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DEPARTMENT OF HOUSING
AND URBAN DEVELOPMENT
WASHINGTON, D.C. 20410

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Analysis of the
**MILWAUKEE, WISCONSIN
HOUSING MARKET**

as of November 1, 1966

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

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ANALYSIS OF THE
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Field Market Analysis Service
Federal Housing Administration
Department of Housing and Urban Development

Foreword

As a public service to assist local housing activities through clearer understanding of local housing market conditions, FHA initiated publication of its comprehensive housing market analyses early in 1965. While each report is designed specifically for FHA use in administering its mortgage insurance operations, it is expected that the factual information and the findings and conclusions of these reports will be generally useful also to builders, mortgagees, and others concerned with local housing problems and to others having an interest in local economic conditions and trends.

Since market analysis is not an exact science, the judgmental factor is important in the development of findings and conclusions. There will be differences of opinion, of course, in the interpretation of available factual information in determining the absorptive capacity of the market and the requirements for maintenance of a reasonable balance in demand-supply relationships.

The factual framework for each analysis is developed as thoroughly as possible on the basis of information available from both local and national sources. Unless specifically identified by source reference, all estimates and judgments in the analysis are those of the authoring analyst and the FHA Market Analysis and Research Section.

ANALYSIS OF THE
MILWAUKEE, WISCONSIN, HOUSING MARKET
AS OF NOVEMBER 1, 1966

Summary and Conclusions

1. The economy of the Milwaukee Standard Metropolitan Statistical Area (SMSA) is based heavily on the conversion of iron and steel into a variety of durable goods. Of the 513,700 persons employed in non-agricultural wage and salary jobs in the area in 1966, 40 percent were in manufacturing industries. The concentration of employment in durable goods industries makes the Milwaukee economy very susceptible to national economic cycles. The area is currently experiencing rapid employment growth (38,300 new jobs since 1963) and very low unemployment (2.5 percent during 1966). During the 1966-1968 forecast period, nonagricultural wage and salary employment in the Milwaukee area should increase by 11,000 to 12,000 jobs annually.

The 1966 median annual income of all families in the Milwaukee SMSA is \$8,525 after deduction of federal income tax, and the median income of two-or-more-person renter households is \$7,325.

2. The population of the SMSA as of November 1, 1966 was about 1,369,000, including 788,000 persons in the city of Milwaukee, 336,000 in the suburban portion of Milwaukee County, 46,000 in Ozaukee County, and 199,000 in Waukesha County.

Population is expected to increase by about 19,500 persons annually during the next two years, to a total of 1,408,000 in November 1968. Population should reach 796,000 in the city of Milwaukee.

3. There were 407,700 households in the Milwaukee area in November 1966, a gain of about 11 percent since 1960. Households in the city of Milwaukee have increased by about 2,375 annually in the last six years, to total 246,700 at present.

By November 1968, there should be approximately 419,800 households in the Milwaukee area, a gain of 6,050 annually. The number of households in the city of Milwaukee will increase by about 1,600 yearly.

4. As of November 1, 1966, there were about 425,700 housing units in the Milwaukee SMSA, representing a net addition of about 6,000 annually since 1960. The net addition of 39,550 resulted from the construction of 51,800 new units and the demolition of 12,250 units.

There have been 54,250 privately-financed housing units authorized for construction in the Milwaukee SMSA since 1960. In addition, over 1,300 units of public housing have been approved for construction in the city of Milwaukee in the last six years. Building activity reached a peak in 1965 when 9,325 units were authorized, including 4,600 multifamily units.

Currently, about 3,775 units are under construction in the SMSA, consisting of 650 single-family units and 3,125 units of multifamily housing.

5. Vacancies in the Milwaukee SMSA currently total about 2,850 units available for sale and 6,650 available for rent. Both the sales vacancy ratio of 1.2 percent and the renter vacancy ratio of 3.7 percent are below comparable rates in 1960. The lowest vacancy rates in the SMSA are those in the city of Milwaukee, totaling 0.9 percent in sales housing and only 3.3 percent in rental units.
6. Demand for new housing units in the Milwaukee SMSA during the November 1, 1966 to November 1, 1968 forecast period is estimated at 8,000 units a year, including 4,000 single-family units, 550 units of duplex housing, and 3,450 multifamily units. Included in the multifamily demand estimate are 750 units at rents which can be achieved only by use of below-market-interest-rate financing or assistance in land acquisition and cost. The annual demand totals exclude low-rent public housing and rent-supplement accommodations.

Annual demand for new single-family units by price class and submarket area is expected to approximate the pattern indicated on page 27. Annual demand for new multifamily units in the Milwaukee area is summarized on page 29 and distributed by rental range for each submarket area in tables XIV through XVII.

ANALYSIS OF THE
MILWAUKEE, WISCONSIN, HOUSING MARKET
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Housing Market Area

The Milwaukee, Wisconsin, Housing Market Area (HMA) under consideration in this analysis is defined as Milwaukee, Ozaukee, and Waukesha Counties. These three counties also constitute the Milwaukee Standard Metropolitan Statistical Area (SMSA) as defined by the Bureau of the Budget; Ozaukee County was added to the Milwaukee SMSA in October 1963.

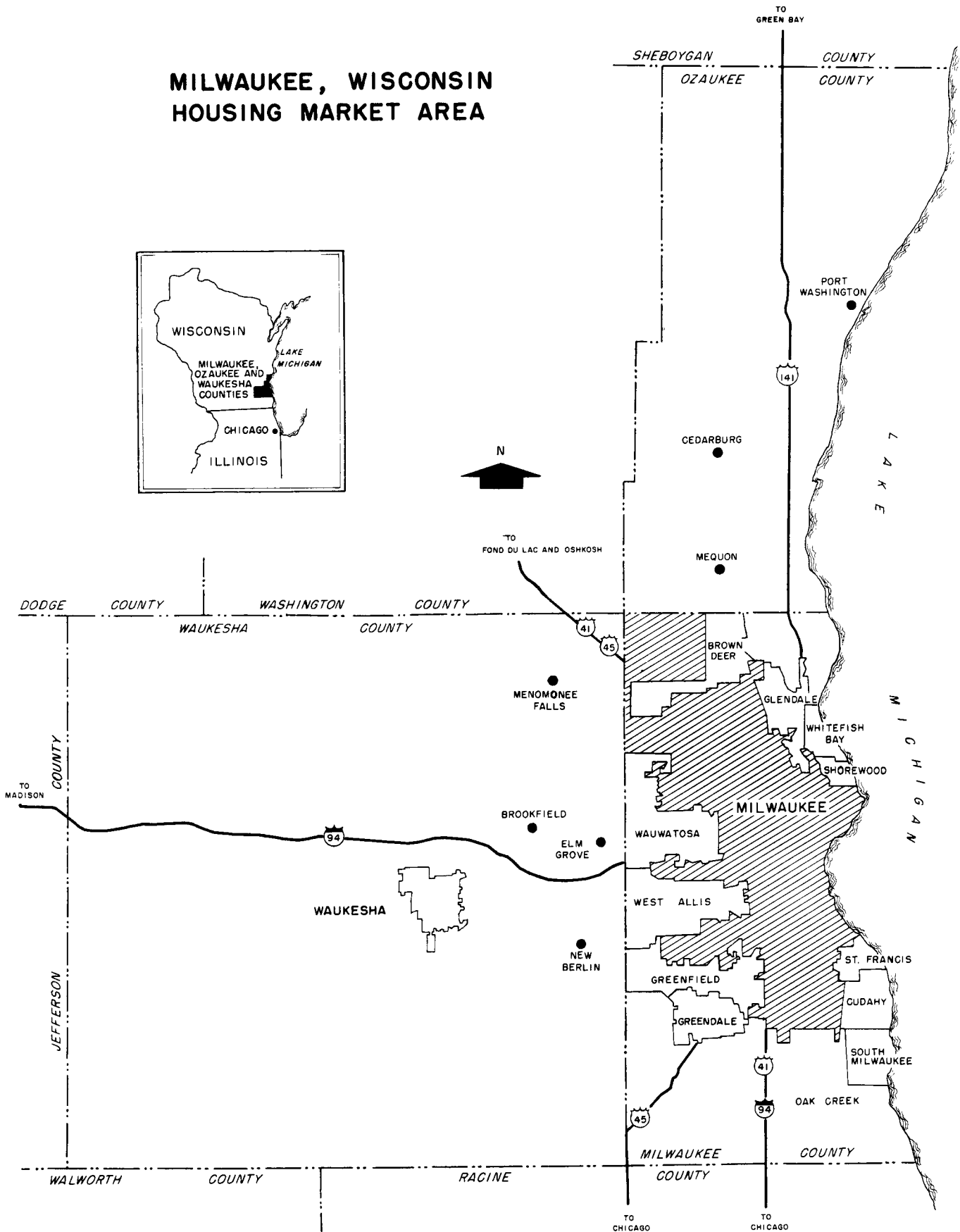
The Milwaukee SMSA is located in southeastern Wisconsin on the west shore of Lake Michigan at the confluence of the Milwaukee, Menomonee, and Kinnickinnic Rivers. The city is about 90 miles north of Chicago, Illinois, and 75 miles east of Madison, Wisconsin.

In 1960, the SMSA had a population of over 1,232,700 and contained 13 cities with populations exceeding 10,000 persons each.^{1/} Milwaukee, with a 1960 population of over 741,300 is the largest city in Wisconsin and the eleventh largest in the Nation. Three cities in the area had 1960 population totals over 30,000--West Allis (68,200), Wauwatosa (56,900), and Waukesha (30,000).

The city of Milwaukee is well supplied with transportation arteries. The principal highways are Interstate 94, which links the city with Chicago and Madison; the 48-mile Milwaukee Expressway, which was started before 1960 and is scheduled for completion in 1970; and U.S. 41-45, the primary northbound route. Rail, truck, and bus lines supply both freight and passenger service to all parts of the Nation daily. General Mitchell Field is the primary airport in the SMSA and is served by five commercial airlines. Milwaukee also has one of the major ports on the Great Lakes. Since the opening of the St. Lawrence Seaway, it has handled growing amounts of steel and heavy machinery.

^{1/} Inasmuch as the rural farm population of the Milwaukee SMSA constituted less than one percent of the total population in 1960, all demographic and housing data in this analysis refer to the total of farm and nonfarm data.

MILWAUKEE, WISCONSIN HOUSING MARKET AREA



Economy of the Area

Character and History

The city of Milwaukee received its first major economic impetus between 1870 and the beginning of World War I. During this period, the location of several manufacturing firms in the area and the influx of large numbers of immigrants to the area, especially Germans and Poles, raised the city's population from 71,400 in 1870 to 457,100 in 1920 and established the city as one of the nation's leading manufacturing areas.

The present economy of Milwaukee is based heavily on the conversion of iron and steel into a variety of durable goods. Manufacturing of machinery is the most important industrial activity. The city is the world's largest producer of electrical control apparatus and manufactures much of the nation's gasoline and diesel engines, machine tools, automotive parts, and air-conditioning equipment. Four large breweries located in the Milwaukee area have helped maintain employment levels for many years.

Employment

Current Estimate. Total nonagricultural employment in the Milwaukee SMSA averaged 551,300 in the first nine months of 1966, according to the Wisconsin State Employment Service. The total includes 513,800 wage and salary employees and 37,500 other nonagricultural workers.

Past Trend. Data for trend analysis of employment in the Milwaukee area are available for Milwaukee and Waukesha Counties between 1960 and 1963 and for Milwaukee, Ozaukee, and Waukesha Counties from 1963 to the present. A comparison of 1963 data for the two and three county areas indicates that about 5,900 manufacturing workers and 6,400 nonmanufacturing workers were added to the 1963 nonagricultural employment total by the addition of Ozaukee County to the Milwaukee SMSA. Components of the civilian work force between 1960 and 1966 are presented in table I and a summary is shown on the following page.

Trend of Nonagricultural Wage and Salary Employment
Milwaukee, Wisconsin, SMSA, 1960-1966
(in thousands)

<u>Year</u>	<u>Manu- facturing</u>	<u>Nonmanu- facturing</u>	<u>Total</u>	<u>Annual change</u>	
				<u>Number</u>	<u>Percent</u>
	<u>Milwaukee and Waukesha Counties</u>				
1960	195.9	261.7	457.8	-	-
1961	181.9	264.3	446.0	-11,800	-2.6
1962	187.0	266.8	453.7	7,700	1.7
1963	187.2	269.5	456.7	3,000	0.7
	<u>Milwaukee, Ozaukee, and Waukesha Counties</u>				
1963	193.1	275.9	468.9	-	-
1964	193.4	286.0	479.3	10,400	2.2
1965	200.6	298.8	499.4	20,100	4.2
<u>First 9 mos.</u>					
1965	199.9	295.6	495.5	-	-
1966	205.9	307.9	513.8	18,300	3.7

Source: Wisconsin State Employment Service.

As seen above, the Milwaukee economy was seriously affected by the national recession of the early 1960's. Nonagricultural wage and salary employment averaged 457,800 in 1960 and did not reach this level again until 1964. The decrease in employment was confined to manufacturing employment, which dropped by 14,000 jobs between 1960 and 1961 and then rose very slowly until 1965. During the 1960-1963 period, nonmanufacturing employment was relatively static, increasing by less than one percent annually.

Since 1964, nonagricultural employment in the Milwaukee area has increased substantially. The increases of 20,100 between 1964 and 1965 and 18,300 between comparable nine-month periods in 1965 and 1966 resulted from rapid gains in both manufacturing and nonmanufacturing.

