

ADOPTED NOVEMBER 6, 2023

University Place
WASHINGTON



Northeast Business District Plan



ACKNOWLEDGMENTS

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1.

Introduction



Background and Purpose of Plan

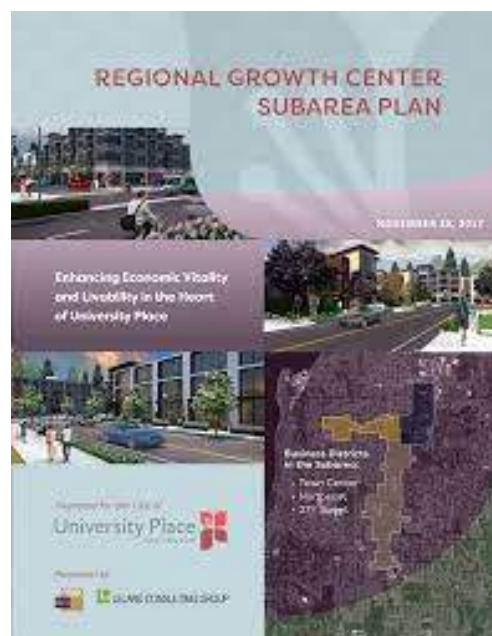
In 2017, the City of University Place adopted a Regional Growth Center (RGC) Subarea Plan that encompassed the Northeast Business District, as well as Town Center and the 27th Street Business District.

The RGC Plan designated a 481-acre commercial, multifamily, and mixed-used area under the Puget Sound Regional Council Centers (PSRC) Framework. The plan outlines a vision and guiding principles that are instrumental in the development of three distinct districts found in the Regional Growth Center, see Map 1 on the next page.

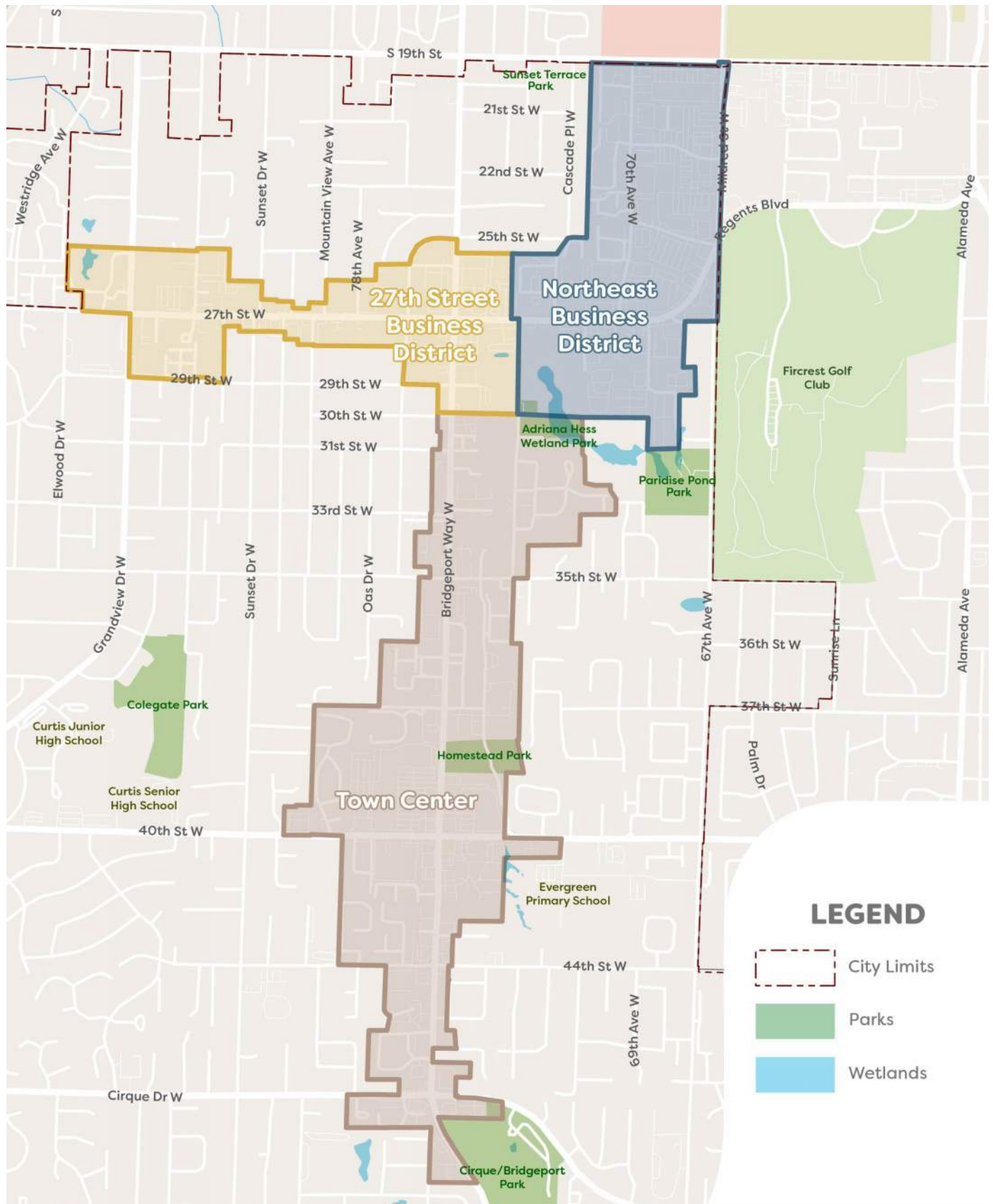
According to PSRC, regional growth centers are areas of compact development where housing, employment, shopping, and other activities are in close proximity.

These are areas around the Puget Sound region characterized by compact pedestrian-oriented development with a mix of uses, facilities, and services needed to accommodate population and employment growth.

A key goal of Vision 2050 is focusing development in urban growth areas, and attracting an increased portion of regional jobs and housing growth that occur within urban areas into regional growth centers.



2017 Regional Growth Center Plan



Map 1: University Place Regional Growth Center

One of the strategic actions in the RGC Plan directed the City to create a specific plan for the Northeast Business District. In 2022, the City engaged Otak Inc. to help establish a cohesive vision and implementation strategy for the “Northeast Business District” (the District) Plan. This effort also implements the City’s Comprehensive Plan Land Use policies, which direct the City to create specific plans for each of the three districts. Another important objective was to bring the Northeast Business District Plan into alignment with the City’s recently adopted [form-based code provisions](#).

Comprehensive Plan Policy LU12C

Complete specific area plans for the three subarea plan districts -- the Town Center District, 27th Street Business District, and the Northeast Mixed-Use District. Create road grid systems to improve circulation and redevelopment opportunities where many of the properties have poor access and visibility. Require mixed-use development along arterial streets and at intersections of arterial and secondary streets and support stand-alone “missing middle” housing, especially when it is located behind commercial mixed-use development near the street.

Purpose of this Plan

The purpose of this plan for the Northeast Business District is to establish specific provisions that align with redevelopment activity occurring in the District and the City’s adopted code provisions. This plan will help to ensure that future redevelopment aligns with the vision and guiding principles for the District.

District Vision and Guiding Principles

A preliminary vision statement was included in the 2017 regional growth center plan and has been revised through this Northeast Business District planning process to reflect changes in how the District may redevelop in the future based on recent projects and market factors.

The updated vision statement and guiding principles are included on the next page.

Vision Statement

As part of the City's regional growth center, the ***vibrant Northeast Business District*** will provide a variety of housing options for residents. New housing options will include multi-family, mixed use development, as well as live/work housing, studios, lofts, and other types of residences as influenced by market forces.

The District is ***easily accessed*** by major arterials and served by local transit as well as future light rail. The District may also serve as ***a hub for arts and community events***. An active place, the Northeast Business District will ***feature amenities such as parks, open space, and paths***, while drawing in University Place residents ***with shopping and retail opportunities***, restaurants, small businesses, community services, and other commercial and office uses that will ***provide new employment opportunities***.

The Northeast Business District will be ***a welcoming place for everyone as a great place to live and work***.

Guiding Principles

- » Provide ***diverse housing choices*** to meet the demand for a variety of household sizes and incomes.
- » Foster ***economic development and employment opportunities*** through additional commercial and office uses in proximity to where people are living in the community.
- » Provide ***connectivity to existing parks, greenways, open spaces, and paths*** in the community while also creating new opportunities for people living and working in the Northeast Business District.
- » Create a ***network of safe streets*** in the Northeast Business District to support increased walking, bicycling, and access to transit.
- » ***Align the land uses with the City's adopted form-based code provisions***, and make recommendations for any additional design and development provisions to ensure that new development and redevelopment enhance the pedestrian street level experience.
- » ***Enhance the sense of community*** by providing spaces for public arts, gathering places, special events, outdoor markets, and other festivities.

Regional Planning Context

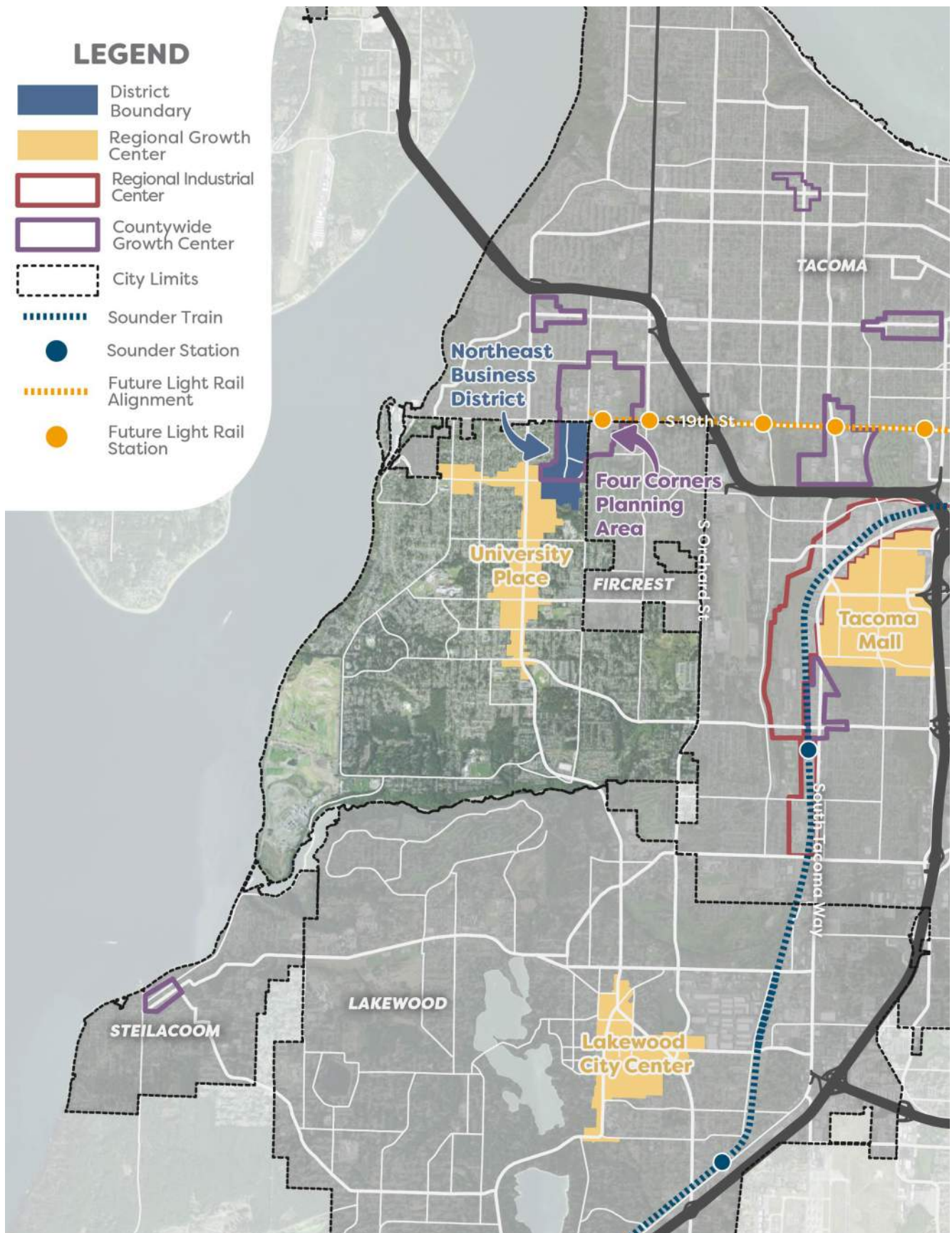
The Northeast Business District lies within the City of University Place regional growth center. Tacoma Mall and Lakewood City Center are two additional designated regional growth centers in the surrounding region, see Map 2. The District is also within the multicity (Tacoma/Fircrest/University Place) “Four Corners” candidate Pierce County Countywide Growth Center, see Map 3A and 3B.

The City is exploring a Memorandum of Understanding with the involved interests of the Four Corners Planning area to collaborate on creating a transit oriented development centered around the proposed Sound Transit improvements to be located at the Tacoma Community College Transit Center.

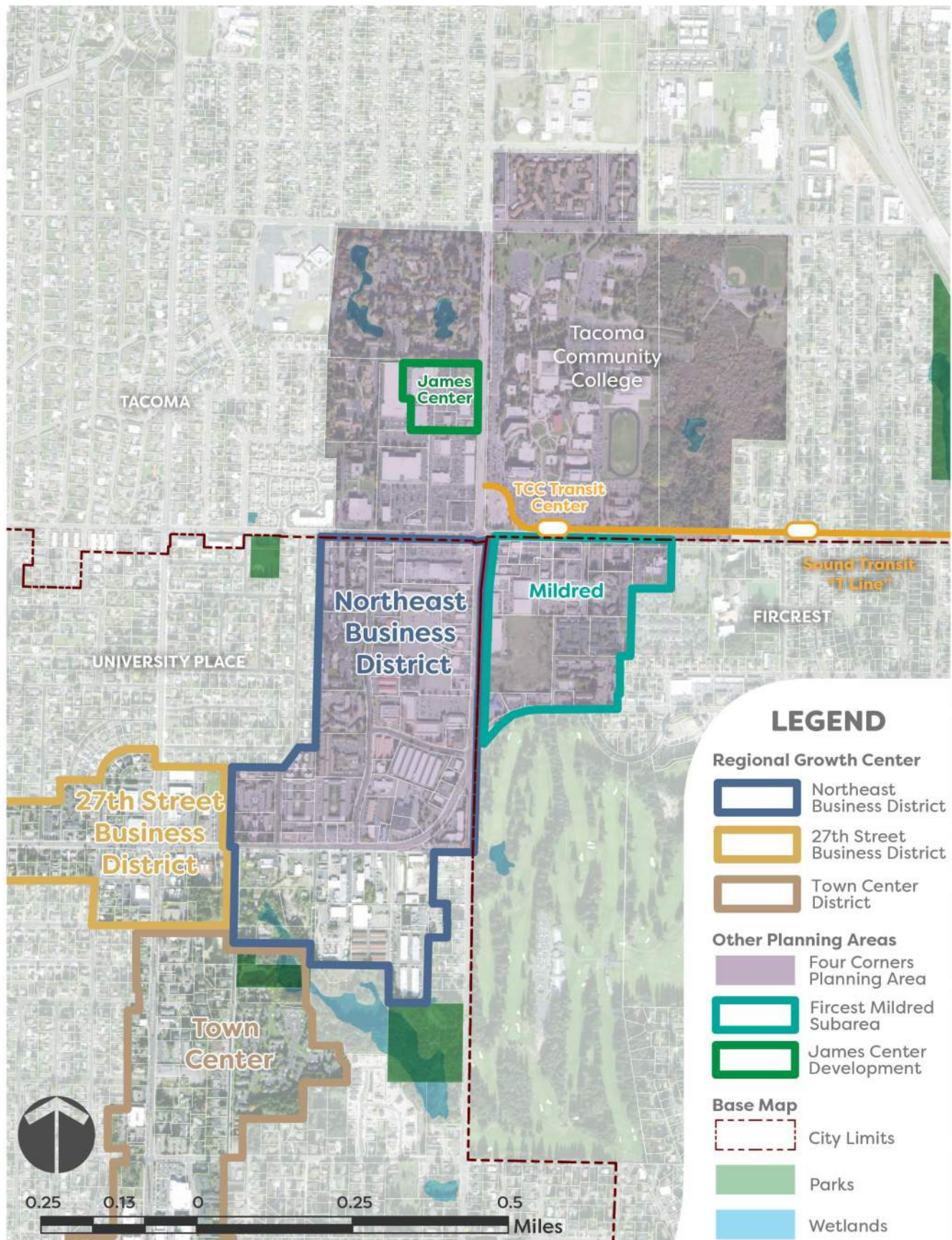
University Place is a “Core City” within the Puget Sound Regional Council (PSRC) Regional Growth Strategy framework, Sixteen Core Cities are intended to accommodate a significant share of future growth (28% of the region’s population growth and 35% of its employment growth by the year 2050). PSRC provides the following definition for regional growth centers and countywide growth centers:

“[regional growth centers] have an important regional role, with dense existing jobs and housing, high-quality transit service, and planning for significant growth. These centers may represent areas where major investments — such as high-capacity transit — offer new opportunities for growth.” PSRC provides the following definition for countywide growth centers:

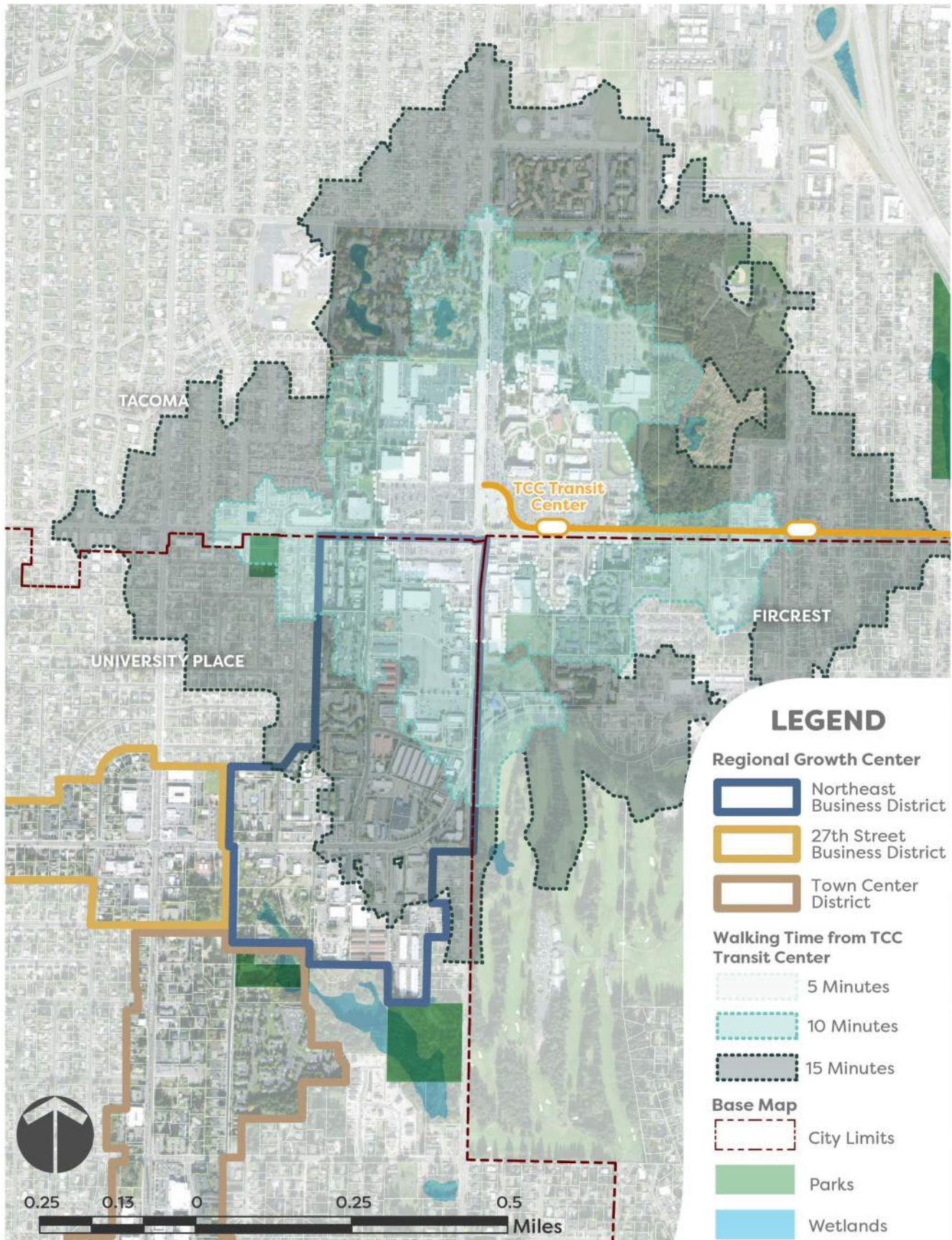
“Countywide growth centers serve important roles as places for concentrating jobs, housing, shopping, and recreational opportunities. These are often smaller downtowns, high-capacity transit station areas, or neighborhood centers that are linked by transit, provide a mix of housing and services, and serve as focal points for local and county investment.”



Map 2. Regional Planning Context



Map 3A. Local Planning Context



Map 3B. Local Transit Walkshed

To keep its current regional growth center designation, the City must (among other criteria) maintain an activity unit (population and jobs) density of at least 18 activity units per acre, and plan for a density of at least 45 activity units per acre. To receive an official countywide center designation, the Pierce County Countywide Planning Policies require an existing activity unit density of 10 activity units per acre, and capacity and planning for not less than 16 activity units per acre. Refer to Section 4 of this plan for an analysis of how the District is Planned to meet these requirements

Planning Process

This District plan was created with a planning process that included close coordination with City staff and an advisory group of local interests. Figure 1 below shows the planning process and key milestones.

Figure 1. Planning Process



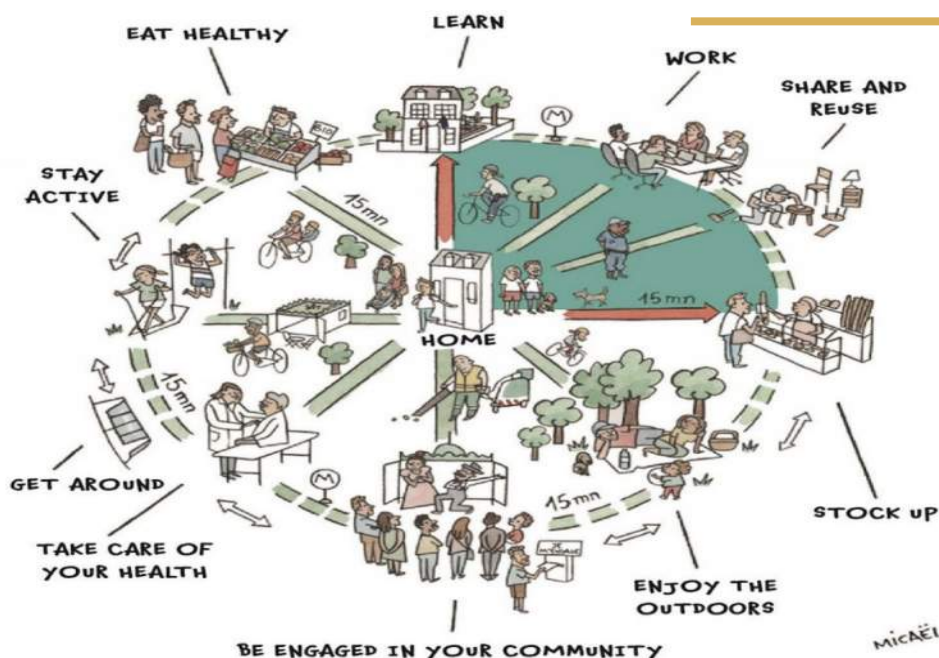
Advisory Group

City Staff invited members of the community to serve on a Northeast Business District Advisory Group at the start of this planning process. The advisory group met four times at key milestones of the planning process and helped to development the vision and guiding principles for the District Plan, as well as the plan recommendations.

Public Engagement

City Staff, in collaboration with the consultant, launched a public engagement poll to collect feedback from the community regarding the 20-year vision for the Northeast Business District. The poll was posted online on the City's website, and a QR code was included on an informational poster posted at City Hall. The short survey asked six questions, including what the biggest opportunities and challenges are for the District. A total of 144 responses were collected from community members. A summary of responses follows, while the full results of the survey are provided in an appendix to this plan.

Respondents identified opportunities such as new boutique shops, restaurants, and entertainment as good opportunities for the Northeast Business District. Increasing access to housing, food, jobs, and health care was also a common answer.



This graphic represents a desired approach to creating a 15-minute district or neighborhood with people have access to home, work, services, groceries, parks, schools, and other needs in a close proximity.

Illustration by artist Micael

Respondents identified challenges in the District such as mitigating traffic and congestion from new development and ensuring the safety of residents. Making sure that new development provides affordable housing and leasable space in new development was also very important to survey respondents. Another challenge identified by the community was responding to climate change.

A word cloud shaped like a heart, featuring various terms related to urban planning and community development. The words are arranged in a dense, overlapping manner, with 'businesses' and 'shopping' being the largest and most central. Other prominent words include 'safe', 'family', 'restaurants', 'housing', 'community', 'liveable', 'great', 'walkable', 'people', 'local', 'kids', 'transit', 'friendly', 'schools', 'services', 'quality', 'trees', 'diverse', 'unique', 'parks', 'work', 'public', 'school', 'food', 'nice', 'green', 'clean', and 'urban'.

In addition to the online poll, the City posted displays about the project to provide information to the public and guide them to the project website. A draft of this plan also was posted for public review and comment, as well as presented to Planning Commission for their review.

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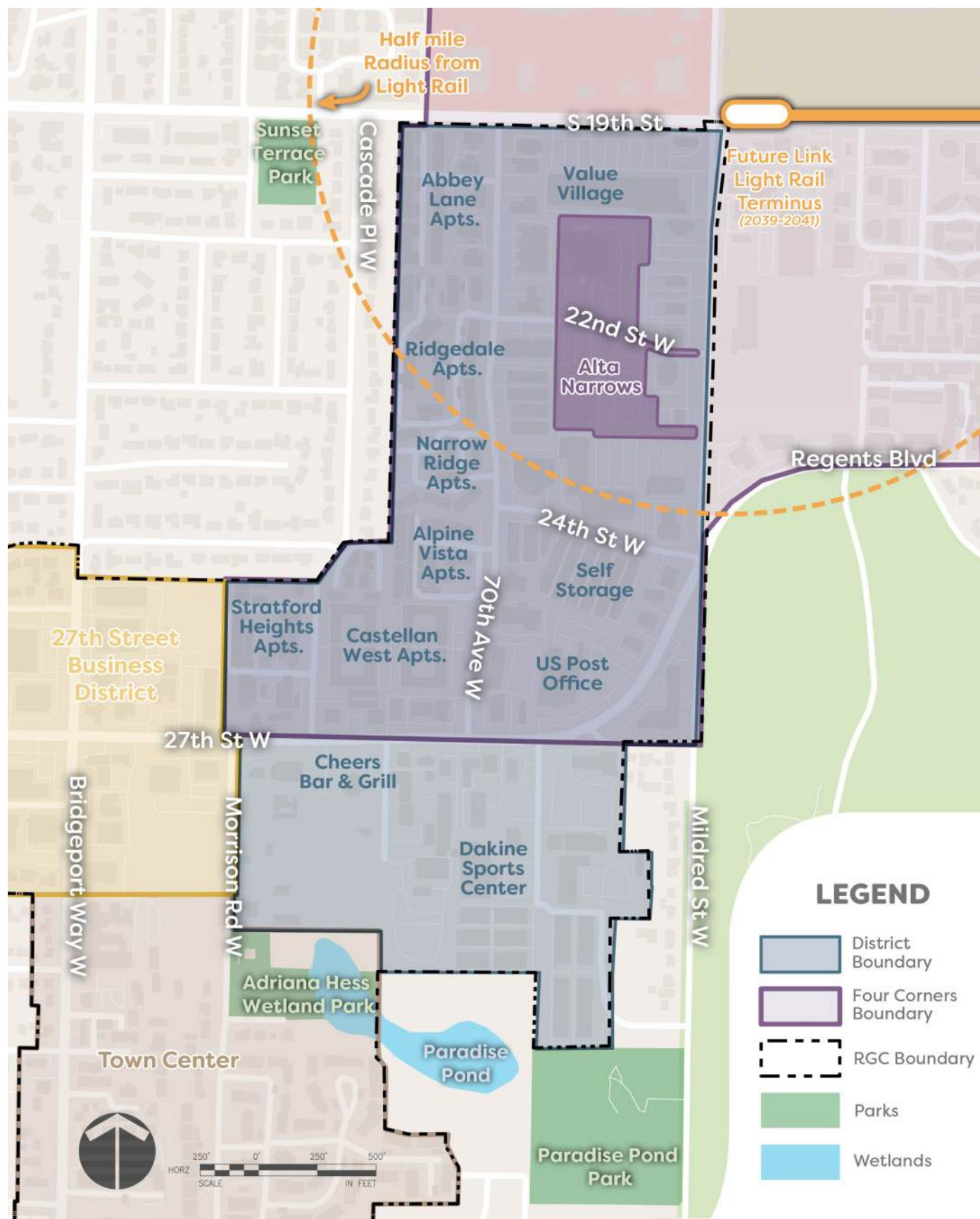
Existing Conditions and Demographic Analysis



Overview

The Northeast Business District is one of three districts that make up the University Place Regional Growth Center.

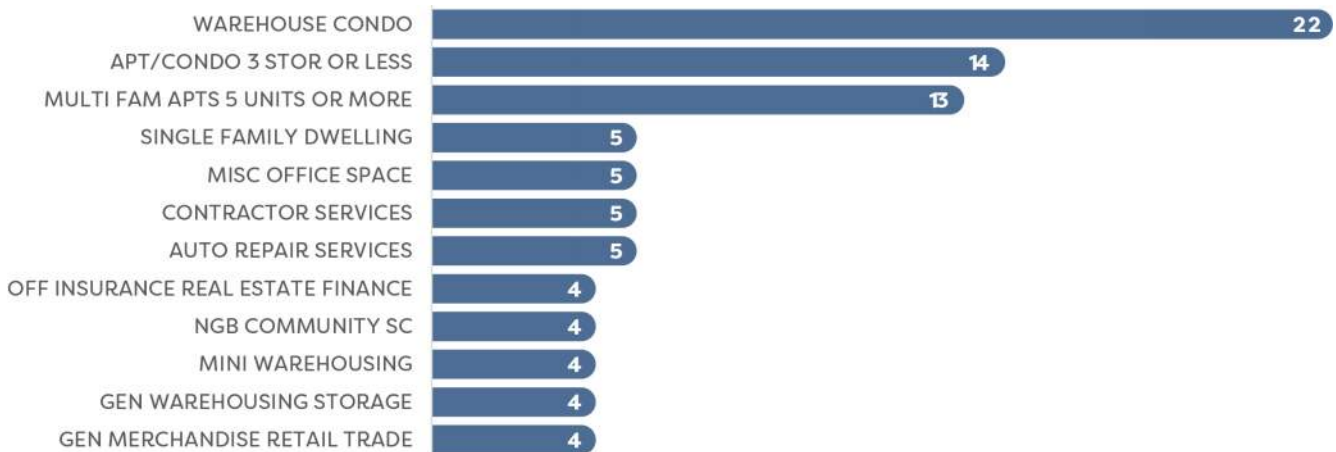
The District boundaries are S 19th Street and the City of Tacoma to the north, Mildred Street /67th Avenue W and Fircrest to the east, Adrianna Hess and Paradise Pond Parks to the south, and Cascade Place W and Morrison Road W to the west. The western boundary does not include existing single family homes on the east side of Cascade Place W from S 19th Street to 25th Street W to the south. The boundary then bumps out to include the Strafford Heights and Bayswater Apartments on the west side of Cascade Place W, where it crosses over 27th Street W and jogs over slightly east to Morrison Road W, See Map 4.



Map 4. District Overview Map

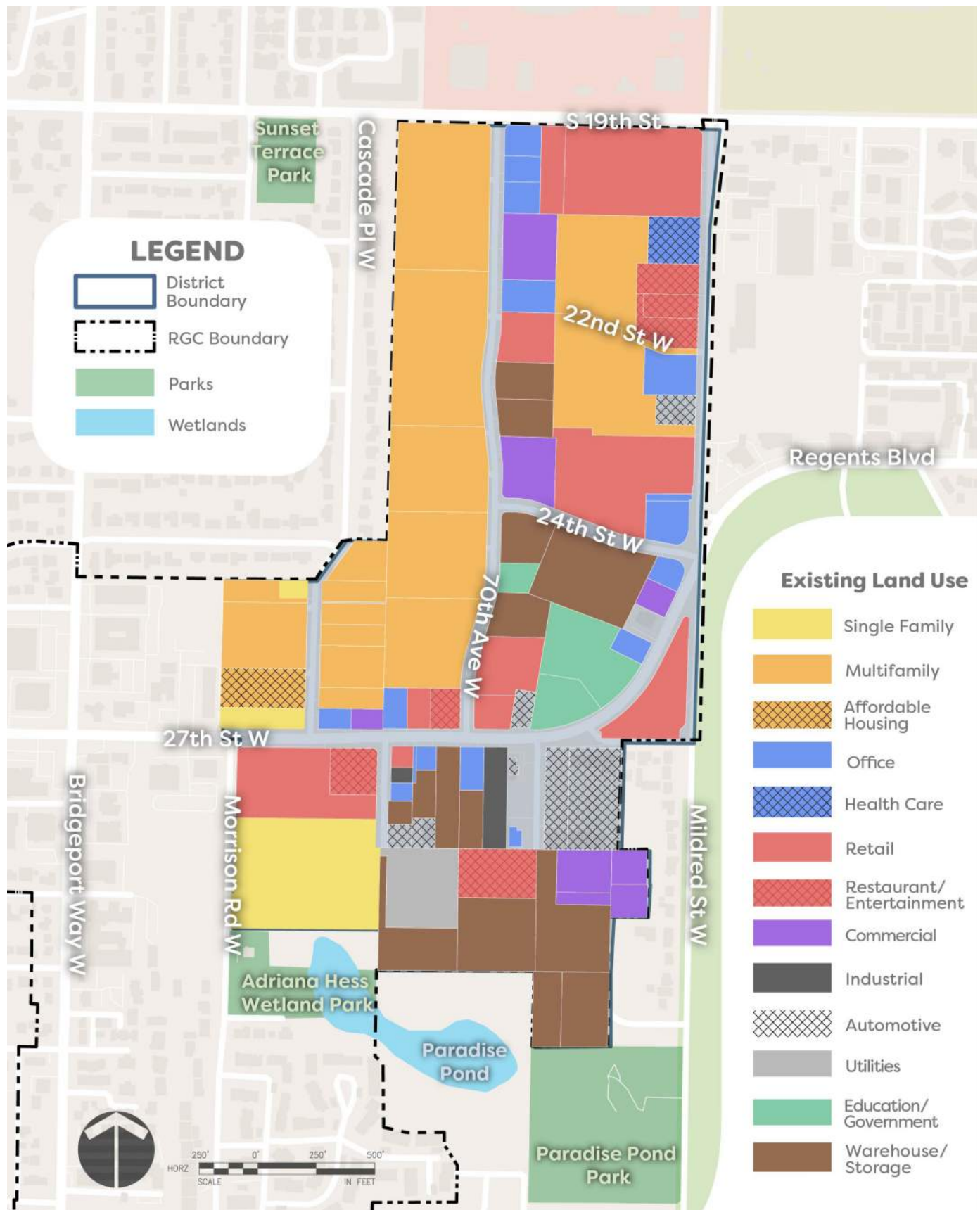
Land Use and Zoning

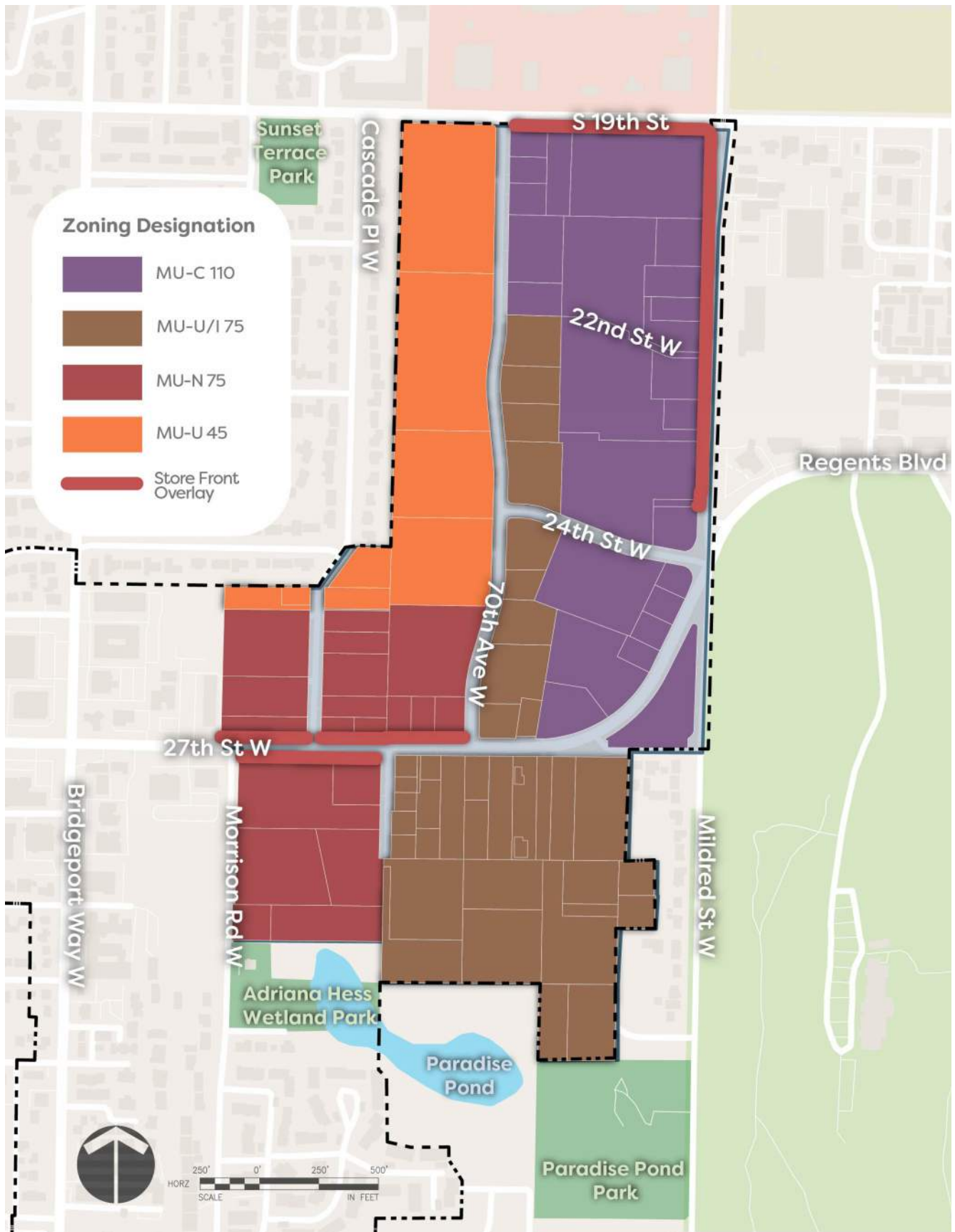
Existing land uses in the Northeast Business District include a contiguous area of multifamily development west of 70th; a mix of retail and commercial to the east; and a significant amount of warehouse and storage uses throughout the area. Existing land use and zoning maps are provided as Map 5 and Map 6 respectively. The Alta Narrows project is under construction in this area. There is a large post office along Regents Drive and mostly industrial, warehouse, and commercial uses to the south. At the time of the 2020 Buildable Lands Inventory, the ten most frequent existing land uses were as follows, and consisted of 89 of 127 total (70%) parcels in the District:



The future land use designation for the District in the City's Comprehensive Plan is "Mixed Use". The following description is given for the intent of the Mixed Use designation:

"The form of development in Mixed Use Zones would generally be mixed use with a focus on residential upper floors with active uses at the ground floor level. On arterial streets, such as Bridgeport Way and 27th Street, the ground floor level may support retail, restaurants, office space, and other active uses, while on other street frontages, the ground floor level could be designed to support residential use. Density ranges from 30 to 100+ units per gross acre depending on building height and zone."





Map 6. Zoning Map

After the adoption of the Regional Growth Center Subarea Plan in 2017, the City developed and adopted the plan's recommended form-based code (FBC) to guide building form and height in each new zone category, and to provide more flexibility related to the types of specific uses that could be redeveloped. The FBC is codified in section 19.54 of the University Place Municipal Code. Four new zones replaced the pre-existing zones, adding new requirements.

