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Madison, Wis
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Analysis of the

**CURRENT
HOUSING
MARKET
SITUATION-
MADISON,
WISCONSIN**

**DEPARTMENT OF HOUSING
AND URBAN DEVELOPMENT**

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**A Report by the
DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT
FEDERAL HOUSING ADMINISTRATION
WASHINGTON, D.C. 20411
September 1973**

The Current Housing Market Situation

Madison, Wisconsin, as of December 1, 1972

Foreword

This current housing situation report 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 report 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 of the Milwaukee Area Office under the direction of Leonard Forschner, Area Economist, on the basis of information available on the "as of" date from both local and national sources. Subsequent market developments may, of course, occasion modifications in the conclusions of this report.

The prospective demand estimates suggested in the report are based upon an evaluation of the factors available on the "as of" date. They should not be construed as forecasts of building activity, but rather as estimates of 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
Economic and Market Analysis Division

THE CURRENT HOUSING MARKET SITUATION - MADISON, WISCONSIN
AS OF DECEMBER 1, 1972

The Madison, Wisconsin, Housing Market Area (HMA) is defined as Dane County, Wisconsin, and is located in the south-central portion of the state. The urbanized area of Dane County is composed of the city of Madison, with Shorewood Hills and Middleton on the west and Maple Bluff, Monona, and McFarland on the east.

The population of the Madison HMA grew rapidly during the 1960's as employment increased and the University of Wisconsin enrollment expanded. There are some signs of a leveling-off in population growth rates beginning to take shape in the 1970's. A combination of factors, including the ending of the military draft and of student deferments, volatility in the demand for university graduates in the current labor market, and the lower birth rates of the 1960's may call into question earlier projections of a doubling of enrollment at the university between 1970 and 1985. State employment may level off in the next year or two because of state budget tightening. More of the growth in employment will probably come from the private sector as employment gains resulting from expansion of the university and state government level off.

After a period of moderate employment growth in the early 1960's, there was a much sharper increase in the rate of job growth in the Madison HMA in the 1965 to 1969 period, particularly between 1965 and 1967. While there was growth in all sectors of the economy, the sharpest increases were in the government sector, including the University of Wisconsin staff. By the end of the decade, however, enrollment at the university had stopped growing and there were only slight gains in employment. For a while, 1968 to 1970, the housing market was supported by a shift of students out of dormitories and other group accommodations into the community housing market. By 1970, however, this shift had slowed and when in 1971, housing

production - particularly of multifamily units - reached a new peak, and as these high levels of activity continued in 1972 (albeit below the 1971 level), there was severe softening in the rental market and vacancy rates went up rapidly.

Single-family residential construction has proceeded at a slower rate in the 1970's. The market for new houses remains tight, both in Madison and outside the central city.

Anticipated Housing Demand

Based on household growth and demolition activity anticipated for the Madison area during the December 1972-December 1974 forecast period, demand for nonsubsidized housing will equal 2,250 units annually during the two-year period. Included in the total demand are 1,200 single-family units and 1,050 multifamily units. Distributions of demand for single-family houses by price class and for multifamily units by gross monthly rents are shown in table I.

The recommended levels of housing production - particularly of multifamily units - are very substantially below the record number of units authorized in the past few years. The estimated demand is based on the assumption that economic growth in the area will be modest and that the very substantial current vacancy level, together with the units in the construction pipeline, will provide for most of the demand for multifamily housing during the forecast period. The completion of the university building program will result in lowered job totals in the construction industry. Only small increases in student enrollment are anticipated. As the units now being built are marketed and vacancy levels are reduced, it will become appropriate to consider an upward revision of these totals.

Occupancy Potential for Subsidized Housing

Federal assistance in financing costs for new housing for low- or moderate-income families may be provided through four different programs administered by HUD: monthly rent-supplement payments, principally in rental projects financed with market-interest-rate mortgages insured under Section 221(d)(3); partial payments for interest for home mortgages insured primarily under Section 235; partial payment for interest project mortgages insured under Section 236; and federal assistance to local housing authorities for low-rent public housing.

