



City of Olympia

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Meeting Agenda City Council

Tuesday, October 7, 2014

5:30 PM

Council Chambers

Special Study Session

1. ROLL CALL

2. REVIEW OF COMPREHENSIVE PLAN TOPICS

2.A [14-0943](#) Discussion of Land Use Issues Related to Zoning

Attachments: [Required Development Regulation](#)
[Scope of Design Review](#)
[Rezone Process](#)
[Flexibility for In-fill](#)

2.B [14-0973](#) Urban Corridors Issues

Attachments: [Draft GT14 - edit format](#)
[UC Heights Analysis](#)
[HDN Analysis](#)
[FOUR STATE AVE PARCELS \(2\)](#)
[4 parcels in 2400 block of State Ave](#)
[Gusa letter](#)

2.C [14-0972](#) Economy Chapter

Attachments: [CompPlanDraft-EconomyChapter](#)
[Draft Comparison](#)
[CRA Economic Chapter Comments 08.12.2014](#)

2.D [14-0974](#) Introduction Section

Attachments: [Draft - Introduction Section](#)

3. NEXT STEPS FOR COMPREHENSIVE PLAN

3.A [14-0975](#) Provide Direction on Next Steps in Comprehensive Plan Process

4. ADJOURNMENT

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City of Olympia

City Council

Discussion of Land Use Issues Related to Zoning

Agenda Date: 10/7/2014
Agenda Item Number: 2.A
File Number:14-0943

Type: work session **Version:** 1 **Status:** Study Session

Title:

Discussion of Land Use Issues Related to Zoning

Recommended Action

City Manager Recommendation:

Provide preliminary direction to staff regarding any changes or alternatives for the draft Comprehensive Plan update.

Report

Issue:

On August 12, 2014, following the public hearing, the Council directed that a work session be scheduled for more discussion of the "Zoning and Land Use" issues associated with the proposed Comprehensive Plan update. As described below, this work session encompasses a variety of issues related to land use aspects of the Plan - some general in nature and some specific - and potential implementing development regulations. (A separate agenda item addresses those land use issues related to the proposed Urban Corridors.)

Staff Contact:

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Presenter(s):

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Amy Buckler, Associate Planner, Community Planning and Development Department

Background and Analysis:

The Comprehensive Plan generally does not directly regulate development; instead it guides preparation of development regulations such as zoning regulations and design and development standards. During the Council's public hearing, many individuals recommended 'putting zoning back in the Plan.' In general these comments arose from an early decision to make the updated Comprehensive Plan more accessible and readable by removing details regarding implementing measures, and instead placing those in other documents - including a new "Action Plan" - to be adopted by Council after the Plan is approved.

Compared to the Plan adopted in 1988, the Comprehensive Plan adopted by Olympia in 1994 in

response to the Growth Management Act included extensive background information regarding how the Plan would be implemented - including references to particular development regulations. In some cases those regulations have been adopted, but in other cases the City ultimately decided to pursue other implementation means such as capital improvements, public education, financial incentives or regulatory alternatives.

Unlike that '1994 Plan,' the updated Plan now being considered by the City Council would reserve many of the implementation decisions for the zoning code and other development regulations. By not prescribing specific regulations in the Plan itself, the approach in the updated Plan would have the effect of increasing flexibility when choosing the appropriate means of implementing the Plan. This approach both provides the City with the opportunity to consider all options and also avoids making undue 'promises' regarding specific implementation actions.

On August 12 the Council expressed general support for this less-specific approach to land use planning in the Comprehensive Plan, while also directing that a work session be scheduled to discuss specific issues raised during the public hearing. As identified on August 12, and further addressed below, these included:

- Whether the Plan should more specifically establish maximum building heights
- Whether the Plan should more particularly describe required minimum densities
- Whether the Plan appropriately directs the use of mandatory development regulations as the primary implementing measure to achieve certain goals
- How specific should the Plan be with regard to sites to be subject to design regulations
- How the Plan should provide for 'in-fill' - including provisions for "neighborhood centers," "accessory dwelling units," etc.
- Whether opportunities for changes in the implementing land use zoning code should be limited to once each year

These issues have in common the question of the degree to which the Plan should prescribe development regulations to be adopted by the City, but each has its own implications as well and could be approached differently in the Plan. Thus the staff encourages individualized discussion of these topics. The first two are more generic and are addressed below. The other more specific issues are addressed in more detail in attachments to this report. In addition, as noted above, other similar issues related to 'Urban Corridors' are addressed in a separate agenda item.

Maximum building heights

Both the current Comprehensive Plan and the proposed update usually express the heights of anticipated structures in terms of "stories." Many of these provisions are included in the "Future Land Use Designations" table near the end of the Land Use and Urban Design chapter. For example, for "Low-Density Neighborhoods" the draft Plan indicates that building heights will be "2 to 3 stories" and that, "Building heights is the approximate size of taller buildings anticipated in each category. Specific height or stories limits should be established by development regulations." Other height limits are addressed in the Plan in relation to scenic views, land use compatibility, complementary architecture, etc. (Note, an exception to the described-by-stories approach - proposed Land Use and Urban Design Policy 13.7, which prescribes a 35-foot height limit in a portion of the Urban Corridor, is addressed in the Urban Corridors agenda item.)

Some members of the public have recommended that the Plan more specifically prescribe height limits, usually suggesting a specific height in feet. Traditionally such specific limits are included in the development (zoning) code. This code has specific measurements, which can be refined by amendments in response to State-revised building codes, changes in architecture and shifting economic markets. For example, to accommodate modern heating, ventilation, and communications (internet) systems, the height of commercial floors has gradually increased, with the result that the zoning code limits some 3-story apartment buildings to 35 feet while 42 feet is allowed in many commercial areas.

Minimum residential densities

To ensure efficient use of land, since 1994 Olympia's Comprehensive Plan has disfavored 'sprawl-inducing' land uses. One aspect of this vision has been to describe minimum residential densities for certain areas of the city. In particular, proposed Land Use and Urban Design Policy 16.1 calls for the City to, "Support increasing housing densities through the well-designed, efficient, and cost-effective use of buildable land, consistent with environmental constraints and affordability. Use both incentives and regulations, such as minimum and maximum density limits, to achieve such efficient use." Some members of the public have suggested that the Plan should be more specific with regard to these minimum densities.

In some cases the Plan describes a range of housing densities, for example 'medium-density neighborhoods' are expected to have 13 to 24 units per acres. In contrast, the 'low-density neighborhoods' are described as "up to 12 units per acre" and the medical services areas are to have a "minimum 7 units per acre." The Plan elaborates that, "Residential Density is a general range for planning purposes and subject to variation based on site suitability. Specific allowed ranges should be established by development regulations." The City's development (zoning) code does include specific details, such as whether street rights-of-way, wetland buffers, tree tracts, etc., should be included in the density calculations. Although lacking the long-term predictability sought by some members of the public, this approach does allow for more readily refining density measures as circumstances change.

Development mandates - should the Plan "require"?

Members of the public have both commented that the Plan should be more specific with regard to development regulations, while others have suggested that policies calling for adopting development regulations should be removed. This topic is addressed in more detail in Attachment 1 to this staff report.

Scope of design review

Comments were received at the hearing regarding the 'vague' nature of the Plan's description of areas that should be subject to design (architectural) review. See Attachment 2 for more information.

Flexibility for 'in-fill'

Comments from many members of the public touched on the topic of how and where "in-fill" (new development and changes in land use) should be allowed in previously developed areas - especially with regard to established residential neighborhoods. This topic is addressed in an attachment to this report.

Rezoning - only once each year?

Because the proposed Future Land Use Map of the Plan would provide opportunities to seek limited changes in zoning separate from the Plan amendment process, some members of the public have recommended that such 'rezone' applications be limited to a single consolidated annual process. This option is addressed in Attachment 3 to this staff report. (Note: This topic is limited to the rezone process; more information regarding the content of the new Future Land Use map is available upon request.)

Neighborhood/Community Interests (if known):

These topics have been of substantial interest to the general public and specific neighborhoods throughout the 'Imagine Olympia' Comprehensive Plan update process.

Options:

1. Direct no changes to the draft Comprehensive Plan.
2. Direct that specific alternatives be presented for Council consideration at a later meeting, or provide guidance to staff to draft specific alternatives. See specific options described in attachments to this report.

Financial Impact:

No direct impacts; implementation of the Plan would be budgeted at a later date.

#1. POLICIES LEADING TO DEVELOPMENT REGULATIONS

Topic

Degree to which the Comprehensive Plan should denote development regulations as the primary means of implementation

Summary of Comments

Various members of the public commented that the proposed Plan update either too often prescribes what will be required of development; or doesn't do so often enough.

Council Direction of August 12, 2014

Although generally confirming the approach that details of regulations should be decided when development regulations are adopted by the Council and not in the Comprehensive Plan, the Council directed that a work session be scheduled to explore some of the specific issues raised by the public during the hearing.

Staff Analysis

Olympia's current Comprehensive Plan often describes specific regulations that may be used to achieve the vision described in the Plan. One of the touchstones of the scope of the "Imagine Olympia" update as directed in 2010 was that the new version of the plan should be more readable. To that end, one of the changes incorporated into the draft now being considered by Council was to make the document much shorter – in part by removing many descriptions of implementing regulations. In general, such directives regarding regulations are to become part of an "Action Plan" to be adopted after the Comprehensive Plan update.

Nonetheless, the draft Plan does continue to describe in general terms some specific instances where regulations are intended to be one of the primary means of implementing the Plan. In particular, some of the proposed policies indicate that it is the policy of the City to "require" that development be of a given form. (Other verbs, such as "support," may suggest regulations as one option for implementation, but "require" is the primary one indicating that prescriptive regulations are likely to be adopted.)

As noted above, some members of the public commented that there should be fewer or no such regulation-mandating policies, while others suggested the Plan should be more explicit regarding the use of regulations to achieve the community's vision. Few of these comments were with regard to specific policies. Rather they addressed the general tenor of the Plan.

There are about fifty such policies in the draft Plan. (See below.) Each of these was carefully considered by the staff, and evaluated by the Planning Commission. In most cases they simply carryover a policy from the current Comprehensive Plan into the new version. They generally describe minimum expectations associated with development,

in contrast with options to be encouraged or achieved through incentives. And, in general, they reaffirm support for continuing to utilize previously adopted development regulations as the primary means of implementing specific aspects of the Plan. Where such regulations are lacking, these “require” policies provide a basis for using the State Environmental Policy Act as a regulatory tool until new development regulations are adopted by the City.

Text of Public Hearing Draft

For Council’s convenience, many of the specific “require” policies are listed below. An (*) indicates a policy where the ‘requirement’ aspect is new to this version of the Comprehensive Plan. Note that some are not explicit regarding the mandatory nature of the policy, for example some say “encourage or require.” Also note the list does not include “require alleys’ policies discussed by the Council on September 16.

Alternatives

In each instance, if the Council chooses not to retain the current policy, it could choose to revise the policy. For example, changing “require” to “support” would suggest retaining the option of utilizing regulations, but less strongly call for such. In contrast, changing “require” to “encourage” would indicate the City will be moving from a mandatory approach to one of incentives, funding, or other forms of ‘encouragement.’

“Require” Policies in Draft Plan

(* = requirement is new in this version of Comprehensive Plan)

* Public Participation Policy 3.3 Give citizens, neighborhoods, and other interested parties opportunities to get involved early in land use decision-making processes. Encourage or require applicants to meet with affected community members and organizations.

Natural Environment Policy 1.8 Limit the negative impacts of development on public lands and environmental resources, and require full mitigation of impacts when they are unavoidable.

Natural Environment Policy 1.12 Require development to mitigate impacts and avoid future costs, by incorporating timely measures, such as the clean-up of prior contamination as new development and redevelopment occurs.

* Natural Environment Policy 5.4 Require prevention and treatment practices for businesses and land uses that have the potential to contaminate stormwater.

* Natural Environment Policy 5.6 Limit or prohibit uses that pose a risk to water supplies in Drinking Water (Wellhead) protection areas based on the best scientific information available and the level of risk. Require restoration of areas that have been degraded.

* Land Use Policy 1.4 Require functional and efficient development by adopting and periodically updating zoning consistent with the Future Land Use Map.

* Land Use Policy 1.5 Require new development to meet appropriate minimum standards, such as landscaping and design guidelines, stormwater and other engineering standards, and buildings codes, and address risks, such as geologically hazardous areas; and require existing development to be gradually improved to such standards.

Land Use Policy 1.8 Buffer incompatible industrial, commercial and residential uses by requiring landscaped buffers or transitional uses, such as plazas, offices, or heavily landscaped parking; use natural buffers where possible and require clustering where warranted.

Land Use Policy 1.9 Require direct and convenient pedestrian access to commercial and public buildings from streets, bus stops and parking lots, and encourage sheltered seating and other uses of vacant sections of the street edge.

Land Use Policy 1.10 In pedestrian-oriented commercial areas, require sidewalk awnings or other weather protection on new and substantially remodeled buildings.

* Land Use Policy 1.11 Require businesses along transit routes to accommodate transit use by including building entrances near bus stops or other features such as transit shelters or on-site bus access.

Land Use Policy 1.13 Require new, and encourage existing, businesses to provide bicycle parking.

Land Use Policy 6.3 Require commercial and residential buildings to face the street or a courtyard or other common area.

Land Use Policy 6.4 Require multi-family housing to incorporate architectural forms and features common to nearby housing; to include porches, balconies, bay windows and similar details; to have entries oriented to streets or a courtyard, and include accessible open space; and to be reduced in size near lower density residential districts.

Land Use Policy 6.9 Require that buildings complement and enhance their surroundings, appeal to and support pedestrian activities, and facilitate transit use.

Land Use Policy 12.5 Require site designs for commercial and public buildings that will complement nearby development and either maintain or improve the appearance of the area. This may include building designs with a defined bottom, middle, and top; appealing architectural elements such as windows, wall detailing; fountains, vendor stations; and the use of balconies, stepped back stories and pitched roofs that reduce the perceived size of the building.

Land Use Policy 12.7 Require screening of unattractive site features such as mechanical equipment and large solid waste receptacles, while maintaining good access for collection and maintenance.

Land Use Policy 12.9 Require a form of parking that retains aesthetics and minimizes pedestrian barriers and inconvenience by including screening along streets and residential areas; limits parking lots to one contiguous acre; and locates them at the rear of buildings, or, if the rear is not possible, then on the side, but with minimal street frontage.

Land Use Policy 12.10 Ensure that business signs identify the business but do not create visual clutter or dominate the character of the area; require the use of low or façade-mounted signs where possible.

Land Use Policy 16.10 Require effective, but not unreasonably expensive, building designs and landscaping to blend multi-family housing into neighborhoods.

Land Use Policy 16.11 Require that multi-family structures be located near a collector street with transit, or near an arterial street, or near a neighborhood center, and that they be designed for compatibility with adjacent lower density housing; and be 'stepped' to conform with topography.

Land Use Policy 16.12 Require a mix of single-family and multi-family structures in villages, mixed residential density districts, and apartment projects when these exceed five acres; and use a variety of housing types and setbacks to transition to adjacent single-family areas.

Land Use Policy 18.2 Require that downtown development provide active spaces, adequate sunlight and air-flow and minimize 'blank' walls at street level.

* Land Use Policy 18.3 Require development designs that favor pedestrians over cars by including awnings and rain protection that blend with historic architecture, create interest, and minimize security and safety risks; development designs should also foster cultural events, entertainment, and tourism.

Land Use Policy 20.1 Require development in established neighborhoods to be of a type, scale, orientation, and design that maintains or improves the character, aesthetic quality, and livability of the neighborhood.

* Land Use Policy 20.4 Encourage or require development and public improvements consistent with healthy and active lifestyles.

Land Use Policy 21.4 Allow neighborhood center designs that are innovative and provide variety, but that ensure compatibility with adjoining uses. Consider appropriate phasing, scale, design and exterior materials, as well as glare, noise and traffic impacts when evaluating compatibility. Require buildings with primary access directly from street sidewalks, orientation to any adjacent park or green and to any adjacent housing, and signage consistent with neighborhood character.

Land Use Policy 24.1 Require planned development sites shown on the Future Land Use Map to develop as coordinated, mixed-use projects.

Land Use Policy 24.3 Require 'master plans' for villages that encompass the entire site and specify the project phasing, street layout and design, lot arrangement, land uses, parks and open space, building orientation, environmental protection and neighborhood compatibility measures.

Land Use Policy 24.5 Require a neighborhood center, a variety of housing, connected trails, prominent open spaces, wildlife habitat, and recreation areas in each village.

Land Use Policy 24.6 Require that villages retain the natural topography and major environmental features of the site and incorporate water bodies and stormwater ponds into the design to minimize environmental degradation.

Land Use Policy 24.8 Require village integrity but provide flexibility for developers to respond to market conditions.

Land Use Policy 24.9 Limit each village to about 40 to 200 acres; require that at least 60% but allow no more than 75% of housing to be single-family units; and require at least 5% of the site be open space with at least one large usable open space for the public at the neighborhood center.

Land Use Policy 24.10 Require that 90% of village housing be within a quarter mile of the neighborhood center and a transit stop.

* Transportation Policy 1.11 Require consolidation of driveways and parking lot connectivity for adjacent commercial areas to facilitate access from one site to another without having to access the roadway.

Transportation Policy 4.8 Build new arterials, major collectors and neighborhood collectors based on the general location defined on the Transportation Maps in Appendix B. Require the use of the Engineering Design and Development Standards.

Transportation Policy 4.10 Require new developments to connect to the existing street network and provide for future street connections to ensure the gridded street system is built concurrent with development.

* Transportation Policy 5.2 Require new developments to provide direct bicycle and pedestrian pathways that connect to adjacent, developed properties. These will be at the same interval spacing as street PT8.1 Require mitigation for new developments so that transportation level of service does not fall below adopted standards, except where policies allow.

Transportation Policy 8.2 Require new development to construct improvements or contribute funds towards measures that will improve the function and safety of the streets, such as installing bike and pedestrian improvements, turn pockets or special lanes for buses, or roundabouts, or modifying traffic signals.spacing requirements or at closer intervals. PT16.6 Integrate transit and bicycle network planning and require bicycle end-of-trip facilities, such as bike parking, along bus corridors.

* Transportation Policy 17.5 Require developers to provide facilities that help transit riders easily walk or bike to and from stops, such as shelters, awnings, bike parking, walkways, benches, and lighting.

Transportation Policy 20.7 Require direct, safe, and convenient pedestrian access to commercial and public buildings from sidewalks, parking lots, bus stops, and adjacent buildings.

Transportation Policy 23.4 Require continuous awnings over the sidewalk along building frontages in densely-developed areas to protect pedestrians from weather; encourage them everywhere else.

Transportation Policy 24.8 Require new commercial developments, public facilities, schools, and multi-family housing to provide end-of-trip facilities for bicyclists, including covered bike racks and lockers.

* Transportation Policy 25.11 Require end-of-trip facilities, such as clothes lockers, showers and bike parking for walking, biking and transit users at schools and worksites.

Transportation Policy 28.3 Encourage property owners to voluntarily maintain their sidewalks and planter strips or, in some cases, require them to do so by enforcing codes.

Utility Policy 1.1 Require annexation of all properties for which new City wastewater or drinking water services are requested if the property is outside the City, but inside the Urban Growth Area. Or, require property owners to sign a Binding Agreement to Annex when requested by the City.

Utility Policy 1.2 Require new developments to construct drinking water, wastewater and stormwater utilities in ways that meet the community development, environmental protection, and resource protection goals of this Plan, and that are consistent with adopted utility plans and extension policies.

Utility Policy 2.1 Ensure that new development projects pay for their own utility infrastructure based on their expected needs for the next 20 years. Also require them to contribute to their portion of existing infrastructure. Routinely review new-development charges (such as general facility charges) when updating utility master plans, or more frequently as needed.

Utility Policy 7.8 Require private water purveyors that build new systems within Olympia's water service area to build to Olympia's standards so the systems can be integrated in the future.

Utility Policy 8.6 Require the conversion of septic systems to the City-owned wastewater collection system upon septic system failure or building use change, whenever feasible.

Utility Policy 11.8 Require development to incorporate measures, such as higher finished floor elevations, that will reduce risks and avoid future costs associated with rising sea levels; and to encourage acknowledgment of such risks by state and federal agencies.

#2. SCOPE OF DESIGN REVIEW

Topic

Comprehensive Plan policies regarding which areas and projects in Olympia should be subject to special “design” requirements.

Summary of Comments

Various parties, including the Port of Olympia, have suggested that Land Use and Urban Design policies describing the City’s design review process – quoted below -- should either be clarified or deleted.

Council Direction of August 12, 2014

Council directed that a work session be scheduled to include a staff briefing and Council discussion of this topic. Note that a related topic of ‘urban green-space and tree canopy’ has been addressed separately in Council discussions.

Staff Analysis

In 1988, Olympia first adopted general regulations governing the design of private development. Unlike traditional land use zoning which limits the size and placement of buildings, design regulations prescribe the form and appearance of structures and related landscaping. Although initially only applicable to downtown and ‘entry corridors,’ over the years the scope and details of these regulations have been revised, with the result that today nearly half of the city is subject to such regulations.

The two policies listed below form the primary basis for the City’s regulation of building design, while other parts of the proposed Plan address more specific details, such as street orientation and neighborhood compatibility. Except for two revisions, these are rewrites for readability of policies that have been part of the City’s Plan since at least 1994.

Proposed policy 6.1 sets forth the areas to be subject to design review regulations. Like other provisions of the Plan, it is less specific than the development regulation in the code, and instead provides general guidance regarding which areas should be considered for regulations. For example, although the policy indicates that master planned developments should be subject to a design review process, when the design code was adopted the Evergreen Park Planned Unit Development was exempted and instead is governed by private design covenants. Similarly, the meaning of terms such as “highly visible” can ultimately be determined by the City when adopting the development code itself.

As described in the ‘change note,’ this proposal includes two substantive (non-editorial) changes. It would add all commercial buildings adjacent to public streets (first bullet) and remove properties adjacent to properties listed on the Historic Register from the

sites subject to the design review process. The former was initially proposed by City staff, is addressed in the supplemental environmental impact statement, and was specifically discussed during a Council work session earlier this year. The latter reflects a code amendment approved by Council a few years ago.

Text of Public Hearing Draft

Land Use and Urban Design Policy 6.1: Establish a design review process for:

- Commercial and mixed use development adjacent to freeways and public streets
- Other highly-visible, non-residential development, such as the Port of Olympia, campus developments, and master planned developments
- Multifamily residential development and manufactured housing parks
- Detached homes on smaller lots (less than 5,000 square feet) and in older neighborhoods (pre-1940)
- Properties listed on a Historic Register or located within a designated historic district

Land Use and Urban Design Policy 6.2: The design review process should recognize differences in the city with the objective of maintaining or improving the character and livability of each area or neighborhood

Alternatives

Other than deleting these policies, no specific alternative language has been proposed by the public, nor is any proposed by city staff. Council may wish to direct consideration of specific alternatives or revisions.

#4. THE REZONE PROCESS

Should the Comprehensive Plan describe a specific process for changing land use zoning?

Summary of Comments

Among the many ‘put zoning back in the Plan’ comments were calls to retain the current process for amending the zoning map. In particular, many parties suggested that such amendments be limited to once each year; while a few suggested more flexibility.

Council Direction of August 12, 2014

While expressing general support for the approach proposed in the Comprehensive Plan update, the City Council requested that a work session be scheduled to discuss the option of limiting changing in zoning to once each year.

Staff Analysis

In the mid-1990s Olympia adopted a new ‘Future Land Use map’ in the Comprehensive Plan and a new land use zoning map as part of the development code. That Future Land Use map was more detailed than the previous version and resulted in a zoning map that practically ‘mirrored’ the Plan map. One result of the ‘mirrored’ maps approach was that most proposals to amend the zoning map (“rezones”) were combined with a proposed Plan amendment. State law requires that Plan amendments be considered no more often than once each year and that all annual amendments be processed concurrently. As a result, for the last twenty years nearly all zoning map amendments have also been subject to these process limitations.

As part of the ‘Imagine Olympia’ process of updating the Comprehensive Plan, the staff proposed and the Planning Commission supported a proposal to return to a more general Future Land Use map that would provide more flexibility with regard to development regulations, including with regard to the zoning map. This more general Future Land Use map was part of the Council’s hearing draft. At the hearing, members of the public suggested that even if the detailed Future Land Use map is not retained, the ‘once per year’ limitation should continue to be imposed on rezone requests.

There are advantage and disadvantages to the ‘once per year’ process:

ANNUAL REZONE PROCESS	‘ANYTIME’ REZONE PROCESS
Easier for general public to track and participate	Parties not receiving direct notice may not know about proposed rezones
Combined effect of all proposals can be considered	Each proposal reviewed individually
Proposals must be submitted before annual deadline; late proposals may be delayed a year or more	Rezone process can be initiated at any time; thus potential proponents not deterred by need to wait

Review process constrained by annual schedule; 'one size fits all' timeline, etc.	Rezone process can be adapted to scope of issues and extent of public interest in proposal
End of calendar year deadline leads to pressure to make final decision or 'lose' a year	Flexible schedule allows more opportunity to explore options and achieve consensus
Easier to schedule; especially on Planning Commission and Council agendas	Can result in scheduling public meetings during busy periods

In both instances, the final rezone decision would be made by the City Council. The draft Plan directs that there be criteria for evaluating the merits of proposed rezones but does not address other aspects of the rezone process.

To limit rezone applications to a consolidated once-per-year process the Council could either describe such a process in the Comprehensive Plan, or could more directly require it by amending the development code to impose such a limit.

Note that two related development code amendments have been recommended by the Planning Commission and are scheduled to be presented to the Council after the updated Comprehensive Plan is adopted. The Commission has recommended that the criteria for evaluating proposed rezones be updated to reflect provisions of the new Plan, and that all proposed rezones be subject to review and recommendation by the Commission. (Current code provides that some are reviewed by the Hearing Examiner, instead.)

Text of Public Hearing Draft

Land Use and Urban Design Policy 1.4 Require functional and efficient development by adopting and periodically updating zoning consistent with the Future Land Use Map.

Alternatives to the Draft

The Council may choose to approve the Plan as proposed, or may wish to direct either:

1. That Policy 1.4 be revised by adding, "To ensure appropriate public participation, amendments to the zoning map should be considered no more often than once each year."
2. Or that the Plan be adopted as proposed, but that consideration of adding a 'once (or twice) per year' limit to the development code be added to the Planning Commission's work program.

#4. PROVIDING FLEXIBILITY FOR 'IN-FILL' AND SPECIFICALLY FOR NEIGHBORHOOD CENTERS

Consideration of 'in-fill' policies, including a proposed revision to PL21.3 regarding neighborhood centers

Summary of Comments

Various comments from the public expressed desire for the Plan to provide for more walkable neighborhoods, including flexibility for small-scale "in-fill" development (new development and changes in land use in existing developed areas.) Comments included desire for the City to encourage accessory dwelling units, neighborhood retail, and other small-scale destinations. Comments also touched on ensuring 'in-fill' is properly scaled within established residential neighborhoods.

Specifically, there was a comment that Neighborhood Centers are described within the Plan as a one-size-fits-all concept, and it should be clarified that new neighborhood centers may develop differently than existing ones, especially in regard to dense housing and parks.

Staff Analysis

The proposed Plan provides a basis for allowing and encouraging various types of small-scale 'in-fill' housing in low-density neighborhoods, including: accessory dwelling units, cottages, townhouses and manufactured homes (GL16.) The plan also sets goals and policies to maintain and improve neighborhood character and livability through limits on the intensity of use and scale (GL20); by promoting historic preservation (GL3, GL4, GL5); establishing attractive, pedestrian-oriented design codes (GL6); protecting views (GL8); planting and maintaining trees and other greenery (GL7, GL22.) Also, the Plan guides that each neighborhood has its own identity (GL6, GL14) and outlines a process by which the City will support neighborhood subarea planning (GL23.)

The next step is implementation, which may include review of existing codes and other actions as part of the Action Plan. For example, the City might consider potential changes to Accessory Dwelling Unit regulations that may make these easier to achieve. This option and other potential actions will be included in a list of ideas for the community and Council to prioritize as part of developing the City's first Action Plan once the Comprehensive Plan is adopted.

Work is already underway on another important 'in-fill' opportunity as the Planning Commission is currently reviewing the Neighborhood Center Code. Neighborhood Centers are small walk and transit-friendly business clusters within residential neighborhoods that provide for day-to-day retail and service needs and foster community interaction. These areas are an important aspect of local and regional goals to promote healthy neighborhoods and people, foster social interaction and the reduce greenhouse gas emissions.

