The market study indicates the following:

- Significant number of homes are smaller than what today’s market typically demands
- Older homes generally do not contain all the amenities sought by today’s buyer
- Housing types and condition of buildings vary throughout the study area
- Household and population loss within the area has resulted in an over supply of and decrease in value of housing
- Owner-Rental imbalance

**Recommendations**

- Improvements in housing should be highest implementation priority
- Enhance curb appeal of neighborhood
  - Beautification programs
  - Target code enforcement
  - Rental inspection program
  - Utilize volunteer programs to help with home maintenance
- Improve housing market / home ownership
  - Stabilize out migration
  - Rebalance market supply and demand
  - Market Latonia to special ‘niche’ groups
  - Build new housing products not currently available in Latonia
- Evaluate existing zoning