



**B-6 Central Area**

overall Central Area community identity & character and land use goals

- CA-G1** The Central Area is a community proud of its culture, heritage, and diversity of people and places. This richness derives from the fact that this neighborhood has always been a place of welcome and it has been, and continues to be the center of the African American community.
- CA-G2** The Central Area is a community that provides inclusive opportunities for everyone to participate in community projects.

overall Central Area community identity & character and land use policies

- CA-P1** Strengthen a unique identity for the Central Area that celebrates its culture, heritage and diversity; enhance the sense of community; and increase the feeling of pride among Central Area residents, business owners, employees, and visitors through excellent physical and social environments.
- CA-P2** Recognize the historical importance and significance of the Central Area's existing housing stock, institutional buildings (old schools, etc.), and commercial structures as community resources. Incorporate their elements into building design and possible designation of historic and cultural resources.
- CA-P3** Seek opportunities for community-based public improvements that would create a sense of identity, establish pride of place, and enhance the overall image of the Central Area.
- CA-P4** Create opportunities for public spaces, public art, and gateways that engage and express the Central Area's unique heritage and identity.

- CA-P5** Identify activities and spaces for people with diverse cultures, ages and background to meet, share, learn and strengthen community ties.
- CA-P6** Create an appealing environment that enhances the historic character while providing opportunities for existing and new development to grow, and serve the emerging needs of the diverse community.
- CA-P7** Create a vibrant commercial district, encouraging dense urban development in the commercial areas and encouraging housing supportive of the community through land use tools, such as rezones, design guidelines and incentives.
- CA-P8** Support existing and new Central Area community programs and expand on existing partnerships so these programs prioritize services to those who consider the Central Area to be central to their identity such as the African American community .
- CA-P9** Support a network of community based organizations that can coordinate diverse volunteers to implement community building programs and projects that serve to anchor the cultural diversity of the Central Area.

transportation & infrastructure goals

- CA-G3** A community where residents, workers, students and visitors can choose from a variety of comfortable and convenient modes of transportation including walking, bicycling, and transit and where our reliance on cars for basic transportation needs is minimized or eliminated.
- CA-G4** The neighborhood has an efficient and effective network of transit including linkages to the proposed East Link light rail station that supports land use goals and adequately serves the community.
- CA-G5** A community that is served by well-maintained infrastructure including the most up



to date communication technology such as fiber optic telecommunication infrastructure.

transportation & infrastructure policies

- CA-P10** Facilitate movement of residents, workers, visitors, and goods within the Central Area with a particular focus on increasing safety.
- CA-P11** Support a multimodal transportation network that connects community destinations such as economic centers, schools, recreational facilities, shopping nodes, and social gathering places and that links the Central Area to other neighborhoods.
- CA-P12** Consider traffic calming measures on Central Area arterial streets.
- CA-P13** Work with institutions/businesses to develop creative solutions for minimizing single occupant auto usage by employees and students.
- CA-P14** Maintain and improve pedestrian infrastructure including sidewalks, stairways, pedestrian underpasses, and planting strips and medians on arterial streets to enhance pedestrian safety, mobility and access.
- CA-P15** Consider improvements to unimproved rights of way such as street ends or alleys to foster pedestrian access and mobility.
- CA-P16** Coordinate transportation and infrastructure project planning with adjacent neighborhoods if they are affected by these projects.
- CA-P17** Facilitate convenient transit access to local and regional employment centers for Central Area residents.
- CA-P18** Encourage shared parking at business nodes in order to meet parking demand while minimizing the size of surface parking lots and maximizing space for other uses.

- CA-P19** Encourage coordination of construction work within the street right of way in order to maximize the public benefit and minimize the disruption of the street surface.
- CA-P20** Improve road safety through public education, targeted enforcement, and engineering measures.
- CA-P21** Develop a multi-modal access plan for proposed and future high capacity transit stations (Bus Rapid Transit, Light Rail) that serve or are near to the Central Area.
- CA-P22** Create safe pedestrian and bicycle access to bus and light rail service and to the business districts.
- CA-P23** Encourage King County Metro to provide effective bus service through the neighborhood to the light rail stations and surrounding community facilities.
- CA-P24** Improve the visual quality of the neighborhoods by encouraging undergrounding of utilities including service lines for all new construction and remodel projects and minimizing the impact of new telecommunication facilities such as towers.

housing goal

- CA-G6** The Central Area is a stable community that provides a range of housing types and affordable options to support the socio-demographic diversity of this neighborhood.

housing policies

- CA-P25** Advocate for more flexible options for mortgage financing, and strive to remove barriers to home-ownership and renovation loans for local residents.
- CA-P26** Support sweat-equity housing programs.
- CA-P27** Support housing services that encourage age integration.



