

# 3 Economic Development

## Introduction:

The Economic Development Element of the Comprehensive Plan is intended to guide the climate for enterprise and commercial exchange in Buckley and reinforce the overall vision and values of the Comprehensive Plan. Economic development is one of the GMA's thirteen mandated planning goals. Policies presented in this element will guide future City actions that, together with private sector actions, can produce a strong economy. The framework for this element is to retain and enhance an economy that reinforces Buckley's small town character and capitalizes on its assets, including its history, rural quality, and natural resources.

## Key issues that the Economic Development Element will address:

- How can Buckley create an economic plan that retains its small town qualities and encourages economic vitality, including local jobs and taxable revenue for public services?
- How can Buckley encourage appropriate economic development activity that compliments other community needs and values?
- What are the specific strategies and actions the City can take to achieve its desired economic future?

## Existing Conditions:

Journey-to-work data reveals that almost half of all workers over the age of sixteen are employed outside the PMSA boundaries. An even larger majority of residents in Buckley and adjacent cities work outside the bounds of their respective city limits. This confirms the presumption that Enumclaw, Bonney Lake and Buckley are "bedroom" communities for Tacoma and, more dominantly, Seattle.

### 3. Economic Development

As a result, Buckley has only a limited number of retail, manufacturing and financial services jobs. Table I details employment levels in selected occupations.

**Table ED-I: Non-Agricultural Occupation, by Percentage of Workforce Employed (2000)**

City	Industry				
	Retail Trade	Manufacturing	FIRE <sup>1</sup>	Education and Health Services	Arts, Entertainment, Recreation & Food
Buckley	3.7 %	9.8 %	0.5 %	18.2 %	16.7 %
Bonney Lake	7.3 %	13.4 %	2.1 %	4.8 %	7.7 %
Enumclaw	7.6 %	13.7 %	1.7 %	4.1 %	10.0 %
Pierce County	12.5 %	12.6 %	5.8 %	20.8 %	12.4 %

Source: 2000 U.S. Census Bureau <sup>1</sup> Finance, Insurance, Real Estate and Leasing

The largest sector of Buckley's non-agricultural employment, 18.2%, comes from Educational and Health Services. This is due in large part to the City's largest employer, The Rainier School. It also has a significant amount of employment, 16.7%, in Arts, Entertainment, Recreation & Food Services. However, its retail trade, manufacturing and financial services (FIRE) employ relatively fewer people than in neighboring cities or the county as a whole.

A closer examination of retail trade reveals that Buckley is losing its competitive share of retail sales when compared to the county and neighboring cities. From 2002 to 2003, Buckley experienced an 18.3% drop in retail sales. While Enumclaw also saw a drop of 5.3%, both Pierce County and Bonney Lake saw a significant increase in retail trade during this same period.

**TABLE-ED2 Retail Trade Comparison: 2002 vs. 2003 (4th Quarter)**

City	Retail Units 2002	Retail Trade* 2002	Retail Units 2003	Retail Trade 2003	Percentage Change
Buckley	291	\$5,448,501	281	\$4,451,006	-18.3%
Bonney Lake	352	\$38,320,371	377	\$41,568,459	8.5%
Enumclaw	482	\$34,621,570	505	\$32,777,287	-5.3%
Pierce County	N/A	\$1,376,285,000	N/A	\$1,457,189,000	5.9%
Washington State	N/A	\$11,940,966,000	N/A	\$12,664,000,000	6.1%

Source: Washington State Department of Revenue

\* Retail Trade includes taxable sales of building materials and hardware, general merchandise, food, auto dealers, apparel, furnishings, eating/drinking places, and miscellaneous retail stores. These figures best represent consumer purchases.

