

A P P E N D I X

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## Market Segment Summary

This appendix summarizes the information collected for each of the eleven market segments along the light rail line. For each segment, a table shows demand and supply conditions, market conditions, and current projections. Market segments are defined in Appendix C and shown on Figure C-1. The information in this appendix served as the basis for forecasting station area growth: (1) with light rail, and (2) with light rail and supportive policies.

## **NORTHGATE MARKET SEGMENT**

The Northgate market segment is characterized by a mix of land uses, including commercial uses and both single-family and multi-family housing in a low-density configuration. While the demand for housing and commercial space is somewhat weaker than other markets north of Downtown, a combination of steady demand, lower property values, and available capacity for development makes this market segment healthy for additional development.

Apartment rents are lower than in other market segments north of Downtown, and apartment vacancy rates are low. Average assessed values of land are also lower than other markets north of Downtown, but they are still considerably higher than markets in Southeast Seattle. While office rents are in line with other segments closer to Downtown, vacancy rates in North Seattle have remained significantly higher, hovering in the 7% range for a number of years.

### **Northgate Market Segment: Summary of Market Conditions**

<b>Demand Conditions</b>			
1997 Estimated Population	<b>14,795</b>	1997 Estimated Employment	<b>13,817</b>
1980 - 1990 Growth Rate	<b>1.6%</b>	1980 - 1990 Average Annual Growth Rate	<b>2.4%</b>
1990 - 1997 Growth Rate	<b>1.1%</b>	Percent of Employment in Trade	<b>36%</b>
1997 Dwelling Units	<b>7,512</b>	Percent of Employment in FIRE, Government, or Services	<b>54%</b>
1990 Units % MF	<b>57%</b>		
1990 - '97 New Units % MF	<b>87%</b>		
<b>1997 to 2020 Projections</b>			
<i>PSRC Existing Trends Projection</i>			
Population Growth Rate	<b>1.3%</b>	Employment Growth Rate	<b>1.5%</b>
<i>City 20 Year Comp Plan Extrapolation</i>			
Population Growth Rate	<b>1.4%</b>	Employment Growth Rate	<b>2.7%</b>
<b>Supply Conditions</b>			
Net Acres of Parcels within Market Segment	<b>986</b>	1997 Estimated Commercial Floor Area	<b>7,401,732</b>
1997 Dwelling Units	<b>7,512</b>	1997 Floor Area - Office	<b>3,734,251</b>
1997 Dwelling Units per Net Acre	<b>7.6</b>	1997 Floor Area Ratio	<b>0.2</b>
<b>Market Conditions</b>			
1996 Estimated Median Household Income	<b>\$38,881</b>	1997 Assessed Value of Commercial Land per square foot	<b>\$19.12</b>
1985 - '97 Growth Trend in Sale Price: Multi-family	<b>7.7%</b>	85 - '97 Growth Trend in Sale Price: Commercial	<b>4.6%</b>
1997 Apartment Rent per Square Foot per Month - 2 Bdrm 1 Bath	<b>\$0.85</b>	98 Average Office Rents/Sq Ft-Grade A&B	<b>\$18.53</b>
Apartment Vacancy Rate	<b>2.5%</b>	98 Average Office Vacancy Rate-Grade A&B	<b>7.0%</b>

## GREENLAKE-ROOSEVELT MARKET SEGMENT

The Greenlake-Roosevelt market segment is a primarily residential area dominated by single-family housing. In recent years, however, the majority of development in the area has been in multi-family housing. Under current zoning, there is relatively little vacant or redevelopable capacity in this area. Therefore, the PSRC Existing Trends forecast and the *Comprehensive Plan* Extrapolation projections predict little growth overall in either population or employment through the year 2020. The negative population growth and positive employment growth suggest a slight shift from residential to commercial development.

The Greenlake-Roosevelt market segment has relatively high assessed land values, especially for parcels zoned for single-family residential development. Average apartment rents are relatively high, and vacancy rates are low. In addition, the historic growth rates in sales prices of single-family and multi-family properties are among the highest of all market segments in the light rail corridor.

