



## Overall Development Attractiveness

**CITY**  
Olympia

## CORRIDOR LOCATION

Along Harrison Ave. NW and 4th Ave. W with intersections at Black Lake Boulevard SW and Division St. NW.

Harrison Avenue has long been an important arterial, serving as the state highway route to the Olympic peninsula and coast before US 101 was constructed in the late 1950s. Today it is a busy local arterial fronted by numerous small businesses that cater to pass-through traffic and adjacent neighborhoods. Businesses on this corridor serve not just the older close-in neighborhoods, but also the vast suburban residential neighborhoods that expand north to Cooper Point. The commercial crossroads at Harrison and Division has attracted some new commercial activity but still has some underutilized parcels. A grocery outlet and numerous eateries and services support residential needs. Parks dot the district, which includes an elementary and middle school. It enjoys high frequency transit service, including direct access to The Evergreen State College, downtown, and Capital Mall. Mixed-use redevelopment would be compatible with adjacent uses. Low-rise buildings of 3-4 stories would command sweeping views of the Olympics and Mt. Rainier.

Close-in neighborhoods are firmly established with limited capacity for infill. They generate significant walk, bike, and transit trips. The lowest single-occupancy vehicle rates in the region are found in this area. What is striking is that these older neighborhoods and arterials are bounded by the region's largest retail commercial complex, Capital Mall. This creates some traffic tensions, particularly around the holidays. Retrofit of some arterials may help relieve these problems, which result in neighborhood cut-through traffic.

West Olympia has several strong characteristics that support future development and density, including a large population base, strong transit, residential amenities (shopping, parks), proximity to Downtown, and relatively high land values. However, a significant challenge is that the District has low redevelopment capacity, with few buildable acres East of Division Street.

## AMENITIES



- **Parks:** Woodruff, Seven Oars, Sunrise, and Garfield Nature Trail
- **Streetscape:** Connected streets and pedestrian paths, city investment in streetscapes
- **Water/Views:** Some Rainier and Budd Inlet Views
- **Shopping:** Shopping and restaurants along Division St. and Harrison Ave.
- **Other:** Bowling Alley, Farmer's Market, Capital Mall and Downtown Olympia

West Olympia has four parks, shopping, restaurants, and a bowling alley. It is also within close proximity to Downtown Olympia and the Capital Mall. The streetscape has seen significant investment, and there are connected streets and pedestrian paths. In addition, there is a Saturday Farmer's Market. The district also has good views of Rainier, the Budd Inlet, and Downtown Olympia.

Restaurant on Division St.



View of Puget Sound and Downtown



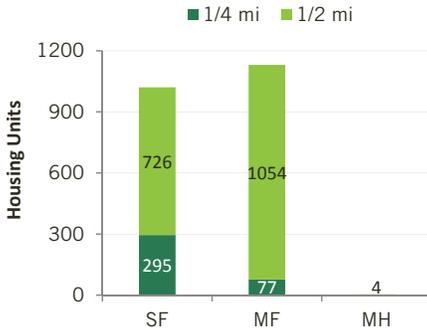
# West Olympia

## MARKET FACTORS



### Housing Units/Population

■ Total Population: 4,299



West Olympia has the most housing units of all the districts, with 2,156. More than half of these units are multi-family, while the rest are single-family.

### Commercial Rents (per SF)

	Quoted Rates	Vacancy Rates
<b>Retail</b>		
General Retail	\$13.07	6.1%
General Retail (Avg.)	\$12.73	3.3%
Shopping Center	\$17.28	12.9%
Shopping Center (Avg.)	\$17.22	10.8%
<b>Office</b>		
All Classes	\$18.67	11.4%
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.

The Westside market, which includes the West Olympia District, has average retail rents at \$13.07 per square foot for general retail and \$17.28 per square foot for shopping centers. Office rents (\$18.67 per square foot) are the second highest of the markets in Thurston County.

Vacancy rates are higher than the countywide average for general retail with 6.1%, the highest for all markets, and shopping centers with 12.9%. Office also has a vacancy rate above the countywide average at 11.4%.

