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A Study Into The Retail Market Base &, Economic Viability of Downtown Bremerton

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Introduction

This paper studies the retail market base and economic viability of the Central Business District of Bremerton, WA (CBD). It attempts to answer, "Is providing large-scale retail in downtown Bremerton a reasonable goal? If not, what, if anything, can and should be done with the downtown?" The study compares various statistics and qualitative characteristics of Bremerton to those of three other Washington business districts: Olympia CBD, Protor of Tacoma, and Kingston. The appendix provides photographs and maps (for general, traffic, and census tract information) helpful in understanding the look and feel of each area. When analyzing each city's statistics and features, it becomes obvious that Bremerton is not the ideal location for a major retail center. As such, the city should explore other possible alternative uses for its downtown survival.

Bremerton

To begin, it will be useful to distinguish between the different areas within Bremerton. The downtown, or Bremerton CBD, is the only area of Bremerton that this paper focuses on. Its underachieving economic performance has caused concern for community members since the 1980's. While other areas in Kitsap County (including areas of Bremerton) have thrived, the downtown has continued to display numerous abandoned storefronts and empty streets.

Downtown Bremerton lies on a peninsula boarded on the west by Warren Avenue, on the north by 6th Street, on the south by Burwell Street and the Puget Sound Naval Shipyard (PSNS), and by the Sinclair Inlet on the east. By looking at the maps, it is easy to notice the geographic limitations placed upon the area. The Puget Sound and PSNS severely reduce the number of gateways consumers are able to use to enter the area (though it provides Seattle commuters access to the Washington State Ferries). Further impeding consumers is the length of time it takes to travel on the few access routes into the downtown. In good traffic conditions, it lies ten minutes away from Highway 3, the only major highway in this part of the county.

Despite its geographic isolation, Bremerton CBD had long represented the economic "core" of the Kitsap Peninsula. The town's history begins in 1891 when Navy Lieutenant A. B. Wycoff purchased 190 acres on Bremerton's Sinclair Inlet, and created the Puget Sound Naval Shipyard – the oldest Navy base in the Puget Sound. William Bremer, the city's namesake, saw the economic potential of a town next to a naval base, and incorporated the town in 1901. He promoted the town by encouraging businesses and families to locate near the Navy Base.

This area, now considered the "downtown" area of Bremerton, grew particularly strong during the 1940's when the war effort had a tremendous impact on the town's economic growth. Though the retail core remained strong in the following decades, emerging economic patterns changed the face of downtown Bremerton (as it did in many other cities) during the 1980's. Kitsap residents had long wanted a local shopping mall (many consumers were leaving the county to shop in Tacoma). Finally, in 1984 a group of investors led by Safeco Insurance Co. opened the 120-store Kitsap Mall in nearby

Silverdale. Silverdale is in the geographic center of Kitsap County, has more convenient highway access, and at the time, offered vast amounts of undeveloped land to potential retailers. Soon Bremerton merchants fled the area for Silverdale's centralized retail core, leaving a virtual ghost town behind.[1]

Since the downtown abandonment, community members, politicians, and investors have made a number of revitalization attempts. Some successes have been the creation of a local arts district (including a gallery featuring local artist Amy Burnett and a revamped theater), a $3 million waterfront boardwalk and marina, and the USS Turner Joy (a Vietnam era destroyer available for tours). Other positive aspects include a number of small restaurants and shops (including Los Andes, a shop specializing in handcrafted, Peruvian imports), beautiful natural surroundings, and a new "Gateway Project" that facilitates quick travel into the city via Burwell Street (State Route 304) on the south end of downtown.[2]

Attempts to attract large-scale retail, however, have largely failed. The most recent effort was the "Sinclair Landing Project." Investors hoped to create a major manufacturers' outlet center and dramatically change the look of the downtown area. Unfortunately, these goals were based on the assumptions that Bremerton is part of Seattle's retail and tourist markets (an assumption unsupported by substantial evidence), and capable of supporting high-density retail. Despite its failure to attract large retail, one important goal of the Sinclair Landing Project was accomplished. A new

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[1] Most Bremerton historical information provided by Bremerton Chamber of Commerce.

[2] Qualitative judgements made by the author as well as several active community members interviewed for the study including, but not limited to, Will Marquina, Linda Niebanck, and Warren Olson.

transportation center involving the Washington State Ferry and Kitsap Transit will be completed shortly. The center will allow easier commutes to Seattle and within the city.[3]

As mentioned earlier, downtown Bremerton has its positive aspects: a few small restaurants and shops, art galleries, museums, etc. Unfortunately, it also has more than its fair-share of eyesores. Of approximately 144 parcels of land located in the 13-block central business district, 24 have empty and/or abandoned storefronts; 16.7% of the building space is unused. Of course, these figures do not represent qualitative judgements about the businesses occupying the remaining 83.3% of the space. Many looked as though they were not performing well. Ferry commuters use a large portion of the land as parking space. Owners of abandoned buildings even capitalize on the demand for parking by offering space in front of their abandoned buildings.[4] The city of Bremerton generated approximately $500 million dollars in retail sales revenue in 1998. Only $15 million of that figure, or 3%, came from the downtown area.[5] That breaks down into an approximate mean revenue of $153,000 per store.[6] These dismal figures pale in comparison to all three of the other cities studied for this project.

Bremerton's prolonged economic under-performance, as well as its continued failure to attract large-scale retail, warrant a market study into its retail viability. Can retail survive in Bremerton? What factors are influencing its poor performance? What areas are comparable to Bremerton, and in what ways are they comparable? Where, if not retail, does the future of Bremerton lie?

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[3] For more information on the Sinclair Landing Project, go to the Bremerton Chamber of Commerce at www.bremertonchamber.org.

[4] Information based on a personal tour of Bremerton in July 1999.

[5] The $500 million figure represents the calendar year, 1998, and was published in the Quarterly Business Review by the Washington State Department of Revenue. The $15 million figure came from the City of Bremerton Department of Revenue, and represents four quarters ending in the second quarter of 1999.

[6] Based on 98 businesses reporting more than $1,000 in retail sales.

As mentioned above, downtown Bremerton's geography imposes major limitations on retail performance. If modern consumers value convenience and a quick commute to their favorite stores, very few people will be satisfied with Bremerton. Though about 40,500 people reside in the city, less than 6,000 have immediate access to downtown.[7] The geography in other nearby areas (including Silverdale and Bremerton's Wheaton Way) is far more conducive to large-scale retail, and allows easy access from multiple directions.

In addition to Bremerton's population and geography problems, it has a cumbersomely low per capita income level. 1997 per capita income in Washington was $26,718, in the central Puget Sound region (Kitsap included) – $30,600, in Kitsap County – $21,600, in Bremerton – $14,811, and in the downtown region (including areas with easy access to downtown) – just $12,949. Obviously, downtown Bremerton residents alone do not have a level of disposable income capable of supporting a large central business district. For downtown Bremerton to thrive, it would have to attract a significant level of customers from outside the area – an unrealistic goal when taking into account the more convenient commute to other Kitsap County shopping centers.

Local traffic patterns provide another interesting variable to analyze. Traffic volume in the majority of downtown is so low that city officials recently began to replace traffic lights with stop signs at formerly busy intersections. Following the traffic count map in the appendix, the astute observer will notice comparatively high traffic volume on both Burwell Street and Warren Avenue (especially at its intersection with 11th street). These anomalies are easy to explain. First, as mentioned above, Burwell Street (a portion of State Route 304) is an integral part of the Gateway Project. It is the newly revamped

[7] Census Tracts 805, 812, 813, and 814.

connection between the Seattle Ferry and areas south and/or west of Bremerton. It is safe to assume the vast majority of the 8,203 vehicles travelling on Burwell between Park and Pacific are going to or coming from the Seattle Ferry Terminal (the ferry remains one of Bremerton's few drawing features).[8] Bremerton would like to capture some of this through-traffic by turning commuters into retail consumers. Unfortunately, the entire southern side of Burwell is occupied by the naval shipyard, prohibiting the city from fully capitalizing on the traffic volume.[9] Furthermore, some merchants and community members complain that the Gateway Project is designed to get people in and out of the city as quickly as possible – clearly not compatible with the goal of retaining commuters to capture their retail dollars.

Traffic on 11th and Warren is slightly more complicated. Like Burwell, both 11th and Warren bring commuters to the Seattle Ferry (in this instance, from the north and/or east). More significantly, however, the Warren Avenue Bridge (just north of 11th Street) is the major connection between "West" and the more economically successful "East" Bremerton (across the bridge, Warren turns into Wheaton Way – the economically successful district mentioned earlier). East Bremerton residents wanting to travel south to Port Orchard or Tacoma would travel west on 11th on route to Highway 3 (residents traveling north to Silverdale would take an alternate route). The traffic patterns make sense; the odd part is observing the structures standing on both Warren and 11th. One would think retail stores could thrive on high traffic volume areas as these, yet the roads are lined with low-income housing. Again, economic potential is unfulfilled.

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[8] Traffic volume used to be higher until the navy closed the PSNS gate entrance on the eastern end of Burwell.

[9] Interestingly, the northern side of Burwell is only sparsely populated by retail.

With all its problems, the economic successes of downtown Bremerton seem somewhat surprising. In fact, shops like Los Andes and Amy Burnett's art gallery may be able to perform better in different locations. Other businesses however, are clearly serving local wants and needs. Parking lots and small cafes serve commuters; navy sailors support the numerous local bars, pubs, and tattoo parlors. Large-scale retail, however, does not seem likely to arrive.

Olympia

Downtown Olympia is similar to Bremerton in many ways, the first of which is a large degree of geographic isolation. The downtown stands on a peninsula within Budd Inlet, bounded on the south by Union Avenue, on the east by Eastside Street, and on the north and west by the Puget Sound. Also like Bremerton, access to downtown Olympia by a major highway is fairly limited – it takes at least ten minutes to get to either I5 or Highway 101. Olympia too, experienced an exodus of retail stores when a more conveniently located mall (the Capital Mall) opened in the 1980's.

Olympia's population and income statistics almost exactly mirror those of Bremerton. Official statistics estimate 39,000 residents in Olympia, just 1,500 less than the estimation for Bremerton. Similarly, Olympia's $15,519 per capita income is just over $700 more than Bremerton, a figure dramatically lower than the state average.[10] With these population, income, and geographic similarities, one would expect Olympia CBD retail sales revenue figures to match those of Bremerton CBD. It is shocking, therefore, to discover that the city Community Planning and Development Department reported an astonishing $148 million taxable retail sales in the downtown area for 1998 – a figure *ten times larger* than its Bremerton counterpart.[11]

What may be contributing to downtown Olympia's strong economic performance? Two related factors seem to be responsible. First, though disposable income among local residents is low, there is a significant level of people who commute to the nearby state capitol building. 30,390 Thurston County residents work for the government, a large portion of which work in or near downtown Olympia.[12] At an average monthly wage of $2,800, simple math shows 30,000 individuals earning $33,600 a year. Olympia's important lesson is that a city's residents are not its only consumers; large volumes of office space are also capable of generating substantial retail sales. Downtown Bremerton's only remotely comparable feature is the Naval Shipyard, but the navy recently closed its downtown gate entrance, its employees make less money, and it only employs about 8,000 individuals. Clearly, Bremerton does not have near the level of retail potential derived from office space that Olympia does.

The second, related source of Olympia's success lies in its traffic patterns. Approximately 14,000 vehicles travel west on State Avenue (a one way street) each day. Similarly, 15,000 vehicles per day travel east on 4th Avenue. The vast majority of these cars are going to or coming from the Capitol Campus. These figures are dramatically larger than those of downtown Bremerton's most popular road, Burwell Street (the city's access to the ferry). Even more important, vehicles remain on these streets from the Budd Inlet Bridge to Plum Street (which takes commuters to I5) – an impressive twelve

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[10] A graph in the appendix further illustrates similar income levels in Bremerton and Olympia.
[11] Figure from Ken Black, Community Development Coordinator of Olympia.
[12] Numbers provided by Thurston Regional Planning Council. Figures may not accurately represent the area. After several attempts to locate more reliable data, these figures were deemed to be the most reliable.

blocks. Even alternate routes such as 5th Avenue and Legion Way record between six and seven thousand cars per day. Of course, high traffic volume means little if the city is unable to capture commuters and turn them into consumers (see Bremerton's Burwell Street and Warren Avenue). Clearly, Olympia is successful in achieving this feat.

One may second-guess the reliability of Olympia CBD's $148 million retail sales statistic, but there is no question when it comes to a qualitative judgements. Olympia has an impressive downtown. Small shops and restaurants line the streets. Few vacancies exist. The town is alive with commerce. One thing it does not have, however, is large-scale retail.

Proctor

Proctor is an unofficial district within Tacoma. It represents a small area near Point Defiance, approximately defined between 24th and 30th Streets on the south and north, Adams Street on the east, and Monroe Street on the west.[13] Proctor is a beautiful "urban village" with a rich history. It boasts both the oldest continuously operated movie theater in Washington (The Blue Mouse Theater, opened in 1923) and the oldest bowling alley in the state (Chalet Bowl).

As the retail market began to change, Proctor too saw a major decline in economic activity. Bill Evans, one of three founding members of the Proctor Association said the area was "almost dead." People left the area for nearby malls and strip-malls.

