

Outline

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GENTRIFICATION BREAKING INTO OUR HOMES

Introduction: How has housing evolved around the area on Atlantic Yards in the last 20 years?

- a. Do you think the community needs to be involved in every change that comes to their neighborhood?
- b. The Barclays center was proposed in 2004 for Bruce Ratner. The project receives various oppositions and they started constructions on March 11, 2010, into construction went \$200 million dollars. The arena opened on September 21, 2012, with a total cost of \$1 billion. They promised had 16 buildings for residential and commercial uses, including up to 6,430 units of which 2,250 will be affordable to low, moderate, and middle-income households. In return, only 14,000 people were able to afford the 6,430 apartment after they were opened. Money increases in every business to more than 80 % of its original revenue.

First argument- **gentrification** within one radius mile

What is Gentrification?

Gentrification is a general term for the arrival of wealthier people in an existing urban district, a related increase in rents and property values, and changes in the district's character and culture. The term is often used negatively, suggesting the displacement of poor communities by rich outsiders. But the effects of gentrification are complex and contradictory, and its real impact varies. Who wouldn't want to see reduced crime, new investment in buildings and infrastructure, and increased economic activity in their neighborhoods? Unfortunately, the benefits of these changes are often enjoyed disproportionately by the new arrivals, while the established residents find themselves economically and socially marginalized.

(<http://archive.pov.org/flagwars/what-is-gentrification/>)

Second argument- **housing**

- a. **Affordability**- \$3,000 for an affordable apartment? Who can actually afford a \$3,000 rent with a low income?
- i. **Rent vs own**- according to social explorer, occupied housing owners units are 27.25 % and occupied housing rental units are 72.75%
(<https://www.socialexplorer.com/a9676d974c/explore>)
In 2009, a studio annually was \$16,800, one bed \$22,200, and two bed \$29,400.
In 2018, annually a studio is \$28,224, one bed \$33,180, and two bed \$38,844.
This is an average of difference of \$11,429 for a studio, \$10,980 for one bed apartment, and \$9,444 for a two bed apartment.
(<https://www.nytimes.com/real-estate/usa/ny/new-york/hell-s-kitchen/homes-for-rent/clinton/87-1909463>)
- b. **Income inequality**- The building's owners specify an agreement that stated that a portion of the affordable units that are low income for families of 4 that makes \$48,000 or less. Moderate income families earning up to \$88,00 a year and middle-income families earning up to \$104,00.
(https://www.nytimes.com/2014/06/27/nyregion/plan-expedited-for-affordable-units-at-atlantic-yards-near-downtown-brooklyn.html?ref=nyregion&_r=0)
In 2017, the people that are getting more than \$150,000 increases to a 37.89%, while people getting less than \$20,000 decreases from 28% in 2000 to 15.03% in 2017.
(<https://www.socialexplorer.com/a9676d974c/explore>)

Third argument- **demographics**- Demographics have changed in the past 25 years, we have gone through the transition of Hispanics and blacks to primarily white.

According to social explorer within 1-mile radius of the area of Atlantic Yards, there is a population of 15,934 people from which 52 % are white.

(<https://www.socialexplorer.com/a9676d974c/explore>)

Hispanic in the community has decreased from 24.96% in 2000 to 20.94% in 2016.

(<https://www.socialexplorer.com/a9676d974c/explore>)

- a. **Social status**- The median household income has increased to \$72,026.15 as 2013, when in 1999 it was \$44,226.15. The income has increased up to a twice as much the gaining of its original value. (<https://www.census.gov/censusexplorer/censusexplorer.html>)
- i. **Education**- Education has changed in the community because newcomers are more educated. According to census explorer, in 2000 there were a total of 83.93% with high school education, there was 47.43% with bachelors or more, and there were 20.25 with a master or more. In 2013 numbers changes, there was

88.98% with high school degrees, there was 58.73% with a bachelor and a 25.3% with a master or more.

(<https://www.census.gov/censusexplorer/censusexplorer.html>)

Scholarships - Barclays center has reached out to different schools through the Brooklyn Nets Foundation. They have a Net Educators Mini Grant program only 20 middle school teachers receive \$1,000 grants for their in class programming. Unused tickets are used to deserving students. It is a way to keep students motivated to continue their program participation and keeping up their grades. (<https://nathanweiserbarclayscenter.wordpress.com/2015/03/12/hello-world/>)

ii. **Jobs**

According to the demographics in Social explorer from 2010 to 2017 jobs have actually increased significantly. This is expected because with the Barclays center being built a lot of retail businesses, public and private businesses would want to draw near to the crowd that has been brought by the establishment.

(<https://www.socialexplorer.com/a9676d974c/explore>)

According to social explorer, in 2016 within 1 miles radius of the Barclays Center 56.43% of the population is working on private sector and 13.38% are working on public sector. (<https://www.socialexplorer.com/a9676d974c/explore>)

B. Displacement

i. Voluntary or involuntary displacement (race as well) how do you measure these things?

From articles from the Brooklyn Collection, 44 families was evicted during the planning construction of the Barclays Center. People has been evicted with a 30 days or less notice. Those people have lived there for decades and ended up without a place to live, there wasn't nothing around that they can't afford. Another article talked about voluntary displacement and how many people sold their businesses and homes because they saw the economic benefits that the Barclay Center brought to the neighborhood.

Conclusion

The transformation process of the Atlantic Yards was done because the property wasn't very "useful." From the reconstruction or rehabilitation of the Atlantic Yards of the high-rise buildings to the pre-existing ones, it provoked an increase in rent and/or housing cost in these area. This causes local residents to leave the neighborhood and to be located in more comfortable places to their economic affordability. What produces this change in the Atlantic Yards is that it

ends up being occupied by social classes with greater economic affordability that allows them to face these new costs. These changes arise mainly in cities with significant potential in tourism and economic position.

Open ended question:

Do you think the people in the area of Atlantic Yards has a right to housing?

Do you think gentrification will have an end?

How do you see the positive sides of gentrification when you are being affected by it?

What are some ways you believe that you can aide those who are being involuntarily displaced from their community?

Links

<https://ny.curbed.com/maps/charting-the-changes-happening-around-the-barclays-center>

<https://esd.ny.gov/atlantic-yards-community-development-corporation-1>

https://www.nytimes.com/2014/06/27/nyregion/plan-expedited-for-affordable-units-at-atlantic-yards-near-downtown-brooklyn.html?ref=nyregion&_r=0

<https://www.cityrealty.com/nyc/market-insight/features/future-nyc/brodsky-tf-cornerstone-develop-1000-apartments-pacific-park-brooklyn/22901>

<https://www.nytimes.com/2012/09/23/nyregion/with-barclays-center-arena-set-to-open-brooklyn-braces-for-the-storm.html>

<https://nathanweiserbarclayscenter.wordpress.com/2015/03/12/hello-world/>

<https://atlanticyardsreport.blogspot.com/2012/10/how-bad-are-barclays-center-community.html>

<https://nextcity.org/daily/entry/brooklyn-development-atlantic-yards-name-change-pacific-park-brooklyn>

<https://www.thirteen.org/metrofocus/2011/07/timeline-atlantic-yards-grows-slows-in-brooklyn/>

<https://citylimits.org/2014/07/03/behind-atlantic-yards-housing-deal-some-big-shifts/>

<https://www.sociaexplorer.com/a9676d974c/explore>

Places to look

NY times real estate page(average rental in the past and today)