

RESOLUTION NO. 1071

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF UNIVERSITY PLACE, ADOPTING THE UNIVERSITY PLACE 27TH STREET BUSINESS DISTRICT PLAN

WHEREAS, the City Council adopted Ordinance 698 on November 20, 2017 adopting the University Place Regional Growth Center Subarea Plan in order to designate a 481-acres commercial, multifamily, and mixed-use area within University Place as a Regional Growth Center; and

WHEREAS, the Regional Growth Center Subarea Plan establishes a clear vision and framework for how the City's center can continue to grow and transform over time while also retaining the important qualities and assets that make the community a great place to live, work, and play. The Subarea Plan outlines a vision and guiding principles that are instrumental in the development of three distinct districts found in the Regional Growth Center; and

WHEREAS, the Northeast Business District Plan, the first of the three district plans, was adopted by the City Council under Resolution No. 1022 on November 6, 2023; and

WHEREAS, the 27th Street Business District Plan is the second of the three district plans and establishes specific provisions that align with the redevelopment activity occurring in the District and the City's adopted code. The plan will help to ensure that future redevelopment aligns with the vision and guiding principles for the 27th Street Business District; and

WHEREAS, the City Council adopted Resolution 1001 on January 17, 2023 adopting the Annual Planning Commission Work Plan for 2023 directing the Planning Commission to begin discussing future work on the 27th Street Business District Plan and seeking a consultant to assist the City with the plan; and

WHEREAS, on November 16, 2023, the City entered a Public Service Agreement (contract) with OTAK, Inc. to assist the City with developing the 27th Street Business District; and

WHEREAS, the City Council adopted Resolution 1026 on December 4, 2023 adopting the Annual Planning Commission Work Plan for 2024 directing the Planning Commission to begin development of the 27th Street Business District Plan with the assistance of OTAK, Inc.; and

WHEREAS, an Advisory Group consisting of community members and business owners within the 27th Street Business District, as well as City Advisory Committee members were formed and met four times at key milestone of the planning process to help develop the vision and guiding principles and plan recommendations for the 27th Street Business District Plan; and

WHEREAS, two public engagement surveys were conducted to collect feedback from the community on the vision for the 27th Street Business District. The first survey was sent out via FlashVote. The second survey was posted online on the City's website, and a QR code was included on an informational poster at City Hall linking citizens to the online survey. A total of 681 total responses were collected from community members regarding what the biggest opportunities and challenges are for the 27th Street Business District.

WHEREAS, OTAK partnered with Leland Consulting Group to prepare a market analysis of the 27th Street Business District that documents current real estate market dynamics, development opportunities, and development capacity in the subarea; and

WHEREAS, the City Council adopted Resolution 1062 on January 6, 2025 adopting the Annual Planning Commission Work Plan for 2025 directing the Planning Commission to continue the work of developing the Plan and hear presentations and recommendations from OTAK and the 27th Street Business District Advisory Group; and

WHEREAS, staff provided the Planning Commission with updates on the progress of the 27th Street Business District Plan at various meetings. On January 15, 2025, OTAK presented highlights of the draft 27th Street Business District Plan and the vision statement and guiding principles developed with feedback from the Advisory Committee and received questions and comments from the Commission. OTAK also shared the results of the public engagement survey; and

WHEREAS, on January 31, 2025, the Planning Commission received the full draft 27th Street Business District Plan and was given a 30-day comment and question review period; and

WHEREAS, on March 5, 2025 staff answered questions and collected additional comments from the Planning Commission about the draft 27th Street Business District Plan; and

WHEREAS, the City Planning Commission held a public hearing on March 19, 2025 to consider written and oral public comments on the proposed 27th Street Business District Plan, and unanimously voted by Planning Commission Resolution 2025-01, to recommend the City Council adopt the District Plan; and

WHEREAS, the City Council held a study session on May 5, 2025 to consider the proposed draft of the 27th Street Business District Plan. The City Council was presented with a summary and highlights of the proposed draft plan by OTAK, Inc. The Council provided feedback on the draft plan and requested a second study session to allow for further opportunity to review materials and provide input; and

WHEREAS, a draft copy of the 27th Street Business District was submitted to the Washington State Department of Commerce for a 60-day state agency review on March 21, 2025. The 60-day comment period ended on May 20, 2025, with no comments received; and

WHEREAS, the City Council convened on July 7, 2025 at its regular meeting to hold a second study session on the 27th Street Business District Plan. The Council was presented with the recommended actions of the plan, as well as future traffic projections, and were recommended to consider adoption at a future City Council meeting; and

WHEREAS, on May 2, 2025 the City issued a SEPA Determination of Non-Significance by Reference of environmental documents, and Adoption of existing environmental documents. The 14-day comment period ended on May 16, 2025, with no comments received; and

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF UNIVERSITY PLACE, WASHINGTON:

Section 1. Adoption of the University Place 27th Street Business District Plan. The University Place 27th Street Business District Plan attached hereto as Exhibit A is hereby adopted.

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

PASSED BY THE CITY COUNCIL ON SEPTEMBER 15, 2025.

Javier H. Figueroa, Mayor

ATTEST:

Emelita J. Genetia, City Clerk

APPROVED AS TO FORM:

Matthew S. Kaser, City Attorney

UNOFFICIAL DOCUMENT



27th Street Business District Plan



ACKNOWLEDGMENTS

Advisory Group Members

The City would like to thank and acknowledge the participation of the following members of the Advisory Group who participated in the planning process:

Elisa Linton, *The Linton Agency*
Michael McCune, *Brassfields*
Dan Small, *University Place Presbyterian Church*
Jim Lineweaver, *Families Unlimited Network*
Peggy Rose Webster, *Total Image Solutions*
Ashley Keays, *Keays Wellness Group*
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Frank Boykin, *Council Member*
Steve Worthington, *Council Member*
Denise McCluskey, *Council Member*
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1.

Introduction



Background and Context

In the 1950s, before the City of University Place was officially incorporated, the area began to grow rapidly as suburban living became popular following World War II. At that time, 27th Street served as the commercial core of the community. This mid-century district, rich in history, placed a strong emphasis on local businesses. A streetcar once traversed this bustling area, further contributing towards the development of a pedestrian corridor.



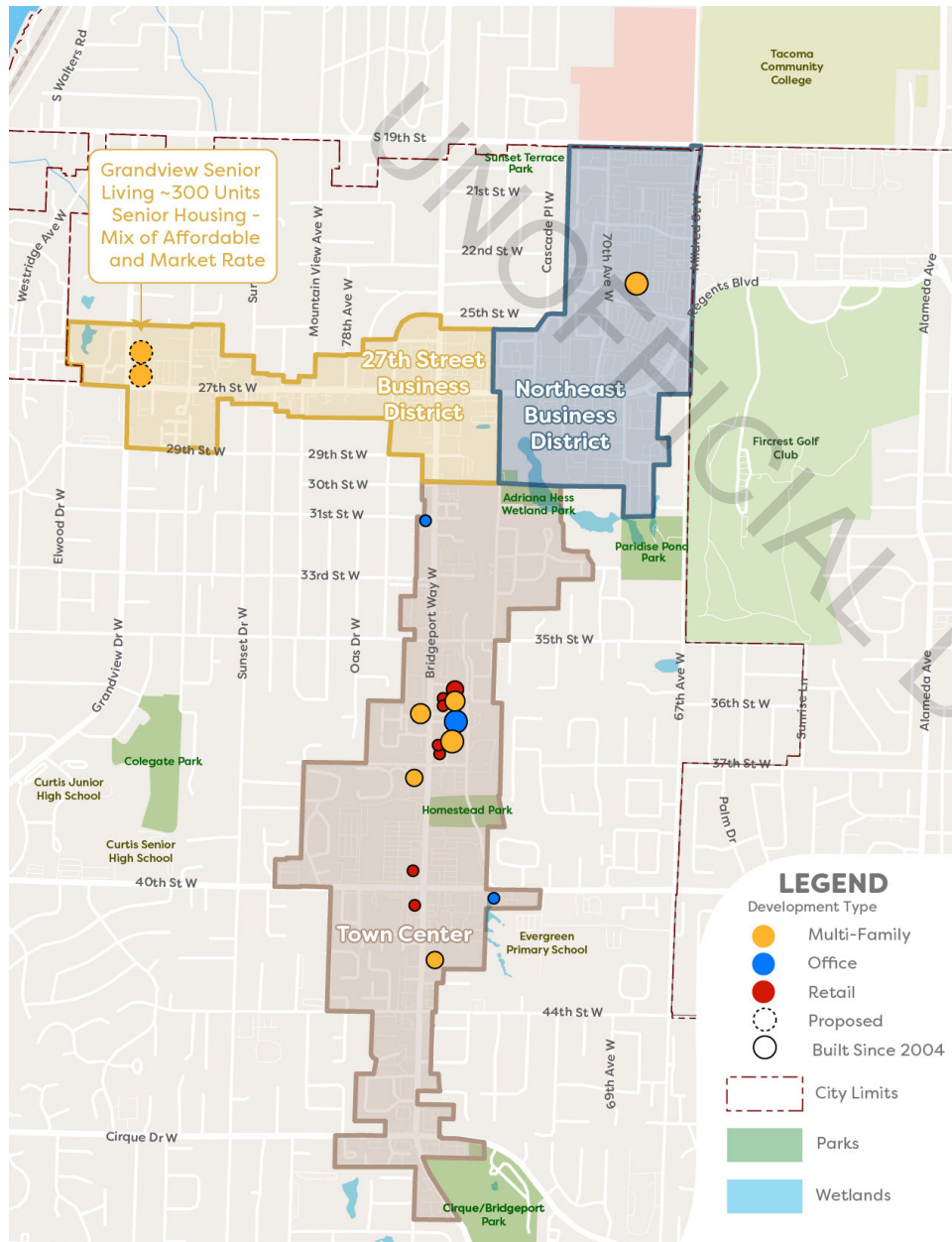


Figure 1. Regional Growth Center Districts

In 2017, the City of University Place adopted a Regional Growth Center (RGC) Plan that encompassed the 27th Street Business District, as well as Town Center and the Northeast Business District. Figure 1 shows the three districts that make up the full RGC area for University Place.

The RGC Plan designated a 481-acre commercial, multifamily, and mixed-used area under Puget Sound Regional Council's (PSRC) Centers Framework. The plan outlines a vision and guiding principles that are instrumental in the development of three distinct districts found in the Regional Growth Center. Figure 2 shows the regional Pierce County context surrounding University Place.

As an outcome of completion of the RGC Plan, the City has proceeded to develop specific subarea plans for each of the three districts. The Northeast Business District Plan was completed in 2023. This plan is being completed in 2024, and the Town Center Business District Plan is proposed for completion in 2025.

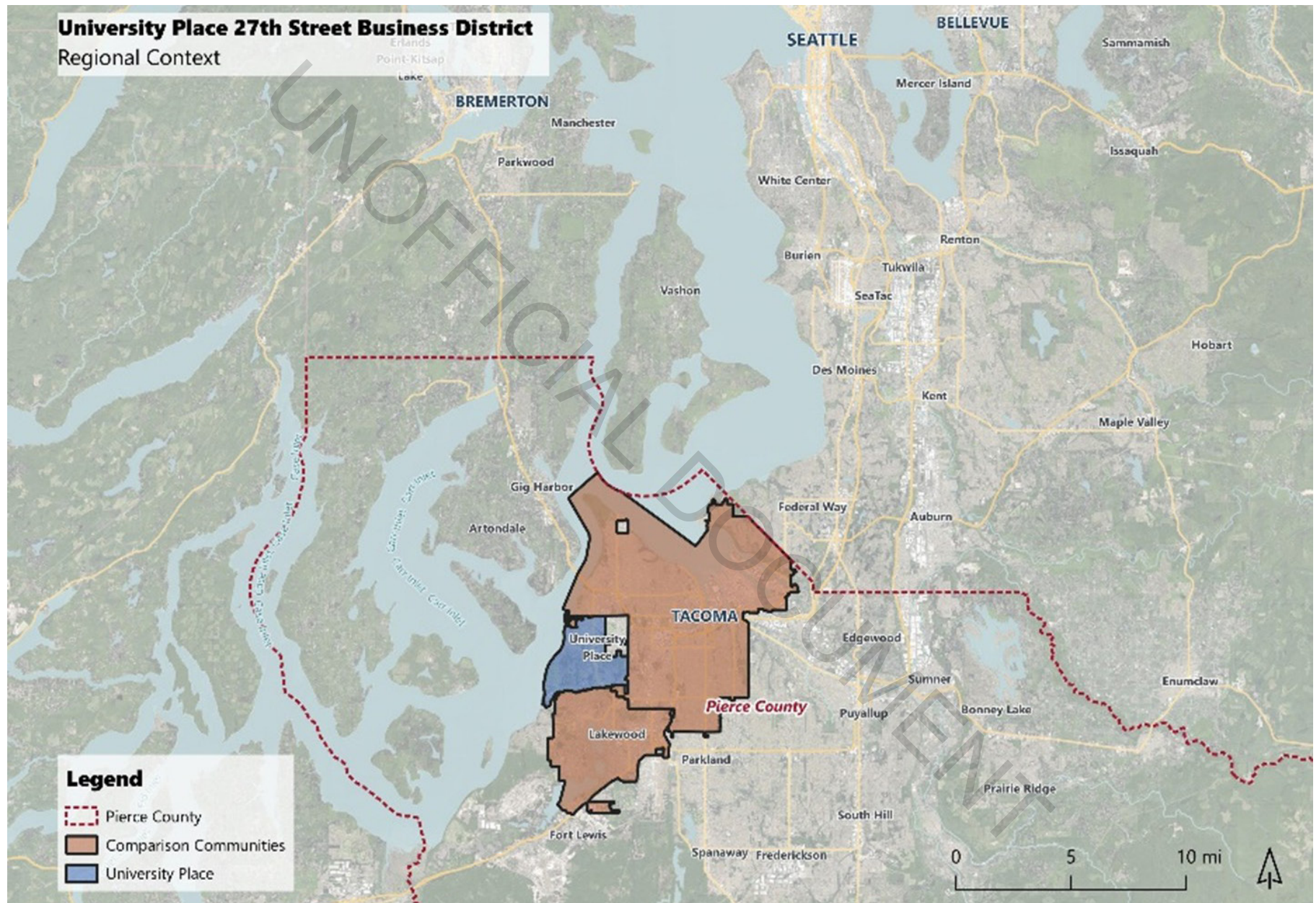


Figure 2. Regional Context Map

Purpose and Vision for 27th Street Business District

The purpose of the 27th Street Business District Plan is to establish specific provisions that align with redevelopment activity occurring in the District and the City's adopted code provisions. This plan will help to ensure that future redevelopment aligns with the vision and guiding principles for the District.

District Vision Statement

The District's vision statement (and the guiding goals on the next page) reflect changes in how the District may redevelop in the future based on recent projects and market factors.



Vision Statement

The 27th Street Business District vision statement is as follows:

“Over time, the 27th Street Business District will become a *community destination*, with a *cohesive identity* and *quality design*. Pedestrian friendly redevelopment and civic improvements will provide opportunities for: new gathering spaces; neighborhood-serving local businesses; dining and retail opportunities; and housing.”

Guiding Principles

1. **Enhance** the sense of community by establishing a place for gathering and events while supporting community involvement.
2. **Support** and encourage small business opportunities such as neighborhood services, dining, and retail.
3. **Align** with the city adopted form-based code provisions to support quality design and redevelopment.
4. **Improve** facilities and connections for people walking, biking, and rolling to and through the district.
5. **Enhance** and maintain greenspace within the public and private realm.
6. **Provide** diverse housing choices to meet the demand for a variety of household sizes and incomes.

Regional Planning Context

The 27th Street Business District lies within the City of University Place's RGC, which overall is an area that the City is planning to concentrate development moving forward.

Puget Sound Regional Council (PSRC) provides the following definition for Regional Growth Center.

According to PSRC, regional growth centers are areas of compact development where housing, employment, shopping, and other activities are in close proximity. These are areas around the Puget Sound region characterized by compact pedestrian-oriented development with a mix of uses, facilities, and services needed to accommodate population and employment growth. A key goal of Vision 2050 is focusing development in urban growth areas and attracting an increased proportion of regional jobs and housing growth into regional growth centers.

Regional Growth Center

Area with dense existing jobs and housing, high-quality transit service, and planning for significant growth. These centers may represent areas where major investments – such as high-capacity transit – offer new opportunities for growth.

Regional Planning Context Continued

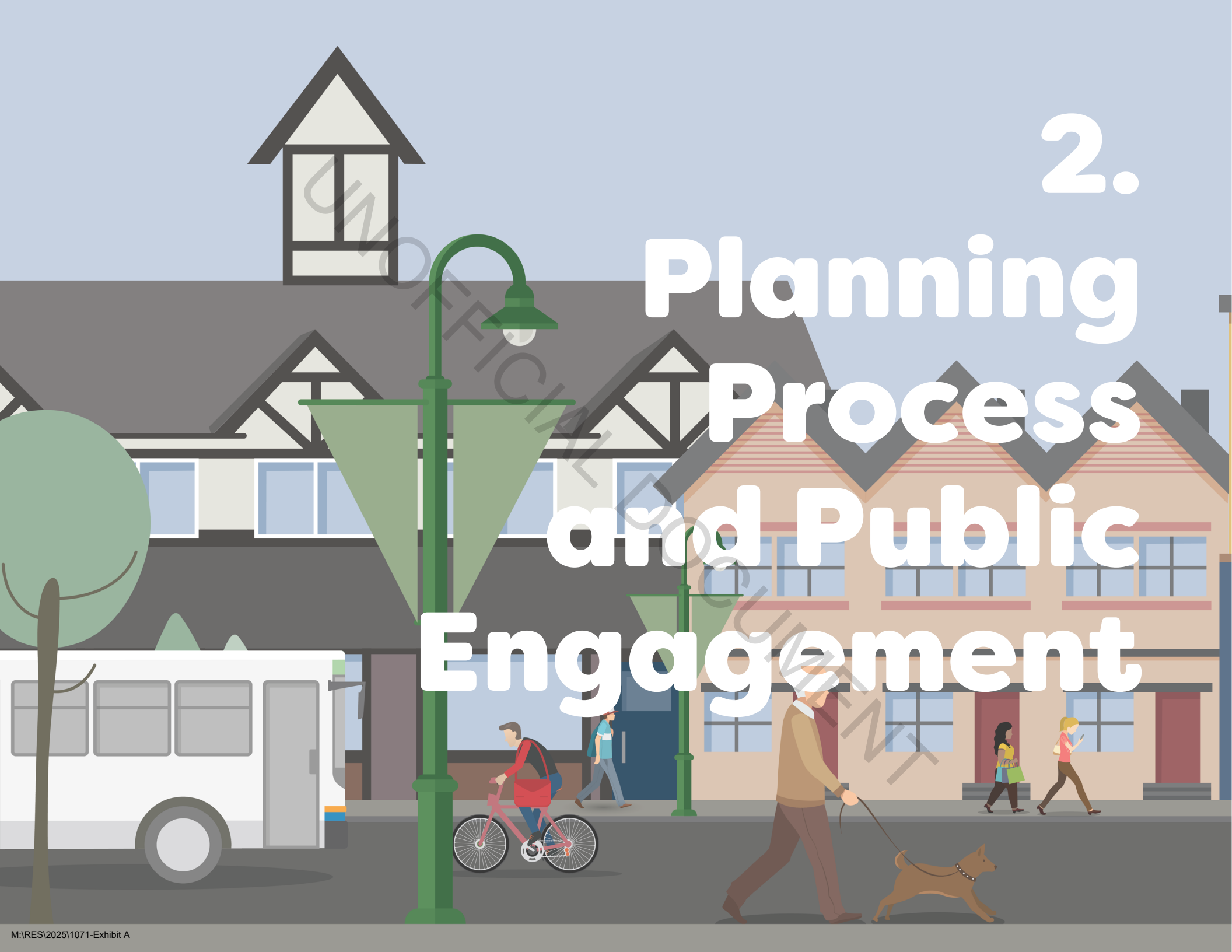
One of the strategic actions in the University Place RGC Plan was to create a specific plan for the 27th Street Business District. The City's Comprehensive Plan Land Use policies also direct the City to create specific plans for each of the three districts. Along with the establishment of the 27th Street Business District Plan, an important objective was to bring the 27th Street Business District Plan into alignment with the City's recently adopted form-based code provisions.

Comprehensive Plan Policy LU12D Complete specific area plans for the three subarea plan districts – the Town Center District, 27th Street Business District, and the Northeast Business District by addressing the following:

- *Safe, accessible, bikeable, rollable, and walkable road grid systems to improve circulation and redevelopment opportunities where many of the properties have poor access and visibility.*
- *Mixed-use development along arterial streets and at intersections of arterial and secondary streets, and support stand-alone “missing middle” housing, especially when it is located behind commercial mixed-use development near the street.*

University Place is one of sixteen cities identified as a “Core City” within PSRC's Regional Growth Strategy framework. Core Cities are intended to accommodate a significant share of future growth— 28 percent of the region's population growth and 35 percent of its employment growth by the year 2050.

2. Planning Process and Public Engagement

A stylized illustration of a town street scene. In the background, there are several houses with gabled roofs and multiple windows. A white bus is parked on the left side of the street. A large green tree is on the far left. In the foreground, a man is walking a brown dog, a person is riding a red bicycle, and two other people are walking. A green street lamp stands on the sidewalk. The text '2. Planning Process and Public Engagement' is overlaid on the right side of the image.

Overview

The 27th Street Business District Plan was developed over the course of approximately two years from the Fall of 2023 through the end of 2025.

Figure 3 shows the planning process and key activities that occurred throughout the process.



Figure 3. Planning Process

Advisory Group Engagement

An advisory group made up of community members and business owners was established to help guide the 27th Street Business District Plan planning process. To establish the advisory board, the City of University Place conducted outreach with businesses in the 27th Street Business District to gather interested stakeholders for the voluntary committee. The advisory group members met four times with the project team during the planning process to hear about and provide feedback on various aspects of the plan as it was developed. The advisory group served as a “sounding board” for ideas and opportunities and helped to advise the planning team about community interests and values. The advisory group members served as liaisons to the broader community—bringing perspectives to the table beyond their own personal views that may be representative of their role/engagement as a member of the community.

While the advisory group is not a regulatory board and was not in the role of approving or adopting the subarea plan, the advisory group made recommendations to Planning Commission and City Council based on their involvement in the planning process. The advisory group provides a insightful role in developing, vetting, and supporting the vision, policies, and actions proposed in the plan upon its draft completion.

Community-Wide Visioning Survey

A visioning survey was launched online on March 17th, 2024 to gather feedback from the general public. The survey ran for one month until April 17th, 2024. In total, 681 unique respondents provided comment on the visioning survey.

The visioning survey was presented in two forms: one hosted on SurveyMonkey, which had a comprehensive set of eight questions. Another form of the survey was hosted through FlashVote which consisted of five of the eight questions. Respondents envision the district as a walkable destination full of local businesses within a quality designed public realm.

Some example questions from the visioning survey and most common answers are summarized on the next page.



Figure 4. Visioning Survey Summary

Which of the following would you like to see as the 27th Street Business District develops over the next 20 years?

The most common responses were:

- » local businesses that primarily serve the neighborhood
- » local businesses that primarily serve the broader community
- » easy to park once and walk to multiple businesses
- » easy to access via walking, biking, or taking transit
- » easy to park near specific businesses
- » new residential housing units

Which of the following do you think the 27th Street Business District needs the most?

The most common responses were:

- » small scale restaurants, coffee shops, and pubs
- » small retail spaces
- » greener streets
- » parks and recreational opportunities
- » nearby groceries and “daily” shopping needs
- » walking and/or biking improvements/trails

Name one thing you would like to make sure is improved in the 27th Street Business District.

The most common responses were:

- » specific locations: the vacant lot around/ behind Lefty's; the intersection of 27th and Grandview
- » general retail and dining experiences
- » transportation, pedestrian infrastructure, and walkability



3.

Existing Conditions and Demographic Analysis



Overview

The 27th Street Business District is one of three districts that make up the University Place Regional Growth Center. The District boundaries do not directly correspond with streets but the farthest boundaries are 25th Street W to the north, Morrison Road W to the east, 30th Street W to the south, and 87th Avenue W to the west.



Current Land Uses

Current land uses in the District are shown in Figure 4 and include varying densities of residential and business (commercial and retail) uses, as well as schools, church properties, office and employment uses, and parking areas. There are also some undeveloped and vacant parcels in the district. The nearest public park/open space is Adriana Hess Wetland Park, located just outside the district to the southeast and further described later in this plan.

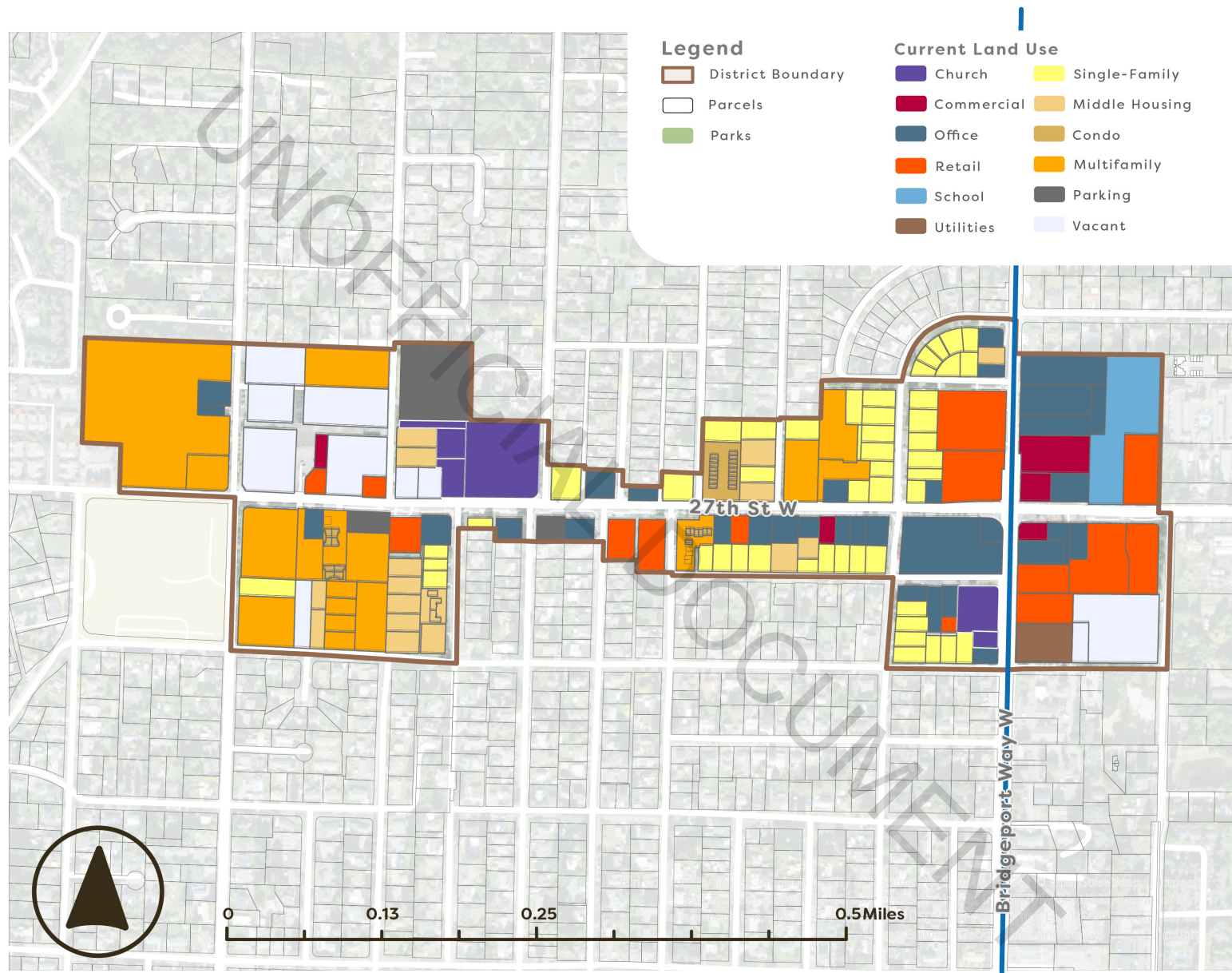


Figure 5. Current Land Uses

Existing Zoning

The 27th Street Business District contains 80.5 acres of privately-owned properties or parcels, excluding right-of-way. Aside from 0.1 acres zoned POS (Parks & Open Space), the District is comprised of two main zones: Mixed Use – Neighborhood (MU-N45) and Mixed Use – Urban (MU-U75). There is also a Storefront Frontage Overlay and a Transition Overlay present in the district. See Figure 6.

After the adoption of the Regional Growth Center Subarea Plan in 2017, the City developed and adopted the plan's recommended form-based code (FBC) to guide building form and height in each new zone category, and to provide more flexibility related to the types of specific uses that could be redeveloped. The FBC is codified in section 19.54 of the University Place Municipal Code. The form-based code contains four designations which regulate development with the goal that “new development projects exhibit the highest standards of urban design, architecture, and landscaping at the scale of the neighborhood, block, lot, and building.” The zones are described with example building types, desired form, streetscape, parking, and use considerations, with accompanying renderings of example development.

The Mixed Use – Neighborhood (MU-N45) and Mixed Use – Urban (MU-U75) zones both come from the Regional Growth Center FBC zoning framework. Overall, this form-based code is relatively flexible and easy to navigate, reducing barriers to development throughout the RGC.

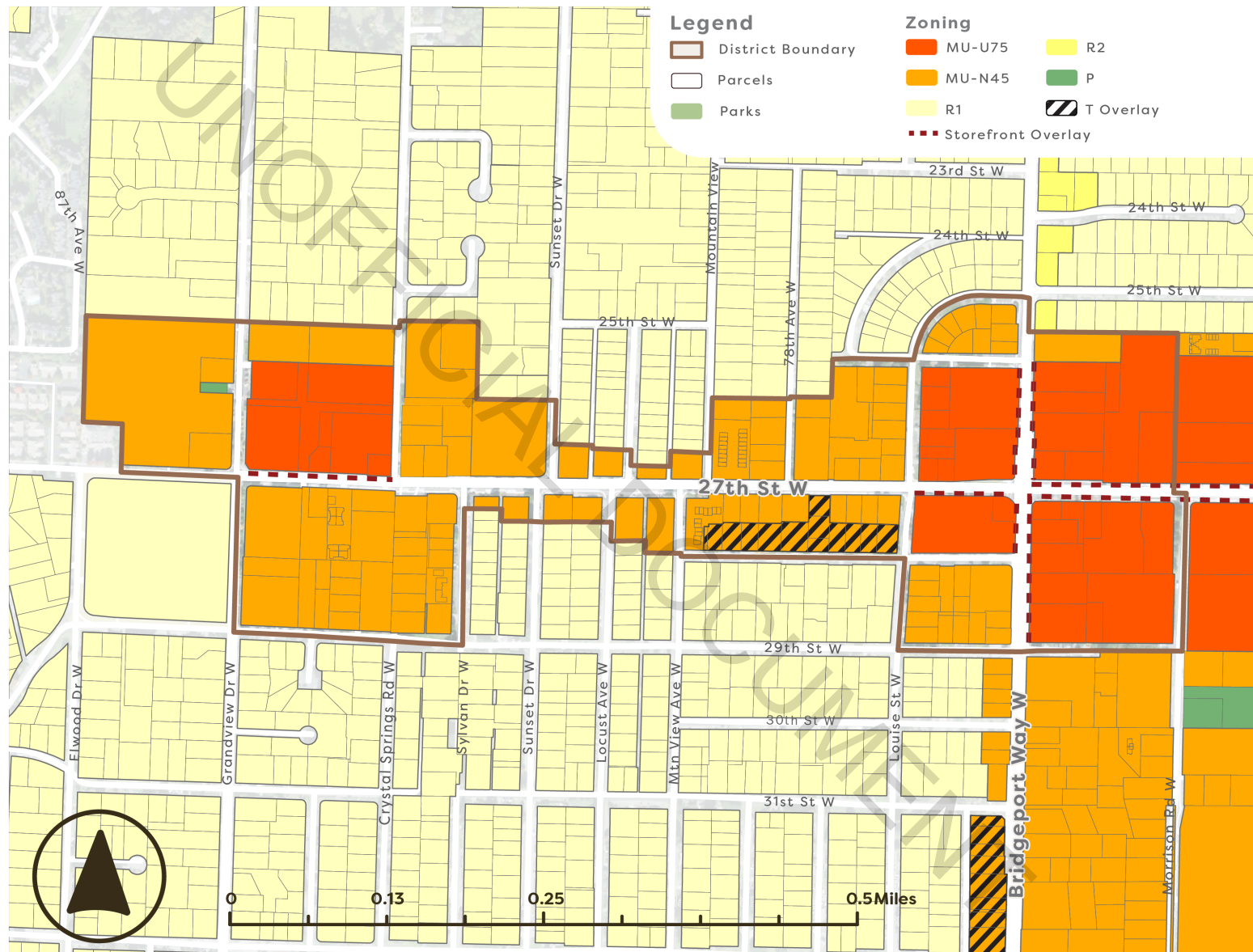


Figure 6. Existing Zoning Map

Mixed Use – Neighborhood (MU-N45)

The Mixed Use – **Neighborhood (MU-N45)** zone serves as a transition zone providing separation between more intense commercial activities and residential areas. Allowed uses include multifamily housing, adult family homes, nursing homes and assisted living facilities, day care, religious assembly, professional offices, retail uses, public parks, public and private recreation, government services, and minor utility distribution facilities. A maximum building height of 45 feet is allowed, to mitigate visual impacts to adjacent residential areas. Building types include multiplex, townhouse, courts, livework units, commercial and mixed use wood frame and podium building types of up to four levels. 51.6 acres of the district is zoned Mixed Use-Neighborhood (MU-N45).



Grandview Senior Living Renderings, University Place , WA

The Mixed Use: Neighborhood (MU-N45) and Mixed Use Urban (MU-U75) zones both come from the Regional Growth Center FBC zoning framework. Overall, this form-based code is relatively flexible and easy to navigate, reducing barriers to development throughout the RGC.

Mixed Use – Neighborhood (MU-N75)

The Mixed Use – **Urban (MU-U75)** zone applies to an area of multifamily residential and commercial uses along arterial streets. In most areas the Mixed Use – Urban zone is separated from single-family homes by the Mixed Use – Neighborhood zone. A building height of 75 feet is allowed in the MU-U75 zone. If a property is adjacent to a R1 or R2 zone, the maximum height of a new development is 45 feet in order to mitigate impacts to historic housing stock. Building types include multiplexes, townhomes, courts, live-work units, commercial, parking garage liner, and mixed use building types. The building height would allow five wood frame stories over a one- or two-level concrete podium. The form of development in the MU-U75 zone would generally be a mixed use with a focus on residential upper floors and active uses at the ground floor level. On arterial streets such as Bridgeport Way and 27th Street West, the ground floor level may support retail, restaurants, office space, and other active uses, while on other street frontages the ground floor level could be designed to support residential uses. Developments that include a mix of retail, personal services, offices, and residential uses are encouraged.

The commercial area on the corners of the intersection of 27th Street and Bridgeport Way and the northwest corner of 27th Street at Grandview, a total of 28.8 acres, is zoned Mixed Use-Urban (MU-U75).

Overlay Zones

The **Storefront Frontage Overlay** requires “storefront frontage and a minimum floor-to-ceiling height to accommodate ground floor live-work, commercial, retail, or other such nonresidential activity on streets where the vision expects active, pedestrian-oriented streetscapes.”

There is also a **Transition Properties Overlay** zone on a row of MU-N45 parcels on 28th Street. According to UPMC 19.20.040, this zone creates a “uniform set of design standards aimed at protecting single-family neighborhoods that abut commercial areas,” including “limits on access, additional buffering and/or setback requirements, building modulation, and location of windows.”

Parks/Open Space, Public Facilities, and Schools

Parks and Open Space Areas

While there are no parks within the District, one park is located close to the District boundary. Adriana Hess Wetland Park is a 2-acre open space/ natural area located directly to the south east of the District. Access to the park is provided from Morrison Road W. Facilities at the Wetland Park include trails for birdwatching and a picnic shelter. Offices for Tahoma Bird Alliance are located on the park property.

This park along with shopping centers and other destinations, are important places in the District that should be well connected to sidewalks/ walkable routes, bicycle ways, and transit service.

Within the district, the City has an easement over a portion of the school property that could be improved to a public amenity space in the future.