### Greenlake-Roosevelt Market Segment: Summary of Market Conditions

<b>Demand Conditions</b>			
1997 Estimated Population	<b>15,281</b>	1997 Estimated Employment	<b>3,356</b>
1980 - 1990 Growth Rate	<b>0.3%</b>	1980 - 1990 Average Annual Growth Rate	<b>1.6%</b>
1990 - 1997 Growth Rate	<b>0.2%</b>	Percent of Employment in Trade	<b>35%</b>
1997 Dwelling Units	<b>7,265</b>	Percent of Employment in FIRE, Government, or Services	<b>44%</b>
1990 Units % MF	<b>34%</b>		
1990 - '97 New Units % MF	<b>73%</b>		
<b>1997 to 2020 Projections</b>			
<i>PSRC Existing Trends Projection</i>			
Population Growth Rate	<b>-0.1%</b>	Employment Growth Rate	<b>1.6%</b>
<i>City 20 Year Comp Plan Extrapolation</i>			
Population Growth Rate	<b>0.3%</b>	Employment Growth Rate	<b>0.7%</b>
<b>Supply Conditions</b>			
Net Acres of Parcels within Market Segment	<b>684</b>	1997 Estimated Commercial Floor Area	<b>5,413,030</b>
1997 Dwelling Units	<b>7,265</b>	1997 Floor Area - Office	<b>853,194</b>
1997 Dwelling Units per Net Acre	<b>10.6</b>	1997 Floor Area Ratio	<b>0.2</b>
<b>Market Conditions</b>			
1996 Estimated Median Household Income	<b>\$42,384</b>	1997 Assessed Value of Commercial Land per square foot	<b>\$24.03</b>
1985 - '97 Growth Trend in Sale Price: Multi-family	<b>8.2%</b>	85 - '97 Growth Trend in Sale Price: Commercial	<b>6.7%</b>
1997 Apartment Rent per Square Foot per Month - 2 Bdrm 1 Bath	<b>\$1.09</b>	98 Average Office Rents/Sq Ft-Grade A&B	<b>\$18.53</b>
Apartment Vacancy Rate	<b>1.3%</b>	98 Average Office Vacancy Rate-Grade A&B	<b>7.0%</b>

## **UNIVERSITY MARKET SEGMENT**

The University market segment is densely-populated (over 23,000 people in 1997), with a relatively high ratio of multi-family to single-family housing. Through the 1980s and the first part of the 1990s, population growth was relatively slow. Employment in the area is dominated by the University of Washington, which currently employs more than 20,000 people in a market segment of over 34,000 jobs. According to both the PSRC Existing Trends and the *Comprehensive Plan* Extrapolation forecasts, this already-high level of employment is expected to grow substantially over the coming years.

Average apartment rents in the University market segment are relatively high, and vacancy rates are low. In addition, the assessed value of single-family, multi-family, and commercial land are all in the very high range relative to other market segments in the corridor.

