This page was intentionally left blank.
Chapter Outline

A. INTRODUCTION ........................................................................................................12.4
B. EXISTING LAND USE AND DEVELOPMENT PATTERNS ...........................................12.6
C. ISSUES DISCUSSION .................................................................................................12.9
D. GOALS AND POLICIES .............................................................................................12.12
A. INTRODUCTION

The City’s adopted Comprehensive Plan identifies two centers that, over time, are anticipated to play a more significant role in the future of the Puget Sound Region: South Hill and Downtown Puyallup. In recent years, the City has focused on taking advantage of opportunities to solidify the community’s attributes and contribute to its desirability as a place to live, work, visit, and do business.

South Hill was designated as a Regional Growth Center (RGC) by the Puget Sound Regional Council (PSRC), as one of two areas in Puyallup that serves as a major activity and employment center. The intent of the center designation is to identify where future growth in the region will be focused. These centers are envisioned as higher-density focal points within communities, attracting people and businesses to a multimodal and accessible transportation system, diverse economic opportunities, a variety of well-designed housing choices, and proximity to shopping, recreation and other amenities.

All RGCs are expected to include a sub-area or neighborhood plan for their designated centers within the adopted comprehensive plan. PSRC has established criteria for RGCs, as well as a checklist to guide the development of plans for these areas. This checklist is used by the PSRC to evaluate adopted RGC plans for conformity with the Growth Management Act, including consistency with the regional transportation strategy, Transportation 2040. This neighborhood plan is being developed to meet PSRC’s specific goals for the RGC, while adhering to community priorities outlined in the Comprehensive Plan.

The South Hill Neighborhood Plan has been in development since 2006. This work included extensive public outreach in the late 2000’s, adoption of a vision statement and framework land use policies in 2009, collaboration between the City and the Tacoma-Pierce County Health Department on a Health Impact Assessment (HIA) in 2010, and technical studies focused on transportation and sewer analysis in 2011. These efforts have each contributed to the goals and policies included in this final plan document.

I. Purpose of this Element

Both PSRC’s VISION 2040 and Pierce County’s Countywide Planning Policies serve to provide direction for the purpose and intent of this center plan through a variety of policies. As with other elements of the Comprehensive Plan, this center plan must be consistent with state, regional, and county-wide planning goals.

As noted above, the Puget Sound Regional Council has established RGC criteria and a checklist to guide the development of plans for these areas. There are a number of components, including land use, housing, transportation (all modes), public facilities, and parks and open space that are required to be addressed in a RGC plan. Land use and urban-form are of particular importance for the South Hill Center because significant changes to the existing land use pattern must occur in order to achieve both the established vision and meet the activity density targets for a RGC. Reshaping the current auto-oriented urban form to a more pedestrian-oriented form is a major focus of the South Hill Plan. Establishing a “human scale urban form” is among the established criteria for RGCs, and the PSRC’s Center Plan Checklist requires plans for RGCs to address the following urban form-related elements:

• Mix of complementary land uses
• Compact size and shape
• Fine grain block size/access network

The South Hill Plan responds to established RGC criteria and items in the Center Plan Checklist. RGC criteria establish a minimum activity level target of 45 activity units (jobs and/or housing units) per gross acre. The PSRC and the City acknowledge that achieving this number of jobs and housing units, and the desired urban form that is defined within these established criteria, is expected to occur over a number of decades, and likely beyond the 20-year planning horizon.
This element establishes policies that will guide the further development of the South Hill Neighborhood Plan. These policies provide the foundation for future work on the plan for this area, including the general land use patterns, pedestrian and vehicular connectivity, livability, site and aesthetic design, improvement of community assets such as Willows Pond that add to the quality of life for South Hill residents and employees, housing choice, economic vibrancy, and so on. While issues specific to the South Hill RGC, such as land uses, design and unique transportation factors, are addressed within this plan, policies in other elements of the Comprehensive Plan, such as the Environment, Housing, and Transportation Elements, still apply to this RGC. The following section describes the Vision for South Hill. This Vision was developed in conjunction with the community and the Planning Commission at numerous community open houses and Planning Commission meetings since 2005.

II. Vision for South Hill

A Complete Community

The City of Puyallup South Hill Neighborhood will become a place where people live, work, learn, shop, and play. It will contain a thriving retail core, close knit vibrant residential communities, educational opportunities, and public open spaces, all connected together with active sidewalks, bicycle lanes, bus routes, and attractive, pedestrian-scale streets. The implementation of this Vision will include the following measures:

Thriving Retail Core

Puyallup’s South Hill Neighborhood will remain a regional retail destination. Improved access and a more interesting environment will contribute to the economic vitality of the commercial core, attracting customers, visitors, and employers.

Close Knit Vibrant Neighborhoods

New housing will be integrated into the neighborhood and will display quality and character through materials and architectural expression, such as massing, articulation, and roof forms. A variety of housing types, including senior housing and workforce housing will be available. Housing options will enable people of all ages and people who work within the neighborhood to also live within the neighborhood, encouraging more trips to be made by walking, biking and public transportation.

Educational Opportunities

Pierce College will be a center of learning and a resource available to all, meeting the educational needs of a diverse community by providing quality education that prepares learners to live and work successfully in an ever-changing world.

Employment Opportunities

Pierce College, the Benaroya Campus, South Hill Mall and other properties will continue to increase in offering living wage jobs for Puyallup residents and workers from outside of Puyallup. Consistent with Local Infrastructure Financing Tool (LIFT) program objectives, infrastructure and local/regional transit service improvements, including Bus Rapid Transit, will provide greater access to job sites, as well as from other areas of Puyallup to South Hill.