On the whole, the Comprehensive Plan provides flexibility for the development of neighborhood centers. However, staff recommends the City Council make a change to

policy PL21.3 which will enable the Planning Commission to consider an option that would not be feasible as currently drafted.

Policy PL21.3 states that housing, food stores and a neighborhood park or green will be included (i.e., required,) and that commercial uses be focused on the civic green or park. Staff suggests removing these **requirements**. Doing so would allow for more flexibility and variation, hopefully making neighborhood centers easier to achieve. It also allows the Commission to consider an option that could provide more clarity for neighborhoods regarding the location and boundaries of their neighborhood centers.

This policy is a carry-over from the early 1990's; it guides the City's current regulations which require a master plan process to develop a neighborhood center sized between 2-10 acres, including a one acre park or green upon which to focus commercial uses – the specific boundaries and layout are to be determined by the master plan. Outside of the planned villages, this code has not been exercised within the past 20 years. At the same time, there is another process for developing “neighborhood retail zones (e.g., Wildwood, San Francisco Bakery).” Residents consider these to be their “neighborhood centers” and these are guided by zoning regulations that are more financially feasible, and result in more clearly defined boundaries within a neighborhood.

If the City policy is to consider **requiring** food stores, housing and a park within a neighborhood center the only practical way to promote these is through a master plan. Otherwise, it would seem the City must require each parcel in a neighborhood retail area to provide each of these things. The change to Policy PL21.3 as proposed will enable the Commission to consider options outside of the master plan process.

As part of their work this Fall, the Planning Commission will hold a public hearing and make a recommendation aimed at clarifying the process and tools for how neighborhood centers can develop. To be clear, no specific neighborhood center zoning or projects are being considered at this time.

Text of Public Hearing Draft

PL21.3: Include housing, a food store, and a neighborhood park or civic green at all neighborhood centers. Allow churches, schools, and convenience businesses and services that cater primarily to neighborhood residents. Prohibit auto-oriented uses. Vary the specific size and composition of such centers for balance with surrounding uses; focus commercial uses on civic greens or parks, and limit the size of commercial uses. (Note: A larger urban center is permitted in the Briggs Urban [Village](#).)

Proposed Clarification

~~Include~~ **Encourage** housing, a food store, and a neighborhood park or civic green at all neighborhood centers. Allow churches, schools, and convenience businesses and services that cater primarily to neighborhood residents. Prohibit auto-oriented uses. Vary the specific size and composition of such centers for balance with surrounding uses. **Where practical**, focus commercial uses on civic greens or parks. ~~and~~ **Limit** the size of commercial uses.



City of Olympia

City Council

Urban Corridors Issues

Agenda Date: 10/7/2014
Agenda Item Number: 2.B
File Number: 14-0973

Type: work session **Version:** 1 **Status:** Study Session

Title

Urban Corridors Issues

Recommended Action

City Manager Recommendation:

Discuss issues and provide guidance on alternatives to bring forward for consideration at Oct. 21 City Council meeting.

Report

Issue:

At its August 12 meeting, the Council discussed public comment received on the Public Hearing Draft of the Comprehensive Plan. Council referred comments regarding urban corridors for discussion at this work session. General comments expressed support for or opposition to the urban corridors concept. Specific comments addressed three issues: 1) building heights allowed in the State/4th corridor in the area east of Plum Street; 2) development density allowed in the three portions of urban corridors designated as "High-Density Neighborhoods"; and 3) the land use designation of four properties in the 2400 block of State Avenue. Each of these three issues is addressed in more detail in an attachment to this staff report.

Staff Contact:

Leonard Bauer, Deputy Director, Community Planning & Development, 360.753.8206

Presenter(s):

Leonard Bauer, Deputy Director, Community Planning & Development

Background and Analysis:

As it developed its Public Hearing Draft Comprehensive Plan, the Council held a work session on April 8, 2014, devoted to the issue of Urban Corridors. Significant background information on urban corridors is available in the staff report prepared for that work session.

Urban Corridors are an integrated transportation and land use concept initially designated in 1994 by Olympia, Lacey, Tumwater and Thurston County. Urban Corridors are key to the region's strategy to avoid sprawl and reduce its dependence on the auto by providing an appealing housing alternative for people who want to live in an attractive, walkable, urban environment close to transit, work, services and shopping.

The Draft Comprehensive Plan addresses the transportation functions of urban corridors in the Transportation Chapter, particularly Goal GT14 and its associated policies. These are major arterials which serve as the key corridors of a regional multimodal transportation system, including high-quality transit service.

The Draft Plan addresses future land uses along these corridors primarily in the Land Use and Urban Design Chapter, Goal GL13 and associated policies. Also, near the end of the chapter are descriptions of land use designations that support, and are supported by, these key regional, multimodal transportation corridors:

- An “urban corridor” land use designation is applied to areas along many of these corridors to provide for mixed residential and commercial uses that provide places where residents can easily access shops, services and work places by walking, biking, or riding transit, as well as by automobile.
- Three key areas (Downtown, Capital Mall area, and Martin Way/Pacific Avenue area) are designated with a “high-density neighborhood” overlay, with the intent of focusing higher-intensity mixes of commercial and residential growth in these areas.
- The South Capitol Neighborhood is a designated historic district, and its land use designation is low-density residential to reflect the goal of accommodating some residential infill development while sustaining its historic character.

To better clarify that the Draft Plan retains the multi-modal transportation goals for all urban corridors, even when land use designations along the corridors may vary, staff recommends the wording changes to Goal GT14 and its policies included in Attachment 1.

The other three issues addressed in specific public comments are discussed in the remaining attachments to this staff report. They are:

- building heights allowed in the State/4th corridor in the area east of Plum Street;
- development density allowed in the three portions of urban corridors designated as “High-Density Neighborhoods”;
- the land use designation of four properties in the 2400 block of State Avenue.

Neighborhood/Community Interests (if known):

Public comments were received from ten individuals that referenced urban corridors. Several commenters focused on the area along State and 4th Avenues east of Plum Street.

Options:

Options for specific issues are included in attachments to this staff report.

Financial Impact:

None; this work item is an element of the Comprehensive Plan Update.

From Transportation Chapter Goals and Policies

GT14 The urban corridors of Martin Way, Pacific Avenue, east 4th and State Avenues, Capitol Way/Boulevard and portions of Harrison Avenue, Black Lake Boulevard and Cooper Point Road are vibrant mixed-use areas where a large portion of trips are made by walking, biking and transit. (See Appendix H Corridor Map for urban corridors. See Land Use and Urban Design chapter for specific land use designations.)

PT14.1 Retrofit City streets in urban corridors to City Street Standards to attract new development and increase densities.

PT14.2 Work with the State of Washington to include urban corridors in the state's preferred leasing area, so that state employees can easily walk, bike or take public transit to work.

PT14.3 Encourage public agencies to build in the urban corridors to support the City's transportation-efficient land use goals so citizens and employees can easily walk, bike or take public transit to these buildings.

PT14.4 Partner with the cities of Lacey and Tumwater to pursue the coordinated transportation and land use objectives identified for the urban corridors, ~~of Martin Way, east 4th and State Avenues and Pacific Avenue~~

From Transportation Chapter Appendix A

Urban Corridors, Strategy Corridors and Bus Corridors

Urban Corridors

"Urban corridors" are an integrated land use and transportation concept as defined in the 1993 Regional Transportation Plan and reflected in the 2025 Regional Transportation Plan. The urban corridor approach intends to reduce sprawl and dependence on the auto by allowing people to live in attractive urban neighborhoods where they can walk or use transit to get to work and meet their daily needs.

Urban Corridors are the major arterials in our system, that generally corresponds with the highest density land uses. ~~More than just the street system, an Urban Corridor includes the area up to a quarter mile on either side of these arterials.~~ These corridors are east 4th and State Avenues, Martin Way, Harrison Avenue, Capitol Way/Boulevard, and the triangle on the Westside shaped by Harrison Avenue, Cooper Point Road and Black Lake Boulevard. ~~Capitol Way/Boulevard is not included in the Urban Corridor designation because the area south of Capitol Campus will not likely see the increased densities planned for Urban Corridors. This neighborhood, which includes a National Historic District is built out and will retain a residential neighborhood function and character.~~ The urban corridor land use designations along these streets vary (see Future Land Use Map in the Land Use Chapter.) These streets remain urban corridors for transportation planning purposes, and to be consistent with Regional Transportation Plan. ~~Consistent with the 2025 Regional Transportation Plan, these Urban corridors are shown on the Corridors Map, Appendix H. The Future Land Use Map in the Land Use Chapter shows the urban corridor land use designation.~~

Along these corridors, land use will be supported by a multimodal transportation system. Improvements for bicyclists, pedestrians and transit in these corridors are intended to allow the densities to increase while minimizing new car trips. It is acceptable for arterial and major collector streets within urban corridors to have a transportation level of service E. Bus corridors will be developed along the strategy corridors within these urban corridors. These corridors can be found on the Corridors Map found in Appendix H.

The Urban Corridors Task Force, made up of policy makers from throughout the region convened in 2009 and met through 2011 to identify measures all cities in the region could pursue to achieve the vision for these corridors. The City of Olympia along with the cities of Lacey and Tumwater and Thurston

County passed a joint resolution accepting the recommendations of the Urban Corridors Task Force in November 2012, (Resolution M-1786).

HEIGHTS IN URBAN CORRIDORS EAST OF PLUM STREET

Regarding whether to further restrict building heights in urban corridor land use designation in area along 4th and State Avenues east of Plum Street, adjacent to the Bigelow Historic District.

Summary of Comments

Three commenters specifically called for lower building height limits in urban corridor designation in this area – either to the equivalent of that in adjacent residential areas, or to two stories. Two other commenters generally spoke to densities in urban corridors being reduced. One commenter specifically called for densities in urban corridors not to be reduced.

Staff Analysis

Urban corridors have been included in Olympia's comprehensive plan since 1994. Implementing zoning within these corridors is through four High-Density Corridor zoning districts (HDC-1, -2, -3, and -4). Specific regulations vary slightly among these four zoning categories. In the area immediately east of Plum Street, the HDC-1 zoning district currently applies, and allows building heights up to 60', with an additional story allowed if it is devoted to residential uses. In the past year, Council adopted additional development regulations that require buildings in HDC zones within 100' of adjacent lower-density zoning to be no more than 35' (the height in most residential zones). This regulation will continue to carry out Policy PL12.4 in the Draft Plan, which directs commercial buildings be made more compatible with adjacent residential districts through stepbacks or tiering above three stories.

Development proposals received in the urban corridors over the past few years have been at heights much less than the maximum allowed by the existing regulations. This seems to indicate the market is not currently calling for maximum-height buildings in the corridors outside of downtown and the other high-density neighborhoods (HDN) where the Draft Plan would focus most new growth. This counters some public testimony on the comprehensive plan that expressed concern that allowing taller buildings in the corridors would make them more attractive to development than downtown or HDN areas.

Other comments expressed concerns about potential loss of existing views from the State and 4th Avenue rights of way across existing vacant parcels or low buildings. Council has discussed and affirmed at a separate work session the view protection policies in the Draft Plan (primarily Goal GL8 and associated policies). These policies direct a public process to identify landmark views and observation points, rather than attempting to protect views from entire corridors.

In the Public Hearing Draft

The land use designation description of urban corridors does not directly address building heights. The Future Land Use Designation Table shows building heights in the urban corridor designation as "three to six stories". The table includes this footnote:

Building Heights is the approximate size of the taller buildings anticipated in each category. Specific height or stories limits should be established by development regulations.

Policy PL13.7 is the only policy to specifically address building heights in urban corridor designations. The pertinent portion of that policy reads:

PL13.7 Designate different categories of corridors generally as follows:

- *Areas nearest downtown along Harrison Avenue east of Division Street and the upper portions of the State Street/Fourth Avenue corridor to the intersection of Fourth Avenue and Pacific Avenue should blend travel modes with priority for pedestrian, bicycle and transit systems. These areas should provide for a mix of low-intensity professional offices, commercial uses and multifamily buildings forming a continuous and pedestrian-oriented edge along the arterial streets. **There will be a 35 feet height limit if any portion of the building is within 100' from a single-family residential zone, provided that the City may establish an additional height bonus for residential development.** [emphasis added]*

Options

Change the portion of Policy PL13.7 shown in bold type above as follows:

There will be a 35 feet height limit if any portion of the building is within 100' from a single-family residential zone, provided that the City may establish an additional height bonus for residential development except in areas adjacent to a designated historic district.

DENSITY IN HIGH-DENSITY NEIGHBORHOODS

Regarding whether to change from a requirement to a goal the minimum density of at least 25 dwelling units per acre for residential uses that are not re-using or re-developing existing structures.

Summary of Comments

One public comment from Thurston County Chamber of Commerce supported changing this minimum density requirement to 15 dwelling units per acre, with a goal of 25 units per acre.

Staff Analysis

High-density Neighborhood overlay zones are recommended in the Draft Plan for three areas: Downtown Olympia; Pacific Ave/Martin Way/Lilly Road triangle; and the Capital Mall vicinity. The overlay would concentrate high-density residential uses mixed with commercial uses, which would directly serve the residents and allow people to meet their daily needs without traveling outside their neighborhoods. These neighborhoods would transition from their current automobile orientation to becoming more walkable.

This issue was discussed by the Land Use and Environment Committee March 27, 2014. The Committee recommended language that is in the current Draft Plan (below), limiting the 25 dwelling unit per acre minimum density to apply only to new residential construction. This addressed concerns regarding proposed rehabilitation of existing buildings being thwarted by the minimum density requirement.

To date, very few new residential development projects have been proposed in Olympia at densities greater than 25 dwelling units per acre. There has not been a strong market for development at that density in the recent past, although a notable recent exception is the proposed Columbia Heights project on Columbia Street between 4th and 5th Avenues. The commenter's concern is that setting a minimum density at 25 dwelling units per acre may exceed the market demand and result in residential development at slightly less density (e.g., 15 units per acre, which has been more common historically) not being allowed.

In the Public Hearing Draft

The Draft Plan would require a minimum density of 25 units per acre in this overlay zone for new development that includes residential uses:

High Density Neighborhoods Overlay: Multi-family residential, commercial and mixed use neighborhoods with densities of at least 25 dwelling units per acre for residential uses that are not re-using or redeveloping existing structures. New mixed use developments include a combination of commercial floor area ratio and residential densities that are compatible with a high-density residential neighborhood. The height in these neighborhoods will be determined by zoning and based on the "Height and View Protection Goals and Policies."

Options

High Density Neighborhoods Overlay: Multi-family residential, commercial and mixed use neighborhoods with densities of at least 25 15 dwelling units per acre for residential uses ~~that are not re-using or redeveloping existing structures~~. New mixed use developments include a combination of commercial floor area ratio and residential densities that are compatible with a high-density residential neighborhood. The height in these neighborhoods will be determined by zoning and based on the “Height and View Protection Goals and Policies.”

FOUR STATE AVENUE PARCELS

Regarding whether or not to re-designate four specific parcels along State Avenue from Low Density Neighborhood to Urban Corridor on the Future Land Use map

Summary of Comments

One public comment from Michael G. Gusa includes a request to re-designate 4 parcels on the south side of State Avenue between Chambers and Steel Streets from Low Density Neighborhood to the Urban Corridor land use designation.

Staff Analysis

The 4 parcels (outlined on the attached map) are the only parcels on the south side of State Street and east of Downtown (Eastside Street boundary) which have residential zoning (R6-12) - all other parcels are zoned High Density Corridor. Staff researched the City archives and found this dates as far back as the 1962 Zoning Map (zoning districts at the time were named Residential Single-Family and Highway Services-Suburban.) Staff could not locate a record as to why these parcels were treated differently, but assumes this may have been to provide a buffer for residential uses across State St.

In preparing their proposed future land use map, the Planning Commission recommended that the Urban Corridor land use designation match the boundaries of the existing High Density Corridor zoning. The Commission's intent was to keep their recommendation consistent with existing zoning; thus, the reason why the 4 parcels were kept in a residential land use designation. They did not analyze whether to include these 4 parcels one way or another. Preliminary analysis reveals both pros and cons:

PROS:

- It's not ideal to have these four single-family properties surrounded on three sides by commercial , adjacent and surrounded on 3 sides by the High Density Residential overlay
- From a long-term perspective, it may make better sense to allow these parcels to redevelop – how long will single family uses be viable here? The Martin Way triangle is with within 300'.
- Having a consistent land use designation for the entire length of the south side of that part of State Ave. would make it easier to implement future frontage improvements consistent with its Major Collector street classification.

CONS:

- Mr. Gusa only represents the interest of 2 out of 4 of the owners of property in question, and the other two property owners have not had time to comment.
- The proposal would reduce the buffer provided single-family uses directly across the street (which is a narrow street) and adjacent property owners have not had time to comment.
- More analysis is needed to determine whether the request can reasonably accommodate higher intensity development. For example, there is no alley behind these properties, and appears the two properties in the middle would

have a hard time locating waste bins or parking for multi-family or commercial uses (the types of zones consistent with Urban Corridor)

Based upon preliminary review and evaluation, staff believes the designation for these 4 parcels is worth exploring, however at this time there has not been adequate time for staff or public review. Mr. Gusa represents the interests of only two out of four owners of the properties in question. The other two property owners live out of state; staff has only been able to reach one of them, and she indicated that she has not had enough time to adequately consider and comment on the proposal.

If the designation is changed, the property owners would need to submit a rezone application to change the zoning from R6-12 to a zone consistent with Urban Corridor.

In the Public Hearing Draft

See Future Land Use Map in the Land Use Map

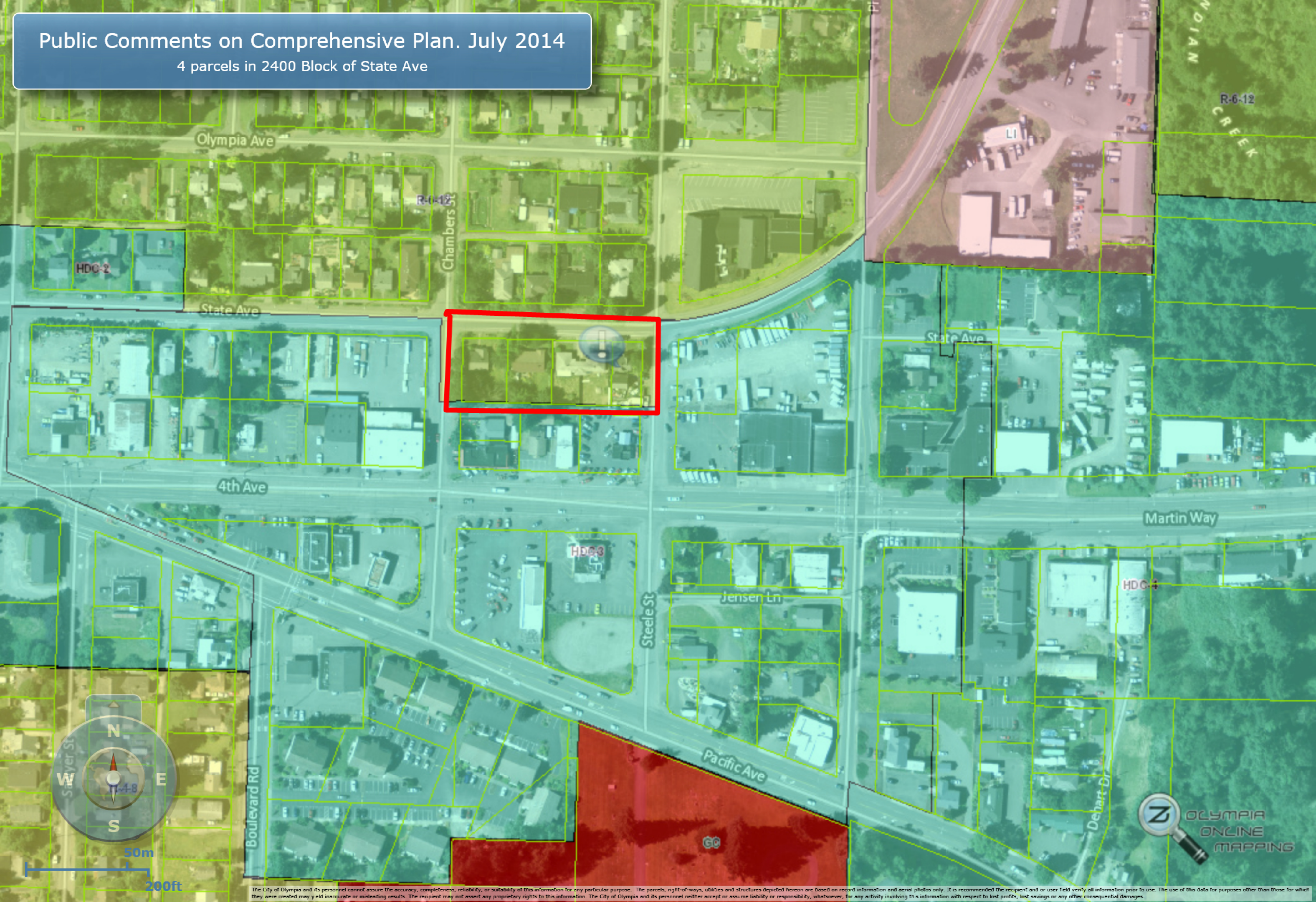
(A close-up of the zoning map is included here which highlights the parcels in question.)

Options

- 1) Do not change the land use designation of the four parcels at this time. Suggest the interested party submit a formal application for a Comprehensive Plan amendment (possibly with a concurrent rezone request) so that the proposal can be adequately reviewed and noticed to the public.
- 2) Change the four parcels from Low Density Residential to Urban Corridor on the Future Land Use map. Do not include the parcels in the adjacent High Density Neighborhood overlay.

Public Comments on Comprehensive Plan. July 2014

4 parcels in 2400 Block of State Ave



RECEIVED

AUG 04 2014

City of Olympia
Executive Department

GUSA LAW OFFICE
1700 Cooper Point Road S.W. Bldg. A-3
Olympia, WA 98502
Phone (360) 705-3342

August 4, 2014

CC: COUNCIL
STEVE
JAY
KEITH
LEONARD

Mayor Stephen H. Buxbaum
Members of the City Council
City of Olympia
601 4th Avenue East
Olympia, Washington 98501

Re: Proposed Comprehensive Plan As It Applies To The 2400 Block of State Street N.E.

Ladies and Gentlemen:

I represent the owner of the property at 2403 State Street N.E. and the owner of the property at 2427 State Street N.E. The properties are located on the South side of State Street N.E. The zoning is now R 6 - 12, residential with 6 - 12 dwelling units per acre.

Under the proposed comprehensive plan, virtually all of the properties on the South side of State Street N.E. will be designated "Urban Corridor" or "Urban Corridor /High Density". The only exceptions will be the four properties in the 2400 block on the South side of State Street N.E. including the two owned by my clients. These properties will remain R 6 - 12. Under the proposed plan, these four properties will be a small R - 6 - 12 island almost completely surrounded by properties designated "Urban Corridor" and "Urban Corridor High Density". During a July 9 open house, I spoke with Mr. Todd Stamm regarding this situation. In response to a question, Mr. Stamm indicated that there is no policy reason for these four properties to be R 6 - 12 when the others are changed to "Urban Corridor" and "Urban Corridor High Density".

This situation will create significant problems. According to Mr. Stamm, Urban Corridor/High Density allows buildings up to six stories high. Thus, six story buildings may well loom over the single family dwellings on my clients' properties, without the benefit of any buffer whatsoever, even a street. This will probably diminish the utility of these properties for residential use. No one wants a commercial building looming several stories over their home.

R 6 - 12 properties can be used for a professional office, such as an insurance agency, or the office of an architect, engineer or lawyer only if it is a home office. Changing the designation to "Urban Corridor" would allow these properties to be used as professional offices, make State Street a buffer between the zones, and treat these four properties consistent with the neighboring properties.

Mayor Stephen H. Buxbaum
Olympia City Council
August 4, 2014
Page 2 of 2

I respectfully request that the designation for these properties be changed to "Urban Corridor" or "Urban Corridor/High Density" consistent with the other nearby properties.

I am aware that a provision in the proposed comprehensive plan allows some flexibility regarding properties within 200 feet of an urban corridor. However, in this circumstance, my clients should not have to incur the substantial costs and spend the time and energy necessary to obtain a change that is being given to all of the other properties in the block. Please feel free to contact me if you have any questions or concerns.

Sincerely,

A handwritten signature in black ink, appearing to read "M. Gusa", written over a light blue horizontal line.

Michael G. Gusa
Attorney at Law



City of Olympia

City Council

Economy Chapter

Agenda Date: 10/7/2014
Agenda Item Number: 2.C
File Number: 14-0972

Type: work session **Version:** 1 **Status:** Study Session

Title

Economy Chapter

Recommended Action

City Manager Recommendation:

Provide preliminary direction to staff regarding any changes or alternatives for the draft Comprehensive Plan update.

Report

Issue:

At the August 12, 2014 City Council meeting City Council referred the Economy Chapter to the Community and Economic Revitalization Committee for further consideration and response to public comment.

Staff Contact:

Keith Stahley, Director Community Planning and Development Department, 360.753.8227

Presenter(s):

Keith Stahley, Director Community Planning and Development Department

Background and Analysis:

The Community and Economic Revitalization Committee reviewed the draft Economy Chapter at their March 17th, April 21st, August 25th and September 18th meetings. The proposed revisions are intended to facilitate the implementation of the *Investment Strategy Report* and the *Community Renewal Area Feasibility Study*. Council considered the proposed revisions to the Economy Chapter at their April 15th meeting and included the proposed revisions in the July 22, 2014 City Council Public Hearing Draft of the Comprehensive Plan for public comment. This chapter was not reviewed by the Planning Commission.

The Committee reviewed proposed revisions addressing public comment at its August 25th meeting and agreed that Committee members would review the chapter and submit suggested revisions to staff for incorporation into a revised draft of the chapter. Committee members provided written feedback to staff that has been incorporated into the October 7, 2014 draft. Given the substantial number of changes two versions of the Economy Chapter are attached.

The revised Economy Chapter without strikeouts and underlines is attached as **Attachment 1**. A second version is attached (**Attachment 2**) showing the differences between the July 22, 2014 version and the October 7, 2014 version. Revisions from committee members and staff are included in the draft. Public comment relative to the Economy element of the Comp Plan may be reviewed in **Attachment 3** (see comments Economy 11.1 - 11.11 starting on page 17 of the document).

Options:

1. Direct no changes to the draft and include as presented in the Comprehensive Plan.
2. Direct that specific alternatives be presented for Council consideration at a later meeting, or provide guidance to staff to draft specific alternatives.
3. Refer the draft Economy Chapter to the Community and Economic Revitalization Committee for additional review and consideration.
4. Refer the draft Economy Chapter to the Planning Commission for review and consideration.

Financial Impact:

No financial impact.

Economy



An employee at Olympia local business, Olykraut, stands in front of their wares

What Olympia Values:

Olympians recognize the value of a healthy economy that is stable and sustainable. The health and welfare of the community depends upon there being a range of employment opportunities so that we are not dependent on just one sector for our economic welfare. Local businesses should have access to quality infrastructure so that they have what they need in order to engage in commerce. Citizens should have access to a broad range of locally produced goods and services so that they can be assured that their money is spent in ways that sustains our community. Our community should continue to be an active center for arts and recreation – and grow and foster their development. Education and health care are also critical to a stable and sustainable economy – our community is graced with several premier institutions in each of these sectors and we collaborate with them on projects of mutual benefit.

Our Vision for the Future:

Olympia's economy is diverse and balanced. Family wage jobs and career opportunities are available to our citizens from multiple sectors, including government and manufacturing and service sector employment. A significant and ever increasing amount of our goods, services and food is locally sourced. We emphasize sustainable business practices and environmentally friendly development.

Read more in the Community Values and Vision chapter

Introduction

The strength of Olympia's economy is what determines whether we are able to pay for the public services that help to make our community a great place to live. A diverse and healthy economy provides a reliable tax base that generates revenues sufficient to keep pace with inflation. The quality of the community is the most powerful economic engine we have for attracting and maintaining high quality job opportunities.

We have been told by Olympians they value an economy where:

- There are plentiful living-wage jobs.
- Consumers and the City support local entrepreneurs.
- Residents and businesses want many of their goods and services to come from local sources.
- A highly educated workforce, entrepreneurial spirit and culture of innovation energize our economy.
- Art projects, art events, and support for the arts are integral to the community and its economy.

A healthy economy must provide jobs that pay a living wage, usually defined as a wage that allows a household to meet its basic needs without the need for public assistance. The level of a living wage will vary based on the size and makeup of the household. See the Appendix A for more information about what constitutes a living wage in our community. For a healthy economy to thrive over the long run, it must be able to absorb market changes and business-cycle fluctuations.