### Employment

■ Total Jobs: 2,400

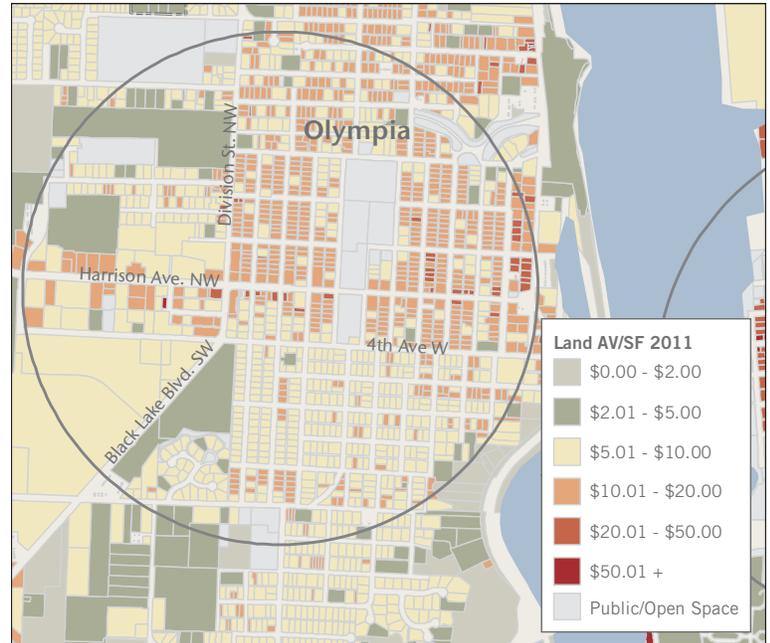
- Commercial/Service: 1,752
- Government: 518
- Industrial: 131

■ Major Employers/Businesses:

- Jefferson Middle School and Garfield Elementary School
- State Dept. of Licensing
- Capital Mall nearby

Relative to other urban districts, West Olympia is average in terms of total number of jobs. The majority of jobs are in the commercial/service sector, although there are also a substantial number of government jobs.

### Land Values



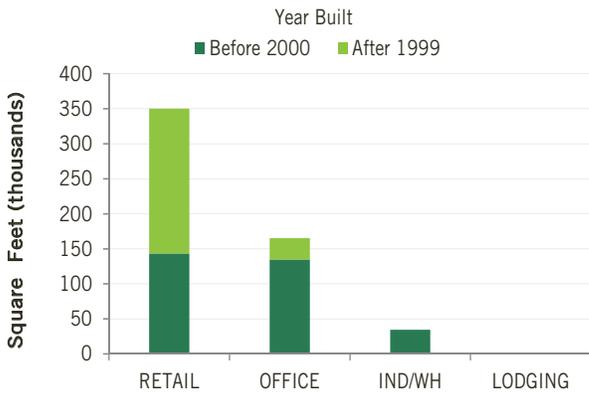
Average land value within the district is \$8.71 per square foot, the fourth highest amongst all of the districts and above average relative to other urban districts. The highest average land value is \$23.66 per square foot, in Downtown Olympia, while the average land value for all districts is \$6.02 per square foot.

# West Olympia

## DEVELOPMENT CHARACTER

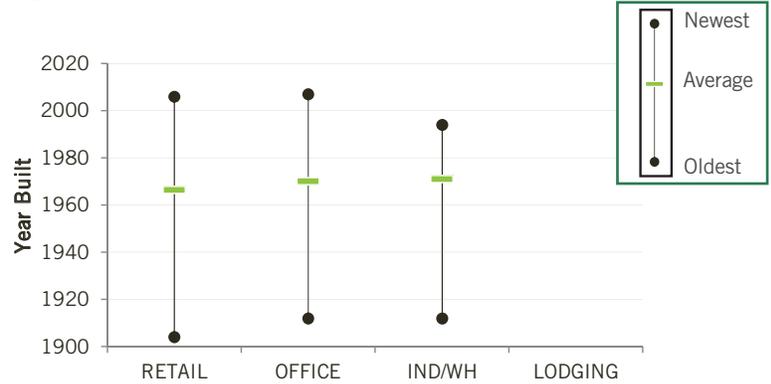


### Commercial Development Inventory



Relative to other districts, West Olympia has an average amount of commercial development. Retail use is most prevalent, with some office use and a small amount of industrial use.

