

ECONOMIC DEVELOPMENT ELEMENT

INTRODUCTION

The Growth Management Act provides a planning goal for Economic Development, although an economic development element is not mandatory. There are standards proposed in the Act, should economic development elements be required in the future (RCW36.70A. (7) And (9)). These standards and the document titled “City of Sumner: Economic Development Planning in Action” have guided the preparation of this element. The County-Wide Planning Policies provide a framework for economic development and employment policies within the county. The policies identified below are intended to satisfy the economic development requirements of the Growth Management Act and County-wide Planning Policies. Economic developments policies relate closely with other land use, infrastructure and environment policies and cannot be considered alone. Economic development should be used to drive the other goals and policies and never used solely for the sake of economic development.

GOALS, POLICIES, AND OBJECTIVES

1. *Seek and maintain a strong and diverse economy with a variety of different types and sizes of business, industry and employment.*
 - 1.1 Provide adequate land for different kinds of businesses and development to support this element.
 - 1.2 Implement this Element in order to provide jobs for local residents, build and sustain broad long-term tax base, drive redevelopment, create short-term tax base and improve infrastructure as a means of achieving other goals and policies within this plan. The provisions of this Element shall be used solely to drive the other elements of this Plan.
 - 1.3 Work with Sumner the Downtown Association, Chamber of Commerce and the Economic Development Board to promote and market the economic development potential and amenities of the City.
 - 1.4 Work towards effective communication between the City and industrial and business interests through the city newsletter, annual visits, and the City’s website.
 - 1.5 Build upon existing strength of community, small town character, and location to drive future policy decisions and actions.
 - 1.6 Encourage agriculture related activities which support continued farming around the City.
 - 1.7 Encourage industries, which are "clean" and do not degrade the natural and built environment in the community.

- 1.8 Encourage energy conservation and efficiency in building material and site design.
 - 1.9 Develop and sponsor a City-wide comprehensive marketing plan to implement the applicable sections of this plan.
 - 1.10 Develop and implement a business retention program, which would regularly communicate with and support existing businesses.
 - 1.11 Recruit restaurants, cafés, bookstores, public facilities and other similar uses, which serve as gathering spots within the community and encourage evening activity in commercial area.
 - 1.12 Maintain and enhance a partnership with many stakeholders Downtown including Sumner Downtown Association or similar organization, property owners, residents, Sound Transit, and others.
 - 1.13 Provide and facilitate committed ongoing City and private sector leadership.
 - 1.14 Keep the momentum for Downtown revitalization through implementation of many economic development, infrastructure and housing initiatives identified in the “Jump Start Matrix” or successor document. Provide for strategies civic investment and an ongoing partnership with stakeholders to implement the various initiatives.
 - 1.15 Develop and implement a strategic communication and marketing plan.
 - 1.16 To achieve successful programs and projects, institute public and private performance standards that are flexible, dynamic, and enforceable, but which also provide incentives.
 - 1.17 Periodically evaluate and review Town Center planning efforts. Adjust implementing methods to changing circumstances while using the Town Center vision as a continuing guidepost.
 - 1.18 Explore the potential for and encourage the development of retail and shopping opportunities that would serve a regional market. Consider locations near major freeway interchanges as opportunity areas for this type of development.
2. *Provide the necessary infrastructure, protections against incompatible uses, support facilities and services to attract and maintain a high quality manufacturing and industrial center and to make the City a desirable place to live, work, and do business.*

- 2.1 Provide protection of natural amenities such as riparian corridors and vital open spaces for enjoyment by workers and to enhance the work and business environment.
- 2.2 Partner with educational providers to explore higher education opportunities within the city.
- 2.3 Partner with education and employment organizations to help ensure an adequate and trained labor pool.
- 2.4 Encourage cultural activities such as visual, literary and performance art.
- 2.5 Plan for adequate residential and commercial land to support a substantial work force and reduce worker commute times.
- 2.6 In conjunction with transit providers, encourage an adequate transit system to serve the employment centers to allow connections to the transit centers within and outside the City and ensure transit access for those coming to work in the city.
- 2.7 Encourage adequate child and adult care facilities to support a diverse work force.
- 2.8 Work with the Port of Tacoma, Chamber of Commerce and Economic Development Board to coordinate recruitment and marketing of business opportunities.
- 2.9 Work with Pierce County and other cities and towns to ensure that economic development strategies are carried out consistently.
- 2.10 Coordinate economic development policies and activities with other Comprehensive Plan Elements.
- 2.11 Monitor demographic trends to ensure City policies and direction correspond.
- 2.12 Organize City government to provide a business contact or other mechanism to ensure businesses have easy and reliable communication with City officials and leadership.
- 2.13 Obtain regional manufacturing/industrial center (MIC) designation for the Sumner-Pacific industrial area and promote the efficient use of this land for these purposes.
- 2.14 Ensure coordinated and effective policies, regulations, and economic development efforts are in place to foster continued growth of a viable regional manufacturing and industrial center, consistent with Pierce County and Puget Sound Regional Council requirements.

