

New Market Industrial Campus &
Tumwater Town Center
Real Estate Development Master Plan

TUMWATER TOWN CENTER
NEW MARKET
INDUSTRIAL CAMPUS
Real Estate Development Master Plan

ADVISORY COMMITTEE DESIGN FRAMEWORK WORKSHOP

June 4, 2014



1. Site Scale

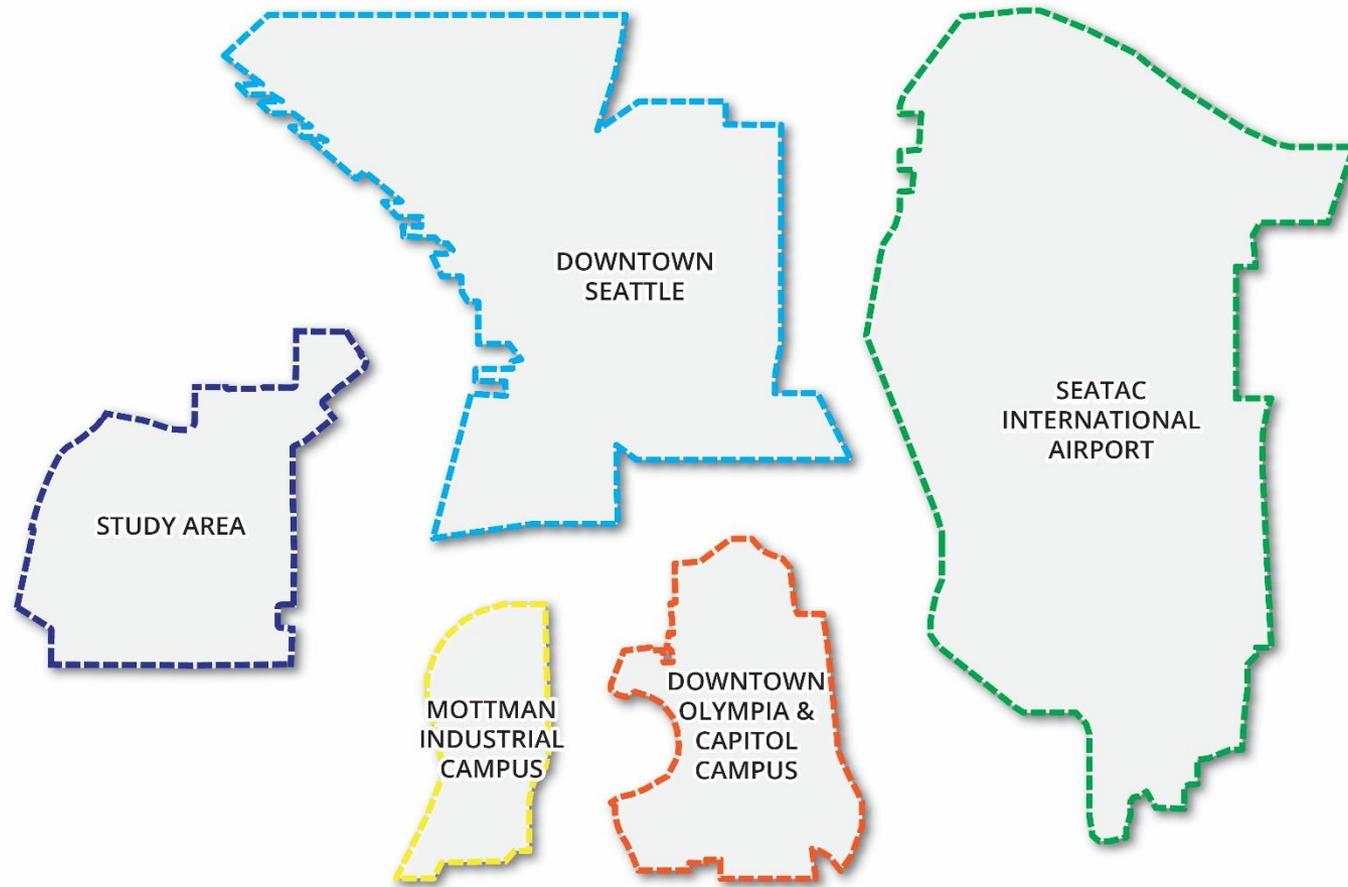
2. Design Principles

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

3. Conceptual Design Framework

- a) Key Elements
- b) Advisory Committee Mapping Exercise
- c) Subdistricts
 - i. Subdistrict 1 Plan
 - ii. Subdistrict 2 Plan
 - iii. Subdistrict 3 Plan
 - iv. Subdistrict 4 Plan

