

Parks Plus: Economic Vitality

Parks Beyond Boundaries: Strategies for Inclusive Growth

July 9, 2025



Connecting everyone to the outdoors™

Agenda

Plenary + Q&A (40 minutes)

- Anna McCorvey, *Senior Equitable Development Manager for 11th Street Bridge Park*
- Wrap Up

Optional Small Group Discussions (15-20 minutes)

- How does displacement show up in your city?
- Who's already working to address it—agencies, orgs, advocates?
- What are promising efforts you've seen (in your city or elsewhere)?



Green Gentrification Risk Factors and Anti-Displacement Options

Great parks should not uproot communities

GREEN GENTRIFICATION RISK FACTORS AND ANTI-DISPLACEMENT OPTIONS



TPL Land & People Lab Green Paper

Presents research and evidence on green gentrification risk factors related to the characteristics of green space projects.

Summarizes strategies to limit displacement near new green spaces and evidence of their effectiveness.



Definitions

GREEN GENTRIFICATION

Describes the influx of more affluent residents and capital to previously underserved communities due, in part, to the creation of new green spaces, such as parks, green schoolyards, and trees. Wealthier households that move in can outcompete longtime low-income households for the available housing in these neighborhoods, which can lead to the displacement of those longstanding households, especially renters.

DISPLACEMENT

Refers to both the physical departure of existing residents or the cultural replacement of norms with those of new residents. Examples include new businesses moving into these neighborhoods, potentially pushing out locally-owned small businesses. Additionally, new market-rate housing development in those neighborhoods might lead to the demolition of older, more affordable housing units and commercial buildings, which can also displace longtime, low-income renters and small businesses

Report Goal

How can park agencies and advocates create amenities, like parks that improve health and well-being, without displacing the very people they were intended to serve?



Green Gentrification Risk Factors

High-Risk Green Space Features

- Large greenways & parks near downtowns
- Greenways like Atlanta BeltLine, Chicago's Bloomingdale Trail
- Mixed findings on park size and tree planting
- Brownfield cleanup and green stormwater infrastructure can contribute

Neighborhood Characteristics

- Close to downtown or transit
- Near already-gentrifying areas
- Lack of existing green space or subsidized housing

**Source: Great Parks Should Not Uproot Communities, Pages 10-11*



Strategies to Limit Displacement

Key Actors & Tools

- **Green Space Agencies:** inclusive hiring, culturally relevant design
- **Planning/Housing Agencies:** zoning, tenant protections, affordable housing
- **Economic Dev. Agencies:** job training, small biz support
- **Funders:** require or incentivize anti-displacement policies
- **Communities/Nonprofits:** land trusts, joint development, organizing

**Source: Great Parks Should Not Uproot Communities, Pages 18-21*



Call to Action

Equity-First Greening Requires Intentional Policy

- Invest where green space gaps exist and where protections are strong
- Embed housing and economic protections in park plans
- Use data and community voice to shape investment
- Act now! Don't wait for perfect evidence

Promising Practices

Washington, D.C.'s 11th Street Bridge Park: coordinated housing, jobs, and park planning

California's Transformative Climate Communities: joint climate and housing investments

LA ROSAH: joint development of parks and affordable housing

Community Benefits Agreements: formal tools with developers



Great parks should not uproot communities

**GREEN GENTRIFICATION
RISK FACTORS AND
ANTI-DISPLACEMENT OPTIONS**



Questions?

Reach out to us:

jennifer.clinton@tpl.org

christina.jang@tpl.org





Transition to 11th Street Bridge

Q&A



Discussion Questions

15-20 minutes

- How does displacement show up in your city?
- Who's already working to address it—agencies, organizations, advocates?
- What are promising efforts you've seen (in your city or elsewhere)?



Fill out the
survey once
you leave the
room.

See you in
the Fall!

Peer
Discussion

Raise your
hand function



Since 1972, TPL has protected 4 million acres of public land; created 5,364 parks, trails, schoolyards, and iconic outdoor places; raised \$93 billion in public funding for parks and public lands; and connected nearly 9.4 million people to the outdoors.

To learn more, visit tpl.org.

Connecting everyone to the outdoors™

Thank you!

