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Green Bay,
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1971

Analysis of the
**GREEN BAY,
WISCONSIN
HOUSING
MARKET**

as of February 1, 1971

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

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Housing Market Analysis

Green Bay, Wisconsin, as of February 1, 1971

Foreword

This analysis has been prepared for the assistance and guidance of the Department of Housing and Urban Development 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 - GREEN BAY, WISCONSIN
AS OF FEBRUARY 1, 1971

The Green Bay Housing Market Area (HMA) is defined as Brown County, Wisconsin. This definition conforms to the Office of Management and Budget definition of the Green Bay Standard Metropolitan Statistical Area. The HMA is located in northeastern Wisconsin, 120 miles north of Milwaukee and 220 miles north of Chicago. The estimated population of the HMA was about 162,000 persons in February 1971; including 89,800 in the city of Green Bay.

The primary elements in the economy of this locality are the paper-making industry and the food processing industry. The number of persons employed in the HMA has increased substantially in recent years with growth especially evident in wholesale and retail trade, the manufacture of paper products, government, and services. Construction of all types of new housing has proceeded at a rapid rate with an especially large number of multifamily units built since 1966. Currently, the market for sales housing is tight, and desirable rental units are still in short supply. It is anticipated that, during the two-year forecast period ending February 1, 1973, the supply of rental units will be substantially increased by units now under construction or planned.

Anticipated Housing Demand

Based on projections of household growth and on anticipated inventory losses which are expected to result from demolition and other causes, it is estimated that there will be a demand for an average of 1,325 new nonsubsidized housing units annually in the HMA during the two-year period ending February 1, 1973. After considering other factors such as the number of housing units currently vacant, current levels of new construction, and anticipated demolitions of housing units, it is judged that the most favorable market balance would be achieved through the construction of 900 single-family houses and 425 units in multifamily structures. Distributions of demand for single-family houses by price class and for multifamily units by gross monthly rent and unit size are shown in table I.

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 Green Bay HMA, the total occupancy potential is estimated to be 620 units annually.

The annual occupancy potentials^{1/} for subsidized housing discussed below are based on 1971 incomes, the occupancy of substandard housing, estimates of the elderly population, income limits in effect on February 1, 1971, and on available market experience.^{2/}

Section 235 Sales Housing and Section 236 Rental Housing. Sales housing can be provided for low- to moderate income families under the provisions of Section 235. Based on exception income limits, about 180 houses a year could be absorbed in the HMA during the two-year forecast period of this report. About 45 percent of the families eligible under this program are five- or more-person households.

^{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.

All families eligible for Section 235 housing are also eligible for Section 236, but the two programs are not additive. To date, about 180 units have been built under Section 235 in the HMA. As of February 1971, commitments had been issued for about 50 units under the program this year. As these units are completed they will satisfy part of the occupancy potential indicated above.

Rental housing can be provided under provisions of Section 236. Using exception income limits, there is an annual occupancy potential for 180 units for families and 110 units for elderly couples and individuals. About 10 percent of the families and 20 percent of the elderly eligible for Section 236 also are eligible for rent-supplement housing and all of the families are eligible for Section 235. One 43-unit Section 236 project designed for families has been opened recently in Green Bay. In addition, about 110 units have been proposed under this program for the HMA. Those units recently constructed under the Section 236 program represent only about one-fourth of the indicated occupancy potential for families during the first year of the forecast period; however, much of the demand can be satisfied by the Section 235 program.

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 Green Bay HMA, the annual occupancy potential for public housing is estimated at 180 units for families and 210 units for the elderly. About 10 percent of the families and about 20 percent of the elderly also are eligible for housing under Section 236 (see table II). Under the rent supplement program, the potential for families would be about one-half of that shown above, but the market for the elderly would be unchanged.

There is currently no public housing in operation in the HMA. As of February 1, 1971, there were 100 units of public housing under construction, all of which were designed for the elderly.

Construction is scheduled to begin in the next few months on a project for tenants who are expected to obtain assistance under the rent supplement program. This project will have 114 one-bedroom units designed for elderly households.

