



Framework for the Downtown Strategy

City Council

April 26, 2016

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Public Process | Downtown Strategy

Connecting Places & Spaces

Key



Public Involvement



City Council Briefings



Online Engagement



Stakeholder Work Group

Last Updated 4.11.2016



Vision for Downtown



- Regional destination for entertainment & employment
- Vibrant, attractive , safe
- Full of public art, spaces & landscaping
- Pedestrian, bicycle & transit friendly environment
- Connections to cultural & historic fabric
- Mix of urban housing options
- **5,000 new residents**



Scope Elements

- Move our vision for downtown forward
- Realistic, impactful actions for 6-years
- Connect Places & Spaces:
 - Encourage private investment
 - Reduce uncertainties
 - Enhance public spaces (streets, sidewalks)
 - Preserve unique qualities
- Economic, retail, housing strategies
- Design Standards (including streets)
- Viewshed analysis



Issues Rising to the Top

- Parking → Strategy kicks off 2016
- Homelessness/
Street Dependency → DTS will outline steps
- Sea Level Rise → Upcoming SLR
Management Plan



Guiding Framework

1. CHARACTER AREAS

- Land Use Focus
- Design Character
- Redevelopment Efforts

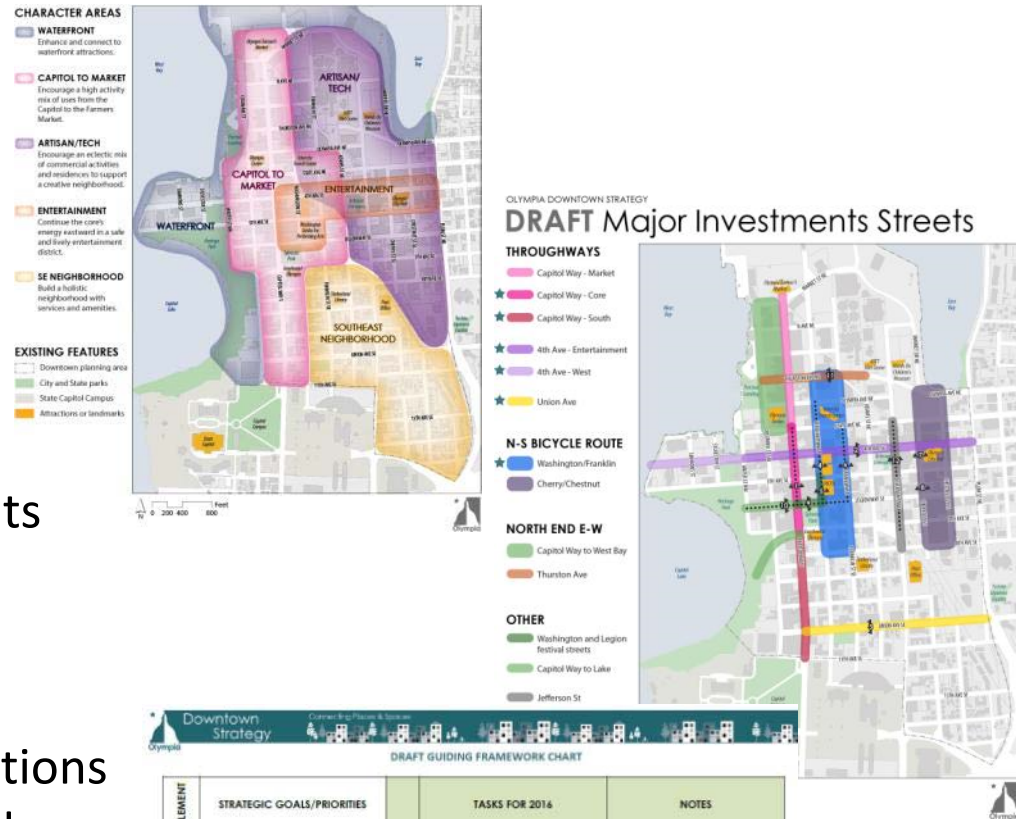
2. MAJOR INVESTMENTS

- Street improvements
- Other capital improvements

3. CHART

- ODS tasks for 2016
- Very preliminary future actions
- Links to strategic goals and priorities (Comprehensive plan and Council directions)

4. NOTES ON PARKING AND HOUSING ELEMENTS



Issues to Explore Further - Through the Summer

- Housing
- Social Services
- Design
- Development and retail economics
- Multi-modal access
- Parking



GUIDING FRAMEWORK

CHARACTER AREAS





Important for:

- Identifying land use focus
- Establishing design guidelines and street character
- Formulating a development (and parking) strategy

CHARACTER AREAS

-  **WATERFRONT**
Enhance and connect to waterfront attractions.
-  **CAPITOL TO MARKET**
Encourage a high activity mix of uses from the Capitol to the Farmers Market.
-  **ARTISAN/TECH**
Encourage an eclectic mix of commercial activities and residences to support a creative neighborhood.
-  **ENTERTAINMENT**
Continue the core's energy eastward in a safe and lively entertainment district.
-  **SE NEIGHBORHOOD**
Build a holistic neighborhood with services and amenities.

EXISTING FEATURES

-  Downtown planning area
-  City and State parks
-  State Capitol Campus
-  Attractions or landmarks



0 200 400 800 Feet



GUIDING FRAMEWORK: CHARACTER AREAS

CAPITOL TO MARKET

- High activity mix of uses
- Capitol Way connector/spine
- Historic District & Core
- Redevelopment opportunities near Campus
- Residences throughout
- Build on Market and Landing in north
- Connect to the lake in the south



GUIDING FRAMEWORK: CHARACTER AREAS

WATERFRONT

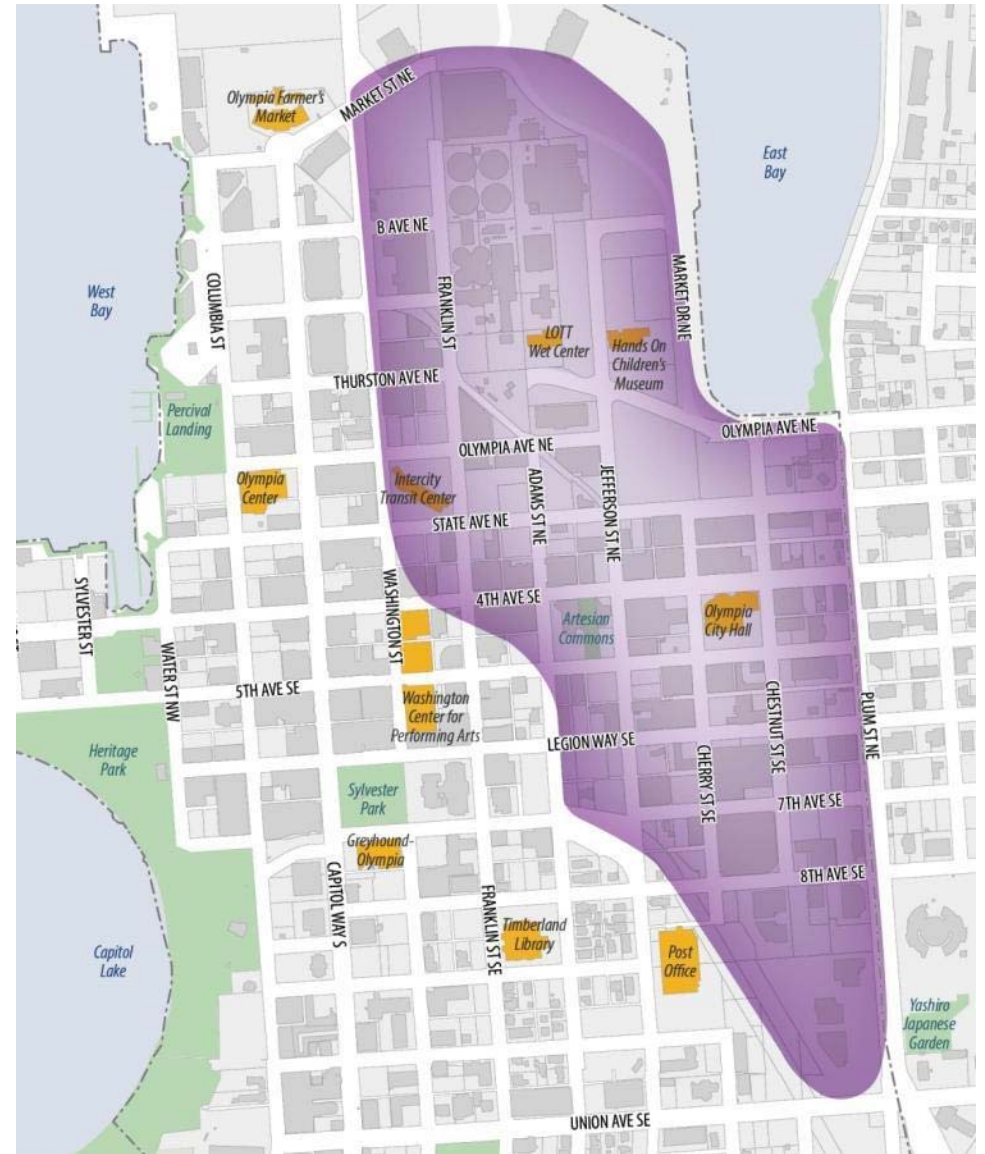
- Enhance existing attractions
- Connect with trail
- Connect to adjacent areas



