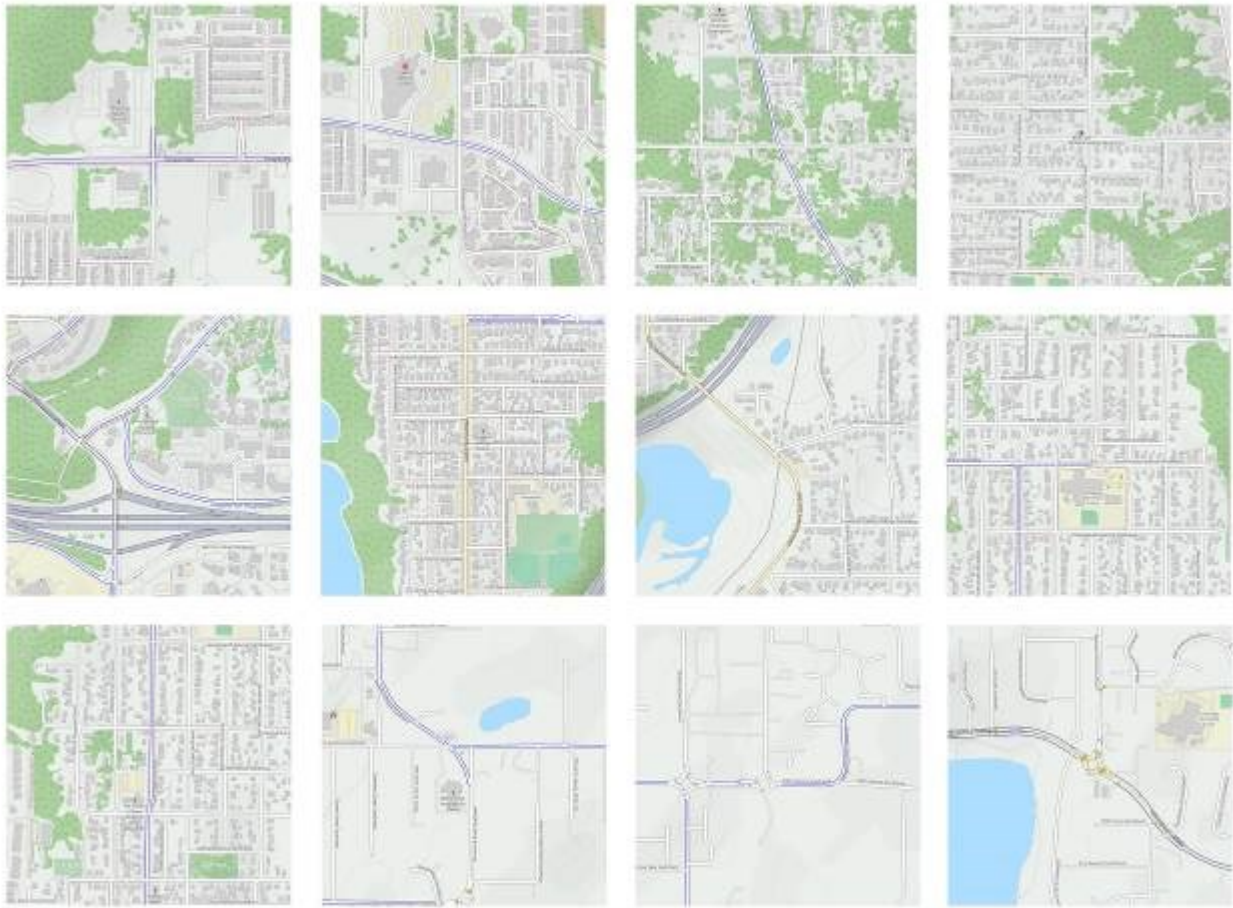




Neighborhood Center Profiles

DRAFT 7/8/2022

OLYMPIA NEIGHBORHOOD CENTERS STRATEGY

MAKERS + LELAND

PROFILES INTRODUCTION AND EVALUATION SUMMARY

Evaluation purpose. The Olympia Neighborhood Center Strategy background analysis and evaluation focused on two questions:

1. Which designated centers are doing well and meeting the City’s vision for small neighborhood clusters of commercial and active uses as noted in the Olympia Comprehensive Plan?
2. Which centers would benefit, in terms of economic viability and service to the local community, from City actions to expand or stabilize the services the centers provide?

Analysis. The planning team (Team) explored these questions in two ways. The team first conducted a broad, city-wide, quantitative, economic and demographic analysis based on criteria important to the success of a neighborhood center such as local market demand and opportunities for growth in the neighborhood. The second approach was an evaluation of the physical settings of each individual center that examined characteristics such as geographic conditions, non-motorized vehicle access, and other amenities in the vicinity. Together, these two lines of inquiry produced a picture of Olympia’s spectrum of neighborhood centers that is quantitative, comparative, and sensitive to local conditions.

Current success. The profiles starting on page 10 summarize the characteristics of each center relative to the functional and market-based criteria necessary to achieve the neighborhood center vision. Based on this analysis, the centers fell into three categories relative to their level of performance in meeting the City’s objectives:

- Centers that largely meet the City’s objectives (Rogers and Bowman (Westside CO-OP), Wildwood, Frog Pond, and San Francisco)
- Centers that do not currently meet most of the criteria but do provide a valuable service to their local communities – or that have the potential to do so (Kellerman’s Korner, Handy Pantry, Pit Stop)
- Centers that perform poorly in terms of the criteria and have little opportunity to become more successful over time (Cooper Point, Yauger & Capitol Mall, Pit Stop (Boulevard and 18th), Fones & 18th St, and Victoria Square (Boulevard and Yelm Highway))

These findings are summarized in the chart on page 5. Further details regarding the comparative economic and demographic characteristics of the range of centers are in the Appendix.

Current success drivers. The two most important factors in determining a center’s success are 1) the number of businesses or attractions at the center and 2) excellent pedestrian/bicycle access. Generally, it appears that 3 or more commercial services or public facilities create a “critical mass” of activity. For example, all the successful centers have at least three businesses or public facilities. Sometimes, as is the case of San Francisco and Frog Pond, the other activities include a public facility such as a school, park, library, or playground.

The map on page 7 illustrates the centers’ “walksheds” and identifies areas in the city without pedestrian access to a neighborhood center. While San Francisco and Rogers/Bowman and Frog

Pond are in walkable neighborhoods, Wildwood does not feature a nearby walkable community. However, it is well located for bus and auto access. The chart on page 27 in the Appendix illustrates how these two factors are present in the successful centers.

Future potential analysis. To explore the second question and identify those centers that have both the market potential and available redevelopable land that would allow the center to expand, the Team analyzed the potential demographic and economic growth in roughly a ½ mile radius and visited the centers to identify underutilized properties and other opportunities for redevelopment and access improvements. Team members also conducted phone interviews with local business and property owners and residents to identify their ideas, concerns, and views on business expansion opportunities.

Future potential findings. Again, as a result of this analysis, the centers fell into three categories:

- Centers with specific opportunities to explore (Kellerman’s Corner, Rogers & Bowman, Puget Pantry, Handy Pantry (if GruB is interested) and San Francisco)
- Centers with little expansion opportunity but which would benefit from City action to strengthen their long-term viability (Wildwood, Frog Pond, Pit Stop)
- Centers with little opportunity for achieving the City’s objectives (Yauger, Cooper Point, Fones, Victoria Square)

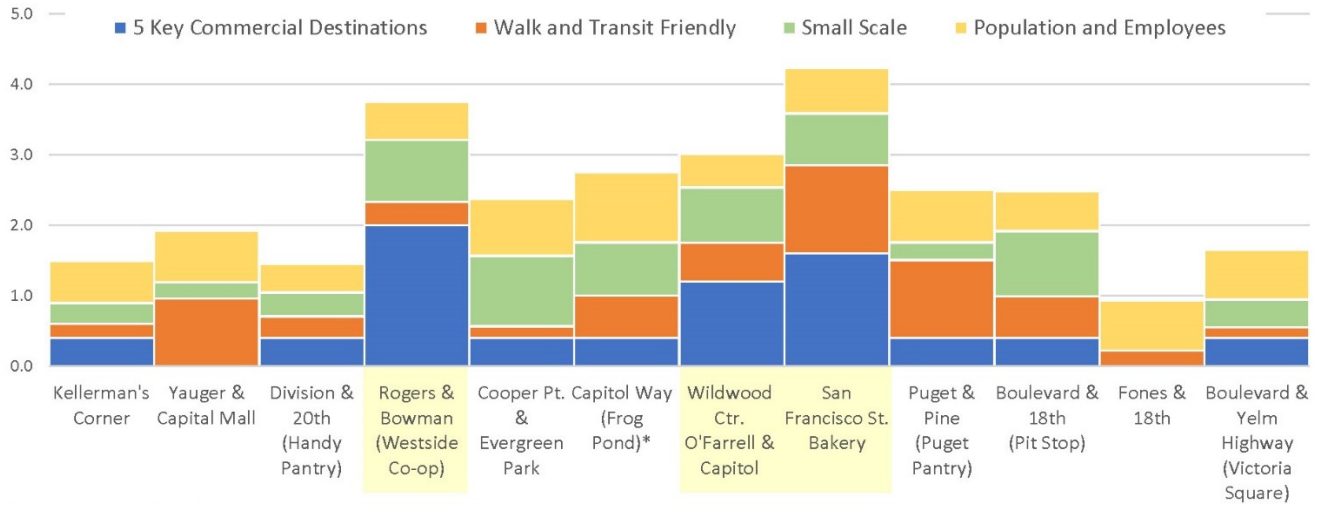
These findings are summarized in the chart on page 6 and the market study in the Appendix provides further evaluation of potential improvement efforts.

NEXT STEPS

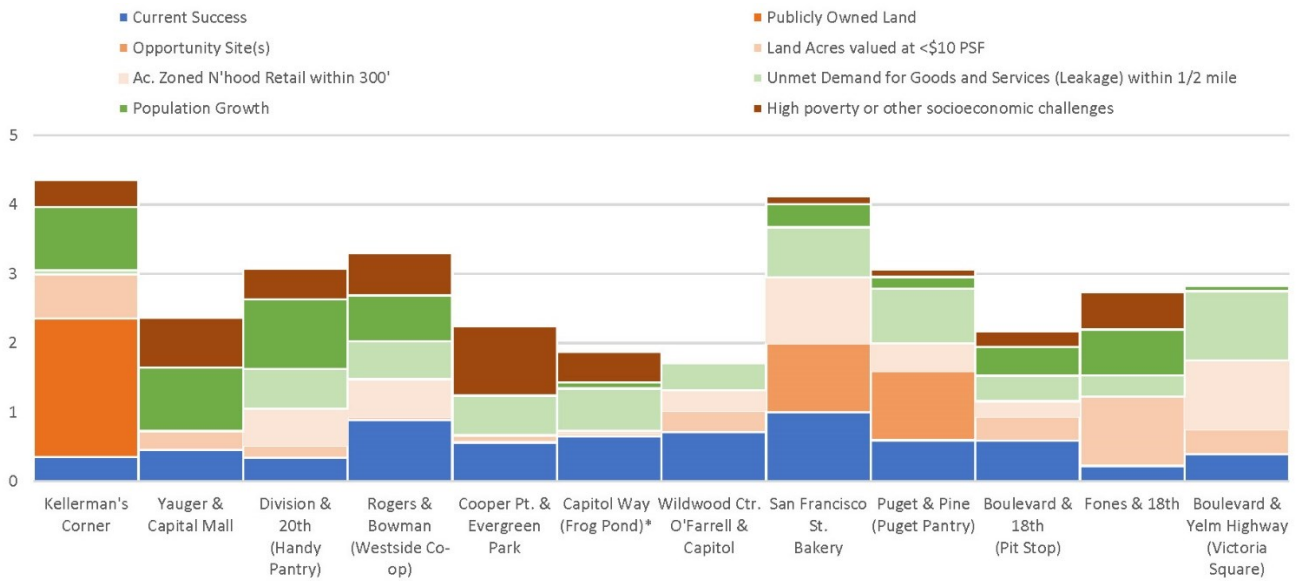
The Team will continue to review this analysis with City staff as new information and public input emerges. **Upcoming public engagement efforts** include 1) an on-line survey, 2) a remote public workshop on July 13, and 3) a set of “pop up” booths/intercept survey locations on July 16. These engagement efforts will help guide the Team in the following activities:

- **Comprehensive Plan policies.** The Team will prepare a document useful to the City in reviewing neighborhood center policies during the Comprehensive Plan process.
- **Individual centers opportunities.** The team will work with City staff and, to the extent feasible, property and business owners to explore redevelopment/business expansion, including potential rezoning and capital improvement projects at Kellerman’s corner, Rogers & Bowman, Puget Pantry, Handy Pantry (if GruB is interested), and San Francisco.
- **Citywide recommendations.** The Team will make recommendations that can be implemented in any of the centers to assist with business viability. Recommendations may include topics such as local regulations, solid waste removal, and administrative hurdles.

