

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.

COMMUNITY CHARACTER AND IDENTITY (continued)

STRATEGIES	PRIORITY	EXISTING	ACTIONS		IMPLEMENTING / SUPPORTING PARTIES		POTENTIAL RESOURCES	TIMELINE
			PROPOSED	DEPARTMENTS	ORGANIZATIONS			
Support existing and provide new events, festivals and programs for all people to share and learn different cultures	High	Central District Community Street Fair Seafair Umojafest Madrona Mayfair Central Area Community Festival	Revive the Central District Art Walk and develop heritage trail	DON, Arts & Culture	ALTSpace Pratt Coyote Central, PNW African American Museum: Quincy Jones Performing Art Center	Neighborhood matching fund Neighborhood & Community Arts (NCA) - October 23, 2013		
			Create Summer Streets (SDOT)	SDOT				
			Promote neighborhood events such as Neighborhood Night Out	DON				
			Revive the Seafair Mardi Gras Parade on Cherry Street	DON, Arts & Culture, SDOT				
			Incorporate music venues in gathering places such as local businesses and parks to celebrate the history of Central Area					
Support Garfield High School's Performing Arts Events		Neighborhood Matching Fund	November 1, 2013					
Develop an on-going maintenance and beautification program including adding banners, amenities and flowers	High	Neighborhood spring cleanup	Develop the maintenance and beautification program through Business Improvement Area (BIA)	OED		Only in Seattle	Nov 1, 2013	
			Work with the District Council and the community to expand Neighborhood spring clean-up	DON, SPU				
			Work with SPD for better reporting of property crimes / damage	SPD				
			Develop a citywide anti-litter campaign	SPU				
Create public art and provide welcoming space to enhance identity	Med	Central District Art Plan	Define distinctive community expressions and appropriate to each node through public art that is relevant to the specific location	Arts & Culture, SDOT, DPD	ALTSpace, Pratt, coyote central, Schools, Central Area Public Art Committee	Smart Ventures, Youth Arts Program		
			Work with area art groups to move public art forward with temporary art and community art projects					
			Integrate public art into projects wherever possible to engage and express the diversity of the Central Area community					
			Involve the area's youth and other community member in creating and integrating art at neighborhood locations					
			Engage in the Garfield Super Block Renovation Project					
Engage in the Central Area Arts Commission								
Celebrate existing neighborhood landmarks and facilities by increasing visibility and public events	Med		Consistent way finding scheme to highlight community assets, points of interest etc.	OED, SDOT		Only in Seattle	Nov 1, 2013	
Strengthen collaboration on developing education and event programming for the community	Med			Parks & Recreation, Arts & Culture	Langston Hughes Performing Arts			
Support cultural centers and programs that cater to the community	Low			DON, Arts & Culture	Washington Hall, Langston Hughes Performing Arts			

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COMMUNITY CHARACTER AND IDENTITY (continued)

STRATEGIES	PRIORITY	EXISTING	ACTIONS		IMPLEMENTING / SUPPORTING PARTIES		POTENTIAL RESOURCES	TIMELINE
				PROPOSED	DEPARTMENTS	ORGANIZATIONS		
Evaluate need and feasibility of a cultural center in partnership with existing cultural centers such as Langston Hughes	Low				Arts & Culture	Langston Hughes Performing Arts		
Develop better advertising and marketing strategies for community events	Low							

APPEALING ENVIRONMENT FOR THE OLD AND NEW (URBAN DESIGN)

