

Goals, Objectives, and Policies

As previously noted, one of the principal goals of the Selah Comprehensive Plan is to “Strengthen the Central Business District” (Goal 2.1). The following Objectives and Policies provide further guidance and direction as to how this will be accomplished. In the event of a conflict between the following Objectives and Policies, Objective 2.1 and its associated policies 1-10, the Objectives and Policies in this Sub-Area Plan should prevail.

Objective 2.1 Establish a direct connection between downtown Selah and Interstate 82 utilizing the interchange at Milepost 29.

Policy 1: Actively seek funding to support the planning, engineering, and design of road improvements necessary to connect the downtown to the existing interchange at Milepost 29 on I-82. It is recognized that this will require a multi-year commitment of funds and should include financial support for the following activities:

- a. Identification and evaluation of alternative routes;
- b. An assessment of potential environmental impacts and identification of potential mitigating measures, as well as design features that could enhance environmentally sensitive areas;
- c. Preliminary engineering and design, and the preparation of project cost estimates;
- d. Final design and engineering; and
- e. Construction.

Policy 2: Review and update plans for road improvements in the Central Urban Area to be compatible with the proposed connection to the interchange at Milepost 29 on I-82. This may include, but is not limited to:

- a. Safety improvements at the intersection of South First Street and Naches Avenue;
- b. Measures to provide breaks in the traffic to support left turn movements to and from South First Street; and
- c. Measures to slow traffic exiting or entering the City on South First Street in the vicinity of Southern Avenue.

Policy 3: Explore the feasibility of designating an interim truck route to the industrial zoned properties east of the central urban area, utilizing access from the north.

- a. This may require improvements to the intersection of Goodlander and North Wenas roads in order to accommodate southbound to eastbound turning movements.

Objective 2.2 Actively encourage new private investment and redevelopment in the Central Urban Area.

Policy 1: Identify properties in or near the ~~e~~Central ~~u~~Urban ~~a~~Area that may be appropriate to ~~rezone~~, providing additional opportunities for commercial and mixed-use development. ~~in conjunction with the planning and construction of the new freeway connection. This may include the establishment of a mixed-use overlay(s) or possibly the rezoning of properties fronting North Wenas Avenue.~~ These areas may include, but are not limited to:

- a. The properties on the east side of South Third Street between Selah and Southern Avenues.
- b. The properties fronting on Home and Bartlett Avenues between North First Street and North Wenas Avenue, with priority consideration given to the parcels fronting North Wenas Avenue.

Note: This would require an amendment to the Future Land Use Map before the rezone could be considered. As a result, this policy may be implemented in phases. As an interim measure, a possible first step would be to make mixed use developments a permitted use in these areas.

Policy 2: Identify and actively market economic development sites in partnership with the Yakima County Development Association. These may include, but are not limited to the following properties:

- a. Wells Fargo Bank building properties at the corner of Naches Avenue and South First Street (parcels 181436-33039 and 18143633019);
- b. The vacant brick building at the corner of South First Street and East 2nd Avenue (parcel 181436-33033);
- c. The vacant parcels by the Quality Inn fronting North Wenas Road (parcels 181436-21439 and 181436-21438); and
- d. The vacant City-owned parcels near the Quality Inn fronting on North Park Drive (parcel 181436-21424).

Policy 3: Actively support the Selah Downtown Association in their efforts to market and increase access to the low interest business loan program.

Policy 4: Revise the City's Development Regulations to provide greater flexibility and accept alternative methods for infill and redevelopment projects to meet standards for landscaping, parking, signage, and related improvements.

- a. Consideration should be given to waiving parking requirements in the Central Urban Area.

Policy 5: Evaluate the feasibility of establishing a city-owned parking lot in the vicinity of Naches Avenue. This could include, but not limited to the following sites:

- a. Shared parking with the existing or a new City Hall; and
- b. The easternmost portion of the Wells Fargo parking lot fronting Naches Avenue (parcel 18143633019), perhaps acquired in exchange for some underutilized right-of-way south of the Wells Fargo building.

Policy 6: Continue to research and explore the feasibility of establishing a public-private partnership to support a small business incubator facility.

