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RESEARCH QUESTIONS

1. HOW HAS THE OVERALL PLACE IDENTITY OF THE EAST VILLAGE TRANSFORMED BETWEEN 1960 TO 2010?

A. WHAT WERE THE PREEXISTING CHARACTERISTICS OF THE EAST VILLAGE'S PLACE IDENTITY AROUND 1960?

B. WHAT ARE THE CONTEMPORARY CHARACTERISTICS OF THE EAST VILLAGE'S PLACE IDENTITY?

C. HOW HAS THE NEW YORK TIMES NEWSPAPER PORTRAYED THE EAST VILLAGE WITHIN THEIR NEWS ARTICLES BETWEEN 1960-2010?

D. HAS THE FREQUENCY IN THE NEW YORK TIMES COVERAGE OF THE EAST VILLAGE CHANGED BETWEEN 1960-2010? IF SO, WHICH DECADES EXPERIENCED A SIGNIFICANT INCREASE OR DECREASE IN MEDIA COVERAGE?

2. HOW ARE ZUKIN AND THE NEW YORK TIMES' PERCEPTIONS OF THE EAST VILLAGE THE SAME OR DIFFERENT? WHAT DO THEIR RESPECTIVE INTERPRETATIONS TELL US ABOUT THE AUTHENTICITY (OR LACK THEREOF) OF THE EAST VILLAGE?

FIGURE 1. HIPPIES IN THE EAST VILLAGE (1960s)

RESEARCH DATA: CODING AND DISCOURSE ANALYSIS

NYT ARTICLE FREQUENCY

Decade	New York Times Article Count	Total Articles	East Village %	Chelsea %	Greenwich Village %
1960s	1,315	5,472	5.4% (72)	25.9% (341)	68.6% (902)
1970s	6,155	23,866	9.2% (565)	30.3% (1,866)	60.5% (3,724)
1980s	6,818	25,810	11.9% (810)	28.8% (1,966)	59.3% (4,042)
1990s	17,175	65,899	22.7% (3,899)	37.3% (6,411)	39.9% (6,865)
2000s	36,696	142,341	25.5% (9,341)	46.2% (16,946)	28.4% (10,409)

MEDIA PERCEPTION

Decades	Column Total Quantity of Codes: Positive Media Perception	Frequency Cited (% of articles): Positive Media Perception	Total Quantity of Codes: Negative Media Perception	Frequency Cited (% of articles): Negative Media Perception
1960s	2	10%	18	90%
1970s	6	50%	11	60%
1980s	5	30%	5	40%
1990s	3	30%	1	10%
2000s	1	10%	2	20%
TOTAL	17	26%	33	44%

COMMUNITY PERCEPTION

Decades	Total Quantity of Codes: Positive Place Perception	Frequency Cited (% of articles): Positive Place Perception	Total Quantity of Codes: Negative Place Perception	Frequency Cited (% of articles): Negative Place Perception
1960s	8	60%	14	50%
1970s	4	20%	7	50%
1980s	9	40%	3	20%
1990s	2	10%	4	30%
2000s	1	10%	2	20%
TOTAL	22	28%	25	34%

PLACE LOSS CODE RESULTS

Decades	Change in Social Experience (Frequency Cited % of articles)	Community Disconnection (Frequency Cited % of articles)	Essential Place Change Influence (Frequency Cited % of articles)	Globalization (Frequency Cited % of articles)	Place Characteristics Change (Frequency Cited % of articles)
1960	6 (50%)	4 (30%)	0 (0%)	3 (20%)	4 (40%)
1970	1 (10%)	6 (40%)	0 (0%)	1 (10%)	2 (20%)
1980	2 (10%)	8 (50%)	2 (20%)	18 (90%)	0 (0%)
1990	1 (10%)	4 (30%)	5 (50%)	5 (40%)	16 (60%)
2000	2 (20%)	4 (20%)	2 (20%)	1 (10%)	20 (80%)
TOTAL	12 (38%)	31 (38%)	27 (42%)	8 (14%)	58 (52%)

PLACE CREATION AND CONTINUITY CODE RESULTS

Decades	Community Connectivity & Continuity (Frequency Cited: % of articles)	Continued Social Experience (Frequency Cited: % of articles)	Organic Change (Frequency Cited: % of articles)	Sustained Place Characteristics (Frequency Cited: % of articles)
1960	5 (30%)	4 (30%)	1 (10%)	5 (40%)
1970	6 (50%)	5 (40%)	2 (20%)	0 (0%)
1980	7 (50%)	7 (40%)	2 (20%)	5 (50%)
1990	5 (40%)	10 (50%)	0 (0%)	9 (50%)
2000	6 (40%)	6 (50%)	0 (0%)	11 (60%)
TOTAL	29 (42%)	32 (42%)	5 (10%)	30 (40%)

