

# HUB FOR ARTS AND CULTURE

CLEVELAND HEIGHTS WILL CONTINUE TO BE A CULTURAL LEADER THAT SUPPORTS AN ACTIVE ARTS COMMUNITY THROUGH VIBRANT EVENTS, INCORPORATION OF ART IN PUBLIC SPACES, AND SUPPORT FOR THE ARTISTS AND ARTS ORGANIZATIONS THAT CALL THE CITY HOME.



www.CainPark.com

### **GOAL A: CONTINUE STRONG ARTS AND CULTURAL PROGRAMMING AT CAIN PARK**

Arts and cultural programming is the bedrock of Cain Park and attracts residents and visitors alike.

#### **ACTION 1: INVEST IN UPDATES TO THE STRUCTURES AT CAIN PARK**

The structures in Cain Park host thousands of attendees each year; however, many are showing signs of age. To continue strong programming, the City and its partners should invest in upgrades to the structures.

An architect should be hired to evaluate the structures and estimate costs for historically appropriate improvements. A capital improvement plan should outline improvements, priorities, costs, and timeline. Any capital improvements should also consider the accessibility of the park to ensure all residents can access it.

#### **ACTION 2: EXPAND CAIN PARK OFFERINGS THROUGH THE YEAR**

Cain Park's offerings are generally concentrated in summer when it must compete with other events throughout Northeast Ohio. Other locations have begun hosting winter events that expand programming beyond the competitive summer months. The City and its partners should expand the Cain Park calendar to include events throughout the year. This will assist nearby

business districts in attracting patrons during colder months. For information on example winter events in other communities, see the orange box on page 197.

#### **ACTION 3: DIVERSIFY CAIN PARK ENTERTAINMENT OPTIONS TO APPEAL TO VARIED GROUPS**

Public meeting attendees and online commenters suggested that the current artist lineup at Cain Park generally appeals to older crowds. The City should work with its booking agency to attract artist groups that appeal to varied demographics.



Flickr user Stu Spivack

### **GOAL B: USE EVENTS TO ACTIVATE NEIGHBORHOODS AND BUSINESS DISTRICTS**

By promoting events in business districts and neighborhoods, the City and its partners can attract additional visitors and promote neighborhood pride.

#### **ACTION 1: SUPPORT THE EXPANSION OF ARTS EVENTS THAT ENCOURAGE VISITORS TO EXPLORE BUSINESS DISTRICTS**

Business districts can use events thoughtfully to introduce visitors and draw people from outside the City. Business districts should develop a robust calendar of events to attract people.

## OHIO CITY'S WINTER EVENTS

The region's summer programming is packed as parks, groups, and event organizers take advantage of the warm weather to promote activities. This leaves winter with fewer event offerings.

Various groups have begun promoting winter events in Ohio City to encourage people to stay active and shop at businesses during colder months. These have included the following:

- **Brite Winter Festival:** This February music festival combines art, food, and music with ice sculptures and bonfires
- **Hingetown Hygge:** This weekly event takes place on Sundays in February

and includes bonfires, beer, music, and extended hours for local businesses

These events bring people out in some of the lowest-traffic months of the year. For more information on Ohio City's events, visit [www.OhioCity.org](http://www.OhioCity.org)



Source: Brite Winter

Events are helpful to businesses when they are smaller and more frequent. Large-scale festivals with outside vendors tend to diminish spending at local businesses while smaller events encourage people to stroll through neighborhoods and experience local stores. Local events could focus on the City's existing arts venues, strong restaurants, and other arts themes.

### **ACTION 2: HOST A NEW SIGNATURE EVENT THAT FEATURES ART IN MULTIPLE CITY BUSINESS DISTRICTS**

Cleveland Heights prides itself on being a hub for art and has renowned anchors including Dobama theater, Cain Park, HeightsArts, Cedar Lee, Ensemble Theater, Nighttown, and Grog Shop. Various groups should showcase these art hotspots with a signature event across multiple districts.

Such an event could play out Cleveland Heights' strengths, such as the City's

many music venues. A weekend-long festival could include indoor and outdoor performances at multiple venues in various districts and could be linked by transit options that allow people to get between the districts easily.

### **ACTION 3: BUILD THE BLOCK GROUP STRUCTURE FOR REGULAR NEIGHBORHOOD EVENTS, ESPECIALLY IN AREAS UNDERGOING RENEWAL**

Neighborhood block groups are important for fostering community interaction. Many neighborhoods already have block groups that host events, but the City should work to expand neighborhood events by establishing block groups in areas where they are not present, map out existing groups, and promote involvement of new residents in existing clubs. The organization of neighborhood block groups should be a component of any better block programs detailed in Action 1 on page 124.



