



Meeting Agenda

City Council

City Hall
601 4th Avenue E
Olympia, WA 98501

Information: 360.753.8244

Tuesday, April 26, 2016

5:30 PM

Council Chambers

Study Session

1. ROLL CALL

2. BUSINESS ITEM

2.A [16-0511](#) Briefing on the Downtown Strategy

Attachments: [Character Areas map](#)
[Draft Guiding Framework Chart](#)
[Draft Street Investment map](#)
[Step 2 Report](#)
[Additional Outreach](#)
[Public Participation Timeline](#)

3. ADJOURNMENT

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City Council

Briefing on the Downtown Strategy

Agenda Date: 4/26/2016
Agenda Item Number: 2.A
File Number: 16-0511

Type: study session **Version:** 1 **Status:** Study Session

Title

Briefing on the Downtown Strategy

Recommended Action

Committee Recommendation:

Not referred to a committee.

City Manager Recommendation:

Receive the briefing and provide staff feedback.

Report

Issue:

Whether to review and discuss the draft guiding framework for the Downtown Strategy. This framework summarizes priorities that have evolved out of the public process and technical analysis thus far.

Staff Contact:

Amy Buckler, Senior Planner, Community Planning & Development, (360) 570-5847,
abuckler@ci.olympia.wa.us

Presenter(s):

Amy Buckler, Senior Planner
John Owen, MAKERS Architecture and Urban Design, consultant for the Downtown Strategy
Keith Stahley, Director, CP&D

Background and Analysis:

Last fall, the City kicked off the public process to form a Downtown Strategy, and hired MAKERS Architecture and Urban Design as consultants. The Downtown Strategy aims to forward our community's vision for downtown. It will establish priority actions for the next 5-6 years; illustrate desired design elements and future conditions; and guide City budgets, work plans and partnerships.

We have just completed step 2 of the process (**attachment: Step 2 Report**), and a framework to guide future steps has taken shape (**attachments: Character Areas and Guiding Framework**). The guiding framework reflects priorities that have evolved out of the public process and technical analysis thus far. It communicates what tasks are yet to be completed in 2016 and some potential

actions for future years that have arisen from the process. The character areas have been well vetted with the community and provide a picture of the unique function and character people would like to see created or enhanced in various areas of downtown - a backdrop that will help us be more objective in our approach to implementation.

Development of the guiding framework marks a major milestone in the process, as we have begun to transition from identifying strategic priorities to identifying specific implementation steps. The Study Session is an opportunity to review our progress and next steps before the process moves further along.

Most of the changes that will occur in downtown over the next 6 years will happen through private sector investment. In terms of implementation, the City's role will include: making strategic investments to enhance streets and sidewalks; ensuring our development and design standards align with community vision and are clear and realistic; forming partnerships and/or programmatic actions, development or business incentives needed in order to help achieve goals.

In accordance with the scope and timeline for the Downtown Strategy, some of the work to form implementation steps has already begun. In particular, the MAKERS team has met with Public Works transportation team and the Stakeholder Work Group to analyze the existing downtown transportation network and identify potential public investment options to enhance streets and sidewalks in downtown. Although more work is still needed to narrow down priority steps and investments for the next six years, a draft street investment map is **attached** which reflects our progress.

Next steps following the study session include:

- **April 28 - Business and Development Forum.** Hosted in conjunction with the Economic Development Council, about 40 members of the business and development community have been invited to participate in a roundtable discussion that will help to inform implementation steps (6 p.m., City Hall - open to the public, however there will not be opportunity for public comment)
- **May** - Release of the Downtown Market Analysis, and feasibility analysis of various development types begins
- **May 10 - City Council Briefing.** Any needed clarification based on the study session will be provided
- **May 23 - Urban Design Discussion.** Public meeting to present and discuss building, site and street design concepts (6 p.m., The Olympia Center)
- **June 6 - Workshop #3.** Public meeting to present 3D viewshed analysis and other elements of the strategy
- **Summer 2016** - Public outreach will slow down in order to provide staff and consultants time to concentrate on analysis and preparation of a draft strategy
- **Fall 2016** - Public Open House to present the draft strategy; review and recommendation by Planning Commission, leading to final adoption by City Council

Neighborhood/Community Interests:

There has been extensive public engagement as part of the Downtown Strategy. A Step 2 Summary Report is **attached**, which details the results of Workshop #2 (February 20) and subsequent online

survey. A list of 36 additional presentations or meetings with community groups within the first half of 2016 is attached (**attachment: Outreach Meetings**).

Learn more about the Downtown Strategy at olympiawa.gov/DTS
<<http://olympiawa.gov/community/downtown-olympia/downtown-strategy.aspx>>

Options:

- 1. Receive the briefing and provide feedback.**
- 2. Do**

Following a brief overview from staff and the consultant team is an opportunity for the Council to have discussion and ask any questions about the progress of the Downtown Strategy.

Financial Impact:

Briefing is included in the City's \$250,000 budget for formation of a Downtown Strategy. There will be additional costs for implementation steps that emerge.

Attachments:

- 1. Guiding Framework chart**
- 2. Character Area Map**
- 3. Draft Street Investment Map**
- 4. Step 2 Summary Report**
- 5. Additional Outreach**
- 6. Public Participation Timeline**

CHARACTER AREAS

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.

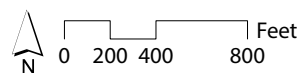
- 
ARTISAN/TECH
 Encourage an eclectic mix of commercial activities and residences to support a creative neighborhood.

- 
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

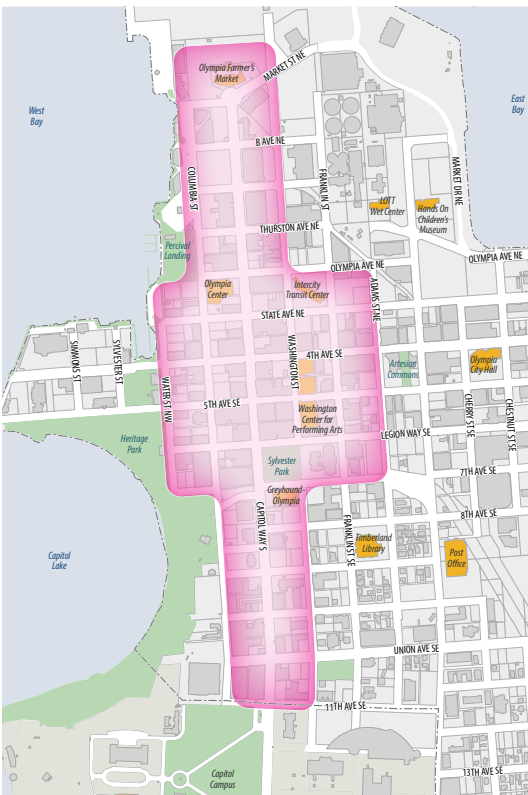
-  Downtown planning area
-  City and State parks
-  State Capitol Campus
-  Attractions or landmarks





WATERFRONT

Improve upon existing attractions to create a vibrant, attractive, family friendly destination, with emphasis on the surrounding natural environment and many landmark views. Maintain vibrant and visible gathering places for public activity and events; increase waterfront recreation opportunities; and create inviting pedestrian connections to the historic shopping district, marinas, Farmers Market, Hands on Children's Museum, LOTT Wet Center, and Capitol Campus.



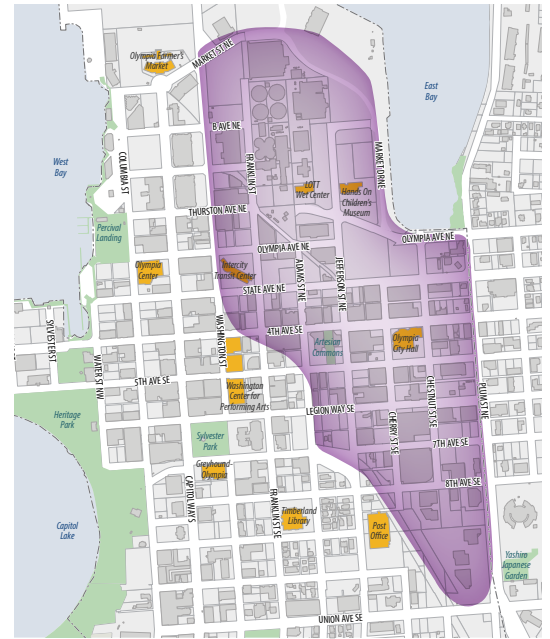
CAPITOL TO MARKET

Improve upon existing attractions to create more pedestrian-oriented streetscapes with a blend of retail, entertainment, mixed-income residential, and hospitality that draws people between the Capitol Campus, downtown historic core, and the Farmers Market. A vibrant retail environment provides an exciting shopping destination while also meeting day-to-day residential needs. A more active atmosphere, redevelopment of blighted or underused sites, good design and continued clean and safe efforts by the City and other partners generate a feeling of safety in this area.

This area may have strategies specific to three distinct subareas: the Market/Peninsula, Core, and Capitol Way South.

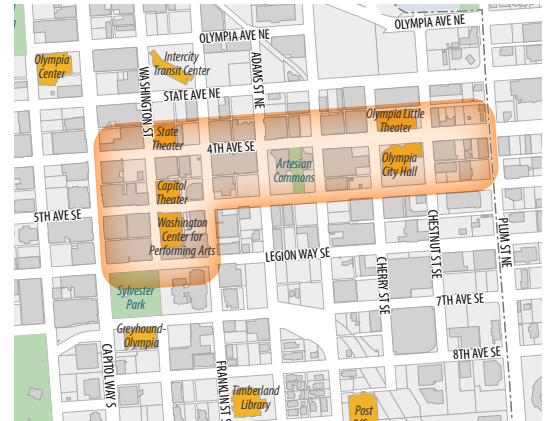
ARTISAN/TECH

Improve upon Port and LOTT activities and existing warehouses to create a mixed-use, artisan, culinary arts, and tech hub that includes affordable commercial space, housing (especially for artists), studio/workshop, gallery, live/work, and retail space. Encourage the reuse of industrial buildings and diverse, eclectic, energy- and water-efficient architecture. Ensure that visitors of all ages feel safe and comfortable arriving by bus, foot, bike, or car to participate in exciting education and recreation opportunities. Spur mixed-income residential development to support car-free lifestyles near the Transit Center. A more active atmosphere, redevelopment of blighted or underused sites, good design and continued clean and safe efforts by the City and other partners generate a feeling of safety in this area.



ENTERTAINMENT

Enhance its quality as a regional theatre and entertainment district with excellent dining and night life that coexists with neighboring residential and commercial uses. Support streetscape improvements and retail, entertainment and dining options along 4th and State Avenues to draw pedestrians from the historic core east toward Plum Street. A more active atmosphere, redevelopment of blighted or underused sites, good design and continued clean and safe efforts by the City and other partners generate a feeling of safety in this area.



SOUTHEAST DOWNTOWN NEIGHBORHOOD

Establish a family-friendly, residential neighborhood anchored by the Timberland Library and served by some offices, small-scale retail, cafes, and services. Encourage a range of housing (e.g., historic single family homes, apartments, condos, and townhomes) and energy- and water-efficient buildings as well as other examples of "green innovations." This area has gardens, children-oriented parks, and great pedestrian connectivity to the State Capitol Campus and other areas of downtown. Redevelopment of underused sites, good design and continued clean and safe efforts by the City and other partners generate a feeling of safety in this area.





DRAFT GUIDING FRAMEWORK CHART

Guiding Concept: Connecting Places & Spaces

- Reduce development uncertainties
- Encourage private investment
- Enhance public spaces
- Preserve unique qualities

ELEMENT	STRATEGIC GOALS/PRIORITIES	TASKS FOR 2016	NOTES
LAND USE	<ul style="list-style-type: none"> • Implement several goals of the Sustainable Development Plan for the Thurston Region by creating a compact, vibrant urban center that serves the region • Integrate housing, employment, shopping and entertainment in a compact way to increase activity and promote walking, biking and transit 	Define “Character Areas” within downtown and take steps to enhance their individual identity, special activities, and cohesiveness	See <i>Character Area map</i> and definitions. Steps relate to various elements described herein, including updates to design & development standards, tools/incentives, and strategic public investments.
		Develop historic preservation strategy	The consultant team will propose some adaptive use measures based on the April 12 Heritage Commission meeting.
		Develop an adaptive reuse strategy	The consultant team will propose some adaptive use measures.
	OPTIONS – POTENTIAL ACTIONS FOR 2017-2021		
	Adopt a land-use, circulation, design and environmental enhancement plan for the isthmus.		
	<i>More potential actions may be proposed</i>		



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 	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.
	<ul style="list-style-type: none"> Promote high quality architecture and an attractive, pedestrian-oriented environment 	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.
	<ul style="list-style-type: none"> Enhance downtown’s unique character historic fabric, art and landscaping 	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"> 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 	OPTIONS – POTENTIAL ACTIONS FOR 2017-2021	
	<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...) 	Complete and adopt street design and building, site design guidelines	2017
	<ul style="list-style-type: none"> Focus on both new development and rehabilitation of existing structures 	Continue to improve wayfinding	
	<ul style="list-style-type: none"> Protect key views to enhance sense of place, beauty, and connections to the natural and historic landscape <i>See also - public space element</i> 	<i>More potential actions may be proposed</i>	



DRAFT GUIDING FRAMEWORK CHART

ELEMENT	STRATEGIC GOALS/PRIORITIES	TASKS FOR 2016	NOTES
PUBLIC SPACES (STREETS, SIDEWALKS, AND PATHWAYS)	<ul style="list-style-type: none"> • Communicate the relationship of downtown to the regional transportation network • Offer multiple transportation options to help reduce car trips and traffic congestion; improve air quality; and support compact growth • Focus especially on creating a more pedestrian-friendly environment as this is the primary mode serving visitors from throughout the region (once they park*) 	Identify a complete network circulation strategy, including:	See <i>Draft Major Investments Streets</i> map. This was developed by the team and reviewed by the Stakeholder Work Group. A necessary first step before street design of starred proposals will be to conduct a transportation analysis to determine the impacts of proposed improvements. Other projects, (not starred) could be initiated earlier. Significant street improvements with traffic impacts generally take longer than 6 years design, fund and construct.
	<ul style="list-style-type: none"> • Balance the pedestrian-oriented environment with downtown’s function as an east/west connection for vehicles 	Complete conceptual designs to transform 5 street segments in the Core that are scheduled for repaving over the next 5 years. Incorporate key elements of the Greening Capitol Way Plan	See <i>Draft Major Investments Streets</i> map. A proposed order of improvements and capital improvement strategy will be included as part of the DTS. Further discussions and analysis by Public Works will be necessary for full implementation.
	<ul style="list-style-type: none"> • Consider continuing needs for truck routes and loading zones 	Make recommendations to the capital improvement plan	June-August timeframe
	<ul style="list-style-type: none"> • Improve pedestrian connections from the IT transit center to key locations, with special focus on ADA accessibility 	Outline preliminary recommendations for an update to the EDDS	See “Design” element
	<ul style="list-style-type: none"> • Identify short-term opportunities that will create positive impact, and also strategize toward longer-term opportunities (i.e., a family-friendly bicycle route going north/south through downtown and along the 	OPTIONS – POTENTIAL ACTIONS FOR 2017-2021	
		Transform 5 street segments in the downtown core that have been scheduled for repaving on: Capitol Way, Legion, Jefferson, Washington and Franklin.	A proposed order of improvements and a capital improvement strategy will be included as part of the DTS



DRAFT GUIDING FRAMEWORK CHART

<p>water)</p> <p>* see "Other element re: upcoming parking strategy)</p>	<p>Using the recently updated traffic model from TRPC, conduct a traffic analysis to analyze impacts and mitigation for recommended options</p>	<p>See stars on <i>Draft Major Investments Streets</i> map for options that would need to be included as part of a traffic analysis. An additional option that could be included as part of the analysis would be changing 4th and/or State from one-way two-way streets.</p>
	<p>Update the entrance sign at the corner of Plum Street & Union Avenue</p>	
	<p>Work with the State to make connections to the Campus and identify an entrance/viewpoint towards downtown on Capitol Way near the Capitol Campus.</p>	<p>Also consider the visual and physical connectivity between the Campus and Downtown in the Capitol Way improvements design.</p>
	<p>Update the City's Bicycle Master Plan. Identify routes to and through downtown.</p>	
	<p>Identify most important actions and means of implementation to keep improving the waterfront area, including Percival Landing Phases 2 & 3 renovations, and street/streetscape connections to the water from the Market and Capitol Way. Address sea level rise adaptation measures to be outlined in upcoming management plan.</p>	
	<p>Focus on steps to complete the Olympia Waterfront Route.</p>	<p>This trail is identified in the Regional Trails Plan, and most of the needed right of way is now owned by the public sector.</p>
	<p>Identify a historical/cultural trail that links to the Olympia Waterfront Route.</p>	<p>Interim measures might include interpretive displays and artwork, but a general plan of access and enhancement measures should be developed first.</p>
	<p><i>More potential actions may be proposed</i></p>	



