

728.1
:308
F22
St. Peters-
burg, Fla
1969

*File as 1/28. misc
evolution Saint*

Analysis of the **ST. PETERSBURG, FLORIDA HOUSING MARKET**

As of January 1, 1969

(A supplement to the March 1, 1966 analysis)

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

June 1969

ANALYSIS OF THE
ST. PETERSBURG, FLORIDA HOUSING MARKET
AS OF JANUARY 1, 1969

(A supplement to the March 1, 1966 analysis)

Frank Mucha
Field Market Analysis Service
Federal Housing Administration
Department of Housing and Urban Development

Foreword

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

Since market analysis is not an exact science, the judgmental factor is important in the development of findings and conclusions. There will be differences of opinion, of course, in the interpretation of available factual information in determining the current and future 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 at the time (the "as of" date) from both local and national sources. Unless specifically identified by source reference, all estimates and judgments in the analysis are those of the authoring analyst and the FHA Market Analysis and Research Section. 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.

Table of Contents

	<u>Page</u>
Summary and Conclusions	i
Housing Market Area	1
Map of the Area	2
Economy of the Area	
Character and History	1
Employment	1
Unemployment	4
Future Employment	4
Income	4
Demographic Factors	
Population	6
Households	7
Housing Market Factors	
Housing Supply	9
Residential Building Activity	9
Tenure of Occupancy	13
Vacancy	11
Sales Market	13
Rental Market	15
Public Housing	16
Urban Renewal	17
Elderly Demographic and Housing Factors	17
Demand for Housing	
Demand for Nonsubsidized Housing	19
Occupancy Potential for Subsidized Housing	21

ANALYSIS OF THE
ST. PETERSBURG, FLORIDA, HOUSING MARKET
AS OF JANUARY 1, 1969

(A supplement to the March 1, 1966 Analysis)

Summary and Conclusions

1. Tourism and retirement are the basic elements of support for the St. Petersburg Housing Market Area (HMA). Employment gains have been concentrated in nonmanufacturing and have been led by gains in trade, services, and government, an indication of the impact of tourists and in-migrant retirees. Nonagricultural wage and salary employment averaged 113,500 during the twelve months ending October 31, 1968, a gain of 2,500 over the level for the twelve months ending October 31, 1967. Year-to-year gains in nonagricultural wage and salary employment since 1964 have varied from 2,500 to 6,700. Unemployment has been almost negligible at less than 2.0 percent of the work force since 1965. Employment prospects hinge on the stability of the electrical equipment industry and the boost to the economy from continued high levels of tourism and in-migrant retirees; both are expected to be sustained at past levels. On this premise, nonagricultural employment gains on the order of 3,500 to 3,700 annually from January 1, 1969 to January 1, 1971 are forecast.
2. As of January 1969, the median annual income of all families in the St. Petersburg HMA, after deducting federal income tax, was \$5,525; the median after-tax income of renter households of two or more persons was \$4,400. By 1971, incomes of all families and of renter households are expected to increase to \$5,775 and \$4,600, respectively.
3. On January 1, 1969, the population in the St. Petersburg HMA totaled 523,000, reflecting a gain of 52,650 (18,600 annually) since March 1966. This growth compares with an average increase of 16,150 persons yearly from April 1960 to March 1966. During the two-year forecast period from January 1969 to January 1971, population gains are expected to average 18,500 persons a year.
4. There were 210,800 households in the St. Petersburg HMA on March 1, 1969. Annual increments averaged 8,800 from March 1966 to January 1969, compared with an average annual addition of 7,450 during the period from April 1960 to March 1966. Households are expected to increase by 8,500 annually during the forecast period.

5. There were 228,200 housing units in the St. Petersburg HMA on January 1, 1969, a net gain of 18,500 units since March 1966. The gain resulted from the construction of 16,050 new housing units, the addition of 4,150 mobile homes, and the loss of about 1,700 units. From 1965 to 1966, the total number of housing units authorized by building permits increased only modestly from 4,075 to 4,150, but in 1967 the total was 6,150 and for 1968 the number probably will reach 7,200 units. Although single-family houses authorized have shared in the growth, increasing numbers of multifamily units contributed most to the sharp increases. Multifamily units authorized increased from 1,225 in 1965 to 1,500 in 1966, but jumped to 3,075 in 1967 and will number about 3,500 in 1968. Multifamily condominium units contributed materially to the multifamily gains since 1966.
6. On January 1, 1969, there were 3,250 vacant housing units available for sale in the HMA, equivalent to a homeowner vacancy ratio of 2.0 percent. Vacant units available for rent totaled 2,300, indicating a renter vacancy ratio of 4.3 percent. The homeowner and renter vacancy ratios in March 1966 were 3.6 percent and 12.1 percent, respectively. The January 1969 vacancy levels and the ready absorption of newly constructed units indicate a sound housing market in the St. Petersburg HMA, in fact, the strongest market at any time during the past ten years.
7. Barring unanticipated changes in the economic, demographic, and housing factors discussed in this analysis, there will be a demand for about 7,600 new nonsubsidized housing units annually in the St. Petersburg HMA during the two-year period ending January 1, 1971. Some 1,500 additional new households each year will satisfy their housing requirements with mobile homes. Of the total annual demand, about 4,050 units represent demand for single-family sales houses and 3,550 units represent demand for multifamily units; the multifamily total includes 2,000 units that should be provided as rentals and 1,550 units that should be provided as condominiums or cooperatives. The demand for single-family sales houses is distributed by price on page 20. The annual demand for multifamily units by rental or monthly charge is shown on page 20. These figures exclude various types of subsidized housing for which the occupancy potentials are presented separately beginning on page 21.

ANALYSIS OF THE
ST. PETERSBURG, FLORIDA, HOUSING MARKET
AS OF JANUARY 1, 1969

(A supplement to the March 1, 1966 analysis)

Housing Market Area

The St. Petersburg, Florida, Housing Market Area (HMA) is defined as being coextensive with Pinellas County, the same area as utilized in the previous analysis. Pinellas County and Hillsborough County comprise the Tampa-St. Petersburg Standard Metropolitan Statistical Area (SMSA); however, economic growth and development in each of the two counties has followed widely divergent paths and growth has brought a decline in the interdependence between the two counties. Since the 1966 analysis, there have been no basic changes in transportation or public facilities that will materially alter previous patterns of growth and development.