GUIDING FRAMEWORK: CHARACTER AREAS

ARTISAN/TECH

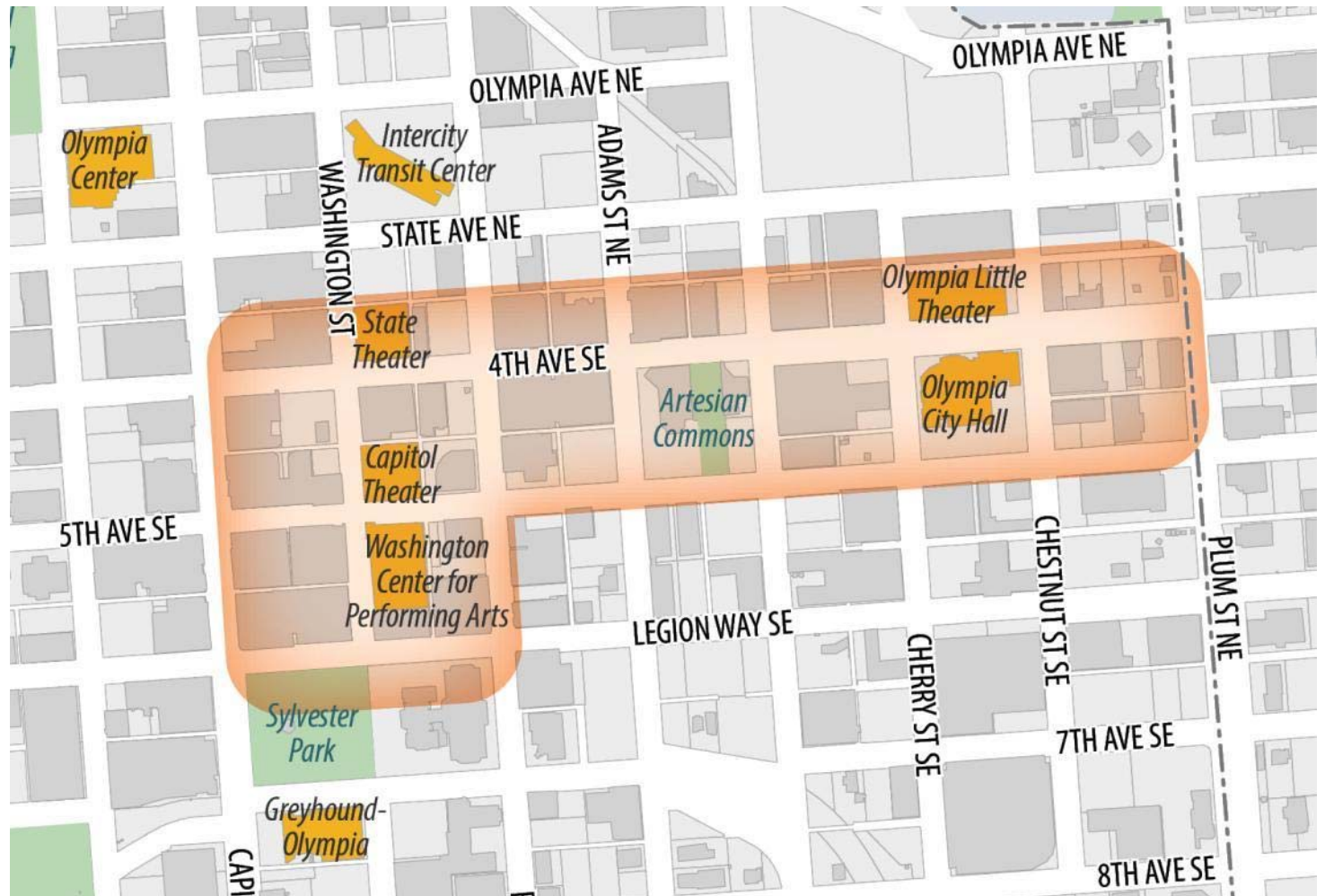
- Mix of employment, arts, entertainment, small & artisan manufacturing, culinary activities, etc.
- Unique housing types (e.g.: studio lofts)
- Build on LOTT and existing industrial/tech activities.
- All ages
- Lots of energy
- Improve safety and amenity
- Attractive work-a-day character



GUIDING FRAMEWORK: CHARACTER AREAS

ENTERTAINMENT

- Focus on night-life and the arts
- Insure safety and cleanliness



GUIDING FRAMEWORK: CHARACTER AREAS

SOUTHEAST DOWNTOWN NEIGHBORHOOD

- Family friendly residential neighborhoods
- Variety of housing types
- Excellent pedestrian connections



GUIDING FRAMEWORK

STREET INVESTMENTS

- Some improvements (with stars) will require traffic study
- Some priorities driven by repaving projects
- Multi-modal solutions
- Streetscape character being studied as part of “Design Discussion”



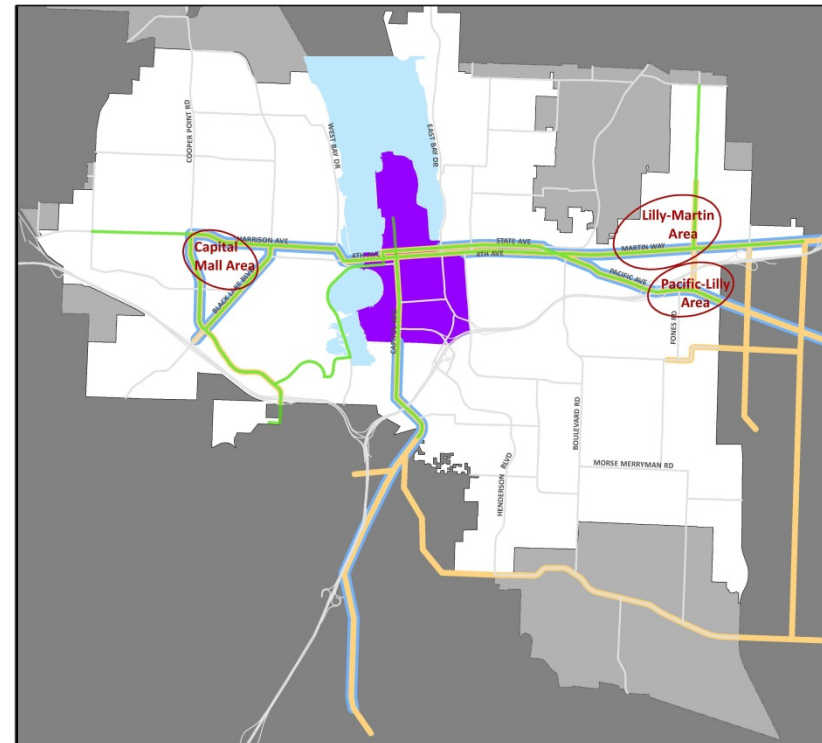
GUIDING FRAMEWORK: STREET INVESTMENTS

FIT WITH CITY-WIDE AND REGIONAL TRANSPORTATION NEEDS

- We've focused on ped, bike and transit because that is the policy direction, the most neglected modes, and a necessary transportation element for the long term.

