



The 23rd Ave Action Plan (Union-Cherry-Jackson)

Making Central Area a Great Destination for All

passion

empowerment

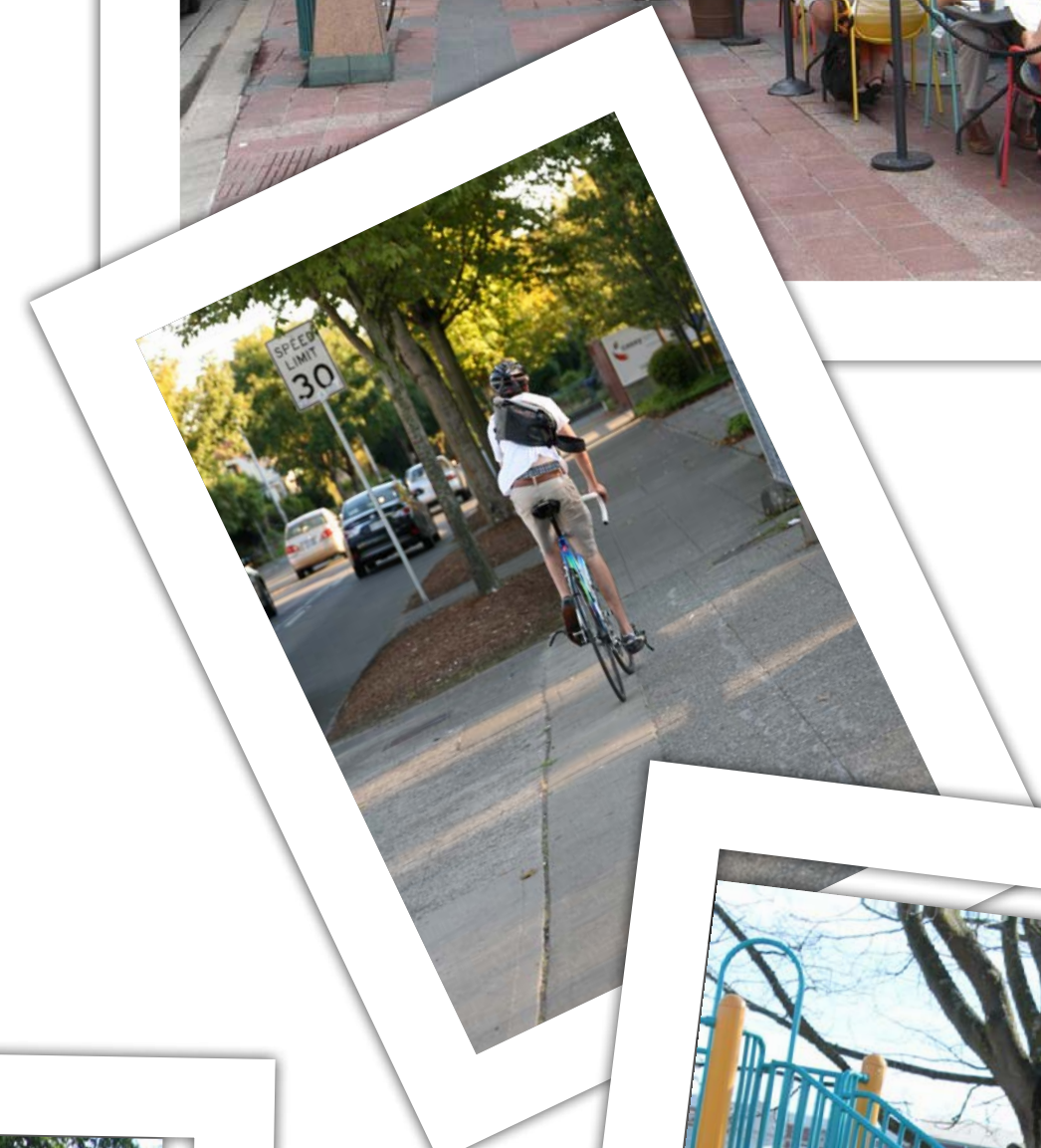
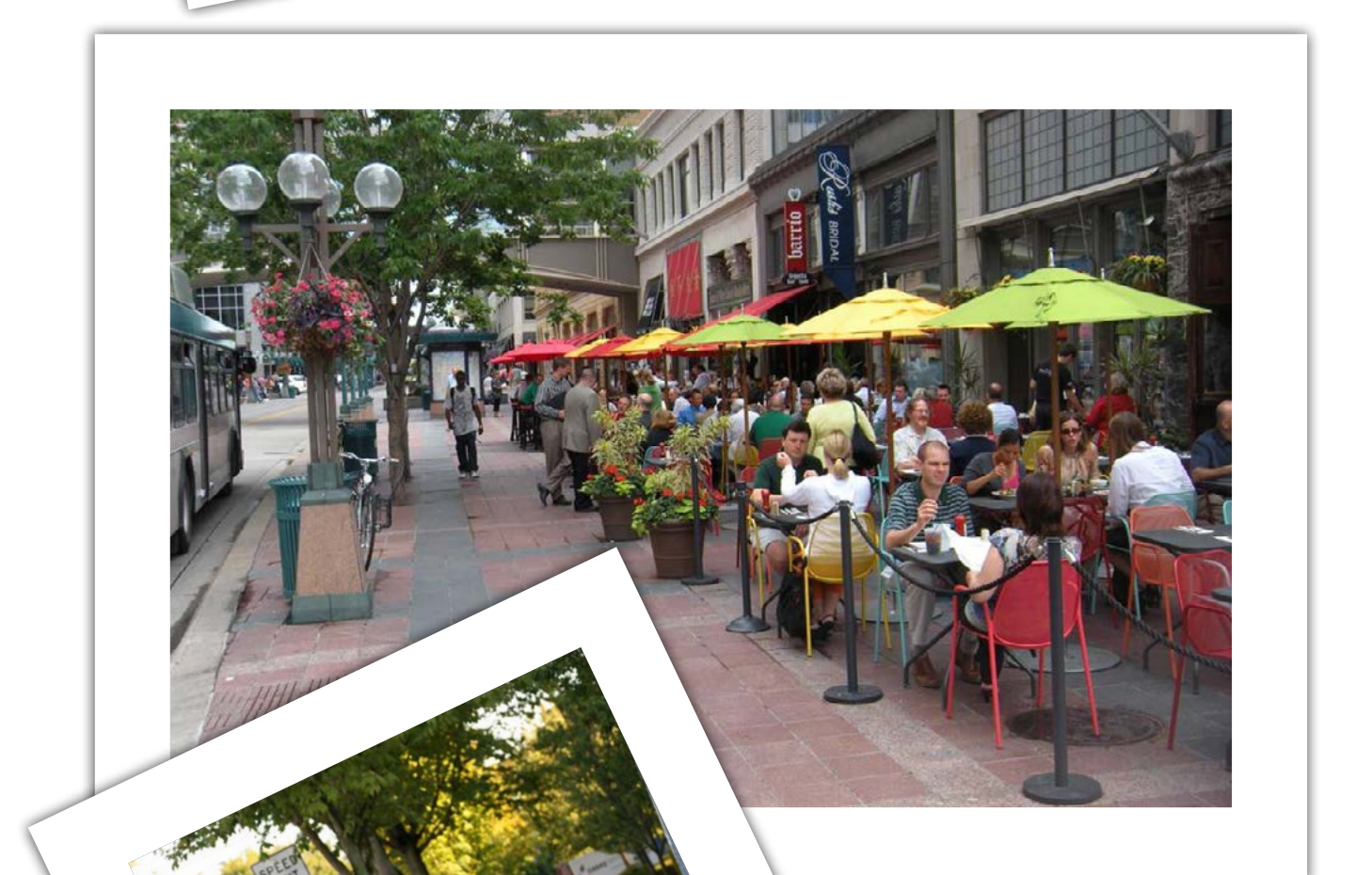
working together

