

WESTSIDE RESIDENT RETENTION STRATEGY



GOAL

To address Westside resident concerns on displacement and gentrification through the creation of a **Resident Retention Plan** that will include vetted policy recommendations and strategies.

AREA OF FOCUS

The Resident Retention Strategy includes three specific groups and one overall group of strategies within a number of neighborhoods on the Westside:

NEIGHBORHOODS

- ▷ English Avenue
- ▷ Ashview Heights/ Booker T. Washington/Just Us
- ▷ Vine City
- ▷ Atlanta University Center

GROUPS

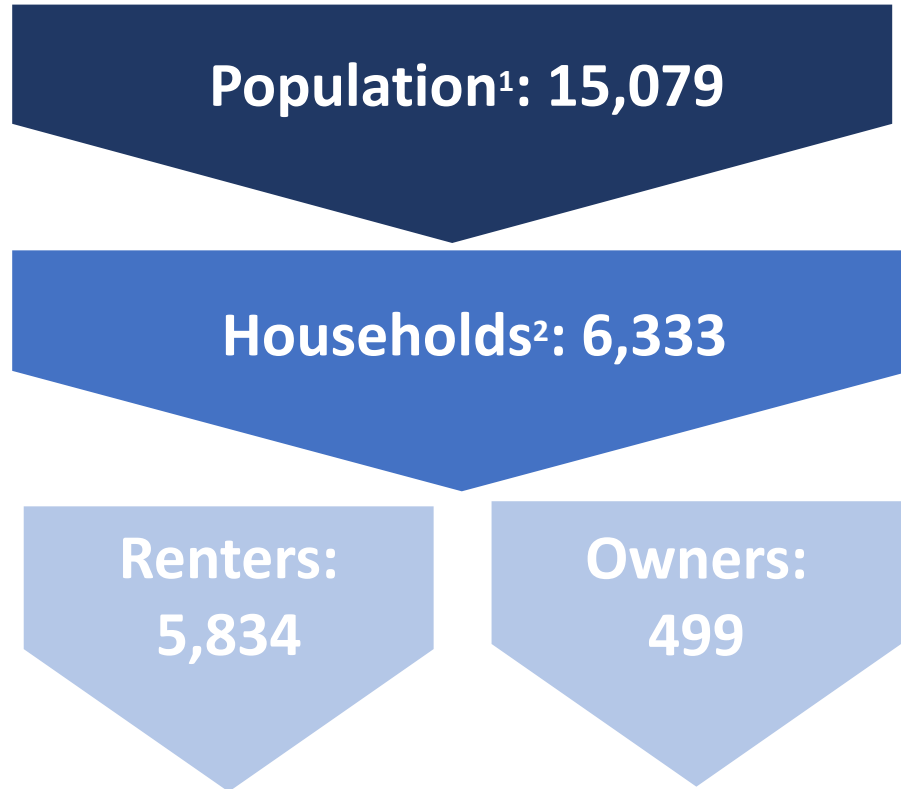
- ▷ Overall
- ▷ Homeowners
- ▷ Renters
- ▷ Businesses



