

**TOWN OF EATONVILLE
PLANNING COMMISSION AGENDA
Monday, December 5th, 2016 – 7:00 P.M.
COMMUNITY CENTER
305 CENTER STREET WEST**

Call to Order

Roll Call: Beach _____ Bertoia ___ Justice ___ Lambert_____ Miller _____ Powell_____

Town Staff Present: Mayor Schaub, Abby Gribi, Scott Clark, and Kerri Murphy

Pledge of Allegiance

Approval of the Agenda:

Approval of Minutes: September 19, 2016
November 7, 2016

Communications and Announcements:

From Public:

From Commissioners:

Old Business:

Review of Comprehensive Plan – Continued 1st Round Review - Revisions to:

1) Chapter 11-16 Housing

Review of Comprehensive Plan - 1st Round Review:

1) Chapter 13 – Economic Development

Public Comments:

Staff Comments:

Commissioner Comments:

Next Meeting: **TBD**

**Town of Eatonville
PLANNING COMMISSION MEETING
Monday, November 7, 2016
COMMUNITY CENTER
305 CENTER STREET WEST**

CALL TO ORDER

Chairman Lambert called the meeting to order at 7:00 PM.

Introduction of **Abby Gribi** as new Town Administrator.

ROLL CALL

Present: **Commissioners Beach, Justice, Lambert, and Miller.**
Commissioner Powell – absent. Commissioner Miller – Excused.

STAFF PRESENT: Mayor Schaub, Abby Gribi, Kerri Murphy and Scott Clark, Town Planner with Larson and Assoc.

OPENING CEREMONIES

Commissioner Justice led the Pledge of Allegiance.

APPROVAL OF AGENDA

Commissioner Beach move to approve the agenda with changes. Seconded by **Commissioner Justice.**
AIF

APPROVAL OF MINUTES

Approval of September 19, 2016 minutes. **Chairman Lambert** asked that the minutes be tabled until the next meeting because packets were not mailed. AIF

COMMUNICATIONS OR ANNOUCEMENTS

There were no comments from citizens or commissioners.

OLD BUSINESS

Review of Comprehensive Plan: 2nd Round

1) **Chapter 1-6 Introductions: Commissioner Beach** motion to accept Chapter 1-6. Seconded by **Commission Justice.** AIF

2) **Chapter 7-16 Vision Statement: Commissioner Beach** motion to accept Chapter 7-16 with amendments and suggestions. Seconded by **Commissioner Bertoia.** AIF

NEW BUSINESS

3) Airport Committee Recommendations regarding text requested for Comp Plan inclusion related To Swanson Field Airport –

On behalf of the Airport Committee, Rick Adams from Ashford, Washington gave a presentation about the Airport and why the committee feels it should be amended in the Comprehensive Plan. The airport committee provided suggestions to the planner and they were made part of the planning commission packet.

Commissioner Beach said that he also felt that the airport should be in the comprehensive plan.

4) Discussion – CPP’s adopted by 2014-48

CPP’s = Countywide Planning Policies was made available to all of the commissioners for their review.

5) Chapter 3-16 Countywide Planning Policies

Motion by **Commissioner Beach** to accept Chapter 3-16. Seconded by **Commissioner Bertoia**. AIF

6) Chapter 11-16 Housing

Commissioners had several questions about where the data had come from for the existing numbers in housing and future growth.

Commissioner Beach said that there are people hear that do not want economic development.

Chapter 11-16 Housing was tabled until the next meeting. TBD.

COMMENTS FROM COMISSIONERS

Next meeting: TBD

ADJOURNMENT

Chairman Lambert adjourned the meeting at _____ p.m.

Chairman Lambert

Judy Justice, Co-Chairperson

ATTEST:

Kerri Murphy, Recording Secretary

**Town of Eatonville
PLANNING COMMISSION MEETING
Monday, September 19, 2016
COMMUNITY CENTER
305 CENTER STREET WEST**

CALL TO ORDER

Chairman Lambert called the meeting to order at 7:00 PM.

ROLL CALL

Present: **Commissioners Beach, Justice, Lambert, and Miller.**
Commissioner Powell – absent. Commissioner Bertoia – Excused.

STAFF PRESENT: Mayor Schaub, Kerri Murphy and Scott Clark, Town Planner with Larson and Assoc.

OPENING CEREMONIES

Commissioner Justice led the Pledge of Allegiance.

APPROVAL OF AGENDA

Commissioner Beach move to change the agenda to allow the citizens that were present to speak prior to the “Old Business” portion of the planning commission meeting . **Beach** move to approve the agenda with changes. Seconded by **Commissioner Justice.** AIF

APPROVAL OF MINUTES

Approval of **March 7, 2016** minutes. **Commissioner Beach** motion to approve the minutes. Seconded by **Commissioner Miller.** AIF

COMMUNICATIONS OR ANNOUCEMENTS

The following people spoke regarding the change of zoning of property located at the corner of Larson St. W. and Orchard Ave S. Zoning was changed in 2008 from SF-1 to MF-2.

