

Downtown Olympia



Overall Development Attractiveness

CITY
Olympia

CORRIDOR LOCATION

East-West along 4th Ave. E, Legion Way SE, and State Ave. NE with major intersections at Capitol Way S and Plum St. SE

Downtown Olympia serves not just as Olympia's downtown, but as the downtown for the whole metro area. Platted in the 1850s, Downtown Olympia is built on a traditional gridded street system with access to I-5 via Plum Street. Much of its historical architecture is still intact, characterized by low-rise buildings offering an array of restaurants, coffee shops, services, retail opportunities, and entertainment venues. Recent construction of a new City Hall in the downtown core, as well as a new Children's Hands-On Museum, LOTT Administrative building and public facilities, and other Port of Olympia projects have resulted in tens of millions of dollars of investment over the last few years. It is hoped that these investments will stimulate private investment in downtown development, particularly in market-rate housing. There are scattered vacant parcels and empty storefronts; fires have left a couple of highly visible empty shells and loitering and vagrancy deter some visitors from going downtown.

Downtown Olympia has a number of strong characteristics that support future development and density, including the largest employment base, the most commercial development, and the highest land values in the county, as well as a large population base and outstanding transit and amenities. Compared to other districts, Downtown Olympia is in the middle in terms of redevelopable sites.

AMENITIES



- **Parks:** Heritage Park, Percival Landing, Port Plaza, Sylvester Park
- **Streetscape:** Historic Downtown, Transit Center, Greyhound Bus Depot
- **Water/Views:** Capitol Lake, Budd Inlet (Marine Waterfront), waterfront access
- **Shopping:** Farmer's Market, Bayview Grocery, shopping, dining, and galleries
- **Other:** Capitol Theater, WA Center for Performing Arts, WET Science Center, Hands On Children's Museum, Public Library, Post Office, Capitol Campus

The unparalleled amenity that downtown offers is its waterfront. Over 4,000 linear feet of public boardwalk provide access to the southern shores of Puget Sound. Other amenities include one of the largest Farmers Markets in Washington State; the WET Center (a water-resource educational facility); the Washington Center for the Performing Arts as well as other live theater, performance, and movie venues; five marinas; Heritage Fountain and Park; access to Capitol Lake; and a full service grocery store. Downtown is host to events and street festivals throughout the year. Intercity Transit's primary transit center is located downtown.

Downtown Streetscape



Percival Landing



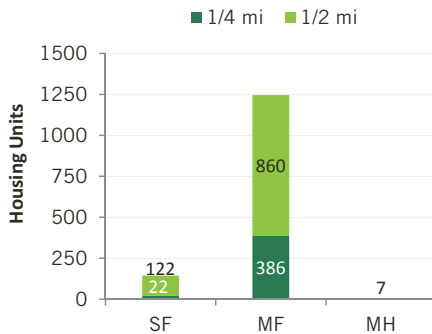
Downtown Olympia

MARKET FACTORS



Housing Units/Population

■ Total Population: 2,612



Downtown Olympia has the third most housing units of all the districts, with 1,397. Nearly 90% of the housing units are multi-family units.

Commercial Rents (per SF)

	Quoted Rates	Vacancy Rates
Retail		
General Retail	\$11.39	3.3%
General Retail (Avg.)	\$12.73	3.3%
Shopping Center	N/A	8.1%
Shopping Center (Avg.)	\$17.22	10.8%
Office		
All Classes	\$15.68	9.8%
All Classes (Avg.)	\$17.02	10.6%

Source: CoStar Property, Year-end 2011

* All office rental rates reported have been converted to a full service equivalent rental rate, and all retail rates have been converted to triple-net (NNN) equivalent rates.

In the Downtown Olympia market, which includes Downtown Olympia, general retail rates are below average compared to the countywide average and the average asking rent for all districts. Office rents are also lower than the average countywide rents at \$15.68 per square foot.

Vacancy rates are about average with a general retail vacancy of 3.3% and a higher office vacancy of 9.8%.

