Chapter Outline

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A. INTRODUCTION

River Road is an important gateway corridor to the City of Puyallup. The River Road corridor provides access to and from Tacoma, as well as to access to numerous retailers, making it a highly trafficked route. This corridor is not only important to vehicle traffic, but also to pedestrians and bicyclists who travel along the roadway, and to those accessing the Puyallup Riverfront Trail.

The River Road Corridor was largely undeveloped until post-World War II when an oxbow of the Puyallup River was removed. This allowed for new large lots that are conducive to many of the retailers and auto-dealers that now populate this strip. For more than 50 years River Road has served as a vital commercial district to the City and Pierce County. Various factors including the decline of the auto industry and economic downturns have contributed to the current situation on River Road. Today, portions of the Corridor are visually unappealing and economically unproductive. There is a need to restore the economic vitality of this area, as well as to better integrate this area and its resources into the greater community.

Visually, the most notable features along River Road today are the expansive vacant and underutilized parking lots and auto dealerships along the corridor. The River and the Riverwalk Trail sit behind large commercial developments that face away from the River. The River Road Corridor consists of the mostly commercial land uses that directly about the roadway.

In 2010, the City pursued grant funding for new infrastructure improvements at the “Korum Corner” (northeast corner of Meridian and River Road). As a part of this grant funding, the City, in conjunction with the River Road Corridor Plan stakeholder group (listed below), embarked upon developing a new plan and vision for River Road to help stimulate new development where former auto dealerships have left a void. When adopted, the River Road Corridor plan will be an element within the City’s Comprehensive Plan.

This plan addresses both the commercial area along River Road, as well as the predominantly residential areas that extend from the western City limits east to Meridian and south to Stewart Ave. The River Road Corridor Plan focuses on providing a framework that results in a more walkable and livable corridor, and is intended to benefit not only the development north of River Road, but also the residents to the south. An important focus of the plan is to identify opportunities for better integrating the Puyallup River and the Riverwalk Trail into the community. The plan considers how to achieve this connection, and establishes the framework for future development to better address both the River and the Road, and to encourage more access and connectivity to the Riverwalk Trail. The map on the following page identifies the River Road Corridor and the surrounding Neighborhood Planning Area.

I. Purpose of this Element

As an element of the Puyallup Comprehensive Plan, this plan establishes a baseline of current conditions within the River Road Corridor planning area, and defines the Vision and policy framework that will guide future development along this important Puyallup gateway corridor. The plan and its policies provide the foundation for the future of this area, including: general land use patterns; pedestrian and vehicular connectivity; livability characteristics; housing options; site and aesthetic design; improvement of community assets such as the Puyallup Riverwalk Trail; community health and well-being; and economic prosperity.
B. EXISTING CONDITIONS

I. Location and Context

The River Road Corridor and Neighborhood Planning Area is located in the northwest quadrant of the city limits, bound on the north by the Puyallup River, on the south by West Stewart Avenue, on the northwest by the current city limit line – generally, 20th Street NW – and on the northeast by 2nd St NE. The area includes two areas of focus, the commercial area located to the north of River Road, and the commercial and residential area located to the south of River Road.

River Road is a critical gateway into and out of the city, providing a direct route to Tacoma – Pierce County’s largest metropolitan city – as well as connections to important state route highways which unite Puyallup to the rest of East Pierce County. River Road (State Route-167) and Meridian, which becomes SR-161 to the north, meet within the heart of this planning area. This point of connection provides direct connections to three of the five regional growth centers in Pierce County: Downtown Tacoma, Downtown Puyallup, and South Hill. River Road area is connected to Tacoma and Seattle through a regionally serving bus route provided through collaboration between Sound Transit and Pierce Transit. River Road is also important to the transport of freight into and out of Pierce County. As a link along State Route 167, River Road provides easy, direct access to the large number warehousing districts located to the north along SR-167 – including the Manufacturing and Industrial Center in Kent – as it
stretches into King County. For these reasons, River Road serves as one of the most significant thoroughfares in Pierce County today.

II. Land Uses and Design Character

River Road Corridor Planning Area

The River Road Corridor Planning Area is one of a few predominantly commercially zoned and used regions in the City. This area is home to a large concentration of auto dealerships and other retail uses. At present, there are no residential units within this area. The planning area also includes a community and regional asset, the Riverwalk Trail, which extends along the south edge of the Puyallup River in this area, and is planned to connect to regional destinations along Pierce County’s Foothills Trail and the Interurban Trail to the north.

Currently, the visual landscape along River Road is dominated by vast expanses of parking lots dedicated to outdoor vehicle display and automobile sales. The visual character of the area is shaped by advertising for businesses located along this corridor, including banner signs, flags, and vehicle displays. Tax revenue from vehicle sales represents more than a quarter of the City’s total sales tax revenue, with a significant portion of that revenue being generated by auto sales businesses located along this corridor.

Retail commercial development along River Road also reflects an auto-oriented character. For the most part, retail stores are large format (big box or strip mall) type developments. The corridor is flanked by large parking lots adjacent to, and separating, buildings, and buildings are set back significant distances from the roadway. This landscape, as well as the location of and design of pedestrian amenities contribute to a relatively uninviting environment for pedestrians traveling along River Road and through this area. Sidewalks located along the right-of-way provide no buffering for pedestrians from the high volume lanes of travel.

Most of the buildings within the area north of River Road “turn their back” on one of the neighborhood’s greatest assets, the Riverwalk Trail. These developments provide no pedestrian or visual access to the Trail, and lack windows, doors, signage or any other acknowledgement of the Trail. Trail access is limited to the two public access points at 4th St NW at the Skateboard Park and 11th St NW, and a few points located behind some businesses along River Road.