The number of low-rent public housing units under construction or scheduled to be built during the next two years is likely to satisfy a large part of the potential among elderly couples and individuals but none of the potential among families in the Green Bay area.

The Sales Market

The market for new and existing sales housing in the Green Bay area has remained strong since 1960. New home construction averaged about 790 units annually during the 1960-1970 period, reaching a peak of about 1,075 units in 1968. Since 1968, single-family construction declined in 1969 and 1970 to 790 and 800 units, respectively. The demand for housing and the construction

volume have declined since 1968 as a result of rapidly increasing construction costs, rising interest rates, and a shortage of mortgage money. This situation also resulted in a reduced rate of turnover in existing houses. During the 1968 to 1970 period, the sales market tightened and by February 1971 the homeowner vacancy rate was a comparatively low 0.6 percent.

Although the market is reported strongest in the \$23,000 to \$27,000 range, rising costs have resulted in the concentration of new offerings priced from \$27,000 to \$40,000. In recent years, new single-family houses have been built in 15 to 30-unit subdivisions in Green Bay, in the towns of Allouez and De Pere just south of the city, and in Ashwaubenon southwest of Green Bay. Local builders have been cautious in recent years and the unsold inventory has remained minimal. There is reasonable balance in the market for new homes at \$25,000 and over.

The low homeowner vacancy rate in the Green Bay HMA is indicative, in large measure, of a scarcity of new and existing homes in the \$17,500 to \$25,000 price range. New construction in this price range has been restricted by steadily increasing land costs in desirable locations of the HMA. Real estate companies report that acceptable existing homes for sale in this price range have been very scarce over the past year.

Rental Market

From 1960 to 1962, multifamily construction averaged fewer than 80 units annually. Despite high levels of multifamily construction in recent years, there remained a strong market for rental housing as of February 1971. The rental vacancy rate has decreased significantly from the 1960 level of 6.4 percent to the current level of 4.1 percent. The market for new, well located rental units has been strong in recent years. A recent survey of rental projects built in the past four years revealed a minimal number of vacancies. Only one recently built project has experienced absorption difficulty, and this was the result of excessive rents. Most of the estimated 2,600 multifamily units built between 1963 and 1969 have been constructed in the city of Green Bay and the towns of Ashwaubenon and De Pere.

In response to the expansion of the local economy since 1963, multifamily construction has been rapid. The level of multifamily units authorized however, declined from the 1969 peak total of about 700 to 400 units during 1970.

All new multifamily projects marketed in the Green Bay area in recent years have been garden-style apartments located throughout the city, with monthly rents, excluding utilities, generally ranging from \$150 to \$200 for a two-bedroom apartment. Most projects of this type and rent range have achieved acceptable occupancy levels within a few months after completion.

The older multifamily structures seem to be the only segment of the rental market which has had occupancy difficulty in recent years. Many of the aging converted single-family structures located in south central and west central Green Bay have few of the amenities offered in the newer projects and have had occupancy problems despite rents which run about \$50 a month less than a typical newer unit.

As of February 1, 1971, there were about 80 privately-financed multifamily units under construction in the Green Bay HMA. Most of these units are in a project in the town of Ashwaubenon, which will have rents ranging from \$140 to \$165 for one-bedroom units, and \$170 to \$190 for two-bedroom units, including utilities. Projects similar to this are typically the most popular rental accommodations in the area.

Economic, Demographic, and Housing Factors

The estimated demand for new nonsubsidized housing in the Green Bay area is based on the current conditions and trends discussed in the economic, demographic, and housing sections which follow.

Economic Factors. Nonagricultural wage and salary employment in the Green Bay HMA averaged about 55,000 in 1970, including 17,100 workers in manufacturing industries and 37,900 employed in nonmanufacturing (see table III). Nonagricultural wage and salary employment increased by an average of 2,175 jobs annually from 1961 through 1969, with gains every year. Yearly increases ranged from 1,600 to 2,700 jobs. This growth is attributed to slight growth each year in manufacturing and large increases in nonmanufacturing each year. Coincident with national economic trends, employment growth slowed slightly in the 1966-1967 period; however, employment in nonmanufacturing industries continued to show a sustained growth through 1969.