Christina Jang
Christina.Jang@tpl.org

Jennifer Clinton
Jennifer.Clinton@tpl.org

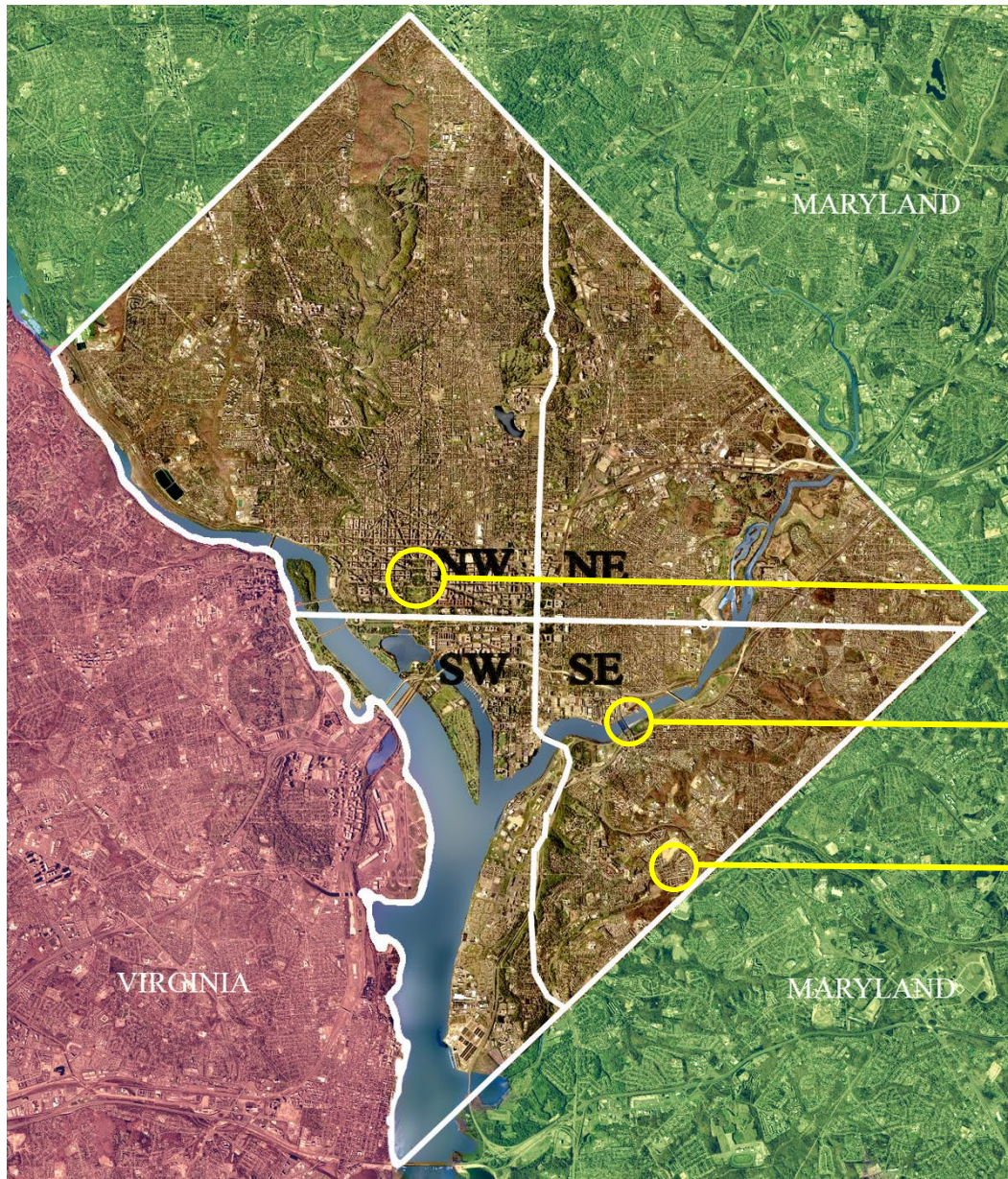
Building Bridges Across The River™











WHITE HOUSE

11TH STREET BRIDGE PARK

THEARC CAMPUS

A TALE OF 2 CITIES

Once again, Washington DC ranks as the healthiest city in the nation

Thanks to loads of parks and a population committed to health, Washington D.C. once again leads the nation as the fittest city.



May 18, 2016, 1:51 AM EDT / Source: TODAY

By Meghan Holohan

For the third year in a row, Washington D.C. ranks as the fittest city in the United States with Minneapolis coming in second, according to the American Fitness Index (AFI). This comes as no surprise as the two cities have dominated the list for years.

Sponsored Stories

by Taboo



SURSELL

The best walking shoes suitable for elderly people to wear all day.

4 WASHINGTON LOCAL WEATHER U.S. & WORLD THE SCENE INVESTIGATIONS SPORTS NEWSLETTERS

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UNITED STATES

In DC, Diabetes Is Twice the National Average East of the River

By Associated Press • Published June 18, 2019 • Updated on June 18, 2019 at 7:56 pm

The Georgetown
VOICE

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NEWS

Organizations tackle lack of accessible recreational spaces in Wards 7 and 8

By Bettina Bottome and Abby Gardner December 1, 2021

The Washington Informer

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POLICE SHOULD BE FOCUSED ON KEEPING COMMUNITIES SAFE, NOT ENFORCING PROHIBITIONS. TELL THE BIDEN FDA TO ABANDON THE RECKLESS BAN ON MENTHOL.
PAID FOR BY THE LAW ENFORCEMENT ACTION PARTNERSHIP