Olympia's Economic Profile

Cities play a critical role in supporting local economic activity. Without municipal services economic activity and development is simply not possible. In turn the commerce that takes place in our community is responsible for much of the revenue that the City receives by way of taxes and fees that are used to help to support our quality of life. In the economic development arena, Olympia has the following roles:

- Using its land-use authority to provide places for businesses to locate.
- Maintaining an efficient, fair, transparent, and predictable permitting process that reduces business-cost and timeline uncertainties.
- Collaborating with other public and private entities that have a more direct role in economic development, such as ports, business associations, and economic development associations.
- Developing and maintaining the infrastructure healthy businesses and neighborhoods need.
- Investing in traditional infrastructure, such as roads, sewer and water service, as well as in schools, parks, arts, and the natural environment.
- Commissioning reports, such as the Investment Strategy: Olympia's Opportunity areas and the Downtown Olympia Community Renewal Area Feasibility Study, to provide information for the community to make informed decisions about its economic future.

Olympia's three top employers:

Government:

Olympia is the capital of Washington and seat of Thurston County, and both provide many local jobs. Government was the largest employer in Thurston County in 2010, contributing nearly 36,000 jobs. The Olympia School District is one of the largest single employers within the city. Many of these government jobs are tied to our more diverse, statewide economy, which helps to shield our community from economic swings. However, fluctuations in state government affect our local economy.

Given that our state's population is projected to grow significantly, it is very likely that employment with the state of Washington will continue to contribute in a positive way to our local economy in the long term. State employment helps to sustain our skilled and well educated workforce, which in turn provides an attractive labor force for private sector companies to draw from as they make decisions about where to locate.

The state has also been moving away from leasing private space to house its employees. A new 200,000 square foot office building is in the planning stages for Capital Campus block located at the north west corner of Capitol Way and 11th Ave. This will likely mean that there will continue to be an excess of office space available for rent in the greater Olympia area. Other issues like school funding mandates may also impact the size of the State's work force and its leasing practices.

The Investment Strategies report calls out that almost a third of state government employees statewide (32%) are over 55 years of age. As these employees retire over the next decade, many of those positions will likely be filled with younger employees. This trend could impact the demand for residential housing within Thurston County, regardless of the overall size of state government. A younger state workforce could likely lead to a higher demand for multifamily housing that is supported by transit. Data from the Thurston Regional Planning Council's Sustainable Thurston report suggests that the "millennial" generation prefers urban multi-family housing options over suburban life styles. The changing demographics of Olympia's workforce will impact the city in several ways. There will likely be a demand for more downtown multi-family housing as millennials seek housing near their place of employment. Also, a retiring workforce will likely lead to the need and interest in more senior services and senior-oriented activities. These changes provide opportunities for quality growth in our future.

The Olympia School District is another significant governmental employer with approximately 1,300 employees providing K – 12 education to approximately 9,000 students. The school district's capital facility plan includes over \$178,000,000 in construction projects and another \$11,680,000 in small works projects. The Olympia School District's operating budget is over \$92,000,000. Future plans include a new middle school in Southeast Olympia.

Health care:

Olympia is also a regional medical center, serving Thurston, Mason, Gray's Harbor and Lewis counties. Health care is the Thurston County's second largest employment sector, with an estimated 11,595 jobs.

Retail:

Olympia's shopping mall, auto mall, and downtown business core make it the region's largest retail center, providing significant sales tax revenue. Retail provides an estimated 11,076 jobs in 2010 and is the county's third largest employment sector. However, unlike our government and health care employers, retail provides an average living wage that is just under what the City estimates is needed for a single adult in Olympia.

The *Investment Strategy* report adds, "The City of Olympia is projected to accommodate an estimated additional 18,000 jobs by 2035. Of those, almost 75% of new jobs in Olympia will be in commercial sectors. Jobs in industrial sectors (10%) and government (15%) will make up the remainder of new employment. Countywide, the sectors with the largest forecasted new jobs are professional and business services. However, Thurston Regional Planning Council's forecasts have construction employment growing substantially with total construction employment more than doubling by 2040 from 5,620 in 2010 to 12,700. Manufacturing employment is also forecasted to increase but at a much slower rate adding about 500 jobs from 2010 to 2040."

The Port of Olympia

Olympia is also the only city in Thurston County with a deep water harbor. The Port of Olympia operates a marine import and export terminal, the largest recreational boating marina on South Puget Sound, and a state-of-the-art boatyard. The Port is also the home of many private, marine-related businesses, the Batdorf & Bronson Roasting House, the Olympia Farmers' Market, and many professional offices and retail businesses.

Among our partners in economic development, the Port of Olympia has the closest relationship to Olympia's economy, and its mission is to grow the Thurston County economy, move people and goods, and improve the County's recreation options and environment. The Port is a special-purpose district, and its boundaries are the same as Thurston County's.

The Port owns 200 acres along Budd Inlet near Olympia's central business district. The Comprehensive Scheme of Harbor Improvements, the Port's development plan for its Olympia properties, includes industrial uses in the vicinity of the Marine Terminal, recreational boating uses at the Swantown Marina and Boatyard, and mixed uses in the Market, North Point, and East Bay Districts. Recreational uses are envisioned throughout its mixed-use districts and the Marina. For example, the East Bay District is a significant investment and downtown redevelopment opportunity, home to the Hands On Children's Museum and East Bay Plaza.

Although a smaller factor in our local economy than state government, the Port's potential is significant and gives the City an opportunity to further diversify its economy.

Education, Entertainment, and Geography

Olympia is the region's restaurant, art, and entertainment Center. There are three nearby colleges, The Evergreen State College, St. Martin's University, and South Puget Sound Community College, which have a major impact on the culture of our community and our high average level of education.

As a result of The Evergreen State College the City of Olympia has become home to many innovative entrepreneurs and artists that were originally attracted to our community to go to school. Evergreen is widely acknowledged as one of the nation's premier liberal arts institutions and its location here provides an opportunity for continued and expanded collaboration on entrepreneurial development. Evergreen host's three masters programs – in public administration, teaching and environmental studies. Each of these programs provides an opportunity to collaborate with the college to attract and foster complimentary research and development activities. Our community serves as a learning laboratory for students and potentially an international destination for learning and cultural exchange. The City should continue to seek opportunities for direct partnerships with the college on program development, capital facilities planning and student housing. A physical presence in our downtown could create opportunities for both City and the College.

In addition, Olympia is well-served by its highway network, which includes Interstate 5 and Highway 101, with links to State Route 8 and the Olympic and Kitsap Peninsulas. All of this means Olympia's location provides easy access to a variety of recreational opportunities - from bike trails and kayaking within our city limits, to skiing and hiking in the mountains, to beachcombing along the coast and regional customers for the area's retail businesses and health care providers.

Thurston County benefits from regional economic growth and activity in the Puget Sound region that filters down to the County as the region grows. Joint Base Lewis McChord has increased demand for housing in the region, particularly in Lacey.

There are growing signs of an urban infill market in Olympia in part driven by a changing demographic oriented towards urban living. In the last ten years, most recent building activity in Olympia has focused on rehabilitation or remodeling of existing space with limited new development. As growth has rebounded, multi-family development has been the first sector to recover. Builders are taking advantage of sites that are easily developable and/or in high amenity areas. Continued population growth in the region will generate demand for additional housing and commercial services, such as general services, retail, and health care. To be competitive Olympia must understand the strengths and weaknesses of its market.

A Healthy Economy Enhances our Quality of Life

Olympia enjoys a relatively healthy economy and stable revenue base, making it possible for it to invest in public improvements and services. These include the Washington Center for the Performing Arts, The Olympia Center, Percival Landing, the Farmers Market, new sewer capacity, new roads, and other needed infrastructure. All of this makes Olympia increasingly attractive to private investors, which will further increase our revenue base, and make more community improvements possible. However, the City should not make these sorts of investments without also considering the long-term maintenance and operations costs it will also incur.

Downtown Olympia

Downtown Olympia is a special place. For many years it has served as Thurston County's only downtown. It has the only urban waterfront in the region, attracting

recreational boaters from throughout Puget Sound. It has the only performing arts center, is the region's banking sector and is the recreational hub for the region.

Downtown Olympia is also home to the state's largest farmer operated farmers' market. The Olympia Farmers' Market serves as a link to a substantial network of small family owned farms and businesses. The market serves as a tourist attraction and destination and a place for local residents to purchase local food. Farmers Markets have proven to be a good way to foster the development and expansion of locally owned businesses. In recent years small neighborhood markets are beginning to appear in Olympia with the hope of fostering more neighborhood centers and even more accessibility to locally grown and produced products.

Thursday, Friday and Saturday evenings see the streets of downtown come alive with theater patrons, diners and a lively bar scene. Recent enhancements such as the Hands on Children's Museum, East Bay Plaza, LOTT Clean Water Alliance's WET Center and Percival Landing reconstruction only add to downtown's status as a destination.

The proximity of the Capital Campus to downtown creates a strong relationship between the campus and downtown that is enhanced by the presence of the Dash Shuttle an Intercity Transit bus that operates on 10 minute headways. This free link between the downtown and the state campus is helpful for downtown commerce and a convenience to workers and visitors that come to Olympia to participate in the State Legislative sessions.

Downtown remains a work in progress and the City has invested heavily from both a capital facilities and services perspective. Over the past three years the City has used an action oriented program known as the Downtown Project to effect change. The Downtown Project has included key elements such as enhancing the downtown walking patrol, replacing parking pay stations, creating a Downtown Ambassador program, establishing an Alcohol Impact Area, and construction of parklets to name just a few.

The City has initiated a Community Renewal Area (CRA) planning process for downtown. The Community Renewal Area law was created by the state specifically to give communities the tools that they need in order to help areas such as the downtown move forward. Washington law (RCW 35.81) allows cities to establish a Community Renewal Area through the designation of a geographic area that contains blight and the creation of a Community Renewal Plan for addressing that blight. Many Washington cities have used CRA to develop and implement redevelopment plans, including Vancouver, Shoreline, Everett, Bremerton, and Anacortes.

Olympia's downtown is the urban center for the entire region; residents and business owners would all benefit from a more active, vibrant downtown. However, parts of downtown are widely recognized as "blighted", with several condemned or obsolete buildings occupying key properties. Soil contamination, excessive amounts of surface parking, soils subject to liquefaction and rising seas also contribute to the blight. Redevelopment is stuck despite the area's unparalleled assets. The City has an interest in improving the downtown and enhancing its economic productivity in a manner consistent with the rest of this plan. The creation of a CRA may be one way to accomplish this objective.

In 2013 the City initiated an economic development planning process to consider creating a Community Renewal Area in downtown and to provide as assessment of the

broader real estate market. This process resulted in the preparation of two key reports: Investment Strategy: Olympia's Opportunity Areas and the Downtown Olympia Community Renewal Area Feasibility Study. These reports will help to refine the City's approach to economic development over the coming years and underpin the City's Community Renewal Area planning process.

The Investment Strategy report provided a community wide assessment of key redevelopment opportunity areas. In addition to downtown, six geographic areas were examined in detail:

- Kaise/Harrison Potential for neighborhood commercial / mixed-use / retail district on large single-ownership tract
- Olympia Landfill City owned, potential major retail site adjacent to existing major retail area
- Division/Harrison Potential neighborhood center adjacent to established neighborhoods
- Headwaters Large multi-ownership parcel with wetland amenity and infrastructure challenges
- K-Mart Site (currently vacant) on major close-in retail corridor

Downtown Focus area for Community Renewal Area planning

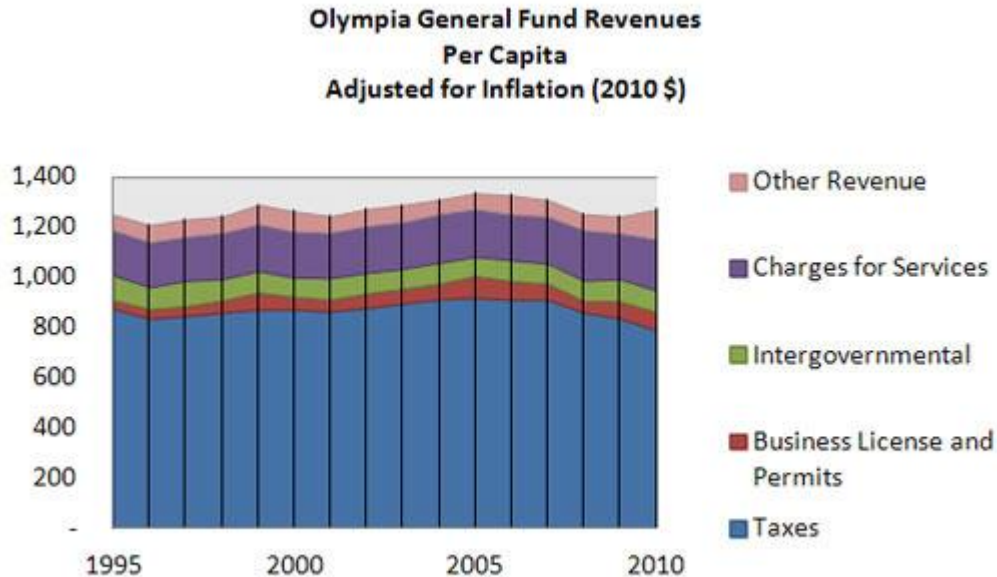
The Investment Strategy report recommends that City manage its development area assets as a portfolio that adheres to the community vision. This approach includes: (1) strategically investing in infrastructure improvements, such as roadways, streetscape improvements, and property acquisition; (2) making necessary or desired regulatory adjustments, such as zoning changes; and (3) creating partnerships with developers and property owners to generate development returns that remain sensitive to market demand.

The CRA Feasibility Study provides the outline and support materials for the ultimate creation of a CRA in Downtown Olympia.

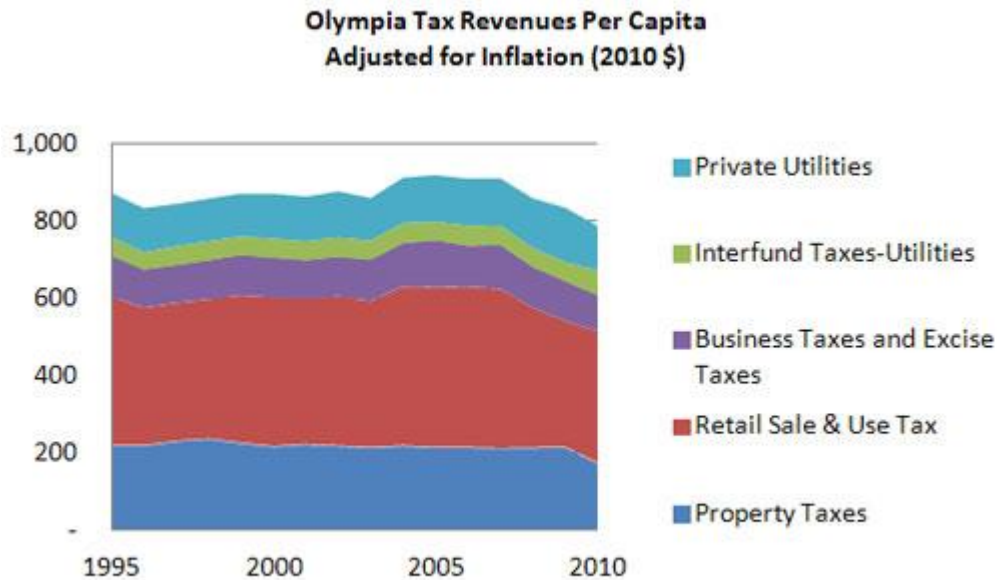
Key findings related to downtown from the Feasibility Study include:

- Demand from those users who need to be downtown (such as state government, the Port, and related uses) is not a growing part of the economy.
- The redevelopment hurdle downtown is higher than other locations because of higher land and construction costs.
- Commercial rents are not yet high enough to justify new commercial construction in Downtown Olympia.
- Office rents have decreased as vacancies have increased.
- Retail rents are more stable, but have also decreased.
- Low vacancy rates and modest rent increases for apartments citywide, as well as some anecdotal evidence suggest that there is near-term demand for multi-family housing.
- Over \$100 million of public investment has been made downtown by the City and Port of Olympia in new buildings and parks, including a new City Hall, the Hands On Children's Museum, LOTT Clean Water Alliance offices, East Bay Plaza, and Percival Landing.

Although these public facilities help to improve our quality of life, public facilities cost money to operate and maintain. Unless they directly contribute to commerce they become a burden and are difficult to sustain within the city's general fund budget. In order to protect and enhance our quality of life it will be critically important for the city to make public investments and form public private partnerships that increase commerce in ways that are consistent with the community's values. The City should not make these sorts of investments without also considering the long-term maintenance and operations costs it will incur.



Olympia's revenue comes from a mix of taxes and fees. The Olympia General Fund Revenues Per Capita table shows the sources of the City's General Fund revenues, over the last 15 years on a per capita basis. Olympia's largest revenue source is taxes, which represents well over half of the General Fund's revenue. The Olympia Tax Revenues Per Capita table provides a breakdown of taxes by various categories. Significant tax revenues come from commercial hubs such as the auto mall and regional shopping areas, construction and construction related industries.



While taxes on a per-capita basis have generally increased during the last few decades, our revenue from sales, business and property taxes fluctuates with the economy. Revenue from sales tax falls when consumers spend less. The property tax we collect per capita falls when property tax levies don't keep pace with population growth. In recent years property de-valuation has constrained the city's capacity to incur debt. Finally, property taxes have been limited by Initiative 747, passed by Washington voters in 2001, which limits growth in property tax revenue to 1 percent per year. This is a rate that generally lags well behind the increasing costs of providing those services. According to the Bureau of Labor Statistics the consumer price index for the western United States has averaged 2.27% for the past 10 years.

Major City services depend on these tax revenues. City residents, as well as workers and shoppers coming to Olympia require maintained streets, police and fire protection, water and sewer service, and more. Growing neighborhoods require these same services, plus parks (provided by the City) and schools (provided by the school district). The challenge is to provide these services at high quality for the best cost, and meet those standards when City revenues decline, by finding new revenue options or cutting services.

Maintaining and improving Olympia's infrastructure puts another large demand on the City's funds, made even more challenging as federal and state assistance has declined. Adequate and dependable infrastructure is critical to our ability to serve residents and businesses.

Community Investment

Private investment can expand a community's economy and strengthen its material prosperity. But basic infrastructure needs to be in place, or underway, in order to interest quality private businesses in locating or expanding in Olympia. For this reason,

it's critical for our community to invest resources in capital facilities that will support a healthy local economy and its values and vision for the future.

Recent capital investments have included:

- Olympia's new City Hall and the reopening of Percival Landing (Phase 1) in 2011, together an investment of over \$60 million.
- In the East Bay area, the LOTT Clean Water Alliance's WET Science Center, East Bay Plaza, and the Hands On Children's Museum are providing more family activities downtown.
- New sidewalks and transportation corridors at Boulevard Road and Harrison Avenue now make it easier to get around by foot, bike, bus or car.
- Our new Fire Station 4 has lowered 911 response times.
- Planned upgrades to our water supply will help to ensure an adequate and high quality water supply for decades to come.

All of these projects are examples of how our investments have improved our public spaces and quality of life and have provided the impetus for more private investment to follow.



Crown Beverage Packaging's 115 employees make 1.5 billion beverage cans each year from recycled aluminum. They have been part of Olympia since 1959.

Over the next 20 years, Olympia must continue to make judicious "up-front" investments that bring development to targeted areas, using its partnerships as effectively as possible. To keep them affordable, such investments will need to be located in the downtown, Investment Strategy Report opportunity areas or Urban Corridors. Projects that "leap-frog" to remote sites outside of our existing infrastructure can be prohibitively expensive to develop.

The Investment Strategy report recommends that the City should proactively:

- Review changing market dynamics to identify new barriers and opportunities to allow the City to invest in the most market-feasible projects.
- Develop relationships with property owners and other stakeholders to learn about their interests and short-term and long-term development goals. Given the barriers to development described in the report, the City will need to establish new partnerships with property owners and developers if it wishes to achieve development in the opportunity areas that is compatible with the City's Comprehensive Plan. Community and neighborhood stakeholders are also critical to this process.
- Continue and improve community conversations to better clarify and articulate desired development outcomes and coordinate stakeholders' visions for development. This work would help to refine the City's policy goals for the opportunity areas and other areas through the comprehensive planning process. Given long-term demographic shifts, the City should support higher density, infill development to achieve multiple public policy goals.
- Take advantage of opportunities when they present themselves, which may mean that the City would focus on new opportunity areas, or move forward with actions in existing opportunity areas ahead of schedule.
- Coordinate funding opportunities with other public stakeholders (the County, transit agency, the Port of Olympia, the State of Washington, others) with the City's CFP for major infrastructure investments that move the implementation forward.
- Coordinate with planning and implementation in key opportunity areas. Some initial steps toward implementation are already underway, including the Martin Way Corridor Study and the Comprehensive Plan update. The Martin Way Corridor Study is evaluating infrastructure investments that can improve access and safety for all transportation modes, and spur higher density development. The City could consider combining subarea planning efforts with the comprehensive planning process for the Kaiser/Harrison and Division/Harrison areas.

In addition to the City's work on the Community Renewal Area Olympia has recently established a Section 108 Loan Program. This program leverages the City's annual CDBG Allocation to create a loan pool to promote economic development opportunities within our community. These funds must be used in a manner consistent with the Department of Housing and Urban Development's regulations. Generally these funds can be used to support economic development projects that create jobs for low to moderate income people or support reinvestment in areas such as downtown where low to moderate income people live.

Economic development efforts must be consistent with growth management goals and not strain the capacity of our natural resources. They must be consistent with the efficient and appropriate use of land. The impact of new business must not compromise the local environment. While growth can improve a community's quality of life, economic development must be carefully planned. Our investment today in new buildings, streets and should not damage the ability of future generations to meet their needs.

Goals and Policies

GE1 Olympia has a stable economy that provides jobs that pay a living wage.

PE1.1 Provide a desirable setting for business investment and activity.

PE1.2 Develop or support programs and strategies that encourage living-wage jobs.

GE2 Olympia has a strong revenue base.

PE2.1 Encourage retail, office, medical and service activities for their value in providing employment and tax revenues.

PE2.2 Identify major revenue-generating sectors and identify actions the City can take to help maintain their economic health.

PE2.3 Ensure that the total amount of land planned for commercial and industrial uses is sufficient for expected demand.

PE2.4 Diversify the local economy in a way that builds on our stable public sector base, and by supporting businesses that can reduce reliance on goods and services from outside the community.

PE2.5 Encourage employers to export goods and services to regional, national or international markets, but keep jobs and dollars in Olympia.

PE2.6 Regularly review the development market to identify changing circumstances that create barriers or opportunities for investment in our community.

Change: New policy.

PE2.7 Use the City's Section 108 Loan program to promote job creation and redevelopment activity that benefits low to moderate income people in our community.

GE3 A vital downtown provides a strong center for Olympia's economy.

PE3.1 Support a safe and vibrant downtown with many small businesses, great public places, events, and activities from morning through evening.

PE3.2 Support lively and active downtown parks and waterfront attractions.

PE3.3 Promote high-density housing downtown for a range of incomes.

PE3.4 Protect existing trees and plant new ones as a way to help encourage private economic development and redevelopment activities.

Change: New policies PE3.5 to PE3.7 added to address new tools for economic development.

PE3.5 Support continuation of the Dash Shuttle as a means of linking the Capital Campus and downtown.

PE3.6 Use tools such as the Downtown Project, Community Renewal Area, downtown plan and other planning processes and tools to improve the economic and social health of downtown.

PE3.7 Use the Section 108 Loan Program to encourage economic investment and job creation in our downtown that benefits low to moderate income people.

GE4 The City achieves maximum economic, environmental and social benefit from public infrastructure.

PE4.1 Plan our investments in infrastructure with the goal of balancing economic, environmental and social needs, supporting a variety of potential economic sectors, and creating a pattern of development we can sustain into the future.

PE4.2 Stimulate and generate private investment in economic development and redevelopment activities as recommended in the Investment Strategy Report.

PE4.3 Make decisions to invest in public infrastructure projects after analysis determining their total costs over their estimated useful lives, and their benefit to environmental, economic and social systems.

PE4.4 Consider whether the public cost of new or improved infrastructure can be recovered through increased revenues the City can expect from the private investment the improvement will attract.

PE4.5 Identify and take advantage of infrastructure grants, loans, and other incentives to achieve the goals of this Comprehensive Plan.

PE4.6 Economic uncertainty created by site contamination can be a barrier to development in downtown and elsewhere in our community; identify potential tools, partnerships and resources that can be used to create more economic certainty for development by better characterizing contamination where doing so fulfills a public purpose.

PE4.7 Identify where new and upgraded utilities will be needed to serve areas zoned for commercial and industrial use, and encourage the development of utilities to service these areas.

PE4.8 Investigate the feasibility of the City providing telecommunications infrastructure, high speed internet connectivity or other new forms of infrastructure.

PE4.9 Collaborate with public and private partners to finance infrastructure needed to develop targeted commercial, residential, industrial, and mixed-use areas (such as Downtown Investment Strategy Report opportunity areas and along Urban Corridors) with water, sewer, electricity, street, street frontage, public parking, telecommunications, or rail improvements, as needed and consistent with the Comprehensive Plan.

PE4.10 Encourage new development in areas the City has designated for infill before considering proposals to expand land-use areas, or adding new areas.

PE4.11 Serve sites to be designated for industrial or commercial development with required utilities and other services on a cost-effective basis and at a level appropriate to the uses planned for the area and coordinated with development of the site.

PE4.12 Avoiding building lengthy and expensive service extensions that would cost more than could ever be recovered from revenues.

GE5 The City has responsive and efficient services and permitting process.

PE5.1 Maintain the City's high quality customer service and continuously seek to improve it.

PE5.2 Use regulatory incentives to encourage sustainable practices.

PE5.3 Improve the responsiveness and efficiency of the City's permit system, in part by identifying and removing waste, lack of clarity, duplication of efforts and other process inefficiencies that can occur in the development review process.

PE5.4 Create more predictability in development review process to reduce costs, without eliminating protections.

PE5.5 Eliminate redundancy in review processes, and create clearer rules.

PE5.6 Create a review process that is easy for all parties to understand at every stage and that invites input from affected parties as early as possible in the development process.

Change: New policy to address new tools for economic development.

PE5.7 Use tools such as Form Based Codes, Subarea Plans, Focus Area Plans, Community Renewal Area planning and other proactive planning processes and tools to define and develop a shared redevelopment vision for specific areas within the community such as those identified in the Investment Strategy Report and elsewhere in this plan.

GE6 Collaboration with other partners maximizes economic opportunity.

PE6.1 Support appropriate economic development efforts of our neighboring jurisdictions, recognizing that the entire region benefits from new jobs, regardless of where they are.

PE6.2 Collaborate with neighboring jurisdictions to develop a regional strategy for creating a sustainable economy.

PE6.3 Look for economies of scale when providing services at the regional level.

PE6.4 Prepare preliminary studies for priority development sites (such as Downtown, Investment Strategy Report opportunity areas or Urban Corridors) in advance, so the City is prepared for development applications, and the process can be more efficient.

PE6.5 Collaborate with local economic development organizations to create new and maintain existing living-wage jobs.

PE6.6 Work closely with state and county governments to ensure their offices and facilities are in the City of Olympia, which is both the state's capitol and the county seat. Continue to work with the State of Washington on its Preferred Leasing Areas Policy and collaborate with Thurston County government to accommodate the needs for county courthouse-related facilities.

PE6.7 Collaborate with The Evergreen State College, St. Martin's University, and South Puget Sound Community College on their efforts to educate students in skills that will be needed in the future, to contribute to our community's cultural life, and attract new residents.

Change: New policy to link funding sources and capital projects.

PE6.8 Encourage The Evergreen State College, St. Martin's University, and South Puget Sound Community College to establish a physical presence in downtown.

Change: Added the language "to establish a physical presence in downtown.

PE6.9 Collaborate with hospitals and other health care providers to identify actions the City could take to support their role in ensuring public health and their vitality as a major local employment base and to establish a physical presence in downtown.

PE6.10 Work with the Thurston Economic Development Council to identify businesses that support the health care sector, and identify what the City can do to help them to succeed.

PE6.11 Support our neighboring jurisdictions in their role as the regional center for other activities, such as manufacturing, freight transportation, and air transportation.

PE6.12 Collaborate with the Port in its role of facilitating economic development, while continuing to exercise regulatory control over Port development and operations.

PE6.13 Balance the Port's need for truck and rail transportation corridors, while minimizing conflicts with other traffic needs and land use goals.

Change: New policy.