- Arlen Paranto – 210 Orchard Ave S.
- Steve Cossalmon – 218 Orchard Ave S.
- Paulette Van Cleve – 206 Orchard Ave S
- Jim Bieker – 309 Prospect St
- Linda Cossalmon – 218 Orchard Ave S
- Rosemarie Van Cleve – 106 Pennsylvania Ave S
- Robert Martell – 301 Orchard Ave S
- Steve Hansen – 211 Pennsylvania Ave S
- Charles McTee – 408 Ridge Rd

Concerns are the zoning change; Larson Ave is too narrow for any more traffic; steep slopes; concerned because they were not notified; where will they put their garbage cans; blind corner at Larson and Orchard

S.; landslides and hazardous areas; parking for these homes during the winter; diligently follow zoning and building codes.

After reviewing maps it was determined that the change was made between 2006 and 2011.

Consulting Planner, Scott Clark explained that this is a legislative process. During the comprehensive plan amendment cycle, changes made to the comprehensive plan can lead to changes in the zoning. Individual notices are not required. This is state law.

There were no communications or announcements from the commissioners.

OLD BUSINESS

Inflatable Signs

Mr. Clark explained he provided information on "Inflatable Signs" because at the last meeting commissioners wanted something brought forward for discussion. Provided are different shapes and sizes of inflatable signs. Also provided are excerpts from other jurisdictions and the numerous ways that they deal with these types of signs. A lot of them it is under "Temporary Signs"

Commissioner Beach suggested having a hearing on the inflatable signs. Contact the owners of these signs (David Smith, Jennie Hannah) to get their input when we have the meeting. **Commissioner Beach** motion to schedule an informal hearing on the sign ordinance and to make it a point of the topic "Inflatable Signs".

Commissioner Miller asked if either of the signs have anything written on them.

Mr. Clark explained that they don't need to have any writing on them to clearing be a sign. They are meant to draw your attention.

Chairman Lambert said that if the sign ordinance is going to be opened back up that the commissioners need to be a little more comprehensive so that it is not being review every couple of years.

Commissioner Justice seconded the motion. **AIF.**

Comprehensive Plan – Review of the maps.

Scott Clark explained that the commissioners were tasked with reviewing Chapter 1 and 7 of the Comprehensive Plan. The chapters were reviewed paragraph by paragraph. Mr. Clark made notes of changes discussed and suggested by the commissioners for chapters 1 and 7.

COMMENTS FROM COMISSIONERS

Next meeting: TBD

ADJOURNMENT

Chairman Lambert adjourned the meeting at 9:45 p.m.

Chairman Lambert

Judy Justice, Co-Chairperson

ATTEST:

Kerri Murphy, Recording Secretary

Chapter 13

ECONOMIC DEVELOPMENT

13.1 Purpose and intent.

Maintaining a healthy economy is important to the quality of life in Eatonville. This chapter provides a description of current economic conditions as well as broad goals and specific objectives to ensure Eatonville becomes more economically vibrant in the future.

13.2 Vision.

In 2032, Eatonville has become known for its nearby parks, recreational opportunities, and its leadership on salmon restoration activities, drawing visitors to these attractions and providing a boost to local businesses. Marketing partnerships between the Town, the National Park Service, and neighboring communities have increased the number of Mt. Rainier visitors who stop in town before or after a trip to the mountain. The central business district is the retail focal point of the greater Eatonville community, and a successful marketing campaign has increased residents' local purchases. Many diverse businesses now operate in Eatonville, meeting the residents' needs and appealing to visitors, too.

13.3 Economic development issues facing Eatonville.

As a small town in rural Pierce County, Eatonville has a number of challenges in creating a strong economic base. Rapid population growth combined with declining natural resource-based industries has made the Town a bedroom community, with many more residents than jobs. Its small population creates a challenge in attracting and retaining retail, forcing residents to travel to neighboring communities to purchase goods. However, Eatonville has a number of assets that can help it grow a healthier local economy, including its location near Mt. Rainier, local parks and recreation facilities, environmental restoration work, and its role as the hub of a strong school district. The task for the Town and its residents and businesses is to come together to capitalize on these assets and strengthen the local economy.

13.4 Previous planning.

The Town of Eatonville and its partners have completed several plans that relate to economic development in the past 15 years, including the Community Action Plan (2000), Comprehensive Plan update (2005), and Town Center and Corridor Study (2007). The Community Action Plan identified Eatonville's location near Mt. Rainier and other outdoor attractions as a key asset that is not being capitalized on. The plan included a range of goals, including more stores to serve local residents, the creation of a Town Plaza, more stops by Mt. Rainier visitors, downtown street improvements, new residents downtown who patronize local businesses, maintenance of historic buildings, and development at the old mill site at Madison Avenue and Center Street. The Town Center and Corridor Study focused on improving the physical layout and environment of

Eatonville's Town Center to encourage a more lively business district with more customers.

