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*Analysis of the*

# **CLEMSON, SOUTH CAROLINA HOUSING MARKET**

**as of October 1, 1970**

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

**March 1971**

**FHA Housing Market Analysis**  
Clemson, South Carolina, as of October 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.

Department of Housing and Urban Development  
Federal Housing Administration  
Economic and Market Analysis Division  
Washington, D. C.

FHA HOUSING MARKET ANALYSIS - CLEMSON, SOUTH CAROLINA  
AS OF OCTOBER 1, 1970

The Clemson, South Carolina, Housing Market Area (HMA) is defined as all of Oconee County and the census county divisions of Central, Clemson, Forest, Liberty, Pickens East, Pickens West, and Six Mile in Pickens County. The HMA with an estimated population of 78,600 as of October 1, 1970, is situated in the extreme northwestern tip of South Carolina, bounded on the northwest by the state of North Carolina, on the south and southwest by the state of Georgia, on the northeast by Greenville County, and on the east by Anderson County. Pickens County is part of the Greenville SMSA; however, for the purposes of this analysis, since most of Pickens County has a rural character and has housing, economic, and demographic features similar to Oconee County, the designated county divisions are included as part of the Clemson HMA. The HMA is located about 130 miles west of Columbia, South Carolina and about 130 miles northeast of Atlanta, Georgia, on the upper Piedmont Plateau in the foothills of the Blue Ridge mountains.

The manufacture of textile mill products is dominant in the economy of the HMA, accounting for nearly 50 percent of manufacturing employment. In 1969, manufacturing employment comprised more than 75 percent of all employment covered by unemployment insurance. Employment covered by unemployment insurance has grown considerably since 1960, and the economic base of the HMA has become more diverse. The construction of the Keowee-Toxaway nuclear

power project has increased construction employment sharply and employment increases by existing firms and in-migration by new firms has more than doubled the employment in "other manufacturing". Among the principal employers in the "other manufacturing" segment are plastics manufacturers, small tool and die firms and manufacturers of electrical machinery and nonelectrical machinery. Clemson University, which is a state-operated school, has continued to grow in both enrollment and employment since 1960 (government employment is not covered by the South Carolina unemployment law). The increase in employment in the HMA, an increase in the number of students from the university living off-campus in recent years, and the increased in-migration of persons to the HMA, coupled with a decline in building activity since 1968, have resulted in low vacancy rates in both sales housing and rental units. The demand is strongest in the middle sales price and rental ranges in which there has been little construction during the past year and one-half.

#### Anticipated Housing Demand

Based upon the expected trends in economic and demographic factors and considering current supply-demand relationships, current construction levels, and anticipated losses to the housing inventory by demolitions and other causes, there will be a demand for 775 units annually of privately financed nonsubsidized housing during the two-year forecast period ending October 1, 1972. About 285 units of the annual demand will be satisfied by mobile homes. For optimum absorption the remaining 490 units annually should consist of 410 units of sales housing, and 80 units of rental housing. The 80 units of rental housing represent an increase over the average number of units constructed annually during the 1960 to 1970 period, and is predicated upon an expected increase in non-university in-migration to the area, expected losses to the rental inventory through demolitions and other causes and upon the current rental vacancy rate, which is below an acceptable level.

Distributions of sales units by price classes and rental units by gross rent ranges are shown in table I. This table shows that more than 60 percent of the demand for sales housing will occur in the \$25,000 or less range; demand for rental units will be greatest for one-bedroom units with gross monthly rents up to \$170 and two-bedroom units with gross monthly rents from \$150 to \$190.

#### Occupancy Potential for Subsidized Housing

Federal assistance in financing costs for new 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 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 the program and (2) the proportion of these households that can reasonably be expected to seek new subsidized housing during the 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. Insofar as the income requirement is concerned, all families and individuals with income below the income limits are assumed to be eligible for public housing and rent supplement; there may be other requirements for eligibility, particularly the requirement that current living quarters be substandard for families to be eligible for rent supplements. Some families may be alternatively eligible for assistance under more than one 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 Clemson HMA, the total occupancy potential is estimated to be 335 units annually.

