



# Gentrification Study Preliminary Mapping

September 20, 2012



Bureau of Planning and Sustainability  
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# 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





## 3



# 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%

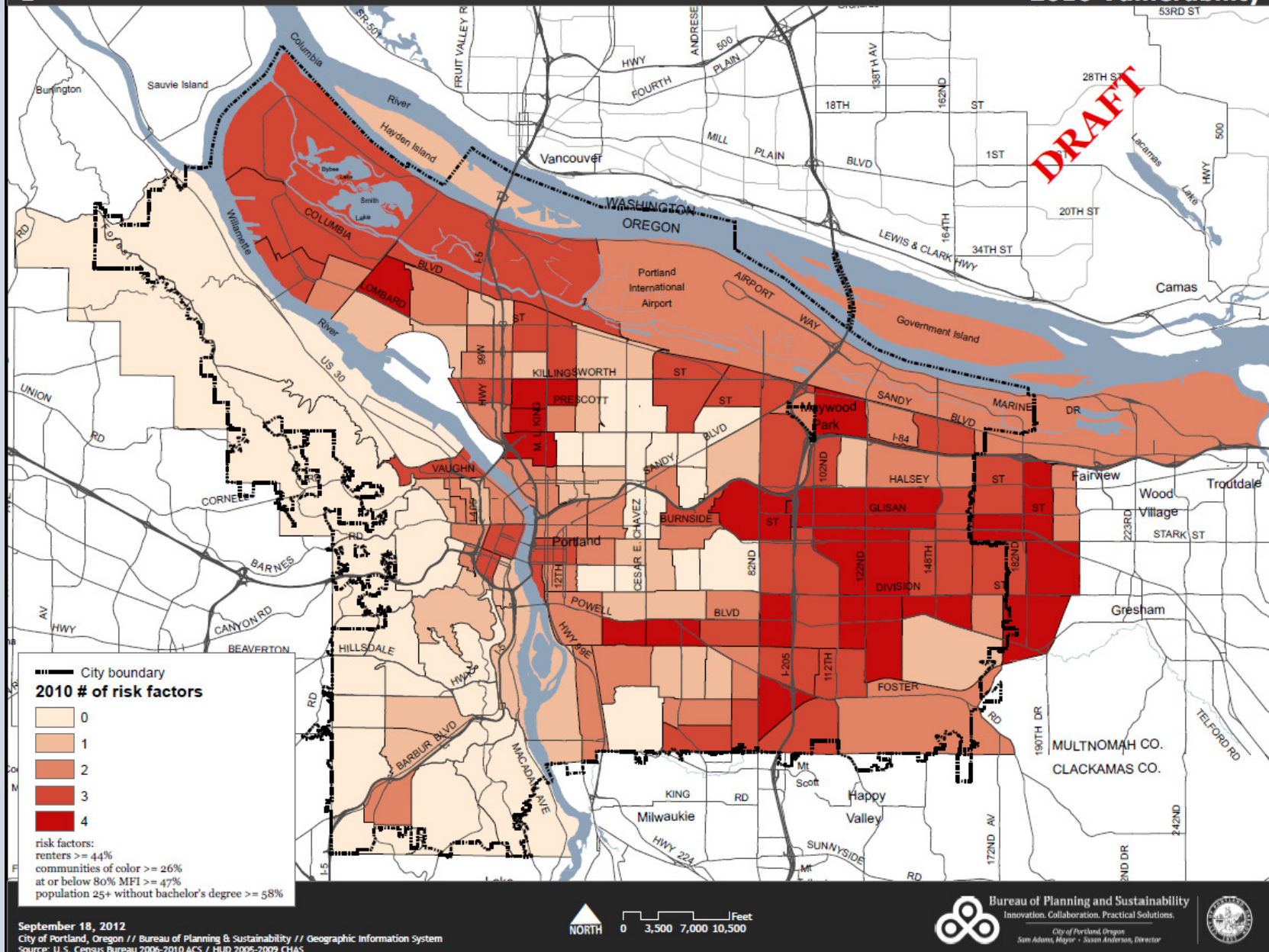
