

# Avenue Initiative Revitalization Strategic Goals



avenue initiative  
revitalization

1 **— Safe Streets and Spaces —**  
The goal is to make the Avenue area a safe community in which to live, and attractive for people outside of the area to work, shop, and dine.

2 **— Community Life —**  
The vision is to recognize the area as a place rich in history, diversity, and character. Residents and business owners work together to resolve issues and have fun together through community events.

3 **— Thriving Economy —**  
The aim is to make 118 Avenue “the” place to have a business; a well kept area that attracts visitors with its character, variety of products and services, and special events and community celebrations.

4 **— Environmental Well-Being —**  
The Avenue will become a picturesque community with a “village” feel. Traffic is lighter because more people walk or commute. Business owners and residents show pride in their properties through greening efforts like flower beds and street-corner planters.