

CITY OF UNIVERSITY PLACE

ECONOMIC DEVELOPMENT STRATEGIC PLAN 2007-2011

Building on Strengths and Leveraging Opportunities

Adopted February 12, 2007



Economic Development Vision

University Place is . . . A vibrant and sustainable economy that encourages business growth, meets residents needs and supports quality services, parks, schools and community amenities.

Economic Development Mission Statement

Grow and develop the City's business districts to create a livable and economically vital community.



Priority: ▲

Goal I: Encourage a Robust and Diverse Mix of Businesses through Proactive Business Retention, Expansion, and Attraction Efforts



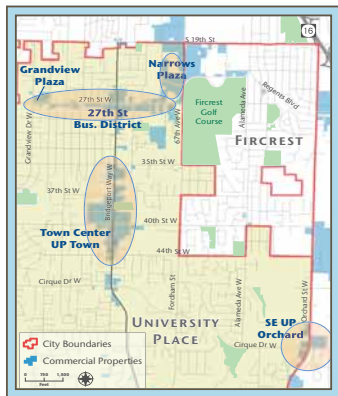
- A. Support the success of existing UP businesses ▲
- B. Encourage a diverse mix of commercial offerings to meet more local needs and attract more shoppers to UP ▲
- C. Attract desirable office-based businesses to diversify UP's employment base and support local retail establishments
- D. Continue to support UP's home-based businesses
- E. Continue to support UP's existing light industrial and manufacturing businesses
- F. Conduct a feasibility study for a Business Center to support UP businesses
- G. Maintain an inventory of available commercial space to assist in site location of new businesses or expansion of existing businesses

Goal II: Promote a Business Climate that is Supportive of Economic Growth

- A. While honoring UP's Vision and high standards for development, ensure the City remains an attractive place for developers to do business ▲
- B. Proactively plan for long-term commercial growth and space needs
- C. Actively pursue workforce development activities with partners
- D. Collaborate with organizations such as the Pierce County Housing Authority to increase the availability of affordable workforce housing



Goal III: Facilitate Commercial Vitality in Business Districts and other Commercial Areas



UP's commercial growth will be concentrated in the following business districts and commercial areas. The following descriptions of desired development are preliminary and not meant to be definitive: additional discussion is underway for each of these areas.

- **UP Town and Town Center** (35th – 44th on Bridgeport): mixed use, higher-end retail, office uses
- The **27th Street Business District** (67th to Grandview along 27th): neighborhood retail, small "mom and pop" shops
- **Grandview Plaza** (corner of 27th and Grandview): mixed use, neighborhood retail, senior focus
- **Narrows Plaza**: larger-scale retail, with the possibility for some office uses
- **Southeast Corner of the City/Orchard Street**: to be determined

- A. For all distinct business districts and commercial areas: 1) Host a Developers Forum; 2) Identify necessary capital improvements to support commercial development; 3) Improve access to and connectivity between commercial areas; 4) Foster a distinct identity for each commercial area; 5) Encourage greater wireless and broadband access; 6) Encourage green building and sustainable design; 7) Contain commercial development and related traffic impacts; 8) Clearly communicate planned infrastructure changes to affected property owners
- B. Contribute to achieving the City's vision for the Town Center development
- C. Capitalize on the "Town Center Ripple Effect" to create a dynamic and exciting UP Town District ▲
- D. Continue the City's work with the 27th Street Business District and Grandview Plaza
- E. Encourage redevelopment of the Narrows Plaza Shopping Center
- F. Establish a long-term vision for the Southeast Corner of the City/Orchard Street

Goal IV: Develop the City's Potential as a Shopping and Tourism Destination

- A. Create synergies between Chambers Creek and UP Town ▲
- B. Incorporate Chambers Creek and UP attractions into local and regional tours
- C. Ensure UP is easily accessible and identifiable for visitors
- D. Capitalize on UP's waterfront

Goal V: Enhance the City's Brand, Image and Identity through the Creation of Dynamic Public Spaces and Effective Promotion of the City and Individual Districts

- A. Effectively Market UP as a whole ▲
- B. Promote Town Center, UP Town and other distinct districts ▲
- C. Develop successful and dynamic public spaces to strengthen community bonds and attract visitors
- D. Explore opportunities to establish an educational facility in UP
- E. Strengthen and market the City's art community and activities
- F. Support efforts to improve the City's parks and open spaces

Goal VI: Be a Strong and Effective Partner and a Regional Leader

- A. Align the visions and strategies of the Economic Development Committee and the Planning Commission, enhancing the working relationship between the two groups ▲
- B. Enhance UP's visibility and role in the region by being an active and engaged participant in the Prosperity Partnership program and other regional conversations ▲
- C. Collaborate with Pierce County, neighboring cities, major businesses and other partners in dealing with economic development issues ▲



THE PLACE