The Real Estate Master Plan for the New Market Industrial Campus and Tumwater Town Center

FINAL DRAFT

A District-Based Plan for Development

AN OVERVIEW
ABOUT THE REAL ESTATE MASTER PLAN

Created over the last three years, community members and stakeholders helped the Port of Olympia shape this important plan for the New Market Industrial Campus (NMIC) and Tumwater Town Center (TTC). This master plan provides the Port and the community a 20-year strategy for guiding infrastructure, development, open space, and economic opportunities on the 550 Port-owned acres within the planning area – the single largest contiguous tract of public property within Tumwater city limits.

The plan contains:

- Existing Conditions
- Environmental Suitability Analysis
- Market Analysis
- Design Concepts
- Development Plan
- Future Transportation Network
- Implementation Strategies

The plan’s actions and implementation strategies offer a focused approach using community-validated concepts to help the Port pursue and attract businesses that support the Port’s long-term goals of economic development, strong earnings, and environmental stewardship.

Real Estate Development Master Plan Design Principles

Community stakeholders, public meeting participants, the plan development team, and Port of Olympia staff were guided by eight design principles that were the overarching goals for the creation of the plan’s contents. The principles also served as criteria for evaluating the plan’s conceptual land use and urban design scenarios with the New Market Industrial Campus and Tumwater Town Center.

- Create a front door for Port-owned properties that evokes a unique identity and supports an attractive brand
- Facilitate commerce and productivity, as well as the efficient movement of goods and provision of services
- Generate quick wins by developing market-driven design concepts and prioritizing ready-to-act investments
- Retain tenants and site-based assets that contribute to the vitality of NMIC and TTC
- Harness existing activity centers and integrate with TTC to create a unified sense of place
- Reinforce a regional network of open spaces to facilitate active lifestyles and multimodal connectivity
- Integrate sustainable and environmentally sensitive practices into the fabric of the development plan
- Provide adequate buffers between incompatible uses and respect existing residents

ON THE COVER: Looking north at the New Market Industrial Campus planning area (shown in yellow) west of the Olympia Regional Airport. The planning area extends into the Tumwater Town Center District (shown in red).
A PLAN FOR DEVELOPMENT

Overview

The Real Estate Master Plan is based on findings from the project’s consultant led investigations including existing conditions, environmental suitability analysis, market analysis, and traffic analysis. Chapter 6 outlines a development plan comprised of four distinct districts within the planning area. These development districts are the blueprint for future growth and development that will strengthen the Port’s efforts to attract investment while ensuring that future development supports the shared vision for NMIC and TTC properties.

Four Districts with varying types of land use and development activity are identified in Final Draft Master Plan.
IDENTIFYING CATALYSTS
This land is currently undeveloped and as the gateway site into the Port's property, it offers an opportunity to make a significant impact in the near term.

STREET-FACING RETAIL
A new concentration of retail will offer area residents a distinct shopping experience.

RETAINING KEY TENANTS
Current businesses, such as the hotels, complement plans for increased retail development along Turnwater Boulevard and will benefit from the greater activity nearby.

URBAN OPEN SPACES
The proposed multiway boulevard will create a safe, multimodal connection along Turnwater Boulevard, which also features parks and other gathering spaces.

TAPPING WORKER CONCENTRATIONS
Retail tenants will include restaurants and other services that support workers throughout NMIC/TTC.

CHAPTER 6
District One: Mixed-Use Hub

District One will be characterized by pad sites, pedestrian-oriented retail strip centers, and office types, such as build-to-suit and mid-rise buildings. Tenants may include gas stations, personal and professional services, shops, restaurants, grocery stores, educational facilities, state agencies, and other mixed-uses as envisioned in the City's Comprehensive Plan and underlying zoning.

KEY DESIGN PRINCIPLES

1. Provide pedestrian amenities in the form of generous sidewalks, gathering spaces and significant plantings.
2. Orient buildings to face Turnwater Boulevard and New Market Street.
3. Encourage retail uses on the ground floor, especially at key corners/intersections.
4. Minimize setbacks from the street.
5. Allow moderate building heights and encourage a vertical mix of office and retail.
6. Require ample screenings for surface parking, and ensure that parking lots are located behind the buildings.