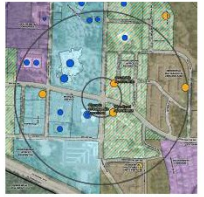
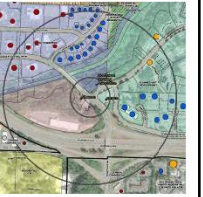
Neighborhood Centers: Current Success Summary Chart



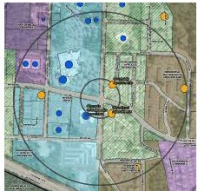
Neighborhood Centers: Future Potential Summary Chart



Neighborhood Centers Comparison – Current Success

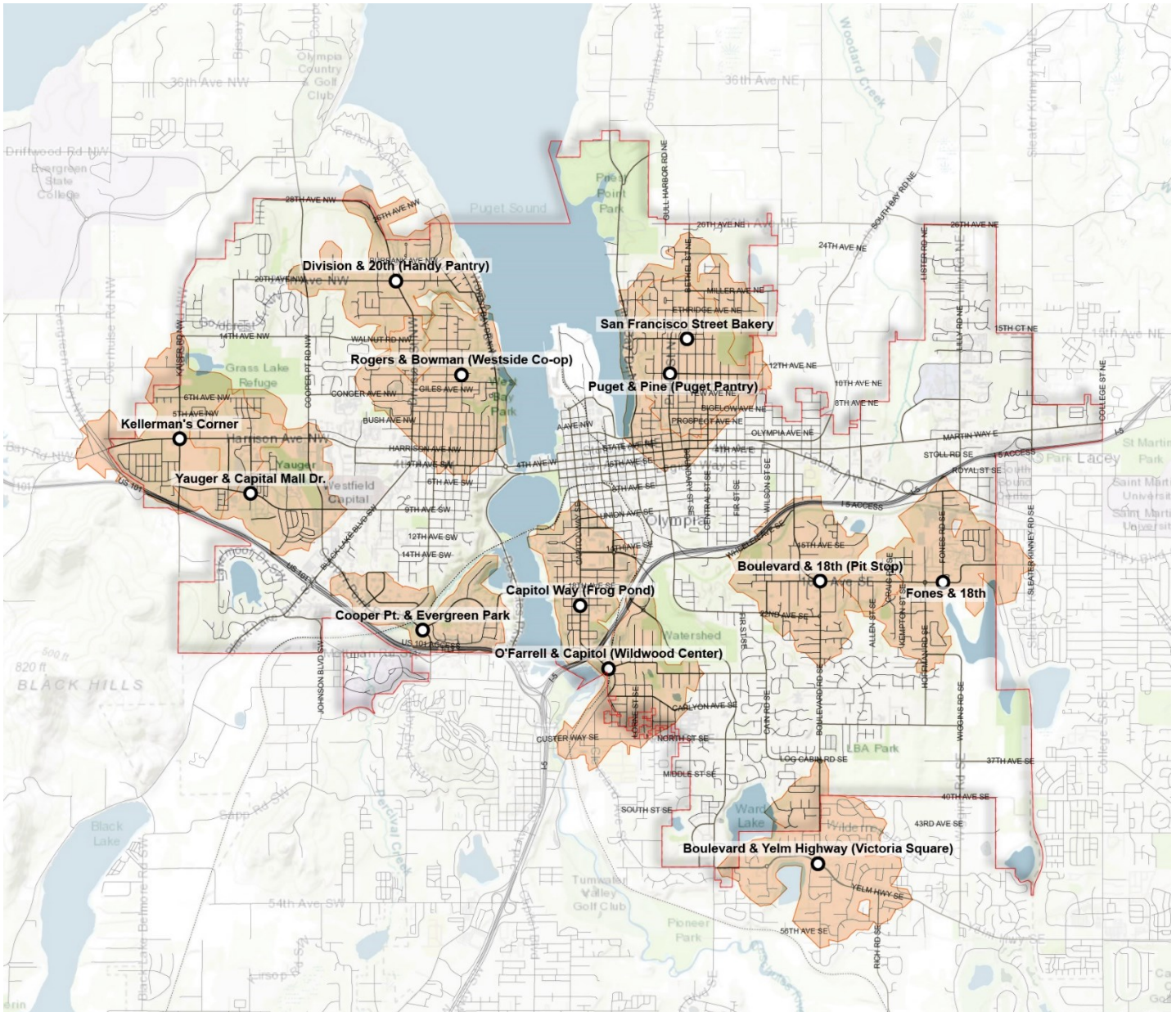
Center		Kellerman's Corner	Yauger & Capitol Mall	Handy Pantry	Westside Co-op	Cooper Point	Frog Pond	Wildwood	SF Bakery	Puget Pantry	Pit Stop	Fones	Victoria Square
Map													
Type		Auto	Auto	Local Neighborhood	Auto/N'hood hybrid	Auto/Suburban	Local Neighborhood	Auto	Local N'hood	Local N'hood	Auto	Auto/Suburban	Auto/Suburban
Criteria	Population	✓	✓	✓	✓	✗	✓	?	✓	✓	✗	?	✗
	Walkable	✗	?	✓	✓	✗	✓	?	✓	✓	✗	?	✗
	5 Key commercial destinations	✗	✗	✓	✓	✗	✓	✓	✓	✓	?	✗	✗
	Foster community interaction	School ?	✗	?	✓	✗	✓	✓	✓	?	✗	✗	✗
Overall current evaluation(1) also add brief narrative		?	✗	?	✓	✗	✓	?	✓	✓	?	✗	✗
		Few services and arterial setting but market and potential for action is promising.	No neighborhood-oriented commercial or public uses	Corner grocery in a residential neighborhood.	A functioning neighborhood center with multiple draws including The Olympia Food Co-op grocery and nursery and the Bits Café.	Very poor location and connectivity. Area completely fragmented by creek, arterials and freeway	A beloved "pony keg" in an excellent ped environment w/ a waxing studio, attorney, dental office & a school with playing fields nearby.	A high quality automobile-oriented stop for convenience grocery and food.	The bakery is a big draw and the elementary school increases activity. The corner convenience store provides services.	Corner grocery and a few small live/work businesses in a modest, traditional, single-family neighborhood.	Poor location and pedestrian connectivity. Area completely. Excellent traffic volumes.	Approximately ¼+ mile to full-service shopping complex. Development south of 18 th constrained by Chambers Lake & wetlands.	Current uses include an AM/PM minimart-gas station and a small professional office cluster.

Neighborhood Centers Comparison – Future Potential

Center		Kellerman's Corner	Yauger & Capitol Mall	Handy Pantry	Westside Co-op	Cooper Point	Frog Pond	Wildwood	SF Bakery	Puget Pantry	Pit Stop	Fones	Victoria Square
Map													
Type		Auto	Auto	Local Neighborhood	Auto/N'hood hybrid	Auto/Suburban	Local Neighborhood	Auto	Local N'hood	Local N'hood	Auto	Auto/Suburban	Auto/Suburban
Criteria	Publicly Owned Land & Opportunity Site(s)	✓	✗	✗	✗	✗	✗	✗	✓	✓	✗	✗	✗
	Land Valued at <\$10 PSF	✓	✓	?	?	?	?	✓	✗	✗	✓	✓	✓
	Unmet Demand (Leakage)	✗	✗	✓	✓	✓	✓	?	✓	✓	?	?	✓
	Population Growth, 2020-2040	✓	✓	✓	✓	✗	✗	✗	?	?	?	✓	✗
Opportunities for City actions brief narrative		 The 20-acre site southwest of the intersection and the wooded area to the north are possible development sites. Pedestrian improvements needed.	 No land	 Very limited opportunity unless the neighborhood would like to consider substantial upzone. Cleanup costs could be prohibitive. Perhaps coordinate with GruB.	 Parking lot pop-ups & pedestrian improvements (a sidewalk) between the different uses would add to the center.	 No potential except maybe move to the PUD center	 No opportunity for expansion	 There is no real expansion opportunity.	 Interest in developing the convenience store and gas station, but toxic clean-up has hindered efforts. Potential of a larger development on ½ or all of the block.	 Vacant parcel south of the convenience store is zoned NR. There are some local entrepreneurial activities. Live/work or residential businesses might be an opportunity.	 No potential	 Opportunities depend on market. Considerations include the commercial complex to the north and the lack of existing or potential residences to the south and east.	 Few development opportunities
Recommended next steps (brief narrative) (2)		Merits further study	Drop from consideration	Contact GruB	Consider discussions with owner(s)	Drop or move to PUD	Apply city-wide business support activities	Apply city-wide business support activities	This center warrants further study.	This center warrants further study.	Apply city-wide business support activities	Keep under observation	Drop from consideration

Walkshed Map and 15-minute Neighborhoods

This map illustrates the centers' "15-minute walksheds," areas where someone can live or work and within 15 minutes, walk or roll to the neighborhood center. Places without the beige highlight are areas lacking active transportation access to a designated neighborhood center. Note, this map does not show the PUD neighborhoods nor larger centers like Downtown, the Capital Mall Triangle, and Martin Way commercial centers. Notably, some areas of the city include walkable street grids, but no designated neighborhood center.