DRAFT GUIDING FRAMEWORK CHART

ELEMENT	STRATEGIC GOALS/PRIORITIES	TASKS FOR 2016	NOTES
ECONOMIC & COMMUNITY DEVELOPMENT (incl. RETAIL)	<ul style="list-style-type: none"> The overall Downtown Strategy aims to increase downtown’s status as a regional destination and place for investment, as well as a unique regional destination for shopping, dining, entertainment, cultural activity and recreation Improve downtown’s image by addressing parking and safety concerns Connect existing assets and investments Through redevelopment toward a concentration of complimentary activities, compel visitors to spend more time in downtown when they are visiting major destinations, such as the Capitol Campus, Hands on Children’s Museum, Market, etc. Enhance and promote local, historical and recreational tourism opportunities Support small business retention and expansion by promoting and connecting them to resources Capture demand for Class A office space through enhancements in appearance and amenities and by addressing parking and safety concerns Attract workers by building on retail and entertainment activities in the core and 	<p>Complete a Downtown Market Analysis to identify downtown’s relationship to the regional economy, development opportunities, businesses and occupations that are most feasible in downtown. Incorporate this information, along with the EDC’s 2015 survey of downtown businesses, into recommendations.</p>	<p>Market Analysis Report will be released in May</p>
		<p>Complete proformas (economic feasibility analysis) for three types of desired developments in order to help identify cost barriers and best tools to advance them</p>	<p>May-June timeframe</p>
		<p>Identify tools to facilitate adaptive reuse or rehabilitation of existing buildings (address cost barriers). One focus should be on converting existing Class B office into housing or retail space.</p>	<p>June-August timeframe</p>
		<p>Outline steps needed to align development standards, incentives and other tools with the guiding framework. Address barriers such as contamination, include recommendations for SEPA exemptions, ...</p>	<p>June-August timeframe</p>
		<p>Identify specific steps to align economic development priorities regarding business recruitment and expansion with the DTS</p>	<p>June-August timeframe</p>
		<p>Coordinate the DTS with the CRA Water Street Redevelopment project</p>	<p>ongoing</p>



DRAFT GUIDING FRAMEWORK CHART

<p>partnering with Evergreen and others to leverage college opportunities</p> <ul style="list-style-type: none"> • Capture regional growth in sectors identified within the <i>Downtown Market Analysis</i> as strong for downtown, and in the growing downtown residential population • Increase opportunities for businesses to capture more foot traffic with overall enhancements to create a clean, comfortable and attractive environment • Create/ maintain affordable space for small, entrepreneurial businesses • Strategize to provide convenient, available parking for shoppers and other downtown visitors • Address negative perceptions regarding parking and security • Structure development standards, incentives and other tools to facilitate: <ul style="list-style-type: none"> ○ private investment; ○ residential and commercial development; ○ redevelopment of vacant or underused or warehouse properties; ○ energy efficiency and other 'green building' methods ○ Clear standards and efficient permitting process 		Communicate with Port of Olympia to share information about the DTS and promote alignment with development of Port's East Bay parcels	ongoing
		Work with the State to identify collaborative efforts to provide commercial services to government workers and officials	
	OPTIONS – POTENTIAL ACTIONS FOR 2017-2021		
		Partner with relevant organizations to lead formation of a coordinated marketing strategy for downtown that will promote a positive identify, tourism and other investment	
		Enhance and promote an entertainment district for eating/drinking, music, theater, and visual arts. Should have a special focus on safety and integration with surrounding uses.	
		Encourage Thurston County to select Downtown location for office and court functions	
		Partner with Economic Development Council (EDC) and others to promote business assistance and workforce training programs to existing or prospective downtown businesses	Many tools are available through the EDC and other partners, but we hear from businesses that they are not aware of these tools
		Along with partners, identify specific actions to enhance waterfront recreation opportunities.	Online survey #2 results identified priorities to: <ul style="list-style-type: none"> • Establish more viewpoints/seating areas • Non-motorized craft launch points • Additional restaurants • Space for outdoor concerts



DRAFT GUIDING FRAMEWORK CHART

		Align business recruitment efforts with specific needs identified in the Market Analysis: full service hotel; drug store; another supermarket	
		Engage the Evergreen State College, SPSCC, State of WA, Providence Health Services and others & identify ways to encourage their activities in the downtown.	
		Adopt a Community Renewal Area	What year? 2016?
		<i>More potential actions may be proposed</i>	

ELEMENT	STRATEGIC GOALS/PRIORITIES	TASKS FOR 2016	NOTES
HOUSING	<ul style="list-style-type: none"> Accommodate 25% of Olympia’s population growth (approximately 5,000 residents) within downtown over 20 years Provide a mix of urban housing options to fit a range of incomes and lifestyles Increase the ratio of market-rate housing in the short term. In the long-term provide a more balanced ratio of market rate and subsidized options Encourage adaptive reuse of non-residential buildings to provide low to moderate income options Retain existing subsidized and low-income housing stock 	Establish a baseline of data to characterize the current balance of housing options in downtown	Completed
		Identify a scope for the development of a housing strategy that includes: housing objectives, targets, metrics, and demographics. Also, the strategy should identify measures to encourage residential development and reach targets.	Include recommendations based on discussions and a feasibility analysis of different development types in 2016 May – August timeframe
		Study the feasibility of providing commercial and support services to make complete neighborhoods, especially in the SE Neighborhood on or near Union.	May – August timeframe
		OPTIONS – POTENTIAL ACTIONS FOR 2017-2021	



DRAFT GUIDING FRAMEWORK CHART

<ul style="list-style-type: none"> • Enable downtown residents to meet their day-to-day retail/service needs within a ¼ mile of home • Establish neighborhoods with services and a range of housing options. Require developments to be sensitive to the scale and character of existing neighborhoods and most housing to be “ground related” • Retain residential in the mixed-use core 	<p>Better define housing objectives, targets, metrics, and demographics. Identify strategies to encourage residential development and reach targets</p>	
	<p><i>More potential actions may be proposed</i></p>	

ELEMENT	STRATEGIC GOALS/PRIORITIES	TASKS FOR 2016	NOTES
SOCIAL SERVICES	<ul style="list-style-type: none"> • Work in coordination with regional partners 	Met with Social Service providers in February, and will host a second meeting in Q3 to present and refine specific recommendations	June-August timeframe
	<ul style="list-style-type: none"> • Sustain a coordinated network of shelter, subsidized housing and social services 	Explore options for locating public restrooms in downtown	CP&D Task separate from MAKERS work- Currently in discussion by Council’s General Government Committee
	<ul style="list-style-type: none"> • Expand inter-jurisdictional commitment to essential funding and policy environment • Encourage a more integrated definition of success to include 	Support location of Providence Community Care Center in downtown that will provide continuum of care needs addressing mental health issues	CP&D Task separate from MAKERS work- Providence is exploring a temporary downtown location planned to open in summer 2016



DRAFT GUIDING FRAMEWORK CHART

<p>humanitarian, business and residential goals for downtown</p> <ul style="list-style-type: none"> • Prevent displacement of existing social services in downtown • Improve access to social service facilities by working with transit agencies and improving sidewalks and intersections on routes to service providers 	<p>Review, summarize and synthesis the existing data and reports relevant to homelessness in our community; design an instrument and approach to help us document the number and characteristics of the homeless population that lives in an around Olympia’s downtown;</p>	<p>CP&D Task separate from MAKERS work</p>
	<p>Develop a scope of work for a planning process that would lead toward a more coordinated response to homelessness and its impacts, particularly in our downtown</p>	<p>CP&D Task separate from MAKERS work</p>
	<p>OPTIONS – POTENTIAL ACTIONS FOR 2017-2021</p>	
	<p>Advance the regional effort to develop a coordinated homeless strategy. Target is the development of a strategic action plan directed toward expanding housing and shelter opportunities as well as addressing the impacts of homelessness [and street dependency] in our downtown. The action plan would address how regional partners coordinate, communicate and use resources to include clear responsibilities, partners, timeframes and regular and ongoing reporting</p>	<p>To be successful this effort would require broad partnership between the City of Olympia, County, other cities, not for profits, businesses and faith-based organizations.</p>
	<p>Initiate a communication strategy involving social service advocates, developers, and public officials to address misconceptions and stigma associated with social service needs and providers</p>	<p>Consultants will refine recommendation through 2nd meeting with social service providers</p>
	<p><i>More potential actions may be proposed</i></p>	



DRAFT GUIDING FRAMEWORK CHART

ELEMENT	STRATEGIC GOALS/PRIORITIES	TASKS FOR 2016	NOTES	
OTHER	<ul style="list-style-type: none"> • Leverage resources through partnerships and a coordinated approach • Enhance security downtown by adding ambassadors and police activities, improving lighting, addressing civility concerns and other means. • Provide predictable, available parking solutions allow users to quickly navigate to a convenient space; provides opportunity for existing surface parking lots to redevelop into a higher and better use; and can evolve with rapidly changing market conditions • Protect downtown from sea level rise through steps identified in a long-term management plan to include assessment of risk, a progression of adaptation and response actions, partnerships and funding structure • Address perception vs. reality 	Develop a Parking Strategy that is aligned with the DTS MAKERS helped develop the scope.	RFQ for a parking strategy consultant goes out @ May - See May 3 City Council packet for parking strategy scope of work.	
		Work with PBI and ODA to develop clean and safe priorities for future years	Host a possible joint meeting in the Fall	
		Incorporate proposed actions related to downtown from the draft Action Plan into prioritization process for 6-year implementation strategy	(e.g., Fund nighttime walking patrol year-round)	
		Explore and adopt increased requirements for floodproofing in downtown (interim step to address flood risk associated with sea level rise)	CP&D Task separate from MAKERS work- Briefing for Land Use & Environment Committee on April 21	
		Continue ongoing Downtown Project steps (Alley Lighting Phase 2, etc.)	CP&D Task separate from MAKERS work	
		Explore options for public restrooms downtown	CP&D Task separate from MAKERS work	
		Initiate and assess shared trash compactor pilot project	PW Task separate from MAKERS work	
		<p style="text-align: center;">OPTIONS – POTENTIAL ACTIONS FOR 2017-2021</p>		
		Form a comprehensive management plan to address sea level rise	2017	
		<i>More potential actions may be proposed</i>		

TRANSPORTATION



OLYMPIA DOWNTOWN STRATEGY

DRAFT Major Investments Streets



THROUGHWAYS

-  Capitol Way - Market
-  Capitol Way - Core
-  Capitol Way - South
-  4th Ave - Entertainment
-  4th Ave - West
-  Union Ave






N-S BICYCLE ROUTE


-  Washington/Franklin
-  Cherry/Chestnut

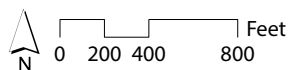
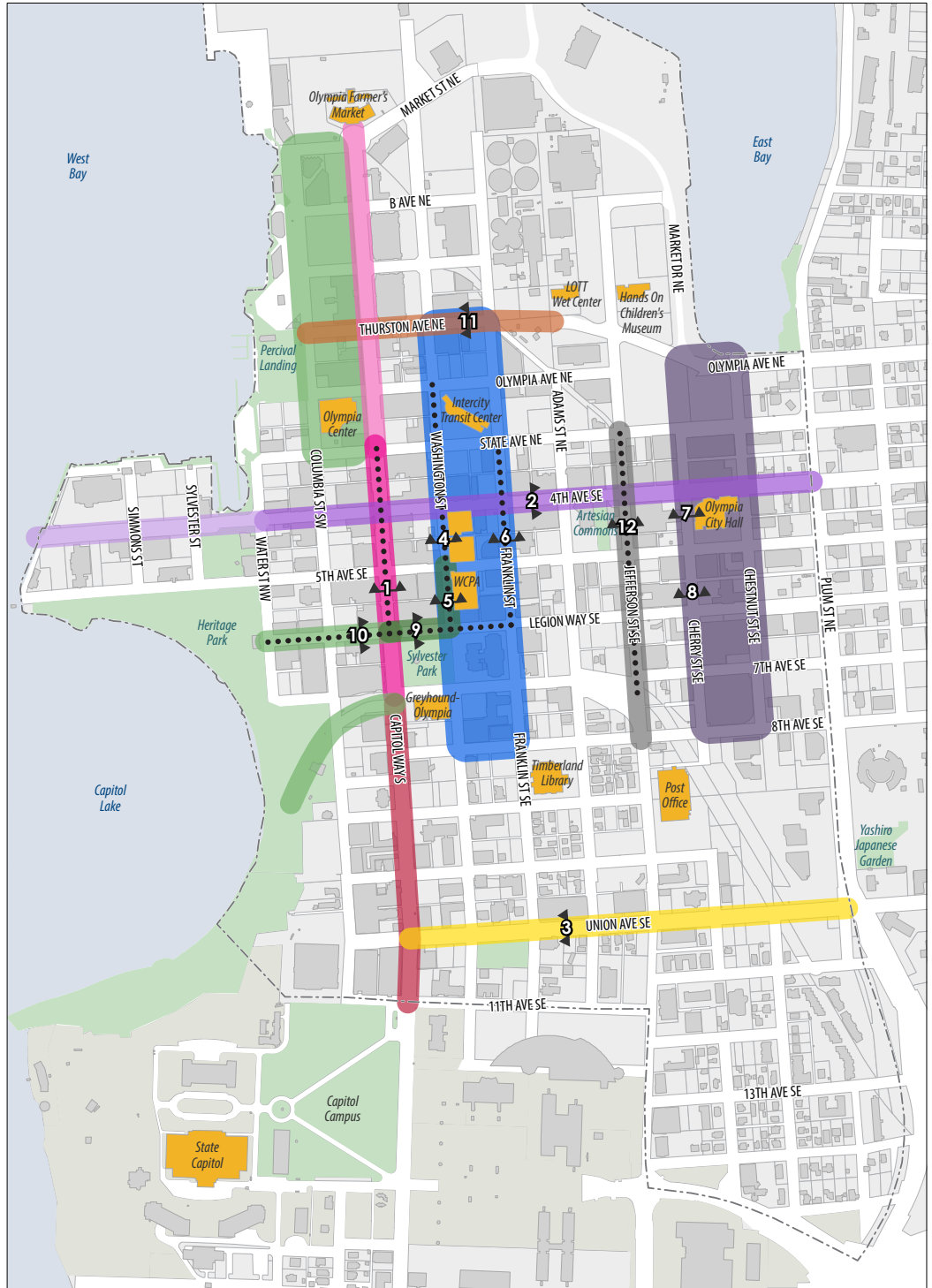
NORTH END E-W

-  Capitol Way to West Bay
-  Thurston Ave

OTHER

-  Washington and Legion festival streets
-  Capitol Way to Lake
-  Jefferson St
-  Repaving projects
-  Street cross section cuts

 *Traffic analysis required. (Note that 4th/State decoupling traffic analysis would require especially significant study.)*



Step 2 Summary

OLYMPIA DOWNTOWN STRATEGY

Step 2 involved developing and analyzing alternative land use and urban design scenarios, parking study scoping, and related public engagement activities. Specific events and tasks are outlined below.

MAJOR EFFORTS

Land use and urban design alternatives to Guiding Framework

Step 2's major effort was to develop and analyze alternative scenarios for downtown's land use and urban design. The team developed the scenarios in an iterative process based on background information and public engagement efforts from Step 1 and through Technical Team and Stakeholder Work Group meetings (December, January, and February). The scenarios explored different goals and characters for downtown. See Workshop 2 results on page 12 for more detail.

The scenarios were presented at Workshop 2 (February) for feedback and prioritization of the many ideas proposed. Online Survey 2 asked for more detail on specific proposals to further refine strategies. Evaluation of these scenarios, along with public feedback, led to the draft Guiding Framework (Appendix C). The Guiding Framework will continue to evolve during Step 3 and will be the basis for the Downtown Strategy.

Parking study scope

The team developed a draft scope of work for an upcoming parking study. (The final draft will be presented to Council on May 3.)

Preliminary economics analysis

Greg Easton presented preliminary findings at the January 6 Stakeholder Work Group. See summary on page 2.

Preliminary streets design

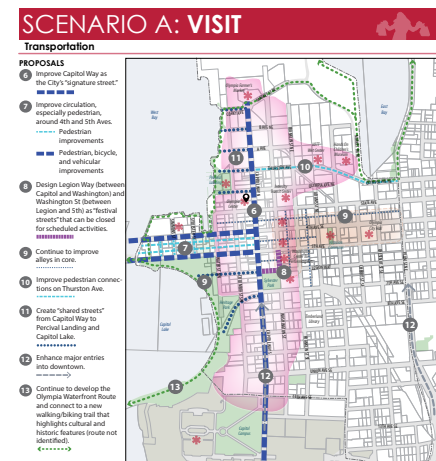
The team met with Transportation staff and bicycle advocates to understand the existing context and current proposals and recorded these thoughts in the form of a "modal priorities map." The team also visited and analyzed select streets to begin developing strategies and conceptual designs. These efforts are continuing in Step 3.



