

# HOUSING THE BAY

@ULISF  
#HousingTheBay



# Walking the Tightrope: Development without Displacement

- **Calvin Gladney**, President and CEO, Smart Growth America (Moderator)
- **Gloria Bruce**, Executive Director, East Bay Housing Organizations (EBHO)
- **Karen Chapple**, Professor of City and Regional Planning, UC Berkeley, Urban Displacement Project
- **Lydia Tan**, Managing Director, Real Estate, Oakland Athletics

GENTRIFICATION  
IS  
RACISM



Urban Land Institute San Francisco  
Housing the Bay Summit  
May 10, 2019 San Francisco, California

Presentation by Calvin Gladney, @SmartGrowthCEO

*How did we get here?*



# Smart Growth America

## North Star

"We envision a country  
where no matter where you live,  
or who you are,  
you can enjoy living in a place  
that is  
healthy, prosperous, and resilient."

A high-contrast, black and white image of Keanu Reeves as Neo from the movie The Matrix. He is wearing his signature black sunglasses and a black leather jacket, looking directly at the camera with a serious expression.

## Displacement Reality Check

**"This is your last chance ... After this, there is no turning back.  
You take the blue pill - the story ends, you wake up in your bed,  
and believe whatever you want to believe.**

**You take the red pill, ...  
you stay in Wonderland,  
and I show you,**

**how deep the rabbit-hole goes."**

**~ Morpheus' Warning To Neo (From The Film: "The Matrix") ~**



# *Who's to blame?*



# Developers











# West Oakland

# *Developers*



# *Opportunity Zones*





LOCUS

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# NATIONAL OPPORTUNITY ZONES RANKING REPORT

By: Christopher A. Coes & Tracy Hadden Loh  
December 2018

Center for Real Estate  
and Urban Analysis  
THE GEORGE WASHINGTON UNIVERSITY

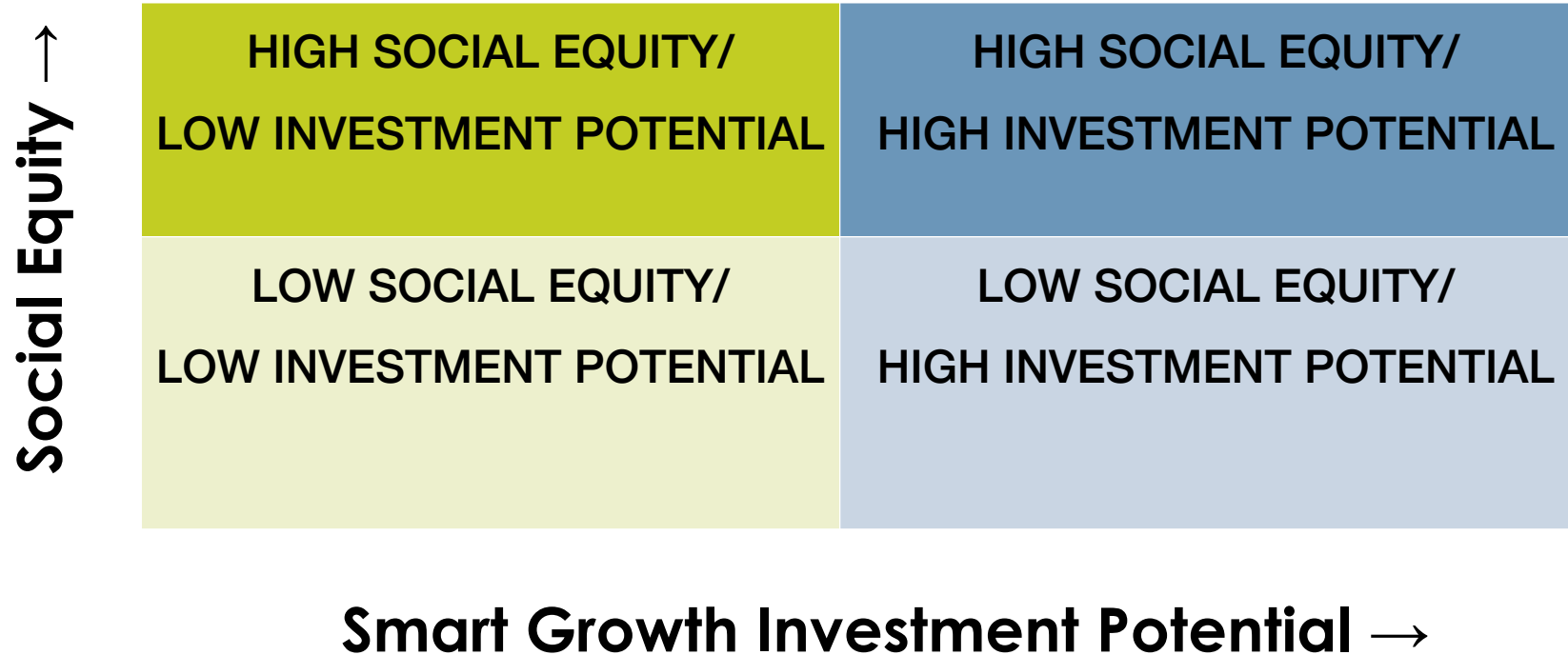
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Smart Growth America  
Improving lives by improving communities

