

# GENTRICATION

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ADVANCED URBAN DESIGN | 1. PRESENTATION

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# GENTRIFICATION//

A process of city area's redevelopment and it's change of identity and social status. Commercial and residential gentrification often follows each other.

## THE INITIAL GENTRIFICATION

Market-led.

State-led.

- Gentrification is most likely market-led but the state still have an important role in the gentrification of the cities/neighbourhoods.

# GENTRIFICATION RESOANING//

1. Economic growth (local and partly global).
  - Commerce and consumption.
2. Practical and social needs
  - Social community: identification through interests and activities.
  - Practical needs: chain malls often have a wider selections.
  - Exploitation and renewal of old and “outdated” city areas.  
(can be good for physical health)



## ...REASONING //

### 1. Economic Growth.

Based on commerce and consumption

Key roles in the process:

- *Society*
- *State*
- *Marked*



## ...REASONING//

Commercial

Important factors in the process to make the gentrification succeed:

- *Investors in the area.*
- *Media reputation.*
- *The city areas as “Local-Global” places.*

## ...REASONING//

### 2. Practical and social needs

- *Practical needs:*

*New and bigger shops improve the shopping conditions for the locals, and makes jobs for the locals(possibility to get out of poverty.  
(Commercial gentrification)*

- *Social community:*

*Identification through interests and activities.*

*A small creative community made in the big city. (Georg Simmel)*

*(Both points also include the “social-and-cultural-CAPITAL-aspect”-  
there for a commercial gentrification)*

- *New residential. To attract new (affluent) residents but also to improve the conditions for the old residents. Both reasons to a revitalisation of an old neighbourhood. (Residential gentrification).*

## CASE STUDIOS //

Gentrification is most likely market-led but the state still have an important role in the gentrification of the cities/neighbourhoods.

Examples on places that is target of residential and commercial gentrification:

Market-led:

- *Williamsburg, NYC*
- *Taikang Road Creative Cluster, Shanghai*

State-led:

- *Harlem, NYC*

## WILLIAMSBURG, NYC



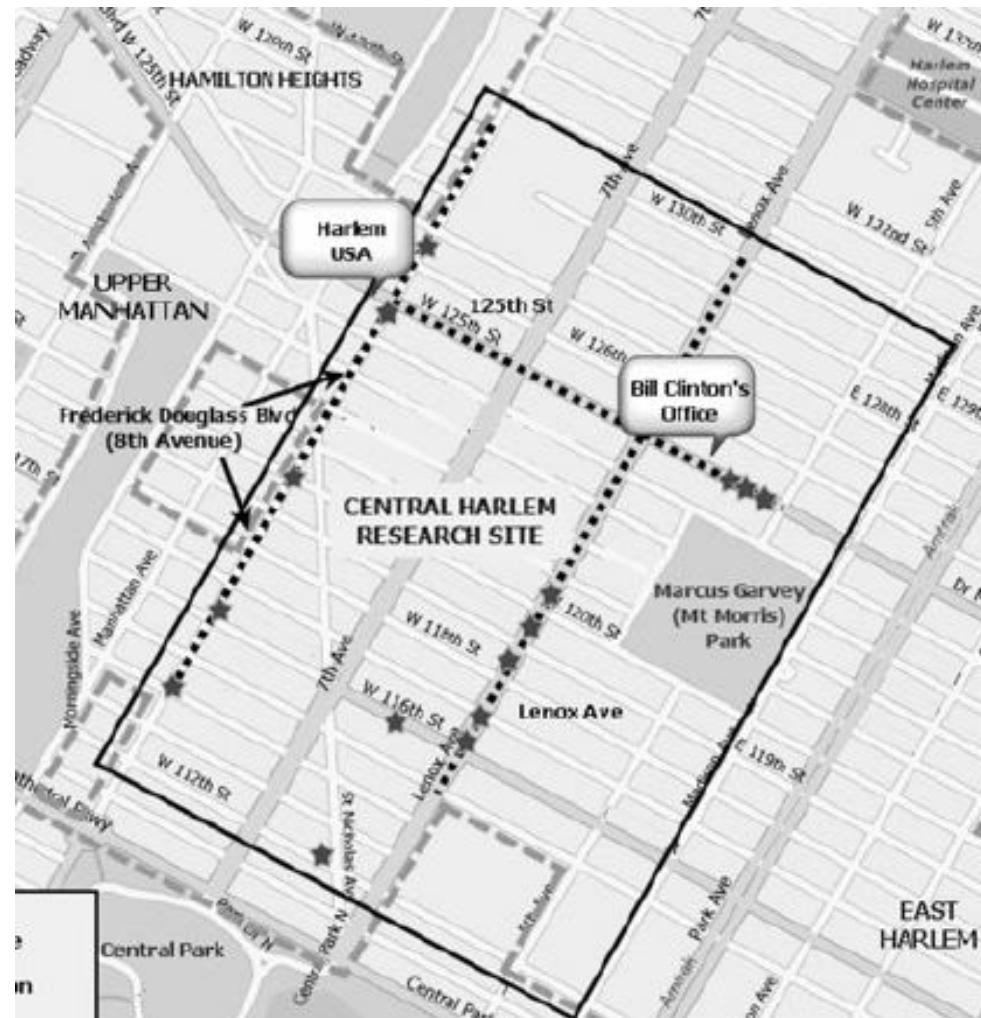


## WILLIAMSBURG, NYC

- Market-led gentrification.
- Founded by artists and local entrepreneurs using empty factory and storage buildings.
- Increasing popularity and reputation raised by the media.
- Renewal of the waterfront to the East River.



# HARLEM, NYC





## HARLEM, NYC

- State-led gentrification.
- Founded with state and local government interventions and support from several of organisations(HCDC, UMEZ, and BID).
- Local entrepreneurs and potential residents were attracted to the economic conditions for new entrepreneurs in the earlier low-income Harlem.
- Today the place have almost 50/50 of big chain stores and safed local stores. Though stores mainy are targeted for the african-american worker class.



## TAIKANG ROAD, SHANGHAI

- Artist and entrepreneurs creates a new identity to the area.
- Increasing popularity gave, the dilapidated low-income area, economic growth.
- Commercial and residential gentrification speeds up, and rents follows popularity.
- History conservation and urban heritage combined with trendy artificial shops.



# CONCLUSION//

There are a lot of consequences that follows gentrification, and they are complex. But common to alle the case studios, are  
*“Focus on government, market and society”* as keyplayers.

The problems that follows the gentrification is often synergy problems:

- |                    |  |
|--------------------|--|
| Kapital vs. Social | - Elimination of certain social classes - in more ways - to earn more money  |
| Old vs. new        | - Identity - In general gentrification vs. urban heritage<br>This means in many aspects.<br>Fx. Residents and residential, plus commercial dynamics. |
| Public vs. private | - Change of the public space - new term: “Private-public”.   |
| Physics vs. mind   | - Noise from groups of people, transport aso.  |
| Global vs local    | - The individual residents and local shops vs. government and the commercialisation  |





Small vs. big

- Government, organisations, entrepreneurs, artists. residents.

Income vs. expence

- Imarginalisation

Racial intercourse

- Fx. Harlem

*This list of contraversies is just an attempt to make a overview of the many aspects of he raising problems of gentrification.*

*The thing is, that you cant really structure this. The contraversies created by the gentrification' is overlapping, intercoursing and can be good and bad dependent on perspective of the given case.*