The Stakeholder Work Group developed the live, work, and visit themes and framework for the alternative scenarios.

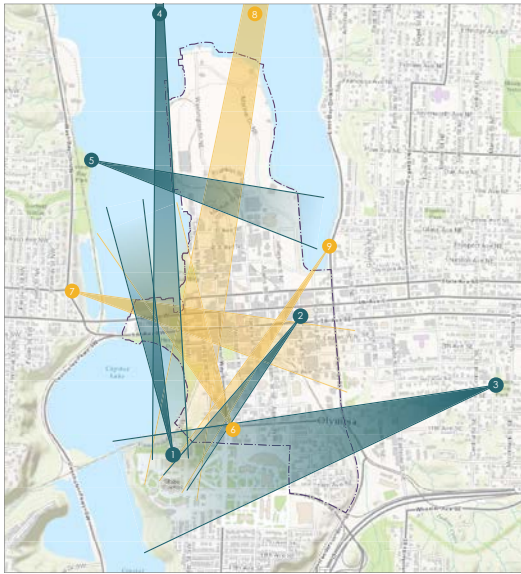


The Technical Team refined the scenarios.



Staff and consultants further refined the scenarios for feedback at Workshop 2.

DRAFT VIEW CORRIDORS MAP



POTENTIAL VIEWS FOR ANALYSIS

- | | |
|---|--|
| 1 Capitol Campus Promontory to Budd Inlet | 4 Capitol Way & Union to Olympic Mountains |
| 2 Cherry St to Capitol Dome | 7 Park of the Seven Oars to Mt Rainier |
| 3 Madison Scenic Park to Capitol Dome/Black Hills | 8 Priest Point Park to Capitol Dome |
| 6 Puget Sound Navigation Channel to Capitol Dome | 9 East Bay Dr Lookout to Capitol Dome |
| 5 West Bay Park Lookout to Mt Rainier | |

Teal view corridors have been selected for analysis.

Preliminary viewshed analysis

On March 3, the team received the green light from Council's Land Use and Environment Committee to begin analysis on five specific viewsheds. The team has also been receiving and responding to additional views suggested by community members, reviewing current development standards to understand potential building envelopes, and developing the 3D digital model for selected viewpoints. Identification of five more viewsheds and further analysis will continue in Step 3.

PUBLIC ENGAGEMENT AND PRESENTATION SUMMARIES

The team engaged the public through a variety of means and included targeted meetings to delve into specific topic areas. Presentation summaries and results of these meetings are as follows:

December 2 Stakeholder Work Group

MAKERS worked with the group to develop the themes and framework for land use and urban design alternative scenarios.

December 11 Technical Team

The team presented the ideas from the Stakeholder Work Group and, with staff expertise, developed them into more fleshed out scenarios with specific land use, urban design, and transportation proposals.

January 6 Stakeholder Work Group

Kyle Wiese, EDC, presented Downtown Business Survey highlights, including the trend that downtown businesses are growing and that vagrancy/sense of safety and parking are seen as major issues. Greg Easton, Property Counselors, presented preliminary business and market analysis findings, including:

- Retail opportunities include building on strength in "lifestyle" sectors, capturing share of expected regional growth, and growing downtown population and attractiveness/ uniqueness of downtown to increase sales,
- Office opportunities include strong long-term growth projected in private office-using employment, downtown is the premier regional location for office, vacant space is an amenity in its ability to offer affordable space for startup business, downtown will be more attractive with physical and commercial improvements, and
- Industrial opportunities include affordable buildings for industrial uses, many industrial businesses have modest space needs (available in downtown), targeted businesses include brewing/distilling, environmental products and services, information technology, and arts.

Following the economic presentations, the group gave feedback

on the refined and evolving scenarios, suggesting ways to make them more user-friendly.

January 6 historic preservation and design review

City staff and the MAKERS team met to discuss major challenges and goals to improve design review and historic preservation. The following themes arose during the meeting and are likely to be addressed in the Downtown Strategy:

- Historic preservation and economic development should be balanced, so feasibility thresholds should be analyzed,
- Design guidelines for the historic district and downtown in general are lacking,
- Adaptive re-use incentives should be explored,
- Design topics are currently disorganized throughout code, and
- The historic district boundary may need adjustments.

Other themes raised, but outside of the scope for 2016, included:

- The joint review process needs improvements,
- The trigger for projects to receive Design Review Board review rather than administrative review should be explored, and
- Building assessments and an inventory are needed to place buildings on the historic register.

January 6 and February 3 meetings with architect for Water Street Redevelopment Project and Port East Bay Properties

The team learned about current and upcoming downtown projects to understand goals and barriers to development.

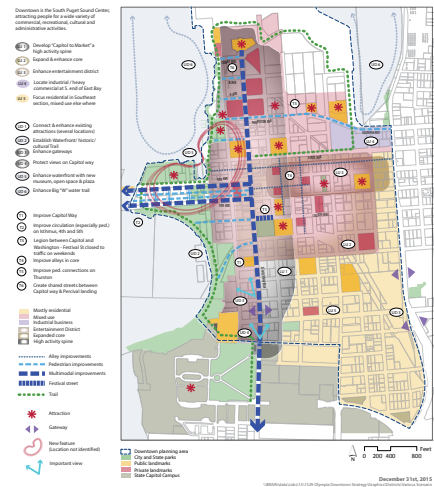
February 10 social services and housing providers

City staff presented the current housing inventory and the MAKERS team presented the draft scenarios for feedback. Themes included the importance of:

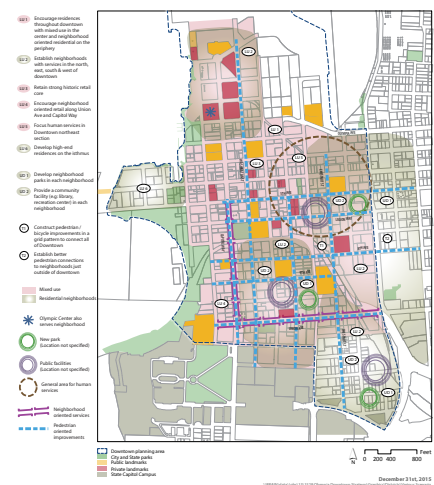
- The Transit Center and walkability in its vicinity,
- Locating downtown and the need for 1) a policy to provide a standard process for siting facilities downtown, 2) missing services in the social safety net to be downtown or easily accessible, and 3) affordable space for providers downtown (i.e., prevent displacement),
- Healthy conversations with City leadership, developers, and land owners,
- A diversity of housing and mixed-income communities, and
- Tools (e.g., multifamily tax exemptions and inclusionary zoning) to maintain and grow affordable housing downtown.

These themes were integrated in the Guiding Framework.

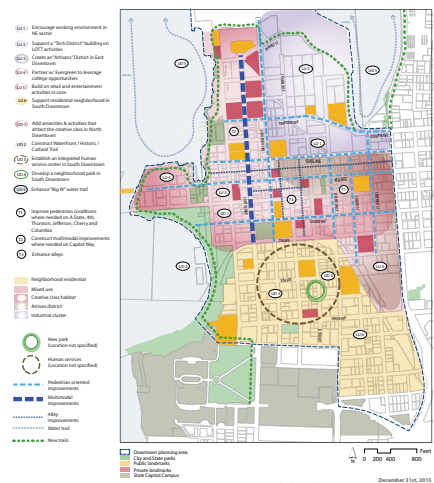
Olympia Downtown Strategy SCENARIO 1. VISIT DOWNTOWN IS A REGIONAL FOCUS



Olympia Downtown Strategy SCENARIO 2. LIVE LIVELY LIVABLE NEIGHBORHOOD



Olympia Downtown Strategy SCENARIO 3. WORK THRIVING ECONOMY



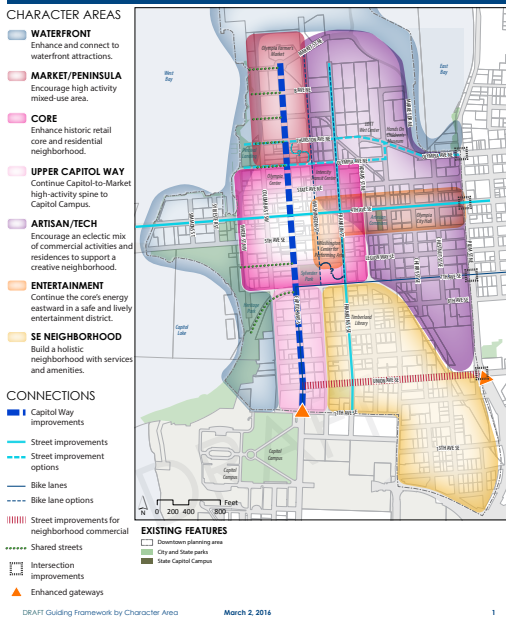
Draft scenarios presented for feedback at the January 6 Stakeholder Work Group.

DRAFT Modal Priority



This map summarizes the existing and proposed street network prior to Downtown Strategy analysis.

DRAFT GUIDING FRAMEWORK MAP



DRAFT Guiding Framework by Character Area March 2, 2014

March 2 transportation and street design meeting (staff and community advocates)

Transportation staff and bicycle advocates described the current street network, projects in the works, and popular suggestions. The team summarized these in a draft Modal Priorities Map. Olympia does not have a detailed downtown bike master plan, so a task for the Downtown Strategy is to provide preliminary recommendations on a north-south bike route through downtown.

February 3 Stakeholder Work Group

The team presented the further refined scenarios and tested draft Workshop 3 activities for usability. The Group suggested ways to better organize the scenarios.

February 20 Public Workshop 2

See the Workshop 2 summary (Appendix B) on page 12. Results of this workshop informed the Guiding Framework.

March 2 Stakeholder Work Group

MAKERS shared Workshop 2 results and presented a draft Guiding Framework for discussion. The Stakeholder Work Group showed strong support for the draft.

March 17-27 Online Survey 2

See the Online Survey 2 summary on page 23. Online survey results informed the street network and designs proposals and will be used to update the Guiding Framework and develop strategies.

STEP 3 ACTIVITIES

(March - May)

The following events occurred or are upcoming as part of Step 3 and are not summarized in this document:

- March 31 transportation and street design staff and interagency meeting,
- March 31 sea level rise staff meeting,
- April 6 Stakeholder Work Group,
- April 12 Heritage Commission,
- April 26 Council Study Session,
- April 28 Business and Developers Forum,
- May 4 Stakeholder Work Group,
- May 10 Council meeting to vet Guiding Framework,
- May 23 Urban Design Discussion, and
- June 6 Public Workshop 3.

Appendix A:

Alternative Scenarios

The following scenarios were developed December 2015 through February 2016 and represent a “bucket list” of proposals raised in the public process and technical analysis. Prioritization and refinement of these proposals led to the draft Guiding Framework in Appendix C.

SCENARIO A: VISIT



The Big Picture

PROPOSALS

- Build on existing attractions (*) in waterfront and core, and develop a Capitol to Market "high activity spine" with:
 - Diverse, high quality architecture and historic preservation,
 - A positive relationship between social services and businesses/ attractions, and
 - Highly visible and active public spaces and amenities.



- Enhance "entertainment district" with special focus on safety and integration with surrounding uses.



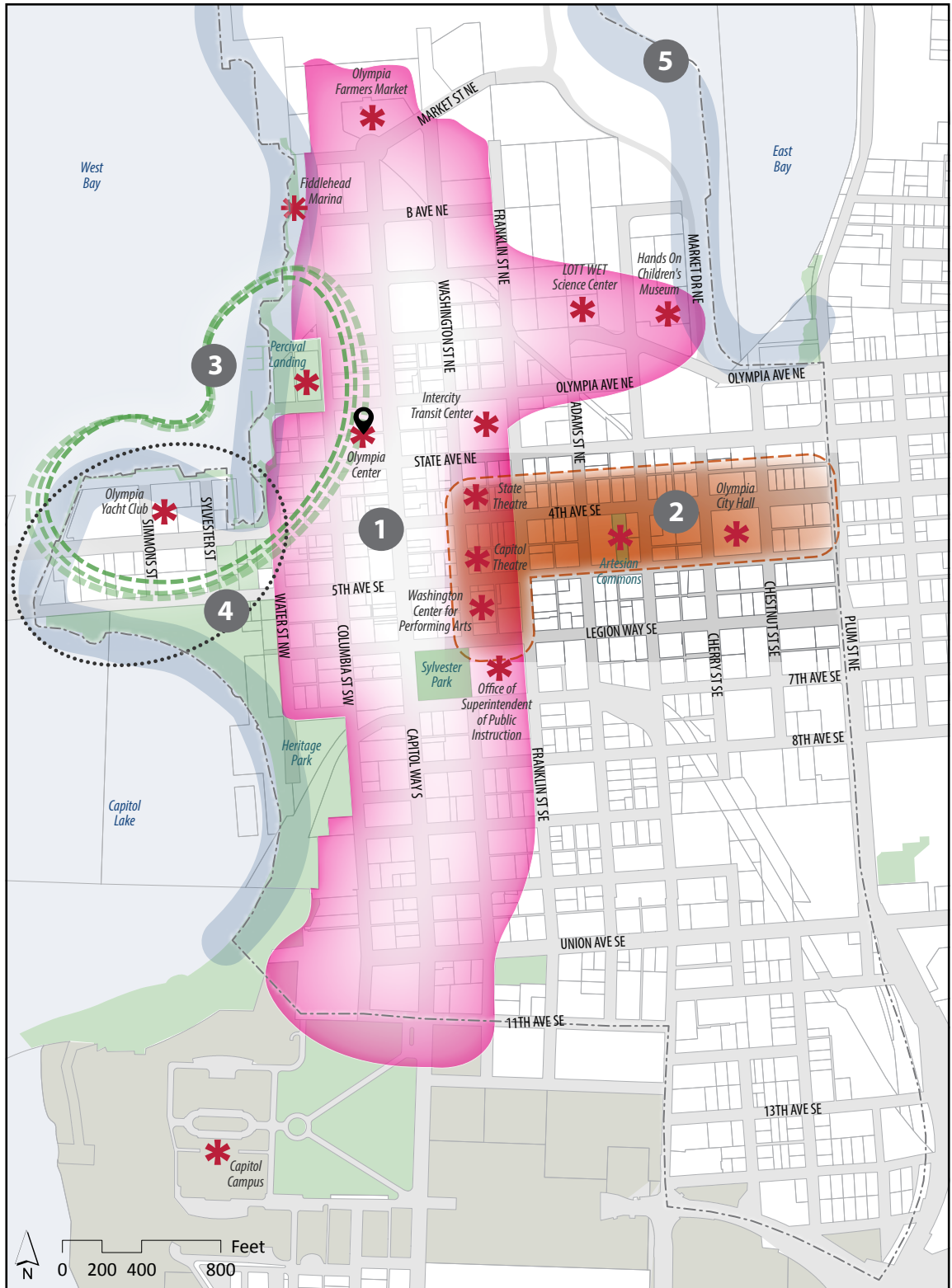
- Add new museum and plaza/park to waterfront (location not specified).



- Develop a master plan for the isthmus.



- Enhance waterfront recreation opportunities.