PE6.14 Coordinate funding opportunities with other public stakeholders (the County, Intercity Transit agency, the Port of Olympia, the State of Washington, Olympia School District, others) with the City's CFP for major infrastructure investments to maximize the impact of those investments.

Community and Economy

Several recent studies suggest that a sense of “place” – a sense of authenticity, continuity and uniqueness – is the key to a community’s future economic opportunity. One study found that cities in which residents reported highest levels of attachment to and passion for their communities also had the highest rates of economic growth over time. These studies also discovered that qualities such as a welcome and open feeling, attractiveness, and a variety of social events and venues all contributed to this emotional bond. Parks and trees, community and historic landmarks, and public art also contributed to that hard-to-define “sense of place.”

In 2009, Olympia was selected as one of the Top 10 Best Cities in the nation, by Kiplinger's Personal Finance Magazine. While identifying state government as the "keystone of Olympia's economy," it called Olympia itself a "cultural diamond in the rough" where a thriving visual and performing arts scene is celebrated. It is our individuality as a community -- and our quiriness -- that sets us apart from other communities, and which makes Olympia such a great place to live and start a business.

According to the 2011 Thurston County Creative Vitality Index, more than 650 "creative jobs" were added to the community between 2006 and 2009. These include public relations specialists, writers, librarians, photographers, architects, and others in "creative occupations."



Downtown Olympia's shops, restaurants and theaters are a draw for citizens and visitors alike.

Olympia has received many awards for livability over the years. In 2010, Olympia was recognized as the most secure mid-sized city in the U.S by Farmers Insurance, based on factors that included crime statistics, weather, risk of natural disasters, housing depreciation, environmental hazards, and life expectancy. In 2010, the Gallup-Healthways Well-Being Index ranked Olympia in the top 20% of cities in Washington State. Its survey categories included life evaluation, emotional health, physical health, healthy behaviors, work environment, clean water, and general satisfaction with life and work.

Those same qualities that contribute to the strong emotional bonds many residents form with Olympia also appeal to visitors. Visitors contribute to our economy by shopping, dining, taking in a performance in one of our theaters, and spending the night in a hotel. According to the Thurston Visitor and Convention Bureau, in 2013, Thurston County businesses received an estimated \$250 million from visitor spending. This activity generated an estimated \$19 million in state and local taxes that year, and employed an estimated 3,000 people.



According to the Thurston County Creative Vitality Index, Performing Arts revenue grew 1.4% between 2008 and 2009.

Olympia's arts community is also a draw for tourism, and one of its beneficiaries.

Music

According to findings from a study completed by students at The Evergreen State College for the Olympia Arts Commission, the music industry in Olympia generated an estimated \$27 million in total business revenues --including manufacturing, retail, and venue receipts-- in 2008, contributing approximately \$2.5 million in local and state taxes for that year.

Theater

The Arts Alliance of Downtown Olympia determined that in 2009, local theaters brought 167,000 people downtown to attend more than 500 live performances, primarily in the evenings and Sunday matinees. The industry had a \$3.8 million operating budget, and brought in an estimated \$1.6 million to the community in local pay and benefits.

Artists as business owners

As of January 2010, State Senate District 22, which includes Olympia, was home to 410 arts-related businesses that employed 1,374 people, according to a report published by the national organization, Americans for the Arts. According to the report, "Arts-centric" businesses play an important role in building and sustaining economic vibrancy. They employ a creative workforce, spend money locally, generate government revenue, and are a cornerstone of tourism and economic development."

Small businesses

According to the Thurston Economic Development Council, an estimated 14,000 small businesses are registered in Thurston County, and 92% of them employ 10 or fewer people. Small businesses include service providers, small manufacturers, farmers, artists, and many of the retail businesses that set our community apart from others.



Olykraut is a small artisan company, turning local produce into value-added product since 2008.

In order for these businesses to provide a living wage [for their owners and employees], they need a strong customer base. Since 2007, the Olympia-based volunteer organization, Sustainable South Sound has hosted a "Buy Local" program, which encourages citizens to shop at local farms and businesses. The program has an education and outreach program that shows people where their dollars go, based on

where they shop, and a savings book with incentives to shop at more than 140 participating farms, businesses and organizations. They also help businesses find local sources for the goods and services they need for their own operations. Business training and support is available through our local colleges and university, the Thurston Economic Development Council, and Olympia-based Enterprise for Equity, which helps people with limited incomes start and sustain small businesses.

Goals and Policies

GE7 Public and private investors are aware of Olympia's advantages.

PE7.1 Actively promote economic activities that are consistent with the values expressed in this Comprehensive Plan.

PE7.2 Market Olympia's advantages to local and out-of-town businesses that may be considering expansions or new facilities in the area.

PE7.3 Define a more active City role in stimulating development, and influencing the design and type of development.

Change: New policy to acknowledge City's partnership with Economic Development Council.

PE7.4 Continue to coordinate and partner with the Thurston County Economic Development Council to promote Olympia's economic redevelopment opportunities.

GE8 Historic resources are used to promote economic stability in the City.

PE8.1 Strengthen economic vitality by helping to stabilize and improve of property values in historic areas through the continued support of the Heritage Commission and planning to protect and promote our historic resources.

PE8.2 Encourage new development to harmonize with existing historic buildings and areas.

PE8.3 Protect and enhance the City's ability to attract tourists and visitors through preservation of historic resources.

PE8.4 Renovation, reuse and repair of existing buildings is often preferable to new construction and should be done in a manner that protects and enhances the resource when historic properties are involved.

PE8.5 Help low- and moderate-income individuals rehabilitate their historic properties.

GE9 Tourism is a community revenue source.

PE9.1 Provide or support, services and facilities to help visitors enjoy our community's special events and unique character, and work to fully capture the potential economic benefits of their visits.

PE9.2 Continue to support efforts to restore, maintain and improve Olympia's local museums and other attractions.

PE9.3 Support continued tree plantings as a way to continually improve on Olympia's natural beauty and attractiveness to tourists - and to help create a network of scenic roadways and streets.

PE9.4 Implement strategies to enhance heritage tourism opportunities.E10

GE10 Olympia is a regional center for arts and entertainment.

PE10.1 Continue to provide programs and services that support visual and performing arts activities in Olympia.

PE10.2 Support local art galleries, museums, arts and entertainment facilities, live music venues, arts organizations, and businesses.

PE10.3 Examine the feasibility of establishing an arts center for the community.

GE11 Small businesses contribute to Olympia's economic diversity.

PE11.1 Promote the concept that buying from local businesses is a way to strengthen the local economy.

Change: Existing policy revised to include allowing for more home-based businesses.

PE11.2 Provide support for start-up businesses. Develop local awareness of the need for business incubator facilities, and allow for more home-based businesses.

For More Information

- Knight Soul of the Community Project studies that sense of "place" that attached people to their communities
 - Port of Olympia Comprehensive Scheme of Harbor Improvements
 - Port of Olympia 2013-2025 Strategic Plan Vision 2025
 - The Profile is the Thurston County Regional Planning Council's flagship document that provides demographic, statistical and mapping information
 - Thurston Economic Vitality Index provides both a trend analysis and snapshot of Thurston County's economy based upon a series of key indicators
 - Washington State County Travel Impacts 1991-2009 examines the economic significance of the travel industry in the 39 counties of Washington state from 1991-2009
 - Investment Strategy - City of Olympia Opportunity Areas
 - Downtown Olympia Community Renewal Area Feasibility Study
- i Source: Washington Department of Personnel, 2013
- ii Thurston County Employment Forecast Allocations, 2013. Thurston Regional Planning Council.

Economy



An employee at Olympia local business, Olykraut, stands in front of their wares-

~~[[Photo: An-employee-at-Olympia-local-business.jpg align=right caption=An-employee-at-Olympia-local-business, Olykraut stands in front of their wares.]]~~

What Olympia Values:

~~*Olympians recognize the importance of our quality of life to a healthy economy, and value our community businesses as a source of family wage jobs, goods and services, and various other contributions that help us meet community goals.*~~

~~Olympians recognize the value of a healthy economy that is stable and sustainable. The health and welfare of the community depends upon there being a range of employment opportunities so that we are not dependent on just one sector for our economic welfare. Local businesses should have access to quality infrastructure so that they have what they need in order to engage in commerce. Citizens should have access to a broad range of locally produced goods and services so that they can be assured that their money is spent in ways that sustains our community. Our community should continue to be an active center for arts and recreation – and grow and foster their development. Education and health care are also critical to a stable and sustainable~~

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economy – our community is graced with several premier institutions in each of these sectors and we collaborate with them on projects of mutual benefit.

Our Vision for the Future:

Olympia's economy is healthy due to a diverse mix of new and existing employment.

Olympia's economy is diverse and balanced. Family wage jobs and career opportunities are available to our citizens from multiple sectors, including government and manufacturing and service sector employment. A significant and ever increasing amount of our goods, services and food is locally sourced. We emphasize sustainable business practices and environmentally friendly development.

Read more in the Community Values and Vision chapter

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Introduction

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The strength of ~~Olympia's~~Olympia's economy is what determines whether we are able to pay for the public services ~~and special features that help to~~ make our community a great place to live. ~~And the community we create is the most effective tool we have for attracting and maintaining high-quality job opportunities. A diverse and healthy economy provides a reliable tax base that generates revenues sufficient to keep pace with inflation.~~ The quality of the community is the most powerful economic engine we have ~~for attracting and maintaining high quality job opportunities.~~

We have been told by Olympians ~~have told us~~ they value an economy where:

- There are plentiful living-wage jobs.
- Consumers and the City support local entrepreneurs.
- Residents and businesses want many of their goods and services to come from local sources.
- A highly educated workforce, entrepreneurial spirit and culture of innovation energize our economy.
- Art projects, art events, and support for the arts are integral to the community and its economy.

A healthy economy must provide jobs that pay a living wage, usually defined as a wage that allows a household to meet its basic needs without the need for public assistance. The level of a living wage will vary based on the size and makeup of the household.

~~The table below shows living wages calculated for Olympia residents, based on the cost of food, housing, transportation, child care, and other basic needs; it assumes full-time, year-round employment.~~

Olympia Living Wage

(2010 data)

Household type	Monthly Income Needed	Annual Income Needed	Living Wage Per Worker
Single Adult	\$2,365	\$28,378	\$13.64

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One Adult, one child- (6-8)	\$3,438	\$41,260	\$19.84
One Adult, two children- (1-2 & 6-8)	\$4,103	\$49,232	\$23.66
Two adults (one- working), two children	\$3,719	\$44,630	\$21.46
Two adults (both- working), two children	\$5,286	\$63,430	\$15.25

See the Appendix A for more information about what constitutes a living wage in our community. For a healthy economy to thrive over the long run, it must be able to absorb market changes and business-cycle fluctuations. ~~This often requires a diverse economy, which can cushion the impact of one or more sectors in decline. A healthy economy provides a reliable tax base that generates revenues sufficient to keep pace with inflation. When Olympia's economy stalls and taxes can't pay for existing programs, the City must eliminate jobs and services and construct fewer capital facilities to balance its budget.~~

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Olympia's Economic Profile

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~~In general, cities play a relatively small part critical role in supporting local economic activity. Without municipal services economic activity and development is simply not possible. In turn the commerce that takes place in our community is responsible for much of the revue that the City receives by way of taxes and fees that are used to help to support our quality of life. In the economic development arena, and Olympia is no exception. However, the City has the following roles:~~

- ~~• Using its land-use authority to provide places for businesses to locate.~~
- ~~• Maintaining an efficient, fair, transparent, and predictable permitting process that reduces business-cost and timeline uncertainties.~~
- ~~• Collaborating with other public and private entities that have a more direct role in economic development, such as ports, business associations, and economic development associations.~~
- ~~• Developing and maintaining the infrastructure healthy businesses and neighborhoods need.~~
- ~~• Investing in traditional infrastructure, such as roads, sewer and water service, as well as in schools, parks, arts, and the natural environment.~~

~~In 2013 the City initiated an economic development planning process to consider creating a Community Renewal Area in downtown and to provide an assessment of the broader real estate market. This process resulted in the preparation of two key reports: Investment Strategy: Olympia's Opportunity Areas and the Downtown Olympia Community Renewal Area Feasibility Study. These reports will help to refine the City's approach to economic development over the coming years and underpin the City's Community Renewal Area planning process.~~

~~The Investment Strategy report provided a community-wide assessment of key redevelopment opportunity areas. Six geographic areas were examined in detail:~~

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Opportunity Site	Council-identified development opportunity
Kaiser/Harrison	Potential for neighborhood commercial/mixed-use/retail district on large single-ownership tract
Olympia Landfill	City-owned, potential major retail site adjacent to existing major retail area
Division/Harrison	Potential neighborhood center adjacent to established neighborhoods
Headwaters	Large multi-ownership parcel with wetland amenity and infrastructure challenges.
Kmart Site	Former K-mart site (currently vacant) on major close-in retail corridor
Downtown	Focus area for Community Renewal Area planning

This report recommends the City manage its development area assets as a portfolio that adheres to the community vision. This approach includes: (1) strategically investing in infrastructure improvements, such as roadways, streetscape improvements, and property acquisition; (2) making necessary or desired regulatory adjustments, such as zoning changes; and (3) creating partnerships with developers and property owners to generate development returns that remain sensitive to market demand.

Olympia's Commissioning reports, such as the Investment Strategy: Olympia's Opportunity areas and the Downtown Olympia Community Renewal Area Feasibility Study, to provide information for the community to make informed decisions about its economic future.

Olympia's three top employers:

Government:

Olympia is the capital of Washington and seat of Thurston County, and both provide many local jobs. ~~In fact, government~~**Government** was the largest employer in Thurston County in 2010, contributing nearly 36,000 jobs. ~~What's more, many~~The Olympia School District is one of the largest single employers within the city. ~~Many~~ of these government jobs are tied to our more diverse, statewide economy, which helps to

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shield our community from economic swings. ~~Fluctuations~~ However, fluctuations in state government can affect our local economy.

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~~According to the *Investment Strategy* report, "State government will remain a key industry in Thurston County, but its employment is forecast to decrease. State government is the largest employer in Thurston County, with 20,071+ employees in 2013. Total state employment has been fairly flat since 2002, and has decreased since 2008. State government employment appears not to be growing in the near term. This will likely affect demand for office space within the County. However,~~ Given that our state's population is projected to grow significantly, it is very likely that employment with the state of Washington will continue to contribute in a positive way to our local economy in the long term. State employment helps to sustain our skilled and well educated workforce, which in turn provides an attractive labor force for private sector companies to draw from as they make decisions about where to locate.

The state has also been moving away from leasing private space to house its employees. A new 200,000 square foot office building is in the planning stages for Capital Campus block located at the north west corner of Capitol Way and 11th Ave. This will likely mean that there will continue to be an excess of office space available for rent in the greater Olympia area. Other issues like school funding mandates may also impact the size of the State's work force and its leasing practices.

The *Investment Strategies* report calls out that almost a third of state government employees statewide (32%) are over 55 years of age. As these employees retire over the next decade, many of those positions will likely be filled with younger employees. This trend could impact the demand for residential housing within Thurston County, regardless of the overall size of state government." ~~A younger state workforce could likely lead to a higher demand for multifamily housing that is supported by transit. Data from the Thurston Regional Planning Council's Sustainable Thurston report suggests that the "millennial" generation prefers urban multi-family housing options over suburban life styles. The changing demographics of Olympia's workforce will impact the city in several ways. There will likely be a demand for more downtown multi-family housing as millennials seek housing near their place of employment. Also, a retiring workforce will likely lead to the need and interest in more senior services and senior-oriented activities. These changes provide opportunities for quality growth in our future.~~ The report continues, "while the State's office use has recently declined, in the last legislative session, it committed to consider a major investment in a 200,000-square foot office building downtown to accommodate its own needs for new office space. Adding this new square footage for State uses suggests that the existing vacancies in the private office market are unlikely to be filled with State workers, and that the City may continue to see a trend toward conversion of downtown office space to housing and other uses".

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The Olympia School District is another significant governmental employer with approximately 1,300 employees providing K – 12 education to approximately 9,000

students. The school district's capital facility plan includes over \$178,000,000 in construction projects and another \$11,680,000 in small works projects. The Olympia School District's operating budget is over \$92,000,000. Future plans include a new middle school in Southeast Olympia.

Health care:

Olympia is also a regional medical center, serving Thurston, Mason, Gray's Gray's Harbor and Lewis counties. Health care is the Thurston County's County's second largest employment sector, with an estimated 11,595 jobs.

Retail:

Olympia's shopping mall, auto mall, and downtown business core make it the region's region's largest retail center, providing significant sales tax revenue. Retail provides an estimated 11,076 jobs in 2010 and is the county's county's third largest employment sector. However, unlike our government and health care employers, retail provides an average living wage that is just under what the City estimates is needed for a single adult in Olympia.

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Industry	Avg. # Employees	Avg. Annual Wage
Agriculture, forestry, fishing, hunting	1,370	\$32,491
Mining	35	\$41,204
Utilities	169	\$75,435
Construction	3,274	\$41,893
Manufacturing	3,088	\$43,234
Wholesale Trade	2,697	\$83,700
Retail Trade	11,076	\$26,316
Transportation, Warehousing	1,684	\$34,449
Information	991	\$46,379
Finance & Insurance	2,159	\$53,953
Real Estate & Rental, & Leasing	1,272	\$28,824
Professional & Technical Services	3,244	\$54,790
Management of Companies & Enterprises	663	\$59,515
Administrative & Waste Services	3,319	\$25,449
Educational Services	1,271	\$42,351
Health Care & Social Assistance	11,595	\$42,206

Industry	Avg. # Employees	Avg. Annual Wage
Arts, Entertainment & Recreation	1,189	\$16,783
Accommodation & Food Service	7,517	\$15,665
Other Services, except Public administration	4,431	\$25,753
Government	35,867	\$53,014
Not Elsewhere Classified	0	\$0
Total	49,004	\$42,370

The *Investment Strategy* report adds, "The City of Olympia is projected to accommodate an estimated additional 18,000 jobs by 2035. Of those, almost 75% of new jobs in Olympia will be in commercial sectors. Jobs in industrial sectors (10%) and government (15%) will make up the remainder of new employment. Countywide, the sectors with the largest forecasted new jobs are professional and business services. However, Thurston Regional Planning Council's forecasts have construction employment growing substantially with total construction employment more than doubling by 2040 from 5,620 in 2010 to 12,700. Manufacturing employment is also forecasted to increase but at a much slower rate adding about 500 jobs from 2010 to 2040."

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Education and Entertainment

Olympia is the region's restaurant, art and entertainment center. There are three nearby colleges, The Evergreen State College, St. Martin's University, and South Puget Sound Community College, which have a major impact on the culture of our community, and our high average level of education.

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The Port of Olympia

Olympia is also the only city in Thurston County with a deep water harbor. The Port of Olympia operates a marine import and export terminal, the largest recreational boating marina on South Puget Sound, and a state-of-the-art boatyard. The Port is also

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the home of many private, marine-related businesses, the Batdorf & Bronson Roasting House, the Olympia ~~Farmers'~~ Farmers' Market, and many professional offices and retail businesses.

Among our partners in economic development, the Port of Olympia has the closest relationship to ~~Olympia's~~ Olympia's economy, and its mission is to grow the Thurston County economy, move people and goods, and improve the ~~County's~~ County's recreation options and environment. The Port is a special-purpose district, and its boundaries are the same as Thurston ~~County's~~ County's.

The Port owns 200 acres along Budd Inlet near ~~Olympia's~~ Olympia's central business district. The Comprehensive Scheme of Harbor Improvements, the ~~Port's~~ land-use ~~Port's development~~ plan for its Olympia properties, includes industrial uses in the vicinity of the Marine Terminal, recreational boating uses at the Swantown Marina and Boatyard, and mixed uses in the Market, North Point, and East Bay Districts. Recreational uses are envisioned throughout its mixed-use districts and the Marina. For example, the East Bay District is a significant investment and downtown redevelopment opportunity, home to the Hands On ~~Children's~~ Children's Museum and East Bay Plaza.

Although a smaller factor in our local economy than state government, the ~~Port's~~ Port's potential is significant and gives the City an opportunity to further diversify its economy.

Education, Entertainment, and Geography

Olympia is the region's restaurant, art, and entertainment Center. There are three nearby colleges, The Evergreen State College, St. Martin's University, and South Puget Sound Community College, which have a major impact on the culture of our community and our high average level of education.

As a result of The Evergreen State College the City of Olympia has become home to many innovative entrepreneurs and artists that were originally attracted to our community to go to school. Evergreen is widely acknowledged as one of the nation's premier liberal arts institutions and its location here provides an opportunity for continued and expanded collaboration on entrepreneurial development. Evergreen host's three masters programs – in public administration, teaching and environmental studies. Each of these programs provides an opportunity to collaborate with the college to attract and foster complimentary research and development activities. Our community serves as a learning laboratory for students and potentially an international destination for learning and cultural exchange. The City should continue to seek opportunities for direct partnerships with the college on program development, capital facilities planning and student housing. A physical presence in our downtown could create opportunities for both City and the College.

In addition, Olympia is well-served by its highway network, which includes Interstate 5 and Highway 101, with links to State Route 8 and the Olympic and Kitsap Peninsulas. All of this means ~~Olympia's~~ Olympia's location provides easy access to a variety of recreational opportunities - from bike trails and kayaking within our city limits, to skiing and hiking in the mountains, to beachcombing along the coast and regional customers for the ~~area's~~ area's retail businesses and health care providers.

● ~~Key findings from the Feasibility Study include: State government anchors~~

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~~the employment base in Thurston County. Government employment is down though in recovery. State government employment does not look to be growing in the near term and will not be a driver of the regional economy in the near future. This trend impacts the demand for office space, both existing and new development.~~

- ~~Thurston County benefits from regional economic growth and activity in the Puget Sound region that filters down to the County as the region grows. Joint Base Lewis McChord has increased demand for housing in the region, particularly in Lacey.~~

- ~~• Rents for most development types are still at a low point from the recession, which makes it difficult for new development to substantially increase the income potential of a property through redevelopment. There are a number of sites throughout the region for development to choose from. New development will likely choose the easiest and cheapest sites before more challenging in-fill development.~~

- ~~• Suburban/urban infill development continues to be oriented towards vacant land. Much of the new development in areas since 2000 (for all product types) has been oriented around areas easily accessible from Interstate 5 and major arterials with less expensive land.~~

- ~~There are growing signs of an urban infill market in Olympia in part driven by a changing demographic oriented towards urban living. In the last ten years, most recent building activity in Olympia has focused on rehabilitation or remodeling of existing space with limited new development. As growth picks uphas rebounded, multi-family development ishas been the most likely market ready, and it likely will occur in first sector to recover. Builders are taking advantage of sites that are easily developable and/or in high amenity areas that are most attractive.~~

- ~~Continued population growth in the region will generate demand for additional housing and commercial services, such as general services, retail, and health care. However, there is not a shortage of easily developable sites, (e.g. vacant, low-intensity) throughout the region, which gives a number of site options to choose from. To be competitive Olympia must understand the strengths and weaknesses of its market.~~

Downtown Olympia

~~Downtown Olympia is a special place, with the only urban waterfront in the area, it serves as not just Olympia's downtown but the region's. Downtown Olympia is home to the region's major performing arts, museums, banking, dining and entertainment facilities as well as the Port of Olympia and the LOTT Clean Water Alliance regional treatment facility.~~

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~~Thursday, Friday and Saturday evenings see the streets of downtown come alive with theater patrons, diners and a lively bar scene. Recent enhancements such as the Hands-on Children's Museum, East Bay Plaza, LOTT's WET Center and Percival Landing reconstruction only add to downtown's status as a destination.~~

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~~The proximity of the Capital Campus to downtown creates a strong relationship between the campus and downtown that is enhanced by the presence of the Dash Shuttle and Intercity Transit bus that operates on 10 minute headways.~~

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~~Starting in 2012 there have been several conversions of second floor offices to residential units. Over 50 new units are either finished or under construction. These units represent the first new market rate housing in downtown in many years. A large apartment complex is currently proceeding through the City's permitting process representing another significant step forward for downtown housing.~~

~~Downtown remains a work in progress and the City has invested heavily from both a capital facilities and services perspective. Over the past three years the City has used an action oriented program known as the Downtown Project to effect change. The Downtown Project has included key elements such as enhancing the downtown walking patrol, replacing parking pay stations, creating a Downtown Ambassador program, establishing an Alcohol Impact Area, and construction of parklets to name just a few. The City has initiated a Community Renewal Area (CRA) planning process for downtown. The Downtown Olympia Community Renewal Area Feasibility Study was the second significant work product related to Olympia's CRA process. This report provides the outline and support materials for the ultimate creation of a CRA in Downtown Olympia.~~

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~~Key findings related to downtown from the Feasibility Study include:~~

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- ~~• Demand from those users who need to be downtown (such as state government, the Port, and related uses) is not a growing part of the economy.~~
- ~~• The redevelopment hurdle downtown is higher than other locations because of higher land and construction costs.~~
- ~~• Commercial rents are not yet high enough to justify new commercial construction in Downtown Olympia.~~
- ~~• Office rents have decreased from \$19.60/SF/Yr. in 2009 to \$15.70/SF/Yr. today as vacancies have increased.~~

- ~~Retail rents are more stable, but decreased from \$14.10/SF/Yr. in 2009 to \$12.10/SF/Yr. today.~~
- ~~Low vacancy rates and modest rent increases for apartments citywide, as well as some anecdotal evidence suggest that there is near-term demand for multi-family housing. Recent successful multi-family housing projects, building reuse have occurred downtown as well.~~
- ~~Over \$100 million of public investment has been made downtown by the City and Port of Olympia in new buildings and parks, including a new City Hall, the Hands On Children's Museum, LOTT Clean Water Alliance offices, East Bay Plaza, and Percival Landing.~~

~~The Community Renewal Area law was created by the state specifically to give communities the tools that they need in order to help areas such as the downtown move forward. Washington law (RCW 35.81) allows cities to establish a Community Renewal Area through the designation of a geographic area that contains blight and the creation of a Community Renewal Plan for addressing that blight. Many Washington cities have used CRA to develop and implement redevelopment plans, including Vancouver, Shoreline, Everett, Bremerton, and Anacortes.~~

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~~Olympia's downtown is the urban center for the entire region; residents and business owners would all benefit from a more active, vibrant downtown. However, parts of downtown are widely recognized as "blighted," with several condemned or obsolete buildings occupying key properties. Soil contamination, soils subject to liquefaction and rising seas also contribute to the blight. Re-development is stuck despite the area's unparalleled assets. The City has an interest in improving the downtown and enhancing its economic productivity in a manner consistent with the rest of this plan. The creation of a CRA may be one way to accomplish this objective.~~

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A Healthy Economy Enhances our Quality of Life

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Olympia enjoys a relatively healthy economy and stable revenue base, making it possible for it to invest in public improvements and services. These include the Washington Center for the Performing Arts, The Olympia Center, Percival Landing, the Farmers Market, new sewer capacity, new roads, and other needed infrastructure. All of this makes Olympia increasingly attractive to private investors, which will further increase our revenue base, and make more community improvements possible. However, the City should not make these sorts of investments without also considering the long-term maintenance and operations costs it will also incur.

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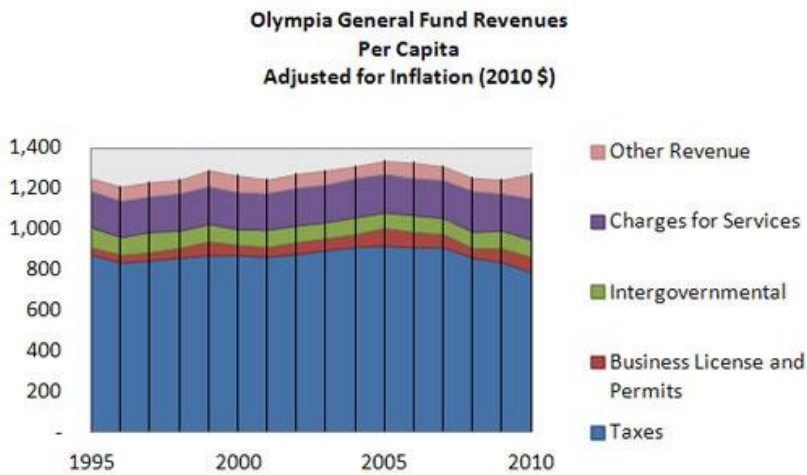
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Downtown



Olympia

Olympia's

Downtown Olympia is a special place. For many years it has served as Thurston County's only downtown. It has the only urban waterfront in the region, attracting recreational boaters from throughout Puget Sound. It has the only performing arts center, is the region's banking sector and is the recreational hub for the region.