Nonmanufacturing employment increased by about 1,500 jobs a year between 1963 and 1968; primarily a result of increases in employment in wholesale and retail trade and in government. Expansion of state, county, and municipal government resulted in 380 new jobs yearly. The wholesale and retail trade sector showed an increase of 560 new jobs yearly during the same period. New shopping centers, particularly those located outside the city of Green Bay, have resulted in a rapid increase in trade and in service employment. Services and miscellaneous employment grew by 360 jobs yearly, on the average, from 1963 to 1968. The trade, government, and services components accounted for 60 percent of the growth in nonagricultural wage and salary employment in the 1963-1968 period. Nonmanufacturing employment growth rate increases declined somewhat in 1969 and 1970. After an increase of 2,400 new jobs in 1969, the HMA had an increase of only 1,000 new nonmanufacturing jobs in 1970.

Manufacturing employment in the HMA is dominated by the paper products and the food processing industries. During the 1961-1968 period, manufacturing showed steady, though modest increases each year. Employment in manufacturing grew by an average of 570 jobs yearly from 1961 through 1968. During this period, employment in the paper products industry increased by about 300 new jobs per year. One paper mill, with about 1,800 workers, is the largest manufacturing firm and the largest employer in the HMA. Between 1968 and 1970, manufacturing grew by only about 350 new jobs per year.

Nonagricultural wage and salary employment in the Green Bay HMA is expected to grow by about 2,200 jobs annually over the next two years, of which 1,700 will be in nonmanufacturing. Although the projected increase is slightly

above the gains in the last four years, this level of growth is expected to result from increased employment of faculty and staff at the expanding University of Wisconsin-Green Bay and the recovery of employment losses in the construction industry. Several of the large manufacturing firms expect some modest expansion within the forecast period.

Income. As of February 1, 1971, the estimated median annual income of all families in the Green Bay HMA was \$9,725, after deduction of federal income taxes. Renter households of two or more persons had an estimated median annual after-tax income of \$8,400. In 1959, the median after tax incomes of all families and of renters were \$5,500 and \$4,725, respectively (see table IV).

Demographic Factors. The population of the Green Bay HMA was estimated to be 162,000 persons as of February 1, 1971.^{1/} Since 1960, the average annual population increase has been about 3,400 persons. A declining resident birth rate has been offset by continued in-migration into the HMA. Much of the population growth has been concentrated in the city of Green Bay, where population increased by an average of 2,485 annually, and in the immediate suburbs of Green Bay.

Despite an anticipated increase of about 2,000 students at the Green Bay campus of the University of Wisconsin during the February 1971-February 1973 projection period, most students are expected to commute from existing households in the Green Bay area. Those students who are not currently living within commuting distance of the campus (located in northeast Green Bay) should be able to secure adequate housing since only a limited number of students will be seeking rental accommodations.

The continued growth in the local economy which is forecast for the Green Bay area in the 1971-1973 projection period, along with the expected enrollment increase at the University of Wisconsin at Green Bay, will result in a population increase of about 3,650 annually during the two-year period, similar to the annual average of the last ten years. The resident birth rate is expected to stabilize while in-migration will approximate the levels of the last few years.

There were about 44,750 households in the Green Bay HMA in February 1971, including 27,000 in Green Bay and 17,750 in the remainder of the HMA (see table V). The current total reflects an average annual increase of 1,050 since 1960. The anticipated employment and population growth during the two-year forecast period indicates that the number of households in the Green Bay HMA will increase by about 1,100 each year.

Housing Factors. The housing inventory of the Green Bay HMA totaled 45,870 units on February 1, 1971, an increase of 10,345 units since April 1, 1960. The net increase in the inventory resulted from the construction of 11,890 new units, the loss of about 1,975 units through demolition and other causes, and the addition of 430 mobile homes. There were an additional 300 units under construction

^{1/} The 1970 Census of Population reported 158,244 persons in the HMA as of April 1, 1970.

in the Green Bay HMA on February 1, 1971, including 120 single-family houses and 180 units of multifamily housing. Of the multifamily units under construction in the city of Green Bay, 100 were in a public housing project for the elderly.