Public Open Space

Both natural and man-made open spaces, such as Willows Pond and Bradley Lake, will be integrated into the neighborhood. An array of public spaces including plazas, courtyards, squares, and parks will be created at every opportunity.

Pedestrian-friendly Building Design

Building frontages will incorporate combinations of uses, amenities and architectural details and artistic expressions that are both appealing to people on foot and provide a safe environment. Parking will be in structures, both above and below ground.
Multi-Modal Transportation – Walking, Biking, Transit and Driving

Improved roadways connections and improvements to the non-motorized circulation network (e.g., an improved trail system, Bus Rapid Transit and enhanced transit service), will provide greater access to business and residential uses on South Hill. While much current congestion in the vicinity originates outside the city, these circulation improvements, plus changes to land use (e.g., increased mixed-use and transit oriented development) will target lower long-term, local cumulative traffic impacts. Nearby Puyallup residential neighborhoods will have ready access to goods, services, and employment within the South Hill Neighborhood via a range of transportation options, including walking, bicycling, public transportation and the automobile.

Active and Appealing Streets

Streets within the South Hill Neighborhood will be lined with sidewalks and street trees to provide a strong consistent character, encourage pedestrian activity, and promote healthy living. Blocks will be small to allow for convenient access by foot.

B. EXISTING LAND USE AND DEVELOPMENT PATTERNS

I. Existing Land Use

The South Hill neighborhood sits atop the “South Hill” bluff above the Puyallup River valley in the rapidly growing south central portion of the City of Puyallup (Map 1-X). It is bounded by 27th Ave SE in the north, Wildwood Park Drive in the east, 47th Ave SE in the south and 9th St SW and SR-512 in the west. SR-512 is a limited access freeway that connects South Hill with downtown Puyallup, two miles to the north, and with the City of Tacoma and Interstate 5 to the west.

The South Hill neighborhood is approximately 85 percent built out with the majority of land (30 percent) being used for commercial purposes. Residential uses make up another 17 percent as well as industrial uses at 17 percent, institutional uses at 13 percent, open space and recreational uses at 7 percent, and transportation, communication and utility uses at 3 percent (Map 1-X and Figure 1-X).

Commercial Lands

Commercial development in the South Hill neighborhood is centered in and surrounds the South Hill Mall and the Meridian Street corridor. As a ‘super regional center,’ the South Hill Mall is the primary commercial attraction in the area. With over 1 million square feet and over 125 stores, the mall draws customers from a trade area with a population over 400,000, which extends north to the County line, east to the Cascade foothills, south to Eatonville, and west to I-5.

The development of the mall in 1988, combined with regional and local growth, stimulated further commercial development in the South Hill neighborhood. Recent developments have included ‘big box’ discount retailers such as Wal-Mart, Home Depot, Lowes and Best Buy, and two grocery stores, Haggen and Safeway. Together with the mall, big box, discount and other retailers make up over 80 percent of all commercial uses in the area (see Figure 1-X).

Clusters of medical services, make up less than 6 percent of commercial land and can be found in the east along 10th Street SE, north of 30th Avenue SW along S Meridian Street, and south of the mall along 39th Avenue SW. Offices and financial services make up over 5 percent of commercial land and are primarily located on S Meridian Street and 39th Avenue SW.

Making up just over 5 percent of commercial land, restaurants, including fast food restaurants, are located on South Meridian and around the mall on 39th Avenue SW and 9th Street SW. Making up less than 4 percent of commercial land, auto goods and services are located along South Meridian and 37th Avenue SE.
Residential Lands

Residential development in the South Hill neighborhood is located outside of the commercial corridors in three separate areas: in the north, north of 31st Avenue SE, in the south, east of 5th Street SE and south of 39th Avenue SE, and in the west, west of 4th Street Place SW and south of 39th Avenue SW.

- Multi-family

The majority of residential land consists of multi-family residences, which comprise 63 percent of residential lands in the South Hill neighborhood (see Figure 1-X). Most multi-family residences are rental apartments. However, a couple of condominium complexes were also built in the late 1990s. Four of the five apartments built since 1996 are large complexes with over 100 to 200 units in each. Two of these complexes are for seniors and one is subsidized housing. All except one of these new complexes is located east of 5th Street SE and south of 39th Avenue SE.

- Single-family

Single-family residences cover 32 percent of all residential land in the South Hill neighborhood. Sixteen percent of these parcels are larger than half an acre lending them further development potential. All but a few single family parcels within the South Hill neighborhood are located on dead end roads, with only one entry/exit point, making access to nearby services and residences inconvenient. Meridian Estates mobile home park, located along the neighborhood’s northern boundary, makes up the remaining 5 percent of residential land.

Industrial Lands

Located in the eastern half of the South Hill neighborhood, industrial lands make up just over 17 percent of the land base. The largest industrial parcel covering 92 acres is now owned by the Benaroya Company. Built in 1991 as a microchip plant, the plant was never fully productive and closed in 1998. The property was purchased by the Benaroya Company in 2007 and since that time has been steadily filling with tenants. Additionally, in 2012, Group Health built a new facility on this site and purchased that individual parcel the following year. The other major industrial site in the area is owned by Air Products and Chemicals, Inc. which occupies 13 acres just south of Pierce College. The one remaining industrial parcel houses an animal shelter.

- Transportation, Communication, and Utilities

Transportation, communication and utilities comprise only three percent of the land within the South Hill neighborhood and consist of two well sites, a transit center, a cell tower, a city maintenance shop, street right-of-ways, drainage facilities and parking.

- Institutional Lands

Institutional lands comprise approximately 13 percent of the land within the South Hill neighborhood and consist mainly of educational facilities. The largest educational facility is Pierce College, located along the eastern edge of the neighborhood, and covering over 83 acres, or 95 percent of all institutional lands. Nursery schools and places of worship make up the remaining 5 percent.

