

## 23<sup>rd</sup> Avenue Action Plan - Visions, Goals, Strategies and Actions

### June 29 Community Open House & Workshop Result

**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.

**a) Community Character and Identity**

Strategies	Community Comments	Dots	Priority	Proposed Actions
1. Create public art and provide welcoming space to enhance identity		7		
<b>2. Provide events, festivals and programs to share and learn different cultures</b>	-And support existing events, festivals, programs already creating these opportunities	14	X	
3. Support cultural centers and programs that cater to the community		9		
4. Celebrate existing neighborhood landmarks and facilities		11		
5. Develop better advertising and marketing strategies for community events		5		
<b>6. Develop an on-going maintenance and beautification program</b>		26	X	a. BIA (this action also had 13 smiley face votes) b. Neighborhood clean-up c. Better reporting of property crimes / damage
<b>7. Develop strategies to minimize displacement of existing residents and businesses</b>		24	X	
Other strategy/comment: (proposed action not connected to any strategy)			X	a. Better communicate how people can participate b. Get people engaged in the development
(proposed action not connected to any strategy)			X	a. Explore the community needs – what is/isn't being met b. Meeting space for diverse community (and opportunities to gather)

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

**General**

Strategies	Community Comments	Dots	Priority	Proposed Actions
8. Define the roles and physical character of each core		2		
<b>9. Enhance pedestrian friendly streetscape and storefront activities</b>	-Need anchor businesses -Size/footprint of building affects pedestrian behavior in front	19	X	
10. Enhance the small-scale business and multifamily residential development		7		
11. Enhance opportunities to gather		4		
12. Identify redevelopment opportunities in vacant/underutilized properties		10		

13. Improve the ability of community to participate in design review process.		<b>7</b>		
Other strategy/comment:				

**Union**

Strategies	Community Comments	Dots	Priority	Proposed Actions
14. Preserve the small neighborhood business character		<b>10</b>		
<b>15. Preserve the existing historic characteristics</b>	-Union can withstand greater density and business -New development construction beginning in August (6-story) -Under-utilized now -Footprint considerations -Design of buildings vs. size	<b>15</b>	<b>X</b>	
16. Provide mixed use and live/work spaces		<b>6</b>		
Other strategy/comment:				

**Cherry**

Strategies	Community Comments	Dots	Priority	Proposed Actions
<b>17. Preserve the existing historic characteristics and neighborhood feel</b>	-Reviving Mardi Gras – Cherry history -Pole art depicting the history -People used to come here for services -NC-3 not appropriate for Cherry -Want smaller scale -Complement Union & Jackson -Original identity-Central Area	<b>11</b>	<b>X</b>	
<b>18. Provide opportunities for sidewalk cafes along Cherry Street</b>		<b>12</b>	<b>X</b>	
19. Create inviting environment to integrate the community around the Garfield Community Center	Garfield Campus Community Center	<b>4</b>		
Other strategy/comment:				

**Jackson**

Strategies	Community Comments	Dots	Priority	Proposed Actions
20. Provide flexible spaces for small and large businesses and mixed use development	-Provide flexible spaces for small (under 15 employees) (6 votes)	<b>7</b>		
21. Connect Shops and services with better grid street network		<b>3</b>		
Other strategy/comment:				

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**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.

**a) Opportunities and Places for Gathering**

Strategies	Community Comments	Dots	Priority	Proposed Actions
22. Promote neighborhood events such as Neighborhood Night Out		23		
<b>23. Identify opportunities for new gathering places</b>	- Free meeting spaces for existing organizations (eg. community council, district councils )  WHO: DON and OED (Cynthia Ann will provide some info)	19	X	a. Utilize Horace Mann School as a new community center b. Create an inventory that identifies and promotes spaces that are available for community use e.g. Swedish, churches, and private schools (DON should be the lead) c. Identify organizations that could provide free space for community groups such as The Central d. Promote neighborhood night out e. Create incentives for businesses to open after hours for example with mentorship programs f. Work with OED's programs to activate vacant retail spaces
24. Identify improvements needed for existing gathering place		19		
25. Evaluate need and feasibility of a cultural center	- In partnership with existing cultural centers - Already has Langston Hughes	8		
26. Strengthen collaboration on developing education and event programming for the community		13		
Other strategy/comment:				

