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Baltimore's 4 Horsemen: Investigating the Role of Sweetgreen, Starbucks, Chipotle, and Whole Foods in Urban Gentrification

Fall 2023
Ges 386

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What's the first sign a neighborhood is on its way to being gentrified in your mind?
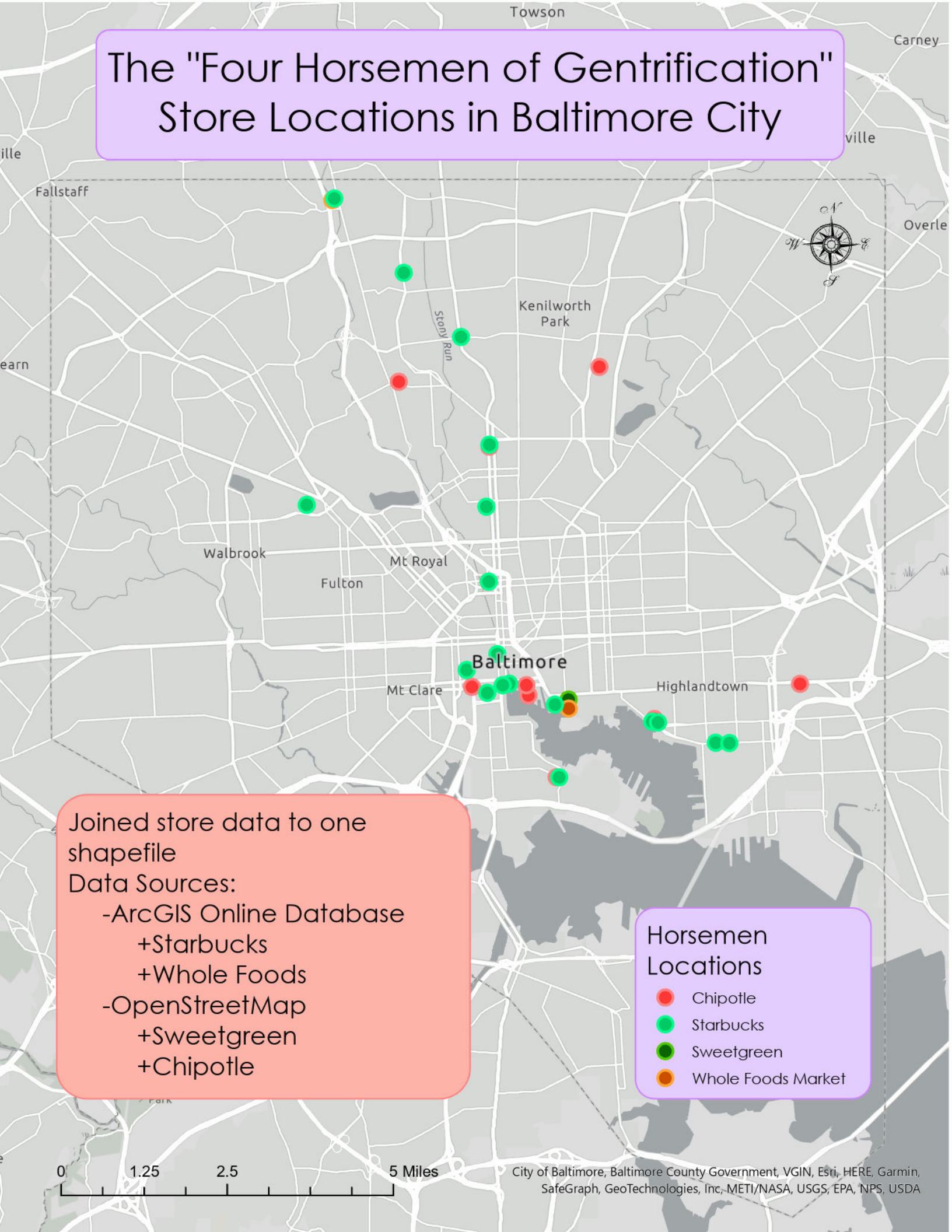
Puneet
@puneetsingh

