USC/SCAG Demographic Workshop - June 2016

Urban Revitalization and Gentrification panel
Jan Lin, Occidental College

Locating Northeast LA
Northeast LA: Portlandia in the Southland “Green” and neo-bohemian gentrification

Outline

• Gentrification in comparative and historical context
• Ethnographic and demographic data
• Demand vs. Supply, Consumption vs. Production-side perspectives
• Stage model of gentrification
• New housing initiatives, displacement and neighborhood activism in Highland Park
• Ethnic-based revitalization/gentrification
• See KCET-Departures for my online work
• Book forthcoming with NYU Press.
Perspectives on gentrification

- **Neo-bohemia.** Richard Lloyd. 2010. *Neo-bohemia: Art and Commerce in the Postindustrial City*

Historical Cycle of Neighborhood Transition in Northeast Los Angeles

- **1: Investment – 1890s-1930s** – Initial development of the inner-ring streetcar suburbs of northeast LA including Garvanza, Highland Park and Eagle Rock
- **2: Disinvestment – 1940s-1960s** – L.A. River channelization and postwar freeway construction spur movement of jobs and people to outer suburbs leading to residential decline and commercial disinvestment from northeast LA boulevards
- **3: Reinvestment - revitalization stage–1970s-1990s** – White flight from the inner-city with social unrest and infill of the housing stock by Latino/a and Asian immigrants. Pioneers and homesteaders spark reinvestment and neighborhood revitalization along with an efflorescence of the arts and neighborhood activism.
- **4: Reinvestment – gentrification stage– 2000s-2010s** – Revitalization stage pioneers are superseded by a broader flow of returning white middle-class residents and commercial entrepreneurs attracted by the improving investment environment. While reinvestment stalls during the Great Recession, gentrification accelerates during the 2010s with entrance of speculator-flippers, corporate developers and growing displacement of the earlier pioneers.
Revitalization stage: NELA art scene and slow growth activism

- 1970s Chicano/Latino arts collectives – Mechicano Art Center and Centro de Arte Publico
- 1989 Arroyo Arts Collective
- 1997 Eagle Rock Center for the Arts
- 1998 First Eagle Rock Music Festival
- 1999 Avenue 50 Studio
- 2006 First Lummis Day Festival in Highland Park
- 1987-1991 TERA protests of mini-malls, condos, mansions
- 1988-1994 Highland Park campaign for Historical Preservation Overlay Zone
- 1992 Colorado Boulevard Specific Plan passed
- 1995 McDonald’s controversy
- 2000-2003 Walgreen’s protests
- 2010-2013 Take Back the Boulevard campaign
- 2005-2015 Friends of the Southwest Museum Coalition

Racial/ethnic transition, 1960-2010
Source: U.S. Census, zip code areas, Eagle Rock 90041, HP 90042
### Household Structure, 2000-2010

Source: U.S. Census, zip code areas, 90042 and 90041

<table>
<thead>
<tr>
<th></th>
<th>Highland Park</th>
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<th>Eagle Rock</th>
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<tbody>
<tr>
<td><strong>Households</strong></td>
<td>19892</td>
<td>19892</td>
<td>9375</td>
<td>9513</td>
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<tr>
<td>Family households</td>
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<td></td>
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<tr>
<td>Married-couple family</td>
<td>9074 46.0%</td>
<td>9079 45.0%</td>
<td>4365 44.8%</td>
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</tr>
<tr>
<td>Single-parent families</td>
<td>4518 22.5%</td>
<td>5244 26.7%</td>
<td>1870 19.6%</td>
<td>2011 20.2%</td>
</tr>
<tr>
<td>Male householder, no wife</td>
<td>1080 5.5%</td>
<td>1646 8.3%</td>
<td>503 5.4%</td>
<td>538 5.7%</td>
</tr>
<tr>
<td>Female householder, no husband</td>
<td>3996 19.8%</td>
<td>13682 68.8%</td>
<td>1373 14.4%</td>
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<tr>
<td>Householder living alone</td>
<td>4312 21.7%</td>
<td>1689 15.5%</td>
<td>394 6.2%</td>
<td>173 3.7%</td>
</tr>
<tr>
<td>Householder living with relatives</td>
<td>1898 9.5%</td>
<td>1600 17.1%</td>
<td>900 9.5%</td>
<td></td>
</tr>
<tr>
<td>Non-family households</td>
<td>5488 28.0%</td>
<td>6210 31.2%</td>
<td>3049 32.5%</td>
<td>3337 35.1%</td>
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<td>Average household size</td>
<td>3.3</td>
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<td>2.8</td>
<td>2.7</td>
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</table>

Average household size: 3.3

### Business Profile and Sectoral Growth in Northeast LA

Source: L.A. City Dept of Finance, June 2015, 90041 and 90042 combined

**Figure 4: Currently active businesses that opened since 2000**

- Prof/Technical Services
- Retail trade and transportation
- Automotive and Personal Services
- FIRE
- Administrative Services
- Arts, Entertainment
- Education and Health
- Agriculture and Construction
- Information
- Manufacturing
- Wholesale trade
- Accommodation and Food Services

**Figure 5: Sectoral growth and decline among currently active businesses that opened since 2000 as compared to before 2000**

- Prof/Technical Services
- Automotive and Personal Services
- Arts, Entertainment
- Information
- Manufacturing
- Education and Health
- Agriculture and Construction
- Wholesale trade
- Accommodation and Food Services
- Administrative Services
- Retail trade and transportation
- FIRE
Modative – Ave 57 Art Walk Homes
L.A Small Lot Subdivision Ordinance
Highland Park Transit Village

- 80 units on 3 sites, 20 condos, 60 apartments market and affordable
- Friends of Highland Park lawsuit advised by Dean Walraff land-use attorney for full EIR - California Environmental Quality Act (CEQA)
- Transit Oriented Development and Small Lot Ordinance projects are elements in Mayor Garcetti’s target to build 100,000 units of new housing 15,000 affordable by 2021

Displacement and “root shock”

- Traumatic stress reaction to loss of community’s multi-family inter-generational social networks caused by urban renewal and displacement
- Strategic Alliance for a Just Economy (SAJE) study in 2015 cited root shock impacts of proposed $775 million Reef development project in South LA
Northeast Los Angeles Alliance

Ethnic-based gentrification or “gente-fication” in Boyle Heights
Chinese immigrant growth machine in the San Gabriel Valley and L.A. Live

- Hotels, condos and mixed-use projects
- EB5 investor visa program ($500K - $1 million)
- EB5 regional centers throughout the SGV and California
- Downtown L.A. Live Marriott
- Greenland “Metropolis”
- Oceanwide
- Shenzhen Hazens – LUXE hotel and adjoining hotel/mixed-use