HEALTH

Diabetes Most Prevalent in Wards 7, 8 of D.C.

by WI Guest Author July 17, 2019

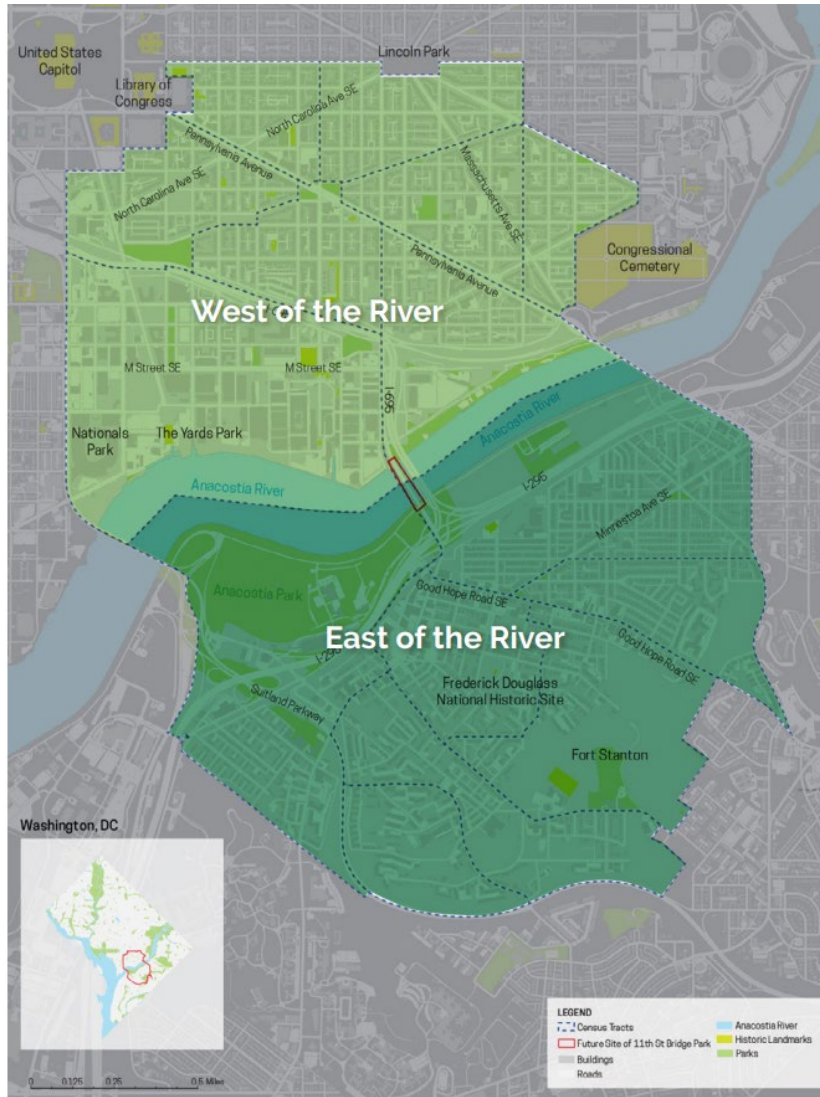
LOCAL NEWS | OCT 16, 2017

Southeast D.C. Residents Protest Food Deserts At Grocery Walk

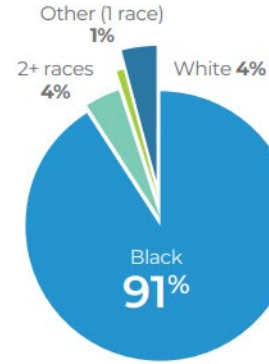
Sasha-Ann Simons

SHARE





East of the River¹



Surrounding 11th Street Bridge Park



Total Population

21,892



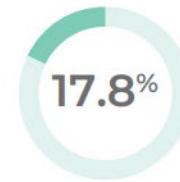
Median Value of Owner-Occupied Housing Units

