

# Puyallup South Hill

Incorporated in 1890, Puyallup is the third largest city in Pierce County. With a 2010 population of 37,022 residents, the city is home to two designated regional growth centers: Downtown and South Hill. Since its early days as a commercial center for the surrounding agricultural community, much of the recent growth has occurred in the form of low-density residential and commercial development in the South Hill area, south and east of the older downtown.

The South Hill regional growth center is the heart of Puyallup’s rapidly growing South Hill Subarea. The center is located just to the east of SR-512, a limited-access freeway that connects the center with downtown Puyallup to the north and Tacoma and I-5 to the west. Major development in the South Hill regional growth center includes the South Hill Mall, auto-oriented retail businesses located along South Meridian Street (SR-161), Pierce College, and the South Hill Business & Technology Center (formerly the Microchip manufacturing plant). To the east of the South Hill Mall, along South Meridian Street, several large retail shopping developments are served by large surface parking lots. In addition, the South Hill regional growth center contains a mix of single and multifamily residential development, located in the north end and the southwest corner of the center.

## Acreage, Density & Mix of Activity

Puyallup South Hill is a larger regional growth center in terms of total gross acreage (845 acres) with a net developable acreage of 775 acres (92% of gross acres). In terms of its role in the city overall, Puyallup South Hill contains 9 percent of the city's land area, 10 percent of the population, 12 percent of the housing, and 28 percent of the employment. Compared to centers as a whole, Puyallup South Hill has a relatively small number of total activity units (9,535), with a fairly even mix of activity (60% jobs/40% residents) and among the lowest density of activity (11.3 units per gross acre).

## Urban Form

Puyallup South Hill's average parcel size is 1.3 acres, which is similar to the average size for growth centers. Puyallup South Hill provides a challenging pedestrian environment, with a limited network of sidewalks (69% coverage) and extremely large super-blocks with a 49.9-acre average size.

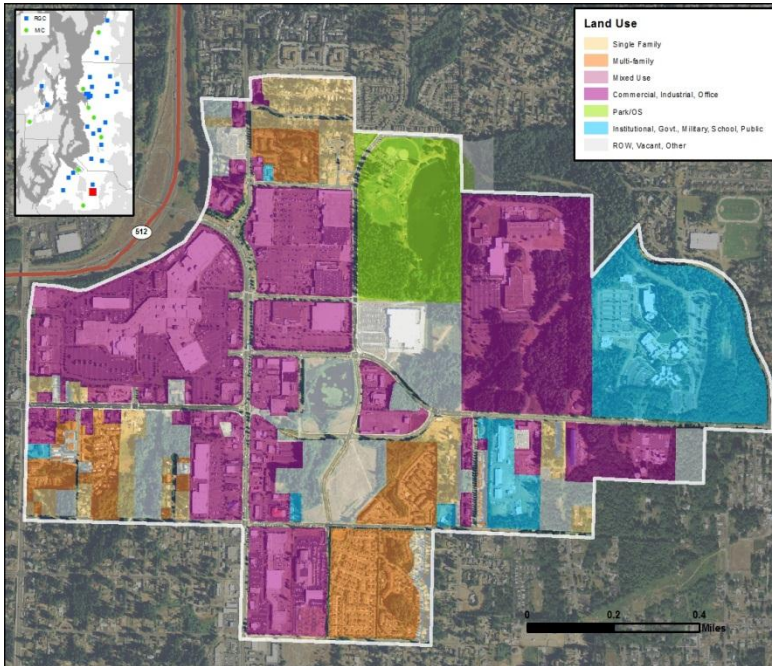
The presence of amenities is an important aspect of urban form. Puyallup South Hill has a limited set of urban amenities (160 total amenities / 0.19 amenities per gross acre). Arts/Recreation (38%) and Food/Drink (33%) represent the largest amenity categories, with specific concentrations in Restaurants, Clothing/Shoes, Healthcare, Cafes/Bars, and Laundry/Haircuts.

## 2010 Summary Statistics

Land Use	
Gross acreage	845
Average block size (acres)	49.9
Average parcel size (acres)	1.3
Mix of Uses	
Population/Employee ratio	.65 : 1
Population+Employee/acre	11.3
Population	
Total population	3,771
Population density/acre	4.5
Change (2000–2010)	679
Housing	
Total housing units	1,982
Housing unit density/acre	2.3
Change (2000–2010)	360
Employment	
Total employment	5,764
Employment density/acre	6.8
Change (2000–2010)	980
Transportation	
Housing access to transit	32%
Employee access to transit	58%
Work-based mode share	
SOV / HOV	86% • 9%
Walk & Bike / Transit	2% • 3%

