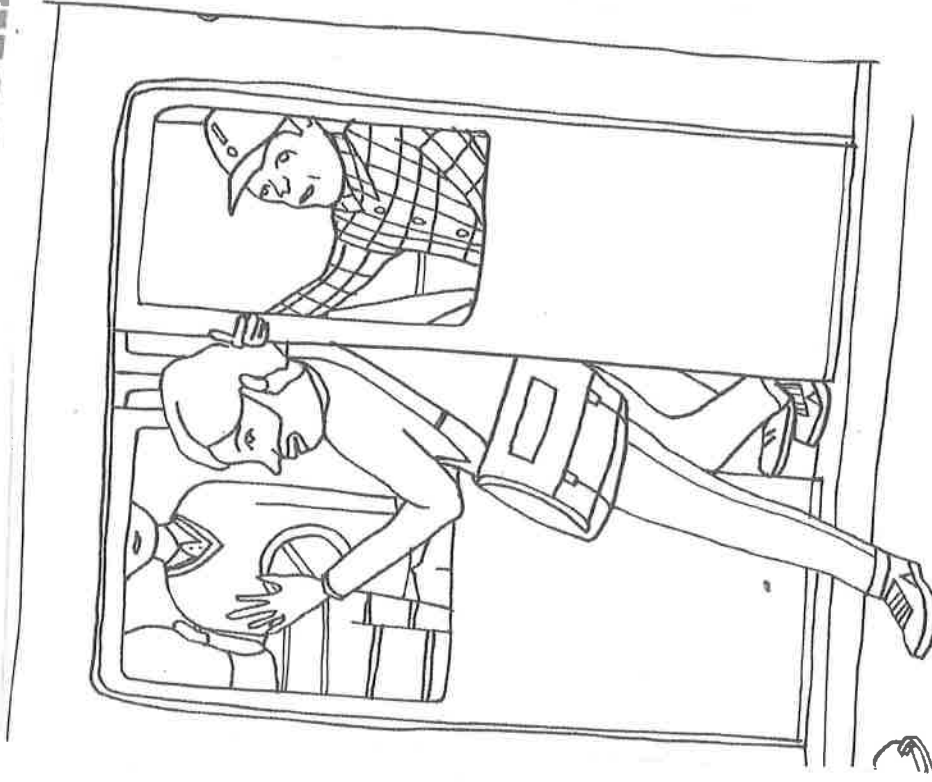


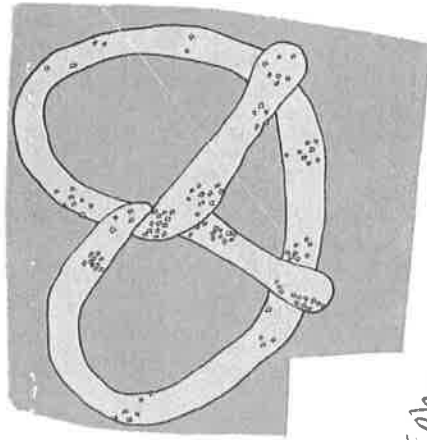
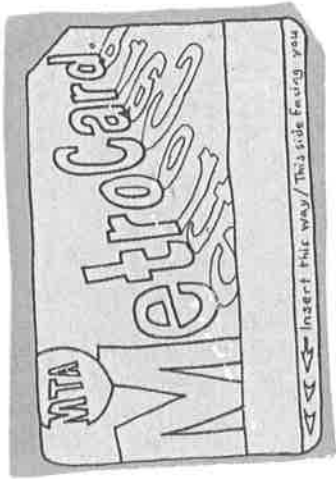
A zine about gentrification for gentrifiers

# WELCOME TO NEW YORK!



you moved to New York City  
to a neighborhood you can  
afford(ish) but the  
pangs of guilt begin...

①



by Elise  
elise.goldin@gmail.com

Illustrations from "(stolen) Color this Book"

**BY ABBI JACOBSON**

①⑥

Who lived here before me?

