

### Fresh Faces Follow Up

In the Spring issue of Talking UP, we put some local faces on our masthead. They are:

Joe Betti, Jr., A.I.R. Imports and Repairs

Micheal Krause, Trader Joe's

Sarah Choi, Cutter's Point Coffee

Daniel J. Wendeborn, Affairs Restaurant and Bakery

Dr. David Hays, Vision Care Associates

### Partner UP Socials return!

Mark your calendar for Thursday, June 23 from 5:30 p.m. to 7 p.m. for our Summer Partner UP Social at Columbia Bank's new University Place branch at 4221 Bridgeport Way W. Please call Becky Metcalf in the City's Economic Development Office to RSVP, 253-460-5442.

## Grandview Plaza

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Fonk is developing a 50,000 square foot medical office building that will feature underground parking for doctors and surface parking for patients and visitors.

When completely finished, Grandview Plaza is expected to contribute an additional \$160,000 annually in property and sales tax revenue to UP's coffers.

Mayer admits he has never been involved in a mixed-use project before, having spent the majority of his career developing multi-family buildings and single family homes in Washington, Idaho and Colorado. But having "downsized" from a large home to a condominium in downtown Tacoma, he has recognized the

value of mixed-use development. "Mixed-use is one thing if you are 35 but another thing if you are in your seventies. It has a real value for people who want to be able to walk to restaurants, the pharmacy, the grocery store, etc."

Plus, he says, he was impressed by the City of University Place's commitment to producing a quality project. "The City had a real clear idea of what they wanted to see developed on those lots," he recalls. "But when we ran the numbers, it became clear to us that we could not afford to do that kind of quality development under the zoning rules the City had at that time."

So Mayer and Fonk asked the City to consider revising its exist-

ing density and height allowances in that area to enable the project to proceed. After numerous public hearings and height simulation balloon tests and shading studies, the City Council unanimously approved a zoning code text change to create an incentive overlay zone for the Grandview Plaza project. In exchange for the new height and density increases, however, Mayer and Fonk will be required to meet stricter design guidelines to ensure the project lives up to the City's vision of a high-quality development.

Mayer says it is a challenge he welcomes because, unlike his Federal Way experience, this is one opportunity he doesn't want to miss.



CITY OF UNIVERSITY PLACE  
ECONOMIC DEVELOPMENT OFFICE

# Talking UP



## Grandview Plaza one step closer to reality

### Project scheduled to break ground this summer

Having been involved in the real estate development business for the better part of 50 years, Kurt Mayer knows a thing or two about opportunities. He's also the first to admit he's missed a few during his career.

He recalls a day in 1957 when he flew over the then rural area north of Tacoma and south of Seattle -- known today as

Federal Way -- with an executive from Weyerhaeuser. The man told Mayer that the folks at Weyerhaeuser believed there would be a bustling city down there some day. Mayer recalls telling the man, "Not in my lifetime."

Today, Mayer can laugh about the opportunity he missed in Federal Way -- maybe because he hasn't missed many since. Experience has taught him to seize opportunities when they arise, which is why he is excited to be a part of one of the major redevelopment projects currently underway in University Place.

Mayer is the developer of Phase I of the Grandview Plaza project, a \$60 million to \$80 million mixed-use redevelopment of seven acres along 27th Street West between Grandview Avenue West and Crystal Springs Road. Mayer's portion of the project will involve constructing 40 high-quality multi-family units on the northern-most portion of the site. He hopes to break ground on the project in late June or early July.

Mayer's condos will feature underground parking, elevators, high-tech security systems, large balconies and what he calls "high-quality construction materials" such as granite countertops and other amenities.

Phase II of Grandview Plaza is being developed by Dale Fonk of UP Properties and will create the commercial component of Grandview Plaza's mixed-use design.

