

Proposed Downtown Project 3 Work Plan

Scoping of Downtown Master Plan

The Downtown Master Plan (DMP) will be a stand-alone planning document visioning the future of downtown. The creation of the DMP will involve an extensive public input process. The scoping of the DMP is scheduled to begin in the Fall of 2014.

Complete Community Renewal Area Process

A Community Renewal Area (CRA) empowers cities, towns and counties to undertake and carry out community renewal projects with an emphasis on long-standing blighted properties. The CRA is a tool that has been successfully utilized by several municipalities in the Pacific Northwest including Vancouver, Shoreline, and Kent.

Complete Washington Center Repairs

The Washington Center for Performing Arts is receiving a much-needed facelift. Beautiful external facades, enhanced canopy, glass doors, marquee sign, and a new ticket window are a few of the upgrades included in this project. This project will be completed in early 2014.

LED Street Light Conversion

Downtown Olympia will get a lot brighter in early 2014! The City is in the process of converting city-owned streetlights from high pressure sodium bulbs to more cost effective and sustainable LED bulbs. LED lighting creates a broader lighting spectrum leading to increased visibility and a safer nighttime environment.

Alleyway Lighting

The City is in the process of applying for a \$50,000 alleyway lighting improvement project through their Section 108 loan program. This project would light up 18-20 alleyways most frequently used as pedestrian walkways. All lighting fixtures will be cost-effective LED bulbs. Estimated installation: Summer, 2014.

Downtown Tree Trimming

We are lucky to have a downtown lined with beautiful street trees. Due to previous budget cuts, some of these trees have grown to a size that compromises the performance of our street lights. The City will complete a downtown tree assessment and trim trees that currently obstruct street lighting.

Crime Prevention Through Environmental Design (CPTED) Analysis

Crime Prevention Through Environmental Design (CPTED) is a multi-disciplinary approach to deterring criminal behavior through environmental design. A group of staff and community members will

complete a block-by-block CPTED analysis in 2014 and identify specific changes that can be made to make downtown a safe environment for everyone.

Expansion of Walking Patrol Program

In Summer of 2013, we saw the return of the Downtown Walking Patrol in a very limited capacity. In January of 2014, the Walking Patrol presence will double in downtown Olympia. This program not only creates more eyes on the street but also increases the connection between the police department and the downtown community.

Expansion of the Clean Team

The Downtown Ambassador Clean Team is a 5-day a week cleaning crew in downtown Olympia. Primary duties include trash and recycling pickup, graffiti abatement, and pressure washing. This year will bring additional staffing to the clean team leading to an exponential increase in productivity. To report a situation that needs clean team attention, call 360-570-3900.

Bars/Tavern Owners League Meetings

Downtown Olympia is an 18-hour downtown where people come to eat, shop, and play. It is important that communication between the police and open-late bar/tavern owners happens frequently and effectively. This year, police will organize regular meetings with bar/tavern owners to discuss on-going safety issues.

Downtown Marketing Consultation

Downtown Olympia has numerous groups that all work hard to promote the place they love. Creating partnerships and a marketing plan that emphasizes shared goals is paramount for telling the "downtown story" to a broad audience. Staff plans to approach several of these groups in an effort to leverage marketing resources moving forward. Teamwork!

Community Stakeholder Collaboration

Similar to working toward leveraging marketing efforts, it is important that downtown stakeholder groups stay informed in the current projects and plans of each organization. Communication and partnerships are power. The creation of a Downtown Group involving a representative from all of these organizations can lead to previously unknown partnership opportunities.

Official Establishment of the Downtown Neighborhood Association

In 2013, a provisional board of downtown residents worked hard to create a draft of new bylaws which would re-establish their official neighborhood association status. The Downtown Neighborhood Association will be an important voice of our downtown residents in future planning processes.

Establishment of Downtown Block Watch

An engaged neighborhood is a successful neighborhood. The formation of the Downtown Neighborhood Association will make it easy for police to work with downtown residents in creating a safe and welcome environment for all users of downtown.

Completion of Artesian Commons

In 2013, City Council, staff and community members worked hard to conceptualize the future of the downtown Artesian Well parking lot. After a thorough public process, a design has been approved that includes in installation of food trucks, seating, stage, murals, and kids play features. Construction of the park will begin in early 2014.

Implementation of Alcohol Impact Area

In December, 2013, the Washington State Liquor Control Board will decide whether or not to approve a state-recognized Alcohol Impact Area (AIA) in Downtown Olympia. The AIA will ban the sale of cheap, high-alcohol content beverages in retail locations in the downtown core. AIAs have proven to be a successful tool in other Washington State Cities.

Pedestrian Wayfinding

Creating a safe environment that encourages alternate modes of transportation is an important value held by many downtown stakeholders. City staff will propose a pedestrian-based wayfinding system for downtown Olympia in 2014. This project will involve creating a downtown map that contains as much information as possible to help pedestrians easily find shopping, eating, parking, bus stops, and parks in downtown Olympia.

5th Avenue Overlay Project

Public Works will move forward with a project that will resurface 5th Avenue between Capitol Way and Water St. This project will improve surface conditions, slow down traffic in the core, and install pedestrian-friendly bulb outs.

Downtown Waste Management Assessment

Public Works Waste Resources and Code Enforcement staff will assess several hotspot waste deposit areas in downtown. The goal is to identify potential improvements on blocks where several businesses contribute toward the overall creation of waste. Dumpster consolidation and partnerships between businesses can lead to a better aesthetic in downtown while keeping it cleaner.