



INSERT TAGLINE

An introduction to the 2024 Eatonville Comprehensive Plan Update.

## **What is the Comprehensive Plan?**

The Comprehensive Plan is designed to satisfy the Washington Growth Management Act and the Pierce County-Wide Planning Policies regarding housing, land use, critical areas, transportation, utilities, parks and rec., economic development, capital facilities, and essential public facilities.

## **The Comprehensive Plan Update**

Last done in 2015, every 10 years the comprehensive plan is required to be updated to reflect changes in Washington State and Pierce County Policy as well as potential changes in town sentiment. It is paramount that Eatonville residents are highly involved in this update to ensure its content is an expression of the popular will. (See 2015 Vision Statement Attached)

## **Public Participation Plan**

As part of our public participation plan, town administration, and the planning commission have assembled a “Heart and Soul Team” to help organize townspeople, business owners, and other concerned parties for special focus groups to guide opinion on the content of the update. This leads us to our first update to the comprehensive plan, forming our Mission and Vision Statements as part of the introductory portion of the plan. You are here to be part of the discussion and give your honest input regarding what the Mission and Vision of Eatonville should be.

*The following discussion items can be used to drive conversation about what our Mission and Vision should look like. What values do we want to reflect, and what aesthetics do we want to project? What should people feel when they drive through the town or walk down Mashell Ave? These items can be used as singular discussion topics or a springboard for other ideas. There are no wrong answers and no limits to where we go with this discussion.*

*The results of this conversation will hopefully help develop a hypothetical future for Eatonville, which will be reduced into two statements, the Mission and the Vision.*

## Mission Statement Discussion Items

- What should a mission statement mean for a town?
- What drives the town?
- What is the essence of the town?
- What does and what should the town offer its citizens and patrons?
- Community Services/ Public Amenities
- Core Values
- Business Culture

## Vision Statement Discussion Items

- Current Vision Statement – what’s good, what can be improved?
- Eatonville in 2044
- Perspective on Growth
- Rural-Small Town Character
- Accessibility
- Tourism
- Town Themes
- Transit

## The Future

- Where is the region going, how does Eatonville fit into this?
- Growth Center
- Tourist Town
- The same
- Scale back

Pierce County Growth Targets for Eatonville

	2020 Census	2020-2044 Growth	2044 Total
Population	2,845	794	3,639
Housing Units	1,127	277	1,404
Employment	969	152	1,121

## Colville, WA

Population: 4,968

**Profile:** With its natural beauty and proximity to the Columbia River, lakes, and various state and national parks/forests, recreation is a major attraction for both incoming residents and tourists alike.

**Coeur d'Alene, ID is located just 33 miles to the East and Spokane, WA is located 71 miles to the Southeast.**



<https://colvilletogether.org/main-street-program/>

## Seedro-Wooley, WA

Population: 12,509

**Profile:** Seedro-Wooley, known as the “Gateway to the North Cascades” shares a lot of characteristics with Eatonville. Both maintain a rural-small-town feel while being located near large cities and commercial centers. Additionally, as Seedro-Wooley is known as the “Gateway to the North Cascades” with proximity to Mt. Baker, we could almost say Eatonville is the “Gateway to Mt. Rainier”.

**Located in the North Puget Sound area, It is 70 miles North of Seattle, WA and 26 miles Southeast of Bellingham, WA.**



<https://www.peaksnw.com/sedro-woolley-roofing>



**Lynden, WA**

**Population: 16,048**

**Profile: Near the Canadian border and home to Washington State's largest Dutch settlement and is the heart of the region's farmland, the town celebrates its traditional agricultural heritage and the character and structure of the town reflect that, while also integrating modern infrastructure, tourist amenities, and a thriving business culture. In 2016 Lynden, WA won first place in the "Americas Mainstreet Competition".**

**Bellingham, WA is located 15 miles to the South and Seattle, WA is located 102 miles south.**



<https://ourlynden.com/2016/06/we-did-it-lynden-wins-25k-1st-place-in-americas-main-streets-competition/>

## Leavenworth, WA

Population: 2,383

**Profile:** Recognized as one of the most beautiful and charming places in America. In 1965, Leavenworth manufactured a Bavarian Style town from scratch, converting it from a Cascade foothills railway town to a Bavarian Themed tourist destination.

**Wenatchee, WA** is located 22.5 miles to the southeast and **Seattle** is located 117 miles to the west.



<https://culturalfoodies.com/2020/06/10/weekend-trip-to-leavenworth-washington/>



## Chapter 7

# VISION STATEMENT

## 7.1 INTRODUCTION

Eatonville's Community Goals and Policies are based on the following Vision Statement.

