



City of Centralia Vision Work

Fall 2022

A few reminders..

Centralia is growing, faster than Lewis County:

- 12% in last ten years
- Only 10% of people employed in Centralia work in Centralia

The housing crisis is here too:

- Need to increase housing production from average of 54 units a year to 202 units a year
- Half our housing is 3+ bedrooms, 75% of households are 1-2 people

We need to improve household income:

- Median household income is \$40,625 (65% of WA). Lewis County: \$54,970.
- 16% poverty (25% higher than Lewis County; 1.5x higher than WA)



Hope Rising

#1

Predictor of whether we flourish in life



Collective Hope

- Shared community goals
- Shared belief that community goals can be achieved
- Community ability to identify pathways to attain goals
- Community can find resources to achieve its goals
- Community willpower (agency) to achieve its goals

A blue-painted metal telescope on a pedestal against a background of blue mountains.

Vision for the Future

- **Must Address:**

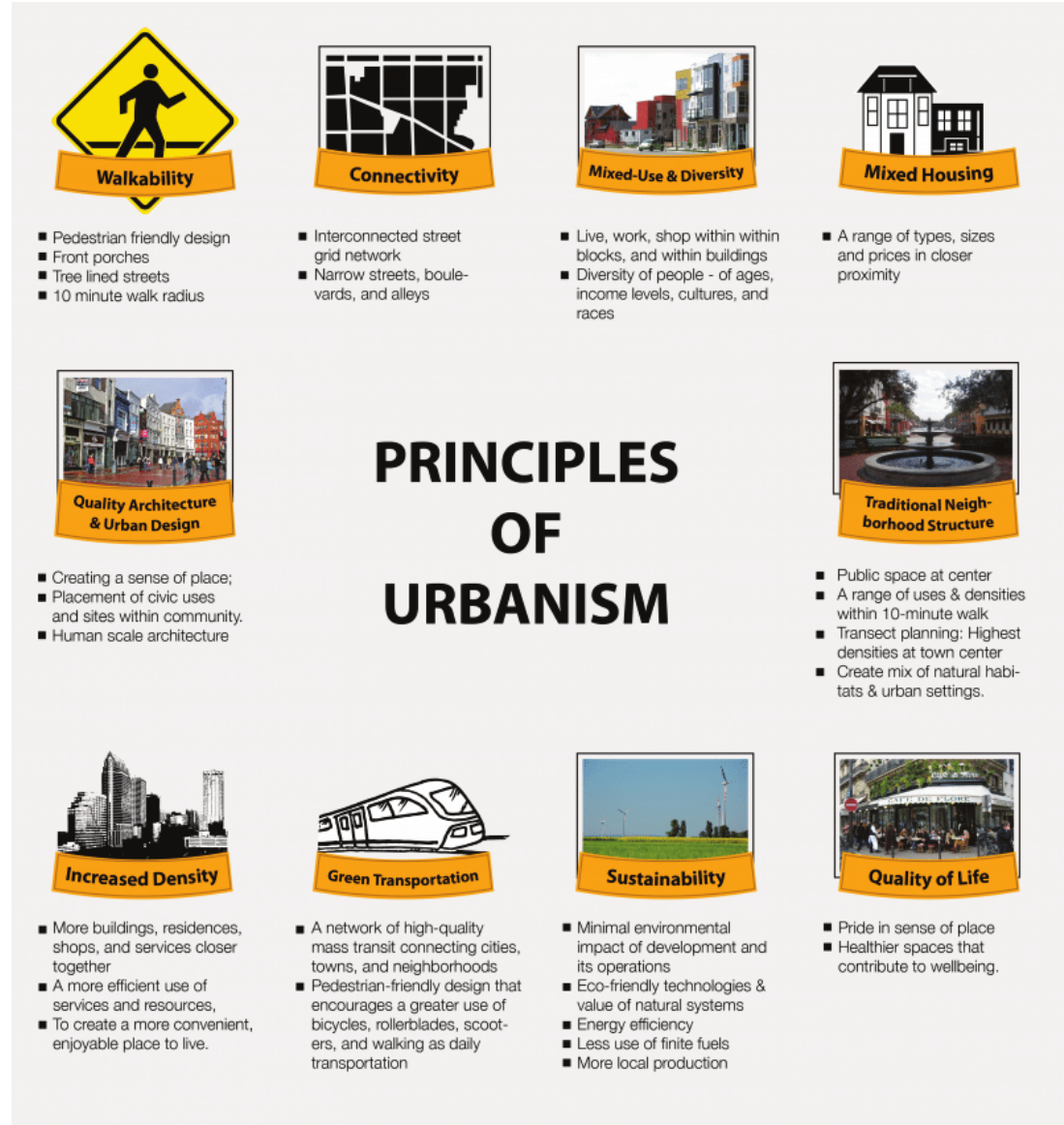
- Growth - 18,360 to 26,280 (2022-2040)
- Traffic congestion - Harrison Avenue, Mellen Street, I-5 and it's interchanges
- Quality of life
- Inclusion
- Healthy economic portfolio for City