Household eligibility for federal subsidy programs is determined for the most part by evidence that household or family income is below established limits. 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. Since the potential for each program is estimated separately, there is no attempt to eliminate the overlaps among program estimates. Accordingly, the occupancy potentials

discussed for various programs are not additive. Furthermore, future approvals under each program should take into account any intervening approvals under other programs which serve the same requirements. The potentials^{1/} discussed in the following paragraphs reflect estimates adjusted for housing provided or under construction under alternative FHA or other programs.

The annual occupancy potentials for subsidized housing in FHA programs discussed below are based upon 1972 incomes, on the occupancy of substandard housing, on estimates of the elderly population, on December 1, 1972 income limits, and on available market experience.^{2/} The occupancy potentials by size of units required are shown in table II.

Section 235, Sales Housing. Sales housing for low- and moderate-income families can be assisted under the provisions of Section 235. Utilizing regular income limits, there is an occupancy potential for 295 houses a year (see table II).

According to a recent study of Section 235 housing activity in Wisconsin, a total of 326 new units and 41 rehabilitated units were insured in Dane County (Madison HMA) since the inception of the program. Of the total, 210 units, or 64 percent, were built during fiscal year 1972. Neither abandonments nor repossessions are a serious problem in the Madison HMA.

Section 236, Rental Housing. Under Section 236, the annual occupancy potential is estimated at 310 units for families and 95 units for elderly households (see table II). Families eligible under this program also are eligible under the Section 235 program (the potentials for the two programs are not additive). About six percent of the families and over 55 percent of the elderly eligible for Section 236 housing also are eligible for public housing. A total of 104 units were under management in Section 236 housing in the HMA; none of these units were vacant at the end of the last reporting period.

^{1/} 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. These estimates are not affected by the January 1973 "hold" on additional commitments for these programs; they will be applicable if funding is resumed or as a guide to local decisions with regard to the use of special revenue sharing or other alternatives for housing subsidies.

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

Four separate proposals to build a total of 631 units were in process for funding under Section 236. All of these proposals are for projects in the developing areas of the HMA in which conventional apartment construction is occurring, with increasing levels of vacancy.

Low-rent Public Housing. The annual occupancy potential for low-rent public housing is estimated at 370 units for families and 160 units for elderly households. Some of these families and about one-third of the elderly households are alternatively eligible under the Section 236 program (see table II). Under the somewhat more restrictive rent-supplement program, the annual occupancy potential is estimated to be 85 families; there is no change in occupancy potential among the elderly. The city of Madison began building scattered site public housing in January 1965, with the choosing of four separate locations. In the second, third, and fifth projects, separate locations were also chosen.

The Madison Housing Authority has five projects under management. These five projects contain a total of 270 family units and 268 elderly units. There are no projects under construction, and no new projects were expected to reach construction during the current fiscal year. The Madison Housing Authority had accumulated a substantial waiting list for elderly units and somewhat less of a list for family units. All of the existing projects were occupied except for a small number of vacancies occurring through normal turnover.

Sales Market

In the mid-1960's, there was a speculative wave of single-family residential building in the lower price ranges. By the end of the decade the costs of borrowing had reached such a level, with a resultant drop in production, that the vacancy rate dropped below one percent for sales housing. Since 1970, about 30 percent of all residential construction in the HMA has been of single-family sales housing.

The transient nature of state government and university-connected employment results in some preference for rental housing in Madison. Employment growth in the private sector should stimulate sales housing demand, but the high costs of financing, costs of materials and labor in the construction industry, and higher land costs have restrained house-building in the immediate Madison area.

Scattered construction of houses is taking place in the unincorporated areas around the city of Madison and in outlying cities like Sun Prairie, Oregon, Stoughton, and Mount Horeb. The median value of newly constructed single-family units in the housing market area is estimated at \$33,000.

Rental Market

The rental market of the Madison HMA can be divided into three phases for the 1960 to 1969 period. In the first phase, early in the

Madison City expanded in the eastern and southwestern edges of the incorporated areas where population densities were low and the ratio of residential building to land area was low.