Compared to Citywide Average





1

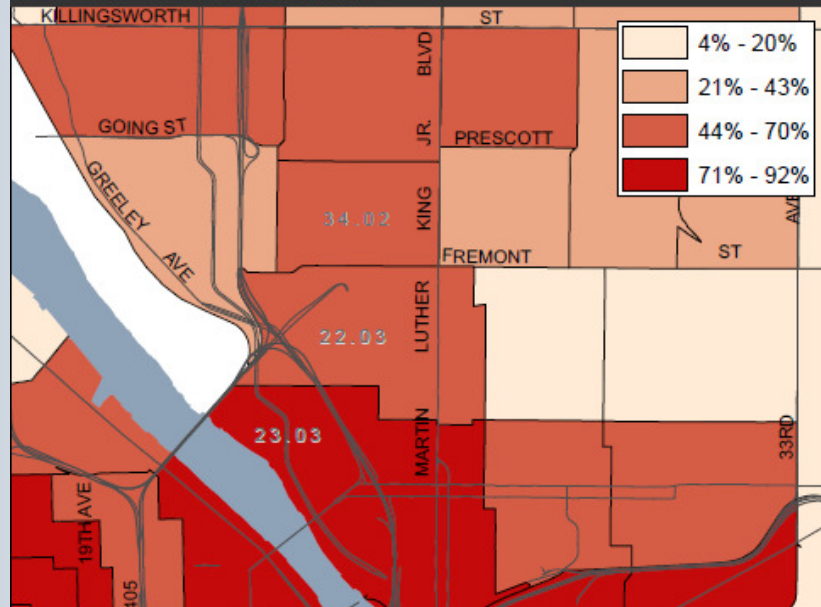
## 2010 Vulnerability



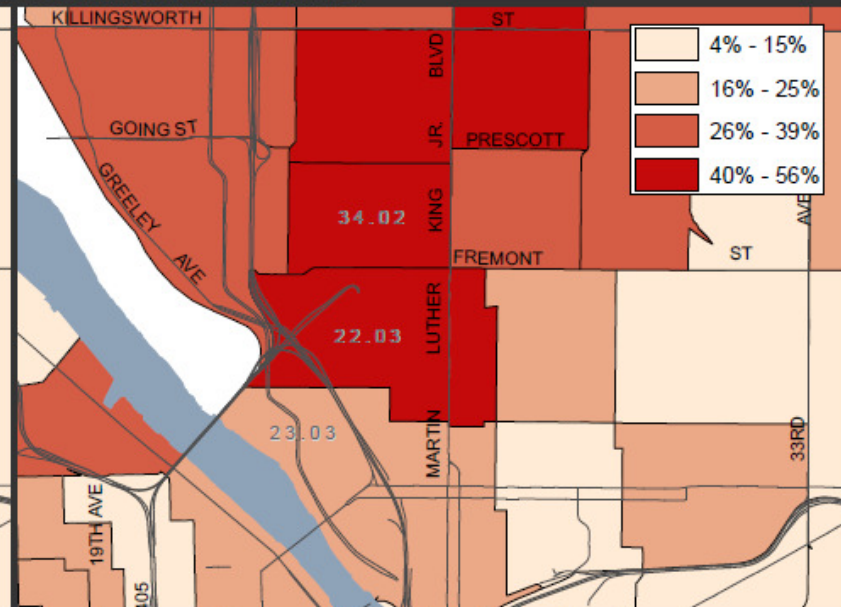
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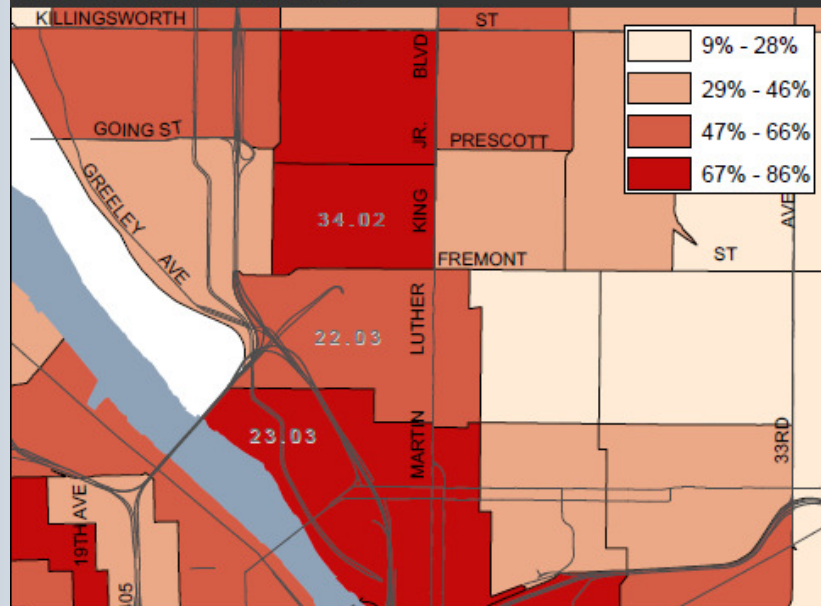
**BOISE-ELIOT: Renters**



