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MARKET STUDY

FOR

CANAL PLACE

*Landmark
Research
Inc.*

MARKET STUDY

FOR

CANAL PLACE

SUMMER/FALL 1982

PREPARED BY

LANDMARK RESEARCH, INC.

Landmark
Research
Inc.

October 8, 1982

James A. Graaskamp, Ph.D., SREA, CRE
Tim Warner, MS, MAI, SREA
Jean B. Davis, MS

Mr. Todd R. McGrath
Real Estate Investments
402 West Washington Avenue
Madison, Wisconsin 53703

Dear Todd:

RE: Canal Place Market Study

In response to your search for direction on the design and marketing of Canal Place, the Landmark Research team has completed its surveys and reviewed the situation in light of your outline. Our analysis is somewhat pessimistic relative to your initial concept, and the logic that emerges from the attached material goes as follows:

1. The subject property is in Census Tract 17, generally the Square and its environs, which is dominated by student and by single person housing. Each quadrant of the Square centering on the diagonal corner streets (King, Hamilton and State) has a character of its own and the subject property is in the weakest, least desirable quadrant.
2. Employment around the Square, in State Government, and University enrollments are faltering or expected to decline in two or three years.
3. The majority of persons contacted in the subject area are either students or are in the \$12,000 to \$19,000 per year income group. Utilitarian space at an affordable price is their basic concern. That means 30 percent or less of their income can be applied to housing. They have lived in the Square area for some years, generally do not have a car, and our interviewers felt they detected an element of resignation in accepting their current housing standard.
4. A minority (30 percent) could be influenced by nostalgic design and built-in amenities. This group includes those at Two and Ten Langdon Street (Survey Sample III) and those who have expressed an interest in some type of downtown housing (Survey Sample II). The Two and Ten Langdon residents expressed a strong bias against the neighborhood of the subject property.

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5. The subject property is separated from the Square by the red-light block on East Main and King Street and a tip-over to respectability depends upon final completion of the Cardinal Hotel and plans for the Rhode block.

6. Of the minority of residents who prefer and can afford newer apartment units as compared to old homes converted to apartment units, there is presently a large supply of alternatives including 150 market rate units in Capitol Centre, Camelot II and III (228 units) and possibly the Cardinal Hotel (20-24 units) and the Lincoln School (20-30 units). The persons filtering into this significant expansion of the housing stock in the Isthmus are leaving vacancies in relatively desirable units. Thus supply has increased while target groups of students, singles, and young professional couples have stayed constant. Economic conditions have further undercut the ability of these tenants to afford newer units, or risk an increase in rents to improve the quality of their living space.

Given the majority preference for utilitarian space and the preference of the target minority of selective tenants for areas other than the subject neighborhood, it is difficult to profile a high style product on the subject site that will create a competitive edge. It is not satisfying to define what is not needed when creative real estate people would prefer exciting new concepts.

The product must be utilitarian with a few touches of nostalgic architecture to anticipate possible conversion to resident ownership five to ten years in the future. The starter home concept is definitely premature. The basic product should be a small two bedroom, bath and a half unit or a one bedroom plus convertible den, with a full kitchen rather than a Dwyer. Limited architectural amenities should be higher ceilings, oak floors and classic trim including cove molding, and occasional window details such as french doors, stained glass, or polygon frames as appropriate. Nevertheless, the emphasis should be on spartan space.

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The report submitted with this letter consists of a summary matrix of responses from the three unique surveys; a description of the survey methodology and of each of the three samples; and conclusions and recommendations. The Appendix contains: (1) samples of the survey documents which include the frequency responses for each quantitative item; (2) a list of addresses and a map locating the buildings used in Survey Sample I; (3) a summary of 1980 Census data from Tract 17 surrounding the subject site.

Rental ranges in the foreseeable future would be the same as Camelot II, approaching a monthly rent of \$.60 a square foot, but far short of the \$.70 a square foot found in the Ten Langdon Street apartments.

We look forward to discussing these results with you next week.

FOR LANDMARK RESEARCH, INC.

James A. Graaskamp, Ph.D., SREA, CRE
Urban Land Economist

Fred A. Rendahl

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I. SUMMARY MATRIX OF SURVEY SAMPLES

Survey Sample I
Number of Respondents = 74
Residents of Competing Properties

Survey Sample II
Number of Respondents = 31
Special Interest in Downtown Housing

Survey Sample III
Number of Respondents = 12
Residents of Two and Ten Langdon Street

Tendency to Move
Downtown

52% definitely or probably will relocate downtown.

60% definitely or probably will relocate downtown.

67% definitely or probably will relocate downtown.

Type of Housing
Desired

67% find apartment rental highly desirable or desirable.
20% find condominium ownership highly desirable.
67% find condominium ownership unacceptable.

44% find apartment rental highly desirable or desirable.
80% find condominium ownership highly desirable or desirable.
60% find single-family home ownership very desirable or desirable. (1)

75% find apartment rental highly desirable or desirable.
36% find condominium ownership highly desirable or desirable.
36% find both single family home ownership and rental highly desirable or desirable.

Building
Characteristics
Desired

Evenly divided between desire for newer building and older renovated building.
58% prefer 2 story garden apartment to a taller building. (3)
75% would walk up at least 2 flights of stairs to get to their units.
Most frequent security system requirement was dead bolts on apartments and buzzer/intercom controlled building entry. (4)

77% prefer older renovated building to a newer building. (2)
74% prefer 2 story garden apartment to a taller building.
51% would walk up at least 2 flights of stairs to get to their unit.
Most frequent security system requirement was dead bolts on apartments and buzzer/intercom controlled building entry. (4)

92% prefer older renovated building to a newer building.
83% prefer 2 story garden apartment to a taller building.
92% would walk up at least 2 flights of stairs to get to their unit.
Most frequent security system requirement was dead bolts on apartments and buzzer/intercom controlled building entry. (4)

Unit
Characteristics
Desired

45% desire one bedroom apartment, and 45% desire 2 bedrooms.

Only 3% desire 1 bedroom apartment, while 48% desire 2 bedrooms, and 45% desire 3 bedrooms.

Preferred unit size was approximately evenly divided between 1 and 2 bedroom apartments.

70% of those who want a 1 bedroom unit and 81% of those who want 2 bedrooms would substitute a den/bedroom combination for a bedroom.

70% would definitely substitute a den/bedroom combination for a bedroom.

Over 80% of those who desire a 2 bedroom apartment would substitute a den/bedroom combination for one of the bedrooms.

97% of those people who desire 1 bedroom also desire only 1 bath. Of those who want 2 bedrooms, 48% want 1 bath, 37% want 1 1/2 baths, and 15% want 1 3/4 or 2 baths.

Desired Bedroom/Bath Combination

| No. of Bedrooms | Total Bedroom Preference | No. of Bathrooms | 1 | 1.5 | 1.75 | 2 |
|-----------------|--------------------------|------------------|---|-----|------|---|
|-----------------|--------------------------|------------------|---|-----|------|---|

| | | | | | |
|---|----|---|----|---|---|
| 1 | 1 | 1 | 0 | 0 | 0 |
| 2 | 18 | 2 | 12 | 2 | 2 |
| 3 | 10 | 1 | 4 | 4 | 1 |
| 4 | 1 | 0 | 1 | 1 | 0 |

| | | | | | |
|-------|----|---|----|---|---|
| Total | 30 | 4 | 17 | 7 | 3 |
|-------|----|---|----|---|---|

60% of those who want 1 bedroom units want only 1 bath while approximately 60% of those who want 2 bedroom units also want 1 1/2 bath units. Only one respondent wanted a 1 3/4 bath unit.

The concept of compact but more stylish dwelling units was very desirable to 31% of the respondents, and somewhat desirable to another 39%. What these respondents liked best and least about the Alternate Parade of Homes-type apartments are summarized in Exhibit 1 which is at the conclusion of this matrix in Section I.

The concept of compact but more stylish dwelling units was very desirable to 29% of the respondents, and somewhat desirable to another 26%. What these respondents liked best and least about the Alternate Parade of Homes-type apartments are summarized in Exhibit 2 which is at the conclusion of this matrix in Section I.

Respondents live in compact dwelling units and were asked what they like and dislike about them. Responses are summarized in Exhibit 3 which is at the conclusion of the matrix in Section I.

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Residents of Two and Ten Langdon Street

Kitchen

72% rated their cooking habits as "basic home cooked meals" and thereby indicate the need for a standard kitchen. 20% either did not cook or characterized their cooking habits as "frozen food...". The balance did "fancy cooking and entertaining", and need more extensive kitchen facilities. A dishwasher was Rated as unnecessary by 58% of the respondents, and as desirable by another 34%.

67% rated their cooking habits as "basic home cooked meals" and thereby indicate the need for a standard kitchen. 29% indicated that they did "fancy cooking and entertaining" and therefore need more elaborate kitchen facilities. This is also shown by the preference for dishwashers. 37% of the respondents said that a dishwasher was a "must have" item in their kitchen, while only 23% indicated that a dishwasher was unnecessary

80% rated their cooking habits as "basic home cooked meals" and thereby indicate the need for a standard kitchen. However, several respondents said they were occasional cooks and may have lower needs. Moreover, several residents expressed some dissatisfaction with the small kitchens in their current units. 20% rated their cooking habits as "fancy". A dishwasher was evenly rated as being very desirable, desirable or unnecessary by 1/3 of the respondents.

