

RESOLUTION NO. 228

**A RESOLUTION OF THE CITY OF UNIVERSITY PLACE, WASHINGTON,
RATIFYING AND CONFIRMING THE CITY OF UNIVERSITY PLACE TOWN
CENTER PLAN ADOPTED MAY 17, 1999.**

WHEREAS, on May 17, 1999 the City of University Place City Council passed Resolution No. 220 adopting the City of University Place Town Center Plan establishing urban design concepts for the town center area focusing on improving traffic circulation and accessibility, enhancing the civic center, creating gateways, and introducing public amenities, and also identifying strategies for implementation; and,

WHEREAS, the agenda bill accompanying Resolution No. 220 stated that final housekeeping edits would be made to the Town Center Plan and that it (the Town Center Plan) would be brought back to the City Council for confirmation and ratification at a subsequent date; and,

WHEREAS, the housekeeping edits have been completed and have now been incorporated into the final text; **NOW THEREFORE,**

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF UNIVERSITY PLACE,
WASHINGTON, AS FOLLOWS:**

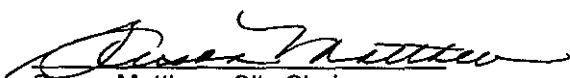
Section 1. Ratify and Confirm. The City of University Place City Council ratifies and confirms that the University Place Town Center Plan attached as Exhibit "A" is the true and correct copy of the Town Center Plan as adopted by the City Council on May 17, 1999.

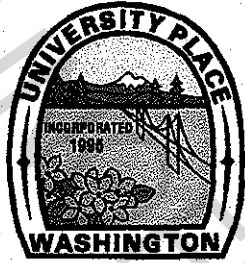
Section 2. Effective Date. This resolution shall take effect immediately upon adoption.

ADOPTED BY THE CITY COUNCIL ON AUGUST 2, 1999.


Debbie Klosowski, Mayor

ATTEST:


Susan Matthew, City Clerk



City of University Place Town Center Plan

Adopted May 17, 1999

TABLE OF CONTENTS

List of Figures and Tables

iii

PART I. INTRODUCTION

Purpose	1
Relationship to the Comprehensive Plan	3
Plan Objectives	4
Study Area	4
Plan Organization	6
Public Process	6

PART II. BACKGROUND AND EXISTING CONDITIONS

Planning and Land Use	9
Comprehensive Plan Map and Zoning Designations	10
Existing Land Use	10
Economic Environment	11
Plan Assumptions Based on Existing Conditions	14
Opportunities and Constraints	15

PART III. THE TOWN CENTER PLAN

Vision	17
Town Center Design Concepts	18
Improve Traffic Circulation and Accessibility	18
Enhance Civic Center	28
Create Gateways	29
Introduce Public Amenities	31
Subarea Analysis	33
A. 40 th Street to 44 th Street	33
B. Green Firs Community Shopping Center and 40 th St.	36
C. Albertson's Community Shopping Center	38
D. Civic Center	40
E. Civic Center to 35 th Street (east of Bridgeport Way)	42
F. North of Green Firs Community Shopping Center)	44
North and South Transition Areas	46
Timing of Redevelopment	
Factors Affecting Redevelopment Timing	47
Redevelopment Scenario	48

TABLE OF CONTENTS CONTINUED

PART IV. THE IMPLEMENTATION STRATEGY

Strategies	51
Capital Facilities Planning	51
Design Standards	54
Monitor and Revise Development Regulations	55
Coordination and Partnerships	55
Development and Marketing Assistance	55
Acknowledgements	57

LIST OF FIGURES AND TABLES

Figure

1	Vicinity Map	2
2	Study Area	5
3	Comprehensive Plan Future Land Use Zoning Map	12
4	Existing Land Use	13
5	Town Center Aerial Photo (1999)	19
6	Town Center Illustrative Plan - 2020	21
7	Circulation Improvements (0-20 years)	24
8	Town Center Subarea Map	32
9	Subarea A – 40th Street to 44th Street (both sides of Bridgeport Way)	35
10	Subarea B – Green Firs Community Shopping Center and 40 th Street (west side of Bridgeport Way)	37
11	Subarea C – Albertson's Community Shopping Center (northeast corner of 40 th Street and Bridgeport Way)	39
12	Subarea D – Civic Center, north from Albertson's Shopping Center to 37 th Street (east side of Bridgeport Way)	41
13	Subarea E – Civic Center to 35 th Street (east side of Bridgeport Way)	43
14	Subarea F – North of Green Firs Community Shopping Center to 35 th Street (west side)	45
15	Redevelopment Timeframe	50

Table

1	Capital Facilities Plan - Town Center Projects	54
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Part 1

Introduction: A New Plan for University Place

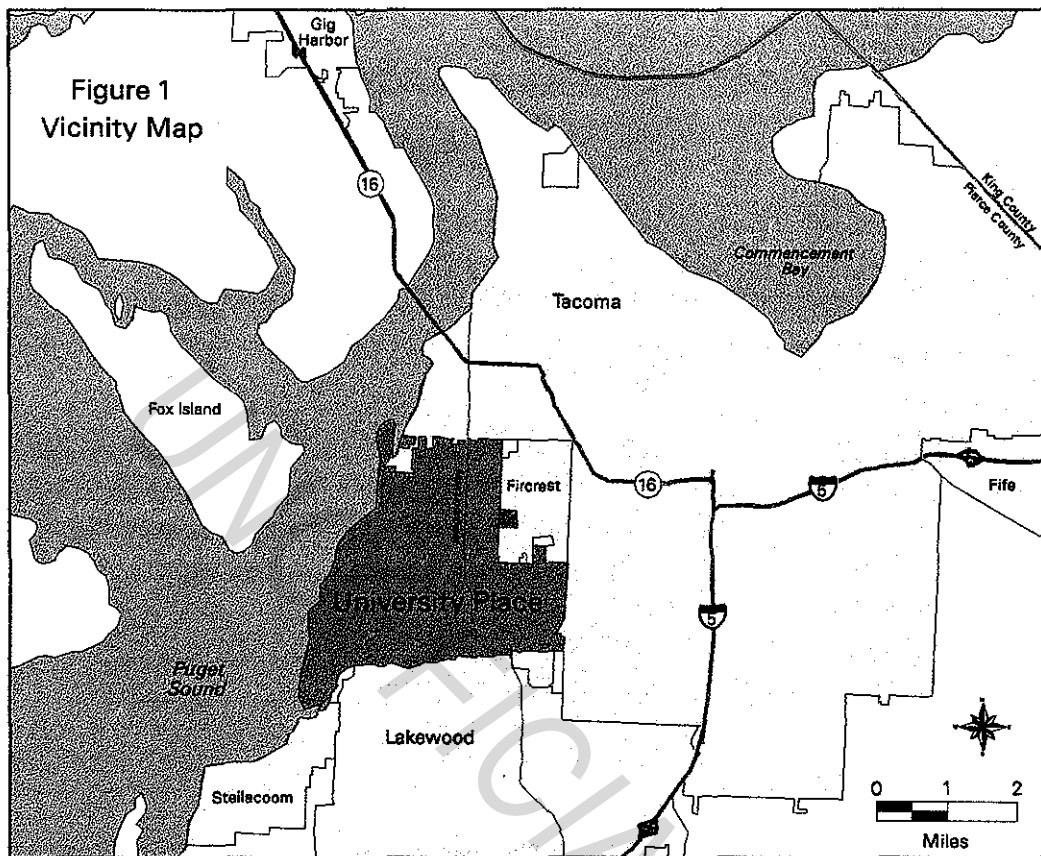
Purpose

The City of University Place, Washington is a relatively new city that incorporated on August 31, 1995. It is located south and west of the City of Tacoma with four miles of shoreline on Puget Sound (see Figure 1). The city features spectacular views of Puget Sound and the Olympic Mountain range to the west and Mount Rainier to the southeast. Downtown Tacoma is less than ten minutes away and Seattle is about 40 minutes away.

While it is a young city, the community is long-standing. University Place was first surveyed as a town site more than 128 years ago. Yet, historically University Place has had no distinctive downtown. The once rural area grew over time into a suburban center without benefit of an overall development plan. As a result, a distinctive traditional "downtown" never evolved. To attract high quality development and to provide a vibrant place to live and work, University Place needs a defined civic and business core. This core, or town center, would instill a sense of pride, belonging, and ownership to the community.

As the community grew, commercial areas developed along several arterial roads, and particularly along Bridgeport Way (Bridgeport Way), the major north-south arterial in the city. Large irregular lots along Bridgeport Way were subdivided from what had been farms and forest. Market forces and the existence of the major arterial produced a pattern of auto-oriented strip commercial development with few public amenities. The minimal street infrastructure which was required by Pierce County standards provided neither efficient traffic circulation, nor sidewalks for pedestrians.

Today University Place is a community with many residents who live close to the town center. Yet, direct walking routes between residential areas and the town center do not exist. For example, while there are two community shopping centers at the intersection of 40th Street and



Bridgeport Way, there are no convenient pedestrian connections to them from nearby multi-family and single family neighborhoods.

If pedestrian linkages were established, city residents could walk and bicycle to local businesses, the library, post office, and City Hall. In addition, creation of a secondary street grid could improve local traffic circulation within the central business area and reduce local traffic along Bridgeport Way.

These considerations created the impetus for a Town Center Plan which could realize the community vision of a more compact, walkable area that is the focal point for civic activities, shopping and recreation. The plan outlines an incremental approach to transforming the core of University Place from a suburban strip to an inviting, mixed-use activity center. New streetscapes, sidewalks, trails, a central green park, public plazas, and well-designed commercial buildings are all part of the vision. University Place will achieve the features of a town center by creating a secondary street grid and pedestrian network and by integrating public

buildings—City Hall, the library, and public safety facility—into the existing fabric of the business district.

A plan is only the beginning. Efforts to promote change must address economic issues, involve the business and residential community, and gain mutual commitments to achieve a shared vision. Working with the existing development pattern is a basic element. The City, along with the private sector, must identify what works, what doesn't, what can change, what will not, and how future development can fit with the new vision of the city.

Relationship to the Comprehensive Plan

The Town Center Plan establishes a vision and guidance on how the city can redevelop its central business area. This Plan primarily builds upon goals and policies in the Comprehensive Plan's Community Character Element. It outlines the pattern and character for future development in and around the Town Center. The Town Center Plan is to be consulted during review of individual development projects so that well-integrated and coordinated design and appearance is achieved along with improved pedestrian connections and traffic circulation.

Specifically, Comprehensive Plan Community Character Element, Goal CC2 states,

"Provide a well designed pedestrian friendly and community oriented Town Center". (Comprehensive Plan Community Character Element, Page 7-6.)

Several Comprehensive Plan policies support this specific goal. This Town Center Plan addresses these and other Comprehensive Plan policies by encouraging:

- ◆ Development of key distinctive focal points
- ◆ Off-street parking to the rear of buildings where possible
- ◆ A safe, physically attractive city with ample trees, landscaping and public art
- ◆ Connections between the Town Center and nearby neighborhoods
- ◆ A variety of public spaces
- ◆ Safe pedestrian crosswalks at regular intervals.

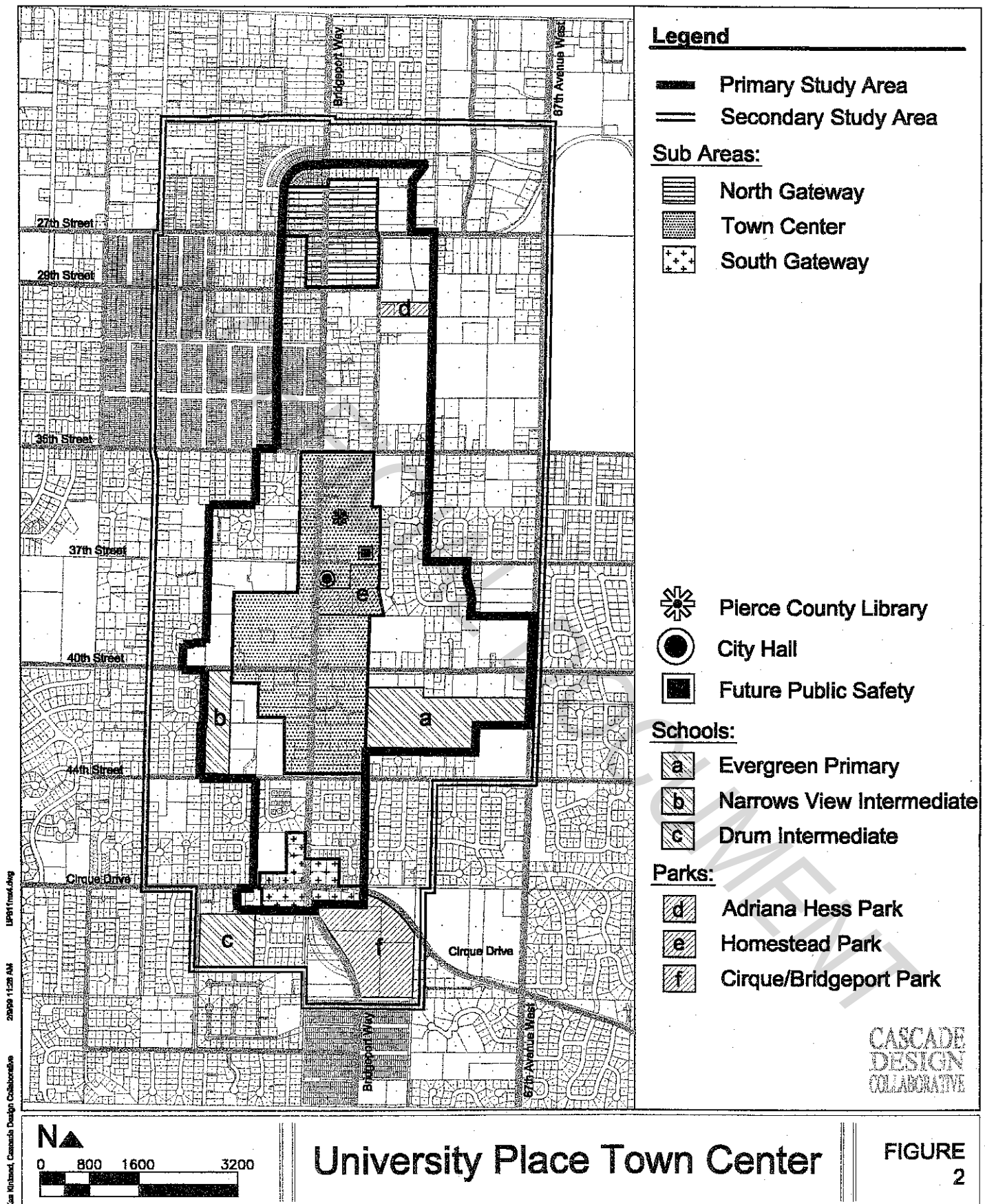
Plan Objectives

This Plan offers more focused objectives for Town Center development and builds upon the direction provided in the Comprehensive Plan. The following list provides the beginning point to forge a new community image, improve economic climate, make better use existing resources and institute higher standards for development.

- ◆ Promote economic development opportunities through **strategic public investments.**
- ◆ Achieve **quality development** through development standards that address compatibility, scale, and pedestrian needs.
- ◆ Promote the **efficient use of public infrastructure and urban services.**
- ◆ Take advantage of existing **land resources, streets and utilities** by encouraging redevelopment and infill.
- ◆ Provide **alternative traffic and transportation systems** for pedestrians, bicycles and local traffic.
- ◆ Enhance the types, size and hierarchy of spaces by **adding civic spaces, public areas**, and generally increasing diversity of spaces in the Town Center.
- ◆ Promote **diversity of economic opportunity** by encouraging more pedestrian oriented businesses.

Study Areas

The Town Center Plan focuses on the heart of the civic and commercial elements in the community. There are two study areas. First, a **primary study area** extends approximately one-quarter mile deep on each side of Bridgeport Way from just north of 27th Street to just south of Cirque Drive (see Figure 2). A **secondary study area** encompasses a broader area of about one half mile on each side of Bridgeport Way. It has been included to ensure that the surrounding residential neighborhoods connect to the town center area, local schools and parks.



Plan Organization

The Town Center Plan is organized around the following key components:

A discussion of **background and existing conditions** that summarizes existing land use, economic, and physical conditions in the Town Center area. It summarizes where we are now as a point of reference for what the City hopes to achieve in the future.

An **urban design concept plan** that illustrates how a pedestrian oriented town center might appear in the year 2020. This includes a public improvement program for streets, pedestrian links, open spaces, and a civic center. The new streets and pedestrian connections, which link Bridgeport Way commercial uses to the adjacent residential areas, will provide an initial grid system for the town center area. The conceptual layout shows an improved **multi-modal circulation system** of streets, pedestrian connections and efficient shared parking.

Identification of potential **public** improvement projects and **private** redevelopment possibilities. The plan describes how public investment can be a catalyst for private development to accelerate transition of the Town Center toward the desired vision.

A time-based **development scenario** showing how development might occur in various areas within the Town Center over the next 20-30 years.

An **implementation plan** identifying actions the City should take to actively promote Town Center development and implement the vision expressed in this plan.

Public Process

The Town Center Plan is guided by the goals and policies of the University Place Comprehensive Plan adopted July 1998 and the City of University Place Community Vision adopted August 1996 and revised July 1998 as part of the Comprehensive Plan process.