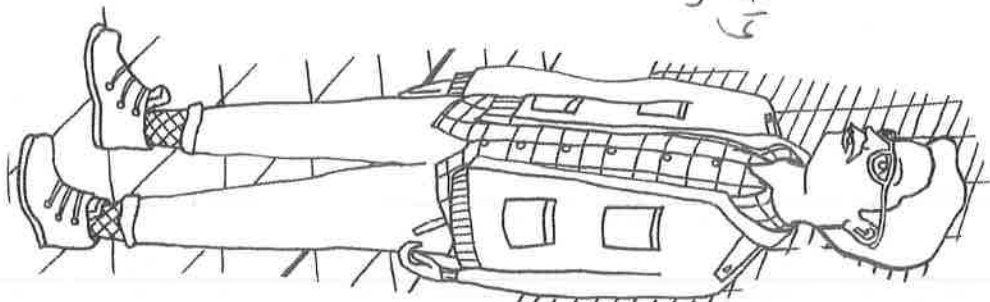
What is gentrification?

How can I be a part of gentrification if I'm poor?

Am I being treated differently than my tenants in my building?

Does my neighborhood hate me?

Where can I live that won't negatively impact the community?



Am I displacing my neighbors?

Can I afford to do the things that are necessary?

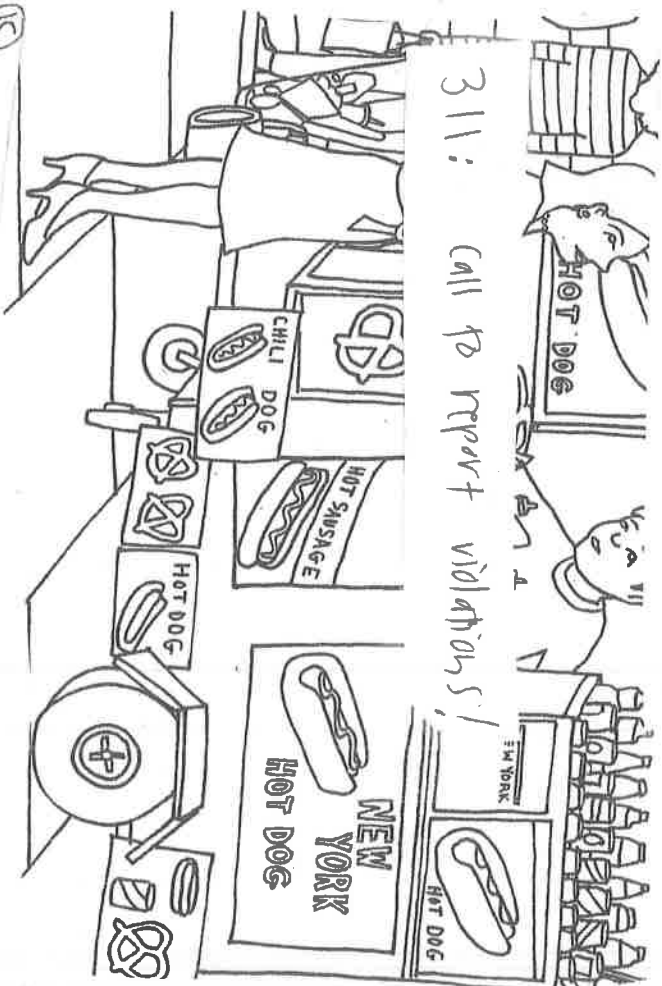
Some other resources:

decolonize this place  
People's Housing Plan

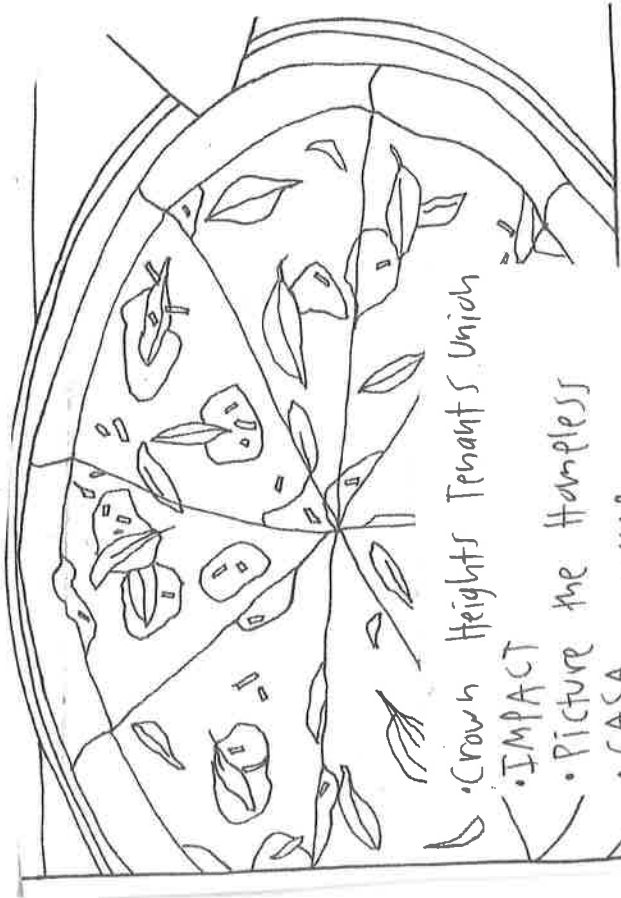
HPD: you can look up violations in your building

ACRIS: deeds, mortgages and other documents

311: call to report violations



Depending on your neighborhood, there are groups engaged in the fight for affordable housing. Here are some examples to join/support:

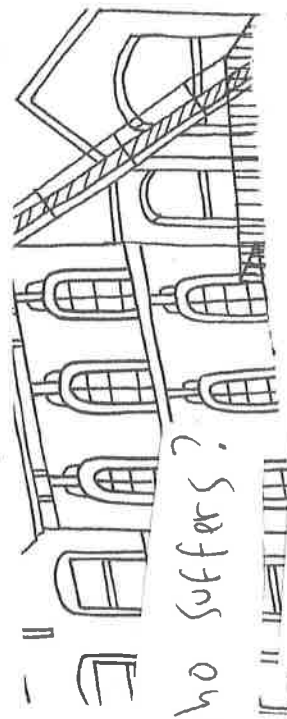


- Crown Heights Tenants Union
- IMPACT
- Picture the Homeless
- CASA
- NYCC
- Ridgewood tenants union
- Mayday Space
- Make the Road
- UHAB
- Right to the City

These groups need people to show up to actions, folks in solidarity with long term tenants, and of course \$

# What is gentrification?

gentrification is the process of rents going up and people being pushed out of their neighborhoods.



who suffers?

- long term tenants suffer from bad conditions and harassment, threat of displacement

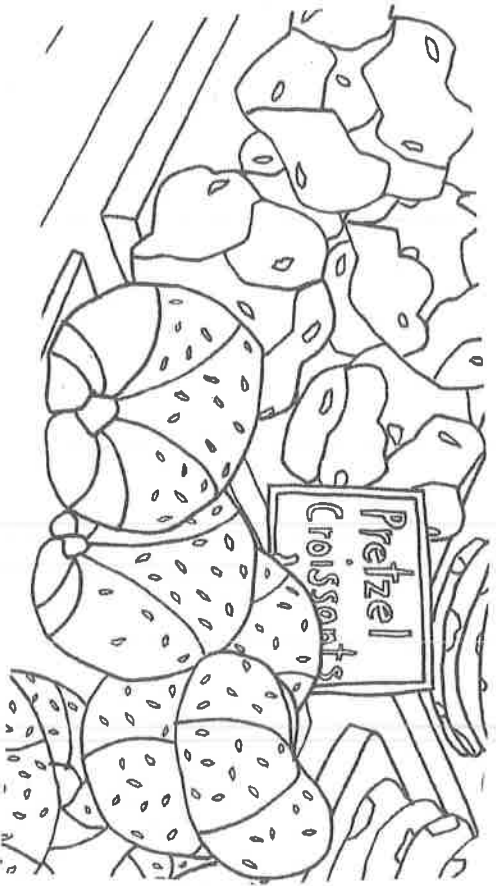
- New tenants pay too high rents, often for tiny rooms and apartments with shoddy renovations