Private residential building activity, as measured by building permits^{1/} averaged about 730 units annually from 1960 through 1962 (see table VI). A sharp rise in multifamily construction in Green Bay and in the town of Ashwaubenon boosted total construction in the HMA to about 1,000 units in 1963, with irregular increase to a peak of 1,525 units in 1968. In 1966, a rise in home mortgage costs slowed single-family house sales with a resultant drop in total residential construction to about 1,050 units authorized in 1966. Continued tight credit conditions inhibited single-family construction in 1967 when 870 units were authorized. An increase in funds available locally for residential construction financing and a continued demand for new rental units resulted in the construction of 1,525 and 1,480 units, respectively, in 1968 and 1969. Multifamily structures accounted for about 460 and 690 units, respectively, in 1968 and 1969. The effects of tightened credit conditions in 1970 were felt in the local construction industry and residential construction volume fell to about 1,200 units in 1970.

Vacancy. The number of available vacant units has decreased since April 1960 (see table VII). There were about 210 vacant sales houses and 510 vacant rental units available in the HMA in February 1971, indicating vacancy rates of 0.6 percent and 4.1 percent, respectively. Current vacancy rates represent a slight decline from the vacancy levels enumerated in the April 1970 Census, when sales and rental vacancy rates were 0.7 percent and 4.8 percent, respectively. Sales vacancy rates are extremely low throughout all of Brown County. A disproportionate number of the renter vacancies are in the older, primarily converted single-family apartments in the inner-city of Green Bay.

^{1/} Residential building permits are estimated to cover virtually all residential construction in the Green Bay HMA.

Table I

Annual Demand for New Nonsubsidized Housing
Green Bay, Wisconsin, Housing Market Area
February 1971 to February 1973

A. Single-family

<u>Price class</u>	<u>Number of units</u>	<u>Percent</u>
\$17,500 - 19,999	20	2
20,000 - 22,499	225	25
22,500 - 24,999	170	19
25,000 - 29,999	225	25
30,000 - 34,999	135	15
35,000 and over	<u>125</u>	<u>14</u>
Total	900	100

B. Multifamily

<u>Gross monthly rent^{a/}</u>	<u>Efficiency</u>	<u>One bedroom</u>	<u>Two bedrooms</u>	<u>Three or more bedrooms</u>
\$130 - \$139	10	-	-	-
140 - 149	5	-	-	-
150 - 159	5	-	-	-
160 - 169	5	55	-	-
170 - 179	-	50	-	-
180 - 189	-	30	-	-
190 - 199	-	25	95	-
200 - 224	-	5	60	15
225 - 249	-	-	30	10
250 - 274	-	-	10	10
275 - 299	-	-	-	5
300 and over	-	-	-	-
Total	<u>25</u>	<u>165</u>	<u>195</u>	<u>40</u>

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

Source: Estimated by Housing Market Analyst.

Table II

Estimated Annual Occupancy Potential for Subsidized Rental Housing
Green Bay, Wisconsin, Housing Market Area
February 1971 to February 1973

	<u>Section 236a/ exclusively</u>	<u>Eligible for both programs</u>	<u>Public housing exclusively</u>	<u>Total for both programs</u>
A. <u>Families</u>				
1 bedroom	15	-	25	40
2 bedrooms	55	5	55	115
3 bedrooms	50	10	45	105
4+ bedrooms	<u>40</u>	<u>5</u>	<u>35</u>	<u>80</u>
Total	160	20	160	340
B. <u>Elderly</u>				
Efficiency	40	30	140	210
1 bedroom	<u>30</u>	<u>10^{b/}</u>	<u>30^{b/}</u>	<u>70</u>
Total	70	40	170	280

a/ Estimates are based upon exception income limits.

b/ All of the elderly couples and individuals also are eligible for rent supplement payments.

