

## Chapter Four

### **Pullman's Future Vision**

In order to plan for the future, a community needs a vision of the ideal it is trying to reach. This section articulates Pullman's vision of itself in twenty years. Not all of the statements below are true today, but they describe the type of community that local residents, landowners, merchants, and officials wish to establish in the future.

By the year 2020, Pullman community members hope to be able to say that:

Pullman is a proud, active, caring community; our residents routinely celebrate the city's many unique assets and amenities. We value our small, college town atmosphere. There is a strong sense of community, reinforced by continuous positive interaction among all residents, numerous festivals and gatherings, a good understanding of our common vision, and coordination between all governmental entities.

Pullman is a showcase for all college communities. Washington State University is a thriving educational center that offers the highest quality learning opportunities for individuals across the state and around the world. The university and the community cooperate fully to maintain and enhance the quality of life in the city. Community residents take advantage of the many cultural and recreational resources available at the university.

Population growth occurs slowly and new growth fits in comfortably with existing neighborhoods. Our city is compact with a well-defined urban/rural interface. Whenever possible, development occurs on land already situated within the city in order to reduce sprawl. There is great awareness of the city's location in the heart of this rich agricultural region. Agricultural land is preserved to the greatest extent possible.

Residential neighborhoods are clean, attractive, and comfortable. People know their neighbors and interact frequently with them. Neighborhoods near the university contain a lively mix of residents who embrace the diverse lifestyles represented there. Quality of life in residential areas is preserved through buffering, screening, and separating distinctly different housing types.

Basic commercial services, transit stops, and parks are all located within walking distance of each residence, and a network of sidewalks and bicycle trails ensures that residents can reach services without getting into their cars. Open space is provided through a variety of means within each neighborhood: paths, greenways, parks, and private land held in trust.

An abundant supply of good quality, affordable housing is available to all current and prospective residents, regardless of their age, race, ethnicity, sexual

orientation, physical abilities, or socio-economic status. Dwellings are well-maintained and structurally sound. Tenants care for the property they rent in a responsible and respectful fashion. Landlords take an active role in maintaining their property so that it is attractive and safe.

Our city is self-sufficient with regard to its commercial services. Community residents can meet all of their needs for goods and services from Pullman businesses. Residents take advantage of this and purchase products within the community whenever possible.

The downtown is recognized as the heart of the community. This central business district is busy, vibrant, attractive, fun, and safe. A farmer's market is regularly conducted there, bringing residents and visitors together to partake of locally produced goods in a lively atmosphere. Mixed use is very common downtown, with many residential dwellings atop the first story commercial spaces.

Commercial facilities outside the downtown area are clustered in locations convenient to surrounding neighborhood residents. Small-scale businesses are located at appropriate sites within high density residential neighborhoods to serve the needs of residents in the immediate vicinity.

The community is occupied by a number of small, clean, thriving industries which, along with the university, provide a very diverse economic base. Many of these industries are research-oriented and have been established as spin-offs from research performed initially at WSU. Industrial incubator space is readily available for fledgling industries to start operations in a setting where resources are shared and up-front costs are minimized. All industrial operations are located in appropriate settings where impacts of the industry do not adversely affect residences or other businesses in the city.

Employment is readily available to those seeking jobs in the community. Education and training are available locally to provide residents with the skills they need to gain, keep, or create living-wage jobs. Low-impact cottage industries and home occupations flourish in the community. Many residents make their living through this independent means of conducting business.

Pullman is an attractive community, as noted by residents and visitors alike. Entrances to town are pretty and inviting. The built environment is well-designed and well-maintained. The natural environment is evident in greenways and open spaces.

Historic places in the community are preserved, thereby fostering a caring attitude regarding the city's heritage. Our residents know and value the history of our city and region.

Natural resources are highly valued and protected. Regulations and programs are in place to maintain or enhance the local environment.

Development of the land conserves the natural features of the area. Grading for new development respects our rolling topography. Erosion is controlled through minimizing ground disturbance and following best management practices wherever new development occurs.

The streams in town are clear; they are a great source of community pride. Native vegetation and wildlife are abundant within these riparian areas. Paths are established along all of the streams to facilitate connections within the city and promote public access to the shorelines. All construction in or near the floodplain is carefully managed.

The air is clean and healthy to breathe. The community constantly strives to maintain its excellent air quality.