\$343,966

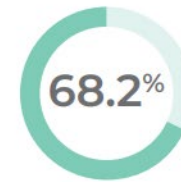
Child Poverty



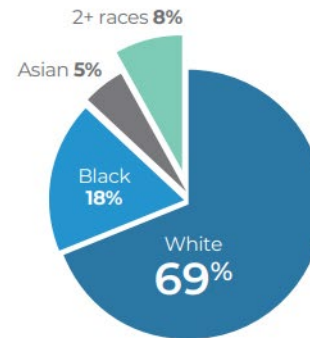
Unemployed



Renter-Occupied Housing Units



West of the River¹



Surrounding 11th Street Bridge Park



Total Population

27,884



Median Value of Owner-Occupied Housing Units

\$815,428

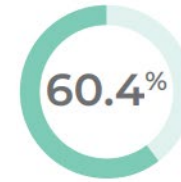
Child Poverty



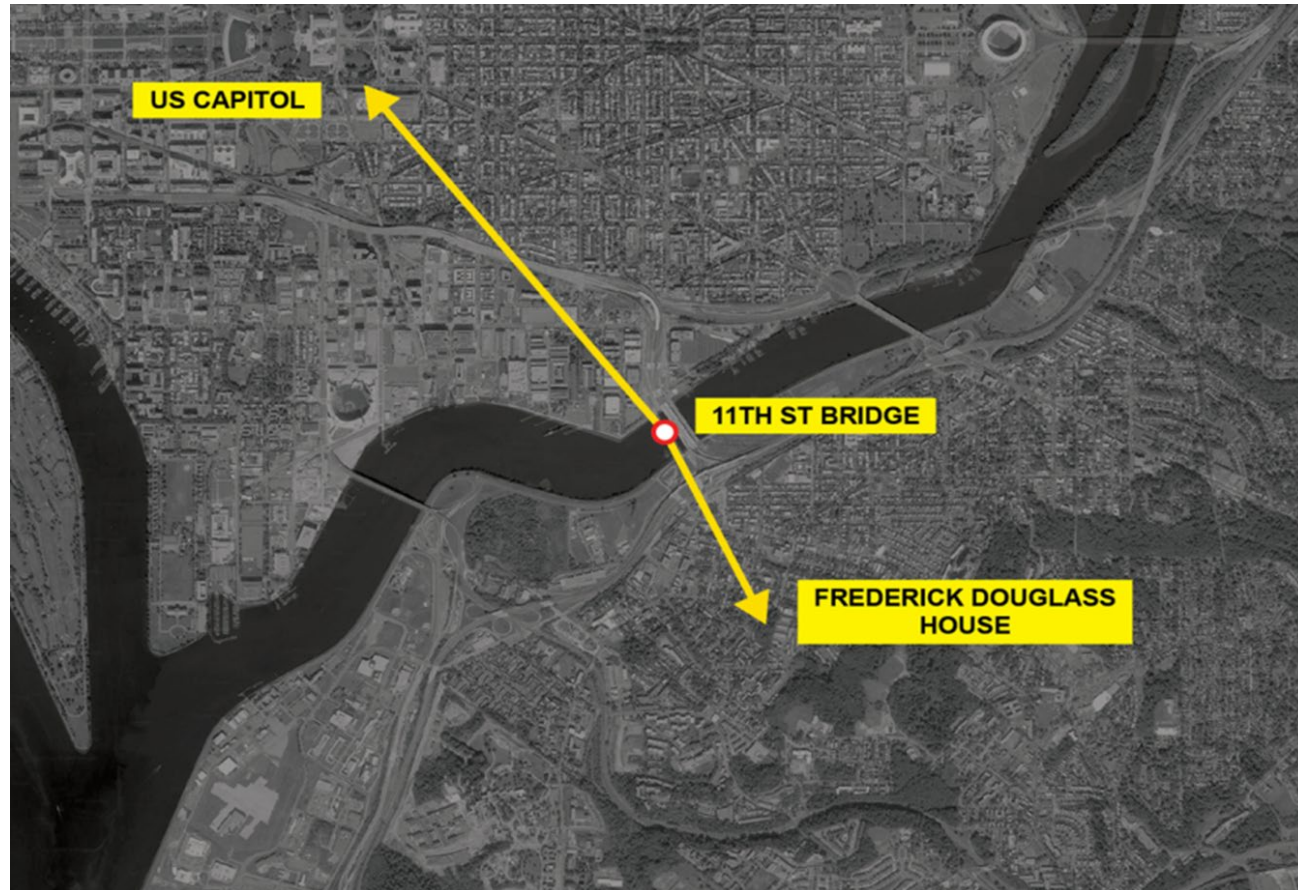
Unemployed



Renter-Occupied Housing Units



RECONNECTING COMMUNITIES



TRANSFORMING INFRASTRUCTURE





SHAPED BY THE COMMUNITY





PROJECT GOALS

ENVIRONMENT: Re-engage residents with the Anacostia River

HEALTH: Improve public health disparities

SOCIAL: Reconnect long divided communities

ECONOMIC: Serve as an anchor for equitable and inclusive growth



RESIDENT LED PROGRAMMING

- Environmental Education Center
- Kayak & Canoe Launch
- Urban Agriculture
- Public Art
- Performance Space
- 21st Century Playground
- Café / Restaurant