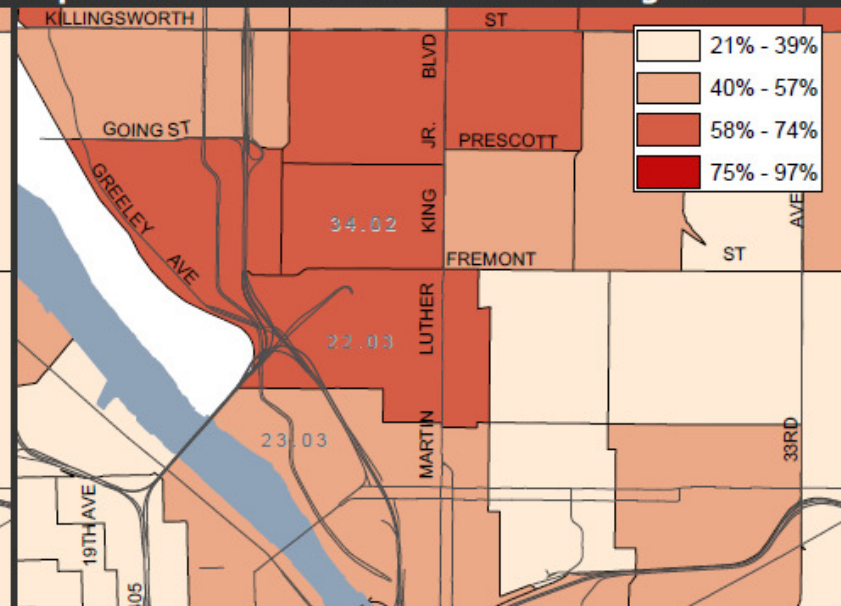
**Communities of color**



**At or below 80% MFI**

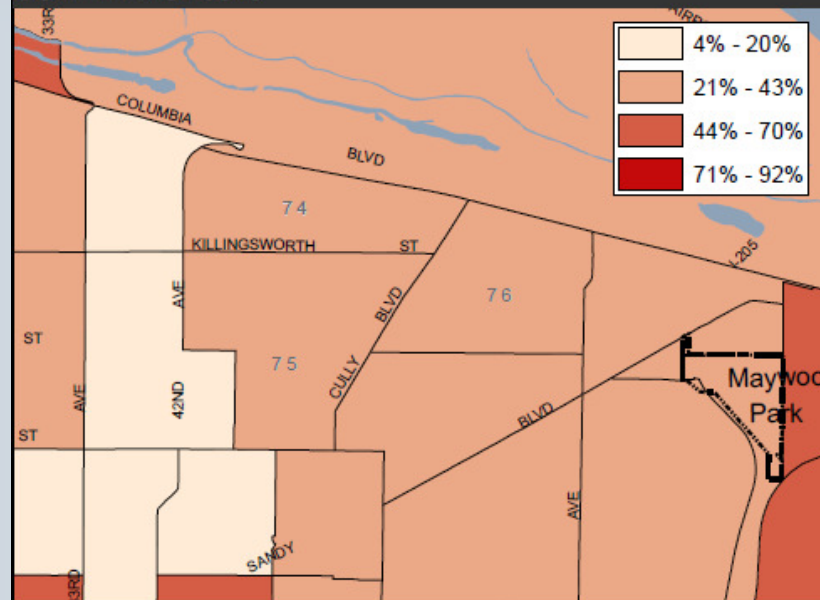


**Population 25+ without bachelor's degree**

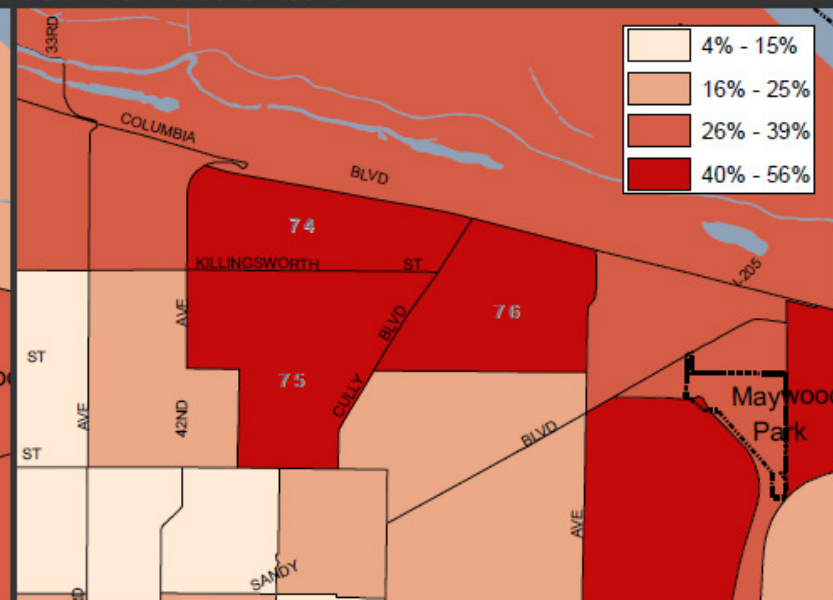




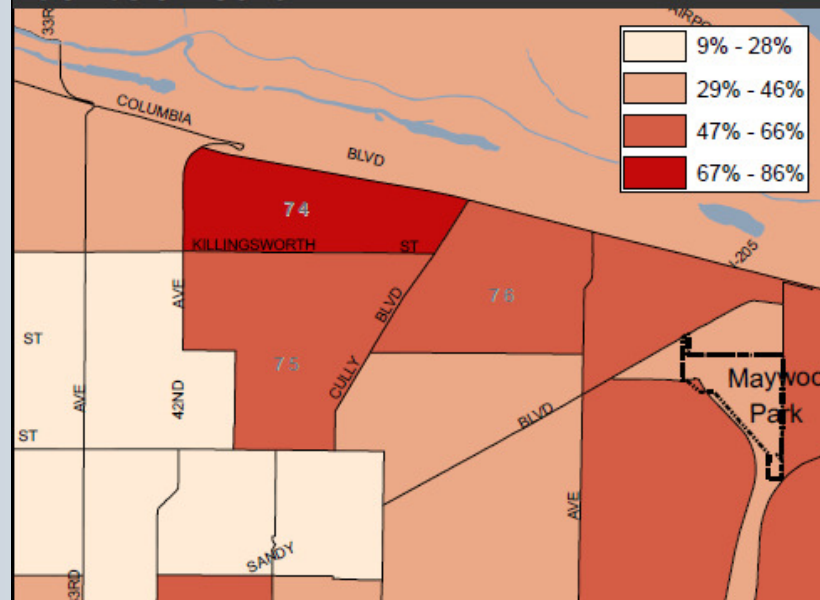
