



Swantown Marina Waterfront Development

Solicitation of Interest

Port of Olympia Peninsula | Olympia, WA

Responses Due November 15, 2025

Introduction

The Port of Olympia (“Port”) invites **Expressions of Interest** from qualified developers, operators, and prospective tenants for the development of, a 6.05-acre waterfront parcel adjacent to Swantown Marina in Olympia, Washington. This solicitation seeks innovative and viable concepts that align with the Port’s long-term **Destination Waterfront** vision and guiding principles.

History and Background

The concept for the **Waterfront Center at Site D** builds on years of community dialogue, planning, and investment.

In 2021, the Port of Olympia obtained a **Community Economic Revitalization Board (CERB) grant** to support the development of a **Destination Waterfront Vision**, a public engagement effort designed to create a shared vision for the future of the Port Peninsula.

The Destination Waterfront process:

- Engaged more than **450 residents** through public meetings, surveys, and workshops.
- Included guidance from an **Advisory Group** representing local government, business, education, tribal, nonprofit, and community leaders.
- Built upon the Port’s **Vision 2050** plan and emphasized alignment with community priorities, economic vitality, and environmental stewardship.

- Produced a comprehensive **Destination Waterfront Development Vision**, available at: portolympia.com/about-us/planning/destination-waterfront-development.



The outcome established that the **Port Peninsula should evolve as a Destination Waterfront** that:

- Offers diverse, first-rate amenities and spaces for active and passive recreation.
- Ensures connectivity to the water, nearshore environment, and downtown Olympia.
- Supports **marine-related and water-dependent uses** as central organizing principles.

Through this process, **Site D** was identified as a **priority site for redevelopment**, with potential uses including a **Marina Village/Waterfront Center**, marina offices, boating and water recreation facilities, retail, and public gathering spaces.

Originally the Port analyzed building a new administration headquarters as an anchor tenant to this project however in early 2025 the Port purchased a building near the Farmer’s Market to be their long term headquarters.

Contact

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Project Vision & Guiding Principles

The Waterfront Center at Site D is envisioned as a **premier marine-focused community destination**. Successful projects will:

1. **Leverage Marine Identity** – Prioritize water-dependent and water-related uses consistent with Port investments and regulatory requirements.
2. **Support Marina Operations & Growth** – Integrate Swantown Marina offices, enhance boater services, and expand opportunities for marine-related businesses.
3. **Enhance Community Access & Tourism** – Create inclusive public spaces, improve pedestrian connectivity, and support tourism amenities/programming.
4. **Ensure Financial Sustainability** – Pursue development that is economically viable, generates net revenue, and demonstrates partner capability.
5. **Maintain Strategic Flexibility** – Allow adaptable approaches to transaction structures while ensuring alignment with Port goals.
6. **Plan for Climate Resilience and Sea Level Rise** – Design with resilience to sea level rise, flooding, and seismic risks, incorporating adaptive strategies such as raised building pads, living shorelines, and adaptable infrastructure to protect long-term public and private investment.



Site Overview

- **Location:** 1022 Marine Drive NE, Olympia, WA
- **Size:** 263,380 sf (6.05 acres)
- **Current Use:** Marina Office/Parking/ Dry Storage/ Undeveloped
- **Allowable Height:**
 - UW-40 = 40'-0"
 - 25' within 75' of Ordinary High Water Mark
- **Shoreline Setback:** 100' & 50' Vegetation Conservation Area
- **Zoning:** Urban Waterfront (UW-40), allowing a wide mix of commercial and marine-related uses
- **Allowable Coverage:** 60%

- **Notable Features:**

- Adjacent to Swantown Marina (733 slips)
- Walkable to downtown Olympia
- Existing public trail system and shoreline frontage
- Requires compliance with City of Olympia Zoning, Shoreline Master Program, and Port of Olympia Development Guidelines

- **Potential Uses:**

- Retail, Restaurant, Coffee, Grocery/Sundries
- Marine related: Marina Offices, Boat Sales, Equipment Rental (Kayaks, Canoes, Paddleboards, Bikes)
- Tourism related uses: Attractions, Short Term Rentals
- Public plaza, meeting and event spaces



Evaluation Criteria

Responses will be assessed on:

- **Marine-Use Compliance** – Alignment with SMP, zoning, and Port principles.
- **Support for Marina** – Incorporation of Swantown Marina offices and boater services.
- **Concept Quality & Feasibility** – Design creativity, anchor tenant potential, market viability.
- **Experience & Capacity** – Demonstrated ability to deliver similar projects, financial strength.
- **Public Benefit** – Tourism draw, public access, community programming.
- **Innovation & Sustainability** – Environmental stewardship, resilience, unique concepts.
- **Strategic Alignment** – Contribution to Port's Vision 2050 and Destination Waterfront initiative.



Submission Guidelines

Responses should include:

1. **Expressions of Interest** – General statement of alignment with Port’s vision and how will you approach the six “Guiding Principles”.
2. **Conceptual Development Vision** – Narrative and/or graphics describing proposed uses and design approach.
3. **Financial Capacity & Approach** – Preliminary pro forma, financing strategies, or transactional models. The Port will only entertain long term ground lease models but is willing to explore variations such as percentage rent. The Port will not be selling this property.
4. **Team Qualifications** – Relevant experience, bios, and references.
5. **Implementation Plan** – Timeline, phasing, and milestones.
6. **Community Benefit** – Public access features, tourism integration, and recreational amenities.
7. **Questions/Concerns** – Key considerations or needs to participate in future discussions or negotiations.