Mixed Use – Neighborhood (MU-N45)

The MU-N45 zone serves as a transition zone providing separation between more intense commercial activities and residential areas. Uses allowed include multifamily housing, adult family homes, nursing homes and assisted living facilities, day care, religious assembly, professional offices, retail uses, public parks, public and private recreation, government services, and minor

utility distribution facilities. A maximum building height of 45 feet is allowed, to mitigate visual impacts to adjacent residential areas. Building types include multiplex, townhouse, courts, live-work units, commercial and mixed use wood frame and podium building types of up to four levels



Toll Brothers Townhome Example

Mixed Use – Urban (MU-U75)

The MU-U75 zone applies to an area of multifamily residential and commercial uses along arterial streets. In most areas the Mixed Use – Urban zone is separated from single-family homes by the Mixed Use – Neighborhood zone. The Town Center from 42nd Street to 35th Street along Bridgeport Way, the commercial corridor along 27th Street east of Bridgeport Way, and the Grandview Plaza at the intersection of 27th Street and Grandview Drive are the MU-U75 areas. A building height of 75 feet is allowed in the MU-U75 zone. To mitigate impacts to adjacent single-family residential zones maximum height is reduced to 45 feet. Building types include multiplexes, townhomes, courts, live-work units, commercial, liner and mixed use building types. The building height would allow five wood frame stories over a one- or two-level concrete podium.

The form of development in the MU-U75 zone would generally be a mixed use with a focus on residential upper floors and active uses at the ground floor level. On arterial streets such as Bridgeport Way and 27th Street West the ground floor level may support retail, restaurants, office

space and other active uses, while on other street frontages the ground floor level could be designed to support residential uses. Developments that include a mix of retail, personal services, offices, and residential uses are encouraged.



The Junction and Six Oaks, Bothell, WA

Mixed Use – Center (MU-C110)

The Mixed Use – Center zone is bounded by 19th Street to the north, 27th Street to the south, Mildred Street to the east and 70th Avenue to the west except that portion of 70th Street south of 22nd Street which is part of the Mixed Use Urban/Industrial zone. Building height of 110 feet is allowed in the MU-C110 zone. However, not all development would be expected to reach this height given trends in the market. For example the Alta Narrows project under construction has building heights in the three to four story range.

Building types include podium, courtyard, commercial, mixed use and liner building types. The building height would allow five wood frame stories over a one- or two-level concrete podium, but could take other forms given the allowed height of 110 feet. The form of development in the MU-C110 zone would generally be mixed use with a focus on residential upper floors with active uses at the ground floor level. On 19th, 27th, and Mildred Streets, the ground floor level must be designed to accommodate retail, restaurants, office space, and other active uses, while on other street frontages, the ground floor level could be designed to support residential uses.

Alta Narrows Renderings, University Place , WA



Mixed Use – Urban/Industrial (MU-U/I75)

The MU-U/I75 zone, which has historically been used for light manufacturing and light industrial uses, is located south of 27th Street West between Morrison Road on the west, 67th Avenue on the east, and Morrison Pond on the south. Additional light industrial and business park uses are located along the east side of 70th Avenue West north of 27th Avenue West. The MU-U/I75 zone recognizes many of the existing uses in these areas as appropriate, while maintaining a separation of these uses from adjoining residential uses. A building height of 75 feet is allowed in the MU-U/I75 zone. To mitigate visual impacts a maximum building height of 45 feet is allowed adjacent to single-family residential zones.

Building types include commercial, liner and mixed use buildings . Flexible space and residential buildings such as live/work units, lofts, multiplexes, townhouses, and courtyards apartment are also allowed The building height would allow five wood frame stories over a one- or two-level concrete podium. The form of development in the MU-U/I75 zone would generally be mixed use with a focus on residential upper floors with active uses at the ground floor level. On 27th Street, the ground floor level needs to be designed to support retail, restaurants, office space, and other active uses, while on other street frontages, the ground floor level could be designed to support residential uses.

Critical Areas, Parks/ Open Space, Public Facilities, and Schools



Overlook to Paradise Pond

Critical Areas

There are limited critical areas located within the District, but to the south, a large wetland complex known as the Adriana Hess Wetland Park exists. This wetland area is designated as part of the 500 year floodplain and has been identified as priority habitat area for wildlife. Parcels encumbered by the wetland have already been designated as parks/open space or have been left undeveloped. There are no streams located within or near the District. There are steep slopes located near the wetland complex.

Parks and Open Space Areas

While there are no parks within the District, three parks are located close to the District boundary. Sunset Terrace Park is located to the west of the north end of the District along S 19th Street. The other two parks, Adriana Hess Wetland Park and Paradise Pond Park, are located directly south of the District. A detailed description of each park has been provided below. Locations of parks, schools, civic centers, and other public services are shown in Map 7.

- ***Sunset Terrace Park*** is a 5.6-acre neighborhood park located approximately one block west of the north end of the District. Access to the park from the District is provided along S 19th Street. Facilities at the park include a baseball field, playfield, public restrooms, a picnic shelter, and a playground.
- ***Adriana Hess Wetland Park*** is a 2-acre open space/ natural area located directly to the south of the District. Access to the park is provided from Morrison Road W. Facilities at the Wetland Park include trails for birdwatching and picnic shelter. Offices for Tahoma Audubon Society are located on the park property.
- ***Paradise Pond Park*** is a 9.5-acre open natural area located directly to the south of the District and adjacent to Morrison Pond. Access to this park is provided from Mildred Street W. Facilities at the park include open space, trails, and birdwatching.



Conservation volunteers at Adriana Hess Wetland Park, Pierce County Conservation District

These locations, along with shopping centers and other destinations, are important places in the District that should be well connected to sidewalks/ walkable routes, bicycle ways, and transit service. The City identified an opportunity for an expanded trail systems between Adriana Hess Wetland park and Paradise Pond Park in the 2015 Comprehensive Plan.

Public Facilities

Fire and emergency medical services are provided by West Pierce Fire and Rescue. Police services are provided by Pierce County via a City of University Place contract. Court services are provided by the City of Lakewood via a City of University Place contract. Library services are provided by the Pierce County Library System with a branch library located in Town Center. Municipal facilities are provided by the City. The Tacoma-Pierce County Health Department provides a wide array of services and benefits to the community including health and wellness outreach, as well as information about air quality and environmental conditions, fire and emergency preparedness, and other topics.

Schools

K-12 grades are served by the University Place School District and Charles Wright Academy. Tacoma Community College is located just to the northeast of the District.

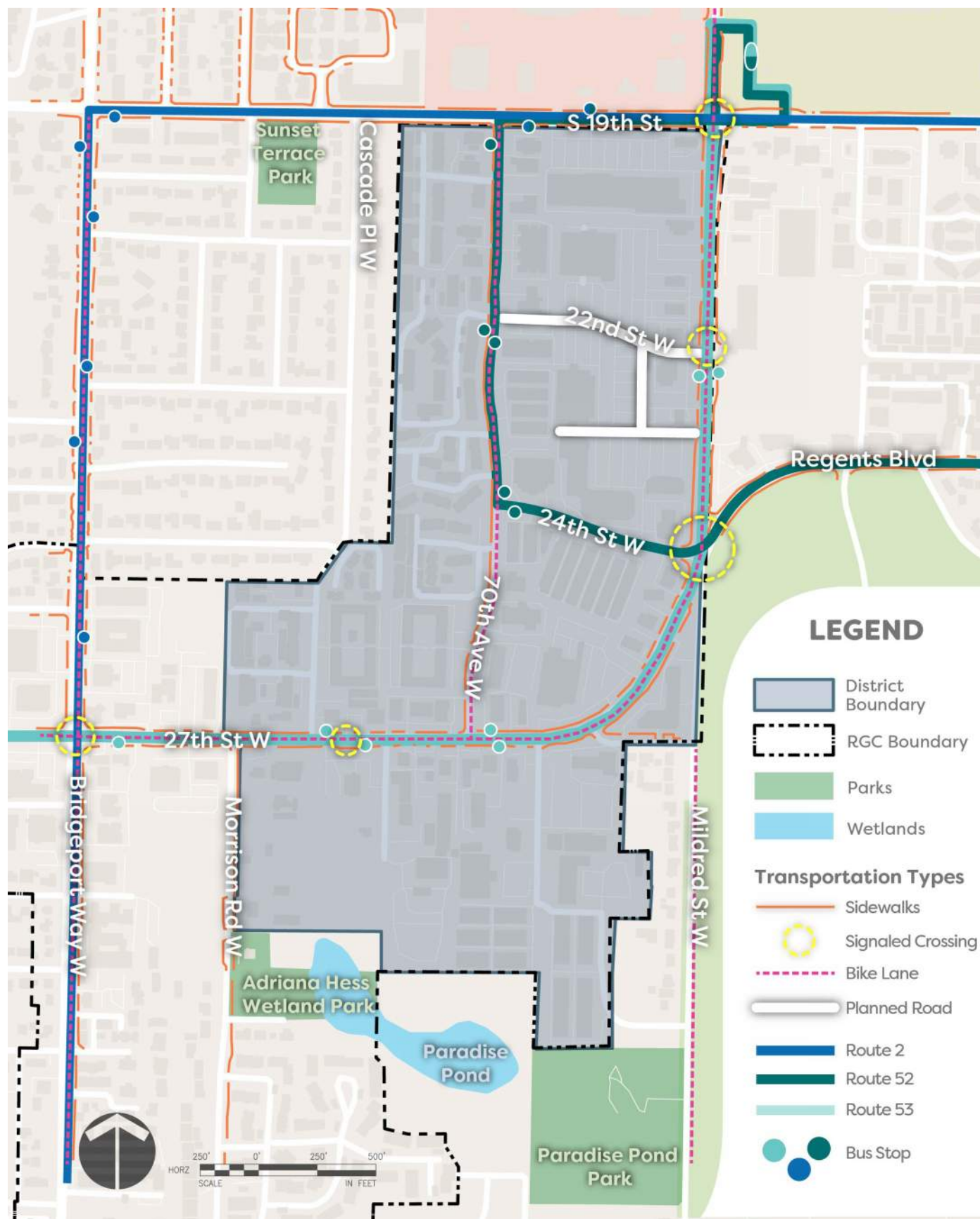
Transportation and Connections

Existing Transportation Network

Primary streets within the District include 70th Ave W (between S 19th Street and 27th Street W), 27th Street W (between Mildred Street W and Morrison Road W), and Mildred Street W (between 19th and 27th). These primary arterials are in various states of improvement, with much of the District now completed to current standards with continuous sidewalks and bike lanes. While some segments are still in need of improvement, expansion of street rights-of-way to add lanes is not planned or anticipated. Capacity won't be increased through widening or adding lanes, but rather by improvements to intersections and also by increasing travel by other modes (transit, walking, bicycling, car share, etc.). Connecting collector and local streets are generally in good condition for vehicle use, but often lack sidewalks and bicycle facilities.

Due to the industrial and commercial pattern of development in the District over the past decades, there is a general lack of connectivity. Existing blocks are large with few pedestrian mid-block connections provided. There are few amenities within the District or near the District that would be considered walkable. Existing sidewalks are shown on Map 8.

Local transit service is provided by Pierce Transit and consists of three primary routes serving the community. Sound Transit's long range plans call for extending light rail via Tacoma Link to the Tacoma Community College Transit Center, just northeast of the District. It is anticipated that high capacity transit such as bus rapid transit and/or express service could be extended through University Place to serve the regional growth center and connect to the light rail system in the future with increases in population, households, and employment in the District.



Map 8. Existing Multimodal Transportation and Connections

- **27th Street W/Regents Boulevard W** is a Major Arterial in the District, connecting the District to Fircrest to the east and to the adjacent 27th Street District to the west. The road way is a three lane road with center turn lane and bike lanes in both directions. Five-foot sidewalks with planting strip are located on either side of the street. Pierce Transit route 53 runs along 27th Street W, which runs from University Place to Fircrest.
- **70th Avenue W** is a neighborhood collector and acts as a main road within the District. The street runs north to south through the middle of the District connecting 27th Street W with S 19th Street. The roadway is a two-lane street with one lane in each direction and a designated bike lane on both sides. A continuous sidewalk is provided along the west side of the road. The City's comprehensive plan proposes adding sidewalks to the east side of the road. Pierce Transit runs route 52 along the north end of 70th Avenue W.
- **24th Street W** is a short unclassified road connecting 70th Avenue W to Mildred Street W. The road is a two-lane road with one lane operating in both directions. There are no sidewalks or bike lanes on this road.
- **22nd Street W** is a short unclassified private road connecting 70th Avenue W to Mildred Street W. The road is being built out with the Alta Narrows Development. 22nd Street W is a two lane road with one lane operating in both directions, and sidewalks on both sides of the road. There is occasional street parking on both sides of the street.
- **Mildred Street W** is a Secondary Arterial that runs along the east border of the District. The road also acts as the eastern border of University Place with Fircrest. Mildred connects University Place and the District north to Tacoma. Mildred north of Regents Boulevard is a three lane road with a center turn lane and bike lanes in both directions. There are occasional right turn pocket lanes. As the road heads north of University Place, it widens to four lanes with sidewalks.

- **S 19th Street** is a major arterial that runs along the north border of the District. The road acts as the north border of the University Place with Tacoma. S 19th Street acts as the main connection from the District to State Route 16 and to I-5 and is under Tacoma's jurisdiction. S 19th Street is a five-lane road with two lanes in either direction and a center turn lane. There are sidewalks along both sides of the street.

Utilities

Sewer

Sewer service in the District is managed by Pierce County Public Works and Utilities. Services are provided through the City of University Place's franchise agreement with Pierce County Public Works and Utilities. According to the University Place Comprehensive Plan, Policy CF6D states that the City will work through this franchise agreement to ensure that sewers are available within 300 feet of all properties within the next 20 years, enabling individual property owners to extend a sewer line to their properties for a reasonable cost. It is anticipated that redevelopment projects will connect, upgrade, and improve sanitary sewer facilities as may be needed to serve their individual needs. Pierce County Planning and Development is currently updating the Unified Sewer Plan (to be completed in 2025), which will guide the Sewer Division for the next 20 years. The Unified Sewer Plan will plan for future residential and employment growth by replacing aging sewer system components and upgrading to new technology.

Water

Water service in the District is managed by City of Tacoma Public Utilities Water Division. The primary water supply comes from the Green River in King County and local wells. Tacoma's Water System Plan was updated in 2018. A demand forecast was developed for the Water System Plan that used econometric analysis of water demand and growth projections. The

demand forecast was used to provide “a basis for evaluating water supply adequacy, system capacity and the need for growth-related infrastructure improvements”. While the population was projected to grow over a 20-year period, the demand was projected to remain relatively flat. Retail demand was projected to decline over the 20-year period. According to the University Place Comprehensive Plan, the City of Tacoma Public Utilities Water Division has excess water supply looking out to the year 2060. Individual developer projects will improve connections and services to meet their needs, while the City continues to work with Tacoma Public Utilities to monitor long term growth and demand and update service and facility planning as needed.

Surface Water Management

Surface water and stormwater in the District is managed by the City of University Place. The District is located in the Chambers Subbasin of the Chambers-Clover Watershed Resource Inventory Area (WRIA 12). The northern portion of the District lies in the Day Island and Soundview Drainage Basin, which drains directly to Puget Sound. The southern portion of the District lies in the Morrison Pothole Drainage Area. Stormwater in this drainage area is directed to the Morrison Wetland. During high flow events, the Morrison Wetland overflows into the Day Island and Soundview Drainage Basin, eventually flowing into Puget Sound. Due to development the District is largely impervious. Exceptions include landscaping in the Ridgedale Apartments, Narrow Ridge Apartments, and five parcels in the southwest corner of the District.

There are no streams in the District, stormwater is collected and transported through the City’s stormwater infrastructure. The City’s stormwater infrastructure in the District consists of stormwater conveyance and one stormwater vault according to the University Place Comprehensive Plan. The City’s adopted Comprehensive Storm Drainage Plan identified problems with drainage infrastructure in the Day Island and Soundview Drainage Basin. The Comprehensive Storm Drainage Plan’s recommended improvements are directed at correcting both existing problems and to accommodate the effects anticipated from future growth of the City.

The City has adopted the King County Surface Water Design Manual (KCSWDM) as its standard for development and level of service. Title 13 of the University Place Municipal Code further supplements the KCSWDM in accordance with Department of Ecology requirements. These standards set forth the City's minimum drainage and erosion control requirements. Future new development and redevelopment in the District will be required to comply with these requirements and standards.

The Buildable Lands Inventory categorizes a significant portion of the District as underutilized. These parcels and more can be expected to be developed or redeveloped. Properties that were developed prior to current stormwater regulations will be required to adhere to the KCSWDM and Title 13 of the University Place Municipal Code. The KCSWDM requires the construction of surface and storm water management systems to mitigate the impacts of new development or redevelopment on drainage systems. Flow control on these sites means that runoff needs to be detained and released at rates that match the peak flows and flow durations that existed prior to development. Water quality on these sites means that runoff from those new and replaced pollution-generating impervious surfaces and new pollution-generating pervious surfaces must be treated.

Power and Communications

Power service in the District is managed by City of Tacoma Public Utilities Power Division (Tacoma Power). According to the University Place Comprehensive Plan, Tacoma Power has a maintenance agreement with University Place to service and maintain street light facilities. Tacoma Power utilizes forecasts produced by the Puget Sound Regional Council (PSRC) and local municipalities to project future load growth. Tacoma Power uses this information in conjunction with its system planning criteria to prepare a six-year facilities plan. Pursuant to its six-year plan, Tacoma Power does not anticipate development of new substations or major line replacements within University Place. The addition of a large commercial or industrial load

in the area may require development of additional new facilities. Individual redevelopment projects will extend electricity services as needed to serve the demand of new customers, who then will pay for these services. The City should continue to coordinate with Tacoma Power to review the potential build-out demand of the District anticipated growth rates over time, and to determine the need for potential future service and facility improvements.

Communication services are managed by various providers according to the University Place Comprehensive Plan, including CenturyLink (telephone), seven cellular phone companies, Click!, a division of Tacoma Public Utilities (cable television), and Comcast (cable/internet). These service providers continually coordinate with the City to anticipate geographic demand and then extend the services to paying customers. The City should continue to coordinate with these providers, to notify them of planned zoning and potential build-out growth.

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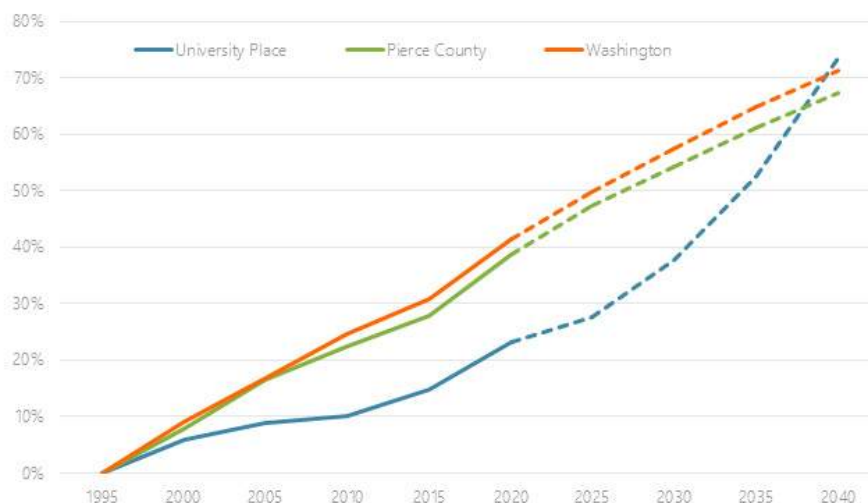
Demographics

Population

The population of University Place has grown from 28,281 at its incorporation in 1995 to 34,866 at the 2020 census, an increase of 23 percent, or 0.82 percent yearly.

This rate of growth is slower than that of Pierce County and Washington as a whole, as shown in Figure 2. However, the Puget Sound Regional Council estimates *that University Place will grow much more rapidly than county and statewide growth rates in the coming two decades, reaching a population of 49,090 by 2040.* This represents a yearly growth rate of 1.73 percent forecast from 2020-2040, compared with .094 percent forecast in Pierce County and 0.96 percent statewide. The city will need to accommodate this increased growth through more housing development to mitigate demand-side pressures on housing prices. This is one of the main purposes for the RGC and Northeast Business District planning processes.

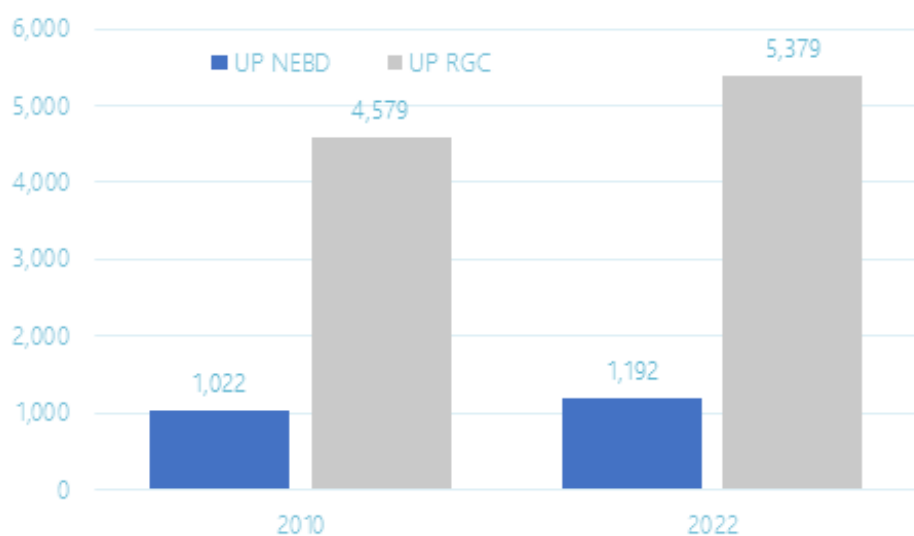
Figure 2. Population Change in University Place, Pierce County, and Washington, 1995-2040 (forecast)



Sources: Washington Office of Financial Management 2017 GMA Projections – Medium Series (Pierce County and Washington Projections), April 1 Intercensal Estimates of Population (Historic Population), Puget Sound Regional Council Land Use Vision 2 (University Place Projections)

Within the Northeast Business District itself, population has not changed significantly since 2010. ***The estimated 2022 population of the District is 1,192, up from 1,022 in 2010, as shown below.*** The RGC as a whole has grown somewhat faster, from 4,579 in 2010 to 5,379 in 2022 as other areas of the RGC have seen significant housing development in the past decade, which will be discussed further below.

Figure 3. Population in Northeast Business District and RGC, 2010-2022



Source: ESRI Market Profiles

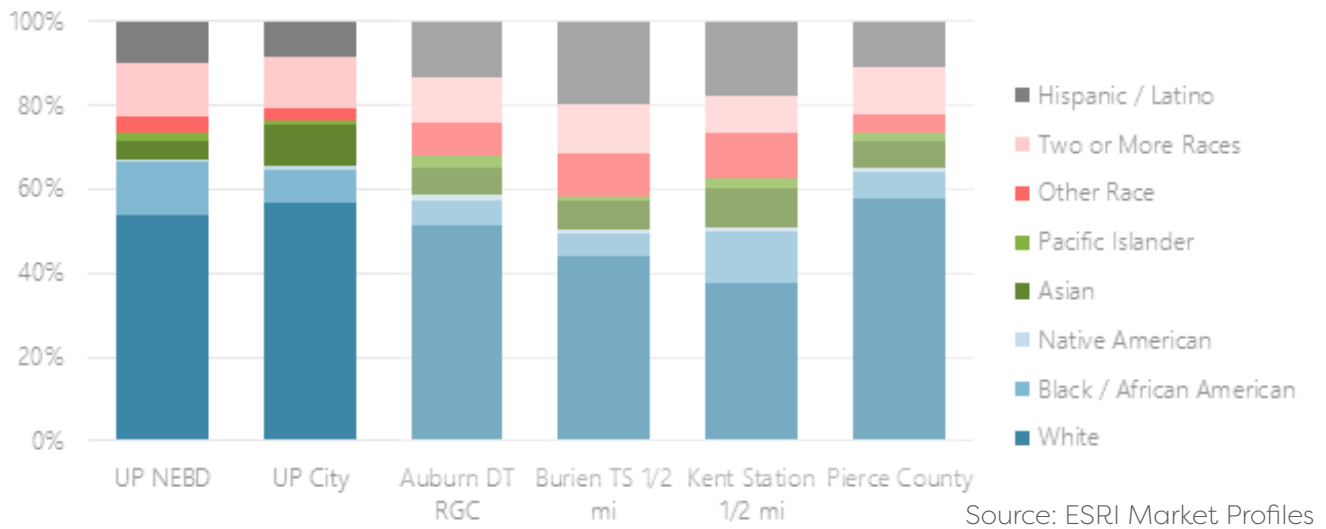
The Northeast Business District contains 712 housing units¹.

Of these, 704 are multifamily units contained within nine apartment developments built between 1974 and 1983. One development, Bayswater Apartments, contains 34 rent-restricted affordable units. There are also seven single-family homes in the Northeast Business District.

Nearly 60 percent of the residents of the Northeast Business District identify as White alone, similar to University Place as a whole and to Pierce County. The Northeast Business District has a slightly higher share of Black and Hispanic/Latino residents compared with the city overall, but a smaller share of Asian residents. Overall, the Northeast Business District is less diverse than comparison station areas in the South Sound including Auburn, Kent, and Burien, although it is similar in demographic breakdown to Pierce County overall, as shown in Figure 4.

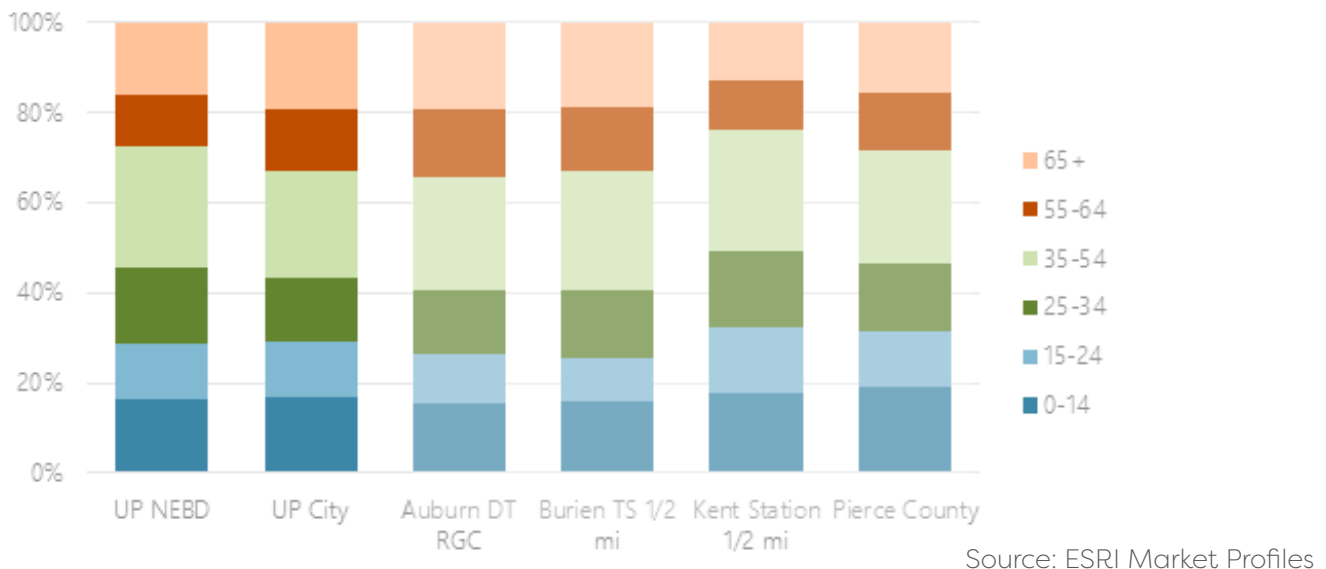
¹According to Costar, a commercial real estate data provider.

Figure 4. Race and Ethnicity in Northeast Business District with Regional Comparisons, 2022



Residents of the Northeast Business District are slightly younger than the University Place population overall, as well as the Auburn and Burien comparison areas, both of which have notable quantities of senior housing. The Kent station area has a much younger population more representative of national station area trends discussed above. As the area develops, choices about whether or not to develop senior housing can have effects on the type of housing and associated services and amenities in the District, as seen in the comparison areas.

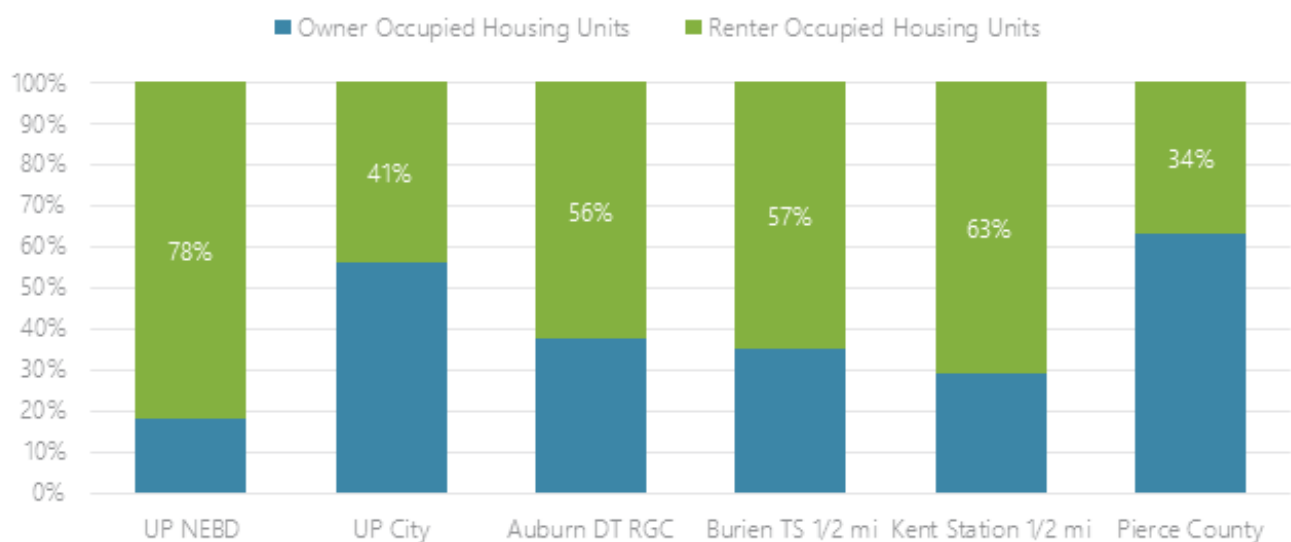
Figure 5. Age in Northeast Business District with Regional Comparisons, 2022



Over three-quarters of households in the Northeast Business District are renter households, following from the large quantity of apartment housing in the area, the lack of single-family neighborhoods in the District, and the proximity to Tacoma Community College. Comparison TOD areas in the South Sound also have large quantities of renters as shown in Figure 6.

Renters can face more significant housing issues than homeowners, including rent increases and eviction leading to housing insecurity. Renters also tend to have lower incomes and are more likely to be BIPOC households. All of these considerations can lead to displacement, which should be considered in redevelopment projects. The Northeast Business District is classified as “moderate” displacement risk area by PSRC’s Displacement Risk Mapping tool².

Figure 6. Tenure in Northeast Business District with Regional Comparisons, 2022



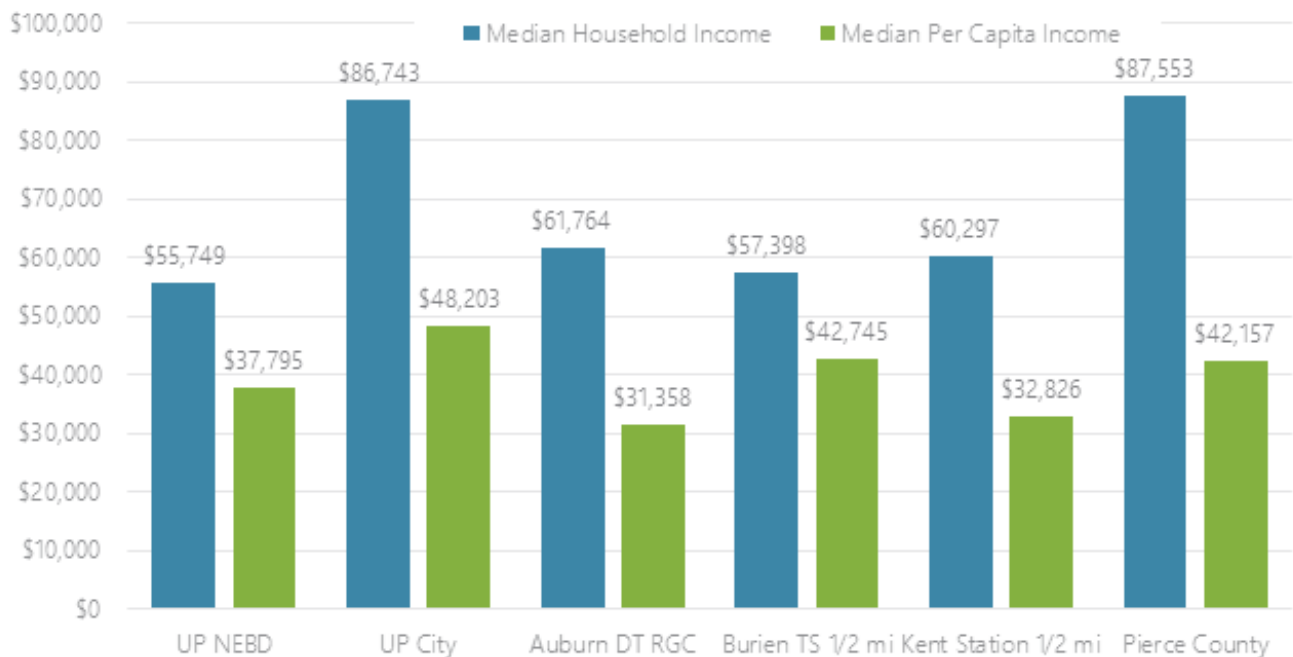
Source: ESRI Market Profiles

² Puget Sound Regional Council. “Displacement Risk Mapping.” <https://www.psrc.org/our-work/disp>

Median household incomes in the Northeast Business District are estimated at \$55,749 in 2022, and median per capita incomes at \$37,755.

These are notably lower than incomes in University Place overall, as shown in Figure 7. The gap between household and per capita incomes is also smaller in the Northeast Business District than citywide, due to smaller household sizes in the District. As discussed above, renters tend to have lower incomes than homeowners and the high share of rental households in the Northeast Business District likely accounts for much of the disparity in incomes. Income levels in the Northeast Business District are similar to comparison TOD areas, and citywide incomes are similar to Pierce County as a whole.

Figure 7. Median Household and Per Capita Income in Northeast Business District with Regional Comparisons, 2022



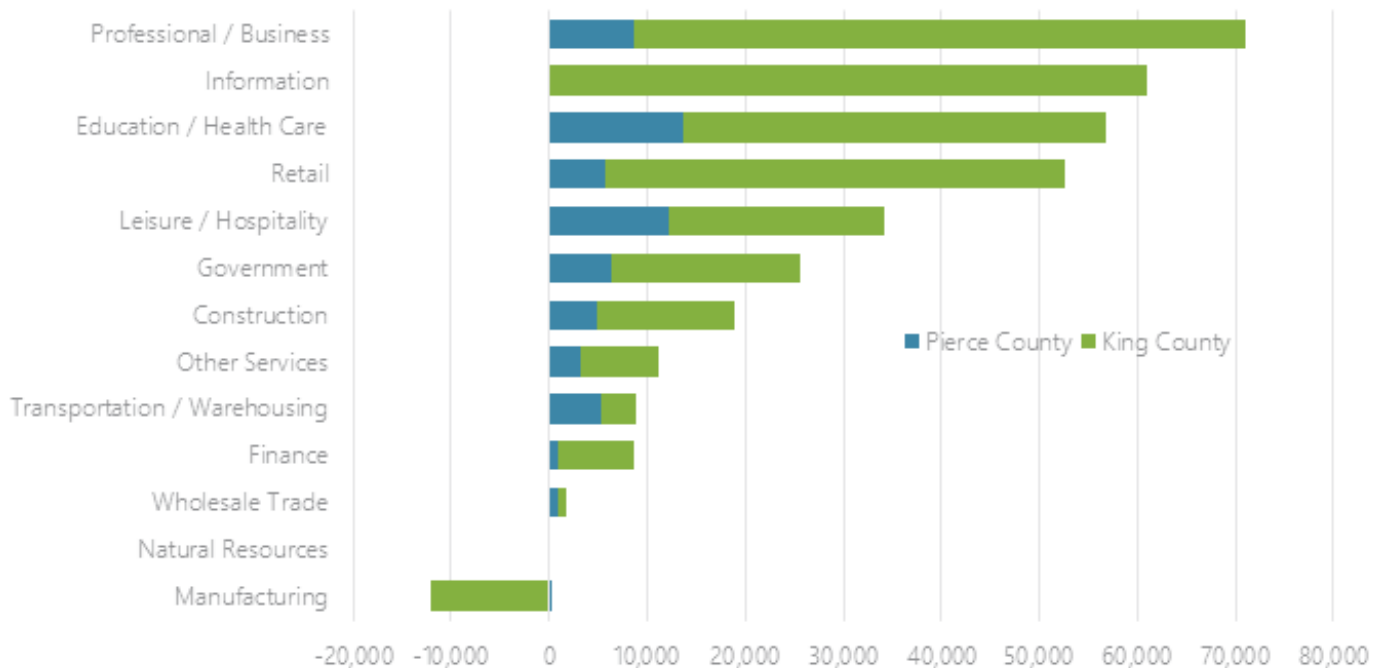
Source: ESRI Market Profiles

Employment

Regional employment trends can help contextualize employment within University Place and the Northeast Business District. Figure 8 shows the expected job growth by industry in both Pierce and King Counties over the next decade. Technology jobs in the “Professional/Business” and “Information” sectors are expected to continue to dominate in Seattle.

Pierce County is expected to see some growth in these sectors, but the most growth in Education, Health Care, and Hospitality. Transportation and Warehousing should continue to play an important role in Pierce County’s employment landscape as well. Employees in the Northeast Business District can be expected to work in a variety of these industries, including the leading Seattle tech sector which is employing a high number of remote or hybrid workers.

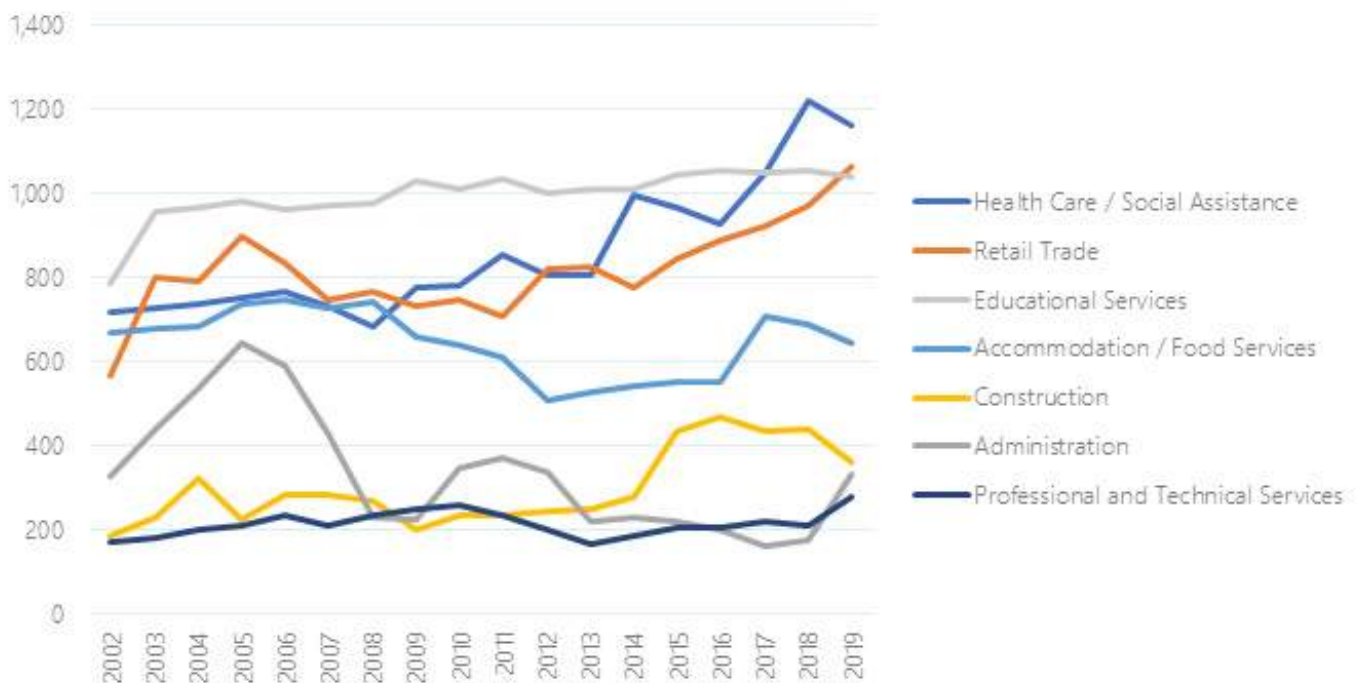
Figure 8. Number of New Jobs by Industry Forecast in Pierce and King Counties, 2020-2030



Source: Washington Employment Security Department

Within University Place, health care, retail, and education are the top three sectors by number of jobs as shown below in Figure 9. This includes a number of small and medium-sized medical clinics and assisted living facilities in the city, as well as several schools and major grocery stores. There are also numerous accommodation and food service jobs at the Chambers Bay golf course. As seen above in the national economy, health care is seeing some of the largest employment gains in recent years. Interestingly, retail jobs also increased noticeably between 2014 and 2019, contrary to national and regional trends. This could be partially capturing online retail jobs as well as accounting for a significant amount of new development within University Place during this period which will be discussed below, which also accounts for the rise in construction employment during the same period.

