

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

Who lived here before me?

What is gentrification?

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

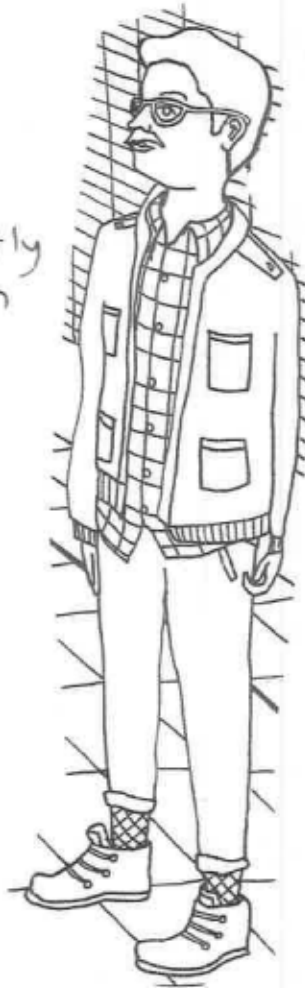
Where can I live that won't negatively impact the community?

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

Am I displacing my neighbors?

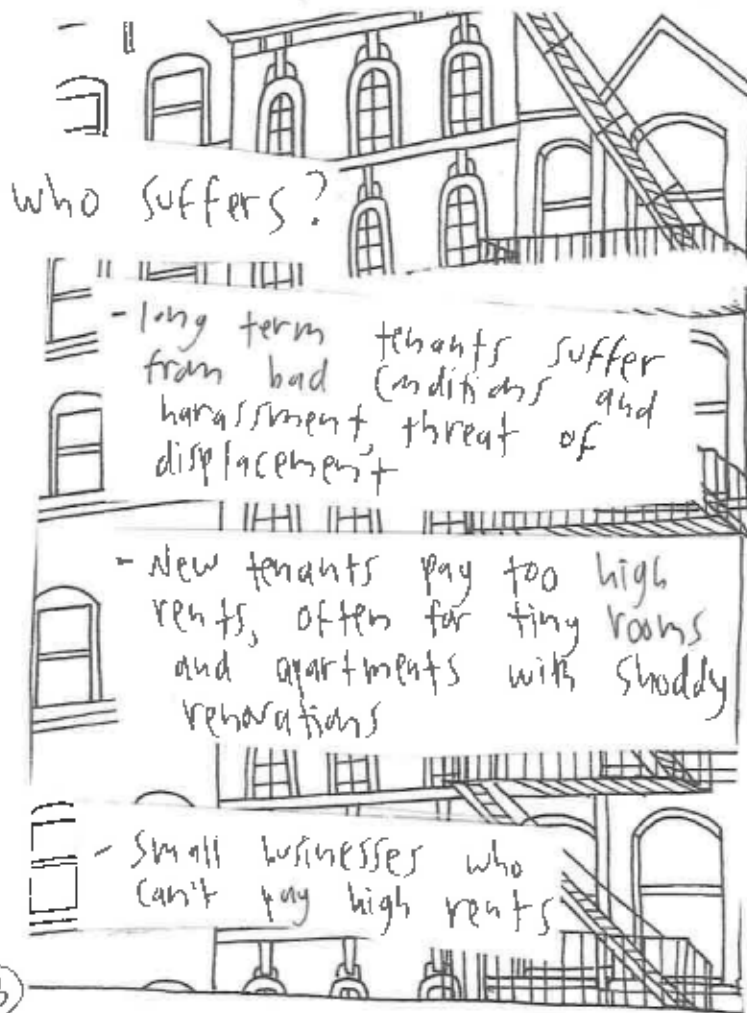
Does my neighborhood hate me?

What can I do to support the movement for affordable housing?



What is gentrification?

