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ANALYSIS OF THE

ROCHESTER, N.Y., HOUSING MARKET

AS OF OCTOBER 1, 1964

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A Report by the
U. S. FEDERAL HOUSING ADMINISTRATION
HOUSING AND HOME FINANCE AGENCY
WASHINGTON, D.C. 20411
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FIELD MARKET ANALYSIS SERVICE
FEDERAL HOUSING ADMINISTRATION
Housing and Home Finance Agency

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, of course, be differences of opinion 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.

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ANALYSIS OF THE
ROCHESTER, NEW YORK, HOUSING MARKET
AS OF OCTOBER 1, 1964

Summary and Conclusions

1. The instruments and electrical machinery industries are basic to the economy of the Rochester Housing Market Area (HMA). These industries accounted for over 55 percent of total manufacturing employment in August 1964. Rochester is also an important trading center which serves several of the surrounding counties.
2. Nonagricultural employment in August 1964 totaled 282,200 persons. During the August 1958 to August 1964 period, nonagricultural employment rose by about 6,500 workers annually. A gain of about 14,000 nonagricultural jobs appears to be a reasonable expectation during the October 1964 to October 1966 forecast period.
3. Currently the median income of all families is estimated to be \$7,890, after deduction of Federal income tax. It is estimated that 13 percent of all families have a current annual after-tax income below \$4,000 while about one-fourth of all families receive after-tax income above \$10,000 annually. By 1966 median income is expected to increase to \$8,410 for all families.
4. The population of the Rochester HMA as of October 1, 1964 is estimated at approximately 633,500, representing an average increase of 10,450 persons annually (1.8 percent) since April 1960. By comparison, an average annual increment of 9,876 persons (2.0 percent) occurred during the 1950-1960 decade. By October 1966, the HMA population is expected to increase by about 32,600 persons reaching a level of 666,100.
5. As of October 1, 1964, there are about 193,400 households (occupied housing units) in the Rochester HMA, an average increment of about 3,500 households annually since April 1960. During the 1950-1960 decade, households increased by an average of about 3,400 annually. By October 1966, the HMA is expected to contain 202,950 households, a gain of 9,550 over the current estimate.

6. Currently, there are about 202,200 housing units in the Rochester HMA. This is an average annual net addition of about 3,715 housing units since April 1960 compared with an average net gain of 3,755 housing units annually during the 1950-1960 decade. From January 1, 1960 through September 30, 1964, there have been about 20,300 new housing units authorized by building permits in the Rochester HMA. Of the authorized housing units, almost 72 percent have been single-family homes and nearly 27 percent have been in structures with five or more units.

7. There are approximately 4,800 available vacant housing units for sale or rent in the Rochester HMA as of October 1, 1964. Of this total, 1,500 units (with only 25 units lacking some plumbing facility) are available for sale and 3,300 units (including 475 units lacking some plumbing facility) are available for rent, indicating homeowner and rental vacancy rates of 1.2 percent and 4.8 percent, respectively. In April 1960, the homeowner and rental vacancy rates were reported to be 1.0 percent and 5.1 percent, respectively.

8. During the October 1965-October 1966 forecast period, there is a prospective housing demand for 5,200 housing units annually, closely comparable to the rate of new construction in 1963 and 1964, including 3,600 sales units and 1,600 rental units. Nearly two-thirds of the sales demand is expected to be for units priced in the \$17,500-\$25,000 range. The annual absorptive capacity for new sales-type housing during the forecast period is detailed on page 23. Rental demand is estimated at 1,600 units annually with a unit size distribution of 180 efficiency units, 700 1-bedroom units, 570 2-bedroom units, and 150 3-bedroom units. The prospective annual demand for all new rental units by gross monthly rent and by size of unit is shown on page 24.

ANALYSIS OF THE
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Housing Market Area

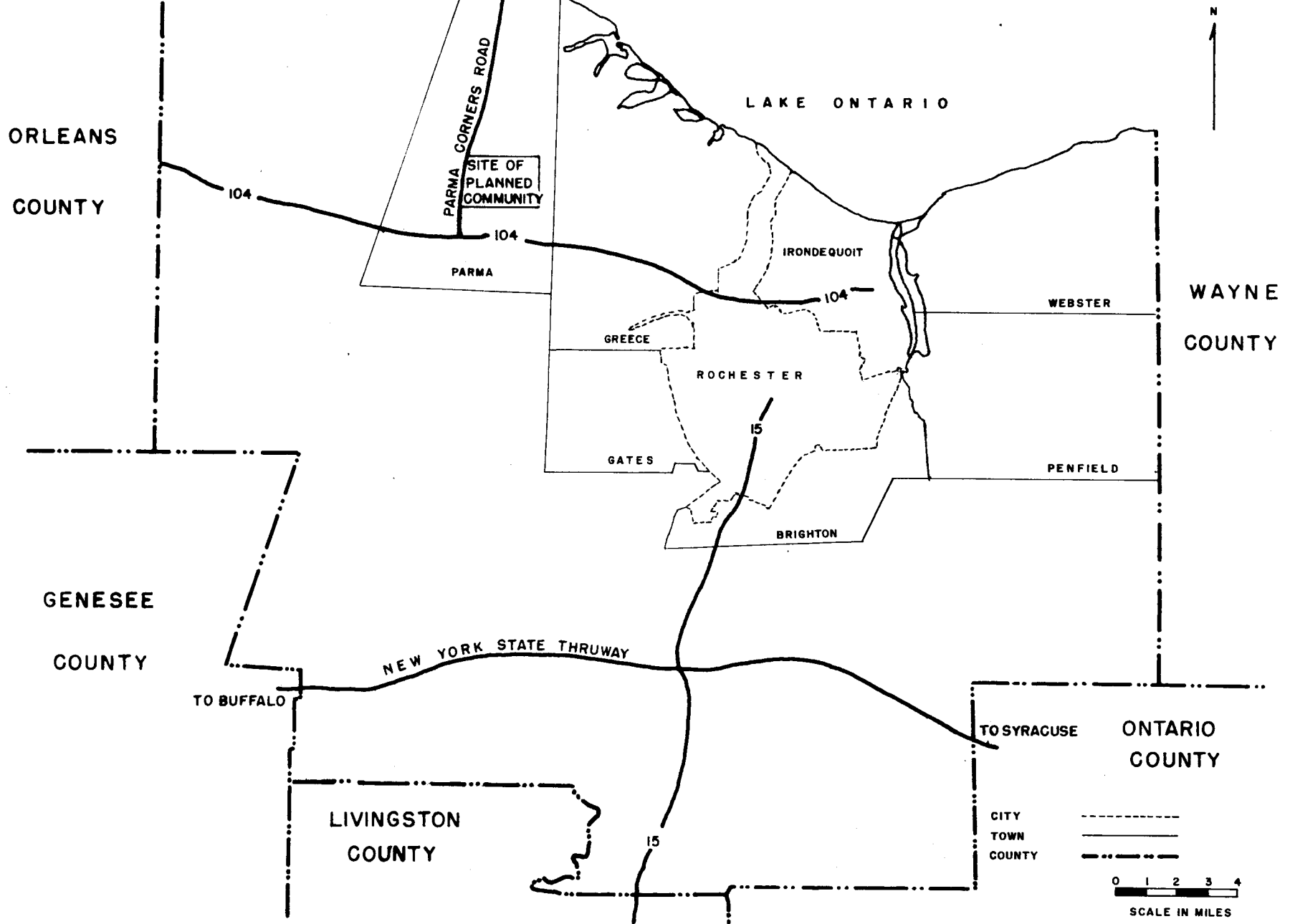
For purposes of this analysis, the Rochester, New York Housing Market Area (HMA) is considered to be coterminous with Monroe County. This was also the definition of the Rochester Standard Metropolitan Statistical Area (SMSA) in the 1960 census. Three counties added to the Rochester SMSA since 1960 are not included in the HMA: Livingston County to the south, Wayne County to the east, and Orleans County to the west. The HMA is composed of Rochester City, nineteen towns, and several villages. Currently, the city of Rochester contains approximately one-half of the population of the HMA. The Rochester HMA is located in northwestern New York State on the southern shore of Lake Ontario (see map on page 2). It is nearly equidistant (about 75 miles) from Buffalo on the west and Syracuse on the east. New York City is approximately 360 miles to the southeast.

