



City of Olympia

City Hall
601 4th Avenue E
Olympia, WA 98501

Information: 360.753.8447

Meeting Agenda

Community & Economic Revitalization Committee

Thursday, March 6, 2014

4:30 PM

Council Chambers

1. ROLL CALL

2. CALL TO ORDER

3. APPROVAL OF MINUTES

- 3.A [14-0214](#) Approval February 12, 2014 Community and Economic Revitalization
Committee Meeting Minutes

Attachments: [Minutes](#)

4. COMMITTEE BUSINESS

- 4.A [14-0196](#) Community Renewal Area Planning Process

Attachments: [ECONorthwest CRA Planning Process Memo](#)

- 4.B [14-0190](#) Isthmus Urban Design Workshop Process

Attachments: [ECONorthwest Planning Process](#)

[CAC Agenda 03.06.2014](#)

[Planning Process FAQs](#)

- 4.C [14-0194](#) Community and Economic Revitalization Committee Revised Work Plan.

Attachments: [CERC Revised Work Plan 2014](#)

5. ADJOURNMENT

The City of Olympia is committed to the non-discriminatory treatment of all persons in employment and the delivery of services and resources. If you require accommodation for your attendance at the City Council Committee meeting, please contact the Council's Secretary at 360.753-8244 at least 48 hours in advance of the meeting. For hearing impaired, please contact us by dialing the Washington State Relay Service at 7-1-1 or 1.800.833.6384.



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City Hall
601 4th Avenue E
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Meeting Minutes - Draft City Council

Wednesday, February 12, 2014

4:30 PM

Room 112

Ad Hoc Community Renewal Area (CRA) Committee

1. ROLL CALL

Present: 3 - Mayor Stephen H. Buxbaum, Mayor Pro Tem Nathaniel Jones and Councilmember Julie Hankins

OTHERS PRESENT

Community Planning and Development Director Keith Stahley
CP&D Support Staff Janet Sanders

2. COMMITTEE BUSINESS

- 2.A 14-0144** Approval of January 30, 2014 Ad Hoc Community Renewal Area Committee Meeting Minutes

Mayor Pro Tem Jones moved, seconded by Councilmember Hankins, to approve the minutes as submitted. The motion carried by the following vote:

Aye: 3 - Mayor Buxbaum, Mayor Pro Tem Jones and Councilmember Hankins

- 2.B 14-0132** Oral Report - Consider Community Renewal Area Planning Process

Mr. Stahley handed out notes from a meeting on February 6, 2014 with owners of Isthmus property and a memorandum prepared by ECONorthwest, dated February 12, 2014, that provides the scope for completing the Community Renewal Plan. The goal is to move the CRA process to completion by December 14, 2014. Mr. Stahley reviewed the key tasks outlined on page 6 and the timeline on page 7. Mr. Stahley noted the work planned through June is included in the current budget. After June, funds of approximately \$50,000 must be found to continue the planning process.

Discussion followed regarding the integration of other tools such as New Market Tax Credits and the Section 108 loan program. Mr. Stahley asked the Community and Economic Revitalization Committee (CERC) to review the ECONorthwest memorandum and discuss it in more detail at the March 6 meeting.

Mayor Pro Tem Jones reminded the Committee that the Community Action Committee (CAC) meetings and the design workshop are preliminary to a conversation with the larger community in the future. Mr. Stahley stated this is the purpose of the open house scheduled in July. The property owners have been invited to the next CAC meeting in March and the design workshop in April. Broader public participation would require a larger project budget.

The Committee discussed CAC membership and the need for a well-balanced representation of stakeholders, such as community members, business owners, property owners, and the City. Mayor Pro Tem suggested we invite Jim Nieland, Chair of the Parks and Recreation Advisory Committee. He also suggested asking the CAC members for confirmation of their intention to continue participating in the process. Mr. Stahley stated he would follow up on both items.

2.C 14-0131 Oral Report - Isthmus Charrette Process

Mr. Stahley reported the first meeting with Isthmus property owners was held on February 6, 2014. The property owners felt there was value to the meeting and they were happy to participate in the conversation. They requested ongoing meetings and a chance to have conversations with other Councilmembers. They stated that as the individuals with a financial interest in the property they have the most at stake in this process and that their voice should be well represented and listened to. They felt that there is a need for guiding principles going into this process. Mr. Stahley presented 14 guiding principles he has compiled from the process to date and asked the CERC for their feedback.

Mayor Buxbaum agreed the conversation was beneficial and the owners appreciated the opportunity to speak with a Councilmember. They specifically asked to speak with other members to engage in a real conversation and he volunteered to carry the request forward. The owners expressed concerns regarding unequal power of the City and a fear that the City will “do something to us instead of with us.”

The owners felt rebranding was important. They liked the name Gateway District and the idea of making the area a destination is a key concept. They stated it is essential to know what the public wants, that the ideas are feasible, and a basis of going into projects with a high level of agreement is established.

Mr. Stahley announced the design charrette has been rescheduled from April 12 to April 5 due to the facilitators' schedules.

The Committee discussed presenting the current information to City Council. It was decided on February 25, the CERC will advise the Council of the March 6 meeting,

brief them on the property owner meeting, and present the 14 objectives as presented by Mr. Stahley. On March 18, CERC will report to the City Council information from the March 6 CAC meeting.

3. ADJOURNMENT

The meeting was adjourned at 6:10 p.m.

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Community & Economic Revitalization Committee

Community Renewal Area Planning Process

Agenda Date: 3/6/2014

Agenda Number: 4.A

File Number: 14-0196

File Type: decision

Version: 2

Status: In Committee

..Title

Community Renewal Area Planning Process

..Recommended Action

City Manager Recommendation:

Receive report and provide feedback about the CRA planning process .

..Report

Issue:

Provide feedback to staff and consultant team about the CRA planning process .

Staff Contact:

Keith Stahley, Director Community Planning and Development Department
360.753.8227.

Presenter(s):

Keith Stahley, Director Community Planning and Development Department
Lorelei Juntunen, Senior Planner ECONorthwest

Background and Analysis:

At City Council's 2014 Annual Retreat Council asked the that the Community Renewal Area Ad Hoc Committee provide City Council with an overview of the entire Community Renewal Area (CRA) Planning process including how the Isthmus Charrette Planning process will fit into this process as well as a budget estimate to complete this work.

The attached memorandum from Ms. Juntunen provides an outline and budget estimate for completion of the Community Renewal Area planning process . This outline projects the process being complete in December of 2014 and costing an additional \$50,000 based on a fairly limited amount of public outreach and graphic input from Fregonese and Associates.

Pages 6 and 7 provide an overview of the remaining steps in the process from a timing and a task perspective. From now until June the primary focus will be on Isthmus planning process, thereafter attention would turn to finalizing the CRA Plan. The consultant team has included a single open house type meeting in July for consideration of the CRA Plan. Additional meetings may require a larger project budget.

