



Imagine Olympia

Comprehensive Plan Update

Olympia Utility Advisory Committee

May 1, 2014

Role of the Comprehensive Plan

- 20-Year Vision for Community's Future
- Guides City Programs, Regulations and Actions
- Required by Growth Management Act
 - Update Every 8 Years
 - Carries Out County-Wide Planning Policies
 - Internally Consistent
 - Development Regulations must be consistent

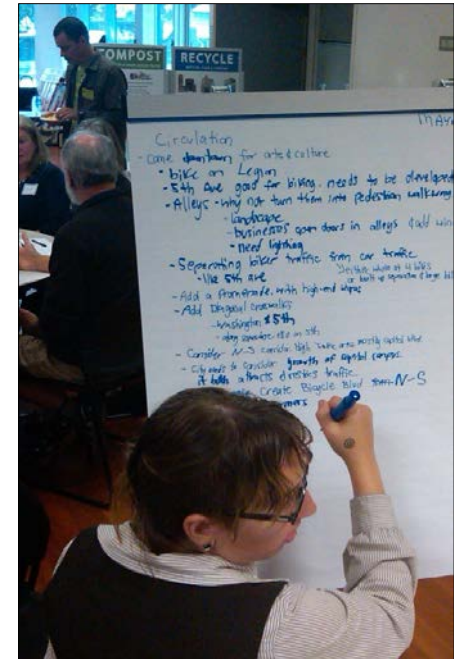
Relationship to City Programs and Regulations



Update Process

Where we've been...

- **Phase I: Visioning and Scoping (2009-2010)**
- **Phase II: Community Focus Meetings (2010-2012)**
 - Staff releases July 2012 Draft
- **Phase III: Planning Commission Review (2012-2013)**
 - Original Planning Commission Recommendation (March 2013)
 - Final Planning Commission Recommendation (December 2013)



Phase III: Planning Commission Review

Highlights:

- Values and Vision statements
- Public Participation
- Neighborhood Density & Design
- Revisions to Urban Corridors
- Transportation Connectivity
- Scenic Views
- Gateways and entryways to downtown
- Increase residential units in vicinity of Capital Mall
Martin Way/Pacific Avenue, and Downtown



Phase IV: Council Review

- October/November 2013 — Information forums
- January - July 2014 — Council work sessions and public hearings
- July - August 2014 — Plan adoption



Key Challenges

- Become a more sustainable city
- Accommodate growth
- Integrate with Shoreline Master Program
- Revitalize downtown
- Conserve and protect our limited natural resources
- Address climate change and sea level rise
- Fund the long-term vision

Policies of Interest

- Protect historic vistas and landmark views
- Encourage urban green spaces
- Continue and expand design review (including all commercial and mixed use development)
- Subarea plans, including a separate downtown plan
- Consolidated low-density neighborhood designations
- Urban corridors and high-density neighborhoods