STRATEGIES	PRIORITY	EXISTING	ACTIONS		IMPLEMENTING / SUPPORTING PARTIES		POTENTIAL RESOURCES	TIMELINE
				PROPOSED	DEPARTMENTS	ORGANIZATIONS		
Enhance pedestrian friendly streetscape and storefront activities	High			Work with business owners to improve storefront and encourage grade level entry	OED, SDOT			
				Develop coordinated public realm plan that improves the physical connections (streets, sidewalks) between the smaller centers of activity (schools, library, community center, grocery stores, ethnic stores) Addresses: <ul style="list-style-type: none"> Wayfinding, and public art. Business and cultural identity Streetscape elements including: cross-walk markings, lighting fixture style and quality, and bus shelter design, and landscaping. As part of the public realm plan include guidance on: <ul style="list-style-type: none"> Creating a sense of place, an identity expressing the cultural richness Accentuating this area as a specific destination Considering how art, landscaping might reflect the cultures and origins of community members using this area Activating sidewalks and storefronts by creating gathering spaces and outdoor seating, lighting. 	DPD, SDOT	Central Area Land Use Review Committee		
				Evaluate pedestrian street designation in suitable areas	DPD	Central Area Land Use Review Committee		
				Provide smaller width stores fronts which will create a mix of character and potentially provide small business incubator space	DPD, OED			
				Provide pedestrian improvements that support businesses and improve walkability at nodes.	DPD, SDOT		Neighborhood Parks & Street Fund; Neighborhood Street Fund	
				Ensure buildings are designed to reflect the racially, economically and age mixed character of community.	DPD	Central Area Land Use Review Committee		
				Promote retail, restaurant and entertainment use that are pedestrian oriented and provide a high level of street activity	DPD			
				Encourage development with buildings along the street front	DPD			
Work with property owners at key sites to encourage distinctive design, activates the sidewalk, retain locally owned business/gathering space, and create activity and visual interest at key intersections		Central Area Design Guideline (1998)		"Develop an urban design study to evaluate zoning, building height and density, architectural styles and building features, and streetscape and site context Update the Central Area Design Guideline Conduct an urban design walking tour Wok with the property and business owners to redevelop the key sites into mixed-use buildings with residences above active street-level businesses."	DPD, SDOT	Central Area Land Use Review Committee		

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APPEALING ENVIRONMENT FOR THE OLD AND NEW (URBAN DESIGN) (continued)

STRATEGIES	PRIORITY	EXISTING	ACTIONS		IMPLEMENTING / SUPPORTING PARTIES		POTENTIAL RESOURCES	TIMELINE
			PROPOSED		DEPARTMENTS	ORGANIZATIONS		
Through processes that engage community members, consider and evaluate the application of zoning designations and related development regulations that are most likely to achieve the desirable community character.				Amend zoning and development regulations on key opportunity sites to enable higher density residential and mixed-use development at 23rd and Union, Cherry and Jackson to encourage development that is beneficial for the community by creating employment opportunities; offering housing affordable across a range of incomes; and creating a destination	DPD	Central Area Land Use Review Committee		
Maintain ongoing collaboration with property owners, and community members to stimulate and pursue redevelopment opportunities.								
Preserve the small neighborhood business character at Union	High			Address in urban design study	DPD			
Preserve the existing historic characteristics at Union	High			"Ensure future development reflect the current diverse character as well as the history of African American at 23rd and Union core As part of the recommended public realm plan (sidewalks, art, wayfinding, lighting, landscaping), include a marker of a "gateway feature" along 23rd and identify streetscape elements that enhance the sense of place, expressing the African-American community."	DON, DPD			
Provide mixed use and live/work spaces at 23rd and Union community core.	Med			Support local artists and provide flexible spaces at 23rd and Union core	DPD			
Preserve the existing historic characteristics and neighborhood feel at Cherry	High			"Explore the opportunity for a festival or community event street on Cherry Street Tailor economic development approaches as the location for small, minority-owned businesses like restaurants, and cafes that have active day and evening use to create a vibrant atmosphere."	DON, DPD, OED, SDOT		Neighborhood Matching Fund	
Provide opportunities for sidewalk cafes along Cherry Street	High			Work with business owners to encourage sidewalk cafes along Cherry Street	DPD, SDOT, OED		Neighborhood Matching Fund	
Create inviting environment to integrate the community around the Garfield campus (Community Center, Teen Life Center, Medgar Evers Pool) at Cherry	Low			Address in urban design study	DPD			
Identify and publicize redevelopment opportunities in vacant/underutilized properties	Med			Develop an inventory of vacant and underutilized properties and identify redevelopment opportunities	DPD, OED			
				Work with OED's programs to activate vacant retail spaces	OED			
				add p-patches for gardening	DON			
Enhance the small-scale business and multifamily residential development	Low				OED, OH, DPD			
Provide flexible spaces for small and large businesses and mixed use development at Jackson	Low				DPD, OED			
Connect Shops and services with better grid street network at Jackson	Low			"Strengthen through-block connections to knit back the street grid Address in urban design plan"	SDOT, DPD			
Define the roles and physical character of Union, Cherry and Jackson.	Low				DPD			
Improve the ability of community to participate in design review process.	Low			Get people engage in the design and development process	DPD	Central Area Land Use Review Committee		
				Develop online and public communication resources to planners				

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.