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[13] Washington Street is also in Proctor, but it hosts no businesses. These were the addresses used by the Washington State Department of Revenue to determine local retail sales figures. Much of the Proctor information came from interviews with Bill Evans (active community member and candidate for Tacoma City Council) and several of the town's small business employees and owners.

Mr. Evans proudly notes that Proctor became one of the first areas in the state to undertake an urban revitalization project. In 1982 community members formed the Proctor Association in hopes of preserving a neighborhood they rightfully felt was "important." The city refused to assist their efforts, but a grant from the state allowed them to purchase welcome signs that greeted people entering Proctor. This simple effort breathed new life into the area.

Mr. Evans stresses that it has been a long and difficult process, but well worth the effort. He notes that the key ingredient has been town pride – "people want to feel good about where they live." Merchants banded together to attract new businesses into the area. Through their recruiting efforts, they have enticed businesses such as Starbucks and an extremely upscale grocery store, the Queen Anne Thriftway, to locate in Proctor. Merchants confirmed that residents' attitudes have played a major role in Proctor's success. The owner of North Proctor Video & Ice Cream noted the importance of her small-business minded customers. There are plenty of major chains a short drive away, yet local residents want to preserve their small-community feel, so they support local merchants. Obviously, other merchants in the area share these experiences.

Qualitatively, Proctor is a beautiful area. The Proctor Association has been successful in attracting businesses, promoting the area, and organizing various festivals for community members throughout the year. It is a clean, pedestrian-friendly neighborhood. In measurable terms, the Proctor Association records 95 businesses in the area, 47 of which specialize in retail. In 1998, Proctor generated approximately $34.4 million dollars of taxable retail sales,[14] for an average of $732,000 per store.

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[14] Figure provided by Washington State Department of Revenue.

Proctor occupies a much smaller area than downtown Bremerton. Its 47 retail stores represent half the amount occupying Bremerton, yet it generates over twice the amount of retail sales. Despite these differences, the two areas are similar in a number of ways. Proctor is another area that is somewhat isolated geographically. Though residential communities surround the business district, the Puget Sound is not far to the north, east, and west. Proctor is even more difficult to access by major highway (Highway 16) than downtown Bremerton is. In interviews with numerous area merchants, the majority claimed their customers were "locals, community members, or from the 'North End[15].'" Those who drew customers from outside the area rightfully claimed to carry an especially unique product (such as Harp O'Shamrock – a business specializing in Irish imports, or Al's Racquet Works – one of few Washington businesses that will custom-make sports racquets).

Proctor manages to attract customers from a population base that is slightly smaller than Bremerton. About 35,700 people call the North End home. Traffic volume in Proctor is also relatively light. Its busiest intersection, 26th and Proctor, records 10,000 vehicles traveling north and south, 8,700 traveling west and east. These numbers are comparable to Bremerton's Burwell and Warren intersection, which records no business activity. Apparently, Proctor is successful at capturing its traffic.

The major factors contributing to Proctor's success, however, are the town's psychology (as described above), and income level. Its \$31,800 per capita income dwarfs Bremerton's \$14,800. Even if Bremerton residents were psychologically motivated to support its downtown, their income levels might prohibit it. Proctor's income level is significantly high enough to overcome its natural, geographic limitations, and create a

[15] The best description of the "North End" is the area of Tacoma north of SR 16, west of downtown.

beautiful urban village. Notice again, however, that there is no large-scale retail in Proctor.

Kingston

Kingston is an unincorporated town in the north end of Kitsap County. It is more geographically isolated than any of the other cities mentioned in this paper. Kingston is important in a comparison study with Bremerton because, like Bremerton, it is a geographically isolated area in Kitsap County, and, more importantly, because it provides a major Washington State Ferry connection to the east side of Puget Sound.

Kingston has a small but attractive business district built along State Route 104, the main road to the ferry terminal. Unlike Bremerton, Kingston successfully converts commuters into retailer shoppers by capturing through-traffic. Travelers with plenty of time can stop at one of the town's nice restaurants. Hurried commuters can park their cars at the terminal and rush to get a quick ice cream, hot dog, or hamburger at a small local fast-food restaurant. All these options are within short walking distance from the ferry terminal, as are a number of small gift shops. Altogether, Kingston provides approximately 46 retail shops, which generate $27.4 million dollars – an average of $596,000 per store.[16]

It is amazing that Kingston, a town with a population 3/5 of Bremerton's (24,723 residents) is able to generate nearly twice the amount of retail revenue. Its $17,600 per

[16] Sales revenue figure provided by Washington State Department of Revenue. An alternate figure by the Kitsap County Department of Revenue yields $31 million or $674,000 per store. The estimation of 46 retail shops is based on a personal tour through Kingston.

capita income is not even significantly higher than Bremerton's. Though the Kingston-Edmonds Ferry is more popular than the Bremerton-Seattle route, traffic volume to the terminals is almost identical; just over 8,200 vehicles a day drive on Bremerton's Burwell Street while 8,600 drive on Kingston's SR 104 south of Illinois Avenue (where the highway divides). 6,000 of those 8,600 cars are coming from or going to the ferry terminal. The numerous stores and restaurants located in this area are relying on commuters for business. Clearly, much of Kingston's success lies in its ability to capture ferry commuters and turn them into consumers – a feat Bremerton seems largely unable to accomplish.

This is even more impressive when studying the demographics of the two ferry routes. About 2/3 of Bremerton's three million annual passengers walk on to the ferry. That means 2 million commuters park their cars and actually walk through downtown Bremerton to get to the terminal. Only 600,000 of Kingston's 4.4 million passengers walk on. Kingston commuters must inconvenience themselves to become consumers. They must choose to exit their cars at the terminal and walk to their stores. Bremerton commuters are already out of their cars, yet nothing entices them to shop. There may be a market for these Bremerton Ferry commuters that has gone untapped. Pedestrian friendly businesses between the terminal and parking lots would be convenient places to shop, and if they serve a customer need, they may generate significant revenue.

Conclusions

One may question whether downtown Bremerton only generates an average $153,000 in retail sales revenue, but there is no denying qualitative comparisons between the cities studied for this paper. Bremerton has more than 24 abandoned storefronts in its downtown; even occupied buildings are decaying. Proctor and Kingston only have one vacancy each, while existing structures are well kept and beautiful. Bremerton simply does not have the resources to support a major retail sector. Like the other three areas, Bremerton is geographically isolated. Unlike the other three, it does not have other factors working in its favor. It has a low disposable income level, no traffic volume, little office space, and insufficient neighborhood will to revive it.

It is also important, however, to reiterate the positives. Despite the abandoned streets, some wonderful shops still exist. Community efforts have improved much of the city's look, including the Admiral Theater, art galleries, and the waterfront boardwalk. Access to Seattle is very convenient. Unmentioned earlier is the national recognition Bremerton receives for being a great place to live. In 1990, *Money Magazine* listed Bremerton as the Most Livable City (largely due to the low cost of living), and in 1997, *Reader's Digest* called Bremerton "The Fourth Best Place in the Nation to Raise a Family." Most importantly, Bremerton's natural surroundings are breathtakingly beautiful. Facing west, one can gaze upon a clear view of the Olympic Mountains. Turn around and face east to see almost endless waterfront property with Mt. Rainier in the background.

As of now, downtown Bremerton's retail sector is only slightly performing under potential. It seems entirely possible for entrepreneurs to capitalize on commuters' walks from their cars to the ferry. Altogether, however, it would be a mistake to build retail and expect consumers to line up at the door. The demand is simply non-existent. If then, retail in Bremerton is currently an unrealistic goal, what can be done? The answer is to first *create* demand for retail.

Seattle's housing market has been exploding. The average rental price for a two bedroom, one bath apartment in downtown Seattle is $1,012 per month. Capitol Hill is $904; Green Lake – $849; Bellevue – $864. Longer commutes to Snohomish County will cost $661 in rent. Housing prices anywhere near Seattle are skyrocketing. One place unaffected, however, has been Bremerton.[17] Bremerton's beautiful setting and convenient thirty-minute[18] Seattle commute would make Bremerton an excellent place to live, if only it provided high-density housing for high-income families. Downtown Bremerton could have a strong residential future if policy makers and developers worked together to achieve these goals, though an in-depth residential market-base study must first be completed.

An alternative action would be to create high-volume office space in the area. Olympia demonstrates the dramatic impact office space can have on a local economy. If employees consume near their workplace, they could support a small retail sector surrounding the offices. Is office space a realistic goal? Faced with the choice, many Kitsap residents currently commuting to Seattle would certainly prefer to work in comparable jobs within the county. Corporations may also be willing to locate in

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[17] Average rental price in Bremerton is $516, but no comparable quality of housing currently exists.

downtown Bremerton if the city offered lower labor and land costs than Seattle. Increasing office employment in the area certainly is reasonable. The full impact of the decision, including an estimate of cost-savings to corporations, must first be studied, however, to better estimate the true benefit of building office space in the area.

In addition to increased housing and/or office space, officials should rezone Burwell and Warren to make them more business friendly. Those roads appear to be much more capable of generating retail revenue than the abandoned downtown streets and business buildings. The successful businesses of Bremerton CBD should not be forgotten, however; they should be preserved. The city should take greater efforts to encourage upgrading both its business-occupied and historic buildings.[19] New retail, however, will come naturally only when it is demanded. Higher population density, office space, and especially higher incomes in the area, will create that new demand. Let retail follow demand, concentrate on housing first. This is a new, untried, reasonable solution to Bremerton's problems. It can work.

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[18] Thirty minutes when the Chinook is running. A court injunction has recently interrupted service. It is now a 45-minute commute.

[19] One abandoned building, the Max Hale Center on 5th and Pacific, has a plaque commemorating the place where on June 10, 1940 the phrase "Give 'em hell, Harry" was first uttered at Harry S Truman.

Appendix

Photographs

Bremerton

The first six photographs in this section display Bremerton's beautiful 360-degree view from atop a six-story parking garage (the garage offers one of the best views in town). The first picture begins facing west toward the Olympic Mountains and Bremerton's tallest structure, the Washington Mutual Building. Turning clockwise, the next photographs begin to show Bremerton's extensive waterfront. In the distance lies the Manette Bridge, the less traveled of two connections between East and West Bremerton (the downtown lies in West Bremerton).

Bremerton

These pictures continue displaying Bremerton's surroundings, including its amazing waterfront. On the bottom-left corner of the first picture lies the USS Turner-Joy, a Vietnam Era destroyer available for tours. Behind the trees and continuing along the waterfront to the right side of the picture is the beginning of the waterfront boardwalk and marina. The boardwalk continues into the next photograph. Also in the next picture is the Seattle-Bremerton Auto Ferry slowing down to unload passengers downtown. Finally, the last picture displays Bremerton's southern view of the Puget Sound Naval Shipyard (PSNS) in the background, and the old JC Penny building (now used only as parking for ferry commuters) in the foreground.

Appendix: Photographs

This set of pictures examines some of the positive aspects of downtown Bremerton. First is the Admiral Theater, an old movie theater that community members have recently remodeled to host a wide range of events including plays, dances, and banquets. Next is a photograph of a nearby art gallery and wine shop. Bremerton's few art galleries, museums, and the Admiral Theater compose the relatively new "arts district." Across the street from the Admiral Theater lies Los Andes - the store dedicated to Peruvian imports displayed in the final picture. Los Andes is one of few successful small retail stores in the area.


ADMIRAL
WELCOME
WORLD CHANGERS


Galleries
of West Sound


IMPORTS
STYLES

This final set of Bremerton pictures shows two of Bremerton's saddest sights. The top picture shows the decay of the old Woolworth Building. Notice the chipped paint and rust stains on the walls. Surprisingly, this unsightly building is occupied, though obviously not by a large retailer. Unoccupied is the old JC Penny building, located across the street from the Woolworth building, and displayed in the bottom picture. JC Penny's was the last large retail store to leave the area for the Kitsap Mall in Silverdale. As mentioned earlier, its only users are ferry commuters who use the building's roof for parking. Even if a new retailer would like to occupy the building, they would first need to spend thousands of dollars to remove the asbestos.


PACIFIC
Seattle
F. W. WOOLWORTH CO


PACIFIC
Seattle
BREMERTON

Proctor

This next series of pictures displays some of the highlights of the small business community in Proctor, Tacoma. The first two photographs show two major companies who located to the area only after community members' recruitment activity. The top picture shows the Queen Anne Thriftway, the high quality, upper-class grocery store mentioned in the paper. The bottom photograph displays the local Starbucks, another successful addition to the community.

Proctor

The first two photographs on this page show Proctor's historic side. First is the Blue Mouse Theater – the oldest continuously operated movie theater in Washington. Next is Chalet Bowl – the oldest bowling alley in the state. The last picture shows a building that houses three businesses on the edge of town, all of which claim to get customers from "all over" Washington. On the left is the Northwest Shop, specializing in goods made in Washington. Hidden by the tree is a shop that custom makes tennis racquets. On the right is The Harp O' Shamrock, an Irish import store (it carries a few Scottish goods as well).