**b) More Opportunities for Youth**

Strategies	Community Comments	Dots	Priority	Proposed Actions
27. Assess capacity, needs and opportunities for current and future programs		6		
28. Advance art education that reflect the Central Area history and diversity		18		
29. Expand places and programs for children in after school and weekend hours		16		
<b>30. Provide employment opportunities for youth including apprenticeships and internships</b>	strategy 30 through 32 could be grouped together	34	X	a. Identify mentoring opportunities to educate kids (and others) outside of schools such as Building Bridges program b. Work with unions to establish apprenticeships (such as the Coalition of

	WHO: Trade unions, community councils, community college, churches			Black Trade Unions, IBEW, electricians) for living wage jobs
<b>31. Provide career path alternatives with required skills and internship opportunities</b>	strategy 30 through 32 could be grouped together  WHO: Trade unions, community councils, community college, churches)	<b>8</b>	<b>X</b>	c. Work with community councils to identify apprenticeship and internship opportunities through existing established relationship d. Explore opportunities/partnerships with the Seattle Youth Employment Program, South Seattle Community College training at the Duwamish Campus e. Provide jobs for youth where they live f. Work with local companies such as Community Power Works to provide youth opportunities such as door-to-door canvassing to promote products/services that benefit the community g. Career paths (like with unions)
<b>32. Provide more opportunities to engage and empower the youth</b>	- such as jobs, internships, etc  strategy 30 through 32 could be grouped together  WHO: Trade unions, community councils, community college, churches)	<b>20</b>	<b>X</b>	a. Develop multi-generational engagement strategies b. Develop incentives to get youth involved and have adults take an interest in the kids c. Re-engage youth who have been out of school for a while to help them transition to jobs d. Utilize existing organizations to outreach and engage youth such as Coyote Central e. Partner with existing youth leadership work
Other strategy/comment:  • Stewardship group for local schools– for school assignment and program placement; public access for good programs; consider walkshed for schools		<b>29</b> (Same color?)		

c) Jobs and Other Services

Strategies	Community Comments	Dots	Priority	Proposed Actions
<b>33. Improve access to living wage jobs, trades, as well as entrepreneurial skills</b>	- eg city contracting  - equal representation in every government or community office and employment	<b>50</b>	<b>X</b>	a. Get local control/ownership of the Post Office property to build a mixed use development with affordable housing and affordable retail/commercial space which could potentially provide apprenticeships b. Utilize Horace Mann School as a community center which could provide co-op and entrepreneurial opportunities c. Give grants to retired business people who can mentor and advise new business owners, such as through SCORE program
<b>34. Develop strategies to employ local workforces for future development</b>		<b>26</b>		a. Encourage local hiring in the city contracting process and through Local Hire program b. Preserve local historic/existing businesses who are more likely to hire locally

35. Provide better networking and job assistance services for immigrants		<b>19</b>		
36. Support programs that provide resources and assistance for seniors	- do more outreach to work on this	<b>17</b>		
37. Identify opportunity for elder and youth mentor/tutoring programs		<b>17</b>		
38. Provide opportunities for immigrants to learn English		<b>20</b>		
Other strategy/comment:				