Employment

■ Total Jobs: 15,489

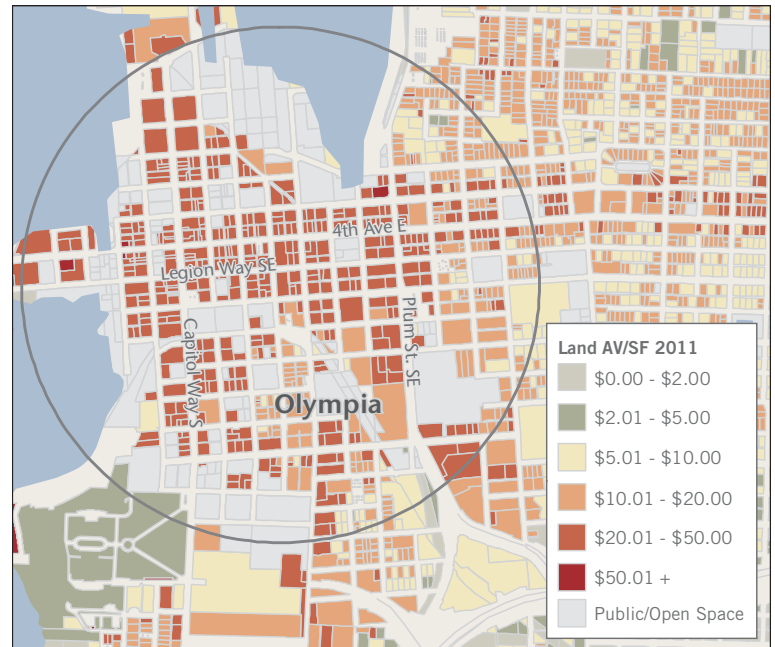
- Commercial/Service: 7,041
- Government: 7,752
- Industrial: 690

■ Major Employers/Businesses:

- Capitol Campus and State Offices
- City of Olympia
- Washington State Employees Credit Union
- YMCA

At 15,489, Downtown Olympia has the most jobs of all the districts by a wide margin, with nearly twice as many as the next district, the Woodland District. Most of these jobs are in the government and commercial service sectors, with a relatively small number of industrial jobs as well.

Land Values



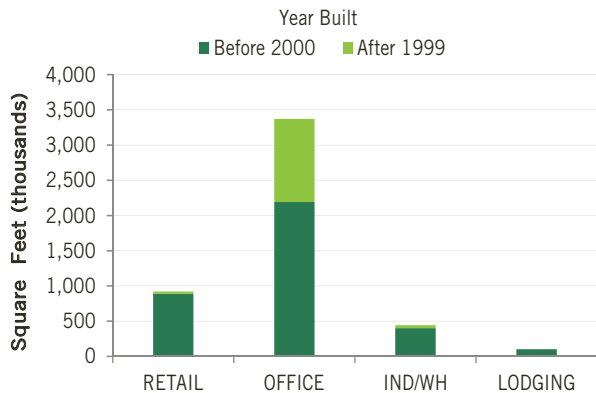
Downtown Olympia has the highest average land value of all the districts by a wide margin, at \$23.66 per square foot. The area with the next highest average land value, the Woodland District, is at \$9.85 per square foot, while the average land value for all districts is \$6.02 per square foot.

Downtown Olympia

DEVELOPMENT CHARACTER

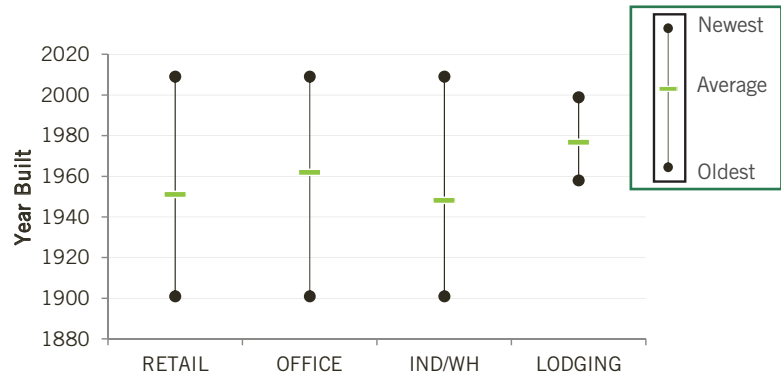


Commercial Development Inventory



Downtown Olympia has the most commercial development of all the districts by a wide margin, with nearly 2 million square feet more than the district with the second most commercial development (Woodland District) and 4 million more square feet than the district with the third most (Headwaters District). Office use makes up nearly 70% of commercial development in the district.

