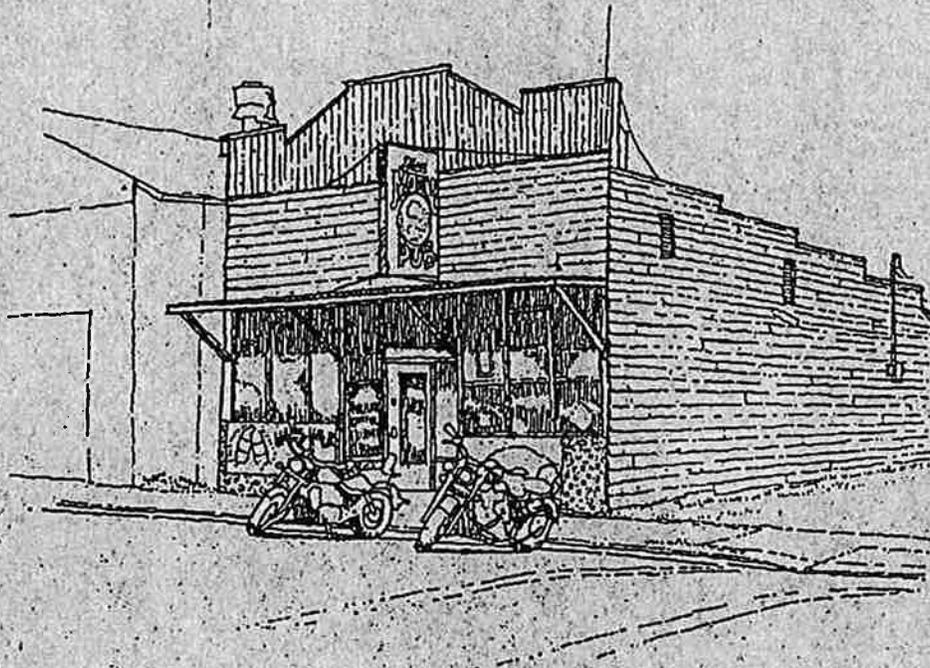


Eatonville Community Action Plan and Vision Statement



November, 2000

Prepared for:

**The Greater Eatonville Chamber of Commerce and the Town of Eatonville,
Washington**

Prepared by:

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Eatonville
Community Action Plan
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Vision Statement

The plan describes the work of Eatonville's citizens to direct the future of their community. Because it is a working plan, intended to facilitate a comprehensive set of civic and private efforts, this report presents its policies and recommendations as comprehensive goals and objectives to be implemented through a strategy organizing a coordinated set of specific public and civic-sponsored actions. While this format provides a useful guide for public officials and community activists, it does not present a holistic view of the plan's intent.

Perhaps a better way to describe the community's vision for Eatonville's future would be to describe what a visitor might experience traveling to Eatonville's envisioned future in, say, the year 2010.

The first thing our visitor would notice on entering the town would be that Eatonville has retained its individual identity as a small town. The surrounding hills and valleys are still green with natural vegetation and rural activities predominate. This is because the Town Council has worked with Pierce County to maintain growth boundaries and encourage compact growth within the town. New homes on the outskirts of town nestle unobtrusively among the trees.

Climbing the hill at the town's northern gateway, our visionary time traveler notes a sign welcoming him to the Mashell Avenue Main Street. Indeed, Mashell Avenue has re-emerged as the community's lively center, with reinvigorated shops, improved lighting, sidewalks, and road surfacing. The empty lots and car lots he remembers from the 1990s have been transformed into new businesses, cooperative parking lots, and—most importantly—a new civic plaza.

When he or she asks a local resident how such a dramatic change has taken place, he is told that things did not happen overnight. First, the town used a small grant to build sidewalks with trees, lights, and parallel parking on Carter Street. The Carter Street improvements were critical because they provided a safe and comfortable pedestrian route from the highway and the Eatonville Middle School to Mashell

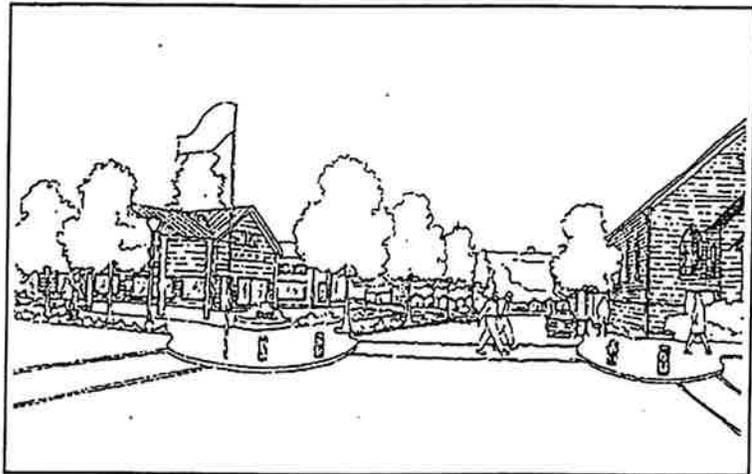


Figure 1. Looking east down Carter Street from Mashell Avenue.

Avenue, not only for students going to the school, but also for visitors from the highway. Now, in 2010, tour busses frequently park in the school lot and their passengers stretch their legs by walking up Carter Street to browse the shops and cafes on Mashell Avenue. Streetscape improvements at the Carter/Washington intersection and entry signs also encourage motorists on the highway to stop and visit.

In recent years, Eatonville has become known as THE place for tired hikers from Mount Rainier to take a restful meal on their way home from the park. Certainly, the maturing street trees and cottage businesses along Washington have helped to upgrade Eatonville's image, but much of the increased visitor service business has come from working closely with the Park Service on the Rural Gateway Communities program to increase marketing opportunities and augment the park's service and orientation facilities.

Walking south on Mashell Avenue, our visitor passes the town plaza. The Saturday Market is in full swing, and there is a bluegrass band providing impromptu entertainment. The plaza, along with the Carter Street improvements, was a critical early step in the downtown's transformation because it provided a setting for all sorts of civic activities, from holiday celebrations to car shows to just meeting a friend for lunch. The plaza also includes an orientation display for Mount Rainier National Park and other visitor attractions such as Northwest Trek, the Mill-site Museum, the Pioneer Farm and local bicycle trails, making it a useful stopping point for visitors as well.

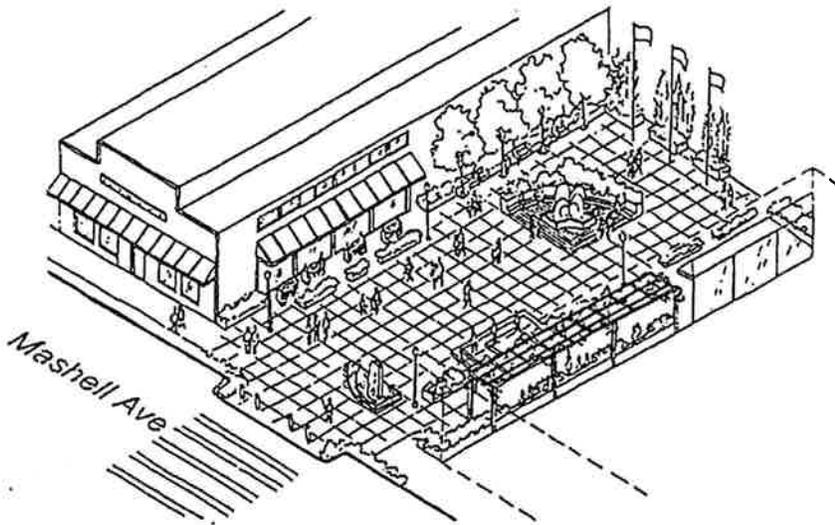


Figure 2. Town plaza.

substantial reconstruction, but the City combined grants and local funding to accomplish the much-needed project. And, it has been worth the cost; new businesses have emerged to make a more cohesive, vital business area.

A pedestrian link connecting Washington and Mashell Avenues with parking and residential development towards Rainier Avenue has encouraged private business investment by improving convenient access and parking. Additional residents living nearby bring year-round business to the center and reinforce as sense of community.

Although there has been significant redevelopment, in 2010 the downtown retains its historic small shop and single family character. The town instituted design guidelines so that new buildings fit with the town's scale and early 20th century character. The design guidelines have also helped to integrate residential and commercial uses, so that the two can support each other.

While the plaza and Carter Street improvements provided an early catalyst for strengthening downtown businesses, upgrading the sidewalks, pavements, lighting and other amenities on Mashell Avenue was more difficult. The old street's steep cross-slopes and low and narrow sidewalks required



Figure 3. Looking north down Mashell Avenue.

Looking west down Center Street from the intersection at Mashell Avenue, our visitor notices that the public buildings have been expanded and coordinated to create a lively civic activity center. Students are congregating at the new youth center to play their favorite virtual reality games. Behind the center, the old skateboard park, so popular with the town's youths the early 2000's, has been converted into a Zen garden for senior citizens to gather and contemplate the 1960's.

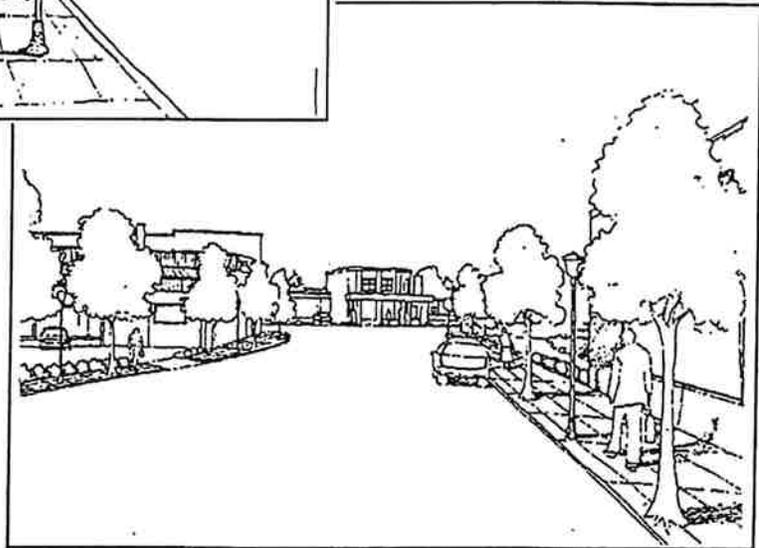


Figure 4. Looking west down Center Street.

Heading eastward on Center Street E., he passes under a pleasant canopy of trees toward the Center Street/Washington Avenue crossroads. The street trees have encouraged new development on this key block and the improved crosswalks, lights and signs at Washington make this highly visible crossroads much more safe and attractive than what he remembers from the late 1990's. Redevelopment along, and south, of Center Street east of Washington Avenue has emphasized commercial and professional services that require more space than is available on Mashell Avenue. In the early 2000's the community actively recruited some of the medical and commercial services that the growing population needed. With an emphasis on local businesses assisted by computerized inventory management, by 2010, it is much more likely that local residents can find the goods and services they need in town, without having to drive to the South-Hill strip.

Finally, our futuristic traveler reaches the old mill site at Madison Avenue and Center Street, where construction workers are erecting several new buildings. The permit sign describes the

project underway: Several small shops and offices are planned near the intersection to take advantage of visibility from the highway. Toward the southeast of the site some new residences are under construction and tucked in a corner will be an emerging technology micro-center, which allows large firms to set up remote branch offices near to where staff lives. The community worked with the local developer to prepare a master plan to integrate uses compatible with their long-term

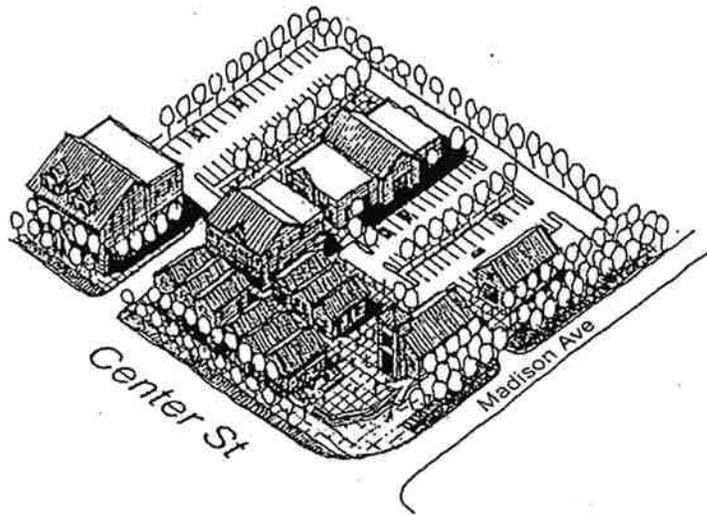


Figure 5. Mill-site commercial development.

objectives. For example, many of the merchants on Mashell Avenue were concerned that the new retail would compete with the main street businesses while many local residents wanted to make sure that some new job-producing businesses were established.

Strolling down the riverfront trail, he can see salmon spawning in the river. Good watershed management has helped to restore the local ecology and restore anadromous fish runs. He thinks that maybe next time he should bring his fishing rod and join the others along the bank. Finally, though he reaches the town history museum. The old cabin reminds him of Eatonville's early beginnings. Now, over a hundred years old, the community still faces a bright future. With new families moving in and businesses starting up, it looks like the community's vision from the turn of the century has largely come to pass. Although it has taken a lot of work and public commitment over the past 10 years, the efforts have been well worth it.

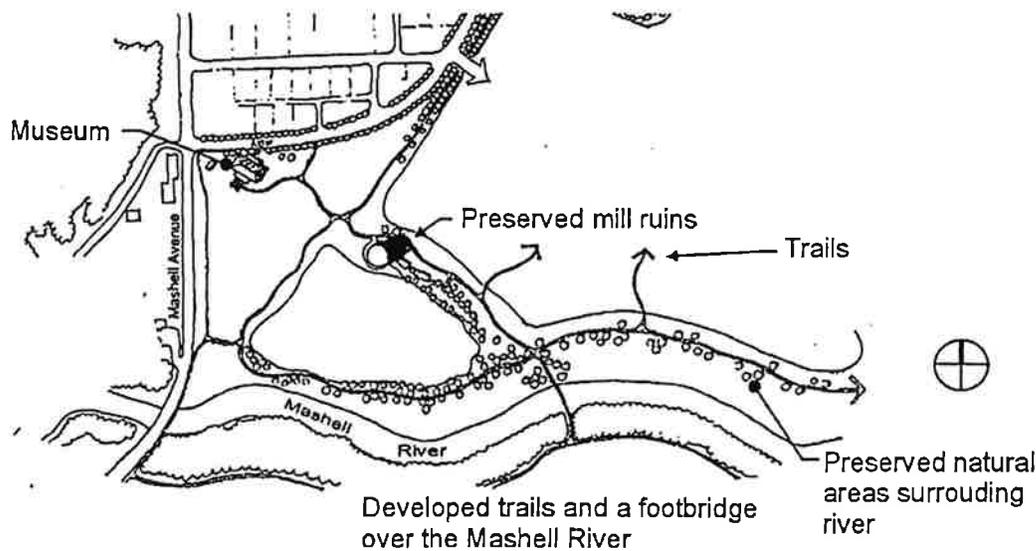


Figure 6. Mill-site open space, museum, and mill ruins.

I. Introduction

A. Purpose of Plan

The goal of the Eatonville Community Action Plan and Vision Statement is to provide clear direction as well as specific tools for attracting and maintaining economic growth and high quality of life for the Town of Eatonville. This includes identifying ways to increase business and tourism, plan for downtown revitalization, and historic preservation, coordinate infrastructure improvements, prepare design standards, and establish a town vision.

The project was funded through two grants as well as local assistance. A \$15,000 grant was awarded by the US Forest Service Rural Community Assistance Program. The Central Puget Sound Economic Development District contributed an \$8,000 grant. In addition, the Town of Eatonville and the Greater Eatonville Chamber of Commerce provided over \$10,000 dollars in cash and in-kind contributions.



The Greater Eatonville Chamber of Commerce spearheaded the project with the support of the Town of Eatonville. They selected a Vision Committee from supporting organizations to oversee the project. Organizations represented included the US Forest Service, Mount Rainier National Park, Pierce County, the Town of Eatonville, the Eatonville School District, the chamber, and the business and local community.

Figure 7. The plan focuses on Eatonville's downtown area, highway corridor, close-in residential neighborhoods, and the mill-site.

B. Plan Process and Public Participation

The Plan's actions and vision were driven by extensive public input from Eatonville's residents and business owners throughout the planning process. The input is the result of an active public participation process conducted by the Vision Committee, with assistance from the consultants. The process involved three public workshops, four Vision Committee meetings, high school class projects, a youth vision contest, and a booth at Eatonville's Community Day event. The Vision Committee advertised the public workshops by a number of methods, specifically:

- Public notice in the newspaper
- Distributed flyers
- Advertised on the community's website
- Word-of-mouth

Workshop #1

A March 4, 2000, workshop kicked off the project. Over 100 residents, property owners, and business owners attended the meeting and provided comments.

Catharine Walkinshaw from the Eatonville Chamber of Commerce, project sponsor,

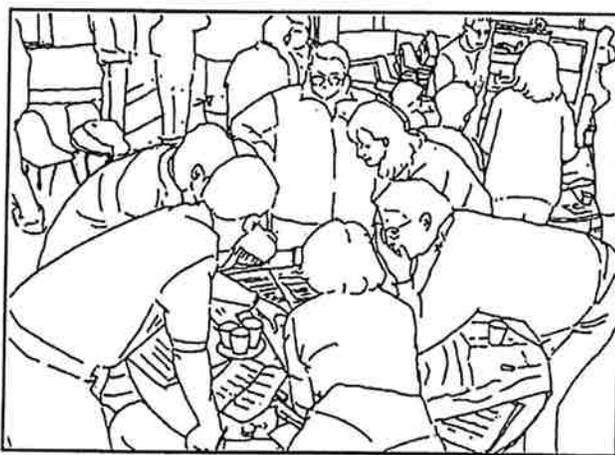


Figure 8. Map exercises at Workshop #1.

introduced the project, the Vision Committee, and consultants. The consultants then presented a slide show on existing conditions to provide perspective and stimulate thought. Following the slide show, consultants conducted a goal setting charrette exercise that helped to identify key issues. Attendees then broke up into groups and conducted visual preference

surveys and map exercises. Feedback from the visual preference survey provided images of what the community felt was both appropriate and desirable in Eatonville. In the map exercise, the community highlighted problems and opportunities at specific locations in Eatonville on a map. Attendees also completed a questionnaire that asked the community what features of town are worth preserving or what should change, etc. Following the conclusion of these exercises, more than 50 business owners and concerned citizens remained to discuss issues and ideas on Eatonville's economic development strategy. The results of all five exercises provided a basis for the community's goals and objectives and an overall vision. The results of the economic discussion were particularly important in identifying key plan implementation actions.

Consultants met with the Vision Committee following the workshop to discuss results, develop plan options, and develop a strategy for the 2nd workshop. A preliminary list of goals and objectives were developed.



Figure 9. Visual preference exercises at Workshop #1.

Workshop #2

The second public workshop, held on April 1, 2000, focused on the review of development alternatives. Consultants first presented results from the first workshop, preliminary goals, and findings from the economic discussions. Consultants then conducted a slide show presenting three alternatives:

- The Historic Mill-Town Alternative. This alternative focused on the development of the mill site with a mill-themed artisan village to attract tourism and economic development.
- The Incremental Visitors Services Alternative. Incrementally building on Eatonville's existing character to attract tourism-related uses and opportunities in downtown was the focus of this alternative.
- The Residential Community Alternative. This alternative was based on providing services and amenities for local residents. Like the Incremental alternative, this alternative focused improvements in the downtown area rather than the mill-site.

Participants split up into groups to discuss and rate the merits of specific proposals within each alternative. At the end of the discussion, volunteers from each group presented their findings on the alternatives as a whole and on the particular features or actions.

At the follow up Vision Committee meeting, held in late April, consultants presented the results from the alternatives workshop and preliminary suggestions for the preferred alternative. The suggestions were based on preferred actions from each of the alternatives. However, since the community favored improvements focused on the downtown area rather than the mill-site, the actions from the Incremental Visitors Services Alternative and the Residential Community Alternative were a higher priority. The Vision Committee and the consultants refined the preferred alternative at this meeting.

Youth Outreach

Amid the process, the Vision Committee organized and oversaw the Eatonville Kid Vision Contest, including students at the Eatonville Elementary School, Eatonville Middle School, Eatonville High School, and other local schools. A great number of students from age 5 to 16 completed the surveys, which asked students several questions, such as what new things they would like see in town or what changes they thought would make Eatonville better. Students also drew pictures of how Eatonville should look. (See Figure 10 below.)

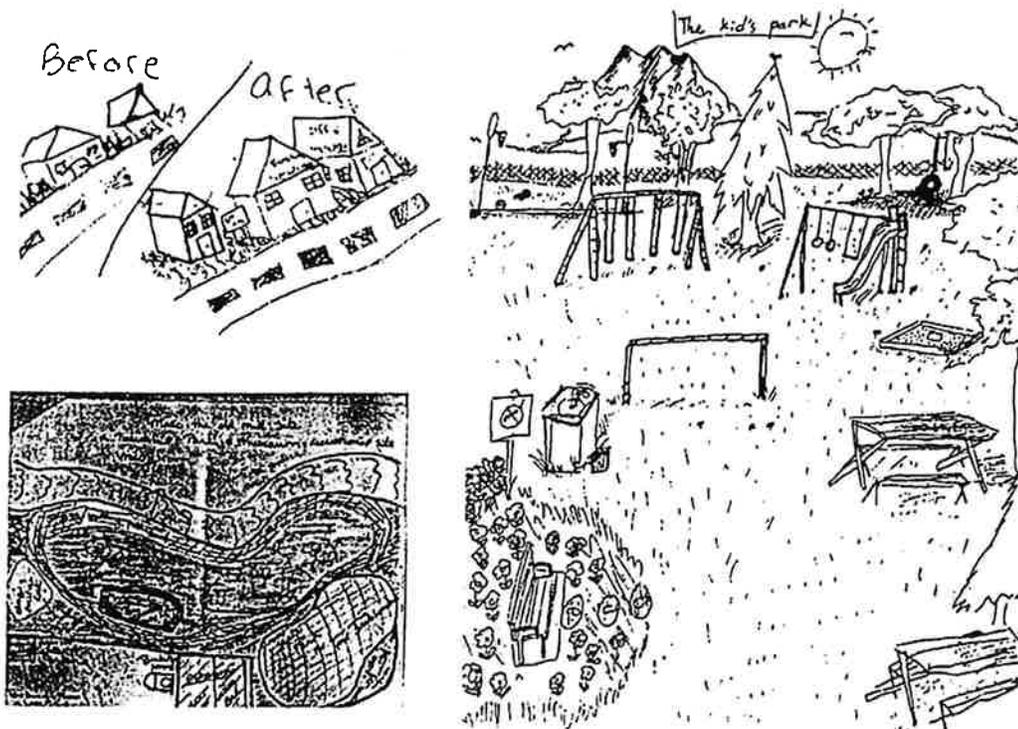


Figure 10. Student sketches from the Eatonville Kid Vision Contest.

Workshop #3

Once the "Preferred Alternative" was created, consultants drafted a preliminary plan, complete with actions and implementation measures. This draft was reviewed by the community at the June 17, 2000, public workshop. At the workshop, consultants first presented the plan together with the proposed actions and implementation methods. Following the presentation, was an informal question and answer period. Community participants completed surveys to evaluate the importance of each of the proposed actions and provide additional plan actions. Consultants met with the Vision Committee a month later to review the results of the workshop and refine the plan by examining priorities and implementation measures.

II. Existing Conditions

Eatonville is a rural town of 1,905 residents, located in southern Pierce County, on State Route 161 and U.S. Highway 7. It is well known regionally as a key gateway community on the way to Mount Rainier National Park. Eatonville is also close to other outdoor-oriented attractions such as the Northwest Trek, Pioneer Farm Museum, and Pack Forest. Despite its location near these attractions, Eatonville has been somewhat unsuccessful in capitalizing on these opportunities.

Lands surrounding Eatonville are heavily wooded and are federally, state, and privately held. Forestry has traditionally provided the main economic base for Eatonville. However, with significant declines in timber activity, Eatonville is transitioning to more of a bedroom community for Puget Sound communities and a gateway community for surrounding recreational opportunities.

While Eatonville historically has been the hub of commercial development in rural southern Pierce County, encroaching commercial development from Puyallup has impacted Eatonville businesses. The combination of little or no economic development and an expanding population have added pressures to increase local services and amenities.



Figure 11. Eatonville's location.

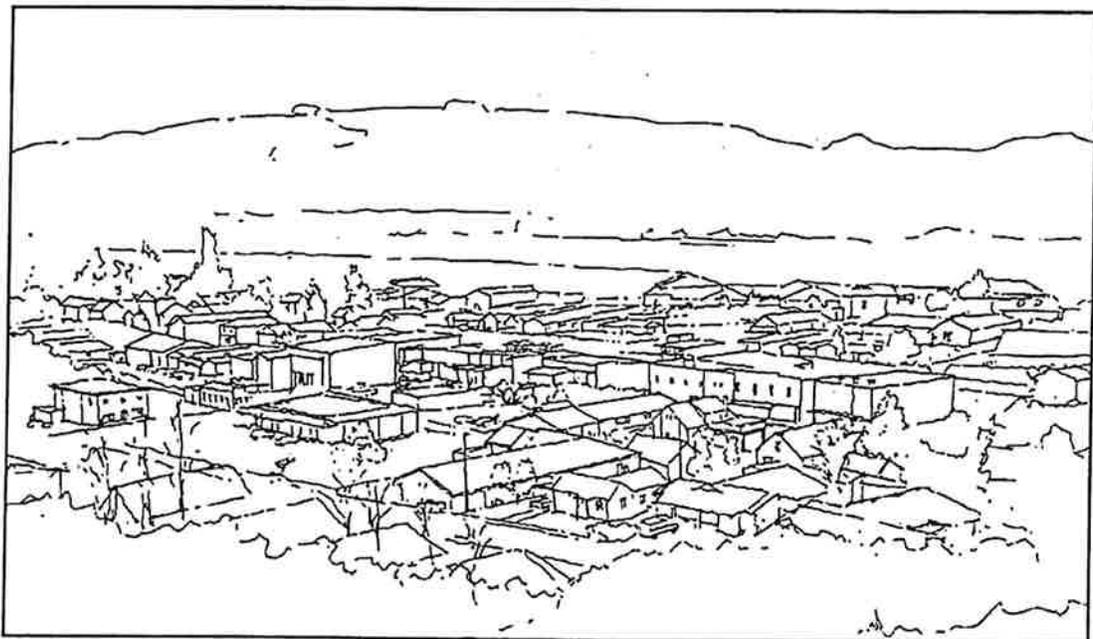


Figure 12. A view of downtown Eatonville.

A. Physical Conditions and Character

This plan focused on the core area of Eatonville, which includes a number of areas and/or districts which have their own character, identity, or uses. The most identifiable is Eatonville's historic downtown area, which is centered around Mashell Avenue, generally between Carter Street and Larson Street. This area is characterized by its streetfront retail uses and simple, older buildings. A number of interspersed vacant parcels and parking lots, however, reduce the overall cohesiveness of the downtown.

Surrounding the downtown to the north and west are the town's residential areas. The oldest homes occupy properties closer to the downtown. Some areas, such as the block of Mashell Avenue, north of Carter Street have seen some changes in use, but have retained their historic small town character. Another historic residential area lies to the south of downtown. While a number of older homes remain, demolition, redevelopment, and limited upkeep over the years have impacted the historic character of the neighborhood.

The highway commercial corridor is often viewed as two different areas. The first area is along Washington Avenue, which is characterized by its significant number of older single family homes that have been converted to businesses. Despite the width of the street and the heavy traffic flows, the nature of development along the street gives this corridor a special small town appearance. Closer to Center Street, redevelopment activity has, however, has changed this character somewhat.

The second highway commercial area is along Center Street running from Washington Avenue eastward. A high percentage of the town's commercial and visitor's services are in this area, with restaurants, gas stations, a hotel, offices, a hardware store, a grocery store, and a variety of other small shops. This area includes a combination of larger commercial developments (Malcom's Milltown Center) and small scale, localized businesses (Schaffer Gallery and Between the Bread) converted from older single family residences.

The historic mill-site, southeast of downtown and the highway commercial areas is a critical piece of property in the town's future. This property has been vacant for decades save for the limited remains of the old lumber mill. The site is bordered by the highway, the Mashell River, and residential areas.

Another key area involves the town's collection of civic facilities immediately east of downtown. The area along Center Street between Rainier Avenue and Pennsylvania Avenue includes the Town Hall, Police and Fire Stations, Community Center, Library, and one of the town's two grocery stores.

Figure 13 on the following page locates these areas and other important design features unique to Eatonville.

EATONVILLE

Community Action Plan & Vision Statement

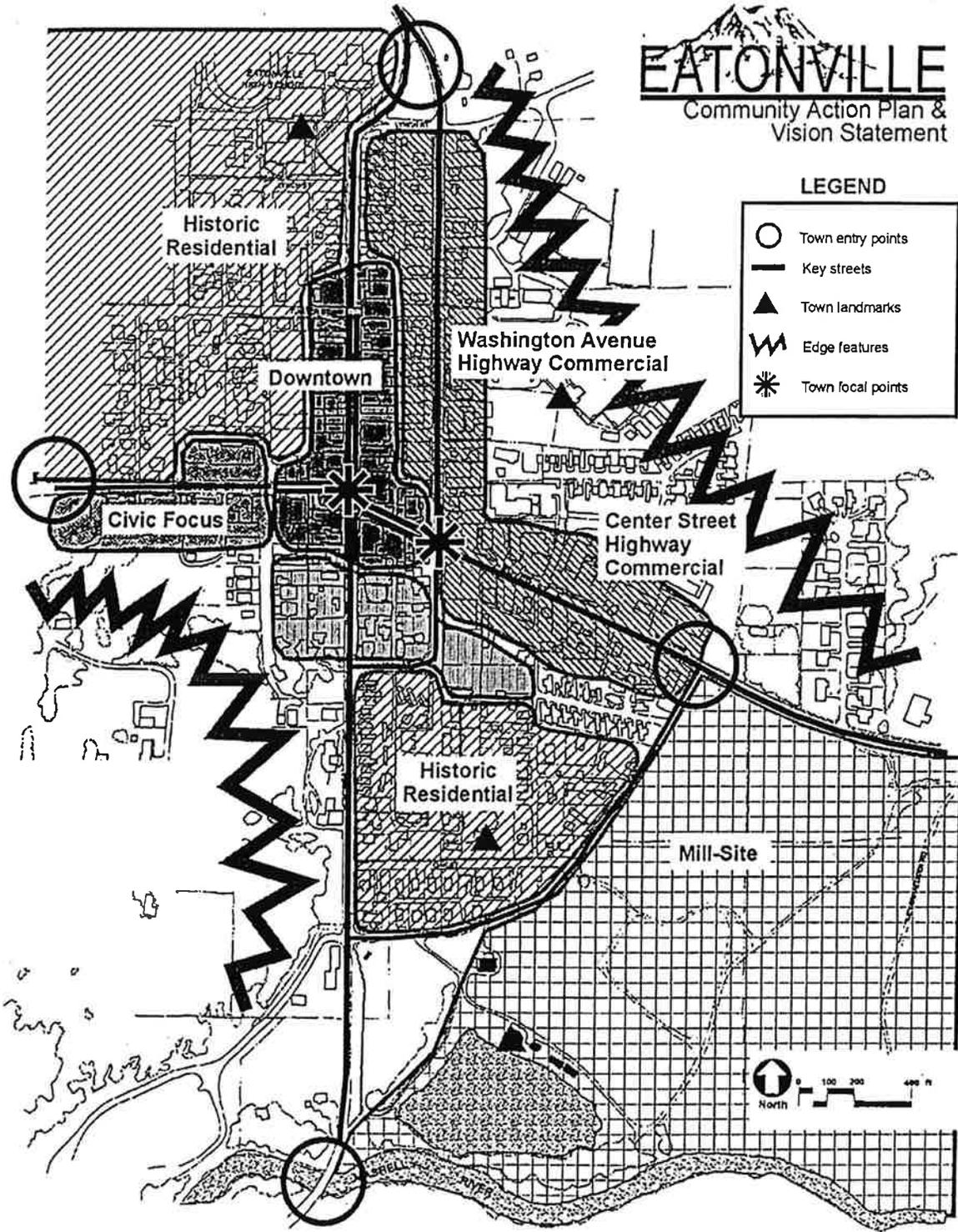


Figure 13. Town sub-areas and design features.