Downtown Olympia is also home to the state's largest farmer operated farmers' market. The Olympia Farmers' Market serves as a link to a substantial network of small family owned farms and businesses. The market serves as a tourist attraction and destination and a place for local residents to purchase local food. Farmers Markets have proven to be a good way to foster the development and expansion of locally owned businesses. In recent years small neighborhood markets are beginning to appear in Olympia with the hope of fostering more neighborhood centers and even more accessibility to locally grown and produced products.

Thursday, Friday and Saturday evenings see the streets of downtown come alive with theater patrons, diners and a lively bar scene. Recent enhancements such as the Hands on Children's Museum, East Bay Plaza, LOTT Clean Water Alliance's WET

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Center and Percival Landing reconstruction only add to downtown's status as a destination.

The proximity of the Capital Campus to downtown creates a strong relationship between the campus and downtown that is enhanced by the presence of the Dash Shuttle an Intercity Transit bus that operates on 10 minute headways. This free link between the downtown and the state campus is helpful for downtown commerce and a convenience to workers and visitors that come to Olympia to participate in the State Legislative sessions.

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Downtown remains a work in progress and the City has invested heavily from both a capital facilities and services perspective. Over the past three years the City has used an action oriented program known as the Downtown Project to effect change. The Downtown Project has included key elements such as enhancing the downtown walking patrol, replacing parking pay stations, creating a Downtown Ambassador program, establishing an Alcohol Impact Area, and construction of parklets to name just a few.

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The City has initiated a Community Renewal Area (CRA) planning process for downtown. The Community Renewal Area law was created by the state specifically to give communities the tools that they need in order to help areas such as the downtown move forward. Washington law (RCW 35.81) allows cities to establish a Community Renewal Area through the designation of a geographic area that contains blight and the creation of a Community Renewal Plan for addressing that blight. Many Washington cities have used CRA to develop and implement redevelopment plans, including Vancouver, Shoreline, Everett, Bremerton, and Anacortes.

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Olympia's downtown is the urban center for the entire region; residents and business owners would all benefit from a more active, vibrant downtown. However, parts of downtown are widely recognized as "blighted", with several condemned or obsolete buildings occupying key properties. Soil contamination, excessive amounts of surface parking, soils subject to liquefaction and rising seas also contribute to the blight. Redevelopment is stuck despite the area's unparalleled assets. The City has an interest in improving the downtown and enhancing its economic productivity in a manner consistent with the rest of this plan. The creation of a CRA may be one way to accomplish this objective.

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In 2013 the City initiated an economic development planning process to consider creating a Community Renewal Area in downtown and to provide as assessment of the broader real estate market. This process resulted in the preparation of two key reports: Investment Strategy: Olympia's Opportunity Areas and the Downtown Olympia Community Renewal Area Feasibility Study. These reports will help to refine the City's approach to economic development over the coming years and underpin the City's Community Renewal Area planning process.

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The Investment Strategy report provided a community wide assessment of key redevelopment opportunity areas. In addition to downtown, six geographic areas were examined in detail:

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- Kaise/Harrison Potential for neighborhood commercial / mixed-use / retail district on large single-ownership tract
- Olympia Landfill City owned, potential major retail site adjacent to existing major retail area

- Division/Harrison Potential neighborhood center adjacent to established neighborhoods
- Headwaters Large multi-ownership parcel with wetland amenity and infrastructure challenges
- K-Mart Site (currently vacant) on major close-in retail corridor

Downtown Focus area for Community Renewal Area planning

The Investment Strategy report recommends that City manage its development area assets as a portfolio that adheres to the community vision. This approach includes: (1) strategically investing in infrastructure improvements, such as roadways, streetscape improvements, and property acquisition; (2) making necessary or desired regulatory adjustments, such as zoning changes; and (3) creating partnerships with developers and property owners to generate development returns that remain sensitive to market demand.

The CRA Feasibility Study provides the outline and support materials for the ultimate creation of a CRA in Downtown Olympia.

Key findings related to downtown from the Feasibility Study include:

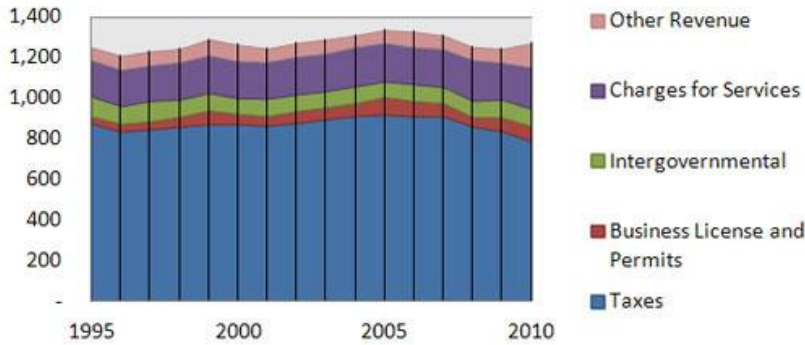
- Demand from those users who need to be downtown (such as state government, the Port, and related uses) is not a growing part of the economy.
- The redevelopment hurdle downtown is higher than other locations because of higher land and construction costs.
- Commercial rents are not yet high enough to justify new commercial construction in Downtown Olympia.
- Office rents have decreased as vacancies have increased.
- Retail rents are more stable, but have also decreased.
- Low vacancy rates and modest rent increases for apartments citywide, as well as some anecdotal evidence suggest that there is near-term demand for multi-family housing.
- Over \$100 million of public investment has been made downtown by the City and Port of Olympia in new buildings and parks, including a new City Hall, the Hands On Children's Museum, LOTT Clean Water Alliance offices, East Bay Plaza, and Percival Landing.

Although these public facilities help to improve our quality of life, public facilities cost money to operate and maintain. Unless they directly contribute to commerce they become a burden and are difficult to sustain within the city's general fund budget. In order to protect and enhance our quality of life it will be critically important for the city to make public investments and form public private partnerships that increase commerce in ways that are consistent with the community's values. The City should not make these sorts of investments without also considering the long-term maintenance and operations costs it will incur.

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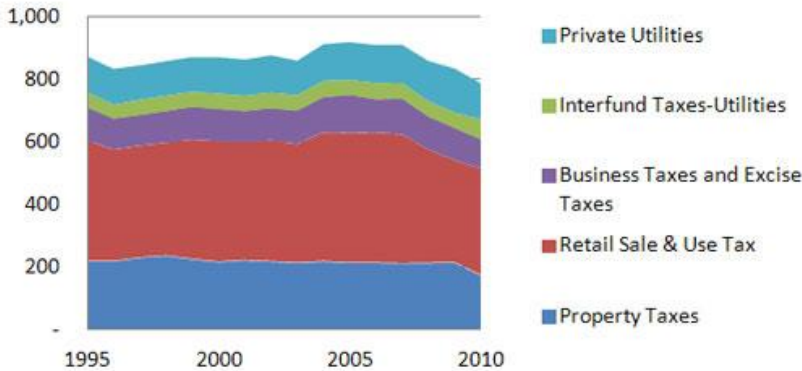
Olympia General Fund Revenues Per Capita Adjusted for Inflation (2010 \$)



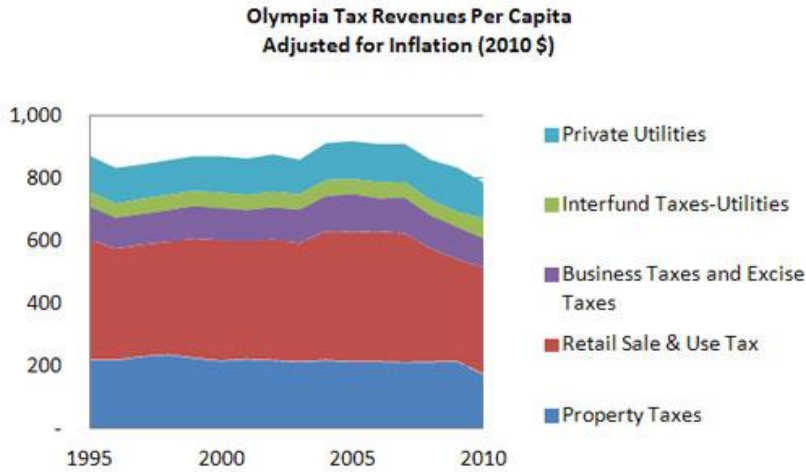
Olympia's revenue comes from a mix of taxes and fees. The Olympia General Fund Revenues Per Capita table shows the sources of the City's General Fund revenues, over the last 15 years on a per capita basis. Olympia's largest revenue source is taxes, which represents well over half of the General Fund's revenue. The Olympia Tax Revenues Per Capita table provides a breakdown of taxes by various categories. Significant tax revenues come from commercial hubs such as the auto mall and regional shopping areas, construction and construction related industries.

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Olympia Tax Revenues Per Capita Adjusted for Inflation (2010 \$)



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While taxes on a per-capita basis have generally increased during the last few decades, our revenue from sales, business and property taxes fluctuates with the state of the general economy. Revenue from sales tax falls when consumers spend less. The property tax we collect per capita falls when property tax levies don't don't keep pace with population growth. In recent years property de-valuation has constrained the city's capacity to incur debt. Finally, property taxes have been limited by Initiative 747, passed by Washington voters in 2001, which limits growth in property tax revenue to 1 percent per year. This is a rate that generally lags well behind the increasing costs of providing those services. According to the Bureau of Labor Statistics the consumer price index for the western United States has averaged 2.27% for the past 10 years. Yet major Major City services depend on these tax revenues. City residents, as well as workers and shoppers coming to Olympia require maintained streets, police and fire protection, water and sewer service, and more. Growing neighborhoods require these same services, plus parks (provided by the City) and schools (provided by the school district). The challenge is to provide these services at high quality for the best cost, and meet those standards when City revenues decline, by finding new revenue options or cutting services. Maintaining and improving Olympia's Olympia's infrastructure puts another large demand on the City's City's funds, made even more challenging as federal and state assistance has declined. Yet, an adequate Adequate and dependable infrastructure is critical to our ability retain to serve residents, and attract businesses.

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Community Investment



Private investment can expand a ~~community's~~ community's economy and strengthen its material prosperity. But ~~an~~basic infrastructure needs to be in place, or underway, ~~in order~~ to interest ~~quality~~ private businesses in locating or expanding in Olympia. ~~For this reason, it's~~ critical for ~~anyour~~ community to invest resources in capital facilities that will support a healthy local economy and its values and vision for the future.

Recent capital investments have included:

- ~~Olympia's~~ Olympia's new City Hall and the reopening of Percival Landing (Phase 1) in 2011, together an investment of over ~~\$5060~~ million.
- ~~In the East Bay area, the LOTT Clean Water Alliance's~~ WET Science Center, East Bay Plaza, and the Hands On ~~Children's~~ Children's Museum are providing more family activities downtown.
- ~~New sidewalks and transportation corridors at Boulevard Road and Harrison Avenue now make it easier to get around by foot, bike, bus or car.~~
- ~~Our new Fire Station 4 has lowered 911 response times.~~
- ~~Planned upgrades to our water supply will help to ensure an adequate and high quality water supply for decades to come.~~

All of these projects are examples of how our investments have improved our public spaces and quality of life and have provided the impetus for more private investment to follow.

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~~Crown Beverage Packaging's 115 employees make 1.5 billion beverage cans each year from recycled aluminum. They have been part of Olympia since 1959. [[Photo: Crown Beverage Packaging.jpg align=right caption=Crown Beverage~~

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Packaging's



Crown Beverage Packaging's 115 employees make 1.5 billion beverage cans each year from recycled aluminum. They have been part of Olympia since 1959.

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Over the next 20 years, Olympia must continue to make judicious "up-front" investments that bring development to targeted areas, using its partnerships as effectively as possible. To keep them affordable, such investments will need to be located in the downtown, Investment Strategy Report opportunity areas or Urban Corridors. Projects that "leap-frog" to remote sites outside of our existing infrastructure can be prohibitively expensive to develop.

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The Investment Strategy report recommends that the City should proactively:

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- Review changing market dynamics to identify new barriers and opportunities to allow the City to invest in the most market-feasible projects.
- Develop relationships with property owners and other stakeholders to learn about their interests and short-term and long-term development goals. Given the barriers to development described in the report, the City will need to establish new partnerships with property owners and developers if it wishes to achieve development in

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the opportunity areas that is compatible with the City's City's Comprehensive Plan. Community and neighborhood stakeholders are also critical to this process.

- Continue and improve community conversations to better clarify and articulate desired development outcomes and coordinate stakeholders' stakeholders' visions for development. This work would help to refine the City's City's policy goals for the opportunity areas and other areas through the comprehensive planning process. Given long-term demographic shifts, the City should support higher density, infill development to achieve multiple public policy goals.

- Take advantage of opportunities when they present themselves, which may mean that the City would focus on new opportunity areas, or move forward with actions in existing opportunity areas ahead of schedule.

- Coordinate funding opportunities with other public stakeholders (the County, transit agency, the Port of Olympia, the State of Washington, others) with the City's City's CFP for major infrastructure investments that move the implementation forward.

- Coordinate with planning and implementation in key opportunity areas. Some initial steps toward implementation are already underway, including the Martin Way Corridor Study and the Comprehensive Plan update. The Martin Way Corridor Study is evaluating infrastructure investments that can improve access and safety for all transportation modes, and spur higher density development. The City could consider combining subarea planning efforts with the comprehensive planning process for the Kaiser/Harrison and Division/Harrison areas.

In addition to the City's City's work on the Community Renewal Area Olympia has recently established a Section 108 Loan Program. This program leverages the City's City's annual CDBG Allocation to create a loan pool to promote economic development opportunities within our community. These funds must be used in a manner consistent with the Department of Housing and Urban

Development's Development's regulations. Generally these funds can be used to support economic development projects that create jobs for low to moderate income people or support reinvestment in areas such as downtown where low to moderate income people live.

Economic development efforts must be consistent with growth management goals and not strain the capacity of our natural resources. They must be consistent with the efficient and appropriate use of land. The impact of new business must not compromise the local environment. Economic development does not mean "growth," although growth of jobs, population and revenue may be a byproduct. While growth can improve a community's community's quality of life, economic development must be carefully planned. Our investment today in new buildings, streets and should not damage the ability of future generations to meet their needs.

~~[[Change: The following text was removed because state law provides very limited opportunities for local tax waivers, "Finally, Olympia must be careful not to agree to revenue concessions to developers or potential tenants unless careful~~

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~~fiscal analysis justifies them. The community can be made worse off financially if it gives away a large part of the revenue base in order to attract firms. Years even decades of shortfalls can result if unwise investments and tax concessions are granted. With years of fiscal distress, the City would not be able to afford infrastructure investments that improve our quality of life, and would lose its attractiveness as a place for private investment.”}}~~

Goals and Policies

 SHARE

GE1

GE1 Olympia has a stable economy that provides jobs that pay a living wage.

 SHARE

PE1.1 Provide a desirable setting for business investment and activity.

PE1.2 Develop or support programs and strategies that encourage living-wage jobs.

GE2 Olympia has a strong revenue base.

 SHARE

PE2.1 Encourage retail, office, medical and service activities for their value in providing employment and tax revenues.

PE2.2 Identify major revenue-generating sectors and identify actions the City can take to help maintain their economic health.

PE2.3 Ensure that the total amount of land planned for commercial and industrial uses is sufficient for expected demand.

PE2.4 Diversify the local economy in a way that builds on our stable public sector base, and by supporting businesses that can reduce reliance on goods and services from outside the community.

PE2.5 ~~Support~~**Encourage** employers ~~whoto~~ export goods and services to regional, national or international markets, but keep jobs and dollars in Olympia.

PE2.6 Regularly review the development market to identify changing circumstances that create barriers or opportunities for investment in our community.

~~Change: New policy~~

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PE2.7 Use the ~~City's~~ City's Section 108 Loan program to promote job creation and redevelopment activity that benefits low to moderate income people in our community.

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GE3 A vital downtown provides a strong center for ~~Olympia's~~ Olympia's economy.

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PE3.1 Support a safe and vibrant downtown with many small businesses, great public places, events, and activities from morning through evening.

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PE3.2 Support lively and active downtown parks and waterfront attractions.

PE3.3 Promote high-density housing downtown for a range of incomes.

PE3.4 Protect existing trees and plant new ones as a way to help encourage private economic development and redevelopment activities.

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Change: New policies PE3.5 to PE3.7 added to address new tools for economic development.

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PE3.5 Support continuation of the Dash Shuttle as a means of linking the Capital Campus and downtown.

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PE3.6 Use tools such as the Downtown Project, ~~establishment of a~~ Community Renewal Area, ~~creation of a~~ downtown master plan and other planning ~~processes and tools~~ to improve the economic and social health of downtown.

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PE3.7 Use the Section 108 Loan Program to encourage economic investment and job creation in our downtown that benefits low to moderate income people.

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GE4 The City achieves maximum economic, environmental and social benefit from public infrastructure.

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PE4.1 Plan our investments in infrastructure with the goal of balancing economic, environmental and social needs, supporting a variety of potential economic sectors, and creating a pattern of development we can sustain into the future.

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PE4.2 Stimulate and generate private investment in economic development and redevelopment activities as recommended in the Investment Strategy Report.

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PE4.3 Make decisions to invest in public infrastructure projects after analysis determining their total costs over their estimated useful lives, and their benefit to environmental, economic and social systems.

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PE4.4 Consider whether the public cost of new or improved infrastructure can be recovered through increased revenues the City can expect from the private investment the improvement will attract.

PE4.5 Identify and take advantage of infrastructure grants, loans, and other incentives to achieve the goals of this Comprehensive Plan.

PE4.6 Economic uncertainty created by site contamination can be a barrier to development in downtown and elsewhere in our community; identify potential tools, partnerships and resources that can be used to create more economic certainty for ~~developments~~development by better characterizing contamination where doing so fulfills a public purpose.

PE4.7 Identify where new and upgraded utilities will be needed to serve areas zoned for commercial and industrial use, and encourage the development of utilities to service these areas.

PE4.8 Investigate the feasibility of the City providing telecommunications infrastructure, high speed internet connectivity or other new forms of infrastructure.

PE4.9 Collaborate with public and private partners to finance infrastructure needed to develop targeted commercial, residential, industrial, and mixed-use areas (such as Downtown Investment Strategy Report opportunity areas and along Urban Corridors) with water, sewer, electricity, street, street frontage, public parking, telecommunications, or rail improvements, as needed and consistent with the Comprehensive Plan.

PE4.10 Encourage new development in areas the City has designated for ~~infilling,~~infill before considering proposals to expand land-use areas, or ~~adding~~ new ~~ones.~~ areas.

PE4.11 Serve sites to be designated for industrial or commercial development with required utilities and other services on a cost-effective basis and at a level appropriate to the uses planned for the area and coordinated with development of the site.

PE4.12 Avoiding building lengthy and expensive service extensions that would cost more than could ever be recovered from revenues.

GE5 The City has responsive and efficient services and permitting process.



PE5.1 Maintain the ~~City's~~City's high quality customer service and continuously seek to improve it.

PE5.2 Use regulatory incentives to encourage sustainable practices.

PE5.3 Improve the responsiveness and efficiency of the ~~City's~~City's permit system, in part by identifying and removing waste, lack of clarity, duplication of efforts and other process inefficiencies that can occur in the development review process.

PE5.4 Create more predictability in development review process to reduce costs, without eliminating protections.

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PE5.5 Eliminate redundancy in review processes, and create clearer rules.

PE5.6 Create a review process that is easy for all parties to understand at every stage and that invites input from affected parties as early as possible in the development process.

Change: New policy to address new tools for economic development.

PE5.7 Use tools such as Form Based Codes, Subarea Plans, Focus Area Plans, Community Renewal Area planning and other proactive planning processes and tools to define and develop a shared redevelopment vision for specific areas within the community such as those identified in the Investment Strategy Report and elsewhere in this plan. **GE6**

GE6 Collaboration with other partners maximizes economic opportunity.

SHARE

PE6.1 Support appropriate economic development efforts of our neighboring jurisdictions, recognizing that the entire region benefits from new jobs, regardless of where they are.

PE6.2 Collaborate with neighboring jurisdictions to develop a regional strategy for creating a sustainable economy.

PE6.3 Look for economies of scale when providing services at the regional level.

PE6.4 Prepare preliminary studies for priority development sites (such as Downtown, Investment Strategy Report opportunity areas or Urban Corridors) in advance, so the City is prepared for development applications, and the process can be more efficient.

PE6.5 Collaborate with local economic development organizations to create new and maintain existing living-wage jobs.

PE6.6 Work closely with state and county governments to ensure their offices and facilities are in the City of Olympia, which is both the state's capitol and the county seat. Continue to work with the State of Washington on its Preferred Leasing Areas Policy and collaborate with Thurston County government to accommodate the needs for county courthouse-related facilities.

PE6.7 Collaborate with The Evergreen State College, St. Martin's University, and South Puget Sound Community College on their efforts to educate students in skills that will be needed in the future, to contribute to our community's cultural life, and attract new residents.

Change: New policy to link funding sources and capital projects.

PE6.8 Encourage The Evergreen State College, St. Martin's University, and South Puget Sound Community College to establish a physical presence in downtown.

Change: Added the language to establish a physical presence in downtown.

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PE6.9 Collaborate with hospitals and other health care providers to identify actions the City could take to support their role in ensuring public health and their vitality as a major local employment base and to establish a physical presence in downtown.

PE6.10 Work with the Thurston Economic Development Council to identify businesses that support the health care sector, and identify what the City can do to help them to succeed.

PE6.11 Support our neighboring jurisdictions in their role as the regional center for other activities, such as manufacturing, freight transportation, and air transportation.

PE6.12 Collaborate with the Port in its role of facilitating economic development, while continuing to exercise regulatory control over Port development and operations.

PE6.13 Balance the ~~Port's~~ need for truck and rail transportation corridors, while minimizing conflicts with other traffic needs and land use goals.

~~Change: New policy~~

PE6.14 Coordinate funding opportunities with other public stakeholders (the County, Intercity Transit agency, the Port of Olympia, the State of Washington, Olympia School District, others) with the ~~City's~~ CFP for major infrastructure investments to maximize the impact of those investments.

Community and Economy

Several recent studies suggest that a sense of "place" – a sense of authenticity, continuity and uniqueness – is the key to a community's future economic opportunity. One study found that cities in which residents reported highest levels of attachment to and passion for their communities also had the highest rates of economic growth over time. These studies also discovered that qualities such as a welcome and open feeling, attractiveness, and a variety of social events and venues all contributed to this emotional bond. Parks and trees, community and historic landmarks, and public art also contributed to that hard-to-define "sense of place."

SHARE

In 2009, Olympia was selected as one of the Top 10 Best Cities in the nation, by ~~Kiplinger's~~ Personal Finance Magazine. While identifying state government as the "keystone of ~~Olympia's~~ economy," it called Olympia itself a "cultural diamond in the rough" where a thriving visual and performing arts scene is celebrated. It is our individuality as a community -- and our quirkiness -- that sets us apart from other communities, and which makes Olympia such a great place to live and start a business.

According to the 2011 Thurston County Creative Vitality Index, more than 650 "creative jobs" were added to the community between 2006 and 2009. These include public relations specialists, writers, librarians, photographers, architects, and others in "creative occupations."

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Downtown Olympia's shops, restaurants and theaters are a draw for citizens and visitors alike. ~~[[Photo: Downtown Olympias shops.jpg align=right caption=Downtown Olympia's shops, restaurants and theaters are a draw for citizens and visitors alike.]]~~

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Olympia has received many awards for livability over the years. In 2010, Olympia was recognized as the most secure mid-sized city in the U.S by Farmers Insurance, based on factors that included crime statistics, weather, risk of natural disasters, housing depreciation, environmental hazards, and life expectancy. In 2010, the Gallup-Healthways Well-Being Index ranked Olympia in the top 20% of cities in Washington State. Its survey categories included life evaluation, emotional health, physical health, healthy behaviors, work environment, clean water, and general satisfaction with life and work.

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~~contributed to this emotional bond. Parks and trees, community and historic landmarks, and public art also contributed to that hard to define "sense of place."~~

A Diverse Economy



Those same qualities that contribute to the strong emotional bonds many residents form with Olympia also appeal to visitors. Visitors contribute to our economy by shopping, dining, taking in a performance in one of our theaters, and spending the night in a hotel. According to the Thurston Visitor and Convention Bureau, in ~~2009~~2013, Thurston County businesses ~~generated~~received an estimated \$~~66.9250~~ million from ~~tourism alone—~~visitor, spending on accommodations and food service, arts, entertainment and recreation, retail and travel. This ~~revenue~~activity generated an estimated \$19.6 million in ~~state and local and~~ taxes that year, and employed an estimated 3,000 people.



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According to the Thurston County Creative Vitality Index, Performing Arts revenue grew 1.4% between 2008 and 2009.

~~[[Photo: According to Thurston County.jpg align=right caption=According to Thurston County Creative Vitality Index, Performing Arts revenue grew 1.4% between 2008 and 2009.]]~~

Olympia's arts community is also a draw for tourism, and one of its beneficiaries.-

Music

According to findings from a study completed by students at The Evergreen State College for the Olympia Arts Commission, the music industry in Olympia generated an estimated \$27 million in total business revenues --including manufacturing, retail, and venue receipts-- in 2008, contributing approximately \$2.5 million in local and state taxes for that year.-

Theater

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The Arts Alliance of Downtown Olympia determined that in 2009, local theaters brought 167,000 people downtown to attend more than 500 live performances, primarily in the evenings and Sunday matinees. The industry had a \$3.8 million operating budget, and brought in an estimated \$1.6 million to the community in local pay and benefits.

Artists as business owners

As of January 2010, State Senate District 22, which includes Olympia, was home to 410 arts-related businesses that employed 1,374 people, according to a report published by the national organization, Americans for the Arts. According to the report, "Arts-centric" businesses play an important role in building and sustaining economic vibrancy. They employ a creative workforce, spend money locally, generate government revenue, and are a cornerstone of tourism and economic development."

Small businesses

According to the Thurston Economic Development Council, an estimated 14,000 small businesses are registered in Thurston County, and 92% of them employ 10 or fewer people. Small businesses include service providers, small manufacturers, farmers, artists, and many of the retail businesses that set our community apart from others.



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Olykraut is a small artisan company, turning local produce into value-added product since 2008.

~~[[Photo: Olykraut is a small artisan company.jpg align=right caption=Olykraut is a small artisan company, turning local produce into value-added product since 2008.]]~~

But in order for these businesses to provide a living wage [for their owners and employees], they need a strong customer base. Since 2007, the Olympia-based volunteer organization, Sustainable South Sound has hosted a "Buy Local" program, which encourages citizens to shop at local farms and businesses. The program has an education and outreach program that shows people where their dollars go, based on where they shop, and a savings book with incentives to shop at more than 140 participating farms, businesses and organizations. They also help businesses find local sources for the goods and services they need for their own operations. Business training and support is available through our local colleges and university, the Thurston

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Economic Development Council, and Olympia-based Enterprise for Equity, which helps people with limited incomes start and sustain small businesses.

Goals and Policies



GE7



GE7 Public and private investors are aware of Olympia's Olympia's advantages.



PE7.1 Actively promote economic activities that are consistent with the values expressed in this Comprehensive Plan.

PE7.2 Market Olympia's Olympia's advantages to local and out-of-town businesses that may be considering expansions or new facilities in the area.

PE7.3 Define a more active City role in stimulating development, and influencing the design and type of development.

 **Change:** New policy to acknowledge City's City's partnership with Economic Development Council. 

PE7.4 Continue to coordinate and partner with the Thurston County Economic Development Council to promote Olympia's Olympia's economic redevelopment opportunities.

GE8 Historic resources are used to promote economic stability in the City.



PE8.1 Strengthen economic vitality by helping to stabilize and improve of property values in historic areas through the continued support of the Heritage Commission and planning to protect and promote our historic resources.

PE8.2 Encourage new development to harmonize with existing historic buildings and areas.

PE8.3 Protect and enhance the City's City's ability to attract tourists and visitors through preservation of historic resources.

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PE8.4 Renovation, reuse and repair of existing buildings is often preferable to new construction and should be done in a manner that protects and enhances the resource when historic properties are involved.

PE8.5 Help low- and moderate-income individuals rehabilitate their historic properties.

GE9 Tourism is a community revenue source.

SHARE

PE9.1 Provide or support, services and facilities to help visitors enjoy our community's special events and unique character, and work to fully capture the potential economic benefits of their visits.

PE9.2 Continue to support efforts to restore, maintain and improve Olympia's local museums and other attractions.

PE9.3 Support continued tree plantings as a way to continually improve on Olympia's natural beauty and attractiveness to tourists, and to help create a network of scenic roadways and streets.

PE9.4 Implement strategies to enhance heritage tourism opportunities.

GE10 Olympia is a regional center for arts and entertainment.

