



Preliminary Market Analysis

Downtown Profile

- Population
- Buildings

Market Demand

- Residential
- Retail
- Office
- Lodging
- Target Clusters in Region

Downtown Profile-Population

	Block Group 1 (no. of Legion)	Block Group 2 (so. of Legion)	Total
Population			
2000	667	809	1,476
2010	774	1,005	1,779
% Growth	16%	24%	21%
Characteristics 2010			
Median Age	57.1	32.6	
% Male	43.3%	56.1%	
Avg. HH size	1.18	1.42	
Median Income	\$14,319	\$31,994	

Downtown Profile-Buildings (square feet)

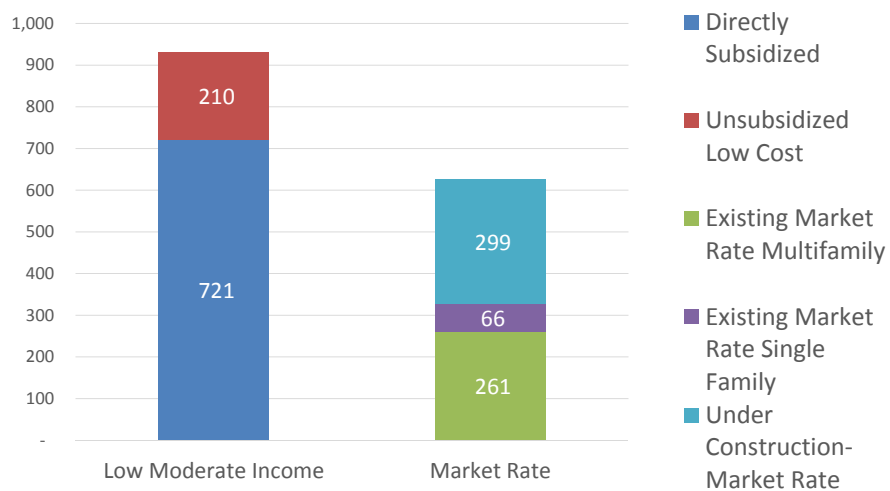
	Ground Floor	Upper Floor	Total
Retail	910,619	179,738	1,090,357
Office	903,024	1,877,536	2,780,561
Arts/Culture	77,352	94,123	171,475
Lodging	79,897	186,647	266,544
Residential	511,478	810,079	1,321,557
Industrial	647,940	56,038	703,978
Religious	76,240	51,995	128,236
Blight	70,409	35,441	105,850
Vacant	213,806	236,743	450,549
Total	3,490,766	3,528,340	7,019,107



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Residential Market

Downtown Housing Inventory-by Type and Cost Level



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Residential Market

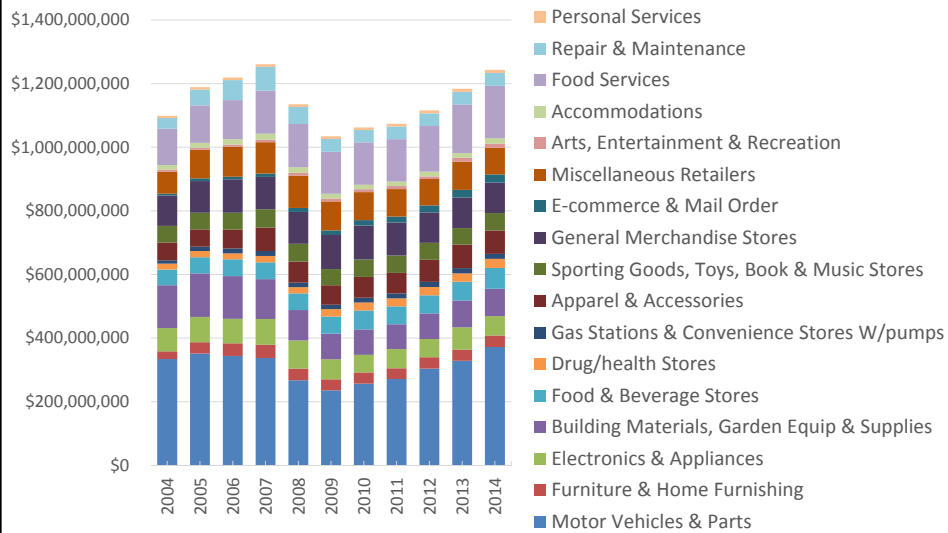
- 57% of existing and under construction is subsidized or unsubsidized low cost.
- 18% of housing is market rate multifamily under construction.
- New units offer asking rates of \$1.80/sf/mo or more.
- Average apartment rents in Olympia are \$1.08/sf/mo.
- Affordable rent (@30% of median income incl. utilities) for 2 BR unit is \$1.70/sf/mo.