1. Site Scale



1. Site Context

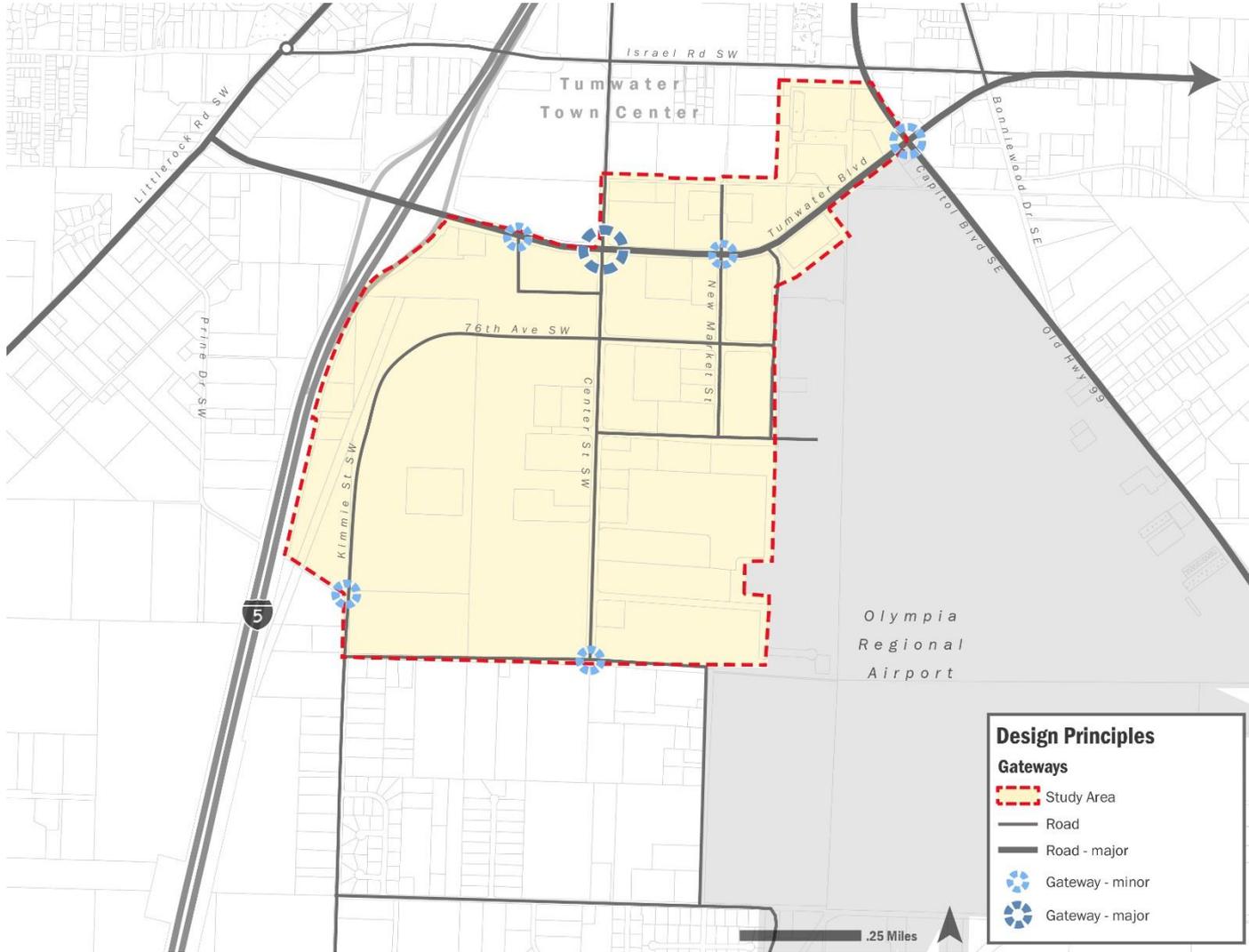
2. Design Principles

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- h) Buffer incompatible uses and respect existing neighborhoods

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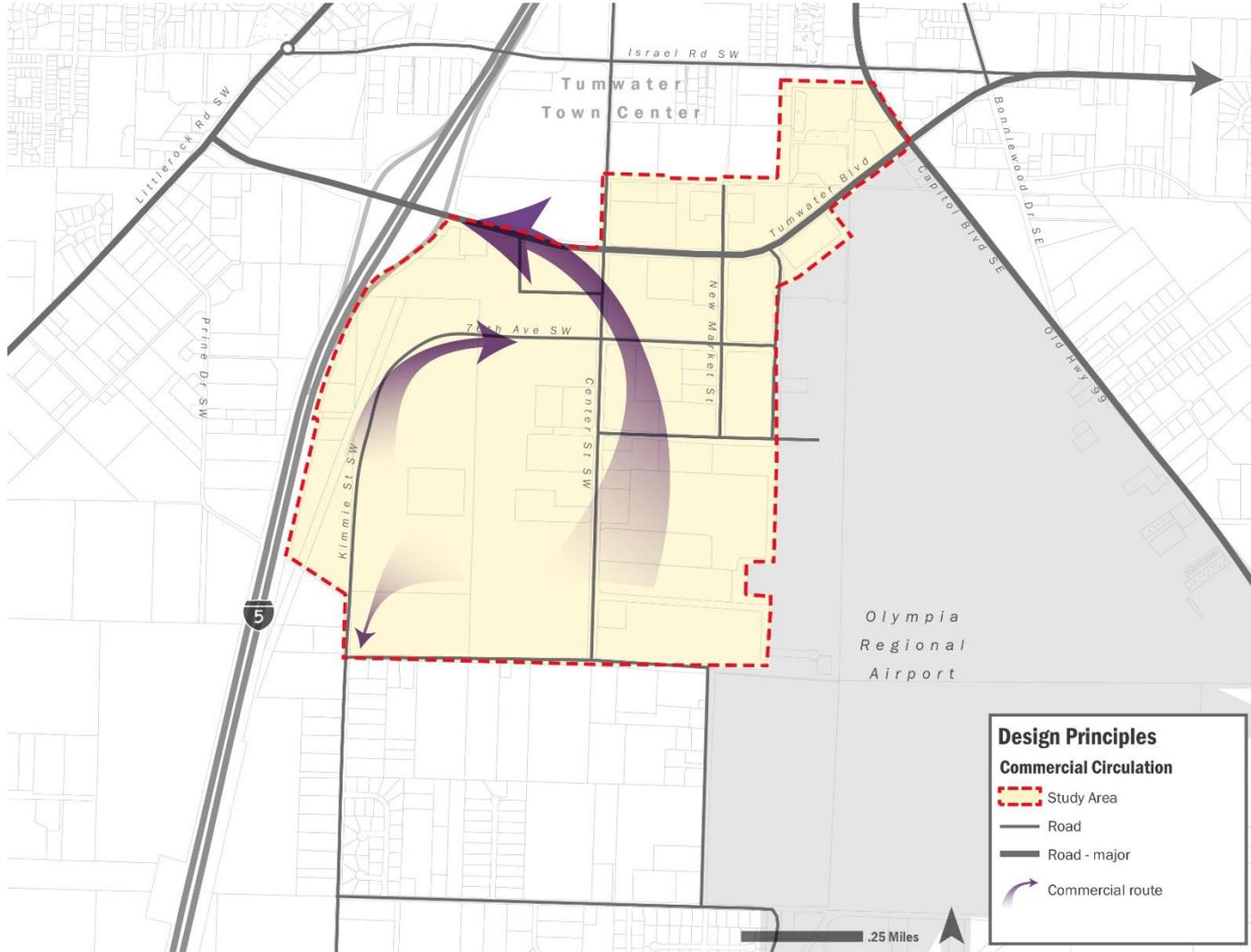
2. Design Principles



