

Hot off the presses!

2006-2007 Business Directory

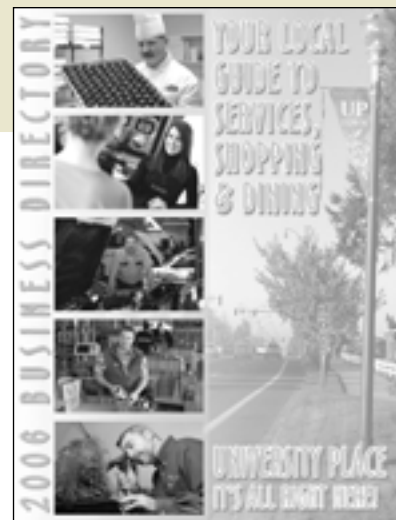
The Suburban Times, in coordination with the City of University Place's Economic Development office, has published the 2006-2007 edition of the U.P. Business Directory, your local guide to services, shopping and dining in University Place. The handy booklet features the addresses, phone numbers and, when available, the website addresses of more than 400 U.P. businesses. You can reference businesses in the directory alphabetically as well as by business category.

In addition to the business listings, the directory also includes important and frequently used numbers for City of University Place offices such as business licenses, employment with the City of U.P. and

graffiti removal. There is also some interesting history and background information on University Place, including some of the most recent demographic data on the city's population.

"We hope residents and business owners alike will turn to the directory first when looking for products and services," says Becky Metcalf of the U.P. Economic Development office. "We want the directory to be a means of encouraging more people to do business in U.P."

Copies of the directory were mailed to all U.P. households



and businesses in July. If you would like additional copies, please contact Becky Metcalf at (253) 460-5442 or via e-mail at bmetcalf@CityofUP.com.

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Thanks!

We'd like to thank all the businesses who took time to complete the economic development survey we mailed out this spring. We will use the information you provided to help develop our strategic action plan (SAP) for the next five years. Your input is invaluable so thanks again for helping us out!

Come celebrate the year's successes at our last Partner UP Social of the year on Thursday, Nov. 30 from 5 p.m. to 7 p.m. at the Wine Bank, 7017 27th St. W., Suite 1.

Hope to see you there!

UP Economic Development Office
3715 Bridgeport Way
University Place, WA 98466

Talking UP is a quarterly publication from the City of University Place Economic Development Office.

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FALL 2006

CITY OF UNIVERSITY PLACE
ECONOMIC DEVELOPMENT OFFICE

Talking UP



"We want to engage the community in efforts to create interesting public spaces – whether those be plazas, streetscapes, parks or something else."

Mariza Craig

Creating place in University Place

In this issue...

- **Creating place in U.P.**
- **Construction begins on Transit Center**
- **Art and Public Spaces Task Force**
- **City publishes 2006-2007 Business Directory**

Editor's note: This is the first of a two-part series in Talking UP about efforts to create dynamic and inviting public spaces in University Place. In this first installment we review the concept of public spaces and their key elements.

New York's Central Park. Chicago's Navy Pier. San Francisco's Union Square. The Seattle Center. Despite their geographic differences, all these urban icons have something in common: because of the variety of activities and amenities they offer, they have become public spaces where people choose to congregate, socialize, and build community.

As University Place continues to map out its future, it hopes to create the same kind of public spaces – but on a significantly smaller scale. So over the course of the next few months, various community stakeholders will be meeting to discuss the kind of amenities, services and activities they believe the City's public places and spaces should feature.

An Art and Public Spaces Task Force, comprised of representa-

tives from the City Council and City departments such as Parks and Recreation and Public Works, as well as members of UP for Art, the Pierce County Library Board, and other community organizations, will participate in a workshop in October to discuss U.P. "yesterday, today and tomorrow" and specifically how the City's past, present and future should play a role in developing its public spaces and places.

"We want to engage the community in efforts to create interesting public spaces – whether those be plazas, streetscapes, parks or something else," says Mariza Craig, the City's director of economic development. "We want to help people understand why public spaces are important and how they play such an important role in a community's vitality and long term success."

City Councilmember Debbie Klosowski is a member of the new task force and says that the time is right to begin serious discussion about public places in U.P. "This is something that the City Council



Santana Row, San Jose, California.

has been working on for several years because we realize that creating a sense of place is so important," she says. "But we need community input from the very beginning. We want to know who will be using these spaces? What will they do there? How should these spaces be managed? We are wide open to the possibilities, but we need to know what the community wants."

Craig, Klosowski, City Councilmember Ken Grassi and other City staff had opportunities to tour a number of different U.S. cities to get a look at some of their public places. Although every community they saw had at least one popular

continued on Page 3

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.

Ready...set...go!

Construction begins on Transit Center

Backhoes, bulldozers and dump trucks have become familiar sites to those passing by the Town Center site on Bridgeport Way. Construction on the new transportation hub began this summer with the demolition of the old Pierce County library branch on the site and an official groundbreaking for the new Transit Center.

U.S. Sen. Maria Cantwell helped turn the first shovel of dirt for the new Town Center Transit Center, a three-level, 1,200-stall parking facility intended for Park & Ride commuters, shoppers, and nearby condo owners. The center will be an integral component of the overall Town Center project and reflects University Place's commitment to smart-growth and environmentally-responsible transportation systems.

