

# University Hill Farms



## General Demographic Overview

Steering Committee  
May 23, 2013

# What geography?

## • STUDY AREA

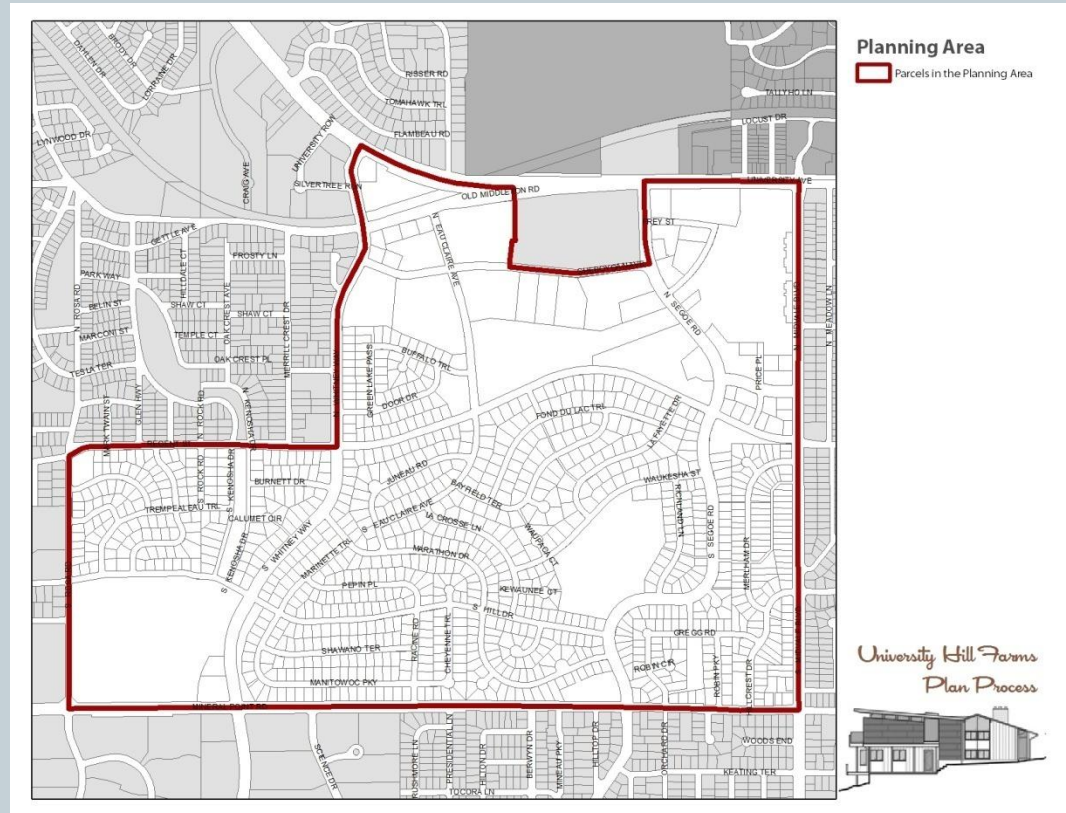
Total Population: 5,776

Total Households: 3,125

- Family – 41%
- Non-Family – 59%

Family Households

- With Children – 36%



# What geography?

- **Planning District**

Census Tract 3

(University Hill Farms P.D.)



- Area: 581 acres
- HU - 3,126
- HH - 2,946

- **Neighborhood Association**

(University Hills Farms N.A.)



- Area : 486 acres
- HU - 1,426
- HH - 1,385

# Tenure



Total occupied housing units: 3,123

(Study Area - Census 2010 SF1)