Age of Development

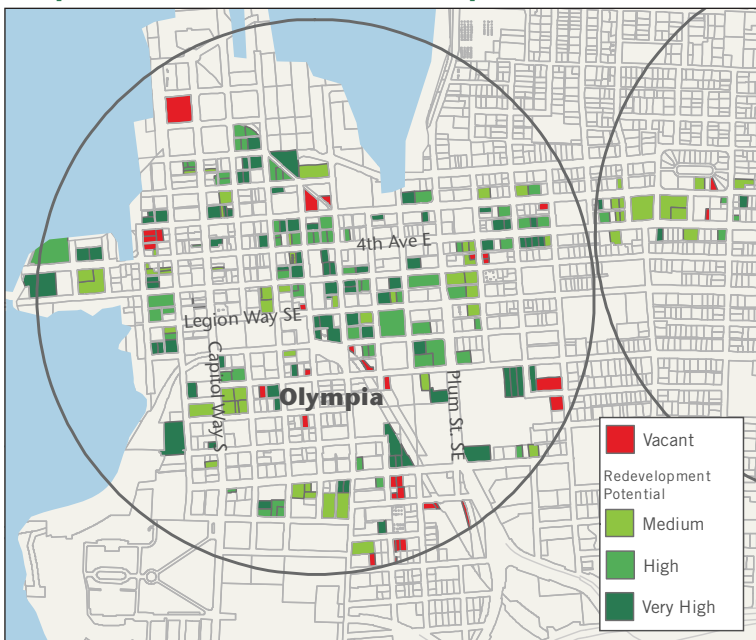


The majority of the building inventory in Downtown Olympia was built before 2000, although approximately a third of the office space in the district was built after 1999. Downtown Olympia has the most development after 1999 of all the districts, with over 1.25 million square feet. Average year built for retail use is 1950, for office use is 1960, for industrial use is 1947, and for lodging use is 1975.

POTENTIAL DEVELOPMENT SITES



Map of Vacant and Redevelopable Sites



Source: TRPC & Thurston County Assessor, 2011; BERK, 2011

Vacant and Redevelopable Sites (Acres)

Use	Vacant	Redevelopment Potential		
		Very High	High	Medium
Commercial	0.0	7.8	0.0	0.0
Mixed Use *	5.9	11.8	14.8	12.7

*Either commercial, residential or a combination of commercial/residential.

** Redev. potential estimated based on size of bldg. and bldg to land value ratio:

Very High - Less than 3000 building SF per acre or building to land value ratio <0.5

High - More than 3000 building SF per acre and building to land value between 0.5 and 1

Medium - More than 3000 building SF per acre and building to land value between 1 and 2

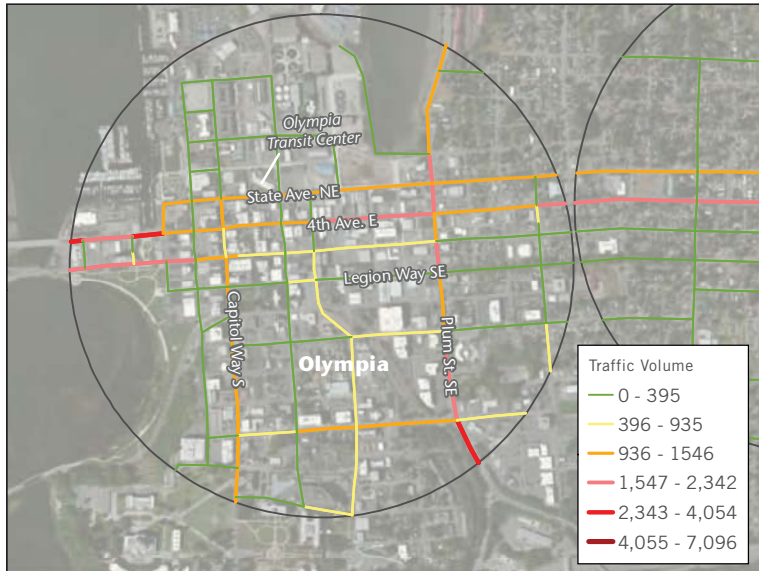
Relative to other urban districts, Downtown Olympia is average in terms of redevelopment capacity. Redevelopable lots are scattered throughout the district. There are very few vacant parcels in the district so redevelopment will be in the form of infill. In addition to those shown on the map, some government-owned properties have potential for redevelopment.

