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Emerson Garfield Neighborhood Beautification

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Neighborhood Beautification

Spokane, Washington
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INTRODUCTION AND PURPOSE

The Emerson-Garfield neighborhood, located in Spokane, WA has been home to many residents and businesses for an extended period of time. While the neighborhood has many great elements, there is a need and desire for improvements both socially and physically. We are a small group of Whitworth University students tasked with researching and building off of the Emerson-Garfield Neighborhood Action Plan that was created by the Emerson-Garfield Neighborhood Planning Committee. Throughout this process we talked with local residents to get their feedback. We have included quotes from these community members in the subsequent text. Ideas and plans that we have for improving the physical appeal for the neighborhood will be presented in the following text, with the aspiration that these changes will ignite social collaboration.

The planning committee identified six neighborhood priorities in the Comprehensive Neighborhood Action Plan they published in June 2014. These included pedestrian safety, business diversity and occupancy, community resources, alternative and public transportation, neighborhood life, and neighborhood beautification. We plan to expand on just one of these initiatives (neighborhood beautification) in depth, providing details for implementation and possible funding that Emerson-Garfield could receive to complete the projects listed.

In conjunction with the Emerson-Garfield Neighborhood Planning Committee the following will serve as our vision statement, “Emerson-Garfield strives to be a diverse and vibrant neighborhood that actively supports a thriving business district, beautiful parks, walkable amenities, and a unique historic character.”

The purpose of this neighborhood action plan is to enhance the aesthetic appeal, cohesion, and overall safety of the Emerson-Garfield neighborhood -- creating an environment that community members are proud to live in, and where parents can safely raise their children. An enhancement of appearances will work towards the fostering of a classy, family friendly, and local identity. These improvements will promote collaboration among community members, strengthening the neighborhood’s appeal, and implementing needed changes.
The overall objective of this action plan is to identify and expand upon issues of concern that are affecting the residents, business owners and visitors of the Emerson-Garfield neighborhood. Through the steps outlined in the following pages, we intend to:

- Enhance the living situation within the Emerson Garfield neighborhood through intentional and local aesthetic improvements.
- Redefine style in a way that is consistent and cohesive with surrounding neighborhoods, working towards creating a stronger sense of local identity within the Emerson Garfield neighborhood.
- Promote collaboration between the City and neighborhoods to achieve shared goals.
- Be proactive, instead of simply reactive, by address issues and opportunities in the neighborhood.
- Decrease crime rates by adding additional safety elements to help foster a safer community.
The majority of Emerson-Garfield was added from 1883 to 1891, and most homes were built in the early 1900s. Drumheller Springs and Corbin Park make up the two historic districts within the neighborhood. Corbin Park was once a horse-racing track in the late 1800s, but was purchased for one dollar by the City of Spokane in 1899. Corbin park now includes architecture emulating the style of Queen Anne, Bungalow, and Classic Box. Corbin Park is was also known as the “brick neighborhood” due to these unique styles of architecture. The area around Corbin Park continues to be known for its historical architecture and uniqueness.

In 1977, Emerson Elementary constructed a unique playground that became a focal point of the school. The playground was incredibly unique as it was built out of strictly logs. The playground was the only one in the area and was loved by local residents. Unfortunately, the playground only lasted for about eight months after trespassers set fire to it. The foundation of academics was established in the Emerson-Garfield neighborhood and that same legacy and identity has continued throughout generations. In 1981 the elementary school was closed and purchased by the city of Spokane. Today, Emerson Park stands in the former site of Emerson Elementary, which features a basketball court, picnic tables, playground amenities, and a baseball field.

Garfield Elementary was built with only ten classrooms but carried eight grades of students. Garfield Elementary was later
selected for a school construction program and was completely torn down and rebuilt. Garfield Elementary has a legacy of community engagement, as its students and teachers supported the war in 1942 by recycling waste paper and selling War Stamps. The same legacy continues as today’s students remain part of a greater Spokane recycling project and give the school extra funding.

