



Picturing COLLINWOOD

2011



& The Role of Our Artists

Our Assets, Our Priorities



The image shows a wide expanse of water in the foreground, with a city skyline visible in the distance under a clear blue sky. The water is dark with many small, bright reflections of light, creating a shimmering effect. The skyline consists of several buildings of varying heights, with a prominent, pointed tower on the right side. The overall scene is bright and clear, suggesting a sunny day.

The Place We COME FROM

North Collinwood is a complex community, a place with many strengths and a place with its fair share of challenges. This report is our attempt to get a better sense of what people think of our neighborhood and what we can do to make it an even more creative, enjoyable and quality place.

Then

Adjacent to the railyards, the neighborhood quickly became an employment hub. Every day, thousands of workers walked down Waterloo to work.



For nearly 75 years, Euclid Beach Park thrilled children and adults alike with its rides, taffy and popcorn.



On May 12, 1975, Cleveland's "mob wars" leave a lasting mark on the neighborhood. A hit on Danny Greene leaves his building in shambles. Greene walks away without injury.



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NOW



The railyards are a lot less active today, and they're now cut off from North Collinwood by the highway. But with the arrival of the Beachland Ballroom in 2000, arts and culture has been breathing new life into the Waterloo district.



The amusement park may be gone, but North Collinwood residents still enjoy the easiest access to Lake Erie citywide.



Danny Greene's storefront is kaput, but there's plenty of other activity springing up in the stores around him ... Not to mention new stores and restaurants on East 185th and a state-of-the-art recreation center on Lakeshore.

NEXT

Collinwood is on the move. A streetscape improvement is scheduled for Waterloo Road early next year. The East 185th Block Watch and the East 156th Block Club continue to address community issues on the ground. Citizen groups are tackling everything from keeping Euclid Beach clean to filling vacant spaces with temporary art exhibits. And through the new program Artists in Residence, Northeast Shores and the Community Partnership for Arts & Culture are making it easier for artists to buy houses and get more involved in the neighborhood.

Neighborhood CONVERSATIONS

Over the past few months, we've had a lot of one-on-one and small group conversations about what's going on in the North Collinwood neighborhood and what we can do to make it an even stronger community.

People talked a lot about what they value in the neighborhood. People shared their love of the lake, the Beachland Ballroom and the merchant community. They talked about the need to make people more aware of the beautiful housing, the neighborhood's creative community and how much residents are fighting to make it a good place to live, work and visit.

People also talked about their concerns. We heard about the need to address issues of crime and make the neighborhood feel safer to walk around at night. We heard about the need to improve the appearance of vacant storefronts, houses and lots. And we heard about the need to create more connectivity between the neighborhood districts, particularly East 185th, Lakeshore and Waterloo.

We also talked a lot about the role artists can play in making the neighborhood stronger ... and not just about full-time artists but also church singers and 75-year-old weekend painters and budding high school artists. There was a lot of discussion about what artists are already doing in the neighborhood and how we could help them get even more involved ... Everything from raising the visibility of neighborhood clean-ups to organizing block parties and festivals to highlighting the stories of everyday residents.





Neighborhood SURVEY

Over the past few months, we've also been conducting a survey within the North Collinwood neighborhood to find out what residents, workers and visitors think about our community. Here's what 208 people had to say.

Character

↑	70.7% AGREE	The neighborhood is authentic .	7.6% DISAGREE
↑	72.7% AGREE	The neighborhood is unique .	8.6% DISAGREE
↑	76.9% AGREE	The neighborhood is creative .	7.5% DISAGREE
↑	81.9% AGREE	The neighborhood is culturally diverse .	7.5% DISAGREE
↔	47.2% AGREE	There's a strong sense of community spirit .	18.8% DISAGREE
↔	58.2% AGREE	I'm Proud of the neighborhood.	13.2% DISAGREE

Quality of Life

↓	25.0% AGREE	The neighborhood is safe .	35.5% DISAGREE
↓	29.5% AGREE	This is a good place to raise kids .	34.5% DISAGREE
↔	41.4% AGREE	The neighborhood is healthy .	22.3% DISAGREE
↔	42.0% AGREE	The neighborhood is clean .	34.8% DISAGREE
↑	75.9% AGREE	There's good access to recreation & parks .	7.0% DISAGREE
↔	58.5% AGREE	The neighborhood is pedestrian-friendly .	20.5% DISAGREE

