

DRAFT – ASSIGNMENT A: FIELDSITE OBSERVATION SURVEY

Activity Title:	PART A: FIELDSITE OBSERVATION Gentrification in Brooklyn: A study of the change, revitalization, and/or systems of hegemony, and oppression? A look at the Fulton Street Mall
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Field site collection of data – a survey of the Fulton Mall area

1. What is Gentrification? (Possible) Assigned readings before our visit:
Shaw, Kate (2008). Gentrification: what it is, why it is, and what can be done about it. *Geography Compass* 2 (5), pp. 1697–1728

Shepard, Benjamin (2013) The Battle of Brooklyn: World City and Space of Neighborhoods. *Theory in Action* 6 (2), pp. 15-51

Selected chapter from:
Woo, R., TenHoor, M., & Rich, D. (2010). *Street Value: Shopping, Planning, and Politics at Fulton Mall*. Princeton, New Jersey, USA: Princeton Architectural Press.
2. As we visit the area think about how does gentrification impact the people who use the Fulton Mall area?
3. We will be surveying and mapping the area, but as we do, think about possible research topics you might do for your group poster presentation projects: 1) gendered spheres, 2) identity, 3) cultural expressions, 4) Nature/nurture debate.
4. Task for the day – documenting the area. You will work in small groups of 2-3 each, and each group will focus on one pre-assigned block:
 - a. Draw a map of one city block. (Can also use map calculator tools such as: <http://www.daftlogic.com/projects-google-maps-area-calculator-tool.htm>), but I would like in indication of the types of stores and establishments on each block. These can be rough sketches.
 - b. Pick one or two different retail establishments on that block and see if you can gather the following information:

- i. Briefly Describe the store:
 - 1. Name
 - 2. Type of store
- ii. Economics:
 - 1. Can we assess the price range of the shop(s) you picked? What is the average cost (Expensive, Moderate, inexpensive)?
 - 2. Can we assess the real estate prices of area? (This might entail some Internet work). What does it cost to rent property in the area? What is the cost to buy property in the area?
- iii. Micro-Cultural: What type of customer would frequent the shop that you picked? (Observe the customers that are in the shop)
 - 1. Gender:
 - 2. Age range:
 - 3. Typical socio economic Class:
 - 4. Typical Ethnic Background:
- iv. Gender:
 - 1. (Gendered spheres) Observe how men and women use the Fulton Mall area. Are there identifiable gendered spaces? Do women tend to shop at different types of stores than men? Document the stores or areas that seem to be associated more with women or men. Describe and name the place:
 - 2. (Identity) Observe the ways people construct a sense of identity perhaps through hairstyle, clothing, or discourse. Can you think of ways men or women construct and/or present their identity? Describe and document the ways identity are presented in the Fulton Mall area. Describe how men present themselves compared to women?

3. (Cultural Expressions) Peoples understanding of self or gender roles might be informed by “consumption”. In what way do people gain an understanding of gender through images or media depicted in the Fulton Mall area? How is gender being “marketed” to the consumer? Describe any billboards, magazines, music, or advertisements. Describe a store window display.
4. (Nature/Nurture) In what way can one “learn” gender from the environment in which he/she is raised? How is gender taught through products targeted for boys or girls? For example, look at a toy store to describe the types of toys sold to boys compared to girls. Or look at children’s clothing to see what makes for a “girl’s” shirt compared to a “boy’s” shirt? Pay attention to colors, patterns, symbols, and images.

v. Would you personally shop at this establishment? Why/why not?

5. Post field visit focus questions in the classroom following the field site visit:
 - a. In what way do you think the Fulton Mall area is changing?
 - b. Who might benefit from the current changes?
 - c. Who might not benefit from the current changes?
 - d. How do you think the changes to the area might impact long-term residents in the area?
 - e. Could you identify gendered spheres? Gender Identity? How is gender marketed? How can one learn gender through consumption and advertisements?

Bibliography related to Gentrification:

Beauregard, Robert (1986) The chaos and complexity of gentrification. In: Smith, N. and Williams, P. (eds) *Gentrification of the city*. USA: Allen and Unwin.

Bridge, G. (eds) *Gentrification in a Global Context: the new urban colonialism*. London: Routledge.

Clark, Eric (2005). The order and simplicity of gentrification – a political challenge. In: Atkinson, R. and Bridge, G. (eds) *Gentrification in a global context: the new urban colonialism*. London: Routledge.

Caulfield, Jon (1994). *City form and everyday life, Toronto's gentrification and critical social practice*. Canada: University of Toronto Press (Chapter 5: Everyday life, inner-city resettlement, and critical social practice).