BUT

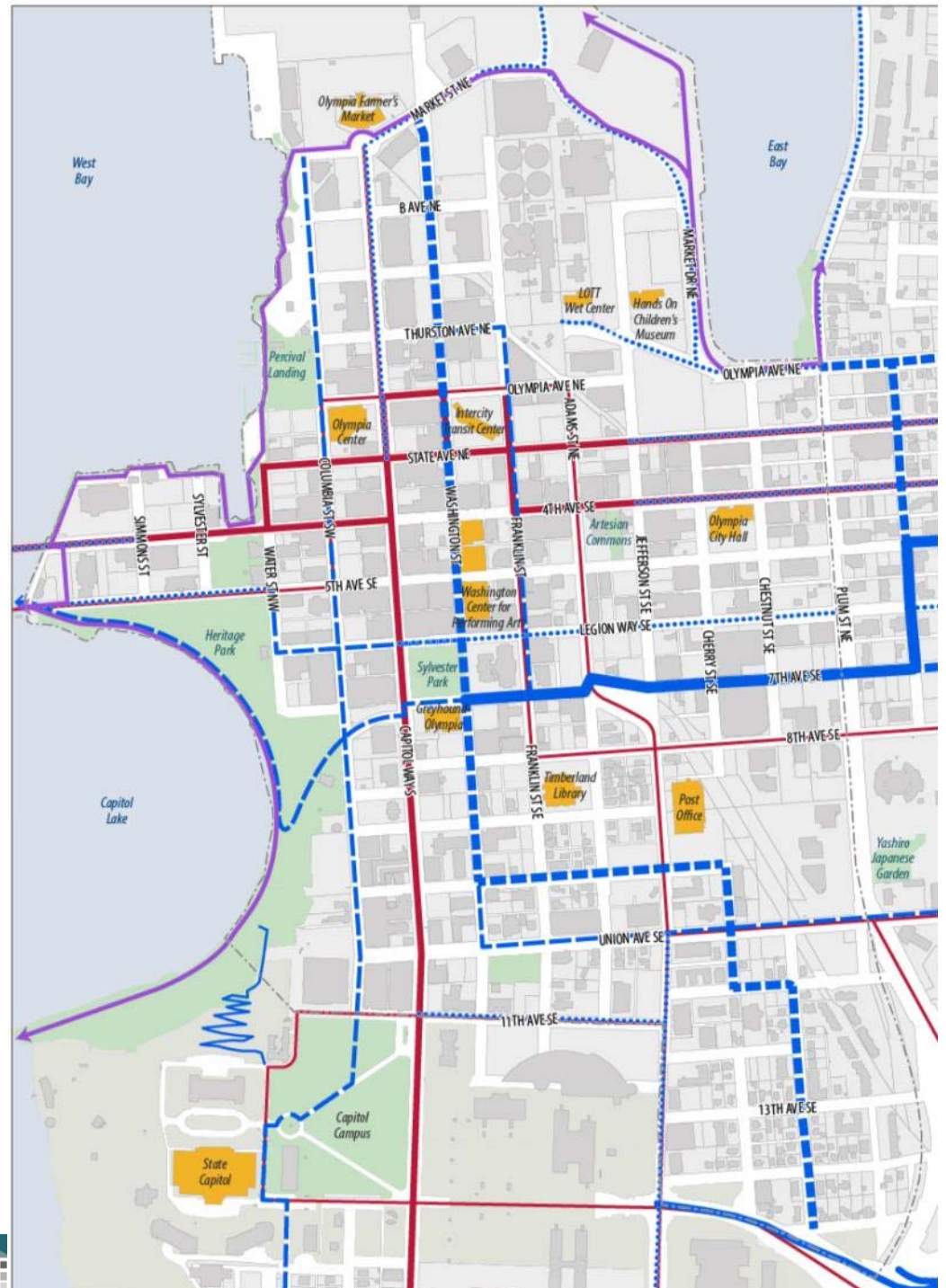
- Automobile and freight are also important and will be addressed in the traffic study



GUIDING FRAMEWORK: STREETS

KEY OBJECTIVE:
NORTH-SOUTH
BICYCLE ACCESS

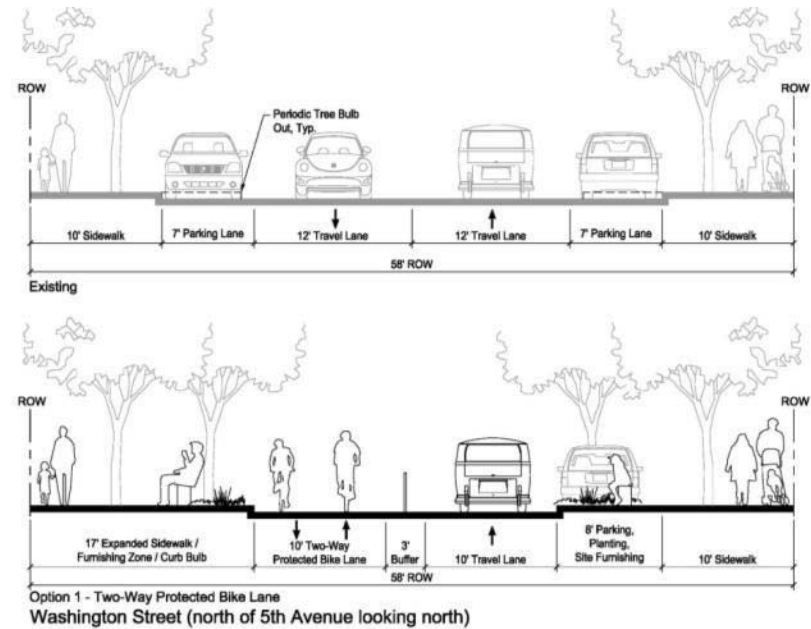
Washington?
Franklin?
Cherry?



GUIDING FRAMEWORK: STREETS

WASHINGTON

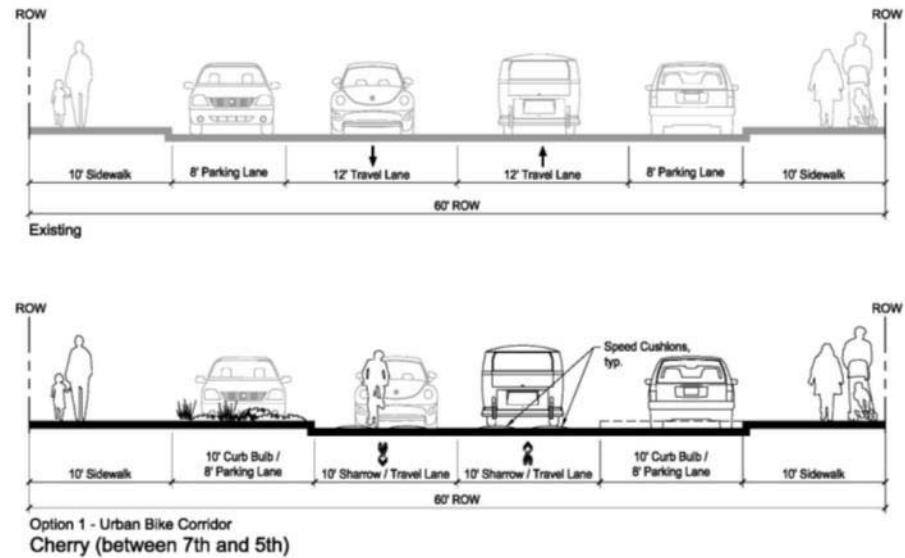
- Two way protected bike lane + 1-way traffic
- Would reduce parking
- One way traffic
- Integrate with Festival Street function
- Requires study



GUIDING FRAMEWORK: STREETS

CHERRY

- **Bikeway?** It would provide a loop route over to Thurston & the Market & Landing
- Shared street north of 4th?