Public Facilities

Fire and emergency medical services are provided by West Pierce Fire and Rescue. Police services are provided by Pierce County via a City of University Place contract. Court services are provided by Pierce County via a City of University Place contract. Library services are provided by the Pierce County Library System with a branch library located in Town Center. Municipal facilities are provided by the City. The Tacoma-Pierce County Health Department provides a wide array of services and benefits to the community including health and wellness outreach, as well as information about air quality and environmental conditions, fire and emergency preparedness, and other topics.

Schools

University Place possesses a robust educational system that caters to students of all ages. The University Place School District and Charles Wright Academy provide education for students from kindergarten through 12th grade. University Place Primary School borders the district, and Montessori in Motion, a private preschool, is located within the district. Additionally, Tacoma Community College, located northeast of the district, offers further educational opportunities for the community. Overall, University Place offers a diverse range of educational opportunities, from early childhood education to higher education, ensuring that residents have access to quality learning experiences at every stage of their academic journey.

Transportation and Connections

Existing Transportation Network

Primary streets within the District include 27th Street W (from Elwood Drive W to Morrison Road W) and Bridgeport Way W (from Olympus Drive W to 29th Street W). Much of the length of these arterials through the district have been improved to meet current standards with continuous sidewalks and delineated bike lanes. This work was completed in 2019 and has greatly expanded pedestrian connectivity within the district.

While some segments outside of the primary arterials are still in need of improvement, expansion of street rights-of-way to add lanes is not planned or anticipated. Neighborhood streets have not been improved with sidewalks or delineated bike lanes. Capacity won't be increased through widening or adding lanes, but rather by improvements to intersections and by increasing travel by other modes (transit, walking, bicycling, car share, etc.).

Connecting collector and local streets are generally in good condition for vehicle use, but often lack sidewalks and bicycle facilities.

Due to the growth of single-family detached housing in the District over the past decades, there is a general lack of connectivity. Existing blocks are large with a high level of connectivity along the 27th Street and Bridgeport Way corridors. Transit service is provided by Pierce Transit and consists of two primary routes serving the community, see transit section for more detail.

Sound Transit's long-range plans call for extending light rail via Tacoma Link to the Tacoma Community College Transit Center, northeast of the subarea. It is anticipated that high-capacity transit such as bus rapid transit and/or express service could be extended through University Place to serve the regional growth center and connect to the light rail system in the future with increases in population/households and employment in the subarea. The Pierce Transit 2040 Long Range Plan includes a proposed Route 51 which would run North to South between Lakewood, University Place, and Tacoma along Bridgeport Way W.

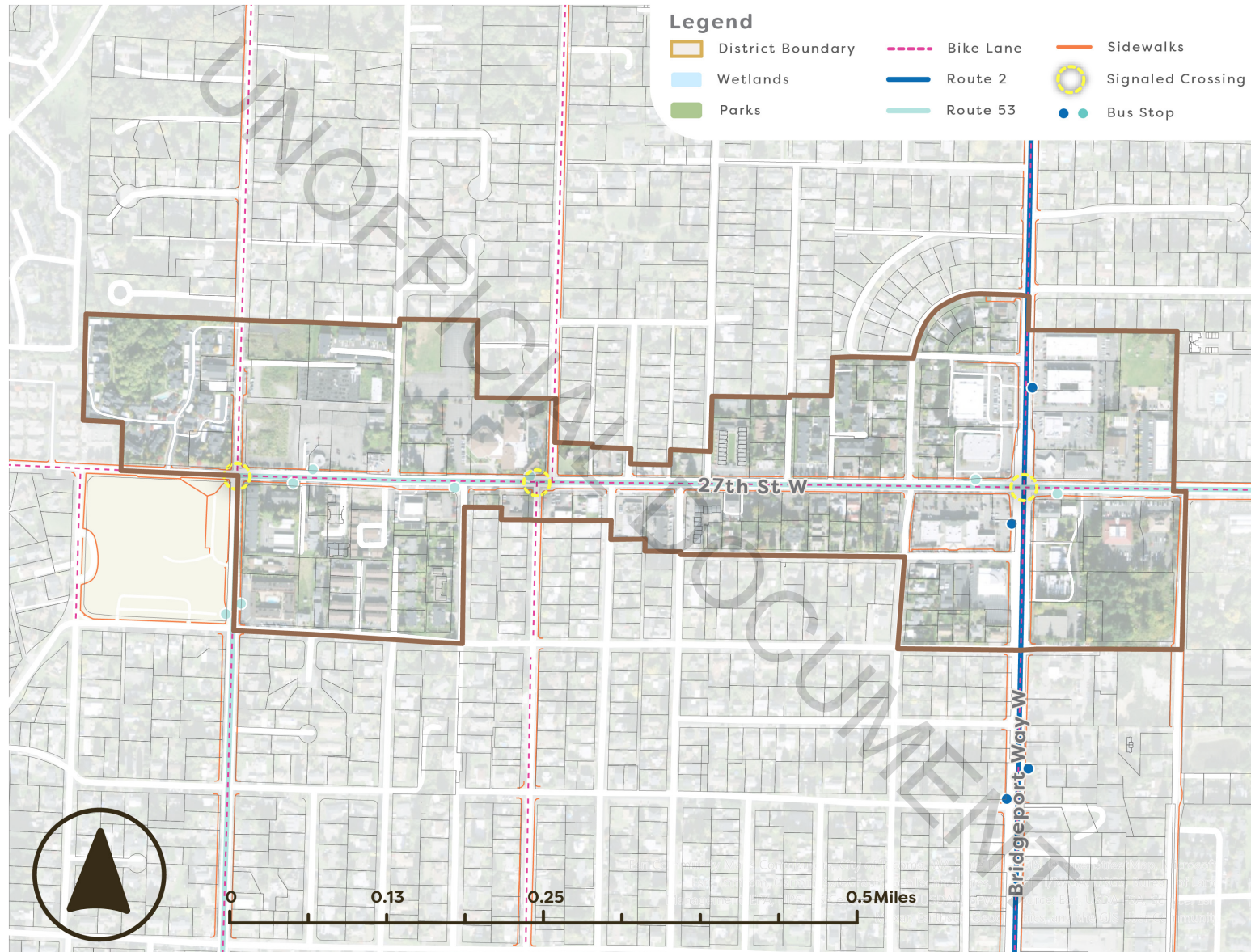


Figure 7. Transportation and Connections

Primary Streets in the District

- » **27th Street W**- This street is a Secondary Arterial in the District, running the length of the district and connecting the District to Day Island to the west and the Northeast Business District to the east. The street has three lanes with a center turn lane, delineated bike lanes, and sidewalks along both sides of the street.
- » **Bridgeport Way W**- This street is a Major Arterial in the District, connecting the District to Tacoma to the north and the Town Center District to the south. The street has five lanes with a center turn lane, delineated bike lanes, and sidewalks along both sides of the street.
- » **Grandview Drive W**- This street is a Collector Arterial within the District, connecting the District to the rest of University Place to both the north and south. The street has two lanes, delineated bike lanes, and sidewalks along both sides of the street.



Neighborhood Streets

- » **Sunset Drive W** - This street is a Collector Arterial within the District, connecting the District to the rest of University Place to both the north and south. The street has two lanes, delineated bike lanes, and sidewalks along one side of the street for most of its length.
- » **Mountain View Avenue W** - This street is an unclassified street extending north from 27th Street W. The street is two-lane with no sidewalks or bike lanes and connects the District to the rest of University Place to the north into Tacoma.
- » **Locust Avenue W** - This street is unclassified and extends south from 27th Street W. The street is two-lane with no sidewalks or bike lanes and connects the District to the rest of University Place to the south.
- » **Crystal Springs Road W** - This street is unclassified and extends south from 27th Street W. The street is two-lane with no sidewalks or bike lanes and connects the District to the rest of University Place to the south.
- » **78th Avenue W** - This street is unclassified and extends south from 27th Street W. The street is two-lane with no sidewalks or bike lanes and connects the District to the rest of University Place to the south.
- » **86th Avenue W** - This street is unclassified and short in length, connecting 27th Avenue W and Grandview Drive W within the Carriage House Neighborhood. It is two-lane with no sidewalks or bike lanes.

Other Streets

- » **26th Street W**- This street is a short, unclassified connection between Bridgeport Way W and Sunset Circle W. It is two-lane with no sidewalks or bike lanes.
- » **28th Street W**- This street is a short, unclassified road running between Bridgeport Way W and ending at Mountain View Avenue W. It is two-lane with no sidewalks or bike lanes. This street serves as part of the southern boundary to the District.
- » **29th Street W**- This street is a short, unclassified road running between Bridgeport Way W and ending at Elwood Drive W. It is two-lane with no sidewalks or bike lanes and connects the District to the Town Center Business District to the east.
- » **26th Court W**- This street is a short, unclassified connection to/from 86th Avenue W within the Carriage House Neighborhood. The road is a two-lane road with no sidewalks or bike lanes.
- » **25th Street W**- This street is a short, unclassified road connecting Bridgeport Way W to Cascade Place W. It is two-lane road with no sidewalks or bike lanes.

Transit Service

Current transit service for the District is provided by Pierce Transit and consists of two primary routes serving the community. Route 2 is a bus route operated by Pierce Transit connecting the District with Tacoma Community College and the Tacoma Mall. This route typically runs every 30 and 60 minutes and operates along Bridgeport Way W. Route 53 is a bus route connecting Downtown Tacoma to Lakewood Towne Center and runs through the District. This route operates along 27th Street W and typically runs every 30 and 60 minutes.

Planned Transit Improvements.

Sound Transit has outlined plans to extend the Link Light Rail from the current terminus in the Tacoma Hilltop neighborhood. Six new stations are planned with a track length of three and a half miles and would provide access from Tacoma Community College to the wider Seattle-Tacoma area via the Tacoma Dome Station. The new line is part of Sound Transit's ST3 package and is anticipated to open between 2039 and 2041.

Pedestrian and Bicycle Network and Facilities

Pedestrian connectivity throughout the district is comprehensive. Major roads such as 27th Street W and Bridgeport Way W have sidewalks located on both sides of the street alongside delineated bike lanes. The District is characterized by predominately mixed-use zoned development following 27th Street W and Bridgeport Way W. Surrounding the District to the north and south are single-family detached neighborhoods with limited pedestrian and cyclist infrastructure. Sidewalks and associated pedestrian facilities were updated in 2018 to include a full sidewalk along the south stretch of 27th Street W from Grandview Drive W to Louise Avenue W.



Existing Utility Services

Sanitary Sewer

Sanitary sewer service is provided to the City of University Place by Pierce County Public Works and Utilities as well as by the Cities of Fircrest and Tacoma. According to the 2020 amendment to the University Place Comprehensive Plan, Policy CF6D states that the City will work through a franchise agreement with these jurisdictions to ensure that sewers are available within 300 feet of all properties within the next 20 years, enabling individual property owners to extend a sewer line to their properties for a reasonable cost. Pierce County Planning and Development is currently updating the Unified Sewer Plan (to be completed in 2025), which will guide the Sewer Division for the next 20 years. This project is entering the third phase of development which will include financial analysis, planning, and regulatory deliverables. The Unified Sewer Plan will plan for future residential and employment growth by replacing aging sewer system components and upgrading to new technology.

Water

Water service in the City of University Place is managed by City of Tacoma Public Utilities Water Division and coordinated through the Tacoma Water System Plan. This document was last updated in 2018 and is regularly updated every ten years. The Water System Plan includes a demand forecast developed through econometric analysis of water usage and growth projections. This forecast provides a basis for evaluating water supply adequacy, system capacity, and the need for infrastructure improvements to accommodate projected growth.

Surface Water Management

Surface water and stormwater in the District is managed by the City of University Place. The District is in the Chambers Subbasin of the Chambers-Clover Watershed Resource Inventory Area (WRIA 12). Some portions of the district lie in the Day Island and Soundview Drainage Basin with other portions draining into the Crystal Springs Creek basin. Stormwater drains directly into Puget Sound or into Crystal Creek which flows into Puget Sound by the Day Island lagoon. Due to development, the District is largely impervious, with some open space at the University Place Primary School and at a monitored wetland lot behind Chili Thai.

There are no streams in the District. Stormwater is collected and transported through the City's stormwater infrastructure. The City's stormwater infrastructure in the District consists of stormwater conveyance and two stormwater vaults according to the University Place Comprehensive Plan. A stormwater filter vault is located nearby on the University Place Primary School property. The City's adopted Comprehensive Storm Drainage Plan identified problems with drainage infrastructure in the Day Island and Soundview Drainage Basin. The Comprehensive Storm Drainage Plan's recommended improvements are directed at correcting both existing problems and accommodating the effects anticipated from future growth of the City.

The City has adopted the King County Surface Water Design Manual (KCSWDM) as its standard for development and level of service. Title 13 of the University Place Municipal Code provides additional direction and standards for surface water management. Future new development and redevelopment in the District will be required to comply with these requirements and standards.

Development Scenarios and Surface Water Management

The City of University Place has identified three redevelopment scenarios as part of the ongoing planning efforts for the 27th Street Business District Plan. These scenarios utilize the Pierce County Buildable Lands Inventory which identifies parcels that are underutilized. The Low Development scenario indicates that several parcels are underutilized and could feasibly be redeveloped. These findings align with the base information in the Buildable Lands Inventory. The Medium Development scenario indicates a quarter of the area within the District is redevelopable. The High Development scenario indicates that the majority of the land within the District can be redeveloped, though this would only be feasible if the City were to exceed their expected growth targets. Properties that are undergoing redevelopment will be required to adhere to current stormwater regulations as detailed by the KCSWDM and Title 13 of the University Place Municipal Code. The KCSWDM requires the construction of surface and storm water management systems to mitigate the impacts of new development or redevelopment on drainage systems. Flow control on these sites means that runoff needs to be detained and released at rates that match the peak flows and flow durations that existed prior to development. Water quality on these sites means that runoff from those new and replaced pollution-generating impervious surfaces and new pollution generating pervious surfaces must be treated.

Power and Communications

Power service in the District is managed by City of Tacoma Public Utilities Power Division (Tacoma Power). Tacoma Power has a maintenance agreement with University Place to service and maintain street light facilities. Tacoma Power utilizes forecasts produced by the Puget Sound Regional Council (PSRC) and local municipalities to project future load growth. Tacoma Power uses this information in conjunction with its system planning criteria to prepare a six-year facilities plan. Pursuant to the current six-year plan, Tacoma Power does not anticipate development of new substations or major line replacements within University Place.

The addition of a large commercial or industrial center in the area may require the development of additional new facilities. Individual redevelopment projects may require the extension of electricity services as needed to serve the demand of new customers, who then will pay for these services. The City will continue to coordinate with Tacoma Power to review the potential build-out demand of the District and the anticipated growth rates over time to determine the need for potential future service and facility improvements.

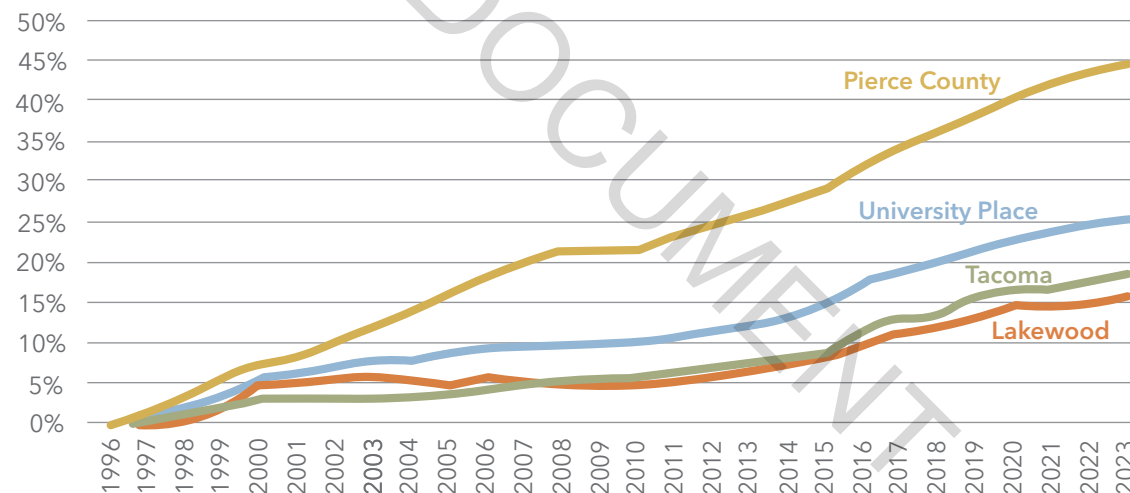
Telecommunications services are provided by several private companies with a division of Tacoma Public Utilities providing cable television services. These service providers continually coordinate with the City to anticipate demand within the geographic area of University Place to provide the most comprehensive set of services to their customers. The City will continue to coordinate with these providers by informing them of planned zoning changes and build-out projections.

Demographics

Since incorporation in 1996, University Place has grown by about 25 percent in population. This is a slower rate of growth than that seen in Pierce County overall, but faster than the rate of growth in neighboring Lakewood, as shown in Figure 5. Tacoma, the largest city in Pierce County, grew considerably more slowly than the county in recent decades, suggesting a trend of increasing population in the more suburban and smaller jurisdictions in the county, such as University Place. This growth in suburban and smaller areas is likely related to the overall regional population increases driven by Seattle's technology and aerospace industries, as well as likely spillover from King County as housing prices have increased in recent years.



Figure 8. Change in Population in University Place, Lakewood, Tacoma, and Pierce County, 1996-2023

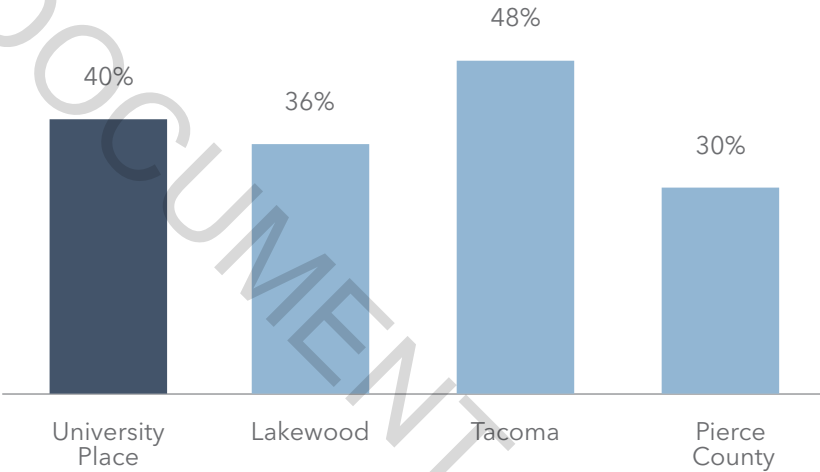


Source: WA Office of Financial Management

Pierce County sets population targets for its cities, as part of the Countywide Planning Policies and the overall Comprehensive Plan update process. These targets are based on countywide population forecasts issued by the state and reflect the amount of growth that each city needs to plan to accommodate over the coming decades. University Place’s current population is 34,866 and the city’s 2044 population target is 48,758 – an increase of 40 percent. This represents a growth rate of 1.4 percent per year on average, nearly double the 0.8 percent per year rate seen over the past 20 years. This is also a higher rate of growth than that expected countywide, although not as high as the rate of population growth expected in Tacoma, as shown in Figure 9. Overall, these growth targets represent a reversal of recent trends, with Tacoma expected to absorb a higher share of overall Pierce County growth in the coming decades, compared to the more dispersed growth seen in previous years.



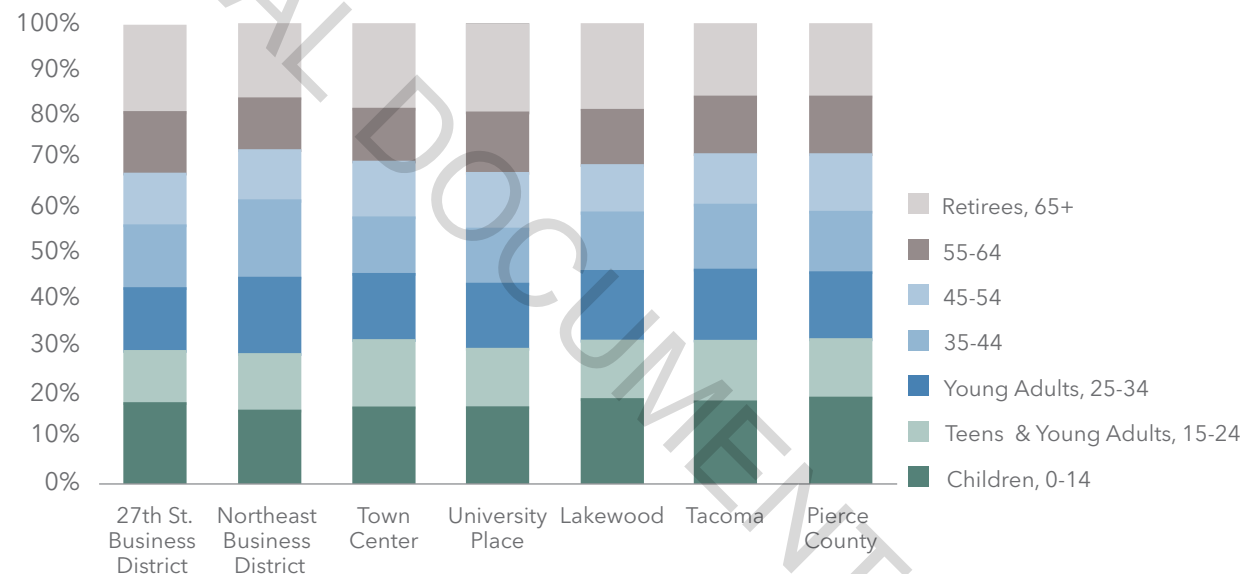
Figure 9. Growth Target Population Increase, 2023-2044



Source: WA Office of Financial Management, Pierce County Countywide Planning Policies

As of 2023, the 27th Street Business District has an estimated 1,301 residents. This is similar to the 1,559 residents of the Northeast Business District but considerably less than the population of the Town Center subarea, at 4,545. The following charts compare the demographics of 27th Street Business District residents to the other two RGC Subareas, to the city, and to comparison geographies. Residents of the 27th Street Business District are similar in age breakdown to the city as a whole, which skews slightly older than Tacoma and Pierce County, as shown in Figure 10. Within the RGC Subareas, the 27th Street Business District has a slightly older population, with a higher share of adults over 55.

Figure 10. Age in the University Place RGC Subareas and Comparison Geographies, 2023



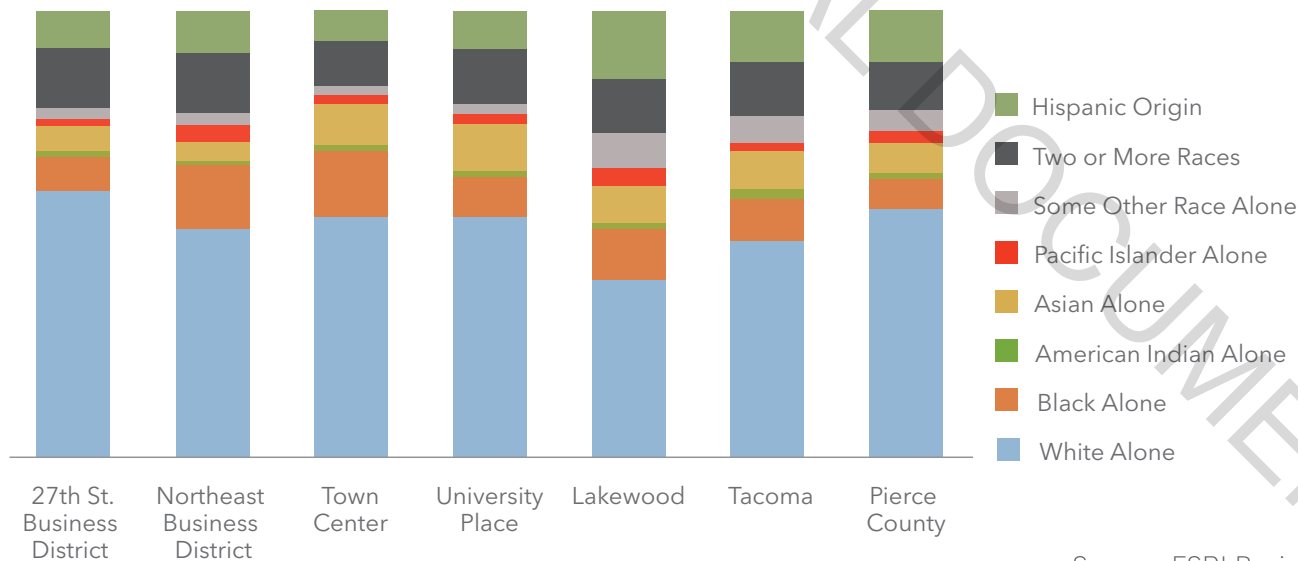
Source: WA Office of Financial Management,
Pierce County Countywide Planning Policies



Figure 11 shows that about 65 percent of residents in the 27th Street District are white, a higher share than in the other parts of the RGC and in University Place overall. The Northeast Business District and Town Center are more diverse, as are the neighboring communities of Lakewood and Tacoma.



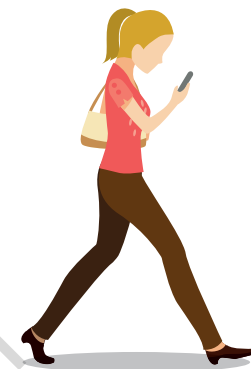
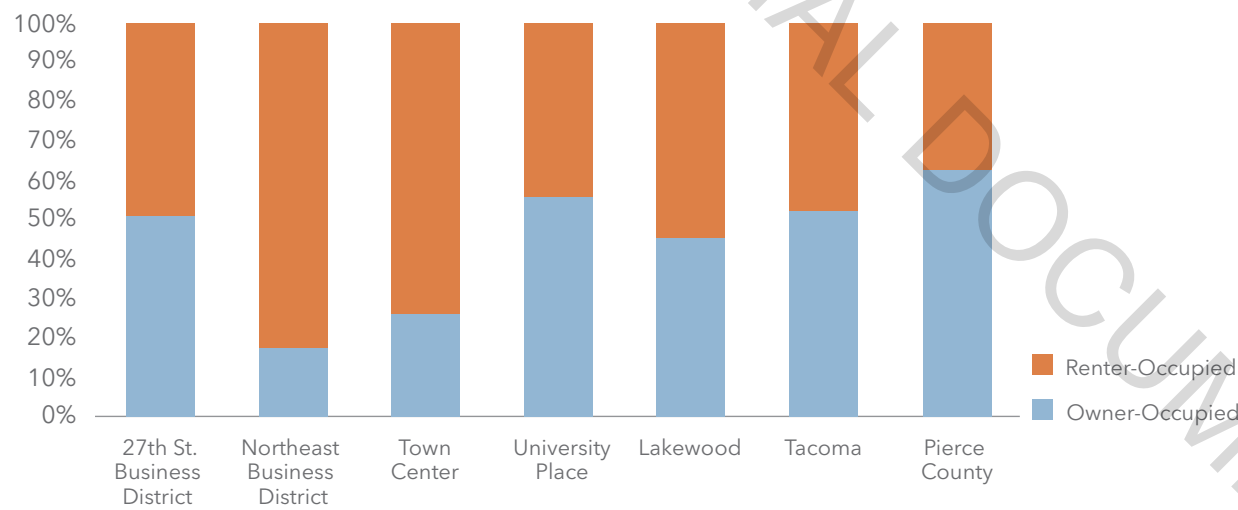
Figure 11. Race & Ethnicity in the University Place RGC Subareas and Comparison Geographies, 2023



Source: ESRI Business Analyst

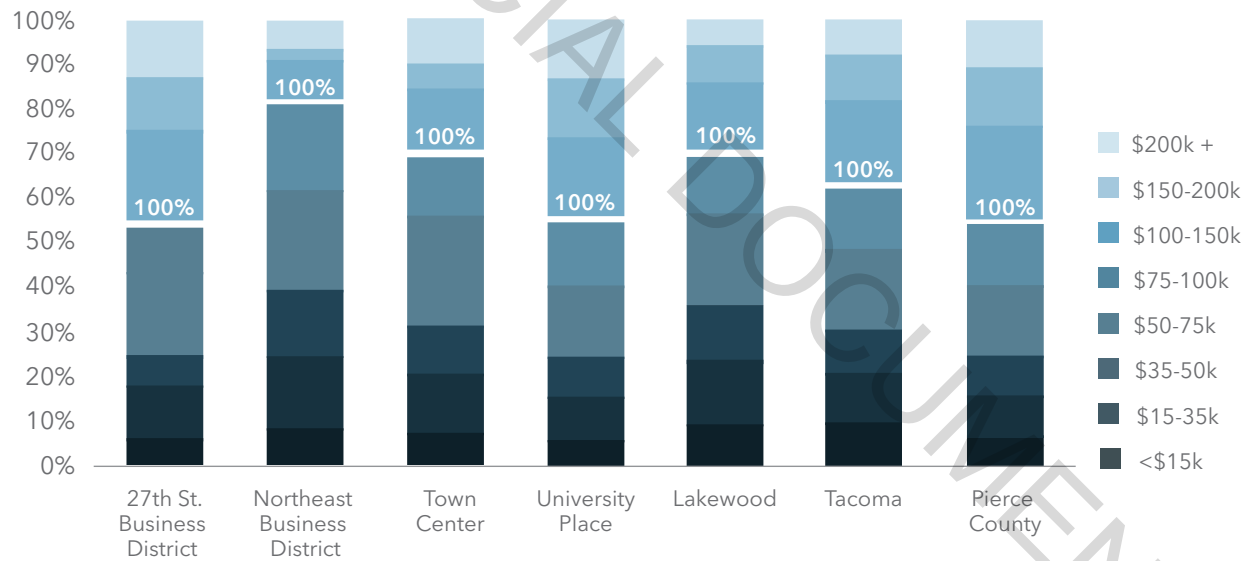
One way in which the three RGC subareas differ noticeably is in housing tenure. As shown in Figure 12, compared with the other RGC subareas, more households in the 27th Street Business District are homeowners, which fits with the existing housing stock in the area. On the other hand, most homes in the Northeast Business District and Town Center are rental apartments. However, University Place as a whole, has a higher share of homeowners than Lakewood and Tacoma, at 55 percent.

Figure 12. Housing Tenure in the University Place RGC Subareas and Comparison Geographies, 2023



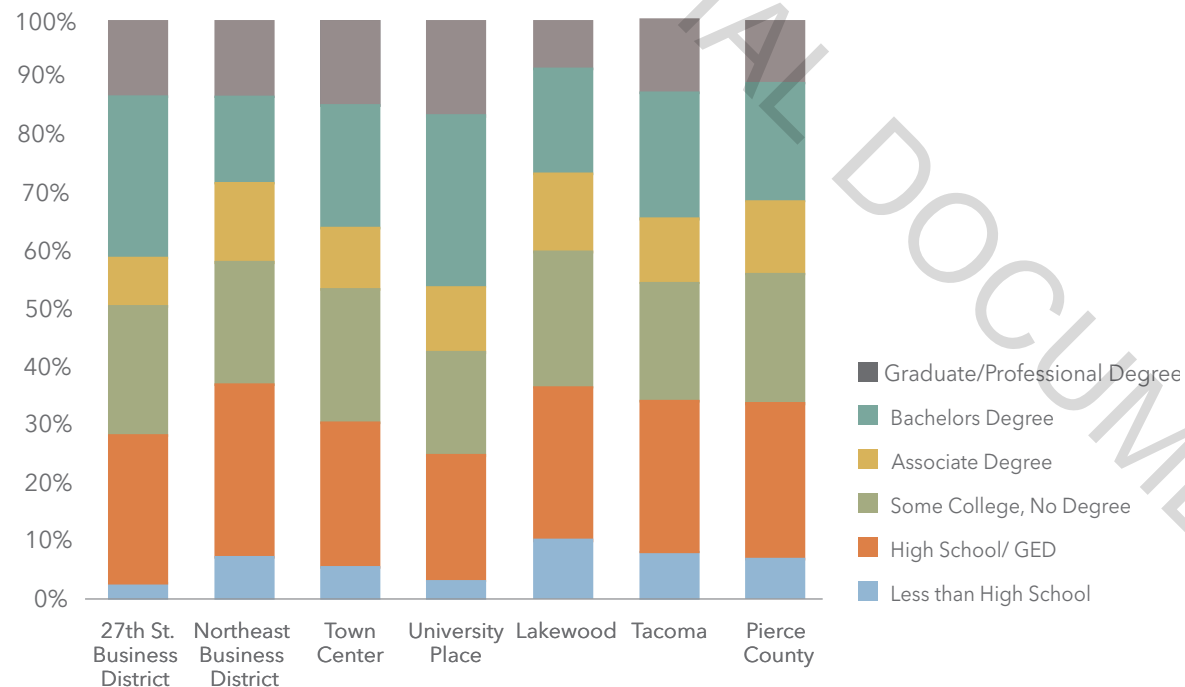
Compared to University Place, Lakewood and Tacoma, Figure 13 shows that current residents of the 27th Street Business District are significantly higher income-earners than in the other RGC subareas, though similar to the University Place population overall. This also fits with the above trends in homeownership since homeowners tend to have higher household incomes than renters. Lakewood and Tacoma have lower shares of residents earning over \$100,000 in particular. University Place and Pierce County are broadly similar in income distribution.

Figure 13. Household Income in the University Place RGC Subareas and Comparison Geographies, 2023



The educational attainment levels in University Place reflect a more educated population compared to neighboring cities like Lakewood and Tacoma. As shown in Figure 14, a higher proportion of University Place residents hold bachelor's and graduate degrees, with a lower share of residents having only a high school diploma or less. Among the subareas, the 27th St. Business District has a more highly educated population, with more residents holding bachelor's degrees and fewer lacking a high school diploma compared to the Northeast Business District and Town Center.

Figure 14. Educational Attainment in the University Place RGC Subareas and Comparison Geographies, 2023



Source: ESRI Business Analyst

Employment

Figure 15 shows the top employment sectors in the 27th Street Business District and comparison areas. Medical, retail, office, and food service are the major sectors in the 27th Street Business District. These trends are shared regionally, with a particularly high share of medical employment in Lakewood. The 27th Street Business District has a more specialized employment landscape than the city overall, as would be expected given the mix of small offices, retail, and restaurants along the corridor. The Town Center is broadly similar in employment trends, again given the focus on office and retail in that area, whereas the Northeast Business District has considerably more office employment and fewer amenities. On the whole, the District is similar to the regional employment landscape, focused on medical, retail, office, and service industry jobs.

Figure 15. Housing Tenure in the University Place RGC Subareas and Comparison Geographies, 2023

	27th St Business District	Northeast Business District	Town Center	University Place	Lakewood	Tacoma	Pierce County
Total Jobs	632	1,064	2,014	5,958	28,695	112,494	306,958
Medical	32.1%	10.9%	22.1%	19.5%	33.6%	27.7%	19.0%
Retail	19.0%	7.1%	24.9%	17.6%	11.9%	10.6%	12.8%
	16.3%	33.7%	18.6%	17.5%	8.4%	19.1%	16.8%
Office Services	12.7%	18.6%	13.4%	9.1%	9.0%	6.2%	7.7%
Accommodation and Food	7.8%	7.0%	3.4%	4.2%	2.8%	2.8%	3.1%
Other Services	5.7%	2.3%	0.1%	13.9%	11.3%	5.7%	8.5%
Education	3.0%	6.8%	1.9%	5.9%	5.9%	3.4%	8.0%
Construction	2.2%	5.6%	0.9%	3.8%	2.4%	1.4%	2.2%
Arts/Entertainment Wholesale	0.8%	7.0%	0.4%	1.9%	3.9%	3.1%	4.4%
Transportation/Warehousing	0.3%	0.7%	0.3%	0.8%	6.1%	4.8%	6.7%
Manufacturing	0.2%	0.4%	1.7%	0.9%	3.3%	4.9%	5.3%
Public Administration	0.0%	0.0%	12.1%	5.0%	1.2%	9.7%	4.8%
Utilities	0.0%	0.0%	0.0%	0.0%	0.3%	0.2%	0.2%

Source: Urban Footprint, Longitudinal Employment Household Dynamics (LEHD) via Census OnTheMap

Key Takeaways

- » The 27th Street Business District is more similar to University Place as a whole than it is to the other parts of the Regional Growth Center (RGC), such as the Town Center.
- » Residents of the District are more likely to be white, better-educated, and older homeowners when compared with the Northeast Business District and Town Center areas.
- » The demographics fit with the differing development patterns in the three subareas – the Town Center and Northeast Business District contain significantly more high-density apartments whereas the 27th Street Business District contains single-family homes, condos, senior living, and higher-end apartments.
- » The more neighborhood and suburban feel of the 27th Street Business District may point to different redevelopment types and opportunities when compared with the other RGC Subareas.
- » There are far fewer jobs in the 27th Street Business District than in the Northeast Business District and Town Center. The jobs in the 27th Street Business District are in the medical, retail, office, and food service sectors, similar to University Place and the region as a whole.