Trees are a prominent part of the cityscape. They are planted along streets, at commercial and industrial business sites, and at all institutional facilities. Mature trees are present in all residential areas.

Sources of energy are used efficiently in transportation and land use development. Homes and businesses practice energy conservation to reduce the economic costs and environmental impacts of energy production.

Residents use a variety of means to travel in and around the city: walking, bicycling, mass transit, taxi, train, and motor vehicle. People live in close proximity to their major destinations (school, work, commercial services) to shorten commuting trips. Efficient transportation is available to other cities in the region by means of highways, county roads, trails, transit service, passenger and freight railroad service, and aircraft.

Paths, sidewalks, and bikeways link residents with all major destination points in the city: WSU, downtown, outlying commercial areas, schools, parks, community centers, institutions, industrial districts, and neighboring cities. The city transit service is convenient, affordable, safe, and heavily used.

Railroad trains are frequently utilized by local industry for hauling freight in the area. Air transportation offered at the Pullman-Moscow Airport is efficient, affordable, and safe; commercial airlines connect area residents to major airports.

Bypass roadways divert through-traffic (including trucks) around the city. Internal city streets accommodate local traffic only. Except for an occasional "rush minute," the volume of motor vehicle traffic on city streets is light and traffic flow is smooth. Motorists respect speed limits on all roadways.

Motor vehicles are parked off-street in parking lots or garages well-removed from the street. On-street parking spaces are available, even near the university. WSU provides sufficient parking for all motorists who wish to park on the campus. Plenty of parking is provided in the downtown area to accommodate employees and those conducting business there.

There is adequate infrastructure (e.g., water, sewer, transportation, telecommunications) to protect public health and the environment, and it is located and sized to ensure that development achieves the desired urban form. All public facilities and services are cost-effective and efficient. All capital facilities are planned in advance and integrated with development throughout the city; new growth is accommodated without reducing the quality of service to existing residents.

Water is conserved through a variety of means. All jurisdictions in the region cooperate to utilize our potable water resources wisely. Wastewater effluent is commonly used for irrigation.

Day or night, people feel extremely safe in our community. With the help of local police organizations, the community has taken responsibility for security in its neighborhoods. For the few incidents that do arise, the police department acts promptly and professionally to resolve the matters. The fire department works diligently to prevent fires through its maintenance inspection programs. When fire does break out, the department acts quickly to suppress the fire and save lives and property. The fire department also responds promptly to medical emergencies.

Parks are beautiful and well-maintained gathering places for neighborhood interaction and recreation. They are located in close proximity to all neighborhoods. New parks are created or existing parks are expanded as residential growth occurs so that everyone has easy access to these sites. Public facilities are used throughout the city as gathering places for neighborhood residents seeking to interact, learn, create, socialize, recreate, and celebrate community achievements.

The public library is a focal point for learning and education in the city. It balances traditional print collections with the latest technology to provide access to information of all types from around the world.

Pullman schools empower their students to achieve academic excellence. The city and school district collaborate closely in identifying the most appropriate locations for new and expanded school facilities. Consequently, these facilities are compatible with their surrounding residential neighborhoods. All school facilities are easily accessible from all neighborhoods.

Community members are healthy and active. High quality health care is provided at affordable rates for all community members. Abundant, high-quality child care is

available for all Pullman families in need of such service regardless of the families' economic status or the age/capabilities of the children.

Community residents have a variety of means to communicate with one another and with those outside the city through ready access to standard and wireless telephone service, the internet, and electronic mail. The city's telecommunication infrastructure keeps pace with the community's growth while the city controls the expansion of the system to ensure it has minimal adverse effects on the public.

Public education and efficient packaging minimize the potential amount of solid waste. Very little refuse is generated because so much of what people use at home, school, and work is reused, recycled, or composted.

Local residents, businesses, landowners, and government officials are committed to the long-term health and stability of our community, its residents, and the environment that sustains them. No decision is made today without full consideration of its effect on the community tomorrow. In this way, the high quality of life our citizens enjoy is maintained for future generations.

Taken together, the preceding statements present the full picture of the community that Pullman desires for its future. This vision is embodied in the goals and policies contained in the five elements of this plan: Land Use, Housing, Transportation, Capital Facilities and Utilities, and Parks and Open Space. The community, through implementation of these goals and policies, will strive to turn this vision into reality.