REMOVING BARRIERS TO PARTICIPATION

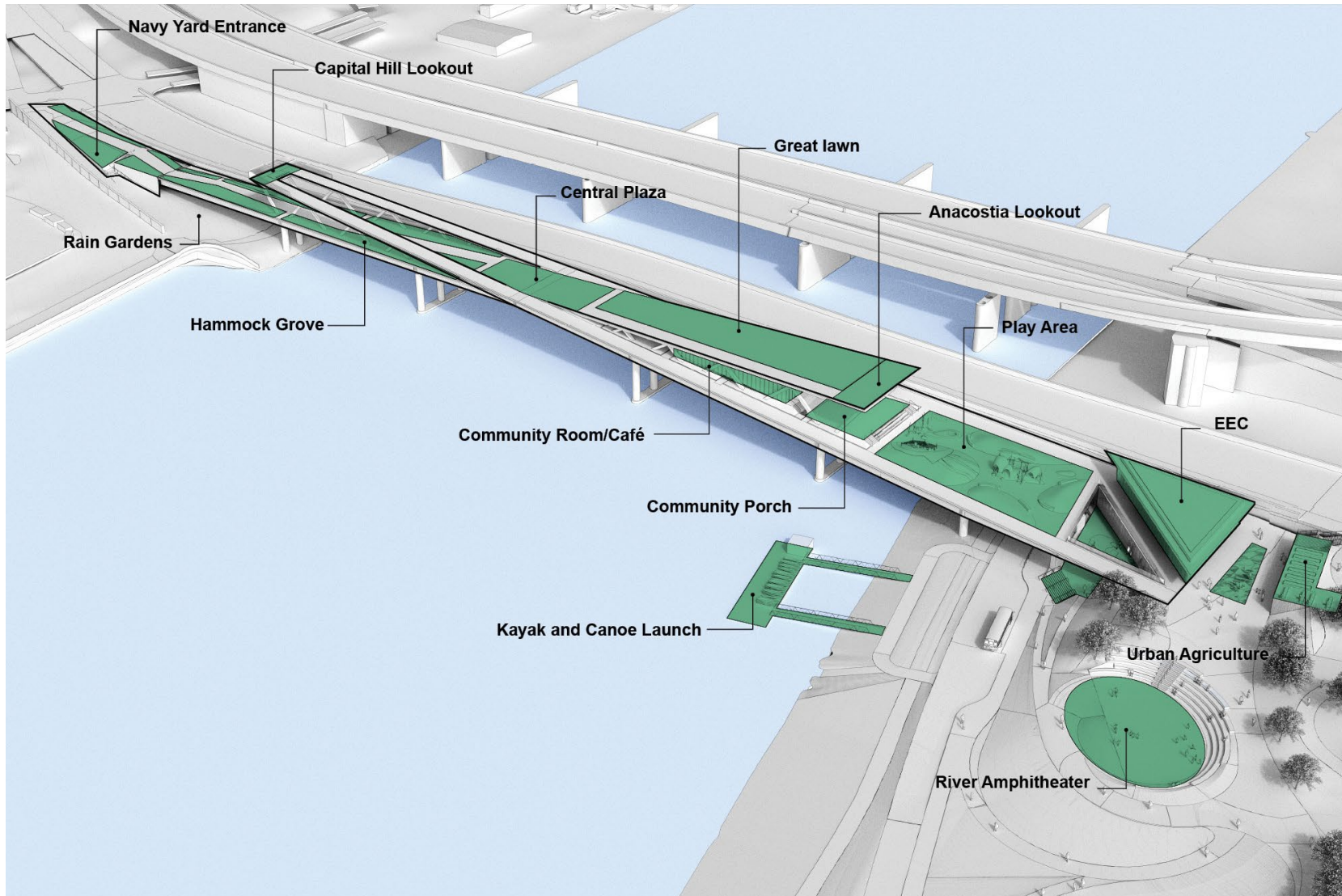
- Connect to existing community meetings
- Provide childcare
- Provide food / refreshments
- Compensate participants with stipends
- Continued community engagement – show results!