Three airlines have approximately 70 scheduled arrivals and departures daily from the Monroe County Airport. Plans are being developed to expand facilities to accommodate jet aircraft. Seventeen scheduled daily passenger arrivals and departures are provided by the New York Central Railroad. Rail freight transportation service is furnished by five rail systems.

The New York State Thruway, a four-lane toll highway, passes through the southern portion of the Rochester HMA. It traverses the State from near New York City to the State line on the west. In addition to the existing road network within the HMA, several new highways are either under construction or in planning, including an inner loop surrounding the central business district of Rochester and an outer loop around the perimeter of the city.

In April 1960, there was a net in-commutation of 2,915 workers into the Rochester HMA, made up of 14,232 workers who commuted into the area and 11,317 residents who worked outside of the HMA. Of the 14,232 nonresident workers, 11,469, or about 81 percent, lived in one of the five counties surrounding the HMA. There is evidence that the number of in-commuters has increased since 1960.

ROCHESTER, NEW YORK HOUSING MARKET AREA



Economy of the Area

Character and History

The construction of the Erie Canal in 1823, providing a superior shipping route to the Atlantic, encouraged the development of the power resources of the four falls in the Rochester area. The rapidity of the growth of Rochester in the 1820's made it one of the first ~~boom~~ towns in America. A charter was secured in 1834 and Rochester emerged as the leading "Flour City". By the mid-1850's other cities farther west surpassed Rochester in flour production. By then, however, new industries were rising in Rochester, the manufacture of shoes and clothing. The development of the Kodak camera led to the establishment of the Eastman Kodak Company around 1890. By the turn of the century, Rochester was known as the "Kodak City". During the 20th century, in-migrants brought fresh skills to the Rochester area and developed new and specialized industries, particularly in the optical line. Among the new companies which have achieved worldwide fame are Bausch and Lomb, Inc., the Taylor Instrument Company, and the Xerox Company which has grown out of a small Rochester producer of photographic paper, the Haloid Company.

Employment

The New York State Department of Labor reported total employment of 286,700 persons in the Rochester HMA in August 1964 (see table I). This total employment figure is composed of 4,500 persons employed in agriculture, 255,800 wage and salary workers and 26,400 self-employed, domestic, and unpaid family workers.

During the August 1958 to August 1964 period^{1/}, nonagricultural wage and salary employment rose by 38,400 workers (17.7 percent), representing an average increase of about 6,400 workers annually (see following table). About 63 percent (24,300 workers) of the six-year increment was in nonmanufacturing employment. The 14,100 increase in manufacturing jobs during the six-year period was made up of a gain of 14,400 jobs in durable goods industries and a loss of 300 workers in nondurable goods industries.

^{1/} Employment data for the period 1958-1964 are internally consistent; comparable data for prior years are not available.

Trend of Nonagricultural Wage and Salary Employment
In August of Each Year, Rochester, New York HMA, 1958-1964
(Thousands)

<u>August of each year</u>	<u>Manu- facturing</u>	<u>Nonmanu- facturing</u>	<u>Total wage and salary employment</u>	<u>Change in total from preceding year</u>
1958	103.1	114.3	217.4	-
1959	106.4	116.6	223.0	5.6
1960	107.5	119.6	227.1	4.1
1961	106.6	122.0	228.6	1.5
1962	109.5	128.4	237.9	9.3
1963	111.2	132.6	243.8	5.9
1964 <u>a/</u>	117.2	138.6	255.8	12.0

a/ Preliminary figures.

Source: New York State Department of Labor.

The growth of 12,000 wage and salary jobs during the last year is nearly double the average annual increase experienced during the August 1958 to August 1964 period. An increase of 13,000 jobs has occurred during the May to August 1964 period. This three-month period each year is normally a time of economic expansion but the 1964 growth is well ahead of any of the last six years for the same period (see table below).

Nonagricultural Wage and Salary Employment Increase
During the May to August Period
Rochester, New York HMA, 1958-1964

<u>May-August</u>	<u>Increase in number of employees</u>
1958	2,600
1959	4,300
1960	5,100
1961	6,300
1962	5,300
1963	6,300
1964	13,000

Source: New York State Department of Labor.

Total nonagricultural employment averaged 273,200 during the first eight months of 1964, nearly 11,000 (4 percent) higher than in the same period last year. Over the 1958-1963 period, as shown in table II, total nonagricultural employment increased by about 4,500 jobs a year.

Employment by Industry. The instruments industry, primarily the manufacture of photographic and optical goods, is by far the largest industry in the Rochester area. In August 1964, there were reported to be 52,000 persons employed in this industry, accounting for about 44 percent of total manufacturing employment. This is about 6,800 persons above the August 1958 figure of 45,200 or an average increase of about 1,100 annually. During the August 1958-August 1961 period, employment in the instruments industry fluctuated between 45,200 and 45,700 persons. Since August 1961, about 6,500 jobs have been added. Electrical machinery, the second largest manufacturing industry, had 12,700 persons employed in August 1964. About 2,500 jobs have been added in this industry since August 1958. The metals, non-electrical machinery, and other durable goods industries have all experienced slight employment increases since August 1958, with additions of 1,200, 1,600, and 2,300 jobs, respectively. Over the last six years, employment in nondurable goods manufacturing industries has decreased by 300 jobs, with slight gains in printing and publishing and other nondurable goods not quite balancing minor losses in food products and apparel.

Nonmanufacturing employment grew by 24,300 (21.3 percent) during the August 1958 to August 1964 period. The major gains were in services (8,100 jobs), trade (6,400 jobs), and government (4,200 jobs). The substantial growth in the trade and services segments reflects the role of Rochester as the major trading center for several of the surrounding counties. There was a growth of 3,100 jobs in the construction industry during the six-year period and an increase of 1,700 jobs in the finance, insurance, and real estate category.

Female Employment. Women constitute a substantial portion of the employed work force of the Rochester HMA. Of the total number of employed persons in April 1960, 35.4 percent were women, compared with 31.0 percent in the Buffalo SMSA and 33.5 percent in the Syracuse SMSA. In April 1950, 32.5 percent of the HMA employed labor force was female. It is estimated that the 1950-1960 trend of increasing participation by women in the work force has continued to the present. During the 1950-1960 decade the total number of employed persons rose by 29,004. Of this increase, 16,040, or 55 percent were women. Nearly 94 percent of the rise in female employment was concentrated in nonmanufacturing activities. Current data are available only for the manufacturing segment of the work force. In August 1964, 28.1 percent of the manufacturing employed were women compared with 28.6 percent reported in August 1960. Of the total number of women employed in manufacturing industries in August 1964, about 55 percent worked in the instruments and electrical machinery categories.

Principal Employment Sources

The principal employment sources in the area are the instruments industry, particularly photographic and optical goods, and electrical machinery manufacture. The Eastman Kodak Company dominates the instruments industry, with well over half of the employment in this category. The two divisions of the General Motors Corporation in Rochester (the Rochester Products Division, manufacturing carburetors, and the Delco Appliance Division, manufacturing fractional horsepower motors), together provide a substantial portion of the jobs in the transportation industry. The General Dynamics Corporation also has two divisions located in Rochester. Both the Stromberg-Carlson Division and General Dynamics Electronics Division produce communications equipment. The following table identifies the seven largest manufacturers in the area, all employing over 2,000 persons. These seven companies account for over one-half of total manufacturing employment.

Largest Manufacturing Concerns Rochester, New York HMA ^{a/}

<u>Company</u>	<u>Industry group</u>
Eastman Kodak Company	Instruments
Bausch and Lomb Optical Company	Instruments
Xerox, Inc.	Instruments
Taylor Instrument Company	Instruments
General Motors Corporation	Transportation equipment
General Dynamics Corporation	Electrical machinery
Gleason Works	Nonelectrical machinery

a/ Includes manufacturers with 2,000 or more employees in April 1964.

