Nevada Lidgerwood Neighborhood Planning:

Identity Report

This report was prepared for Nevada Lidgerwood Neighborhood Stakeholders, the Nevada Lidgerwood Neighborhood Council, and the City of Spokane; to address the expressed need by stakeholders for greater identity in the Nevada Lidgerwood Neighborhood.

By

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December, 2011

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Section I

Introduction

In the fall of 2009 residents and businesses in the Nevada Lidgerwood Neighborhood began a two year neighborhood planning process. These stakeholders underwent a number of exercises, such as SWOT analyses, to determine the most salient issues affecting the neighborhood. The input and discussion from neighborhood stakeholders ultimately created a list of 13 potential issues for the neighborhood to address throughout the planning process and further into the future. By the end of the first phase of neighborhood planning, stakeholders agreed to prioritize and focus on the following four issues during Phase II of the planning process: non-motorized traffic safety, traffic calming, neighborhood communication, and neighborhood identity. This report specifically addresses the concerns over a lack of neighborhood identity, the process of measuring neighborhood identity, and recommendations for improving identity for Nevada Lidgerwood in the next three to five years.

The spatial and social elements of a community are the primary influences on how people identify with their neighborhoods. Spatial components of a neighborhood, such as landmarks, buildings, streets, and vegetation; can provide a physical means to identify with an area. Personal travel patterns and the recognition of physical features facilitate identification with specific aspects of a neighborhood. The social aspect of a neighborhood refers to relationships among residents and the community in general. Neighborhoods with stronger social networks maintain higher levels of social capital. The communication and trust that result from personal relationships and social capital foster increased identity with a neighborhood.

Section II

Barriers to Neighborhood Identity in Nevada Lidgerwood

Demographic and Geographic Size

The Nevada Lidgerwood neighborhood consists of 7.23 square miles, and in 2010 supported a population of 24,649 residents (www.city-data.com). Nevada Lidgerwood is the largest neighborhood in Spokane in terms of both geography and population. The size of the neighborhood, both in terms of space and the number of people, creates a significant barrier to

neighborhood identity. Figure 1 displays the size of Nevada Lidgerwood in relation to surrounding neighborhoods. Both the Whitman and North Hill neighborhoods demonstrate geographical size that is more conducive to strong neighborhood identity.

From a community development perspective, 5,000 residents constitute the maximum number of people living in a particular area to support thriving communities or neighborhoods. When populations exceed 5,000 then the level of face-to-face interaction begins to decline and individuals are less likely to closely connect with their neighborhoods. When interaction declines, communities lose social capital and individuals isolate themselves from their neighbors and the neighborhood (Portney, Berry).

Figure 1: Nevada Lidgerwood Neighborhood Map
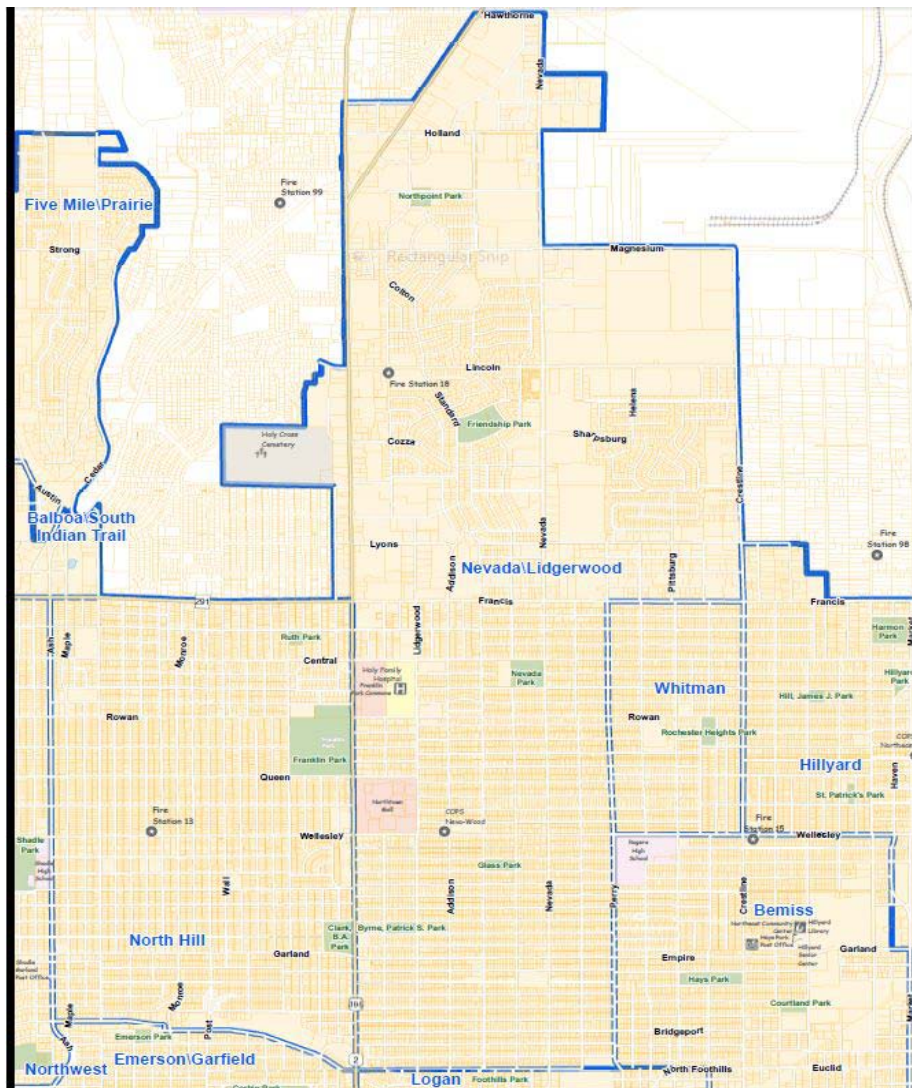
Arterials and Travel Patterns

Another important consideration regarding the size of the neighborhood is the number of busy streets dissecting the neighborhood and how size influences travel patterns. The number of arterials (5), collectors (7) and the spatial length (roughly 5 miles) of the Nevada Lidgerwood neighborhood negatively impacts neighborhood identity. The red lines in Figure 2 represent major roads which dissect the neighborhood. Arterials ought to exist on the boundaries of neighborhoods to improve safety and promote walkability. Busy streets which cut across the neighborhood create physical barriers between residents, and make it more difficult for the neighborhood to identify as a single unit.