### **University Market Segment: Summary of Market Conditions**

<b>Demand Conditions</b>			
1997 Estimated Population	<b>23,099</b>	1997 Estimated Employment	<b>34,494</b>
1980 - 1990 Growth Rate	<b>0.5%</b>	1980 - 1990 Average Annual Growth Rate	<b>0.3%</b>
1990 - 1997 Growth Rate	<b>0.3%</b>	Percent of Employment in Trade	<b>13%</b>
1997 Dwelling Units	<b>7,946</b>	Percent of Employment in FIRE, Government, or Services	<b>85%</b>
1990 Units % MF	<b>80%</b>		
1990 - '97 New Units % MF	<b>48%</b>		
<b>1997 to 2020 Projections</b>			
<i>PSRC Existing Trends Projection</i>			
Population Growth Rate	<b>0.3%</b>	Employment Growth Rate	<b>1.7%</b>
<i>City 20 Year Comp Plan Extrapolation</i>			
Population Growth Rate	<b>0.8%</b>	Employment Growth Rate	<b>1.2%</b>
<b>Supply Conditions</b>			
Net Acres of Parcels within Market Segment	<b>970</b>	1997 Estimated Commercial Floor Area	<b>12,742,699</b>
1997 Dwelling Units	<b>7,946</b>	1997 Floor Area - Office	<b>6,035,445</b>
1997 Dwelling Units per Net Acre	<b>8.2</b>	1997 Floor Area Ratio	<b>0.3</b>
<b>Market Conditions</b>			
1996 Estimated Median Household Income	<b>\$28,521</b>	1997 Assessed Value of Commercial Land per square foot	<b>\$31.74</b>
1985 - '97 Growth Trend in Sale Price: Multi-family	<b>7.2%</b>	85 - '97 Growth Trend in Sale Price: Commercial	<b>7.2%</b>
1997 Apartment Rent per Square Foot per Month - 2 Bdrm 1 Bath	<b>\$0.96</b>	98 Average Office Rents/Sq Ft-Grade A&B	<b>\$18.53</b>
Apartment Vacancy Rate	<b>1.8%</b>	98 Average Office Vacancy Rate-Grade A&B	<b>7.0%</b>

**CAPITOL HILL MARKET SEGMENT**

The Capitol Hill market segment is the most densely populated segment in the light rail corridor. With more than 29,000 people and 26,000 jobs, Capitol Hill already features much transit-oriented land use development, including a mix of retail uses and housing densities of well over 30 units per acre. While population growth in the first part of the 1990s averaged 0.6% per year, forecasts for population growth (PSRC projection vs. Comprehensive Plan Extrapolation) range from 0.1 to 1%.

Demand for housing on Capitol Hill is strong. The average apartment rent in the Capitol Hill market is high, and the vacancy rate is low at only 1.3%. The assessed values of land are quite high, and the growth trend for the sale price of single-family housing over the past thirteen years (8.2% per year) is higher than any other market segment in the corridor.

**Capitol Hill Market Segment: Summary of Market Conditions**

<b>Demand Conditions</b>			
1997 Estimated Population	<b>29,370</b>	1997 Estimated Employment	<b>26,692</b>
1980 - 1990 Growth Rate	<b>0.2%</b>	1980 - 1990 Average Annual Growth Rate	<b>0.6%</b>
1990 - 1997 Growth Rate	<b>0.6%</b>	Percent of Employment in Trade	<b>15%</b>
1997 Dwelling Units	<b>19,033</b>	Percent of Employment in FIRE, Government, or Services	<b>80%</b>
1990 Units % MF	<b>94%</b>		
1990 - '97 New Units % MF	<b>96%</b>		
<b>1997 to 2020 Projections</b>			
<i>PSRC Existing Trends Projection</i>			
Population Growth Rate	<b>0.1%</b>	Employment Growth Rate	<b>1.4%</b>
<i>City 20 Year Comp Plan Extrapolation</i>			
Population Growth Rate	<b>1.0%</b>	Employment Growth Rate	<b>1.5%</b>
<b>Supply Conditions</b>			
Net Acres of Parcels within Market Segment	<b>626</b>	1997 Estimated Commercial Floor Area	<b>29,303,152</b>
1997 Dwelling Units	<b>19,033</b>	1997 Floor Area - Office	<b>5,383,186</b>
1997 Dwelling Units per Net Acre	<b>30.4</b>	1997 Floor Area Ratio	<b>1.1</b>
<b>Market Conditions</b>			
1996 Estimated Median Household Income	<b>\$26,409</b>	1997 Assessed Value of Commercial Land per square foot	<b>\$29.55</b>
1985 - '97 Growth Trend in Sale Price: Multi-family	<b>5.0%</b>	85 - '97 Growth Trend in Sale Price: Commercial	<b>2.6%</b>
1997 Apartment Rent per Square Foot per Month - 2 Bdrm 1 Bath	<b>\$1.03</b>	98 Average Office Rents/Sq Ft-Grade A&B	<b>N/A</b>
Apartment Vacancy Rate	<b>1.3%</b>	98 Average Office Vacancy Rate-Grade A&B	<b>N/A</b>