B. Real Estate Market Summary

Economic consultant E.D. Hovee & Company prepared a market assessment (see Appendix A) to serve as background information for the planning process and provide a list of suggested activities and projects to enhance local economic conditions. The consultants compiled indicator data such as population, age of population, employment, unemployment, incomes, housing, retail sales and leakage, travel spending, and traffic volumes. The market assessment compares existing data with county, state and national figures as well as with figures from other rural communities with similar characteristics, such as Enumclaw, Darrington, and Granite Falls. The market assessment draws from readily available published and relatively current data from a variety of well-known sources – including the State of Washington Office of Financial Management, Employment Security Department and private data firms. The following is a summary of implications based on the market assessment:

- Eatonville's population has grown at a relatively high rate and likely will continue unless constrained by infrastructure capacity or public policy.
- Housing affordability is a draw for new as well as existing residents although house purchase is still challenging for first-time buyers.
- The local job base is not adequate to support Eatonville and its associated trade area population. The relative lack of jobs and low wages (at 86% of the statewide average) lead to considerable out-commuting.
- Per capita incomes are 90% of the statewide average and higher than some rural communities – another indicator of the importance of the commuter work force.
- As with many rural communities, Eatonville residents shop elsewhere for a large share of their purchases of goods and services. Sales leakage appears to be greater in Eatonville than for other comparable Puget Sound rural communities.
- Available information on lodging receipts and traffic counts – while not definitive – suggests that Eatonville is not currently benefiting from tourism and visitor activity to the extent some other rural communities are.

The degree to which the opportunities and issues identified are addressed may depend in large measure on the priorities that emerge from this vision planning process.

III. Goals and Objectives

The following goals and objectives were developed from public input at the March 4, 2000, Public Workshop, and refined throughout the planning process.

Goal 1: Preserve and enhance Eatonville's small-town character and historic heritage

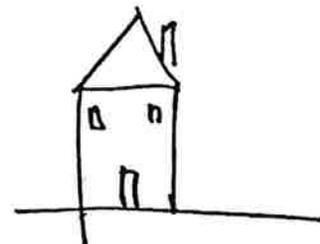
- 1-A Preserve/rehabilitate the town's historic structures
 - Downtown commercial buildings
 - Residential structures
 - Mill-site ruins
- 1-B Integrate new development with the historic small-town character of town
- 1-C Protect the rural character and open spaces on land surrounding the town
- 1-D Preserve wooded and natural areas within town



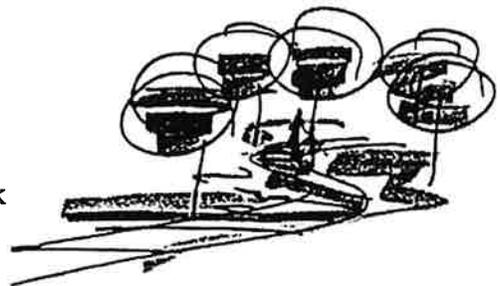
SMALL TOWN AMBIENT

Goal 2: Improve and expand available services, housing opportunities, and amenities in Eatonville

- 2-A Expand available medical and dental services
- 2-B Improve access to local services and amenities
 - Improve parking downtown
 - Enhance dangerous intersections
 - Provide directional/informational signage
- 2-C Provide additional commercial services
 - Restaurants
 - Retail uses
- 2-D Improve local recreational opportunities
 - Develop a centralized town plaza
 - Develop a youth activity center and skateboard park
 - Improve existing parks, including Glacier Park and George Smallwood Memorial Park
 - Develop a pathway along the Mashel River
 - Provide additional senior-related activities



HISTORIC SITES
ARCHITECTURE



WALKING TRAILS

- 2-E Provide affordable housing opportunities
 - Senior housing
 - Housing for residents on fixed incomes
 - Housing for younger adults



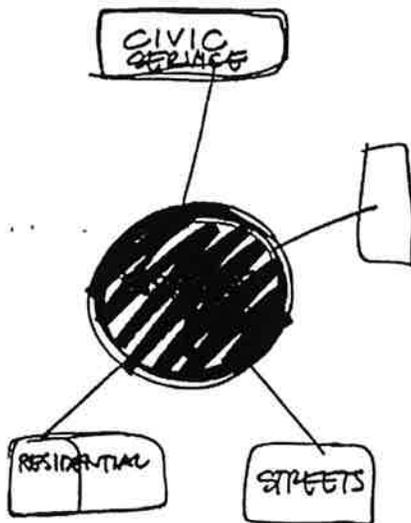
SENIOR HOUSING

Goal 3: Maintain a healthy local economy in Eatonville

- 3-A Provide more living wage job opportunities
 - Encourage low impact businesses to locate here
 - Use mill-site to attract new business and clean industry
 - Support local businesses
 - Support efforts to upgrade Tacoma Rail's Mountain Division Line for freight and passenger use
- 3-B Capitalize on tourism opportunities
 - Strengthen Eatonville's historic downtown as a draw for tourists
 - Provide public restrooms downtown
 - Work with tour-bus operators to organize stops in Eatonville



ATTRACT HIGH TECH BUSINESSES



CAPITALIZE ON TOURISTS



IV. Strategic Redevelopment Strategy

Achieving the above goals for the downtown will require significant development. Preserving the quality of Eatonville’s small town character and improving local services as well as maintaining a healthy economy depend on attracting new businesses, expanding local markets and increasing local investment. For this reason this plan is inherently a community redevelopment plan, recommending actions to generate the economic resources necessary to achieve the town’s vision. Such a plan is much more effective if the recommended actions are coordinated into a specific strategy targeted toward identified redevelopment opportunities.

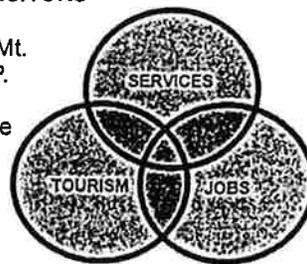
During the planning process, community participants identified three general opportunity areas. First, participants agreed that increasing services for visitors provides Eatonville an attractive potential for growth. Visitors to Mount Rainier and other local attractions continue to increase and Eatonville is well positioned to take advantage of this market.

Moreover, citizens felt that “tourism” can be a relatively clean and desirable economic base and noted that visitors to the area are beginning to flow through the town on a year-round basis. There are both short- and long-term actions that the community can pursue to increase tourism related trade, including: participating in the Mount Rainier Rural Gateway Communities program, strengthening the Mashell Avenue “Main Street” core, improving the Washington Avenue corridor, and undertaking a promotional/marketing campaign.

The second economic development opportunity area emphasizes adding commercial and public services for local residents. Many participants noted that there is a critical lack of commercial and professional services such as variety shops, medical services, and youth-recreation facilities in Eatonville. At the same time there is the general feeling, at least among adults, that it is more desirable to attract locally owned businesses rather than encouraging anonymous chain stores or franchise restaurants. High school students noted that they would like to see a greater variety of shops and businesses, including some of their favorite chain restaurants. Better local services, besides capturing a greater share of residents’ income for the local economy, would upgrade the quality of surrounding neighborhoods and reduce the need to travel to the city. Upgrading local services will require actively recruiting new businesses, providing a friendly environment for downtown commercial development, preserving local neighborhoods and constructing more housing in the downtown.

INCREASE VISITORS SERVICES

- Work with Mt. Rainier N.P.
- Strengthen Mashell Ave core
- Improve highway corridor
- Undertake promotional campaign



ADD SERVICES FOR LOCAL RESIDENTS

- Recruit businesses
- Create opportunities for new development
- Preserve historic neighborhoods

INCREASE JOB BASE

- Pursue “Green” industrial, educational and governmental facilities
- Leave space for new business in Mill-site

Figure 14. Economic development opportunities

The third economic development opportunity is a bit less defined and may take longer to achieve. During the first two workshops, participants spoke to the desire to create a more diversified and permanent production or professional employment base. This would require the establishment of “green industries,” a small technical center, or regional research or educational facility. In some ways, Eatonville’s relatively isolated location discourages conventional businesses and institutions from locating nearby. On the other hand, the town’s high level of rural amenity and low land costs may offset that disadvantage for unique businesses and institutions. In addition, the old mill site offers a unique opportunity for light industrial, educational, professional or commercial development in a rural setting. In order to take advantage of this opportunity, the town must insure that some portion of that site be reserved for an employment based use and at the same time assist the developer to market the site.

Plan Concepts

The actions necessary to implement the redevelopment strategy can be grouped into five interrelated concepts that are loosely related to different areas within the downtown. Taken together, the concepts form a redevelopment strategy to exploit the economic opportunities and ultimately achieve the community’s goals. The discussion below describes the concepts in some detail and explains how they incorporate the individual elements described later in this report.

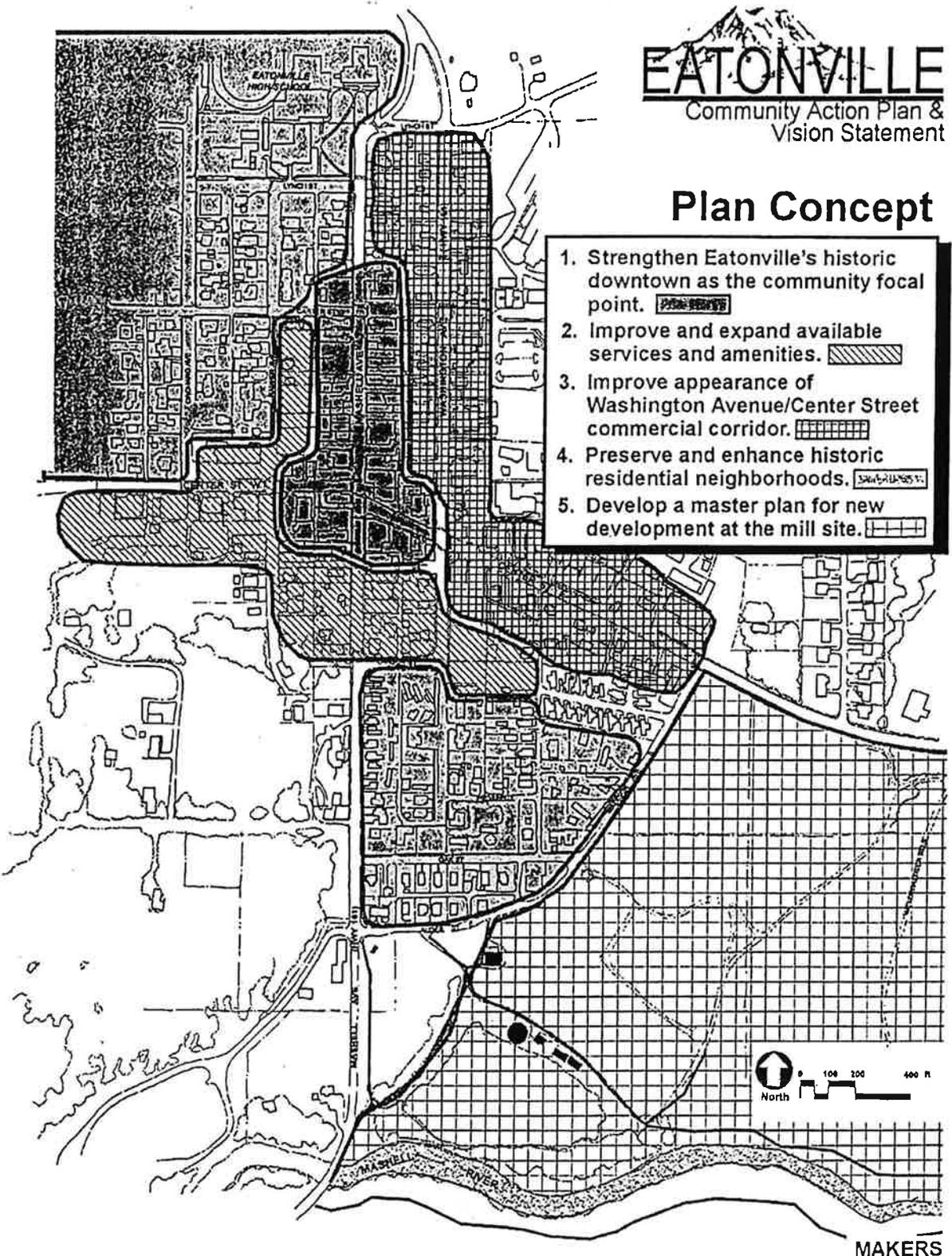
1. Strengthen Mashell Avenue “Main Street” Business Area

Because it lies at Eatonville’s historic heart, most workshop participants felt that the Mashell Avenue should be the focus of small retail business enhancement and visitors’ services activities. While the street retains much of its historic character, revitalizing it as an attractive “main street” presents some significant challenges. For one thing, it is separated from the most direct highway through-route. Also, the street currently lacks a focus or other civic attraction that would bring people to the area. There are several vacant lots along the street and low, narrow sidewalks and steep cross slopes discourage pedestrians. However, these obstacles can be overcome and the district transformed to once again be a focus for visitors and local residents alike.

The first step in this transformation must be to better advertise the street’s businesses and attractions to travelers along Washington Avenue and provide safe convenient pedestrian connections between the two streets. The Town has already acquired a grant to install sidewalks along Carter Street, which will help a great deal. Street trees, lights, and corner bulbs should be included in the project to augment the connection. Directional signs at the corner of Carter and Washington would encourage travelers to stop and sample the local cafes and shops. The Eatonville Middle School parking lot could provide a convenient stop for tour busses so that the Washington/Carter/Mashell area could be an attractive stopping point if sufficient shops and amenities are provided.

Plan Concept

1. Strengthen Eatonville's historic downtown as the community focal point. 
2. Improve and expand available services and amenities. 
3. Improve appearance of Washington Avenue/Center Street commercial corridor. 
4. Preserve and enhance historic residential neighborhoods. 
5. Develop a master plan for new development at the mill site. 



MAKERS

Figurd 15: Plan concept.

The success of Mashell Avenue as a "main street" will ultimately depend on the quality of its shops and services. However, the Town could help foster private investment by providing a focus that would attract people to the area. This plan recommends developing a town plaza fronting on Mashell or Washington Avenue to provide a place for Saturday markets, celebrations, and special events as well as a comfortable place to meet a friend or munch a snack on the way to Mount Rainier.

The Carter/Washington Street improvements should be accomplished early, to provide a focus the community can use to attract visitors and increase downtown activity. Ultimately, the sidewalks, pavements, landscaping, lighting, and amenities of the street itself should be upgraded. Since the street is an arterial as well as a center of business, the street improvements should be eligible for a variety of transportation and economic development grants. Because funding is generally tight, it will be necessary to quilt together funds from different sources so the Town should begin to consider this project within its capital improvement program and undertake initial steps to secure design and construction monies.

Successful "main streets" require efficient circulation, convenient parking and complementary land uses near by. The Town should continue to look for opportunities to improve traffic flow, especially at the corner of Mashell Avenue and Center Street. A four-way stop at this intersection should be tried to see if it increases safety. Also, street trees along Center Street between Washington and Mashell Avenues would upgrade the view into the district for motorists heading west along the highway. An attractive "welcome mat" in this area would upgrade the whole community's image. As the district becomes more successful, local merchants should undertake a cooperative parking program and look for opportunities to establish an east-west pedestrian connection between Washington Avenue and Rainier Avenue. This pedestrian link (*see Figure 16 on Page 19*) would be a catalyst for nearby businesses because it would facilitate access from parking and nearby residential areas.

Finally, it is very important that new buildings reinforce the street's small scale, historic character. This plan includes design guidelines that should be implemented to insure that new development is compatible with the local architectural qualities as well as the community's objectives.

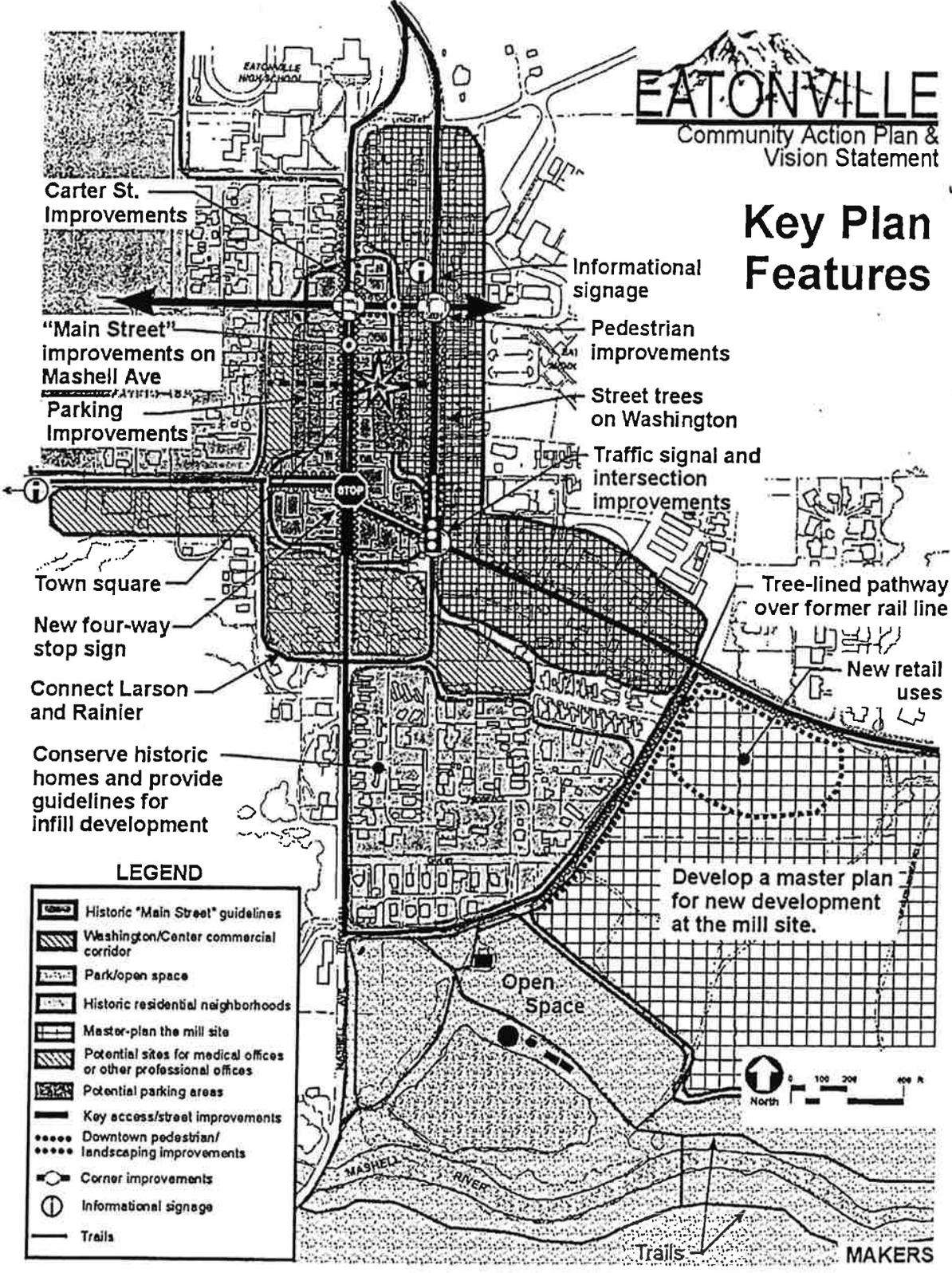
2. Improve Services and Amenities

As noted above, community members wish to see expanded commercial and professional services in the downtown. As the population grows the quantity and diversity of such services should grow as well. However, given the town's relatively remote location, attracting desired businesses may take some active recruiting. The Services, Amenities and Employment Element describes activities related to this effort.

EATONVILLE

Community Action Plan & Vision Statement

Key Plan Features



Figurd 16: Key plan features.

In addition, it is necessary to insure that there are development opportunities available to accommodate new businesses. Some new businesses, especially small professional businesses may seek an old house for conversion into offices. Other commercial businesses may need a large open lot for a new building. The current business community should insure that the land inventory and development regulations in the downtown provides for these potential needs and advertises them to potential business owners. The current zoning code allows for "cottage industries" in old houses and there are several vacant or redevelopable sites in an "L" shaped belt west of Mashell Avenue and south of Center Street. This belt, which allows for a mix of commercial and residential uses, would be ideal for local services not requiring visibility from the highway. The design standards included in this plan are intended to ensure the compatibility of new development with both the existing residential neighborhoods and adjacent commercial districts. Extending Rainier Avenue south and east to connect with Larson Street at Mashell would improve access in this area and help to encourage new development.

Former Town leaders have had the foresight to establish a compact cluster of civic buildings along W. Center Street just east of Mashell Avenue. Such civic buildings are a great asset to any downtown because they generate a good deal of activity. Augmenting the public facilities over time and keeping the civic functions in the downtown is highly recommended. Participants identified a need for a skateboard park and this area would be an excellent location for one.

3. Improve Eatonville's Highway Corridor

Most motorists travelling through Eatonville miss the Mashell Avenue district and continue along the Washington Avenue/ E. Center Street corridor. While improved signage at the north and west edges of town to direct more potential visitors onto Mashell, efforts are necessary to make the corridor itself more attractive. Crosswalk and signage improvements are especially important at the Washington/Carter Street and Washington/Center Street intersections.

The design guidelines recommended for Washington Avenue emphasize the design character of the small cottages along that street. Some street trees along with the guidelines will enhance the character of these properties and give Eatonville's "strip" a historical residential character unusual for a highway. The guidelines also include supplemental sign guidelines to improve the visual quality of the street as signs are replaced over time.

Center Street, with its larger lots and more commercial character requires a different approach. The design guidelines for this portion of the corridor emphasize creating an attractive setting even though the development will likely be auto-oriented.

4. Preserve Historic Residential Neighborhoods

Protecting and enhancing Eatonville's historic single family neighborhoods is essential to the health of the downtown because the houses themselves add to the downtown's physical character and close-in residents provide pedestrian activity and demand for services. There are two sets of actions necessary to foster healthy in-town neighborhoods. The first is to provide the support services as noted in Concept B above. The second is to make sure the neighborhood's physical setting is safe and attractive. To this end, the plan includes design guidelines to ensure that new development will be compatible with the existing architectural character. In addition it is recommended that volunteers led by a qualified architectural historian conduct an inventory of historic homes throughout Eatonville. Based on this inventory, the Town should consider an appropriate historic conservation approach to protect key structures. The most effective approach will depend on the extent of historic and cultural resources, the preferences of local residents and property owners and availability of funding for special projects. It may be that designation of a historic district is warranted and could provide some tax incentives to those rehabilitating their properties. Or, a program of home rehabilitation assistance with reduced interest loans and educational program might be more effective. The Washington State Office of Archaeology and Historic Preservation can provide advice on pursuing these activities.

5. Develop a Master Plan for the Mill-Site

The old mill site southeast of downtown represents an important opportunity for the community. Not only does the site include high visibility and natural amenities, it represents the town's best opportunity to attract a job producing commercial or institutional facility. This plan recommends that the owner, in conjunction with the Town and public participants, prepare a master plan for the site prior to the approval of any development. The plan should satisfy the objectives stated in the land use element of this plan including provision for a mix of uses, preservation of natural areas, improvements to Madison Avenue and the potential for rail access, an integrated trail system with public shoreline access and incorporation of the mill ruins. As the master plan develops the Town should consider adopting design guidelines that reflect the heritage of the mill — integrating the various features of the development and establishing an appropriate landscaping and pedestrian amenity concept. As noted above it would be helpful for the Town and local business community to assist the property owner in attracting potential tenants (or buyers) by preparing informational materials describing Eatonville's development advantages and potential for growth.

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V. Plan Elements

A. Land Use and Town Character

Land Use

Plan land use proposals seek to accomplish three primary goals:

- Protect the rural character of Eatonville by limiting the sprawl of urban development
- Strengthen downtown by adding a town square as a focal point and focusing retail uses to the historic core area
- Encouraging development of the mill-site that draws on the town's proud heritage, enhances the town's economic opportunities, and enhances the town's livability.

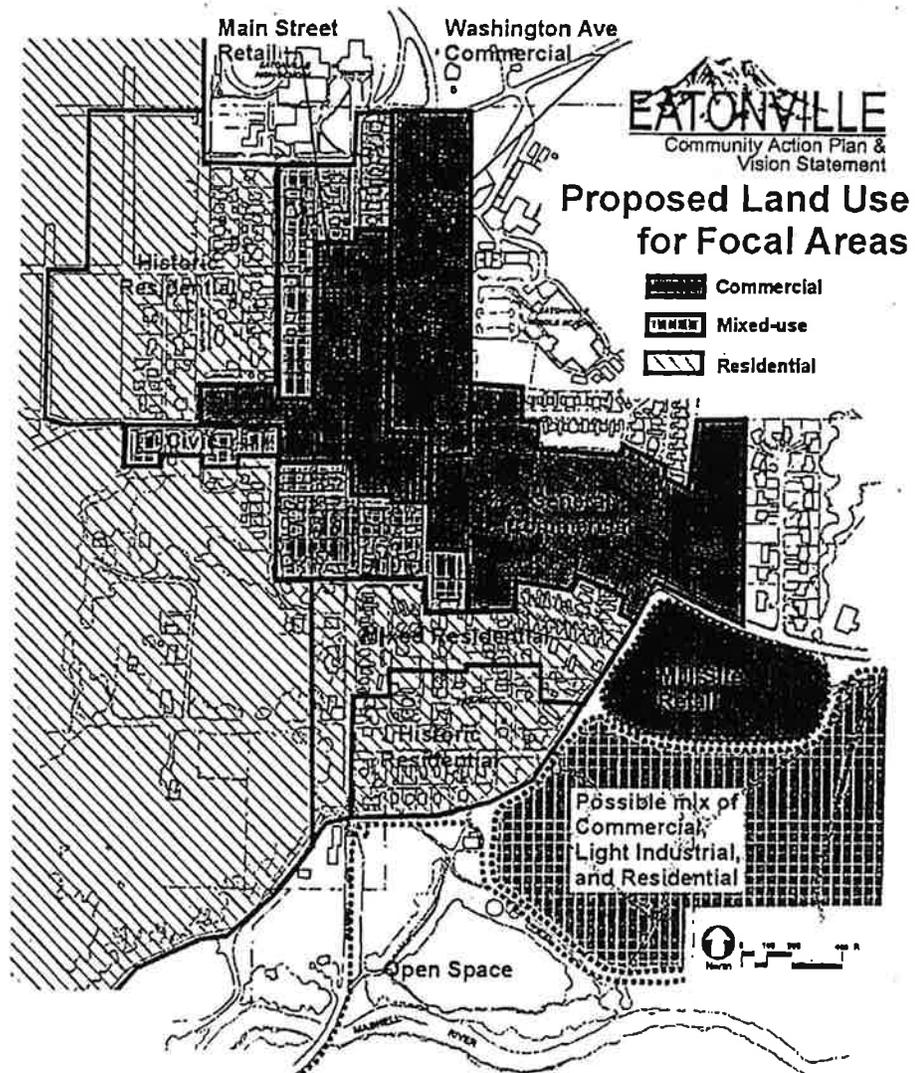


Figure 17. Proposed land use.

There are several ways the town can achieve these goals. The first is through zoning controls. To protect the area's rural character, Eatonville must work closely with Pierce County to monitor development on lands surrounding the town's boundary. Within town, zoning can limit the intensity of development along the highway corridors at the outer edges of the town limits and focus retail uses in the historic core by encouraging office and residential uses in transitional areas.

While zoning is an obvious factor in the mill-site's development, achieving community's goals will require more flexibility than existing zoning provides. This is particularly important given the relatively large size of the parcel and the market conditions of particular uses in a rural community. The plan, therefore suggests the creation of a new zoning designation titled "Master Planned Development Zone." This designation provides flexibility in the types and locations of land uses while requiring a number of design features that are important to the community.

Developing a town square will require site acquisition and development. While the plan does not specify an exact site for the plaza, it identifies specific parameters for the plaza's location – a location adjacent to Mashell Avenue (east-side of street), between Carter and Center Streets.

An additional goal of the community is to strengthen existing parks. The first immediate step to accomplish this is to update the Town's 1995 Park Master Plan. The update should involve an extensive community participation process to re-examine park conditions and community priorities.

Further, in an effort to strengthen the population base to support business, the Town should encourage new residential development within its boundaries.

Town Character

The community's primary design related goal emphasizes the preservation Eatonville's historic, small town character. Implementing this goal, thus, involve historic preservation efforts and development regulations that encourage new development that fits in with the surrounding townscape.

A number of actions are proposed that can directly or indirectly lead to preservation. Action range from zoning revisions, technical assistance, public awareness efforts, and design guidelines. Design guidelines can be a particularly powerful tool to shape the town's development. Together with zoning, the proposed guidelines intend not only to preserve existing historic resources and promote compatible development, but to strengthen Eatonville's unique small town character and vitality.

Since different areas of town contain their own character, uses, and opportunities, the proposed design guidelines have been divided up to respond to these

characteristics in different ways. Consequently, there are three sets of design guidelines:

- Historic Main Street Guidelines
- Historic Neighborhood Guidelines
- Commercial, Office, and Multi-Family Residential Guidelines

Many of the guidelines set requirements and standards that must be met. They have been formulated to place the minimum burden on projects in several ways. First, they often allow for a variety of options to fulfill a requirement. Second, many of the standards or requirements do not add costly features or require expensive construction. Third, many guidelines only apply if the element in question is in proximity to and/or visible from the street or a park. Most importantly, the guidelines do not inhibit creative design. In most cases the project's architect or landscape architect may suggest an alternative to meet the intent of the guideline.

Actions

LU-1. Preserve the rural character of lands surrounding the Town of Eatonville. This action requires a number of measures – most important of which is to work closely with Pierce County to discourage the sprawl of urban development southward from Puyallup's South Hill and unincorporated Graham along State Route 161. Also important will be to limit the density and type of development on property along State Route 161 north of down-town, but within Eatonville's town limits. The Plan suggests prohibiting additional commercial rezones or residential up-zoning on highway corridor property north of Lynch Street.