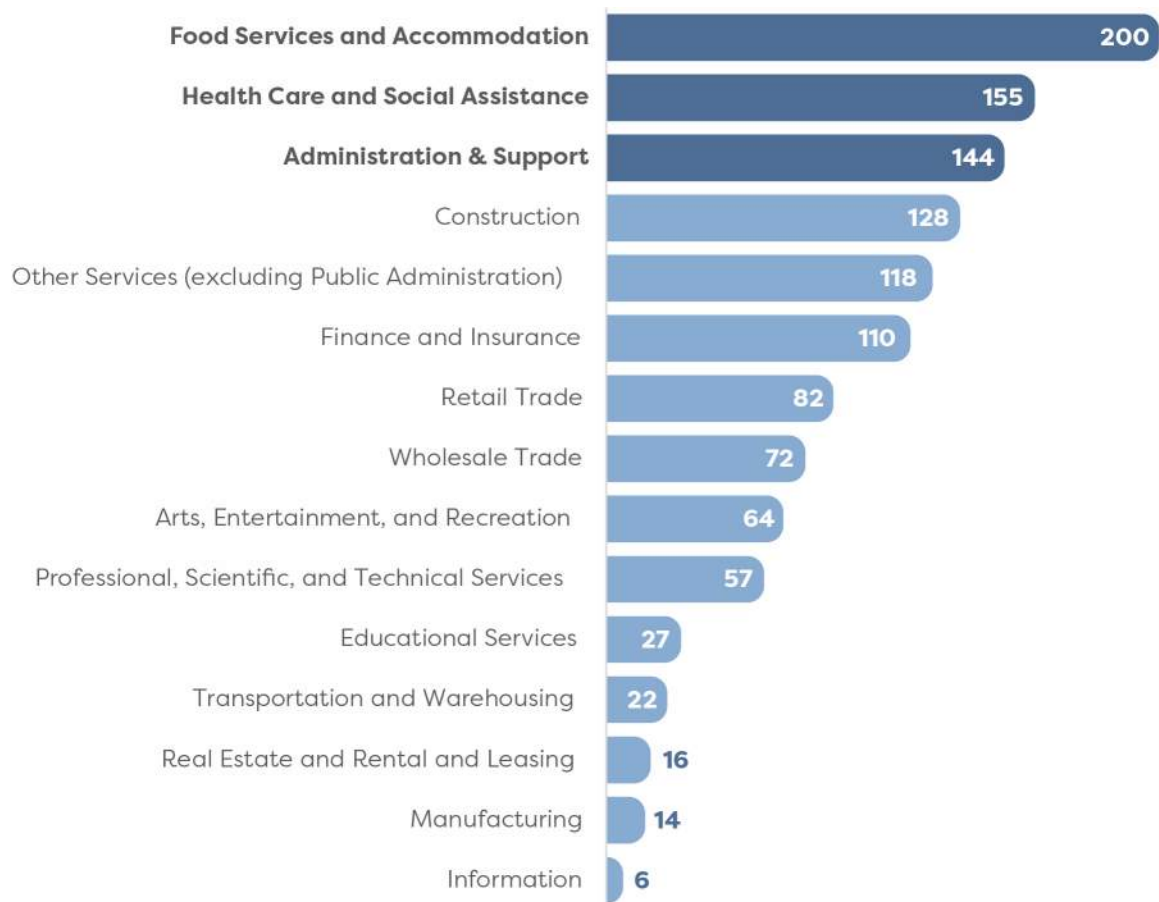
Figure 9. Major Job Sectors in University Place, 2002-2019



Source: U.S. Census Bureau Longitudinal Employer-Household Dynamics (LEHD), via Census OnTheMap

Figure 10 shows the top job sectors in the Northeast Business District itself, which employs approximately 1,215 people¹. The District primarily contains firms employing 50 or fewer people. Main employers include a number of chain restaurants, nurse staffing agencies and small healthcare clinics, realtors' offices, social advocacy organizations, and small industrial businesses. Notably, there are also nearby businesses not within University Place which have potential effects on the economy and residents of the Northeast Business District, particularly Tacoma Community College, which employs about 1,000 people and is just outside the District in the city of Tacoma.

Figure 10. Jobs by Sector in the Northeast Business District , 2019



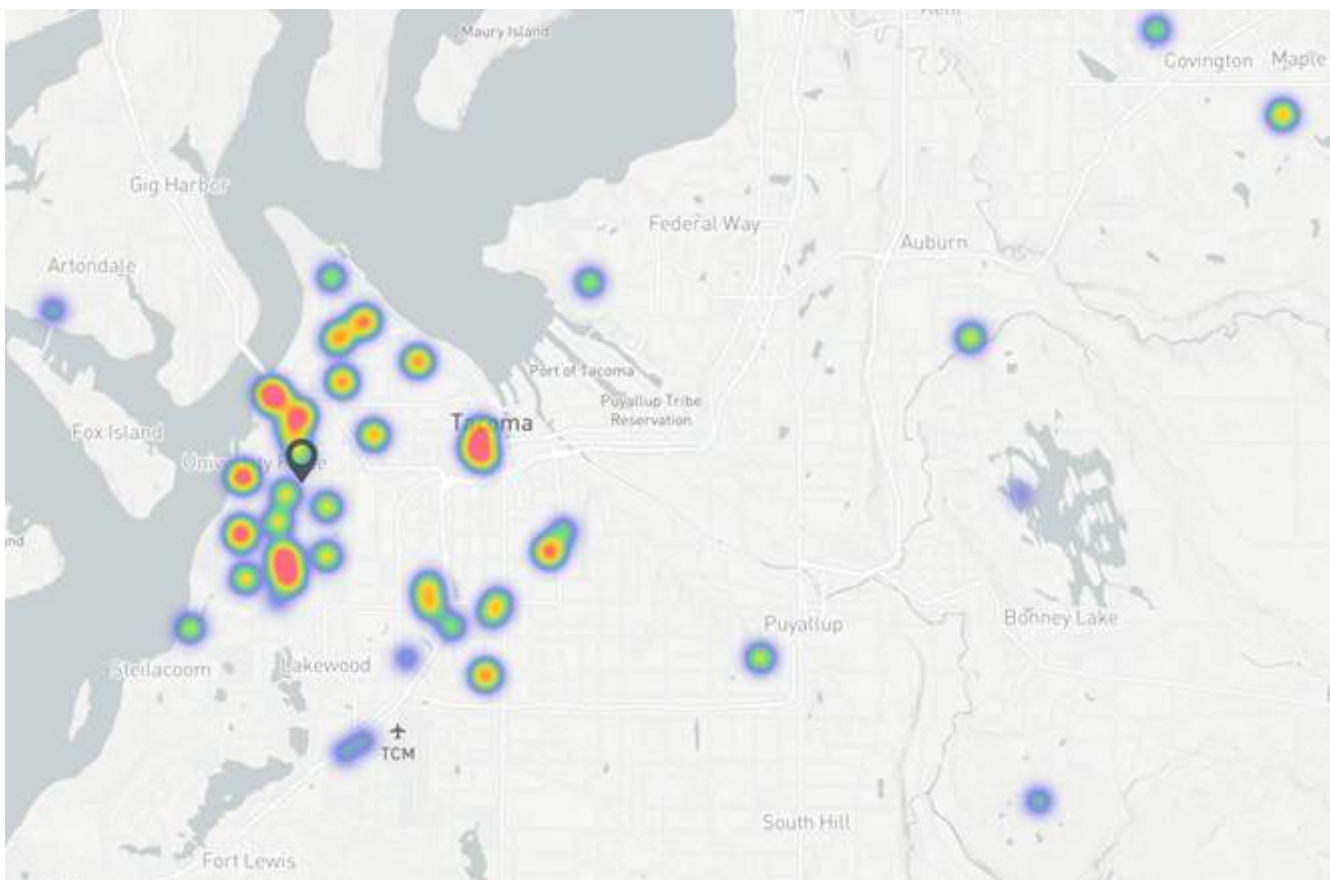
Source: U.S. Census Bureau Longitudinal Employer-Household Dynamics (LEHD), via Census OnTheMap

¹ US Census LEHD (2019)

Commuting

The Northeast Business District has considerably more jobs than residents, as discussed previously. Therefore, most employees in the area commute from elsewhere. Based on anonymized cell phone data from October 2021 to October 2022, *about 1,500 employees work in the Northeast Business District, although only 1 percent of these live in the District. About a quarter of Northeast Business District employees live in University Place itself, and nearly half live in Tacoma.* Two percent live in Fircrest and four percent in Lakewood, and the remaining 21 percent live elsewhere. Figure 11 below shows a heatmap of the approximate home locations of Northeast Business District employees.

Figure 11. Home Locations of Northeast Business District Employees, November 2021–November 2022



Source: Placer.ai

3. Market Assessment

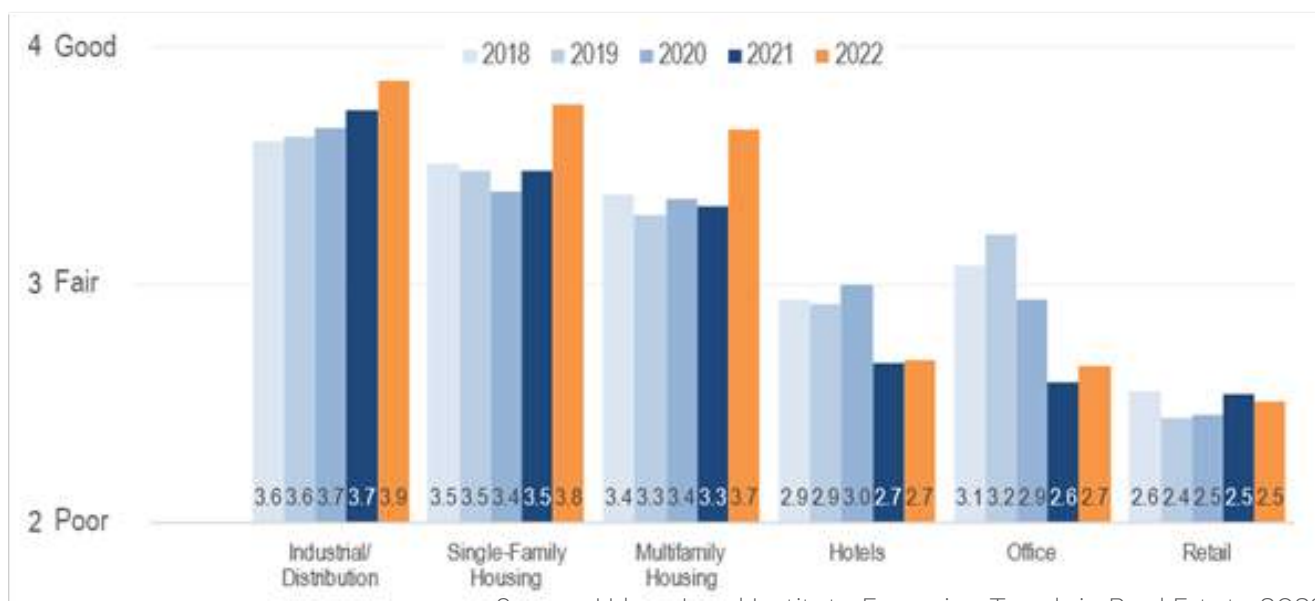


Trends and Activities in the Marketplace

A full market analysis was prepared by Leland Consulting Group (LCG), subconsultants to Otak for development to the Northeast Business District Plan. This section of the Plan includes excerpts and the key findings of the Market Analysis and identifies employment and housing characteristics and trends to help inform Plan implementation. The full Market Analysis report is provided as an appendix to this plan.

Urban Land Institute (ULI) is the leading national professional association for developers of infill and mixed-use projects. Figure 12 below shows how real estate developers and other industry professionals associated with the ULI evaluate the desirability of development of various property types nationwide. This chart shows that developers are shifting away from building hospitality, office, and retail properties in favor of industrial, single family, and multifamily housing. While this chart reflects national sentiment, LCG's assessment is that it is also applicable in University Place and the greater Seattle-Tacoma metro area.

Figure 12: Development Prospects by Property Type, 2018-2022.



Source: Urban Land Institute Emerging Trends in Real Estate 2022

Even prior to the pandemic, the demand for industrial space was growing due to the need for warehouses closer to urban centers to solve the “last mile” problem of delivery-based retail. A recent study by commercial real estate brokerage Cushman & Wakefield found that ***e-commerce grew by 31.8 percent in 2020 and 14.6 percent in 2021, and now accounts for 19.1 percent of core retail sales.*** E-commerce fulfillment is more space-intensive than traditional warehousing, and transportation makes up more than half of total logistics costs, showing the connection between the two industries as well as the need for more warehousing space near city centers.¹ Retail has been on the decline for several years due to changing consumer preferences but took an added hit due to the COVID-19 pandemic, which also caused a significant drop-off in interest in hotels and office properties. In addition, ***the persistent shortage of housing in cities of all sizes has led to low vacancy rates and bolstered developer interest in the housing sector.***

Figure 13 shows employment changes in selected sectors over the past decade nationally. This data confirms the relative decline in retail to e-commerce even before the pandemic, and the substantial increase in transportation and warehousing jobs since 2020. It also shows the bounce-back in leisure and hospitality jobs was more delayed than other sectors post-pandemic due to the inability for these sectors to work from home and continued series of lockdowns. However, these jobs have bounced back more quickly than other sectors since 2021 as people return to in-person socializing. Nevertheless, developers remain relatively wary of building new hotel projects nationally.

¹Cushman & Wakefield. “What Do Recent E-commerce Trends Mean for Industrial Real Estate?” March 14, 2022. <https://www.cushmanwakefield.com/en/united-states/insights/us-articles/what-do-recent-ecommerce-trends-mean-for-industrial-real-estate>

There is continued uncertainty in the office market as workers continue taking advantage of work from home policies and organizations are starting to reassess how much space they need to accommodate a remote or hybrid workforce. As of June 2022, many people had returned to in-person social gatherings and travel, but far fewer have returned to the office. The chart in Figure 14 below shows activities as a percent of the 2019 baseline. While sporting events, dining, and airports are drawing nearly as many people as in 2019, offices were still at just 44% of pre-pandemic capacity.

Figure 13: Change in Number of Jobs in Selected Industries in the U.S., 2012-2022

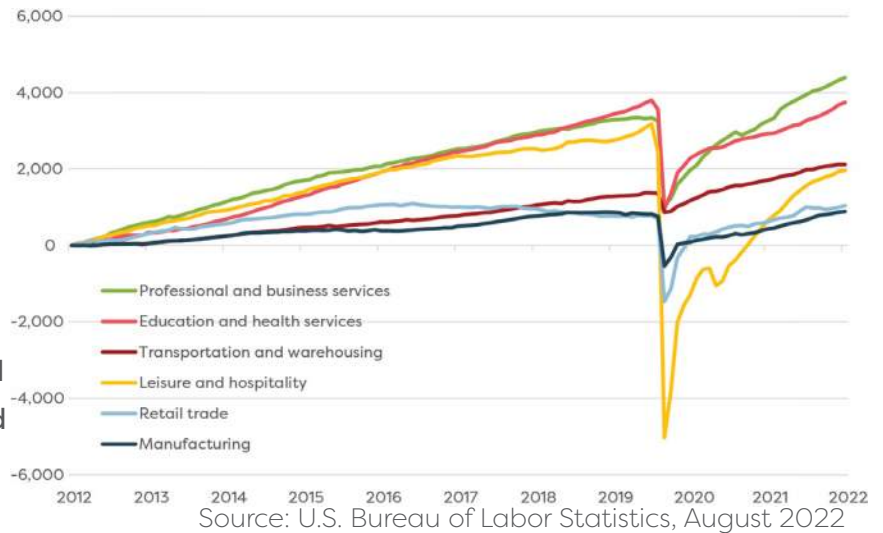


Figure 14: Kastle Back to Work Barometer

Source: Kastle



Developer interest in building new office space increased slightly in 2022, but there is still *significantly less interest in building new office space than there is for industrial, single-family, and multifamily housing*. According to the National Association of Realtors, while Millennials and Gen Z, especially those with kids, shifted their preferences slightly from urban, walkable neighborhoods to suburban auto-centric neighborhoods with detached homes at the beginning of the pandemic, 20% of people living in detached homes in July 2020 would have preferred to live in an apartment or townhome in a walkable neighborhood.

Figure 15: Mismatch Between Where People Like and Where They Prefer to Live

JULY 2020	Lives in		Prefers		%
Mismatched	 Detached home	Apartment/townhouse in <u>walkable neighborhood</u>	 		20%
	 Attached home	Detached home in <u>conventional neighborhood</u>	 		10%
Matched	 Attached home	Apartment/townhouse in <u>walkable neighborhood</u>	 		25%
	 Detached home	Detached home in <u>conventional neighborhood</u>	 		39%

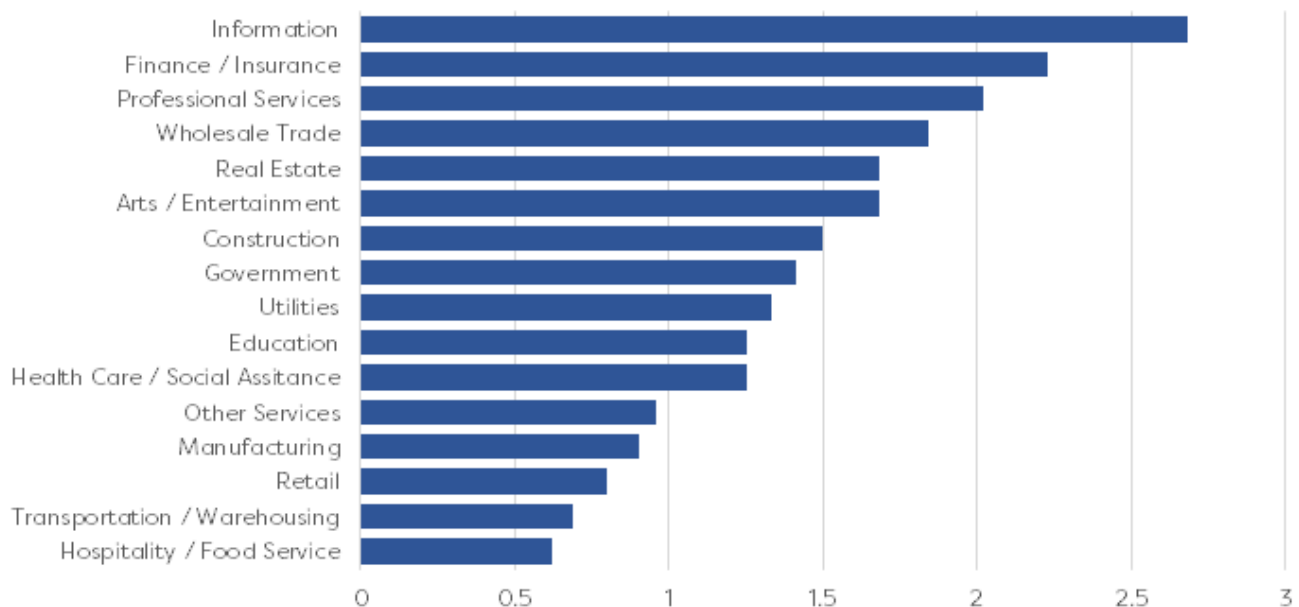
Source: National Association of Realtors 2020 National Transportation and Community Preferences Survey

In addition to younger adults, seniors are also interested in moving to more walkable communities. Walkability has a positive impact on quality of life and continues to be in demand despite pandemic-related disruptions within the real estate industry.

The pandemic has accelerated trends toward remote work and online shopping that had already begun prior to 2020, and while the future remains uncertain it does seem clear that housing, office, and retail are undergoing major shifts. In the Seattle region, the proliferation of technology and professional services jobs increase the ability of employees to work from home, as shown in Figure 16, which shows which industries are seeing the largest number of days per week of remote work.

As cities plan for growth, old formulas that use office space as a proxy for the number of new jobs may not be as accurate due to the prevalence of shared office space and work from home policies. Similarly, sales tax generated by online sales will also be associated with housing units rather than traditional retail.

Figure 16. Average Number of Days per Week Working from Home by Industry, U.S., 2022



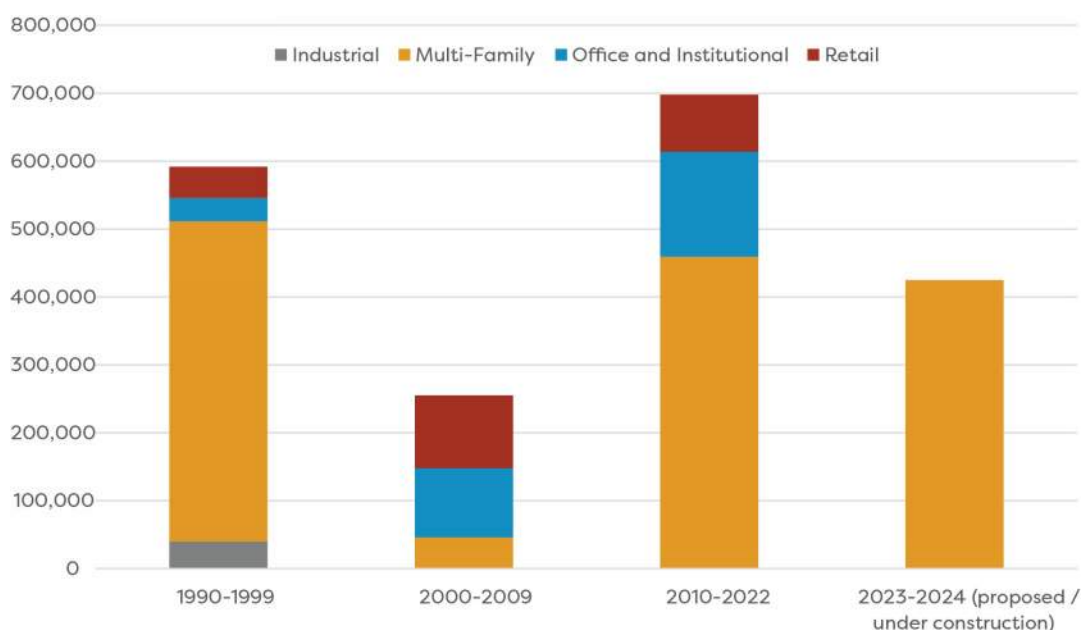
Source: Survey of Working Arrangements and Attitudes (wfhresearch.com)

Redevelopment Potential

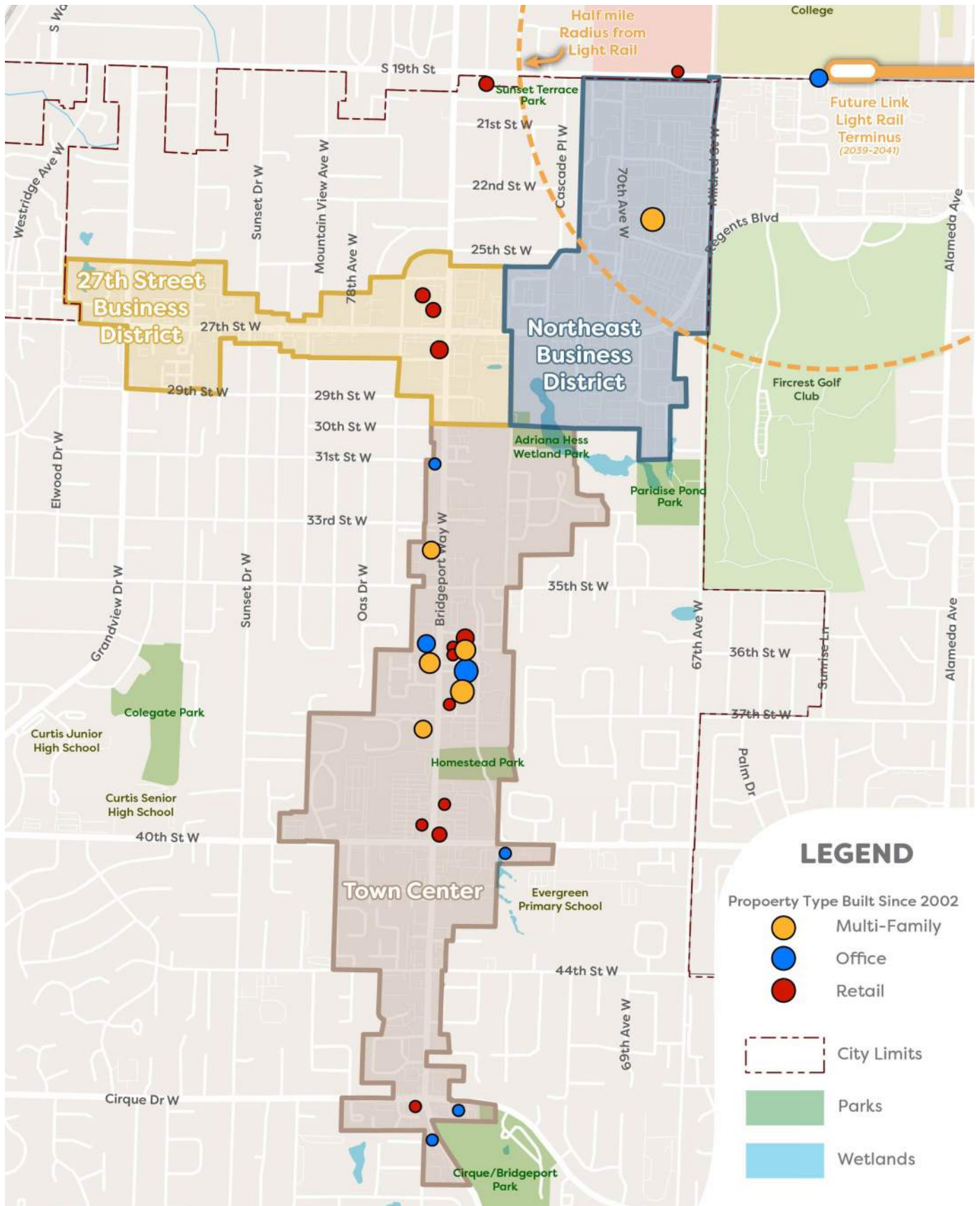
Map 9 to the right shows the locations and relative size in square feet of commercial development in the University Place RGC built in the past two decades. As discussed above, the large majority are in the Town Center area and comprise a mix of multi-family, office, and retail developments, with several retail buildings in the 27th Street Business District as well.

When analyzed by decade, development in the RGC has shifted in type as shown below in Figure 17. In the 1990s, mostly multifamily housing was being developed, but the 2000s saw primarily retail and office development. As noted above, a significant amount of retail and office was built in the 2010s but with the addition of even more multifamily development. Following larger regional and national trends, the current pipeline consists exclusively of multifamily development. This prominence of housing development is expected to continue as discussed previously.

Figure 17. Square Feet of Development in University Place RGC by Decade and Type



Source: Costar



Map 9. Commercial Properties in University Place RGC Built Since 2002

Map 10 shows the locations of currently proposed and under construction projects in the Northeast Business District. The most notable is the Alta Narrows project in the NE of the District, which is currently under construction and will consist of 274 apartments in 9 buildings – two buildings of four stories and seven buildings of three stories. There will be active ground floor uses in some of the buildings, but no ground floor commercial was required since the project is not on an arterial. The project will be surface parked. A rendering of the project is shown below in Figure 18.

Figure 18. Alta Narrows Rendering



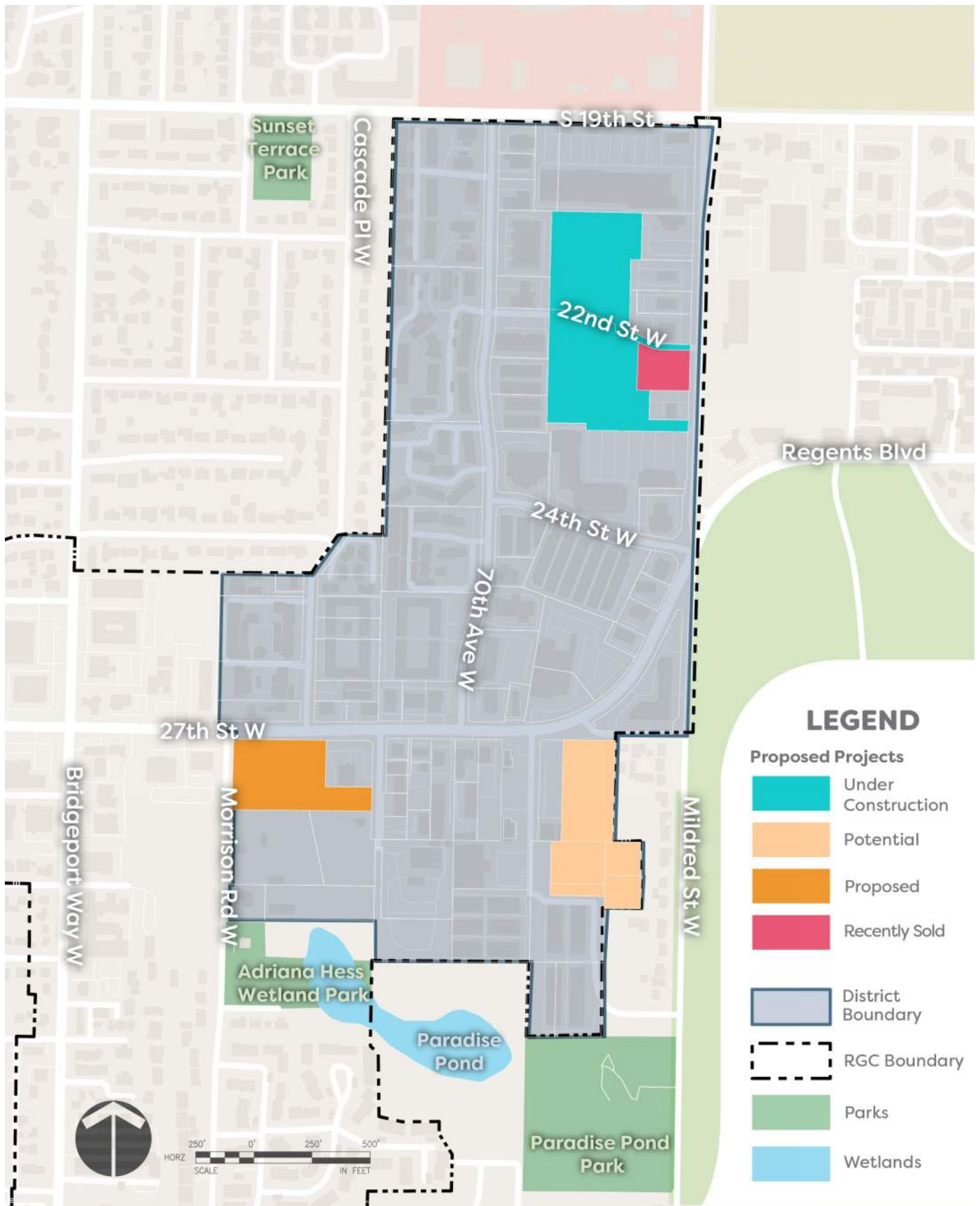
In addition to Alta Narrows, another project is currently being proposed at the intersection of 27th St. W and Morrison Rd W. This project will feature around 200 apartments and 3,000-4,000 square feet of ground floor commercial space.

Source: LRS Architects, City of University Place

There was a proposed apartment project on the parcels shown in the SE of the District which did not move forward. The area is still for sale and the city anticipates the area will eventually be redeveloped as a mixed use project, though timeline and specifics are unclear at present (November 2022).

Finally, the parcel adjacent to Alta Narrows shown in red has recently sold. Previously a restaurant, it is currently occupied with office use (August 2023).

The City of Fircrest is also in the process of signaling the intersection of 22nd St. and Mildred near this site, which will further improve accessibility and the pedestrian environment in the area.



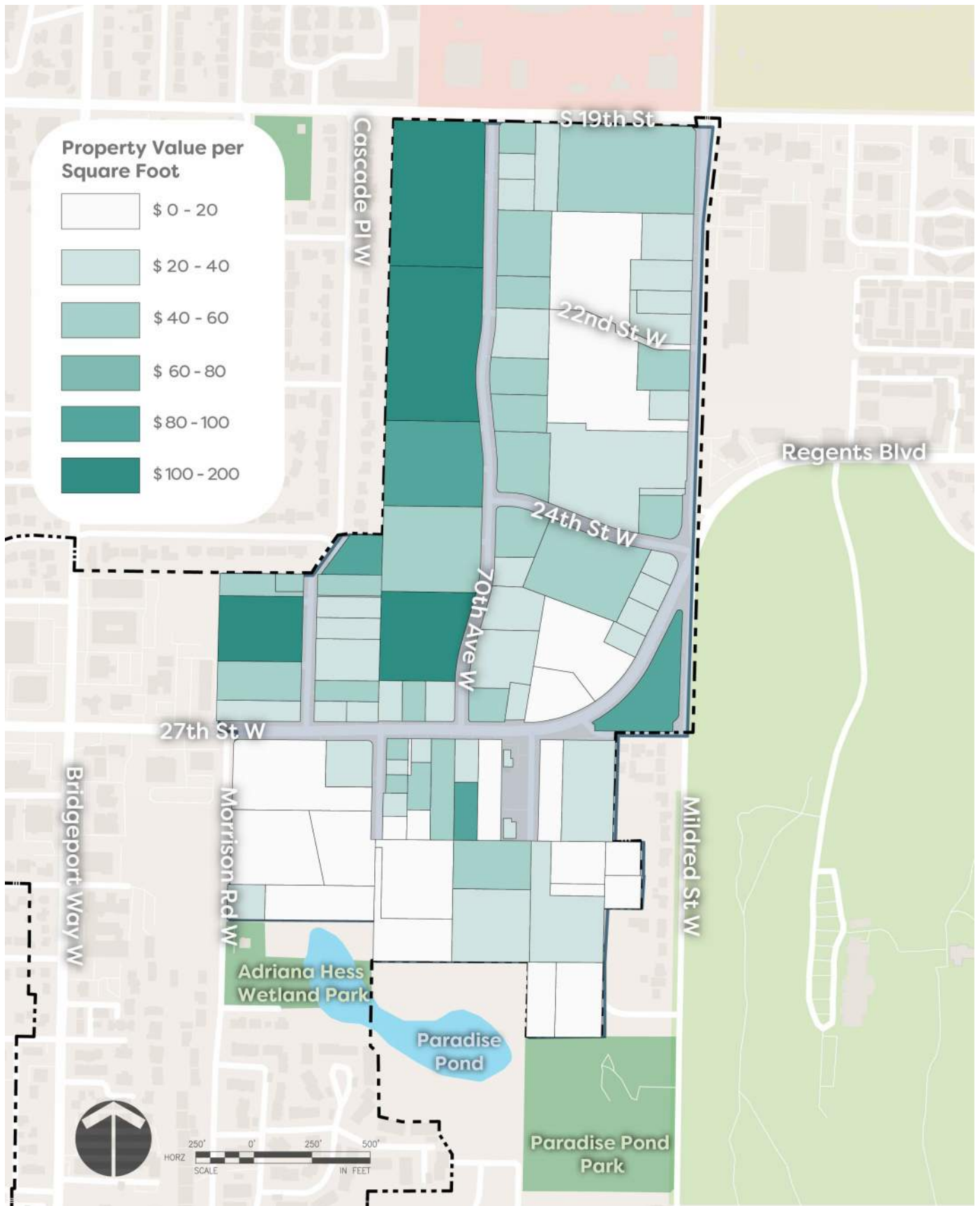
Map 10. Proposed, Potential, and Under Construction Projects in the Northeast Business District, 2022

Likelihood of Redevelopment

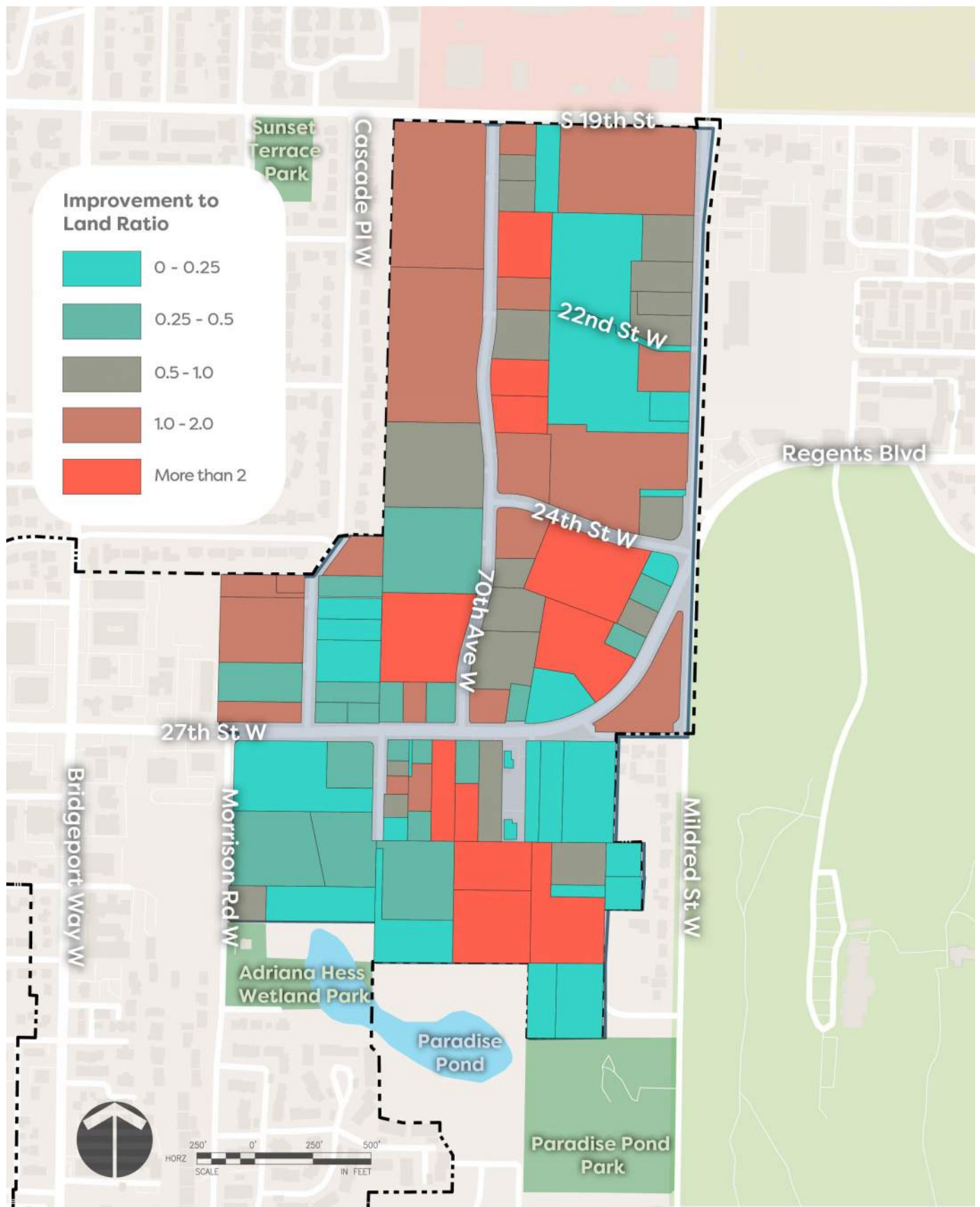
To determine the potential for individual parcels to redevelop, several metrics are shown below. Map 11 shows the property value (both land and building) of parcels per square foot and Map 12 shows the improvement to land value ratio, as determined by the Pierce County assessor. In Map 11, less valuable properties are shown in white and more valuable in darker shades of green. The analysis demonstrates that the multifamily area in the northwest of the District has the highest value properties, whereas much of the retail and commercial uses elsewhere, particularly in the southeast of the District, are much lower value properties and therefore more likely to redevelop than the existing apartments.