- Small businesses who can't pay high rents

# Who benefits?

- Lenders: banks and private equity companies making mortgages to landlords
- Landlords\*
- luxury developers

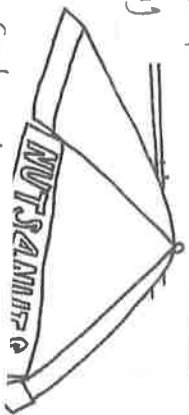


(duh)\*

# In my dreams...

# My world provide

- investment and expansion of public housing
- Right to Council for all tenants
- permanent rent stabilized leases for all disaster site shelter residents



- contracts with non-profit developers for all new development

- no more evictions or rent increases until living wages are mandated
- recognition that housing is a human right
- end to housing as Commodification



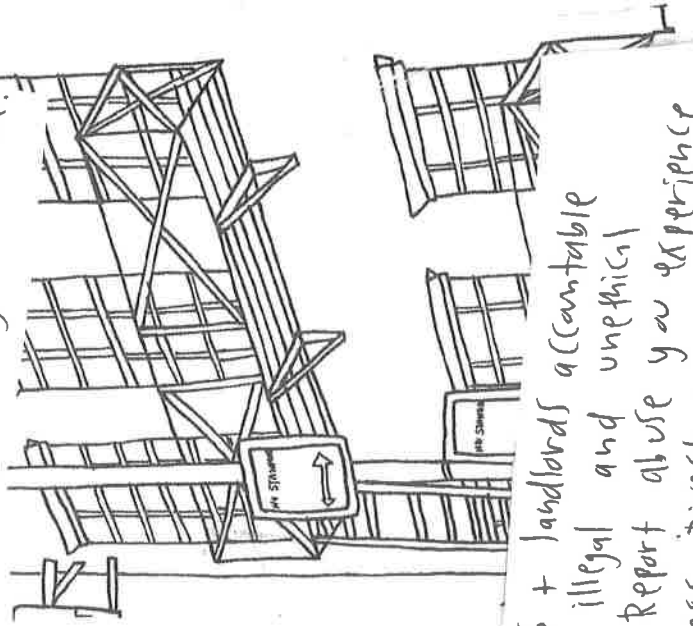
(4)

(13)

Is it possible to live (kind of affordable) somewhere where I am not hurting the neighborhood?

Probably not. But check your rent history, participate in the housing struggle. Also, try not to move a lot. The more turnover, the faster rents go up.

If possible, leave a rent stabilized apartment for long-term tenants unless you are planning to stay for a while.

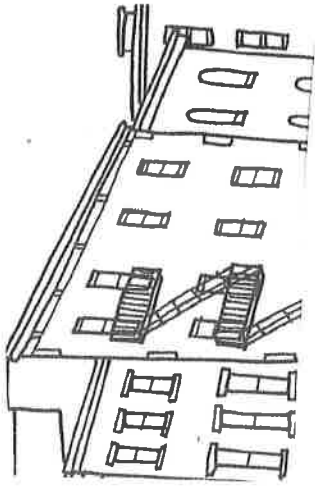


ALSO

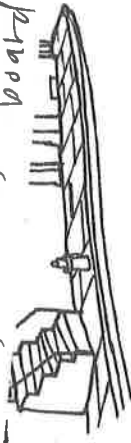
Hold banks + landlords accountable for their illegal and unethical behavior. Report abuse you experience or witness. Divest your money from predatory banks. Invest in cooperatives.

