



**COMMUNITY ECONOMIC
REVITALIZATION BOARD**

FEASIBILITY/PLANNING
APPLICATION

2011-2013 BIENNIUM

Management services for the CERB Program are provided by:



Department of Commerce

Innovation is in our nature.

COMMUNITY ECONOMIC REVITALIZATION BOARD

Feasibility/Planning Application for Funding

Applicant:	<u>City of Olympia</u>
County:	<u>Thurston</u>
Federal Tax Number:	<u>91-6001261</u>
Applicant Fiscal Year:	1/1 through 12/31 month/day month/day
Contact:	<u>Keith Stahley</u>
Title:	<u>Community Planning and Development Director</u>
Phone:	<u>360 753 8227</u>
E-Mail:	<u>kstahley@ci.olympia.wa.us</u>
Fax:	<u>360 753 8087</u>
Mailing Address:	<u>City of Olympia, PO Box 1967, Olympia, WA</u> 98507 Zip + four: <u>98507-1967</u>
Legislative District:	<u>22</u> Congressional District: <u>3rd</u>

CERB grant requested: **\$25,000**

Amount of other funding sources: \$100,000

Total public project costs: **\$125,000**

Project Title: Downtown Olympia Community Renewal Area (CRA)

Brief project description: Establish a Community Renewal Area in downtown Olympia including creation of a community renewal area plan. Chapter 35.81, Community Renewal Law, of the RCW requires that such plans include project development proposals and plan for the rehabilitation of blighted areas or portions thereof by replanning, removing congestion, providing parks, playgrounds and other public improvements. CERB funds would be used to fund project design work for redevelopment proposals for specific properties within the CRA and to conduct feasibility assessments for various redevelopment scenarios.

Declaration: *"I hereby certify that the information given in this application to the Community Economic Revitalization Board is true and correct to the best of my knowledge and belief."*

Signature of Responsible Official: _____

Print or Type Name and Title:
Director

Keith Stahley, Community Planning and Development

Please include a resolution authorizing this application as Attachment A.

COMMUNITY ECONOMIC REVITALIZATION BOARD

A. IDENTIFICATION OF FEASIBILITY STUDY/PLANNING PROJECT

A1. Estimated schedule for public project completion.

	ESTIMATED COMPLETION DATE (month/year)
Consultant Services Chosen	8/2012
Consultant Begin Work	9/2012
Consultant Draft Report	12/2012
Consultant Final Report	6/2013
Consultant End Work	7/2013
Project Complete	7/2013
_____(other)	/

A2. Describe the projected short-term and long-term economic benefits the planning project will have on the local community.

The Community Renewal Area will allow Olympia to develop a plan for the redevelopment of downtown. It will focus the city's attention on those properties that are having a blighting influence on our downtown and require development of a CRA plan to address those blighted buildings and influences.

Short-term the city anticipates that the planning process will result in a clear action plan for redevelopment of downtown while long-term the city hopes that the plan will yield a viable redevelopment project that will eliminate blighted buildings in our Downtown.

A3. Describe how the project will enhance existing or encourage future economic activity in the area.

There are a number of blighted and potentially blighted buildings in Olympia's downtown. Some of these buildings are owned by the state and have sat vacant or underutilized for a number of years. The CRA process will enhance future economic activity by helping the City plan for the redevelopment and reuse of these buildings. The additional design and feasibility work funded with a CERB Grant will allow the city to develop an economically viable development proposal for one or more properties in Downtown.

A4. What will be accomplished as a result of the project?

A Community Renewal Area Plan and redevelopment plans for targeted properties.

A5. Describe the impact on the community in the event the project is not funded by CERB.

The City plans to move forward with the consideration of creation of a CRA with or without the state's participation, however, CERB funding would allow for more specific redevelopment plans and economic feasibility studies to be conducted for selected sites including those owned by the state.

COMMUNITY ECONOMIC REVITALIZATION BOARD

B. FINANCIAL INFORMATION

B1. Provide a cost breakdown of the feasibility study/site-specific pre-development planning project components. A 25 percent cash match is targeted.