## **SOUTH LAKE UNION MARKET SEGMENT**

The South Lake Union/Denny Regrade market segment is currently undergoing rapid growth. There is a great deal of vacant or redevelopable land available in the segment, and strong market conditions (high assessed values, high rents, and low vacancy rates) suggest that commercial development will continue at a rapid pace. During the first part of the 1990s, South Lake Union/Denny Regrade enjoyed average population growth of roughly 3.8% per year. While the PSRC forecasts growth of 1.5% per year to year 2020, the *Comprehensive Plan* Extrapolation projects annual growth at a rate of 5%. The problems associated with extrapolating a high compound growth rate suggest this 5% projection may be too high, however, there is clearly potential for strong growth in this segment.

### **South Lake Union Market Segment: Summary of Market Conditions**

<b>Demand Conditions</b>			
1997 Estimated Population	<b>9,663</b>	1997 Estimated Employment	<b>47,293</b>
1980 - 1990 Growth Rate	<b>0.4%</b>	1980 - 1990 Average Annual Growth Rate	<b>1.1%</b>
1990 - 1997 Growth Rate	<b>3.8%</b>	Percent of Employment in Trade	<b>18%</b>
1997 Dwelling Units	<b>6,998</b>	Percent of Employment in FIRE, Government, or Services	<b>52%</b>
1990 Units % MF	<b>89%</b>		
1990 - '97 New Units % MF	<b>99%</b>		
<b>1997 to 2020 Projections</b>			
<i>PSRC Existing Trends Projection</i>			
Population Growth Rate	<b>1.5%</b>	Employment Growth Rate	<b>1.1%</b>
<i>City 20 Year Comp Plan Extrapolation</i>			
Population Growth Rate	<b>5.0%</b>	Employment Growth Rate	<b>1.0%</b>
<b>Supply Conditions</b>			
Net Acres of Parcels within Market Segment	<b>600</b>	1997 Estimated Commercial Floor Area	<b>24,349,180</b>
1997 Dwelling Units	<b>6,998</b>	1997 Floor Area - Office	<b>11,618,699</b>
1997 Dwelling Units per Net Acre	<b>11.7</b>	1997 Floor Area Ratio	<b>0.9</b>
<b>Market Conditions</b>			
1996 Estimated Median Household Income	<b>\$28,421</b>	1997 Assessed Value of Commercial Land per square foot	<b>\$39.42</b>
1985 - '97 Growth Trend in Sale Price: Multi-family	<b>5.6%</b>	85 - '97 Growth Trend in Sale Price: Commercial	<b>5.0%</b>
1997 Apartment Rent per Square Foot per Month - 2 Bdrm 1 Bath	<b>\$1.25</b>	98 Average Office Rents/Sq Ft-Grade A&B	<b>\$18.38</b>
Apartment Vacancy Rate	<b>3.9%</b>	98 Average Office Vacancy Rate-Grade A&B	<b>1.7%</b>

## DOWNTOWN MARKET SEGMENT

During the 1980s, the majority of all the employment growth in the City of Seattle occurred in the Downtown market segment. In the same period, however, population growth was quite small. During the first part of the 1990s, population growth in Downtown accelerated. Given the capacity of redevelopable land and the strong market conditions evidenced by high rents and low vacancy rates, it is likely that population and employment growth in the Downtown segment will continue to be strong.

The City and PSRC population growth projections are for 3.9% and 1.1% growth per year, respectively. While the problems associated with extrapolating a high compound growth rate suggest the *Comprehensive Plan* Extrapolation of 3.9% may be high, there is clearly potential for strong growth in the market. For employment, the two forecasts are closer, with the *Comprehensive Plan* Extrapolation and PSRC Existing Trends projections at 1.6% and 1.3%, respectively.