Some progress has been made on these economic development goals, including establishment of a Visitor Center in 2009 and a new, pedestrian-friendly streetscape on Mashell Avenue. But the Town is still far from its goal of being a major tourist stop for visitors to Mt. Rainier and budget constraints limit the Town's ability to invest in tourist facilities or marketing.

13.5 Public Input.

Eatonville residents and business owners were asked for input for the development of this plan update at a public meeting held March 31, 2012, and an online survey. The public meeting, which was attended by about 40 residents, included a table on economic development as well as a large group discussion that included economic development issues. Economic development issues raised by participants include:

- Many residents aren't aware of the businesses currently in Town. Better marketing and signage could increase local purchasing.
- Eatonville has a large number of retired and older residents. More facilities for older residents, such as a retirement home and more health-care options, would help these residents stay in Eatonville.
- Businesses on Washington Avenue should not be left out of discussions about the central business district.
- The Town needs more stores that sell basic goods for local residents, including clothing.
- There is potential for industrial development in the Lynch Quarry area.
- There is a lack of jobs in Town for young people.
- Eatonville's lower sales tax rate provides an advantage compared with neighboring communities.
- There's an opportunity for tourism based on the Old Mill site.
- The Town government could make it easier for businesses to operate in Eatonville, including approving better signage.

The online survey was publicized to local businesses and residents and was answered by 36 people. When asked what Eatonville's major assets are, the most popular answers were "location near Mt. Rainier," "natural beauty and nearby parks," "strong school system," and "an involved community." Another survey question asked, "What types of businesses would you like to see more of in Eatonville?" The highest number of responses (28) was retail stores, followed by restaurants (23), recreation-related businesses (23), and industrial businesses (15). Ten people responded with "other," which included lodging, a brewpub, a gas station, and assisted adult housing. An open-ended survey question asked, "What types of stores would you like to see more of in Eatonville?" Popular answers included: a new or bigger grocery store, a general merchandise or department store, a bowling alley, an ice cream parlor, restaurants, gift shops, brewpubs, a gas station, and outdoor recreation stores. Some survey respondents were in favor of chain stores and restaurants, whereas others passionately objected to chains. See Appendix X for details on survey responses.

13.1

13.6 CURRENT ECONOMIC ENVIRONMENT

13.16.1 Population and Labor Force. The economy of a community is measured by the people who live there and the investments they have made therein. Eatonville is a small community, in comparison to many others, and the investments therein are modest at best. The potential to excel and achieve greatness is ever present. U.S. Census statistics for the south Puget Sound Region, spanning from Seattle to Olympia to Bremerton, the Town of Eatonville registered the highest ten year median household income growth rate from 1989 to 1999, at 46.2 percent. In 1989, Eatonville ranked 53rd amongst South Sound municipalities in median household income. In terms of dollars, the median household income went up from \$29,900 in 1989 to \$43,700 in 1999. For comparison purposes, the 1999 median household income in Seattle amounted to \$45,700, to \$37,900 in Tacoma and to \$31,000 in Bremerton.

Eatonville's population increased by 27 percent between 2000 and 2010, from 2,013 to 2,758; this includes 992 households and 714 families (2010 U.S. Census). Ninety percent of Eatonville residents are white and 50 percent of the population consists of people age 25 to 65. Owner-occupied housing is the majority with 692 units, while renters make up 300 units (2010 U.S. Census). In 2010, the median household income in Eatonville was \$59,267, according to American Community Survey estimates, higher than the Pierce County median of \$57,869 but lower than the Seattle median of \$60,665.

The projected 20-year growth rate for Eatonville is 3.5 percent per year, which exceeds the Pierce County growth rate and most communities therein (Town of Eatonville 2005, 13-2). Population in Eatonville is projected to grow to 5,757 by the year 2032. Table 13-1 displays Eatonville's historic growth rate.

Population of the Town of Eatonville has grown steadily over the years. From 1990 to 2000, population in Eatonville grew from 1,374 persons to 2,012 persons, at a rate of 3.7

**Table 13-1
Population Forecasts**

Year	Historic and Projected
1990	1,374
1993	1,545
2000	2,012
2002	2,070
2010	2,726
<u>2012</u>	<u>2,775</u>
2014	3,128 3,153
2022	4,120
<u>2032</u>	<u>5,757</u>

Growth rate 1990-2000

3.7 per cent per year

Growth rate 2002-2022

3.5 per cent per year

~~per year. Population in Eatonville is forecasted to grow from 2,070 in 2002 to 4,120 in the year 2022. The twenty year growth rate is forecasted at 3.5 percent per year. This growth rate exceeds the growth rate of Pierce County and most communities therein. The forecasted twenty year population growth numbers are shown in Table 13-1.~~

~~According to year 2000 U.S. Census, ~~o~~Of the 2,012 persons residing in Eatonville in 2000, 889 were in the labor force (U.S. Census data), whereas in 2010, the population of 2,758 included 1,203 in the labor force. Labor force participation rate in Eatonville in 2012 was 71.3 percent, with 1,274 persons in the labor force of the 1,787 persons of working age (between ages of 16 and 64). Labor force participation in Eatonville in 2012 is shown in Table 13-2.~~