Agenda Date: 3/6/2014

Agenda Number: 4.A

File Number: 14-0196

Options:

1. Receive report and provide feedback and recommendations around the scope and schedule for the remainder of the CRA planning process.

Financial Impact:

Completion of the CRA Planning process will require an amendment to the consultant's scope of work or will require City Council to amend the Community Planning and Development Department's 2014 Planning Project Work Plan. The consultant projects an additional \$50,000 in work to complete the CRA planning process. This is a preliminary estimate and may need to be adjusted following the April 5, 2014 Urban Design Workshop depending upon the degree of consensus and issues that emerge in that process.

DATE: Feb 12, 2014

ECO Project #: 20765

TO: Community and Economic Revitalization Committee (CERC)¹

FROM: Lorelei Juntunen

SUBJECT: SCOPE FOR COMPLETING A COMMUNITY RENEWAL AREA PLAN FOR DOWNTOWN OLYMPIA

ECONorthwest is under contract to the City of Olympia to provide redevelopment strategic planning and a Community Renewal Plan (CRP) for downtown Olympia. Significant outreach and technical analysis has been completed, but additional work is needed to advance to Council an adoptable CRP. This memorandum provides the scope for completing the CRP, including preparation for a workshop focused on the Isthmus Area.

The goal of the re-scope remains to produce **an adoptable CRP** that will: (1) address stakeholder concerns about community renewal and help the City move stakeholders toward consensus on a vision for Isthmus redevelopment; (2) define viable projects for Isthmus and roles community renewal can play to achieve these projects ; (3) explain community renewal's potential to catalyze redevelopment in downtown Olympia. A key component of the revised scope is a community workshop, facilitated with property owners in the Isthmus area and an existing Citizens Advisory Committee (CAC) in a process of evaluating options for redevelopment of that District. **Because the outcome of the community workshop is primarily about engaging the CAC, and their input is likely to affect collective thinking about the CRP and the process that follows, it is possible that additional re-scoping will be necessary after the design workshop.** The CRA process is likely to move forward in some form regardless of outcomes at the workshop, but the specific steps and areas of focus may shift.

Expected outcomes:

- Support outreach and education efforts around the creation of the Community Renewal Area, and a vision for redevelopment of the Isthmus.
- Create a Community Renewal Plan for Downtown Olympia as required by RCW 35.81.010(18) for Council's consideration.
- Identify what land is to be acquired, buildings demolished or redeveloped and what improvements are to be carried out to revitalize Downtown and in the Isthmus in particular.
- Identify what changes in existing land use regulations are necessary to implement the Community Renewal Plan.
- Create an action plan with clear next steps for project implementation.
- Provide an ample opportunity for public engagement while sustaining a sense of urgency and an action orientation.

¹ Formerly, and sometimes in this document, the "Ad Hoc Committee"

Tasks

1. Isthmus area workshop process

For this workshop, Fregonese Associates, a regional planning and facilitation firm, will join the ECONorthwest team.

A. Preparation

Property owner meeting (February 6, 2014)

This first meeting was convened to discuss the purpose and timing of the workshop, to understand the desires, and to encourage the productive engagement in the workshop of the Isthmus area property owners.

CAC meeting: principles and process (March 6)

To set the workshop conversation off with the right tone, we recommend a pre-meeting with the CAC and property owners², facilitated by Fregonese Associates to accomplish the following:

- Identify a set of principles for the Isthmus that all can agree to. These principles are likely to be basic and high-level statements, such as “the Isthmus must be improved”.
- Identify any areas of disagreement or strongly held opinions that will need to be reconciled through the process.
- Identify and get buy-in on a set of re-use options that can help to test areas of agreement

Fregonese will use instant polling software to allow the participants to remain anonymous, if they choose, in their opinions about the area’s future.

The outcomes of this meeting will significantly shape the agenda and focus of the Design workshop (described in Step 2). With an understanding of likely areas of agreement and disagreement, we can design a workshop and associated visualizations that will best meet the needs of the group.

Community and Economic Revitalization Committee (CERC) Meeting (March 20)

We will check in with the CERC following these two meetings to report findings from the property owner and CAC meeting, and to review a preliminary agenda and process in advance of the design workshop.

² All references to CAC in this scope assume that property owners in the Isthmus are included as members of the CAC.

B. Design workshop

CAC Design Workshop (April 5, 2014)

The Consultant and the City will host a workshop with CAC members (including key property owners) to address issues raised in previous CAC meetings. The workshop will focus on the Isthmus, and be organized as a half-day workshop, facilitated by John Fregonese from Fregonese Associates. ECO will work with Fregonese Associates and City staff to design the details of the workshop, but in general, it will follow this format:

- ECO will present the work completed to date, including the market analysis for downtown Olympia. This is important context for understanding the challenges to redevelopment, but also the imperative for action for downtown.
- The purpose of the workshop will be to work toward agreement on potential uses, public improvements, and design characteristics for the Isthmus properties.
- Fregonese Associates effectively uses instant polling technology to anonymously “take the temperature” of participants, and would use this technology for this workshop to move participants toward consensus by providing value statements about area redevelopment and determining the degree of agreement with those statements.

After the workshop, Fregonese Associates will design one or two (depending on the degree of agreement) conceptual diagrams and site plans, which may be augmented with more detailed photo illustrations at a later date (see “optional visualizations” later in the scope).

CERC/CAC meeting (May 15)

At this meeting, the team will present findings and conclusions from the workshop, including site plans, to receive comments that can be used to fine tune the scenarios and ensure that they are ready for additional public comment.

C. Follow-up

Open house (July, date TBD)

Outputs of the design workshop will be shared with attendees of an open house (described in more detail in the CRP plan completion sections below).

Ad Hoc Committee Meeting (August 21)

We will meet with the Ad Hoc Committee following the CAC meeting to debrief and gather additional feedback for use in preparation of a draft CRP.

CAC meeting (August 21)

The results will be presented at a CAC meeting, along with ideas on how to implement them, to get feedback on how to incorporate the results into a CRP, thoughts about next steps for

additional community engagement and to describe and get feedback on lessons learned through the process.

2. Community Renewal Plan process

A. Outreach and public involvement

ECO will work with City staff to develop materials for and attend an open house that will provide an opportunity for feedback regarding the scenarios from the Isthmus area workshop, but will also provide educational materials and opportunities for feedback regarding the CRP process. The open house will be organized as a drop-in event with topic-specific tables, rather than as a facilitated workshop.

City staff will coordinate venue, invitations, and material production. Fregonese Associates staff will provide refinements to their visualizations and will attend the open house. ECO staff will provide materials regarding CRP, and will attend the open house.

The budget for this task supports additional CAC and Ad Hoc committee meetings, as described in the meetings schedule provided at the end of this work scope. Additional interviews or conversations with property owners or stakeholders may also be necessary; the budget supports some limited additional outreach.

