

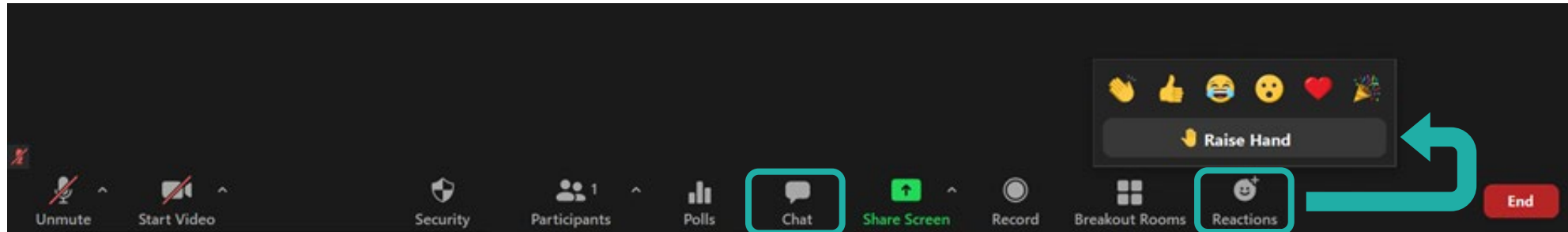
# Land Use Coordinating Committee

March 25, 2021

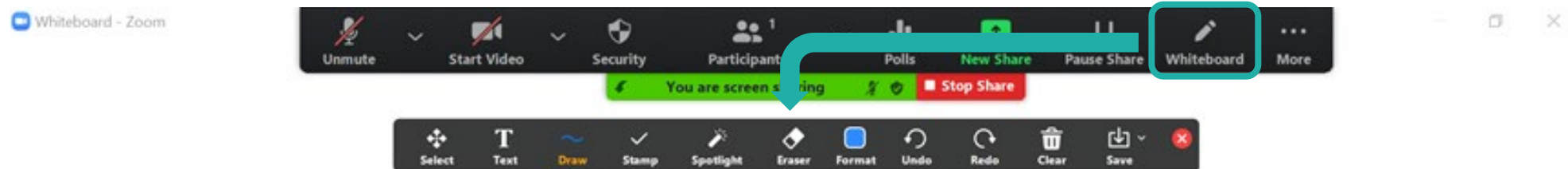


# Three Ways to Participate!

1. Add questions and comments in the chat function.
2. Raise your hand and wait to be called on to speak.



3. Use the annotate feature to add ideas to the Whiteboard (Breakout Rooms only).



# Today's Speakers



Lynn Patterson, PhD  
Three Points Planning

**Preventing Commercial  
Displacement  
and  
Preserving Cultural and Legacy  
Businesses**

Lynn M. Patterson, PhD  
Three Points Planning  
CDAP Program  
March 25, 2021

# PURPOSE AND GOALS

## SCOPE

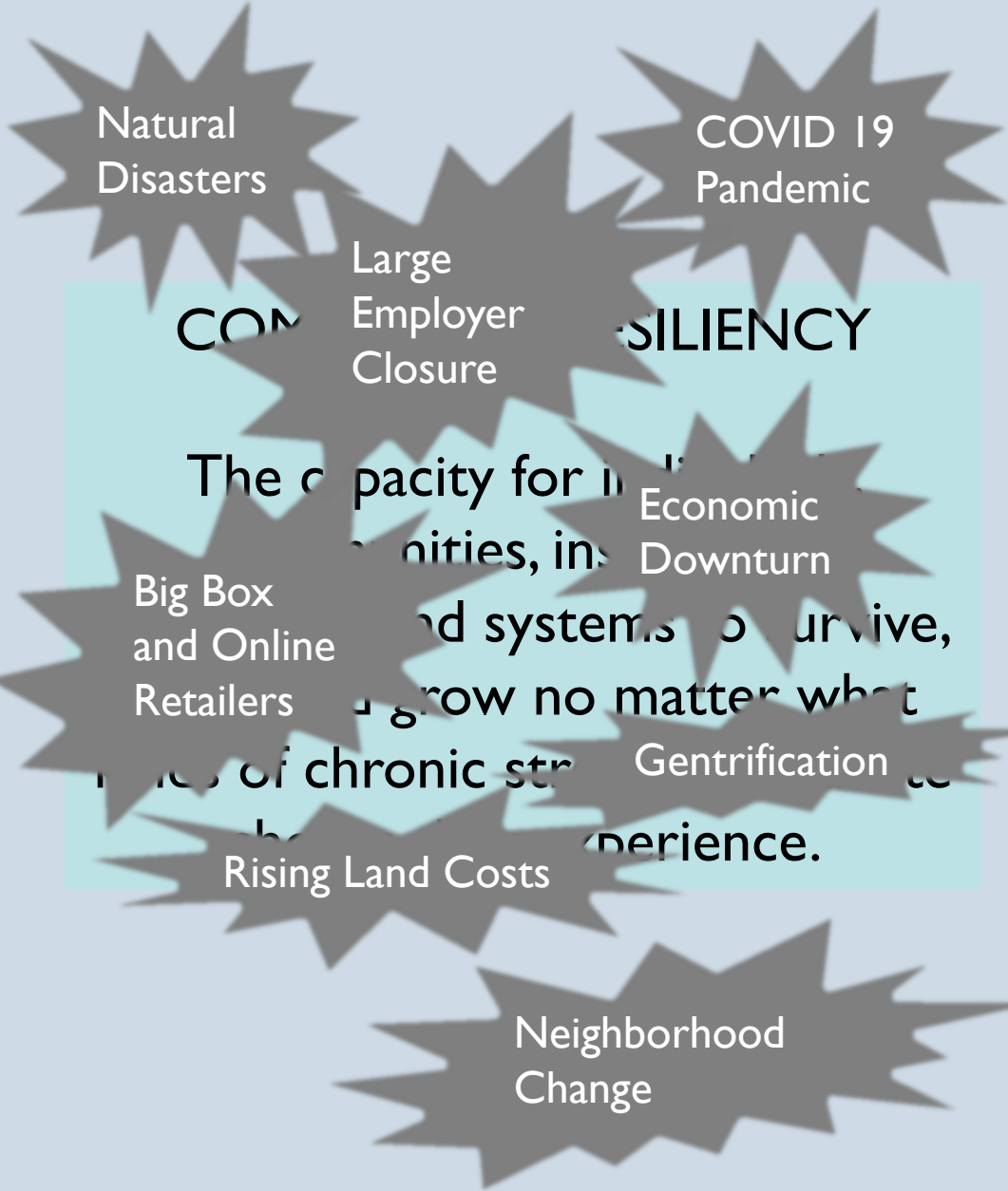
- Toolkit
  - Tracking tools
  - Strategies
- Stakeholder Engagement
  - Additional meetings