~~Labor force participation rate in Eatonville is 83.2 percent, considering that 1,068 persons are in the labor force age group, those between ages of 20 and 64. Labor force participation in Eatonville in 2000, as reported by the U.S. Census, is shown in Table 13-2.~~

**Table 13-2
Labor Force Participation, Number of Workers
Year 2000 and 2012**

Industry	<u>Persons 2000</u>	<u>2012*</u>
Agricultural, forestry, hunting, mining	42	<u>29</u>
Construction	71	<u>79</u>
Manufacturing	85	<u>134</u>
Wholesale trade	31	<u>56</u>
Retail trade	137	<u>142</u>
Transportation, warehousing, utilities, transportation	60	<u>67</u>
Information	22	<u>32</u>
Finance, insurance, real estate	16	<u>101</u>
Professional, scientific, managerial, administration	54	<u>118</u>
Educational, health, social services	202	<u>242</u>
Arts, entertain, recreation, accomodate., food services	64	<u>86</u>
Other services	48	<u>68</u>
Public administration	57	<u>49</u>
Total	889	<u>1203</u>

* Based on American Community Survey estimates

~~13.16.2 **Employment.** On the employment side, Eatonville is matching its growth rates in median household income and in population growth. Employment in Eatonville grew from 508 employees in 1990 to 1,123 employees in 2000, a growth of 121.1 percent or 7.5 percent per year. Employment forecast from 2002 to 2022 is shown in Table 13-3.~~

~~In 2012, there were 1,203 employees in Eatonville and an estimated labor force of 1,787 (American Community Survey). The labor force forecast from 2012 to 2022 is~~

shown in Table 13-3, indicating that the number of persons of working age is expected to increase consistently in coming years at a rate similar to the growth in population. As detailed in Eatonville's Buildable Lands Analysis and as shown by the expected population growth through the year 2032, the number of jobs and the need for jobs will increase. Therefore, an important goal of the Town is to encourage the development of businesses that will provide jobs for future residents.

**Table 13-3
Employment Labor Force Forecasts**

Year	Historic and Projected
1990	508
1993	558
2000	1,123
2002	1,324
2010	1,677
2012	1,787
2014	1,887
2022	2,400

Growth rate 1990-2000 7.5 per cent per year
Growth rate 2002-2022 3.0 per cent per year

13.16.3 Income.

~~Median household income in 1999 was \$43,681, as reported to the U.S. Census. Of the 723 households, 571 or 79.0 percent, had earnings in addition to employment income, raising the mean household income to \$54,169. Of the total, 190 households or 26.3 percent received social security payments and an additional 19 households or 2.6 percent, received supplemental security income. The median family income amounted to \$50,733 and the per capita income to \$19,513. A male, employed full-time and year-round, earned \$41,950 and a female employed full-time, year-round earned \$25,380. The mean retirement income in Eatonville was \$15,229.~~

~~The household income in 1999 by income category is shown in Figure 13-4. Of the total 723 households, 168 households, or 23.2 percent earned somewhere between \$50,000 and \$74,999.~~

According to Census data and ACS projections, the median income had risen to \$59,267 by the year 2010. The majority (60 percent) of Eatonville household incomes range from \$25,000 to \$100,000, while 27 percent of households earn between \$50,000 and \$75,000 (American Community Survey, 2006-2010). The median household income is estimated at \$59,267 and is expected to increase to \$64,551 by 2016 (ESRI Business Analyst Online 2010, Demographic and Income Profile Report), and will presumably continue to rise in subsequent years.

13.16.4 Retail Sales.

~~E.D. Hovee & Company, in their report to the Eatonville Chamber of Commerce in June 2000, reported that Eatonville trade area population of 7,259 persons in 1998 generated a total income of \$119,076,636. Of that total income \$26,574,170 or 22.3~~

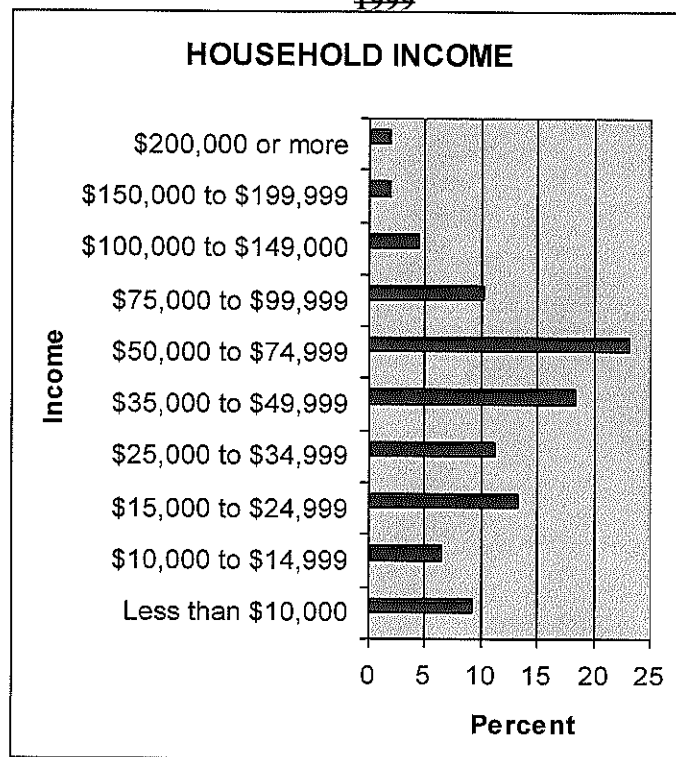
percent was expended on taxable retail purchases in Eatonville. Hovee goes on to estimate that \$57,644,000 in retail sales was expended someplace other than Eatonville. Economists call this retail sales leakage.