Employment by Industry. Manufacturing employment currently accounts for about 40 percent of total nonagricultural wage and salary employment in the Milwaukee SMSA. Of the 205,900 manufacturing employees in the area in 1966, about three-quarters (155,400) are employed in durable goods production. It is this concentration of employment in durable goods industries which makes the Milwaukee economy very susceptible to national economic cycles. The 1960-1961 recession and 1964-1966 expansion had magnified effects on the Milwaukee economy. Employment in durable goods industries decreased by 12,100 between 1960 and 1961, made a slight recovery in 1962, and then remained relatively unchanged until recent gains of 6,400 between 1964 and 1965 and 5,700 between the first nine months of 1965 and the comparable 1966 period.

The largest industry in the durable goods segment, nonelectrical machinery, currently employs about 56,800 workers, or almost 28 percent of all manufacturing employees in the Milwaukee SMSA. The industry has accounted for over half of the 1964-1966 employment growth in durable goods. Other major industries in the durable goods segment also have experienced gains recently, including primary and fabricated metals and electrical machinery. Employment in transportation equipment, however, has decreased from 16,900 in 1963 to 13,700 in the first nine months of 1966. The primary cause of this reduction was an employment cutback at the Milwaukee American Motors plant.

Employment in nondurable goods industries has remained more stable than that in durable goods industries. Since 1963, the number of employees in the nondurable goods sector has increased only by about 1,300, from 49,200 in 1963 to 50,500 in the first nine months of 1966. The principal industry category in nondurable goods is food and kindred products. The brewery industry accounts for most of the employment in this segment and is the primary reason for its recent lack of growth. Despite consistent output increases, mechanization and decentralization of production have kept employment in food and kindred products at about 18,500 in the last four years.

Employment in nonmanufacturing industries accounts for about 60 percent of total nonagricultural employment and has increased each year since 1960. Between 1963 and 1966, the number of nonmanufacturing jobs has grown by about 10,700, or four percent, annually. The three largest industries in the Milwaukee economy in 1966, trade, service, and government, are all classified in the nonmanufacturing category. Combined employment growth in these three industries since 1963 equals almost 60 percent of the employment growth in the Milwaukee economy. Detailed employment by industry in the Milwaukee SMSA since 1960 is shown in table II.

Employment Participation Rate. The ratio of civilian nonagricultural employment to the total population is termed the employment participation rate. In the Milwaukee area, the rate was 42 percent in 1960. As employment in the Milwaukee area declined between 1960 and 1964, it is likely that the participation rate also dropped, probably to about 39 percent. Recently, however, increases in both manufacturing and nonmanufacturing jobs have reduced unemployment and prompted many Milwaukee residents to enter the labor force. As a result, employment since 1964 has increased at a slightly faster rate than population, and the participation rate has been rising recently. At present, the participation rate is above 40 percent and should continue to rise in the next two years, reaching over 41 percent in 1968.

Principal Employment Sources

Most of the major firms in the Milwaukee area are engaged in the production of durable goods. In the production of nonelectrical machinery, there are seven plants in Milwaukee with over 2,000 employees each.^{1/} The largest manufacturing firm in the Milwaukee SMSA, Allis-Chalmers Company, currently employs over 12,000 workers. The firm is a major producer of power, electrical, and mechanical equipment. Other major nonelectrical machinery producers include Briggs and Stratton Corporation (gasoline engines); Bucyrus-Erie Company and Harnischfeger Corporation (excavating and construction equipment); Kearney and Trecker Corporation (metal working machinery); and Rex Chainbelt, Incorporated and Falk Corporation (power transmissions). All of these firms have increased employment recently and report plans to expand production further in the near future.

Electrical machinery producers in Milwaukee also are expanding employment and production. The largest firm in this industry is the Allen-Bradley Company, with a current employment level of well over 7,000 workers. Allen-Bradley, together with Cutler-Hammer, Incorporated, Globe-Union, Incorporated, the Louis-Allis Company; and the Square-D Corporation, all produce a variety of manufacturing and commercial electrical controls, and each employs at least 2,500 workers currently. A.C. Spark Plug, currently employing about 5,000 workers, is located in a new facility in Oak Creek in southern Milwaukee County. The firm is a major supplier of parts to its parent company, General Motors.

There are two major employers in the transportation equipment industry, American Motors and A.O. Smith Company. Following a high of over 9,000 workers at the Milwaukee plant of American Motors, recent marketing problems have caused employment to drop below 6,000 currently. The A.O. Smith Company, on the other hand, has been steadily increasing employment to its current level of over 6,500. The firm has expanded its operation to include not only automobile parts, but also a variety of welded pipes and pressure vessels.

The largest employer in the primary and fabricated metals industries is the Ladish Company, with about 5,000 employees currently. The firm is a major producer of forgings. No other single firm in these industries employs over 1,500 workers at present.

The principal employment source in the food and kindred products segment is the beer industry. Three producers have their headquarters in Milwaukee and employ over 2,000 workers each, Joseph Schlitz Brewing Company, Miller Brewing Company, and Pabst Brewing Company. As stated previously, employment in this industry has declined recently in the Milwaukee area because of decentralization and automation, but the decline is not expected to continue.

^{1/} Employment data referred to in this section were obtained from the Milwaukee Chamber of Commerce.

Unemployment

The Wisconsin State Employment Service reported that an average of 14,300 workers were unemployed in the first nine months of 1966. The 1966 unemployment rate of 2.5 percent is below that of the comparable period in 1965 and represents a continuation of a downward trend evident since the high of 5.4 percent in 1961 (see table I). Since the present unemployment is considered to be minimal, a decline from the current rate is not expected during the forecast period.

Estimated Future Employment

It is apparent that the Milwaukee economy is currently in the midst of a rapid expansion. Employment in the SMSA is growing at almost four percent a year, and unemployment is at its lowest level in 16 years. The nation-wide industrial expansion has led to increased demand for durable goods, especially machinery and metal products. The growing number of jobs in the manufacturing sector of the Milwaukee economy has led to a higher demand for workers in supporting nonmanufacturing industries. This expansion has created over 34,400 new jobs in the Milwaukee area since 1963, including gains of 20,100 between 1964 and 1965 and 18,200 between comparable nine-month periods in 1965 and 1966.

It is unlikely, however, that gains of the 1964-1966 magnitude can continue well into the 1966-1968 forecast period. As unemployment reaches the minimal level and tightness in other labor markets reduces in-migration, it will become increasingly difficult to find workers to fill the job vacancies. During the 1966-1968 forecast period, nonagricultural wage and salary employment in the Milwaukee area should increase by 11,000 to 12,000 jobs annually.

The expected annual gains of 2,500-3,000 in manufacturing during the forecast period are well below the increases of 7,200 in 1964-1965 and 6,000 between comparable nine-month 1965 and 1966 periods. The reduction of anticipated employment gains from the levels of recent increases is based on the assumption that durable goods production (especially in the machinery and transportation industries) has reached near-peak levels and probably will not expand at more than a total of 2,800 jobs annually, including gains of 1,700 to 2,300 jobs in machinery industries and 400 to 500 in primary and fabricated metal production, during the next two years. Manufacturing employers will fill skilled-job vacancies primarily from recruitment from lower-wage nonmanufacturing firms and from training programs. In addition, some in-migration of skilled labor is expected from surrounding communities.

Nonmanufacturing industries also will experience some difficulty in filling jobs, and should have employment increases of between 8,500 and 9,000 jobs annually during the next two years. In the previous two years, employment in nonmanufacturing industries has grown by 12,800 between 1964 and 1965 and 12,300 between comparable nine-month periods in 1965 and 1966. The principal sources of this growth will be new entrants to the labor market and some reduction in unemployment, both of which will increase the employment participation rate over the next two years.

Income

Manufacturing Earnings. Because of the concentration of employment in high-wage durable goods industries, weekly earnings of manufacturing workers in Milwaukee are relatively high. As seen below, average weekly earnings of workers on manufacturing payrolls in the Milwaukee SMSA were \$126, compared with \$108 weekly for the Nation as a whole.

Annual Average Weekly Earnings, Hours Worked, and Hourly Wage for Manufacturing Production Workers Milwaukee, Wisconsin, SMSA, 1960 to 1965

<u>Year</u>	<u>Durable goods</u>		<u>Nondurable goods</u>		<u>Total manufacturing</u>		
	<u>Weekly earnings</u>	<u>Hours worked</u>	<u>Weekly earnings</u>	<u>Hours worked</u>	<u>Weekly earnings</u>	<u>Hours worked</u>	<u>Hourly wage</u>
1960	\$109	40.2	\$ 94	39.5	\$105	40.0	2.63
1961	111	40.1	97	39.6	107	39.9	2.68
1962	119	41.2	101	40.1	114	41.0	2.78
1963	120	40.9	103	40.0	116	40.7	2.85
1964	126	41.3	109	40.6	121	41.2	2.95
1965	131	41.6	112	40.8	126	41.4	3.04

Source: U.S. Department of Labor, Bureau of Labor Statistics.

Income. The current median income, after deduction of federal income tax, of all families in the Milwaukee SMSA is \$8,525, and the median after-tax income of two- or more-person renter households is \$7,325. Median incomes in the four major sectors of the SMSA are shown in the following table.

Estimated Median Annual Family Income, by Area After Deduction of Federal Income Tax Milwaukee, Wisconsin, SMSA, 1966 and 1968

<u>Area</u>	<u>All families</u>		<u>Renter households^{a/}</u>	
	<u>1966</u>	<u>1968</u>	<u>1966</u>	<u>1968</u>
SMSA total	\$8,525	\$9,025	\$7,325	\$7,750
Milwaukee City	8,125	8,600	7,225	7,625
Rest of Milwaukee County	9,475	10,000	8,125	8,600
Ozaukee County	8,750	9,275	7,525	7,950
Waukesha County	8,750	9,275	7,525	7,950

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

Source: Estimated by Housing Market Analyst.

As seen in the distribution of all families and renter households by income classes presented in table III, approximately 23 percent of all families and 34 percent of renter households in the Milwaukee SMSA have 1966 annual incomes of less than \$6,000. About ten percent of all families and four percent of renter households have after-tax incomes in excess of \$15,000 a year.

Demographic Factors

Population

HMA Total. The population of the Milwaukee SMSA is estimated at 1,369,000 as of November 1, 1966, a gain of 136,300 (11 percent) since April 1960, or an average annual population increase since 1960 of 20,700. The average, however, combines very slow population growth in the early 1960's and rapid increases in the last two years. It is probable that the population in the Milwaukee SMSA has grown by well over 25,000 persons annually since 1964.

During the 1950-1959 decade, the population of the HMA increased by about 2.3 percent, or almost 25,250 persons, annually. Population trends in the Milwaukee SMSA and its major political subdivisions are shown in tables IV and V. A summary of the population growth in the Milwaukee SMSA between 1950 and 1968 is shown below.

Population Trends Milwaukee, Wisconsin, SMSA, 1950-1968

<u>Date</u>	<u>Population</u>	<u>Average annual change</u> <u>from preceding date</u>	
		<u>Number</u>	<u>Percent a/</u>
April 1950	980,309	-	-
April 1960	1,232,731	25,242	2.3
November 1966	1,369,000	20,700	1.7
November 1968	1,408,000	19,500	1.4

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

Sources: 1950 and 1960 Censuses of Population.
1966 and 1968 estimated by Housing Market Analyst.

City of Milwaukee. As of November 1, 1966, there were approximately 788,000 persons residing in the city of Milwaukee, almost 58 percent of the total population of the SMSA. The city has been the slowest growing component of the Milwaukee area, increasing at rates of 1.5 percent between 1950 and 1960 and 1.0 percent during the 1960-1966 period. The population increase from 637,400 in 1950 to 741,300 in 1960 was solely the result of the annexation of areas containing 123,900 persons at the time of the 1960 Census. Population within the 1950 city limits decreased by 19,950 persons from 1950 to 1960.

Suburban Milwaukee County. The population of Milwaukee County outside the Milwaukee city limits currently totals 336,000, a gain of about 6,250 (2.1 percent) annually over the 1960 level of 294,700. The 1950-1960 population growth of suburban Milwaukee County is understated because of annexation activity by the city of Milwaukee.

Ozaukee County. Ozaukee County, to the north of Milwaukee, is the smallest submarket in the Milwaukee area. The current population of the county is 46,000, or about three percent of the population of the entire SMSA. The population of the county grew by about five percent annually during the 1950's as the county first was established as a suburb of Milwaukee. Slow population growth in the early 1960's, however, caused the 1960-1966 rate of growth to drop to 1,150, or 2.8 percent, annually. Recent population increases probably have approached 1,800 to 2,000 annually.

Waukesha County. Waukesha County is the fastest growing segment of the Milwaukee SMSA. The 1966 population of 199,000 represents growth at 3.6 percent annually over the April 1960 total of about 158,200. The population increase in the 1950's was even more rapid because much of the eastern part of the county contiguous to Milwaukee County became urbanized during that decade. The 1950-1960 increase in Waukesha County totaled about 72,350 persons, a rate of growth of over 6.1 percent yearly.

Future Population Growth. Based on the projected employment increase, it is anticipated that population in the Milwaukee SMSA will increase to a total of 1,408,000 by November 1968, a gain of 19,500 persons annually. The population of the city of Milwaukee should reach 796,000 in 1968; population will total 349,000 in suburban Milwaukee County, 50,000 in Ozaukee County, and 213,000 in Waukesha County. All of the projected population increases are above the 1960-1966 gains except for population in the city of Milwaukee, which should increase by less than one percent annually in the next two years. As a result of a tightening labor market, the anticipated population increases in the SMSA probably will not reach the levels of the last two years. Moreover, if the job vacancies are not filled at the projected rate, population gains will be even lower than those forecast.