Policies of Interest to UAC

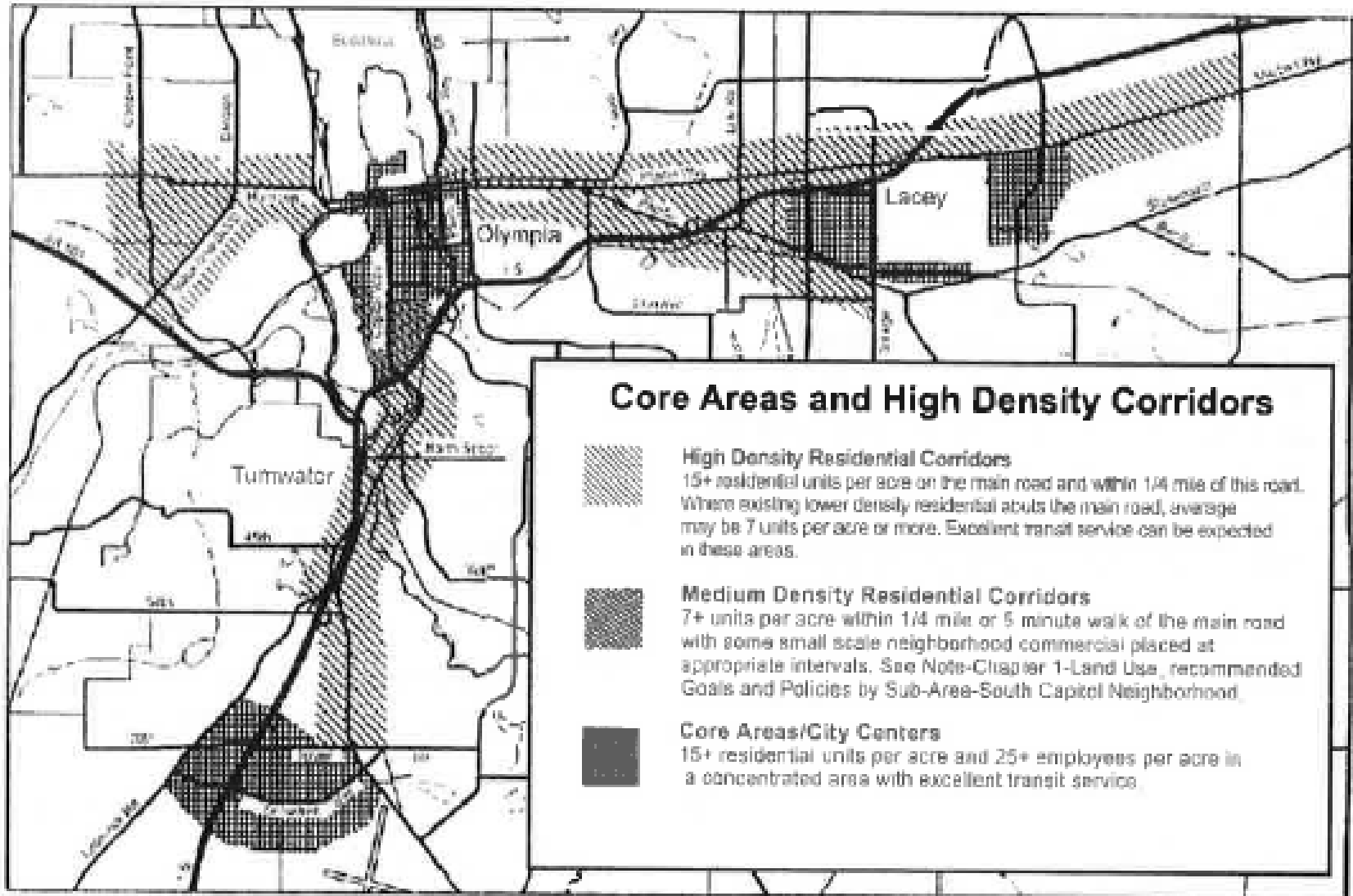
- Preservation of existing topography on new development sites
- Low impact development
- Land acquisition and stewardship
- Urban forestry
- Sea level rise
- Climate change and greenhouse gas emissions
- Undergrounding and co-locating utilities