EXISTING FEATURES

- Downtown planning area
- City and State parks
- State Capitol Campus
- You are here (Olympia Center)

STRENGTHS

- Builds on assets and current identity
- Draws regional visitors
- Enhances retail activity
- Enlivens Capitol Lake waterfront
- Encourages bus ridership
- Invites State workers and visitors into downtown
- Encourages high quality architecture and civic spaces

CHALLENGES

- Would require additional parking supply
- Nighttime activity near residential areas
- High cost, especially for new attractions
- Requires high quality development
- Sea level rise/flooding generally north of Legion Way

SCENARIO A: VISIT



Transportation

PROPOSALS

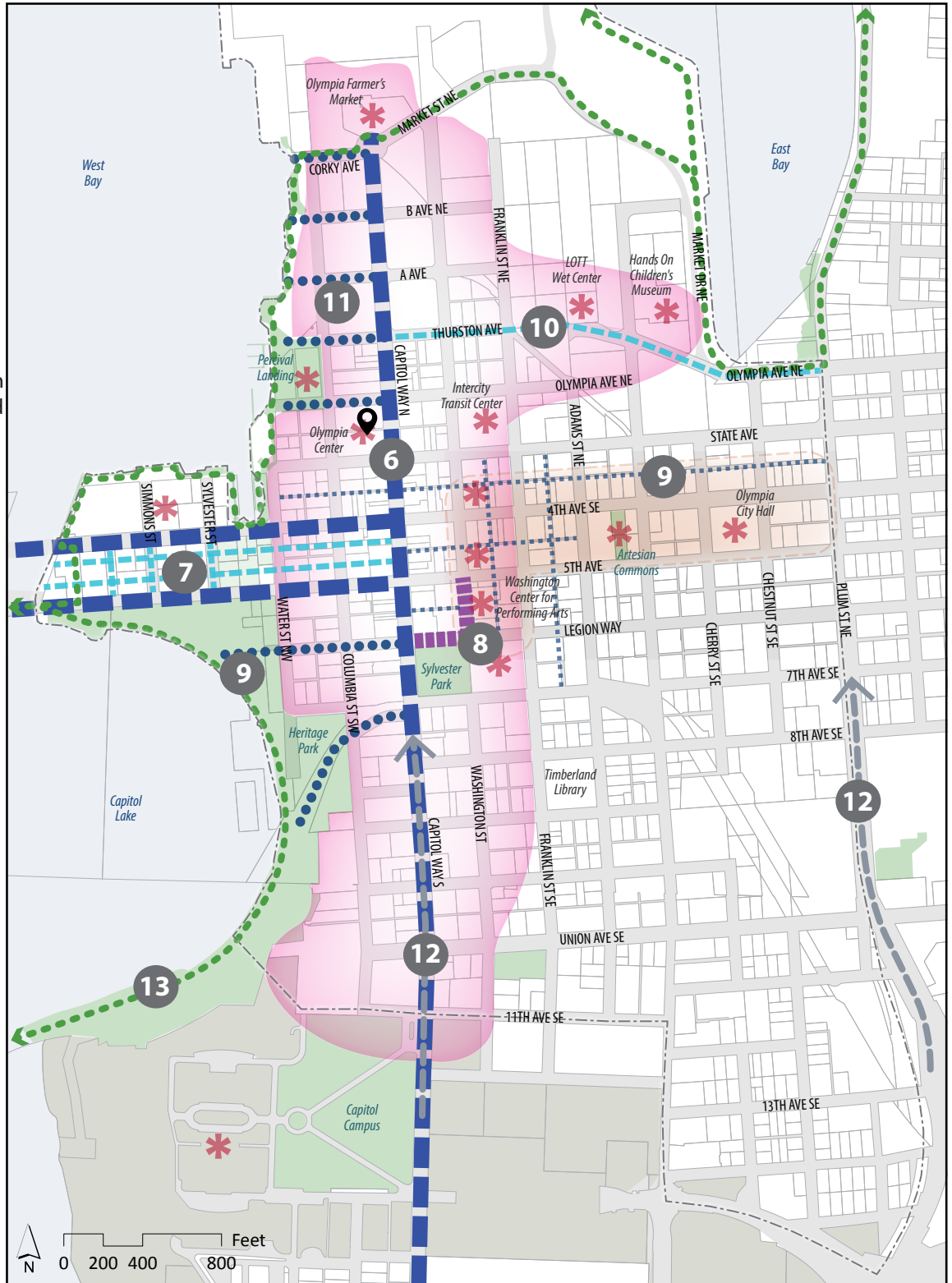
- 6** Improve Capitol Way as the City's "signature street."
- 7** Improve circulation, especially pedestrian, around 4th and 5th Aves.
 Pedestrian improvements
 Pedestrian, bicycle, and vehicular improvements
- 8** Design Legion Way (between Capitol and Washington) and Washington St (between Legion and 5th) as "festival streets" that can be closed for scheduled activities.
- 9** Continue to improve alleys in core.
- 10** Improve pedestrian connections on Thurston Ave.
- 11** Create "shared streets" from Capitol Way to Percival Landing and Capitol Lake.
- 12** Enhance major entries into downtown.
- 13** Continue to develop the Olympia Waterfront Route and connect to a new walking/biking trail that highlights cultural and historic features (route not identified).

BIG PICTURE PROPOSALS

- High activity core and waterfront
- Entertainment district

EXISTING FEATURES

- Downtown planning area
- City and State parks
- State Capitol Campus
- You are here (Olympia Center)



STRENGTHS

- Capitol Way could be a striking "Main St"
- Attractions are better connected for pedestrians, bicycles, and cars
- Builds on current alley improvements
- Includes several innovative street design concepts that emphasize public space

CHALLENGES

- Requires traffic analysis
- High cost

SCENARIO B: LIVE



The Big Picture

PROPOSALS

1 Establish neighborhoods with services and a range of housing options. Require development to be sensitive to the scale and character of existing neighborhoods and most housing to be “ground related.”

Significant residential growth

Modest residential growth

Neighborhood-oriented services (retail, professional, etc.)

2 Retain residential in the mixed-use core.



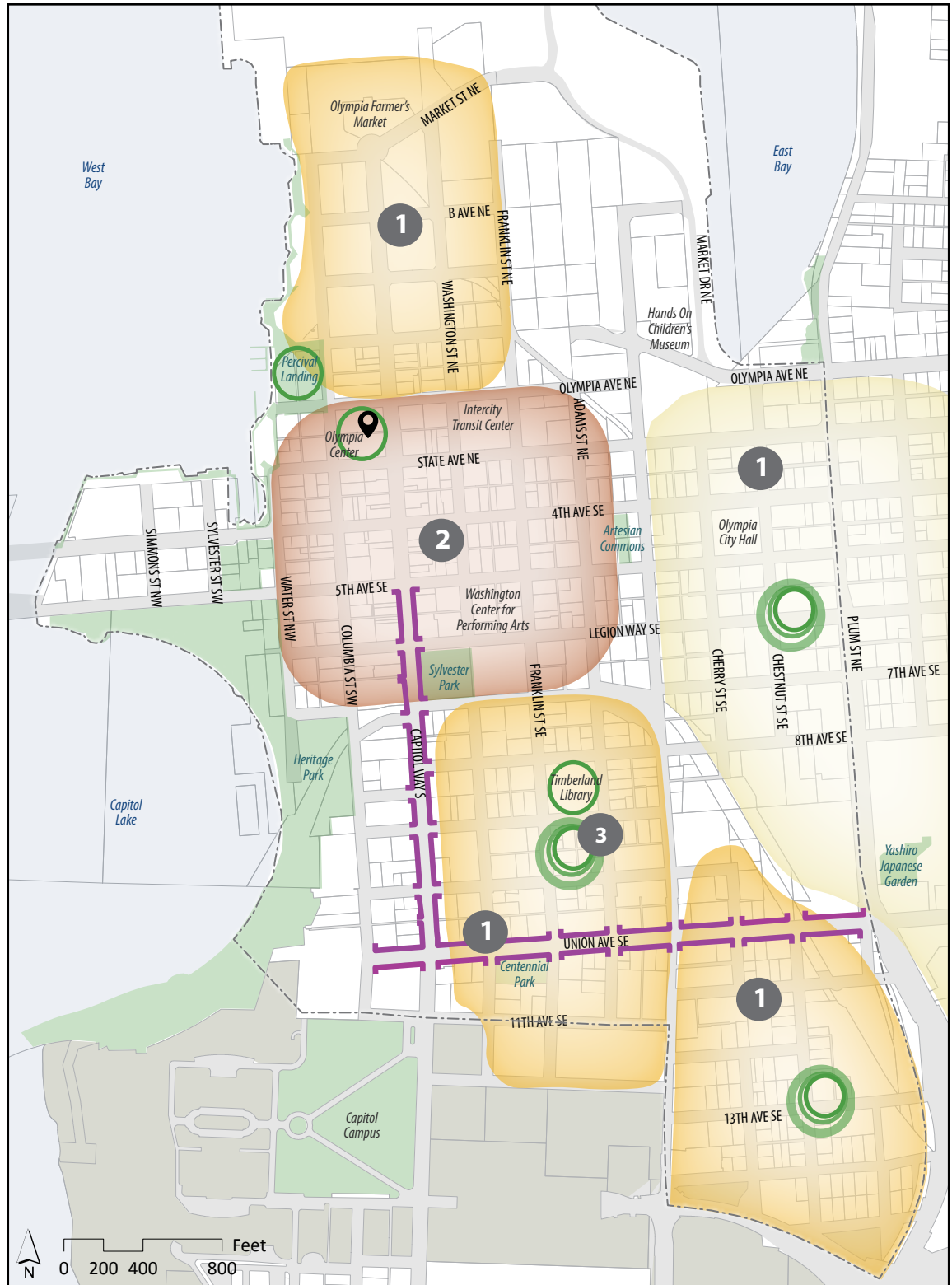
3 In the next Park Plan update, consider how existing or new parks and/or public facilities (e.g., library, Olympia Center, recreation center) serve neighborhoods.

Location not determined

Existing park or facility serving neighborhood

EXISTING FEATURES

- Downtown planning area
- City and State parks
- State Capitol Campus
- You are here (Olympia Center)



STRENGTHS

- Will easily accommodate 5,000 new residents
- Links downtown to eastern neighborhoods
- Increases the variety of housing types and prices
- Neighborhood services and parks/facilities will make downtown more livable, including for families
- Enhances residential character
- Moderate cost

CHALLENGES

- Sea level rise/flooding north of Legion Way
- Will require strong design review guidelines and process
- Neighborhood amenities won't be accomplished in short term
- No “wow” factor

SCENARIO B: LIVE

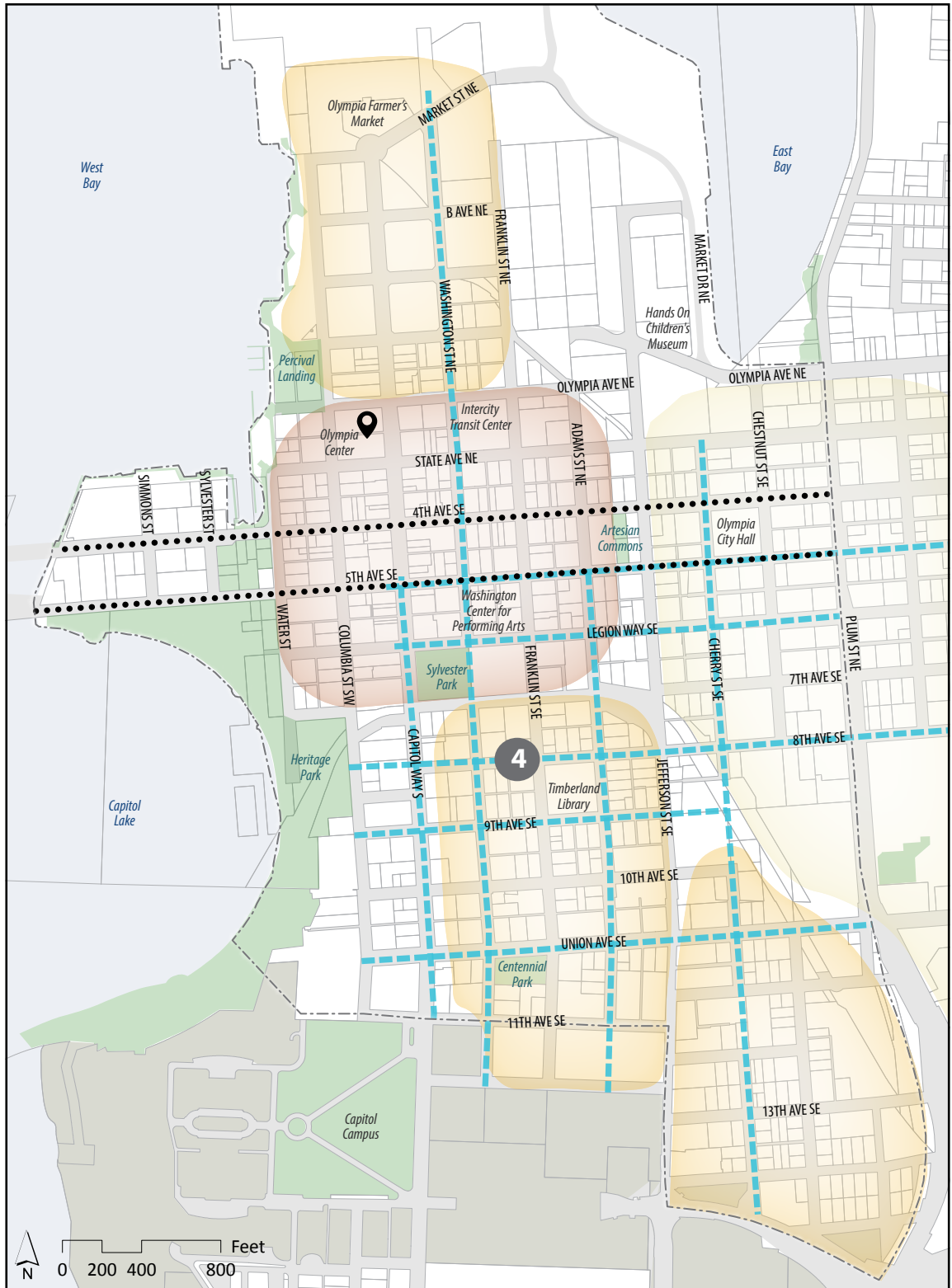


Transportation

PROPOSALS

- 4 Create a network of pleasant pedestrian connections in and between neighborhoods (specific streets to be determined).

- 5 Study the conversion of one-way streets to two-way streets.
.....



BIG PICTURE PROPOSALS

- Establish neighborhoods with services
- Retain residential in the core

EXISTING FEATURES

- Downtown planning area
- City and State parks
- State Capitol Campus
- You are here (Olympia Center)

STRENGTHS

- Distributes street improvements around the downtown
- Creates unifying pedestrian environment
- Connects residents to services
- Parking and access demands are more easily met with development
- Low cost

CHALLENGES

- Neighborhood streets focus doesn't address citywide/regional traffic issues (i.e., benefits are very localized)
- Ignores northeast sector
- Bicycle network not specifically addressed

SCENARIO C: WORK



The Big Picture

PROPOSALS

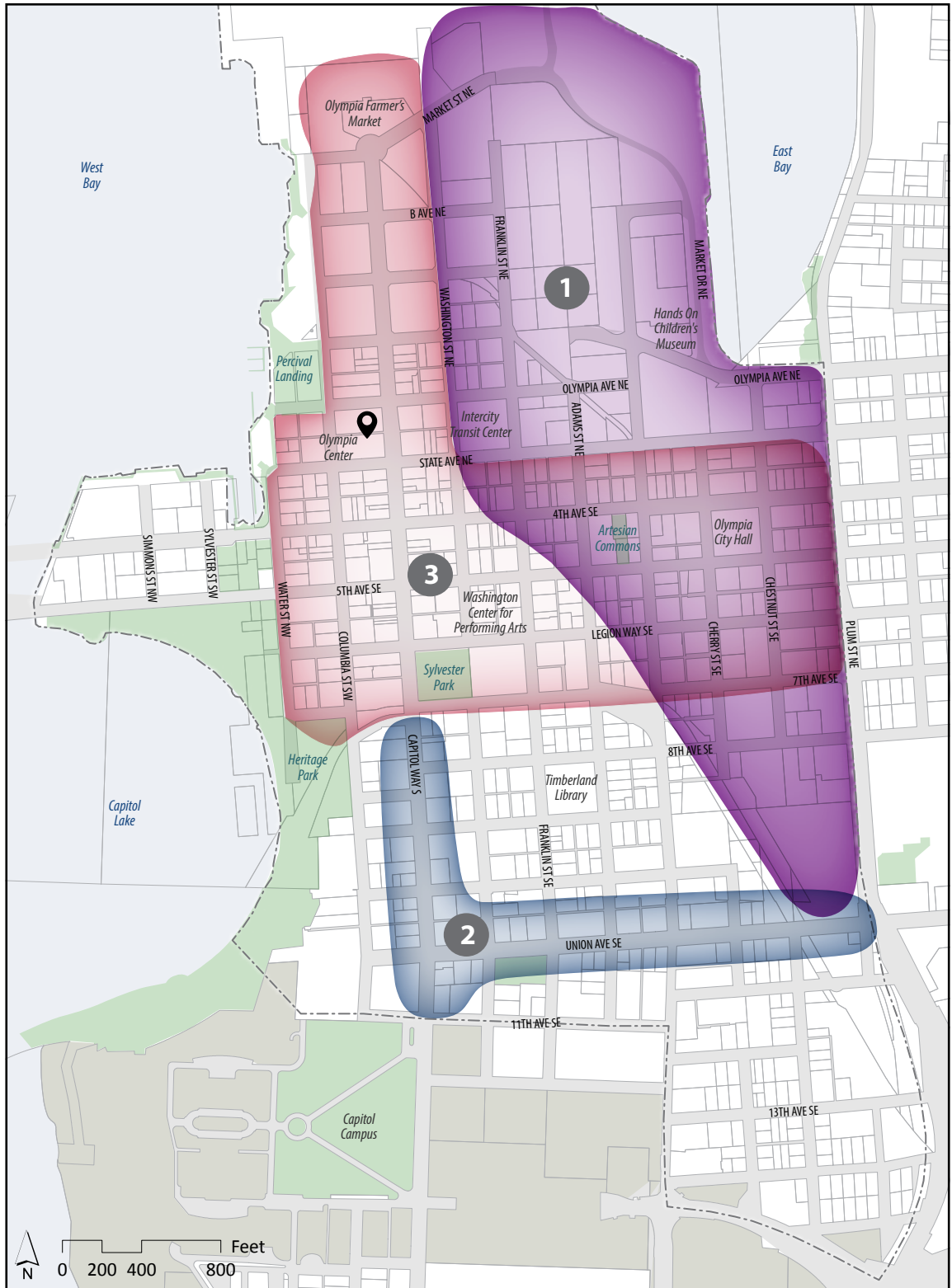
1 Building on Port and LOTT activities and existing warehouses, encourage employment opportunities by supporting a “tech” and “artisans district” with plenty of affordable commercial space. Encourage the re-use of industrial buildings and very diverse, eclectic, and energy- and water-efficient architecture.