The annual occupancy potentials<sup>1/</sup> for subsidized housing discussed in the following paragraphs are based upon 1970 incomes, the occupancy of substandard housing, income limits in effect as of September 1, 1970, and on available market experience.<sup>2/</sup>

Section 235, Sales Housing. Sales housing can be provided for low-to moderate-income families under Section 235. Utilizing exception income limits, the estimated annual occupancy potential for the two-year forecast period is 65 units. The use of regular income limits would reduce this potential by about 15 percent.

All of the families eligible for Section 235 housing also qualify for Section 236 rental housing; however, the potentials are not additive. There have been about 60 units financed under Section 235 in the HMA.

Public Housing and Rent Supplement. Both of these programs serve families in essentially the same low-income groups. The primary differences arise from the manner in which net income is computed for each program and

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<sup>1/</sup> The occupancy potentials referred to in this analysis are dependent upon the capacity of the market in view of existing vacancy strength or weakness. The successful attainment of the calculated market for subsidized housing may well depend upon construction in suitable accessible locations, as well as upon the distribution of rents and selling prices over the complete range attainable for housing under the specified programs.

<sup>2/</sup> Families with incomes inadequate to purchase or rent nonsubsidized housing generally are eligible for one form or another of subsidized housing; however, little or no housing has been provided under some of the subsidized programs and absorption rates remain to be tested.

from other eligibility requirements. The estimated annual occupancy potential for low-rent public housing is 225 units for families and 40 units for the elderly. As of October 1, 1970, there were 175 units of public housing in the HMA, no vacancies were reported and there was a substantial waiting list. None of the completed units were specifically designed for the elderly; however, approximately 45 percent of the units are currently occupied by the elderly. There are 140 units of public housing under construction in Seneca, 100 family units and 40 units designated for the elderly. Upon completion, the 100 family units are expected to satisfy about two-thirds of the estimated potential for the first year of the forecast period in Oconee County and most of the elderly potential for the two-year period in Oconee County. Because of the lack of a populous, urban area in the HMA, maximum absorption of public housing units could best be attained if future projects were small in size, more in keeping with the size of projects already completed in the area.

There are no units of rent-supplement housing in the HMA, and none are under construction. There is an estimated annual occupancy potential for 240 units of this housing during the forecast period--part or all of which could also be accommodated by public housing.

Section 236, Rental Housing.<sup>1/</sup> The estimated annual occupancy potential for Section 236 rental housing, using exception income limits, is 65 units for families and 25 units for the elderly. The use of regular income limits would reduce the potential for families by 15 percent and would not affect the elderly potential. There are no completed units of Section 236 housing in the HMA, and none are under construction. There are no families who are alternatively eligible for public housing and Section 236 housing; however, 80 percent of the elderly couples and individuals who qualify for Section 236 housing also qualify for public housing. It is estimated, therefore, that completion of the 40 public housing units under construction in Seneca will satisfy a portion of the potential for elderly under Section 236 during the forecast period. About 80 percent of the elderly potential in Oconee County will be satisfied upon completion of these units, but virtually none of the elderly potential in Pickens County will be satisfied.

#### The Sales Market

The sales market in the HMA has strengthened since 1960. Vacancy rates are low and there has been a decline in residential building activity in the HMA since the peak building year of 1968. Local builders and realtors indicate that this decline in activity has been a result of a lack of available funds rather than a diminishing of demand. The current tight money situation in the area has virtually eliminated all construction in the \$20,000 to \$27,500 range. Residential building activity for houses

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<sup>1/</sup> Interest reduction payments also may be made with respect to cooperative housing projects. Occupancy requirements under Section 236, however, are the same for both tenants and cooperative owner-occupants.

priced below \$20,000 has been stimulated by the Section 235 program and is occurring in areas outside Clemson, where low land costs permit low-priced housing. Single-family sales houses selling for more than \$30,000 are being constructed in the immediate Clemson area and along the shore of Lake Hartwell. Builders have indicated that they still build a considerable number of speculative houses and the majority of these are sold before construction is completed. Local builders stated that the only speculatively built homes which marketed slowly recently were ones built in the Central area selling for \$18,000 and homes in the Pickens area selling for \$25,000 to \$30,000.