Other Characteristics

↑	68.6% AGREE	There are a lot of activities going on here.	12.6% DISAGREE
↓	38.9% AGREE	The neighborhood has a lot of places for shopping & entertainment .	36.9% DISAGREE
↑	91.3% AGREE	The neighborhood is affordable .	1.5% DISAGREE
↔	56.8% AGREE	There are a lot of good housing options .	16.1% DISAGREE

General Assessment

↔	42.2% GOOD	In general, how would you describe quality of life in North Collinwood?	11.1% BAD
↔	53.8% FOR BETTER	Do you think North Collinwood is changing for the better or changing for the worse?	22.5% FOR WORSE

Level of Neighborhood Participation

↑	75.2% INVOLVED	How involved are you in the neighborhood?	24.7% NOT VERY INVOLVED
		In the neighborhood, have you participated in:	
↔	44.0% YES	A neighborhood clean-up or beautification .	56.0% NO
↑	84.7% YES	A neighborhood gathering, festival or party .	15.3% NO
↓	30.7% YES	A program for neighborhood children .	69.3% NO
↔	50.0% YES	A neighborhood watch or block club .	50.0% NO

Role of Artists

↑	84.7% BETTER	Are artists making North Collinwood a better neighborhood or a worse neighborhood?	0.6% WORSE
↑	84.6% RECRUIT MORE ARTISTS	Do you think there are already too many artists in the neighborhood, or should we recruit more artists here?	2.4% TOO MANY ARTISTS ALREADY
		Having artists in a neighborhood:	
↑	78.6% AGREE	Helps the local economy .	4.0% DISAGREE
↑	84.7% AGREE	Brings together different groups of people.	4.0% DISAGREE
↑	69.2% AGREE	Improves educational success of children .	5.7% DISAGREE
↑	84.2% AGREE	Makes it easier to see life in a different light .	3.4% DISAGREE

Neighborhood SURVEY

We learned a lot about what people think about the neighborhood, but we also learned a lot about differences in opinion. Here are a few groups of people who saw the neighborhood in slightly different ways.

Non-Residents v. Residents

How do viewpoints differ between people who live here and people who don't live here?

	Non-Residents	Residents
Number of responses	75	130
I'm proud of the neighborhood.	48.5% AGREE	64.8% AGREE
The neighborhood is safe .	13.9% AGREE	30.3% AGREE
This is a good place to raise kids .	12.5% AGREE	39.5% AGREE
The neighborhood is healthy .	23.6% AGREE	51.2% AGREE
There's good access to recreation & parks .	61.1% AGREE	83.6% AGREE
There are a lot of good housing options .	37.5% AGREE	66.7% AGREE
Quality of life in North Collinwood is good.	30.4% AGREE	47.2% AGREE
North Collinwood is changing for the better .	71.9% AGREE	45.2% AGREE

West v. East

How do residents on the west side of the neighborhood (zip code 44110) differ from those who live on the east side of the neighborhood (44119)?

	44110	44119
Number of responses	68	57
The neighborhood is culturally diverse .	82.0% AGREE	94.7% AGREE
There's a strong sense of community spirit .	35.8% AGREE	57.9% AGREE
I'm proud of the neighborhood.	61.2% AGREE	72.0% AGREE
The neighborhood is safe .	20.6% AGREE	42.1% AGREE
North Collinwood is changing for the better .	58.8% AGREE	31.6% AGREE

Younger v. Older

How do younger people view the neighborhood different from older people?

	40 and Younger	41 and Older
Number of responses	46	130
I think it's very likely I'll live here in 5 years (residents only).	53.6% AGREE	74.5% AGREE
The neighborhood is unique .	84.4% AGREE	70.8% AGREE
The neighborhood is healthy .	26.0% AGREE	49.2% AGREE
There's good access to recreation & parks .	63.0% AGREE	85.2% AGREE
There are a lot of good housing options .	39.1% AGREE	65.9% AGREE
Quality of life in North Collinwood is good.	26.6% AGREE	47.2% AGREE
North Collinwood is changing for the better .	60.0% AGREE	52.7% AGREE