SHARE

PE10.1 Continue to provide programs and services that support visual and performing arts activities in Olympia.

PE10.2 Support local art galleries, museums, arts and entertainment facilities, live music venues, arts organizations, and businesses.

PE10.3 Examine the feasibility of establishing an arts center for the community.

GE11 Small businesses contribute to Olympia's economic diversity.

SHARE

PE11.1 Promote the concept that buying from local businesses is a way to strengthen the local economy.

Change: Existing policy revised to include allowing for more home-based businesses.

PE11.2 Provide support for start-up businesses. Develop local awareness of the need for business incubator facilities, and allow for more home-based businesses.

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For More Information



- [Knight Soul of the Community Project](#) • [Knight Soul of the Community Project](#) studies that sense of "place" that attached people to their communities
- [Port of Olympia Comprehensive Scheme of Harbor Improvements](#)
- [Port of Olympia 2013-2025 Strategic Plan Vision 2025](#)
- [The Profile](#) • [Port of Olympia Comprehensive Scheme of Harbor Improvements](#)
- [Port of Olympia 2013-2025 Strategic Plan Vision 2025](#)
- [The Profile](#) is the Thurston County Regional Planning ~~Council's~~[Council's](#) flagship document that provides demographic, statistical and mapping information
- [Thurston Economic Vitality Index](#) • [Thurston Economic Vitality Index](#) provides both a trend analysis and snapshot of Thurston ~~County's~~[County's](#) economy based upon a series of key indicators
- [Washington State County Travel Impacts 1991-2009](#) • [Washington State County Travel Impacts 1991-2009](#) examines the economic significance of the travel industry in the 39 counties of Washington state from 1991-2009
- [Investment Strategy - City of Olympia Opportunity Areas](#)
- [Downtown Olympia Community Renewal Area Feasibility Study](#)

⁴Source • [Investment Strategy - City of Olympia Opportunity Areas](#)

• [Downtown Olympia Community Renewal Area Feasibility Study](#)

i Source: Washington Department of Personnel, 2013

⁴Thurston ji [Thurston County Employment Forecast Allocations, 2013](#); Thurston Regional Planning Council

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	Commenter	Comment Date	Topic	Summary of Comments	Street Connects	Economy	Vision & Values	20 mph Local Access Streets /Speed Limits	Urban Agriculture	More Time Needed	View Protection	Urban Corridors	Waterfront	Liquefaction	Sea Level Rise/Flooding	Consistency	Critical Areas, Wildlife Habitat Natural Environment	Rezones Annually	Neighborhoods	More Visuals	Zoning	Solar Access, Conservation, Sustainability	Open Space	Measurable Goals	
1.0 VISION & VALUES																									
1.1	David Sugarman	6/30/2014 IO Email	Vision	Looking for an overall Vision of the City in the Plan and cannot locate one. "If and when priorities must be established for funding the PARTS of the Plan, what is the overall city goals and concept that will direct that prioritization?" Continues to look for a statement that describes a "State Capital" city, but unable to find one.			✓																		
1.2	David Sugarman	7/22/2014 IO Email	Vision	Continues to look for an overall Vision of the City in the Plan. Has not been able to find a statement or description of a concept or personality statement for the city.			✓																		
1.3	Bob Jacobs	8/3/2014 IO Email	Efficiency as Public Services Value	Page 20 – No mention of efficiency in Public Services. Strongly suggest adding this important value.																					
2.0 STREET CONNECTORS & OTHER TRANSPORTATION ISSUES																									
2.1	Megan Moreno	6/25/2014 IO Email	Local Access Streets 20 mph	Supports lowering the maximum speed limit to 20 mph on local access streets and in the City Center.				✓																	
2.2	Patricia Bracken	7/21/2014 IO Email	Against Street Connector in Westbrook Park neighborhood	Connectivity in Westbrook Park neighborhood is a safety issue because the connector would increase traffic volume on a road developed for current residents only.	✓																				
2.3	Russ Irwin	Oral Comment 7/22/2014 Public Hearing 7:45 p.m.	Street Connectivity	Business owner supporting the construction industry. Concerns about street connectivity. Don't analyze if there are no objections. Support connected street grids. No need to analyze all connections.	✓																				
2.4	Bethany Wiedner, SWONA	Oral Comment 7/22/2014 Public Hearing 7:56 p.m.	Remove Decatur and 16th Avenues as Connectors from the Plan	SWONA voted to remove Decatur and 16th Avenues connections from the map in the Comp Plan in the Transportation Chapter. Inconsistent with language to wait until the West Olympia Traffic Study is complete to decide on these connections. Decatur as major collector shouldn't be included in the Plan. Staff is a proponent for the connections. SWONA feels it has negative impact on the neighborhood. Review T4.21 - traffic volumes. Written comments will be submitted.	✓														✓						
2.5	John St. John,	Oral Comment	Park Drive	Thanked Council for removing Park Drive	✓																				

	Commenter	Comment Date	Topic	Summary of Comments	Street Connects	Economy	Vision & Values	20 mph Local Access Streets /Speed Limits	Urban Agriculture	More Time Needed	View Protection	Urban Corridors	Waterfront	Liquefaction	Sea Level Rise/Flooding	Consistency	Critical Areas, Wildlife Habitat Natural Environment	Rezones Annually	Neighborhoods	More Visuals	Zoning	Solar Access, Conservation, Sustainability	Open Space	Measurable Goals	
	West Brook Park	7/22/2014 Public Hearing 8:00 p.m.	Connectivity	connection.																					
2.6	Chelsea Buchanan	Oral Comment 7/22/2014 Public Hearing 8:27 p.m.	Need Additional Public Hearing, Remove Decatur Street Connection	There may be need for an additional public hearing to allow the community time to digest the content of the Comprehensive Plan. Delete the Decatur and 16 th Street connections. Concerns about impacts on walkable community and neighborhood involvement. Not proven it is necessary. The projection of 14,000 additional vehicles per day traveling the connection is far too many for the neighborhood to accommodate.	✓					✓									✓						
2.7	Richard Einhorn, SWONA	Oral Comment 7/22/2014 Public Hearing 8:34 p.m.	Remove Decatur Street Connection	City staff wants to connect Decatur and 16th. Concerns about impacts of connection. SWONA is against it. City Council should listen.	✓														✓						
2.8	Janice Larsen	Oral Comment 7/22/2014 Public Hearing 8:56 p.m.	Remove Park Drive Connection	Thank you for listening and removing the Park Drive connection.	✓																				
2.9	Jerry Parker	7/31/2014 IO Email	Street Connector Drafting Error - Update to PT4.23	P4.23 – At an April 4 meeting of Sophie Stimson (City staff), Roger Horn (Planning Commission) and me (Planning Commission), we agreed on this language for PT4.23: “Address safety concerns on newly connected streets and build any needed improvements at the time when street connections are made. Define what constitutes safety improvements in the Engineering Design and Development Standards.” Believes discussed at staff meeting with Council on April 22. Language should be replaced.	✓																				
2.10	Kathy Harrigan	8/2/2014 IO Email	Remove Decatur St / Fern St Connector from Caton Way	Opening Decatur St SW or Fern St SW is non-viable, ill-conceived and fraught with inaccurate assumptions. The Southwest neighborhood should not be viewed as a drive-through gateway to businesses for out of area drivers.	✓														✓						
2.11	Bob Jacobs	8/3/2014 IO Email	Speed Limits	PT1.3 lists maximum speed limits for two categories of streets. In appropriate because places where faster speeds can safely be allowed. Soften language with “generally”																					
2.12	Bethany	8/1/2014	Remove	Refers to City Council’s 2004 decision that any	✓											✓			✓						

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	Weidner, SWONA	Email to City Council	Decatur and 16th Avenues as Connectors from the Plan	determination about connecting these streets to Auto Mall completion of West Olympia Traffic Study. Replace Sec. T4.21 from “street classification” to “residential neighborhood conditions” as measure for reasonableness of traffic. Notes contradictions in current version.																					
2.13	Beverly Taylor Hastings	8/5/2014 IO Email	Remove Decatur and 16th Avenues as Connectors from the Plan	Our neighborhood is very walkable and community-oriented. If Decatur and Fern are opened up to through traffic our neighborhood is gone forever.	✓														✓						
2.14	Dennis Bloom, Intercity Transit	8/4/2014 IO Email	Transit and Planning	1. Supports City’s Transportation Mobility Strategy of 2009 – need to revisit now that plan moves away from Urban Corridor concepts. 2. “Complete streets” a workable solution. 3. Encouraged by recommendation that residential density be increased but not the only indicator of what’s needed to support transit. 4. Guiding transit dependent land-use along routes also important – aging population in urban areas. 5. GT18 on future rail stations premature. 6. Encourages inter-jurisdictional coordination of land use along transit corridors.								✓													
2.15	Thera Black, Thurston Regional Planning Council	8/5/2014 IO Email	Regional Transportation Policy, Inconsistencies	Discusses and addresses questions of regional consistency in regional transportation policy. Tone and content of Plan implies: - developing multi-modal transportation supporting land use is a new idea but Olympia was a leader back to 1980s or before. - established neighborhoods denser than newer ones but most are much less dense. Difficult plan to read – several terms/concepts unique to Olympia. Appendix A could be opportunity to show that residents have differing values/opinions. Often-conflicting policies and vaguely specific requirements – how to translate into regulations.	✓							✓				✓									
3.0 VIEW PROTECTION & WATERFRONT USES																									
3.1	Bob Wolfe,	Oral Comment	View	OYC is 110 years old. Vision to be in place							✓		✓											✓	

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	Olympia Yacht Club	7/22/2014 Public Hearing 8:05 p.m.	Protection	another 110 years. Green marina and removed contaminated soils. Steel pilings. More than a marina. Protect the environment and water quality. View protections are too specific. Written comments will be submitted.																					
3.2	Stuart Drebeck, OMB, WOBA, Chamber	Oral Comment 7/22/2014 Public Hearing 8:08 p.m.	View Protection	Supports City Manager's recommendations. Biggest issue is view protection, the 26 locations on the map that have views, and the 7 view locations. The view protection prevents the additional 2,750 residential units the City projects for the downtown over the next 20 years. View examples "blanket" downtown (submitted map); raise 35 feet height to 45 feet, works better. Expand urban green space, don't tie urban green space to population growth. 25% open space protected is already enough. Do not expand residential design review. Written testimony to follow.							✓										✓		✓		
3.3	Bonnie Jacobs, Friends of the Waterfront	Oral Comment 7/22/2014 Public Hearing 8:49 p.m.	View Protection, Flood Risk, Liquefaction, Consider Capitol Campus Plans	Waterfront is very important - emphasize it, preserve public access, support water-oriented uses. Along shoreline, need more view protection; address flood risk and soil liquefaction; consider Capitol Campus plans.							✓		✓	✓	✓									✓	
3.4	Allen Miller	7/31/2014 IO Email	View Protection	Important to remember that the historic Wilder and White and Olmsted Bros. City Beautiful Movement plans for the State Capitol Campus are the raison d'être for Olympia and how its core has developed over the last century. Comp Plan needs to reflect the perfection of those plans with the preservation and improvement of both Capitol Lake and the removal of the blighted buildings in the isthmus and its redevelopment as the great civic space intended by the architects ... connecting to the borrowed landscapes of the Olympics and Puget Sound.							✓														
3.5	Adam Frank, Olympia Master Builders	8/2/2014 IO Email	Land use Designation Map, Minimum Densities, Alleys, Design	1. OMB supports the new Land Use Designation map and the greater flexibility for rezones within the land use designations. 2. The market currently does not support 25 units per acre densities. 3. OPC draft required alleys in new residential							✓						✓				✓				

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			Review Jurisdiction, View Protection	developments along arterial and connector streets. LUEC settle on language that requires alleys “where practical” or “where feasible.” OMB takes the position as the City Manager’s recommendation. 4. OMB feels design review should not be extended to any residential properties and limited to commercial and public facilities plainly visible from city streets and freeways. 5. View protection is a major stumbling block to the goals of the Comprehensive Plan. The Plan states directing density downtown, around Capital Mall, and on Martin Way. Residential density will require taller buildings.																					
3.6	Joe Illing, Illing Realty Investments	8/4/2014 Letter	Existing View Protection Policies	Keep existing view policies, which are working. While suggested changes have noble intent, would conflict with City’s and County’s efforts to fight urban sprawl by increasing the center’s density. Slow revitalization. Creation of a committee to revisit view policy adds another level of uncertainty – developers will go elsewhere.		✓					✓					✓									
3.7	Dick Binns	8/4/2014 Letter to City Council	Urban Waterfront & Flexible View Protection	1. Preference for water-oriented uses should be specifically added to defined Urban Waterfront areas. 2. View protection is a valid goal but adopt a general policy of protection and then create a process to define and locate views – be flexible and avoid prohibitions or restrictions. Page 81’s comment that no public buildings be sited within view corridor could mean a public building which could benefit many (library) isn’t built. 3. Capitol Lake – acknowledge needs to be properly maintained until solutions found.							✓		✓												
3.8	Bob Van Schoorl	8/5/2014 IO Email	Urban Waterfront, Flexible View Protection, Sub-Area Plans	1. Waterfront heritage should be principle focus. 2. Preference for water-oriented uses be addressed – consistency with SMP. 3. Support a statement of general policy to protect views and public process to define – needs flexibility. 4. Recognize Capitol Lake as a lake – consistency with SMP.							✓		✓			✓									

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				5. Plan over-uses prescriptive language – should limit to allow for flexibility. 6. Ensure waterfront community represented at sub-area planning for downtown.																					
3.9	Robert L. Wolf, Olympia Yacht Club	8/5/2014 Email to City Council	Consistency with SMP, Water Quality, Flexible View Protection	Ensure the Comp Plan is consistent with the SMP. Improve Bud Inlet water quality. View Protection in Comp Plan to specific. Provide water oriented activities.									✓			✓	✓								
3.10	Walt Schefter	8/4/2014 Email to City Council	Urban Waterfront, Flexible View Protection	1. Preference for water-oriented uses should be specifically added to defined Urban Waterfront areas. 2. View protection should be flexible rather than rigid – general policy and create process to define and locate 3. Capitol Lake – acknowledge needs to be properly maintained until solutions found.							✓		✓												
3.11	George Smith, Olympia Yacht Club	8/5/2014 IO Email	Capitol Lake	Keep the Lake									✓												
3.12	Kathy McCormick	8/5/2014 Email to City Council	Vision for: Transportation, Economy, Affordable Housing; Greenhouse Gas; Land Use; Views	1. Vision: a. Transportation – Street connections linchpin of multi-modal transportation; b. Economy – Will depend on City’s ability to realize goal to focus growth in activity centers c. Affordable Housing – Encourage full range of “gentle density” options in neighborhoods Problem of articulation of vision without key elements to make reality. 2. Reduction of Greenhouse Gases (GN8) – Goals tough to achieve. Regional approach needed. 3. Street connections needed for single vital community, walkability. 4. Views – a number of ambiguous statements 5. Commercial Uses & Urban Corridors – Could be stymied by ambiguous view corridor language. 6. Leveraging Investment – An important goal. Ambiguities will stymie. Must get more downtown housing for range of incomes.	✓	✓	✓				✓	✓													
4.0 URBAN CORRIDORS																									
4.1	Jay Elder	7/22/2014 IO Email	Urban Corridors,	The idea of 3 nodes is good; including 4 th and State Avenues between Plum and Fir in this							✓	✓							✓	✓		✓			

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			Zoning Changes, More Visuals, Neighborhoods, HDC, PO/RM	high-rise densification, is not. Maintain zoning changes annually. Accompany Comp Plan changes with digital representations of how a change would look.																				
4.2	Jay Elder	Oral Comment 7/22/2014 Public Hearing 8:19 p.m.	Urban Corridors, Scenic Views	Proposal allows too much height on 4th/State corridor, especially the 70-foot option. Protect State Avenue views. Downtown needs an infusion of development, but we don't need 70-foot buildings along 4th and State Avenues east of Plum. Could lead to historic homes being razed. Fill the hillside with tall buildings and not downtown. Public views of the Capital, Black Hills, the Bay; 70-foot buildings will not allow views. Zoning changes would be easier in the new Plan. We need visual depictions to illustrate the plan.							✓	✓							✓	✓	✓			
4.3	David Schaffert, Chamber of Commerce	Oral Comment 7/22/2014 Public Hearing 7:54 p.m.	HDC, Urban Corridors	HDC encourages staff's recommendation, no requirement. Retain 15 units/acre requirement; make 25 units per acre a goal instead. Boundaries are too flexible, need more definition. Eliminate residential from DRB. Restore Capitol Way to Urban Corridor. Written comments will be submitted.								✓									✓			
4.4	Mary Wilkinson	Oral Comment 7/22/2014 Public Hearing 8:31 p.m.	Urban Corridors, Rezone Annually	Opposed to Urban Corridors. Will undermine our hopes to focus density in to high density nodes. Tall buildings impact on neighborhoods - limit to two stories. Density can be created elsewhere. Keep State, Harrison and 4th what they are. Focus on the nodes. Return zoning to the Comprehensive Plan - only allow rezones annually.								✓						✓	✓		✓			
4.5	Mike Gusa, Counsel for 2 of 4 owners RE: 2400 block of State Avenue	Oral Comment 7/22/2014 Public Hearing 9:08 p.m.	Urban Corridor	Include 4 parcels in the 2400 block of State Avenue, south side of State in the Urban Corridor. Will submit written comments.								✓												
4.6	Cristina Charney	7/24/2014 IO Email	Urban Corridors, Revitalize Downtown, Height Limits	Show consideration to Eastside neighborhoods as has been shown previously to the Capitol neighborhoods by limiting build heights. Preserve the unique views that greet visitors and residents alike when driving west on State Street.								✓	✓			✓		✓		✓				

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4.7	Jim Keogh	7/31/2014 IO Email	Urban Corridors	There are a number of good concepts, development nodes, and the effort to encourage most of the anticipated population growth over the next two decades to occur within the urban growth areas. Urban corridors only really work if the area in question has not already been built out. To encourage acceptable infilling in existing neighborhoods and along traffic corridors going through them, strongly support Design Review Boards.								✓							✓		✓			
4.8	Paul Ingman	8/3/2014 IO Email	HDC/Urban Corridors	It is a mistake to put growth on the backs of working class family neighborhoods and their elementary school zones. Public records show overwhelming number of citizens testified against High Density Corridors (HDCs) to Planning Commission. Research shows that families with children move away from HDCs. Focus downtown.								✓							✓					
4.9	Bob Jacobs	8/3/2014 IO Email	Urban Corridors	Intro to Land Use and Urban Design Chapter – Change “along urban corridors” to “along some urban corridors” to reflect change in approach to density.								✓												
4.10	Tim Walker	8/5/2014 IO Email	Urban Corridors	Do not need another South Tacoma Way or Sprague Avenue in Spokane. Saying it will give more folks a reason to take mass transit is a bald face lie. Problems of vagrancy, prostitution and tattoo parlors. Focus on the real problem instead of a temporary fix. “This is nothing more than big growth project for developers to make millions on the backs of the tax payer.”		✓						✓												
4.11	Holly Gadbow	8/5/2014 Letter to City Council	Urban Corridors, View Technology, Minimum Densities, Utilities, Process	Supports overall direction, recognizing importance of higher density, mixed use, street connectors. Concerns: 1. Urban Corridors: Don’t reduce amount of density along urban corridors any further; could include higher density along some parts of Capitol Way 2. Views: Remove specific names of simulation software; analysis should be done to determine how much restrictions would inhibit City’s obligations to accommodate growth	✓						✓	✓									✓			

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				<p>3. Lack of Minimum Densities: Concerned can't realize 12 units per acre. Need minimum density requirement or overall density goals can't be achieved.</p> <p>4. Utilities: State that sewer not extended outside UGA.</p> <p>5. Where regulatory language removed from Plan, ensure kept in regulations.</p> <p>6. Comp Plan Process: has gone on too long; Context for Plan not explained. Adopt Plan now and get on with regulations.</p>																					
5.0 CONSISTENCY																									
5.1	Kelly Wood, Attorney, Phillips Burgess, representing the Olympia Yacht Club	Oral Comment 7/22/2014 Public Hearing 7:48 p.m.	Comp Plan Consistent with SMP	Examine SMP integration into the Plan; be more specific about retaining Capitol Lake. Ensure that it is fully integrated. Foster the preferences for water-oriented uses. View protection - be careful with view protection - remove the list of examples from the Plan. Adopt the City Manager recommendations. Encourage and foster rather than restrict and prohibit. Needs specificity, timelines, and measurable goals/measures. Will submit written comments.							✓		✓			✓									✓
5.2	Janet Jordan	Oral Comment 7/22/2014 Public Hearing 8:04 p.m.	Zoning should be Consistent with the Comp Plan	Zoning needs to be consistent with the Comprehensive Plan. Update as soon as possible. Prohibit spot zoning.												✓					✓				
5.3	E.B. Galligan, Port of Olympia	8/5/2014 Letter to City Council	Less Prescriptive Language, Recognize Port Planning, Consistency with SMP	<p>1. Overall support for draft, especially values and vision</p> <p>2. Less Prescriptive Language – Policies should be flexible to respond to change and reduce potential for conflict over 20 years</p> <p>3. Recognize Port's Long-Range Planning Efforts – Prior Plan incorporated, none now. Continue to recognize by adding policy in Land Use & Urban Design section</p> <p>4. Ensure Consistency with draft SMP:</p> <ul style="list-style-type: none"> - Consistency of language on urban waterfront, shoreline jurisdiction - Conflict of language on view protection <p>Instead of absolute maximum building heights, broad general policy – implementable on a viewshed basis</p> <p>Specific language for policies addressed in</p>							✓		✓			✓									

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				matrix.																				
6.0	SOLAR ACCESS, ENERGY CONSERVATION, SUSTAINABILITY																							
6.1	Loretta Seppanen	7/21/2014 IO Email	Urban Ag	Land Use & Urban Design chapter: Appreciates the addition of fruit and nut trees in Goal 22, Goal 25 and its 11 policies; the recognition of Puget Sound as a food source under Goal 4 and the positive impact of local food production in Goal 8 of the Natural Environment Chapter.					✓															
6.2	Chris van Daalen, NW EcoBuilding Guild	Oral Comment 7/22/2014 Public Hearing 7:50 p.m.	Energy Conservation and Sustainability	Goal GL2 favors energy conservation and sustainability. Favors addressing climate change and carbon neutrality by 2050. Examine PN1.5, PN1.9-1.11 that encourage LID and green building and design. LID, energy efficiency and climate change goals and policies are good, encourage district (neighborhood-level) solutions.															✓		✓	✓		
6.3	Thad Curtz	Oral Comment 7/22/2014 Public Hearing 8:36 p.m.	Policies for Solar Access	Keep policies about solar access. PL2.4 et al change from "encourage" to "require" for solar access. 20,000 new residents projected for our area. Utility cost for solar has gone from .21 per kwh to .11 per kwh today to .065 per kwh projected by the Dept. of Energy by 2020. Change the draft to "require" these policies.																		✓		
6.4	Thad Curtz	7/22/2014 IO Email	Policies for Solar Access	Proposed Action Plan: If policy statements in the Action Plan will not have the same legal authority that policy statements in the Comp. Plan do, ensure that any policy commitments that matter get into the Comp. Plan and don't remain in limbo.																		✓		
6.5	Rich Christian	7/24/2014 IO Email	Sustainable Future	Where is a sustainable future ensure by the Comp Plan? Overharvesting is not sustainable. Maintaining status quo is not sustainable. Decide what the future looks like. Look to tourism as a clean, sustainable industry for Olympia.									✓				✓					✓		
6.6	Jeff Jaksich	7/25/2014 IO Email	Sustainability	Concerns ...Olympia's Comprehensive Plan being flawed. Lose much of Olympia's quality of life based on the current expanded Olympia Comprehensive Plan scope and content. Act to protect and create a more sustainable future for our community.																		✓		
6.7	Harry Branch	7/27/2014	Environmental	Regarding environmental concerns ...the City's													✓			✓	✓	✓		

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		IO Email	Concerns	Comprehensive Plan is a stack of meaningless platitudes...not just weak on specifics, they don't exist.																					
6.8	*Clark Gilman, Anne Fritzel BPAC	4/1/2014 IO Email	Environmental Concerns	BPAC supports healthy, affordable, accessible, and sustainable transportation to include transit, walking, and cycling. Promoting bicycle corridors, installing more crosswalks, and adding bus routes, for example. Strengthen policies related to bicycle boulevards. Include signs and markings to direct cyclists through the bicycle network.	✓							✓					✓		✓			✓	✓		
7.0 CRITICAL AREAS, WILDLIFE HABITAT, NATURAL ENVIRONMENT																									
7.1	Kate Gormally	7/3/2014 IO Email	Dog Park	Did not locate reference to an off-leash dog parks in NE city area.																				✓	
7.2	Walt Jorgensen	Oral Comment 7/22/2014 Public Hearing 8:24 p.m.	Urban Corridors, Wildlife Habitat, Need Measurable Goals, Zoning Changes on Annual Basis	Eliminate all Urban Corridors; use dense nodes instead. Keep the half-mile vs. focus on node areas only (consider future market conditions, i.e., will UC attract development away from nodes? Building heights' affect neighborhoods; address neighborhood issues through better design standards/design review. Don't allow rezones except with Plan amendment. Address wildlife habitat. Growth should pay for growth (submitted Question Growth bumper sticker). Content to grow green space and habitat. Need visual depictions of land use policies. What would urban corridors look like? Plan lacks measurable goals.								✓					✓	✓	✓	✓				✓	
7.3	Stephen Bylsma	Oral Comment 7/22/2014 Public Hearing 8:43 p.m.	Protect Heron Rookery Habitat	Dismayed that the herons are not protected. What will the Plan do to protect wildlife in Olympia such as the heron rookery for example. Corridor Study is 20 years old; there is a new approach and language (consistency desired with Olympia CAO and Thurston County CAO). Update Open Space map to reflect new information on wildlife/habitat.													✓						✓	✓	
7.4	Joe Ford	Oral Comment 7/22/2014 Public Hearing 8:46 p.m.	Critical Areas Ordinance	Does not include visual depictions. Need visuals and 3D model; more habitat protection per GMA. Natural environment chapter, CAO- align policies with values and vision chapter.													✓			✓					
7.5	Elisabeth	Oral Comment	Critical Areas	Address wildlife habitat, see PN1.2. Be													✓						✓		

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	Radrick, Black Hills Audubon Society	7/22/2014 Public Hearing 8:57 p.m.	Ordinance	consistent with County CAO; add locally important species; use Fish & Wildlife assessment. Wildlife pockets should be updated. Open Space and Environmentally Sensitive Areas map needs to be updated. Will submit written comments.																				
7.6	Bob Wubbena	7/31/2014 IO Email	Urban Waterfront	Opportunity to shape the Deschutes Urban Watershed from Pioneer Park to Priest Point Park in a positive way for the 500,000 people that will inhabit this urban area in the very near future. The City of Olympia's Comprehensive Plan Update needs to reflect the future related to a major part of the City.			✓						✓				✓						✓	
7.7	Bob Jacobs	8/3/2014 IO Email	Natural Environment	In Introduction to Natural Environment chapter, delete "raise chickens" – not part of the natural environment.													✓							
7.8	Bob Jacobs	8/3/2014 IO Email	Using Our Land Wisely	Page 39 – Third, fourth and fifth bullets confuse City's role as regulator (vs developer). Use verbs such as "require" and "encourage" instead												✓	✓							
7.9	Bob Jacobs	8/3/2014 IO Email	Protecting Water Resources	PN4.4 – Change language to "management of the Capitol Lake basin" to make clear that more than the lake to be managed. Capitol Lake may not be there indefinitely.									✓				✓							
7.10	Lisa Riener	8/4/2014 IO Email	Rivers and Streams	All but one river/stream in Olympia is dammed. How is the Comp Plan addressing this problem? Stream estuaries don't appear on any maps. Put them on map and preserve them. Regarding environmental concerns, the City's Comprehensive Plan is a stack of meaningless platitudes... not just weak on specifics, they don't exist.									✓				✓							
7.11	Patricia Holm	8/4/2014 IO Email	Critical Areas Ordinance (CAO)	CAO needs to be updated to include "priority species and locally important species". Consistent with new Thurston County CAO. Current version meaningless because only protects endangered, threatened and sensitive species, which we don't have in city limits.													✓							
7.12	Sandia Slaby	8/4/2014 City Council Email	Critical Areas Ordinance (CAO)	CAO needs to be updated to include "priority species and locally important species". Consistent with new Thurston County CAO. Current version meaningless because only													✓							

