PROTEST BANNER NEAR URBAN CONSTRUCTION SITE

2. The older neighborhood shown in the picture is undergoing changes in its demographic profile as the existing built landscape is renovated.

   A. Explain TWO ways that gentrification may positively impact neighborhoods.

   B. Explain TWO ways that gentrification may negatively impact neighborhoods.

   C. Identify and explain ONE way that city governments may reduce the negative impacts of gentrification.

TERMS IN POPULAR CULTURE

Decade	Term	Meaning
1940s	Cool	Excellent, clever
1960s	Groovy	Sounds good, nice
1980s	Rad	Radical, excellent
2000s	Newbie	Newcomer, inexperienced
2010s	Selfie	Photograph of yourself

3. A. Identify TWO specific means by which new expressions in popular culture are diffused globally.

   B. Popular culture often spreads through a combination of different types of diffusion. Describe how terms, such as those shown in the table, diffuse spatially through each of the following processes.

   1. Relocation diffusion

   2. Contagious diffusion

   3. Hierarchical diffusion

   C. When new words diffuse, they confront barriers. Identify and explain TWO barriers to diffusion that are often encountered even as new terms become more popular.

STOP

END OF EXAM

Question 2

6 points: (2 + 2 + 2)

A. Explain TWO ways gentrification may positively impact neighborhoods. 2 points

A1. Increasing property values or as properties are renovated they rise in value.

A2. Increasing tax base; as properties are renovated they are reappraised for higher property tax values.

A3. Stimulating new businesses and/or investment. New businesses are attracted to the area due to increased incomes of new residents and/or increased tourism.

A4. New employment either in construction (short term) or in the new businesses that open (longer term).

A5. Changing cultural landscape as a result of restoration efforts, aesthetic improvement of older or decaying structures, neighborhood rehabilitation, or historical preservation of structures or neighborhoods.

A6. Improvement in business services and consumer, resident, or visitor amenities (e.g. young, diverse, "cool city" factor).

A7. Improvement in public infrastructure, e.g., new sidewalks, repaved roads, community centers, parks, upgrading of utilities.

B. Explain TWO ways gentrification may negatively impact neighborhoods. 2 points

B1. Displacement due to rising property values and rents; impacting less affluent, elderly, or marginalized groups.

B2. Changing cultural landscape as modern or contemporary buildings take the place of traditional or historic architecture.

B3. Increased social tension due to changes in neighborhood characteristics, diversity, and opportunities.

B4. Displacement may lead to increased homelessness.

B5. Decrease in the number of homes available for rent that could impact low-income residents.

B6. Changing businesses as small, locally-owned businesses are replaced with national or global chains, franchises or companies with prohibitively expensive goods and services.

B7. Shift in dwelling use from residential to commercial, or change in the type of available housing units, going from multifamily structures to single-family structures; or single-family structures to condominiums.

C. Identify and explain one way city governments may reduce the negative impacts of gentrification. 2 points (1 identification + 1 explanation)

Identification	Explanation
C1. Affordable housing programs	a. Policies to ensure affordable housing (e.g., rent control, public housing developments) or require developers to add affordable housing units
	b. Rent subsidies, tax credits, or reduced property taxes for longtime residents that allow them to stay in the neighborhood
	c. Establishing low-cost or charitable group home renovation programs
C2. Historical preservation laws	a. Purchase of development rights for buildings or homes from low-income residents, or enlist non-profit organizations to purchase, manage, or preserve buildings or homes of low-income residents
	b. Enforcing historical preservation laws to maintain the architectural character of the neighborhood
C3. Urban planning or zoning	a. Ensuring planning involves participation of entire community, transparency in the planning process, planners work with elderly and low-income residents
	b. Development of community services or retailing for lower-income residents such as food stores, medical services, housing, training, and jobs programs