OPPORTUNITIES & PLACES FOR GATHERING

STRATEGIES	PRIORITY	EXISTING	ACTIONS		IMPLEMENTING / SUPPORTING PARTIES		POTENTIAL RESOURCES	TIMELINE
			PROPOSED	DEPARTMENTS	ORGANIZATIONS			
Identify opportunities for new gathering places	High	Community Nights at Schools	Work with Seattle Public Schools to identify potential spaces for community uses	DON	Seattle Public Schools			
			Create an inventory that identifies and promotes free spaces that are available for community gathering and cultural celebration such as The Central, churches, and private schools	DON				
			Create incentives for businesses to open after hours for example with mentorship programs	HSD				
			Work with property owners to provide public space on private properties	DPD				

MORE OPPORTUNITIES FOR YOUTH

STRATEGIES	PRIORITY	EXISTING	ACTIONS		IMPLEMENTING / SUPPORTING PARTIES		POTENTIAL RESOURCES	TIMELINE
			PROPOSED	DEPARTMENTS	ORGANIZATIONS			
	High	<p>The Student Teen Employment Preparation Program- a job readiness program designed to provide youth with education, job skills and career development training. (Parks)</p> <p>The Youth Career Training Program - a pilot program designed to increase employment readiness opportunities for youth through programming in the areas of employment certifications, youth/teen advocacy, aquatics/ tennis training, maintenance, urban design and environmental education and college preparation. (Parks)</p> <p>Seattle Youth Violence Prevention Initiatives (OFE)</p> <p>Seattle Youth Employment Program (HSD)</p>	Explore training and employment opportunities with the Seattle Youth Employment Program, SVI, Wood Tech Center, Pratt and local companies	HSD, Parks & Recreation, OFE(SYVPI)	Trade unions, community college, Pratt			
			Work with unions and other organizations that include diverse members to establish apprenticeships (such as the Coalition of Black Trade Unions, IBEW, electricians) for living wage jobs	HSD, OFE	Trade unions, community councils, community college, churches			
			Work with community councils to identify apprenticeship and internship opportunities through existing established relationship	DON	community councils			
			Identify mentoring opportunities to educate kids (and others) outside of schools such as Building Bridges program	HSD				
			include "trades" in high schools	Seattle Public Schools				
			Work with local companies or programs to provide youth opportunities such as door-to-door canvassing to promote products/services that benefit the community					
			Create mentorships with local businesses that teach leadership and entrepreneurship rather than continuing the "fast food employment" mentality					
			Design and implement a program like the "Harlem Children's Zone Project" to holistically approach building the Central Area community so that its children succeed in college and go on to the job market					

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MORE OPPORTUNITIES FOR YOUTH (continued)

STRATEGIES	PRIORITY	EXISTING	ACTIONS		IMPLEMENTING / SUPPORTING PARTIES		POTENTIAL RESOURCES	TIMELINE
			PROPOSED	DEPARTMENTS	ORGANIZATIONS			
Provide more opportunities to engage and empower the youth	High	The Youth Engaged in Service Program - Participants (ages of 13 and 18) volunteer 120 hours in a Seattle Parks and Recreation program or facility or a community based organization. Sixty hours of the required 120 can be used to meet the Seattle public high school service learning graduation requirement with proper pre-approval from the school. (Parks)	Develop multi-generational engagement strategies	HSD, DON	CAYA, Pratt, Northwest African American Museum, Coyote Central			
			Include youth activities in community meetings, events and programs to increase opportunities to learn about youth concerns and to engage youth in the community	HSD, DON				
			Utilize existing organizations to outreach and engage youth such as Coyote Central	HSD, DON				
			Develop incentives to get youth involved and have adults take an interest in the kids	Parks & Recreation, HSD				
			Re-engage youth who have been out of school for a while to help them transition to jobs	HSD, OFE(SYVPI)				
			Partner with existing youth leadership work	HSD, OFE(SYVPI)				
			Support basic social and business skills workshops designed and delivered by youth	HSD, Parks & Recreation				
			Develop a Central Area action plan for youth	HSD, OFE, DON		Seattle Public Schools		
Improve academic achievement for Central Area students			community, community based organizations, and school district work together to obtain City's Family and Education levy funding for programs needed by Central Area students	OFE	Seattle Public Schools	Family and Education levy	November, 2013	
			Form partnerships including community members, community based organizations, the City and Seattle Public Schools so that the neighborhood's schools have excellent programs, strong enrollment, no achievement gap and produce exceptional students					
Expand places and programs for children in after school and weekend hours	Med		Schools, organizations, and the community center work together to identify and provide more youth programs and activities at the Cherry core	Parks & Recreation, Arts & Culture	Seattle Public Schools			
Advance art education that reflect the Central Area history and diversity	Med	The city will invest a half million dollars in art education in schools in Central Area. Work Readiness Arts - a program providing out-of-school programming that links arts learning and work experiences for Seattle youth ages 14 to 18.		Arts & Culture, OFE	Seattle Public Schools			
Assess capacity, needs and opportunities for current and future programs	Med		Conduct survey with youth to get input on what programs are missing in regards to their interests	DON, HSD	Seattle Public Schools			
			Develop a stewardship group for local schools that review school assignment and program placement and ensure equitable access to program	OFE	Seattle Public Schools			