B. Planning and analysis

Evaluation of blight.

ECO will update (as necessary to reflect a final boundary) its analysis of socio-demographic trends in the Area, including unemployment, household income, as well as real estate trends such as improvement-to-land-value ratios, vacancy rates, crime rates, and floor-to-area ratios and visual surveys. This will include an update to the property-specific findings of health and safety blight. Using these data, ECO will document blight findings within the final boundary.

Project identification and evaluation

An outcome of the workshop will be a conceptual visualization (or possibly two options) for the area's redevelopment that matches the vision developed through the workshop process. These visualizations, based on preliminary land use code and regulations review, and review of market data and economic viability, will help communicate to the community the power of a public-private partnership on the Isthmus area to transform Downtown Olympia into a more vibrant, urban community. Realizing that many projects would not pencil out through private resources alone, ECO will examine a range of financing tools that could help spur new development in Downtown Olympia, including State and Federal grants, Local Improvement Districts, Section 108 loans, New Market Tax Credits, EB5 foreign investments, sole-source Impact Fees, City revenue bonds, and various tax credits and abatements. While the numbers will be estimates, the team will also roughly forecast future tax revenues that could be generated through redevelopment of the Isthmus area.

Where appropriate, the Consultant will recommend changes to local land-use regulations to better facilitate the desired redevelopment in the Isthmus area. During this analysis, the Consultant will work with staff to confirm consistency with other City planning efforts, such as the updates of the City’s Comprehensive Plan and Shoreline Master Program.

C. Plan document

ECO will produce visually appealing draft and final versions of the CRP, and present them to the CAC, the CERC Committee, and Council as described in the meeting schedule at the end of this scope of work. The CRP will reflect the broad input received from stakeholders throughout the process, support the City’s vision for a more vibrant Downtown, and provide a clear path forward on Isthmus area properties for the next five years while meeting the requirements of the Revised Code of Washington as provided in 35.81.010(18).

D. Additional visualizations

The budget includes dollars for additional optional visualization in the Isthmus area or other sites. These visualizations may include site plans, photomorphs, massings, or other representations, and will be developed based on conversations between City staff, the CERC, and with Fregonese Associates as needed.

Budget

Task	Additional Budget Needed
1. Isthmus Workshop	
1A. Preparation	None. Covered in initial contract.
1B. Workshop	None. Covered in initial contract.
1C. Follow up	None. Covered in initial contract.
2. Community Renewal Plan	
2A. Outreach	\$15,000
2B. Planning and Analysis	\$15,000
2C. Plan document	\$10,000
2D. Additional Visualization (Optional)	\$10,000
Total	\$50,000

Schedule

Figure 1 provides an overview of key tasks and timeline. Figure 2 provides an overview of meetings and process, with a description of who will attend each meeting.

Figure 1. Overview of key tasks

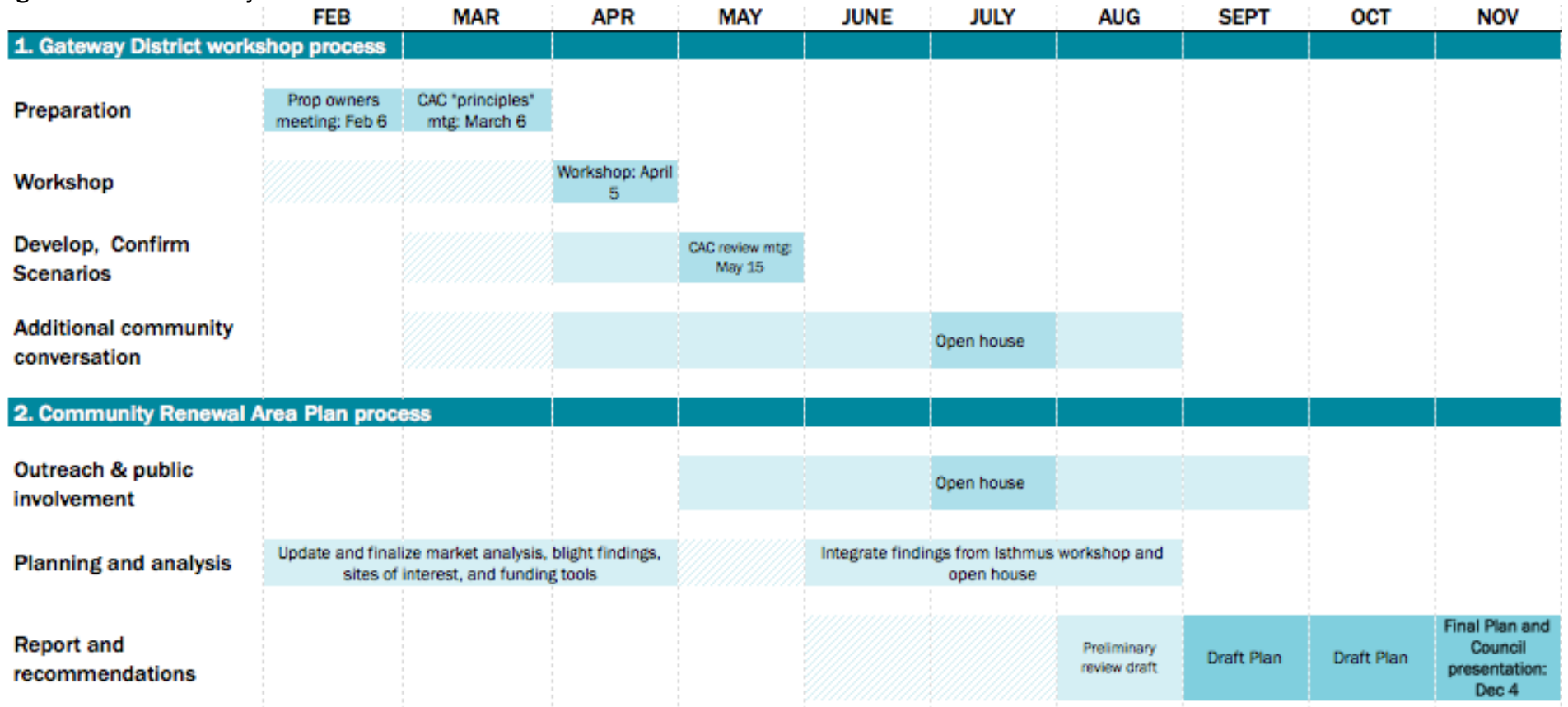


Figure 2. Meeting schedule

Event	Dates	Purpose	CC	Ad Hoc	CAC	Who attends		
						Staff	ECO	Fregonese
Property owners in Gateway	February 6, 2014	Discuss design workshop and interests in Gateway area						
Ad Hoc Committee	March 6, 2014	CRA process update and principles for Gateway area						
CAC mtg	March 6, 2014	CRA process update and principles for Gateway area						
Ad Hoc Committee	March 20, 2014	Finalize CRA process for Council Consideration						
CAC	April 5, 2014	Design workshop for Gateway area						
CAC	May 15, 2014	Fine tune scenarios for workshop						
OPEN HOUSE	Date TBD, in July	CRA and Gateway area						
Ad Hoc Committee	August 21, 2014	Discuss feedback from open house; show final scenarios; Consider initial draft of CRA plan; clarify development toolkit						
CAC	August 21, 2014	Discuss feedback from open house; show final scenarios; consider initial draft of CRA plan						
Ad Hoc Committee	October 16, 2014	Revised draft of CRA plan						
CAC	October 16, 2014	Revised draft of CRA plan						
Ad Hoc Committee	November 13, 2014	Review draft of CRA plan						
Ad Hoc Committee	December 4, 2013	finalize draft for Council consideration						
City Council	late Dec TBD	Final report draft						
City Council	Jan TBD	Final report presentation						