Beginning in the 1960's and continuing into the early 1970's, suburbanization accelerated in places such as Middleton, Sun Prairie, and McFarland, where the population doubled (or nearly doubled) in the intercensal period. Annexations of towns (townships) by cities and villages in Dane County were numerous. Urbanization of unincorporated agricultural lands in Dane County was rapid, with the population of Fitchburg Town's unincorporated areas increasing by 63 percent, and Westport Town by 82 percent. This trend continued unabated into the early 1970's. Building activity, as reflected in permit issuances, showed concentrations of residential building activities in all of these civil divisions outside the city.

As shown in table VI, the fluctuation in population growth was concentrated in the student population which grew much more rapidly in the 1960's than it has since 1970. Within the student population, the growth has been virtually confined to students living in households, i.e., in housing in the community rather than in dormitories and the like.

Housing Factors. The total housing inventory on April 1, 1970, was 92,442 units in the Madison HMA, an increase of 37.5 percent from the inventory of ten years earlier. The inventory of owner-occupied housing rose 27 percent in that period, but the inventory of renter occupied housing rose 59 percent. Owner occupancy declined to just 55 percent of the occupied inventory in 1972. This trend shows up in the building permits for multi-family construction in the newly urbanized areas of Dane County, both inside and outside the city of Madison.

In 1970, there were 1,807 units for rent, a rental vacancy rate of 4.5 percent. There were 344 units for sale, a sales vacancy rate of 0.7 percent. Rental vacancies had gone up some from 1960, but sales vacancies were declining. By December 1972, sales vacancies declined further, but there was estimated to have been a sharp increase in rental vacancies, to a rate of eight percent (see table VII).

In 1970, 2,866 units were authorized by building permits in the Madison HMA; in 1971 authorizations increased by 70 percent to 4,875 units. In the first seven months of 1972, a total of 2,526 units were authorized by building permits. The data (partially estimated) in table VIII indicate that in 1970 through to 1972, over 11,500 units were authorized; 3,200 single-family and 8,300 multifamily.

Vacancy rates in multifamily housing have risen in new apartments, outside the central city, to a level which is the highest since the apartment boom of the middle 1960's. Some apartments are experiencing

above 15 percent vacancy rate after a full year of availability for occupancy. Including existing units, rental vacancy rates between eight and ten percent are estimated by private research groups who studied the situation in Madison.

Student enrollment at the University of Wisconsin, almost dropped to a zero annual growth rate between 1970 and 1972. In the decade 1960-1970, enrollment grew by more than eight percent a year. Between 1969 and 1972, approximately 9,000 fewer students lived in university or private dormitories, while 1,500 more students were living in private apartments or mobile homes (see table V). The proportion of the student body occupying nonstudent-type housing has been growing at two percent a year from 1970 through 1972. It is a noteworthy indication of modern student life that fraternities and sororities in 1972 housed about half as many students as 20 years earlier at the University of Wisconsin. The trend toward off-campus living by unmarried lower classmen in undergraduate studies is another sign of the times. Since 1970, student demand for apartments, houses, and trailers has been growing at a much slower rate, as enrollment at the university levels off.

decade, there was little multifamily construction and vacancy rates were low; in the second phase, in the mid-1960's, local sources of lending were active in speculative apartment development and apartment construction peaked, with a resultant softening of the rental market; in the third phase (late in the decade), as interest rates rose rapidly and the costs of borrowing money for speculative building made financing unattractive, building activity again slowed down.

The 1970's have seen a return to the overbuilding of apartments that characterized the mid-1960's. Rapid development of large apartment complexes has occurred in the unincorporated areas immediately south and west of Madison in a ring which generally follows the beltline highway on the outer perimeter of the city. In unincorporated areas, where building codes do not prevail, some apartment developments were built which may not meet building codes which prevail in other localities. Vacancy rates exceeding ten percent are common in those developments which compare unfavorably with others as to architectural design or standards of workmanship in construction and which have certain undesirable site characteristics. Rising vacancies are also affecting the higher quality stock. In central Madison, however, students and newly-formed households with younger workers in professional and managerial occupations provide a firm market for apartments built near the central business district and the university campus.