To determine what the community envisioned for the Town Center, the City of University Place undertook a cooperative planning process with residents, property owners and the business community when the Comprehensive Plan was being developed. This process began with a joint City Council meeting with the Planning Commission in the summer

The next step in the planning process was the formation of the Town Center Steering Committee with representatives from the business community, the City Council, and the Parks and Recreation and Planning Commissions. This Steering Committee was charged



Planning process in action.

with guiding the initial preparation of the town center plan and advising on community involvement. The Steering Committee traveled on field trips and also helped to organize community workshops, business forums, and Planning Commission study sessions.

The draft Plan was reviewed by the Planning Commission at a public hearing in October 1998 and approved for transmittal to the City Council in February 1999. The final plan was adopted in May 1999 by City Council.

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Part II

Background and Existing Conditions

Planning and Land Use

In adopting the City of University Place Comprehensive Plan in July 1998, the City Council established several revisions to the land use plan map to support the Town Center concept. These include:

- ◆ Creating a new **"Town Center"** designation that stresses the importance of pedestrian circulation and attractive, well-coordinated, and well-designed development.
- ◆ Designating approximately **90 acres as "Town Center"** to clearly delineate and establish a pedestrian friendly business and civic focal point.
- ◆ Clustering a number of residential and commercial land use designations with different intensities along Bridgeport Way to **discourage strip commercial development**. This focuses the most intense commercial development in the Town Center and promotes a distinctive and active city focal point.
- ◆ Designating additional land with **"Mixed Use"** and **"Mixed Use-Office"** designations near the **"Town Center"** to permit **residential development** in conjunction with commercial uses. Residential uses will **promote daytime and nighttime** activity in the Town Center and make it a vibrant, active area.

The Community Character Element of the Comprehensive Plan supports these revisions by defining development features which are being promoted for the Town Center.

1. Existing Comprehensive Plan Map and Zoning Designations

The Comprehensive Plan Future Land Use Map (See *Comprehensive Plan Land Use Element, Figure 1-5*) and the City's zoning map are

essentially the same map. Each uses the same designations for the same properties.

Figure 3 depicts the Land Use Plan Map and zoning designations for the town center study area. The "Town Center" is generally surrounded by "Single Family Residential" (R1), "Two Family Residential" (R2) and "Multi-Family" (MF) designations to the east and west. These residential uses in close proximity to the Town Center will provide the population base to support pedestrian development in the Town Center.

"Mixed Use-Office" (MU-O) designations exist along Bridgeport Way to the north of the Town Center (from 35th Street to about 29th Street). This provides a transition to less intensive uses as one proceeds away from the Town Center. Various plan map designations, including MU-O, MF, and Neighborhood Commercial (NC), are to the south of the Town Center along Bridgeport Way, again providing a gradual transition to lower intensity uses as one leaves the Town Center in the opposite direction. Both the 27th Street and Cirque Drive intersections at Bridgeport Way, identified as possible gateway intersections in this plan, are zoned as neighborhood shopping areas (NC).

2. Existing Land Use

Existing land uses in the study area are depicted in **Figure 4**. They generally, though not exclusively, coincide with land use designations and zoning. The Town Center includes commercial, office, and retail uses, personal services such as beauty salons, automobile oriented uses such as drive-through fast food establishments and service stations, some multi-family development, and public facilities (public library, city hall, city park, leased post office). Multi-family and single family residential uses are located to the east and west of the designated Town Center.

Bridgeport Way, between 35th Street and 40th Street, is the core of the city's retail shopping area with two large community shopping centers each anchored by a major supermarket. This is the heart of the Town Center. Further north, along Bridgeport Way from 35th Street to 29th Street, are single family, duplex and multi-family residential uses interspersed with various commercial uses including offices, retail, and auto repair. Several smaller neighborhood commercial developments exist at the 27th Street and Bridgeport Way intersection.

To the south of the community shopping centers, commercial office and retail uses and multi-family uses inter-mix until near the Cirque Drive and Bridgeport Way intersection. This intersection is characterized by a

service station, drug store, and a small convenience store. A 22-acre city-owned park (known as Cirque/Bridgeport Park) is located adjacent to the southeast corner of this intersection. A master plan process will determine future uses for this park.

Economic Environment

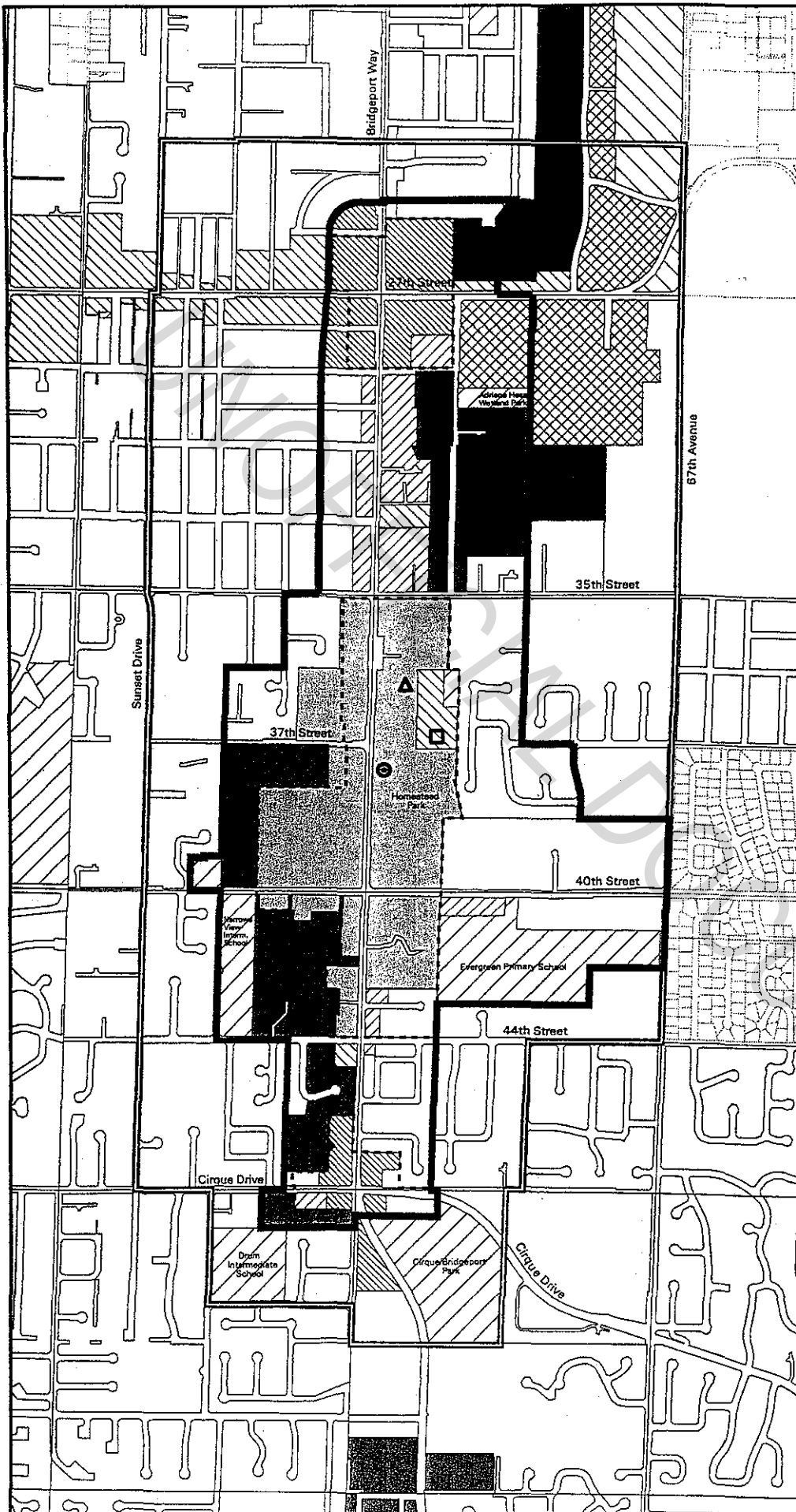
University Place is not a major employment or regional shopping center, but is characterized by businesses that serve a local geographic area and commuters along Bridgeport Way. The University Place retail market is similar in size to the area served by a large neighborhood shopping center. Approximately 100,000 people live within a 3-mile radius of 40th Street and Bridgeport Way. Many people within this 3-mile radius live in other cities (Tacoma, Fircrest, Lakewood) and are served by numerous neighborhood and community scale shopping centers, and freestanding retailers. University Place merchants must compete with similarly sized and larger merchants in those adjoining communities. Success of the local business community depends on creating a more appealing shopping environment than is offered in the surrounding communities.

Demographics of the city as an economic market area compared to the rest of Pierce County show:

- ◆ Significantly higher household incomes
- ◆ Higher level of education
- ◆ Higher percentages of executive and professional occupations
- ◆ Older average age
- ◆ Significant proportion of multifamily housing units in or near the core area, but the majority of housing in the larger market area is single family units

In addition to retail, many businesses in University Place are financial and professional services including insurance, real estate, accounting, medical, dental and other services. In 1998, there were over 1,200 businesses licensed with the city.

In 1998, the Chamber of Commerce completed a commercial market study that identifies types of businesses not located in the city and a resident survey that assesses shopping patterns and attitudes about shopping in University Place. Among the issues identified in the survey were the need for improved traffic circulation, safety, physical improvements such as sidewalks, and a greater variety of retail businesses and merchandise.



University Place Town Center

Figure 3
Comprehensive Plan
Future Land Use/Zoning

LEGEND

- R1
- R2
- Multi-Family
- Town Center
- Neighborhood Commercial
- Mixed Use
- Mixed Use Office
- Commercial
- Lt. Industrial-Business Park
- Public Facilities
- Pierce County Library
- City Hall
- Future Public Safety Facility
- Tacoma or Fircrest Parcels
- Primary Study Area
- Secondary Study Area
- Sub Areas



SCALE 1 : 16,000



Miles

map_townc_bw.aml, 23 Feb 99

R2 Resource Consultants, Inc.

University Place Town Center

Figure 4
Existing Land Use

LEGEND

-  Single Family-Duplex
-  Multi-Family
-  Churches & Clubs
-  Vacant
-  Schools
-  Utilities
-  Commercial
-  Manufacturing/Industrial
-  Public Facilities
-  Parks
-  Pierce County Library
-  City Hall
-  Future Public Safety Facility
-  Tacoma or Fircrest Parcels
-  Primary Study Area
-  Secondary Study Area
-  Sub Areas



SCALE 1 : 16,000



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 R2 Resource Consultants, Inc.

(See *Commercial Area Market Study*, University Place Chamber of Commerce, June, 1998 and *Economic Impact Assessment for Bridgeport Way Improvements*, Economic Consulting Services/Ben Frerichs, January, 1997.)

The commercial market study recommended two primary goals:

1) support businesses already located in University Place by improving traffic circulation, by assuring that permitting and zoning processes facilitate expansion and by increasing the customer base through networking and promotion; and, 2) attract complementary new retail businesses, professional service firms and home-based businesses.

This Plan is consistent with those goals.

Plan Assumptions Based on Existing Conditions

The following assumptions are based on existing conditions in the city. They provide the basis for developing realistic and achievable Plan recommendations. They include:

- ◆ Bridgeport Way is a regional transportation corridor that serves both local and regional commuter traffic. The two functions will continue to conflict as traffic volumes increase over time. To provide local access to businesses and create public open space for community gatherings it is necessary to develop a circulation system that does not depend entirely on the regional road system.
- ◆ Commercial development along Bridgeport Way serves both local and non-resident patrons. Community shopping centers, which include large grocery stores, are destinations for both residents and commuters.
- ◆ Commercial and residential development in the Town Center adjacent to Bridgeport Way will intensify over time, driven by small retail, personal service and professional office demands.
- ◆ Public gathering space and public open space amenities are desired by the community and are being developed. Homestead Park (next to City Hall) will be developed as a significant green space in the Town Center with trails, children's play area and public gathering space. The southernmost gateway to the Town Center will be anchored by an active 22-acre community park near the intersection of Cirque Drive and Bridgeport Way.

Opportunities and Constraints

As identified by the public during the Town Center public planning process, the town center has both opportunities and constraints for future development.

Opportunities

The following opportunities present themselves in the Town Center and can be built upon to implement the Plan's vision.



Homestead Park, next to City Hall, will be an oasis of green in the Town Center.

- ◆ Infrastructure is in place.
- ◆ Linked parking lots can provide internal off-street circulation and connections, allowing for conversion to shared parking lots.
- ◆ The higher elevation offers selected mountain and Puget Sound viewpoints.
- ◆ Multi-story buildings have a marketable view amenity.
- ◆ Homestead Park will create an important public gathering and recreation center.

- ◆ The sloping grade away from Bridgeport Way has the potential for parking below future street level uses.



City Hall Campus

- ◆ Planned improvements to Bridgeport Way will calm traffic, reduce left turn conflicts, and enhance the physical appearance of the area.
- ◆ The surrounding residential base is stable, relatively dense, and much of it is within walking distance of the Town Center.
- ◆ The compact commercial area provides a mix of shops and personal services with no incompatible industrial uses.

- ◆ A variety of possible infill sites are in prime locations. They include vacant or underutilized property, some aging retail, parking lots and several large lots are in prime redevelopment locations.
- ◆ Prominent public uses such as the City Hall complex, Pierce County Library, park, post office, and a planned public safety building are in close proximity to one another.

Constraints

The following existing conditions were identified as likely to limit future desired town center development.

property, some aging retail, parking lots and several large lots are in prime redevelopment locations.

- ◆ Prominent public uses such as the City Hall complex, Pierce County Library, park, post office, and a planned public safety building are in close proximity to one another.

Constraints

The following existing conditions were identified as likely to limit future desired town center development.

- ◆ Too many auto-oriented uses with large separations between buildings.
- ◆ Narrow range of uses - limited types of offices, only convenience retail, and no cultural facilities.
- ◆ The need for higher quality multiple family buildings and a more diverse range of housing types.
- ◆ A lack of mixed-use development that could increase and diversify activity.
- ◆ Limited connections to or between the commercial center and adjacent residential uses.
- ◆ Steep slopes with "sunken" retail uses and difficult pedestrian connections.
- ◆ An incomplete network of streets and sidewalks which form only a partial grid, with missing segments and very narrow segments.
- ◆ Negative land uses and structures including substations, excessive apartment fencing, and walls around housing.
- ◆ Absence of existing developed public spaces, no parks, plazas; or green belts.
- ◆ A sea of parking around buildings, visible from streets, with little landscaping.
- ◆ Bridgeport Way serves both local and through traffic which creates circulation conflicts and congestion.
- ◆ There is no sense of center and no focal point.
- ◆ Bridgeport Way is a divider of the community and is without a distinct beginning or end point.



Steep Slopes along Bridgeport Way create sunken sites with poor visibility and difficult access.



Large areas of asphalt are dedicated to automobile parking.

This Plan aggressively builds on the opportunities in the Town Center and seeks to remove barriers to development created by the identified constraints.

Part III

The Town Center Plan

Vision

The City's 1998 Vision statement, under the heading "Community and Economic Development", provides direction for development of the Town Center Plan.

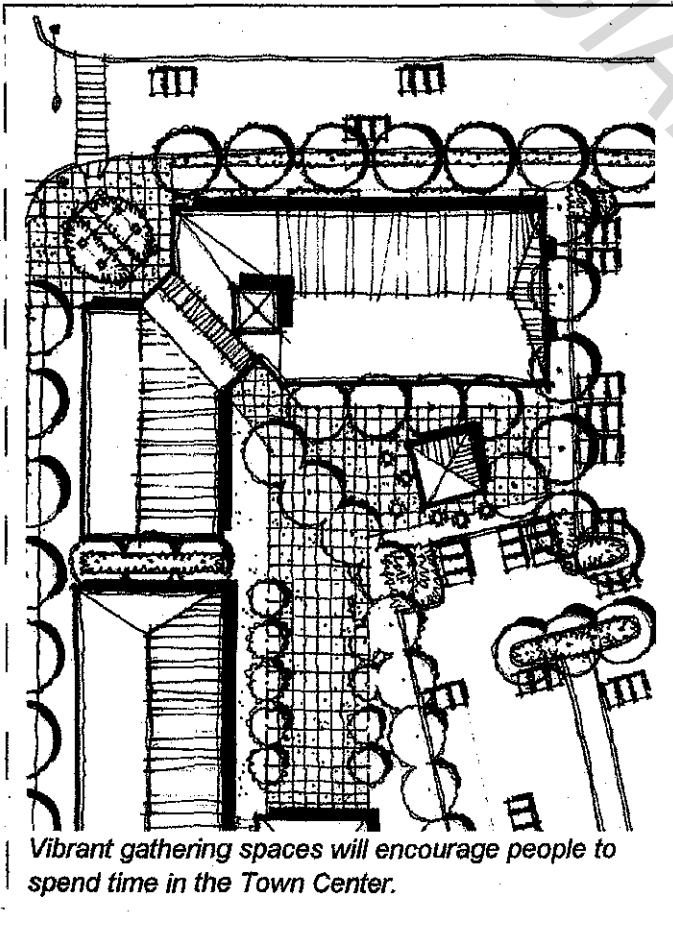
"Community and Economic Development"

The City Hall Complex has contributed to the development of a thriving commercial and civic area. The pedestrian-friendly town center and community focal point offers civic activities, convenient shopping and a welcoming downtown park.

Residents and visitors enjoy a walk along shaded trails, a place to sit and relax on a sunny day, an active play area for children, and a gathering place for community events.

