Community Scholars Project

GENTRIFICATION IN WYNWOOD

Art Galleries ✓ Luxury Condos ✓ Affordable Rentals ??

May 23, 2014
Introduction

Darnell Roberts

- **Work**: Political Campaign Management, Field Organizing

- **Passion**: Grassroots Organizing, Social Justice, Higher Education, Public Policy, Advocate for Financial Literacy, Funding for Minority Business Opportunities and Home Ownership
Problem Statement: There is a lack of rental stock of affordable housing in Wynwood. The Mid Town Miami Commercial Development in the area has made it more difficult due to the influx of market rate condos and lack of attention to housing for working class.

- Fight for Affordable Housing in newly gentrified neighborhoods.
- Excitement about job creation and economic expansion of MTM
- Urban revitalization/preservation of Historic Wynwood
- Increased population in coming decades
- Vast open spaces and undeveloped land
- Success stories in Miami Gardens, Allapattah
# Marital Status for Wynwood-Edgewater Residents

The pie chart above shows the marital status distribution among the residents of Wynwood-Edgewater. The percentages are as follows:

- **Singles**: 23.9%
- **Married Couples**: 19.7%
- **Single Parents**: 24.6%
- **Married Couples with Kids**: 31.8%

<table>
<thead>
<tr>
<th></th>
<th>Wynwood-Edgewater</th>
<th>Miami</th>
<th>Florida</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Population</strong></td>
<td>15,600</td>
<td>413,226</td>
<td>19,173,769</td>
</tr>
<tr>
<td><strong>Median Household Income</strong></td>
<td>$34,541</td>
<td>$38,807</td>
<td>$48,837</td>
</tr>
<tr>
<td><strong>Average Household Net Worth</strong></td>
<td>$231,965</td>
<td>$306,965</td>
<td>$393,707</td>
</tr>
<tr>
<td><strong>Long-term Residents (5+ years)</strong></td>
<td>10%</td>
<td>16%</td>
<td>32%</td>
</tr>
<tr>
<td><strong>Annual Turnover</strong></td>
<td>23%</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td><strong>Median Age</strong></td>
<td>33 years</td>
<td>39 years</td>
<td>40 years</td>
</tr>
</tbody>
</table>
### Wynwood-Edgewater Rental Market Summary

- **Average Rent Price**: $2,854
- **Inventory**: 117
- **Pet Friendly Rentals**: 5%

### Wynwood-Edgewater Rental Market Comparison

<table>
<thead>
<tr>
<th>Beds</th>
<th>Inventory</th>
<th>Wynwood-Edgewater</th>
<th>Miami</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>1</td>
<td>$1,349</td>
<td>$1,580</td>
</tr>
<tr>
<td>1</td>
<td>37</td>
<td>$2,014</td>
<td>$2,126</td>
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<tr>
<td>2</td>
<td>43</td>
<td>$3,153</td>
<td>$3,084</td>
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<tr>
<td>3</td>
<td>12</td>
<td>$4,876</td>
<td>$4,778</td>
</tr>
<tr>
<td>4</td>
<td>1</td>
<td>$4,500</td>
<td>$7,405</td>
</tr>
<tr>
<td>Others</td>
<td>23</td>
<td>$2,614</td>
<td>$2,233</td>
</tr>
</tbody>
</table>
## Synopsis of Research

### Assumptions
- Lack of Funding
- Lack of CDCs/Advocacy/Organizing
- Lack of Rental Stock
- Increased $$$ of Market Rate

### Results
- Related Urban, Goldman, Pinnacle
- Wynwood Community Advisory Cmte
- Open space, abandoned warehouses
- $261 to $367 sq ft. (MTM)

### What I Learned
- Most of new developments are happening far west of Wynwood, borderline Allapattah, and/or north near Miami Gardens and Opa-Locka
- There are hundreds of jobs and billions of dollars on the horizon
- Funding art galleries is good, but funding housing is better
Vista Mar

- 3606 NW 5th Street
- 110 Units
- Green Building Certified
- Energy Star Appliances
- Fitness Center
- Business Center w/ Library
- On Site Laundry
- Playground
What I Will Do

- Work with the Gatehouse Group, Green Mills Group, Carrfour, Pinnacle, Related, to fund projects for Affordable Housing near NW 2nd Ave, fund mixed use properties
- Contact HUD, urge to reopen the HUD Office in Wynwood, re-open Section 8 list, re-inspect properties
- Organize Town Halls with Commissioners Audrey Edmonson and Keon Hardemon to continue advocacy efforts, require a % of market rate homes to be set aside for affordable housing, 30% & 50% AMI
- Crowdfunding Options- Ecosystems of funding from “pooled” entrepreneurs and investors (RocketHub, Indigogo)
- Start Wynwood CDC = More Civic Engagement and $$$$
What I Ask Of YOU

URGE RESIDENTS TO VOTE IN MUNICIPAL ELECTIONS AND STAY IN THE NEIGHBORHOOD

CONTACT ELECTED OFFICIALS, RAISE LOCAL AND POLITICAL CONSCIOUSNESS OF HISTORICAL WYNWOOD, ADVOCATE FOR FUTURE NSP’S

SUPPORT AND PARTICIPATE IN LOCAL GRASSROOTS ORGANIZING EFFORTS, TOWN HALLS, TENANT ASSOCIATIONS, WYNWOOD COMMUNITY ADVISORY COMMITTEE MEETINGS*
HOPE

“There is a saying in Tibetan, 'Tragedy should be utilized as a source of strength.' No matter what sort of difficulties, how painful experience is, if we lose our hope, that's our real disaster.”