Natural Increase and Migration. Between April 1950 and April 1960, net natural increase (excess of resident births over resident deaths) accounted for 17,550 (70 percent) of the 25,250 average annual change in the total population of the Milwaukee SMSA; in-migration accounted for the remaining 30 percent. Each of the counties in the SMSA had a net in-migration of population during the decade, led by a net of 5,300 persons annually into Waukesha County. The annexation activity of the city of Milwaukee obscures the fact that there was out-migration from the city as defined in 1950.

Annual average in-migration since 1960 is lower than that of the previous decade. It is likely, moreover, that during the economic downturn of the early 1960's net in-migration into the Milwaukee SMSA was virtually halted. In the last two years, however, it has exceeded by far the 1960-1966 average of 4,150. Tightening labor markets surrounding the Milwaukee area will slow the in-migration pace of the 1964-1966 period.

The 1960-1966 net natural increase in Milwaukee County is below the 1950-1960 average, primarily because of the out-migration of young, child-rearing couples into the suburban communities surrounding Milwaukee.

Components of Population Change
Milwaukee, Wisconsin, SMSA
Annual Averages, 1950-1966

<u>Area</u>	<u>Net natural</u> <u>increase</u>		<u>Net</u> <u>migration</u>	
	<u>1950-1960</u>	<u>1960-1966</u>	<u>1950-1960</u>	<u>1960-1966</u>
City of Milwaukee	10,400	9,600	-	-2,500
Suburban Milwaukee Co.	4,600	3,700	1,500	2,550
Ozaukee County	600	600	900	550
Waukesha County	<u>1,950</u>	<u>2,650</u>	<u>5,300</u>	<u>3,550</u>
SMSA total	17,550	16,550	7,700	4,150

Sources: 1950 and 1960 Censuses of Population,
Wisconsin State Department of Health, and
estimates by Housing Market Analyst.

Households

HMA Total. There were about 407,700 households in the Milwaukee area in November 1966, a gain of 40,000 or 11 percent since April 1960. Household growth trends in the Milwaukee SMSA generally have paralleled population trends, increasing substantially during the 1950's, growing slowly in the early 1960's, and rising rapidly since 1964.

Between 1950 and 1960, the number of households in the Milwaukee SMSA rose by 88,450. The increase in the number of households between 1950 and 1960 reflects, in part, the change in census definition from "dwelling unit" in the 1950 Census to "housing unit" in 1960. Household trends in the Milwaukee SMSA and its major components are shown in tables VI and VII. A summary of household growth in the SMSA is shown in the following table.

Household Trends
Milwaukee, Wisconsin, SMSA
1950-1968

<u>Date</u>	<u>Households</u>	<u>Average annual change</u> <u>from preceding date</u>	
		<u>Number</u>	<u>Percent a/</u>
April 1950	279,220	-	-
April 1960	367,686	8,847	2.8
November 1966	407,700	6,075	1.6
November 1968	419,800	6,050	1.5

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

Sources: 1950 and 1960 Censuses of Housing.
1966 and 1968 estimated by Housing Market Analyst.

City of Milwaukee. There were 246,700 households in the city of Milwaukee in November 1966, an average increase of 2,375 annually, or one percent, since 1960. Annexation of areas in Milwaukee County to the city during the 1950's was the principal reason for the growth in the number of households during the 1950-1959 decade. Also, a substantial portion of the increase in the number of households during the 1950's was caused by the change in census definition from "dwelling unit" in 1950 to "housing unit" in 1960.

Suburban Milwaukee County. As of November 1, 1966, there were 95,400 households in Milwaukee County outside the city limits of Milwaukee. The 1966 total represents a gain of 11,500 (14 percent) over the 83,900 enumerated in the 1960 Census. The 1960-1966 annual average household increase of 1,750 does not accurately indicate recent trends; since 1964, households probably have been growing at about 2,000 annually. Annexation activity by the city of Milwaukee prohibits accurate analysis of the 1950-1960 household gain in suburban Milwaukee County; nevertheless, it is evident that the portion of Milwaukee County outside the city grew rapidly during the 1950's.

Ozaukee County. The number of households in Ozaukee County in November 1966 totaled 12,400, a gain of 2,000 since April 1960. Similar to population trends in Ozaukee County, the number of households increased less in the 1960-1966 period (300 annually) than during the 1950's (380 annually).

Waukesha County. As of November 1966, Waukesha County contained 53,200 households, representing an increase of 1,650, or 3.5 percent, annually since 1960. The county is the fastest growing segment of the Milwaukee SMSA. During the 1950's, the number of households in Waukesha County grew from 23,550 to 42,400, or about 1,875 (5.9 percent) yearly. It is likely that the number of households in Waukesha County has increased by almost 2,000 annually since the 1964 economic upturn.

Household Size Trends. As seen in the following table, average household size has risen slightly in the suburban portions of the Milwaukee SMSA, but has declined in the city of Milwaukee. During the 1950's, average household size declined in Milwaukee County, but rose in both Ozaukee and Waukesha Counties, as they began to be utilized as suburbs of Milwaukee. The 1950-1960 decline in average household size in the city of Milwaukee continued into the 1960's, but not as rapidly as in the previous decade. Average household size in the Milwaukee SMSA is expected to stay close to 1966 levels during the forecast period.

Household Size Trends
Milwaukee, Wisconsin, SMSA, 1950-1966

<u>Area</u>	<u>April</u> <u>1950</u>	<u>April</u> <u>1960</u>	<u>November</u> <u>1966</u>
Total SMSA	<u>3.36</u>	<u>3.27</u>	<u>3.28</u>
City of Milwaukee	3.27	3.13	3.12
Suburban Milwaukee County	3.53	3.41	3.43
Ozaukee County	3.49	3.65	3.66
Waukesha County	3.51	3.66	3.67

Sources: 1950 and 1960 Censuses of Population and Housing and estimates by Housing Market Analyst.

Estimated Future Households. Based on anticipated increases in population in response to new job opportunities and on household size trends evident in the area, it is estimated that the number of households in the Milwaukee SMSA will increase by about 6,050 annually, to a November 1968 total of 419,800. Average annual household increases should be about 1,600 in the city of Milwaukee, 2,000 in suburban Milwaukee County, 500 in Ozaukee County, and 1,950 in Waukesha County. Except for household gains in the city of Milwaukee, all of these annual increases are above the 1960-1966 averages, but below those gains which probably occurred in the last few years. Household growth in the city of Milwaukee will be down from 2,375 in the 1960-1966 period to 1,600 in the forecast period, resulting in a total of 249,900 households in the city by November 1968.

Housing Market Factors

Housing Supply

Current Estimate and Past Trends. As of November 1, 1966, there were approximately 425,700 housing units in the Milwaukee SMSA, a net gain of about 39,550, or over 6,000 a year, since April 1960 (see table VIII). About 60 percent (254,200 units) of the current housing supply is located in Milwaukee. Suburban Milwaukee County has 99,400 units currently; Ozaukee County contains 13,300 units; and Waukesha County has 58,800 units at present.

The average annual net addition of 6,000 units to the housing supply since 1960 is 39 percent below the average of 9,825 units added during the 1950-1960 period. A portion of the increase during the 1950's, however, was attributable to a conceptual change in the census definition from "dwelling unit" in 1950 to "housing unit" in 1960.

Year Built. Based on 1960 Census of Housing data and building permits and demolitions, it is judged that about 12 percent of the November 1966 SMSA housing inventory has been added since April 1960; over 44 percent of the current supply was built before 1930. As seen below, the housing inventory of the city is much older than that of suburban parts of the SMSA.

Distribution of Housing Inventory by Year Built Milwaukee, Wisconsin, SMSA, November 1, 1966

<u>Year built a/</u>	<u>City of</u> <u>Milwaukee</u>	<u>Rest</u> <u>of SMSA</u>	<u>SMSA</u> <u>total</u>
April 1960-November 1966	23,400	28,400	51,800
1955-March 1960	25,700	35,100	60,800
1950-1954	25,600	23,200	48,800
1940-1949	18,300	19,200	37,500
1930-1939	21,300	16,700	38,000
1929 or earlier	<u>139,900</u>	<u>48,900</u>	<u>188,800</u>
Total units	254,200	171,500	425,700

a/ The basic census data contain an unknown degree of error in "year built", occasioned by the accuracy of response to enumerators' questions, as well as errors caused by sampling.

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

Type of Structure. Almost 57 percent of all units in the Milwaukee SMSA are single-family units (including trailers). Units in multifamily structures of three or more units per structure have accounted for a growing proportion of the housing inventory since 1960, increasing from 18 percent in 1960 to 20 percent currently. Multifamily units are, of course, more prevalent in the city of Milwaukee than in the suburban counties, as seen below.

Housing Inventory by Units in Structure
Milwaukee, Wisconsin, SMSA, 1966

<u>Units in structure</u>	<u>City of Milwaukee</u>	<u>Suburban Milwaukee Co.</u>	<u>Ozaukee County</u>	<u>Waukesha County</u>	<u>SMSA total</u>
One unit <u>a/</u>	104,000	73,800	11,400	51,900	241,100
Two units	80,700	13,200	1,300	3,200	98,400
Three or more units	<u>69,500</u>	<u>12,400</u>	<u>600</u>	<u>3,700</u>	<u>86,200</u>
Total units	254,200	99,400	13,300	58,800	425,700

a/ Includes trailers.

Sources: Estimated by Housing Market Analyst based on 1960 Census of Housing, C-40 Construction Reports, and City of Milwaukee demolition data.

Condition of the Inventory. Housing is in generally good condition in the Milwaukee SMSA. Currently, it is estimated that just over five percent of the inventory is substandard (dilapidated or lacking one or more plumbing facilities), compared with over eight percent in 1960. Of the 23,100 units judged substandard at present, 15,600 are located in the city of Milwaukee. Demolitions have lowered the city total from the 1960 level of 23,400, or ten percent of the inventory at that time.

Residential Building Activity

Annual Volume. Since January 1, 1960, over 54,250 privately-financed housing units have been authorized for construction in the Milwaukee SMSA. In addition, 1,310 units of public housing have been approved for construction in the city of Milwaukee in the last six years. Residential construction trends in the SMSA generally have followed economic and demographic patterns since 1960. The number of permits for private residential construction dropped from over 8,950 units in 1960 to a 16-year low of 6,350 units in 1962 and did not reach the 1960 level until 9,050 units were authorized in 1964; 9,325 units were authorized in 1965. Recently, tight money has caused building volume to drop off sharply; 5,950 privately-financed housing units have been authorized in the SMSA in the first ten months of 1966 compared to 8,175 in a comparable ten-month period in 1965.

In the city of Milwaukee, the number of units authorized dropped from 4,075 in 1960 to an annual average of 3,325 during the 1961-1964 period. In 1965, 4,400 privately-financed housing units were authorized in the city of Milwaukee, but during 1966, construction volume has decreased sharply (from 3,900 to 2,500 units in the first ten months of 1965 and 1966, respectively).

In the suburban portion of the SMSA, construction volume in the early 1960's decreased even more rapidly than that in the city of Milwaukee. Over 4,875 permits were issued in the suburban area in 1960, and by 1962, the total had dropped below 3,675. During 1964 and 1965, construction volume rose to between 4,925 and 5,050. In the 1960-1966 period, 30,000 units were authorized in the portion of the SMSA outside the city, including 15,300 units in suburban Milwaukee County, 2,450 in Ozaukee County, and 12,250 in Waukesha County. The annual volume of units authorized for construction for individual counties and selected municipalities since 1960 is shown in table IX.

Type of Structure. As seen in the table below, annual single-family construction levels in the Milwaukee SMSA have not varied as much as multifamily totals.

Privately-financed Units Authorized by Building Permits
Milwaukee, Wisconsin, SMSA, 1960-1966

<u>Year</u>	<u>Single-family</u>	<u>Duplex</u>	<u>Multifamily</u>	<u>Total</u>
1960	4,514	448	4,001	8,963
1961	3,953	442	2,866	7,261
1962	3,606	323	2,427	6,356
1963	4,106	454	2,804	7,364
1964	4,307	702	4,042	9,051
1965	4,016	702	4,603	9,321

First ten months

1965	3,524	584	4,066	8,174
1966	2,865	398	2,686	5,949

Sources: Bureau of the Census, C-40 Construction Reports; Metropolitan Builders Association of Greater Milwaukee.

The 4,525 single-family units authorized in 1960 represents the highest annual total of units started during the 1960-1966 period. In both the city of Milwaukee and Waukesha County, single-family construction was at peak levels of 1,125 and 1,775, respectively, in 1960. Since the low level of construction in 1962, single-family authorizations have averaged about 4,150 annually. The tight money market, however, has dropped 1966 single-family construction well below the 1963-1965 averaged. The number of single-family authorizations has decreased in the city of Milwaukee since 1963, but has remained relatively stable or increased slightly in the suburban portions of the SMSA.

Of the 3,475 duplex units authorized in the SMSA since January 1, 1960, 2,350, or 68 percent, were built in the city of Milwaukee. Recently, however, duplex units have become more common in the suburban portions of the SMSA; since 1964, 670 duplex units have been authorized outside the city.

Multifamily construction has been the most volatile of the residential construction components. From 4,000 units authorized in 1960, the number of multifamily units authorized dropped by 39 percent to the 1962 low of 2,425, and then rose by almost 90 percent to the 1965 total of 4,600. The 1961-1963 low level of multifamily construction was primarily the result of vacancy problems in the suburban portions of Milwaukee City and County. The 1965 construction rate has not been sustained into 1966, however, primarily because of the tightness of the money market.

About 16,250 privately-financed multifamily units have been authorized in the city of Milwaukee since 1960, equal to 69 percent of the total number authorized in the SMSA. The 1960-1966 year-to-year pattern of multifamily construction in the city is similar to that in the entire Milwaukee SMSA. The low point came in 1962 when 1,675 multifamily units were authorized; by 1965, however, this level had almost doubled. In 1965, 775 multifamily units were authorized in suburban Milwaukee County, 90 in Ozaukee County, and 410 in Waukesha County. The numbers of privately-financed single-family, duplex, and multifamily units authorized by building permits in the Milwaukee SMSA since 1960 are shown in detail in table X.