SHAKESPEARE IN LOVE 6 SAT SUN MAT 315


Chalet Bowl


the harp & shamrock
GIFTS

Kingston

Most stores located in Kingston lie alongside State Route 104, the gateway into the town and the Kingston-Edmonds Ferry Terminal. On the western edge of town lies a fairly new shopping complex centered around Albertson's – displayed in the first picture. Each of the approximate nine stores retains the cedar shingled walls theme as seen in the picture. The second photograph is of one of Kingston's most successful businesses – Kingston Lumber. This company provides building materials to both Kitsap County and areas of east Puget Sound. The bottom picture shows a sample from another small shopping complex. This complex includes a card shop, frame shop, grocery store, and even limited office space for realtors.

Kingston


Albertsons


FRAME SHOP
APPLE TREE
PHARMACY & GENERAL STORE
Hallmark

These final two pages display the most beautiful part of town – the area near the ferry terminal. The top two pictures show a coffee shop and small gift shop for people waiting to take the ferry. Travelers willing to wait longer may want to stop for a nice meal at the Kingston Inn. This bottom photo was taken from the ferry terminal. People seated near the windows have a great view of the bay, and are able to watch the ferries come and go. They would also be able to see the local marina, uncaptured in these photographs due to a prohibiting fog.


EXCHANGE
THE FINEST GOURMET COFFEE
ESPRESSO


KINGSTON INN

Finally, these last two photographs show both sides of Highway 104 just next to the ferry terminal. Notice the number of small shops and restaurants available to commuters. People can purchase ice cream, coffee, snacks, burgers, and even small gifts from these convenient stores. Each of the businesses displayed in these last five pictures of Kingston lies within close walking distance from the ferry.

General Maps

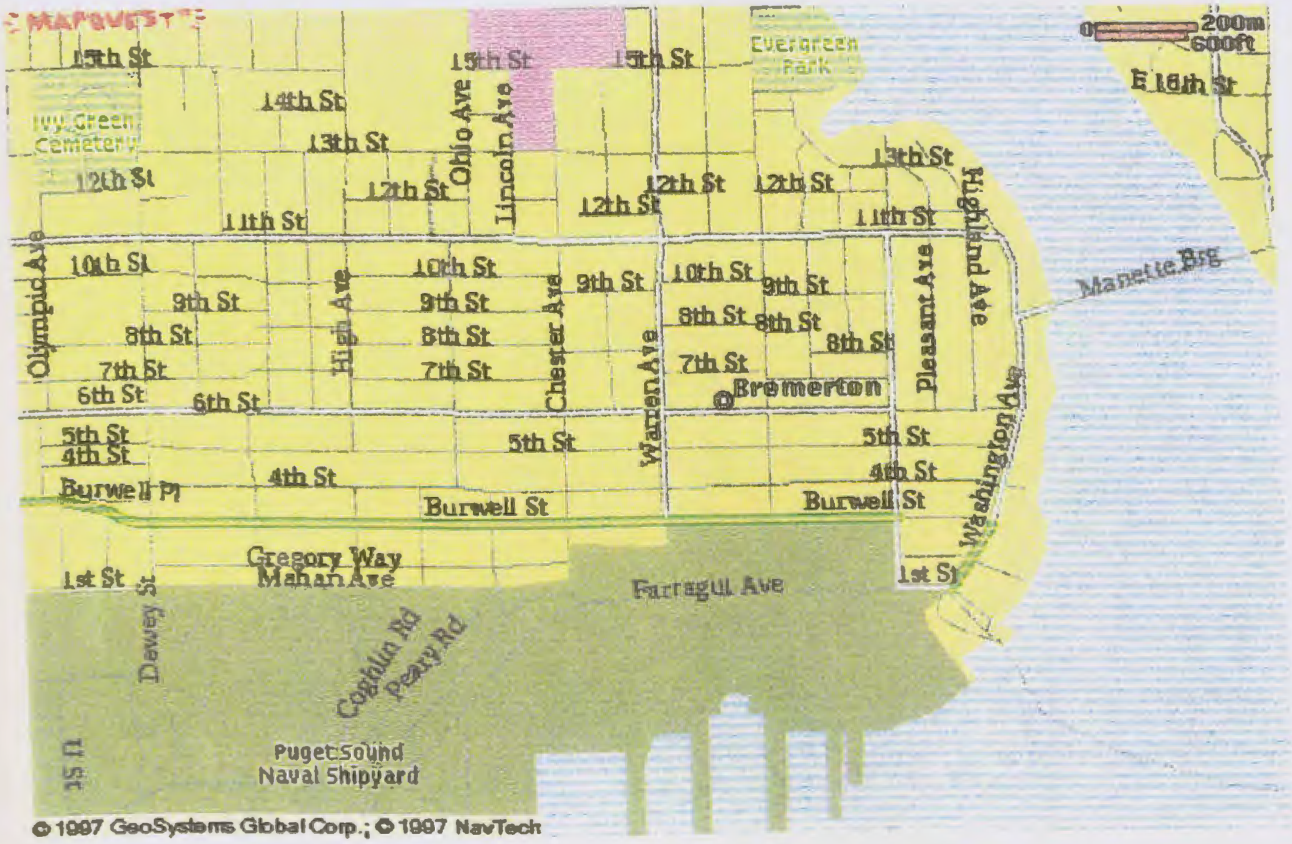
The following is a map of Bremerton and its surrounding areas. It is important to notice that Bremerton is separated into two parts: West Bremerton, located north of the Sinclair Inlet and east of Highway 3, and East Bremerton, separated from the west by the Puget Sound. Downtown Bremerton is situated on the eastern shore of the West Bremerton Peninsula near the "Turner, Point" marker on the map. Notice its large degree of geographic isolation. East Bremerton also appears isolated; Silverdale, however, lies just north and is easy for East Bremerton residents to access.[1]

[1] Yahoo! provided this map, as well as many others in the Appendix.

Bremerton, WA

This map displays a larger view of downtown Bremerton. The Central Business District defined by the paper lies north of Burwell Street, east of Warren Avenue, south of 6th Street, and west of the Puget Sound. Again, notice its geographic isolation. Access to major highways is limited. The Puget Sound Naval Shipyard and the Puget Sound further impede access to the city. Furthermore, the small residential areas surrounding downtown are all low-income. Each of these characteristics makes large-scale retail in downtown Bremerton an unreasonable expectation.

Bremerton, WA



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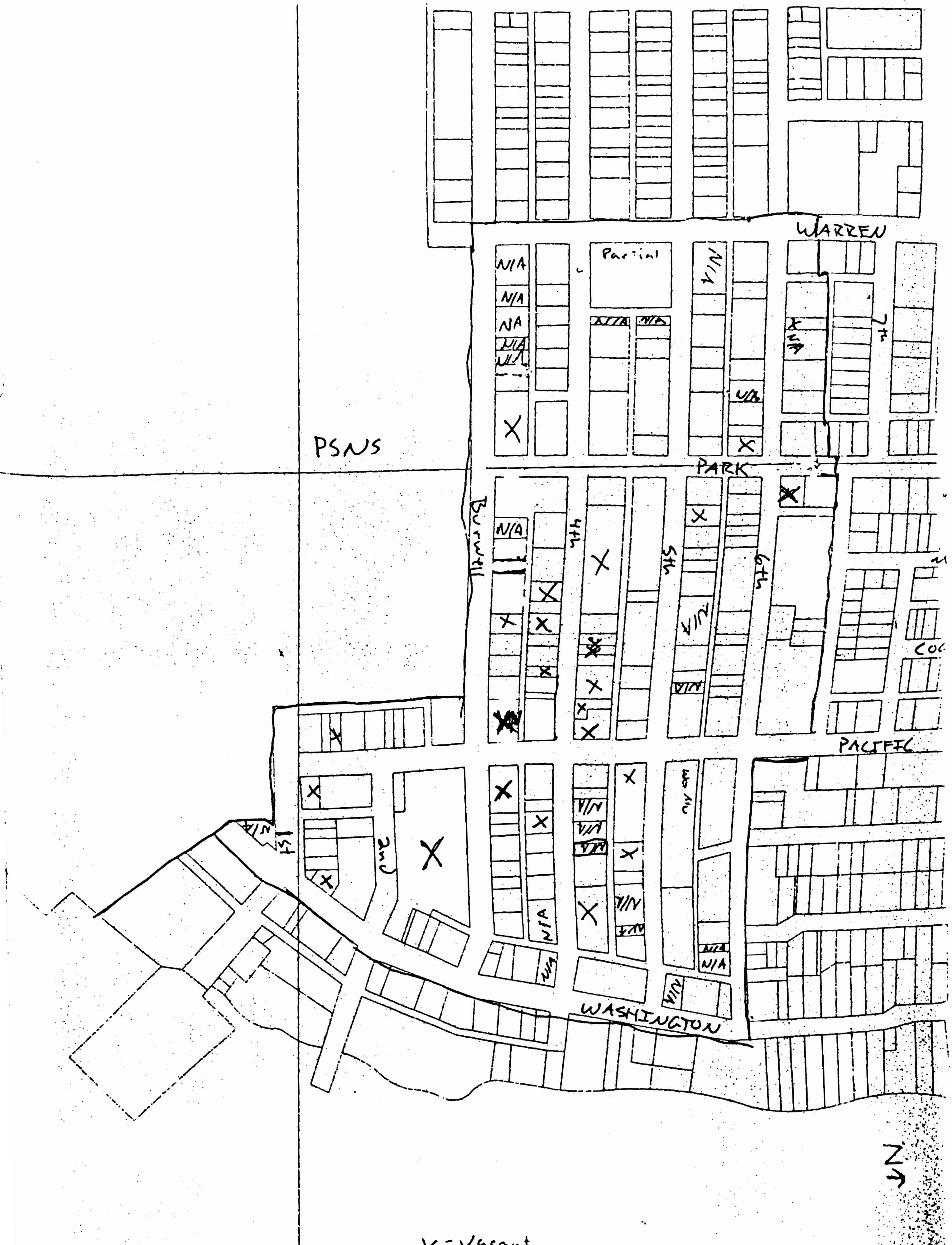
This final general map of Bremerton shows the limits of the author's walking tour through Bremerton. Parcels with an "X" signify abandoned buildings. Non-applicable parcels are currently used as residential, church, or government space. Of the approximate 144 applicable parcels surveyed, twenty-four were empty and/or abandoned.

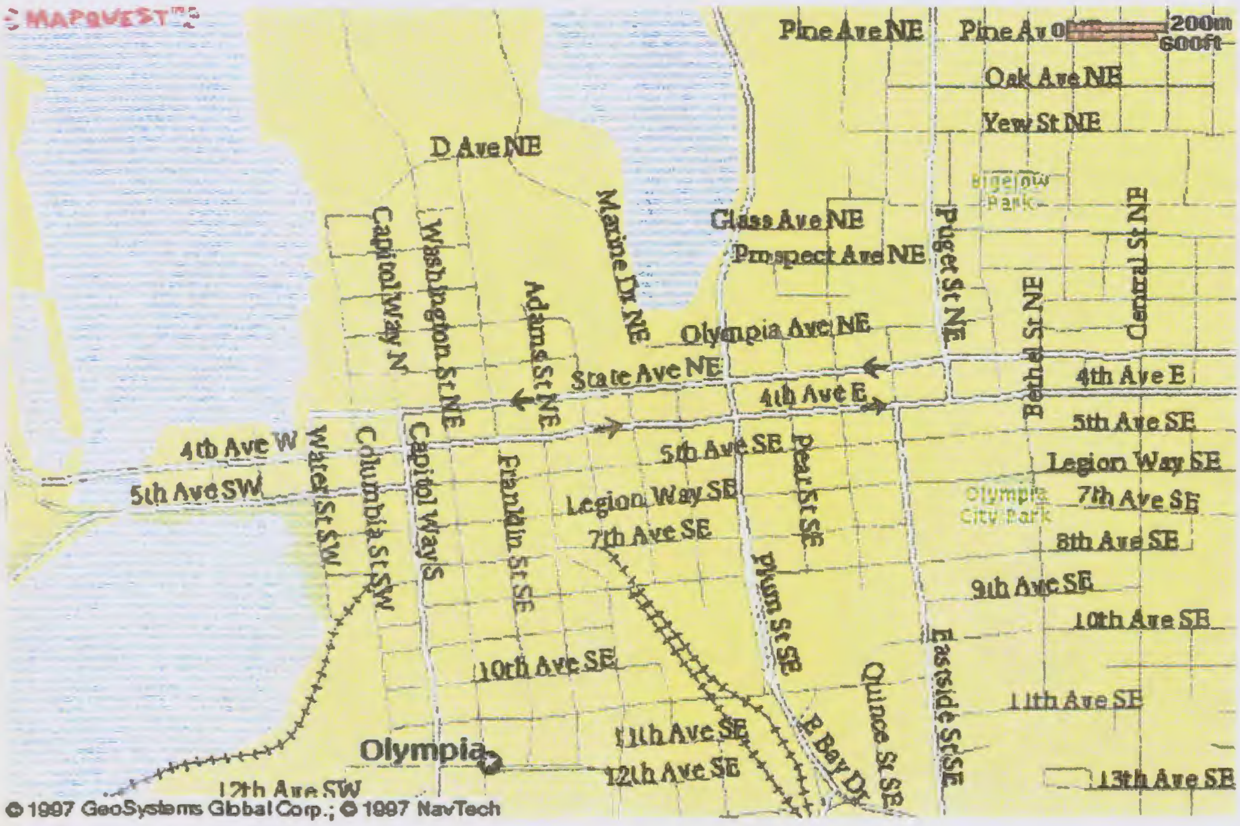


X = Vacant

N/A = Not Applicable

Downtown Olympia is nestled on a peninsula within Budd Inlet. Like Bremerton, it is fairly isolated with difficult access to major highways. It does, however, offer easy access to a large office sector, the Capitol Campus, located just west of where the map ends. State and 4th Avenues provide the major connections between I5 and the Capitol. Each is a one way street with heavy traffic volume. As such, this map will also be useful when looking at traffic data.