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Olympia Downtown Strategy
Streetscape Concepts
March 31, 2018
Scale: 1"=5'





Sharrow in the center of the lane



Speed cushions with bicycle cut outs



Intersection markings



Controlled or enhanced crossings at arterial streets; Stop signs for non-arterial streets intersecting with bike corridor.



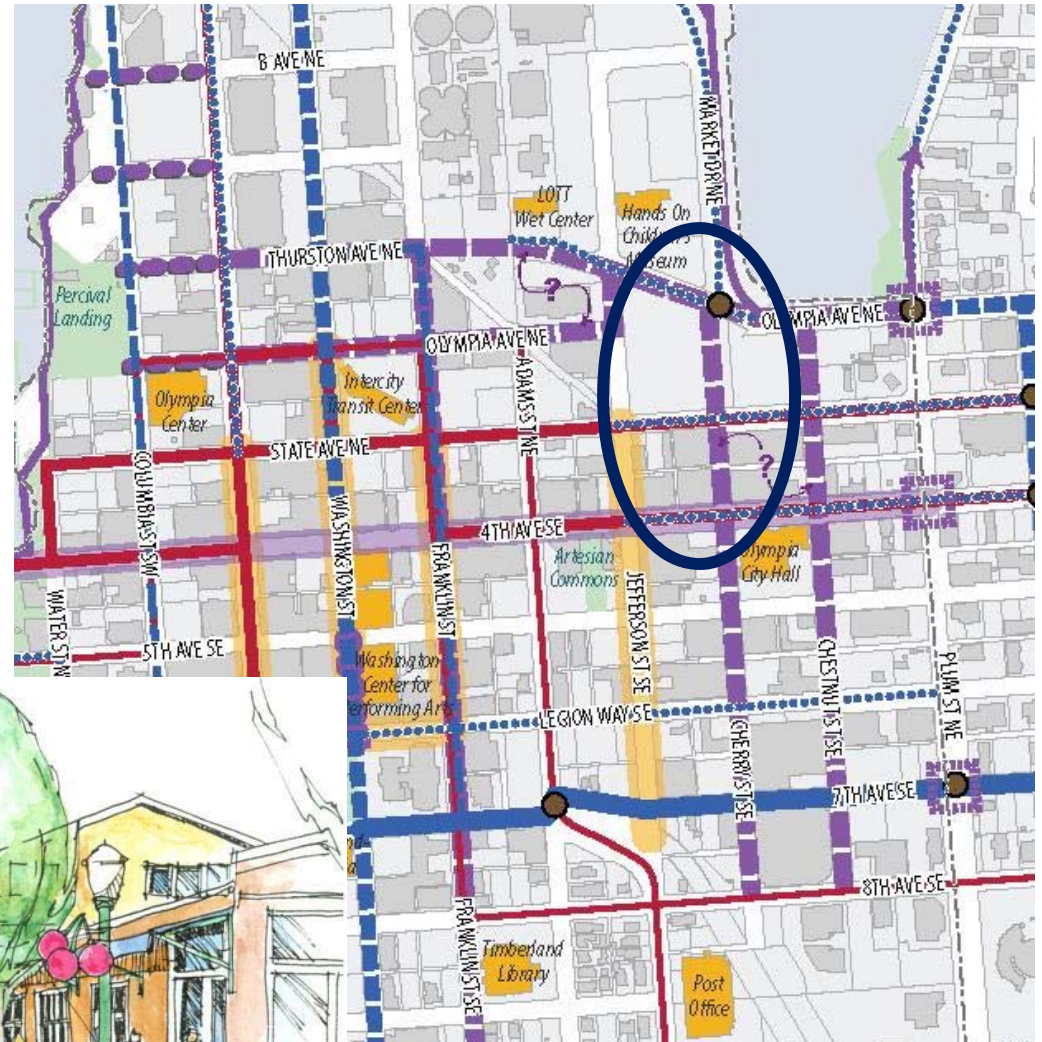
Curb bulbs

Bike Corridor

GUIDING FRAMEWORK: STREETS

CHERRY

- Shared street north of 4th?



Special crosswalk paving

Outdoor dining possible on widened sidewalk

Curb bulbs with landscaping

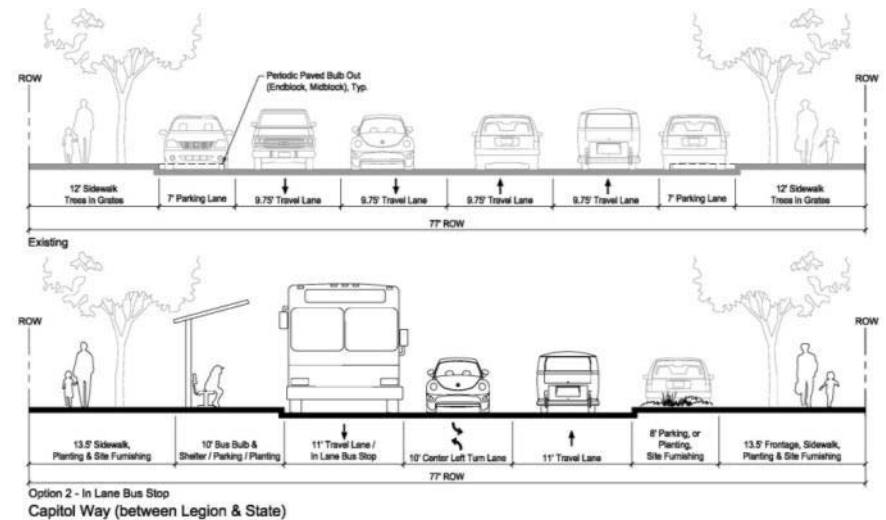
One way traffic on Cherry St. between 4th and State Ave.

Redevelopment of buildings along Cherry St.

GUIDING FRAMEWORK: STREETS

CAPITOL WAY

- Build on Greening Capitol Way
- Check to see if road diet to 3 lanes works.
- Busses, peds, and vehicles - No bike lanes
- Strong streetscape statement to link north, core and south segments.



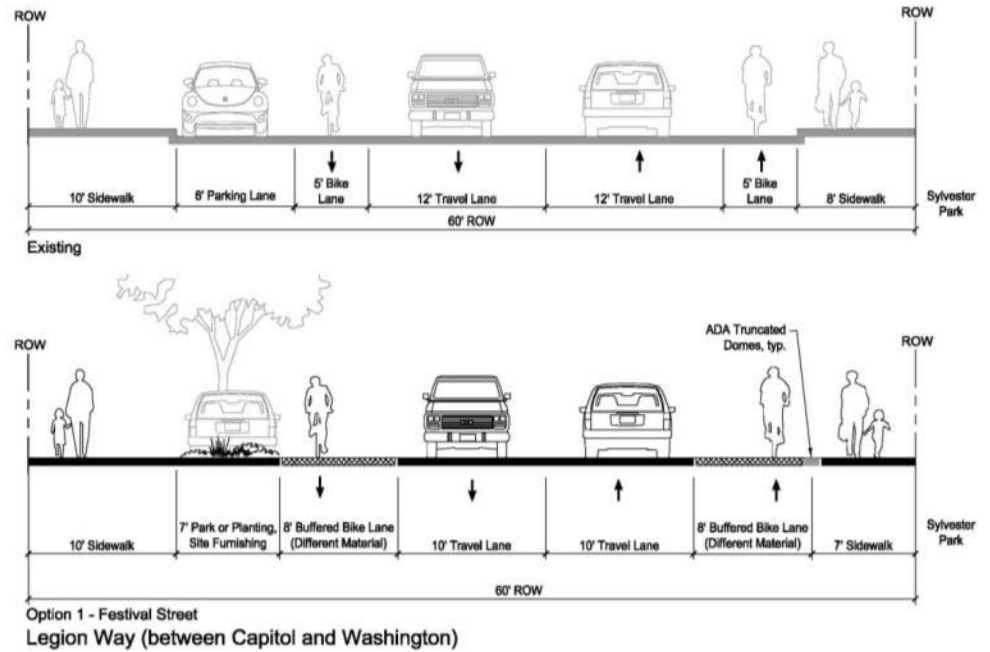
Option 2 - In Lane Bus Stop
Capitol Way (between Legion & State)