Miscellaneous
Unit
Features

Frequently listed as a must have, or very desirable item:
- Coin operated laundry facilities in building.
- A bathtub with shower.
- Convenient storage.
- Air-conditioning (not central).
- Compact washer and dryers in each unit.

Frequently listed as a must have, or very desirable item:
- Compact washer and dryer in each unit.
- Air-conditioning (46% said central air was mandatory or very desirable).
- A bathtub with shower.
- More than one telephone hook-up in the unit.
- Convenient storage.

Frequently listed as a must have or very desirable item:
- A bathtub rather than a shower only.
- Coin operated laundry facilities in building.
- Convenient storage.
- Built-in bookcases in living areas.

Desirable items include:
- A private balcony or deck without access to ground level.
- Built-in book cases & cabinets in the living areas. (5)

Generally very desirable or desirable items include:
- Wood burning fireplace.
- Coin operated laundry facilities in building.
- A private balcony or deck without access to ground level.
- A private patio or deck with access to ground level (this is slightly less desirable than the alternative without ground access).
- Built-in bookcases and cabinets in living areas.
- A lake view.
- A view of the city skyline. (5)

Desirable items include:
- Wood burning fireplaces.
- Private balconies and patios with and without access to ground level.
- Exercise room and sauna.
- More than one telephone hook-up in each unit.
- a common club room.

Landmark Research, Inc.

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On-site parking
Garages

38% regarded off-street parking as unnecessary; and 37% rated it as desirable; 16% rated it as very desirable; while only 8% rated it as a must have item.

52% rate an on-site garage as unnecessary; 44% rated it as either desirable or very desirable; only 4% rated it as a "must have" item.

50% regard on-site parking as a "must have" item, and 37% rated it as either desirable or very desirable.

33% rated an on-site garage as a "must have" item, and another 47% rated an on-site garage as a very desirable feature. Only 13% rated an on-site garage as unnecessary.

27% regard on-site parking as mandatory while the rest rate it as very desirable.

18% rated an on-site garage as being a "must have" item and 54% rated it as a very desirable item. No one said it was an unnecessary item.

Location

Respondents prefer location near U.W. Campus. Summary of locational preference are shown in Exhibit 4 of Section I.

- (1) The major housing decision for this group seem to be whether to buy a single-family home or a condominium unit.
- (2) If this strong preference is related to a preservation ethic, it may point to a problem with the marketability of any new structure, no matter what its architectural style.
- (3) The respondents preference for taller buildings is frequently associated with the feeling that the taller structure will provide greater security by getting the units above ground level.
- (4) A more detailed discussion of tenant's perception of adequate security features is found in the Appendix.
- (5) In general, common facilities such as a sauna, whirlpool, exercise room, enclosed yard, and/or club room were not highly desired by either user group.

EXHIBIT 1

LIKES AND DISLIKES OF RESPONDENTS
FAMILIAR WITH ALTERNATE PARADE OF HOMES
AND RENOVATED APARTMENT BUILDINGS
SURVEY SAMPLE I

What did you like best about these units? (Question 22)

| <u>No. of Responses</u> | <u>Comment</u> |
|-------------------------|--|
| 7 | Aesthetics and architecture, charm of old buildings, "harmonious integration of old and new" |
| 6 | "Just liked them," liked idea |
| 5 | Quality of materials - use of wood, not plastic imitations |
| 3 | Variety, interesting use of space (not boxes) |
| 2 | Size is not important but quality of workmanship |
| 2 | Feels comfortable, feels like a home |
| 1 | Old building but renovation made it new, clean, and bright (esp. new kitchen and bath) |
| 1 | Big windows, space, high ceilings |
| 1 | Liked interior decoration |
| 1 | Liked view of lake |
| 1 | Efficiency of heating and cooling |

What did you like least about these units? (Question 23)

| <u>No. of Responses</u> | <u>Comment</u> |
|-------------------------|---|
| 8 | Too expensive |
| 2 | Too small, might be okay for short term, but not for long term |
| 2 | Not my style |
| 2 | Too ultra-modern |
| 2 | Would not be comfortable |
| 2 | Use of cheap, inexpensive materials (plastic rubber mat and black kitchen in 10 Langdon was cheap imitation of "high tech") |
| 1 | Lots too close together |
| 1 | Location undesirable |
| 1 | 2 Langdon was too dark |

Note: There were 74 respondents in Survey Sample I; many expressed no opinion for Questions 22 and 23.

EXHIBIT 2

LIKES AND DISLIKES OF RESPONDENTS
FAMILIAR WITH ALTERNATE PARADE OF HOMES
AND RENOVATED APARTMENT BUILDINGS
SURVEY SAMPLE II

What did you like best about these units? (Question 22)

| <u>No. of Responses</u> | <u>Comment</u> |
|-------------------------|---|
| 6 | Old materials, wood, fireplace, stained glass |
| 6 | Aesthetics, architecture, interesting use of interior space, charm, character |
| 3 | Location (to work, etc.) |
| 2 | Modernization of fixtures (bath and kitchen), or washer and dryer in unit |
| 1 | "Historic district" |
| 1 | Recycled buildings |
| 1 | Quality materials, solid structure |
| 1 | Change to make them energy efficient |
| 19 | No comment - were not familiar with the concept or didn't remember enough to answer |

What did you like least about these units? (Question 23)

| <u>No. of Responses</u> | <u>Comment</u> |
|-------------------------|--|
| 4 | Small space |
| 4 | Not my taste, not my style |
| 2 | Price too high |
| 1 | No storage space |
| 1 | Poor neighborhood, location, environment |
| 1 | Inconvenient parking |
| 1 | Didn't like "kitchen right in the living room" |
| 20 | No comment |

EXHIBIT 3

LIKES AND DISLIKES OF RESIDENTS
AT TWO AND TEN LANGDON STREET
SURVEY SAMPLE III

What do you like best about your current* residence?
(Question 22)

| <u>No. of Responses</u> | <u>Comment</u> |
|-------------------------|--|
| 4 | Location, likes downtown, close to work |
| 4 | Newly renovated, new and clean, excellent condition |
| 3 | Use of materials, maintain integrity of "old," beauty of renovation |
| 1 | Open space (vertical space was pleasant even though apartment was small) |
| 1 | Good management, nice neighbors |
| 1 | Sauna and whirlpool |
| 1 | Balcony |

What do you like least about your current* residence?
(Question 23)

| <u>No. of Responses</u> | <u>Comment</u> |
|-------------------------|--|
| 7 | Too noisy (traffic and fraternities) |
| 2 | Rent too high |
| 2 | Lack of parking |
| 1 | Too small |
| 1 | No bathtub |
| 1 | Wait too long for repairs (2 Langdon) |
| 1 | Poor security (2 Langdon) |
| 1 | Concern for safety being on first floor (a female in 10 Langdon) |

*Note: Wording on this question was changed to focus on the respondent's residence. Since these respondents now live in compact dwelling units, they were asked to comment on their current residences.

EXHIBIT 4

LOCATION PREFERENCES OF THE CURRENT RESIDENTS
OF TWO AND TEN LANGDON STREET

=====

| Area | Desirable | Acceptable | Undesirable |
|--------------------------------|-----------|------------|-------------|
| The Langdon Street Area | 50% | 42% | 8% |
| The Mansion Hill Area | 73% | 18% | 9% |
| Wilson/Williamson Street Area | 10% | 20% | 70% |
| G.E.F. State Office Bldg. Area | 10% | 40% | 50% |
| Spaight/Jenifer Street Area | 20% | 70% | 10% |
| W. Wilson/Basset Street Area | 33% | 22% | 45% |
| Mifflin Street Area | 9% | 36% | 55% |
| The James Madison Park Area | 20% | 60% | 20% |

=====

Source: Primary Data, Survey Sample III

II. DESCRIPTION OF SURVEY METHODOLOGY AND SURVEY SAMPLES

Sample I - Telephone Survey of Downtown Residents

This sample was taken from the residents of 30 individual apartment buildings in downtown Madison. The buildings were grouped into three lists, with List 1 being most comparable to the subject property. A brief summary of the sample size for the telephone survey is shown in Table 1.

TABLE 1
SAMPLE I - TELEPHONE SURVEY

| | No. of Buildings Surveyed | Total No. of Units | No. of Units with Listed Telephones | No. of Completed Surveys | No. Surveyed/ Total No. of Units |
|--------|---------------------------|--------------------|-------------------------------------|--------------------------|----------------------------------|
| List 1 | 11 | 240 | 166 | 52 | 22% |
| List 2 | 16 | 375 | 203 | 18 | 5% |
| List 3 | <u>3</u> | <u>27</u> | <u>22</u> | <u>4</u> | <u>15%</u> |
| Total | 30 | 642 | 391 | 74 | 12% |

As can be seen, residents from List 1 were sampled more heavily than the others, with 22 percent of the residents included. Interviews lasted from 15 minutes to 45 minutes. Conversant respondents provided additional insight into their feelings and perceptions about housing-related issues.

