# CITY OF ORTING

# ECONOMIC BASELINE STUDY

## SUMMARY REPORT

## JUNE 2006

## PROPERTY COUNSELORS

## INTRODUCTION

The City of Orting has funded the preparation of an Economic Baseline Analysis, to supplement the analysis and policies of the Comprehensive Plan. Orting has long understood that it has very limited resources to support economic development that would improve the tax base and create local jobs. The recent strong residential population growth has driven this fact home. Orting is an attractive community in many ways, and the hot housing market of the past 5 years has resulted in the development of hundreds of new homes. This, in turn, has produced significant demand for community-serving retail and personal service business, parks and schools, and generated new traffic demands on the few arterials that connect the City with the region.

The Economic Baseline Analysis will provide a description of the strengths, weaknesses, opportunities, and threats affecting the City's ability to serve residents and grow the existing business community, attract new business, and compete with neighboring communities. It will identify potential markets that the City should be serving, and strategies that the City should employ to accomplish our objectives.

This report provides a summary of the results of the economic baseline analysis. It is organized in four sections.

City Profile

City Competitive Position

Retail Market Potential

Office and Industrial Market Potential

# CITY PROFILE

## POPULATION

The City of Orting has an estimated population of 4,820 as of April 1, 2005. The City has showed very rapid population growth over the past 15 years.

### Table I

### City of Orting Population

| | | Avg. Ann. Gr. |
|---|---|---|
| 1990 | 2,106 | |
| 2000 | 3,931 | 6.4% |
| 2005 | 4,820 | 4.2% |

Source: US Census Bureau
Washington Office of Financial Management

Population growth greatly exceeded the average rate for Pierce County of 1.4% for the period 1990 through 2000, and 1.5% for the period 2000 to 2005.

Orting serves a large market area that extends north past McMillin, east toward South Prairie, south and west toward Graham along the Orting Kapowsin Highway. This area corresponds generally to the boundaries of Pierce County Fire District 18. The basis for this trade area determinate is described in the retail section provided later in this report. The population of this larger trade area is estimated to be 11,500. While this area does not correspond to any designated census tract, it has also experienced rapid growth over the past 15 years.

Orting is part of the Puget Sound Regional Council Forecast Analysis Zone (FAZ) 705. This FAZ includes Orting and Prairie Ridge north of the Puyallup River. This area is projected by PSRC to grow at an average annual rate of 3.4% over the period 2000 to 2020. However, much of the growth is in the area north of the Puyallup River, and is not part of the City's natural trade area given current transportation links. However, the area to the south and west of Orting, FAZ 506, is projected to grow at an average rate of 3.0% per year, and a large portion of this growth is in the Orting trade area.

The characteristics of the City of Orting population can be compared to those of the County as a whole.

## Table 2

## Comparison of Orting Population Characteristics

| | Orting | Pierce County |
|---|---|---|
| Median Age | 30.2 | 34.1 |
| % of Population Under 18 | 32.8% | 27.2% |
| Average Household Size | 2.85 | 2.60 |
| % Owner Occupied Housing | 82.0% | 63.5% |
| % of Population 65 or Older | 8.8% | 10.2% |

Source: US Census Bureau, Demographic Profiles

The population is relatively young, with a high household size and incidence of home ownership. These relationships are typical of a community with a large number of families.

## HOUSING

The population growth in Orting is reflected in the level of new housing activity in the City.

## Table II-3

## City of Orting

## Building Permit Activity

| | Single Family | | Two Family | | Three/Four Family | | Five/More Family | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| Year | Bldgs | Units | Bldgs | Units | Bldgs | Units | Bldgs | Units | Bldgs | Units |
| 1996 | 102 | 102 | 1 | 2 | 2 | 6 | 0 | 0 | 105 | 110 |
| 1997 | 139 | 139 | 0 | 0 | 0 | 0 | 0 | 0 | 139 | 139 |
| 1998 | 125 | 125 | 1 | 2 | 0 | 0 | 0 | 0 | 126 | 127 |
| 1999 | 73 | 73 | 4 | 8 | 0 | 0 | 0 | 0 | 77 | 81 |
| 2000 | 14 | 14 | 0 | 0 | 0 | 0 | 0 | 0 | 14 | 14 |
| 2001 | 53 | 53 | 0 | 0 | 0 | 0 | 0 | 0 | 53 | 53 |
| 2002 | 112 | 112 | 1 | 2 | 0 | 0 | 0 | 0 | 113 | 114 |
| 2003 | 36 | 36 | 0 | 0 | 1 | 4 | 1 | 5 | 38 | 45 |
| 2004 | 133 | 133 | 0 | 0 | 0 | 0 | 0 | 0 | 133 | 133 |
| 2005 | 267 | 267 | 0 | 0 | 0 | 0 | 0 | 0 | 267 | 267 |
| Total | 1,054 | 1,054 | 7 | 14 | 3 | 10 | 1 | 5 | 1,065 | 1,083 |

Source: U.S. Census Bureau, 2000.

The 359 homes receiving permits from 2000 to 2004 correspond roughly to the 889 person increase in population over the period.

Major new residential subdivisions completed in recent years include Village Green (398 lots), Whitehawk (268 lots), River's Edge (139 lots), and Village Crest (225 lots). All

these plats are located northwest of downtown Orting. River's Edge and Village Crest are the only developments with unsold lots at this time, although each is expected to sell out by May 2006. Home prices range between $209,000 and $330,000.

Proposed subdivision plats in the City of Orting, most of which have preliminary plat approval at this time, are summarized in the following table.

| Plat Name | No. of Lots |
|---|---|
| Village Green | 230 |
| Carbon River Landing | 90 |
| Rivers Edge | 264 |
| Meadows | 148 |
| Majestic View | 74 |
| Hidden Harbor | 140 |
| Total | 946 |

At the current rate of growth, the City's residential development will reach its zoned capacity in 2007.

Cascadia, the state's largest master planned community, is slated for development on the plateau north and east of Orting, outside the city limits. This 5,000-acre project will ultimately encompass 6,700 homes, 626 acres of business and industrial park, a 219-acre resort quality-hotel with conference faculties, a golf course, parks and open space. Initial access will be to Bonney Lake on the north, with additional access planned to the west toward Orting. Development commenced last year with land clearing, utility ditches and road construction underway. Lots have been sold to single family homebuilders.

Other new residential development planned in the area south of Bonney Lake includes a 1,100-lot plat known as Falling Water and the 2,000-lot White River Estates development.

## EMPLOYMENT

Employment has increased in Orting over the past 10 years at a rate comparable to population growth.