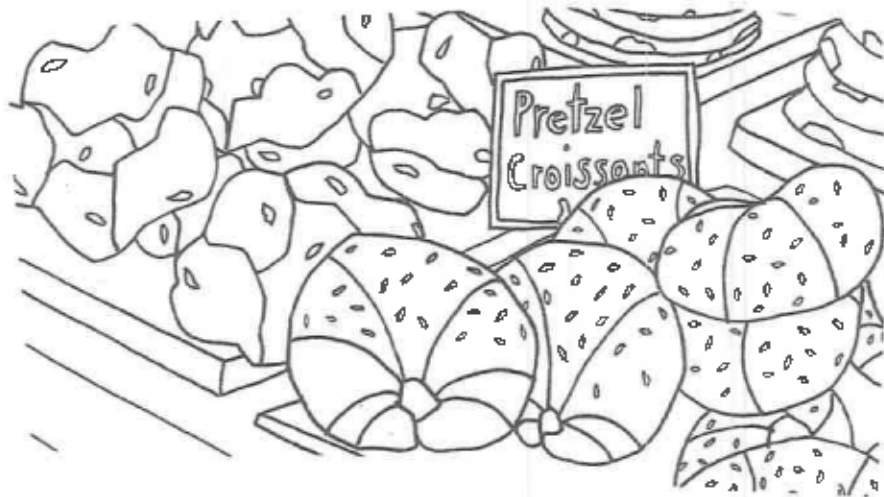
Gentrification is the process of rents going up and people being pushed out of their neighborhoods.



Who benefits?

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

(duh)*

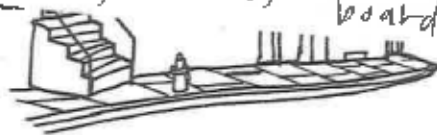


First, it is CRUCIAL to know if your apartment is rent stabilized.

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, 1/40th of all renovations, and a percentage of "Major Capital Improvements"

⑤

your
Rights!

all tenants

right to:
- organize
- repairs
- no
harassment
- 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 RIGHTS
and power to preserve affordable
housing!

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!



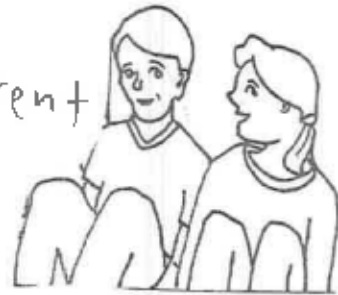
If your apartment IS
rent stabilized, check the
RENT HISTORY.

you can do this online or by
phone, through DOCR

* 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
- NY Legal Services

If you want to go a step farther...
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
ground.

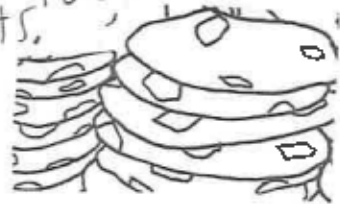
* Thanks to a powerful tenant movement
there were zero percent increases on
one year leases two years in a row!
first time in HISTORY!

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?

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.



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.

