

10/29/16 Open House – Priority Rankings

| Land Use: Walkable, urban center | | Ranking from Wall Exercise – by category |
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| Proposed Action | | |
| 4 | With partners, develop actions to enhance and promote waterfront recreation activities | 51 |
| 1 | Develop and adopt a land use, circulation, design & environmental enhancement plan for the isthmus | 50 |
| 3 | Initiate a discussion with regional policymakers about future social service siting needs throughout the region | 39 |
| 6 | Identify buildings and tools appropriate for adaptive reuse, and promote this package of tools | 39 |
| 9 | Promote incentives and other tools that encourage private investment Identify which tools support which objectives And consider additional tools (<i>see a specific list at end of this handout</i>) | 35 |
| 7 | Establish Downtown as an urban infill exemption area for SEPA | 30 |
| 8 | Apply for an EPA Brownfield Assessment Grant | 30 |
| 5 | Examine potential expansion of historic district boundary and/or designation of additional historic structures | 20 |
| 2 | Upgrade/establish gateway signage at key locations (Plum Street & Union; Capitol Way & Union) | 12 |

Transportation: Multimodal, attractive streets

| Proposed Action | | Tally from Wall Exercise – by category |
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| 3 | Convene partners to coordinate next steps for improving and marketing the 'Olympia Waterfront Route' (planned trail along the waterfront) | 68 |
| 5 | Explore new and diverse funding options for future streetscape improvements and sidewalk repair and replacement | 67 |
| 2 | Develop a Transportation Master Plan | 46 |
| 7 | Develop an art and wayfinding plan that adds more public art and wayfinding to the streetscape in a well-coordinated fashion | 39 |
| 6 | Complete an evening lighting audit to determine areas where more street and pedestrian lighting is needed. Share info with Downtown property owners and businesses leading to next steps for improved lighting | 34 |
| 1 | Explore traffic calming opportunities at intersections along 4th Ave SE | 33 |
| 4 | Update streetscape design guidelines in the Engineering Design and Development Standards (EDDS) for alignment with street function and character area recommendations | 30 |

Housing: Livable, mixed income neighborhoods

| Proposed Action | | Tally from Wall Exercise – by category |
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| 4 | Facilitate construction of new housing by using, promoting and exploring additional incentives/tools to encourage a range of housing options for a range of incomes and lifestyles (e.g., various size apartments/studios, townhomes, live/work, collective living, etc.) | 72 |
| 1 | Convene a broad range of community stakeholders, including social service providers, business owners, housed and homeless Downtown residents, downtown business patrons, agency/ City/County representatives, and other relevant sub-groups, to form an action plan leading to a more coordinated response to homelessness/street dependency and the impacts to Downtown | 39 |
| 2 | Develop a Comprehensive Housing Strategy to establish a mixed income residential community in Downtown | 37 |
| 8 | Explore Downtown park needs, particularly in the southeast neighborhood area | 32 |
| 3 | Dedicate additional resources (e.g., increase staff time) to support and coordinate with affordable housing production partners, including the private sector, County housing program, non-profits, and service providers; and other tasks associated with implementing the Downtown Housing Strategy | 31 |
| 6 | Actively work with partners (i.e., higher education and artist organizations) to encourage affordable housing, studio, rehearsal, and gallery space for artists | 31 |
| 5 | Inventory current affordable units and study their risk of displacement. Identify actions to encourage property owners, housing agencies and non-profit housing providers to retain current inventory of affordable units | 25 |

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| 7 | Explore options for increasing a sense of community in mixed use/residential neighborhoods | 15 |
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(Retail) Community & Economic Development:

Healthy businesses and vibrant work/play environment

| Proposed Action | | Tally from Wall Exercise – by category |
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| 16 | Identify additional steps to promote art and art activities in the Art/Tech and Entertainment areas. | 66 |
| 17 | Develop a nightlife/safety plan for the Entertainment Area | 63 |
| 1 | Aim to accommodate a full-time walking patrol (6 officers all year) | 61 |
| 10 | Work with partners to leverage Thurston County’s designation as an Innovation Partnership Zone for brewing and distilling to advance Art/Tech and Entertainment areas | 44 |
| 7 | Promote and provide assistance with available business and development tools <i>See also Land Use action #9</i> | 42 |
| 12 | Work with the State on a marketing strategy to encourage state workers to come Downtown | 39 |
| 15 | Draw additional attractions, possibly including a full-service hotel | 32 |
| 3 | Conduct a business retention survey with local retail business owners | 26 |
| 11 | Develop a media plan to regularly communicate about Downtown improvements & use data to tell a different story about Downtown | 25 |
| 6 | Offer workshop training on best practices for local retailers (merchandising, understanding consumer options, online vs. brick & mortar marketing, etc.) | 23 |
| 13 | Look into how signage along I-5 can be improved | 21 |
| 8 | Help connect businesses (new or existing) to available properties through real estate listings, local | 19 |

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| | commercial brokers and property owners | |
| 4 | Provide permit assistance to assist businesses with the process of opening & maintaining business compliance | 19 |
| 9 | Help connect businesses looking for condo options or shared spaces with each other and available resources | 18 |
| 18 | Consider expanding the Parking & Business Improvement Area (PBIA) Boundary | 16 |
| 14 | Support branding/marketing efforts in partnership with the Visitors & Convention Bureau, ODA, PBIA and others | 15 |
| 2 | Develop a business support webpage | 9 |
| 5 | Invite guest speakers to Downtown business groups to share information re: financial and technical resources | 5 |

