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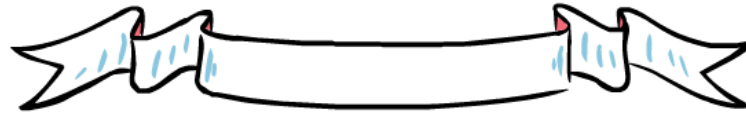
Snow Brand Milk Products (A): Assessing the Possibility for Revitalization

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Research Problem



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- What is going on in Riversdale?
 - Recent Development in:
Housing/ Businesses
 - Increased property values/ More
expensive businesses
 - Upscale lifestyle
 - Leading to:
 - Unaffordability
 - Displacement of current residents
 - Declining populations
 - etc
- Is this really 'urban renewal' or
'revitalization', or is this the
negative effects of
GENTRIFICATION?





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Literature Review: What do we know?

Where does this happen? According to Neil Smith's 'Rent Gap'

- Older neighbourhoods experiencing disinvestment → rent in the area is declining. The rent gap increases between what starting rent price is compared to what could be possibly made if reinvestment is made.
- When reinvestment is made → economic shift drives cultural and social changes that are noticeably damaging to these standards that originally existed

We know there are more negative aspects of gentrification:

- Declining community cohesion
- Marginalization of existing community networks
- Increasing segregating
- Ethnic & racial discrimination

In the eyes of the supporters:

- Some argue gentrification involves little or no displacement and actually benefits the victims. (Perhaps through trickle down economics?...)
- Kari Fox, associate broker says "we are not chasing out people because those particular people leaving made a choice" (Warren).

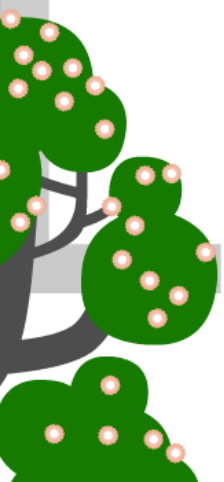


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Literature Review: Happening in Riversdale

New money pouring into the previously impoverished area

- What used to be characterized by boarded up shops, pawn shops and lower income ethnic groups → Trendy neighbourhood full of coffee shops, co-working spaces and art galleries.
- The community that has been there for generations is being pushed out.
- Accounts of people not being able to find affordable housing anymore

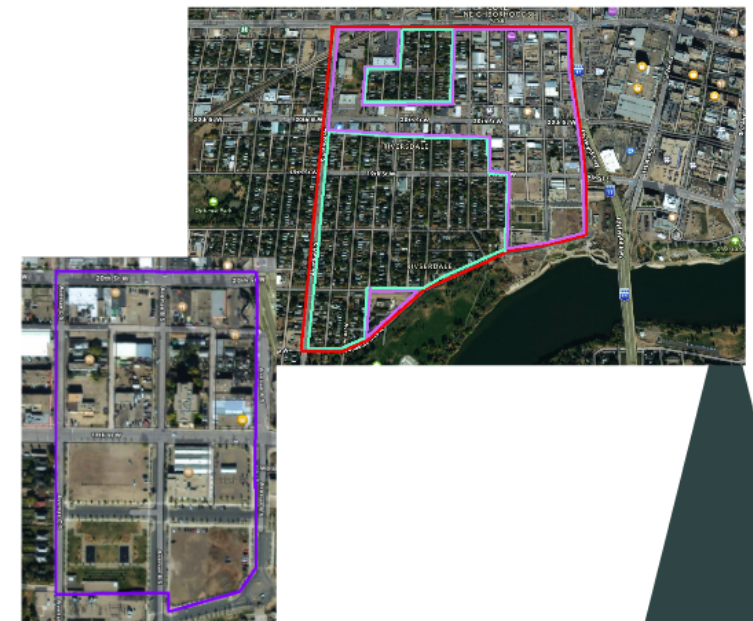


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Methodology: Determining whether gentrification is happening

Consisted of:

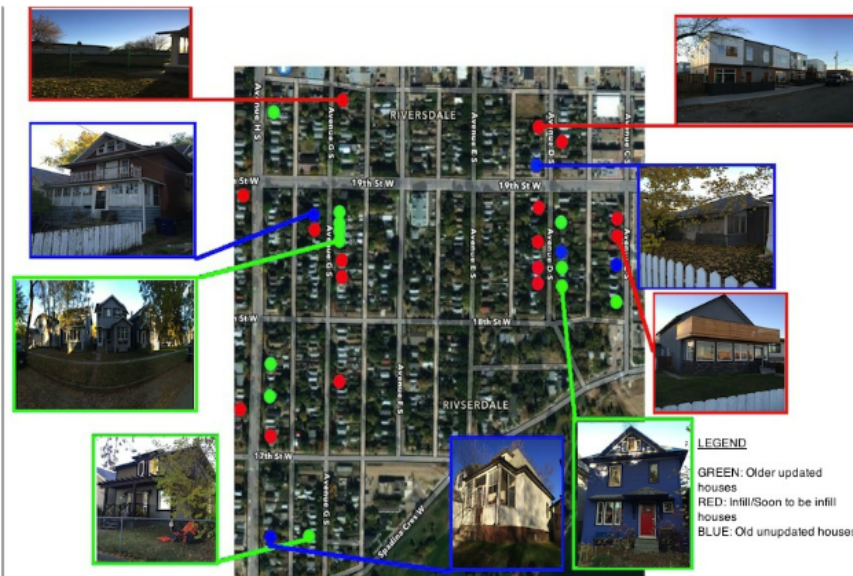
- Intercept survey: asking people what they really think!
- Annotated photography: determining the physical appearances and improvements
- Mapping: where have recent developments and upgrade taken place in: infill houses, updated homes
- Block frontage evaluation of 20Th street
- Residential maintenance and aesthetic quality analysis
- Assessing property values/prices vs. average neighbourhood income over 10 years.



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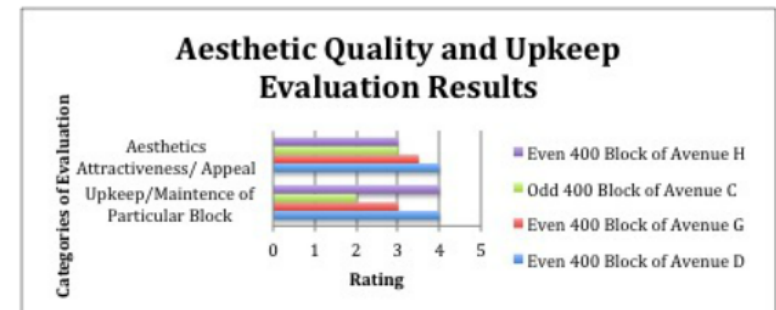
Key Results

Annotated Photography Thecasesolutions.com



Up to SIX infill houses on two blocks

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Aesthetic/Maintenance evaluation of residential blocks

UPKEEP/MAINTENANCE
Extremely poor maintained house



Very well maintained house

AESTHETIC ATTRACTIVENESS/APPEAL
Very little visual appeal



Very high visual appeal

Annotated Photography

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Up to SIX infill houses on two blocks

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Aesthetic Quality and Upkeep Evaluation Results