A. Create a front door for Port-owned properties that evokes a unique identity and supports an attractive brand

Branding is critical to the success of any commercial district, and brands are most memorable when supported by urban design and the built environment. This master plan offers an opportunity to create a distinct sense of place for NMIC and Tumwater Town Center, which will invite traffic and promote commerce in decades to come.

2. Design Principles



B. Facilitate commerce and productivity, as well as the efficient movement of goods and provision of services

Efficient vehicular circulation is essential to support and attract commercial activity. While the study area has excellent access to I-5 due to its proximity to Tumwater Boulevard, freight traffic seeks to minimize turns and thus currently uses the next exit south (SR 121) to access I-5. The master plan can provide a logical freight route that separates it from passenger traffic and considers impacts on adjacent neighborhoods.

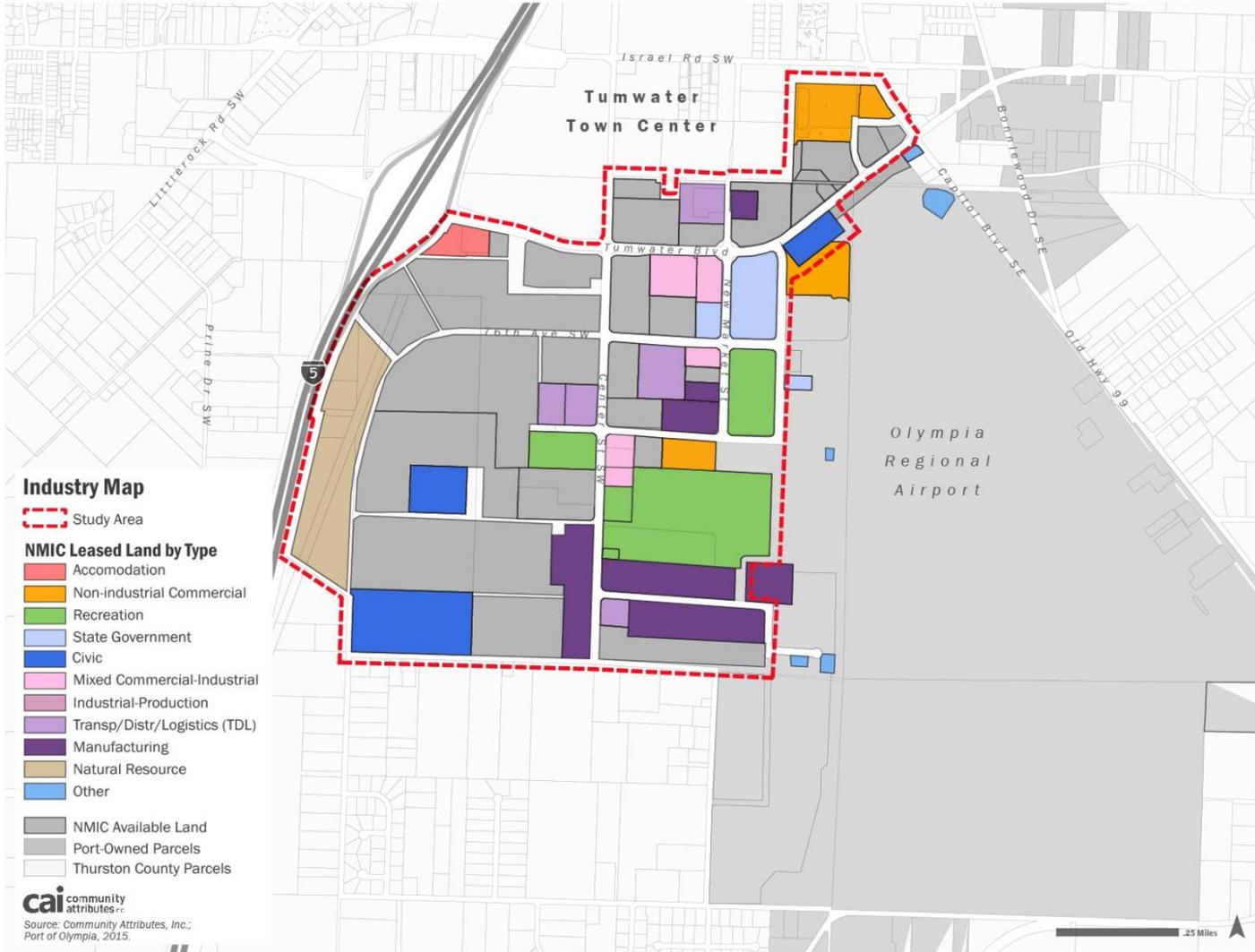
2. Design Principles



C. Generate quick wins by developing market-driven design concepts and prioritizing ready-to-act investments

The master plan considers development potential both in the short- and long-term. Promoting development that is currently in demand regionally on land that is shovel-ready will attract potential tenants and help set the longer term plan up for success.