Neighborhood Planning Area

The River Road Neighborhood Planning Area – which extends primarily to the south, southeast and southwest of the River Road Corridor planning area – represents a cross-section of single family residential properties that were part of the city’s original incorporation of 1890. Residential properties in the area range in size from 6,000 to over 10,000 square feet with some multi-family structures interspersed in the area. These properties are generally laid out on a linear street grid system with some isolated pockets of alley-loaded residential sites throughout. Despite the relatively traditional street grid, a number of dead end streets and cul-de-sacs are present in the area, which creates challenges for complete residential connectivity and walkability.

Residential zoning is mostly single-family. RS-06 and RS-08 zone districts compose the majority of the land use designations in the neighborhood plan area. A few isolated pockets of multi-family zoned parcels are present in the northeast and northwest quadrants of the planning area; most of these parcels are presently built-out.

III. Historic Character

The buildings within the River Road Neighborhood Planning area represent a variety of architectural styles, including Queen Anne, Tudor Revival, Dutch Colonial Revival, Craftsman, Modern, and vernacular. There are many significant historic buildings in this area that contribute to the character of the community. Historic resource surveys conducted in 2007 and 2010 inventoried numerous historically notable structures within the neighborhood planning area. The following map and the list below identify those inventoried properties.
Table 13-1 Historic Survey

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<td>115</td>
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</table>

Source: Survey of Historic Puyallup Buildings, 2007 and 2010
IV. TRANSPORTATION

River Road creates the “spine” of the planning area’s roadway network. As typical of any suburban arterial, River Road collects vehicular and pedestrian traffic from the linking neighborhood collector streets and provides transport in and out of the city along this roadway. River Road serves as a principal arterial road that carries upwards of 20,000 vehicle trips per day. Traffic on River Road has increased from about 8,400 trips per day in the 1960s (Planning Study from 1964) to about 27,000 trips per day in 2008 (WSDOT – SR 167 Extension Project – Traffic Analysis Report, February 2008). As such, this right-of-way’s design places significant priority on vehicular travel efficiency, and minimal importance on supporting non-motorized or mass transit based mobility. As a state owned highway (SR-167), long-term plans by WSDOT envision the replacement of this portion of SR-167 by a freeway extension located north of the subject planning area.

Meridian is the most travelled road in Puyallup and the portion north of River Road carries about 30,000 trips per day (per the WSDOT - SR 167 Extension Project – Traffic Analysis Report, February 2008). During peak travel times, northbound traffic accessing the SR-167 North entrance just north of the river can back up south towards the River. Both the north- and southbound lanes of the Meridian bridge are limited to two lanes each and have limited, if any, pedestrian and bicycle facilities. The bridge also constrains the underpass area that connects the Fred Meyer site north of Meridian to the Riverwalk Apartments/Tiffany’s Skate Rink on the south by limiting the area to a single vehicle travel lane under the bridge. This access is important to enable vehicles on the east side of Meridian to access the south bound lanes of Meridian (specifically on the northwest corner of Meridian and River Road).

Another notable feature of the area’s transportation system is 4th Street NW: this minor arterial collects traffic from the dense single-family areas of the neighborhood south of River Road, and also provides direct access to the Puyallup Sounder station located just south of the neighborhood plan area boundaries. Fourth Street NW also provides transit access between River Road and the Sounder Station, via Sound Transit Route 578. In addition, Pierce Transit also provides several transit lines that serve the area: Route 402 travels along North Meridian and 3rd Street NE and provides inter-jurisdictional service to the Spanaway/Parkland areas of Pierce County as well as north to Federal Way in King County. Route 409 travels along West Stewart, and also provides service outside of the city limits, travelling east to the Sumner area and west to the 72nd Street transit center in Tacoma.
Map 13-3 River Road Corridor – Existing Roadway Network
Despite the more traditional roadway layout and orientation of the residential planning area, sidewalks are not fully connected or present in all areas and cul-de-sac roadways are present throughout the neighborhood. Sidewalks are present on at least one side of the following streets, providing direct pedestrian connections throughout the planning area: River Road (primary arterial), 4th Street NW (minor arterial), 5th Ave NW (neighborhood collector), 7th Street NW (neighborhood collector), 11th Street NW (neighborhood collector), 15th Street NW (local roadway). These roadways are critical in providing connectivity between the neighborhood planning area and the River Road planning area and provide the framework upon which non-motorized planning efforts can be built.

The area contains mostly residential streets with a few neighborhood collectors that connect River Road with areas to the South. An analysis of the street conditions is shown on the following page.
V. Natural Systems, Resources, and Hazards

Puyallup River/Wetlands

The River Road Neighborhood Planning Area is home to a number of regulated critical areas and natural resources. The Puyallup River is the most prominent natural feature of the planning area and provides a natural boundary for the northern edge. The Puyallup River is identified as a Shoreline of the State and development adjacent to it is managed by the City’s Shoreline Master Program (SMP) as well as the City’s critical areas ordinance (CAO). The Shoreline Management Act requires that SMPs inventory and assess the natural habitats and environmental qualities of regulated shoreline areas, and SMP goals emphasize that public access (physical or visual) should be provided to publicly-owned shorelines. In addition, the SMP requires that communities identify areas along the shoreline where there are opportunities for shoreline restoration. On the following page is a map indicating the natural features along the Puyallup River shoreline, as well as locations of possible restoration opportunities (draft Puyallup Shoreline Master Program, 2008).

A number of wetlands are located along the Puyallup River, between the Riverwalk Trail and adjacent commercial development, with a few smaller fragmented wetlands located between 4th Street NW and 9th Street NW just south of the commercial zoning boundaries of River Road. These wetlands perform critical functions and can help store flood waters from the Puyallup River. Wetlands in this area are within the FEMA-designated 100-year flood hazard area, and provide natural depressions for flood waters to inundate during heavy periods of rain.
Storm Water Drainage & Management

The majority of the neighborhood planning area, except the very westernmost portion, is within the Mid-Puyallup Drainage Basin. No substantial streams or tributaries are located within the River Road neighborhood. There are nine sub-basins in the planning area that each drain through an outfall pipe into the Puyallup River. Soil types present in the area are typically very well draining (Puyallup fine sandy loam, Sultan silt loam, and Pilchuck fine sand) and present opportunities for infiltrating stormwater.