2 Encourage infill development to grow finance and office district with energy- and water-efficient construction.



3 Attract workers by building on retail and entertainment activities in the core and partnering with Evergreen or others to leverage college opportunities.



EXISTING FEATURES

- Downtown planning area
- City and State parks
- State Capitol Campus
- You are here (Olympia Center)

STRENGTHS

- Creates more diverse economy
- Leverages youthful and entrepreneurial energy
- Makes use of available land and existing building stock
- Artisan studios also attract visitors
- Leverages private investment
- Low cost

CHALLENGES

- Requires collaboration with Evergreen, County, and other interests
- Attracting tech industries may take work
- Industries may create impacts (noise, truck traffic)
- Sea level rise/flooding
- Soil/groundwater contamination from prior land uses
- Generally caters only to young and “creative class”

SCENARIO C: WORK



Transportation

PROPOSALS

- 4** Implement transit, vehicular, pedestrian, and bicycle improvements to serve businesses.



- 5** Ensure functional streets for businesses with transit, pedestrian, and bicycle access.



- 6** Implement pedestrian-oriented improvements to create lively live/work environment. Emphasize comfortable connections to transit.

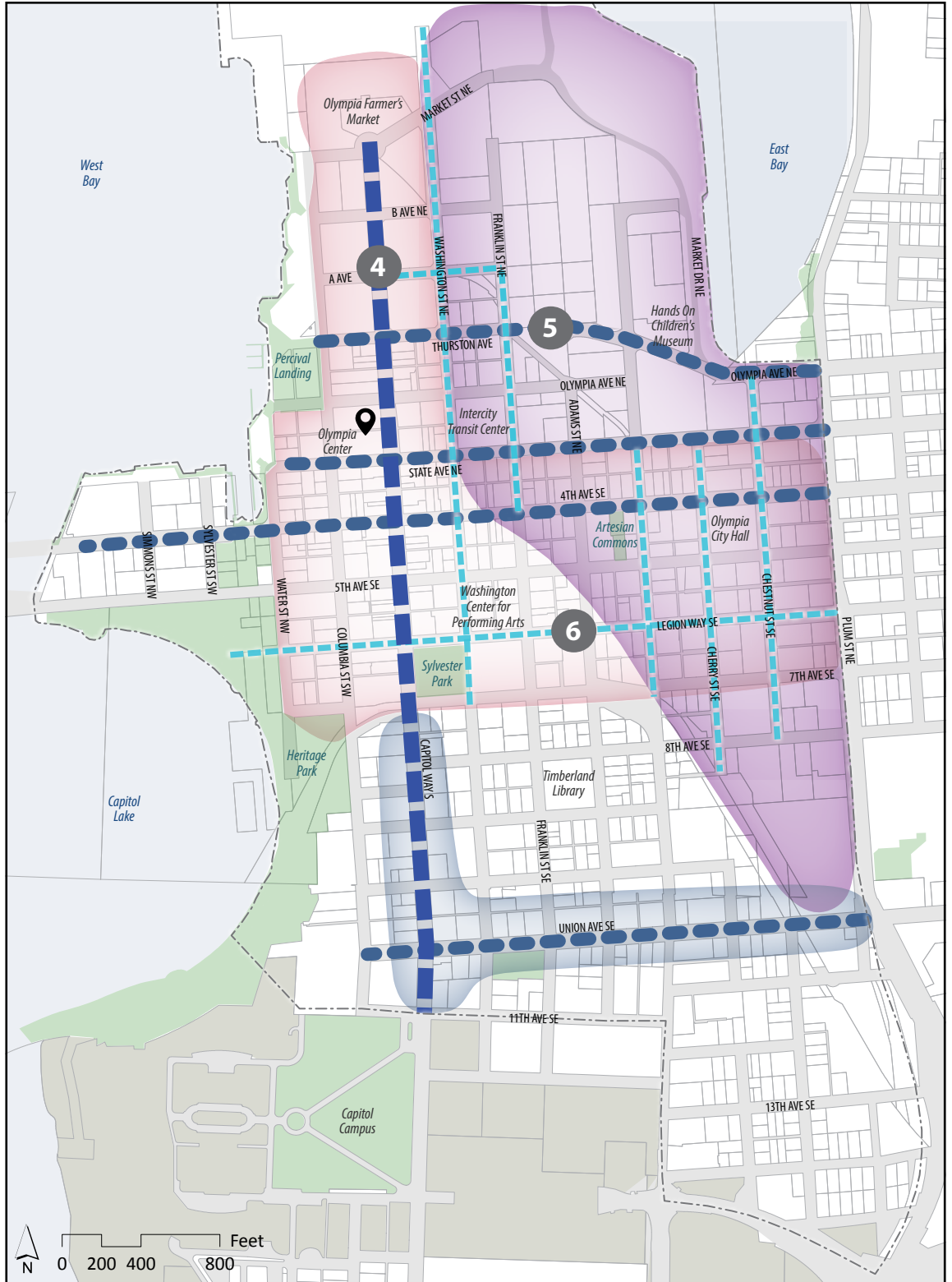


BIG PICTURE PROPOSALS

- Artisan and tech district employment opportunities
- Finance/office district
- Retail and entertainment core improvements

EXISTING FEATURES

- Downtown planning area
- City and State parks
- State Capitol Campus
- You are here (Olympia Center)



STRENGTHS

- Focused improvements would have high impact on northeast sector business opportunities
- Focus on transit and access to the Intercity Transit Center benefits regional workers and people using social services
- Moderate cost

CHALLENGES

- Requires a parking and access needs study
- Increased jobs downtown may increase traffic
- Doesn't address south sector work opportunities
- Need to balance truck loading and routes with pedestrian orientation
- Streetscapes focus on functional rather than aesthetic and environmental needs

Appendix B:

FEBRUARY 3, 2016

Workshop 2 Results

Over 100 people participated in Workshop 2. Senior Planner Amy Buckler and Councilmember Julie Hankins opened the workshop. MAKERS presented an overview of the Downtown Strategy purpose and process and a summary of public engagement results that led up to the scenarios and their proposals. Following this introductory material, MAKERS presented the scenarios and proposals (Appendix A), simultaneously leading the audience through an exercise to evaluate the proposals. Participants broke into small groups for the second half of the workshop to discuss and further evaluate the proposals. Finally, individuals placed dots on the six proposals they would most like to see accomplished.



Over 100 community members evaluated proposals individually and as groups at Workshop 2, setting the direction for the Guiding Framework.

SCENARIO A: VISIT

The Big Picture

PROPOSALS

- Build on existing attractions in waterfront and core, and develop a Capitol to Maker "high activity spine" with:
 - Diverse, high-quality architecture and historic preservation.
 - A positive relationship between social services and businesses' attractions, and
 - Highly visible and active public spaces and amenities.
- Enhance "entertainment districts" with special focus on safety and integration with surrounding uses.
- Add new museum and placemark to waterfront location not specified.
- Develop a master plan for the isthmus.
- Enhance waterfront recreation opportunities.

EXISTING FEATURES

- Downtown planning area
- City and historic
- State Capitol Campus
- Non-urban (Olympic Center)

STRENGTHS

- Retain history and current identity
- Draws regional visitors
- Enhances retail activity
- Enhances Capitol Lake waterfront
- Encourages bus ridership
- Invites State workers and visitors into downtown
- Encourages high-quality architecture and civic spaces

CHALLENGES

- Limited regional and national parking supply
- Nighttime activity near residential areas
- High cost, especially for new attractions
- Requires high-quality development
- Low level of landflowing generally north of Legion Way

Transportation

PROPOSALS

- Improve Capitol Way as the City's "signature street"
- Improve circulation, especially pedestrian, around 4th and 5th Aves.
- Design Legion Way (between Capitol and Washington St.) between Legion and 5th as "festival street" that will be closed for scheduled activities.
- Continue to improve alleys in core.
- Improve pedestrian connections on Thurston Avenue.
- Create "shared streets" from Capitol Way to Parcel Landing and Capitol Lake.
- Enhance major entries into downtown.
- Continue to develop the Olympia Waterfront Route and connect it to a new walking/biking trail that highlights cultural and historic features (route not identified).

BIG PICTURE PROPOSALS

- High activity core and waterfront
- Entertainment districts

EXISTING FEATURES

- Downtown planning area
- City and historic
- State Capitol Campus
- Non-urban (Olympic Center)

STRENGTHS

- Capitol Way could be a walking "Main St."
- Attractions are better connected for pedestrians, bicycles, and cars
- Builds on current alley improvements
- Includes several innovative street design concepts that emphasize public space

CHALLENGES

- Requires traffic analysis
- High cost

SCENARIO B: LIVE

The Big Picture

PROPOSALS

- Locate neighborhoods with services and a range of housing options. Require development to be sensitive to the scale and character of existing neighborhoods and most housing to be "ground level"
- Significant residential growth
- Neighborhood-oriented services (retail, professional, etc.)
- Retain residential in the mixed-use core.
- In the next Plan Period update, consider how existing or new parks and/or public facilities (e.g., library, Olympic Center, recreation center) serve neighborhoods, location not determined
- Existing park or facility serving neighborhood

EXISTING FEATURES

- Downtown planning area
- City and historic
- Non-urban (Olympic Center)

STRENGTHS

- Will easily accommodate 5,000 new residents
- Links downtown to eastern neighborhoods
- Increases the variety of housing types and sizes
- Neighborhood services and parks/facilities will make downtown more livable, including for families
- Enhances residential character
- Moderate cost

CHALLENGES

- Will require strong design review guidelines
- Neighborhood amenities won't be accomplished in short term
- No "form" factor

Transportation

PROPOSALS

- Create a network of pleasant pedestrian connections in and between neighborhoods (specific streets to be determined)
- Study the conversion of one-way streets to two-way streets

BIG PICTURE PROPOSALS

- Establish neighborhoods with services
- Retain residential in the core

EXISTING FEATURES

- Downtown planning area
- City and historic
- Non-urban (Olympic Center)

STRENGTHS

- Distributes street improvements around the downtown
- Creates ongoing pedestrian environment
- Connects residents to services
- Parking and access demands are more easily met with development
- Low cost

CHALLENGES

- Neighborhood streets focus doesn't address citywide/regional traffic issues (i.e., benefits are very localized)
- Ignores northeast sector
- Bicycle network not specifically addressed

SCENARIO C: WORK

The Big Picture

PROPOSALS

- Building on Port and LOTT activities and existing warehouses, encourage employment opportunities by supporting a "tech" and "artisan" district with plenty of affordable commercial space. Encourage the re-use of industrial buildings and very diverse, eclectic, and energy- and water-efficient architecture.
- Encourage mixed development to grow finance and office district with energy- and water-efficient construction.
- Attract workers by building on retail and entertainment activities in the core and partnering with Evergreen on efforts to leverage college opportunities.

EXISTING FEATURES

- Downtown planning area
- City and historic
- State Capitol Campus
- Non-urban (Olympic Center)

STRENGTHS

- Creates diverse economy
- Leverages youthful and entrepreneurial energy
- Makes use of available land and existing buildings stock
- Artisan studios can attract visitors
- Leverages private investment
- Low cost

CHALLENGES

- Requires collaboration with Evergreen, County and other interests
- Attracting tech industries may take work
- Industries may create impacts (noise, truck traffic)
- Low level of landflowing
- Soil groundwater contamination from prior land uses
- Generally caters only to young and "creative class"

Transportation

PROPOSALS

- Implement transit, pedestrian, and bicycle improvements to serve businesses
- Ensure functional street for businesses with transit, pedestrian, and bicycle access.
- Implement pedestrian-oriented improvements to create a study the work environment. Emphasize comfortable connections to transit.

BIG PICTURE PROPOSALS

- Artisan and tech district employment opportunities
- Finance/office district
- Retail and entertainment core improvements

EXISTING FEATURES

- Downtown planning area
- City and historic
- State Capitol Campus
- Non-urban (Olympic Center)

STRENGTHS

- Focused improvements would have high impact on northeast sector business opportunities
- Focus on transit and access to the vicinity
- Transit Center benefits regional visitors and improves local services
- Moderate cost

CHALLENGES

- Requires parking and access needs study
- Increased jobs downtown may increase traffic
- Doesn't address south sector work opportunities
- Need to balance truck loading and routes with pedestrian orientation
- Streetcapes focus on functional rather than aesthetic and environmental needs

Scenarios and proposals evaluated by community members at Workshop 2. See Appendix A for full-size graphics.

These activities provided the team with the community's priorities and highlighted proposals that would need updating or clarification. In sum, participants' highest priorities were:

- Build on existing downtown core attractions by developing a Capitol to Farmers Market "high activity spine,"
- Establish neighborhoods with services and a range of housing options throughout downtown,
- Build on Port and LOTT activities and existing warehouses to create an eclectic "artisan/tech district" with plenty of job opportunities, while also enhancing an "entertainment district" centered on 4th Ave, and
- Improve pedestrian connections, especially in neighborhoods, in the artisan/tech district area, and to public transit.

High support was also shown for the following proposals:

- Master plan the isthmus,
- Study the potential of converting 4th Ave and State St to two-way streets,
- Retain residential in the mixed-use core, and
- Enhance waterfront recreation opportunities.

Proposals that did not receive much support included:

- Implementation of the Olympia Waterfront Route and a connected historic and cultural trail,
- The encouragement of additional finance or office development on Union Ave, and
- Improving the pedestrian environment on Thurston Ave.

Because the Olympia Waterfront Route and Thurston Ave were heavily supported in other venues (i.e., with the Stakeholder Work Group, social services providers, and Technical Team), questions were added to Online Survey 2 to better understand the community's thoughts on these.



Participants rated proposals individually and as groups. Group discussion allowed people to understand the proposals more fully and hear varying opinions.



At the end of the workshop, participants prioritized their top six proposals.

Guiding Framework

The draft Guiding Framework, shown in map form on the following pages, is the culmination of Step 2. Actions in the draft Guiding Framework have been vetted through the public process and technical analysis, and many will receive further analysis during Step 3. The Stakeholder Work Group comments, Online Survey 2 results, and analysis results will be incorporated in these maps during Step 3. With these updates, the Guiding Framework will be the basis for the Downtown Strategy.