10/29/16 Open House Rankings

| Proposed Action | | Ranking from Golden Ticket |
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| 1 | Develop and adopt a land use, circulation, design & environmental enhancement plan for the isthmus | 14 |
| 1 | Convene a broad range of community stakeholders, including social service providers, business owners, housed and homeless Downtown residents, downtown business patrons, agency/ City/County representatives, and other relevant sub-groups, to form an action plan leading to a more coordinated response to homelessness/street dependency and the impacts to Downtown | 12 |
| 2 | Develop a Transportation Master Plan | 11 |
| 1 | Aim to accommodate a full-time walking patrol (6 officers all year) | 11 |
| 1 | Explore traffic calming opportunities at intersections along 4th Ave SE | 7 |
| 3 | Convene partners to coordinate next steps for improving and marketing the 'Olympia Waterfront Route' (planned trail along the waterfront) | 7 |
| 5 | Explore new and diverse funding options for future streetscape improvements and sidewalk repair and replacement | 7 |
| 2 | Develop a Comprehensive Housing Strategy to establish a mixed income residential community in Downtown | 7 |
| 4 | Facilitate construction of new housing by using, promoting and exploring additional incentives/tools to encourage a range of housing options for a range of incomes and lifestyles (e.g., various size apartments/studios, townhomes, | 6 |

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| | live/work, collective living, etc.) | |
| 4 | With partners, develop actions to enhance and promote waterfront recreation activities | 6 |
| 8 | Apply for an EPA Brownfield Assessment Grant | 6 |
| 10 | Work with partners to leverage Thurston County's designation as an Innovation Partnership Zone for brewing and distilling to advance Art/Tech and Entertainment areas | 5 |
| 8 | Explore Downtown park needs, particularly in the southeast neighborhood area | 4 |
| 3 | Dedicate additional resources (e.g., increase staff time) to support and coordinate with affordable housing production partners, including the private sector, County housing program, non-profits, and service providers; and other tasks associated with implementing the Downtown Housing Strategy | 4 |
| 17 | Develop a nightlife/safety plan for the Entertainment Area | 3 |
| 3 | Initiate a discussion with regional policymakers about future social service siting needs throughout the region | 3 |
| 5 | Examine potential expansion of historic district boundary and/or designation of additional historic structures | 3 |
| 6 | Identify buildings and tools appropriate for adaptive reuse, and promote this package of tools | 3 |
| 7 | Establish Downtown as an urban infill exemption area for SEPA | 3 |

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| 16 | Identify additional steps to promote art and art activities in the Art/Tech and Entertainment areas. | 2 |
| 9 | Promote incentives and other tools that encourage private investment Identify which tools support which objectives And consider additional tools (<i>see a specific list at end of this handout</i>) | 2 |
| 7 | Promote and provide assistance with available business and development tools <i>See also Land Use action #9</i> | 2 |
| 11 | Develop a media plan to regularly communicate about Downtown improvements & use data to tell a different story about Downtown | 2 |
| 4 | Update streetscape design guidelines in the Engineering Design and Development Standards (EDDS) for alignment with street function and character area recommendations | 2 |
| 7 | Develop an art and wayfinding plan that adds more public art and wayfinding to the streetscape in a well-coordinated fashion | 1 |
| 5 | Inventory current affordable units and study their risk of displacement. Identify actions to encourage property owners, housing agencies and non-profit housing providers to retain current inventory of affordable units | 1 |
| 6 | Actively work with partners (i.e., higher education and artist organizations) to encourage affordable housing, studio, rehearsal, and gallery space for artists | 1 |
| 8 | Help connect businesses (new or existing) to available properties through real estate listings, local commercial brokers and property owners | 1 |

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| 3 | Conduct a business retention survey with local retail business owners | 1 |
| 15 | Draw additional attractions, possibly including a full-service hotel | 1 |
| 6 | Complete an evening lighting audit to determine areas where more street and pedestrian lighting is needed. Share info with Downtown property owners and businesses leading to next steps for improved lighting | |
| 7 | Explore options for increasing a sense of community in mixed use/residential neighborhoods | |
| 2 | Upgrade/establish gateway signage at key locations (Plum Street & Union; Capitol Way & Union) | |
| 2 | Develop a business support webpage | |
| 4 | Provide permit assistance to assist businesses with the process of opening & maintaining business compliance | |
| 5 | Invite guest speakers to Downtown business groups to share information re: financial and technical resources | |
| 6 | Offer workshop training on best practices for local retailers (merchandising, understanding consumer options, online vs. brick & mortar marketing, etc.) | |
| 9 | Help connect businesses looking for condo options or shared spaces with each other and available resources | |
| 12 | Work with the State on a marketing strategy to encourage state workers to come Downtown | |
| 13 | Look into how signage along I-5 can be improved | |
| 14 | Support branding/marketing efforts in partnership with the Visitors & Convention Bureau, ODA, PBIA and others | |

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| 18 | Consider expanding the Parking & Business Improvement Area (PBIA) Boundary | |
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