	Commenter	Comment Date	Topic	Summary of Comments	Street Connects	Economy	Vision & Values	20 mph Local Access Streets /Speed Limits	Urban Agriculture	More Time Needed	View Protection	Urban Corridors	Waterfront	Liquefaction	Sea Level Rise/Flooding	Consistency	Critical Areas, Wildlife Habitat Natural Environment	Rezones Annually	Neighborhoods	More Visuals	Zoning	Solar Access, Conservation, Sustainability	Open Space	Measurable Goals	
				protects endangered, threatened and sensitive species, which we don't have in city limits.																					
7.13	Elizabeth Rodrick, Black Hills Audubon Society	8/4/2014 IO Email	Protection of Wildlife and Habitats	Using "track changes" format, submits suggested language to connect the goals and policies related to wildlife and habitat protection with values and vision.			✓									✓	✓								
8.0 PERFORMANCE MEASUREMENTS & OUTCOMES																									
8.1	John Epstein	Oral Comment 7/22/2014 Public Hearing 8:40 p.m.	Zoning - Lack of Performance Measures	Too much of a vision statement. Lacks performance measures. How will it be implemented? Zoning should be included in the Plan. How can a Comprehensive Plan not include the downtown? Put Action Plan and Downtown Plan into the Comprehensive Plan (and other subarea plans, too?).																	✓				✓
8.2	John Epstein	8/5/2014 IO Email	Outcomes, Downtown	Does not include clearly stated goals, objectives, timetables, and a built-in evaluation of progress and outcome. Not comprehensive without downtown. Concerned about separating urban growth corridor from urban core.								✓													✓
9.0 ZONING & OTHER LAND USE ISSUES																									
9.1	John Bay	Oral Comment 7/22/2014 Public Hearing 8:15 p.m.	Tanasse Building	Concerns about existing zoning in Comprehensive Plan. Tanasse building example of PO/RM is poor transition zone; lower height limits from 35 to 25 feet; require more residential buffering. Canyon not a gateway. Expand the PO/RM Zone to run to Tullis and cover both sides of State Avenue. Reduce height to 25 feet, should be residential scale. Won't increase density it will destroy our neighborhood.																✓		✓			✓
9.2	Debra Jaqua	Oral Comment 7/22/2014 Public Hearing 9:00 p.m.	Include Downtown Zoning Map in Comp Plan	Comprehensive Plan needs to include downtown. Put zoning map back into Comprehensive Plan. Zoning is important and people need to rely on it. Shouldn't be able to be changed easily. GMA doesn't require wall-to-wall people, needs more focus on the natural environment. Sustainability is mentioned as a goal, but how is livability addressed in the Plan? Preserve natural areas.													✓				✓	✓			
9.3	Tim Walker,	Oral Comment	Tanasse	Tanasse building impacts the neighborhood																✓	✓				

	Commenter	Comment Date	Topic	Summary of Comments	Street Connects	Economy	Vision & Values	20 mph Local Access Streets /Speed Limits	Urban Agriculture	More Time Needed	View Protection	Urban Corridors	Waterfront	Liquefaction	Sea Level Rise/Flooding	Consistency	Critical Areas, Wildlife Habitat Natural Environment	Rezones Annually	Neighborhoods	More Visuals	Zoning	Solar Access, Conservation, Sustainability	Open Space	Measurable Goals
	Bigelow Neighborhood Resident	7/22/2014 Public Hearing 9:11 p.m.	Building	and is an example of poor planning.																				
9.4	Paul Ingman	Oral Comment 7/22/2014 Public Hearing 9:03 p.m.	Protect Single-Family Neighborhoods	Protect single-family neighborhoods. Don't put growth in neighborhoods or near elementary schools. Non-single-family development makes areas less livable.															✓		✓			
9.5	Jane Stavich, Chambers Basin Drainage District Chair	Oral Comment 7/22/2014 Public Hearing 9:06 p.m.	No Growth in SE Olympia	Still losing wetlands and forest. SE Olympia is not the place to focus growth - ecological functions are broken (specifically referring to Chambers Basin area).													✓				✓	✓		
9.6	Velerie Krull	Oral Comment 7/22/2014 Public Hearing 9:13 p.m.	Zoning	Protect natural environment and public input. Keep "zoning" in the Plan. SWONA needs to be listened to. Don't overrule the neighborhoods. Don't put profit ahead of sustainability. Growth is not always good. Lack of stability will not go away with more traffic. What is the driver?	✓												✓		✓		✓	✓		
9.7	Adam Frank, OMB	Oral Comment 7/22/2014 Public Hearing 8:12 p.m.	Protect Construction Flexibility	Adopt City Manager's recommendations. Whole Plan should be less prescriptive and allow adapting to "market." Protect flexibility to adapt to the needs of the market.																	✓			
9.8	Travis Skinner	7/23/2014 IO Email	Walkable Communities	Walkable communities are the access to commercial businesses within walking distance of neighborhoods. Good examples are the Westside Food Co-op and Sage's/The Page Street Café.															✓					
9.9	Bob Jacobs	8/3/2014 IO Email	Neighborhood Centers	In Land Use and Urban Design Chapter, Neighborhoods section – Neighborhood centers concept is one size fits all approach. Strongly suggest wording to indicate that existing neighborhood centers may deviate from description which applies to new ones especially RE dense housing and parks. See PL 221.3.															✓		✓			
9.10	Bob Jacobs	8/3/2014 IO Email	Density and Transit	PL17.3 encourages denser development to support transit. This seems backwards. Land use shouldn't be gerrymandered to make transit efficient.					✓															
9.11	Bob Jacobs	8/3/2014 IO Email	Density Calculation	"Future Land Use Designations" Table on page 124 – There is no definition of "units per acre". There are many ways to measure density. Needs a definition of how units per acre will be measured.								✓									✓			

	Commenter	Comment Date	Topic	Summary of Comments	Street Connects	Economy	Vision & Values	20 mph Local Access Streets /Speed Limits	Urban Agriculture	More Time Needed	View Protection	Urban Corridors	Waterfront	Liquefaction	Sea Level Rise/Flooding	Consistency	Critical Areas, Wildlife Habitat Natural Environment	Rezones Annually	Neighborhoods	More Visuals	Zoning	Solar Access, Conservation, Sustainability	Open Space	Measurable Goals
9.12	Benjamin D. Ruder – for Governor Stevens Neighborhood Association	8/4/2014 IO Email	Zoning Classification	Thanks to the Council for responsiveness to community’s concerns and removing Governor Stevens from Urban Corridor. Neighborhood should not be considered for 6-12 housing units per acre zoning or multi-family structures (especially small apartment buildings). Request exemption until full dialogue.								✓							✓		✓			
9.13	Cristiana Figueroa-Kaminsky	8/4/2014 IO Email	Land Use Recommendations & Wildlife Habitat Acquisition	Natural Environment Chapter – Conserve and acquire open areas for habitat Land Use Chapter – specify subarea plans be constrained by physical capabilities to support growth; utilize high density nodes, not urban corridors, to implement GMA; put zoning back into Comp Plan; visualization tools needed as primary tool to communicate zoning changes to public								✓					✓	✓		✓	✓			
9.14	Michael G. Gusa	8/4/2014 Letter to City Council	Change from R6-12 to Urban Corridor	For 2403 State St NE and 2427 State St NE, requests zoning change from R6-12 to Urban Corridor/Urban Corridor High Density. Treat these properties consistent with neighboring properties to be used as professional offices		✓						✓				✓					✓			
9.15	Joseph Ford and Mary Wilkinson	8/5/2014 IO Email	Urban Corridors, Zoning in Comp Plan, Natural Environment, Measurable Goals, Subarea Planning	1. Urban corridors undermine high density nodes and overwhelm neighborhoods. 2. Removing zoning from the Comp Plan is bad planning – “the single element of the current draft most destructive to actual ‘comprehensive planning’.” 3. Need visual depictions of each zoning area. 4. Natural Environment Chapter is inadequate – take time to do it right. 5. Lacks measurable goals. 6. Ensure strong sub-area planning & specify that sub-area plans are constrained by physical capabilities of area to support growth						✓		✓					✓	✓	✓	✓	✓			✓
9.16	John McKinlay	8/5/2014 IO Email	City Manager Land Use Recommendations, View Corridors	Supports the City Manager’s recommendations on minimum densities, alleys, and design review – ignored by draft. Creation of view corridors a concern – criss-cross in high density areas, inhibit reasonable use of private property and development encouraged by City. Replace PL8.1-8.5 with provisions consistent with Plan’s density goals and objectives.							✓					✓								
9.17	Carl See	8/5/2014	Urban	1. Supports removal of Capitol Blvd in								✓							✓		✓			

	Commenter	Comment Date	Topic	Summary of Comments	Street Connects	Economy	Vision & Values	20 mph Local Access Streets /Speed Limits	Urban Agriculture	More Time Needed	View Protection	Urban Corridors	Waterfront	Liquefaction	Sea Level Rise/Flooding	Consistency	Critical Areas, Wildlife Habitat Natural Environment	Rezones Annually	Neighborhoods	More Visuals	Zoning	Solar Access, Conservation, Sustainability	Open Space	Measurable Goals
		IO Email	Corridor, Neighborhood Centers, Flexible Land Use Map, Sub-Area Planning	southeast Olympia from Urban Corridor. 2. Support plans for locating a neighborhood center at Wildwood Building. 3. Supports plan for flexible land use map. 4. Supports proposal for sub-area planning as means of broadening conversation on city planning – City need to support process with funding for staff and provide clear expectations.																				
9.18	John Bay	8/5/2014 IO Email	PO/RM Zone at State & 4th	Avoid a “canyon of 3-6 story buildings” at this gateway to the city. Expand PO/RM district so both sides of street in zone & State to Tullis. Reduce height limit to 25’. Put in Residential Scale Commercial Dev’t Design District like Capitol Way south of the capitol.								✓							✓		✓			
9.19	Sherri Goulet	8/5/2014 IO Email	Urban Corridors, Zoning in Comp Plan, Natural Environment, Measurable Goals, Subarea Planning	1. Density should be in dense nodes, not urban corridors. 2. Put zoning back into Comp Plan 3. Needs content related to open areas for wildlife habitat 4. Needs more visuals 5. Lacks measurable goals. 6. Sub-area plans should be constrained by physical capabilities of area to support growth						✓		✓					✓	✓	✓	✓	✓		✓	✓
9.20	Heather L. Burgess, Thurston County Chamber of Commerce	8/5/2014 Email to City Council	Incorporation of Business and Property Owners in Language Throughout, Soften Directives, Reinstate Earlier Version of Urban Corridor, Density Targets & Views	Annotated comments provided on: 1. Involving all stakeholders, including business and property owners, in public participation 2. Encouraging protection of natural environment instead of requiring it 3. Encouraging/discouraging land use practices rather than requiring/prohibiting 4. Chamber support for re-zoning criteria for low density neighborhoods and land use designation 5. Setting goals for high density instead of mandates 6. Honor long-standing commitment to regional Urban Corridor planning by reinstating ¼-mile width and Capitol Way to Urban Corridor 7. Revise PL 6.1 and PL 6.2 under design review process 8. Density targets at odds with new view		✓					✓	✓				✓	✓				✓		✓	

	Commenter	Comment Date	Topic	Summary of Comments	Street Connects	Economy	Vision & Values	20 mph Local Access Streets /Speed Limits	Urban Agriculture	More Time Needed	View Protection	Urban Corridors	Waterfront	Liquefaction	Sea Level Rise/Flooding	Consistency	Critical Areas, Wildlife Habitat Natural Environment	Rezones Annually	Neighborhoods	More Visuals	Zoning	Solar Access, Conservation, Sustainability	Open Space	Measurable Goals
				protection goals and policies – delete policies PL 8.1 – 8.5 and replace with single policy calling for public process to identify and preserve views 9. RE Urban Green Space and Tree Canopy – delete PL 7.2 and 7.3 – inconsistent with GMA 10. Transportation – multiple policies recommended for change. Multiple examples of language change in “track changes” format																				
9.21	Stuart Drebick, Adroit Contractors	8/4/2014 IO Email	Inconsistencies, Soften Directives	Development inconsistencies: plan for growth management vs. roadblocks to development, especially where development is to happen. Words like “required”, “must”, “shall”, and “will” are code language not planning language. Annotated commentary provided on individual policies and on 2/25/2014 staff report.		✓						✓				✓	✓		✓		✓			
10.0 MORE TIME NEEDED																								
10.1	George Smith, Myra Downing, Olympia Yacht Club	6/16/2014 IO Email	More Time Needed	Adoption of a plan which will control and influence the city’s growth and development for the next twenty years should not be taken lightly.						✓														
10.2	Lisa Reiner	Oral Comment 7/22/2014 Public Hearing 8:01 p.m.	More Time Needed	Need more than one Council public hearing. Add illustrations of Urban Corridor vision; need nodes not corridors; address open areas; acquire wildlife habitat; address sea level rise and liquefaction; delete Economic Development Chapter especially condemnation by CRA.		✓				✓		✓	✓	✓			✓			✓			✓	
10.3	Theresa Bergman	Oral Comment 7/22/2014 Public Hearing 8:22 p.m.	More Time Needed	One public hearing is not enough; need a second public hearing. Work on Downtown Plan now.						✓											✓			
10.4	Patricia Tinsley	8/5/2014 IO Email	More Time Needed	Plan should span 100 years, not 20 Need to focus on vitalizing downtown before moving high density and commerce into neighborhoods. Citizens not the enemy. Don’t wall off our view and divide neighborhoods with high density housing.						✓	✓								✓		✓			
11.0 ECONOMY																								
11.1	Olympia Arts	7/15/2014	Vision	There is a link to the economic impact of		✓	✓																	

	Commenter	Comment Date	Topic	Summary of Comments	Street Connects	Economy	Vision & Values	20 mph Local Access Streets /Speed Limits	Urban Agriculture	More Time Needed	View Protection	Urban Corridors	Waterfront	Liquefaction	Sea Level Rise/Flooding	Consistency	Critical Areas, Wildlife Habitat Natural Environment	Rezones Annually	Neighborhoods	More Visuals	Zoning	Solar Access, Conservation, Sustainability	Open Space	Measurable Goals
	Commission submitted by Stephanie Johnson	IO Email		music in local economy. Propose two policy changes to Economy Chapter PE10.1 and PE10.2. Propose PE10.1 to read, "Continue to provide programs and services that support visual and performance arts activities in Olympia." Propose PE10.2 to read, "Actively support local art galleries, museums, arts and entertainment facilities, live music venues, arts organizations and businesses."																				
11.2	Bob Jacobs	Oral Comment 7/22/2014 Public Hearing 8:52 p.m.	Annual Rezones, Economy Chapter	Good or at least acceptable. Plan is too flexible. Rezones should be annual. Remove Economy Chapter. Do not stimulate growth. Zoning map should be in the Plan. Adding 20,000 people will be a challenge. Costs of growth. Private investment stimulates growth.		✓												✓			✓			
11.3	Bob Jacobs	8/3/2014 IO Email	Economic Diversification	Page 19/20 – No evidence that diversification of the economy via establishment of new businesses would economy less vulnerable to downturns in state government. Remove this and similar statements. GL10 speaks of diversifying the local economy – a self-defeating goal. Suggests deleting. PL10.1 encourages industry that diversifies and strengthens economy. In our economy, diversification will weaken economy. Suggests concept of diversification be deleted.		✓																		
11.4	Bob Jacobs	8/4/2014 IO Email	Economic Development and Growth	In "A Healthy Economy Enhances our Quality of Life" section, statement "Economic development does not mean 'growth'...." Not useful. Should say what the authors think economic development means.		✓																		
11.5	Bob Jacobs	8/4/2014 IO Email	Retain Language Proposed for Deletion	Last paragraph in "Community Investment" (listed as change to be deleted): Retain language if Economy chapter retained. One of most sensible statements in chapter. Equivalent to what the CRA would allow.		✓																		
11.6	Bob Jacobs	8/4/2014 IO Email	Examples of Why Economy Chapter Should be Deleted	Under Goals and Policies of Economy Chapter – Items which illustrate why chapter should not be published because they are simplistic, unjustified and unclear: PE2.1 – Focuses only on positives not whole picture		✓																		

	Commenter	Comment Date	Topic	Summary of Comments	Street Connects	Economy	Vision & Values	20 mph Local Access Streets /Speed Limits	Urban Agriculture	More Time Needed	View Protection	Urban Corridors	Waterfront	Liquefaction	Sea Level Rise/Flooding	Consistency	Critical Areas, Wildlife Habitat Natural Environment	Rezones Annually	Neighborhoods	More Visuals	Zoning	Solar Access, Conservation, Sustainability	Open Space	Measurable Goals
				PE2.4 – Why diversify? PE2.5 – What does “support employers” mean? PE7.2 – What does “market Olympia’s advantages mean? Why? How? PE7.3 – Why a “more active city role in stimulating development”? How avoid compromising role as regulator? Delete chapter.																				
11.7	Bob Jacobs	8/4/2014 IO Email	Question Data on Tourism	A Diverse Economy chapter – Figures on revenue seem unlikely. Analysis gives sweeping generalities which sound good but are misleading. If keeping in, give overall impact of tourism, e.g., wages, seasonal unemployment, traffic, social services.		✓																		
11.8	Bob Jacobs	8/4/2014 IO Email	State Government as Economic Driver	Port of Olympia section under Olympia’s Economic Profile – First bullet statement that state government “will not be a driver of the regional economy in the near future” is wrong. Perhaps authors meant driver of employment growth.		✓																		
11.9	Bob Jacobs	8/4/2014 IO Email	Renovation / Reuse of Buildings	PE8.4 – Not always true. Avoid sweeping statements. Use “often”.		✓																		
11.10	Bob Jacobs	8/4/2014 IO Email	Advantages and Disadvantages of Private Investment	Statement under “A Healthy Economy Enhances our Quality of Life” on increasing our revenue base is incomplete and misleading. All advantages and disadvantages should be mentioned. All too common in the public sector to look only at financial benefits to government. Research indicates investment in local community produces financial loss for government.		✓																		
11.11	Bob Jacobs	8/4/2014 IO Email	Infrastructure’s Impact	End of “A Healthy Economy Enhances our Quality of Life”, statement: “infrastructure is critical to our ability retain (sic) attract businesses” – more general statement preferable, e.g., “infrastructure is critical to our ability to serve residents and businesses.”		✓																		
12.0 UTILITIES																								
12.1	Bob Jacobs	8/3/2014 IO Email	Drinking Water Quality Standards	PU7.2 speaks of compliance with state/federal water quality standards and is not sufficient. Drinking water has chemicals																				

	Commenter	Comment Date	Topic	Summary of Comments	Street Connects	Economy	Vision & Values	20 mph Local Access Streets /Speed Limits	Urban Agriculture	More Time Needed	View Protection	Urban Corridors	Waterfront	Liquefaction	Sea Level Rise/Flooding	Consistency	Critical Areas, Wildlife Habitat Natural Environment	Rezones Annually	Neighborhoods	More Visuals	Zoning	Solar Access, Conservation, Sustainability	Open Space	Measurable Goals
				not regulated. Strongly suggest the public be regularly informed RE all pollutants, resulting problems, measures to reduce.																				
12.2	Bob Jacobs	8/3/2014 IO Email	Fiber Optic Conduit	GU22 – Wonders if wise goal because of fast changes in infrastructure. Wonders if should be dropped.																				
12.3	Bob Jacobs	8/3/2014 IO Email	Appendix A Redundant with Main Text	Appendix A contains redundancy with previous sections. Combine information																				
13.0 PARKS, ARTS & RECREATION																								
13.1	Bob Jacobs	8/3/2014 IO Email	Parks for Existing Population	PR1.1 – Delete “attract tourism and private investment to Olympia”. Parks and recreation programs should primarily serve existing populations.																				
13.2	Bob Jacobs	8/3/2014 IO Email	Ballfields	Page 291 – Under heading of “Community Parks”, critical to add current and needed numbers of ballfields (rectangles and diamonds)																				
13.3	Brian Faller, LBA Woods Park Coalition	8/5/2014 IO Email	City Acquisition of Habitat and Recreational Trail Areas	1. Natural Environment Section: Should reflect that important part of land stewardship to acquire natural habitat within city and recognize that new development will result in loss of existing habitat and trails. Map of open space and environmentally sensitive areas missing data surrounding LBA Woods. Recommended language in “track changes” version. 2. Public Health, Parks, Arts, and Recreation Section: Include role of wildlife habitat and trails. Should refer to 2015 PAR Plan (not 2010 PAR Plan). Clarify definition of “open space”. Need to consider newer research. Acknowledge potential use of utility tax for open space acquisition. Recommended language in “track changes” version.													✓						✓	
14.0 MISCELLANEOUS																								
14.1	Ilene Le Vee, League of Women Voters	Oral Comment 7/22/2014 Public Hearing 8:14 p.m.		Will submit written comments																				

	Commenter	Comment Date	Topic	Summary of Comments	Street Connects	Economy	Vision & Values	20 mph Local Access Streets /Speed Limits	Urban Agriculture	More Time Needed	View Protection	Urban Corridors	Waterfront	Liquefaction	Sea Level Rise/Flooding	Consistency	Critical Areas, Wildlife Habitat Natural Environment	Rezones Annually	Neighborhoods	More Visuals	Zoning	Solar Access, Conservation, Sustainability	Open Space	Measurable Goals
14.2	Mike Reid, Port of Olympia	Oral Comment 7/22/2014 Public Hearing 8:31 p.m.		Will be submitting written comment.																				
14.3	Rich Christian	7/24/2014 IO Email	Master Plan vs. Comprehensive Plan	"The great cities of the world all followed a master plan, not a state required comprehensive plan."			✓						✓				✓						✓	
14.4	Bob Jacobs	8/3/2014 IO Email	Remove Photos	Photos are costly and provide no information.																				
14.6	Bob Jacobs	8/3/2014 IO Email	Unincorporated Islands	PP7.4 – Obsolete. The city has/will soon eliminate all unincorporated islands.																				
14.7	Bob Jacobs	8/3/2014 IO Email	Map Accuracy	Page 69 – Paragraph on Future Land Use Map states that map boundaries are approximate. "I suggest most strongly that these lines be exact."																	✓			
14.8	Bob Jacobs	8/3/2014 IO Email	Numbers Accuracy	Page 115, Sub-Area Planning – 12 planning areas of five to ten thousand residents each would be 60,000 to 120,000.															✓					
14.9	Bob Jacobs	8/3/2014 IO Email	Policy Numbering Error	PU11.6 appears twice. PU11.8 is a repetition of one of the PU11.6 texts.																				
14.10	Bob Jacobs	8/4/2014 IO Email	Table Missing Heading	Page 310, under Olympia's Economic Profile – Table needs a heading. Perhaps "Thurston County Employment Data, 2012"		✓																		
14.11	Tim Walker	8/5/2014 IO Email	Downtown, Look of Comp Plan, Who Benefits	The Plan says nothing about downtown. Unclear what the end product will look like. Who will benefit from Comp Plan?																				
14.12	Kroydan "Kraig" Chalem	8/5/2014 IO Email	Public Information and Participation	Improve public engagement and involvement in process by: using cross-referencing in Comp Plan, allowing public access to Zoom & permit tracking systems, host on-going education classes, train staff to better articulate City goals and policies.																				
14.13	Thera Black	8/5/2014 IO Email	Approaches: To Urbanism, Data, Equitable Process	"The Plan seems to imply that increasing urbanism is a problem to protect people from, not the foundation for strategic solutions that help us achieve many of our shared goals." Plan prescribes details not backed up by market analysis or feasibility to determine if details are counterproductive. Plan reads																				

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				more like a plan for downtown and established neighborhoods. Social equity: most future housing will be outside of the gateways, excluding the majority of people moving here. Comp Plan process dissuades people from staying involved with a small number of participants dominating. Where is voice of business community?																				
15.0 SAFETY																								
15.1	Dean Schwickerath	8/5/2014 IO Email	Safety Consistency	City lacks consistency over providing safe neighborhoods and zoning for densities. City's responsibility to provide safe conditions for citizens. Traffic volumes. Need safe travel paths and sidewalks. Address abandoned vehicles. Address homeless situation/homeless camps.	✓			✓											✓					



City of Olympia

City Council

Introduction Section

Agenda Date: 10/7/2014
Agenda Item Number: 2.D
File Number: 14-0974

Type: work session **Version:** 1 **Status:** Study Session

Title

Introduction Section

Recommended Action

City Manager Recommendation:

Provide guidance on the Introduction Section of the draft Comprehensive Plan.

Report

Issue:

Are the revisions to the Introduction section of the comprehensive plan in the attachment acceptable to include in the Council's next draft of the plan?

Staff Contact:

Leonard Bauer, Deputy Director, Community Planning & Development, 360.753.8206

Presenter(s):

Leonard Bauer, Deputy Director, Community Planning & Development

Background and Analysis:

At its previous work sessions, the Council requested the opportunity for an additional review of the Introduction section of the Draft Comprehensive Plan after completing its discussion of other issues. This attached Introduction section includes all changes discussed by the Council at its previous work sessions.

Neighborhood/Community Interests (if known):

The Council recently reviewed public comments received on the Draft Comprehensive Plan.

Options:

Discuss and provide direction on the Introduction Section of the draft Comprehensive Plan.

Financial Impact:

None; this work item is an element of the Comprehensive Plan Update.

Foreword

The City of Olympia adopted its first Comprehensive Plan over fifty years ago. Although for a time, Washington's Planning Enabling Act only required that land use and transportation issues be included, Olympia's plans have also addressed other topics such as parks, schools, utilities and the local economy. In 1990, the **State's Growth Management Act (GMA)** directed Olympia's plan, and those of other growing cities and counties, to address statewide goals and include specific 'elements'. **The table below shows where the elements required by the GMA are addressed in this Comprehensive Plan.**

This Comprehensive Plan reflects a major update which was completed in 2014. It accommodates changes since the 1994 Comprehensive Plan was adopted and the changes projected over the next 20 years. Over 1,500 community members participated. Under the GMA the City may amend the Plan annually, as well as complete a major periodic update every 8 years.

Olympia's Comprehensive Plan is composed of two volumes, the first of which includes ten chapters. The second volume is the capital facilities element, including a 6-year plan for capital projects that is updated annually. The plan is an integrated single plan and should be read as a whole because topics are interrelated. It is composed of two volumes, the first of which includes ten chapters. Specific topics often are related to many or all chapters, but are yet are typically addressed within a single chapter to avoid repetition. Thus, these chapters are only for organizing **the plan's content. They do not reflect the structure of the City's government or any particular model of city planning.**

~~Following is a table that summarizes the contents of each chapter of the Comprehensive Plan.~~ The ~~Growth Management Act (GMA)~~ establishes required elements that must be contained in all Comprehensive Plans. In the Growth Management statute these mandatory elements are listed under RCW 36.70A.070 in the following order:

1. Land Use
2. Housing
3. Capital Facilities
4. Utilities
5. Rural element for non-urban lands
6. Transportation
7. Economic development¹

8. Parks and recreation¹

Following is a table that summarizes the contents of each chapter of the Comprehensive Plan. Listed on the far right of the table below are the GMA-mandated element(s), ~~which that~~ are addressed in each of the Comprehensive Plan Chapters. In some cases, additional GMA requirements are noted as being addressed in Comprehensive Plan Chapters. If you are interested in a more detailed crosswalk **between the City’s Comprehensive Plan and the mandatory GMA elements, a “GMA Checklist”** has been completed and can be provided to you upon request.

Comprehensive Plan Chapter	Description	GMA-Required Elements Addressed
Volume 1:		
Introduction	Overview of the Plan and its setting ²	N/A
Community Values & Vision	Summary of the foundations of the Plan	N/A <u>Include a vision for the community at the end of the 20-year planning period; identify community values derived from citizen participation processes.</u>
Public Participation and Partners	Description of the relationship between the City government and others who implement the Plan	Not a formal GMA element; does meet requirements of RCW 36.70A.035, 36.70A.130 and 36.70A.140
Natural Environment	Focused on elements of the community’s environment that were not built by people; it includes the City’s shoreline goals and policies, and addresses means of reducing land use impacts on the natural environment – such as urban forestry	Land Use; also addresses requirements of RCW 36.70A.170 and .172
Land Use and Urban Design	Addresses the pattern and form of land uses addressing the pattern and form of land uses like housing, businesses and industry and how to ensure compatibility, blending and adequate space for each (a GMA-requirement). This chapter encompasses topics like landscaping and architectural design, preservation and appreciation of historic resources. It also addresses the pattern and form of land uses, housing, businesses and industry, and how to ensure compatibility, blending and adequate space for each. This chapter encompasses topics like landscaping	Land Use (multiple elements); Housing (elements a-d); Transportation element 6(a)(i)

Comprehensive Plan Chapter	Description	GMA-Required Elements Addressed
	and architectural design, preservation and appreciation of historic resources, and more detailed planning for specific areas of the community.	
Transportation	Addresses all aspects of mobility including cars, buses, trucks, trains, bikes and walking	Transportation (all required elements)
Utilities	Overview of plans for both private and public utilities (such as water, sewer, solid waste, and electricity) and their use of land; details regarding utilities are often included in separate "Master Plans"	Land Use (protection of drinking water, drainage, flooding and stormwater runoff); Utilities (multiple elements)
Public Health, Arts, Parks and Recreation	Addresses the use of land for parks and open space and community activities such as recreation, the arts, and other aspects of mental and physical well-being	Parks and recreation elements a-c
Economy	Description of Olympia's approach to local investment, business and jobs within the context of the global economy	Economy elements a-c
Public Services	Addresses services provided by the public sector, such as housing and other social service programs, schools, and police and fire protection; along with the land needed for those services	Land Use; Transportation; Housing
Volume 2		
Capital Facilities	The Capital Facilities Plan <u>includes 20-year goals and policies, along with is a</u> 6-year plan that is updated annually, and can be found on the City's website	Capital Facilities (elements a-e)

¹Economic Development and Parks and Recreation elements are required only if the state legislature provides funding (RCW 36.07A.070(9))

²When updated in 1994 and in 2014, respectively, an environmental impact statement (EIS) and a supplement EIS were prepared. Those documents provide more extensive background information regarding the state of the community at those points in time.