Availability of land in unincorporated areas of Dane County (at an attractive cost to acquire and develop) provides an incentive to private lenders and developers. These unincorporated areas have locational disadvantages to the users and are not easily accessible to public transportation, shopping areas, water and sewer facilities and schools.

Economic, Demographic, and Housing Factors

Economic Factors. Employment in the Madison Housing Market Area grew rapidly during the 1960's, as jobs increased by an average of 4.3 percent a year during the decade. However, the rate of employment growth in Madison has slowed considerably, averaging less than half of the growth rate of the sixties since 1970.

Signs of a leveling-off of the economy are beginning to appear. Employment in manufacturing industries reached a peak in 1969 and has been declining slowly ever since. Government employment between 1965 and 1970 grew at a rate of 8.9 percent a year; but between 1970 and the end of 1972, it grew at only 2.5 percent a year. This reflects recent new policies in state government toward budgetary cost reductions and the effects of reductions in federal spending upon the state budget.

The rates of unemployment have generally been below the national trends. In December 1972, the rate stood at 3.5 percent.

The civilian labor force grew at a rate of 5.2 percent per year between 1965 and 1970; but between 1970 and 1972, the rate of growth had dropped to 2.2 percent a year. Thus the trends in the population of workers and active job-seekers has dropped in direct proportion to the decline in the growth rate of new jobs. This has helped to maintain unemployment at a rate that is lower than the national averages.

There was a total of 142,900 jobs on the average, in the Madison HMA in 1972, up 4,100 over the total for 1971. This gain is comparable to those registered in the area between 1967 and 1969 and may indicate resumed growth in the economy; in the intervening years (1969-1971), the growth in the job total averaged 2,000 a year. Between 1960 and 1965, employment gains averaged 2,800 a year; this was followed by growth years between 1965 and 1967 of over 7,000 jobs a year.

The economy of the area is dominated by the University of Wisconsin, with a current enrollment of over 34,000, and by the state capital and other state government jobs. As shown in table III, government employment provided nearly a third of the jobs in the area in 1972. In general, the years of economic growth were years in which considerable growth in university enrollment was accompanied by gains in state government employment. The period in which there was little over-all growth was one in which student totals had ceased to increase, and government employment was static. In the next few years it is anticipated that there will be modest gains in student enrollment, a drop in construction jobs as a university building program is completed, and no more than moderate gains in the important trade and services sector. Total employment should average 153,000 in 1974, up 8,700 (4,350 a year) over the 1972 average.

Income. As of December 1972, the median annual income of all families in the Madison HMA was estimated at \$14,675, and the median income of renter households of two or more persons was estimated at \$10,575, compared with figures of \$11,275 and \$7,400, respectively, as of 1969, reported in the April 1970 Census. Detailed distributions of families and renter households by current annual income are presented in table IV.

Demographic Factors. The population of the Madison HMA was estimated to be 307,600 as of December 1, 1972 an increase of 6,500 a year (2.2 percent) since April 1970, compared with slightly more rapid growth (6,825 persons, 2.7 percent) between 1960 and 1970. The trends of employment and student enrollment at the University of Wisconsin suggest, however, that population growth was most rapid between 1966 and 1969, and that the reduction since 1969 has been somewhat greater than this comparison suggests, although precise data on population growth are not available for the 1966 to 1969 period.

There were 290,272 persons living in the Madison HMA in April 1970. The population of the city of Madison was 173,258. In the ten years between 1960 and 1970, the population of the city of Madison grew at the rate of 3.1 percent a year, while the rest of the HMA grew at a rate of 2.3 percent a year. During the period 1960-1970, the population of

Table I

Estimated Annual Demand for Nonsubsidized Housing
Madison, Wisconsin, Housing Market Area
December 1972 - December 1974

A. Single-family Houses

<u>Sales price</u>		<u>Number of units</u>
Under	\$20,000	12
\$20,000 -	22,499	24
22,500 -	24,999	204
25,000 -	29,999	132
30,000 -	34,999	240
35,000 and over		<u>588</u>
Total		1,200