### Age of Development

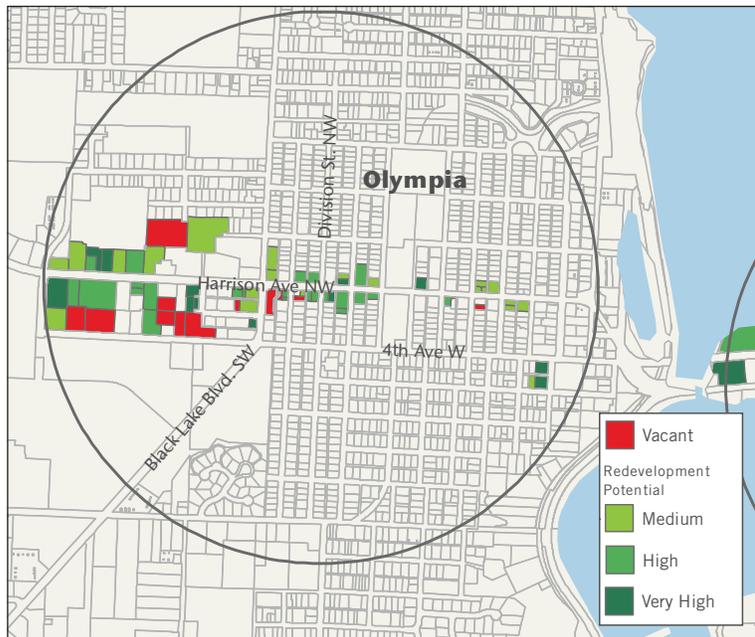


Just over half of the building inventory in West Olympia was built before 2000, although most of the retail space was built after 1999. Of all of the district, West Olympia has the fourth most development after 1999, with over 235,000 square feet. Average year built for all use types is between 1965 and 1970.

## 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
Mixed Use *	8.4	4.4	9.0	9.8

\*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

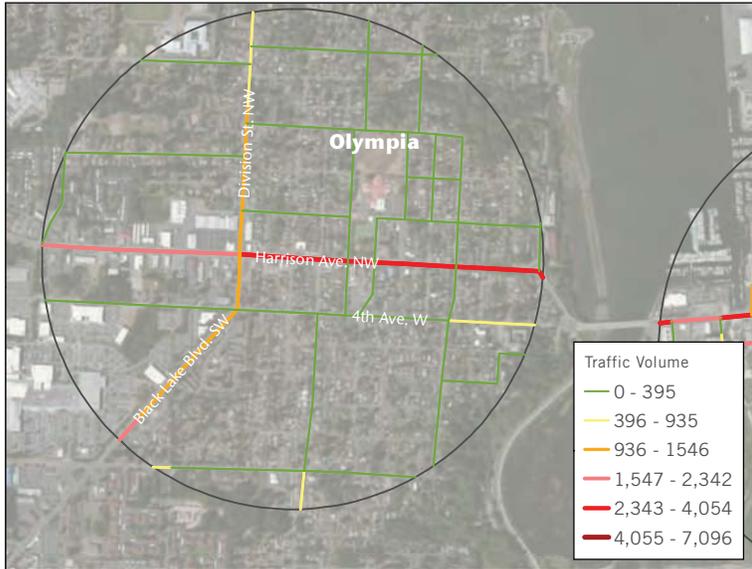
Relative to other urban districts, West Olympia has the second lowest redevelopment capacity. Most of the vacant and redevelopable lots are located west of Division St. NW. There are very few vacant parcels in the district so redevelopment will be in the form of infill.

# West Olympia

## TRANSPORTATION



### Traffic Volumes



West Olympia has good accessibility to Highway 101, with an on-ramp approximately one half mile from the edge of the district. However, the closest access to I-5 is over 1 mile from the district. Traffic volumes are relatively moderate through most of the district, although Harrison Ave. NW has high traffic volumes east of Division St. NW. The District has high transit ridership, with 2,707 boardings per day (the third highest out of the nine districts served by transit).

### Transit Routes

Focus Area	Route	Frequency (Min.)	(On and Off) per Weekday	Destinations
West Olympia	41	15	905	Olympia Transit Center, Harrison Ave, TESC
West Olympia	411-nightline	60	77	Downtown Olympia, Harrison Ave, TESC
West Olympia	44	30	263	Olympia Transit Center, County Courthouse, SPSCC, Westfield Mall
West Olympia	45	30	109	Olympia Transit Center, Harrison Ave, Capitol High, Westfield Mall
West Olympia	47	30	536	Olympia Transit Center, Westfield Mall, Capital Medical Center
West Olympia	48	30	774	Olympia Transit Center, Harrison Ave, Westfield Mall, Capital High, TESC
West Olympia	49	30	42	Olympia Transit Center, Harrison Ave, Westfield Mall

■ 2010 Boardings per Day in District: 2,707

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



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