- Open Space and Recreation Lands

Open space and recreation lands make up almost 10 percent of the land within the South Hill neighborhood. The largest parcel, Bradley Lake Park, is located in the north central part of the neighborhood, and is nearly 60 acres in size. It is primarily wooded though focused around the 13-acre lake, which was created from a peat bog excavation and the creation of a dam. The Korum Family Branch YMCA is another recreational facility located in south central part of the neighborhood and was built in 2000. Other open spaces consist of recorded wetlands.

- Vacant Lands

Comprising approximately 13 percent of the land in the South Hill neighborhood, vacant lands consist primarily of vacant commercial parcels, comprising 69 percent of all vacant land, followed by vacant residential parcels which comprise another 28 percent and vacant industrial parcels which comprise the remaining 3 percent. Although not
recorded as such, close to 40 percent of all vacant land lies within areas containing potential wetlands, limiting the development potential within these areas.

II. Urban Form

Lot Sizes

The majority of commercial uses have developed on large parcels averaging nearly 2.5 acres in size. The South Hill Mall occupies the largest parcel totaling nearly 80 acres in all. Big box stores to the east of Meridian are each located on parcels 7 to 10 acres in size.

Industrial uses occupy parcels that are upwards of 2 to 6 acres in size with the one exception being the Microchip facility. It occupies the largest parcel within the neighborhood, which is 92 acres in size. Pierce College is the second largest facility occupying 5 parcels in the neighborhood, which total 83 acres.

Multi-family residential uses occupy parcels averaging close to three acres in size, while single-family residential uses occupy parcels ranging from quarter of an acre to five and half acres in size. On average, single-family parcels within the neighborhood are just over half an acre in size.

Block Sizes

Development on large parcels results in the formation of large blocks with few through streets (see Map 1-9). Within the South Hill neighborhood, blocks range in size from 2.7 acres to 421 acres. On average, blocks within the neighborhood are 78 acres in size resulting in average block lengths of 1,843 feet just over a third of a mile in length.

III. Market Analysis/Economy

A market analysis was conducted by Property Counselors in March, 2007, and updated in April, 2015, for the area comprising the South Hill RGC. That analysis provided the following discussion of the center’s economic and residential role and development potential.

The overall economic potential for South Hill to develop into an urban center is positive. The area has a strong and growing employment base, developable land, and is centrally located to a fast-growing population. The twenty year growth opportunity is related to the development of residential and mixed use in currently undeveloped or under developed areas. Within a fifty year horizon, the entire area can be considered suitable for redevelopment. The most likely properties are retail centers with medium sized sites (five to ten acres) with large anchors that may decline in the face of shifts in consumer desires.

The outlook for retail is strong. The South Hill Mall is a super-regional shopping center that serves a trade area with over 400,000 people and relatively high income levels. Other development in the Urban Center includes big box retailers and smaller neighborhood scale and strip shopping centers. Shopping centers throughout the region and the country are redeveloping to a more pedestrian friendly environment. These enhancements include new wings with a main street feel and street-front entrances, as well as peripheral pads development that break up the expanse of mall parking. These planning concepts can apply to other existing and new development in the area.

A copy of the full market analysis can be referenced online at [www.cityofpuyallup.org](http://www.cityofpuyallup.org).
Recent apartment development in the general area (particularly on the ridge overlooking the Puyallup River) demonstrates that the market supports a premium for apartments with strong amenity packages. New single use apartment buildings (i.e. residential use only) in the area will be most feasible initially. Residential as part of a mixed use Urban Center or linked to the South Hill Mall, on east-west streets, and north-south streets within a block of Meridian, will become more feasible over time.

Office uses can be an important part of mixed use development because of the opportunity for shared parking, however, the demand in the foreseeable future is limited to local-serving offices. The South Hill Business and Technology Center (formerly the Microchip plant) has been steadily filling vacant tenant spaces since its purchase by the Benaroya Company in 2007.

C. ISSUES DISCUSSION

I. Future Land Use Designation

Between 2010 and 2030, South Hill will continue to attract growth in both housing and employment. In 2010 there were approximately 1,980 housing units and an estimated 5,765 jobs in the South Hill Center. By 2030 the South Hill neighborhood is anticipated to grow to approximately 3,400 housing units and 7,800 jobs. The 2015 market analysis indicated that even more substantial housing and employment growth can be expected beyond that 2030 horizon. Subsequently, the land use designations and policies that are specific to the South Hill neighborhood focus on the type and intensity of growth that the City is planning for over the next 20 years and beyond.

Changes to the Future Land Use Designations are recommended to better reflect the vision for South Hill as a mixed-use community with a greater attention to a pedestrian oriented form, and in some cases, higher densities and intensities than were previously established for the area. Proposed designations are intended to replace the current “one size fits all” Comprehensive Plan Designation of Auto Oriented Commercial with mixed-use land use designations and implemented by three area-specific mixed-use zoning designations. Table 1 shows existing land use designations and how they would change with the proposed future land use designations and implementing zoning designations.

Proposed changes to land use designations relate to the level of intensity and the degree to which land uses are mixed. As noted below, the Auto Oriented Commercial designation correlates to two mixed-use designations (MUC and LC) that will each emphasize a specific use and form. A Land Use map for this area is included in this neighborhood plan and will be reflected by changes to the City Land Use and zoning map.

