



City of Olympia

City Hall
601 4th Avenue E
Olympia, WA 98501

Information: 360.753.8447

Meeting Agenda

Community Economic & Revitalization Committee (CERC)

Thursday, July 24, 2014

5:30 PM

Room 112

1. ROLL CALL

2. CALL TO ORDER

3. COMMITTEE BUSINESS

- 3.A [14-0739](#) Continued Discussion and Guidance on the Revised Scope for a Development Roundtable

Attachments: [CRA Development Roundtable Scope](#)

- 3.B [14-0740](#) Consider Updated Community and Economic Revitalization Committee Work Plan

Attachments: [CRA Work Plan 2014](#)

4. ADJOURNMENT

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City of Olympia

Community Economic & Revitalization Committee (CERC)

Continued Discussion and Guidance on the Revised Scope for a Development Roundtable

Agenda Date: 7/24/2014
Agenda Item Number: 3.A
File Number: 14-0739

Type: decision **Version:** 1 **Status:** In Committee

Title

Continued Discussion and Guidance on the Revised Scope for a Development Roundtable

Recommended Action

City Manager Recommendation:

Provide feedback and direction to staff on the revised scope for a development roundtable.

Report

Issue:

Provide feedback and direction to staff regarding the revised scope for a development roundtable.

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:

One of the recommended next steps in the *Investment Strategy: City of Olympia Opportunity Areas* report suggests that City Council convene a development roundtable to discuss how to more effectively build predictability into the development of opportunity sites in order to build the confidence of investors and developers.

On May 29, 2014 the CERC considered the first draft of the scope for a development roundtable. Staff has made revisions to the scope based on that feedback and seeks further input and guidance from the Committee.

On July 21, 2014 the CERC considered the revised draft of the scope for the development roundtable. A revised scope for the development roundtable is attached as **Attachment 1**.

Neighborhood/Community Interests (if known):

Improving the development review process involves both the development and investor community as well as the neighborhoods.

Options:

Review the revised scope for the development roundtable and provide feedback and direction to staff.

Financial Impact:

Within existing budget and staff resources.

**Community and Economic Revitalization Committee (CERC)
Development Roundtable Scope
October 2, 2014**

The **Investment Strategy: City of Olympia Opportunity Areas** report includes a recommendation that the City, “Convene a development roundtable (perhaps in conjunction with the Thurston County Economic Development Council) to discuss how to more effectively build predictability into the development of opportunity sites in order to build the confidence of investors and developers.”

The Olympia City Council has also tasked the CERC with responsibility for helping to move the City's development review process from a reactive model to a more proactive development model that includes meaningful and early neighborhood and stakeholder involvement and promotes high quality growth and commerce in the City. One of the key steps in that process is to involve the development community in the discussion about what our future should look like. The development community brings expertise in market understanding, building, site development and project feasibility that is vital to the community development process. The CERC seeks to tap into this expertise to help to inform its planning efforts.

Potential Participants: Invite members of the local and regional development community and members of the Planning Commission to participate with the CERC.

Roundtable Objectives: 1. Provide development interests with an overview of the regional and local economy and opportunity sites within Olympia. 2. Document feedback from development interests about their perspectives on the local economy and opportunity sites and how to enhance their local development potential. 3. Document ways to encourage greater investment in Olympia. 4. Document ways to move Olympia towards a more proactive approach to community development.

Format: Facilitated small group discussions with opportunity for report out to the larger group. Facilitated by EDC with additional support provided by City Staff and ECONorthwest. Hosted by the City of Olympia's Community and Economic Revitalization Committee. Meeting open to the public.

Desired Outcomes: 1. Create a positive relationship with the development community and an atmosphere trust and mutual understanding. 2. Create interest in Olympia's opportunity sites and

identify next steps to enhance their development potential. 3. Learn about development perspectives and their thoughts about investment in Olympia. 4. Learn how the development community would approach creating a more proactive development model. 5. Create a forum for ongoing conversations about community development processes and opportunities within our community.

Target Date: Thursday evening October 2nd from 6:30 to 9:30.

