

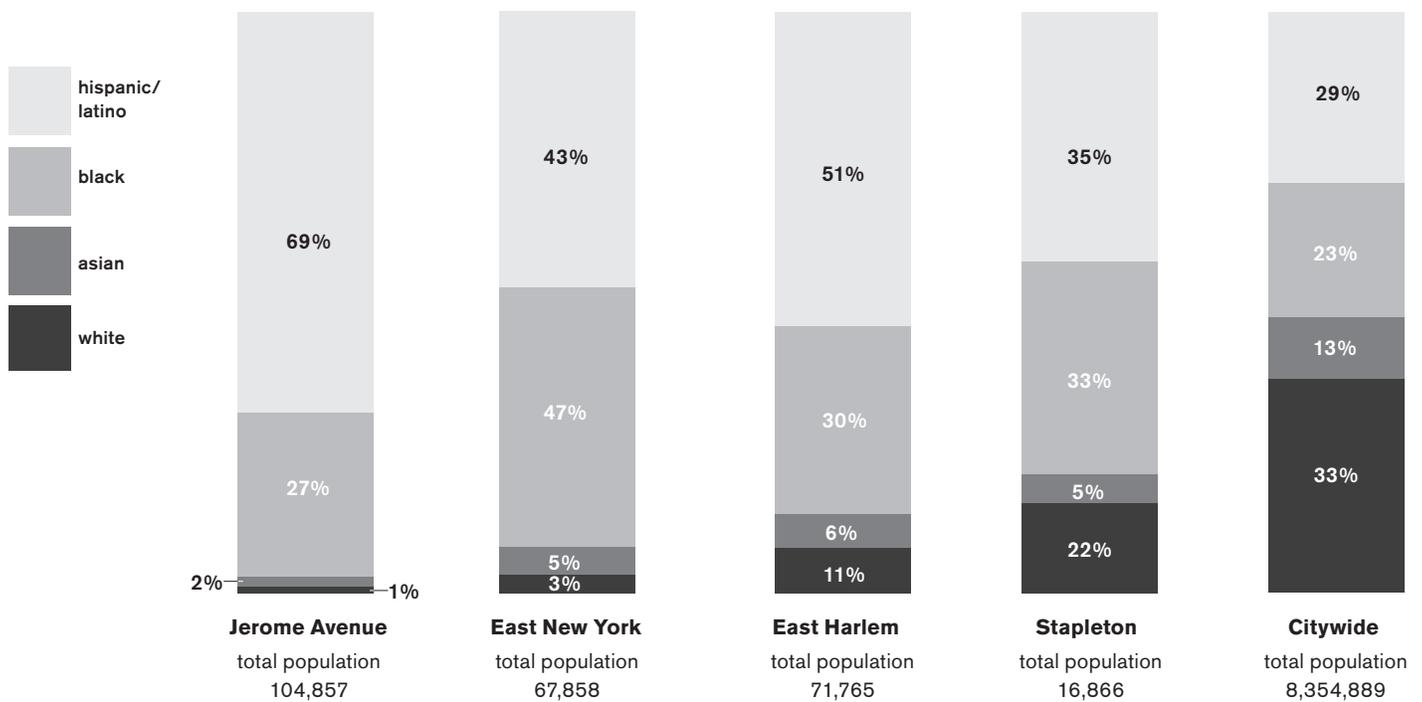
Are the City's rezoning plans really for us?

Mayor de Blasio has said that he wants to “rezone” change the rules that determine what and how much people can build on their land to create more affordable housing for the people that need it most in neighborhoods around the City.

But changing neighborhoods to allow for more development creates a huge risk of displacement, because neighborhoods become much more attractive to developers who care about making big profits, not the people who have lived in neighborhoods for generations.

De Blasio says he wants to reduce racial segregation in the City, but so far, he has mostly targeted low-income communities of color for rezonings, not wealthier white areas that have very little affordable housing. Here's what the neighborhoods targeted for rezonings—including Jerome Avenue—look like:

Race in Rezoning Neighborhoods



Median Family Income in Rezoning Neighborhoods



Past Rezoning Have Harmed Communities of Color

If Jerome Avenue is rezoned without creating strong protections for existing residents, past rezonings have taught us that our community will likely change, and many immigrants and people of color will be displaced.