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COMMUNITY PARTNERSHIP, OWNERSHIP AND LEADERSHIP

STRATEGIES	PRIORITY	EXISTING	ACTIONS		IMPLEMENTING / SUPPORTING PARTIES		POTENTIAL RESOURCES	TIMELINE
			PROPOSED		DEPARTMENTS	ORGANIZATIONS		
	High	Agreement for the Joint Use of Facilities between The Seattle School District and Seattle Parks and Recreation	<p>Identify how other locations have made it work (case study/best practice)</p> <p>Work with Seattle Public Schools to increase community use of school space throughout the year, such as:</p> <ul style="list-style-type: none"> • Hosting community college or extension classes. • Hosting adult education, especially in coordination with teen learning and tutoring. • Hosting space for community meetings. • Providing a safe environment for teen activities, etc. 		OFE, Parks & Recreation	Seattle Public Schools		
Strengthen coordination and engagement between schools and the community	Med		<p>Strengthen community participation to support school programs such as tutoring, fundraising, etc.</p> <p>Support events that bring together students, parents, teachers and community members to celebrate the achievement of Central Area students.</p>		DON, HSD	Seattle Public Schools		
Improve communication and partnership opportunities among organizations	Low		<p>Convene regular meetings of the community's religious/spiritual leaders to work together on shared community issues</p> <p>Community groups should actively engage community members and organizations in implementation of the Action Plan through means such as:</p> <ul style="list-style-type: none"> • Develop and renew a "Call to Action" that defines short-term community actions. • Provide early notification of projects and schedules and how to engage. • Identify "host" organizations to spearhead community input. <p>Seek public, foundation (non-profit), and private investment in areas critical to this community such as employment, education and housing.</p> <p>Encourage City departments to meet with community organizations early in a project or program to increase collaboration and linking with community-driven projects.</p>		DPD, DON			
Engage with district council to develop community websites/blogs and newsletters	Low		Work with newspapers and online blogs to emphasize the positive activities (school events, arts and cultural celebrations) in the Central Area.		DOIT			
Support community organizations that represent multifamily neighborhoods	Low					Seattle Housing Authority		
Identify volunteer opportunities for the community	Low							
Support local community leaders	Low	PACE program			DON			
Work with departments to identify and coordinate underfunded efforts with planned capital projects in order to leverage City investments and create transformative place-making changes					DPD			

JOB AND OTHER SERVICES

STRATEGIES	PRIORITY	EXISTING	ACTIONS		IMPLEMENTING / SUPPORTING PARTIES		POTENTIAL RESOURCES	TIMELINE
			PROPOSED		DEPARTMENTS	ORGANIZATIONS		
Improve access to living wage jobs, trades, as well as entrepreneurial skills	High		Promote job training through programs such as Seattle Vocational Institute		OED, HSD, OFE	SVI		
			Give grants to retired business people who can mentor and advise new business owners, such as through SCORE program		HSD			
			Promote and develop programs through the Office of Education and the Human Services Department		OED, HSD, OFE			
Develop strategies to employ and house local workforces for future development	High		Encourage local hiring in the city contracting process and through Local Hire program		FAS, OED			
			Preserve local historic/existing businesses who are more likely to hire locally		OED			
			Identify and survey local businesses, organizations to determine job skill requirements.		OED			
			Encourage local hiring by local institutions and community organizations. Work with business organizations to expand employment opportunities for area residents.		OED			
Support programs that provide resources and assistance for seniors	Med	Home Delivered Meals (due Sept2013)	Conduct more outreach to seniors to identify needed resources and assistance		HSD	The Central		
Identify opportunity for elder and youth mentor/tutoring programs	Med				HSD	The Central		
Provide better networking and job assistance services for immigrants	Med				HSD			
Provide opportunities for immigrants to learn English	Med				HSD			
Improve information technology infrastructure to provide affordable services to help support programs for senior, youth, and immigrants etc.			Engage tech providers and work with SDOT 23rd Ave improvement project to incorporate tech infrastructure (eg. Free Wi-Fi, transit info, way finding etc.) Raise awareness of how tech infrastructure supports neighborhood programs and increase educational training opportunities for families with better internet access		SDOT, SPU, DOIT			

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.