B. Multifamily units

<u>Gross monthly rent^{a/}</u>	<u>Efficiency</u>	<u>One bedroom</u>	<u>Two bedrooms</u>	<u>Three or more bedrooms</u>	<u>Total</u>
Under \$130	0	0	0	0	0
\$130 - 149	0	0	0	0	0
150 - 169	50	20	0	0	70
170 - 189	15	150	20	0	185
190 - 209	5	185	90	0	280
210 - 229	0	80	85	0	165
230 - 249	0	50	115	5	170
250 and over	<u>0</u>	<u>0</u>	<u>135</u>	<u>45</u>	<u>180</u>
Total	70	485	445	50	1,050

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

Table II

Estimated Annual Occupancy Potential for Subsidized Housing
Madison, Wisconsin, Housing Market Area
December 1972 - December 1974

	<u>Section 235 & 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>
A. <u>Families</u>				
1 bedroom	30	0	60	90
2 bedrooms	110	15	140	265
3 bedrooms	95	5	95	195
4+ bedrooms	55	0	55	110
Total	290	20 ^{b/}	350 ^{b/}	660
B. <u>Elderly</u>				
Efficiency	25	40	90	155
1 bedroom	15	15	25	55
Total	40	55 ^{c/}	115 ^{c/}	210

a/ Estimates are based on regular income limits.

b/ Eighty-five families are eligible for rent supplement.

c/ One hundred seventy couples and individuals are eligible for rent supplement.

Source: Estimated by Area Economist.

Table III

Work Force Trends
Madison, Wisconsin, Housing Market Area
1965-1972

(Annual averages in thousands)

	<u>1965</u>	<u>1966</u>	<u>1967</u>	<u>1968</u>	<u>1969</u>	<u>1970</u>	<u>1971</u>	<u>1972^{b/}</u>
Civilian work force	113.1	120.5	127.8	134.3	138.4	142.7	144.5	148.9
Unemployment	2.6	2.5	2.7	2.8	3.0	4.4	5.1	5.9
Pct. of work force	2.3	2.1	2.1	2.2	2.1	3.1	3.5	3.9
Employment	<u>110.5</u>	<u>117.9</u>	<u>124.9</u>	<u>131.2</u>	<u>135.4</u>	<u>138.1</u>	<u>139.4</u>	<u>142.9</u>
Nonfarm wage & salary	93.4	101.1	108.9	115.0	119.4	120.7	122.6	126.3
Manufacturing	14.5	15.6	16.0	15.8	16.9	16.3	15.5	15.8
Durable goods	6.6	7.4	7.5	7.0	8.1	7.7	6.5	6.6
Nondurable goods	8.0	8.3	8.4	8.8	8.9	8.7	9.0	9.3
Nonmanufacturing	79.0	85.4	92.9	98.3	102.4	104.3	106.4	113.1
Contract const.	5.7	6.0	5.6	6.5	6.4	6.4	6.6	6.3
Trans., & pub. utils.	4.8	4.9	4.9	4.9	5.3	5.3	5.2	5.2
Trade	19.4	20.7	21.4	22.4	23.7	24.3	26.0	27.0
Fin., ins., & real est.	4.8	5.0	5.8	6.0	6.1	6.2	6.4	6.9
Service & misc.	13.5	14.0	14.7	15.7	16.9	17.6	18.3	19.4
Government	30.8	34.8	40.5	43.8	44.0	44.5	44.6	45.6
Other employment ^{a/}	17.1	17.0	16.0	16.0	16.0	17.5	16.8	16.6
Workers involved in labor management disputes	0.0	0.0	0.2	0.3	0.0	0.2	0.0	0.1

Note: Subtotals may not add to totals because of rounding.

^{a/} Includes self-employed, unpaid family workers, domestic workers, and agricultural workers.

^{b/} January-October data only.

Source: Wisconsin State Employment Service.