## Table 4

## City of Orting Employment

| | 1995 | 2000 | 2004 |
|---|---|---|---|
| Construction/Resource | 23 | 11 | * |
| Finance, Insurance, Real Estate | * | 16 | 16 |
| Manufacturing | * | * | * |
| Retail | 50 | 45 | 42 |
| Services | 89 | 125 | 358 |
| Wholesale Transportation Utilities | * | * | 11 |
| Education | 205 | 197 | 287 |
| Government | 41 | 34 | 233 |
| Total | 441 | 450 | 954 |

* Not disclosed because 2 or fewer employers.

Source: PSRC Covered Employment Estimates

The fastest growth occurred between 2000 and 2004. Most of the growth was in the services and government sectors. Even with the job growth between 2000 and 2004, Orting still has only .21 jobs per capita compared to .33 for Pierce County and .47 for the region as a whole.

The largest single employer in Orting is the Orting School District with a 2005 employment level of 193. Hobart Baking Systems, located east of Orting is the largest private employer with 127 employees. Other major employees include Safeway and the High Cedar Golf Club (north of the City).

## INCOME

The Office of Financial Management of Washington State has estimated the median income for Pierce County to be $52,630 for 2004. No comparable estimates are available for smaller jurisdictions. However, 2000 Census Data for 1999 reported median household income in Orting to be $53,464 compared to $45,204 for Pierce County as a whole. If Orting household income grew at the same rate as the County's, the median household income in 2004 would be $62,250.

## TRANSPORTATION

State Route 162 is the major arterial in the Orting area. Available daily traffic count data as of 2004 for this highway as well as Highway 410 through Bonney Lake to the north ave is summarized in the following table.

| Arterial | Location of Count | Average Daily Traffic Volume |
|---|---|---|
| State Route 162 | At State Route 410 | 19,000 |
| State Route 162 | South of junction with Pioneer Way E. | 19,000 |
| State Route 162 | North of junction with Military Rd. E. | 17,000 |
| State Route 162 | South of junction w/Old Pioneer Way E | 15,000 |

| Arterial | Location of Count | Average Daily Traffic Volume |
|---|---|---|
| State Route 162 | South of junction with Orville Rd. E. | 5,900 |
| State Route 162 | West of junction with State Route 165 | 5,000 |
| State Route 410 | East of junction with State Route 162 | 51,000 |
| State Route 410 | West of junct. w/Sumner Buckley Hwy. | 50,000 |
| State Route 410 | East of junct. w/Sumner Buckley Hwy. | 40,000 |
| State Route 410 | West of junction with 202nd Ave. E. | 29,000 |
| State Route 410 | West of junction with 214th Ave. E. | 27,000 |
| State Route 410 | East of junction with 214th Ave. E. | 22,000 |
| State Route 410 | West of junction with State Route 165 | 18,000 |

The road network in the Orting area favors access to and from downtown Orting to the northwest and southeast along State Route 162, as well as to the south along the Orting Kapowsin Highway. Principal barriers to travel in the Orting area consist of vast tracts of undeveloped land that lack roads. Such areas are located north, east, and west of the city. In addition, the Puyallup and Carbon Rivers, which parallel the city on the west and east, have few road crossings, resulting in other barriers to travel in the area.

Major highway projects currently underway or that might affect Orting include improvements to SR-161 and construction of SR-704. SR-161 (Meridian Ave.) is being widened between 176th St. E. and 234th St. to four lanes. SR-704, also known as the Cross-Base highway project, is a proposed six-mile-long, multi-lane divided highway commencing at the Interstate 5 Thorne Lane interchange on the west end, connecting to 176th St. at SR-7 on the east. With further extension to the east, the project could greatly enhance access to Orting.

## BUSINESS MIX

The mix of businesses in Orting can be summarized according to the amount and type of taxable business receipts. Table 5 summarizes the receipts by sector and compares them to levels for the surrounding cities of Bonney Lake and Puyallup and Pierce County. As shown, total taxable receipts for Orting were $50.9 million. 36.9% of these receipts were in the construction sector. This factor reflects the high level of home construction in the area. (Construction receipts are reported at the place of construction rather than the address of the employer).

- Other sectors where Orting has a strong concentration are food and beverage services, and food services.
- Sectors where Orting has a relative lack of business activities are auto sales and general merchandise.

The latter categories are ones where small cities have difficulty attracting businesses, because of shopping patterns and retail location preferences.

Specific businesses that serve as anchors for the area include Safeway, Cope's Orting Drug, Wild Rose (quilts), Post Office, and several restaurants.