CERB grant requested:	<u>\$25,000</u>
Cash match:	<u>\$80,000</u>
In-kind match:	<u>\$20,000</u>
* Other sources:	\$ _____
 Total cost of project:	 <u>\$125,000</u>

(Amount should equal total on Page 2)

B2. List all match funding source(s) and amount. Note whether the amount has been secured or is being requested. Give the date that the funds were approved or the date that requested funds are expected to be approved.

Source	Amount	Status	Date Approved <i>(or expected to be approved)</i>
CERB grant request	<u>\$25,000</u>	<u>Requested</u>	<u>July</u>
<u>City General Funds</u>	<u>\$80,000</u>	<u>Approved</u>	<u>January, 2012</u>
<u>City General Fund Labor</u>	<u>\$20,000</u>	<u>Approved</u>	<u>January 1, 2012</u>
_____	\$ _____	_____	_____
 Total Funding	 <u>\$125,000</u>		

B3. Who will be conducting the study? If an outside consultant has not yet been chosen, describe the selection process. Provide names of potential consultants.

A consultant has not been selected. The city went through a Request for Qualifications process last year and received proposals from seven firms and has narrowed the pool to three qualified firms. A City Council Ad Hoc Committee has been formed to evaluate the qualifications of the three finalists. Upon selection of a finalist, staff would negotiate a contract and a scope of work. CERB funding would be instrumental in expanding the scope to include additional design and economic feasibility work.

B4. Other sources of funding for economic feasibility/pre-development planning studies exist. Indicate whether your jurisdiction has made application to any other funding sources for this study and what the outcome was.

Fund Source	Application Submitted?		Outcome
	Yes	No	
_____	—	<u>X</u>	_____
_____	—	<u>X</u>	_____

C. LOCAL SUPPORT

C1. As Attachment B, please provide evidence of public notification for the project at the back of this application.

COMMUNITY ECONOMIC REVITALIZATION BOARD

C2. As Attachment C, please attach to the back of this application a site map showing the area to be evaluated.

C2. As Attachment D, please include local support letters at the back of this application.

D. ECONOMIC DIVERSIFICATION

D1. Describe the project's link with the economic diversification strategy and goals of the community.

The City Council adopts a set of goals each year. In 2011 and 2012 City Council has included the goal of making Downtown Olympia safe and welcoming for all. One of the strategies to achieve this goal is the creation of a Community Renewal Area as well as a Community Development Block Grant Section 108 Loan Program.

D2. Applicants must demonstrate that this request is part of an economic development plan consistent with local and applicable state planning requirements.

The City of Olympia has an adopted Comprehensive Plan and the vitality of downtown is a paramount objective of that plan. The plan envisions downtown continuing to be a center for retail, housing, government, arts and entertainment. The creation of a CRA is consistent with these objectives. The City has invested over \$100,000,000 in downtown over the past three years (City Hall, Hands on Childrens Museum, Pervical Landing, East Bay Plaza) and wants to plan to spur private development in the area and eliminate blight and blighting influences through the CRA process.

In addition to its Comprehensive Plan, the City of Olympia has undertaken a number of studies on downtown including a housing feasibility study and a state funded planning effort that resulted in:

1. Downtown Best Management Practices from SERA Architects
2. Downtown development districts from Barney and Worth
3. Downtown development pro forma from Barney and Worth
4. Downtown Tool Kit from Barney and Worth
5. Downtown housing study report from Heartland

E. PROJECT FEASIBILITY

E1. Describe the scope of work for the project. Indicate the anticipated accomplishments of the project. Attachment E lists elements which must be included in a feasibility/planning project.

The proposed study is a Planning Grant. The planning project will include development of a Community Renewal Area Plan for the proposed Downtown Community Renewal Area. This plan is required by Chapter 35.81, Community Renewal Law, of the Revised Code of Washington. This law provides communities with tools to address slum and blight through the creation and implementation of an economic redevelopment plan known as a Community Renewal Area Plan. The City of Olympia sought qualifications from firms, individuals and consortiums through a request for qualifications process to provide ongoing assistance in developing and implementing a Community Renewal Area and is poised to move forward with the required planning process to create such a plan.