HU Owner occupied

34.4 %

HU Renter occupied

65.6%



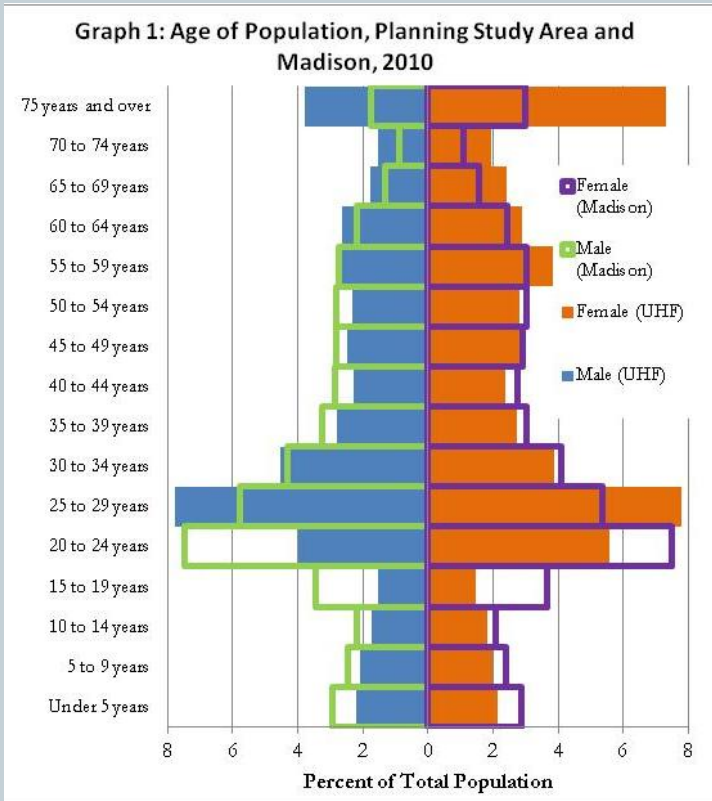
1,074 HU



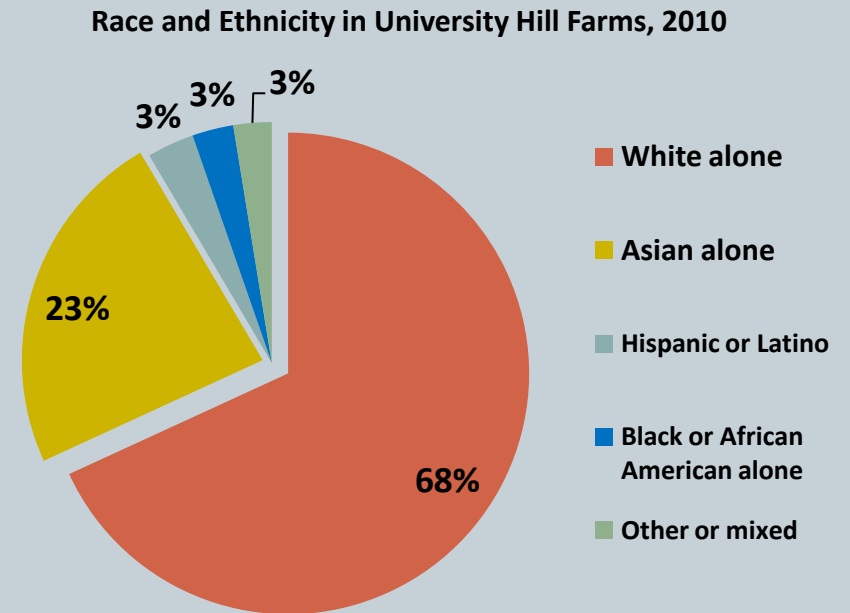
2,049 HU

# Who lives here?

- Age / Gender



- Ethnicity



# Who lives here? (2)

- Median HH annual Income

- Planning District  
\$ 52,170
- UHF Neighborhood  
\$ 71,007
- Madison  
\$ 57,125

- Unemployment Rate

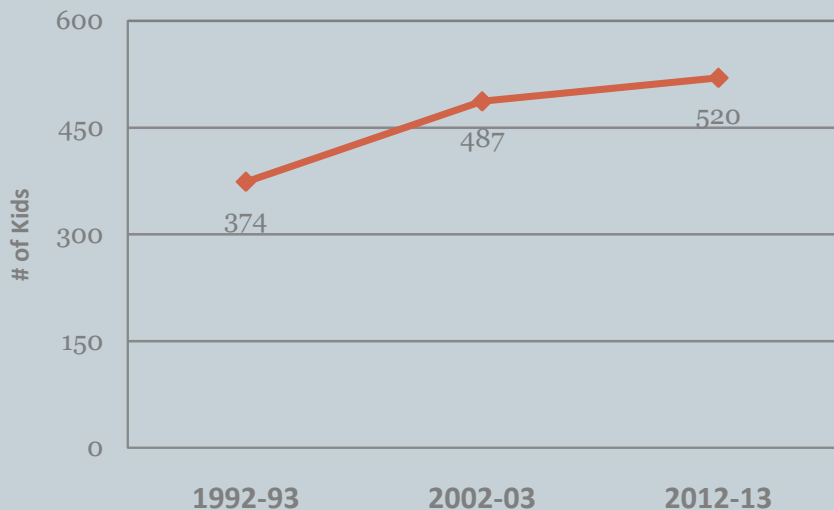
- Planning District  
1.5%
- UHF Neighborhood  
2.9%
- Madison  
6.0%

# Who has lived here?

(Z - generation)