Location: Olympia City Hall – Council Chamber. Light food and refreshments will be provided.

DRAFT



City of Olympia

Community Economic & Revitalization Committee (CERC)

Consider Updated Community and Economic Revitalization Committee Work Plan

Agenda Date: 7/24/2014
Agenda Item Number: 3.B
File Number: 14-0740

Type: decision **Version:** 1 **Status:** In Committee

Title

Consider Updated Community and Economic Revitalization Committee Work Plan

Recommended Action

City Manager Recommendation:

Consider updated CERC Work Plan and provide staff with feedback and guidance regarding the proposed calendar and agendas contained in the Committee Work Plan.

Report

Issue:

Provide feedback and direction to staff on the updated CERC Work Plan.

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 CERC Committee adopted a Work Plan in January of 2014. Since that time the scope of work for the Community Renewal Area (CRA) process has been amended twice. Each of these amendments has altered the scope of the consultant team's work plan and will affect the project timeline. The proposed revisions to the Work Plan are intended to recognize some of these changes. Additional changes may be necessary in the future as the Committee's work on the CRA continues to evolve.

Options:

1. Revise the CERC Work Plan to reflect changing work loads and schedules.
2. Do not revise the Work Plan.

Financial Impact:

The original scope and budget of \$105,000 has been amended on two occasions to include additional scope and budget (\$50,000) for the Isthmus Urban Design Process and additional scope

and budget (\$7,500) for additional design scenario feasibility work. A Community Economic Revitalization Board Grant of \$25,000 was received to support this process.

**COMMUNITY AND ECONOMIC REVITALIZATION COMMITTEE 2014 DRAFT WORK PLAN
(Last Updated 7/21/2014)**

COMMUNITY AND ECONOMIC REVITALIZATION Committee Work Plan items:

1. **Martin Way Planning Process** - April, December
2. **Annual Annexation Report** - October*
3. **Annual review of changing market dynamics and Opportunity Sites.** October
4. **Develop relationships with property owners** in Opportunity Areas and other stakeholders to learn about their interests and short-term and long-term development goals. Future
5. **Convene a development roundtable.** March 20, May 22, September Event
6. **Consider the Comp Plan from an Economic Development Perspective** - review the Economy Chapter March*
7. **Consider the role of the CFP from an Economic Development Perspective and in moving the Opportunity Sites forward.** March 20, June 12*
8. **Meet with the Planning Commission on how to make use of the information about the 5 opportunity sites with their activities.** June
9. **Consider subarea/focus area planning efforts for the Kaiser/Harrison and Division/Harrison areas.** August
10. **Clarify the City's development toolkit.** September
11. **Work with the CAC to guide the development of the Community Renewal Process downtown.** January - June
 - a. **Community Economic Revitalization Committee Guiding Principles for Isthmus Planning**
 - b. **Isthmus Property Owners Meeting** -- February
 - c. **Citizens Advisory Committee Meeting** - March
 - d. **Urban Design Charrette** - April
 - e. **Design Charrette report out and next steps recommendation to City Council** - May
12. **Finalize the CRA Process, Public Involvement and Budget for presentation to City Council.** February 12, March 6, March 20, April 1st City Council
13. **Finalize the CRA Plan** August -- December
14. **Section 108 Loan Program Oversight** - Ongoing, as needed.
15. **Proactive Community Development Process** - Ongoing

*As these items relate to the implementation of the Investment Strategies: Opportunities Sites report.