Where do people want to live and visit?

- **Edison District**
 - Mix of housing types (SFH, duplexes, tri-plex, and MFR) but it is still desirable.
- **New Urbanism Design**
 - “Livable streets” arranged in compact, walkable blocks (5 min walks as a metric)
 - A range of housing choices to serve people of diverse ages and income levels.
 - Schools, stores and other nearby destinations reachable by walking, bicycling or transit service.
 - An affirming, human-scaled public realm where appropriately designed buildings define and enliven streets and other public spaces – placemaking is a high priority
- **Blue Zones**
 - Create natural movement throughout the day
 - Create gathering places where community happens

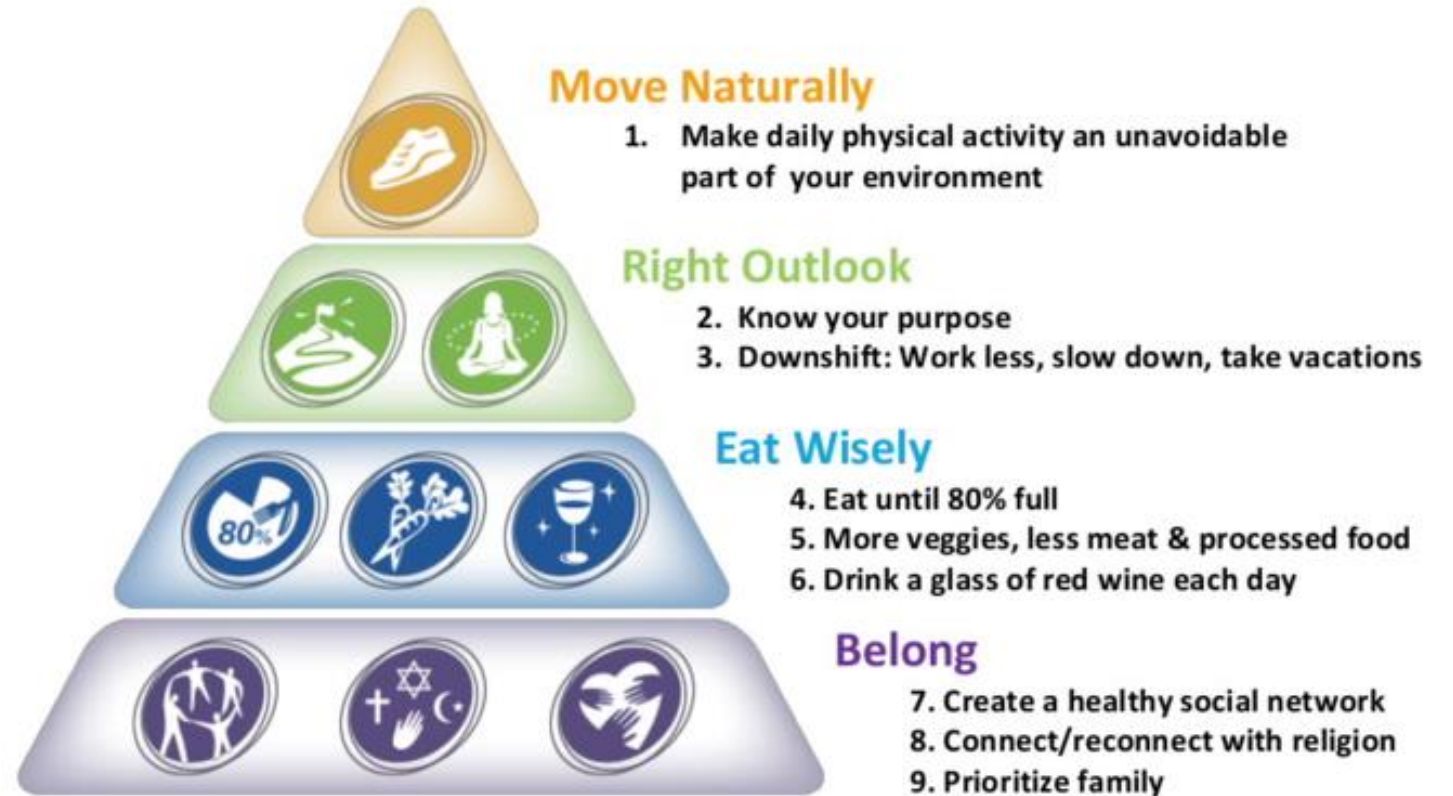


Design Principles