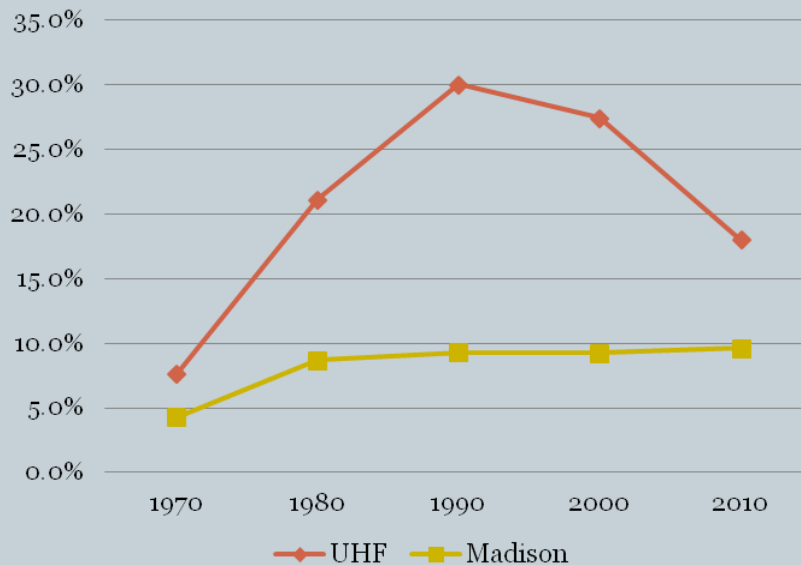
- 17 years-old or younger

**MMSD Kids K - K12 enrollment trend**

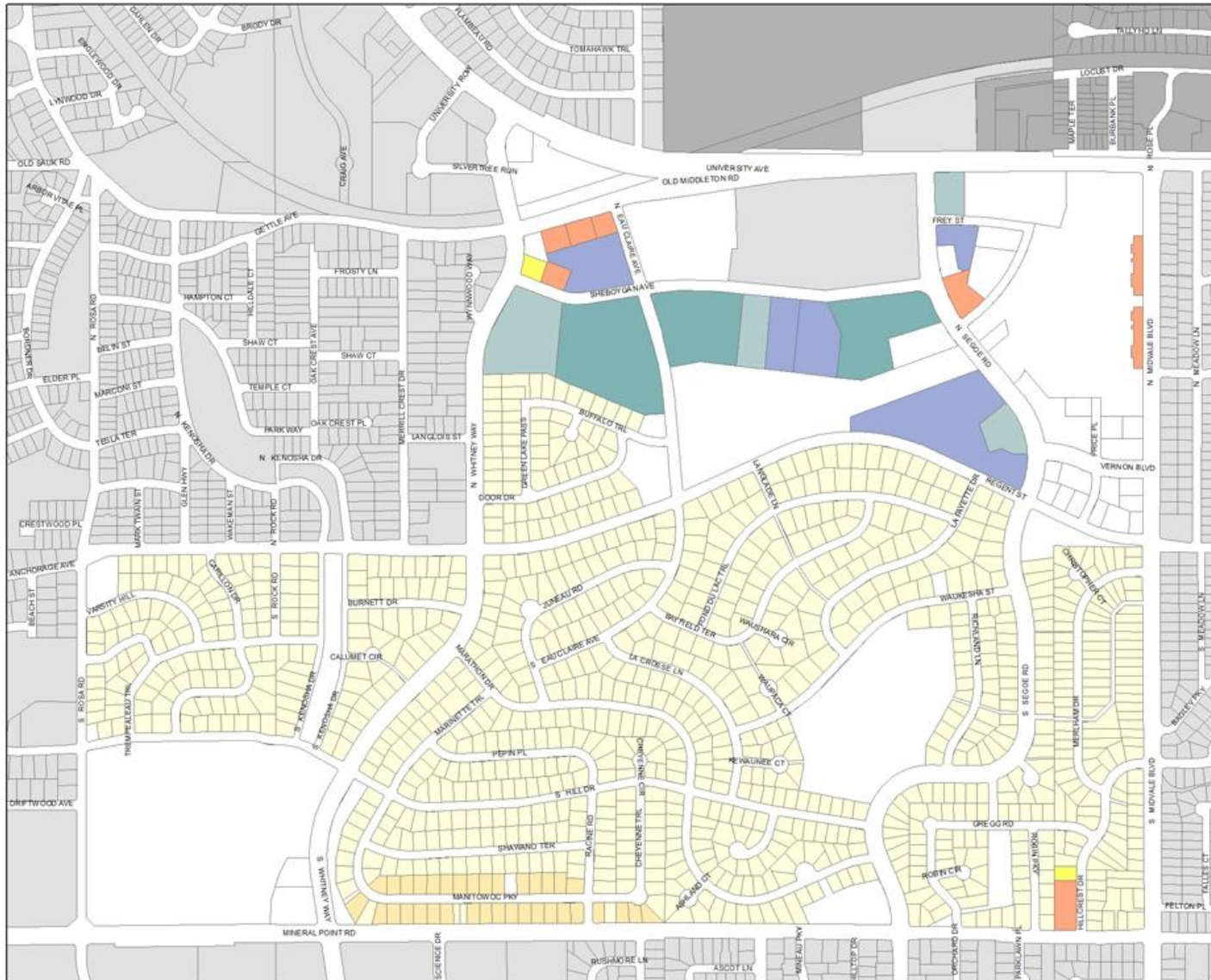


(Veterans - generation)