A list of residents within each building was assembled from the reverse telephone directory. Selection of individuals from this list was done in a random fashion. The number of units

surveyed in each building was proportional to the total number of units in the building. The survey was administered over a three and a half week period from July 28, 1982, to August 22, 1982. The address of each building surveyed is listed in the Appendix together with a map locating each building in downtown Madison.

Sample II - Persons Expressing Some Interest
In Various Downtown Properties

The telephone survey instrument used in Sample I was modified for mailing using the same questions and variables as the telephone survey. The mailing list was provided by Todd McGrath and reportedly included individuals who have expressed an interest in downtown area housing. Ninety percent of these individuals were from Madison but McFarland, Beloit, Mount Horeb, Sun Prairie, Middleton, and Chicago residents were also included. The survey was mailed August 12, 1982, and a follow-up letter was sent to nonrespondents on August 27, 1982.

Sample III - Residents of Two and Ten Langdon Street

Buildings at Two and Ten Langdon were chosen because they are the most recent projects which are restorations and we wanted to know more about the kinds of people who live there and their reasons for living there. Ten Langdon was of special interest because high style was combined with smaller units and has been, initially, well received.

The mail survey adapted for Sample II was used for Sample III, but several questions were changed or added. Specifically, Question 19 was changed to ask the respondents' previous address, length of residence, and type of housing. Question 21 was changed to a rating of eight different neighborhoods in downtown Madison. Since these respondents live in dwelling units that are something of a prototype of the proposed subject development, Question 22 and 23 asked what the tenants liked best and least about their current residence. The survey was mailed August 27, 1982, no follow-up letter was sent.

The Response Rate

The response rate for the three sample surveys is shown in Table 2. The Sample II response rate was 51 percent--surprisingly high for a mail survey. However, it must be noted that these respondents were those who previously expressed an interest in higher quality housing in downtown Madison. Sample III also had a high response rate--12 out of 25, or 48 percent, even though 4 of these 25 residents were in the process of moving. Sample I was a quota sample and therefore cannot be assigned a response rate.

TABLE 2
RESPONSE RATE

| Survey | Total No. of Units | Responses No. Pct. | No. of Refusals |
|---|--------------------------------|---|--------------------------------|
| Sample I List 1 (Phone) List 2 List 3 | 240 375 <u>27</u> 642 | 52 22% 18 5% <u>4</u> 15% 74 12% | 14 1 <u>2</u> 17 (3%) |
| Sample II (Mail) | 65 | 33 51% | |
| Sample III (Mail) | 25 | 12 48% | |

The Survey Instruments

The questionnaire designed for this survey contains 76 variables.

Copies of all three surveys, with the frequency of responses, are included in the Appendix.

The telephone survey was extensively pretested and therefore obviated the need for similar efforts for the mail surveys.

The mail survey included a cover letter on Landmark Research, Inc. stationery, the survey itself, and a self-addressed, stamped return envelope. The mail surveys were coded with a serial number stamped on the upper right hand side of the survey. When the surveys were received, the serial

number was matched with the address list. In this way, we were able to determine to whom the follow-up letters needed to be sent.

Administration of Surveys

Sample I (Telephone Survey): All telephone interviews for Sample I were conducted by telephone by Linda Wolfer, a trained researcher associated with Landmark Research.

Phone calls were made between 9 a.m. and 5 p.m. and 6:30 p.m. and 9 p.m. on weekdays, and between 11 a.m. and 5 p.m. and 7 p.m. and 9 p.m. on weekends. No more than one interview was taken in any one household and respondents were qualified as being a resident of the address surveyed.

All respondents were assured of complete personal anonymity. Respondents were given the name of Landmark Research as conducting the survey, and the client's name was not initially offered. However, if a respondent asked about the interviewer and the purpose of the survey, information was given in the form of a general location of the project and the type of project contemplated.

Completion of the interview took an average of 30 minutes, but ranged from 15 to 45 minutes in length. In each interview, the format of the questionnaire was carefully followed, but additional relevant comments were frequently pursued. The benefits of these comments are included in the conclusion

derived from this study. People were, in general, very receptive to the survey and seemed to enjoy discussing their ideas about housing and downtown Madison.

Sample II and Sample III (Mail Surveys): Surveys were mailed, received, and coded for input to the computer for statistical analysis. A follow-up letter was sent out for the Sample II mailing but not for the Sample III mailing.

III. SUMMARY OF CONCLUSIONS AND RECOMMENDATIONS

The most probable users of a residential development at the subject's location are best characterized as being the Utilitarian Group, described in the Appendix of this report. They are most frequently in the \$12,000 to \$19,000 per year income range with some earning up to \$25,000 per year and can afford to pay \$325 to \$420 per month for rent. Their preferences are reflected in Survey Sample I. In general they desire one and two bedroom apartments with 1 and 1 1/2 baths respectively. They seem willing to substitute one of their bedrooms for a den/bedroom combination, but require a full kitchen.

The research data points to a development plan for the property using a brownstone townhouse style with the partially exposed basement level, historically the servant's quarters, developed for parking and extended to the lot line to provide a secure elevated base and patios for the units above. The first level would consist of one bedroom apartments, while the second level would serve as the entrance to the main living area of a two story townhouse with a bedroom and/or study loft on the second floor. On the wide portion of the site these units could be back to back. This arrangement would increase density by adding a third floor and yet retain a maximum of two flight of stairs as indicated to be acceptable in the consumer survey. A

row of 10 to 12 of these two unit modules could extend down the South Franklin Street frontage with stairways to the sidewalk providing a stylish architectural rhythm. With the exception of exterior design details, hinting of old Madison (such as old brick, coignes, or corbeled window arches) the design of these units will need to be stingy in terms of unit size and built-in amenities to fit a tight rent/income ratio.

The rent paid by households in both Samples II and III remains relatively constant across the entire range of household income levels. Rent, therefore, consumes a progressively lower percentage of household income as income rises. In the \$12,000 to \$19,000 income range, the average household pays approximately 30 percent of household income, while at the \$40,000 to \$50,000 income level this ratio drops to an average of approximately 10 percent. In the modal income range, \$19,000 to \$25,000 per year, ratio of rent to reported income is typically 18 to 25 percent. This is consistent with national figures that show the median rent to median income ratio increasing from approximately 20 percent in 1970 to nearly 25 percent in 1976.(1) These proportions are believed

(1) George Sternlieb and James W. Hughes, America's Housing: Prospects and Problems, Rutgers University, Center for Urban Policy Research, New Brunswick, NJ, p. 83.

to be indicative of the amount that tenants are willing to pay for rental housing.

The average rent paid by tenants surveyed in Sample II is approximately \$370 per month. The lowest rental reported is \$150 per month and the highest is \$575 per month. Two-thirds of these rentals include heat, but nearly all tenants paid for their own electricity.

In the current rental market the project design should also anticipate frequent double occupancies. This situation is more common given the current economic climate, and could be capitalized upon through the inclusion of two baths and even two small refrigerators stacked in kitchen units. Census tract 17, in which the subject property is located, has student households in more than 50 percent of the units even though they were far less dominant in Samples I, II, and III. Students have represented a significantly greater share of Capitol Centre rentals than was anticipated or desired, but in groups of two or more, have surprising buying power. In Capitol Centre there are many students and others who have double and even triple occupancies of units. For this reason, among others, the two bedroom units in that project have been most quickly absorbed.

The Capitol Centre project has affected the downtown rental market in at least two ways that are significant to the

proposed Canal Place project. First, it has created a critical mass of preferred housing units (150 market rate units) which have skimmed those with income eligibility from the downtown area and from those willing to relocate into the downtown area. Secondly, together with the new Camelot project (228 units), the market demand from the preferred tenant group has been siphoned off at a time when there is little growth in downtown employment or in U.W. staffing. The proposed Lincoln School project (20-30 units) will also reach the Camelot-Capitol Centre target rental groups to add a total of 408 units in 1982-83. Therefore, there is no opportunity for spillover demand to draw many households into the least desirable quadrant near the Square.

The area seems to offer little current potential for condominium sales. The desirability of the area will ultimately depend upon the successful redevelopment of the red light district bounded by King, Main, and Butler Streets as well as the future of the Rhode's block to the southeast. The King, Main, Butler block tends to cut the subject property off from respectability, while the Rhode block will very possibly be developed with condominium units that would compete with the subject and offer a view of Lake Monona. Overall the prognosis for the area is for a slow rate of improvement. If the option to sell the units is to be held open, the design of the Canal

Place project should offset smaller units by including a few nostalgic architectural features such as french doors leading to second level balconies, cathedral ceilings on the second level, and oak floors.

As noted in the summary matrix, the majority of respondents in Survey Sample II expressed a strong preference for a condominium unit with their major trade off between a condominium unit and a single family home. Special consideration should be given to their preferences for building (including parking) and unit design characteristics to assure the success of future conversion.

Given the uncertainty of state employment, absorption of vacant units due to filtering toward Capitol Centre, Camelot, Lincoln School, or other small projects like the Cardinal Hotel, development should be postponed eighteen months to two years unless a majority of the financing is limited partnership equity on which the cash carry is contingent on rental success.