4.

Development Potential



Parcel Value and Buildable Lands Status

Leland Consulting Group conducted an analysis to determine a range of potential future housing units and jobs for the 27th Street Business District, in order to inform future transportation and infrastructure planning as well as compliance with PSRC Regional Growth Center and Pierce County planning targets. The first step in this analysis was to analyze overall parcel value and the results of the Pierce County Buildable Lands report as a first pass at determining likelihood of redevelopment at a parcel level.

Figure 15 shows the total value (buildings + land) of parcels in the district according to the Pierce County Assessor, with lower values in white and higher values in darker shades of blue. In general, lower value parcels are considered more likely to redevelop, such as the parcel in the far southeast of the District as well as the vacant parcels at the proposed Grandview Senior Living site.



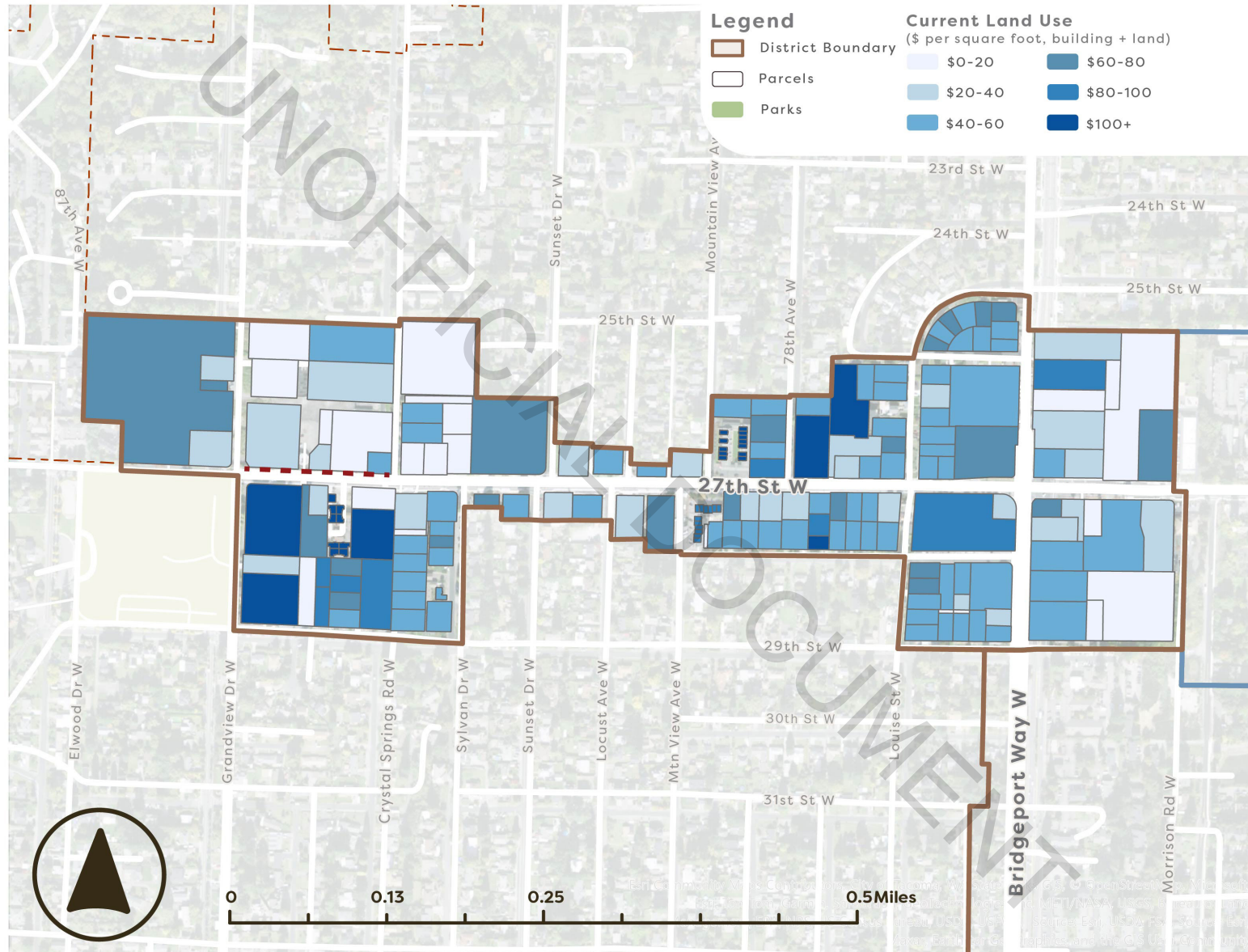


Figure 16. Total Parcel Value in the 27th Street Business District

The 2021 Pierce County Buildable Lands Report assigned a classification to each parcel in the county based on parcel value, existing and potential future use, zoning, improvement to land value, and other considerations. As shown, the vast majority of parcels in the District are considered “Underutilized” according to Pierce County’s analysis, with a few vacant parcels as well. The “Underutilized” category generally means that the parcel’s current use is significantly less intensive than that which is allowed under the zoning code. Since essentially all of the district is zoned for four- to seven-story multifamily or mixed-use development, the existing single-story commercial and single-family uses result in this classification being broadly applied in this area. These classifications indicate that the county expects to see a significant amount of potential redevelopment in the District over the coming decades.



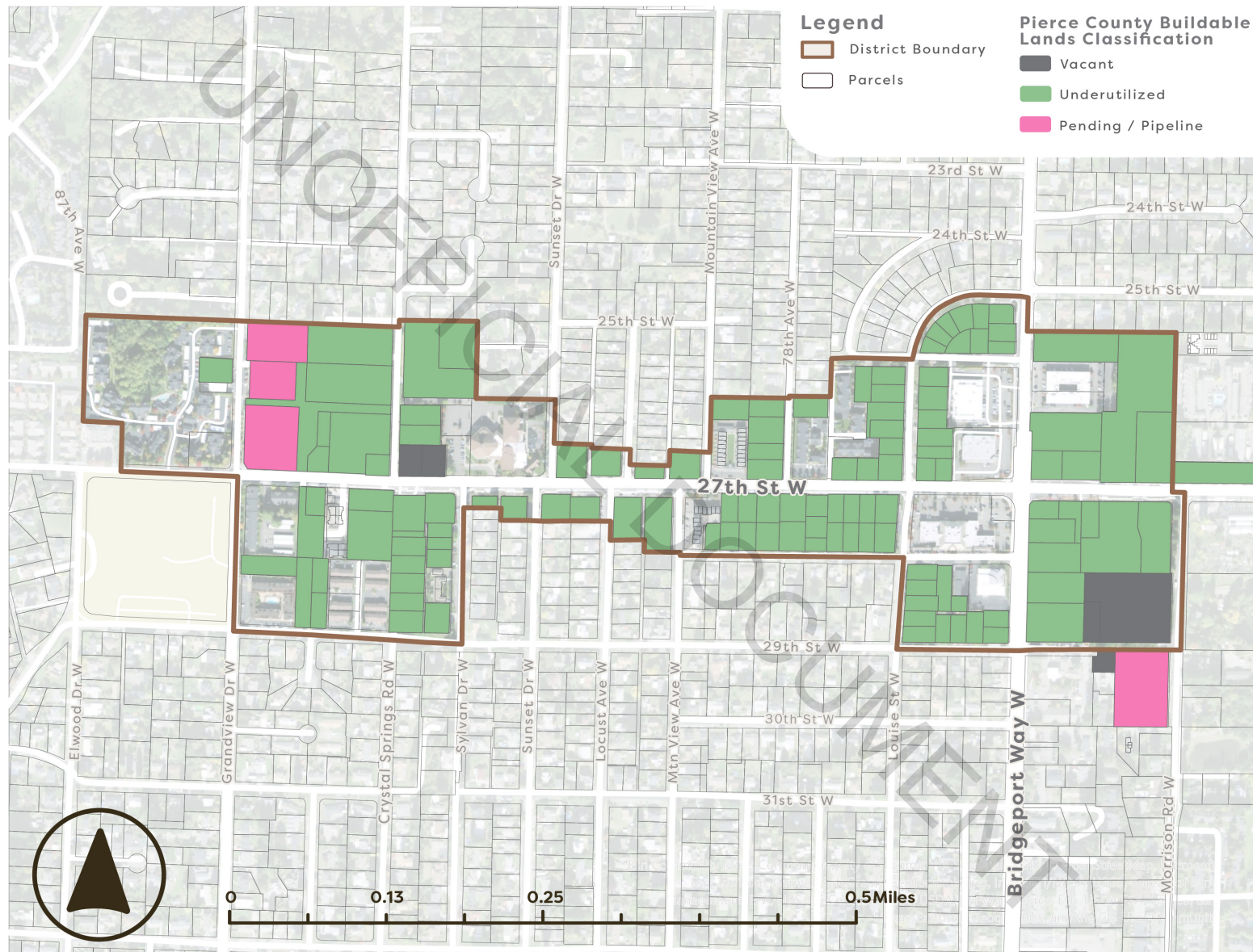


Figure 17. Pierce County Buildable Lands Parcel Classifications, 2021

Redevelopment Scenarios

LCG developed three scenarios for redevelopment of the subarea using different assumptions for not of which parcels might redevelop. These scenarios were based on the data shown on the following pages, locations of proposed projects such as the Grandview site, and input from city staff.



The **low scenario represents** the continuation of the status quo – assuming that only pipeline projects, vacant parcels, and locations of potential redevelopment known to the city will redevelop over the next 20 years.

The **middle scenario** represents an expansion of current trends to include other lower-value properties with reasonable redevelopment potential, such as some of the church parking lots, an expansion of multifamily development near the proposed Grandview Senior Living, and some redevelopment of some low-intensity commercial uses.

The **high scenario** represents the potential build-out capacity of all parcels classified as vacant or underutilized in the Pierce County Buildable Lands Report. This is likely much higher than the amount of development that will be seen in future decades but provides a benchmark of the potential unit and job count if the majority of the District were to change over time. Note that this scenario assumes a 15 to 25 percent Market Factor reduction of the total assumed redevelopable acreage per Department of Commerce guidance on Land Capacity Analyses.

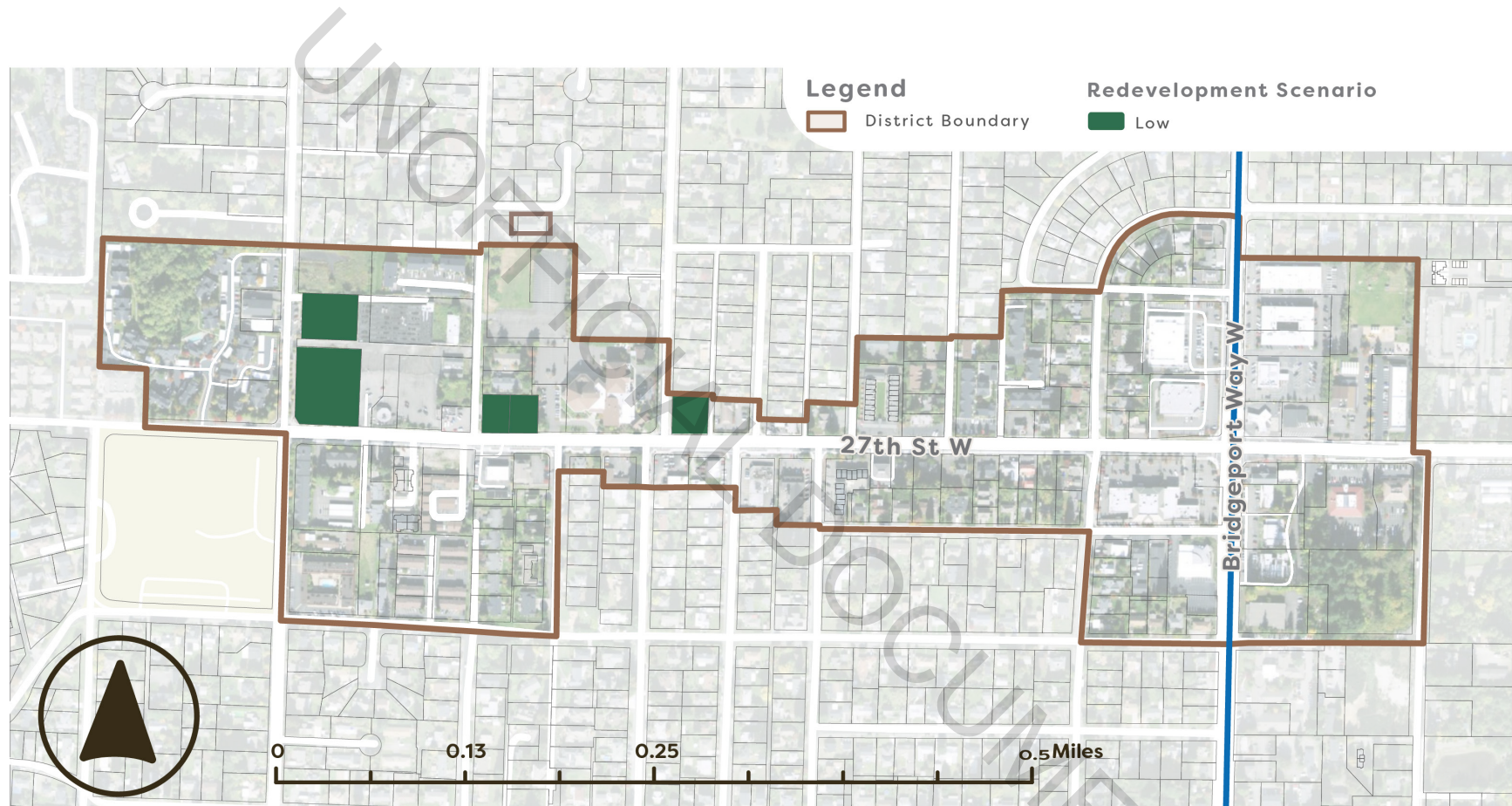


Figure 18. Low Redevelopment Scenario

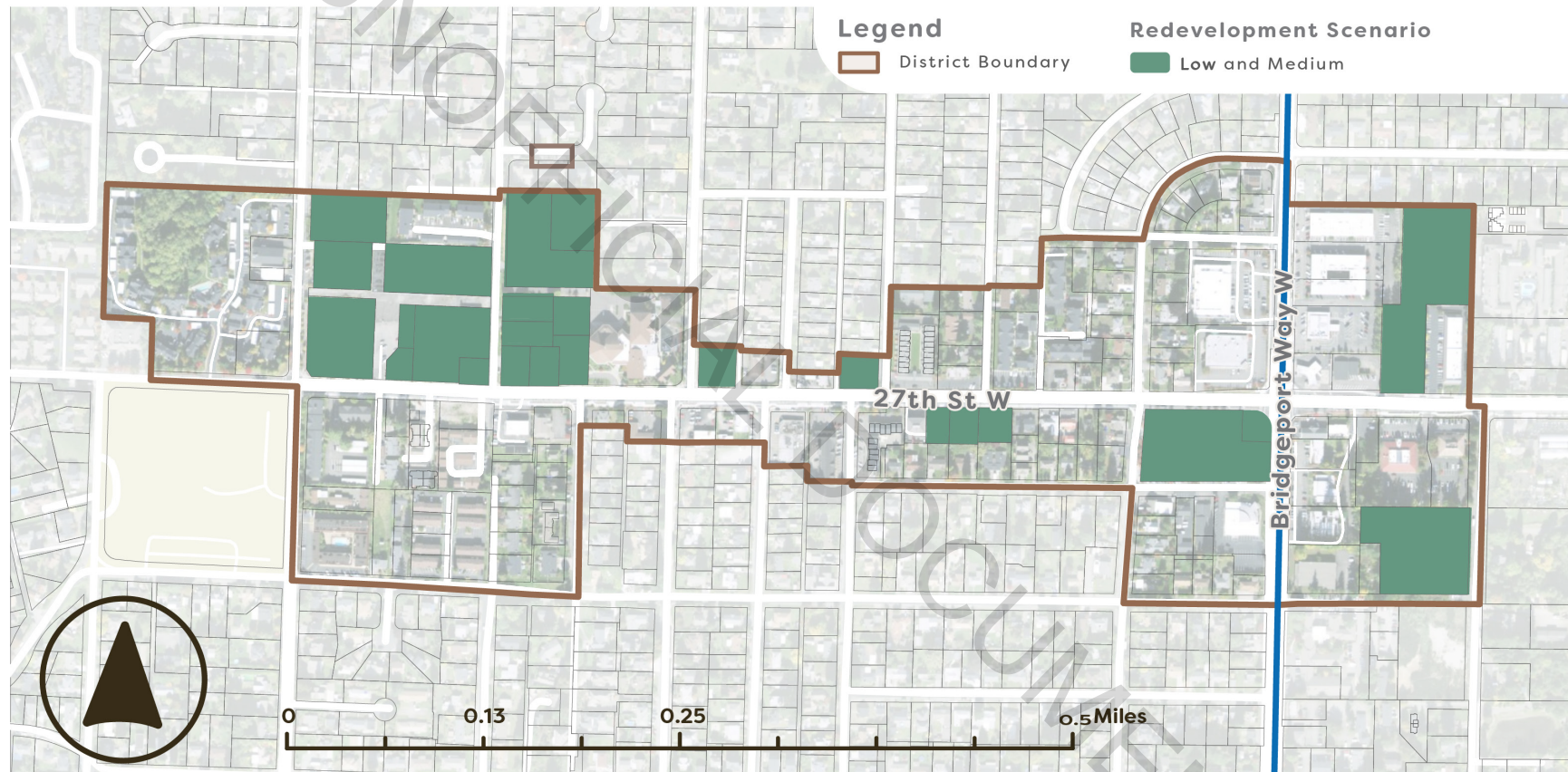


Figure 19. Low and Medium Redevelopment Scenario

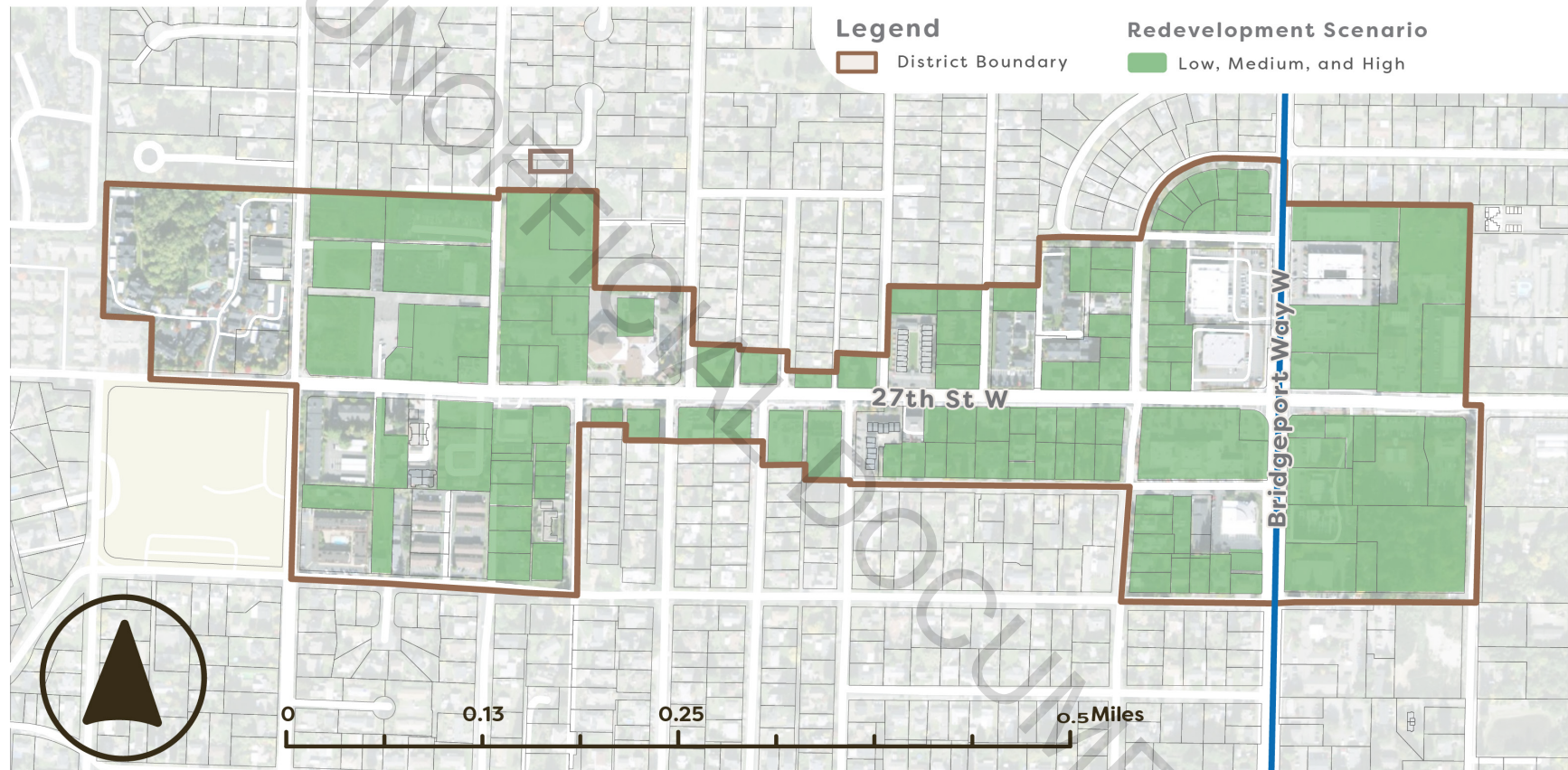


Figure 20. Low, Medium, and High Redevelopment Scenario

Population, Housing, and Employment Capacity

Capacity Analysis Assumptions

The capacity analysis assumes that vacant and underutilized properties specified in the Pierce County Buildable Lands Report will redevelop. Known proposed redevelopment projects (pipeline projects) were added to the analysis. The analysis also assumed a specific mix of prototypes for each zone (zoning classification) in the study area. This assumed mix of prototypes is based on the amount of redevelopment that is likely feasible (based on the previous market assessment and the City's regional growth center policies). The analysis assumes that 40 percent of the land area in the study area would not redevelop due to market factors.



Prototypes

To analyze capacity, building prototypes were established for the type of expected future redevelopment in the MU-U75 and MU-N45 zones. The housing unit and employment densities from each prototype were then applied to the selected parcel acreage in each scenario to determine redevelopment capacity. The two prototypes were developed using data from the scenario planning tool Urban Footprint and from data on existing buildings in University Place and the greater Seattle area from CoStar. Each prototype was based on housing unit and employment statistics from several representative buildings and generally assumes a mixed-use prototype with housing above ground floor commercial, matching the 45- and 75-foot heights in the 27th Street Business District. Employment densities and prototype imagery for the two prototypes are shown.

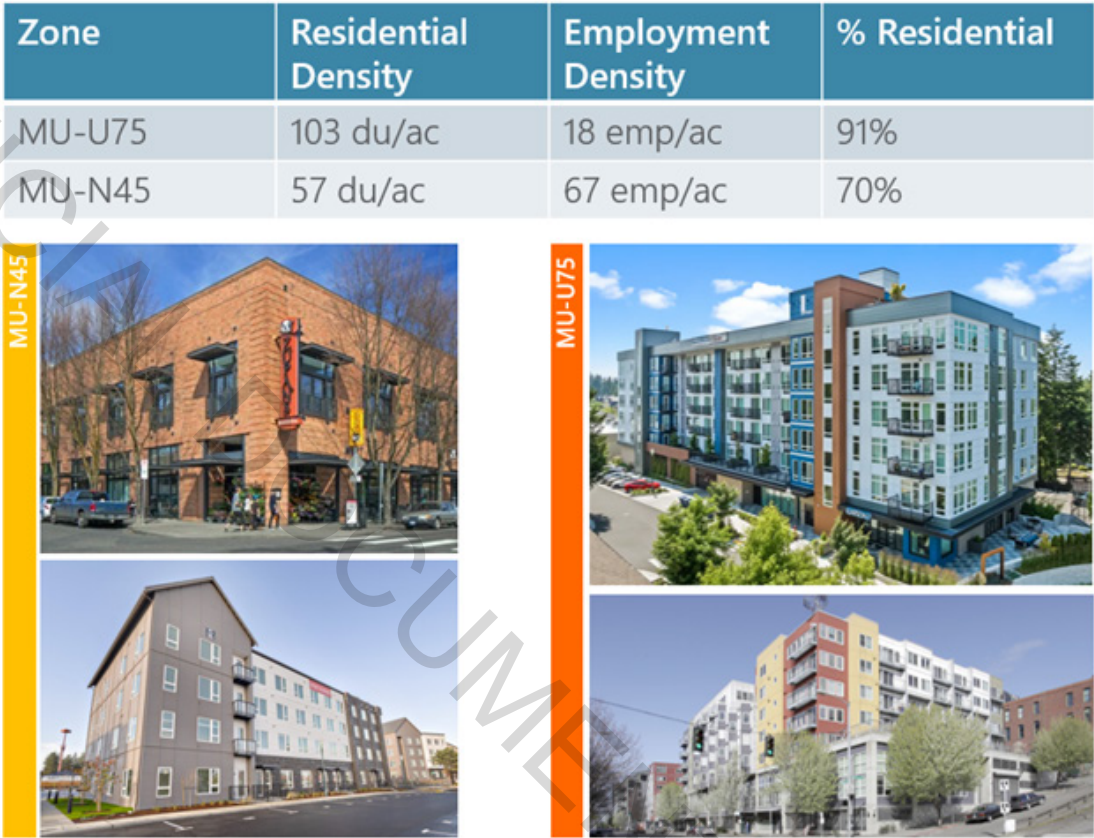
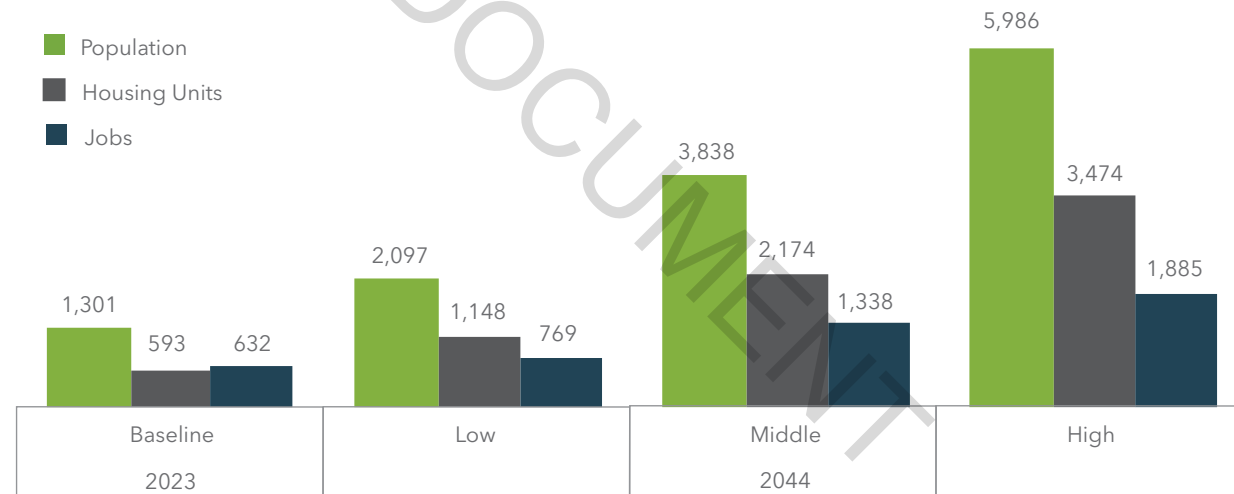


Figure 21. MU-N45 and MU-U75 Prototypes Used in Capacity Analysis

Capacity Analysis Results

The results of the redevelopment analysis are shown in Figure 22. Under the low scenario, housing units and population in the District would approximately double, with a very small increase in jobs. This is very likely to represent at least a minimum of what will occur over the next 20 years given the existing pipeline and proposed development. The middle scenario represents about a tripling of housing units and doubling of jobs. This represents more of an aspirational scenario but is not outside the realm of possibility for the planning horizon. The high scenario shows that if the majority of the acreage in the District were to redevelop, there could be almost six times the current number of residents and three times the current amounts of jobs accommodated within the current zoning. This is highly unlikely but potentially a useful reference point for future planning efforts.

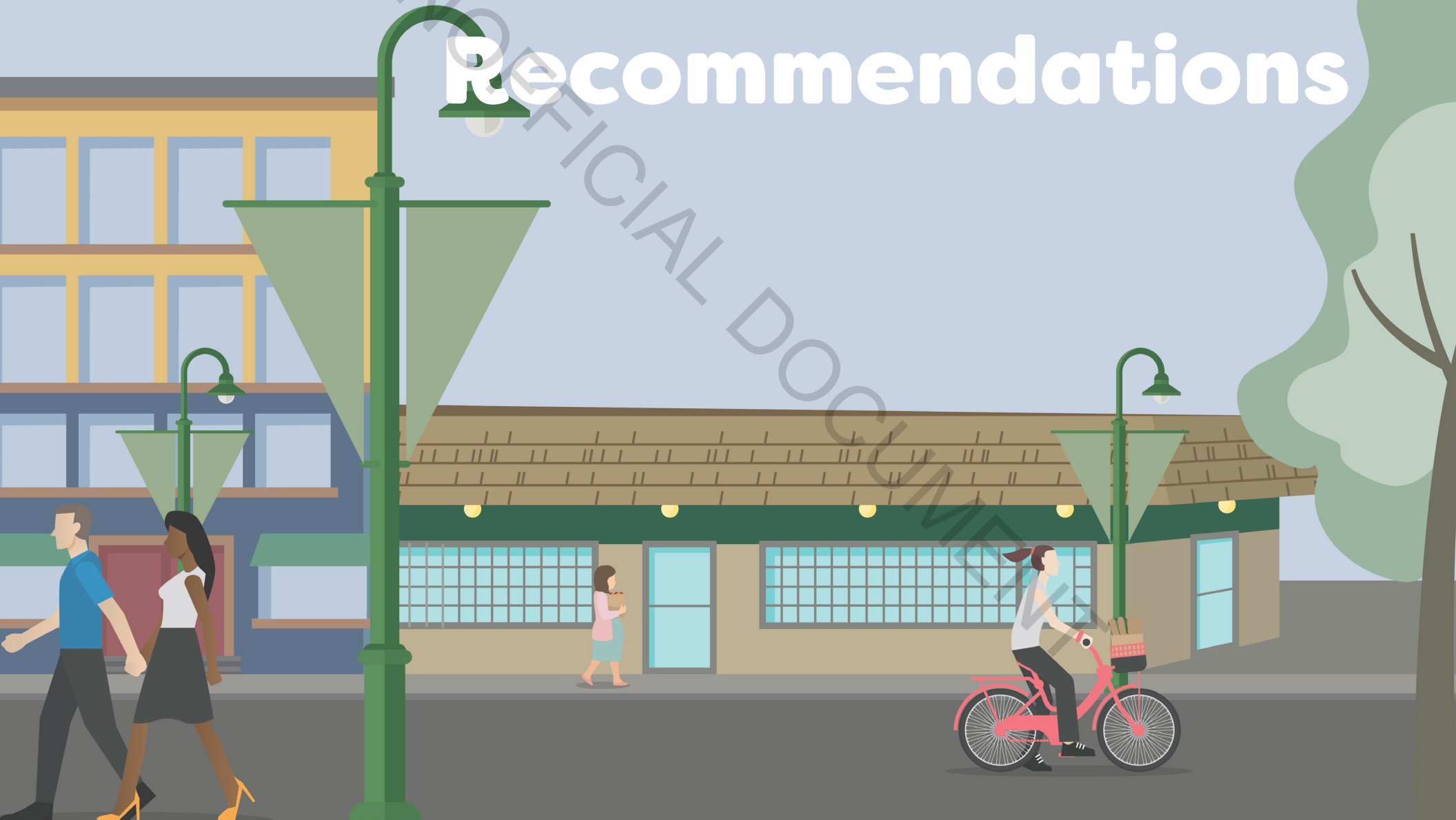
Figure 22. Redevelopment Scenario Results in 27th Street Business District



Source: Urban Footprint, Leland Consulting Group

5.

Recommendations



Overview

These images provide a glimpse of the 27th Street Business District's future, based on conceptual ideas, showing a vision of the evolution of the corridor over the next 20+ years. Locations were selected to highlight key opportunities within the corridor rather than actual development plans. The images reflect the subarea plan and design guidelines, illustrating a balanced mix of pedestrian-friendly infrastructure and commercial spaces.



Figure 23. Visualization Locations



GRANDVIEW PLAZA, NORTHEAST VIEW



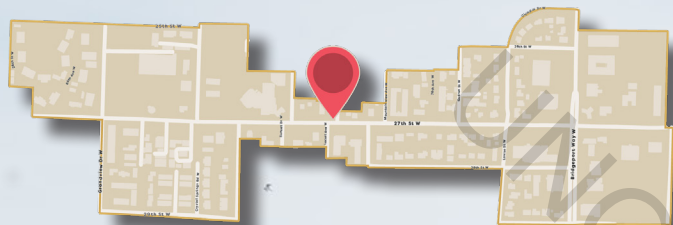
GRANDVIEW PLAZA, NORTH VIEW



GRANDVIEW PLAZA, NORTHWEST VIEW



27TH AND SUNSET DR, NORTHEAST CORNER



27TH AND LOCUST AVE, NORTHWEST CORNER

27TH AND SUNSET DR, SOUTHEAST CORNER

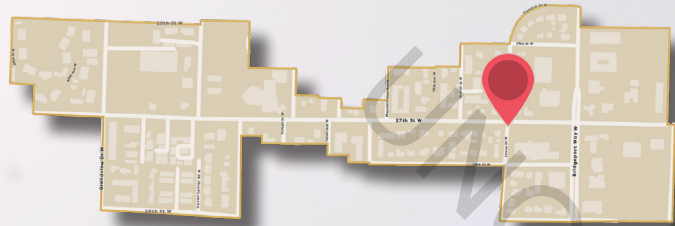




THE PINE CONE



THE PINE CONE



LOUISE AVE FESTIVAL STREET

LOUISE AVE FESTIVAL STREET





27TH AND BRIDGEPORT WAY AVE, NORTHEAST CORNER



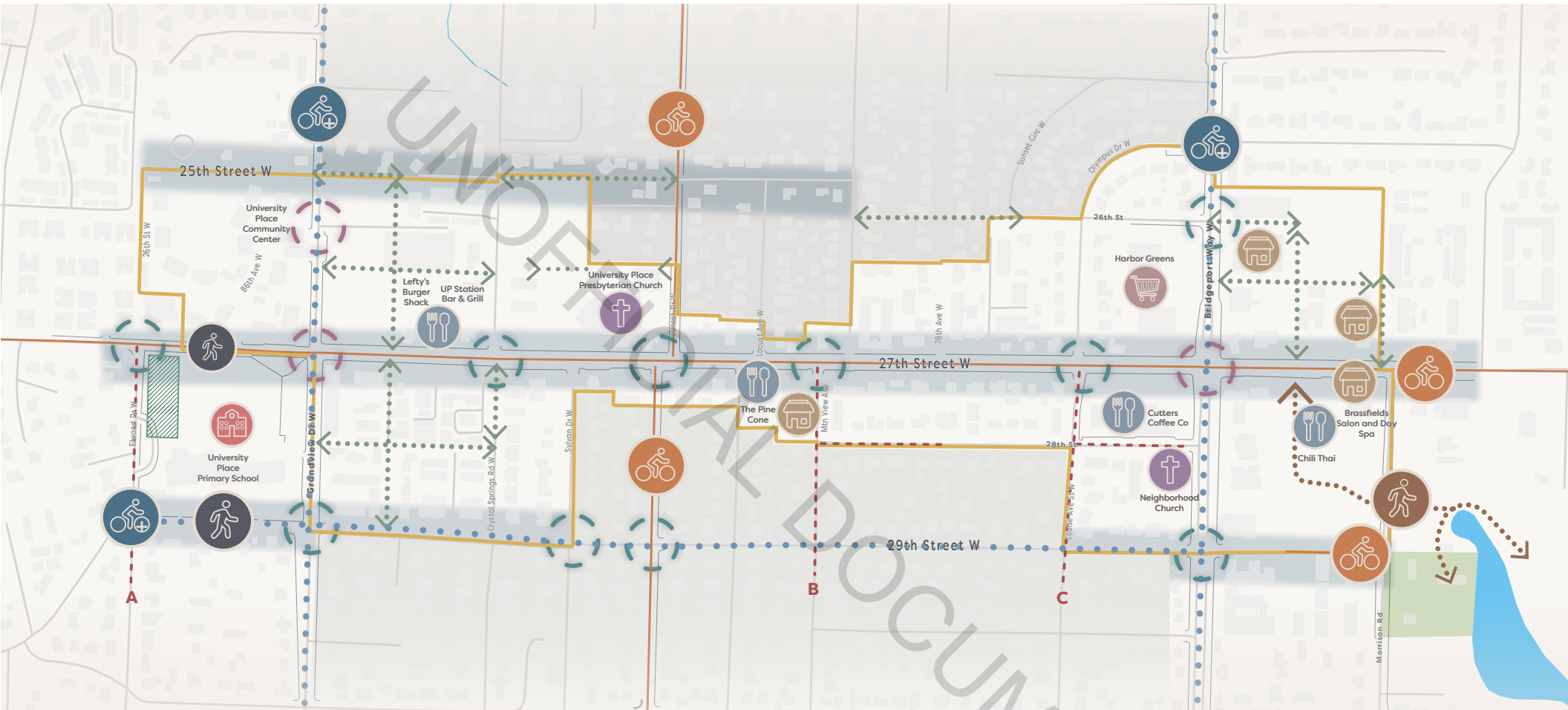
27TH AND BRIDGEPORT WAY AVE, NORTHEAST CORNER

PLAN RECOMMENDATIONS

Recommendations include suggested actions from the University Place Regional Growth Center, as well as new actions that have been identified as part of the District planning process. The City has already started to implement the vision for the District by adopting the form-based code. However, there are other actions identified in the Regional Growth Center Plan that still need to be carried forward. This section provides further recommendations for regional collaboration, walkability and connections, and increasing placemaking.