# Table 5

## Taxable Retail Sales Analysis

## Orting, Bonney Lake, Puyallup, and Pierce County

| | 4th Qtr 2004 - 3rd Qtr 2005 City of Orting | | 4th Qtr 2004 - 3rd Qtr 2005 City of Bonney Lake | | 4th Qtr 2004 - 3rd Qtr 2005 City of Puyallup | | 4th Qtr 2004 - 3rd Qtr 2005 Pierce County | |
|---|---|---|---|---|---|---|---|---|
| **Industry** | **Taxable Retail Sales** | **% of Total** | **Taxable Retail Sales** | **% of Total** | **Taxable Retail Sales** | **% of Total** | **Taxable Retail Sales** | **% of Total** |
| Retail Trade | | | | | | | | |
| Motor Vehicles & Parts | $349,212 | 0.7% | $10,614,872 | 3.8% | $438,441,734 | 26.3% | $1,854,046,013 | 16.9% |
| Furniture & Home Furnishing | $734,706 | 1.4% | $3,720,644 | 1.3% | $27,490,094 | 1.6% | $224,424,891 | 2.0% |
| Electronics & Appliances | $453,415 | 0.9% | $2,884,349 | 1.0% | $50,051,895 | 3.0% | $248,073,235 | 2.3% |
| Building Materials, Garden Equip & | $2,203,553 | 4.3% | $8,616,686 | 3.0% | $118,373,487 | 7.1% | $553,881,761 | 5.0% |
| Food & Beverage Stores | $5,157,667 | 10.1% | $12,617,788 | 4.5% | $20,049,233 | 1.2% | $282,553,809 | 2.6% |
| Drug/health Stores | $164,711 | 0.3% | $2,495,263 | 0.9% | $11,099,353 | 0.7% | $126,812,276 | 1.2% |
| Gas Stations & Convenience Stores | $778,910 | 1.5% | $4,371,578 | 1.5% | $10,021,187 | 0.6% | $139,954,902 | 1.3% |
| Apparel & Accessories | $1,160,379 | 2.3% | $2,197,336 | 0.8% | $65,109,088 | 3.9% | $321,648,212 | 2.9% |
| Sporting Goods, Toys, Book & Music | $21,884 | 0.0% | $1,584,712 | 0.6% | $26,870,555 | 1.6% | $204,033,594 | 1.9% |
| General Merchandise Stores | $511,928 | 1.0% | $90,210,439 | 31.9% | $276,982,732 | 16.6% | $1,033,746,995 | 9.4% |
| E-commerce & Mail Order | $247,603 | 0.5% | $843,776 | 0.3% | $4,081,656 | 0.2% | $31,542,830 | 0.3% |
| Miscellaneous Retailers | $1,866,939 | 3.7% | $12,019,481 | 4.2% | $71,806,369 | 4.3% | $446,193,612 | 4.1% |
| Total Retail Trade | $13,650,907 | 26.8% | $152,176,924 | 53.8% | $1,120,377,383 | 67.1% | $5,466,912,130 | 49.7% |
| Agriculture, Forestry, Fishing | $96,610 | 0.2% | $33,524 | 0.0% | $187,184 | 0.0% | $9,628,120 | 0.1% |
| Mining | $0 | 0.0% | $0 | 0.0% | $58,941 | 0.0% | $7,595,149 | 0.1% |
| Utilities | $0 | 0.0% | $0 | 0.0% | $113,499 | 0.0% | $3,874,586 | 0.0% |
| Construction | $18,797,165 | 36.9% | $61,521,087 | 21.7% | $191,135,910 | 11.4% | $1,950,604,213 | 17.7% |
| Manufacturing | $523,774 | 1.0% | $3,671,002 | 1.3% | $20,821,331 | 1.2% | $316,775,384 | 2.9% |
| Wholesale Trade | $1,988,365 | 3.9% | $6,881,489 | 2.4% | $71,830,020 | 4.3% | $703,313,648 | 6.4% |
| Transportation & Warehousing | $18,279 | 0.0% | $462,491 | 0.2% | $1,199,447 | 0.1% | $41,050,736 | 0.4% |
| Information | $3,080,685 | 6.1% | $8,797,640 | 3.1% | $36,348,647 | 2.2% | $474,076,210 | 4.3% |
| Finance, Insurance | $520,021 | 1.0% | $1,272,411 | 0.4% | $19,753,161 | 1.2% | $121,337,147 | 1.1% |
| Real Estate, Rental/leasing | $1,355,134 | 2.7% | $5,317,347 | 1.9% | $25,102,775 | 1.5% | $273,592,494 | 2.5% |
| Professional, Scientific & Technical | $331,827 | 0.7% | $2,128,399 | 0.8% | $9,989,562 | 0.6% | $112,284,961 | 1.0% |
| Management, Education & Health Services | $1,872,822 | 3.7% | $3,468,286 | 1.2% | $24,659,281 | 1.5% | $214,942,096 | 2.0% |
| Arts, Entertainment & Recreation | $129,903 | 0.3% | $1,245,743 | 0.4% | $7,880,524 | 0.5% | $83,442,271 | 0.8% |
| Accommodations & Food Services | $7,382,853 | 14.5% | $28,204,426 | 10.0% | $108,242,656 | 6.5% | $876,950,017 | 8.0% |
| Other Services | $1,155,893 | 2.3% | $7,779,284 | 2.7% | $32,232,528 | 1.9% | $338,606,892 | 3.1% |
| Public Administration, Other | $6,906 | 0.0% | $0 | 0.0% | $42,614 | 0.0% | $4,495,739 | 0.0% |
| Total All Industries | $50,911,144 | 100.0% | $282,960,053 | 100.0% | $1,669,975,463 | 100.0% | $10,999,481,793 | 100.0% |

## VISITOR INDUSTRY

Eastern Pierce County is home to several major tourist attractions.

- Mount Rainier National Park attracts 2 million visitors per year for year-round interpretive and recreational activities.
- The City of Eatonville to the south of Orting offers Northwest Trek and Pioneer Farms (both outside the City).
- Puyallup to the west advertises such attractions as a farmers market, the Meeker Mansion, outdoor art, and antiques.

Orting is located in a beautiful natural setting between two rivers with framed views of Mount Rainier. However, the City offers few identified attractions to draw visitors. The Foothills Trail is a walking and biking trail linking Orting and McMillin. There is a fish hatchery located at the south end of town. There are no attractions listed on the Tacoma Pierce County Conventions and Visitors Bureau.

There are opportunities for communities like Orting to serve the visitor industry. The Washington State Visitors Profile study conducted in 1997 by the Washington State Tourism Division identified the activities that visitors participated in.

### Table 6

### Washington State Visitor Profile

### Participation in Visitor Activities

### (% of Visitors Participating as Main or One of Several Other Activities)

| | Main Activity | All Activities |
|---|---|---|
| Visit Friends/Relatives | 21% | 54% |
| Relax/Sightsee | 23 | 47 |
| Visit National Park | 8 | 39 |
| Shop in Metro Area | 8 | 38 |
| Visit Zoo/Wildlife | 5 | 21 |
| Fair/Festival/Rodeo | 4 | 20 |
| Shop in Small Community | 3 | 38 |
| Museum/Historical Site | 3 | 29 |
| Camping | 3 | 13 |
| Hiking | 1 | 18 |

Source: Washington Tourism Division, *Washington State Visitor Profile*, 1997

Each activity in the table was identified by more than 10 percent of visitors as the main reason for their visit. Two observations have relevance to Orting.

1. Several of these activates are available in or near Orting: Mt. Rainier National Park, small community shopping, camping and hiking.

2. Visitors generally participated in more than one activity. A community which can offer a combination of activities can increase its attractiveness.

There is a rule of thumb that the duration of a visitor experience must exceed four times the length of time to travel to it. While the exact factor may be subject to argument, the concept is clearly true. Further, in order to maximize the economic impact of visitor spending, it is important to provide an experience or combination of experiences which can support an overnight stay.

# COMPETITIVE POSITION

Given the characteristics of the City described in the preceding profile, the City's competitive position can be summarized in terms of strengths, weaknesses, opportunities and threats.

## STRENGTHS

1. The strong recent population growth can create demand for additional business.

2. The strong growth in Puget Sound region creates demand for visitor activities and regional business opportunities.

3. The physical setting of Orting makes it attractive as a place to live, work, and visit.

4. The City has utility service capacity to serve additional development.

5. The City has underdeveloped land that can accommodate residential or commercial/industrial growth.

6. The City has an established Downtown with a clear town center.

## WEAKNESSES

1. There are natural barriers that serve to isolate the City, specifically rivers and plateaus.

2. Transportation access and capacity is limited, with a two lane arterial through town, and a two lane arterial serving the area to the west.

3. There are few publicized visitor attractions in the City. The City has a wonderful view of Mount Rainier, but it isn't on any of the main routes to Park entrances.