Policy 7: Conduct a comprehensive assessment of the condition of the Civic Center, City Hall, and Police Department facilities and evaluate the potential benefits of consolidating these facilities in the Central Urban Area.

Objective 2.3 Continue to promote the Central Urban Area as the commercial center of the City and a central gathering place.

Policy 1: Continue to actively support special community events in the Central Urban Area, such as Selah Days and the Selah Farmers Market.

Policy 2: Actively support existing and new businesses in the Central Urban Area. These may include, but are not limited to:

- a. Establishing, maintaining, and actively distributing a directory of local businesses;
- b. Publicize new businesses and expanding businesses;
- c. Consulting with existing businesses on a regular basis to maintain an understanding of local economic conditions, opportunities, and challenges;
- d. Participating in local economic development organization activities, including but not limited to the Selah Chamber of Commerce, the Selah Downtown Association, and the Yakima Valley Development Association.

Policy 3: Establish and improve South Third Street as the primary pedestrian and bicycle corridor through the Central Urban Area.

Policy 4: Explore opportunities to expand community-based and visitor related activities in the vicinity of Wixson Park and the Community Center, and improve connections to nearby businesses.

Policy 5: The City should establish a template for wayfinding signs and install in locations with an emphasis on directing visitors to parks, recreational opportunities, and retail business areas.

Policy 6: The City shall sponsor an annual economic development summit meeting to highlight accomplishments of the past year, identify priorities for the coming year, and to discuss how best to coordinate efforts and maximize return on the investment of local resources. Participants could include representatives from:

- a. City Council, Planning Commission, and City staff;
- b. Selah Downtown Association;
- c. Selah Chamber of Commerce;
- d. Selah School Board and Administration;
- e. Yakima County Development Association;
- f. Local fruit industries;
- g. Local banks;
- h. Local developers;
- i. Local businesses; and
- j. Interested property owners.

Objective 2.4 Continue to identify and assess opportunities to expand the commercial and industrial economic base of the community.

Policy 1: Explore the feasibility of expanding the Selah Urban Growth Area boundary to include properties along the corridor that would extend Naches Avenue east to the Milepost 29 interchange on I-82 (UGA Expansion Area 1). This may include, but is not limited to:

- a. Active consultation with affected property owners;
- b. Preliminary engineering studies, assessments of the potential impacts on City services and tax revenues, and environmental studies;
- c. The identification and protection of areas not suitable for development; and
- d. The incorporation of measures to enhance environmentally sensitive areas into the design of necessary road improvements.

Policy 2: Explore the feasibility of expanding the Selah Urban Growth Area boundary to include properties east of I-82 to East Selah Road (UGA Expansion Area 2). This may include, but is not limited to:

- a. Active consultation with affected property owners;
- b. Preliminary engineering studies, assessments of the potential impacts on City services and tax revenues, and environmental studies;
- c. The identification and protection of areas not suitable for development; and
- d. The re-examination of the floodplain elevations and designations.

Policy 3: Identify proposed UGA expansion areas that are most suitable for development and prepare development standards supporting master planned developments, expansion of existing industries, new freeway oriented commercial and industrial uses, and mixed-use developments. These may include, but are not limited to:

- a. A new freeway business and industrial park zoning district; and
- b. Regulations that encourage master planned and mixed-use developments.

Policy 4: Research potential amendments to the City's Comprehensive Water and Sewer Plans necessary to support the expansion of the Selah Urban Growth Area and to maintain the alignment of service area and urban growth area boundaries. These may include, but are not limited to:

- a. The acquisition of additional water rights;
- b. The identification of improvements necessary to extend services, such as storage tanks and lift stations; and
- c. The establishment of financing strategies to ensure that new developments pay their fair share of the cost of extending services.

Policy 5: Amend the City and County Development Regulations to permit the establishment of an RV Park(s) in the immediate vicinity of McGonagle Park through a conditional use permit.

Policy 6: Prepare and implement customized SEPA/GMA integration strategies to facilitate future development activities consistent with approved plans. These may include, but are not limited to:

- a. Increasing the SEPA thresholds in the Central Urban Area; and
- b. Conducting "Quicksites" type environmental reviews in conjunction with comprehensive plan amendments.

