

5th Avenue Initiative Discussion Topics

Updated December 2019

- Challenges include:
 - Safety – lighting
 - Crime
 - Sidewalk Infrastructure – walkability
 - Gentrification
 - Quality, Affordable Housing
 - Not about cleaning up - Need to revitalize
 - Availability of off-street parking as an obstacle to business development
- Traffic calming
 - Cross walks, blinking speed limit signs, crossing flags, lower speed
 - Altamont Street – need for traffic calming, planting strip between sidewalk and travel lanes
 - A need to foster better non-motor uses on Altamont
 - Neighborhood walkability improvements
- Streetscape Improvements
 - Additional trees, lighting (make more pedestrian friendly, safer)
 - Need for better lighting on 5th Avenue to create a sense of safety
 - Crime Prevention through Environmental Design
- Focus on youth
 - Challenges: Homelessness, school attendance and performance, food insecurity, parental support
 - Empower youth: youth programming and tutoring, community role models
 - Parenting skills
 - Tutoring and Rec Center – help kids know what is available, understand what kids need
- Neighborhood retail
 - Business center for local services, commercial activity, community gatherings
 - Façade improvements
 - Main street improvements
 - Need for business that reflect culture of neighborhood
 - Promote and support refugee owned businesses
 - A Neighborhood Gathering Place
 - An International District
 - Neighborhood Spaces to come home to after work
 - 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
 - A need for a better understanding on what for-profit entities could stay in business
 - Façade Improvement Project
 - Window Replacement Fund
- Infill development with mixed-use buildings within the retail center
- Public space
 - Liberty Park – basketball courts, master park plan
 - Underhill Park - Big population of youth
 - Infusion of art
 - 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.
 - 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.
 - Utilize asset of Ben Burr Trail as a boundary and crossing point
- Preservation of affordable housing
 - Foster Quality, Affordable Housing
 - Increase Curb Appeal of Neighborhood
- Recognition of neighborhood diversity and needs
 - Leverage and protect the neighborhood diversity
 - Provide for neighborhood while inviting people in
 - Large immigrant population – translation and interpretation needs, cultural relevancy
- 5th Avenue Identity
 - 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
 - Social capital
 - Gateway near Liberty Park
- Marketing and Communication
 - More marketing needs to be done to know who we are, be more inclusive
 - What is our best way of communicating with the neighborhood?
 - Need partnerships – how do we build a network
 - Collaborate and coordinate services within the 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?
 - If we revitalize the 5th Avenue commercial core, it will spread outwards throughout the neighborhood.