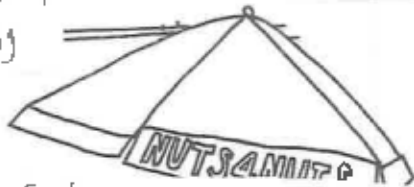
In my dreams... My world provide

• investment and expansion
of public housing

• Right to Council
for all tenants

• permanent rent stabilized
leases for all cluster site
shelter residents

• tenant control
of housing

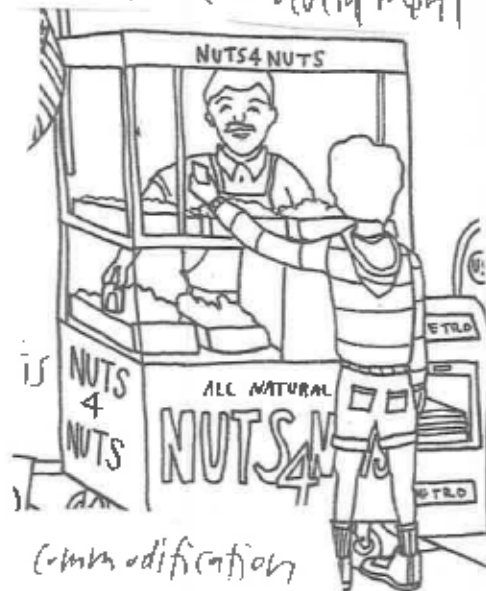


• contracts with non-profit
developers for all new development

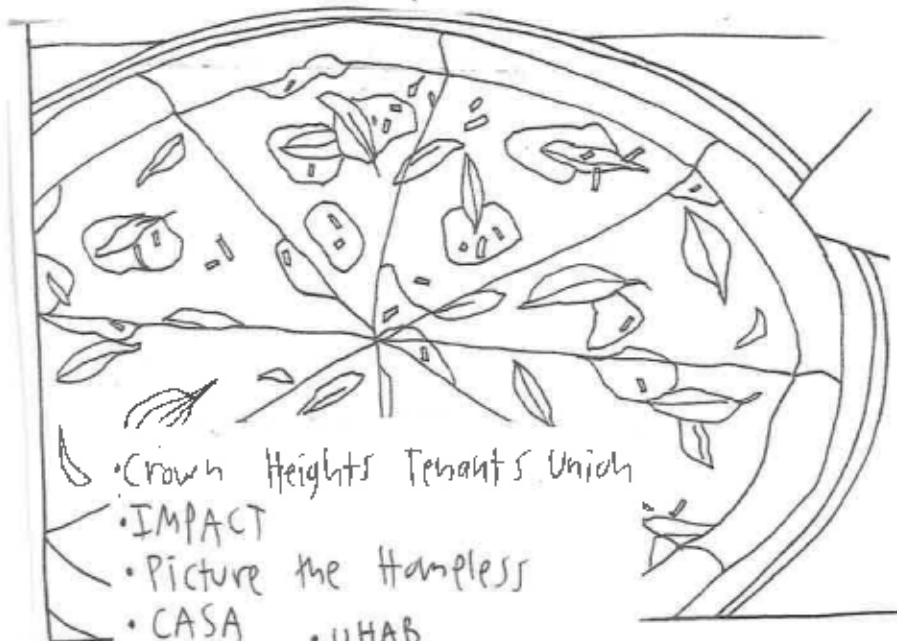
• no more evictions or
rent increases until
living wages are
mandated

• recognition that housing is
a human right

• end to housing as commodification



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

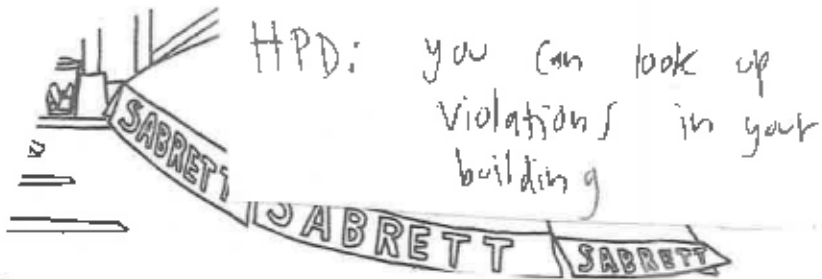


- Crown Heights Tenants Union
- IMPACT
- Picture the Homeless
- CASA
- UHAB
- NYCC
- Right to the City
- Ridgewood tenants union
- May day Space
- Make the Road

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

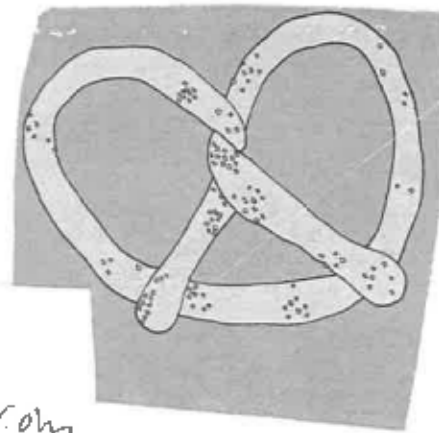
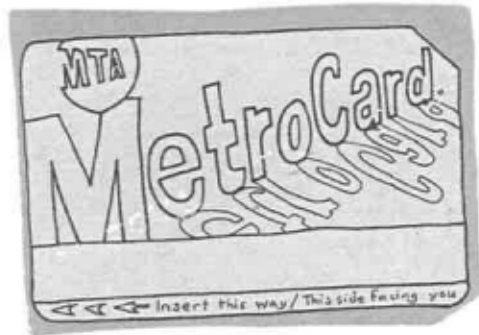
Some other resources:

decolonize this place's
People's Housing Plan



ACRIS: deeds, mortgages
and other documents





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Illustrations ^(stolen) from "Color This Book"

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