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Community & Economic Revitalization Committee

Isthmus Urban Design Workshop Process

Agenda Date: 3/6/2014

Agenda Number: 4.B

File Number: 14-0190

File Type: decision

Version: 1

Status: In Committee

..Title

Isthmus Urban Design Workshop Process

..Recommendation

City Manager Recommendation:

Consider Isthmus Urban Design Workshop Process and Provide Feedback and Direction to the Consultant Team

..Report

Issue:

ECONorthwest and Fregonese and Associates have developed a preliminary agenda and outline for the Urban Design Workshop scheduled for April 5, 2014. Review these materials and provide feedback and direction to the consultant team to finalize preparation for the workshop.

Staff Contact:

Keith Stahley, Director Community Planning and Development Department
360.753.8227

Presenter(s):

Keith Stahley, Director Community Planning and Development Department
Lorelei Juntunen, Senior Planner ECONorthwest
John Fregonese, Principal Fregonese and Associates

Background and Analysis:

Staff and the consultant team have continued to refine the agenda for the April 5, 2014 Urban Design Workshop and will be prepared to respond to questions and receive feedback about the proposed process. See Ms. Juntunen's February 12, 2014 *Memorandum to the Community and Economic Revitalization Committee (Attachment 1)* for the complete memorandum. Regarding the April 5, 2014 workshop the memo provides the following:

CAC Design Workshop (April 5, 2014)

The Consultant and the City will host a workshop with CAC members (including key property owners) to address issues raised in previous CAC meetings. The workshop will focus on the Isthmus, and be organized as a half-day workshop, facilitated by John Fregonese from Fregonese Associates. ECO will work with Fregonese Associates and City staff to design the details of the workshop, but in general, it will follow this format:

Agenda Date: 3/6/2014

Agenda Number: 4.B

File Number: 14-0190

- ECO will present the work completed to date, including the market analysis for downtown Olympia. This is important context for understanding the challenges to redevelopment, but also the imperative for action for downtown.
- The purpose of the workshop will be to work toward agreement on potential uses, public improvements, and design characteristics for the Isthmus properties.
- Fregonese Associates effectively uses instant polling technology to anonymously “take the temperature” of participants, and would use this technology for this workshop to move participants toward consensus by providing value statements about area redevelopment and determining the degree of agreement with those statements.

After the workshop, Fregonese Associates will design one or two (depending on the degree of agreement) conceptual diagrams and site plans, which may be augmented with more detailed photo illustrations at a later date (see “optional visualizations” later in the scope).

On the evening of March 6, 2014 following the CERC Meeting, the CERC, staff and the consultant team will meet with the Citizens Advisory Committee to prepare for the April 5, 2014 work shop. A preliminary agenda for the meeting is also provided as **Attachment 2**. Staff has also prepared the Isthmus Planning Process Frequently Asked Questions document included as **Attachment 3** to provide an overview of the process and includes 14 design principles that have been discussed thus far in the CRA process.

Options:

1. Provide feedback and direction regarding the Urban Design Workshop and direct staff and the consultant team to move forward with final preparations for the April 5, 2014 workshop.
2. Provide feedback and direction regarding the Urban Design Workshop and direct staff and the consultant team to return to the CERC on the March 17, 2014 for additional feedback and direction.

Financial Impact:

This project is within existing budget and resources.

DATE: Feb 12, 2014 ECO Project #: 20765
TO: Community and Economic Revitalization Committee (CERC)¹
FROM: Lorelei Juntunen
SUBJECT: SCOPE FOR COMPLETING A COMMUNITY RENEWAL AREA PLAN FOR DOWNTOWN OLYMPIA

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² All references to CAC in this scope assume that property owners in the Isthmus are included as members of the CAC.

B. Design workshop

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CERC/CAC meeting (May 15)

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C. Follow-up

Open house (July, date TBD)

Outputs of the design workshop will be shared with attendees of an open house (described in more detail in the CRP plan completion sections below).

Ad Hoc Committee Meeting (August 21)

We will meet with the Ad Hoc Committee following the CAC meeting to debrief and gather additional feedback for use in preparation of a draft CRP.

CAC meeting (August 21)

The results will be presented at a CAC meeting, along with ideas on how to implement them, to get feedback on how to incorporate the results into a CRP, thoughts about next steps for

additional community engagement and to describe and get feedback on lessons learned through the process.

2. Community Renewal Plan process

A. Outreach and public involvement

ECO will work with City staff to develop materials for and attend an open house that will provide an opportunity for feedback regarding the scenarios from the Isthmus area workshop, but will also provide educational materials and opportunities for feedback regarding the CRP process. The open house will be organized as a drop-in event with topic-specific tables, rather than as a facilitated workshop.

City staff will coordinate venue, invitations, and material production. Fregonese Associates staff will provide refinements to their visualizations and will attend the open house. ECO staff will provide materials regarding CRP, and will attend the open house.

The budget for this task supports additional CAC and Ad Hoc committee meetings, as described in the meetings schedule provided at the end of this work scope. Additional interviews or conversations with property owners or stakeholders may also be necessary; the budget supports some limited additional outreach.

B. Planning and analysis

Evaluation of blight.

ECO will update (as necessary to reflect a final boundary) its analysis of socio-demographic trends in the Area, including unemployment, household income, as well as real estate trends such as improvement-to-land-value ratios, vacancy rates, crime rates, and floor-to-area ratios and visual surveys. This will include an update to the property-specific findings of health and safety blight. Using these data, ECO will document blight findings within the final boundary.

Project identification and evaluation

An outcome of the workshop will be a conceptual visualization (or possibly two options) for the area's redevelopment that matches the vision developed through the workshop process. These visualizations, based on preliminary land use code and regulations review, and review of market data and economic viability, will help communicate to the community the power of a public-private partnership on the Isthmus area to transform Downtown Olympia into a more vibrant, urban community. Realizing that many projects would not pencil out through private resources alone, ECO will examine a range of financing tools that could help spur new development in Downtown Olympia, including State and Federal grants, Local Improvement Districts, Section 108 loans, New Market Tax Credits, EB5 foreign investments, sole-source Impact Fees, City revenue bonds, and various tax credits and abatements. While the numbers will be estimates, the team will also roughly forecast future tax revenues that could be generated through redevelopment of the Isthmus area.