What is it?

Things are happening at the beating hearts of the Central Area along 23rd Avenue – at Union, Cherry and Jackson where people gather, shop, work, go to school, worship and live. The Action Plan lays out the shared work of the community and the City, develops a shared vision, and identifies implementation strategies to turn passion into action. Together, we will help make this great neighborhood a healthier, safer, equitable and sustainable destination for the Central Area diverse community.

What are the Goals/Priorities?

- **A destination with unique identity** recognizes the Central Area as the historical heart of the African American community while welcoming all people in a multicultural, and layered environment that celebrates old and new
- **A neighborhood with connected people and community** where community assets serve and reflect the community and are equitably accessed by all people including youth, seniors and people of color, and where people from all backgrounds connect, engage, and learn from one another
- **A great business community** where commercial and community cores work together to provide a broad spectrum of goods and services, viable and sustainable commercial centers and proclaim the Central Area's identity
- **A community with livable streets for all** that includes an inviting street network that safely connects to key destinations for all transportation modes
- **A place that supports a healthy and stable community** that provides a safe and comfortable environment, opportunities for physical activity, social interaction, and affordable as well as diverse housing choices.



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 — the arts, schools, a library, and recreation facilities, 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.

Summary

Community Character and Identity

- Strengthen the unique identity and recognize the historical significance through improvements to the physical and social environment.
- Identify gathering opportunities and support programs that embrace diversity.