Economy of the Area

Character and History

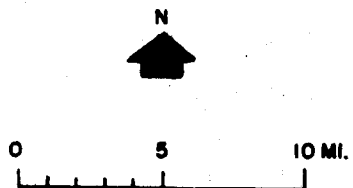
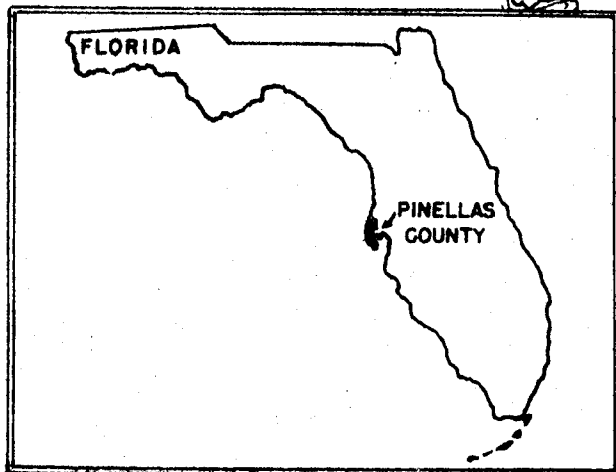
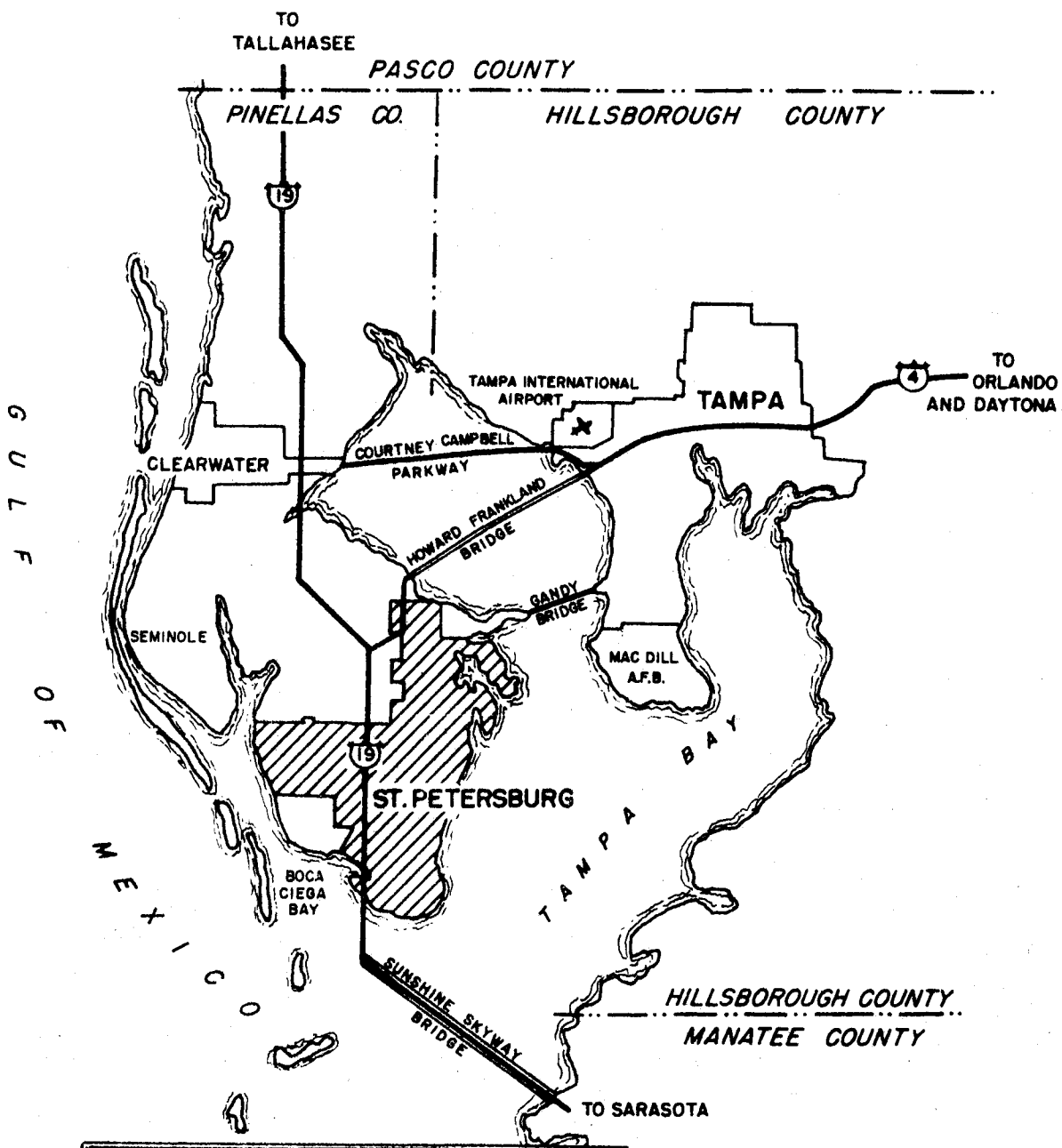
Tourism and retirement were virtually the sole economic support of the HMA until the late 1950's when producers of electronic equipment began to locate in the HMA. The diversification gained from the several large electronic firms and numerous small subcontracting firms that located in the area has been beneficial. Since the initial location of the firms in the HMA in the late 1950's, however, the composition of the work force has not changed significantly and the economy continues to be dominated by the tourist-retirement industry. In recent years, increasing numbers of summer tourists comprised of families have reduced some of the seasonal variation in the tourist industry from that of earlier years.

Employment

During the twelve months ending October 31, 1968, the work force in the St. Petersburg HMA averaged 139,400 persons. Components of the work force included 2,400 unemployed persons, 1,000 agricultural workers, and 136,000 nonagricultural workers; the nonagricultural total included 113,500 wage and salary workers (see table I).

Nonagricultural wage and salary employment in the HMA has risen during each of the last five years, as shown in the following table. Gains during this period, however, have been irregular with little evidence of a recurring pattern.

ST. PETERSBURG, FLORIDA HOUSING MARKET AREA



Nonagricultural Wage and Salary Employment
St. Petersburg, Florida, Housing Market Area
1964-1968
(in thousands)

<u>Year</u>	<u>Nonagricultural wage and salary</u>		<u>Manufacturing</u>		<u>Nonmanufacturing</u>	
	<u>Number</u>	<u>Change</u>	<u>Number</u>	<u>Change</u>	<u>Number</u>	<u>Change</u>
1964	97.9	-	16.3	-	81.6	-
1965	101.2	3.3	16.5	.2	84.7	3.1
1966	107.9	6.7	18.0	1.5	89.9	5.2
1967	111.3	3.4	18.6	.6	92.7	2.8

Twelve months
ending Oct. 31

1967	111.0	-	18.6	-	92.4	-
1968	113.5	2.5	19.7	1.1	93.8	1.4

Source: Florida State Employment Service.

In the St. Petersburg HMA, employment expansion is more frequently the effect rather than the cause of increases in population. For this reason, an analysis of employment and the economic base for the purpose of deriving current estimates and forecasts of population and households has a substantially diminished value.

Nearly all basic employment (in the customary definition of the term) is derived from the manufacture of electronic equipment; these firms are included in the "electrical machinery" classification shown in table II. There are five principal producers of electronic equipment in the HMA; they are Aerosonic Corporation, Electronic Communication, Inc., General Electric Company, the Aerospace Division of Honeywell, Inc., and Sperry Microwave Electronics Company. In addition, there are numerous small engineering and machine shops which engage in subcontract work for the larger firms. The Fairchild-Hiller Corporation has a division in the HMA that modifies military aircraft. Wide variations in employment are not unusual at these firms since all are dependent to some extent on military-defense contracts.

Nonmanufacturing employment gains are dominated by increases in the trade and service industries; since 1964, two-thirds of the total nonmanufacturing employment gain has developed in the trade and service industries. The function of the HMA as a tourist-retirement center figures heavily in gains in these two industries, although it is not possible to allocate precisely the amount of employment generated by it. Employment in construction has fallen by nearly 1,000 during the past two years in spite of an increasing volume of residential building during the period; government employment has continued a moderate year-to-year gain (see table II).

Unemployment

During the twelve months ending October 31, 1968, unemployment in the St. Petersburg HMA averaged 2,400 persons, equal to 1.7 percent of the work force. In 1965, the unemployment ratio was 2.3 percent, but since that year it has remained below 2.0 percent (see table I).

Future Employment

Two volatile and tenuous components make an employment forecast in the St. Petersburg HMA very difficult. The reliance of most of the electrical equipment industry on government contracts and the uncertain situation in Vietnam make a forecast for this industry little more than a guess. The extent of change in the tourist-retirement oriented trade and service industries is dependent on the continued affluence and vitality of the national economy, and the psychology of impending stability or recession is the factor determining the mobility of retired families.

On the assumption that the psychology of affluence will continue, moderate gains in nonagricultural employment are expected to continue on the order of 3,500 to 3,700 new jobs annually. Little change is anticipated in employment in the electrical equipment industry and in the "other manufacturing" group, which includes most of the smaller technical and engineering firms that subcontract for the larger electrical equipment firms. Among the nonmanufacturing industries, the construction industry is expected to stabilize after two years of decline and little change is expected as the pace of residential construction is sustained.

Continued growth in line with recently established trends is expected in the trade and service industries as tourists and retirees continue to come to the HMA, probably in increasing numbers. Modest continued gains are foreseen in the transportation, communication, and utilities industries and in the finance, insurance, and real estate industries. A continued moderate expansion of government employment is anticipated as the population and the demand for additional services grow.

