

## Attachment 7-A Neighborhood Planning Element: Central Area

### **Neighborhood Planning Element**

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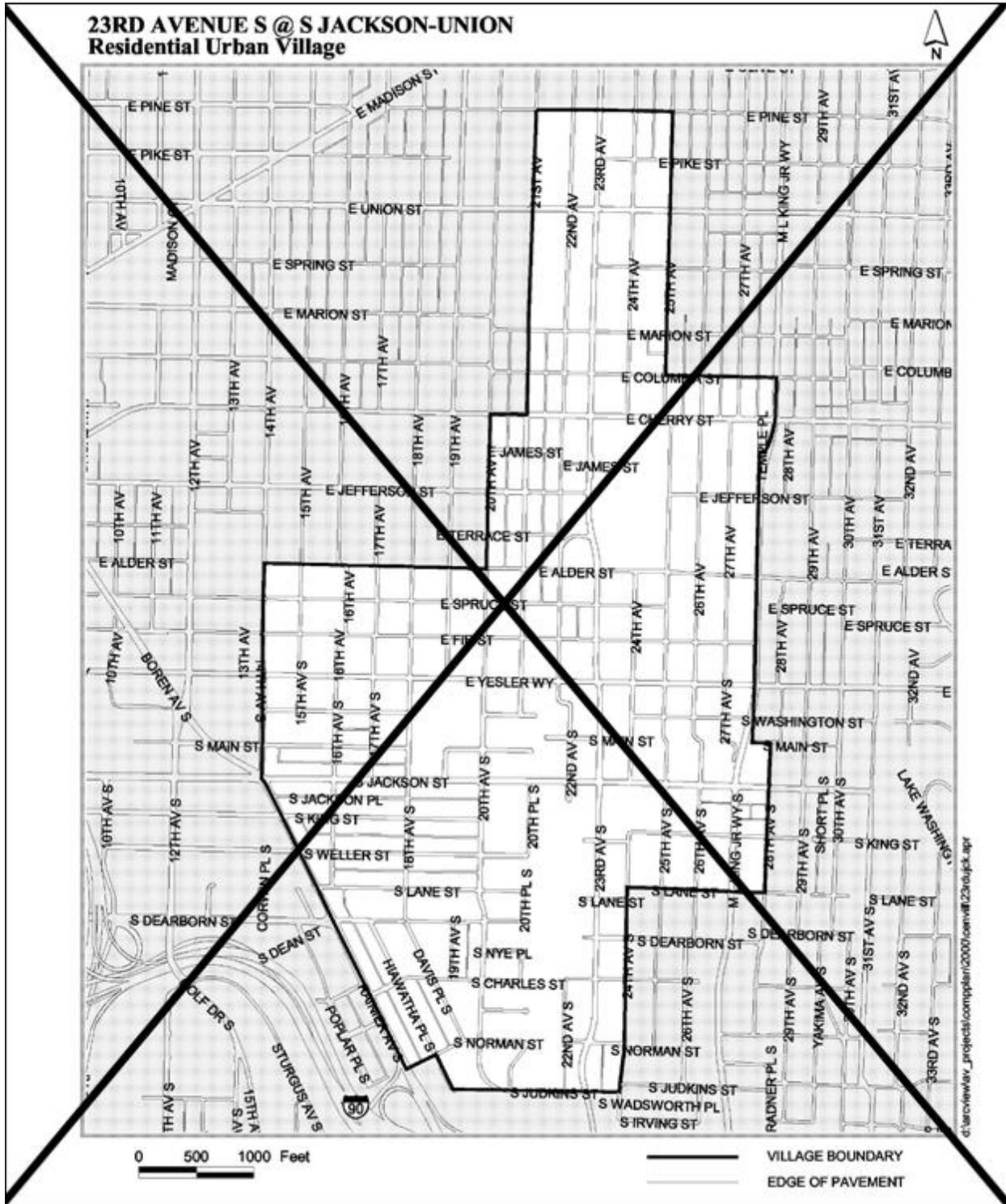
#### **B-6 Central Area**