This picture is generally corroborated by Map 12, which shows the ratio of the improvement (or building) value to the value of the underlying land. If the ratio is below 1.0 (shown in shades of green), the property is more likely to redevelop as the underlying land value could justify a more intensive building use. On the other hand, ratios above 1.0 (shown in shades of red) indicate that it would likely not be economically feasible for the property to redevelop given current land and structure values.

Much of the self-storage in the Northeast Business District is relatively low value but has a high ratio of land to improvement value due to the value of the buildings. Storage uses are often very profitable and can take longer to redevelop than other commercial uses. Much of the residential is also showing a high improvement-to-land value ratio and the remaining commercial and industrial parcels, including the Alta Narrows property which is already being redeveloped, are showing the highest likelihood of redevelopment by both metrics



Map 11. Property Value per Square Foot in the Northeast Business District, 2022



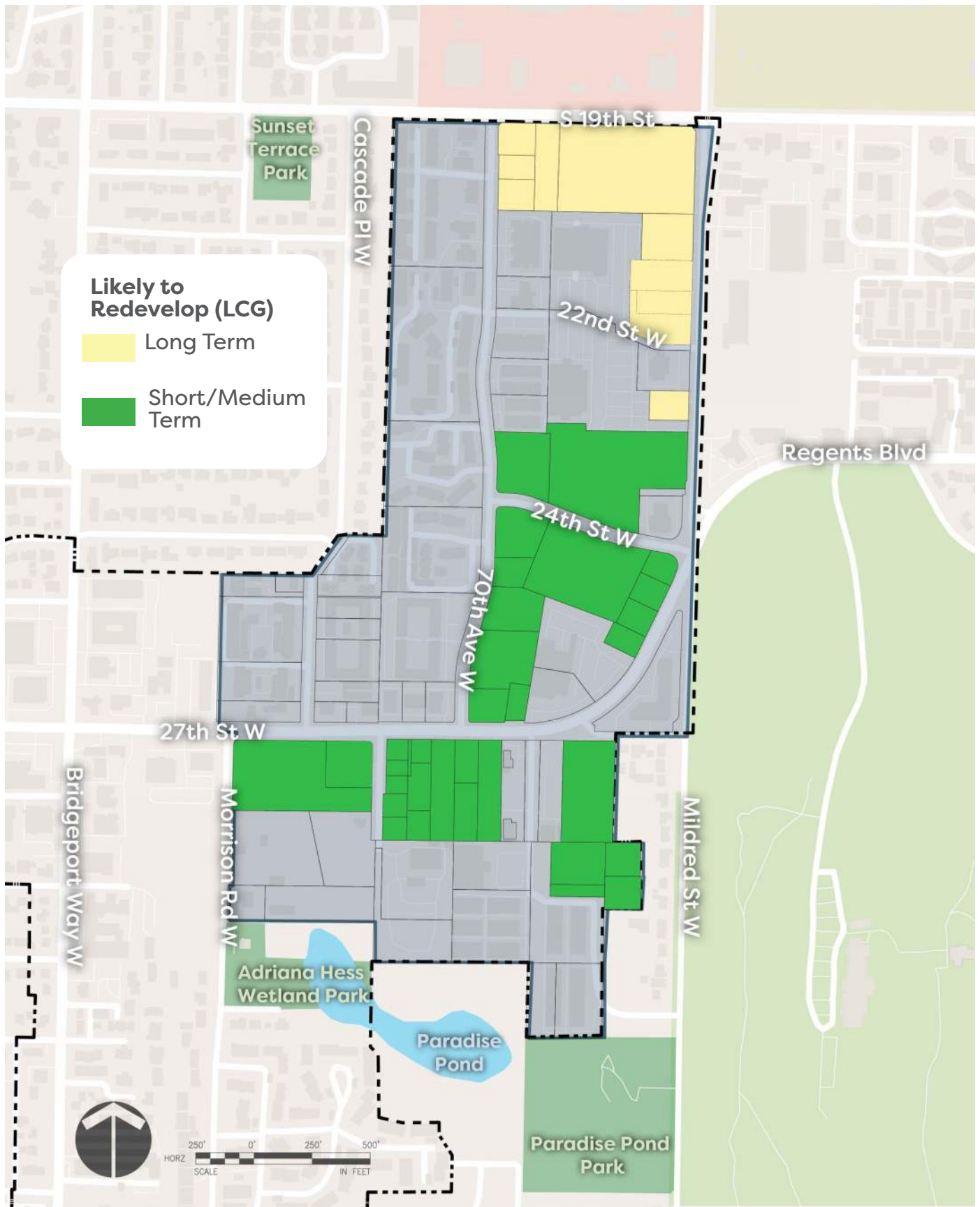
Map 12. Improvement to Land Ratio in the Northeast Business District, 2022

Using this data, Map 13 shows LCG's assessment of parcels likely to redevelop in the short or medium term in green and long term in yellow. The properties in the southern half of the District with lower property values and improvement-to-land value ratios, many of which are commercial or industrial properties of varying ages and types, have more short- to medium-term redevelopment potential.

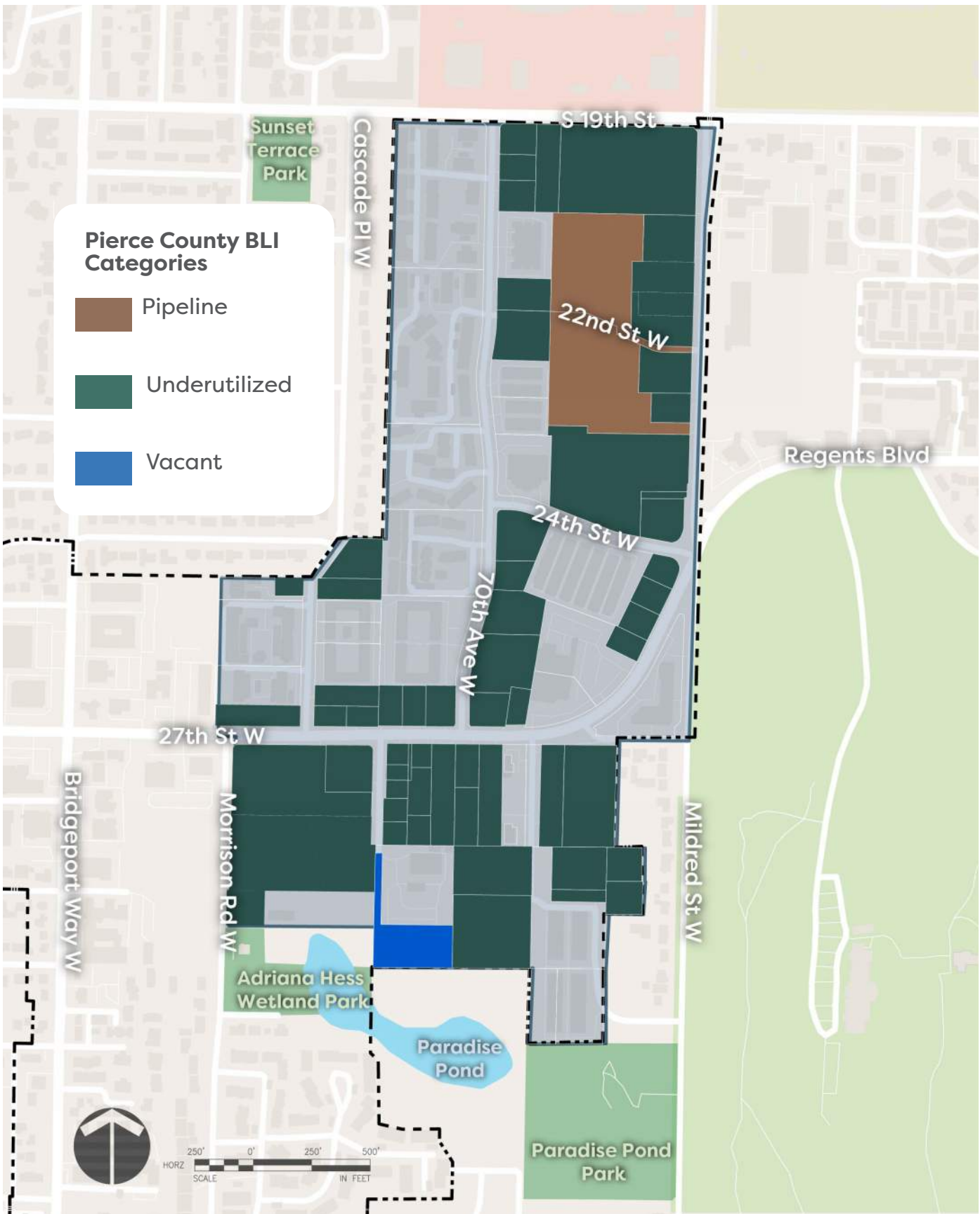
The properties adjacent to Alta Narrows in the northern part of the District have longer-term potential to redevelop as the opening of the LINK light rail station is more imminent and other projects across Mildred in Fircrest are implemented, as discussed further below under "Regional Considerations." Map 14 shows the Pierce County Buildable Land Inventory's categorization of vacant and underutilized parcels for comparison. For the most part, their assessment is similar to LCG's though they do not show the potential for redevelopment in some of the industrial and warehouse properties nor in the Post Office Depot along Regents Blvd., although LCG considers this to be a possibility.

Some of the parcels identified in the Pierce County inventory are also in wetland areas which LGC considers less likely candidates for redevelopment. The Pierce County data is shown both for comparative purposes and because the acreage of these parcels may be a factor in future growth projections for the area.

In addition to these longer-term redevelopment prospects, interim uses of some parcels can also be considered to help revitalize the District. For example, there have been discussions by the owners of the Narrows Plaza to introduce food carts and make other improvements to their property. LCG considers this type of interim improvement to be a useful tool in neighborhood revitalization as well.



Map 13. LCG Redevelopment Assessment in the Northeast Business District, 2022



Map 14. Pierce County Buildable Lands Assessment of Northeast Business District, 2022

4.

Population, Housing, and Employment Capacity



Overview

The Northeast Business District includes 115.06 net acres of redevelopable land (net land excludes parks, open space, roadway rights-of-way, and other areas not subject to redevelopment), and the District makes up about 28 percent of the entire regional growth center (405.54 net redevelopable acres). However, it is important to note that the District includes areas that already are in the redevelopment process and that are not likely to redevelop within the next twenty years.

To analyze future capacity for population, housing units, and employees, LCG conducted an analysis of capacity that would occur with future redevelopment in the District. This includes properties that are currently in redevelopment, as well as potential properties that may develop in the future.

The analysis assumed a level of redevelopment consistent with the current market and anticipated trends in the marketplace. This is the amount of redevelopment that likely would be feasible based on LCG's previous market analysis and that appears to be desirable based on the City's Regional Growth Center policies.

Prototypes

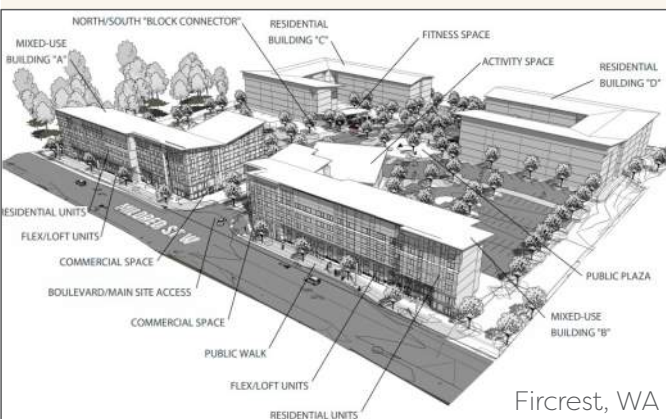
In order to estimate potential future development in the study area, five different development prototypes within the land use types of Residential, Mixed-Use, and Commercial were applied. Each prototype is based on actual projects that have been built in University Place and other mid-size Puget Sound cities. See Figure 19. Graphic images representing these prototypes are shown on pages 64 through 66

Figure 19. University Place Northeast Business District Prototype Summary Table

Prototypes	Residential	Mixed-Use		Commercial	
	1	2	3	4	5
Description	Wood Frame; largely surface parked (Alta/Prose)	Mid-Rise Mixed Use	High Rise 10 to 11 Story Mixed Use	UP Commercial Based on Past 10 years	Employment Building w/structured parking
Units/Acre	37	126	303	0	0
% Commercial	0%	6%	4%	100%	100%
Comm RBA / Acre		6,772	10,056	19,418	83,724
Square Feet / Job		500	500	500	500
Jobs / Acre		14	20	39	167

Prototype 1 – Wood Frame, Surface Parked

- Based on **Alta Narrows** (under construction in U.P. and shown at top right) and **Prose** (proposed in Fircrest, shown below right).
- 37 Units / Acre
- 100% Residential (While the Prose project contains a small amount of commercial space, most wood frame housing does not.)



Prototype 2 – Mid-Rise Mixed Use

- Based on seven mid rise projects in U.P. Bothell, and Lynnwood
- **126 Units / Acre**
- **6% of square footage is commercial use**
 - 500 square feet per employee
 - 14 Employees / Acre

Bothell, WA



University Place, WA



Lynnwood, WA



Prototype 3 – High-Rise Mixed Use

- Based on three projects in Redmond and Seattle
- **303 Units / Acre**
- **4% of square footage is commercial use**
 - 500 square feet per employee
 - 20 Employees / Acre

Seattle, WA



Redmond, WA



Prototype 4 – U.P. Commercial

- Based on commercial developments in U.P. over the past 20 years
- **100% commercial**
 - 500 square feet per employee
 - 39 Employees / Acre

University Place, WA



University Place, WA



University Place, WA

Prototype 5 – Employment w/Structured Parking

- Based on recent commercial developments in SeaTac and Lynnwood
- **100% commercial**
 - 500 square feet per employee
 - 167 Employees / Acre



SeaTac, WA



Lynnwood, WA

Capacity Analysis Assumptions

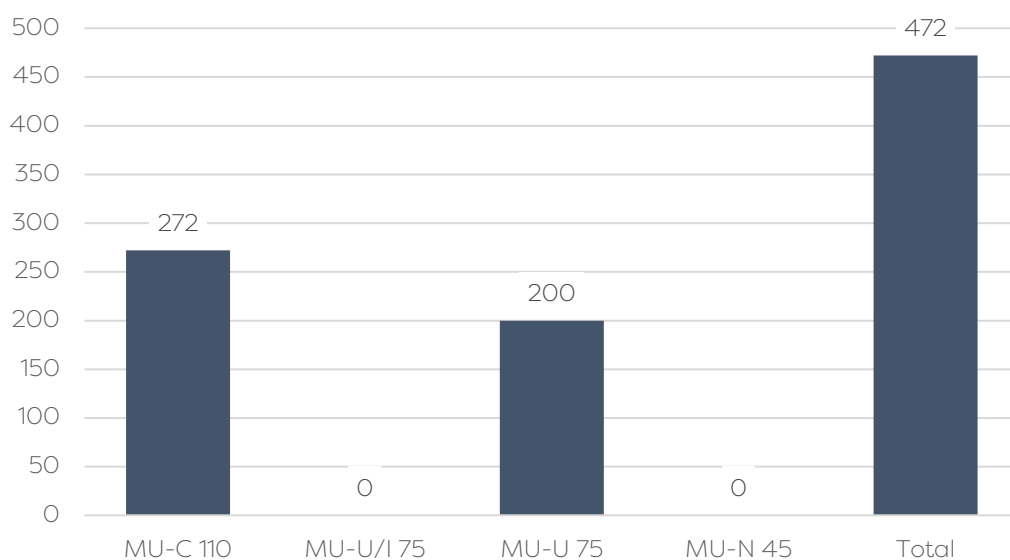
The capacity analysis assumes that vacant and underutilized properties specified in the Pierce County Buildable Lands Report will redevelop. Known proposed redevelopment projects (pipeline projects) were added to the analysis, and the analysis also assumed a specific mix of the prototypes for each zone (zoning classification) in the study area. This assumed mix of prototypes is based on the amount of redevelopment that is likely feasible (based on the previous market assessment and the City's regional growth center policies). The analysis assumes that 40 percent of the land area in the study area would not redevelop due to market factors. The distribution of assumed prototypes to vacant and redevelopable parcels is shown in Figure 20.

Figure 20. University Place Northeast Business District Policycast Development Scenario

Prototypes	MU-C 110	MU-U/I 75	MU-U 75	MU-N 45
1. Wood Frame Residential	40%	50%	50%	100%
2. Mid Rise Mixed Use	42%	40%	40%	0%
3. High Rise Mixed Use	8%	0%	0%	0%
4. Office/Commercial Surface Parked	5%	5%	10%	0%
5. Office/Commercial Structured Parking	5%	5%	0%	0%
Total	100%	100%	100%	100%

The analysis assumes planned, proposed and under-construction units in the Northeast Business District as shown in Figure 21, and including 272 units at Alta Narrows (under construction) and 200 units at 27th and Morrison.

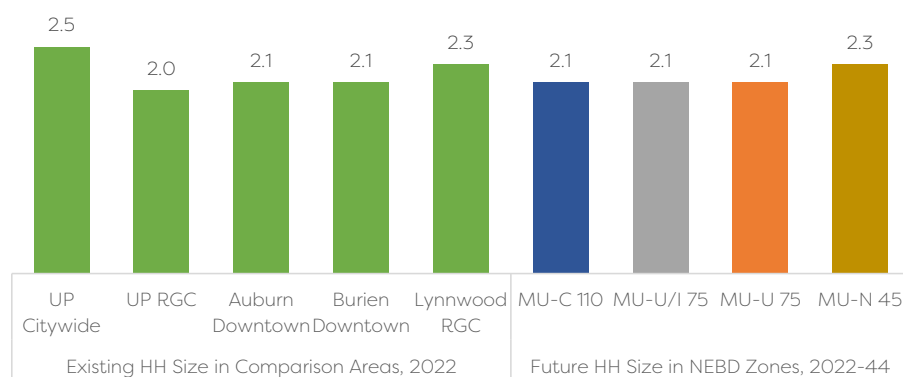
Figure 21. University Place Northeast Business District Pipeline Units as of Feb. 2023



Source: Costar, City of University Place

Household size assumptions were based on comparisons with other household sizes in the region for the prototypical types of development assumed. Household sizes are decreasing across the Puget Sound region according to Puget Sound Reginal Council. See Figure 22 for household size comparisons. This capacity analysis assumes 2.1 people per household in the Mixed Use – Center 110’ and Mixed Use – Urban and Urban/Industrial 75’ zones and 2.3 persons per household in the Mixed Use – Neighborhood 45’ zone.

Figure 22. University Place Northeast Business District Household Size with Regional Comparisons



Source: ESRI

Capacity Analysis Results

Estimated population, housing units, and employees for 2022 and forecasted for 2044 as capacity for redevelopment in the study area are shown in Figures 23, 24, and 25.

Figure 23. University Place Northeast Business District Housing Units by Zone, 2022-2044

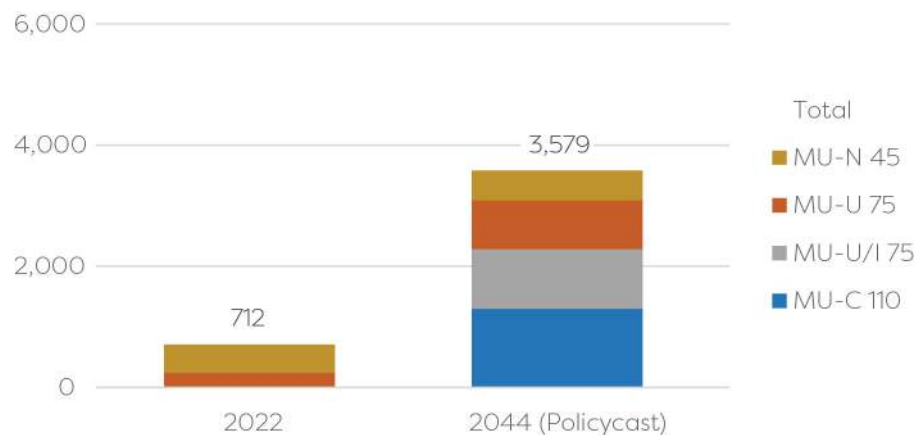


Figure 24. University Place Northeast Business District Population Units by Zone, 2022-2044

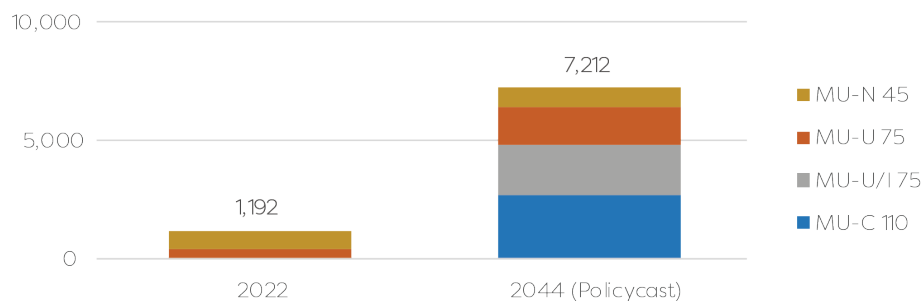
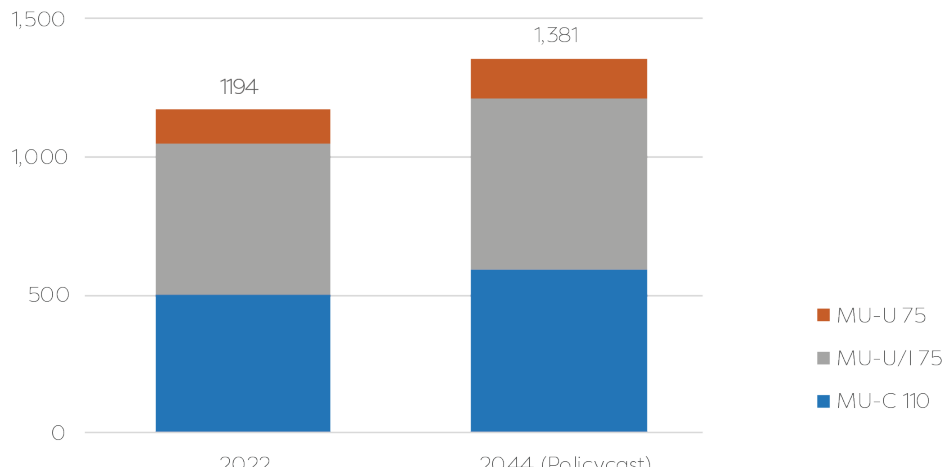
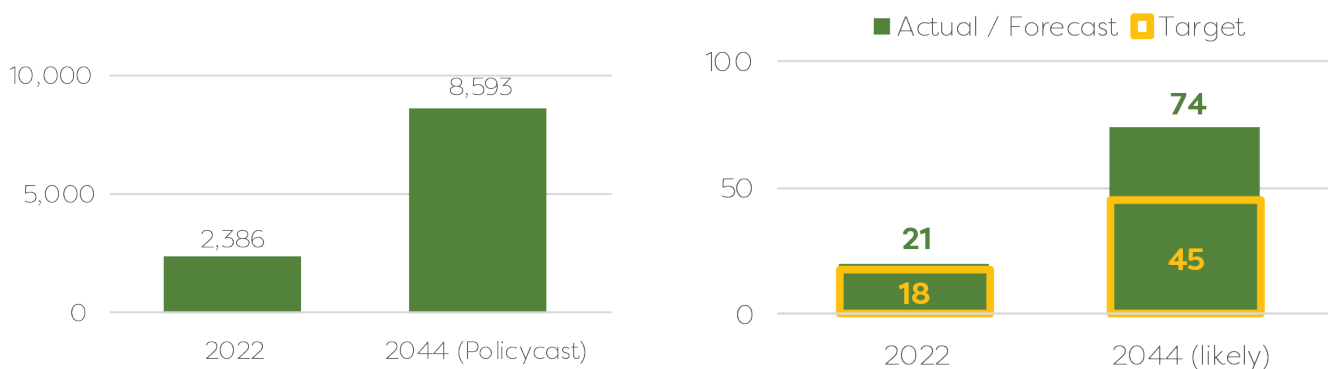


Figure 25. University Place Northeast Business District Employment by Zone, 2022-2044



The capacity analysis also estimated activity units to ensure that the redevelopment activity would align with the activity unit targets set by Puget Sound Regional Council for regional growth centers. Figures 26 and 27 show the activity unit calculations for 2022-2044.

Figure 26 & 27. University Place Northeast Business District Population Activity Units, and Activity Units per Acre 2022-2044



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Recommendations



Recommendations below include suggested actions from the University Place Regional Growth Center, as well as new actions that have been identified as part of the District planning process. The City has already started to implement the vision for the District by adopting the form-based code. However, there are other actions identified in the Regional Growth Center Plan that still need to be carried forward. This section provides further recommendations for regional collaboration, walkability and connections, and increasing placemaking.

Recommended Concepts: Development Patterns and Visualizations Examples

Concept illustrations have been created to show how the adopted form-based code could look when implemented in various locations in the District. These illustrations are conceptual graphic depictions of desired character, as well as the scale of potential redevelopment. Actual redevelopment plans for various properties may vary from the concepts shown, but the concepts provide visualizations related to what can be expected with future building height and form. Refer to Figures 28 through 31 for these illustrations.

Figure 28. 24th St W, Looking east toward Fircrest Golf Club



Figure 29. 70th Ave W, Looking north towards 24th St W



Figure 30 & 31. Depiction of a mid block and typical pedestrian street crossing

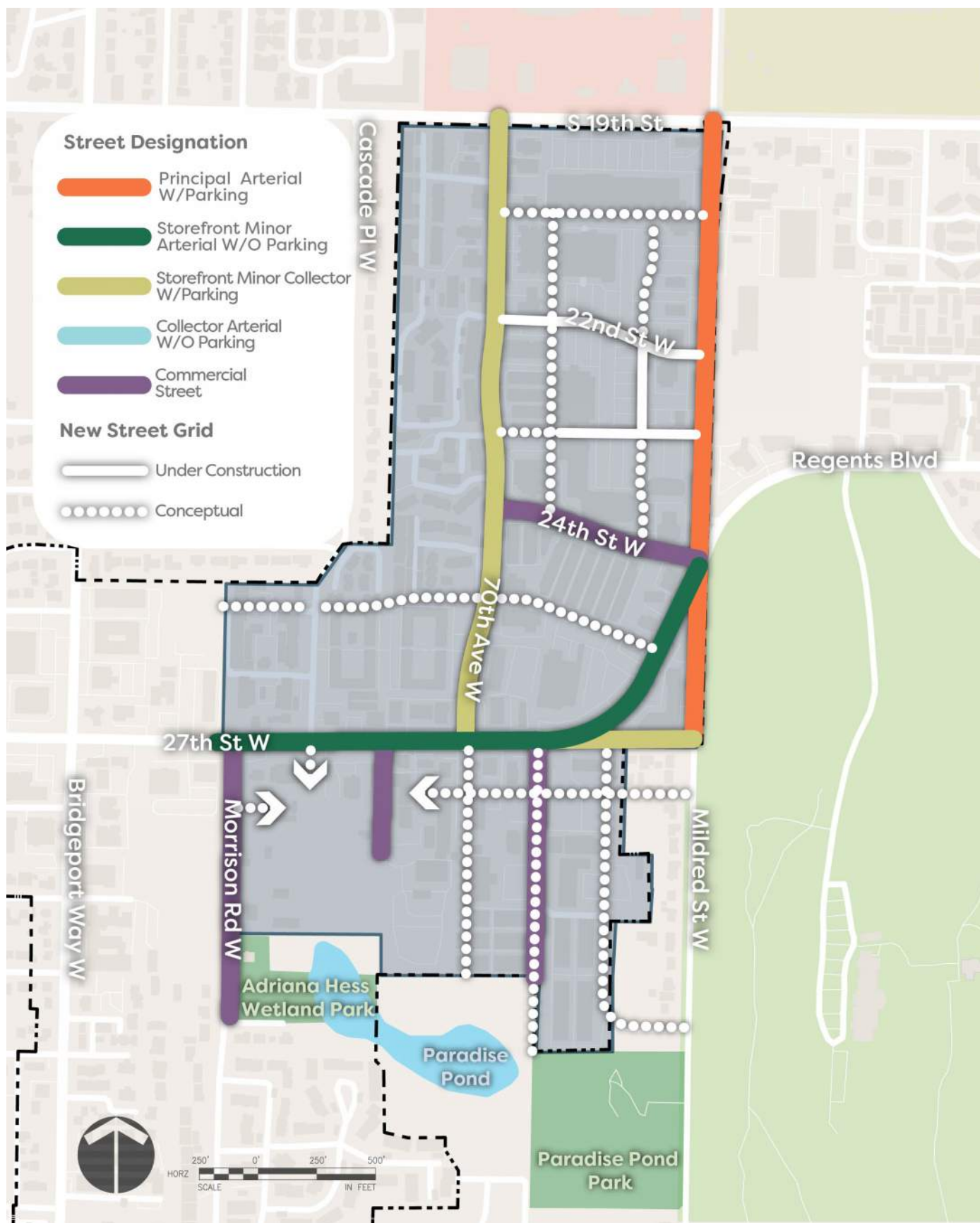


Recommended Actions

Regional Collaboration

The Northeast Business District is located within an existing Regional Growth Center, located entirely within the City of University Place, and also located with the proposed Four Corners Countywide Growth Center. The City should continue to work collaboratively with all neighboring jurisdictions, Pierce County, Sound Transit and others to ensure that the vision Four Corners Planning area is consistent with the established vision for the Northeast Business District.

- » Identify strategies for phasing of redevelopment and supporting redevelopment with publicly funded infrastructure and park improvements.
- » Support catalyst projects including public/private partnership opportunities in the Northeast Business District and Four Corners Planning Area.
- » Continue to be involved with the Four Corners Planning Area to ensure regional cohesion in new development around the planned transit improvements at Tacoma Community College.



Map 15. Proposed street grid and future street type designations

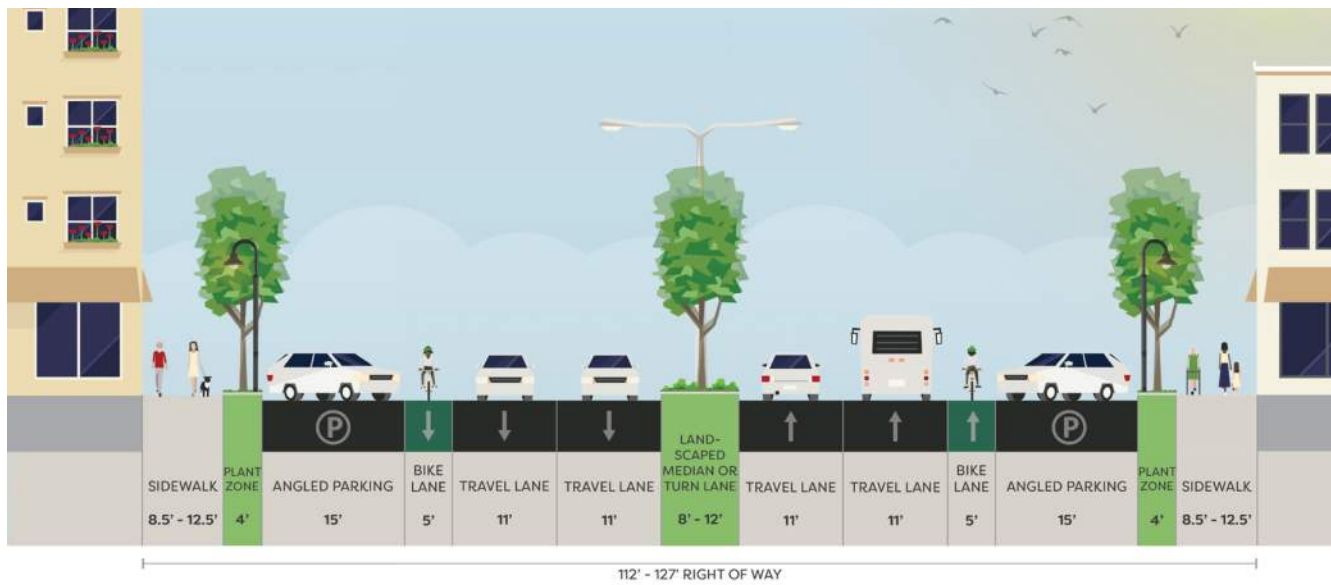
Walkability and Connectivity

A new street network is proposed to support implementation of the vision and guiding principles for the District. Map 15 depicts the new street grid. It should be noted that the proposed street grid seeks to guide how new development could implement a walkable street grid, and the exact location and form of each road will be determined during the development process.

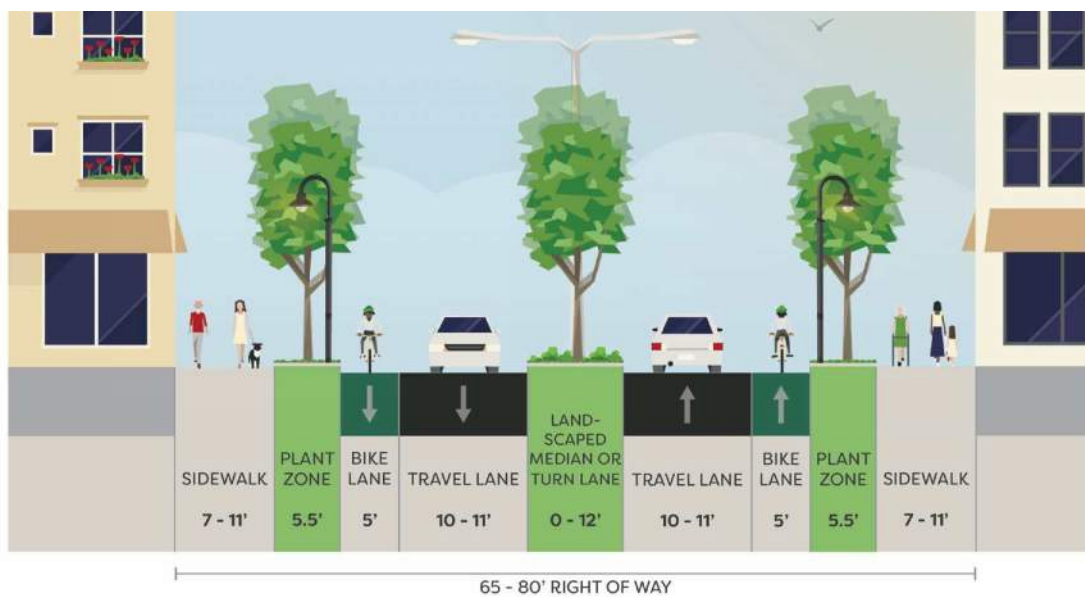
Along with the proposed street network, changes to the existing street network designation, such as allowing on street parking along 70th Ave W, are proposed, see Map 15. Street section depicting the frontage improvements required for the different street designations are shown on pages 80 and 81. Proposed park access connections are shown on Map 16.

- » Adopt the new street connection network to ensure new development implements a walkable street grid.
- » Revise the street designation for 70th Ave West to allow on-street parking.
- » Require new development to provide pedestrian connections to existing parks, schools and other community destinations where possible.

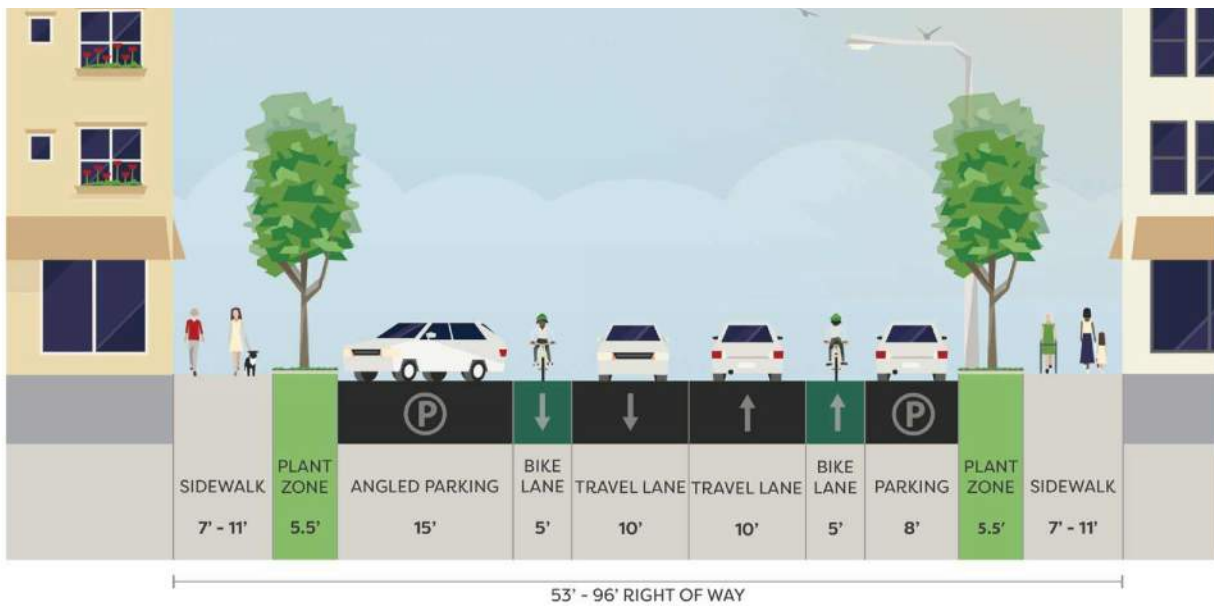
Storefront Principal Arterial With on Street Parking



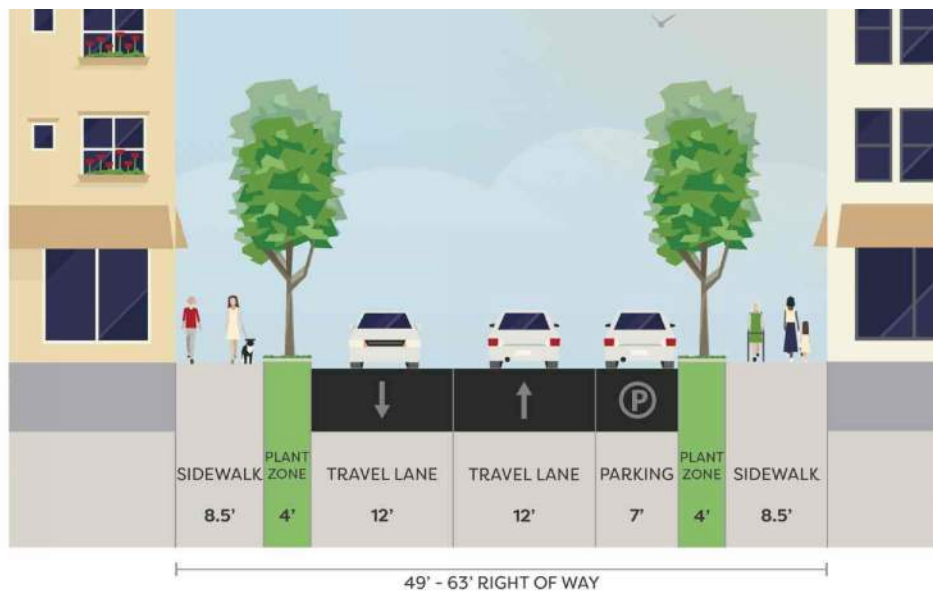
Storefront Minor Arterial Without Parking

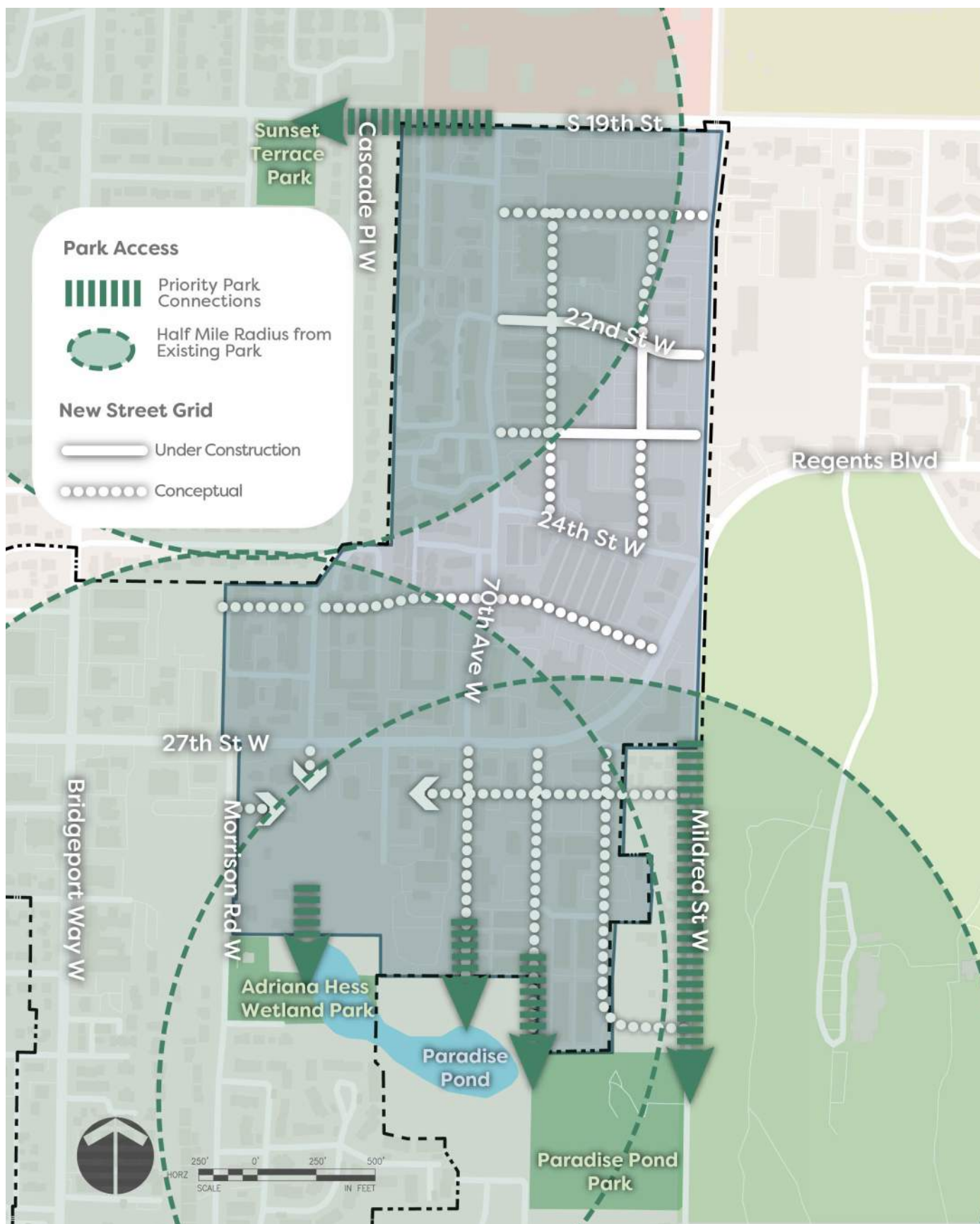


Storefront Minor Collector Arterial With Parking



Commercial Street With or Without Parking





Map 16. Park Access and Priority Park Connections

Placemaking

There currently are no existing public spaces or public parks within the boundaries of the District. However, there are three existing parks and open space areas located nearby, Sunset Terrace Park, Paradise Pond Park, and Adriana Hess Wetland Park. New residents and employees will be in the District as part of current and future redevelopment activities, and it will be important for new parks and amenity spaces to be built to serve their needs. As such, new redevelopment projects should include parks and amenity spaces as required by code, but the City also could explore the future potential to acquire land for a new public park at the community or neighborhood scale to serve this District.

