

Actions



Topic Area	Ref	Recommended Actions	2017	2018/19	2020/21	Lead	Estimated Cost* within next year	Anticipated Funding Source
Land Use	LU.3	Update zoning & development standards	➔			CPD		Existing Staff
	LU.4	With partners, develop actions to enhance and promote waterfront recreation activities		➔		OPAR		
	LU.1	Form a Sea Level Response (SLR) Plan www.olympiawa.gov/sealevelrise	➔	➔		PW	\$250,000	Joint funding, LOTT, Port and City
	LU.2	Develop and adopt a land use, circulation, design & environmental enhancement plan for the isthmus. Scope public process for long-term plan and begin interim improvements in 2017.	➔	➔		OPAR/ CPD	Up to \$500,000 for Interim Improvements	Parks CIP; 2015 CFP; Existing Staff
	LU.5	Identify buildings and tools appropriate for adaptive reuse, and promote these tools	➔	➔	➔	CPD		Existing Staff
	LU.6	Apply for an EPA Brownfield Assessment Grant and other federal, state funds to assist with assessment or clean-up of site contamination	➔	➔	➔	CPD		Existing Staff
	LU.7	Explore how City-owned properties could be redeveloped through public/private partnerships to meet goals	➔	➔	➔	CPD		Existing Staff
Development Incentives	DI-2	Establish Downtown as an urban infill exemption area for SEPA	➔			CPD		Existing Staff
	DI-1	Promote incentives and other tools that encourage private investment	➔	➔	➔	CPD		Existing Staff
	DI-3	Explore - Program to offer façade improvement grants or loans		➔	➔	CPD		Existing Staff
	DI-4	Explore the utility of a Local Improvement District (LID) to fund projects that benefit contributing property owners such as street improvements, utilities, etc		➔	➔	ASD/ CPD		
	DI-5	Explore the benefits of applying for Community Economic Revitalization Board (CERB) funds		➔	➔	CPD		
	DI-6	Explore - Extending lower Downtown impact fees to additional uses in the Downtown		➔	➔	CPD		Existing Staff
	DI-7	Explore – Deferral of utility hook-up fees until time of Certificate of Occupancy (rather than time of permit)		➔	➔	TBD		
	DI-8	Explore – Program to offer grants or loans for structural assessment and fire sprinklers for older buildings		➔	➔	CPD	CDBG if Low Income	Existing Staff
Design	D.1	Update design guidelines for building and site development (includes view protection updates based on 2016 views analysis)	➔			CPD	\$50,000 Consultant	2015 Carry over Funds; Existing Staff
	D.2	Update sign code to address unique Downtown needs and character www.olympiawa.gov/signcode	➔			CPD	Consultant \$35,000	Development Review Fund; Existing Staff
	D.3	Inventory historic architecture in Downtown	➔			CPD	\$20,000	Grant
	D.7	Implement view protection objectives by memorializing designated views in the Comprehensive Plan (2018) update view protection standards as part of D.1 in 2017	➔	➔		CPD	See D.1 Above	
	D.4	Examine potential expansion of historic district boundary and/or historic designation of additional structures		➔		CPD		
	D.5	Develop an art and wayfinding plan that adds more public art and wayfinding to the streetscape in a well-coordinated fashion		➔		OPAR		
	D.6	Upgrade/establish gateway signage at key locations (Plum Street & Union; Capitol Way & Union)			➔	OPAR		

Actions



Topic Area	Ref	Recommended Actions	2017	2018/19	2020/21	Lead	Estimated Cost* within next year	Anticipated Funding Source
Transportation	T.6	Update the Downtown Parking Strategy - determine path forward for more convenient, available parking to support local business and residential needs www.olympiawa.gov/parking	➔			CPD	\$177,000	Parking Funds; Existing Staff
	T.7	Prepare and adopt a Street Tree Master Plan to inform future street tree and streetscape plantings	➔			CPD	\$15,000	Program Funds
	T.8	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	➔			CPD		
	T.1.A	Franklin Street & Legion Way SE segments (Multi-modal circulation; Character enhancements; Legion: Festival Street)	➔	➔		PW	\$3,000,000	Transportation Capital Funds
	T.5	Develop a Transportation Master Plan	➔	➔		PW	\$300,000	Transportation Funds
	T.2	Explore traffic calming opportunities at intersections along 4th Ave SE	➔	➔	➔	PW	Unknown	Part of T.1 Projects
	T.1.B	Jefferson Avenue segment (Multi-modal circulation; Character enhancements; Focus on greener landscaping)		➔		PW	\$1,500,000	Transportation Capital Funds
	T.4	Explore new and diverse funding options for future streetscape improvements and sidewalk repair and replacement		➔		PW		
	T.9	Convene partners and coordinate next steps for improving and marketing the 'Olympia Waterfront Route' (planned trail along the waterfront)		➔		OPAR		
	T.1.C	Capitol Way and Washington St. segments (Multi-modal circulation; Character enhancements; Capitol Way = Considering a Road diet to improve pedestrian experience; Washington = Considering a protected N-S bike lane to the Farmers Market)			➔	PW	\$3,000,000	Transportation Capital Funds
	T.3	Update streetscape design guidelines in the Engineering Design and Development Standards (EDDS) for alignment with street function and character area recommendations			➔	PW		
Homelessness	HS.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	➔	➔		CPD	\$50,000 to \$100,000	
	HS.2	Initiate a discussion with regional policy makers about future social service siting, funding and support needs throughout the region	➔	➔		Council	See HS.1	
Housing	H.8	Include housing as part of Community Renewal Area (CRA) public/private partnerships for Water Street and former Griswolds site www.olympiawa.gov/CRA	➔	➔		CPD	\$300,000 for Griswolds'	
	H.7	Explore Downtown park needs, particularly in the Southeast Neighborhood area	➔	➔	➔	OPAR		
	H.5	Actively work with partners (i.e., higher education and artist organizations) to encourage affordable housing, studio, rehearsal, live/work and gallery space for artists, and other types of workforce housing	➔	➔	➔	CPD		Existing Staff
	H.3	Facilitate construction of new market rate 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.)	➔	➔	➔	CPD		Existing Staff
	H.1	Develop a Comprehensive Housing Strategy to establish a mixed income residential community in Downtown		➔		CPD	\$25,000 to \$50,000	Unknown
	H.2	Dedicate additional resources for an ongoing housing program to implement the Housing Strategy described in H-1		➔	➔	CPD	\$120,000 a Year	Additional Funds Needed
	H.4	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		➔	➔	CPD	Part of H.1	
	H.6	Foster DT neighborhood organization(s) through self-help activities, funding, and public services; explore options for increasing a sense of community in mixed use/residential neighborhoods			➔	CPD		Existing Staff