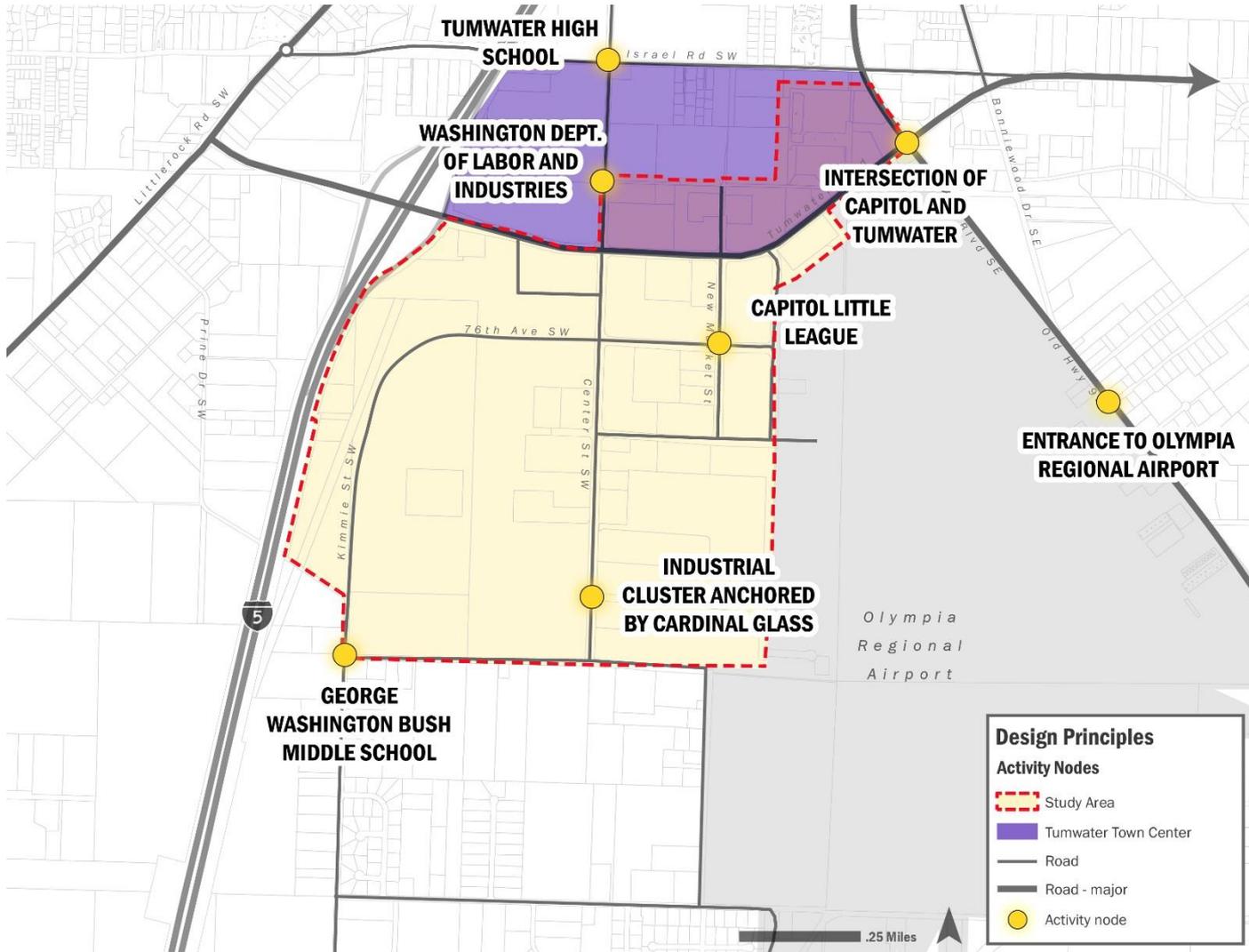
2. Design Principles



D. Retain tenants and site-based assets that contribute to the vitality of NMIC and Tumwater Town Center

Several of the study area's current tenants are engaged in valuable, revenue-generating activities that should be maintained in the master plan, for at least the short term.