### Downtown Market Segment: Summary of Market Conditions

<b>Demand Conditions</b>			
1997 Estimated Population	<b>11,399</b>	1997 Estimated Employment	<b>147,353</b>
1980 - 1990 Growth Rate	<b>1.1%</b>	1980 - 1990 Average Annual Growth Rate	<b>3.4%</b>
1990 - 1997 Growth Rate	<b>2.2%</b>	Percent of Employment in Trade	<b>14%</b>
1997 Dwelling Units	<b>5,863</b>	Percent of Employment in FIRE, Government, or Services	<b>76%</b>
1990 Units % MF	<b>96%</b>		
1990 - '97 New Units % MF	<b>99%</b>		
<b>1997 to 2020 Projections</b>			
<i>PSRC Existing Trends Projection</i>			
Population Growth Rate	<b>1.1%</b>	Employment Growth Rate	<b>1.3%</b>
<i>City 20 Year Comp Plan Extrapolation</i>			
Population Growth Rate	<b>3.9%</b>	Employment Growth Rate	<b>1.6%</b>
<b>Supply Conditions</b>			
Net Acres of Parcels within Market Segment	<b>530</b>	1997 Estimated Commercial Floor Area	<b>65,346,451</b>
1997 Dwelling Units	<b>5,863</b>	1997 Floor Area - Office	<b>50,765,211</b>
1997 Dwelling Units per Net Acre	<b>11.1</b>	1997 Floor Area Ratio	<b>2.8</b>
<b>Market Conditions</b>			
1996 Estimated Median Household Income	<b>\$20,688</b>	1997 Assessed Value of Downtown Land per square foot	<b>\$76.85</b>
1985 - '97 Growth Trend in Sale Price: Multi-family	<b>4.9%</b>	85 - '97 Growth Trend in Sale Price: Downtown	<b>4.9%</b>
1997 Apartment Rent per Sqare Foot per Month - 2 Bdrm 1 Bath	<b>\$1.25</b>	98 Average Office Rents/Sq Ft-Grade A&B	<b>\$25.83</b>
Apartment Vacancy Rate	<b>3.9%</b>	98 Average Office Vacancy Rate-Grade A&B	<b>3%</b>

## **DUWAMISH MARKET SEGMENT**

The Duwamish market segment is essentially an industrial/heavy commercial market with no projected housing development. As evidenced by the relatively high assessed value of commercial land in this segment, there appears to be strong demand for commercial space. Due to the relative scarcity of vacant and redevelopable capacity, however, there is not likely to be a great deal of employment growth in the area. Current employment in the market segment is around 22,000 jobs, but both the *Comprehensive Plan* Extrapolation and the PSRC Existing Trends forecasts call for only 0.6% growth per year to the year 2020. The new sports stadiums may drive some additional employment growth in eating and drinking establishments and other small service businesses.

Although the Duwamish market segment has little housing, it currently has group housing that is not counted in the estimate of 1997 dwelling units. The 1997 population figure includes these residents. The presence of some group housing does not change the predominantly industrial character of the area, and the residential market is still very weak.

### **Duwamish Market Segment: Summary of Market Conditions**

<b>Demand Conditions</b>			
1997 Estimated Population	<b>236</b>	1997 Estimated Employment	<b>21,977</b>
1980 - 1990 Growth Rate	<b>6.0%</b>	1980 - 1990 Average Annual Growth	<b>0.4%</b>
1990 - 1997 Growth Rate	<b>1.5%</b>	Percent of Employment in Trade	<b>34%</b>
1997 Dwelling Units	<b>3</b>	Percent of Employment in FIRE, Government, or Services	<b>35%</b>
1990 Units % MF	<b>100%</b>		
1990 - '97 New Units % MF	<b>N/A</b>		
<b>1997 to 2020 Projections</b>			
<b>PSRC Existing Trends Projection</b>			
Population Growth Rate	<b>3.7%</b>	Employment Growth Rate	<b>0.6%</b>
<b>City 20 Year Comp Plan Extrapolation</b>			
Population Growth Rate	<b>0.0%</b>	Employment Growth Rate	<b>0.6%</b>
<b>Supply Conditions</b>			
Net Acres of Parcels within Market Segment	<b>642</b>	1997 Estimated Commercial Floor Area	<b>14,209,781</b>
1997 Dwelling Units	<b>3</b>	1997 Floor Area - Office	<b>1,035,259</b>
1997 Dwelling Units per Net Acre	<b>0.0</b>	1997 Floor Area Ratio	<b>0.5</b>
<b>Market Conditions</b>			
1996 Estimated Median Household Income	<b>N/A</b>	1997 Assessed Value of Commercial Land per square foot	<b>\$26.54</b>
1985 - '97 Growth Trend in Sale Price: Multi-family	<b>N/A</b>	85 - '97 Growth Trend in Sale Price: Commercial	<b>N/A</b>
1997 Apartment Rent per Square Foot per Month - 2 Bdrm 1 Bath	<b>N/A</b>	98 Average Office Rents/Sq Ft-Grade A&B	<b>N/A</b>
Apartment Vacancy Rate	<b>N/A</b>	98 Average Office Vacancy Rate-Grade A&B	<b>N/A</b>

