

Price Hill Will

Arts Resource Handbook

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Description

In Spring 2020, two graduate students at the University of Cincinnati, Jamie Kreindler and Xu Zhu, researched short- and long-term strategies for arts-led revitalization in the neighborhoods of Price Hill. This handbook is intended as a creative guide for local community members and the non-profit, Price Hill Will.

It explores pragmatic and innovative ways to incorporate diverse art forms in the physical, economic, and social development of neighborhood business districts like those in Price Hill. From current events to new project ideas to funding sources, the handbook is an all-encompassing, invaluable, and unique resource!

Research

Topic:

Arts-Led
Neighborhood
Business District
Revitalization

Question:

How can the arts
and artists
contribute
to positive
neighborhood
change and growth
in Price Hill?

5 Principles

Principle #1:
Express local
identity with the
arts

Principle #2:
Intertwine the arts
and education

Principle #3:
Community building
through the arts

Principle #4:
Improve the economy
using the arts

Principle #5:
Understand the
connection between
the arts and
revitalization



- Eight properties owned by Price Hill Will

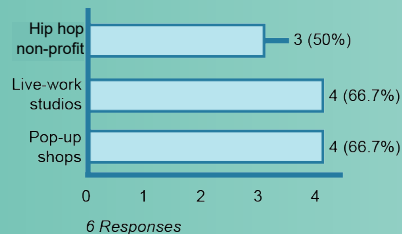
Community Survey

Question #1:

Our first strategy is to locate arts-related businesses in the storefronts of the Warsaw Avenue district near the library. What would be your top three choices for the kinds of arts-related businesses?

Top Responses:

- Hip hop non-profit
- Live-work studios for artists
- Pop-up shops

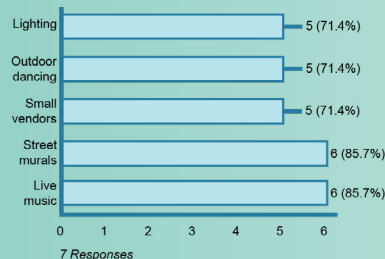


Question #2:

Our second strategy is to generate interest and activity through short-term, "tactical" events and projects in this arts district. What would be your top three of these events or projects?

Top Responses:

- Decorative lighting
- Outdoor dancing
- Small vendors
- Street murals
- Live music



Arts Businesses

In the study area along Warsaw Avenue in East Price Hill, there are many vacant and underdeveloped storefronts. By adding new businesses that are focused on the arts, this district will become livelier and more active. Live-work studios for artists, pop-up shops, and a hip hop non-profit for youth are a few ideas to revitalize

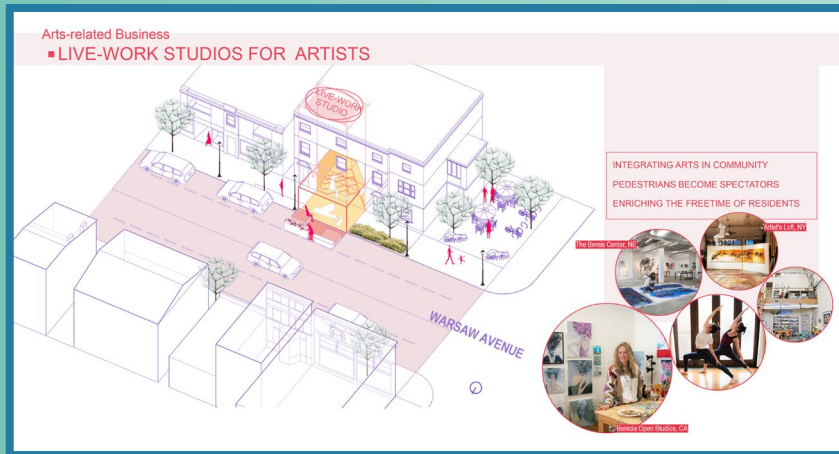
the community. These arts businesses can furthermore establish this area as Price Hill's "Creative Campus" and attract more people to visit and spend their time here. All in all, arts businesses are important to the growth of the neighborhood, increasing the economic value as well as social connections.



Live-Work Studios

Live-work studios for artists are a simple and effective way to reuse the empty units on Warsaw Avenue and integrate arts in the community. They can help to create affordable living while supporting artists and increasing the presence of residents and visitors in the business district. Moreover, live-work studios blur the