LIST OF APPENDICES

- A. SURVEY SAMPLE I, II, III INSTRUMENTS
WITH FREQUENCIES OF RESPONSES
- B. ADDRESSES OF APARTMENT BUILDINGS
USED IN SAMPLE I
- C. PROFILES OF TENANT TYPES FROM
SURVEY SAMPLE I
- D. RESPONDENTS' PERCEPTION OF
ADEQUATE SECURITY
- E. CENSUS TRACT DATA

A. SURVEY SAMPLE I, II, III INSTRUMENTS
WITH FREQUENCIES OF RESPONSES

SAMPLE I

7/29.1

CANAL PLACE/CARDINAL HOTEL
MARKET SURVEY QUESTIONNAIRE

Telephone No. of Property Surveyed:

Address of Property Surveyed:

Date of Interview:

Time of Interview: Begin = , End =

Interviewer:

Interviewee (optional):

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PART I

Hello, my name is (first and last name). I am associated with Landmark Research, Inc., and we are conducting a housing study in downtown Madison. Your phone number was selected at random from a city directory and we would appreciate your opinions on some housing related questions.

First, I would like to ask you about your current housing.

1. Do you live at (address)?

- [0] No (ask to speak to someone who does)
- 74 [1] Yes (continue interview)

2. Of the following, which type of housing unit do you occupy?

- 1 [1] single family detached residence
- 73 [2] an apartment unit
- 0 [3] a condominium unit
- 0 [4] room
- 0 [5] (other _____)

3. Are you an owner or a tenant?

- 1 [1] Owner (go to Q. #6)
- 73 [2] Tenant (go to Q. #4)

4. What is the total monthly rental for your housing unit?

Avg. = [\$264.55] per month S.D. = \$113.17

5. Does this rental include any of the following:

| | <u>N</u> | <u>Y</u> | <u>NR</u> |
|--|----------|----------|-----------|
| 5a. Heat | [1]15 | [2]56 | [0] 3 |
| 5b. Electricity | [1]35 | [2]36 | [0] 3 |
| 5c. Furniture other than kitchen appliances | [1]24 | [2]47 | [0] 3 |
| 5d. Air Conditioning | [1]29 | [2]42 | [0] 3 |

6. How long have you lived at this address?

[] Years, [] Months Mean = 3.3 Years
Median = 2.0 Years

7. How much longer do you think you will remain at this address?

- 26 [0] (don't know)
- 26 [1] Less than 1 year
- 21 [2] 1 to 2 years
- 0 [3] 2 to 4 years
- 1 [4] 4 or more years

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8. Of the categories that I am about to read, which best describes your current housing situation:

- 48 [1] I live alone (Go to Q. #13)
- 9 [2] I live with my spouse but no children (Go to Q. #13)
- 17 [3] I live with one or more other unrelated adults (Go to Q. #10)
- 0 [4] I live with my spouse and children (Go to Q. #9)
- 0 [5] I live only with my children (Go to Q. #10)

9. How many children currently live with you?
No. = [0] (Go to Q. #13)

10. How many others? [] 0 = 57, 1 = 10, 2 = 5, 3 = 2

11. How many people, including yourself, share in the cost of this housing?
No. = [] NR = 57 2 = 9 4 = 2
1 = 1 3 = 5

12. Would you say that each of the following was very important, important, or not an important reason for sharing your housing unit?

| | <u>V</u> | <u>I</u> | <u>N</u> | <u>NR</u> |
|---------------------------------------|----------|----------|----------|-----------|
| 12a. lower individual housing cost | [3]10 | [2] 5 | [1] 1 | <u>0</u> |
| 12b. enjoy having other people around | [3] 3 | [2] 9 | [1] 4 | |
| 12c. personal security | [3] 1 | [2] 6 | [1] 9 | |
| 12d. share household responsibilities | [3] 1 | [2] 6 | [1] 9 | |
| 12e. physical assistance | [3] 0 | [2] 1 | [1] 15 | |
| 12f. other _____ | [3] 0 | [2] 0 | [1] 0 | |

13. How many bedrooms does your current housing unit have?
No. = [] 0 = 32 2 = 8 4 = 1
1 = 32 3 = 1

14. How many bathrooms does your dwelling unit have?
(A bath with a tub is a full bathroom; a bath with only a shower is a 3/4 bath; and a bath without a tub or shower is a 1/2 bath.)
No. = [] 1 = 73
1 1/2 = 1

15. How would you rate the physical condition of your dwelling unit?

- [1] 1 Poor
- [2] 7 Fair
- [3] 27 Good
- [4] 28 Very Good
- [5] 11 Excellent

7/29.1

PART II

16. If you were to move, how likely is it that it would be to a downtown Madison location?

- 24 [4] Definitely downtown
- 16 [3] Probably downtown
- 24 [2] Possibly downtown
- 10 [1] Definitely not downtown (Go to Part III, Q. #32)

17. I am going to list four housing alternatives. Given that you could find a place that fit your needs, and was affordable, please describe each of these alternatives as being highly desirable, desirable, acceptable, or unacceptable as your next residence.

| | <u>HD</u> | <u>D</u> | <u>A</u> | <u>UA</u> | |
|--------------------------------|-----------|----------|----------|-----------|--|
| 17a. rent an apartment or flat | [4]26 | [3]25 | [2]23 | [1] 0 | |
| 17b. rent a single family home | [4]10 | [3]14 | [2]15 | [1]35 | |
| 17c. buy a condominium unit | [4] 8 | [3] 7 | [2] 9 | [1]50 | |
| 17d. buy a single family home | [4] 7 | [3] 9 | [2] 6 | [1]52 | |

18. Which type of downtown residence would appeal to you most?

- 33 [1] a newer building
- 30 [2] an older renovated building
- 10 [3] (no real preference)

19. Several new or renovated apartments and condominiums in the Madison area now offer compact living units featuring such items such as stylish cabinets and woodwork, stained glass windows, study lofts, and small fireplaces. Which of the following statements best describes your feelings about this type of unit for your personal residence?

- 4 [1] very undesirable
- 6 [2] somewhat undesirable
- 12 [3] neither desirable nor undesirable
- 29 [4] somewhat desirable
- 23 [5] very desirable

20. Non-residential uses sometimes occupy the lower floors of apartment buildings. How would you rate each of the following uses as a downstairs neighbor, please tell me if it would be desirable, satisfactory, undesirable, or unacceptable.

| | <u>D</u> | <u>S</u> | <u>U</u> | <u>UA</u> | |
|---------------------|----------|----------|----------|-----------|--|
| 20a. an office | [4]19 | [3]43 | [2] 8 | [1] 4 | |
| 20b. a retail store | [4]12 | [3]33 | [2]18 | [1]11 | |
| 20c. a restaurant | [4] 5 | [3]13 | [2]32 | [1]24 | |
| 20d. a bar | [4] 1 | [3] 3 | [2]16 | [1]54 | |

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21. Several recent articles in Madison newspapers, and last fall's Alternate Parade of Homes have featured living units in renovated buildings. Did you see any of these articles or tour any properties in the Alternate Parade of Homes?

49 [1] No (Go to Q. #24)
25 [2] Yes (Go to Q. #22)

22. What did you like best about these units?

23. What did you like least about these units?

24. I am going to list a number of features that are sometimes available in apartment or condominium developments. For each item, please tell me if it is one that you must have, find very desirable, find desirable or find unnecessary. Keep in mind that there is often some additional charge associated with each of the items. [Note Comments]

| | <u>M</u> | <u>VD</u> | <u>D</u> | <u>U</u> | <u>NR</u> |
|--|----------|-----------|----------|----------|-----------|
| 24a. a wood burning fireplace | [4] | 0[3] | 10[2] | 22[1] | 42 |
| 24b. a sauna and whirlpool in the building | [4] | 0[3] | 5[2] | 23[1] | 46 |
| 24c. an exercise room in the building | [4] | 0[3] | 7[2] | 23[1] | 44 |
| 24d. a compact washer and dryer in each living unit | [4] | 4[3] | 14[2] | 29[1] | 27 |
| 24e. coin operated laundry facilities in the building | [4] | 28[3] | 17[2] | 28[1] | 1 |
| 24f. air conditioning versus no air conditioning | [4] | 11[3] | 20[2] | 19[1] | 24 |
| 24g. central air conditioning instead of wall or window air conditioning units | [4] | 2[3] | 10[2] | 17[1] | 31 14 |

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Question 24 (Continued)

| | <u>M</u> | <u>VD</u> | <u>D</u> | <u>U</u> | <u>NR</u> |
|--|----------|-----------|----------|----------|-----------|
| 24h. a bathtub with shower rather than just a shower stall | [4]22 | [3]27 | [2]23 | [1] 2 | |
| 24i. a private patio or deck <u>with</u> convenient access to ground level | [4] 0 | [3] 8 | [2]26 | [1]40 | |
| 24j. a private balcony or deck <u>without</u> access to ground level | [4] 1 | [3] 7 | [2]42 | [1]24 | |
| 24k. an enclosed yard that is shared with other residents | [4] 0 | [3] 2 | [2]28 | [1]44 | |
| 24l. a roof garden that is shared with other residents | [4] 0 | [3] 8 | [2]25 | [1]41 | |
| 24m. a dishwasher | [4] 2 | [3] 4 | [2]25 | [1]43 | |
| 24n. more than one telephone hook-up in your living unit | [4] 5 | [3] 4 | [2]10 | [1]55 | |
| 24o. built-in dressers in your bedroom | [4] 2 | [3] 1 | [2]18 | [1]53 | |
| 24p. built-in bookcases and cabinets in the living areas | [4] 2 | [3] 8 | [2]33 | [1]30 | |
| 24q. an off street parking lot | [4] 6 | [3]12 | [2]27 | [1]28 | |
| 24r. an on-site garage | [4] 3 | [3]14 | [2]18 | [1]38 | 1 |
| 24s. a lake view | [4] 0 | [3]13 | [2]23 | [1]38 | 1 |
| 24t. a view of the city skyline | [4] 0 | [3] 6 | [2]26 | [1]42 | |
| 24u. convenient storage for a bike, etc. | [4]10 | [3]21 | [2]24 | [1]19 | |
| 24v. a common club room that could be reserved for parties, etc. | [4] 1 | [3] 4 | [2]17 | [1]52 | |
| 25. What would you consider <u>adequate</u> security protection for an apartment or condominium located in downtown Madison? | | | | | |