[More information about how to use this document is included in the Introduction Chapter.](#)

Introduction to the Comprehensive Plan



View of the Capitol Building from Heritage Park Fountain

[[Photo: ViewofCapitolBuildingfromHeritagePark.jpg align=right caption=View of the Capitol Building from Heritage Park Fountain]]

The City of Olympia's Comprehensive Plan builds upon our **community's values** and our vision for the future. ~~The~~ ~~A set of~~ goals and policies in this document provides ~~s~~ high-level ~~more detailed~~ direction for actions the City and other community members may take ~~the to~~ realization of these values and vision. Goals and policies (including maps) also guide City budgets, master plans, development regulations and other decisions. ~~In turn, these serve as the framework upon which City regulations, programs and other plans are formed.~~

As many as 20,000 additional people are expected to join our community over the next two decades. This Plan is our strategy for maintaining and enhancing our high quality of life and environment while accommodating expected growth. Most readily-buildable parcels in the City are already developed to some degree. Thus, over the next 20 years, we expect to see more infill and redevelopment of existing developed areas. This presents our community with opportunities to restore degraded environments, create vibrant pockets of social and economic activity, and target investments to make more efficient use of and improve existing infrastructure. ~~both the changes since the 1994 Comprehensive Plan was adopted and the changes projected over the next 20 years.~~

The Comprehensive Plan is not just a plan for city government. Developed out of input from thousands of people in our community at different times over decades, the Comprehensive Plan **truly is the community's plan**. ~~Many of the~~ goals and policies ~~listed~~ call for coordination and collaboration among individual citizens, neighborhoods and civic groups, and City government. As always, there

will be challenges and change, but the intent is to build on the creativity and strength of our community to shape how we develop.

[[Add Illustration]]



[[Illustration: Pyramid, Align=center, Caption=The Comprehensive Plan is based on community vision, and guides City and other community actions, such as regulations, programs and budgets. ADA background information=Pyramid depicting the hierarchy of community vision at the top, followed by the Comprehensive Plan goals and policies in the middle, and implementation actions, including the examples: regulations, capital facilities, programs, partnerships, permits and budget decisions at the bottom.]]

How to Use this Document

Chapters

This Comprehensive Plan is separated into two volumes: the first with eleven-ten chapters, and the second volume, which is the capital facilities plan:

Volume I:

1. Introduction to the Comprehensive Plan;
2. Community Values & Vision

3. Public Participation and Partners;
4. Natural Environment;
5. Land Use and Urban Design;
6. Transportation;
7. Utilities;
8. Economy;
9. Public Health, Arts, Parks and Recreation; and
10. Public Services; ~~and.~~
- ~~11. Capital Facilities~~

Volume II: Capital Facilities:

There are many issues that connect these chapters. For example:

- The Land Use Chapter, in conjunction with Public Participation & Partners, Natural Environment, Transportation, Parks, Utilities, Economy and Capital Facilities, all provide basic policy guidance for City land use regulations outlined in City codes. They describe generally where various types of land uses should occur, how intense they may be and how designed; types and locations of environmentally sensitive areas to be protected; and the general types of transportation, utility and park facilities that are planned, including locations for major facilities. More specifically:
 - ~~P~~Policies related to trees exist in the Natural Environment chapter as well as under [Land Use and Urban Design](#), Transportation, Utilities and even Economy.
 - ~~L~~ikewise, ~~P~~Policies related to walk-ability are included under both [Land Use and Urban Design](#) and Transportation.
- Various chapters include policies that influence City services, including fire, police, affordable housing, arts, recreation, volunteer services and overall public engagement in civic affairs.

If viewing an electronic version, **use the 'search' function** to find all of the policies related to specific topics.

Goals and Policies

The goals in this Plan ~~identify what are the end states~~ we hope to achieve as a community. ~~:- some~~ Some goals will take longer than others to realize. Policies describe how the City will act in a broad sense to achieve these goals.

At times, goals or policies may seem to be in conflict with each other. For example, a goal to increase density may seem to be in conflict with a goal to preserve open space. Or a goal to increase tree canopy may seem to be in conflict with a goal to increase solar energy access. Over the next 20 years, the complex challenges and opportunities we face as a community will often require us to strike a balance between different goals and policies to provide the best outcome for the community as a whole. Thus individual goals and policies should always be considered within the context of the entire Plan.

Throughout each and every year, City officials, along with the public, make a range of decisions about how community resources will be used and managed, and how both public and private development will occur. Community plans and programs often result from conscientious balancing among divergent interests based on the facts and context of a particular situation and on the entire set of Comprehensive Plan goals. Balancing these goals in a way that provides the best overall community benefit requires careful consideration, based on an understanding of multiple community objectives, the specific context and potential impacts.

This type of strategic decision-making can often lead to a selection of options that realize multiple goals. For example, when we protect the quality of our air and water, we improve our health and attract long-term investment in our City.

~~The complex challenges and opportunities we face as a community often require us to strike a balance between different goals and policies to provide the best outcome for the community as a whole. Thus, individual goals and policies should always be considered within the context of the entire Plan.~~

~~There may be a period of time after the City Council adopts changes to the Plan before staff, the public and policy makers are able to take action to implement it. The City will make every effort to quickly and reasonably develop, review and adopt any new or revised regulations to conform to this Plan.~~

~~[[Change: In addition to updating the Comprehensive Plan, the City Council directed preparation of an 'Action Plan' to guide implementation of the Plan. The section below describes that yet to be drafted document.]]~~

Implementation

~~This update to the Comprehensive Plan does not include specific actions or measurements. **A companion document to the Plan is an "action plan" or "implementation strategy"** that includes specific timeframes and actions for implementing the Plan. This strategy will establish priorities, set responsibility and determine how we will measure progress toward our goals. This is also an important tool for communicating and tracking what the City and Olympia residents are doing to help our community achieve its vision.~~

~~The City looks for partners from all sectors of the community: residents, businesses, developers, non-profits, the faith community, schools, neighborhood associations, other government agencies and organizations to help implement the Comprehensive Plan. Partnerships will help our community work together to realize our common vision.~~

~~There are many different types of actions that could be taken to implement this Plan. Some elements in the Plan are implemented through the development code and Engineering Design and Development Standards (EDDS), which, along with other government actions must be consistent with the Plan under state law. Other elements in the Plan depend heavily or exclusively on community involvement.~~



Beautiful sunshine display at Procession of the Species.

[[Photo: SunshineDisplayProcessionofSpecies.jpg align=right caption=Beautiful sunshine display at Procession of the Species.]]

[[Change: In addition to updating the Comprehensive Plan, the City Council directed preparation of an 'Action Plan' to guide implementation of the Plan. The section below describes that yet-to-be-drafted document.]]

Implementation – The Action Plan

This Comprehensive Plan does not include specific actions or measurements. A companion document to the Plan is an "action plan" or "implementation strategy" that will take the community's vision and goals as defined in the Comprehensive Plan, and lay out a path by which we can achieve them. Actions may take a variety of forms ranging from large construction projects to the creation of new guiding documents and plans.

The Action Plan will also be heavily focused on tracking our effectiveness and demonstrating success. A set of performance measures will show where we began and where we currently are in relation to our desired outcomes, with results reported back to the community. The action plan will be updated annually or biannually through a collaborative community process.

The City looks for partners from all sectors of the community to help implement the Comprehensive Plan through the Action Plan. Partners may include residents, businesses, developers, non-profits, the faith community, schools, neighborhood associations, other government agencies and organizations. Partnerships will help our community work together to realize our common vision.

The Local Planning & Development Process

Local planning depends heavily on community involvement. Public engagement is essential for many reasons, including that it provides for more holistic perspectives on City decisions that affect the entire community and it protects **citizens' rights to influence public policy. In fact, the Growth Management Act** calls for broad public involvement in creating and amending Comprehensive Plans and implementing development regulations.

Local planning is a phased process that also operates within a framework of federal, state, county and laws. Our local codes and other decisions must be consistent with these laws, in addition to Comprehensive Plan goals and policies. For example, both the U.S. and Washington State Constitutions include private property rights that must be respected by local government agencies.

Once a Comprehensive Plan is adopted, it may be amended annually, with larger updates considered every 8 years. There may be a period of time after the City Council adopts changes to the Plan before staff, the public and policy makers are able to take action to implement it. The City will make every effort to quickly and reasonably develop, review and adopt any new or revised regulations to conform to this Plan.

Development codes to implement the Plan may be amended at any time during the year, but only following a public process guided by both state and local standards. The City Council makes final decisions on plan and code amendments. Typically, the Olympia Planning Commission holds a public hearing and makes a recommendation to the City Council on amendments to the Comprehensive Plan or implementing development codes.

There are further opportunities for the public to provide input and influence site-specific permitting decisions; however public influence may be more constrained at this stage. This is because site specific permit decisions are largely based on

[whether or not proposals are consistent with established local codes and other laws.](#)

[See the Public Participation & Partners Chapter for more information on how to get involved.](#)

Context for the Comprehensive Plan

In the early 1990s, the Washington State Growth Management Act (GMA) was passed in response to rapid and sprawling growth in many parts of the state that was causing a decrease in quality of life, negative effects on the environment, and increased costs for municipal infrastructure and maintenance. Revision of our Comprehensive Plan was a requirement for Olympia under GMA and Olympia adopted a revised Comprehensive Plan under the Act in 1994.

The Act requires most urban counties and cities in the state to prepare comprehensive plans to address how they will manage expected growth. It **directs urban areas, like Olympia, to absorb more of the state's population** growth than rural areas, thereby preserving forests, animal habitat, farmland, and other important lands. Focusing growth in urban areas also reduces traffic, pollution, and the costs of providing city services that protect the health, safety and quality of life of citizens.

The Act defines [13 goals](#), plus a [shoreline goal](#) to guide the development and **adoption of comprehensive plans. These focus on "smart growth" principles that** maximize use of land and existing utilities, protect historic and natural resources, and lower traffic and housing costs. Fortunately, Olympia has been taking this approach for a long time.

Olympia has long understood the merits of planning for the future and had a Comprehensive Plan as early as 1959.


In many ways, our earlier plans created the community we have today. For example, during community outreach for the 1994 plan, citizens expressed a **desire for Olympia to become a "City of Trees."** In response, the community developed several goals and policies to guide a new Olympia Urban Forestry Program. **Since then, we've planted thousands of street trees, and been** consistently recognized by the National Arbor Day Foundation as a Tree City USA.




Community members planting trees at the 1000 Trees in One Day event on March 28, 2008.

[[Photo: CommunityMembersPlantingTrees.jpg align=right caption=Community members planting trees at the 1000 Trees in One Day event on March 28, 2008.]]

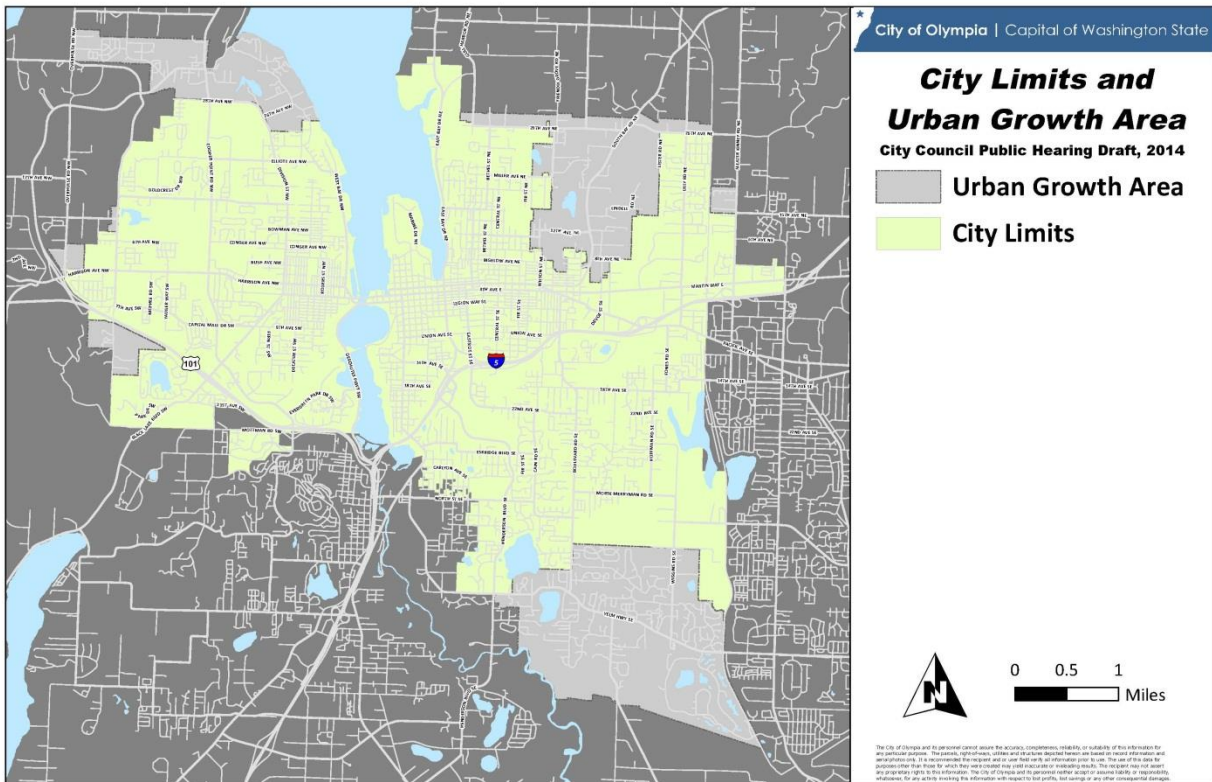
A Changing Community

[[Change: The population and employment forecasts below are based on data from the [2014 Thurston Regional Planning Council Buildable Lands Report](#) . Forecasts based on the 2010 Census were issued in 2012 and 2013 after this draft Plan was prepared.]]

Since the 1970s, the population and economy of the Puget Sound region has been growing. According to the [Thurston County Profile](#) , the county's population more than doubled between 1980 and 2010. Forecasters expect **Olympia's population and employment will continue to increase over the next 20 years**. In 2010, the estimated population of Olympia and its Urban Growth Area was 58,310 residents. Forecasters expect our population will increase to 84,400 by 2035, a rate of approximately 2% per year. A majority of this increase will be due to in-migration. People are attracted to living here because we have a relatively stable economy, a beautiful environment, friendly and safe neighborhoods, good schools and lower living costs than our neighbors to the

north. Many of these new residents will work within the current City limits and the unincorporated Urban Growth Area.


Olympia and its Urban Growth Boundaries



Map of Olympia and its Urban Growth Boundaries

[[Map: City-Limits-and-UGA-052114.jpg align=center caption=Map of Olympia and its Urban Growth Boundaries.]]

In 2012, Olympia's urban growth area was about 16,000 acres. This includes about 12,000 acres within City limits and 4,000 acres in the unincorporated area, which may eventually be annexed into the City. In cooperation with Olympia, Lacey and Tumwater, Thurston County has established and periodically reviews Urban Growth Areas. In these areas, urban growth is encouraged; outside of them, rural densities and services will be maintained.

Much of the land in the City is already developed, but there is still adequate room to accommodate our expected population and employment growth. This land capacity analysis can be found in the Thurston County [Buildable Lands Report](#) .

Preserving our Sense of Place and Connections

The City embraces our Comprehensive Plan as an opportunity to enhance the things Olympians care about. As we grow and face change, Olympians want to preserve the unique qualities and familiarity of our community. We draw a sense of place from the special features of our city: walk-able neighborhoods, historic buildings, views of the mountains, Capitol and Puget Sound, and our connected social fabric. These features help us identify with our community, enrich us, and make us want to invest here socially, economically and emotionally.

During development of this Plan, many people expressed a desire to maintain a **"small town feel."** Olympians want to feel connected to each other and to our built and natural environment. We want to live in a friendly and safe community where we know our neighbors and shopkeepers, and run into friends along the sidewalk. We value harmony with nature, thriving small businesses, places to gather and celebrate, and an inclusive local government.

Olympians expressed that they are willing to accept growth as long as our environment and sense of place is preserved. That means protecting the places **and culture that we recognize as "Olympia," even if those things are a little** different for each of us. It also means focusing on our community values and vision as we grow.

Sea Level Rise

Over the next twenty years, sea level rise will continue to be a key challenge facing Olympia, and therefore a key priority. Olympia has recognized its vulnerability and has been preparing for sea level rise since 1990, long before many recognized it as a major threat to waterfront communities. The City has consistently made it a priority to track the continuing evolution of science in this arena, and apply those findings to Olympia.

Scientific information regarding climate change and sea level rise is incomplete and will probably remain so for some time. Regardless, we must prepare and respond. Forecast models for the timing and height of sea level rise vary, but the models all agree that unless greenhouse gas emissions are reduced, sea level rise is inevitable. Current science indicates that sea levels may rise between 11 and 39 inches by 2100.

The City will use adaptive management to proactively respond to new data and changing local conditions. City work outlines well-defined response

scenarios tailored to varying heights and timing of sea rise. These scenarios will necessarily evolve over time. The City's Public Works Department and the Capital Facilities Plan will help implement identified infrastructure needs. Financial assistance will be sought from State and Federal sources.

Sea level rise is a regional challenge. Many of us rely upon our downtown, its services and associated shorelines. Actions taken to adapt to sea level rise will require close coordination with the State of Washington and Port of Olympia, key shoreline property owners and the LOTT Clean Water Alliance, operator of the regional wastewater treatment plant. As a waterfront city, sea level rise response will be a key priority for Olympia over the next two decades and beyond. Technical and planning information regarding Olympia's response to climate change and sea level rise is available on the City webpage.

Other Key Challenges

In addition to sea level rise, ~~Beyond our community's values and vision~~ there are other major global, national and local influences that present both challenges and opportunities for our local community. Implementation of ~~the~~ is vision and goals in this Plan will require creative solutions so that Olympia can ~~to~~:

Become a More Sustainable City: As the capital of the State of Washington, Olympia has a unique opportunity to show leadership on key issues in the state, such as sustainability. The City needs to make investments based on an integrated framework that compares lifecycle costs and benefits of all City investments and to encourage sustainable practices by individuals and organizations through education, technical assistance, and incentives.

Accommodate Growth: Increased growth in Olympia is anticipated. Citizens need to integrate the: quality of new residences, demographics, likely places of residence, housing typology, and prevention of rural and city sprawl. In addition, citizens need to identify housing and service programs for increased populations of seniors and homeless.

Integrate Shoreline Management Program (SMP): Special coordination is necessary to integrate the SMP with the Comprehensive Plan. Olympians value ample public space along their marine shoreline and waterways to balance growth downtown.

Revitalize Our Downtown: Located on Puget Sound and along the Deschutes River, downtown is the site of many historic buildings and places, and is home to

many theatres, galleries, and unique shops as well as the State Capitol. At the same time, Olympia's downtown has yet to become the walkable, comfortable place the community desires. To add vibrancy while retaining our desired small town feel will require more downtown residents, better amenities, attractive public spaces, green space, thriving local businesses, and integrated standards for design.

Conserve and Protect Limited Natural Resources: As we grow, Olympia will become a higher density city and our land and water supplies will need to support more people. We can take advantage of growth as a tool to reshape our community into a more sustainable form; to do so we must balance growth, use our resources wisely, and consider the carrying capacity of the land.

Address Climate Change: The impetus of the sea level rise challenge described above is climate change. Rising global greenhouse gas emissions are contributing to the melting of the polar ice caps, rising sea levels and more frequent extreme weather events. The City of Olympia is committed to working with the public and other regional partners to take actions that will reduce our community's overall greenhouse gas emissions and prepare for changing climate.

~~**Address Climate Change and Sea Level Rise:** Sea level could rise in Olympia by 50 inches or more over the next century due to warming of the oceans and settling land. This will put much of Olympia's downtown at risk of flooding since it lies only one to three feet above the current highest high tides. Over the next 20 years, the City will continue to explore how to address sea level rise impacts on our downtown.~~



Fund a Long-term Vision: The economy fluctuates and funding circumstances change. This affects our ability to carry out planned actions over the years. Present resources are already stretched thin, and there is little ability to take on new programs without new revenue sources. We must identify funding strategies, explore operating efficiencies and develop partnerships to provide the diversity and flexibility to fund our vision.



Young Olympians working together to plant a tree.

[[Photo: YoungOlympiansPlantTree.jpg align=right caption=Young Olympians working together to plant a tree.]]

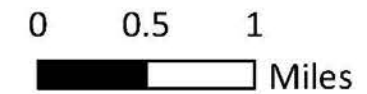
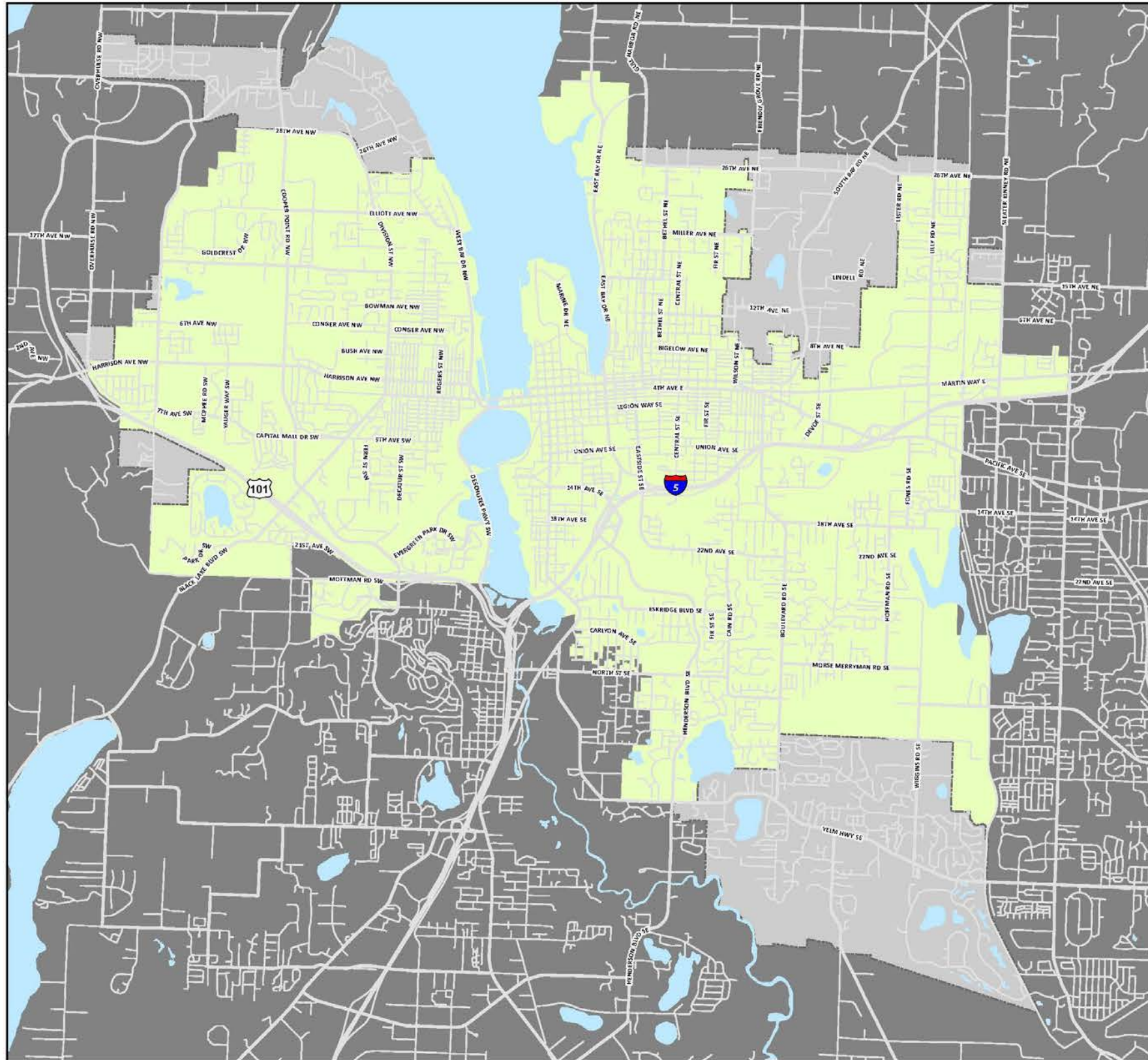
For More Information

- The [Washington State Growth Management Act](#)  establishes rules to guide the development of comprehensive plans and development regulations that shape growth over a 20-year horizon
- The [Buildable Lands Report](#)  prepared for Thurston County by the staff of the Thurston Regional Planning Council helps Olympia to determine the quantity of land to provide for population and employment growth.
- [The City's Action Plan includes a collaborative public process for selecting specific actions to carry out the Comprehensive Plan, and includes timeframes, partnerships and performance measures.](#)
- [Current and past technical analyses and reports regarding sea level rise in Olympia can be reviewed on the City's Sea Level Rise webpage.](#)

City Limits and Urban Growth Area

City Council Public Hearing Draft, 2014

-  Urban Growth Area
-  City Limits



The City of Olympia and its personnel cannot assure the accuracy, completeness, reliability, or suitability of this information for any particular purpose. The parcels, right-of-ways, utilities and structures depicted hereon are based on record information and aerial photos only. It is recommended the recipient and/or user field verify all information prior to use. The use of this data for purposes other than those for which they were created may yield inaccurate or misleading results. The recipient may not assert any proprietary rights to this information. The City of Olympia and its personnel neither accept or assume liability or responsibility, whatsoever, for any activity involving this information with respect to lost profits, lost savings or any other consequential damages.

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City of Olympia

City Council

Provide Direction on Next Steps in Comprehensive Plan Process

Agenda Date: 10/7/2014
Agenda Item Number: 3.A
File Number:14-0975

Type: decision **Version:** 1 **Status:** Study Session

Title

Provide Direction on Next Steps in Comprehensive Plan Process

Recommended Action

City Manager Recommendation:

Direct staff to schedule an additional public hearing on the proposed changes to the Draft Comprehensive Plan since the first public hearing was held on July 22, 2014.

Report

Issue:

Does the Council desire to schedule an additional public hearing related to the Draft Comprehensive Plan? If so, should the hearing be focused on receiving comment on proposed changes to the Public Hearing Draft Plan that was the subject of the July 22, 2014, public hearing?

Staff Contact:

Leonard Bauer, Deputy Director, Community Planning & Development, 360.753.8206

Presenter(s):

Leonard Bauer, Deputy Director, Community Planning & Development

Background and Analysis:

The City Council held a public hearing on the Draft Comprehensive Plan on July 22, 2014, and provided for additional written comment through August 5, 2014. The Council has considered these comments at a series of public work sessions and committee meetings. It has discussed a number of changes which it will consider for inclusion in its Public Hearing Draft Plan on October 21, 2014. An additional public hearing would provide for public comment on these changes for the first time. Potential dates for a hearing include Monday November 3, 2014 or Monday November 10, 2014.

Neighborhood/Community Interests (if known):

The Council recently reviewed public comments from its first public hearing on the Draft Comprehensive Plan.

Options:

A) Direct staff to identify a date for an additional public hearing on the proposed changes to the

Council Public Hearing Draft of the Comprehensive Plan.

- B) Direct staff to identify a date for an additional public hearing on the entire revised Draft Comprehensive Plan.
- C) Do not direct staff to seek a date for an additional public hearing related to the Draft Comprehensive Plan.

Financial Impact:

None; this work item is an element of the Comprehensive Plan Update.