Table III

Labor Force Trends
Green Bay, Wisconsin, Housing Market Area
 (annual averages, 000's)

<u>Component</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>	<u>1970</u>
Total civilian labor force	46.3	47.5	49.2	51.4	52.9	54.3	56.3	58.5	61.4	64.0	66.6
Unemployment	1.7	2.4	2.4	2.7	2.6	2.4	2.2	2.4	2.5	2.5	3.5
Percent unemployed	3.7%	5.1%	4.9%	5.3%	4.9%	4.4%	3.9%	4.1%	4.1%	3.9%	5.3%
Total employment	44.6	45.1	46.7	48.7	50.2	52.0	54.2	56.1	58.9	61.5	62.9
Nonag. wage & salary	35.5	36.2	38.2	40.4	42.0	43.9	46.4	48.3	50.9	53.6	55.0
Manufacturing	12.4	12.4	12.9	13.4	13.9	14.7	15.5	16.1	16.4	16.7	17.1
Durable goods	3.4	3.2	3.5	3.7	3.8	4.0	4.4	4.4	4.3	4.3	4.4
Lumber & wood products ^{a/}	NA	.5	.5	.6	.6						
Primary metal ind. ^{b/}	NA	.7	.7	.8	.8						
Nonelec. machinery	2.0	1.9	2.0	2.1	2.3	2.6	2.9	2.8	2.7	2.4	2.5
Other durable goods	1.4	1.3	1.5	1.6	1.5	1.4	1.5	.4	.4	.5	.5
Nondurable goods	8.9	9.2	9.4	9.8	10.1	10.6	11.2	11.7	12.1	12.5	12.7
Food & kindred products	2.9	3.0	3.1	3.1	3.2	3.4	3.6	3.7	3.9	4.0	4.1
Apparel & other fin. prods. ^{c/}	NA	.1	.1	.1	.0						
Paper products & printing	5.4	5.5	5.7	6.0	6.3	6.5	6.9	7.2	7.5	7.7	7.9
Other nondurable goods	.6	.7	.6	.7	.6	.7	.7	.7	.6	.7	.7
Nonmanufacturing	23.1	23.8	25.3	27.1	28.0	29.3	30.8	32.1	34.4	36.8	38.0
Contract construction	1.7	1.7	1.9	2.2	2.1	2.2	2.3	2.2	2.4	2.7	2.3
Trans., comm., & pub. util.	3.5	3.7	3.7	3.8	3.9	4.0	4.1	4.2	4.3	4.4	4.6
Wholesale and retail trade	8.9	9.0	9.4	9.9	10.3	10.6	11.2	12.0	12.7	13.6	14.1
Retail trade ^{d/}	NA	(9.4)	(10.1)	(10.4)							
Fin., ins., & real estate	1.0	1.0	1.1	1.2	1.2	1.3	1.3	1.3	1.3	1.4	1.5
Services & misc.	4.6	4.8	5.2	5.8	6.2	6.7	7.2	7.2	7.6	8.0	8.3
Government	3.4	3.6	3.9	4.2	4.3	4.5	4.7	5.2	6.1	6.7	7.2
All other nonagricultural ^{e/}	5.2	5.2	4.7	4.8	4.8	4.9	4.8	4.8	4.7	4.8	4.8
Agricultural	3.8	3.7	3.8	3.5	3.4	3.2	3.0	3.0	3.3	3.1	3.1

Note: Components may not add to total because of rounding.

^{a/} Prior to 1967, lumber and wood products were included in "other durable goods."

^{b/} Prior to 1967, primary metal industries were included in "other durable goods."

^{c/} Prior to 1967, employment in apparel and other finished products were included in "other nondurable goods."

^{d/} Prior to 1968, retail trade was included in the total "wholesale and retail trade."

^{e/} Includes self employed, unpaid family workers, and domestics.

Source: The Wisconsin Department of Industry, Labor and Human Relations.