Units Under Construction. Based on building permit information and on the postal vacancy survey, it is estimated that there are approximately 3,775 units currently under construction. About 3,175 units are under construction in Milwaukee County, 150 in Ozaukee County, and 450 in Waukesha County. Of the 3,775 units currently under construction, 650 are single-family units and 3,125 are units in multifamily dwellings.

Demolitions. It is estimated that about 12,250 housing units have been demolished in the Milwaukee SMSA over the past six years. The office of the Inspector of Buildings of the City of Milwaukee reported that almost 10,800 units have been removed from the inventory since 1960, including 2,600 units in 1964 and 1,700 in 1965. Urban renewal activity and right-of-way clearance for the Milwaukee Expressway accounted for most of the losses. It is anticipated that the number of demolitions will be lower in the forecast period than during the last few years, principally because of a decrease in the number of units demolished for highway programs. Between 1,900 and 2,000 units annually probably will be removed from the housing inventory of the SMSA during the November 1966-November 1968 period.

Tenure of Occupancy

In November 1966, about 58.0 percent of all occupied housing units in the Milwaukee SMSA were owner-occupied, slightly below the 1960 owner-occupancy rate of 58.8 percent reported by the Census. Between 1950 and 1960, the owner-occupancy rate increased from 51.9 percent to 58.8 percent, as shown in table VIII. The reversal of the owner-occupancy trend since 1960 reflects increased construction of rental housing in the past few years.

In the city of Milwaukee, 46.1 percent of the occupied housing units were owner-occupied and 53.9 percent were occupied by renters as of November 1, 1966. The suburban nature of the remaining portion of the SMSA is indicated by the fact that owner-occupancy rates in November 1966 were 73.6 percent in suburban Milwaukee County, 79.8 percent in Ozaukee County, and 80.5 percent in Waukesha County. In Ozaukee and Waukesha Counties, there has been a continued trend away from renter-occupancy; but in suburban Milwaukee County, recent apartment construction has caused renter-occupancy to increase from 25.0 percent in 1960 to its current level of 26.4 percent.

Vacancy

1960 Census. The April 1960 Census reported about 10,725 vacant units available for sale or rent in the Milwaukee SMSA, an over-all net available vacancy ratio of 2.8 percent (see table XI). Included in the total were 2,750 units available for sale only (a net homeowner vacancy rate of 1.3 percent) and 7,975 units available for rent (a net renter vacancy rate of 5.0 percent).

Vacancy rates in the city of Milwaukee in April 1960 were 1.1 percent in sales housing and 5.3 percent in rental housing. Of the 7,900 available vacant units in the city, 70 sales units and 1,850 rental vacancies lacked one or more plumbing facilities.

Postal Vacancy Survey. The results of a postal vacancy survey conducted during October 1966 are shown in table XII. The survey covered over 396,400 total possible deliveries, or 93 percent of the current housing inventory. A total of 6,650 units were reported vacant, an over-all vacancy rate of 1.7 percent. Almost 4,225 vacant residences and 2,425 vacant apartments were counted, 1.3 percent and 4.0 percent vacancy rates, respectively. Almost 1,100 residences and 3,150 apartments were reported to be in various stages of construction. It is probable that many of the single-family units reported to be under construction by the postal survey are actually units in areas still in the planning stage and for which building permits have not yet been issued.

It is important to note that the postal vacancy survey data are not entirely comparable with the data published by the Bureau of the Census because of differences in definition, area delineations, and methods of enumeration. The census reports units and vacancies by tenure, whereas the postal vacancy survey reports units and vacancies by type of structure. The Post Office Department defines a "residence" as a unit representing one stop for one delivery of mail (one mailbox). These are principally single-family homes, but include row houses, and some duplexes and structures with additional units created by conversion. An "apartment" is a unit on a stop where more than one delivery of mail is possible. Postal surveys omit vacancies in limited areas served by Post Office boxes and tend to omit units in subdivisions under construction. Although the postal vacancy survey has obvious limitations, when used in conjunction with other vacancy indicators, the survey serves a valuable function in the derivation of estimates of local market conditions.

Vacancies in FHA-Insured Projects. Vacancies in reporting FHA-insured projects have declined since 1964. Units in projects insured under Section 608 and 221(d)(3) are experiencing excellent occupancy, probably indicating a strong market in the low and moderate rent ranges. For all reporting projects, the vacancy rate declined from 6.8 percent in March 1964 to 3.4 percent in March 1965, and 2.6 percent in March 1966.

Current Estimate. Based on the postal vacancy survey, on other, less comprehensive, vacancy data and on information obtained from local builders, realtors, and apartment managers, it is judged that the overall vacancy rate in the Milwaukee area in November 1966 was about 2.3 percent. The total of 9,500 vacant available housing units in the Milwaukee SMSA currently includes 2,850 units available for sale and 6,650 available for rent. Both the sales vacancy ratio of 1.2 percent and the rental vacancy ratio of 3.7 percent are below comparable rates in 1960.

The decrease in the absolute number of vacant available units since 1960 is the result of a large number of demolitions in the city of Milwaukee and a tightening of the rental market which probably began in 1965 when residential construction lagged well behind demand in the Milwaukee area. The current estimate of vacancies in the Milwaukee SMSA is above the level reported by the postal vacancy survey because it is felt that there was an undercount of vacant units in the city of Milwaukee and portions of Waukesha County.

The lowest vacancy rates in the SMSA are those in the city of Milwaukee, 0.9 percent in sales housing and only 3.3 percent in rental units. The market is not as tight, however, in the suburban portions of the SMSA. Sales vacancy rates are 1.7 percent in suburban Milwaukee County, 1.5 percent in Ozaukee County, and 1.2 percent in Waukesha County. Rental vacancy rates range from 4.6 percent in Waukesha County to 5.7 percent in Ozaukee County. No geographical segment of the sales or rental market appears to have excessive vacancies currently.

Sales Market

General Market Conditions. The sales market in the Milwaukee SMSA and all of its geographic components is good. The high cost of money, both to builders and to mortgagors, has caused construction volume to lag behind demand, resulting in lower vacancies. The greatest scarcity in the sales market appears to be in the city of Milwaukee, with the suburban areas experiencing slightly better availability of sales units.

Speculative vs. Contract Building. Most of the new sales housing units constructed in the Milwaukee SMSA in the last two decades have been on a contract basis. Speculative construction is not popular in the Milwaukee area; builders generally operate on a small scale, concentrating in a particular geographic area of the SMSA.

According to the annual FHA Unsold Inventory of New Homes, only one builder surveyed had a volume of more than 100 homes completed in 1965. The average volume of construction for area builders surveyed in 1965 was well below 40 homes annually. The annual surveys conducted in January of 1964, 1965, and 1966, showed that only between five percent and nine percent of the units surveyed were built speculatively. The surveys were conducted by the Milwaukee FHA Insuring Office and covered subdivisions in which five or more houses were completed in the Milwaukee SMSA in the twelve months preceding the survey dates; a summary of the three surveys is shown in table XIII.

Used Home Sales. The majority of the sales of older homes in the area are concentrated in or near the city of Milwaukee. The sales price of these units range from under \$10,000 in the center part of the city to well over \$75,000 in the Lakeshore, Fox Point, and Bayside areas in the east and the Menomonee River Parkway area in Wauwatosa. Most of the existing homes offered for sale are usually in the \$15,000-\$22,000 price class and are generally in the northwest part of the city or in West Allis or Wauwatosa.

The market for new homes exceeds the volume of residential construction in the Milwaukee area because of the high cost of money currently; buyers are turning to the lower-priced, existing home market. Also, many families that would ordinarily be filtering-up into new housing will defer purchase because of the high interest and large downpayments now demanded. Both of these factors have started to tighten the existing home market. The increasing demand has begun to cause used home prices to rise in the Milwaukee area recently.

New Construction. The most active segment of the Milwaukee SMSA in new housing construction is an area extending from the northwest corner of the city of Milwaukee to Menomonee Falls in Waukesha County. Subdivisions in this area are generally priced in the \$25,000-\$30,000 range. A few developments, however, are pricing homes below this level, about \$17,500 to \$20,000.

The area of large-scale new construction with the most expensive offerings in the Milwaukee SMSA is immediately to the west of Milwaukee and includes part of Wauwatosa in Milwaukee County and Brookfield and Elm Grove in Waukesha County. In Brookfield, for example, most subdivisions are in the \$30,000-\$40,000 price range. Also, many of the homes built in this area of the SMSA are constructed on a contract basis on lots sold to the homebuyer by a land developer. This type of housing usually is priced well above \$30,000. Another high-priced area in the SMSA is in the northern Milwaukee County suburbs of Fox Point, Brown Deer, River Hills, and Bayside. Construction in this area, although higher priced than in the western suburbs, is well below the annual volume levels of the Brookfield-Elm Grove area.

Much of the moderately-priced new sales units built in the SMSA recently have been in an area to the south and southwest of Milwaukee, including Greendale, Cudahy, South Milwaukee, Oak Creek, and Franklin in Milwaukee County, and New Berlin and Muskego in Waukesha County. Prices usually range in the \$17,500-\$25,000 category, and units generally are built in larger subdivisions than in the western or northern suburbs.

In the outlying towns to the north and west of the Milwaukee area, new construction usually is offered at a low price on a contract basis, with the few existing projects currently successful.

Rental Market

Although the rental market often has experienced vacancy difficulties in the last ten years, the demand for rental units in November 1966 exceeded the supply, especially in the city of Milwaukee.

The market for moderate rentals is the strongest segment of the rental market and generally is being satisfied from two sources: units in comparatively large, new garden-type projects in the suburban areas of the SMSA, and units in four- to eight-unit structures which were built in the late 1950's and early 1960's in the city of Milwaukee.

Most of the new garden-type projects in the suburban area of Milwaukee consist primarily of two-bedroom units with rents between \$130 and \$160 monthly. (In most cases, rents quoted in the Milwaukee area include all services and utilities except electricity). Typical large garden-type developments in the west and northwest suburbs of Milwaukee currently are experiencing good occupancy. Most of the new developments of this type are located in the southern suburban areas of the SMSA and are marketing very well.

The many four- and eight-unit structures in the Milwaukee area are experiencing good occupancy currently. Typical of these units are those in an area in the northwestern part of Milwaukee bordering Silver Spring Drive. The units were built in the early 1960's and usually have contract rents of about \$105-\$130 for a two-bedroom unit. At the time they were built, vacancies were high and many of the individual owners lost the properties. More experienced management and increasing demand, however, have helped to make this type of unit successful recently.

Another segment of the Milwaukee SMSA rental market is the high density, moderate- to high-rent areas in the city of Milwaukee, principally on the east side of the city along Prospect Avenue. Surveys of the area conducted by the Milwaukee FHA Insuring Office annually since 1963 provide an excellent indicator of the state of this market.

East Side Rental Market Survey
Milwaukee, Wisconsin, SMSA, 1963-1965

<u>Date</u>	<u>Units over one year old</u>		<u>Units one year old or less</u>	
	<u>Number</u> <u>of units</u>	<u>Percent</u> <u>vacant</u>	<u>Number</u> <u>of units</u>	<u>Percent</u> <u>vacant</u>
December 1963	4,237	5.5	601	23.1
December 1964	4,838	4.7	374	24.0
December 1965	5,109	2.7	209	35.4

Source: Milwaukee FHA Insuring Office.

As seen in the above table, vacancies in this area are very low and have decreased substantially since 1963. Of the 5,318 units surveyed in December 1965, almost 84 percent were efficiencies and one-bedroom units and 54 percent of the units were in structures built before 1948. These older buildings generally have a very high proportion of efficiencies, rent between \$90 and \$110 monthly, and generally have no occupancy problems currently.

In the newer high-rise projects in the area, rents are generally higher. Almost all of the new projects in this area report excellent occupancy. The 35.4 percent vacancy in units one year old or less reported by the December 1965 survey does not accurately indicate absorption of new units in this segment of the market because the total includes a project for the elderly, which had vacancy problems at the time of the survey.

Recently, there have been a few high-rent, high-rise projects built in the Milwaukee SMSA outside the Prospect Avenue area, principally in Shorewood and to the south of the downtown Milwaukee area; rents are generally between \$150 and \$300 monthly, and occupancy is good.

Urban Renewal Activity

There are five urban renewal projects in execution in the city of Milwaukee and two projects, Lower Third Ward (1-1) and Hillside (1-2), which have been completed recently.

East Side "A" Urban Renewal Project (R-1) is in an old residential and commercial area of downtown Milwaukee. The project is bounded roughly by the Milwaukee River, Kilbourn Avenue, North Milwaukee Street, and East State Street. About 1,650 housing units have been demolished. Renewal plans call for over 1,850 new housing units to be built in the project area. In addition to the new residences, a large commercial complex has been constructed.

Kilbourntown No. 3 Urban Renewal Project (R-11), bounded by North 17th Street, West Cherry Street, North 20th Street, and West Highland Avenue, is in the north-central, predominantly nonwhite, area of the city of Milwaukee. The existing structures in the project area were primarily residential and commercial, and plans call for almost 1,500 housing units to be demolished in the area in the next few years. About 190 units have been removed as of November 1966, and a 276-unit public housing project, Highland Park, has been built in the area. An additional 750 privately-financed housing units also are planned for the area, but construction probably will not start during the forecast period.

Marquette Urban Renewal Project (R-20) is an irregular area within the boundaries of West Kilbourn Avenue on the north, 11th Street on the east, West Clybourn Street on the south, and 17th Street on the west. The project area encompasses part of the Marquette University campus and contains many rooming houses, converted housing units, and commercial structures. Execution of the project began in 1965 and plans call for about 1,150 housing units to be demolished between 1967 and 1970. On completion, land use of the project will be institutional and residential, including some new dormitories at Marquette University.