LU-2. Create a centralized town plaza downtown. This site would serve as the town's focal point, sized large enough to hold a weekend public market or special town events that could spill out onto Mashell Avenue. The plan strongly suggests a site along Mashell Avenue between Center and Carter Streets, preferably on the easterly side of Mashell. A centralized location along Eatonville's "main street" is key not only to the plaza's success, but an anchoring feature of "main street."

The following features are encouraged (*also see Design Guidelines*):

- Adjacent retail uses facing the plaza add interest and visibility to the space.
- Pedestrian amenities, including seating, lighting, plants, drinking fountains, distinctive paving, artwork, and a focal point or water feature.
- Weather protection on adjacent building facades.
- Materials or features associated with the town's heritage.

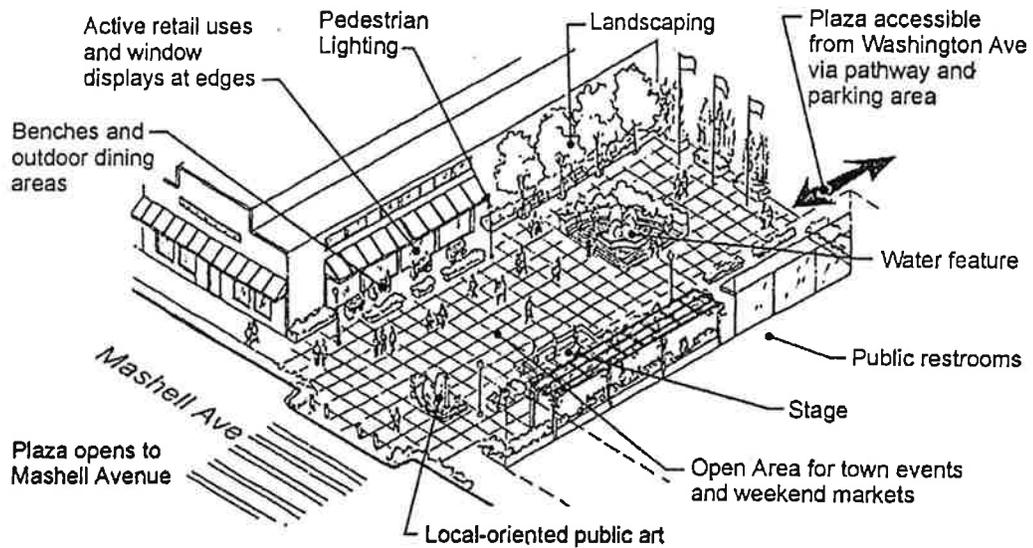


Figure 18. Proposed town plaza.

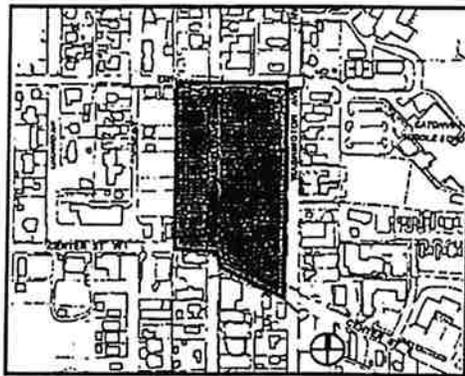


Figure 19. The town plaza should be centrally located within the downtown area.

LU-3. Rezone the Mill-Site as a Master Planned Development Zone and prepare a Master Plan for the Mill-Site's development. The creation of this new designation will provide flexibility in the types and locations of land uses while requiring a number of design features that are important to the community:

- Incorporate the preservation of the mill ruins into the design development onsite.
- Incorporate features of the historic mill into the architecture and design of site development.
- Preserve sensitive natural areas surrounding the Mashell River and develop trails that link with mill ruins, Mashell Avenue, and George Smallwood Memorial Park.
- Provide improvements to Madison Avenue and an open space corridor along the old railroad right-of-way for trail use and possible rail use.

- Provide for a mixture of uses, such as general and tourist commercial uses, non-polluting industries, and educational facilities. Housing uses may be allowed as a secondary use of the site to help meet Growth Management Act housing goals for Eatonville.

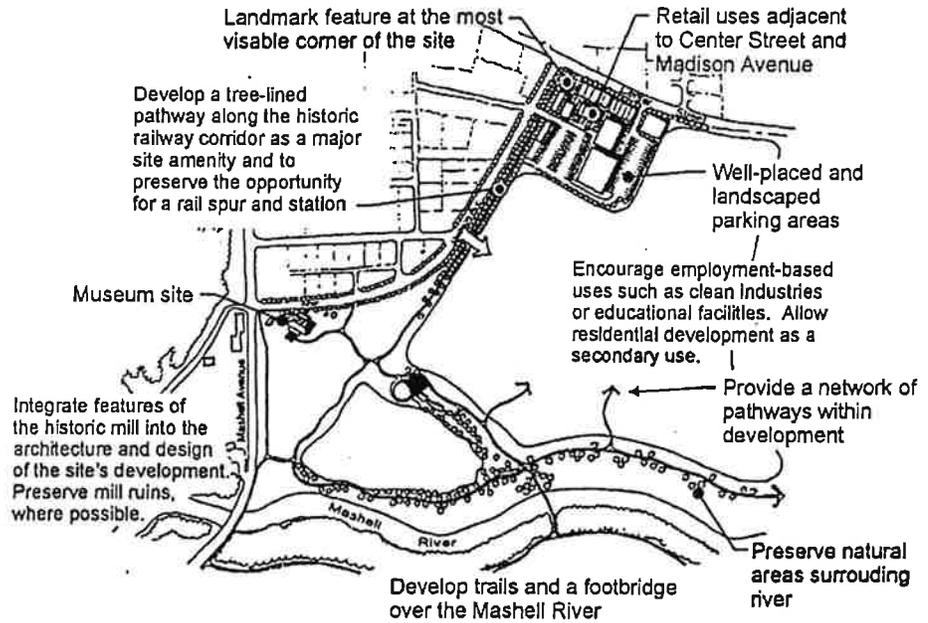


Figure 20. Features required in the Mill-site's Master Plan

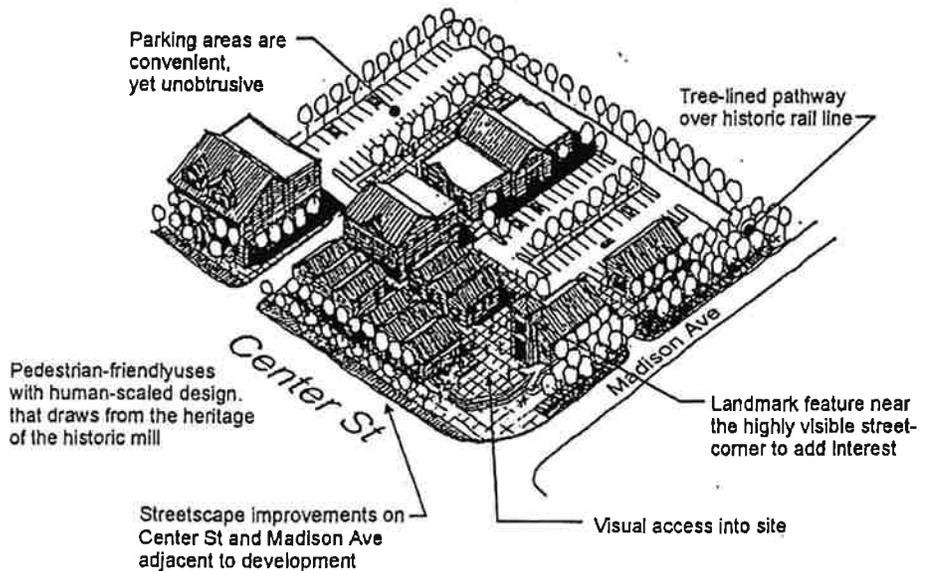


Figure 21. Design guidelines for the Mill-site's northeast corner.

LU-4. Create a Downtown Mixed-Use Zoning District (C-3) and revise the zoning on various properties to this designation. This district emphasizes office and multi-family residential uses that complement and support downtown core commercial uses. Retail uses are permitted only in pre-existing structures or new mixed-use structures where office or residential uses predominate in the building. *(the Appendix for more details on the C-3 zone.)* Properties proposed for the C-3 designation currently contain predominately office and residential uses and thus are consistent with the proposed zoning. Ultimately, this proposal is intended to concentrate retail activity in the downtown core, while strengthening the character of these mixed-use areas surrounding the core. Another goal of the proposal is to discourage the removal of the older homes that occupy a number of the subject properties. This is accomplished by allowing for commercial, office or multi-family residential conversions of existing homes and prohibiting single purpose commercial uses in new structures. Subject properties include:

- Properties on Mashell Avenue generally north of Carter Street.
- Properties on the east side of Rainier Avenue generally north of Center Street.
- Properties on the south side of Center Street west of Rainier Avenue.
- Properties along Rainier, Mashell and Washington Avenues, generally south of Center Street and north of Larson Street.

LU-5. Develop and adopt an update to the 1995 Park Master Plan. An extensive community involvement process will be essential to re-examine park conditions and community priorities. The Master Plan update should build on the park-related concepts and proposals identified in this plan.

LU-6. Provide measures to encourage the preservation and rehabilitation of historic structures and character of Eatonville. Several actions can help to achieve preservation goals:

- Revise zoning, where necessary, to discourage demolition of historic structures. *(See Action LU-4.)*
- Conduct an inventory of significant historic structures throughout Eatonville. Document architectural styles, building features and materials, land use, ownership, date of construction, architect/engineer/building and a brief history. Based on this inventory, the Town should consider an appropriate conservation approach to protect key structures. Possibilities include historic district designation.
- Provide technical assistance to property owners/developers on the preservation and rehabilitation methods. This can involve making new or using existing rehabilitation handbooks readily available for public use at Town Hall.

- Continue to distribute and update the Eatonville Historic Walking Tour brochure.
- Consider a historic marker program whereby property owners can place informational markers on their homes or buildings under the direction of South Pierce County Historical Society.
- Develop design guidelines that encourage preservation of design features on historic homes and ensure that new development in historic areas is compatible with nearby historic structures. *(See LU-7 below.)*

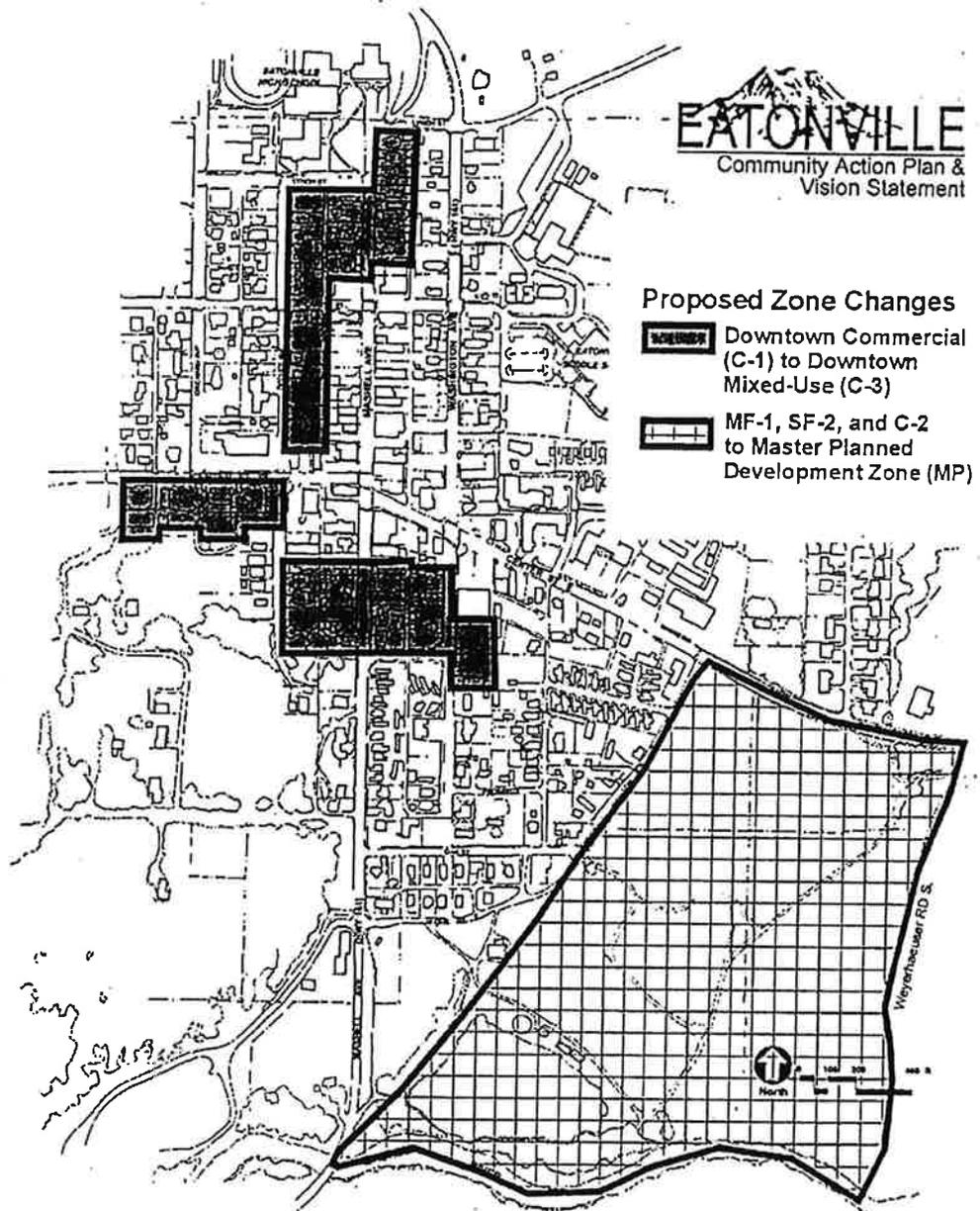


Figure 22. Proposed zoning changes.

LU-7. Adopt design standards to ensure that new development is compatible with the desired historic and rural character of Eatonville. (See *Appendix B, Eatonville Design Standards and Guidelines.*) The guidelines and standards have been divided into four sets to meet design goals for different areas of town. Specifically:

- **Historic Main Street Guidelines.** Pedestrian-oriented streetfront development is the focus of these guidelines and standards.
- **Historic Neighborhood Guidelines.** These standards and guidelines seek to preserve the design character and scale of Eatonville's historic neighborhoods.
- **Commercial/Office/Multi-family Residential Guidelines.** These guidelines and standards address development in several parts of the city, including the Mill-Site. Emphasized features include pedestrian amenities and orientation, human scale building components and forms, building materials, and landscaping.

Figure 23. This Mashell Avenue building contains many of the features required or encouraged within the Historic Main Street Guidelines

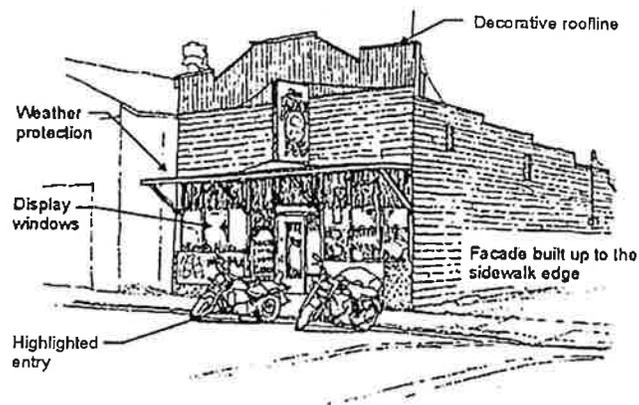


Figure 24. The Ohop Bakery contains features required and/or encouraged by the Historic Neighborhood Guidelines. These include landscaped setbacks with parking in the rear, direct pedestrian access from the sidewalk, small-scale and creative signage, covered building entry, pitched roof, and vertical-oriented windows.

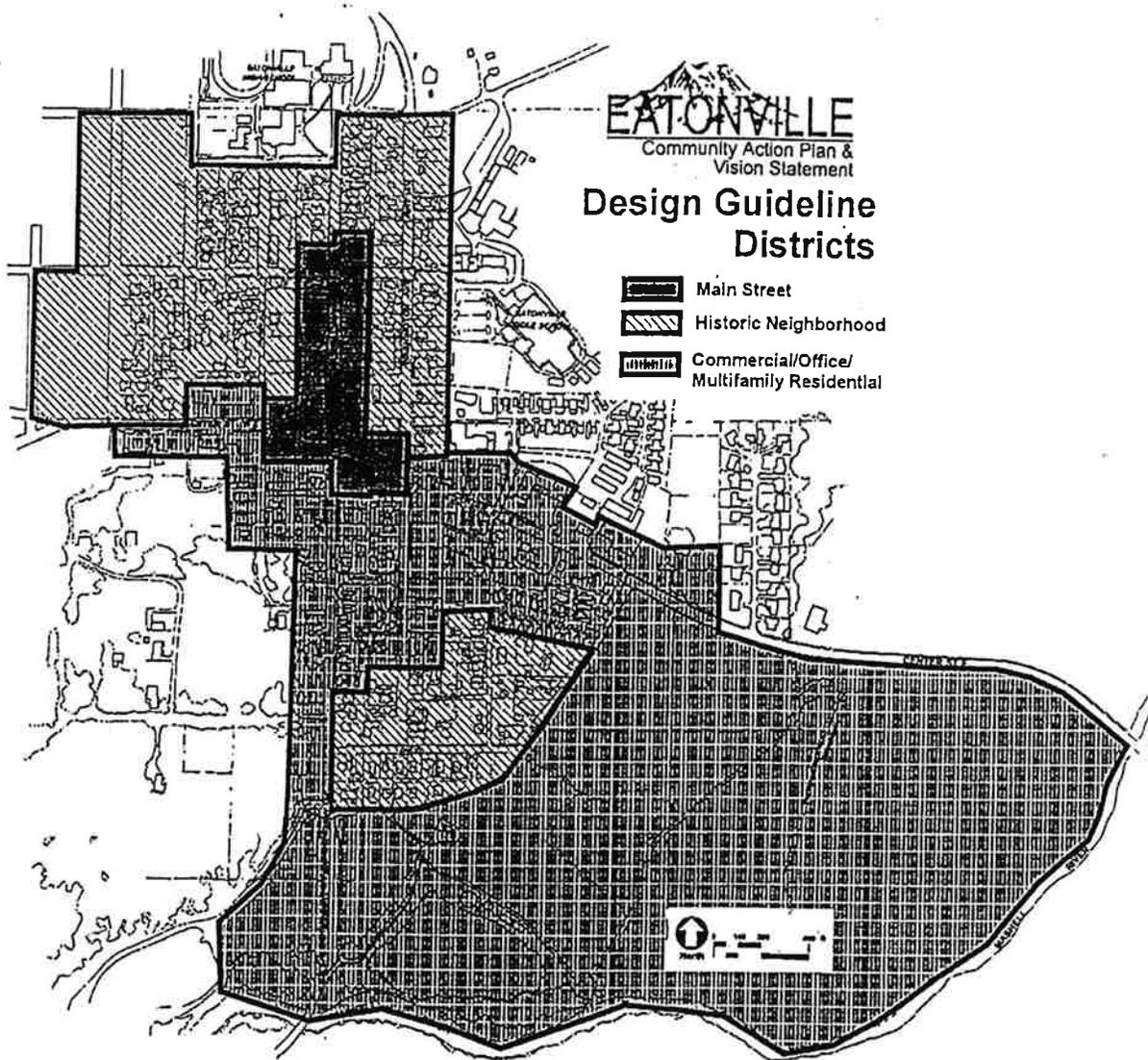


Figure 25. Design guideline districts.

- LU-8.** Require a pre-application meeting between developers and the Public Works Director in conjunction with all new development activity falling under the design guideline's jurisdiction. This is intended to provide an applicant with a familiarization with the design guidelines and community goals and objectives to ultimately produce a well-designed development. It is suggested that a checklist be developed to note which of the guidelines apply to a particular project.
- LU-9.** Encourage new residential development within the Town. This is intended as a policy to strengthen the population base of Eatonville to help support business within town.

B. Circulation and Street Design

The improvement of Eatonville's circulation system and overall street design are highly integrated and vital to achieving community goals. Most of the proposed improvements are focused in the downtown area – to improve pedestrian and automobile safety and the appearance of the streets.

Safety improvements include the installation of a four way stop sign at the problematic Mashell Avenue/Center Street intersection, installing a complete traffic signal at the Washington Avenue/Center Street intersection, and installing curb bulbs at key intersections and other strategic locations to reduce pedestrian street crossing distances and reduce travel speeds.

The curb bulbs and the stop sign at Mashell Avenue and Center Street are also key urban design elements in downtown. Both features reduce travel speeds, thereby improving the pedestrian environment in downtown. The bulbs are often gateway features that introduce downtown or "main street."

Street trees are another important and relatively inexpensive improvement. They provide a positive definition to the street, summer shade, and a buffer between pedestrians and vehicles. Street trees are proposed throughout the downtown area and on residential streets, where conditions are favorable.

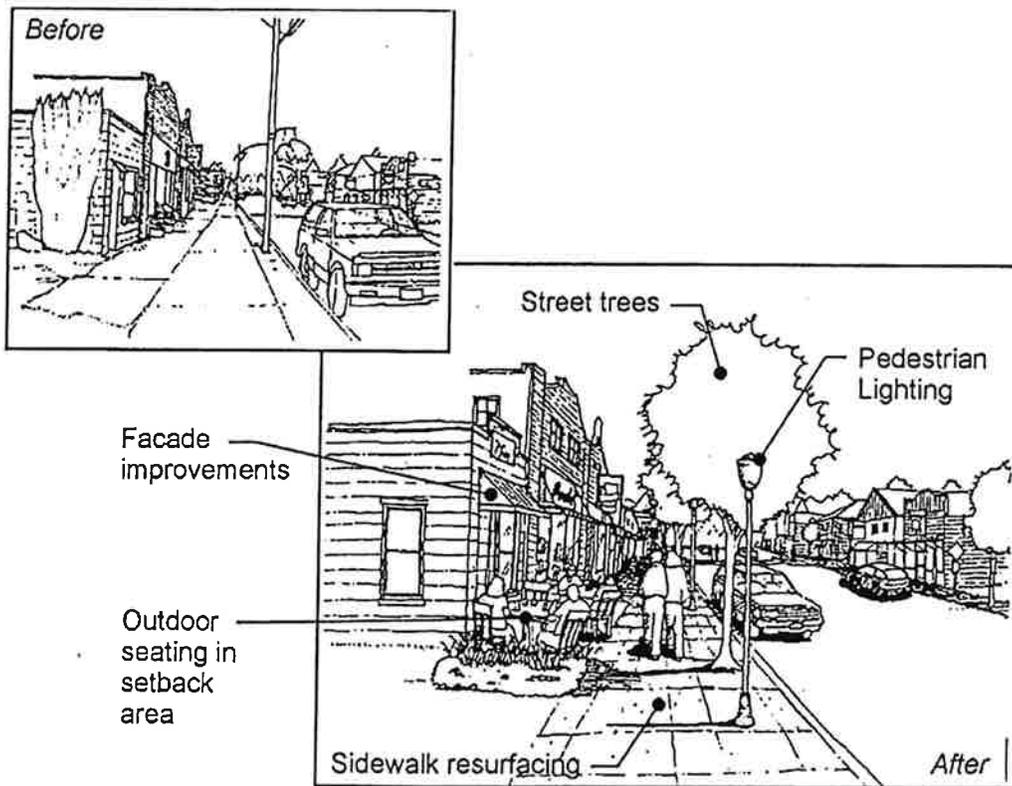


Figure 26. Mashell Avenue - looking north from Center Street.

A number of improvements are proposed along Mashell Avenue to strengthen its role as Eatonville's "main street." This includes new sidewalks, pedestrian-oriented lighting, and public art. The Plan suggests requiring a 5-foot setback from the street right-of-way for new buildings to widen the sidewalks and allow for additional pedestrian amenities, such as outdoor seating. Street trees are proposed where possible.

Pedestrian paths and connections are a high community priority. Mid-block pedestrian connections downtown between Center and Carter Streets are proposed to improve access between parking areas and businesses and to promote walking. A network of pathways should be integrated into the development of the mill-site to improve pedestrian access to the Mashell River and provide a significant town amenity.

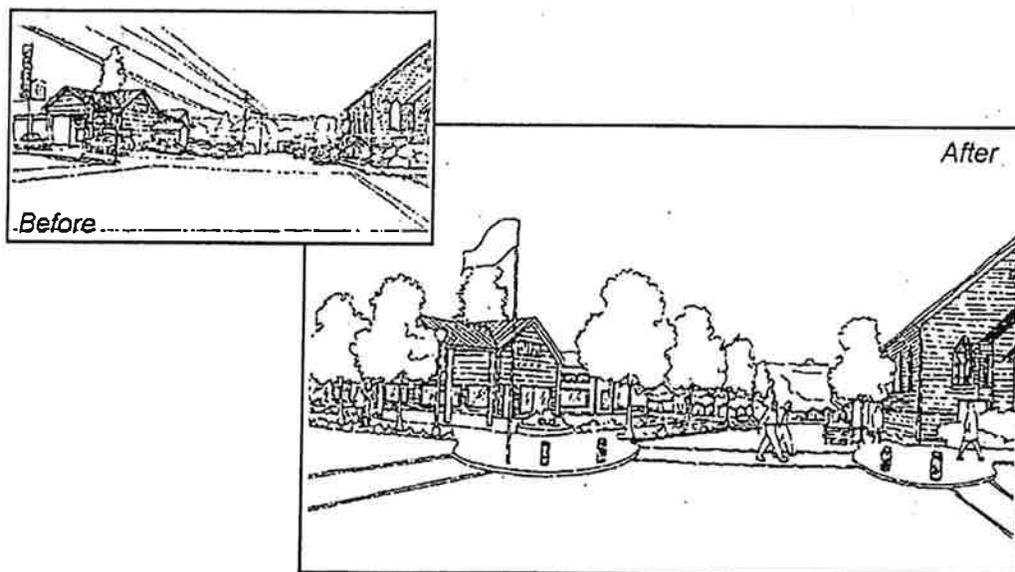


Figure 27. Carter Street improvements - looking east from Mashell Avenue.

Parking in downtown is another important issue – particularly to downtown businesses. The key to the Plan's success in enhancing downtown parking is the organization and cooperation of business owners together with the Town in developing a parking management plan. Such a plan can lead to agreements on shared parking and support efforts to create off-street public parking areas. Signage also can be effective in helping tourists and shoppers locate parking areas.

Furthermore, Tacoma's Mountain Division Railway, passing through the eastern edge of town presents a great opportunity for the town. A spur from this rail used to provide the primary shipping access to the historic mill. As freight service on the rail line is likely to resume in the near future, the proposed tourist use of the rail line from Tacoma to Mount Rainier represents a tremendous economic opportunity for Eatonville. Although the rail line does not pass near the center of town – two options exist. The first is to develop a rail station and stop along the current line

and provide shuttle service for passengers into town. The preferred option, however, would be to redevelop the spur line and build a station at the mill-site. This option would require considerable investment and likely need to involve a significant tourist-oriented development or new industrial development on the mill-site. Proposed land use and design measures prohibit development over the historic rail line at the mill-site to preserve this opportunity. The Town and community should encourage new development on the mill-site that incorporates the rail spur and station.

An additional goal of the community is to improve the transportation corridors that provide access to Eatonville. State Highway 161 and, to a lesser extent, State Highway 7 are the primary routes from Eatonville that provide access to employment centers and essential services. Both corridors have become increasingly congested in the past decade, isolating local residents. The Town should work with WSDOT and other appropriate agencies to make improvements to these transportation corridors outside of town and promote efficient transportation routes.

Actions

- C-1. **Install a four-way stop sign at the Mashell Avenue/Center Street intersection to improve vehicle and pedestrian safety.** The community discussed possible solutions to this irregular and problematic intersection throughout the process. The stop sign solution is relatively inexpensive and can be installed immediately. This will reduce traffic confusion – particularly for visitors – and reduce overall travel speeds to reduce the likelihood of accidents. The plan suggests a one to two year trial period for the stop sign to evaluate its effectiveness.

- C-2. **Provide roadway, pedestrian, and landscaping improvements on Carter Street as a key access to Mashell Avenue and between Eatonville Middle School and Glacier Park.** The Town has obtained funding for improvements on this street. Install planting strips with street trees and pedestrian lighting with new sidewalks between Washington and Mashell Avenues. Install curb bulbs at the Washington and Mashell intersections for safety and key downtown gateway features. (See Figure 29.)

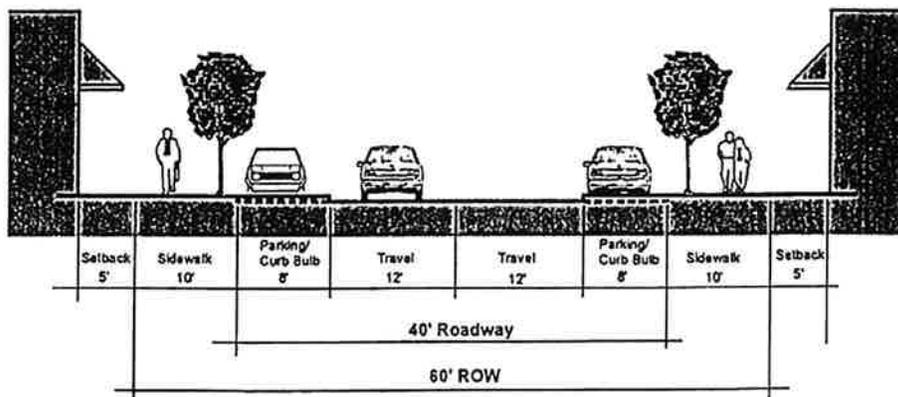


Figure 28. Design standards for Mashell Avenue road improvements and building setbacks.

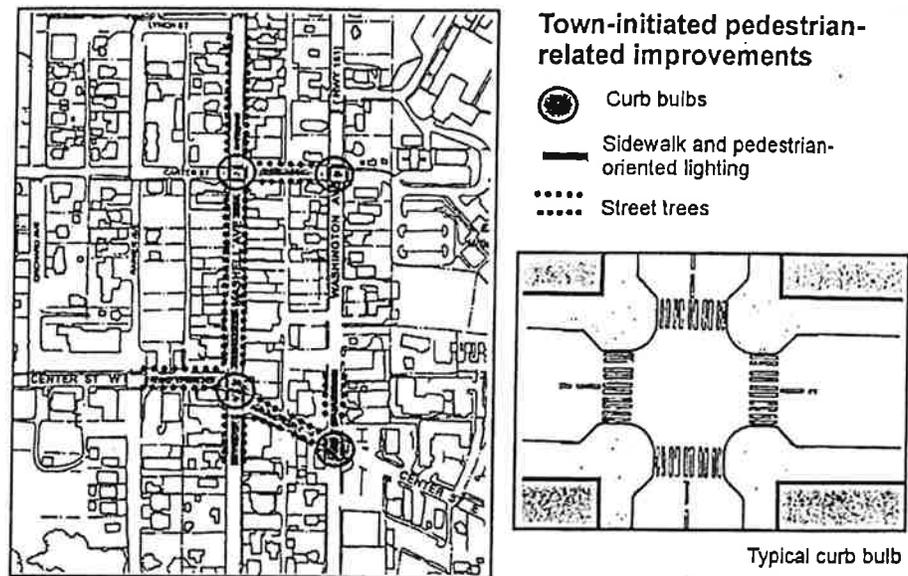


Figure 29. Town-initiated improvements and standards.

