



Talking UP

GrowingUP

Towne Center Plans To Be Unveiled Soon

Plans are coming together for the new Towne Center, and every business in University Place will reap the benefits of this long-awaited project.

Towne Center will strengthen existing UP businesses and attract new ones to our community.

Currently, two of every three sales tax dollars paid by UP residents go outside our community because residents must shop elsewhere.

Residents have clearly told us the kinds of new businesses they'd like to have in UP. More diverse choices for shopping, dining and living will help keep those dollars here in UP. "It also means less time traveling to purchase goods and services," says Mariza Craig, Economic Development Manager. "This is very important to the people of UP – they strongly prefer to be able to shop close to home, not drive elsewhere for the things they need." (See *Community Survey* story on page 2).

Even before incorporation as a city in 1995, the Community Council envisioned the creation of a 'focal point, a walkable town center that would include a mix of retail, civic and residential uses.' The area along Bridgeport from 35th to 40th was identified as the best location, and a citizen-based Economic Development Task Force was formed to study issues and make recommendations. In public meetings and workshops, the Task Force gathered input from citizens and business owners to insure that the voices of the people of University Place would be heard.

One of the primary objectives for Towne Center is to create a diverse mix of civic, commercial and residential options. This is essential to a walkable town center. We're still in the

"We've hired a commercial broker to assist tenants in finding suitable places to stay and expand in UP. We're also providing financial assistance with relocation expenses."

—Mariza Craig,
Economic Development Manager

preliminary stages, but current plans show City Hall and the Library as 'anchors' at the south and north, respectively, and the Public Safety Building and Homestead Park at the other sides. As you may have heard, the City has purchased the property along the east side of Bridgeport between 37th and 35th. This will make way for construction of new infrastructure – and improved traffic flow – that will make Towne Center attractive to potential investors, developers, restaurants, specialty shops and other businesses, as well as to residents, pedestrians, cyclists and motorists.

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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.

UPBeat

Facts about Towne Center...

- Towne Center will be located on Bridgeport Way from 35th to 40th Streets.
- Towne Center will strengthen existing UP businesses and attract new ones to our community.
- Towne Center will create a more diverse business mix that will bring more shoppers to UP.
- We anticipate increased sales to surrounding businesses.
- Increased spending will help all local businesses.
- All project costs will be repaid from project revenues.

What's UP

Welcome to the premier issue of *Talking UP*.

Our objective for this quarterly newsletter is to provide the UP business community with the latest information on what's happening in your City government and other important news. We also hope to create a forum for communication between the City, our business community, our educational institutions and local organizations like the Chamber of Commerce, merchant associations and business districts.

If you have news or events you'd like to share with your fellow businesses, please let us hear from you. We're here to help. Just call us at 460-5442.

We look forward to working together to make University Place the very best place in the Puget Sound area to live, work and do business.

"An Excellent Place to Live"

Community Survey Results Released

Earlier this year, a telephone survey was conducted by a local research firm to learn the opinions of the citizens of University Place. The results are in, and we've learned many positive things about people's attitudes toward living, working and shopping here. In general...

- People feel very strongly that UP is an excellent place to live. It's a good community with a strong sense of community spirit.
- Residents believe the City is on the right track, and approve of recent improvements in street maintenance and signage.

- There are positive opinions about the enforcement of traffic laws and police presence in our community.

UP business owners and managers will be interested in the following findings:

- There is obvious interest in business development, though opinions vary about priorities.
- There is a strong desire for more specialty retail businesses and restaurants (57.7%).
- There is support for small and medium sized general retail businesses and professional offices (25.6%).
- Only 12.8% support the idea of big box retailers coming to UP.

Top choices for new businesses were:

- Hardware
- Restaurants/fine dining
- Retail/clothing
- other choices... like bookstores, recreation for kids, entertainment.

Finally, residents were asked specifically if they shop in UP, and if not, why they shop elsewhere.

- UP is the primary location for groceries (86.1%), pharmacy (77.2%), fast food restaurants (85.3%), gift shops (57.2%) and sit down restaurants (50.7%).

UPComing Events

If you're planning an event that you'd like us to include in our calendar, please email the information to charlee@nwlink.com or fax to 857-7003.

Ongoing—1st and 3rd Mondays. 7pm. UP City Council meetings. City Hall – 3715 Bridgeport Way West, Suite B-1 (Windmill Village).

September 26, October 31 – WakeUP. 8am at Affairs. Chamber of Commerce meetings – last Friday of every month. For program info, call the Chamber at 627-2175.

September 6 – Washington Small Business Fair 8:30 am–4pm. Renton Technical College. Seminars, panel discussions, trade show. Info at www.bizfair.org

September 11 – Building a Business Plan. 9am-3pm. Tacoma. Learn the importance of having a business plan, what a good plan includes and how to put it all

together. Pre-registration suggested. For info call the SBA at 680-7770.