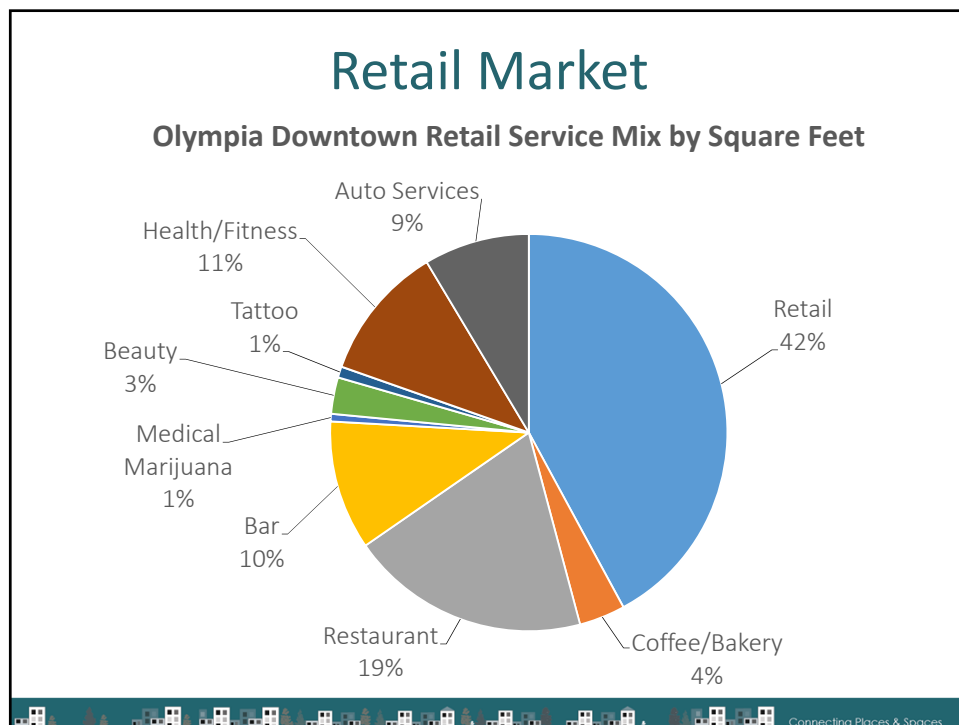
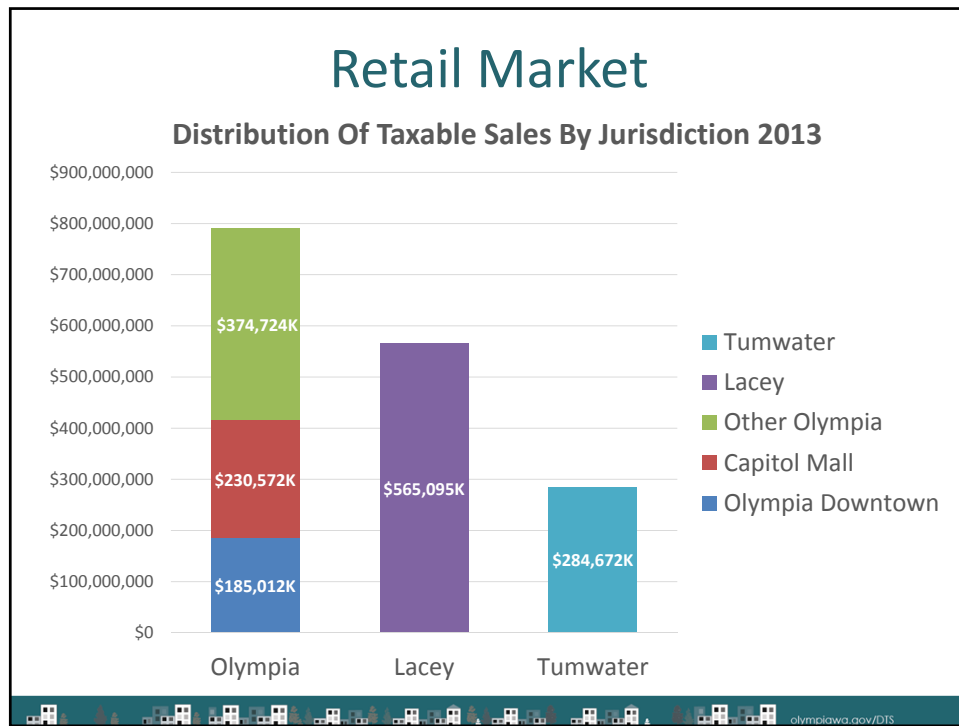
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Retail Market