Income

The median annual income of all families in the St. Petersburg HMA in January 1969, after deducting federal income tax, was \$5,525; the median after-tax income of renter households of two or more persons was \$4,400. The income level has been increasing by about 3.5 percent yearly. Gains are expected to continue; by 1971, the median annual after-tax income of all families will be \$5,775 and the median after-tax income of renter households of two or more persons will be \$4,600. Detailed distributions of families and renter households by annual after-tax incomes for 1969 and 1971 are presented in table III.

In 1969, about 33 percent of all families and 45 percent of renter households of two or more persons had after-tax incomes below \$4,000 annually. At the upper end of the income distributions, 16 percent of all families and seven percent of renter households had after-tax incomes in excess of \$10,000 yearly.

The distribution of families according to income class is a valuable guide for the determination of the most marketable price ranges for additions to the housing inventory. In the St. Petersburg HMA, however, a sizable segment of the housing market is comprised of older in-migrants, nearly all of whom are retired. This group has various types of assets which are not revealed by an income survey. Therefore, income relationships must be cautiously evaluated in light of the generally greater net worth of this group as compared with younger population groups.

Demographic Factors

Population

January 1969 Estimate and Past Trend. On January 1, 1969, the population of the St. Petersburg HMA was an estimated 523,000, an increase of 52,650 since March 1, 1966 (about 18,600 annually)^{1/}. From April 1, 1960 to March 1, 1966, the HMA population increased by an average of about 16,150 persons annually; as the gains actually developed, they were more heavily concentrated during the first half of the 1960-1966 interval.

Although the spurt of manufacturing activity initiated by the development of electrical equipment industries was responsible for a portion of the population gain in the early 1960's, the greatest part of growth was attributable to the continued movement of elderly persons into the HMA. Since March 1966, virtually all of the increased rate of growth is directly or indirectly attributed to the tourist-retirement economy.

Population Trends St. Petersburg, Florida, Housing Market Area 1960-1971

<u>Date</u>	<u>Population</u>	<u>Average annual change</u> <u>from preceding date</u>	
		<u>Number</u>	<u>Percent</u> ^{a/}
April 1, 1960	374,665	-	-
March 1, 1966	470,350	16,150	3.9
January 1, 1969	523,000	18,600	4.0
January 1, 1971	560,000	18,500	3.5

^{a/} See Appendix A, paragraph 2.

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

Net Natural Decrease and In-migration. During the April 1960 to March 1966 period, net in-migration into the St. Petersburg HMA averaged 16,875 persons yearly. The in-migration off-set an average net natural decrease of 725 persons yearly and the average population growth during the 1960-1966 period was 16,150 yearly. From March 1966 to January 1969, the average annual number of in-migrants increased substantially to 21,750, but the annual rate of natural decrease rose sharply to 3,150; the resulting net annual addition to the population was 18,600 during the 1966-1968 interval.

^{1/} All estimates of demographic and housing data "as of March 1, 1966" are from the previous analysis, adjusted to reflect information not available at that time.

Average Annual Components of Population Change
St. Petersburg, Florida, Housing Market Area
April 1, 1960 to January 1, 1969

Components	April 1, 1960 to March 1, 1966	March 1, 1966 to January 1, 1969
Total population increase	<u>16,150</u>	<u>18,600</u>
Net natural decrease	725	3,150
Resident births	(5,775)	(5,000)
Resident deaths	(6,500)	(8,150)
In-migration	16,875	21,750

Sources: Florida Department of Health and estimates by Housing Market Analyst.

Estimated Future Population. The principal factor underlying both the future level of employment and of population and households is the maintenance of high levels of in-migration. The continued appeal of the St. Petersburg HMA as a tourist-retirement locality and the condition of the national economy are the prime determinants. Longevity of persons is high and continues to improve, retirement benefits are becoming more liberal, retirement ages are being lowered, and the mobility of all segments of the United States population, including retirees, is great. All of these factors point to growth levels that will match or exceed those of the recent past.

Premised on the probability that the national economy will continue to be healthy, although not necessarily booming, the population of the HMA is forecast to increase by 18,500 a year during each of the two years from January 1969 to January 1971. By January 1, 1971, the population of the HMA will total about 560,000.

Households

January 1969 Estimate and Past Trend. On January 1, 1969, there were 210,800 households in the St. Petersburg HMA, an average gain of 8,800 yearly since March 1966. Because there has been no substantial change in population not included in households, the household trends, as shown in the table on the following page have closely paralleled changes in population. The discussion of the changes in population also is applicable to household trends.

Household Trends
St. Petersburg, Florida, Housing Market Area
1960-1971

<u>Date</u>	<u>Households</u>	<u>Average annual change from preceding date</u>	
		<u>Number</u>	<u>Percent</u>
April 1, 1960	141,825	-	-
March 1, 1966	185,900	7,450	4.6
Jan. 1, 1969	210,800	8,800	4.7
Jan. 1, 1971	227,800	8,500	4.0

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

Future Household Growth. By January 1, 1971, households in the St. Petersburg HMA will number 227,800, an expected annual increment of 8,500 during each of the next two years. This level of household gain is premised on anticipated levels of population growth and on the assumption that the average household size will continue to decline, primarily in response to the large number of one- and two-person households represented by elderly in-migrants.

Household Size. The average household size of 2.45 persons in the St. Petersburg HMA in January 1969 is considerably smaller than is typical in the United States. A high proportion of elderly households, who usually comprise one- and two-person households, is the predominate reason for the lower average. The average household size has fallen from 2.60 in 1960 to 2.50 in 1966 and to the 1969 level of 2.45 because elderly retirees have come to the HMA in increasing numbers.

Housing Market Factors

Housing Supply

January 1969 Estimate and Past Trend. There were 228,200 housing units in the St. Petersburg HMA on January 1, 1969, reflecting an increase of 18,500 units over the March 1, 1966 total of 209,700. The increase in the housing inventory between March 1966 and January 1969 resulted from the construction of about 16,050 new housing units, the addition of about 4,150 mobile homes, and the loss of about 1,700 units through demolitions and other causes. The net increase in the housing inventory since March 1966 has averaged nearly 6,550 yearly, compared with an average annual net addition of about 7,400 during the April 1960 to March 1966 period.

Residential Building Activity

Past Trends. Based on the number of housing units authorized by building permits,^{1/} residential building activity has increased notably in the past three years.

After a period of overbuilding in the early 1960's that was characterized by high vacancies, rent concessions, depressed sales prices, and a general excess supply in all segments of the housing market, the annual volume of residential construction in the HMA declined steadily from 1960 through 1965. Residential construction activity during 1965 and 1966 represented the lowest production levels during the 1960 decade. Stimulated principally by the greater levels of in-migration since 1966, and on absorption of the previously existing surplus of housing, residential construction has increased sharply from 4,137 units in 1966 to 6,163 units in 1967; data for the first ten months of 1968 indicate a probable total for the year of 7,200-7,500 units.

The 2,641 single-family houses authorized by building permits in 1966 was the lowest number recorded during the 1960's. In 1967, single-family authorizations totaled 3,083 units and the total for 1968 probably will approximate 4,000 units. This greater volume of new single-family construction has been accompanied by an absorption of much of the previously existing surplus and a general strengthening of the single-family housing market.

Until 1967, multifamily housing units authorized by building permits had exceeded 1,500 only in 1961. Almost 3,100 units were authorized by permits in 1967, and in 1968, the total will be about 3,500 units. The greater multifamily activity has occurred along with a strengthening of the existing rental market and the advent of sizeable numbers of multifamily condominium units during the past three years.

^{1/} The entire land area of the HMA is included under the building permit system.