Partnerships between the City and the business sector have resulted in a viable, economically stable business community. Compact commercial and light industrial developments have attracted new investment and brought additional goods and services and more jobs to the community. Public street improvements and new infill developments contribute to the vitality of the business core areas. University Place has established itself as a destination for local shopping, arts, entertainment, and special community events and festivals." (*City of University Place Comprehensive Plan, Page I-4*).

Within twenty years this Plan envisions a thriving commercial district with diverse uses and activities complemented by a civic realm of public buildings, pedestrian-oriented streets and a downtown park. The Town Center Plan outlines a gradual and incremental approach for transforming a disjointed suburban strip into a traditional center of community activity.



The City has taken aggressive steps to realize the community vision. The Comprehensive Plan Land Use Map established boundaries for commercial activities along Bridgeport Way and defined land use zones of different intensity. This was intended to focus the most intense commercial activity in the Town Center area. At the same time, the City sought grant funding to make improvements to Bridgeport Way that would change the street from a fast-moving corridor for regional through traffic to a safe, walkable community street that also accommodates through traffic. In 1998, the first phase (Phase 1A) of improvements to Bridgeport Way was completed between 35th Street and 40th Street.

The Town Center Plan builds on these efforts. This Plan section outlines:

- ◆ Town Center urban design concepts
- ◆ Town Center Subarea analysis
- ◆ Potential timing scenario for incremental buildout of the town center

Town Center Design Concepts

The aerial photograph of University Place in 1995 (**Figure 5**) shows the large areas dominated by the automobile and the lack of amenities such as sidewalks and landscaping.

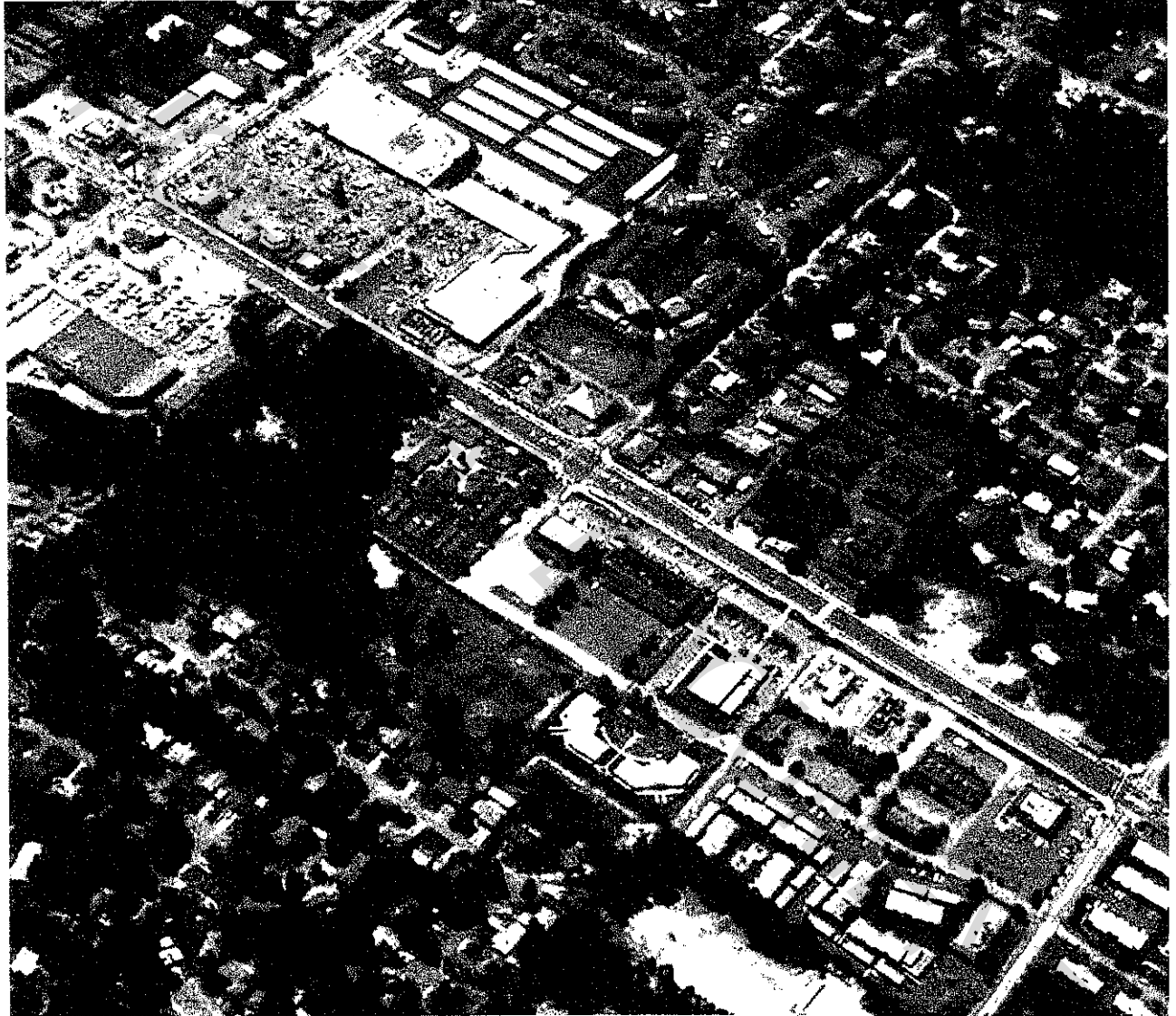
Figure 6 conceptually illustrates the Town Center in the year 2020. This figure demonstrates key Town Center Plan concepts and provides direction on how this plan can become reality. However, this illustration is flexible. Town Center concepts can be applied successfully in several different ways for individual developments. **Figure 6** is, therefore, a generalized conceptual blueprint for what the City will seek to implement in the Town Center.

Four principal design concepts define how to implement Town Center Plan objectives discussed in Part I. These design concepts are illustrated throughout **Figure 6** in varying levels of detail.

Concept 1 Improve Traffic Circulation and Accessibility

The key to creating a successful Town Center is providing the ability for people, goods, and services to move efficiently from place to place. An adequate circulation system provides for movement of automobiles, trucks, buses, bicycles, and pedestrians. Movement can be at the scale of the region, city, neighborhood, or individual streets.

Figure 5 Aerial Photograph - 1999



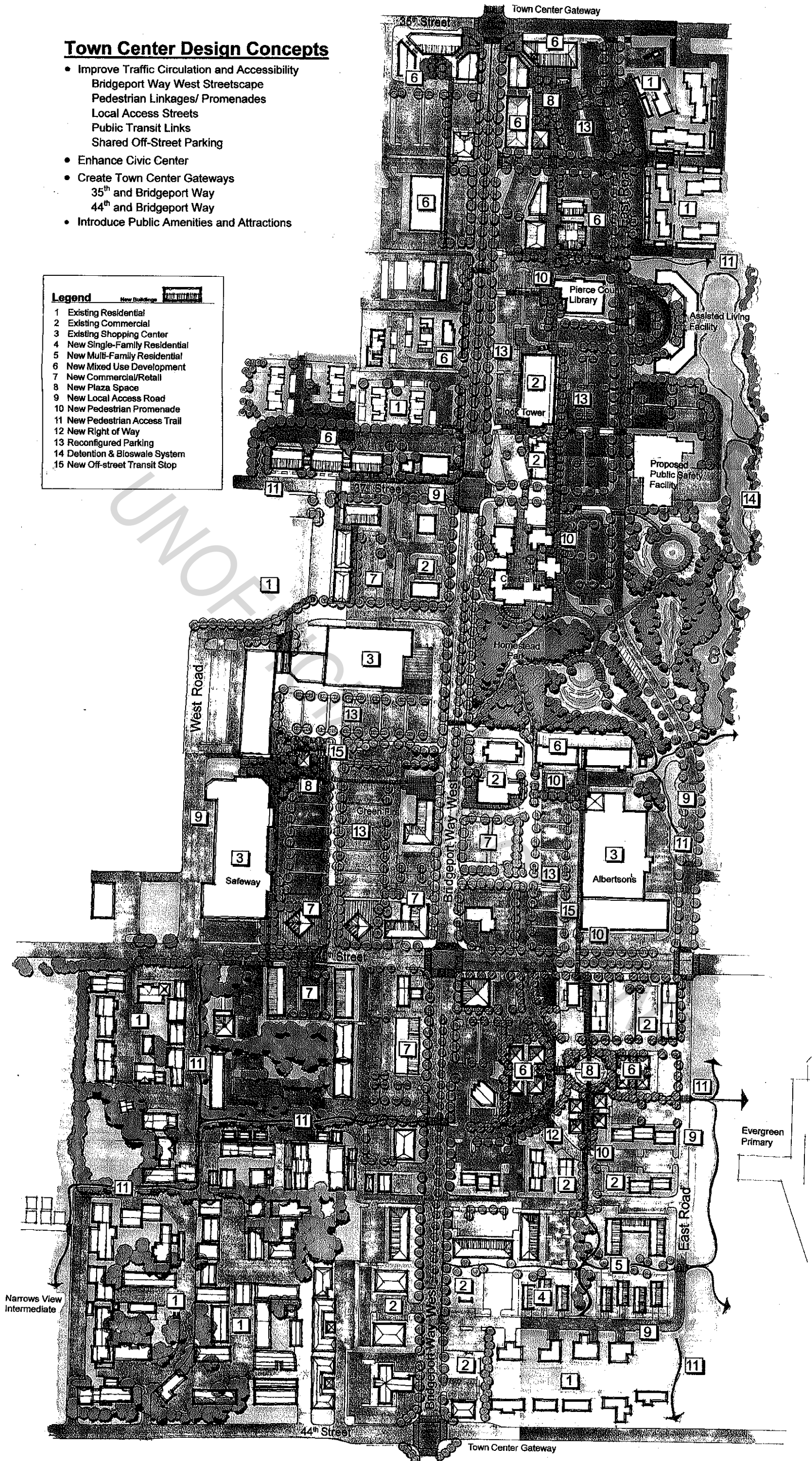
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Town Center Design Concepts

- Improve Traffic Circulation and Accessibility
 - Bridgeport Way West Streetscape
 - Pedestrian Linkages/ Promenades
 - Local Access Streets
 - Public Transit Links
 - Shared Off-Street Parking
- Enhance Civic Center
- Create Town Center Gateways
 - 35th and Bridgeport Way
 - 44th and Bridgeport Way
- Introduce Public Amenities and Attractions

Legend

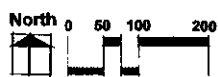
- | | New Buildings | Other Features |
|----|-------------------------------|----------------|
| 1 | Existing Residential | |
| 2 | Existing Commercial | |
| 3 | Existing Shopping Center | |
| 4 | New Single-Family Residential | |
| 5 | New Multi-Family Residential | |
| 6 | New Mixed Use Development | |
| 7 | New Commercial/Retail | |
| 8 | New Plaza Space | |
| 9 | New Local Access Road | |
| 10 | New Pedestrian Promenade | |
| 11 | New Pedestrian Access Trail | |
| 12 | New Right of Way | |
| 13 | Reconfigured Parking | |
| 14 | Detention & Bioswale System | |
| 15 | New Off-street Transit Stop | |



University Place Town Center

Illustrative Plan * 2020

January 1999



**CASCADE
DESIGN
COLLABORATIVE**

URBAN DESIGN
PLANNING
SITE ARCHITECTURE
ENVIRONMENTAL DESIGN
911 Western Ave., #203
Seattle, WA 98104
206-628-9133
f 206-292-8824

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Figure 7 identifies circulation improvements to achieve objectives of the Town Center Plan. The following discusses components to achieving a multi-modal traffic circulation design concept.

Bridgeport Way Streetscape

Bridgeport Way is a major north-south regional arterial through the Town Center. It also functions as a public transit route and as a local access road. The quantity and speed of traffic is high. 1997 average daily traffic volumes (ADT) along Bridgeport Way between 27th Street and 44th Street ranged from 23,100 to 24,100 (*Comprehensive Plan Transportation Element, Figure 4-4*).

The needs of through commuter traffic and local traffic often conflict. Commuter traffic desires to move quickly through the area. Local traffic needs to slow down for turns into commercial areas and side streets. Local traffic and pedestrians need easier access to and across Bridgeport Way, as well as through and around the Town Center.

The City has a three phase (Phases IA, IB and II) tree-lined boulevard improvement planned for Bridgeport Way, from Cirque Drive to 27th Street. These street improvements are programmed from 1998 to 2002 in the City's annual Capital Improvement Program.

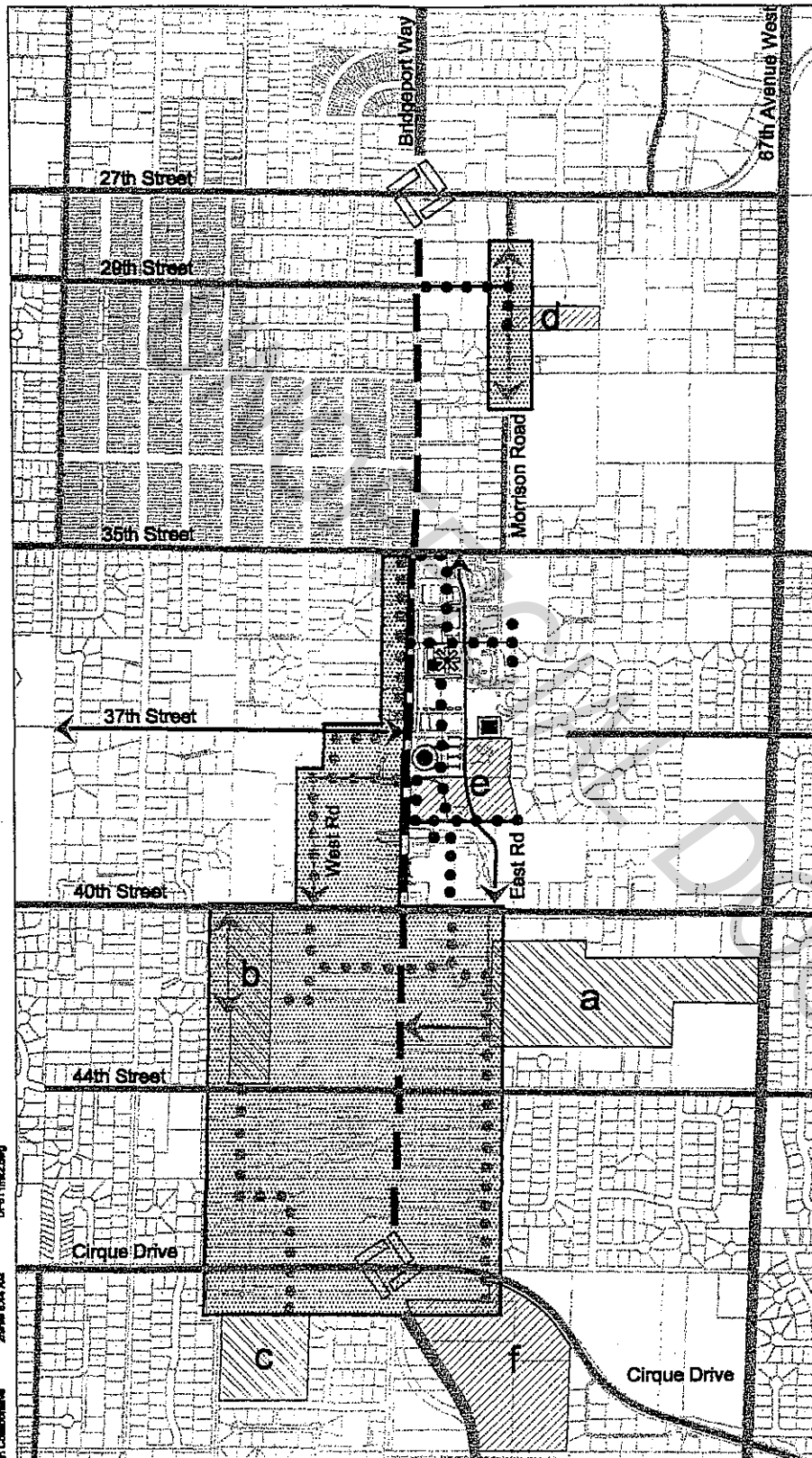
Phase 1A, from 35th Street to 40th Street is complete. The new sidewalks, bike lanes, landscaped medians, pedestrian crosswalks, pedestrian and automobile scaled lighting and street trees will greatly improve the feel and safety of Bridgeport Way within this new heart of University Place. The City has coordinated the street improvements with the local public transit agency to identify logical bus stop locations and provide transit shelters. These street improvements are considered a key public investment to promote private development in the Town Center (**see Part IV-Implementation**).

Similar streetscape improvements are programmed into Phase IB (35th Street to 27th Street) and Phase II (40th Street to Cirque Drive, and possibly further south). These improvements will extend the sidewalks, landscaping and bike lanes to both the north and south and improve upon the streetscape along the entire corridor.