In addition, redevelopment projects and public infrastructure improvements should ensure that connections (walking/bicycling paths and on-street facilities) are implemented to connect people to nearby destinations, such as schools, parks, open space areas, and other places in the community. Existing park access and priority pedestrian connections are shown in Map 16.

- » Develop strategies for creating and reinforcing a unique identity and brand image for the Northeast Business District.
- » Place gateways and wayfinding signs at existing and new connection entrances to the District to build identity and character.
- » Encourage or incentive public art installations with new development as a method to increase the District character.
- » Seek opportunities to integrate public art in public spaces throughout the District.
- » Review existing lighting, safety, and security standards and upgrade as needed to support future redevelopment.

Parks & Open Space

- » Require new and enhanced connections to parks and open space so residents and workers in the District have convenient access to these amenities.
- » Require trees and landscaping per code requirements to increase the sense of green in the District.
- » Require new developments to meet Code requirements related to the provision of public and private open spaces and amenities to enhance overall parks and recreation opportunities in the District.

Sustainability

- » Explore a green-building program and incentives to promote sustainable development practices in the Northeast Business District
- » Explore regional partnerships to promote bicycling to and from key locations.
- » Promote shared parking opportunities with mixed use development, which can reduce individual on-site parking quantity requirements.
- » Consider where electric vehicle charging stations may be needed and work with service providers to install these for public use.

Appendix A



Overview

To engage the public on the future of the Northeast Business District, a short survey was produced. The short survey asked six questions, including what the biggest opportunities and challenges are for the District. A total of 144 responses were collected from community members. The complete and unedited responses from the public have been compiled and included in this appendix.

The six questions included in the poll are listed below.

- » What do you think the biggest opportunity for the University Place Northeast Business District will be in the next 20 years?
- » What do you think the biggest challenge for the University Place Northeast Business District will be in the next 20 years?
- » What do you want University Place and the Northeast Business District to be known for in the next 20 years?
- » What do you like about this vision statement?
- » What could be changed or added to this Vision Statement?
- » What events, organizations, or businesses in the Northeast Business District or surrounding area should we reach out to for future engagement?

What do you think the biggest opportunity for the University Place Northeast Business District will be in the next 20 years?

Answered 134
Skipped 9

- Affordable housing
- Honestly? Sit down restaurants.
- Event space
- Healthcare facilities
- Creating a “Town Feel” in the 27th Business District and supporting small businesses.
- No more apartment buildings. We need available office space for businesses.
- Lots of property tax and sales tax to use to increase police presence
- Condo’s with a view
- Small business establishments including shipping/retail, family dining.
- I believe family run restaurant’s are for all involved over commercial ones. But I heard they cant afford our permits and taxation? This us very sad
- Small businesses
- Better retail businesses
- Our biggest opportunity in the Northeast Business District will be to incorporate green space - namely, trees - throughout the area. Development must be accompanied by street trees, small shaded areas, etc. This increases the street appeal, real estate value, and well-being of the residents of the area. I see trees being removed consistently throughout UP without an equal replacement rate. We cannot afford to reduce our city’s urban forest!
- Grow & improve business while protecting our wetland, parks, and existing neighborhoods.
- Bringing jobs to the area
- Helping University Place become a place where all of a resident’s go to spots are within walking distance or at least are just a short drive within University Place. Particularly, University Place seems to have very few cafes and restaurants that are truly local spots, not just chains.
- Sustainable businesses and keeping crime low
- Retail establishments that aren’t big box stores like Walmart would be great. Small chains like Home Goods would be great,

but otherwise, local owner type stores that feature events like the “Paint and Sip” events where people come in and learn how to paint something on canvas while having a glass of wine (if they want wine). If this could be clustered with other businesses of that kind of shopping interest in an area where there were tax breaks specifically for those types of small businesses, it would give a different type of atmosphere than the big box stores like Walmart. Organic food places like Marlene’s in Tacoma would be an example of that. Perhaps the building of a *nice* hotel that would be part of a chain like Hilton, Comfort Inn, etc where the rooms would be competitive with the market. People have to travel to another city to find a nice place to stay and charging a few dollars above what would be charged in Tacoma or surrounding areas could be justified by not having to drive there, especially if there are electric vehicle hookups available to those who rent rooms. It doesn’t need to have 150 rooms, 20-30 with room to grow on-site would probably be perfect. Having an attached area like an event center would help with defraying the cost of ownership when the hotel was not full. It could even have a few executive suites that rent out by the month at a price that would be attractive to those on a corporate account that have business in this end of the Sound and don’t want to travel to SeaTac for a nice place to

stay. I know people hate the idea of more apartments, but maybe smaller sized (not tiny) home communities would be possible. There are probably people who would be happy to live in 700 sf with an open floor plan and nice fixtures/appliances within walking distance of places like the Marlene’s type business I suggested earlier. I think the idea is not to go huge because those don’t seem to do well any more, but instead to look into clusters of small to medium type businesses.

- Condos. Please stop building apartments, it’s destroying the uniqueness of university place and adding to transient citizens whose votes are carelessly passed as they can just move if the results turn out poorly
- Attracting investments in small businesses.
- Needed businesses of retail. Clothing Grocery etc
- Not sure
- Family friendly food and rec establishments
- How about an ice rink?
- Nice restaurant, boutique stores, pedestrian friendly.
- To diversify opportunities - bring in small business that make it a destination - independent boutique shops, restaurants and bars. No more chains!

- Planning out an integration of light rail's extension southward through UP from TCC to Lakewood emphasizing transit oriented development criteria in order to ensure mobility, walkability and affordability.
- Attracting worthwhile retail and office tenants. Avoiding stuffing the area with single use buildings and improving access to the area with better bike and pedestrian access from CHS and City center.
- Mixed use retail
- Development of 27th and Grandview ugly mess
- Bring more boutique/gift shops to UP
- More high end restaurants, rather than fast food.
- Im sure it will be more of the city council's push to try and make our once quiet town into a Little Bellevue
- Upscale mixed use residential / business buildings with restaurants and shops. With buses coming in across the street to Tacoma community college, there is an opportunity to bring people in for economic opportunities.
- Shops and a farmers market tomorrow to attract merchants and keep more money in UP
- Affordable homes, no more apartments
- Making dinning/entertainment accessible by walking and our public transit
- To provide more Tree cover in the area. Also provide right turn lanes at all traffic light intersections to reduce idling pollution.
- na
- Providing specialty shops and boutiques
- City business district taxation, residential area encroachment, adverse impacts on city ingress and egress. Abandonment of city charter and commitment to environmental quality and residential quality of life.
- I think a quality restaurant such as The Black Angus or the Outback would be a welcome addition in U.P.
- Providing diverse business that will cater to all culture - races, age group, professionals.
- "Hospital and healthcare clinic
- Clothing stores
- Eat in restaurants
- Shopping mall"
- Multi family residential
- New Development and housing
- Providing employment and contributing to the city's tax base.

- 27th st
- High density housing near public transit
- Quality restaurant
- Economy
- We have big brew pubs all over Tacoma, and other neighboring towns but none in our area. The right brewer can draw a very large crowd, bringing in revenue to support our tax base. I hope we can attract some entrepreneurs with enough influence and financial means to encourage our populace to spend their dollars close to home.
- The 2 parks can be merged which would make a good singular park that is connected.
- ?
- This is a great opportunity to bring in new multi-family housing, whether it is townhouses or apartments above street level businesses.
- Eco based industry - climate friendly based opportunities. We live in an area where the beauty of nature is ever present and where sustainability matters. Anything that is providing options/answers/tools/ alternative housing and so on is going to be more and more in demand as we continue to see the effects of climate change.
- Just about anything other than more apartments/condos and a light rail depot!
- To have a vision that can help our community grow and yet keep our unique small town quality and life.
- No idea.
- A chance to provide for and attract businesses that will serve University Place while keeping the small community atmosphere (not so many high-rises) we have and address any traffic congestion and crime that may present itself as a result of business growth.
- Mixed use retail/office/hotel/underground parking garage town center
- Restaurants, if you can keep them.
- Foot traffic.
- Safe, inviting, varied shopping
- Exploitation
- Community Center and park space. Tweens/Teens need a safe place to hang out and easily access after school/ weekends/summers. Fircrest is great but doesn't accommodate UP and its growing population. Also allows for community education opportunities - cultural events/ learning series/tutoring for special needs/ inclusive play environment. Also need more restaurants - places to socially connect as families and friends. Commune

areas to have club meet ups like book clubs etc. Need Parks and Rec back!!

- This area has and will have a lot more apartment buildings in it and among the businesses. It is always a challenge to attract the right mix of businesses in the area.
- I like the premise in Antoine van Agtmael book “Smartest Places on Earth” that America is moving toward a more collaborative, multidisciplinary, bottom-up culture most likely to come from urban innovation districts. I think if productivity is measured along those lines and supported (work-study programs?, open data sharing?) and rewarded, the opportunities become exponential, building on each other.
- A mini mall with boutique shops and a “nice” upscale restaurant with a view.
- Having businesses and attractions that will draw people from outside the immediate area.
- Location
- Consolidating services and increasing mobility... Like a walking trail combined with elevated, automated package delivery and trash removal service. Expanding local food sourcing like vertical farming with solar. Anything to make daily life costs cheaper (food, energy, transportation) and not having to rely on a car. UP could also keep expanding it’s appreciation of nice things... Antique refurbishing, fine leather reworking, tailored/reuse clothing, and get away from wasteful”one use” culture.
- To stop excess construction. UP is being ruined
- Restaurants
- Including living, working, entertainment, and green space that will provide an attractive place to live, visit, and work. Develop the site in a smart way that protects and/or enhances the environment by using the latest building and low impact technologies.
- To serve our seniors and provide opportunities for them.
- Affordable Housing
- Bring in TAX revenue from small businesses and landlords, so citizens are footing such a large bill.
- Mixed use business and residential- coffee shops, stores I, a fred Meyer
- Accommodating the increased residential density and making the area safer and more pleasantly walkable.
- “To open some businesses in the already existing, vacant buildings.

- To clean up existing sites, update facades.
- Add a couple of quality restaurants (not fast food)."
- Zoning to accommodate retail and/or commercial growth.
- The residents that will move into the new apartments being built in that district. If Tacoma's plan to build housing in the James Center comes to fruition, that will add more potential customers to the area.
- Lots of small, community centered, family focused businesses. Especially restaurants!
- Upscale shopping
- Keep it business only. No more apartments
- Redevelopment of the area as it relates to warehouses and businesses.
- Light rail
- Locally owned and operated businesses.
- Pedestrian friendly
- Redevelopment for more functional business space.
- Proximity to TCC, transit hub, Fircrest, and Tacoma city limits makes great opportunity for service and commercial businesses. Food and hospitality is a big thing opportunity here, so mixed use planning with an eye on walk-ability and biking corridor connecting to Bridgeport
- Getting and keeping businesses people will actually go to.
- Restaurants, Pub, Brewery's. Resident of UP do not have many options to go out for nice food and drinks. We either have to go to Tacoma 6th Ave or downtown, or go to Lakewood Town Center. We need more places to eat and enjoy a beer or a glass of wine
- Building a walkable sustainable city with unique local businesses and restaurants.
- To offer something that is not currently present in University Place. If we could get a Dave and Busters or something like that, it would draw UP residents as well as surrounding communities.
- Make the area a place where people will want to live - a walkable, safe area preferably with a park or other community space.
- Moratorium on apartments
- To build businesses that support the neighborhood residences.
- Hopefully, gaining cohesive business to shop and eat from and not so many offices that are for appointment type business. Be an extension of the market plan that Fircrest is looking at across the street on Mildred - perhaps a connecting walkway across Mildred from Fircrest are to UP area.

- Provide a mix of business development that limits disruption of the people that live in and near the area while providing meaningful improvements.
- Transit oriented development with existing bus infrastructure and future development of light rail connection to downtown Tacoma
- Some housing for those who can't afford market rate apartments/condos. Something with an urban village vibe to help maintain connection to UP community; Child care facility to serve needs of families.
- Casual dining and high end shopping
- Add more green spaces where kids, families and pets can get fresh air and enjoy the outdoors!
- c
- Stop it now
- Growth with proper planning and green space set aside and preserved.
- Enticing businesses to fill vacant locations. It is hard to shop at a store when the building looks vacant.
- Family friendly businesses and options
- More eat in restaurants instead of fast food. More businesses that are of interest and support senior citizens, who have helped establish University Place for many years. We need affordable senior living apartments or condos. The ones we currently have are too expensive for the average senior.
- Protect single-family home neighborhoods.
- Establish businesses based on integrity and not revenue for the city.
- Eliminating traffic. Focusing on a pedestrian friendly area for people to shop at business. If I see a road with little stores up and down I stop and walk it.
- Caring for our youth! If we don't provide opportunities we will see the consequences. We should have a park and rec department as well as a center for youth to develop, socialize and learn.
- Transit hub
- Light Rail
- Low density mixed use
- Walkable neighborhood with shopping, amenities, and easy access to transit (BRT corridor and Tacoma Link at TCC). This will be a benefit as well to help attract community members who wish to eschew car dependency. By being able to get to groceries (Fred Meyer), dining, and other needs on food, while also getting to work on public transit, we can increase density by reducing congestion.

- Non fast-food restaurants
-
- Shopping outlet or more restaurants
- Can we bring in additional restaurants?
- Providing reliable infrastructure to enable remote/hybrid work. Specifically good Internet infrastructure and public transit.
- With LRT and BRT coming to TCC, the obvious answer is that the NE Business District has the opportunity to become UP's first transit-oriented development district. UP should be planning ahead for the opportunities that increased transit offers this site.
- Mixed use with apartments and businesses and a lot less blacktop. Walking friendly, services friendly, shopping friendly.
- Restaurants and sustainable housing
- Big box retail
- It's probably the biggest growth area in University Place with the apartments/condos going in at the former AMC spot. It's also really the gateway to UP for many people. There's an opportunity here for dining, shops, entertainment. That used to be the hub for UP with a movie theater, bowling alley, The Keg, Pizza & Pipes. Bring that back again.
- Creating walkability for new and existing apartment residents
- More shopping and restaurants
- Integrating business that align with Sustainable housing for people
- Mixed use development with emphasis on pedestrian/public transportation to align with close proximity to eventual sound transit station at TCC.
- There is more housing and more people.

What do you think the biggest challenge for the University Place Northeast Business District will be in the next 20 years?

Answered 127
Skipped 16

- If people cannot afford to live here, they won't shop here.
- Traffic! It already takes 50% more time than before.
- Parking
- Traffic
- Recognition
- Renters/non-property owners. Road access. Please maintain 4 lanes. Need turning lanes and no planters in the middle of the street. They are not functional. Signage needs to improve. Cannot see many signs in UP when they are near the ground and covered by shrubs.
- Traffic. And getting people to the businesses.
- traffic control as the area grows
- Traffic, crime
- Affordability
- Property taxes
- TRAFFIC and congestion.
- The biggest challenge will be attracting UP residents to the area who are not used to exploring that area. Since the movie theater & Narrows Plaza left it has been in disuse. Residents may have written that district off in their minds. That area needs places that people will visit right off the bat, like exciting new businesses or parks.
- Not to over develop!!
- Maintaining momentum and keeping businesses in the area
- Not sure
- Finding sustainable businesses and keeping crime low
- How to preserve the beauty and "we're not Tacoma" atmosphere that has drawn so many people to UP while having the revenue available to the city to fully staff a police department and the Parks department. Security has become a huge issue as of late and it's only going to get worse. Everyone knows we don't have enough officers available to do patrols or monitor local areas where speeding is a problem. The security extends to people

being afraid to use our beautiful parks that development money has gone into for upgrades and beautification. Services vs Revenue to sustain those services will always be a balancing act, but the security part of those services will be what determines whether we turn into the things we hate about Tacoma (high crime rates, etc) or not. Lack of employable sources will also be a problem. It's already a problem, to be honest.

- Not turning it into a homeless camp
- Keeping taxes and regulations as low as possible.
- Appropriate businesses for the community. Also Professional Buildings for medical offices. More organized with good parking
- Maintaining the wild spaces
- "Cost of construction.
- Following through with a plan.
- Going over budget
- Selling out to the developers like they did at town hall. Changing from condos to apartments at town center."
- Money. Will to make the risk on small business. Less vape shops, more community building
- Funding, building & sustaining social/ community service networks in concert

with growing commercial, educational, residential, and mass transit expansions already under way. Building more mixed market and mixed use will be unavoidable. Without laying the groundwork now for affordable services, mobility, and housing, U.P. should expect increases in homelessness, crime and depreciation.

- Holding builders accountable
- traffic on 27th-since it changed to one lane, you have to wait forever to get out of the business
- Traffic
- Too many dentists and other medical offices. The city is becoming know for apartments and dentists offices.
- Traffic
- Keeping the small local business in place
- Safety
- Utilization/attractiveness
- Competition from the Market Square
- Drawing in medium to large businesses to set up HQ or satellite offices.
- Providing activities for all the children in all the new apartments being built. Otherwise crime will be worse than it is now.
- Cars

- Providing shopping for a diverse community
- Traffic Congestion, over population, adverse impacts on existing residential crime
- The one lane streets on 27th Avenue, traffic can be very heavy especially during evening rush hour.
- Parking
- More police and fire departments
- Traffic generated by increased density
- Affordable housing and light industry will continue to be forced out.
- Finding adequate investors
- To not overspend
- residents who do not see benefit in high density housing near public transit because they are afraid of poor people coming in which would bring crime (they think).
- dealing with homeless
- Attracting and keeping large and small businesses here while maintaining a safe environment for them and our residents.
- Well, you have torn down the bowling alley and the movie theater to build yet more apartments, so you have guaranteed more traffic and less to do in UP.
- The biggest challenge will be protecting open space in the area, specifically the Hess Wetlands, Paradise Pond Park and the property in parcel #0220104186 that is owned by Hidden Hollow LLC. The wetland, of which Adrianna Hess Wetlands and Paradise Pond are a part, stretches across at least 10 parcels. The city needs to make sure those sensitive area are protected, and not ruined by the pursuit of tax dollars.
- Many see the merge of UP and Tacoma when it comes to both business and housing. Our tax dollars say otherwise. Rent and housing costs in UP are so high with no reasonable options. Some of us are not Section 8 by any means but also can't easily afford \$2500 a month rent for 985 sq feet or a \$2m house. So if I can't afford to live here I'll shop local , which would then be Tacoma. Your customer base in 20 years will be the very wealthy and the very elite. How much can and will they spend here in UP? Who is your target audience now and who will be in two decades? The middle class is who it should be but we're getting squeezed out. Will I go to Walmart in Lakewood or Whole Foods in UP?
- Traffic control for all of north University Place and as well as all of 67th st. and all of Bridgeport Way.
- Public safety. Frequently I don't feel very safe in that area of university place.

Instead of venturing out I have a tendency to shop online and not engage with the community.

- Keeping U.P. from becoming an extension of Tacoma.
- To keep costs and rents down.
- Congestion, crime, as out-of-UP people are attracted to the area.
- Crime
- Taxation by the city/state
- Economy
- Dealing with crime, vagrancy, and homelessness
- Exploitation
- exponential growth that doesn't keep quality services and resources easily accessible; increase in property value and taxes that makes it not affordable for diverse families to move in.
- Short term vision. UP could become like a sad, younger sibling of Ruston. UP should not follow their model. UP really needs more identity and character. Right now I would call it an upscale suburb with a nice golf course. I would be shocked if its budget is sustainable (reference Strong Towns). It doesn't seem to have much diversity for varying income streams. It has more than three grocery stores that aren't

local. It doesn't seem very connected to its community members. I imagine the biggest contribution is turning out college kids that probably don't return or contribute to its future. As long as folks are happy with "good schools" and innovators with good ideas are ignored, UP will always be playing catch up.

- this area has and will have a lot more apartment buildings in it and among the businesses. It is always a challenge to attract the right mix of businesses in the area. This can be the best thing for an area and the worst if not successful.
- Traffic/parking, safety.
- Maintaining the level off appropriate businesses.
- Crime
- People not sharing a vision
- Same as # 1
- Too many apartments and multiple family dwellings and NOT enough room in our already packed schools.
- Accommodating more development, people and cars, and maintaining businesses that can withstand economic slow downs, while maintaining University Place as a forested city.
- Tax revenue

- Finding businesses willing to pay our high taxes.
- Permits
- Accommodating the increased residential density and making the area safer and more pleasantly walkable.
- “Finding tenants.
- Financial: being able to put money into these buildings to get something out without charging too much to tenants that they can’t sustain business.”
- Affordable land to purchase to redevelop into retail space -- not just additional residential.
- Dealing with congestion that will come from new housing in the area.
- Traffic.
- Big box stores driving out small businesses.
- Traffic and parking
- Add a nice sit down restaurant. No more apartments!!
- Getting the support of the current district property owners.
- No more apartments
- Traffic congestion, parking, and pedestrian safety
- Sustaining businesses that are beneficial to the community but also profitable.
- Too many businesses
- Innovative planning to draw businesses into the area.
- Not keeping residents within the community to help contribute profits to local businesses, restaurants and pub/ breweries.
- Continued development without creating overpopulation, pollution, and traffic issues.
- “Many vacant businesses already. “”Coming soon”” signs forever. Poor information about what actually is being .lots of businesses are struggling . Old Albertsons empty forever. Feels like we should develop what we have
- “
- That area is not known to a lot of people and it’s not on a main drag. So that would be the hard part.
- Construction delays, permitting, pushing out small businesses due to increased costs
- WAY too many people & cars. With all the apartments going in: more crime.
- Common sense city council
- cost

- Planning and spending way too much money on idea plans and then hemming and hawing!
- Not “over doing” the development to a point that the charm of University Place is lost and it just turns into another city with apartments and industry.
- Public safety; livability. Enabling small businesses to survive and thrive.
- Deconstruction of car centric developments and transforming the area to a more pedestrian friendly environment
- Over crowding impacting the quality of the city, especially from significant number of apartments being put up.
- Mitigate traffic related toxic air so people can enjoy public spaces and shop without choking on fumes from diesel buses and exhaust from too many cars!
- Traffic, from overbuilding apartments on infrastructure not meant it.
- Stop it now! Too much traffic! No parking!
- Homeless people and crime
- Crime, costliness, city development that does not meet the needs of its people
- To not overbuild. We are too small of a city to have every square inch filled with housing. It will be a challenge to keep our taxes reasonable.
- Ethical criteria for changes.
- Bringing down rents so that little startup businesses can thrive.
- Crime if we don’t care for our youth. Please don’t rely completely on the school system to care for our kiddos.
- Schools/childcare/playground space
- Including mixed-use residential into new commercial
- High density housing
- Zoning and permitting to encourage a neighborhood that actively encourages and supports independence from cars.
- Crime
- Drawing in customers from out of the area
- Having to deal with the increase in remote/hybrid workers who choose to work from home, putting a greater strain on residential infrastructure.
- The main thoroughfares for ingress/ egress to the site are effectively out of UP’s control. Fircrest will almost certainly fight any attempts to expand Regents and Mildred, and 19th will see traffic constrained by the addition of at-grade light rail. The only way to make traffic reasonable at this business district is to plan for to be transit-oriented from the get-go. This is not the sort of problem that we can simply hope to add lanes to fix.

- Creating good access entry points and general traffic control
- Zoning
- Property crime and homeless population not being addressed. Over building of apartments. No investment in public spaces or parks. Essentially, what UP is doing currently.
- Traffic. It's already a cluster through there, and the additional apartments will make it more chaotic.
- Establishing and maintaining a diverse range of property use
- Construction
- Imbalance of owner to renter ratio. Stress on school district with no schools in close proximity.
- Too many people with all the apartments.

What do you want University Place and the Northeast Business District to be known for in the next 20 years?

Answered 122
Skipped 21

- Mixed use rent controlled housing. A place where regular working people can live and work, possibly walk to the store and other places. A walkable city.
- Come and visit but don't stay.
- Gatherings
- Upscale, but safe. Crime is a huge concern.
- Uniqueness
- Businesses that will provide jobs for the city.
- Protecting wildlife and wetlands. It's too late for that. No money in it. Only health and welfare.
- Shopping and living/mixed use but not apartments
- Family friendly gathering place
- Less stress, happy to be home once off our filthy highways. Something like European cities, a town plaza with family run businesses and restaurants, a place to stroll or a park with trees in the midst of things
- Small business
- Business and dining
- I personally feel that UP has a million grocery stores but not enough choices as far as restaurants go. It would be awesome if it was known for dining out options. It could also be known for its incorporation of trees with its development. Any person knows how awesome it is to walk down a sidewalk of a street enveloped by tree canopy. It's beautiful! But for that tree tunnel to exist in 20 years it's gotta be planted now.
- That UP is a great place to live and to do business in!
- Consistently helping all businesses not just new ones to maintain growth
- Great breweries, restaurants, cafes, shops that are locally owned and run. Currently myself and many neighbors I know go to Tacoma for eating out and shopping because there aren't a lot of great local places to find what we're looking for in UP.
- Walkability
- A safe oasis for families to live in the midst of all the insanity that exists around us

in regard to crime. We have one of the best school systems, but I'd be willing to guess that a good third of those students live outside of our city. We need to be someplace families want to live, shop, and send their kids to school. They don't have to be higher income families, either. Being a low-income family does not mean that they're involved in criminal behavior. That myth needs to be dispelled. If we become known for being safe, then we're going to attract people of all incomes who are looking for that type of security when they go shopping in what will be their hometown or want to walk to the library or a local theater (new business opportunity?). I'd like to see UP be that oasis where middle income families find a place to live with good schools for their kids and the Internet bandwidth to support the work from home contingent as well as the schools.

- Where businesses relocate to
- Quality and people friendly
- "A nice place to go.
- Didn't go over budget.
- Don't waste the tax payers money"
- ??
- Great shopping destination, unique quality offerings. Mix of business type and owners. Diversity.

- Vitality, safety, and desirability.
- Connecting our citizens with active lifestyle opportunities and outdoor shopping experiences.
- added value-we have always felt like the ignored part of UP.
- Recreational/retail dpave
- Somewhere, where people can come to UP, shop and grab a bite to eat.
- Green space, cleanliness
- NOTHING! We don't need to have more traffic and more troubles.
- Schools and safe community
- A thriving commercial area
- A town that offers great accessibility/ public transit in and out with a charming curb appeal of excellent food/ entertainment amenities
- Clean & green housing area with retail & restaurants where children are safe.
- tcc
- A Vibe similar to the Proctor district and Point Ruston where shops are open to families and local community at large; not a hangout for young people only
- Business tax contributions to city budget, redevelopment into residential housing and green space buffer.

- Attractive buildings and ambient scenery.... Beautification should be a top priority, trees and shrubs a most!
- “Peaceful neighborhood. None of these shooting, killing etc.
- Safe place to go and enjoy.”
- Upscale shopping
- Nice place to live with some community identity
- A great place to live and work.
- Safe, friendly businesses covering a wide range of services; perhaps with a focus on serving local residents (who might not be able to travel for those services)
- Quality building
- high density housing, including housing for people who need financial support, near public transit
- clean, vibrant community
- We miss Nemo’s where they had a dance floor along with dining and beverages. Also the Jade who had karaoke and a dance floor and good food. Now we have to leave U.P. for the same entertainment. Bring them back.
- It’s a diverse area. Parks, storage, small business, lots of apartments. It should be known as a very business friendly area that will serve all of the new residents that will be entering that area.
- I want UP to be known as a great place for people of all kinds to live and work, where the residents can safely get around town on foot and by bicycle, where families with school age children know their kids will be educated in the best schools in the region. Walkability can be improved by the development of paths from neighborhoods to the Town Center on easements like the one that is located between parcels 9177020130 and 9177020113 and then runs to the west as part of parcel 4001910150. Bike safety and access can be improved by adding green safety zones at intersections and enforcing parking regulations to ensure bike lanes are not blocked.
- “Continuing to have a lot of trees, parks and park like areas and natural places. NOT these row houses with little saplings. All charm is lost - 33rd St W for example. I want it to be known for being progressive in providing safe and affordable housing and eco friendly jobs that have an eye for the next 100 years.
- If this sounds contradictory then there needs to be people with better vision in place because it is not just possible it is essential that we find all these balances to live and thrive.”
- A positive and safe location for smaller businesses with a large public are to gather.

- Safety and security should be a priority in any decisions and building planning. Need to ensure a safe place for public and employees.
- A safe place for kids to grow up, good schools, successful small businesses with a healthy economy.
- Shops and restaurants that “normal” people can afford to patronize.
- Safety above all else. After that, meeting the needs of the city without out-of-control growth both out and up. Most citizens I know were drawn to UP for its small town atmosphere while being near to needed services and retail businesses.
- Town center, central location
- Irrelevant
- Walkability and storefronts.
- Safe, inviting, varied shopping. Not the usual strip mall of nails/tattoos/marijuana/Starbucks/spa.
- Exploitation
- Safe spot to meet up and enjoy diverse cultures/music/food/activities
- OPENESS and FEARLESSNESS: That whatever challenges you face individually that you have a place to go to find answers or be a part of a group searching for answers. That UP keeps track of its successes and failures and that data is available and understandable for everyone. That UP is genuinely trying to reduce everyday living costs for its citizens and have a healthy budget.
- we need to work hard to create a sense of community. Large apartment density can create an area that is transient and run down over time.
- A place to shop, have coffee with friends, and feel safe.
- Quality retailers and attractions.
- Safe area to shop
- Fine services delivered without snobbery but practicality. Fitted work boots/shoes that get resoled instead of thrown away, tailored jeans that are refitted if you gain weight, we know where our food comes from and its so tasty and nutrient dense, car free street options like Amsterdam, donut economics like Amsterdam...yeah, make it like a mini-Amsterdam.
- Public green spaces for recreation
- A clean and safe environment. Not the overly crowded with high rise buildings.
- Balanced development while still maintaining our urban forest, unlike Tacoma which is struggling to install trees everywhere to increase their urban forest canopy.

- Caring for our seniors.
- Businesses and services that people will REALLY use and visit.
- A cozy family hangout place
- A joyful and friendly place to be.
- Somewhere people go to have a destination dinner (sitting longer than 45 minutes), some cute shops similar to Paper Luxe or Mail Room. No more nail salons, fast Asian food. Something artsy. Think Proctor neighborhood. Bagel shop? Take out gourmet foods, great Italian deli and sandwiches, NW wine bar/bistro...
- A solid mix of retail and commercial businesses.
- Commerce that is family focused and diverse just like the school district. It feels very disjointed right now.
- A walkable and family friendly community. Shopping, dining, cafes, community centers, parks
- Safe and friendly shopping/eating area. No more apartments !!
- A good city to live in and have a business in.
- No density.
- Great food and entertainment
- Being a great place to raise a family.
- Restaurants
- Well planned business space that is fully occupied.
- A great town center that has food and drinks. A cool place to go, like Ruston but in UP.
- Green building, sustainable planning and supporting unique local businesses. Also, including nature and accessible green spaces along with our business development.
- Safe. Thriving
- A place for family fun!
- Businesses that people want to go to without fear
- Clean city, safe city, good school district with kind kids & not ghetto.
- Not the apartment district
- Local shopping and living.
- Safety, A unique place for shopping and eating with lots of landscape through business area - not cement. Keep up high standards of education.
- Community, charm and accessibility
- Pride in community; a place where all who choose to live here feel accepted.
- Urban villages surrounded by family friendly neighborhoods

- “SAFETY and community
I want this to be a safe place for my children to grow up, for me (a woman) to go out on my own (running, shopping, etc.) I love the sense of community from events and the walkability of the area right now; I fear losing both of those as the area grows.
“
- Small boutique businesses not franchises dominating and duplicating food and shopping options. Whole Foods and Trader Joe’s were nice additions but we need more like Mud Bay, Gracie Barra, Al’s Hot Chicken
- Schools, natural beauty and interesting/fun shops.
- Senior friendly
- Safe family friendly district
- Something better than UP is now
- Safety, inclusion, an area where our seniors can feel comfortable and not over-taxed, due to their limited income.
- A long-range vision of positive development.
- No cars on, only people walking/biking.
- Community that cares and grows future leaders.
- Progressive planning for mixed demographics, useful industry, nice parks, and great restaurants
- Walkable and bikeable layout with access to mass transit
- Family friendly businesses
- A great example of a neighborhood that supports car independence. Being so close to future rapid transit and Link light rail practically begs for the creation of an urban mixed use community where people can love and work and commute without need for a car.
- best restaurants in town
- Great restaurants
- Good restaurants and shopping
- Transit-oriented development and high speed Internet enabling excellent remote working conditions.
- I would like UP to be considered the most livable, walkable community in the Puget Sound region. This means building UP with active transportation in mind, and future-proofing the digital infrastructure in the Business District to accommodate the improved Internet infrastructure that will be required in the near future.
- Unique local restaurants, shopping, and a farmer’s market.

- Great food, great hangouts, great community
- Safe shopping and running errands without having to go to a safer location like gig harbor. The neighboring areas of lakewood and Tacoma are not save for families
- Cleanliness. Safety. Local dining (not chains, not fast food). Safe places for kids to do things.
- A place to work and live. Live and work. There might be commercial/light industrial, but people should Be able to tell they're in University Place.
- Local businesses.

What do you like about this vision statement?

Answered 115
Skipped 28

- I like the live/work part, but it must be affordable. New apartments in UP are currently too expensive. That area is currently just a big parking lot wasteland.
- I believe we have enough housing. We really don't have the roads or space for more people/cars. We should focus on visitors rather than residents. We shouldn't overpopulate.
- It's good
- "Personal services, and businesses that serve surrounding neighborhoods "
- it is inclusive
- No more rentals. UP incorporated to maintain it's community. It is rapidly changing into an apartment city which no longer has a community atmosphere
- Employment opportunities. However rents are too high for small businesses.
- The focus on employment, life/work combo
- All I see happening in UP so far is rental apartments and commercial businesses. Thats nice for you as a city receiving the tax money but it feels like a cookie cutter town formed to me.
- Mixed use but with equitable living costs.
- More retail, dining, etc..
- I like that this vision statement incorporates both economic opportunity as well as spaces for living.
- Sounds great. Love to be able to work where I live.
- Addresses growth for businesses as well as additional housing
- New employment opportunities and entertainment uses
- I don't like it bc other types of residences often makes me think of increasing density and lack of parking and more school utilization, which we don't have space for. So no, I'd like to not increase residential opportunities.
- I honestly think it's a great vision statement because it lists everything we should be striving for in our city.
- No more residential units except for condos. Give people a chance to own
- Everything, except keep the housing, studios, lofts, and residences to a minimum.

- The statement is fine as long as the businesses are well organized with safe roads and parking. Not so random.
- No more apartments. The city needs condos if they are building residents.
- jobs
- Great! More housing can help build community.
- It implies a progressive and rational scope & vision although belies an over-generalized lack of commitment.
- Too many apartments planned. I'm okay with the business ideas
- 5/10
- There could be an opportunity to integrate forms of live/work housing, studios, lofts, and other types of residences as influenced by market forces."
- Mixed use
- No more apartments
- Employment opportunities and entertainment uses
- Nothing, it's a wretched plan with no desire to hold onto what UP is at it's core: a quiet small town feel in a sea of sprawling cities
- It is exactly the type of development that should be happening.
- Building new employment opportunities
- I hate it. I understand mixed use involves apartments, but I'm done with the apartment building in UP. Apartments are short term living, and these residents don't invest in their community for the long run. My family dates back to 1920 living in University Place because we believe and have invested here. And, that includes home ownership! No more apartments
- The part about businesses serving the surrounding neighborhood
- Nothing. In 5 years have removed the entertainment & are building huge amount of apartments. Not employment opportunities.
- toto8
- The regional planning group does not serve University Place interests.
- I like the idea of having employment opportunities and personal services
- Good vision. Can't add anything right now.
- Makes sense
- The first portion lines up with what I envisioned.
- New businesses
- it is broad enough to cover many options
- Maintaining good schools and in general city maintenance

- I like the idea of mixed use but after seeing so MANY apartments going up and am hoping we'll see a little less of that and more of the business opportunities.
- I like that it talks about entertainment uses, yet you have torn down the bowling alley and the theater. I like that it is ironic.
- I like that housing is part of the vision.
- Not much. UP has lost its charm and has become the apartment capital of pierce county.
- I like that this mission statement provides a fairly broad overview of the goals.
- Very strict rules for low income housing if low housing is part of the plan.
- Economic growth.
- It is too vague to like anything.
- I like the idea of building new employment opportunities in our area.
- The emphasis on the economic drivers
- Cookie cutter statement all small towns/ suburbs make when attempting this very same project. It's drivel.
- It sounds similar to what I envision
- Live/work
- Exploitation
- Doesn't say anything really. What makes that vision different from any other city? I bet it's not that different from what folks were told when everything was first built there.
- It looks like there will be apartments/ condos, some with views, with retail on the ground floor similar to what is in the UP town center.
- Sounds good.
- "Serving surrounding neighborhoods"
- Nothing, I feel nothing about that statement and why it would make UP different from anything else a planner has said about a city since the beginning of time.
- Not much. Too much emphasis on businesses & construction. This is no longer a good place to raise a family.
- Everything, but there should be mention of adding or maintaining green spaces/ parks.
- Housing for seniors, yes and entertainment and socialization for them.
- I like entertainment and business uses.
- Employment opportunities
- I like it and agree with that vision.
- Good, general statement. Lots of opportunities to fit businesses and lifestyles into. Generic. Maybe you should

spice it up a bit. Sounds a bit like a statement a town would have that needs a generic statement to fit into a vision.