Figure 2: Major Roads Dissecting the Nevada Lidgerwood Neighborhood
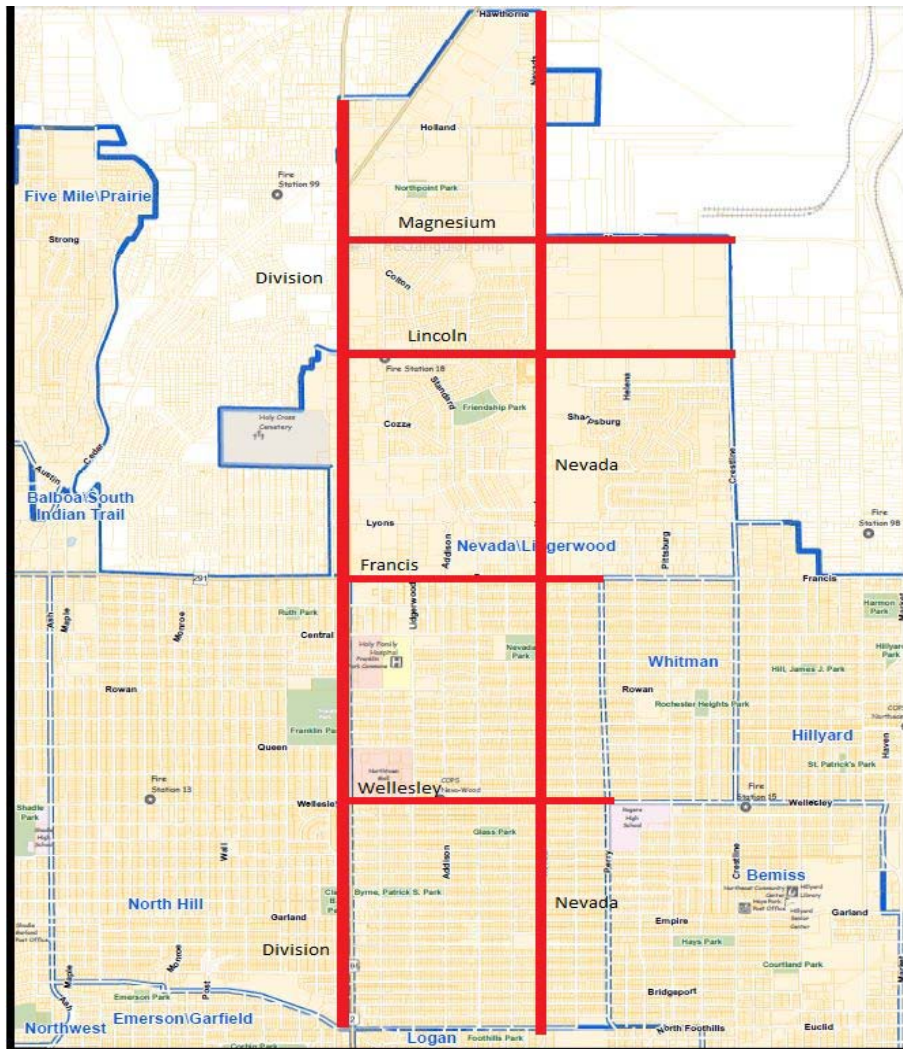
Walkability is a function of the built environment and refers to the ease with which residents can walk throughout a community. This is a factor that facilitates place recognition

and social capital (Leyden). Some scholars have noted that "…people conceptualize their neighborhoods differently when thinking about how they move around… (Campbell, Henly, Elliott, Irwin, p. 477)." Non-motorized travel patterns allow individuals to connect with and relate to specific places to a greater extent than those traveling in vehicles. These connections can create the foundation for place-based identity. While greater mobility in contemporary society may mean individuals are less likely to form an identity based upon a defined physical space (Gibs, p. 127), communities should ensure residents have a number of mobility options. Phase II planning efforts to improve non-motorized traffic and traffic calming will ultimately supplement other efforts to improve neighborhood identity.

Land Use Patterns, Neighborhood Businesses, and Schools

Although our field research indicated residents actively shop and travel within the neighborhood, the size and land use patterns may explain the lack of correlation between activity levels and neighborhood identity. Because land use patterns in the neighborhood facilitate dependence on automobiles, higher activity levels do not necessarily influence neighborhood recognition.

In terms of land use, Figure 1 shows that the portion of the neighborhood south of Francis consists of single-family development typical in Spokane prior to the 1960's. Figure 1 also demonstrates that the development and land use patterns north of Francis are strikingly different than patterns south of Francis. The northern half of the neighborhood includes large apartment complexes, and different, more modern styles of development. These aesthetic and land use differences do little to create a cohesive, place-based identity for citizens living and travelling through the neighborhood.

Additionally, the large number of commercial chains, rather than locally-owned neighborhood businesses, does little to support the symbolic notions of neighborhood or community. Local or independent businesses can provide spatial recognition for neighborhood residents and a historical context for the neighborhood. The characteristics of large, chain businesses, like many of those along the Division corridor, fail to facilitate the same levels of interaction between customers and employees that local businesses support.

Finally, some of the schools serving the neighborhood exist on the periphery of the Nevada Lidgerwood boundaries. This means that neighborhood schools draw students from two or more neighborhoods, and lose symbolic status as neighborhood institutions or focal places specific to Nevada Lidgerwood. When students cross neighborhood boundaries their travel patterns create cognitive neighborhood maps that differ from administrative neighborhood maps. The green stars in Figure 3 represent public schools in the Nevada

Lidgerwood neighborhood and surrounding areas. The neighborhood will need to expand communication and outreach with local schools to successfully address neighborhood identity.