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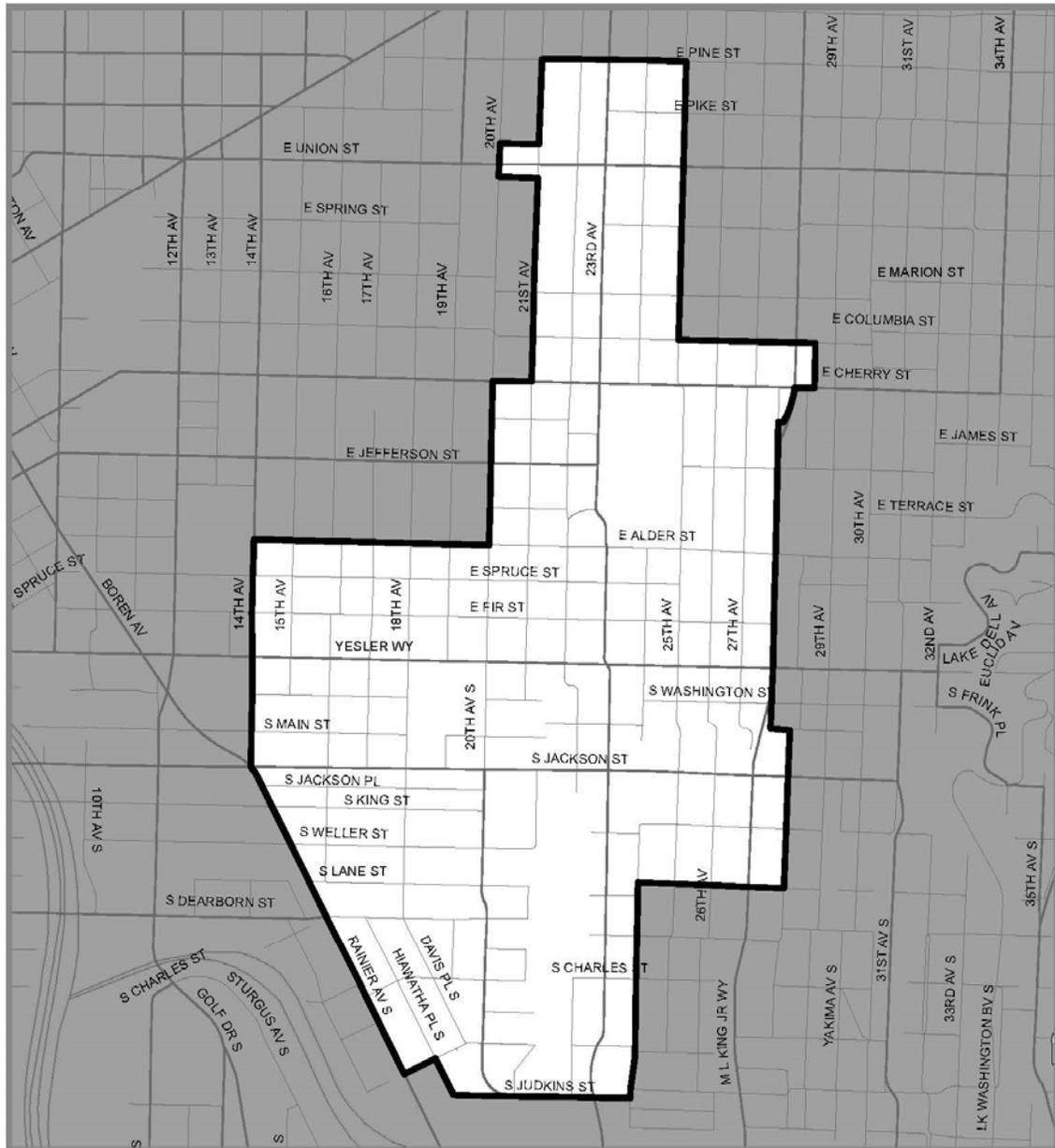
economic development policies

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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.



**23RD & UNION-JACKSON  
 Residential Urban Village**



**— CENTER / VILLAGE BOUNDARY**

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### 23rd avenue corridor policies

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**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.

**CA-P68** Consider rezoning single-family zoned parcels to neighborhood commercial to support continuation and expansion of services provided by local institutions such as the Cherry Hill Baptist Church.

### 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<sup>rd</sup> and Madison serving as the Central Area's northern commercial anchor.

### Madison-Miller policies

**CA-P((68))69** 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-P((69))70** 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-P((70))71** 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 ((H)) heritage;

- “Madison After Dark”;
- Community ~~((D))~~ diversity;
- The ~~((P))~~ physical and ~~((N))~~ natural ~~((E))~~ environment; and
- The area’s ~~((T))~~ transportation ~~((H))~~ history.

**CA-P~~((71))~~72** Explore the potential for an incentive-based East Madison “economic opportunity area.”

#### 12th 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.

#### 12th avenue policies

**CA-P~~((72))~~73** 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-P~~((73))~~74** Facilitate the redevelopment of City-owned land, emphasizing mixed use where that type of development will contribute to the desired community character.

**CA-P~~((74))~~75** Seek services and retail that build~~((s))~~ on the neighborhood’s proximity to Seattle University.

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