

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.

GOALS

- 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 been the center of the African American community and that this neighborhood has always been a place of welcome.
- The Central Area is a community that provides inclusive opportunities for everyone to participate in community projects.
- Distinct and mutually supportive business districts along the 23rd Avenue:
 - 23rd and Jackson - Shopping Center: the Central Area's shopping focal point, and a true “urban village.”
 - 23rd and Union - Business/Restaurant Center: A small scale commercial hub serving the neighborhood, providing a range of residential housing types
 - 23rd and Cherry - Community/Historic Center: A small scale community and commercial hub providing a variety of education, youth and other community activities



A Destination with Unique Identity

POLICIES

Community Character and Identity

- 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.
- 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.
- 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.
- Create opportunities for public spaces, public art, and gateways that engage and express the Central Area's unique heritage and identity
- Create activities and spaces for people with diverse cultures, ages and background to meet, share, learn and strengthen community ties.
- Support existing and new Central Area programs and expand on existing partnerships so these programs prioritize services to those who consider the Central Area to be central to their identity.
- Support a network of community based organizations that can coordinate diverse volunteers to implement community building programs and projects.



A Destination with Unique Identity

POLICIES (continued)

Appealing Environment for the Old and New (Urban Design)

- 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.
- Use zoning and design guidelines to encourage dense urban development in the commercial areas that creates a vibrant commercial district with businesses and housing supportive of the community.
- Encourage new pedestrian friendly mixed use development and increased housing density in and around the 23rd Avenue and Jackson Street commercial area that includes small and large businesses, opportunities for startup businesses, and affordable housing while preserving existing gathering spaces.
- Support additional retail, restaurants, services, and office space at 23rd and Yesler to create active sidewalks.
- 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.
- Preserve the historic, small-scale neighborhood character, immigrant and refugee owned businesses while providing a greater variety of shops and services and improving access and connectivity to community assets at 23rd and Cherry



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.

GOALS

- A connected and caring community that nurtures and supports all its members especially the children, youth and the elderly, and provide programs and services needed for its diverse community.
- The Central Area has strong schools with excellent programs and strong enrollment, producing exceptional students.
- 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.
- The Central Area has innovative and effective youth services.
- To support cultural diversity, there is improved access to education and employment training opportunities for all, especially for the youth.
- Develop and promote the empowerment of Central Area youth
- The Central Area has vibrant commercial districts with diverse economic opportunities for area residents, including family-wage jobs and a variety of employment.
- The Central Area has strong entrepreneurship that creates jobs and grows the local economy



SOURCE: HOPSCOTCHCD.COM



Connected People & Community

POLICIES

Opportunities & Places for Gathering

- Seek opportunities within the commercial districts to create open spaces for community gathering.
- Seek opportunities for public open space on unused or unimproved properties.

More Opportunities for Youth

- Provide the Central Area youth with required skills and experience needed for future careers and employment opportunities near where they live
- Support the growth of jobs for teenagers in the neighborhood
- Encourage the Central Area youth to actively engage in community activities and develop leadership skills
- Provide the Central Area youth with more cultural education and recreational opportunities
- Enhance community pride through multicultural community festivals, youth mentoring and other youth programs



SOURCE: CAPITOLHILLSEATTLE.COM

Connected People & Community

POLICIES (continued)

Job and Other Services

- Create strong linkages between job and vocational training, apprenticeship programs and jobs, with members of the community in need of such services, especially youth.
- Support projects that provide opportunities for local jobs and pathways to living wage jobs in the region's employment centers.
- Build strong partnerships to connect people with existing community assets and organizations to create new effective pathways for Central Area residents to achieve living wage careers.
- Strengthen the community by developing healthy workplaces where employees are treated with respect, and have a voice in decisions that impact their jobs, lives and community
- Provide seniors with needed resources and assistance and opportunities to engage with the community.
- Provide supportive service for immigrants and refugees

Community Partnership, Ownership and leadership

- Encourage local institutions, community-based organizations, and other agencies to provide life-long learning opportunities needed by the Central Area's diverse community

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.

GOALS

- The Central Area is a culturally and ethnically diverse and economically strong community. Its business districts provide the goods and services needed for this multicultural community who live, work, worship and shop here.



SOURCE: DKA ARCHITECTURE



A Great Business Community

POLICIES

A Good Mix of Shops and Services

- Support vibrant and attractive diverse and distinct commercial districts in providing a range of goods and services for those who live, work and shop in the neighborhood.