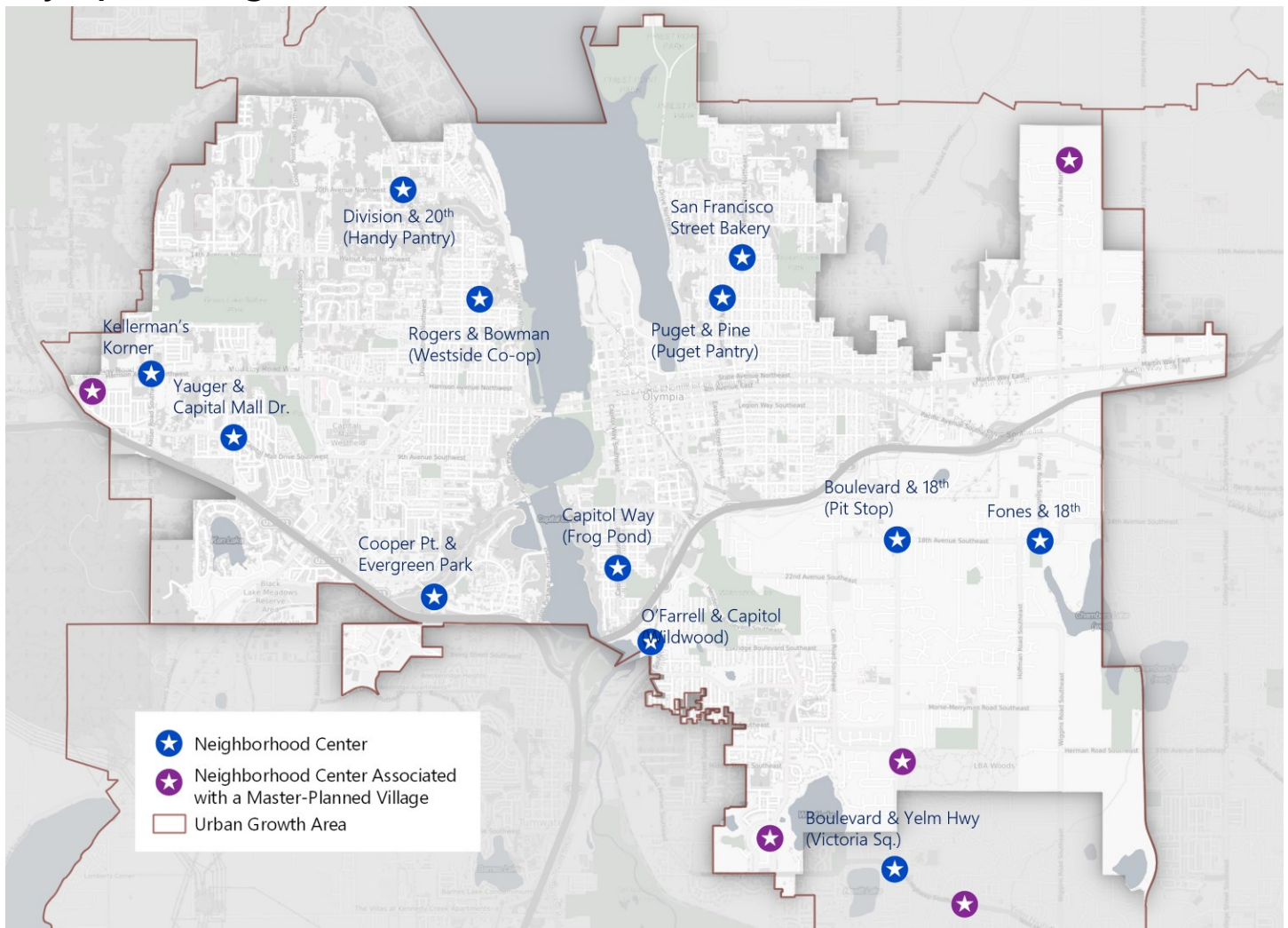
Centers Evaluation Criteria

The team collected data as described in the “How Evaluated” column and summarized each with a qualitative rating: ○ not functioning, ● partially functioning, and ● functioning well/strong opportunities.

PARAMETER	CHARACTERISTICS	HOW EVALUATED	
PEOPLE	Population	# of residents within the ½ mile area	●
	Employees	# of jobs within the ½ mile area	○
PLACES	Commercial Uses	List of businesses and number of desired uses (community preferences from earlier efforts, including coffee shop, bakery, restaurant, food store, and grocery store) within 300 feet of the neighborhood epicenter (and others in larger area when notable)	●
	Public Attractions	List of major civic or public institutions and open spaces, such as park, school, library, hospital, etc. (Google Maps)	○
PHYSICAL FORM	Age and Size of Building Stock	Average year built of buildings within 300 feet of the neighborhood epicenter Area (square feet (sq ft)) of commercial space (A <i>small</i> center should be ~10,000 sq ft).	●
	Public Realm Quality	Qualitative observations on urban design and social interaction opportunities, including: • Places to interact, including commercial and residential setbacks and lot, configuration to support social interactions, • Presence of street trees, and • Comfortable setting, including pedestrian lighting, lack of blank walls on “main street,” adequate transparency, weather protection, buffered sidewalks from traffic, etc.	○
ACCESS	Intersection Density	Density of intersections per square mile in the ½ mile areas.	●
	Pedestrian Connectivity	% of street sides with sidewalks (GIS sidewalk data) % of intersections on major arterials with ADA ramps on all corners (aerial and street view images)	
	Traffic Speeds & Volumes (2014)	For neighborhood center cross-streets: • Posted speed limit or actual speed (whichever is in GIS data) • Traffic counts (ADT) taken from points closest to the epicenter intersection. When more than one count was available, the highest value is shown.	
	Transit	For the neighborhood center cross streets: • List of routes serving the center (Intercity Transit Data) • # of weekday transit trips per day (Intercity Transit Data)	
POTENTIAL	Zoning	List of zones within the ½ mile area plus qualitative observations.	●
	Parcel Size & Configuration	Average lot size within 300 ft. Qualitative observations.	
	Land Availability	Number of acres within 300 ft with total property value (land plus building/site area) of \$20 per square foot or below.	
	Market Strength	Unmet demand for goods and services (leakage) within the ½ mile. Median household income. (Note, commercial rents across the board are around \$18.50 per sq ft.).	

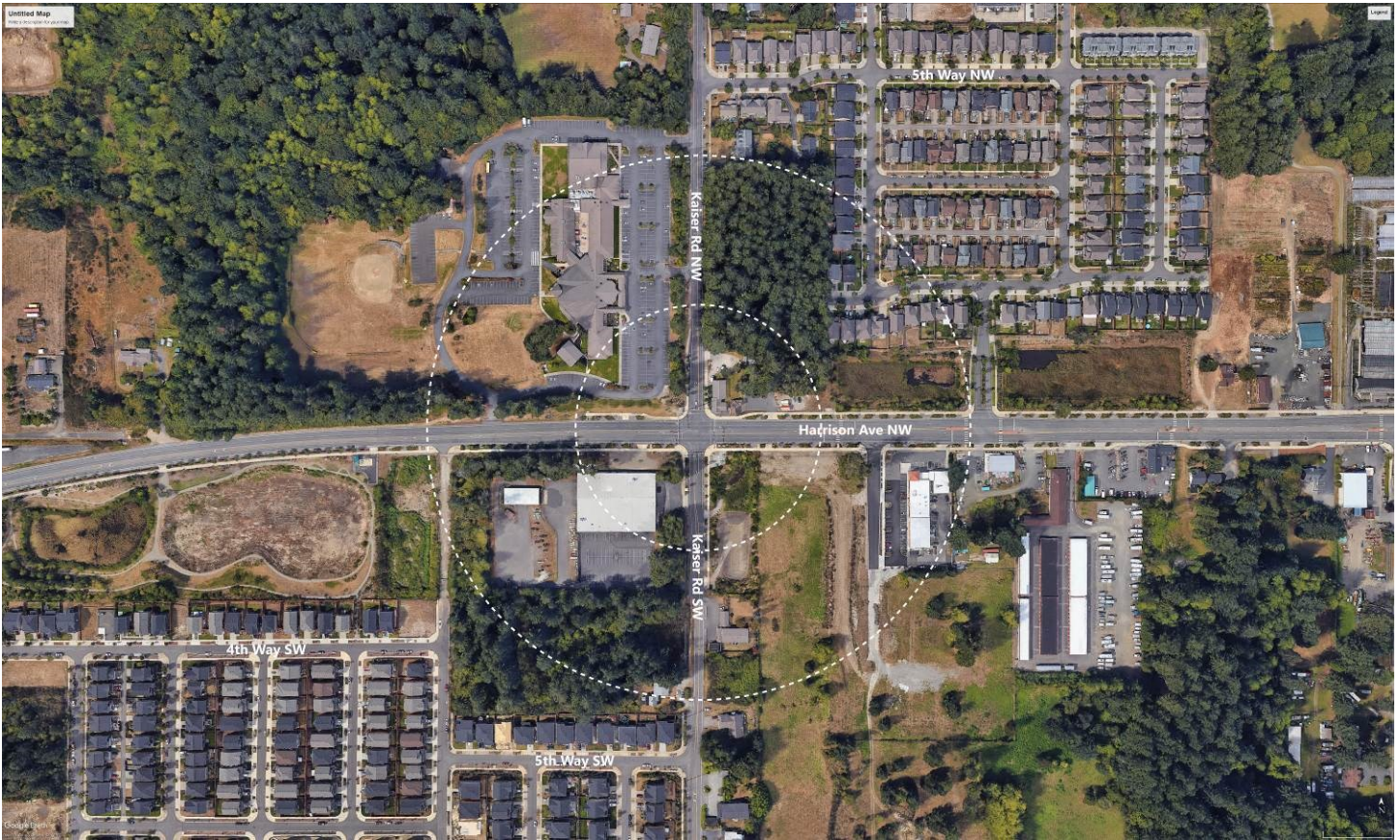
EQUITY	Washington Environmental Health Disparities Map Rankings (1-10) - Socioeconomic Factors (combined score for language, education, race/ethnicity, poverty, transportation expense, unaffordable housing, and employment) - People of Color - People Living in Poverty - Environmental Exposures (air quality and toxins) The higher the ranking, the more vulnerable the community is and the more priority should be placed on meeting community needs. When a neighborhood center includes multiple census tracts with different rankings, the team calculated a proportionate average (by land area for each unique ranking).
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Olympia's Neighborhood Centers



This report examines the 12 neighborhood centers marked with blue icons. Four additional centers, associated with Master Planned Villages, are not addressed due to the nature of Master Planned Villages zoning and permitting.

Harrison Ave & Kaiser Rd (Kellerman's Corner)



Summary

Harrison Ave NW is a 5-lane arterial with painted bike lanes and buffered sidewalk. Westwood Baptist Church is on the northwest corner of Harrison Ave and Kaiser Road; Fun Junk & Licorice Boutique, and La Esquinita Taco Truck is on northeast corner; Century Link warehouse is located on the southwest corner; with Blue Heron Bakery, Jay's Farm Stand, and 2 Mile House Pub & Eatery to the east of the southeast corner. There are several acres of vacant land and High-Density zoning. Other commercial development on Harrison Ave NW is within 1/2 mile from the intersection. The uses in this vicinity are transitioning and could be connected to a development at the Kaiser Rd intersection if the parcel at the southeast corner of the intersection is developed. Kellerman's Corner was rezoned from NR to HDC-4 in 2016. Both auto and pedestrian market potential, especially with dense new residential development such as at Yauger. As the furthest-west center, Kellerman's Corner could also have a regional draw and act as gateway to Olympia.

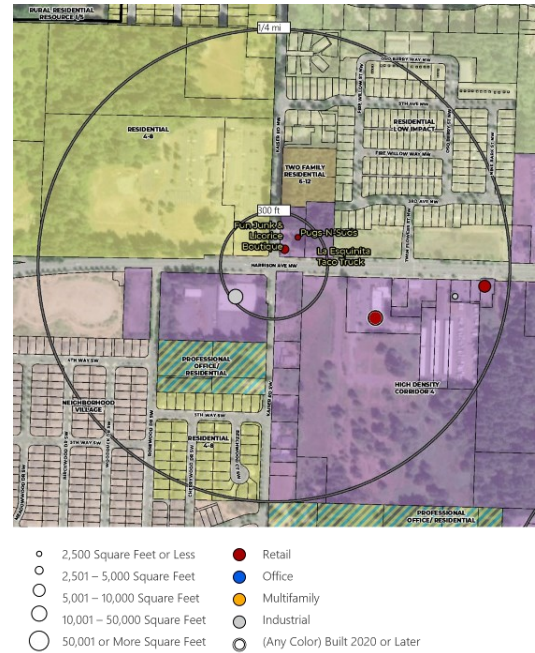
Opportunities and Next Steps

With connectivity improvements, development could support a pedestrian and auto-oriented neighborhood center and western gateway into Olympia. The City is receiving 27 acres as part of a land exchange with the Olympia School District later this year or in 2023. Specific park uses have not yet been identified but would complement future residential and commercial development in this neighborhood center.

Given that there is available land, adequate pedestrian and vehicle access and sufficient market potential, this center merits high priority for further exploration of development opportunities and potential City actions. A first step might be to contact applicable property owners (including the City) to determine interest, explore potential development scenario(s), assess feasibility, and identify potential City actions to facilitate positive development. Based on this input, there may be opportunities for upzoning to increase residential density.