**NORTH RAINIER-BEACON HILL MARKET SEGMENT**

The North Rainier/Beacon Hill market segment is characterized by a mix of land uses, combining commercial uses with both single-family and multi-family housing in a low-density pattern. The market conditions in this segment are soft relative to the markets to the north, but stronger than in other segments in Southeast Seattle. This relative strength is evidenced by the growth in multi-family housing in the segment during the 1990s, while other Southeast Seattle markets experienced almost none. In addition, the average assessed land values in this segment are higher than in any of the Southeast Seattle markets.

There is still vacant and redevelopable capacity in the North Rainier/Beacon Hill market segment, and the PSRC Existing Trends and *Comprehensive Plan* Extrapolation forecasts each call for population growth of approximately 3,000 people by the year 2020. This projected growth represents the highest population growth forecast for any market in the corridor south of Downtown.

**North Rainier-Beacon Hill Market Segment: Summary of Market Conditions**

<b>Demand Conditions</b>			
1997 Estimated Population	<b>17,481</b>	1997 Estimated Employment	<b>13,000</b>
1980 - 1990 Growth Rate	<b>0.3%</b>	1980 - 1990 Average Annual Growth Rate	<b>1.0%</b>
1990 - 1997 Growth Rate	<b>0.7%</b>	Percent of Employment in Trade	<b>12%</b>
1997 Dwelling Units	<b>6,907</b>	Percent of Employment in FIRE, Government, or Services	<b>49%</b>
1990 Units % MF	<b>46%</b>		
1990 - '97 New Units % MF	<b>68%</b>		
<b>1997 to 2020 Projections</b>			
<i>PSRC Existing Trends Projection</i>			
Population Growth Rate	<b>0.7%</b>	Employment Growth Rate	<b>0.9%</b>
<i>City 20 Year Comp Plan Extrapolation</i>			
Population Growth Rate	<b>0.7%</b>	Employment Growth Rate	<b>1.4%</b>
<b>Supply Conditions</b>			
Net Acres of Parcels within Market Segment	<b>882</b>	1997 Estimated Commercial Floor Area	<b>7,914,609</b>
1997 Dwelling Units	<b>6,907</b>	1997 Floor Area - Office	<b>1,960,084</b>
1997 Dwelling Units per Net Acre	<b>7.8</b>	1997 Floor Area Ratio	<b>0.2</b>
<b>Market Conditions</b>			
1996 Estimated Median Household Income	<b>\$34,640</b>	1997 Assessed Value of Commercial Land per square foot	<b>\$10.14</b>
1985 - '97 Growth Trend in Sale Price: Multi-family	<b>9.3%</b>	85 - '97 Growth Trend in Sale Price: Commercial	<b>4.7%</b>
1997 Apartment Rent per Sqare Foot per Month - 2 Bdrm 1 Bath	<b>\$0.71</b>	98 Average Office Rents/Sq Ft-Grade A&B	<b>N/A</b>
Apartment Vacancy Rate	<b>6.0%</b>	98 Average Office Vacancy Rate-Grade A&B	<b>N/A</b>

## **COLUMBIA CITY MARKET SEGMENT**

The Columbia City market segment is a low-density market dominated by single-family housing. The market conditions in the segment are soft, with low assessed values of land, low apartment rents, relatively high apartment vacancy rates, and little available office space. During the 1990s, there has been little housing growth in the area, with essentially no development of multi-family housing.