Table IV

Estimated Percentage Distribution of Families by Annual Income^{a/}
Green Bay, Wisconsin, Housing Market Area
1959 and 1971

<u>Income class</u>	<u>1959</u>		<u>1971</u>	
	<u>All families</u>	<u>Renter households^{b/}</u>	<u>All families</u>	<u>Renter households^{b/}</u>
Under \$ 4,000	23	34	8	12
\$ 4,000 - 4,999	17	21	4	5
5,000 - 5,999	16	16	4	7
6,000 - 6,999	11	12	6	10
7,000 - 7,999	9	7	7	11
8,000 - 8,999	7	4	12	12
9,000 - 9,999	6	2	11	9
10,000 - 12,499	6	2	19	17
12,500 - 14,999	3	1	12	8
15,000 and over	<u>2</u>	<u>1</u>	<u>17</u>	<u>9</u>
Total	100	100	100	100
Median	\$5,500	\$4,725	\$9,725	\$8,400

a/ After deduction of federal income tax.

b/ Renter households of two or more persons.

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

Table V

Trend of Population and Household Growth
Green Bay, Wisconsin, Housing Market Area
April 1960 to February 1971

	April 1960	April 1970	February 1971	Average annual change			
				1960-1970		1970-1971	
				Number	Percent ^{a/}	Number	Percent ^{a/}
<u>Population</u>							
HMA Total	<u>125,082</u>	<u>158,244</u>	<u>162,000</u>	<u>3,300</u>	2.3	<u>4,500</u>	2.8
Green Bay	<u>62,888</u>	<u>87,809</u>	<u>89,800</u>	<u>2,500</u>	3.3	<u>2,400</u>	2.7
Remainder	<u>62,194</u>	<u>70,435</u>	<u>72,200</u>	<u>800</u>	1.2	<u>2,100</u>	2.9
<u>Households</u>							
HMA Total	<u>33,377</u>	<u>43,560</u>	<u>44,750</u>	<u>1,000</u>	2.7	<u>1,430</u>	3.3
Green Bay	<u>18,329</u>	<u>26,336</u>	<u>27,000</u>	<u>800</u>	3.6	<u>790</u>	3.0
Remainder	<u>15,048</u>	<u>17,224</u>	<u>17,750</u>	<u>200</u>	1.4	<u>640</u>	3.9

a/ Derived through the use of a formula designed to calculate percentage change on a compound basis.

Sources: 1960 and 1970 Censuses of Population and Housing. 1971 estimated by Housing Market Analyst.

Table VI

Privately-financed Housing Units Authorized by Building Permits ^{a/}
Green Bay, Wisconsin, Housing Market Area
1960-1970