### Economic Strategy:

The challenge facing Buckley is to create an economic climate that produces a healthy economy for jobs and businesses without compromising the community's desires to maintain its small town lifestyle and protect its natural amenities. The City is committed to ensuring that the components that contribute to its quality of life (affordable housing, natural environment, good schools, efficient government and excellent infrastructure) are available for residents and for future generations. These factors can also help the City to attract, retain and encourage growth of local businesses. A strong tax base is essential to the City's ability to deliver necessary public services and maintain infrastructure to serve the needs of the community. In order to establish a sustainable economy, this Comprehensive plan recommends the following actions:

- The City will promote existing businesses and concentrate new business development along historic Main Street and the Highway 410 corridor.
- The City will establish recreational infrastructure to attract tourism to Buckley. Despite its proximity to Mt. Rainier National Park, Buckley lacks the services and amenities for park visitors. However, with Buckley's recent designation as one of five "Gateway Communities" to Mt. Rainier, there will be more opportunity to attract a tourist base. Other recreational projects include developing an activity access point to the White River and completing the non-motorized Foothills Trail, which will connect Buckley with South Prairie, Wilkeson, and Carbonado to the south with Orting and Puyallup to the west.

The City acknowledges that there are costs, as well as, benefits associated with economic activity. The costs include the direct provision of additional government services and also maintaining adequate infrastructure. Therefore, fiscal analysis that weighs the costs and the benefits of growth should be considered when developing regulations and procedures. Also, since future economic trends cannot be predicted with precision, economic policies and regulations should remain flexible.

## ECONOMIC DEVELOPMENT GOALS AND POLICIES

**GOAL 3.1 PROMOTE AND ENHANCE A STRONG AND SUSTAINABLE ECONOMIC CLIMATE.**

*Discussion.* A strong and sustainable economy allows residents access to job opportunities and provides revenue sources to ensure needed public services and infrastructure. A key to a healthy and sustainable local economy is to provide a climate that supports new and existing business enterprises. Businesses that both serve and employ local residents will contribute to Buckley's economic growth.

**POLICY 3.1.1 FOCUS ON THE HEALTH OF EXISTING BUSINESSES THROUGH PUBLIC AWARENESS CAMPAIGNS AND LOCAL BUSINESS PROMOTIONS.**

**POLICY 3.1.2 IDENTIFY JOBS AND BUSINESSES THAT ARE COMPATIBLE WITH THE COMMUNITY AND DEVELOP PROGRAMS THAT WILL ATTRACT THEM TO BUCKLEY.**

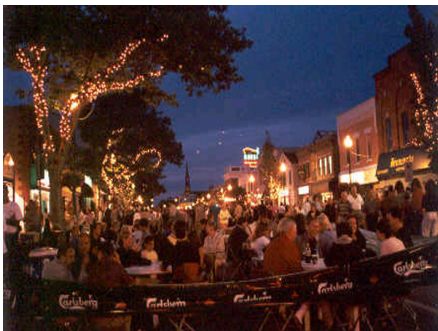
**POLICY 3.1.3 ENCOURAGE A BUSINESS-FRIENDLY ENVIRONMENT BY OFFERING TAX INCENTIVES AND PROMOTING BUCKLEY'S ATTRIBUTES TO NEW BUSINESSES.**



Downtown Buckley

**POLICY 3.1.4 CREATE A WELL-DEFINED URBAN CORE CENTERED AROUND MAIN STREET AND THE HIGHWAY 410 INTERSECTION THROUGH IMPROVED SIGNAGE, URBAN DESIGN FEATURES, AND THE CREATION OF MIXED-USE DEVELOPMENT.**

**POLICY 3.1.5 HOME-BASED BUSINESSES ARE ENCOURAGED WHEN THEY ARE COMPATIBLE WITH RESIDENTIAL NEIGHBORHOOD CHARACTER.**



Example of a street festival

**GOAL 3.2 ENCOURAGE TOURISM BY ENHANCING BUCKLEY'S SMALL TOWN ATTRIBUTES.**

*Discussion.* Buckley enjoys a Main Street that contains many historic buildings, retail shops, restaurants, and a pedestrian-friendly environment. By building upon its small town character and logging history, Buckley can attract tourists to its unique attributes. In order for this to occur, a well-planned marketing strategy needs to be developed.