- C-3. Provide enhancements to Mashell Avenue in the downtown core to strengthen its role as Eatonville’s “main street.”** Provide sidewalk, crosswalk, landscaping, public art, and pedestrian-oriented lighting improvements. This is the community’s top overall public improvement – critical to the revitalization of downtown. Figures 26 and 28 provide details and images of proposed improvements.
- C-4. Install signage on Washington Avenue, north of Carter Street to promote “main street” uses and activities.** This is a relatively inexpensive, yet effective way to increase the visibility of Mashell Avenue. Coordinate with downtown merchants and the local arts community on specific needs and design.
- C-5. Provide parking improvements to improve residents access to downtown businesses. Specifically:**
- Create a parking management plan based on participation by all downtown business owners to improve existing and create new parking areas convenient to downtown businesses without diminishing the visual and pedestrian qualities of downtown.
 - Provide informative and attractive signage to identify parking areas.
- C-6. Install street trees on Center Street between Washington and Mashell Avenues.** As the most visible gateway into the historic downtown from the highway corridor, this stretch of Center Street is void of greenery or other pedestrian-oriented features that typically make a downtown’s entryway inviting. Street trees can be installed in conjunction with new development, if applicable, or as a publicly initiated improvement at a relatively low cost. (See Figure 31.)

- C-7. Install a traffic signal and pedestrian, landscaping, and art improvements at Washington Avenue/Center Street intersection to improve safety.** Heavy traffic during the summer tourist season creates a significant back up due to the existing stop sign at this intersection. A full traffic signal at this intersection will improve the flow of traffic here and alleviate some of the back up. As this is possibly the most visible intersection in town, curb bulbs with landscaping and public art at the intersection's four corners can dramatically improve the appearance of the area, improve pedestrian safety, and provide a more inviting gateway into the historic downtown.
- C-8. Provide road surface, curb, gutter, and sidewalk improvements on residential streets needing and/or lacking these improvements.** This is particularly important on many of the older streets in town, where road conditions have deteriorated and sidewalks are sometimes nonexistent. The Town should continue pursuing funding sources for these improvements and constantly refine the Six-Year Capital Improvement Plan for priority improvements.
- C-9. Create a mid-block pedestrian pathway from Rainier Avenue to Washington Avenue, between Carter and Center Streets to improve pedestrian circulation.** This is intended to improve pedestrian connectivity in the downtown area – particularly with long city-blocks. Ideally, this pathway would link the town plaza with Mashell, Washington, and Rainier Avenues and parking areas.
- C-10. Provide pedestrian and street tree improvements on Washington Avenue.** While the sidewalks along Washington Avenue are relatively new in many areas, developers should be required to install street trees and encouraged to widen sidewalks between Center and Carter Streets in conjunction with new development. The Town, however, should initiate improvements, including sidewalk widening, lighting, and street trees, on the +/- 200-foot stretch of road just north of Center Street. This is where the character of the street changes as buildings on both sides of the street are built up close to the sidewalk edge.
- C-11. Develop a train station in Eatonville to attract visitors from the proposed Tacoma to Mount Rainier's rail line.** Two optional locations exist. The preferred option is train station at the mill-site accessible by a rail spur. The second option is to build a station along the existing rail within town. Since the preferred option would likely require significant private investment and property acquisition, the Town should seek development that would build the spur and station. To preserve the long-term opportunity to develop the rail spur and station, Action LU-3 requires the implementation of a master plan for the mill-site that incorporates the historic railroad right-of-way as a pathway and open space. (See Action C-12.) Designate a representative to maintain contact with and a possible partnership with the Tacoma to Mount Rainier rail contacts.

Circulation Actions

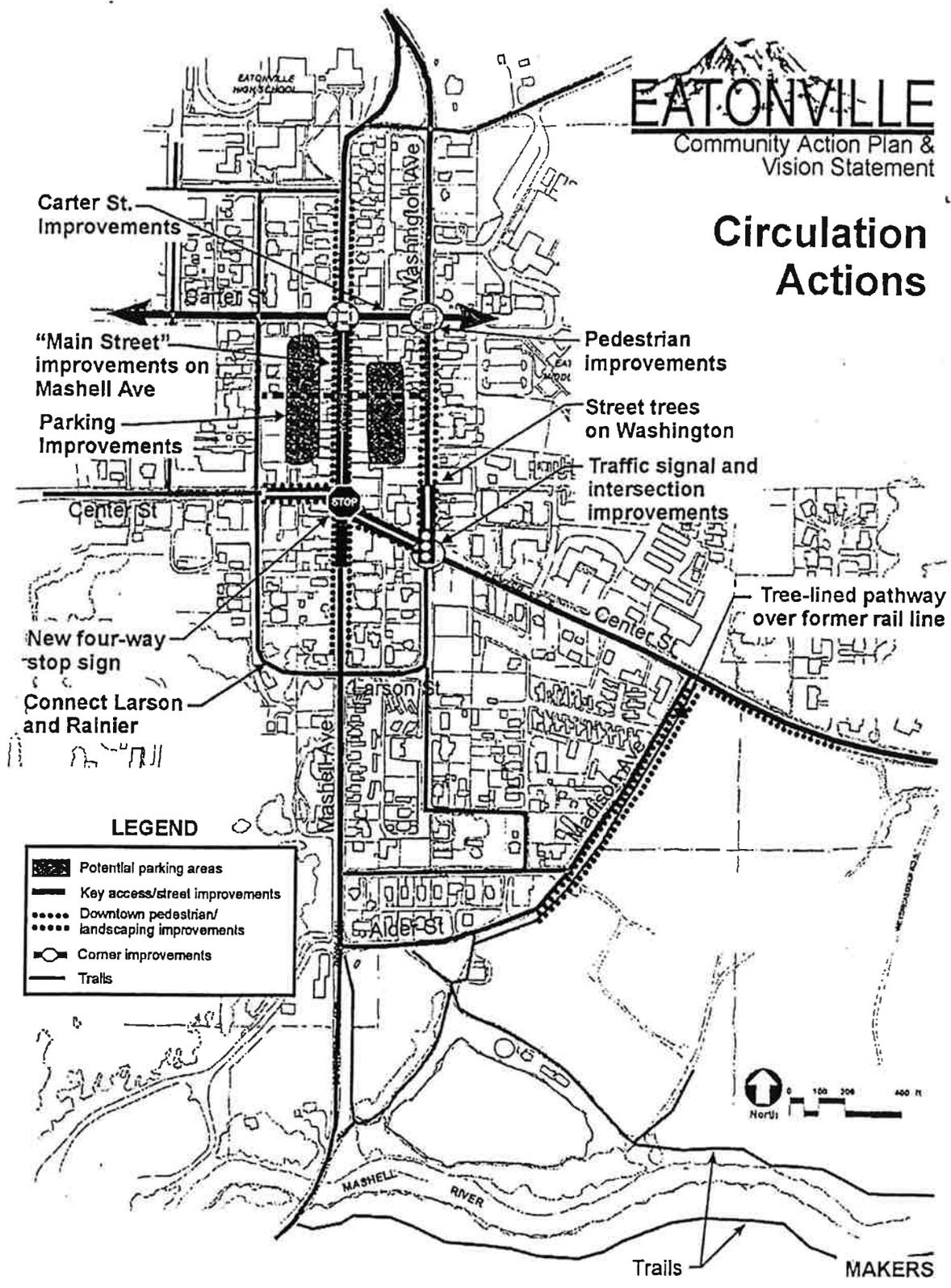


Figure 30. Proposed circulation actions.

- C-12. **Provide street, landscaping, and pedestrian improvements in the Madison Avenue/Alder Street corridor.** Action LU-3 requires a large portion of these improvements as part of the master plan for development of the mill-site. The Town should negotiate with developers for improvements along the entire length of the Madison/Alder corridor.
- C-13. **Develop a pathway and landscaped open space corridor along the historic rail line at the Mill Site.** This is required per the master plan for the mill-site's development.
- C-14. **Extend Larson Street westerly from Mashell Avenue to connect with Rainier Avenue to improve downtown circulation and connectivity.** Negotiate with property owners and developers for right-of-way acquisition and development.
- C-15. **Work with WSDOT and other appropriate agencies to make improvements to transportation corridors outside of town to promote efficient transportation routes.** This focuses on State Highway 161 and (to a lesser extent) State Highway 7, which are the primary routes from Eatonville to employment and service centers.

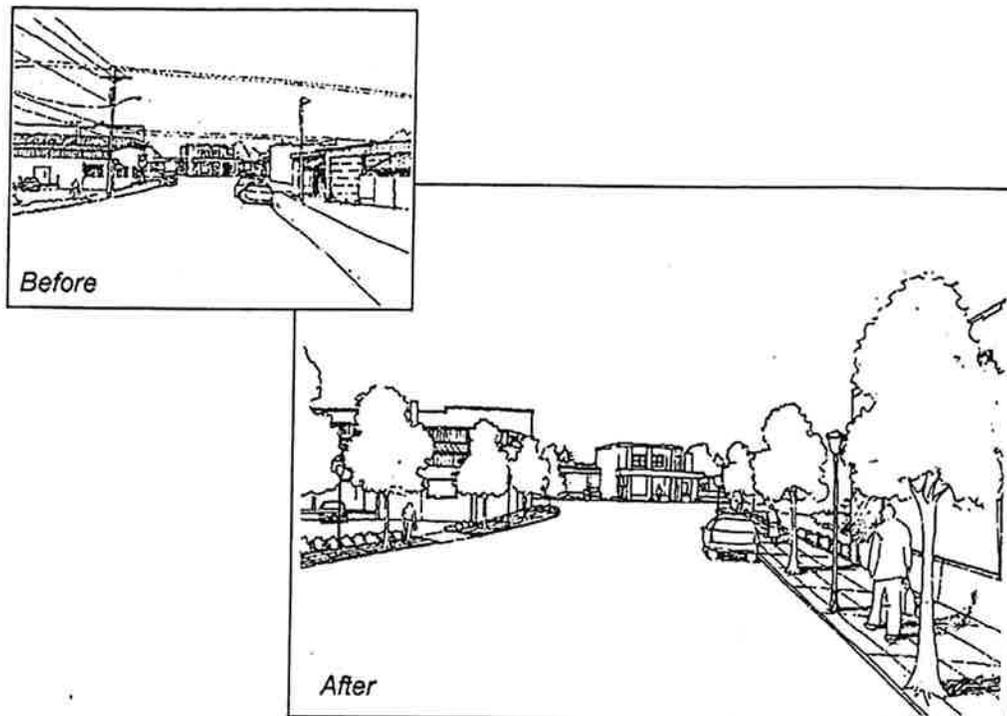


Figure 31. Center Street - looking west from Washington Avenue

C. Services, Amenities, and Employment

While Eatonville has experienced rapid growth over the last decade, available services, amenities, employment, and overall economic conditions have not kept pace with this growth. These issues, consequently, were very high community priorities. Particularly important to the community is the improvement of local medical services. With only one full time doctor working within town, residents often need to travel great distances for needed medical services. The community also seeks more restaurants, recreational activities, and job opportunities within Eatonville.

A combination of public and private actions are necessary to obtain these features. The Town can facilitate development several ways. Public oriented projects such as the “main street” improvements (*see Action C-3*) signify the public’s commitment to strengthening the community, thus attracting private investment. Through zoning activities (*see LU-4*), the Town can focus retail activities and promote desired senior housing opportunities or medical offices. Further, the town can coordinate with the Greater Eatonville Chamber of Commerce and other organizations to actively market these sites for desired development and uses.

Without the active participation of the private sector, however, obtaining the desired services and amenities will be very difficult. First, by upgrading their properties, business and property owners can encourage investment among their neighbors and help to create an improved image for Eatonville. Second, the organization and cooperation among the particular stakeholders is vital – particularly in devising a plan to attract additional medical services. Grassroots organization can be very effective in developing new services or local amenities, whether by attracting donations and funding or through volunteered labor.

Actions

SA-1. Establish a local committee to advocate expanded health services in Eatonville. The organization of local stakeholders is vital to actively attract these uses. The Town and/or the Greater Eatonville Chamber of Commerce can help to organize such a committee to include providers associated with the Rural Health Collaborative. Specific actions that the committee should pursue include:

- a) Create a family health and wellness center to provide a facility for medical services. This should be a family-oriented facility, with special medical services for the elderly, and possibly connected with a senior housing development. Potential funding sources and partners include the Department of Housing and Urban Development (HUD) grants for rural housing and economic development, Rural LISC (Local Initiative Support Corporation), ENTERPRISE Foundation and

Supportive Housing Association. To facilitate a HUD grant, the committee must work actively with HUD officials.

- b) Obtain a Rural Health License. This helps to subsidize the cost of health care services for uninsured residents. This is a Federal license, obtainable through the Washington State Department of Health.
- c) Obtain an Adult Day Health License. This would provide health and monitoring services for seniors. Adult Day Health licensure requires the services of a Registered Nurse and Occupational Therapist, a facility, and an Adult Day Health License accessed through Pierce County Aging and Long Term Care.
- d) Acquire technology, equipment, and facilities to attract medical intern services from regional universities. The committee should identify goals and resources needed for student placements and affiliation agreements with area community colleges and universities.
- e) Support parish nurse initiatives. This requires community support and likely someone in a parish that is a nurse and willing to volunteer services.

SA-2. Revise Eatonville's form of government from a "Town" to a "City." This change allows the local government with more flexibility to administer codes and the opportunity to form an Economic Development Authority. This change requires a public vote and City Council approval. Educating the public with facts on the advantages and disadvantages is essential.

SA-3. Develop an Eatonville Historical Museum. Continue existing efforts to develop the site around the historical T.C. Van Eaton Cabin near Mashell Avenue and Alder Street.



Figure 32. Focus the museum around the Van Eaton Cabin.

SA-4. Develop a skateboard park. The demand for additional youth activities is the result of Eatonville's rapid growth and a high concentration of youths. Possible locations for the facilities include Glacier View Park or the Eatonville Middle School.

- SA-5. Plan for and recruit new employment opportunities sufficient to support local residents.** Available sites, such as the mill-site, should be marketed for green industries to attract living-wage jobs. A combination of public and private investment into downtown and along the highway corridors (*see Circulation Actions*) is critical to attracting new business. Specific suggestions include:
- a) Attract “green” cottage industries. This includes small non-polluting industries, such as high-tech businesses that provide living wages and an increased tax base. Actions to help facilitate this include installing DSL telecommunication cable services, forming a small business assistance service, starting an incubator program, and marketing available properties.
 - b) Review and research possibilities for enhancing the area’s educational opportunities. These could include packages such as NW Trek and Tacoma Community College satellite/virtual classroom opportunities, as well as classes through Bates Technical College, Evergreen College, the University of Washington, and Washington State University. Other possibilities could include private non-profit educational resources such as North Cascades Institute.
 - c) Encourage the location of state and county agencies in Eatonville. Market the mill-site as a possible location.
- SA-6. Plan for and recruit restaurants and retails uses sufficient to serve local residents.** As with many rural communities, Eatonville residents commonly shop and dine elsewhere. Despite Eatonville’s rapid growth over the last decade, the town’s share of retail sales in Pierce County has declined. Like Action SA-3, a combination of marketing and public and private investment will be necessary to attract the desired businesses. Development regulations are another important factor. While regulations must be clear, predictable, and reasonable, they can work to attract desired uses and discourage inappropriate uses through zoning and design guidelines.
- SA-7. Establish activities and housing for seniors.** Action LU-4 encourages residential uses such as senior housing by focusing retail uses in the core rather than spreading them out in the greater downtown area. The Town should facilitate the organization of stakeholders to determine specific needs and prioritize activities.
- SA-8. Designate a representative to work closely with the National Park Service on their Gateway Communities Program.** The program’s main objective is to provide a basic description of federal funding and technical assistance programs to rural gateway communities such as Eatonville. The National Park Service has available funding for gateway communities to address issues such as growth, land use, tourism development, and the

economic shift from resources based communities to service/tourism based communities. Specific topics include:

- Community planning
- Conservation easements/land acquisition
- Cultural resource management
- Economic development,
- Environmental education,
- Infrastructure,
- Job training,
- Natural resource management
- Recreation, and
- Transportation

- SA-9. Establish a plan for overflow visitors parking such as the summer utilization of the Eatonville Middle School parking lot.** Coordinate with school officials to authorize use. Install signage to inform visitors of available parking.
- SA-10. Work with tourist bus operators to make consistent stops in Eatonville.** The Town and/or the Greater Eatonville Chamber of Commerce should spearhead these efforts to attract commercial activity downtown.
- SA-11. Promote Eatonville as a local artist community.** Where possible, utilize local artists for public art projects and displays. Encourage the involvement of the arts community in the mill-site's development and other significant development activities. Advertise Eatonville as an active artist community in community marketing materials.
- SA-12. Celebrate Eatonville's heritage through existing and new festivals and public events.** These events help to evoke a sense of community among town residents and depending on the size and nature of the event, can help to attract tourism and economic development.
- SA-13. Conduct an in-depth study of towns identified as having amenities and desires that track Eatonville's goals and plans for historic preservation.** Glean what those towns learned and identify possibilities to be incorporated locally. Examples of towns to contact could include "loop-towns" such as Roslyn/Cle Elem (Snoqualmie Pass), Lake Stevens/Snohomish/Monroe/Sultan (Stevens Pass), Morton/Packwood (White Pass), and Cascade Loop. Other towns include La Conner; Williams, AZ (located near the Grand Canyon and on I-40 – part of historic Route 66).
- SA-14. Conduct town clean-up events.** The Parents/Students in Action (PSIA) group currently leads once or twice-a-year clean-up events. These events are important, not only to enhance the appearance of the town, but to create a sense of pride and ownership of the participants in their community.

IV. Implementation

This action plan recommends an ambitious array of actions to achieve a broad spectrum of objectives. Without a clear strategy outlining priorities, schedules, funding, and participants, the community would be overwhelmed with the numerous and diverse tasks. This section outlines such an implementation strategy through which the community can focus its efforts in the most efficient manner.

Throughout the planning process, community participants have identified that they will need to transform from a resource-based economy into a multi-dimensional economic base that combines visitor and residential services and new, “green” businesses that take advantage of local resources. This kind of transformation requires fine and sustained incremental effort. In building a wood fire, one must first ignite tinder or kindling before throwing on the big logs. Similarly, redirecting a rural economy requires first taking small steps that take advantage of immediate assets and building towards attracting sustainable economic development.

For Eatonville, this means first helping visitors service businesses capturing a greater share of a growing market. Also, recruitment of new businesses and facilities to serve the town’s growing population should be increased. Thirdly, preparations such as development standards and infrastructure improvements for long term redevelopment (particularly the Mill-site) should be put in place. Of course, many of the recommendations will support more than one of these objectives. For example, the Carter Street improvements will not only help attract visitors, they will make conditions safer and more convenient for residents.

The implementation phasing diagram and the Plan Actions summary on the following pages indicate generalized time frames for each action. These are based on goal priorities, funding availability, and market timing. Near term projects have been divided into three phases. Phase I projects are those that should be accomplished immediately. Phase II projects are those that should be started within a year or so. Phase III projects should be planned in sufficient detail so that they may proceed when funding or favorable conditions arise – most likely in the 2005 to 2010 timeframe. Two additional categories of implementation include projects that involve ongoing efforts and projects that depend on private development activity. For each action, the Plan Actions summary indicates what activities can be started immediately to implement the plan. Refer to the “Implementation Strategy” column in the Plan Actions summary next to the word “NOW.”

The Plan Actions summary also identifies the principal participants for each action. It is important to note that several groups are called out in addition to the Town government. They include Pierce County, the Greater Eatonville Chamber of Commerce, the National Park Service, WSDOT, developers, business owners, the South Pierce County Historical Society and others. This distribution of tasks is necessary and desirable. Vital communities with strong economies depend on everyone playing their part. If the level of energy and participation shown by the community in this planning effort can be sustained, redevelopment efforts will certainly be successful.

A. Phasing of Proposed Actions

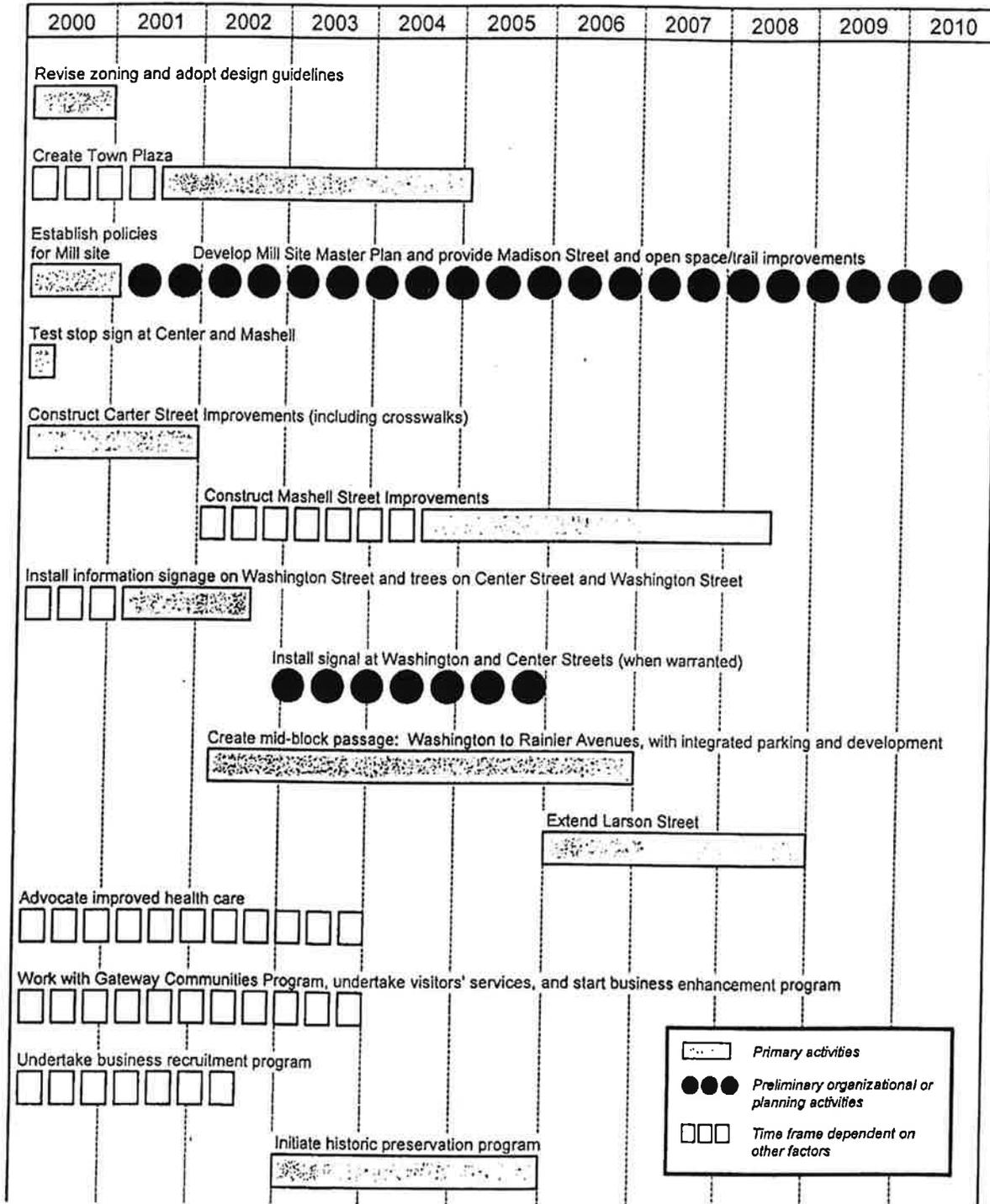


Figure 33. Suggested phasing of key plan actions.

B. Plan Actions

Action	Time Frame	Implementation Strategy
LAND USE AND TOWN CHARACTER ACTIONS		
LU-1. Support current Town, County, and State policies to preserve rural character of lands surrounding Eatonville's town limits.	Ongoing	NOW AND ONGOING: Town must continue to coordinate with County and State on Urban Growth Boundary issues and development activity in nearby unincorporated Pierce County.
LU-2. Create a town plaza.	2000-2005.	NOW: Town Council to adopt Plan. Town Council to select a Town Plaza Committee to lead the town plaza effort. The committee should consist of local residents knowledgeable of a variety of subjects applicable to the plaza's development. The committee shall work closely with the Town – involving the Public Works Director or his/her assignee in key meetings and/or updates. Once started, the committee should begin seeking funding sources including state and federal grants and donations for site acquisition and design costs. Local funding sources such as Local Improvement Districts (LID) and private or civic organization donations might be considered. The committee should examine potential locations and coordinate with property owners to search for opportunities. Potential non-local funding for technical assistance might include the Project Development Assistance through the Community Economic Assistance Center of the State of Washington Economic Development Division. PHASE 2: Town to acquire plaza site per committee's oversight. Town and committee to co-lead design phase – providing for an effective public participation process. Town to construct plaza.
LU-3. Rezone the Mill-Site as a Master Planned Development Zone and prepare a Master Plan for the Mill Site's development.	2000-2001 for rezone. Master Plan is development driven.	NOW: Town Council to adopt Plan. Public Works Director or his/her assignee to prepare ordinance establishing the Master Planned Development Zone as a new zoning district in Eatonville's Municipal Code. Town Council to adopt new zoning district and requirement for Master Plan. ONGOING: Chamber of Commerce should market site for desirable uses consistent with plan. DEVELOPMENT: The Developer shall prepare a Master Plan in conjunction with proposed development activity on the Mill Site. The Master Plan shall incorporate adopted Plan policies regarding site development features.
LU-4. Create the Downtown Mixed-Use Zoning District (C-3) and revise the zoning on various properties to C-3.	2000-2001.	NOW: Town Council to adopt Plan. Public Works Director or his/her assignee to draft ordinance creating new zoning district and revising zoning on subject properties. Town Council to adopt zoning district and zone changes.

Action	Time Frame	Implementation Strategy
LU-5. Develop and adopt an update to the 1995 Park Master Plan.	2001-2003.	NOW: Town Council to adopt Plan. PHASE 2: Town to consider funding Park Master Plan out of 2001 General Operating Budget. Town to hire consultant to assist in preparation of plan, including public involvement process. Town Council to adopt Park Master Plan.
LU-6. Provide measures to encourage historic preservation.	Ongoing.	NOW: Town Council to adopt plan, proposed zoning, and design guidelines. NOW AND ONGOING: South Pierce County Historical Society to complete inventory of historic resources and provide ongoing historic preservation efforts based on complete inventory.
LU-7. Adopt design guidelines.	Immediate.	NOW: Town Council to adopt design guidelines immediately.
LU-8. Require a pre-application meeting between developers and the Public Works Director for new development.	Immediate.	NOW: Public Works Director to prepare ordinance requiring meeting. Town Council to adopt immediately.
LU-9 Encourage residential development within town.	Ongoing.	NOW AND ONGOING: Town to continually review the zoning regulations and the development review process to ensure that they encourage new residential development consistent with the vision of this Plan.
CIRCULATION AND STREET DESIGN ACTIONS		
C-1. Install a four-way stop sign at the Mashell Avenue/ Center Street intersection.	2000.	NOW: Town Public Works Department to install stop sign immediately – Town funding available.
C-2. Provide improvements on Carter Street.	2000-2005.	NOW: Town has been awarded a \$110,000 Community Development Block Grant (CDBG) for sidewalk improvements. PHASE 1: Town to construct improvements. Where possible, Town Public Works Director should integrate Plan guidelines for Carter Street improvements into the project. PHASE 2: Town to complete proposed improvements not covered in Phase 1. Potential funding sources include the State of Washington Community Economic Revitalization Board (CERB) if job creation and retention can be demonstrated. Low interest Public Works Trust Fund (PWTF) loan resources can also be used for street improvement, particularly focused on rehabilitation and reconstruction

Action	Time Frame	Implementation Strategy
C-3. Provide "main street" improvements on Mashell Ave.	2003-2010	<p>NOW: Town Council to adopt Plan.</p> <p>PHASE 2: Town Plaza Committee to explore "main street" options and improvement concepts in conjunction with plaza development. Where funding is available at time of plaza construction, complete improvements.</p> <p>PHASE 3: Town to complete improvements. Potential sources include CDBG grants, TEA-21, and the National Park Service's Gateway Communities program. Local sources can include Local Improvement District (LID) and Parking and Business Improvement Area (PBIA) funding. Another option is to dedicate a portion of the "tax increment" expected to be generated to the town from added property value or retail sales activity. Town should actively involve business community, residents, and local artists in the design phase. Where the completion of the project is not feasible in one phase, the Town should focus on the Carter Street to Center Street stretch first, followed by the remaining areas in a following phase.</p>
C-4. Provide downtown informational signage on Washington Ave.	2000-2001	<p>NOW: Town adopt Plan.</p> <p>NOW OR PHASE 2: Chamber of Commerce to lead activities to identify specific site, design, and funding for signage. Implementation will require coordinate between Town, Chamber, and downtown merchants. Funding sources are most likely community-based, including donated funds, town general fund as well as LID and PBIA resources.</p>
C-5. Improve downtown parking.	Ongoing	<p>NOW: Town Council to adopt Plan. Chamber of Commerce to lead effort to organize merchants to identify problems, opportunities, and solutions.</p> <p>ONGOING: The Chamber of Commerce and merchants to periodically assess downtown parking situation, organizing meetings, identifying actions, coordinating with Town, when necessary.</p>
C-6. Install street trees on Center Street between Washington and Mashell Avenues	2000-2001	<p>NOW: Town Council to adopt Plan. Town to install street trees within existing or 2001 Town budget. An optional funding source includes Urban Forestry Grants.</p>
C-7. Install a traffic signal at the Washington/Center intersection.	2005-2010	<p>NOW: Town Council to adopt Plan.</p> <p>DEVELOPMENT MITIGATION: As an identified project mitigation measure, Developers of the Park Junction resort development near Elbe are required to install a traffic signal three years after the completion of the project. The Town shall maintain coordination with appropriate authority to ensure that improvements are installed per the requirement.</p> <p>PHASE 3: If implementation per the Park Junction development falls through, the Town should install improvements. Potential funding sources include TIB and TEA-21 funds for traffic signal.</p>

Action	Time Frame	Implementation Strategy
C-8. Improve residential streets.	Ongoing	NOW AND ONGOING: The Public Works Director or his/her assignee shall continue to prioritize residential streets within the Town's Transportation Improvement Program. The Town should continue seeking outside funding sources, including CDBG grants, Washington State Transportation Improvement Board (TIB) funding, PWTF, and Washington State's Small Cities Street Maintenance Grants.
C-9. Create a midblock pedestrian pathway from Rainier Ave to Washington Ave. downtown.	2001-2005	NOW: Town Council to adopt Plan. PHASE 2: Incorporate pathway efforts with Town Plaza Committee efforts. DEVELOPMENT: Negotiate improvements with developers in area immediate to proposed plaza site.
C-10. Provide sidewalk and landscaping improvements on Washington Ave.	2002-2005 Dependant on development activity.	NOW: Town Council to adopt Plan. PHASE 3: Town to construct improvements for southerly section, including the Center Street intersection . Potential funding sources include: CDBG, TEA-21, and Gateway Communities funds together with local sources including LID, PBIA and local general fund matching. DEVELOPMENT: Town to require street tree installation by developer in conjunction with development activity.
C-11. Encourage "train to mountain" efforts. Explore depot opportunities.	Ongoing.	NOW: Town to designate a representative to work closely with Tacoma Rail on "train to mountain" efforts. ONGOING: Chamber of Commerce to market mill-site property for development seeking rail connection. TRAIN TO MOUNTAIN OPERATION: The Chamber of Commerce to explore depot opportunities in the Eatonville area. Funding could be provided from a combination of public and private sources in conjunction with Tacoma Rail plans. Potential eligibility for TEA-21 enhancement funds might also be considered. DEVELOPMENT: Developer to implement Town approved Mill-Site master plan, which calls to preserve rail corridor as a pathway (see C-12).
C-12. Provide improvements in the Madison/Alder corridor.	Depends on mill-site development activity.	NOW: Town to adopt Plan. DEVELOPMENT: Town to partner with Mill-Site Developers on improvements that are required as part of for Mill-Site master plan. Potential funding sources for Town portion of Madison/Alder improvements include federal, state and local sources as noted for other street improvement projects.
C-13. Develop a pathway/ open space corridor on the historic rail line at the Mill Site.	Depends on mill-site development activity.	NOW: Town to adopt Plan. DEVELOPMENT: Town to partner with Mill-Site Developers to install pathway/open space corridor in conjunction with Mill-Site development. A potential funding source for the Town portion of pathway/open space corridor improvements include the State of Washington Interagency Committee for Outdoor Recreation. A potential local funding source would be a parks impact fee.