Kellerman's Corner

PEOPLE		
Population	2,700 (within ½ mile radius)	●
Employees	940 (within ½ mile radius)	
PLACES		
Commercial Uses within 300 feet	Antique shop/clothing store, taco truck, pet groomer, Warehouse/utility structure. pub/ eatery, and (bakery within ¼ mile of intersection. ½ mi: Bakery, farm stand, pub	●
Public Attractions	Grass Lake Nature Reserve; churches; MultiCare Capital Medical Center.	
PHYSICAL FORM		
Age and Size of Building Stock	Average year built: 1992 Commercial space: 3,278 sq ft	●
Public Realm Quality	Arterial context. Open space with a food truck. Low quality now.	
ACCESS		
Intersection Density	¼ mi: 112 intersections per square mile ½ mi: 87 intersections per square mile	●
Pedestrian Connectivity	71.4% sidewalk coverage. Small lot single family to NE and SW. Connectivity could be improved.	
Traffic Speeds & Volumes (2014)	35 mph speed limit 5,965 north-south; 18,438 east-west	
Transit	Routes: 40, 45, 47 -33 weekday daily trips	
POTENTIAL		
Zoning	High Density Corridor 4, Residential 4-8, Residential 6-12, Professional Office -Multifamily	●
Parcel Size & Configuration	Average lot size: 325,000 sq ft	
Land Availability	2.8 acres + 20-acre City-owned parcel. Redevelopment potential. Vacant land to north.	
Market Strength	12,050 sq ft unmet demand in ½ mile Median income: \$73,500.	
EQUITY		
Environmental Health Disparities	4	
Environmental Exposure	4.25	
Socioeconomic Factor	5.75	
People Living in Poverty	5.25	
People of Color	4.75	



Yauger Way SE & Capital Mall Drive



Summary

Presence of higher density housing, local medical service employment, and Yaeger Park provides activity but there is little land area for commercial development. Capital Mall Dr is a 5-lane arterial corridor with little streetscape amenity. (There is a painted bike lane, but the sidewalks are not buffered). Yauger Way SW is a 3-lane road with painted bike lanes and buffered sidewalks south of Capital Mall Dr. A portion of Capital Mall, which has a broad spectrum of retail and services, and Safeway are just within ½ mile. Primary limitation is the lack of a suitable site for commercial development.

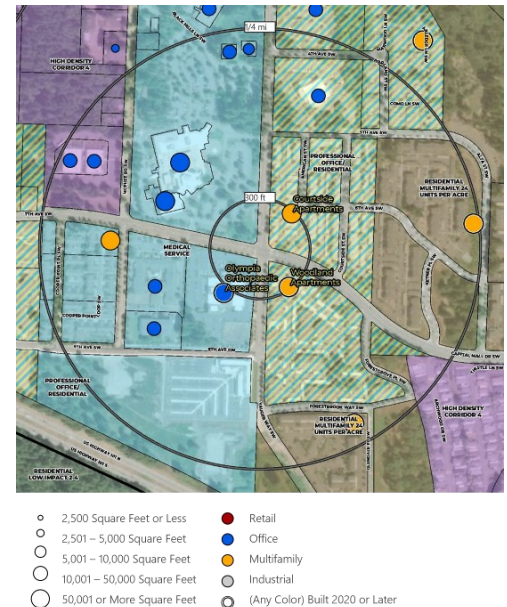
Opportunities and Next Steps

Because of the proximity of Capital Mall, poor connectivity and access, and lack of vacant land there seems to be no near-term opportunity for this to become a neighborhood center.

There may be a new slip ramp from Highway 101 in a decade or more. This might provide some opportunity along Yauger Way, but that would require competing with medical facilities. This center should be placed on the “back burner” or removed from the list of centers.

Yauger Way & Capital Mall Dr

PEOPLE		
Population	2,900 (within ½ mile radius)	●
Employees	1,540 (within ½ mile radius)	
PLACES		
Commercial Uses	300 ft: Olympia Orthopedic Associates	●
Public Attraction	Yauger Park, MultiCare Capital Medical Center	
PHYSICAL FORM		
Age of Building Stock and Size	Average year built: 2009 Commercial space: 0	●
Public Realm Quality	The arterials are attractive but not pedestrian friendly with no amenities.	
ACCESS		
Intersection Density	¼ mi: 204 intersections per square mile ½ mi: 90 intersections per square mile	●
Pedestrian Connectivity	50.9% sidewalk coverage	
Traffic Speeds & Volumes (2014)	25 mph speed limit 3,076 north-south, 7,560 east-west	
Transit	Routes: 45,47. 26 weekday daily trips.	
POTENTIAL		
Zoning	Medical Service, Professional Office / Residential Multifamily, Residential Multifamily - 24	○
Parcel Size & Configuration	Average lot size: 509,000 sq ft Current road configuration and parcel size accommodates MF residential.	
Land Availability	None	
Market Strength	10,400 sq ft unmet demand in ½ mile Median income: \$36,400	
EQUITY		
Environmental Health Disparities	7	
Environmental Exposure	5	
Socioeconomic Factor	6	
People Living in Poverty	9	
People of Color	3	



Division St & 20th Ave (Handy Pantry)



Summary

There is substantial undeveloped or underdeveloped land, although zoning is predominantly Residential 4-8 with Residential Multifamily 18 west of Division Street and north of Elliott Avenue. The current building is a convenience store. Gas was once sold at this location. According to the Department of Ecology, two underground tanks were removed, but two others await removal. The center is near the GRuB garden, a local non-profit with connections to the Evergreen State College. Centered on food justice, community agriculture, and site of Intercultural Learning Communities. Among other things, volunteers build backyard gardens, help veterans transition to civilian life, and grow food for those in need.

Opportunities and Next Steps

There is limited opportunity for expansion unless the neighborhood would consider a residential upzone or a partnership with the adjacent GRuB facility could be formed. Environmental cleanup costs might be prohibitive to redevelopment of the convenience store site. The GRuB farm is a unique facility and might provide an opportunity. There is a roundabout and sidewalk planned on Elliott from Division east. The larger lots and pedestrian friendly setting make missing middle infill housing a possibility. Pathway and stormwater management improvements in neighborhood might provide an incentive for infill residential development. A next step might be to contact GRuB to see if there are some opportunities for collaboration.

Division St & 20th Ave (Handy Pantry)

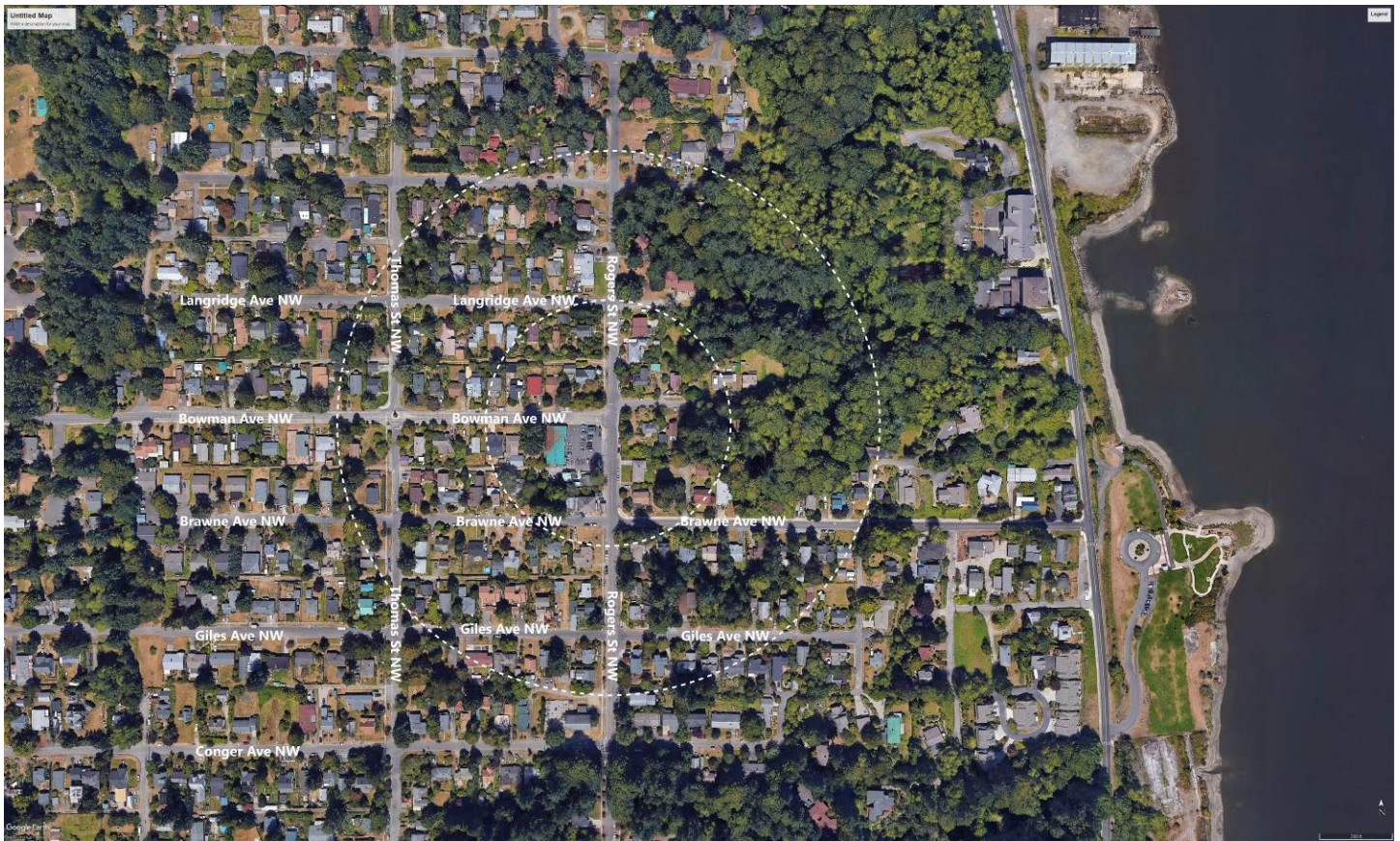
PEOPLE		
Population	1,900 (within ½ mile radius)	●
Employees	570 (within ½ mile radius)	
PLACES		
Commercial Uses	300 ft: Handy Pantry (1 food store)	●
Public Attractions	Burri Park, GRuB	
PHYSICAL FORM		
Age of Building Stock and Size	Average year built: 1944 Commercial space: 3,394 sq ft	○
Public Realm Quality	Rural. Attractive but no sidewalks or connectivity.	
ACCESS		
Intersection Density	¼ mi: 87 intersections per square mile ½ mi: 59 intersections per square mile	●
Pedestrian Connectivity	19.3% sidewalk coverage	
Traffic Speeds & Volumes (2014)	30 mph speed limit 4,854 north-south, 2,562 east-west	
Transit	Route: 41 30 weekday daily trips	
POTENTIAL		
Zoning	Residential 4-8, Residential Multifamily -18, Neighborhood Retail	○
Parcel Size & Configuration	Average lot size is 24,000 sq ft. with a mix of parcel sizes.	
Land Availability	0.8 acres	
Market Strength	10,500 sq ft unmet demand in ½ mile Median income: \$91,200	
EQUITY		
Environmental Health Disparities	3.5	
Environmental Exposure	2	
Socioeconomic Factor	7	
People Living in Poverty	6.5	
People of Color	6	



- 2,500 Square Feet or Less
- 2,501 – 5,000 Square Feet
- 5,001 – 10,000 Square Feet
- 10,001 – 50,000 Square Feet
- 50,001 or More Square Feet
- Retail
- Office
- Multifamily
- Industrial
- (Any Color) Built 2020 or Later



Rogers St & Bowman Ave (Westside Co-op)



Summary

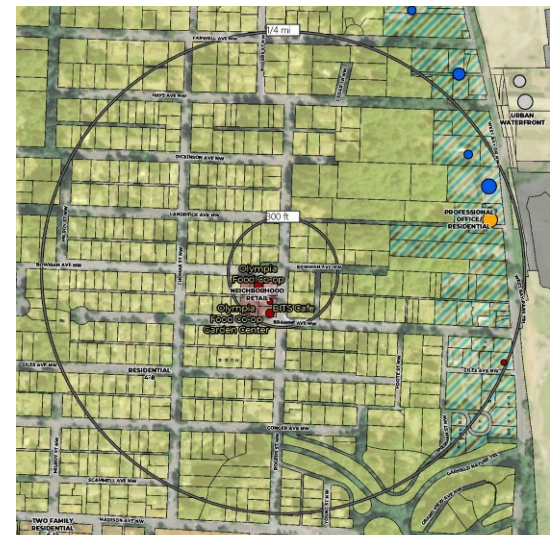
The Olympia Food Co-op grocery and garden center, and the Bits Café form a functioning neighborhood center with multiple attractions. The parking lot for the grocery might provide space for additional uses. Due to low traffic volumes on local streets, pedestrian connectivity is fair despite lack of sidewalks on many streets. The local housing stock is a mix of older homes. The Bits Café is in a historic mixed-use building and the center has an attractive setting. The local housing stock consists primarily of modest mid-20th century residences. The co-op enjoys a healthy, city-wide market.