In Collaboration with SPARCC

# Opportunity Zones Ranked by Social Equity and Smart Growth Investment Potential







**Less than 2%**  
**of Opportunity**  
**Zones Are**  
**At Risk of**  
**Increased**  
**Displacement**





*How Did We Get Here?*





## LOOK At These Homes NOW!

An entire block ruined by negro invasion. Every house marked "X" now occupied by negroes. ACTUAL PHOTOGRAPH OF 4300 WEST BELLE PLACE.

SAVE YOUR HOME! VOTE FOR SEGREGATION!

# Single Family Zoning



This editorial cartoon endorsed the increased use of zoning to stop “the blight bug” and protect residential communities. The zoning was misused to bar non-white residents from moving into most neighborhoods in urban areas.

*Source: St. Louis Post-Dispatch*





- **Milpitas**
- **Santa Clara**
- **Mountain View**

- **Re-**
- Zoning**
- **Sewer**
- Fees**
- **Unions**



# *Public Housing*

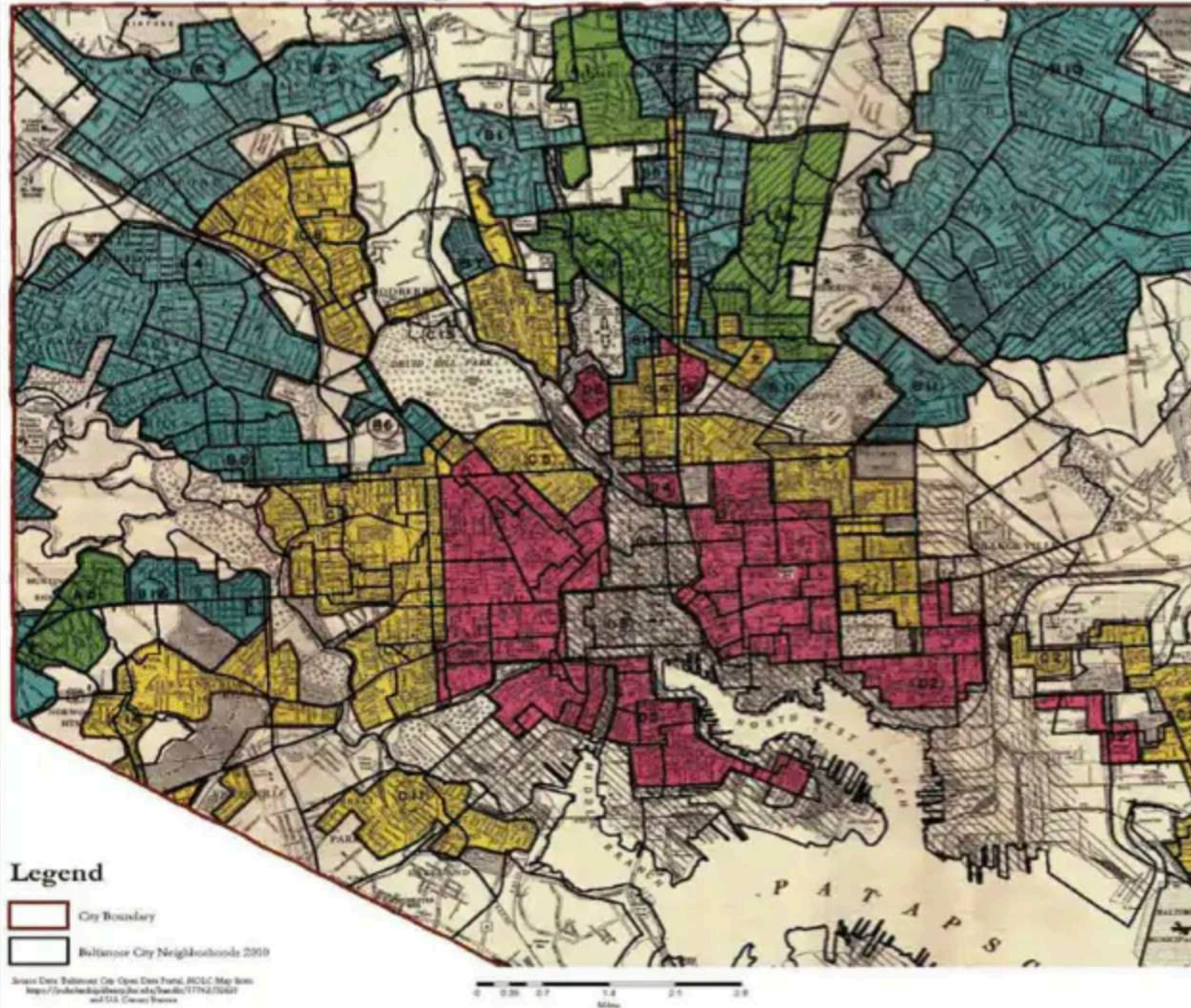




# Public Housing



Home Owner's Loan Corporation (HOLC) 1937 Map  
with Overlay of Neighborhoods in the City of Baltimore, Maryland