## CULLY: Renters



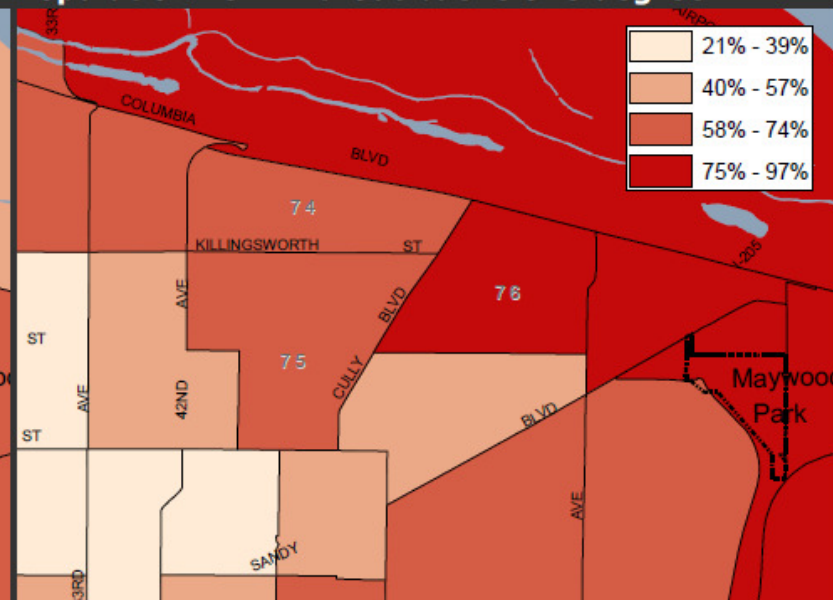
## Communities of color



## At or below 80% MFI



## Population 25+ without bachelor's degree



# Displacement Indicators

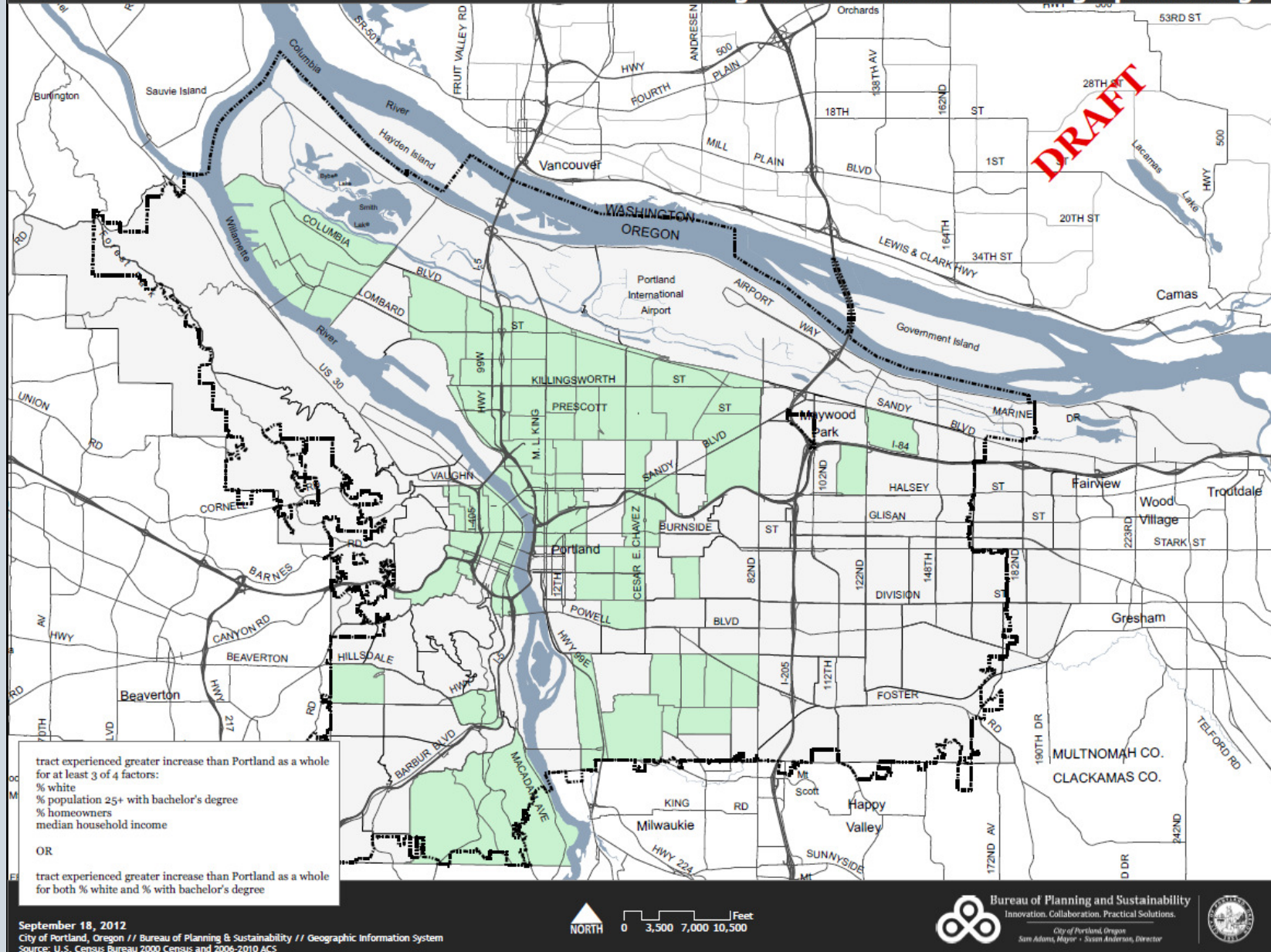
## 2000-2010 Demographic Change Indicators