Figure 3: Public schools in and around the Nevada Lidgerwood Neighborhood
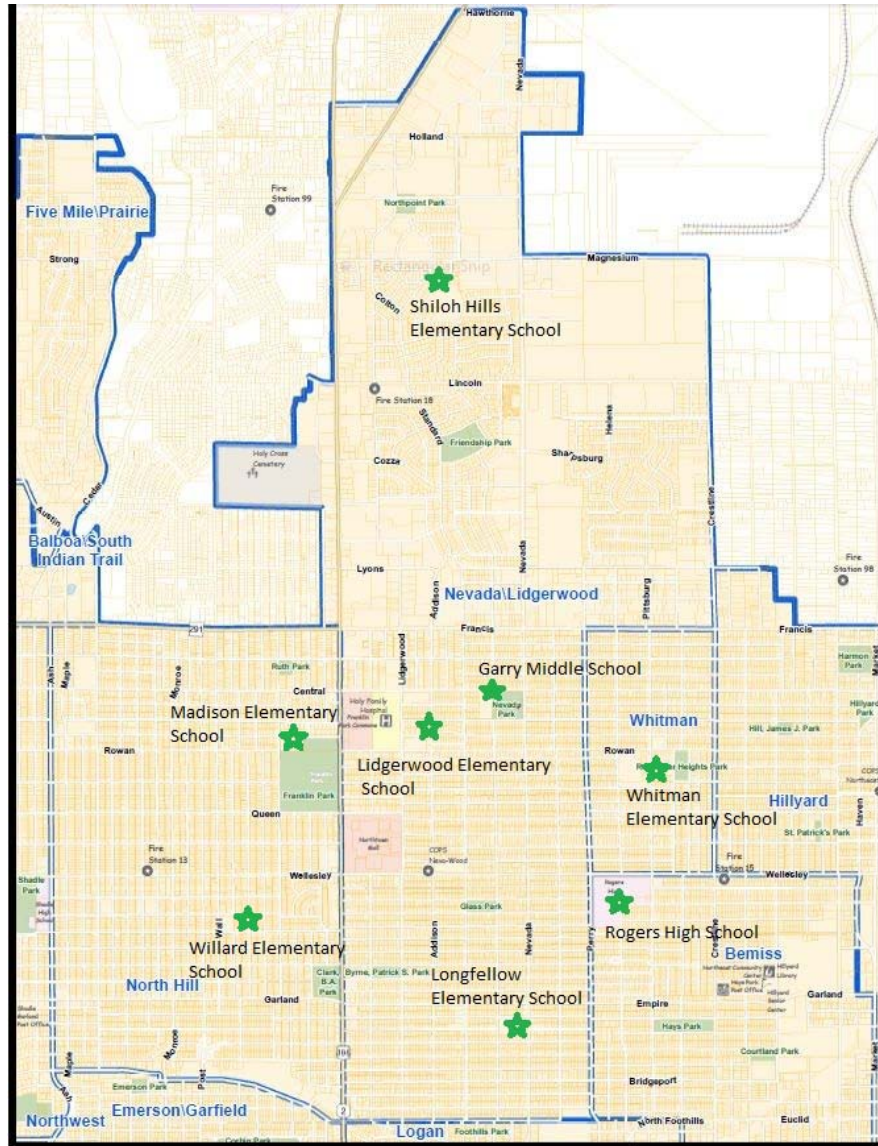
Section III

# Neighborhood Identity: Addressing an Abstract Concept

Background

Neighborhoods that provide a sense of place tend to facilitate dynamic communities and promote social ties among residents. Urban theorists regard place identification as an essential component of traditional neighborhoods and note how a neighborhood, its name, the businesses, schools, churches, parks, and streets not only influence the physical identity of the neighborhood, but the identity of individuals residing within that neighborhood. Although technology and mobility have drastically altered the manner in which residents relate to and identify with their neighborhood, the prospect of individuals working together to create better communities, communities with a sense of place, has a long tradition in America (Putnam).

Clearly defining neighborhood identity is difficult because people perceive, experience, and relate to their neighborhoods differently.   Some scholars explain neighborhood identity as a mental image of the neighborhood; resulting from activities associated with the neighborhood and feelings about the neighborhood (Smith, p. 421). Neighborhood identity ultimately depends on and relates closely to primary elements associated with neighborhoods. These elements include the neighborhood as a social unit, a spatial unit, and a network of relationships, associations, and patterns of use (Chaskin). Figure 4 illustrates how these different social and physical features of neighborhoods function together to create a unique experience for each resident.

Figure 4: Elements of Neighborhoods
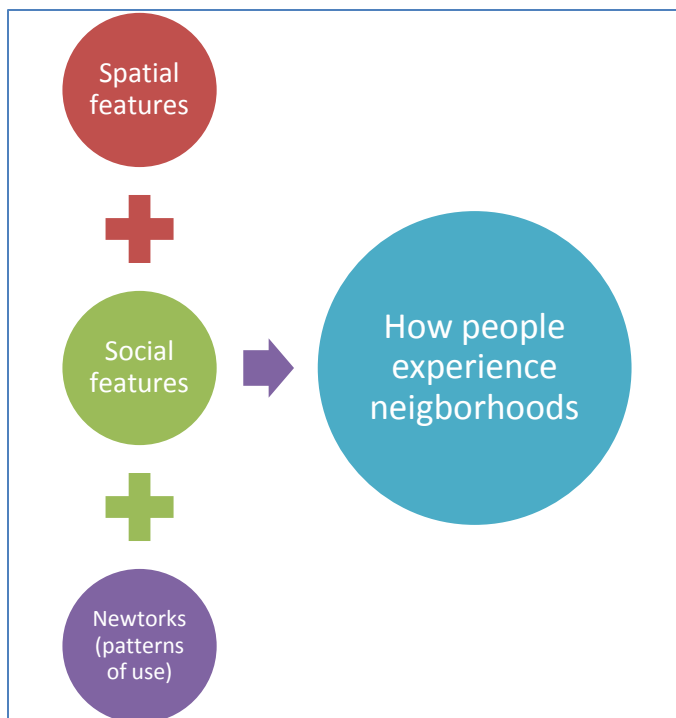
The social units of neighborhoods can be understood as open systems that connect to and are influenced by other systems in the broader community (Chaskin, p. 1). The fact that individuals are part of several systems explains why even parents and children living in the same household may relate to, understand, and perceive neighborhood boundaries in significantly different fashions (Campbell, Henly, Elliott, Irwin, p. 483). The difference in recognition among the variety of residents that make up a neighborhood requires

differing strategies when attempting to improve neighborhood identity.