4. The threat of lahars (mud slides triggered by volcanic activity on Mount Rainier) requires hazard planning and response programs.

### OPPORTUNITIES

1. The City can fill some of the gaps in its businesses mix and recapture lost retail sales.

2. The City can increase its stature as a visitor destination.

3. The interest of residents and visitors in pedestrian scale shopping districts, enhances the potential for small communities with established downtowns.

4. Growth and development throughout the region creates demand for development in secondary markets.

5. Cascadia, the master planned community on the plateau to the east, will gain increasing attention, and provide a higher profile for Orting, if not additional retail sales.

### THREATS

1. The established retail centers in Bonney Lake and Puyallup South Hall will continue to attract spending activity outside the City.

2. Cascadia may attract some of the employers that might otherwise consider Orting.

3. The lahar hazard threat may discourage some investment.

In summary, the City's competitive position is that of a small community offering an alternative to urban settings with scarce land, higher prices, and limited natural amenities.

# RETAIL MARKET POTENTIAL

## TYPES OF RETAIL DEVELOPMENT

Retail development occurs in stand-alone buildings or shopping centers. Shopping centers fall into several categories, which differ according to the number and type of stores, the amount of space and site area, and the size of the market area, both in terms of population and distance. Table 7 summarizes the characteristics of the major types of shopping centers. Pioneer Village is an example of a neighborhood shopping center. Fred Meyer in Bonney Lake is an example of a community shopping center. South Hill Mall in Puyallup is a regional mall.

The market area for Orting retail is an area determined by natural boundaries, transportation routes, location of residential development, and location of competition.

The market area for Orting is an area that extends beyond city boundaries to the south and west along the Orting Kapowsin Highway to 224th, to McMillin on the north, to the Puyallup River to the east. The population of this area is estimated to be 11,500 currently as presented in the profile section. With projected growth of 3% per year over the next 20 years, it could reach 20,700 by 2025. The current population is at the lower end of the range for a neighborhood shopping center. The projected population would fall within the middle of that range.

## Table 7

## Types of Shopping Centers

| | | | |
|---|---|---|---|
| **Neighborhood Shopping Center** | | **Off-Price Center** | |
| Anchors | Supermarket and drug store | Anchors | Off-price/discount store |
| Number of Stores | 10-40 stores | Number of Stores | 20-60 |
| Total Retail Space | 30,000-100,000 square feet | Total Retail Space | 100,000-500,000 square feet |
| Site Area | 3-10 acres | Site Area | 5-15 acres |
| Market Area Population | 10,000-30,000 people | Market Area Population | 80,000-250,000 square feet |
| Market Area Radius | 1-3 miles | Market Area Radius | 6-15 miles |
| **Community Shopping Center** | | **Specialty Center** | |
| Anchors | Junior department or discount store | Anchors | Specialty/theme retailer(s) |
| Number of Stores | 25-80 stores | Number of Stores | varies widely |
| Total Retail Space | 100,000-450,000 square feet | Total Retail Space | varies widely |
| Site Area | 10-30 acres | Site Area | varies widely |
| Market Area Population | 30,000-75,000 people | Market Area Population | varies widely |
| Market Area Radius | 3-8 miles | Market Area Radius | varies widely |
| **Regional Shopping Center** | | **Outlet Center** | |
| Anchors | 1 or 2 full-line department stores | Anchors | Manufacturer's outlet stores |
| Number of Stores | 50-100 stores | Number of Stores | 30-100 stores |
| Total Retail Space | 300,000-750,000 square feet | Total Retail Space | 200,000-800,000 square feet |
| Site Area | 30-50 acres | Site Area | 20-50 acres |
| Market Area Population | 100,000-250,000 people | Market Area Population | 200,000-600,000 square feet |
| Market Area Radius | 8-15 miles | Market Area Radius | over 50 miles |
| **Super-Regional Shopping Center** | | **Power Center** | |
| Anchors | 3 or more full-line department stores | Anchors | Large warehouse/discount retailers |
| Number of Stores | 100-300 stores | Number of Stores | 10-20 stores (mainly large retailers) |
| Total Retail Space | 600,000-2,000,000 square feet | Total Retail Space | 250,000-800,000 square feet |
| Site Area | 40-100 acres | Site Area | 20-50 acres |
| Market Area Population | 250,000-600,000 people | Market Area Population | 250,000-500,000 square feet |
| Market Area Radius | 12-50 miles | Market Area Radius | 12-50 miles |
| **Strip Retail Center** | | **Sources:** | |
| Anchors | Convenience Grocery | Urban Land Institute, Dollars and Cents of Shopping Centers | |
| Number of Stores | 3-20 stores | Property Counselors | |
| Total Retail Space | 10,000-30,000 square feet | | |
| Site Area | 1-3 acres | | |
| Market Area Population | under 20,000 people | | |
| Market Area Radius | under 2 miles | | |

## LEAKAGE

Retail leakage is defined as the difference between market area spending and actual retail sales. Table 8 provides a leakage analysis for the Orting market area for retail trade and selected service sectors. As shown, market area spending in these sectors of $156 million greatly exceeds Orting gross receipts of $40 million. The difference of $116 million is net leakage.

The major categories of leakage are motor vehicles and parts, general merchandise, miscellaneous retailers, gas stations/convenience stores, drug/health, apparel/accessories, and food services.

### Table 8

### Retail Sales Analysis

### Retail Sales Analysis – Net Leakage

| | Orting 2005 Taxable | Orting 2005 Gross | Spending /Capita | Resident Spending Orting Mkt Area | Net Leakage Orting Mkt Area |
|---|---|---|---|---|---|
| **Retail Trade** | | | | | |
| Motor Vehicles & Parts | 349,212 | 393,465 | 2,377 | 27,335,331 | 26,941,867 |
| Furniture & Home Furnishing | 734,706 | 1,062,070 | 424 | 4,870,755 | 3,808,684 |
| Electronics & Appliances | 453,415 | 633,989 | 504 | 5,794,614 | 5,160,625 |
| Building Materials, Garden Equip & | 2,203,553 | 2,307,550 | 759 | 8,724,323 | 6,416,773 |
| Food & Beverage Stores | 5,157,667 | 14,510,615 | 1,766 | 20,312,874 | 5,802,259 |
| Drug/health Stores | 164,711 | 588,495 | 628 | 7,220,458 | 6,631,962 |
| Gas Stations & Convenience Stores V | 778,910 | 3,779,948 | 919 | 10,572,416 | 6,792,468 |
| Apparel & Accessories | 1,160,379 | 1,684,763 | 712 | 8,183,442 | 6,498,678 |
| Sporting Goods, Toys, Book & Musi | 21,884 | 25,137 | 340 | 3,912,630 | 3,887,492 |
| General Merchandise Stores | 511,928 | 922,198 | 2,087 | 24,005,734 | 23,083,536 |
| E-commerce & Mail Order | 247,603 | 2,642,509 | 623 | 7,163,599 | 4,521,090 |
| Miscellaneous Retailers | 1,866,939 | 2,518,872 | 872 | 10,031,177 | 7,512,304 |
| Total Retail Trade | 13,650,907 | 31,069,614 | 12,011 | 138,127,352 | 107,057,738 |
| **Selected Sevices** | | | | | |
| Arts, Entertainment & Recreation | 129,903 | 140,655 | 156 | 1,796,602 | 1,655,947 |
| Food Services | 7,382,853 | 7,688,156 | 1,234 | 14,189,823 | 6,501,666 |
| Personal Services | 511,119 | 606,153 | 141 | 1,619,811 | 1,013,658 |
| Subtotal | 8,023,875 | 8,434,965 | 1,531 | 17,606,236 | 9,171,271 |
| Total Retail and Selected Services | 21,674,782 | 39,504,579 | 13,542 | 155,733,588 | 116,229,009 |