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33. How many members of your permanent household unit work full time?
No. = [] (If none, go to Q. #36) NONE = 25
1 PERSON = 36
2 PERSONS = 12
34. Does anyone in your permanent household work downtown? 3 PERSONS = 1
[1] No
[2] Yes
35. Which classification best describes the occupation of your permanent household's primary wage earner (if there is no one primary wage earner, then what is your occupation)?
- | | | | | |
|----|------|--------------------------|--|--------------|
| 10 | [12] | Professional Worker | | |
| 5 | [11] | Manager or Administrator | | |
| 2 | [10] | Sales Worker | | |
| 13 | [9] | Clerical Worker | | Go to Q. #37 |
| 1 | [8] | Craftsman, Foreman | | |
| 3 | [7] | Equipment Operator | | |
| 3 | [6] | Laborer | | |
| 9 | [5] | Service Worker | | |
36. Are you:
- | | | |
|----|------|----------------------------------|
| 1 | [4] | A non-student part time employee |
| 19 | [3] | A student |
| 5 | [2] | Retired |
| 3 | [1] | Unemployed |
| 3 | [0] | (Other) _____ |
37. What is your age category?
- | | | |
|----|-----|----------------|
| 0 | [1] | Under 20 years |
| 20 | [2] | 20 to 24 years |
| 29 | [3] | 25 to 34 years |
| 7 | [4] | 35 to 44 years |
| 9 | [5] | 45 to 54 years |
| 2 | [6] | 55 to 59 years |
| 1 | [7] | 60 to 64 years |
| 6 | [8] | 65 to 74 years |
| 0 | [9] | 75 plus years |
| 0 | [0] | (No response) |

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38. I am going to list several income level categories. Which should I circle for your permanent household unit?

- 35 [1] Category A less than \$12,000
- 22 [2] Category B from \$12,000 to \$19,000
- 10 [3] Category C from \$19,000 to \$25,000
- 4 [4] Category D from \$25,000 to \$30,000
- 1 [5] Category E from \$30,000 to \$35,000
- 2 [6] Category F from \$35,000 to \$40,000
- 0 [7] Category G from \$40,000 to \$50,000
- 0 [8] Category H from \$50,000 or more

39. We may be conducting a panel survey for some volunteer respondents who will tour some properties, view some preliminary designs, and offer opinions on more specific living space options. Would you be interested in participating in this panel if it were held on a Saturday morning sometime this summer? (We would be unable to pay for your time but will provide lunch.)

- [1] No (End of Interview)
- [2] Yes (Go to Q. #39a)

39a. May I have your name? _____

That is the end of our interview. Thank you very much for your help.

To be completed by interviewer:

40. What is the sex of the respondent?

- 34 [1] Male
- 40 [2] Female

41. Was this a reliable interview?

- 74 [2] Yes
- [1] Uncertain
- [0] No

SAMPLE II



James A. Graaskamp, Ph.D., SREA, CRE
Tim Warner, MS, MAI, SREA
Jean B. Davis, MS

August 12, 1982

Subject: Survey for Housing in Downtown Madison

Dear Resident:

Your opinions can help decision makers identify the needs and preferences of those interested in housing in downtown Madison. This will help our client in planning housing units that suit your needs.

This survey is being conducted by Landmark Research, Inc., an independent research firm. Your reply to the survey is confidential and your landlord or manager will not see it. Only the combined responses of all residents will be tabulated and reported to our client. The code number is used to keep track of non-respondents and follow-ups.

HERE IS YOUR CHANCE TO BE HEARD! To be counted, your survey must be received before the August 25th tabulation date. PLEASE RETURN YOUR SURVEY RIGHT AWAY IN THE POSTAGE PAID ENVELOPE.

Sincerely yours,

LANDMARK RESEARCH, INC.

PLEASE MARK AN (X) NEXT TO THE MOST APPROPRIATE RESPONSE. (FEEL FREE TO NOTE ANY ADDITIONAL COMMENTS FOR ANY OF THE QUESTIONS.)

First, I would like to ask you about your current housing.

1. What is the street address of your current residence?

2. Of the following, which type of housing unit do you occupy?

- [10] single family detached residence
- [18] an apartment unit
- [3] a condominium unit
- [0] room
- [0] other

3. Are you an owner or a tenant? (1 = NR)*

- [] tenant
- [] owner

IF TENANT:

4. What is the total monthly rent for your housing unit?
Avg[\$ 369.50] per month

5. Does this rental include any of the following:

| | Yes | No | (NR) |
|--|------|------|------|
| 5a. Heat | [12] | [8] | 11 |
| 5b. Electricity | [2] | [18] | 11 |
| 5c. Furniture other than kitchen appliances .. | [2] | [18] | 11 |
| 5d. Air conditioning | [6] | [14] | 11 |

6. How long have you lived at this address? [] yrs., [] mos.

Mean = 3.77, S.D. = 4.55, Md. = 2.08

7. How much longer do you think you will remain at this address?

- [8] Less than 1 year
- [9] 1 to 2 years
- [3] 2 to 4 years
- [3] 4 or more years
- [8] don't know

*NR = No Response

8. Of the five possibilities which follow, which best describes your current housing situation:

- [14] I live alone.
- [5] I live with my spouse but no children.
- [6] I live with one or more other unrelated adults.
- [4] I live with my spouse and children
- [2] I live only with my children

10. How many others? No. = [] 0 = 25
1 = 6

11. How many people, including yourself, share in the cost of this housing? No. = [] 0 = 26
1 = 4
2 = 1

12. Would you say that each of the following was very important, important, or not an important reason for sharing your residence?

| | VI | I | NI | (NR) |
|----------------------------|-------|-------|-------|------------------|
| 12a. lower my housing cost | [2] | [2] | [2] | 25 |
| 12b. companionship | [1] | [1] | [3] | 26 |
| 12c. personal security | [1] | [2] | [3] | 25 |
| 12d. share household tasks | [0] | [4] | [2] | 25 |
| 12e. physical assistance | [0] | [0] | [6] | 25 |
| 12f. other | [] | [] | [] | Don't understand |

9. How many children now live with you?
No. = []

0 = 25
1 = 2
2 = 3
3 = 1

13. How many bedrooms does your current housing unit have? No. = []
11 = 1 BDRM, 14 = 2 BDRM, 4 = 3 BDRM, 1 = 5 BDRM, 1 = 6 BDRM
14. How many bathrooms does your current housing unit have? (A bath with a tub is a full bathroom; a bath with only a shower is a 3/4 bath; a bath without a tub or shower is a 1/2 bath.)
No. = [] 20 = 1, 6 = 1 1/2, 2 = 2
1 = 2 1/4, 1 = 2 1/2, 1 = 2 3/4
15. How would you rate the physical condition of your dwelling unit?
[0] Poor, [3] Fair, [7] Good, [9] Very Good, [5] Excellent

16. If you were to move, how likely is it that it would be to a downtown Madison location?

- [9] Definitely downtown
- [9] Probably downtown
- [8] Possibly downtown
- [4] Definitely not downtown

17. If you were to move, and given that you could find a place that fit your needs and was affordable, please rate each of the following housing alternatives as being highly desirable, desirable, acceptable, or unacceptable as your next residence.

| | <u>HD</u> | <u>D</u> | <u>A</u> | <u>UA</u> |
|--------------------------------|-----------|----------|----------|-----------|
| 17a. rent an apartment or flat | [2] | [10] | [9] | [6] |
| 17b. rent a single family home | [3] | [5] | [10] | [9] |
| 17c. buy a condominium unit | [16] | [8] | [3] | [3] |
| 17d. buy a single family home | [12] | [6] | [2] | [8] |

18. Which type of downtown residence would appeal to you most?

- [5] a newer building
- [24] an older renovated building
- 2 no real preference or no report

19. Several new or renovated apartments and condominiums in the Madison area now offer "compact living units" featuring such items such as stylish cabinets and woodwork, stained glass windows, study lofts, and small fireplaces. Which of the following statements best describes your feelings about this type of unit for your personal residence?