Opportunities and Next Steps

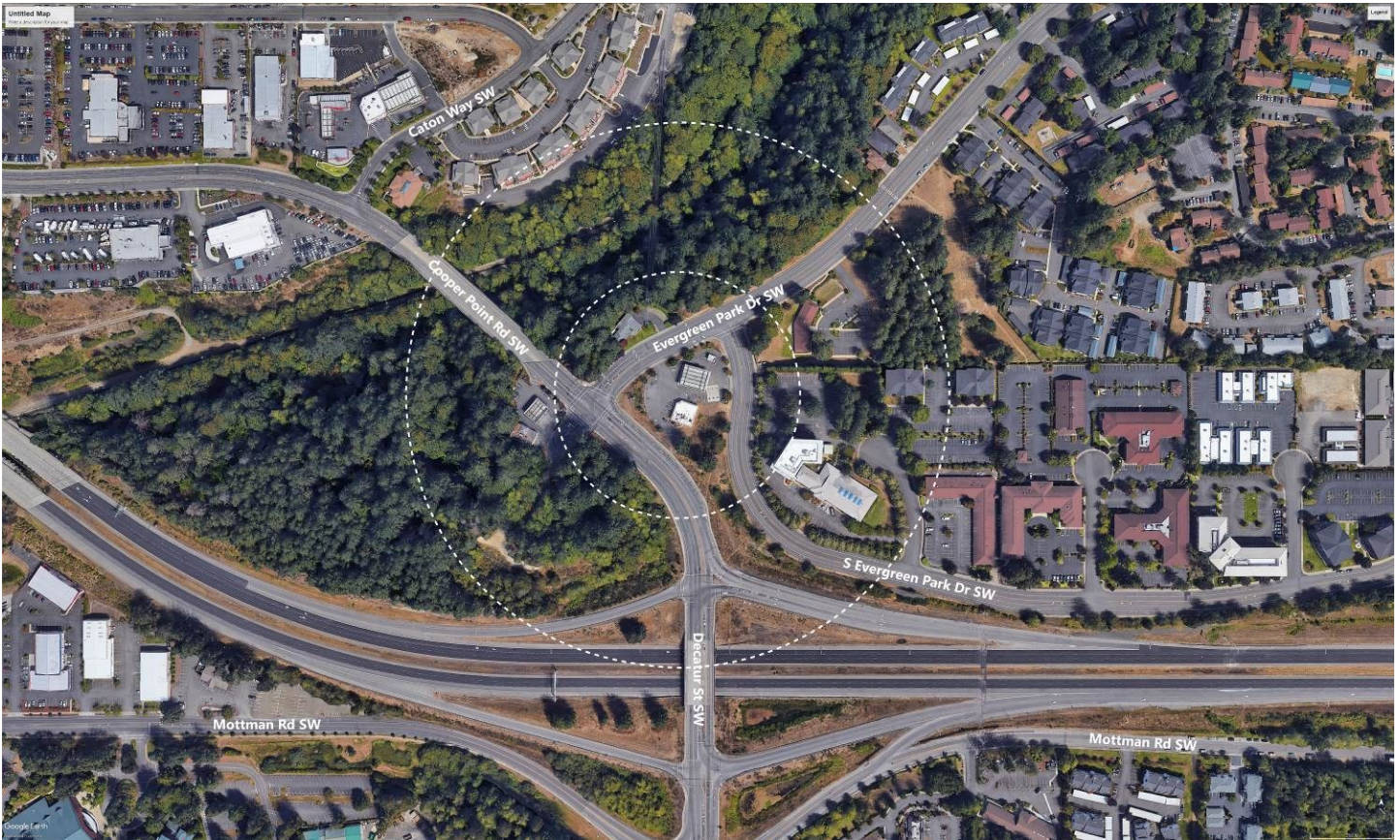
The Co-op's parking lot could be site for pop-ups or flea markets, especially if bike racks under shelter could be removable on some days. A sidewalk between the co-op and the cafe would better connect the center. Because the housing stock is modest, there may be opportunities for infill "missing middle" housing if the neighborhood is amenable.

Rogers St & Bowman Ave (Westside Co-op)

PEOPLE		
Population	2,400 (within ½ mile radius)	●
Employees	880 (within ½ mile radius)	
PLACES		
Commercial Uses	300 ft: Olympia Food Co-op, BITS Café, Olympia Food Co-op Garden Center (includes all 5 counts of desired businesses)	●
Public Attraction	West Bay Woods, West Bay Park, Garfield Nature Trail Park, Northwest Volunteer Park.	
PHYSICAL FORM		
Age of Building Stock and Size	Average year built: 1943 Commercial space: 8,833 sq ft	●
Public Realm Quality	Few sidewalks but adequate connectivity. Low traffic volumes support ped mobility. Traffic calming might be a possibility at key locations.	
ACCESS		
Intersection Density	¼ mi: 122 intersections per square mile ½ mi: 113 intersections per square mile	●
Pedestrian Connectivity	Modest sidewalk coverage	
Traffic Speeds & Volumes (2014)	25 mph speed limit 1,141 north-south, 1,481 east-west	
Transit	Route: 45 13 weekday daily trips	
POTENTIAL		
Zoning	Residential 4-8, Neighborhood Retail.	●
Parcel Size & Configuration	Average lot size: 7,000 sq ft (Single family ¼ - 1/8 acre)	
Land Availability	0.2 acres	
Market Strength	11,150 sq ft unmet demand in ½ mile Median income: \$79,400	
EQUITY		
Environmental Health Disparities	4	
Environmental Exposure	2	
Socioeconomic Factor	7	
People Living in Poverty	9	
People of Color	6	



Cooper Point Rd & Evergreen Park Dr



Summary

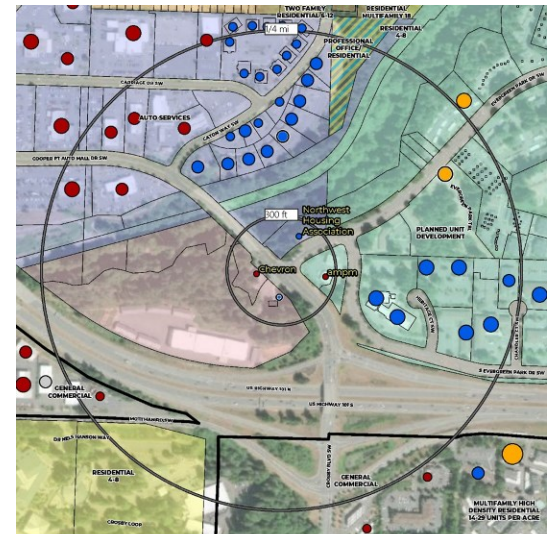
The area features very poor connectivity and focus. The area is completely fragmented by Percival Creek, arterials and the freeway. Transit access is relatively good. There are few residences in the vicinity, but a higher proportion of people live in poverty and are exposed to socioeconomic risks.

Opportunities and Next Steps

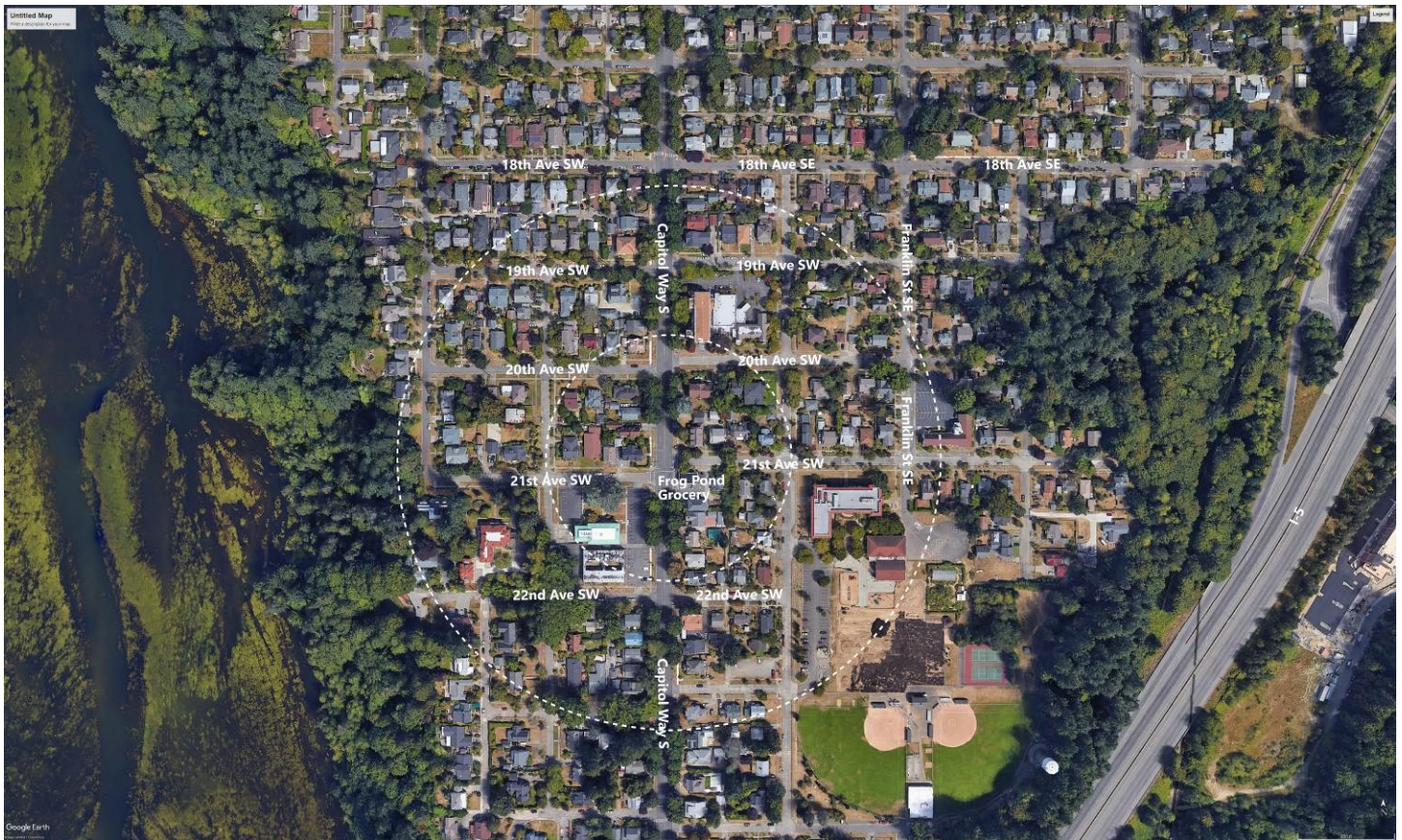
There appears to be no potential for redevelopment or enhancement of local services unless the center moves into the PUD, which has a good mix of residential and commercial and restaurants proposed. Moving the center is an option that should be explored, or consider removing from the Future Land Use map during the next Comprehensive Plan update.