Timeline

SOI Release: October 3, 2025

Questions Due: October 15, 2025

Responses Due: November 15, 2025

Evaluation Period: November 15-30, 2025

Shortlist/Interviews: TBD

Selection & Next Steps: TBD

Technical Addendum

Swantown Marina Waterfront Development – Site D
Port of Olympia | Olympia, WA

Project Description

The Waterfront Center at Site D is envisioned as a premier marine-focused community destination that leverages Olympia's unique waterfront location to support recreation, tourism, and economic vitality. Development should integrate water-dependent and water-related uses, create engaging public spaces, and align with the Port's long-term Destination Waterfront Vision.

The Port is looking for a qualified and experienced partner that can implement this vision. The Port anticipates that this would be implemented through a public-private partnership that would culminate in long term ground lease between the Port and a private development entity.

Project Vision & Guiding Principles

- **Leverage Marine Identity** – Prioritize water-dependent and water-related uses consistent with Port investments and regulatory requirements.
- **Support Marina Operations & Growth** – Integrate Swantown Marina offices, enhance boater services, and expand opportunities for marine-related businesses.
- **Enhance Community Access & Tourism** – Create inclusive public spaces, improve pedestrian connectivity, and support tourism amenities/programming.
- **Ensure Financial Sustainability** – Pursue development that is economically viable, generates net revenue, and demonstrates partner capability.
- **Maintain Strategic Flexibility** – Allow adaptable approaches to transaction structures while ensuring alignment with Port goals.
- **Plan for Climate Resilience & Sea Level Rise** – Design with resilience to sea level rise, flooding, and seismic risks, incorporating adaptive strategies such as raised building pads, living shorelines, and adaptable infrastructure.

Property Description & Current Conditions

Location & Size: Site D is located at 1022 Marine Drive NE, Olympia, WA, and is approximately 263,380 square feet (6.05 acres).

Current Uses: Marina office, parking, dry storage, and undeveloped areas.

Site Context: Adjacent to Swantown Marina (733 slips), walkable to downtown Olympia, connected to public trail system.

Flood & Climate Resilience: Site is subject to sea level rise impacts. Development proposals must address climate adaptation, flood protection, and stormwater treatment per City of Olympia and Department of Ecology requirements.

Land Use, Zoning & Development Standards

Zoning: Urban Waterfront (UW-40)

Key Development Standards:

- Max Building Height: 40 ft (25 ft within 75 ft of OHWM)
- Max Lot Coverage: 60%
- Shoreline Requirements: Compliance with City of Olympia Shoreline Master Program required

Potential Uses: Retail, restaurant, marine-related facilities, public plaza, event space, recreation-oriented businesses. Residential is not a desired use however the Port would entertain hospitality or short term rental (example AirBNB or VRBO) to be included as a complimentary use.

Utilities & Infrastructure

Water/Sewer: City of Olympia

Power: Puget Sound Energy

Telecommunications: Service available along Marine Drive NE

Environmental & Sea Level Rise Considerations

Final project will require SEPA review and shoreline permits as applicable. Incorporating green building and habitat-friendly design when possible is encouraged. Site is subject to sea level rise impacts. Development would need to address climate adaptation, flood protection, and stormwater treatment per City of Olympia and Department of Ecology requirements.

Access & Circulation

Vehicle Access: Existing access from Marine Drive NE.

Pedestrian/Bike: Adjacent to public trail system; proposals encouraged to enhance

connections.

Parking: Must meet City of Olympia requirements; shared-use parking is encouraged.

Submission Requirements

- **Expression of Interest** – Statement of alignment with Port’s vision and approach to the Guiding Principles.
- **Conceptual Development Vision** – Narrative and/or conceptual graphics describing proposed uses and design approach.
- **Financial Capacity & Transaction Approach** – Preliminary pro forma, financing strategies, and proposed ground lease structure. The Port will not sell the property.
- **Team Qualifications** – Firm bios, relevant project experience, and references.
- **Implementation Plan** – Phasing, timeline, and major milestones.
- **Community Benefit Approach** – Public access features, tourism integration, recreation programming.
- **Questions/Concerns** – Key considerations, barriers, or needs for future negotiation discussions.

Submission Guidance and Clarification:

It is not the expectation or standard that responding parties spend significant resources in responding to this SOI. There is no expectation that conceptual renderings are required (but they are allowed) as the intent of this solicitation to identify market interest and partner qualification.

This is not a public works based request and the Port retains the ability to reject all responses if a suitable partner is not identified.

It is anticipated that if a successful respondent is identified that an exclusive negotiation period would be identified to further refine the project and develop the necessary transactional documents. The Port will not be entertaining selling the property but rather anticipates utilizing a long-term ground lease.

The Port retains the ability to extend any published dates in the Solicitation of Interest and will publicly announce if any dates have been extended.

Submitting your response:

Responses must be received prior to 4 pm on Saturday, November 15, 2025.

The Port of Olympia utilizes a web portal program for managing response submission and issuing project updates called Bonfire. Respondents can create a profile, submit project questions or request clarification, and submit their response package through the portal located at <https://portolympia.bonfirehub.com/portal/?tab=openOpportunities>.

Upon Expression of Interest submission, each respondent will receive an email confirmation receipt with a unique confirmation number as proof of submission. This will be the only confirmation notice received.

Key Dates

SOI Release: October 03, 2025

Questions Due: October 15, 2025

Responses Due: November 15, 2025

Evaluation Period: November 15-30, 2025



It's the Waterfront

Contact

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"The Commission acknowledges the community input given to this vision for the development of a Destination Waterfront and recognizes that staff will use this vision to continue to build partnerships, market Port properties, and develop project proposals for Commission consideration."

Port of Olympia Commission

March 22, 2021

Unanimous decision - Downing, McGregor, and Zita