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Analysis of the
OCALA, FLORIDA
HOUSING MARKET
as of April 1, 1971

DEPARTMENT OF HOUSING
AND URBAN DEVELOPMENT

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A Report by the
DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT
FEDERAL HOUSING ADMINISTRATION
WASHINGTON, D. C. 20411
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FHA Housing Market Analysis
Ocala, Florida, as of April 1, 1971

Foreword

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

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

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

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

FHA HOUSING MARKET ANALYSIS - OCALA, FLORIDA
AS OF APRIL 1, 1971

For purposes of this report, the Ocala, Florida, Housing Market Area (HMA) is defined to include all of Marion County. The HMA is located in central Florida, approximately 75 miles northwest of Orlando and 40 miles south of Gainesville. Several major highways--Interstate Route 75, U.S. Routes 27, 41, 301, and 441, and a number of state roads--serve the Marion County area. Most of the development has taken place in the central and western regions of the county; the 430,000-acre Ocala National Forest covers most of the eastern portion of the HMA.

Tourism is important to the Ocala economy, particularly in the trade and service categories which have accounted for roughly one-half of the total increase in wage and salary employment in recent years. Each year, thousands of tourists are attracted to the nearby Silver Springs and Ocala National Forest resort areas, and many others pass through the HMA on their way to the vacation areas of south Florida. The number of tourists passing through the HMA is expected to increase sharply in 1971 upon completion of Walt Disney World in Orlando, approximately 75 miles from Ocala. The manufacturing sector of the Ocala economy also has grown in recent years, principally because of employment growth in the transportation equipment, apparel, and the stone, clay, and glass industries.

Anticipated Housing Demand

Based on economic and demographic factors discussed later in this report, it is estimated that there will be a demand for an average of 800 new non-subsidized housing units annually during the two-year period ending April 1, 1973. The estimated annual demand includes 450 single-family houses, 250 mobile homes, and 100 units in multifamily structures. Table I shows the distribution of the nonsubsidized sales demand by price range and the rental demand by unit size and rent for the Ocala HMA.

The estimated demand for new nonsubsidized housing is somewhat above the level of construction activity in recent years, reflecting an expected increase in the rate of household growth. However, during the next two years the estimated demand may be below the level of building activity if the volume of new construction is accelerated at the Silver Springs Shores and Ocala Springs developments. Nevertheless, it should be noted that the estimates discussed above are intended to indicate the demand for new housing from among permanent residents of the area, and should not be construed as predictions of future construction activity. Because a number of apartment units constructed in the Ocala area during the last decade were made available only to individuals or to childless couples, the estimated demand for units in multifamily structures discussed above probably could be doubled during the next two years without seriously weakening the rental market if units were built and made available to families with children.

Occupancy Potential for Subsidized Housing

Housing can be produced in the Ocala HMA for low- and moderate-income families under several programs administered by FHA: monthly rent supplements in rental projects financed under Section 221(d)(3); partial payment of interest on home mortgages insured under Section 235; partial interest payment on project mortgages insured under Section 236; and federal assistance to local housing authorities for low-rent public housing.

The estimated occupancy potentials for subsidized housing are designed to determine, for each program, (1) the number of families and individuals who can be served under the program and (2) the proportion of these households that can reasonably be expected to seek new subsidized housing during the forecast period. Household eligibility for the Section 235 and Section 236 programs is determined primarily by evidence that household or family income is below established limits but sufficient to pay the minimum achievable rent or monthly payment for the specified program. Insofar as the income requirement is concerned, all families and individuals with income below the income limits are assumed to be eligible for public housing and rent supplements; there may be other requirements for eligibility, particularly the requirement that current living quarters be substandard for families to be eligible for rent supplements. Some families may be alternatively eligible for assistance under more than one of these programs or under other assistance programs using federal or state support. The total occupancy potential for federally assisted housing approximates the sum of the potentials for public housing and Section 236 housing. For the Ocala HMA, the total occupancy potential is estimated to be 400 units annually (see table II). Future approvals under each program should take into account any intervening approvals under other programs which serve the same families and individuals.