Bridgeport Way Phase I Completed Street Improvements

CIRCULATION IMPROVEMENTS 0-20 YEARS



Legend

0-10 Year Improvements:

- 10 Yr Local Street Network
- Boulevard Extension
- 10 Yr. Pedestrian Pathway
- ◻ Gateway Improvements

10-20 Year Improvements:

- ▨ New Local Street Network
- ▨ New Pedestrian Pathway



Pierce County Library



City Hall



Future Public Safety

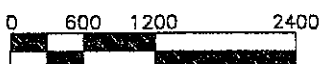
Schools:

- a Evergreen Primary
- b Narrows View Intermediate
- c Drum Intermediate

Parks:

- d Adriana Hess Park
- e Homestead Park
- f Cirque/Bridgeport Park

CASCADE
DESIGN
COLLABORATIVE



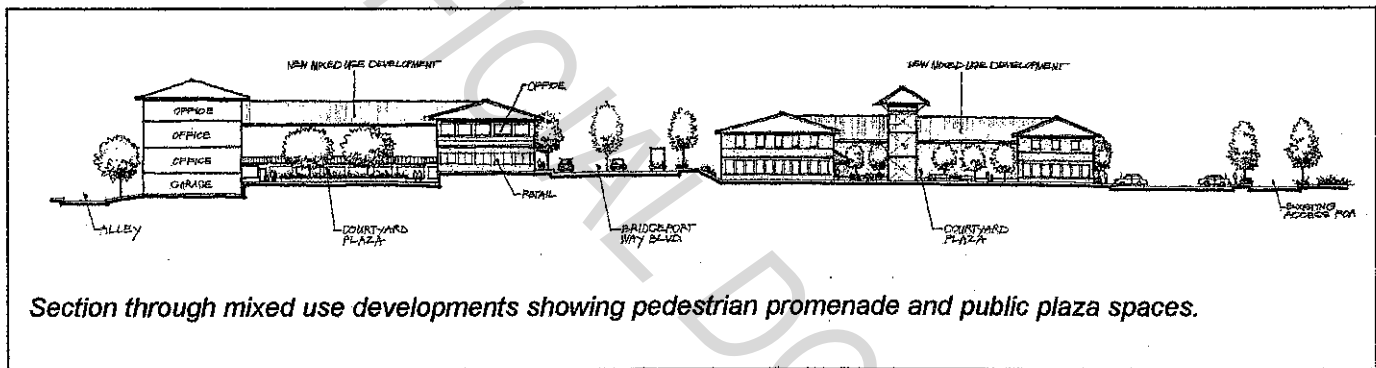
University Place Town Center

FIGURE
7

Pedestrian Linkages and Promenades

Proposed pedestrian linkages will connect residential neighborhoods to commercial areas and commercial areas to one another. Pathways along existing rights-of-way and along edges of parks and schools are planned to provide safe and easy access between uses and within the town center. Direct links for bicyclists and pedestrians to commercial, personal service, and entertainment activities will encourage people to bike or walk in the town center business area.

Pedestrian linkage will be complemented by design standards that will encourage pedestrian friendly, attractive building and site design. Walkways, benches, informational kiosks, plazas, other street furniture, pedestrian scale lighting and landscaping (**see "Public Amenities" concept discussion later**) will support this concept.

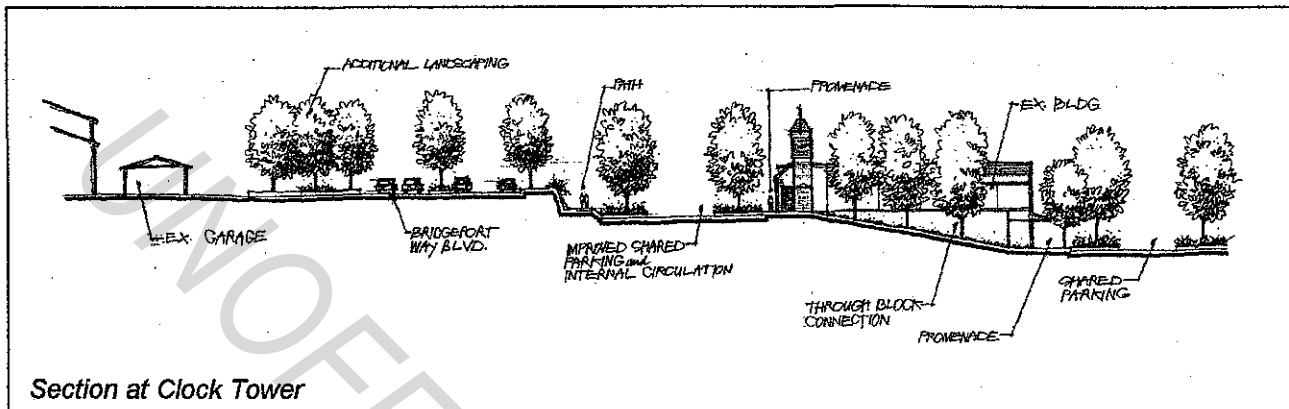


Section through mixed use developments showing pedestrian promenade and public plaza spaces.

Perhaps the most prominent new pedestrian link will be a lengthy promenade running parallel to Bridgeport Way on the east side. It will link Homestead Park and City Hall to the Pierce County Library, and then north and south to residential, commercial and recreational areas. This promenade will provide a safe pedestrian route through shared off-street parking lots and will be adjacent to existing commercial buildings. This route will give pedestrians an alternative walking environment removed from high speed traffic on Bridgeport Way. The promenade would be interspersed with public amenities including raised sidewalks, pedestrian scaled lighting, trees, landscaping, special paving, benches, planter boxes, art work and other street furniture.

At City Hall, the promenade will have two branches (**see Figure 7**). Both will lead north to 35th Street, one from the City Hall courtyard and the other from Homestead Park. The promenades

will extend on the west and east sides of commercial buildings north of City Hall. The two paths will join just south of the Library. The grade difference from front to back of the commercial buildings in this area will require a set of stairs to reach up to the western side of the retail arcade. The eastern path can slope



gently up to the City Hall area.

Finally, the Town Center Concept Plan (**Figure 6**) shows existing and future locations for pedestrian crosswalks on Bridgeport Way. These crossings will link the east and west sides of Bridgeport Way so that pedestrians can safely and conveniently access shops and other businesses on both sides of the street.

Local Access Streets

The Town Center Plan envisions three new secondary access roads, all running parallel to Bridgeport Way. These roads will enable vehicles, delivery trucks, shoppers and workers to access commercial buildings within the Town Center without having to re-enter the major arterial street. They will also improve access of adjacent residential neighborhoods to the Town Center commercial areas.

Three specific local access streets are shown in **Figures 6 and 7**:

- 1) "East Road" running parallel to Bridgeport Way between 35th Street and 43rd Street;
 - 2) "West Road" running parallel to Bridgeport Way from approximately 37th Street extending to 40th Street; and,
 - 3) a southerly access road running in a north-south and east-west direction adjacent to Evergreen Primary School.
- Acquisition of rights-of-way and a steep ravine will need to be addressed to implement this access road.

vehicular road or simply a pedestrian route. A paved road extends about two-thirds of the way to Sunset Drive.

Public Transit

Pierce Transit provides local public transit service. In the Town Center area, it operates north-south transit service on Bridgeport Way with stops on both sides of the street and east-west transit service along 40th Street.



Transit stops in popular areas will provide better service for residents.

High traffic speeds and traffic volumes do not make Bridgeport Way an inviting or desirable place to wait for a bus. The Town Center Plan (**Figure 6**) envisions off-street transit stops at entrances to community shopping centers. Public transit routes that loop into the Green Firs and Albertson's centers would provide convenient service and would not add significantly to the overall time for the bus trip. Bus riders, especially the disabled and elderly, would be better served by such a route. Implementation of this concept will require active coordination with Pierce Transit.

Shared Off-Street Parking

Shared off-street parking areas use land more efficiently. Restaurants and other retail uses have peak parking demand on the weekends and evenings, whereas office uses have their peak demand during weekdays. Sharing the parking resource allows the same spaces to serve several uses.

This concept is presented in **Figure 6**. Shared parking areas are illustrated throughout the area. Common and connected parking lots allow vehicles and pedestrians to move between commercial areas without having to access the main arterial. This provides an additional level of internal circulation in the commercial district. In addition, shared parking areas reduce the need for multiple driveways. Fewer driveways improve efficiency of Bridgeport Way.

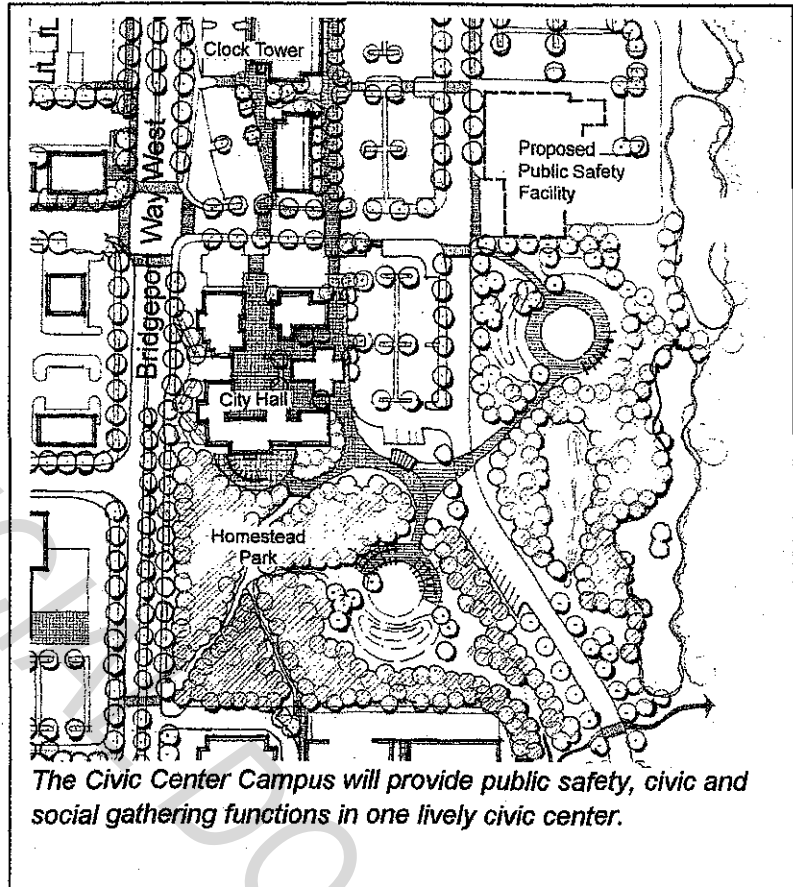
Concept 2 Enhance Civic Center

A civic center, including City Hall and a public safety building, a passive public park and the Pierce County Library, will serve as a focal point for civic and governmental activity in the City of University Place. The civic center revolves around publicly owned facilities that provide services to local residents.

The seat of government and public health, safety, educational and recreational facilities have historically been at the core of public and civic life. The civic center portion of the Town Center will be an area that truly "belongs to the people" and will invite and welcome residents to the area.

The Town Center Plan drawing depicts the following elements of the civic center:

- ◆ City Hall
- ◆ Homestead Park
- ◆ Public gathering spaces
- ◆ Public and private connections to surrounding businesses, to citizens in residential neighborhoods, and to the Pierce County Library
- ◆ Public Safety facility



Together, these civic center elements, along with the nearby public library, will serve as the center for the city's governmental and civic activity. The park and public buildings will offer passive and active recreation space and opportunities for public gatherings. The new town hall meeting room will open to a small outdoor terrace adjacent to Homestead Park. The park will offer trails, a small amphitheater, and children's play area in a natural environment of large green fir trees and native vegetation.

The civic center will open up an array of opportunities for public education, recreation, and civic participation.

Concept 3 Create Gateways

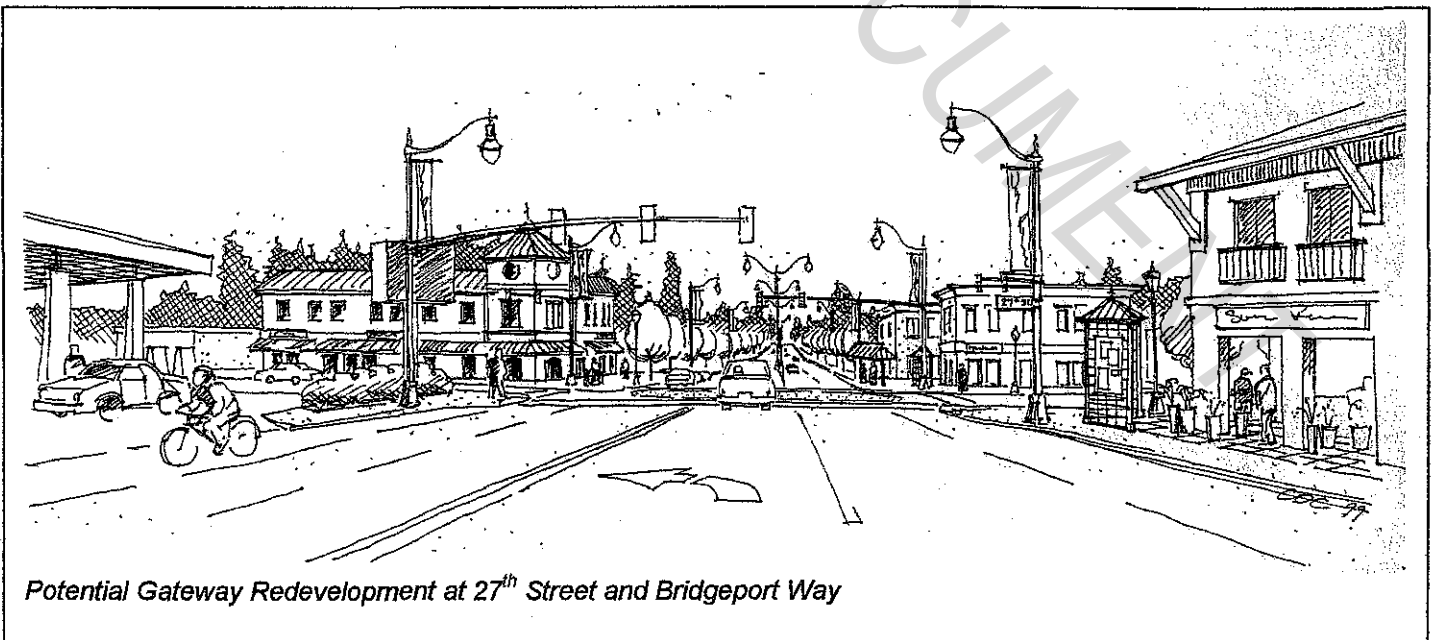
Gateways define entry points. The Town Center Plan conceptually envisions two distinct types of well-designed gateways. The first type is for the neighborhood commercial areas at the 27th Street and Cirque Drive intersections with Bridgeport Way. The second type is at the heart of the Town Center at the intersections of 44th Street and 35th Street with Bridgeport Way.

Both gateway concepts will introduce a highly distinctive and aesthetically pleasing area of the city to residents and visitors.

a) Neighborhood Commercial Gateways: Bridgeport Way with 27th Street and Cirque Drive

Two logical gateway locations exist at the entry to the city's commercial areas: 1) north gateway at 27th Street and Bridgeport Way intersection and, 2) south gateway at Cirque Drive and Bridgeport Way intersection.

These neighborhood commercial gateways will be the first introduction to the Town Center for motorists travelling on Bridgeport Way toward the Town Center. They will provide a sense of "anticipation" that a unique feature of the city is forthcoming. The design and scale of the gateway intersections must consider both the speed of cars and the ability of drivers to perceive information while moving or stopped at an intersection.



Reduced visual clutter, use of consistent materials, landscaping and establishing refuge areas along the sidewalks can create a clear, legible sense of arrival. These intersections will be unique and will announce the entrance into a "special" area. The addition of special lights, banners, planters, and visual artwork will create a memorable experience and reduce traffic speed.

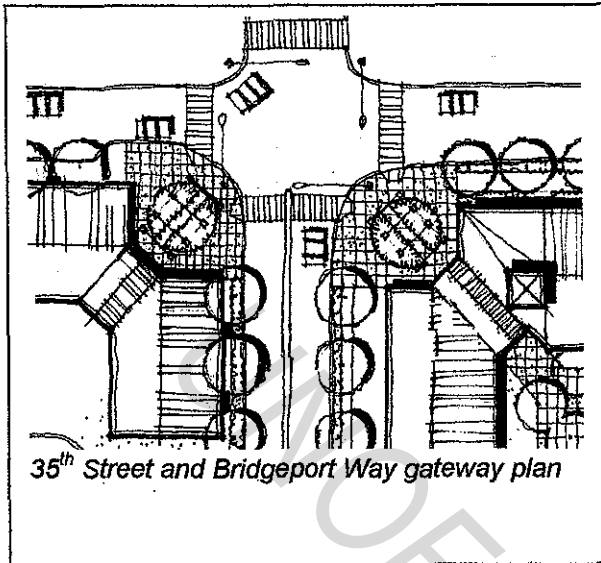
Both gateways will be in neighborhood commercial areas. Design elements to help create a gateway statement might include:

- ◆ New curbs and gutters along Bridgeport Way
- ◆ New curbs and gutters extending along Cirque Drive and along 27th Street
- ◆ Relocate existing utilities underground where possible or consolidate poles and wire location
- ◆ New signal poles and light standards with banners or art
- ◆ New street trees and ground cover similar to Bridgeport Way improvements
- ◆ New gateway signage and banners such as "Welcome to University Place"
- ◆ Relocated and consolidated commercial signage to improve visibility
- ◆ Decorative paving or painted intersection crosswalks
- ◆ New sidewalks, reduced number of curb cuts within 60-80 feet of the intersection, and narrower driveway widths.

b) Town Center Gateways - 35th Street and 44th Street at Bridgeport Way

The very heart of the Town Center is a business area along Bridgeport Way between 35th Street and 44th Street. Gateways at these two key intersections will define the Town Center zone or district. The entryways at 44th Street and at 35th Street will be used by both pedestrians and automobiles. Crosswalks, pedestrian scale lighting, community kiosks, artwork, and buildings that face the street with inviting and open facades will contribute to the sense of arrival in the Town Center. New buildings at the gateway locations should project a feeling of "anchoring" the corners.