Concept illustrations have been created to show how the adopted form-based code could look when implemented in various locations in the District. These illustrations are conceptual graphic depictions of desired character, as well as the scale of potential redevelopment. Actual redevelopment plans for various properties may vary from the concepts shown, but the concepts provide visualizations related to what can be expected with future building height and form.

Figure 24. Imagining Univeristy Place 27th Street Business District



Legend

Street Uses

- Conceptual Connections
- Existing Pedestrian Crossings
- Intersection Improvements

- Bike Facility Improvements
- Pedestrian Trail
- Existing Bike Facility

- Pedestrian Priority
- Potential Festival Street Placement
- Sidewalks

- City Amenity Space
- Increased Density in Housing
- Corridor Improvements

Neighborhood Centers

- School
- Religious Institution
- Restaurant
- Commercial
- Grocery



Regional Collaboration

The 27th Street Business District is part of the City's regional growth center recognized by the Puget Sound Regional Council centers framework. The 27th Street Business District performs as a key neighborhood hub in University Place with mixed use activity and accessible transit. The City should continue to work collaboratively with all neighboring jurisdictions, Pierce County, service and utility providers, transportation providers, PSRC, and others for planning purposes.

Recommended Actions:

- » Identify strategies for phasing of redevelopment and supporting redevelopment with publicly funded infrastructure and park improvements.
 - Identify priority areas: Target initial phases in locations with strong potential for impact or need.
 - Stagger investments: Begin with infrastructure that will attract initial private development. Gradually expand improvements as projects progress.
 - Economic incentives: Use tax increment financing (TIF), tax abatements, or grants for projects that advance community goals, such as affordable housing or mixed-use spaces.

Environment and Climate Change

University Place Business District prioritizes development strategies that are conscious of the local environment. The district should strive to enhance greenspace and innovative stormwater management to reduce University Place's impact toward a changing climate.

Towards the west side of the district, Adriana Hess Wetlands Park is 2-acres of wetlands that serves as a valuable wildlife habitat corridor and functions as a carbon sink. The development of the district should introduce stormwater design to decrease the quantity of impervious surfaces and enhance green space on streets through plantings. The focus of creating a walkable redevelopment pattern aids in reducing emissions as the district will rely less upon daily vehicular systems for day-to-day tasks. In the redevelopment of the district, sustainable practices such as the retrofitting of existing buildings should be considered.

Recommended Actions

- » Implement measures to conserve and improve the health of critical and environmentally sensitive areas. This includes prioritizing the conservation and enhancement of parks and open spaces, with a special focus on the wetland systems at Adriana Hess Park, due to the geographic proximity of the wetlands to the District.
- » Develop and expand pathways, trails, and other connections to improve public access to existing parks and open spaces, ensuring they are reachable and enjoyable for all community members.
- » Look for opportunities within new development projects to form new open spaces, contributing towards creating valuable living spaces by supporting ecology within the urban fabric.
- » Promote and implement innovative stormwater management practices through low impact development (LID) techniques, to support water infiltration and biodiversity.

Environment and Climate Change Recommended Actions

- » Ensure that environmental policies and actions consider and address the needs of vulnerable populations, aiming to avoid or mitigate any adverse environmental impacts on these groups.
- » Align local policies and actions with state and regional goals for reducing greenhouse gas emissions, contributing to broader efforts to mitigate climate change impacts.
- » Encourage the use of alternative transportation options, such as public transit, biking, and walking, to reduce reliance on single occupancy vehicles, as these efforts collectively help lower local greenhouse gas emissions
- » Consider the feasibility of establishing a green-building program, including incentives, to encourage sustainable development practices within the 27th Street Business District.
- » Encourage more efficient parking by reducing the amount of on-site parking each development is required to provide, helping new development projects be more sustainable.
- » Consider strategic locations for electric vehicle charging stations to make EV charging accessible to the public and collaborate with service providers to install these stations.
- » Advise new development projects to include adequate bike parking facilities to support and encourage cycling as an accessible and enjoyable mode of transportation.

Land Use and Development Patterns

A key focus of this plan for creating a highly livable 27th Street Business District is to explore various treatments and redevelopment opportunities, how buildings can be designed to better interact with the public realm, creating pedestrian- and bicycle-friendly streets, and providing more gathering spaces. The specific requirements within the form-based code prescribe that new development initiatives adhere to humanistic standards in urban design, architecture, and landscape design, articulating place specific needs to the neighborhood, block, parcel, and building levels.

The City is integrating higher density mixed use development near larger intersections such as 27th Street, Grandview Drive, and Bridgeport Way to create economic hearts of activity within the District. The goal of the development patterns is to provide a place to live and play. The codes encourage a mix of densities bringing in missing middle housing typologies and small-scale development along the 27th Street corridor. This atmosphere can be further enhanced by exploring the potential for middle housing in residential neighborhoods that are immediately adjacent to the 27th Street corridor.

Land Use and Development Recommended Actions:

- » Continue to guide the aesthetic standards of development through University Place's growth center-specific form-based code to enhance the public realm and ensure new projects align with humanistic urban design standards. This strategy will foster cohesion in architecture and landscape design, so new development projects will complement the District's existing fabric by enhancing its mid-century character.
- » Promote the development of smaller blocks and mid-block connections as outlined in the connectivity map. This approach aims to improve walkability and accessibility within new developments, making the District more pedestrian-friendly as density increases.
- » Support the strategic development of infill projects, especially on underutilized parcels. This aids the ability to maximize land use and contributes to the overall growth and vitality of the District.
- » Enhance overall quality of life in the District by providing access to live, work, and play by offering employment and educational opportunities within the District. This mix of activity creates vibrancy within the community.
- » Consider improving the pedestrian experience of the street and reinforcing the history of the corridor by integrating commercial elements to align with the vision for a mixed-use Regional Growth Center and District. Small-scale commercial ventures, like coffee shops and mom-and-pop shops draw interest and slow the speed of the street. The City can promote ground-floor commercial uses by collaborating with property owners, incorporating incentives into the zoning code, and offering additional incentives, such as the storefront improvement program.
- » Assess small, underdeveloped properties to identify potential zoning changes or other measures that could promote development in line with the character of the 27th Street and the greater City.

Housing

As an urban center, housing plays a critical role in creating a baseline of security and activity within a district. University Place has a desirable and strong market for home sales, but single-family home ownership is becoming increasingly unattainable. The 27th Street Business District is currently nestled within a residential area. This location offers significant opportunity to expand housing options. There is potential for the City to diversify housing typologies and affordability while safeguarding the neighborhood character through quality design following form-based code. The City can study how middle housing typologies such as condos, duplexes, fourplexes, and townhomes would fit into the neighborhoods north and south of the district. Middle housing typologies provide an opportunity for more affordable home ownership.

The diversity in housing paired with mixed-use activity in the district creates potential for a lively place to live within the Tacoma region. To extend affordable housing opportunities for all, the City may consider extending its current Multifamily Tax Exemption program to encompass the 27th Street Business District. This type of action would boost affordable housing options while encouraging the development of market-rate apartments in the area.

Housing Recommended Actions:

- » Enhance density standards and development regulations to accommodate diverse housing options for all significant income groups. Planning for a variety of housing gives options that are accessible and varied, allowing greater opportunity for different income groups within the community.
- » Explore expanding housing typologies in the neighborhoods surrounding the district, especially assessing opportunity for missing middle and townhome typologies north and south of the district.
- » Evaluate broadening the City's existing MFTE program to leverage market-rate multifamily development. These developments can offer increased density paired with quality design features that enhance ground floor design to enhance the 27th Street Business District experience.
- » Support the completion of the Grandview Plaza proposed for the western edge of the district. This type of development supports the vision for the area including new multi-family residential and acts as an anti-displacement measure for elders living in the region.



Placemaking and Gathering Spaces

Placemaking efforts strive to create a robust public realm that offers places to be and reflects the community. Currently, along the 27th Street Business District there is a need for more casual places to gather. The City could have options to support gathering places, public art, festival streets, intersection improvements, streetscape improvements, and outdoor dining. Through small to large scale activation, placemaking efforts will help create third place destinations within the District. Third places are places outside of the home (the first place) and the workplace (the second place) where people go to converse with others and connect with their community. These improvements will help create a sense of place throughout the District.

Recommended Actions:

- » To enhance the District's character, promote public art installations in new developments to achieve a District experience that is enriched by public art. Public art aids the identity of the business District, creates added touristic destination, and acts as a traffic calming measure.
- » Encouraging businesses and public partners to create murals is a momentum building strategy towards achieving an arts filled District.
- » Encourage public art installations in new developments to enrich the District's character and cultural appeal.
- » Ensure new and improved pathways to parks and open spaces, providing ease of access to these amenities, thereby promoting a healthier and more enjoyable environment.
- » Enhance trees and landscaping to increase greenspace within the District, finding opportunities to utilize planters and planting medians.

- » Encourage new developments to contribute towards enhancing the public realm by creating and activating open spaces with amenities to enhance opportunities for rest and play within the District.
- » Explore developing a unique brand and identity for the 27th Street Business District to foster a sense of community and attract more visitors and businesses. Brand identity for the District can relate to the midcentury history and future of the District.
- » Create gateways that relate to the identity of the District and integrate wayfinding systems such as signage and public art at existing and new connection entrances to the District to increase ease of navigation and enjoyment of experience.
- » Review and potentially enhance existing lighting, safety, and security measures to support future redevelopment and ensure a safe and welcoming environment for all.



Placemaking and Gathering Spaces

Precedent Studies

The 27th Street Business Plan envisions a dynamic transformation of the corridor, with various possibilities for how this change could physically take shape over time. To illustrate these potential developments, we present a selection of precedent images in the following pages. These are inspirational images that highlight key design features that could be adapted and implemented in a range of styles, from informal to more formal designs. Many of these public space concepts can be tested in phases to gauge their effectiveness and align with the evolving needs of the community. These images are intended to spark inspiration and generate interest in the district's future.



GATHERING SPACES

Image Locations

1. Sonder Boulevard, Copenhagen, Denmark. Photo Credit: SLA
2. Terry Streetscape, Seattle, Washington, Photo Credit: Berger Partnership
3. Park(ing) Day, Austin, Texas. Photo Credit: Austin Transportation and Public Works



PUBLIC ART



Image Locations

1. Milan, Italy. Photo Credit: Bloomberg Associates
2. Vision Zero, Jersey City, New Jersey. Photo Credit: StreetPlans
3. Mural, Silverlake, Los Angeles, California

FESTIVAL STREET

Image Locations

1. Little Prince Plaza, New York, New York. Photo Source: StreetPlans
2. South Robert Maestas Street, Seattle, Washington
3. Capitol Hill Station Plaza, Seattle, Washington. Photo Credit: Berger Partnership



INTERSECTION IMPROVEMENTS

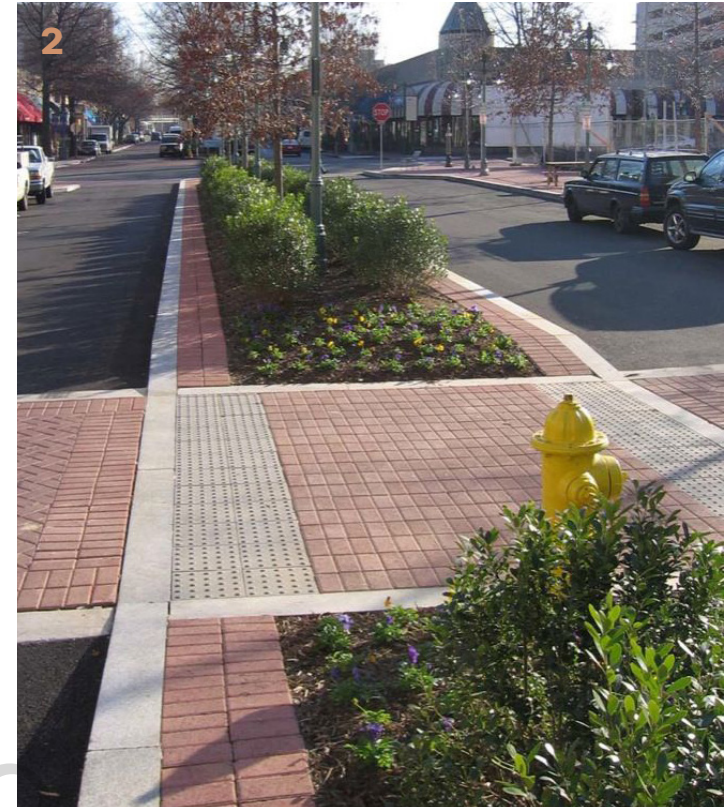


Image Locations

1. Rochester, New York. Photo Credit: City of Rochester
2. Midblock Crossing. Photo Credit: NACTO
3. Portland, Oregon. Photo Credit: Justin Martin.

STREETSCAPE IMPROVEMENTS

Image Locations

1. Fort Street, Victoria, Canada.
Photo Credit: Michal Klajban/
Wikimedia Commons
2. Bourke Street Cycleway, Sydney,
Australia. Photo Credit: Group
GSA
3. South Park Pavement to Parks,
Seattle, Washington



STREET DINING

Image Locations

1. 16th and 17th Street Block, Kansas City, Missouri. Photo Credit: BNIM
2. 43rd Street, Seattle, Washington, Photo Credit: U-District Partnership
3. Chinatown, New York City, New York. Photo Credit: Emily Schneider



Economic Development and Vitality

27th Street Business District plays a vital role in sustaining local economic activity by providing employers with storefront opportunities. The presence of brick and mortar, small businesses is vital towards retaining the character of the District. There is a large demand for businesses that serve the community as third-spaces bringing services and gathering places to the District. Within the Seattle and Tacoma region, retail space performance has been booming since the pandemic. The demand for office space is less, but potential uses such as healthcare, co-working spaces, small professional service businesses, and satellite offices are viable.

Recommended Actions:

- » Consider leveraging economic development tools to support the retention, expansion, and growth of employment opportunities within the center. By supporting the business environment of the District, we can help existing businesses flourish and attract new ones, enhancing job creation and economic vitality in the area, and ultimately the identity of the District as a commercial location.
- » Invest in a healthy environment with ample green spaces to protect residents, reduce the risk of detrimental health impacts, and minimize the threat of climate-induced displacement.

Economic Development and Vitality Recommended Actions:

- » Engage property owners and developers to advance redevelopment projects that align with the vision for the District. Strategies could involve:
 - The creation of a community business association to support the development of existing and current businesses.
 - Implementation of a façade or storefront improvement program to motivate property owners to invest in their buildings to help revitalize and enhance the unique businesses in the area. The implementation of storefront improvement programs through a community business association helps to build a more cohesive pedestrian experience throughout the District.
 - Working with religious institutions within the District that are seeking opportunities to site “mission-driven” housing for certain disadvantaged populations on or near their properties.
 - Consideration of expanding the storefront overlay requirement in the form-based code.



Transportation and Connectivity

To support commercial activity and housing within a Regional Growth Center, a well-connected, wholistic transportation system is needed. The district supports multimodal transportation options to travel to and within the district through network improvements. The envisioned walkable development pattern calls for a new street grid to aid the ease of movement throughout the district while maintaining vehicular needs. Additional pedestrian crossings and connections have been targeted to support user ease.



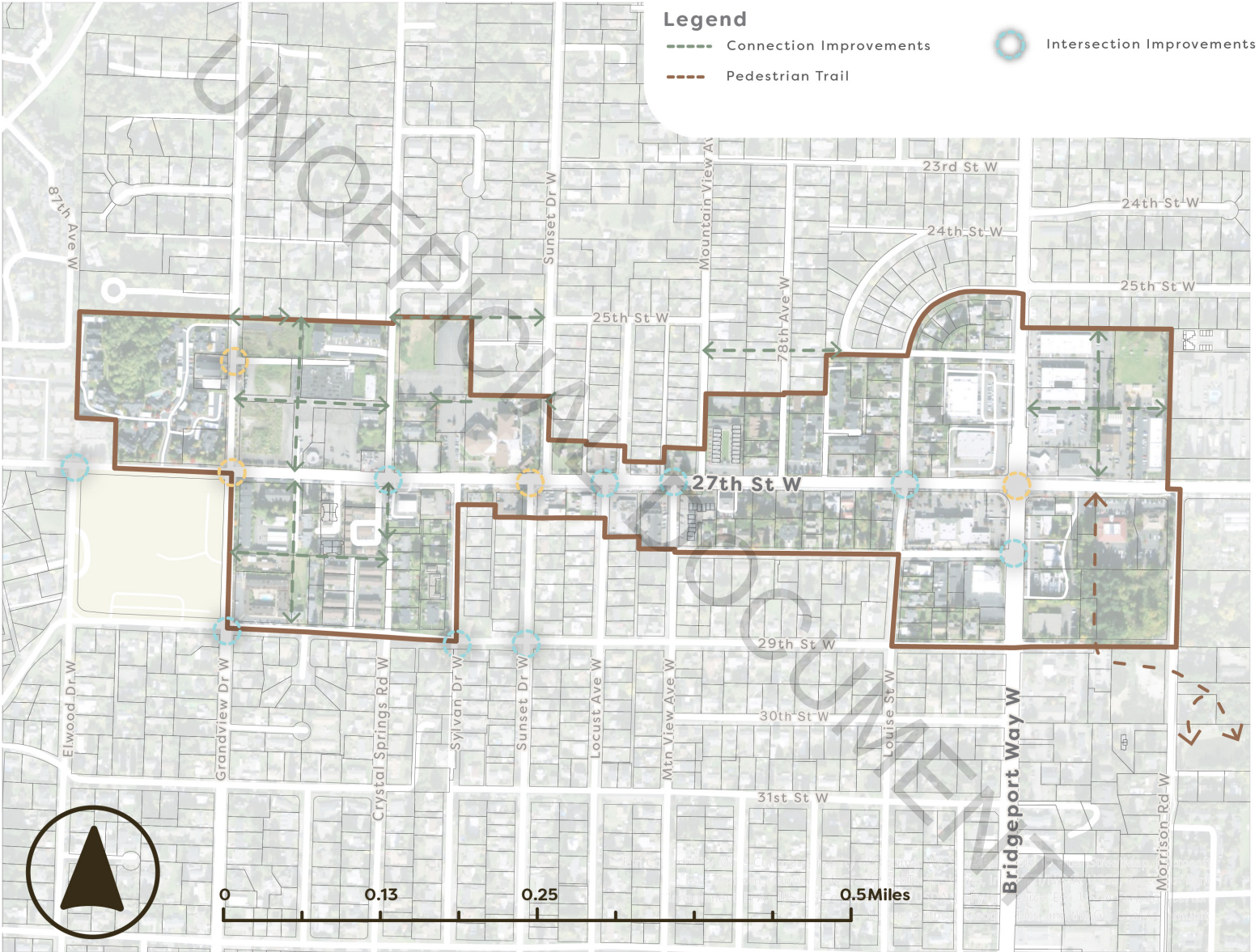


Figure 25 Pedestrian Connections

Transportation and Connectivity Recommended Actions:

- » Promote an integrated multimodal transportation network that includes pedestrian and bicycle facilities, ensuring seamless connections to adjacent neighborhoods and Districts. This will enhance accessibility to the District and encourage more sustainable modes of travel.
- » Encourage environmentally friendly street treatments, such as green streets, which incorporate sustainable practices like permeable pavements, increased greenery on sidewalks, and medians to manage stormwater and reduce urban heat islands.
- » Adopt level-of-service standards and concurrency provisions that are specifically tailored for the center to encourage the use of transit. This can help manage traffic flow and improve the efficiency of public transportation.
- » Establish a comprehensive parking management strategy that addresses the supply of parking, on-street parking, and the mitigation of parking impacts. This strategy should balance the needs of drivers with the goal of creating a dense and pedestrian forward District.
- » Develop strategies to achieve a balanced mode-split that promotes a sustainable mix of car, transit, and non-motorized travel. This could involve offering incentives for public transportation use and enhancing infrastructure for cyclists and pedestrians.
- » Development along 27th Street should advance the safety and aesthetic quality of pedestrian crossings. Improvements can be achieved by including curb extensions, median refuge islands, and raised crossings. These can be achieved by adding projects to the City's transportation/capital improvement plans and by incentivizing developers to include these improvements.
- » Support events where 27th Street and other major designated streets in the RGC are temporarily open to pedestrian and bicycle movement only.

University Place 27th Street Business District Plan

Market Analysis

Final Version – Jan 28, 2025

Introduction

Leland Consulting Group (LCG) was engaged by the City of University Place as part of a consulting team led by Otak to develop a Market Analysis of the 27th Street Business District, a sub-area of the University Place Regional Growth Center. This market analysis is organized as follows:

Introduction.....	1
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Development Potential and Growth Forecasts.....	32
Potential Redevelopment Actions.....	39
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Executive Summary

Background and Vision

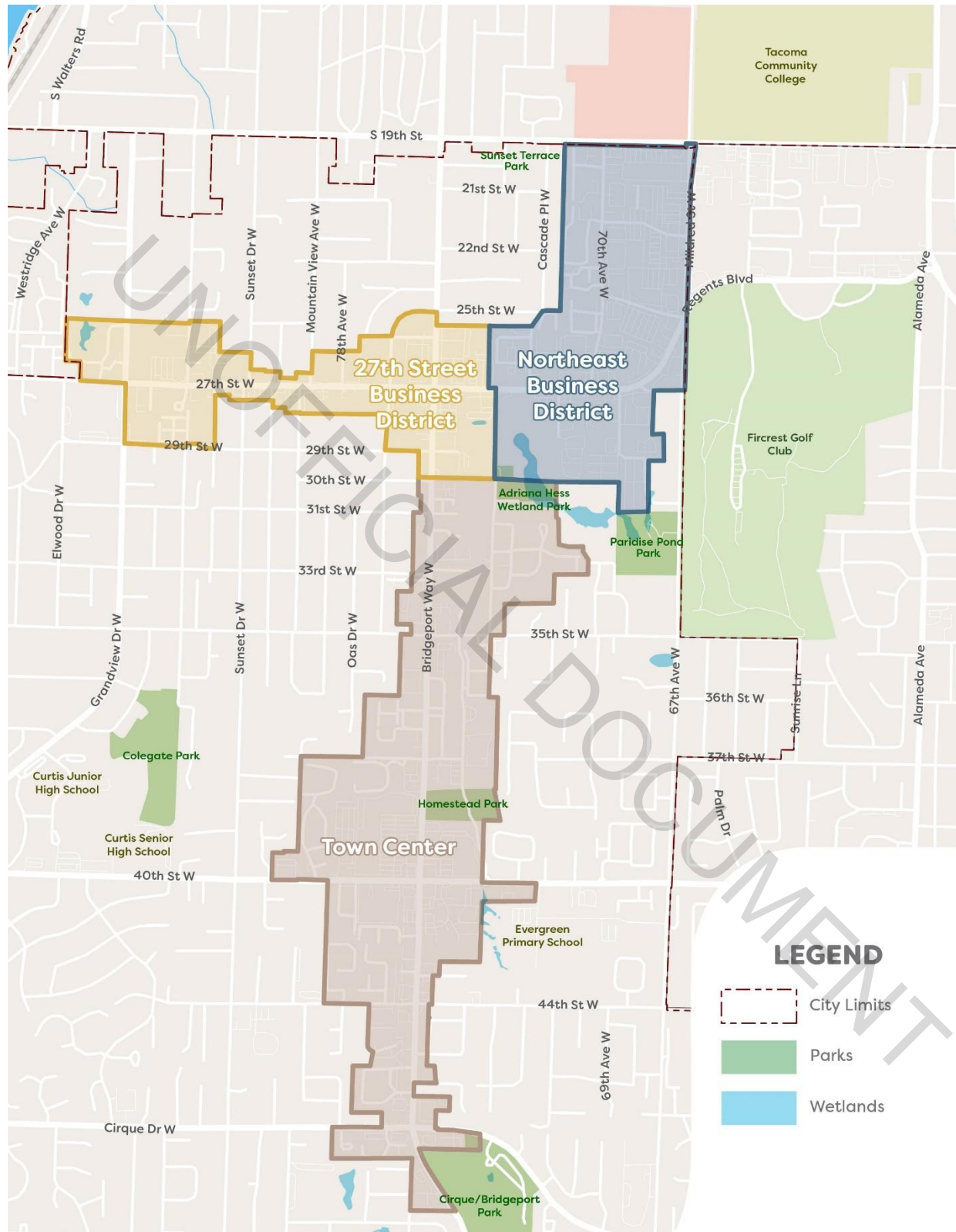
The 27th Street Business District is one of three Subareas of the University Place Regional Growth Center (RGC), a 481-acre commercial, multi-family, and mixed-use area officially designated by the Puget Sound Regional Council (PSRC) in 2018. Regional Growth Centers are areas around the Puget Sound region characterized by compact pedestrian-oriented development with a mix of uses, facilities, and services needed to accommodate population and employment growth. As outlined in the City of University Place's 2017 Regional Growth Center Plan¹, the vision statement for the RGC is as follows:

*The University Place Regional Growth Center will continue to transform into a **vibrant, walkable regional destination with dense mixed use and transit-oriented development in neighborhoods that offer a variety of housing and employment opportunities, shopping and services, culture, arts, entertainment, and parks.** The Plan provides flexibility and capacity for redevelopment and development to occur over time while retaining the character and livability of the community that make it a desirable place to live, work, and play. Development of new businesses and retention of existing businesses, as well as other growth and investment, will broaden employment opportunities and enhance economic vitality, fostering shared prosperity in the community that will benefit existing and future residents in numerous ways.*

The three Subareas of the RGC are the Town Center, Northeast Business District, and 27th Street Business District. The Town Center has seen significant redevelopment and growth in recent years, and the Northeast Business District has begun to see some investment and development, particularly of multifamily residential. The city completed a Subarea plan for the Northeast Business District in 2023. The map below in Figure 1 shows the RGC and its three subareas.

¹ <https://www.cityofup.com/DocumentCenter/View/329/Regional-Growth-Center-Subarea-Plan-PDF>

Figure 1. University Place RGC Subareas



Source: Otak

The 2017 RGC plan describes the past and current conditions of the 27th Street Business District:

As the home of over 130 businesses in University Place, the 27th Street district provides a link to the area's past, having been a major commercial corridor for the region in previous years. This district nostalgically reaches back to the community's past with many businesses that have long been popular to local and area residents. Although still a major east/west thoroughfare, the area has a home-town feel, a bit removed from the hustle and bustle of Bridgeport Way.

Finally, the RGC plan contains the following vision statement for the District:

The 27th Street Business District will continue to transform into a smaller village setting than the Town Center, with neighborhood-serving local businesses and new multi-family residential and retail uses filling in over time in a highly walkable redevelopment pattern.

While this 27th Street Business District Plan process will be soliciting additional community input on the vision for the subarea, these past vision statements still appear to reflect the community and city's vision for the area. The City has taken some steps towards realizing this vision, such as improving sidewalks and landscaped areas, and installing historic streetlights. Since the adoption of the 2017 RGC plan, some new multi-family residential development in the form of senior housing projects have been proposed in the area, beginning to implement one important element of the vision.

As part of this planning process, the city and stakeholders crafted an updated vision statement for the 27th Street Business District which reflects the goals of this subarea planning process:

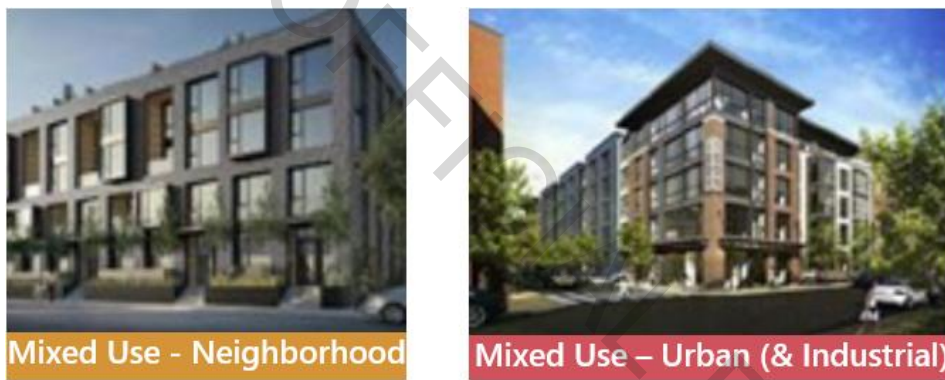
Over time, the 27th Street Business District will become a community destination, with a cohesive identity and quality design. Pedestrian friendly redevelopment and civic improvements will provide opportunities for: new gathering spaces; neighborhood-serving local businesses; dining and retail opportunities; and housing.

District Profile

Zoning

The 27th St. Business District contains **80.5 acres of privately-owned properties or parcels**, excluding right-of-way. Aside from 0.1 acres zoned POS (Parks & Open Space), the District is comprised of two zones from the Regional Growth Center form-based zoning framework established in the 2017 RGC plan and found in UPMC 19.54. Overall, **this form-based code is relatively flexible and easy to navigate, reducing barriers to development throughout the RGC.** The form-based code contains four districts which regulate development with the goal that “new development projects exhibit the highest standards of urban design, architecture, and landscaping at the scale of the neighborhood, block, lot, and building.” The zones are described with example building types, desired form, streetscape, parking, and use considerations, with accompanying renderings of example development. Example renderings of the zones found in the 27th St. District are shown below.

Figure 2. RGC Form-Based Code Development Prototypes



Source: City of University Place Zoning Code

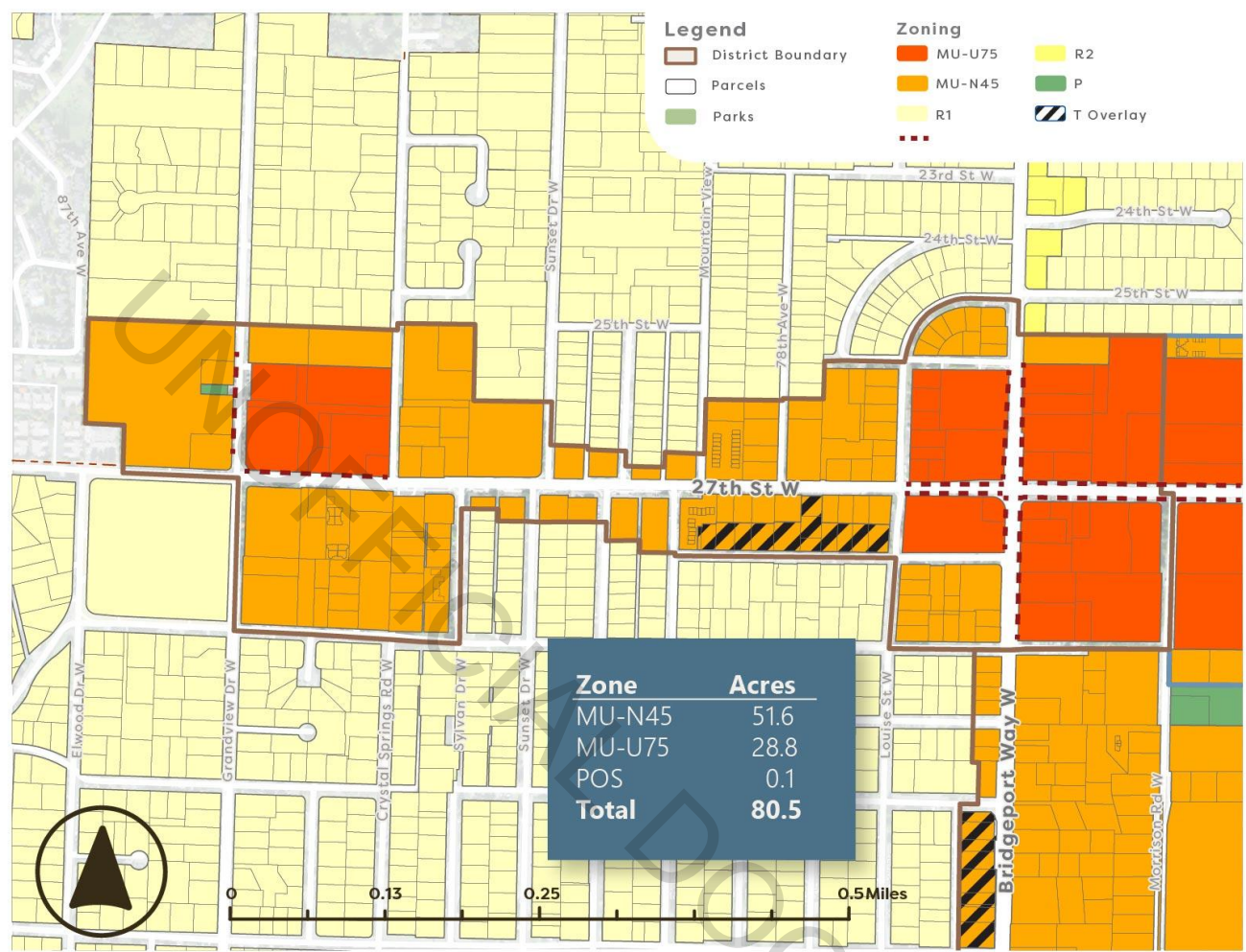
The commercial area on the corners of the intersection of 27th St. and Bridgeport Way and the northwest corner of 27th Street at Grandview, a total of **28.8 acres**, is zoned **Mixed Use-Urban (MU-U75)**. This zone, also found throughout the main core of the Town Center Subarea, is intended for “**multifamily residential and commercial uses along arterial streets**” and allows heights of up to **75 feet**. Along arterials, the intended development form is “mixed use with a focus on residential upper floors and active uses at the ground floor level,” with allowances for ground floor residential fronting smaller streets. There is a wide range of allowed uses, including multifamily housing, assisted living, religious use, office, retail, restaurants, hotels, and government services.

The remainder of the District, another **51.6 acres**, is zoned **Mixed Use-Neighborhood (MU-N45)**. This zone is a transition zone between residential areas and more intense commercial uses (such as the MU-U75 zone), with a 45-foot height limit. The allowed uses are similar to the MU-U75 zone, with a **wide range of housing and commercial uses** of up to 4-story wood frame construction, with required landscape and buffering to transition between uses.

The **Storefront Frontage Overlay** requires “storefront frontage and a minimum floor-to-ceiling height to accommodate ground floor live-work, commercial, retail, or other such nonresidential activity on streets where the vision expects active, pedestrian-oriented streetscapes.”