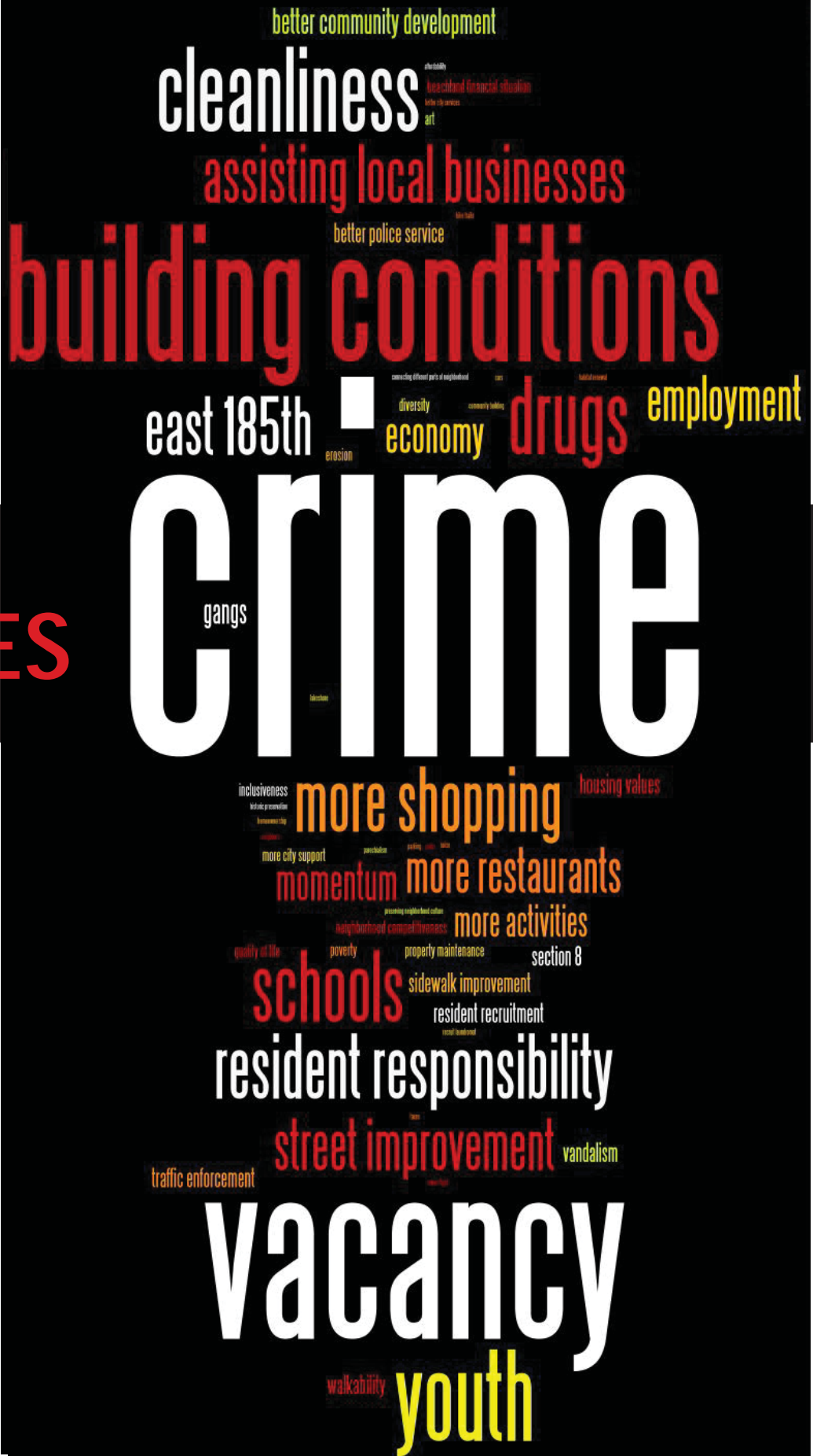
Involved v. Not Involved

How do people who feel very involved in the neighborhood view the neighborhood differently than people who don't feel very involved?