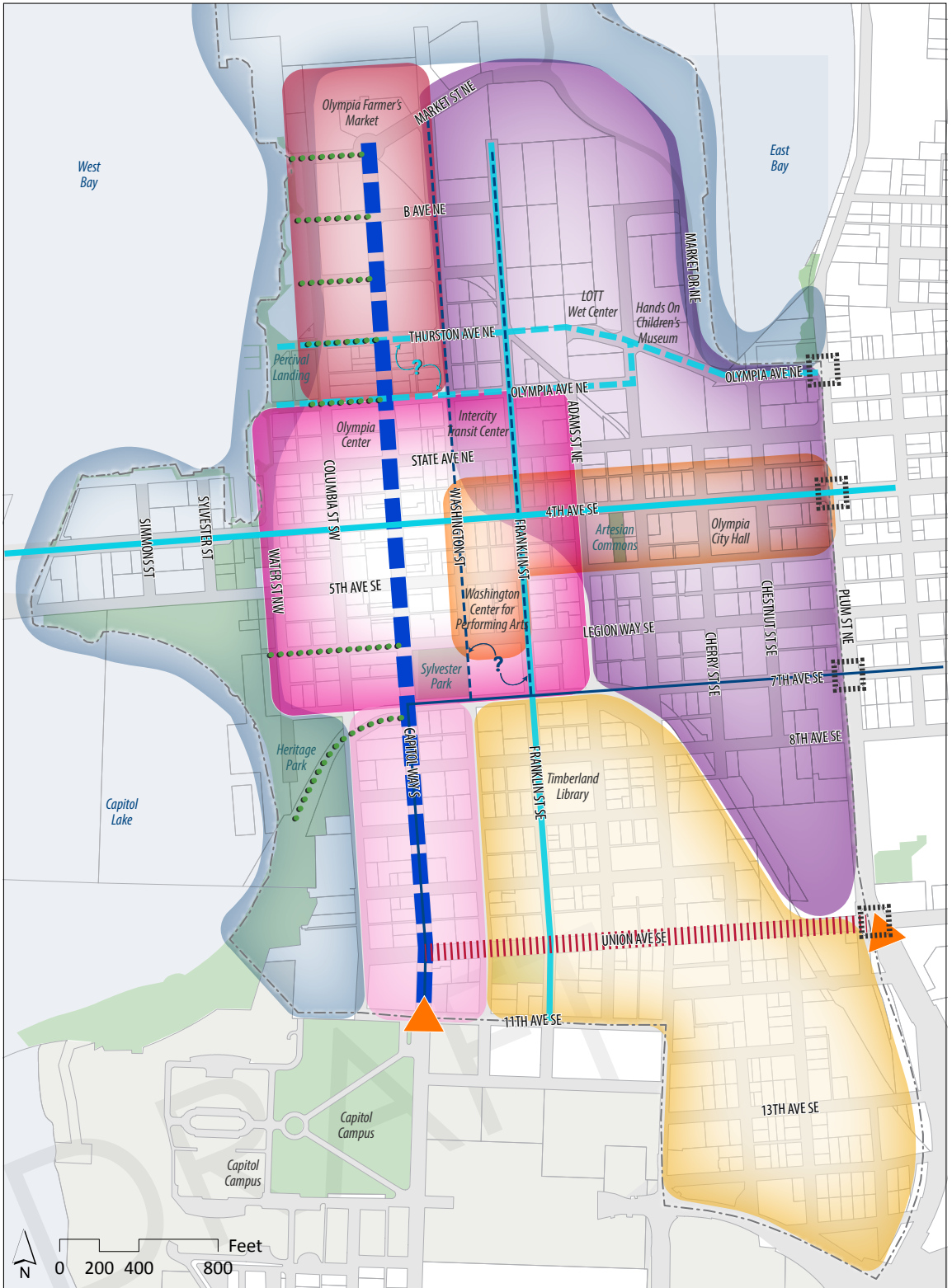
DRAFT GUIDING FRAMEWORK MAP

CHARACTER AREAS

- WATERFRONT**
Enhance and connect to waterfront attractions.
- MARKET/PENINSULA**
Encourage high activity mixed-use area.
- CORE**
Enhance historic retail core and residential neighborhood.
- UPPER CAPITOL WAY**
Continue Capitol-to-Market high-activity spine to Capitol Campus.
- 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.

CONNECTIONS

- Capitol Way improvements
- Street improvements
- Street improvement options
- Bike lanes
- Bike lane options
- Street improvements for neighborhood commercial
- Shared streets
- Intersection improvements
- Enhanced gateways



EXISTING FEATURES

- Downtown planning area
- City and State parks
- State Capitol Campus

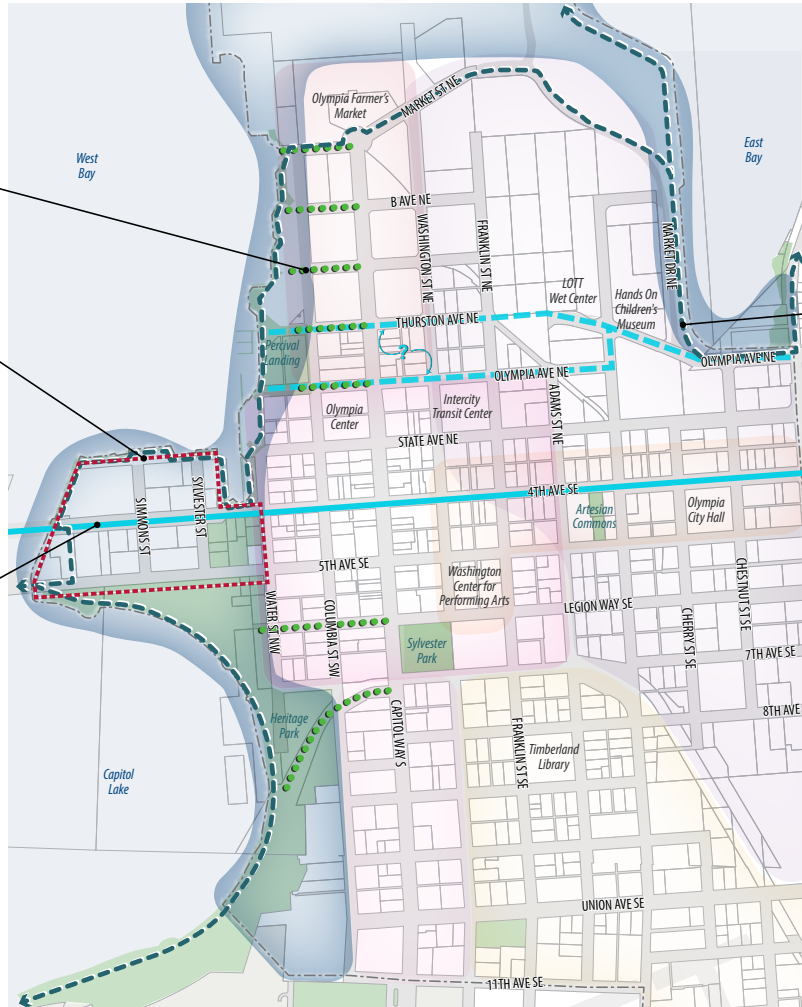
WATERFRONT

Build on existing attractions to create an attractive waterfront with vibrant and visible public spaces and amenities with access to the water and many landmark views. Ensure gathering places for public activity and events with inviting pedestrian connections to the historic shopping district, Farmers Market, and Capitol Campus.

Create "shared streets" from Capitol Way to the waterfront (PR-10).

Develop and adopt a land use, circulation, design, and environmental enhancement plan for the isthmus (LU-2).

Reduce truck speed and impacts on 4th Street (PR-7).



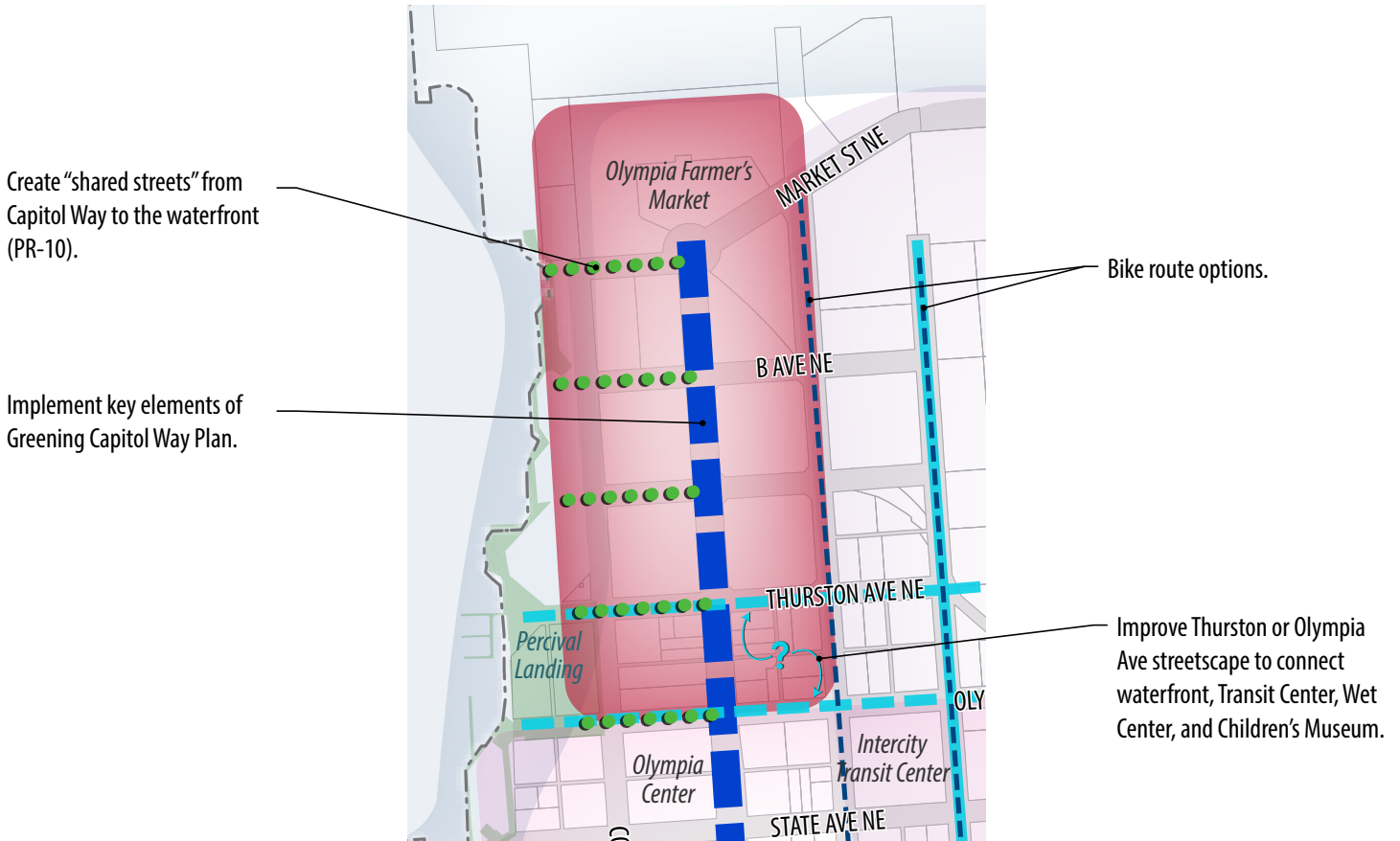
Continue to develop the Olympia Waterfront Route. Plan and design a new trail that highlights cultural and historic features and connects to the Olympia Waterfront Route (PR-2).

Actions throughout Waterfront

- Address sea level rise. Identify solutions and take action. On the waterfront, options may include naturalizing a portion of the waterfront and landscape design that protects from periodic flooding (SR-1).
- Continue improving the waterfront. Identify and implement the most important actions (PR-1).
- Identify waterfront recreation opportunities (e.g., kayaking) and develop action plan (LU-1, PR-1).
- Ensure transit access to the waterfront (PR-6).

MARKET/PENINSULA

Build on existing attractions to create pedestrian-oriented streetscapes with a well-designed blend of mixed-income housing, retail, entertainment, and hospitality that draws people from the downtown core to the Farmers Market. This is an inviting place for seniors to live and people of all ages to recreate and explore exciting pathways to the waterfront.

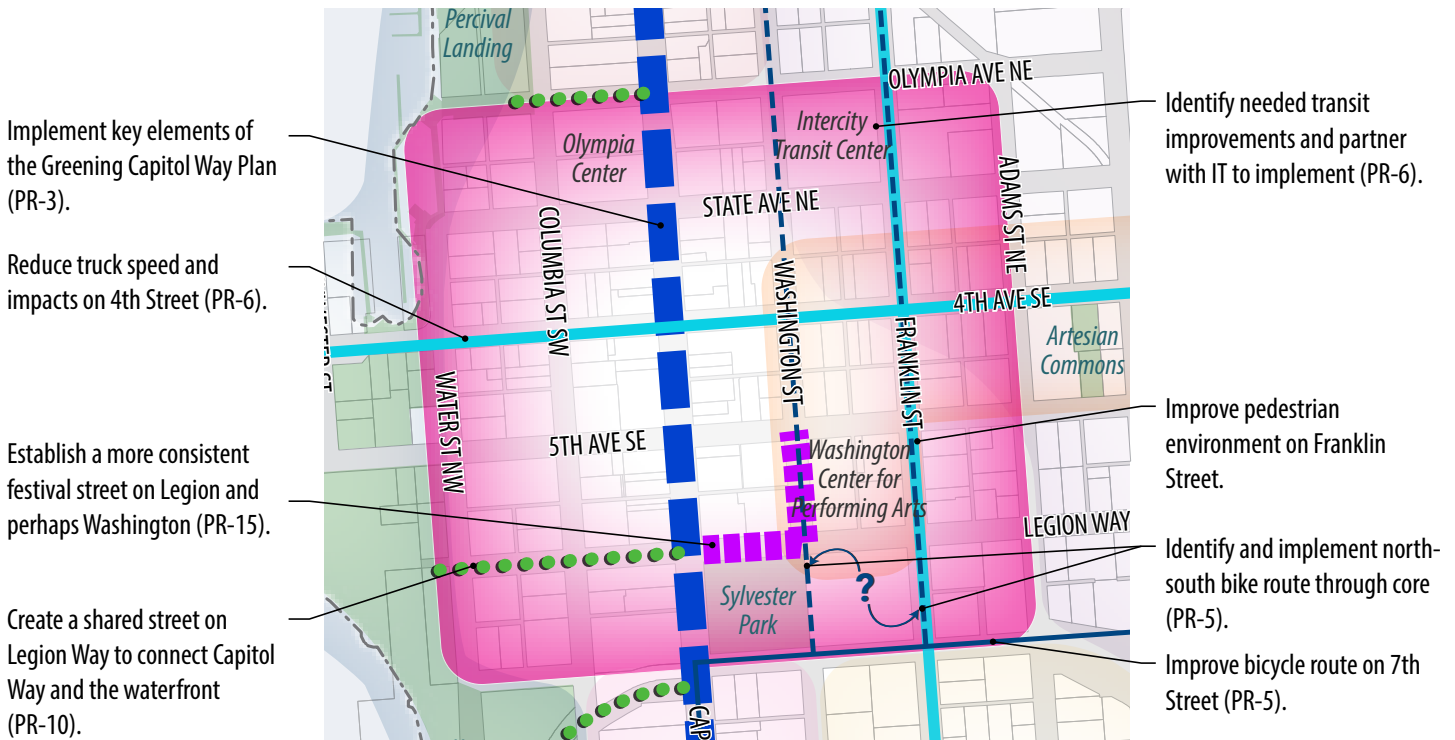


Actions throughout Market/Peninsula

- Address sea level rise. Identify solutions and take action (SR-1).
- Tweak development standards to encourage development and require side street improvements.
- Address local parking issues in parking strategy.
- Identify needed services for neighborhood residents.
- Establish residential goals for this area.

CORE

Build on existing attractions in downtown's historic and retail shopping core with diverse, high quality architecture and historic preservation, a positive relationship between social services and businesses/attractions, highly visible and active public spaces and amenities, and mixed-income residences.