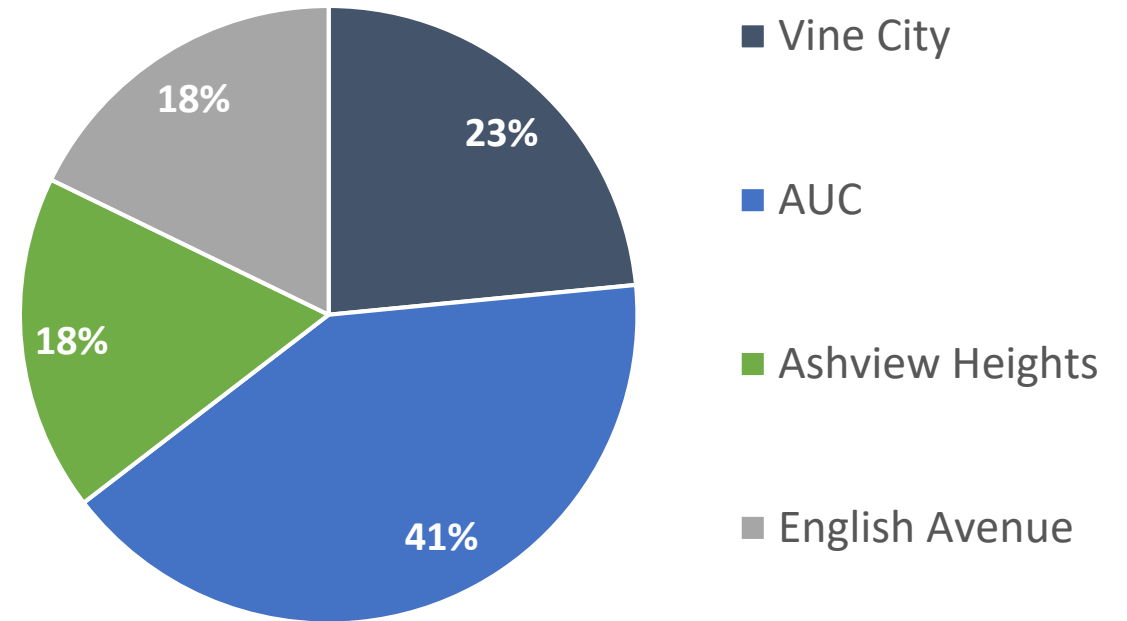
WESTSIDE BOUNDARY

Overall Demographics and Existing Conditions

Housing Tenure and Population Breakdown:



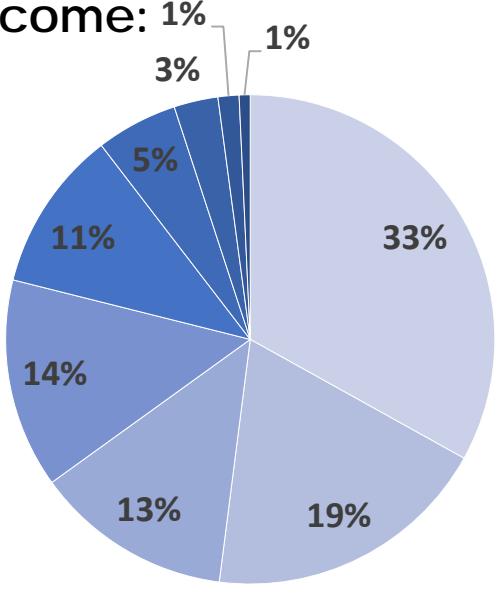
Population By Neighborhood:



Overall Demographics and Existing Conditions

Household Income:

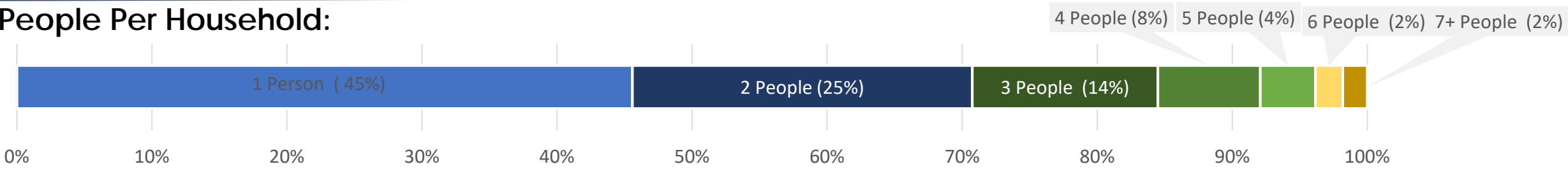
- Less than \$15k
- \$15k-\$24.9k
- \$25k-\$34.9k
- \$35k-\$49.9k
- \$50k-\$74.9k
- \$75k-\$99.9k
- \$100k-\$149.9k
- \$150k-\$199.9k
- \$200k or greater



Community Quick Facts:

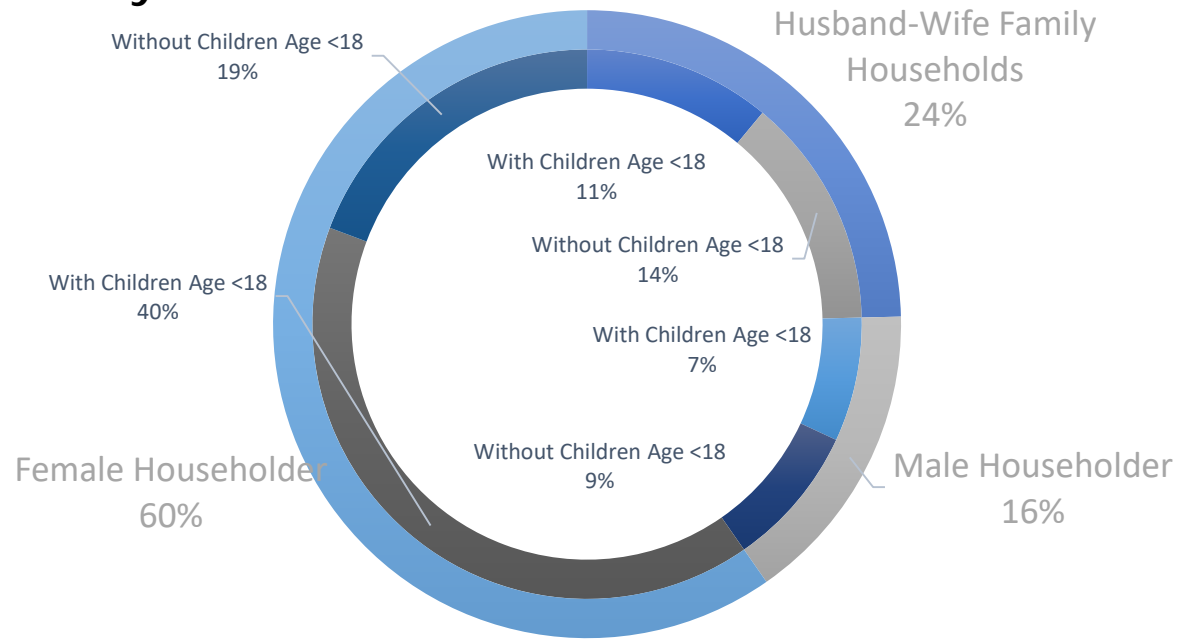
- ▶ 2016 Median household Income: **\$23,463¹**
- ▶ Average Household Income: **\$35,759**
- ▶ **1/3** of households make less than \$15k
- ▶ **46%** make between \$15k - \$50k
- ▶ **45%** housing units have 1 Person, **25%** have 2 people²

People Per Household:

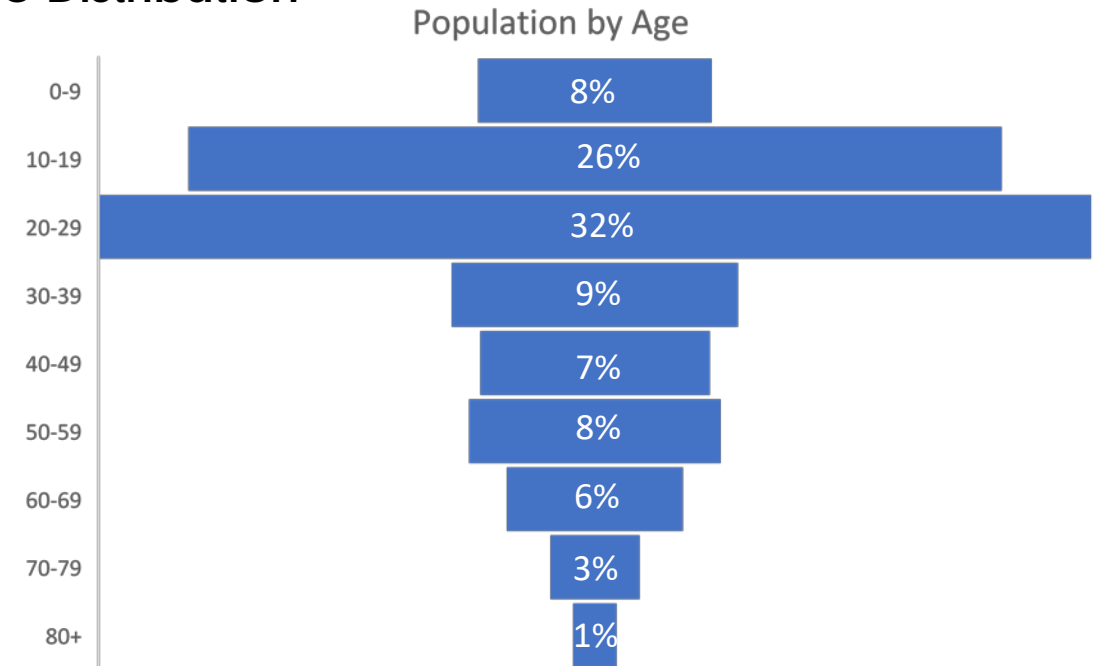


Overall Demographics and Existing Conditions

Family Households:



Age Distribution



Community Quick Facts:

60% of the families in the Westside are female head of household¹

58% of family households have children under the age of 18

Average Family Size: **3.13**

74% of nonfamily households are living alone.