Development proximity to the river has a direct and measurable impact on the water quality of the neighborhood planning area’s watershed. Presently, the majority of the developments along River Road do not maintain site specific storm water facilities that would provide water quality treatment or flow control attenuation. In fact, the majority of the larger developments in the area simply collect storm water runoff in on-site catch basins and discharge that storm water directly into the Puyallup River, which carries it on to its ultimate discharge point, Commencement Bay. Direct discharge not only exacerbates flooding problems occurring in the area, but it also pollutes regional waterways and further threatens priority species, such as salmon.

The primary basin for this area, the mid-Puyallup, contains a greater percentage of impervious area than the other basins within the City. Impervious surfaces are the roads, driveways, parking lots, and roof tops that generate stormwater runoff which flows directly into the River. Runoff water from impervious surfaces contributes nearly 75% of all pollution in the Puget Sound and is a significant factor in decreasing water quality. Approximately 82% of the land area along the River Road Corridor is considered impervious and, at full build-out under current standards, this percentage could further increase. This represents an increase of nearly 1,150 times the flow of water off of this land prior to development (pre-forested condition).

Environmental Hazards

Additionally, an area along River Road is monitored by the Department of Ecology (DOE) as a toxic cleanup site. The site, in the 900 block of River Road, directly adjacent to the Puyallup River – was used as a rock wool waste disposal location up until 1983. The site was heavily contaminated by the toxic metal as a result of the dumping. Most of the solid materials were removed by 1985; however, contamination of both the soil and groundwater remains. This type of hazard is particularly significant for the valley floor, which is designated as a critical aquifer recharge area possessing a high susceptibility to contamination. As of 2010, DOE continues to monitor the site and is pursuing a full clean up.

Topographically speaking, the River Road planning area is a very flat area with a negligible change in elevation throughout. The entire planning area is, however, within a lahar inundation hazard zone. A lahar is a landslide, or debris- or mudflow of volcanic fragments originating on the flanks of a volcano, such as Mount Rainier. Lahars are a direct or indirect result of volcanic eruptions. A lahar would be a devastating natural disaster to the planning area, as well as the region, with probable inundation of the valley floor. Dependent upon the severity of a lahar, the valley might never be recovered or rebuilt in its current state. River Road is a designated lahar evacuation route for those seeking areas of higher elevation.

Flooding is an issue within the River Road planning area and the entire Puyallup Valley. At this time, no major flood mitigation measures are planned for the River Road Corridor. A large portion of the area is designated as both 100- and 500-year floodplains, and often is inundated during flood events. A recent revaluation of floodplain boundaries has led to the development of new FEMA floodplain maps, which have not yet (as of February 2011) been adopted by the City. Adoption of new map boundaries will affect what properties are subject to floodplain regulations. Regional efforts to address the adequacy of the dike system in Puyallup are being pursued at the county level at this time. Flooding will remain a major concern for any new planning and development in this area given the proximity to the River. However, development has persisted in this environmentally sensitive area of the City for many years and will likely continue in the future.
Urban Forestry

The River Road Corridor and Neighborhood Planning Area are home to a number of heritage trees as well as seven state champion trees. Well established street tree plantings are mostly prevalent in the newer residential neighborhoods on the west side of the Neighborhood Planning Area. Street trees are also present along the River Road right-of-way itself; however, many of these trees are underdeveloped due to poor soil health and compaction, or due to having been topped to control their visual and physical prominence. Heritage trees are shown on the preceding Natural Features map.

VI. Parks and Recreation

The Riverwalk Trail runs parallel to the Puyallup River throughout the entire neighborhood planning area with trailhead parking areas located north of the intersections of River Road and both 11th St NW and 4th St NW. The Riverwalk Trail is approximately 3.9 miles long and extends from East Main, near Sumner, to the City limits along River Road. The Foothills Trail extends from the Town of South Prairie to just west of the City of Puyallup. Currently, the Riverwalk trail ends less than a mile away from the Pierce County Foothills Trail.

The Riverwalk represents the most valued public recreational amenity in this district. However, at present, the current development pattern does not reflect the presence of this crucial amenity: all existing structures along the northern border of the River Road Corridor planning area are oriented toward their adjacent expansive parking lots and away from the Riverwalk itself. Persons using the trail report lacking a sense of safety, in part because of the
adjacent building orientation which does not provide “eyes on the trail” or the natural surveillance that would provide a greater sense of security.

Within the River Road planning area are two other public park facilities as well: Sam Peach Park and the Puyallup Skate Park facility. Sam Peach Park is one of the newest parks in the city. The five-acre facility is located in the northwest quadrant of the neighborhood planning area and includes a baseball/softball field, open play field areas, and play equipment, as well as walking paths that connect to a planned residential development. The Puyallup Skate Park facility is located directly adjacent to the Riverwalk trail at the northern most end of the 4th St NW right-of-way. Constructed in 2001, the facility is well used and may be accessed directly by the Riverwalk trail.

The planning area is also home to Tiffany’s Skate Rink, along the North Meridian roadway just south of the Puyallup River Bridge. Tiffany’s provides skate facilities for roller skating and rollerblading. The 24,700 square foot facility has been a recreational mainstay for the area since 1969.

VII. Schools/Public Facilities, Utilities and Services

Schools

The neighborhood planning area is served by one elementary school: Karshner Elementary. Karshner is located almost central to the neighborhood planning area, just south of Sam Peach Park. Karshner is approximately 38,000 square feet in size with approximately 3,500 square feet of open space distributed throughout a number of play and ball fields on the site. The facility was originally constructed in 1952.