Continuing with education, North Central High school was built in 1908 and started with only 287 students. The school was founded with only twelve rooms and twelve teachers. North Central was later torn down and rebuilt in 1981, and a modern section was added in 2014. Following North Central, Havermale Junior High was established in 1927, honoring Reverend Samuel Havermale who was a pioneer pastor in the Spokane area in the 1870’s. In 2014 Havermale was chosen to be consolidated however, it continues to offer small learning programs. In 2010, the building was taken over and continues to be run by The Community School.

Today the neighborhood remains to be incredibly diverse. The Emerson-Garfield has seen increases in traffic, as original neighborhood streets have begun to function as traffic corridors for high-volume traffic. As the Emerson-Garfield neighborhood is bordered by Division to the east, Cora at the north, Belt at the west end, and Boone and Nora at the south. Over the years, the arterials Northwest, Monroe and Indiana have been expanded to accommodate such increases in traffic. Due to segmentation by busy arterials, Emerson-Garfield has struggled to maintain a cohesive identity and sense of place.
EMERSON-GARFIELD

COMMUNITY RESEARCH
AND DEMOGRAPHICS

Emerson-Garfield has 9,442 residents according to 2010 census data statistics. With each census, the neighborhood has experienced a slow population increase. Covering 1.647 square miles, the neighborhood has a density of 5,881 people per square mile (as of 2010).

More than 85% of the residents in the Emerson-Garfield Neighborhood are Caucasian, while other races in the neighborhood include Native Americans (3.0%), Black (2.8%), Asian/Pacific Islander (2.8%), two or more races (4.9%) and other races (1.5%).

Emerson-Garfield’s median income per household in 2011 was $34,957 while the city of Spokane averaged $39,999 per household. 41.8% (1,430) of persons 18 to 24 years old are below the poverty line. Residents of the Emerson-Garfield Neighborhood also owned an average of two cars however, the majority of residents do not travel more than 30 minutes to work.

35% (6,178) of the housing units that are located within the Emerson-Garfield neighborhood were purchased or moved into between 2000 and 2009. The majority of homes (49.6%) were built between 1940 and 1959. This information is critical when deciding what specific materials are going to be used and what codes need to be met.

Income over the past 12 months

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Percentage of Residents</th>
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<tbody>
<tr>
<td>Below $10,000</td>
<td>4%</td>
</tr>
<tr>
<td>$10,000 - $14,999</td>
<td>12%</td>
</tr>
<tr>
<td>$15,000 - $24,999</td>
<td>14%</td>
</tr>
<tr>
<td>$25,000 - $49,999</td>
<td>35%</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>17%</td>
</tr>
<tr>
<td>$75,000 - $99,999</td>
<td>6%</td>
</tr>
<tr>
<td>Over $100,000</td>
<td>5%</td>
</tr>
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Source: 2011-2015 American Community Survey 5-Year Estimates
DEMographics

The four maps below illustrate the racial demographics for Emerson-Garfield, according to the 2015 United States Census.
IMPLEMENTATION AND PHASES

The Emerson-Garfield neighborhood has many appealing resources that include its schools, churches, parks, residential communities, and historic properties. In recognition of these elements and to strengthen the functions they serve, beautification has been selected as a high priority to accomplish these improvements. We envision a space where the sidewalks are accessible and vibrant, streets are well lit, personal property is taken care of, and the neighborhood receives maintenance and upkeep on a regular basis.

Communities that implement beautification strategies have been found to increase their residents property values, attract new businesses, and establish a positive image, identity and reputation.

Implementation Phases of the Neighborhood Beautification Plan:

Phase 1: Establish a clear and cohesive entry way to begin fostering a common neighborhood identity.

Phase 2: Install street lights on priority areas, and add flowers and trees to areas which have been given priority.

Phase 3: Implement solar-powered garbage cans, vinyl wrapped power boxes, and develop a legal graffiti wall.