Cantwell, along with U.S. Sen. Patty Murray



Members of the U.P. City Council joined Senator Maria Cantwell for the Transit Center's groundbreaking on Aug. 10.

and Rep. Norm Dicks, secured more than \$6 million in last year's Surface Transportation bill and the senators secured another \$750,000 in the FY '07 Senate Transportation Appropriations bill. The latter federal funding award awaits conference committee approval and the president's signature.

Elements of Successful Public Spaces

The Project for Public Spaces says successful public places incorporate four key elements and should answer "yes" to the following questions:

- **"Socialability":** Do people go there to meet their friends? Do people come in groups? Do they interact? Is there a mix of ages and ethnic groups that reflect the community at large?
- **Uses and Activities:** Do a wide range of ages use the space? Do couples congregate there? Are amenities such as benches and swings used? Are there a variety of events and activities available? How many activities are occurring at the same time – relaxing, playing, reading, eating, etc.? Is it easy to go from one part of the space to another? Is it clear that someone is actively "in charge" of the space and managing it?
- **Access and Linkage:** Can people easily get to the space? Is there convenient pedestrian access? Does the space accommodate people with special needs? Can you access the space via various modes of transportation – bike, car, train, etc.?
- **Comfort and Image:** Does the space make a good first impression? Are there enough places to sit? Is there shade? Is it clean and free of litter? Does it feel safe?

Creating place...

Continued from Page 1

public place, one in particular seemed to earn unanimous praise. "San Jose's (Calif.) Santana Row was everything you could dream a place could be," says Grassi. "They didn't skimp on anything. The artwork, the amenities – everything was so well done."



Diversity of uses creates interesting public places.

Klosowski agrees. "That space was really outstanding because of the overall effect it gave. They paid attention to the relationship of building sizes to the street. Building heights and building materials were varied so that you didn't feel like you were in a dark, sterile canyon," she says.

She would like to see U.P. use the same techniques in the design of its public spaces, especially in the Town Center plaza, but also understands the need to combine both form and function to create areas that look good and feel good. "We want them to be our community living rooms. Places that are very accessible and where people feel safe and comfortable," she says.

And, Grassi adds, places that people want to return to. "I remember touring Spokane about six years ago and I was not impressed," he recalls. "But when we went back as part of our tour of public places I was so excited at what I saw. I wanted to tell people about it and I want to go back. That's what we're after: public spaces people want to go back to."

Next time: Creating public spaces in U.P.

Project for Public Spaces

The non-profit organization Project for Public Spaces was founded in 1975 to help communities around the world "turn their public spaces into vital community places." PPS believes public spaces succeed when people come first, not design. It stresses the importance of focusing on a community's assets and aspirations and believes "great neighborhoods and districts succeed because of the good smaller places within them, which added together equal more than the sum of the parts."

Art and Public Spaces Task Force

The City of University Place has developed an Art and Public Spaces Task Force to help guide the development of UP's public spaces – parks, plazas, streetscapes, etc. The group will examine opportunities to create dynamic public spaces throughout the city, but one of its first major undertakings will be to discuss the community's vision for the Town Center plaza and other public spaces in the Uptown District.



Public art in Portland.

The task force will participate in a day-long workshop on Saturday, Oct. 28 to begin the process of identifying current and potential public spaces in U.P. Members will also discuss the development of a city-wide public art plan and brainstorm ways to broaden and support recreational activities throughout the City so they will complement and enhance U.P.'s public spaces.

Comprised of representatives from various City departments (including Planning, Parks and Recreation, and Economic Development) as well as City Councilmembers Ken Grassi and Debbie Klosowski and members of the U.P. arts community and private citizens, the task force will report back to the community on its work and provide opportunities for residents and members of the business community to share their thoughts on how U.P.'s public spaces should look and feel.



More of Portland's public art.

For more information on the work of the Art and Public Spaces Task Force, please contact Mariza Craig in the City's Economic Development Office at (253) 460-5445.

The survey says...

As reported in the summer issue of Talking UP, the City of University Place surveyed its light industrial businesses this spring to get a better sense of who they are and how the City can better serve them. We thought you might be interested in learning a little bit more about this segment of our business community as well:

- More than 70 percent of the businesses responding to the survey indicated they have been located in University Place for 10 or more years.
- Nearly all reported they expect their product lines and/or services to increase or remain stable in the future.
- More than 25 percent indicated they believe their buildings and facilities, as well as their equipment bases, will increase in the future.
- One of the most commonly cited challenges facing these businesses was the need to attract skilled and unskilled workers. Twenty-seven percent also cited challenges with regulatory compliance issues.

UPComing Events

If you're planning an event that you'd like us to include in our UPComing Events section, please email the information including date, time and location to 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:

Please contact Frits Akker at (253) 208-5450 for meeting times and locations.

Home-Based Business Forums:

2nd Wednesday of every month. 8 a.m. Economic Development Conference Room, Windmill Village, 3715 Bridgeport Way W. Suite D3. Please contact Becky Metcalf in the Economic Development Office at (253) 460-5442 for more information.

UP Chamber of Commerce Wake UP meetings:

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

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 Holiday Closings:

Please note that the City of University Place offices will be closed on Friday, Nov. 10 for Veterans' Day and on Thursday, Nov. 23 and Friday, Nov. 24 for the Thanksgiving holidays.