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

Subsidized Housing Under the Section 235 and 236 Programs. Under the provisions of these programs, low- and moderate-income families can be accommodated in either sales housing (Section 235) or rental housing (Section 236). Under the Section 235 program, the Jacksonville FHA Insuring Office had issued approximately 60 firm commitments as of April 1, 1971, and had issued approximately 50 conditional commitments on houses which could be converted to firm commitments if prospective purchasers could qualify as to income and family size. To date, activity under the Section 235 program has been within the estimated annual occupancy potential for such housing, which is 130 units annually. The occupancy potential for housing under Section 235 is equivalent to the family portion of the Section 236 potential shown in table II because income limits and other eligibility requirements are identical for both programs; the potentials are not additive; however. Under the Section 236 program, the estimated occupancy potential is 185 units a year, including 55 units for elderly couples and individuals. No Section 236 housing has been built in Marion County, and none was under construction in April 1971. The rate at which the family portion of the Section 236 potential is being accommodated by the construction of Section 235 sales housing should be considered in an evaluation of any future proposals under Section 236. However, it would not affect the estimated capacity to absorb 55 units a year for elderly couples and individuals.

Rental Housing Under the Public Housing or Rent-Supplement Programs. These two programs serve households in essentially the same low-income group. The principal differences between the programs arise from the manner in which net income is computed and from other eligibility requirements. In the HMA, the annual occupancy potential for public low-rent housing is estimated at 280 units annually, including 200 units for families and 80 units for the elderly. Under the more restrictive rent-supplement program, the estimated annual occupancy potential is 220 units, including 140 units for families (70 percent of the potential for families under public housing) and 80 units for the elderly (all of the public housing elderly potential).

There is no public housing in Marion County at the present time, no units are under construction, and no projects are in planning. Under the rent-supplement program, a 144-unit project was completed and satisfactorily absorbed in

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

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

1970, and two projects with a total of 150 units are under construction and scheduled for completion during 1971. The two projects under construction are expected to accommodate about two-thirds of the estimated annual potential for such housing in 1971. Since no public housing is likely to be built in the county in the foreseeable future, the construction of rent-supplement housing can be utilized as an alternative to house most of the families included in the occupancy potential for public housing. Many of the families eligible for public housing live in substandard housing, which is one of the criteria for eligibility under the rent-supplement program.

Sales Market

The number of single-family houses authorized by building permits in Marion County averaged 310 a year between 1965 and 1969, compared with an average of 510 a year in the first half of the 1960 decade. The lower volume of single-family construction in recent years, coupled with increasing rates of in-migration and population growth, led to a decline in the homeowner vacancy rate from 2.1 percent in April 1960 to 1.7 percent in April 1970. Between 1960 and 1970, the homeowner vacancy rate declined from 2.0 percent to only 0.7 percent in the city of Ocala, but in the suburban areas the vacancy rate was 2.1 percent in both 1960 and 1970. However, the sales inventory outside Ocala, particularly in the rural areas, contains a comparatively high proportion of substandard units and units of marginal quality. As single-family construction has declined and sales prices have gone up, mobile homes have accounted for an increasing proportion of the owner-occupied inventory in recent years.

The Silver Springs Shores and Ocala Springs developments will have a significant impact on the Marion County housing market during the coming years. At the 16,000-acre Silver Springs Shores, a projected 25,000 homes will be constructed in the next 20 to 25 years. Sales prices at Silver Springs Shores are expected to range between \$12,000 and \$50,000, but it is expected that most homes will be in the \$15,000 to \$35,000 price range. At the 5,000-acre Ocala Springs site, a total of 12,000 units are expected to be completed during the next 10 to 15 years. The range of sales prices at Ocala Springs is unknown at the present time. Silver Springs Shores is in the initial stages of development, while the first units in Ocala Springs are scheduled to be completed sometime in 1972. The demand for higher-priced homes in these developments probably will be coming from in-migrants because incomes of persons already residing in the HMA are comparatively low. It should be noted, also that the volume of construction contemplated in these two developments probably cannot be absorbed by the probable increase in population which will result from the economic growth of the area, but will depend in large part upon the attraction to them of retired persons. If volume production occurs at these sites, absorption of new units in the entire HMA should be observed carefully to avoid over-production.