Table 12-1 Proposed Land Use and Zoning

<table>
<thead>
<tr>
<th>Existing Land Use Designation</th>
<th>Proposed Land Use Designation</th>
<th>Proposed Zoning Designation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auto-Oriented Commercial</td>
<td>MUC, LC</td>
<td>CCX, UCX, LMX</td>
</tr>
<tr>
<td>Business/Industrial Park</td>
<td>No change</td>
<td>No change</td>
</tr>
<tr>
<td>Light Manufacturing/ Warehousing</td>
<td>No change</td>
<td>No change</td>
</tr>
<tr>
<td>Limited Commercial</td>
<td>No change</td>
<td>LMX</td>
</tr>
<tr>
<td>Low Density Residential</td>
<td>High Density Residential</td>
<td>RM-Core</td>
</tr>
<tr>
<td>High Density Residential</td>
<td>High Density Residential, LC in some areas</td>
<td>RM-Core, LMX</td>
</tr>
<tr>
<td>Moderate Density Residential</td>
<td>High Density Residential</td>
<td>RM-Core</td>
</tr>
<tr>
<td>Public Facilities</td>
<td>No change</td>
<td>No change</td>
</tr>
<tr>
<td>Open Space/Public Park</td>
<td>No change</td>
<td>No change</td>
</tr>
</tbody>
</table>
II. Urban Form and Design

Urban form of the South Hill Center is envisioned to change significantly over the long-term, from an auto-oriented to pedestrian-oriented form. Increased densities, an emphasis on mixed-uses, and standards that require buildings to be have a stronger relationship to the street, de-emphasize the visual dominance of parking areas, and integrate transit- and pedestrian-oriented design elements are all part of the approach to transform the urban form within the South Hill Center. In addition to implementing three mixed-use zones in this area, enhanced design standards, more appropriate for mixed-use centers, will be established to facilitate the change in the urban form of the Center.

III. Community Services and Public Space

In 2010, a Health Impact Assessment (HIA) was completed for South Hill through a partnership between the Tacoma-Pierce County Health Department and the City of Puyallup. As stated in the HIA, these documents are used to evaluate the positive and negative impacts policies have on public health, inform public policy decisions, and promote public policy decision that provide the greatest public health benefits. The HIA assesses five specific health elements: physical activity, crime and safety, injury, access to healthy food, and social connections and community identity. These assessments, and recommended implementation actions, contribute to policy development, which will help to positively alter the health outcomes of the South Hill Neighborhood.

IV. Public Services and Open Space

Utilities and LIFT Award

In 2008, the City was awarded a Local Infrastructure Financing Tool (LIFT) grant. This award will give the City greater capacity to invest in critical infrastructure to maintain and attract new population and jobs. LIFT funding will provide up to $1 million per year until 2039 for capital improvements within the LIFT revenue development area, which includes the South Hill Regional Growth Center. Funds may be used in a variety of ways that will improve livability in the South Hill Neighborhood, specifically, by supporting the addition of high capacity transit on the Meridian corridor that will facilitate movement between the South Hill business and residential centers and downtown Puyallup, and completing specific transportation projects within the South Hill RGC to facilitate movement to and within the neighborhood. In addition, the LIFT program identified several stormwater improvement projects in the Willows Pond/Bradley Lake Park drainage basin that will improve water quality flowing into the Puyallup River and Puget Sound. These improvements will also serve to create and enhance recreational amenities in this area by establishing a system of water features that will complement future South Hill land uses and trail system. The trail system may be installed in conjunction with high capacity telecommunications system improvements as well.

Growth management administrative regulations encourage local jurisdictions to define in their comprehensive plans other types of public facilities for which concurrency is required. These may include parks and recreational facilities, sanitary sewer systems, storm water facilities, and schools. Sewer capacity is of particular issue in this area, and the Draft Sanitary Sewer System Comprehensive Plan identifies the possible need for additional sewer treatment capacity to serve the planned level of growth under the South Hill Plan.

Green Infrastructure, Parks, Open Space and Trails

Green infrastructure refers to those features and facilities that provide ecological and utility function (treatment and/or infiltration of stormwater, habitat, etc.); amenity function (trails, parks, and open space); and a transportation function (trails, and other non-motorized improvements). The South Hill Center has a significant amount of wetland areas, as well as Bradley Lake Park, and an existing, underutilized stormwater facility (Willows Pond). It is envisioned that all these features will be integrated into a green infrastructure system that both enhances and inserts the natural environment back into the neighborhood while also providing amenity and increasing the livability of the South Hill Center. In addition to specific policies contained within this Neighborhood Plan, existing city-wide policies in the Environment Element related to critical areas still apply to this center. Finally, although trails are considered as part of the green infrastructure system, they are also discussed and referenced under the Transportation section of this Plan as well as the Parks, Recreation, and Open Space Element.
V. Transportation

Transportation policies and improvement plans must be consistent and support implementation of the land use designations and policies. Transportation is a mandatory element of comprehensive plans prepared under the Act as state in RCW 36.70A.070(6). The current Transportation element recognizes the South Hill Center as a major traffic generator and describes it as “rapidly developing as strip commercial development along Meridian from SR 512 south to 160th Street East.” The vision for the South Hill Plan articulated in these policies will take time to implement, but these policies and the implementing regulations are intended to transform this current development pattern over time into a mixed-use urban center that is less dependent on the automobile and offers greater opportunities for people to live close by and travel to the center by transit, foot and bike, as well as by automobile.

Concurrency requires the timely provision of public facilities and services relative to the demand for them. To maintain concurrency means that adequate public facilities are in place to serve new development as it occurs. Policies to promote concurrency are generally intended to encourage land use patterns that can be served efficiently by public infrastructure, to provide appropriate infrastructure at the time of new development, and to prevent new development from degrading locally agreed-upon service standards for the current users of existing infrastructure. In Washington, concurrency is both a state planning goal and a state-mandated local regulation under the Growth Management Act (GMA).