Action	Time Frame	Implementation Strategy
C-14. Extend Larson St. westerly from Mashell Ave to connect with Rainier Ave.	2005-2010.	NOW: Town to adopt Plan. PHASE 3: Town acquire applicable property and construct improvements. Town to seek TIB funds for construction and negotiate with property owners for property acquisition.
C-15. Work with WSDOT and other appropriate agencies to improve transportation corridors that provide access to employment centers and services for Eatonville residents.	Ongoing.	NOW AND ONGOING: Town to coordinate with WSDOT and other appropriate agencies to encourage the improvement of highway corridors providing access to Eatonville (including Highways 161 and 7).
SERVICE AND AMENITIES ACTIONS		
SA-1. Establish a local committee to advocate expanded health services in Eatonville	Establish immediately.	NOW AND ONGOING: Chamber of Commerce to lead efforts to form committee.
SA-2. Revise Eatonville's form of government from a "Town" to a "City."	2001-2002	NOW: Town to adopt Plan. Chamber of Commerce and Town to partner in introducing effort and educating community on benefits. Measure requires Town Council approval and voter approval.
SA-3. Develop an Eatonville Historical Museum and preserve the Van Eaton cabin at its present location.	2000-2010.	NOW AND ONGOING: South Pierce County Historical Society to continue to seek in-kind donations, gifts, and grants for museum's development. Potential outside resources include the state of Washington Office of Archaeology and Historic Preservation (OAHP) and Community Economic Assistance Center of the Economic Development Division for technical assistance. Federal investment tax credits may be available for historic structures, as well as special tax valuation for properties on a national, state or Pierce County register of historic places. Capital funding may be available through the TEA-21 enhancements for important heritage projects that relate to transportation.
SA-4. Develop a skateboard park.	2000-2001.	NOW AND ONGOING: Town to adopt Plan. Parents/Students in Action (PSIA) and the Chamber of Commerce to co-lead efforts to develop skateboard park. Potential funding sources include local contributions (funding and labor), town general fund, and impact fees. Potential sites include Glacier View Park or Eatonville Middle School.
SA-5. Attract new employment opportunities sufficient to support local residents.	Ongoing.	NOW AND ONGOING: Chamber of Commerce to recruit clean industries, educational facilities, and governmental facilities in Eatonville.

Action	Time Frame	Implementation Strategy
SA-6. Attract restaurants and retails uses sufficient to serve local residents.	Ongoing.	NOW AND ONGOING: Chamber of Commerce to continue business recruitment activities.
SA-7. Provide activities and housing for seniors.	Ongoing.	NOW: Town to adopt Plan and C-3 zoning as recommended in Plan. ONGOING: Eatonville Family Agency to lead efforts to recruit or develop senior housing opportunities.
SA-8. Continue to work closely with the National Park Service (NPS) on their Gateway Communities Program.	Ongoing.	NOW: The Chamber of Commerce and the Town should designate a representative to coordinate with the NPS. ONGOING: The representative should maintain ongoing coordination with the NPS.
SA-9. Use the Eatonville Middle School Parking lot for overflow visitors parking during the summer tourist season.	2000-2001	NOW: The Eatonville School District has agreed to the use of the parking lot for visitor use. The Town has ordered signs for installation. ONGOING: Maintain use.
SA-10. Work with tourist bus operators to make consistent stops in Eatonville.	2000-	NOW AND ONGOING: The Chamber of Commerce and the South Pierce County Historical Society to lead coordination efforts with tour bus operators.
SA-11. Promote Eatonville as a local artist community.	2000-	NOW AND ONGOING: The Chamber of Commerce to lead efforts to organize an "Artists Collaborative" consisting of local artists to promote and provide for public art in Eatonville.
SA-12. Celebrate Eatonville's heritage through existing and new festivals and public events.	2000-	NOW AND ONGOING: The Chamber of Commerce to designate an individual or group to lead event coordination efforts and activities.
SA-13. Conduct an in-depth study of towns identified as having amenities and desires that track Eatonville's goals and plans for historic preservation.	2001-2002	NOW: Town to adopt Plan. ONGOING: Chamber of Commerce and Town to seek opportunities to hire an individual or group to complete study and spearhead Plan actions. PHASE 3: Chamber of Commerce to seek funding for study and gather an ongoing list of good examples.
SA-14. Conduct town clean-up events.	Ongoing.	NOW AND ONGOING: PSIA to continue town clean-up efforts and investigate new clean-up events and activities.

Eatonville Market Assessment

Prepared for:

**Makers Architecture + Urban Design
and
Town of Eatonville**

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June, 2000

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I. INTRODUCTION

The City of Eatonville is involved in a process to prepare a community action plan, vision statement and design standards. This market assessment has been compiled to serve as background information for the planning process.

The market assessment report has been researched and compiled by the economic and development consulting firm E.D. Hovee & Company on behalf of Makers Architecture and the City of Eatonville. This report incorporates comments received in response to a prior preliminary draft assessment.

The market assessment begins with a listing of suggested short-term and long-term activities, followed by those that could be undertaken on behalf of mill site development. These lists of potential activities are followed by an assessment of Eatonville-area indicators including:

Population
Age of Population
Employment
Unemployment
Incomes
Housing
Retail Sales & Leakage
Travel Spending
Traffic Volumes
Implications for Community & Economic Development

Throughout this report, data has been included from towns with characteristics similar to Eatonville. Characteristics considered are: rural setting, location near a large urban center, population and proximity to Eatonville. Towns considered include Enumclaw (located in both Pierce and King Counties), and Darrington and Granite Falls (located in Snohomish County).

The market assessment draws from readily available published and relatively current data from a variety of well-known sources – including the State of Washington Office of Financial Management, Employment Security Department and private data firms.

II. SUMMARY AND RECOMMENDATIONS

Residents are fortunate to have a cohesive and caring group working to enhance Eatonville's livability for future development and economic growth. Along with its committed residents, Eatonville's features include: its rich history, obvious connection with preserving natural resources and a rural life-style, proximity to Mount Rainier National Park, and its great potential for planned growth.

Along with the continued pursuit of architectural planning and development, recommendations are provided within three categories. These include activities that can be undertaken in the short-term, those that may require a longer-term period to come to fruition, and those associated with mill site development.

A. SHORT-TERM, IMMEDIATE ACTIVITIES

These activities can be undertaken in the more immediate future, many by volunteer community members.

- Select a few simple, low-cost activities that show visible results from this planning effort. These could include:
 - √ Install flowers, either planted or in boxes.
 - √ Develop parking agreements with downtown businesses to assure *stop and shop* convenience for visitors.
 - √ Develop/enhance a downtown/historic sites walking guide
 - √ Establish joint relationships with area and regional promotions/advertising entities and sites of interest.
 - √ Develop positive incentives/rewards for businesses and individuals regularly participating in the activities outlined above.
- Review all previous survey, economic, historical and planning documents to track progress, identify accomplishments, compare and modify action steps as current needs evolve.¹
- Establish a plan to gather local demographic and economic data to address leakage of retail sales and identify latent services and gaps in existing services not provided locally. Determine the geographic origins of new residents, the reasons for their selection of Eatonville, and their desired additional/new services or activities. Answers to these questions could be obtained by survey, personal interviews, and/or mailed questionnaires.
- Review local ordinances and taxes so that desirable startup, home occupations, green cottage industries and foot-loose ventures can be easily/readily established.
- Research typical features, amenities and services desired/required by these businesses and review/match local offerings. Desired and/or needed services might include infrastructure, Internet access and capabilities, schools and professional services.
- Using information gathered by these surveys, establish a recruiting process targeting the specific professionals and services noted as insufficient or lacking. These categories might include healthcare, legal, and professional services. Focus on businesses for which

there is an identified market gap – i.e., those not in direct competition with existing businesses.

- Develop a short-term plan to recapture existing sales leakage and a longer-term process to keep up with population growth and accompanying increased demand for services and taxable goods.
- Research and implement improvements/upgrades to the local park for campers, anglers and day visitors, with particular attention paid to the feasibility of expanded RV facilities.

B. LONG-TERM IN-DEPTH PROJECTS AND ACTIVITIES

These projects may require a longer-term, more sustained planning and development effort.

- Determine Eatonville’s ultimate goals for tourism and economic growth and development – building into a destination location as well as serving the pass-through traffic on its way to other activities. Develop a 20-year implementation plan for this development.
- Research and establish a method to review traffic volumes and count differences between weekday and weekend visitors. Develop an easy, non-imposing method of querying visitors to learn their place of origin, their needs, and what types of services/activities interest them. The Chamber of Commerce may be able to undertake this research and survey.
- Conduct an in-depth study of towns identified as having amenities and desires that *track* Eatonville’s goals and plans for historic preservation. Glean what those towns learned and identify possibilities to be incorporated locally. Examples of towns to contact could include “loop-towns” such as Roslyn/Cle Elem (Snoqualmie Pass), Lake Stevens/Snohomish/Monroe/Sultan (Stevens Pass), Morton/Packwood (White Pass), and Cascade Loop. Other towns include La Conner; Williams, AZ (located near the Grand Canyon and on I-40 – part of historic Route 66).
- Designate representative/s to maintain contact and possible partnerships with the Train to the Mountain, Mt. Rainier, Elbe/Ashford, White Pass and “loop-town” developments involved in eco-tourism in order to take advantage of larger-scale regional tourism and transportation developments.
- Review and research possibilities for enhancing the area’s educational opportunities. These could include packages such as NW Trek and Tacoma Community College satellite/virtual classroom opportunities, as well as classes through Bates Technical College, Evergreen College, the University of Washington, and Washington State University. Other possibilities could include private non-profit educational resources such as North Cascades Institute.
- Review the local form of government (town vs. city) to determine the most beneficial and efficient method of bringing desired economic growth to the area.
- As data gathered by the 2000 Census becomes available, review changes in the age of Eatonville’s population. Review the changing needs indicated by these findings and compare locally-offered services. Items for review could include local recreational resources, parks, needs of an aging population, and services to retirees.

C. MILL SITE

Outlined below are activities associated with mill site development.

- Establish a planning group building on the work initiated by this project. Include members of this visioning committee, local leaders, mill site owner/developer representatives, and an outside facilitator and others as may be helpful.
- Review current zoning and restrictions (if any) for the mill site and adjacent properties. Establish an acceptable multi-use designation for the property that 1) meets with long-term community goals and 2) addresses service needs and gaps identified by the surveys/research conducted as part of short-term activities. Revise zoning to fit master plan.
- Conduct more in-depth feasibility analyses for the development of different sectors (commercial, retail, manufacturing, residential) for this site and their potential effects on existing downtown businesses. Additional sector detail is described in the following *Eatonville Mill Reuse Evaluation Matrix* chart.

Figure 1. Eatonville Mill Reuse Evaluation Matrix

Use Considered	Features	Potential Advantages	Potential Disadvantages	Other Considerations
Light Industrial	Possible industrial subdivision for multiple small-medium employers	<ul style="list-style-type: none"> Family wage jobs Consistent with existing zoning (for portion of site) 	<ul style="list-style-type: none"> Limited local labor force Slow market demand Potential environmental / aesthetic issues 	Requires developer with capital and marketing expertise. May be suitable for state CERB infrastructure funding.
Commercial Retail / Office	Could be developed for multi-tenant commercial development	<ul style="list-style-type: none"> Highway location & visibility Likely supports greatest land value with reuse Opportunity to reduce retail sales leakage Space for local professional office tenants 	<ul style="list-style-type: none"> Competition to downtown retail Need for property rezoning Strip development image? 	Focus development on retail / services currently under-represented in Eatonville.
Multi-Family	Development of affordable to market rate apartment, townhouse and/or condo units.	<ul style="list-style-type: none"> Consistent with existing zoning (for portion of site) Serves on-going demand for housing, particularly affordable units Site large enough to accommodate a mix of housing product types or phased development 	<ul style="list-style-type: none"> Less tax benefit than is possible with industrial / commercial reuse Multi-family market less certain than single family Potential aesthetic issues at high visibility location 	Develop pursuant to a master plan with design controls to assure consistency with community vision.
Public Park	Creation of park with both active and passive recreation spaces	<ul style="list-style-type: none"> Highly visible site Creation of significant community amenity Large enough for multiple recreation venues Potential to draw visitor as well as local interest 	<ul style="list-style-type: none"> Likely supports lowest land value for reuse Requires significant expense for land purchase and park development 	Planning should be based on assessment of existing parks facilities and unmet recreation needs that might be served at this location.
Heritage Tourism	Regional tourism attractor (public, non-profit or private)	<ul style="list-style-type: none"> On major travel route through Eatonville In close proximity to downtown commercial district 	<ul style="list-style-type: none"> Site larger than needed for most tourism uses On-going funding support typically required for public/non-profit attractions 	Requires assessment of regional tourism facilities, unmet needs and identification of facility market niche.
Mixed Use	Combination of some mix of above or other uses	<ul style="list-style-type: none"> Site large enough to accommodate multiple uses More rapid build out than with single use Opportunity for more interesting / livable community 	<ul style="list-style-type: none"> Increased development complexity Likely need for rezoning & infrastructure investment 	Suggested is a master plan allowing for multi-phase development and flexibility for amendment as market conditions change over time.

Source: E.D. Hovee & Company, May 2000.

III. MARKET ASSESSMENT

This assessment summarizes characteristics of the Eatonville area, including population and population change, age distribution, employment, income, home ownership, retail sales and leakage, and travel and traffic data.

POPULATION

As of 1999, Eatonville had an estimated 1,915 residents. Over the last ten years, Eatonville's growth rate has exceeded those of both Pierce County and the State of Washington, with the pace of growth accelerating in the second half of the decade (to over 4% per year).

Figure 2. Population Changes (1990-1999)

	1990	1995	1998	1999	Avg Ann Change (1995-1999)	Avg Ann Change (1990-1999)
Eatonville	1,374	1,610	1,905	1,915	4.43%	3.76%
Pierce County	586,203	660,200	686,800	700,000	1.47%	1.99%
Washington State	4,866,693	5,429,900	5,685,300	5,757,400	1.48%	1.88%

Source: State of Washington Office of Financial Management.

While Eatonville has experienced rapid growth in recent years, the local population still represents a relatively small share (0.27%) of Pierce County's 700,000 residents. A key question for the future is whether communities at the exurban fringe of a Metro area will experience an increasing share of their county's population growth. Other Puget Sound region communities for which the experience of Eatonville is compared are Enumclaw, Darrington, and Granite Falls.

Information about population changes in Eatonville and the other profiled rural towns, counties, and the State of Washington since 1990 follows. Consistent increases in population are noted for all jurisdictions.

Figure 3. Population Changes of Comparable Towns (1990-1999)

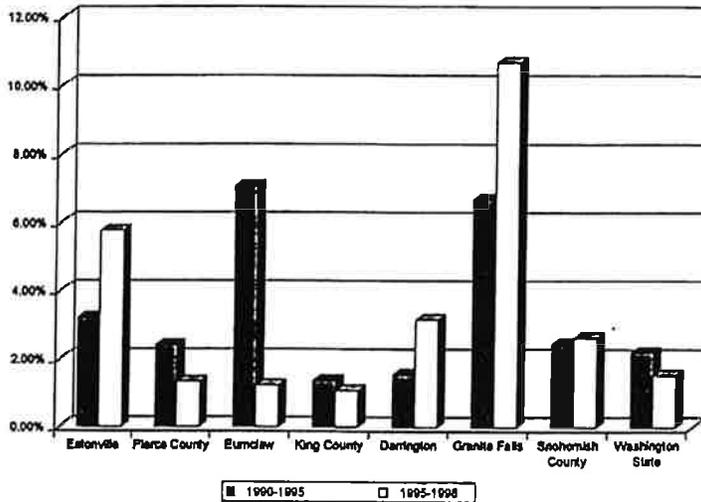
Jurisdiction	1990	1995	1998	1999	Average Annual Increase (1995- 1999)	Average Annual Increase (1990- 1999)
Eatonville	1,374	1,610	1,905	1,915	4.43%	3.76%
Pierce County	586,203	660,200	686,800	700,000	1.47%	1.99%
Enumclaw	7,227	10,170	10,550	10,740	1.37%	4.50%
King County	1,507,305	1,613,600	1,665,800	1,677,000	0.97%	1.20%
Darrington	1,042	1,125	1,235	1,245	2.57%	2.00%
Granite Falls	1,060	1,465	1,985	2,010	8.23%	7.37%
Snohomish County	465,628	525,600	568,100	583,300	2.64%	2.54%
Washington	4,866,693	5,429,900	5,685,300	5,757,400	1.48%	1.88%

Source: State of Washington Office of Financial Management.

Average annual growth rates reveal how different areas were affected by population change. Eatonville grew at a more rapid rate in the latter half of the 1990s while Enumclaw's growth

spurt occurred somewhat earlier — between 1990 and 1995. Granite Falls shows significant growth rates consistently through the 1990s.

Figure 4. Average Annual Growth Rates (1990-1998)



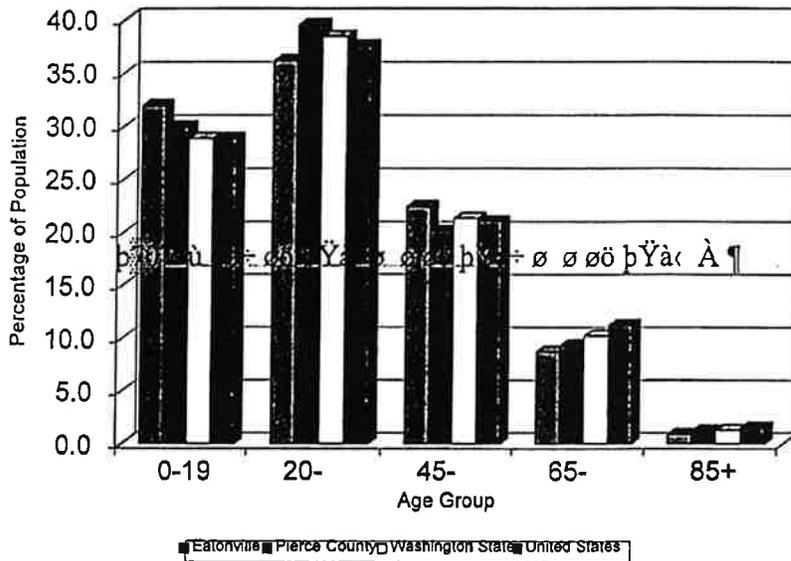
Source: State of Washington Office of Financial Management.

The experience of other profiled rural Puget Sound communities suggests that Eatonville is likely to continue to experience growth at a rate well above the county's for the foreseeable future. Whether the pace of growth becomes as rapid as that experienced by Enumclaw and Granite Falls, or falls to a more modest rate comparable to that experienced by Darrington, may depend on a variety of factors including market demand and local public policy choices.

AGE OF POPULATION

In addition to numbers of people, it also is useful to compare the distribution of the population base – by age of residents. Age distribution of population is reported by CACI, a private international information technology products and services company. CACI reports socioeconomic data by zip code for the entire United States. Various comparisons have been reviewed using Eatonville area data and other similarly-sized rural towns.² It is noted that these figures are estimates based upon 1990 census data and may not reflect actual current status. Census 2000 data will be available by 2002-2003 and should be incorporated when completed.

Figure 5. Eatonville Age Distribution (1998)



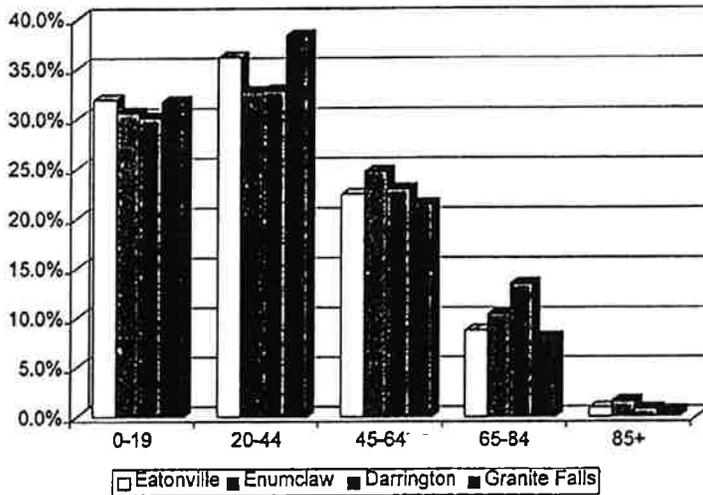
Note: Eatonville data is by zip code.
 Source: CACI.³

Eatonville appears to show a higher concentration of 0-19 year olds than do Pierce County, the State of Washington and the United States. Eatonville also has a relatively large population of adults ages 45-64. The community is underrepresented with younger adults ages 20-44 and with those age 65 and over.

Information regarding Eatonville school enrollment changes is of interest as a comparison to the above estimates of age distribution. Pierce County Department of Community Services reports that the Eatonville School District's Superintendent of Public Instruction shows a 33.3% October enrollment increase (533 students) from 1990 to 1999. At the same time, the Washington State Office of Financial Management reports a population increase in Eatonville of 541, or 39.4%, during the same period. This indicates that while there has been significant growth in the number of children, increases have been even greater for the adult population.

The distribution of age for Eatonville appears reasonably similar to the other comparison towns profiled. Differences noted include Granite Falls' evident attraction for more young adults, while Enumclaw and Darrington have higher proportions of adults age 45 and over.

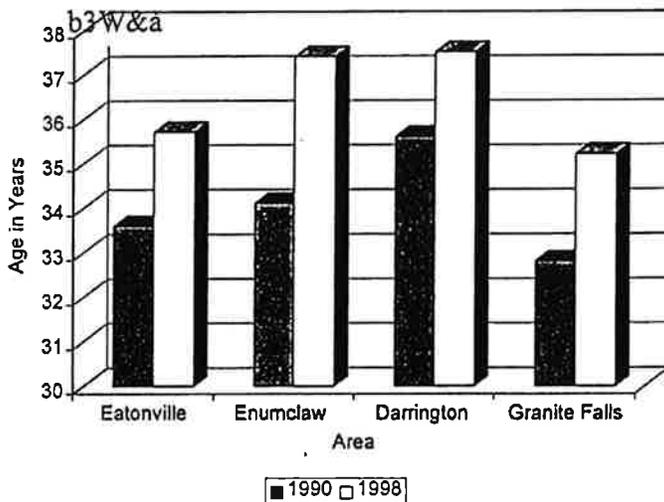
Figure 6. Age Distribution by Zip Code (1998)



Source: CACI.

For all profiled communities, the population’s median age increased during the decade of the 1990s – generally by about two years. This reflects the aging of the large *baby boom* population (born from 1946-1964), with comparatively fewer people in preceding and succeeding generations.

Figure 7. Median Age (1998)



Note: Data is reported by zip code.
Source: CACI.

EMPLOYMENT

Employment information is available for jobs covered by unemployment insurance (excluding, for example, some sole proprietors). Data from Washington’s Employment Security Department

is provided by the department for two combined zip codes (Eatonville 98328 and LaGrande 98348) rather than for the geographic area encompassed by Eatonville's city limits.

As of 1998, the Eatonville area reported 226 firms employing 1,123 persons at an average annual wage of just over \$21,200. Between 1995 and 1998, average wage per worker increased by less than 1%. The typical Eatonville firm has fewer than 5 employees.

Figure 8. Eatonville Area Employment & Payroll (1998)

	# of Firms	# of Jobs	Average Annual Wage	% Change in Wages Since 1995 Adjusted for Inflation		
				Eatonville	Pierce Co	WA State
Agriculture/Forest Products/Fisheries	5	7	\$13,412	-13.30%	-6.51%	-2.78%
Mining	*	*	*	*	-4.31%	-5.44%
Construction	57	155	\$24,958	4.51%	3.03%	3.25%
Manufacturing	17	121	\$25,557	-14.91%	6.23%	2.03%
TCPU	14	66	\$32,963	-5.66%	0.09%	4.53%
Wholesale Trade	*	*	*	*	1.40%	6.98%
Retail Trade	35	238	\$12,753	-5.06%	-0.28%	4.18%
FIRE	*	*	*	*	9.06%	14.51%
Services	71	203	\$13,342	5.73%	-4.92%	25.62%
Government	9	250	\$27,617	*	1.72%	-0.65%
Total	226	1,123	\$21,217	2.48%	0.73%	8.97%

Notes: * Indicates data hidden to avoid disclosure of small or single employers. TCPU is an abbreviation for transportation, communications and public utilities. FIRE denotes finance, insurance and real estate. Data is for combined zip codes 98328 and 98348. Changes in wages are inflation-adjusted.

Source: Washington State Employment Security Department.

Government is the single largest employment sector in Eatonville and accounts for 22% of the community's employment base. Other major sectors (with more than 200 employees each) are retail trade and services.

At just over \$21,200, the average annual wage in Eatonville is only 86% of the Pierce County average wage of \$24,677.

Wages are highest for transportation, communications and public utilities (at just under \$33,000), followed by government and then manufacturing.

Between 1995 and 1998, the Eatonville area appears to have kept up with inflation overall with a positive 2.5% increase. Sectors showing strong wage growth include construction and services.

Agriculture/forestry and manufacturing have not kept up with inflation with both sectors experiencing wage losses in the range of 13-15%. Inflation-adjusted wages have also decreased in the TCPU and retail trade sectors.

Though it appears that the Eatonville area is doing somewhat better than Pierce County as a whole, the State of Washington shows a much stronger overall increase in inflation-adjusted wages of nearly 9%.

Several aspects of covered employment have been reviewed with the following results noted. In 1995, Eatonville accounted for 0.24% of Pierce County's population, but by 1998 Eatonville's population had climbed to 0.28% of the county's total. In comparison, Eatonville represented 0.32% of the county's covered employment base in 1995 and 0.49% in 1998.

Figure 9. Eatonville Covered Employment and Percentage of County, 1998

	Eatonville		Pierce County		Percent of County	
	1995	1998	1995	1998	1995	1998
Agriculture/Forest Products/Fisheries	18	7	2,922	2,987	0.62%	0.23%
Mining	*	*	204	166	N/A	N/A
Construction	111	155	11,289	12,533	0.98%	1.24%
Manufacturing	95	121	21,625	25,016	0.44%	0.48%
TCPU	49	66	9,429	8,336	0.52%	0.79%
Wholesale Trade	*	*	11,052	11,551	N/A	N/A
Retail Trade	245	238	44,271	45,276	0.55%	0.53%
FIRE	17	*	10,733	12,336	0.16%	N/A
Services	91	203	55,034	63,757	0.17%	0.32%
Government	N/A	250	45,923	46,306	N/A	0.54%
Totals	679	1,123	212,482	228,264	0.32%	0.49%

Note: * Indicates data hidden to avoid disclosure of small or single employers. 1995 covered employment data includes private employment only; information for public (government) employees is not reported.

Source: Washington State Employment Security Department.

UNEMPLOYMENT

National and local unemployment rates generally are at the lowest levels seen in decades. Unemployment in Eatonville also has declined in recent years, though rates remain somewhat above those of Pierce County.

Figure 10. Unemployment Rates for Selected Towns (1995 and 1998)

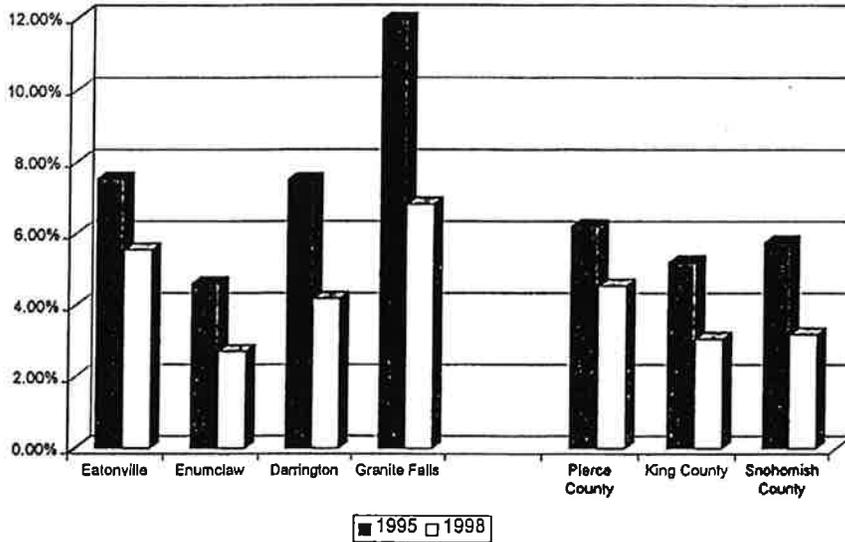
	1995	1998
Eatonville	7.52%	5.53%
Enumclaw	4.60%	2.70%
Darrington	7.50%	4.18%
Granite Falls	11.94%	6.81%
Pierce County	6.20%	4.54%
King County	5.19%	3.05%
Snohomish County	5.75%	3.18%

Note: Data is reported by zip code.

Source: State of Washington Employment Security Department.

Unemployment rates consistently decreased between 1995 and 1998 across all of the areas reviewed. Of the jurisdictions profiled, Granite Falls had the most significant drop in unemployment.

Figure 11. Change in Unemployment Rates (1995 to 1998)



Source: State of Washington Employment Security Department.

INCOME

Per capita income in the rural areas profiled is consistently lower than the state average. At just over \$16,400 for 1998, per capita income in Eatonville approximates 89% of the statewide average.