Specifically, features envisioned at each gateway intersection include:

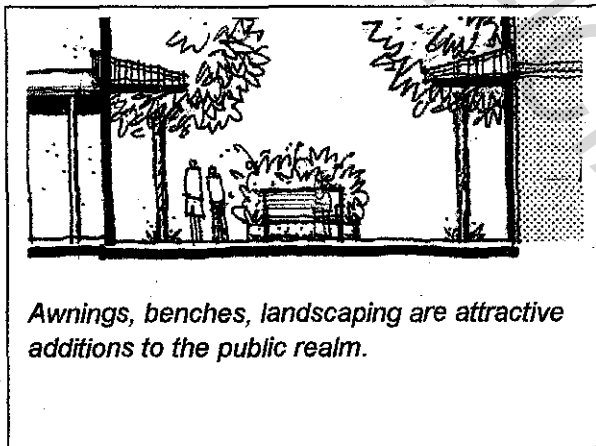


44th Street Gateway (the south entrance)

This south entrance to the primary Town Center area will be marked by special pedestrian scale amenities that announce a change in emphasis to a slower traffic pace in the center of town. The Bridgeport Way and 44th Street intersection will no longer have a tangle of overhead utility lines. It will have new street lights, curbs and gutters with wheelchair ramps, and crosswalks to encourage pedestrian use. The north corners of the intersection will have locations for artwork, informational kiosks and signs for the Town Center.

35th Street Gateway (the north entrance)

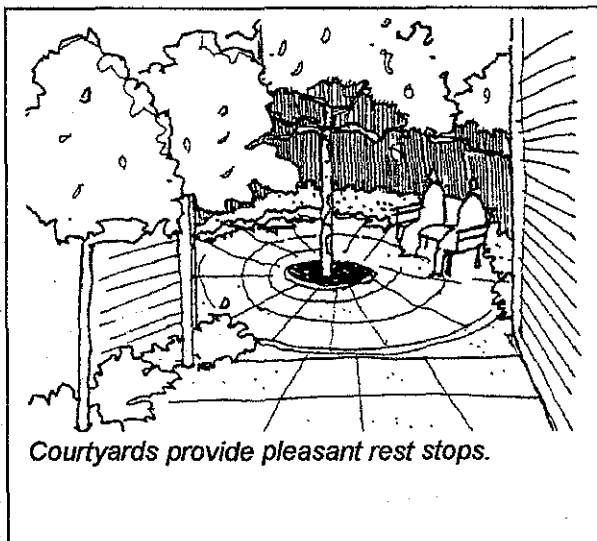
The north entrance to the Town Center will be marked in ways similar to the south entrance. This intersection will have new streetlights, curbs and gutters with ramps, and crosswalks to encourage pedestrian use. The south corners of the intersection will be a location for artwork, informational kiosks, and signs for the Town Center. These corners will also encourage links to adjacent residential neighborhoods.



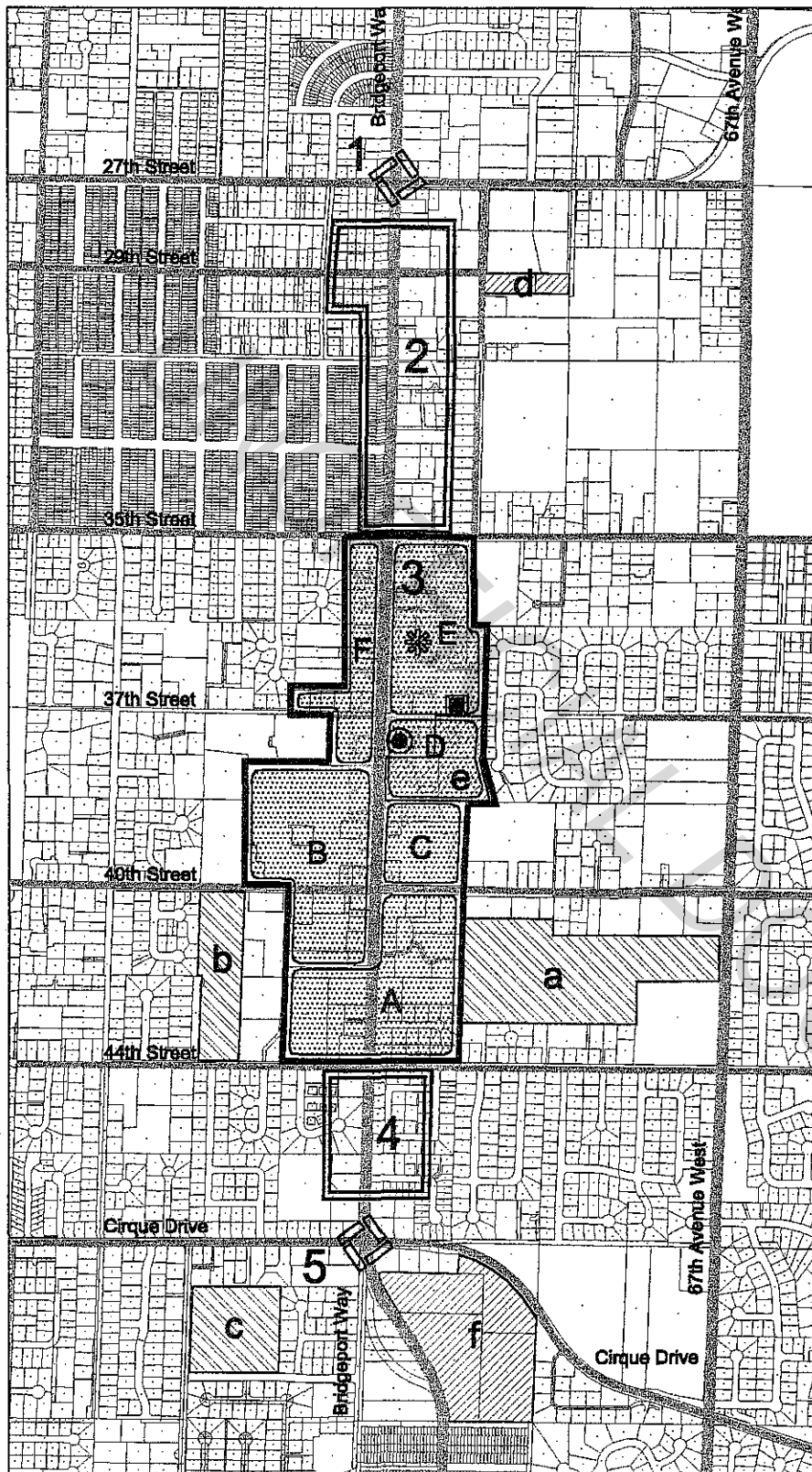
Overall, the gateway concept will accentuate a sense of place for the Town Center. The special features will welcome people to the area, promote slower traffic speeds, and support pedestrian friendly design concepts.

Concept 4 Introduce Public Amenities

Street furniture is envisioned throughout the Town Center. Benches for pedestrians, public art, informational kiosks, plazas, and special pavement designs are encouraged to complement the emphasis on pedestrian orientation. Pedestrian oriented signage is also appropriate.



Some public amenities may be provided by the City, others may be provided as part of future private development. Plazas, public art, retaining walls that can also serve as benches, arbors and trellises, and landscaping are amenities that can be provided by private development in conjunction with major renovations or new building construction.

**Legend****Sub Areas:**

1 North Gateway Area
27th and Bridgeport Way

2 North Transition Area

3 Town Center

A - Figure 9

B - Figure 10

C - Figure 11

D - Figure 12

E - Figure 13

F - Figure 14

4 South Transition Area

5 South Gateway Area
Cirque & Bridgeport Way

★ Pierce County Library

● City Hall

■ Future Public Safety

Schools:

a Evergreen Primary

b Narrows View Intermediate

c Drum Intermediate

Parks:

d Adriana Hess Park

e Homestead Park

f Cirque/Bridgeport Park

CASCADE
DESIGN
COLLABORATIVE



0 600 1200 2400

University Place Town Center

FIGURE
8

Town Center Analysis by Subarea

The prior discussion addressed “concepts” or those overall ideas necessary to implement the objectives and vision for the entire Town Center discussed in Part I. Within the Town Center, there are distinct areas characterized by existing development, ownership patterns and, type of land use. The subareas lend themselves to individual analysis as each provides unique opportunities to implement Town Center concepts discussed earlier.

Figure 8 identifies six specific subareas within the Town Center (A to F) and two transition areas (2 and 4). The following discussion focuses on the six subareas within the Town Center, how these areas might incorporate urban design concepts and how they might develop within this plan’s 20-year time frame. Discussion of the transition areas to the north and south of the Town Center is also provided.

It should be noted that the desired results will require investment from both the City and the private sector. The concepts which follow are broad brush strokes which describe what the City wants to achieve. These are not intended to stifle individual design expression, but they indicate the kinds of amenities and features that the design must include.

The result should be a transformation into areas which contain pleasant living and work places, which with the amenities provided, command attractive financial returns for the developer.

Subarea A – 40th Street to 44th Street (both sides of Bridgeport Way)

This subarea consists of various commercial and multi-family uses located at the south end of the Town Center. Commercial uses include banks, eating and drinking establishments and professional office buildings. Some isolated single family uses also exist in this subarea. The primary commercial development is University Park I, (adjacent to 40th Street) a multi-tenant commercial development under single ownership that includes offices and limited convenience retail. A bank occupies the prime visible location at the southeast intersection of 40th Street and Bridgeport Way.

City improvements to **Bridgeport Way** will provide additional streetscape amenities including sidewalks, street lighting, bike lanes and landscaping. A new “East Road” [9] from 40th to 43rd will provide improved access.

Single ownership of most of the existing mixed use commercial and residential property here suggests the opportunity for redevelopment as a single phase, coordinated project. The area has the potential to become a **pedestrian scaled**, multi-story office and commercial complex [6], focused around a **central plaza** [8]. A **pedestrian promenade** through the area could complete a direct link between the **civic center** that lies 1/3 mile to the north and the **park** at Cirque Drive and Bridgeport Way to the south. These groups of buildings could be one or two story offices, retail shops and restaurants along the promenade. Proper screening and landscaping of strategically placed parking areas could contribute to the feeling of a park-like setting. The sketch at below illustrates one possibility.

Inclusion of a mix of **higher density single family** [4] or **attached dwellings** [5] adjacent to University Park I and the single family area [1] further to the south, would allow easy access to retail and other services.

The southeast corner of Bridgeport Way and 40th Street intersection could develop as a multi-story building and serve as an important anchor at this prominent location.

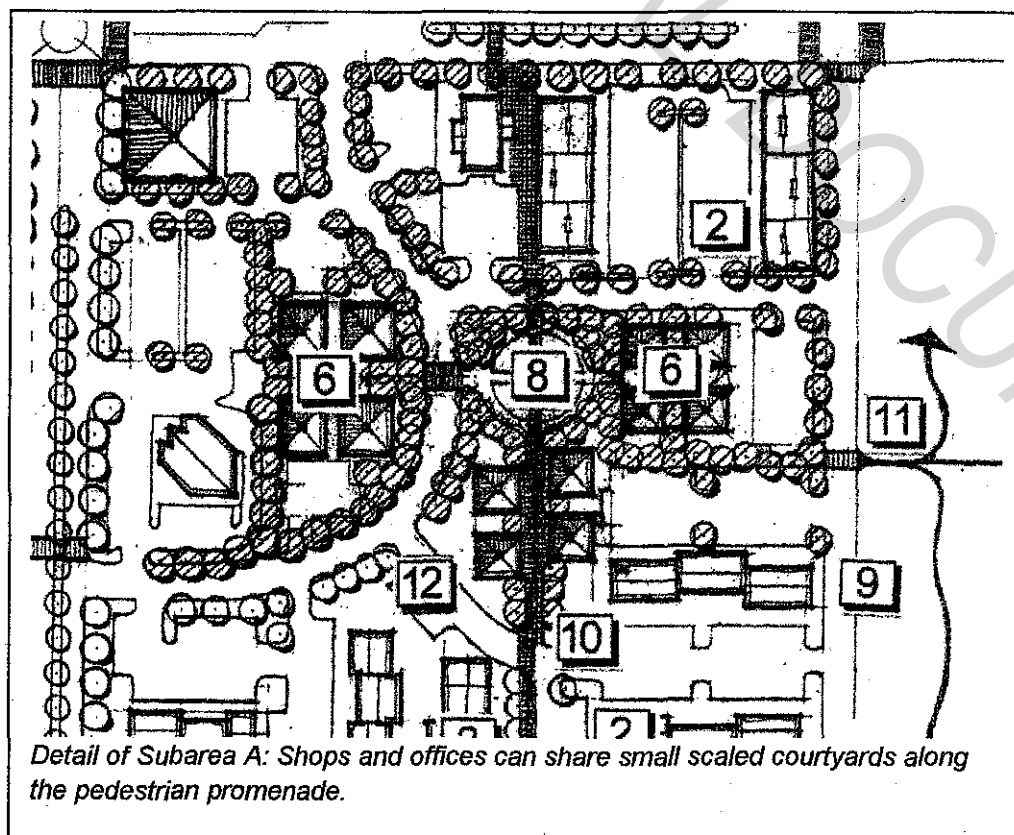
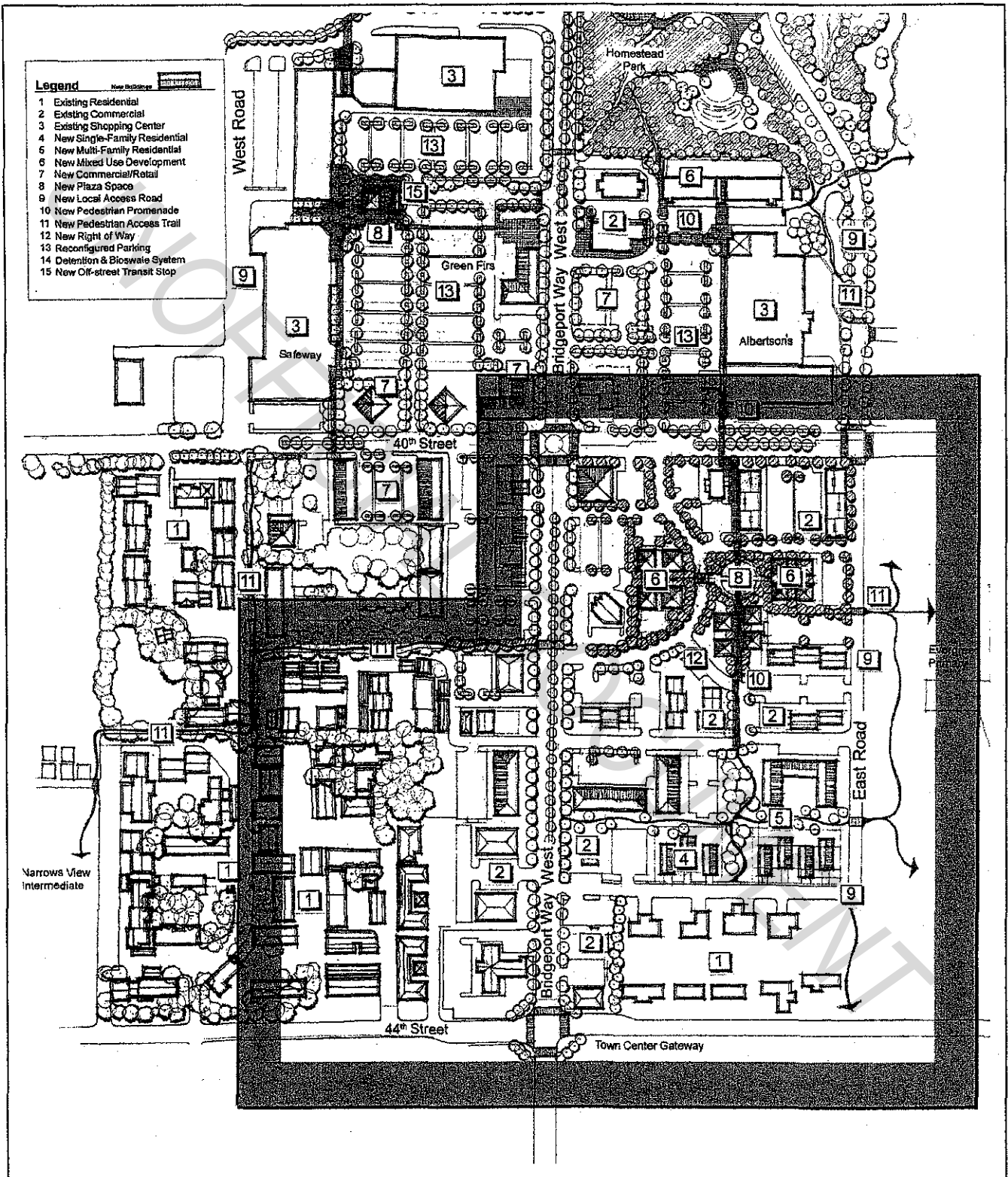


Figure 9 Subarea A

40th Street to 44th Street (both sides of Bridgeport Way)

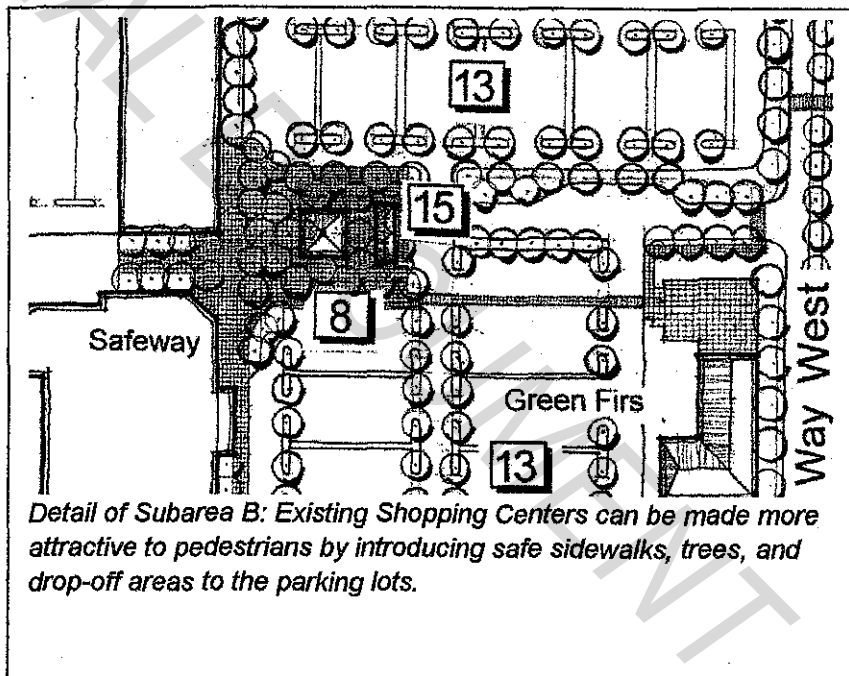


Subarea B – Green Firs Community Shopping Center and 40th Street (west side of Bridgeport Way)

Green Firs is a Community Shopping Center with a Safeway grocery store as the anchor [3]. A series of tenant spaces house a range of retail and service establishments. The Bridgeport Way frontage is currently devoted to fast food drive-throughs and other eating and drinking establishments. The large parking area has minimal landscaping. Across 40th Street to the south, a service station is adjacent to a multi-tenant commercial building. A recently constructed three story office building is just to the west. These all face Green Firs and give the appearance of being functionally linked.