The GMA gives special attention to concurrency for transportation. The GMA requires that transportation improvements or strategies to accommodate development impacts need to be made concurrently with land development. “Concurrent with the development” is defined by the GMA to mean that any needed “improvements or strategies are in place at the time of development, or that a financial commitment is in place to complete the improvements or strategies within six years.” Local governments have flexibility regarding how to apply concurrency within their plans, regulations, and permit systems.

The emphasis in the South Hill Plan is on encouraging compact land use development patterns that are less dependent on the automobile and providing alternatives to this mode of travel. Increasing roadway capacity, for example, adding lanes to Meridian, could conflict with key goals of the South Hill Plan and could unintentionally facilitate even greater traffic growth. Because of these inherent limitations, the Puget Sound Regional Council and many local jurisdictions, such as Bellingham, Redmond and Vancouver, are considering the use of or using multi-modal concurrency measurements for urban centers that focus on measuring the movement of people.

Capacity improvements, such as signalization and creation of turn lanes, are needed as part of the mix to address future growth in the South Hill Center. However, transportation improvements needed to address the impacts of existing congestion and future growth should not focus primarily on the needs of the automobile if the South Hill goal is to create a vibrant, mixed-use pedestrian friendly community. Investments in South Hill should balance the needs of the automobile with non-motorized improvements and continued commitment to establishing Bus Rapid Transit (BRT) in the Meridian corridor, as well as other transit improvements. A multi-modal transportation level of service standard would emphasize travel times or other measurements that target the number of people and the speed of movement and not simply movement of vehicles.

Complete streets are designed and operated to enable safe access for all users. Pedestrians, bicyclists, motorists, and public transportation users of all ages and abilities are able to safely move along and across a complete street. There is no one design prescription for complete streets. Ingredients that may be found on a complete street include: sidewalks, bike lanes (or wide paved shoulders), special bus lanes, comfortable and accessible public transportation stops, frequent crossing opportunities, median islands, accessible pedestrian signals, curb extensions, and more. Complete Streets policies direct transportation planners and engineers to consistently design with all users in mind including drivers, public transportation riders, pedestrians, and bicyclists as well as seniors, children, and people with disabilities.
In addition to the policies included in this Neighborhood Plan, the Transportation Element of the Comprehensive Plan provides additional information regarding transportation and circulation issues that impact the South Hill Neighborhood.

D. GOALS, OBJECTIVES AND POLICIES

Land Use

Mixed Use Designation

**SH-1** The most intensive mixed-use designation in South Hill allows the highest height limits and is intended to accommodate commercial uses with a regional draw.

- **SH-1.1** Apply the most intensive mixed-use zoning designation in the area encompassing the South Hill Mall and adjacent parcels, bounded by 9th Street SW, SR 512, Meridian and 39th Ave. S.
- **SH-1.2** A full range of uses including residential, office, lodging, and retail uses should be encouraged in this designation.
- **SH-1.3** Accommodate mall development, with provisions to ensure a stronger relationship between the building and street and encourage exterior store fronts, including physical proximity, entrance visibility and placement of parking beneath, behind or beside the building façade where possible.
- **SH-1.4** Discourage additional stand-alone large format retail development in this designation, unless included as part of a mixed-use project.
- **SH-1.5** Greater connectivity in the circulation network, including a finer grid of pedestrian and vehicular connections, should be encouraged in this designation.
- **SH-1.6** The street/building relationship and a more continuous street wall should be particularly emphasized along 39th and Meridian.

**SH-2** The moderate mixed use designation allows a significant commercial component where standards to ensure pedestrian-oriented design are emphasized, and the constraints of large format retail are acknowledged and accommodated.

- **SH-2.1** Apply the moderate density mixed-use zoning designation to areas primarily composed of large parcels located on arterials that are highly accessible and other areas currently dominated by retail uses or where larger developments can be accommodated.
- **SH-2.2** Encourage and accommodate the greatest range of uses within this designation, including high-density residential, pedestrian oriented retail, large format retail and multi-story office.
- **SH-2.3** Ground floor commercial uses with building entrances facing the street should be required along S. Meridian and 39th Ave. SW.
- **SH-2.4** Large format commercial uses should be limited to 2-3 stories, unless significant public benefits are provided as part of the development.
- **SH-2.5** Ensure an appropriate edge transition in MU-2 areas that are adjacent to or across the street from Bradley Lake Park. Development should be encouraged to provide views and connections to the Park, but should also incorporate open space, stepping down of heights, landscaping, and other techniques to improve use compatibility and integration.

**SH-3** The least intensive mixed-use designation emphasizes moderate density residential, office and neighborhood-serving pedestrian retail emphasis.
SH-3.1: Apply the least intensive mixed-use zoning designation in locations that can accommodate high density residential development, where large retail uses are not appropriate or likely because of parcel size, patterns of ownership, proximity to other uses or access and traffic issues and sites that are particularly well suited to implement the vision of improved pedestrian orientation for South Hill.

SH-3.2: This designation emphasizes mixed-use, multi-story residential and office development and accommodates smaller-scale stand-alone retail development.

**Business/Industrial, Light Manufacturing/Warehouse, and Public Facilities**

**SH-4** Existing business park, manufacturing and public facility properties will be developed and maintained in a manner that encourages visual compatibility, aesthetics and connectivity within the neighborhood, and encourages living wage employment.

**SH-4.1** Maintain a campus appearance, including significant landscaping, retention of native vegetation clusters, signage standards and building setbacks, in Business/Industrial, Light Manufacturing, and Public Facilities designations as a common element to enhance compatibility between a wide range of employment and education uses.