- 65 years-old or older



# What are the housing choices?



## Housing Type

- Non-residential
- 1 Unit Buildings (1025)  
1025 units - 32%
- 2 Unit Buildings (35)  
70 Units - 2%
- 6-24 Unit Buildings (10)  
176 Units - 6%
- 32-121 Unit Buildings (5)  
459 Units - 14%
- 139-200 Unit Buildings (4)  
646 Units - 20%
- 200+ Unit Buildings (3)  
833 Units - 26%

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May 2013



# What housing do they live in?

Total population in occupied housing units: 5,475 people

Owner occupied

39.2 %

2,148 people

Renter occupied

60.8%

3,327 people





# When did they moved here?



- Total population in occupied housing units: 5,475 people



- Owner occupied **2,148 people**

○ Moved in 2005 or later	<b>635</b>	29.6%
○ Moved in 2000 to 2004	<b>550</b>	25.6%
○ Moved in 1990 to 1999	<b>410</b>	19.1%
○ Moved in 1980 to 1989	<b>221</b>	10.3%
○ Moved in 1970 to 1979	<b>253</b>	11.8%
○ Moved in 1969 or earlier	<b>79</b>	3.7%



# When did they moved here?



- Total population in occupied housing units: 5,475 people

- Renter occupied **3,327 people**

○ Moved in 2005 or later	<b>2,363</b>	71.0%
○ Moved in 2000 to 2004	<b>515</b>	15.5%
○ Moved in 1990 to 1999	<b>403</b>	12.1%
○ Moved in 1980 to 1989	<b>46</b>	1.3%
○ <i>Moved in 1970 to 1979</i>	<b>0</b>	
○ <i>Moved in 1969 or earlier</i>	<b>0</b>	
○		