A GOOD MIX OF SHOPS AND SERVICES

STRATEGIES	PRIORITY	EXISTING	ACTIONS		IMPLEMENTING / SUPPORTING PARTIES		POTENTIAL RESOURCES	TIMELINE
			PROPOSED		DEPARTMENTS	ORGANIZATIONS		
Provide a mix of small and large businesses that serve local and the larger community.	High	OED has \$30,000 reserved to be directed by a representative group of business and property owners from the three nodes to help organize and develop an action plan.	Develop a comprehensive action plan for business district development. This plan can include 1) The development of a business attraction plan using local market data, current business mix and current gaps in products and services. 2) The development of a coordinated marketing plan to support current and future businesses at each node. 3) Conduct a market analysis to evaluate supply and demand of goods and services in the community for each core. The analysis would provide more of a basis for determining the types of businesses that could be attracted to the area. The analysis can include specific interests from the community like grocery coop, cultural food items, and places to gather, etc. 4) Create a database of businesses and commercial spaces for outreach and communication and to assist with business attraction and retention	OED		The Only in Seattle program	"plan development short term (6 months-1 yr); long term implementation"	
			Submit an application to Only in Seattle to secure funding for 2014	OED		The Only in Seattle program		
			Explore the formation of a Business Improvement Area (BIA)	OED		The Only in Seattle program		
			Support the continued presence of a grocery store with healthy and affordable foods that meet the needs of this neighborhood's diverse community	DPD		The Only in Seattle program		
Preserve ethnic businesses	Med		"Work with new and existing organizations who can support and recruit new businesses that are reflective of the cultural groups in the Central Area. Feature ethnic and minority-owned businesses in Central Area marketing programs"	OED		The Only in Seattle program		
Work with the property owners and developers on future redevelopment projects to attract the right types and forms of businesses and services that will serve the community needs including healthy food, affordable spaces, and preserve healthy social gathering place like Starbucks.	Med			OED				
Enhance opportunities to gather where businesses are part of the community fabric.	Low			OED				
Support small neighborhood businesses at Union core	High			OED				
Support mixed use development at Union core	Low			DPD, OED				
Support entertaining and gathering opportunities at Union core	Low			DPD, OED				
Add variety of businesses at Cherry core	High			OED				
Preserve ethnic restaurants at Cherry core	Med			OED				

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A GOOD MIX OF SHOPS AND SERVICES (continued)

STRATEGIES	PRIORITY	EXISTING	ACTIONS		IMPLEMENTING / SUPPORTING PARTIES		POTENTIAL RESOURCES	TIMELINE
				PROPOSED	DEPARTMENTS	ORGANIZATIONS		
Promote gathering opportunities at Cherry core	Low				DPD, OED			
Support active businesses at Cherry core	Low				OED, DPD			
Create more community opportunities at Cherry core	Low				OED			
Support broad range of small and large businesses and living wage job opportunities with businesses at Jackson core	Med				OED			
Support culturally serving businesses at Jackson core	Low				OED			

BUSINESS DEVELOPMENT

STRATEGIES	PRIORITY	EXISTING	ACTIONS		IMPLEMENTING / SUPPORTING PARTIES		POTENTIAL RESOURCES	TIMELINE
				PROPOSED	DEPARTMENTS	ORGANIZATIONS		
Provide existing small businesses with solutions to stay in the area and maintain the multicultural/diverse character	High			Street fair that features local businesses	OED			
				Attract businesses that complement existing and that are engaged in the community	OED			
		Central District Neighborhood On Foot Map		Walking map with local businesses identified	SDOT, OED	Feet First		
				Seek technical and financial support to small businesses, especially ethnic or culturally based businesses. Seek strategies to provide incentives for established businesses to stay in the area. Promote use of limited-equity commercial condos to maintain affordable commercial space in support of the multicultural commercial district.	OED			
Create an inclusive business organization to provide support for businesses	Med	OED has \$30,000 reserved to be directed by a representative group of business and property owners from the three nodes to help organize and develop an action plan.		Develop a comprehensive action plan for business district development. This plan can include 1) An inclusive business organization to provide support for existing and future businesses 2) A plan to connect local businesses to services such as nonprofit lenders and business technical assistance. 3) Coordinated marketing, business networking, and other support for local businesses. 4) Identify grants and programs to support existing and bring new small and immigrant owned businesses 5) Create a database of businesses and commercial spaces for outreach and communication and to assist with business attraction and retention. Support the ability for one business association to be a venue for business owners to work together and for its members to raise their concerns to the City as well as pursue grants and technical assistance. Encourage membership in local business associations Encourage peer support and mentoring	OED			
Identify opportunities and support for entrepreneurs to start and be successful	Med				OED			
Work with immigrant communities to provide better support	Med				OED		The Only in Seattle program	