Privately-Financed Units Authorized by Building Permits
St. Petersburg, Florida, Housing Market Area
1964-1968

<u>Year</u>	<u>Units in structure</u>			<u>Total</u>
	<u>One unit</u>	<u>Two units</u>	<u>Three units or more</u>	
1964	3,534	112	1,204	4,850
1965	2,858	122	1,090	4,070
1966	2,641	80	1,416	4,137
1967	3,083	75	3,005	6,163

First ten months

1967	2,519	70	2,258	4,847
1968	3,513	100	2,945	6,558

Sources: U. S. Bureau of the Census; University of Florida, Bureau of Economic and Business Research; and building inspectors in St. Petersburg and Pinellas County.

Units Under Construction. Based on the January 1969 postal vacancy survey, on building permit data, and on personal observation and discussions in the St. Petersburg HMA, there were about 2,150 housing units under construction in the HMA on January 1, 1969. The total included about 600 single-family houses and 1,550 multifamily units. Areas of greatest single-family construction are: (1) the northernmost portion of St. Petersburg City, (2) Clearwater, Largo, Dunedin and their immediate environs, and (3) the unincorporate portion of Pinellas County known as Seminole. Multifamily construction (rental and condominium) is centered in the Seminole, Largo, and Clearwater areas, but the Gulfport-Pasadena area along Boca Ciega Bay includes a sizeable area of development.

The number of units under construction reported in the postal vacancy survey tends to be overstated. An overstatement occurs as builders report their planned construction to postal authorities who request the data for purposes of route planning. As a result, some of the units reported by the postal vacancy survey as under construction have not yet reached the construction stage. In the St. Petersburg HMA the number of apartments reported as under construction by the postal vacancy survey is substantially overstated.

Demolitions. Demolition records maintained by the city of St. Petersburg and estimates for the remainder of the HMA show that 1,700 housing units have been removed from the HMA inventory since March 1966. This is an annual average of 600 units and compares with a yearly average of 250 from April 1960 to March 1966. Greater construction of commercial office space and multifamily structures are the principal causes of the increased demolition activity. Highway construction and urban renewal action, frequently major causes of demolition in urban areas, have not been a factor in the St. Petersburg HMA. During the two-year period ending January 1, 1971, net losses are expected to average about 600 units a year.

Tenure of Occupancy. In January 1969, 160,000 (75.9 percent of all occupied housing units) were owner-occupied (see table IV). Since March 1966, the proportion of owner-occupancy has declined slightly from 77.7 percent. The construction of new multifamily rental units and the absorption of over half of the available rental vacancies on hand in March 1966 were responsible for a greater proportion of renter-occupancy. This development occurred even though single-family homes, owner-occupied house trailers, and multifamily condominium apartments were provided in substantial numbers.

Vacancy

January 1969 Postal Vacancy Survey. A postal vacancy survey was conducted in Pinellas County during January 1969 by all post offices having city delivery routes. The survey covered 197,264 possible deliveries to residences and apartments and 23,579 possible deliveries to trailers, equal to about 97 percent of the January 1, 1969 housing inventory. An over-all vacancy ratio of 2.5 percent was indicated by the postal vacancy survey, including a vacancy ratio of 1.9 percent of the residences covered and 6.3 percent of the apartments surveyed. The survey results for the HMA and for each of the participating post offices are shown in table V (see Appendix A, paragraph 7). Two postal vacancy surveys conducted prior to the January 1969 survey are summarized in the following table. The results of the three surveys show the trend of vacancy ratios in residences and apartments during the past five years. Of particular significance is the substantial decline in the vacancy ratios between January 1966 and January 1969.

Vacancy Trends
As Indicated by Postal Vacancy Surveys
St. Petersburg, Florida, Housing Market Area

<u>Date</u>	<u>Vacancy ratios</u>		
	<u>Total</u>	<u>Residences</u>	<u>Apartments</u>
February 1964	5.0	3.8	12.5
January 1966	5.3	3.8	18.0
January 1969	2.5	1.9	6.3

Source: FHA in cooperation with Postmasters in Pinellas County.

Vacancies in FHA-Insured Rental Projects. Multifamily projects insured by FHA in the St. Petersburg HMA have participated in the improving occupancy trends. In January 1969, all FHA projects insured under Sections 207, 213, and 608 had occupancy ratios of 92 percent or higher.

January 1969 Estimate. Based on the January 1969 vacancy survey, discussion with informed persons in the area, and personal observation, it is estimated that there were 5,550 vacant housing units available for rent or sale in the St. Petersburg HMA on January 1, 1969. This total included 3,250 vacant units available for sale, a homeowner vacancy ratio of 2.0 percent, and 2,300 vacant units available for rent, a renter vacancy ratio of 4.3 percent (see table IV).

Field investigation indicated that project managers and mortgagees held the opinion that all segments of the housing market were strong and vacancies represented only frictional requirements; the condominium market was particularly strong. An assessment of vacancy by means of a postal vacancy survey in a tourist-retirement area like St. Petersburg includes problems not usually confronted. The January 1969 survey was conducted during what is typically the peak period for seasonal occupancy. Retirees, however, are unencumbered and frequently are away from their residence for extended periods, sometimes creating the appearance of a vacant housing unit. This occurrence probably is demonstrated by trailer vacancy as reported by the postal vacancy survey. More than 90 percent of trailer accommodations in the HMA are occupied by owners and it is not likely that 950 units would be vacant and available for rent or sale. It is more likely that retirees occupying some of these units are on extended trips. This circumstance probably is a factor in other segments of the market, although the overall effect was minimized by the timing of the postal vacancy survey enumeration at the peak of the season.

Sales Market

General Market Conditions-Single-Family. The sales market in the St. Petersburg HMA is stable and strong. Substantial improvement in the condition of the sales market has taken place since the March 1966 analysis when the condition of the sales market was reported to be "soft". The more rapid household gains since 1966, as compared with the 1960-1966 interval, and the more realistic production of homes geared closely to demand have permitted the successful marketing of new production and allowed the absorption of much of the previously existing surplus. The decline in the homeowner vacancy ratio from 3.6 percent in March 1966 to 2.0 percent in January 1969 and the reduction in the FHA acquired home property inventory from 1,225 homes in January 1966 to 266 homes in November 1968 both attest to the significant improvement in the St. Petersburg sales market.

A high proportion of new single-family homes constructed in the HMA are built in subdivisions. In the early 1960's, it was not unusual to find subdivisions with 100 houses or more completed annually, largely constructed on a speculative basis. Subdivision development in the past two or three years is heavily oriented toward preselling from models. There also is a greater number of subdivisions of modest size (frequently 25 or fewer units completed annually).

Subdivision activity and nearly all new single-family construction activity is concentrated in the northern portion of the city of St. Petersburg, the city of Clearwater, and the broad unincorporated corridor south of Clearwater referred to locally as the Seminole area.

FHA-Acquired Home Properties. During the early 1960's, substantial numbers of home mortgages went into default and were subsequently foreclosed. The FHA was not the only organization to acquire considerable numbers of homes; nearly every lending institution that had participated in the single-family sales market had a share in the foreclosures. FHA data are generally referred to when the period during which foreclosure were high is discussed, primarily because this was the only sector for which statistics were compiled and made available to the general public. FHA foreclosure data include only a part of all the foreclosures in the county, but they are indicative of the overall improvement in the sales market. The March 1966 analysis reported 1,225 FHA-acquired home properties on hand on January 1, 1966 in Pinellas County. From the January 1966 level of 1,225, the number of FHA-acquired properties on hand in Pinellas county declined to 980 in January 1967, to 583 in January 1968, and to 266 in November 1968.

Unsold Inventory Survey. An unsold inventory survey conducted in the HMA as of January 1, 1969 covering all subdivisions that reported five or more completions during the preceding twelve months included 2,002 houses completed. Of the total, 1,297 (65 percent) were sold prior to the start of construction. At the end of the year only 21 units (three percent) of the 705 units begun speculatively remained unsold. The survey counted 509 homes under construction of which 307 (60 percent) already had been sold. The detailed survey results, by price class, are shown in table VI.