Issue	Staff Responsible	Referred By	Status and Notes
Thursday January 30, 2014 4:30 to 5:30			
1. Consider Meeting Schedule and Work Plan	Keith Stahley	Community Economic Revitalization Committee	
2. Status Report and Update on CRA Process	Keith Stahley	Community Economic Revitalization Committee	
3. Consider Community Economic Revitalization Committee	Keith Stahley	Community Economic Revitalization Committee	
Thursday February 6, 2014 (Meet with Isthmus Property Owners - not a public meeting)			
1. Review Status of CRA	Lorelei Juntunen	City Council	
2. Consider Guiding Principles	Lorelei Juntunen	City Council	
3. Review Workshop Process	Lorelei Juntunen	City Council	
4. Commitment to Participate	Lorelei Juntunen	City Council	
Wednesday February 12, 2014 4:30 to 6:30			
1. Isthmus Charrette Process	Keith Stahley	Community Economic Revitalization Committee	Property owner feedback, guiding principles.
2. CRA Process	Keith Stahley	Community Economic Revitalization Committee	Consider CRA process required to finish plan.
Thursday March 6, 2014 4:30 to 6:00			
1. CRA Planning Process	Keith Stahley	Community Economic Revitalization Committee	Consider CRA process required to finish plan --
2. Isthmus Charrette Process	Keith Stahley	Community Economic Revitalization Committee	Review workshop approach with consultant team.
3. Consider Work Plan	Keith Stahley	Community Economic Revitalization Committee	Review revised dates.

Thursday March 6, 2014 (CAC Meeting 6:30 to 9:00 - Potential Community Economic Revitalization Committee Meeting)			
1. Review Status of CRA	Lorelei Juntunen	City Council	
2. Consider Guiding Principles	Lorelei Juntunen	City Council	
3. Review Workshop Process	Lorelei Juntunen	City Council	
4. Commitment to Participate	Lorelei Juntunen	City Council	
Monday, March 17, 2014 4:30 to 6:30			
1. Finalize Process for April 5, 2014 Urban Design Workshop and Debrief March 6, 2014 Citizens Advisory Committee Meeting	Keith Stahley	Community Economic Revitalization Committee	Finalize the CRA Process, Public Involvement and Budget for presentation to City Council March 18 th City Council
2. Review the Economy Chapter of proposed Comprehensive Plan and consider amendments to implement the <i>Investment Strategy: Olympia Opportunity Areas</i> report.	Keith Stahley	Community Economic Revitalization Committee	Review Economic Chapter of the Comp Plan. Scoping
Saturday April 5, 2014 9:00 to 12:00 (CAC/Property Owners Urban Design Workshop- Potential Community Economic Revitalization Committee Meeting)			
1. Conduct Urban Design Charrette	Lorelei Juntunen	City Council	
Monday April 21, 2014 4:30 - 6:00			
1. Debrief Urban Design Charrette	Keith Stahley	Community Economic Revitalization Committee	
2. Debrief City Council Meeting	Keith Stahley	Community Economic Revitalization Committee	
4. Consider Role of the Opportunity Sites in CFP Process and prepare for	Keith Stahley	Community Economic Revitalization Committee	Review the CFP in relationship to the six opportunity sites. Scope meeting with the PC.

meeting with the PC			
5. Consider next steps to implement opportunity sites and properties of interest	Keith Stahley	Community Economic Revitalization Committee	Consider convening property owners, developers, financiers in a roundtable discussion - coordinate with EDC.
Thursday May 1, 2014 6:30 - 9:00 CAC Design Scenario Review- Potential Community Economic Revitalization Committee Meeting			
1. Review Design Scenarios with the CAC	Lorelei Juntunen, John Fregonese	City Council	Provide feedback to the Community Economic Revitalization Committee on what worked and what should be incorporated into future plans.
2. Consider next steps in the CRA process	Keith Stahley	City Council	What is the role of the CAC in ongoing public engagement and outreach around the CRA Plan.
Thursday May 29, 2014 4:30 - 6:00			
1. Debrief CAC Meeting and consider next steps in the CRA process	Keith Stahley	Community Economic Revitalization Committee	How do we use the Isthmus design work. Do we move forward with public engagement towards finalization of the CRA Plan.
2. Continue to consider Developer Roundtable	Keith Stahley	Community Economic Revitalization Committee	Engage EDC
3. Consider Role of the Opportunity Sites in CFP Process	Keith Stahley	Community Economic Revitalization Committee	Review the CFP in relationship to the six opportunity sites. Budget implications.
Thursday June 12, 2014 6:30 - 9:00			
1. Planning Commission Finance Subcommittee/CRA Ad Hoc Joint Meeting	Keith Stahley	Community Economic Revitalization Committee	Joint Meeting PC Finance Subcom.
3. Martin Way Corridor Study Status Report	Cari Hornbein/Sophie Stimson	Community Economic Revitalization Committee	
Monday July 21, 2014 4:30 - 6:00			

