



*Cowlitz  
Tomorrow  
Building a  
Better  
Future*

## **VISION STATEMENT**

"In 2030, Cowlitz County is a great place to live. We value our strengths, including our historic rural and small town character and our irreplaceable natural environment – mountains, forests, agricultural and mineral lands; streams, lakes and shorelines; and plentiful clean air and water. Conservation of these features contributes to our economic well-being, sense of place and relationship to nature.

We continue to work together to improve our quality of life by growing our local economy, making our communities healthy, safe and secure, and enhancing community services. We accomplish this through strong local and regional leadership, public and private partnerships, and in an involved and engaged citizenry. We take pride in shaping our destiny and are active, visionary, and constructive partners in guiding the way to a healthy and vibrant future."

## **GUIDING PRINCIPLES**

In addressing the use of the land in the Cowlitz County Comprehensive Plan, our guiding principles balance private property rights with the public's interest to inform the goals, policies, and objectives in this Plan.

### Maintain and strengthen Cowlitz County's unique qualities.

- Historic small communities
- Rural environment
- Outdoor recreation
- Attractive location for residents, businesses, and visitors
- Access to natural and urban areas
- Adequate supply of affordable family housing

### Support a diverse and strong economy.

- Broad range of economic activities
- Educated and trained workforce
- Conducive climate for new business and business retention
- Dynamic tourism sector

- Commitment to family wage jobs
- Compatibility between businesses and their surroundings

Make public safety a priority.

- Sufficient capacity for police, fire, and emergency medical services
- Interagency coordination to provide emergency response

Facilitate recreational access to natural areas.

- Abundant land available for a variety of outdoor activities
- Regard for natural, scenic, and environmentally sensitive areas
- Creative funding and management techniques through cooperative agreements and partnerships

Reinforce programs that support healthy, safe, stable communities.

- Excellent youth, senior, and family services and activities
- Cooperative and coordinated role in education and social service programs

Extend parks and recreational opportunities for a range of ages and needs.

- Adequate funding for park maintenance and programs
- Regional involvement in parks and recreation
- Coordination and promotion of shared programs and multiple use of facilities

Provide County services in efficient and timely manner consistent with the Comprehensive Plan.

- Knowledgeable guidance for regulatory requirements
- Recognition of public interests and respect for private property rights
- Internal and interagency cooperation for planning, permitting, and service delivery

Advance the voice of a vibrant and engaged citizenry on local and regional issues.

- Leadership role and participation as a constructive partner
- Public participation for ongoing citizen involvement

Promote a multi-modal transportation network.

- Sidewalks and trails for non-motorized routes for commuting, recreation, and tourism
- Regional coordination with government agencies and other public or private partners
- Prioritized road maintenance and transportation improvements
- Maximized local and regional transit services
- Optimal freight and workforce mobility for economic development
- Complete rail, marine, ground, and air transportation networks