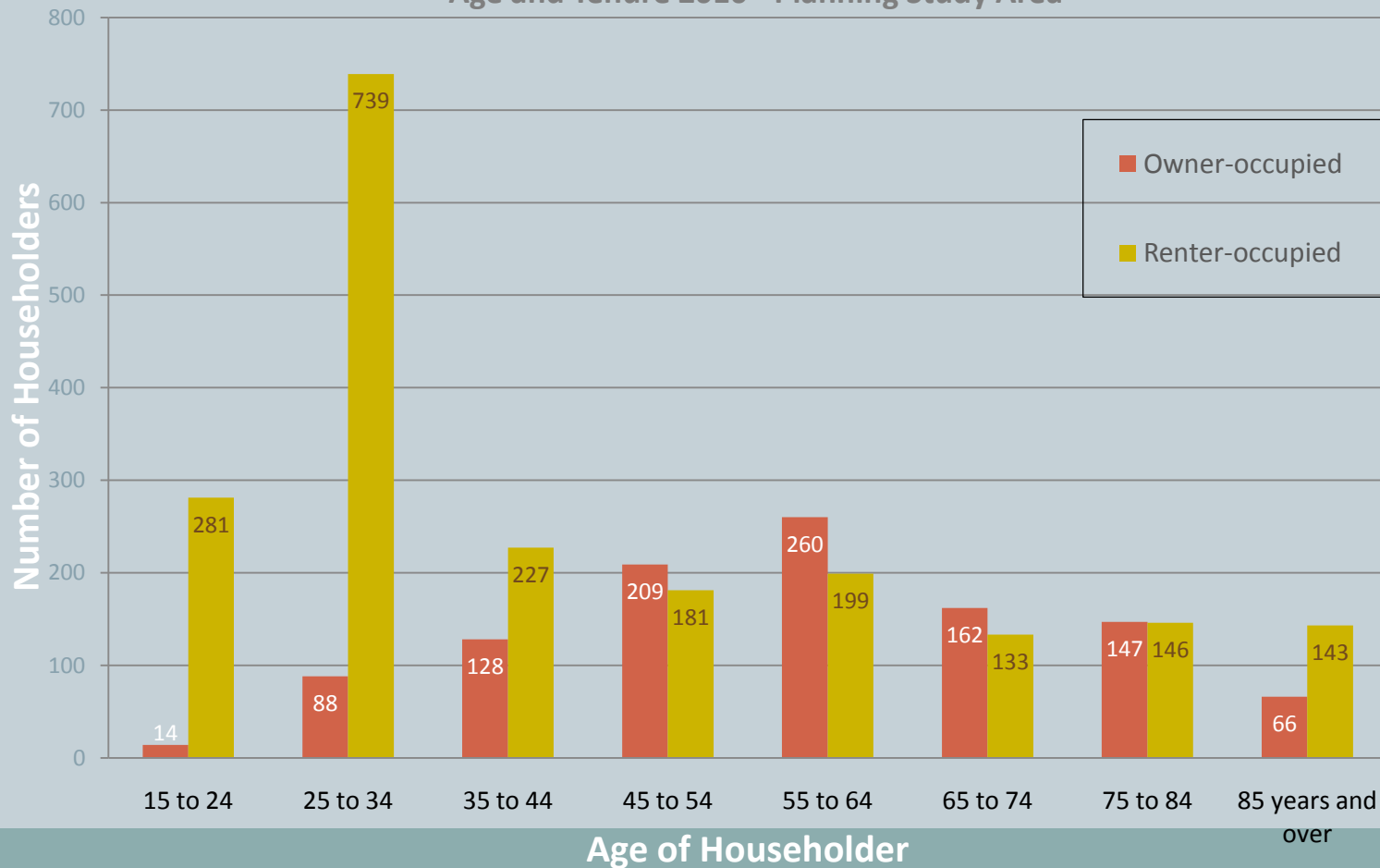


# Who are they?



- Total population in occupied housing units: 5,475 people

Age and Tenure 2010 - Planning Study Area



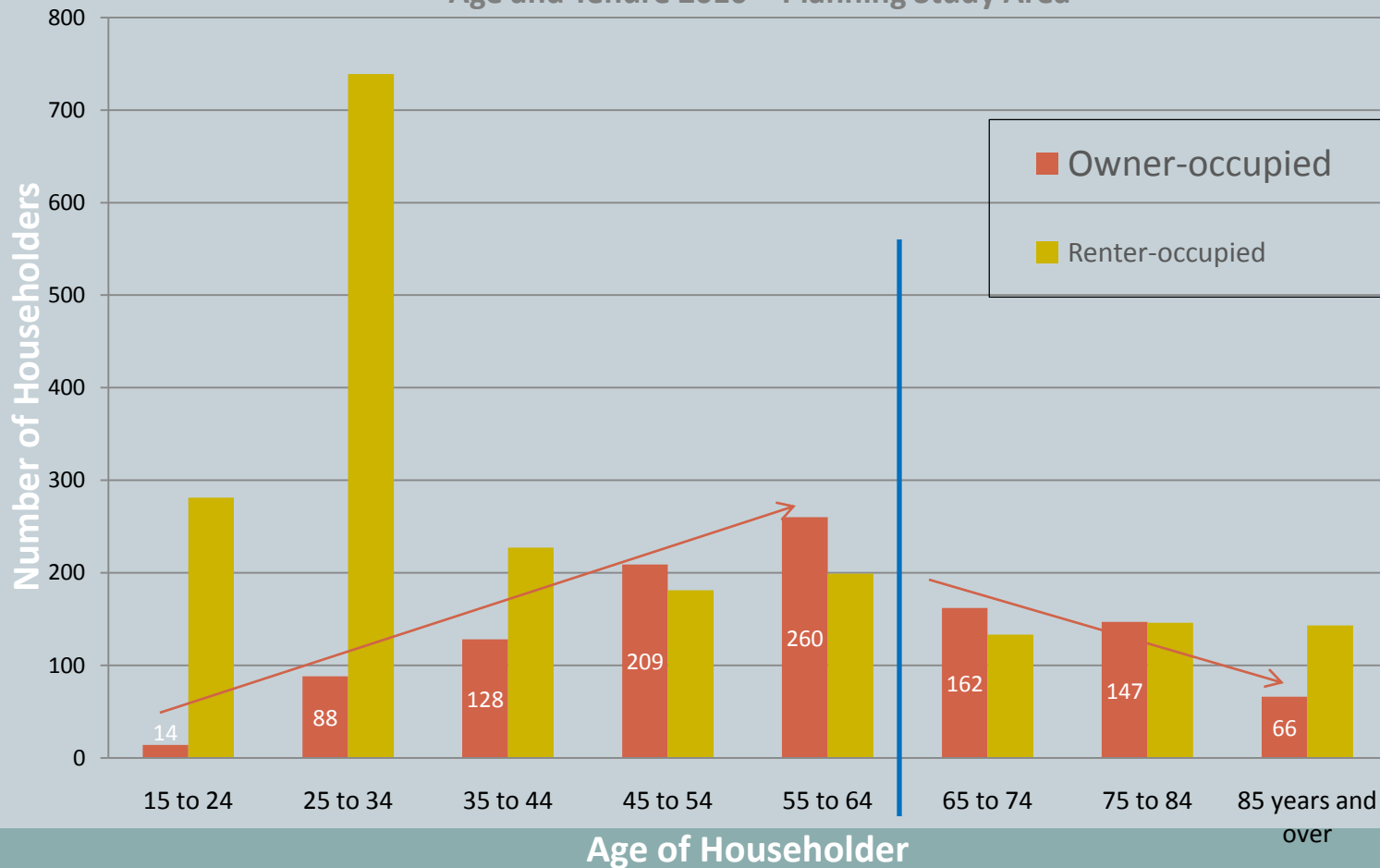