First, it is CRUCIAL to know if your apartment is rent stabilized.

Rent Stabilization is the set of guidelines for how rent-stabilized apartments' rents can be raised.



Rent increases are determined every year by the "rent guidelines board"



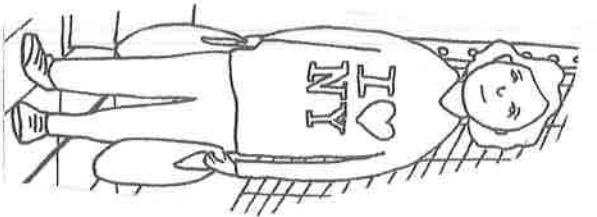
Landlords can charge a 20% increase each time a new tenant moves in and signs a lease, 1/4th of all renovations, and a percentage of all "Major Capital Improvements"

your  
Rights!

all tenants

Right to:  
- organize  
- repairs  
- no  
- laws/lit  
- call 311

Rent Stabilized  
tenants also  
have:  
- right to renew  
their lease  
- smaller rent increases,  
mandated by law



IS my apartment  
rent stabilized?  
 was the building built before  
1974?  
 Are there 6 or more apartments  
in the building?  
 Rent is \$2,700 or less

If so, you have more  
and power to preserve  
more RIGHTS  
affordable  
housing!

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Isn't gentrification and urban  
changes natural?

can we stop gentrification?

Do you believe that war and violence  
is inevitable? I don't. Gentrification  
isn't natural, it's happening because of  
people's greed and desire to make  
\$\$\$. Therefore, landlords skirt laws,  
discriminate, and harass tenants.  
The answer is not to let it happen  
and hold those people + companies  
accountable!

The more tenants ORGANIZE  
and know their rights, the less  
landlords will succeed at forcing  
us out.



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\*How to respond to questions about gentrification?\*

Doesn't gentrification make our neighborhood safer?

The question is safer for who? Gentrification = displacement so are the long term tenants able to enjoy the newfound "safety"?

Also, gentrification often brings a higher police presence, creating more danger and risk for POC. Often the long term tenants.



Doesn't gentrification bring better stores and restaurants?



Again the question is for who? Sure, some might like the changes, but what's being replaced? Who can afford to frequent the new businesses? Who feels welcome?

Equally as important CARE about your building!

Often newcomers see their building as temporary and don't invest the same into their home. This impacts all who live there.

• If there is recurring leaks or mold, CALL 311 to report a Violation

• Participate or help to organize a TENANT ASSOCIATION

• If the front door is broken, call the landlord to fix it

• Support your neighbors in getting repairs and being respected!

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(10)

If your apartment IS rent stabilized, check the RENT HISTORY.

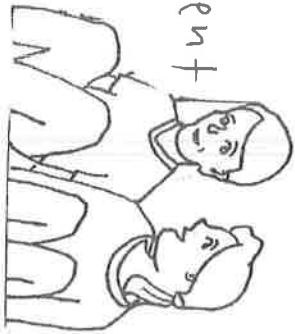
you can do this online or by phone, through DHC

\* 718-739-6400 \*  
- request it from 1980 - today

If it looks like your rent is not correct,

## CHALLENGE IT!

The more landlords do this and it goes unquestioned, the less affordable housing there is



Depending on your neighborhood, different free legal services are available to help. Some examples:

- South Brooklyn Legal Services
- Legal Aid
- Urban Justice Center
- MFL legal services

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If you want to go a step further...  
Join the housing rights movement!

- be a part of a community group (varies by neighborhood)
- attend marches and protests
- Fight for 0-10% increases by the rent guidelines board \*

Also buy LOCALLY from businesses that have been around.

\* Thanks to a powerful tenant movement there were zero percent increases on one year leases two years in a row! First time in history!



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