Source: April 1964 Industrial Directory, Rochester Chamber of Commerce.

Unemployment

The estimated number of unemployed workers in the Rochester area in August 1964 (5,700) was equal to 1.9 percent of the total civilian work force (see following table). Unemployment in August 1964 was 1,900 workers below the August 1963 estimate when 2.7 percent of the civilian work force was reported to be unemployed. The Rochester area is classified by the Bureau of Employment Security as an area of "low unemployment." Since 1960, the August unemployment rate has been no higher than 3.4 percent. In the recession year of 1958, however, unemployment is estimated to have been substantially higher.

Unemployment Rate Trend
Rochester, New York HMA, 1960-1964
(August of Each Year)

<u>Year</u>	<u>Percent unemployed</u>
1960	3.3
1961	3.4
1962	2.5
1963	2.7
1964	1.9

Source: New York State Department of Labor.

Future Employment Prospects

A gain of about 14,000 nonagricultural jobs appears to be a reasonable expectation during the October 1964 to October 1966 forecast period. The greatest employment increases are expected to occur in the nonmanufacturing segment of the economy. The major gains in nonmanufacturing employment are expected to occur in the trade, services and government segments. The major gains in manufacturing are expected in the electrical machinery and instruments segments of manufacturing. Slight gains in the metals, nonelectrical machinery, and other durable goods segments may be expected to offset any losses in the nondurable goods segments of manufacturing.

Income

Wage increases and overtime pay in August 1964 have caused weekly and hourly earnings of manufacturing production workers in the Rochester HMA to remain near the record high reached in June 1964. The average production employee's work week of 41.6 hours produced average weekly earnings of \$118 and average hourly earnings of \$2.84. Compared with August 1963, the average work week is up two-fifths of an hour, average weekly earnings are up \$3.19, and average hourly earnings are up five cents.

The current annual median family income after Federal income taxes for all families in the Rochester HMA is estimated to be \$7,890 and the current median after-tax income earned by all renter families is estimated at \$5,350 (see table III).

It is estimated that 13 percent of all families and 33 percent of all renter families have current annual after-tax income below \$4,000. Approximately one-fourth of all families and 9 percent of all renter families currently enjoy annual after-tax income in excess of \$10,000.

By 1966, median incomes are expected to increase by about seven per-cent (before deduction of Federal income tax). The current and projected median income for all families and tenant families are shown in the table below.

Median After-Tax Family Income by Tenure
Rochester, New York Housing Market Area, 1964 - 1966

<u>Year</u>	<u>All families</u>	
	<u>All</u>	<u>Tenant</u>
1964	\$7,890	\$5,350
1966	8,410	5,700

Source: Estimates by the Housing Market Analyst based on the 1960 Census of Population.

Demographic Factors

Population

The population of the Rochester HMA as of October 1, 1964 is estimated to total 633,500 persons representing an average increase of 10,475 persons annually (1.8 percent) since April 1960. By comparison, an average annual increment of 9,875 persons (2.0 percent) occurred during the 1950-1960 decade. Since April 1960, Rochester City has lost an average of nearly 3,200 persons annually, more than double the decline of 1,400 persons annually in the 1950-1960 decade. During that decade, the population of the five towns^{1/} surrounding the city of Rochester increased by nearly 67,500 while that of Rochester decreased by 13,900 and the remainder of the HMA grew in population by over 45,100 (see table IV). Between April 1960 and April 1964, the share of the five surrounding towns increased slightly as a proportion of the total HMA population increase.

Population Trends Rochester, New York Housing Market Area 1950, 1960, 1964, and 1966

<u>Date</u>	<u>Total number of persons</u>	<u>Average annual change from preceding date ^{a/}</u>
April 1950	487,632	-
April 1960	586,387	9,875
October 1964	633,500	10,450
October 1966	666,100	16,300

^{a/} Rounded.

Source: 1950 and 1960 Censuses of Population.
1964 and 1966 Special Census as of April 1, 1964 and
estimates by Housing Market Analyst.

Future Population Growth. The population in the Rochester HMA is expected to total 666,100 persons by October 1, 1966. This is an increase of 32,600 persons or an average annual increment of 16,300 persons over the current population estimate.

Natural Increase and Migration. During the 1950-1960 decade the net natural increase (excess of resident births over resident deaths) in the Rochester HMA averaged 6,875 persons annually, representing 70 percent of the total population increase (see table below). The total population increase during the decade averaged 9,875 persons annually indicating an average annual net in-migration of 3,000 persons. Since 1960, it is estimated that a slightly larger portion of the total population increase is attributed to net natural increase. Over the April 1960-

^{1/} Brighton, Gates, Greece, Irondequoit, and Penfield Towns.

October 1964 period, the net natural increase in population averaged 7,650 persons annually, during each of the last four and one-half years.

Components of Population Change
Rochester, New York Housing Market Area, 1950-1964

<u>Components of change</u>	<u>Average annual changes ^{a/}</u>			
	<u>1950-1960</u>		<u>1960-1964</u>	
	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>
Net natural increase	6,875	69.6	7,650	73.2
In-migration	<u>3,000</u>	<u>30.4</u>	<u>2,800</u>	<u>26.8</u>
Total population increase	9,875	100.0	10,450	100.0

^{a/} Rounded.

Source: Current Population Reports, U. S. Department of Commerce, New York State Department of Health, and estimates by Housing Market Analyst.

Age. Several significant changes occurred in the composition of the Rochester HMA population between 1960 and 1964 (see following table). Of the total HMA increase during the period, approximately 93 percent occurred in the under 30 age groups. The principal causes of this growth were rising birth rates, the continued in-migration of young families, and the increase of student population brought about by recent expansion programs at the University of Rochester and at the Rochester Institute of Technology. During the four-year period, the median age of the population dropped from 32.1 years in April 1960 to 30.0 years in April 1964.

Population Age Distribution
Rochester, New York HMA, 1960-1964

<u>Age group</u>	<u>Number of persons</u>		<u>1960-1964 change</u>	
	<u>April 1960</u>	<u>April 1964</u>	<u>Number</u>	<u>Percent</u>
Under 10	122,845	131,215	8,370	6.8
10-19	88,437	106,948	18,511	20.9
20-29	65,512	74,466	8,954	13.7
30-39	81,221	78,284	-2,937	-3.6
40-49	77,541	82,318	4,777	6.2
50-59	61,266	63,990	2,724	4.4
60 and over	<u>89,565</u>	<u>87,797</u>	<u>-1,768</u>	<u>-2.0</u>
Total	586,387	625,018	38,631	6.6

Source: 1960 Census of Population and a Special Census as of April 1, 1964.

Households

As of October 1, 1964 there are approximately 193,400 households (occupied housing units) in the Rochester HMA (see table V). This indicates an average increment of about 3,500 households annually since 1960. During the 1950-1960 decade, households increased by an average of 3,400 annually and was due in part to a conceptual change from "dwelling unit" in the 1950 census to "housing unit" in 1960.

Household Trends Rochester, New York Housing Market Area 1950, 1960, 1964, and 1966

<u>Date</u>	<u>Total number of households</u>	<u>Average annual change from preceding date a/</u>
April 1950	143,685	-
April 1960	177,639	3,400
October 1964	193,400	3,500
October 1966	202,950	4,775

a/ Rounded.

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

Future Household Growth. Household growth during the two-year forecast period (October 1964-October 1966) is expected to total 9,550 households, or an average increment of 4,775 households annually.

Household Size. As of October 1964, there are about 3.19 persons per household in the HMA, compared with 3.21 persons in April 1960 and 3.26 persons in April 1950.