There is also a **Transition Properties Overlay zone** on a row of MU-N45 parcels on 28th Street. According to UPMC 19.20.040, this zone creates a “uniform set of design standards aimed at protecting single-family neighborhoods that abut commercial areas,” including “limits on access, additional buffering and/or setback requirements, building modulation, and location of windows.”

Figure 3. Zoning in 27th St. Business District with Parcel Acreage

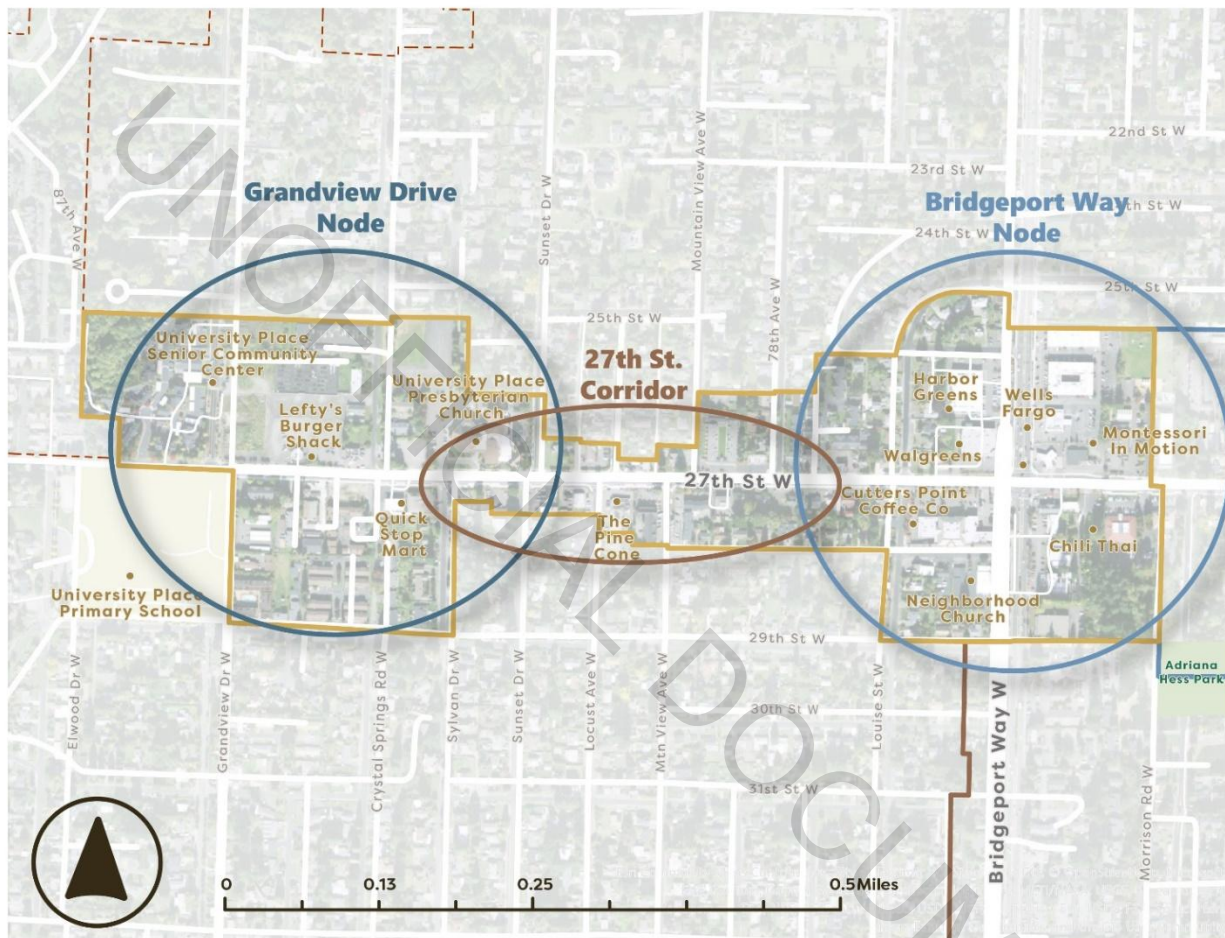


Source: City of University Place, Pierce County, Otak, Leland Consulting Group

Current Land Use and Node Analysis

Based on our visits to and analysis of the subarea, LCG believes that it is useful to think of the subarea as the combination of three different nodes, or smaller areas. Figure 4 below shows these three nodes, each of which have different characteristics, development patterns, and potential for different types of future changes.

Figure 4. 27th St. Business District Nodes with Aerial Imagery



Source: Otak, Leland Consulting Group.

Grandview Drive Node. In the west, the Grandview Drive Node centers around the intersection of 27th and Grandview. Along with the existing primary school and apartments on the west side of Grandview, there are several large senior multifamily housing projects that are expected to break ground in the near future in this area, and are discussed later in this report. This node contains numerous large vacant properties, some of which comprise the land for the future senior housing developments and others which remain significant development opportunities, including the underutilized properties and parking lots to the west and north of the U.P. Presbyterian Church. Overall, as pipeline activity indicates, the quiet neighborhood surroundings in this node favor housing—particularly senior housing and potentially market-rate or affordable multifamily housing—and given the attractive, quiet surrounding neighborhoods as well as the potential for views of the Puget Sound from upper floors, this area is more likely to see future multifamily development than significant amounts of new commercial space. The relatively low traffic volumes here and distance from other large nodes of commercial, employment, and institutional activity make new commercial development less likely here.

Figure 5. Aerial View of 27th St.

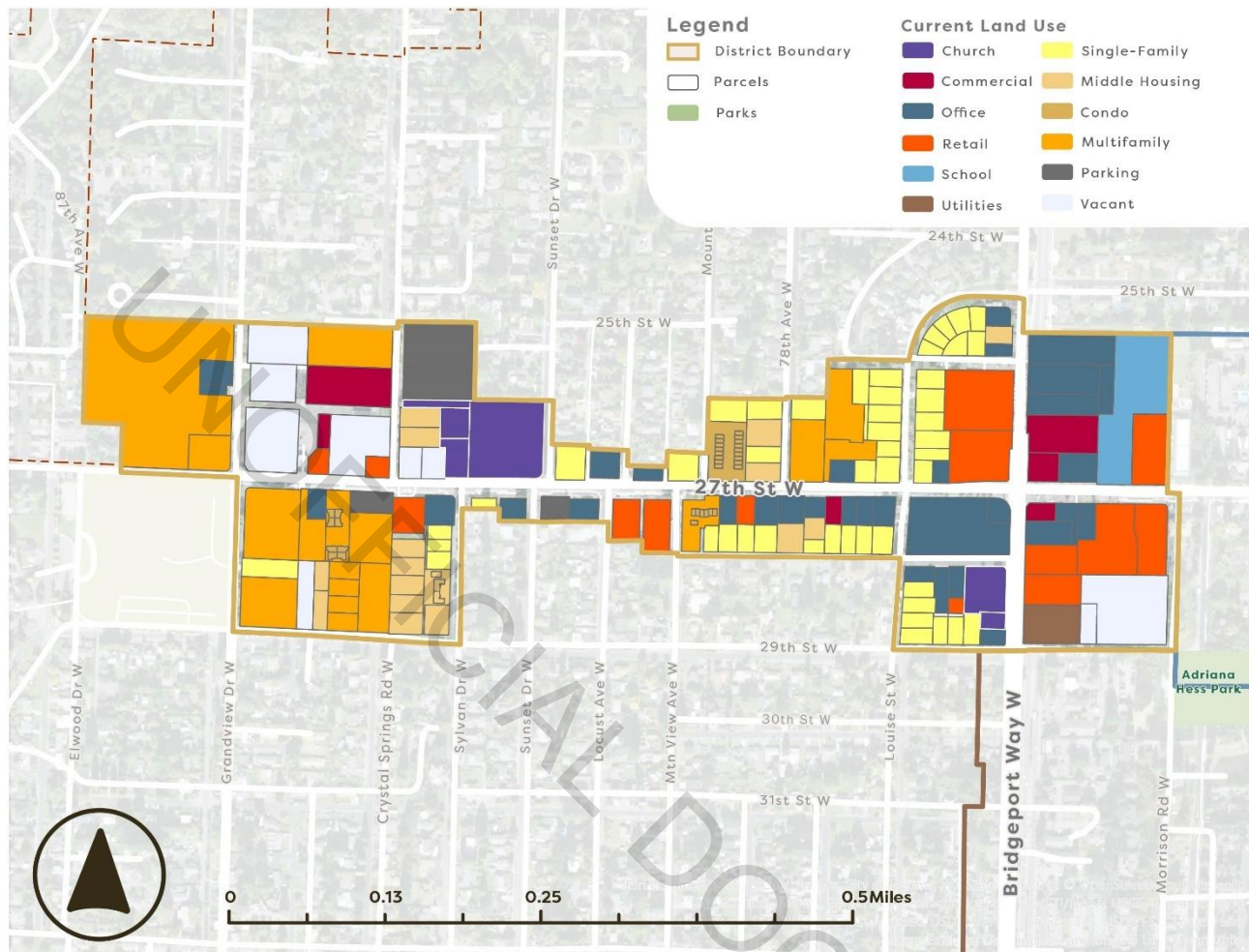


Source: Google Maps

The 27th Street Corridor area in the center of the District is an eclectic mix of retail, office, multifamily, and single-family development. There are numerous small businesses in unique and charming buildings, and overall smaller lots than the intersection areas to the east and west. This area is quite narrow, with the subarea boundary and accompanying zoning extending only one parcel deep from 27th in some areas. There are also fewer lots that are obviously vacant and underutilized. As a result of the narrow width, small parcels, and existing uses, large-scale development is unlikely in this area. Instead, adaptive reuse of existing structures is the most likely future use along this section of the corridor, and some smaller-scale infill housing development is also possible.

Bridgeport Way Node. In the east, there is another node centering on the intersection of Bridgeport Way and 27th. This area is more commercial in character, with retail and office uses clustered around Bridgeport Way and serving as a connection between the District, University Place's Town Center, and other regional destinations. There are numerous established retail uses and national/regional chains (or "credit" tenants) such as Walgreen's. Overall, the high traffic and visibility here indicate that most retail structures will remain in place throughout the next several decades, though tenants within the structures will change. One example is the former Bartell Drugs space, which LCG believes will be rentenanted, and is discussed more below. There are also some a number of buildings that contain smaller-scale professional offices and service providers. While these buildings provide some of the distinctive charm of the area, they tend to be older and of lower value, and are therefore more likely to be redeveloped in the near- or medium-term. There are also several low-value or vacant properties as well, including in the southeast corner of the node. Current land uses from Pierce County Assessor's data are shown below in Figure 6.

Figure 6. Current Land Use in the 27th Street Business District



Source: City of University Place, Pierce County, Leland Consulting Group

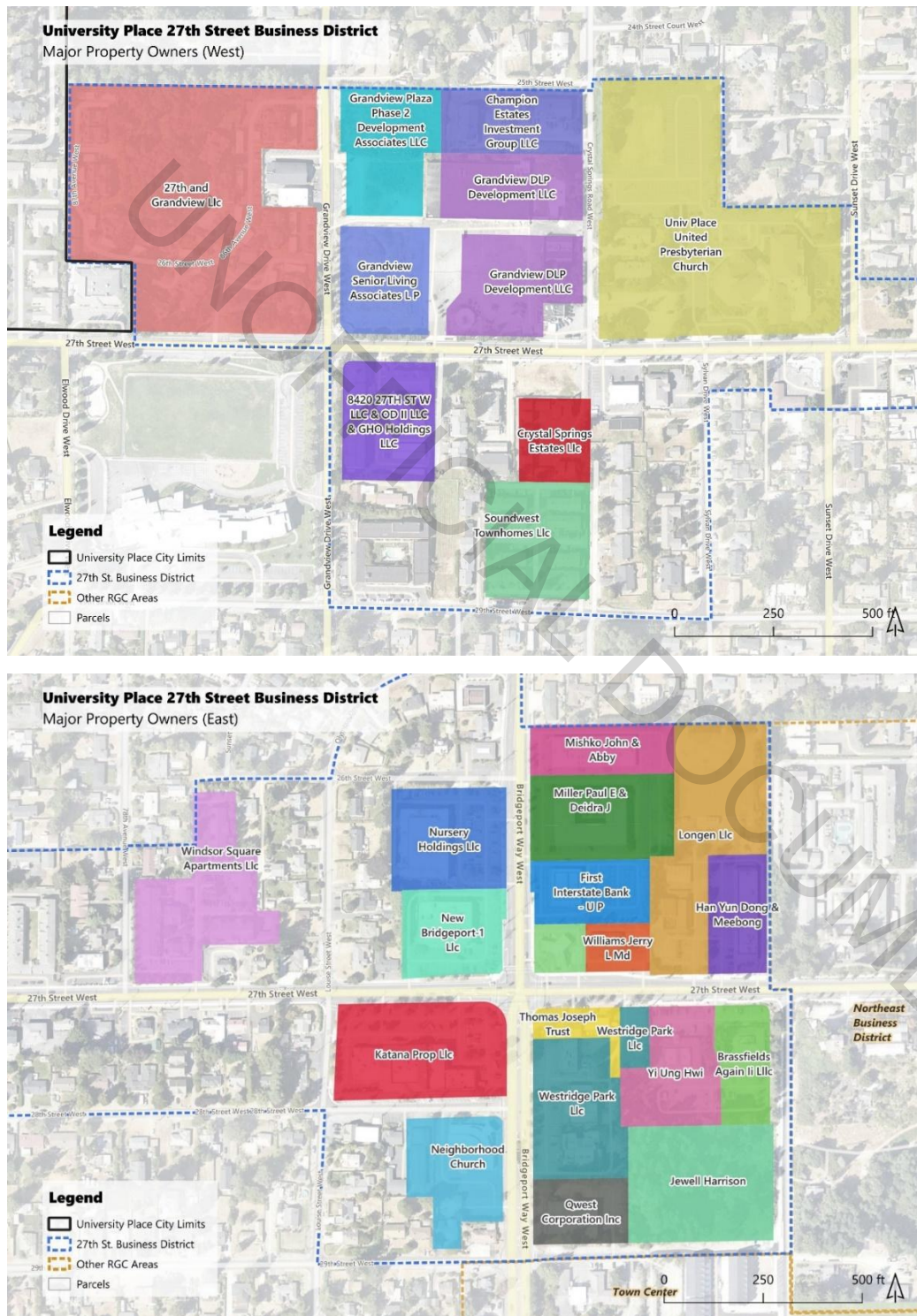
Property Ownership

Overall, the District has a wide range of property owners from single-family homeowners to large corporations. There are few property owners with notably large parcels or control over large areas. The maps below in Figure 7 show property owners in the eastern and western sections of the District with parcels of substantial size (i.e. larger than a single-family home or single commercial building). In the west, there are several large residential property owners including 27th and Granville LLC, Grand View Estates LLC, Crystal Springs Estates LLC, and Soundwest Townhomes LLC. On the Northeast corner of 27th and Grandview are property owners associated with the large forthcoming developments in that block. The University Place United Presbyterian Church is the largest single landowner in the Subarea, with 4.6 acres of land, at least half of which is comprised of surface parking. In the eastern part of the District, there is a more fragmented property ownership. Several individuals and trusts own commercial centers and buildings, and there are several apartment complexes and a church as well.

From the perspective of redevelopment, more fragmented property ownership presents more challenges to parcel assembly and larger-scale redevelopment. In the eastern part of the subarea, the likely candidate parcels for

redevelopment have already been purchased and consolidated and are in the process of being redeveloped, although the large church parking lots may present an opportunity. In the western area, some level of consolidation between LLCs, individuals, and/or large corporations would likely be necessary for site assembly.

Figure 7. Property Ownership in the 27th St. Business District

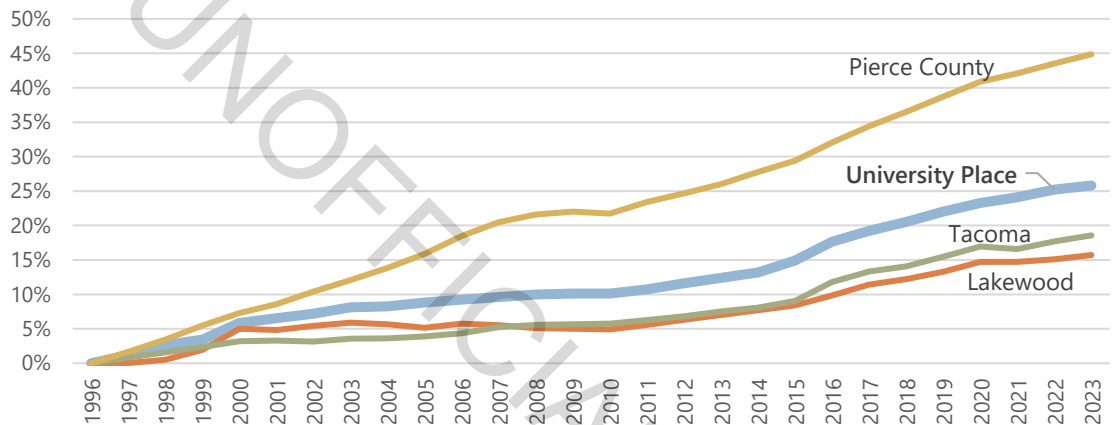


Source: City of University Place, Pierce County, Leland Consulting Group

Population and Demographics

Since incorporation in 1996, University Place has grown by about 25 percent in population. This is a slower rate of growth than that seen in Pierce County overall, but faster than the rate of growth in neighboring Lakewood, as shown below in Figure 8. Tacoma, the largest city in Pierce County, grew considerably more slowly than the county in recent decades, suggesting a trend of increasing population in the more suburban and smaller jurisdictions in the county, such as University Place. This growth in suburban and smaller areas is likely related to the overall regional population increases driven by Seattle’s technology and aerospace industries, as well as likely spillover from King County as housing prices have increased in recent years.

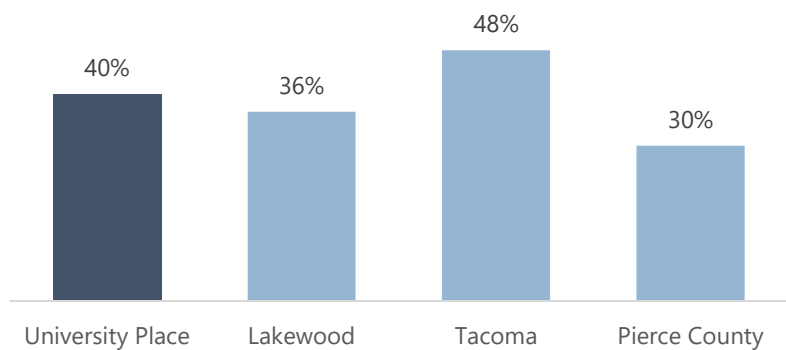
Figure 8. Change in Population in University Place, Lakewood, Tacoma, and Pierce County, 1996-2023



Source: WA Office of Financial Management

Pierce County sets population targets for its cities, as part of the Countywide Planning Policies and the overall Comprehensive Plan update process. These targets are based on countywide population forecasts issued by the state and reflect the amount of growth that each city needs to plan to accommodate over the coming decades. University Place’s current population is 34,866 and the city’s 2044 population target is 48,758 – an increase of 40 percent. This represents a growth rate of 1.4 percent per year on average, nearly double the 0.8 percent per year rate seen over the past 20 years. This is also a higher rate of growth than that expected countywide, although not as high as the rate of population growth expected in Tacoma, as shown below in Figure 9. Overall, these growth targets represent a reversal of recent trends, with Tacoma expected to absorb a higher share of overall Pierce County growth in the coming decades, compared to the more dispersed growth seen in previous years.

Figure 9. Growth Target Population Increase, 2023-2044

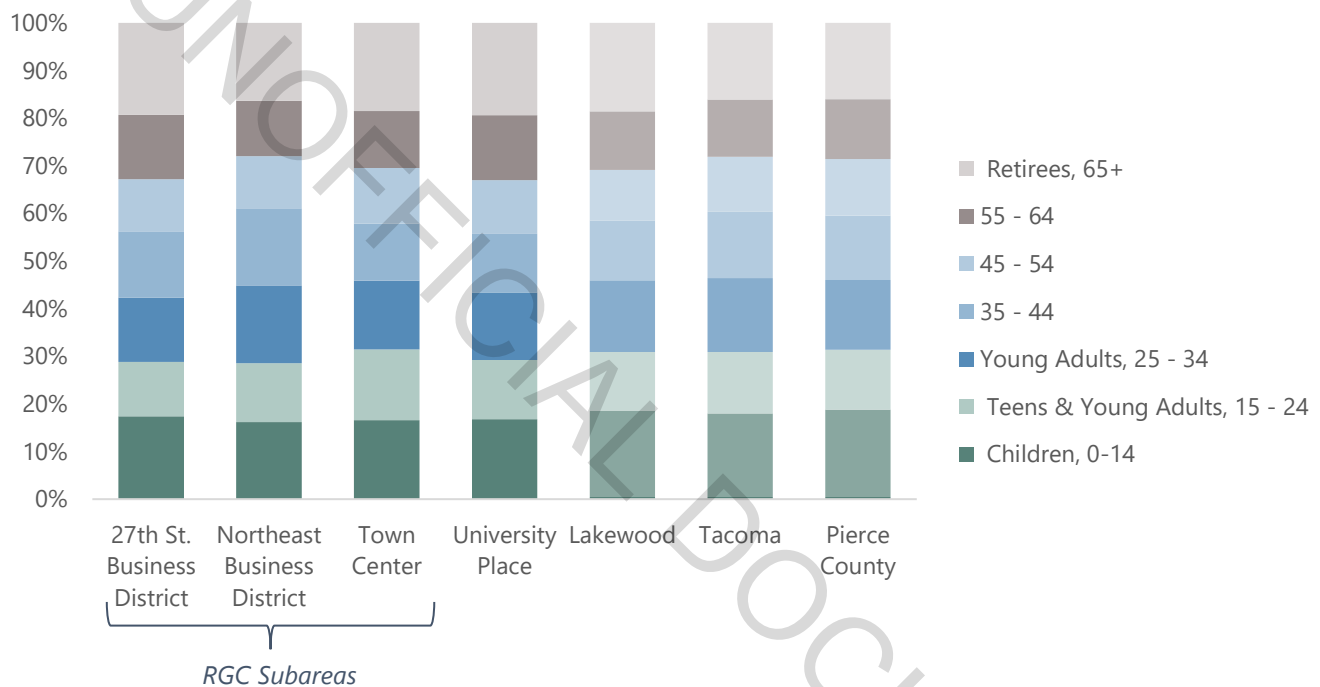


Source: WA Office of Financial Management, Pierce County Countywide Planning Policies

As of 2023, the 27th St. Business District has an estimated 1,301 residents. This is similar to the 1,559 residents of the Northeast Business District but considerably less than the population of the Town Center subarea, at 4,545. The following charts compare the demographics of 27th St. Business District residents to the other two RGC Subareas, to the city, and to comparison geographies.

Residents of the 27th St. Business District are similar in age breakdown to the city as a whole, which skews slightly older than Tacoma and Pierce County, as shown below in Figure 10. Within the RGC Subareas, the NEBD has a slightly younger population, with a higher share of adults aged 25-34 and a smaller share of residents over 65. The slightly larger population of households aged 55+ and 65+ in the study area reflects legacy single family neighborhoods, and supports the trend towards increased senior housing development in the area.

Figure 10. Age in the University Place RGC Subareas and Comparison Geographies, 2023

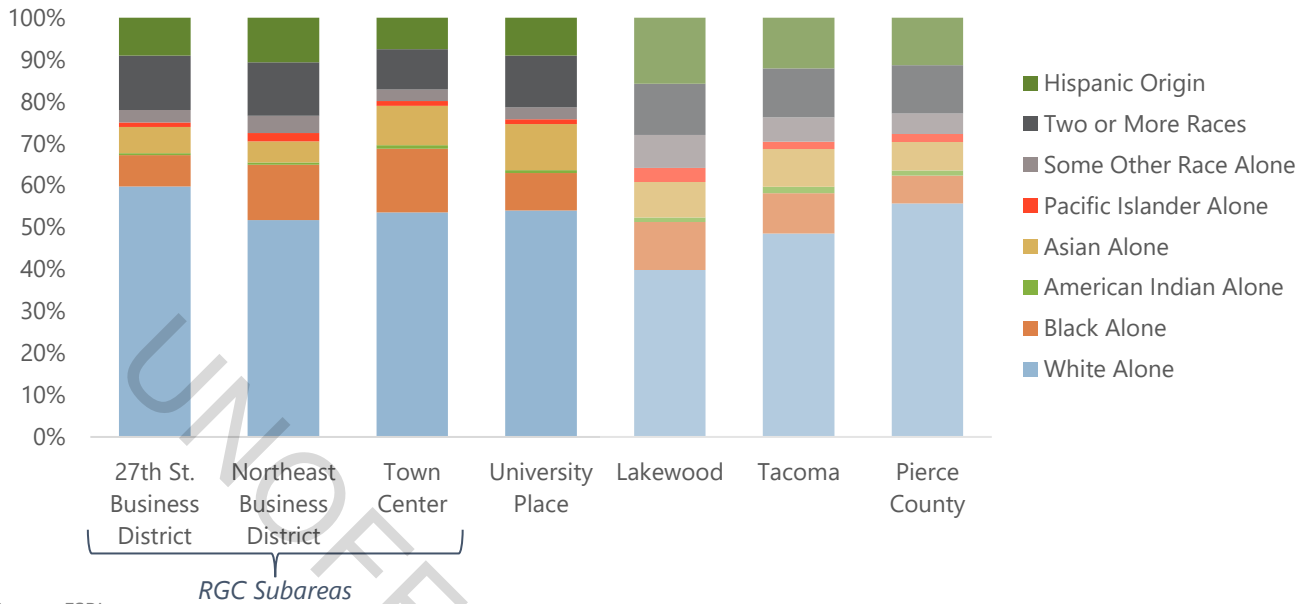


Source: ESRI ²

Figure 11 below shows that about 65 percent of residents in the 27th St. District are white, a higher share than in the other parts of the RGC and in University Place overall, as shown in Figure 11. The NEBD and Town Center are significantly more diverse, as are the neighboring communities of Lakewood and Tacoma.

² Environmental Systems Research Institute (ESRI), a leading provider of Geographic Information Systems (GIS) software and data. ESRI's demographic data is based on the Decennial U.S. Census and yearly estimates are supplemented with additional data from the American Community Survey, U.S. Post Office, and numerous other data sources.

Figure 11. Race & Ethnicity in the University Place RGC Subareas and Comparison Geographies, 2023



Source: ESRI

One way in which the three RGC subareas differ noticeably is in housing tenure. As shown in Figure 12 below, compared with the other RGC subareas, more households in the 27th St. BD are homeowners – which fits with the existing housing stock in the area. On the other hand, most homes in the NEBD and Town Center are rental apartments. However, University Place as a whole has a higher share of homeowners than Lakewood and Tacoma, at 55 percent.

Figure 12. Housing Tenure in the University Place RGC Subareas and Comparison Geographies, 2023

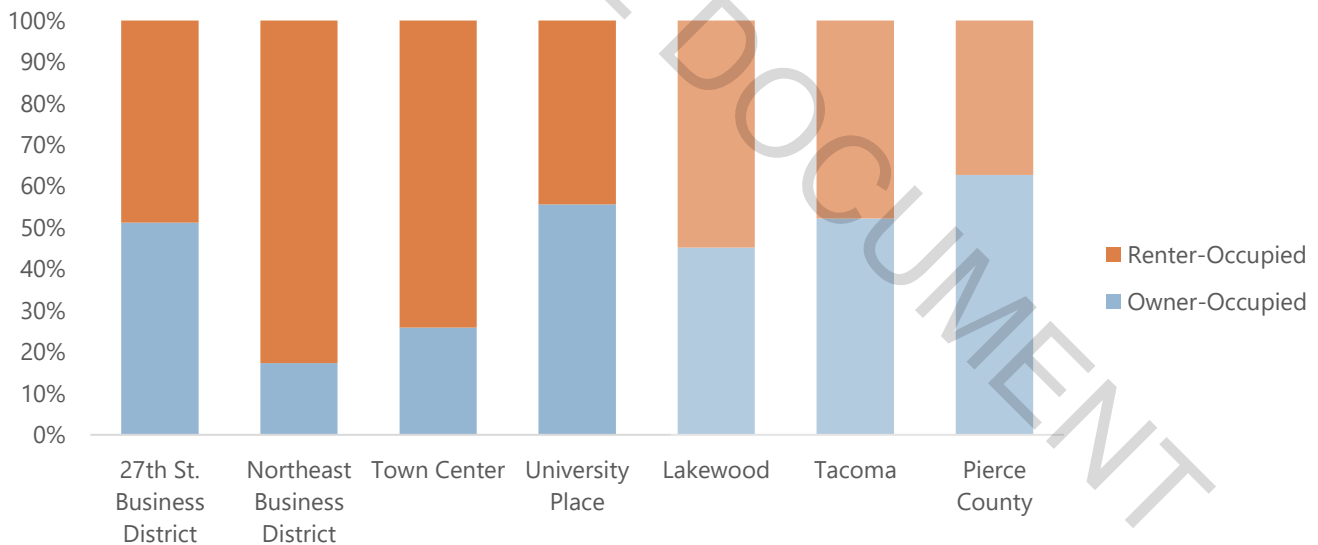
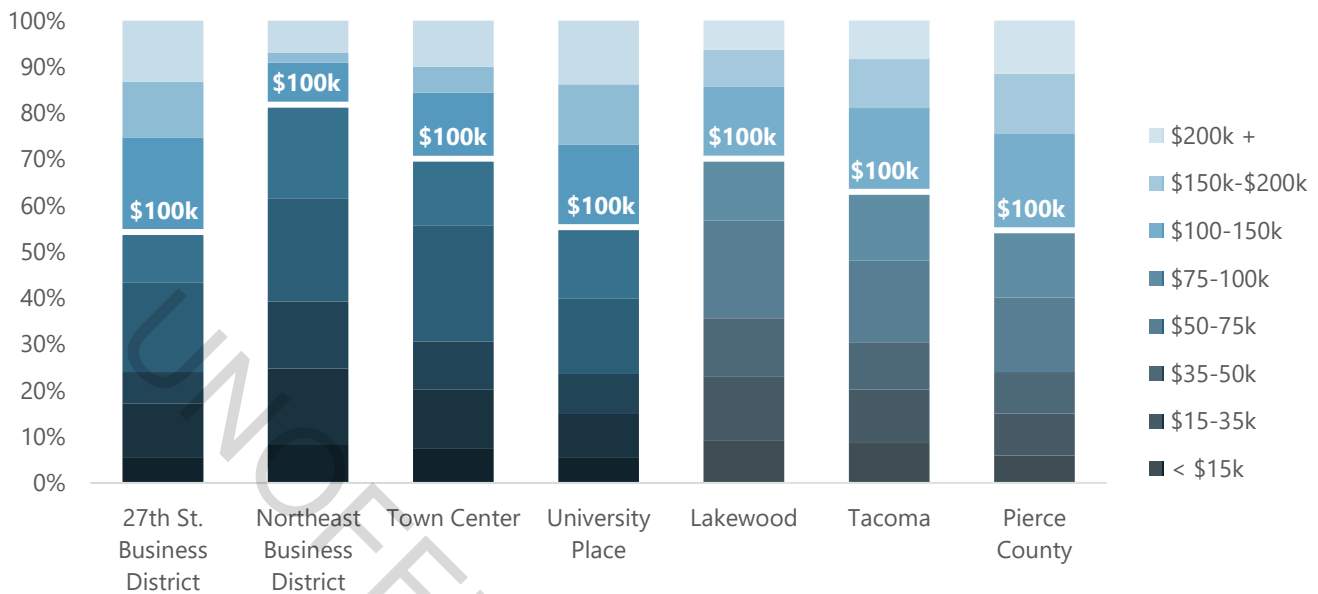


Figure 13 below shows that current residents of the 27th St. District are significantly higher income-earners than in the other RGC subareas, though similar to the University Place population overall. This also fits with the above trends in homeownership since renters tend to have lower household incomes than homeowners. Lakewood and Tacoma have lower shares of residents earning over \$100,000 in particular. University Place and Pierce County are broadly similar in income distribution.

Figure 13. Household Income in the University Place RGC Subareas and Comparison Geographies, 2023



Employment

Figure 14 shows the top employment sectors in the 27th Street Business District and comparison areas. Medical, retail, office, and food service are the major sectors in the 27th St. Business District. These trends are shared regionally, with a particularly high share of medical employment in Lakewood. The 27th St. Business District, The 27th St. District has a more specialized employment landscape than the city overall, as would be expected given the mix of small offices, retail, and restaurants along the corridor. The Town Center is broadly similar in employment trends, again given the focus on office and retail in that area, whereas the Northeast Business District has considerably more office employment and fewer amenities. On the whole, the District is similar to the regional employment landscape, focused on medical, retail, office, and service industry jobs.

Figure 14. Employment Sectors in the University Place RGC Subareas and Comparison Geographies, 2023

	27th St. Business District	Northeast Business District	Town Center	University Place	Lakewood	Tacoma	Pierce County
Total Jobs	632	1,064	2,014	5,958	28,695	112,494	306,958
Medical	32.1%	10.9%	22.1%	19.5%	33.6%	27.7%	19.0%
Retail	19.0%	7.1%	24.9%	17.6%	11.9%	10.6%	12.8%
Office Services	16.3%	33.7%	18.6%	17.5%	8.4%	19.1%	16.8%
Accommodation and Food	12.7%	18.6%	13.4%	9.1%	9.0%	6.2%	7.7%
Other Services	7.8%	7.0%	3.4%	4.2%	2.8%	2.8%	3.1%
Education	5.7%	2.3%	0.1%	13.9%	11.3%	5.7%	8.5%
Construction	3.0%	6.8%	1.9%	5.9%	5.9%	3.4%	8.0%
Arts / Entertainment	2.2%	5.6%	0.9%	3.8%	2.4%	1.4%	2.2%
Wholesale	0.8%	7.0%	0.4%	1.9%	3.9%	3.1%	4.4%
Transportation / Warehousing	0.3%	0.7%	0.3%	0.8%	6.1%	4.8%	6.7%
Manufacturing	0.2%	0.4%	1.7%	0.9%	3.3%	4.9%	5.3%
Public Administration	0.0%	0.0%	12.1%	5.0%	1.2%	9.7%	4.8%
Utilities	0.0%	0.0%	0.0%	0.0%	0.3%	0.2%	0.2%

Source: Urban Footprint, Longitudinal Employment Household Dynamics (LEHD) via Census OnTheMap

Key Takeaways

- The 27th Street Business District ("the District") is more similar to University Place as a whole than it is to the other parts of the Regional Growth Center (RGC), such as the Town Center.
- Residents of the District are more likely to be white, better-educated, and older homeowners when compared with the NE Business District and Town Center areas.
- This fits with the differing development patterns in the three subareas – the Town Center TC and NE Business District contain significantly more higher-density apartments whereas the 27th street district contains single-family homes, condos, senior living, and higher-end apartments.
- The more neighborhood and suburban feel of the District may point to different redevelopment types and opportunities when compared with the other RGC Subareas.
- There are far fewer jobs in the District than in the NE Business District and Town Center. The jobs in the District are in the medical, retail, office, and food service sectors, similar to University Place and the region as a whole.