GUIDING FRAMEWORK: STREETS

LEGION (BY PARK)

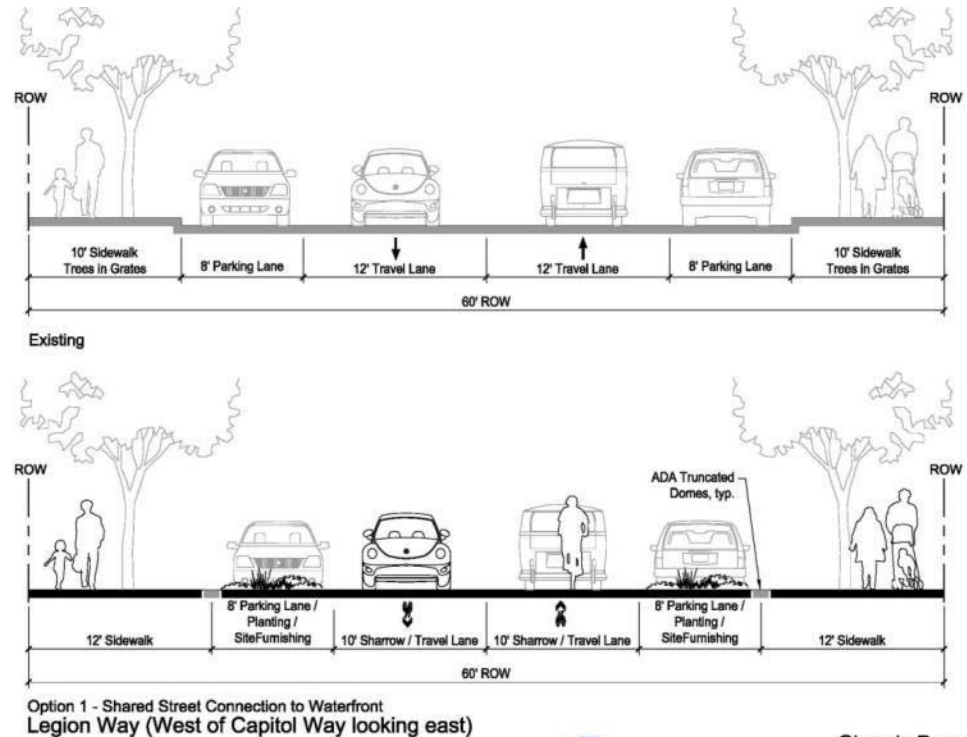
- Festival street.
- No curbs - for flexibility
- Similar function and section



GUIDING FRAMEWORK: STREETS

LEGION CAPITOL TO LAKE

- Alternative 1: Shared street w/out curbs.
- Continues the Festival Street Character



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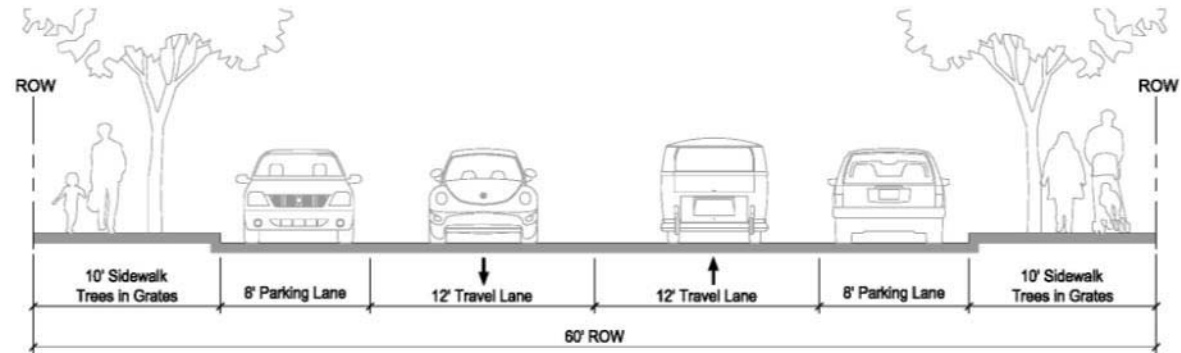
Olympia Downtown Strategy
Streetscape Concepts
April 6, 2016
Scale: 1"=5'



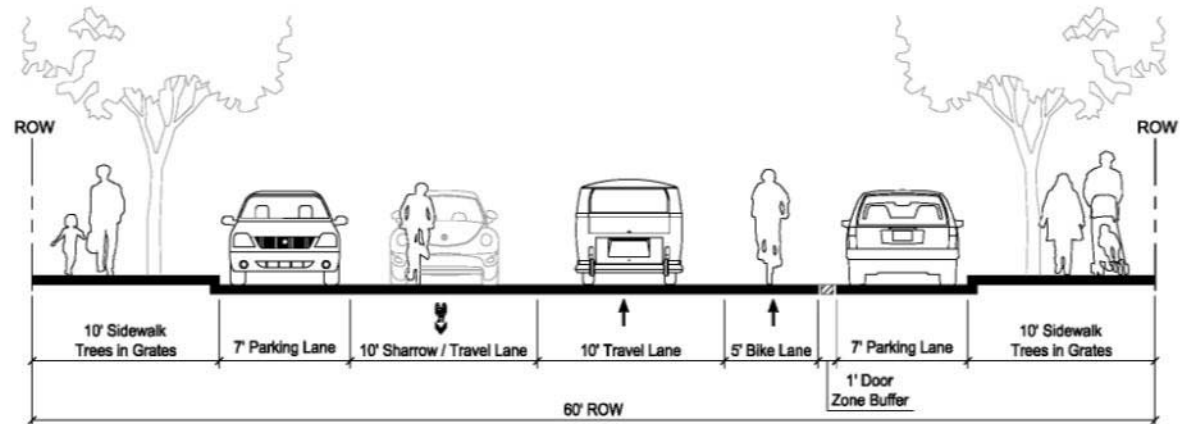
GUIDING FRAMEWORK: STREETS

LEGION CAPITOL TO LAKE

- Alternate: climbing lane



Existing



Option 2 - Near-term Bike Facility - Legion Way Climbing Lane
Legion Way (West of Capitol Way looking east)



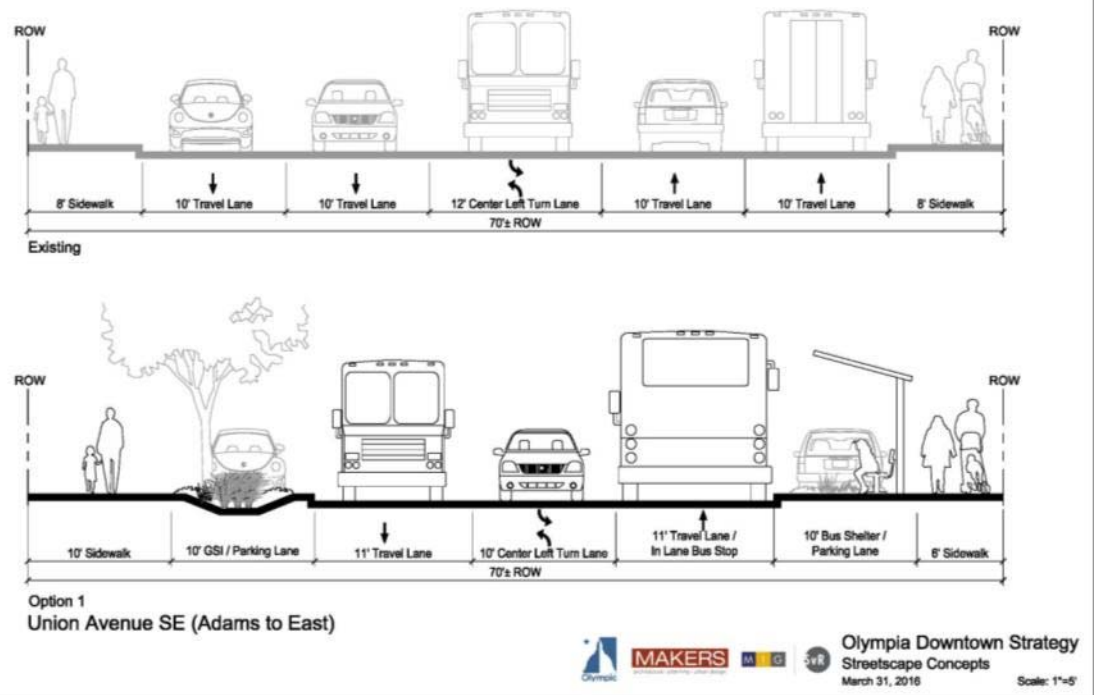
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Olympia Downtown Strategy
Streetscape Concepts
April 6, 2016
Scale: 1"=5'