The supply of available, previously occupied houses is insufficient to meet the demand. Many of the homes which are currently vacant are marginal in quality. Prices of existing houses in the HMA are from \$13,000 up, with higher priced houses at \$22,000 to \$28,000 being located near the lake front and in Clemson which is considered the prestige area of the HMA. Local realtors have indicated that existing homes in the area which are in suitable locations and are of good quality are sold shortly after being listed. Because single-family home building activity has been depressed in the last one and one-half years, the volume of listings for existing homes in the area has declined. The FHA Insuring Office in Columbia, South Carolina had five commissioner-held properties in the Clemson HMA as of September 14, 1970. The greatest demand for existing houses is in the \$10,000 to \$18,000 range.

#### The Rental Market

The rental market in the HMA has strengthened, particularly in the Clemson area, since 1960. There has been a significant decline in rental vacancies since 1960 as a result of the increased in-migration to the HMA, a lack of construction of a substantial number of new rental units, an increase in enrollment at Clemson University, the attendant hiring of service personnel by the university, and the demolition of a substantial number of substandard rental units.

The rental market in the immediate Clemson area is strongly influenced by the university and its policies. The market is currently very tight with the only vacancies occurring in older, low quality units. The vacancy rate in recently completed apartments and older units of acceptable quality is negligible. Typical monthly rents in the Clemson area range from \$65 a month for older two-bedroom apartments to \$95 a month for newer apartments and up to \$170 a month for new two-bedroom semi-luxury apartments (all rents are exclusive of utilities). Local builders and realtors have indicated that they have experienced no difficulty in attaining full occupancy in new apartments shortly after their completion. Clemson university students and university faculty and staff make up the majority of the occupants of the rental units in the Clemson area. Approximately 2,100 students are currently living off-campus in non-university housing. One company

recently has completed 30 units of rental housing with 20 additional units to be completed shortly. The completed units are fully occupied and there is a sufficient waiting list to fill the remaining 20 units. About 85 percent of the completed units are occupied by students. Typically, four students share a two-bedroom townhouse which rents for \$170 a month unfurnished and \$200 a month furnished (utilities not included).

Clemson University currently has over 450 vacancies in dormitories, with about 75 percent of the vacancies in rooms which are not air conditioned and rent for \$135 a semester. The university is in the process of providing these units with air conditioning and subsequently will raise the semester rent to \$150. The remaining dormitory spaces rent from \$180 to \$210 a semester. The university currently demands that all freshmen live in the dormitory units; if, because of the current vacancy situation, this requirement is extended to sophomores there will be a significant reduction in the number of students living off-campus, and this will result in a loosening of the rental market.

The rental market outside the immediate Clemson area has had few additions to the rental inventory since 1960. The bulk of the rental units are old and many are of questionable quality. Typical monthly rents in the older units range from \$60 a month to \$80 a month for two bedroom units (excluding utilities) and \$88 a month to \$130 a month for newer units (excluding utilities). The few new apartments constructed outside the immediate Clemson area have been absorbed quickly and no vacancies were reported in these units. The majority of the vacancies in rental units outside Clemson were in older units that were substandard in quality.

#### Economic, Demographic and Housing Factors

The anticipated demand for 980 nonsubsidized housing units during the two-year forecast period of this report is based upon the trends in employment, population and housing factors summarized in the following paragraphs.

Employment. Nonagricultural wage and salary employment covered by unemployment insurance (shown in table III<sup>1/</sup>) increased by more than 8,400 jobs between 1960 and 1969. Except for the decline in employment from 1960 to 1961, caused primarily by employment decreases in textile manufacturing, covered nonagricultural wage and salary employment was marked by steady employment increases until 1967. The increase in covered employment during the 1960-1966 period was 6,131 workers, with about 15 percent of the increase being a result of increases in employment by textile manufacturers.

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<sup>1/</sup> The covered employment data shown in table III includes virtually all manufacturing employment in Pickens and Oconee Counties, but only about 40 percent of all nonmanufacturing employment. Estimates of total nonagricultural employment are not available.