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Grandview Plaza rendering by Jon Graves Architects

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- **Grandview Plaza moves closer to reality**
- **27th Street Business District design guidelines**
- **Businessfest 2005 a rousing success**
- **Frits Akker joins Economic Development Committee**
- **Uptown Cars and Stars is set for August 6.**

We welcome your comments and suggestions for this newsletter. Please let us hear from you. Call us at 460-5442 or email [mcraig@cityofup.com](mailto:mcraig@cityofup.com).

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## 27th Street design guidelines move forward

Acting on a recommendation by the Planning Commission, the University Place City Council has approved design guidelines for the 27th Street Business District. The guidelines are based on preferences expressed by local business and property owners and were part of a larger package of commercial design standard recommendations made to the Planning Commission in April.

In February, the 27th Street Business District's 210 stakeholders were asked to vote on three design options: historic, modern and Northwest (photos at right). More than half (56 percent) of those responding to the survey voted for the Northwest motif.

With the new design guidelines in place, property owners in the 27th Street district can be sure that the colors and style of the street benches, trash receptacles and lighting installed in their neighborhood will contribute to a cohesive appearance that will help create a recognizable identity for the District. "The 27th Street Business District asked for something that would be different and unique to their neighborhood," says David Swindale, planning manager for the City of University Place. "With these guidelines in place, we know that frontage improvements done in conjunction with major redevelopments along the 27th Street corridor will



be consistent with the Northwest theme the property and business owners selected."

The design guidelines are just another step forward for the 27th Street Business District which formally organized last year with the hope of revitalizing the area into a thriving business corridor.

"Our goal is to make sure that slowly and surely, as the street rejuvenates itself, things will be uniform and all tie together," says Frits Akker, president of the 27th Street Business District Association.



## Businessfest 2005 a huge success

Nearly 100 people gathered at the Chambers Creek Environmental Services Building on March 24 for Businessfest 2005, a celebration of business success in UP. Catered by Affairs Restaurant and Bakery, the event gave business owners from throughout the city a chance to reflect on UP's successes during its first 10 years while enjoying a relaxed evening of food and fun. Attendees heard brief remarks from UP Mayor Ken Grassi and Dan Small, chairman of the UP Economic Development Committee. Ruth Dalenius, president of the University Place/Fircrest Division of the Tacoma/Pierce County Chamber of Commerce also said a few words before Melanie Dressel, president of Columbia Bank, gave a keynote address on how businesses shape cities and communities.

Various segments of UP's business community were represented at the event, from large employers to home-based business owners. Regardless of their business size or type, Businessfest 2005 gave the attendees an opportunity to reflect on the City's past and look ahead to its future. "It is so easy to get caught up in the day-to-day work of running a business that it can be hard to step back and take a look at the bigger picture in terms of how far economic development has come in University Place during the last 10 years and how much we have to look forward to," says University Place City Manager Bob Jean.

The participants also had the opportunity to preview the new University Place Business Directory and the UP Anniversary Report which highlights the City's economic development achievements since the City's founding 10 years ago.

Ruth Dalenius, who helped organize Businessfest 2005, says it was a lot of hard work, but the end result was "extraordinary. Everything that I have heard from people who attended is that they all really liked it and felt the evening was wonderful."

If you missed the first Businessfest, fear not. We hope to make it an annual event and are looking for a sponsor for Businessfest 2006.



*Douglas and Georgia Verbonus of The Rainbow's End on 27th Street take a moment to check out UP's new Business Directory during Businessfest 2005.*