# Mortgage Insurance



# *Transportation Decisions*

**OVERTOWN  
NEIGHBORHOOD  
Miami, Florida**



# **Precedents and Other Causes of Displacement**

- Anti-Integration and Pro-Segregation Zoning Policy
- Federal Public Housing Rules
- Mortgage Insurance Rules & Local Real Estate Agent Bias
- Federal and Local Transportation Investments
- **Non-Profits**
- **Philanthropy**
- **Local Government Policymakers**

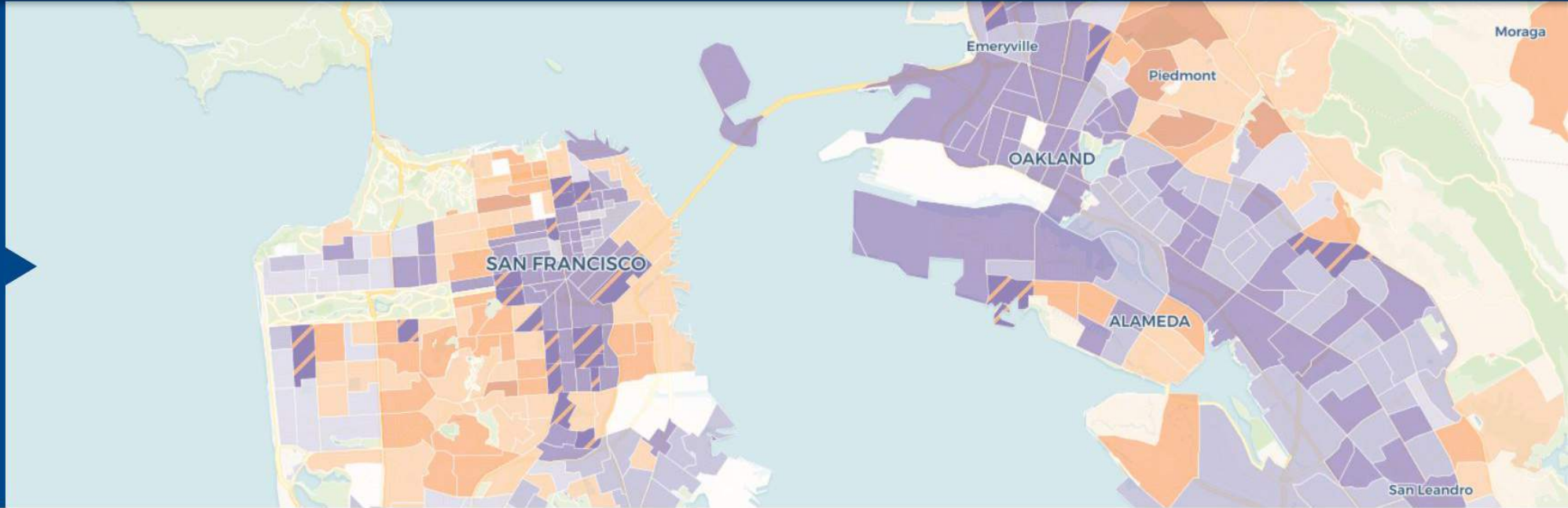




# Development without Displacement

Karen Chapple  
Professor of City & Regional Planning  
University of California, Berkeley



