

Mission Statement

Through mutual cooperation, forward thinking, and timely action, the stakeholders of the Central Avenue Historic District are committed to investing in ongoing thoughtful improvement and development of the neighborhood; and initiatives that promote and sustain cleanliness, safety, aesthetic beauty and continuity, cultural richness and diversity, environmental health, and an overall atmosphere of well being that is inclusive and invites prosperity, community involvement, and positive interaction among all peoples.

Vision

In recognition and appreciation of their important history, rich culture, and diverse businesses, residents and visitors in the Central Avenue Historic District, the stakeholders envision a thriving, healthy and attractive business and residential district that supports and sustains the kind of neighborhood everyone wants to do business in, live in and visit: clean, safe, bustling with commerce and positive community interaction; a cultural treasure, an attractive destination, and a place where young people can grow up safe and strong, where businesses can prosper, and where we honor the past, invest in the present, and manifest a bright and beautiful future.



Cal Poly Pomona Students are on Central Avenue!

California State Polytechnic University, Pomona Students from Professor Courtney Knapp's Department of Urban and Regional Planning class selected Central Avenue for their student projects for the fall 2017 and winter 2018 semesters. The students will be on the corridor every Wednesday and Friday conducting interviews for their business assessment videos, researching opportunities for parking demand management, preparing maps of the businesses and documenting the historical elements in and around the district.

Please welcome the students; and share your thoughts when they visit!

Please Give Your Input on Street Vending!

Please be sure to complete your survey on the illegal street vending so that CAHD can include your input in the street vending management plan for Central Avenue.

Should vending be allowed? Should we create special areas for vending? Does vending impact your business? **Please complete the attached survey today!**

Build the Central Avenue Online Community!

Get Your Customers to Like You and CAHD and Share on Social Media.
Need Help Getting Your Business Online?
Call the CAHD Office. **We Can Help!**



Ambassadors at Your Service!

Please note that CAHD management interviewed and elected to bring on Danian McCully as the new supervisor for the Ambassadors. Over the next few months you will see the Ambassadors at work collecting data about the corridor and obtaining information from businesses to assist with several of CAHD's program implementations. ***We thank you for your input and participation!***



Victor Lopez:

- **New Business Tracking:** Survey the corridor for new businesses and welcome them to the corridor.
- **Business Development Committee Support:** Assist the Committee with negotiating purchases for CAHD and entities and help follow-up on technical assistance requested by businesses.
- **Surveys:** Coordinate the collection of surveys presented to property and business owners.

Emmanuel Reynoso:



- **Homeless Outreach Team Support:** Surveil the corridor to document the presence of any person who appears to be homeless to determine if any assistance is needed.
- **Trash Receptacle Monitoring:** Surveil the trash receptacles on both sides of the street to determine if they are damaged or overflowing with trash and report information to the Clean Streets Team.
- **Tree Wells:** Surveil the tree wells on the corridor and on the side streets to determine if new trees need to be planted, replaced, watered or trimmed. Encourage business and property owners to participate in watering and maintaining the trees.

Curtis Smith:



- **Surveillance Camera and Wi-Fi Installations Tracking:** Surveil the corridor to document the buildings on each corner of every block for the proposed cameras and Wi-Fi system installation and keep property and business owners updated on the progress.
- **311 City Service Requests Documentation:** Surveil the corridor to document any street repairs that need to be reported to City services.
- **Graffiti and Sidewalk Cleanliness:** Surveil the corridor to note the existence of any graffiti that needs to be removed or sidewalks that need targeted cleaning and report information to the Clean Streets Team.

Johnny Veil:



- **Visitor and Housing Relations Outreach:** Meet and greet with any business visitors or workers on the corridor to find out what they are working on and determine if CAHD can be of any assistance.
- **Resident Outreach:** Visit housing management offices within the District to share information about events and happenings on the corridor and to distribute collateral material to the residents.
- **Parking Demand Management Committee Support:** Place the one-hour parking limitation signs on cars on an as needed basis when cars are parked for longer than the restricted time-period.

Central Avenue News!

- We are excited to welcome new Board Member Edgar Mariscal! Edgar is the Dunbar Village Property Manager for Thomas Safran & Associates
- We plan to implement a tree-planting on the corridor during 1st quarter of 2018. Please let us know if you would like to participate.
- The CAHD financial statement and tax return are complete and loaded onto the website for review.
- The "New Businesses & Developments on Central Avenue" publication will be released 1st quarter 2018. Please share any information that should be included ASAP!