## RETAIL INVENTORY

The retail inventory of Orting and surrounding area consists of a mix of shopping centers, a concentration of individual buildings, highway-oriented strip development, and stand-alone facilities. Table 9 summarizes the characteristics of existing shopping centers, strip centers, and major stand-alone retail facilities.

# Table 9

## Retail Centers and Stand-Alone Facilities

| Map No. | Identification/ Location | Type of Center | Year Built | Size (Sq Ft) | Anchor Tenants | Other Tenants | |
|---|---|---|---|---|---|---|---|
| | **Orting** | | | | | | |
| 1 | Pioneer Village<br>NW corner SR-162 and Whitsell St. | Neighborhood | 2000 | 71,500 | Safeway | Blockbuster<br>Papa Murphy's<br>Dollar Store<br>Pink Coconut Tanning<br>TGF Cuts<br>Terriyaki | McDonalds<br>Anytime Fitness<br>Subway<br>John L. Scott<br>Cash Advance<br>Cleaners |
| | **Sumner** | | | | | | |
| 2 | Fred Meyer<br>Main St. and Valley Ave. | Community | 2003 | 186,000 | Fred Meyer | Great Clips<br>Baskin Robbins<br>Hollywood Video<br>Cash Advance<br>Hair Masters<br>Quiznos<br>Desert Sun | Mongolian Grill<br>H & R Block<br>Starbucks<br>Taco del Mar<br>Best Sewing<br>Cleaners<br>Terriyaki |
| 3 | Sumner Square<br>15600 Block Main St. | Neighborhood | 1960/94 | 76,000 | Pet Center | U.S. Bank<br>Salon | Insurance office<br>Restaurant |
| 4 | Washington Court<br>15300 Block Main St. | Strip Center | 1976 | 31,390 | | Curves<br>Gymnastics<br>Salon<br>Restaurant | Edward Jones<br>Terriyaki<br>Nails |
| | **Bonney Lake** | | | | | | |
| 5 | Market at Lake Tapps<br>SR-410 and 192nd Ave. E. | Community | 1989/92 | 172,000 | Wal-Mart<br>Office Depot | Dominos<br>Key Bank<br>Jack in the Box<br>Subway<br>911 Driving School<br>Liquor store<br>Dollar Wise | Starbucks<br>Parker Paine<br>Cleaners<br>Mexican restaurant<br>Edward Jones<br>Realty office<br>Terriyaki |
| 6 | Bonney Lake Village<br>SR-410 and 214th Ave. E. | Community | 1989 | 150,000 | Safeway<br>Ben Franklin | Burger King<br>Taco Bell/Pizza Hut<br>Hair Masters<br>Radio Shack<br>Cleaners | US Bank<br>Cash Advance<br>Mad Dogs Diner<br>Optician<br>Nails |
| 7 | Fred Meyer<br>SR-410 and 211th Ave. E. | Stand-Alone | 1996 | 120,000 | Fred Meyer | | |
| 8 | Cedarview Plaza<br>NE corner SR-410 and 208th Ave. E. | Strip Retail | 2000 | 33,284 | | Bonney Lk Fitness<br>Party Plus<br>Rose Bistro | Washington Mutual<br>Allstate<br>Game Stop |
| 9 | Bonney Lake Plaza<br>Northeast corner SR-410/214th Ave. | Strip Retail | 1997 | 18,823 | | Blockbuster Video<br>Papa Murphy's<br>Great Clips | Pink Coconut Tanning<br>Terriyaki<br>Schucks |
| 10 | 410 Plaza Buildings (Four)<br>21509 SR-410 | Stand-alone | 2006 | 7,061 | | Taco Time<br>Auto Zone<br>Dentist | Cascade Ortho.<br>Physical Therapy<br>Salon |
| 11 | McHugh Plaza<br>9925 214th Ave. E. | Strip Retail | 1998 | 17,240 | | Sports Connections<br>Pet Store<br>Chiropractor<br>Nails | Cigar World<br>Terriyaki Wok<br>Salon<br>Dentist |

| Map No. | Identification/ Location | Type of Center | Year Built | Size (Sq Ft) | Anchor Tenants | Other Tenants | |
|---|---|---|---|---|---|---|---|
| 12 | Proposed Retail<br>SR-410 and 211th Ave. E. | Strip Retail | Proposed | 40,000 | | | |
| 13 | Home Depot<br>NW quadrant SR-410/214th Ave. | Stand-Alone | 2006 | 115,000 | Home Depot | | |
| 14 | Rite Aid<br>NW corner SR-410/214th Ave. | Stand-Alone | 1999 | 16750 | Rite Aid | | |
| 15 | Tall Firs Place<br>20800 Block SR-410 | Strip Retail | 1997/99 | 27,000 | Regal Cinema | Godfather's Pizza<br>Rainier Mortgage<br>Salon | Payless Shoes<br>Cascade Clinic<br>A&W/KFC |
| 16 | Strip Retail<br>NW corner SR-410/208th Ave. | Strip Retail | 2003 | 7,535 | | Midas<br>Papa John's | ReMax |
| 17 | Bonney Lake Center<br>SE quadrant SR-410/198th Ave. | Neighborhood | 2001 | 99,000 | Albertsons | Hollywood Video<br>Desert Sun Tanning<br>Fantastic Sams<br>Pet Pros<br>Clippers<br>Express Fuel/Mart | Quiznos<br>State Farm Insurance<br>Pizza Hut<br>Checkmate<br>Columbia Bank<br>Terriyaki |
| 18 | Target<br>9400 192nd Ave. E. | Stand-Alone | 2004 | 121,842 | Target | | |
| 19 | Strip Retail<br>19102 SR-410 | Strip Retail | 1994 | 15,920 | | Chiropractor<br>Mike's Brake/Muffler | Bicycle Shop |
| | **Buckley** | | | | | | |
| 20 | Buckley Plaza<br>SR-410 and SR-165 | Strip Retail | 1993 | 16,637 | | Subway<br>Pizza Time<br>H & R Block<br>Physical therapy | Money Stop<br>Chiropractor<br>Real estate office<br>Smoke Shop |
| 21 | Rose's IGA<br>SR-410, one block west of SR-165 | Stand-alone | 1959 | 19,456 | Rose's IGA | Dollar Store | |
| | **Graham** | | | | | | |
| 22 | Graham Towne Center/Graham Sq.<br>NW quadrant SR-161/224th St. E. | Community | 1984/2000 | 128,213 | Safeway<br>Ace Hardware | Subway<br>Movie Gallery<br>Amici Restaurant<br>Tanning<br>Cash & Dash<br>Quizno's<br>Pizza<br>Valley Bank<br>Graham Fitness<br>Schucks<br>Money Depot<br>Computer Store<br>Dry Cleaners | Mongolian Grill<br>Sylvan<br>Teriyaki<br>Pet Clinic<br>Health Store<br>Nail Salon<br>Fantastic Sam's<br>Martial Arts<br>Gift Shop<br>Sun Shoppe<br>Fashion Accessories<br>Mexican Restaurant<br>Dominos |