## Urban Amenities

Food & Drink	
Restaurants	34
Grocery	2
Cafes & Bars	10
Home Supplies & Services	
Pet Supplies	2
Laundry & Haircuts	10
Home supplies	9
Clothing & Shoes	34
Banks	9
Arts & Recreation	
Spectator Sports	-
Fitness & Outdoors	5
Electronics & Toys	7
Bookstores & Libraries	1
Arts & Culture	1
Public & Civic Services	
Social Services	-
Schools & Childcare	4
Police, Fire, Postal, City Hall	-
Pharmacy	1
Healthcare	29
Residential Care Centers	2



### Land Use

Puyallup South Hill contains a diverse set of current land uses that are weighted much more towards commercial (47%) than residential (17%) in terms of total net land area. The major land uses are commercial (30%), industrial (17%), institutional (13%), and vacant developable (13%).

### Demographics

The total population in Puyallup South Hill is 3,771, and grew by 679 residents from 2000 to 2010. The center has slightly older residents than the region as a whole, with a high share of youth (23%) and a sizeable share of seniors (18%). The age range of residents is divided between the 18-34 and 35-64 categories (60% for both age groups combined). At 22 percent, Puyallup South Hill's racial diversity is lower than the region's 27 percent share of non-white residents. The groups with the highest shares in Puyallup South Hill are White (78%), Other (10%), and Asian/Pacific Islander (7%). Ten percent of residents identify as Hispanic.

### Employment

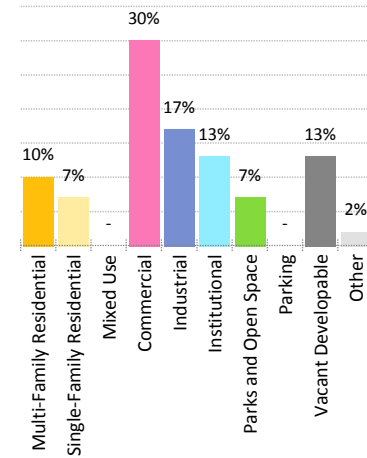
The total employment in Puyallup South Hill is 5,764, increasing by 980 jobs from 2000 to 2010. The major industry sectors are Services (45%) and Retail (44%). Some of the largest employment sites in this center are retail businesses in the South Hill Mall, the Benaroya South Hill Business and Technology Center campus, and Pierce College.

### Housing

Puyallup South Hill has 1,982 total housing units, with a density of 2.3

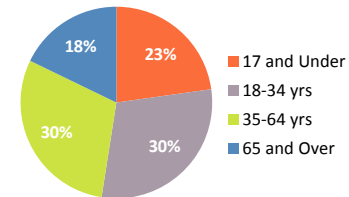
### Current Land Use

(775 net acres)



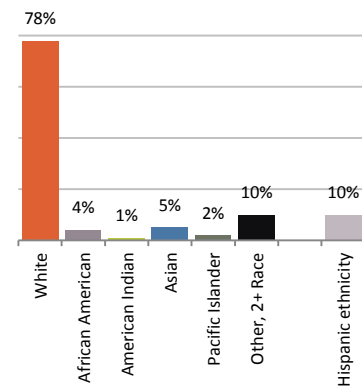
### Age of Residents

(3,771 residents)



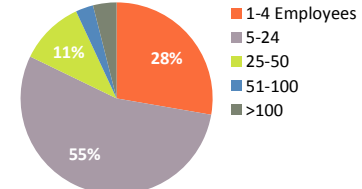
### Racial/Ethnic Composition

(3,771 residents)



### Size of Businesses

(290 workplaces)



housing units per gross acre. From 2000 to 2010, housing grew by 360 units (22% increase). Based on Census Block Group data, Puyallup South Hill has a large share (56%) of single family and 2- to 4- unit multifamily dwellings and a moderate share of 5- to 19- and 20+ unit multifamily (38%). In terms of unit affordability, Puyallup South Hill's owner-occupied housing tends to be significantly less expensive than the region as a whole (based on Census Block Group data). The center's share of under \$300,000 is 74 percent, whereas the region's share is 38 percent. The center's share of units over \$500,000 category is 0 percent, whereas the region's is 25 percent.

### Transportation

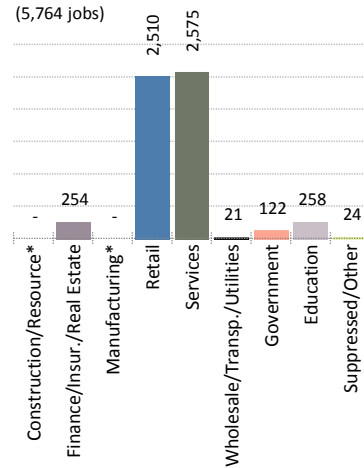
For work-based trips, the Puyallup South Hill regional center's travel characteristics are somewhat different from the region as a whole. The region's single-occupant vehicle (SOV) share is 76 percent and the center's is 86 percent. The region's non-SOV share is 24 percent, with 10 percent in transit and 5 percent in walk/bike. The center's non-SOV share is 14 percent, with 3 percent in transit and 2 percent in walk/bike. The total daily trips from Puyallup South Hill are moderately focused on destinations in regional centers (25% of all trips); this includes trips that stay within the center (16%) and trips that go to other centers (9%).