Increases in manufacturing employment were responsible for about 85 percent of the increase in covered employment in the 1960-1966 period. The "other manufacturing" segment of manufacturing grew most rapidly from 1960-1966. Part of this increment was a result of the inclusion of "apparel and other products" within this category from 1965 to 1969. However, excluding this factor, other manufacturing still increased by an estimated 2,100 jobs (350 jobs annually). The primary reasons for this increase were the in-migration of new firms and expansion of existing firms engaged in the manufacture of both electrical and nonelectrical machinery. A number of smaller firms which produce plastics and small tool and die shops were responsible for most of the remainder of the increase in "other manufacturing".

Covered nonmanufacturing employment increased by a little more than 800 jobs during the 1960-1966 period. The employment increases in the nonmanufacturing sector were general, with no segment responsible for a large percentage of the increases recorded from 1960 to 1966.

From 1966 to 1967, covered employment declined by 300 jobs, as manufacturing employment decreased by nearly 500 jobs. A decrease in "other manufacturing" employment negated a slight increase in employment by textile firms and an increase in employment in lumber and wood products. The decline in "other manufacturing" was entirely a result of decreases in employment in both electrical and nonelectrical machinery. These declines occurred mostly in firms in Pickens County and continued at a slower rate through 1968.

From 1967 to 1969, total covered employment increased by more than 2,600 jobs, 725 in manufacturing and 1,875 in nonmanufacturing. About 50 percent of the increase in manufacturing employment was a result of expansions by textile manufacturing firms in the area; the remainder resulted from expansions by electrical machinery producers, new plastic manufacturing firms, new machine repair shops, and tool and die manufacturers entering the HMA. Nonmanufacturing employment, which increased by 1,875 jobs, was affected significantly by the employment of about 1,100 construction workers engaged in building the Keowee-Toxaway Project, a nuclear power station being built by the Duke Power Company. While this project is not expected to be completed during the two-year forecast period of this analysis and no substantial reduction in construction personnel is expected during this time, this employment should be considered temporary in nature as should the mobile homes occupied by some of the project workers. The remaining increase in nonmanufacturing employment was a result of increases in retail trade employment and a general increase in other nonmanufacturing categories.

Outlook. A continued growth of employment opportunities is expected in the Clemson HMA. The employment increases from 1970 to 1972 are expected to exceed the average increase recorded from 1960 to 1969. The major reason for this increased rate of growth in the economy is the impending completion

by one company of two new textile plants, both of which are expected to be completed before the end of 1971. Present plans call for the employment of more than 1,000 people in these two plants which will manufacture nylon and polyester filaments. There is, also, the possibility that the company will construct a third plant in the area. Based upon this factor, planned expansions in industries already established in the HMA, and past trends, it is expected that manufacturing employment in the Oconee-Pickens County area will increase by an average of about 875 workers annually during the two-year forecast period, 3.9 percent annually, compared to the 3.4 percent annual rate between 1960 and 1969. Nonmanufacturing employment is expected to increase at a slower annual rate during the 1970-1972 period than during the 1960-1969 period (5.0 percent, compared with 6.3 percent). An increase in trade and services will be a result of the increased demand for goods and services by the present population in the area, an additional stimulus provided by the increase in manufacturing employment, and an anticipated increase in non-university in-migration to the area. The increase in covered nonmanufacturing employment is expected to be 375 jobs annually and the increase in total nonmanufacturing employment is expected to approximate 825 jobs annually. The combined increase of covered manufacturing and nonmanufacturing employment will be about 1,250 jobs annually (4.3 percent) as compared with the 1960-1969 average annual increase of 940 jobs (4.0 percent). The increase in total wage and salary employment (both covered and non-covered) is expected to be 1,700 jobs annually during the forecast period.

Income. In 1970, the median annual income of all families in Oconee County after deduction of federal income tax was \$6,675; the median after-tax income of renter households of two or more persons was \$5,675. The 1970 median annual income of all families in Pickens County after deduction of federal income tax was \$7,950; the median after-tax income of renter households of two or more persons was \$6,775. Detailed distributions of after-tax incomes of all families and renter households for 1959 and 1970 are shown in table IV.

