



## Meeting Minutes

City Hall  
601 4th Avenue E  
Olympia, WA 98501

### Community & Economic Revitalization Committee (CERC)

Information: 360.753.8447

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**Monday, March 23, 2015**

**6:30 PM**

**Room 207**

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#### Special City Council Meeting to Conduct Business of the CERC

#### 1. ROLL CALL

**Present:** 2 - Chair Nathaniel Jones and Councilmember Julie Hankins

**Absent:** 1 - Councilmember Jim Cooper

#### OTHERS PRESENT

Community Planning and Development Director Keith Stahley

City Manager Steve Hall

Mayor Stephen H. Buxbaum

Councilmember Steve Langer

#### 2. CALL TO ORDER

Mayor Pro Tem Jones called the meeting to order at 6:30 p.m.

#### 3. APPROVAL OF MINUTES

- 3.A [15-0295](#) Approval of March 5, 2015 Community and Economic Revitalization Committee Meeting Minutes

**Approval of the minutes was postponed.**

#### 4. COMMITTEE BUSINESS

- 4.A [15-0288](#) Consideration of Revised Draft of the Community Renewal Area Request for Proposal Document and Process

Mr. Stahley discussed the site evaluation matrix proposal and a framework of principles for evaluating and selecting the specific properties most likely to yield the City's first Community Renewal Area (CRA) successes. He outlined height requirements in each area and presented maps and tables delineating targeted areas and characteristics.

Councilmembers discussed the revised draft of the CRA Policy Memorandum and Request for Proposal document.

Discussion:

- Focus on targeting to determine ranking.
- Role of neighboring property owners.
- Areas with blight which include City owned properties.
- How areas relate and clustering areas together to elicit appropriate requests for proposals.
- Defining City objectives for public benefit and feasibility.
- Challenges of defining public benefit before proposals have been submitted and analyzed.
- Strategies for partnership generation between private and public sectors.
- Development cycle relative to real estate pricing, condemnation processes, and public outreach timing.
- Committee role - geographic narrowing and/or public engagement development.

Public Comment:

Joe Illing a property owner in area 6 (4th and Water) addressed opportunity costs, leases, and the loss of opportunity if development is not promoted during the current growth timeframe.

Kris Goddard discussed the importance of esthetic and social benefits for the development of areas 4, 7 and 6. She encouraged Councilmembers to communicate their ideas in a timely manner to the public for increased general support.

Planning Commissioner Roger Horn, speaking as an interested citizen, advocated for a stronger focus on the development opportunities of the Griswold Building in area 8.

**The recommendation was discussed and continued to the March 30 CERC meeting.**

- 4.B**      [15-0291](#)      Consider the Outline of the Proposed Public Finance Seminar and Next Steps for Council and Community Review

Mr. Stahley discussed the public finance seminar and next steps for engaging the Council and community in the Request for Proposal (RFP) process. He discussed potential meeting dates with consultants Lorelei Juntunen (ECONorthwest) and Jay Reich (Pacifica Law Group) once they have walked the proposed area sites.

Discussion:

- Designating April 14 and May 16, 2015 for study session meetings with consultants for extended status review of the RFP process.
- The development of incentives for partnering with City owned property development.
- West Olympia access study rescheduled to April 7, 2015.

**The recommendation was discussed and continued to the March 30 CERC meeting.**

- 4.C**      [15-0294](#)      Oral Report - Status Report and Update on Community Renewal Area (CRA) Process

Mayor Pro Tem Jones opened the discussion about the attached memorandum

"Moving Forward With The CRA" document.

Discussion:

- Whether the use of a committee is the best practice for facilitating the process.
- Defining the efficient use of land.
- Project characteristics of market rate housing and desirability of mixed income housing character.
- Criteria development for selection.
- Prescriptive language can create unintended consequences and limit creativity.
- Creating compelling and simple RFP language.

Public Comment:

Kris Goddard questioned how the public process would occur and stressed the importance of transparency and timeliness.

**The report was received.**

## **5. ADJOURNMENT**

The meeting was adjourned at 8:08 p.m.