Where appropriate, the Consultant will recommend changes to local land-use regulations to better facilitate the desired redevelopment in the Isthmus area. During this analysis, the Consultant will work with staff to confirm consistency with other City planning efforts, such as the updates of the City’s Comprehensive Plan and Shoreline Master Program.

C. Plan document

ECO will produce visually appealing draft and final versions of the CRP, and present them to the CAC, the CERC Committee, and Council as described in the meeting schedule at the end of this scope of work. The CRP will reflect the broad input received from stakeholders throughout the process, support the City’s vision for a more vibrant Downtown, and provide a clear path forward on Isthmus area properties for the next five years while meeting the requirements of the Revised Code of Washington as provided in 35.81.010(18).

D. Additional visualizations

The budget includes dollars for additional optional visualization in the Isthmus area or other sites. These visualizations may include site plans, photomorphs, massings, or other representations, and will be developed based on conversations between City staff, the CERC, and with Fregonese Associates as needed.

Budget

Task	Additional Budget Needed
1. Isthmus Workshop	
1A. Preparation	None. Covered in initial contract.
1B. Workshop	None. Covered in initial contract.
1C. Follow up	None. Covered in initial contract.
2. Community Renewal Plan	
2A. Outreach	\$15,000
2B. Planning and Analysis	\$15,000
2C. Plan document	\$10,000
2D. Additional Visualization (Optional)	\$10,000
Total	\$50,000

Schedule

Figure 1 provides an overview of key tasks and timeline. Figure 2 provides an overview of meetings and process, with a description of who will attend each meeting.

Figure 1. Overview of key tasks

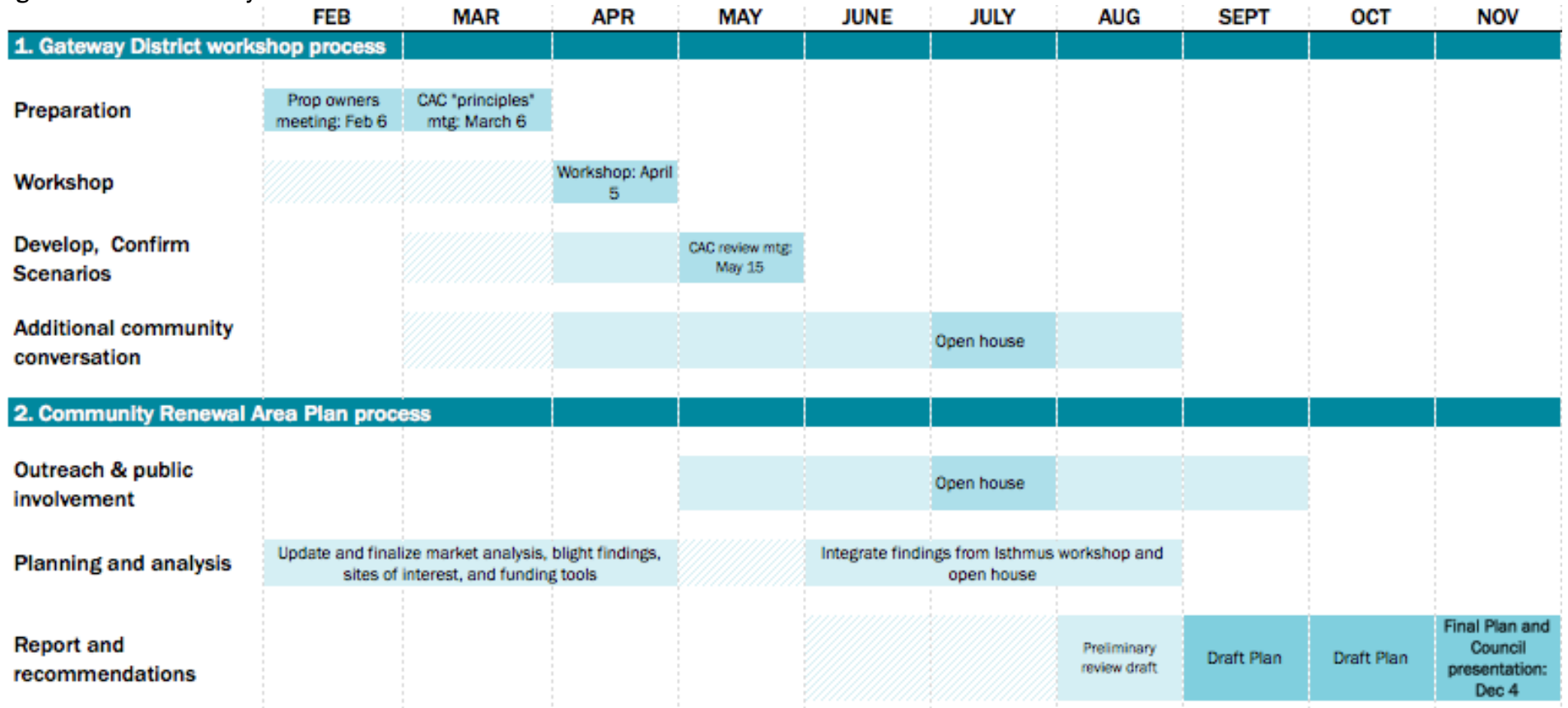


Figure 2. Meeting schedule

Event	Dates	Purpose	CC	Ad Hoc	CAC	Who attends		
						Staff	ECO	Fregonese
Property owners in Gateway	February 6, 2014	Discuss design workshop and interests in Gateway area						
Ad Hoc Committee	March 6, 2014	CRA process update and principles for Gateway area						
CAC mtg	March 6, 2014	CRA process update and principles for Gateway area						
Ad Hoc Committee	March 20, 2014	Finalize CRA process for Council Consideration						
CAC	April 5, 2014	Design workshop for Gateway area						
CAC	May 15, 2014	Fine tune scenarios for workshop						
OPEN HOUSE	Date TBD, in July	CRA and Gateway area						
Ad Hoc Committee	August 21, 2014	Discuss feedback from open house; show final scenarios; Consider initial draft of CRA plan; clarify development toolkit						
CAC	August 21, 2014	Discuss feedback from open house; show final scenarios; consider initial draft of CRA plan						
Ad Hoc Committee	October 16, 2014	Revised draft of CRA plan						
CAC	October 16, 2014	Revised draft of CRA plan						
Ad Hoc Committee	November 13, 2014	Review draft of CRA plan						
Ad Hoc Committee	December 4, 2013	finalize draft for Council consideration						
City Council	late Dec TBD	Final report draft						
City Council	Jan TBD	Final report presentation						

AGENDA

CAC Meeting

3/6/2014

TIME 6:30 – 9:00 PM

OLYMPIA CITY HALL

Desired outcomes: (1) Review details of plans for the April workshop and provide feedback for refinement. (2) Discuss principles for Isthmus area urban design to feed into workshop.