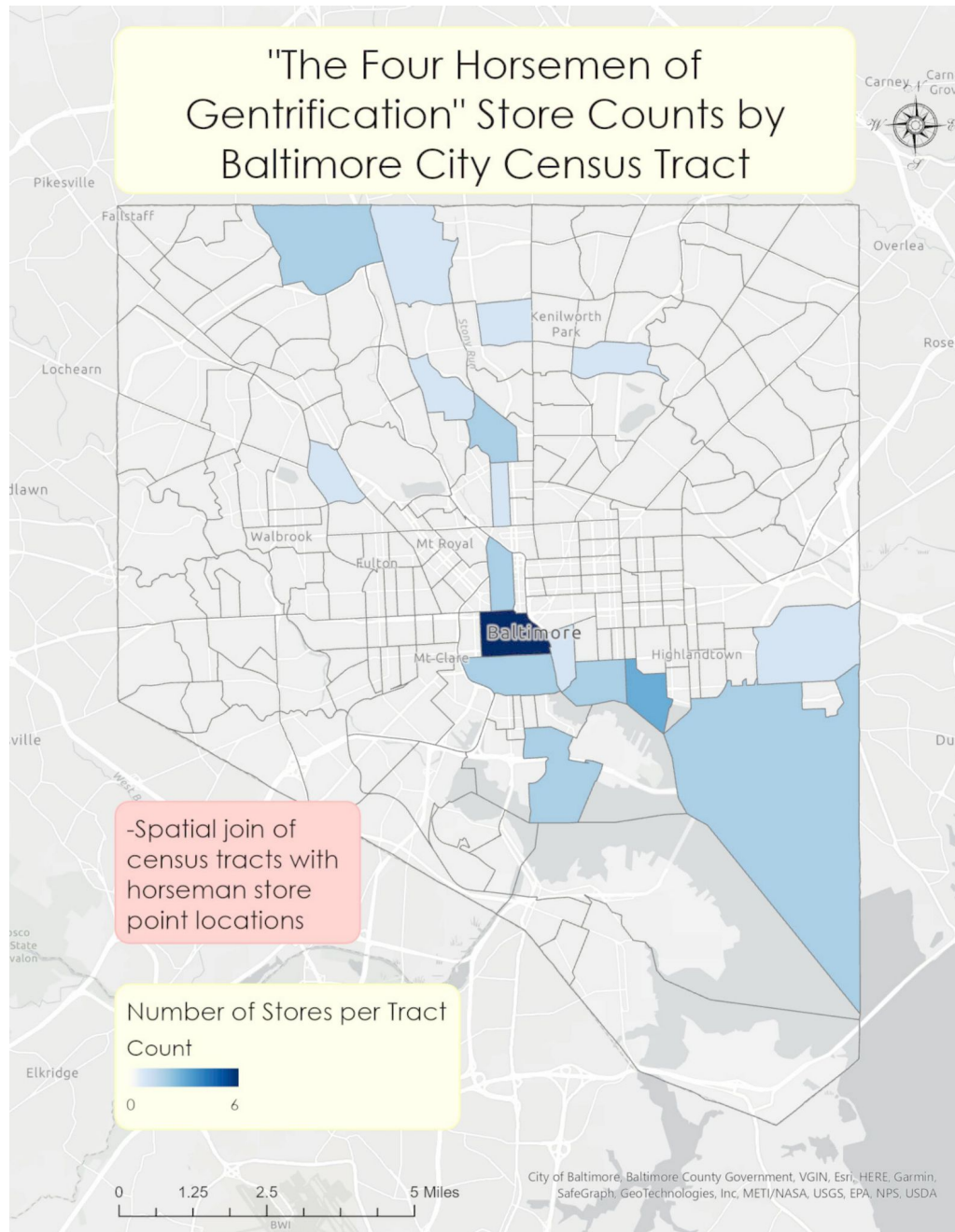...

Four Horsemen of Gentrification.

Our project aims to examine the spatial relationships between racial demographics and the distribution of what was "memed" as the 'four horsemen of gentrification' — Sweetgreen, Starbucks, Chipotle, and Whole Foods — within Baltimore City. Contrary to the common narrative of gentrification marked by displacement, Baltimore presents a different urban dynamic where reinvestment and demographic shifts do not align with the traditional model of gentrification. Using ArcGIS Pro and various GIS datasets, we're creating detailed maps to analyze the concentration of these businesses in relation to the proportion of white and black residents across the city's neighborhoods. Our objective is to explore whether the presence of these 'horsemen' correlates with racial demographic patterns, rather than indicators of gentrification such as housing costs or economic development. Through spatial analysis, we're delving into the complexity of urban change in Baltimore City, offering a nuanced perspective on the intersection of commerce, race, and community structure.

