Gentrification: The Vanishing Act
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Introduction
Living comfortably in New York City is one of the most far-fetched goals to attain. Just when you think you have found a place you can afford to settle down in, new development comes creeping in. Now, your favorite diner has been replaced by luxury apartments, and your local convenient store has been transformed into a high-end fashion boutique. A newfound interest has now generated in your neighborhood thanks to the curb appeal new development provides. This is gentrification: the process of making an area more refined to attract the middle class and wealthy.

Background Information
- In 1964 the term Gentrification was coined by Sociologist Ruth Glass who defined it as the displacement of the working class by the upper and middle class.
- Since then the term has accumulated several meanings such as...
  - The Disinvestment and reinvestment in an area
  - Urban revitalization
  - To renovate housing and sell to new buyers
  - The tension between class and race when a new social class arrives
- Gentrification became prominent after World War II where the lack of urbanization became an issue.
- Urban renewal projects were then implemented by the government to help minorities, immigrants, and the elderly.
- Ultimately, that solution did not work out because it depleted economic funds.
- Instead, a window of opportunity arose for developers who could revitalize an urban area by simply creating a blank slate.
- Not only did that shed light on deteriorating neighborhoods, it also boosted economic funds.

Manhattan
- The borough that has been gentrified the most.
- Neighborhoods such as Chelsea and Washington Heights are target areas of Gentrification.

Brooklyn
- The borough containing the most active Gentrification.
- Park Slope, Williamsburg, Bed-Stuy, and Bushwick are the neighborhoods undergoing the most Gentrification.

Queens
- The borough that is following Brooklyn’s trail of Gentrification.
- Areas such as Greenpoint, Far Rockaway, and Flushing seem to be gentrifying at a rapid rate.

Bronx
- The most underestimated borough when it comes to Gentrification.
- Interest has peaked within the South Bronx.

Staten Island
- The borough that is commonly forgotten, but has its fair share of Gentrification.
- North Shore has become a prime target for Gentrification.
- This map demonstrates the percentage of rent increase caused by recent movers from 2002 to 2014.
- Brooklyn appears to have experienced the most dramatic increase out of all five boroughs.

Gentrification in NYC

Pros
- Increase in safety
- Thriving public schools
- New tourist attractions
- Economic reimbursement
- New shopping stores
- Shared amenities
- More housing
- Controlled maintenance
- Diversity
- Job opportunities

Cons
- Higher cost of living
- Displacement of poor
- Increase in poverty
- Loss of culture
- Loss of authenticity
- Tension between social classes
- Tension between race
- Lack of public housing
- Contamination from development
- Small businesses face extinction
- Rise in sea level

What does the future hold?
Try walking down the streets of New York City without spotting a new development project. It is nearly impossible. Gentrification has already taken the city by storm, so the chances of it reaching a halt are slim. Some boroughs are experiencing it more than others, but soon it will find its way to even the most unpredictable neighborhoods. There is great potential for New York City to entirely be a rich man’s playground.

The Impacts
- Gentrification often has negative effects on the poor because they can no longer afford living conditions, so they face eviction from prying developers.
- Minorities feel like charity cases when affluent neighbors try to lend a helping hand.
- When Caucasian citizens move into an urban area, they tend to heighten the degree of safety.
- Beloved neighborhood relics are replaced by the modern buildings.
- The middle class are in limbo when it comes to finding a property because they do not qualify for public housing and cannot afford the radical rent.
- Techies have been establishing their startups in NYC, which creates a high demand for living in the city in order to have easy access to everything.