**NEW YORK****PORTLAND****SOUTHERN CALIFORNIA****SAN FRANCISCO BAY AREA**

## WHAT IS THE NATURE OF GENTRIFICATION AND DISPLACEMENT IN AMERICAN CITIES?

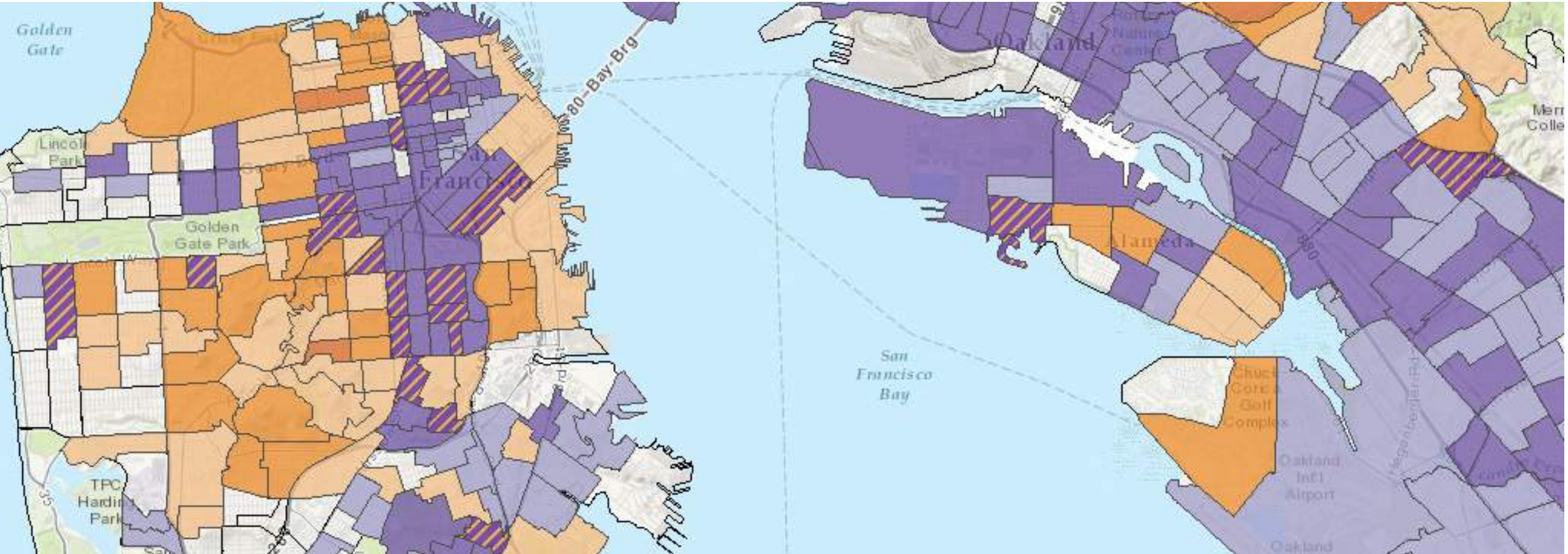
### Gentrification and displacement:

- Residential
- Commercial
- Industrial

<http://www.urbandisplacement.org>

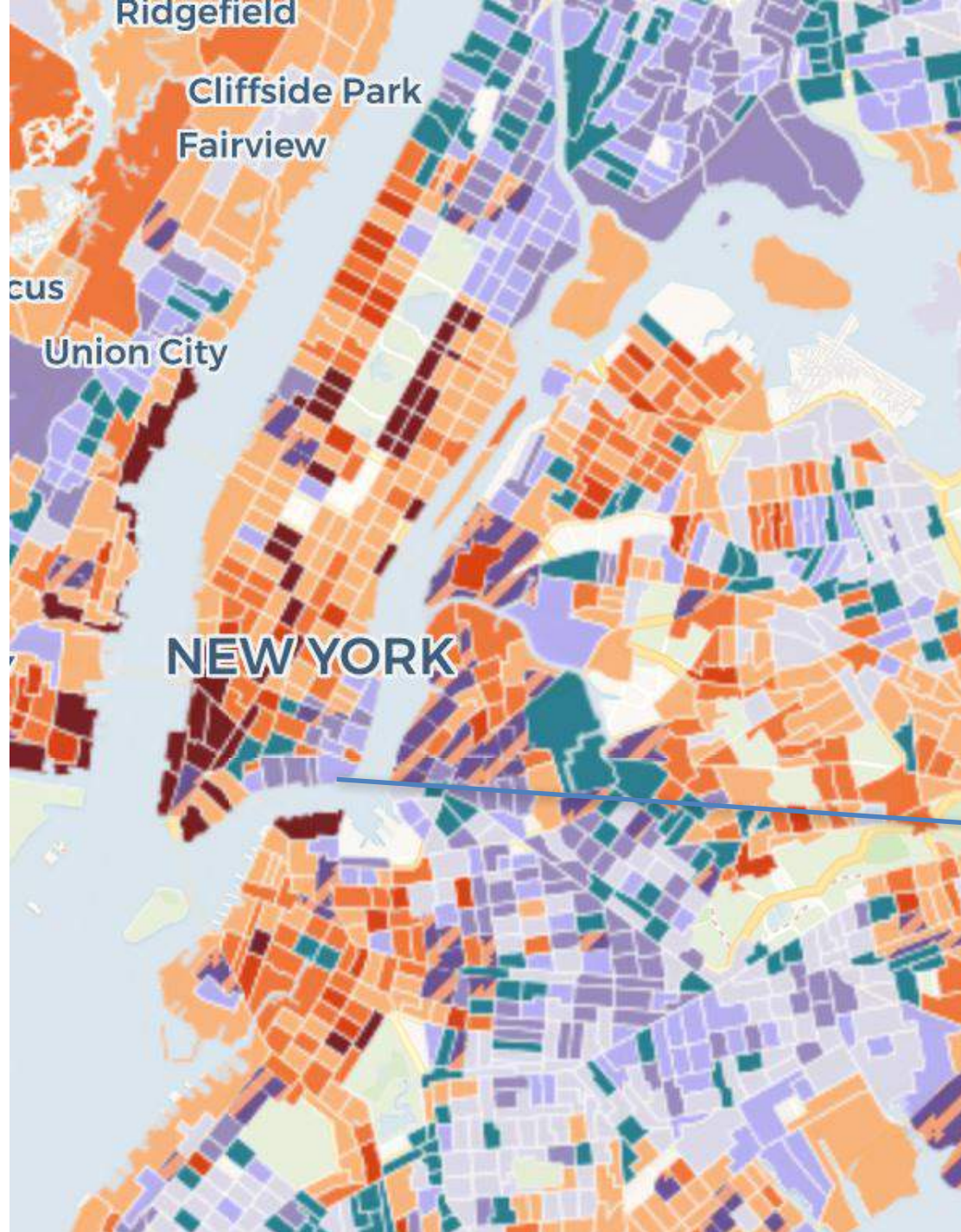
# Gentrification typology maps (1990 – 2015)