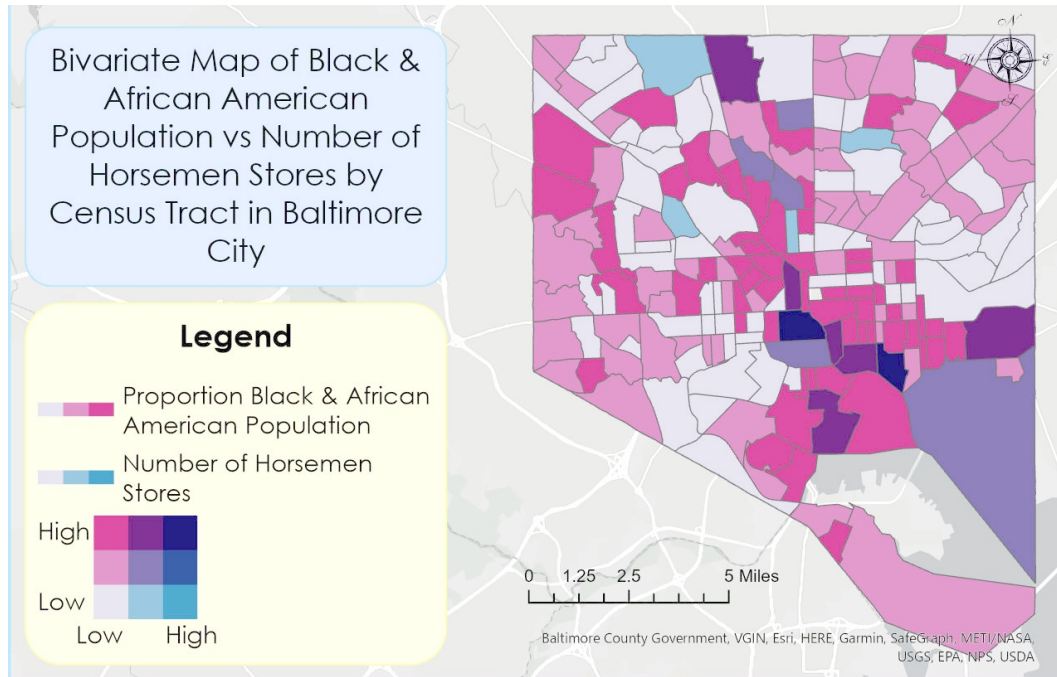# The "Four Horsemen of Gentrification" Store Locations in Baltimore City

Joined store data to one shapefile
Data Sources:
    -ArcGIS Online Database
        +Starbucks
        +Whole Foods
    -OpenStreetMap
        +Sweetgreen
        +Chipotle

Horsemen
Locations

● Chipotle
● Starbucks
● Sweetgreen
● Whole Foods Market

0   1.25   2.5   5 Miles

City of Baltimore, Baltimore County Government, VGIN, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, USDA

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Map 2

"The Four Horsemen of Gentrification" Store Counts by Baltimore City Census Tract

-Spatial join of census tracts with horseman store point locations

Number of Stores per Tract Count

0   6

Map 2 explores the locations of the 'four horsemen of gentrification'—Chipotle, Sweetgreen, Starbucks, and Whole Foods—in Baltimore City by census tract. We used the joined store locations layer from map 1 and the Spatial Join tool to combine it with the census tracts shapefile. To run this join, we set the tool to count the number of points contained within each census tract. The map shows which parts of the city have the most Chipotle, Sweetgreen, Starbucks, and Whole Foods stores. The goal is to investigate potential spatial patterns, shedding light on the concentration of these 'four horsemen of gentrification' and their possible influence on local Baltimore city residents.

Map 3

Map 3 delves into the relationship between the 'four horsemen of gentrification'— Chipotle, Sweetgreen, Starbucks, and Whole Foods— and the racial demographics in Baltimore City. For these maps we made another table join combining store point locations and demographic information by census tract. We then generated new data fields to calculate the proportion of Black & African American and White populations over total population by tract. The resulting bivariate maps' symbology shows us a couple things. The one map highlights the proportion of White residents versus store count, while the other emphasizes the proportion of Black & African American residents versus store count. We used this symbology to help show potential connections between the concentration of these establishments and the racial composition of different areas in Baltimore City.