Table IV

Estimated Percentage Distribution of Families by Annual Income
Madison, Wisconsin, Housing Market Area
1969 and 1972

<u>Annual income</u>	<u>All families</u>		<u>Renter households^{a/}</u>	
	<u>1969</u>	<u>1972</u>	<u>1969</u>	<u>1972</u>
Under \$ 2,000	3.0	3.0	14.0	11.0
\$ 2,000 - 3,999	6.0	3.5	13.0	10.0
4,000 - 5,999	8.0	5.5	13.0	10.0
6,000 - 7,999	10.0	6.5	15.0	9.5
8,000 - 9,999	13.5	7.5	13.0	12.0
10,000 - 11,999	14.5	9.5	10.0	10.0
12,000 - 14,999	17.5	16.5	12.0	12.0
15,000 - 24,999	21.0	29.0	8.5	19.0
25,000 and over	6.5	19.0	1.5	6.5
Total	100.0	100.0	100.0	100.0
Median	\$11,275	\$14,675	\$7,400	\$9,650

^{a/} Households of two or more persons.

Source: Estimated by Housing Market Analyst.

Table V

Enrollment Trends and Housing Characteristics
University of Wisconsin at Madison
September 1953-September 1972

<u>Date</u>	<u>Total enrollment</u>	<u>Place of Residence</u>					
		<u>University dormitory^{a/}</u>	<u>Private dormitory</u>	<u>Apt., house, trailer, etc.</u>	<u>Fraternity or sorority</u>	<u>With parents</u>	<u>Other</u>
September 1953	13,346	2,540	4,872	2,431	1,515	1,225	763
" 1954	13,954	2,527	4,998	3,722	1,565	1,256	886
" 1955	15,134	2,640	5,171	3,481	1,621	1,407	814
" 1956	15,918	2,569	5,380	4,301	1,649	1,356	663
" 1957	15,929	2,596	5,007	4,669	1,706	1,403	548
" 1958	16,590	3,011	4,654	5,060	1,599	1,467	799
" 1959	17,433	4,312	3,854	5,236	1,565	1,566	900
" 1960	18,811	4,155	4,452	5,420	1,511	1,382	1,891
" 1961	20,118	4,526	5,292	6,162	1,679	1,736	723
" 1962	21,733	4,620	5,816	6,587	1,723	1,892	1,095
" 1963	24,275	5,523	5,734	7,845	1,722	1,949	1,502
" 1964	26,293	6,658	6,742	8,447	1,800	1,819	827
" 1965	29,299	7,653	7,221	8,877	1,907	2,230	1,411
" 1966	31,120	8,322	6,914	9,812	1,911	1,996	2,165
" 1967	33,000	8,771	6,119	11,610	1,915	1,818	2,767
" 1968	34,670	8,876	6,330	12,314	1,821	2,216	3,113
" 1969	35,549	7,143	5,354	14,917	1,637	1,529	4,969
" 1970	34,428	6,690	4,040	15,291	1,150	1,448	5,800
" 1971	44,907	6,651	3,501	15,810	1,037	1,676	5,232
" 1972	34,945	6,446	3,268	16,405	987	2,880	4,959

^{a/} Includes on-campus apartments for married students.

Source: University of Wisconsin Housing Bureau.

Table VI

Demographic Trends
Madison, Wisconsin, Housing Market Area
1960-1972

<u>Geographic components</u>	<u>April</u> <u>1960</u>	<u>April</u> <u>1970</u>	<u>December</u> <u>1972</u>	<u>Average annual</u> <u>change from preceding date^{a/}</u>			
				<u>1960-1970</u>		<u>1970-1972</u>	
				<u>Number</u>	<u>Percent^{b/}</u>	<u>Number</u>	<u>Percent^{b/}</u>
Total population	222,095	290,272	307,600	6,825	2.7%	6,500	2.2%
Madison	126,706	173,258	184,000	4,650	3.1%	4,000	2.3%
Rest of Dane County	95,389	117,014	123,600	2,175	2.0%	2,500	2.1%
Total households	63,451	88,574	96,675	2,500	3.3%	3,025	3.3%
Madison	37,856	55,098	60,000	1,725	3.8%	1,783	3.2%
Rest of Dane County	25,595	33,476	36,675	775	2.7%	1,242	3.7%
<u>Student-Nonstudent components</u>							
Total population	222,095	290,272	307,600	6,825	2.7%	6,500	2.2%
Student	16,550	32,449	34,500	1,600	6.7%	775	2.3%
In households	6,450	19,449	23,800	1,300	11.0%	1,625	7.7%
Nonhouseholds	10,100	13,000	10,700	300	2.5%	- 850	-7.4%
Nonstudent	205,545	257,823	273,100	5,225	2.3%	5,725	2.2%
In households	202,495	254,135	269,200	5,150	2.3%	5,650	2.2%
Nonhouseholds	3,050	3,688	3,900	75	1.9%	75	2.2%
Total households	63,451	88,574	96,675	2,500	3.3%	3,025	3.3%
Student	3,000	6,700	8,175	375	8.0%	550	7.6%
Nonstudent	60,451	81,874	88,500	2,125	3.0%	2,475	3.0%