Cooper Pt & Evergreen Park

PEOPLE		
Population	2,600 (within ½ mile radius)	●
Employees	2,310 (within ½ mile radius)	
PLACES		
Commercial Uses	Northwest Housing Association (home business), Chevron, Arco am-pm, self-storage facility.	●
Public Attraction	Percival Creek Falls	
PHYSICAL FORM		
Age of Building Stock	Average year built: 1996 Commercial space: 10,004 sq ft	○
Public Realm Quality	Very poor. There is no connectivity or relationship to surroundings.	
ACCESS		
Intersection Density	¼ mi: 71 intersections per square mile ½ mi: 62 intersections per square mile	●
Pedestrian Connectivity	74% sidewalk coverage	
Traffic Speeds & Volumes (2014)	25 mph speed limit 28,943 north-south, 11,973 east-west	
Transit	Routes: 12, 42, 68. 75 weekday daily trips	
POTENTIAL		
Zoning	General Commercial, Auto Services, Evergreen Park Planned Unit Development.	○
Parcel Size & Configuration	Average lot size: 111,000 sq ft Highly variable and irregular	
Land Availability	0.5 acres	
Market Strength	13,350 sq ft unmet demand in ½ mile Median income: \$46,600	
EQUITY		
Environmental Health Disparities	6	
Environmental Exposure	6	
Socioeconomic Factor	8	
People Living in Poverty	9	
People of Color	6	



Capitol Way (Frog Pond)



Summary

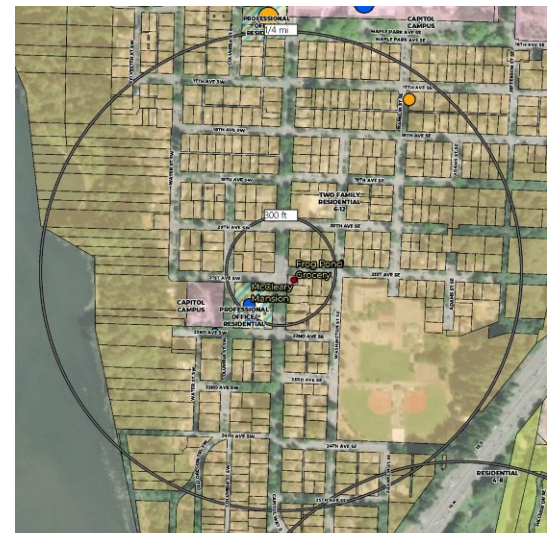
The Frog Pond is a beloved convenience store in an affluent and close-in neighborhood with an excellent pedestrian environment. There is a waxing studio, attorney, bakery, dental office and other services across Capitol Way S. Additionally, a school with playing fields provides recreational opportunities a block to the west.

Opportunities and Next Steps

Frog Pond is one of several pre-WWII centers to review for City actions that could assist small businesses (facilitating waste management, removal of administrative constraints and permitting obstacles, etc.).

Capitol Way (Frog Pond)

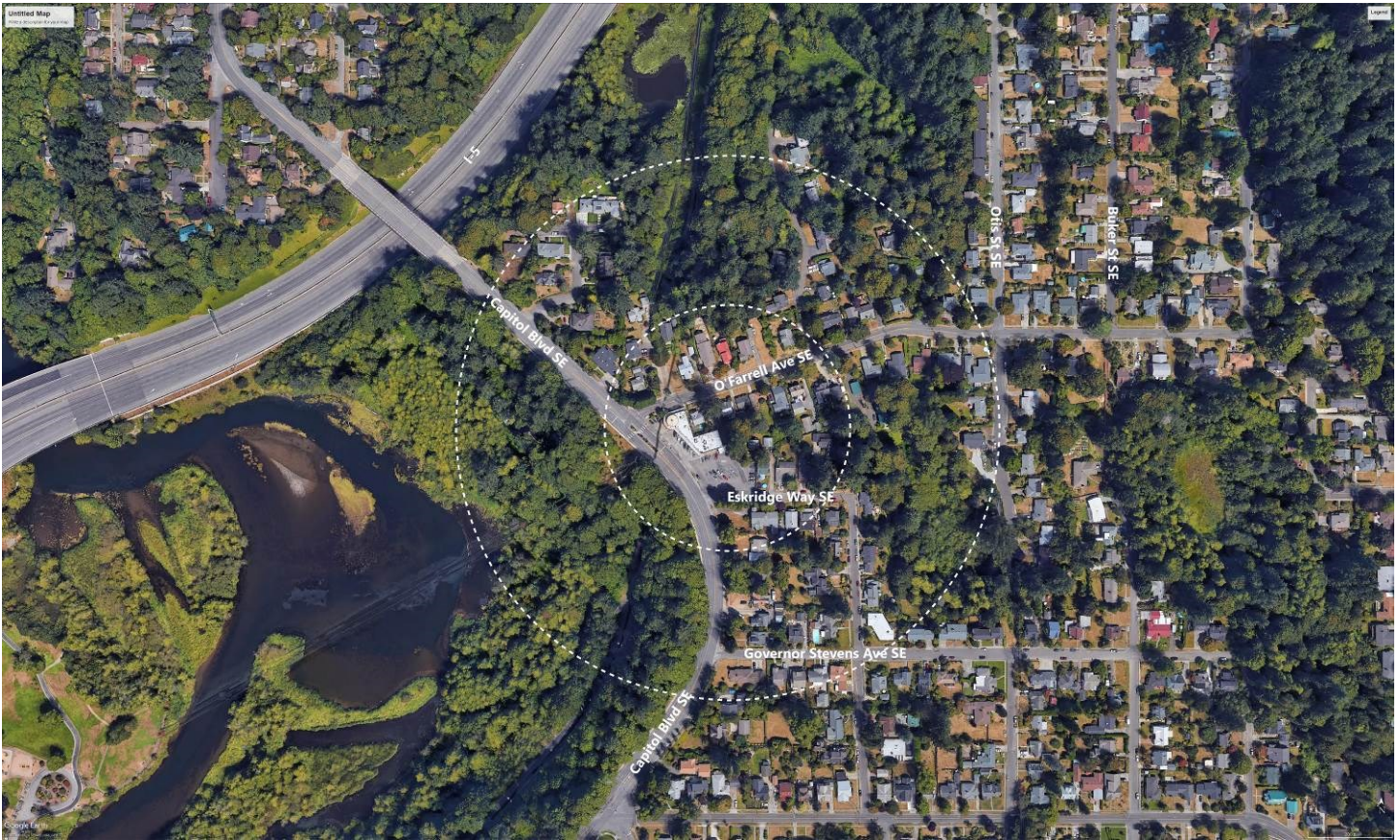
PEOPLE		
Population	1,700 (within ½ mile radius)	●
Employees	4,390 (within ½ mile radius)	
PLACES		
Commercial Uses	Frog Pond Grocery Store, McCleary Mansion (offices, salon and bakery). (1 grocery store)	●
Public Attraction	Lincoln Elementary, Stevens Field, Capitol Campus, St. John's Episcopal Church.	
PHYSICAL FORM		
Age of Building Stock and Size	Average year built: 1929 Commercial space: 7,565 sq ft	●
Public Realm Quality	Traditional SF neighborhood. Mostly complete sidewalk grid with trees and front yards.	
ACCESS		
Intersection Density	¼ mi: 199 intersections per square mile ½ mi: 84 intersections per square mile	●
Pedestrian Connectivity	99.8% sidewalk coverage	
Traffic Speeds & Volumes (2014)	25 mph speed limit 13,136 north-south, 151 east-west	
Transit	Route: 13 29 weekday daily trips	
POTENTIAL		
Zoning	Two Family Residential 6-12, Professional Office / Residential Multifamily, Neighborhood Retail.	○
Parcel Size & Configuration	Average lot size: 7,000 sq ft (approx. 1/8 ac parcels)	
Land Availability	0.2 acres None	
Market Strength	90,700 sq ft unmet demand in ½ mile Median income: \$90,700	
EQUITY		
Environmental Health Disparities	4	
Environmental Exposure	5	
Socioeconomic Factor	5	
People Living in Poverty	8	
People of Color	3	



- 2,500 Square Feet or Less
- 2,501 – 5,000 Square Feet
- 5,001 – 10,000 Square Feet
- 10,001 – 50,000 Square Feet
- 50,001 or More Square Feet
- Retail
- Office
- Multifamily
- Industrial
- (Any Color) Built 2020 or Later



O'Farrell Ave & Capitol Way (Wildwood Center)



Summary

This is a “high quality” automobile-oriented stop on Capitol Blvd for convenience grocery and food. There is no real expansion opportunity, however. A forested hillside and wetland system associated with the Deschutes River is to the west of Capital Boulevard. There is a more substantial commercial node south on Capitol Blvd. Access into a residential neighborhood is limited, although the demographic figures show nearly 2,000 residents within ½ mile.

Opportunities and Next Steps

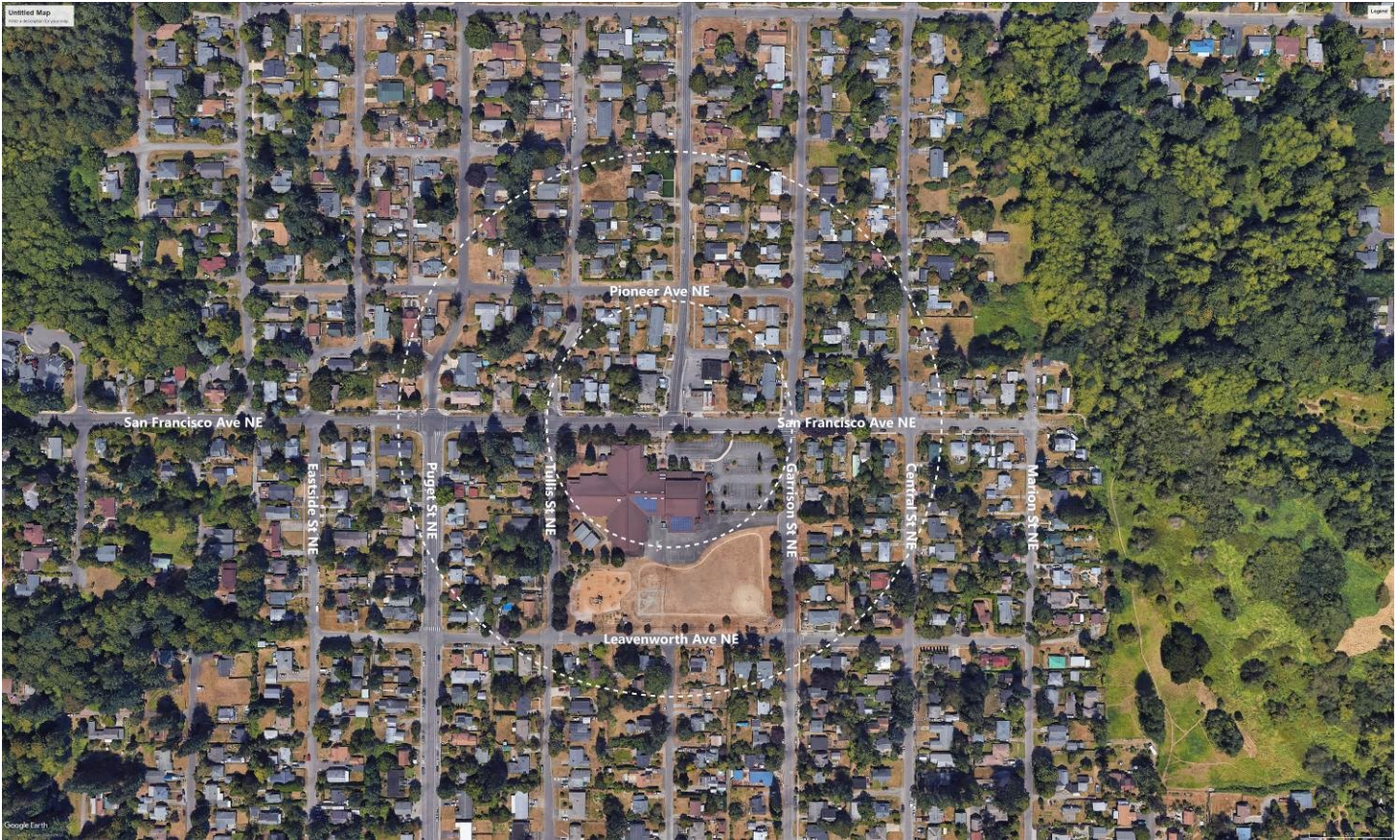
There is little room for expansion, but the City and City of Tumwater might think about this section of the Capitol Blvd corridor and how to enhance both the corridor and surrounding neighborhoods in this transition between the two cities. A bike facility between Tumwater and Olympia would be desirable. The mix of businesses and orientation might be a good model for some of the more suburban/arterial sites (e.g., Kellerman’s Korner and Fones).