**d) Community Partnership, Ownership and leadership**

<b>Strategies</b>	<b>Community Comments</b>	<b>Dots</b>	<b>Priority</b>	<b>Proposed Actions</b>
<b>39. Utilize schools for community uses after school hours</b>	WHO: Community organizations, Seattle Public Schools	<b>29</b>	<b>X</b>	a. Identify how other locations have made it work (case study/best practice)
40. Improve communication and partnership opportunities among organizations		<b>11</b>		
41. Engage with district council to develop community websites/blogs and newsletters		<b>8</b>		
42. Support community organizations that represent multifamily neighborhoods		<b>7</b>		
43. Strengthen coordination and engagement between schools and the community		<b>16</b>		
44. Identify volunteer opportunities for the community		<b>6</b>		
45. Support local community leaders	- historical leadership from long term residents / community	<b>21</b>		
Other strategy/comment:				

**C. A GREAT BUSINESS COMMUNITY:** The Central Area is unusual in that it has multiple discreet business districts, including 23<sup>rd</sup> 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) A Good Mix of Shops and Services**

**General**

<b>Strategies</b>	<b>Community Comments</b>	<b>Dots</b>	<b>Priority</b>	<b>Proposed Actions</b>
<b>46. Provide a mix of small and large businesses that serve local and the larger community.</b>		<b>24</b>	<b>X</b>	a. Keep zoning appropriate for small businesses b. Pedestrian improvements that support businesses

				c. Walkability at the nodes d. Branding business districts e. Retail study
47. Preserve ethnic businesses		<b>23</b>		
48. Work with the property owners and developers on future redevelopment projects to serve the community needs		<b>18</b>		
49. Enhance opportunities to gather where businesses are part of the community fabric.		<b>7</b>		
<p>Other strategy/comment: (from paper titled “variety of biz’s)</p> <ul style="list-style-type: none"> <li>• Don’t want to lose small businesses</li> <li>• Attract new small businesses – primarily retail</li> <li>• Keep zoning appropriate for small businesses</li> <li>• Retain zoning @ Cherry and Union</li> <li>• Prioritize “out of car” experience</li> <li>• Sense of continuity between nodes – sidewalks <ul style="list-style-type: none"> <li>○ Pedestrian improvements that support small businesses at each node</li> </ul> </li> <li>• Branding as a business district can be helpful <ul style="list-style-type: none"> <li>○ One group has recommended “Africatown”</li> </ul> </li> <li>• Need shared vision to create “critical mass”</li> <li>• Utilization of property underdeveloped for existing zoning</li> <li>• Maybe using “corridor” is the identity/brand</li> <li>• Do a study – what are we having to leave the neighborhood to do / buy?</li> <li>• Supporting small businesses <ul style="list-style-type: none"> <li>○ Highlight by closing street – every other week for example – &amp; local businesses to sell – like street fair but for existing businesses</li> <li>○ Developers create storefronts that invite shoppers – appropriate relationship to street</li> <li>○ Grade level entry</li> <li>○ Allow 3 nodes to apply separately for \$</li> <li>○ Make sure to define what residential neighborhood is</li> <li>○ Need to attract / keep businesses that are compatible / engaged with the community</li> </ul> </li> <li>• Better understanding of relationships between, and incentives / goals of: (See graphic) <ul style="list-style-type: none"> <li>○ Shoppers</li> <li>○ Business owners</li> <li>○ Activists</li> <li>○ Developers</li> <li>○ Property Owners</li> <li>○ Government (in the center of the graphic)</li> <li>○ NORA’S NOTE: CURIOUS THAT GOVT DOES NOT HAVE LINE TO ACTIVISTS AND SHOPPERS</li> </ul> </li> <li>• How do developers make their decisions about:</li> </ul>	<pre> graph TD   PO[Property Owners] --- S[Shoppers]   PO --- BO[Business Owners]   PO --- Dev[Developers]   S --- BO   BO --- Gov[Government]   BO --- Act[Activists]   Gov --- Dev   Dev --- Act </pre>			

<ul style="list-style-type: none"> <li>○ Where to locate</li> <li>○ What to build</li> <li>○ Who to lease to</li> <li>○ Where to sell</li> </ul>				
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**Union** - Community works with property owners, businesses and developers to ensure future development will reflect the community vision for:

Strategies	Community Comments	Dots	Priority	Proposed Actions
<b>50. Small neighborhood businesses</b>		<b>30</b>	<b>X</b>	
51. mixed use development;		<b>12</b>		
52. Entertaining and gathering opportunities		<b>14</b>		
<b>New:</b> Union – neighborhood \$ institution		<b>4</b>		
<b>New:</b> Union – small scale businesses not bug box stores (truck impact from big box store requirements is net negative for neighborhood)		<b>12</b>		
Other strategy/comment:				

**Cherry** - Community works with property owners, businesses and developers to ensure future development will reflect the community vision for:

Strategies	Community Comments	Dots	Priority	Proposed Actions
53. Active businesses		<b>10</b>		
54. Preserving ethnic restaurants		<b>14</b>		
<b>55. Adding variety of businesses</b>		<b>22</b>	<b>X</b>	
56. Creating more community opportunities		<b>4</b>		
Other strategy/comment:				

**Jackson**- Community works with property owners, businesses and developers to ensure future development will reflect the community vision for:

Strategies	Community Comments	Dots	Priority	Proposed Actions
<b>57. Broad range of small and large businesses</b>		<b>13</b>	<b>X</b>	
58. Culturally serving businesses		<b>9</b>		
59. Gathering opportunities		<b>10</b>		
<b>New:</b> Jackson – 57' <u>small</u> (only) businesses under 15 employees +/-		<b>6</b>		
Other strategy/comment:				

**b) Easy and Equitable Access to Healthy Food**

Strategies	Community Comments	Dots	Priority	Proposed Actions
60. Increase availability of healthy food and products for the need of diverse community		<b>21</b>		

61. Support stores and restaurants that provide culturally specific food		8		
62. Improve opportunities in the farmer's market		10		
63. Explore innovative options for providing healthy local food, such as community kitchen		9		
64. Support programs that help get more healthy food to children and youth		20		
65. Promote healthy food through education and collaborative efforts		3		
<b>66. Encourage urban agriculture on city-owned and private properties</b>		25	X	
Other strategy/comment: <ul style="list-style-type: none"> <li>• Need to have market demand</li> <li>• Red Apple in limbo</li> <li>• Think about market broadly when thinking about healthy, affordable food</li> <li>• If the city wants healthy, affordable food, it should buy property and develop, raise produce, making it available at affordable cost</li> <li>• Market study</li> <li>• Other community programs – like Tilth – that can help grow/teach gardening and make food healthy and affordable</li> <li>• Collaboration with community groups for food growing</li> </ul> Comment: <ul style="list-style-type: none"> <li>• Need to bring job growth and business groups together</li> <li>• Maintain communication between Action Teams for each effort (jobs / business development)</li> </ul>				

c) Business Development

Strategies	Community Comments	Dots	Priority	Proposed Actions
67. Create an inclusive business organization to provide support for businesses		19		
68. Work with immigrant communities to provide better support		12		
<b>69. Provide existing small businesses with solutions to stay in the area</b>		35	X	a. Street fair that features local businesses b. Improve storefronts – visual appearance – that invite shoppers c. Each node focus on its individual needs rather than working together d. Attract businesses that complement existing and that are engaged in the community
70. Identify opportunities and support for entrepreneurs to start and be successful		24		
Other strategy/comment:				

**D. LIVABLE STREETS FOR ALL:** The neighborhood has an inviting street network that safely connects to key destinations for transit rides, bicyclists and pedestrians.