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TRANSPORTATION



Traffic Volumes



Downtown has good accessibility to I-5, with freeway accesses via Plum St. and via 14th Ave., east of capitol campus. Traffic volumes are relatively moderate through most of the district, with the most traffic on Plum Street approaching the highway, and on 4th Ave. E approaching the bridge to West Olympia. As the cultural and employment hub of the County, Downtown Olympia has exceptionally high transit ridership, with over 10,878 bus headway boardings per day (far more than any other district). Staggered routes allow for 15 minute headways through several routes within the Downtown area.

Transit Routes

Focus Area	Route	Peak Frequency (Min.)	Total Boardings (On and Off) per Weekday	Destinations
Downtown Olympia	12	30	322	Olympia Transit Center, Tumwater Square, Littlerock Rd, Labor & Industries, Tumwater Town Center
Downtown Olympia	13	15	1,256	Olympia Transit Center, Tumwater Square, Capitol Blvd, Labor & Industries, Tumwater Town Center
Downtown Olympia	21	30	369	Olympia Transit Center, Olympia Regional Learning Academy
Downtown Olympia	41	15	1,130	Olympia Transit Center, Harrison Ave, TESC
Downtown Olympia	411-nightline	60	89	Downtown Olympia, Harrison Ave, TESC
Downtown Olympia	43	30	463	Olympia Transit Center, County Courthouse, SPSCC, Tumwater Square
Downtown Olympia	44	30	651	Olympia Transit Center, County Courthouse, SPSCC, Westfield Mall
Downtown Olympia	45	30	208	Olympia Transit Center, Harrison Ave, Capitol High, Westfield Mall
Downtown Olympia	47	30	648	Olympia Transit Center, Westfield Mall, Capital Medical Center
Downtown Olympia	48	30	785	Olympia Transit Center, Harrison Ave, Westfield Mall, Capital High, TESC
Downtown Olympia	49	30	54	Olympia Transit Center, Harrison Ave, Westfield Mall
Downtown Olympia	60	30	355	Olympia and Lacey Transit Centers, Lion's Park, Group Health, South Sound Center, Panorama City
Downtown Olympia	603	30	419	Olympia and Lacey Transit Centers, Lakewood, Tacoma
Downtown Olympia	62A	30	818	Olympia and Lacey Transit Centers, Martin Way, South Sound Center, Hawks Prairie
Downtown Olympia	62B	30	863	Olympia and Lacey Transit Centers, Martin Way, South Sound Center, Hawks Prairie
Downtown Olympia	64	30	452	Olympia and Lacey Transit Centers, South Sound Center, Lacey Corporate Center, Amtrak Station
Downtown Olympia	66	30	734	Olympia and Lacey Transit Centers, Lacey Corporate Center
Downtown Olympia	68	30	372	Olympia and Lacey Transit Centers, Tumwater Square, Olympia High, Yelm Hwy, Timberland High
Downtown Olympia	94	60	379	Olympia Transit Center, Amtrak Station, Red Wing Casino, Yelm
Downtown Olympia	Dash	15	511	Farmer's Market, Olympia Transit Center, Capitol Campus

■ 2010 Boardings per Day in District: 10,878

This commercial market analysis was developed as part of the **Sustainable Thurston Project** (www.sustainablethurston.org). It will provide background information for the allocation of TRPC's 2040 Employment Forecast and the Regional Plan for Sustainable Development.



Founded in 1988, BERK is an interdisciplinary strategy and analysis firm providing integrated, creative, and analytically rigorous approaches to complex policy and planning decisions. BERK's team of strategic planners, policy and financial analysts, economists, cartographers, information designers, and facilitators work together to bring new ideas, clarity, and robust frameworks to the development of analytically-based and action-oriented plans.