Davidson, Mark and Lees, Loretta (2005). New-build gentrification and London's riverside renaissance. *Environment and Planning A* 37 (7), pp. 1165–1190.

Freeman, Lance and Braconi, Frank (2002). Gentrification and displacement. *The Urban Prospect* 8 (1), pp. 1–4.

Hackworth, Jason and Smith, Neil (2001). The changing state of gentrification. *Tijdschrift voor Economische en Sociale Geografie* 94 (4), pp. 464–477.

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Lees, Loretta (2000). A reappraisal of gentrification: towards a 'geography of gentrification'. *Progress in Human Geography* 18 (2), pp. 137–150.

Lees, Loretta (2003b). Super-gentrification: the case of Brooklyn Heights, New York City. *Urban Studies* 40 (12), pp. 2487–2509.

Ley, David (1994). Gentrification and the politics of the new middle class. *Environment and Planning D, Society and Space* 12, pp. 53–74.

Ley, David and Dobson, Cory (2008). Are there limits to gentrification? The contexts of impeded gentrification in Vancouver. *Urban Studies* 45 (12), pp. 2471–2498.

Rose, Damaris (1996). Economic restructuring and the diversification of gentrification in the 1980s: a view from a marginal metropolis. In: Caulfield, J. and Peake, L. (eds) *City lives and city forms: critical research and Canadian urbanism*. Toronto: University of Toronto Press.

Rose, Damaris (1984) Rethinking gentrification: beyond the uneven development of

marxist urban theory. *Environment and Planning D: Society and Space* 1, pp. 47–74.

Shaw, Kate (2005a). Local limits to gentrification: implications for a new urban policy. In: Atkinson, R. and Bridge, G. (eds) *Gentrification in a global context: the new urban colonialism*. London: Routledge.

Shaw, Kate (2008). Gentrification: what it is, why it is, and what can be done about it. *Geography Compass* 2 (5), pp. 1697–1728.

Shaw, Kate (2008). Commentary: is there hope for policy? *Urban Studies* 45 (12), pp. 2637–2642.

Shepard, Benjamin (2013) The Battle of Brooklyn: World City and Space of Neighborhoods. *Theory in Action* 6 (2), pp. 15-51

Slater, Tom (2006). The eviction of critical perspectives from gentrification research. *International Journal of Urban and Regional Research* 30 (4), pp. 737–757.

Smith, Neil (1982). Gentrification and uneven development. *Economic Geography* 58 (1), pp. 39–55.

Smith, Neil (1992). New city, new frontier: the Lower East Side as wild, wild west. In: Sorkin, M. (ed.) *Variations on a theme park*. USA: The Noonday Press.

Smith, Neil (1996). *The New Urban Frontier: gentrification and the revanchist city*. London: Routledge (Chapter 2: Is gentrification a dirty word?).

Smith, Neil (2002). New globalism, new urbanism: gentrification as global urban strategy. *Antipode* 3, pp. 427–450.

Smith, Neil and LeFaivre, Michelle (1984). A class analysis of gentrification. In: London, B. and Palen, J.J. (eds) *Gentrification, displacement and neighbourhood revitalisation*. New York: State University of New York Press.

Smith, Neil (1987). Of yuppies and housing: gentrification, social restructuring, and the urban dream, *Environment and Planning D: Society and Space* 5, pp. 151–172.

Ley, David (2003). Artists, aestheticisation and the field of gentrification. *Urban Studies* 40 (12), pp. 2527–2544.

Ley, David (1996). *The New Middle Class and the remaking of the central city*. UK: Oxford University Press (Chapter 2: The changing inner-city housing market).

Van Criekingen, Mathieu and Decroly, Jean-Michel (2003). Revisiting the diversity of gentrification: neighbourhood renewal processes in Brussels and Montreal. *Urban Studies* 40 (12), pp. 2451–2468.

Vicario, Lorenzo and Martinez Monje, P. Manuel (2005) Another 'Guggenheim effect'? Central city projects and gentrification in Bilbao. In: Atkinson, R. and Bridge, G. (eds) *Gentrification in a Global Context: the new urban colonialism*. London: Routledge

Walks, Alan and August, Martine (2008). The factors inhibiting gentrification in areas with little non-market housing: policy lessons from the Toronto experience. *Urban Studies* 45 (12), pp. 2594–2625.

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Woo, R., TenHoor, M., & Rich, D. (2010). *Street Value: Shopping, Planning, and Politics at Fulton Mall*. Princeton, New Jersey, USA: Princeton Architectural Press.

Zukin, Sharon (1989). *Loft living*. NJ: Rutgers University Press (Chapter 1: Living lofts as terrain and market).