“My wife and I have lived in the same house for 34 years and we don’t plan on going anywhere else. We are pretty happy.”
GOAL ONE
ENHANCE THE APPEARANCE

The purpose of this goal is to pursue potential neighborhood aesthetic improvements to enhance to overall visual appearance of the Emerson-Garfield Neighborhood. The idea is to create a cohesive identity within the community and include a consistent theme throughout the neighborhood while also keeping the residents economic interests in mind. Among the improvements within the neighborhood there is hope of including vintage lamp posts, functional sidewalk rock gardens, and unique Emerson-Garfield banners.

Lamp Posts: The vintage lamp posts are being designed to serve a dual purpose throughout the neighborhood. First, they will assist in curb appeal and the vintage identity that has been given to the neighborhood. Second, lamp posts also are successful in deterring crime in neighborhoods. The most popular crimes committed within the neighborhood is drug use and assault, so by installing lamp posts in or around the areas where the crime is highest we can either eliminate or relocate it. (Broken Windows Theory).

The cost for a single lamp post started at around $200 and went up from there. This does not include the cost of installment. Also, in order to maintain eco-friendliness throughout the neighborhood, it is recommended that these lamps be installed with LED light bulbs. They consume less electricity and maintain a longer shelf life.

Assault hotspots in the Emerson-Garfield Neighborhood

Drug related crime in the Emerson Garfield Neighborhood.
ENHANCE THE APPEARANCE

Sidewalk Rock Gardens: The Emerson-Garfield Neighborhood average income is significantly less than the average of the rest of the state. When contemplating different ways to “beautify” the neighborhood, cost was definitely kept in mind. The most cost effective option for sidewalk landscape improvements was decorative rock. The rock is less expensive compared to grass and less expensive to maintain, as well.

The cost of implementation for a basic river rock would start at about $35.00 per square yard versus a 20 pound bag of grass seed starting at about $46.00 a bag plus the cost of upkeep.

Banners: The banners will serve as the main gateway to create a cohesive identity within the neighborhood. The banners will be simple, elegant, and will carry the theme that is created by the entry signs. They will also be a visual representation of the pride that exists within the neighborhood, essentially a poster to cheer on the residents of Emerson-Garfield.

The cost of a 2’x4’ vinyl post banner that is double sided starts at $51.99 per banner. Through eSigns.com, they offer a quantity discount. If more than 16 banners are ordered the price per banner is reduced to $42.63 each.

Emerson-Garfield
Established 1883
GOAL TWO
FUNDING OPPORTUNITIES

The purpose of this goal, set by the Emerson-Garfield Neighborhood Planning Committee, is to pursue potential funding opportunities for enhancing the neighborhood’s appearance. Neighborhood planning goals can only achieve so much without the funding to implement those very ideas. There are many ways to receive funding for special projects and improvements made to a specific area through the federal, state, and city governments. The planning committee included four subsections within this goal, which will be expanded upon in the following paragraphs.

Grants: The first of these initiatives is to pursue neighborhood improvement grants to add defining art and entrance features at neighborhood gateways, and/or a city construction project that highlights the neighborhood’s image. There are a numerous amount of potential grants that Emerson-Garfield could receive, but the following list will provide context for some of the most likely funding opportunities applicable to the work we are trying to complete. One area that has an extensive amount of funding resources is the implementation and renovation of parks.