## TODAY

- Common Knowledge Base
- Feedback
  - Experiences
  - Desired elements

COMMUNITY  
DEVELOPMENT ASSISTANCE  
PROGRAM (CDAP)

Addressing Local  
Business Displacement





# COMMON CONCEPTS

## **Gentrification**

when the character of a low-income area is changed through investment targeted to higher income residents and businesses which typically displace current inhabitants and businesses.

## **Local Business Displacement**

when businesses are forced out of their current locations due to disruptors. Can be direct or indirect displacement.

## **Cultural Business**

small businesses that are representative of a community's identity.

## **Legacy Businesses**

small businesses that have existed for more than 30 years and have made a significant contribution to a community's identity.



# UNDERSTANDING DISPLACEMENT

## CAUSES

- **Rising land costs and rents**
- **Lack of ownership**
- **Lack of real estate, financial, and legal expertise (e.g., lease negotiation)**
- **Change in clientele**
- **Redevelopment of properties**
- **Pandemic**

## IMPACTS

- **Important for a sense of community, loss of neighborhood identity**
- **Loss of goods and services for local residents**
- **Neighborhood instability**
- **Loss of local jobs and income**
- **Loss of entrepreneurship opportunities**

# QUESTIONS WE NEED TO ASK

Communities want **revival of neglected and disinvested areas.**

Communities want **capital investments** that lead to **safety, better services, jobs, thriving businesses** and other components of a healthy, vibrant neighborhood.

What is the inherent **value** of existing businesses? Particularly **local businesses**?

How do you **balance** investment into communities and still **retain the cultural and legacy businesses** that lend to the **unique** character of the neighborhood?



## TYPES OF STRATEGIES

- **Tracking Local Business Displacement**
- **Sample Policies and Programs to Address Local Business Displacement**

## TRACKING LOCAL BUSINESS DISPLACEMENT

Local Business Surveys

Business Retention Visits  
and Interviews

Residential Displacement  
Data

Mapping Changing Business  
Locations

SAMPLE POLICIES AND  
PROGRAMS

Inclusionary, Mixed Use  
and Protective Zoning

Local Hiring and Job  
Training

Community Benefits  
Agreements

Local Professional  
Resources

Incubators and Micro  
Entrepreneur Spaces

# DISCUSSION

## Breakout Session

- What does commercial gentrification mean to you and your community? How do you define it?
- What is your community's experiences with local and small business displacement (pre- and within the current pandemic environment)?
- How are you tracking commercial gentrification/displacement?
- What is happening to displaced businesses in your community?
- Are businesses asking for resources/assistance before they relocate or close?
- What are your greatest challenges with retention?
- How can the toolkit help?

## Full Group Discussion

- How are you engaging with and determining the needs of these businesses?
- What strategies have you used in your communities?
- What have been the pros and cons of those strategies?
- What types of resources would you like to see in a toolkit?
- What strategies are you interested in learning more about?
- Who should we be talking to about this issue to learn more?