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PROJECT TIMELINE

Community Engagement
2012 – Ongoing

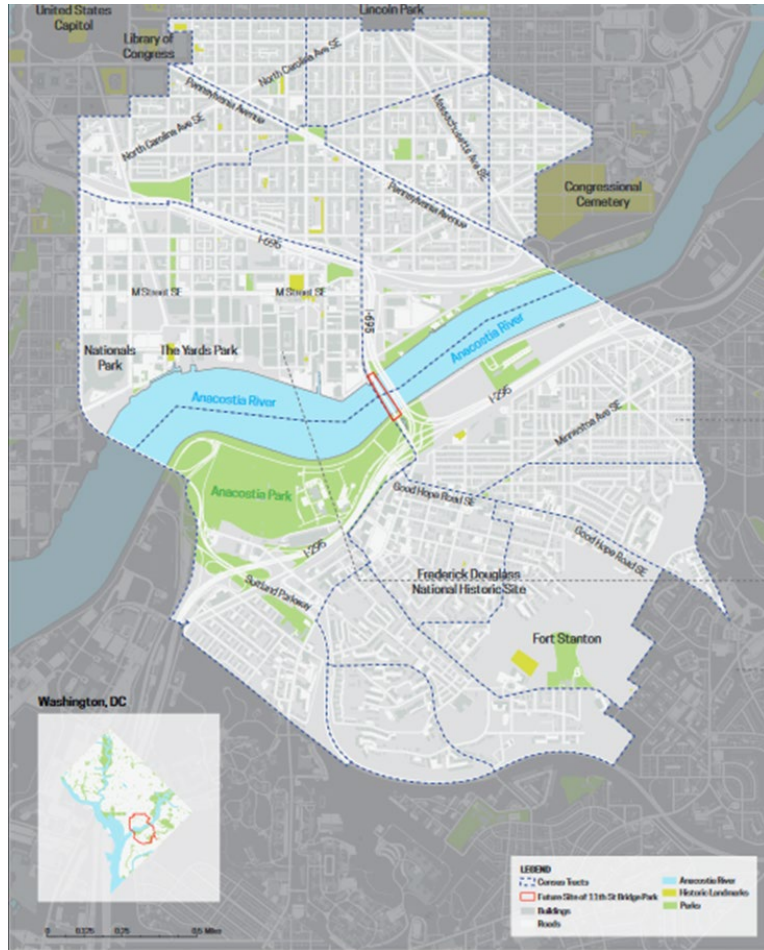
Design Competition
2014

Pre-Construction / Permitting
2016 - 2023

100% Design & Solicit General
Contractor 2025

Park Opens!
2028

BRIDGING THE ECONOMIC DIVIDE





COMMUNITY PRESERVATION PLAN (V3)

- Goal of the plan: Inclusive development and economic growth
- First version released in 2015
- Newest released January 2024
- 5 Strategy Areas
 - Housing
 - Workforce Development
 - Small Business Enterprise
 - Arts & Culture
 - Health & Wellness (added in newest release)
- New release has a policy advocacy focus
- \$101MM has been invested in CPP strategies to date

11th Street
Bridge Park's
**Community
Preservation
Plan**





HOUSING

Ward 8 Homebuyers Club

We are helping build **generational wealth, education and empowerment**, through homeownership.

167 WARD 8 RENTERS HAVE BECOME **HOMEOWNERS**
BUILDING GENERATIONAL WEALTH

“Now when we ride past, my kids can say
‘Mom, that’s our house.’”



SMALL BUSINESS

Building Wealth Opportunities

Providing grants , loans and technical assistance to Black owned small businesses east of the river.

\$2,900,000+ INVESTED TO DATE

“The team has been extremely helpful to my transition into a new space. The work will be helpful to our new venture.” – Darrell Gaston, Kitchen Savages

MOBILE SMALL BUSINESS KIOSK





WORKFORCE TRAINING

Skyland Workforce Center

500+ EAST OF THE RIVER RESIDENTS PLACED
CONSTRUCTION JOBS

“I always knew I was going to be able to find a job. It just so happened that the program was here for me, and that was a blessing.” – Skyland Workforce Center graduate



ARTS & CULTURE

Elevating Local Voices

Commissioning **art installations** , producing **festivals** and
providing **leadership training** to residents

INVESTED \$4.2MM IN THE ARTS

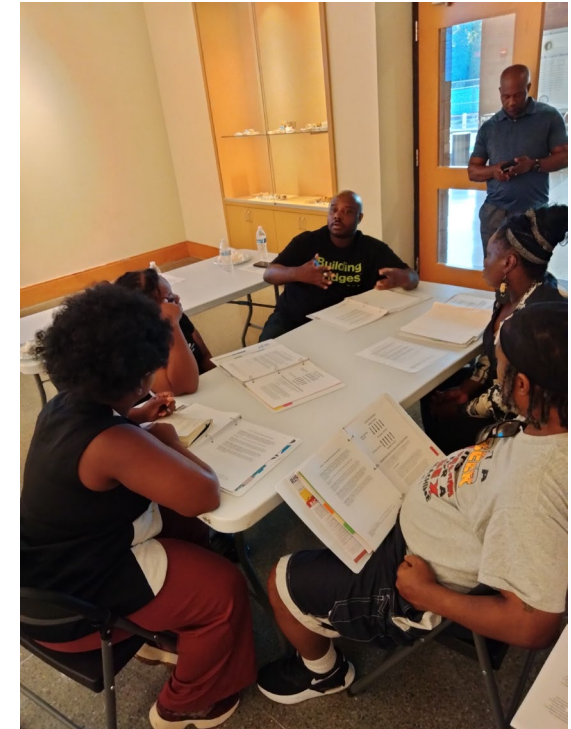
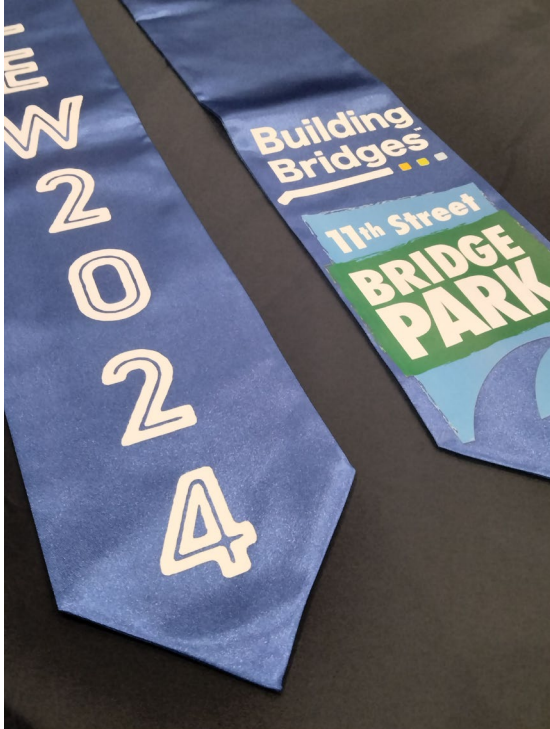
“The 11th Street Bridge Park says I see you, I see the value in what you do, and let’s do this together. And I think that’s completely different.” – Anika Hobbs, Ward 8 small business owner