Roosevelt (R-22) and Midtown (R-24) are redevelopment projects in the north-central part of the city near the Kilbourntown and Hillside renewal projects. It is estimated that about 1,500 units in Midtown and 100 units in Roosevelt are to be demolished. There will be no residential re-use of land in the Roosevelt project, but about 2,375 houses will be rehabilitated in the Midtown area. In addition, there is a 120-unit public housing project for the elderly, Cherry Court, currently under construction in the Midtown area.

Public Housing

As of November 1, 1966, there were 3,575 units of public housing in the city of Milwaukee, including 969 units for veterans and 536 units for elderly. Of the four projects completed since 1960, three were specifically designed for the elderly: Convent Hill (120 units), Lapham Park (172 units), and Riverview (180 units).

In addition to these units, there are four projects for the elderly under construction in the Milwaukee area. Holton Terrace, Merrill Park, and Cherry Court are 120-unit high-rise developments for the elderly and Highland Park is a 276-unit project for elderly and large-family usage located in the Kilbourntown No. 3 Renewal Project.

Demand for Housing

Quantitative Demand

Demand for housing in the Milwaukee SMSA is based primarily on the anticipated household increase and the need to replace housing units expected to be lost from the inventory through demolition and other causes. The distribution of demand between single-family and multifamily housing reflects recent construction trends and current and future tenure composition of the occupied inventory. On the basis of these considerations, the demand for new housing in the Milwaukee SMSA will be for about 8,000 units a year during the November 1966 to November 1968 forecast period. The annual demand consists of 4,000 single-family units, 550 units of duplex housing, and 3,450 multifamily units. Demand for 750 units at rents which probably can be achieved only by use of below-market-interest-rate financing or assistance in land acquisition or cost is included in the multifamily total. The annual demand estimate excludes low-rent public housing and rent-supplement accommodations. The following table summarizes the projected annual demand for new housing within the constituent submarkets of the HMA during the next two years.

Projected Annual Demand for New Housing
Milwaukee, Wisconsin, SMSA
November 1, 1966 to November 1, 1968

<u>Area</u>	<u>Type of structure</u>			<u>Total units</u>
	<u>Single-family</u>	<u>Duplex</u>	<u>Multi-family</u>	
SMSA total	<u>4,000</u>	<u>550</u>	<u>3,450</u>	<u>8,000</u>
City of Milwaukee	500	250	2,300	3,050
Suburban Milwaukee Co.	1,400	150	650	2,200
Ozaukee County	500	-	100	600
Waukesha County	1,600	150	400	2,150

The forecast average annual demand for single-family units in the SMSA is about equal to the 1965 construction level, but it is well above the single-family authorization rate of the first ten months of 1966. In Ozaukee and Waukesha Counties a similar situation exists; but in Milwaukee City a continued downward trend of single-family construction is expected, with a slightly increased rate of building in the suburban portion of Milwaukee County.

Demand for duplex units in the SMSA appears to be decreasing as more multifamily units are marketed, especially in the city of Milwaukee. The 150 units of annual demand in both Waukesha County and the suburban part of Milwaukee County are slightly above recent patterns; but only 250 duplex units are expected to be in demand in the city, compared with levels of 460 and 420 authorized in 1964 and 1965, respectively.

The anticipated annual demand for an average of 3,450 multifamily units in the Milwaukee SMSA is about equal to the average construction levels of the past six years, but is below construction volume in the last two years. The reduction is the result primarily of an anticipated decline in household growth rates from the 1964-1966 period of rapid economic expansion. The multifamily demand estimates for the suburban portions of the SMSA are all about equal to recent construction totals; the 2,300 units of multifamily housing expected to be in demand in the city of Milwaukee, although below the 3,325 units authorized in 1965, is comparable to the average volume in the 1960-1966 period.

The recent very high levels of residential construction have produced a substantial inventory of new multifamily housing in the SMSA, however, including over 3,100 units under construction on November 1, 1966. The ability of the market to continue to absorb new multifamily housing (including middle-income housing produced with below-market-interest-rate financing) must be observed carefully and appropriate adjustments made if imbalances appear.

Qualitative Demand

Single-family Housing. Based on current family income after deduction of federal income tax and the relationship between net family income and purchase price found to be typical in the Milwaukee SMSA, the annual demand for 4,000 units of new single-family housing is expected to be distributed as shown in the following table.

Estimated Annual Demand for New Single-family Housing
Milwaukee, Wisconsin, SMSA
November 1, 1966 to November 1, 1968

<u>Sales price</u>	<u>City of Milwaukee</u>	<u>Suburban Milwaukee</u>	<u>Ozaukee County</u>	<u>Waukesha County</u>
Under \$18,000	90	110	40	35
\$18,000 - 19,999	105	170	75	350
20,000 - 24,999	190	335	145	465
25,000 - 29,999	70	310	115	350
30,000 - 34,999	40	280	70	175
35,000 and over	<u>5</u>	<u>195</u>	<u>55</u>	<u>225</u>
Total	500	1,400	500	1,600

The foregoing distribution differs from that in table XIII, which reflects only selected subdivision experience during the years 1963, 1964, and 1965. It must be noted that these data do not include new construction in subdivisions with less than five completions during the year, nor do they reflect individual or contract construction on scattered lots. It is likely that the more expensive housing construction, and some of the lower-value homes, are concentrated in the smaller building operations which are quite numerous. The preceding demand estimates reflect all home building and indicate a greater concentration in some price ranges than a subdivision survey would reveal.

Duplex Housing. The demand for 550 units of housing in duplex structures includes 150 units for sale to owner occupants and 400 units which likely will be absorbed as rental housing. The sales units are distributed equally between the city of Milwaukee, suburban Milwaukee County, and Waukesha County. Demand for the 150 sales units annually is expected to be concentrated in the \$18,000 to \$20,000 price range. One-half of the rental units are expected to be in demand in the city of Milwaukee, and 100 units each are forecast for suburban Milwaukee County and Waukesha County. The demand for rental duplex units should be in the moderate rent ranges and has been combined with the rental distribution by county in tables XIV through XVII, and summarized on page 29.

Multifamily Housing. On the basis of current construction and land cost, and current financing terms^{1/}, the minimum gross rents achievable without public benefits or assistance in financing or land acquisition are estimated to be \$105 for efficiencies, \$125 for one-bedroom units, \$145 for two-bedroom units, and \$165 for three-bedroom units. The demand for new multifamily housing and rental duplex units at and above these minimum achievable rents is estimated at 3,100 units a year (including 400 duplex units) during the November 1, 1966 to November 1, 1968 forecast period.

The gross monthly rentals at which privately-owned net additions to the multifamily housing inventory might best be absorbed are summarized in the following table and shown in detail, by county, in tables XIV through XVII. The production of new units in higher rent ranges than indicated below may be justified if a competitive filtering of existing accommodations to lower ranges of rent can be anticipated to result.

^{1/} Calculated on the basis of a long-term mortgage (40 years) at six percent interest and 1½ percent initial annual curtail; changes in these assumptions will affect minimum rents accordingly.

Estimated Annual Demand for New Multifamily Units
Milwaukee, Wisconsin, SMSA, November 1966-November 1968

<u>Unit size</u>	Gross monthly rent <u>a/</u>	<u>Number of units</u>	
		<u>City of Milwaukee</u>	<u>Rest of SMSA</u>
Efficiency	\$105 -\$124	50	35
	125 - 149	50	5
	150 and over	30	-
One bedroom	\$125 -\$149	375	205
	150 - 169	245	110
	170 - 199	170	50
	200 and over	60	10
Two bedroom	\$145 -\$169	470	250
	170 - 199	240	110
	200 and over	90	105
Three bedroom	\$165 -\$179	130	80
	180 - 199	80	30
	200 and over	60	60

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

It should be noted again that the above summary distribution and the detailed distributions in tables XIV through XVII include 400 duplex units. Demand for these units is centered in the two- and three-bedroom category in the moderate rent ranges.

The annual demand for 750 additional multifamily units that may be marketed only at the lower rents achievable through the utilization of below-market-interest-rate financing or assistance in land acquisition and cost is distributed by submarkets below. The minimum achievable rents with this assistance are \$85 for efficiencies, \$100 for one-bedroom units, \$115 for two-bedroom apartments, and \$130 for three-bedroom units.

Estimated Annual Demand for New Multifamily Housing
Achievable only with Public Assistance^{a/}
Milwaukee, Wisconsin, SMSA, November 1966-November 1968

<u>Area</u>	<u>Efficiency</u>	<u>Size of unit</u>			<u>Total</u>
		<u>One</u> <u>bedroom</u>	<u>Two</u> <u>bedroom</u>	<u>Three</u> <u>bedroom</u>	
City of Milwaukee	15	150	185	100	450
Suburban Milwaukee Co.	5	45	75	25	150
Ozaukee County	5	10	20	15	50
Waukesha County	<u>5</u>	<u>30</u>	<u>35</u>	<u>30</u>	<u>100</u>
Total	30	235	315	170	750

^{a/} Excludes demand for low-rent public housing and rent-supplement accommodations.

The preceding distributions of average annual demand for new apartments, and those presented in tables XIV through XVII, are based on projected tenant-family income, the size distribution of tenant households, and rent-paying propensities found to be typical in the area; consideration is given also to the recent absorption experience of new rental housing. Thus, they represent a pattern for guidance in the production of rental housing predicated on foreseeable quantitative and qualitative considerations. Specific market demand opportunities or replacement needs may permit effective marketing of a single project differing from this demand distribution. Even though a deviation may experience market success, it should not be regarded as establishing a change in the projected pattern of demand for continuing guidance unless thorough analysis of all factors involved clearly confirms the change. In any case, particular projects must be evaluated in the light of actual market performance in specific rent ranges and neighborhoods or sub-markets.

The location factor is of especial importance in the provision of new units at the lower-rent levels. Families in this user group are not as mobile as those in other economic segments; they are less able or willing to break with established social, church, and neighborhood relationships, and proximity to place of work frequently is a governing consideration in the place of residence preferred by families in this group. Thus, the utilization of lower-priced land for new rental housing in outlying locations to achieve lower rents may be self-defeating unless the existence of a demand potential is clearly evident.

Table I

Civilian Work Force Components
Milwaukee, Wisconsin, SMSA
Annual Average 1960-1966
(in thousands)

<u>Year</u>	<u>Civilian work force</u>	<u>Unemployment</u>		<u>Workers on strike</u>	<u>Total employment</u>	<u>Agricultural employment</u>	<u>Nonagricultural employment</u>		
		<u>Number</u>	<u>Percent</u>				<u>Total</u>	<u>Wage and salary</u>	<u>Other</u> a/
<u>Milwaukee and Waukesha Counties</u>									
1960	527.0	19.6	3.7	0.0	507.3	4.9	502.4	457.8	44.6
1961	525.0	28.4	5.4	0.2	496.5	5.0	491.4	446.0	45.4
1962	516.4	19.4	3.8	0.4	496.6	4.9	491.7	453.7	38.0
1963	517.6	19.0	3.7	0.2	498.6	4.9	493.8	456.7	37.1
<u>Milwaukee, Waukesha, and Ozaukee Counties</u>									
1963	533.0	19.1	3.6	0.2	513.6	6.5	507.1	468.9	38.2
1964	542.7	17.8	3.3	1.1	523.9	6.3	517.6	479.3	38.3
1965	560.0	15.4	2.7	0.5	544.1	6.4	537.7	499.4	38.3
<u>First nine months:</u>									
1965	557.5	16.2	2.9	0.7	540.6	6.6	534.0	495.5	38.5
1966	572.3	14.3	2.5	0.9	557.1	5.8	551.3	513.8	37.5

^{a/} Includes self-employed and unpaid family workers and domestic workers in private households.
Note: Subtotals may not add to totals because of rounding.

Source: Wisconsin State Employment Service.