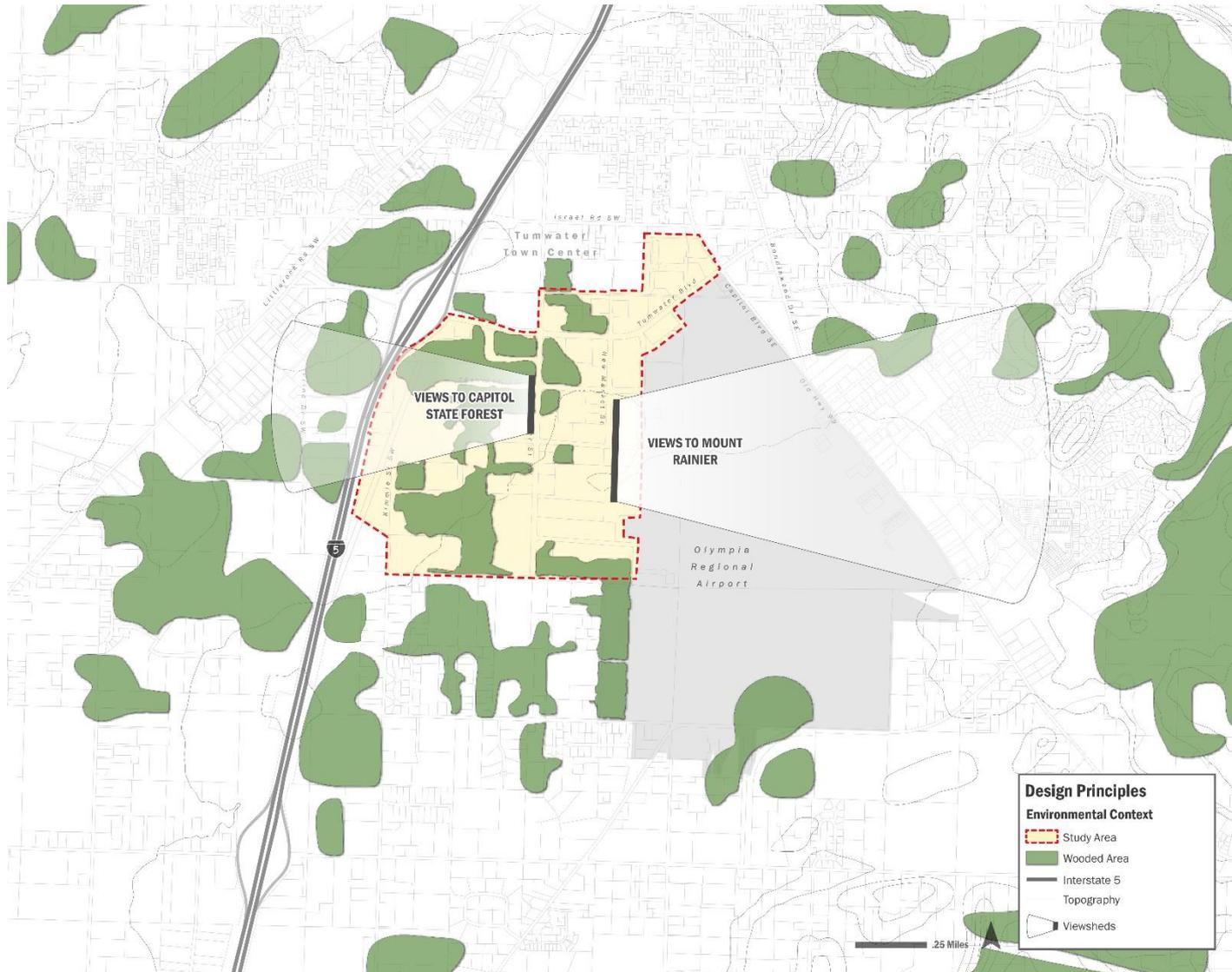
2. Design Principles



E. Harness existing activity centers and integrate with Tumwater Town Center to create a unified sense of place

Some of the current users within and adjacent to the study area serve as activity hubs in the vicinity, which have the potential to be leveraged in the master plan. Future uses in the study area that fall within Tumwater Town Center should be compatible with the City's vision while also furthering the Port's goals.

