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## **Picture the Future!**

### **A Community Vision for the Greater East Wenatchee Area and the City of East Wenatchee**

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**You will see:**

- ◆ A versatile and diverse economic base, which promotes desirable employment growth and living wage jobs.
  
- ◆ The Greater East Wenatchee Area has developed in an orderly and economically feasible manner that makes best use of geographic, demographic, and human resources this development:
  - has created an area rich in destination tourism and recreation;
  - protects and enhances residential neighborhoods;
  - includes commercial, industrial, agricultural activities; and
  - complements the economic and cultural opportunities in the area.
  
- ◆ Tourist activities located in appropriate places which may include river corridors and in agricultural areas.
  
- ◆ A balance between preserving agricultural activities, orchards and allowing for urban growth and development.
  
- ◆ Farmland and agricultural activities sustained by allowing agricultural related activities on premises including, for example: fruit stands, wineries and related support services.
  
- ◆ Commercial and industrial investment is attracted into the area through a cooperative alliance among County, City and special purpose districts.
  
- ◆ The City of East Wenatchee as the urban center of the Greater East Wenatchee Area with an attractive Central Business District that is user friendly and meets the needs of local residents and pedestrian oriented tourism.

- ◆ Transportation systems that provide easy accessibility to the industrial, commercial, recreational and residential assets of the community including: an all weather airport, bicycle and pedestrian trails and facilities, roads and streets.
- ◆ The Greater East Wenatchee Area is a safe and pleasant place to live.
- ◆ Housing that is available for all income levels.
- ◆ Growth that is managed to facilitate efficient provision of requested services within identified service boundaries.
- ◆ Parks, recreation areas, and open space are found along the Columbia River while protecting and enhancing the character of the shoreline and its wildlife.
- ◆ Guidelines are created and in place which acknowledge and respect private property rights.

**The following techniques support the Community Vision:**

- Use existing orchards to bind the community together and provide linkages between the various components of urban development.
- Provide for street trees to cool down the hot urban environment and have tree lined avenues into and within the City.
- Create “gateways” into the urban area and the City that will show the traveller the positive aspects of our area including maintaining green areas and critical areas and developing design criteria to create a visually pleasing community.