

Chapter 13

ECONOMIC DEVELOPMENT

13.1 CURRENT ECONOMIC ENVIRONMENT

13.1.1 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.

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
2014	3,128
2022	4,120

Growth rate 1990-2000 3.7 per cent per year
Growth rate 2002-2022 3.5 per cent per year

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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, of the 2,012 persons residing in Eatonville, 889 were in the labor force. 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
Year 2000**

Industry	Persons
Agricultural, forestry, hunting, mining	42
Construction	71
Manufacturing	85
Wholesale trade	31
Retail trade	137
Transportation, warehousing, utilities, transportation	60
Information	22
Finance, insurance, real estate	16
Professional, scientific, managerial, administration	54
Educational, health, social services	202
Arts, entertain, recreation, accomodate., food services	64
Other services	48
Public administration	57
Total	889

13.1.2 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.

**Table 13-3
Employment Forecasts**

Year	Historic and Projected
1990	508
1993	558
2000	1,123
2002	1,324
2010	1,677
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

13.1.3 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.

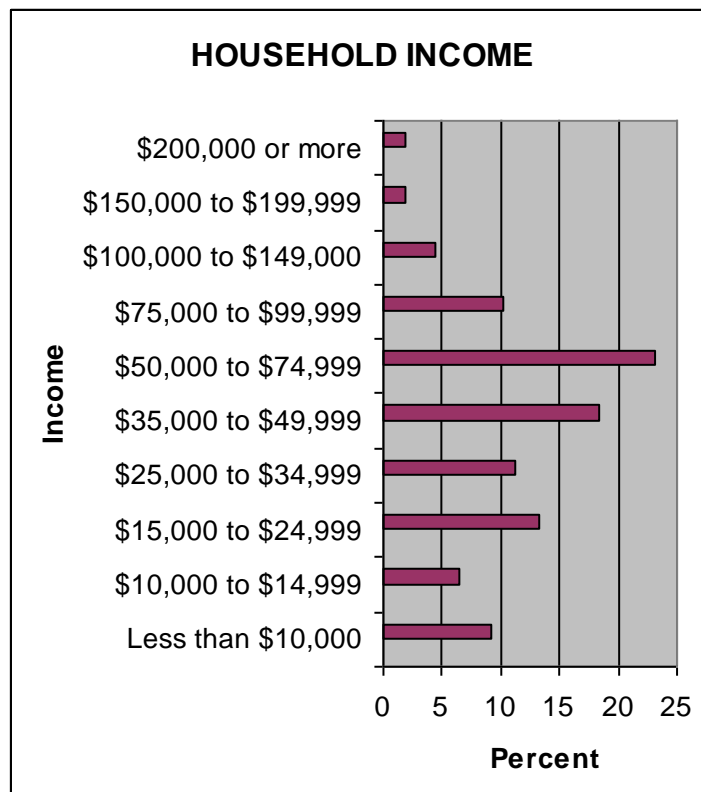
The household income in 1999 by income category is shown in Figure 13-4. Of the total 723 households, 168 households, or 23.2 percent earned somewhere between \$50,000 and \$74,999.

13.1.4 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.

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 spent outside Eatonville. In Eatonville every dollar spent on taxable retail sales, two dollars are spent somewhere else.

**Figure 13-4
Household Income
1999**



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.

13.1.5 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 that there is 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.

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.

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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.

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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.