



MEMORANDUM

TO: City Council

FROM: Arts Commission

DATE: November 1, 2016

SUBJECT: Downtown Strategy

According to the scope for the Downtown Strategy, advisory boards (other than OPC) have a role to advise Council and staff on potential initiatives to include in the Strategy, including the following tasks:

- Receive an informational briefing from staff
- In line with scope, make recommendations for initiatives pertaining to expert purpose and role for consideration by staff and City Council
- Members may participate, listen and/or observe public workshops/meetings

Staff briefed and discussed the strategy with the Commission on April 14, and had a follow-up meeting on downtown streetscapes on June 27, 2016. Several members of the Commission attended the public workshops. Following are proposed initiatives proposed for the 6 year implementation period that are of particular interest to the Commission:

- Initiate a coordinated effort to integrate additional wayfinding and public art into downtown streetscapes. The Arts Commission recommends addressing this opportunity through placement of an artist on the project design team. Some specific opportunities to use public art to enhance unique character areas include:
 - Street segment improvements along 5 streets in the core: Franklin, Jefferson, Legion, Capitol Way and Washington
 - Where Franklin, Jefferson, Capitol Way and Washington projects above cross 4th Ave, use design elements in those intersection improvements to calm traffic and enhance the unique Entertainment theme along 4th Ave
- Pending legislative action, designate a creative district within downtown that relates one or more of the downtown character areas.

The Arts Commission appreciates the opportunity to participate and provide comment throughout the Downtown Strategy process and welcomes the positive changes the finished plan will affect in downtown Olympia.