*Approximate cost of next step in current and/or next budget year

Actions



Topic Area	Ref	Recommended Actions	2017	2018/19	2020/21	Lead	Estimated Cost* within next year	Anticipated Funding Source
Retail & Economic Development	R.1. — Provide a clean and safe Downtown environment							
	R.1.F	Assess outcome of shared trash compactor pilot, and continue the program if it is successful	➡			PW		
	R.1.D	Locate public restrooms Downtown	➡	➡		CPD	TBD	Existing Funds; Existing Staff
	R.1.C	Ongoing Clean & Safe efforts in partnership with ODA & PBIA	➡	➡	➡	CPD	\$350,000	Existing Staff; PBIA Funds
	R.1.E	Continue Artesian Commons programming, Park Rangers and Artesian Leadership Committee and Action Teams	➡	➡	➡	OPAR		
	R.1.A	Aim to accommodate a full-time walking patrol (6 officers all year)		➡		OPD	\$812,000 ongoing	Not Funded
	R.1.B	Coordinate the development of a nightlife/safety plan for the Entertainment Area		➡		CPD		Existing Staff
	R.2. — Strengthen existing & local businesses							
	R.2.G	Initiate partners to work with the State on a marketing strategy to encourage state workers to come Downtown (relates to R.4.F and R.4.C)	➡	➡		TBD		
	R.2.A	Develop and maintain a business support webpage	➡	➡	➡	CPD		Existing Staff
	R.2.D	Invite guest speakers to Downtown business groups to share info re: financial and technical resources & offer training on best practices for local retailers (merchandising, understanding consumer options, online vs. brick & mortar marketing, etc.)	➡	➡	➡	CPD		Existing Staff
	R.2.E	Promote and provide assistance with available development tools	➡	➡	➡	CPD		Existing Staff
	R.2.F	Develop a media plan to regularly communicate about Downtown improvements & use data to tell a different story about Downtown	➡	➡	➡	CPD	\$20,000/yr	Existing Staff; May need additional funds
	R.2.H	Maintain City-driven Economic Development Program (Economic Development Director & Downtown Liaison)	➡	➡	➡	CPD		Existing Staff
	R.2.I	Provide support to carry out the PBIA's 5-year Strategic Plan	➡	➡	➡	CPD		PBIA Funds; Existing Staff
	R.2.K	Fund the Grow Olympia Fund (helps existing businesses grow) and contributing funds for the regional Tune-Up Program (helps stabilize existing businesses)	➡	➡	➡	CITY		Existing Staff
	R.2.B	Conduct a business retention survey with local retail business owners		➡		CPD		Existing Staff
	R.2.C	Improve upon existing permit assistance at the front counter by developing information and materials to help small business owners with opening a storefront		➡		CPD		Existing Staff
	R.2.J	Consider expanding the Parking & Business Improvement Area (PBIA) Boundary		➡		CPD		Existing Staff
	R.3 — Help ensure adequate space for a spectrum of businesses							
	R.3	Help connect businesses (new or existing) to available properties through real estate listings, local commercial brokers and property owners. Help connect businesses looking for real estate options or shared spaces with each other and available resources	➡	➡	➡	CPD		Existing Staff
	R.4 — Promote tourism							
	R.4.C	Support branding/marketing efforts in partnership with the Visitors & Convention Bureau, ODA, PBIA and others	➡	➡		TBD	See R.2.F	
	R.4.A	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	➡	➡	➡	CPD		Existing Staff
	R.4.D	Support existing Downtown assets, and provide support for investment interest for additional attractions, including a college presence and a full-service hotel	➡	➡	➡	CPD		Existing Staff
	R.4.F	Continue to support events by providing logistical support and implement the Music Out Loud Program. Work with marketing partners as part of R.4.C and R.2.G to consider new events and promote an cohesive event cycle	➡	➡	➡	OPAR		
	R.4.B	Look into how signage along I-5 can be improved		➡		CPD		Existing Staff
	R.4.E	Identify steps to develop and promote arts, culture and heritage activities, particularly in the Art/Tech and Entertainment areas		➡		OPAR		

Key

- ASD** Administrative Services Department
- CPD** Community Planning and Development Department
- OPAR** Parks, Arts and Recreation Department
- OPD** Olympia Police Department
- PW** Public Works Department
- Ref** Reference to Downtown Strategy Action Item
- TBD** To Be Determined

*Approximate cost of next step in current and/or next budget year