TOTAL PLACE LOSS AND PLACE CREATION CODE CITATIONS

Decades	Place Creation and Continuity (Avg. Frequency %)	Place Loss (Avg. Frequency %)
1960	15 (28%)	32 (33%)
1970	13 (28%)	10 (11%)
1980	21 (35%)	52 (44%)
1990	24 (35%)	43 (36%)
2000	23 (38%)	52 (36%)
Total	96 (33%)	191 (32%)

# PLACE AUTHENTICITY

A STUDY OF THE TRANSFORMATION OF NEW YORK CITY'S EAST VILLAGE FROM 1960 - 2010

PLANNERS AND DESIGNERS PLAY AN IMPORTANT ROLE IN THE DEVELOPMENT OF PLACES AND COMMUNITIES. THEIR ABILITY TO RELATE TO PLACES AND COMMUNITIES IS CRUCIAL FOR ESTABLISHING NEW ENVIRONMENTS THAT ACCURATELY ADDRESS THE NEEDS OF ITS INHABITANTS. DESPITE THEIR ABILITIES TO UNDERSTAND AND EVALUATE A VARIETY OF ENVIRONMENTS, SOME PLANNERS AND DESIGNERS OVERLOOK AUTHENTICITY OR DO NOT CAPTURE ITS FULL POTENTIAL WITHIN THEIR ENVIRONMENTAL INTERVENTIONS. THIS CAPSTONE ARGUES THE IMPORTANCE OF AUTHENTICITY WITHIN BOTH THE PHYSICAL AND SOCIAL ENVIRONMENT AS IT DIRECTLY INFLUENCES THE DESIRABILITY OF A PLACE IN ADDITION TO IMPACTING THE PHYSICAL AND SOCIAL EXPERIENCES AND THE COMMUNITY'S SENSE OF BELONGING.

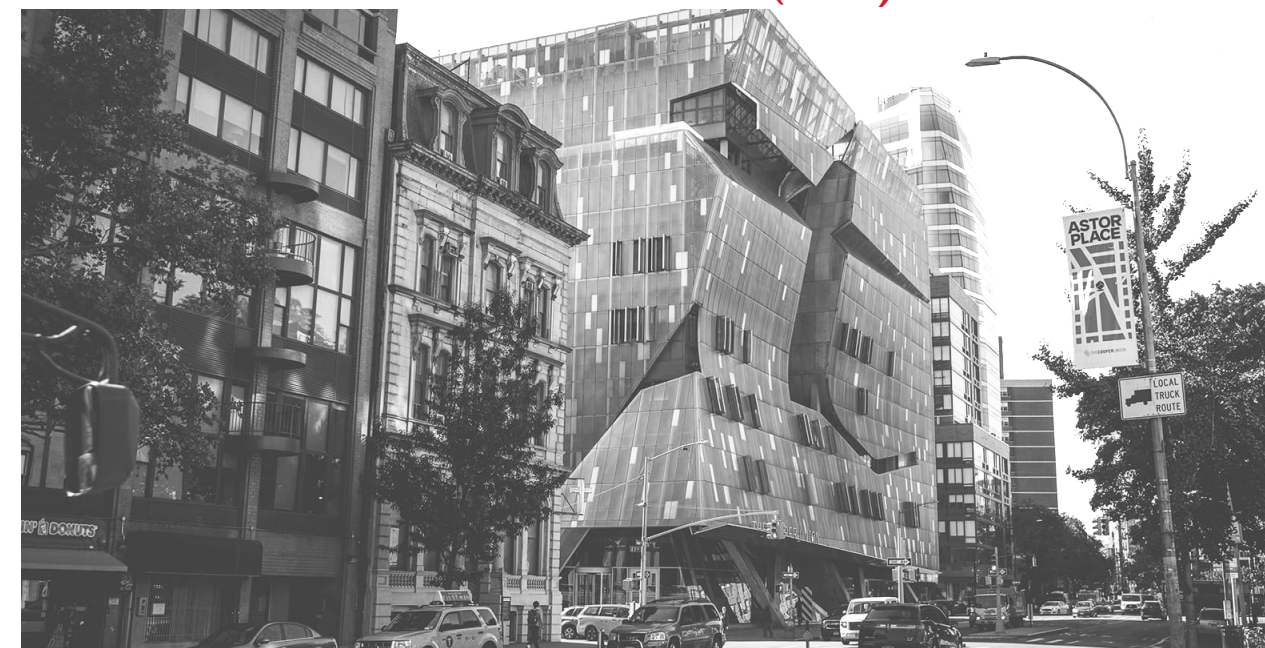
NEW YORK CITY'S EAST VILLAGE, HAS BEEN IDENTIFIED BY AUTHOR AND SOCIOLOGY PROFESSOR, SHARON ZUKIN, AS A NEIGHBOURHOOD THAT HAS RECENTLY DECLINED IN AUTHENTICITY. OVER THE COURSE OF FIVE DECADES, THE EAST VILLAGE HAS SHIFTED AWAY FROM ITS IDENTITY AS A PREDOMINANTLY IMMIGRANT COMMUNITY HOUSED WITHIN 19TH AND 20TH-CENTURY ARCHITECTURE — THE EPICENTRE OF VARIOUS ART, PUNK, AND COUNTER-CULTURE MOVEMENTS IN NEW YORK CITY. TODAY, IT IS QUESTIONABLE WHETHER THESE 1960S CHARACTERISTICS STILL REMAIN WITHIN THE EAST VILLAGE.