Regional Transportation Planning Principles

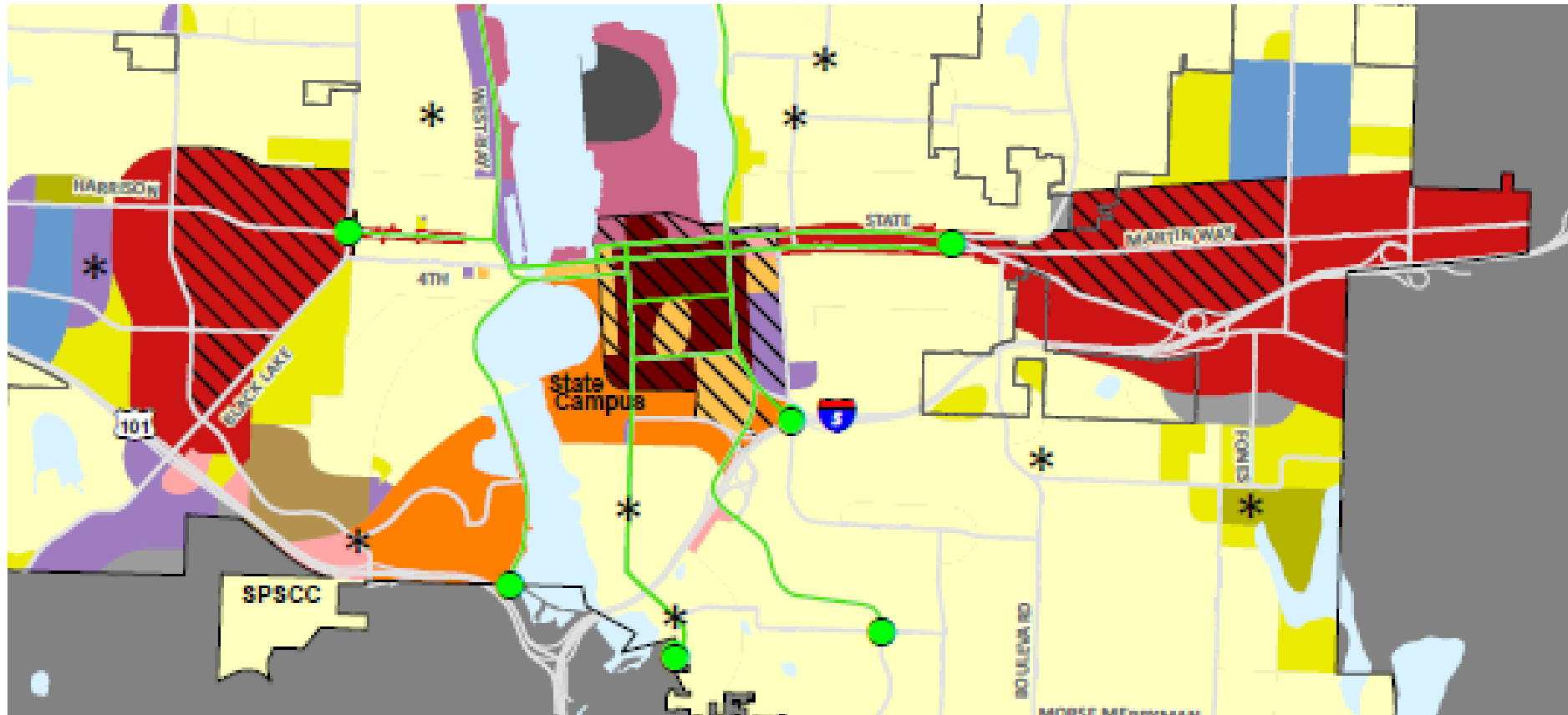
- Transportation *is* multi-modal
 - *Cars and trucks, buses and bikes, and feet*
- Land use and transportation are interdependent
 - *It's only walkable if destinations are within walking distance*
- We can't build our way out of congestion
 - *Restrict street widening – focus on access and efficiency*
- Transit is the backbone of the urban transportation system
 - *Transit connects the places people want to be*
- People want viable travel choices
 - *Corridors and centers offer more choices than other places*

Current Policy

High Density Corridors - Urban Corridors



Focus Growth in “Nodes” with Narrow Connecting Corridors





Action Plan

Taking Action on Olympia's Comprehensive Plan

Utility Advisory Committee

May 1, 2014

What is an Action Plan?

- The Action Plan is a road map for how to carry out the Comprehensive Plan goals and policies and report our progress
- Get to Work on the Comprehensive Plan

Examples:

- Sub-Area Planning
- Update Development Regulations
- Projects “on the ground”



Action Plan



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Take Action



*The Action Plan is the
framework for
implementing the
Comprehensive Plan.*

Why Have an Action Plan?

- Comprehensive Plan is a 'living' Document
- Sends a Message
- Attracts Partners & Involvement
- Measures and Reports on Success or Highlights Areas for Change
- Encourages Commitment
- Aligns City Planning Efforts | Work Programs
 - Continuity, Efficient Use of Resources (staff, money, volunteers, energy, etc.)

Action Areas



**Comp Plan
Summary**

Desired
Outcomes



**Performance
Measures**



Actions



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Five Action Areas



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Listed below are the five proposed Action Areas for the Action Plan. Each has:
A) Summaries of the language and concepts in the Comprehensive Plan that characterize the Action Area; and
B) Summaries of goals and policies for each Action Area, which may also serve as desired outcomes.
The summaries below 'set the stage' for determining action items and performance measures.