Rental Market

The construction of rental housing in the HMA has not been significant in recent years; during the 1960 decade an average of fewer than 50 privately-financed apartment units were authorized annually. Multifamily construction increased sharply during 1969 and 1970, but most of the units were in three publicly-assisted rent-supplement projects. Although the number of renter-occupied units has increased during the last two decades, the proportion of renter-occupancy in the HMA has declined from nearly 36 percent in April 1950 to over 24 percent in April 1971.

The rental vacancy rate in Marion County has increased since 1960, but most of the vacancies in the spring of 1971 were in older units of marginal or sub-standard quality located in the suburban and rural areas of the HMA. Local realtors report that new rental accommodations built in Ocala are quickly absorbed. Since occupancy in several of the apartment projects completed in recent years has been limited to individuals and childless couples, informed local sources believe that several moderate-sized, well-located projects could be constructed in Ocala and marketed successfully to young couples with small children. Most of the rental accommodations built in recent years have been either one- or two-bedroom units, and are often rented either furnished or unfurnished. Typical monthly shelter rents for unfurnished units in the HMA at the present time are \$125 to \$130 for one-bedroom units and \$150 to \$160 for two-bedroom units. Furnished one-bedroom units rent for about \$145 to \$150 a month, and two-bedroom units with furnishings rent for \$180 to \$190 a month.

Economic, Demographic, and Housing Factors

The estimated demand for housing in the Ocala HMA during the April 1971 to April 1973 forecast period is based on the following findings and assumptions regarding employment, income, demographic factors, and trends in the housing market.

Employment. As of March of each year, the Florida State Department of Commerce compiles work force, unemployment, and employment estimates for all small labor market areas in the state. As shown in table III, nonagricultural wage and salary employment in the Ocala area increased from 14,520 in March 1966 to 17,520 in March 1970, an increase of 3,000, or an average gain of 750 workers a year. Following a gain of only 380 workers between March 1966 and March 1967, increases in wage and salary employment averaged 875 a year between 1967 and 1970.

Employment in manufacturing increased by an average of 175 workers annually between 1966 and 1970, with practically all of the increase concentrated between 1967 and 1969. In recent years, most of the increase in manufacturing employment was confined to three industries--stone, clay, and glass; apparel; and transportation equipment. Within these industries, companies engaged in quarrying, in the making of women's clothes, and in the manufacture of mobile homes have accounted for most of the employment growth.

Employment in nonmanufacturing industries increased by an average of 575 annually between 1966 and 1970, accounting for more than three-fourths of the

total increase in wage and salary employment during the period. Over 60 percent of the increase in nonmanufacturing employment occurred in trade and services. Employment growth in the government and the finance, insurance, and real estate categories also were important, averaging 130 and 85 a year, respectively, between 1966 and 1970.

During the last five years, the number of unemployed persons in Marion County ranged between 400 and 700, and the rate of unemployment varied between 1.9 percent and 2.9 percent (see table III). Despite a relatively large increase in the number of unemployed persons between March 1969 and March 1970, the unemployment rate in the HMA has been at 3.0 percent or less since the rapid rate of employment growth began in the Ocala area in the early 1960's.