Figure 12. Per Capita Income (1998)

Geographic Area	1998	% of State Average
Eatonville	\$16,404	89.3%
Enumclaw	\$25,968	141.4%
Darrington	\$13,060	71.1%
Granite Falls	\$17,970	97.8%
Pierce County	\$ 17,515	95.3%
King County	\$ 23,073	125.6%
Snohomish County	\$ 19,716	107.3%
Washington State	\$ 18,370	

Source: CACI.

HOUSING

Residents of Eatonville have an expressed interest in preserving the rural and historical atmosphere of their community, enhancing the overall livability of and attraction to the town and

surrounding area. Availability and affordability of homes are important factors that can either stimulate or detract from the resident's ability to purchase homes and to make improvements to public and private facilities.

The subsequent analysis starts with a review of readily available home pricing information followed by discussion of recent Eatonville market activity. Median home prices have continually increased in all regions reviewed. For 1999, median sales price of a home in Pierce County was \$145,000. Sales prices and rates of appreciation in Pierce County have been below those of neighboring King County – making Pierce County a more affordable market.

Figure 13. Median Price (Annual 1995-1999)

	1995	1996	1997	1998	1999	% Increase 95-99
Pierce County	\$121,400	\$125,900	\$131,200	\$138,000	\$145,000	19.4%
King County	\$166,500	\$174,300	\$188,400	\$206,500	\$233,000	39.9%
Thurston County	\$117,000	\$119,900	\$124,900	\$127,100	\$129,000	10.3%
Lewis County	\$74,000	\$77,500	\$80,000	\$82,400	\$85,000	14.9%
Washington State	\$136,600	\$142,200	\$150,600	\$160,700	\$166,600	22.0%

Source: Washington State University *WCRER Housing Market Snapshot*.

More detailed information is illustrated by the following chart comparing ownership affordability for Pierce, King, Thurston and Lewis Counties and the state. Numbers above 100 indicate greater affordability; numbers below 100 indicate lesser affordability.

While King County has become less affordable since 1994, Pierce County appears to be somewhat more affordable – despite higher housing prices. This is due both to household income growth and to relatively favorable financing rates (until this past year).

Homeownership is not nearly as affordable to first-time buyers. As of 1999, first time buyers in Pierce County typically have just over 75% of the income needed to make a home purchase.

Figure 14. Home Ownership Affordability (1994-1999)

	Affordability						First Time Affordability					
	1994	1995	1996	1997	1998	1999	1994	1995	1996	1997	1998	1999
Pierce County	117.1	126.1	120.8	123.0	139.3	127.0	72.9	76.4	74.0	78.0	83.8	75.7
King County	114.1	115.2	113.7	113.6	118.9	111.3	64.9	64.1	66.0	63.9	67.4	63.5
Thurston County	127.1	132.2	130.3	142.3	150.0	145.7	79.2	79.8	79.1	85.5	89.5	86.3
Lewis County	165.4	159.5	171.5	175.4	176.5	183.3	100.0	93.3	105.4	103.7	103.9	106.9
Washington State	111.0	118.3	112.9	117.6	128.6	113.3	65.5	68.1	67.7	66.3	72.3	67.2

Note: An index of 100 represents a balance between a buyer's ability to pay and the cost of the home. Higher index numbers indicate housing is relatively affordable to a median income household. All data is as of the fourth quarter for the year indicated.

Source: Washington State University *WCRER Housing Market Snapshot*.

As reported by Northwest Multiple Listing Service, current market data shows that in 1999 the Eatonville area reported 49 residential homes sold at an average selling price of \$133,610. Time on the market for these homes averaged 124 days.

Median price of an Eatonville home is 89% of the countywide median. Median price is reported at \$129,000.

No condos were listed or sold and only one multi-family unit was listed, at \$175,000.⁴ Pierce County data indicate average prices countywide have declined from January 1999 (\$155,569) to January 2000 (\$152,996).

Current statistical information on local rental rates is not as readily available as is information on sale units. However, rental rates in Eatonville appear to be generally comparable to the Tacoma metropolitan area.⁵

RETAIL SALES & LEAKAGE

Spending practices are of interest to reveal the level of income attracted to or remaining in the local economy. Between 1995 and 1998, Eatonville's average annual growth rate in taxable retail sales volume was nearly level at 0.9%, as compared to Pierce County at 5.8% and the State of Washington at 6.3%.

With increases averaging less than 1% per year, Eatonville's taxable retail sales are not keeping pace with inflation. Darrington reports a similarly slow rate of change while all other jurisdictions profiled report a minimum of approximately 5% average annual increases.

Figure 15. Taxable Retail Sales (1995-1998)

	1995	1996	1997	1998	Average Annual Increase
Eatonville	\$25,800,745	\$25,740,762	\$26,680,726	\$26,574,170	0.90%
Pierce County	\$5,996,039,000	\$6,140,053,000	\$6,580,323,000	\$7,095,957,000	5.80%
Enumclaw	\$136,379,144	\$148,441,118	\$152,854,956	\$157,311,424	4.87%
King County	\$25,065,320,000	\$26,402,587,000	\$29,154,617,000	\$31,498,687,000	7.91%
Darrington	\$7,870,375	\$6,960,464	\$8,358,712	\$8,058,654	0.79%
Granite Falls	\$21,971,323	\$23,300,846	\$27,052,857	\$28,905,351	9.57%
Snohomish County	\$5,346,383,000	\$5,559,489,000	\$6,407,807,000	\$6,889,434,000	8.82%
Washington State	\$61,454,448,000	\$63,807,596,000	\$69,347,635,000	\$73,865,218,000	6.30%

Source: State of Washington Department of Revenue.

Washington State Department of Revenue data indicate that Eatonville's share of taxable retail sales — both county and statewide — has declined since 1995. The other rural Puget Sound jurisdictions profiled are either holding their own or experiencing less erosion of retail base than is Eatonville.

Figure 16. Percent of Taxable Retail Sales (1995-1998)

	1995	1996	1997	1998
Eatonville (% of Pierce County)	0.43%	0.42%	0.41%	0.37%
Enumclaw (% of King County)	0.54%	0.56%	0.52%	0.50%
Darrington (% of Snohomish County)	0.15%	0.13%	0.13%	0.12%
Granite Falls (% of Snohomish County)	0.41%	0.42%	0.42%	0.42%

Source: State of Washington Department of Revenue.

Retail sales leakage analysis is useful to estimate the amount of income that is spent outside the local area by residents. Sales leakage occurs when an Eatonville resident travels outside the local community to shop. Net leakage means that the sales out-flow exceeds purchases by visitors to Eatonville.

Leakage is calculated by comparing the proportion of available income spent by Eatonville residents on local taxable goods (taxable retail sales) to the proportion spent by the average— Washington State resident on taxable goods. A typical Washington resident spends approximately 70% of income on taxable goods. However, a typical Eatonville resident spends only 22% of income for taxable goods purchased from local stores or vendors. Thus, approximately 48% of the typical purchases of taxable goods by local residents is being spent outside Eatonville – assuming a comparable pattern of consumer and business spending relative to income.

Eatonville experiences substantial leakage of potential retail sales as shown by the following chart. Similarly, Darrington, Granite Falls and Enumclaw experience the same drain on their local economies.

Figure 17. Retail Sales Leakage Analysis (1998)

	Per Capita Income	Trade Area Populatio n	Total Income	1998 Taxable Retail Sales	Sales as Percent Leakag e of Income Percen t	Net Retail Leakage
Eatonville	\$16,404	7,259	\$119,076,636	\$26,574,170	22.3% -48.4%	\$57,644,000
Pierce County	\$17,515	574,398	\$10,060,580,970	\$7,095,957,000	70.5% -0.2%	\$19,462,000
Enumclaw	\$25,968	21,176	\$549,898,368	\$157,311,424	28.6% -42.5%	\$231,507,000
King County	\$23,073	1,648,226	\$38,029,518,498	\$31,498,687,000	82.8% 12.1%	—
Darrington	\$13,060	2,138	\$27,922,280	\$8,058,654	28.9% -41.9%	\$11,690,000
Granite Falls	\$17,970	5,040	\$90,568,800	\$28,905,351	31.9% -38.8%	\$35,150,000
Snohomish County	\$19,716	519,869	\$10,249,737,204	\$6,889,434,000	67.2% -3.5%	\$359,768,000
State of Washington	\$18,370	5,685,300	\$104,438,961,000	\$73,865,218,000	70.7%	—

Note: State of Washington population is from OFM, while other populations are zip code information from CACI.

Source: Washington State Department of Revenue and CACI.

In translating to actual dollars, reported taxable retail sales in Eatonville approximate \$26.6 million, as of 1998. Retail sales leakage is estimated at \$57.6 million. This means that for every dollar spent locally, another two dollars is spent by local residents outside the community.

TRAVEL SPENDING

Travel spending is of increasing importance throughout much of the Pacific Northwest. However, not all communities benefit equally from visitor spending. Transient lodging tax receipts provide one indicator of these travel-related impacts.

**Figure 18. Transient Lodging Tax Receipts
By Jurisdiction (1997)**

	Lodging Tax Receipts
Eatonville	\$1,808
Pierce County	\$899,329
Enumclaw	NA
King County	\$12,256,207
Darrington	NA
Granite Falls	NA
Snohomish County	\$844,392
Washington State	\$22,297,892

Source: Dean Runyan & Associates.

Lodging tax receipts totaled less than \$2,000 for 1999 for Eatonville. Receipts are also relatively low if considered on a per capita basis.

Eatonville's 1997 population is reported by Washington's Office of Financial Management at 0.26% of Pierce County's, while the community captures only 0.20% of countywide lodging tax receipts. This disparity indicates that Eatonville is not claiming its proportional share of travel-related spending.

Mount Rainier National Park is conducting extensive planning studies for the Park, the region, and surrounding communities. Some additional demographic and background data is available from these in-progress studies, including discussion of potential opportunities for enhanced transportation, tourism, cultural and retail amenities.

TRAFFIC VOLUMES

Traffic count data measures the number of travelers moving to and from different areas. A review of the main arterials near the towns being compared in this study follows. All roads are at a level 2 function class, except for SR92 near Granite Falls which is a level 3 classification. The highlighted roads are those most comparable as visitor routes for each of the jurisdiction being compared in this study.

Figure 19. Traffic Trends Average Daily Trips (1990-1998)

**Average Daily Traffic Volume
- Eatonville**

Route	1990	1995	1996	1997	1998	Comments
SR161 after Jct SR7 (MP 0.0)	680*	640*	540	560	580	
SR161 before Jct 234th St. E (MP 17.58)	-	8,800*	8,800	9,200	9,400	1995 first year available
SR7 before Jct SR161 (Weyerhaeuser Rd) (MP 26.99)	1,430*	1,700+	1,700	1,700	1,800	1991 first year available
SR7 after Jct SR161 (Weyerhaeuser Rd) (MP 26.99)	1,600*	1,300+	1,300	1,300	1,300	1991 first year available
SR7 before Jct SR706 (MP 16.82)	2,600*	2,800	2,800	2,300	2,400	1993 first year available
SR706 after Jct SR7 (MP 0.0)	1,900+	3,100	3,100	2,800+	2,900	1991 first year available
SR702 after Jct SR507 (MP 0.0)	6,200*	6,400	6,800*	7,000	7,200	1994 first year available

**Average Daily Traffic Volume
- Enumclaw**

Route	1990	1995	1996	1997	1998	
SR164 before Jct SR410 (MP 15.13)	8,100	7,600*	7,700	7,900	8,000	
SR169 before Jct SE 427th St (MP 0.98)	8,900	8,600	8,700	8,200*	8,300	1991 first year available
SR169 after Jct SE 427th St (MP 0.98)	6,800	8,500	8,600	8,200*	8,300	
SR169 after Jct Ravensdale Rd (MP 8.28)	8,000*	8,800	8,900	9,500*	9,600	1992 first year available
SR169 before Jct 231st Ave. SE (MP 13.14)		N/A	N/A	17,000*	17,000	1997 first year available
SR410 before Jct SR164 (MP 24.82)	9,700	10,000*	10,000	11,000	11,000	
SR410 after Jct SR164 (MP 24.82)	11,200	11,000*	11,000	12,000	12,000	

**Average Daily Traffic Volume
- Darrington**

Route	1990	1995	1996	1997	1998	
SR530 After Jct Swede Haven*Mine Roads (MP 43.74)		2,900	3,700*	3,800	3,900	
SR530 before Jct Seeman St*Mountain Loop (MP 49.07)			3,800	4,000	4,100	
SR530 after Jct Seeman St*Mountain Loop (MP 49.07)			3,700*	3,900	4,000	
SR530 before Jct Sauk Prarie Rd			2,100*	2,200	2,300	
SR530 before Jct SR20 Wye Conn		1,100	1,200*	1,200*	1,200	

**Average Daily Traffic Volume
- Granite Falls**

Route	1990	1995	1996	1997	1998	
SR92 after Jct Machias Rd		11,000	10,000*	10,000	11,000	
SR92 after Jct 17th Ave. NE					11,000*	

"*" = Based on actual count

"+" = Source of truck percentages

Source: State of Washington Department of Transportation.

In Eatonville, the two routes with the highest reported traffic volumes are SR161 (before the 234th Street East junction) at 9,400 vehicles per day and SR702 (after the junction with SR507) at 7,200 vehicles. The other routes experience average daily volumes of 3,000 vehicles or less.

In comparison, traffic volumes experienced on major routes into Enumclaw and Granite Falls are considerably higher at 11,000-17,000 vehicles daily. Traffic on major routes into Darrington are at volumes below those of Eatonville at only 1,200-4,100 vehicles per day.

This data does not separate local resident from visitor traffic. A more direct comparison of visitor traffic through these communities is not possible without more detailed origin-destination (O-D) data. However, available traffic data does indicate that Eatonville likely experiences levels of pass-through visitor traffic that could be described as moderate for a community located off an interstate freeway or major U.S. highway.

IV. IMPLICATIONS FOR COMMUNITY & ECONOMIC DEVELOPMENT

Implications of this market assessment for community and economic development in Eatonville are summarized as follows:

- Population has grown at relatively high rates and likely will continue unless constrained by infrastructure capacity or public policy.
- Housing affordability is a draw for new as well as existing residents although house purchase is challenging for first-time buyers.
- The local job base is not adequate to support Eatonville and its associated trade area population. Relative lack of jobs and low wages (at 86% of the statewide average) lead to considerable out-commuting.
- Per capita incomes are 90% of the statewide average and higher than some rural communities – another indicator of the importance of the commuter work force.
- As with many rural communities, Eatonville residents shop elsewhere for a large share of their purchases of goods and services. Sales leakage appears to be greater than for other comparable Puget Sound rural communities.
- Available information on lodging receipts and traffic counts – while not definitive – suggests that Eatonville is not currently benefiting from tourism and visitor activity to the extent of some rural communities.

The degree to which the opportunities and issues identified are addressed may depend in large measure on the priorities that emerge from the Eatonville community planning process now underway.

ENDNOTES

- ¹ An example is found on p. 13 of *Eatonville: Economic and Historic Resources Study*, completed in June 1991 by Jones and Jones and the Gilmore Rsearch Group.
- ² It is noted that these figures are estimates based upon 1990 census data and may not reflect actual current status. Detailed Census 2000 data will be available by 2002-2003 and should be incorporated when completed.
- ³ CACI is a division of CACI International, Inc., a large international marketing company. The firm was founded in 1962 and has offices in La Jolla, CA, Arlington VA, and London, UK. CACI (which is not an acronym for any other name) is the firm's demographic section responsible for collecting and publishing socioeconomic data. CACI's Marketing Systems Group (MSG) has assisted in the processing of Census data beginning in 1970 and has created current-year updates and five-year forecasts. They have been asked to assist in processing Census 2000.
- ⁴ So far, after 133 days on the market, this multifamily property has not sold.
- ⁵ Rental rate information is according to the Property Management Department of Countryside Real Estate, ERA.

Eatonville

Design Guidelines

November, 2000

Prepared for:

**The Greater Eatonville Chamber of Commerce and the Town of Eatonville,
Washington**

Prepared by:

MAKERS architecture and urban design

Introduction

Purpose and Background

The preparation of design guidelines were authorized by the Greater Eatonville Chamber of Commerce in conjunction with the Eatonville Community Action Plan and Vision Statement. Together, these projects were funded by grants from the U.S. Forest Service Rural Community Assistance Program and the Central Puget Sound Economic Development District and funds from the Town of Eatonville and the Chamber of Commerce.

The design guidelines are an important tool in implementing the town's vision. In light of limited funding for publicly initiated projects and forecasts for growth, these guidelines will be critical in shaping growth via private development for years to come. Overall, the guidelines intend to strengthen the town's historic rural character and accentuate the community's positive attributes.

Many of the guidelines set requirements and standards that must be met. They have been formulated to place the minimum burden on projects in several ways. First, they often allow for a variety of options to fulfill a requirement. Second, many of the standards or requirements do not add costly features or require expensive construction. Third, many guidelines only apply if the element in question is in proximity to and/or visible from the street or a park. Most importantly, the guidelines do not inhibit creative design. In most cases the project's architect or landscape architect may suggest an alternative to meet the intent of the guideline.

Pre-Application Meeting

It is highly recommended that a pre-application meeting with the Public Works Director be required for all new development activity falling under the guideline's jurisdiction. This is intended to provide an applicant with a familiarization with the design guidelines and community goals and objectives to ultimately produce a well-designed development. It is suggested that a checklist be developed to note which of the guidelines apply to a particular project. Town staff will review which regulations apply during or shortly after the pre-application meeting in order to assist the applicant and to facilitate final approval. During project review, the staff person will check in a second column those regulations that have been satisfied.

What Areas Do the Guidelines Impact?

The design guidelines involve properties in the historic downtown area, highway commercial properties, historic residential areas, and the mill-site. The guidelines have been divided into three sets to address specific issues and goals for different areas within town (*see Figure 1*), including:

- Historic Main Street Guidelines
- Historic Neighborhood Guidelines
- Commercial, Office, and Multi Family Residential Guidelines

Who Must Comply?

Conformance with all design standards is required for new construction and “major exterior remodels,” unless otherwise stated. Major exterior remodels are all remodels whose value exceeds 50 percent of the value of the existing structure (as determined by the Town of Eatonville’s valuation methods).

For “minor exterior remodels”, the proposed improvements are required to conform to the guidelines. For example, if a property owner decides to replace a window and repaint the building, then the window and paint colors would be required to meet applicable design standards. Minor exterior remodels are all remodels whose value does not exceed 50 percent of the value of the existing structure (as determined by the Town of Eatonville’s valuation methods).

These guidelines do not affect remodels that do not alter the exterior appearance of a building. However, if a project involves both exterior and interior improvements, then the calculated value of the remodel shall be based on the combined value of both the interior and exterior improvements.

How Do I Interpret the Guidelines?

Within the “Regulations” sections of the design guidelines, the words “shall”, “must”, “is/are required”, or “is/are prohibited” signify required actions, while the words “should” “is/are recommended”, or “is/are encouraged” signify recommended actions. The Eatonville Public Works Director, however, can make “recommended” actions requirements for particular development, depending on site characteristics.

How Does the Process Work?

The Town of Eatonville Public Works Departments will review all permit applications to ensure compliance with the design guidelines. The Planning Commission will act as a design review board for review of all non-single-family residential structures/development within the city. The Eatonville Design Guidelines shall serve as a supplement to the existing development regulations. Where a conflict exists between the guidelines and the regulations, the Public Works Director shall determine which applies. The allowable uses in the different areas of the city are subject to the Official Eatonville Zoning Map and Use Provisions.

What If I Can’t Comply?

Permit applicants may apply to the Planning Commission for a “design departure” if they can show the regulations severely disadvantage their project and can achieve the intent of the regulation using a different design method.

Historic Main Street Guidelines

These guidelines are intended to reinforce and strengthen Mashell Avenue as Eatonville’s “main street” as new development occurs. The guidelines emphasize streetfront, pedestrian-oriented development -- requiring key features such as clear entries, window displays, and weather protection -- while encouraging pedestrian amenities such as outdoor seating, public art, and accentuated building corner features.

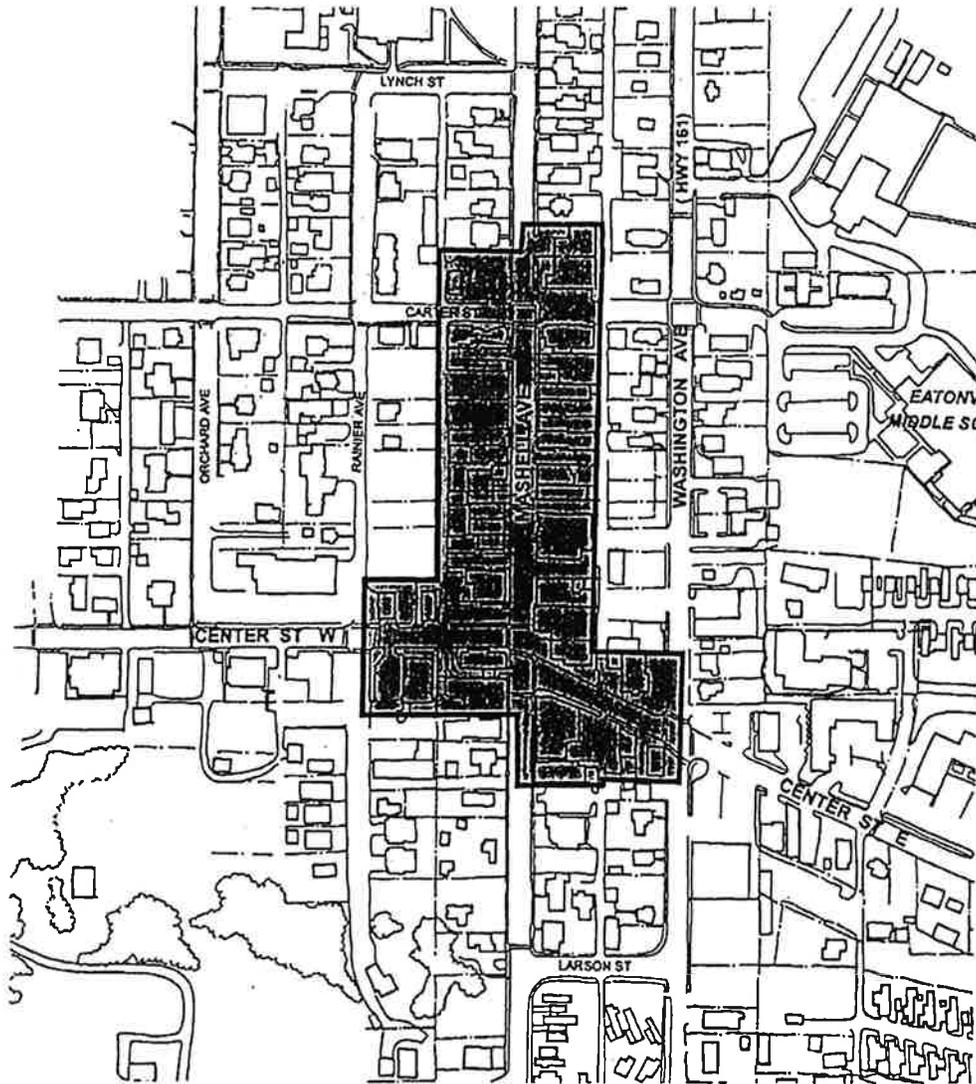


Figure 2. Properties applicable to the Historic Main Street Guidelines

A. Site Planning

1. Relationship to the Street Front

INTENT:

- To create an active pedestrian environment
- To upgrade downtown's visual identity
- To unify streetscapes

GUIDELINES:

- A1.1 New buildings on Mashell Avenue shall be placed 5 feet back from the right-of-way line to allow for widened sidewalks (generally 15 feet with set backs) and pedestrian amenities. Special paving surfaces (to be approved by the Public Works Director) are encouraged in the 5-foot setback area to provide for special needs or desires of adjacent businesses. Use of the setback area for outdoor seating, dining, planter boxes or other special planting features, artwork, or other pedestrian amenities is encouraged. Small, temporary streetfront displays, such as groceries, hardware, books, etc. may be allowed in the setback area. Buildings can be placed up to 15 feet back from the street property line if pedestrian-oriented space (*see Glossary for definition*) is provided between the building and the sidewalk.
- A1.2 Building entries must have direct access from the building to the sidewalk (entries may be on the side of a buildings, but they must be visible from the street or public plaza space and connected by a pedestrian pathway).

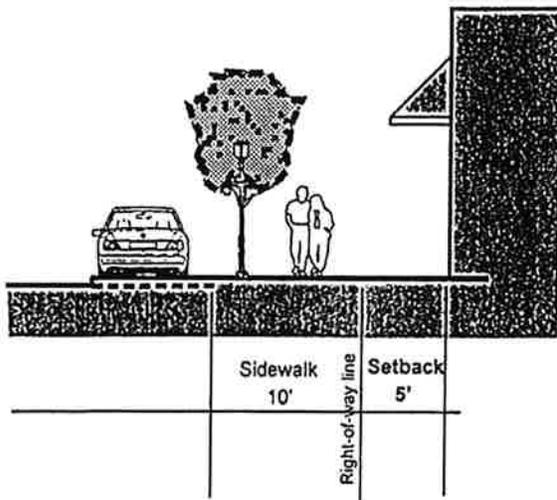


Figure 3. New buildings shall be placed 5-feet from the street right-of-way line to allow for wider sidewalks.

2. Vehicle Access and Parking

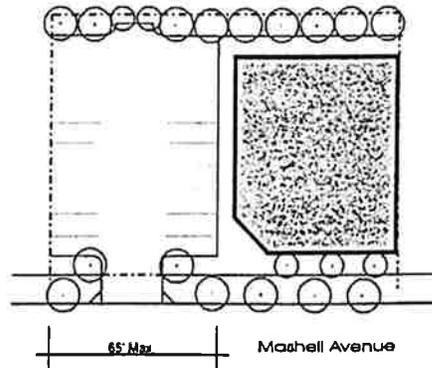
INTENT:

- To provide for convenient, yet unobtrusive parking areas.
- To minimize the impact of vehicular access and parking areas on the pedestrian environment downtown.
- To encourage shared parking facilities between downtown uses.

GUIDELINES:

- A2.1 Parking areas within 20' of Mashell Avenue shall not occupy more than a 65' wide section of lot frontage (see Figure 4).
- A2.2 Parking areas shall be located behind buildings near the alleys, whenever possible (see Figure 5).
- A2.3 On-site vehicular access from Mashell Avenue shall be restricted to one entrance lane and one exit lane per street front unless the Town determines that a special condition warrants an additional driveway.
- A2.4 Parking areas adjacent to street corners shall be prohibited.
- A2.5 Parking areas shall be lighted to a level of least 0.5 foot-candle average as measured on the ground. Parking lot fixtures shall be non-glare and mounted no more than 20 feet above the ground to minimize the impact onto adjacent property.
- A2.6 Parking areas visible from a public street shall be screened from the sidewalk by one of two methods (see Figure 6):
- a. A screen wall at least 2-1/2 feet, but not more than 4 feet high of durable and attractive materials such as wood or brick. Unless brick is used, the wall should not be more than 70% solid. The incorporation of a continuous trellis or grillwork with climbing plants is recommended.
 - b. A landscaped perimeter bed as shown. Hedges should not be more than 4 feet high.

Figure 4. Parking areas adjacent to Mashell Avenue shall not occupy more than a 65' wide section of lot frontage.



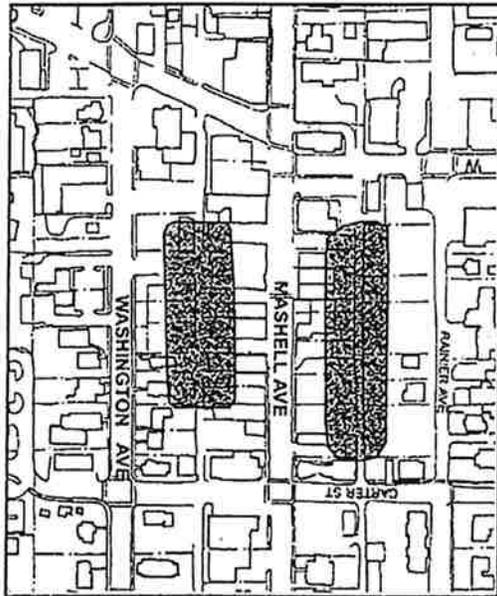


Figure 5. Recommended off-street parking locations downtown.

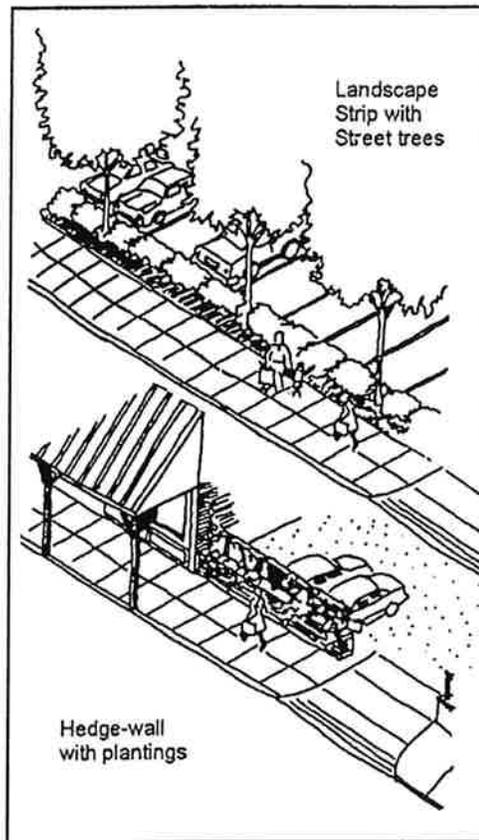


Figure 6. Methods of parking lot screening.

3. Siting and Screening Service Elements

INTENT:

- To minimize negative impacts of service elements.

GUIDELINES:

- A3.1 Service elements shall be located at the rear of buildings near alleys, whenever possible.
- A3.2 Where service elements are within 50 feet of a street or public plaza and visible from a street or public plaza, the elements must be screened from view. Examples:
- a. The architectural design of any structure enclosing an outdoor collection point or any building used primarily to contain a collection point shall be consistent with the design of the primary structure(s) on the site.
 - b. A durable and attractive structure at least 6 feet in height to screen dumpsters and trash areas from public view shall be provided (*see Figure 7*). Trash areas, when possible, should not open directly onto the sidewalk. Dumpsters must never be located in the pedestrian right-of-way.
 - c. Generous plant material in well-maintained planting beds at least 3 feet in width should be used to create a visual buffer to service elements (excluding collection points located in industrial developments greater than 100 feet from any residentially zoned property). Vegetation should be of hardy native varieties and be at least 50 percent non-deciduous to provide screening throughout the year. Planting beds and low planter walls should be incorporated as part of the architecture. A framework for plants to grow on, like an arbor or trellis should be provided.
- A3.3 Utility meters, electrical conduit, and other service lines shall not be located on the building façade facing the street and should not be visible from the street.
- A3.4 Gutter downspouts on the front façade should be visually integrated into the design of the building.