September 24 – Worksource Business & Jobs Fair. Tacoma Dome. For info call the SBA at 680-7770.

September 25 – Beginning Business Workshop. 9am-3:30pm. Olympia. What you need to know before starting a

- Although many people listed UP as their major source for shopping, there were frequent complaints that, especially for specialty gift shops and sit down restaurants, UP does not offer much.

The report also recommends ways for doing a better job all around. We're taking these findings to heart, especially as we work on strategies for economic development. We'll keep you informed.

To view the report in its entirety, please visit our website at www.cityofup.com and go to "Community Survey Results."

The UPSide

Business Survey Will Provide Valuable Information

As a brand new Economic Development office, we want to get to know you!

And so, beginning September 4, the City will conduct a survey of businesses throughout University Place. Developed in conjunction with Sound Communications, the survey will help us learn who you are, what you do and what you need from us. It will also give us a snapshot of what City services you utilize or want and your ideas for promoting University Place as a good place to do business.

In addition, we want to inform you about city programs and services. We also want to identify ways we can improve and streamline our existing services.

We'll be asking such general questions as how long you've been in business, how many employees you have, whether you lease or rent your space, your expansion or relocation plans and so forth. Questions will be brief and easy to answer.

The survey will be mailed to all UP business on September 4, with follow-up phone calls shortly after. Results will be released in October. Your responses, of course, will be confidential and will not be used by any other department for any purpose. The more responses we receive, the more we'll be able to develop the kinds of services you need. Please return your Survey by September 22.

We appreciate your participation.

If you have questions or need additional information, please call 460-5442.

business in Washington. Presenters include an attorney, CPA, banker and SBA representative. Pre-registration suggested. For info call the SBA at 680-7770.

October 9 – Beginning Business Workshop. 9am-3:30pm. Tacoma. See September 25. For info call the SBA at 680-7770.

Early October – Neighborhood meetings on Towne Center. Call 460-5443 for information or visit our website.

CatchingUP

Economic Development Committee Provides Focus & Inspiration.

Our Economic Development Committee is the guiding force behind the vision for economic and community development in University Place. In their original role as the Economic Development Task Force, they spent hundreds of hours creating our Strategic Action Plan, establishing goals and strategies for business development, recruitment and

Roger Gruener, UP Refuse; *Judy Hanson*, JK Bookkeeping and Tax Service; *Patrick Lyon*, Pacific Rim Real Estate Group; *Ruthann Reim*, Career Management Institute; *Bob Rush*, Store Director of Fred Meyer; *Dan Small*, Director of Public Relations, Tacoma Community College; *Ray Tennison*, President of Simpson Investment Company and *Valerie Zeeck*, attorney with Gordon, Thomas, Honeywell.



Members of the Economic Development Committee work on fine-tuning the Business Survey which will be mailed to all UP businesses September 4.

They meet monthly with members of our Community and Economic Development staff to discuss current issues, review new programs and brainstorm ideas for developing a thriving business community.

retention, development of Towne Center and the Chambers Creek Properties, our civic identity and the character and livability of our community.

Now they've begun the implementation process.

The Committee comprises a diverse mix of local business and professional people with deep roots in UP. They include *Jim Couch*, owner of Spoke and Sprocket;

Most recently, the Committee's energies have focused on providing input on the business survey and reviewing plans for development of 27th Street Business District, Towne Center and Chambers Creek.

To learn more, just call the Community and Economic Development Department at 460-5442 or visit our website at www.cityofup.com/economicdevelopment.



UPDate

Visit our website for the latest information from your Community and Economic Development Department – including a download-able copy of this newsletter. www.cityofup.com/economicdevelopment/economicdevelopment.asp

Retail Space for Lease

Below-market rates for seasonal retail available at Towne Center project site for four to six months. Contact Wayne Wenzel at 460-5420.

“GrowingUP” *continued...*

Every business in University Place will feel the impact of Towne Center. UP will be a destination location for consumers throughout the region. That means more people coming to our City for a variety of reasons, and bringing their spending power with them. And as residents become more aware of their community as a provider of goods and services, they'll opt to shop at home.

It's true that approximately two dozen existing businesses currently located on the Towne Center site are being relocated. However, the City is working very closely with each of these businesses to help

them find new spaces and to ease the relocation process. “We've hired a commercial broker to assist tenants in finding suitable places to stay and expand in UP,” continues Mariza. “We're also providing financial assistance with relocation expenses.”

Towne Center will benefit the entire UP community. Increased sales and property tax receipts will help pay for important community services like parks, police and fire protection, street improvements, library services and schools.

Increased consumer traffic will revitalize existing businesses and attract new businesses to our area.

Implementation of the Towne Center Plan is being financed by a low interest loan. All project costs will be repaid from project revenues.

We hope to unveil our official plans in September. Meanwhile, watch our website for the latest information at www.cityofup.com/economicdevelopment.

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Talking UP is a quarterly publication from the City of University Place's Community and Economic Development Department.

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