O'Farrell & Capitol (Wildwood Center)

PEOPLE		
Population	1,900 (within ½ mile radius)	●
Employees	1,020 (within ½ mile radius)	
PLACES		
Commercial Uses	Vic's Pizzeria, Olympia Coffee Roasting, Spud's Produce Market (3 counts of desired businesses). Most business is by auto.	●
Public Attraction	Trillium Park, Tumwater Historical Park, Tumwater Historical Park.	
PHYSICAL FORM		
Age of Building Stock and Size	Average year built: 1934 Commercial space: 7,844 sq ft	●
Public Realm Quality	Capitol Blvd is attractive with median and woodlands. Side streets lack sidewalks.	
ACCESS		
Intersection Density	¼ mi: 71 intersections per square mile ½ mi: 73 intersections per square mile	●
Pedestrian Connectivity	89.9% sidewalk coverage, Few adjacent connections to residential area.	
Traffic Speeds & Volumes (2014)	25 mph speed limit. 12,592 north-south, 1,382 east-west.	
Transit	Route: 13 29 weekday daily trips	
POTENTIAL		
Zoning	Residential 4-8, Neighborhood Retail.	○
Parcel Size & Configuration	Average lot size: 11,000 sq ft (Mixed 1/8 – ¼ acre residential lots)	
Land Availability	1.4 acres	
Market Strength	12,250 sq ft unmet demand in ½ mile Median income: \$84,700	
EQUITY		
Environmental Health Disparities	4	
Environmental Exposure	6	
Socioeconomic Factor	1	
People Living in Poverty	3	
People of Color	3	



San Francisco Ave & Bethel St (San Francisco Street Bakery)



Summary

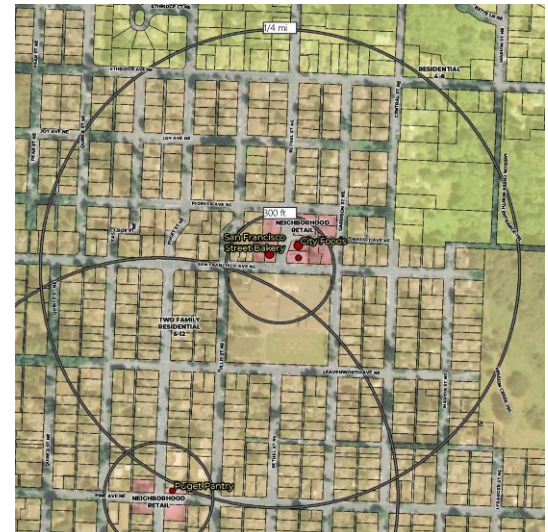
The bakery is a big draw and the elementary school increases activity. The corner convenience store is older and in need of maintenance, and the abandoned gas station will require environmental cleanup. Surrounding neighborhood can provide some commercial market potential because of the neighborhood's isolation. There is an excellent street grid and pedestrian network.

Opportunities and Next Steps

There has been considerable interest in developing the east side of Bethel St NE (convenience store and gas station), but the challenges of toxic clean-up and unwilling seller of the convenience store has hindered efforts. There is also the potential of a larger development on 1/2 or all of the block. This center warrants further study. One option is to explore whether or not the community might welcome mixed use development on 1/2 or all of the block. Brownfield clean-up funds might be able to assist in the development of the former gas station site. The City might also identify pedestrian and bicycle connectivity improvements.

San Francisco Street Bakery

PEOPLE		
Population	3,000 (within ½ mile radius)	●
Employees	960 (within ½ mile radius)	
PLACES		
Commercial Uses	San Francisco Street Bakery, City Foods (convenience store). (4 counts of desired business)	●
Public Attraction	Mission Creek Nature Park, Elementary School, and the bakery courtyard.	
PHYSICAL FORM		
Age of Building Stock and Size	Average year built: 1978 Commercial space: 7,346 sq ft	●
Public Realm Quality	High quality streetscapes in some areas but sidewalk grid is incomplete.	
ACCESS		
Intersection Density	¼ mi: 189 intersections per square mile ½ mi: 138 intersections per square mile	●
Pedestrian Connectivity	83.5% sidewalk coverage	
Traffic Speeds & Volumes (2014)	25 mph speed limit 3,448 north-south, 4,076 east-west	
Transit	Route: 21 15 weekday daily trips	
POTENTIAL		
Zoning	Single Family Residential 4 – 8, Two Family Residential 6-12, Neighborhood Retail.	●
Parcel Size & Configuration	Average lot size: 22,000 sq ft (1/8 – ¼ ac parcels in traditional grid pattern)	
Land Availability	None	
Market Strength	13,550 sq ft unmet demand in ½ mile Median income: \$76,500	
EQUITY		
Environmental Health Disparities	2	
Environmental Exposure	5	
Socioeconomic Factor	3	
People Living in Poverty	5	
People of Color	4	



Puget St & Pine Ave (Puget Pantry)



Summary

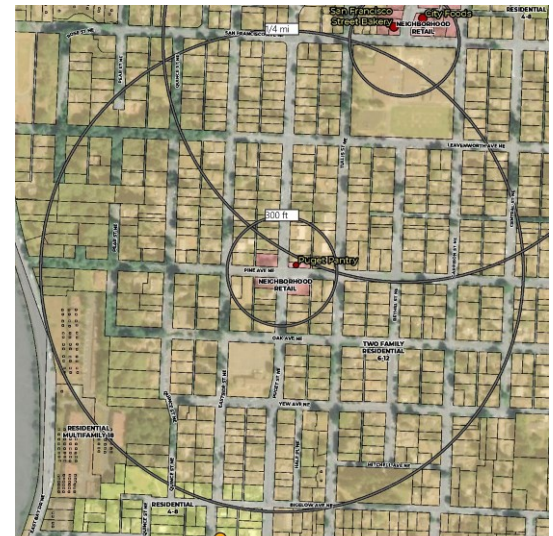
This center is a small corner grocery and a few small live/work businesses in a modest, traditional, single-family neighborhood. There are some larger residential parcels in the neighborhood. A small “community center” run by a local church is located across Puget Street.

Opportunities and Next Steps

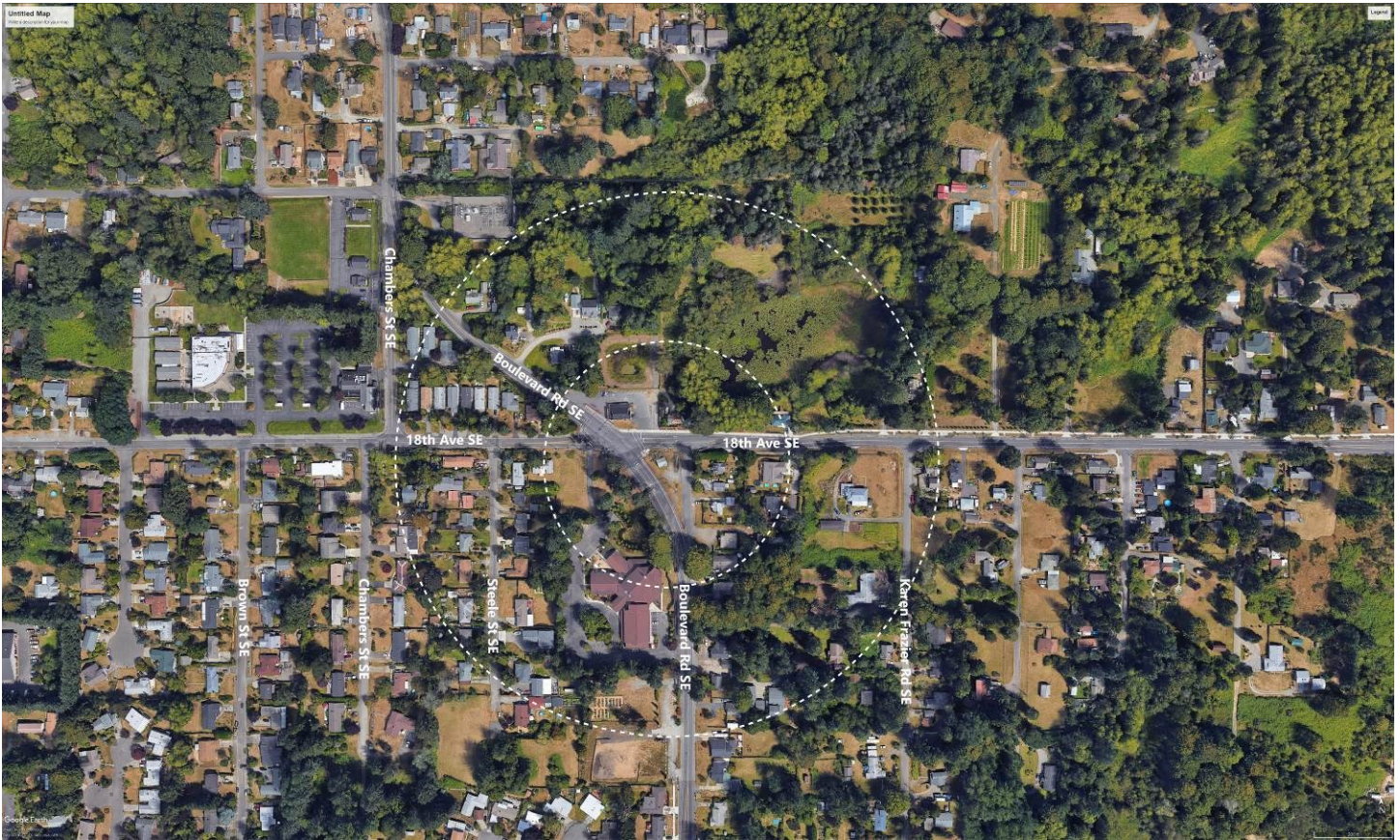
There is a development opportunity on the Neighborhood Residential-zoned parking lot directly south of the Pantry on Pine Ave NE. If development is not an option on the lot, maybe there are ways to encourage pop-ups or vegetable stands there. The owner has been interested in expansion of the grocery, but there were too many code hurdles. It also seems like there are some entrepreneurial activities in the neighborhood. This might be a good case study to identify what can be done to remove code and other barriers to small businesses. A next step might be to check again with the business owner if there are ways to foster business activities enough to add uses and new development. The team could explore what measures are needed to allow live/work or residential businesses. The larger neighborhood seems ripe for enhancement (or gentrification/displacement).

Puget & Pine (Puget Pantry)

PEOPLE		
Population	3,400 (within ½ mile radius)	●
Employees	1,160 (within ½ mile radius)	
PLACES		
Commercial Uses	Puget Pantry (convenience store) (1 count of desired business). There appears to be other informal commercial uses nearby, bicycle shop, and clothing store.	●
Public Attraction	Bigelow Park, Bigelow House Museum, 7 th Day Adventist Church.	
PHYSICAL FORM		
Age of Building Stock and Size	Average year built: 1946 Commercial space: 2,489 sq ft	●
Public Realm Quality	Incomplete sidewalk grid. This is an older neighborhood of modest houses with few streetscape amenities.	
ACCESS		
Intersection Density	¼ mi: 189 intersections per square mile ½ mi: 154 intersections per square mile	●
Pedestrian Connectivity	87.5% sidewalk coverage	
Traffic Speeds & Volumes (2014)	25 mph speed limit 4,747 north-south, 780 east-west	
Transit	Route: 21 15 weekday daily trips	
POTENTIAL		
Zoning	Two Family Residential 6-12, Neighborhood Retail.	●
Parcel Size & Configuration	Average lot size: 7,200 sq ft (1/4 -1/8 acre lots in a traditional grid block pattern)	
Land Availability	None except the vacant parking lot	
Market Strength	15,000 sq ft unmet demand in ½ mile Median income: \$67,100	
EQUITY		
Environmental Health Disparities	2	
Environmental Exposure	5	
Socioeconomic Factor	3	
People Living in Poverty	5	
People of Color	4	



Boulevard Rd & 18th Ave (Pit Stop)



Summary

This center consists of a convenience store at an irregular arterial intersection. Pedestrian and vehicle movement at this intersection are difficult. Heavy traffic provides market potential but limits access. The church appears to own property across the intersection from the Pit Stop but access to it will be challenging unless the intersection or the church development is reconfigured. An oblong round-about is planned but pedestrian connections will still be difficult.