Household Size Trends Rochester, New York Housing Market Area 1950, 1960, 1964, and 1966

<u>Date</u>	<u>Number of persons</u>
April 1950	3.26
April 1960	3.21
October 1964	3.19
October 1966	3.20

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

Housing Market Factors

Housing Supply

As of October 1, 1964, there are approximately 202,200 housing units in the Rochester HMA (see table VI). A net addition to the housing stock of about 16,750 units is indicated since April 1960, when the Census of Housing reported 185,476 housing units in the area. The net addition of 16,750 housing units resulted from the completion of some 18,250 new units plus 400 units added through conversions, less about 1,900 housing units lost through demolition. The increase in the housing inventory during the last four and one-half years constitutes an average annual increment of about 3,725 housing units. During the 1950-1960 decade, the number of housing units rose by about 37,550 (25.4 percent) to 185,476, representing an average annual increase of some 3,750 units over the ten-year period.

Principal Characteristics

Type of Structure. The distribution of the Rochester HMA housing inventory by type of structure has not changed much since April 1, 1960 (see following table). Single-family units comprise an estimated 69 percent of the current Rochester HMA housing inventory, an increase from 68 percent in April 1960. During the last four and one-half years, growth also occurred in the five- or more-units per structure category. In October 1964, this group accounts for almost 12 percent of the inventory compared with less than 11 percent of the April 1960 housing stock. During the last four and one-half years, the demolition of duplex units and housing units in three- and four-unit structures exceeded new construction activity in these two categories.

The Housing Inventory by Structural Size
Rochester, New York Housing Market Area, 1960-1964

<u>Type of structure</u>	<u>April 1960</u>		<u>October 1964</u>	
	<u>Number</u>	<u>Percent of total</u>	<u>Number</u>	<u>Percent of total</u>
1 unit ^{a/}	125,485	67.7	138,725	68.6
2 units	26,323	14.2	26,100	12.9
3 & 4 units	13,983	7.5	13,775	6.8
5 or more units	19,592	10.6	23,600	11.7
Total	185,383	100.0	202,200	100.0

^{a/} Includes trailers.

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

Year Structure Built. It is estimated that 18,250 units, 9 percent of the total current housing supply in the Rochester area, have been added to the inventory since April 1960 (see table below). An estimated 20,350 units (10 percent) were built between 1955 and March 1960 and 18,675 units (9 percent) were built between 1950 and 1954. A total of 14,325 units (7 percent) were constructed during the 1940-1949 period and approximately 130,600 units (65 percent) were built prior to 1940.

Age of the Housing Inventory
Rochester, New York Housing Market Area
October 1964

<u>Year structure built</u>	<u>Number of units</u>	<u>Percent of total inventory</u>
April 1960-October 1964	18,250	9.0
1955-March 1960	20,350	10.1
1950-1954	18,675	9.2
1940-1949	14,325	7.1
1939 or earlier	<u>130,600</u>	<u>64.6</u>
Total	202,200	100.0

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

Condition of Housing. In the April 1960 census, almost 86 percent of the housing inventory was reported to be in a sound condition with all plumbing facilities. A sharp difference in condition is noted when the owner-occupied and the renter-occupied portions of the inventory are compared. According to the 1960 census, a total of 111,531 owner-occupied housing units (94 percent of the owner-occupied inventory) and 42,857 renter-occupied housing units (73 percent of the renter-occupied inventory) were in a sound condition with all plumbing facilities.

Value and Rent. In April 1960, the median value of owner-occupied housing units in the Rochester HMA as a whole was \$14,900 compared with a median of \$12,200 in the city of Rochester. The median asking price of vacant units available for sale in the HMA as of April 1960 was \$17,900, while the median price in Rochester City was \$13,500. The median gross rent in the HMA was \$80 a month compared with \$78 in the city of Rochester.

Residential Building Activity

From January 1, 1960 through September 30, 1964, there have been over 20,300 new housing units authorized by building permits in the Rochester HMA. A distribution of the total number of units authorized by type of structure is presented in the table below. The total is composed of about 14,600 (72 percent) single-family structures, 200 (one percent) units in duplex structures, 100 (0.5 percent) units in structures containing 3 and 4 units, and 5,400 (27 percent) units in structures with 5 or more units.

Housing Units Authorized by Structural Size Rochester, New York Housing Market Area 1960-1964

<u>Year</u>	<u>Single family</u>	<u>Duplex</u>	<u>3-4</u>	<u>5 or more</u>	<u>Total</u>
1960	2,596	40	7	544	3,187
1961	2,632	34	35	795	3,496
1962	2,955	54	24	1,051	4,084
1963	3,557	42	7	1,798	5,404
1964 (9 mos.)	<u>2,865</u>	<u>25 a/</u>	<u>25 a/</u>	<u>1,216</u>	<u>4,131</u>
Total	14,605	195	98	5,404	20,302
1963 (9 mos.)	2,592	25 a/	25 a/	963	3,605

a/ Estimated by the Housing Market Analyst.

Source: U. S. Department of Commerce and First Federal Savings and Loan Association of Rochester.

Less than three percent of the single-family housing units authorized since January 1, 1960 have been authorized in the city of Rochester. About 47 percent have been authorized in the five towns surrounding Rochester and the other 50 percent in the remainder of the HMA. Although Rochester has had only a small percentage of the single-family construction, 34 percent of the units in structures containing five-or-more units have been built in the city of Rochester and 52 percent in the five suburban towns surrounding Rochester. Data for each permit issuing place in the HMA are shown in table VII.

Residential building activity during the 1950-1960 decade, as measured by the issuance of building permits, averaged about 3,500 units annually. The peak year during the 1950's occurred in 1955 when about 4,900 building permits were issued. In 1957, approximately 2,800 permits were issued. Activity has increased steadily each year since 1957 with the exception of a slight drop between 1959 and 1960. The rate of growth has accelerated since 1961. During the first nine months of 1964, 4,131 housing units were authorized in the Rochester HMA. This is 14.6 percent (526 units) above the same period in 1963 when 3,605 housing units were authorized.

Units Under Construction. A postal vacancy survey reported approximately 2,025 housing units under construction in the Rochester HMA in late 1964. Of the 950 residences reported to be under construction, about one-third were located in the towns of Greece and Gates ^{1/}; the remainder were under construction at scattered locations throughout the HMA. Of the apartments reported to be under construction (about 1,075 units), the major concentrations were in the city of Rochester (about 400 units) and in the town of Greece (about 500 units).

Demolitions and Conversions. There have been approximately 1,900 housing units demolished since April 1960 in the Rochester HMA. About 1,600 of these units were demolished in the city of Rochester to make way for new highways or as a result of urban renewal activities. Approximately 28 percent of the demolished units (540 units) were single-family homes, 31 percent (590 units) were in duplex structures, 20 percent (380 units) were in three- and four-unit structures, and 21 percent (390 units) were in structures containing five or more units. It is estimated that 500 housing units will be demolished in the Rochester HMA during the October 1964-October 1966 forecast period.

Tenure of Occupancy

Renter occupancy in the Rochester HMA decreased from 39 percent of the occupied housing stock in April 1950 to 33 percent in April 1960. Currently, it is estimated that 33 percent of the HMA occupied housing stock is renter-occupied (see table VI).

^{1/} The towns of Greece and Gates are served by six stations and branches of the Rochester Post Office.

Vacancy

In April 1960, the Rochester HMA contained 4,333 vacant housing units available for sale or rent, indicating an over-all vacancy ratio of 2.4 percent on the basis of census data. There were 1,181 units available for sale and 3,152 units available for rent, or a home-owner vacancy rate of 1.0 percent and a rental vacancy rate of 5.1 percent (see table VI). Of the available units, 20 sales vacancies and 734 rental vacancies lacked some plumbing facility.

Postal Vacancy Survey. A postal vacancy survey was conducted October 21 to November 6, 1964 by the ten principal post offices in the Rochester HMA (see table VIII). The survey covered 186,600 possible deliveries, representing approximately 92 percent of the current housing inventory. The survey revealed a total vacancy rate of 1.6 percent, with a 1.3 percent vacancy rate in residences and a 3.5 percent vacancy rate in apartments. Comparable surveys conducted by the local post offices in March 1958 and February 1960 revealed somewhat lower vacancy levels, particularly in the apartment category (see following table).

