Yuppies (Young Upward Professional People)
- Prefer bright lights and fast-paced city life
- Lifestyle where business and pleasure intertwine and intersect
- Usually single or nuclear families
- White collar executives/professionals

Expensive rents in gentrified residential areas due to:
- Rent near CBD is expensive due to Bid-Rent Theory
- Neighborhood upgrading by relatively affluent incomers increases rent of poorer neighborhood in decayed inner city > displacement of lower income groups and transformation of identity
e.g. Angel, Islington – 27% higher than London’s average property price

1960-70s: Gentrification of Primose Hill, Camden Town, Holland Park, Notting Hill
- Dominated by younger public sector professionals & managers > purchase run-down properties
- Proximity to center of London & accessibility to leisure activities on River Thames

Causes of Gentrification:
- Initiated by the government/urban planners in attempt to rejuvenate a city (top-down)
- Consequence of individual choice – yuppies do not subscribe to suburbanization

(1) Different lifestyle choice and the changing nature of households
- Triggered by renewed interest in once elegant, distinctive and run down housing
- Changing demographics, nature of household’s thus different needs > middle class professionals and singles that marry at later ages
- Different lifestyle choices and needs > artists seeking cheap extensive work space & seeking access to city-centre employment opportunities & good public transport, preference for convenience and buzz of staying near city.

(2) High Commuting costs
- Commuting from suburbs is stressful time consuming and costly
- Locational advantages of central city area for work and services

(3) Rent Gap (Difference between potential rent and actual rent under present land use)
- Price of land or property falling below real value due to decline of inner city
- In places not the cost or maintenance of spaces investment
- Creation of improved housing units in mixed-use districts (loft conversions)
- Multi-family housing units and derelict industrial space into luxury condos & co-op apartments

(4) Government or local authority action
- Aided by government policies and activities > economically revitalizing and diversifying inner city
- Reinvestment of capital at urban centre (e.g. London’s Docklands)
- Benefit by replacement of low income groups + influx of middle/upper-class residents with higher income > investments enrich the tax base

Case Study – Gentrification of Berlin
Decline of inner city Berlin
- Max squatter settlements in inner city after fall of Berlin Wall (approx 30 years ago)
- Influx of migrants into eastern Germany cos (1) lure of vacant houses (2) breakdown of police authority
- Results in (1) fall in rent (2) changed image of area (3) disinvestments

Gentrification of Berlin
- Creative folk drawn across Europe & America by cheap studios and frontier like freedoms
- Google plans “Institute for internet and society” & Industrial clusters formation

Impacts
- Rents remain enticingly low but risen fast by 20% between 2007 and 2010, costing 30-50% of income
- In last 2 decades, 60% of native inhabitants driven out
- Housing subsidies to poor families but bad amenities to decentralize them to city outskirts
- Decreased concomitant (increase in one person households)
24-hour Cities – maximize the use of city centers for a longer time everyday

- Traditional perception of city center to be threatening, unsafe, used only for work and services
- Need to repackage city centre as lively & attractive places throughout the evening & night
- Strategies include (1) better public transport at night (2) wider range of leisure facilities (3) installation of camera surveillance for safety (4) promoting street life and encouraging longer shop opening hours

<table>
<thead>
<tr>
<th>Paris, France</th>
<th>Melbourne, Australia</th>
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<tbody>
<tr>
<td>- Late night dining and drinking culture with 24 hour restaurants in Bohemian Paris</td>
<td>- Encouraging 24/7 city to balance increasing activities with regulation &gt; promote a safe, vibrant &amp; inclusive city from dawn to dusk</td>
</tr>
<tr>
<td>- Late night kebab shops and live music venues, but nightclubs and after-hour bars heavily restricted by draconian laws</td>
<td>- Does not support continuous high level activities 24/7 and recognizes the needs for sleeping residents during night activity</td>
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<td>- Metro till 1:30 but 24 hour buses</td>
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Key concerns:

- Noise, traffic and alcohol consumption at night BUT possibly reduced crime
- Night time workforce prone to sleep disorders, gastrointestinal disorders, metabolic problems, cancer, diabetes, depression and other health problems due to disruption of natural circadian rhythms
- Poorer memory, reaction time, concentration, motivation and adverse effects on work performance > higher rates of accidents and errors on the job
- Solution - Labour laws that require better employer regulation of night-time working conditions.

Heritage Tourism – Tool of economic development running on visitor interest in historical offerings of a city

- Tourist dollars a significant contribution to GDP (12% in Europe)
- Creation of low-skilled & managerial position jobs (22 million jobs in Europe’s tourism sector)
- Revitalised inner city may attract reurbanization
- Disadvantaged multicultural districts on fringes restructured and repackaged
- May be indigenous OR institutional (state-led) with cultural districts employed for capitalism

Generic impacts: (1) Increase in income, employment & accessibility to leisure facilities for locals (2) preservation and continuity of culture through increasing awareness in light of globalization (3) deliberate commodification of culture > inauthenticity > marginalization of minorities (Karen women in Thailand)

Agents involved in urban rejuvenation – Private and Public Sector

<table>
<thead>
<tr>
<th>Public Sector (Central government &amp; planners)</th>
<th>Private sector (Private sector + individuals and NGOs)</th>
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<tbody>
<tr>
<td>- Take up managerial, welfare &amp; entrepreneurial roles</td>
<td>- NGOs – body not created by statutory act but volunteers, supported by individuals &amp; corporate benefactors &gt; tackle problems overlooked by govt</td>
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<td>- From planning to more profit-driven approach</td>
<td>- Greater flexibility &amp; creativity to meet changing consumer demand &amp; preferences due to postfordism</td>
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<td>- Sets overarching vision and direction for the city</td>
<td>- Dependent on investment and more up to date</td>
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<td>- Monolithic POV but shift to post-fordism &gt; perspectives from bottom taken into consideration</td>
<td>- Tend to be profit driven rather than socially aware</td>
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<td>- Less up to date with trends and technology</td>
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<td>- Greater concern over welfare, environment &amp; society</td>
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<tr>
<td>- Comprehensive urban solutions</td>
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</tbody>
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Public-private sector collaboration:

- Public sector cannot completely influence development decisions of private investors but state may put in place protectionistic policies to control power of TNCs
- Governments become co-developers of more risky, large scale & creative redevelopment projects