**GOAL C: CONSTRUCT, PROMOTE, AND PROGRAM VIBRANT PUBLIC SPACES THAT ACT AS ATTRACTORS AND POINTS OF COMMUNITY PRIDE**

By identifying existing public spaces and investing in new art works there, the City can invite residents and visitors to use parks, plazas, and open spaces.

**ACTION 1: USE VACANT SPACES TEMPORARILY TO SHOWCASE THE MARKET AND ITS POTENTIAL**

Cleveland Heights has numerous developable parcels in the center of its business districts that have been unable to attract development, such as the Lee and Meadowbrook site.

With no imminent development plans, the potential of these sites should be showcased by hosting temporary events there.

Other communities have used these types of events to build the market within their districts through events such as the following:

- Holiday markets
- Temporary beer gardens
- Pop-up retail stores
- Plazas
- Festivals

For more information on temporary public spaces and reuse scenarios in Cleveland Heights, see the orange box on page 199.

**ACTION 2: ACTIVATE EXISTING PUBLIC PLAZAS**

Cleveland Heights has a number of existing spaces that could be improved with more active programming, the additions of basic amenities like tables and benches, and decorative artwork that makes spaces more memorable. These include Lee and Meadowbrook, Harvey Pekar Plaza, and the HeightsArts Plaza.

Business districts and partners should work with students, residents, and businesses to consider ways to activate these spaces or upgrade the infrastructure there.

**ACTION 3: CONDUCT A CITYWIDE REVIEW TO DOCUMENT AND MAP EXISTING CULTURAL ASSETS AND POTENTIAL LOCATIONS FOR PUBLIC ART INSTALLATIONS**

Cleveland Heights should work with its arts organizations to conduct a citywide review of existing cultural assets such as statues, plaques, art works, and murals to document locations of current assets. This information should be mapped to showcase where art and cultural assets are presently concentrated.

The City and its partners should then identify potential locations for new art works. This could include blank walls, public plazas, gateway entrances, or parks. This can be used to prioritize locations for new artwork.

For information on an example public art plan by GCRTA and the City of Cleveland, see the orange box on page 200.





## TEMPORARY PUBLIC SPACES

Source: The Van Aken District

Temporary public spaces transform existing green area, parking lots, or roads into usable spaces for events or gatherings. As an example, the City of Shaker Heights used parking lots in its Van Aken District as a temporary beer garden for six Fridays in the summer. The event brought residents and visitors to the district and underscored the possibilities for development at the site.

Cleveland Heights should work to transform some of the underused areas in the City for more temporary public spaces. One major opportunity is the City-owned property at Lee and Meadowbrook, where the City should host temporary public spaces to encourage use, display the potential of the site, and bring visitors to Cedar Lee. An example of a temporary public space is below.