The postal vacancy survey conducted in February 1960 covered approximately three-fourths of the housing stock at that time. The total vacancy level of 1.5 percent was considerably below the net available vacancy ratio of 2.4 percent reported by the Census Bureau in April 1960. However, it should be noted that postal vacancy data are not entirely comparable with those published by the Bureau of the Census because of differences in definition, area delineations, and methods of enumeration. 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 "resident" as a unit representing one stop for one delivery of mail (one mail box). These are principally single-family homes but they include some duplexes and structures with extra units created by conversion. An "apartment" includes all stops where more than one delivery of mail is possible. These are primarily apartments but they include some roadside ~~boxes~~ where several deliveries of mail are possible.

Postal Vacancy Survey Ratios Rochester, New York Housing Market Area 1958, 1960, and 1964

<u>Date</u>	<u>Percent vacant</u>		
	<u>Total</u>	<u>Residences</u>	<u>Apartments</u>
March 1958	1.5	1.3	2.1
February 1960	1.5	1.2	2.3
October 1964	1.6	1.3	3.5

Other Vacancy Indicators. In March 1964, there were reported to be 51 vacancies among the 1,386 apartment units with FHA mortgage insurance in the Rochester HMA, or a vacancy rate of 3.7 percent. Seven conventionally-financed apartment projects completed since 1960 containing 884 units were surveyed by the analyst in October 1964; a total of 21 vacant units were reported, or a vacancy ratio of 2.4 percent.

Current Estimate. Based on the postal vacancy survey conducted in late 1964 and other vacancy information obtained in the Rochester area, it is estimated that there are 4,800 vacant housing units available for sale or rent in the HMA as of October 1, 1964. Of this total, 1,500 units (with only 25 units lacking some plumbing facility) are available for sale and 3,300 units (including 475 units lacking some plumbing facility) are available for rent, indicating sales housing and rental vacancy rates of 1.2 percent and 4.8 percent, respectively.

In an area of moderate growth such as Rochester, vacancy ratios of 1.0 to 1.5 percent for sales housing and 4.0 to 6.0 percent for rental housing are considered adequate to provide a reasonable degree of choice to prospective purchasers and renters. On this basis, it is estimated that current vacancy levels in the Rochester area are satisfactory.

Sales Market

The market for new homes in the Rochester HMA is sound. Despite a rising volume of new single-family construction, as evidenced by building permit issuance, the number of unsold new houses has risen only slightly and the volume of sales of used houses has been increasing as has the average sales price. In part, the healthy condition of the market for new houses has been maintained because most new houses have been sold prior to construction, even if built by operative builders.

Used Home Sales. Data made available by the Real Estate Board of Rochester indicate that sales of existing houses have been increasing each year since 1960, with 1963 sales 10.2 percent above the 1960 level. The average sales price also has been increasing reaching \$16,500 in 1963 nearly 5 percent above the 1960 level. The number of units sold during the first nine months of 1964 is slightly ahead of the volume in the same period in 1963. The average sales price has advanced to about \$17,200.

Sales Volume of Used Homes
Rochester, New York Housing Market Area
1960 through 1963

<u>Price range</u>	<u>Number of homes sold</u>			
	<u>1960</u>	<u>1961</u>	<u>1962</u>	<u>1963</u>
Under \$15,000	1,756	1,761	1,756	1,717
\$15,000-19,999	935	979	1,132	1,106
20,000-29,999	491	477	562	651
30,000 and over	108	116	139	153
Total units	3,290	3,333	3,589	3,627
Average sales price	\$15,763	\$15,832	\$16,192	\$16,496

Source: Real Estate Board of Rochester.

Unsold Inventory of New Homes. In January 1964, the Rochester FHA office surveyed all subdivisions in the Rochester HMA in which five or more homes were completed in 1963. In the 38 qualifying subdivisions surveyed, 1,241 houses had been completed, of which 1,107 were sold before construction had started and 134 were built speculatively. Of the speculatively built homes, only three (2.3 percent of the speculative construction) were reported unsold as of January 1, 1964 (in addition to 72 model homes); however, 65 of the 260 units under construction were unsold. Over 89 percent of the total completed in 1963 were built on contract; 75 percent of those under construction on January 1, 1964 were on contract. The most popular price range was \$17,500 to \$25,000, accounting for about 70 percent of the completed units. About five percent were priced below \$17,500 and about 25 percent were priced at \$25,000 or above.

It is reported that there are about 250 active builders in the Rochester HMA, most of whom sell from models and obtain firm contracts prior to the start of new construction. Thus, the average annual volume per builder is relatively small (10 to 15 units each). An unknown, but apparently large, number of units were completed by these builders or individual owner builders on scattered lots. These factors account in large part for the relatively small coverage of the FHA survey (about 40 percent of all completions), since only subdivisions with five or more completions were covered. The large proportion of contract construction reported by the FHA survey appears typical in the area.

Another survey made each year by the First Federal Savings and Loan Association of Rochester systematically traces all single-family permits issued in Monroe County. These surveys indicate that about 10 percent of the new construction in recent years has been built by owners for their own occupancy. The numerous operative builders have reported 16 percent to 18 percent of their new construction as speculative and unsold in recent years.

Rental Market

Although the current level of vacancies and the satisfactory occupancy levels in most new rental projects suggest a balanced rental market, signs of weakness are beginning to appear. In an effort to attain higher occupancy ratios, some apartment project managers are offering rent concessions while others have initiated more liberal leasing policies. In one apartment project, constructed since 1960, it is now possible to rent an apartment on a monthly basis. This practice began a few months ago, when there were nine vacancies in this project. In October 1964 there was only one vacancy in this project. The various new projects in the area typically offer a wide range of equipment such as carpeting, drapes, air conditioning, swimming pools, and carports.

New Rental Housing. Since 1960, approximately 3,600 privately-financed rental units (in structures containing five or more units) have been constructed in the Rochester HMA (excluding Mitchell-Lama and public housing). A survey of approximately one-third of these rental units revealed generally excellent market acceptance (see vacancy section of this analysis). Of the units surveyed, approximately 90 percent are garden apartments. Typical monthly rents (excluding electricity) are \$100 for efficiency apartments, \$125 for 1-bedroom, and \$150 for 2-bedroom units.

Two projects (other than housing for the elderly) have been built in Rochester with New York State Mitchell-Lama Act (below-market interest) financing. The first is Chatham Gardens, completed in 1962 in the Baden-Ormond renewal area. Monthly gross rents in this project are \$74 for 1-bedroom, \$95 for 2-bedroom, and \$117 for 3-bedroom units. Ridgemont Park, a moderate-income, Mitchell-Lama financed project, opened in 1964 has already achieved full occupancy. The project contains 240 units. Monthly gross rents are \$98.50 for 1-bedroom and \$122.50 for 2-bedroom units.

Rental Housing Under Construction. A postal vacancy survey conducted in the Rochester HMA during October and November 1964 counted approximately 1,075 apartment units under construction. As mentioned in an earlier section of this analysis, most of the apartment construction currently under way is located in the city of Rochester and in the town of Greece. The great majority of the new apartments are in conventionally financed two- and three-story garden-type structures with typical monthly rents of \$100, \$125, and \$150 for 1-bedroom, 2-bedroom, and 3-bedroom units, respectively. These rents exclude electricity. Most of these units will enter the market in the spring of 1965.

Planned Community

A planned community is planned for construction in the town of Parma (see map on page 2). The 750-acre tract, about 12 miles west of downtown Rochester, is bounded by Parma Center, Baily, Peck, and Parma Corners Roads. Present plans would provide space for detached houses, town houses, apartments, schools, commercial firms, light industrial plants, and parks.