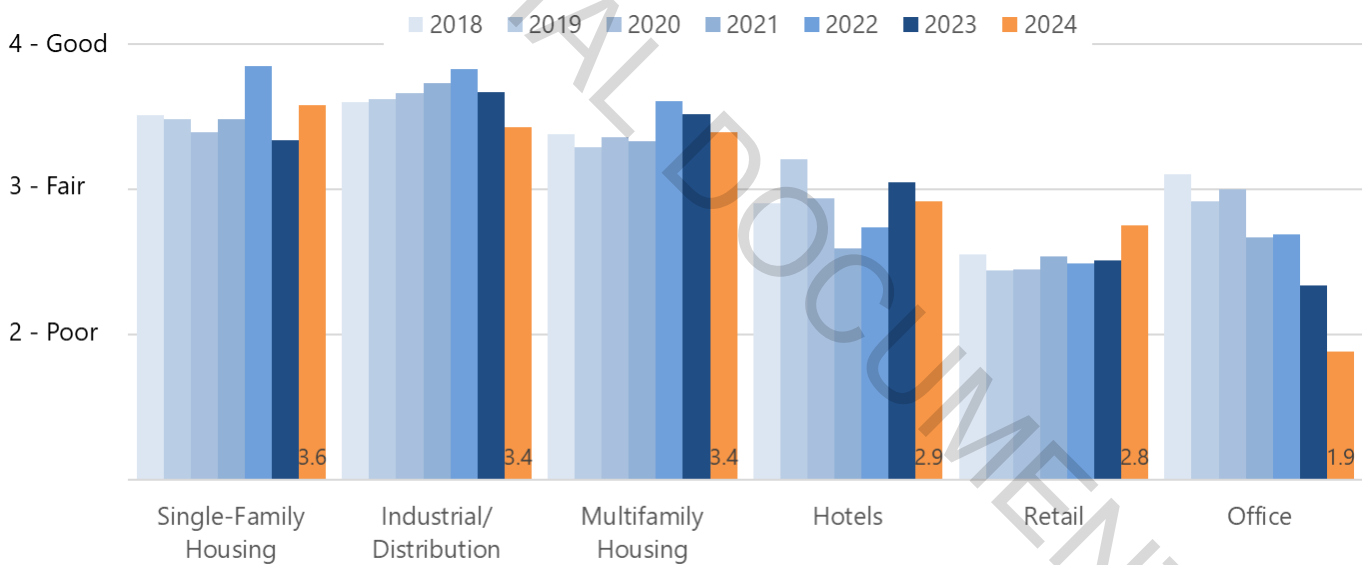
National and Regional Trends

National Development Prospects by Land Use Type

Figure 15 below shows how real estate developers and other industry professionals associated with the Urban Land Institute (ULI) evaluate the desirability of development of various property types nationwide between 2018 and 2024. ULI is the leading national professional association for real estate developers and land use professionals.. While this chart reflects national sentiment, LCG believes that it is a good starting point from which to understand the development context in University Place. Several takeaways from Figure 15 are:

- **Single family housing, industrial/distribution, and multifamily housing** are good development prospects and are the types of development that developers are most interested in building in the near future. Demand for distribution and industrial space is being driven by increasing online shopping and fulfillment, and the “onshoring” of industrial facilities by companies seeking to decrease their dependence on long, overseas supply chains. Multifamily and single-family housing continues to be in demand, because it has been underbuilt for many decades, while the country’s population continues to grow. Developers need to continue to build housing in order to catch up to demand.
- **Hotels** are seen as a “fair” development prospect. Developer interest in building new hotels dipped in 2021 and 2022, while personal and business travel was significantly curtailed during the COVID 19 pandemic, but has bounced back as virtually all personal travel and a significant share of business travel has returned.

Figure 15: National Development Prospects by Property Type, 2018-2024



Source: Urban Land Institute Emerging Trends in Real Estate 2024.

- After many years as a “poor” development prospect, **Retail** is once again seen as a fair prospect, largely because so little retail space has been built in the country over the last two decades. While retail has been struggling against the perception that a large share of shopping is moving online, bricks and mortar remains extremely relevant and is now seen as an important complement to online shopping, as shoppers buy online, pick up in store (BOPIS) and manage returns through stores. Nonetheless, new, ground-up retail development only takes place in certain

locations, particularly those with high visibility from major transit or transportation routes, and relatively low-cost land.

- New **Office** development is seen as a poor development prospect, since a large share of employees are now working from home (25 to 35%, depending on the industry and location). Therefore vacancies are higher for office spaces, rents are generally lower, and the existing stock of office space will probably be adequate for many years in most locations. Figure 15 shows that developer interest in building new office space has declined precipitously over the past seven years.

Even prior to the pandemic, the demand for industrial space was growing due to the need for warehouses closer to urban centers to solve the “last mile” problem of delivery-based retail. A recent study by commercial real estate brokerage Cushman & Wakefield found that **e-commerce grew by 31.8 percent in 2020 and 14.6 percent in 2021, and now accounts for 19.1 percent of core retail sales.** E-commerce fulfillment is more space-intensive than traditional warehousing, and transportation makes up more than half of total logistics costs, showing the connection between the two industries as well as the need for more warehousing space near city centers.³

Another factor that has significantly influenced development in the past several years and will continue to be an important factor in the near future is the significant rise in interest rates since 2022. The chart below in Figure 16 shows the Federal Funds Rate, which influences a variety of interest rates including rates charged by banks to developers, since 2007. The Federal Reserve increased the funds rate during 2015-2019 to around 2.5 percent, having kept the rate very low since the 2008 recession. Rates were then steeply cut again during the COVID-19 pandemic to help stimulate the economy, but a subsequent rapid rise in inflation caused the Federal Reserve to sharply increase rates to slow inflation and the economy. This steep increase has put many new development prospects on hold, as it has greatly and rapidly increased the financing and total cost of new development. As indicated by the chart, interest rates may decrease in the next few years, which would help stimulate or restart new or postponed projects. In summary, LCG expects that new real estate development in the next few years will be relatively slow compared to the past decade. After interest rates decrease, the pace of development will increase again.

Figure 16. Federal Funds Rate, 2007-2025 (Projected)



Source: Statista

³ Cushman & Wakefield. “What Do Recent E-commerce Trends Mean for Industrial Real Estate?” March 14, 2022.

<https://www.cushmanwakefield.com/en/united-states/insights/us-articles/what-do-recent-ecommerce-trends-mean-for-industrial-real-estate>

Recent Washington Legislative Changes

In recent years, the Washington State Legislature passed a number of bills which significantly impact housing density and have the potential to influence the future development patterns in and around the 27th Street Business District:

Middle Housing

HB 1110, passed in 2023, is now codified in RCW 36.70A.635 through RCW 36.70A.638. This bill requires that cities allow various types of Middle Housing in formerly single-family residential zones. Middle Housing is defined as “buildings that are compatible in scale, form, and character with single-family houses and contain two or more attached, stacked, or clustered homes including duplexes, triplexes, fourplexes, fiveplexes, sixplexes, townhouses, stacked flats, courtyard apartments, and cottage housing.”⁴

University Place is a “Tier 2” city with a population between 25,000 and 75,000 in 2020 (officially 35,580 according to the Washington Office of Financial Management). On all formerly single-family residential lots, tier 2 cities must now allow:

1. **Two units per lot**, unless zoning permitting higher densities or intensities applies.
2. **Four units per lot** on all lots within one-quarter mile walking distance of a major **transit** stop, unless zoning permitting higher densities or intensities applies.
3. **Four units per lot** if at least one unit on the lot is **affordable housing** affordable to rental households earning 60 percent Area Median Income (AMI) or below, or ownership households earning 80 percent AMI or below, for at least 50 years, and with deed restrictions ensuring continued affordability for ownership units.

These code changes must be adopted by the city within six months of the adoption of the next comprehensive plan update. In the case of University Place, this will be June of 2025.

As discussed further below, the land within the 27th Street Business District is already zoned for higher density than single-family residential, even though there are currently a number of existing single-family residential uses in the area. However, this new legislation has the potential to increase densities in the adjacent neighborhoods, potentially increasing residents within walking distance of the businesses along the corridor.

ADUs

HB 1337, also passed in 2023, is now codified in RCW 36.70A.680 through RCW 36.70A.699. It requires that all cities in Washington allow two Accessory Dwelling Units (ADUs) on every lot in a zone that allows single-family homes. The two ADUs can be detached or attached. ADUs cannot have owner-occupancy requirements, cannot be regulated more stringently than single-family homes, and cities cannot require additional parking for ADUs near transit.

In University Place, one ADU per lot has already been allowed for several years, per UPMC 19.70.010. The new law increases the allowed quantity of ADUs and removes some restrictions on size. As with the Middle Housing legislation, the new requirements do not significantly change the potential development patterns within the Subarea, but again provide for the potential of increased density in the surrounding neighborhood.

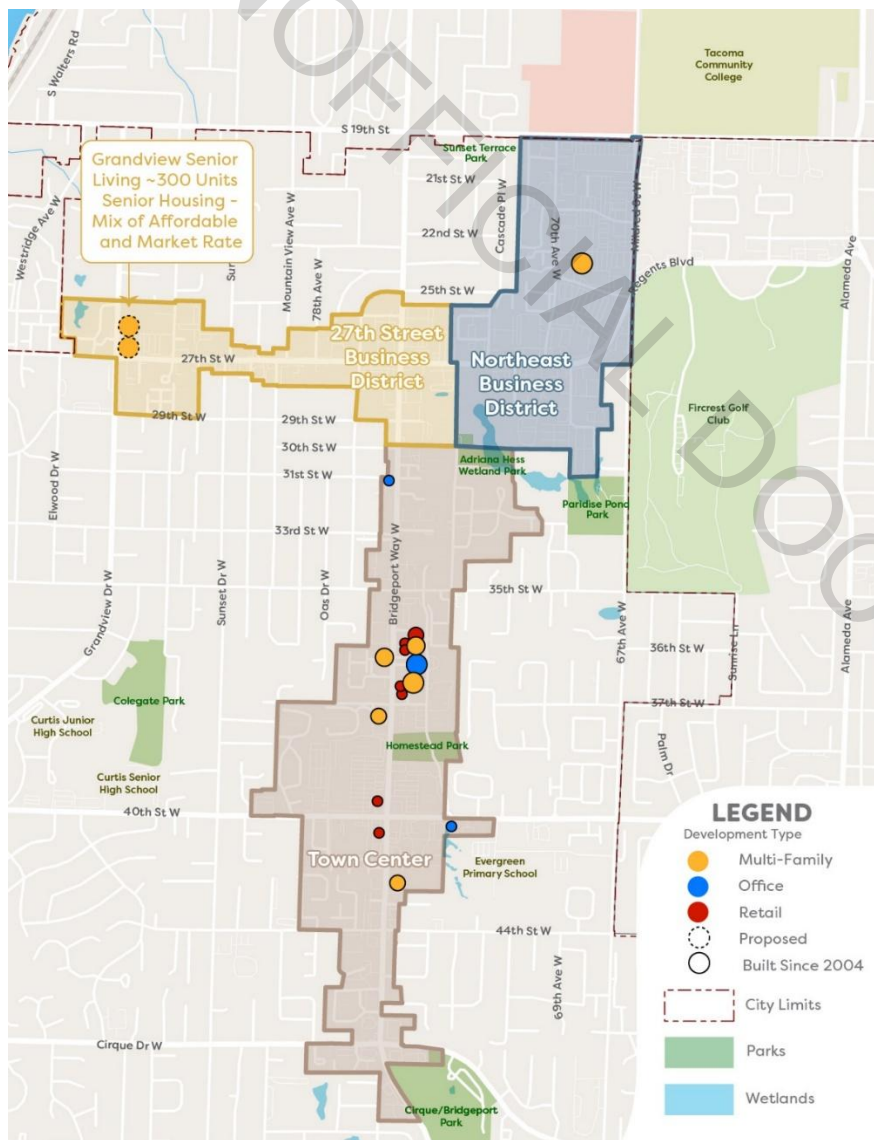
⁴ Washington State Department of Commerce. “Tier 1 and 2 Cities Middle Housing Model Ordinance,” January 2024. <https://deptofcommerce.app.box.com/file/1423032554320?s=2l4yetpanyztkjbpumdfdadghh2rfag7>

Real Estate Analysis

Recent and Planned Development

Figure 17 below shows commercial and multifamily development in the past 20 years and pipeline development in University Place, with pipeline developments (proposed or under construction) shown with a dashed outline. Overall, this shows that the Regional Growth Center is achieving its desired role as an area of focused new growth in the city. Within the RGC, the vast majority of development in the past 20 years has been in the Town Center, with the recent Alta Narrows project now nearing completion in the Northeast Business District representing the only new development in that subarea. In the 27th St. District, there has not been any commercial development in recent decades, but there are several large senior housing projects proposed which will add around 300 units to the area and will be a mix of market-rate and affordable units.

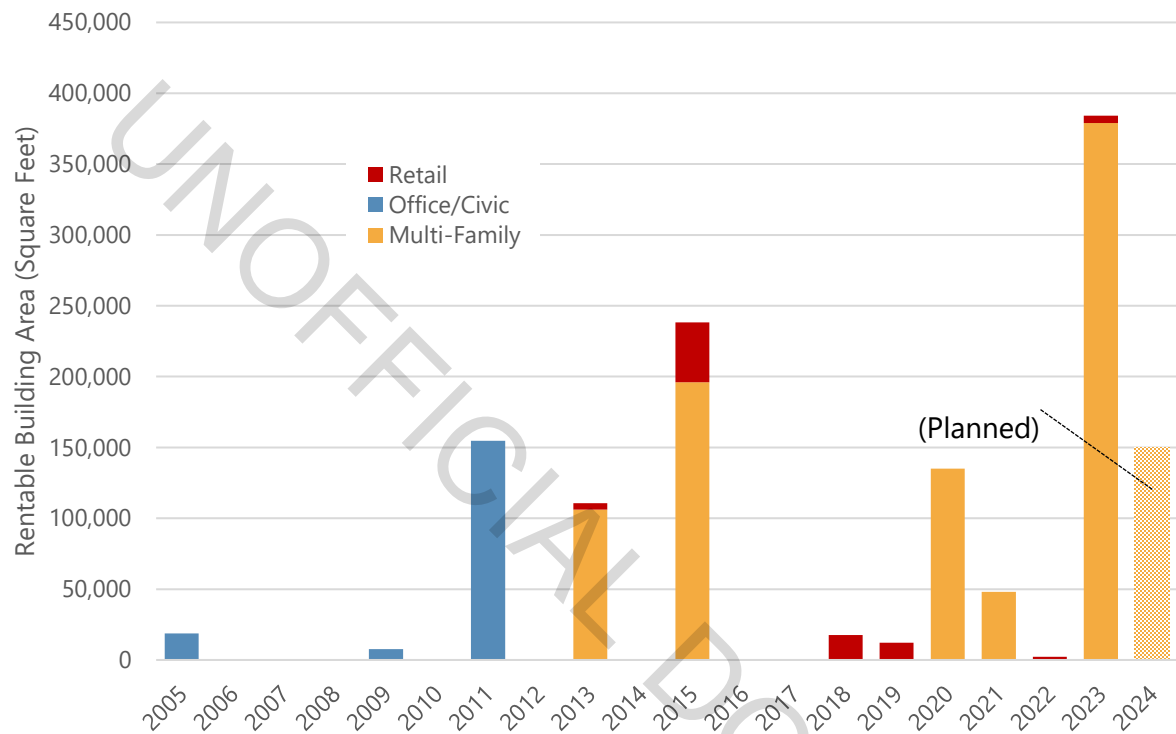
Figure 17. Commercial and Multifamily Development in University Place, 2004-2024 (and Proposed)



Source: CoStar, Leland Consulting Group

The chart below shows this development data chronologically. There has been a noticeable shift towards multifamily development in the past decade, as shown in Figure 18. This matches regional trends, which have seen a large uptick in multifamily development given the Seattle metro area’s significant rise in population and employment in recent decades. A significant share of the office/civic development shown below reflects the construction of the City’s combined Library, City Hall, and Police Department in 2011.

Figure 18. Square Feet of Commercial Development in the U.P. Regional Growth Center, 2005-2024



Source: CoStar

MU-U75 Zone

The photos below show recent and planned development in the MU-U75 zone of the Regional Growth Center This zone. The renderings for the proposed Grandview Senior Living projects in the eastern part of the study area show a significant increase in intensity from the current uses in that area. Also shown are the Larson Apartments, built in the Town Center in 2021. This is the most ambitious market rate project built in University Place recently, and although the zoning is similar, this level of density is more likely to be seen in the Town Center or NEBD subareas, rather than the 27th St. District in the near term.

Figure 19. Proposed Grandview Senior Living Rendering (MU-U75 Portion)



Source: City of University Place

Figure 20. Larson Apartments (2021)

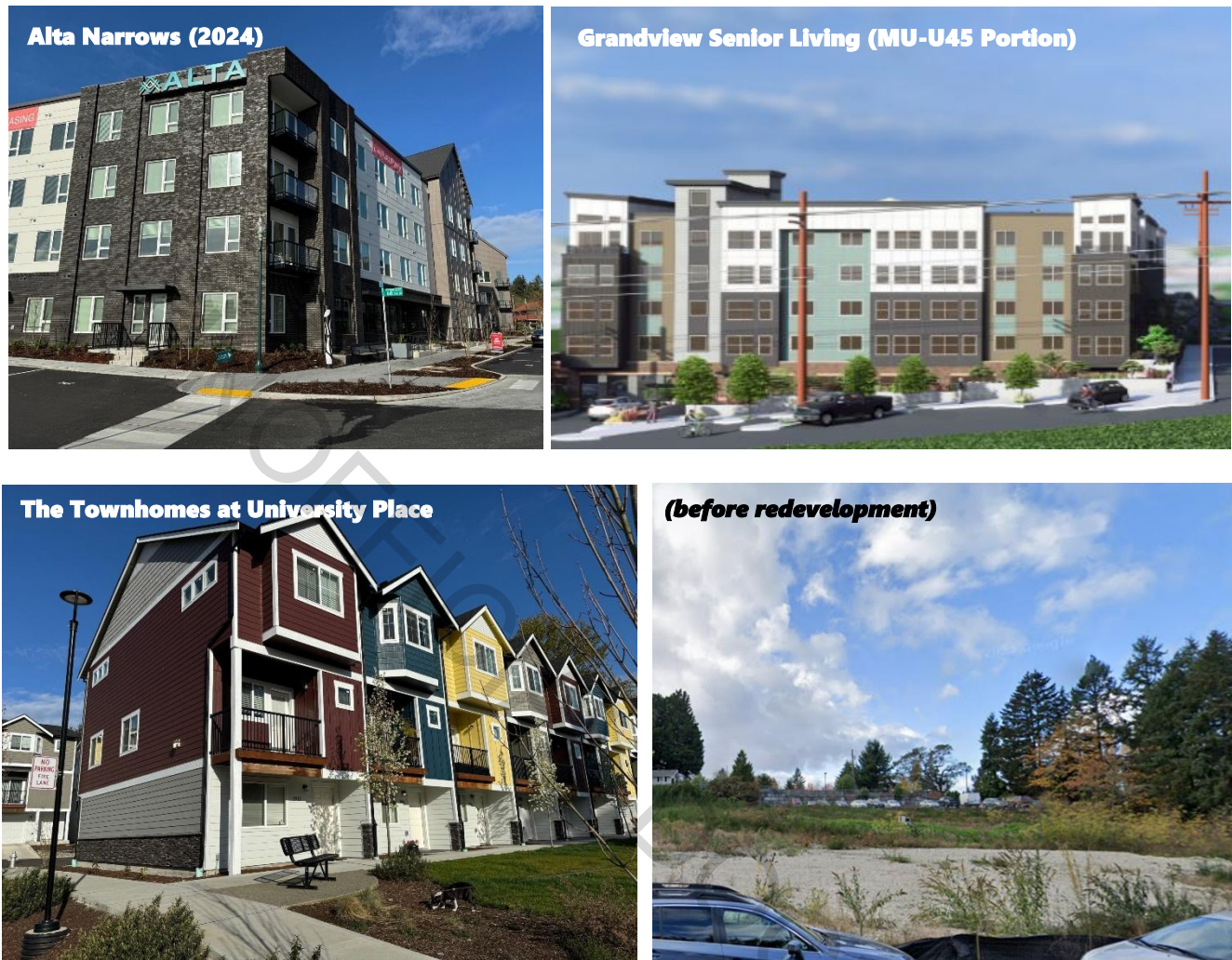


Source: CoStar

MU-N45 Zone

The Alta Narrows project is nearing completion in the Northeast Business District. Although this project is in the MU-U110 zone, its form and density would be allowed in the MU-N45 and it represents the type of residential project which could be built in the MU-N45. This project replaced a former movie theater in the area and will contain 272 units at a density of 60 units per acre. This represents one potential level of density and typology that could be potentially seen in the MU-N45 areas of the 27th Street District, and is shown below in Figure 21. The Grandview Senior Living development spans both the MU-N45 and MU-U75 zones, with a four-story building proposed for the northern portion of the project adjacent to the R1 area. A rendering of this proposed building is also shown below. Finally, the Townhomes at University Place is a project that includes 34 rental townhomes, located just south of the study area in the MU-N45 zone, near 29th Street SW, between Bridgeport Way and Morrison Road W. The project appears to be in the finishing stages of construction, with completion expected in 2024. The site size is about 1.8 acres, for a density of about 19 units per acre.

Figure 21. Recent and Proposed Development in the MU-U45



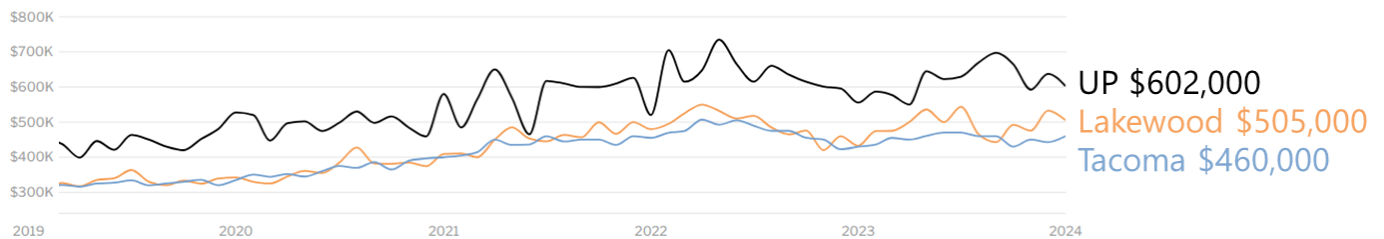
Source: City of University Place, Google

Housing

Single Family Housing & Middle Housing

Overall, home sales prices in University Place have risen from the mid \$400,000s to over \$600,000 since 2019. The city is a desirable and higher-cost market for single-family homes, when compared with neighboring cities, as shown below in Figure 22, with home prices in University Place averaging about \$100,000 to \$140,000 more above average home prices in Lakewood and Tacoma, respectively. Sales prices in University Place have continued to rise despite higher interest rates in the past two years, with an 8.5 percent increase in home prices seen between 2023 and 2024.

Figure 22. Median Home Sale Price, University Place, Lakewood, and Tacoma, 2000 to 2024



Source: Redfin, Leland Consulting Group.

Figure 23 shows average home sales data for the past year in University Place, broken down by home type. According to home sale web site Redfin, over 200 single-family homes sold in the past year, with an average price of \$750,000 – considerably more expensive than the average condo or townhome sales price.

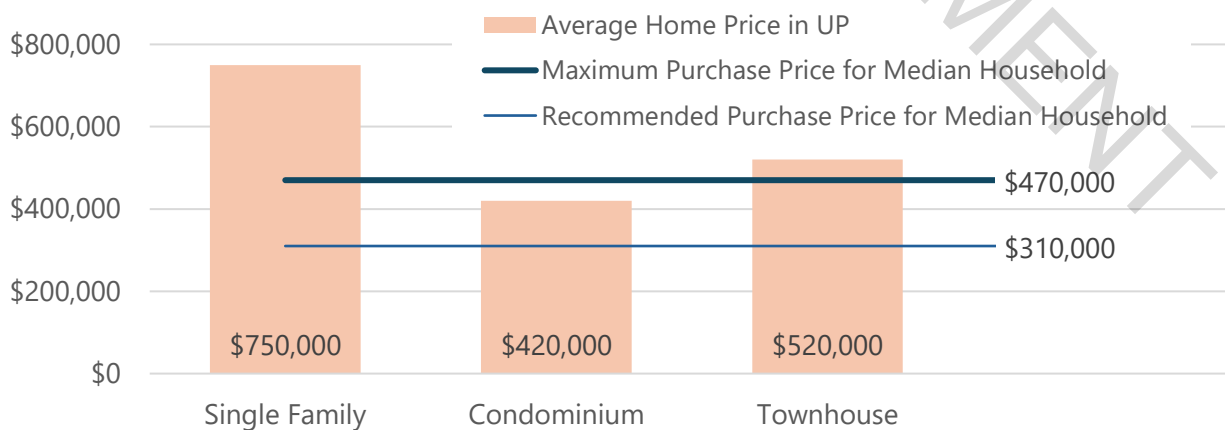
Figure 23. Homes Sold in University Place, March 2022 to March 2024

Home Type	Number of Sales	Year Built	Home Size (SF)	Lot Size (SF)	Price
Single Family	233	1967	2,300	11,800	\$750,000
Condominium	36	1983	1,400	4,600	\$420,000
Townhouse	14	1991	1,700	3,700	\$520,000

Source: Redfin, Leland Consulting Group.

As home prices increase, housing becomes further out of reach for most households. As shown below in Figure 24, the median household in University Place may be able to stretch to afford the average condo or townhome, but cannot afford the average single-family home. (Maximum and recommended purchase prices will vary over time depending on interest rates, household income and debt levels, and many other factors.) As shown by this data, providing more “middle housing” options such as duplexes, fourplexes, and townhomes is one way to create more housing for typical households in the city. The Townhomes at University Place shown above in Figure 21 represent one example of the type of middle housing that could develop in the subarea.

Figure 24. Average University Place Home Price vs. Affordable Home Price

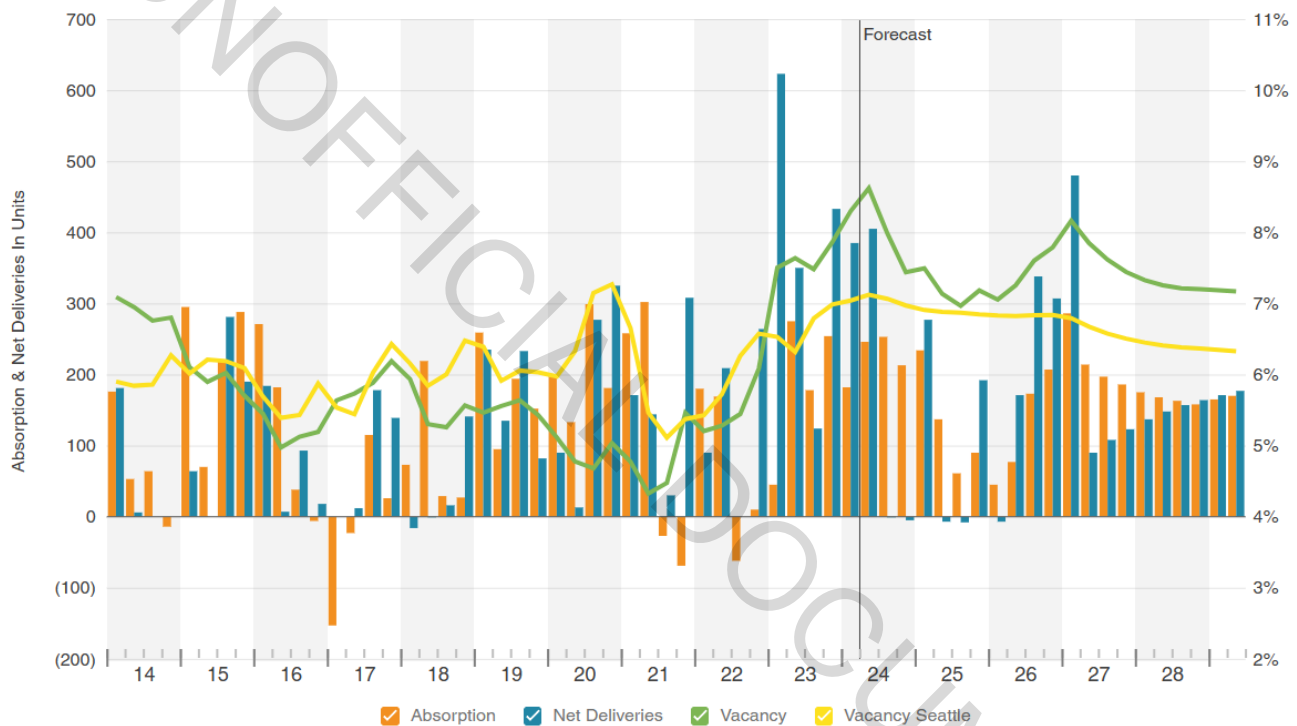


Source: Redfin, Bankrate, Leland Consulting Group.

Multifamily Housing

Multifamily housing has been the predominant form of commercial real estate development in the Puget Sound area overall in recent decades, as discussed above under “National and Regional Trends.” Figure 25 below shows relevant statistics and CoStar’s forecast for vacancy, construction (deliveries), and absorption of multifamily development in the Tacoma submarket, which includes University Place. There has been a significant uptick in multifamily construction in the past few years, as population growth continues and high housing prices in the greater Seattle area drive residents to more moderate-cost submarkets such as the Tacoma area. Although development (“net deliveries”) is expected to slow in the short-term, the robust economy in the Puget Sound area as well as the potential for a mitigation of the high interest rates seen recently are likely to continue to spur demand for new multifamily construction in the medium-term, as shown in CoStar’s forecast below.

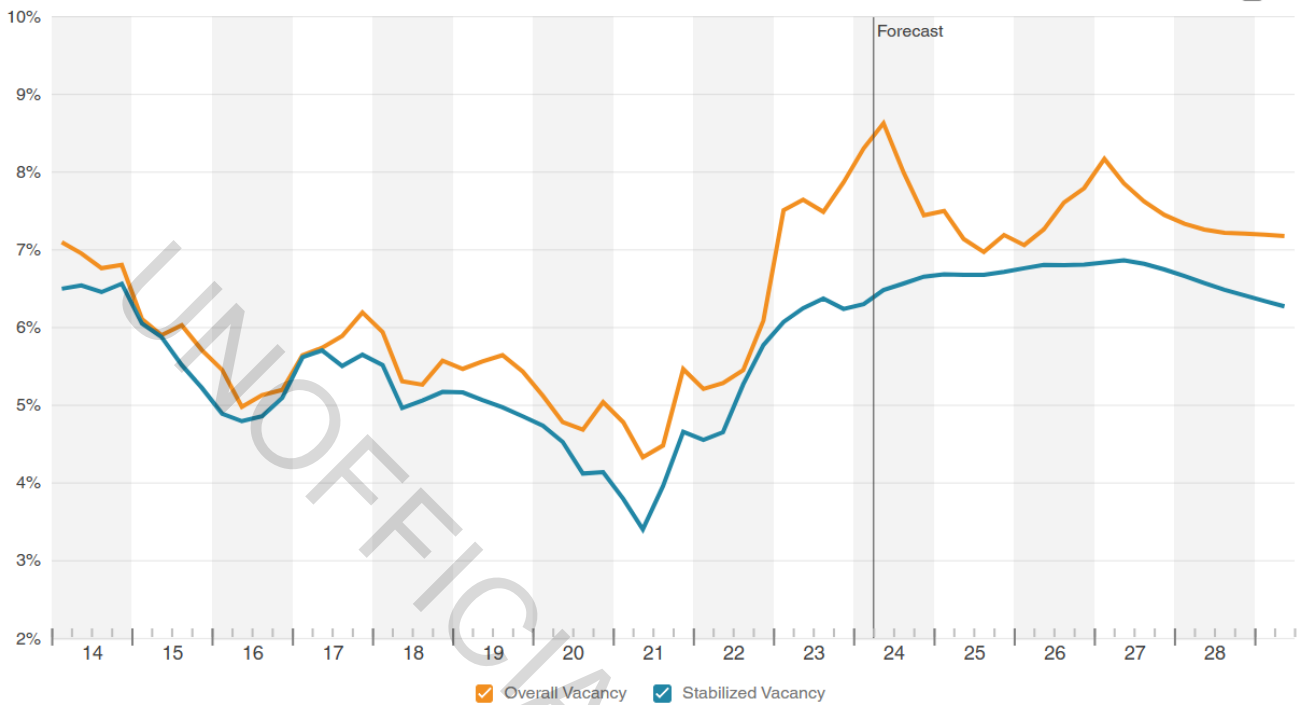
Figure 25. Absorption, Net Deliveries & Vacancy in the Tacoma Multifamily Submarket, 2014-2028 (forecast)



Source: CoStar

Figure 26 below shows historic and forecast multifamily vacancy rates in the Tacoma submarket. From a low of 3.4 percent in 2021, vacancy has increased significantly as result of the large amounts of construction in the area. The blue line represents stabilized vacancy, which takes into account vacancies caused by new construction, and is currently estimated around 6.5 percent. This is a vacancy rate generally considered healthy for a multifamily market, demonstrating enough demand for development while balancing adequate choice of potential units. CoStar forecasts this vacancy rate to remain relatively consistent in future years, mostly due to the large amount of current and expected future construction shown above.

Figure 26. Overall and Stabilized Vacancy in the Tacoma Multifamily Submarket, 2014-2028 (forecast)



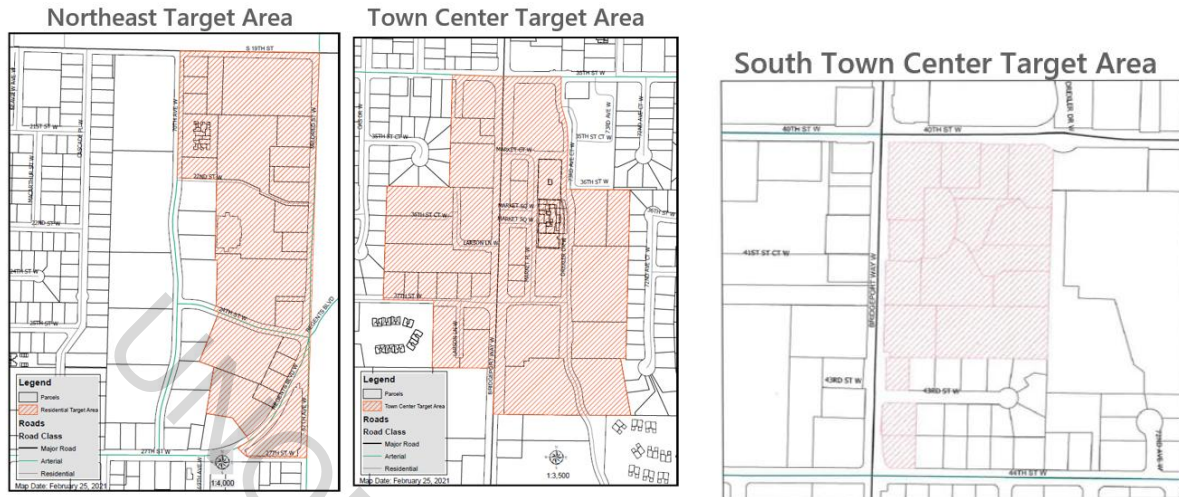
Source: CoStar

Multifamily Tax Exemption (MFTE)

University place currently has a Multifamily Tax Exemption (MFTE) program in parts of the Town Center and Northeast Business District, as shown in the maps below. The current program offers an 8-year partial tax waiver for projects with at least 10 new units and 24,000 square feet of living space, and at least 50% of the space for permanent residential occupancy. The MFTE program has been effective in generating multifamily development throughout Washington, and the city could consider modifying the program by expanding it to include the 27th St. District to incentivize further multifamily development in the area if desired. The 8-year program is flexible and can be adapted by cities to meet local planning goals. For example, the program can be made available to multifamily projects located in specific areas, or with specific features such those that have an adaptive reuse, commercial ground floor, or specific design features.

The State also allows cities to adopt a [12-year MFTE program](#), which is targeted towards rental projects that include some moderate-income housing (between 80% and 115% of area median income), and a 20-year MFTE program, which is targeted towards affordable homeownership. Neither the 12- nor 20-year MFTE programs have been adopted in University Place.

Figure 27. Multifamily Tax Exemption Target Areas in University Place, 2024



Source: City of University Place Zoning Code

Retail

Regional Retail Trends

Overall, the greater Seattle area retail market has bounced back from the pandemic relatively well, as consumers have returned to shopping and dining in recent years. While online shopping grows in some sectors, demand for local goods and services at brick-and-mortar establishments continues to thrive. For example, online sales have not diminished sales at grocery stores, salons, healthcare, and fitness, all of which take place in person. Most retailers have found that the online delivery process can be more expensive than occupying real estate, and retailers have found that there are synergies between online and brick-and-mortar retail, for example, via BOPIS (buy online, pickup in store), returns, and marketing synergy.

Following national trends, the retail market in suburban areas of the Seattle region has been more robust than in downtown Seattle itself, as fewer workers have returned to downtown offices and work-from home trends have stimulated demand for retail and services in suburban areas. In the fourth quarter of 2023, retail vacancy rates in downtown Seattle were reported at as high as 13 percent by Kidder Matthews, compared to retail vacancy rates in suburban areas between 2 and 4 percent. As shown below in Figure 28, Pierce County overall is seeing a high demand for retail space, with a vacancy rate lower than most other PSRC counties.