Table II

Nonagricultural Wage and Salary Employment by Type of IndustryMilwaukee, Wisconsin, SMSAAnnual Averages, 1960-1966

(in thousands)

<u>Industry</u>	<u>Milwaukee and Waukesha Counties</u>				<u>Milwaukee, Waukesha, and Ozaukee Counties</u>				
	<u>1960</u>	<u>1961</u>	<u>1962</u>	<u>1963</u>	<u>1963</u>	<u>1964</u>	<u>1965</u>	<u>First nine months</u> <u>1965</u>	<u>1966</u>
Total wage and salary employment	<u>457.8</u>	<u>446.0</u>	<u>453.7</u>	<u>456.7</u>	<u>468.9</u>	<u>479.3</u>	<u>499.4</u>	<u>495.5</u>	<u>513.8</u>
Manufacturing	<u>195.9</u>	<u>181.9</u>	<u>187.0</u>	<u>187.2</u>	<u>193.1</u>	<u>193.4</u>	<u>200.6</u>	<u>199.9</u>	<u>205.9</u>
Durable goods	<u>144.1</u>	<u>132.0</u>	<u>139.0</u>	<u>139.8</u>	<u>143.9</u>	<u>143.9</u>	<u>150.3</u>	<u>149.7</u>	<u>155.4</u>
Lumber and wood products	<u>2.7</u>	<u>2.5</u>	<u>2.5</u>	<u>2.5</u>	<u>2.6</u>	<u>2.7</u>	<u>2.8</u>	<u>2.7</u>	<u>2.8</u>
Stone, clay, and glass products	<u>1.9</u>	<u>1.9</u>	<u>1.8</u>	<u>1.8</u>	<u>1.9</u>	<u>1.9</u>	<u>1.9</u>	<u>1.9</u>	<u>2.1</u>
Primary metal industries	<u>15.8</u>	<u>15.2</u>	<u>15.9</u>	<u>15.8</u>	<u>16.2</u>	<u>16.7</u>	<u>17.7</u>	<u>17.6</u>	<u>18.4</u>
Fabricated metal products	<u>14.2</u>	<u>13.1</u>	<u>13.3</u>	<u>13.6</u>	<u>13.9</u>	<u>14.2</u>	<u>15.0</u>	<u>14.9</u>	<u>15.8</u>
Non electrical machinery	<u>48.2</u>	<u>44.3</u>	<u>46.8</u>	<u>47.5</u>	<u>50.0</u>	<u>50.9</u>	<u>53.8</u>	<u>53.5</u>	<u>56.8</u>
Electrical machinery	<u>36.2</u>	<u>35.3</u>	<u>36.2</u>	<u>35.5</u>	<u>36.1</u>	<u>36.0</u>	<u>36.6</u>	<u>36.6</u>	<u>37.9</u>
Transportation equipment	<u>19.8</u>	<u>14.7</u>	<u>17.0</u>	<u>16.9</u>	<u>16.9</u>	<u>15.2</u>	<u>15.7</u>	<u>15.8</u>	<u>13.7</u>
Instruments and related products	<u>3.1</u>	<u>2.8</u>	<u>2.8</u>	<u>3.1</u>	<u>3.1</u>	<u>3.1</u>	<u>3.4</u>	<u>3.3</u>	<u>3.7</u>
Other durable goods	<u>2.1</u>	<u>2.1</u>	<u>2.6</u>	<u>3.1</u>	<u>3.1</u>	<u>3.2</u>	<u>3.5</u>	<u>3.4</u>	<u>4.2</u>
Nondurable goods	<u>51.8</u>	<u>49.9</u>	<u>48.1</u>	<u>47.3</u>	<u>49.2</u>	<u>49.5</u>	<u>50.3</u>	<u>50.2</u>	<u>50.5</u>
Food and kindred products	<u>21.3</u>	<u>20.0</u>	<u>18.7</u>	<u>18.0</u>	<u>18.6</u>	<u>18.4</u>	<u>18.5</u>	<u>18.4</u>	<u>18.4</u>
Textiles and apparel	<u>4.7</u>	<u>4.5</u>	<u>4.4</u>	<u>4.3</u>	<u>4.5</u>	<u>4.7</u>	<u>4.7</u>	<u>4.8</u>	<u>4.6</u>
Paper and allied products	<u>4.8</u>	<u>4.8</u>	<u>4.8</u>	<u>4.8</u>	<u>4.9</u>	<u>4.9</u>	<u>5.0</u>	<u>5.0</u>	<u>5.1</u>
Printing, publishing, and allied industries	<u>11.0</u>	<u>10.9</u>	<u>10.7</u>	<u>10.7</u>	<u>10.9</u>	<u>11.0</u>	<u>11.0</u>	<u>11.0</u>	<u>11.3</u>
Chemicals and allied products	<u>2.8</u>	<u>2.8</u>	<u>2.7</u>	<u>2.7</u>	<u>2.9</u>	<u>2.9</u>	<u>3.0</u>	<u>2.9</u>	<u>3.0</u>
Leather and leather products	<u>6.3</u>	<u>5.8</u>	<u>5.6</u>	<u>5.4</u>	<u>5.9</u>	<u>5.9</u>	<u>5.9</u>	<u>5.9</u>	<u>5.8</u>
Other nondurable goods	<u>1.1</u>	<u>1.1</u>	<u>1.3</u>	<u>1.5</u>	<u>1.6</u>	<u>1.7</u>	<u>2.2</u>	<u>2.2</u>	<u>2.3</u>
Nonmanufacturing	<u>261.7</u>	<u>264.3</u>	<u>266.8</u>	<u>269.5</u>	<u>275.9</u>	<u>286.0</u>	<u>298.8</u>	<u>295.6</u>	<u>307.9</u>
Contract construction	<u>21.4</u>	<u>20.9</u>	<u>18.9</u>	<u>18.0</u>	<u>19.0</u>	<u>20.2</u>	<u>21.6</u>	<u>21.3</u>	<u>22.7</u>
Transportation, communication, etc.	<u>28.0</u>	<u>27.3</u>	<u>27.4</u>	<u>26.9</u>	<u>27.7</u>	<u>27.9</u>	<u>28.3</u>	<u>28.2</u>	<u>28.3</u>
Trade	<u>91.3</u>	<u>90.6</u>	<u>91.4</u>	<u>92.4</u>	<u>94.6</u>	<u>97.9</u>	<u>101.9</u>	<u>100.2</u>	<u>103.7</u>
Finance, insurance, real estate	<u>21.8</u>	<u>22.5</u>	<u>22.6</u>	<u>22.7</u>	<u>23.0</u>	<u>23.5</u>	<u>24.1</u>	<u>24.0</u>	<u>24.8</u>
Service and miscellaneous	<u>54.3</u>	<u>55.8</u>	<u>58.1</u>	<u>60.2</u>	<u>61.3</u>	<u>64.4</u>	<u>68.0</u>	<u>67.7</u>	<u>70.3</u>
Government	<u>44.9</u>	<u>47.2</u>	<u>48.4</u>	<u>49.3</u>	<u>50.3</u>	<u>52.1</u>	<u>54.9</u>	<u>54.2</u>	<u>58.1</u>

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

Source: Wisconsin State Employment Service

Table III

Percentage Distribution of All Families by Estimated Annual Income
After Deduction of Federal Income Tax
Milwaukee, Wisconsin, SMSA, 1966 and 1968

Family Income	Milwaukee SMSA total				Milwaukee City				Remainder of Milwaukee County			
	All families		Renter households a/		All families		Renter households a/		All families		Renter households a/	
	1966	1968	1966	1968	1966	1968	1966	1968	1966	1968	1966	1968
Under \$3,000	6	5	11	10	6	6	11	10	-	-	4	4
\$3,000 - 3,999	4	4	5	5	6	5	7	6	3	3	6	5
4,000 - 4,999	5	5	8	7	6	5	8	7	5	5	8	7
5,000 - 5,999	7	6	10	9	8	8	10	9	8	5	9	8
6,000 - 6,999	11	9	12	11	11	9	12	10	9	7	11	10
7,000 - 7,999	11	11	12	11	11	10	12	12	10	10	11	10
8,000 - 8,999	11	10	11	11	12	11	10	11	10	11	10	9
9,000 - 9,999	10	10	8	8	9	10	9	9	9	9	9	9
10,000 - 12,499	17	18	12	15	16	17	12	15	18	19	14	17
12,500 - 14,999	8	10	7	7	8	10	6	6	11	11	9	10
15,000 and over	10	12	4	6	7	9	3	5	17	20	9	11
Total	100	100	100	100	100	100	100	100	100	100	100	100

Family Income	Ozaukee County				Waukesha County			
	All families		Renter households a/		All families		Renter households a/	
	1966	1968	1966	1968	1966	1968	1966	1968
Under \$3,000	4	3	10	9	4	4	9	8
\$3,000 - 3,999	5	5	6	5	4	4	6	5
4,000 - 4,999	6	5	7	7	6	4	7	7
5,000 - 5,999	8	7	10	9	6	6	9	8
6,000 - 6,999	9	9	12	10	10	8	13	11
7,000 - 7,999	11	10	11	11	11	11	12	12
8,000 - 8,999	10	10	11	11	11	11	10	11
9,000 - 9,999	10	9	9	9	10	10	9	9
10,000 - 12,499	17	18	12	15	18	18	13	14
12,500 - 14,999	8	10	7	7	8	10	7	8
15,000 and over	12	14	5	7	12	14	5	7
Total	100	100	100	100	100	100	100	100

a/ Excludes one-person renter households.

Source: Estimated by Housing Market Analyst.

Table IV

Population Trends
Milwaukee, Wisconsin, SMSA
1950-1968

<u>Area</u>	<u>Number of persons</u>				<u>Average annual increase</u>					
	<u>April</u>	<u>April</u>	<u>November</u>	<u>November</u>	<u>1950-1960</u>		<u>1960-1966</u>		<u>1966-1968</u>	
	<u>1950</u>	<u>1960</u>	<u>1966</u>	<u>1968</u>	<u>Number</u>	<u>Percent^{a/}</u>	<u>Number</u>	<u>Percent^{a/}</u>	<u>Number</u>	<u>Percent^{a/}</u>
Milwaukee SMSA total	<u>980,309</u>	<u>1,232,731</u>	<u>1,369,000</u>	<u>1,408,000</u>	<u>25,242</u>	<u>2.3</u>	<u>20,700</u>	<u>1.7</u>	<u>19,500</u>	<u>1.4</u>
Milwaukee County	<u>871,047</u>	<u>1,036,041</u>	<u>1,124,000</u>	<u>1,145,000</u>	<u>16,499</u>	<u>1.8</u>	<u>13,350</u>	<u>1.3</u>	<u>10,500</u>	<u>0.9</u>
City of Milwaukee	<u>637,392</u>	<u>741,324</u>	<u>788,000</u>	<u>796,000</u>	<u>10,393</u>	<u>1.5</u>	<u>7,100</u>	<u>1.0</u>	<u>4,000</u>	<u>0.5</u>
Suburban Milwaukee Co.	<u>233,655</u>	<u>294,717</u>	<u>336,000</u>	<u>349,000</u>	<u>6,106</u>	<u>2.3</u>	<u>6,250</u>	<u>2.1</u>	<u>6,500</u>	<u>1.9</u>
Ozaukee County	<u>23,361</u>	<u>38,441</u>	<u>46,000</u>	<u>50,000</u>	<u>1,508</u>	<u>5.0</u>	<u>1,150</u>	<u>2.8</u>	<u>2,000</u>	<u>4.3</u>
Waukesha County	<u>85,901</u>	<u>158,249</u>	<u>199,000</u>	<u>213,000</u>	<u>7,235</u>	<u>6.1</u>	<u>6,200</u>	<u>3.6</u>	<u>7,000</u>	<u>3.5</u>

^{a/} Derived through the use of a formula designed to calculate the average annual percentage change on a compound basis.

Sources: 1950 and 1960 Censuses of Population.
1966 and 1968 estimated by Housing Market Analyst.

Table V

Population Trends
Milwaukee, Wisconsin, SMSA
April 1950 to November 1966

<u>Area</u>	<u>April 1, 1950</u>	<u>April 1, 1960</u>	<u>November 1, 1966</u>	<u>Average annual change 1950-1960</u>	<u>1960-1966</u>
Milwaukee SMSA total	<u>980,309</u>	<u>1,232,731</u>	<u>1,369,000</u>	<u>25,242</u>	<u>20,700</u>
Milwaukee County	<u>871,047</u>	<u>1,036,041</u>	<u>1,124,000</u>	<u>16,499</u>	<u>13,350</u>
Brown Deer	-	11,280	13,650	1,128	360
Cudahy	12,182	17,975	22,300	579	660
Glendale	-	9,537	12,100	954	390
Greendale	2,752	6,843	11,500	409	700
Greenfield	-	17,636	22,600	1,764	750
Milwaukee	637,392	741,324	788,000	10,393	7,100
Oak Creek	-	9,372	12,700	937	500
Shorewood	16,199	15,990	16,600	- 21	90
South Milwaukee	12,855	20,307	22,300	745	300
Wauwatosa	33,324	56,923	61,100	2,360	630
West Allis	42,959	68,157	76,400	2,520	1,250
Whitefish Bay	14,665	18,390	18,500	372	20
Rest of County	98,719	42,307	46,250	-5,641	600
Ozaukee County	<u>23,361</u>	<u>38,441</u>	<u>46,000</u>	<u>1,508</u>	<u>1,150</u>
Cedarburg	2,810	5,191	6,150	238	150
Mequon	-	8,543	10,500	854	300
Port Washington	4,755	5,984	7,800	123	270
Rest of County	15,796	18,723	21,550	293	430
Waukesha County	<u>85,901</u>	<u>158,249</u>	<u>199,000</u>	<u>7,235</u>	<u>6,200</u>
Brookfield	-	19,812	27,550	1,981	1,175
Elm Grove	-	4,994	6,600	499	240
Menomonee Falls	2,469	18,276	28,250	1,581	1,525
New Berlin	-	15,788	22,300	1,579	990
Waukesha	21,233	30,004	36,100	877	930
Rest of County	62,199	69,375	78,200	718	1,340

Sources: 1950 and 1960 Censuses of Population.
1966 estimated by Housing Market Analyst.

Table VI
Household Trends
Milwaukee, Wisconsin, SMSA
1950-1968

Area	Number of households				Average annual increase					
	April	April	November	November	1950-1960		1960-1966		1966-1968	
	1950	1960	1966	1968	Number	Percent ^{a/}	Number	Percent ^{a/}	Number	Percent ^{a/}
Milwaukee SMSA total	279,220	367,686	407,700	419,800	8,847	2.8	6,075	1.6	6,050	1.5
Milwaukee County	249,036	314,875	342,100	349,300	6,584	2.3	4,125	1.3	3,600	1.1
City of Milwaukee	185,734	230,987	246,700	249,900	4,525	2.2	2,375	1.0	1,600	0.6
Suburban Milwaukee Co.	63,302	83,888	95,400	99,400	2,059	2.9	1,750	2.0	2,000	2.1
Ozaukee County	6,620	10,417	12,400	13,400	380	4.5	300	2.7	500	4.0
Waukesha County	23,564	42,394	53,200	57,100	1,883	5.9	1,650	3.5	1,950	3.7

^{a/} Derived through the use of a formula designed to calculate the average annual percentage change on a compound basis.

Sources: 1950 and 1960 Censuses of Housing.
1966 and 1968 estimated by Housing Market Analyst.