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BUSINESS DEVELOPMENT (continued)

STRATEGIES	PRIORITY	EXISTING	ACTIONS		IMPLEMENTING / SUPPORTING PARTIES		POTENTIAL RESOURCES	TIMELINE	
			PROPOSED		DEPARTMENTS	ORGANIZATIONS			
Market to the broader region the great resource of having such a variety of small businesses in the business districts.				Develop business district communication/marketing materials to target current as well as future residents <ul style="list-style-type: none"> Market local businesses Business owners and commercial district supports form and host tours of key businesses at 23rd and Union/Cherry/Jackson Businesses start using social media for marketing: Yelp campaign, short promotional videos; Facebook for four businesses in each node Implement a Buy Local program to bring customers to the district 		OED		The Only in Seattle program	
Explore strategies to retain or add affordable commercial space to support diverse character.						OED	SCORE/Small Business Development Center		
Explore legislative changes needed to remove structural barriers to supporting affordable commercial space.									

EASY AND EQUITABLE ACCESS TO HEALTHY FOOD

STRATEGIES	PRIORITY	EXISTING	ACTIONS		IMPLEMENTING / SUPPORTING PARTIES		POTENTIAL RESOURCES	TIMELINE	
			PROPOSED		DEPARTMENTS	ORGANIZATIONS			
Encourage urban agriculture on city-owned and private properties	High	Citywide Food Systems team is looking at making city-owned land available for urban agriculture (specifically, commercial farming)		Identify gardening opportunities on minor arterials and the greenway		DON, OSE, Parks & Recreation, SDOT			
Increase availability of healthy food and products for the need of diverse community	Med			Utilize community programs such as Tilth to help grow and teach gardening and make food healthy and affordable		King County Public Health, DON, OSE			
				Include the community's desire for better grocery options, healthier restaurants, culturally specific food in the market study.		King County Public Health, OED, OSE			
				Conduct customer questionnaire to evaluate customer needs and concerns for healthy food with diverse background		OED, OSE		Only in Seattle	
				Conduct questionnaire with existing grocery stores, markets and restaurants to collect demand and supply data and understand concerns and limitation		OED, OSE			
Support programs that help get more healthy food to children and youth	Med	Free Summer Meal Program				King County Public Health, OSE, HSD			
Improve opportunities in the farmer's market	Med	The Fresh Bucks program - a nutrition incentive program launched in 2012 that doubles the purchasing power for low-income Seattle residents who use their federal food stamp benefits to purchase fresh fruits and vegetables at Farmers Markets.				OED, OSE			
Support stores and restaurants that provide culturally specific food	Low								
Explore innovative options for providing healthy local food, such as community kitchen	Low	Work with Coyote Central to identify opportunity for a community kitchen				King County Public Health, OSE	Coyote Central		
Promote healthy food through education and collaborative efforts	Low			Support sustainable food systems and urban agriculture education for teens, adults, seniors and children. Partner with Seattle Parks and Recreation's Urban Food Systems program, and community organizations like Alleycat Acres and Green Plate Special (as well as larger organizations like Seattle Tilth)		King County Public Health, OSE			