**7.1.1 Preamble.** The Vision Statement is a verbal snapshot of Eatonville Community in the year 2035. It summarizes the desired character and characteristics of our Community and provides the ultimate goal for all of our Community planning and development efforts. The vision statement is intended to be realistic, yet is more than a mere prediction. Rather than describing the features of the Eatonville Community as we think they are likely to be, it expresses what we would like our Community to become and believe we can achieve. It acknowledges past and current trends in the Eatonville Community's relationship to external factors, but also assumes an ability to shape the future in a positive way. The Vision Statement, therefore, is optimistic; affirming and enhancing the best of our past and existing attributes and aspiring for those we now lack but hope to have.

**7.1.2 We the People of Eatonville.** We the people of Eatonville hereby set forth a vision statement and pledge our commitment to achieve a common vision for the future of the Eatonville Community. We the people of Eatonville have identified a set of central values that we as a Community hold in common:

- We believe that the essence of a prosperous and vibrant Community is found not in its structures but in the collective spirit of those who live and work within the Community. We hold that the built aspects of a community—its transportation network, utility system, buildings and other facilities—should not be considered as ends in themselves, but as means for enhancing the quality of life and enriching the human spirit.
- We respect the picturesque and natural setting of Eatonville and believe that any development along its ridges and valleys must achieve harmony between these natural and man-made environments.

We believe that certain controls with respect to the rights of individuals are appropriate to ensure that the community's best interests are realized.

## **7.2 OUR VISION FOR EATONVILLE**

**7.2.1 Residential, Small-Town Community.** Eatonville in 2035 is an inviting, sustainable small-town community in which to live, work, and play.. Eatonville has continued to embrace its natural amenities, such as its proximity to Mt. Rainier, its streams, and its forests. The town has become a base for outdoor recreation in the area. The Community has established a balance between residential development and commercial activities. Our neighborhoods are safe, appeal to a diverse population, and maintain our quality of life. People from all economic, age, and ethnic groups live here. Old and new residents continue to engage in civic discourse, creating a welcoming and generous spirit. New businesses have moved into our community, providing shopping and employment for our residents, both young and old. The business areas are well-integrated, walkable, and serve residents as well as visitors.

Eatonville has gained prominence among communities in Pierce County and is widely known as a place where scenic beauty is harmonized with small-town urban development. Eatonville's unique natural amenities and strong sense of community are the symbolic heart and soul of the Town.

**7.2.2 Land Use and Development.** Land use and development patterns have changed significantly over the years. Eatonville has completed a successful transition from a lumber-producing town to a sustainable community in South Pierce County. The Town has achieved a balance among residential, commercial, mixed use, industrial, and open space land uses. Commercial developments that cater to residents as well as tourists continue to be built along Washington Avenue, Mashell Avenue, and Center Street. These developments enhance the Town's location as a base for recreational activities and allow it to capitalize on its environmental amenities. Tourist-oriented service facilities have replaced some of the historically existing single-family residences. Commercial development serving the resident population is concentrated along Center Street, Washington Avenue and Mashell Avenue. Residential development has retained its high-ground location, and new additions have accommodated growth while creating harmony with the surrounding environment. Residential building lots that have remained vacant in developed areas are being built upon, capturing the investment in existing utilities. Walking and cycling are more enjoyable for residents and visitors alike.

**7.2.3 Parks and Open Spaces.** The health and well-being of Eatonville's residents, families, neighborhoods, and community as a whole have been enhanced by an integrated system of parks, open spaces, and recreational facilities. Public spaces offer a well-balanced range of recreational opportunities, enhancing both the built and natural environments, supporting plant and wildlife habitat, and enriching the lives of Eatonville's citizens. In the last two decades, the Town has improved and expanded its parks system. Eatonville in 2035 offers a variety of parks, open spaces, and recreational facilities that are attractive, fun, and accessible to all members of the community, many of



whom come together regularly to improve and maintain their quality. The Town's recreational spaces appeal to a diverse range of people and serve as local hubs where individuals and groups gather, exercise, play, hold neighborhood and community events, connect with Eatonville's history, and appreciate the Town's natural amenities. Eatonville is fortunate to have a rich natural setting—including fresh air, clean water, beautiful landscapes and views, and local plant and wildlife—and its parks and open spaces have preserved these amenities, sharing them with residents and visitors alike. The Town has also utilized its parks system to provide educational opportunities about salmon lifecycle, habitat, and role in the local ecosystem, and these efforts have gained Eatonville local and regional prominence.

