Art and Land Reutilization: A Healthy Neighborhoods Approach
goal

End Use
about cbp

Mission
Promote revitalization of neighborhoods in Stark County

- Lead and direct partnership-based neighborhood-specific revitalization planning efforts
- Develop needed community development policies, programs, and tools promoting resident and community investment
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Who We Are

DUAL STRATEGY

Policy Advice & Healthy Neighborhoods
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Healthy Neighborhoods

- Time, Effort, And Money (T.E.A.M.)
- Physical Condition of properties and block
- Image of the neighborhood to both residents and others
- Involvement and Investment of residents in their neighborhoods
- Real Estate Market to build equity for residents and the neighborhood
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Healthy Neighborhoods

- Targeted neighborhoods
- Organizers
- Financial incentives
- Focus on rehab and home improvements
- Loans and construction advice
- Knowing the Real Estate Market
- Art in Neighborhoods
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Policy Advice

- Stark County Land Reutilization Corporation (SCLRC)
- David Boehlke – “Canton Neighborhood Workbook”
- Development Projects:
  - Parade of Homes
  - Weed and Seed
  - Wilson Point Senior Living Center
  - Mahoning Road Economic Development Project
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History

*2008 Ohio Vacant Properties Initiative

- Best Practice Components of Successful Models
  - **Address Market Recovery**
    - Build local demand
    - Image Building
    - Confidence
    - Physical Improvements
    - Social
    - Competitive
  - **Includes Comprehensive and Collaborative Planning**
    - Neighborhood specific
    - Resident focused
    - Assets
    - Layered approach
  - **Offers a full complement of Comprehensive Redevelopment Strategies**
    - Land Banking & Reutilization

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History
*2008 Ohio Vacant Properties Initiative

- CORE VALUE: Market Recovery & Health
  - Establish a sense of control in the neighborhood
  - Market the neighborhood to build demand
  - Promote a positive neighborhood image
  - Find ways to strengthen social connections
  - Improve physical conditions
  - Neighborhood competition

art in neighborhoods

Multi-prong approach to revitalization:

- Artist led projects engage residents in defining their neighborhood image
- Effective Land Reutilization
- Neighborhood confidence

Art Projects:

- Provide low-cost end use strategies
- Embed “assets” into neighborhoods
- Strengthen the social fabric of residents through collaborative projects
- Lead to continued investments to individual properties

Key Points:

- Affordable-$5,000 or less ($2,500 artist/$2,500 materials)
- Resident participation
- Quality art projects
- Image-building
- Highly visible
- Long standing
- Land renewed
art in neighborhoods

“Art in Neighborhoods” paralleling our four strategic Healthy Neighborhoods outcomes

Physical Condition
- Neighborhood beautifier
- Location preparation
- Maintenance & preservation

Image-Building
- Neighborhood identifier
- High visibility
- Neighborhood statement

Involvement and Investment
- Engage residents
- Empower residents
- Resident confidence

Increasing the Real Estate Market
- Neighborhood identifier
- Effectively reuses the land, eliminates vacants
- Great statement for potential homebuyers
art in neighborhoods
People = End Use
art in neighborhoods

Mother’s Memorial Garden (before)

Artist: Blu Lewis
art in neighborhoods

Mother’s Memorial Garden (after)

Artist: Blu Lewis
art in neighborhoods

Tree of LIFE and GROWTH (before)

Artist: Kevin Anderson
art in neighborhoods

Tree of LIFE and GROWTH (after)

Artist: Kevin Anderson
art in neighborhoods

The Great Wall of Summit (before)

Artist: Michele Waalkes
art in neighborhoods

The Great Wall of Summit (after)

Artist: Michele Waalkes
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Hearts and Hands of Hope (before)

Artist: Vicki Boatright
art in neighborhoods

Hearts and Hands of Hope (after)

Artist: Vicki Boatright
art in neighborhoods

Heats and Hands of Hope 2 (before)

Artist: Vicki Boatright
art in neighborhoods

Heats and Hands of Hope 2 (after)

Artist: Vicki Boatright
additional strategies
Vegetable Garden
additional strategies

Flower Garden
remember the goal
Thank you!