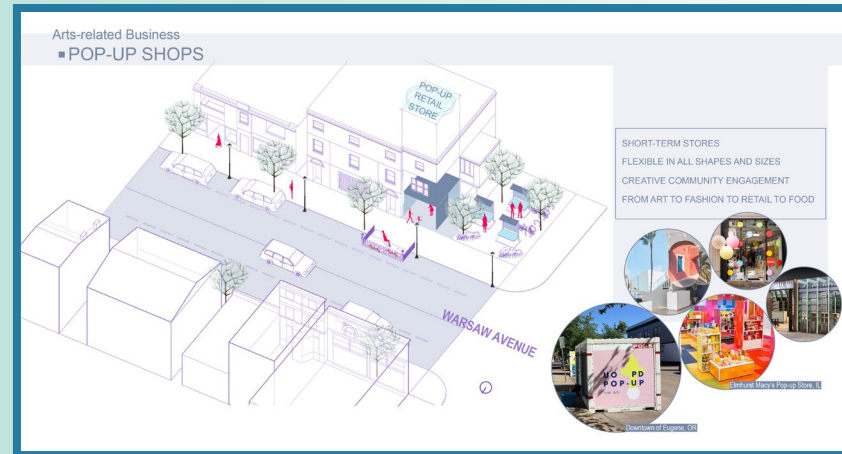
boundary of private and public spaces. They allow passersby to easily observe what happens inside artist studios while giving artists a chance to show off their work and interact with the public. This promotes a strong sense of community and gives people new activities to enrich their leisure time.



Pop-Up Shops

From art to fashion to retail to food, there are a variety of forms that pop-up shops can take. These businesses are an exciting option for revitalization because they create short-term stores that are flexible and engaging in nature. Tiny Businesses in Charleston, South Carolina championed small, pop-up

businesses in their city. They are a good example of how arts businesses can act as economic engines while maintaining a rich sense of cultural heritage that is relevant to a place and its people. With the support of their community, East Price Hill could foster something similar in their one-of-a-kind "Creative Campus!"



Hip Hop Non-Profit

Elementz is a popular hip hop non-profit located in Over the Rhine, Cincinnati. Their mission is "to be a catalyst of transformation for children in the urban core, enabling them to find their artistic voice, engage in community, learn to give back, and carve a path for a successful future." Similar to Elementz, a hip hop non-profit

was identified as a desirable business in East Price Hill's arts district. This is a place that can serve the youth and families in the community, offering them a safe and free space to express themselves and hang out with their friends. By investing in children and youth, the overall neighborhood will be positively transformed.



Tactical Urbanism

Tactical urbanism projects are known as low cost, temporary ways to change the built environment and enhance a local neighborhood. They can promote the broader neighborhood identity in East Price Hill by forming diverse and accessible public spaces for residents, businesses, and visitors alike. The purpose

behind these placemaking aspirations is to implement low risk strategies in hopes of inspiring effective, permanent change and solutions at the neighborhood level. In addition, tactical urbanism can increase the social capital among people in East Price Hill for a thriving "Creative Campus."



Lighting & Murals

By using decorative lighting and painting new street murals, public spaces will be clearly delineated and identified. In turn, this will attract people to the area and encourage passersby to spend their time in the "Creative Campus." Lighting and murals can furthermore help with street beautification efforts

and mitigate any potential safety issues. Finally, these initiatives can encourage multi-faceted arts activities such as street performances at different hours of the day and into the evenings. More eyes on the streets means a better and safer place for people to live, work, and play in East Price Hill.



Dancing & Music

Everybody loves dance and music! These approaches can further encourage residents and visitors to enjoy the arts in their neighborhood. Outdoor dance and live music can provide an enriching, high-quality arts experience for people while keeping a fun, positive, and upbeat atmosphere in the district.



Small Vendors

Small vendors can also enliven the streetscape by creating a vibrant marketplace that links people to their neighborhood, their local businesses, and each other. This platform can allow people to share their gifts and talents with the community. It can give a close-knit space to vendors, so they can market and sell their crafts and goods of any kind.



Sidewalk Full Build Out

The final project idea is to build out the sidewalk along Warsaw Avenue. Currently, there are narrow sidewalks that limit pedestrian space and movement. To enhance the "Creative Campus," this proposal suggests improving and increasing the outdoor gathering spaces that are available to residents and

and visitors. A successful sidewalk may incorporate street lighting, parklets, benches and tables for people to sit, decorative flowerpots, or any number of appealing attractions. In addition, this intervention can attract arts business partners to the area and promote public space that is open to anyone.



Tax Credits

Since receiving a historic designation in February 2020, the stretch of buildings along Warsaw Avenue in East Price Hill are eligible for historic tax credits. This funding source is a huge benefit to the community. Not only will it allow East Price Hill to maintain its historic character, but businesses will also boost as

resources are poured into commercial spaces, affordable housing, and more. While historic designations come with stringent codes to follow, they additionally pave the way to revitalization. Tax credits make it easier for developers to move forward with their projects and give back to the community of Price Hill.



ArtPlace America

ArtPlace America is a major funding source for the arts that began in 2011. As a national organization that collaborates with foundations, federal agencies, and financial institutions, ArtPlace America was created to support and to strengthen creative placemaking efforts across American cities.



NEA

The National Endowment for the Arts (NEA) is another prominent and noteworthy funding source for the arts. Established in 1965, the NEA is an independent federal agency that has grant opportunities in a variety of artistic fields from arts education to creative placemaking to dance to design to museums to music to visual arts and more.



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