GENTRIFICATION
DMV-STYLE

Causes, Consequences, and Equitable Growth Strategies

Derek Hyra, Director
Advancing a “DC School” of Knowledge
Understanding the DC Regional Economy

ROADMAP RESEARCH TEAM
Center for Regional Analysis, George Mason University
Inforum, University of Maryland
Metropolitan Policy Center, American University

www.2030roadmap.com
Understanding the Region’s Neighborhoods

THE DC AREA SURVEY

METROPOLITAN NEIGHBORHOOD CHANGE

Metropolitan Policy Center | School of Public Affairs
Four Takeaways

• Gentrification is an *urban* and *suburban* phenomenon

• Urban and suburban redevelopment are *connected*, and *driven* by *multiple* *dynamics*

• Processes of *political* and *cultural* displacement are *linked*

• Mitigating *residential*, *commercial*, *political*, and *cultural* displacement is important for equitable growth
Gentrification
Drivers of Gentrification

- Back-to-the-city movement
- Government spending
- Job growth
- Central business district expansion
- Reductions in crime
- Historically low interest rates

TOTAL = $1,235.9 Billion

Source: US Census, Consolidated Federal Funds Report and USAspending.gov
15 Largest Job Markets

Source: Bureau of Labor Statistics (Not Seasonally Adjusted), GMU Center for Regional Analysis
### Beltway Firm Expansion

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Lockheed Martin</td>
<td>32.0</td>
<td>42.4</td>
<td>Bethesda, MD</td>
<td>75</td>
</tr>
<tr>
<td>Boeing</td>
<td>20.4</td>
<td>21.6</td>
<td>Fairfax, VA</td>
<td>70</td>
</tr>
<tr>
<td>General Dynamics</td>
<td>12.0</td>
<td>19.4</td>
<td>Northern VA</td>
<td>40</td>
</tr>
<tr>
<td>Northrop Grumman</td>
<td>16.9</td>
<td>15.0</td>
<td>Bethesda, MD</td>
<td>27</td>
</tr>
<tr>
<td>Raytheon</td>
<td>9.6</td>
<td>14.8</td>
<td>Falls Church, VA</td>
<td>80</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>91.0</strong></td>
<td><strong>113.2</strong></td>
<td></td>
<td><strong>292</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Consulting Firms</th>
<th>≈2005 Revenue (in billions)</th>
<th>≈2012 Revenue (in billions)</th>
<th>DC Metro Locations</th>
<th>Worldwide Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>PriceWaterhouseCooper</td>
<td>$20.3</td>
<td>31.5 (12)</td>
<td>VA, DC</td>
<td>149</td>
</tr>
<tr>
<td>McKinsey &amp; Company</td>
<td>3.8</td>
<td>7.0 (11)</td>
<td>DC</td>
<td>102</td>
</tr>
<tr>
<td>Booz Allen Hamilton</td>
<td>3.6</td>
<td>6.2</td>
<td>McLean, VA</td>
<td>47</td>
</tr>
<tr>
<td>SRA International</td>
<td>0.882</td>
<td>1.7 (10)</td>
<td>Fairfax, VA</td>
<td>1</td>
</tr>
<tr>
<td>FTI Consulting, Inc.</td>
<td>0.427</td>
<td>1.6 (11)</td>
<td>McLean, VA</td>
<td>24</td>
</tr>
<tr>
<td>ICF International</td>
<td>0.331 (06)</td>
<td>0.937 (12)</td>
<td>Fairfax, VA</td>
<td>17</td>
</tr>
<tr>
<td>Gallup Consulting</td>
<td>0.220</td>
<td>0.300 (08)</td>
<td>DC</td>
<td>40</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>29.6</strong></td>
<td><strong>49.2</strong></td>
<td></td>
<td><strong>380</strong></td>
</tr>
</tbody>
</table>
Central City Expansion

DC Population Change, 2000 to 2010

Population Change per CensusTract
- Population Loss
- Population Gain (Up to 25%)
- Population Gain (25% - 50%)
- Population Gain (Over 50%)

No Data
Downtown
Shaw/U Street Boundary

0 1 2 Miles
Gentrification Gone Wild

1990s

2000s

Source: Governing Magazine 2015
The Changing Geography of Poverty
Race & Poverty in the DMV

One dot represents 20 people with income below the poverty line.
- White
- Black
- Hispanic
- Asian/Pacific Islander

Source: Metrodata.com
Gentrification in the City
Shaw/U Street
Political Displacement

Geovani, Bates Street Neighborhood Association President

“You look at the city that was historically a Black city run by Blacks. Now you look at the Black population and the projections are that the District will look more like California by the end of 10 years, where there will be more ethnicities [and]...it will be multiracial. So I think that they [Black native Washingtonians] are like, ‘Oh my God, we used to run the city.’”
Cultural Displacement
DC Bike Lanes in the 1990s and 2000s
Who Bikes?
Cultural Displacement

Dominic Moulden, a longtime Shaw community organizer

“Don’t tell me that you moved to this neighborhood because you wanted diversity. No, you moved here because you realized you got the numbers to change the culture.”
Diversity Segregation
Gentrification in the Suburbs

Alexandria and Wheaton

In collaboration with Willow Lung-Amam

The Right to the Suburbs
The City of Alexandria
The Rezoning Plan
The Beauregard Small Area Redevelopment Plan

Context
New landowner in 2005, JBG

70% people of color – mainly African American and Hispanic

Plan
Rezoning in exchange for long-term affordability

Demolish 2,400 affordable, market-rate units and preserve 800 (net loss of 1,600 units)

Upgrades to market rate housing stock, parks, sewer and transportation
Beauregard Plan Protest

- Don't rezone without saving our homes!
- Don't rezone without saving our homes!
- 2500 families
- Don't let JBG destroy our homes!
## Diversifying Wheaton

<table>
<thead>
<tr>
<th></th>
<th>1990</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>61%</td>
<td>26%</td>
</tr>
<tr>
<td>Black/African</td>
<td>15%</td>
<td>18%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>13%</td>
<td>42%</td>
</tr>
<tr>
<td>Asian</td>
<td>10%</td>
<td>12%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: Census
County-led Redevelopment in Wheaton

Redevelopment opportunities

- Sites with current plans for residential development
- County’s revitalization initiative sites
- Owners have expressed interest in redevelopment
- Other potential redevelopments (single ownership)
Development Takes Hold
The Future for Small Businesses?

Source: Thomas Leonard

Source: Metropolitan Policy Center | School of Public Affairs
The Coalition for Fair Redevelopment
Equitable Growth Strategies

*Prevent residential displacement*
- Promote mixed-income housing
- Preserve viable subsidized housing

*Minimize political displacement*
- Preserve political representation for long-term residents
- Build neutral spaces/organizations of commonality

*Minimize cultural displacement and tension*
- Historic preservation (community driven)
- Preserve mom and pop businesses
Inclusive Growth