a) A Network that Connects Destinations

Strategies	Community Comments	Dots	Priority	Proposed Actions
<p><b>71. Improve walking environment including sidewalks, pedestrian crossing, signals, street trees and lighting</b></p>	<ul style="list-style-type: none"> <li>- Install pedestrian refuge islands, flashing beacons, half signal, push buttons (especially near parks, schools and hospitals)</li> <li>- cross street: Spruce, Alder, 17<sup>th</sup> &amp; Cherry, hills blocking view</li> <li>- reduce speed limits</li> <li>- MLK Jr (23<sup>rd</sup>, 24<sup>th</sup>, 25<sup>th</sup>, 26<sup>th</sup>) increase crosswalks, NW corner of Powell Barnett Park</li> <li>- 26<sup>th</sup> &amp; Alder (4 vehicle accidents recently) need traffic circles (SDOT's traffic calming program)</li> <li>- Education component</li> <li>- 23<sup>rd</sup> at Union and Cherry dark at night, can't walk or ride: improve lighting (LED, energy efficient)</li> <li>- 23<sup>rd</sup> and Alder: add bus stops and shelter</li> <li>- 23<sup>rd</sup> and Yesler:               <ul style="list-style-type: none"> <li>o Need traffic calming element (blind spots)</li> <li>o "no right on red" Yesler, Jackson</li> <li>o Pedestrian scramble</li> <li>o Signal timing</li> </ul> </li> <li>- Bike buttons at intersections</li> <li>-- pedestrian crossing: no push buttons at fully signalized intersections #2, 3,4,27 and 14</li> <li>- many eyes on the street, looking after one another, a walk through the village safely</li> <li>- Pedestrian friendly sidewalk. Currently car whizzing by with no buffer. Widen sidewalks (like Ballard)</li> </ul>	<p><b>61</b></p>	<p><b>X</b></p>	<ul style="list-style-type: none"> <li>a. Organize walking group audit (different time of the day affect blind spots)</li> <li>b. Work with Red Apple for safer pedestrian path/access</li> </ul>
<p>72. Work with the community to update and implement Bicycle Master Plan recommendations</p>	<ul style="list-style-type: none"> <li>- More signage (on roads, on poles). Cycle track with green paint is good (drivers don't notice/realize the bike lanes)</li> <li>- bike box: transition points can be improved (currently tracks end abruptly)</li> <li>- how to accommodate youth, families bicycling</li> </ul>	<p><b>42</b></p>		
<p>73. Examine the transportation modal plans and provide input on project prioritization and phasing</p>		<p><b>8</b></p>		
<p>Other strategy/comment:</p>				

<ul style="list-style-type: none"> <li>• Ensure that good mass transit exists. Cross town buses #2, 3,4,27 and 14 must be able to cross 23<sup>rd</sup> at important intersections with ease. Transfers must work well. cross town buses are important to success</li> </ul>		<b>4</b>		
<ul style="list-style-type: none"> <li>• Improve pedestrian lighting in heaving tree canopy areas while maintaining neighborhood trees</li> </ul>		<b>13</b>		
<ul style="list-style-type: none"> <li>• Better way finding walkable streets to destinations (Horace Mann)</li> <li>• On street parking – currently no plan</li> <li>• More enforcement near intersections</li> </ul>				

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

<b>Strategies</b>	<b>Community Comments</b>	<b>Dots</b>	<b>Priority</b>	<b>Proposed Actions</b>
<b>74. Provide high quality transit services on 23rd Ave that connects community destinations</b>	<ul style="list-style-type: none"> <li>- bus route #4 and 27 is being cut</li> <li>- Bus route #48 is good, need higher frequency</li> <li>- understand transit from different perspectives (youth etc) (Coyote Central, Africatown, Teen Life Center, First Place School, day care workers, La Amistad, CAY, Douglas Truth)</li> <li>- signal priority for people getting to the lake</li> <li>- bring Metro into this conversation (empathetic towards youth; robotic cars)</li> <li>- provide same service improvement for the cross town bus routes</li> </ul>	<b>43</b>	<b>X</b>	a. Explore ways to keep bus route #27
<b>75. Identify needed improvement for bus stops such as shelters, real-time information signs</b>	<ul style="list-style-type: none"> <li>- Real time bus arrival information (not everyone has access to smartphone apps)</li> <li>- System maps at bus stops (not necessary electronic, could be static)</li> </ul>	<b>32</b>	<b>X</b>	
<b>76. Create a public art plan for the 23rd Avenue corridor</b>		<b>15</b>	<b>X</b>	
<b>77. Identify parking concerns and strategies to manage on-street parking for businesses</b>		<b>17</b>	<b>X</b>	
78. Develop features to create identity at 23rd and Jackson, Union, and Cherry cores		<b>13</b>		
79. Improve public education and enforcement efforts on road safety		<b>10</b>		
Other strategy/comment: <ul style="list-style-type: none"> <li>- 23<sup>rd</sup> green light assist good parking lanes at non-peak hours.</li> <li>- businesses need off street parking</li> </ul>				