In terms of neighborhoods as a spatial unit, research indicates that subjective perceptions of neighborhoods do not necessarily correspond with administrative boundaries (Campbell, Henly, Elliott, Irwin). Residents tend to perceive neighborhoods on a smaller scale than official neighborhood boundaries, and daily activity patterns tend to form cognitive perceptions of neighborhoods that differ from administrative boundaries (Smith, p. 425). The social and functional elements, such as demographics, major institutions, and perceptions of safety and danger, also influence cognitive perceptions of neighborhood (Chaskin, p. 3).

Ultimately, the physical and social aspects of a neighborhood influence how residents identify with that area. The Nevada Lidgerwood neighborhood can improve neighborhood identity by focusing on either of these aspects; however, addressing both will likely yield the greatest results.

Section IV

Assessment of Neighborhood Identity in Nevada Lidgerwood

Introduction

After formulating and prioritizing goals among neighborhood stakeholders, the planning process demands inventory of existing conditions to determine the most appropriate recommendations for improving those conditions. The EWU planning team worked closely with a group of graduate students at Eastern Washington University studying community development to design a survey mechanism appropriate for the Nevada Lidgerwood Neighborhood. The planning team demonstrated the survey to stakeholders at a neighborhood planning meeting in the fall of 2010 and incorporated stakeholder's suggestions into the survey mechanism.

Methodology

The planning team, with assistance from other planning program graduate students, coordinated with local businesses and set up listening posts at five different locations throughout the neighborhood. The businesses included a grocery store, two coffee shops, a laundromat, a pharmacy, and a Mexican restaurant/specialty foods store. We intended to diversify the participants to the largest extent possible by incorporating a variety of businesses

which attract different demographics, at locations throughout the neighborhood. We also utilized two students fluent in Spanish to limit potential language barriers. Finally, we varied the times and days of the listening posts to ensure a more balanced selection of participants.

Over a three week period during the fall of 2010 we collected data regarding neighborhood identity from 144 residents, 124 of whom lived in North Spokane. We administered 10 listening posts, with two to four graduate students at each post. Some of the locations included areas in which people from outside of the neighborhood frequented. We included all people who wanted to participate for educational purposes and to collect secondary data regarding neighborhood identity.

The survey we conducted possessed three major components and attempted to answer multiple questions. The first, and most simple part of the survey, tested the level of awareness of the officially recognized names of neighborhoods in North Spokane. Name recognition measures neighborhood identity on a relatively basic scale; however, it constitutes a testable measure of identity levels. The complex manner in which people perceive and relate to their neighborhood creates a challenge for measuring and building identity, but name recognition allows for a consensus of perceptions and is a good place to start influencing the multiple dimensions of neighborhood identity (Chaskin).

The second part of the survey consisted of a mapping exercise and examined the size of neighborhood according to participants' subjective perceptions of neighborhood. The mapping exercise allowed us to examine how residents understand neighborhood on a spatial scale. The Urban theorist, Kevin Lynch, suggests that people understand spatial context through the location and interaction with paths, edges, districts, nodes, and landmarks. The mapping exercise was primarily intended to determine if name recognition correlated with participant's perceived size of neighborhood, but also allowed us to assess the perceived size of neighborhood in relation to the paths, edges, districts, nodes, and landmarks that shape urban perceptions.

The final component, a six question survey, measured activity levels in the neighborhood (see Appendix A). Because activity levels influence cognitive perceptions of neighborhood, we wanted to understand if increased activity patterns in the neighborhood correlated with recognition of the neighborhood's official name, or if activity levels influenced the participant's perceived size of neighborhood.

The Survey

This section outlines specific techniques and wording used by the EWU planning team to better represent the process and results of the identity survey mechanism. Graduate students set up a card table with balloons and candy, and an easel with a large map of North Spokane to attract customers to the listening posts.

Part I

We first asked citizens whether they lived or worked in North Spokane. We then asked if they knew the name of their neighborhood. A graduate student recorded all answers, and tacitly noted whether participants correctly identified the official name of the neighborhood recognized by the City of Spokane. For those residing outside of North Spokane, the survey was finished.

Part II

The planning team asked those who lived or worked in North Spokane to continue with a mapping exercise after the first part of the survey. Each listening post displayed a 3' X 5' map of North Spokane (similar to Figure 1) and we asked participants to locate their place of residence or employment on the large map. We then provided an 11" X 17" map, told participants to mark the approximate location of their residence or work, and draw a circle around what they considered their neighborhood.

Part III

The final component of the inventory collection included a more standard, written survey (See Appendix A). The first question asked for the intersection closest to participants' residence or place of work. The following five questions attempted to identify shopping patterns, places visited for recreation and/or leisure, schools attended by participants' children, and other places frequently visited in the neighborhood. Graduate students marked both the maps and the surveys after participants finished so that we could later analyze all three components of the survey process in relation to the other parts.
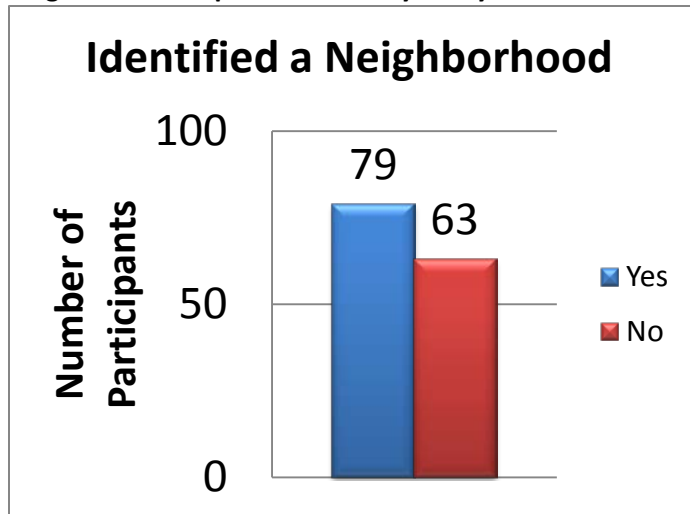
Section V

Results and Analysis from the Nevada Lidgerwood Identity Study

Recognition of Neighborhood

When considering the first portion of the survey, we focused on two different aspects: whether participants provided a name for their neighborhood (regardless of whether it matched the official name recognized by the city), and if participants could provide the "correct" name of their neighborhood. Figure 5 displays that 79 participants, or 56% of those surveyed, identified a name of a neighborhood, even if the city did not recognize that as an official neighborhood. About 44% of the citizens we engaged did not identify any neighborhood name. Two participants chose not to continue with the survey after the first question.