<u>Area</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>	<u>1970</u>
HMA Total	<u>796</u>	<u>769</u>	<u>646</u>	<u>996</u>	<u>943</u>	<u>1,193</u>	<u>1,062</u>	<u>1,291</u>	<u>1,524</u>	<u>1,482</u>	<u>1,189</u>
Single-family	<u>694</u>	<u>689</u>	<u>594</u>	<u>779</u>	<u>729</u>	<u>872</u>	<u>813</u>	<u>868</u>	<u>1,068</u>	<u>788</u>	<u>791</u>
Multifamily	<u>102</u>	<u>80</u>	<u>52</u>	<u>217</u>	<u>214</u>	<u>321</u>	<u>249</u>	<u>423</u>	<u>456</u>	<u>694</u>	<u>398</u>
Green Bay	<u>361</u>	<u>294</u>	<u>265</u>	<u>394</u>	<u>364</u>	<u>625^{b/}</u>	<u>457</u>	<u>554</u>	<u>667</u>	<u>610</u>	<u>490</u>
Single-family	<u>271</u>	<u>233</u>	<u>235</u>	<u>267</u>	<u>230</u>	<u>349</u>	<u>282</u>	<u>292</u>	<u>363</u>	<u>272</u>	<u>280</u>
Multifamily	<u>90</u>	<u>61</u>	<u>30</u>	<u>127</u>	<u>134</u>	<u>276</u>	<u>175</u>	<u>262</u>	<u>304</u>	<u>338</u>	<u>210</u>
Allovez	<u>131</u>	<u>116</u>	<u>98</u>	<u>147</u>	<u>103</u>	<u>133</u>	<u>145</u>	<u>119</u>	<u>155</u>	<u>175</u>	<u>148</u>
Single-family	<u>131</u>	<u>112</u>	<u>94</u>	<u>147</u>	<u>99</u>	<u>127</u>	<u>139</u>	<u>89</u>	<u>149</u>	<u>105</u>	<u>126</u>
Multifamily	<u>0</u>	<u>4</u>	<u>4</u>	<u>0</u>	<u>4</u>	<u>6</u>	<u>6</u>	<u>30</u>	<u>6</u>	<u>70</u>	<u>22</u>
Ashwaubenon	<u>44</u>	<u>114</u>	<u>92</u>	<u>190</u>	<u>185</u>	<u>214</u>	<u>229</u>	<u>346</u>	<u>380</u>	<u>263</u>	<u>207</u>
Single-family	<u>42</u>	<u>110</u>	<u>86</u>	<u>134</u>	<u>161</u>	<u>194</u>	<u>179</u>	<u>237</u>	<u>258</u>	<u>127</u>	<u>106</u>
Multifamily	<u>2</u>	<u>4</u>	<u>6</u>	<u>56</u>	<u>24</u>	<u>20</u>	<u>50</u>	<u>109</u>	<u>122</u>	<u>136</u>	<u>101</u>
De Pere	<u>65</u>	<u>76</u>	<u>48</u>	<u>65</u>	<u>116</u>	<u>81</u>	<u>92</u>	<u>101</u>	<u>81</u>	<u>153</u>	<u>123</u>
Single-family	<u>59</u>	<u>70</u>	<u>45</u>	<u>61</u>	<u>90</u>	<u>75</u>	<u>78</u>	<u>89</u>	<u>67</u>	<u>85</u>	<u>92</u>
Multifamily	<u>6</u>	<u>6</u>	<u>3</u>	<u>4</u>	<u>26</u>	<u>6</u>	<u>14</u>	<u>12</u>	<u>14</u>	<u>68</u>	<u>31</u>
Remainder	<u>195</u>	<u>169</u>	<u>143</u>	<u>200</u>	<u>175</u>	<u>140</u>	<u>139</u>	<u>171</u>	<u>241</u>	<u>281</u>	<u>221</u>
Single-family	<u>191</u>	<u>164</u>	<u>134</u>	<u>170</u>	<u>149</u>	<u>127</u>	<u>135</u>	<u>161</u>	<u>231</u>	<u>199</u>	<u>187</u>
Multifamily	<u>4</u>	<u>5</u>	<u>9</u>	<u>30</u>	<u>26</u>	<u>13</u>	<u>4</u>	<u>10</u>	<u>10</u>	<u>82</u>	<u>34</u>

a/ Building permits cover virtually all of the construction activity in the Green Bay HMA.

b/ Totals for Green Bay included Preble Twn. after 1965.

Source: U.S. Bureau of Census, C-40 Construction Reports; and Brown County building inspectors.

Table VII

Components of Housing Inventory
Green Bay, Wisconsin, Housing Market Area
April 1960 to February 1971

<u>Component</u>	<u>April 1, 1960</u>	<u>April 1, 1970</u>	<u>February 1, 1971</u>
Total housing inventory	35,524	44,802	45,870
Total occupied units	33,377	43,560	44,750
Owner-occupied	24,277	31,904	32,700
Percent	72.7	73.2	73.0
Renter-occupied	9,100	11,656	12,050
Percent	27.3	26.8	27.0
Total vacant units	2,147	1,242	1,120
Available vacant	1,021	823	720
For sale	398	227	210
Homeowner vacancy rate	1.6	0.7	0.6
For rent	623	596	510
Rental vacancy rate	6.4	4.9	4.1
Other vacant ^{a/}	1,126	419	400

^{a/} Includes dilapidated units, seasonal units, units rented or sold and awaiting occupancy, and units held off the market for absentee owners or other reasons.

Sources: 1960 and 1970 Censuses of Housing; 1971 estimated by Housing Market Analyst.

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