- 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*

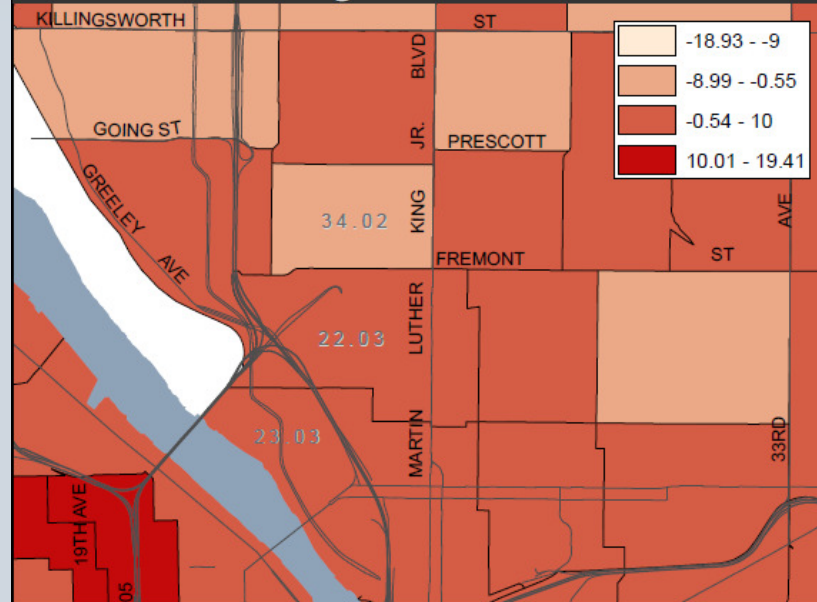
*Threshold is the 2000-2010 Portland-wide change*