**SH-4.2** Improve connectivity between properties in the eastern portion of the 39th Ave. SE corridor.

**SH-4.3** In business and industrial zones, consider limits on low employment density uses and use of incentives to promote living wage and high density employment uses.

**SH-4.4** Work with Pierce College to improve non-motorized and transit connections, provide opportunities for student housing and provide stronger ties between the college and the community, including providing facilities and support for educational, cultural, and community events.

**High Density Residential (HDR)**

**SH-5** High Density Residential neighborhoods are established because of proximity to arterials, compatibility with adjacent land uses and the vision of the South Hill area as an Urban Center.

**SH-5.1** Setbacks and landscaping should be used to ensure increased compatibility with less intensive land uses.

**SH-5.2** Monitor housing growth for the South Hill RGC and periodically reevaluate the adopted zoning standards to ensure they facilitate growth projections.

**SH-5.3** Incentives and standards should be adopted to ensure that higher density development is livable, permanent, and contributes positively to the vision of the South Hill neighborhood.

**General Use Policies**

**SH-6** The South Hill land use pattern and intensity encourages residents to walk, bicycle, and actively engage in their community, and a growing number of people live and work in the neighborhood as land uses intensify and diversify.

**SH-6.1** Emphasize the building-street relationship by ensuring that the majority of the building façade is located are placed adjacent to the sidewalk or public pedestrian areas and parking areas are placed beneath, beside, or behind buildings.

**SH-6.2** Residential densities that are supportive of high capacity transit and a vibrant mixed-use community should be encouraged.

**SH-6.3** Establish a minimum net residential density of 24 units per acre for stand-alone residential development in the South Hill Center.
The South Hill Center has a dynamic mix of uses that both complement one another to create a place where people can live, work, shop, and recreate and also strengthens the area as a regional draw for shopping and employment.

The emphasis of use regulation should be on avoiding nuisances related to noise, odor, glare, and vibration rather than on detailed restrictions on or requirements for specific uses.

Uses should be defined in terms of broader categories and a use interpretation process should be established with clear criteria. The approach to regulating uses should move away from defining uses based on the North American Industry Classification System (NAICS).

Encourage a diverse mix of employment and support high wage employment with infrastructure investments, development and tax incentives, public-private partnerships and other tools.

Mixed-use development should be encouraged. Ground floor commercial uses on major arterials may be required in some locations.

Support a Transit-Oriented Development (TOD) District near the transit station to address minimum density requirements, mixed-use requirements, and shared and reduced parking requirements.

Impacts of higher intensity development within the South Hill Center on adjacent lower intensity areas are minimized.

Where higher intensity development is not buffered from lower intensity development by a road, require the higher intensity development to be setback from the lower intensity development and a vegetative buffer to be incorporated within the setback.

Where adjacent to lower intensity uses, ensure that new higher intensity development is designed to step down in order to provide a transition of building bulk and scale between the two land use intensities.

An urban form has been established that encourages pedestrian activity and transit use by increasing connectivity within the street and pedestrian networks, integrating amenities such as street trees, public spaces, etc., minimizing conflicts between cars and people, and strengthening the relationship between buildings and the street.

A maximum setback should be established for buildings in order to ensure that buildings are built up to the sidewalk, thus contributing to activation of the sidewalk and a more pedestrian-oriented urban form.

Parking areas should be located behind, within, or to the side of buildings where feasible in order to strengthen the building-street relationship and minimize the visual impact of such areas.

Emphasize and enhance the relationship between the building and the street through design standards that address transparency, blank walls, weather protection, lighting, primary entrances, signage, and site amenities.

Consider the desired urban form of a more walkable and connected community built around a green infrastructure framework in the development of transportation, capital improvement, and utility policies, standards and required improvements.
SH-9.5 The City should consider establishing location and spacing criteria for new streets and/or pedestrian linkages to break large parcels into a finer urban grid, e.g., provide connections within the range of every 250 to 350 linear feet.

SH-9.6 Encourage private and public use of public art to enrich design aesthetics and add character, visual interest, and a sense of place.

SH-9.7 Encourage place-making and a dynamic public realm by integrating publicly accessible plazas, open spaces and other gathering spaces with new development and redevelopment, in public and private projects.

**Corridor Streetscapes**

**SH-10** Redevelopment along South Meridian will transform the street into a comfortable environment for all modes of travel.

SH-10.1 Establish a streetscape through building placement and design that provides a more comfortable pedestrian environment along the S. Meridian corridor, including wider sidewalks and buffer strips.

SH-10.2 Encourage the edges of parking areas adjacent to sidewalks to infill with small-scale retail uses that activate the sidewalk and provide a sense of enclosure for the sidewalk environment.

**SH-11** Signature streetscapes and built forms that emphasize the 5th St SE and 39th Ave SE corridors as key spines for non-motorized travel have been established.

SH-11.1 Establish 5th St. SE as the key north-south corridor for non-motorized users in the South Hill Center to provide an alternative to the more congested S. Meridian corridor. Establish a unique streetscape character that includes strong connections with adjacent natural areas, enhanced landscaping, low impact surface drainage systems, neighborhood scale and pedestrian oriented design that creates an attractive corridor where pedestrians and bicyclists feel comfortable and safe.

SH-11.2 Reinforce 39th Ave. SE as the key east-west corridor for all modes to provide connections between jobs, housing, commercial areas and transit in the South Hill Center. Ensure continuous and safe non-motorized facilities along this street.

SH-11.3 Encourage building design that reduces building bulk and scale, increases visual interest and provides direct access to the street.

SH-11.4 Incorporate mid-block crossings where distances between intersections exceed 300 feet.