Through the Washington State Recreation and Conservation Office, there is a grant program that provides funding to acquire, develop, or renovate outdoor recreation facilities. Emerson-Garfield is home to Corbin Park, a large and highly trafficked space. This grant provides up to $500,000 worth of funding. Also, the Community Development Block Grant Program through the U.S. Department of Housing and Urban Development could help provide substantial aid to the project(s). This grant is an important tool for helping local governments tackle serious challenges facing their communities. The CDBG program has made a difference in the lives of millions of people and their communities across the Nation. Additional potential grants and programs that Emerson-Garfield could qualify are listed below:

Strong Cities, Strong Communities Visioning Challenge - EDA
Recreational Trails Program (RTP) - DOT
Safe Routes to School - DOT
Surface Transportation Program - Transportation Enhancement - DOT
Building Neighborhood Capacity Program Training and Technical Assistance (BCNP) - HUD
Choice Neighborhoods Implementation Program - HUD
Sustainable Communities Regional Planning Grants (renamed Investment Planning Grants) - HUD
FUNDING OPPORTUNITIES

Local Improvement District: The committee also recommended that they (the committee) establish a Local Improvement District (LID) with the City of Spokane where necessary. A Local Improvement District is a method of financing capital improvements constructed by the city that provide a special benefit to the properties within the boundary of the LID. The following was pulled from the LID website, “Many of us would like to enhance the safety, quality and value of the neighborhoods where we live, work and play. If your neighborhood or business district needs street lights, paved alleys, or water and sewage systems, the Local Improvement District (LID) Program can help”. The program allows citizens to fund projects by a sequential step system. For a successful project, the first step is a petition which must be signed by property owners representing a majority of the area in the district chosen. The subsequent steps include a public hearing, project approval and a final assessment. A LID could be influential in helping to secure funding for projects that are needed around the neighborhood.

Forestry Program: Contacting the Washington State Department of Natural Resources regarding the Urban Forestry program for potential grant funding was the third initiative outlined in the comprehensive plan. The Washington State Urban and Community Forestry Program works to educate citizens and decision-makers about the economic, environmental, psychological and aesthetic benefits of trees. It also strives to assist local governments, citizen groups and volunteers in planting and sustaining healthy trees and vegetation wherever people live and work in Washington State. Their mission is to provide leadership to create self-sustaining urban and community forestry programs that preserve, plant and manage forests and trees for public benefits and quality of life.

Community Forestry Assistance grants provide financial assistance to help develop powerful, sustainable urban forestry programs. The intent of this grant is to assist communities to develop urban forest planning and programming tools and
activities that may not otherwise receive local funding. The United States Department of Agriculture (USDA) Forest Service Urban and Community Forestry Assistance Program is designed to partner with national and local organizations to provide a comprehensive approach to the stewardship of urban trees and forest resources. The Program provides financial

"Emerson Garfield has really great resources that just need some maintenance. The park (Corbin) is a great asset to this community"

and technical assistance to plan, protect, establish, and manage trees, forests, and related resources. The outcome is to restore and sustain the health and quality of the natural and human environments in urban areas. Washington State grants are awarded through this program to encourage community involvement in creating and supporting long-term and sustainable urban and community forestry programs at the local level. Grant requests can be between the amount of $5,000-$15,000, which the neighborhood could apply for yearly if desired.

Green Infrastructure Program: Explore a partnership with the City of Spokane and the Washington State Department of Ecology (Green Infrastructure Program) for grant funding to enhance the neighborhood entrance at Monroe and Cora was the final initiative the committee had set under this second goal. Green infrastructure is a new term, but it is not a new idea. There are two important origins of this program which include: (1) linking parks and other green spaces for the benefit of people, and (2) preserving and linking natural areas to benefit biodiversity and counter habitat fragmentation. Land is being developed faster today than ever before and this accelerated consumption of land has resulted in challenges to our ecology. By preserving the land at the north entrance of Emerson-Garfield, we can create a space where the land can be protected but we can also achieve our goal of installing a entry point.
GOAL THREE
CLEAR ENTRY & COHESIVE IDENTITY

Due to the historic nature of many buildings and homes in Emerson-Garfield, the neighborhood already holds a distinct sense of style and place. Any beautification efforts should build upon rather than take away from that existing dynamic. In order to create a cohesive identity, it will be critical to build off of the existing stylistic elements of surrounding neighborhoods. Emerson-Garfield should function as a cohesive part of Spokane’s fabric, incorporating existing design standards and patterns. A clear entry and exit will work to designate Emerson-Garfield as a sanctioned space, with distinct boundaries and borders. Each design/beautification element should contribute towards the establishment and continuation of the neighborhood’s identity. The following points specify specific standards that will be met by this goal.

