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.
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\(^1\): 15,079

Households\(^2\): 6,333

Renters: 5,834
Owners: 499

Population By Neighborhood:

- Vine City: 23%
- AUC: 41%
- Ashview Heights: 18%
- English Avenue: 18%

Source: 1. 2016 ESRI Business Analyst
2. APD Urban Planning & Management
Overall Demographics and Existing Conditions

**Community Quick Facts:**

- **2016 Median household Income:** $23,463
- **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 people

---

**Overall Demographics**

- **People Per Household:**
  - 1 Person (45%)
  - 2 People (25%)
  - 3 People (14%)
  - 4 People (8%)
  - 5 People (4%)
  - 6 People (2%)
  - 7+ People (2%)

---

*Source: 1. 2016 ESRI Business Analyst
2. 2010 – 2014 ACS Community Survey*
Overall Demographics and Existing Conditions

**Family Households:**
- With Children Age <18: 11% Without Children Age <18: 14%
- With Children Age <18: 7% Without Children Age <18: 9%
- Husband-Wife Family Households: 24%
- Male Householder: 16%
- Female Householder: 60%

**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.

Source: 1. 2010 U.S. Census
2. 2016 ESRI
COMMUNITY QUICK FACTS

- 2016 Median household Income: $23,463
- 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

Source: 1. 2016 ESRI Business Analyst
2. 2010 – 2014 ACS Community Survey
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

Goal 1: Increase assistance.
- Strategy 1: One Access Point for Info
- Strategy 2: Outreach Strategy
- Strategy 3: Marketing and Branding

SAFETY AND BLIGHT

Goal 2: Address safety concerns in neighborhoods.
- Strategy 1: Design for Safety
- Strategy 2: Consider Special Populations
- Strategy 3: Neighborhood Policing

Goal 3: Address blighted and vacant properties.
- 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

**DECLINING CONDITIONS**

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

- Strategy 1: Façade Improvements
- Strategy 2: Historic Preservation

**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