• Challenges include:
  o Safety – lighting
  o Crime
  o Sidewalk Infrastructure – walkability
  o Gentrification
  o Quality, Affordable Housing
  o Not about cleaning up - Need to revitalize
  o Availability of off-street parking as an obstacle to business development
• Traffic calming
  o Cross walks, blinking speed limit signs, crossing flags, lower speed
  o Altamont Street – need for traffic calming, planting strip between sidewalk and travel lanes
  o A need to foster better non-motor uses on Altamont
  o Neighborhood walkability improvements
• Streetscape Improvements
  o Additional trees, lighting (make more pedestrian friendly, safer)
    ▪ Need for better lighting on 5th Avenue to create a sense of safety
  o Crime Prevention through Environmental Design
• Focus on youth
  o Challenges: Homelessness, school attendance and performance, food insecurity, parental support
  o Empower youth: youth programming and tutoring, community role models
  o Parenting skills
  o Tutoring and Rec Center – help kids know what is available, understand what kids need
• Neighborhood retail
  o Business center for local services, commercial activity, community gatherings
  o Façade improvements
  o Main street improvements
  o Need for business that reflect culture of neighborhood
    ▪ Promote and support refugee owned businesses
  o A Neighborhood Gathering Place
  o An International District
  o Neighborhood Spaces to come home to after work
  o Potential opportunities for business clusters (Altamont, Freya, between Haven/Fiske on 5th)
    ▪ 5th Ave, west of Altamont toward Liberty Park, neighborhood commercial clusters, with mom & pop establishments that are reflective of and cater to the culture of the Marshallese community – neighborhood coffee shop, ethnic food, art
    ▪ 5th Ave, Altamont to Thor, neighborhood commercial clusters, with mom & pop establishments that cater to and are reflective of the African-American Community, e.g. neighborhood coffee shop, clubs, bakery, pizza parlor
  o A need for a better understanding on what for-profit entities could stay in business
  o Façade Improvement Project
  o Window Replacement Fund
  o Infill development with mixed-use buildings within the retail center
• Public space
  o Liberty Park – basketball courts, master park plan
  o Underhill Park - Big population of youth
  o Infusion of art
  o Dog park at one of the parks or on other public space would generate potential for animal themed commercial cluster, e.g. dog grooming, veterinarian, etc.
  o Consider other amenities like interactive play equipment
  o Need lighting improvements for safety. No electrical or water hookup in Underhill which impacts ability to host more events there.
  o Utilize asset of Ben Burr Trail as a boundary and crossing point
• Preservation of affordable housing
  o Foster Quality, Affordable Housing
  o Increase Curb Appeal of Neighborhood
• Recognition of neighborhood diversity and needs
  o Leverage and protect the neighborhood diversity
  o Provide for neighborhood while inviting people in
  o Large immigrant population – translation and interpretation needs, cultural relevancy
• 5th Avenue Identity
  o Don’t want to lose the East Central identity but want to carve out unique identity.
  o Neighborhood boundary is very large – perfect example of catalyst to change boundaries of neighborhoods and how big they are, and make them more accessible
  o Part of District 1 and part of District 2 – makes neighborhood identity very challenging
  o Competition with South Hill Senior Center
  o Having own identity gives community a collective voice to advocate for at City level
  o Social capital
  o Gateway near Liberty Park
• Marketing and Communication
  o More marketing needs to be done to know who we are, be more inclusive
  o What is our best way of communicating with the neighborhood?
  o Need partnerships – how do we build a network
  o Collaborate and coordinate services within the area
• Goal of revitalization
  o 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
  o Focus area is Sheridan Elementary School to Liberty Park
  o Look at connectivity
  o How do we reach the whole community through collaboration?
  o If we revitalize the 5th Avenue commercial core, it will spread outwards throughout the neighborhood.