1. Subarea/Focus Area Planning	Keith Stahley	Community Economic Revitalization Committee	Consider scope of focus area planning for Kaiser/Harrison or Division/Harrison. Budget implications.
3. Proactive Approach to Community Development	Keith Stahley	Community Economic Revitalization Committee	Hear report on outcomes from CPD Lean Academy
4. Consider revisions to scope of Development Roundtable	Keith Stahley	Community Economic Revitalization Committee	Consider revisions and receive feedback from CERC on revised scope for development roundtable
Thursday July 24, 2014 4:30 - 6:00			
1. Consider revisions to the scope the Development Roundtable	Keith Stahley	Community Economic Revitalization Committee	Consider revisions and receive feedback from CERC on revised scope for development roundtable
2. Consider revisions to the CERC 2014 Work Plan	Keith Stahley	Community Economic Revitalization Committee	The scope of work for the CRA process has been amended and the Work Plan needs to be revised to reflect these changes.
Thursday August 7, 2014 4:30 - 6:00 CERC			
3. Consider next steps in the Isthmus and CRA public participation process	Lorelei Juntunen, John Fregonese	City Council	Provide feedback to the Community Economic Revitalization Committee on what's needed from a public participation perspective.
4. Consider updated design scenarios and feasibility work	Lorelei Juntunen	Community Economic Revitalization Committee	Work based on latest scope to assess fiscal and community impacts of proposed Isthmus redev. Scenarios.
Thursday August 7, 2014 6:30 - 9:00 CAC and Community Economic Revitalization Committee Meeting			
1. Consider updated design scenarios and feasibility work	Lorelei Juntunen	Community Economic Revitalization Committee	Work based on latest scope to assess fiscal and community impacts of proposed Isthmus redev. Scenarios.
2. Consider next steps in the Isthmus and CRA public participation process	Lorelei Juntunen, John Fregonese	City Council	Provide feedback to the Community Economic Revitalization Committee on what's needed from a public participation perspective.

Thursday September 18, 2014 4:30 - 6:30 (New Meeting)			
1. Consider Draft of the CRA Plan	Lorelei Juntunen	Community Economic Revitalization Committee	Consider first draft of the CRA Plan
Thursday October 2, 2014 6:30 - 9:00 (New Date)			
1. Development Roundtable	Keith Stahley		Facilitated by the EDC
Thursday October 16, 2014 4:30 -7:00 (New Meeting)			
1. Debrief Developers Roundtable	Keith Stahley/Michael Cade	Community Economic Revitalization Committee	
2. Annual Opportunity Site Review	Keith Stahley	Community Economic Revitalization Committee	Consider priorities for 2015.
3. Annexation Report	Todd Stamm	Community Economic Revitalization Committee	
4. Consider Draft of the CRA Plan	Lorelei Juntunen	Community Economic Revitalization Committee	
Thursday November 6, 2014 4:30 - 6:00 (Special meeting due to Thanksgiving)			
1. Review Draft of the CRA Plan	Lorelei Juntunen	Community Economic Revitalization Committee	
2. Development Tool Kit	Abe Farkas	Community Economic Revitalization Committee	Abe provide an overview of the other economic development tools available to the City. Moved from Sept.
Thursday December 4, 2014 4:30 - 6:00 (Special meeting due to Christmas)			
1. Martin Way Planning Process	Cari Hornbein/Sophie	Community Economic Revitalization	Status Report on the Martin Way Planning Work

	Stimson	Committee	
2. Finalize Draft CRA Plan	Lorelei Juntunen	Community Economic Revitalization Committee	Review and approve draft of CRA Plan for consideration by City Council
3.			
Future Items Date TBD			
1. Develop relationships with property owners in Opportunity Areas and other stakeholders			Learn about their interests and short-term and long-term development goals.

DRAFT