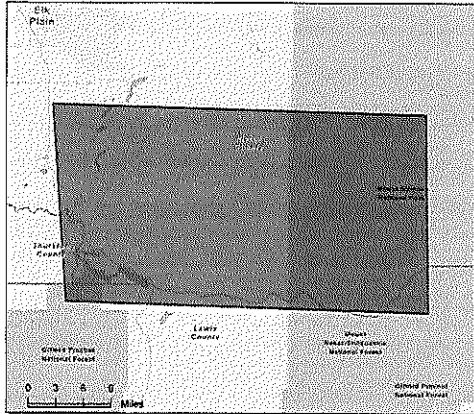
Most Eatonville residents are spending their disposable income outside the town boundaries; this is called retail sales leakage and it remains one of Eatonville's major challenges.

Retail sales leakage is calculated by comparing the proportion of available income spent by Eatonville trade area residents on local taxable goods (taxable retail sales) to the proportion spent by the average Washington State resident on taxable goods. A typical Washington resident spends approximately 70 percent of income on taxable goods. However, a typical Eatonville resident spends only 22 percent of income on taxable goods in Eatonville. Thus, about 48 percent of the typical purchases of taxable goods by Eatonville trade area residents are being made outside the Town. For every dollar spent on taxable retail sales in Eatonville, two dollars are spent somewhere else.

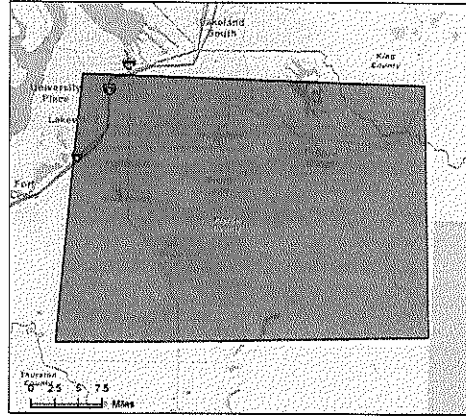
The Eatonville Trade Area, as shown in the map below, represents the Town's consumer base and follows the approximate boundaries of the Eatonville School District. This encompasses the nearby residents that theoretically could travel to Eatonville to purchase goods. The Competitive Trade Area, shown below, encompasses the main economic/retail centers within reasonable distance of the Town; this indicates where retail sales from Eatonville businesses are being lost. The competitive trade area is a large portion of the surrounding area in Pierce County and includes Puyallup, Graham, and neighboring communities.

Figure 13-4
Household Income
1999





Eatonville Trade Area



Competitive Trade Area

Table 13-4 details leakage/surplus factors for individual industries, comparing the retail sales purchases in the Eatonville Trade Area to the Competitive Trade Area. Red numbers indicate industries that are currently experiencing retail leakages, meaning that these are industries that draw consumers into the Town to make purchases. Alternatively, green numbers indicate industries that are experiences surpluses, meaning that these industries are underperforming economically, and therefore have a surplus of potential sales. Bold numbers highlight which trade area is currently performing better for each industry. As detailed in the graph, many industries in Eatonville are underperforming, losing potential sales to industries in the Competitive Trade Area and other surrounding markets.

Table 13-4
Retail Leakages

<u>Industry</u>	<u>Eatonville Trade Area</u> <u>(Leakage/Surplus)</u>	<u>Trade Area</u> <u>Competition</u>
<u>Motor Vehicle & Parts Dealers</u>	<u>78.9</u>	<u>-22.4</u>
<u>Food & Beverages Stores</u>	<u>-2.8</u>	<u>-3.2</u>
<u>Health & Personal Care Stores</u>	<u>14.2</u>	<u>12.8</u>
<u>Gasoline Stations</u>	<u>-7.5</u>	<u>21.0</u>
<u>Clothing & Accessories Stores</u>	<u>97.5</u>	<u>-8.7</u>
<u>Sporting Goods, Hobby, & Book Stores</u>	<u>63.6</u>	<u>-25.1</u>
<u>General Merchandise Stores</u>	<u>65.4</u>	<u>10.5</u>
<u>Miscellaneous Retailors</u>	<u>59.2</u>	<u>20.2</u>
<u>Non-Store Retailers</u>	<u>79.3</u>	<u>0.9</u>
<u>Food Services & Drinking Places</u>	<u>29.1</u>	<u>7.4</u>

Industries such as full-service restaurants, food stores, and beer, wine, and liquor stores, though few in number, are all present within the Eatonville Trade Area and have the potential to draw consumers into the Town. On the other hand, retail sub-industries such as clothing, specialty food, furniture, and automotive retailers are lacking within the Town, compelling residents to travel to neighboring areas to make purchases. In the years to come, the Town must focus on innovative ways to capture residential spending and draw in a larger consumer base to increase the sale of taxable goods.