Table VII

Household Trends
Milwaukee, Wisconsin, SMSA
April 1950 to November 1966

<u>Area</u>	<u>April 1, 1950</u>	<u>April 1, 1960</u>	<u>November 1, 1966</u>	<u>Average annual change</u>	
				<u>1950-1960</u>	<u>1960-1966</u>
Milwaukee SMSA total	<u>279,220</u>	<u>367,686</u>	<u>407,700</u>	<u>8,847</u>	<u>6,075</u>
Milwaukee County	<u>249,036</u>	<u>314,875</u>	<u>342,100</u>	<u>6,584</u>	<u>4,125</u>
Brown Deer	-	2,832	3,450	283	95
Cudahy	3,279	5,288	6,550	201	190
Glendale	-	2,793	3,550	279	120
Greendale	642	1,833	3,100	119	190
Greenfield	-	4,626	5,950	463	200
Milwaukee	185,734	230,987	246,700	4,525	2,375
Oak Creek	-	2,367	3,250	237	140
Shorewood	5,185	5,675	5,800	49	20
South Milwaukee	3,534	5,698	6,250	216	80
Wauwatosa	9,848	15,820	17,050	597	190
West Allis	12,244	20,397	22,800	815	360
Whitefish Bay	4,155	5,319	5,350	116	5
Rest of County	24,415	11,240	12,300	-1,317	160
Ozaukee County	<u>6,620</u>	<u>10,417</u>	<u>12,400</u>	<u>380</u>	<u>300</u>
Cedarburg	861	1,489	1,750	63	40
Mequon	-	2,270	2,800	227	80
Port Washington	1,403	1,771	2,300	37	80
Rest of County	4,356	4,887	5,550	53	100
Waukesha County	<u>23,564</u>	<u>42,394</u>	<u>53,200</u>	<u>1,883</u>	<u>1,650</u>
Brookfield	-	5,297	7,350	530	315
Elm Grove	-	1,217	1,625	122	60
Menomonee Falls	712	4,701	7,250	399	390
New Berlin	-	3,972	5,625	397	250
Waukesha	5,782	8,572	10,350	279	270
Rest of County	17,070	18,635	21,000	156	360

Sources: 1950 and 1960 Censuses of Housing.
1966 estimated by Housing Market Analyst.

Table VIII

Components of the Housing Inventory
Milwaukee, Wisconsin, SMSA
April 1, 1950-November 1, 1966

<u>Area and Date</u>		<u>Total housing units</u>	<u>Occupied units</u>	<u>Owner-occupied</u>		<u>Renter-occupied</u>		<u>Vacant units</u>
				<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>	
Milwaukee SMSA total	1950	287,920	279,220	144,888	51.9%	134,332	48.1%	8,700
	1960	386,165	367,686	216,117	58.8	151,569	41.2	18,479
	1966	425,700	407,700	236,600	58.0	171,100	42.0	18,000
Milwaukee County	1950	253,384	249,036	124,116	49.8	124,920	50.2	4,348
	1960	327,736	314,875	174,771	55.5	140,104	44.5	12,861
	1966	353,600	342,100	183,900	53.8	158,200	46.2	11,500
City of Milwaukee	1950	188,926	185,734	79,945	43.0	105,789	57.0	3,192
	1960	241,593	230,987	111,849	48.4	119,138	51.6	10,606
	1966	254,200	246,700	113,700	46.1	133,000	53.9	7,500
Suburban Milwaukee Co.	1950	64,458	63,302	44,171	69.8	19,131	30.2	1,156
	1960	86,143	83,888	62,922	75.0	20,966	25.0	2,255
	1966	99,400	95,400	70,200	73.6	25,200	26.4	4,000
Ozaukee County	1950	7,046	6,620	4,520	68.3	2,100	31.7	426
	1960	11,128	10,417	8,024	77.0	2,393	23.0	711
	1966	13,300	12,400	9,900	79.8	2,500	20.2	900
Waukesha County	1950	27,490	23,564	16,252	69.0	7,312	31.0	3,926
	1960	47,301	42,394	33,322	78.6	9,072	21.4	4,907
	1966	58,800	53,200	42,800	80.5	10,400	19.5	5,600

Sources: 1950 and 1960 Censuses of Population and Housing.
1966 estimated by Housing Market Analyst.

Table IX

Privately-Financed Housing Units Authorized by Building Permits
Milwaukee, Wisconsin, SMSA
January 1, 1960-November 1, 1966

<u>Area</u>	<u>1960</u>	<u>1961</u>	<u>1962</u>	<u>1963</u>	<u>1964</u>	<u>1965</u>	<u>First ten months</u>	
							<u>1965</u>	<u>1966</u>
SMSA total	<u>8,963</u>	<u>7,261</u>	<u>6,356</u>	<u>7,364</u>	<u>9,051</u>	<u>9,321</u>	<u>8,174</u>	<u>5,949</u>
Milwaukee County	<u>6,754</u>	<u>5,412</u>	<u>4,611</u>	<u>5,284</u>	<u>6,723</u>	<u>6,623</u>	<u>5,803</u>	<u>4,177</u>
Brown Deer	143	105	76	83	157	56	49	60
Cudahy	160	198	382	214	234	135	108	95
Glendale	192	162	86	112	152	103	86	62
Greendale	437	191	154	166	210	174	154	152
Greenfield	139	229	224	186	363	395	383	249
Milwaukee	4,079	3,390	2,692	3,220	3,996	4,400	3,891	2,500
Oak Creek	54	57	68	157	231	229	218	237
Shorewood	2	-	96	7	80	123	123	1
South Milwaukee	153	111	88	146	96	123	109	71
Wauwatosa	509	240	177	217	207	279	196	99
West Allis	662	365	267	458	514	321	248	444
Whitefish Bay	7	21	11	6	11	27	26	11
Rest of County	217	343	290	312	472	258	212	196
Ozaukee County	<u>236</u>	<u>262</u>	<u>242</u>	<u>302</u>	<u>375</u>	<u>595</u>	<u>522</u>	<u>444</u>
Cedarburg	23	13	8	29	57	92	82	105
Mequon	64	54	34	67	111	180	154	93
Port Washington	42	74	115	74	75	108	98	91
Rest of County	107	121	85	132	132	215	188	155
Waukesha County	<u>1,973</u>	<u>1,587</u>	<u>1,503</u>	<u>1,778</u>	<u>1,953</u>	<u>2,103</u>	<u>1,849</u>	<u>1,328</u>
Brookfield	324	284	227	305	373	346	306	254
Elm Grove	47	58	54	66	106	71	60	36
Menomonee Falls	646	416	400	369	253	345	280	167
New Berlin	245	184	153	247	269	354	323	247
Waukesha	244	184	266	303	384	382	332	235
Rest of County	467	461	403	488	568	605	548	389

Sources: C-40 Construction Reports and Metropolitan Builders
Association of Greater Milwaukee.

Table X

Privately-Financed Housing Units Authorized by Building Permits
By Type of Structure
Milwaukee, Wisconsin, SMSA, 1960-1966

<u>Area</u>	<u>1960</u>	<u>1961</u>	<u>1962</u>	<u>1963</u>	<u>1964</u>	<u>1965</u>	<u>First</u> <u>ten months</u>	
							<u>1965</u>	<u>1966</u>
<u>SMSA total</u>	<u>8,963</u>	<u>7,261</u>	<u>6,356</u>	<u>7,364</u>	<u>9,051</u>	<u>9,321</u>	<u>8,174</u>	<u>5,949</u>
Single-family	4,514	3,953	3,606	4,106	4,307	4,016	3,524	2,865
Duplex	448	442	323	454	702	702	584	398
Multifamily	4,001	2,866	2,427	2,804	4,042	4,603	4,066	2,686
<u>Milwaukee County</u>	<u>6,754</u>	<u>5,412</u>	<u>4,611</u>	<u>5,284</u>	<u>6,723</u>	<u>6,623</u>	<u>5,803</u>	<u>4,177</u>
Single-family	2,503	2,231	2,008	2,326	2,362	1,948	1,701	1,288
Duplex	412	412	299	414	604	572	484	334
Multifamily	3,839	2,769	2,304	2,544	3,757	4,103	3,618	2,555
<u>City of Milwaukee</u>	<u>4,079</u>	<u>3,390</u>	<u>2,692</u>	<u>3,220</u>	<u>2,996</u>	<u>4,400</u>	<u>3,891</u>	<u>2,500</u>
Single-family	1,116	791	780	1,002	896	656	565	427
Duplex	338	336	236	306	464	416	368	254
Multifamily	2,625	2,263	1,676	1,912	2,636	3,328	2,958	1,819
<u>Suburban Milwaukee Co.</u>	<u>2,675</u>	<u>2,022</u>	<u>1,919</u>	<u>2,064</u>	<u>2,727</u>	<u>2,223</u>	<u>1,912</u>	<u>1,677</u>
Single-family	1,387	1,440	1,228	1,324	1,466	1,292	1,136	861
Duplex	74	76	63	108	140	156	116	80
Multifamily	1,214	506	628	632	1,121	775	660	736
<u>Ozaukee County</u>	<u>236</u>	<u>262</u>	<u>242</u>	<u>302</u>	<u>375</u>	<u>595</u>	<u>522</u>	<u>444</u>
Single-family	226	254	242	273	369	496	437	369
Duplex	2	8	-	2	6	10	10	16
Multifamily	8	-	-	27	-	89	75	59
<u>Waukesha County</u>	<u>1,973</u>	<u>1,587</u>	<u>1,503</u>	<u>1,778</u>	<u>1,953</u>	<u>2,103</u>	<u>1,849</u>	<u>1,328</u>
Single-family	1,785	1,468	1,356	1,507	1,576	1,572	1,386	1,208
Duplex	34	22	24	38	92	120	90	48
Multifamily	154	97	123	233	285	411	373	72

Sources: C-40 Construction Reports and Metropolitan Builders Association of Greater Milwaukee.

Table XI

Vacancy Trends
Milwaukee, Wisconsin, SMSA
April 1, 1950-November 1, 1966

<u>Vacancy characteristics</u>	<u>Milwaukee County</u>			<u>Ozaukee County</u>	<u>Waukesha County</u>	<u>Milwaukee SMSA total</u>
	<u>City of Milwaukee</u>	<u>Suburban Milwaukee Co.</u>	<u>County total</u>			
<u>April 1, 1950</u>						
Total vacant units	<u>3,192</u>	<u>1,156</u>	<u>4,348</u>	<u>426</u>	<u>3,926</u>	<u>8,700</u>
Available vacant units	<u>1,753</u>	<u>484</u>	<u>2,237</u>	<u>62</u>	<u>262</u>	<u>2,561</u>
For sale	527	241	768	23	133	924
Homeowner vacancy rate	0.7%	0.5%	0.6%	0.5%	0.8%	0.6%
For rent	1,226	243	1,469	39	129	1,637
Renter vacancy rate	1.1%	1.3%	1.2%	1.8%	1.7%	1.2%
Other vacant units ^{a/}	1,439	672	2,111	364	3,664	6,139
<u>April 1, 1960</u>						
Total vacant units	<u>10,606</u>	<u>2,255</u>	<u>12,861</u>	<u>711</u>	<u>4,907</u>	<u>18,479</u>
Available vacant units	<u>7,900</u>	<u>1,362</u>	<u>9,262</u>	<u>207</u>	<u>1,269</u>	<u>10,738</u>
For sale	1,249	603	1,852	93	808	2,753
Homeowner vacancy rate	1.1%	0.9%	1.0%	1.1%	2.4%	1.3%
For rent	6,651	759	7,410	114	461	7,985
Renter vacancy rate	5.3%	3.5%	5.0%	4.5%	4.8%	5.0%
Other vacant units ^{a/}	2,706	893	3,599	504	3,638	7,741
<u>November 1, 1966</u>						
Total vacant units	<u>7,500</u>	<u>4,000</u>	<u>11,500</u>	<u>900</u>	<u>5,600</u>	<u>18,000</u>
Available vacant units	<u>5,500</u>	<u>2,700</u>	<u>8,200</u>	<u>300</u>	<u>1,000</u>	<u>9,500</u>
For sale	1,000	1,200	2,200	150	500	2,850
Homeowner vacancy rate	0.9%	1.7%	1.2%	1.5%	1.2%	1.2%
For rent	4,500	1,500	6,000	150	500	6,650
Renter vacancy rate	3.3%	5.6%	3.7%	5.7%	4.6%	3.7%
Other vacant units ^{a/}	2,000	1,300	3,300	600	4,600	8,500

^{a/} Includes vacant seasonal units, dilapidated units, units rented or sold and awaiting occupancy, and units held off the market.

Sources: 1950 and 1960 Censuses of Housing.
1966 estimated by Housing Market Analyst.