In terms of employee access to transit, Puyallup South Hill has partial access, with 58 percent of employees within a 1/4 mile walk of transit. For the 1/2 mile walkshed, the center has complete levels of employee access to transit (100%). For residential, Puyallup South Hill has limited access with 32 percent of housing units within a 1/4 mile walk. For the 1/2 mile walkshed, the center has complete levels of residential access to transit (100%).

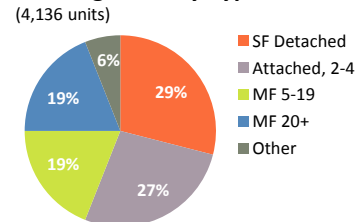
### Plan Overview

In 2009, Puyallup incorporated a new comprehensive plan element addressing the South Hill Neighborhood. This document serves as a framework of policies to guide further development of the neighborhood plan. The central focus of the plan is transitioning the existing auto-oriented commercial neighborhood into three mixed-use districts. A land use plan for the subarea has not been adopted, but the subarea plan includes cursory land use designations until final maps and appropriate development regulations have been adopted. The plan includes extensive discussion of the Local Infrastructure Financing Tool funding awarded to the city in 2008, which the city intends to utilize to help revitalize both regional centers.

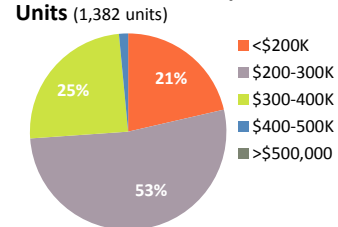
### Jobs by Sector



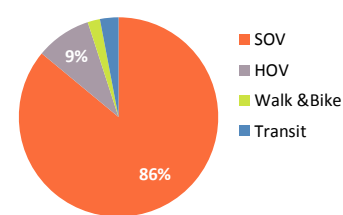
### Housing Units by Type



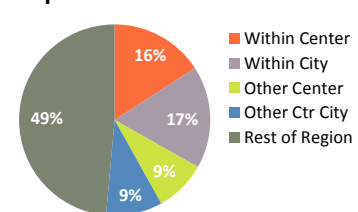
### Value of Owner-Occupied Units



### Mode Shares



### Trip Destinations



### **Comparison to Center Plan Checklist**

The city's primary center planning document was reviewed to evaluate the extent to which the plan addresses topics in the PSRC Regional Center Plan Checklist. This policy-level review of the current plan is intended both to provide preliminary assessment of consistency of the plan with center guidelines and to evaluate the Regional Centers Checklist for any potential improvements.

In some areas, the center plan meets expectations of the Regional Growth Center Plan Checklist. The plan includes several supportive provisions for critical areas and innovative treatment of stormwater. For example, a policy states the city will "use public property, critical areas, rights-of-way and portions of private property subject to public access and utility easements for the establishment of a green infrastructure system that combines non-motorized transportation, stormwater treatment, open space and ecosystem services." Several goals and policies support expansion of open space and trails, including a policy to ensure that new development incorporates public spaces and existing trail connections. The plan speaks to complete streets, green infrastructure, tailoring level of service and concurrency to encourage density in the center, managing parking, and design for pedestrian-friendly transit-oriented development. The element describes its consistency with regional expectations established through the centers plan checklist.

In other aspects, the South Hill element has partially or not yet addressed aspects of Regional Growth Center Plan Checklist, and these items could be strengthened as the plan develops. The plan doesn't reference technical information, such as a market analysis, and doesn't yet incorporate residential and employment growth targets or mode split goals. As the city moves forward on planning for the center, additional detail should be provided on housing, the economy, and capital facilities.

### **Planning Challenges**

As noted by the city in its May 2010 presentation to the Growth Management Policy Board, as well as a 2011 survey, the Puyallup South Hill center's challenges include the lack of market demand, oversupply of parking, large blocks and community and political resistance. The city identifies several physical infrastructure barriers, including lack of nonmotorized facilities, roads with outdated and potentially unsafe designs, very high traffic volumes, and auto-oriented development.

Puyallup has employed strategies to address challenges and plan for the success of its South Hill center. Incentives include infrastructure improvements with the Local Infrastructure Financing Tool (LIFT) grant, awarded in 2008.