

GENERAL APPROACH

In 2014, the Auburn City Council established a broad Year 2035 vision for the City, establishing Auburn as a “premier community with vibrant opportunities”. At the same time, citizens participated in “Imagine Auburn”, a visioning initiative for a community conversation on their future vision for the City.

What emerged from these combined efforts was the foundation for the seven statements of community values. The seven values are:

1. Developing and preserving attractive and interesting places where people want to be
2. Promoting community-wide health and safety wellness
3. Providing transparent government service
4. Encouraging a diverse and thriving marketplace for consumers and businesses
5. Celebrating our diverse cultures, heritage, and community
6. Stewarding our environment
7. Creating a sustainable future for our community

Identifying values and creating a description of what each of these values look like, what they mean, and how they will happen establishes a basis for evaluating future City policies, regulations, actions, investments, budget priorities, grant-seeking priorities, and other community decisions. In addition, the seven values underscore the entirety of the Comprehensive Plan and its implementation, which includes the development of capital improvement, transportation, and parks and open space plans. These values are the core of how we make choices.

PLACE

We will create and maintain high quality neighborhoods, places, and spaces.

What it will look like:

- Active gathering spaces, such as parks, plazas, cafes, concert venues, festivals and markets, will be distributed throughout the City; these spaces will be engaging and filled with people interacting, irrespective of culture, age, or income level.
- Buildings, landscaping, and outdoor spaces will be attractive, interesting, well designed, and maintained.
- Neighborhoods will be socially and physically connected and include features and development patterns that encourage us to interact.
- The community will have embraced the concept of “One Auburn” while capitalizing on the unique local needs and identities of individual neighborhoods.

What it means:

- Auburn has a reputation for high quality and engaging spaces, an array of performing arts programs, wonderful public arts, extensive retail and restaurant options, and a variety of community-led activities -a destination locale where citizens enjoy spending time, visitors look forward to returning to, and merchants want to stay.
- Community programs and physical connections bring the City together.
- Residents and visitors have a wide range of options for getting to and from Auburn, as well as travel alternatives within the City.

How it will happen:

- By implementing investments and branding strategies that recognize and reinforce an individual identity for the City and its neighborhoods.
- By looking for opportunities to keep Auburn attractive, safe, interesting and fun.
- By ensuring, through development and design standards, that new construction and redevelopment of all projects incorporate amenities that promote human interaction, further connect the community, and create people-centric land uses.

The City is commitment to diversity and togetherness through innovative public space. Public space will support dynamic businesses and events by being walkable and connected. In order to establish a unique, location-specific identity that is inviting to both business owners and Auburn residents from all over the city, the City must minimize barriers to development and embrace transparent and open policies. We believe that if we are forward-thinking through strategic

embracing of technology, arts, security that we will end up with places that are cohesive, accessible, and interesting.

WELLNESS

We will build and maintain an environment that promotes public safety and healthy lifestyle options.

What it will look like:

- Multiple recreation options, and nearby trails, parks, activities, and events that will be readily accessible to the entire community.
- A safe and inviting atmosphere for all will be provided throughout Auburn.
- A variety of healthy food options will be physically and economically accessible to all members of the Auburn community.
- Housing stock will be maintained and monitored to limit the presence of declining, unsafe neighborhoods.
- Risk to life and property from all hazards will be minimized.
- Public infrastructure will be well-maintained and strategically expanded.

What it means:

- More outdoor private and public amenities that offer people recreation options and safe passage throughout the community
- Fresh, local and healthy food options should be available to all members of the community.
- Housing, neighborhoods, and spaces are held to a high standard.
- More community health resources in more places, for more people.

How it will happen:

- By applying sound environmental design, implementing housing and neighborhood maintenance standards, building and/or financing infrastructure that connect the community, and investing in recreation amenities and safety features.
- By implementing public safety services that respond to community-specific public safety needs.
- By promoting and supporting programs in businesses, non-profits, and public agencies that provide healthy food and lifestyle options
- By proactively planning and preparing the City for unanticipated natural events and by implementing regulatory requirements that mitigate exposure to natural hazards.

- By developing programs that provide technical and/or financial assistance to ensure quality development and improve substandard housing, neighborhoods, and spaces.
- By budgeting appropriately to maintain City utility services.
- By connecting healthcare and health resource providers with all populations of the City.

Enhanced quality of life through walkable neighborhood design, lighting, and access to parks, grocery stores, schools, medical services, and community centers should be available to all Auburn residents. Implementation of strategic partnerships with the medical community and regional recreation entities should ensure opportunities for a healthy lifestyle for all people, whether youth or senior, rich or poor. As the City evolves and the community changes, police, fire, maintenance, and volunteer services will continue to be essential in making sure Auburn grows together.

SERVICE

We will be an efficient, approachable, and responsive City government.

What it will look like:

- In the long term interest of the City's tax payers and rate payers, the City will construct and operate high quality infrastructure.
- A transparent, responsive, and competent government and staff that will be proactive, accessible, and approachable.
- Residents will have equal access to and be highly engaged with City officials and staff.
- Residents will be highly engaged through volunteer service.

What it means:

- Infrastructure assets that have a long life, require minimal upkeep, conform to uniform standards, and are in the best interest of tax and rate payers.
- Multiple avenues of communication.
- Government processes and services that are available to all segments of the population, through multiple mediums and convenient means.
- A range of options for travelling throughout the City that includes vehicular, bicycle, and sidewalk options alongside pedestrian and bike-friendly trails, transit and shuttle service, and other forms of transportation.

How it will happen

- By continuing to refine and enforce standards that ensure infrastructure assets added to the City system are of the highest quality.