Appealing Environment for the Old and New (Urban Design)

- Enhance the historic character while encouraging pedestrian friendly mixed use development that respects the distinct character of each community core
- Use land use tools such as zoning and design guidelines to create vibrant commercial districts with residential density to sustain that vitality

Check out the Urban design and zoning boards to see what your neighborhood might look like

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Actions: Underway or Potential

- Create an annual street fair / block party on Cherry Street
- Create an Urban Design Framework
- Amend zoning and development regulations to foster vibrant residential and commercial cores with great businesses and residential capacity while preserving adjacent neighborhood single family housing
- Support the Garfield Campus improvement project
- Integrate public art into projects that represents the diversity of the Central Area
- Promote retail and entertainment uses that are pedestrian oriented
- Collaborate with property owners, developments and community members on future development



Connected People and 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, now and into the future.

Summary

Opportunities & Places for Gathering

- Seek community gathering opportunities within the commercial districts and unused properties

More Opportunities for Youth

- Provide youth with required skills, experience, job and education opportunities
- Improve youth engagement and leadership skills

Job and Other Services

- Support local living wage jobs, healthy workplaces, and strong linkage between jobs and training
- Provide resources and support for seniors, the immigrant/refugee and African American communities.

Community Partnership, Ownership and Leadership

- Provide life-long learning opportunities needed by the diverse community
- Support local leadership



Actions: Underway or Potential

- Work with property owners and developers to provide public accessible open space
- Support the Youth Empowerment Program tailored for Central Area youth (*completed for the 2014 pilot*)
- Schools, organizations and the community center work together to identify and provide more youth programs and activities
- Encourage local hiring by the City, local institutions, community organizations and businesses.
- Promote job training programs

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A Great Business Community

The Central Area is unique 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.

Policy Summary

A Good Mix of Shops and Services

- Provide a full range of goods and services for the entire community.

Easy and Equitable Access to Healthy Food

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

Business Development

- Support minority and locally owned businesses and culturally inclusive business associations to maintain the multi-cultural character.
- Support opportunities that facilitate start-up small businesses.



Actions: Underway or Potential

- Develop a comprehensive action plan for business district development
- Apply for Only in Seattle grant to support business community (*the 23rd Advisory Core Team received 2014 grant*)
- Implement a Market Assessment and Early Action Recommendations for the Central Area (*report completed 2014*)
- Support businesses at Union, Cherry and Jackson nodes that respect the scale of the neighborhood and provide a variety of shops and services
- Develop a business directory and walking map that identifies and promotes local businesses

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Livable Streets for All

The Central Area neighborhood has an inviting street network that safely connects key destinations for transit riders, bicyclists and pedestrians. A principle arterial, 23rd Avenue, runs north-south and moves people and goods within and beyond the Central District. The intersections of 23rd Avenue with Union Street, Cherry Street, and Jackson Streets are identified as places that play important roles in the community. While we strive to accommodate and balance the needs of a variety of users throughout the neighborhood, improving the safety and the walkability of the connections to the three nodes along the corridor is paramount to their success.

Policy Summary

- Create, maintain and improve a multimodal transportation network with a focus on pedestrians and transit users that connects community destinations with high capacity transit stations.
- Facilitate safe movement of all modes through education, enforcement, and engineering.
- Coordinate transportation and infrastructure project planning and construction.
- Develop creative solutions for minimizing single occupant auto usage.



Check out the 23rd Ave Corridor Improvement and Greenway boards to learn about the future of 23rd corridor

Actions: Underway or Potential

- 23rd Ave Corridor Improvement Project
- Central Area Neighborhood Greenway
- Organize a walking audit to address safety and place making opportunities
- Organize neighborhood bike rides to show people safe biking techniques and demonstrate it is a healthy and easy way to get around the community
- Support bus service
- Utilize traffic calming tools to improve road safety

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A Place That Supports Healthy and Stable Community

The Central Area is an inviting neighborhood that feels safe and comfortable to anyone to walk 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.

Policy Summary

Safe and Clean Environment

- Strengthen partnerships Among businesses, property owners, the community and the Seattle Police Department
- Support crime prevention programs and improve the appearance and cleanliness of commercial districts

Opportunities for All in Parks and Open Space

- Promote community participation in park facilities, improvements and programming.
- Promote greening and beautification of the neighborhood

Affordable & Diverse Housing Choices

- Support affordable and diverse housing programs and services
- Keep a range of housing prices and unit sizes including affordable family-sized units, and a balance of rental and owner-occupied housing.
- Encourage affordable housing near high-frequency transit and other community assets.
- Leverage publicly owned properties to produce affordable housing.



Actions: Underway or Potential

- Create strong community and police partnership to improve public safety
- Participate in the parks volunteers program
- Create park stewardship committee for better park management
- Encourage well-designed housing infill development in the mixed use commercial node to increase diverse housing choices including affordable housing
- Apply incentive zoning in future rezone for affordable housing
- Outreach to and educate residents of existing housing programs and subsidies

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