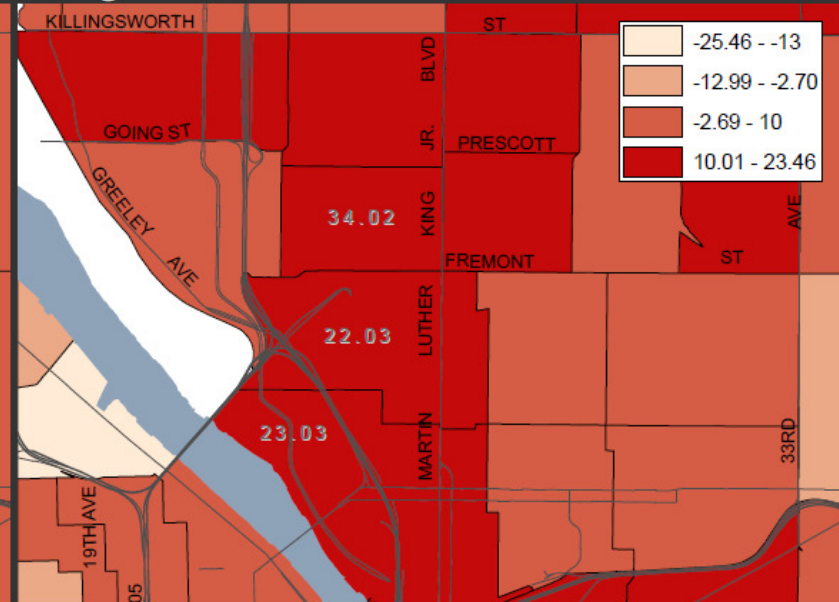




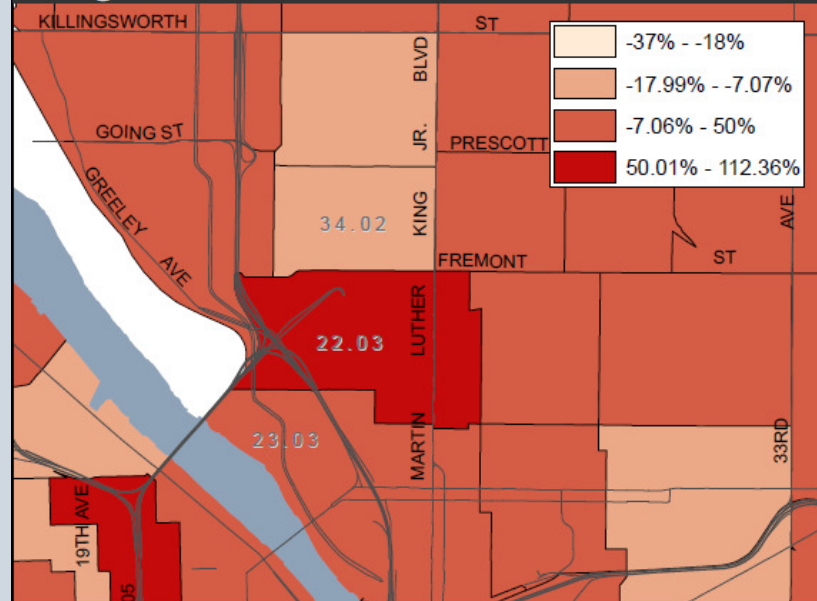
**BOISE-ELIOT: Change in % homeowners**



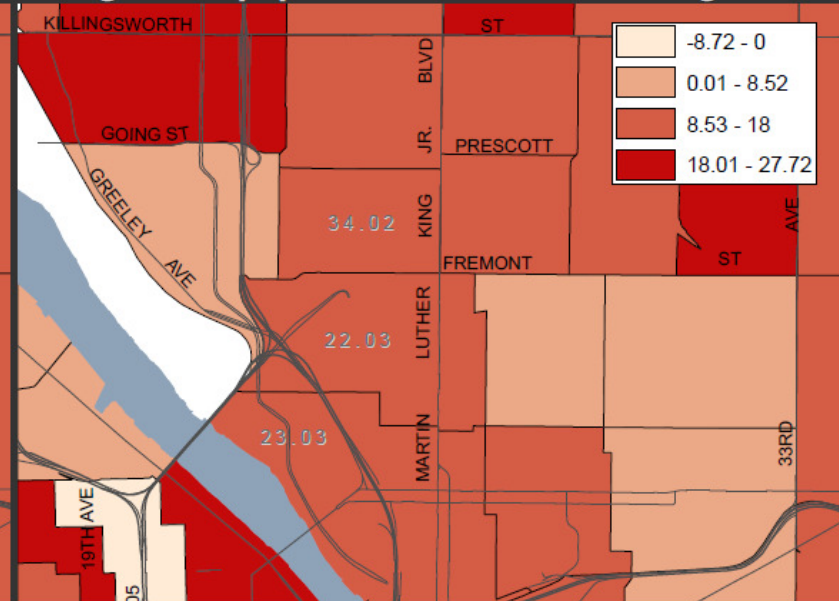
**Change in % white**



**Change in MHI**

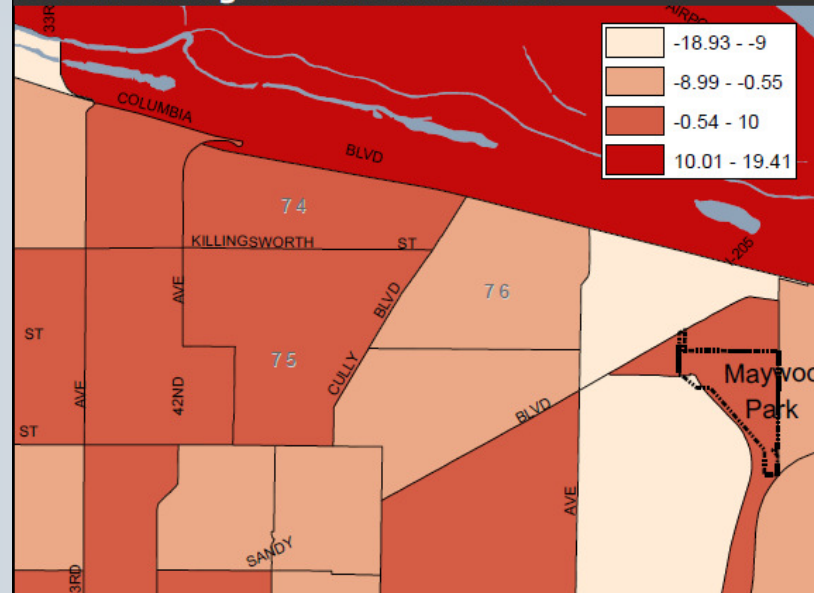


**Change in % pop. 25+ with bachelor's degree**

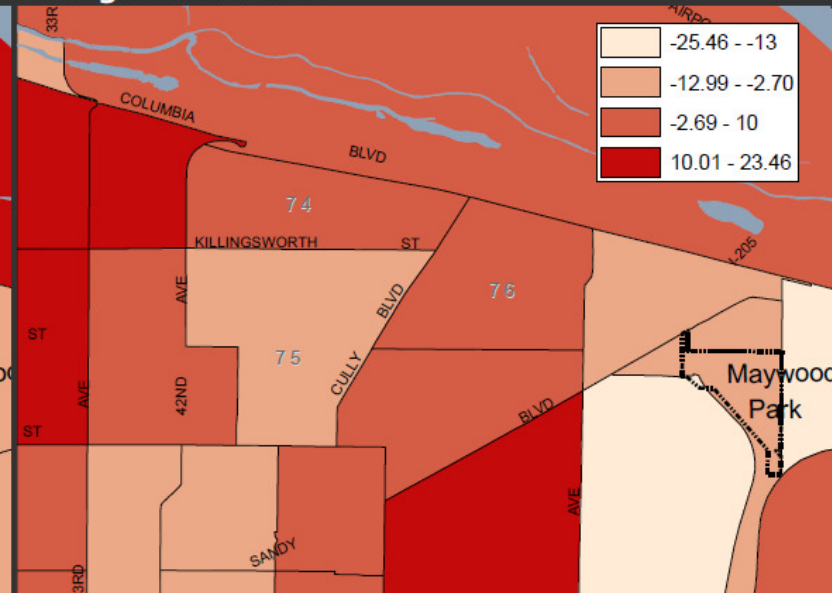




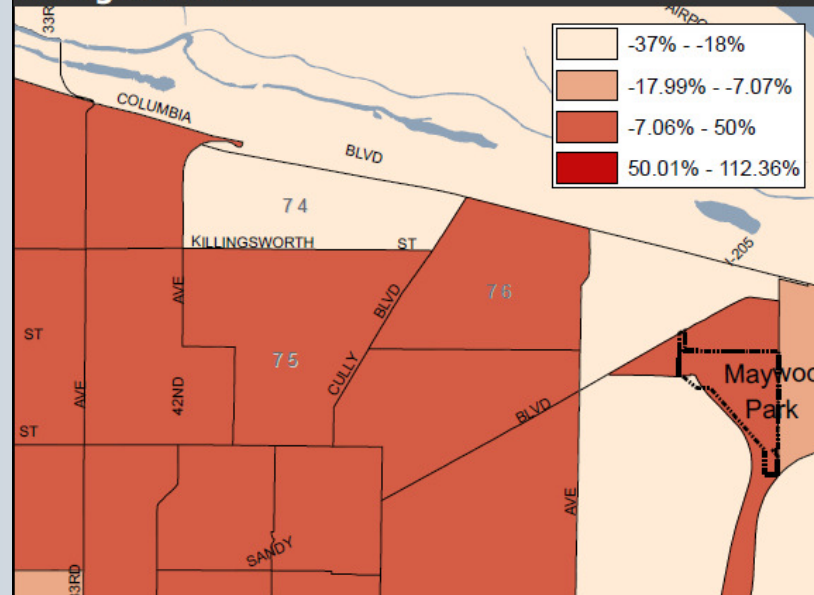