Among those surveyed, more than half of the participants identified with some notion of a neighborhood. These numbers become more interesting when compared with the number of participants who identified with an official neighborhood. *Only 24% of the survey sample correctly identified the name of their neighborhood*. Seventy six percent (76%)of the people surveyed either did not know the name of their neighborhood, or identified with

Figure 5: Participants in Identity Study

Identified a Neighborhood

Number of Participants

100

79

63

50

0

■ Yes
■ No

a neighborhood name other than those names recognized by the city. Examples of the latter case include responses referring to areas such as Shiloh Hills, Garland, Shadle, or specific apartment complexes. This supports other academic research on neighborhood perception and neighborhood identity. Institutional definitions of neighborhood are not always relevant to the public; however, residents still often maintain a connection to an abstract concept of neighborhood (Chaskin).

Recognition of Neighborhood within Nevada Lidgerwood

After assessing neighborhood recognition levels for all citizens surveyed, we isolated the number of individuals residing within the Nevada Lidgerwood boundaries to determine recognition levels specific to the Nevada Lidgerwood neighborhood. Of the 144 people

surveyed, 64 lived in the Nevada Lidgerwood neighborhood. About 27% of those living in Nevada Lidgerwood correctly identified Nevada Lidgerwood (or a close proximity to that name such as NevaWood) as their neighborhood. *Approximately 63% of those surveyed either incorrectly identified the name of their neighborhood or responded "no"* when asked if they knew the name of their neighborhood.

Nevada Lidgerwood Recognition: South of Francis

Figure 6: Name Recognition South of Francis

- # of residents who knew neighborhood name
- # of residents who didn't know neighborhood name

The numbers, however, tell a significantly different story when analyzing recognition by location within the neighborhood. In regards to how individuals perceive neighborhoods, research suggests that "…built and natural structures, such as roads, rivers, and parks, were frequently used by

Nevada Lidgerwood Recognition: North of Francis

Figure 7: Name Recognition South of Francis

- # of residents who knew neighborhood name
- # of residents who didn't know neighborhood name

participants to define the boundaries of their neighborhoods (Campbell, Henly, Elliott, Irwin, p. 478)." This also supports Lynch's argument of how people relate to their urban environment.

Arterials such as Francis and Nevada may appear as neighborhood boundaries to ordinary citizens.   We tested the validity of this idea by analyzing neighborhood recognition for residents in the Nevada Lidgerwood neighborhood based on whether they lived or worked on the north or south side of Francis. Figure 6 and Figure 7 display the striking differences in identification within the Nevada Lidgerwood Neighborhood based on residency or employment location. 42% of the sample who live or work south of Francis identified Nevada Lidgerwood as their neighborhood. Only 2 participants, 7% of the total surveyed north of Francis, identified Nevada Lidgerwood as their neighborhood. More residents in the northern portion of the neighborhood identified their neighborhood as Hillyard or Bluegrass than Nevada Lidgerwood.

While the high traffic flows on Francis arguably represent the most significant barrier to neighborhood identity for those living north of Francis, the lack of neighborhood institutions specifically associated with Nevada Lidgerwood may also explain the differences in recognition
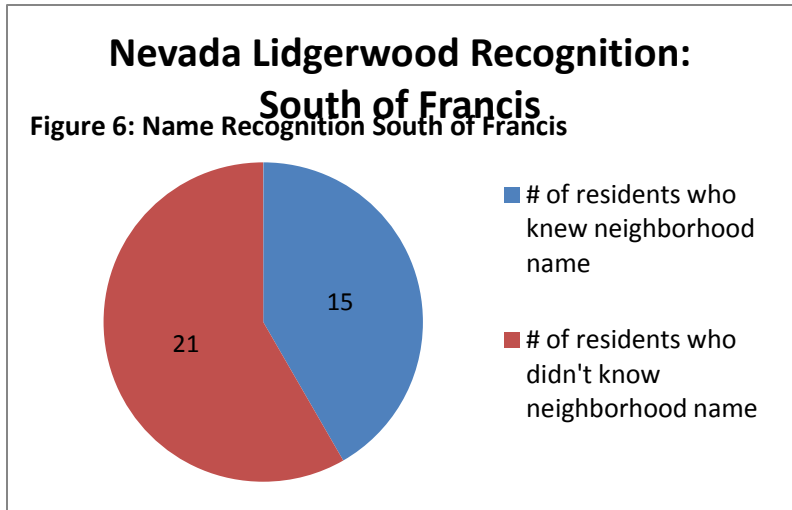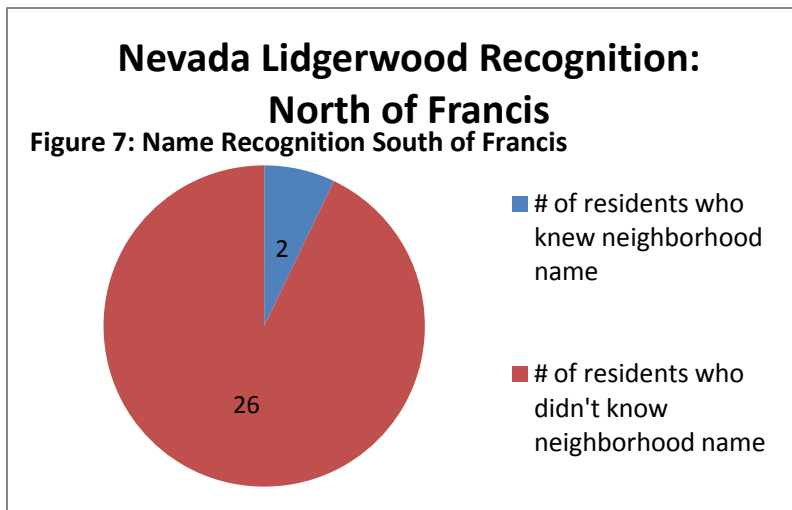
levels.   Traditional neighborhoods with strong identity tend to possess focal places which provide a place for social interaction, local economic support, and symbolic value for the neighborhood (Gibs, p. 124). These could include institutions such as libraries, schools, specialized businesses, or parks.   Despite the variety of purposes behind the focal places, they all tend to create place-based identity (Gibs, p. 124). In the southern portion of the neighborhood, the Neighborhood Council office and neighborhood COPS shop provides a focal place for citizens to congregate and discuss pressing neighborhood issues. North of Francis, little exists to promote the Nevada Lidgerwood name except for the streets, Nevada and Lidgerwood. Both Shiloh Hills Church and Shiloh Hills elementary school are in the center of the northern half of the neighborhood; and this could explain why more people, who live north of Francis, identified Shiloh Hills, rather than Nevada Lidgerwood, as their neighborhood.