**CA-P28** Ameliorate the potential impacts of gentrification and displacement of existing residents through a variety of affordable housing programs including preserving existing multi-family affordable housing and producing new affordable housing.

**CA-P29** Maintain and create affordable housing to keep a range of housing prices and unit sizes including affordable family-sized units with amenities for families, and a balance of rental and owner-occupied housing.

**CA-P30** Assist low-income, senior and disabled renters and homeowners by encouraging supportive services that will allow them to continue to live in the neighborhood.

**CA-P31** Encourage affordable housing in close proximity or with easy access to community assets and amenities.

**CA-P32** Target affordable housing investments near investments in high- frequency transit to reduce the transportation costs of low-income households.

**CA-P33** Leverage publicly owned properties to produce affordable housing.

**CA-P34** Provide development incentives to multi-family housing developers for provision of affordable housing units within market rate housing projects.

**economic development goals**

**CA-G7** The Central Area is a culturally and ethnically diverse and economically strong community. Its business districts provide the goods and services needed for the multi-cultural community who live, work, worship and shop there.

**CA-G8** The Central Area has vibrant commercial districts with diverse economic opportunities for area residents, including career-path family-wage jobs for its residents.

**CA-G9** The Central Area has strong entrepreneurship that creates jobs and grows the local economy for the benefit of its residents.

**CA-G10** This neighborhood is, and feels, safe and inviting for people and businesses.

**economic development policies**

**CA-P35** Support efforts to encourage existing and new minority and locally owned businesses in the Central Area to grow and expand.

**CA-P36** Support implementation of coordinated long-term strategies to improve commercial districts including support for existing or expanding small businesses and ethnically based businesses in order to maintain the multi- cultural character.

**CA-P37** Support strong, culturally inclusive business associations that support the vitality of business districts serving the entire community.

**CA-P38** Support vibrant, diverse and distinct commercial districts that provide a range of goods and services for the entire community.

**CA-P39** Support projects that increase affordable, culturally appropriate and healthy food.

**CA-P40** Create strong linkages to tie job and vocational training, apprenticeship programs and jobs to members of the community in need of such services, especially youth.

**CA-P41** Build strong partnerships and support projects that provide opportunities for local jobs for Central Area residents and pathways to living wage jobs in the region's employment centers.

**CA-P42** Strive to develop healthy workplaces where employees are treated with respect, and have a voice in decisions that impact their jobs, lives and community.