During the April 1971 to April 1973 forecast period, an increase in wage and salary employment of an average of 900 a year would appear to be a reasonable expectation. This compares with an average increase of 750 a year between March 1966 and March 1970. The projected average increase in manufacturing employment (100 a year) is somewhat below the March 1966 to March 1970 average gain of 175 a year. Practically all of the increase in manufacturing employment in the HMA occurred during 1967 and 1968. Nevertheless, moderate growth can be anticipated during 1971 and 1972, principally in the transportation equipment industry. The projected increase of an average of 800 nonmanufacturing jobs represents the continuation of an upward trend in nonmanufacturing employment in recent years. As shown in table III, the increase in nonmanufacturing employment averaged 790 annually between March 1968 and March 1970, compared with an average annual gain of 360 between March 1966 and March 1968. A sharp increase in traffic is expected when Walt Disney World is completed in the fall of 1971 because a number of major federal and state highways leading to Orlando pass through the Ocala area. The opening of this facility should greatly increase the number of tourists passing through Marion County and should result in increased employment in trade, services, and possibly construction.

Income. As shown in table IV, the current median annual income in the HMA, after a deduction for federal income tax, is estimated to be \$6,150, and the median for renter households of two persons or more is estimated at \$5,225 a year. It is estimated that approximately 20 percent of all families and 26 percent of the tenant households in Marion County earn after-tax incomes of less than \$3,000 a year, and that eight percent of all families and five percent of the renter households receive after-tax incomes of \$15,000 or more annually. See table IV for a detailed distribution by income classes of all families and renter households in Marion County by their estimated annual after-tax income.

Population. The population of Marion County has grown steadily during the last twenty years, increasing by an average of 1,343 persons (3.0 percent) a year during the 1950's and 1,741 (2.9 percent) a year between April 1960 and April 1970 (see table V). By April 1, 1971, the population of the HMA was estimated to be 70,700, an increase of 1,670 persons since April 1970. The population of Ocala more than doubled between 1950 and 1971, but most of the increase was in areas annexed by the city. Since 1960, total population growth has been divided almost equally between Ocala and the suburban areas of Marion County.

Most of the population growth during the last two decades could be attributed to net in-migration, rather than net natural increase (excess of resident births over resident deaths). Net in-migration averaged approximately 720 persons annually between 1950 and 1960 and 1,175 a year between 1960 and 1970, accounting for 54 percent of the total population growth during the 1950 decade and 68 percent during the 1960 decade. Some of the in-migrants were elderly couples and individuals; there were nearly 8,950 persons in the HMA aged 65 years or over in April 1970 (13 percent of the total population), compared with 5,675 in April 1960, less than 11 percent of the total population at that time. However, most of the in-migration during the last decade was in response to the increase in job opportunities in the county. Based on a continued increase in the annual rate of in-migration and on the projected level of employment growth discussed earlier in the report, it is expected that the population of Marion County will increase to 74,050 by April 1973, an average increase of 1,675 (2.4 percent) a year above the April 1971 estimate. The delineation of the projected increase in population between the city of Ocala and the suburban areas is dependent, in part, upon what suburban areas (if any) will be annexed by the city during the next two years.

Households. As shown in table V, the number of households (occupied housing units) increased by an average of 421 (3.2 percent) annually between April 1950 and April 1960 and 692 (3.7 percent) a year between April 1960 and April 1970. Because of annexations, 43 percent of the household growth since 1960 has been in the city of Ocala, compared with only 19 percent during the 1950's. Based on the increase in population expected during the next two years, it is expected that the number of households in the HMA will increase by an average of 750 per year during the April 1971 to April 1973 forecast period. See table V for household trends in the HMA between 1950 and 1973.

Household Size. The average size of all households in Marion County declined from 3.38 persons in 1950 to 3.30 persons in 1960, then declined sharply to 3.04 persons at the time of the 1970 census. A moderate decline in the birth rate, plus an increasing proportion of smaller households (mostly elderly), accounted for much of the decline in the average household size during the last decade. A further decline in the average household size is expected during the two-year forecast period, based on the expectation of a continued decline in the birth rate and the in-migration of smaller households into the HMA.