Future roadway and sidewalk improvements along 40th Street toward the west will increase accessibility to the center and provide a major “face lift” for the area. They may inspire a similar effort by adjacent property owners. Safe **pedestrian crossings** from the Green Firs Shopping Center to the commercial uses on the south side of 40th Street and to the civic center on the east side of Bridgeport Way are also shown. A series of new pathways [11] will encourage people to walk from adjacent residential neighborhoods to shops rather than drive such short distances.

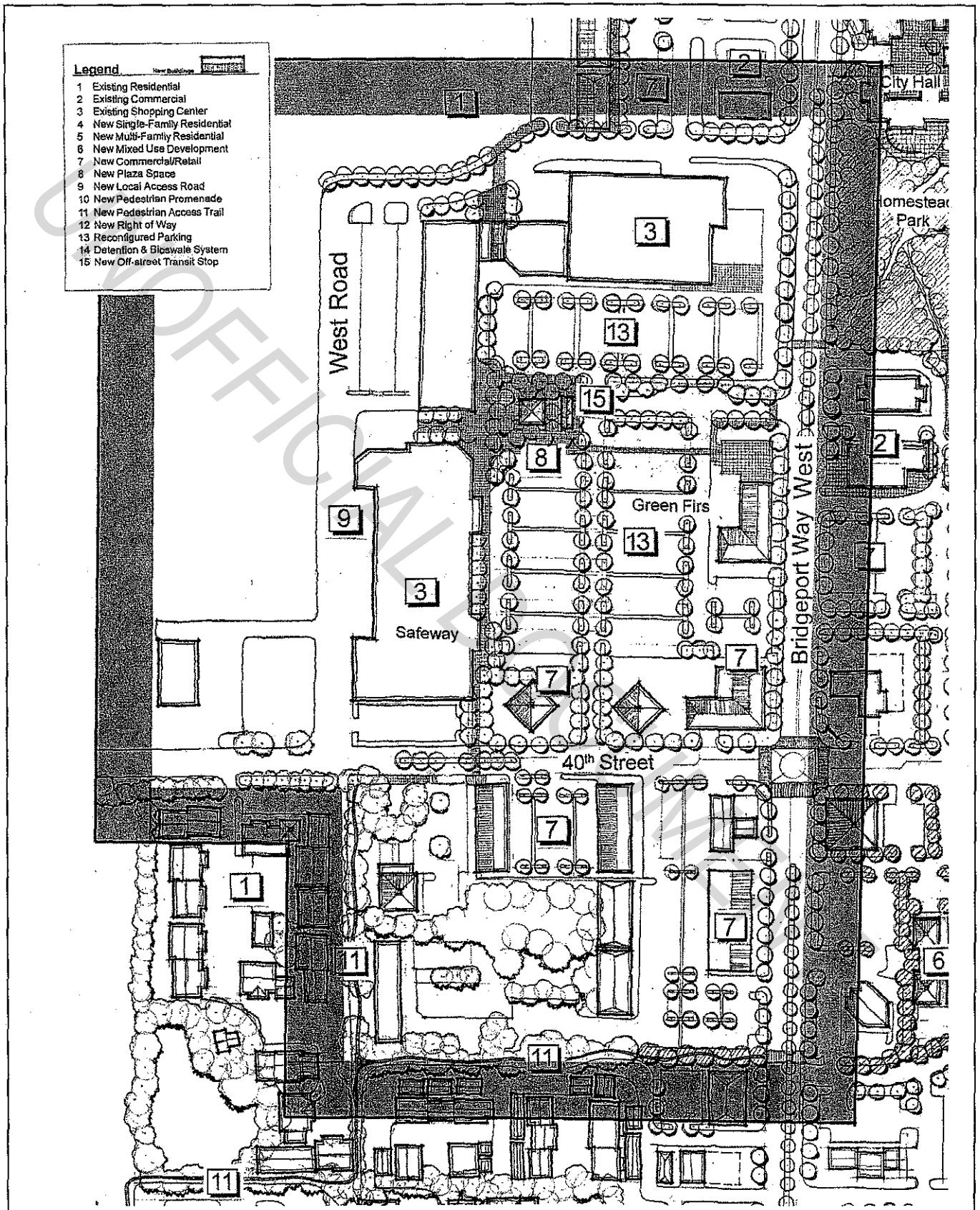
Both the Bridgeport Way and 40th Street frontages are shown with new retail infill along the highly visible street edges. Parking lots have been improved with safe sidewalks and new landscaping [13]. A transit stop [15] and plaza space [8] has been introduced at the entrance to Green Firs along the pedestrian promenade spine.



Detail of Subarea B: Existing Shopping Centers can be made more attractive to pedestrians by introducing safe sidewalks, trees, and drop-off areas to the parking lots.

Finally a **secondary access road** (“West Road”) is shown for this area from 38th Street to 40th Street. It will allow traffic to travel between uses on the west side of Bridgeport Way without having to re-enter Bridgeport Way. Accomplishing this access route will require negotiations with private property owners for rights-of-way.

Figure 10 Subarea B — Green Firs Community Shopping Center and 40th Street (west side of Bridgeport Way)



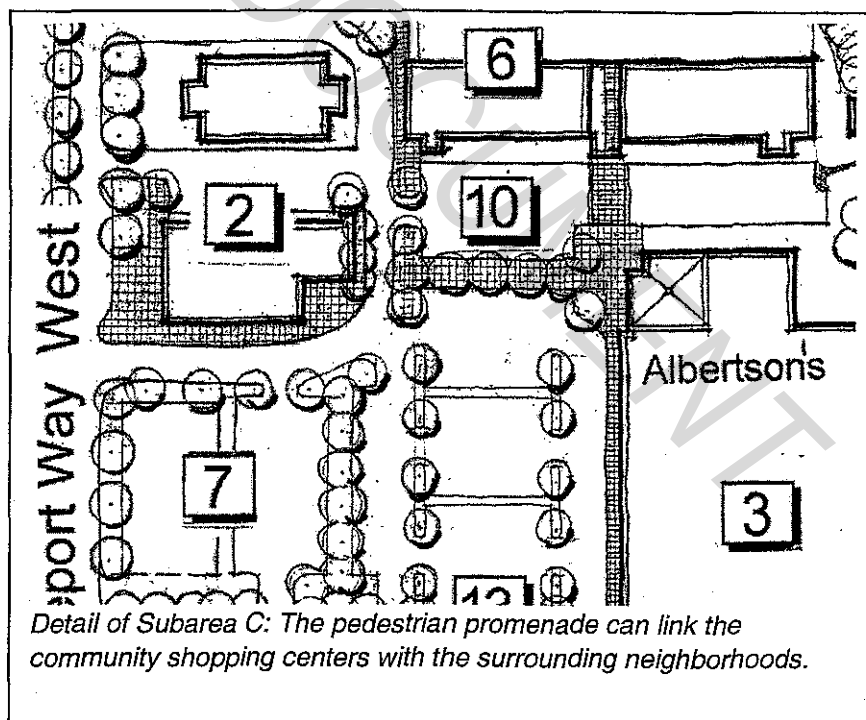
Subarea C – Albertson's Community Shopping Center (northeast corner of 40th Street and Bridgeport Way)

This large corner area is a community shopping center with an Albertson's supermarket as its major anchor [3]. A row of smaller retail and service establishments adjoin and face 40th Street. A large parking area with minimum landscaping is between the store and Bridgeport Way. A service station occupies the corner, and to the north there is another store, an office building, and an apartment complex. Homestead Park and the municipal campus are immediately to the north.

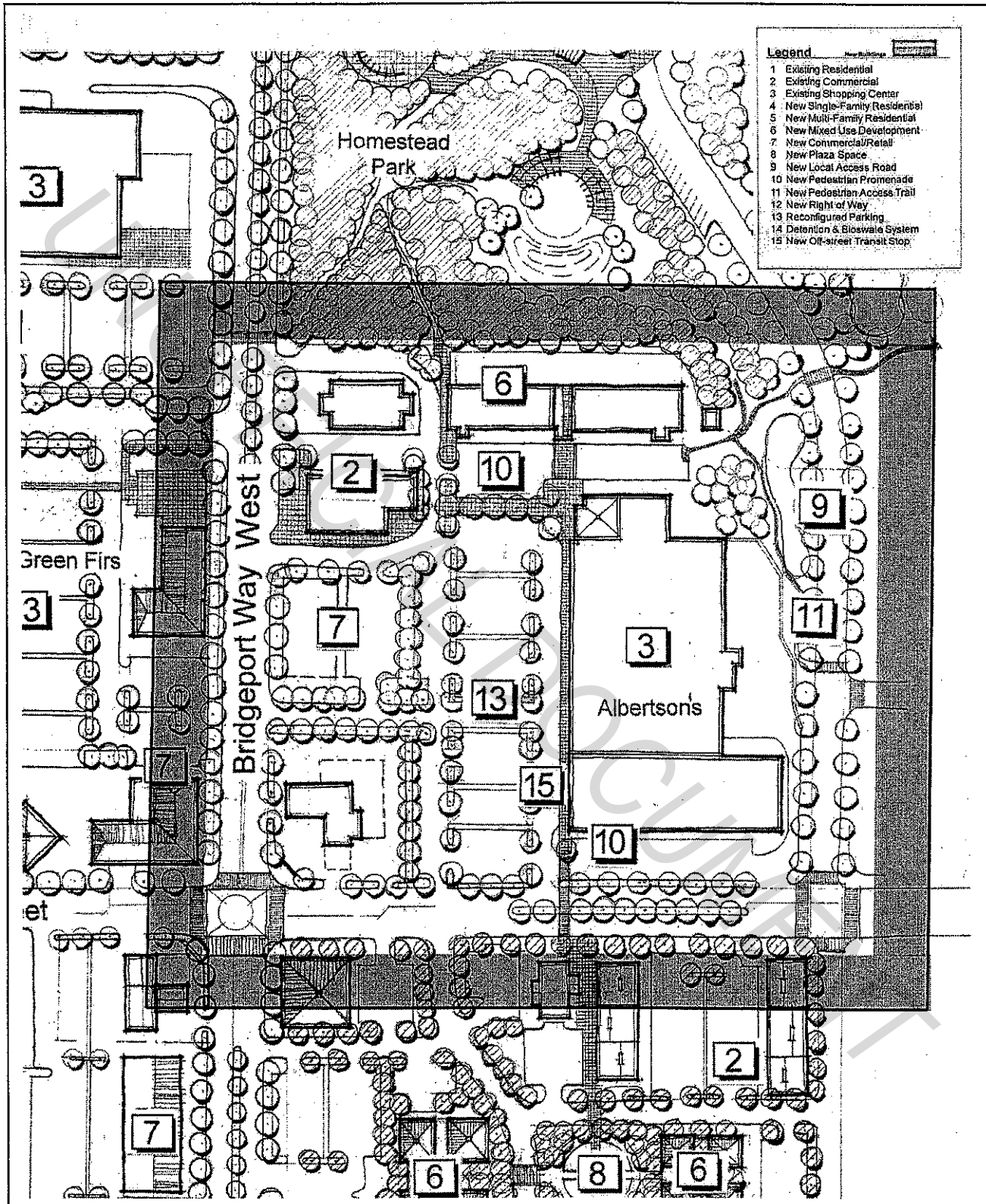
Figure 11 shows a **pedestrian promenade** linking the civic center with residential uses to the south (across 40th Street) passing through the Albertson's property [10]. Safe, **attractive, pedestrian pathways** along the front of commercial buildings will encourage people to travel past the stores as part of their daily routine. A **transit stop** [15] within this community shopping center site is also shown and serves the same purpose as the one in Green Firs shopping center across the street. **Public amenities** such as artwork and informational kiosks could be located at the 40th Street and Bridgeport Way intersection.

Future infill and redevelopment of sites along Bridgeport Way can take advantage of their highly visible locations [7]. Parking lots can be made more enticing with the addition of **safe, well-defined pedestrian paths** and **generous plantings**. The northern portion of this parcel adjacent to the park could be redeveloped as **mixed-use** commercial retail and office units [6] within easy connection to the **promenade** and the multi-family area to the east.

The ultimate goal will be to join the City and the property owners in an effort to beautify "downtown", and create a more vibrant and enticing shopping destination for the residents of the city and nearby communities.



**Figure 11 Subarea C — Albertson's Community Shopping Center
(northeast corner of 40th Street and Bridgeport Way)**



Subarea D – Civic Center, north from Albertson's Shopping Center to 37th Street (east side of Bridgeport Way)

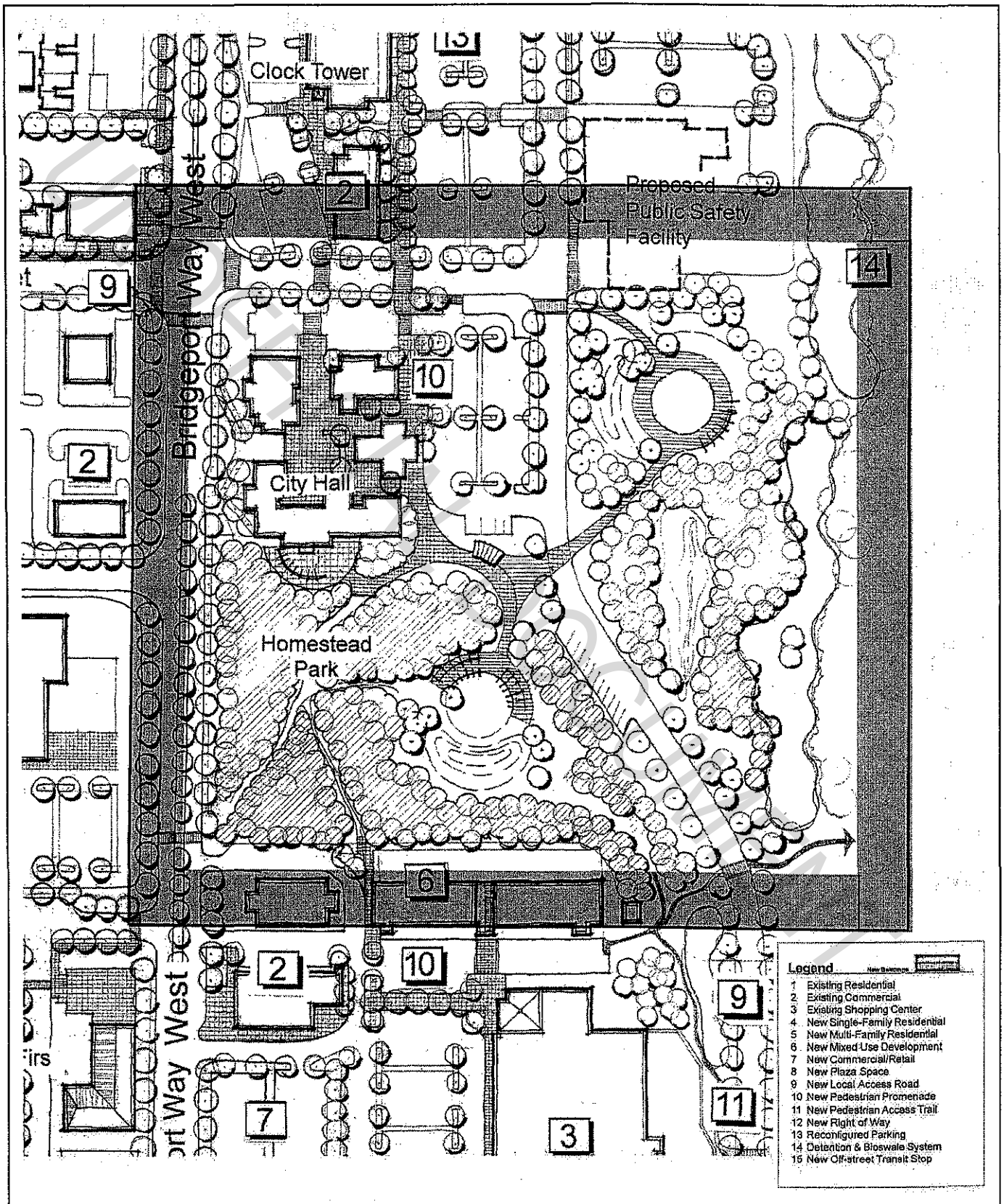
Figure 12 depicts this subarea. The **civic center** was discussed earlier as a key concept in the Plan. Currently, the civic center includes the City Hall complex, which also houses retail and personal services as tenants, Homestead Park (currently undeveloped), and publicly owned vacant land, some of which is planned for development as a public safety building.