ANACOSTIA RIVER Festival

SATURDAY,
MAY 17TH 2025
Festival Hours: 1:00 - 6:00 pm
**FREE & FAMILY
FRIENDLY!**
AT ANACOSTIA PARK
BRIDGEPARK.ORG/ARF



COMMUNITY LEADERSHIP & EMPOWERMENT WORKSHOP (CLEW)





HEALTH & WELLNESS

Addressing Health Inequities

Focusing on mental, emotional, physical & environmental health

Programs

- Environmental Justice Training
- Summer Health & Wellness Workshops
 - Free Farmers Market

BRIDGE PARK PLOTS



FARMERS MARKET + CSA + MUSHROOM



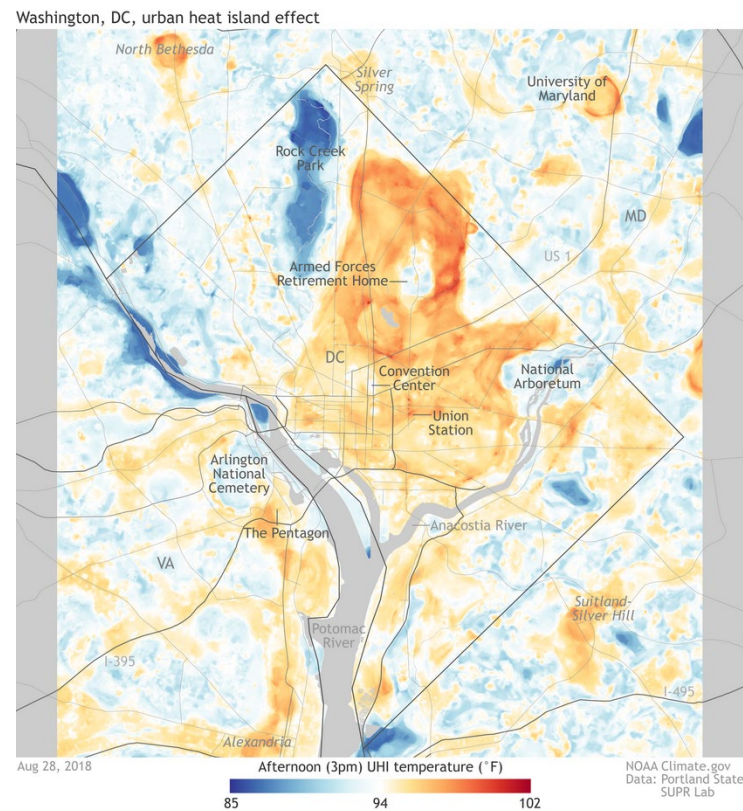
TASTE OF THE HARVEST FESTIVAL

Saturday, October 11, 2025



HEAT & HEALTH PILOT

Installing 54 energy efficient A/C units in Ward 8





THRIVE EAST OF THE RIVER

Pandemic Relief

Largest privately funded unconditional cash transfer ever attempted in the United States

650 FAMILIES RECEIVED \$5,500 EACH

“Just to know I will have this is such a blessing. Not really having to worry about food and a place to live, the ability to have basic needs just to provide for my family. Financially stable – that’s where I want to be.” – Zabria Proctor

7 STEP PROCESS

- **Step 1:** Identify key stakeholders such as residents, municipal leaders, NGOs active in the area, civic associations, business owners, etc.
- **Step 2:** Establish your geographic area of impact and collect data
- **Step 3:** Engage stakeholders as part of the planning process & build ownership
- **Step 4:** Release Equitable Development Plan
- **Step 5:** Begin implementation of strategies
- **Step 6:** On-going evaluation
- **Step 7:** Celebrate early wins to build confidence