Public Utilities, Services and Facilities

The northwest corner of the planning area houses the city’s sewer treatment plant facility. A sanitary sewer pump station facility is located at the corner of 4th St NW and River Road, and another pump station is located on 23rd St NW.

The majority of the area is served by 6-12” sewer lines, as well as by city storm sewer systems, with approximately 13 direct outfalls into the Puyallup River within the neighborhood planning area.

Central Pierce Fire Station No. 1 is located on 7th Street NW, just to the south of the commercial zone district. The Skate Park facility shares space with a city maintenance building and storage areas. This area may provide a potential location for a new park facility, if the function of this facility is transferred to the Public Works corporate yard facility located on 39th Ave SE in South Hill or elsewhere in the City.

C. VISION

The River Road Corridor Plan Vision was developed using input received from various stakeholders at meetings with the Planning Commission throughout 2010. Prior to the public meetings at Planning Commission, City Staff met with several major land owners in the River Road Corridor Planning Area. The Vision was presented at a May 26, 2010, community meeting attended by nearly 70 residents, business owners, community interest and advocacy groups, elected officials, and other stakeholders. The input from the May 2010 community meeting, and previous stakeholder input, resulted in the following vision for the River Road Corridor Plan.

The preliminary community vision for the River Road Corridor Plan is to revitalize this area through land use changes and public and private investments. This area will accommodate new population and employment without competing with the higher-density growth centers of South Hill and Downtown. The portion of the River Road Corridor Planning Area south of River Road will remain auto-oriented commercial land in the foreseeable future. A mixed use center will develop along the north side of River Road, with a mixture of residential, retail, office, and other uses, that are located in structures that address both the River and the adjacent roadway or River Road. The River Road Corridor will become a destination for people of the Puget Sound Region.
The Neighborhood Planning Area to the South of River Road will remain a safe and desirable residential community with improved connections to the businesses along River Road, within the new mixed use area, and beyond to the Riverwalk Trail. The preliminary vision includes several themes:

**Community Engagement**

This River Road Corridor Plan will be shaped by input from community residents, business and property owners, public and private agencies and interest groups, and members of the general public including the following:

- Neighborhood Residents
- Auto Dealers & Other Property Owners
- Cascade Land Conservancy
- Friends of the Riverwalk
- Foothills Rails-to-Trails Coalition
- Forever Green Council (Regional Trail Advocates)
- Healthy Communities of Pierce County
- Trout Unlimited
- Puyallup River Watershed Council
- Puyallup Tribe
- Puyallup Main Street Association
- Pierce Transit
- Sound Transit
- Puyallup/Sumner Chamber of Commerce
- Puyallup River Task Force
- Pierce Conservation District
- Washington State University Extension
- Washington State Department of Fish and Wildlife
- Washington State Department of Transportation
- Washington State Department of Ecology

**Economic Prosperity**

This plan seeks to revitalize the economic prosperity of businesses and residents of this area. Underutilized and vacant sites, including auto dealerships that have relocated or ceased business, will be redeveloped. New mixed use development, parks and recreation spaces, and other uses will replace vacant or underutilized sites. Also, expansive parking lots will be redeveloped with buildings facing internal streets and/or the Riverwalk Trail to make the sites more economically viable and enticing to Trail users. This plan and all implementing regulations will be supportive of sustaining the auto dealerships along the Corridor.

**Environmental Integrity**

It is important that this plan not compromise the environment in order to support economic prosperity. Therefore, all new development along the Corridor will meet the standards established in local regulations and plans including the Shoreline Master Program for the Puyallup River, Flood Damage Protection standards (PMC 21.07), Flood Plain Overlay standards (PMC 21.46), Critical Area standards addressing the river, wetlands, and other environmentally sensitive areas (PMC 20.06), and applicable Comprehensive Plan goals and policies. The location of parks, trails, and recreation spaces is encouraged, where appropriate, in these environmentally sensitive areas. Any new structures should be built in an environmentally and economically sustainable manner that will not create additional flood impacts. Low-impact Development (LID) techniques will be utilized to minimize the impact of stormwater runoff going into the Puyallup River from new and existing development. New construction will address Leadership in Energy and Environmental Design (LEED) and other design, building construction, and energy standards that promote sustainability.

**Improve Infrastructure/Transportation Options**

New infrastructure investments will reflect the vision of a pedestrian and bicycle friendly area, while maintaining acceptable levels of service for vehicular transportation. Street operations (speed limits, turning movement design, signage, etc.) will be tailored to ensure that the roadway is safe and functional for both non-motorized travelers and vehicular traffic. The River Road right-of-way will be retrofitted to include street trees, bicycle lanes, and landscaped medians that are safe and inviting for pedestrians and bicyclists that are traveling along and across this street. New streets will help keep blocks small to allow for convenient access by foot. Street trees, sidewalks, and
connections to the Riverwalk Trail will create an attractive and walkable environment. Fourth Street NW will become a critical connection between River Road, Downtown and the Commuter Rail Station, for non-motorized and vehicular traffic. Sewer, water, and stormwater infrastructure will accommodate new demand created in the mixed use center.

Livability

The River Road Corridor and Neighborhood will develop into a place that people desire to live in and near. Buildings that look out onto, and directly abut, the River and the adjacent street will make the River Road Corridor area a safe and attractive place to live, work, shop, and play. Mixed-use developments with a combination of residential, retail, office, professional services, restaurants, bars/pubs, and recreational uses will create a center of activity. This mixed use center will create a focal point for improved bus transit service and provide pedestrian connections from the Riverwalk Trail to River Road, and to the residential neighborhood to the south. Existing large parking lots will be replaced with new development that is accessible by foot, while not diminishing the quantity of parking necessary for local businesses.