2. Ongoing implementation of continuous sidewalks, pedestrian crossings, bike lanes, and pathways.
3. Continue to work with the City on the development of the Master Bike Plan and the Pedestrian Plan in order to identify connections to transit routes, preferable bike routes, and missing sidewalks.
4. Improve access to public transit to increase the connections between neighborhoods, parks, schools, the business district, and Downtown.
5. Reducing crime/improving public safety
   a. Improve lighting among neighborhood arterials, in parks, and among other high-crime areas
   b. Create standards for building maintenance.
6. Preserving neighborhood character
   a. Support programs and neighborhood events that strengthen sense of community, build trust, celebrate culture, and create positive experiences
7. Support the local economy
   a. Encourage locally owned businesses that provide viable shopping opportunities in adjacent neighborhoods
   b. Establish special events and activities that attract people and promote business development

Collaborate with adjacent neighborhoods on projects that touch both neighborhoods.

Adjacent neighborhoods include: North Hill, West Central, Logan, Northwest, and Riverside. Projects to collaborate on with adjacent neighborhoods include:

1. Increasing connectivity between all parts of Emerson-Garfield and adjacent neighborhoods
CLEAR ENTRY & COHESIVE IDENTITY

Create design standards.

Design elements from Kendall Yard’s Greenstone plan (specifically within the neighborhood center) will be adopted in order to maintain consistent design standards. Land use standards will act in accordance to Spokane’s Municipal Code.

1. STREET TREES (Section 17C.200.050)

Standards for street trees function to maintain and develop Spokane’s tree canopy, which enhances both neighborhood and commercial development. Trees add to the livability of Spokane as well as provide economic and aesthetic value to property owners and the larger community.

- Street trees will be planted between the curb and walking path of the sidewalk
- If a certain street has a distinctive tree species within the right-of-way, new street trees should be of similar form, character and planting pattern
- Species selection should be guided by site conditions such as soil, solar orientation, hydrology, and physical constraints
- Tree grates and tree plantings are acceptable. Tree grates should be ADA accessible and be similar in size and material to tree grates in surrounding developments. A paved walk or tree grate should be 18 inches behind the curb in the case of on-street parking in order to avoid congestion

- Street trees will be chosen from the Urban Forestry Program List, including but not limited to: The Apple Serviceberry, Allegheny Serviceberry, American Hornbeam, Pagoda Dogwood, Kousa Dogwood, Cornelian Cherry Dogwood, Thornless Cockspur Hawthorn, Amur Maackia, Royal Star Magnolia, Flowering Crabapple, etc.

- Landscaped areas between the curb and the sidewalk should include plant material chosen that will maintain a vertical clear view zone between three and eight feet from the ground.

2. LANDSCAPING AND SCREENING (Chapter 17C.200) Plant materials should complement and utilize the natural character of the Spokane region. Species should be adaptable to the climactic, hydrologic, and topographic characteristic of the land site.

- Deciduous trees must comply with the most recent ANSI standards for a two-inch caliper tree at the time of planting.
CLEAR ENTRY & COHESIVE IDENTITY

- Trees next to power lines are limited to a full-growth height of twenty-five feet to avoid complications with maintenance crews and utility lines.
- Plantings shall be a mix of evergreen and deciduous species (including shrubs, ground covers, and living trees—bark, gravel, and river rock should be used as accent only). Plantings should be chosen to cover the entire planting strip within three years of planting.

3. SIGNS (Chapter 17C.240)
- Signs must be designed and maintained according to minimum standards in order to ensure public welfare and health, but also function to reflect and support a desired character and attractive environment.
- Freestanding signs must be placed on arterial street frontages.
- When a sign or awning extends over a sidewalk, the bottom of the sign must be at least eight feet above the ground.
- Community banners may extend into the public right-of-way, but must be approved by the arts commission and function in the promotion of a civic event, holiday decoration, or some community interest.
- Signs will be large enough to see from the road, and will be surrounded by local shrubbery.