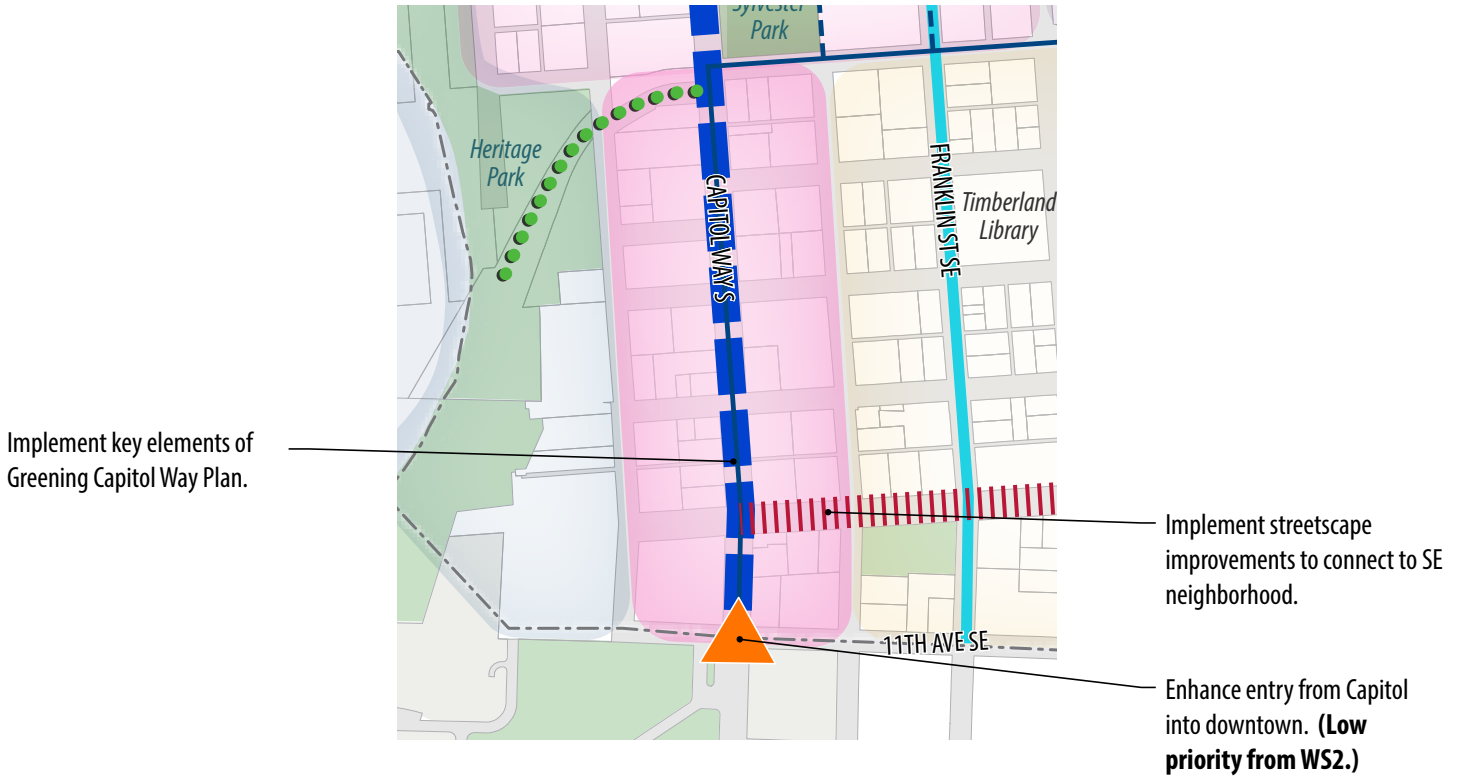


Actions throughout Core

- Encourage development with active uses near Capitol Way to create a high activity spine from the Capitol to the Market (LU-3).
- Establish design guidelines and tenant size restrictions emphasizing historic preservation and small scale pedestrian-oriented storefronts (D-1). Include CPTED and mixed-use buildings in design guidelines (D-4).
- Adopt historic preservation and adaptive use strategies (D-5, D-6).
- Work with the State to identify collaborative efforts to provide commercial services to government workers and officials (E-1).
- Develop and implement a retail strategy. Identify gaps and focus on local business development (E-4).
- Address negative perception of downtown regarding convenience and security (E-9).
- Retain existing residences in the core and identify core's role in housing strategy (H-?).
- Prepare a parking strategy (P-1).
- Plan and design a new trail that highlights cultural and historic features and connects to the Olympia Waterfront Route (PR-2).
- Address sea level rise (SR-1).
- Downtown-wide actions, such as E-2, E-3, E-5, E-6, E-8, E-10, H-1-3, PR-9, and SS-1 through 9.

UPPER CAPITOL WAY

Build on existing attractions to create a vibrant mix of office, hospitality, retail, dining and residential uses. This compact mix of uses and a beautifully designed multimodal Capitol Way creates an inviting connection between the State Capitol Campus and the historic, retail core.



Actions throughout Upper Capitol Way

- Identify redevelopment vision for area and ways to link the Capitol Campus to downtown for mutual benefit.
- Explore options for regulations and incentives to achieve desired development.

DRAFT

ARTISAN/TECH

Build on Port and LOTT activities and existing warehouses to create a warehouse/light industrial, artisan, culinary arts, and tech hub that includes affordable commercial space, housing (especially for artists), studio, gallery, and retail space. Industrial buildings are re-used, and very diverse, eclectic, and energy- and water-efficient architecture is prevalent. Visitors of all ages feel comfortable arriving by bus, bike or car to participate in exciting education and recreation opportunities. Water is a theme throughout the landscape, making connections to swantown history, the marina, and activities at the LOTT Wet Center.

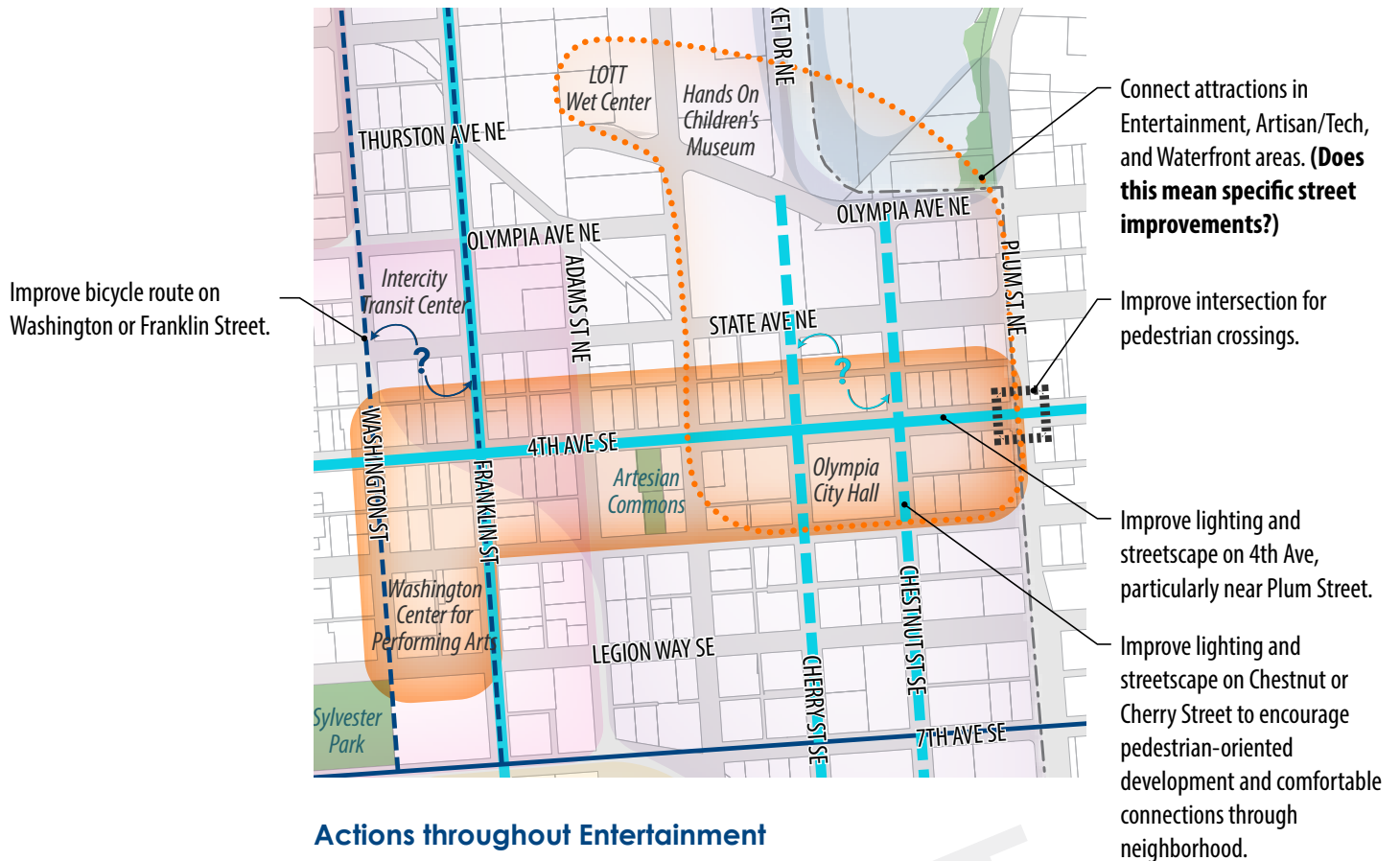


Actions throughout Artisan/Tech

- Work with Port and EDC to define opportunities and frame an Economic Development Strategy.
- Tweak land use regulations to implement strategies.
- Support social service siting downtown and ensure safe and comfortable places for all downtown users.

ENTERTAINMENT

Enhance the area as a regional theatre and entertainment district with excellent dining and night life. The streetscape, retail, and dining options along 4th and State Avenues draw pedestrians from the historic core east toward Plum Street.



Actions throughout Entertainment

- Continue safety and security activities. Consider the impacts of nightlife on surrounding residential uses.
- Promote arts activities.
- Examine regulations and guidelines to integrate a wide mix of uses.
- Create a network of pleasant pedestrian connections between neighborhoods. **(Priority from WS2. Needs more specificity.)**

SE NEIGHBORHOOD

Establish a family-friendly, residential neighborhood with a mix of housing types anchored by the Timberland Library and served by some offices, small-scale retail, cafés, and services. This area includes historic single family homes alongside newer multifamily apartments and townhomes, many energy-efficient buildings and other examples of “green innovations,” gardens, children-oriented parks, and great pedestrian and bicycle connectivity to the State Capitol Campus and downtown core.



Actions throughout SE Neighborhood

- Create a network of pleasant pedestrian connections. **(Priority from WS2. Needs more specificity.)**

Appendix D:

MARCH 17-27, 2016

Online Survey 2 Results

The team designed Online Survey 2 to better understand community preferences regarding proposals discussed at Workshop 2, add further detail to the proposals, and prioritize views for analysis. 482 people responded between March 17 and 27, 2016.

MOST IMPORTANT ACTIONS

The survey asked participants to weigh in on the importance of a variety of proposals to help the City prioritize actions for the next six years. All proposals received average scores of “important,” ranging from 1.54 (closer to “very important”) to 2.50 (closer to somewhat important). The most important actions to respondents included:

1. Repairing sidewalks in the Artisan/Tech area and the Southeast Downtown Neighborhood (received the highest scores on the survey by far of 1.54 and 1.55),
2. Enhancing the Capitol-to-Market high activity area (1.76),
3. Encouraging neighborhood-serving businesses to locate in the Southeast Neighborhood (1.83), and
4. Enhancing the waterfront area (1.85).

Other proposals ranking near the top were:

5. Continuing to develop the Olympia Waterfront Route/trail (note that this had not performed well at Workshop 2, but landed near the top on this survey) (1.98),
6. Enhancing the Entertainment area (2.01),
7. Improve upon the Artisan/Tech area (2.06),
8. Master plan the isthmus (2.07), and
9. Enhance the connection between Percival Landing and the Hands On Children’s Museum (note that this was one of the lower-ranked proposals at Workshop 2, but performed very well on this survey) (2.09).

DETAILING SPECIFIC PROPOSALS

Character areas

The areas and descriptions have been refined through the iterative process. All character areas—Capitol to Market, Waterfront, Entertainment, Artisan/Tech, and Southeast Neighborhood—performed well on the survey. This indicates that their evolution from the “districts” exercise in Workshop 1,



Building on existing attractions to enhance the Capitol-to-Market area has consistently been a popular proposal.



Enhancing the Waterfront area also scored very well on this survey.

through input on their character on Online Survey 1, and further evaluation at Workshop 2, along with Stakeholder Work Group input, has brought them to a state with which the community feels comfortable.

Enhancing the waterfront

The survey asked for more detail on how to enhance the waterfront. The four proposals—master planning the isthmus, developing the Olympia Waterfront Route (trail), enhancing waterfront recreation opportunities, and improving the pedestrian connection between Percival Landing and the Hands On Children’s Museum—all performed well.

The Olympia Waterfront Route (trail), despite it not being particularly popular at Workshop 2, was one of the most popular ideas on this survey. Respondents also believed that it was relatively important for the trail to be designed for bicycles in addition to pedestrians. Likewise, the Thurston or Olympia Ave connection to the WET Center and Hands On Children’s Museum performed well on this survey despite being a low priority at Workshop 2.

To flesh out proposals for waterfront recreation opportunities, the survey asked what specific activities should be enhanced or provided. The top scorers included:

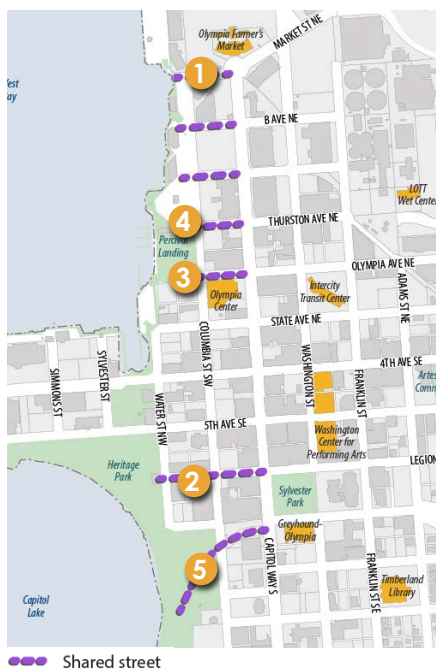
1. Viewpoints/seating areas (clear winner),
2. Non-motorized craft launch points (nearly tied with 3 and 4 below),
3. Additional restaurants, and
4. Space for outdoor concerts.

Respondents were fairly ambivalent regarding additional retail along the waterfront, and less popular ideas included additional marina slips and motorized craft launch points. Popular themes from the “other” responses included security, ecologically sound shorelines and landscaping, housing, and small parks and public access.

Streets priorities, function, and design

Shared streets. Respondents prioritized the various proposed shared streets. See map to the left. Market Street and Legion Ave were the highest priorities for respondents, followed by Olympia Ave and Thurston Ave. A and B Aves were the lowest priorities.

Festival streets. Both Washington Street and Legion Ave were seen as important/somewhat important and received similar scores.



Shared streets numbered by priority

Bicycle facility types. As the team recommends north-south bicycle route options through downtown, it was important to understand what facilities community members would be most likely to use. Clear winners were raised protected bike lanes and one-way protected bike lanes. Respondents also reacted positively to two-way protected bike lanes and bike corridors. People were less sure about buffered bike lanes, and had negative reactions to standard bike lanes and shared streets. Only about 10 percent of respondents selected “Don’t Know/ Don’t Care” in regards to these facilities, indicating that there is a strong interest in bicycling.

VERY POSITIVE RESPONSE



Raised protected bike lane



One-way protected bike lane

POSITIVE RESPONSE



Two-way protected bike lane



Bike corridor (also known as a neighborhood greenway or bicycle boulevard)

NEUTRAL RESPONSE



Buffered bike lane

NEGATIVE RESPONSE



Standard bike lane



Shared street



Renovated warehouse

Architectural character in the Artisan/Tech area

The team had received mixed input on the character desired for the Artisan/Tech area, so this survey asked for specific feedback on desired character (see images to the left). Participants strongly favored renovated warehouses and generally like modern architecture with industrial character and fun and educational water elements incorporated in the design. Respondents had a slightly negative reaction to the cost-effective architecture photo.



Modern/industrial character

Residential growth patterns

The team had heard mixed preferences regarding preferences for residential growth patterns in the Southeast Downtown Neighborhood. On this survey, nearly half of respondents preferred new residential development to be a combination of 1) spread throughout the area in small-scale developments like townhouses, low-rise apartments and condos, and small lot homes, and 2) concentrated in multistory towers in select areas. One third of people preferred the spread throughout pattern alone.



Fun and educational water elements

Pedestrian improvements

Improving the pedestrian network, especially in the Southeast Downtown Neighborhood and Artisan/Tech area has consistently been a priority among participants. The most popular concept on this survey was repairing sidewalks in these two areas. Awnings were also seen as important, followed by enhanced bus stops. Narrowing lanes to create more space for pedestrians, landscaping, and lighting and traffic calming measures at intersections were lower priorities.

However, popular “other” responses included more landscaping, traffic flow/control, and lighting. This indicates that people may not realize that the improvements they want often require narrower travel lanes or intersection improvements. Vagrancy, homelessness, and safety were other issues raised often in the “other” responses. Public restrooms were a popular suggestion for the Artisan/Tech area.

View corridors for analysis and protection

Respondents indicated that views are important to them for the following reasons (in order of popularity):

1. Sense of beauty (67%),
2. Connection to natural landscape (66%),
3. Sense of place (58%), and
4. Connection to historic fabric (39%).