Demographic Factors. The population of the Clemson HMA was an estimated 78,600 persons on October 1, 1970, an average annual increase of 975 persons (1.3 percent) since April 1960. This increment consisted of an increase of 2,925 students at Clemson University who are currently living in on- or off-campus housing, and an increase of 7,275 non-university persons. The portion of Pickens County included in the HMA has recorded an annual population increase of 975 persons annually (2.9 percent) partially because of a net natural increase in population, but mostly because of annexations of part of the town of Clemson (about 800 people) and Clemson University which had about 6,700 non-commuting students as of October 1970<sup>1/</sup>. Because of these annexations, Oconee County has had only a slight increase in population since April 1960. Exclusive of the annexed area, it is estimated that population of the portion of Pickens County included in the Clemson HMA increased by 2,525 persons (0.8 percent annually) and the population of Oconee County increased by 5,025 persons

<sup>1/</sup> Table V exhibits the growth trends of population and households in Oconee County and the included portion of Pickens County, and separates both annexed areas and student population.

(1.3 percent annually). The most rapid rate of population increase has occurred in the immediate Clemson area, because of the growth of the university and also because of its appeal as a prestige area. Total enrollment at Clemson University increased from 4,050 students in 1960 to 7,175 students in 1970, an increase of 3,125 students.

Based upon the expectation that employment opportunities will continue to expand, but tempered by the fact that university enrollment will not increase as rapidly as during the past decade, it is anticipated that the population of the Clemson HMA will increase by 1,010 persons annually (1.3 percent) during the forecast period. As during the 1960-1970 period, it is expected that a large proportion of this increase will occur in and around Clemson.

There were about 24,000 households in the HMA as of October 1, 1970, an increase of 5,740 households since April 1960 (2.6 percent annually). Households were formed at a more rapid rate during the middle 1960's than during the past three years, mostly because of the substantial economic growth during the 1961-1966 period, and the growth in the number of married students attending Clemson University. The rather substantial decline in household size (from 3.59 in 1960 to 3.08 in 1970) accounts for the rapid increase in households relative to population growth over the decade. This trend is expected to continue, however it will be moderated somewhat during the forecast period. The expected growth in households during the forecast period, 465 annually (1.9 percent), is slightly below the percentage increase from April 1960 to October 1970. This increase, to 24,925 by October 1, 1972, is based upon the expected stabilization in the rate of population growth and a slight decrease in household size during the forecast period.

Housing Factors. The total housing inventory for the Clemson HMA was 25,800 units as of October 1, 1970, an increase of 5,500 units since April 1960. This total includes about 24,000 occupied units, 17,200 by owners and 6,800 by renters. The net increase of 5,500 units was a result of the construction of 5,060 units, the loss because of demolition and other causes of 1,375 units and a net increase of about 1,815 mobile homes. There were approximately 140 privately financed housing units under construction in the HMA, 100 single-family units and 40 multifamily units. Of the single-family units, a small number under construction were designated by their builders as Section 235 housing.

Private residential building activity as measured by building permits issued<sup>1/</sup> has fluctuated considerably since 1960. From 1964 to 1969, there was a noticeable increase in the volume of residential construction authorized in response to the improving economic situation in the HMA (see table VI). The increase in 1965 to 326 units was followed by slight declines in 1966 and 1967 (288 units and 277 units, respectively) and a substantial increase in 1968 to 568 units authorized (100 units of which had not been started as of October 1, 1970). There has been a moderate decline in

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<sup>1/</sup> The building permits enumerated in table VI cover about two-thirds of all residential construction activity; however it is estimated that table VI presents an accurate indication of total residential building trends in the Clemson HMA.

residential building activity since 1968; the decline has not been a reflection of decreased demand for housing units in the HMA, but rather a reflection of the tight money situation in the area. This decline in the construction of residential units has continued through the first seven months of 1970. The total volume of residential building, including that outside permit-issuing places for this period was an estimated 350 units in the first seven months of 1970, compared with 450 units during the same period in 1969, a decline of nearly 25 percent. The majority of the residential building activity has occurred in and around the town of Clemson.