Figure 28. Retail Vacancy Rates by County, 2023

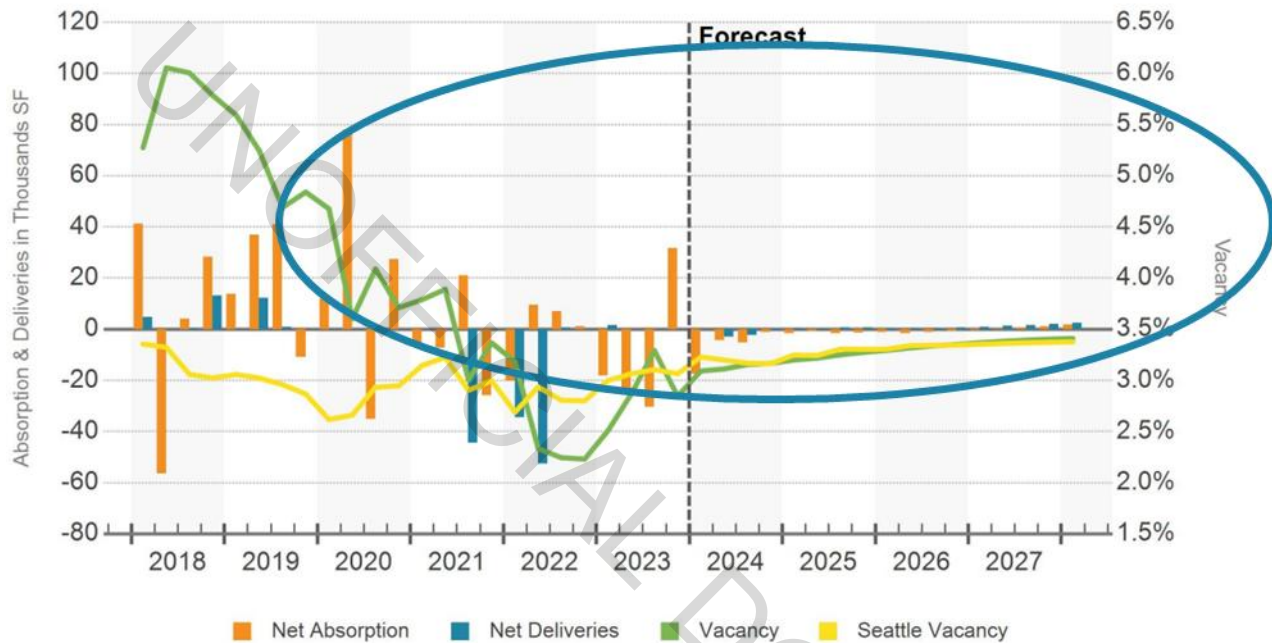
County	Retail Vacancy Rate
King	3.3 %
Kitsap	2.7 %
Pierce	2.6 %
Snohomish	2.7 %
Thurston	2.0 %
Total	2.9 %

Source: Kidder Matthews 4Q2023 Seattle Retail Market Trends Report

University Place Retail Trends

In the University Place-Lakewood retail submarket, there have been no new retail projects built since 2020, and none are expected through 2027, as shown below in Figure 29. Vacancy rates for retail are slightly higher than the Pierce County average shown above, but at about 3 percent, are still showing a significant demand, and CoStar forecasts the vacancy rate to remain low in the short- and mid-term.

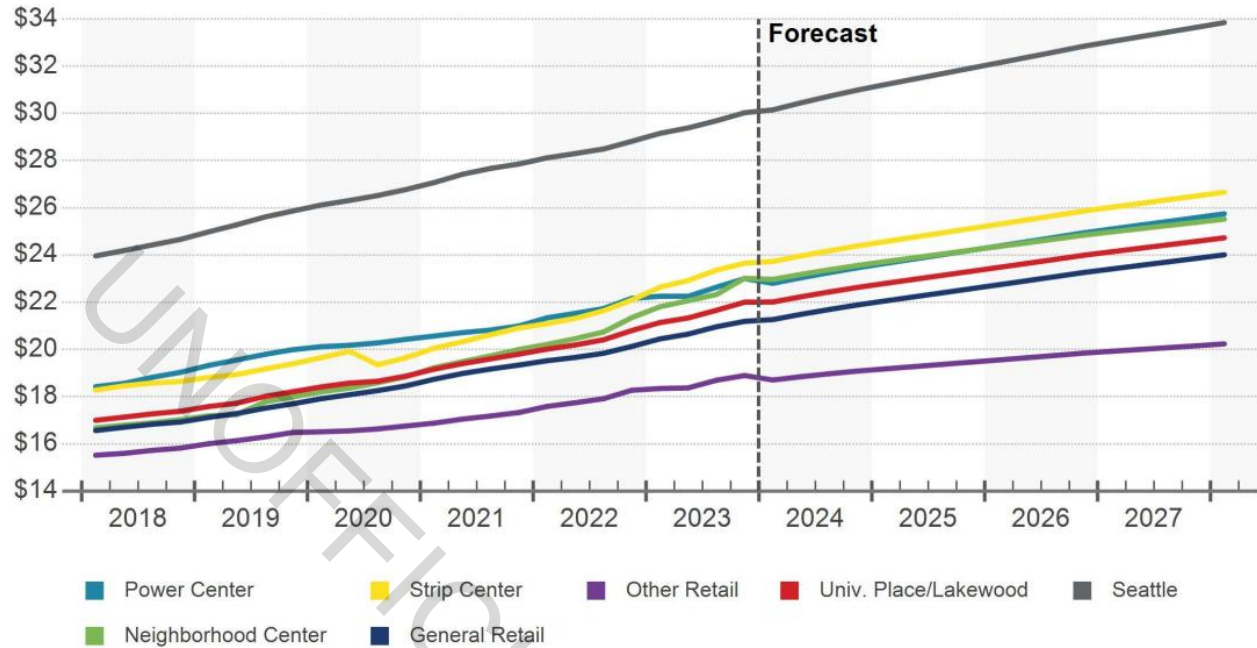
Figure 29. Absorption, Deliveries (Construction), and Vacancy in the University Place-Lakewood Retail Submarket, 2018-2027 (forecast)



Source: CoStar

Rents for retail space have been increasing in recent years and are currently around \$22 per square foot, a 5 percent increase between 2022 and 2024. As shown below in Figure 30, the trend of increasing rents is forecast to continue, particularly given the lack of expected construction and forecast continued demand for retail in the region. However, as shown, the current rents are far below Seattle's average retail rents of around \$30 per square foot, and are likely too low to stimulate new development of retail real estate in the near future.

Figure 30. Asking Rent Per Square Foot for Retail Space in the University Place-Lakewood Submarket, 2018-2027 (forecast)



Source: CoStar

27th Street Retail Considerations

In the 27th St. District, the Bartell Drugs formerly located on Bridgeport Way and 27th closed recently. This represented a notable retail loss in a prominent location, and appears to have been precipitated by RiteAid's acquisition of Bartells in 2020. Rite Aid filed for bankruptcy in October 2023, closing 154 stores across the U.S. including numerous stores across the Seattle region. Currently, the nearest RiteAid stores are at the NW corner of 19th and Mildred, about 1.1 miles from the former Bartell's on 27th, and in the Green Firs Shopping Center at Bridgeport and 40th, about 0.9 miles away. Despite the current vacancy of this prominent retail location in the District, the market data discussed above suggests that the former Bartell's is likely to see a new tenant in the relatively near future, given the regional demand for retail space.

One distinctive and charming feature of the 27th St. Business District is its small-scale commercial establishments, such as the Prestige Center and the Pine Cone Café, shown below. These local businesses help bring a unique character to the area and are well-liked in the community. One potential option for the city to explore could be a façade improvement or building improvement grant program. Such programs have been used throughout the Pacific Northwest to provide capital to property owners and businesses to evaluate, design, renovate, enhance, reuse, and adapt their properties. LCG recommends that University Place consider such a program as one of the tools in the redevelopment and revitalization of the District. In LCG's view, such programs are a best practice for community's looking to maintain or enhance the vitality of mixed-use centers and corridors. The programs can encourage property owners to invest in and explore more creative uses for their properties that enable more vibrant businesses, attract more shoppers and diners, and set examples for other nearby property owners. Several example programs from Washington and Oregon cities are discussed in Appendix A.

Figure 31. Prestige Center and Pine Cone Cafe, 2024

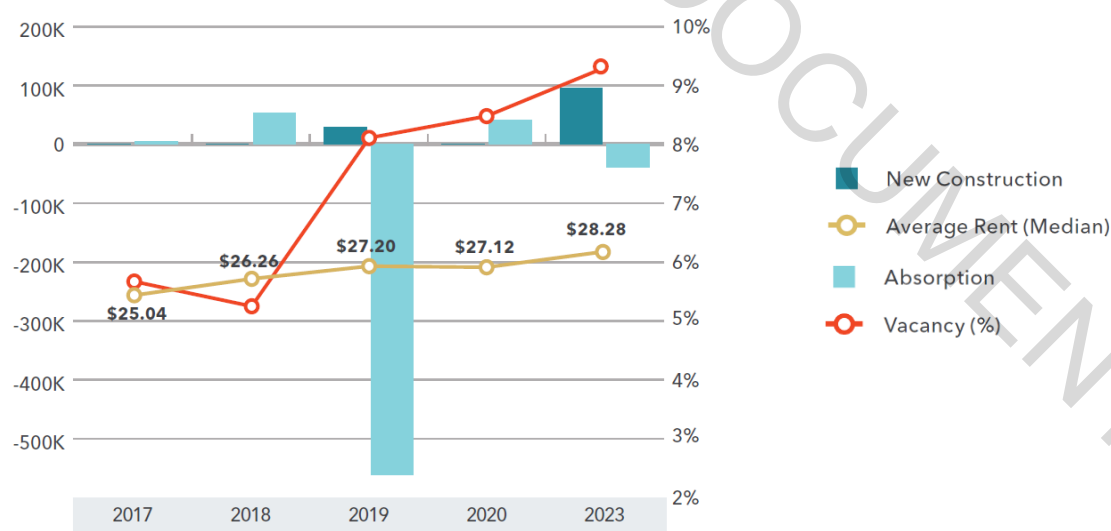


Source: LoopNet; thepineconeup.com.

Office

The regional Seattle office market continues to face challenges post-pandemic. Overall, in the larger Seattle metro area, office vacancy continues to increase, finishing 2023 at nearly 14%. Even the downtown Seattle and Eastside markets, traditionally the most active office markets in the Northwest, have seen increasing vacancy and negative absorption – employers moving out of office space – due to expiring commercial leases and restructuring of work towards remote and hybrid arrangements.⁵ Pierce County is experiencing these trends as well, as shown in Figure 32. Although there has been some new office development, it has not yet been leased, further increasing the vacancy rate, which is currently just over 9 percent. Downtown Tacoma is seeing a higher vacancy rate, around 13 percent.

Figure 32. Pierce County Office Construction, Absorption, Rent, and Vacancy, 2017-2023



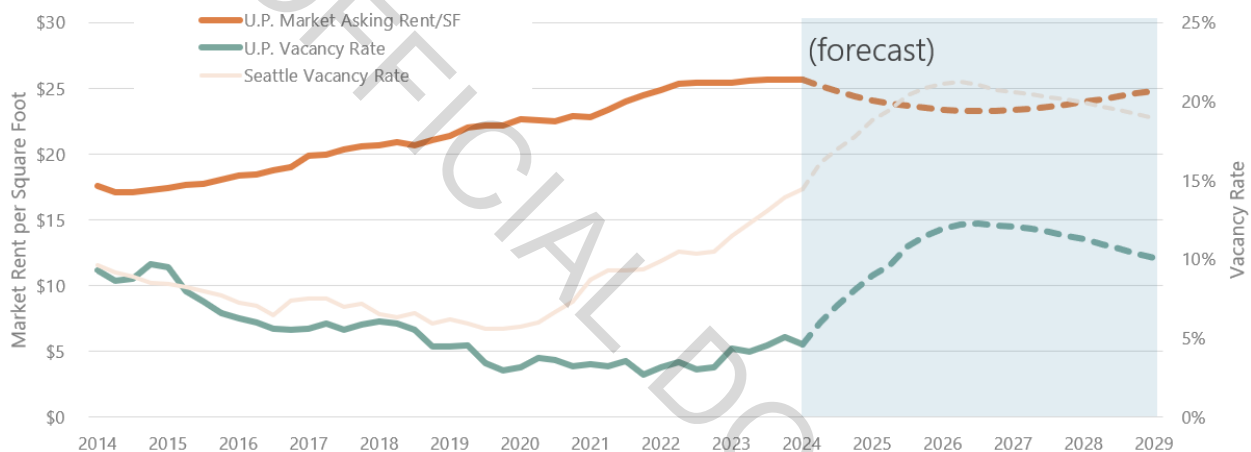
Source: Kidder Matthews 4Q 2023 Seattle Office Market Trends Report

⁵ Kidder Matthews 4Q 2023 Seattle Office Market Trends Report <https://kidder.com/market-reports/seattle-office-market-report/>

One interesting trend is the recent performance of the Tacoma suburban office market. Contrary to regional and countywide trends, Tacoma's suburban neighborhoods and adjacent jurisdictions, including Waller, Fife, Milton, and Edgewood, are seeing the lowest vacancy rates in the entire Seattle metro at 2.8%. The popularity of this area is due to low rents – about \$28 per square foot compared with over \$40 in Seattle and Bellevue, as reported by CoStar – as well as convenient location between Seattle and Olympia, particularly for companies which do not need to be in urban centers such as government and health care offices and call centers.

The University Place office market is also seeing vacancy rates far below the Seattle average, at about 4.6%, with similarly low rents around \$25 per square foot. Although there has been relatively slow rent growth in recent years, the low vacancy rate still signals higher demand in the University Place area than much of the rest of the Seattle region. As shown in Figure 33. Office Vacancy Rate and Asking Rent, University Place / Lakewood Submarket below, CoStar forecasts that rents will continue to remain stable or decrease whereas vacancy in both Seattle and University Place may increase. However, recent trends suggest this forecast may not accurately reflect the unique situation in Tacoma's suburban areas at the moment.

Figure 33. Office Vacancy Rate and Asking Rent, University Place / Lakewood Submarket



Source: Costar

Although the low vacancy rates in University Place suggest continued demand for office uses in the 27th St. District, such as the many small-scale offices along the corridor, the low rents are not sufficient to stimulate new development of office real estate currently. Healthcare is already one of the largest employment sectors in the District and the city, and is expected to continue to grow, potentially driving demand for new or refurbished healthcare facilities in the area. Additionally, the shift to remote work and preference for suburban locations since the pandemic may also drive demand for coworking spaces or other satellite-type office uses in the 27th St. District.

Key Takeaways

Recent and Planned Development

- All recent commercial and multifamily development in University Place has been located in the Regional Growth Center, which appears to be focusing growth within concentrated areas as intended.
- Around 300 new units of senior housing are proposed in the 27th St. Business District, potentially creating a significant influx of residents in the area.

Housing

- University Place is a desirable and strong market for home sales. The median home price for all homes (including single family homes, townhomes, and condos) is just above \$600,000, and the average single-family home price was \$750,000 over the past few years.
- In general, single-family homes in the city are not affordable to the average household in the city, although “middle housing” typologies such as condos, duplexes, fourplexes, and townhomes may be more affordable to the median household in University Place.
- The multifamily housing market remains strong in the Tacoma area, spurred by the regional economy and significant housing shortage, with significant construction in recent years that is expected to continue, particularly if interest rates stabilize in the next several years.
- The city could consider expanding its existing MFTE program to also target the 27th St. District, and this would provide an incentive to develop market-rate apartments in this area.

Retail

- Retail in the Seattle region has bounced back since the pandemic, with demand for brick-and-mortar stores continuing to be strong, particularly in suburban areas.
- Low vacancy rates for retail space, and the popularity of suburban and neighborhood retail, indicate that there should be continued demand in the 27th St. District, including for currently vacant spaces such as the former Bartell's at 27th and Bridgeport Way. Healthcare, fitness, food and beverage, and a range of other uses could fill this space.
- The unique small businesses along the 27th St. Corridor are an important part of the area's identity and a façade or storefront improvement program could encourage property owners to invest and help enhance and revitalize the unique businesses in the area.

Office

- No new office development has occurred in the past few years in the University Place-Lakewood market, and none is forecast for the next five years, due to relatively low rents, high vacancies, and an uncertain outlook for office space in the remote work era.
- The office market in the Seattle area has fared poorly since the pandemic, with a 14 percent vacancy rate region-wide at the end of 2023.
- As with retail, suburban areas have fared better, with a much lower vacancy rate for office space in the University Place and suburban Tacoma areas, at about 4.6 percent in 2024.
- Relatively low rents for office space and the poor conditions of the regional market suggest that new development of office real estate is extremely unlikely, though current uses are likely to remain.
- Healthcare, co-working spaces, small professional service businesses, and satellite offices are potential office uses that could be seen in the 27th St. District in the coming years.

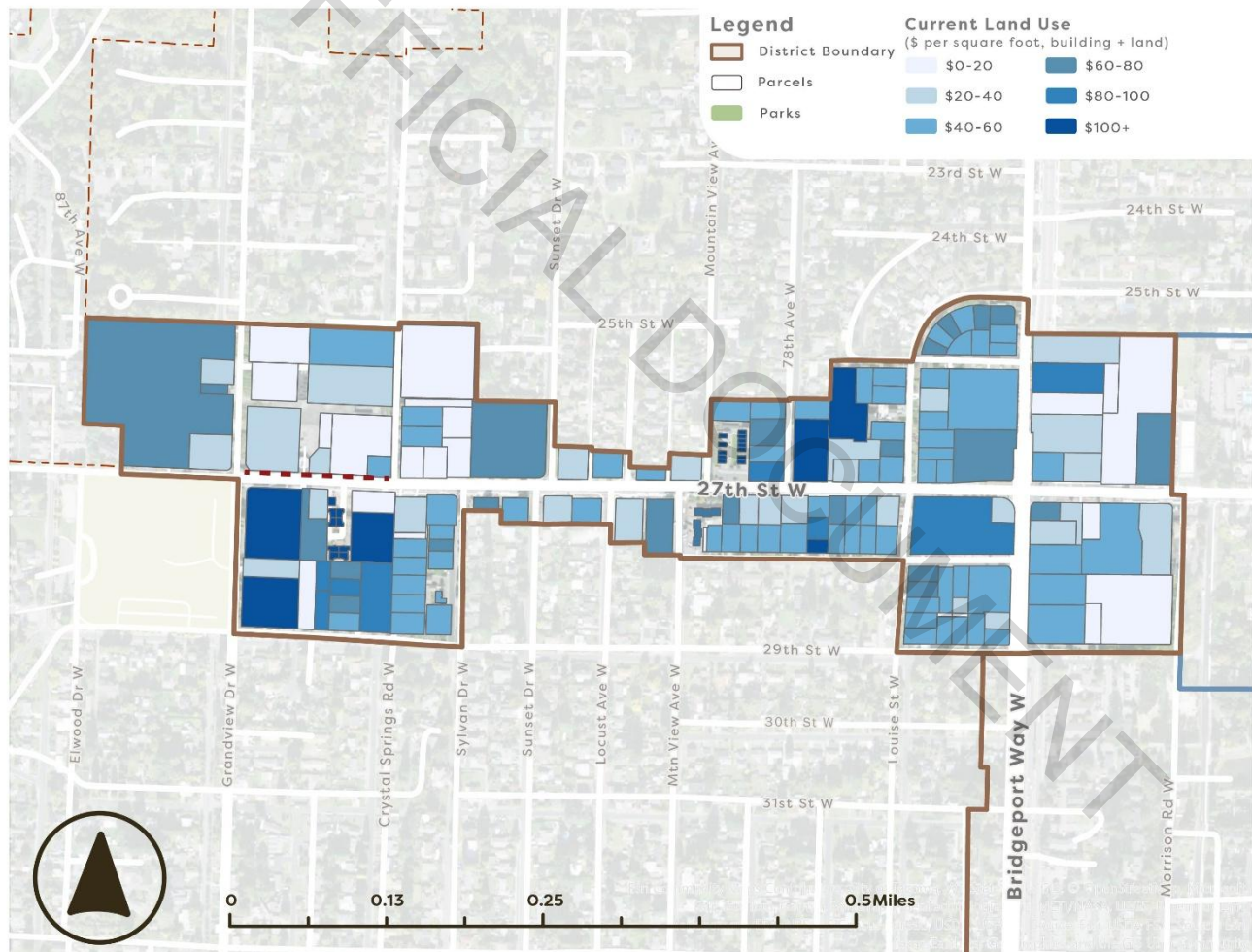
Development Potential and Growth Forecasts

Parcel Value and Buildable Lands Status

LCG conducted an analysis to determine a range of potential future housing units and jobs for the 27th St. Business District, in order to inform future transportation and infrastructure planning as well as compliance with PSRC Regional Growth Center and Pierce County planning targets. The first step in this analysis was to analyze overall parcel value and the results of the Pierce County Buildable Lands report as a first pass at determining likelihood of redevelopment at a parcel level.

Figure 34 below shows the total value (buildings + land) of parcels in the district according to the Pierce County Assessor, with lower values in white and higher values in darker shades of blue. In general, lower value parcels are considered more likely to redevelop, such as the parcel in the far southeast of the District as well as the vacant parcels at the proposed Grandview Senior Living site.

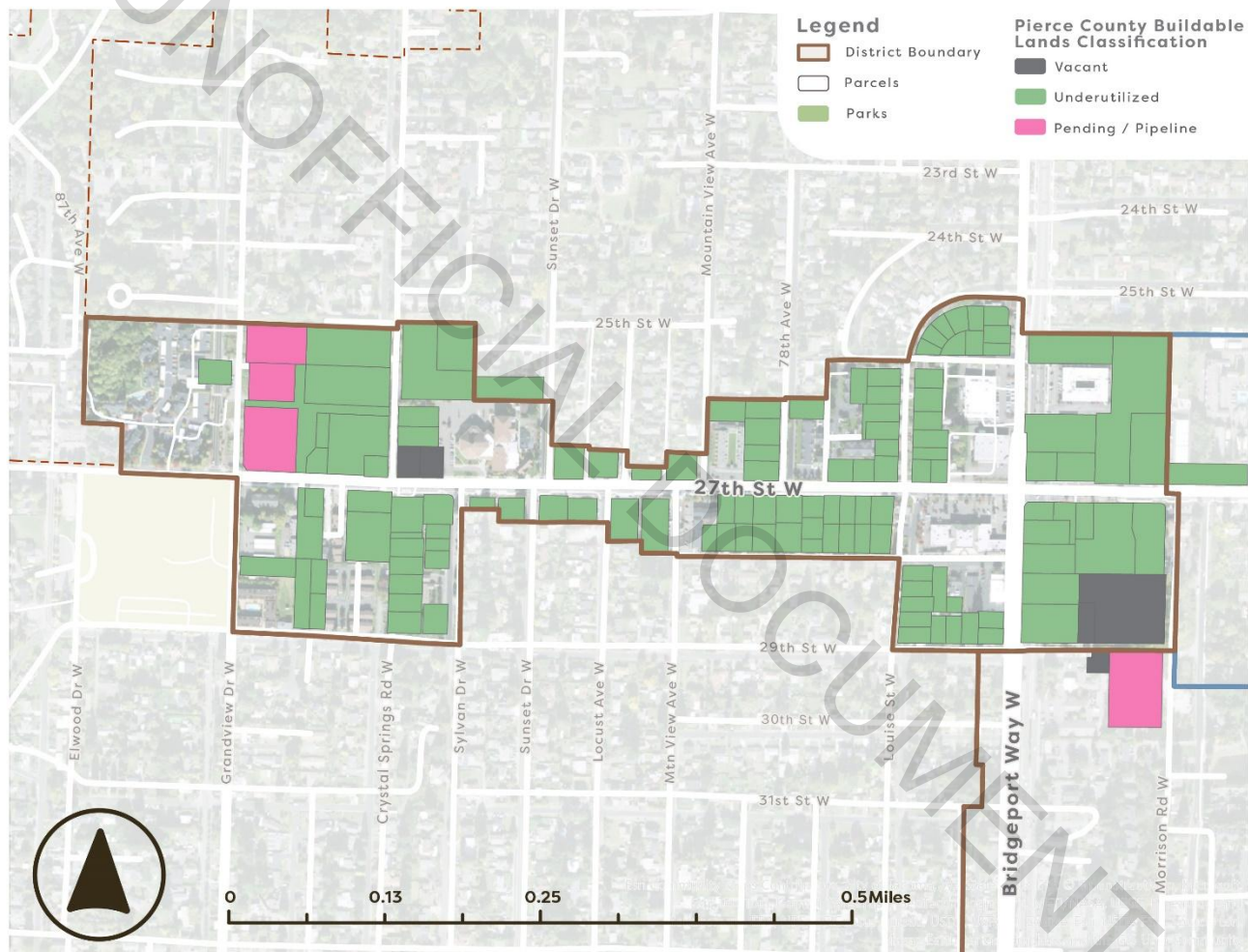
Figure 34. Total Parcel Value in the 27th St. Business District



Source: Pierce County, MapTiler, Leland Consulting Group

The 2021 Pierce County Buildable Lands Report assigned a classification to each parcel in the county based on parcel value, existing and potential future use, zoning, improvement to land value, and other considerations. As shown below, the vast majority of parcels in the District are considered “Underutilized” according to Pierce County’s analysis, with a few vacant parcels as well. The “Underutilized” category generally means that the parcel’s current use is significantly less intensive than that which is allowed under the zoning code. Since essentially all of the district is zoned for four- to seven-story multifamily or mixed-use development, the existing single-story commercial and single-family uses result in this classification being broadly applied in this area, indicating that the county expects to see a significant amount of potential redevelopment in the District over the coming decades.

Figure 35. Pierce County Buildable Lands Parcel Classifications, 2021



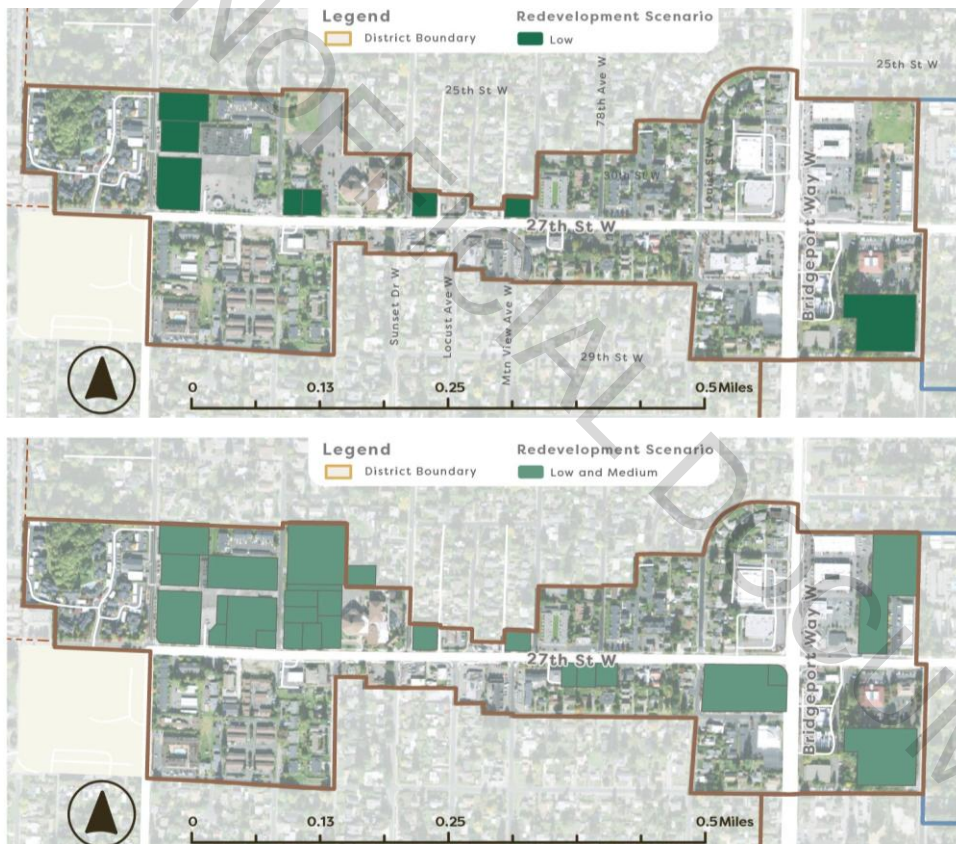
Source: Pierce County, Otak, Leland Consulting Group

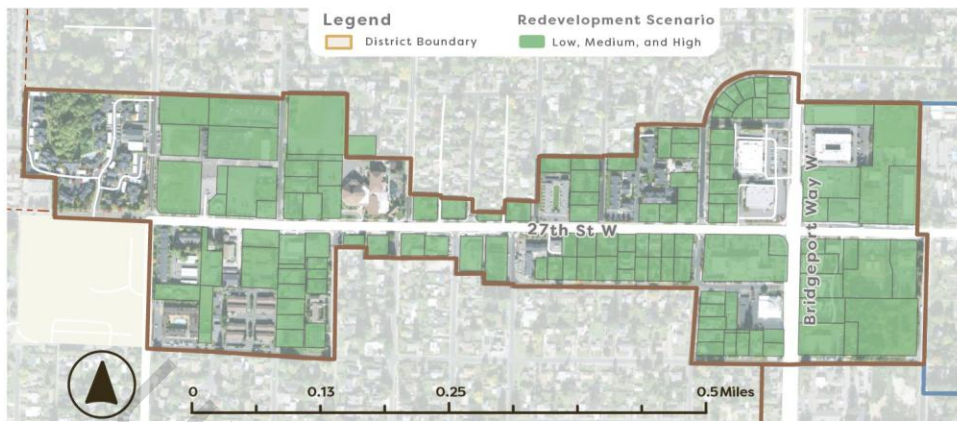
Redevelopment Scenarios

LCG developed three scenarios for redevelopment of the subarea using different assumptions of which parcels might redevelop. These scenarios were based on the data shown above, locations of proposed projects such as the Grandview site, and input from city staff. The map below in Figure 36 shows these three parcel sets.

- The **low** scenario represents the continuation of the status quo – assuming that only pipeline projects, vacant parcels, and locations of potential redevelopment known to the city will redevelop over the next 20 years.
- The **middle** scenario represents an expansion of current trends to include other lower-value properties with reasonable redevelopment potential, such as some of the church parking lots, an expansion of multifamily development near the proposed Grandview Senior Living, and some redevelopment of some low-intensity commercial uses.
- The **high** scenario represents the potential build-out capacity of all parcels classified as vacant or underutilized in the King County Buildable Lands Report. This is likely much higher than the amount of development that will be seen in future decades but provides a benchmark of the potential unit and job count if the majority of the District were to change over time. Note that this scenario assumes a 15-25% Market Factor reduction of the total assumed redevelopable acreage per Department of Commerce guidance on Land Capacity Analyses.

Figure 36. Low, Middle, and High Redevelopment Scenario Parcels in 27th St. Business District





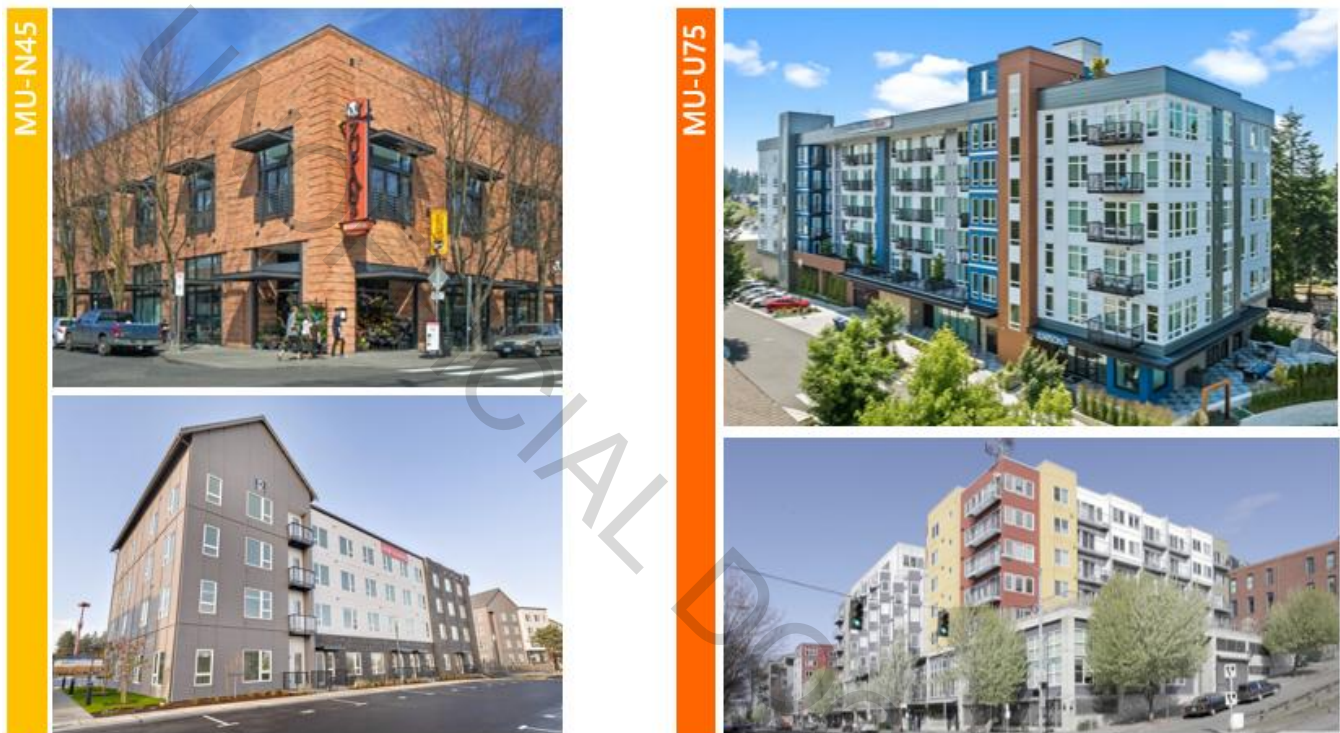
Source: Leland Consulting Group

Prototypes

The next step in the analysis was to establish building prototypes for the type of expected future redevelopment in the MU-U75 and MU-N45 zones and apply the housing unit and employment densities from each prototype to the selected parcel acreage in each scenario to determine redevelopment capacity. The two prototypes were developed using data from the scenario planning tool Urban Footprint and from data on existing buildings in University Place and the greater Seattle area from CoStar. Each prototype was based on housing unit and employment statistics from several representative buildings and generally assumes a mixed-use prototype with housing above ground floor commercial, matching the 45 and 75 foot heights in the District. Employment densities and prototype imagery for the two prototypes are shown below.

Figure 37. MU-N45 and MU-U75 Prototypes Used in Capacity Analysis

Zone	Residential Density	Employment Density	% Residential
MU-U75	103 du/ac	18 emp/ac	91%
MU-N45	57 du/ac	67 emp/ac	70%

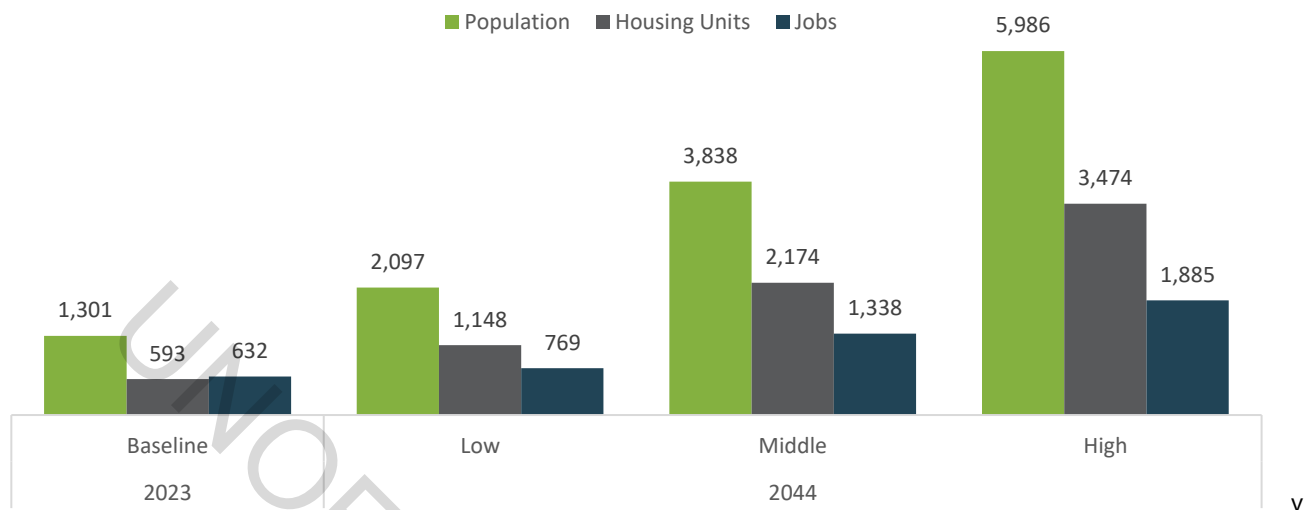


Source: Urban Footprint, CoStar, Leland Consulting Group

Housing and Employment Capacity Results

The results of the redevelopment analysis are shown below in Figure 38. Under the low scenario, housing units and population in the District would approximately double, with a very small increase in jobs. This is very likely to represent at least a minimum of what will occur over the next 20 years given the existing pipeline and proposed development. The middle scenario represents about a tripling of housing units and doubling of jobs. This represents more of an aspirational scenario but is not outside the realm of possibility for the planning horizon. The high scenario shows that if the majority of the acreage in the District were to redevelop, there could be almost six times the current amount of residents and three times the current amounts of jobs accommodated within the current zoning. This is highly unlikely but potentially a useful reference point for future planning efforts.