The primary retail center in Orting is the Pioneer Village, a 71,500 square foot center anchored by Safeway. Bonney Lake to the north features three community scale retailers within 10 miles of Orting: Fred Meyer, Wal-Mart and Target. Puyallup South Hill Mall features the same community scale retailers, as well as the anchor tenants of the South Hill Mall. The presence of this competitive development in close proximity will hurt Orting's ability to attract this type of tenant.

## PROJECTED DEMAND

Future growth in retail levels will come from increased trade area resident spending, plus increased visitor spending. The method for estimating increased resident spending involves the following assumptions.

- Trade area population growing to 20,700 by 2025.
- Per capita spending estimated at average levels for State with 1% real growth per year. Constant capture rate by Orting businesses.
- Retail development estimated from sales per square foot factors for each sector.

Visitor spending is estimated from average daily visitor spending factors updated from the State's 1997 Visitor Profile.

| | | |
|---|---|---|
| Restaurants | $13.50 | /visitor/day |
| Groceries | 3.70 | |
| Transportation | 8.30 | |
| Recreation | 5.40 | |
| Shopping | 16.20 | |
| Other | 0.40 | |
| Total | $47.50 | |

The number of annual visitors could vary over a wide range. As noted earlier, Mount Rainier attracts 2 million visitors per year, with most visitors entering from the Nisqually River entrance. The City of Leavenworth attracts an estimated one million visitors per year. For purposes of this analysis, 500,000 annual visitors is considered a useful benchmark for estimating potential visitor spending. Assuming three-fourths of those are new visitors who don't currently shop in Orting, the average visitor spending factors above can be applied to 375,000 new visitors.

The projected increase in spending, sales, and supportable retail development is summarized in Table 10. As shown, the assumed increased sale would support 238,000 square feet of new development, approximately 140% of the amount of space in Pioneer Village.

## Table 10
## Orting Market Area
## Summary of Retail Potential

| | Recapture Leakage | Resident Spending Grwth 2005-2025 | Growth Visitor Spending | Total Potential Spending | Projected Sales Grwth 2005-2025 | Supportable Development 2005-2025 |
|---|---|---|---|---|---|---|
| **Retail Trade** | | | | | | |
| Motor Vehicles & Parts | 26,941,867 | 32,906,243 | - | 59,848,109 | 473,653 | 474 |
| Furniture & Home Furnishing | 3,808,684 | 5,863,409 | - | 9,672,093 | 1,278,519 | 6,393 |
| Electronics & Appliances | 5,160,625 | 6,975,551 | - | 12,136,176 | 763,196 | 3,816 |
| Building Materials, Garden Equip & Su | 6,416,773 | 10,502,330 | - | 16,919,103 | 2,777,827 | 9,259 |
| Food & Beverage Stores | 5,802,259 | 24,452,616 | 1,387,500 | 31,642,375 | 18,855,363 | 37,711 |
| Drug/health Stores | 6,631,962 | 8,691,979 | - | 15,323,942 | 708,430 | 3,542 |
| Gas Stations & Convenience Stores W/ | 6,792,468 | 12,727,063 | 3,112,500 | 22,632,030 | 7,662,797 | 30,651 |
| Apparel & Accessories | 6,498,678 | 9,851,218 | - | 16,349,897 | 2,028,116 | 10,141 |
| Sporting Goods, Toys, Book & Music S | 3,887,492 | 4,710,019 | - | 8,597,511 | 30,260 | 151 |
| General Merchandise Stores | 23,083,536 | 28,898,077 | - | 51,981,613 | 1,110,141 | 4,441 |
| E-commerce & Mail Order | 4,521,090 | 8,623,533 | - | 13,144,623 | 3,181,050 | |
| Miscellaneous Retailers | 7,512,304 | 12,075,520 | 6,075,000 | 25,662,824 | 9,107,216 | 45,536 |
| Total Retail Trade | 107,057,738 | 166,277,560 | 10,575,000 | 283,910,298 | 47,976,569 | 152,114 |
| **Selected Services** | | | | | | |
| Arts, Entertainment & Recreation | 1,655,947 | 2,162,748 | 2,025,000 | 5,843,694 | 2,194,321 | 10,972 |
| Food Services | 6,501,666 | 17,081,693 | 5,062,500 | 28,645,860 | 14,317,494 | 71,587 |
| Personal Services | 1,013,658 | 1,949,927 | - | 2,963,585 | 729,686 | 3,648 |
| Subtotal | 9,171,271 | 21,194,368 | 7,087,500 | 37,453,139 | 17,241,502 | 86,208 |
| Total Retail and Selected Services | 116,229,009 | 187,471,928 | 17,662,500 | 321,363,437 | 65,218,070 | 238,322 |

The amount of supportable space would be greater if the City could capture an increased market share in any of the categories. In general, a trade area of 20,700 is not large enough to support community scale retail development (such as Fred Meyer or Target). Until the City can support that type of development, it will continue to achieve similar market shares as the current ones. If there were a convenient transportation link across the river to the east to connect with Cascadia, the trade area population could support additional growth.