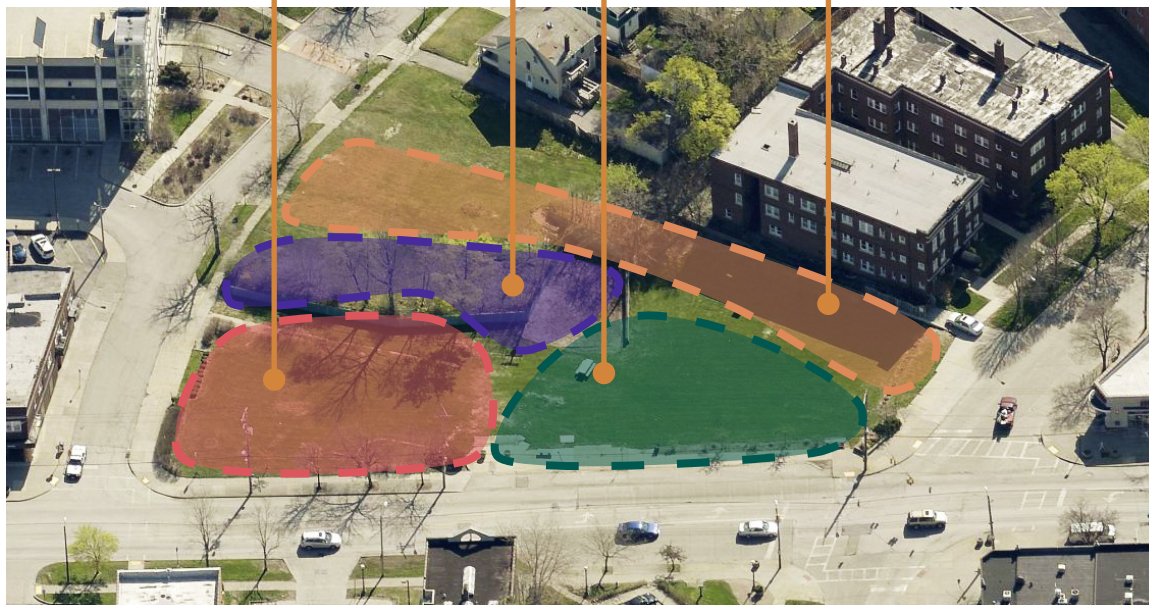
Source: The Van Aken District

Lighting, picnic tables, and seating

Temporary vendors

Lawn for games or other activities

Landscaping to shield nearby residences



Imagery Source: Pictometry

**ACTION 4: WORK WITH LOCAL, REGIONAL, AND NATIONAL GROUPS TO INVEST IN COMMUNITY-SUPPORTED PUBLIC ART IN IDENTIFIED LOCATIONS**

Once potential locations for art installations are identified, the City should work with property owners and artists to fill those spaces. This could include murals on blank walls, relocating statues to centralized locations, or constructing new artwork in prominent locations.

By supporting small-scale artists and unique artwork in the City's business districts and neighborhoods, Cleveland Heights can position itself as the eclectic alternative to the formal art institutions of University Circle.

For information on an example public art series in Columbus' Short North neighborhood, see the orange box on page 201.

**ACTION 5: MARKET EXISTING CULTURAL ASSETS TO RESIDENTS AND PROMOTE CULTURAL TOURISM TO VISITORS**

The cultural organizations, artwork, and restaurants within Cleveland Heights are extensive. These assets should be marketed to promote cultural tourism through information, mapping, and tours.

**ACTION 6: FUND OR RELOCATE PERMANENT ART INSTALLATIONS ALONG THE CITY'S PROPOSED "INNOVATION CONNECTOR TRAIL"**

Should the City construct the Innovation Connector Trail outlined in Action 2 on page 142, it should include new or relocated artwork along that trail. Artwork such as statues, murals, or installations would make the trail an arts destination itself.

## GCRTA'S RED LINE PUBLIC ART PLAN

Public art has the potential to transform community spaces and enhance the visitor experience. In Cleveland, the City and GCRTA plan to place public artwork along the City's Red Line train line as a way to improve the transit experience. The installations could include murals, lighting, photography or other media that serve to generate dialogue, as well as spark economic revitalization in the neighborhoods along the Red Line.

To accomplish this, consultants reviewed potential locations for artwork along the line. These included blank walls, stations, and existing infrastructure that could be improved. GCRTA advertised these

potential locations to attract submissions from artists. Winning artists will be selected to construct art along the line.

For more information on the Red Line Public Art Plan, visit [www.RideRTA.com](http://www.RideRTA.com)



Source: Red Line Public Art Plan

Flickr user: The Zender  
Agenda



### GOAL D: SUPPORT ARTS ORGANIZATIONS THAT CAN BE LINCHPINS IN NEIGHBORHOOD REVITALIZATION

Arts organizations can plan, organize, and promote events that attract new residents and support community pride.

#### **ACTION 1: WORK WITH EDUCATIONAL AND ARTS ORGANIZATIONS TO OFFER A “BUSINESS OF THE ARTS” CLASS TO ASSIST ARTISTS IN MONETIZING THEIR CRAFT**

The City has many artists who live and work in its vibrant and historic neighborhoods. Many artisans produce impressive work but may not know how to translate that into a career. The City should work with CWRU,

Heights High, CIA, and other educational and arts organizations to educate residents on turning their hobbies into professions. A business of the arts class could include information on marketing, business taxes, invoicing, finances, and other information.

#### **ACTION 2: PROMOTE SUCCESSFUL LOCAL ARTISTS AND CHEFS**

The City and arts organizations should promote successful local artists and chefs through programs such as ‘artist of the month,’ which could include press releases, website features, and other promotions.

#### **ACTION 3: DEVELOP A SINGLE, COMMUNITYWIDE ARTS AND EVENTS CALENDAR**

The City’s cultural institutions, active arts groups, and vibrant business districts are continuously hosting events. To cross-publicize these events to various audiences, the City or its partners should develop a common events calendar that details all City activities.

## SHORT NORTH’S MURALS

The Short North Arts District in Columbus, Ohio is home to a variety of galleries, theaters, and performance spaces. To bring the arts district’s vibrancy into the public realm, ten Columbus-inspired vinyl murals were placed on blank walls in the district.

By placing murals on blank walls, the district enhanced its attractiveness, created a memorable experience for pedestrians, and reinforced the district’s arts focus. By using vinyl murals, the City was able

to add ten murals for \$18,000. For more information on the mural project, visit [www.ShortNorth.org/PublicArt](http://www.ShortNorth.org/PublicArt)



Source: ColumbusUnderground





*City of Cleveland Heights*