Social & Cultural Amenities

The Puyallup River and Riverwalk Trail will continue to serve as amenities to fishermen, runners, skateboarders, bicyclists, as well as, visitors and residents alike that seek relaxation and recreation. The River Road Corridor will accommodate anglers with appropriately-placed parking and access points along the River. The Corridor and Neighborhood will embrace the pivotal role of the River in the settlement of this area and celebrate the opportunities provided by it. New development, signage, and transportation connections should seek to connect people to the River.

D. GOALS, OBJECTIVES AND POLICIES

Land Use

RR-1 Future land use patterns will focus new pedestrian oriented mixed use development in a few key locations along the corridor, while preserving the livelihood of auto dealerships and other retail uses.

RR - 1.1 The River Road Mixed-use designation will encourage mixed use development, both in the same building and mixing different uses on a single site, at a central location along River Road.

a. Apply the River Road Mixed-use designation to a central location along the northern portion of River Road (a.k.a. River Road Mixed-use Center) where trail access is possible and large parcels and singular ownership make redevelopment potential the highest. Specifically, the area from the northwest corner of Meridian and River Road (Korum Corner) to about 8th St NW along the north side of River Road would be designated as a mixed use center.

b. Require a mix of uses both vertically (within the same building) and horizontally (on the same site but not the same building) that will achieve a nearly 50% commercial and 50% residential buildout.

c. Accommodate a wide variety of uses that can fit into the desired building forms including, but not limited to, residential, retail, office, professional services, restaurants, bars/pubs, and others.

d. Limit uses that are detrimental to a vibrant pedestrian-oriented, mixed use area including manufacturing, large format stand-alone retail, road services.

e. Require that ground floor commercial uses be included in development directly abutting River Road or Meridian.
f. Require that new development in the mixed use area incorporate open spaces, and that the area collectively provide for new park space.

**Map 13-9 River Road Mixed-use Center**

RR - 3.2 The Riverwalk Trail Design Overlay District will encourage a mix of uses complementary to the River and Trail to locate in buildings facing and oriented towards the River.

a. The area along the River (on the north side of River Road) is envisioned as a place offering a mix of uses that both cater to the needs of neighborhood residents and strengthen the area as a regional draw for shopping, employment, and recreation. New uses will complement existing uses.

b. Temporary uses such as food vendors, businesses supportive of local recreational activities (e.g., fishing, biking, running, etc.) and/or special events are allowed and encouraged in this area. This may include establishing temporary stands on City owned property along the Riverwalk Trail, provided that the trail is still accessible by emergency services.

RR - 3.3 Minimize impacts of higher intensity commercial uses on lower intensity residential areas that both surround the Corridor and could develop within the Mixed-use Center.

a. Retain/develop appropriate setback and buffer standards that separate the different uses but do not impede connectivity between commercial centers and residential neighborhoods.

**Urban Form and Design**

RR-2 The urban form of the River Road Corridor will change significantly over the long-term, from an auto-oriented to pedestrian-oriented form. The vision supports: addition of residential buildings; an emphasis
on mixed uses; providing standards that require buildings to relate better to both the street and Riverwalk Trail; deemphasizing the visual dominance of parking areas; and integrating pedestrian-oriented design elements in buildings and along street fronts within the mixed use area and along the Corridor in general.

**Mixed-use Designation**

RR - 2.1 Create an urban form on internal streets that encourages pedestrian activity

a. Require introduction of a street grid system of blocks that are between 300-400 feet in length to help create a defined circulation network that provides a finer grained grid that both invites and supports pedestrian traffic.

b. Develop standards for this area that require mid-block crossings at locations where distances between intersections are greater than 300 feet.

RR - 2.2 Encourage multi-story, mixed-use buildings that are close to the (internal) street.

a. Allow heights of 5 to 6 stories within the Mixed-use designation.

b. Consider providing incentives to encourage vertical development and discourage large format (big box) style development in this area.

c. Reduce setbacks so that parking will not be located in front of buildings and the streetscape will be conducive to pedestrians on internal streets.

**Within the River Road Corridor Planning Area**

RR - 2.3 Create a Riverwalk Trail Overlay that requires new buildings to be designed to acknowledge and face both the adjacent street (whether River Road or a new internal street) and the River, as appropriate for the building location.

a. Establish a maximum setback for buildings in order to ensure that they are built adjacent to the sidewalk/street, and as close to the Riverwalk Trail as possible, within the constraints of FEMA, Shoreline Management, and Critical Area Ordinance setbacks.

b. Strengthen the trail/building/street relationship and minimize visual impacts of parking areas by locating parking on the south side of buildings that front the River, on the north side of buildings facing River Road, and behind buildings facing internal streets. Generally, off street parking areas should be located behind buildings or in places that will not interfere with the pedestrian experience.

c. Formulate new standards that prioritize pedestrian oriented features, and ensure the safety of surface and structured parking areas.

d. Require standards to ensure that pedestrian oriented design is emphasized, both along the river-facing and street-facing sides of buildings. The standards should address transparency, blank walls, weather protection, lighting, entrances, signage, and site amenities.

e. Require that pedestrian and non-motorized connections to the Trail be located at regular intervals, in accordance with the Shoreline Master Plan.

f. For commercial development adjacent to the River, formulate specific signage standards that are specifically oriented toward users of the Riverwalk trail.

RR - 2.4 Existing developments are encouraged to re-orient buildings and businesses towards the River and Riverwalk Trail.
a. New development projects, new infill development on existing sites, or major reconstruction to existing buildings that involve at least $150,000 of total improvement value or affect at least 25% of an exterior facade area, shall comply with the Riverwalk Trail Design Overlay District standards.

b. Through focused infrastructure spending, provide incentives for existing developments to redesign and repurpose structures to meet Riverwalk Trail Design Overlay District standards.