4. LIGHTING (Section 17H.010.230)
- Lighting must be provided along parking lots, pedestrian walkways, and accessible routes of travel.
- Twenty-four feet is the maximum height for lighting fixtures among pedestrian walkways.
- The direction of each fixture must be downward to avoid off-site glare.

5. COLORS
- Beige, off-white, maroon, charcoal, black, brown, and olive green should be the primary colors used on all signs, banners, and decorative furnishings.

Integrate theme through signage, furnishings, and banners to create unified identity.

Signs should be primarily written in Wide Latin font. Themed banners can be put up during various neighborhood events/festivals. Furnishings such as tree grates and lamp posts should comply with Spokane Municipal Code standards. Any
CLEAR ENTRY & COHESIVE IDENTITY

and all aesthetic improvements should work in conjunction with one another in order to create a unified sense of style and place. There should be no extraneous color patterns or design elements that conflict with the existing style and take away from the maintenance of a classy, consistent identity.

Implement clear entry and exit signs.

Establish “Welcome to Emerson-Garfield” signs at Northern entrance on Monroe and Cora, and Southern entrance at Monroe and Indiana. Welcome signs will consist of physical elements and landscaping that establish a distinctive, classy identity and strong sense of place. Plant materials surrounding both signs should be local to Spokane and distinctive to Emerson-Garfield. Letters will be gold-casted, and written in Wide Latin font. Signs will be approximately 8 ft. high by 14 ft. wide, made from brick.

Cost:
Welcome Sign: Integrated EPS monument signs (Product Line 6) are highly dependent on size, design, and special features such as faux stone or brick facing, columns, arches, etc. The prices for sizes 8 feet wide range from $4500 to $9000+, plus shipping.

Poly Tree Grate: $288.00 Round Tree Grate: $375.04
Street Light: $139.94
GOAL FOUR
CLEANLINESS AND MAINTENANCE

The purpose of this goal is to improve the overall cleanliness and maintenance of the Emerson-Garfield neighborhood. This goal will work towards preventing future vandalism/crime, allowing trash disposal to be more accessible, utilizing and enforcing code requirements, as well as partnering with adjacent neighborhood to expand the Spring Cleanup event. An explanation of the Neighborhood Committee’s specific goals will be detailed below, along with initiatives that fulfill each desired goal.

Designated Graffiti Wall: The Emerson-Garfield Neighborhood Committee’s first priority is to remove all graffiti and repair vandalism throughout the neighborhood. As vandalism and graffiti continue to be an ongoing problem throughout the Emerson-Garfield neighborhood, in an effort to reduce graffiti in unwanted places a designated, approved place to graffiti would be beneficial therefore; an approved graffiti wall. By creating a public forum to create art such as graffiti it allows “taggers” to transform more into the realm of an artist. The wall would be designated however, each artist would have to request permission before claiming their spot on the wall. An approved graffiti wall allows what we consider unwanted graffiti to become a wall mural instead. Artists would be invited to change their art every couple months as an effort to cover unwanted graffiti, as well as keep the murals changing.

Vinyl Wrapping Power Boxes: Along with designating a graffiti wall within the Emerson-Garfield Neighborhood, as an effort to try and prohibit future graffiti and vandalism is the concept of vinyl wrapping power boxes. As the Neighborhood Committee is also seeking to beautify the neighborhood, vinyl wrapping allows for the covers to be unique and fully customizable. The neighborhood could potentially invite local artists to create designs and use them to wrap power boxes throughout the
CLEANLINESS AND MAINTENANCE

neighborhood as another outlet to encourage artistic expressions in designated places. As vinyl wraps only cost about $350 per box, they are able to be changed for specific events or something of the sort. This has already been done to multiple boxes on Garland however, could be spread throughout the wider neighborhood.

