

East End Goals

The Goals of the East End Small Area Plan are designed to serve as the social and economic drivers for the planning and redevelopment of the neighborhood. The East End Plan is about improving the quality of life through a set of goals that can be used to guide planning and development decisions that will have an impact on the area.

The goals are about housing and its affordability, a safe community, creating a viable and sustainable retail area, creating local employment opportunities, community and social service facilities that reflect the needs of the neighborhood and its residents, safe and attractive public spaces, efficient and safe multiple modes of transportation, and a green and environmentally friendly neighborhood.



1. Recognize, restore, preserve, and conserve the historic, ethnic, and cultural character and resources of East End.
2. Create housing that is affordable, accessible, and attractive to a diverse range of people.
3. Promote new commercial development to create a mix of uses that respects and enhances the residential neighborhoods of the East End.
4. Promote opportunities to leverage positive impacts and encourage compatibility from civic investments.
5. Create a neighborhood where daily needs can be met by walking, cycling or transit.
6. Enhance and enliven the streetscape with landscaping, art, and signage.
7. Ensure compatibility and encourage a complimentary relationship between adjacent land uses through strong urban design.
8. Ensure that safety is a top priority.
9. Protect and enhance personal health and the local environment
10. Utilize technology to connect the neighborhood to itself and to the world.
11. Utilize community organizations to increase social capital in the neighborhood.
12. Grow a locally based economy that offers opportunities to all residents.
13. Create a green and environmentally acceptable neighborhood through the recognition of the interdependence of environmental, economic, and social equity concerns.