### Transportation & Infrastructure

**RR-3** River Road will continue to remain a viable freight and auto corridor. However, new infrastructure investments will reflect the vision of the River Road Neighborhood becoming a pedestrian and bicycle friendly area, and provide safe and attractive connections between adjacent neighborhoods, the mixed use center, and the Riverwalk Trail.

**RR - 3.1** As appropriate, design new infrastructure and infrastructure improvements to accommodate and place greater emphasis and priority on the mobility needs of transit users, pedestrians, bicyclists, and disabled persons.

**RR - 3.2** Create location and spacing criteria for new streets and/or pedestrian linkages to break larger parcels into a finer urban grid, e.g., pedestrian connections and blocks every 300-400 feet.

a. Consider adding parallel street to the North of River Road to alleviate congestion in the mixed-use center and increase walkability.

**RR - 3.3** Reconfigure River Road into a “complete” street that accommodates all users and provides safe crossings for pedestrians and bicyclists.

a. Remove median lane and replace with landscaping and stormwater facilities where feasible along River Road. Reduce left turn access to a few controlled points along the Road. Convert River Road into a “boulevard.”

b. Redesign the River Road right-of-way to accommodate pedestrian features, bicycle facilities, and large planting strips for street trees.

**RR - 3.4** Limit new vehicle access points along River Road and Meridian, and encourage shared access points where feasible.

a. Limit access points according to WSDOT and City standards along River Road and Meridian.
b. Work with Pierce and Sound Transit Agencies to ensure that access points are closed at locations that will maximize access to bus stops.

RR - 3.5 Coordinate with Pierce and Sound Transit Agencies to keep River Road connected to the region through mass transit.

RR - 3.6 Evaluate opportunities and implement mechanisms for increasing pedestrian and auto safety along River Road, including reducing traffic speeds east of 18th St NW, and introducing medians or pedestrian refuges at crossing areas.

RR - 3.7 Employ traffic calming techniques where necessary to improve safety along residential streets in the River Road Neighborhood Area.

RR - 3.8 Pursue grant funding to assist in the construction of River Road pedestrian safety improvements, as well as low impact development road, alley, and stormwater improvements.
   a. Pursue further permeable pavement retrofits of residential streets and alleys in the River Road Neighborhood Area to address stormwater drainage concerns.

RR - 3.9 Support the SR-167 Extension project which will allow the City to complete several important infrastructure improvements near River Road.
   a. Lobby the State Legislature and other stakeholders to fund the SR-167 Extension project as soon as possible.
   b. Work with WSDOT to replace the Meridian (SR-161) Bridges to allow more capacity for both motorized and non-motorized traffic.
   c. Improve the roadway underneath the Meridian (SR-161) Bridges to allow traffic to access Southbound Meridian from the Northeast corner of Meridian and River Road.

RR-4 The River Road Corridor and Neighborhood Planning Area will accommodate existing development and projected growth with adequate infrastructure.

RR - 4.1 Control stormwater runoff in a manner that minimizes flooding and erosion, and protects water resources.
   a. Ensure that new and existing development meets standards laid out by the City Stormwater Comprehensive Plan and NPDES permit.
   b. Ensure that stormwater facilities have adequate capacity to meet projected growth, particularly in the mixed-use designated area.

RR - 4.2 Provide adequate sewer service to the River Road Corridor and Neighborhood Planning Area for purposes of protecting ground water supplies.
   a. Ensure that new and existing development meets standards defined in the City Sewer Comprehensive Plan.
   b. Ensure that sewer facilities have adequate capacity to meet projected growth, particularly in the mixed-use designated area.

RR - 4.3 Provide adequate water service to the River Road Corridor and Neighborhood Planning Area for purposes of protecting ground water supplies.
   a. Ensure that new and existing development meets standards defined in the City Water System Comprehensive Plan.
b. Ensure that water facilities have adequate capacity to meet projected growth, particularly in the mixed-use designated area.

Environmental Integrity

**RR-5**  To incorporate economic, environmental, and social sustainability into all future development along the River Road Corridor. Environmental integrity will be preserved through meeting standards intended to protect the River, floodplain areas, wetlands, natural habitats, and other environmentally sensitive and natural resource areas.

**RR - 5.1** Ensure that new development complies with all appropriate flood protection regulations (i.e., FEMA floodplain regulations, IBC/IRC code requirements).

**RR - 5.2** Protect and enhance the water quality, wetlands, riparian habitat areas, and other critical areas, consistent with guidance provided by the City’s Shoreline Management Program, and other plan, policy, and program guidelines.
  a. Coordinate with Ecology to continue long-term clean up efforts on toxic waste site.

**RR - 5.3** Encourage use of Low Impact Development (LID) stormwater management techniques (where feasible) in public and private projects, as an alternative to traditional stormwater treatment and control.
  a. Reduce impervious surface coverage in the River Road Corridor Planning Area by 20 percent by 2030.
  b. Require that new development in this area be built to reduce the direct discharge of stormwater runoff into the Puyallup River, and develop incentives to assist existing development in reducing such direct discharge.
  c. Seek grant funding and incentives to promote retro-fitting of existing developments that currently do not provide water quality treatment prior to discharging stormwater directly into Puyallup River.
  d. Develop incentives to encourage existing uses with excessive surface parking to replace such areas with pervious surfaces that include tree plantings and infiltration measures such as rain gardens and bioswales.

**RR - 5.4** Promote new construction that meets the goals of LEED and other sustainable building standards.

**RR - 5.5** Create new parks at viable locations along the Riverwalk Trail that will include features that will invite increased non-motorized commuting and recreational use of the Trail.

Pedestrian Options & Connections

**RR-6**  The River Road Corridor will develop into a walkable place, with the Riverwalk Trail being connected to mixed use development along River Road and Meridian, and further linked to the surrounding neighborhoods.