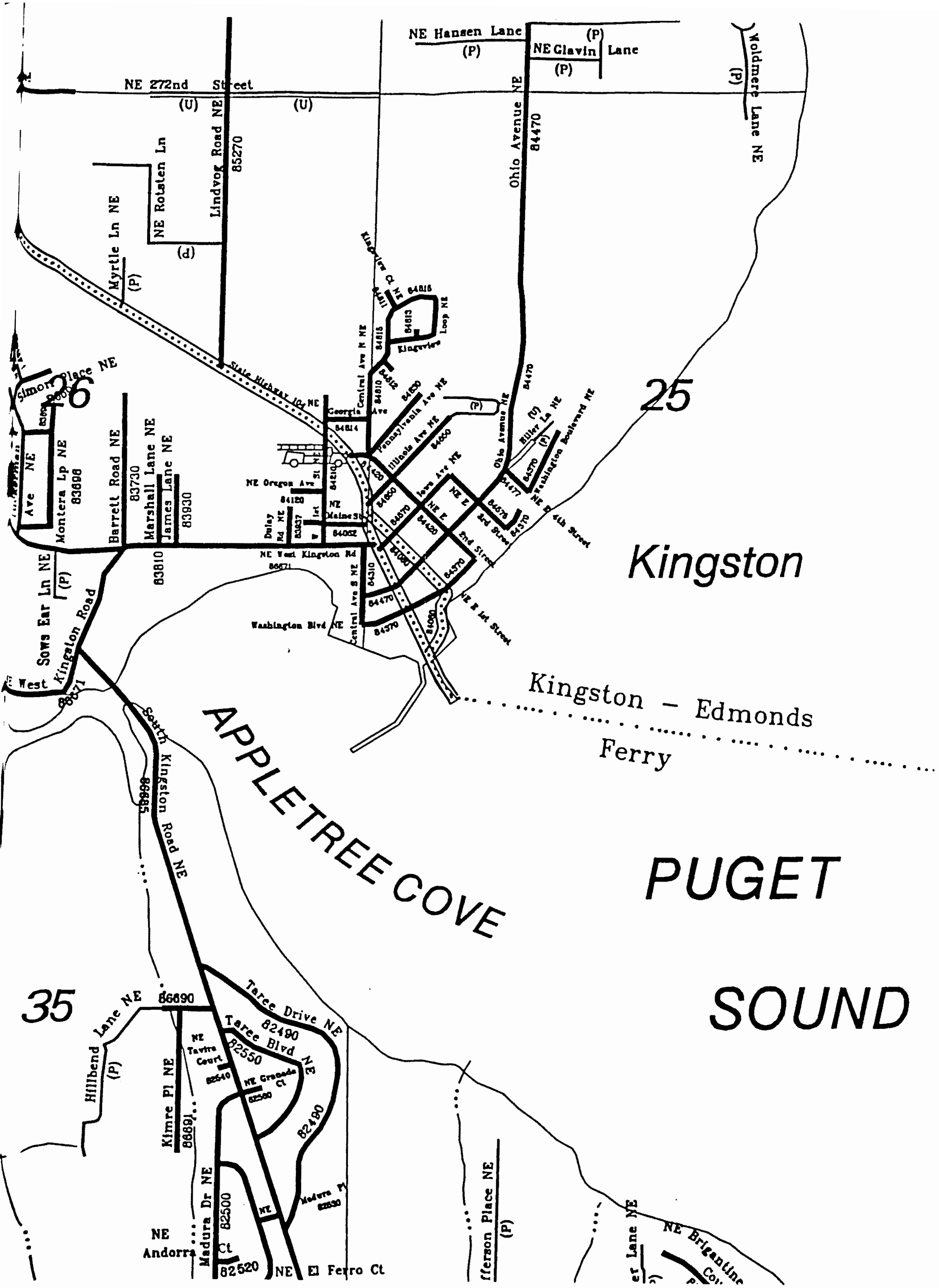
Olympia, WA


MAPQUEST
Pine Ave NE
200m
600ft
Oak Ave NE
Yew St NE
D Ave NE
Glass Ave NE
Prospect Ave NE
Capitol Way N
Washington St NE
Marine Dr NE
Adams St NE
Olympia Ave NE
Puget St NE
Bethel St NE
Central St NE
Bigelow Park
State Ave NE
4th Ave E
4th Ave E
4th Ave W
5th Ave SW
Water St SW
Columbia St SW
Capitol Way S
Franklin St SE
5th Ave SE
5th Ave SE
Pear St SE
Legion Way SE
Legion Way SE
Olympia City Park
7th Ave SE
7th Ave SE
8th Ave SE
9th Ave SE
10th Ave SE
10th Ave SE
Plum St SE
Eastside St SE
Quince St SE
E Bay Dr
11th Ave SE
11th Ave SE
12th Ave SE
12th Ave SW
13th Ave SE
Olympia
© 1997 GeoSystems Global Corp.; © 1997 NavTech

The red star on this map represents the unofficial Proctor District of Tacoma. Though it does not have waterfront property, the Puget Sound clearly plays a role in limiting the area's immediate customer base. As with Bremerton, it is very difficult to access Proctor by highway. Unlike Bremerton, the residents surrounding Proctor are fairly wealthy individuals, and capable of supporting a strong, community, retail market.

2800 Proctor, Tacoma, WA 98407

This map of downtown Kingston emphasizes its geographic limitations, but it does not show its limited access to a major highway (major meaning "at least two lanes in each direction"). Kingston is more difficult to access by major highway than any other city in this study. Nevertheless, its ferry terminal draws in enough people to support its local retail shops. Maps in the "Census Tracts" portion of this paper may also be useful in understanding the area's geography.

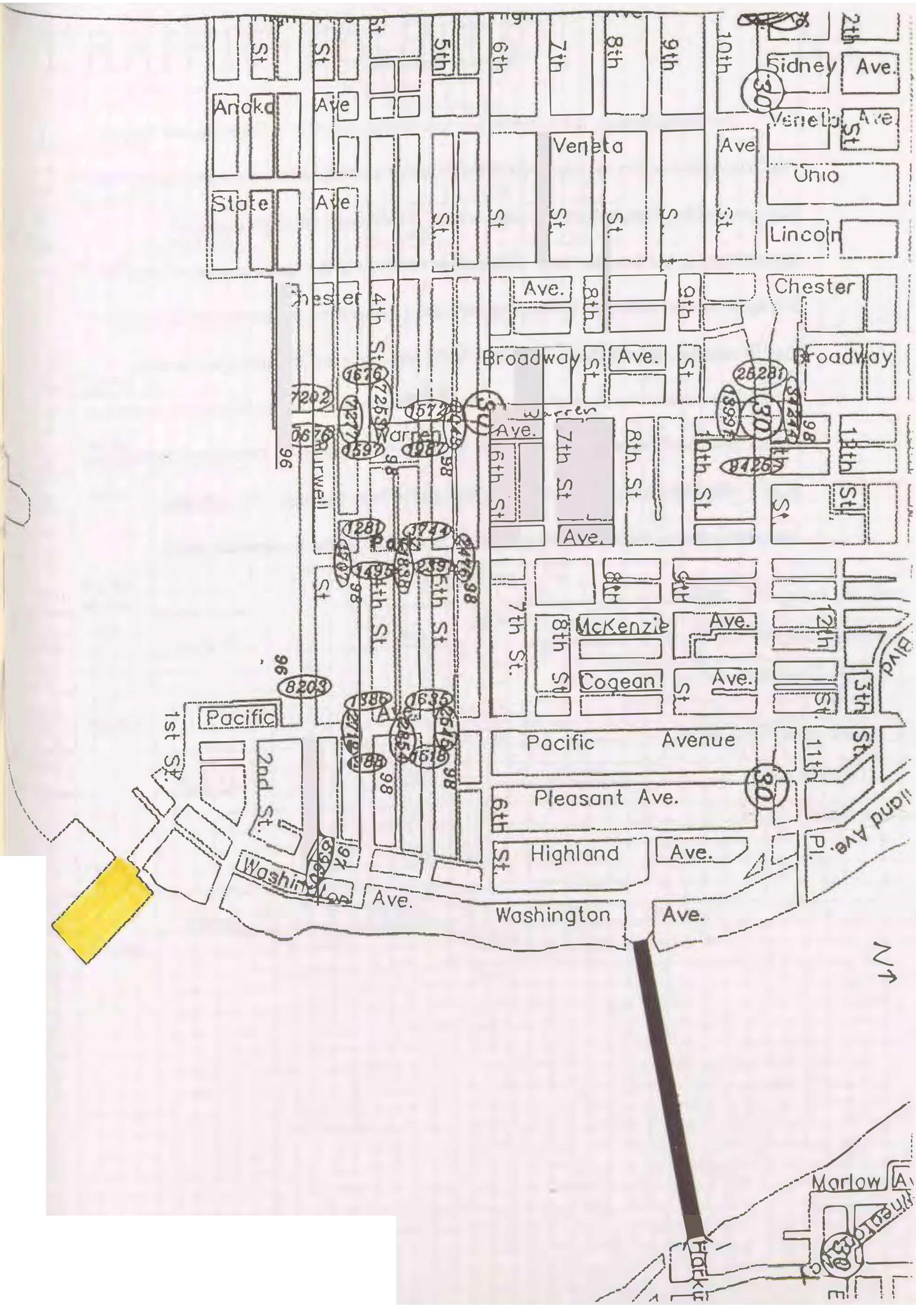


NE Hansen Lane
NE Glavin Lane
NE 272nd Street
Woldmere Lane NE
Ohio Avenue NE
84470
Lindvog Road NE
85270
NE Rolsten Ln
Myrtle Ln NE
State Highway 104 NE
Simons Place NE
26
25
Montera Lp NE
83698
Barrett Road NE
83730
Marshall Lane NE
James Lane NE
83930
83810
NE West Kingston Rd
Sows Ear Ln NE
West Kingston Road
86871
Kingston
Kingston - Edmonds
Ferry
APPLETREE COVE
PUGET
SOUND
South Kingston Road NE
35
Hillbend Lane NE
86690
Kimre Pl NE
Taree Drive NE
Taree Blvd NE
82490
82550
NE Tavira Court
NE Granada Ct
Medura Dr NE
82500
NE Andorra Ct
82520
NE El Ferro Ct
Medura Pl
NE Brigantine
Washington Blvd NE
Central Ave S NE
Central Ave N NE
Georgia Ave
Pennsylvania Ave NE
Illinois Ave NE
Iowa Ave NE
Washington Boulevard NE
NE 2nd Street
NE 3rd Street
NE 4th Street
NE E 1st Street
Kingsview Loop NE
NE Oregon Ave
NE Maine St

Traffic Data

The first traffic-count map illustrates downtown Bremerton. The numbers inside the ovals represent the average daily traffic traveling in both directions on the stretch of road indicated. The year of each traffic count is italicized. Notice the low volume of traffic in what used to be the downtown core from 4th to 6th Streets between Pacific and Park Avenues. The higher levels of traffic are clearly heading toward the ferry terminal (highlighted). Many people also take Warren Avenue to travel to the more economically successful East Bremerton.

The City of Bremerton Department of Public Works provided these traffic counts (including the map).