Big Belly Trash Cans: Emerson-Garfield Neighborhood Councils second initiative is to improve trash and recycling resources by making them more accessible and easy to use. As garbage cans and recycling resources are expensive and often very unattractive when trying to enhance the beautification of a neighborhood, Big Belly garbage and recycling cans offer a promising alternative. Big Belly cans are solar powered and have the ability to compost up to 200 gallons of trash. As a result, Big Belly trash and recycling bins also allow pickup frequency to be cut down by 80%. As these garbage cans are expensive at $3,800 a piece, it would be appropriate to give them a trial run by purchasing two and placing them on each end of Corbin Park. If the cost differences based on pick-up frequency as well as overall usage seem fit, more Big Belly cans could be added in the future in the highest frequented places in the neighborhood.

Standard Trash Cans: In addition to Big Belly trash cans, the addition of standard outdoor garbage cans throughout the Emerson-Garfield Neighborhood would also be highly beneficial. As the Emerson-Garfield Neighborhood Council strives to make trash resources more accessible, it is imperative not only to add more efficient options such as Big Belly cans, but also
CLEANLINESS AND MAINTENANCE

remain cost efficient by adding more standard garbage resources as well. Standard, round, metal outdoor garbage cans cost around $800, making them a bit more cost efficient in the circumstance of purchasing multiple however, they generally only hold about 32 gallons of trash.

Code Enforcement: The third initiative on the Emerson-Garfield Neighborhood plan is to utilize code enforcement. In an effort to fully utilize code requirements and have them properly enforced, the link to Spokane County’s Code Enforcement Guide should be made accessible to residents on the Emerson-Garfield Neighborhood website. Along with this, contact information for how a resident would file a complaint should also be made easily accessible. The requirements and regulations should then be properly handled and enforced throughout the neighborhood. Code regulations could also be presented in the form of a pamphlet and handed out at the annual Spring Cleanup to keep residents informed and also remind them of the requirements.

Adopt a Street Program: The Emerson-Garfield Neighborhoods fourth initiative is to partner with the wider neighborhood to expand the scope of the annual Spring Cleanup event. For the Emerson-Garfield neighborhood to do so, partnering with the Adopt a Street program would be beneficial as it is extremely organized and keeps willing residents more involved. As about 16% of the families living in the neighborhood have children, a focus on making the Spring Cleanup event “Cleaning from the Corridor” more applicable to families with kids. To do so, the volunteer opportunities that are available such as landscaping and planting garden beds could have a certain time period where they are aimed at children. Following the spring clean-up event, offer a free lunch for residents that volunteered as free food is one of the biggest incentives to draw a crowd.
ASSESSMENT, CONCLUSION AND EVALUATION

The following provides measures to note and questions to ask in conjunction with an assessment of the effectiveness of the above mentioned goals.

Enhance the appearance:
Do community members feel an enhanced sense of pride in their neighborhood? Has public art such as murals, sculptures, and urban furniture contributed to a heightened sense of style and identity? Do community members now feel the responsibility in maintaining an eye pleasing neighborhood? These questions can be measured through in-person interviews or conversations with neighborhood residents. Another way to assess the success of this goal is to observe whether or not community members are spending more time outside after improvements have been made, enjoying the aesthetically pleasing nature of their neighborhood. This could be observed through a simple pretest and posttest involving before and after observations of a certain section of the neighborhood. If there is an increase in the number of individuals occupying the outside space, then it is likely that this goal has been met. A longitudinal study could also be conducted to measure the effectiveness of this goal. Emerson-Garfield should be studied five years after improvements have been made in order to note whether aesthetic improvements have been kept up and continue to enhance the liveability and stylistic appeal of Emerson-Garfield. This study should note whether aesthetic improvements have maintained their original purpose and integrity.