Community

Our community is vibrant, healthy and welcoming. Everyone can rely on predictable and reliable police, fire and other City-provided services. Community members have their basic needs met, and so can pursue a fulfilling and high quality life with opportunities to learn, play, and be involved in City programs and decision-making.

- ★ Community members engage in respectful and productive discussions on city issues; they feel that their opinions and ideas are heard, valued, and have impact on the City's decision-making processes.
- ★ Olympia's health, safety and public welfare are protected by predictable and reliable police, fire, and other vital services.
- ★ Residents have access to what they need to meet their basic needs, including a quality education, healthy food, a safe place to live, and clean water.
- ★ Olympia's neighborhoods and community programs offer opportunities for community members to choose healthy ways in which to live.



Downtown

Downtown is safe and clean, and a desirable place to work, live, and visit. Public and private investments support a thriving mix of businesses and a variety of welcoming, attractive public spaces.

- ★ More people live, work, and shop downtown.
- ★ Downtown is a regional destination.
- ★ Downtown is safe and welcoming for all.
- ★ Downtown's unique character, historic buildings, and waterfront are protected and enhanced.



Economy

Olympia has a stable economy that provides meaningful work resulting in a strong revenue base. The community fosters an economic environment that encourages and promotes entrepreneurship, and that strongly supports local businesses and businesses that are invested in the Olympia community.

- ★ Olympia strives for a balance of diverse businesses, investments that support family-wage jobs, and opportunities for entrepreneurship.
- ★ Olympia has a stable economy with a strong revenue base that funds city services, healthy schools, social services, and other community goals.
- ★ The Olympia community produces and invests in the production of local food, goods, arts, and entertainment.
- ★ Olympia is a place that people choose to visit, and spend time and money.



Environment

The natural environment is integral to our daily lives. Everyone can experience and benefit from tree-lined streets, natural trails, healthy wetlands, and parks and open spaces. As our community continues to grow and develop, we strive to reduce our impact on the natural environment by planning for growth, protecting sensitive areas, making sustainable choices, and participating in long-term stewardship.

- ★ Everyone has the opportunity to experience the natural environment, and to participate and invest in its long-term stewardship.
- ★ As a community and as individuals, we make choices that lessen our impacts to the natural environment and reduce our carbon footprint.
- ★ We protect and restore natural areas to protect wildlife habitat, maintain or restore natural hydrologic processes, and preserve healthy ecosystems.
- ★ Olympia plans for and accepts population growth and denser development, preserving larger expanses of natural areas, such as forest, wetlands, and prairie in the rural area.



Neighborhoods

Neighborhoods have their own unique sense of character and community. Neighbors have opportunities to meet and spend time with one another, and are invested in how their neighborhood grows and develops. Community members can walk or ride bikes to nearby places to shop, visit, and play.

- ★ The City plans collaboratively with neighborhoods, involving a broad spectrum of community members through a variety of outreach and public engagement methods.
- ★ Neighborhoods are recognizable places with unique identities; people feel safe and have a sense of pride in their neighborhood.
- ★ Neighborhoods have retail and community services within ten minutes, nearby places to spend time and gather together, and many different options for how to get around.
- ★ Development is focused in areas that enhance the community, have the space and infrastructure needed to support it, and that contribute to Olympia's goals for growth and development.

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Five Action Areas

Examples of Actions



Public Participation

Public Participation Plan:

- *Schedule* – August, September, and October
- *Tools/Techniques* – wide variety of old and new methods to reach a wide audience
- *Key Objectives* – make sure the Draft Action Plan reflects community feedback and priorities
- *Target Audiences* – community, staff, partners, investors, and City Council
- *Key Messages* – a strategic, 6-year plan that is a community road map for making the Comprehensive Plan a reality

2014 Action Plan Timeline

Performance Measures
(April & May)

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DRAFT Actions (June & July)

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Community Engagement
(August, September & October)

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Refine & Adopt the Action Plan
(November)

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Annual Performance
Measurement (Ongoing)

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