Perceived Size of Neighborhood

Among the 144 people surveyed, 93 took part in the mapping exercise. Each participant drew a circle or polygon around their residence or place of work to indicate what they considered their neighborhood. We counted the number of blocks in each polygon and used the median number of blocks to isolate outliers. The median size of neighborhood, based on those surveyed, was 19 blocks and much smaller than the administrative boundaries of Nevada Lidgerwood. These results corresponded with a similar study by the University of Massachusetts in which over half of the participants surveyed "described their neighborhood as an area less than one-half the size of the official neighborhood (approximately 100 square blocks) (Smith, p. 425)."

Activity Levels

The third component of the listening posts, a written survey, measured participants' activity levels within the Nevada Lidgerwood boundaries. The questions intended to measure the degree to which residents or employees in Nevada Lidgerwood utilize neighborhood businesses, parks, schools, churches, and social organizations. Initially, we suspected that higher levels of interaction with neighborhood institutions would influence neighborhood identity and subjective perceptions of neighborhood as determined by the mapping exercise. However, we discovered no significant correlation between participants' activity levels and recognition of the Nevada Lidgerwood name or perceptions of neighborhood. Other research supports this finding; noting that because activity patterns are individualized, higher levels of activity may not clarify the cognitive image of the neighborhood (Smith, p. 425).
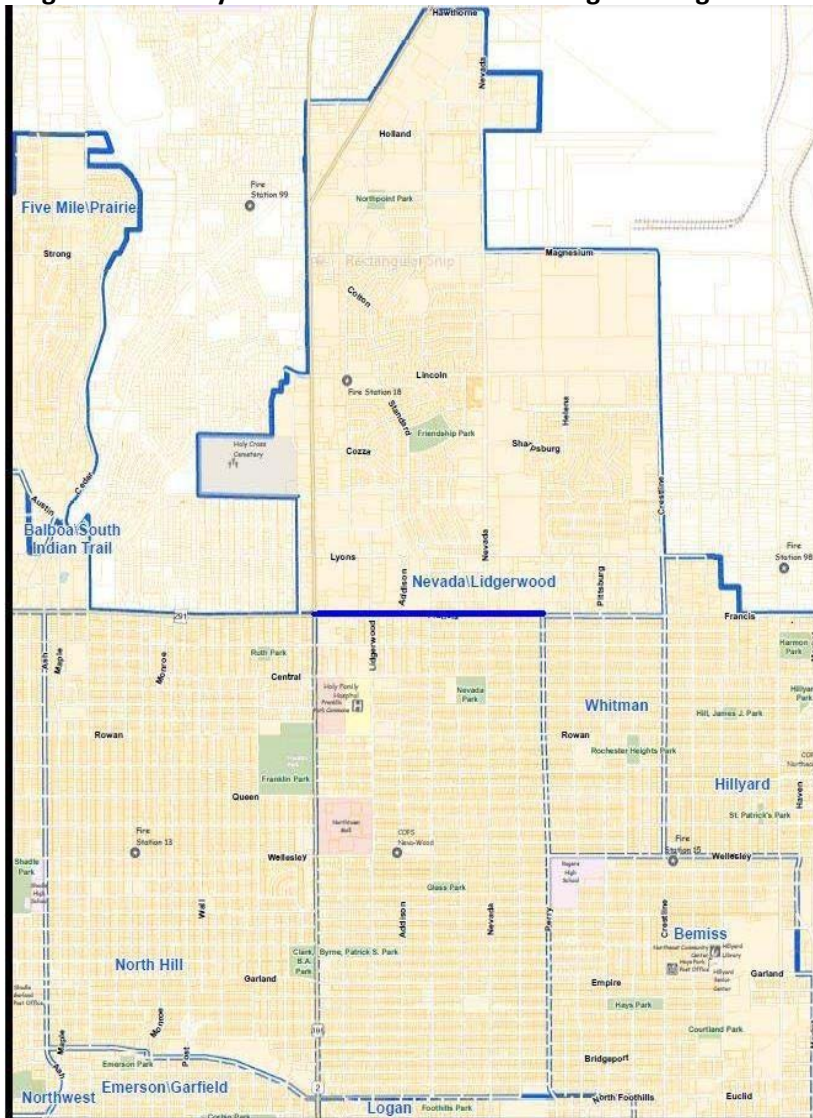
Section VI

Recommendations for Improving Identity in Nevada Lidgerwood

Recommendation 1: The No Action Alternative

After illustrating the results from the survey at a neighborhood planning meeting on December, 2nd 2010, we asked stakeholders to reevaluate the significance of neighborhood identity. One of the recommendations the planning team suggested, as is often the case in the planning process, included the no-action alternative. This essentially meant that stakeholders could accept the lack of neighborhood identity and focus resources on other priority issues for the neighborhood. Stakeholders determined that the results from the identity survey warranted further action and wanted to pursue identity-building efforts.