Housing Supply. There was a net increase in the housing supply of Marion County of an average of 792 units annually between April 1960 and April 1970, compared with an average annual gain of 602 units during the 1950's. In April 1970, over nine percent of the housing supply (2,375 units) consisted of mobile homes, compared with a proportion of less than four percent (680 units) in April 1960. Over 20 percent of the units added to the housing supply during the last decade were mobile homes. As shown in table VI, there were an estimated 26,700 housing units in the HMA as of April 1, 1971.

Residential Building Activity. The number of new housing units authorized annually by building permits in the HMA between 1960 and 1970 is shown in table VII. With few exceptions, all new construction during this period was in areas

that required a building permit. The annual volume of new construction in the first half of the 1960 decade was quite steady, with the number of units authorized by building permits ranging between 529 and 586. Between 1965 and 1968, the number of new units authorized annually declined by 50 percent, but there was a sharp reversal of this trend during 1969 and 1970. Since 1960, nearly 85 percent of the units authorized by building permits have been for single-family houses. Because of the preponderance of single-family construction during the last two decades, the proportion of owner-occupancy in Marion County has increased steadily from 64 percent in 1950 to nearly 76 percent in April 1971 (see table VI). As of January 1, 1971, single-family construction included fewer than 10 units for which firm commitments had been issued under the provisions of FHA Section 235. The number of units in multifamily structures averaged only 50 a year between 1960 and 1968. The multifamily totals in 1969 and 1970, 126 units and 239 units, respectively, include a total of 294 units in three federally-assisted rent-supplement projects.

Vacancy. The April 1960 Census reported that there were 574 available, vacant housing units in Marion County, of which 225 were for sale and 349 were for rent (see table VIII). Vacancy rates in April 1960 were 2.1 percent in the sales inventory and 7.0 percent in the rental inventory. During the 1960's, the homeowner vacancy rate in the area declined, but there was an increase in the rental vacancy rate. As of April 1, 1971, there were an estimated 300 vacant units in the county available for sale, a 1.7 percent homeowner vacancy rate, and 650 vacant units for rent, a 10.4 percent rental vacancy rate. During the last two decades there has been a steady increase in the number of housing units classified as "other" vacant, a category that includes units which are occupied seasonally.

As shown in table VIII, most of the increase in the vacancy rate during the last decade was in the rental inventory outside the corporate limits of Ocala. It is judged, however, that these vacancies are concentrated in older single-family units of marginal or substandard quality that are no longer competitive. The volume of multifamily construction was not significant during the 1960's, and local sources report that practically all modern rental accommodations in the HMA are occupied. Excluding units intended for seasonal use or held for migratory farm labor, the 1970 census reported that nearly 2,750 units in the HMA outside Ocala lacked one or more plumbing facilities.

Table I

Estimated Annual Demand for New Nonsubsidized Sales Housing
Ocala, Florida, Housing Market Area
April 1, 1971 to April 1, 1973

<u>Sales price</u>	<u>Number of units</u>	<u>Percentage distribution</u>
Under \$15,000	35	8
\$15,000 - 17,499	75	17
17,500 - 19,999	65	14
20,000 - 22,499	60	13
22,500 - 24,999	50	11
25,000 - 27,499	35	8
27,500 - 29,999	30	7
30,000 - 34,999	45	10
35,000 and over	<u>55</u>	<u>12</u>
Total	450	100

Estimated Annual Demand for New Nonsubsidized Rental Housing
Ocala, Florida, Housing Market Area
April 1, 1971 to April 1, 1973

<u>Monthly gross rent^{a/}</u>	<u>Efficiency</u>	<u>One bedroom</u>	<u>Two bedrooms</u>	<u>Three or more bedrooms</u>
Under \$125	5	-	-	-
\$125 - 149	-	30	-	-
150 - 174	-	10	30	-
175 - 199	-	-	10	5
200 and over	<u>-</u>	<u>-</u>	<u>5</u>	<u>5</u>
Total	5	40	45	10