For example, the 125th St. Corridor in Harlem was once a hub of arts and culture, serving as the Main Street for the Black community that thrived in the neighborhood. Before the area was rezoned in 2008, almost three-quarters of residents were Black, and the average income was just over \$22,000 a year. But after the rezoning, things changed a lot. The number of Black families fell by almost half, and rents skyrocketed.

A similar thing happened in Williamsburg, which was rezoned in 2005. Most of the people who lived there were lower-income, and many were Latinos who had been in the area for generations. But after the rezoning, developers had the right to build much taller luxury buildings on the waterfront, and many families were displaced.

During the Bloomberg administration, the areas where zoning changed to allow more building had higher shares of Black and Latino residents than neighborhoods where new building was restricted. In other words, Bloomberg—like de Blasio—disproportionately chose communities of color for these types of rezonings. And after these rezonings, white populations increased significantly, even as the overall population of white people in the City went down. Median incomes in these neighborhoods also went up a lot—not because long-time residents of color were moving up economically, but because higher-income white people moved in.

When more white people begin to come into a neighborhood, landlords often start to charge more in rent, and many landlords actively seek out white tenants because they believe they can charge those tenants more.

This results in pressure to push out long-time rent regulated tenants in favor of wealthier, disproportionately white tenants, putting current tenants in rent-regulated housing at risk and driving up rents.

The Bronx Deserves Better!

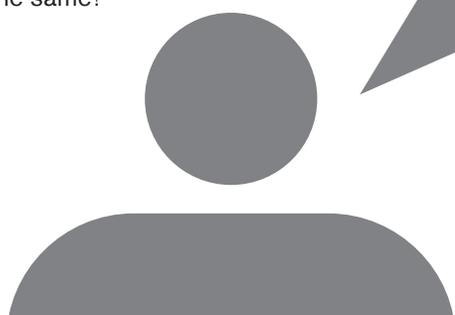
New York is one of the most diverse yet segregated cities in America, and nowhere is that tension more obvious than in the Bronx. Our neighborhoods have experienced:

- *Redlining* by the federal government in the 1930s and 1940s, a practice that made it difficult for people in diverse, low-income areas to get mortgages and build wealth through home ownership.
- *Urban renewal projects*—initiatives where the City cleared out and redeveloped low-income areas it deemed to be “slums,” which displaced many low-income New Yorkers of color, many of whom ended up moving to the Bronx.
- *Planned shrinkage*, a policy where the City cut off essential services in an effort to push families out of the Bronx, making life difficult for everyone who had stayed.

Each of these policy ideas had prominent backers at the time, but they are now seen as deeply racist and misguided efforts. We can't let this rezoning be more of the same!

“I was here during the ugly days when the city of New York disinvested in the borough—when, as the popular phrase goes, the Bronx was burning... Tens of thousands of others were here, too. Building families and communities. Creating businesses to serve the communities we were maintaining... And here I am before you to decline the reward you have offered me and the rest of us for our decades of struggle to maintain and grow our communities despite all odds ... Our displacement.”

– Fitzroy Christian, CASA Leader



Join our fight!

The Bronx Coalition for a Community Vision is fighting to ensure that the rezoning benefits the residents of color and immigrants who have made this area the vibrant community it is today. The community today is very racially and socio-economically diverse, and the City must take steps to ensure that our neighborhoods stay that way in the long term.

We are demanding:

- **Anti-displacement strategies** to ensure that the people and businesses that are here now are protected and able to stay. This includes rent-stabilized tenants and immigrant-owned auto businesses on Jerome Avenue.
- **Real affordable housing** that is at rent levels that reflect the need in the community.
- **Good jobs & local hire** for workers in the community.
- **Real community engagement** so residents have a say in what happens here, unlike what has happened with past development initiatives undertaken in the City.