Pursue potential funding opportunities for enhancing appearance:
Have successful partnerships been developed with either local or regional programs, organizations, committees, or departments? Were aesthetic improvements made as a result of outside funding? Did the project receive more donors as a result of it’s success and vice versa. This goal can be evaluated on the basis of whether or not improvements were in fact able to be made, as the goals within this plan cannot be enacted without financial backing. As well as measuring the amount of funding the project started with and the amount it has after the first few phases of enhancements have been implemented.

Establish clear entry and cohesive identity:
Do individuals recognize where they are when they are walking through Emerson-Garfield? Do neighborhood residents feel as if their neighborhood functions as a cohesive
ASSESSMENT AND CONCLUSION

part of Spokane’s identity? Do aesthetic improvements make sense together, creating a consistent sense of style and place? This goal can be assessed through conversations with neighborhood residents regarding their opinions on the enhanced cohesiveness brought by aesthetic improvements. Another way to assess this goal is to ensure that the entry signs placed on either side of Emerson-Garfield are well-maintained and centrally located.

Improve neighborhood cleanliness and maintenance:
Has increased lighting improved crime rates in previously high-crime areas? This can be measured through comparing crime maps before and after aesthetic improvements have been made. Do streets show less garbage and disarray 1 year after Bigbelly trash cans have been put in place? Has the enforcement of code contributed towards increased cleanliness and maintenance? The following questions can be both measured through a pretest and posttest measuring trash on the street before and after Bigbelly trash cans have been put in place. The success of the Spring Cleanup Event can be measured in terms of whether or not this event gathers community members and gets people oriented towards being more conscious and intentional towards maintaining neighborhood cleanliness. Beautification will have accomplished it’s goal if crime/vandalism rates go down in red areas.

Conclusion:
This comprehensive neighborhood action plan provides a foundation of goals and ideas upon which the Emerson-Garfield neighborhood can expand and build upon its existing assets. The detailed goals in this plan will not only improve the appearance of Emerson-Garfield, but will also establish Emerson-Garfield as a distinct and unique corridor within Spokane’s neighborhood fabric. This plan will work towards solidifying Emerson-Garfield’s identity as a classy, safe, and family-friendly place to live in community with others. Each specified goal contains strategies to meet specific needs within this community.

As the plan states, the goals of this plan are to: enhance the appearance of Emerson-Garfield through functional and aesthetic improvements such as street trees, planters, and historically themed streetlights, to pursue potential funding opportunities for enhancing the neighborhood’s appearance, to establish a clear and cohesive identity within the Emerson-Garfield Neighborhood and to
improve neighborhood cleanliness and maintenance. We believe that the implementation of these goals will bolster Emerson-Garfield’s sense of identity and place, creating an environment that community members are proud to live in, and where parents can safely raise their children.

In accordance with the urban sociologist Jane Jacobs, the function of sidewalks is to foster and reinforce public safety. A person should feel personally safe and secure on the sidewalk in order for them to be well-used. Well-used sidewalks inherently increase eyes on the street. The best way to increase the use of streets is to ensure an orderly and aesthetically appealing appearance. Well-decorated, cohesive and functional streets will increase foot traffic, which will escalate the amount of eyes on the street--in turn bolstering public safety. We believe that the abovementioned beautification goals will help Emerson-Garfield embrace Jacob’s concept of the ideal function of sidewalks. Further, Broken Windows Theory posits that a well-kept and well-maintained physical environment discourages acts of deviance. With this theory in mind, beautification efforts within Emerson-Garfield will help stifle acts of deviance and crime, making Emerson-Garfield a more comfortable, safe, and functional place to live.

The purpose of this neighborhood action plan is to enhance the existing stylistic and natural elements of Emerson-Garfield in order to establish this neighborhood as a distinct, identifiable and cohesive space within Spokane’s neighborhood fabric. The goal is not to make the neighborhood something that it is not or change its identity but to take it’s classy, family-friendly, and local identity and help it reach it’s full potential.
SOURCES AND CITATIONS


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