Attachment: Draft principles for Isthmus design

5 min	Agenda overview	Mayor Buxbaum
30 min	Update on conversations regarding Isthmus and expected process going forward Discussion questions: Concerns or issues with the approach? Recommendations for modification?	Keith Stahley/ Lorelei Juntunen
30 min	Overview of agenda and process envisioned for workshop Discussion questions: Suggestions for refinement for agenda? Other ideas that would make the workshop more successful?	John Fregonese
45 min	Discuss and prioritize principles (see attachment)	John Fregonese
5 min	Wrap up, next steps, reminder of coming dates	Mayor Buxbaum

Isthmus Planning Process – February 23, 2014

Why focus on the Isthmus?

Olympia’s downtown is the urban center for the entire region; residents and business owners would all benefit from a more active, vibrant downtown. However, the isthmus area, at a key entry point to the downtown, is widely recognized as “blighted,” with several condemned or obsolete buildings occupying key properties. Soil contamination, soils subject to liquefaction and rising seas only contribute to the blight. Re-development is stuck despite the area’s unparalleled views and access. The City has an interest in improving the isthmus. It has invested in open space and property there, and would like to work more directly with private property owners and the community to develop an action plan so that the isthmus can flourish.

What is community renewal, and how might it help the isthmus?

The Community Renewal Area law was created by the state specifically to give communities the tools that they need in order to help areas such as the Isthmus move forward. Washington law (RCW 35.81) allows cities to establish a Community Renewal Area through the designation of a certain geographic area that contains blight and the creation of a Community Renewal Plan for addressing blight in that area. Many Washington cities have used CRA to develop and implement redevelopment plans, including Vancouver, Shoreline, Everett, Bremerton, and Anacortes.

What area are you talking about?



What is the Objective of this process?

Create several development scenarios illustrating redevelopment options for the Isthmus, in cooperation with the Citizens Advisory Committee and property owners, through a collaborative design process. These scenarios may be used to help illustrate possible paths forward for the redevelopment of the Isthmus and could be used in future a future Community Renewal Area plan following additional public outreach and involvement.

What does the Comp Plan say about the area?

The existing and proposed Comprehensive Plan both designate the Isthmus as UW-H or Urban Waterfront Housing and UW or Urban Water Front and contemplate and encourage mixed use residential development on the Isthmus. The UW-H land use designation allows for one floor area ratio (FAR) of commercial development on these properties with any square footage beyond that required to be used for residential purposes. The UW zone allows for a mix of residential, commercial and office uses with no limitations on the commercial component of the project.

The Vision Statement from the Land Use Chapter of the proposed Comprehensive Plan includes:

People walk throughout downtown, shop at its small businesses, enjoy its artistic offerings and gather at its many fine restaurants and meeting places. The historic Capitol Way boulevard linking the waterfront and downtown to the Capitol Campus invites and attracts residents to enjoy the City's civic space. Plazas, expanded sidewalks, and art in public places have stimulated private investment in residential development, which, in turn, has greatly increased downtown's retail and commercial vitality.

Downtown will continue to be an attractive place to live, work and play. Future office, retail and residential development will bolster downtown's role as a regional center and home of state government, commerce, and industry.

The new Comp Plan envisions the Isthmus as a combination of mixed use residential and urban waterfront.

Some goals specific to the downtown from the proposed Comp Plan:

PL1.7 Enable frequent transit service, support housing, utilize existing infrastructure, provide public improvements and concentrate new major shopping, entertainment and office uses downtown, in the medical services area of Lilly Road, near the Capital Mall, and in the urban corridors.

PL12.3 Seek opportunities to create or enhance town squares framed by commercial or civic buildings, pocket parks, plazas and other small public or private spaces in downtown or other high-density areas.

PL14.2 High-density Neighborhoods concentrate housing into a number of designated sites: downtown Olympia; Pacific/Martin/Lilly Triangle; and West Capital Mall. Commercial uses directly serve high-density neighborhoods and allow people to meet their daily needs without traveling outside their neighborhood. High-density neighborhoods are primarily walk-dependent. At least one-quarter of the forecasted growth shall be in downtown Olympia.

PL17.3 Through aggressive marketing and height bonuses, encourage intensive downtown residential and commercial development (at least 15 units and 25 employees per acre) sufficient to support frequent transit service.

Zoning for the area (UW–H and UW) limits building heights to a maximum of 35 feet.

The Shoreline Master Program affects those properties within 200 feet of the shoreline and will limit heights on the shoreline of the Isthmus to 35 feet.

A CRA Plan must be consistent with these policies and regulations.

How will this work fit into a Downtown Master Plan?

Council has approved a Planning Project Work Plan for 2014, 2015 and 2016. This plan establishes an order for the major planning projects that the City Council has on its agenda for the next three years. The downtown master plan is included in that work plan for 2015 and 2016. The work done on the Community Renewal Area and the Isthmus Urban Design process will be used to inform that effort and may provide a model for how to engage the community in urban design questions.

What are some of the key Urban Design and Redevelopment Objectives?

1. Create a vibrant mixed use area combining housing, retail, office and park space that is a destination for the community.
2. Consider the needs of existing businesses so they can grow and prosper.
3. Consider the role of the City's newly acquired park property.
4. Create an extraordinary pedestrian environment, which could include public art, public gathering spaces, outdoor dining, street vendors, performance space, retail and restaurants.
5. Consider the role that a new library, arts center or other public facility might play as an anchor for redevelopment.
6. Enhance connectivity to and through the isthmus for all transportation modes.
7. Consider parking needed to support redevelopment.
8. Consider how to eliminate blight and stimulate reinvestment.
9. Consider the role of development along Water Street, and the relationship between this area, the adjoining fountain park, capital campus and the downtown core to the east.
10. Create a graceful transition along 5th Ave from the open space of Heritage Park to the Isthmus properties to the north.
11. Consider the impacts of redevelopment on views of the State Capitol Building, Budd Inlet and the Olympic Mountains from the Law Enforcement Memorial, 4th Ave bridge, Port Plaza and other key vantage points in and around downtown.
12. Create resiliency from sea level rise.
13. Consider the future of Percival Landing.
14. Consider the viability of redevelopment proposals from an economic perspective.

What existing plans and conditions should be considered?

- Comprehensive Plan – Existing and Proposed
- Market Conditions and data
- Sources of public funding and resources
- Shoreline Master Plan
- Percival Landing redevelopment
- Existing development regulations and zoning

What is the design process?