a/ Rounded.

b/ Compound rate.

Sources: U.S. Bureau of the Census Population and Housing Reports, University of Wisconsin Housing Bureau, and estimates of Area Economist.

Table VII

Housing Inventory Trends
Madison, Wisconsin, Housing Market Area
1960-1972

<u>Components</u>	<u>April</u> <u>1960</u>	<u>April</u> <u>1970</u>	<u>December</u> <u>1972</u>
Total housing inventory	<u>67,207</u>	<u>92,442</u>	<u>102,450</u>
Occupied housing units	63,451	88,574	96,675
Owner occupied	39,167	49,917	53,550
Pct. of all occupied	61.7	56.4	55.4
Renter occupied	24,284	38,657	43,125
Pct. of all occupied	38.3	43.6	44.6
Vacant housing units	<u>3,756</u>	<u>3,868</u>	<u>5,775</u>
Available vacant	<u>1,906</u>	<u>2,151</u>	<u>4,075</u>
For sale	670	344	325
Homeowner vacancy rate	1.7%	0.7%	0.6%
For rent	1,236	1,807	3,750
Renter vacancy rate	4.8%	4.5%	8.0%
Other vacant ^{a/}	1,850	1,717	1,700

^{a/} Includes vacant rents in the following categories:
 Seasonal, dilapidated, rented or sold awaiting occupancy, and
 held off the market.

Sources: 1960 and 1970 Censuses of Housing; estimates by Area
 Economist.

Table VIII

Housing Units Authorized by Building Permits
Madison, Wisconsin, Housing Market Area
1960-1972

<u>Year</u>	<u>City of Madison</u>		<u>Rest of Dane County</u>		<u>Total Market Area</u>			<u>Public units^{a/}</u>	<u>Total</u>
	<u>Single- family</u>	<u>Multi- family</u>	<u>Single- family</u>	<u>Multi- family</u>	<u>Single- family</u>	<u>Multi- family</u>	<u>Total</u>		
1960	785	513	512	224	1,297	737	2,034	-	2,034
1961	624	646	459	187	1,083	833	1,916	280	2,196
1962	579	769	510	288	1,089	1,057	2,146	-	2,146
1963	673	1,108	589	741	1,262	1,849	3,111	160	3,271
1964	796	1,816	703	982	1,499	2,798	4,297	-	4,297
1965	756	690	777	988	1,533	1,678	3,211	-	3,211
1966	524	640	639	829	1,163	1,469	2,632	246	2,878
1967	591	739	706	385	1,297	1,124	2,421	-	2,421
1968	731	1,464	860	826	1,591	2,290	3,881	246	4,127
1969	419	944	678	938	1,097	1,892	2,989	-	2,989
1970	338	741	677	1,110	1,015	1,851	2,866	-	2,866
1971	371	1,379	899	2,226	1,270	3,605	4,875	-	4,875
1972	345	1,383	570	1,470	915	2,853	3,768 (E)	-	3,768

(E) Estimated 12-month total, based upon months of available data.

a/ Includes low-rent, military, and university-sponsored housing.

Sources: U.S. Bureau of the Census, Construction Reports C-40 and C-42. University of Wisconsin Housing Bureau; local building inspectors.

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