- Purple = Low-income
- Orange = Moderate/High-income



[urbandisplacement.org](http://urbandisplacement.org)



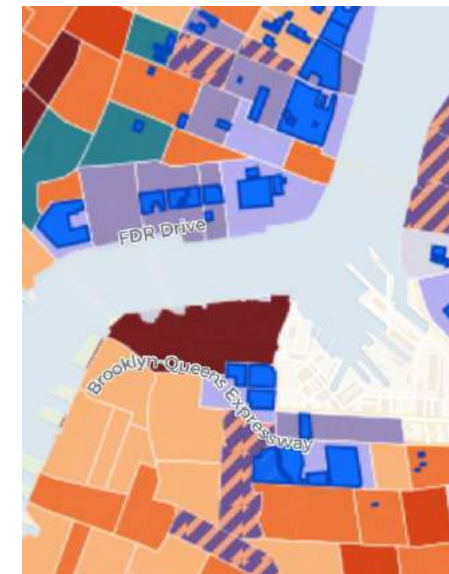


#### LOWER INCOME (LI) TRACTS

- LI - NOT LOSING LI HOUSEHOLDS
- LI - DISPLACEMENT OF LI HOUSEHOLDS
- LI - AT RISK OF GENTRIFICATION
- LI - ONGOING GENTRIFICATION

#### MODERATE TO HIGH INCOME (MHI) AND VERY HIGH INCOME (VHI) TRACTS

- MHI - ADVANCED GENTRIFICATION
- MHI - STABLE EXCLUSION
- MHI - ONGOING EXCLUSION
- MHI - PERSISTENT EXCLUSION
- VHI - SUPER GENTRIFICATION OR EXCLUSION