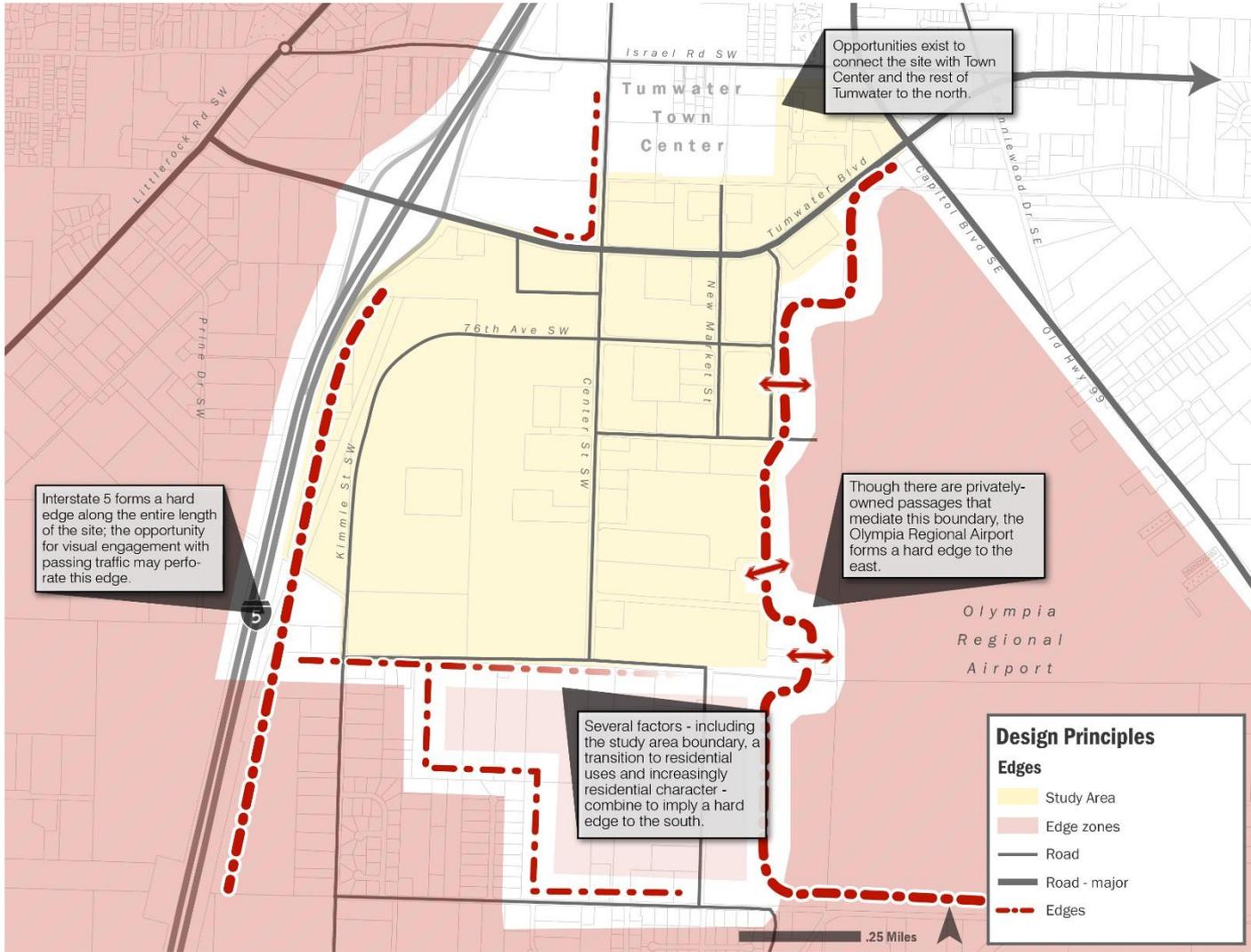
2. Design Principles



G. Integrate sustainable and environmentally sensitive practices into the fabric of the development plan

The study area lies within a larger ecosystem and contains stands of trees that can be woven into the master plan. This will support other efforts, including branding, to provide the NMIC portion of the study area with a distinctive, marketable character.

2. Design Principles



H. Provide adequate buffers between incompatible uses and respect existing residents

It is important to respect the context within which the study area operates. Directly to the south, an established residential neighborhood needs to be insulated from the negative externalities created by industrial uses. Intentionality in designing built and natural buffers can mitigate incompatible land uses. At the same time, certain uses can create synergies when located in close proximity to each other. This diagram illustrates edge conditions in the study area, which help to identify needed buffers.

1. Site Context

2. Design Principles

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3. Conceptual Framework

LAND USE



CIRCULATION



NATURAL SYSTEMS



3. Conceptual Framework



WHAT WE HEARD...



Recreation

There was general agreement that existing recreation uses should be retained in their current location, to the extent possible.



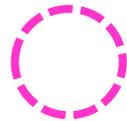
Open Space

Two of three groups acknowledged the need for an open space corridor running north-to-south between Kimmie and Center. All groups prioritized landscape elements and some tree preservation.



Industrial

Two of three groups recognized and retained the nascent industrial cluster anchored by IWP and Cardinal Glass.



Flex

Two of three groups called for the long-term redevelopment of the property west of Kimmie along 1-5; each group indicated a mix of commercial uses would be appropriate.



Residential

All three groups placed residential uses at the north end of the study area, within Tumwater Town Center.



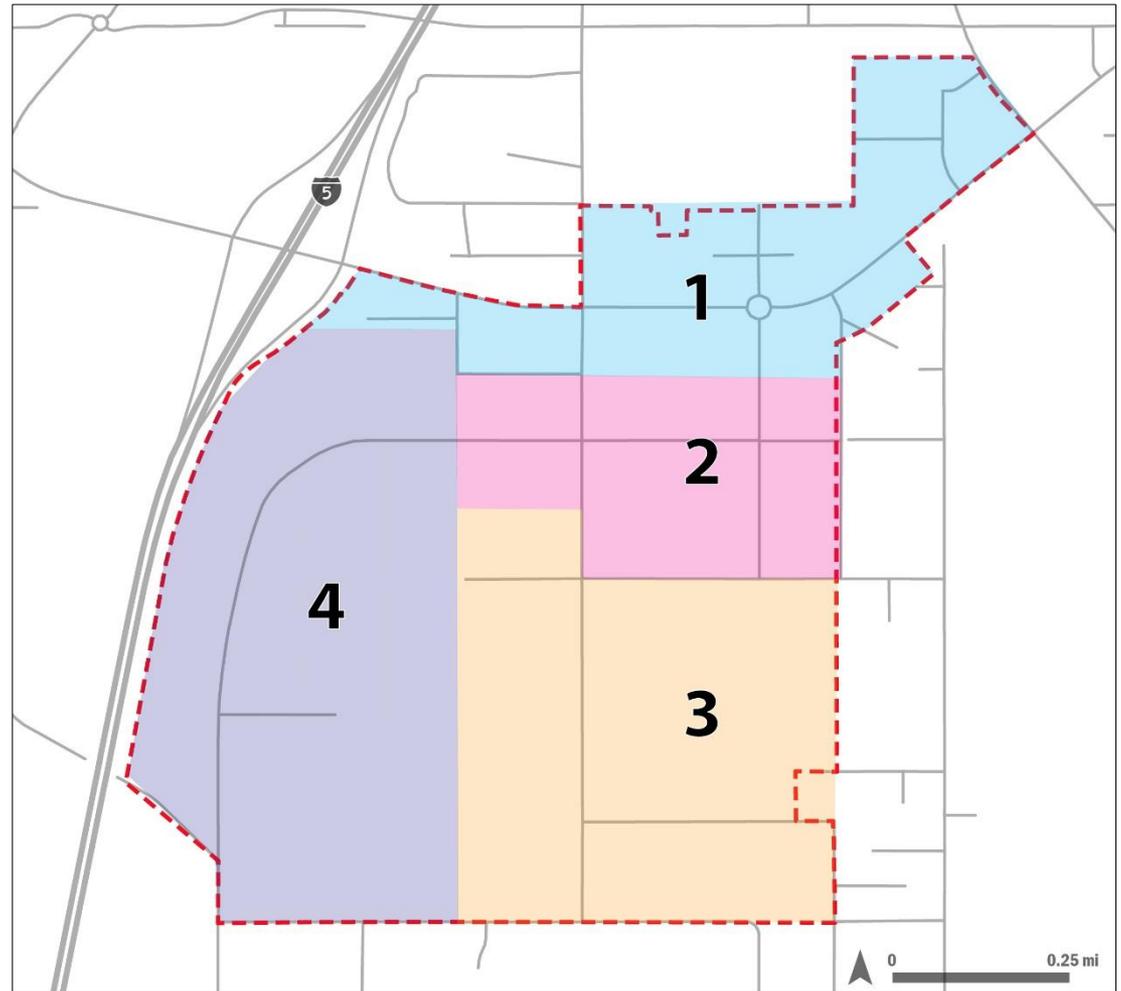
Retail

All three groups placed retail uses at the north end of the study area, along Tumwater Blvd. and within Tumwater Town Center.