neighborhood planning element

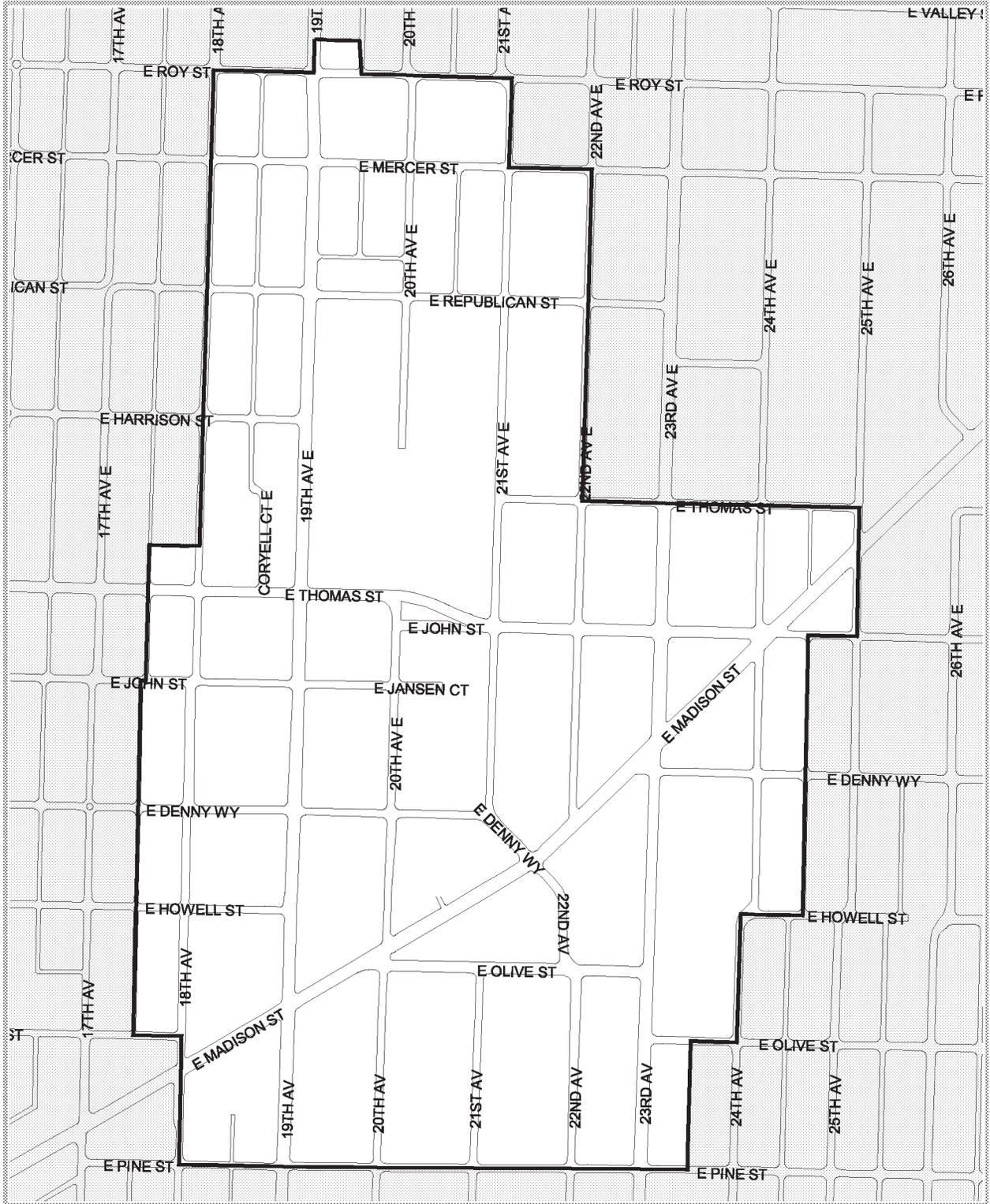
**B-6**

January | 2005





### MADISON-MILLER Residential Urban Village





- CA-P43** Provide opportunities and support to facilitate start-up small businesses.
- CA-P44** Encourage partnerships among businesses to create a safe and active commercial district.
- CA-P45** Seek opportunities to strengthen partnerships between the community and the Seattle Police Department.
- CA-P46** Support crime prevention programs that create partnerships between the broad diversity of the community, the businesses and the City to decrease crime and to address underlying conditions that may encourage crime.
- CA-P47** Support efforts to improve the appearance and cleanliness of business districts.

human service and community building goals

- CA-G11** The Central Area is a connected and caring community that nurtures and supports all its members especially the children, youth and the elderly, and provides programs and services needed by its diverse community.
- CA-G12** The Central Area has strong schools with excellent programs and strong enrollment with no achievement gap, providing opportunities for all students to succeed and have bright futures.
- CA-G13** The Central Area is a neighborhood in which the community, community-based organizations, service organizations, education/training institutions and the City work together to create pathways to meaningful employment for all its youth.
- CA-G14** To support cultural diversity, there is improved access to education and employment training opportunities for all, especially for its diverse youth.

- CA-G15** All Central Area youth are empowered and have strong leadership skills.
- CA-G16** The Central Area has strong organizations and local leaders who work to anchor the cultural diversity of this neighborhood.

human service and community building policies

- CA-P48** Encourage local institutions, community-based organizations, and other agencies to provide life-long learning opportunities needed by the Central Area's diverse community.
- CA-P49** Provide all Central Area youth with required skills and experience needed for future careers. Maximize the capability of local institutions and program providers such as Seattle Vocational Institute to serve such needs.
- CA-P50** In the Central Area, support the growth of jobs for teenagers, especially those most in need of a path to a successful future.
- CA-P51** Provide the Central Area youth with cultural education and recreational opportunities that embrace its diversity.
- CA-P52** Enhance community pride through multicultural activities such as community festivals, youth mentoring and other youth programs.
- CA-P53** Support innovative and effective youth services.
- CA-P54** Encourage Central Area youth to actively engage in community activities and develop leadership skills, especially those most in need of such support.
- CA-P55** Provide seniors with needed resources and assistance and opportunities to engage with the community.



**CA-P56** Provide supportive services for the immigrant/ refugee and African American communities.

**CA-P57** Support programs and organizations that nurture local leadership within the Central Area.

**parks and open space goal**

**CA-G17** A community with functional, well maintained and connected parks, open space, and recreational facilities to serve the Central Area's diverse population.

**parks and open space policies**

**CA-P58** Facilitate community involvement such that park facilities, improvements and programming better reflect the needs of the neighborhood.