\$101MM+ INVESTED FOR INCLUSIVE GROWTH EXCEEDING CONSTRUCTION \$\$\$



LESSONS LEARNED

- Act early & be intentional
- Put the community at the center
- *Change Moves at the Speed of Trust*
- Don't Reinvent the Wheel - Build NGO Asset Map
- To Impact the Future, Know Your Past
- Take a Multi-Sector Approach
- What Gets Measured Gets Done
- Impact Policy for Long Term Change
- Collaborate! Build Sustainable Partnerships



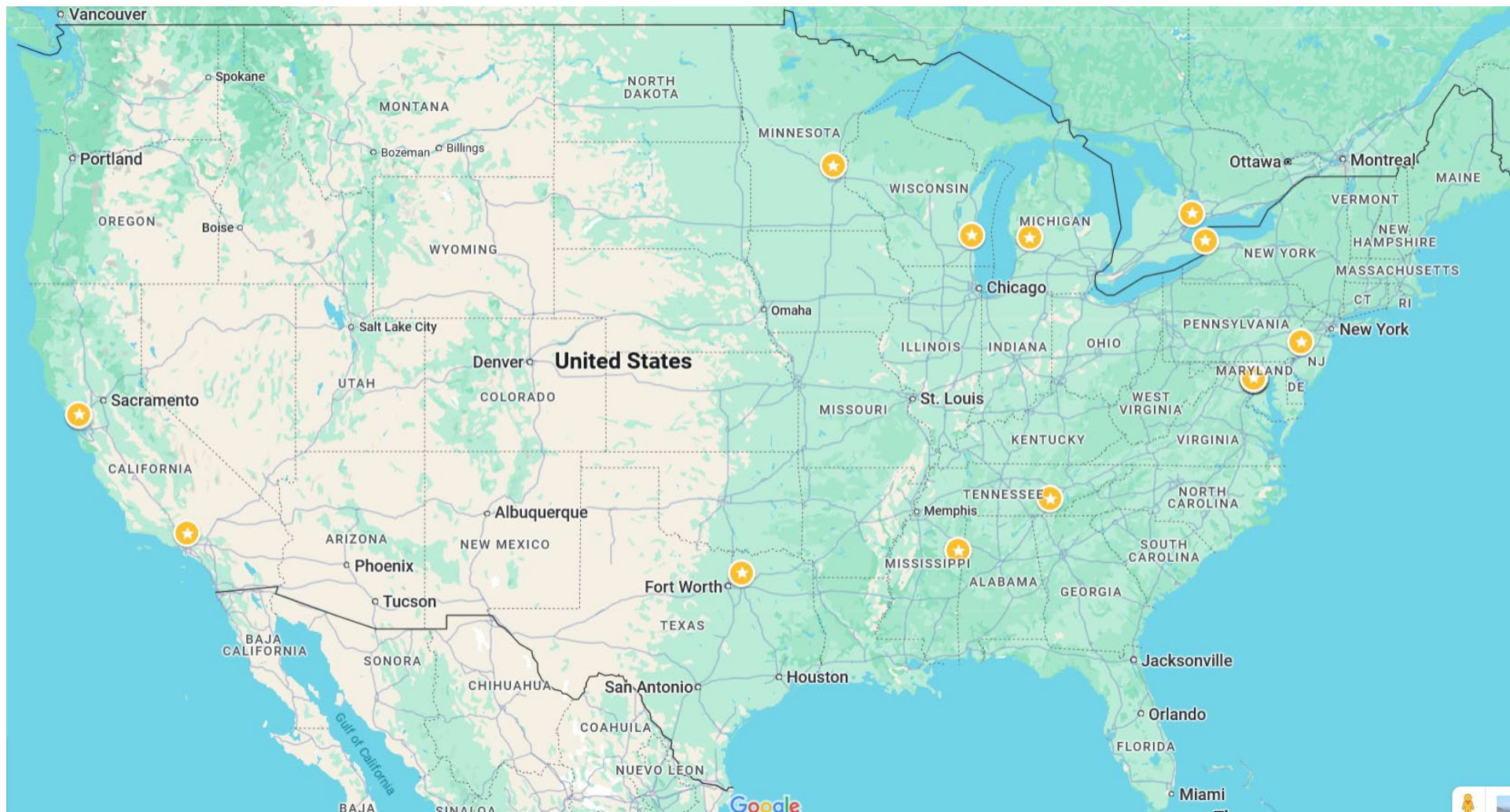
WHAT'S NEXT: LAUNCHING 1TH STREET BRIDGE PARK *HOUSING & OPPORTUNITY FUND*



**\$20MM goal secured in the next 36 months
before Bridge Park opens**

- \$5MM - Property Acquisition by DCLT
- \$5MM - Downpayment Assistance to East of the River Home Buyers Club Graduates
- \$10MM - Reducing barriers to programming at the Bridge Park

A National Model







FOR MORE INFORMATION

VISIT BRIDGEPARK.ORG
ANNA@BRIDGEPARK.ORG

**Building
Bridges
Across
The River™**