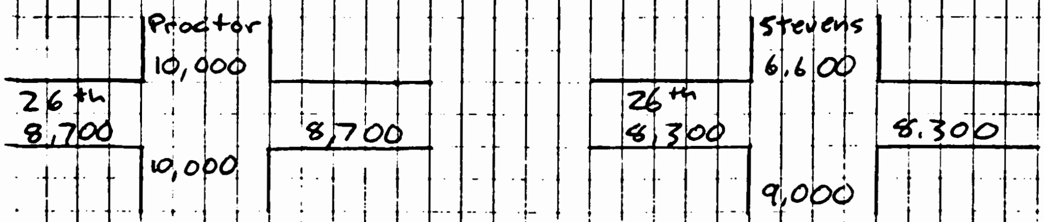


5th
6th
7th
8th
9th
10th
Sidney
Ave.
Veneta
Ave.
Ohio
State
Ave
Lincoln
Chester
4th St
Broadway
Ave.
Warren
Ave.
Durwell
St
Park
7th St
8th St
10th St
McKenzie
Ave.
Cogean
Ave.
Pacific
1st St.
2nd St.
Pacific
Avenue
Pleasant Ave.
Highland
Ave.
Washington
Ave.
Washington
Ave.
Marlow

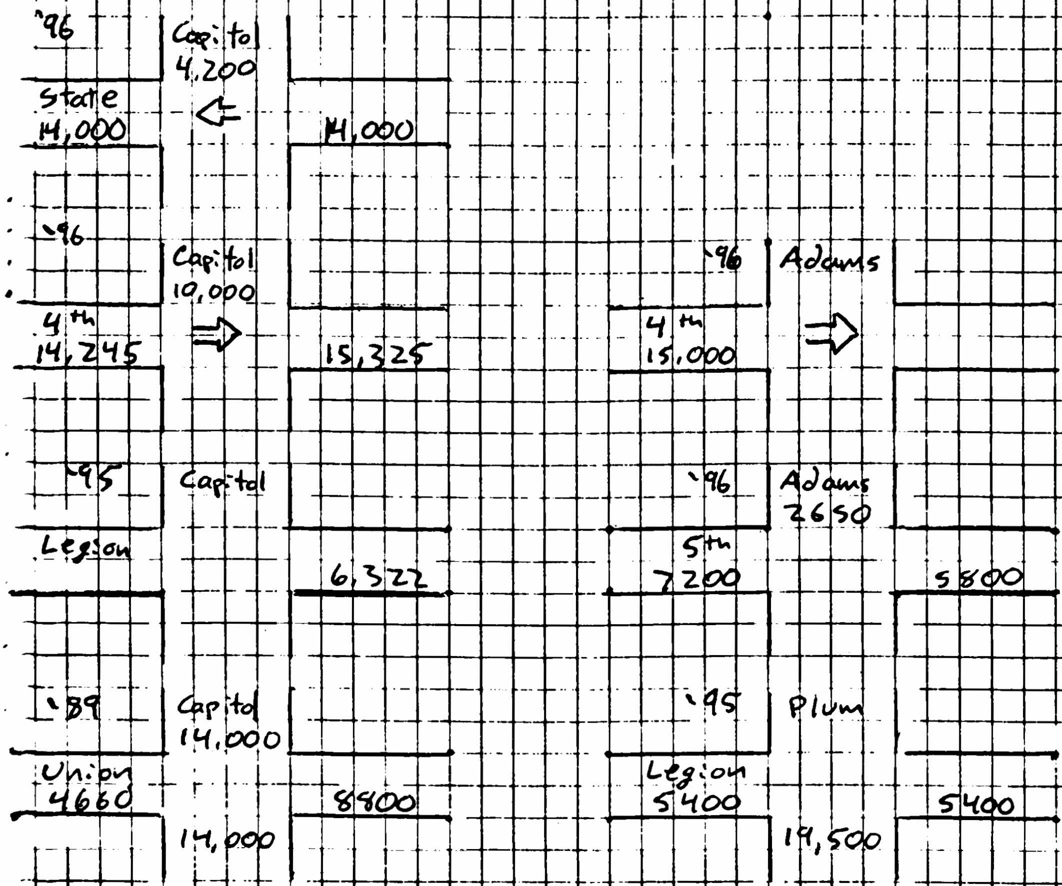
The opposite page is a handwritten description of traffic in Olympia and Proctor. Traffic information for the two areas were provided over telephone conversations by the respective cities' departments of public works. The Proctor numbers represent intersections in the business area. The map of Olympia in the "general section" may be helpful in understanding its traffic implications. Olympia has far greater traffic volume than Bremerton. Again, this is attributed to the large amount of office space nearby. Proctor, however, is surprisingly comparable to Bremerton. Unlike Bremerton, however, people drive on Proctor's streets to shop. Proctor is a destination. Downtown Bremerton is, in a way, just a town bypassed on the way to the ferry terminal. Nevertheless, Bremerton should make an effort to capture its through traffic to stimulate retail.

TRAFFIC COUNTS N↑
(24 Hours)

Tacoma



Olympia

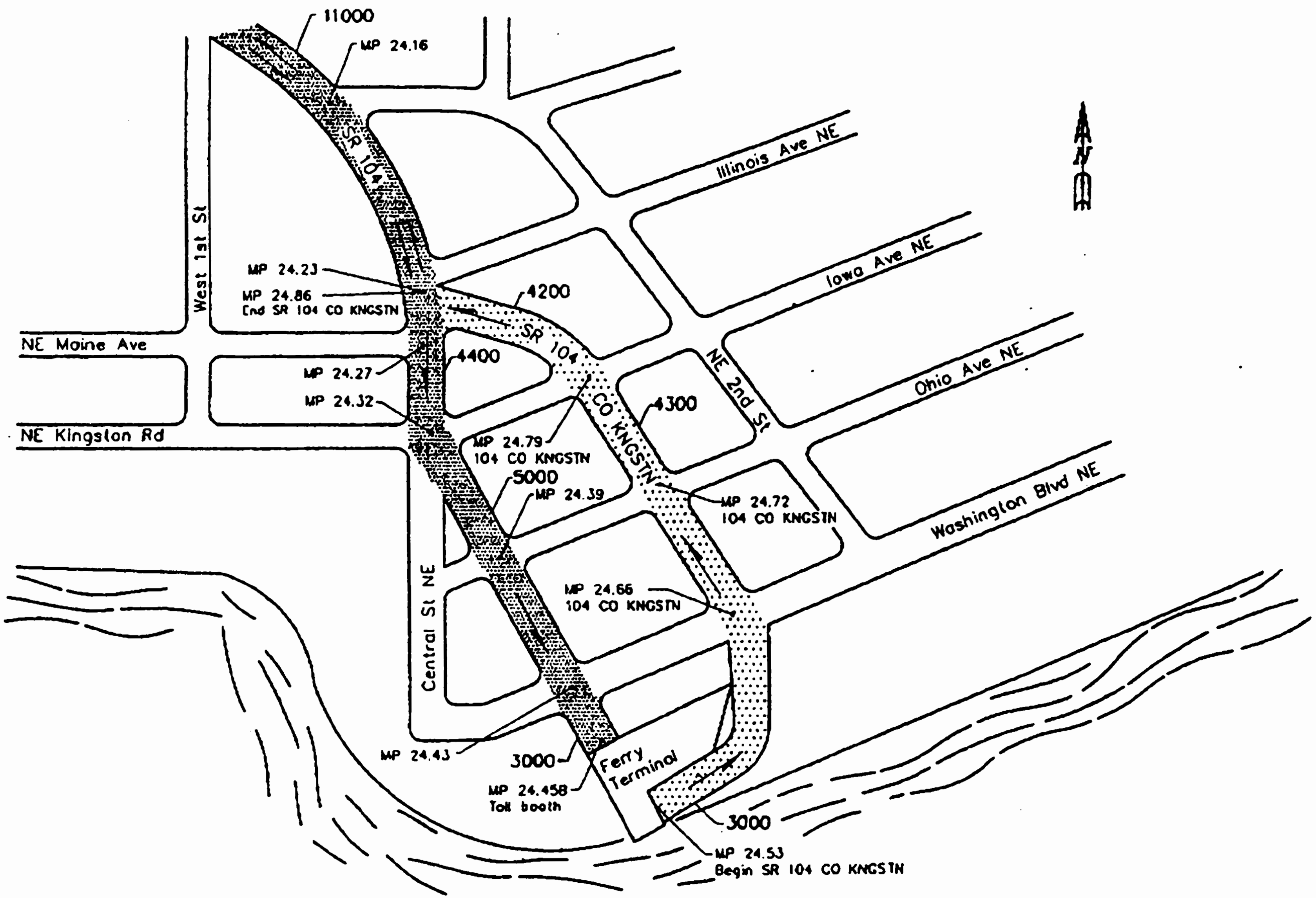


Note: 4th goes to the capitol. "Downtown mover."

Note: 5th is a two-way street with stop signs.

Traffic counts for Kingston should be easy to read. State Route 104 is divided from Illinois Avenue to the ferry terminal. This section of road contains numerous small gift shops and restaurants for commuters waiting to take the ferry (see the last five Kingston photographs for example). Traffic volume is comparable to Bremerton's busiest streets, yet, unlike Kingston, Bremerton's ferry access routes do not contain much successful retail. Bremerton clearly needs to capture commuters and turn them into consumers as Kingston does.

The next three pages detail traffic in Kingston, but without maps. All Kingston traffic information came from the Washington State Department of Transportation. Most of Kingston's businesses lie on the state highway.



SR 104 KINGSTON COUPLET
KINGSTON 1998

Direction of couplet MP 0.00 CO Couplet milepost
Direction of mainline MP 0.00 Mainline milepost

THIS TRAFFIC REPRESENTS CURRENT TRAFFIC CONDITIONS AND
IS *** NOT *** DESIGN QUALITY TRAFFIC INFORMATION.

HEADER	DATA ELEMENT
SRMP	STATE ROUTE MILEPOST
DISTRICT	DISTRICT NUMBER
FEATURE	LABEL
DESCRIPTION	ROADWAY DESCRIPTION
LEG	INTERSECTION LEG IDENTIFICATION
DIR	LEG INVENTORY DIRECTION
COUNT ID	TRAFFIC COUNT IDENTIFIER
COUNT DATE	TRAFFIC COUNT DATE
CNT TYP	TRAFFIC COUNT TYPE CODE
MAN	TRAFFIC COUNT TYPE MANUAL INDICATOR
DAY	TRAFFIC WEEKEND INDICATOR
TRUCK PERCENTAGES	
SNGL	TRAFFIC VOLUME TRUCK SINGLE PERCENT
DBL	TRAFFIC VOLUME TRUCK DOUBLE PERCENT
TRN	TRAFFIC VOLUME TRUCK TRAIN PERCENT
TOTL TRCK	TRAFFIC VOLUME TRUCK PERCENT
PEAK HOUR %	
K	PEAK HOUR TRAFFIC PERCENT
D	PEAK HOUR SPLIT PERCENT
T	PEAK HOUR TRUCK PERCENT
AWD	AVERAGE WEEKDAY VOLUME
AWED	AVERAGE WEEKEND DAY VOLUME
AADT	ANNUAL AVERAGE DAILY TRAFFIC VOLUME
ATR YR	ANNUAL TRAFFIC REPORT YEAR
* BASED ON ACTUAL COUNT	ACTUAL COUNT INDICATOR
C (COUPLET)	COUPLET INDICATOR
D (DISCONTINUITY)	TRAFFIC DISCONTINUITY INDICATOR

FOR TRAFFIC DATA QUESTIONS, OR IF YOU CAN PROVIDE UPDATED TRAFFIC INFORMATION, PLEASE CONTACT THE TRAFFIC DATA OFFICE AT (360) 753-5370. FOR REPORT PROBLEMS, QUESTIONS RELATING TO THE TRIPS SYSTEM OR TO SCHEDULE TRIPS TRAINING, CONTACT TRIPS MAINTENANCE AND COORDINATION, (360) 753-5382.

DOT-RNB635A-B

STATE OF WASHINGTON - DEPARTMENT OF TRANSPORTATION
T R I P S   S Y S T E M
TRAFFIC COUNT HISTORY REPORT

DATE 08/16/99
TIME 14:30:57
PAGE 1

SR 104 COUPLET   KNGSTN FERRY LND TO ILLINOIS AV

(D=DISCONTINUITY).
(C=COUPLET).......:
(*=BASED ON ACTUAL COUNT).::

..DISTRICT (* = ATR DESCRIPTION)

SRMP	D	FEATURE	DESCRIPTION	LEG	DIR	COUNT ID	COUNT DATE	CNT TYP	M N	A Y	SNGL	DBL	TRN	TOTL TRCK	K	D	T	AWD (* AWED)	AADT	ATR YR	
024.53	3	FERRY TERM	KINGSTON FERRY LANDING	*2	W	HISTOT	12-31-98	YR			3.5	1.1	.7	5.3	10.3		2.8	2847	3000	98*	D
		BEG REQST																			
		BEG ROUTE	KNGSTN																		
			FERRY LND TO ILLINOIS AV																		
		BEG CTLSEC	CONTROL SECTION 1842																		
		HPMS SECTN	6104580245300																		
024.57		MISC FEATR	FERRY LANDING EXIT GATE																		
024.64		ENT FROM	FERRY PARK AND RIDE LOT																		
024.66		INTRSECTN	WASHINGTON BLVD																		D
024.72		INTRSECTN	OHIO AVE																		
024.79		INTRSECTN	IOWA AVE	1	W	HISTV8	12-16-96	YR							10.3			3819	4300	98	D
				2	W	HISTV8	12-16-96	YR							10.5			3791	4200	98	
024.86		INTRSECTN	SR 104	1	W	HISTRY	12-16-96	YR	B										4200	98	D
		INTRSECTN	ILLINOIS AVE																		
		END CTLSEC	CONTROL SECTION 1842																		
		END SECTN	KNGSTN																		

DOT-RNB635A-B

STATE OF WASHINGTON - DEPARTMENT OF TRANSPORTATION
T R I P S   S Y S T E M
TRAFFIC COUNT HISTORY REPORT

DATE 08/18/99
TIME 14:32:21
PAGE 1

(D=DISCONTINUITY).
(C=COUPLET)......
(*=BASED ON ACTUAL COUNT).