**CULLY: Change in % homeowners**



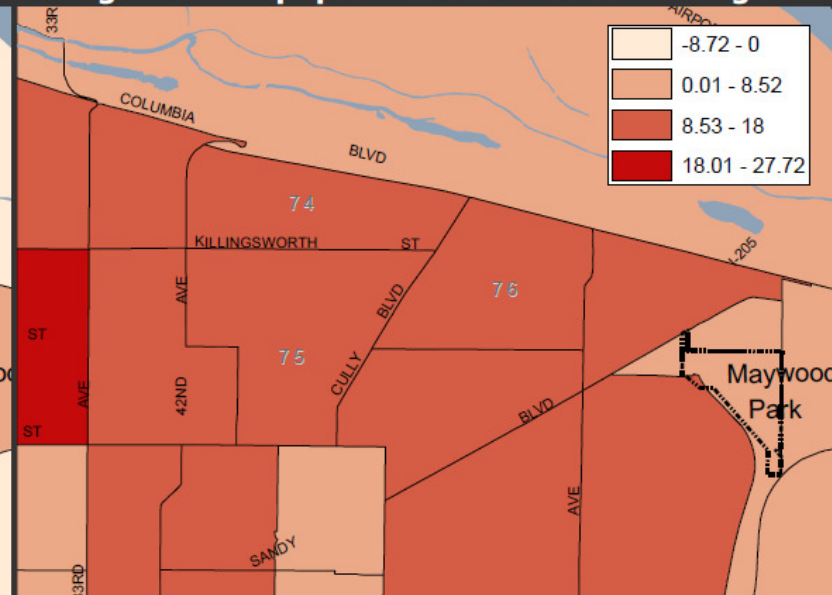
**Change in % white**



**Change in MHI**



**Change in % of pop. 25+ with bachelor's degree**



# Indicators of gentrification

## DISCUSSION



# Neighborhood Typology

- *Stable low-income/low-value*
- Susceptible
- Early
- Dynamic
- Late
- Continued loss
- *Stable high-income/high-value*