THIS CAPSTONE ANALYZES THE EXPERIENTIAL AND CHARACTERISTIC CHANGES THROUGHOUT THE EAST VILLAGE BETWEEN 1960 AND 2010 USING THE PORTRAYALS OF BOTH SHARON ZUKIN AND THE NEW YORK TIMES NEWSPAPER. THE STUDY REVEALS A NUMBER OF CHANGES AND LOSSES TO THE EAST VILLAGE'S ORIGINAL CHARACTER AND EXPERIENTIAL QUALITY, PARTICULARLY IN THE LATTER HALVES OF THE 1960S AND 1980S. DURING THESE PERIODS OF CHANGE, THE COMMUNITY'S PERCEPTION OF THE NEIGHBOURHOOD ALTERED FROM POSITIVE TO NEGATIVE. THE NEIGHBOURHOOD CHANGES BETWEEN 1960-2010 ALSO LED TO THE DECLINE AND DISPLACEMENT OF ORIGINAL COMMUNITY MEMBERS. FOR THOSE CURRENTLY REMAINING IN THE NEIGHBOURHOOD, THE COMBINATION OF COMMUNITY AND PLACE LOSS HAS LIKELY DECREASED THEIR OVERALL ROOTEDNESS AND SENSE OF BELONGING WITHIN THE NEIGHBOURHOOD.



FIGURE 8. SECOND AVENUE IN THE EAST VILLAGE (2010s)

FIGURE 9. COOPER UNION BUILDING IN THE EAST VILLAGE (2010s)



## TABLE - COMPARISON OF THE EAST VILLAGE PORTRAYALS: 1960 - 2000

■ ABSENT CHARACTERISTIC ■ PRESENT CHARACTERISTIC ■ NEW CHARACTERISTIC

EAST VILLAGE COMMUNITY, CHARACTERISTICS, AND INFLUENCES	SHARON ZUKIN	COMMONALITIES	NEW YORK TIMES
<b>COMMUNITY INSIDERS</b>	(60s) Jewish (60s) European (60s) Italian (60s) Artists (60s) Writers (70s) Punks	(60s) Lower income demographic (60s) Immigrant demographic (60s) Puerto Ricans (60s) Musicians (60s) Homeless (70s) Community Activists (70s) Rockers (70s) Gangsters	(60s) Puerto Ricans (60s) Europeans (60s) Jewish (60s) African Americans (60s) Caucasian Americans (60s) Artists (60s) Writers (70s) Punks (70s) Apolitical Outcasts (90s) LGBTQ
<b>COMMUNITY OUTSIDERS</b>	(60s) Hippies (90s) Recent College Graduates (2000s) Hipsters (2000s) Foodies (2000s) Young Women (2000s) Asians	(60s) Upper Class (60s) Hippies (60s) Youth Runaways (70s) Post-Secondary students (2000s) Upper-middle Class (2000s) Young Upper-Middle Class Families (2000s) Tourists (2000s) Asians (2000s) Hipsters	(60s) Hippies (80s) Young professionals (90s) Hipsters
<b>PLACE CHARACTERISTICS: SOCIAL EXPERIENCE</b>	(60s) Immigrant cultures (60s) Drugs (60s) Decline and disinvestment (80s) Safe Place for Social Outcasts	(60s) Crime (60s) Community Protests (about gentrification) (60s) Political Conflicts (about gentrification) (60s) Drugs (60s) Social Class Conflict (60s) Ethnic group conflict (60s) Diversity (2000s) Stronger contrast between the affluent and the less affluent social classes (2000s) Entertainment place for upper-middle class (2000s) Nighttime activity	(60s) Immigrant cultures (60s) Violence (60s) Community disconnection caused by drugs, violence, and crime (70s) Creative Culture (70s) Sense of Community (70s) Sense of Displacement (80s) Community Displacement (80s) Stronger contrast between the affluent and the less affluent social classes (80s) Divisions between the new and old groups of inhabitants
<b>PLACE CHARACTERISTICS: PHYSICAL EXPERIENCE</b>	(60s) Lower Quality Housing (60s) Locally Owned Businesses (2000s) Upscale Housing	(60s) Simple and modest structures (60s) Affordable (60s) Locally Owned Businesses (60s) Commercial Longevity (60s) Period appropriate architecture (60s) Artistic performance Spaces (60s) Gritty (60s) Decline and disinvestment (80s) Art Galleries (80s) Boutique Stores (90s) Gentrification (90s) Upscale Designer Clothing Stores (90s) Upscale Housing (90s) Bars (2000s) Trendy restaurants (Upscale) (2000s) Flourishing Development and Economic Activity (2000s) Cafés (2000s) Hotels (2000s) Multinational Commercial Businesses (2000s) Luxury Housing	(60s) Lower Quality Housing (very few remain) (60s) Lack of Cleanliness (60s) Unique housing designs (60s) Locally owned businesses (60s) Ethnic Restaurants (60s) Homeless encampments (70s) Educational Institutions (80s) Theatres (80s) Trendy restaurants (Upscale) (80s) Cafés (80s) Flourishing Development and Economic Activity (2000s) High-Rise Structures
<b>EXTERNAL INFLUENCES</b>	(90s) Municipal Government Branding Campaign	(60s) Increased Law Enforcement (80s) Media (positive perception of East Village) (90s) Municipal Government Interventions (2000s) Developers	(80s) Developers (90s) Fluctuations in the New York Economy