**CA-P59** Seek opportunities within the commercial districts to create open spaces for community gathering.

**CA-P60** Seek opportunities for public open space on unused or unimproved properties.

**CA-P61** Promote greening and beautification of the neighborhood through local citizen participation.

**CA-P62** Work with community members, organizations, schools and institutions to provide park stewardship.

**23<sup>rd</sup> avenue corridor goals**

**CA-G18** The three community nodes along 23 rd Ave at Jackson, Union and Cherry are each distinct with a different niche, but together they exhibit or demonstrate the shared identity of the Central Area. These community nodes together serve the diversity of cultures in the Central Area and continue to be home to those businesses and institutions that are central to the African American community:

- 23rd and Jackson - The largest of the three community nodes with larger scaled mixed use developments. It is the community's center for general goods and services including education, arts, places of worship and gathering, parks, a library, housing, social services and places to shop for daily household needs. It is a local and regional destination that draws a broad mix of people.

- 23rd and Union - A medium sized community-serving node with mixed use developments. This node has locally owned businesses and institutions and continues to serve as the center of the African American community. It is a neighborhood scale destination that builds on existing assets and draws customers from the larger neighborhood.

- 23rd and Cherry - This is a smaller scaled community-serving node with finer grained mixed use developments. This node has an abundance of community assets including parks/ open space, Garfield High School and Community Center, teen center, arts programs, and small businesses, in particular ethnic restaurants, that create a unique identity for this node. It draws a broad mix of people, especially youth.

**23<sup>rd</sup> avenue corridor policies**

**CA-P63** Encourage new pedestrian-friendly mixed-use development and increased housing density in and around the 23 rd Avenue and Jackson Street commercial area. Include small and large businesses, opportunities for startup businesses, and affordable housing while preserving existing gathering spaces.

**CA-P64** Support additional retail, restaurants, services, and office space at 23 rd and Yesler to increase activity on the sidewalks.

neighborhood plans: Central Area

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**CA-P65** Encourage new pedestrian-friendly mixed-use development at 23rd and Union that includes neighborhood serving shops and services, opportunities for startup businesses, affordable housing and live/work housing while respecting the small scale and historic character of this node.

**CA-P66** Preserve small-scale neighborhood character, immigrant and refugee owned businesses while providing a greater variety of shops and services at 23rd and Cherry and an activated street frontage.

**CA-P67** Improve access and connectivity to community assets at 23rd and Cherry and activate space around Garfield High School, Garfield Community Center, and Medgar Evers Pool.

**Madison-Miller goals**

**CA-G19** A vibrant, revitalized pedestrian-oriented commercial district on East Madison from 16<sup>th</sup> to 24<sup>th</sup> Avenues that serves both local and destination shoppers with a variety of shops and services.

**CA-G20** A vibrant, revitalized pedestrian-oriented commercial node at Madison St. between 19<sup>th</sup> Avenue and 23<sup>rd</sup> Avenue that principally serves local residents.

**CA-G21** A destination/entertainment center at 23 rd and Madison serving as the Central Area's northern commercial anchor.

**Madison-Miller policies**

**CA-P68** Encourage increased housing density at 23<sup>rd</sup> and Madison. As one tool for implementing this policy, consider the Residential Small Lot zone to be appropriate for single family areas south of E. Madison St. within the Madison-Miller Residential Urban Village.

- A. The portion of East Madison Street within the Madison-Miller Residential Urban Village is designated a principal commercial street.

**CA-P69** Seek entertainment facilities (e.g. entertainment complex), destination retail, convention and conference facilities and other like businesses at 23<sup>rd</sup> and Madison.

**CA-P70** Adopt themes and identity elements for Madison/Miller and incorporate into streetscape concepts, transportation improvements, community-based projects, and new development proposals, including concepts such as:

- The area's African-American Heritage;
- Madison After Dark;
- Community Diversity;
- The Physical and Natural Environment; and
- The area's Transportation History.

**CA-P71** Explore the potential for an incentive-based East Madison "economic opportunity area."

**12<sup>th</sup> avenue goal**

**CA-G22** A thriving mixed-use residential and commercial area with a "main street" including services and retail that is attractive and useful to neighborhood residents and students, and public spaces that foster a sense of community, near the intersection of several diverse neighborhoods and major economic and institutional centers.

**12<sup>th</sup> avenue policies**

**CA-P72** Encourage increased housing density where appropriate, such as on 12<sup>th</sup> Avenue and on Yesler Way, and in mid-rise zoned areas.

**CA-P73** Facilitate the redevelopment of City-owned land, emphasizing mixed use where that type of development will contribute to the desired community character.

**CA-P74** Seek services and retail that builds on the neighborhood's proximity to Seattle University.