- Emphasis on employment and business as a primary goal.
- Adding residences to the area.
- Opportunities and community
- Meh
- Employment and entertainment
- Condos ok. Again , hope you get the messages. No more apartments
- It is fine
- Up was founded on stopping apartments. Now all I see is up approving apartments 27th, narrows bowling, No more
- Agree with the overall sentiment
- I like that it mentions new employment opportunities and serving surrounding neighborhoods.
- Dont know
- The statement sounds more focused on apartments and town home rather than a vision to bring entertainment to this area. It doesn't sound like the vision of entertainment hub.
- The diverse types of businesses included.
- All of it. Not sure if it based on reality given the economy inflation

- I like what has been done by Whole Foods and Ruston area, so it makes it sound like it would be that kind of area.
- It is holistic and aims at making the area a place people want to spend time
- Entertainment, personal services & businesses
- Looks fine
- Employment (if people stop getting handouts and go to work! Have good lighting, easy parking, safe access for all ages and ability, restaurants, shops, outdoor areas, play area and less of personal businesses that are now in UP town center. I had hope for a lot more variety of shops in UP town center - something to attract outsiders and visitors to our area.
- Inclusiveness and focus on helping attracting businesses that fit the needs.
- I like that it sounds as if the businesses will be community focused with housing and business.
- I like the varied vision of residences
- I like the clarity of business type and acknowledgment that these businesses go beyond the community
- Integrating living and working but both need to support one another (high enough wage jobs to afford the housing in the

vicinity) and MUCH NEEDED RECREATION trails, safe sidewalks and street crossings and lower traffic. But maybe that was not the underlying strategy to achieve that mission statement...

- Entertainment. No need to travel to Gig Harbor or the Proctor District for food, entertainment. IF we have choices right here in U.P.
- Nothing is true!
- I think we have enough apartments in UP
- None
- It reads as very inclusive to all.
- Not much...it is a shallow statement without teeth.
- The idea of businesses integrated within communities.
- “Providing entertainment uses
- Serving”
- The hub-like idea of services, employment, and entertainment being integrated near or with residential spaces.
- Integrating live/work housing
- The statement market forces is concerning.
- It acknowledges the possibility for something different than the current rigid zoning ideas of the 20th century.
- Businesses that serve the surrounding neighborhoods
- Not very much. This statement is does not define any clear goals or directions.
- This isn’t a vision so much as a milquetoast promise to do everything. You could give this same “vision statement” for practically any neighborhood in any city in the United States, and it wouldn’t be wrong.
- Vague. The emphasis needs to be on quality and access.
- I appreciate the focus on live/work options
- Sounds like more apartment buildings
- This is fantastic. I want it to be a reality.
- The live work aspect; the acknowledgment of the diverse, dense residential.

What could be changed or added to this Vision Statement?

Answered 111
Skipped 32

- I think AFFORDABLE live/work areas should be mandated.
- Take out the housing. We could be a quaint community/town. Somewhere fun/dare say romantic to go but not live. If everyone is a UP towner, it's no longer special.
- N/a
- The word safe should be included
- Remove the rental housing emphasis. There are too many apartments in UP now. People who rent do not have an ownership investment into the community.
- Green belts. Wilderness trails. Trees for birds and nature.
- Something about keeping the integrity of our community alive
- As influenced by market forces? Whos market forces? Commercial marketing? I am retired and would love to see more views of the water or the Olympics, better restaurant's and comfortable bars other than cheers and up place. I would like more condominium choices not more rentals. ALSO I THINK WE SHOULD CHANGE ARE NAME TO CHAMBERS BAY
- INSTEAD OF UNIVERSITY PLACE, most people are baffled at our name. I saw an advertisement I believe was for hand and stone on tv that listed us as University park!
- No major chains
- No more apartments, lofts, etc.. Too crowded already. Growth is getting out of hand
- This vision statement needs a component about the natural environment of this district. In 2022 it's shameful that this city has shown no commitment to protecting or expanding its urban forest. It's a crucial characteristic of University Place, and should be an expressed priority ESPECIALLY as we continue to grow and develop new areas. Not only because trees benefit the environment but because we know that they benefit people's health and minds.
- Sounds too much like South Lake Union. Overdeveloped and crowded. Can I afford to retire here? Sure doesn't sound like it.
- It's way too long. Stick to the most important things

- It sounds like market forces will dictate how this area develops rather than a vision for how the community would like this area to be regardless of market forces. I would change this to really focus on this area being a place the community will love and come to, not just an opportunity for money making.
- Focus more on the businesses than on housing. We don't need more housing in UP.
- You could add something like "with an emphasis on building heights and raised building standards" which should go a bit toward appeasing those for whom the word "apartments" is synonymous with "plague-ridden occupants."
- Focusing on residents who live here now, stop selling out the city for apartments
- no ideas
- Nothing
- "It is very broad.
- This statement could include basically anything. I believe it needs to be more specific."
- Add something about maintaining the wild spaces
- Diversify
- You need to explicitly commit to zoning revision that guarantees (not just incentivizes) cross-spectrum affordability and you need to commit to light rail's extension through UP in a way that ensures economic and residential viability & expansion.
- Integrate language that affirms the city desire to improve pedestrian and cycling paths to the area.
- Need for more retail in the area, not just services. Need a better restaurant district. Never been a good draw for restaurants
- None
- No more apartments, more shopable stores
- Pleasing aesthetics to blend in with nature with green spaces and trees.
- Remove the more housing, quit growing the city.
- Nothing as long as it is executed judiciously
- Diversity initiative
- Affordable housing. This city revolves around the school district, so build housing to support them back.
- Nothing

- Add activities for children & teens. Add increase tree cover through out the area including in developed areas. Improve lighting at all crosswalks.
- y-y-
- Too much emphasis on entertainment and personal services...we have enough spas, barbers/hair salons, etc. here in UP
- The statement is inconsistent and contrary to the University Place Charter and its focus on protection of suburban residential neighborhoods.
- I do not like the idea of having any living spaces such as apartments; lofts; etc. nor any residential usage which require too much parking space; garages etc. More beautification should be included...empty buildings can become a problem when businesses vacate with no new occupants
- Not sure. I have to contemplate about it.
- "Too many apartments.
- Need better shopping in UP.
- "
- Perhaps more details about housing that would allow residents to "age in place," or encouraging "mother-in-law" structures to increase options for families with children with special needs or their aging parents. I think we have more than enough apartments. I'm also not sure about building according to market forces; these can change more quickly than the city can respond and leave everyone in a holding pattern. I would like to see some attempt at neighborhood stabilization so that people who move to UP are able to continue living in UP.
- I think we already have too many apartments and too much empty space ie albertsons
- High density housing near public transit!
- Not sure
- Attract eclectic entrepreneurial entities who will make University Place a great destination.
- The city will commit to stop cramming people into little spaces and that there will be adequate parking for vehicles.
- There is no mention of the environmental resources located in the zone, and that makes me think the city doesn't value it.
- Slow down development.
- When I hit the part about " there could be an opportunity" - particularly in regards to housing - it makes me feel a bit off. Why can't it be mandated as part of the development? It sounds like " Shop! Spend! Work!.....oh yeah and maybe, you know, live here." I know this is not the intention of the statement but because it is a

“could” it subconsciously implies a pecking order where housing people is secondary to getting them to spend money.

Subconsciously it makes me feel offended a bit. Again, it is a business district that creates jobs and money. But the kneejerk reaction is one of “How does that help me?” and the answer for many here is, in fact, good housing.

- Not sure at this time!
- The homeless and criminals are destroying our parks, making it dangerous for families and property owners. How can that be prevented from happening here with increased urbanization?
- Specifics and some mention of escalating rents.
- I am not sure how to answer this question, except to suggest omitting adding more residences. People I speak with are not too happy with the population growth trajectory as it is.
- Less emphasis on residential components
- Stop trying to make our suburban town urban/walkable/hip/new. We’re not. Intentionally.
- Affordable housing.
- It’s too vague. Needs to be more specific. “Employment” can mean McDonalds or high tech. “Entertainment” can mean an

arcade or a venue for live theater. Need to define and describe what each goal would look like. And who would pay to develop it.

- More exploitation
- What about calling it “Innovation District” where you want to experiment using a different budget/lifestyle model where multidisciplinary solutions are rewarded? Kids might actually prefer moving there than going to college if they had exciting work/study opportunities. What about “Circle District” where the challenge would be to become self-sustaining, zero waste, eco friendly village? Urban districts are going to be the most exciting, innovative places to live in the next 20 years, but I get no sense of that in the above vision statement. Did a 1%-er who has an expensive pastime (golf) and living in a single-family, gigantic-home write that? Sounds like this person just wants to have a beer garden and coffee shop with apartments above it (mixed use!) to mimic the town center. Boring! What about micro-fulfillment and/or a maker village? Going car-free? UP can’t do much about the massive stock of car-dependent, single family homes and noisy, car-centric town center, but has an amazing opportunity with the location and makeup of this district to balance out the inequality and be an example for “affluent” towns everywhere. Find a Vision Statement

that aims for the stars and makes people hopeful for the future of what that would look like. Listen to people who don't want a single family gigantic home, aren't attracted to Ruston or Seattle, but like urban living. I've lived in Europe and miss the people-centered beauty and car-free ease of getting around. Walking and biking was an everyday joy not something I had to schedule and DRIVE to find a park and was over when I left. I really like being away from the chaos of Seattle but just really wish it was easier to live here.

- Upscale shops and restaurant.
- I would include "quality" in the statement.
- No more APARTMENTS !
- I would use the donut to help with the visuals... Here is what is lacking today (whether environment, services, housing etc), and where we can be creative for the future. I think everyone is sick and tired of words that are all fluff and no data. People need guidance, not propaganda.
- "Entertainment uses and personal services" could come across risqué
- "I think we need to work on maintaining and improving our urban forest. I love U.P., but I think we should stress the importance of keeping our existing big conifers (Douglas Fir, Shore Pine, Red Cedar) as these mature 50-100' tall trees

provide cooling in the summer and catch rainwater in the fall and summer to help control flooding. Once these tall trees are cut for development or on a homeowner's property ""because they're messy"" they're gone. Replacement trees won't attain that height for 50 years or more. I know many people who moved to U.P. because of the trees (specifically the conifers).

- Conifers are important because they catch rainwater in the fall and winter, whereas deciduous trees don't. One way to maintain/help our urban forest would be to add ""pocket forests"" on existing park areas, which could be a small patch with conifers, deciduous trees, and native shrubs. Thereby helping to offset the clearing of native forests on developed land in the City. This way these pocket forests could be watered as most parks would have irrigation systems.
- If there was something in the vision statement about stricter protection of mature conifers and (maybe they could be included as stormwater infrastructure elements) at least it would be a start. Just because our tree canopy in U.P. is pretty good, doesn't mean it will stay that way. With more land development comes more cutting down of mature conifers. We don't want to end up like Tacoma with a dwindling forest canopy.

- “
- Keep our community more safe and friendly for all.
- No more apartments. They bring down property value and bring in crime.
- Add something about children and teens
- Maybe there needs to be more said about walkability and also places to sit. Previous planning seems to have been much more geared to drivability and parking.
- Something regarding existing structures, possibly something about making the area fit better with our exceptional population. We have a pretty high quality residential community, we should expect high quality business. We can support these, look at our property taxes.
- Enough residential development and congestion in every possible parcel. We need more retail and commercial for the tax base.
- Market forces seems like something the city could use to change its mind and not do what it initially set out to do. It also sounds like you don't actually know what you want. Vision statement is clear on its impact or at least the anticipated impact.
- It doesn't sound inclusive or welcoming. It sounds very robotic and soulless.
- Family friendly
- Delete anything that could bring apartments
- N/A
- See answer 4
- There are essentially two statements here: entertainment and mixed services, and housing. I think relying on market forces” alone to dictate what housing gets built is short sighted. Incentives need to be provided to guide the appropriate development of diverse housing in this area. Not exclusively low income housing options
- I don't like the phrase “influenced by market forces”.
- Don't know
- More focus on entertainment and business driven. Apartment and living complexes will always find a way into the area once an entertainment hub is established
- Specifically include a statement about how the development will be mindful of environmental costs and how it will include art and nature in the design. We want the development to support our city economically, but also aesthetically and environmentally. It should represent the values of our city.

- Hopefully
- I don't know if it belongs in a vision statement, but maybe some examples so that it is less vague.
- Add something that speaks to how this would be a community
- None
- Not sure
- I live on Cascade Place. My yard backs up to apartments. I love my neighborhood and don't want further development to have more impact than what is already there. So please be aware that while we all want our city to thrive please don't put something in place that diminishes our quality of life. I know that that doesn't really fit a mission statement but maybe you can figure out the bigger concept and include it.
- The "surrounding region" verbiage could be changed. It appears to leave open the option for overdevelopment. We don't need to increase traffic issues by drawing people in to use our businesses.
- The area needs more focus on being a safe inviting space for pedestrians and other non car mode of transportation
- Clarity of the audience these businesses will serve (age group, income level, etc) and clarity on how much more living space might be added. We need to consider infrastructure such as school district ability to handle more children without negatively impacting the stellar reputation we currently enjoy
- The statement is just words without implementation of functioning solutions like affordable housing and LIVABLE WAGE jobs to support the cost of housing in this design framework
- Stop building apartments!!
- Stop it now
- Live up to the statement.
- No more building.
- "Entertainment uses, personal services" this opens the door to things that I don't think UP wants.
- Making adorable solutions for residents and businesses.
- Caring for our children and providing a place for them. Boys/Girls club, rec center, etc.
- Highlight access to transit and pedestrian/ bike corridors to connect more of UP and surrounding cities.
- Emphasis on density
- Limit/eliminate option of high density housing

- In stead of the statements saying there could be an possibly for alternative kinds of living, it would be much more determined to ensure that it's a true mixed use area, instead of an illusion of one if a developer decides it would sell better.
- Don't want traffic to become an issue in university place from all the new businesses
- A clear goal and direction that can be worked too.
- This "vision statement" needs to bring an actual vision that inspires investment. I want to invest in a "tech hub" or a "mixed-use, vibrant community for young families." I don't want to invest in a bland, overbroad commitment to do everything.
- Ideal proportion of businesses, commitment to green building and alternative energies, public safety.
- It doesn't commit to the work/live options
- There is nothing about community spaces, greenery, etc. it doesn't sound appealing
- Improved traffic flow and walkability. Dining options for the families who call University Place home.
- “
- Some mention of a community appearance plan. Acknowledgment of close proximity to notable public transportation terminals in the vicinity.”

What events, organizations, or businesses in the Northeast Business District or surrounding area should we reach out to for future engagement?

Answered 102
Skipped 41

- Unknown
- No opinion.
- Networking and community engagement
- Restaurants & healthcare
- a place like the YMCA or Boys & Girls Clubs, fashion stores
- That area is primarily housing. Nothing that disrupts people's residences. Promotional shopping events, like Christmas Shopping days.
- Assistance for homeless and mentally ill. Employment assistance. State employment assistance offices.
- Encourage restaurants, some night life, and shopping
- Full service dining
- Not sure...
- Don't you have enough?
- Odd question, literally everyone
- Restaurants, cafes
- Washington Employment Security as it would be very helpful to have a small-medium sized local office with the ability to have training on-site, even if the training itself is virtual. The nearest office is in Tacoma and can be a pain to get to if one needs to use public transportation. Having a few people in-office to answer questions regarding unemployment payments or job search education would probably be doable, money-wise. Washington State Main Street Program would probably be fantastic for a smaller type city like UP for design ideas and how to market/promote and the facilitate the business district. Starting with those should lead to other places and people for funding, training, and ideas.
- no ideas
- Retail shops. The Town Center misses out on them. Clothing , Household items and medical organized complex.
- All the current businesses and all up businesses.
- Not sure
- TCC, Sound Transit & Pierce Transit, Boys & Girls Club, Health Professional Associations, Booster and Commerce Associations, along

with individualized outreach to every existing business already in the zone and generalized outreach to businesses in the south sound being priced out of congested and overvalued markets such as Seattle.

- Abandoned houses, that are getting squatters on 27th.
- Unknown
- Higher end restaurants, craft breweries, museums
- None. The city council is filled with crooks.
- sidepiece kitchen, howdy bagel, breweries, wineries, spas, local entrepreneurs, etc.
- Minority owned businesses/organizations
- University Place School District. If you insist on building apartments that overpack our schools, they should have some say. How about we reinvest in our recreation programs and get a community center.
- A bagel shop, bar/brewery tap rooms, hands on activity stores (building something as a group), music venue, indoor miniature golf, bocce ball court
- y8o totp9 t78
- Lunch truck event where community members can taste the diversity of what is offered.
- None
- Dine in and carry out steak houses; entertainment venue, i.e. bowling alleys
- More professional conventions, meetings, etc.
- Panera, Kentucky Fried, Olive Garden, Chinese Restaurant, Steakhouse
- Meeting and gathering places for residents; get a “Main Street” organization formed
- Residents; homeowners associations; school leaders
- we need more events at Chambers Bay and a hotel
- panera!
- Jazz performers. Fine dining. Dancing establishments. Maybe even a veterans organization who caters to our local military, both active and retired.
- A general merchandiser; a home improvement store; recreational facilities; more small businesses
- “Hidden Hollow LLC, the owner of the parcel between Paradise Pond Park and the Adriana Wetland Park.
- All other owners of wetland within the district.”
- Cannabinol dispensary

- “Tacoma Community College. You might find that there are needs students have that could be considered.
- Small business owners who may have input about growth opportunities.
- “
- Not sure at this time.
- All small businesses
- I don’t know.
- Don’t know
- How about calling all the business owners that opened shop and then left in a year or two and find out why they closed?
- Restaurants, stores, affordable housing.
- I don’t know.
- Law offices
- Unknown, I’d recommend doing a ‘check-up’ on UP first. Find out where UP is lacking: economically, socially, environmentally, energy, health, diversity... make that info known and create a lasting forum for innovation and change. Don’t assume it’s a One and Done but allow for failure. Maybe the iterative innovations made there could apply to the rest of UP, Pierce County, Washington or the US or maybe not. See what folks come up with. Could be very exciting!
- OMWBE businesses. Tweens/Teens - ask them what they would like to see and be able to do to keep entertained and build a sense of community.
- No comment.
- Quality restaurants and national retailers.
- All of them
- I’m a single person recently moved to UP from Seattle then the Proctor district. No where I’ve ever moved welcomed me or asked for my help with anything. UP is a beautiful place but is it a robust community? I wouldn’t know.
- M
- Don’t know
- “Musical entertainment and food options.
- More local outside farmers markets and gardening and planting organizations. “
- Sit down restaurants (no more fast food), Primary Care doctor’s offices, and if there must be housing, then market value condos that people OWN, not rent, or senior housing.
- Fred meyer, ymca
- It would be nice to have a gathering place where up to 1,000 people could come to enjoy music and dancing and other types of spontaneous entertainment.

- “Apartment developers, small independent businesses who need more like them to bring people in.
- I was on the panel for Whole Foods when the company was first thinking of bringing a store to UP. I was recruited near Trader Joe’s. UP should look at customers of these two stores for feedback as well.”
- Market locally and regionally (adjacent counties) to ascertain whether retail and commercial enterprises want to expand or relocate to UP.
- A community centered, inclusive chamber of commerce that truly understands the needs of small businesses. Family activities.
- Lulu lemon, anthropology, oiselle, wine bars, beard swim co, manifesto coffee, pint defiance,
- Walmart, Target
- All of them (businesses) and the property owners.
- I’d recommend expanding the scope of this inquiry/outreach to include the adjacent neighborhoods most likely to be impacted by continued development, expansion of services, and potential negative effects related to these outcomes
- Not sure.
- High end restaurants
- Restaurants, Family focused businesses
- Ruston. What did Ruston do right/wrong and lessons learned. UP should strive to create a place similar to Ruston, a place where residents will be proud and happy to spend their money to the local businesses
- Tacoma Community College. All business impacted. Consider reaching out to a local movie theater. We could use one in UP.
- I’m not familiar with what is even in that area. Doesn’t seem to have anything I’ve ever wanted/needed to stop for. We like Round Table because the food is good, they serve adult beverages, and they have the arcades for the kids.
- The existing small businesses in the area - Pint Defiance, Poke Pop, etc. One thing I would hate to see is redevelopment that disrupts the existing small businesses or people who call this area home.
- local farmers market would be nice
- not sure
- More connection to TCC
- ?
- “Bakeries, casual dining (sit down), family entertainment
- NO box/department/chain stores”

- Places in Proctor, Gig Harbor etc that are high paying, unique, value added services and businesses that support the housing costs and locality.
- Tap rooms/Brewery, restaurants.
- It would be really nice to have a farmer's market in the area.
- Contact Cities of Puyallup and Sumner to see how to build a community friendly town.
- Fircrest seems to have a good vision. Please include senior citizens in discussions, especially in the older sections of University Place, not just the more affluent areas.
- Wholesome children's activities.
- Make sure people in the area can walk to any services needed.
- "Youth services
- Fircrest has figured out how to have community. We can be better! We have to be better!"
- Farmers market, arts markets, food trucks/ community nights
- Tacoma Community College students
- UP refuse, bowling alley
- Strong Towns organization (and by extension Strong WA)
- My only activities in this particular subarea involve the Post Office and Value Village – driving 70th Ave. W. between the two, and between my home at The Ranch condos and Fred Meyer just north and across 19th from Value Village.
- "Farmers markets
- Art and wine festivals
- Crab festivals
- Holiday markets "
- Not that I'm aware of currently.
- The city needs to reach out to Comcast, Rainier Connect, and other ISPs to start anticipating the technology needs of the near future. UP's tech infrastructure is adequate for the time being, but the shift to remote work and the upcoming shift to 4K streaming will very quickly overtax our existing Internet infrastructure. The city should anticipate these demands by enacting a "dig once" policy; these have become increasingly common in the US, and allow for ISPs to rapidly and cheaply upgrade their Internet infrastructure and simultaneously reducing the burden to taxpayers.
- Would be great to have things to support our community. Such as a Rec center, a place for youth, outdoor pool, etc. Instead the city keeps bringing in more apartments and businesses with no

programs/centers or parks and Rec dept to support our youth. We may have a great school district, but UP has nothing else to offer families

- “We need quality, locally owned restaurants -- not chains like Al’s Hot Chicken, Habit, Chipotle. Get us a brewpub and a good family pizza joint. Spilled Butter Desserts is an exceptional bakery; I’d love to see her have a UP storefront. Maybe Narrows Brewing could move up 19th and into UP. Or maybe Gig Harbor Brewing, which has a tiny, forgettable spot in the Nalley Valley, would consider a UP taproom.
- Rob Carrell who owns Fresh Folds Laundry is a super-smart guy, an entrepreneur and longtime UP resident. He’s well connected in the business world. He’d be a great resource.
- University Place used to have such a phenomenal array of local businesses and shops -- Affairs, Village Peddler, Bread by Rebecca, Samuelson’s, The Huntsman, The Wine Bank, Plush Pippin, Viva, Brewery City Pizza, Mama Stortini’s, Kokopelli, The Write Occasion ... I could go on and on.”
- Not sure
- Uptown gig harbor. Fircrest - fircrest creates a thriving community culture with all of their events
- Commercial/light industrial that fosters technical, skilled jobs.

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Appendix B

University Place Northeast Business District

Market Analysis

PREPARED FOR



November 2022

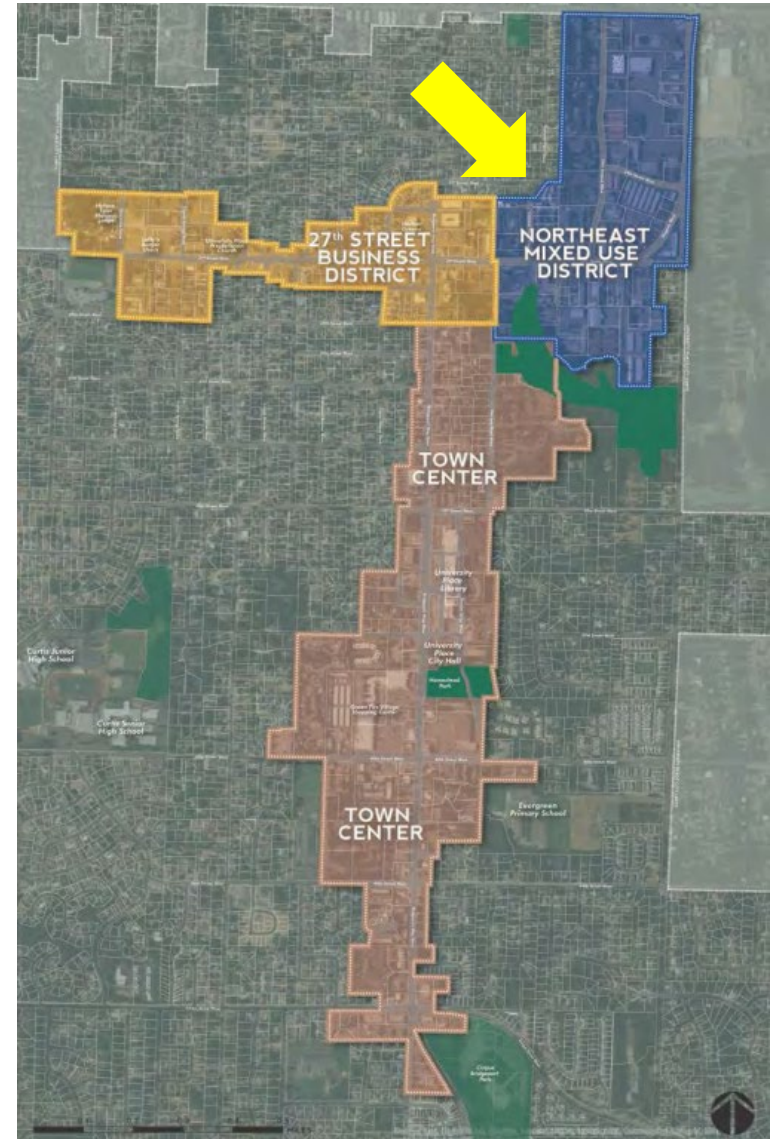
PREPARED BY



Background and Vision

Regional Growth Center

- Adopted in 2017
- Three sub-areas (see map)
- Key RGC Guiding Principles:
 - Pedestrian and bicycle connectivity, safety and walkability
 - Increased access to transit
 - Diverse housing opportunities for residents of varying incomes
 - Distinctive sense of place
 - Improved green space and parks
 - Amend zoning designations
 - Foster partnerships with Fircrest, Tacoma, and Tacoma Community College



Northeast Business District Vision



"The Northeast Business District will continue to focus on building new **employment opportunities** in the community, as well as providing **entertainment uses, personal services, and businesses** that serve surrounding neighborhoods as well as the broader region. There could be an opportunity to integrate forms of **live/work housing, studios, lofts, and other types of residences** as influenced by market forces."

2017 Regional Growth Center Plan



Zoning

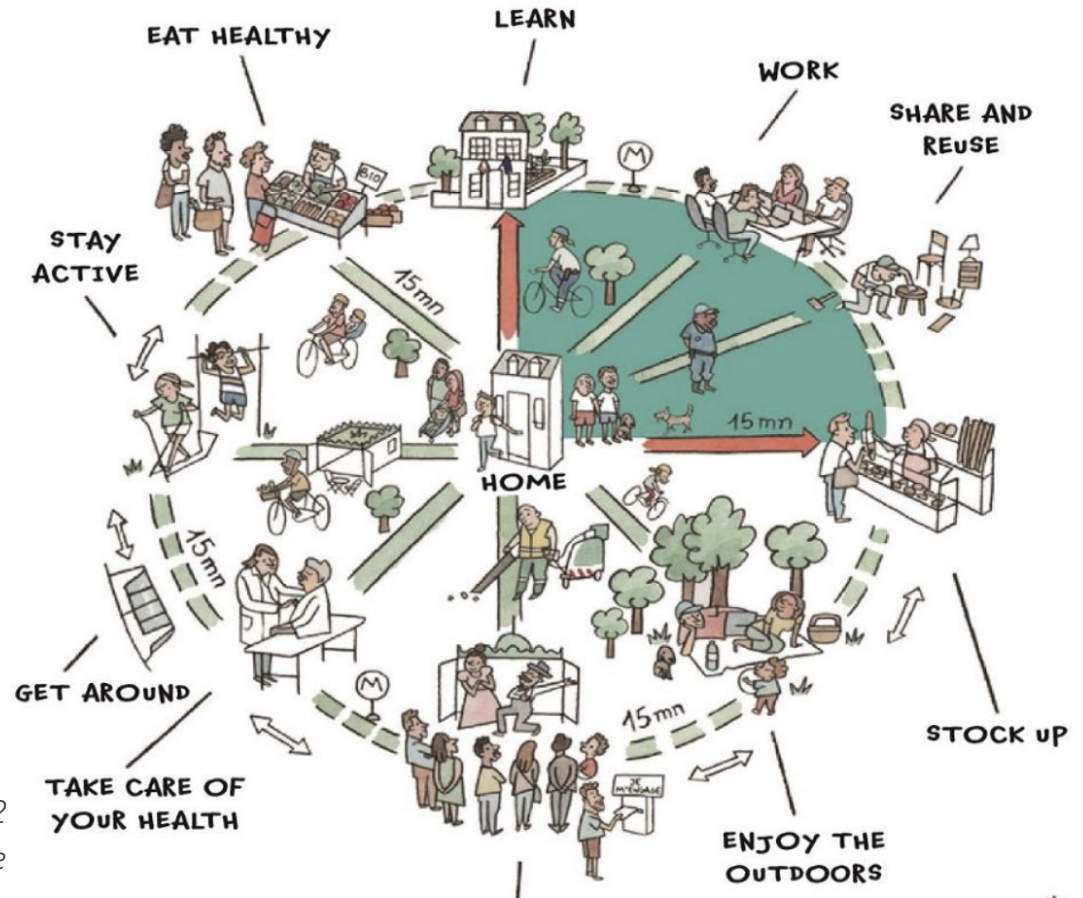


National and Regional Trends

The 15 Minute City

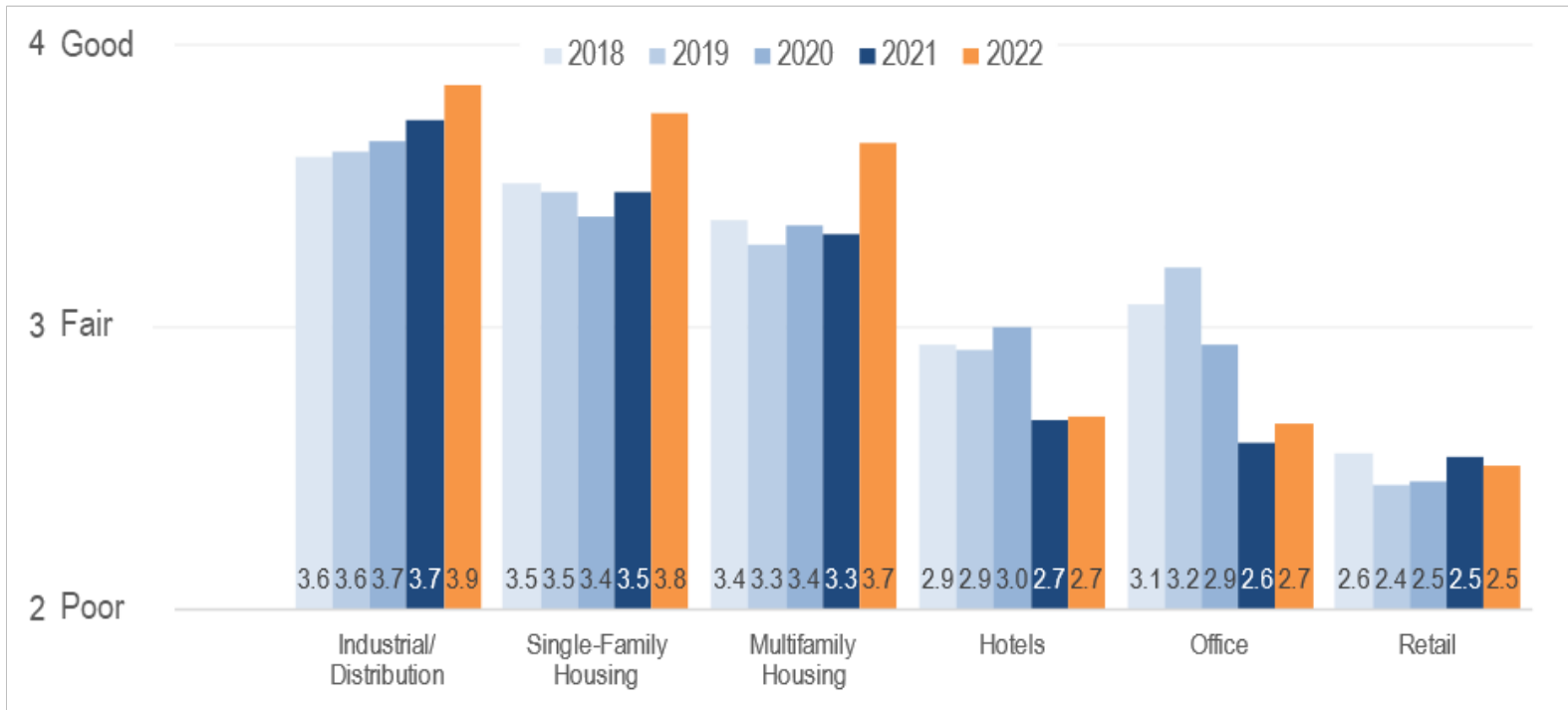
"People want that 15-minute lifestyle if they can get it. They want walkable ... real places that allow them to live fuller lives without having to get into a car and transition from one segment of their life to another."

Emerging Trends in Real Estate, 2022
Urban Land Institute



National Development Trends

Development Prospects



*2022 Emerging Trends in Real Estate
Urban Land Institute*

NE Business District Profile

Legend

- NE Business District
- Other RGC Areas
- Proposed LINK Light Rail
- 1/2 Mile From Proposed Station
- Proposed LINK Station Location
- Cities
- Parks and Golf Courses

Roads

- Interstate
- Major Road
- Wetlands
- Water

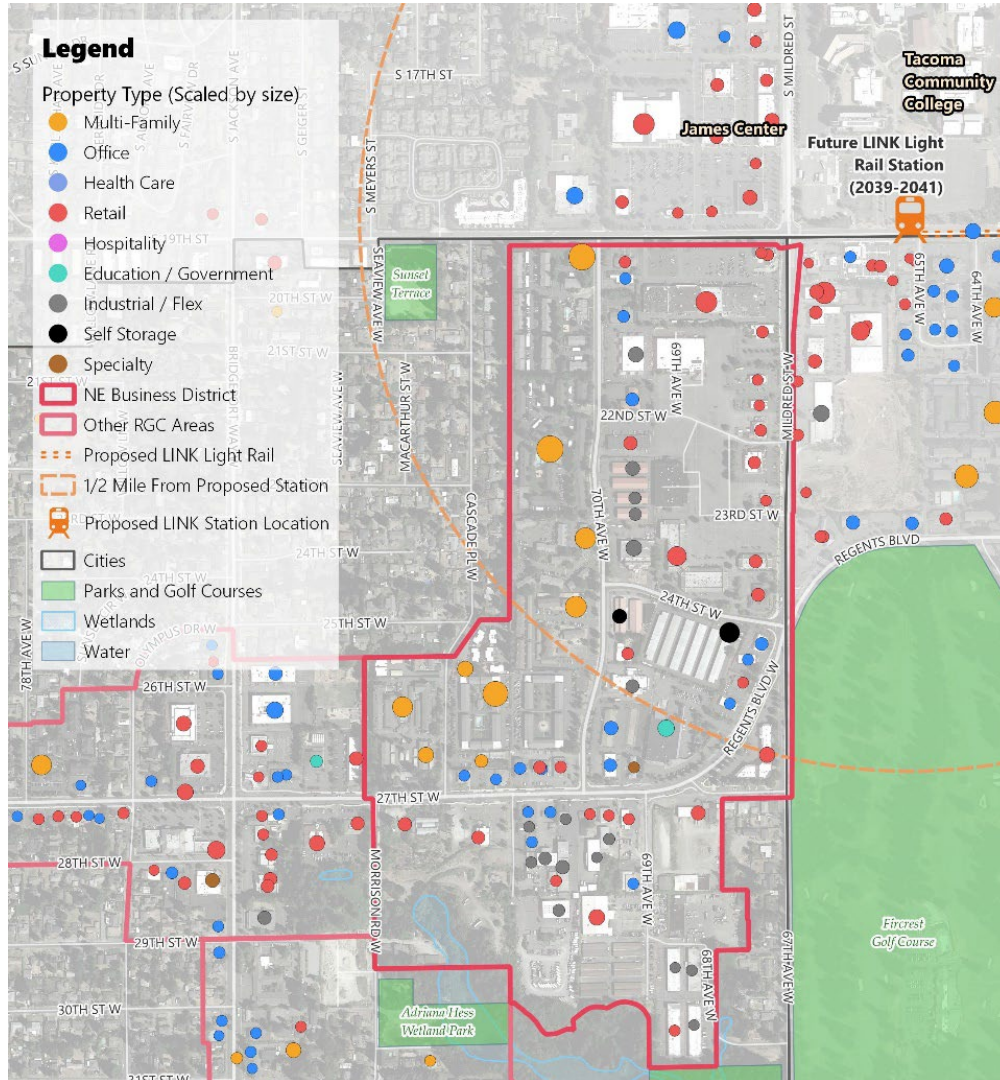
Map Labels: Tacoma, James Center, University Place, Fircrest, Tacoma Community College, Future LINK Light Rail Station (2039-2041), James Center, University Place, Fircrest, Tacoma Community College, Future LINK Light Rail Station (2039-2041).

