



We are Yakima

comprehensive plan 2040

COMPREHENSIVE PLAN VISION

DRAFT | MAY 2016

PLANNING TERMS – WHAT IS A VISION?

Vision: A community's best desired future.

Mission: The role of the city as an organization in achieving that vision.

Goal: A broad, general statement of the desired long-term future state or outcome towards which the Plan aims. Goals indicate what ought to exist in a community or what is desired to be achieved in the future.

Policy: A principle, protocol, or proposal for action that implements a related goal. Decision-oriented statements which guide the legislative or administrative body while evaluating a new project or proposed change in ordinance.

Objective: More measurable aim of the Plan.

THEMES FROM VISIONING OPEN HOUSE (on Feb. 23rd, 2016)

At the February 23, 2016 Open House, participants provided feedback on a variety of topics when thinking about their vision for Yakima in 2040. Some themes that came out in particular include a vision for:

- A **thriving and vibrant** city.
- Yakima as a place where **tourists and visitors** want to stop to wine taste, shop, eat and enjoy downtown and the City of Yakima as a **gateway to the Yakima Valley**.
- A place that is framed by **natural beauty** and **agricultural vistas**.
- A city that is **family friendly** with **good public spaces** and **quality education** for children.
- A place that provides many ways to be **active and healthy** as **young or old residents**, including walking, biking, entertainment, greenways, fishing, access to healthy food, etc.
- A city with a more **diverse economy** with job opportunities in a variety of industries, including tech.
- A **downtown** with more retail shops, restaurants, and the Yakima Central Plaza.
- **Streetscapes and public** areas that are **historic, revitalized**, and attractive.
- A city that is **inclusive to all types of residents** with **different cultures** and backgrounds.

A vision survey conducted around the same time as the workshop showed that most of the 185 respondents identified the following as most important for inclusion in the 20-year vision statement: **quality of life, a prosperous community, a healthy economy, and safe neighborhoods**.

These vision workshop and survey results are woven into a draft vision and values on the following pages.

Relevant Terms

- Diverse community – A community that is composed of a variety of people with different racial, ethnic, and economic backgrounds.
- Community character – The look and feel of a community, including natural, physical, and cultural characteristics.
- Urban character – Of or having characteristics that make a place feel “urban” as opposed to suburban or rural. Factors contributing to urban character include the lifestyle, amenities, social structure, and built environment associated with cities.
- Prosperous community – A community that is economically successful and sustainable and provides opportunity for all.
- Quality of life – A standard of health, comfort, and happiness for an individual and a community.

WE ARE YAKIMA: THE CITY OF YAKIMA'S VISION FOR 2040

The City of Yakima is growing larger and more diverse. As Yakima progresses, the following vision will help our community achieve the livability and success that it desires.

The process of developing a new vision for Yakima involved the engagement of residents and employees throughout the City over a five month period in the winter-spring of 2016. Open houses, public meetings, social media, and surveys, provided opportunities for the community to comment on assets and challenges and define what they desire for Yakima in 2040.

A Vision for Yakima's Future

The City of Yakima is the "Heart of Central Washington," founded by the Yakima River and the railroad, serving as a center of the Yakima Valley's agricultural prosperity for over 125 years, and growing into a dynamic metropolitan center.

In 2040, Yakima continues to be a place of choice for residents of all ages, abilities, and cultures. Yakima is a center for agri-tourism, offering unique cultural activities and shopping in our historic Downtown. Yakima has created a flourishing and diverse economy attracting and retaining businesses with living wage jobs for our people.

We celebrate our community of diverse cultures. We are a place where people feel welcomed and safe. We work, live, and play side by side. We preserve the history and character of our neighborhoods while encouraging well-designed infill development, quality public services, and infrastructure investments. Our residents have access to a high quality education, affordable housing, and healthy living. We enhance our network of natural and recreation spaces. We connect our people and neighborhoods offering safe and reliable mobility options including walking, biking, transit, and cars.

Today and in 2040 we see Yakima as a place that values:

- **Yakima's people** – We are inclusive to all people.
 - We promote universal design in new housing, businesses, and public buildings and streets to be accessible to all.
 - We encourage public engagement and multicultural communication in our planning process.
 - We deliver needed public services in a manner inclusive to all types of residents, businesses, and cultures.
- **Youth and Family** – Our plan is a roadmap to a high quality of life for our youth and families. We seek to have:
 - A strong partnership with our schools.
 - Places that promote healthy and active lifestyles.
 - Opportunities for entertainment and recreation for both young and old.
- **Being A Unique Destination** – Yakima is a unique destination serving as a gateway to the Yakima Valley. We strive for:
 - A vibrant and revitalized historic downtown.
 - Maximizing tourism and retail opportunities.
 - Providing attractive spaces and public art.

- **Neighborhoods** – Yakima’s neighborhoods are attractive places to live, shop and play, offering:
 - A hierarchy of commercial and mixed use centers.
 - Attractive streetscapes and well-designed public and private spaces.
 - Historic character.
 - Diverse and well-designed housing choices for owners and renters.
 - Preserved homes that have been rehabilitated and maintained.
 - A spirit of friendliness where neighbors gather for celebrations, clean-up events, and block watches.
 - A development pattern that promotes public safety and deters crime through environmental design.
- **Natural Beauty** – The natural beauty of the river valleys and agricultural vistas frame Yakima. We will be stewards of our natural resources by:
 - Protecting the ecological resources of our region.
 - Maintaining and expand the Yakima Greenway.
 - Encouraging sustainable design of development.
- **A Prosperous Future** – Yakima creates a thriving and vibrant community. We will encourage:
 - A diverse economy that sustains and attracts a variety of business sectors including agriculture, health care, manufacturing, tourism, new energy and others.
 - Small local businesses.
 - Targeted investments in capital facilities.
 - Partnerships with higher education providers to support workforce training to attract new employers.
- **Mobility and Connectivity** – We are mobile and connected. Our transportation system will:
 - Maintain and create a complete street network, including new multimodal connections.
 - Ensure efficient and balanced movement of freight and goods through the community.
 - Improve safety throughout the system.

DISCUSSION QUESTIONS

A. What do you like about the draft vision?
B. What is missing?
C. What would you change?
D. What are the three most important values that the City should emphasize over the next 20 years?
E. What can Yakima do to promote these values in its plan?