58% of Westside residents are between 10-29 years old.²

10% of Westside Residents are over 60 years old.

COMMUNITY QUICK FACTS

- ▷ 2016 Median household Income: **\$23,463¹**
- ▷ Average Household Income: **\$35,759**
- ▷ About **50%** of households make less than the poverty rate
- ▷ **16%** of households own their own home
- ▷ **Half** of households pay less than **\$630/month** in rent



STRATEGIES

Westside Resident Retention Strategies

1

Overall

There are some challenges that apply to every group including - access to information about existing programs, crime, and blight in the area. Overall strategies aim to address these challenges.

2

Homeowner

Homeowner strategies focus on incentives to keep existing homeowners in the Westside as well as provide a pathway to renters for homeownership in the neighborhoods.

3

Renter

Strategies for renters are centered around subsidies, inclusionary zoning, and other methods for maintaining quality affordable rentals in the area.

4

Business

Quality commercial space is a big challenge to attracting and growing businesses in the Westside. Business strategies focus on this challenge as well as maintaining affordability to retain existing businesses and nonprofits serving the community.

OVERALL: CHALLENGES, GOALS, AND STRATEGIES

ACCESS TO INFORMATION

SAFETY AND BLIGHT

Goal 1: *Increase assistance.*

Goal 2: *Address safety concerns in neighborhoods.*

Goal 3: *Address blighted and vacant properties.*

Strategy 1: One Access Point for Info

Strategy 2: Outreach Strategy

Strategy 3: Marketing and Branding

Strategy 1: Design for Safety

Strategy 2: Consider Special Populations

Strategy 3: Neighborhood Policing

Strategy 1: Code Enforcement

Strategy 2: Acquisition

HOMEOWNERS: CHALLENGES, GOALS, AND STRATEGIES

DISPLACEMENT

Goal 1: *Increase resident access to information.*

Strategy 1: Homeowner Rehab Programs

Strategy 2: Historic Preservation

Strategy 3: Legal Aid

Strategy 4: Anti-Displacement Tax Fund

LOW LEVELS OF HOMEOWNERSHIP

Goal 2: *Convert renters to owners*

Strategy 1: Job Training and Employment

Strategy 2: Credit Counseling

Strategy 3: Education

QUALITY AFFORDABLE HOUSING

Goal 3: *Increase the supply of affordable housing*

Strategy 1: Increase Incentives

Strategy 2: Land Trust

RENTERS: CHALLENGES, GOALS, AND STRATEGIES

DISPLACEMENT

Goal 1: *Provide resources for tenants and developers to maintain affordability.*

Strategy 1: Affordable Unit Sizes

Strategy 2: Encourage Tax Breaks and Supplements

Strategy 3: Emergency Short Term Housing

DECREASING AFFORDABLE UNITS

Goal 2: *Ensure existing affordable housing remains*

Strategy 1: AHA Incentives

Strategy 2: Tax Incentives

Strategy 3: Acquire Existing Affordable Units

Strategy 4: Historic Preservation

QUALITY AFFORDABLE HOUSING

Goal 3: *Increase the supply of affordable housing*

Strategy 1: Developer Incentives

Strategy 2: Rental Rehab

Strategy 3: Inclusionary Zoning

Strategy 4: Land Trust

RENTERS: CHALLENGES, GOALS, AND STRATEGIES

DISPLACEMENT

Goal 1: *Provide resources for tenants to afford their rent.*

Strategy 1: Funding

Strategy 2: Resources for capacity building

DECREASING LEASABLE SPACE

Goal 2: *Increase the supply of affordable commercial space*

Strategy 1: Incentive Affordable Set Asides

Strategy 2: Encourage a Mix of Uses

DECLINING CONDITIONS

Goal 3: *Increase resources for rehab of existing structures*

Strategy 1: Façade Improvements

Strategy 2: Historic Preservation