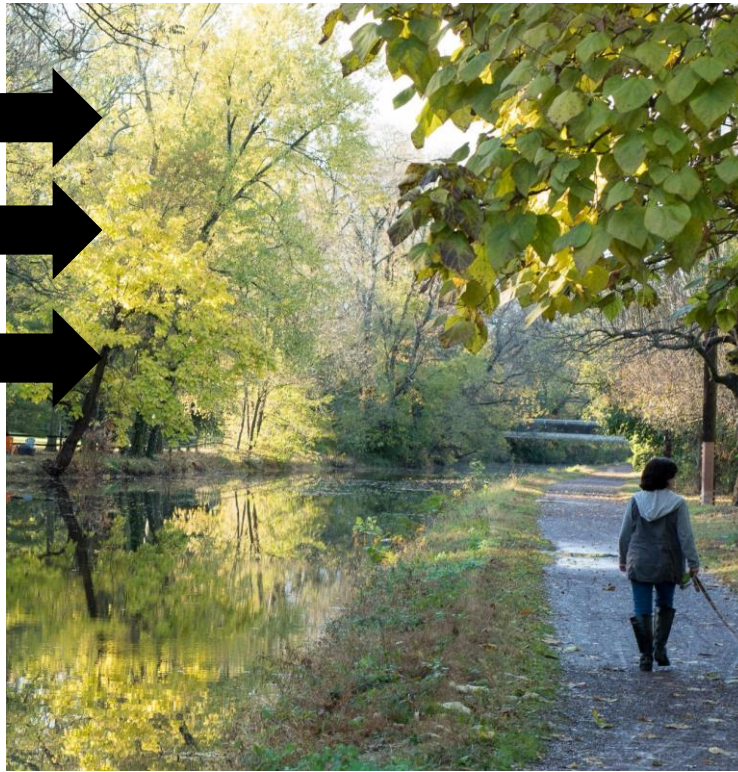


Design Principles

Blue Zones Power 9[®]



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Vision: A Blue Garland with Nestled Neighborhood Hubs
“Enemies to Amenities with Identity”

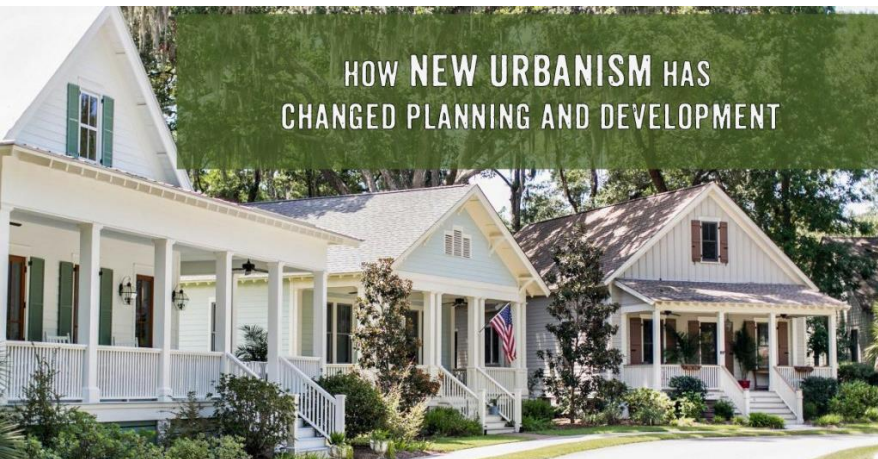


Vision: A Blue Garland with Nestled Neighborhood Hubs

- Convert waterways from enemies to amenities
 - Historically, we've built over and turned our backs on our waterways
 - We fight flooding and fear our waterways
 - Create walkable paths and open, public spaces using our waterways
- Use existing waterways to link public spaces and neighborhoods all across Centralia
- Can be the backbone of the Safe Routes to Schools network
- Make Centralia known for connecting rivers and lakes and beautiful green spaces throughout the City.