We want to create a plan that represents the community's vision for the area. Remember when the earthquake took out the 4th Avenue bridge in 2001? It was an extraordinary problem that created an extraordinary opportunity. Through a highly collaborative process, the community developed a shared vision for the re-design of bridge. That vision was translated into plans and ultimately into the beautiful structure that we know today as the Yashiro Friendship Bridge.

Bring your best ideas and your vision for the redevelopment of the isthmus to the table in a spirit of openness and sharing. We'd like you to help us imagine the possibilities, co-create the future, and share ideas. Let's continue the spirit of the Yoshiro Friendship Bridge and develop a plan for the isthmus that will result in something inspired by this community's vision for its future.

Step 1: Design workshop Pre-work (January/February)

A. Property owner meeting

This first meeting will convene Isthmus property owners to discuss the purpose and timing of the workshop, to understand their desires, and to encourage their productive engagement in the workshop. We will also discuss with them their expectations or concerns about Isthmus area redevelopment in general, and on their properties specifically.

B. CAC meeting: principles and process

To set the workshop conversation off with the right tone, we recommend a pre-meeting with the CAC, facilitated by Fregonese Associates to accomplish the following:

- Identify a set of principles for the Isthmus that all can agree to. These principles are likely to be basic and high-level statements "the Isthmus must be improved".
- Identify any areas of disagreement or strongly held opinions that will need to be reconciled through the process.
- Identify and get buy-in on a set of re-use options that can help to test areas of agreement

Fregonese will use instant polling software to allow the CAC to remain anonymous, if they choose, in their opinions about the area's future.

The outcomes of this meeting will significantly shape the agenda and focus of the Design Workshop (described in Step 2). With an understanding of likely areas of agreement and disagreement, we can design a workshop and associated visualizations that will best meet the needs of the group.

C. Ad Hoc Committee Meeting

We will check in with the Ad Hoc Committee following these two meetings to report findings from the property owner meeting and CAC meeting, and to review a preliminary agenda and process in advance of the design workshop.

Step 2: Design workshop and follow up

A. CAC Design Workshop

The Consultant and the City will host a workshop with CAC members (including key property owners) to address issues raised in previous CAC meetings. The workshop will focus on the Isthmus, and be organized as a half-day workshop, facilitated by Leila Aman or John Fregonese from Fregonese Associates. ECO will work with Fregonese Associates and City staff to design the details of the workshop, but in general, it will follow this format:

We recommend scheduling the workshop for late-February or early March to give ample time to recruit participants and develop workshop materials.

- ECO will present the work completed to date, including the market analysis for downtown Olympia. This is important context for understanding the challenges to redevelopment, but also the imperative for action for downtown.
- The purpose of the workshop will be to work toward agreement on potential uses, public improvements, and design characteristics for the Isthmus properties.
- Fregonese Associates effectively uses instant polling technology to anonymously “take the temperature” of participants, and would use this technology for this workshop to move participants toward consensus by providing value statements about area redevelopment and determining the degree of agreement with those statements.

Ideally, after the workshop, Fregonese Associates will design one or two (depending on the degree of agreement) conceptual diagrams.

B. Ad Hoc Committee Meeting

We will meet with the Ad Hoc Committee following the CAC meeting to debrief and determine an approach the third meeting.

Step 3: CAC meeting

The results will be presented at the third and final CAC meeting, along with ideas on how to implement them, to get feedback on how to incorporate the results into a CRA Plan, thoughts about next steps for additional community engagement and to describe and get feedback on lessons learned through the process.

What are the next steps?

Following the Urban Design Workshop the Community and Economic Revitalization Committee and City Council will determine next steps in this process. These steps will include broader public outreach and participation.

City of Olympia

City Hall
601 4th Avenue E.
Olympia, WA 98501
360-753-8447

Community & Economic Revitalization Committee

Community and Economic Revitalization Committee Revised Work Plan.

Agenda Date: 3/6/2014

Agenda Number: 4.C

File Number: 14-0194

File Type: decision

Version: 1

Status: In Committee

..Title

Community and Economic Revitalization Committee Revised Work Plan.

..Recommended Action

City Manager Recommendation:

Move to approve the revised Community and Economic Revitalization Committee Work Plan.

..Report

Issue:

Review and approve the revised work plan.

Staff Contact:

Keith Stahley, Director Community Planning and Development Director 360.753.8227

Presenter(s):

Keith Stahley, Director Community Planning and Development Director

Background and Analysis:

Various calendar conflicts have necessitated revisions to the work plan.

Options:

1. Adopt work plan as presented.
2. Review work plan and provide staff with direction to modify.

Financial Impact:

No financial impact.

COMMUNITY AND ECONOMIC REVITALIZATION COMMITTEE 2014 DRAFT WORK PLAN
(Last Updated 2/23/2014)

COMMUNITY AND ECONOMIC REVITALIZATION Committee Work Plan items:

1. **Martin Way Planning Process** - April, December
2. **Annual Annexation Report** - October*
3. **Annual review of changing market dynamics and Opportunity Sites.** October
4. **Develop relationships with property owners** in Opportunity Areas and other stakeholders to learn about their interests and short-term and long-term development goals. Future
5. **Convene a development roundtable.** March 20, May 22, September Event
6. **Consider the Comp Plan from an Economic Development Perspective** - review the Economy Chapter March*
7. **Consider the role of the CFP from an Economic Development Perspective and in moving the Opportunity Sites forward.** March 20, June 12*
8. **Meet with the Planning Commission on how to make use of the information about the 5 opportunity sites with their activities.** June
9. **Consider subarea/focus area planning efforts for the Kaiser/Harrison and Division/Harrison areas.** August
10. **Clarify the City's development toolkit.** September
11. **Work with the CAC to guide the development of the Community Renewal Process downtown.** January - June
 - a. **Community Economic Revitalization Committee Guiding Principles for Isthmus Planning**
 - b. **Isthmus Property Owners Meeting** -- February
 - c. **Citizens Advisory Committee Meeting** - March
 - d. **Urban Design Charrette** - April
 - e. **Design Charrette report out and next steps recommendation to City Council** - May
12. **Finalize the CRA Process, Public Involvement and Budget for presentation to City Council.** February 12, March 6, March 20, April 1st City Council
13. **Finalize the CRA Plan** August -- December
14. **Section 108 Loan Program Oversight** - Ongoing, as needed.
15. **Proactive Community Development Process** - Ongoing

*As these items relate to the implementation of the Investment Strategies: Opportunities Sites report.