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

Table II

Estimated Annual Occupancy Potential for Subsidized Rental Housing
Ocala, Florida, Housing Market Area
April 1, 1971 to April 1, 1973

	Number of units			
<u>Size of unit</u>	<u>Section 236^{a/} exclusively</u>	<u>Families eligible for both programs</u>	<u>Public Housing exclusively</u>	<u>Total for both programs</u>
<u>A. Families</u>				
One bedroom	10	5	15	30
Two bedrooms	40	10	50	100
Three bedrooms	30	10	55	95
Four or more bedrooms	<u>20</u>	<u>5</u>	<u>50</u>	<u>75</u>
Total	100	30 ^{b/}	170 ^{b/}	300
<u>B. Elderly</u>				
Efficiency	10	20	25	55
One bedroom	<u>10</u>	<u>15</u>	<u>20</u>	<u>45</u>
Total	20	35 ^{c/}	45 ^{c/}	100

a/ Exception income limits and regular income limits are identical in Marion County.

b/ About 70 percent of these families also are eligible under the rent-supplement program.

c/ All of these elderly couples and individuals also are eligible under the rent-supplement program.

Table III

Work Force, Unemployment and Employment by Industry
Ocala, Florida, Housing Market Area
As of March 1966-1970

<u>Work force components</u>	<u>March 1966</u>	<u>March 1967</u>	<u>March 1968</u>	<u>March 1969</u>	<u>March 1970^{a/}</u>
Total civilian work force	<u>21,020</u>	<u>21,140</u>	<u>22,000</u>	<u>23,060</u>	<u>24,000</u>
Total unemployment	400	500	640	500	700
Percent of work force	1.9%	2.4%	2.9%	2.2%	2.9%
Total employment	<u>20,620</u>	<u>20,640</u>	<u>21,360</u>	<u>22,560</u>	<u>23,300</u>
Agricultural employment	2,300	2,300	2,300	2,300	2,300
Nonag. employment	<u>18,320</u>	<u>18,340</u>	<u>19,060</u>	<u>20,260</u>	<u>21,000</u>
Wage and salary employ.	<u>14,520</u>	<u>14,900</u>	<u>15,600</u>	<u>16,680</u>	<u>17,520</u>
Manufacturing	2,200	2,220	2,560	2,900	2,900
Nonmanufacturing	<u>12,320</u>	<u>12,680</u>	<u>13,040</u>	<u>13,780</u>	<u>14,620</u>
Construction	1,100	880	880	900	1,100
Transp., pub. util.	660	640	660	680	700
Trade	4,660	4,920	5,000	5,420	5,400
Fin., ins., & real estate	680	740	780	800	1,020
Service & other nonag.	2,140	2,280	2,440	2,700	2,800
Government	3,080	3,220	3,280	3,280	3,600
All other nonfarm employment ^{b/}	3,800	3,440	3,460	3,580	3,480

^{a/} Preliminary.

^{b/} Includes the self-employed, domestics, and unpaid family workers.

Source: Florida State Department of Commerce.

Table IV

Percentage Distribution of All Families and Renter Households
by Estimated Annual After-tax Income
Ocala, Florida, Housing Market Area
1971

<u>Annual income</u> <u>after tax</u>		<u>All families</u>	<u>Renter households^{a/}</u>
Under	\$2,000	8	12
\$2,000 -	2,999	12	14
3,000 -	3,999	10	11
4,000 -	4,999	10	11
5,000 -	5,999	9	9
6,000 -	6,999	8	8
7,000 -	7,999	6	7
8,000 -	8,999	6	7
9,000 -	9,999	6	5
10,000 -	12,499	11	7
12,500 -	14,999	6	4
15,000 and over		<u>8</u>	<u>5</u>
Total		100	100
Median income		\$6,150	\$5,225

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

Source: Estimated by Housing Market Analyst.