**RR - 6.1** Create an interconnected pedestrian network with the Riverwalk Trail serving as the focal point for activity.

**RR - 6.2** Develop a few public spaces/parks at Riverwalk Trail access points that will improve interest, access, and activity on the trail.
a. Potential locations for access improvement include the existing access points at 4th St. NW and 11th St. NW where public streets connect with the Riverwalk Trail.

b. Maintain, and look to expand, parking opportunities at access points along the Trail.

RR - 6.3 Continue to improve and maintain the Riverwalk Trail, while ensuring safety for all users through adequate pedestrian-oriented lighting, hours of operation, and eyes-on-the-trail from surrounding development.

a. Require new development in the vicinity to provide signage and connections to the Riverwalk Trail.

b. Enhance pedestrian linkages to the Riverwalk Trail and other parks through the use of wayfinding signage.

RR - 6.7 Identify strategic connection corridors within neighborhood planning area where opportunities exist to better integrate walking and biking facilities between residential areas, the area north of River Road, and the greater City.

a. Dead-end roads and open-ended connections within the neighborhood planning area shall be examined for opportunities to increase neighborhood connectivity.

b. Prioritize 4th St. NW, 11th St NW, and 12th Ave NW for pedestrian and bicycle facility improvements.

RR - 6.8 Identify most-used routes to schools within the planning area, and prioritize safe route improvements for children.
Map 13-10 River Road Corridor - Pedestrian Opportunities

River Road Corridor - Pedestrian Opportunities

Existing Facilities

Pedestrian Opportunity Areas

Park Improvements

Mid Block Crossing

Pedestrian Corridor

The map depicts the proposed river path for the river corridor and pedestrian opportunities along River Road. The corridor includes existing and planned facilities, such as sidewalks, pedestrian paths, and river access points. The map also indicates areas where pedestrian improvements are proposed.
Map 13-11 River Road Mixed-use Center & LRF Boundary

River Road Mixed-use Center & LRF Boundary

Local Revitalization Financing (LRF) District
Potential Mixed Use Zoning

City of Puyallup Development Services Department
February 24, 2011

The map facilities are approximate and are intended only to provide an indication of said feature. Additional areas that have not been mapped may be present. This is not a survey. The City makes no warranty, express or implied, for accuracy or completeness of survey data. All data is expressed "as is" and "with all faults." The City makes no warranty or representation for a particular purpose.
Economic Prosperity

RR-7 The River Road area is a key gateway between Puyallup and the City from Tacoma, and other destinations in the South Sound, as well as East Pierce County. Enhance and stimulate the economic vitality and attractiveness of businesses within the River Road area by: continuing to support auto dealerships; seeking funding for infrastructure improvements, e.g., Local Revitalization Financing (LRF) Grant; diversifying commercial land uses through strategic code regulations; and coordinating with property and business owners to brand this area as a distinct neighborhood and shopping district.

RR - 7.1 Use the Local Revitalization Financing (LRF) Grant to improve infrastructure for development that achieves the mixed-use, walkable community concept.
   a. Implement “boulevard concept” along River Road in LRF-redevelopment area by removing median lane and replacing it with a landscaped boulevard when and where feasible.
   b. Improve streetscape and pedestrian and bicycle areas along roadways in the LRF-redevelopment area.
   c. Remediate environmentally contaminated sites (i.e., Shell station and former auto-repair shop at 4th and River Road) to a level suitable for redevelopment.
   d. Increase access to local and regional bus routes and enhance connections to the Sounder Commuter Rail Station in Downtown Puyallup.
   e. Make necessary off-site infrastructure upgrades (i.e., sewer, water, other utilities) to facilitate redevelopment of infill sites.
   f. Create a new park within the LRF redevelopment area next to the Riverwalk Trail.

RR - 7.2 Encourage retailers and other interest groups to form a comprehensive business association that could do marketing, branding, and community events collaboratively.

RR - 7.3 Encourage redevelopment of surface parking lots and other underutilized properties.
   a. Progressively reevaluate map designations (i.e., possibility for expanding mixed-use center) when large underutilized properties sit vacant for an extended period.
   b. Establish incentives for redeveloping underutilized surface lots
   c. Identify areas with redevelopment potential and develop visualization tools to generate momentum on potential redevelopment sites.

Housing

RR-8 The overall goals and overarching vision of the plan seeks to change the River Road corridor plan area into an inviting, walkable, vibrant mixed use district. The housing policies contained herein target increased mixed use, workforce housing opportunities within the River Road mixed use center, which will augment the vision and goals of livability, sustainability, walkability, and pedestrian-oriented environment.

RR - 8.1 Require developments to include residential development so that overall buildout of the mixed-use center is approximately half residential.
   a. Encourage both stand-alone and mixed-use residential buildings.
b. Require developments (developments over 10,000 square feet in lot size) to include residential units, at a minimum of 4 dwelling units per acre.

RR - 8.2 Encourage a portion of housing in the mixed use center to be affordable to service and retail workers, so there are opportunities for housing adjacent to work sites, which will reduce commute distances, and better achieve stated goals of increasing walking, biking, and transit usage.

a. Provide strong incentives for affordable housing on mixed use sites.

b. Pursue partnerships with non-profit and other affordable housing developers.

E. IMPLEMENTATION

To provide further direction to stakeholders, the “Implementation Schedule” identifies some of the specific implementing actions necessary to carry out the goals, policies, and objectives of the River Road Corridor Plan. The time frames for carrying out the various actions are organized into short, medium, and long term stages. These time frames provide stakeholders with a regular monitoring schedule for the progress of the plan. Each action is assigned to an individual or group of actors for completion. Finally, potential funding sources are identified for completion of these actions.

A general description of each of the phases for the implementation of the River Road Corridor Plan is outlined below.

