

23rd Avenue Action Plan

Goal Statement

Goal A: A DESTINATION WITH UNIQUE IDENTITY

The Central Area is a neighborhood that requires you to believe in it. It is an inclusive multicultural fabric -- that welcomes all people, while it is also the heart of the region's African American community. It has a wealth of cultural heritage -- arts, schools, library and recreation, while it also has the neighborly feel of a village. It is authentic -- a gritty urban fabric, while full of mature trees and historic architecture. It is layered -- new and old; youth and elders; a single neighborhood with multiple business districts -- and to those who are committed to it, its richness is revealed.

Goal B: CONNECTED PEOPLE & COMMUNITY:

The Central Area is rich in community assets. It has visual and performing arts programs; a continuum of educational facilities; and multiple business districts including some major employers. It is also a community with people from many different backgrounds. The opportunity here is to have the assets serve and reflect the community; and for communities to have meaningful connections with each other.

Goal C: A GREAT BUSINESS COMMUNITY:

The Central Area is unusual in that it has multiple discreet business districts, including 23rd Ave at Union, Cherry and Jackson. Working together they can provide a broad spectrum of the community's goods and services, including healthy foods. These districts have different characters and have the opportunity to strengthen and solidify as distinct nodes that also work together to clearly proclaim the Central Area identity.

Goal D: LIVABLE STREETS FOR ALL:

The neighborhood has an inviting street network that safely connects to key destinations for transit rides, bicyclists and pedestrians.

Goal E: A PLACE THAT SUPPORTS HEALTHY AND STABLE COMMUNITY:

The Central Area is an inviting neighborhood that anyone can feel safe and comfortable walking around at any time of day. Its many parks provide ample opportunities for physical activity and social interaction. People can live in the neighborhood long term and feel a strong sense of community.

What We Heard

The history, cultural heritage and diversity are important, and need arts, events and programs to tell these stories and enhance them.

The small scale neighborhood feel is important for Union and Cherry. Need pedestrian friendly development that serves diverse community

Need safe gathering opportunities for diverse group, families and youth

More training, employment, recreational and empowerment and engagement opportunities for Central Area youth

More local living wage jobs and assistance. Care for the elderly

Community has lots of assets but need better partnerships

Need distinct business destination at each core providing shops and services that serve different needs of the diverse community

More healthy food options

Inclusive business organization. Support small local businesses and starting up entrepreneurs

Community destinations and schools are not easy and safe to get to other than driving

Transit service are very important and need improvement. Sidewalk is not wide enough and well lit.

More eyes on the street. Improve the perception of safety

Safe and better care for parks. Better connection with other parks and facilities. Safe and equitable access to parks.

More affordable housing that accommodates various demographic needs

Community Prioritized Strategies

(a) Community Character and Identity

Support existing and provide new events, festivals and programs to share and learn different cultures

Develop an on-going maintenance and beautification program

Develop strategies to minimize displacement of existing residents and businesses

(b) Appealing Environment for the Old and New (Urban Design)

Enhance pedestrian friendly streetscape and storefront activities

Preserve the existing historic characteristics for Union

Preserve the existing historic characteristics and neighborhood feel for Cherry

Provide opportunities for sidewalk cafes along Cherry Street

(a) Opportunities and Places for Gathering

Identify opportunities for new gathering places

(b) More Opportunities for Youth

Provide training and employment opportunities for youth including apprenticeships and internships

Provide more opportunities to engage and empower the youth

(c) Jobs and Other Services

Improve access to living wage jobs, trades, as well as entrepreneurial skills

(d) Community Partnership, Ownership and leadership

Utilize schools for community uses after school hours

(a) A Good Mix of Shops and Services

A mix of small & large businesses that serve local and the larger community

Small neighborhood businesses at Union core

Adding variety of businesses at Cherry core

Broad range of small and large businesses at Jackson core

(b) Easy and Equitable Access to Healthy Food

Encourage urban agriculture on city-owned and private properties

(c) Business Development

Provide existing small businesses with solutions to stay in the area

(a) A Network that Connects Destinations

Improve walking environment including sidewalks, pedestrian crossing, signals, street trees and lighting

(b) Safe and Livable 23rd Avenue (A Separate SDOT Project)

Provide high quality transit services on 23rd Ave that connects destinations

Identify needed improvement for bus stops such as shelters, real-time info signs

Create a public art plan for the 23rd Avenue corridor

(a) Safe and Clean Environment

Evaluate key concerned areas to reduce crime and unsafe activities

(b) Opportunities for all in Park and Open Spaces

Improve the maintenance of existing parks and open space network

Develop park stewardship groups

Identify temporary opportunities on vacant parcels such as open space, recreational, arts, and other purposes

(c) Affordable and Diverse Housing Choices

Develop affordable housing strategies and expand affordable housing stock

Expand affordable multi-family housing in the core areas

Encourage green built affordable housing

Ensure current residents keep and continue living in their home

Action Examples

- Revive the Central District Art Walk
- Promote neighborhood events such as Neighborhood Night Out
- Neighborhood clean-up
- Develop a citywide anti-litter campaign

- An urban design study for Union, Cherry & Jackson
- Get people engaged in the design and development
- Inventory vacant/underutilized properties and identify potential reinvestment opportunities

- Create an inventory that identifies and promotes spaces that are available for community use

- Explore training and employment opportunities with the Seattle Youth Employment Program, SVI, Wood Tech Center, Pratt and local companies
- Develop multi-generational engagement strategies

- Encourage local hiring in the city contracting process and through Local Hire program

- Identify how other locations have made it work

- Develop a comprehensive action plan for business district development
- Submit an application to Only in Seattle to secure funding for 2014
- Retail study and market analysis

- Identify gardening opportunities on minor arterials and the greenway

- Street fair that features local businesses
- Improve storefronts appearance to invite shoppers
- Walking map with local businesses identified

- Organize walking group audit
- Work with Red Apple for safer pedestrian access

- Explore ways to keep bus route #27
- Work with Red Apple for safer pedestrian access

- Better reporting of property crimes / damage
- Focus resources on hot spots

- Parks stewardship group/committee (super block)
- Increase community capacity to raise funds / grant writing
- Parks department support community capacity

- Identify public property to build new affordable housing
- Preserve existing affordable housing
- Community outreach to make aware of programs to lower housing costs

City Dept

Arts & Culture, Parks & Recreation, DON, OED, SPU, OH, SDOT, DPD

DPD, OED, SDOT, Parks & Recreation

DPD, SDOT, Parks & Recreation, HSD

HSD, OED, DON, Parks & Recreation, OFE

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DPD, DON, Parks & Recreation

OED, DPD

OSE, SDOT, DON, Public Health

OED, DPD, SDOT

SDOT, DPD, DON

SDOT, DPD, OED

SPD, DPD, SDOT, SPU

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