**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.

**a) Safe and Clean Environment**

Strategies	Community Comments	Dots	Priority	Proposed Actions
80. Identify ways to increase positive activity in each of the three cores throughout the day		20		
81. Enhance space around the Garfield Community Center to encourage healthy and positive activities		11		
<b>82. Evaluate key concerned areas to reduce crime and unsafe activities</b>	WHO: community, SPD	16	X	a. Focus resources on hot spots and after school activities for youth b. community service officers return
83. Include public safety considerations in the design of public spaces and buildings		9		
84. Improve safety for children to travel to schools and other community facilities		23		
85. Support opportunity for the police and community work together to reduce crime		14		
86. Provide garbage and recycling opportunities in core business areas		15		
87. Support neighborhood cleanup to improve safety and cleanness		12		
Other strategy/comment:				a. Increase community information through twitter, blog and next door neighbor b. Night out participation

**b) Opportunities for all in Park and Open Spaces**

Strategies	Community Comments	Dots	Priority	Proposed Actions
88. Ensure development, programming and maintenance serve the community		4		
<b>89. Improve the maintenance of existing parks and open space network</b>		47	X	
<b>90. Develop park stewardship groups</b>	WHO: Parks, community, CADC	14	X	a. Parks stewardship group/committee (super block)
<b>91. Identify temporary opportunities on vacant parcels such as open</b>		25	X	

<b>space, recreational, arts, and other purposes</b>				
Other strategy/comment:				a. Increase community capacity to raise funds / grant writing b. Parks department support community capacity

c) Affordable and Diverse Housing Choices

Strategies	Community Comments	Dots	Priority	Proposed Actions
<b>92. Develop affordable housing strategies and expand affordable housing stock</b>	WHO: DPD, OH	<b>40</b>	<b>X</b>	a. Build new affordable housing – identify public property to do so (public owned properties inventory) – Study the age continuum of housing b. Preserve existing affordable housing – identify affordable market rate apartments
<b>93. Expand affordable multi-family housing in the core areas</b>		<b>30</b>	<b>X</b>	
<b>94. Encourage green built affordable housing</b>	WHO: OH	<b>22</b>	<b>X</b>	a. Preservation of existing housing – Study – Green – Prevent foreclosure
95. Expand homeownership through assistance programs		<b>26</b>		
96. Provide rental assistance programs		<b>18</b>		
Other strategy/comment: <b>97. Ensure current resident keep and continue living in their home</b>	WHO: community	<b>24</b>	<b>X</b>	a. Community outreach (by community) to neighbors to make aware of programs to lower housing costs – utilities – taxes – loans b. Increase foreclosure prevent program awareness c. Check on weed & seed abatement properties
98. Consider spot rezone/upzone and creative architecture to enliven culturally relevant types and sizes of housing make anti-displacement a keystone but also recognize that more housing benefits community growth and sustainability		<b>3</b>		
99. Align other city departments in addition to SDOT and DPD with the importance of reinvestment now in Central Area. Try not to allow “failure of past” to de-energize new efforts toward the future to create space and place for all.		<b>6</b>		
100. Family housing increase both single family and units that support families		<b>21</b>		
101. School stewardship – access to good schools – walkable areas		<b>19</b>		