Livable Streets for All

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

A NETWORK THAT CONNECTS DESTINATIONS

STRATEGIES	PRIORITY	EXISTING	ACTIONS		IMPLEMENTING / SUPPORTING PARTIES		POTENTIAL RESOURCES	TIMELINE
			PROPOSED		DEPARTMENTS	ORGANIZATIONS		
Improve walking environment including sidewalks, pedestrian crossing, signals, street trees and lighting	High	Pedestrian Master Plan Sound Step Program	Organize walking group audit to address safety and place making opportunities		SDOT, DON	Feet First, Seattle Neighborhood Group		
			Evaluate MLK Jr, 23rd, 24th, 25th, 26th, and NW corner of Powell Barnett Park for crosswalk needs		SDOT		Neighborhood Matching Funds, NSF	
		Evaluate traffic calming need on Yesler		SDOT		Neighborhood Matching Funds, NSF		
		Work with Red Apple for safer pedestrian path/access		DPD		Neighborhood Matching Funds, NSF		
		Tree canopy coverage map Trees for Neighborhoods program (DON) Community Tree Program (SDOT)	Increase tree canopy in the neighborhoods		DON, SDOT			Trees for Neighborhoods program: October 11th
Use the Pedestrian Master Plan as a tool for prioritizing pedestrian improvements and Neighborhood Street Fund projects to improve walkability								
Provide high quality transit services on 23rd Ave that connects community destinations	High		Explore ways to keep bus route #27		SDOT	Metro		
Work with the community to update and implement Bicycle Master Plan recommendations	Med	Bike Master Plan	Partner with organizations like Cascade Bicycle Club, Seattle Neighborhood Greenways, and Feet First to host neighborhood walks and bike rides to show people that getting around by bike and foot is a healthy and easy way to access community assets and other neighborhood amenities		SDOT	Cascade Bicycle Club, Seattle Neighborhood Greenways, Feet First		
Identify parking concerns and strategies to manage on-street parking for businesses	High	Community Parking Program	Conduct a parking study to evaluate parking use and determine the need for adding parking management tools to support customer parking access for existing and future development Explore on-street parking alternatives such as off peak parking and parking on one side of the street		SDOT, OED			
Examine the transportation modal plans and provide input on project prioritization and phasing	Low		Ensure that the crosstown buses #2, 3,4,27 and 14 that cross 23rd remain in service		SDOT	Metro		

SAFE AND LIVABLE 23RD AVENUE (A SEPARATE SDOT PROJECT)

STRATEGIES	PRIORITY	EXISTING	ACTIONS		IMPLEMENTING / SUPPORTING PARTIES		POTENTIAL RESOURCES	TIMELINE
			PROPOSED		DEPARTMENTS	ORGANIZATIONS		
Identify needed improvement for bus stops such as shelters, real-time information signs	High		Provide real time bus arrival information and system maps at bus stops		SDOT	Metro		
Create a public art plan for the 23rd Avenue corridor	High		Reach out to artists of color		SDOT, Arts & Culture	Central Area Public Art Committee		
Develop features to create identity at 23rd and Jackson, Union, and Cherry cores	Low		Work with developers and property owners to incorporate features that will enhance identity		SDOT, DPD, SDOT, Arts & Culture	Central Area Public Art Committee		
Work with SDOT and SPD on public education and enforcement efforts to make sure people know and are following rules of the road	Low	Road Safety Action Plan			SDOT, SPD			

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.

SAFE AND CLEAN ENVIRONMENT

STRATEGIES	PRIORITY	EXISTING	ACTIONS		IMPLEMENTING / SUPPORTING PARTIES		POTENTIAL RESOURCES	TIMELINE
			PROPOSED		DEPARTMENTS	ORGANIZATIONS		
Evaluate key concerned areas to reduce crime and unsafe activities	High	Neighborhood Policing Plan		Focus resources on hot spots and after school activities for youth community service officers return		SPD		
Identify ways to increase positive activity in each of the three cores throughout the day	Med			work with the community to explore opportunities to incorporate Crime Prevention Through Environmental Design principles		SPD, DPD	Seattle Neighborhood Group, Feet First	
Support opportunity for the police and community work together to reduce crime	Med	East Precinct Captain's log		Increase community information through twitter, blog and next door neighbor Fund Crime Prevention and Community Policing programs to improve communication between SPC and community members. Conduct a series of SPD-sponsored Living Room Conversations for the different cultural communities. Secure Central Area representation on the Police Department's Advisory Councils and support these representatives to have regular meetings so they may share information and safety concerns Creating positive bridges between SPD and Central Area youth by engaging them in the programs and activities arising from the Youth Violence Prevention Initiative Using School Emphasis Officers to focus on violence prevention and intervention in collaboration with all schools to address gang resistance, violence prevention education and training, truancy and suspension reduction		SPED, OFE		
Support neighborhood cleanup to improve safety and cleanness	Med					SPU		
Enhance space around the Garfield campus (Community Center, Teen Life Center, Medgar Evers Pool) to encourage healthy and positive activities	Med					SPD		
Include public safety considerations in the design of public spaces and buildings	Low			Explore opportunities for applying Crime Prevention Through Environmental Design principles (CPTED)		SPD	Seattle Neighborhood Group	
Improve safety for children to travel to schools and other community facilities	Low			Work with the community and schools on Safe Route to School program		SDOT	Seattle Schools District	
Provide garbage and recycling opportunities in core business areas	Low					SPU		
Provide pedestrian lighting on all streets in multifamily and mixed use areas and on some walkways through parks								
Encourage more pedestrian traffic and "eyes on the street" by encouraging dense development in commercial districts								
Encourage partnerships among businesses to create a safe and active commercial district.								
Activate public spaces with vendors								
Improve SPD presence and responsiveness to create a safe community								