**POLICY 3.2.1 THE CITY SHOULD CREATE A UNIFIED MARKETING THEME FOR BUCKLEY TO BE USED BY THE COMMUNITY AND BUSINESSES.**

**POLICY 3.2.2 MAINTAIN HISTORIC DOWNTOWN BUILDINGS, WHEN FEASIBLE, TO ENHANCE BUCKLEY'S MAIN STREET SMALL-TOWN ATTRIBUTES THROUGH HISTORIC RENOVATION GRANTS.**

**POLICY 3.2.3 THE DESIGN OF NEW DEVELOPMENTS AND REDEVELOPMENT PROJECTS SHOULD ENHANCE AND PRESERVE THE SMALL TOWN CHARACTER OF BUCKLEY, THROUGH SPECIFIED URBAN DESIGN GUIDELINES.**

**GOAL 3.3 ESTABLISH RECREATIONAL INFRASTRUCTURE THAT CAPITALIZES ON BUCKLEY'S NATURAL FEATURES TO ENHANCE ECONOMIC DEVELOPMENT.**

*Discussion.* **An important part of a vibrant economy is the health of its surrounding environment. A key component is to preserve and enhance the natural amenities. By creating recreational infrastructure, Buckley's natural amenities can be enjoyed by residents as well as outdoor enthusiast visitors.**

**POLICY 3.3.1 WHEN POSSIBLE, OPEN SPACE AREAS SHOULD BE PROTECTED OR DEVELOPED INTO RECREATIONAL FACILITIES. THIS CAN BE ACHIEVED THROUGH A COMBINATION OF ZONING CHANGES AND CITY ORDINANCES.**

**POLICY 3.3.2 THE CITY SHOULD WORK CLOSELY WITH THE MT. RAINIER NATIONAL PARK COMMISSION TO RESEARCH INFRASTRUCTURE IMPROVEMENTS AND MEDIA ACCESSIBILITY TO TRANSFORM THE CITY INTO AN ACTIVE MT. RAINIER GATEWAY DESTINATION.**



Mt. Rainier

**POLICY 3.3.3 CREATE A FAST-TRACK APPROVAL PROCESS FOR BUSINESSES THAT SERVE THE NEED OF THE OUTDOOR ENTHUSIAST MARKET. SUCH BUSINESSES MIGHT INCLUDE: BIKE SHOPS, CAMPING STORES, SPORTING GOODS AND SKI SHOPS.**

**GOAL 3.4 ENSURE THAT REGULATION BALANCES ECONOMIC GROWTH WITH QUALITY OF LIFE AND THE ENVIRONMENT.**

*Discussion.* **Prior to modifying or adding new regulations, the consequences of the action should be identified and the costs measured against the benefits. Responsive regulation recognizes**

**that a strong economy allows residents access to job opportunities and provides revenue sources to ensure needed public services and infrastructure. However, promoting a strong economy should not come at the expense of maintaining community character and protecting the environment.**

**POLICY 3.4.1 RECOGNIZE AND CONSIDER THE ECONOMIC AND ENVIRONMENTAL IMPACTS UPON THE COMMUNITY OF PROPOSED LEGISLATIVE ACTIONS PRIOR TO FORMAL ADOPTION.**

**GOAL 3.5 EXPAND AND DIVERSIFY FUNDING SOURCES TO ACHIEVE ECONOMIC GOALS.**

*Discussion.* **In order to implement any of economic development goals, the City needs to be able to allocate funds. Since tax revenues will not be sufficient to cover the cost of the proposed policies and projects, other funding sources would need to be identified. Non-profit organizations, states and federal agencies have a variety of funds available, usually dependent on certain conditions and to be used towards specific projects. The City could prioritize and phase the projects of most immediate need and then apply for grants accordingly.**

**POLICY 3.5.1 IDENTIFY POTENTIAL FUNDING SOURCES THROUGH EXISTING FEDERAL, STATE AND NON-GOVERNMENTAL ORGANIZATIONS AS WELL AS HAVING FUNDRAISING EVENTS.**

**POLICY 3.5.2 ENSURE THAT THE FUNDING OPTIONS PURSUED ARE SPECIFIC TO THE PROJECTS THAT THE CITY INTENDS TO DEVELOP.**