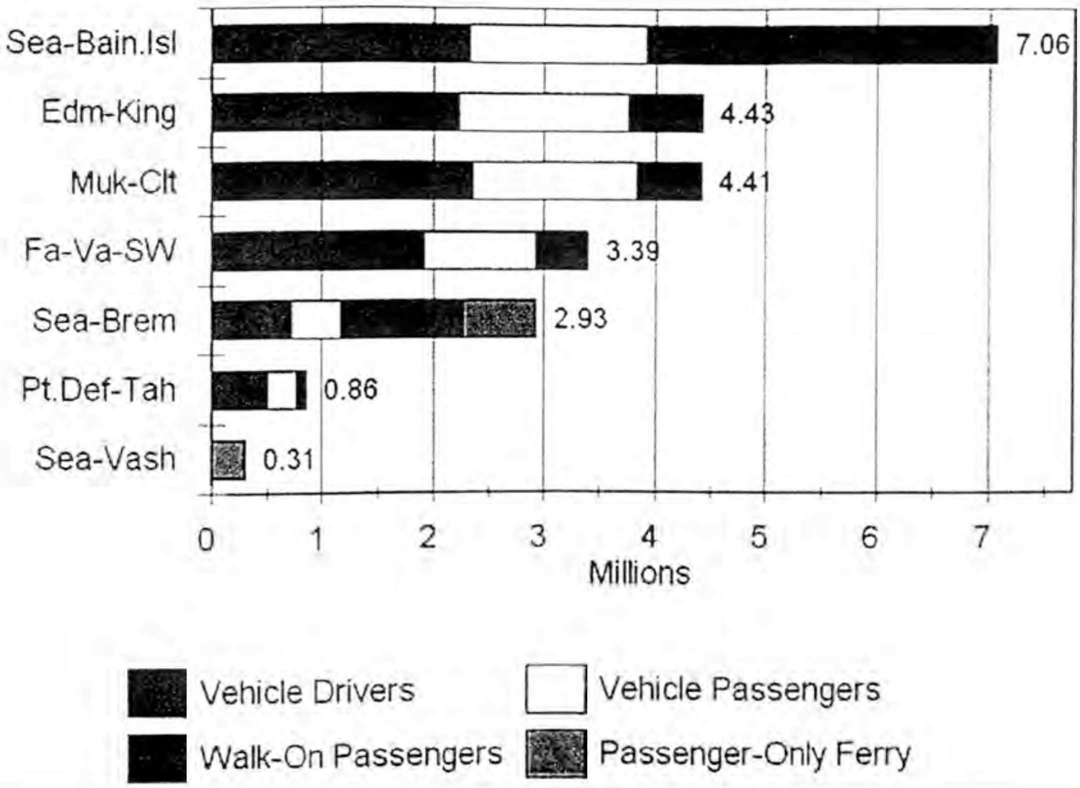
SR 104 MAINLINE — SR 101 TO SR 522/L F PRK

..DISTRICT (* = ATR DESCRIPTION)..L D: — N:D: TRUCK PERCENTAGES : PEAK HOUR %

SRMP	D	FEATURE	DESCRIPTION	E I / G R	COUNT ID	COUNT DATE	CNT TYP	N	Y	SNGL	DBL	TRN	TOTL TRCK	K	D	T	AWD (* AWED)	AADT	ATR YR	
024.18	3	BEG REQST																		
			SR 101 TO SR 522/L F PRK																	
		CTLSEC	CONTROL SECTION 1842																	
		INTRSECTN	EAST 2ND ST																	
		HPMS SECTN	6104180241600																	
024.23		INTRSECTN	ILLINOIS AVE	1	HISTV6	12-16-96	VR							9.4	51.4		8866	9500	98	CD
		MISC FEATR	COUPLET - COKNGSTN	2 E	HISTV6	12-16-96	VR							8.4			4024	4500	98	
		HPMS SECTN	6104180242300																	
024.27		INTRSECTN	MAINE ST																	CD
		HPMS SECTN	6104180242700																	
024.32		INTRSECTN	IOWA AVE	1 E	HISTV6	12-16-96	VR							8.4			3952	4400	98	CD
		HPMS SECTN	6104180243200	2 E	HISTV6	12-16-96	VR							8.2			4490	5000	98	
024.39		INTRSECTN	OHIO AVE																	C
024.43		INTRSECTN	WASHINGTON BLVD																	CD
		HPMS SECTN	6104180244300																	
024.44		MISC FEATR	SGN ENT KINGSTON																	C
024.45B		FERRY TERM	KINGSTON FERRY LANDING	* E	HISTOT	12-31-98	VR											3000	98*	C
		BEG EQ	BEGIN BACK																	
		TOLL BOOTH	KNGSTON FERRY TOLL BOOTH																	
			OWNER WSF																	
		END REQST																		

This final piece of traffic information details ferry passenger information. Notice that although Kingston has more riders, Bremerton has more walk-on passengers. This indicates that downtown Bremerton is failing to capture an easy retail target: pedestrians. Kingston has shown that it is possible to turn ferry commuters into retail consumers. Bremerton needs to provide goods and services that its ferry commuters/pedestrians want.

Ferry information was provided by the Puget Sound Regional Council (PSRC), a local economic planning council composed of King, Pierce, Snohomish, and Kitsap Counties.

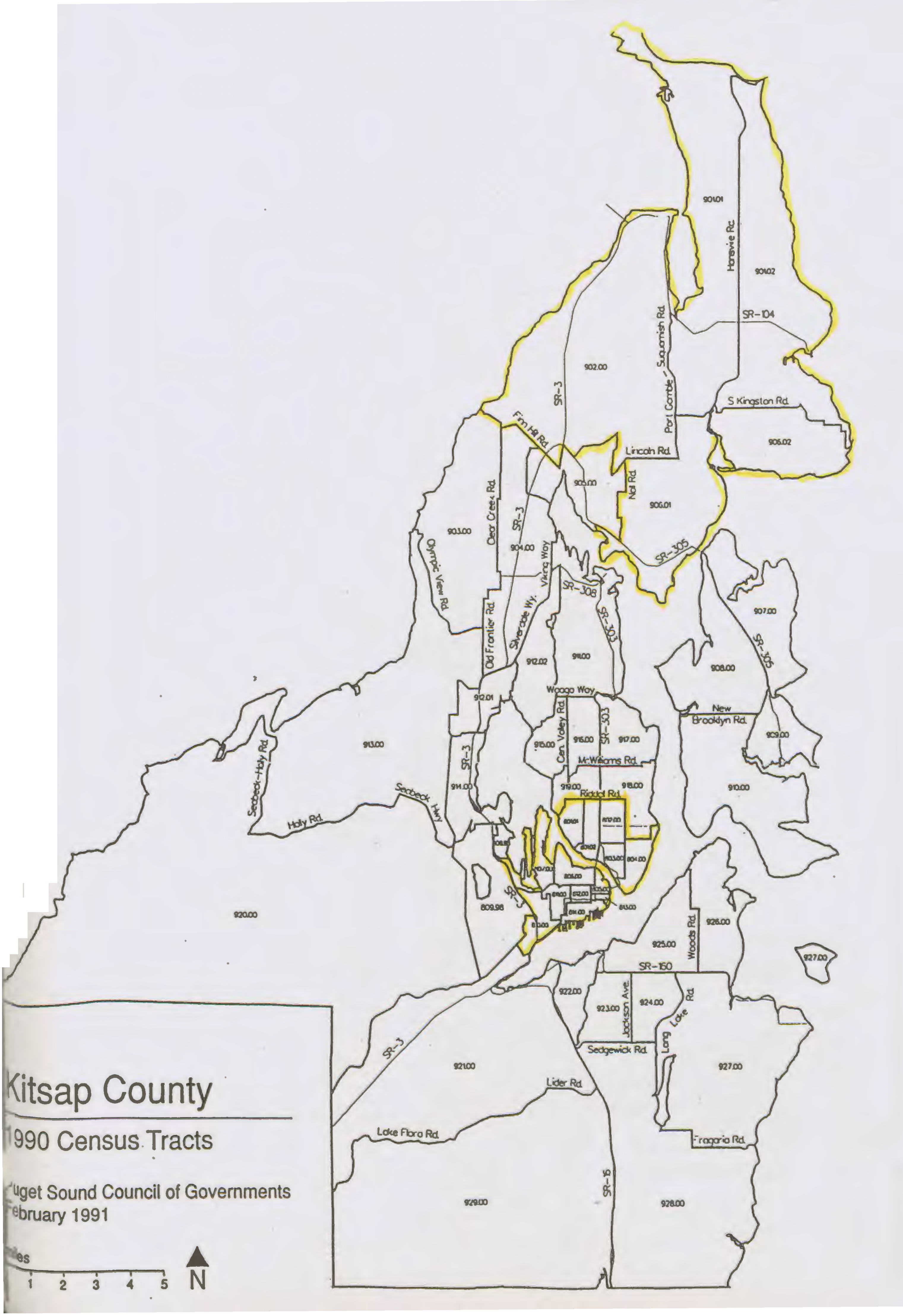


Top | Trends Index | Next

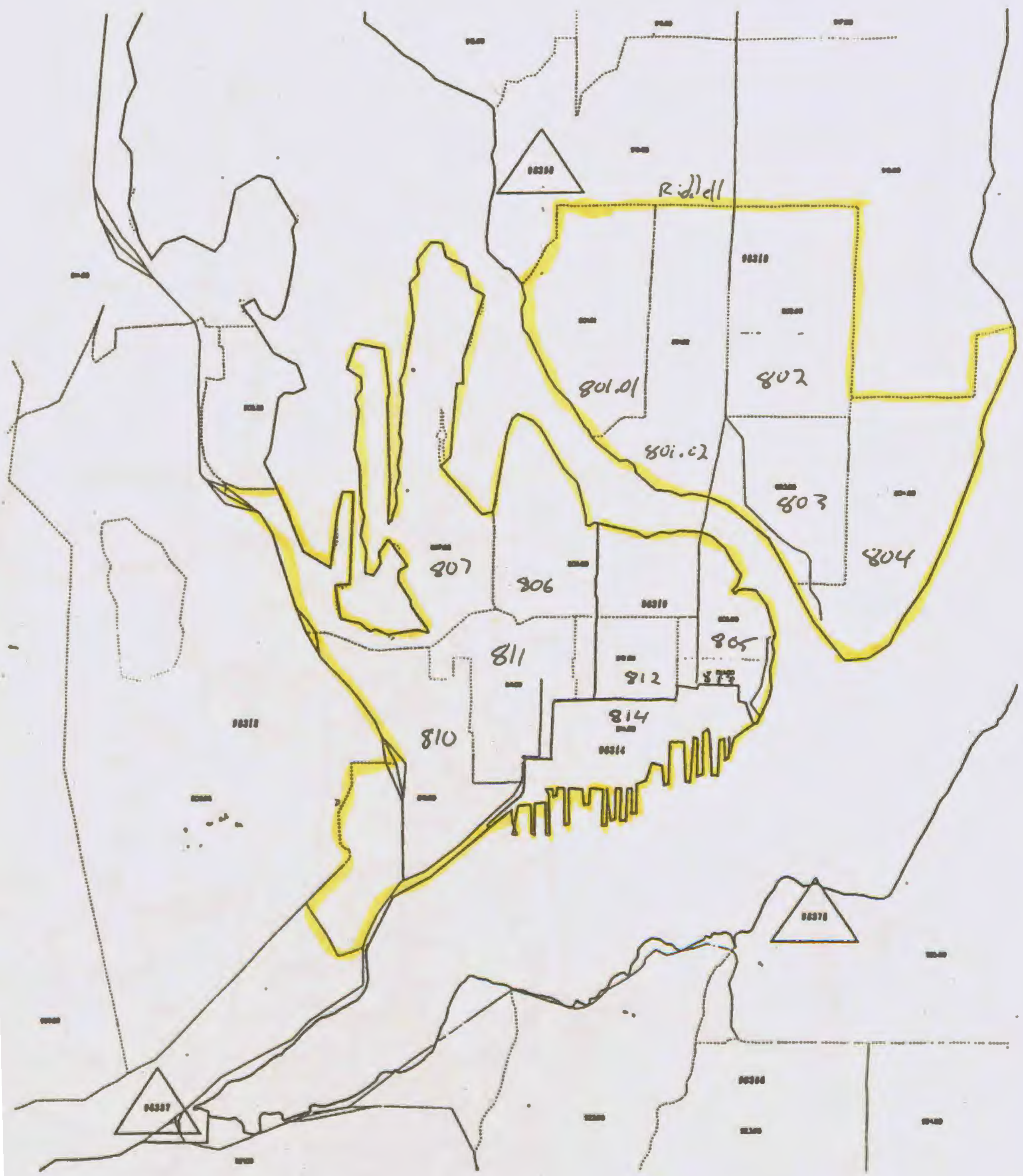
Census Tracts

Appendix: Census Tracts

Population and income estimates are based on information by census tract. It is helpful, therefore, to understand census tract boundaries. The first page shows Kitsap County with the Bremerton and Kingston areas highlighted. Though the Kingston area (or, more appropriately, North Kitsap excluding Poulsbo) is much larger than Bremerton, it has far fewer residents. These North Kitsap residents would travel to Kingston to satisfy their immediate needs (groceries, gas, etc.), but they would travel further south to Poulsbo or Silverdale for other goods (at department stores, music shops, etc.). The following pages continue to highlight each area surveyed for this paper.