Table V

Population and Household Trends
Ocala, Florida, Housing Market Area
April 1, 1950-April 1, 1973

<u>Population</u>	<u>April 1,</u> <u>1950</u>	<u>April 1,</u> <u>1960</u>	<u>April 1,</u> <u>1970</u>	<u>April 1,</u> <u>1971</u>	<u>April 1,</u> <u>1973</u>	<u>Average annual change</u>			
						<u>1950-</u> <u>1960</u>	<u>1960-</u> <u>1970</u>	<u>1970-</u> <u>1971</u>	<u>1971-</u> <u>1973</u>
HMA total	<u>38,187</u>	<u>51,616</u>	<u>69,030</u>	<u>70,700</u>	<u>74,050</u>	<u>1,343</u>	<u>1,741</u>	<u>1,670</u>	<u>1,675</u>
City of Ocala	<u>11,741</u>	<u>13,598</u>	<u>22,583</u>	<u>23,450</u>	<u>24,800</u>	<u>186</u>	<u>898</u>	<u>865</u>	<u>675</u>
Remainder of HMA	<u>26,446</u>	<u>38,018</u>	<u>46,447</u>	<u>47,250</u>	<u>49,250</u>	<u>1,157</u>	<u>843</u>	<u>805</u>	<u>1,000</u>
 <u>Households</u>									
HMA total	<u>11,091</u>	<u>15,305</u>	<u>22,219</u>	<u>22,950</u>	<u>24,450</u>	<u>421</u>	<u>692</u>	<u>730</u>	<u>750</u>
City of Ocala	<u>3,580</u>	<u>4,401</u>	<u>7,397</u>	<u>7,700</u>	<u>8,200</u>	<u>82</u>	<u>300</u>	<u>305</u>	<u>250</u>
Remainder of HMA	<u>7,511</u>	<u>10,904</u>	<u>14,822</u>	<u>15,250</u>	<u>16,250</u>	<u>339</u>	<u>392</u>	<u>425</u>	<u>500</u>

Sources: 1950, 1960, and 1970 from U. S. Censuses of Population and Housing.
1971 and 1973 estimated by Housing Market Analyst.

Table VI

Changes in the Housing Inventory and Housing Unit Tenure
Ocala, Florida, Housing Market Area
April 1, 1950-April 1, 1971

<u>Inventory and tenure</u>	<u>April 1, 1950</u>	<u>April 1, 1960</u>	<u>April 1, 1970</u>	<u>April 1, 1971</u>
<u>HMA total</u>				
Total housing inventory	<u>11,941</u>	<u>17,960</u>	<u>25,882</u>	<u>26,700</u>
Total occupied units	<u>11,091</u>	<u>15,305</u>	<u>22,219</u>	<u>22,950</u>
Owner occupied	7,120	10,696	16,709	17,350
Percent	64.2%	69.9%	75.2%	75.6%
Renter occupied	3,971	4,609	5,510	5,600
Percent	35.8%	30.1%	24.8%	24.4%
Total vacant units	850	2,655	3,663	3,750
<u>City of Ocala</u>				
Total housing inventory	<u>3,751</u>	<u>4,762</u>	<u>7,933</u>	<u>8,250</u>
Total occupied units	<u>3,850</u>	<u>4,401</u>	<u>7,397</u>	<u>7,700</u>
Owner occupied	1,881	2,584	5,032	5,275
Percent	52.5%	58.7%	68.0%	68.5%
Renter occupied	1,699	1,817	2,365	2,425
Percent	47.5%	41.3%	32.0%	31.5%
Total vacant units	171	361	536	550
<u>Remainder of HMA</u>				
Total housing inventory	<u>8,190</u>	<u>13,198</u>	<u>17,949</u>	<u>18,450</u>
Total occupied units	<u>7,511</u>	<u>10,904</u>	<u>14,822</u>	<u>15,250</u>
Owner occupied	5,239	8,112	11,677	12,075
Percent	69.8%	74.4%	78.8%	79.2%
Renter occupied	2,272	2,792	3,145	3,175
Percent	30.2%	25.6%	21.2%	20.8%
Total vacant units	679	2,294	3,127	3,200

Sources: 1950, 1960, and 1970 from U. S. Census of Housing.
1971 estimated by Housing Market Analyst.