**Public Spaces**

**SH-12** The South Hill Center incorporates a public realm that includes public spaces, sidewalks, trails, and parks as a critical component to creating a vibrant community in which people want to live and be active, and serving as a catalyst for attracting future development.

SH-12.1 Ensure that new development incorporates public spaces and accommodates trail connections, where adjacent to the defined trail network, in order to create an amenity for those living, working, and shopping in the South Hill Center.

SH-12.2 All public spaces should be easily accessible and visible from a sidewalk or trail.

SH-12.3 Protect solar access to public spaces and important views from public spaces.

SH-12.4 Encourage new development occurring adjacent to, or across the street from Bradley Lake Park to provide visual and physical access to the Park in order to best utilize this facility and provide amenity for new uses.
SH-12.5 Through the use of public/private partnerships of investor incentives, establish a significant public space in the vicinity of 39th Ave SW and S. Meridian to serve as an urban gathering place and possibly as the focal point for future mixed-use development and a rapid transit hub.

SH-12.6 Coordinate with the Parks and Recreation Department and community partners to identify and establish space for a community garden that is in close proximity to residential areas, including multi-family housing and senior housing.

SH-12.7 Coordinate with community partners to establish a South Hill Farmers Market a minimum of one day per week that is easily accessible to residents via transit, walking and/or biking.

SH-12.8 The City should explore the acquisition of Willows Pond, or otherwise attain use privileges, both for purposes of enhancing its ecological function and developing it as a green focal point and an amenity for the neighborhood that includes a trail system that ties into a larger network of trails that connect to Bradley Lake Park, Pierce College, and other destinations.

SH-12.9 Protect and enhance the system of wetlands within the South Hill Center and encourage new development to have visual and physical connections to these areas so that they serve as open space amenities for residents.

Economic Vitality and Community Service

SH-13 South Hill is a vibrant employment center providing jobs and services to both residents within the neighborhood as well as for the region as a whole.

SH-13.1 To encourage redevelopment, consider completion of a Planned Action EIS to comprehensively analyze environmental impacts that would result from build-out of the Plan, describe measures that can mitigate the impacts, and outline specific capital improvements, their costs and suggested phasing.

SH-13.2 Consider establishing a South Hill Neighborhood Service Center that provides city and community information and services. This may include a branch library or kiosk, utility bill payments, police substation, and other civic functions.

SH-13.3 Coordinate with City staff and community partners to establish a South Hill Neighborhood Association to strengthen community connections, social networks, host community events, and build a local advocacy group.

SH-13.4 Create a South Hill Business Association made up of commercial property and business owners to coordinate business community cohesion and employee practices.

Utilities, Open Space and Critical Areas

Public Service and Utilities

SH-14 Monitor growth rates and periodically update growth projections and infrastructure analysis to ensure that adequate facilities are provided to accommodate growth in South Hill

SH-14.1 Require concurrency, including but not limited to adequate water, sewer, stormwater and transportation facilities, for all development in the South Hill Subarea.

SH-14.2 Balance the need for development to pay for the financial impacts of growth with the targeted use of incentives, including capital improvements, to encourage growth to occur in desired locations, forms and intensities that will bring future value and revenue to the City.

SH-14.3 Coordinate growth projections for the South Hill neighborhood with the update of the City’s Sanitary Sewer Comprehensive Plan.
SH-14.4 Prioritize planning and design of projects which will be funded by the LIFT grant, such as trails, high capacity transit, and utilities.

SH-14.5 Maintain and periodically update a priority list of public facilities and services needs.

**Green Infrastructure Integration Policies**

**SH-15** A green infrastructure system serves as a planning framework, enhances ecological functions, performs transportation and utility functions and provides an amenity to enhance livability for residents, employees, students, and other users.

SH-15.1 Establish stormwater basin planning as a key priority for the South Hill Center. This effort should include the evaluation and coordination of stormwater treatment and detention across multiple properties and may provide for broader environmental benefits and public amenities as compared to a site-by-site approach.

SH-15.2 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.

SH-15.3 Prioritize plan green infrastructure improvements and use them to establish an identity for the South Hill Center.

SH-15.4 Use enhanced public streets with non-motorized transportation improvements, natural landscaping and surface water conveyance and treatment to link natural open spaces, community destinations and urban gathering places.

SH-15.5 Protect and enhance wetlands and other designated critical areas in the South Hill Center, through the use of development regulations, incentives, and potentially public funds.

SH-15.6 Encourage natural drainage practices where feasible in public and private projects, as an alternative to traditional stormwater treatment and control.

**SH-16** Willows Pond is a central component of a green infrastructure system, providing multiple environmental and other public benefits.

SH-16.1 The City shall explore the acquisition of Willows Pond, or otherwise attain use privileges, as a key component of a neighborhood green infrastructure system that provides natural treatment and retention of stormwater, habitat, public open space and a visual amenity for adjacent development.

SH-16.2 Ensure that any development occurring adjacent to Willows Pond provides physical and visual connections from the development and from surrounding public streets to the Pond and future recreational amenities.

**Parks, Open Space and Trails**

**SH-17** The neighborhood contains an interconnected system of open spaces, parks, and public spaces that provide an amenity for South Hill residents, employees, and the broader community, as well as contribute to an alternative non-motorized transportation network.

SH-17.1 Develop a system of trails, open spaces, and parks for the South Hill Center through land acquisition, integration of green infrastructure in street projects, and partnerships with private property owners and institutions.

SH-17.2 Utilize trail corridors for installation of high capacity fiber optic networks.

SH-17.3 Provide an interconnected system of non-motorized trails for mobility and recreation within the South Hill Center. Trails should be integrated with the sidewalk system and provide access to major
destinations within the neighborhood, including Pierce College, transit facilities, parks and open spaces, and shopping opportunities.