The Town Center Plan envisions implementing several plan concepts here. First, of course, is the **civic center concept**. This key area of publicly owned land and facilities will provide local residents with a sense of belonging and ownership in the Town Center. Another concept depicted is a prominent **pedestrian promenade** [10], that extends from the Albertson's shopping center, through trails in Homestead Park along the east side of the City Hall complex, and then north to the library and 35th Street. The **promenade**, which could be paved with **distinctive decorative material**, links the civic center to retail, office, personal service and residential uses to the north and south. It will be **generously landscaped** with pedestrian scale lighting and other **public amenities** such as plazas, public art and kiosks.

A **secondary local access road** ("East Road") [9] proceeds through the civic center from 35th Street to 40th Street. It will provide secondary local access to the park, other city facilities, and businesses outside of the immediate civic center. As it bisects the park, its character will maintain a "parkway" feel with large trees, narrow travel lanes and pedestrian and bicycle facilities. Parking areas with **pedestrian pathways** will be **landscaped** to complement park vegetation.

Homestead Park will be a passive park with natural trails, a small amphitheater, and children's play area. A terrace outside the Town Hall meeting room opens to the park and provides opportunities for small gatherings and receptions. Security provided by the public safety building will encourage nighttime use and will bring more people to the area. To minimize impact on the park, primary access for emergency vehicles will be on 37th Street to Bridgeport Way and not along the access road to 40th Street. Finally, **distinctive pedestrian crossings** from the civic center to the west side of Bridgeport Way will permit easier pedestrian access to the civic center and will reduce the perception that Bridgeport Way divides the Town Center.

Figure 12 Subarea D — Civic Center, north from Albertson's Shopping Center to 37th Street (east side of Bridgeport Way)



Subarea E – Civic Center to 35th Street (east side of Bridgeport Way)

The area between the civic center and 35th Street, on the east side of Bridgeport Way is a commercial area with few owners. The area is a planned commercial development known as University Park II.

Existing uses in the area include sit down restaurants, a fast food drive-through establishment, the Pierce County Public Library, an assisted living facility, vacant land, and multi-tenant commercial buildings including what is called the Clock Tower building. The US Postal Service operates a small postal facility (by contract) in this building. While the Postal Service intends to construct a larger retail and carrier facility on its property at 27th Street in University Place, it is desirable for the community to retain a small retail outlet at this central location. The current facility generates substantial use and serves as a magnet to attract retail customers to the area.

Figure 13 shows a conceptual development scheme for the subarea. The parcel at the intersection of Bridgeport Way and 35th Street can serve as the **pedestrian entryway** to the Town Center commercial area. It can connect to a **pedestrian promenade** [10] that extends through the civic center and out to the Albertson's shopping center. As part of **Bridgeport Way** improvements, this intersection has new streetlights, curbs and gutters, with ramps and crosswalks to encourage pedestrian use. **Public Amenities** such as artwork, informational kiosks, and signs for the Town Center will be located at this intersection.

Much of this subarea has high potential for redevelopment and presents opportunities for **well designed pedestrian oriented commercial uses**. New buildings along Bridgeport Way [6] can be designed with pedestrian entrances along the **promenade** [10] and create secure and comfortable people spaces behind [8]. **Shared parking lots** [13] are **well landscaped** with defined **pedestrian paths**. The paths [11] also link to adjacent subdivisions to provide a direct pedestrian route into the Town Center.

As obsolescence and market pressures dictate, future redevelopment may take advantage of the significant grade change and locate new

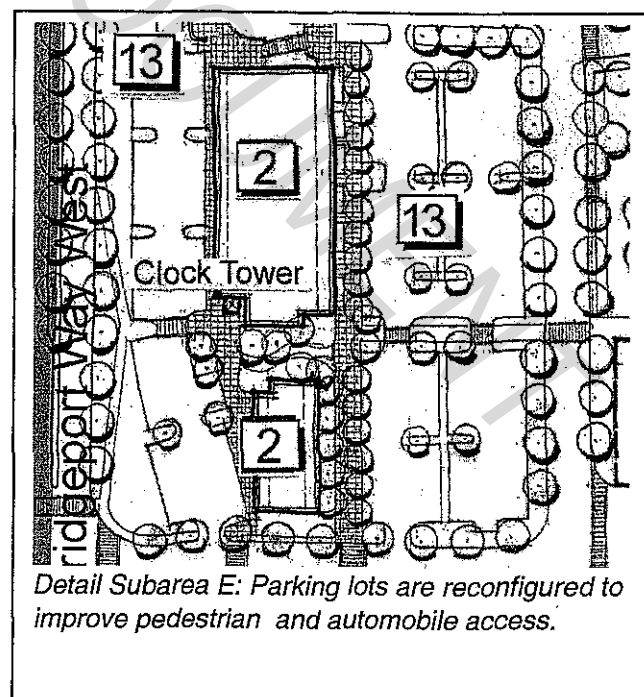
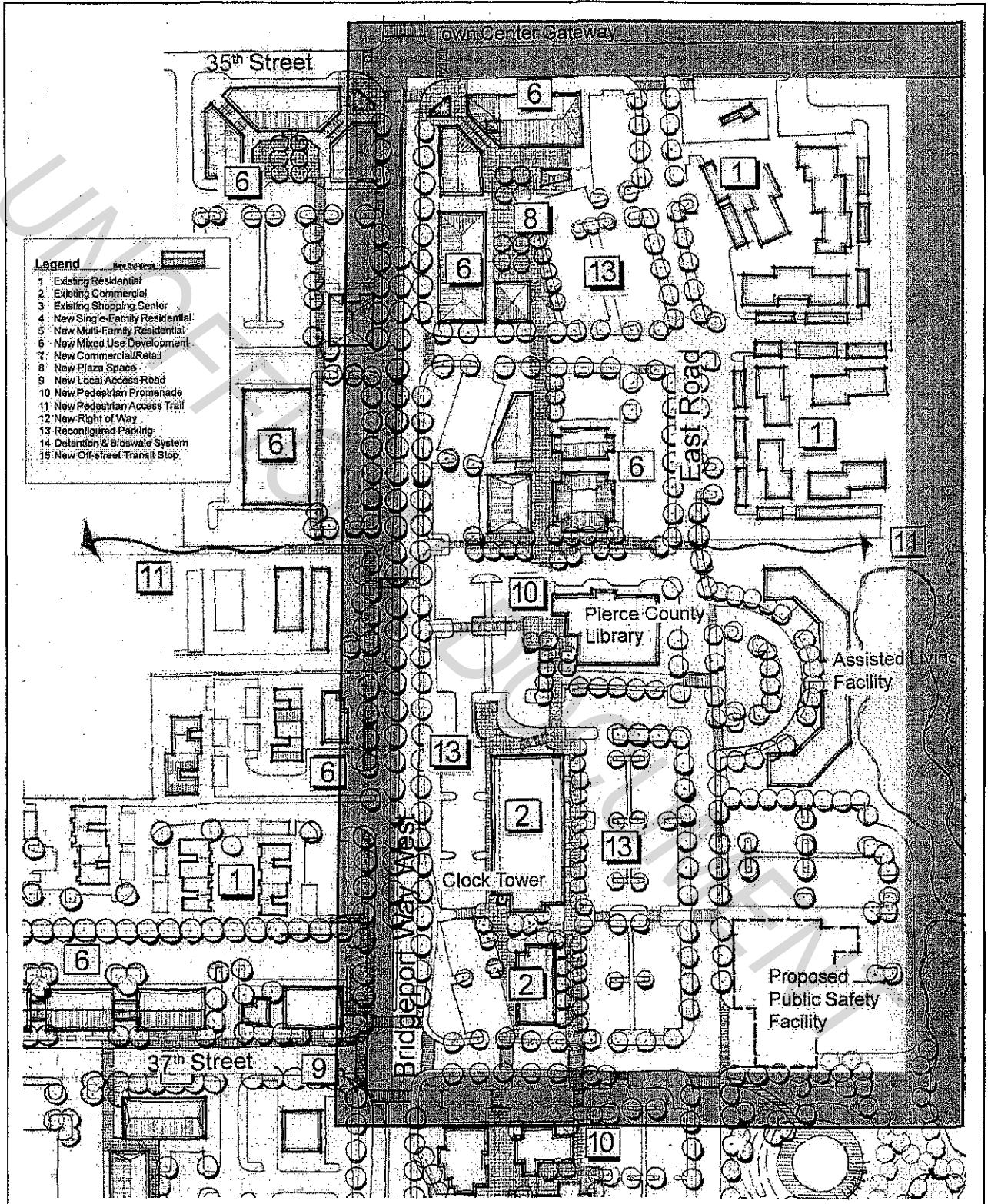


Figure 13 Subarea E
Civic Center to 35th Street (east side of Bridgeport Way)



structures closer to the street. The potential exists for several levels of stores, offices and living spaces. The new "**East Road**" is shown and will provide a secondary access to the parking lots for this area and create a transition to the residential areas to the east.

Subarea F – North of Green Firs Community Shopping Center to 35th Street (west side)

This area along Bridgeport Way is characterized by single family and multi-family residences, vacant land, and commercial uses. Single family neighborhoods adjoin to the west.

Figure 14 depicts a conceptual redevelopment scheme for this area of the Town Center. The **Bridgeport Way** improvements have enhanced the streetscape in this area by providing sidewalks, pedestrian scale lighting and landscaping. Along this west side of Bridgeport Way there are many opportunities to replace single family housing, vacant lots, and surface parking with **new pedestrian oriented buildings** fronting the street. **Mixed-use** residential with commercial development is particularly feasible at this location [6].

New infill development along the street frontage could take advantage of the grade change to efficiently construct multi-level structures which would face the street on the upper level and have **parking lots on the lower level**. Views of the mountains and Puget Sound would be possible from the upper floors. Ample space is available to develop one and two story office or **mixed use** buildings.

A new **pedestrian path** along Bridgeport Way extending into future redeveloped buildings is shown. **Public amenities** along this path might include benches, public art and other landscaping. This path extends south to the Green Firs shopping center. It provides **pedestrian crossings** across Bridgeport Way to the civic center and will better link Green Firs center to the north.

37th Street [9] is pictured as a future public right-of-way to **provide access to the commercial and civic center from the residential areas** to the west.

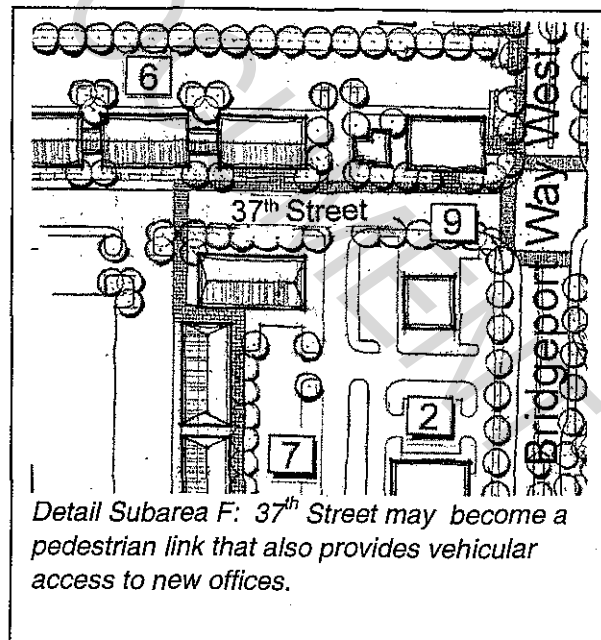
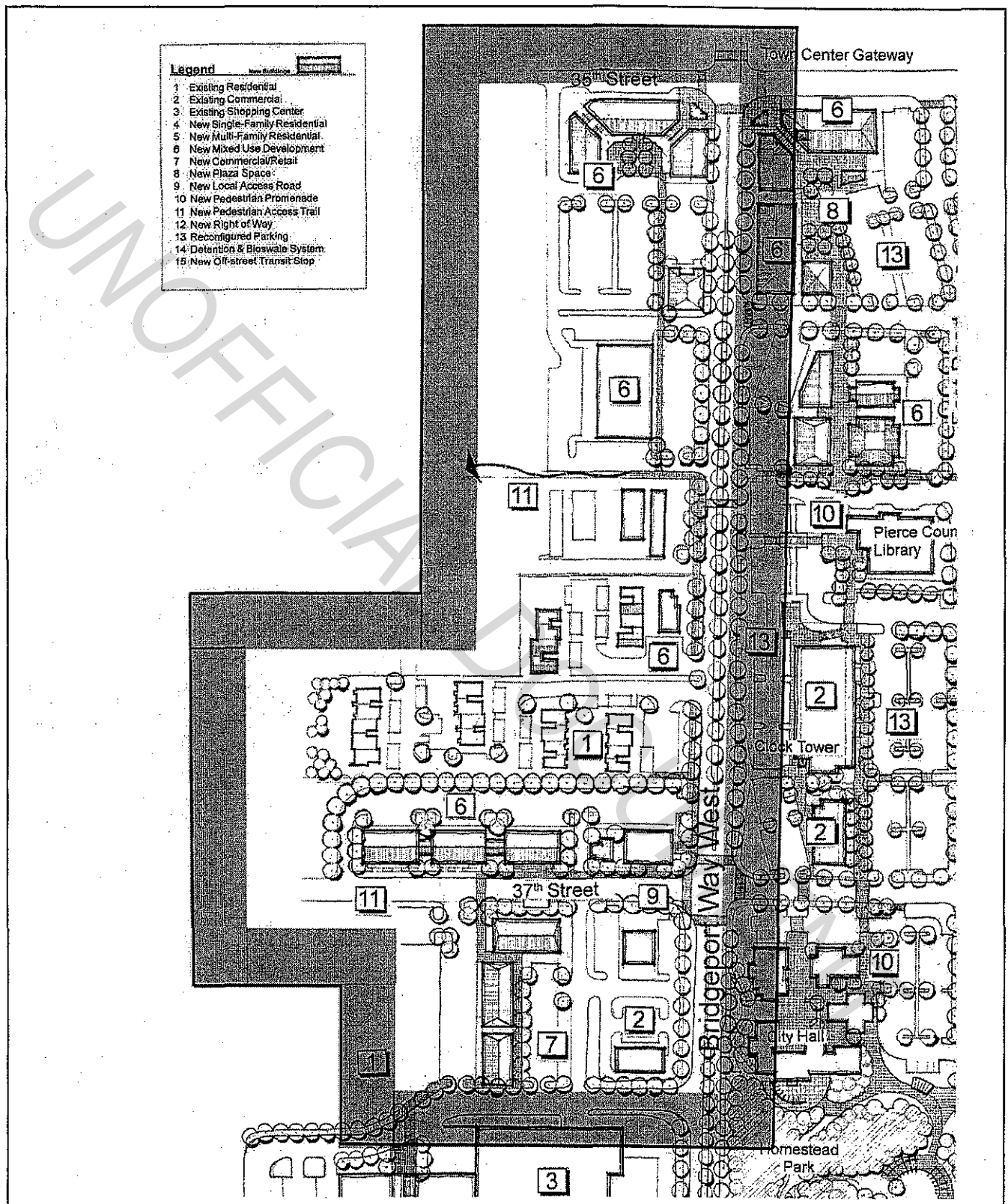


Figure 14 Subarea F — North of Green Firs Community Shopping Center to 35th Street (west side)



North and South Transition Areas

A northern transition area extends from approximately 35th Street to 27th Street and the southern transition area extends from 44th Street to just south of Cirque Drive.

Each transition area will extend the pedestrian access design concepts used in the Town Center zone. Pedestrian and bicycle paths to facilitate non-motorized access to the Town Center will be featured. Characteristics of each transition area are as follows:

North Transition Area

The transition area extends along Bridgeport Way between the Town Center and the northern neighborhood gateway at 27th Street. A variety of single family, duplex, and multi-family residences border Bridgeport Way. Commercial uses include offices, various retail uses, and auto repair. Adriana Hess Park is located in this area along Morrison Road, a north-south street paralleling Bridgeport Way to the east. Morrison Road is barricaded to through traffic at approximately its midpoint north of the park.

New opportunities are envisioned in this north transition area to connect into the Town Center. Opening Morrison Road for through traffic would provide additional north-south pedestrian, bicycle, and motor vehicle access to the Town Center at 35th Street. Traffic calming measures should be incorporated with improvements to keep this a low speed residential travel corridor. Pedestrian pathways from Adriana Hess Park to Bridgeport Way along an undeveloped right-of-way at 29th Street will promote non-motorized access from commercial areas to the park.