Scale: 0 to 1 mile

University Place NE Business District | Market Analysis

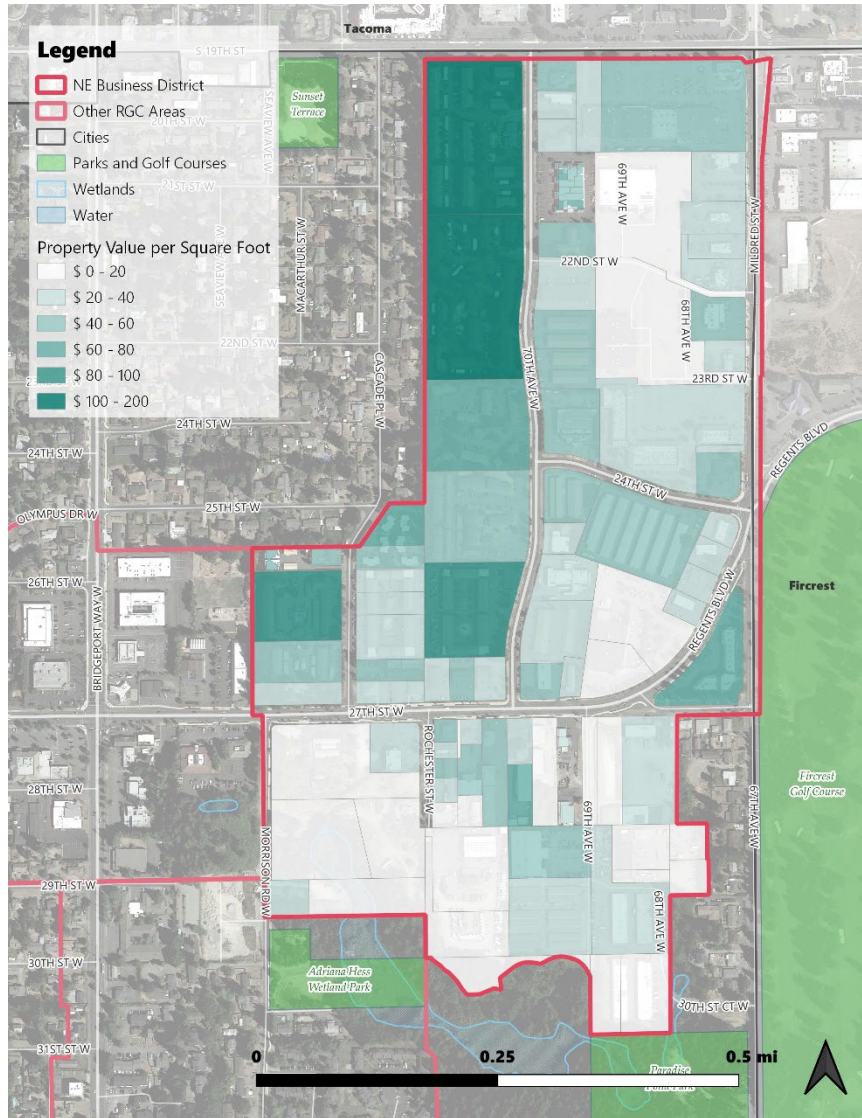
Commercial Development

Commercial Development in NE Business District



Development Potential

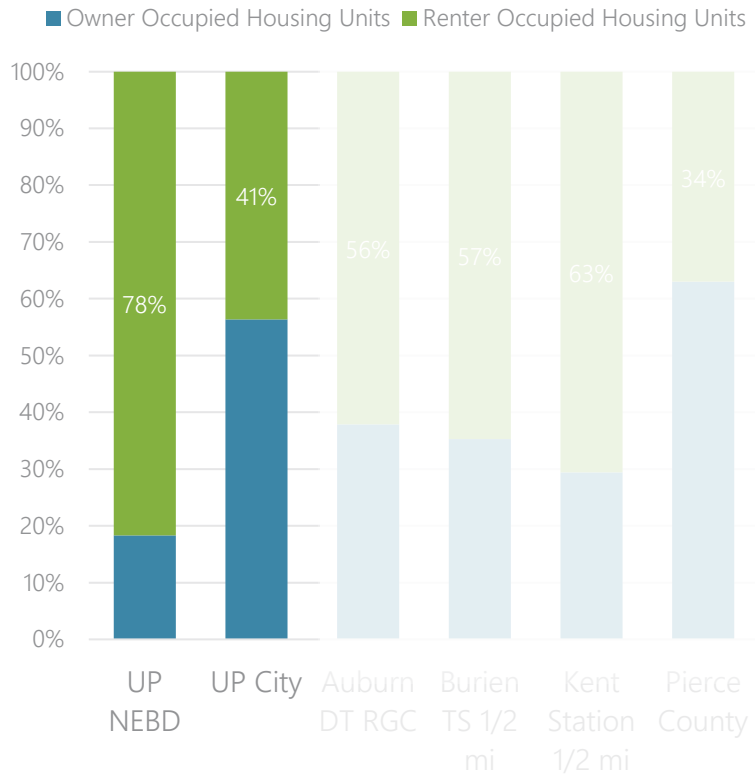
Property Value Per Square Foot



Pierce County Assessor

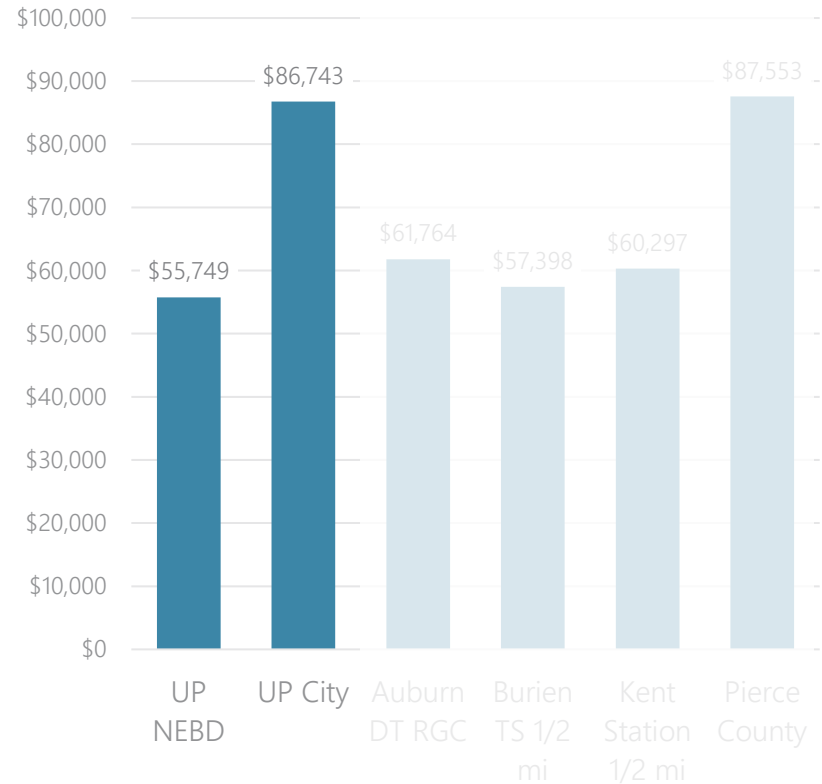
Households

Tenure (2022)



Over $\frac{3}{4}$ of residents are renters

Median Household Income (2022)

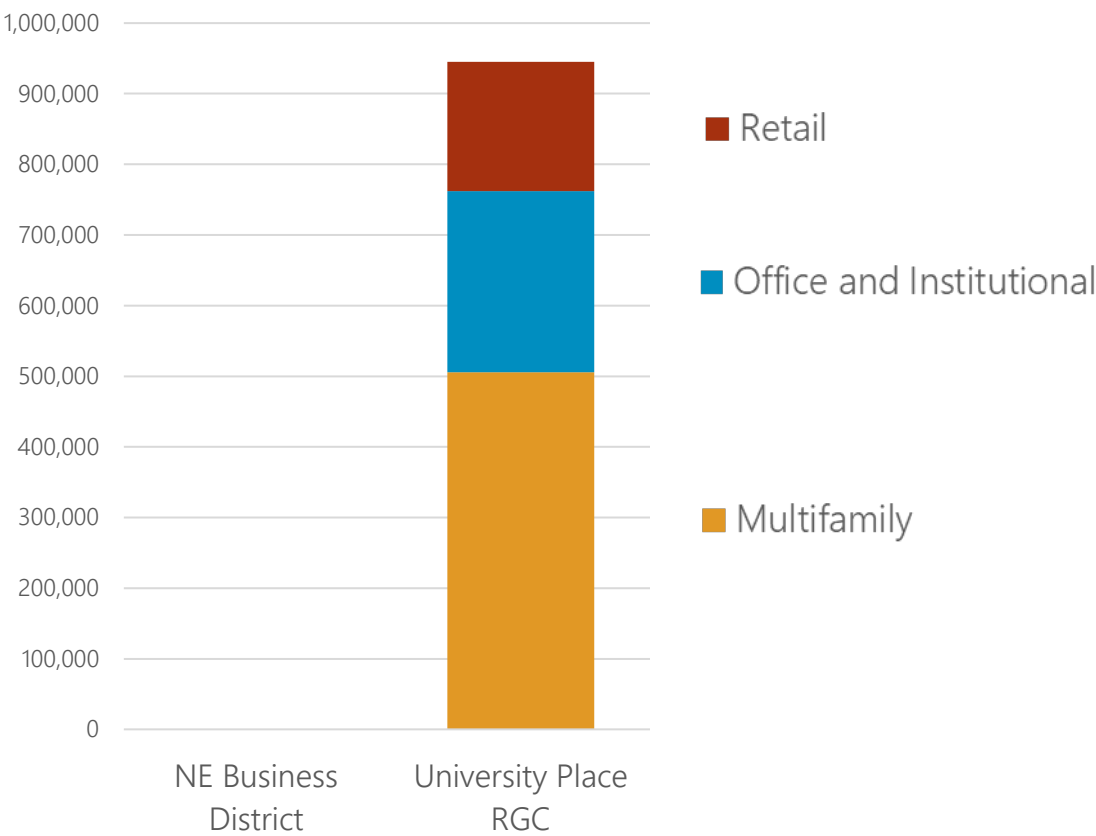


Household incomes lower than city
(but household size also smaller)

Development Trends in Comparable Districts

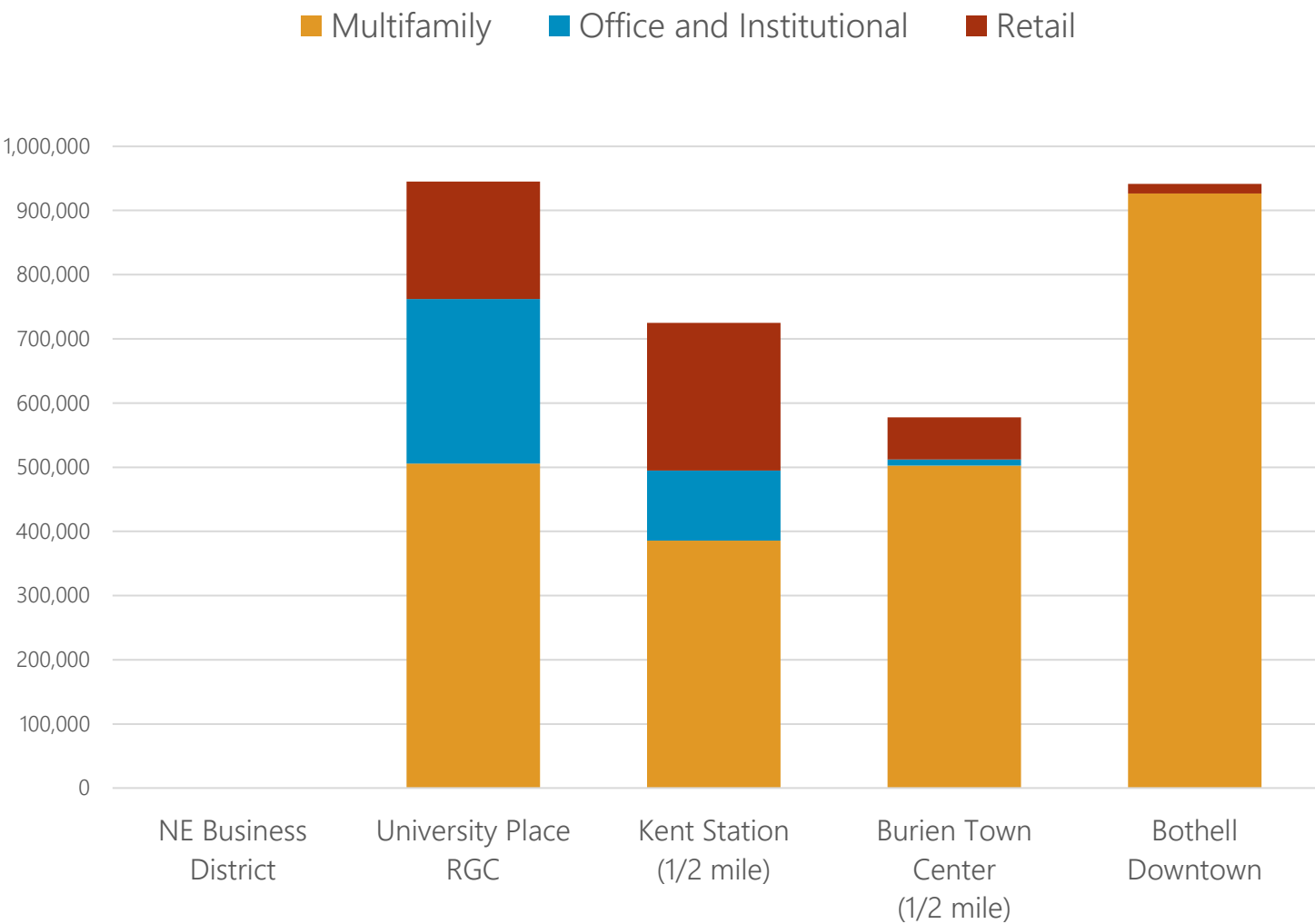
South Sound Development Trends

All Development 2002-2022 (square feet)

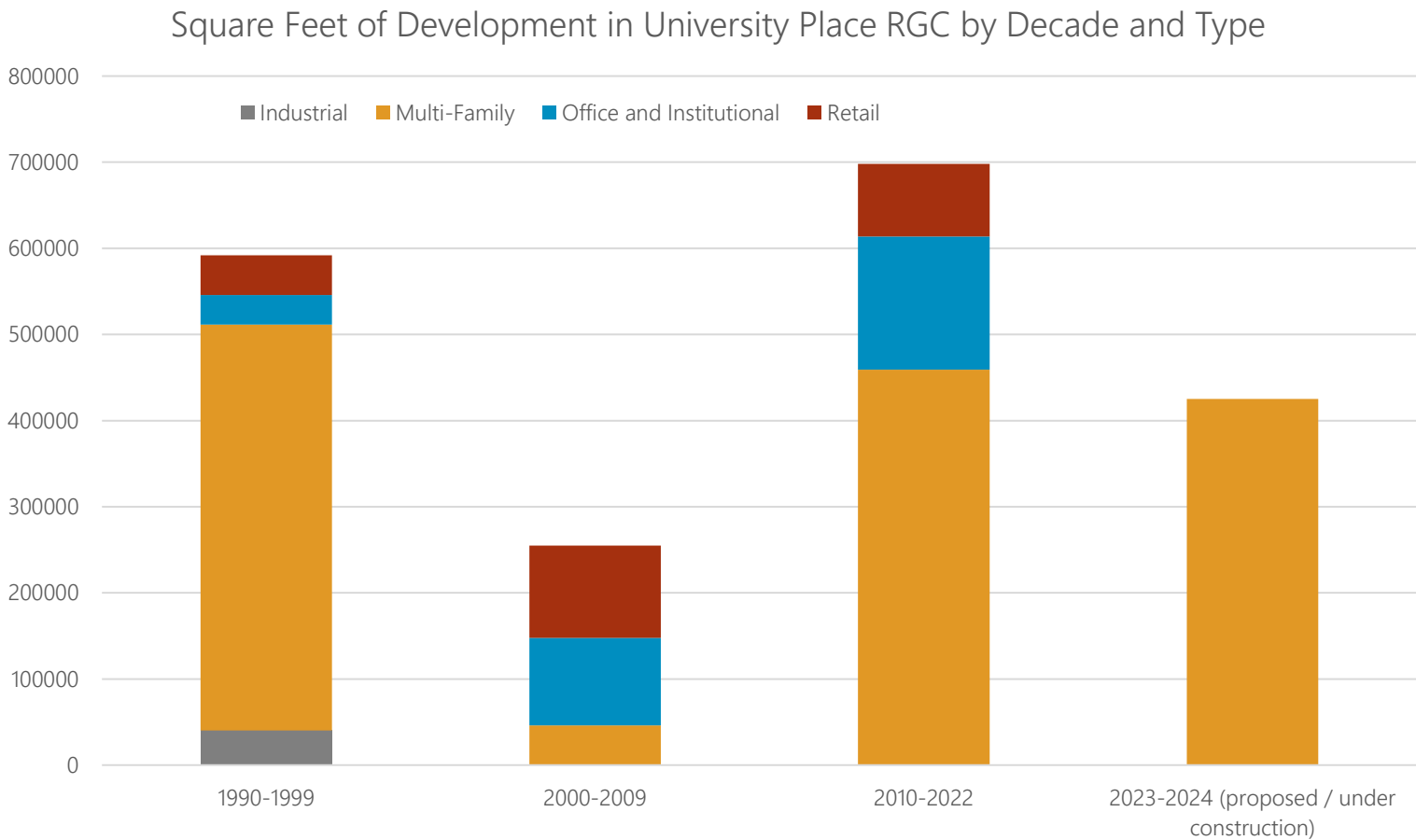


South Sound Development Trends

All Development 2002-2022 (square feet)

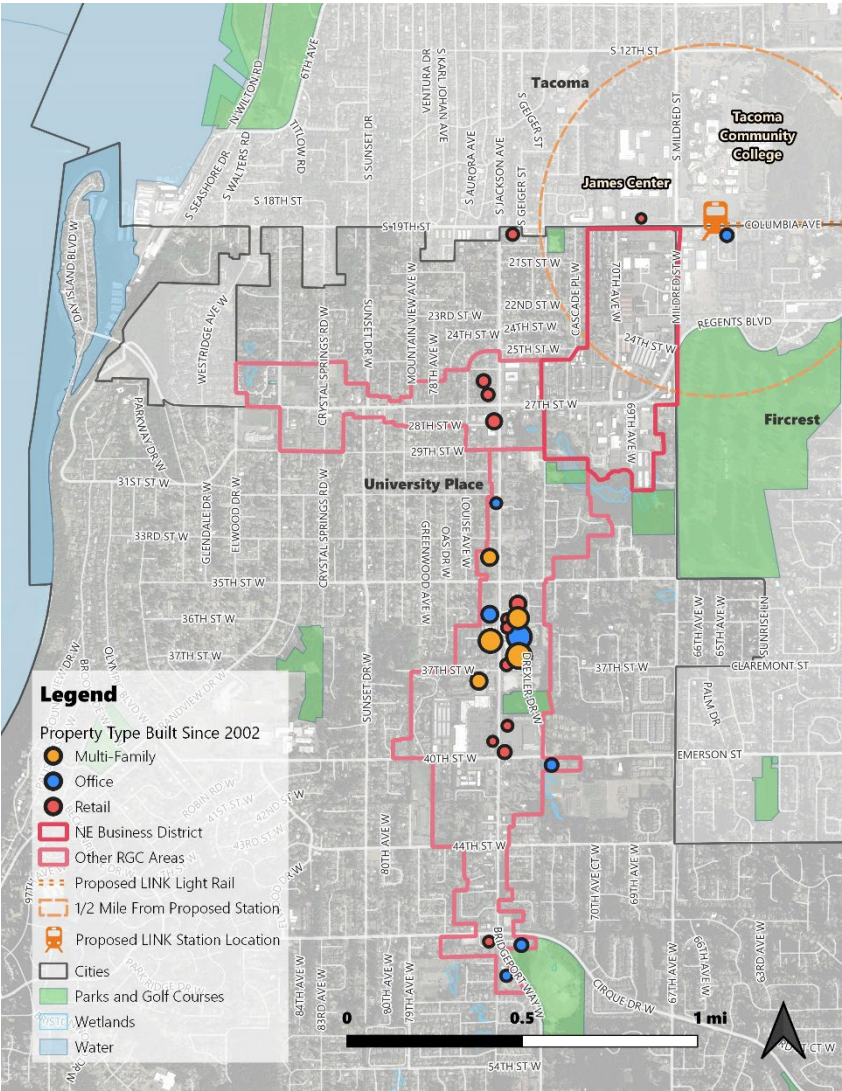


Development in the UP Regional Growth Center



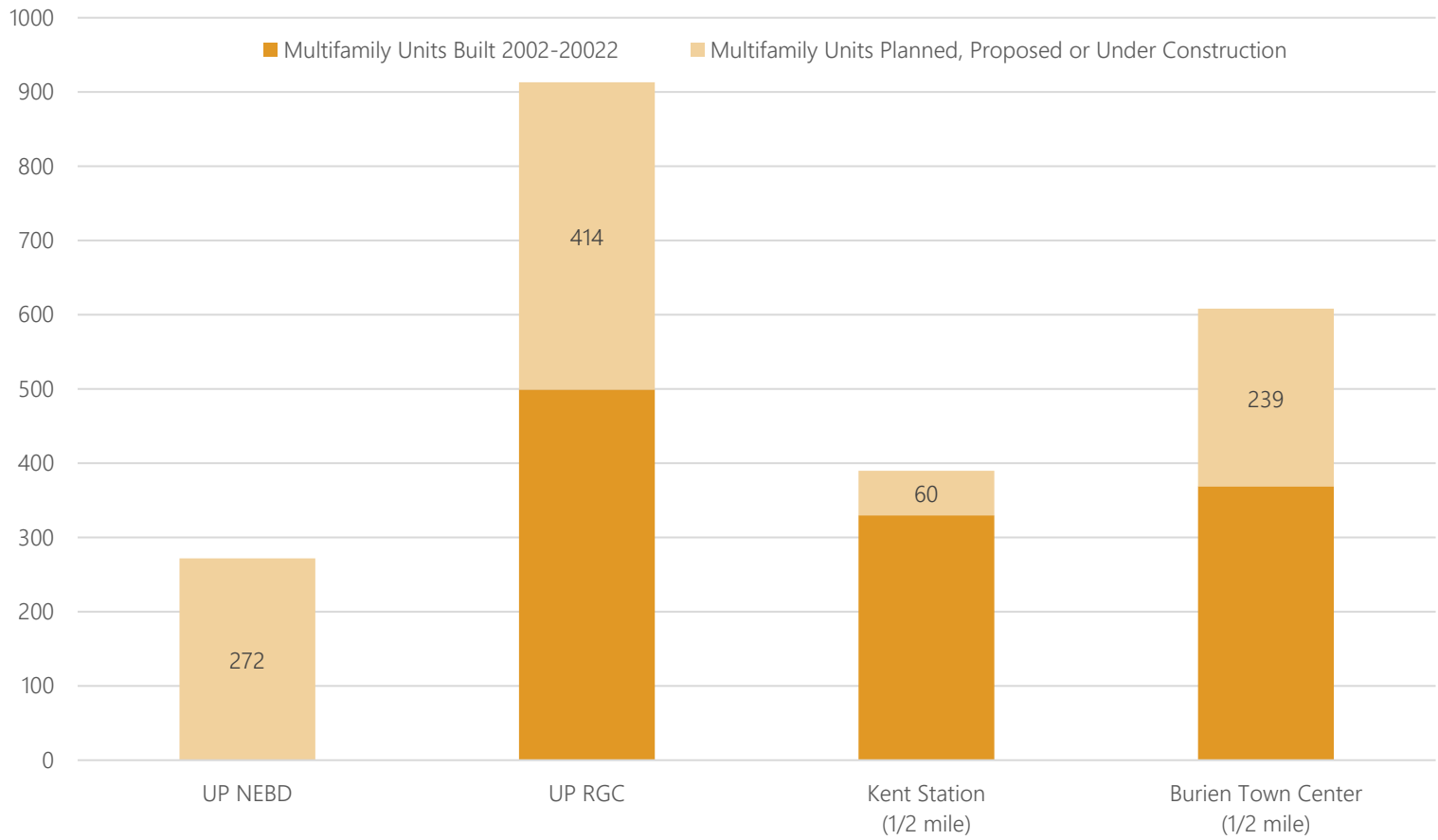
Commercial Development

Development in University Place 2002-2022



Multifamily Pipeline

Multifamily Units Built 2002-2022 and Proposed/Under Construction

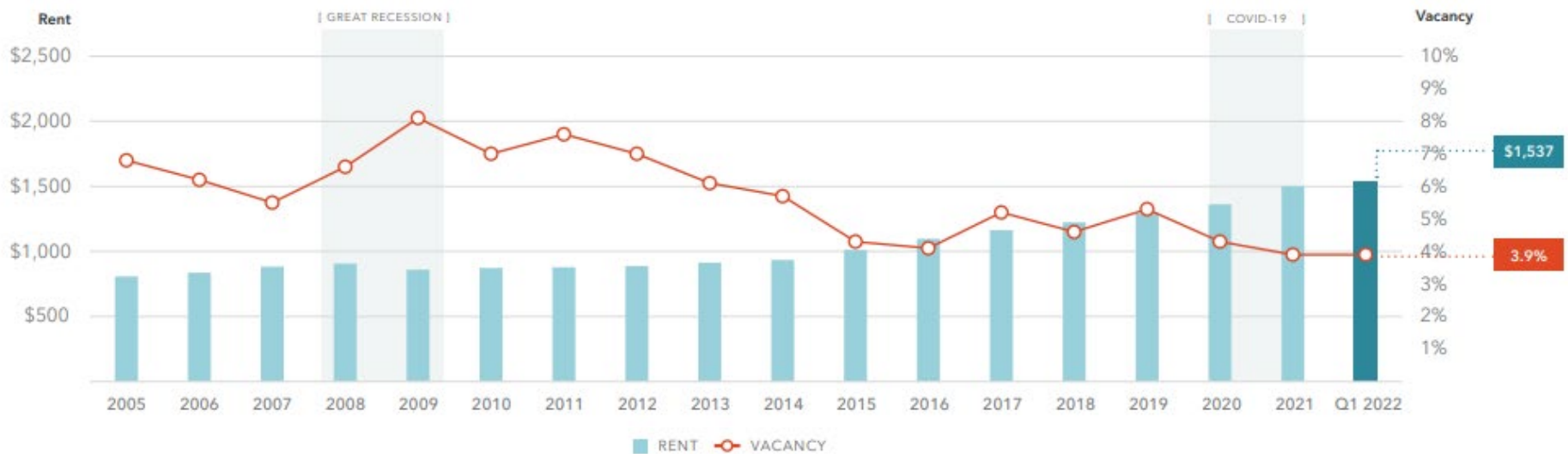


CoStar

Housing

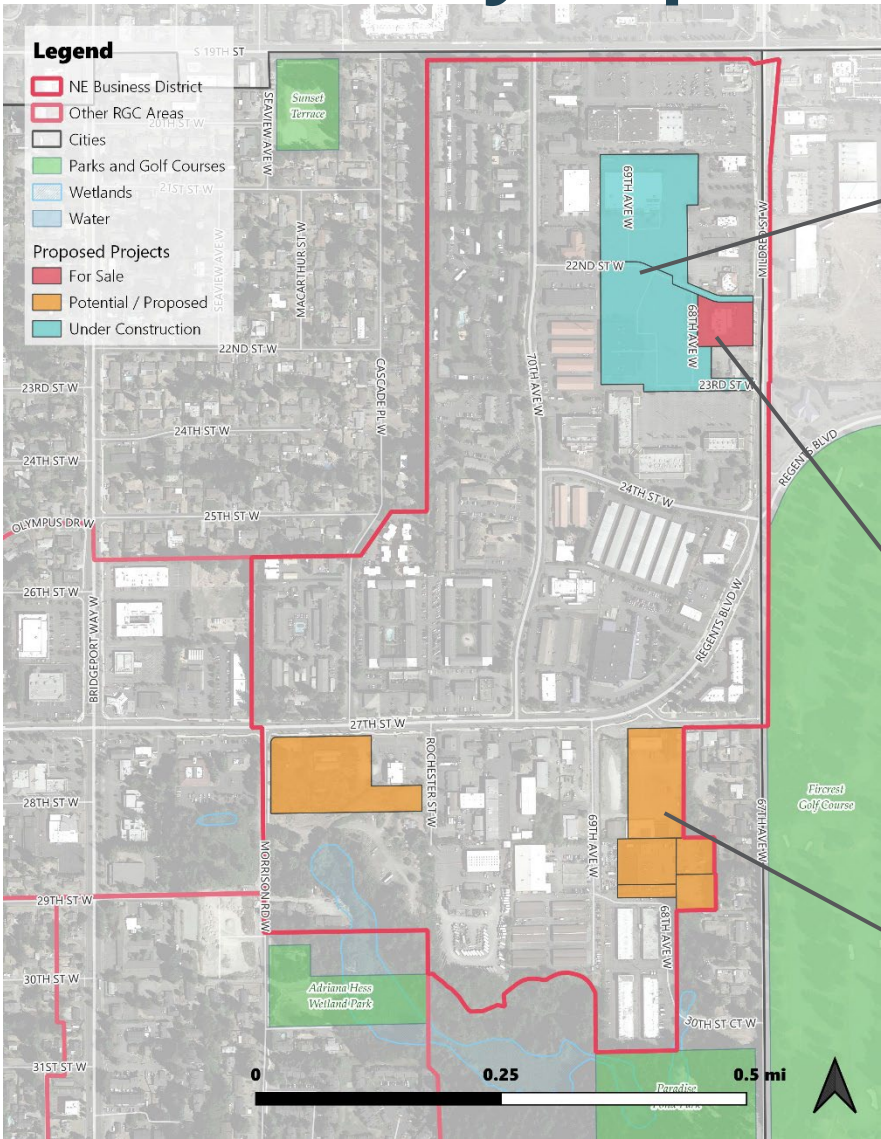
Apartment Trends

Rents and Vacancy Rates in Suburban Pierce County, 2005-2022



Kidder Matthews, Apartment Market Dynamics, Q2 2022.

Multifamily Pipeline



LRS Architects, City of University Place, Google

Multifamily Pipeline

Alta Narrows (under construction)

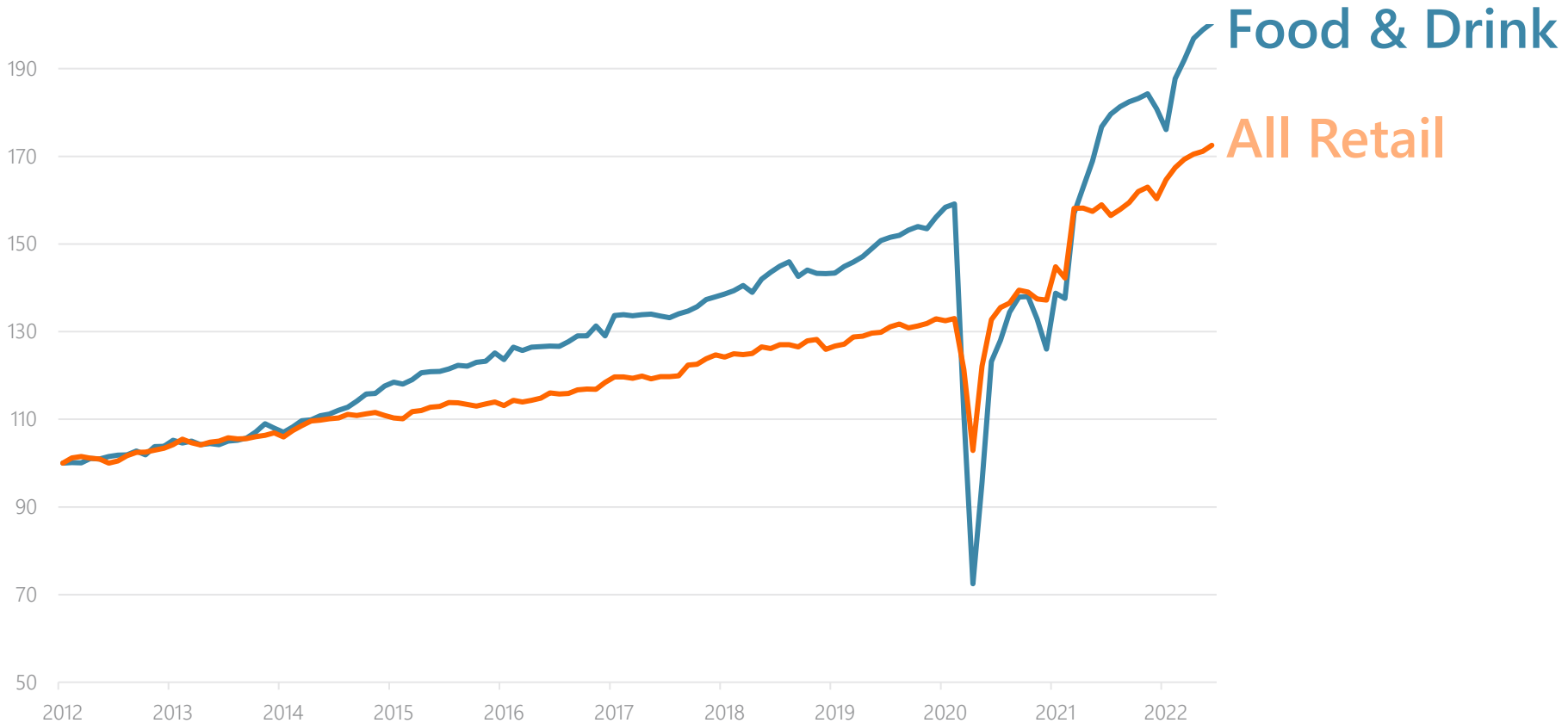
- 272 apartments in 9 buildings
- Two 4-story buildings and seven 3-story buildings
- Surface parking
- Active ground floor uses



Retail / Commercial

Retail

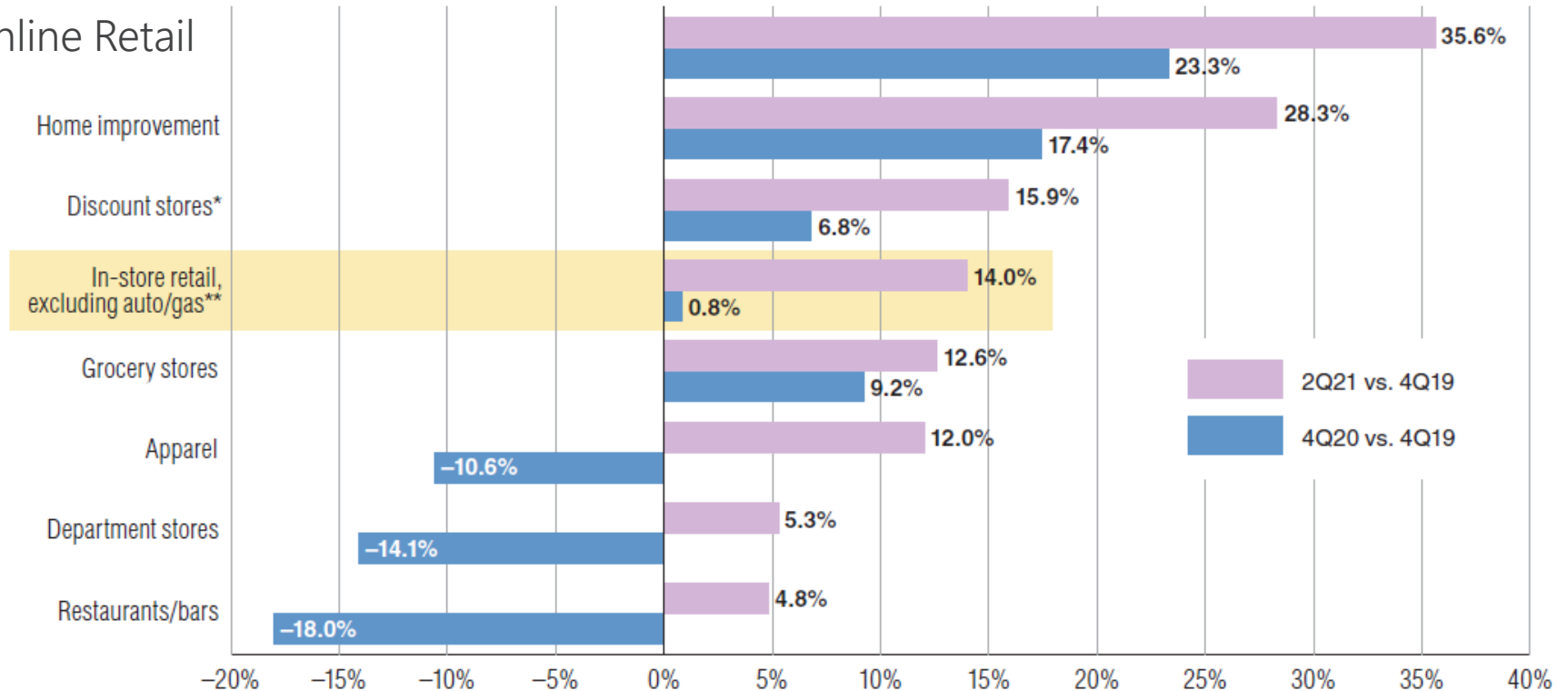
Indexed Growth in All Retail and Food and Beverage Sales, 2012-2022.



Retail

Change in Retail Sales by Category Nationally, 2019-2021

Online Retail



Sources: U.S. Census Bureau, Nelson Economics.

*All general merchandise stores except department stores: primarily superstores and warehouse clubs.

**Excludes sales of motor vehicles, parts, and gasoline.

Employment

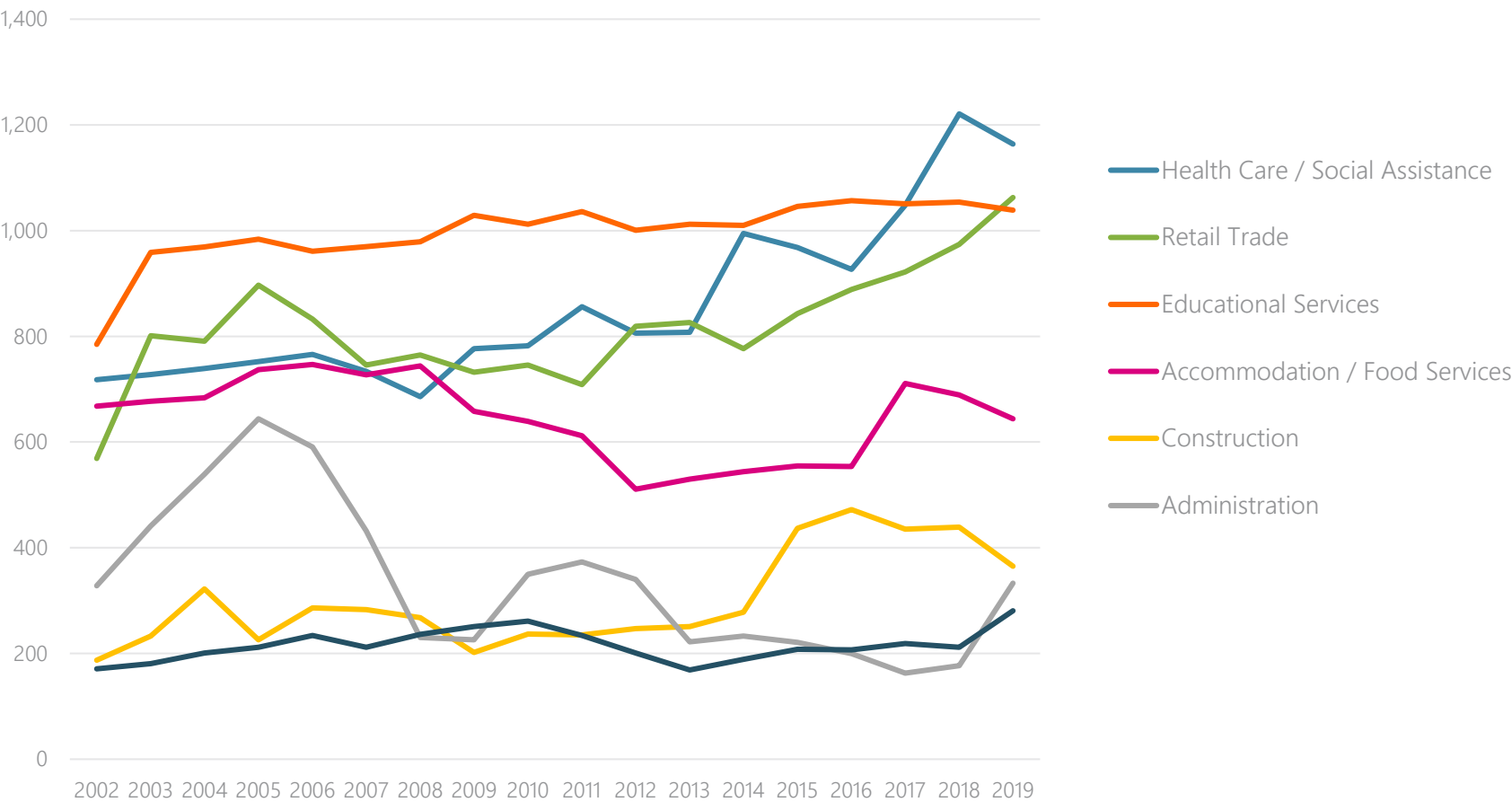
Employment in NE Business District

Jobs by Sector in NE Business District (2019)	
Food Services and Accommodation	200
Health Care and Social Assistance	155
Administration & Support	144
Construction	128
Other Services (excluding Public Administration)	118
Finance and Insurance	110
Retail Trade	82
Wholesale Trade	72
Arts, Entertainment, and Recreation	64
Professional, Scientific, and Technical Services	57
Educational Services	27
Transportation and Warehousing	22
Real Estate and Rental and Leasing	16
Manufacturing	14
Information	6
Total	1,215

LEHD, Census OnTheMap

Employment in University Place

Major Job Sectors in University Place, 2002-2019



LEHD, Census OnTheMap

Healthcare, Retail and Education are the main employment sectors in University Place

Remote / Hybrid Work

RETURN TO NORMAL. BUT NOT TO THE OFFICE.