Easy and Equitable Access to Healthy Food

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

Business Development

- Support efforts to encourage existing and new minority and locally owned businesses in the Central Area to grow and expand.
- Support implementation of coordinated long-term strategies for commercial district improvement including support for existing or expanding small businesses and ethnically based businesses to maintain the multi-cultural character.
- Provide opportunities and support for entrepreneurs and start-up small businesses
- Support a strong culturally inclusive business association that supports the vitality of a business district that serves the entire community.



Livable Streets for All

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

GOALS

- 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.
- 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.



Livable Streets for All

POLICIES

- Facilitate movement of residents, workers, visitors, and goods within the Central Area with a particular focus on increasing safety.
- Support a multimodal transportation network that connects community destinations such as economic centers, schools, recreational facilities, shopping nodes, and social gather places; and that links the Central Area to other neighborhoods.
- Encourage a full range of transportation choices including transit, bicycles, walking and shared vehicles.
- Consider traffic calming measures on Central Area arterial streets.
- Work with institutions/businesses to develop creative solutions for minimizing single occupant auto usage by employees and students.
- Promote capital improvements and maintenance that enhance pedestrian safety, mobility and access to encourage walking.
- Maintain and improve pedestrian infrastructure including sidewalks, stairways, pedestrian underpasses, and planting strips and medians on arterial streets.
- Consider improvements to unimproved right of ways to foster pedestrian access and mobility.
- Coordinate project planning with affected adjacent neighborhoods.
- Provide safety for pedestrians along and across Central Area arterials to reach schools, parks, businesses, services, and transit.

Livable Streets for All

POLICIES (continued)

- Facilitate convenient transit access to local and regional employment centers for Central Area residents.
- Encourage shared parking at business nodes in order to meet parking requirements while minimizing the size of surface parking lots and maximizing space for other uses.
- Encourage coordination of construction work within the street rights of way in order to maximize the public benefit and minimize the disruption of the street.
- Improve road safety through public education, targeted enforcement, and engineering measures.
- Develop a multi-modal access plan for proposed and future high capacity transit stations (Bus Rapid Transit, Light Rail) that serves or is near to the Central Area
- Create safe pedestrian and bicycle access to bus and light rail service, and to the business districts.
- Encourage King County Metro to provide effective bus service through the neighborhood to the light rail station and surrounding community facilities.

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.

GOALS

- This neighborhood is, and feels, safe and inviting for people and businesses
- A community with functional, well maintained and connected parks, open space, and recreational facilities to serve the Central Area's diverse population
- A stable community that supports the broad economic, cultural and family-size diversity of this neighborhood by keeping housing affordable with a balance of both single-family and multifamily housing for both renters and owners.



A Place that Supports Healthy and Stable Community

POLICIES

Safe and Clean Environment

- Create a secure environment for people and businesses
- Support crime prevention programs that involve the broad diversity of the community, the business community and the City to decrease crime and to address underlying conditions that may encourage crime.
- Encourage partnerships among businesses to create a safe and active commercial district
- Seek opportunities for the community and the Seattle Police Department to strengthen partnerships.
- Support efforts to improve the appearance and cleanliness of business districts.

Opportunities for All in Parks and Open Space

- Work with the community to ensure that park facilities, improvements and programming reflect the needs of the neighborhood.
- Work with community members, organizations, schools and institutions to provide park stewardship.
- Promote greening and beautification of the neighborhood through local citizen participation.



A Place that Supports Healthy and Stable Community

POLICIES (continued)

Affordable & Diverse Housing Choices

- Advocate for more flexible options for mortgage financing, and strive to remove barriers to home-ownership and renovation loans for local residents.
- Support sweat-equity housing programs.
- Support housing services that encourage age integration
- 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.
- Maintain and create affordable housing to keep a range of housing prices and unit sizes and a balance of rental and owner-occupied housing
- Encourage development of housing available in a range of prices, tenure and sizes, including affordable family-sized units with amenities for families that incorporate sustainable development practices.
- Support low-income, senior and disabled renters and homeowners with supportive services that will allow them to continue to live in the neighborhood
- Encourage affordable housing in close proximity or with easy access to community assets and amenities
- Target affordable housing investments near investments in high-frequency transit to reduce the transportation costs of low-income households.
- Leverage publicly owned properties to produce affordable housing.
- Provide development incentives to multi-family housing developers for provision of affordable housing units within market rate housing projects.