Multifamily Units Constructed For Sale. The construction of considerable numbers of multifamily units for sale and the favorable market experience achieved by them is the most significant development in the St. Petersburg housing market during the past three years. Some multifamily sales units had been constructed in the HMA prior to 1966, but generally these were high-rise structures marketed as cooperatives and were in the higher sales price ranges. Units developed since 1966 essentially have been garden-type, walk-up apartments and have been marketed as condominiums; sales prices have been \$15,000 or less for the majority of units, which are one- and two-bedroom apartments.

Data pertaining to the multifamily sales market are not precise and it is difficult to separate sales and rental units from the multifamily total with accuracy. In January 1969, however, there probably were between 2,000 and 2,500 multifamily sales units in the St. Petersburg HMA inventory; the great majority of these were condominium apartments constructed during the three years prior to January 1, 1969. The market for multifamily sales units is dominated by in-migrants to the HMA, nearly all of whom are elderly retirees. A portion of this group maintains two residences, one in Florida for use during the winter months and one in a northern state for use during the summer months.

Although many of the units lack esthetic and design appeal, the moderate sales prices and the maintenance-free element of condominium living have satisfied a strong and apparently growing market. The qualification of condominium apartments for the \$5,000 Florida homestead exemption for real estate tax purposes for the first time on January 1, 1969 may have provided an additional stimulus to this segment of the market. At this time, the effect of the extension of the homestead exemption on the demand for condominiums is not calculable. Any gain in this sector, however, would be off-set by reductions in the single-family sales or rental market.

The market for new multifamily sales units has remained strong since these units began to be marketed in appreciable numbers in mid-1966; some projects have been sold-out before construction was complete and few, if any, carried significant inventories of unsold units. The resale market for multifamily sales units is difficult to evaluate because of little experience, but opinions indicate that the limited number of resales have been accomplished without difficulty. Of the 2,000 to 2,500 unit inventory of multifamily sales units, 50 to 60 percent were marketed in 1968.

Unit composition of the multifamily sales units is nearly exclusively one- and two-bedroom units. The division between one-bedroom units and two-bedroom units is nearly equal with perhaps a somewhat greater number of one-bedroom apartments. Sales price ranges have been \$8,000 to \$12,000 for one-bedroom and \$10,000 to \$16,000 for the two-bedrooms. As much as 20 percent of the inventory may have exceeded these ranges, but very few units have been developed at sales prices over \$20,000.

There has not been a significant concentration of multifamily sales projects in any particular section of the St. Petersburg HMA. Several projects are in the Bay Pines-Seminole section. Probably the largest grouping is in the broad area along Boca Ciega Bay between the Treasure Island Causeway and the Sunshine Skyway in the Gulfport-Pasadena area.

The highly successful market experience of the multifamily sales units has generated considerable enthusiasm regarding the potential market for such units. This market segment must be evaluated carefully in the light of local and national economic conditions because of the dominance of retired in-migrants upon this market segment. Pre-selling from models should continue to be encouraged to the greatest extent feasible and speculative construction and the accumulation of unsold inventories of units should be avoided by gearing production closely to demand.

Rental Market

General Market Conditions. The St. Petersburg HMA rental market has improved markedly since March 1966; the rental market was in a stronger position in January 1969 than at any time during the past ten years. New multifamily rental units have been constructed in greater numbers during the three years preceding January 1, 1969 than at any previous time. These units have been readily absorbed and, at the same time, the excess supply of vacant rental units over-hanging the rental market in March 1966 has been effectively reduced. Rental vacancies, which were represented by a vacancy ratio of 18.0 percent in April 1960, fell to a 12.1 percent ratio in March 1966 and by January 1, 1969, the ratio had dropped to 4.3 percent.

In recent years there appears to be a preference for rental units in apartment complexes of larger size (50 units or more). Some very definite advantages offered to tenants in larger projects, thereby encouraging improved occupancy, are (1) on-site, full-time management, (2) improved maintenance and grounds care, and (3) more extensive and higher quality community facilities. In January 1969, however, there was no evidence that the attainment of high occupancy levels in the new rental projects had reduced occupancy in older rental accommodations; occupancy in all segments of the St. Petersburg rental market was reported to be strong.

Data maintained by the FHA Tampa insuring office covering nearly 2,000 multifamily units built for rental purposes, principally since 1966, show one- and two-bedroom units accounting for nearly all of the newer units. One-bedroom units represented 53 percent of the new additions, two-bedroom units accounted for 39 percent, and efficiency and three-bedroom apartments for five and three percent, respectively. Typical rents for the new multifamily rental units generally range from \$115 to \$150 monthly for a one-bedroom apartment and \$140 to \$200 a month for two-bedroom units. Rentals are clustered near the mid-points of the respective ranges.

Public Housing

The city of St. Petersburg has 613 units of public housing in two projects. Both projects are for family occupancy and nearly all are occupied by Negro families. There is an active waiting list of 650 families on hand at the St. Petersburg Housing Authority. The city has plans for 336 units for the elderly in a high-rise structure, but this will not be completed for about two years.

The Pinellas County Housing Authority has 274 units of leased trailer housing for the elderly in Palm Lakes Village; 200 additional units are planned in the same project. There are 200 units of apartments in duplex structures under construction in Largo. These will be completed in April 1969; 269 applications were on hand in December 1968.

There were 16 units leased in the Ridgecrest Apartments. A 100-unit project for the elderly was scheduled to begin construction in mid-December 1968 in Pinellas Park; an additional 250 units for the elderly are in the planning stage.

The city of Dunedin has 50 units of public housing of which 20 units are for the elderly.

Urban Renewal

With the exception of a General Neighborhood Renewal Program and a small demolition project, there are no projects in planning or execution in the St. Petersburg HMA.

Elderly Demographic and Housing Factors

The elderly segment of the population, which is defined as those persons aged 62 years or over, is the dominant single element of the economic base, demographic factors, and housing market considerations of the St. Petersburg HMA. Basically, the typical elderly residents of the HMA are retired, in-migrant couples or individuals from the north. Most have retirement benefits, social security, and accumulated assets that are sufficient to assure a continued comfortable existence without the need of employment.

The proportion of elderly persons in the total population has been increasing steadily for at least the last twenty years. In April 1960 there were 111,000 elderly persons, accounting for 29.6 of the St. Petersburg HMA total population. By March 1966, the proportion had risen to an estimated 32.1 percent (151,000 persons), and in January 1969 the proportion was 33 percent (173,000 persons). The retirees who in-migrate to the HMA come from all over the eastern half of the United States. As the proportion of persons in the elderly age group continues to increase nationwide and as retirement benefits continue to improve along with the rising general level of affluence, it is probable that annual in-migration comparable to that which has occurred in the period since 1966 would represent a minimum level of in-migration during each of the next two years. This rate would result in about 188,500 elderly persons in the HMA by January 1971, representing 33.7 percent of the total population.

The utilization of income data for a determination of the ability of elderly households to pay for housing is hazardous and probably would lead to incorrect conclusions. Local sources indicate that in the burgeoning condominium market about 75 percent of sales are on a cash basis. Assets derived from stocks, bonds, and real estate are among the principal sources of financial resources that are typical among the retired in-migrants and these sources are not revealed by income data. Among the elderly households in which the head of the household is 60 years old or over, the median income in 1969, after deducting federal income tax, is about \$3,350. About 28 percent of the elderly have after-tax incomes below \$2,000 yearly. Only 15 percent have incomes over \$7,500, after-tax.

The impact of the elderly segment on the housing market is substantial, of course, and all segments of the housing market share the impact. In the early 1960's, the preference of the elderly group was in favor of single-family homes, but in the three years preceding January 1969, condominium apartments, with their marketing emphasis on maintenance free living, owe most of their success to the apparent shift in preference of a sizeable portion of the elderly market.

The vast majority of the elderly in the St. Petersburg HMA are economically self sufficient and prefer to select housing of a type and in a location of their own choosing. However, some special purpose housing for the elderly has been constructed in the HMA; projects constructed under Sections 202 and 231 account for nearly all of these units.