GUIDING FRAMEWORK: STREETS UNION

Opportunity to create an excellent entry to south Downtown with green infrastructure and landscaping



GUIDING FRAMEWORK: STREETS

JEFFERSON

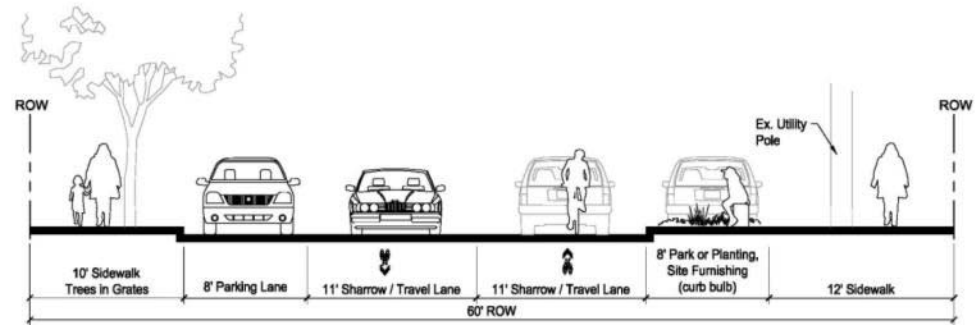
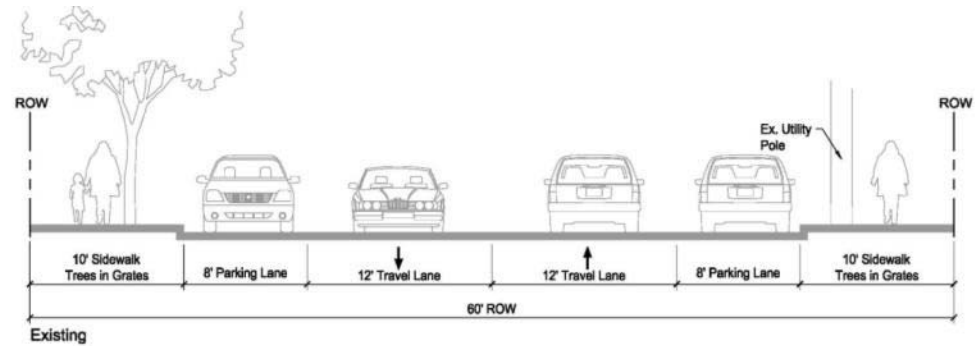
- Rails not good for bikes
- Sidewalk extension and low rolled curb with movable bollards could allow multi-use of parking area. Sometimes parking – Sometimes seating



GUIDING FRAMEWORK: STREET

THURSTON:

- Fix sidewalk in block near food bank and extend curb to allow for queuing.



Option 1
Thurston Ave NE (between Washington and Adams)



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Streetscape Concepts
March 31, 2016

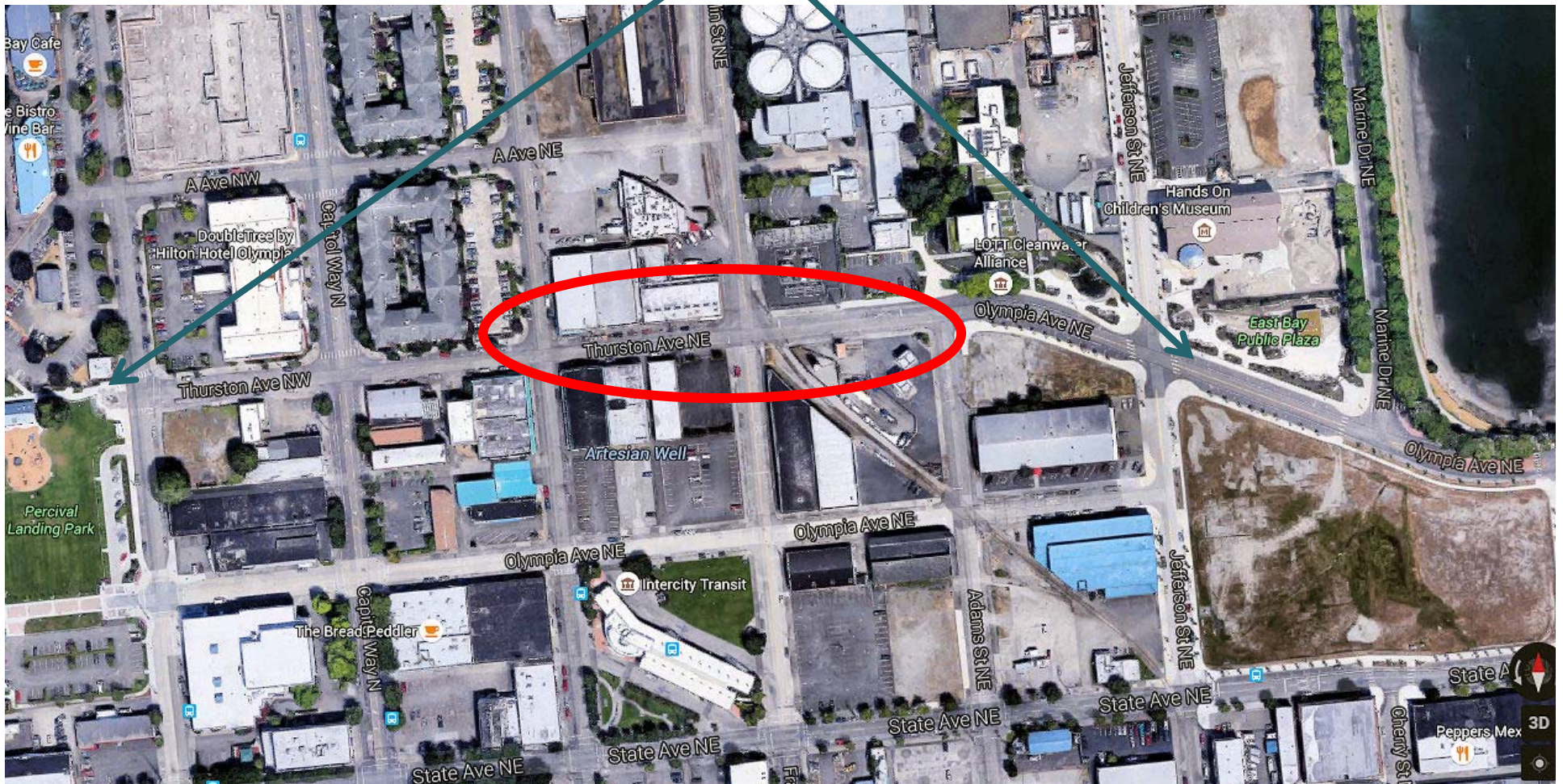
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GUIDING FRAMEWORK: STREETS

THURSTON:

Excellent sidewalks on north side.