Generally, the type of retail development that is supportable includes:

- Grocery: another major grocer
- Gas and Convenience; several such businesses
- Misc. Retail and Apparel: various specialty retail businesses
- Food Services: a variety of local and national restaurant outlets

# OFFICE/INDUSTRIAL DEMAND

## OFFICE MARKET CONDITIONS

The office market in Orting primarily houses local-serving office tenants. Tenants such as doctors and dentists, finance, insurance, real estate offices, and various business services locate near the population they serve. However, Orting is also part of the larger Pierce County office market that may provide additional opportunities for growth over time.

The office market in Pierce County is generally soft at this time with high vacancy, particularly in the Puyallup/Sumner area.

**Table 11**

**Pierce County - Office Market Conditions**

**Fourth Quarter 2005**

| | Total Inventory | Vacancy Percent | Absorption 4th Quarter 2005 |
|---|---|---|---|
| Tacoma CBD | 3,609,187 | 7.7% | 19,911 |
| Central Tacoma | 1,387,953 | 5.0% | 6,226 |
| Fife | 391,494 | 8.1% | (8,270) |
| Puyallup Sumner | 291,432 | 13.0% | 11,406 |
| North Tacoma | 194,577 | 5.6% | 13,632 |
| I-5 Corridor | 637,848 | 6.9% | (680) |
| Lakewood | 521,097 | 12.7% | 5,128 |
| South Pierce County | 394,050 | 5.6% | 0 |
| Gig Harbor | 515,443 | 4.1% | 0 |
| Pierce County Total | 7,943,081 | 7.3% | 47,353 |

Source: Colliers International, Pierce County Office Statistical Research Report, Fourth Quarter, 2005

- Average asking office rental rates in the Puyallup/Sumner range from $22.25 per sq ft per year for Class A space to $19.50 for Class B space to $15.00 for Class C space.

- New office space completed in the area in the past year consists of the Wynstone Professional Building (12,918 sq ft) and Riverside Professional Building (9,500 sq ft), both in Puyallup, and the Graham Business Center in Graham (15,000 sq ft).

- Currently under construction or planned office product consists of a new two-story, 5,040 sq ft building at 639 Elizabeth Street in Sumner, and additional buildings in the Graham Business Center, resulting in a total of 60,000 sq ft at this complex.

General office space and medical/dental office space in Orting and the nearby area is summarized in Table 12.

## Table 12
## Area Office Buildings

| Identification/Location | Year Built | No. of Stories | Size (Sq Ft) | Available Space | % Available | Actual or Asking Rent ($/SF) |
|---|---|---|---|---|---|---|
| Medical Office Building<br>124 Washington Ave. N.<br>Orting | 1917 | 1 | 3,066 | | | |
| Medical/Dental Office<br>106 Calistoga St. W.<br>Orting | 1976 | 1 | 3,100 | | | |
| Lake Place Prof. Bus. Ctr.<br>8412 Myers Rd. E.<br>Bonney Lake | 2000 | 3 | 16,000 | 2,200 | 14% | $18.50 |
| Rainier Professional Plaza<br>18209 SR-410<br>Bonney Lake | 2003 | 3 | 32,448 | | | |
| John L. Scott Building<br>18275 SR-410<br>Bonney Lake | 2001 | 2 | 4,275 | | | |
| Medical/Dental Building<br>18200 Block SR-410 | 1983 | 2 | 4,709 | | | |

Asking rents quoted on full service basis unless noted otherwise
Sources: Property Counselors, MetroScan, Commercial Brokers Association

There are no new office buildings in Orting to house the businesses supporting the increased local population.

## INDUSTRIAL MARKET CONDITIONS

The industrial market in Orting is part of the larger Pierce County and Puget Sound industrial markets. Current market conditions in Pierce County are summarized in Table 13. Overall vacancy rates are low except for Puyallup/Sumner.

## Table 13
## Pierce County - Industrial Market Conditions
## Fourth Quarter 2005

| | Total Inventory | Vacancy Percent | Absorption 4th Quarter 2005 |
|---|---|---|---|
| Port of Tacoma | 8,973,526 | 1.2% | 64,216 |
| Fife/Milton | 8,673,997 | 2.6% | 72,139 |
| Puyallup/Sumner | 9,141,856 | 13.7% | 11,691 |
| I-5 Corridor | 4,445,927 | 5.0% | (74,413) |
| Lakewood | 3,512,142 | 4.3% | (4,131) |
| 512 North | 1,219,942 | 4.3% | 0 |
| South Pierce County | 3,416,579 | 0% | 580,115 |
| Pierce County Total | 39,383,969 | 5.1% | 649,617 |

Source: Colliers International, Pierce County Industrial Statistical Research Report, Fourth Quarter, 2005

- Average asking industrial rental rates in Pierce County for shell space range from $0.23 to $0.56 per sq ft per month, with average rates forming a more narrow range of $0.35 to $0.49 per sq ft.

- A total of 2.88 million sq ft of new industrial space was completed during 2005, with approximately two-thirds of the new product built in Sumner.

- Currently under construction is an additional 1.14 million sq ft of industrial space in Sumner, while another 2.61 million sq ft is planned in Sumner.

The market for industrial land mirrors the market for industrial buildings. The industrial areas along the major freeways have traditionally experienced strong industrial demand. The Frederickson area between Orting and Tacoma developed more slowly, largely because of its distance from the Port and the freeways. The Port purchased 553 acres in the 1960's. The area has been attractive to large industrial users needing rail. Major tenants in the area include Boeing, Toray Composites (which provides materials to Boeing) and several building materials suppliers. The Port has recently sold all but a 30 acre piece of property in the area. The Port and the County are considering new sites for large scale industrial development. Parcels 15 acres or greater are in short supply.

There is industrial development in the Orting area as shown in Table 14. These industrial tenants demonstrate that relatively remote sites can be attractive for large scale development. There is a 19.3 acre site available in McMullen. 10.8 acres are usable, but can only be used as construction storage.

## Table IV-3

## Area Industrial Facilities

| Identification/Location | Year Built | Size (Sq Ft) | % Available | Actual or Asking Rent ($/SF) |
|---|---|---|---|---|
| McMillan Park of Industry | | | | |
| SR-162 and 136th St. | | | | |
| Commencement Bay Corrugated | 1985 | 163,450 | | |
| Tubular Steel | 2001 | 72,000 | | |
| Morrow Equipment | 1974 | 15,680 | | |
| Hobart Bakery Systems – Baxter 19220 SR-162 | 1972/97 | 132,000 | | |

Asking rents quoted on full service basis unless noted otherwise
Sources: Property Counselors, MetroScan, Commercial Brokers Association

## POTENTIAL DEMAND

The potential demand for office and industrial development is affected by several factors:

- The growth in population, as it affects demand for local serving office.
- The increased scarcity of large industrial sites in the County.
- The attractive natural setting of Orting, as a draw for back office functions that don't need to be in expensive urban settings.