15.1.5 Property Values:

~~Property values in Eatonville have gone up as a result of increased value of properties, annexations, new construction and renovation. Property values in 1998 amounted a total of \$ 84.1 million. By year 2000 the total property value had risen to \$ 98.1 million and 2003 to \$ 120.5 million. The municipality carries very little debt.~~

13.46.5 Infrastructure and Land Use.

~~In 2004, Eatonville has the capacity to supply water to the normal 40 connections per year. In 2005 Eatonville's capacity to provide water has increased to guarantee the supply for normal growth for the next six to eight years. Thereafter, Eatonville needs to expand its water system to service additional customers. How Eatonville proposes to accomplish that is discussed in greater detail in the following chapter.~~

~~Having recently completed the construction of a modern wastewater treatment plant, Eatonville has adequate wastewater treatment and collection capacity to service twice the current population. Enlargement and extension of sewer line needs to take place as development occurs.~~

One of the purposes of this Comprehensive Plan is to ~~assure~~ ensure that there is an adequate supply of land available for residential, commercial, and industrial development expansion. Chapter 10 lays out the provisions for accommodating the forecasted residential, commercial, and industrial growth and their respective land consumption demands. Therefore, there is adequate land to accommodate the forecasted land consumption needs. The current Buildable Lands Analysis, completed by the H2 Consultants group, details the amount of land available and how it will be designated at the time of development. It is imperative that an efficient amount of land is dedicated to the creation of commercial properties to provide jobs and increase the tax base of the Town.

13.2 GOALS AND POLICIES

~~13.2.1 Goal. Promote and encourage Eatonville's continued development as a commercial, light industrial and employment center in the southeastern part of Pierce County.~~

~~13.2.2 Policies:~~

- ~~1. Encourage the role of the central business district as the location of retail services, personal and professional services and public amenities.~~

- ~~2. Promote the development large scale businesses and retail facilities requiring large parcels of land that are not available in the central business district to locate in appropriately zoned commercial and light industrial land, such as the old mill site.~~
- ~~3. Promote the development of medical facilities within Eatonville to provide for improved access to health care for residents.~~
- ~~4. Develop a business retention program to ensure the continued viability of existing businesses.~~
- ~~5. Encourage coordination among the Town and area banks and lending institutions to form a database of information including land inventories, development processes, financing, technical assistance, loans and grants, and venture capital sources.~~
- ~~6. Identify light industries or manufacturing activities that will be compatible with the Town and its surrounding area.~~
- ~~7. Promote and encourage the development of clean industries that provide family wage jobs such as software development, telecommunications and other technologically advanced businesses.~~
- ~~8. Improve access to local services and businesses by improving parking in the central business district, enhancing dangerous intersections, and providing direction information and signage.~~
- ~~9. Assist the development and location of additional retail uses and restaurants in the central business district.~~
- ~~10. Capitalize on tourism opportunities by strengthening Eatonville's central business district as a draw for tourist, provide public restrooms, and work with tour bus operators to organize stops in Eatonville.~~

~~13.2.3 Goal. Promote the increase of quality residential, commercial and light industrial development that adds to and increases the overall real estate tax base of Eatonville.~~

~~13.2.4 Policies.~~

- ~~1. Assure that there is adequate water and sewer capacity to service new residential, commercial and light industrial development.~~
- ~~2. Assure that adequate land supply exists for development of new residential, commercial and light industrial development.~~

- ~~3. Assure that road access can be provided to new residential, commercial and light industrial developments.~~

~~13.2.5 Goal. Land development decisions shall support and enhance the economic vitality of the Town by maintaining and increasing employment opportunities, professional and personal services and retail sales within the town boundaries, including the urban growth area.~~

~~13.2.6 Policies:~~

- ~~1. In so far as possible businesses should be protected from incompatible uses on adjacent properties.~~
- ~~2. The Town shall seek to have land available for business expansion and new business development.~~
- ~~3. The Town will vigorously oppose development outside Town limits that are likely to drain retail sales from businesses within the Town, unless the outside area is annexed to the Town.~~
- ~~4. The Town will seek to accommodate within the Town boundaries all development that if they were located outside of Town boundaries would have serious adverse effects on the economic vitality of the Town.~~
- ~~5. The Town will seek agreement, such as an interlocal agreement, with Pierce County that any commercial or industrial development proposed within the Eatonville urban growth area is serviced by Town owned utilities and annexed to the Town.~~

