Planners and project managers set the parameters of both the material outcomes and emotional connections to project sites, mediating relationships between governmental, private, and community stakeholders. While the conditions that making green gentrification possible are structural, the impacts of this process are often felt on a hyper-local basis. This opens an opportunity to intervene and build community power around particular projects, setting examples for how the status quo can shift. Planners and project managers are often the most publicly-accessible representatives of urban planning policy, presenting a path to share community concerns and shift day-to-day operations.

AUDIENCE

- Urban Planners
- Architects
- Landscape architects
- Long-range planners
- Community engagement coordinators
- “Placemaking” professionals
- Artists and designers who work in public space

GUIDING CONSIDERATIONS

1) Deep engagement presents opportunity for redistributing power through all aspects of a project process, from ideation to implementation
2) In the context of gentrification, “placemaking” must also contend with the principles of “place keeping” - uplifting the labor and emotional investment that has made a place into what it is
3) Incorporating justice into the execution of a project is not just procedural, it is material as well, considering questions of who owns and profits from its outcomes
4) Each project is inevitably shaped by historical and ongoing structural conditions
5) While many anti-displacement policies are not carried out on a project-by-project basis, planners and project managers can leverage their positions to mobilize their colleagues and residential constituents to advocate for broader policy changes

Example Best Practices

- Include community input in developing requests for proposals
- Hire and pay community stewards to inform and build cohesion around individual projects
- Consider community job access and wealth-building opportunities in every stage of planning and implementation (from community outreach to technical consultation)
- Prepare to address green gentrification concerns in public project meetings and have housing resources on hand