



# Olympia's Downtown Strategy

Connecting Places & Spaces | [olympiawa.gov/DTS](http://olympiawa.gov/DTS)

**Olympia's Downtown Strategy** will help foster a rich diversity of downtown places and spaces that attract and support the people who live, work and play downtown, including 5,000 new residents.

## It will...

- ▶ Set priority actions for the next 5-6 years
- ▶ Include illustrations of desired design elements and future conditions
- ▶ Guide City budgets and work plans
- ▶ Build community partnerships
- ▶ Help us market downtown
- ▶ Move our vision forward

## Connecting Places & Spaces | Guiding Concept

### Focus Areas for Connecting Places & Spaces



**Reduce Development Uncertainties:** Clarify the type and character of development desired, and create a predictable path to get there.



**Encourage Private Investment:** Make use of available tools to stimulate private development of housing, business and job opportunities, and rehabilitate the built environment where needed.



**Enhance Public Spaces:** Enrich the downtown experience with safe and beautiful streets, sidewalks and alleys; public art; greenery; lighting; pedestrian and bike friendly amenities.



**Preserve Unique Qualities:** Protect and strengthen downtown's natural and historic environment.

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# To Form a Downtown Strategy, We Will...

- 1. Explore realistic opportunities** for retail, housing, and economic growth downtown. What business & job sectors are we likely to attract? What types of stores, services, dining & entertainment? What are the needs, tools to address challenges and best locations for these markets? How can we leverage development to create more attractive, people-oriented places and spaces?
- 2. Prioritize street and sidewalk improvements**, including next steps for Greening Capitol Way, bicycle corridors, repaving/pedestrian enhancements, and continued support of local businesses.
- 3. Consider other initiatives** that spring from the public process.

## Join the Conversation

The Public Process Starts Fall 2015. Workshops and Public Process Online

## Tasks | Moving Goals Forward

The below tasks will occur as the strategy is formed, helping us identify priorities and move downtown goals forward:

- 1. Establish view protection standards:** Use visualization tools to evaluate and identify which landmark views to protect from which vistas in downtown
- 2. Review, illustrate & refine design standards:** Focus on how places & spaces between buildings and structures function for people and attract investment
- 3. Consider increasing State Environmental Policy Act (SEPA) thresholds and exemptions:** To reduce uncertain costs, permit review times, and address environmental issues upfront in the development code so that certain areas or projects may be exempt from SEPA



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