There were approximately 1,800 vacant units in the Clemson HMA as of October 1, 1970, 310 of which were nonseasonal, nondilapidated and available. Both of these totals represent declines since 1960, when there were 2,042 vacant units and 548 available vacant units. While the number of units available for sale has risen slightly from 110 in April 1960 to 120 in October 1970, the homeowner vacancy rate has declined from 0.9 percent to 0.7 percent. The number of units available for rent has declined sharply from 438 (6.2 percent) in 1960 to 190 (2.7 percent) in 1970 (see table VII). This decline in the number of vacant units available for rent reflects the in-migration of households to the area since 1960, the continued increase in enrollment by Clemson University since 1960; (see table V) the lack of substantial multifamily building activity during the decade, and losses to the 1960 rental inventory through demolitions and other causes. Of the units that are vacant and available it is estimated that 80 units, 10 for sale and 70 for rent, are substandard.

Mobile Homes. There were an estimated 2,200 mobile homes in the HMA as of October 1, 1970, a sizeable increase since 1960. Mobile homes comprise about nine percent of the current housing inventory, while in 1960 they comprised less than two percent of the housing inventory. It is estimated that the number of mobile homes in the HMA has increased by an average of 325 units annually during the past three years, with about 15 percent of this increase occurring as a result of purchases, or in-migration of units by construction workers affiliated with the Keowee-Toxaway Project. These units are considered temporary and are expected to be moved out of the HMA upon completion of the project.

It is anticipated there will be a demand for about 285 mobile homes annually during the forecast period. This demand estimate includes only permanent residents of the area. It is expected that this demand will be divided equally between Pickens County and Oconee County and will occur in price and rental ranges which are currently most popular. Because there is a lack of a major population center in the HMA and taking into account previous housing patterns in the area coupled with the fact that the majority of the mobile homes now in the HMA are located on scattered sites, it is suggested that the size of mobile home parks be limited to obtain optimum absorption. It is possible that satisfactory absorption could be expected in a mobile home park of 100 to 150 spaces. Although the rent for these spaces would be up to \$15 a month higher than the rent for existing mobile home spaces, it is expected that an increase in the number of amenities offered would compensate for this and insure satisfactory competition with existing mobile home parks. This suggestion is based upon the expectation

that there will not be a sizeable increase in the number of married students entering Clemson University. Because there are inadequate housing facilities for the current number of married students, a significant increase in this number would also increase the number of mobile home spaces which can be successfully marketed, provided such spaces are low cost and within a short distance of the university.

Table I

Estimated Annual Demand for Nonsubsidized Housing  
Clemson, South Carolina, Housing Market Area  
October 1, 1970 - October 1, 1972

(A) Single-family Houses

<u>Sales Price</u>	<u>Number of units</u>	<u>Percent of total</u>
\$15,000 - \$17,499	80	20
17,500 - 19,999	80	20
20,000 - 22,499	60	13
22,500 - 24,999	50	12
25,000 - 29,999	70	17
30,000 - 34,999	35	9
35,000 - and over	<u>35</u>	<u>9</u>
Total	410	100

(B) Multifamily Units

<u>Gross Monthly rent<sup>a/</sup></u>	<u>One bedroom</u>	<u>Two bedrooms</u>	<u>Three or more bedrooms</u>
Below \$149	25	-	-
\$150 - 169	5	20	-
170 - 189	-	10	5
190 and above	<u>-</u>	<u>10</u>	<u>5</u>
Total	30	40	10

<sup>a/</sup> Gross rent includes utilities.