- [7] very undesirable
- [2] somewhat undesirable
- [5] neither desirable nor undesirable
- [8] somewhat desirable
- [9] very desirable

20. Non-residential uses sometimes occupy the lower floors of apartment buildings. How would you rate each of the following uses as a downstairs neighbor. Please tell me if it would be desirable, satisfactory, undesirable, or unacceptable.

| | <u>D</u> | <u>S</u> | <u>UD</u> | <u>UA</u> | <u>NR</u> |
|---------------------|----------|----------|-----------|-----------|-----------|
| 20a. an office | [11] | [15] | [3] | [2] | 0 |
| 20b. a retail store | [5] | [14] | [7] | [4] | 1 |
| 20c. a restaurant | [0] | [5] | [11] | [14] | 1 |
| 20d. a bar | [] | [1] | [5] | [24] | 1 |

21. Several recent articles in Madison newspapers, and last fall's Alternate Parade of Homes have featured living units in renovated buildings. Did you see any of these articles or tour any properties in the Alternate Parade of Homes?

No, Yes →

22. What did you like best about these units?

23. What did you like least about these units?

24. Below is a list of features that are sometimes available in apartment or condominium developments. For each feature, please tell me if it is one that you must have, find very desirable, find desirable, or find unnecessary. (Keep in mind that there is often some additional charge associated with each of the items.) (Note any comments.)

| | <u>M</u> | <u>VD</u> | <u>D</u> | <u>U</u> |
|---|----------|-----------|----------|----------|
| 24a. a wood burning fireplace | [2] | [16] | [9] | [4] |
| 24b. a sauna and whirlpool in the building | [1] | [7] | [5] | [17] |
| 24c. an exercise room in the building | [1] | [9] | [8] | [12] |
| 24d. a compact washer and dryer in each living unit | [9] | [11] | [10] | [0] |
| 24e. coin operated laundry facilities in the building | [6] | [12] | [10] | [3] |

Question 24 (Continued)

| | <u>M</u> | <u>VD</u> | <u>D</u> | <u>U</u> |
|--|----------|-----------|----------|----------|
| 24f. air conditioning versus no air conditioning | [70] | [9] | [5] | [7] |
| 24g. central air conditioning instead of wall or window air conditioning units | [5] | [9] | [7] | [10] |
| 24h. a bathtub with shower rather than just a shower stall | [9] | [17] | [4] | [1] |
| 24i. a private patio or deck <u>with</u> convenient access to ground level | [3] | [10] | [9] | [9] |
| 24j. a private balcony or deck <u>without</u> access to ground level | [4] | [11] | [13] | [3] |
| 24k. an enclosed yard that is shared with other residents | [0] | [6] | [13] | [12] |
| 24l. a roof garden that is shared with other residents | [0] | [9] | [11] | [11] |
| 24m. a dishwasher | [11] | [6] | [7] | [7] |
| 24n. more than one telephone hook-up in your living unit | [2] | [7] | [7] | [5] |
| 24o. built-in dressers in your bedroom | [1] | [5] | [7] | [18] |
| 24p. built-in bookcases and cabinets in the living areas | [3] | [9] | [13] | [6] |
| 24q. an off street parking lot | [5] | [7] | [4] | [5] |
| 24r. an on-site garage | [10] | [14] | [3] | [4] |
| 24s. a lake view | [3] | [6] | [8] | [4] |
| 24t. a view of the city skyline | [1] | [6] | [10] | [3] |
| 24u. convenient storage for a bike, etc. | [0] | [4] | [5] | [2] |
| 24v. a common club room that could be reserved for parties, etc. | [1] | [6] | [8] | [16] |

25. What would you consider adequate security protection for an apartment or condominium located in downtown Madison?

4 = 0
6 = 1 _____
10 = 2 _____
9 = 3 _____
1 = 4 _____
1 = 5 _____

26. How many bedrooms would your ideal living unit contain?

No. = [] Md. = 2.0 \bar{x} = 2.48
1 = 1, 2 = 15, 3 = 14, 4 = 1

27. Would an open space, such as a den or study area that could be closed off for sleeping use, be an acceptable substitute for (this bedroom) (one of these bedrooms)?

[3] No
[22] Yes
[6] Maybe

28. How many bathrooms would you like to have in your living unit? (You may state your answer in terms of half-bath units, for example 1 and 1/2.)

No. = [] Mean = 1 1/2, Median = 1 1/2, Mode = 1 1/2
5 = 1, 16 = 1 1/2, 7 = 1 3/4, 3 = 2

29. Would you rather live in a two story garden apartment with convenient access to outdoor living areas, or in a taller building with an elevator that offers better views and more security?

[23] 2 story garden apartment building
[7] taller building
1 NR

30. How many flights of stairs would you consider walking up to get to your unit? Mean = 1.58, Median = 2.0

No. = []
6 = 0, 9 = 1, 9 = 2, 6 = 3, 1 = 4

31. Which one of the following best describes your cooking habits?

[0] I don't cook at home
[1] Frozen foods, hamburgers and hot dogs
[21] Basic homecooked meals
[9] Fancy cooking and entertaining

37. What is your sex?
[3] Male [16] Female 0 = NR

38. Please indicate the annual income level for your permanent household unit.

- [0] less than \$12,000
 - [6] from \$12,000 to \$19,000
 - [5] from \$19,000 to \$25,000
 - [3] from \$25,000 to \$30,000
 - [6] from \$30,000 to \$35,000
 - [1] from \$35,000 to \$40,000
 - [5] from \$40,000 to \$50,000
 - [3] from \$50,000 or more
- 2 NR

39. We may be conducting a panel survey for some volunteer respondents who will tour some properties, view some preliminary designs, and offer opinions on more specific living space options. Would you be interested in participating in this panel if it were held on a Saturday morning sometime this summer? (We would be unable to pay for your time but will provide lunch.)

[19] Yes. My name and phone no. are:

[8] No

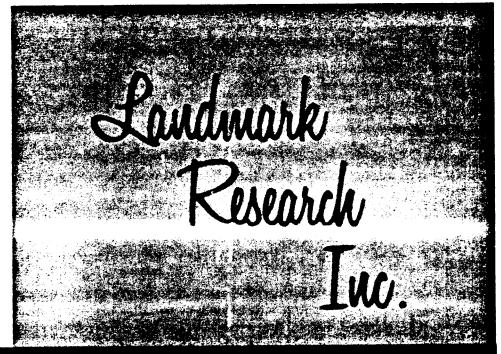
4 NR

THANK YOU FOR YOUR HELP!

We would appreciate any additional comments you might have about your housing unit.

(Please comment on the back of the survey.)

SAMPLE III



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Subject: Survey for Housing in Downtown Madison

Dear Resident:

Your opinions can help decision makers identify the needs and preferences of those interested in housing in downtown Madison. This will help our client in planning housing units that suit your needs.

This survey is being conducted by Landmark Research, Inc., an independent research firm. Your reply to the survey is confidential and your landlord or manager will not see it. Only the combined responses of all residents will be tabulated and reported to our client. The code number is used to keep track of non-respondents and follow-ups.

HERE IS YOUR CHANCE TO BE HEARD! To be counted, your survey must be received before the August 25th tabulation date. PLEASE RETURN YOUR SURVEY RIGHT AWAY IN THE POSTAGE PAID ENVELOPE.

Sincerely yours,

LANDMARK RESEARCH, INC.

PLEASE MARK AN (X) NEXT TO THE MOST APPROPRIATE RESPONSE. (FEEL FREE TO NOTE ANY ADDITIONAL COMMENTS FOR ANY OF THE QUESTIONS.)

First, I would like to ask you about your current housing.

1. What is the street address of your current residence?

2. Of the following, which type of housing unit do you occupy?

- [0] single family detached residence
- [12] an apartment unit
- [0] a condominium unit
- [0] room
- [0] other

3. Are you an owner or a tenant?

- [12] tenant
- [0] owner

IF TENANT:

4. What is the total monthly rent for your housing unit?
Avg.[\$353.33] per month
S.D. = \$38.40

5. Does this rental include any of the following:

| | Yes | No |
|--|------------------------------|------------------------------|
| 5a. Heat | <input type="checkbox"/> [5] | <input type="checkbox"/> [7] |
| 5b. Electricity | <input type="checkbox"/> [] | <input type="checkbox"/> [2] |
| 5c. Furniture other than kitchen appliances .. | <input type="checkbox"/> [] | <input type="checkbox"/> [2] |
| 5d. Air conditioning | <input type="checkbox"/> [] | <input type="checkbox"/> [2] |

6. How long have you lived at this address? [] yrs., [] mos.

Mean = .60 yrs. S.D. = .58 yrs. Median = .50 yrs.