The design of the community provides for office buildings and commercial establishments to be located in the center of the 750-acre tract. Apartments and town houses would surround the office and commercial areas. The remaining portion of the first (northeast) quadrant would be devoted to light industrial uses. Single-family homes would be constructed in the remaining areas of the second, third, and fourth quadrants.

Since the project is in the early planning stage, it is unlikely that any of the housing units could enter the market during the forecast period of this analysis. In any case, unless there is actual development of the industrial and office sections of the proposed planned community, so that it may be considered to be a semi-autonomous economic entity, any new housing built in the area must be viewed as another suburban housing development, competing in the market with other new housing.

Urban Renewal and Redevelopment

There are five urban renewal programs in Rochester in various stages of planning or execution: Baden-Ormond, Central Business District, Genesee Crossroads, Liberty Pole Green, and Third Ward. There are no urban renewal programs elsewhere in the HMA.

The Baden-Ormond Urban Renewal Project (UR-NY-13-1) is the first urban renewal project of the city. It was designed to wipe out one of the oldest slum areas in Rochester and is in the execution stage. The project area covers 61 acres in the Joseph-Hudson Avenue area. New construction includes Chatham Gardens, a 184-unit middle-income housing project opened in 1962 and a school and playground area, both opened in 1963. In addition, about 15 acres have been set aside for light industrial and commercial use.

The Central Business District Urban Renewal Project (R-143) involves the preparation of a general neighborhood renewal plan for the central business district of Rochester, the entire area within the Inner Loop in downtown Rochester (367 acres). The purpose of the study now under way is to determine what urban renewal action must be taken in the future to maintain downtown Rochester as an attractive, modern commercial center. The objective will be the removal of substandard structures and the development of improved facilities for stores, offices, in-town housing, etc. The plan is expected to be completed by February 1965. Within the Central Business District there are two renewal projects: Liberty Pole Green and Third Ward.

The Genesee Crossroads Urban Renewal Project (R-80), in the execution stage, covers about 33 acres on both sides of the Genesee River and is bounded generally by East Main, St. Paul, Andrews, and State Streets. Reuse plans include sites for 400 units of high-rise apartments, a public park, new commercial development, and public facility improvements. Property is now being acquired and demolition and clearance are underway. FHA anticipates receiving a Form 2012 preliminary application for the proposed housing during 1965.

The Liberty Pole Green Urban Renewal Project (R-158), located in the middle of the Rochester central business district, is in the execution stage. The objective is to remove a slum area at the center of Rochester's most important financial and retail district and replace it with a public open space which will contrast with the surrounding highly built-up area. Completion of the project is anticipated by the spring of 1965.

The Third Ward Urban Renewal Project (R-144) covers approximately 185 acres bounded by the Genesee River on the east, the Pennsylvania Railroad on the west, and West Main Street and the Inner Loop on the north. The objective of the Third Ward Project is to upgrade the neighborhood by the demolition of dilapidated buildings, the rehabilitation of deteriorating buildings and the installation of new public improvements such as new streets, sidewalks, street lighting, and other public facilities. Completion of survey and planning work for this project is scheduled for late 1964.

The number of units to be proposed for the Third Ward Urban Renewal area will be determined at some future date after the results of several surveys now under way are completed. Among the studies currently under way are a house-to-house architectural survey to determine what must be done to bring each house up to minimum standards and a family survey to determine the housing needs and financial ability of each family.

Census tract data provide some insight into population composition and economic conditions within the Third Ward. Census tracts three and four of the city of Rochester roughly correspond to the Third Ward project area. The unfavorable economic conditions within census tracts three and four are evidenced by the high unemployment rate in 1960 (12.1 percent) and the comparatively low 1959 after-tax median family income of \$3,680, compared with \$5,620 in Rochester as a whole. Nearly 84 percent of the occupied housing units in 1960 were renter-occupied. Based on available information, it would appear that few families now located in the Third Ward would be able to afford new sales housing. Since most of the housing is renter-occupied, the success of a rehabilitation program would appear to depend on the expectations of landlords as to their ability to obtain higher rents for rehabilitated units. In either case, new or improved housing in this area will have to compete with housing becoming available in transition areas elsewhere in Rochester.

Public Housing

Hanover Homes, the only existing public housing in Rochester, is a state-aided low-income project. It contains 392 units renting from \$51 to \$63 a month plus utilities. In October 1964, there were no vacant units.

Proposed Public Housing. The Rochester Rehabilitation Project is a demonstration project under which a combination of city and State funds will be used to purchase and restore 20 one- and two-family houses at scattered locations in the city of Rochester. It is intended that the location of these homes will not be publicized. Five Federally-aided low-rent housing projects, containing about 700 units, have been approved for the city of Rochester. Two of these projects, with about 200 housing units, are intended for senior citizens. Construction contracts are to be awarded in early 1965.

Rochester Management. In an attempt to alleviate the housing shortage following World War II, Rochester developed a scheme whereby land was donated by the city, local financing was obtained at about 2.5 percent, and mortgages were insured under Section 608 (now paid off). Three moderate-income projects (Norton Village, Ramona Park, and Fernwood) containing 516 two-bedroom units were constructed in the early 1950's under the foregoing plan. Currently, these units are reported to be fully occupied. They are now renting for \$68 to \$75 a month plus utilities. Rochester Management, a quasi-public body organized to run these projects, now has a number of other projects as well, including a total of 403 units of elderly housing in the Cobbs Hill, Seth Green, and Plymouth Gardens developments built between 1958 and 1963. Except for Cobbs Hill, which was a conversion project, they have been built on city-donated land with Mitchell-Lama financing. Rents range from \$56 (efficiency) to \$77 (one-bedroom) a month. All units are occupied.

Demand for Housing

Quantitative Demand

The annual volume of new residential construction during the two-year forecast period (October 1964-October 1966) that will meet the needs of the anticipated household growth and maintain a balanced demand-supply relationship in the market is estimated to total 5,200 housing units annually, including 3,600 sales-type units and 1,600 rental units. The demand estimates reflect an increased rate of growth in employment in near future years, as well as a continued slow trend toward home ownership.

Qualitative Demand

Sales Housing. Based on the distribution of families by annual after-tax income and on the proportion of income that families normally pay for sales housing in the Rochester HMA, the annual demand for 3,600 new sales houses during each of the next two years is expected to approximate the sales price distribution indicated in the table below.

Estimated Annual Demand for New Sales Housing Rochester, New York Housing Market Area October 1964 to October 1966

<u>Sales price</u>	<u>Number of units</u>
\$15,000 - \$17,499	400
17,500 - 19,999	680
20,000 - 22,499	830
22,500 - 25,000	830
Over 25,000	860
Total	3,600

Approximately 30 percent of the projected annual sales housing demand is for housing in the \$15,000 to \$19,999 price range, 45 percent in the \$20,000 to \$24,999 price range, and about one-fourth of the houses will be priced over \$25,000. Construction of single-family units for less than \$15,000 is not economically feasible in the Rochester area. Placement of the new sales units within the HMA is expected to approximate the distribution of the recent past; three percent in the city of Rochester, 47 percent in the five towns surrounding Rochester, and 50 percent in the remainder of the HMA.

Rental Housing. The monthly rentals at which privately-owned net additions to the aggregate rental housing inventory might best be absorbed by the rental market are indicated for various size units in the following table. Net additions in these rentals may be accomplished either by (1) new construction or rehabilitation at the specified rentals with or without public benefits or assistance through subsidy, tax abatement, or aid in financing or land acquisition, or (2) production of units at higher rentals which competitively effect a filtering of existing accommodations to the rentals specified.

Prospective Annual Demand for New
Rental Housing by Gross Monthly Rent
and by Size of Unit in the Rochester, New York HMA
October 1964-October 1966

<u>Gross rent a/</u>	<u>Efficiency</u>	<u>1-BR</u>	<u>2-BR</u>	<u>3-BR</u>
\$ 90 and over	180	-	-	-
95 " "	170	700	-	-
100 " "	160	660	-	-
105 " "	150	610	570	-
110 " "	140	570	525	150
120 " "	110	455	420	130
125 " "	100	400	380	120
130 " "	85	345	345	110
140 " "	60	250	265	85
160 " "	25	100	120	45
180 " "	10	45	50	20

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

Note: The figures above are cumulative, i.e., the several columns cannot be added vertically. For example, demand each year over the next two years for 2-bedroom units at gross monthly rents of from \$105 to \$125 is 190 units (570 less 380).