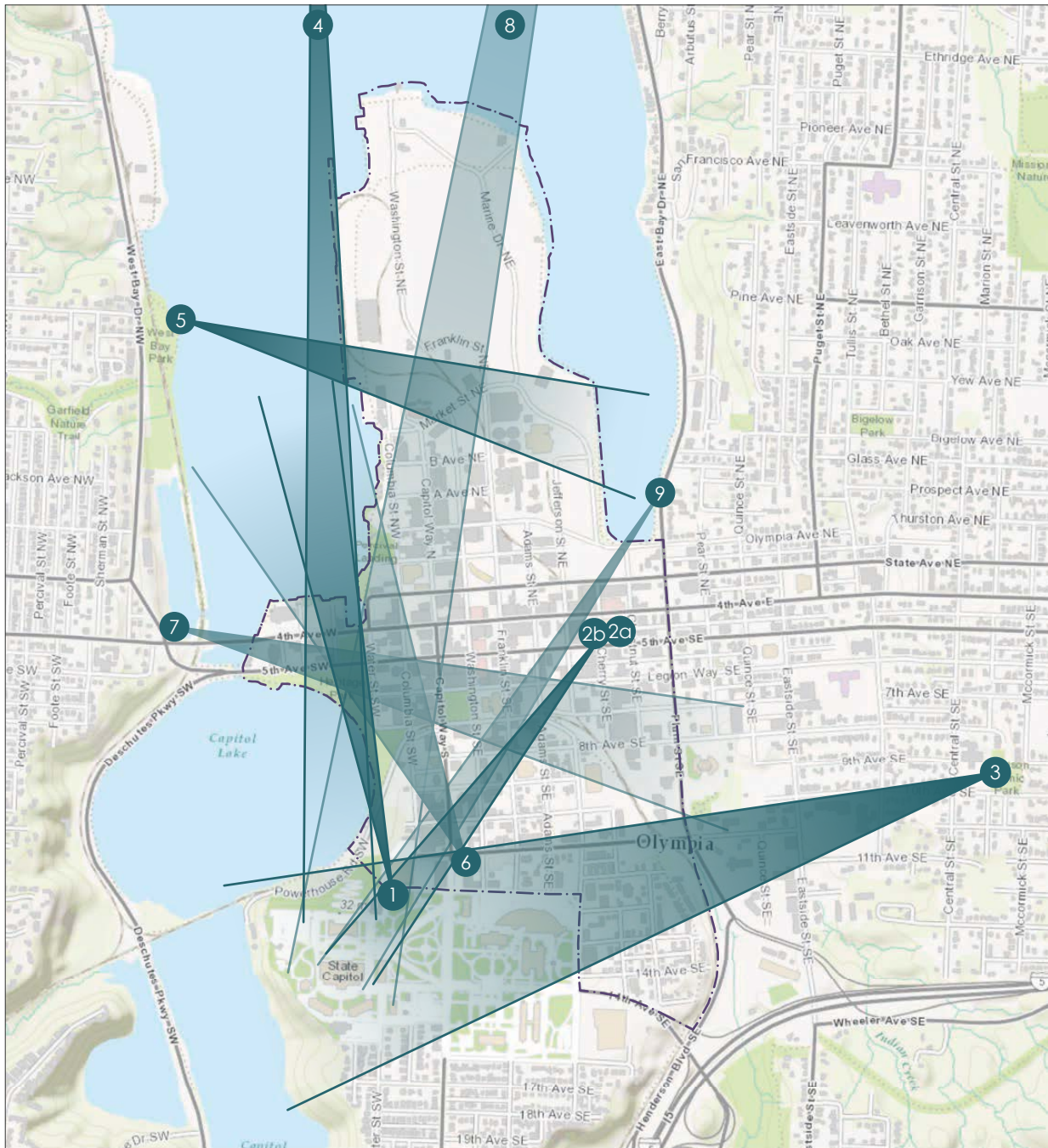
“Other” responses coalesced around the theme that protecting the natural views is important.



Cost-effective architecture for affordable commercial space

When shown the map below and photos of each view, participants showed clear preferences on views for analysis and potential protection.

DRAFT VIEW CORRIDORS MAP



POTENTIAL VIEWS FOR ANALYSIS

- 1 Capitol Campus Promontory to Budd Inlet
- 2a City Hall to Capitol Dome
- 2b Cherry St to Capitol Dome
- 3 Madison Scenic Park to Capitol Dome/Black Hills
- 4 Puget Sound Navigation Channel to Capitol Dome
- 5 West Bay Park Lookout to Mt Rainier
- 6 Capitol Way & Union to Olympic Mountains
- 7 Park of the Seven Oars to Mt Rainier
- 8 Priest Point Park to Capitol Dome
- 9 East Bay Dr Lookout to Capitol Dome

Map of view corridors that, prior to Online Survey 2, had been identified as potentially important for analysis

The views are listed below in order of importance to respondents:

Very important/important:

1. Capitol Campus Promontory to Budd Inlet*
2. West Bay Park to Mt Rainier*
3. Park of the Seven Oars to Mt Rainier

Important:

4. East Bay Drive to Capitol Dome
5. Puget Sound Navigation Channel to Capitol Dome*
6. Priest Point Park to Capitol Dome

Somewhat important:

7. Madison Scenic Park to Capitol Dome/Black Hills*
8. Capitol Way/Union to Olympic Mountains

Not important:

9. Cherry Street to Capitol Dome*

*Five views already selected for analysis. Note that despite Cherry Street being seen as not important, it has been a useful view for exploring issues related to the Capitol Heights District and the 1063 Building.

Open-ended responses

Responses from the final question asking “what else would you like us to know?” include:

- (81) Vagrancy/Homelessness
- (33) Improve Safety/More Police Presence
- (20) Need Parking Strategy and/or more parking/parking garage
- (17) Appreciation for this process
- (17) Traffic Flow
- (17) Improve bus service, pedestrian and bicycle access
- (15) Sea level rise
- (13) Less Parking
- (11) Remove or repurpose Capitol Center Building on Isthmus
- (8) Investment in the arts – funding for the Procession of the Species
- (6) Public restrooms
- (6) Currently adequate parking - parking perception is the problem
- (5) Lighting
- (5) Enforcement of non-maintained buildings
- (4) Improve sidewalks

- (3) Bring courthouse downtown
- (3) Covered outdoor eating spaces
- (2) More housing
- (2) View protection
- (2) Turn Capitol Lake into an estuary – repairing the water quality
- (2) No more buildings like 123 4th. Way to large – out of scale
- (1) More Public spaces
- (1) Stop the 8 year tax holiday for new residential development
- (1) No subsidies for economic development – let the developers pay
- (1) Limit the height of buildings near the waterfront
- (1) Improve signage on parking lots that are available on evenings and weekends
- (1) Urban gondola would be a great addition to the Olympia-Tumwater Brewery
- (1) Streetcars from Tumwater to Farmers Market
- (1) Convention or event center
- (1) Invest in a real marketing plan encouraging visitors
- (1) Bring higher education facilities
- (1) Historical museum
- (1) More garbage cans
- (1) Move the transit center out of downtown
- (1) Paddle boat rentals on Capitol Lake
- (1) Suggest rethinking the naming of the Southeast Downtown Neighborhood. Too confusing with Southeast neighborhood. Plus “southeast of downtown” is unnecessarily precise. A South Downtown neighborhood is distinct, and generally right. Plus it lends itself to some kind of “SoDo” branding in future decades as it takes on a life of its own, similar to South Capitol neighborhood is its own brand. At the very least it avoids any confusion with the ‘other’ Southeast neighborhood
- (1) Get rid of old outdated rundown buildings
- (1) Encourage property (commercial and residential) ownership
- (1) Edible landscaping
- (1) Open up the entire waterfront to the public
- (1) Smoother streets
- (1) More bike racks
- (1) Park and ride at the edge of downtown with shuttle for employees
- (1) Charge more for residential parking

- (1) More Welcome to Olympia signs off the freeway
- (1) Outdoor swimming pool
- (1) Use vacant buildings to house the homeless

Respondent demographics

Two-thirds of respondents live within Olympia, but not downtown; one quarter live outside of Olympia, but within Thurston County; nine percent live downtown; and four percent live outside of Thurston County.

Half of respondents work downtown, and some own property or a business downtown.

Respondents fairly evenly represent a range of ages, with some under-representation in the 18 to 24 year range.

Respondents tend to visit downtown three or more times per week and come for a wide range of activities, with dining/ drinking and shopping as the most popular activities.

White people were the predominant respondents on this survey (88%), with thirteen percent representing other races and ethnicities.

Downtown Strategy - Outreach Meetings – Spring 2016

	Organization	Contact Name	#/email	Notes	Lead	Date	Meeting completed
1.	Evergreen MPA Class	Cheryl King	kingcs@evergreen.edu		Amy	1/19	yes
2.	Downtown Businesses		Various	Delivered 150 Invitations to DTS forum	Jeannine Kempees -Intern	Weeks of 2/8 & 15	yes
3.	LOTT	Lisa Perez	664-2333		Amy/ Kendra	3/16	yes
4.	HOCM	Patty Belmonte	Patty Belmonte Executive Director Hands On Children's Museum 414 Jefferson St NE Olympia, WA 98501 360-956-0818 ext 141 Museum 360-789-9061 cell director@hocm.org		Amy/ Kendra	2/25	yes
5.	East Bay Neighborhood assoc.	Don Law	olydlaw@comcast.net		Amy	3/10	yes
6.	Xchange Business Professionals	Dan Smith	cell: 360-870-6938 DESmith@ci.tumwater.wa.us		Amy/ Mark	3/11	yes
7.	Visitors and Convention Bureau	Shawna Stewart	Shauna Stewart, Executive Director Olympia-Lacey-Tumwater Visitor & Convention Bureau shaunastewart@visitolympia.com 704-7544		Amy	3/14	yes

Downtown Strategy - Outreach Meetings – Spring 2016

8.	Thurston Co. Chamber Business and Econ. Development Group	David Schaffert	David Schaffert President /CEO 809 Legion Way, Olympia, WA 98501 Ph. 360.357.3362 dschaffert@thurstonchamber.com		Amy	3/18	yes
9.	ODA Academy	Vita	357-8948 oda@tss.net		Amy	3/25	yes
10.	WA Society of CPA's	Teri Thunberg	VP, Accounting WSECU Accounting PO Box WSECU, Olympia, WA 98507 tthunberg@wsecu.org www.wsecu.org 800.562.0999 ext 10143 360.754.6143 direct	Send presentation by 3/30	Amy & Leonard	4/6	
11.	Downtown Neighborhood Assoc.	Tim Kenny	tim@chirohosting.com		Amy	4/20	
12.	Hispanic Alliance	Olivia Salazar de Breaux	Program Assistant, Public Works, General Services City of Olympia, olympiawa.gov 360.753.8242 osalazar@ci.olympia.wa.us		Leonard	4/21	
13.	PBIA	Mary Corso	352-3864 marylcorso@aol.com	Confirm date with Mary C.	Mark/ Kendra (maybe)	May 12?	
14.	Port Commissioners	Mike Reid	Mike Reid Senior Manager Business Development	Amy trying to get something scheduled with Mike – 2 nd and 4 th Monday of each month –	Amy/ Kendra	June 13 or 27?	

Downtown Strategy - Outreach Meetings – Spring 2016

			606 Columbia St NW Suite 300 Olympia, WA 98501 (360) 528-8076 (tel) miker@portolympia.com				
15.	Nighttime Bars and restaurants	Mark Rentfrow will provide		Need to connect this with Arts Commission's work on Creative District. Chair meets with Step first week in April; Arts Comm is on 4/14	Mark/ Kendra	TBD	
16.	DT Theaters		Olympia Family Theatre: Alexis Sarah Operations & Marketing Manager Olympia Family Theater (360) 570-1638 www.olyft.org State Theatre/Harlequin 786-0151 Capitol Theatre: 754-5378 capitoltheater@olympiafilmsociety.org Washington Center Jill Barnes, 753-8585	Need to connect this with Arts Commission's work on Creative District; Chair meets with Step first week in April; Arts Comm is on 4/14	Mark/ Kendra	TBD	
17.	DT Waterfront rec.		OYC 357-6767 Port of Olympia Parks and Rec olympiaparks@ci.olympia.wa.us 360.753.8380 Rowing Club OAR 259-3482 Tugboat Annies943-1850	Might be able to work in conjunction with Port on this	Kendra will look into it	TBD	

Downtown Strategy - Outreach Meetings – Spring 2016

18.	School District	Jennifer Priddy	596-6129 jpriddy@osd.wednet.edu		Amy will ask Leonard	TBD	
19.	Thurston County elected officials	Jon Tunheim	TC Prosecutor (360) 786-5540 tunheij@co.thurston.wa.us	Jon to get back to Amy	Amy	TBD	
20.	Thurson Black Alliance	Dr. Karen A. Johnson	360-888-5767, dr.kjohnson888@gmail.com		Anna	TBD	
21.	Risen Faith	Rev. Charlotte Beeler-Petty	Rev. Charlotte Beeler-Petty: 786-8095, clepetty@ix.netcom.com. Rev. Beeler-Petty's husband Clinton Petty is serving on the Ad Hoc Committee on Police and Community Relations. He has a city email: cpetty@ci.olympia.wa.us	Note: I would both call and e-mail. I wouldn't expect them to answer the phone. They tend to filter calls through voicemail.	Anna	TBD	
22.	Islamic Center of Olympia	Ismael Hassan	president@islamiccenterofOlympia.org	See below	Anna	TBD	
23.	Muslim Community of Olympia	Mustafa Mohamedali	mustafaus@msn.com	Note from Kellie Braseth: "He is the Social Secretary for the Islamic Center of Olympia and sits on the board of directors. Really nice guy. His daughter Nausheen is a neighbor and friend. She was on my staff at the college."	Anna	TBD	
24.	Evergreen Longhouse	Tina Kuckkhan-Miller	867-5344 kuckhat@evergreen.edu		Anna	TBD	
25.	Evergreen State College	George Bridges	867-6100	Related to art studio/housing/retail/classroom space	Need to ask Renee	TBD	

Downtown Strategy - Outreach Meetings – Spring 2016

26.	Artesian Leadership Committee	Luke Burns	Recreation Program Specialist Olympia Parks, Arts, & Recreation 222 Columbia St. NW Olympia, WA 98501 360.570.5857 www.olympiawa.gov/parks		Mark/ Anna	TBD	
27.	South Sound Military Communities Partnership	Sarah Luna	Program Coordinator South Sound Military & Communities Partnership sluna@cityoflakewood.us 253-983-7774	Amy offered a presentation	Amy	TBD	
28.	Social Service Providers		Anna has list	TBD – 2 nd meeting later in the process	Anna/ MAKERS	2/19 and ??	
29.	PBIA/ODA	Mary Corso Vida Zvirdys- Farler	352-3864 marylcorso@aol.com 357-8948 oda@tss.net	Need a joint meeting in the Fall to talk about draft DTS & clean & safe initiatives	Mark/ Kendra (maybe)	Sept(ish) TBD	PBIA/ODA
Advisory Boards (also, they are especially encourage to attend the May 23 Urban Design Discussion)							
30.	UAC	Andy Haub			Amy	1/17	yes
31.	BPAC	Michelle Swanson			Amy	3/16	yes
32.	OHC	Michelle Sadlier		To discuss historic preservation	Michelle Sadlier/ MAKERS	4/12	yes
33.	Arts Commission	Michelle Swanson			Amy	4/14	yes

Downtown Strategy - Outreach Meetings – Spring 2016

34.	Planning Commission	Joyce Phillips			Amy	5/2	
35.	PRAC	Jonathon Turlove			Amy	August	
36.	DRB	Catherine McCoy				Occurred last fall – perhaps a 2 nd mtg after 5/23?	



Public Process | Downtown Strategy

Connecting Places & Spaces

Key



Public Involvement



City Council Briefings



Online Engagement



Stakeholder Work Group

Last Updated 4.11.2016

Gather Information

Oct - Nov 2015

Delivered

- Background report & maps
- Preliminary market analysis
- More specific project objectives

Evaluate Alternatives

Dec - Mar 2015/16

Deliverables

- Land use & urban design alternatives with illustrations
- Preliminary parking strategy recommendations

Develop Strategies

April - May 2016

Deliverables

- Guiding framework for land use & urban design with illustrations
- Recommended economic, retail, & housing strategies
- Analysis of potential viewsheds, parking issues, & feasibilities for development *(will continue into June-Aug timeframe)*

Develop Implementation Tools

June - Aug 2016

Deliverables

- Recommendations for:
- Capital improvements
 - Business & economic development incentives
 - 6-year implementation strategy
 - Recommendations for zoning, view, and design guidelines with graphics

Prepare - Present Report

Sept - Dec 2016

Deliverables

- Draft Downtown Strategy available for public feedback
- Final Downtown Strategy



Workshop #1 — Gathered Information Held Sat, Nov 21



Workshop #2 — Evaluate Land Use Alternatives - Held Sat, Feb 20



Dev/Business Forum #1 — April 28 @ 6 pm
Urban Design Discussion — Monday, May 23 @ 6 pm



Workshop #3 — Viewshed Analysis and more June 6 @ 6 pm
Dev & Business Forum #2, TBD*



Open House Draft Report, TBD*



Online held Oct 28 to Nov 11, Dec 17- Jan 17



Online Survey held March 17 - 27



TBD*



TBD*



Draft report online TBD*



Announcement Tues, Oct 13 City Hall



Debrief & Direction Dec 8, Feb 9, March 3 City Hall



Debrief & Direction April 21 & 26, & May 10 City Hall



Debrief & Direction July TBD*



City Council & Planning Commission review TBD*



Meeting held Oct 23 & Nov 4



Meetings on Dec 2, Jan 6 & Feb 3



Meetings on Mar 2, April 6 & May 4th



Meetings on June 1 & July 6

* TBD = To Be Determined

Note: Materials available online @ olympiawa.gov/DTS