Total</u> | <u>Single-family</u> | <u>Multifamily</u> | <u>Total</u> | <u>Single-family</u> | <u>Multifamily</u> | <u>Total</u> |
| 1960 | 1,797 | 63 | 1,860 | 1,290 | 6 | 1,296 | 390 | 10 | 400 |
| 1961 | 2,022 | 61 | 2,083 | 1,062 | 18 | 1,080 | 423 | 78 | 501 |
| 1962 | 2,090 | 408 | 2,498 | 1,136 | 95 | 1,231 | 556 | 42 | 598 |
| 1963 | 2,727 | 1,062 | 3,789 | 1,693 | 350 | 2,043 | 621 | 50 | 671 |
| 1964 | 2,630 | 1,017 | 3,647 | 1,589 | 528 | 2,117 | 701 | 63 | 764 |
| 1965 | 2,153 | 1,356 | 3,509 | 1,499 | 990 | 2,489 | 942 | 14 | 956 |
| 1966 | 1,724 | 2,202 | 3,926 | 933 | 120 | 1,053 | 555 | 6 | 561 |
| 1967 | 1,794 | 1,289 | 3,083 | 1,218 | 916 | 2,134 | 941 | 120 | 1,061 |
| 1968 | 1,711 | 1,986 | 3,697 | 1,347 | 1,467 | 2,814 | 1,102 | 358 | 1,460 |
| 1969 | 1,811 | 2,162 | 3,973 | 1,186 | 1,289 | 2,475 | 1,033 | 54 | 1,087 |

Source: U.S. Bureau of the Census, C-40 and C-42 Construction Reports.

Table VII

Housing Inventory, Vacancy, and Tenure
Atlanta, Georgia, Housing Market Area, by Submarket
1960 and 1970

| <u>Unit Status</u> | <u>Clayton Submarket</u> | | <u>Cobb Submarket</u> | | <u>DeKalb Submarket</u> | | <u>Fulton Submarket</u> | | <u>Gwinnett Submarket</u> | | <u>HMA total</u> | |
|-------------------------|--------------------------|----------------------|-----------------------|----------------------|-------------------------|----------------------|-------------------------|----------------------|---------------------------|----------------------|----------------------|----------------------|
| | <u>April 1, 1960</u> | <u>March 1, 1970</u> | <u>April 1, 1960</u> | <u>March 1, 1970</u> | <u>April 1, 1960</u> | <u>March 1, 1970</u> | <u>April 1, 1960</u> | <u>March 1, 1970</u> | <u>April 1, 1960</u> | <u>March 1, 1970</u> | <u>April 1, 1960</u> | <u>March 1, 1970</u> |
| Total housing units | 10,522 | 26,200 | 33,135 | 65,900 | 63,041 | 118,400 | 189,118 | 240,600 | 12,754 | 21,400 | 308,570 | 472,500 |
| Total vacant units | 726 | 1,000 | 2,139 | 2,500 | 3,181 | 3,100 | 10,178 | 7,800 | 941 | 900 | 17,165 | 15,300 |
| Available vacant | 315 | 500 | 1,246 | 1,400 | 2,095 | 2,100 | 6,742 | 5,100 | 346 | 400 | 10,744 | 9,500 |
| For sale | 203 | 250 | 627 | 600 | 1,197 | 900 | 2,025 | 1,200 | 135 | 225 | 4,187 | 3,175 |
| Homeowner vacancy ratio | 2.6% | 1.3% | 2.7% | 1.4% | 2.6% | 1.2% | 2.2% | 1.1% | 1.7% | 1.4% | 2.4% | 1.2% |
| For rent | 112 | 250 | 619 | 800 | 898 | 1,200 | 4,717 | 3,900 | 211 | 175 | 6,557 | 6,325 |
| Renter vacancy ratio | 4.8% | 3.6% | 6.6% | 3.9% | 5.8% | 2.9% | 5.0% | 2.9% | 5.2% | 3.4% | 5.2% | 3.1% |
| Other vacant | 411 | 500 | 893 | 1,100 | 1,086 | 1,000 | 3,436 | 2,700 | 595 | 500 | 6,421 | 5,800 |
| Occupied units | 9,796 | 25,200 | 30,996 | 63,400 | 59,860 | 115,300 | 178,940 | 232,800 | 11,813 | 20,500 | 291,405 | 457,200 |
| Owner-occupied | 7,576 | 18,500 | 22,210 | 43,600 | 45,269 | 75,000 | 89,133 | 104,000 | 7,979 | 15,600 | 172,167 | 256,700 |
| Percent | 77.3% | 73.4% | 71.7% | 68.8% | 75.6% | 65.0% | 49.8% | 44.7% | 67.5% | 76.1% | 59.1% | 56.9% |
| Renter-occupied | 2,220 | 6,700 | 8,786 | 19,800 | 14,591 | 40,300 | 89,807 | 128,800 | 3,834 | 4,900 | 119,238 | 200,500 |
| Percent | 22.7% | 26.6% | 28.3% | 31.2% | 24.4% | 35.0% | 50.2% | 55.3% | 32.5% | 23.9% | 40.9% | 43.9% |

Source: 1960 Census of Housing and Estimates by Housing Market Analyst.