GUIDING FRAMEWORK: CAPITOL TO MARKET

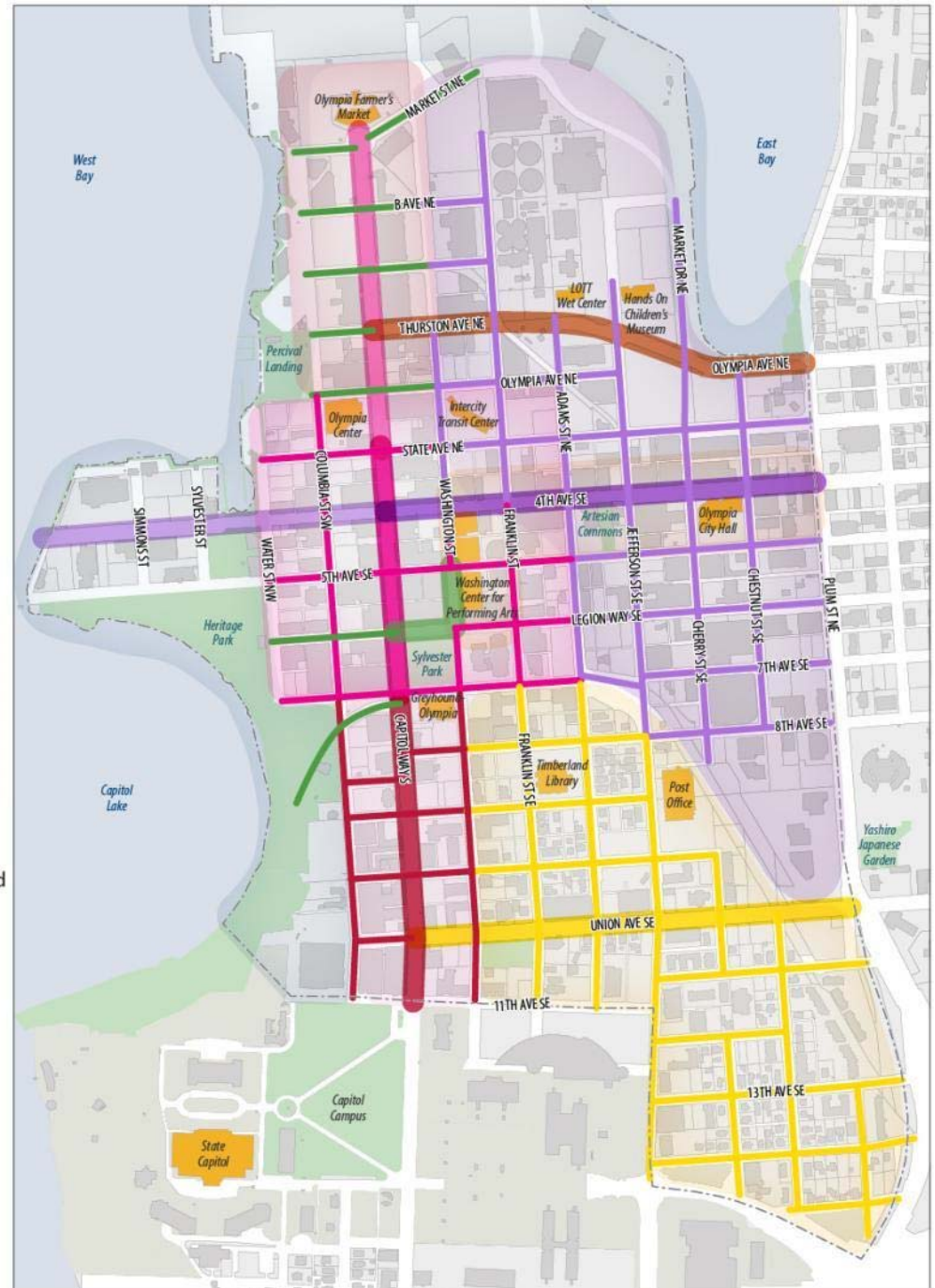
STREET CHARACTER

- Integrated with Character Areas guidelines
- Practical and maintainable
- Will be explored this summer

- CAPITOL TO MARKET**
- Capitol Way - Market
 - Capitol Way - Core
 - Capitol Way - South
 - Washington and Legion festival streets
 - Core standards
 - Upper Capitol Way standards
 - Shared streets standards

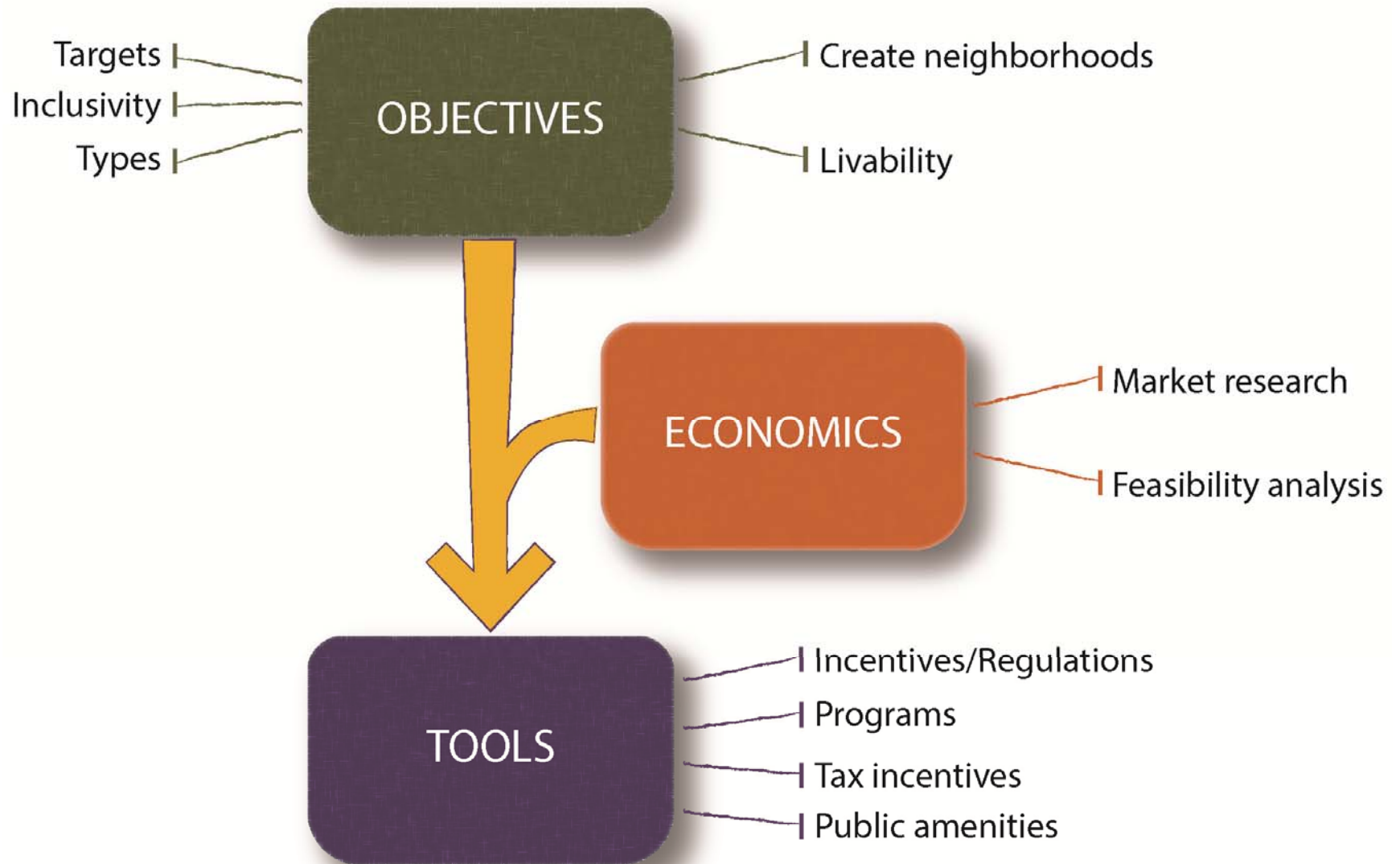
- ARTISAN/TECH**
- Thurston Ave connector
 - 4th Ave - Entertainment
 - 4th Ave - West
 - Artisan/tech standards

- SE NEIGHBORHOOD**
- Union Ave (neighborhood commercial/GSI)
 - Neighborhood standards