7. How much longer do you think you will remain at this address?

- [3] Less than 1 year
- [3] 1 to 2 years
- [2] 2 to 4 years
- [0] 4 or more years
- [3] don't know
- 1 NR*

*NR = No Response

8. Of the five possibilities which follow, which best describes your current housing situation:

- [6] I live alone.
- [2] I live with my spouse but no children.
- [4] I live with one or more other unrelated adults.
- [0] I live with my spouse and children
- [0] I live only with my children

10. How many others? No. = [] ^{NR = 6}
1 = 6
11. How many people, including yourself, share in the cost of this housing? No. = [] ^{1 = 6}
2 = 6
12. Would you say that each of the following was very important, important, or not an important reason for sharing your residence? ^{NR = 8}
- | | VI | I | NI |
|----------------------------|-----|-----|-----|
| 12a. lower my housing cost | [1] | [1] | [1] |
| 12b. companionship | [3] | [0] | [1] |
| 12c. personal security | [1] | [1] | [1] |
| 12d. share household tasks | [0] | [1] | [2] |
| 12e. physical assistance | [0] | [0] | [2] |
| 12f. other | [1] | [0] | [2] |

9. How many children now live with you?
No. = [] NR = 12

13. How many bedrooms does your current housing unit have? No. = []
1 = 0 BDRM (Effic.) 10 = 1 BDRM 1 = NR
14. How many bathrooms does your current housing unit have? (A bath with a tub is a full bathroom; a bath with only a shower is a 3/4 bath; a bath without a tub or shower is a 1/2 bath.)
No. = [] .75 BA = 2
1.0 BA = 10
15. How would you rate the physical condition of your dwelling unit?
[0] Poor, [1] Fair, [0] Good, [2] Very Good, [9] Excellent

16. If you were to move, how likely is it that it would be to a downtown Madison location?
- [6] Definitely downtown
 - [2] Probably downtown
 - [3] Possibly downtown
 - [1] Definitely not downtown

17. If you were to move, and given that you could find a place that fit your needs and was affordable, please rate each of the following housing alternatives as being highly desirable, desirable, acceptable, or unacceptable as your next residence.

| | <u>HD</u> | <u>D</u> | <u>A</u> | <u>UA</u> | |
|--------------------------------|-----------|----------|----------|-----------|--------|
| 17a. rent an apartment or flat | [7] | [2] | [2] | [0] | NR = 1 |
| 17b. rent a single family home | [2] | [2] | [3] | [3] | NR = 2 |
| 17c. buy a condominium unit | [2] | [2] | [2] | [5] | NR = 1 |
| 17d. buy a single family home | [2] | [2] | [0] | [6] | NR = 2 |

18. Which type of downtown residence would appeal to you most?
- [1] a newer building
 - [1] an older renovated building

- 19a. What was your previous address?

Downtown Madison = 4 Madison Area = 4 Wisconsin = 1 Outside Wisconsin = 3

- 19b. How long did you live at your previous address?

[] Years [] Months

2 responses = 26 yrs & 21 yrs 1 = NR Avg. of 9 responses = 2.5 years

- 19c. What type of housing was it?

- [3] single family detached dwelling
- [8] apartment/townhouse
- [1] condominium
- [0] other: explain _____

20. Non-residential uses sometimes occupy the lower floors of apartment buildings. How would you rate each of the following uses as a downstairs neighbor. Please tell me if it would be desirable, satisfactory, undesirable, or unacceptable.

| | <u>D</u> | <u>S</u> | <u>UD</u> | <u>UA</u> | |
|---------------------|----------|----------|-----------|-----------|--------|
| 20a. an office | [3] | [6] | [1] | [1] | NR = 1 |
| 20b. a retail store | [2] | [7] | [2] | [1] | |
| 20c. a restaurant | [1] | [2] | [4] | [4] | NR = 1 |
| 20d. a bar | [1] | [2] | [2] | [7] | |

21. Listed below are several general areas within downtown Madison. Please indicate how you would rate each as the location of your residence; is it desirable, acceptable or undesirable?

| | <u>D</u> | <u>A</u> | <u>U</u> | <u>NR</u> |
|---|----------|----------|----------|-----------|
| 21a. the Langdon Street area | [6] | [5] | [1] | 0 |
| 21b. the Mansion Hill area | [8] | [2] | [1] | 1 |
| 21c. the Wilson/Williamson Street area | [1] | [2] | [7] | 2 |
| 21d. the GEF-State Office Building area | [1] | [4] | [5] | 2 |
| 21e. the Spaight Street-Jenifer Street area | [2] | [7] | [1] | 2 |
| 21f. the West Wilson-Bassett Street area | [3] | [2] | [4] | 3 |
| 21g. the Mifflin Street area | [1] | [4] | [6] | 1 |
| 21h. the James Madison Park area | [2] | [6] | [2] | 2 |

22. What do you like best about your current residence?

Location, new & clean, good condition most frequently mentioned

Also liked beauty of restoration

23. What do you like least about your current residence?

Noise and/or fraternity most frequently mentioned

Lack of parking & rent too high also mentioned

24. Below is a list of features that are sometimes available in apartment or condominium developments. For each feature, please tell me if it is one that you must have, find very desirable, find desirable, or find unnecessary. (Keep in mind that there is often some additional charge associated with each of the items.) (Note any comments.)

| | <u>M</u> | <u>VD</u> | <u>D</u> | <u>U</u> |
|---|----------|-----------|----------|----------|
| 24a. a wood burning fireplace | [1] | [3] | [7] | [1] |
| 24b. a sauna and whirlpool in the building | [0] | [4] | [5] | [3] |
| 24c. an exercise room in the building | [0] | [4] | [3] | [5] |
| 24d. a compact washer and dryer in each living unit | [3] | [2] | [4] | [3] |
| 24e. coin operated laundry facilities in the building | [7] | [3] | [2] | [0] |

Question 24 (Continued)

| | <u>M</u> | <u>VD</u> | <u>D</u> | <u>U</u> |
|--|----------|-----------|----------|------------|
| 24f. air conditioning versus no air conditioning | [2] | [1] | [4] | [5] |
| 24g. central air conditioning instead of wall or window air conditioning units | [1] | [0] | [5] | [5] NR = 1 |
| 24h. a bathtub with shower rather than just a shower stall | [6] | [3] | [1] | [2] |
| 24i. a private patio or deck <u>with</u> convenient access to ground level | [1] | [0] | [8] | [3] |
| 24j. a private balcony or deck <u>without</u> access to ground level | [0] | [3] | [7] | [2] |
| 24k. an enclosed yard that is shared with other residents | [0] | [0] | [5] | [7] |
| 24l. a roof garden that is shared with other residents | [0] | [1] | [8] | [3] |
| 24m. a dishwasher | [0] | [4] | [4] | [4] |
| 24n. more than one telephone hook-up in your living unit | [2] | [1] | [5] | [4] |
| 24o. built-in dressers in your bedroom | [0] | [2] | [4] | [6] |
| 24p. built-in bookcases and cabinets in the living areas | [1] | [4] | [4] | [3] |
| 24q. an off street parking lot | [3] | [8] | [1] | [0] |
| 24r. an on-site garage | [2] | [6] | [4] | [0] |
| 24s. a lake view | [1] | [4] | [5] | [2] |
| 24t. a view of the city skyline | [1] | [2] | [6] | [3] |
| 24u. convenient storage for a bike, etc. | [3] | [6] | [3] | [0] |
| 24v. a common club room that could be reserved for parties, etc. | [0] | [3] | [3] | [6] |

25. What would you consider adequate security protection for an apartment or condominium located in downtown Madison?

Security locked building = 3

Intercom = 8

Guard = 1

26. How many bedrooms would your ideal living unit contain?

No. = [] 1 BR = 3
 2 BR = 8
 3 BR = 1

27. Would an open space, such as a den or study area that could be closed off for sleeping use, be an acceptable substitute for (this bedroom) (one of these bedrooms)?

[2] No
[8] Yes
[2] Maybe

28. How many bathrooms would you like to have in your living unit? (You may state your answer in terms of half-bath units, for example 1 and 1/2.)

No. = [] 1 B = 5 1.75 B = 0
 1.5B = 6 2 B = 1

29. Would you rather live in a two story garden apartment with convenient access to outdoor living areas, or in a taller building with an elevator that offers better views and more security?

[10] 2 story garden apartment building
[2] taller building

30. How many flights of stairs would you consider walking up to get to your unit?

No. = [] 0 flights = 0 3 flights = 3
 1 flight = 1 4 flights = 3
 2 flights = 5

31. Which one of the following best describes your cooking habits?

[0] I don't cook at home
[2] Frozen foods, hamburgers and hot dogs
[9] Basic homecooked meals
[2] Fancy cooking and entertaining

(Multiple answers)

37. What is your sex?
[5] Male [6] Female 1 NR

38. Please indicate the annual income level for your permanent household unit.

- [4] less than \$12,000
- [1] from \$12,000 to \$19,000
- [5] from \$19,000 to \$25,000
- [0] from \$25,000 to \$30,000
- [0] from \$30,000 to \$35,000
- [0] from \$35,000 to \$40,000
- [0] from \$40,000 to \$50,000
- [1] from \$50,000 or more

1 NR

39. We may be conducting a panel survey for some volunteer respondents who will tour some properties, view some preliminary designs, and offer opinions on more specific living space options. Would you be interested in participating in this panel if it were held on a Saturday morning sometime this summer? (We would be unable to pay for your time but will provide lunch.)

[6] Yes. My name and phone no. are:

[5] No
1 NR

THANK YOU FOR YOUR HELP!

We would appreciate any additional comments you might have about your housing unit.

(Please comment on the back of the survey.)