SH-17.4 Encourage new development to be designed to accommodate both visual and physical connections to the system of trails and open spaces that are planned for the South Hill Center.

SH-17.5 Encourage new development and redevelopment occurring within the vicinity of or adjacent to Bradley Park to provide trail connections to the Park.

SH-17.6 Provide safe and clearly marked walking connections between South Hill and adjacent schools and neighborhoods outside of the Center.

SH-17.7 Provide improved connections and wayfinding specifically between the South Hill Center and Rogers High School, the Wildwood neighborhood, Bradley Lake Park trails, Pierce College trails and paths and roadways on the Benaroya site.

Critical Areas

SH-18 The ecological function of critical areas has been protected and improved as redevelopment occurs.

SH-18.1 Adopt development standards that encourage new development to treat wetlands as amenities while encouraging enhancement of ecological functions and values.

Transportation

Transportation Policy Framework

SH-19 Streets safely and conveniently accommodate all modes of travel, resulting in an improved street grid and a balanced transportation system with investments that contribute to the sense of place and sustainability of South Hill.

SH-19.1 Support the South Hill Plan with a multi-modal transportation system that provides improved connections and mobility with the subarea and to other parts of the City and region.

SH-19.2 Plan for and provide complete streets and integrate existing and future transportation improvements into the larger context of the green infrastructure system.

SH-19.3 Improve Meridian as the key multi-modal corridor that includes vehicular, transit and non-motorized transit modes and a street design that contributes to the community character and sense of place in South Hill.

SH-19.4 Improve 39th Ave. SE as the key east-west corridor with non-motorized, transit and vehicular improvements designed to improve access through the center and provide a critical link to Meridian.

SH-19.5 Design and develop street improvements, including facilities that support Bus Rapid Transit, other transit facilities, bike and pedestrian facilities and dedicated trails and vehicular capacity improvements to serve travel demand generated by the proposed land use in addition to regional travel demand.

SH-19.6 Develop, improve and where possible extend alternative north-south connections through the South Hill Subarea, including the 5th Street SE, 3rd Street SE, and a connection west of Meridian.

SH-19.7 Develop, improve and where possible extend alternative east-west connections through the South Hill Subarea, including 43rd Ave. SE, 39th Ave. SE, and 35th Ave. SE.

SH-19.8 Improve access to and through areas designated as MU1, focused on the South Hill Mall site. Future significant development on this site should include a plan to improve circulation through the mall site and improvements that are proportionate to the extent of new development proposed.
SH-19.9 Develop local streets to establish a new grid system with smaller block sizes, particularly in areas within 
¼ mile of 39th Ave. SE and Meridian. Maximum block face length should be 350 feet.

SH-19.10 Work with the Washington State Department of Transportation to improve Meridian and balance local 
and regional transportation needs.

SH-19.11 Off of principal arterials, consider the inclusion of on-street parking where it contributes to the 
pedestrian environment and neighborhood character.

SH-19.12 Encourage site access to be off of streets other than S. Meridian.

SH-19.13 Consider establishing maximum parking requirements, shared parking requirements, priority carpool 
parking areas and using other tools to manage the parking supply and encourage the use of 
transportation alternatives to single occupancy vehicles.

SH-19.14 Consider modifying the required Level of Service standards for transportation concurrency in the South 
Hill Center, including changes to the current volume/capacity threshold and the development of a 
multi-modal concurrency standard that are more consistent with the land use and community vision 
for the South Hill Plan. Develop measures to fully integrate the analysis of all modes into future 
transportation modeling.

SH-20 A comprehensive non-motorized circulation plan safely enhances pedestrian and bicycle access 
throughout the Regional Growth Center.

SH-20.1 Include bicycle and pedestrian facilities in the design of arterials and local streets and improve 
connectivity with the development of a comprehensive sidewalk and trail system, including mid-block 
crossings, through block connections and amenities such as lighting, seating and signage.

SH-20.2 Develop a non-motorized trail system that incorporates a north-south spine focused on natural areas 
and east-west connections that provides access through and to major employment areas to core retail 
and future housing concentrations in South Hill.

SH-20.3 Identify existing informal trails and through land acquisition partnerships with private property owners 
and institutions, or other means, explore integrating them into formal transportation plans and provide 
wayfinding, surfacing, and other improvements where possible.

SH-20.4 Establish sidewalks that are a minimum 8 feet clear with an additional 5 to 6 feet buffer for planting 
and other amenities (e.g. transit stops, lighting).

SH-21 A robust transit network connects users within and to the Regional Growth Center and reduces single 
occupancy vehicle demand.

SH-21.1 Establish some form of mass transit (possibly Bus Rapid Transit (BRT)) as the key transit priority for the 
City and for South Hill, work with Pierce Transit on this improvement and pursue all available funding 
and implementation tools necessary to achieve this objective.

SH-21.2 Work with Pierce Transit to ensure that feeder transit service is provided along 39th Ave. SW to link 
schools, employment, and housing to BRT.

SH-21.3 Implement a transportation demand management program and support the development of a 
Transportation Management Association to reduce single-occupancy vehicle demand in South Hill and 
increase the share of trips that use alternative modes.
Map 12-1 South Hill Neighborhood Plan Proposed Land Use
Map 12-2 South Hill Neighborhood Plan Proposed Zoning
Map 12-3 South Hill Neighborhood Plan Critical Areas
Map 12-4 South Hill Neighborhood Plan Parks, Trails and Recreation
Map 12-5 South Hill Neighborhood Plan Vehicular Improvements

New Facilities in South Hill Regional Growth Center
Map 12-6 South Hill Neighborhood Plan Bike & Pedestrian Improvements