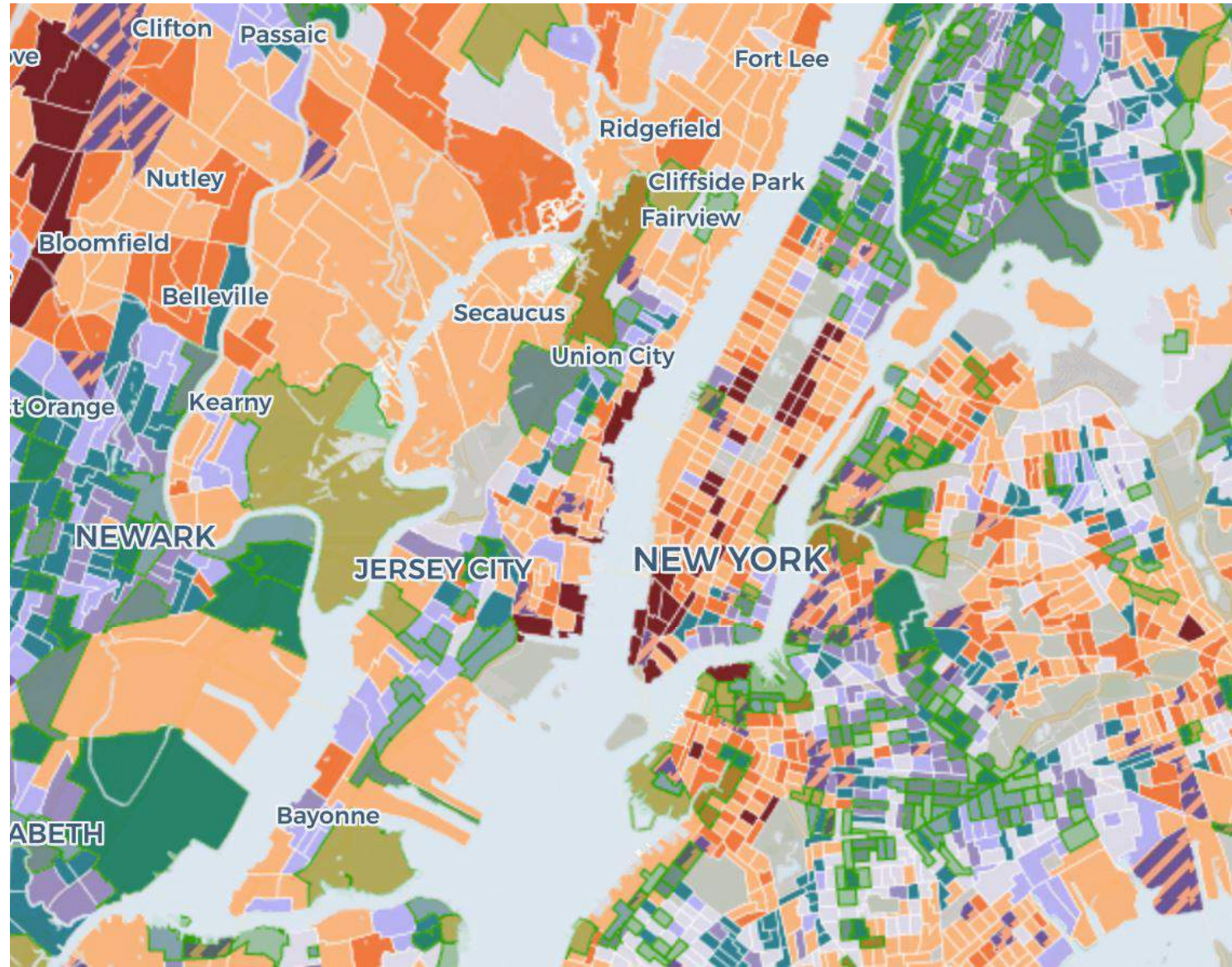


# Examining Opportunity Zones

515 census tracts designated as Opportunity Zones

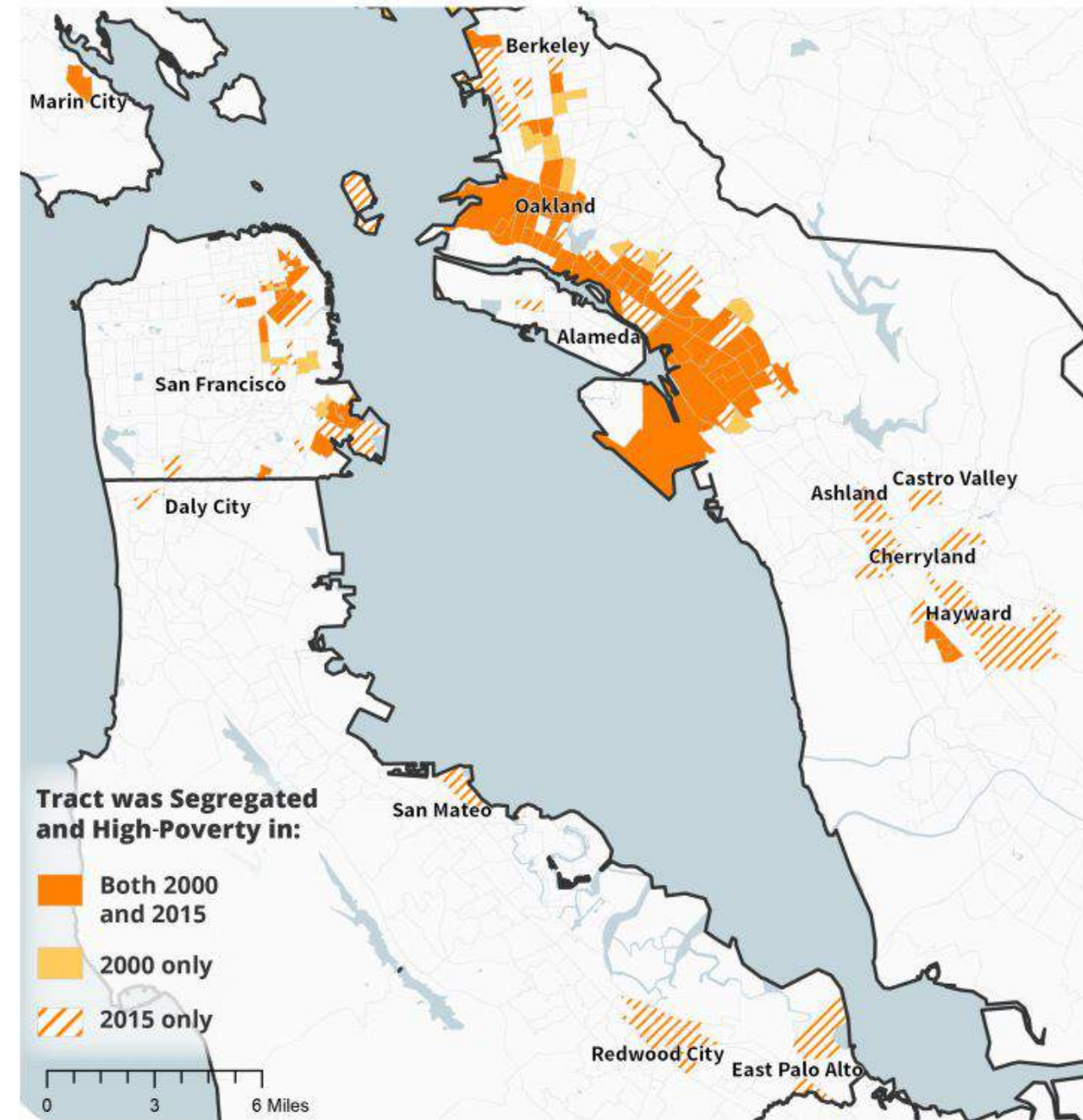
