

# VISTA AVENUE

## A Healthy Corridor

### Our Vision

Vista Ave is a healthy and vibrant economic corridor, that is connected to the community and is a gathering place for all neighborhood members.

### Our Goals

- 1 Vista Avenue is a **thriving commercial corridor** that promotes positive change, reflects our diverse character, and offers opportunity for all.
- 2 Vista Avenue is a beautiful, livable **neighborhood gathering place and vibrant business center**.
- 3 Vista Avenue is an **attractive destination** our City can be proud of.
- 4 Vista Avenue provides **good access** to, from and around our neighborhood for everyone.

### Three Focus Areas



#### Streets and Circulation

Make the street safer, more comfortable, and attractive for pedestrians, bicyclists and people using public transit.



#### Economic Development

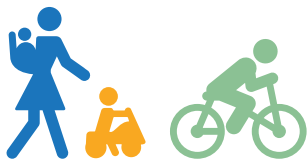
Improve the appearance and economic vitality of businesses on Vista Avenue.



#### Character, Health and Connectedness

Create an identity for Vista Avenue that builds community, opportunity and well-being.

### Into ACTIONS



#### Moving

- Provide safe bike routes
- Widen sidewalks
- Add signals and crosswalks



#### Greening

- Plant more trees and landscaping
- Add small parks and plazas



#### Enlivening

- Host events
- Improve storefronts
- Add public art



#### Leading

- Support and strengthen business association
- Tell the story of Vista's past and future
- Encourage local leadership

Start improvements in small, focused areas, and grow investments along the length of the corridor over time.