Opportunities and Next Steps

Because expansion opportunities and access are limited, this location as a future neighborhood center should be removed from the Future Land Use Map during the next Comprehensive Plan update.

Boulevard & 18th (Pit Stop)

PEOPLE		
Population	2,500 (within ½ mile radius)	●
Employees	980 (within ½ mile radius)	
PLACES		
Commercial Uses	Pit Stop Market, Realm Salon, Olympia Dental Lab, Build a Bike (temporarily closed) (1 convenience store remaining)	●
Public Attraction	None	
PHYSICAL FORM		
Age of Building Stock and Size	Average year built: 1976 Commercial space: 10,840 sq ft	●
Public Realm Quality	Attractive semi-rural arterial streetscapes. Poor pedestrian connections.	
ACCESS		
Intersection Density	¼ mi: 87 intersections per square mile ½ mi: 88 intersections per square mile	○
Pedestrian Connectivity	9.9% sidewalk coverage Very poor	
Traffic Speeds & Volumes (2014)	25 mph speed limit 8,068 north-south, 6,482 east-west	
Transit	Route: 64 14 weekday daily trips	
POTENTIAL		
Zoning	Two Family Residential 6-12, Residential 4-8, Neighborhood Retail	○
Parcel Size & Configuration	Average lot size: 40,000 sq ft (w/in 300' - broken and irregular. Neighboring residential areas – ¼ ac lots.)	
Land Availability	1.5 acres	
Market Strength	13,700 sq ft unmet demand in ½ mile Median income: \$86,400	
EQUITY		
Environmental Health Disparities	2	
Environmental Exposure	6	
Socioeconomic Factor	5	
People Living in Poverty	3	
People of Color	5	



Fones Rd & 18th Ave



Summary

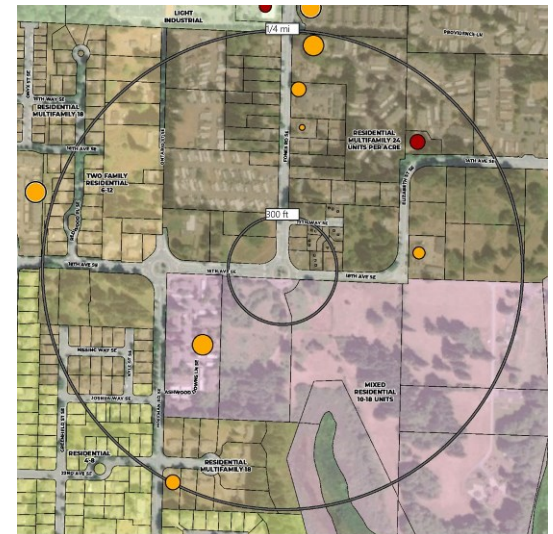
The Fones Rd center is approximately ½+ mile from a large, full-service shopping complex along Pacific Ave SW. Development south of 18th Ave SE is constrained by Chambers Lake and associated wetlands. One potential redevelopment site is at the corner of 18th Ave SE and Fones Rd SE, and another vacant parcel is one block to the east. There is a mix of single family, multi family, and mobile home park residences within ¼ mile. Sidewalks are often missing. Some streets (e.g., Ontario St SE) are lined with large trees. None of the potential sites for a commercial center are currently zoned commercial. There is the potential for a park in the wet area near Chambers Lake. There is a \$17 million project to improve Fones Rd to north where there are sites for commercial redevelopment. Property to the south is a storm water facility.

Opportunities and Next Steps

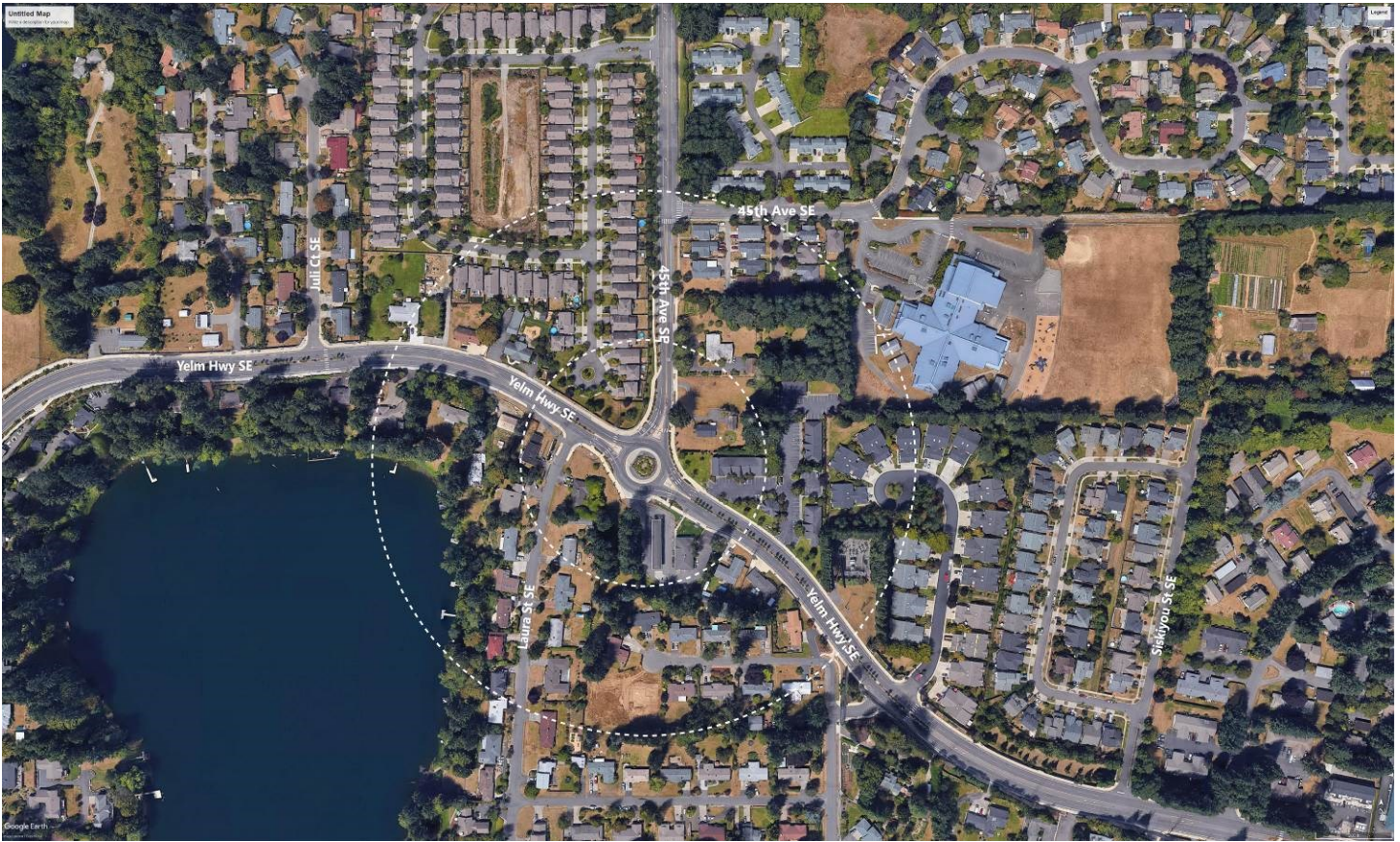
It is difficult to determine the potential at the Fones Rd and 18th Ave site because of several positive and negative factors. The current 15,000 Average Weekly Daily Traffic (AWDT) volume is sufficient to support a neighborhood center if other conditions are favorable. There appears to be sufficient market demand, and a potential site is available. Storm water is a concern in the area. The local population should have better multi-modal transportation options. Constraints to a viable market include the commercial complex to the north and the lack of existing or potential residences to the south and east. The status of this center should be considered in the Comprehensive Plan update because of the proximity of a viable commercial center to the north and the proposed infrastructure improvements.

Fones & 18th

PEOPLE		
Population	3,300 (within ½ mile radius)	●
Employees	1,080 (within ½ mile radius)	
PLACES		
Commercial Uses	(0 count of desired business) ½ mile: Tri City Meats, Home Depot, Sherwin Williams, and light industrial.	●
Public Attraction	City Kids Child Daycare, Chambers Lake Trailhead Park, boat launch, Chehalis Western Trail, Margaret McKenny Park.	
PHYSICAL FORM		
Age of Building Stock	Average year built: 1978 Commercial space: 0	●
Public Realm Quality	Pleasant suburban qualities but poor pedestrian connectivity.	
ACCESS		
Intersection Density	¼ mi: 71 intersections per square mile ½ mi: 65 intersections per square mile	●
Pedestrian Connectivity	72.5% sidewalk coverage	
Traffic Speeds & Volumes (2014)	30 mph speed limit 12,913 north-south, 15,663 east-west	
Transit	Route: 64 14 weekday daily trips	
POTENTIAL		
Zoning	Mixed Residential 10-18 Units, Residential Multifamily 24 Units Per Acre.	●
Parcel Size & Configuration	Average lot size: 43,000 sq ft (Mixed – 1/8 – ¼ acres residential lot. Two vacant lots @ 1.5 ac ad 1.0 ac)	
Land Availability	4.4 acres	
Market Strength	12,950 sq ft unmet demand in ½ mile Median income: \$63,100	
EQUITY		
Environmental Health Disparities	3.5	
Environmental Exposure	5.5	
Socioeconomic Factor	6.5	
People Living in Poverty	5.5	
People of Color	5.75	



Boulevard Rd & Yelm Highway (Victoria Square)



Summary

This center is located within Olympia's Urban Growth Area, and may someday be annexed. Current commercial activities consist of an AM/PM minimart-gas station and a small professional office cluster. There is an elementary school to the northeast, but it is physically separated from the center. There is very little opportunity for development except for some larger residential parcels with large gardens (approximately $\frac{3}{4}$ to 1 ac) on the east side of Boulevard. These parcels and other areas surrounding the center are R 4-8 or R 6-12. The physical context is attractive, but pedestrian infrastructure is lacking in the surrounding area. There is a large commercial cluster about 2 miles to the east and Briggs Village is less than a mile to the west.

Opportunities and Next steps

There are few development or expansion opportunities. A few sites on the east side of Boulevard with gardens/veggie markets just north of the intersection of Yelm Highway and Boulevard Road might provide opportunities for small businesses. The professional office court at the northeast corner of the round-about seems stable. Given the lack of available land area and poor connectivity, consider removing from the Future Land Use map during the next Comprehensive Plan update.

Boulevard & Yelm Highway (Victoria Square)

PEOPLE		
Population	3,200 (within ½ mile radius)	●
Employees	1,110 (within ½ mile radius)	
PLACES		
Commercial Uses	Olympia Smiles Family Dentistry, Arco am-pm (1 food store)	●
Public Attraction	Olympia Dog Park, LBA Bike Trails	
PHYSICAL FORM		
Age of Building Stock and Size	Average year built: 1983 Commercial space: 3,989 sq ft	○
Public Realm Quality	Pleasant suburban arterials but poor-quality pedestrian connections.	
ACCESS		
Intersection Density	¼ mi: 92 intersections per square mile ½ mi: 78 intersections per square mile	●
Pedestrian Connectivity	2.1% sidewalk coverage	
Traffic Speeds & Volumes (2014)	35 mph speed limit 8,075 north-south, 25,559 east-west	
Transit	Route: 68 30 weekday daily trips	
POTENTIAL		
Zoning	Neighborhood Retail, Residential 4-8, Two Family Residential 6-12.	○
Parcel Size & Configuration	Average lot size: 25,000 sq ft (1/8 – 1/4- acre lots within a curvilinear and disconnected street system)	
Land Availability	21.6 acres	
Market Strength	18,800 sq ft unmet demand in ½ mile Median income: \$90,600	
EQUITY		
Environmental Health Disparities	1	
Environmental Exposure	3	
Socioeconomic Factor	4	
People Living in Poverty	4	
People of Color	5	



- 2,500 Square Feet or Less
- 2,501 – 5,000 Square Feet
- 5,001 – 10,000 Square Feet
- 10,001 – 50,000 Square Feet
- 50,001 or More Square Feet
- Retail
- Office
- Multifamily
- Industrial
- (Any Color) Built 2020 or Later