FIGURE 10

AUTHENTICITY IS AN EVER-FLUID CONCEPT THAT DIRECTLY INFLUENCES THE DESIRABILITY OF A PLACE AND CAN SIGNIFICANTLY IMPACT THE PHYSICAL AND SOCIAL EXPERIENCES ALONG WITH THE COMMUNITY'S SENSE OF BELONGING WITHIN.

OUTCOMES

THE EXISTENCE OF THE ORIGINAL COMMUNITY AND THE NEIGHBOURHOOD CHARACTERISTICS FROM THE 1960S HAVE CONTINUED TO INTO THE 2000S. AN APPARENT TREND OF COMMUNITY DISPLACEMENT OCCURRED BETWEEN THE 1980S AND THE 2000S. ONLY REMNANTS OF THE ORIGINAL COMMUNITY WHO LIVED IN THE FEW REMAINING LOW-COST HOUSING OR THOSE WHO COULD AFFORD THE HIGHER RENTS IN THE NEIGHBOURHOOD COULD MAINTAIN THEIR PLACE WITHIN. IF THESE DISPLACEMENT TRENDS CONTINUE INTO THE FUTURE, IT SUGGESTS THAT THE ORIGINAL COMMUNITY IN THE EAST VILLAGE WILL AT SOME POINT BECOME FULLY DISPLACED. AS FOR THOSE CURRENTLY REMAINING IN THE NEIGHBOURHOOD, THE COMBINATION OF COMMUNITY AND PLACE LOSS HAS LIKELY DECREASED THEIR OVERALL ROOTEDNESS AND SENSE OF BELONGING WITHIN THE NEIGHBOURHOOD.

WITHIN THEIR ANALYSIS OF THE EAST VILLAGE, ZUKIN AND THE NEW YORK TIMES IDENTIFIED A VARIETY OF EXTERNAL INFLUENCES THAT HAD PRESUMABLY IMPACTED THE CHARACTERISTICS AND EXPERIENCES OF THE NEIGHBOURHOOD THROUGHOUT THE LATTER HALF OF THE 20TH CENTURY. THE EXTERNAL INFLUENCES ARE AS FOLLOWS:

- 1) THE VARIOUS INITIATIVES FROM THE GOVERNMENT OF NEW YORK CITY;
- 2) THE NEIGHBOURHOOD'S PROXIMITY TO DOWNTOWN MANHATTAN;
- 3) THE EXPANSION OF THE NEW YORK UNIVERSITY CAMPUS;
- 4) THE INCREASINGLY COMPETITIVE DOWNTOWN REAL ESTATE AND HOUSING MARKETS;
- 5) THE ARRIVAL OF THE NEIGHBOURHOOD'S TRENDY ART SCENE IN THE 1980S;
- 6) THE INFLEX OF TRENDY BOUTIQUE STORES, CAFÉS, BARS, AND RESTAURANTS; AND
- 7) THE INCREASED LAW ENFORCEMENT.

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