901.01
Hansville Rd.
901.02
SR-104
902.00
SR-3
Port Gamble - Suquamish Rd.
S Kingston Rd.
905.02
Finn Hill Rd.
Lincoln Rd.
905.00
Noll Rd.
906.01
SR-305
903.00
Clear Creek Rd.
SR-3
904.00
Olympic View Rd.
Viking Way
SR-308
Silverdale Wy.
Old Frontier Rd.
SR-303
907.00
912.02
911.00
908.00
SR-305
Waaga Way
912.01
New Brooklyn Rd.
913.00
Seabeck-Holly Rd.
915.00
Cen Valley Rd.
916.00
SR-303
917.00
909.00
McWilliams Rd.
SR-3
914.00
Seabeck Hwy
Holly Rd.
919.00
918.00
Riddell Rd.
910.00
809.98
920.00
813.00
925.00
Woods Rd.
926.00
927.00
SR-160
922.00
923.00
Jackson Ave.
924.00
Long Lake Rd.
Sedgewick Rd.
SR-3
921.00
927.00
Lider Rd.
Lake Flora Rd.
Fragaria Rd.
SR-16
929.00
928.00
Kitsap County
1990 Census Tracts
Puget Sound Council of Governments
February 1991
Miles
1 2 3 4 5
N



Bremerton

1990 ZIP Code/Census Tract Map

Puget Sound Regional Council
October 1992

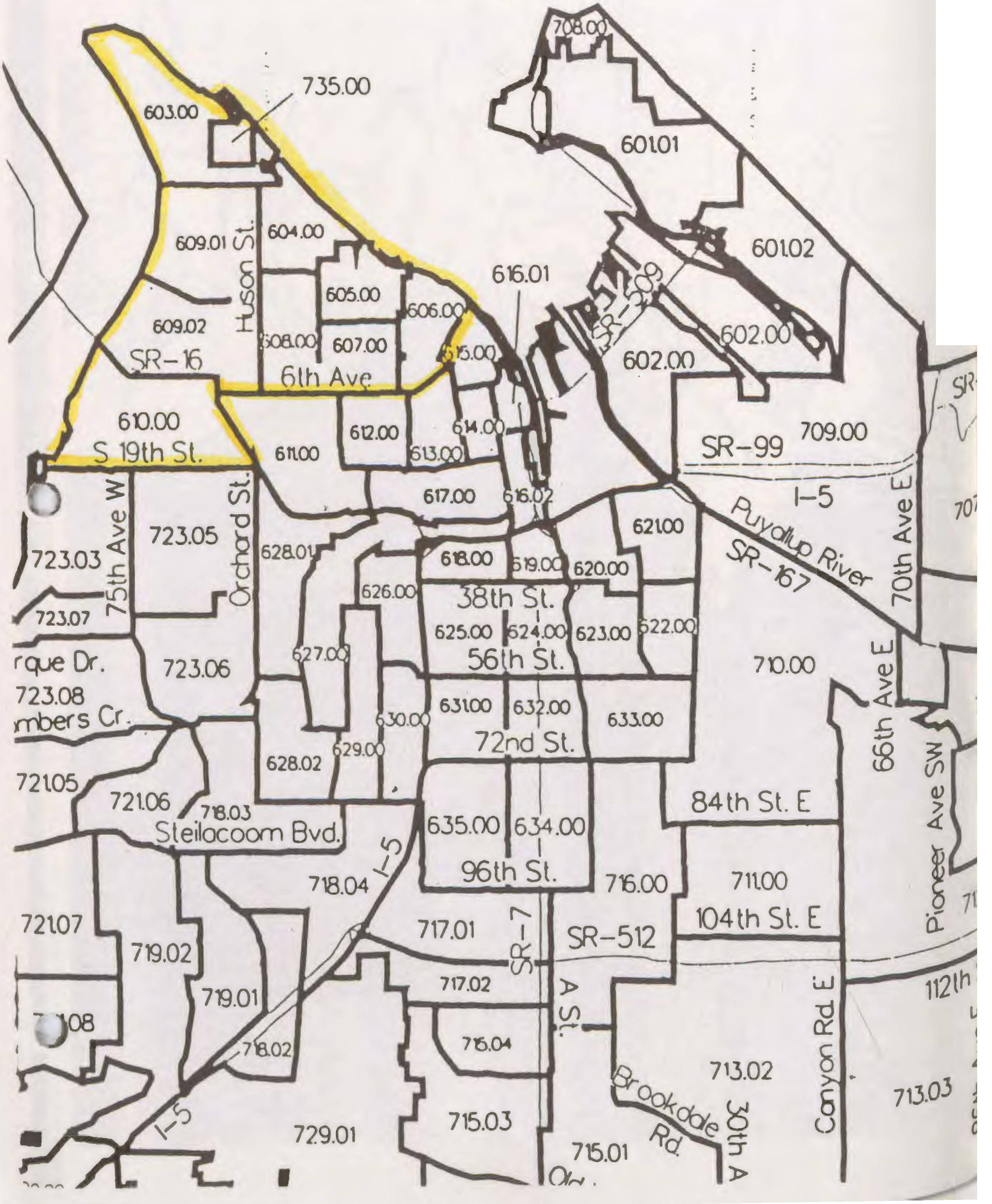
- ——— ZIP Code Boundary
- .... 1990 Census Tract Boundary
- *98514* ZIP Code
- 922.00 1990 Census Tract
- △ Post Office Box

Olympia

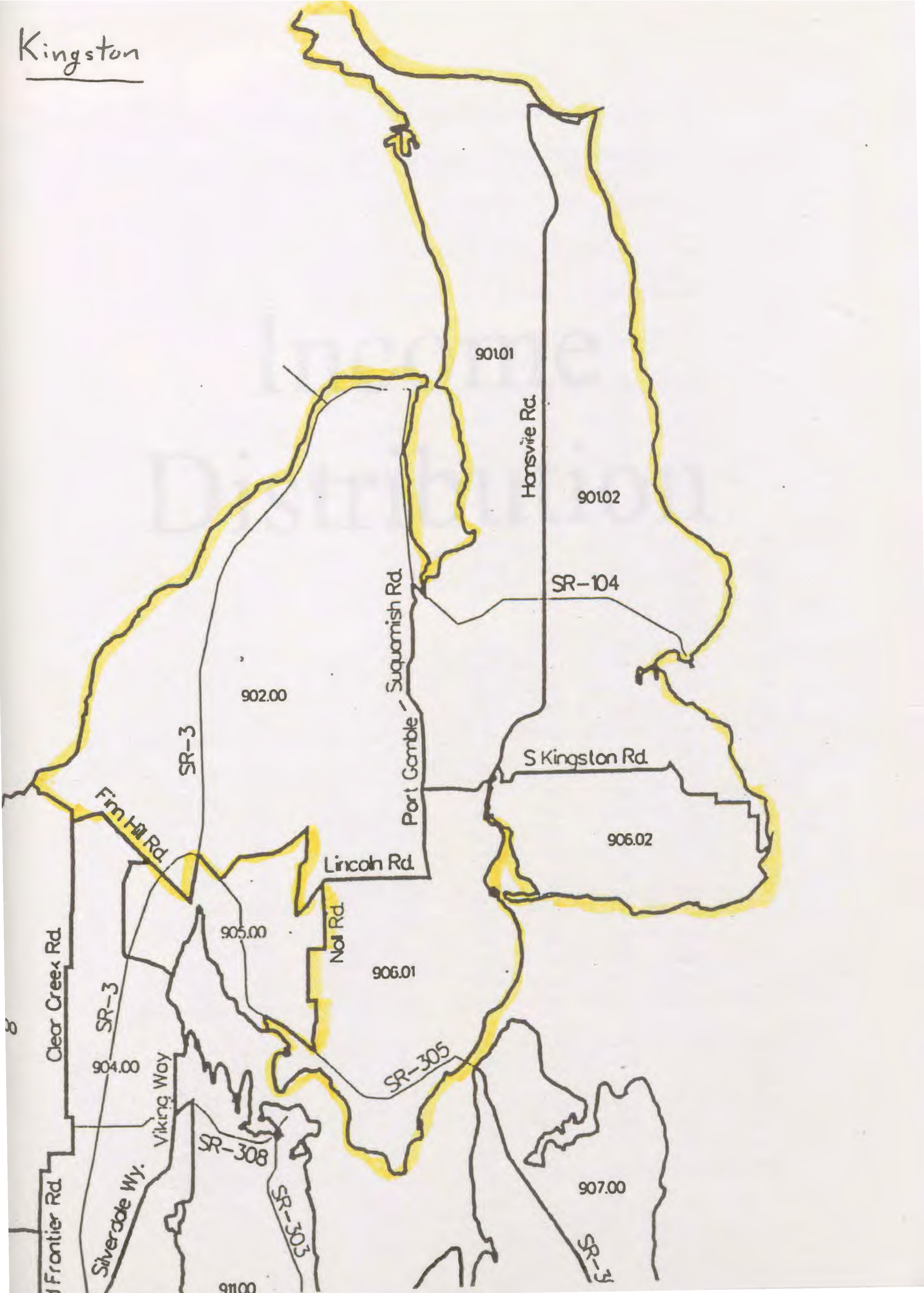
N↑

Eld Inlet
Budd Inlet
Henderson Inlet
121
12210
12220
120
111
106
102
105
101
103
104
107
110
109
112
113
114
115
11610
123
728
I-5
108
117
11620
118
12402
124
126
125

Proctor N↑


708.00
735.00
603.00
601.01
601.02
609.01
Huson St.
604.00
605.00
616.01
SR-509
606.00
609.02
608.00
607.00
615.00
602.00
602.00
SR-16
6th Ave
610.00
612.00
614.00
709.00
S 19th St.
611.00
613.00
SR-99
617.00
616.02
I-5
75th Ave W
723.05
Orchard St.
621.00
Puyallup River
70th Ave E
723.03
628.01
618.00
619.00
620.00
SR-167
626.00
38th St.
723.07
625.00
624.00
623.00
622.00
rque Dr.
723.06
627.00
56th St.
710.00
66th Ave E
723.08
mbers Cr.
631.00
632.00
633.00
630.00
72nd St.
629.00
628.02
Pioneer Ave SW
721.05
721.06
718.03
84th St. E
Steilacoom Bvd.
635.00
634.00
I-5
96th St.
718.04
716.00
711.00
721.07
SR-7
104th St. E
717.01
SR-512
719.02
717.02
112th
719.01
A St.
715.04
718.02
Brookdale Rd.
713.02
Canyon Rd. E
713.03
I-5
715.03
30th A
729.01
715.01

Kingston



901.01
Hansville Rd.
901.02
SR-104
Port Gamble - Suquamish Rd.
902.00
SR-3
S Kingston Rd.
906.02
Finn Hill Rd.
Lincoln Rd.
Nol Rd.
905.00
906.01
Clear Creek Rd.
SR-3
904.00
Viking Way
SR-305
SR-308
Silverdale Wy.
Frontier Rd.
SR-303
907.00
911.00

Income Distribution

Appendix: Income Distribution

The following pages detail each city's population and income characteristics by census tract. Bremerton, Proctor, and Kingston information is based on 1995 estimates by the Puget Sound Regional Council. Unfortunately, Olympia's income information is based on the 1990 census. Olympia information came from the Thurston Regional Planning Council (Thurston County's equivalent to the PSRC). The data also represents frequency distribution among income levels. Notice that Bremerton's income levels are low. A following graph further emphasizes this point.

1995 Household Income Preliminary Estimates

City	Tract	Household Income Ranges							
		<$5K	$5-10K	$10-15K	$15-$20K	$20-25K	$25-30K	$30-35K	$35-40K
Bremerton(95)	80500	109	78	103	127	107	145	100	77
	80600	140	213	198	180	220	166	144	158
	80700	21	36	50	66	95	94	146	147
	81000	269	372	266	142	148	220	166	134
	81100	105	109	118	140	178	177	104	137
	81200	90	93	89	106	153	115	111	88
	81300	45	67	56	36	25	29	13	8
	81400	0	0	0	0	0	0	0	1
	80101	32	76	93	89	75	79	85	77
	80102	50	100	129	156	194	121	154	125
	80200	61	103	104	106	142	139	134	133
	80300	83	180	230	243	229	206	171	140
	80400	68	101	111	103	92	200	142	112
	Totals	1073	1528	1547	1494	1658	1691	1470	1337
	Percentages	6.16%	8.77%	8.88%	8.58%	9.52%	9.71%	8.44%	7.67%
Olympia (90)	10100	190	223	180	118	110	144	103	76
	10200	77	113	122	186	167	200	140	124
	10300	158	274	283	239	202	225	188	204
	10400	43	81	85	70	98	118	144	119
	10500	144	381	278	313	269	198	177	203
	10600	105	265	168	230	198	111	113	144
	10700	40	57	91	46	95	101	113	130
	11100	50	47	44	66	72	66	102	78
	12100	40	96	127	75	152	97	138	147
	Totals	847	1537	1378	1343	1363	1260	1218	1225
	Percentages	5.68%	10.30%	9.24%	9.00%	9.14%	8.45%	8.17%	8.21%
Proctor (95)	60400	20	42	88	140	119	134	119	92
	60500	31	53	77	100	95	106	78	38
	60600	151	227	248	217	189	186	156	113
	60700	102	176	207	192	160	202	178	117
	60800	71	102	116	115	113	159	180	181
	60300	38	59	69	70	87	59	69	97
	60901	140	242	268	231	222	269	262	225
	73500	14	18	23	26	25	20	25	29
	60902	172	231	241	218	300	293	237	171
	61000	161	287	309	248	252	293	280	238
	Totals	900	1437	1646	1557	1562	1721	1584	1301
	Percentages	3.84%	6.14%	7.03%	6.65%	6.67%	7.35%	6.76%	5.56%
Kingston (95)	90101	32	53	81	88	56	107	142	127
	90102	41	64	89	103	103	194	110	86
	90602	13	24	35	43	40	65	115	106
	90200	44	61	64	70	84	114	124	178
	90601	42	67	95	124	151	137	137	155
	Totals	172	269	364	428	434	617	628	652
	Percentages	2.07%	3.23%	4.37%	5.14%	5.21%	7.41%	7.54%	7.83%

