

# Avondale

REVITALIZATION

*Vision*

2018 - 2022

## A Community Connected

CASHION

HISTORIC  
AVONDALE

LAS LIGAS

RIO VISTA



The Avondale Revitalization Plan was created in partnership with residents, business owners, non-profit organizations and other community stakeholders who care deeply about the neighborhoods within our historic core.

**Cashion, Las Ligas, Rio Vista** and **Historic Avondale** maintain a unique, historical character. Revitalization of these areas is dependent upon the continued support, engagement, and determination of the entire community. This document highlights Avondale's long-term commitment to a connected community and specific goals to enhance the quality of life within the revitalization neighborhoods.

## NEIGHBORHOOD RESOURCES

### INCREASE AWARENESS OF PROGRAMS & SERVICES

- ▶ Cross-promote programs and services within city departments and develop new programs where service gaps are identified.
- ▶ Seek out neighborhood leaders to help with community outreach. Encourage residents to share their experience with City programs and services.
- ▶ Distribute marketing material through high traffic locations.

### ENHANCE NEIGHBORHOOD APPEARANCE

- ▶ Create a visual identity for neighborhoods through beautification programs.
- ▶ Proactively engage residential and commercial property owners to encourage compliance with city codes.
- ▶ Remove vacant unsafe structures and promote private-public partnerships.
- ▶ Establish lighting uniformity within commercial corridors.

## HOUSING

- ▶ Preserve and protect the character of the neighborhoods housing stock through compatible infill housing.
- ▶ Provide financial and educational assistance to first time home buyers.
- ▶ Expand housing programs and development incentives to encourage investment.

### INCREASE HOMEOWNERSHIP

- ▶ Promote existing home repair programs and provide home maintenance classes.
- ▶ Preserve, improve and increase the supply of affordable housing units.
- ▶ Develop incentives for landlords to maintain and upgrade rental properties.
- ▶ Seek out innovative financing to implement a One-for-One Home Replacement Program.

### ENCOURAGE THE MAINTENANCE OF EXISTING HOUSING STOCK

## ECONOMIC DEVELOPMENT

### SUPPORT SMALL BUSINESS GROWTH AND SUCCESS

- ▶ Actively market investment opportunities to minimize vacant storefronts.
- ▶ Increase awareness of small business resources and special incentives.
- ▶ Strengthen relationships between local merchants and small business assistance organizations.
- ▶ Research resources to develop a mercado/ small business incubator for start-ups.

### PROMOTE WORKFORCE DEVELOPMENT

- ▶ Connect existing youth and adult mentoring, job training and placement programs with workforce needs.
- ▶ Support current job and resource fairs and engage colleges and universities to promote career opportunities.
- ▶ Promote and advocate for opportunities that foster financial self-sufficiency.

### CASHION

*"The community of Cashion has many families and friends. Cashion is a caring community."*

~ Martina S., community champion

### HISTORIC AVONDALE

*"Historic Avondale has preserved the true history and culture of Avondale creating a home town feeling with families that have lived here for generations."*

~ Laura G. and Robin V., owners of Laura's Burgers

### LAS LIGAS

*"The neighbors are great. I really like the various programs for the children, I home school so we definitely love that they redid the park. It allows my children and me to get together with other kids and moms. Things are getting better."*

~ Gabriela B., Las Ligas resident

## COMMUNITY PARTICIPATION

- ▶ Increase awareness of volunteer opportunities and community events.
- ▶ Create at least one neighborhood civic association in each revitalization area.
- ▶ Host quarterly neighborhood events to connect with the community.
- ▶ Develop a "Neighborhood Empowerment University."

### INCREASE LEVELS OF CITIZEN ENGAGEMENT

## HEALTH AND WELLNESS

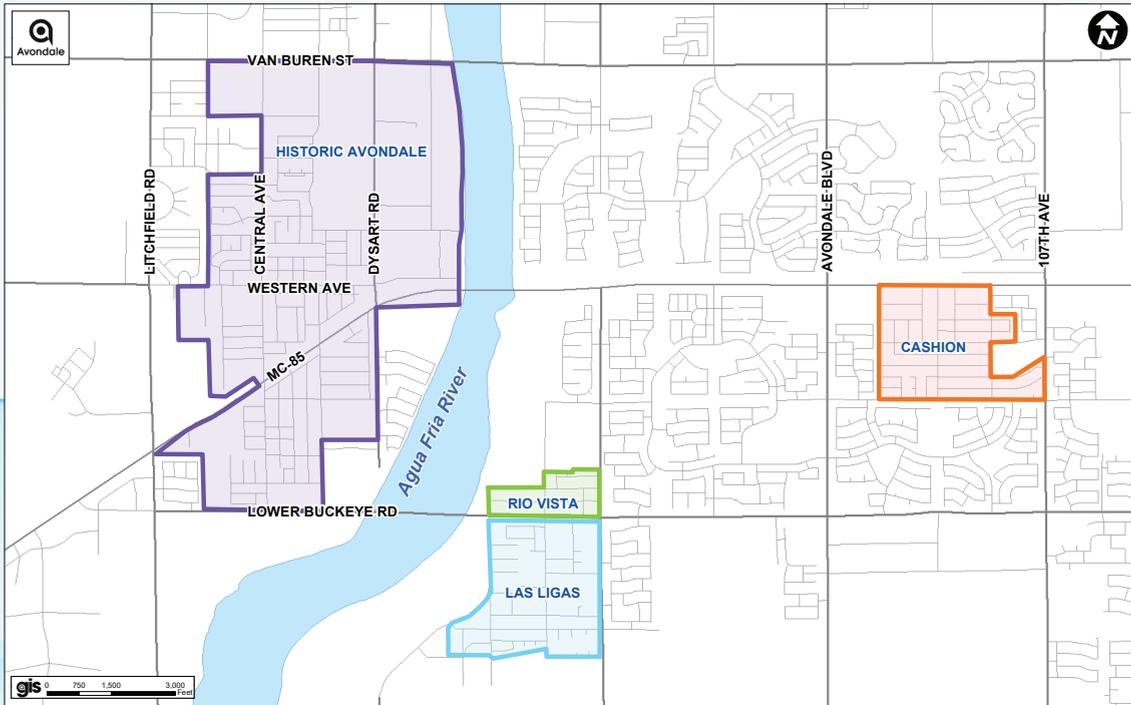
- ▶ Empower residents to be active and embrace a healthy lifestyle.
- ▶ Upgrade neighborhood infrastructure to current code standards.
- ▶ Improve pedestrian mobility between neighborhoods and commercial corridors.
- ▶ Continue to encourage the development of neighborhood block watch groups.

### PROMOTE HEALTHY LIVING

### RIO VISTA

*"I was born here in Avondale. I like the people, the area. Most of my neighbors are friendly. It has all changed since I was younger. But overall, I would rather live here in Rio Vista than anywhere else. It's my home."*

~ Antonio H., lifelong resident and veteran



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