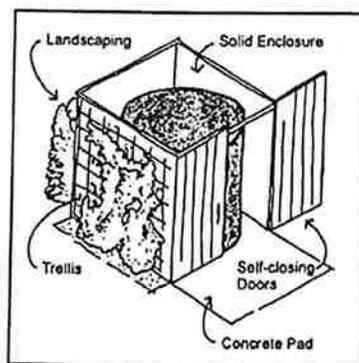


Figure 7. Service elements visible from a street or public plaza should be screened. This is a good example.

B. Building Design

1. Building Facades

INTENT:

- To provide building facades that feature traditional building elements and features that strengthen the town's historic character and encourage pedestrian activity.

GUIDELINES:

- B1.1 Transparent window area or window displays shall be placed on at least 50% of the length of the ground floor façade of the building.
- B1.2 Fenestration (*see Glossary for definition*) of the façade shall be architecturally compatible with the style, materials, colors, and details of the building. Windows should be vertically aligned with the location of windows and doors on the ground level, including storefront and window displays.
- B1.3 Weather protection shall be provided on at least 75% of building facades. This can include awnings, marquees, or canopy. Weather protection features shall be at least 3 feet deep (as measured from the front edge of protection nearest to the street) and 8 feet in height.

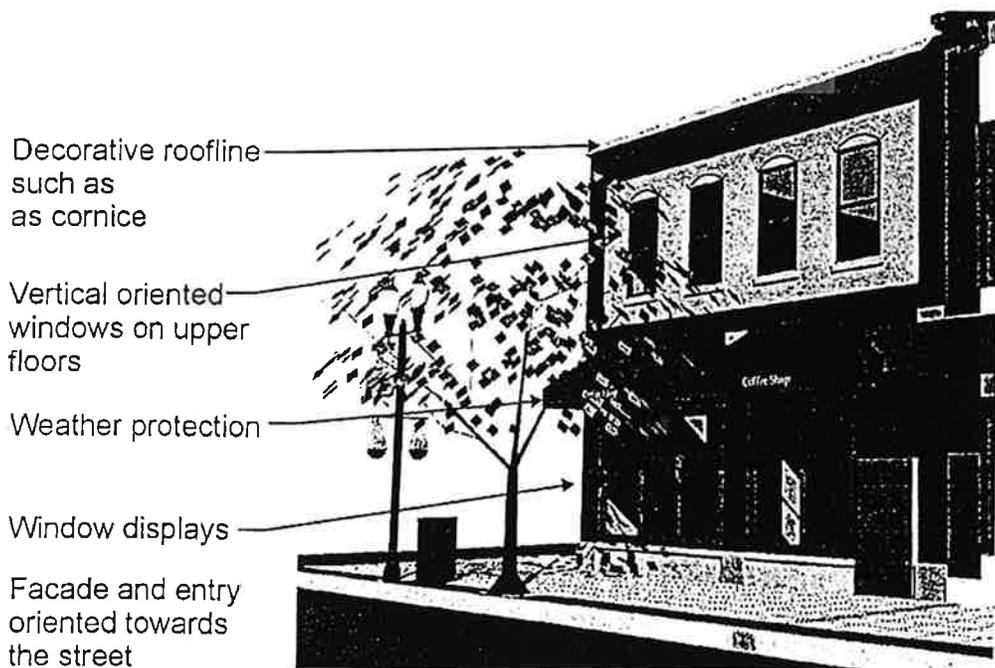


Figure 8. Main Street building façade components.

Historic Main Street Guidelines

- B1.4 All blank walls within 50 feet of a street or public plaza and visible from a street or public plaza shall be treated in one of the following methods:
- a. Murals approved by the Town.
 - b. Installing a trellis in front of the wall with climbing vines or plant materials.
 - c. Providing a landscaped planting bed at least 5 feet wide or a raised planter bed at least 2 feet high and 3 feet high in front of the wall, and planted with materials that obscure or screen at least 35% of the wall's surface within 3 years.
 - d. Other methods approved by the town.
- B1.5 Modern doors (e.g., sliding doors, all-glass doors, etc.) should be avoided for the front of new and existing buildings.
- B1.6 New buildings should utilize vertically proportioned windows on upper floors. Horizontally proportioned windows are not in character with downtown and should not be used.
- B1.7 The use of metal window frames is discouraged. Where they are used, they shall be recessed and wood window trim constructed around the frame to provide depth of fenestration consistent with the architectural character of the historic neighborhood.
- B1.8 Utilize rooflines consistent with the historic architectural character of downtown. The design of the roof should employ at least one of the following:
- a. Prominent cornice (*see Glossary for definition*) or fascia that emphasizes the top of the building.
 - b. Broken or articulated roofline.
 - c. Gable or hipped roof.
 - d. Other roof elements that emphasize a building's concept and help it fit in with its context.

2. Building Corners

INTENT:

- To encourage unique, identifiable architectural features at highly visible building corner.

GUIDELINES:

- B2.1 All new corner buildings are encouraged to employ one or more of the following design treatments to architecturally accentuate the building corner.
- Provide a corner entrance to courtyard, building lobby, atrium, or pedestrian pathway.
 - Include a corner architectural element, such as:
 - Bay window or turret (*see Glossary for definition*).
 - Roof deck or balconies on upper stories.
 - Building core setback “notch” or curved façade surfaces.
 - Sculpture or artwork—either bas-relief, figurative, or distinctive use of materials.
 - Special treatment of pedestrian weather protection canopy at the corner of the building. (Note: Fabric or vinyl awnings do not qualify for this option.)

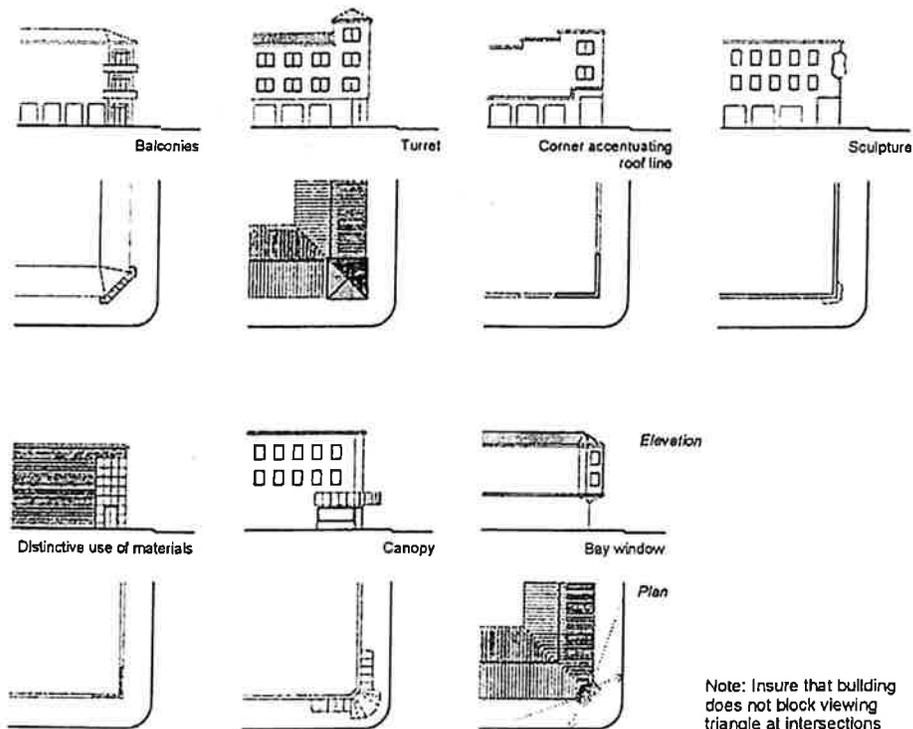


Figure 9. Examples of building corner treatments.

3. Building Entries

INTENT:

- To create an appropriate invitation into a building.
- To use the architectural elements of a building to highlight the entrance.
- To enhance the visual character of buildings and improve the pedestrian environment.

GUIDELINES:

- B3.1 Building entries should be enhanced by using two or more of the following features:
- a. Provide weather protection such as an awning, canopy, marquee or other building element that creates a covered pedestrian open space of at least 100 square feet.
 - b. Provide adjacent window displays.
 - c. Provide pedestrian-scaled lighting near the entry.
 - d. Provide artwork or special pedestrian-scaled signs.
 - e. Provide building ornamentation such as mosaic tile, relief sculpture, ornamental wood trim, etc.
 - f. Provide pedestrian amenities such as benches, special paving, water fountain, waste receptacle, etc., near the building entry.

5. Signage

INTENT:

- To provide for small-scale, pedestrian-oriented signage that is compatible with the character of the downtown and provides visual interest.

GUIDELINES:

- B5.1 All signs shall be complimentary to the early 20th Century, mill-town character of downtown.
- a. Recommended sign locations include:
 - b. On a marquee's, awning's, or canopy's vertical face (valance)
 - c. Under an awning or marquee
 - d. On upper or lower story windows
 - e. On the building façade, with deference to building architectural elements.
- B5.2 Marquee, Canopy, and Awning signs shall conform to the following standards:
- a. Sign area shall not exceed 65 percent of the areas of the vertical face of the marquee, canopy, or awning on which it is located.
 - b. Signs shall be placed on the vertical face of the marquee, canopy, or awning. Placement on the sloping or horizontal face of an awning, marquee, or canopy is prohibited.
- B5.3 Projecting signs are permitted if they replicate or uniquely reflect early 20th Century mill-town character of downtown.
- B5.4 Freestanding signs are prohibited.
- B5.5 Internally lit or back-lit signs are prohibited.
- B5.6 Overly bright, garish color schemes inconsistent with the early 20th Century mill-town character are prohibited, as are roughly hand lettered signs or signs exhibiting poor craftsmanship or construction techniques.
- B5.7 Symbols as signs are encouraged because they add interest to the street, are quickly read, and are remembered better than written words.

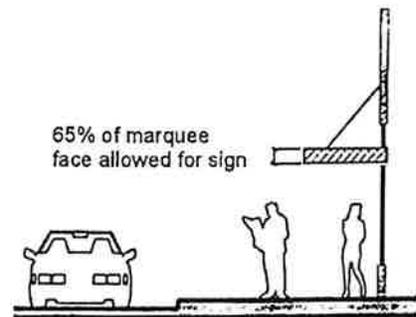


Figure 10. Sign area dimension for marquee face.

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Historic Neighborhood Guidelines

These guidelines involve Eatonville's historic residential neighborhoods. This not only includes neighborhoods to the east and south of downtown, but the Washington Avenue highway corridor, which was developed as a residential street. Features that characterize these areas include the landscaped setbacks, front porches, vertically proportioned windows, and gabled or hipped roofs. As land use has changed and redevelopment occurs, the character of these neighborhoods becomes threatened. While acknowledging the various uses now permitted within these neighborhoods, these guidelines provide direction on how new development can build upon and strengthen the historic character of these neighborhoods.

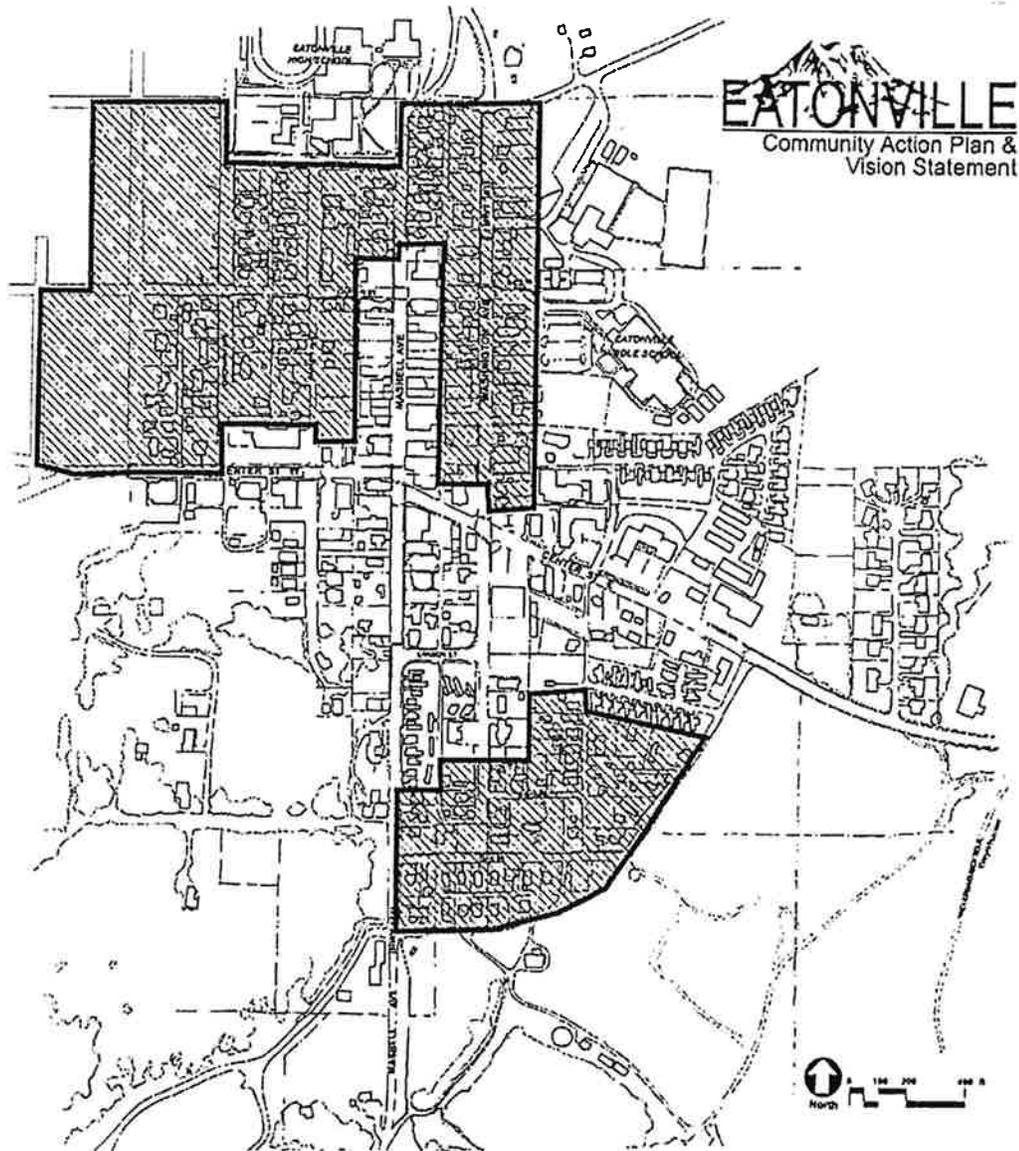


Figure 11. Properties applicable to the Historic Neighborhood Guidelines.

A. Site Planning

1. Front Yards

INTENT:

- To retain the scale and pattern of development of Eatonville's historic neighborhoods.

GUIDELINES:

- A1.1 Buildings shall be set back from the street-right-of-way at least 15 feet.
Exception:
- a. Front porches can project up to 5 feet into the required setback.
 - b. Nonresidential buildings on street corners may be built up the sidewalk edge.
- A1.2 Off-street parking areas shall not be located between the street and commercial or multi family buildings.
- A1.3 Direct access between the principal street sidewalk and the building shall be provided.



Figure 12. New development should feature small, landscaped setbacks, direct access from the sidewalk, and vehicle accessible from the alley, if applicable.

2. Vehicle Access and Parking

INTENT:

- To minimize the impact of vehicular access in the design of structures.
- To differentiate parking areas from pedestrian areas.

GUIDELINES:

- A2.1 Driveways and vehicle access for residential uses shall be from alleys, where there is an alley. Garages, when accessible from the street (attached or detached) should be architecturally integrated and never dominate the building. All garages or open carports shall be set back at least 15 feet further than the front wall of a residential building (not counting the porch) to de-emphasize vehicle access.
- A2.2 Off-street parking areas for commercial or multi family uses shall be to the side or rear of buildings, accessible from the alley, when applicable. Off-street parking areas visible from a public street shall be screened from the sidewalk by one of two methods:
- a. A screen wall at least 2-1/2 feet, but not more than 4 feet high of durable and attractive materials such as wood or brick. Unless brick is used, the wall should not be more than 70% solid. The incorporation of a continuous trellis or grillwork with climbing plants is recommended.
 - b. A landscaped perimeter bed as shown. Hedges should not be more than 4 feet high.
- A2.3 Driveways, when accessible from the street, should be no wider than 8 feet for single family residential uses or 15 feet for multi family residential or commercial uses. Wider driveways can be approved by the Public Works Director if the applicant demonstrates that the driveway will not cause a safety problem and that the added width is necessary to the development.
- A2.4 Single family residences and multi family residences shall be limited to one driveway off of a public right-of-way.

3. Siting and Screening Service Elements

INTENT:

- To minimize negative impacts of service elements.

GUIDELINES:

- A3.1 Service elements shall be located at the rear of buildings near alleys, whenever possible.
- A3.2 Where service elements for multi family or commercial uses are within 50 feet of a street or public park and visible from a street or public park, the elements must be screened from view. Examples:
- a. The architectural design of any structure enclosing an outdoor collection point or any building used primarily to contain a collection point shall be consistent with the design of the primary structure(s) on the site.
 - b. A durable and attractive structure at least 6 feet in height to screen dumpsters and trash areas from public view shall be provided. Trash areas, when possible, should not open directly onto the sidewalk. Dumpsters must never be located in the pedestrian right-of-way.
 - c. Generous plant material in well-maintained planting beds at least 3 feet in width should be used to create a visual buffer to service elements (excluding collection points located in industrial developments greater than 100 feet from any residentially zoned property). Vegetation should be of hardy native varieties and be at least 50 percent non-deciduous to provide screening throughout the year. Planting beds and low planter walls should be incorporated as part of the architecture. A framework for plants to grow on, like an arbor or trellis should be provided.
- A3.3 Utility meters, electrical conduit, and other service lines shall not be located on the building façade facing the street and should not be visible from the street.
- A3.4 Gutter downspouts on the front façade should be visually integrated into the design of the building.

B. Building Design

1. Building Facades and Entries

INTENT:

- To enhance the character of the street by encouraging buildings to face the street.
- To provide building facades that feature traditional building elements and details, such as gabled roofs, porches, dormers, and cornice lines, that add visual interest and reduce apparent bulk and scale.
- To encourage interaction among neighbors.
- To create an appropriate invitation into a building, providing for security and privacy.
- To provide an area where social interaction between neighbors can take place.

GUIDELINES:

- B1.1 All buildings should provide a front face to the principal street. Buildings should be sited in ways which make their entries clear to approaching visitors. Exception: accessory buildings located near the rear of the property.
- B1.2 Building facades must feature the following building elements:
- a. Gable or hipped roof*
 - b. Porches or entry enhancement, such as an overhang or a sidelight
 - c. Vertically proportioned windows
- * Other roof forms may be acceptable on commercial buildings, see Roof Lines.*
- B1.3 The following building elements are encouraged:
- a. Dormers or fascia boards (at least 8 inches wide)
 - b. Bay windows
 - c. Trellis
- B1.4 All buildings shall have a principal entry visible from the street (or a marked, paved, and well-lit pathway). All entries should be directly accessible from the sidewalk. Exception: Accessory apartments accessible off of an alley.
- B1.5 Principal building entries should be accentuated by building elements (like stairs, roofs, special fenestration, etc.).
- B1.6 Pedestrian-scaled lighting shall be required near the entries of all buildings.

Figure 13. Most existing structures in the Historic Neighborhood Guideline district feature pitched roofs, covered entryways, and vertical-oriented windows.



2. Massing

INTENT:

- To preserve the architectural scale and character of Eatonville's historic residential neighborhoods.

GUIDELINES:

- B2.1 The massing of new buildings shall be consistent with historic buildings on the street and in the neighborhood.
- B2.2 Additions shall be of a complementary architectural character, with materials and construction methods which match the existing buildings.
- B2.3 Remodeling or additions shall preserve the existing symmetrical or asymmetrical balance of the existing building.
- B2.4 Buildings over 50 feet in width (parallel to the street) shall have modulated facades. Building elements such as roofs, entries, balconies, porches and windows should emphasize this rhythm and interval of modulation.

3. Roof Lines

INTENT:

- To add visual interest to a building and the street and complement neighboring structures by providing prominent roofs.

GUIDELINES:

- B3.1 Utilize rooflines consistent with the architectural character of historic neighborhood structures. This includes gabled or hipped roofs. Other roof forms may be acceptable for commercial buildings – particularly adjacent to street corners:
- a. Broken or articulated roofline.
 - b. Prominent cornice or fascia that emphasizes the top of the building.
 - c. Other roof elements that emphasize a building's concept and help it fit in with its context.
- B3.2 New gabled or hip roofed buildings should contain slopes with a minimum 6:12 vertical to horizontal ratio and maximum 12:12 ratio (*see Figure 14*). Roofs with a slope pitch of less than 6:12 may be appropriate if associated with local historical architectural styles.
- B3.3 The space under the roof may contain living space with dormers providing light and air.

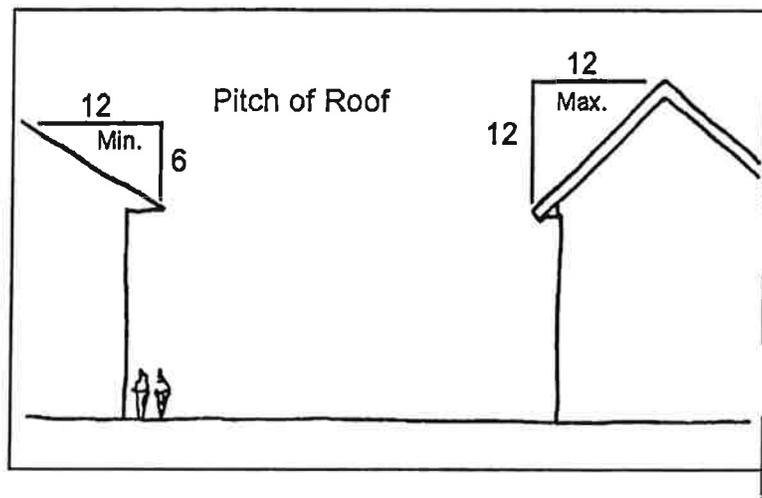


Figure 14. Minimum and maximum roof pitches.

C. Streetscape Features

1. Landscaping

INTENT:

- To retain and enhance the visual qualities of Eatonville's historic residential areas.

GUIDELINES:

- C1.1 Lawn areas with ornamental shrubs and trees are encouraged in the front yards of all new development. Tall shrubs or groups of dense trees intended to screen the front of a building from the street can detract from the character of the neighborhood and therefore, are discouraged.
- C1.2 Street trees are encouraged on streets with sufficient right-of-way widths (to be determined by the Town). Street trees should be at least 2-inch caliper and preferably 2½ to 3-inch caliper as measured 4 inches above the ground. Spacing of 20-30 feet is encouraged.

2. Signage

INTENT:

- To provide for small scale and creative signage that is compatible with the character of the historic neighborhoods.

GUIDELINES

- C2.1 Signs themes or features drawing from Eatonville's heritage and location are encouraged.
- C2.2 Monument signs shall not exceed 8 feet above the average ground elevation and 25 square feet in size (the face of the sign).
- C2.3 Pole signs shall not exceed 15 feet above the average ground elevation and 25 square feet in size (the face of the sign).
- C2.4 Monument and pole signs shall be set back 5 feet from the right-of-way line.
- C2.5 Internally lit or back-lit signs are prohibited.
- C2.6 Overly bright, garish color schemes inconsistent with the early 20th Century mill-town character are prohibited, as are roughly hand lettered signs or signs exhibiting poor craftsmanship or construction techniques.
- C2.7 Symbols as signs are encouraged because they add interest to the street, are quickly read, and are remembered better than words.
- C2.8 All signs must be kept in a safe manner at all times. Damaged or deteriorating signs must be repaired within 30 days of notification by the Town of

Historic Neighborhood Guidelines

Eatonville. The area surrounding a monument sign shall be kept free of litter and debris at all times.

C2.9 Off-premises signs are prohibited.



Figure 15. This local sign is a good example of what's appropriate for the Historic Neighborhood district as far as scale, siting, materials, and creativity.

Commercial, Office, and Multi-Family Residential Guidelines

These guidelines encompass non-single family residential uses south and east of the historic core area. Specific areas include the Center Street highway corridor, mixed uses south of downtown, and the mill-site. Although the Center Street highway corridor will likely retain its automobile-orientation, the guidelines aim to enhance this area by requiring additional landscaping and pedestrian-friendly design features. The guidelines provide measures aimed at retaining the area's unique rural character through its building design requirements and signage standards. Within the mixed-use area, the guidelines emphasize landscaped front yards, pedestrian amenities, and human scale building components. A special section on the mill-site encourages developers to utilize design features that draw from the former mill. Mill-site guidelines also involve pedestrian pathways, site design, and landmark features.

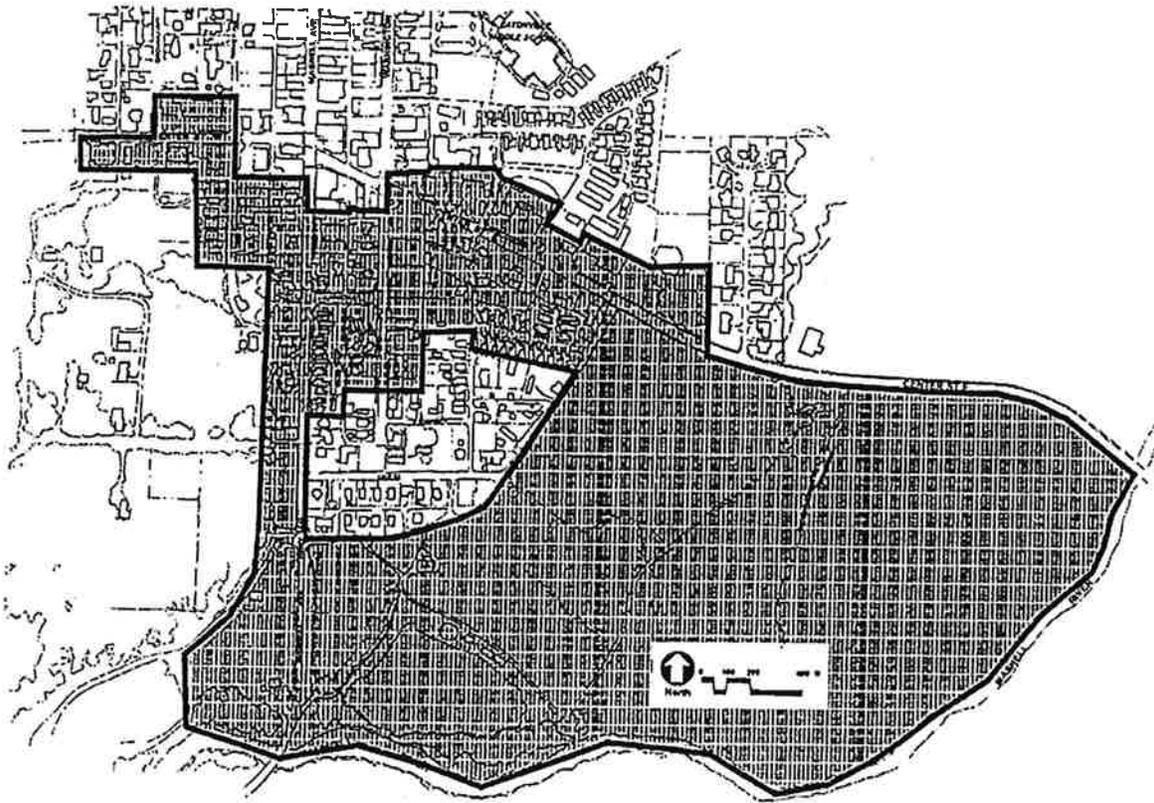


Figure 16. Properties applicable to the Commercial, Office, and Multi-Family Residential Guidelines.

A. Site Planning

1. Setbacks and Building Orientation

INTENT:

- To upgrade the visual appearance of Eatonville's commercial and multi-family residential areas.

GUIDELINES:

- A1.1 New commercial, office, and residential buildings should be oriented to the street. Generally, commercial or office buildings should be set back 5-10 feet from the right-of-way (*see Figure 17*). Residential buildings should be setback 10-20 feet from the right-of-way. Industrial buildings can be set back further to allow for landscaping or other buffer space. Setback areas should include landscaping (in accordance with EMC, Chapter 18.07) or "pedestrian-oriented space" (*see Glossary for definition*).
- A1.2 Provide sufficient room for at least an 8' sidewalk if there is not enough space in the public right-of-way. Narrower sidewalks may be permitted by the Public Works Director in industrial-based areas.
- A1.3 Provide direct access from the building fronts from the sidewalk. Preferably, these areas should be separate from the parking lot. If access traverses a parking lot, then it should be raised or specially marked.

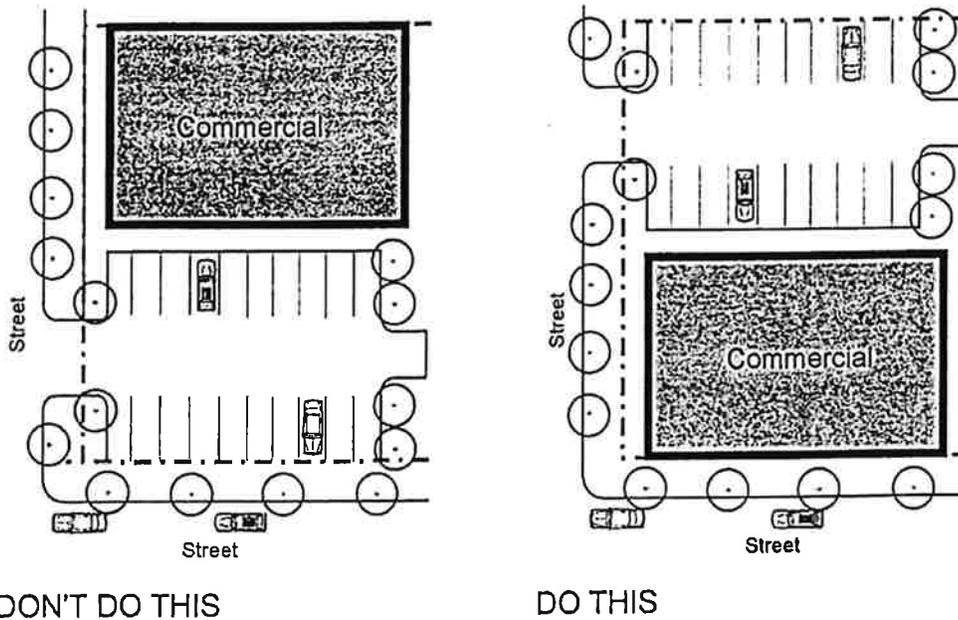


Figure 17. Locate commercial buildings toward the street, with parking to the side or rear.

2. Vehicle Access and Parking

INTENT:

- To provide safe and convenient access to sites without diminishing pedestrian and visual qualities.