# Who are they?



- Total population in occupied housing units: 5,475 people

Age and Tenure 2010 - Planning Study Area

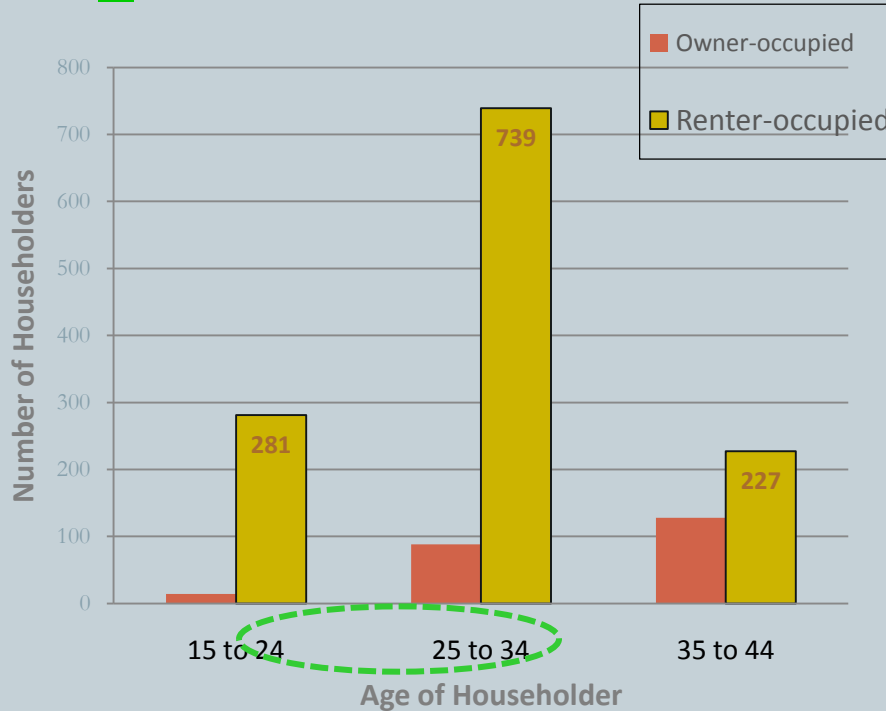




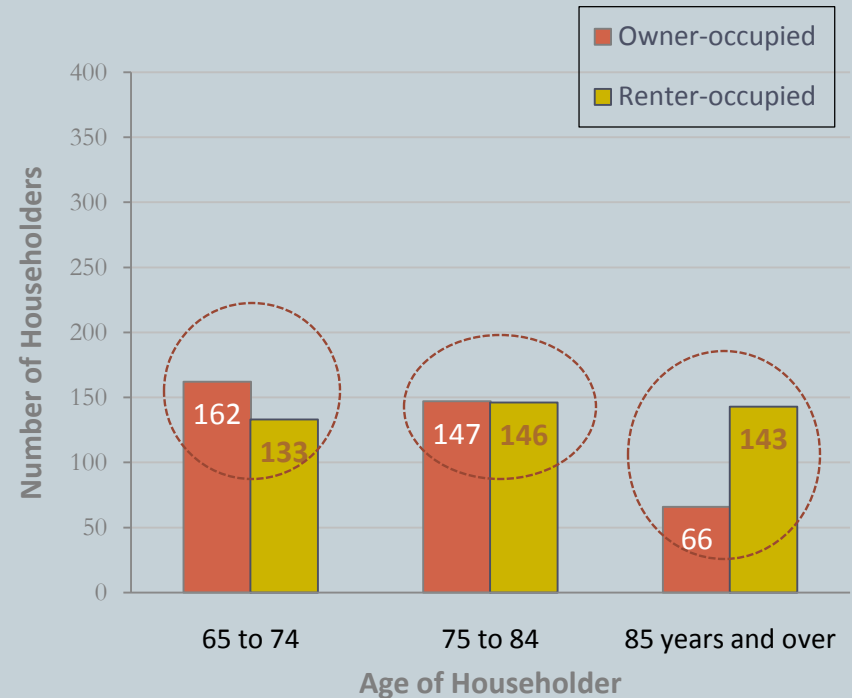
# Who they will be?

