Exclusion by Design:
from Redlining to Gentrification

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Greensboro, the county seat of Guilford County and presently North Carolina’s third-largest city, was founded in 1808 on a 42-acre woodland tract that was purchased for $98 from local lawyer Ralph Gorrell.

Forty-four building lots were sold at public auction to raise money for building the courthouse and jail. The tiny village, extending only two blocks in each direction from the courthouse square.

https://www.ncpedia.org/greensboro-0
North Carolina Railroad completed in 1856 passed through Greensboro making it a major thoroughfare for commerce. By the end of the 1800s several other lines pass through Greensboro.

https://www.ncpedia.org/greensboro
While Greensboro slowly grew during reconstruction... so too did nearby segregated neighborhoods

• 1867, Yardley Warner purchased 35 ½ acres of land on behalf of a Quaker aid organization from Philadelphia and subdivided the property into one acre lots.
• Each acre supported a large family.
• Lots were sold to Black families that could build equity and financial independence.
• 600 people lived in neighborhood with a school, a church, and the Union Cemetery off South Elm Street

..... From the 1890s into the early 1900s, Warnersville grew as a segregated community near downtown Greensboro.

https://preservationgreensboro.org/future-perfect/
https://www.greensboro-nc.gov/Home/ShowDocument?id=47469
https://greensboro.com/1808greensboro/in-the-neighborhood-warnersville-founded-by-freed-slaves/article_b58c7dbd-9c76-5881-b86a-5feb7c7ea913.html
Dual Market of planned, segregated developments...

- The Jonesboro community at East Market Street is another early black neighborhood populated by formerly enslaved families.
- Platted in 1905 on the edge of Immanuel Lutheran College (1905-1961) and the Agricultural and Mechanical College for the Colored Race (NC A&T).
- By 1919 the community had more than two dozen frame houses as well as a school, church, and grocery store.
- Jonesboro has traditionally been a stable, working class neighborhood.
- “The growth of Scott Park, College Heights, and eventually Clinton Hills in east Greensboro represented a “dual market” in Greensboro, planned segregated developments that remained the practice through the 1960s.”
Dual Market of planned, segregated developments...

“The premiere historic neighborhood of East Greensboro is Nocho Park. Platted in 1923 on the pastureland of the former Benbow Dairy, Nocho Park was an exclusive residential development targeting middle- and high-income black citizens. From the start, it was to include a 12-acre park, a hospital, and a school. The developers of Nocho Park were white developers Matheson-Wills Real Estate in partnership with the agency Benbow & White.”
Redlining was a systematic denial of various services through the government-sponsored Home Owners’ Loan Corporation based on community racial composition. Most of Nocho Park, Clinton Hills, and surrounding neighborhoods were shaded yellow or red and deemed “definitely declining” or “hazardous” for investment.

Urban ‘Renewal’...

- East Greensboro land values were already vulnerable due to institutional redlining
- Jonesboro, Warnersville, and other neighborhoods of African American homeowners were destroyed by the construction of U.S. 29, public housing, and other efforts of ‘renewal’

White-black home ownership disparities...

• In 1968, when the Fair Housing Act was passed, 65.9% of white families owned their homes and 41.1% of black families owned their homes.

• Today African American homeownership rates in Greensboro have fallen to 27.6% while white homeownership has remained constant at 63%.
Depressed housing markets...
High rental rates...

51.3% (63,092) households rent their homes in Greensboro
Risk of Gentrification...
High rates of respiratory issues related to environmental conditions...
Higher risk of COVID...
Overall lower life expectancy.
HOLC Maps (1937) | CDC’s Social Vulnerability Index (2020)

https://dsl.richmond.edu/socialvulnerability/map/#loc=12/36.082/-79.807&city=greensboro-nc