Figure 8: Primary Recommendation for Dividing the Neighborhood

Recommendation 2: Divide the Neighborhood

The differences in neighborhood recognition for those living or working on opposite sides of Francis provided support for the second recommendation: officially dividing the neighborhood based on "natural" boundaries. As discussed, the size of the neighborhood and the number of arterials intersecting the neighborhood impact the ability of residents or employees to identify with their neighborhood. Francis, like Division, provides a very

logical boundary for the neighborhood when considering that arterials ought to exist on the periphery of neighborhoods. As a result, we recommended to stakeholders to split the neighborhood in half, using Francis as the new neighborhood border (See Figure 8). Alternatively, we also suggested splitting the neighborhood into three or four separate sub-areas, using Wellesley, Lincoln, and Magnesium as potential neighborhood boundaries. Stakeholders expressed concern over this recommendation due to potential limitations regarding Community Development funding, isolating a business-tax base, and possible increases in crime due to the potential realignment of police patrols.

Recommendation 3: Promote Identity through Increased Activities and Social Events

The third recommendation, which received the most support from neighborhood stakeholders, consisted of promoting identity in Nevada Lidgerwood by engaging in more community-oriented social activities. Social capital and neighborhood identity possess a symbiotic relationship, in that when one is present it facilitates and promotes the other. Personal interactions generate the greatest quantities of social capital, and neighborhood events and forums for local voices build what

Figure 9: Residents talking before a summer movie

Harvard professor Robert Putnam refers to as localized social capital (Portney, Berry, p. 14-15). By offering more opportunities for residents to interact, the neighborhood promotes name recognition, associates its name with positive local events, and provides the social interaction that allows individuals to better understand and identify with their community's social, spatial, and network patterns (Chaskin).

Section VII

Addressing the Lack of Neighborhood Identity through Social Events

The Benefits of Social Events and Increased Social Interaction

Through the investment of resources in the development and promotion of social events in the neighborhood, stakeholders not only contribute to identity-building efforts through increased personal interaction, but indirectly influence other neighborhood concerns. Research suggests that neighborhoods do not function as well when community bonds slacken, and increasing personal interactions among residents in a community or neighborhood is one of the most effective ways to address this problem (Putnam, p. 27-28). Promoting Social activities directly influences residents' perceptions of neighborhood as a social unit and the neighborhood as a network of relationships or associations. After residents begin extending their social networks the spatial understanding of their neighborhood may change as well.

The joint action needed to implement social events creates a source of cohesion and identity among residents, and the social ties formed at events provide a foundation for stronger communities and neighborhood identity (MacQueen, McLellan, Metzger, Kegeles, Strauss, Scotti, Blanchard, Trotter). Figure 9 and Figure 10 show neighborhood residents congregating at a social event hosted by the neighborhood in July, 2011. Social events allow residents to engage in less threatening forms of participatory activities which create a stepping stone to "strong participation activities" such as working with neighbors to solve community problems or attending a neighborhood council meeting (Portney, Berry). Ultimately, addressing the lack of neighborhood identity in this fashion will increase social capital and could influence other priority issues discussed in Phase I, such as neighborhood communication, public safety,

Figure 10: Residents at a 2011 Summer Movie

park safety at night, neighborhood appearance and property maintenance, and the disappearance of small local markets.

Determining the Appropriate Event for Nevada Lidgerwood

After Stakeholders selected their preferred method of addressing the lack of identity in Nevada Lidgerwood, they needed to determine the type of event appropriate for the neighborhood. In February, 2011, stakeholders met for a neighborhood planning meeting and the EWU planning team recommended a number of social activities to improve neighborhood identity. Some of the options included: a neighborhood carnival supported by local schools and businesses, block parties, expanding neighborhood farmer's markets, community bike rides promoting bicycle awareness and safety, Earth Day events such as planting trees or clean-up projects, cultural celebrations incorporating the neighborhood's diverse residents,

development or expansion of community gardens, free summer movies, picnics at parks, and networking projects with neighborhood schools.

All stakeholders chose one or two activities, or suggested others, and briefly told why they liked it and how it would improve neighborhood identity. Stakeholders then voted for their top three choices through a dot exercise. Those top 3 choices included: Street fairs or block parties supported by and promoting local businesses, rotating picnics at neighborhood parks (suggested by a stakeholder), and free summer movies at a local park. At the next neighborhood planning meeting, stakeholders voted among the top three choices and decided to host summer movies in different locations. In addition to summer movies, stakeholders planned to provide family-oriented activities before each movie to facilitate the social interaction necessary for improving neighborhood identity. Stakeholders formed a movie sub-committee to focus on the logistics of hosting a summer movie series and organizing social activities.

Implementing the Event: Nevada Lidgerwood's Summer Movie Series

Neighborhood Stakeholders decided to host movies at Garry Middle School, on July 16th, 2011; and at Friendship Park, on August 20th, 2011. By hosting the events at different locations, neighborhood stakeholders extended identity-building opportunities to a greater number of residents. Stakeholders selected locations in the northern part of the neighborhood to focus efforts where identity levels are low. The EWU planning team drafted three movie fliers to promote the movies (See Appendix B), and presented them at a neighborhood council meeting. Council members voted on their favorite flier and the planning team coordinated with District 81 to send movie fliers home with students at Longfellow and Lidgerwood Elementary.

To assist with pre-movie activities, the EWU planning team designed specific identity-building exercises and displays for the events. Examples of these displays included neighborhood maps, outlines of neighborhood planning activities, selected examples of proposed neighborhood improvements, and historic photographs of the neighborhood and its changes in land use. The historic photographs generated the most conversations about the neighborhood and how it changed over the last century (Figure 11). Neighborhood

Figure 11: Residents Talking About Local History

volunteers are encouraged to use these at future events and create others based on neighborhood interests.

Another activity provided children with a neighborhood grid and a variety of different pictures of people, buildings, and other objects associated with neighborhoods. Children created their own neighborhood, and in doing so thought about what a neighborhood means to them. The planning team tested these displays at a fundraiser hosted by a social organization called The Lighthouse for the Blind, in June 2011. Citizens at the event expressed interest in community-building efforts, such as the summer movies and the neighborhood trash pick-up, supported by the Nevada Lidgerwood Neighborhood Council. The EWU planning also used these displays at Holy Family Hospital's annual ice cream social. Reaching out to neighborhood institutions like Holy Family Hospital and The Lighthouse for the Blind represents a dynamic opportunity for the Nevada Lidgerwood neighborhood council to expand its membership, promote its name, and support organizations that are vital for numerous neighborhood residents.

