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.

Goal A: A DESTINATION WITH UNIQUE IDENTITY
The Central Area is an inviting neighborhood that anyone can feel safe and comfortable walking around at any time of day. Its many parks and good lighting make it 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.

Goal B: CONNECTED PEOPLE & COMMUNITY
The Central Area is rich in community assets. It has visual and perceptual richness, which is revealed.

Goal C: 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.

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

Goal 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.

23rd Avenue Action Plan

What We Heard
The history, cultural heritage and diversity are important, and need arts, events and programs to tell these stories and enhance them.

The small scale neighborhood feel is important for Union and Cherry. Need pedestrian friendly development that serves diverse community

Need safe gathering opportunities for diverse group, families and youth
More training, employment, recreational and empowerment and engagement opportunities for Central Area youth
More local living wage jobs and assistance. Care for the elderly. Community has lots of assets but need better partnerships
Need distinct business designation at each core providing shops and services that serve different needs of the diverse community
More healthy food options
Inclusive business organization. Support small local businesses and starting up entrepreneurs
Community destinations and schools are not easy and safe to get to other than driving
Transit service are very important and need improvement. Sidewalk is not wide enough and well lit.
More eyes on the street. Improve the perception of safety
Safe and better care for parks. Better connection with other parks and facilities. Safe and accessible access to parks.
More affordable housing that accommodates various demographic needs

Community Prioritized Strategies
(a) Community Character and Identity
Support existing and provide new events, festivals and programs to share and learn different cultures
Develop an ongoing maintenance and beautification program
Develop strategies to minimize displacement of existing residents and businesses
(b) Appealing Environment for the Old and New (Urban Design)
Enhance pedestrian friendly streetscape and streetfront activities
Preserve the existing historic characteristics for Union
Preserve the existing historic characteristics and neighborhood feel for Cherry
Provide opportunities for sidewalk cafes along Cherry Street

(a) Opportunities and Places for Gathering
Identify opportunities for new gathering places
(b) More Opportunities for Youth
Provide training and employment opportunities for youth including apprenticeships and internships
Provide more opportunities to engage and empower the youth
(c) Jobs and Other Services
Improve access to living wage jobs, trades, as well as entrepreneurial skills
(d) Community Partnership, Ownership and Leadership
Utilize schools for community uses after school hours

(a) A Good Mix of Shops and Services
A mix of small & large businesses that serve local and the larger community
Small neighborhood businesses at Union core
Adding variety of businesses at Cherry core
Broad range of small and large businesses at Jackson core
(b) Easy and Equitable Access to Healthy Food
Encourage urban agriculture on city-owned and private properties
(c) Business Development
Provide existing small businesses with solutions to stay in the area

(a) A Network that Connects Destinations
Improve walking environment including sidewalks, pedestrian crossing, signals, street trees and lighting
(b) Safe and Livable 23rd Avenue (A Separate SDOT Project)
Provide high quality transit services on 23rd Ave that connects destinations
Identify needed improvement for bus stops such as shelters, real-time info signs
Create a public art plan for the 23rd Avenue corridor

(a) Safe and Clean Environment
Evaluate key concerned areas to reduce crime and unsafe activities
(b) Opportunities for all in Park and Open Spaces
Improve the maintenance of existing parks and open space network
Develop park stewardship groups
Identify temporary opportunities on vacant parcels such as open space, recreation, arts, and other purposes
(c) Affordable and Diverse Housing Choices
Develop affordable housing strategies and expand affordable housing stock
Expand affordable multi-family housing in the core areas
Encourage green built affordable housing
Ensure current residents keep and continue living in their home

Action Examples
- Revive the Central District Art Walk
- Promote neighborhood events such as Neighborhood Night Out
- Neighborhood clean-up
- Develop a citywide anti-litter campaign
- An urban design study for Union, Cherry and Jackson
- Get people engaged in the design and development
- Inventory vacant/underutilized properties and identify potential reinvestment opportunities
- Create an inventory that identifies and promotes places that are available for community use
- Explore training and employment opportunities with the Seattle Youth Employment Program, SVI, Wood Tech Center, Pratt and local companies
- Develop multi-generational engagement strategies
- Encourage local hiring in the city contracting process and through Local Hire program
- Identify how other locations have made it work
- Develop a comprehensive action plan for business district development
- Submit an application to Only in Seattle to secure funding for 2014
- Retail study and market analysis
- Identify gardening opportunities on minor arterials and the greenway
- Street fair that features local businesses
- Improve storefront appearance to invite shoppers
- Walking map with local businesses identified
- Organize walking group audit
- Work with Red Apple for safer pedestrian access
- Explore ways to keep bus route #27
- Work with Red Apple for safer pedestrian access

City Dept
- Arts & Culture, Parks & Recreation, DON, OED, SPU, OH, SDOT, DPD
- DPD, OED, SDOT, Parks & Recreation
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- HSD, OED, DON, Parks & Recreation, OFE
- SDOT, OED, DPD
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- OSE, SDOT, DON, Public Health
- SDOT, DPD, DON
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