Table I

Work Force and Employment Trends
Rochester, New York Labor Market Area, Aug. 1958-Aug. 1964
(thousands)

Industry	August of each year						
	1958	1959	1960	1961	1962	1963	1964 p
Total civilian labor force	NA	NA	265.8	268.6	275.6	282.5	292.4
Unemployment	NA	NA	8.8	9.0	7.0	7.6	5.7
Percent unemployed	NA	NA	3.3%	3.4%	2.5%	2.7%	1.9%
Agriculture	5.8	5.5	4.5	5.4	4.4	5.0	4.5
Nonagricultural employment	243.0	248.3	252.5	254.2	264.2	269.9	282.2
Wage and salary employment	217.4	223.0	227.1	228.6	237.9	243.8	255.8
Manufacturing	103.1	106.4	107.5	106.6	109.5	111.2	117.2
Durable goods	75.1	77.7	79.3	78.4	81.2	83.3	89.5
Metals	4.8	5.0	5.7	5.6	5.6	5.6	6.0
Nonelectrical machinery	7.4	7.8	8.3	8.2	8.7	8.8	9.0
Electrical machinery	10.2	10.2	11.0	10.9	10.5	10.5	12.7
Instruments (photo & opt. gds.)	45.2	45.5	45.7	45.5	47.4	49.1	52.0
Other durable goods	7.5	9.2	8.6	8.2	9.0	9.4	9.8
Nondurable goods	28.0	28.7	28.2	28.2	28.3	27.9	27.7
Food and kindred products	8.7	9.0	8.6	9.0	8.7	8.7	8.4
Apparel	8.0	8.1	8.0	7.7	7.8	7.6	7.4
Printing & publishing	5.0	5.1	5.3	5.2	5.5	5.5	5.5
Other nondurable goods	6.3	6.5	6.3	6.3	6.3	6.1	6.4
Nonmanufacturing	114.3	116.6	119.6	122.0	128.4	132.6	138.6
Construction	11.3	11.8	12.6	11.7	12.5	13.4	14.4
Transportation and pub. util.	10.3	10.8	10.4	10.4	10.5	10.8	11.1
Trade	37.6	37.6	38.5	39.0	41.7	42.3	44.0
Finance, ins., & real estate	7.3	7.5	7.8	8.2	8.7	8.9	9.0
Services	26.5	27.5	28.1	29.6	31.4	32.4	34.6
Government	21.3	21.4	22.2	23.1	23.6	24.8	25.5
Other employment a/	25.6	25.3	25.4	25.6	26.3	26.1	26.4

p-Preliminary

p-Preliminary

a/ Includes self-employed, domestic and unpaid family workers.

Source: New York State Department of Labor. Details do not necessarily add to totals because of rounding.

Table II

Work Force Components
Rochester, New York HMA
1958 - 1964
 (Annual Averages)

<u>Work force components</u>	<u>1958</u>	<u>1959</u>	<u>1960</u>	<u>1961</u>	<u>1962</u>	<u>1963</u>	<u>First eight months</u>	
							<u>1963</u>	<u>1964</u>
Total civilian work force	<u>261.4</u>	<u>259.9</u>	<u>263.0</u>	<u>266.1</u>	<u>272.4</u>	<u>277.8</u>	<u>274.9</u>	<u>284.1</u>
Unemployment	14.0	10.6	9.7	10.4	8.3	8.3	9.0	7.5
Percent unemployed	5.4	4.1	3.7	3.9	3.0	3.0	3.3	2.6
Agriculture	4.3	4.1	4.0	4.0	3.9	3.8	3.5	3.4
Nonagricultural employment	<u>243.1</u>	<u>245.2</u>	<u>249.3</u>	<u>251.7</u>	<u>260.2</u>	<u>265.7</u>	<u>262.4</u>	<u>273.2^{a/}</u>
Wage and salary employment	218.0	220.3	224.3	225.9	234.2	240.0	236.7	247.0 ^{a/}
Other employment	25.1	24.9	25.0	25.8	26.0	25.7	25.7	26.2

^{a/} Includes 8,600 workers involved in labor management disputes during May and June 1964.

Source: New York State Department of Labor.

Table III

Estimated Percentage Distribution of Family Income by Race and Tenure
After Deduction of Federal Income Tax
Rochester, New York HMA, 1964 + 1966

<u>Annual family income</u>	<u>1964 income</u>		<u>1966 income</u>	
	<u>All families</u>		<u>All families</u>	
	<u>All</u>	<u>Tenant</u>	<u>All</u>	<u>Tenant</u>
Under \$4,000	13	33	12	31
\$4,000 - 4,999	7	12	6	11
5,000 - 5,999	8	14	7	12
6,000 - 6,999	10	11	8	12
7,000 - 7,999	13	10	12	9
8,000 - 8,999	11	6	11	8
9,000 - 9,999	11	5	11	5
10,000 - 11,999	10	6	13	7
12,000 and over	17	3	20	5
Total	100	100	100	100
Median	\$7,890	\$5,350	\$8,410	\$5,700

Source: Estimates by the Housing Market Analyst based on the 1960 Census of Population.

Table IV

Population Trends
Rochester, New York Housing Market Area
1950, 1960, and 1964

<u>Area</u>	<u>April</u> <u>1950</u>	<u>April</u> <u>1960</u>	<u>October</u> <u>1964</u>	<u>Average annual change</u>			
				<u>1950-1960</u>		<u>1960-1964</u>	
				<u>Number</u>	<u>Percent</u>	<u>Number^{a/}</u>	<u>Percent</u>
Rochester HMA total	487,632	586,387	633,500	9,876	2.0	10,450	1.8
Rochester City	332,488	318,611	304,225	-1,388	-0.4	-3,200	-1.0
Remainder of HMA	155,144	267,776	329,275	11,263	7.3	13,650	5.1

a/ Rounded.

Source: 1950 and 1960 Censuses of Population.

1964 Special Census as of April 1, 1964 and estimates by Housing Market Analyst.

Table V

Household Trends
Rochester, New York Housing Market Area
1950, 1960, and 1964

<u>Area</u>	<u>April 1950</u>	<u>April 1960</u>	<u>October 1964</u>	<u>Average annual change</u>			
				<u>1950-1960</u>		<u>1960-1964</u>	
				<u>Number</u>	<u>Percent</u>	<u>Number^{a/}</u>	<u>Percent</u>
Rochester HMA total	143,685	177,639	193,400	3,395	2.4	3,500	2.0
Rochester City	99,558	102,997	98,600	344	0.3	-975	-0.9
Remainder of HMA	44,127	74,642	94,800	3,051	6.9	4,480	6.0

^{a/} Rounded

Source: 1950 and 1960 Censuses of Population.
1964 estimated by Housing Market Analyst.