Table II

Estimated Annual Occupancy Potential for Subsidized Rental Housing  
Clemson, South Carolina, Housing Market Area  
October 1, 1970-October 1, 1972

	<u>Section 236a/ exclusively</u>	<u>Eligible for both programs</u>	<u>Public housing exclusively</u>	<u>Total for both programs</u>
<b>A. <u>Families</u></b>				
1 bedroom	5	0	15	20
2 bedrooms	25	0	70	95
3 bedrooms	20	0	75	95
4+ bedrooms	<u>15</u>	<u>0</u>	<u>65</u>	<u>80</u>
Total	65	0	225 <sup>b/</sup>	290
<b>B. <u>Elderly</u></b>				
Efficiency	5	10	10	25
1 bedroom	<u>0</u>	<u>10</u>	<u>10</u>	<u>20</u>
Total	5 <sup>c/</sup>	20 <sup>d/</sup>	20 <sup>d/</sup>	45

<sup>a/</sup> Estimates are based upon exception income limits.

<sup>b/</sup> Approximately two thirds of these families also are eligible under the rent supplement program.

<sup>c/</sup> Applications and commitments under Section 202 are being converted to Section 236.

<sup>d/</sup> All of the elderly couples and individuals also are eligible for rent supplement payments.

Table III

Nonagricultural Employment by Industry for Workers Covered by Unemployment Insurance  
Clemson, South Carolina, Housing Market Area  
1960-1969

<u>Covered employees</u>	<u>Average annual monthly data</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>
Total employment	<u>19,439</u>	<u>18,951</u>	<u>20,671</u>	<u>21,491</u>	<u>22,238</u>	<u>23,742</u>	<u>25,570</u>	<u>25,269</u>	<u>26,168</u>	<u>27,877</u>
Manufacturing	<u>15,664</u>	<u>15,192</u>	<u>16,953</u>	<u>17,824</u>	<u>18,327</u>	<u>19,442</u>	<u>20,981</u>	<u>20,498</u>	<u>20,594</u>	<u>21,226</u>
Textile mill products	8,904	8,570	8,693	8,698	8,884	9,298	9,851	9,871	10,105	10,245
Apparel and other prod.	1,981	2,094	2,359	2,516	2,600	a/	a/	a/	a/	a/
Lumber and wood products	316	361	324	304	279	284	322	418	401	330
Other manufacturing	4,463	4,167	5,577	6,306	6,564	9,860	10,808	10,209	10,088	10,651
Nonmanufacturing	<u>3,775</u>	<u>3,759</u>	<u>3,718</u>	<u>3,667</u>	<u>3,911</u>	<u>4,300</u>	<u>4,589</u>	<u>4,771</u>	<u>5,574</u>	<u>6,651</u>
Retail trade	1,990	1,934	1,932	1,951	2,004	2,185	2,269	2,264	2,396	2,595
Other nonmanufacturing	1,785	1,825	1,786	1,716	1,907	2,115	2,320	2,507	3,178	4,056

a/ Category not separated for both Oconee and Pickens Counties. Included in "other manufacturing".

Source: South Carolina Employment Security Commission.



Table IV

Estimated Percentage Distribution of All Families and Renter Households  
by Income After Deducting Federal Income Taxes  
Clemson, South Carolina, Housing Market Area  
1959 and 1970

Annual after-tax income	Oconee County				Pickens County			
	1959		1970		1959		1970	
	All families	Renter households <sup>a/</sup>	All families	Renter households <sup>a/</sup>	All families	Renter households <sup>a/</sup>	All families	Renter households <sup>a/</sup>
Less than \$ 1,000	12	13	7	8	7	9	5	6
\$1,000 - 1,999	11	15	4	6	8	10	2	3
2,000 - 2,999	16	20	7	8	14	20	4	5
3,000 - 3,999	18	20	8	10	17	17	5	8
4,000 - 4,999	15	15	9	10	15	18	8	11
5,000 - 5,999	11	8	8	10	14	12	9	10
6,000 - 6,999	7	4	10	10	9	6	10	9
7,000 - 7,999	4	)	8	9	6	3	7	8
8,000 - 8,999	1	)	7	7	4	2	6	9
9,000 - 9,999	(	5	6	6	2	)	8	8
10,000 - 14,999	5	)	18	12	(	3	24	18
15,000 and over	(	)	8	4	(4	)	12	5
Total	100	100	100	100	100	100	100	100
Median	\$3,575	\$3,075	\$6,675	\$5,675	\$4,275	\$3,575	\$7,950	\$6,775

<sup>a/</sup> Excludes one-person renter households.