	Feel Very Involved	Not Very Involved
Number of responses	38	44
I know my neighbors well (residents only).	81.2% AGREE	35.0% AGREE
The neighborhood is authentic .	78.3% AGREE	57.2% AGREE
The neighborhood is unique .	86.2% AGREE	68.3% AGREE
The neighborhood is creative and artistic .	82.0% AGREE	72.1% AGREE
There's a strong sense of community spirit .	64.8% AGREE	35.7% AGREE
I'm proud of the neighborhood.	78.2% AGREE	45.3% AGREE
The neighborhood is safe .	36.8% AGREE	15.9% AGREE
This is a good place to raise kids .	50.0% AGREE	18.2% AGREE
The neighborhood is healthy .	63.1% AGREE	34.9% AGREE
There's good access to recreation & parks .	89.5% AGREE	70.4% AGREE
There are a lot of good housing options .	79.0% AGREE	52.3% AGREE
Quality of life in North Collinwood is good.	59.4% AGREE	23.8% AGREE
North Collinwood is changing for the better .	65.8% AGREE	53.5% AGREE

Our PRIORITIES

In the survey, we also asked people what they thought should be the highest priorities for the neighborhood in the next few years. The word cloud to the right shows how people responded - the larger the word, the more people thought it was a priority. Addressing crime, vacancy and building conditions were all very common responses.





We also asked people what they thought were the best things about North Collinwood. You can see their responses to the left. The lake was by far the most common response, but survey respondents were also big fans of the Beachland Ballroom, the affordability here and their neighbors.

Our PRIDE & JOY

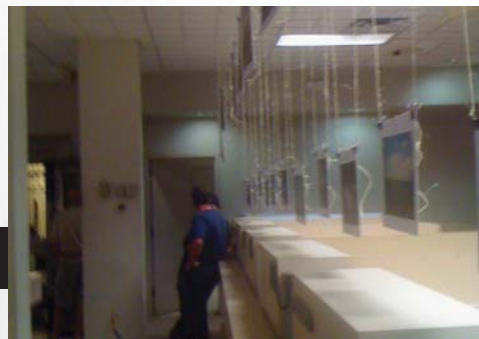
Neighborhood EVENT

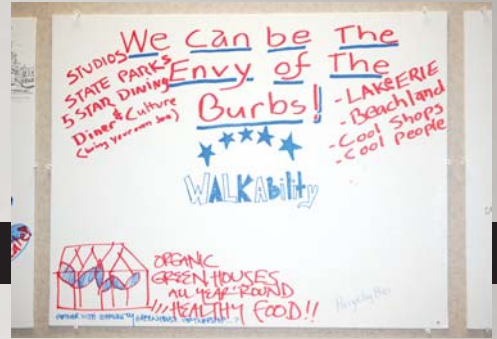
Organic food store

In October, we held a neighborhood arts event, an opportunity to celebrate the neighborhood and also a way to get additional feedback on what people want in North Collinwood. We gave fourteen residents and workers disposable cameras and asked them to document what they like about the neighborhood and what concerns them. We took their photos and mounted a small photography show that captured the good, bad and the ugly of North Collinwood.

Commitment
to diversity and
equity.