The FHA has insured four projects totaling 1,280 units in the HMA under Section 231. In November 1968, occupancy for the group was 98 percent. Two of the projects are located in the Clearwater-Dunedin area and were slow in attaining satisfactory occupancy. The other two projects are in St. Petersburg City and have had good occupancy experience. In the strong market of the past few years all have maintained occupancy in excess of 90 percent.

Projects constructed specifically for the elderly under Section 202 have the benefit of a partially subsidized interest rate which reduces the monthly rentals to \$65 to \$75 monthly for efficiencies and \$100 to \$105 monthly for one-bedroom units. There are two Section 202 projects in St. Petersburg totaling 435 units. These units have maintained 100 percent occupancy and have active waiting lists more than double the total available units. Another Section 202 project is under construction and will have 180 units when completed in early 1969. Reportedly, this project has received inquiries from nearly 1,000 eligible persons; some of these however, may duplicate persons on waiting lists for the two existing projects. Two additional Section 202 projects totaling 345 units were being processed as of January 1, 1969.

Demand for Housing

Demand for Nonsubsidized Housing

Quantitative Demand. Barring unanticipated changes in the economic, demographic, and housing factors taken into consideration in this analysis, a demand for 7,600 units annually during the January 1, 1969 to January 1, 1971 forecast period may be anticipated. The derivation of this forecast of annual demand is premised on an anticipated increase of 8,500 households a year and the loss of about 600 units a year from demolitions and other losses. Consideration also is given to the current tenure distribution and to the likelihood that a slight shift in favor of rental occupancy will continue. The level of vacancies and the fact that a substantial number of previously vacant units have been absorbed since March 1966 are important elements in derivation of the demand forecast. Approximately 1,500 new households yearly will satisfy their housing requirements with mobile homes; these are not included in the 7,600-unit demand forecast.

Of the total annual demand, about 4,050 units represent demand for single-family sales houses and 3,550 units represent demand for multifamily units. The multifamily total includes 2,000 units that should be provided as rentals and 1,550 units that should be provided as condominiums.

An annual demand for 4,050 single-family houses is greater than the production level in any of the past five years. It must be noted, however, that the production of single-family homes has been increasing steadily since 1966 and that the 1968 total probably will be very near the 4,000 unit figure. The new units have been absorbed and, at the same time, the number of vacant units for sale has been reduced significantly. With sales vacancies effectively reduced to satisfactory levels, future demand for sales housing will need to be satisfied by new construction; consequently, the 4,050 single-family units forecast appears to be a reasonable expectation.

An annual demand forecast for 1,550 multifamily sales type units is based on the experience of this segment of the market during the March 1966 to January 1, 1969 interval. The limited experience of this market segment necessitates that the absorption of new condominium units be carefully observed and construction volume modified if market forces so dictate. On the basis of the recent absorption of condominium units, it may be that some of the estimated demand for single-family houses will be for condominium units instead. In that case demand for single-family houses will be reduced and demand for condominiums increased accordingly. The demand forecast for 2,000 new multifamily rental units yearly is greater than previous production levels. Such a level of future production, however, is consistent with anticipated household growth and the absorption of the supply of previously available vacant rental units; the supply of existing vacant units has satisfied a considerable portion of rental demand in the past three years.

Qualitative Demand-Single-Family Sales Houses. The distribution of the annual demand for new single-family houses for sale by price ranges is shown in the following table. Recent market experience and the ability to pay are the principal factors determining the distribution. As land and construction costs in the HMA continue to increase during the forecast period, the construction of adequate and marketable homes at sales prices below \$12,500 will be precluded. Little deviation from the patterns of location for new single-family homes from that of the past several years is expected.

Estimated Annual Demand For New Single-Family Houses By Price Class
St. Petersburg, Florida, Housing Market Area
January 1, 1969 to January 1, 1971

<u>Sales price</u>	<u>Number of houses</u>
Under \$15,000	400
\$15,000 - 17,499	600
17,500 - 19,999	600
20,000 - 24,999	1,000
25,000 - 29,999	725
30,000 and over	725
Total	4,050

Qualitative Demand-Multifamily Units. The distribution of the demand for multifamily condominium and rental units by gross rent or monthly charge is shown below. Recent market experience has been heavily concentrated in the lower ranges of monthly charge or rent. The typical tenant or purchaser of a multifamily unit is a retired couple or individual. In the St. Petersburg HMA this group usually exhibited a strong preference for moderate price units; the market for multifamily units diminishes rapidly as sales price or rent increases.

Estimated Annual Demand for New Multifamily Units
By Unit Size and Monthly Rent or Charge
St. Petersburg, Florida, Housing Market Area
January 1, 1969 to January 1, 1971

<u>Gross Monthly Rent or charge^{a/}</u>	<u>Size of unit</u>			
	<u>Efficiency</u>	<u>One bedroom</u>	<u>Two bedrooms</u>	<u>Three bedrooms</u>
Under - \$120	75	100	-	-
120 - 139	25	700	150	-
140 - 159	-	800	600	-
160 - 179	-	200	500	50
180 and over	-	100	200	50
Total	100	1,900	1,450	100

^{a/} Gross monthly rent is shelter rent plus the cost of utilities; for condominiums it is the corresponding total monthly charge.

Note: See Appendix A, paragraphs 10 and 11.

Occupancy Potential for Subsidized Housing

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

Household eligibility for federal subsidy programs is determined primarily by evidence that household or family income is below established limits. Some families may be alternatively eligible for assistance under one of these programs or under other assistance programs using Federal or State support. The potentials^{1/} discussed in the following paragraphs reflect estimates unadjusted to indicate contingent reductions because of housing provided under alternative FHA or other programs. The occupancy potentials discussed for various programs are, therefore, not additive.

The two-year occupancy potentials for subsidized housing in FHA programs discussed below are based upon 1968 incomes, on the occupancy of substandard housing, on estimates of the elderly population, on February 1, 1969 income limits, and on available market experience.^{2/}

Section 221(d)(3)BMIR. If federal funds are available,^{3/} a total of about 625 units of Section 221(d)(3)BMIR housing probably could be absorbed during the next two years. About half of the eligible households also are eligible under Sections 235 and 236. St. Petersburg has a certified Workable Program, but no projects under Section 221(d)(3)BMIR had been processed as of January 1, 1969.

- ^{1/} The occupancy potentials referred to in this analysis are dependent upon the capacity of the market in view of existing vacancy strength or weakness. The successful attainment of the calculated market for subsidized housing may well depend upon construction in suitable accessible locations, as well as upon the distribution of rents 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; however, little or no housing has been provided under some of the subsidized programs and absorption rates remain to be tested.
- ^{3/} At the present time, funds for allocation are available only from recaptures resulting from reductions, withdrawals, and cancellation of outstanding allocations.

Rent-Supplement. Under the rent-supplement program, there is a two-year occupancy potential for approximately 1,760 units. This potential probably would be best absorbed if distributed as follows:

Estimated Two-Year Occupancy Potential, 1969 and 1970
Rent-Supplement Housing By Unit Size

<u>Unit size</u>	<u>Number of units</u>	<u>Unit Size</u>	<u>Number of Units</u>
Efficiency	950	4 bedrooms	105
1 bedroom	400	5 bedrooms	15
2 bedrooms	150	Total	1,760
3 bedrooms	140		

The elderly account for all efficiency units of the rent-supplement occupancy potential and about 85 percent of the one-bedroom potential. All of the families eligible for rent supplements are eligible for public housing also.

Section 235, Sales Housing. Sales housing could be provided for low-to moderate-income families with the use of interest reduction payments by the federal government under the provisions of Section 235. Based on the best available information, it is judged that there is an occupancy potential for about 635 homes under this program in the St. Petersburg area during the next two years. Nearly all of the families eligible for Section 235 housing are also eligible under the Section 236 program.