Section VIII

Expanding the Identity-Building Efforts

Ultimately, the EWU planning team recommends that the City of Spokane and the Nevada Lidgerwood neighborhood revisit the idea of dividing the neighborhood into at least two separate neighborhoods based on size and land use patterns. As noted earlier, the dividing arterials, the 5 linear miles, and the huge population base of 25,000 overwhelms the possibility of a common spatial identity. However, the recommended work program addresses other important considerations for building identity in the future and can transcend some of the physical barriers to neighborhood identity. While much of the Phase II planning efforts regarding neighborhood identity resulted in a focus on social activities, stakeholder discussions indicated a desire to expand identity-building efforts in the future. Concerns among stakeholders regarding the importance of neighborhood businesses, the safety of schoolchildren, and the inclusion of local schools in the neighborhood council demanded consideration for future outreach.

Major stakeholders in the identity-building process ought to include local residents, social organizations, schools, and businesses. Attempting to expand ownership to these groups will allow Nevada Lidgerwood to utilize a larger pool of resources (both human and financial) while promoting Nevada Lidgerwood name recognition among important institutions in the neighborhood. The recommended work plan asks that the neighborhood council find volunteers to reach out to social organizations, schools, and businesses in order to build neighborhood identity and create stronger community relationships.

Building identity with a group of committed volunteers represents a challenging but feasible task. The recommended work plan allows for flexibility, so that the neighborhood council can determine realistic levels of effort based on volunteers, time and financial resources. The EWU planning team recommends prioritizing the continuation of the summer movie series to build off of the momentum initiated by neighborhood stakeholders during the Phase II planning process. This family-oriented event will likely expose more residents to the Nevada Lidgerwood name and create positive cognitive associations with the neighborhood. The work program provides more specific directions regarding necessary actions for building identity over the next four years.

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Appendix A: Neighborhood Identity Written Survey

Nevada Lidgerwood Neighborhood Identity Survey

Nevada Lidgerwood is evaluating aspects of neighborhood identity and greatly appreciates you taking time to complete this survey. All responses will remain confidential.

1. What intersection is closest to your residence or place of work?

_____

2. Where do you shop for groceries most often?

☐ Albertsons   ☐ Fred Meyer   ☐ Costco   ☐ WinCo   ☐ Other _____

3. Where do you shop for clothing or other goods most often?

☐ Northtown Mall   ☐ Northpointe complex   ☐ Downtown   ☐ Other_____

4. What places do you frequent for recreation/leisure? Check all that apply.

☐ nearby park   ☐ nearby movie theater   ☐ near by sports complex

☐ nearby restaurant   ☐ recreate outside the neighborhood

5. Where do/did your children attend school?

☐ Rogers   ☐ Garry   ☐ Whitman   ☐ Logan   ☐ Lidgerwood   ☐ Shiloh Hills

☐ Mead   ☐ Arlington   ☐ Longfellow   ☐ Willard   ☐ No children   ☐ other_____

6. What other places do you often visit in the neighborhood? Check all that apply.

☐ Church   ☐ Fraternal Organization   ☐ Medical Services   ☐ Social Services

☐ Other_____

Appendix B: Movie Posters for the Summer Movie Series

Nevada Lidgerwood

<u>The Nevada Lidgerwood Neighborhood Council and Steering Committee Present</u>:

Free Summer Movies!

July 16th   Happy Feet (PG)   **Garry Middle School**

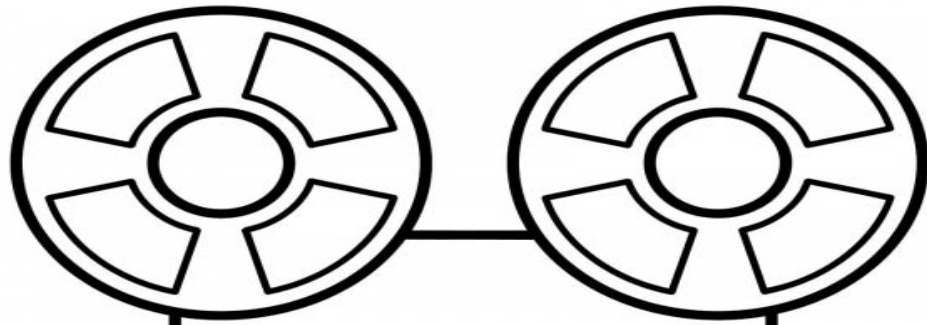August 20th   Cars (G)   **Friendship Park**

-Family oriented activities will begin at 7:00.
-Movies will begin at dusk.
-We will offer free popcorn.
-Please bring your own snacks and non-alcoholic drinks.
-Remember a blanket or lawn chair.

The Nevada Lidgerwood Neighborhood Council wants to promote a stronger sense of neighborhood and we hope you take the opportunity to meet your neighbors, relax, and enjoy a free movie this summer.

For more information contact: Alexandra Stoddard at alexandranevadalidgerwood@gmail.com or call the Neighborhood Council office at 489-2099.

*The neighborhood is not legally responsible for any accidents or injuries at this event.

Free Summer Movies

Presented by:

Nevada Lidgerwood Neighborhood Council

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-Movies will begin at dusk
-We will offer free popcorn
-Please bring your own snacks and non-alcoholic drinks
-Remember a blanket or lawn chair

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Happy Feet   **Jul. 16th: Garry Middle School**

Cars   **Aug. 20th: Friendship Park**

Nevada Lidgerwood

Summer under the Stars:

Free Movies and Activities

-Family oriented activities will begin at 7:00
-Movies will begin at dusk
-We will offer free popcorn
-Please bring your own snacks and non-alcoholic drinks
-Don't forget a blanket or lawn chair

The Nevada Lidgerwood Neighborhood Council is attempting to promote neighborhood identity and community relationships through a variety of activities over the next few years.   We hope you take the opportunity to meet your neighbors, relax with family, and enjoy a free movie under the stars this summer.

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