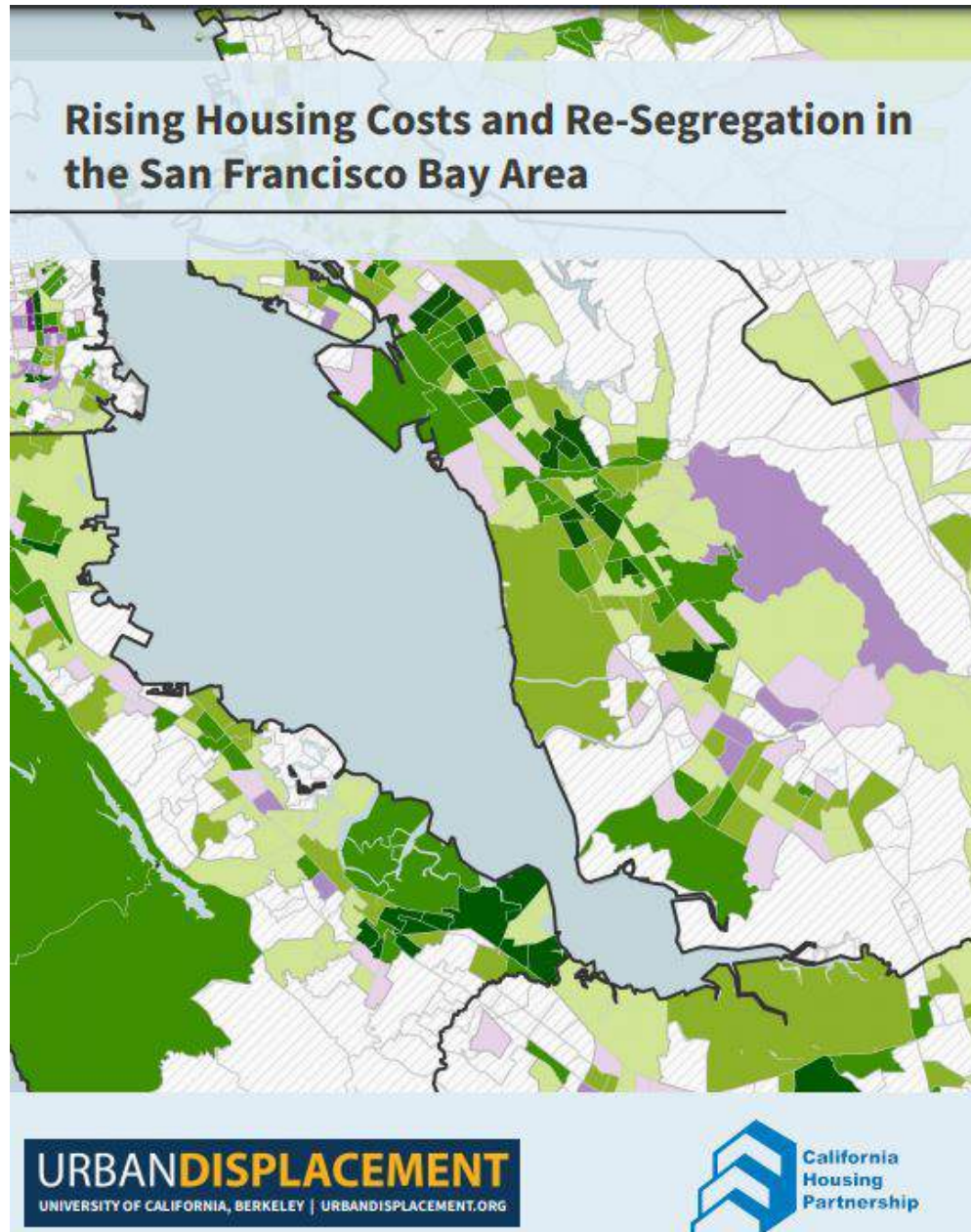
- 23% in gentrifying neighborhoods
- 30% are in areas susceptible to gentrification and/or displacement