GUIDELINES:

- A2.1 Driveway impacts shall be minimized. Generally, properties shall be limited to one entry lane and one exit lane onto private property from a street per property or per 300 lineal feet of property frontage. Driveways crossing a public sidewalk shall be no wider than 25 feet. One-way driveway lanes crossing a public sidewalk shall be no wider than 13 feet. Shared driveways with adjacent commercial/office developments are encouraged, when possible. Driveways on adjacent sites are encouraged to be located at least 300 feet from one-another or more for access control and safety. Vehicular access to corner lots should be located on the lowest classified roadway and as close as practical to the property line most distant from the intersection.
- A2.2 Off street parking areas should be placed to the side or rear of new buildings, whenever possible.
- A2.3 If parking is adjacent to the street frontage, substantial landscaping that includes a sight obscuring evergreen hedge, existing landscaping, trees, or other treatments shall be provided (*see Figure 18*). Treatments shall be sufficient to spatially define the street edge, to the satisfaction of the Public Works Director. Views into the site are acceptable and may be accentuated by special treatments.
- A2.4 Specifically, all surface parking lots (excludes underground or structured parking areas) with more than 14 stalls and within 100 feet of the public right-of-way (excluding alleys) and not separated from that street by another building shall conform to the following standards:
- a. At least the minimum amount of landscaped area according to the following chart shall be provided for each parking space.

<u>Total Number of Parking Spaces</u>	<u>Minimum Required Landscape Area</u>
15 to 50	15 square feet/parking space
51 to 99	25 square feet/parking space
100 or more	35 square feet/parking space

- b. Shrubs and ground cover shall be provided in the required landscape areas. Shrubs shall be planted at a density of five per 100 square feet of landscape area. Up to 50 percent of shrubs may be deciduous. Ground cover shall be selected and planted so as to provide 90 percent coverage within three years of planting.

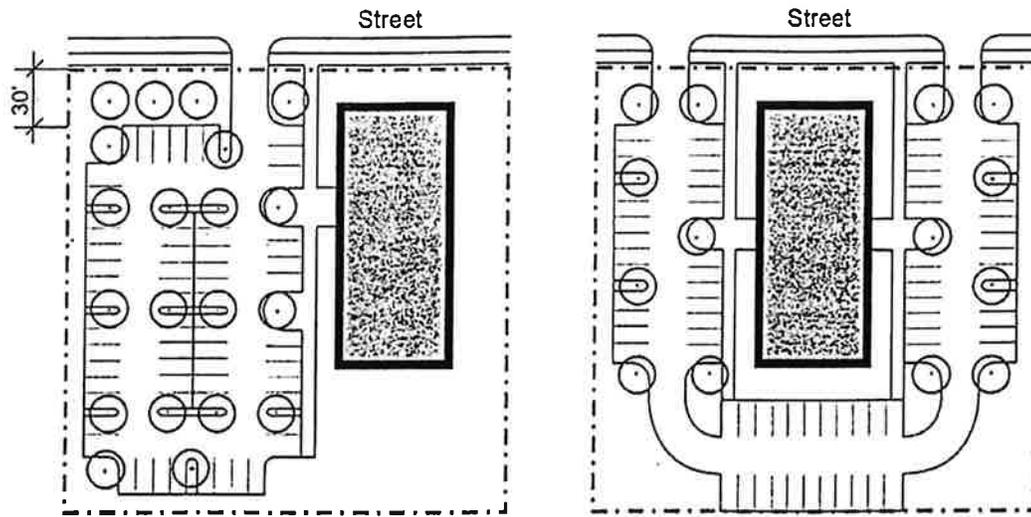


Figure 18. Good parking lot landscaping layouts.

- c. No parking stall shall be located more than 50 feet from a landscape area.
 - d. At least one tree for every six parking spaces shall be provided. The trees required for parking lot landscaping may not be considered as street trees. Exceptions:
 - e. The Town may exempt parking lots not visible from or not within 100 feet of a street or park from interior parking lot landscaping, but not necessarily perimeter parking lot landscaping.
 - f. The applicant may propose alternative parking lot landscaping schemes.
- A2.6 Joint use parking facilities are encouraged between adjacent commercial/office developments.
- A2.7 Pathways shall be provided within large parking lots. Specifically, pathways are crosswalks shall be provided along every fourth parking aisle or at intervals of less than 150 feet. Pathways shall be separated from vehicle parking and travel lanes by the use of contrasting surface materials, which may be raised above the level of the parking lot.
- A2.8 Parking lots shall be lighted to an average minimum level of 0.5 foot candles as measured on the ground. Recommended lighting along parking lot pathways is 2 foot candles. Parking lot light fixtures shall be non-glare and mounted no more than 20 feet above the ground to minimize the impact to adjacent properties.

3. Service Elements

INTENT:

- To minimize the negative impacts of service areas.

GUIDELINES:

A3.1 Service elements shall be located in areas that minimize visual, noise, or physical impacts on the street or adjacent residentially zoned properties. Where service elements are within 50 feet of a street or public park and visible from a street or public park, the elements must be screened from view.

Examples:

- The architectural design of any structure enclosing an outdoor collection point or any building used primarily to contain a collection point shall be consistent with the design of the primary structure(s) on the site.
 - A durable and attractive structure at least 6 feet in height to screen dumpsters and trash areas from public view shall be provided (excluding collection points located in industrial developments greater than 100 feet from any residentially zoned property). Trash areas, when possible, should not open directly onto the sidewalk. Dumpsters must never be located in the pedestrian right-of-way.
 - Generous plant material in well-maintained planting beds at least 3 feet in width should be used to create a visual buffer to service elements (excluding collection points located in industrial developments greater than 100 feet from any residentially zoned property). Vegetation should be of hardy native varieties and be at least 50 percent non-deciduous to provide screening throughout the year. Planting beds and low planter walls should be incorporated as part of the architecture. A framework for plants to grow on, like an arbor or trellis should be provided.
- A3.2 Utility meters, electrical conduit, and other service lines should not be located on the building façade facing the street and should not be visible from the street.
- A3.3 Gutter downspouts on the front façade should be visually integrated into the design of the building.

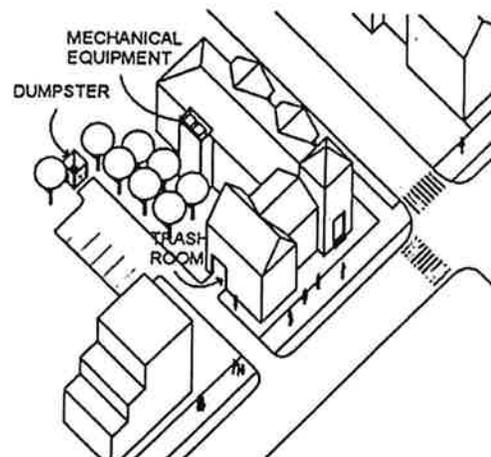


Figure 19. Locate service elements to minimize visual impacts.

B. Building Design

* *NOTE: Unless otherwise stated, industrial or other non-residential, non-retail, or non-public buildings that are not visible from a public right-of-way, public park, or pedestrian pathway shall not be subject to the following guidelines unless specifically required by the Public Works Director due to potential viewshed impacts.*

1. Architectural Scale

INTENT:

- To encourage new development to be compatible with Eatonville's architectural scale and character.

GUIDELINES:

- B1.1 All new buildings over 10,000 square feet in gross building footprint, must provide at least two or more of the following features along facades visible from the street, pedestrian routes, and building entries for achieving an architectural scale consistent with other structures in Eatonville.
- a. *Horizontal Building Modulation.* Horizontal building modulation (*see Glossary for definition*) is the stepping back or projecting forward of portions of a building façade within the specified intervals of a building's width and depth as a means of lessening the apparent bulk of a structure's continuous exterior wall. Buildings may satisfy the regulation for architectural scale if all building facades within 400 feet of a public right-of-way or visible from that right-of-way, conform to the following standards:
- The maximum width (as measured horizontally along the building's exterior) without building modulation should be 100 feet.
 - The minimum depth of modulation should be 6 feet.
 - Roof decks or balconies may be used as all or part of the building modulation so long as each individual balcony has a floor area of 100 square feet.

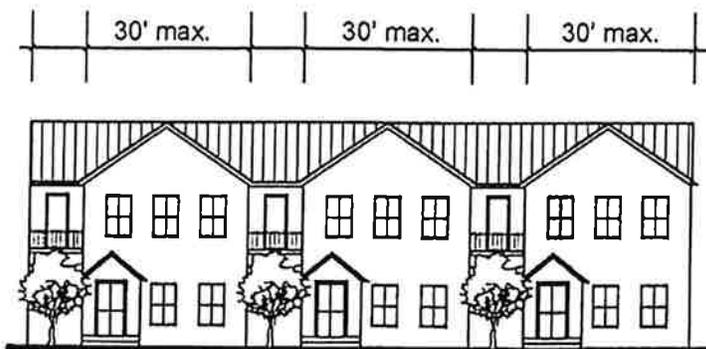


Figure 20. An example of building modulation appropriate for multi-family residential development.

- b. *Modulated Roofline.* Buildings may satisfy the regulation by modulating the roofline of all facades visible from a public right-of-way or park according to the following standards:
- For flat roofs or facades with a horizontal wave, fascia, or parapet, change the roofline so that no unmodulated-segment of roof exceeds 100 feet.
 - Gable, hipped, or shed roofs with a slope of at least 3 feet vertical to 12 feet horizontal qualify for this option.
 - Other roof forms, such as arched, vaulted, dormer, or saw-toothed may satisfy this regulation if the individual segments of the roof without a change in slope or discontinuity are less than 100 feet in width (measured horizontally).



Figure 21. This is an example of how a new building can fit in well with the context of existing adjacent development. The new building features a combination of building modulation, roofline modulation, and articulation to reduce the apparent bulk and scale of the building.

- c. *Building Articulation* (see *Glossary for definition*). Buildings may satisfy the regulation with building articulation, using design elements such as the following, so long as the interval does not exceed 100 feet:
- Repeating distinctive window patterns at intervals equal to the articulation interval.
 - Providing a porch, patio, deck, or covered entry for each interval.
 - Providing a balcony or bay window for each interval.
 - Changing the roofline by alternating dormers, stepped roofs, gables, or other roof element to reinforce the modulation or articulation interval.
 - Changing materials with a change in building plane.
 - Providing a lighting fixture, trellis, tree, or other landscape feature within each interval.
- d. *Clustering.* Buildings may cluster smaller uses and activities around entrances on street-facing facades.
- e. *Landscaping.* Developments may include massing of substantial landscaping and/or pedestrian-oriented open spaces along the building façade.
- f. *Other Design Methods.* The Town may consider other methods proposed by the project applicant to provide architectural-scaled elements not specifically listed in “a” through “e” above. Scale reduction can be accomplished by a combination of methods.

2. Building Entries

INTENT:

- To use the architectural elements of a building and landscaping to highlight and define the entrance.
- To enhance the visual character of buildings and improve the pedestrian environment.

GUIDELINES:

- B2.1 The primary public building entries shall be enhanced by providing weather protection, such as an awning, canopy, marquee, or other building element, to create a covered pedestrian open space. Such weather protection shall be at least 3 feet wide along 75 percent of the building's front face where a pedestrian walkway is present. Canopies shall not be higher than 15 feet above the ground elevation at the highest point nor lower than 8 feet at the lowest point.
- B2.2 The primary public entries of all buildings shall be enhanced by two or more of the following means:
- a. Providing at least 200 square feet of landscaping at or near the entry.
 - b. Providing pedestrian facilities, such as benches, kiosks, special paving, bicycle racks, etc.
 - c. Providing a trellis, canopy, porch, or other building element that incorporates landscaping.
 - d. Providing special pedestrian-scaled lighting.
 - e. Providing adjacent window displays along at least 50 percent of the length of the ground floor facade.
 - f. Providing building ornamentation, such as mosaic tile, relief sculpture, ornamental wood or metal trim, etc.
 - g. Providing artwork or special pedestrian-scaled signs.
 - h. Other methods as approved by the Town.
- B2.3 Adequate lighting shall be provided at building entries. For safety, at least 4 foot candles of light is recommended.

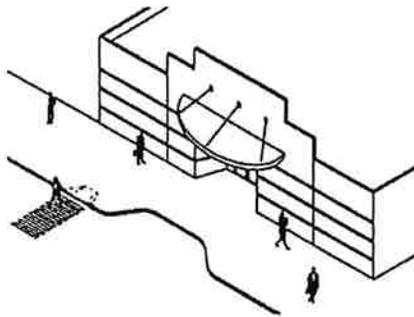


Figure 22. Public building entries should be highlighted.

3. Building Details

INTENT

- To encourage the incorporation of design details and small-scale elements into building facades that are attractive at the pedestrian scale.

GUIDELINES

- B3.1 Buildings shall be enhanced with appropriate details. All new buildings shall include at least three of the following elements on the facades that face a street (for items “a” through “f,” applicant must submit architectural drawings and material samples for approval):
- a. Decorated rooflines, such as an ornamental molding, “entablature,” “frieze,” or other roofline device visible from the ground level. (*see Glossary for definitions*) If the roofline decoration is in the form of a linear molding or board, then the band must be at least 8 inches wide.
 - b. Decorative treatment of windows and doors, such as a decorative molding or framing details, around all ground floor windows and doors located on facades facing or adjacent to public streets or parks, or decorative glazing on door designs.
 - c. Decorative railings, grill work, or landscape guards.
 - d. Landscaped trellises.
 - e. Decorative light fixtures with a diffuse visible light source such as a globe or “acorn” that is non-glaring or a decorative shade or mounting.
 - f. Decorative building materials, including the following:
 - Decorative masonry, shingle, brick, or stone.
 - Individualized patterns or continuous wood details, such as butt shingles in a geometric pattern, decorative moldings, brackets, wave trim, or lattice work, ceramic tile, stone, glass block, carrera glass, or similar materials.
 - Other materials with decorative or textural qualities as approved by the City.
 - g. Decorative paving or artwork. The artwork may be free-standing or attached to the building and may be in the form of a mosaic mural, bas-relief sculpture, light sculpture, water sculpture, fountain, free-standing sculpture, art in pavement, or other similar artwork. Painted murals or graphics on signs or awnings do not qualify as a method to satisfy requirements. All artwork used to satisfy this condition is subject to approval by the Town.

4. Building Corners

INTENT

- To encourage unique, identifiable architectural features at highly visible building corners.

GUIDELINES

B4.1 Building corners at street intersections should be architecturally accentuated. All new buildings located on properties at the intersection of two public streets are encouraged to employ one or more of the following design elements or treatments to the building corner facing the intersection. Any of the following measures may count as required elements to satisfy guidelines for architectural scale, human scale, and building details.

- Provide at least 100 square feet of sidewalk area or “pedestrian-oriented open space” (*see Glossary for definition*) in addition to the otherwise required building setback. Upper stories may or may not be set back from the corner.
- Provide a corner entrance to courtyard, building lobby, atrium, or pedestrian pathway.
- Include a corner architectural element, such as:
 - Bay window or turret.
 - Roof deck or balconies on upper stories.
 - Building core setback “notch” or curved façade surfaces.
 - Sculpture or artwork—either bas-relief, figurative, or distinctive use of materials.
- Special treatment of pedestrian weather protection canopy at the corner of the building. (Note: Fabric or vinyl awnings do not qualify for this option.)
- Other, similar treatment or element approved by the Town.

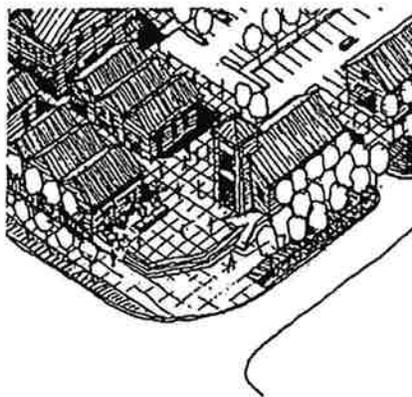


Figure 23. Street corners should be accentuated. This commercial-oriented street corner includes a combination of pedestrian open space at the corner and a landmark building feature that invites visitors.

5. Materials and Colors

INTENT

- To encourage high quality compatible materials that will upgrade the visual qualities of Eatonville's commercial and multi-family residential areas.
- To create design unity, a sense of place, and community identity.
- To discourage poor materials with high life cycle costs.

GUIDELINES

- B5.1 Building exteriors should be constructed of durable and easily maintainable materials that are attractive at close distances.
- B5.2 Siding should reflect in texture and color typical Northwest building patterns like wood siding and shingles, brick, and stone.
- B5.3 Metal siding should always have visible corner moldings and trim and, if used, should have a matte finish and a neutral or earth tone color.
- B5.4 If concrete blocks (concrete masonry units or cinder blocks) are utilized for walls, then the concrete block construction shall be architecturally treated in one or more of the following ways:
- Use of textured blocks with surfaces such as split face or grooved.
 - Use of colored mortar.
 - Use of other masonry type, such as brick, glass block, or tile, in conjunction with concrete blocks.
- B5.5 The following materials shall be prohibited:
- Mirrored glass covering more than 10 percent of the exterior of the building.
 - Corrugated metal or fiberglass.
 - Textured or scored plywood (including T-111 type plywood) or other similar materials.
- B5.6 Metal roofing colors should be subdued.
- B5.7 Muted colors should be utilized for the background color of most buildings. A darker background color will allow the effective use of lighter colors for trim – where the highlights will show up better.
- B5.8 Bright colors should be reserved for accents. In most cases only one or two colors should be used in addition to the base color. Doors may be painted a bright accent color, or they may be left as a natural wood finish. Window sashes are also an excellent opportunity for an accent color. Bright luminescent or day-glow colors are not appropriate.

6. Blank Walls

INTENT:

- To reduce the visual impact of large, undifferentiated walls on the pedestrian environment.
- To reduce the apparent size of large walls through the use of various architectural and landscaping treatments.

GUIDELINES:

- B6.1 All "blank walls" (*see Glossary for definition*) within 50 feet of the street or public park and visible from the street or public park shall be treated in one or more of the following ways:
- a. Installing a vertical trellis in front of the wall with climbing vines or plant materials.
 - b. Providing artwork (mosaic, mural, sculpture, relief, etc.) over at least 50 percent of the blank wall surface.
 - c. Providing a landscaped planting bed at least 5 feet wide or a raised planter bed at least 2 feet high and 3 feet wide in front of the wall and planted with materials that screen at least 50 percent of the wall's surface within three years.
 - d. Other methods as approved by the Town.
- B6.2 Retaining walls should be either of materials that reduce their scale, like brick or stone, or treated sculpturally to appear less monolithic. Hanging or climbing vegetation can soften the appearance of retaining walls.
- B6.3 High retaining walls should be terraced down providing landscaping setbacks, especially if they are close to the sidewalk.
- B6.7 All of the proposed methods are subject to Town approval. Applicants must submit architectural plans and elevations showing proposed treatments for approval. The Town may waive the requirement for a blank wall treatment where the requirements conflict with the fire code regulations.

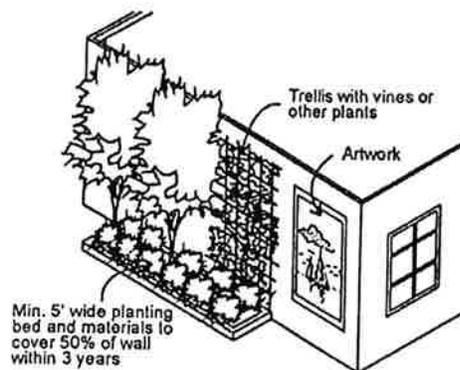


Figure 24. Example treatments of blank walls

C. Streetscape Features

1. Signage

INTENT

- To provide for small-scale signage that is compatible with the rural, historic character of Eatonville.

GUIDELINES

- C1.1 Signs themes or features drawing from Eatonville's heritage and location are encouraged.
- C1.2 Encourage the placement of commercial business signs in the following areas:
- a. On a marquee's, awning's, or canopy's vertical face (valance).
 - b. Under an awning or marquee.
 - c. On upper or lower story windows.
 - d. On the building façade, with deference to the architectural elements of the building.
- C1.3 Marquee, canopy, and awning signs shall conform to the following standards:
- a. Sign area shall not exceed 65 percent of the areas of the vertical face of the marquee, canopy, or awning.
 - b. Signs shall be placed on the vertical face of the marquee, canopy, or awning. Placement on the sloping or horizontal face of an awning, marquee, or canopy is prohibited.
- C1.4 Monument signs shall not exceed 8 feet above the average ground elevation and 25 square feet in size (the face of the sign). A sign for a group of businesses may be up to 50 square feet in size.
- C1.5 Pole signs shall not exceed 15 feet above the average ground elevation and 25 square feet in size (the face of the sign). A sign for a group of businesses may be up to 20 feet in height and 50 square feet in size.
- C1.6 Pole and monument signs shall be setback at least 3 feet from the street right-



Figure 25. Signs that draw from Eatonville's heritage and location are encouraged.

of-way. The areas at the base of a pole or monument sign should be landscaped with a decorative and colorful display of flowers or foliage to create a focal setting for the signs.

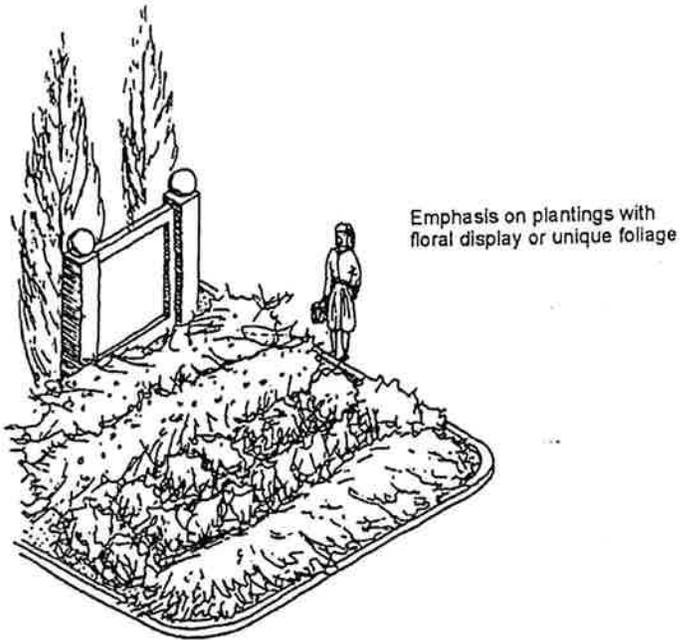


Figure 26. Areas at the base of a pole or monument sign should be landscaped.

- C1.7 Internally lit or back-lit signs are prohibited.
- C1.8 Overly bright, garish color schemes inconsistent with the early 20th Century mill-town character are prohibited, as are roughly hand lettered signs or signs exhibiting poor craftsmanship or construction techniques.
- C1.9 Symbols as signs are encouraged because they add interest to the street, are quickly read, and are remembered better than words.
- C1.10 All signs must be kept in a safe manner at all times. Damaged or deteriorating signs must be repaired within 30 days of notification by the Town of Eatonville. The area surrounding a monument sign shall be kept free of litter and debris at all times.
- C1.11 Off-premises signs are prohibited.

D. Special Areas

1. Mill Site

Guidelines in this section are applicable to all new development on the mill site – including single family residential development.

INTENT:

- To provide site specific design standards or guidelines for development on the Mill Site consistent with the Eatonville Community Action Plan and Vision Statement.
- To promote development that draws from the heritage of the former mill site.
- To take advantage of special opportunities to create a composition of buildings and landscape features.

GUIDELINES:

- D1.1 The natural areas adjacent to the Mashell River shall be preserved and utilize as a major site amenity. Native vegetation along the river edges shall be retained in a natural state.
- D1.2 The mill ruins shall be preserved, where possible, and incorporated into the design the site's development.

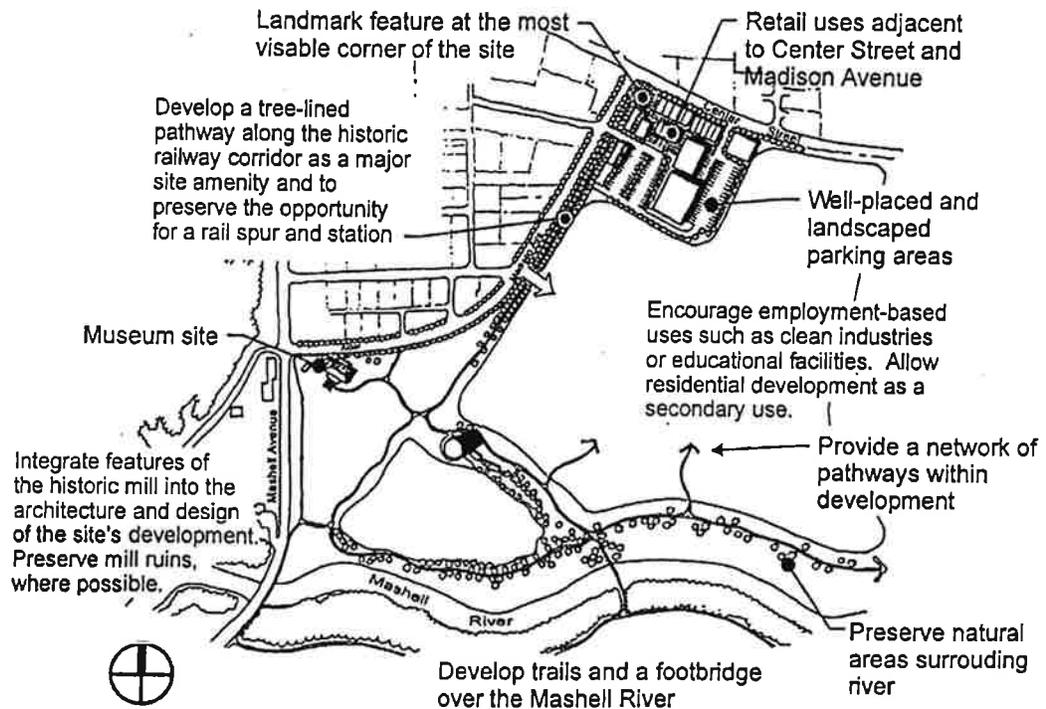


Figure 27. Key mill-site development features.

- D1.3 Features of the historic mill should be incorporated into the architecture and site design of the development.
- D1.4 The historic rail corridor shall be preserved as open space as a special site feature and potential rail use.
- D1.5 A decorative entry feature should be developed at the Center Street/ Madison Avenue intersection. This feature is intended to announce the site and welcome visitors. Physical and visual access into the site is strongly encouraged.

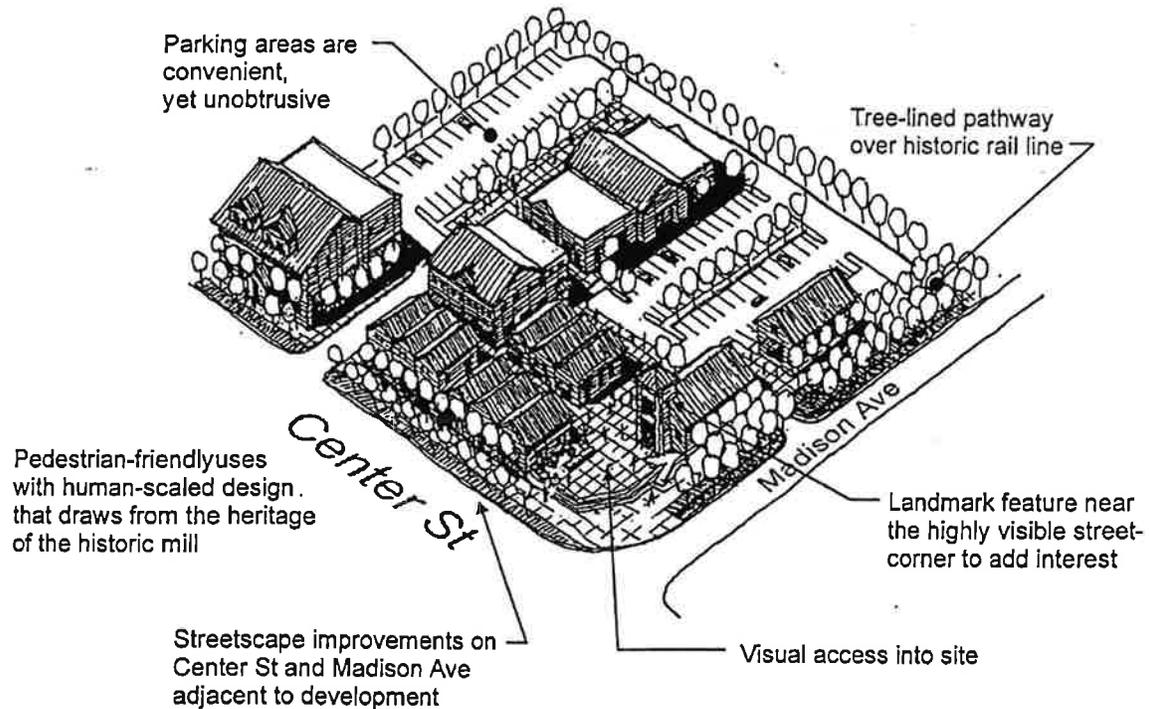


Figure 28. Guidelines for the northwest corner for the mill-site.

- D1.6 A network of on-site pathways shall be provided. Specifically, develop a trail along the north side of the Mashell River. Develop a trail along the historic rail corridor adjacent to Madison Avenue. Provide pedestrian connections that lead to these and other trails. Depending on the nature of the site and adjacent uses, the type of pathway can range from a multi-purpose pathway to a nature trail.
- D1.7 All single family residential development on the mill-site shall also be subject to the Historic Neighborhood Design Guidelines. Once single family residential areas are defined in the adopted Mill-Site Master Plan, the map highlighting the properties applicable to the Historic Neighborhood Guidelines shall be revised to include the subject mill-site single family residential properties.

Glossary

Arcade

A series of arches supported on piers or columns.

Articulation

The giving of emphasis to architectural elements (like windows, balconies, entries, etc.) that create a complementary pattern or rhythm, dividing large buildings into smaller identifiable pieces.

Articulation Interval

The measure of articulation, the distance before architectural elements repeat.

Balcony

An outdoor space built as an above-ground platform projecting from the wall of a building and enclosed by a parapet or railing.

Bay Window

A window protruding from the main exterior wall. Typically, the bay contains a surface that lies parallel to the exterior wall and two surfaces that extend perpendicularly or diagonally out from the exterior wall. To qualify as a bay, the bay must contain a window pane that extends at least 60 percent of the length and 35 percent of the height of the surface of the bay lying parallel to the exterior wall. There need not be windows in the surfaces extending out from the exterior wall.

Blank Wall

(1) Any wall or portion of a wall that has a surface area of 400 square feet of vertical surface without a window, door, building modulation, or other architectural feature, *or* (2) any ground-level wall surface or section of a wall over 4 feet in height at ground level that is longer than 15 feet, as measured horizontally, without having a ground-level window or door lying wholly or in part within that 15-foot section.

Cornice

A horizontal molding projecting along the top of a wall, building, etc.

Entablature

A horizontal superstructure supported by a columns, architrave, frieze, and cornice.

Fenestration

The design, proportioning, and disposition of windows and other exterior openings of a building.

Frieze

A horizontal band, often decorated with sculpture, between the architrave and the cornice of a building.

Minor Exterior Remodel

Any improvement that changes the visual appearance or exterior configuration of a building structure or property and which has a value less than 50 percent of the existing built facilities as determined by the City of Black Diamond building valuation procedure. Painting and restorative maintenance are not considered minor remodels.

Modulation

A stepping back or projecting forward of portions of a building face, within specified intervals of building width and depth, as a means of breaking up the apparent bulk of a structure's continuous exterior walls.