Section 236 Rental Housing. Under Section 236, the housing needs of low- and moderate-income renter families and individuals could be met through the use of interest reduction payments by the federal government that are designed to reduce the housing expense of such households. In the St. Petersburg area, the two-year occupancy potential is estimated at 1,500 units distributed approximately according to the following pattern.

Estimated Two-Year Occupancy Potential, 1969 and 1970
Section 236 Rental Housing by Unit Size

<u>Unit Size</u>	<u>Number of Units</u>	<u>Unit Size</u>	<u>Number of Units</u>
Efficiency	525	4 bedrooms	125
1 bedroom	325	Total	1,500
2 bedrooms	325		
3 bedrooms	200		

Generally, families and individuals eligible under this program are also eligible for Section 235 and public housing. All of the 525-unit occupancy potential for efficiency units develops from elderly persons as does about two-thirds of the occupancy potential for one-bedroom units.^{1/} About 80 percent of the elderly eligible for housing provided under Section 236 also are eligible for public housing or rent supplement. As indicated previously, there was one Section 202 project of 180 units under construction and two projects with a total of 345 units were being processed on January 1, 1969. Those units will meet a significant part of the occupancy potential for elderly under Section 236.

The Section 235 and 236 occupancy potential estimates for this area were developed using the regular income limits (based on 135 percent of the low-rent public housing income limits). Since the law provides that up to 20 percent of the funds may be used for families with somewhat higher incomes, not exceeding 90 percent of the Section 221(d)(3) BMIR income limits, the occupancy potential for Section 235 and 236 housing may be higher if a significant number of families in these higher income groups are served.

^{1/} Applications, commitments, and housing under construction under Section 202 are being converted to Section 236 in accordance with instructions issued March 7, 1969.

APPENDIX A
OBSERVATIONS AND QUALIFICATIONS
APPLICABLE TO ALL FHA HOUSING MARKET ANALYSES

1. When the rural farm population constitutes less than five percent of the total population of the HMA, all demographic and housing data used in the analysis refer to the total of farm and non-farm data; if five percent or more, all demographic and housing data are restricted to non-farm data.
2. All average annual percentage changes used in the demographic section of the analysis are derived through the use of a formula designed to calculate the rate of change on a compound basis.
3. Because of the change in definition of "farm" between 1950 and 1960 censuses, many persons living in rural areas who were classified as living on farms in 1950 would have been considered to be rural nonfarm residents in 1960. Consequently, the decline in the farm population and the increase in nonfarm population between the two census dates is, to some extent, the result of this change in definition.
4. The increase in nonfarm households between 1950 and 1960 was the result, in part, of a change in the definition of "farm" in the two censuses.
5. The increase in the number of households between 1950 and 1960 reflects, in part, the change in census enumeration from "dwelling unit" in the 1950 census to "housing unit" in the 1960 census. Certain furnished-room accommodations which were not classed as dwelling units in 1950 were classed as housing units in 1960. This change affected the total count of housing units and the calculation of average household size as well, especially in larger central cities.
6. The basic data in the 1960 Census of Housing from which current housing inventory estimates are developed reflect an unknown degree of error in "year built" occasioned by the accuracy of response to enumerators' questions as well as errors caused by sampling.
7. Postal vacancy survey data are not entirely comparable with the data published by the Bureau of Census because of differences in definition, area delineations, and methods of enumeration. The census reports units and vacancies by tenure, whereas the postal vacancy survey reports units and vacancies by type of structure. The Post Office Department defines a "residence" as a unit representing one stop for one delivery of mail (one mailbox). These are principally single-family homes, but include row houses and some duplexes and structures with additional units created by conversion. An "apartment" is a unit on a stop where more than one delivery of mail is possible. Postal surveys omit vacancies in limited areas served by post office boxes and tend to omit units in subdivisions under construction. Although the postal vacancy survey has obvious limitations, when used in conjunction with other vacancy indicators, the survey serves a valuable function in the derivation of estimates of local market conditions.
8. Because the 1950 Census of Housing did not identify "deteriorating" units, it is possible that some units classified as "dilapidated" in 1950 would have been classified as "deteriorating" on the basis of the 1960 enumeration procedures.
9. The distribution of the qualitative demand for sales housing differs from any selected experience such as that reported in FHA unsold inventory surveys. The latter data do not include new construction in subdivisions with less than five completions during the year reported upon, nor do they reflect individual or contract construction on scattered lots. It is likely that the more expensive housing construction and some of the lower-value homes are concentrated in the smaller building operations, which are quite numerous. The demand estimates reflect all home building and indicate a greater concentration in some price ranges than a subdivision survey would reveal.
10. 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 demand section of each analysis. These net additions may be accomplished by either 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. The production of new units in higher rental ranges than indicated may be justified if a competitive filtering of existing accommodations to lower ranges of rent can be anticipated as a result of the availability of an ample rental housing supply.
11. Distributions of average annual demand for new apartments are based on projected tenant-family incomes, the size distribution of tenant households, and rent-paying propensities found to be typical in the area; consideration also is given to the recent absorptive experience of new rental housing. Thus, they represent a pattern for guidance in the production of rental housing predicated on foreseeable quantitative and qualitative considerations. However, individual projects may differ from the general pattern in response to specific neighborhood or sub-market requirements. Specific market demand opportunities or replacement needs may permit the effective marketing of a single project differing from these demand distributions. Even though a deviation from these distributions may experience market success, it should not be regarded as establishing a change in the projected pattern of demand for continuing guidance unless a thorough analysis of all factors involved clearly confirms the change. In any case, particular projects must be evaluated in the light of actual market performance in specific rent ranges and neighborhoods or sub-markets.
12. The location factor is of especial importance in the provision of new units at the lower-rent levels. Families in this user group are not as mobile as those in other economic segments; they are less able or willing to break with established social, church, and neighborhood relationships. Proximity to or quick and economical transportation to place of work frequently is a governing consideration in the place of residence preferred by families in this group.

Table I

Estimated Civilian Work Force Components
St. Petersburg, Florida, Housing Market Area
Annual Averages, 1964-1968
 (thousands)

<u>Work force components</u>	<u>1964</u>	<u>1965</u>	<u>1966</u>	<u>1967</u>	<u>Twelve months</u> <u>ending October</u>	
					<u>1967</u>	<u>1968</u>
Total civilian work force	<u>128.5</u>	<u>131.2</u>	<u>136.4</u>	<u>138.5</u>	<u>138.4</u>	<u>139.4</u>
Unemployed	3.3	3.0	2.3	2.6	2.5	2.4
Percent unemployed	2.6%	2.3%	1.7%	1.9%	1.8%	1.7%
Agricultural employment	1.0	1.0	1.1	1.1	1.1	1.0
Nonagricultural employment	<u>124.2</u>	<u>127.2</u>	<u>133.0</u>	<u>134.8</u>	<u>134.8</u>	<u>136.0</u>
Wage and salary employment	97.9	101.2	107.9	111.3	111.0	113.5
Other ^{a/}	26.3	26.0	25.1	23.5	23.8	22.5

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

Source: Florida State Employment Service

Table II

Estimated Nonagricultural Wage and Salary Employment
St. Petersburg, Florida, Housing Market Area
Annual Averages, 1964-1968

<u>Industry</u>	<u>1964</u>	<u>1965</u>	<u>1966</u>	<u>1967</u>	<u>Twelve months ending October</u>	
					<u>1967</u>	<u>1968</u>
Nonagricultural wage and salary employment	<u>97.9</u>	<u>101.2</u>	<u>107.9</u>	<u>111.3</u>	<u>111.0</u>	<u>113.5</u>
Manufacturing	<u>16.3</u>	<u>16.5</u>	<u>18.0</u>	<u>18.6</u>	<u>18.6</u>	<u>19.7</u>
Food and kindred products	1.4	1.4	1.3	1.4	1.4	1.4
Printing and publishing	1.5	1.5	1.6	1.7	1.7	1.8
Electrical machinery	7.4	6.8	7.4	7.4	7.4	8.1
Other manufacturing	6.0	6.8	7.7	8.1	8.1	8.4
Nonmanufacturing	<u>81.6</u>	<u>84.7</u>	<u>89.9</u>	<u>92.7</u>	<u>92.4</u>	<u>93.8</u>
Contract construction	8.4	8.5	8.9	8.4	8.4	8.0
Transportation and utilities	4.2	4.4	4.8	5.0	4.9	5.1
Wholesale and retail trade	28.2	29.3	30.6	31.6	31.6	31.9
Finance, insurance, and real estate	6.6	7.0	7.2	7.1	7.1	7.4
Services and miscellaneous	19.1	19.8	21.8	23.4	23.2	23.8
Government	15.1	15.7	16.6	17.2	17.2	17.6

Source: Florida State Employment Service.

