



PolicyLink

# **Addressing Gentrification with Strategies to Promote Equitable Mixed Income Housing: Five Years Later**

**New Partners for Smart Growth Conference  
Los Angeles, California  
February 8, 2007**

# Time flies!

The work on gentrification and equitable development has evolved. Revisiting our original presentation, with apologies to audience at the New Partners for Smart Growth conference in 2002 in San Diego

# Goals of the Presentation

- Review a framework for equitable development
- Introduce a tool for achieving mixed income housing
- Share lessons learned during past **6 years** in national work on the issue

# Equitable Development

**Equitable development is achieved through policies and practices that enable low-income and low-wealth residents to participate in and benefit from regional economic activity.**

# Equitable Development Principles

- Reduce Regional Disparities
- Connect Disinvested Communities to Regional Opportunities
- Integrate People and Place
- Promote Double-Bottom Line Investments
- Ensure Meaningful Participation
- Equip Residents/Organizations with Knowledge, Tools, Resources

# Familiar Reinvestment Scenario

- Investment occurs in unplanned manner
- Environment of distrust builds
- Community organizing ensues
- Public/private response: 'it's the market...'
- Community groups react project-by-project without a comprehensive policy agenda.
- Missed opportunity: grow middle-income residents within the community

# What Would Equitable Development Yield for Housing

- A comprehensive affordable housing plan
- Targeting to secure housing for specific income levels
- Safeguards for permanently affordable housing
- A balance of subsidy, incentives



# Equitable Development ToolKit

## “Beyond Gentrification”

The screenshot shows a Microsoft Internet Explorer browser window displaying the PolicyLink Equitable Development Toolkit website. The browser's address bar shows the URL <http://testpub.policylink.org/gentrification/>. The website layout includes a navigation menu on the left with the following items: HOME, TOOLKIT OVERVIEW, PRINCIPLES IN ACTION, THE TOOLKIT (with sub-items: AFFORDABLE HOUSING, CONTROLLING DEVELOPMENT, FINANCING STRATEGIES, INCOME & ASSET CREATION), TOOLKIT NAVIGATOR, REGISTER, CONTACT US, and PRINT THIS PAGE. The main content area features a large banner with the text "PolicyLink Equitable Development Toolkit" and "BEYOND GENTRIFICATION" above a photograph of an elderly man. Below the banner, there are two columns of text: "WELCOME!" and "HOW IT WORKS". The "WELCOME!" section states: "This toolkit is devised to help communities plan for and steer new investments to their communities. It draws from the best practices and creative policy work of culturally diverse communities who have worked to prevent displacement as their neighborhoods improve. [More...](#)". The "HOW IT WORKS" section states: "The toolkit is a work in progress. It will grow stronger, more substantive and more effective with your input. Currently, you will find an overview of how the process of investment, gentrification and displacement unfold in a community, and a list of tools and their use to redirect this process. Beinnina in May. the". The browser's taskbar at the bottom shows the Start button, various application icons, and the system clock displaying 3:24 PM.

# Arenas of Equitable Development Tools



- **Affordable Housing**
- **Controlling Development**
- **Finance Strategies**
- **Income + Asset Creation**

*Assess, regulate, incentivize, subsidize, leverage, partner*

# What The Tools Offer

PolicyLink Gentrification Toolkit - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.policylink.org/gentrification/> Go

Links [Contact Information](#) [UC Berkeley Extension -- Photography, Video & Film](#) [Best of the Web](#) [Channel Guide](#) [Customize Links](#)

**PolicyLink**

HOME  
TOOLKIT OVERVIEW  
PRINCIPLES IN ACTION

**THE TOOLKIT**

AFFORDABLE HOUSING  
CONTROLLING DEVELOPMENT  
FINANCING STRATEGIES  
INCOME & ASSET CREATION

TOOLKIT NAVIGATOR  
REGISTER  
CONTACT US  
PRINT THIS TOOL

## Beyond Gentrification: Tools for Equitable Development

### FINANCING TOOLS

#### Housing Trust Funds

WHAT IS IT?	FINANCING	POLICY
WHY USE IT?	KEYS TO SUCCESS	TOOL IN ACTION
HOW TO USE IT?	CHALLENGES	RESOURCES

#### What is a Housing Trust Fund?

Housing trust funds (HTFs) are distinct funds established by cities, counties and states that dedicate sources of revenue to support affordable housing. Housing trust funds are usually created by legislation or ordinance. At present, there are more than 170 housing trust funds in the United States.

Housing Trust Funds:

- commit public sources of revenue;
- create dedicated, ongoing funding for the support of affordable housing;

**Illinois**  
Illinois' HTF is a typical state housing trust fund. With revenues committed to it from the state's real estate transfer tax, the Illinois Housing Finance Agency has been

- Describe policy and practice
- Identify successful use and application
- Examine legal, financing issues mechanisms
- Describe challenges and opportunities
- Illustrate the scale of outcomes
- Explore relation to other tools

# Controlling Development

- ✓ *Ensure Strategic Land Use*
- ✓ *Incentives for Equitable Private Development*
- ✓ *Protect Existing Neighborhood Assets*
- ✓ *Implement Equitable Regulation*



# Finance Strategies

- ✓ *Capitalize on Private Sector Resources*
- ✓ *Utilize Local, State, Federal Legislation*
- ✓ *Incorporate Tax System Incentives*



# Income and Asset Creation

- ✓ *Build Resident Capacity*
- ✓ *Identify Income Enhancement Strategies*
- ✓ *Link Land Use to Income & Asset Creation*



# Affordable Housing: Principles

- ✓ *Stabilize Existing Renters*
- ✓ *Develop Resident Controlled Housing*
- ✓ *Increase Diverse Homeownership*
- ✓ *Promote Nonprofit Owned Housing*
- ✓ *Provide Long Term Affordability*
- ✓ *Expand Public Sector Housing*



# Affordable Housing: Strategies

- ✓ *Inclusionary Zoning*
- ✓ *Housing Trust Fund*
- ✓ *Community Land Trust*
- ✓ *Transit Oriented Development*
- ✓ *Code Enforcement*
- ✓ *Condominium Conversion Controls*
- ✓ *Employer-Assisted Housing*
- ✓ *Retention of Expiring Use Housing*



# **Building a Policy Agenda for Mixed Income Housing: Quick notes about experiences in**

- Washington, DC
- Oakland
- San Diego
- New Orleans

# Lessons Learned

- Tools and strategies exist and can be adapted to each situation
- “Mixed income” and “affordable” mean various things in different contexts
- Often necessary to work at local level even when regional policies would be important

# Lessons, continued

- Expanding from *project* focus to *policy* focus is the critical leap for many groups
- Organizing resources and capacities for policy work are foremost requirements
- The issues are critical even where there is not direct displacement



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[www.policylink.org](http://www.policylink.org)