Table VI

Components of the Housing Inventory
Rochester, New York HMA
1950, 1960, and 1964

<u>Tenure and vacancy</u>	<u>April 1950</u>	<u>April 1960</u>	<u>October 1964 a/</u>	<u>Average annual changes</u>			
				<u>1950-1960</u>		<u>1960-1964</u>	
				<u>Number</u>	<u>Percent</u>	<u>Number a/</u>	<u>Percent</u>
Total housing supply	<u>147,923</u>	<u>185,476</u>	<u>202,200</u>	<u>3,755</u>	<u>2.5</u>	<u>3,715</u>	<u>2.0</u>
Occupied housing units	<u>143,685</u>	<u>177,639</u>	<u>193,400</u>	<u>3,395</u>	<u>2.4</u>	<u>3,500</u>	<u>2.0</u>
Owner occupied	<u>87,475</u>	<u>118,645</u>	<u>130,500</u>	<u>3,117</u>	<u>3.6</u>	<u>2,625</u>	<u>2.2</u>
As a % of total occupied	<u>60.9%</u>	<u>66.8%</u>	<u>67.5%</u>	-	-	-	-
Renter occupied	<u>56,210</u>	<u>58,994</u>	<u>62,900</u>	<u>278</u>	<u>0.5</u>	<u>875</u>	<u>1.5</u>
As a % of total occupied	<u>39.1%</u>	<u>33.2%</u>	<u>32.5%</u>	-	-	-	-
Vacant housing units	<u>4,238</u>	<u>7,837</u>	<u>8,800</u>	<u>360</u>	<u>8.5</u>	<u>215</u>	<u>2.7</u>
Available	<u>1,276</u>	<u>4,333</u>	<u>4,800</u>	<u>306</u>	<u>24.0</u>	<u>105</u>	<u>2.4</u>
For sale	<u>480</u>	<u>1,181</u>	<u>1,500</u>	<u>70</u>	<u>14.6</u>	<u>70</u>	<u>5.9</u>
Homeowner vacancy rate	<u>0.5%</u>	<u>1.0%</u>	<u>1.2%</u>	-	-	-	-
For rent	<u>796</u>	<u>3,152</u>	<u>3,300</u>	<u>236</u>	<u>29.6</u>	<u>35</u>	<u>1.1</u>
Rental vacancy rate	<u>1.4%</u>	<u>5.1%</u>	<u>4.8%</u>	-	-	-	-
Other	<u>2,962</u>	<u>3,504</u>	<u>4,000</u>	<u>54</u>	<u>1.8</u>	<u>110</u>	<u>3.1</u>

a/ Rounded.

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

Table VII

Housing Units Authorized by Building Permits
Rochester, New York Housing Market Area, 1960-1964

<u>Locality</u>	<u>1960</u>	<u>1961</u>	<u>1962</u>	<u>1963</u>	<u>First nine months</u>	
					<u>1963</u>	<u>1964</u>
Rochester City	193	421 <u>a/</u>	646 <u>a/</u>	705	167	370 <u>a/</u>
Towns:						
Brighton	328	97	161	257	218	252
Chili	115	174	113	159	127	218
Clarkson <u>b/</u>	17	26	37	16	15	34
Gates	137	112	238	385	294	306
Greece	465	715	884	1,037	642	986
Hamlin	15	13	23	23	15	28
Henrietta <u>b/</u>	316	349	345	428	300	429
Irondequoit	309	389	356	675	606	352
Mendon <u>b/</u>	9	18	19	22	14	20
Ogden <u>b/</u>	114	100	123	137	98	74
Parma <u>b/</u>	93	83	102	134	83	43
Penfield	308	276	256	310	218	191
Perinton <u>b/</u>	229	222	270	308	241	312
Pittsford <u>b/</u>	257	259	300	335	275	263
Riga <u>b/</u>	19	20	20	18	17	16
Rush	21	20	24	29	25	19
Sweden <u>b/</u>	34	32	35	47	30	58
Webster <u>b/</u>	205	162	131	356	204	146
Wheatland <u>b/</u>	3	8	3	23	16	14
HMA total	<u>3,187</u>	<u>3,496</u>	<u>4,084</u>	<u>5,404</u>	<u>3,605</u>	<u>4,131</u>

a/ Includes the following "public" (Mitchell-Lama) housing: 1961, 296 units; 1962, 242 units; 1964, 240 units.

b/ Includes town and village permits.

Source: U. S. Department of Commerce and First Federal Savings and Loan Association of Rochester.

Table VIII

Rochester, New York Area Postal Vacancy Survey

October 21 - November 6, 1964

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	186,623	3,065	1.6	2,086	979	2,024	156,070	1,988	1.3	1,288	700	948	30,553	1,077	3.5	798	279	1,076	1,242	49	4.2
Rochester	159,889	2,490	1.6	1,792	698	1,622	130,758	1,525	1.2	1,084	441	605	29,131	965	3.3	708	257	1,017	944	5	0.5
GPO	44,119	825	1.9	772	53	330	29,750	444	1.5	438	6	13	14,369	381	2.7	334	47	317			
Branches:																					
Greece	8,628	47	0.5	37	10	5	7,828	21	0.3	11	10	5	800	26	3.3	26	-	-			
Irondequoit	7,861	58	0.7	33	25	69	7,143	57	0.8	32	25	69	718	1	0.1	1	-	-			
Panorama	2,450	30	1.2	9	21	18	2,398	29	1.2	8	21	18	52	1	1.9	1	-	-	742	4	0.5
Point Pleasant	4,525	37	0.8	23	14	15	4,427	34	0.8	22	12	15	98	3	3.1	1	2	-			
Roselawn	5,597	40	0.7	14	26	70	5,423	37	0.7	11	26	28	174	3	1.7	3	-	42			
Southtown	3,845	47	1.2	14	33	125	3,770	46	1.2	14	32	62	75	1	1.3	-	1	63			
Westgate	5,652	184	3.3	71	113	100	5,095	141	2.8	28	113	100	557	43	7.7	43	-	-	202	1	0.5
Stations:																					
Beechwood	17,790	122	0.7	108	14	24	15,952	96	0.6	82	14	24	1,838	26	1.4	26	-	-			
Brighton	6,054	54	0.9	44	10	11	4,847	17	0.4	13	4	8	1,207	37	3.1	31	6	3			
Bulls Head	9,643	185	1.9	182	3	50	7,928	119	1.5	118	1	1	1,715	66	3.8	64	2	49			
Charlotte	5,171	69	1.3	52	17	21	5,042	62	1.2	46	16	20	129	7	5.4	6	1	1			
Dewey	5,868	113	1.9	113	-	-	4,633	42	0.9	42	-	-	1,235	71	5.7	71	-	-			
Federal	8,951	206	2.3	159	47	-	4,638	102	2.2	102	-	-	4,313	104	2.4	57	47	-			
Lyell	7,116	129	1.8	53	76	223	6,795	88	1.3	42	46	75	321	41	12.8	11	30	148			
Midtown Plaza	259	4	1.5	4	-	-	-	-	-	-	-	-	259	4	1.5	4	-	-			
Thurston Road	6,038	46	0.8	46	-	1	5,919	33	0.6	33	-	1	119	13	10.9	13	-	-			
West Ridge	10,322	294	2.8	58	236	560	9,170	157	1.7	42	115	166	1,152	137	11.9	16	121	394			
Suburban Area	26,734	575	2.2	294	281	402	25,312	463	1.8	204	259	343	1,422	112	7.9	90	22	59	298	44	14.8
Brockport	2,634	57	2.2	45	12	27	2,233	37	1.7	25	12	25	401	20	5.0	20	-	2			
East Rochester	2,960	33	1.1	25	8	4	2,717	17	0.6	12	5	1	243	16	6.6	13	3	3	185	-	-
Fairport	4,145	108	2.6	49	59	93	4,024	84	2.1	25	59	91	121	24	19.8	24	-	2			
Honeoye Falls	939	18	1.9	16	2	11	875	7	0.8	7	-	7	64	11	17.2	9	2	4			
Penfield	2,362	22	0.9	10	12	40	2,234	19	0.9	7	12	40	128	3	2.3	3	-	-			
Pittsford	4,132	141	3.4	54	87	97	3,929	126	3.2	39	87	97	203	15	7.4	15	-	-			
Scottsville	875	14	1.6	10	4	8	866	14	1.6	10	4	4	9	-	-	-	-	4			
Spencerport	2,768	88	3.2	49	39	30	2,752	79	2.9	47	32	26	16	9	56.3	2	7	4	56	44	78.6
Webster	5,919	94	1.6	36	58	92	5,682	80	1.4	32	48	52	237	14	5.9	4	10	40	57	-	-

The survey covers dwelling units in residences, apartments, and house trailers, including military, institutional, and 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 cooperating postmasters.

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FHA-Wash., D. C.

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