Source: Estimated by Housing Market Analyst.

Table V

Population and Household Trends  
Clemson, South Carolina, Housing Market Area  
April 1960-October 1970

<u>Geographic components</u>	<u>April 1960</u>	<u>October 1970</u>	<u>Average annual change</u>	
			<u>Number</u>	<u>Percent</u>
<u>Population</u>				
HMA total	<u>68,400</u>	<u>78,600</u>	<u>975</u>	1.3
Oconee County	35,206 <sup>a/</sup>	40,225	480	1.3
Pickens County <sup>b/</sup>	28,196	30,725 <sup>a/</sup>	240	0.8
Annexed area <sup>c/</sup>	4,998	7,650	255	4.1
<u>Households</u>				
HMA total	<u>18,256</u>	<u>24,000</u>	<u>550</u>	2.6
Oconee County	9,825 <sup>a/</sup>	12,950	300	2.6
Pickens County <sup>b/</sup>	7,811	10,160 <sup>a/</sup>	225	2.5
Annexed area <sup>c/</sup>	620	890	25	3.4
<u>Demographic components</u>				
<u>Population</u>				
HMA total	<u>68,400</u>	<u>78,600</u>	<u>975</u>	1.3
Nonstudent	63,475	70,550	675	1.0
Student <sup>d/</sup>	4,925	8,050	300	4.7
<u>Households</u>				
HMA total	<u>18,256</u>	<u>24,000</u>	<u>550</u>	2.6
Nonstudent	17,608	22,900	505	2.5
Student <sup>d/</sup>	650	1,100	45	5.0

<sup>a/</sup> Excludes area annexed by Pickens County from Oconee County.

<sup>b/</sup> Includes only the county divisions of Central, Clemson, Forest, Liberty, Pickens East, Pickens West, and Six Mile in Pickens County.

<sup>c/</sup> Includes Clemson University and part of Clemson town.

<sup>d/</sup> Includes all full-time degree credit students and their dependents.

Sources: 1960 Census of Population and Housing and estimates by Housing Market Analyst.

Table VI

Building Permits Issued for Privately  
Financed Housing Units<sup>a/</sup>  
Clemson, South Carolina, Housing Market Area  
1960-1970

	<u>Total</u>	<u>Single-family</u>	<u>Multifamily</u>
1960	234	234	-
1961	209	209	-
1962	192	192	-
1963	229	219	10
1964	204	204	-
1965	326	296	30
1966	288	288	-
1967	277	277	-
1968	568	418	150 <sup>b/</sup>
1969	416	406	10
<u>First seven months</u>			
1969	317	307	10
1970 <sup>c/</sup>	247	229	18

a/ Building permits cover about two-thirds of all single-family construction, and most of the multifamily construction.

b/ Includes 100 units permitted but not started as of October, 1970, but which are expected to be started in the future.

c/ Excludes 100 units of public housing.

Sources: U.S. Bureau of the Census, C-40 Construction, and local housing officials and records.

Table VII

Housing Inventory, Tenure and Vacancy  
Clemson, South Carolina, Housing Market Area  
1960-1970

<u>Tenure and vacancy</u>	<u>April 1960</u>	<u>October 1970</u>
Total housing units	20,298	25,800
Total occupied	18,256	24,000
Owner-occupied	11,574	17,200
Percent of all occupied	63.4%	71.7%
Renter-occupied	6,682	6,800
Percent of all occupied	36.6%	28.3%
Vacant housing units	2,042	1,800
Available vacant	548	310
For sale	110	120
Homeowner vacancy rate	0.9%	0.7%
For rent	438	190
Renter vacancy rate	6.2%	2.7%
Other vacant <sup>a/</sup>	1,494	1,490

<sup>a/</sup> Includes seasonal units, vacant dilapidated units, units rented or sold awaiting occupancy, and units held off the market.

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

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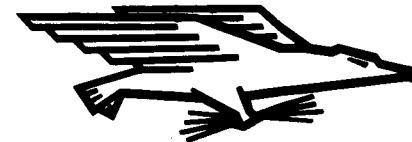
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