GENTRIFICATION AND GENDER:

Bondi, Liz (1999) Gender, class, gentrification: enriching the debate. [Environment & planning D, society & space](#), 1999 June, v.17, n.3, p.261-282, graphs, charts, maps

Butler, Tim and Chris Hamnett (1994) Gentrification, class, and gender: Some comments on Warde's gentrification as consumption [Environment & Planning D: Society & Space](#). 1994, Vol. 12 Issue 4, p477. 17p. 3 Charts.

Author's Abstract: Questions A. Warde's argument that **gentrification** in Great Britain is primarily an issue of **gender**. Importance of class and **gender** in understanding **gentrification**; **Gentrification** in the middle class; Mobility and class formation within the middle class.

Cahill, Caitlin (2006) "At Risk"? The Fed Up Honeys Re-Present the Gentrification of the Lower East Side. [Women's Studies Quarterly](#); Spring/Summer 2006, Vol. 34 Issue 1/2, p334-363, 30p

Author's Abstract: Part of a special issue on the global and the intimate. The writer discusses the participatory action research project, "Makes Me Mad: Stereotypes of Young Urban Womyn of Color," in which six women researchers explore the relationship between the disinvestment and **gentrification** of their Lower East Side New York City neighborhood, public representations, and their self-understanding. She outlines the downscaling of state responsibilities for social reproduction in order to grasp how social problems at the intersection of race, class, and **gender** are defined and surround real and hypothetical bodies to reveal the pressures imposed on young women and their families by economic restructuring at the urban scale. She considers the project's

potential for challenging the inevitability of processes of global capitalism.

Fuentes-Mayorga, Norma (2011) Sorting Black and Brown Latino Service workers in gentrifying New York neighborhoods. [Latino Studies](#). 2011, Vol. 9 Issue 1, p106-125. 20p.

Author's Abstract: Ethnography, qualitative interviews and census data document a new process of spatial and racial exclusion among Brown and Black Latino workers in New York's service sector. Unlike manufacturing, many service workers directly interact with customers, and therefore employers use race, **gender** and immigrant status to position workers in front or back stage jobs; depending on their interaction with mainstream clientele. The sorting of workers is a largely hidden process outside the reach of labor regulations. Racialization of workers is more evident in minority neighborhoods undergoing rapid **gentrification**, as owners import their labor force and clientele from outside the neighborhood. [ABSTRACT FROM AUTHOR]

Kern, Leslie (2013) All Aboard? Women Working the spaces of gentrification in Toronto's Junction [Gender, Place & Culture: A Journal of Feminist Geography](#). Jun2013, Vol. 20 Issue 4, p510-527. 18p

Author's Abstract: Despite early attention being paid to the connections amongst '**gender**, work and **gentrification**' in the urban geography literature, there have been few attempts to examine the experiences of women as workers in gentrifying neighbourhoods. This gap leaves open critical questions about the nature of the links between the production of gendered work practices and the production of gentrified urban landscapes. In this article, I explore how women working in a variety of differently precarious situations – as struggling small business owners, self-employed workers and part-time workers – manage the tensions and contradictions of struggling for economic survival while attempting to support community-building efforts and social reproduction needs in a gentrifying area. Using data drawn from interviews and urban ethnographic methods in Toronto's 'Junction' neighbourhood, I argue that precarious conditions of work in the context of **gentrification** engender a variety of diverse economic and social practices – developed through immaterial and affective labour – that, in turn, produce particular, and often contradictory, social and economic landscapes of **gentrification**. I will explore the ways in which gendered vulnerabilities and insecurities are ironically produced, in part, by the feminized consumption landscape, which primes neighbourhoods for widespread **gentrification**. Through examining these dynamics, we can begin to theorize the structural production of precarity, and in particular, gendered precarity, through urban processes such as **gentrification**. [ABSTRACT FROM PUBLISHER]

Kern, Leslie (2007) Reshaping the Boundaries of Public and Private Life: Gender, condominium development, and the neoliberalization of urban living. [Urban Geography](#); 2007, Vol. 28 Issue 7, p657-681, 25p

Author's Abstract: A study was conducted to explore the phenomenon of new-build **gentrification** in Toronto, Canada, in terms of the recontouring of gendered boundaries of public and private urban life. Data were gathered through interviews with 21 women condominium owners to explore the meanings of condominium ownership and city living. Findings suggested that condominium living generates a shift in the way that public and private spaces are understood and experienced and that this shift has contradictory implications for the reshaping of urban **gender** relations. Findings indicated that the "emancipation" of women through condominium ownership must be viewed against an increasing neoliberalization of urban life where values of privacy, autonomy, and consumption are forming the basis for a new model of urban citizenship. Findings are discussed in detail.