OPPORTUNITIES FOR ALL IN PARKS & OPEN SPACE

STRATEGIES	PRIORITY	EXISTING	ACTIONS		IMPLEMENTING / SUPPORTING PARTIES		POTENTIAL RESOURCES	TIMELINE
				PROPOSED	DEPARTMENTS	ORGANIZATIONS		
Improve the maintenance of existing parks and open space network	High		Increase community capacity to raise funds / grant writing	Parks & Recreation, DON				
			Improve Judkins Park mini amphitheater, make ADA accessible to all area	Parks & Recreation		Neighborhood Matching Funds, NPSF		
			Repair Pratt Park spray park	Parks & Recreation		Neighborhood Matching Funds, NPSF		
			Improve Judkins Park spray park ("Stonehenge")	Parks & Recreation		Neighborhood Matching Funds, NPSF		
			Increase public restrooms for the skate park and sports court in Judkins Park	Parks & Recreation		Neighborhood Matching Funds, NPSF		
			Add amphitheater to Powell Barnett Park hillside	Parks & Recreation		Neighborhood Matching Funds, NPSF		
			Improve Blanche Lavizzo amphitheater; more programing at night; surveillance camera to curb illicit activity	Parks & Recreation		Neighborhood Matching Funds, NPSF		
			continue working on Central Area Park trail	Parks & Recreation, SDOT				
			Participate in the parks volunteer program	Parks & Recreation				
Identify improvements needed for existing gathering place	High			Parks & Recreation		Neighborhood Matching Funds, NPSF		
Improve nonmotorized connections to open spaces with lighting and benches			Evaluate lighting need at Judkins skate park	Parks & Recreation		Neighborhood Matching Funds, NPSF		
Develop park stewardship groups	Med		Parks stewardship group/committee (super block)	Parks & Recreation	District Council	Neighborhood Matching Funds, NPSF		
Identify temporary opportunities on vacant parcels such as open space, recreational, arts, gardening and other purposes	Med			Parks & Recreation, Arts & Culture, SDOT		Neighborhood Matching Funds		
Use the P-Patch program as a means of increasing open space and neighborhood amenities				DON, Parks & Recreation				

AFFORDABLE & DIVERSE HOUSING CHOICES

STRATEGIES	PRIORITY	EXISTING	ACTIONS		IMPLEMENTING / SUPPORTING PARTIES		POTENTIAL RESOURCES	TIMELINE
			PROPOSED		DEPARTMENTS	ORGANIZATIONS		
Develop affordable housing strategies and expand affordable housing stock	High	OH provided an acquisition loan to LIHI for a two phase development on 21st and Jackson Capitol Hill Housing's planned affordable housing development at 23rd Ave and Union.	Identify public property to build new affordable housing Continue to use available affordable housing programs to maintain current subsidized housing.		OH			
Expand affordable multi-family housing in the core areas	High		Encourage well-designed multi-family infill development to increase the housing supply and contribute to the mixed use commercial district development		OH			
Use City funding to leverage other funding and in partnership with local, state and federal agencies to preserve existing and create new subsidized housing								
Utilize surplus sites for affordable housing			Work with federal, state and local government agencies to identify surplus properties that are appropriate for affordable housing Inventory publicly owned property Identify potential mixed-use opportunity sites to co-locate compatible uses that market cannot provide		OH			
Encourage green built affordable housing	High				OH, OSE			
Ensure current resident keep and continue living in their home	High		Community outreach (by community) to neighbors to make aware of programs to lower housing costs such as utilities, taxes and loans		OH			
			Increase foreclosure prevent program awareness		OH			
			Check on weed & seed abatement properties		OH			
Expand homeownership through assistance programs	Med		Use programs such as revolving loans funds and land trusts to keep owner-occupied housing affordable. Use federal Neighborhood Stabilization Program funding to provide low-interest loans to low-income residents to purchase foreclosed homes.		OH			
Provide rental assistance programs	Med		Coordinate a community outreach effort to identify and engage homeowners who could possibly benefit from the Office of Housing weatherization, home improvement loan and/or foreclosure prevention programs, as well as King County's property tax exemption program and the Human Services Department's emergency rental assistance program.		OH			
Increase family size housing in both single family and multifamily stock to support families	Med		Achieve affordable family-sized units through incentive zoning, direct City funding and/or surplus property programs		OH			
Track housing trends			Conduct a baseline analysis of neighborhood housing characteristics and compare them to the housing goals established in the Comprehensive Plan. Periodically review and adjust action steps to address gaps.		OH			