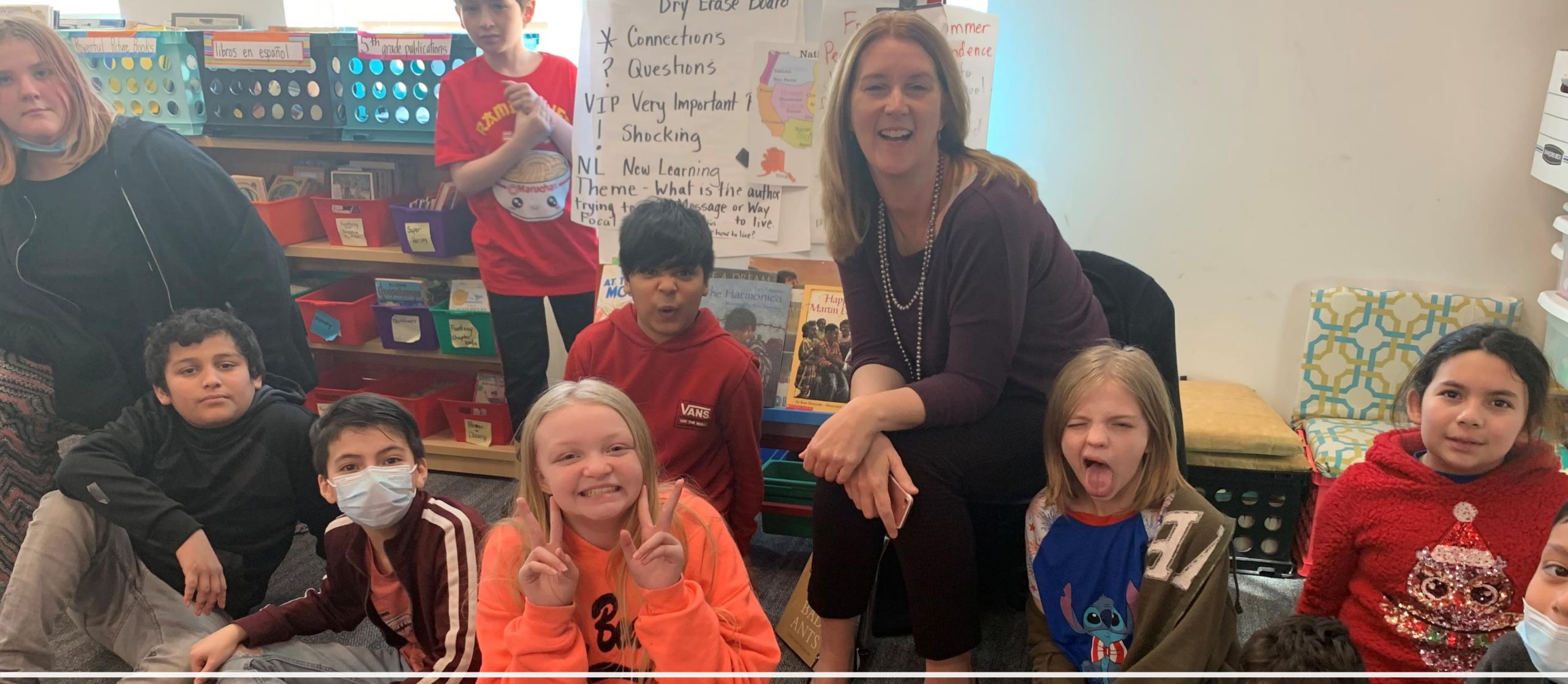
Utilizing floodplains & open space to connect neighborhoods





Vision: A Blue Garland with Nestled Neighborhood Hubs

- Design Neighborhood Hubs with Unique Identities
 - Walkable, connected, mixed-use communities
 - Connect neighborhoods with trails that reduce need for residents to all drive to the same few locations, thus reducing congestion
 - Center around schools
 - Create public squares or plazas with mixed residential and commercial
 - Use New Urbanism design principles to develop neighborhoods on a human scale that are inclusive and welcoming
 - Make our neighborhoods destinations - Invest in building neighborhood identities – uniqueness between neighborhoods



Thank you