The magnitude of this demand can be estimated.

Local Serving Office – The existing service sector employment in Orting could support 89,000 square feet of office development. Over time this demand could support 4,500 square feet of new local serving office space per year assuming growth and replacement. This space could be located throughout the City in retail complexes, Downtown buildings, or new commercial sites.

Regional Serving Office – location of such businesses is often a serendipitous event, as the CEO of a company desires to be close to his home or a recreation site. Otherwise, the location decision is the result of a competitive selection process, as in the case of several call centers or back office operations in the region.

Industrial Sites. A 1999 study of Puget Sound Regional Council projected a 25 year demand for industrial property in the 4 county Puget Sound region of 7,000 acres, or approximately 300 acres per year. Pierce County has the largest share of available industrial land at 37.3%, so should be able to absorb 75 to 100 net acres per year. The siting requirements for industrial uses vary widely as shown in Table 14. Orting would be a suitable candidate for industrial uses requiring large sites – 15 acres or more, with good truck or rail access. Such development would attract high wage jobs, but the number would be 11 or fewer per acre.

## Table 14

## Market Determined Siting Requirements by Building Type

| Building Types | Typical Site Area (acres) | Employees per Acre | Building / Land Coverage Ratio | Parking Ration (Stalls/1,000 SF) | Electricity Requirements | Process Water Requirements | Wastewater Treatment | Maneuvering | Door Level |
|---|---|---|---|---|---|---|---|---|---|
| Divisible Warehouse/ Distribution | 100 to 200 | 4 | 10% | 1 to 2 | 800A, 277V, 3-Phase | None | None | 120 Feet | Dock High |
| Large Manufacturing | 20 to 50 | 11 | 15% | 2 to 3 | 1-2,000 A/Tenant | Up to 100,000 gpd | Pretreatment | 120 Feet | Dock High |
| Multi-Tenant Buildings | 3 to 5 | 15 | 20% | 2.5 to 4 | 2-300 A/Tenant | None | None | 120 Feet | Dock High |
| High Tech/ Flex-Use | 3 to 5 | 15 | 20% | 3 to 4 | 3-400 A/Tenant | Nominal | Pretreatment | 80 Feet | Grade Level |
| Research & Development | 3 o 5 | 27 | 20% | 4 to 5 | 3-400 A/Tenant | Nominal | Pretreatment | 80 Feet | Grade Level |
| Office | 3 to 5 | 54 | 40% | 5 | 3-400 A/Tenant | None | None | 80 Feet | Grade Level |

# ECONOMIC STRATEGIES

The results of the preceding analysis suggest three general categories of economic opportunities for the City:

Expand Tourism

Expand Local Retail and Service Sectors

Attract Regional Industrial and Office Development

The remainder of the section identifies several broad strategies for each category.

## EXPAND TOURISM

As presented earlier, the City does not have a high profile as a visitor destination.

Short-term Strategies

1. Establish list of existing visitor attractions and events.
   - Foothills Trail
   - Fish hatchery
   - Fishing opportunities
   - Historic sites and exhibits
   - Unique stores and restaurants
   - Community events and festivals
   - Access to Mount Rainier
   - Others
2. Identify several visitor itineraries based on combination of activities.
   - 2 hour
   - 4 hour
   - all day
3. Prepare brochures with list of attractions, and a map.
4. Solicit coverage by local travel writers.
5. Join Tacoma Pierce County Convention and Visitors Bureau. Participate in local marketing efforts and publicize local resources in Bureau brochures and website.

6. Organize and promote events and festivals with local themes. Such themes might be agriculture-related such as a public market, Mount Rainier-related, such as a lahar festival, or something related to local history.

7. Coordinate with Mt. Rainier National Park and other gateway communities to identify potential events and marketing efforts.

Intermediate Term Strategies

8. Solicit visitor-related private businesses:

   - Recreation, equipment sales, rental, and programs.

   - Arts and crafts studios and galleries.

   - Restaurants and food-related processing.

9. Solicit operators of overnight accommodations: motel, RV park or campground.

10. Invest in signage to provide way-finding and unified appearance.

11. Identify potential new visitor attractions such as lahar interpretive center.

12. Develop recreation facilities along rivers to provide access and gathering spaces.

## EXPAND LOCAL RETAIL AND SERVICE SECTORS

As presented earlier, the City experiences a large amount of leakage of trade area residential spending to other communities.

Short-term Strategies

1. Identify suitable sites in the City. Suitable sites are those with highway visibility and access, ten or more acres (for shopping center or large retailer) or distinctive location on the park.

2. Zone suitable property for such use, subject to overall market demand and City priorities.

3. Compile information on available sites: ownership, zoning, availability of utilities, traffic counts, and trade area demographics.

4. Work with local businesses to facilitate their expansion.

5. Organize members of local business community to solicit potential new businesses. It's often productive to solicit owners of businesses in the region (or elsewhere in the County) to open a second store in a nearby community.

Local businesses are often familiar with the businesses and owners and can make these contacts.

6. Work with local end real estate brokerage community to promote sites. These representatives have the best contacts with regional retail developers, and regional/national retail businesses.

Intermediate Term Strategies

7. Promote regional development of major transportation routes such as the cross base highway and widening of SR 162. Such transportation links can effectively expand the trade area by facilitating traffic movement into Orting.

8. Promote transportation links to Cascadia. A convenient link across the river will provide an alterative shopping venue for Cascadia residents. As in 7 above, such links will effectively expand the trade area for Orting.

## ATTRACT REGIONAL OFFICE INDUSTRIAL EMPLOYERS

As presented earlier, there is an increasing scarcity of large site~~s~~ (20 acre~~s~~/or greater) for industrial and large office employers. Communities that previously were considered too far from population centers and highway routes are now more attractive.

Short-term strategies

1. Identify suitable sites in the City or nearby. Suitable sites are those 5 acres or greater with few development constraints and available utilities.

2. Zone suitable properties for such use, subject to overall market demand and City priorities.

3. Compile information on available sites: ownership, zoning, availability of utilities, transportation access, financial terms, and map or aerial photos.

4. Coordinate with Port of Tacoma and Washington Department of Community Trade and Economic Development to make site information available to potential users. Include site data in Choose Washington Database. Work with Port of Tacoma economic development staff to identify leads.

5. Organize local business communities response team to pursue inquiries regarding economic opportunities. Members of this team may identify unique opportunities such as current or past residents who have enterprises that they would like to locate in an attractive small community like Orting.

Intermediate Term Strategies

6. Promote regional development of major transportation routes such as the cross base highway and widening of SR 162. These projects have the potential to significantly improve the desirability of the local area for major office and industrial sites.