DEVELOP





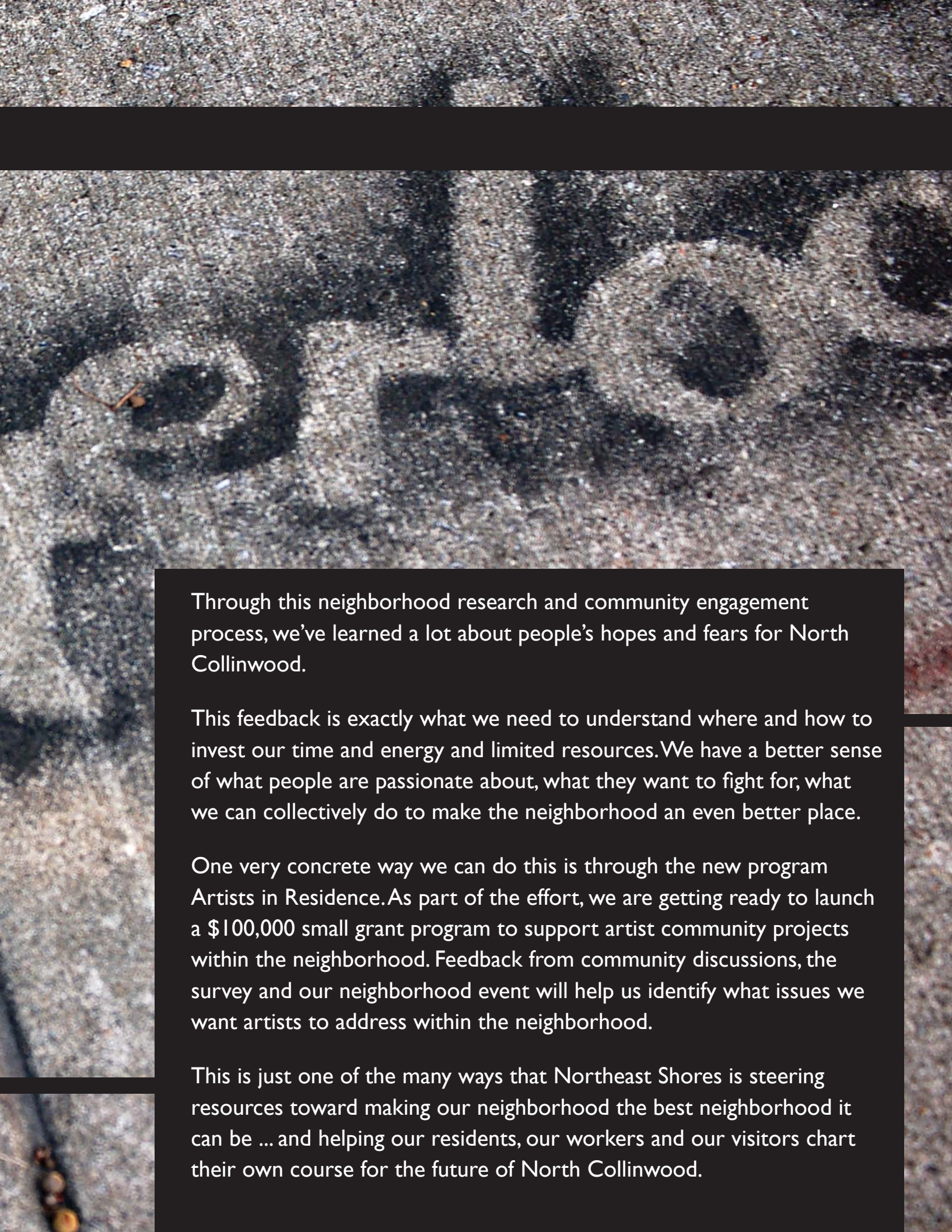
Visitors to the event also got to see historic pictures of the neighborhood and video of what the neighborhood looks like today. They were able to share their stories about the neighborhood in a video interview. And on six canvases we hung on the wall, they were able to “paint” what they want for the future of the neighborhood. We heard all sorts of feedback about the importance of keeping our beaches clean and making people more aware of our lakefront; building skate parks and dog parks and wind turbine farms; getting more food options into the neighborhood, particularly healthy ones; and the need to concentrate on safety, employment and activities for neighborhood youth.

All of us working TOGETHER with the belief that we can make things better. DOG PARKS WELL PAYING JOBS SKATE PARK!



What Comes **NEXT**





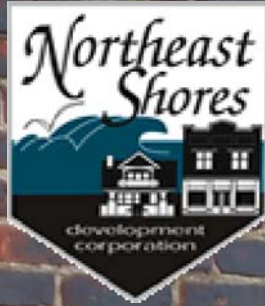
Through this neighborhood research and community engagement process, we've learned a lot about people's hopes and fears for North Collinwood.

This feedback is exactly what we need to understand where and how to invest our time and energy and limited resources. We have a better sense of what people are passionate about, what they want to fight for, what we can collectively do to make the neighborhood an even better place.

One very concrete way we can do this is through the new program Artists in Residence. As part of the effort, we are getting ready to launch a \$100,000 small grant program to support artist community projects within the neighborhood. Feedback from community discussions, the survey and our neighborhood event will help us identify what issues we want artists to address within the neighborhood.

This is just one of the many ways that Northeast Shores is steering resources toward making our neighborhood the best neighborhood it can be ... and helping our residents, our workers and our visitors chart their own course for the future of North Collinwood.

Research
about North
Collinwood
brought to you
by:



As part of their
collaborative
program:

Artists *in* **Residence**

Made possible
through the
generous
support of:

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