**7.2.4 Transportation.** Once reliant on the automobile, Eatonville is now a place where people of all ages and abilities get around safely and conveniently on foot or wheelchair, by bike, or by car. Destinations both in and outside of town are reachable via a well-connected network of sidewalks, bike routes, and multi-use trails. In the recent past, consistent shuttle service connected with Pierce Transit provided another transportation option for residents making trips outside of Eatonville. Re-establishing reliable transit service in Eatonville should be strongly encouraged. Safety for all users is a priority and the addition of well-marked crossings, universal design features, consistent wayfinding signs, traffic-calming measures, and educational programs have reduced the incidence of injury related to design to zero. Street trees, plantings, and sidewalk amenities have made the commercial core of Eatonville an exceptional place to stroll between parks, shops, and cafes, and the consistent network of sidewalks makes running errands on foot both easy and safe. Swanson Air Field is operated as though it is a Town owned essential public facility. The variety of transportation options has reduced traffic congestion and improved the long-term health and livelihood of Eatonville's residents.

**7.2.5 Utilities.** The endless supply of fresh water that was taken for granted many years ago no longer exists. The Town has been able to meet the growing demand for fresh water through a combination of increasing its supply by drilling new wells, constructing additional storage facilities, and curtailing its use by conservation measures. The wastewater collection system has been expanded to provide services to newly developed areas. Most of the septic systems in the outlying areas have been eliminated by connecting to the municipal sewer system or by modernizing their operations through technological advances. Stormwater run-off is being improved by a combination of enlarging existing collection systems and building additional retention ponds. The electric power system is undergoing continual renewal and blackouts have become a rare phenomenon.

**7.2.6 Education.** With the financial support of the residents in the Community, the Eatonville School District has completed a modernization effort to improve the high school. In addition to providing quality educational opportunities to area residents, the School District also participates with the community in making the high school auditorium available to be used by residents for community events and gatherings.

**7.2.7 Public Safety.** The Town of Eatonville enjoys a low crime rate, which

has been and continues to be fostered by proactive crime prevention education efforts and increased police presence. Further, Eatonville is a close-knit community where neighbors know their neighbors, and neighborhood crime watch programs are active throughout Town. Fire services have also improved. Fire and emergency medical response times have decreased with the addition of full-time fire and emergency medical service personnel. As a result of improved fire services, fire insurance rates have decreased significantly for residents. Fire and police safety seminars are being conducted throughout the community on a regular basis.

**7.2.8 Economic Development.** In 2035, Eatonville has become known for its nearby parks, recreational opportunities, and leadership on salmon restoration activities, drawing visitors to these attractions and providing a boost to local businesses. Marketing partnerships between the Town, the National Park Service, and neighboring communities have increased the number of Mt. Rainier visitors who stop in the Town before or after a trip to the National Park. The central business district is the retail focal point of the greater Eatonville community, and a combination of new shops and successful marketing campaigns have increased residents' local purchases. Many diverse businesses now operate in Eatonville, meeting the residents' needs and appealing to visitors, too.

**7.2.9 Town Center, Central Business District.** In 2007 the Town completed the "Town Center and Corridor Study", which includes a Community Action Plan and Vision Statement in order to provide clear direction, as well as specific tools for attracting and maintaining economic growth in the Town of Eatonville. The plan has identified ways to increase business and tourism, planned for downtown revitalization, developed ideas for coordination of infrastructure improvements, prepared design standards, and established a town vision. Since the 2007 plan adoption, several of the action items identified have been implemented, and the Town continues to support the study's vision and implement the Community Action Plan.

**7.2.10 Housing.** Eatonville's residential areas are safe and inviting for people of all ages, abilities, incomes, and ethnicities. A small-town feel is maintained in the residential urban form while diverse, good-quality housing types can be found throughout Town, including single-family and multifamily homes. The pace of residential development has been balanced by commercial development, with new residential construction taking place in Town and preserving the surrounding natural environment. Eatonville offers sufficient housing opportunities for all and has maintained affordability by matching supply with demand and pursuing affordable housing programs. Higher, moderate and low-income households are all able to find amenable housing options within the Community. Residential development has been balanced with the natural environment with many residences embracing green technologies—such as solar panels for electricity production and rain gardens for storm water management—highlighting Eatonville's harmonious relationship with nature.