



DISTRICT PROFILES



Introduction to District Profiles

The Sustainable Thurston Task Force identified a number of districts along Thurston County's primary corridors with the potential to support denser development, including both urban centers and rural community hubs. A key goal of the study was to help Thurston County policymakers to understand which areas have the greatest potential and where public resources should be focused. The differences between the districts are not always immediately apparent or significant. The purpose of these profiles is to take a data-driven approach and look at key market indicators in each district to better understand unique local conditions and relative strengths and weaknesses.

MARKET INDICATORS AND DATA SOURCES

Listed below are the market indicators presented in each profile, as well as the sources where the data and information were obtained:

- **Amenities:** Thurston Regional Planning Council and local urban planners
- **Housing Units/Population:** Thurston Regional Planning Council
- **Employment:** Thurston Regional Planning Council
- **Commercial Rents and Vacancy Rates:** CoStar Group, Inc.
- **Land Values:** Thurston County Assessor's Office
- **Commercial Development Inventory:** Thurston County Assessor's Office
- **Age of Development:** Thurston County Assessor's Office
- **Vacant and Redevelopable Sites:** Thurston Regional Planning Council
- **Traffic Volumes:** Thurston Regional Planning Council
- **Transit Routes:** Thurston Regional Planning Council

RATING SYSTEM

Within each profile, we apply a rating system to indicate the relative strength and commercial market appeal of different district characteristics. Collectively, these ratings are rolled into an “Overall Development Attractiveness” rating that estimates how attractive the district is for commercial development and the district’s potential to accommodate denser development in the future. The market indicator categories assigned ratings include: amenities, market factors, development character, potential development, and transportation.

The rating is presented in the profiles by a graduated bar symbol, with two bars indicating limited attractiveness or potential, three bars indicating moderate attractiveness or potential, and four bars indicating high attractiveness or potential. In some cases, the ratings are derived from quantitative comparisons (e.g. total population and employment), while in other cases, the ratings were determined using qualitative assessments (e.g. the relative attractiveness of nearby amenities). It is important to note that the ratings are based on how the districts compare relative to each other, and not how the districts compare to other urban areas in the region.

Summary comparisons between the districts for each market indicator are in the January 31, 2012 presentation to the Sustainable Thurston Task Force included earlier in this compilation of final products. The final overall attractiveness ratings represent a market-based estimate of relative potential for denser commercial development in each district. Most of the urban districts have some level of activity and development potential and the unique opportunities and challenges for each are addressed in the individual profiles. The outlying rural districts may rate lower compared to the urban districts, but each has unique opportunities for commercial development related to their market niches. In addition, the definition of “denser” development is different for rural communities than for those in the central urban areas of Thurston County.