The “with” and “without light rail transit” projections call for low population growth in the area through year 2020. For employment, too, when viewed in absolute terms, the two sets of forecasts predict little growth.

### **Columbia City Market Segment: Summary of Market Conditions**

<b>Demand Conditions</b>			
1997 Estimated Population	<b>12,224</b>	1997 Estimated Employment	<b>3,902</b>
1980 - 1990 Growth Rate	<b>0.4%</b>	1980 - 1990 Average Annual Growth Rate	<b>1.4%</b>
1990 - 1997 Growth Rate	<b>0.3%</b>	Percent of Employment in Trade	<b>13%</b>
1997 Dwelling Units	<b>4,456</b>	Percent of Employment in FIRE, Government, or Services	<b>65%</b>
1990 Units % MF	<b>31%</b>		
1990 - '97 New Units % MF	<b>2%</b>		
<b>1997 to 2020 Projections</b>			
<i>PSRC Existing Trends Projection</i>			
Population Growth Rate	<b>0.5%</b>	Employment Growth Rate	<b>1.9%</b>
<i>City 20 Year Comp Plan Extrapolation</i>			
Population Growth Rate	<b>0.6%</b>	Employment Growth Rate	<b>1.3%</b>
<b>Supply Conditions</b>			
Net Acres of Parcels within Market Segment	<b>945</b>	1997 Estimated Commercial Floor Area	<b>2,607,865</b>
1997 Dwelling Units	<b>4,456</b>	1997 Floor Area - Office	<b>805,464</b>
1997 Dwelling Units per Net Acre	<b>4.7</b>	1997 Floor Area Ratio	<b>0.1</b>
<b>Market Conditions</b>			
1996 Estimated Median Household Income	<b>\$35,056</b>	1997 Assessed Value of Commercial Land per square foot	<b>\$6.49</b>
1985 - '97 Growth Trend in Sale Price: Multi-family	<b>4.5%</b>	85 - '97 Growth Trend in Sale Price: Commercial	<b>8.2%</b>
1997 Apartment Rent per Sqare Foot per Month - 2 Bdrm 1 Bath	<b>\$0.71</b>	98 Average Office Rents/Sq Ft-Grade A&B	<b>N/A</b>
Apartment Vacancy Rate	<b>6.0%</b>	98 Average Office Vacancy Rate-Grade A&B	<b>N/A</b>

## HOLLY PARK MARKET SEGMENT

The Holly Park market segment is a low-density market. The market conditions in the segment are soft, with low assessed values of land, low apartment rents, relatively high apartment vacancy rates, and little available office space. During the 1990s, there has been little housing growth in the area, with essentially no development of multi-family housing. The employment base of less than 2,000 jobs is the lowest of any market segment in the light rail alignment and less than half the employment base of the adjacent market segments immediately to the north (Columbia City) and south (Rainier Beach).

The “with” and “without light rail transit” projections call for low population growth in the area through year 2020. For employment, the two forecasts predict little growth.

