

5th Avenue Improvement Initiative

Stakeholder Meeting #1

November 16, 2019, 10:00 am – 11:30 am, Carl Maxey Center

Meeting Notes

Meeting Objective

Discussion with community leaders and City of Spokane to identify ways to re-engage residents and stakeholders in a neighborhood-led effort to revitalize East 5th Avenue between Liberty Park and Thor/Freya.

Review and Discussion: Budget line items as presented in 2019-2024 Citywide Capital Improvement Program Update

Discussion: Provide update on N/S Freeway

- WSDOT updates on N/S freeway connection and its impact to East Central Community specifically freeway entrance and exit points and pedestrian bridges.
 - Traffic revision along 3rd Avenue
 - Thor/Freya is main entrance, exit
- Pedestrian bridges will be replaced – could move locations
 - Children of the Sun Trail connection
- Concern – children can cross over freeway to library

Discussion: Defining East Central area – what is 5th Avenue area identity?

- Defining area could increase ability to focus funds on this area, like East Sprague District has done. Don't want to miss out on fund allocation for 5th Avenue.
 - Consider tracking CDBG money and show where it has been allocated on last 10 years. Money for revitalization in neighborhood has been going to other areas in East Central.
 - CDBG changes to NCDP on District level, and there is a risk of 5th Avenue getting lost even more.
- Don't want to lose the East Central identity but want to carve out unique identity.
 - Neighborhood boundary is very large – perfect example of catalyst to change boundaries of neighborhoods are and how big they are, and make them more accessible
 - Part of District 1 and part of District 2 – makes neighborhood identity very challenging
 - Competition with South Hill Senior Center
 - Having own identity gives community a collective voice to advocate for at City level
- What do you consider the boundaries of the neighborhood?
 - Discussion at ECNC of neighborhood boundaries
 - Re-educating ourselves to who we are, what do we include
 - Conversation needs to be a major part of what we propose
 - Residential core – people live here
 - Businesses are on periphery

Discussion: Underhill Park

- Very underutilized in neighborhood. Shouldn't be a disparity between Liberty Park and Underhill Park.
- Big population of youth at Underhill Park.
- Consider other amenities like interactive play equipment
- Need lighting improvements for safety. No electrical or water hookup in Underhill which impacts ability to host more events there.

Discussion: Marketing and Communication

- More marketing needs to be done to know who we are, be more inclusive
 - Pulling neighborhood together – marketing plan?
 - Library tracks new movers
- What is our best way of communicating with the neighborhood?
 - Don't have a bulletin board at Fresh Soul? Carl Maxey Center?
 - Challenging to disseminate information in accessible and relevant way
 - Suggestion: Urbanova – survey in neighborhood
 - Welcome committee – let them know what we have in the neighborhood
- We need partnerships
 - City of Spokane
 - Incoming District 2 City Council members
 - City Council President

- Incoming City Administration
 - Domino's Pizza Franchise
 - Fred Meyer
 - Foundations & Funders
 - CHAS
 - ECC Business Owners
 - Individuals, foundation, etc. Partners that are invested here.
 - Talk with Zone Project to refer kids back and forth
- How do we build a network?

Discussion: Challenges and Opportunities

- Tutoring and Rec Center – help kids know what is available, understand what kids need
- Large immigrant population – translation and interpretation needs
 - What resources exist?
 - Language barriers, cultural barriers
 - Resources – connect with schools
- Collaborate and coordinate services within the area
 - Young people, elderly
 - Don't want to duplicate, want to be efficient

Discussion: Outcomes

- December community forum – what sort of presentation will we be doing?
 - This group will help shape that
 - Movement towards collective impact
- Not meeting just to create a report – meeting to discuss the revitalization of 5th Avenue
 - Really want to discuss: What is needed here?
 - Much wider than any one building being funded
 - Whole 5th Avenue area
- Goal of revitalization
 - 5th Avenue needs to be the focus – hope and desire is to be a part of something to bring attention and economic resources to this part of the community
 - Focus area is Sheridan Elementary School to Liberty Park
 - Look at connectivity
 - How do we reach the whole community through collaboration?
 - A lot of resources on 5th Avenue, but need to coordinate
 - If we revitalize the 5th Avenue commercial core, it will spread outwards throughout the neighborhood.
- Funds – need to equalize where funding has been going
 - Do we have the power to make those changes?
 - Trying to balance it out
- Question: What are Community Empowerment Zone boundaries? What does it do?
- What are the topics we need to bring to the table?

Consensus:

- Scope is 5th Avenue – Sheridan Elementary School to Liberty Park
- Pastor Rodney will provide update to East Central NC meeting

Additional Stakeholders to Consider:

- Spokane Public Schools
- Fred Meyer – supposed to be involved
- Dominos
- City Council members for District 2

Follow-Up

- Continued clarity regarding purpose of establishing group and what issues group will address. Identify Group Priorities
- Create strategy to share out information with community at large.