South Transition Area

The south transition area contains single family and multi-family residences, schools and various commercial uses. Residential areas to the east and west of Bridgeport Way would benefit from north-south pathways that lead to the Town Center. West of Bridgeport Way, a pedestrian connection through residential areas from Narrows View Primary to Drum Intermediate School is foreseen. This would be an extension of the pedestrian linkages developed in the Town Center and would bring public schools and their recreational playgrounds into the pedestrian network.

To the east of Bridgeport Way, a path extending from 40th Street and Evergreen Primary School to the 22-acre Cirque/Bridgeport

Park is envisioned to incorporate the city's major park facility into the entire pedestrian network.

Timing of Redevelopment

This Plan projects that redevelopment of the Town Center can occur within a 20-30 year time frame. Several factors, though, will play a role in how quickly the Town Center transforms into the vision set forth in this plan. Redevelopment could occur more quickly or take longer than estimated depending upon how these factors influence public and private sector decision-making.

1. Factors Which May Affect Redevelopment Timing

Ownership Patterns

Development or redevelopment of privately owned properties is strongly influenced by property ownership patterns. Areas consisting of small parcels owned by several parties often require more time and effort to redevelop as an integrated development than do large parcels under single ownership.

Value

Properties with recent improvements or buildings of high value in relationship to the value of the property are less likely to be redeveloped.

Function

Redevelopment is more likely when existing facilities do not meet functional needs because of inadequate space, a change of use, or obsolescence. For example, sites where existing off-street parking exceeds demand or sites where existing functions need replacement will more likely redevelop than those sites without such characteristics.

Location

Parcel location, including ease of access, visibility, and proximity to Bridgeport Way will improve reinvestment actions.

Market Demand

Redevelopment decisions are also based on existing or expected market demand. Market conditions are typically regional. The City's ability to have a direct influence on this is minimal.

Public Investment

Private development often responds to public improvements. Public investments in infrastructure and amenities are substantial incentives to private development. Commitment by the public sector demonstrates interest in successful development of an area.

2. Redevelopment Scenario

Based on existing conditions, planned public improvements, and the above factors which influence private development, the following is a **possible** scenario for how redevelopment of the Town Center **may** occur by area over the next 30 years. This discussion is informational, and is not intended to discourage timelier redevelopment schemes.

Within five (5) years - Imminent redevelopment

Several public and private projects are presently being implemented (or have recently been completed) in the Town Center. Additional public projects are to be implemented in the next few years. These public and private project areas, some of which are identified as "1" in Figure 15, include:

- ◆ Menlo Park Office Building Complex
- ◆ Bridgeport Way Phase IA (not labeled)
- ◆ Bridgeport Way Phase IB (not labeled)
- ◆ Bridgeport Way Phase II (not labeled)
- ◆ Homestead Park Development
- ◆ City Hall Remodel
- ◆ Public Safety Building

Within Ten (10) Years - Properties with High Redevelopment Potential

Several vacant or underutilized sites have likely redevelopment potential. Underutilized sites consist of small, low cost structures with a low structure to property value ratio. These sites have the potential to develop into multi-story buildings adjacent to Bridgeport Way and the civic center. Most of these parcels are located at key intersections or between significant existing uses and include.

- ◆ University Park II (civic center to 35th Street)
- ◆ Several sites along Bridgeport Way surrounding the 35th Street intersection
- ◆ Commercial development around 37th Street (west side of Bridgeport Way)

- ◆ Neighborhood Commercial development at Gateway Intersections (not labeled)
- ◆ 27th Street and Bridgeport Way intersection
- ◆ Cirque Drive and Bridgeport Way intersection

These areas are identified as “2” in **Figure 15**.

10 - 20 Year Plan - Incremental Change and Transformation

Areas with realistic 20 year redevelopment potential have major buildings that will likely be ready for replacement or renovation in the next 10 to 20 years. In this timeframe, the market for additional commercial office and retail space could increase the number of buildings in existing shopping centers and take advantage of street front locations. These areas are identified as “3” in **Figure 15**.

- ◆ Green Firs Shopping Center
- ◆ University Park I (south of 40th Street)
- ◆ Parcels immediately south of 40th Street along Bridgeport Way
- ◆ Parcels on the west side of Bridgeport Way between 35th Street and 40th Street

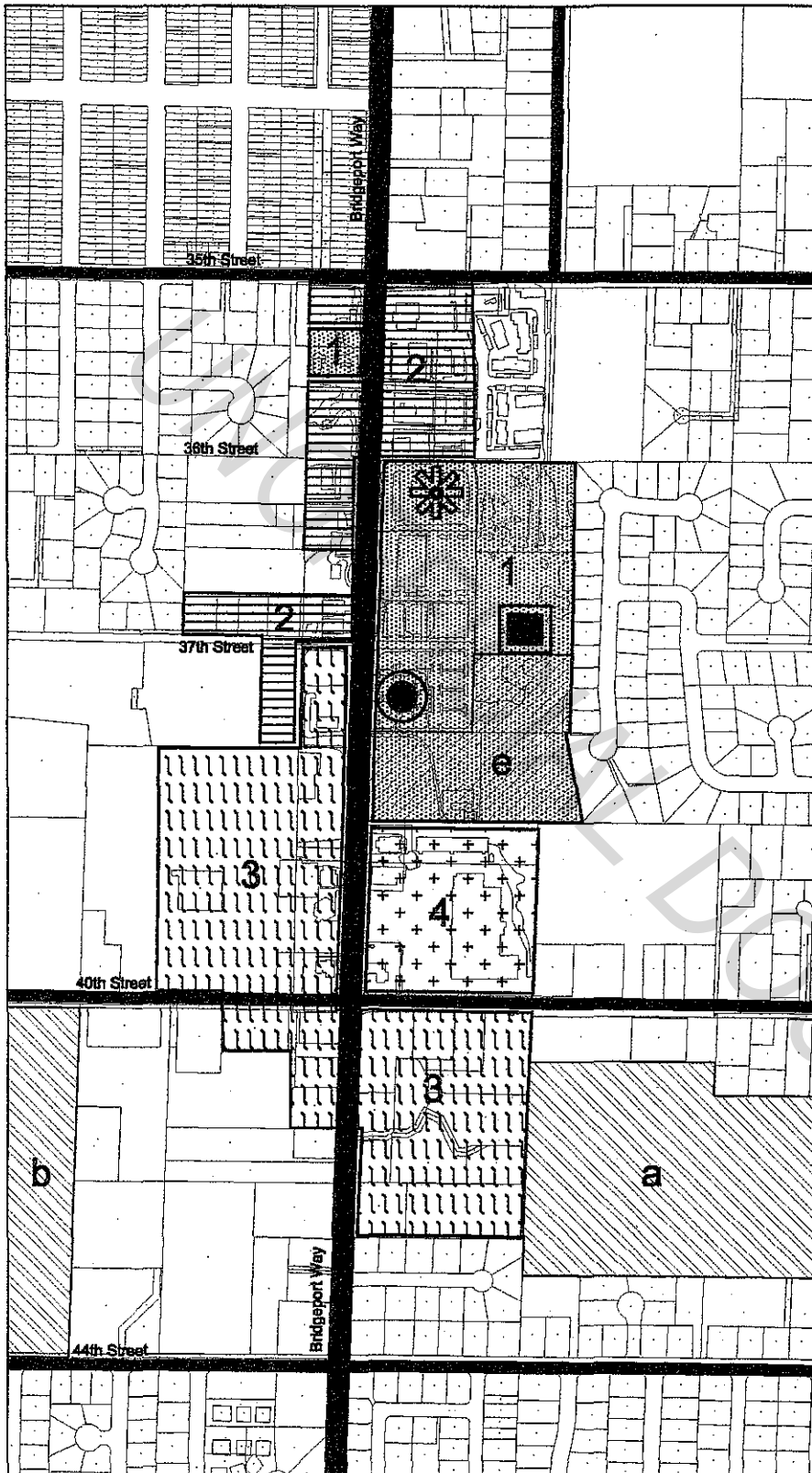
20- 30 Year Plan - Incremental Change and Transformation

The Albertson’s Shopping Center site, shown as “4” on **Figure 15**, has been recently renovated and will not likely be subject to additional reinvestment for some time. The shopping center’s location at the intersection of 40th Street and Bridgeport Way makes it a prime long-term opportunity for more intensive mixed use development.

While redevelopment of the entire site may not occur for a while, certain portions of the area may redevelop sooner. This includes the existing service station on its own parcel. Pedestrian access improvements, development of the promenade, and gateway improvements also can occur much earlier than redevelopment of the entire site.

The transition areas along Bridgeport Way north of 35th and south of 44th are anticipated to redevelop with more intensive office and residential uses over time. These areas will likely redevelop after the core of the Town Center has become established.

POTENTIAL REDEVELOPMENT TIME FRAME



Legend

Redevelopment Expectations:

- 1 0-5 Years
- 2 0-10 Years
- 3 10-20 Years
- 4 20-30 Years

- Pierce County Library
- City Hall
- Future Public Safety

Schools:

- a Evergreen Primary
- b Narrows View Intermediate
- c Drum Intermediate

Parks:

- d Adriana Hess Park
- e Homestead Park
- f Cirque/Bridgeport Park

CASCADE
DESIGN
COLLABORATIVE



University Place Town Center

FIGURE
15

Part IV

The Implementation Strategy

Strategies

The Town Center Plan has a dual goal: to beautify the city and make it more livable; and to promote private investment within the city that is compatible with the overall University Place vision. Progress toward implementing the vision of the Town Center Plan needs to be centered on certain strategies. The following list identifies some of the basic tasks and techniques the city can pursue to implement the plan.

Strategy 1. Capital Facilities Planning

A fundamental strategy to implement the Town Center Plan is targeted public investment. Given limited resources, public investment in the Town Center must be well thought out, reasoned and realistic if it is to encourage private investment.

The City's capital facilities planning process will be the means of determining capital spending priorities. The Washington State Growth Management Act requires that capital facility expenditures be realistically programmed in the capital facilities plan. Specifically, the capital facilities plan must show the funding sources required to finance identified improvements.

The annual capital facilities planning process offers the city an appropriate mechanism to weigh the City's overall capital facility needs, including those affecting the Town Center. Proper capital planning allows the City to stimulate development in the Town Center through strategic public investment. The City can maximize benefit with the least cost by leveraging private investment at the optimum time.

The following identifies certain capital projects the City is pursuing to encourage private investment in the Town Center and to improve the quality of the public experience. The means of financing these capital improvement projects is subsequently discussed.

Capital Facility Projects

The City has several public projects presently programmed for the Town Center area. **Table 1** identifies those capital facility projects

programmed for the Town Center. A discussion of these improvements and their benefits for the Town Center follows.

◆ **Bridgeport Way Circulation Improvements**

Bridgeport Way, from 27th Street to Cirque Drive is being improved in three phases over a five-year period. This project includes repaving, curbs, gutters, sidewalks, pedestrian street crossings, landscaped medians to restrict turning movements, street trees, bike lanes, placing utility lines underground and pedestrian lighting.

This streetscape project will beautify the town center's appearance and improve traffic flow. It will make the town center a more inviting place to work and shop and contribute to a favorable development climate and atmosphere to encourage private development.

◆ **City Hall Remodel**

Approximately \$1 million was allocated to renovate City Hall during 1998-1999. Improvements to City Hall include new and enlarged City Council Chambers. The new facility will also be available for community meetings and other activities such as private receptions and parties. The renovation connects City Hall to Homestead Park with a small terrace that opens to the park area. This is an added amenity for private functions since activities can spill out into the park.

The additional public meeting space will encourage more people into the Town Center, many of whom would otherwise use facilities outside of the city. While using City Hall, these people can frequent many of the local businesses in the Town Center area.

◆ **Homestead Park**

The Homestead Park site consists of approximately six (6) acres abutting City Hall. The park is undeveloped, but is now being designed as a passive public park. Homestead Park will offer pedestrian walkway connections to the surrounding community and serve as a focal public gathering point for the civic center. It will also feature a children's play area.

Pedestrian connections to and from Homestead Park include a crosswalk at Bridgeport Way, the "East Road" link to 40th Street and a direct connection to the south side of City Hall

that extends to the new promenade from City Hall to Pierce County Library and beyond.

Development of Homestead Park opens up public activity opportunities that have not existed in the Town Center. Planned recreation programs such as theater and drama performance, literature reading, and other special events will encourage use and increase familiarity with the park site. Homestead Park will also be a site for people to have lunch during the week or to bring their families after work and on weekends. It will draw more people to the Town Center and encourage them to visit and support nearby local businesses.

♦ **Public Safety Building**

The Fire District has purchased property to the north of Homestead Park to be developed for a public safety building which will house a fire station, a police precinct, and emergency management services. The public safety building will provide a 24-hour presence in the Town Center, enhance security especially during the evening, and make nighttime businesses and activities more acceptable.

♦ **Access Roads**

The Comprehensive Plan's Transportation Element identifies two access roads parallel to Bridgeport Way. These secondary roads will provide more convenient pedestrian and vehicular access to the Town Center and draw more people to the area.

Capital Facility Financing

As indicated earlier, the Growth Management Act requires that capital facility planning realistically demonstrate how programmed capital facility projects will be financed.

Funding sources for public improvements, including those in the Town Center, are discussed in the Comprehensive Plan Capital Facilities Element and in the Transportation Element. Certain projects identified above are identified in the City's six-year capital improvement program, or in the Transportation and Capital Facilities Elements of the Comprehensive Plan if outside of the six-year time frame.

TABLE 1
City of University Place
Town Center - Capital Facilities Plan Projects

Project	1999	2000	2001	2002	2003	2004	Cost
Bridgeport Way Phase IA (1998 - Project)							2,326,000
Bridgeport Way Phase IB	1,320,000						1,320,000
Bridgeport Way Phase II	257,000			1,154,000			1,400,000
Local Access Road (east side)					140,000	935,000	1,075,000
Green Firs (west side)						336,000	336,000
City Hall Remodel	396,587						396,587
Homestead Park Improvements	\$255,000						

OTHER RELEVANT PROJECTS (within six-year CIP timeframe by Year of Construction)

YEAR

- 2000** Cirque Drive West Improvements Phase II (Grandview Drive to Bridgeport Way)
- 2001** 27th Street Improvements Phase I (Bridgeport Way to Grandview Drive)
- 2002** 44th Street Improvements (Bridgeport Way to 67th Street)
- 2003** 35th Street Improvements (Grandview Drive to 67th Street)
- 2003** 44th Street Improvements (Bridgeport Way to Elwood Drive W)
- 2004** 27th Street Improvements Phase II (Bridgeport Way to 67th Street)
- 2004** Cirque Drive West Improvements Phase III (Orchard Street to Bridgeport Way)

OTHER PROJECTS (outside of six-year CIP timeframe)

Morrison Road Connection (estimated 2010 or later)

OTHER NON CITY PUBLIC PROJECTS

Public Safety Building capital construction to be funded by Fire District.

Strategy 2. Design Standards

The City's development review process will be another means of implementing the Town Center Plan. Specifically, the City has adopted design standards that encourage or require new development to incorporate pedestrian oriented design features and the provision of pedestrian oriented amenities. The City's adopted design standards also actively promote high quality building design and improvement of the city's streetscape.

Through implementation of these design standards a pattern of pedestrian friendly, high quality development will evolve. Pedestrian

linkages between properties will develop, the provision of pedestrian amenities will result, and a coordinated coherent town center development pattern will emerge. The physical transformation of the Town Center will begin.

Strategy 3. Monitor and Revise Development Regulations

Implementation of the Town Center Plan can be enhanced through the City's development regulations and ability to tailor these regulations to fit the specific needs of the Town Center. The design standards are one example. However, on a broader scale, the City needs clear and objective development standards that can be efficiently applied and understood by the public. This can expedite the City's development review process and promote the perception that the City of University Place Town Center is a good place to locate or expand a business.

It is inevitable that development projects will reveal difficulties with the regulations in place at that moment. The City's commitment to modifying standards that simply do not work is important.

Strategy 4. Coordination and Partnerships

Many items discussed in the Town Center Plan involve forging cooperative partnerships and relationships with other key agencies and organizations. Examples include Pierce Transit to enhance safe transit service in the Town Center and the possibility of constructing off-street transit stations. The Chamber of Commerce is another logical coordinating agency.

Strategy 5. Development and Marketing Assistance

The City can develop partnerships with the development community to make the development process less intimidating or complex. City initiated strategies include:

- ◆ Designating a staff person (or persons) as development "facilitators" or "monitors" to provide technical and informational assistance to businesses in the city. Development monitors trained in economic development can be a governmental liaison to the Chamber of Commerce or other business organizations. They can facilitate permitting, and provide development information and other technical assistance to new or expanding businesses within the city that request assistance.

- ◆ Working with the real estate and development industry to discuss trends and strategies might help all work together to encourage businesses to locate, expand or stay in the University Place Town Center.
- ◆ Development of a community profile of information that new or expanding businesses can use to prepare marketing or business plans is an economic development function government agencies can perform.

Progress toward implementing the Town Center Plan vision must be based on flexible strategies. Over time, more information will be available and new trends will emerge. As development occurs and as the City faces other implementation issues, new strategies can be developed that build on the success of prior efforts.

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* Pat Clifford served as Chairperson through 1998; Mark Kahley became Chairperson in 1999. Bonnie Lynn Meyer and Caroline Belleci share the Vice-Chairperson position.