*In the SF Bay Area, 80% of OZs are in gentrifying or vulnerable areas*





**Map 10.** Changing Landscape of Segregation and Poverty in San Francisco, the Peninsula, and Alameda County



## Housing Production, Filtering and Displacement: Untangling the Relationships

Miriam Zuk  
Karen Chapple



## How does new housing supply filter down?

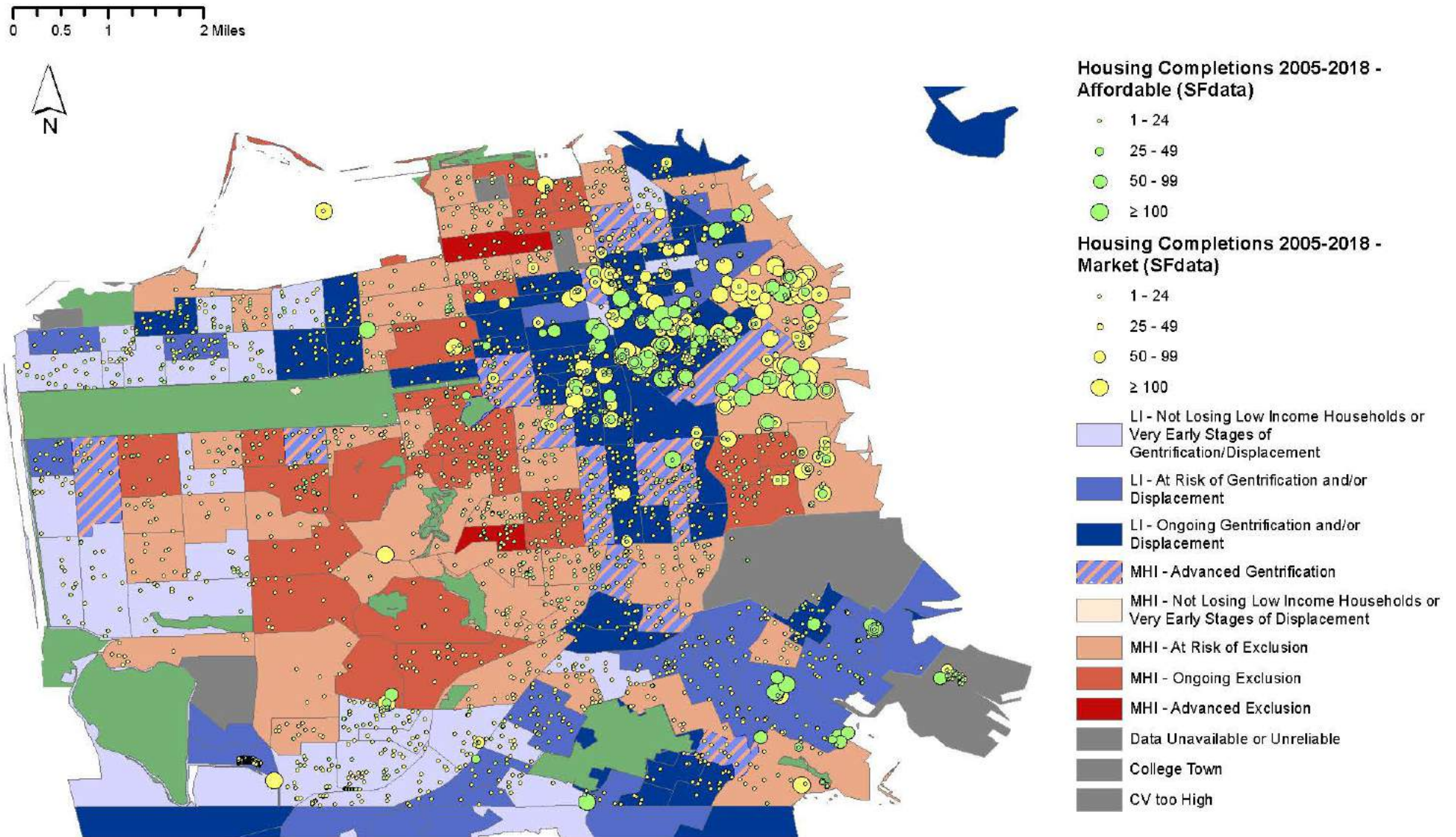
- 1.5% of market-rate units filter per year, but rents decline only 0.3% (Rosenthal 2014)
- If units built for median income households:
  - 15 years to filter down to households @80% of median
  - 50 years to filter down to households @50% of median
- In the short term, market-rate development brings higher rents





**Subsidized housing is twice as effective as market-rate at stemming displacement (but requires more subsidies!)**

# Housing Production and Neighborhood Change in SF







*Available for FREE  
download at  
[www.mitpress.edu](http://www.mitpress.edu)*

Karen Chapple and Anastasia Loukaitou-Sideris

**TRANSIT-ORIENTED  
DISPLACEMENT OR  
COMMUNITY DIVIDENDS?**

Understanding the Effects  
of Smarter Growth on  
Communities

STAY BEHIND



# HOUSING THE BAY

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