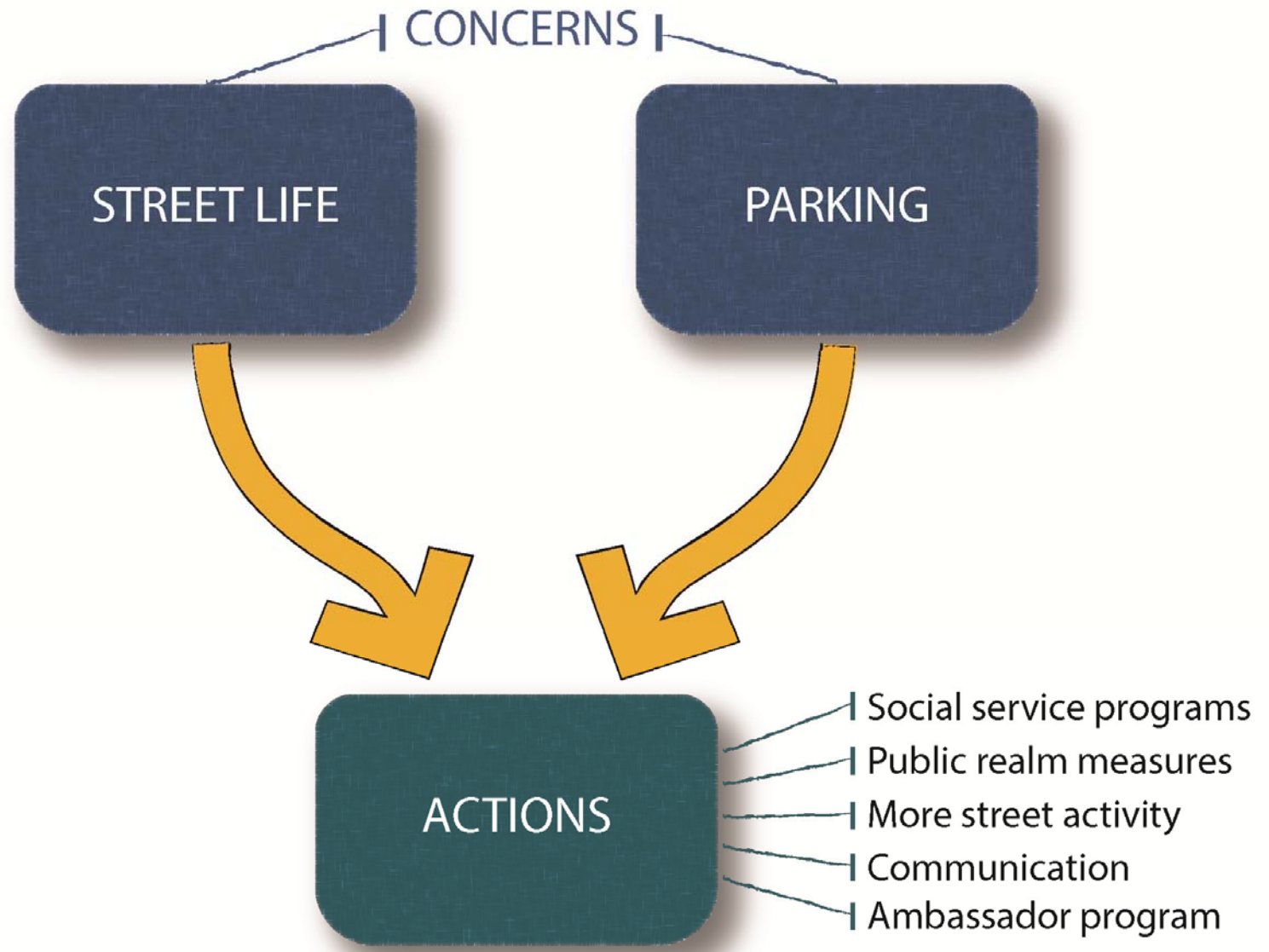
GUIDING FRAMEWORK

HOUSING



GUIDING FRAMEWORK

RETAIL STRATEGY

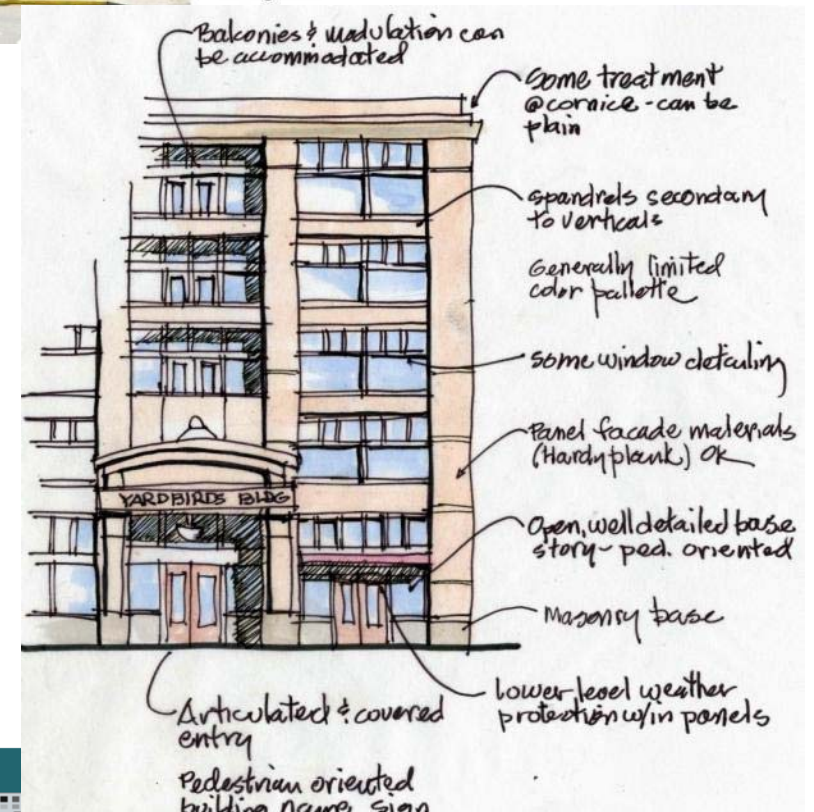


GUIDING FRAMEWORK HISTORIC PRESERVATION

- Develop specific design guidelines for historic district
- Foster coordination between DRB and HC
- Incorporate adaptive reuse tools and incentives
- Analyze the feasibility of an adaptive reuse project
- Consider streetscapes that enhance historic areas



- Embellished cornice
- Vertical emphasis
- Window detailing
- Inset spandrel panels
- Simple (light) color scheme
- Strong first story articulation
- Pedestrian scale building signage
- Pedestrian oriented details
- Low pedestrian cover
- Recessed & accented entry
- Strong base



GUIDING FRAMEWORK

CHART



DRAFT GUIDING FRAMEWORK CHART

ELEMENT	STRATEGIC GOALS/PRIORITIES		TASKS FOR 2016	NOTES
DESIGN	<ul style="list-style-type: none"> Apply a cohesive urban design strategy; consider how places and spaces between buildings & structures function for people as well as attract investment Promote high quality architecture and an attractive, pedestrian-oriented environment Enhance downtown’s unique character historic fabric, art and landscaping Create better connections to the waterfront and between major cultural destinations such as the State Capitol Campus, Farmers Market, and Hands on Children’s Museum 		Develop recommendations for clear, well-organized design guidelines to enhance character areas, and address key objectives and issues, including historic preservation, crime prevention through environmental design (CPTED), mixed use buildings, etc.	Design concepts will be presented at the May 23 public meeting. The draft DTS will include an outline of recommended concepts along with illustrations, to be followed by an update to design guidelines in 2017.
			Outline preliminary recommendations for an update to the street design standards in the Engineering Development & Design Standards (EDDS) that promote unique character, pedestrian-oriented lighting and other safety features, etc.	Preliminary concepts will be presented on May 23. Further discussions and analysis by Public Works will be necessary for full implementation.
			Complete a 3D viewshed analysis to determine viewsheds for protection or enhancement through design	3D viewshed analysis will be presented to the public at the June 6 workshop. Updates to view protection standards will be included with design guidelines.
	<ul style="list-style-type: none"> Incorporate Crime Prevention through Environmental Design (CPTED) principles in order to discourage crime and increase sense of safety (light, landscaping, intersections...) Focus on both new development and rehabilitation of existing structures Protect key views to enhance sense of place, beauty, and connections to the natural and historic landscape See also - public space element 		OPTIONS – POTENTIAL ACTIONS FOR 2017-2021	
			Complete and adopt street design and building, site design guidelines	2017
			Continue to improve wayfinding	
			<i>More potential actions may be proposed</i>	

