

NEW MARKET

INDUSTRIAL CAMPUS

Real Estate Development Master Plan

ADVISORY COMMITTEE MEETING, JUNE 4, 2015

This meeting will be used to review the draft design principles, summarize progress-to-date on the design framework, and to evaluate the components of the draft design framework for strengths and weaknesses.

WHAT ARE DESIGN PRINCIPLES?

Design Principles are overarching goals for the design process. They may be used as criteria for the evaluation of the conceptual design framework and as values that guide decision-making during later stages of the design process.

DRAFT 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.

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.

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.

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.

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.

F. Reinforce a regional network of open spaces to facilitate active lifestyles and multimodal connectivity

In recent years, companies of all types have been seeking recreational amenities, such as jogging paths and parks, to create a more campus-like setting and attract talent. The master plan can help to make NMIC and Tumwater Town Center competitive in this regard.

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

The study area lies within a larger ecosystem and contains some stands of trees that should 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.

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.

WHAT IS A DESIGN FRAMEWORK?

The design framework outlines the structures that shape the study area's design concept. These structures may include land use, streets and infrastructure, networks of open spaces and other components of the canvas upon which places are built. Input from the advisory committee, along with technical analysis from the consultant team, has been formative for the design framework.



WHAT IS THE NEXT STEP?

At the June 4th Committee meeting, the consultant team seeks your feedback on initial, working-draft elements of the design framework. Based on this feedback, the team will revise and complete the draft framework, using it as a base to develop and model three design alternatives (concepts), which will be presented later in the summer.