- By utilizing existing and emerging technologies to better communicate, interact and make available the full range of programs and services to all populations.
- By capitalizing on partnerships with the Muckleshoot Indian Tribe, businesses, developers, non-profits, faith-based organizations, transit agencies, school districts, Green River College, and other governmental agencies.

The City will be judicious with the resources given by its residents and efficient in managing the budget and resulting services. In order to streamline our business practices, the City will be forward-thinking, resourceful, novel, responsive, informed, aware, and considerate of long-term goals and results. The City, along with our engaged volunteer and business community, will serve to advance social, fiscal, technological, and infrastructural health.

ECONOMY

We will provide a diverse and vibrant local economy with employment and retail and entertainment opportunities for citizens and a growing marketplace for homegrown and regional-scale businesses.

What it will look like:

- There will be a range of retail, industrial, manufacturing, and service businesses that exist in an environment conducive to success.
- A wide compliment of retail, service and dining options will cater to local needs, attracts visitors and encourages consistent patronage of local businesses.
- There will be a robust marketplace where people can and want to live, work and play in Auburn.
- Cornerstone institutions will strategically expand in regional prominence.

What it means:

- Businesses that stay and grow in Auburn, while businesses from other cities, regions, and states are attracted to locate here.
- Investments in physical amenities and an environment that attracts people to live here, which includes having attractive, resident serving-businesses.
- People and goods that move safely and efficiently throughout the City and beyond.
- Increases in sales tax and property tax revenues for the City through targeted economic development and recruitment efforts.

How it will happen:

- By implementing economic development strategies that focus on investments in our community.
- By developing and implementing an economic development strategic plan to guide policymaking and financial investment decisions.
- By facilitating development and attracting businesses that capitalize on the City's regional economic amenities, including, but not limited to, those of the Muckleshoot Indian Tribe.

The City will promote sustainable and diverse economies through multimodal connectivity and infrastructure supporting movement of goods. The City will also develop policies that encourage strategic co-location, a healthy local and regional marketplace, innovative industries, and environmentally responsible development patterns that foster a balanced, flexible, and resilient economy.

CELEBRATION

We will be diverse and creative and come together to teach, learn, and have fun.

What it will look like:

- Auburn will have a thriving and expanding arts and culture community.
- There will be events, amenities, and attractions that draw people to congregate and socialize.
- The community will be inclusive and proud of its social, ethnic, economic, and cultural diversity in the people who live, work and play in Auburn.

What it means:

- People from all parts of Auburn are engaging in both city-wide and neighborhood initiatives.
- Auburn's future is shaped by a broader demographic cross section of its citizenry.
- More people are thinking and acting with Auburn's future in mind.

How it will happen:

- By developing physical and social infrastructure that encourages and enables more people to practice and showcase their art.
- By finding ways to entice new and expanded participation through strategic event planning.
- By utilizing technology to find new audiences and increase the amount and quality of information distributed.

- By having a diverse cross-section of property owners, business owners, non-profits, governments (including tribal), faith-based organizations, and others who discuss Auburn's future and take actions to make it their premier community.

One of the things that make Auburn special is our diversity; different people have pride in their culture, while respecting the differences in others. This variety adds strength and style to our places and spaces. These distinctive places, while often reverential of a specific culture, feel open and inviting because there is room for everyone. Our collective future will manifest in our neighborhoods and signature destinations.

ENVIRONMENT

We will protect the natural environment, preserve open space, and create suitable access.

What it will look like:

- Residents and visitors will enjoy open spaces and environmentally sensitive areas, while encouraging the appreciation of their importance and beauty.
- The built environment will fit into the natural landscape in a way that protects and respects ecosystem function.
- Natural resource protection will be supported and celebrated by City leadership and the community.

What it means:

- Open spaces that are accessible to allow people to connect with the natural environment.
- Impacts of new development on natural resources that are considerate of their sensitivity and importance.

How it will happen:

- By continuing the application of regulatory tools as an important part of environmental protection – in order to ensure that new development, redevelopment, land management, and property use do not degrade the environment.
- By identifying of particularly sensitive properties for protection through purchase, easement acquisition, or other means.
- By seeking out opportunities on public and private property for restoration or enhancement of existing sensitive areas.
- By City leaders and staff placing significant emphasis on policies and financial investments that protect our natural resources.

- By coordinating with the Muckleshoot Indian Tribe for the identification and protection of sensitive areas and natural resources important to both the Tribe and the City.

The City will protect and preserve our environmental resources and heritage through responsible and balanced policies and partnerships. Auburn residents will benefit from environmental amenities such as parks and urban trails that enable walking and biking throughout our City. The City's policies will incorporate best practices and creative means to balance current challenges of environmentally sensitive areas. Out-of-the-box thinking will create an environment where development can coexist.

SUSTAINABILITY

We will balance natural resource protections, economic prosperity, and cultural vibrancy in order to build a thriving and long-lasting community.

What it will look like:

- Natural resource protections, economic prosperity and cultural vibrancy will be continuously and conscientiously balanced in City policy and financial decisions.
- The community will be educated, equitable and prosperous.
- The City and community's collective actions will consider future citizens and the healthy development of Auburn.

What it means:

- Citizens, business owners, government, non-profits, and a development community that promote and implement practices that contribute to an environmentally-responsible Auburn.
- City leaders and staff that are committed to implementation of policies that considers both short-term and long-term effects.

How it will happen:

- By City leaders adopting sustainability in its broadest meaning as a core value and function of Auburn's delivery of local government services.
- By City leaders continually and consciously creating policies, actions and strategies that reflect the community's values.
- By inviting and challenging citizens and businesses to embrace sustainability in their individual and collective actions.

To ensure healthy Auburn for future generations, we must consider long-lasting effects of our actions on community health, economic viability, the environment, and issues of equity. This means embracing change through inclusivity and balancing current and future needs.

DRAFT - June 2015