APPENDIX B

ADDRESSES OF BUILDINGS FROM SURVEY SAMPLE I

List One

1. 126 South Franklin Street
2. One East Gilman Street (Andrews Towers)
3. 104 East Gilman Street (Korb Apartments)
4. 17 South Hancock Street (Sumner Apartments)
5. 121 South Hancock Street
6. 135 South Hancock Street
7. 502 East Main Street
8. 520 East Washington Street (Hershleder's)
9. 29 East Wilson Street (Bellevue Apartments)
10. 126 East Wilson Street (Snyder Building)
11. 507 West Wilson Street (The Diplomat)

List Two

1. 314-320 South Bassett Street
2. 141 South Bassett Street
3. 15 & 17 North Franklin Street
4. 102 North Franklin Street
5. 115 East Gilman
6. 15 North Hancock Street (Hancock House)
7. 22 North Hancock Street
8. 130 North Hancock Street (Habbit House)
9. 106 South Hancock Street
10. 424 North Pinckney Street (Pierce House)
11. 522 North Pinckney Street (The Ambassador)
12. 111 West Wilson Street (Town House Apartments)
13. 139 West Wilson Street (The Shorecrest)
14. 411 & 413 West Wilson Street (Raybert Apartments)
15. 445 West Wilson Street (Dowling Apartments)
16. 523 West Wilson Street (Capitol Bay)

List Three

1. 431 West Doty Street
2. 546 West Doty Street
3. 415 Wisconsin Avenue (Bluewater Apartments)

APPENDIX C

PROFILE OF SURVEY SAMPLE I RESPONDENTS

As detailed in the section of this report which defines the survey samples, 74 residents of 30 buildings located in the immediate area of the proposed Canal Place site were interviewed. To better understand the type of person who chooses to live in this quadrant of the downtown area, profiles of the three major prototypes, aptly referred to as the Basic/Utilitarian Group, the Mature Student, the Downtown Sophisticate, and the Typical Student are described.

A. Basics Group

Of the 74 respondents, 25 percent (39) fit the Basic category and exhibit the following common characteristics:

1. Singles living alone, non professional couples without children and retired individuals.
2. Generally work downtown--men jobs range from laborer and chef to junior accountant.
3. Women are from 35-65 years of age and men are under 35 unless in transitional period due to divorce, change of job or marginal employment.
4. Depend upon public transit, drive little and/or do not own a car.
5. Majority have annual incomes from \$12,000 to \$19,000 with a few less than \$12,000.
6. Long time downtown residents, often 5 to 15 years at same residences.
7. Very price conscious and express little interest in extras and amenities.
8. Tastes are middle class and conservative; focus is upon essentials and affordability.
9. Aware of, but not overly concerned with, safety features.
10. Not very optimistic about change: "This is my life, nothing will change, why hope for more, I don't necessarily like it, but that's the way it goes."

Summary: This type of tenant is unlikely and/or unable to upgrade his/her living space, but represents a type of tenant currently attracted to the area.

B. Utilitarian Group

Of the 74 respondents in Sample I another 25 percent (39) fit the Utilitarian category and exhibit the following common characteristics:

1. Singles (ages 30-55), some couples, and some more affluent, retired individuals.
2. Upper end of the Basics group with income in the \$12,000 to \$19,000 level with some from \$19,000 to \$25,000.
3. Most have clerical or service jobs and work downtown.
4. Depend upon public transportation, drive a little and/or do not own a car and depend upon public transit.
5. Have lived downtown 5 to 15 years.
6. Chose few optional features, but considered certain features essential (unlike the Basic group).
7. Desire better housing, but will not trade space for style.
8. Have limited discretionary income and can afford current market rents, but fearful about future rent increases that might force them out of the downtown.

Summary: This group currently represents the most probable users of Canal Place; they have already selected the location and have some mobility.

C. Mature Student Group

Although a high percentage of students reside in Census Tract 17, which includes the subject property, only a small number live in the newer buildings used as the survey sample. Of the 74 respondents, 5 percent or 4 fit the profile of the Mature Student with the following common characteristics:

1. Usually graduate students, older undergraduates who may have worked for some time, and married students not choosing to live in Eagle Heights.
2. Intelligent and articulate about their housing; and very sensitive to their environment.
3. Incomes are higher than typical students and they are willing to spend a larger percent of their budget on housing.
4. Most lived in pairs.
5. Most were in one bedroom, one bath apartments.
6. Most wanted one to two bedrooms and one bath.

7. Average stay in present apartment, 1.5 years, but were planning to move soon.
8. Pleased with condition of present residence.
9. Unit rent (rent per person) was \$150 to \$315.
10. They seemed to prefer renting but had aspirations for ownership.

Summary: Though the number is insignificant in the sample, this group could be a good potential target market for Canal Place even though tenancy will be limited to two years. This group has many similarities with the Downtown Sophisticate group.

D. Downtown Sophisticate Group

Of the 74 respondents, 10 percent (7) fit the Downtown Sophisticate category and exhibited the following characteristics:

1. All are employed full time.
2. All are professionals and most have a connection with the University and many have emotional ties to downtown.
3. The majority are singles living alone, but some are couples and pairs of adults, with more males than females in the sample group.
4. Ages range between 25 to 35 years of age.
5. Incomes range from \$23,000 to \$26,000 and above.
6. Length of time at current residence range from 2 to 5 years.
7. Rent range from \$195 to \$420 per month (includes heat).
8. Though most were in one bedroom, one bath units, they would prefer two bedrooms with one and a half bath.
9. Most would prefer to rent an apartment; less interested in buying a home or condominium.
10. Desire many more housing amenities, are style conscious and have discriminating sophisticated tastes.

Summary: Though the sample is small, as gentrification of neighborhood occurs more of this type of tenant will be attracted to the area of the subject property. As are the other groups profiled from the survey, this group represents an important part of the market from which Canal Place will initially draw.

E. Typical Student Group

Of the 74 respondents, 19 percent (14) fit the Typical Student category and exhibit the following common characteristics:

1. All have incomes of less than \$12,000; most had part-time jobs and/or full-time summer jobs.
2. Majority were 20-24 years old with remainder from 25 to 34 years old.
3. Living patterns and average unit rents were:

| <u>Number of Respondents</u> | <u>Number in Unit</u> | <u>Average Unit Rent</u> |
|------------------------------|-----------------------|--------------------------|
| 5 (all female) | 1 | \$250/mo. |
| 4 | 2 | \$285/mo. |
| 3 | 3 | \$440/mo. |
| 2 | 4 | \$680/mo. |

4. Over half of the respondents were interested in definitely to possibly continuing to live downtown; the group is indifferent to old versus new buildings; and 36 percent (5) considered new or renovated apartments offering compact, but stylish living to be very desirable and 57 percent (8) considered this type of unit to be somewhat desirable.

Summary: Because students are willing to form unrelated living groups to cut per person costs, they represent substantial buying power for residential space downtown. Although their tenancy may not be as stable or desirable, they represent a large segment of the market in the downtown area. (See Appendix for Census Tract 17 data.)

F. Others

Of the 74 respondents in Survey Sample I, 15 percent (11) could not be classified, but expressed no interest in remaining downtown so are not considered representative of the target market for Canal Place.

APPENDIX D

RESPONDENTS' PERCEPTION OF ADEQUATE SECURITY

Concerns about safety were clearly expressed by respondents of each sample. However, the degree of threat to individuals was correlated with their age and sex. Three attitudes were found among respondents. First, there were women below age 35 and above age 60 who seemed very anxious about their safety. It was clearly uppermost in their minds and they seemed to have lost a great deal of personal serenity because of these concerns. Next, there were women between age 35 and 60 whose attitude was different than younger women. They have lived downtown longer, have dealt with the issue, know situations and locations to avoid, accept it as part of their environment, but don't let it interfere with their individual freedom. Lastly, there were men of all ages who felt little personal threat but still wanted a level of security in their building which would discourage or deny entrance to the general public.

To categorize all of the survey responses to Question 25 which asked for a description of adequate security protection, the following levels of security were tabulated:

Level 1 Description

Dead bolt locks on individual apartments
Peep holes
Brightly lit entry
Solid doors
Tenants who know each other
Psychological barriers (a fence in front yard, shrubbery)

Level 2 Description

Level 1 security...plus
Security-locked building, and/or
Individual floors which are locked
Tenant pass key to building to floor

Level 3 Description

Level 2 security...plus
An intercom or buzzer system

Level 4 Description

Level 3 security...plus

Closed-circuit TV in lobby or security guard on duty

Level 5 Description

Level 4 security...plus

More hostile responses, such as, a gun or dog

APPENDIX E

1980 CENSUS TRACT DATA

The subject site is located at the northeast boundary of Census Tract 17 which is bordered by Census Tracts 18 and 19 on the northeast. A map delineating Census Tract 17, and a major portion of Tract 18 and 19 is attached.

Tract 17 is now dominated by student renters who prefer to live within walking distance of the university. As university enrollment has increased and rent levels for apartments close to campus have rapidly escalated, students have doubled up, sharing small apartments or moved farther east, well into Tracts 18 and 19. The respective median ages for Tracts 17, 18, and 19 are 25, 26, and 29 years, which reflects the declining degree of student influence in housing patterns as one moves east.

The University Planning Department records for 1981 indicate that about 16 percent of the students living within one mile of campus live in Tracts 17, 18, and 19, with almost half of these residing in Tract 17. About 31 percent of Census Tract 18 is comprised of university students. Records indicate that this Tract had the greatest increase in university residents (38.5 percent) in the period between 1972 and 1981. In addition, the rate of growth in student population here is also increasing.

