Gentrification Study
Preliminary Mapping

September 20, 2012
Gentrification and Displacement

An under-valued neighborhood that becomes desirable, which results in lower income households being displaced due to the loss of affordable housing.
Gentrification Challenge

Public goal of improving neighborhoods for current residents often results in making neighborhood more attractive, which can lead to rising rents and values and involuntary displacement.
Portland’s Experience

North and Northeast Neighborhoods
- Segregation and redlining
- Major urban renewal projects
- More recent improvement projects

Not paired with programs to address displacement.
Portland Plan

Strategies to address gentrification:

- Affordable Housing
- Business Development
- Tracking and Evaluation
Policy Strategy for Gentrification

Planning, policy, and public investment align with market and demographic dynamics

- Tools for different types of neighborhoods
- Facilitate equitable revitalization and mitigate harmful consequences
- Tools to assess potential impacts from future projects
Neighborhood Change Typology

- **Goals:**
  - Captures conceptual definition of gentrification
  - Select indicators but meaningful distinctions

- **Gentrification =**
  - Housing market trends upward
    - Value and appreciation
  - Displacement
    - Vulnerable groups and demographic change
Housing Market Condition Factors

- 1990 values
- 1990-2010 appreciation
- 2000 values
- 2000-2010 appreciation
- 2010 values
- Plus adjacency to high value/high appreciation
Displacement Indicators

Vulnerability in 2010
- Renters $\geq 44\%$
- People of Color $\geq 25\%$
- Income at or below 80\% HAMFI $\geq 47\%$
- Without a Bachelor’s degree $\geq 58\%$

Compared to Citywide Average
Displacement Indicators

2000-2010 Demographic Change Indicators
- Increase in median household income
- Increase in population with a bachelor’s degree
- Change in percentage of renters
- Decrease in percentage nonwhite

Source: 2006-2010 ACS, 2000 Census
Threshold is the 2000-2010 Portland-wide change
Indicators of gentrification

DISCUSSION
Neighborhood Typology

- *Stable low-income/low-value*
- Susceptible
- Early
- Dynamic
- Late
- Continued loss
- *Stable high-income/high-value*
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Policy and Neighborhood Typology

- Opportunities for early comprehensive planning
  - *Susceptible*
  - *Early*
- Opportunities for mitigating displacement and affordable housing loss
  - *Dynamic*
- Opportunities for integrating affordable housing into high opportunity areas
  - *Late*
Policy and Neighborhood Typology

- Drilldown in a neighborhood on...
  - Demographics and underrepresentation
  - Housing conditions and vulnerabilities
  - Economic development opportunities
  - Environmental justice concerns

Assess need for mitigating tools or opportunities to enhance vitality
Bartlett Park, St Petersburg, Florida

- Neighborhood “squeezed” - susceptible
- Goal: revitalization without displacement
- Partner to connect new infill housing with existing residents for homeownership
- City funds for rehabilitation for owners
- Chall: need land banking to keep lots affordable
Paseo Boricua, Chicago

- Market heating up - dynamic
- Goal: Cultural identity + Community economic development
Hill District, Pittsburgh

- Historical urban renewal area with new development planned around stadium
- Community master plan guides any rezoning/variances
- Subsidized development includes first-source hiring
- Public art ~ heritage
Brainstorming policy tools for addressing the broad range of concerns about gentrification