Household Income Ranges

$40-45K	$45-50K	$50-55K	$55-60K	$60-75K	$75-100K	$100-125K	$125-150K	>$150K
58	40	44	22	46	14	0	0	5
165	144	104	71	99	125	4	0	20
136	129	85	52	132	107	61	29	23
111	94	48	17	59	30	7	10	2
143	70	67	22	64	59	5	0	0
86	113	33	24	68	6	0	0	0
15	28	9	4	17	5	0	0	0
2	3	0	3	20	6	6	3	0
67	55	45	26	92	50	29	0	6
96	98	114	62	112	70	34	6	1
106	55	67	36	113	78	26	21	22
111	85	50	43	69	41	19	5	1
104	112	104	76	158	105	53	13	14
1200	1026	770	458	1049	696	244	87	94
6.89%	5.89%	4.42%	2.63%	6.02%	3.99%	1.40%	0.50%	0.54%
82	31	36	14	98	74	18	7	5
93	122	55	50	87	41	18	3	16
91	55	59	32	64	22	0	0	0
142	113	37	66	126	87	52	5	0
139	172	43	56	106	49	16	11	28
137	110	115	78	192	80	6	11	7
112	106	51	78	94	72	17	8	9
85	78	86	28	87	121	25	13	8
80	70	45	37	110	82	65	7	14
961	857	527	439	964	628	217	65	87
6.44%	5.75%	3.53%	2.94%	6.46%	4.21%	1.45%	0.44%	0.58%
116	100	92	86	178	212	50	24	77
108	104	108	109	259	244	58	44	71
158	111	136	167	235	239	60	72	92
111	138	150	147	240	118	58	54	31
185	161	153	147	284	169	36	24	20
85	80	80	76	142	122	44	25	41
200	261	234	167	286	357	114	50	88
23	19	16	15	36	13	8	2	2
325	244	199	170	382	389	167	84	82
242	177	165	169	343	249	110	39	49
1553	1395	1333	1253	2385	2112	705	418	553
6.63%	5.96%	5.69%	5.35%	10.19%	9.02%	3.01%	1.79%	2.36%
107	104	90	95	209	118	65	0	33
91	111	101	50	189	151	63	27	5
76	46	57	47	113	101	47	18	10
201	158	105	132	357	302	140	50	71
150	114	126	113	305	195	86	23	11
625	533	479	437	1,173	867	401	118	130
7.51%	6.40%	5.75%	5.25%	14.09%	10.41%	4.82%	1.42%	1.56%

Total Number Of Households	Total Household Income	95 Mean HHInc	95 Med HHInc	Total Pop	Per Capita Income	
1,075	29,429,615	27,376	25,466	2,194	13,414	
2,151	77,223,834	35,901	28,750	4,965	15,554	
1,409	69,981,443	49,667	41,820	3,256	21,493	
2,095	49,351,533	23,557	19,947	4,900	10,072	
1,498	48,714,743	32,520	27,797	3,684	13,223	
1,175	35,575,086	30,277	27,457	2,787	12,765	
357	7,655,732	21,445	16,458	611	12,530	
44	3,832,900	87,111	69,750	315	12,168	
976	35,555,961	36,430	32,588	2,148	16,553	
1,622	58,469,134	36,048	31,981	4,121	14,188	
1,446	56,334,954	38,959	32,537	3,653	15,422	
1,906	56,724,129	29,761	24,738	4,378	12,957	
1,668	72,288,067	43,338	35,759	3,576	20,215	
17,422	601,137,130	34,504	N/A	**40,588**	**14,811**	**Bremerton**
1,509	43,003,405	28,498	21,623	2,503	17,178	
1,614	64,719,580	40,099	27,465	4,651	13,914	
2,096	55,450,060	26,455	22,768	4,843	11,450	
1,386	58,265,145	42,038	37,890	3,495	16,671	
2,583	113,179,797	43,817	23,625	6,381	17,737	
2,070	72,040,673	34,802	27,430	5,262	13,691	
1,220	66,763,224	54,724	37,577	4,152	16,079	
1,056	50,882,434	48,184	40,156	2,625	19,386	
1,382	63,816,572	46,177	33,651	3,985	16,015	
14,916	588,120,890	39,429	N/A	**37,897**	**15,519**	**Olympia**
1,689	99,581,766	58,959	43,901	2,148	46,360	
1,683	97,092,870	57,690	52,384	4,121	23,561	
2,757	132,595,731	48,094	35,199	3,653	36,298	
2,381	102,750,530	43,154	34,256	4,378	23,470	
2,216	102,856,262	46,415	41,919	3,576	28,763	
1,243	63,921,718	51,425	44,324	2,148	29,759	
3,616	168,263,851	46,533	38,867	4,121	40,831	
314	11,974,579	38,136	36,034	3,653	3,278	
3,905	193,555,117	49,566	41,377	4,378	44,211	
3,611	167,077,886	46,269	34,563	3,576	46,722	
23,415	1,139,670,308	48,673	N/A	**35,752**	**31,877**	**Proctor**
1,507	84,410,516	56,012	43,154	4,457	18,939	
1,578	70,971,598	44,976	39,942	4,588	15,469	
956	47,999,178	50,208	42,434	2,775	17,297	
2,255	138,031,141	61,211	51,405	7,305	18,895	
2,031	94,496,213	46,527	43,583	5,598	16,880	
8,327	435,908,647	52,349	N/A	**24,723**	**17,632**	**Kingston**

This graph displays the household income distribution information detailed on the previous three pages. Kingston's and Proctor's higher income levels give their business districts the advantage of a wealthier customer base – an advantage Bremerton clearly lacks. Notice the close similarities among Bremerton and Olympia, however. If income level is the sole factor determining retail performance, Bremerton and Olympia should do equally well. Olympia's strong office sector, however, makes its downtown a far more economically successful area.

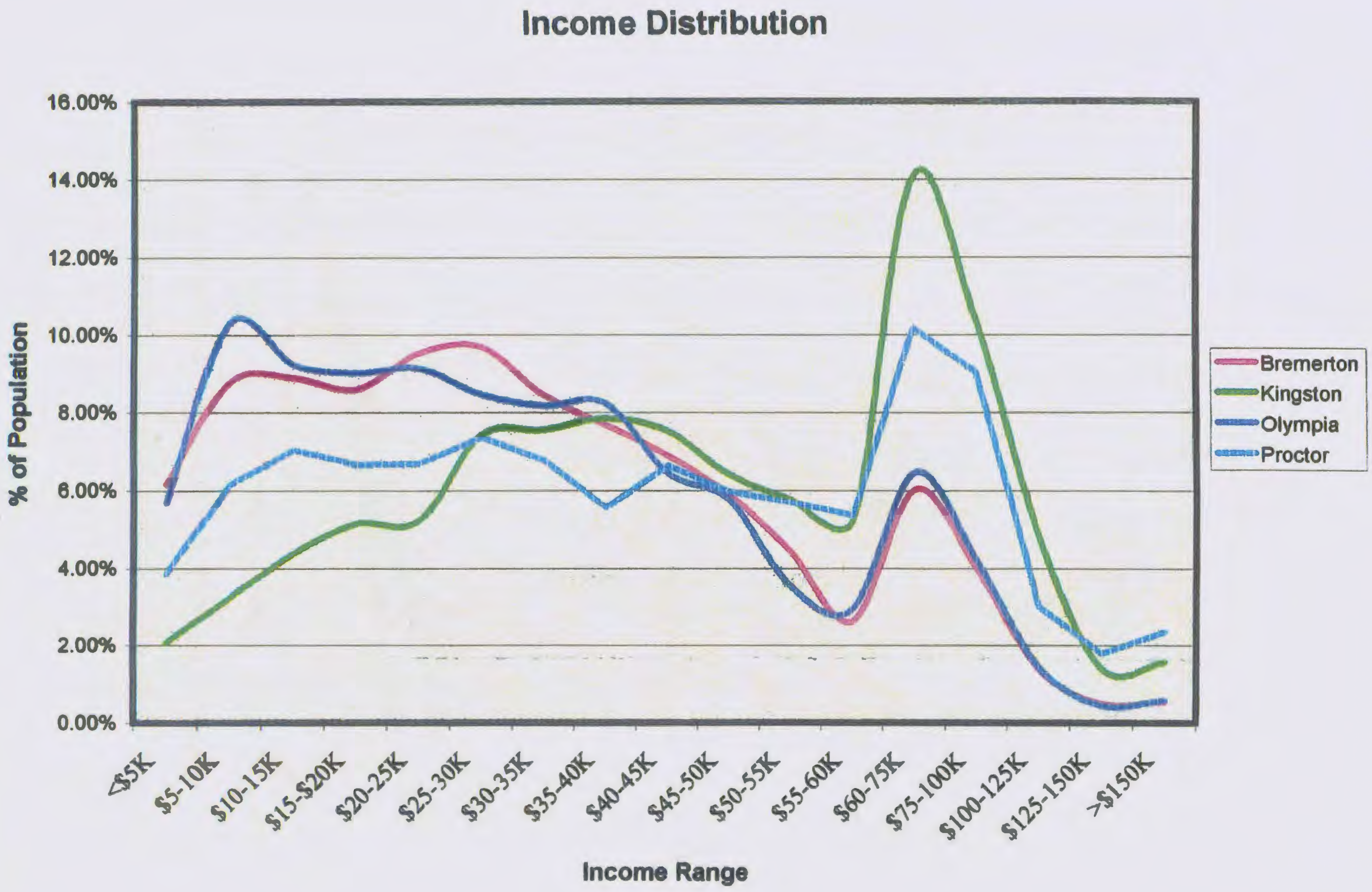

Income Distribution
16.00%
14.00%
12.00%
10.00%
8.00%
6.00%
4.00%
2.00%
0.00%
% of Population
<$5K
$5-10K
$10-15K
$15-$20K
$20-25K
$25-30K
$30-35K
$35-40K
$40-45K
$45-50K
$50-55K
$55-60K
$60-75K
$75-100K
$100-125K
$125-150K
>$150K
Income Range
Bremerton
Kingston
Olympia
Proctor

Figure 3 (again provided by the Puget Sound Regional Council) shows the per capita income growth in the central Puget Sound region since 1990. While most counties in the region have performed well, Kitsap County has barely kept up with the rate of inflation. Though the graph does not break down the figures into individual cities, Bremerton is clearly one of the weakest performing areas in the county.

wages or otherwise regain past overpayments.

Figure 2. Annual Percentage Change in Regional Per Capita Income and Inflation

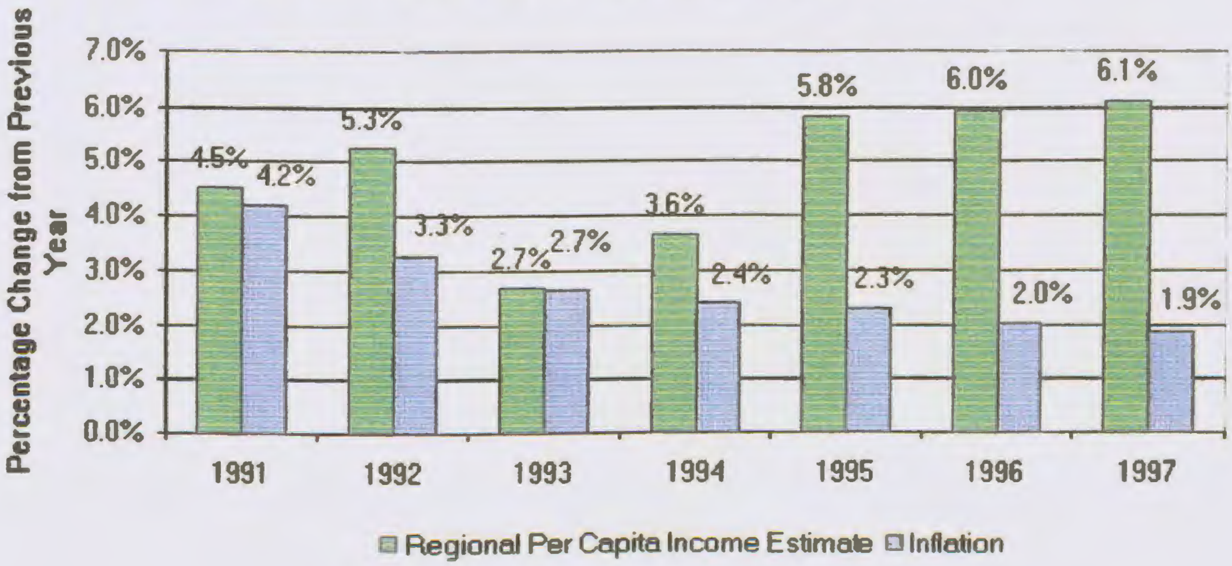


Figure 3. Change in State and County Per Capita Incomes and Inflation, 1990 - 97