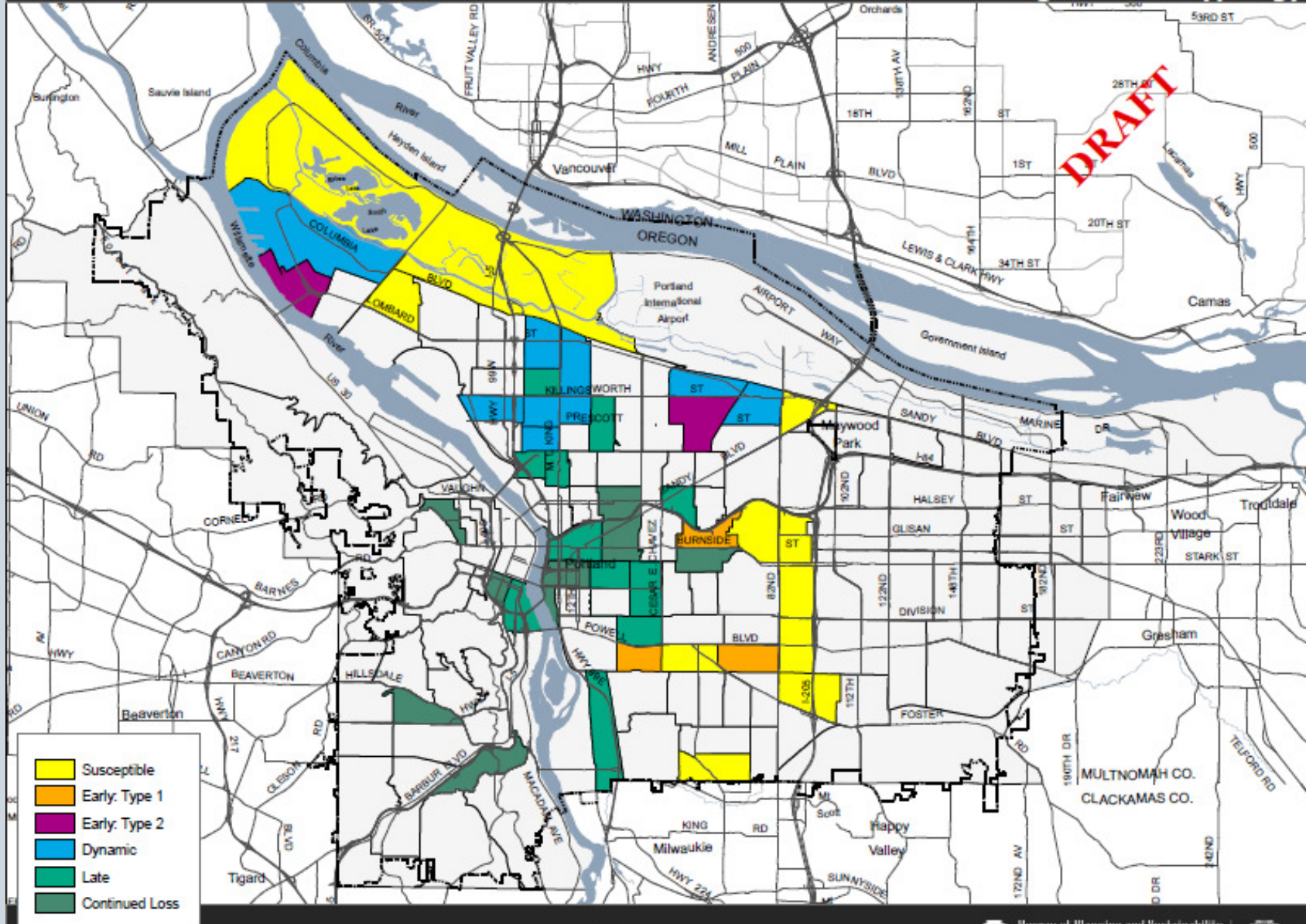


## Typology of neighborhood characteristics

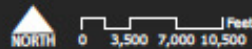
	Housing market						Displacement				
	Adjacency		Historic		Appreciation		High values		Vulnerable		Demog chg
	2010		90-10		00-10		2010		2010		00-10
Low risk	0				0		0		X		0
Susceptible	X				0		0		X		0
Early 1	-				X		0		X		0
Early 2	X				0		0		X		X
Dynamic	-				X		0		X		X
Late	-		X		-		X		-		X
Continued loss							X		0		X
High value	-				-		X		0		0



## Neighborhood Typology



September 18, 2012  
City of Portland, Oregon // Bureau of Planning & Sustainability // Geographic Information System  
Source: U.S. Census Bureau 2000 Census and 2006-2010 ACS / HUD 2005-2009 CHAS





# 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

## DISCUSSION