Table XII

Milwaukee, Wisconsin, Area Postal Vacancy Survey

October 19-28, 1966

Postal area	Total residences and apartments						Residences						Apartments						House trailers		
	Total possible deliveries	Vacant units				Under const.	Total possible deliveries	Vacant units				Under const.	Total possible deliveries	Vacant units				Under const.	Total possible deliveries	Vacant	
		All	%	Used	New			All	%	Used	New			All	%	Used	New			No.	%
The Survey Area Total	394,856	6,652	1.7	5,272	1,380	4,250	333,419	4,221	1.3	3,742	479	1,091	61,437	2,431	4.0	1,530	901	3,159	1,577	58	3.7
Milwaukee County	335,191	5,893	1.8	4,774	1,119	3,434	277,130	3,614	1.3	3,331	283	560	58,061	2,279	3.9	1,443	836	2,874	1,369	47	3.4
Milwaukee City	314,533	5,609	1.8	4,577	1,032	3,242	259,539	3,422	1.3	3,205	217	428	54,994	2,187	4.0	1,372	815	2,814	996	46	4.6
Main Office	12,408	684	5.5	398	286	105	4,299	95	2.2	95	-	-	8,109	589	7.3	303	286	105	-	-	-
Branches:																					
Fairview	20,532	118	0.6	96	22	316	17,518	47	0.3	35	12	22	3,014	71	2.4	61	10	294	-	-	-
Greenfield	9,101	82	0.9	45	37	212	8,291	48	0.6	31	17	70	810	34	4.2	14	20	142	-	-	-
Parklawn	24,414	92	0.4	78	14	38	22,231	72	0.3	62	10	14	2,183	20	0.9	16	4	24	-	-	-
Wauwatosa	14,878	87	0.6	64	23	70	13,389	41	0.3	37	4	22	1,489	46	3.1	27	19	48	-	-	-
West Allis	13,209	83	0.6	53	30	125	12,082	45	0.4	43	2	5	1,127	38	3.4	10	28	120	516	5	1.0
Whitefish Bay	9,652	60	0.6	45	15	46	9,003	53	0.6	38	15	46	649	7	1.1	7	-	-	-	-	-
Stations:																					
Bay View	19,555	214	1.1	155	59	23	18,210	116	0.6	111	5	15	1,345	98	7.3	44	54	8	-	-	-
Bradley	5,707	75	1.3	34	41	130	5,675	61	1.1	31	30	99	32	14	43.8	3	11	31	-	-	-
Hampton	20,511	335	1.6	215	120	134	16,872	188	1.1	108	80	24	3,639	147	4.0	107	40	110	-	-	-
Harbor	16,473	414	2.5	356	58	90	15,374	281	1.8	281	-	-	1,099	133	12.1	75	58	90	-	-	-
Hilltop	18,165	785	4.3	780	5	580	12,970	610	4.7	606	4	-	5,195	175	3.4	174	1	580	-	-	-
Layton Park	29,422	408	1.4	284	124	402	16,144	171	1.1	154	17	78	13,278	237	1.8	130	107	324	480	41	8.5
Mid City	16,997	442	2.6	424	18	456	13,188	289	2.2	287	2	-	3,809	153	4.0	137	16	456	-	-	-
Shorewood	14,055	329	2.3	165	164	301	10,555	105	1.0	98	7	33	3,500	224	6.4	67	157	268	-	-	-
Teutonia	16,787	482	2.9	482	-	-	15,832	432	2.7	432	-	-	955	50	5.2	50	-	-	-	-	-
Upper 3rd St.	18,891	666	3.5	666	-	184	16,809	582	3.5	582	-	-	2,082	84	4.0	84	-	184	-	-	-
Villard	17,529	125	0.7	109	16	30	15,916	85	0.5	73	12	-	1,613	49	2.5	36	4	30	-	-	-
Western	16,247	128	0.8	128	-	-	15,181	101	0.7	101	-	-	1,066	27	2.5	27	-	-	-	-	-
Other Cities and Towns	20,658	284	1.4	197	87	192	17,591	192	1.1	126	66	132	3,067	92	3.0	71	21	60	373	1	0.3
Cudahy	6,451	88	1.4	62	26	48	5,427	59	1.1	41	18	32	1,024	29	2.8	21	8	16	78	-	0.0
Hales Corners	5,400	51	0.9	45	6	69	5,364	41	0.8	41	-	69	36	10	27.8	4	6	-	155	-	0.0
Oak Creek	2,722	62	2.3	17	45	61	2,529	52	2.1	12	40	21	193	10	5.2	5	5	40	140	1	0.7
South Milwaukee	6,085	83	1.4	73	10	14	4,271	40	0.9	32	8	10	1,814	43	2.4	41	2	4	-	-	-

The survey covers dwelling units in residences, apartments, and house trailers, including military, institutional, public housing units, and units used only seasonally. The survey does not cover stores, offices, commercial hotels and motels, or dormitories; nor does it cover boarded-up residences or apartments that are not intended for occupancy.

The definitions of "residence" and "apartment" are those of the Post Office Department, i. e.: a residence represents one possible stop with one possible delivery on a carrier's route; an apartment represents one possible stop with more than one possible delivery.

Source: FHA postal vacancy survey conducted by collaborating postmaster(s).

Table XII (cont'd)

Milwaukee, Wisconsin, Area Postal Vacancy Survey

October 19-28, 1966

Postal area	Total residences and apartments						Residences						Apartments						House trailers		
	Total possible deliveries	Vacant units				Under const.	Total possible deliveries	Vacant units				Under const.	Total possible deliveries	Vacant units				Under const.	Total possible deliveries	Vacant	
		All	%	Used	New			All	%	Used	New			All	%	Used	New			No.	%
Ozaukee County	11,116	183	1.6	121	62	201	10,596	148	1.4	109	39	116	520	35	6.7	12	23	85	31	-	0.0
Cedarburg	2,706	48	1.8	38	10	78	2,360	41	1.7	34	7	44	346	7	2.0	4	3	34	-	-	-
Grafton	1,853	43	2.3	22	21	43	1,736	17	1.0	16	1	27	117	26	22.2	6	20	16	31	-	0.0
Port Washington	2,776	37	1.3	25	12	20	2,756	36	1.3	24	12	12	20	1	5.0	1	-	8	-	-	-
Thiensville	3,781	55	1.5	36	19	60	3,744	54	1.4	35	19	33	37	1	2.7	1	-	27	-	-	-
Waukesha County	48,549	576	1.2	377	199	615	45,693	459	1.0	302	157	415	2,856	117	4.1	75	42	200	177	11	6.2
Brookfield	7,269	112	1.5	44	68	91	7,198	106	1.5	38	68	91	71	6	8.5	6	-	-	-	-	-
Butler	619	8	1.3	8	-	2	614	8	1.3	8	-	2	5	-	0.0	-	-	-	-	-	-
Delafield	940	22	2.3	20	2	2	914	21	2.3	19	2	2	26	1	3.8	1	-	-	-	-	-
Elm Grove	1,744	3	0.2	3	-	5	1,649	1	0.1	1	-	5	95	2	2.1	2	-	-	-	-	-
Hartland	1,739	24	1.4	15	9	32	1,719	23	1.3	14	9	12	20	1	5.0	1	-	20	-	-	-
Menomonee Falls	7,216	41	0.6	26	15	117	6,863	34	0.5	19	15	68	353	7	2.0	7	-	49	46	3	6.5
Mukwonago	1,837	21	1.1	21	-	6	1,823	18	1.0	18	-	6	14	3	21.4	3	-	-	6	-	0.0
New Berlin	5,409	70	1.3	36	34	93	5,323	63	1.2	31	32	85	86	7	8.1	5	2	8	-	-	-
Oconomowoc	6,078	58	1.0	22	36	26	5,873	16	0.3	16	-	26	205	42	20.5	6	36	-	-	-	-
Pewaukee	2,749	87	3.2	83	4	21	2,620	81	3.1	77	4	11	129	6	4.7	6	-	10	28	-	0.0
Waukesha	12,949	130	1.0	99	31	220	11,097	88	0.8	61	27	107	1,852	42	2.3	38	4	113	97	8	8.2

The survey covers dwelling units in residences, apartments, and house trailers, including military, institutional, public housing units, and units used only seasonally. The survey does not cover stores, offices, commercial hotels and motels, or dormitories; nor does it cover boarded-up residences or apartments that are not intended for occupancy.

The definitions of "residence" and "apartment" are those of the Post Office Department, i.e.: a residence represents one possible stop with one possible delivery on a carrier's route; an apartment represents one possible stop with more than one possible delivery.

Source: FIA postal vacancy survey conducted by collaborating postmaster(s).

Table XIII

Status of New House Completions in Selected Subdivisions^{a/}
Milwaukee, Wisconsin, Housing Market Area
As of January 1, of 1964, 1965, and 1966

<u>Sales price</u>	<u>Total completions</u>	<u>Pre-sold</u>	<u>Speculative construction</u>			<u>Percent unsold</u>
			<u>Total</u>	<u>Sold</u>	<u>Unsold</u>	
<u>Houses completed in 1963</u>						
Under \$15,000	50	42	8	8	-	-
\$15,000 - 17,499	371	364	7	6	1	14.3
17,500 - 19,999	276	262	14	11	3	21.4
20,000 - 24,999	186	162	24	21	3	12.5
25,000 - 29,999	37	37	-	-	-	-
30,000 and over	<u>23</u>	<u>18</u>	<u>5</u>	<u>5</u>	<u>-</u>	<u>-</u>
Total	943	885	58	51	7	12.1
<u>Houses completed in 1964</u>						
Under \$15,000	42	2	40	32	8	20.0
\$15,000 - 17,499	309	307	2	1	1	50.0
17,500 - 19,999	385	380	5	5	-	-
20,000 - 24,999	227	226	1	1	-	-
25,000 - 29,999	84	77	7	1	6	85.7
30,000 and over	<u>36</u>	<u>32</u>	<u>4</u>	<u>4</u>	<u>-</u>	<u>-</u>
Total	1,083	1,024	59	44	15	25.4
<u>Houses completed in 1965</u>						
Under \$15,000	-	-	-	-	-	-
\$15,000 - 17,499	78	78	-	-	-	-
17,500 - 19,999	225	200	25	24	1	4.0
20,000 - 24,999	240	230	10	10	-	-
25,000 - 29,999	155	137	18	17	1	5.6
30,000 and over	<u>70</u>	<u>55</u>	<u>15</u>	<u>10</u>	<u>5</u>	<u>33.3</u>
Total	768	700	68	61	7	10.3

^{a/} Selected subdivisions are those with five or more completions during the year.

Source: Unsold Inventory Surveys completed by the Milwaukee, Wisconsin, FHA Insuring Office.

Table XIV

Estimated Annual Demand for New Multifamily Units
City of Milwaukee, Wisconsin
November 1, 1966 to November 1, 1968

<u>Gross monthly rent a/</u>	<u>Size of unit</u>			
	<u>Efficiency</u>	<u>One bedroom</u>	<u>Two bedroom</u>	<u>Three bedroom</u>
\$105 and over	130	-	-	-
110 " "	110	-	-	-
115 " "	100	-	-	-
120 " "	90	-	-	-
125 " "	80	850	-	-
130 " "	70	740	-	-
135 " "	65	675	-	-
140 " "	55	605	-	-
145 " "	45	535	800	-
150 " "	30	475	665	-
155 " "	25	400	600	-
160 " "	15	350	535	-
165 " "	10	285	445	270
170 " "	5	230	330	180
180 " "	-	160	220	140
200 " "	-	60	90	60
220 " "	-	30	20	30

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

Note: The foregoing figures are cumulative and the columns cannot be added vertically. For example, demand for two-bedroom units at \$150 to \$160 is 130 units (665 minus 535 units).

Table XV

Estimated Annual Demand for New Multifamily Units
Suburban Milwaukee County, Wisconsin
November 1, 1966 to November 1, 1968

Gross monthly rent <u>a/</u>	Size of unit			
	<u>Efficiency</u>	<u>One bedroom</u>	<u>Two bedroom</u>	<u>Three bedroom</u>
\$105 and over	25	-	-	-
110 " "	20	-	-	-
115 " "	15	-	-	-
120 " "	10	-	-	-
125 " "	5	230	-	-
130 " "	-	195	-	-
135 " "	-	175	-	-
140 " "	-	160	-	-
145 " "	-	145	260	-
150 " "	-	125	225	-
155 " "	-	100	200	-
160 " "	-	85	190	-
165 " "	-	65	170	85
170 " "	-	50	150	60
180 " "	-	20	130	50
200 " "	-	10	85	35
220 " "	-	5	45	20
240 " "	-	-	-	5

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

Note: The foregoing figures are cumulative and cannot be added vertically. For example, demand for two-bedroom units at \$150 to \$160 is 35 units (225 minus 190).

Table XVI

Estimated Annual Demand for New Multifamily Units
Ozaukee County, Wisconsin
November 1, 1966 to November 1, 1968

Gross monthly rent <u>a/</u>	Size of unit			
	<u>Efficiency</u>	<u>One bedroom</u>	<u>Two bedroom</u>	<u>Three bedroom</u>
\$105 and over	5	-	-	-
110 " "	-	-	-	-
115 " "	-	-	-	-
120 " "	-	-	-	-
125 " "	-	15	-	-
130 " "	-	10	-	-
135 " "	-	5	-	-
140 " "	-	-	-	-
145 " "	-	-	25	-
150 " "	-	-	20	-
155 " "	-	-	15	-
160 " "	-	-	10	-
165 " "	-	-	5	5
170 " "	-	-	-	-
180 " "	-	-	-	-

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

Note: The foregoing figures are cumulative and the columns cannot be added vertically. For example, demand for two-bedroom units at \$150 to \$160 is 10 units (20 minus 30).

Table XVII

Estimated Annual Demand for New Multifamily Units
Waukesha County, Wisconsin
November 1, 1966 to November 1, 1968

Gross monthly rent <u>a/</u>	<u>Efficiency</u>	<u>Size of unit</u>		
		<u>One bedroom</u>	<u>Two bedroom</u>	<u>Three bedroom</u>
\$105 and over	10	-	-	-
110 " "	5	-	-	-
115 " "	-	-	-	-
120 " "	-	-	-	-
125 " "	-	130	-	-
130 " "	-	85	-	-
135 " "	-	75	-	-
140 " "	-	65	-	-
145 " "	-	55	180	-
150 " "	-	45	120	-
155 " "	-	35	110	-
160 " "	-	20	100	-
165 " "	-	15	85	80
170 " "	-	10	65	50
180 " "	-	5	45	40
200 " "	-	-	20	25
220 " "	-	-	10	5

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

Note: The foregoing figures are cumulative and cannot be added vertically. For example, demand for two-bedroom units at \$150 to \$160 is 20 units (120 minus 100).