Figure 38. Redevelopment Scenario Results in 27th St. Business District

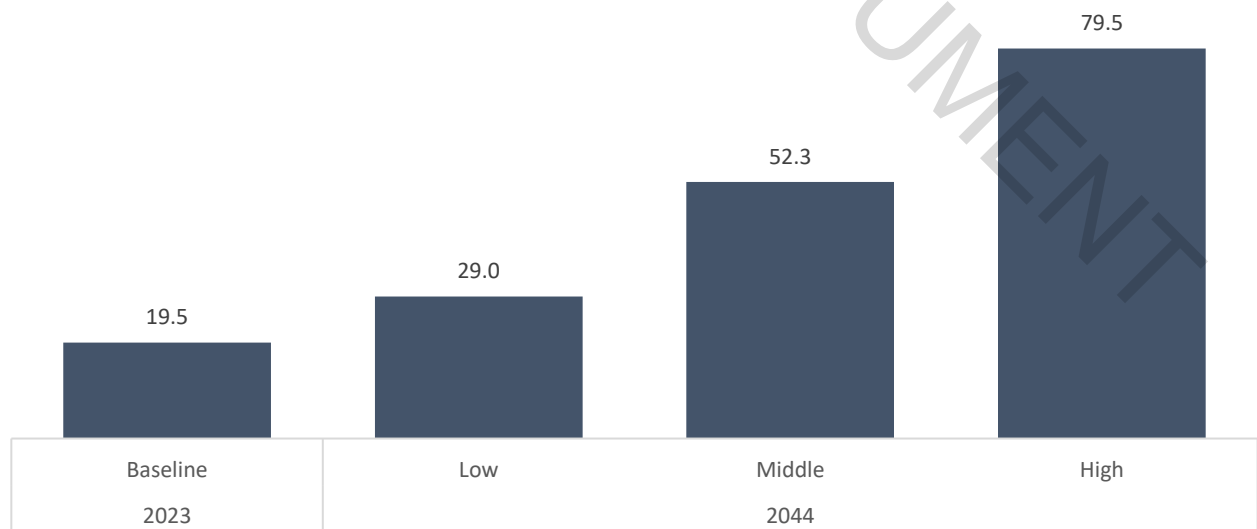


Source: Urban Footprint, Leland Consulting Group

Activity Units

The Puget Sound Regional Council (PSRC) measures density in designated Regional Growth Centers (RGC) through "Activity Units." One Activity Unit is one person or one job. In order to qualify as an RGC, areas must show a potential density of 45 Activity Units per acre. Since the 27th St. Business District only comprises one portion of the entire University Place RGC, the District is not subject to this requirement on its own. However, for future planning purposes and to ensure regional compliance, the redevelopment scenarios shown above were analyzed within this framework, and the results are shown below in Figure 39. The middle and high scenarios meet the activity unit target of 45 units per acre, and more importantly the high scenario, representing potential build-out of the District, shows that the area greatly exceeds the required capacity for Activity Units under current zoning.

Figure 39. Activity Units / Acre in 27th St. Business District Scenarios



Key Takeaways

- At a minimum, based on pending development, the 27th St. District is likely to see at least a doubling of housing units and a slight increase in employment over the next 20 years.
- If the majority of parcels were to redevelop in the 27th St. District, there would be capacity for over five times the current housing units and three times the current employment in the area.
- There is sufficient zoned capacity in the District to meet PSRC Regional Growth Center density requirements.

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Potential Redevelopment Actions

LCG recommends that the City consider the following actions, which we believe have the potential to advance the City's current vision for the district.

- **District-Wide**

- In order to advance the vision of "a highly walkable redevelopment pattern," look for opportunities to enable new development projects to fund infrastructure improvements. These may include improvements that make crossing 27th Street more pedestrian friendly such as curb extensions or median refuge islands. This may be accomplished by adding certain district projects to the City's transportation/capital improvement plans, or providing impact fee credits to developers who make such improvements.
- Consider expanding the City's existing MFTE program into the district, which will incentivize market-rate multifamily development. Also consider district-specific provisions to the MFTE program, for example, certain ground-floor design features.
- Consider making transportation improvements, such as the median refuge islands referenced above, which can maintain and enhance the walkability of the area. Mixed-use districts that are also walkable tend to be the most successful and desirable over time.
- Consider establishing periodic events (e.g., several summer Sundays) when 27th Street, and other major streets in the RGC, such as Bridgeport Way and Grandview, are open to pedestrian and bicycle traffic only. Such events have been shown to increase connections in neighborhoods and make places feel more walkable over the long-term.

- **Grandview Drive Node**

- Support completion of the Grandview Senior Living projects proposed for the western edge of the study area. These projects seem to be aligned with the vision for the area, which includes "new multi-family residential." The 2024 environment for development—particularly high interest rates, difficult financing, and high construction costs—are making proposed projects more difficult. The City may be able to assist.
- Work with other property owners, such as the Presbyterian Church and Lefty's to move forward other development projects that advance the vision for the district. The types of development most likely to be both feasible and desirable will tend to include multifamily housing, along with a smaller amount of commercial and community-serving spaces (e.g., daycare), and open space. Some churches are seeking out opportunities to site "mission-driven" housing for certain disadvantaged populations on or near their properties. multifamily and mission-driven multifamily project(s)
- Seek to add a commercial component to this node, consistent with the vision for a mixed-use RGC and district. Such a commercial component may be difficult, due to lower traffic counts here, and could also be small, such as a coffee shop or a few service providers. The City could encourage a few ground-floor commercial uses by working with property owners, building in incentives to the zoning code, and/or creating other incentives, such as the storefront improvement program mentioned below.
- Evaluate small vacant properties that remain undeveloped in order to determine what modifications to zoning or other actions could encourage development consistent with the City's vision.
- Consider changing the zoning for certain properties, either as shown in Figure 41, or for other properties that are identified during this subarea planning process.

- **Corridor Area**

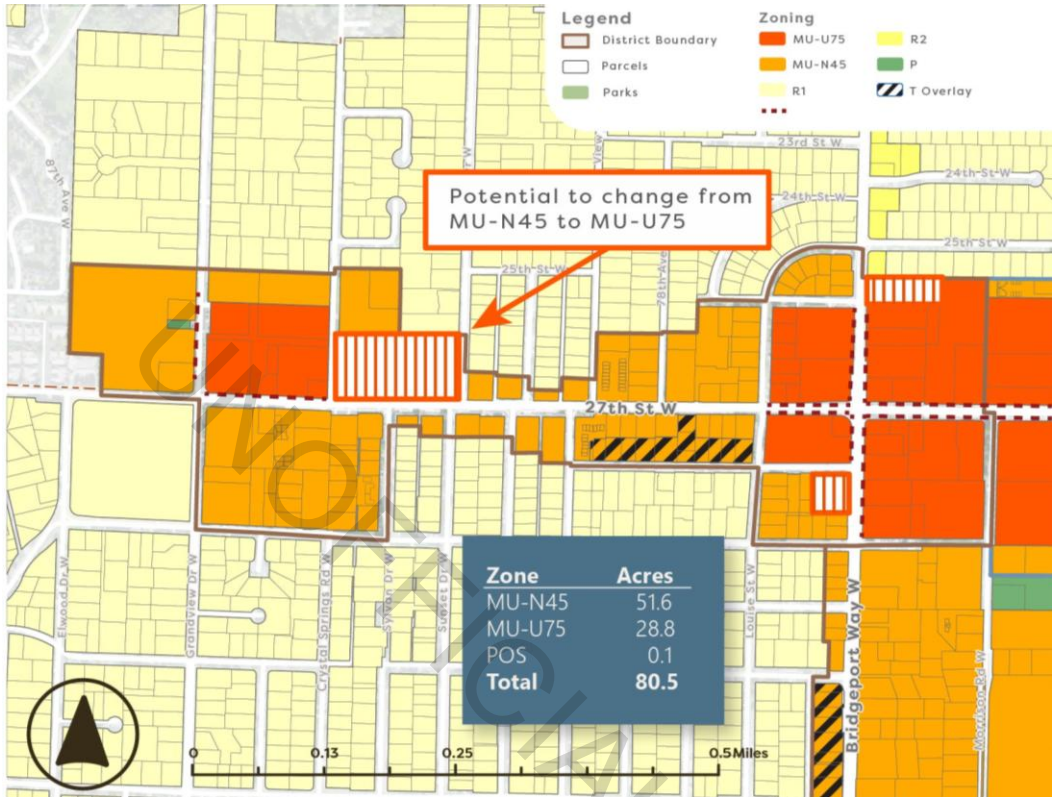
- Create a storefront improvement grant program that applies here and other targeted parts of the City, to encourage reinvestment in commercial buildings. While this program might apply district-wide, its impacts would probably be greatest in this central Corridor Area, where small buildings and local businesses are concentrated.

- During this planning process, consider increasing the maximum building height in this area if the community wants to see more housing that is attainable for median income households. The current combination of commercial land uses, small sites, and MU-N45 zoning, is likely to result in minimal redevelopment in this area. An increase to allow 5 or 6 stories of development, would increase development feasibility, but may not be desired.
- In the R-1 residential areas immediately north and south of the study area, allow future development to take place at slightly greater densities, such as 4 units per lot rather than 2. This modest increase would enable some additional housing—often middle housing such as townhomes affordable to median income households—to be built in these areas. This additional housing can also provide more support to commercial uses in the study area.
- **Bridgeport Way Node**
 - Facilitate redevelopment of several vacant and underutilized properties, particularly the large property at the southeast edge of the study area.
 - **Refine and implement the vision:** This area could be a mixed-use gateway similar to the Town Center, or an enhanced version of what's there already. Gateway features, art, multimodal transportation improvements (as shown below in Figure 40), and/or mixed-use development that is somewhat comparable to the Town Center, may be appropriate. If the vision is for mixed-use development at this node, somewhat comparable to the Town Center, consider tools used in Town Center such as stormwater outfall/management infrastructure that could serve multiple properties, MFTE program, or other specific means to implement public-private partnerships and incentivize development.
 - Consider changing the zoning for certain properties, either as shown in Figure 41, or for other properties that are identified during this subarea planning process.

Figure 40. Potential District-Wide Transportation Improvements



Figure 41. Potential Zone Changes



Summary of Findings and Conclusions

The findings and conclusions of this market analysis are summarized below.

District Profile and Demographics

- The 27th Street Business District ("the District") is more similar to University Place as a whole than it is to the other parts of the Regional Growth Center (RGC), such as the Town Center.
- Residents of the District are more likely to be white, better-educated, and older homeowners when compared with the NE Business District and Town Center areas.
- This fits with the differing development patterns in the three subareas – the Town Center TC and NE Business District contain significantly more higher-density apartments whereas the 27th street district contains single-family homes, condos, senior living, and higher-end apartments.
- The more neighborhood and suburban feel of the District may point to different redevelopment types and opportunities when compared with the other RGC Subareas.
- There are far fewer jobs in the District than in the NE Business District and Town Center. The jobs in the District are in the medical, retail, office, and food service sectors, similar to University Place and the region as a whole.

Recent and Planned Development

- All recent commercial and multifamily development in University Place has been located in the Regional Growth Center, which appears to be focusing growth within concentrated areas as intended.
- Around 300 new units of senior housing are proposed in the 27th St. Business District, potentially creating a significant influx of residents in the area.

Housing

- University Place is a desirable and strong market for home sales. The median home price for all homes (including single family homes, townhomes, and condos) is just above \$600,000, and the average single-family home price was \$750,000 over the past few years..
- In general, single-family homes in the city are not affordable to the average household in the city, although "middle housing" typologies such as condos, duplexes, fourplexes, and townhomes are more likely to be affordable to the median household in University Place.
- The multifamily housing market remains strong in the Tacoma area, spurred by the regional economy and significant housing shortage, with significant construction in recent years that is expected to continue, particularly if interest rates stabilize in the next several years.
- The city could consider expanding its existing MFTE program to also target the 27th St. District, and this would provide an incentive to develop market-rate apartments in this area.

Retail

- Retail in the Seattle region has bounced back since the pandemic, with demand for brick-and-mortar stores continuing to be strong, particularly in suburban areas.
- Low vacancy rates for retail space, and the popularity of suburban and neighborhood retail, indicate that there should be continued demand in the 27th St. District, including for currently vacant spaces such as the former Bartell's at 27th and Bridgeport Way. Healthcare, fitness, food and beverage, and a range of other uses could fill this space.

- The unique small businesses along the 27th St. Corridor are an important part of the area's identity and a façade or storefront improvement program could encourage property owners to invest and help enhance and revitalize the unique businesses in the area.

Office

- No new office development has occurred in the past few years in the University Place-Lakewood market, and none is forecast for the next five years, due to relatively low rents, high vacancies, and an uncertain outlook for office space in the remote work era.
- The office market in the Seattle area has fared poorly since the pandemic, with a 14 percent vacancy rate region-wide at the end of 2023.
- As with retail, suburban areas have fared better, with a much lower vacancy rate for office space in the University Place and suburban Tacoma areas, at about 4.6 percent in 2024.
- Relatively low rents for office space and the poor conditions of the regional market suggest that new development of office real estate is extremely unlikely, though current uses are likely to remain.
- Healthcare, co-working spaces, small professional service businesses, and satellite offices are potential office uses that could be seen in the 27th St. District in the coming years.

Development Potential and Growth Forecasts

- At a minimum, based on pending development, the 27th St. District is likely to see at least a doubling of housing units and a slight increase in employment over the next 20 years.
- If the majority of parcels were to redevelop in the 27th St. District, there would be *capacity* for over five times the current housing units and three times the current employment in the area. While it is unlikely that this amount of development will occur, providing adequate capacity is a key focus of PSRC's policies for centers.
- There is sufficient zoned capacity in the District to meet PSRC Regional Growth Center density requirements.

Potential Redevelopment Actions

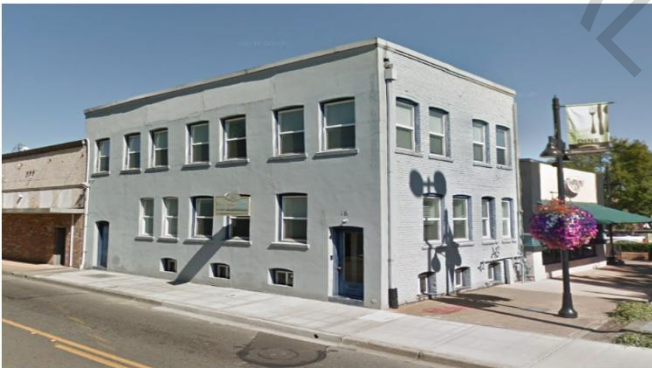
- **District-Wide**
 - In order to advance the vision of "a highly walkable redevelopment pattern," look for opportunities to enable new development projects to fund infrastructure improvements.
 - Consider expanding the City's existing MFTE program into the district.
 - Consider making transportation improvements, such as median refuge islands, which can maintain and enhance the walkability of the area.
 - Consider establishing periodic events (e.g., several summer Sundays) when 27th Street are open to pedestrian and bicycle traffic only.
- **Grandview Drive Node**
 - Support completion of the Grandview Senior Living projects proposed for the western edge of the study area.
 - Work with other property owners, such as the Presbyterian Church and Lefty's to move forward other development projects that advance the vision for the district.
 - Seek to add a commercial component to this node.
 - Evaluate small vacant properties that remain undeveloped in order to determine what modifications to zoning or other actions could encourage development consistent with the City's vision.
 - Consider changing the zoning for certain properties, either as shown in Figure 41, or for other properties that are identified during this subarea planning process.

- **Corridor Area**
 - Create a storefront improvement grant program that applies here and other targeted parts of the City, to encourage reinvestment in commercial buildings.
 - During this planning process, consider increasing the maximum building height in this area if the community wants to see more housing that is attainable for median income households be developed.
 - In the R-1 residential areas immediately north and south of the study area, consider allowing future development to take place at slightly greater densities.
- **Bridgeport Way Node**
 - Facilitate redevelopment of several vacant and underutilized properties, particularly the large property at the southeast edge of the study area.
 - **Refine and implement the vision:** This area could be a mixed-use gateway similar to the Town Center, or an enhanced version of what's there already.
 - Consider changing the zoning for certain properties, either as shown in Figure 41, or for other properties that are identified during this subarea planning process.

Appendix A – Storefront Improvement Grant Case Studies

Auburn, WA has a [Façade Improvement Grant program](#) funded by its downtown Business Improvement Area. The program covers the costs of improvements under \$5,000 and requires a gradually increasing match for more expensive projects, with a maximum grant of \$30,500. Improvements are classified in three categories: Category I (under \$5,000 – painting, signage, awnings, etc), Category II (\$5,000-\$50,000 – window or storefront upgrades, masonry, carpentry, lighting upgrades, etc.), and Category III (>\$50,000 – structural work with varying rules and funding matches for each category). The business must be within the Business Improvement Area and employ 25 people or fewer, and newly constructed buildings are not eligible. Figure 42 shows examples of historic and mid-century buildings revitalized under Auburn’s program.

Figure 42. Before / After Facade Improvement Examples in Auburn, WA



Source: City of Auburn

Beaverton, OR offers [Storefront and Tenant Improvement Programs](#), which provide architectural design services and cash matching grants to improve business facades along street frontages in Downtown Beaverton, Old Town Beaverton, and along Allen Boulevard. Funds can also be used to improve restaurant interiors, and the program is being expanded to enable interior improvements for other types of businesses. LCG believes that a key reason for the success of Beaverton’s program is that it focuses both on the interior and exterior of buildings, and therefore enables transformative improvements that are both functional and aesthetic.

Currently, the City administers design grants for 100% of architect fees for the initial project phase of storefront improvements as well as improvement grants of up to \$50,000 of construction costs. The City offers a 50% match on project expenses for Level 1 improvements, which include exterior paint, new flooring, or new signage, and a 70% match for Level 2 improvements, including awnings, windows, doors, or full exterior redesigns. Grants are issued as reimbursements – funds can be distributed in up to 3 reimbursements during the construction process. Beaverton pays

for its program through a combination of general fund and tax increment financing (TIF) funding. Figure 43 shows examples of external improvements to Ickabod's Bar and Grill and internal improvements to the Loyal Legion, a former bank converted into a taphouse, funded by Beaverton's program.

Figure 43. External and Internal Improvements at Ickabod's and the Loyal Legion funded by the Beaverton Storefront and Tenant Improvement Programs



Source: Ickabod's Bar and Grill, City of Beaverton, the Loyal Legion

Finally, **Tacoma, WA**'s Community and Economic Development Department administers a [Business Façade Improvement Loan Program \(BFILP\)](#) in order to beautify individual storefronts as well as improving the appearance of older business districts. The loan program reimburses property owners for up to 50% of approved façade project costs. The 10-year loans have a low 3% interest rate and range from \$5,000 to \$50,000. Tacoma's program is structured so that it ensures façade projects are executed before funding takes place, and the City recoups what it provides to owners with some interest, though less than a private financial institution would require. Loans are secured by a lien on the property and LTV cannot exceed 90%.

Appendix B – Scope of Work

Task 1.0 Project Management/Coordination:

Participate in one or two preliminary meetings with Otak and City staff. During these meetings, key agenda items will be for staff to summarize their vision for the area, their view of the development context (recent and proposed development in the subarea and City, key properties and major property owners, and perceived regulatory barriers to development). LCG will provide status reports with invoicing. During these meetings, key agenda items will be for staff to summarize their vision for the area, their view of the development context (recent and proposed development in the subarea and City, key properties and major property owners, and perceived regulatory barriers to development).

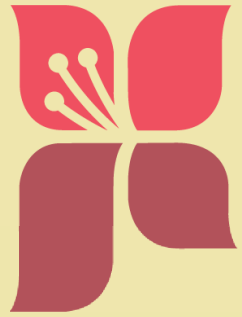
Forum will participate in these meetings.

Task 2.2 Prepare a Market Analysis report for the study area that documents current real estate market dynamics, development opportunities, and development capacity in the subarea. This report will be prepared in Word with a correlating PowerPoint presentation. In preparing this report, LCG will rely on some of the demographic and market data collected for the recent University Place Northeast Business District subarea plan, but LCG will also need to collect recent and current data specific to the 27th St. subarea. The market analysis report will include ideas, recommendations, and strategies related to potential redevelopment and related concepts for the corridor.

- ***Forum will***
 - Prepare an outline of the report.
 - Provide LCG with input, recommendations, and guidance on other sections of the report, via meetings, emails, and Teams messages.
 - Prepare the following sections of the report:
 - Vision
 - ULI Emerging Trends update
 - Development Thesis and SWOT (May be renamed)
 - Middle Housing and Single Family Housing RE Analysis
 - Input on office and retail sections
 - Review and provide comments on a draft of the report.
- ***LCG will***
 - Prepare the sections of the report not being prepared by Forum.

Task 3.0 LCG will present the draft report at a two-hour meeting with Otak and City staff and finalize based on comments from City staff.

- ***Forum will present the draft report to Otak and City with LCG.***



27th Street Business District

University Place

27th Street Visioning Survey Results



Survey Results

- Time Span: launch 3/17 - end 4/17
- Total responses: - 681
 - Flash Vote – 446
 - Survey Monkey - 235
- Events / Outreach:
 - Flashvote sent out to 750 people
 - Posters put up around city
 - Posted on social media

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Survey Overview

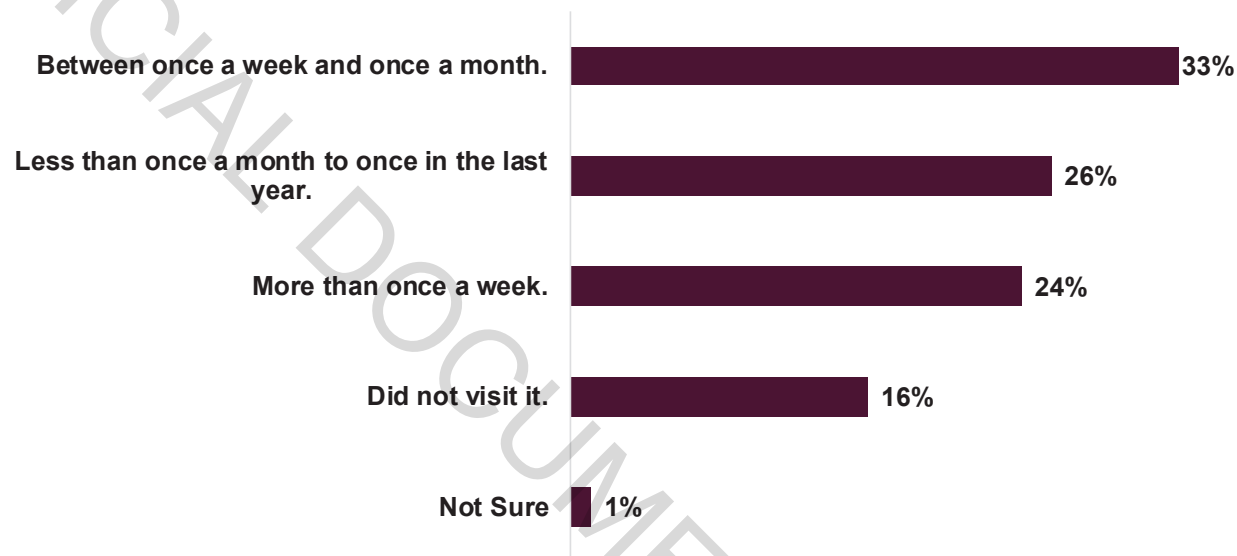
The Visioning Survey was presented in two forms; one hosted on SurveyMonkey which consisted of a comprehensive set of eight questions. Another form of the survey was hosted through FlashVote which consisted of five of the eight questions.

Where there is overlap in the answers, both sets of answers have been combined into one set of responses.

Question 1 – How often have you gone to visit the 27th Street Business District?

- Total Responses: 626
 - SurveyMonkey: 233
 - FlashVote: 393

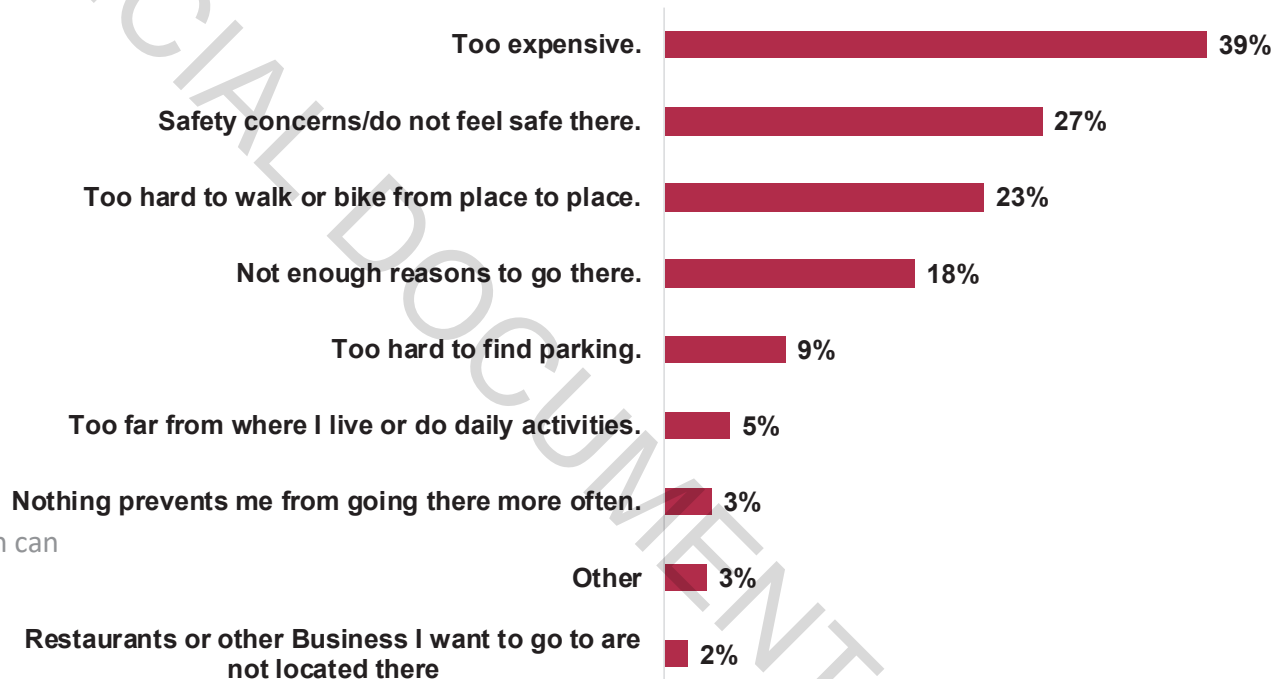
SurveyMonkey & FlashVote



Question 2 – What prevents you from going to the 27th Street Business District more often?

- Total Responses: 595
 - SurveyMonkey: 235
 - FlashVote: 360

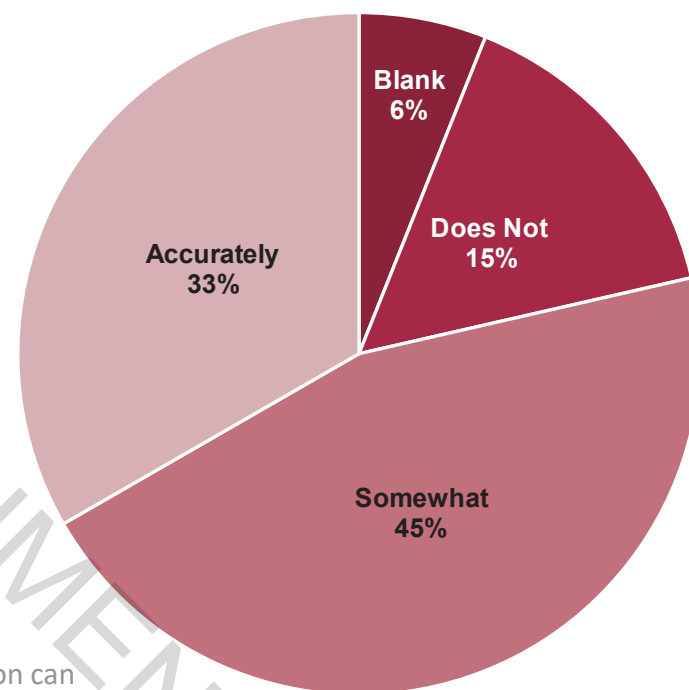
SurveyMonkey & FlashVote



A full list comments received for this question can be found in a separate attachment.

Question 3 – Does the following Vision statement align with your view of the 27th Street Business District in the future?

- Total Responses: 236
 - All responses come from SurveyMonkey
- 72 respondents provided additional comments:
 - Concern over density of future developments
 - Desire for more food and quality restaurants
 - Interest in promoting a more walkable area
- About half of respondents who provided comment indicated that the Vision statement somewhat aligned with their views of the District in the future.



A full list comments received for this question can be found in a separate attachment.

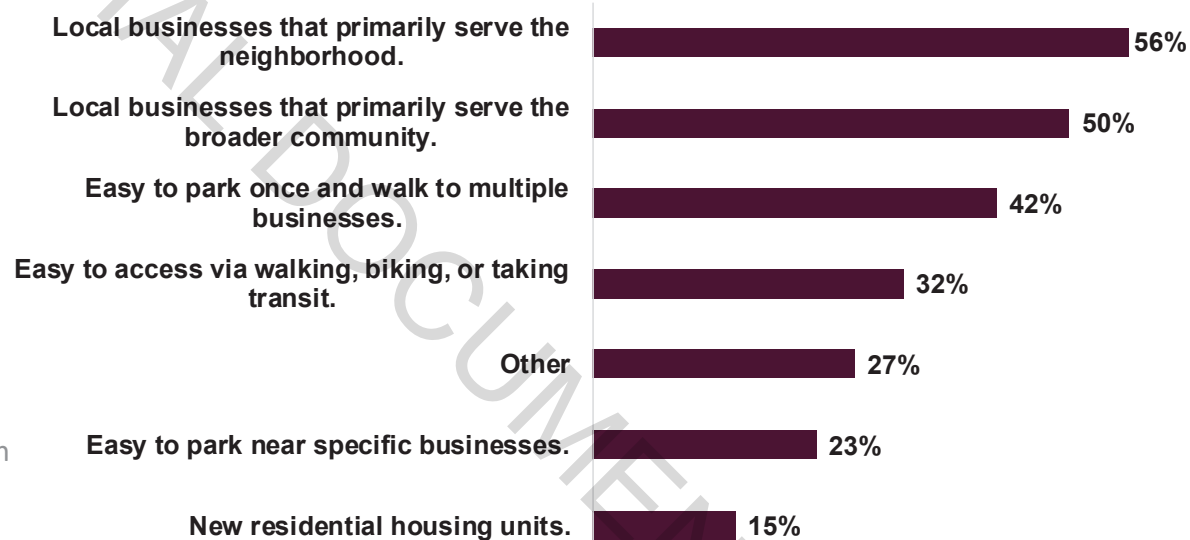
Q3 Open Responses

- Respondents who **supported** the vision statement generally commented a desire for pedestrian improvements and support for retail
- Respondents who somewhat supported the vision statement generally commented a dislike for denser development and noted some language changes to move away from an “urban village”
- Respondents who did not support the vision statement generally commented a strong dislike for denser housing or any additional housing development in the District.

Question 4 – Which of the following would you like to see as the 27th Street Business district develops over the next 20 years?

- Total responses: 597
 - SurveyMonkey: 235
 - FlashVote: 362

SurveyMonkey & FlashVote



A full list comments received for this question can be found in a separate attachment.

Question 5 – Which of the following do you think the 27th Street Business District needs the most?

- Total responses: 591
 - SurveyMonkey: 235
 - FlashVote: 356

Six most common responses of the 16 options provided:

1. Small Scale restaurants, coffee shops, and pubs. (70%)
2. Small retail shops. (41%)
3. Greener streets (more trees and landscaping in public areas) (37%)
4. Parks and recreational opportunities. (34%)
5. Nearby groceries and “daily” shopping needs. (34%)
6. Walking and / or biking improvements / trails. (23%)

Question 5 Open Responses

Five key themes were present in the open responses given to Question 5. The key themes, and the needs those participants chose in Question 5 are listed below.

Supportive of more Housing:

- Parks & Rec opportunities - 2
- Small restaurants - 1
- Childcare opportunities – 1

More Dining Opportunities:

- Small restaurants - 1
- Parks & Rec opportunities - 1
- Greener Streets - 2
- Nearby Employment - 1
- Nearby Groceries - 1
- More affordable Housing - 1
- Small retail - 1
- Arts / Cultural Activities – 1

Better Urban Design/Connectivity:

- Walking / Biking improvements - 1
- Small retail - 2
- Small restaurants - 2
- Greener streets – 1

Youth Activities Options:

- Parks & Rec opportunities - 2
- Nearby Groceries - 2
- Arts / Cultural activities - 3
- Childcare opportunities - 1
- Small restaurants - 2
- Greener streets – 1

Concerned about Apartments:

- Small retail - 2
- Nearby groceries - 1
- Parks & Rec opportunities – 1
- Nearby Employment - 1

A list comments received for this question can be found in a separate attachment.

Question 6 – Name one thing you would like to make sure is improved in the 27th Street Business District

- Total responses: 202
 - All responses originated from SurveyMonkey.

The most specific locations mentioned were the vacant lot around / behind Lefty's as well as the intersection of 27th and Grandview.

The general retail and dining experience were large focus areas for respondents with 79 responses mentioning at least one or both.

Improvements to transportation, pedestrian infrastructure, and walkability were also significant with 43 responses mentioning at least one of the topics.

Notable Quotes:

"Shopping and activities that promote interest in visiting the area."

"Sense of district. Town center looks like a town center. What is 27th street Business District suppose to look like? If neighborhood commercial, than let's get neighborhood design standards and enforce them."

"There being businesses that are local (not chain) that young couples and families want to go to. And that they are safely walkable."

A full list comments received for this question can be found in a separate attachment.

Question 7 – What do you want University Place and the 27th Street Business District to be known for in the next 20 years?

- Total responses: 316
 - SurveyMonkey: 192
 - FlashVote: 124

Top five answer categories:

- General retail
- Community character
- General dining
- Walkability
- Place to go

Notable Quotes:

“Would like to see some mixed-use buildings- retail on lower level and residential above.”

“Independent businesses with desirable walking area, green space, trees and variety of restaurants.”

“Would love to see this area more walkable, more business-like restaurants, cute shops, and places to go and hangout at.”

A full list comments received for this question can be found in a separate attachment.

Question 8 – What events, organizations, or businesses in the 27th Street Business District or surrounding area should we reach out to for future engagement?

- Total responses: 157
 - All responses originated from SurveyMonkey.

Five most common specific answers:

- Lefty's (8 responses)
- Pine Cone Café (5 responses)
- UPPC (3 responses)
- Presbyterian Church (2 responses)
- Fircrest Parks & Rec (2 responses)

Five most common general answers:

- Local businesses (24 answers)
- General activities (22 responses)
- Local restaurants (18 responses)
- Farmers Market (12 responses)
- Family-oriented organizations (11 responses)