Near Term: 2010-2015

The new River Road Mixed-use Center zoning designation and associated Riverwalk Trail Design Overlay District will developed by the end of 2011. Design for River Road right-of-way improvements and other capital improvement projects will be complete by 2015.

Mid Term: 2016 – 2020

Staff will monitor the size and function of the Mixed-use Center. Monitoring on environmental integrity policies such as impervious coverage will occur during Phase II. LRF funds will be utilized for streetscape and other improvements.

Long Term: 2021 – 2030

Over the next 20 years the City will work with property owners and the WSDOT to reconfigure River Road into a boulevard with landscaped median area and bicycle lanes.

Table 13-2 Implementation Schedule

<table>
<thead>
<tr>
<th>Implementing Action</th>
<th>Time Frame</th>
<th>Potential Actors/Partners</th>
<th>Funding Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>River Road Mixed-use Center Zoning Ordinance</td>
<td>Near Term</td>
<td>Staff, Planning Commission, Property Owners</td>
<td></td>
</tr>
<tr>
<td>Reassess Mixed-use Center size</td>
<td>Mid Term</td>
<td>Staff, Planning Commission, Property Owner</td>
<td></td>
</tr>
<tr>
<td>Implementing Action</td>
<td>Time Frame</td>
<td>Potential Actors/Partners</td>
<td>Funding Source</td>
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<tr>
<td><strong>Urban Form &amp; Design</strong></td>
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<tr>
<td>Riverwalk Trail Design Overlay District Ordinance</td>
<td>Near Term</td>
<td>Staff, Planning Commission, Property Owner</td>
<td></td>
</tr>
<tr>
<td><strong>Transportation &amp; Infrastructure</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>River Road Street Design - boulevard concept with bicycle lanes</td>
<td>Near Term</td>
<td>WSDOT, Staff</td>
<td>Capital Improvement Fund, Utility Funds, LRF, Grants</td>
</tr>
<tr>
<td>River Road Boulevard Development including replacing median lane with landscaping and stormwater facilities, improving streetscape environment with street trees, benches, etc.</td>
<td>Long Term</td>
<td>WSDOT, Staff</td>
<td>Capital Improvement Fund, Utility Funds, LRF, Grants</td>
</tr>
<tr>
<td>Reduce speed limit on River Road east of 18th St. NW</td>
<td>Near Term</td>
<td>WSDOT</td>
<td></td>
</tr>
<tr>
<td>Develop location and spacing criteria for new streets and/or pedestrian linkages to break larger parcels into a finer urban grid, e.g. pedestrian connections and blocks every 300-400 feet</td>
<td>Near Term</td>
<td>Staff, Planning Commission, Property Owners</td>
<td>Grants, Capital Improvement Fund, Street Utility Funds, LRF</td>
</tr>
<tr>
<td><strong>Environmental Integrity</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Measure/track impervious coverage</td>
<td>Mid Term</td>
<td>Staff, Planning Commission, Property Owners</td>
<td></td>
</tr>
<tr>
<td>Monitor toxic cleanup site process</td>
<td>Mid Term</td>
<td>DOE</td>
<td>DOE, EPA</td>
</tr>
<tr>
<td><strong>Pedestrian Options and Connections</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Improve Riverwalk Trail access points</td>
<td>Mid Term</td>
<td>Staff, Parks Board, Planning Commission, Property Owners</td>
<td>Capital Improvement Fund, Utility Funds, LRF, Grants</td>
</tr>
<tr>
<td>Add lighting to Riverwalk Trail &quot;test section&quot; from Meridian to 4th St NW</td>
<td>Near Term</td>
<td>Staff, Planning Commission, Property Owners</td>
<td>Grants, Parks, Capital Improvement Fund, LRF</td>
</tr>
<tr>
<td>Add wayfinding signage to Riverwalk Trail</td>
<td>Near Term</td>
<td>Staff</td>
<td>Capital Improvement Fund, Utility Funds, LRF, Grants</td>
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<td>Add bike lanes to 4th St NW, 11th St NW, 12th Ave NW, and River Road</td>
<td>Mid Term</td>
<td>Staff</td>
<td>Capital Improvement Fund, Utility Funds, LRF, Grants</td>
</tr>
<tr>
<td><strong>Economic Prosperity</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Start LRF financing</td>
<td>Mid Term</td>
<td>Staff, City Council, Property Owners</td>
<td></td>
</tr>
<tr>
<td>Remediate potentially environmentally contaminated sites</td>
<td>Long Term</td>
<td>Staff, DOE, Property Owners</td>
<td>LRF</td>
</tr>
<tr>
<td>Design/Build park in LRF redevelopment area</td>
<td>Long Term</td>
<td>Staff, Parks Board, Planning Commission, Property Owners</td>
<td>LRF</td>
</tr>
<tr>
<td>Build River Road &quot;Boulevard&quot; between 4th and Meridian (within LRF area)</td>
<td>Mid Term</td>
<td>WSDOT, Staff</td>
<td>LRF</td>
</tr>
<tr>
<td>Streetscape improvements along River Road, Meridian and 4th St NW (within LRF area)</td>
<td>Mid Term</td>
<td>WSDOT, Staff</td>
<td>LRF</td>
</tr>
<tr>
<td>Riverwalk Trail lighting</td>
<td>Mid Term</td>
<td></td>
<td>LRF</td>
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<td><strong>Housing</strong></td>
<td></td>
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<tr>
<td>Assess mixture of uses within Mixed-use Center</td>
<td>Mid Term</td>
<td>Staff, Planning Commission, Property Owners</td>
<td></td>
</tr>
<tr>
<td>Develop goals for affordable housing accommodation within River Road Corridor based on City-wide numbers</td>
<td>Near Term</td>
<td>Staff, Planning Commission, Property Owners</td>
<td></td>
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<tr>
<td><strong>Pedestrian Options and Connections</strong></td>
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