3. Conceptual Framework

SUBDISTRICTS

- > Land Use
- > Intensity
- > Character
- > Building Typologies

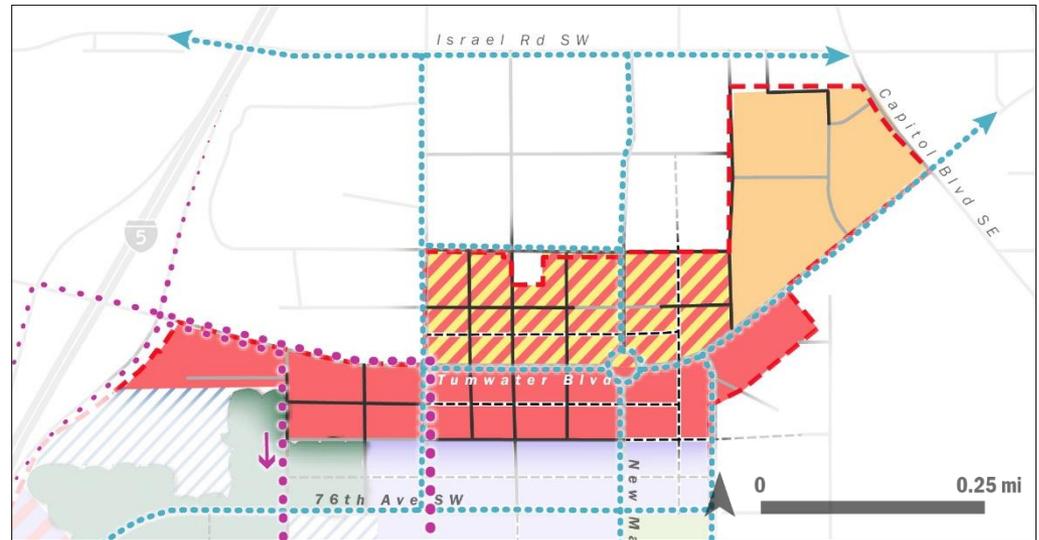


3. Conceptual Framework

SUBDISTRICT ONE: MIXED-USE HUB

Subdistrict One is approximately 108 acres at the north end of the study area and is envisioned as a retail hub with potential for multifamily residential uses in mixed-use structures. The subdistrict facilitates a transition from the Port's industrial properties to a land use pattern consistent with the vision for Tumwater Town Center. Tumwater Boulevard bisects the subdistrict on an east-west axis, and the intersection of Tumwater Blvd and Center St forms a key gateway for both NMIC and Tumwater Town Center. Existing uses include hospitality, state office and limited retail/wholesale.

CONCEPT PLAN



Land Use

-  Commercial
-  Mixed-Use
-  Office



Potential Building Typologies

- Pad Retail
- Pedestrian Strip Center
- 5-over-1 Mixed Use
- Build-to-Suit Office
- Mid-Rise Office



Example Economic Activities

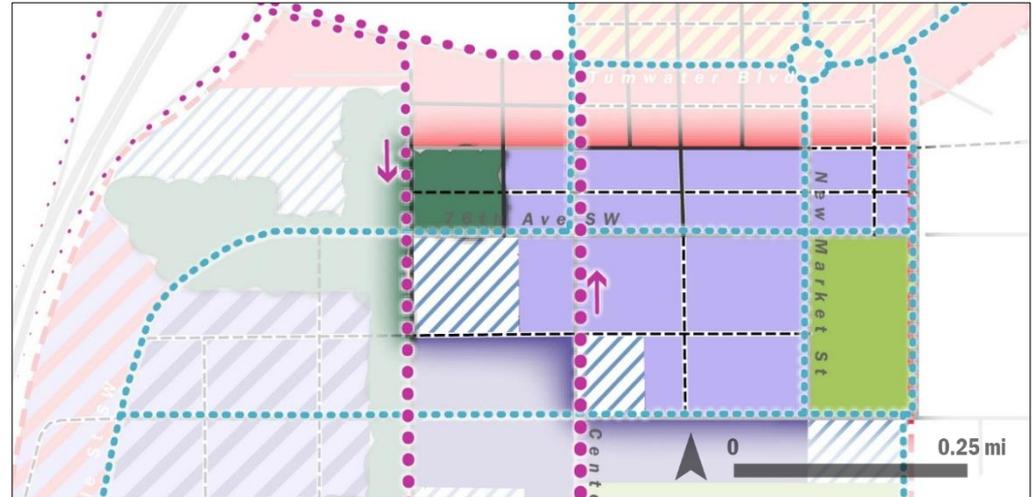
- Shell
- Chili's
- Starbucks
- Salon
- H&R Block
- Engineering Firm
- Trader Joe's

3. Conceptual Framework

SUBDISTRICT TWO: COMMERCIAL TRANSITION

Subdistrict Two consists of around 82 acres and is located just south of the study area's retail hub. The subdistrict is planned to have a mix of office uses along with flex/light industrial, similar to current tenants. The intersection at Center Street and 76th Ave SW will clearly demarcate the transition from the pedestrian-friendly street pattern and uses to a more industrial orientation. Some retail activities are possible, though they would likely be in combination with office and/or industrial uses. The existing ball fields to the east draw people into NMIC, which will help to support commercial activity along Tumwater Blvd.