~~13.3 ACTION STRATEGIES~~

- ~~1. Rezone the old mill site as a planned unit development and prepare master plan for the mill site development.~~
- ~~2. Create the central business district mixed use zoning district and revise the zoning on various properties.~~
- ~~3. Provide measures to encourage historic preservation and adopt design guidelines.~~
- ~~4. Improve central business district parking.~~
- ~~5. Install traffic signal at the Washington and Center Street intersection.~~
- ~~6. Provide sidewalk and landscaping improvements on Washington Avenue.~~

- ~~7. Encourage “train to mountain” efforts and explore the depot construction and location.~~
- ~~8. Provide improvements to the Madison to Alder Street corridor.~~
- ~~9. Establish a local committee to advocate expanded health services in Eatonville.~~
- ~~10. Revise Eatonville’s form of government from “Town to City.”~~
- ~~11. Continue to work closely with the National Park Service on their Gateway Communities Program.~~
- ~~12. Work with tourist bus operators to make consistent stops in Eatonville.~~
- ~~13. Celebrate Eatonville’s heritage through existing and new festivals and public events.~~

13.7 Goals and Objectives

13.7.1 GOAL ED-1: Attract new businesses and retain existing businesses to improve the tax base and economic vitality of the Town.

Objective 1a: Encourage development that will increase employment in Eatonville.

- Attract new commercial and industrial business to appropriately zoned areas.
- Promote large-scale industrial and retail facilities in zones with appropriately large parcels.

Objective 1b: Encourage home-based businesses and people working at home to help the local job market become more flexible.

- Draw more high-tech business such as IT and distance education.
- Market Eatonville as a community with a high quality of life, high-speed internet service, and community gathering spaces, such as coffee shops, for self-employed individuals to work and congregate.

Objective 1c: Reduce consumer leakages and enhance competitive power of local business.

- Provide incentives to concentrate new development within town limits on lots that are currently undeveloped.
- Explore the feasibility of attracting industries in which local residents are currently purchasing goods outside of town, using methods such as market analysis, community surveys, or trade area surveys. Examples of business types include:
 - Motor vehicle and parts dealers
 - Furniture and home furnishings stores
 - Building materials, garden equipment, and supply stores
 - Clothing and clothing accessories stores

- Sporting goods, hobby, book, and Music stores
- General merchandise stores
- Non-store retailers
- Stimulate local consumption at businesses listed below; these industries are already present in Eatonville and can be better supported by the current Town population.
 - Electronics and appliance stores
 - Food and beverage stores
 - Health and personal care stores
 - Gasoline stations
 - Miscellaneous retailers
 - Food services and drinking places

Objective 1d: Maintain relationships with the Nisqually tribe and environmental organizations to continue to restore salmon habitat. A pristine environment and healthy salmon populations will help make Eatonville attractive to businesses, residents, and visitors.

Objective 1e: Develop a business retention program to ensure the continued viability of existing businesses.

- Implement a periodic survey of local businesses to identify needs and locate funding for businesses assistance.
- Initiate regular meetings of Town leaders, businesses, and the Chamber of Commerce to discuss issues, challenges, and solutions.

13.7.2 GOAL ED-2: Establish more-small scale businesses in Eatonville that provide a variety of goods to the Town’s residents, minimizing the need to leave Town to accomplish daily activities.

Objective 2a: Encourage the role of the central business district as the location of retail services, personal and professional services, and public amenities.

- Ensure that residents and locals are aware of the kinds of goods and services available in Town, through advertising, improved signage, or other strategies.
- Direct commercial development to buildable lands located within the downtown commercial area.
- Ensure that transportation facilities connect new and existing residential areas to retail.

Objective 2b: Promote small and medium-sized retail uses (such as grocery and drug stores, banks, clothing, recreation, etc.) that serve residents’ needs and diversify the selection of conveniently located goods and services.

- Periodically conduct a market analysis, including an assessment of sales leakages, to identify the types of businesses Eatonville could support. Work with the chamber of commerce to ensure that the results of the analysis are made available to all local businesses.

- Explore the Community's interest in a farmer's market made up of small-scale vendors that could provide a variety of goods at relatively low start up costs. Measure levels of interest at local fairs, festivals, and other events that use this style of marketplace.
- Work with the local food co-op and its members to expand the variety of goods available in the store. This could help retain local spending and reduce residents' need to leave Town for daily needs.

Objective 2c: Promote the development of small-scale medical and retirement facilities within Eatonville to provide for improved access to health care for residents.

- Monitor the ability of the MultiCare health clinic on Washington Avenue to serve local residents' health-care needs.
- Advertise the presence of retired residents in Eatonville to retirement organizations. Reference a market analysis that shows the feasibility of retiree-oriented businesses or homes in Eatonville.

Objective 2d: Explore opportunities to increase visits to local businesses from students of the Eatonville School District and their parents.

- Encourage businesses to sponsor student organizations or events.
- Encourage businesses to cater goods and services to the student population, such as afterschool specials, and explore advertising in the PTA outreach.