Table IV

Components of The Housing Inventory
St. Petersburg, Florida, Housing Market Area
1960, 1966, and 1969

<u>Tenure and Vacancy</u>	<u>April 1, 1960</u>	<u>March 1, 1966</u>	<u>January 1, 1969</u>
Total housing units	<u>165,823</u>	<u>209,700</u>	<u>228,200</u>
Total occupied	<u>141,825</u>	<u>185,900</u>	<u>210,800</u>
Owner-occupied	<u>108,012</u>	<u>144,500</u>	<u>160,000</u>
Percent owner occupied	76.2%	77.7%	75.9%
Renter-occupied	<u>33,813</u>	<u>41,400</u>	<u>50,800</u>
Total vacant	<u>23,998</u>	<u>23,800</u>	<u>17,400</u>
Available vacant	<u>12,729</u>	<u>11,100</u>	<u>5,550</u>
For sale	<u>5,304</u>	<u>5,400</u>	<u>3,250</u>
Homeowner vacancy rate	4.7%	3.6%	2.0%
For rent	<u>7,425</u>	<u>5,700</u>	<u>2,300</u>
Renter vacancy rate	18.0%	12.1%	4.3%
Other vacant ^{a/}	<u>11,271</u>	<u>12,700</u>	<u>11,850</u>

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

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

Table III

Estimated Percentage Distribution of All Families and Renter Households^{a/}
By Annual Income After Deducting Federal Income Tax
St. Petersburg, Florida, Housing Market Area
1969 and 1971

<u>Income</u>	<u>1969</u>		<u>1971</u>	
	<u>All families</u>	<u>Renter households</u>	<u>All families</u>	<u>Renter households</u>
Under \$3,000	21	29	20	27
\$3,000 - 3,999	12	16	11	15
4,000 - 4,999	11	14	11	14
5,000 - 5,999	11	11	10	12
6,000 - 6,999	9	8	9	9
7,000 - 7,999	8	7	8	6
8,000 - 8,999	7	4	7	4
9,000 - 9,999	5	4	5	4
10,000 - 12,499	7	3	8	5
12,500 - 14,999	3	1	5	1
15,000 and over	<u>6</u>	<u>3</u>	<u>6</u>	<u>3</u>
Total	100	100	100	100
Median	\$5,525	\$4,400	\$5,775	\$4,600

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

Source: Estimated by Housing Market Analyst.

Table VI

Unsold Inventory Survey ^{a/}
St. Petersburg, Florida, Housing Market Area
As of January 1, 1969

<u>Sales price</u>	<u>Total completions</u>	<u>Pre- sold</u>	<u>Speculative construction</u>			<u>Percent unsold</u>
			<u>Total</u>	<u>Sold</u>	<u>Unsold</u>	
Under \$12,500	37	31	6	6	0	0
\$12,500 - 14,999	218	128	90	89	1	1.1
15,000 - 17,499	282	182	100	96	4	4.1
17,500 - 19,999	317	222	95	92	3	3.2
20,000 - 22,499	227	133	94	93	1	1.1
22,500 - 24,999	264	160	104	98	6	5.8
25,000 - 29,999	370	215	155	152	3	1.9
30,000 - 34,999	204	148	56	55	1	1.8
35,000 and over	<u>83</u>	<u>78</u>	<u>5</u>	<u>3</u>	<u>2</u>	<u>40.0</u>
Total	2,002	1,297	705	684	21	3.0

a/ Survey includes only subdivisions that had five or more completions during the twelve months preceding the survey date.

Source: Unsold Inventory survey conducted by the FHA Tampa Insuring Office.

Table V

St. Petersburg, Florida, Area Postal Vacancy Survey

January 21-23, 1969

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	Under const.	Vacant units
		All	%	Used	New			All	%	Used	New			All	%	Used	New				
The Survey Area Total	197,264	4,844	2.5	3,718	1,126	6,075	172,688	3,289	1.9	2,834	455	2,034	24,576	1,555	6.3	884	671	4,041	23,579	968	4.1
St. Petersburg	116,864	3,063	2.6	2,435	628	2,695	98,823	2,032	2.1	1,864	168	466	18,041	1,031	5.7	571	460	2,229	10,270	333	3.2
Main Office	75,050	2,000	2.7	1,596	404	1,619	67,563	1,389	2.1	1,305	84	216	7,487	611	8.2	291	320	1,403	6,285	292	4.6
Branches:																					
Medeira Beach	5,515	257	4.7	240	17	298	4,204	80	1.9	71	9	34	1,311	177	13.5	169	8	264	1,180	17	1.4
St. Petersburg Beach	5,262	88	1.7	78	10	53	4,213	57	1.4	49	8	45	1,049	31	3.0	29	2	8	20	-	0.0
Tierra Verde	821	-	0.0	-	-	345	189	-	0.0	-	-	3	632	-	0.0	-	-	342	-	-	-
Stations:																					
Euclid	14,045	422	3.0	354	68	223	13,007	339	2.6	294	45	119	1,038	83	8.0	60	23	104	1,212	16	1.3
Gateway Mall	5,159	112	2.2	67	45	77	5,009	83	1.7	61	22	48	150	29	19.3	6	23	29	1,544	8	0.5
Open Air	11,012	184	1.7	100	84	80	4,638	84	1.8	84	-	1	6,374	100	1.6	16	84	79	29	-	0.0
Other Cities and Towns	80,400	1,781	2.2	1,283	498	3,380	73,865	1,257	1.7	970	287	1,568	6,535	524	8.0	313	211	1,812	13,309	635	4.8
Clearwater	31,260	658	2.1	503	155	1,169	27,320	391	1.4	331	60	286	3,940	267	6.8	172	95	883	6,027	223	3.7
Dunedin	6,966	178	2.6	105	73	295	6,453	114	1.8	81	33	37	513	64	12.5	24	40	258	1,012	260	25.7
Indian Rocks Beach	1,605	111	6.9	106	5	43	1,463	109	7.5	104	5	29	142	2	1.4	2	-	14	19	4	21.1
Largo	22,870	395	1.7	272	123	1,028	21,571	301	1.4	232	69	557	1,299	94	7.2	40	54	471	3,066	87	2.8
Palm Harbor	1,966	37	1.9	22	15	19	1,932	26	1.3	21	5	18	34	11	32.4	1	10	1	355	27	7.6
Pinellas Park	6,785	161	2.4	136	25	342	6,659	123	1.8	98	25	196	126	38	30.2	38	-	146	1,350	29	2.1
Safety Harbor	1,239	33	2.7	30	3	3	1,177	25	2.1	25	-	3	62	8	12.9	5	3	-	27	-	0.0
Tarpon Springs	7,709	208	2.7	109	99	481	7,290	168	2.3	78	90	442	419	40	9.5	31	9	39	1,453	5	0.3

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

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

The estimates of total possible deliveries to residences, apartments, and house trailers were made by the postal carriers. The data in this table, therefore, are not strictly comparable to the corresponding data for surveys conducted prior to 1966. The combined totals, however, are as recorded in official route records.

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

728.1 :308 F22 St. Petersburg, Fla.
1969

U.S. Federal Housing Administra-
tion

Analysis of the St. Petersburg,
Florida housing market