IN-PERSON ACTIVITIES AS A % OF ACTIVITIES IN 2019

FEBRUARY 2020 TO JUNE 2022

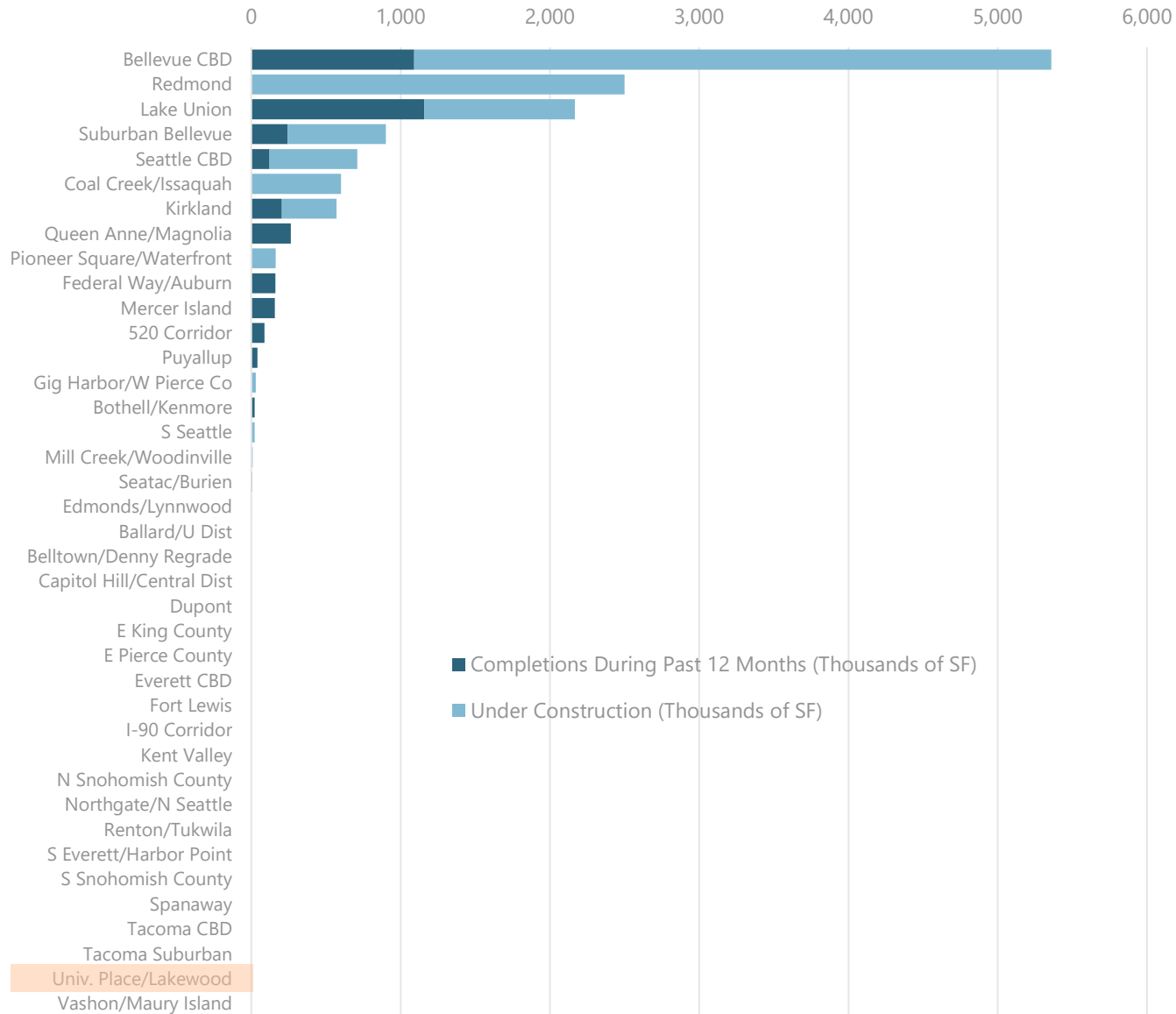


Kastle Back to Work Barometer: Kastle customers are in more than 2,600 buildings in 138 cities. The Barometer reflects swipes of Kastle access controls from the top 10 cities, averaged weekly. It summarizes recent weekday building access activity among our business partners, not a national statistical sample.

Sources: Restaurant Seated Diners Database Sourced by Open Table; TSA Checkpoint travel numbers sourced by U.S. Transportation Security Administration; National Basketball Association Stadium Attendance data sourced by ESPN; Movie Theater Attendance data sourced by Box Office Mojo by IMDbPro.

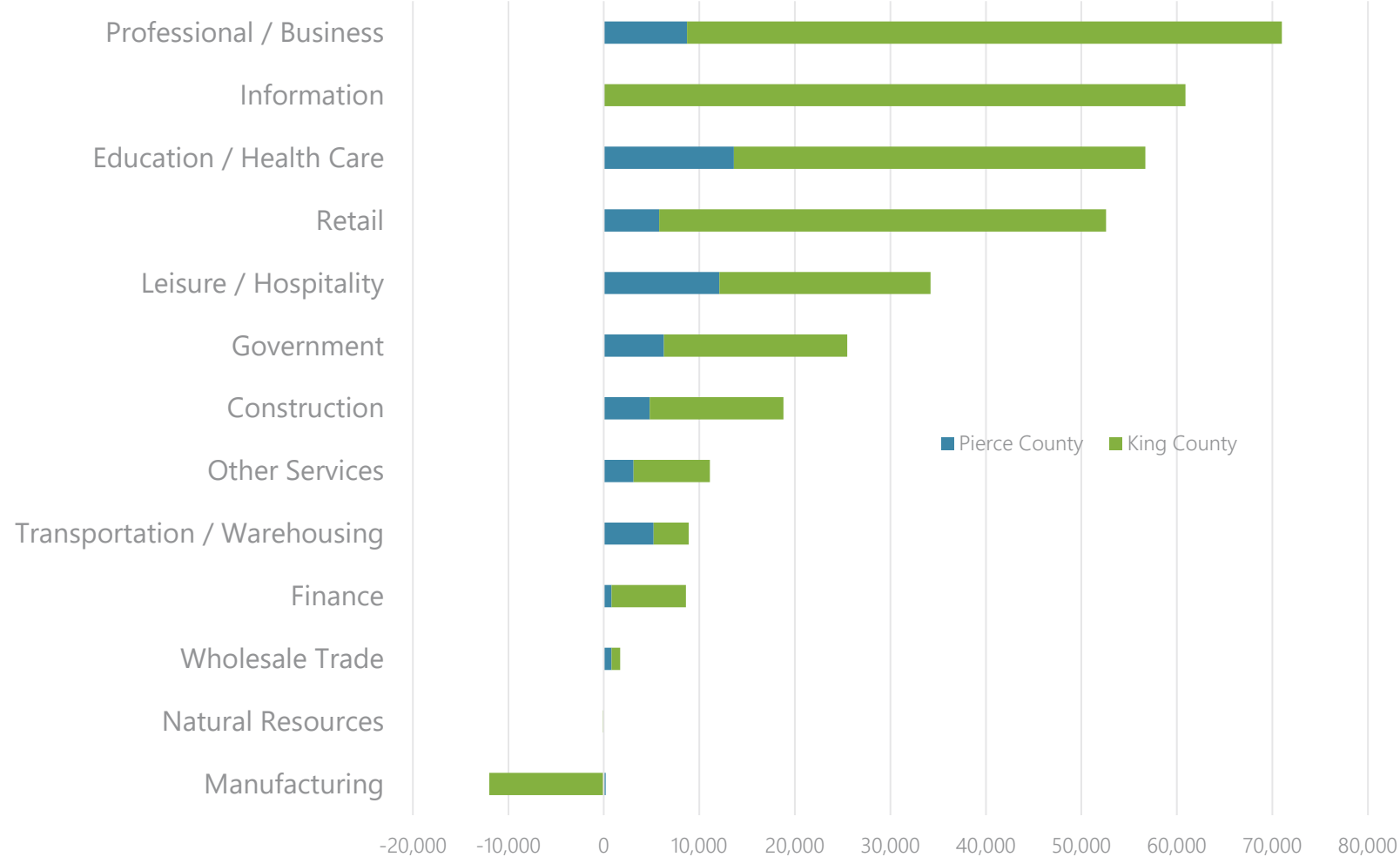
Office

Recent and Upcoming Office Construction in the Seattle Metro Area (2021)



Regional Employment Forecast

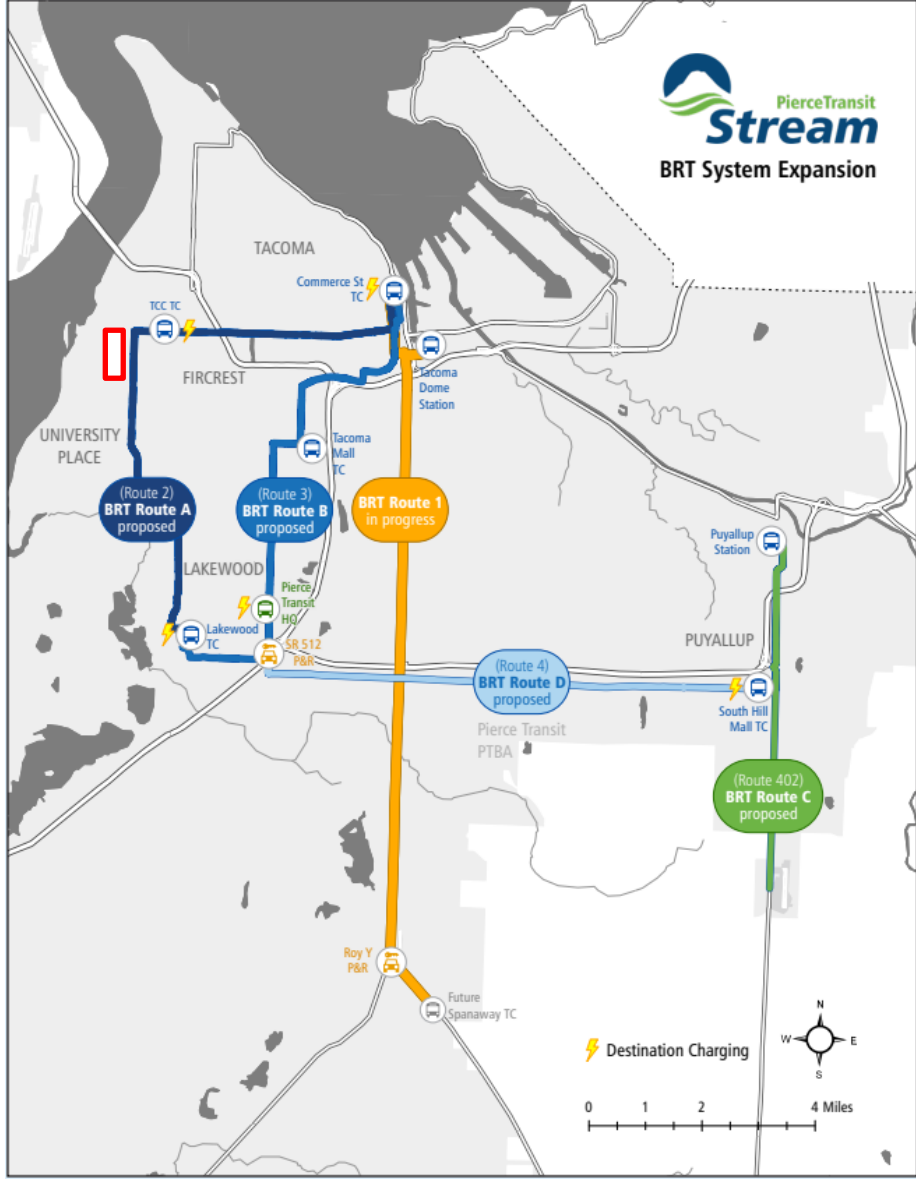
Number of New Jobs by Industry in Pierce and King Counties, 2020-2030



Washington Employment Security Department

Development Underway / Potential

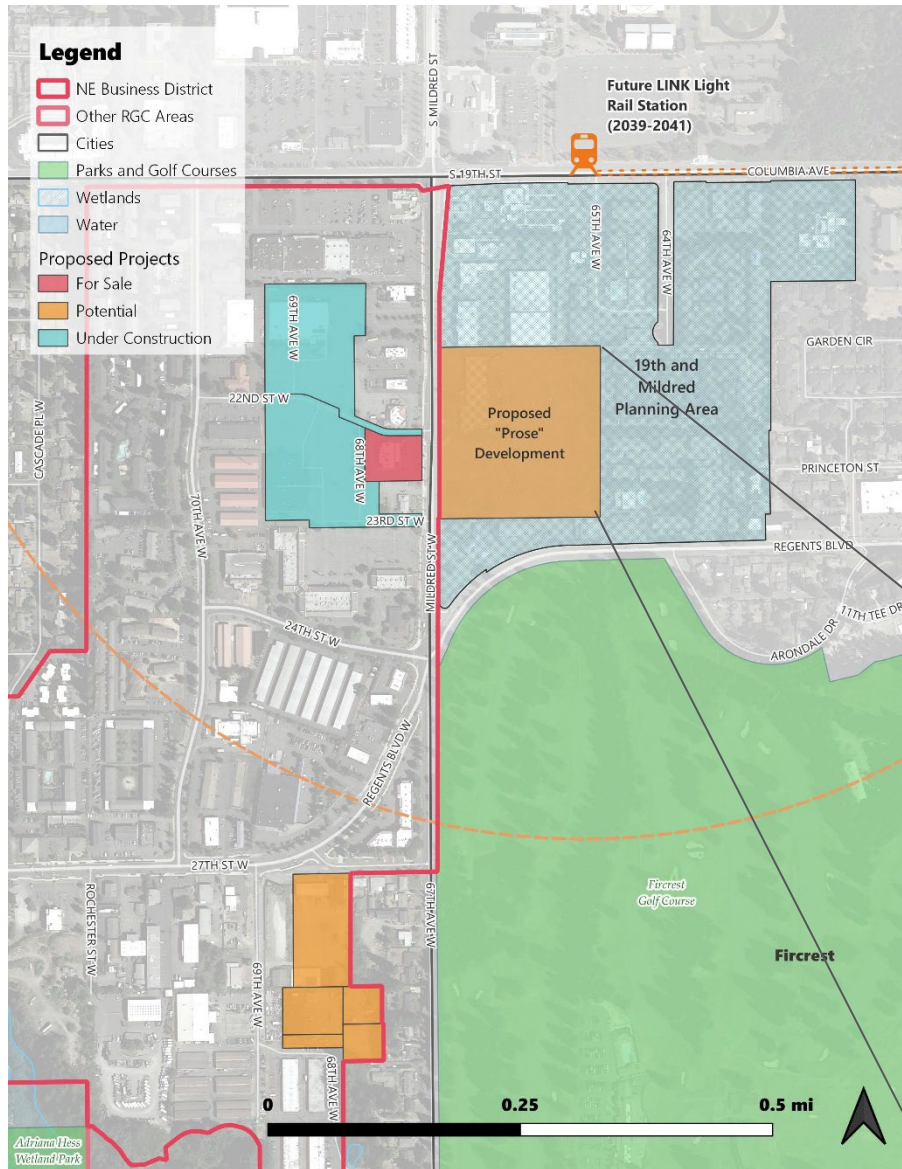
Pierce Transit BRT



Pierce Transit

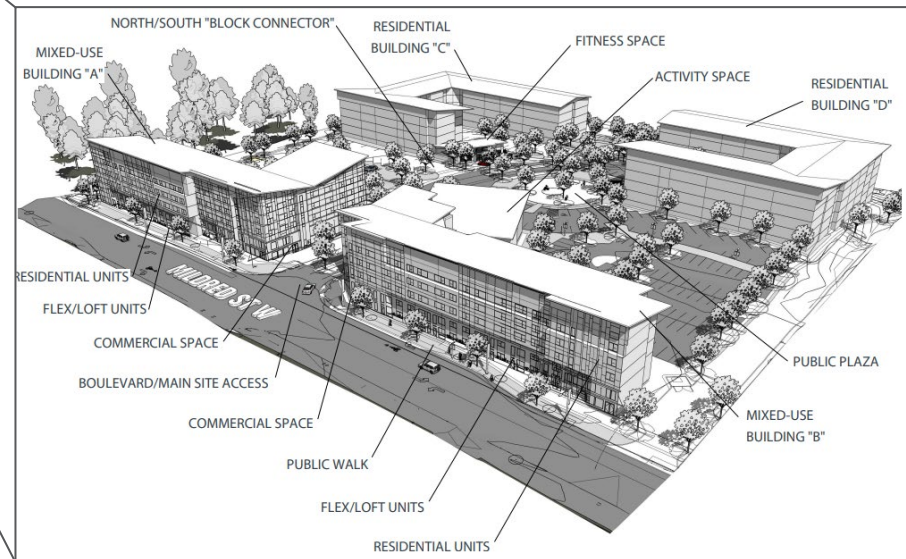


Fircrest

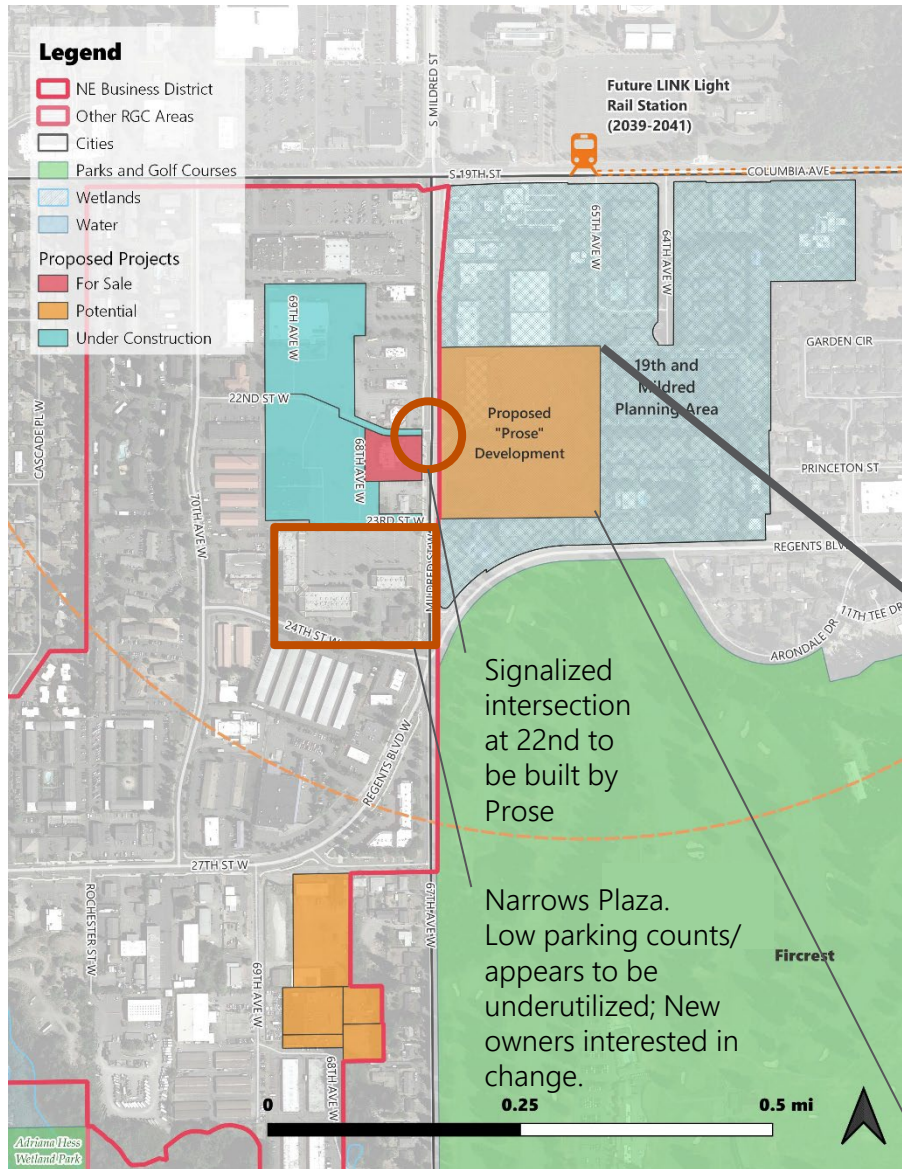


Prose (Alliance Residential)

- 413,384 square feet
- Four 5-story buildings (two mixed-use and two residential)
- 389 units and 9,300 sq ft of retail
- Surface and underground parking
- Remediation of site
- Currently under review for proposed zoning changes

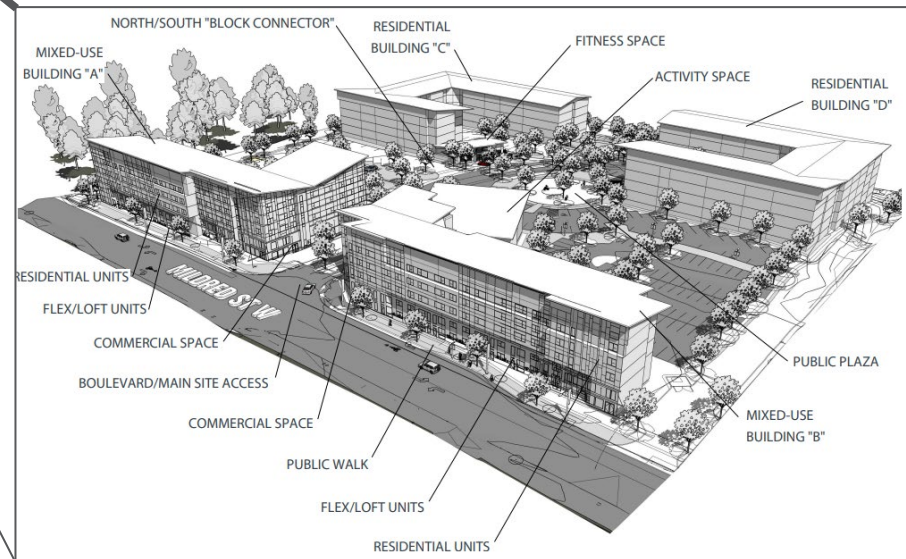


Context

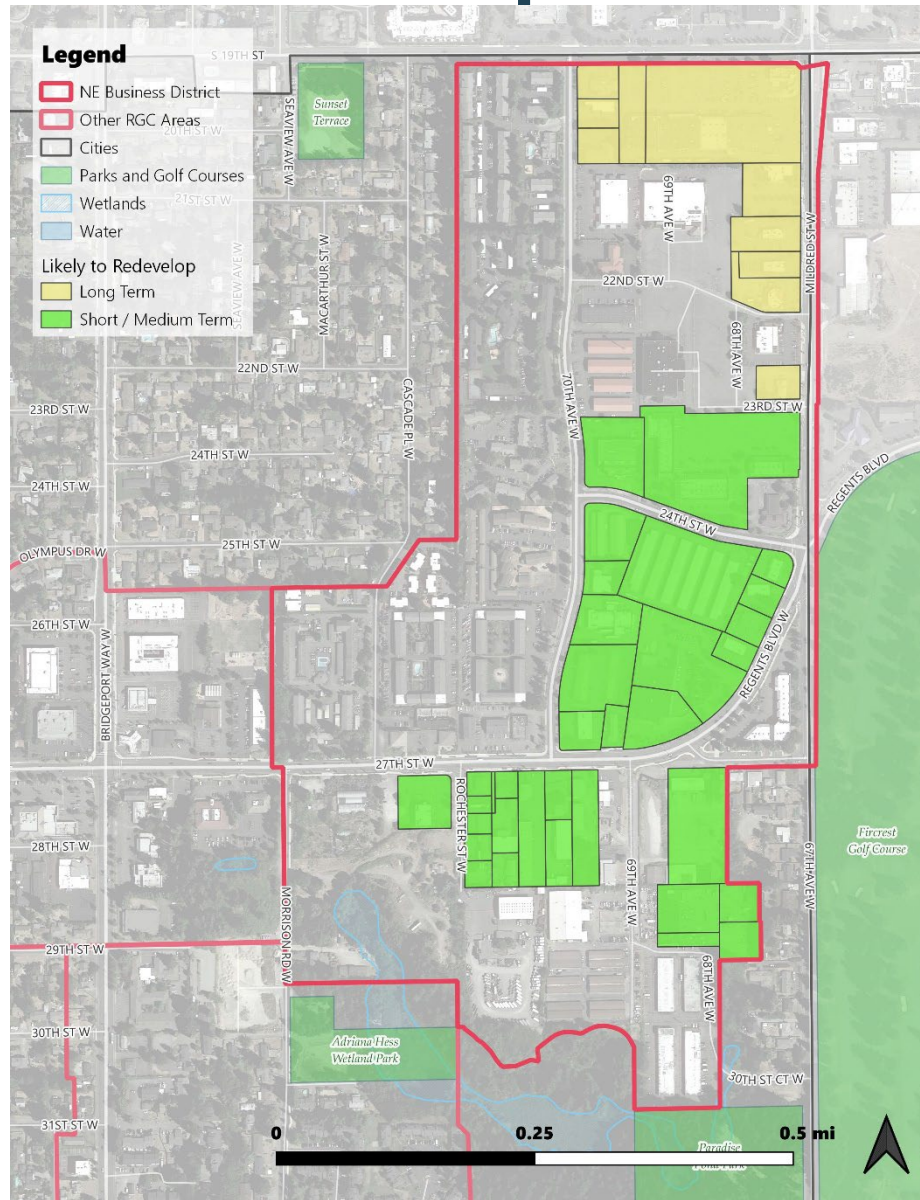


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- 389 units and 9,300 sq ft of retail
- Surface and underground parking
- Remediation of site
- Currently under review for proposed zoning changes



Potential Redevelopment Sites



Build-Out Maximum

The following maximum build out analysis was completed for the City's RGC plan. This shows what is *possible* in the NEBD under the current zoning, not what is likely or desired. Development estimates may be revised during the current NEBD plan.

Zone	Dwelling Units / Acre		Acres	Population at Build-Out		Households at Build-Out		Jobs at Build-Out	Activity Units		Activity Units per Acre	
	Low	High		Low	High	Low	High		Low	High	Low	High
MUR-75	60	100	40.2	3,859	6,432	2,412	4,020	779	4,638	7,211	115	179
MUR-45	40	60	28.4	1,818	2,727	1,136	1,705	550	2,368	3,277	83	115
MUR-35	30	40	4.3	207	277	129	172	83	290	360	67	84
EMU-75	10	20	42.1	1,348	2,023	843	1,264	1,264	2,612	3,287	62	78
Total			115.1	7,232	11,459	4,520	7,161	2,676	9,908	14,135	86	123

Source: 2017 Regional Growth Center Plan



LELAND CONSULTING GROUP

People Places Prosperity

503.222.1600

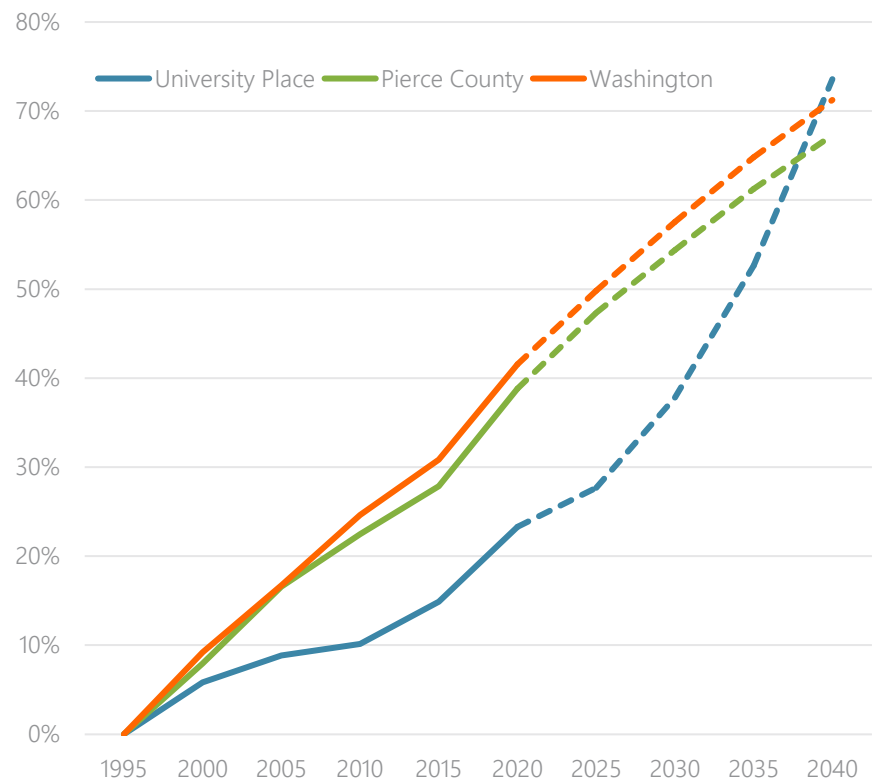
www.lelandconsulting.com

Strategic Advisors to Public and Private Development

Additional Information

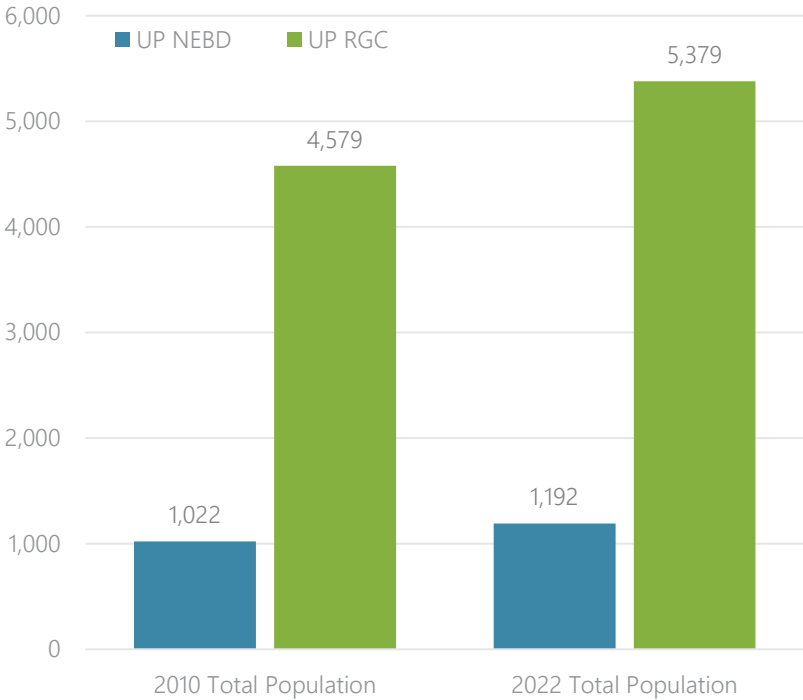
Population

University Place Population 1995-2040



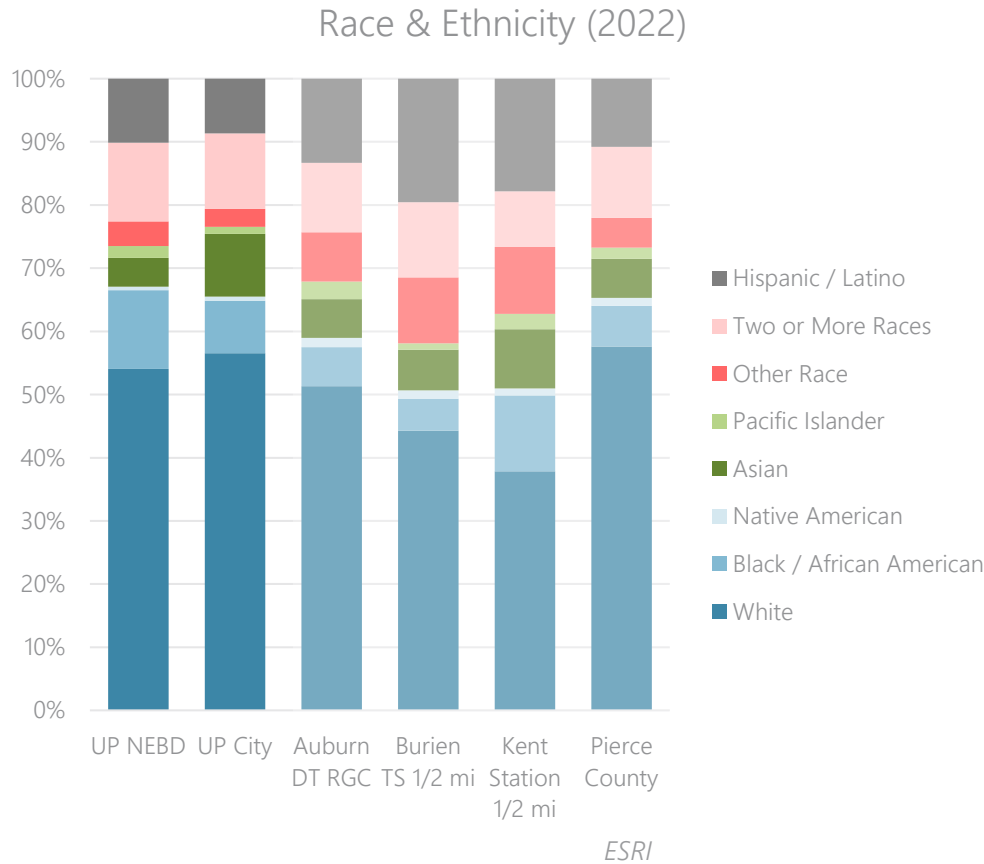
Washington OFM

Population in NE Business District and RGC, 2010-2022

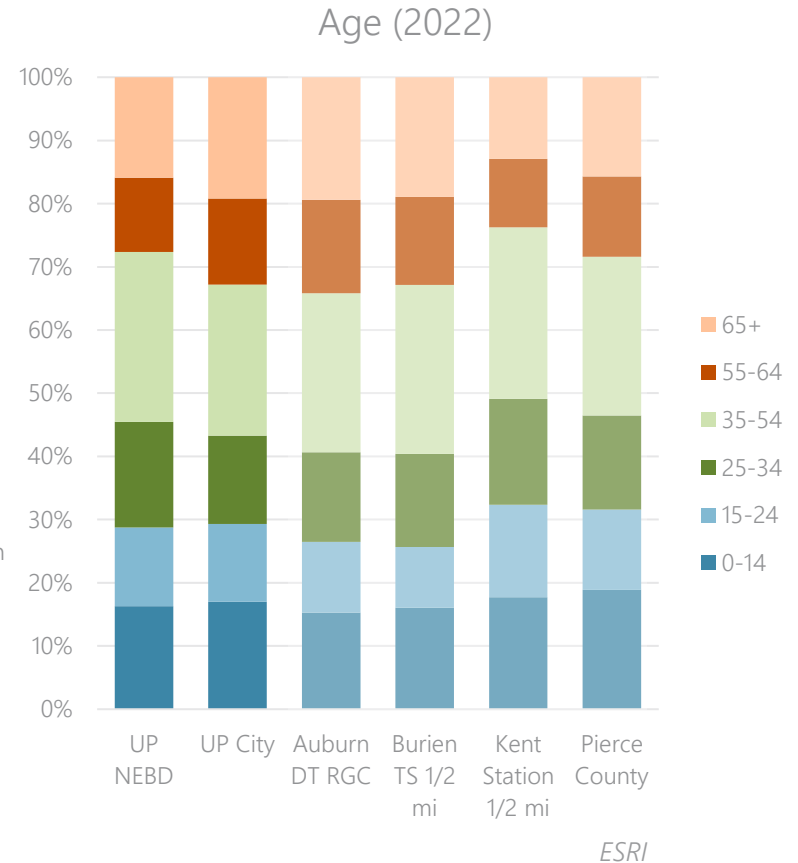


ESRI

Demographics



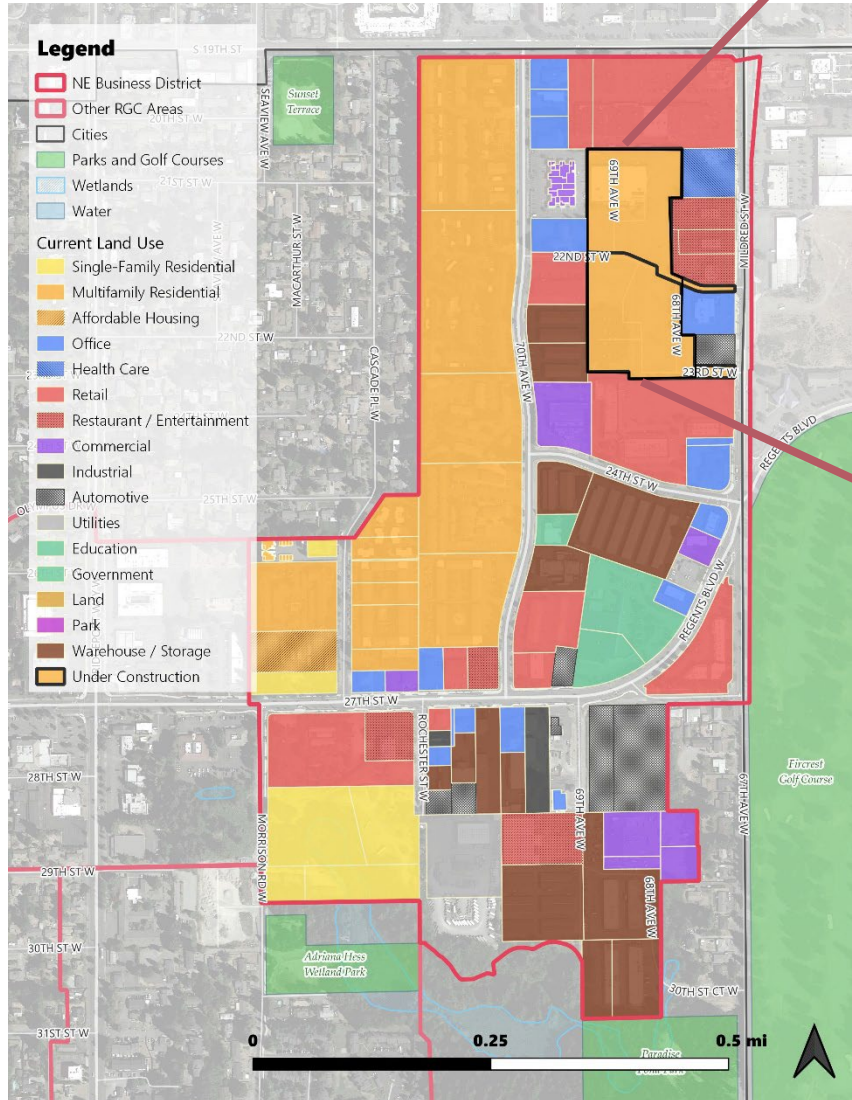
Less diverse than comparison areas but similar to city overall.



Younger population than city and comparison areas.

Current Land Use

Current Land Use in NE Business District



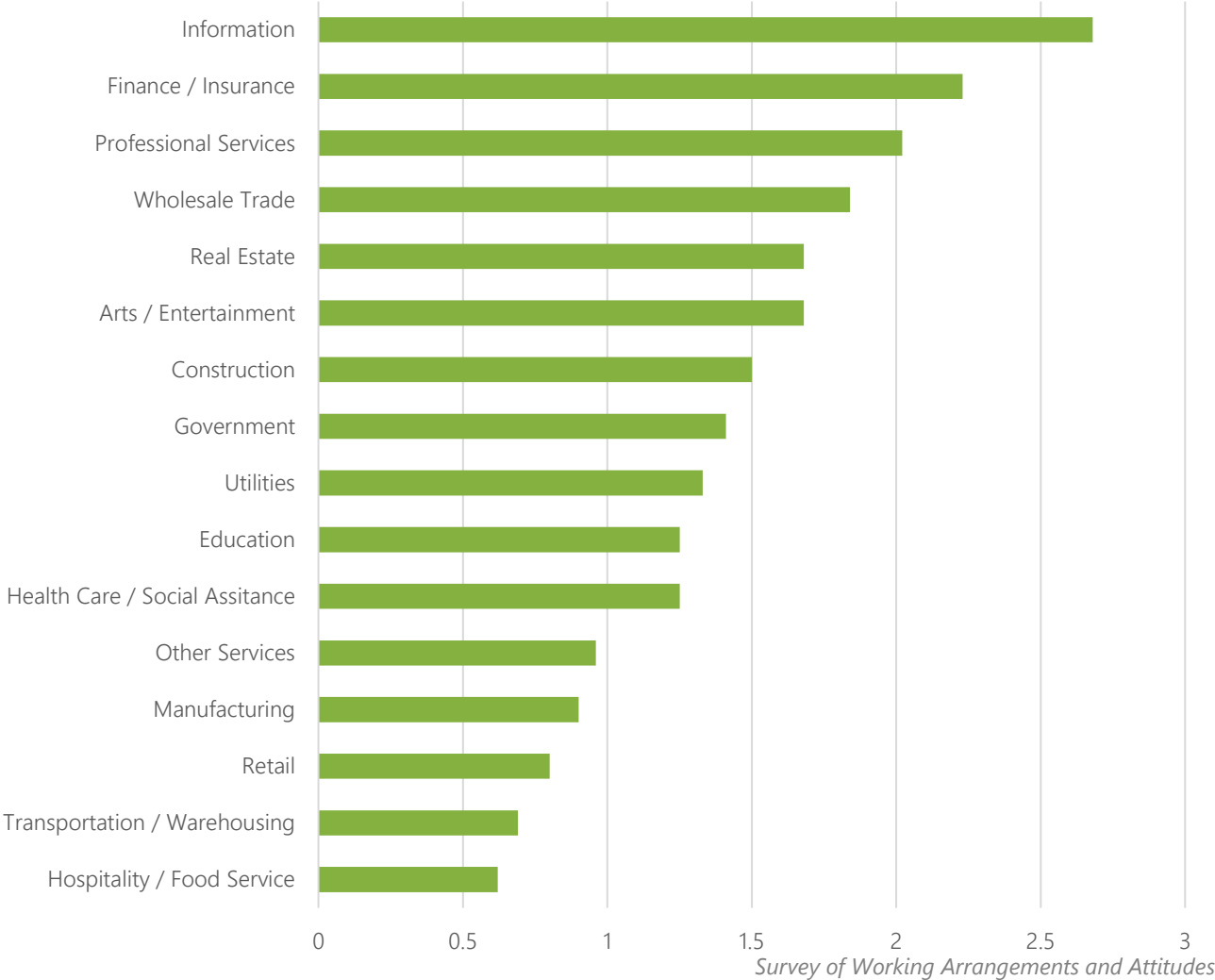
Alta Narrows (under construction)



- Large Multifamily area in NW
- Mix of industrial, retail and warehouse/storage elsewhere
- Alta Narrows under construction on AMC site

Remote / Hybrid Work

Average Number of Days per Week Working from Home by Industry, U.S., 2022



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