CONCEPT PLAN



Land Use



Light Industrial/Flex



Recreation



Potential Building Typologies

- Laboratory
- Corporate Campus
- Mid-Rise Office
- Build-to-Suit Office
- Artisanal/Local Production
- Showroom
- Recreation Fields



Example Economic Activities

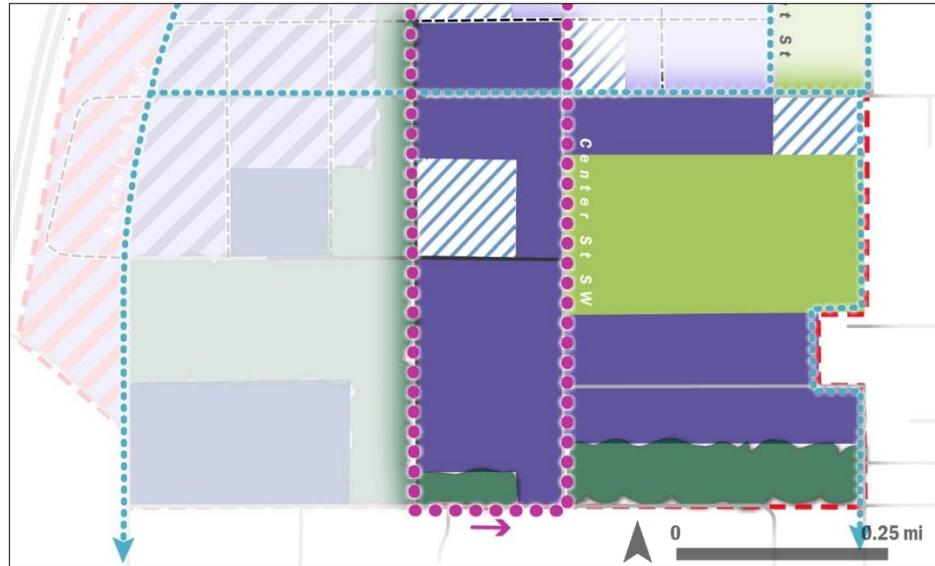
- PureSolar
- Starbucks
- Engineering Firm
- State Offices
- WSU Extension
- Weyerhaeuser

3. Conceptual Framework

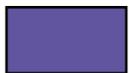
SUBDISTRICT THREE: INDUSTRIAL CENTER

Subdistrict Three is about 162 acres and will serve as the study area's industrial core. The current large-scale tenants – Cardinal Glass and IWP – are in keeping with the concept. A wide variety of light to medium industrial activities are envisioned for this area. Freight traffic from this and other subdistricts will be directed away from surrounding neighborhoods; the future construction of a new road to the west of Center Street will aid circulation within the study area. The current recreation uses can be accommodated, though if there is demand, some of the area can be converted to industrial use.

CONCEPT PLAN



Land Use



Industrial



Recreation



Applicable Building Typologies

- Warehouse
- Manufacturing
- Artisanal/Local Production
- Outdoor Storage
- Low-Rise Office
- Golf Course



Example Economic Activities

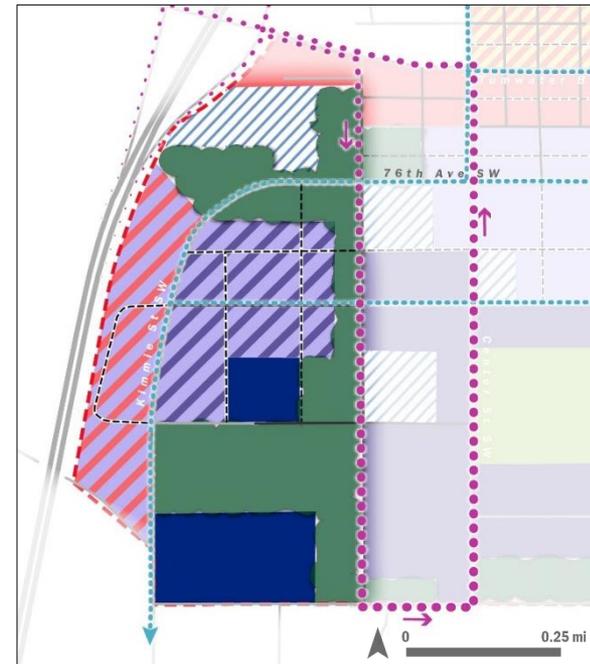
- Cardinal Glass
- IWP
- Food Processing/Hub
- Golf
- Soccer

3. Conceptual Framework

SUBDISTRICT FOUR: PLANNED CAMPUS

Subdistrict Four, at around 198 acres, is the largest of the subdistricts and also has the longest planning horizon. The plan is intended to accommodate large scale uses, allowing for flexibility should smaller tenants be interested in the interim. The area along I-5 has potential for a mix of retail and light industrial uses, whereas the land to the east could host a combination of light industrial and heavier industrial businesses. The school and bus depot are expected to remain; portions of the wooded area to the north of the school may be converted to a schoolyard if needed.

CONCEPT PLAN



Land Use



Industrial



Light Industrial/Flex



Commercial



Civic



Applicable Building Typologies

- Laboratory
- Warehouse
- Manufacturing
- Big Box Retail
- Corporate campus
- Car dealership
- Build-to-suit office



Example Economic Activities

- Honda Dealership
- Target Store
- Amcor Plastics
- Weyerhaeuser
- Mountain Biking
- Tumwater Schools