3. *Assure that adequate public facilities and public services are available to support industrial and commercial development.*

3.1 Develop and maintain accurate and up-to-date capital facility plans for domestic water, storm sewers, sanitary sewers, transportation and parks.

3.1.2 Work with new development and other agencies to utilize effective and cooperative measures to fund capital facility costs.

3.1.3 Review permit procedures regularly to ensure fees, processing times and resources are sufficient to meet these goals.

4. *Encourage small businesses as a vital part of the City's economic framework.*

4.1 Allow for home occupations within residential zones consistent with the residential character.

4.2 Encourage mixed-use areas where small scale commercial development can occur consistent with other Comprehensive Plan Elements.

4.3 Ensure regulations accommodate land sizes and types for small business development.

4.4 Market opportunities for small business and recruit small businesses for appropriate locations within the city.

4.5 Use land use and other regulatory controls to ensure a mix of small businesses, chain and franchises operations.

5. *Promote downtown as the town's cultural, historic and activity center of the entire community.*

5.1 Invest adequate resources in ways which strengthen downtown. Whenever possible, these monies shall be used to leverage additional dollars from public and private sources for improvements.

5.1.1 Work with local lenders to secure sources of capital for existing businesses' building improvements and/or business expansion.

5.1.2 Assist with business expansions and new establishments such as through pre-application review and permit fast track.

5.2 In conjunction with interested parties, examine needs for downtown parking and develop methods for providing attractive, safe, accessible, effective and well utilized parking within the downtown. A coordinated on and off-street parking

program which serves retailers, other businesses, residents, and major employers downtown shall be implemented.

- 5.2.1 Redesign and install new parking lot signs that are strategically placed throughout the downtown area. Ensure designation of short and long-term parking, and enforcement of parking limitations.
- 5.2.2 Improve the appearance of parking areas with landscaping and maintenance.
- 5.2.3 Improve safety by creating additional lighting and pedestrian facilities in parking areas.
- 5.2.4 Implement short-term, medium-term, and long-term parking strategies in the Downtown Parking Study Recommendations.
- 5.2.5 Uses conducive to shared parking, or uses that provide onsite, under-building parking should be encouraged.
- 5.3 Promote a diversity of uses within the downtown, which support the activity base by providing employment, recreational, residential, and a variety of commercial activities.
- 5.4 Give downtown locations highest priority when siting city and government facilities, which have significant employment or destination potential.
- 5.5 Encourage more housing in and near Downtown to strengthen Downtown businesses that will in turn offer goods and services for residents.
- 5.6 In conjunction with interested parties, improve the visual appearance of downtown through public and private measures for beautification, facade improvements, and preservation of historic properties, design strategies, maintenance, and streetscape improvements.
- 5.7 Work with other organizations to promote civic and community events which foster community pride and promote the downtown and other critical commercial areas.
- 5.8 In conjunction with transit agencies, explore linking downtown with the other parts of the City with a community based transit system, which compliments the special needs of downtown.
- 5.9 Work with building owners to encourage viable uses on the second floors of existing buildings.
- 5.10 Work with downtown stakeholders to develop and implement a detailed

downtown "Main Street"-based revitalization strategy addressing organization, design, economic restructuring and promotion.

- 5.11 Promote the redevelopment of key downtown locations such as the car dealerships and the Red Apple market through partnering with developers, Sound Transit, and other key parties.
 - 5.12 Provide and fund maintenance of public restroom facilities for the downtown business district.
 - 5.13 Create 350-500 new housing units in the town center in close proximity to the train station and existing businesses.
 - 5.14 Promote businesses that meet the daily needs of residents – markets, dry cleaners, laundromats, eateries, pharmacies, banks, pet stores, beauty salons/barbershops, etc.
 - 5.15 Encourage more mixed commercial/service/housing uses in the Town Center, along Traffic and Fryar Avenues. Reduce light industrial zoning in the Town Center in favor of mixed-use zoning.
 - 5.16 Market to and attract new business compatible with long-range plan and zoning intents, and strengthen and increase the variety of commercial shopping and service opportunities for the community.
 - 5.17 Coordinate with Sumner Promotion on education, e.g. business management, business promotion ideas, etc.
 - 5.18 Create a mixed economy Downtown that provides basic and specialty retail, services, and entertainment uses.
6. *Expand the City's role to be a proactive facilitator of the Town Center.*