13.7.3 GOAL ED-3: Connect visitors with Eatonville businesses and encourage them to stop in Town.

Objective 3a: Make the Visitor Center a hub for information on local attractions and businesses.

- Ensure the Center is fully staffed each summer through partnerships and volunteer programs, with particular outreach to students and seniors.
- Provide information about Eatonville businesses and amenities in the Visitor Center.

Objective 3b: Provide roadway signage for businesses, amenities, and local attractions.

Objective 3c: Market Eatonville in the Puget Sound region and beyond, including its environmental and salmon restoration activities.

- Reach out to writers for travel and outdoor magazines.
- Develop a social media campaign to market Eatonville businesses.
- Promote collaboration with the Chamber of Commerce to ensure an up-to-date Web site about Eatonville businesses.

Objective 3d: Partner with the National Park Service and nearby communities to market Eatonville to Mt. Rainier visitors.

- Work with the Park Service to explore inclusion of Eatonville business information in Mt. Rainier's Web site and brochures.
- Work closely with the Visit Rainier organization to advertise Eatonville businesses.

Objective 3e: Publicize the environmental and salmon restoration activities in Eatonville.

- Partner with the Nisqually Tribe and environmental organizations.
- Reach out to school groups for potential field trips.
- Consider starting a salmon festival to draw people and attention to Eatonville's salmon.

Objective 3f: Work with tourist bus operators to make consistent stops in Eatonville.

Objective 3g: Improve the connection between Washington Avenue and businesses on nearby streets.

13.8 Implementation.

Eatonville today has many of the same economic development challenges and goals it had in 2000. In the face of limited resources, the Town should focus on several steps to move forward, including strengthening partnerships, leveraging volunteer resources, and pursuing economic development grants and other sources of funding.

13.8.1 Implementation steps for local business growth

13.8.2

1. Build or hire a team to do market analysis to locate appropriate opportunities for Eatonville, which has great potential for development in many industries. Plans for economic development may cover many areas, but what the market needs, what the Town can support, and the competitiveness of specific areas should be researched and evaluated to lower the risk to potential investors or business owners. The result of these investigations would include:
 - The types of businesses that residents typically leave town to patronize
 - The businesses that could plausibly be located in Eatonville
 - Local business conditions
 - Analysis of the capacity of the Town for future business in specific industries
2. Based on the result of market analysis, the Town should provide incentives for industries appropriate for Eatonville through assistance with advertising, training, and tax incentives. At the same time, Eatonville should discourage businesses that are likely to fail and/or those that are not part of the Community's vision for the Town.
3. Through a business retention program, assist existing businesses with research and market information

13.8.2 Implementation steps for establishing more small-scale businesses.

Eatonville is a small town that needs small-scale businesses and vendors to provide an appropriate amount of goods and services to locals. The relatively low population, combined with the drawing power of nearby economic centers (such as Puyallup) does not create sufficient incentives for medium or large-scale businesses to locate within Eatonville. Small-scale businesses, such as those found in a farmer's market setting, or more versatile businesses, such as co-ops, may be more appropriate for Eatonville.

1. Consider creating and supporting a farmer's market in Town.

- Gauge interest among vendors at local fairs and events such as the Eatonville Arts Festival, the Spring into Health Fair, and the Community Day Celebration.
- Explore incentives to lower start-up costs, to allow for an abundance of diverse goods and keep prices down.

2. To maximize Eatonville's ability to serve residents, the Chamber of Commerce, local co-op, and businesses must constantly reassess the Community's needs. An advantage of the co-op or farmer's market model is the flexibility of these smaller businesses to adjust their merchandise to meet changing needs and trends. One way to monitor these needs is through frequent formal or informal market analyses.

- Ideally, the Town would partner with nearby schools, extension offices, or professional consultants. When these options are infeasible, surveys or reports from local businesses could suffice. These sorts of market analyses could identify categories of goods and services that are missing in Eatonville.
- Results from market analyses should be made available to the Chamber of Commerce and members of both organizations. When possible, results should include consumer demographics and trends such as the influx of student/parent presence around school hours.

13.8.3 Implementation steps for connecting visitors with Eatonville businesses.

1. Work with the Eatonville Chamber of Commerce to create a Marketing Internship position for local high school or college students to assist with advertising, social media, articles, and outreach about Eatonville businesses. The Town does not have enough resources on its own to create and implement new marketing initiatives. Having a dedicated intern position for this work is a relatively low-cost way to begin implementing increased marketing activities.
2. Develop a volunteer program to assist with Eatonville marketing activities and staffing of the Visitor Center. Utilize organizations that promote community service, such as the Washington Commission for National and Community Service (www.ofm.wa.gov/servewa/default.asp).
3. Foster greater collaboration between the Town, local businesses, community organizations, and the Chamber of Commerce for joint marketing activities. This could include holding monthly gatherings to share information, creating a strategic marketing plan, or many other activities.
4. Seek funding for economic development activities. Pursue grants to provide resources for marketing plans and partnerships and explore with local businesses the idea of a tax or fee to fund economic development activities.