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District Two: Commercial Transition

District Two is envisioned to be a mix of office or light industrial building types, such as laboratories, build-to-suit and mid-rise offices, and smaller-scale industrial facilities for warehousing or manufacturing. Tenants could include professional services, corporate headquarters, restaurants, and a satellite university campus.
District Three: Industrial Center

District Three is envisioned to remain industrial, with facilities that support warehousing, manufacturing, and outdoor storage. Potential tenants could include various manufacturers and distributors in addition to the existing recreation businesses. This district also has the potential to support a food hub, a priority identified by community stakeholders.
**District Four: Planned Campus**

District Four's flexible framework is designed to accommodate a range of future development; such as big box retail, industrial/laboratory buildings, and a corporate campus. Potential tenants could include a car dealership, a large national retailer, and a major corporation. This district would continue to house Tumwater School District’s facilities and may be an alternate location for district athletic fields. Build-out of the district would occur following a master planned concept separate from this Real Estate Development Plan.

### Key Design Principles

- **FACILITATE COMMERCE & PRODUCTIVITY**
  - Create efficient vehicular circulation
  - Ensure internet connectivity

- **RETAIN KEY TENANTS & ASSETS**
  - Maintain leases with tenants engaged in valuable, revenue-generating activities

- **CONNECT OPEN SPACES**
  - Promote active lifestyles with ample recreation spaces
  - Use multimodal connections to create an open space network

- **BUFFER INCOMPATIBLE USES**
  - Use built and natural buffers to limit negative impacts of industrial users on residents nearby

- **INTEGRATE ENVIRONMENTAL SUSTAINABILITY**
  - Preserve existing tree stands where possible
  - Incorporate LID techniques to reduce stormwater and potential for flooding

- **RETAIN SCHOOL FACILITIES**
  - The school and bus terminal have long-term leases and are anticipated to remain in the district for the foreseeable future.

### Extended Road Network

- Proposed roads increase site circulation and enhance marketability of land.

### Campus Open Space

- A master planned campus offers the opportunity to create a park-like setting that contributes to the overall open space network.

### Tree Preservation

- Preserved stands of trees create habitat, reduce flooding, and offer recreation opportunities.

### Buffer School Facilities

- Maintain portions of existing tree cover to buffer school and bus terminal from industrial activity to the east and north.

### Design Approach

1. Maintain flexibility to allow for a master planned corporate campus or a single large industrial/commercial tenant.
2. Realign Kimmie Street to create larger lots that can take advantage of I-5 frontage.
3. Buffer industrial/flex uses from school uses to the south.
4. Provide potential future location for sports fields.
5. Preserve densest stands of existing trees and use them as a site amenity.
6. Extend road network west to increase marketable land.

### Total Retained Building Area (sq ft)

112,106

### Total New Building Area

- Retail
- Office
- Flex
- Light Industrial
- Industrial

### Total Lot Area (acres)

188.0

### Building Footprints

2.6

### Parking and Circulation

- Other Impervious

### Open Space

8.9

### Wooded Area

68.1

### Stormwater

9.9

### Remaining Area

98.4

### Total New Employment (jobs)

- Retail
- Office
- Flex
- Light Industrial
- Industrial
NEXT STEPS

Environmental Review
The next major consideration before the Port of Olympia Commission is to conduct an environmental review of the Real Estate Development Master Plan in compliance with the State Environmental Policy Act (SEPA). The environmental review of this plan, as a non-project action by the Port, is anticipated to precede adoption of the plan by the Commission.

Incorporation into Port Policy
Upon fulfillment of an environmental review, the Port of Olympia Commission will adopt the final plan and incorporate its technical findings and recommendations into existing Port documents, specifically the Comprehensive Scheme of Harbor Improvements.

CONTACT
To learn more about the Real Estate Development Master Plan: New Market Industrial Campus and Tumwater Town Center, Final Draft, contact:

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Project Website
To view or download a copy of the Final Draft Plan, reports, maps, and other project information, visit: www.trpc.org/PortofOlympiaProject