Renter ? ? Owners

### Z, Y, X Generation Tenure 2010



### Veterans Generation Tenure 2010





# Y generation



- Why they purchased home? Appreciation Value
- Age Home purchase 26 year-old
- Where they prefer to live?
  - downtown living
  - mixed-use developments
  - easy access to walkable neighborhoods and
  - proximity to public transportation
- What type of housing do they prefer?
  - 59% prefer neighborhoods that have a variety of housing types
  - 54% favoring renting

Gen Y homebuyers want to live in culturally and ethnically diverse neighborhoods

# What can homebuyers afford?

## ■ Mortgage Calculation

### Assumptions

Down payment: 3%

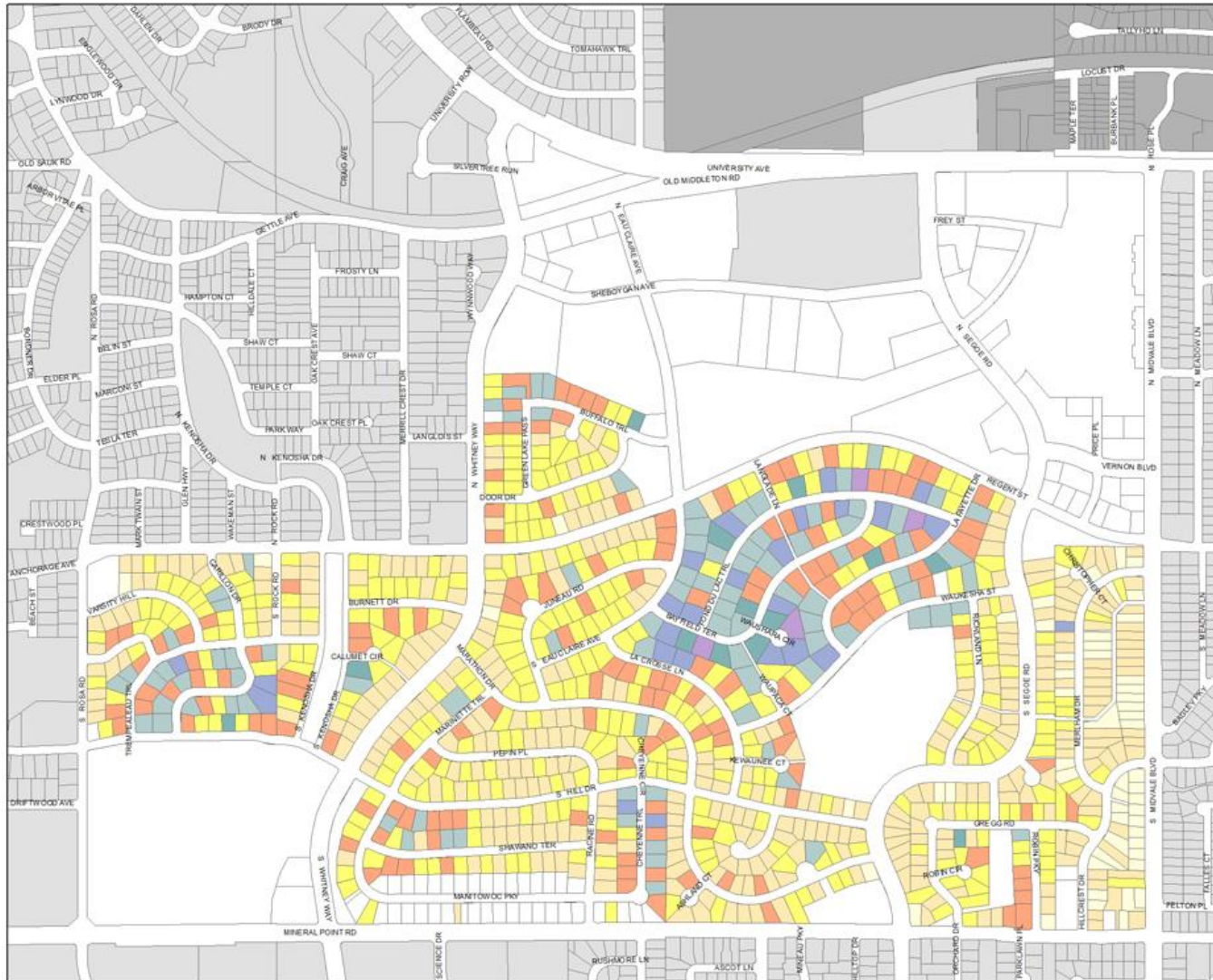
Credit Score: 720+

Term: 30 years

- \$250,000 Purchase Price  
\$68,300 annual income
- \$350,000 Purchase Price  
\$95,850 annual income
- \$450,000 Purchase Price  
\$123,400 annual income