### Holly Park Market Segment: Summary of Market Conditions

<b>Demand Conditions</b>			
1997 Estimated Population	<b>13,775</b>	1997 Estimated Employment	<b>1,691</b>
1980 - 1990 Growth Rate	<b>0.9%</b>	1980 - 1990 Average Annual Growth Rate	<b>3.9%</b>
1990 - 1997 Growth Rate	<b>0.3%</b>	Percent of Employment in Trade	<b>19%</b>
1997 Dwelling Units	<b>4,484</b>	Percent of Employment in FIRE, Government, or Services	<b>70%</b>
1990 Units % MF	<b>39%</b>		
1990 - '97 New Units % MF	<b>0%</b>		
<b>1997 to 2020 Projections</b>			
<i>PSRC Existing Trends Projection</i>			
Population Growth Rate	<b>0.6%</b>	Employment Growth Rate	<b>2.5%</b>
<i>City 20 Year Comp Plan Extrapolation</i>			
Population Growth Rate	<b>0.5%</b>	Employment Growth Rate	<b>1.6%</b>
<b>Supply Conditions</b>			
Net Acres of Parcels within Market Segment	<b>748</b>	1997 Estimated Commercial Floor Area	<b>2,366,488</b>
1997 Dwelling Units	<b>4,484</b>	1997 Floor Area - Office	<b>491,815</b>
1997 Dwelling Units per Net Acre	<b>6.0</b>	1997 Floor Area Ratio	<b>0.1</b>
<b>Market Conditions</b>			
1996 Estimated Median Household Income	<b>\$32,328</b>	1997 Assessed Value of Commercial Land per square foot	<b>\$5.48</b>
1985 - '97 Growth Trend in Sale Price: Multi-family	<b>7.5%</b>	85 - '97 Growth Trend in Sale Price: Commercial	<b>8.9%</b>
1997 Apartment Rent per Square Foot per Month - 2 Bdrm 1 Bath	<b>\$0.71</b>	98 Average Office Rents/Sq Ft-Grade A&B	<b>N/A</b>
Apartment Vacancy Rate	<b>6.0%</b>	98 Average Office Vacancy Rate-Grade A&B	<b>N/A</b>

## **RAINIER BEACH MARKET SEGMENT**

The Rainier Beach market segment is a low-density market dominated by single-family housing. The market conditions in the segment are soft, with low assessed values of land, low apartment rents, relatively high apartment vacancy rates, and little available office space. During the 1990s, there has been little housing growth in the area, with essentially no development of multi-family housing. With current employment estimated at 4,333 jobs, however, Rainier Beach does have a larger employment base than the Holly Park market segment immediately to the north. The “with” and “without light rail transit” projections call for low population and employment growth through 2020.

### **Rainier Beach Market Segment: Summary of Market Conditions**

<b>Demand Conditions</b>			
1997 Estimated Population	<b>11,211</b>	1997 Estimated Employment	<b>4,322</b>
1980 - 1990 Growth Rate	<b>0.5%</b>	1980 - 1990 Average Annual Growth Rate	<b>1.0%</b>
1990 - 1997 Growth Rate	<b>0.5%</b>	Percent of Employment in Trade	<b>55%</b>
1997 Dwelling Units	<b>4,051</b>	Percent of Employment in FIRE, Government, or Services	<b>17%</b>
1990 Units % MF	<b>30%</b>		
1990 - '97 New Units % MF	<b>0%</b>		
<b>1997 to 2020 Projections</b>			
<i>PSRC Existing Trends Projection</i>			
Population Growth Rate	<b>0.4%</b>	Employment Growth Rate	<b>1.3%</b>
<i>City 20 Year Comp Plan Extrapolation</i>			
Population Growth Rate	<b>0.6%</b>	Employment Growth Rate	<b>1.6%</b>
<b>Supply Conditions</b>			
Net Acres of Parcels within Market Segment	<b>1,680</b>	1997 Estimated Commercial Floor Area	<b>3,722,312</b>
1997 Dwelling Units	<b>4,051</b>	1997 Floor Area - Office	<b>404,034</b>
1997 Dwelling Units per Net Acre	<b>2.4</b>	1997 Floor Area Ratio	<b>0.1</b>
<b>Market Conditions</b>			
1996 Estimated Median Household Income	<b>\$40,954</b>	1997 Assessed Value of Commercial Land per square foot	<b>\$6.26</b>
1985 - '97 Growth Trend in Sale Price: Multi-family	<b>9.1%</b>	85 - '97 Growth Trend in Sale Price: Commercial	<b>0.9%</b>
1997 Apartment Rent per Square Foot per Month - 2 Bdrm 1 Bath	<b>\$0.71</b>	98 Average Office Rents/Sq Ft-Grade A&B	<b>N/A</b>
Apartment Vacancy Rate	<b>6.0%</b>	98 Average Office Vacancy Rate-Grade A&B	<b>N/A</b>