## Frits Akker joins Economic Development Committee

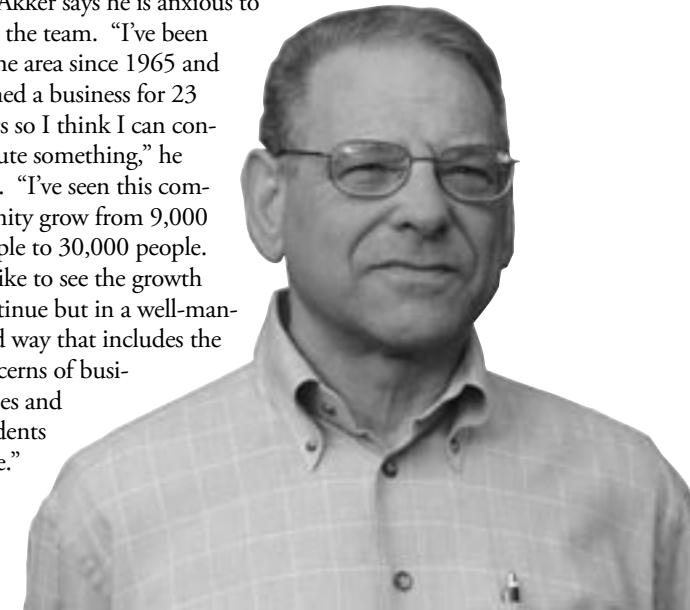
Since 2000, the City of University Place Economic Development Committee has provided City staff with valuable input on ways to further business development in University Place. The committee and its members serve as the City's "eyes and ears on the street" and play an integral role in efforts to promote the City's economic development priorities to the community.

The nine-member committee is led by Dan Small, director of external relations for Tacoma Community College. Retired businessman Frits Akker joined the committee this spring, and is the first new member since the committee was established five years ago.

The other seven members -- Pat Lyon, Valarie Zeeck, Roger Gruener, Ruthann Reim (who is serving the remainder of her late husband Terry Reim's term), Ray Tennison, Judy Hanson and Jim Couch have served on the committee since its inception.

"Our committee represents a real interesting mix of people," Small says, noting that members represent large regional employers, small businesses, retailers, professionals and the real estate and educational communities. Small believes the addition of Akker will complement the mix. "Frits is retired now, but he owned a business along 27th Street for a long time and has a lot invested in the community," he says. "We felt he had a good perspective on things that would really help us."

Akker says he is anxious to join the team. "I've been in the area since 1965 and owned a business for 23 years so I think I can contribute something," he says. "I've seen this community grow from 9,000 people to 30,000 people. I'd like to see the growth continue but in a well-managed way that includes the concerns of businesses and residents alike."



## UPComing Events

If you're planning an event that you'd like us to include in our UP Coming Events section, please email the information including date, time and location to [katemcdermott@msn.com](mailto:katemcdermott@msn.com) or fax to (253) 460-5449.

### On-going—

#### UP City Council Meetings:

1st and 3rd Mondays of each month. 7 p.m. City Hall. 3715 Bridgeport Way W. Suite B1 (Windmill Village).

#### UP Economic Development Committee Meetings:

3rd Thursday of every month. 7:30 a.m. 3715 Bridgeport Way W., Suite D3.

#### 27th Street Business District Association:

2nd Tuesday of every month. Please contact Frits Akker at 208-5450 for meeting times and locations.

#### UP Chamber of Commerce Wake UP meetings.

Last Friday of every month at 8 a.m., Coldwell Banker Bain building (3560 Bridgeport Way W. Please call the Chamber of Commerce at 253-627-2175 for more information.

#### Home-Based Business Forums

2nd Wednesday of every month. 8 a.m. The Coffee House 2620 Bridgeport Way W.

#### Small Business Administration's Business Assistance Center Training Sessions:

The SBA offers a number of training workshops on topics of importance to the small business owner. For a complete listing of upcoming workshops, please call the Small Business Administration at 253-680-7770.

#### City of University Place Cars and Stars Celebration.

Saturday, Aug. 6 from noon to 9:30 p.m. Curtis High School stadium. Enjoy classic cars from the famed LeMay Collection, live music from five bands, including a concert by the 1950s group The Coasters, children's entertainment, food vendors and fireworks at this FREE event that will take the place of UP's annual Festival.