

COMMERCIAL REAL ESTATE SERVICES



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Keith Stahley
Director, Community Planning and Development
City of Olympia
PO Box 1967
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RE: Briggs Village Proposed Text Amendment – Urban Village Commercial Zoning

Dear Keith:

I am a commercial real estate broker with CBRE primarily focusing in leasing and sale of retail properties. For the last 15+ years, I have worked with various retail property owners, buyers and tenants in the south Puget Sound area.

I have been working as the leasing broker for Briggs Village since the new ownership acquired the project in December of 2015.

After over six months of talking to prospective commercial tenants and actively marketing the concept of the Briggs Village project, I have come to the conclusion that the ability to include a drive-in or drive-through element on a portion of the commercial sites is imperative in order to secure key tenants, as I will elaborate further in this letter.

In April 2016, we had received a letter of intent from a local dentist looking to relocate his practice to Briggs Village Town Center. After weeks of active negotiation, the dentist ultimately decided to go elsewhere. A key factor in his decision was that he did not want to put himself in a position where he could end up being the only business located at Briggs Village for a long time. This experience demonstrates the importance of attracting viable retail tenants to the success of the Town Center concept and Briggs Village as a whole.

As part of our efforts to attract junior anchor retail tenants, we have had several conversations with representatives of Starbucks and Bartell Drugs. Starbucks has had an interest in the site for quite some time, but the company will not consider new locations without a drive-through,

especially in suburban areas. While Briggs is an "Urban Village" under City of Olympia regulations, as a practical matter it remains a suburban site for purposes of retail site selection criteria.

An anchor tenant with wide brand recognition like Starbucks or Bartell Drugs would draw other brands and businesses such as restaurants and service oriented businesses, as well as professional office tenants. The variety of such a tenant mix will create synergy thus attracting customers.

In addition, Bartell Drugs, just recently started discussions about expanding into Thurston County according to its broker, Dan McGinnis of CBRE. Bartell's prototypical building is 15,000 square feet (110 x 136) with a drive-through. According to the broker, Bartells has an interest in the site, but will not give it serious consideration without the availability to site a drive-through.

Currently Urban Village zoning allows drive through lanes for banking uses only. It is my professional opinion that based on current market conditions, the proposed text amendment to the current Urban Village zoning to allow limited single-lane drive through uses on certain sites within the Town Center will significantly improve the ability to secure the additional commercial tenants that are crucial to the success of the Briggs Village project.

Once we secure one or two anchor tenants, such as Starbucks or Bartell's, it should be fairly easy to attract other retailers and professional office tenants to fill the remaining spaces. We already have interest from two local service businesses who are prepared to sign leases when we have firm commitment from a junior anchor tenant such as Bartells or Starbucks.

It is my sincere hope that the City will support the proposed text amendment so that we can create a viable commercial Town Center at Briggs Village to support its residents and the surrounding community, as intended. Please feel free to contact me if you have further questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Yeh-Hee Hahn". The signature is fluid and cursive, written in a professional style.

Yeh-Hee Hahn
Vice President
CBRE