Olympia Taxable Retail Sales Trends Retail and Selected Services



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Retail Market

- Retail sales approaching pre-recession peak.
- Downtown taxable sales 23% of total sales in Olympia.
- Downtown has strong concentration of miscellaneous retail, eating and drinking, health and fitness, and cultural.
- Downtown businesses serve trade area of Thurston and adjacent counties.



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Office Market

Office Space in Thurston County



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Office Market

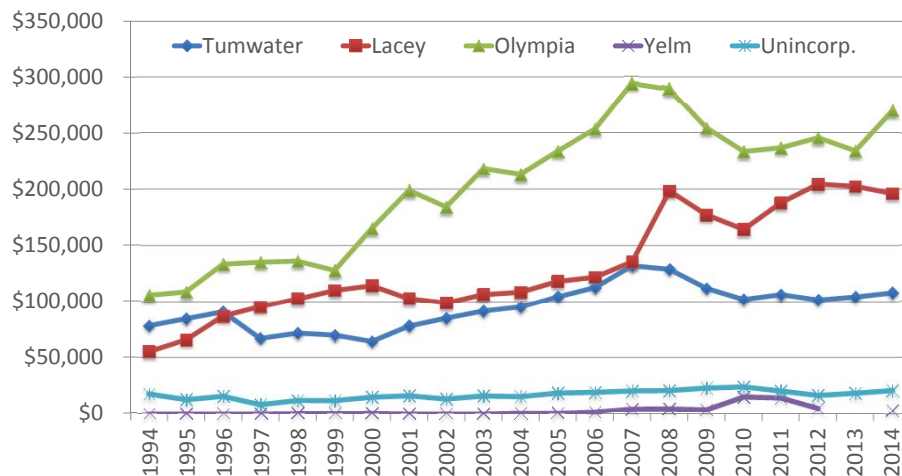
- State offices dominate local office market, but State consolidating in owned buildings.
- Vacancy rate has increased with declining State leases.
- TRPC employment forecasts equivalent to 206 additional office using employees each year in Olympia.
- Primary sectors are Finance, Insurance, Real Estate and Professional Services.



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Lodging Market

Distribution of State Shared Hotel Tax by Jurisdiction
Thurston County 1994-2014



olympiawa.gov/DIS

Lodging Market

- Taxable room revenues approaching pre-recession peaks.
- Average growth since 1994 exceeds 4% per year for Olympia and Thurston County.
- Current reinvestment in Downtown hotels.
- Long-term opportunity full service, limited service and boutique facilities.



Targeted Clusters for Region

- Food Manufacturing
- Wood Products Manufacturing
- Life Sciences
- Chemical Products Manufacturing
- IT/Telecommunications
- Tourism and Recreation



Downtown Features

- Unique natural, historic, and cultural features.
- Stable employment base.
- Attractive location for mix of higher density housing opportunities.
- Serves regional trade area with concentration of eating/drinking, entertainment, and lifestyle businesses.
- Prime location for finance and professional office users and state government-related businesses.
- Various activity generators to support range of lodging options.