Table VII

New Housing Units Authorized by Building Permits
Ocala, Florida, Housing Market Area
Annual Totals, 1960-1970

<u>Year</u>	<u>City of Ocala</u>			<u>Remainder of HMA</u>			<u>HMA total</u>		
	<u>Single- family</u>	<u>Multi- family</u>	<u>Total</u>	<u>Single- family</u>	<u>Multi- family</u>	<u>Total</u>	<u>Single- family</u>	<u>Multi- family</u>	<u>Total</u>
1960	93	16	109	421	20	441	514	36	550
1961	72	38	110	453	1	454	525	39	564
1962	56	30	86	431	12	443	487	42	529
1963	76	27	103	438	14	452	514	41	555
1964	83	52	135	445	6	451	528	58	586
1965	206	44	250	294	32	326	500	76	576
1966	140	54	194	193	28	221	333	82	415
1967	96	10	106	151	14	165	247	24	271
1968	103	50	153	118	8	126	221	58	279
1969	88	16	104	154	110	264	242	126	368
1970	117	229	346	325	10	335	442	239	681

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

Table VIII

Changes in Vacancy
Ocala, Florida, Housing Market Area
April 1, 1950-April 1, 1971

<u>Vacancy characteristics</u>	<u>April 1, 1950</u>	<u>April 1, 1960</u>	<u>April 1, 1970</u>	<u>April 1, 1971</u>
<u>HMA total</u>				
Total vacant units	<u>850</u>	<u>2,655</u>	<u>3,663</u>	<u>3,750</u>
Available vacant units	<u>249</u>	<u>574</u>	<u>904</u>	<u>950</u>
For sale	<u>67</u>	<u>225</u>	<u>284</u>	<u>300</u>
Homeowner vacancy rate	0.9%	2.1%	1.7%	1.7%
For rent	<u>182</u>	<u>349</u>	<u>620</u>	<u>650</u>
Rental vacancy rate	4.4%	7.0%	10.1%	10.4%
Other vacant units ^{a/}	<u>601</u>	<u>2,081</u>	<u>2,759</u>	<u>2,800</u>
<u>City of Ocala</u>				
Total vacant units	<u>171</u>	<u>361</u>	<u>536</u>	<u>550</u>
Available vacant units	<u>99</u>	<u>172</u>	<u>185</u>	<u>200</u>
For sale	<u>21</u>	<u>52</u>	<u>33</u>	<u>30</u>
Homeowner vacancy rate	1.1%	2.0%	0.7%	0.6%
For rent	<u>78</u>	<u>120</u>	<u>152</u>	<u>170</u>
Rental vacancy rate	4.4%	6.2%	6.0%	6.6%
Other vacant units ^{a/}	<u>72</u>	<u>189</u>	<u>351</u>	<u>350</u>
<u>Remainder of HMA</u>				
Total vacant units	<u>679</u>	<u>2,294</u>	<u>3,127</u>	<u>3,200</u>
Available vacant units	<u>150</u>	<u>402</u>	<u>719</u>	<u>750</u>
For sale	<u>46</u>	<u>173</u>	<u>251</u>	<u>270</u>
Homeowner vacancy rate	0.9%	2.1%	2.1%	2.2%
For rent	<u>104</u>	<u>229</u>	<u>468</u>	<u>480</u>
Rental vacancy rate	4.4%	7.6%	13.0%	13.1%
Other vacant units ^{a/}	<u>529</u>	<u>1,892</u>	<u>2,408</u>	<u>2,450</u>

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

Sources: 1950, 1960, and 1970 from U.S. Census of Housing.
1971 estimated by Housing Market Analyst.

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