# Assessed Single-Family Housing Value

< \$250,000 - 419 properties, \$250-350,000 – 350 properties, > \$350,00 – 130 properties



## Assessed Single-Family Housing Value

- \$150,000 - \$199,999 (56)
- \$200,000 - \$249,999 (363)
- \$250,000 - \$299,999 (320)
- \$300,000 - \$349,999 (149)
- \$350,000 - \$399,999 (92)
- \$400,000 - \$449,999 (25)
- \$450,000 - \$499,999 (13)
- \$500,000+ (4)

**Median House Value: \$262,000**

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Plan Process  
May 2013*



Prepared by:  
City of Madison | Planning Division

# What are renters housing costs?

## 2010 Market Rent Survey for UHF

- Efficiency  
\$571-\$650
- 1 bedroom/1 bath  
\$685-\$806
- 2 bedroom/1 bath  
\$795-\$970

- Affordable Housing  
188 housing assistance units  
(for families and seniors)

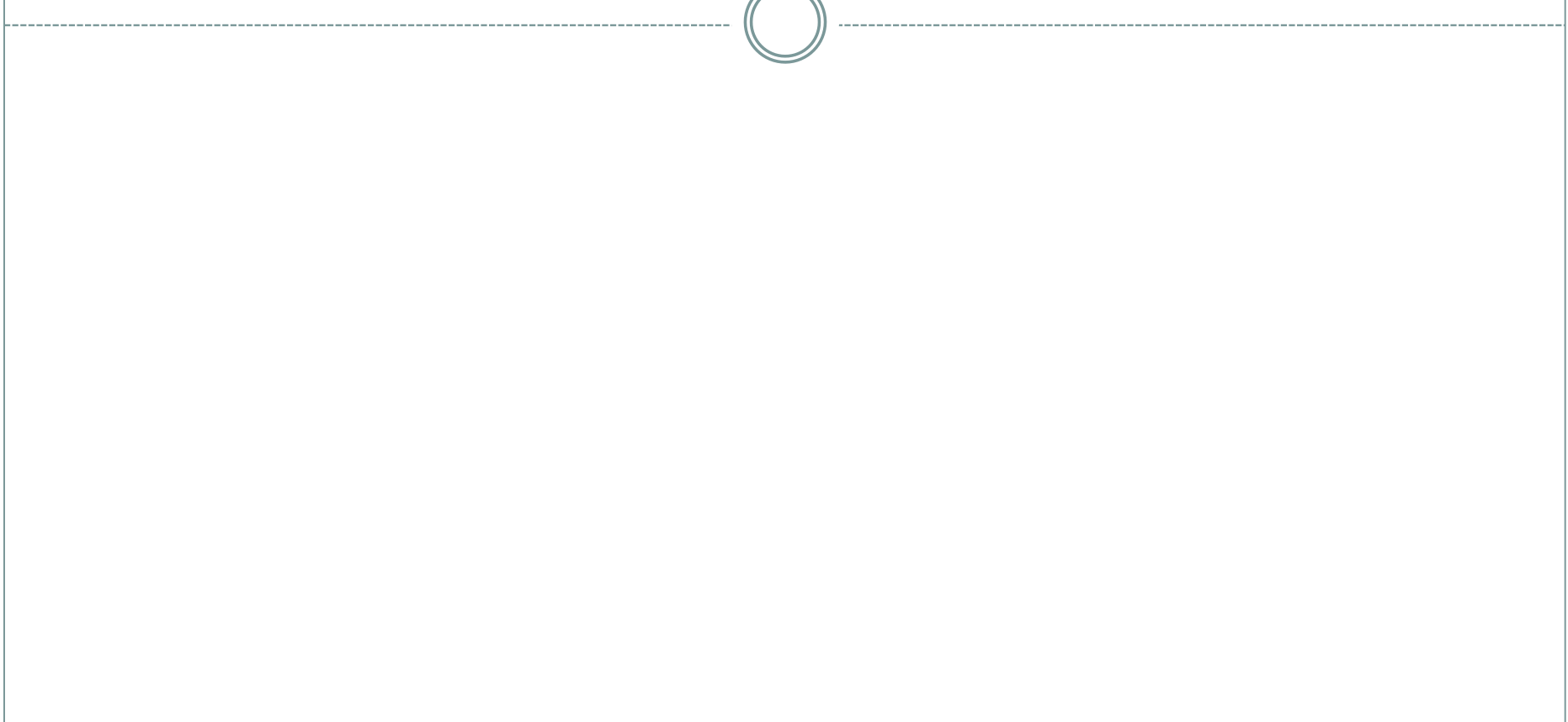
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Q & A

Identify other data for  
decision-making .....





# Persons 65 years and older 1970-2010



## Persons 65 years and older 1970-2010