Issue	Staff Responsible	Referred By	Status and Notes
Thursday January 30, 2014 4:30 to 5:30			
1. Consider Meeting Schedule and Work Plan	Keith Stahley	Community Economic Revitalization Committee	
2. Status Report and Update on CRA Process	Keith Stahley	Community Economic Revitalization Committee	
3. Consider Community Economic Revitalization Committee Name	Keith Stahley	Community Economic Revitalization Committee	
Thursday February 6, 2014 (Meet with Isthmus Property Owners - not a public meeting)			
1. Review Status of CRA	Lorelei Juntunen	City Council	
2. Consider Guiding Principles	Lorelei Juntunen	City Council	
3. Review Workshop Process	Lorelei Juntunen	City Council	
4. Commitment to Participate	Lorelei Juntunen	City Council	
Wednesday February 12, 2014 4:30 to 6:30			
1. Isthmus Charrette Process	Keith Stahley	Community Economic Revitalization Committee	Property owner feedback, guiding principles.
2. CRA Process	Keith Stahley	Community Economic Revitalization Committee	Consider CRA process required to finish plan.
Thursday March 6, 2014 4:30 to 6:00			
1. CRA Planning Process	Keith Stahley	Community Economic Revitalization Committee	Consider CRA process required to finish plan --
2. Isthmus Charrette Process	Keith Stahley	Community Economic Revitalization Committee	Review workshop approach with consultant team.
3. Consider Work Plan	Keith Stahley	Community Economic Revitalization Committee	Review revised dates.

Thursday March 6, 2014 (CAC Meeting 6:30 to 9:00 - Potential Community Economic Revitalization Committee Meeting)			
1. Review Status of CRA	Lorelei Juntunen	City Council	
2. Consider Guiding Principles	Lorelei Juntunen	City Council	
3. Review Workshop Process	Lorelei Juntunen	City Council	
4. Commitment to Participate	Lorelei Juntunen	City Council	
Monday, March 17, 2014 4:30 to 6:30			
1. Finalize CRA Process for City Council Consideration	Keith Stahley	Community Economic Revitalization Committee	Finalize the CRA Process, Public Involvement and Budget for presentation to City Council April 1st
2. Finalize Isthmus Charrette Process	Keith Stahley	Community Economic Revitalization Committee	Property owner feedback, guiding principles.
3. Consider the role of the CFP from an Economic Development Perspective and in moving the Opportunity Sites forward.	Keith Stahley	Community Economic Revitalization Committee	Scope discussion with the PC Finance Subcommittee for June.
4. Consider Econ. Dev. And Comp Plan	Keith Stahley	Community Economic Revitalization Committee	Review Economic Chapter of the Comp Plan. Scoping
Saturday April 5, 2014 9:00 to 12:00 (CAC/Property Owners Urban Design Workshop- Potential Community Economic Revitalization Committee Meeting)			
1. Conduct Urban Design Charrette	Lorelei Juntunen	City Council	
Monday April 21, 2014 4:30 - 6:00			
1. Debrief Urban Design Charrette	Keith Stahley	Community Economic Revitalization Committee	
2. Debrief City Council Meeting	Keith Stahley	Community Economic Revitalization Committee	

3. Martin Way Corridor Study Status Report	Cari Hornbein/Sophie Stimson	Community Economic Revitalization Committee	
4. Consider Role of the Opportunity Sites in CFP Process	Keith Stahley	Community Economic Revitalization Committee	Review the CFP in relationship to the six opportunity sites.
5. Consider next steps to implement opportunity sites and properties of interest	Keith Stahley	Community Economic Revitalization Committee	Consider convening property owners, developers, financiers in a roundtable discussion - coordinate with EDC.
Thursday May 1, 2014 6:30 - 9:00 CAC Design Scenario Review- Potential Community Economic Revitalization Committee Meeting			
1. Review Design Scenarios with the CAC	Lorelei Juntunen, John Fregonese	City Council	Provide feedback to the Community Economic Revitalization Committee on what worked and what should be incorporated into future plans.
2. Consider next steps in the CRA process	Keith Stahley	City Council	What is the role of the CAC in ongoing public engagement and outreach around the CRA Plan.
Thursday May 29, 2014 4:30 - 6:00			
1. Debrief CAC Meeting and consider next steps in the CRA process	Keith Stahley	Community Economic Revitalization Committee	How do we use the Isthmus design work. Do we move forward with public engagement towards finalization of the CRA Plan.
2. Continue to consider Developer Roundtable	Keith Stahley	Community Economic Revitalization Committee	Engage EDC
3. Proactive Approach to Community Development	Keith Stahley	Community Economic Revitalization Committee	Hear report on outcomes from CPD Lean Academy
Thursday June 12, 2014 6:30 - 9:00			
1. Planning Commission Finance Subcommittee/CRA Ad Hoc Joint Meeting	Keith Stahley	Community Economic Revitalization Committee	Joint Meeting PC Finance Subcom.

2. Consider Econ. Dev. and Comp Plan	Keith Stahley	Community Economic Revitalization Committee	Review Economic Chapter of the Comp Plan. Discuss with PC Fin. Sub.
Monday July 21, 2014 4:30 - 6:00			
1. Subarea/Focus Area Planning	Keith Stahley	Community Economic Revitalization Committee	Consider scope of focus area planning for Kaiser/Harrison or Division/Harrison. Budget implications.
2. Consider Role of the Opportunity Sites in CFP Process	Keith Stahley	Community Economic Revitalization Committee	Review the CFP in relationship to the six opportunity sites. Budget implications.
Thursday August 7, 2014 4:30 - 6:00			
1. Consider Draft of the CRA Plan	Lorelei Juntunen	Community Economic Revitalization Committee	Consider first draft of the CRA Plan
2. Clarify Development Tool Kit	Keith Stahley/Abe Farkas	Community Economic Revitalization Committee	Review Economic Development Tool Kit and consider additions, modifications and clarifications
Thursday September 4, 2014 6:00 - 9:00			
1. Developers Roundtable	Keith Stahley		Facilitated by the EDC
Thursday October 2, 2014 4:30 - 6:00			
1. Debrief Developers Roundtable	Keith Stahley/Michael Cade	Community Economic Revitalization Committee	
2. Annual Opportunity Site Review	Keith Stahley	Community Economic Revitalization Committee	Consider priorities for 2015.
3. Annexation Report	Todd Stamm	Community Economic Revitalization Committee	

4. Consider Draft of the CRA Plan	Lorelei Juntunen	Community Economic Revitalization Committee	
Thursday November 6, 2014 4:30 - 6:00 (Special meeting due to Thanksgiving)			
1. Review Draft of the CRA Plan	Lorelei Juntunen	Community Economic Revitalization Committee	
2.			
Thursday December 4, 2014 4:30 - 6:00 (Special meeting due to Christmas)			
1. Martin Way Planning Process	Cari Hornbein/Sophie Stimson	Community Economic Revitalization Committee	Status Report on the Martin Way Planning Work
2. Finalize Draft CRA Plan	Lorelei Juntunen	Community Economic Revitalization Committee	Review and approve draft of CRA Plan for consideration by City Council
3.			
Future Items Date TBD			
1. Develop relationships with property owners in Opportunity Areas and other stakeholders			Learn about their interests and short-term and long-term development goals.