This grant in conjunction with designated city resources will provide for the creation of a "Community Renewal Area Plan". The RCWs define a Community Renewal Area Plan to mean "a plan, as it exists from time to time, for a community renewal project or projects, which plan (a) shall be consistent with the comprehensive plan or parts thereof for the municipality as a whole; (b) shall be

COMMUNITY ECONOMIC REVITALIZATION BOARD

sufficiently complete to indicate such land acquisition, demolition, and removal of structures, redevelopment, improvements, and rehabilitation as may be proposed to be carried out in the community renewal area; zoning and planning changes, if any, which may include, among other things, changes related to land uses, densities, and building requirements; and the plan's relationship to definite local objectives respecting appropriate land uses, improved traffic, public transportation, public utilities, recreational and community facilities, and other public improvements; (c) shall address the need for replacement housing, within the municipality, where existing housing is lost as a result of the community renewal project undertaken by the municipality under this chapter; and (d) may include a plan to address any persistent high levels of unemployment or poverty in the community renewal area."

The major goals for the planning process include:

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

Major outcomes of this planning process include:

- Eliminate downtown blight and blighting influences
- Increase commerce in downtown Olympia
- Create a safer and more welcoming Downtown for all users
- Expand market rate housing
- Leverage existing public sector investment including City Hall, Hands on Children's Museum, East Bay Development, Percival Landing renovation and the LOTT WET Center and Office to create private sector investment

Grant funds would provide for an expanded scope of work around preparation of redevelopment plans and feasibility analysis.

E2. If infrastructure construction is to be supported by the study, indicate the estimated construction schedule and/or project time frame.

The proposed study is a Planning Grant. Long-term the City hopes that the creation of the CRA will lead to redevelopment of portions of downtown and infrastructure construction.

E3. Indicate if there has been private investment interest, please describe:

One of the objectives of the CRA is to create private investment interest in Downtown Redevelopment. The RCW requires that a municipality... afford maximum opportunity, consistent with the needs of the municipality as a whole, to the rehabilitation or redevelopment of the community renewal area by private enterprise. A municipality shall give consideration to this objective in exercising its powers under this chapter, including the formulation of a workable program, the approval of community renewal plans (consistent with the comprehensive plan or parts thereof for the municipality), the exercise of its zoning powers, the enforcement of other laws, codes and regulations relating to the use of land and the use and occupancy of buildings and improvements, the disposition of any property acquired, and the provision of necessary public improvements.

COMMUNITY ECONOMIC REVITALIZATION BOARD

As part of the implementation of the Community Renewal Area Plan, the City will develop requests for qualifications or requests for proposals and solicit interest from private development partners to carry out one or more projects identified in the plan. Proceeds from this grant would assist the city in developing site specific plans and conducting feasibility analysis on development scenarios.

COMMUNITY ECONOMIC REVITALIZATION BOARD

Attachment A Resolution Authorizing CERB Application

Attach a resolution authorizing this application.

COMMUNITY ECONOMIC REVITALIZATION BOARD

Attachment B Evidence of Public Notification

Provide evidence of public notification for the public planning project presented for CERB funding consideration.

COMMUNITY ECONOMIC REVITALIZATION BOARD

Attachment C Site Map

Include/attach a map of the area indicating the proposed project site.

COMMUNITY ECONOMIC REVITALIZATION BOARD

Attachment D Evidence of Local Support

A statement from the local Associate Development Organization (ADO) is required. Other examples of local support might include letters from local governing councils, chambers of commerce, citizens, etc. Statements from the local city council and/or county commissioners are strongly encouraged.

COMMUNITY ECONOMIC REVITALIZATION BOARD

Attachment E Feasibility Study Minimum Requirements

The economic feasibility study must contain the following **minimum requirements**:

- a. A product market analysis linked to economic development.
- b. A market strategy containing action elements linked to timelines.
- c. Identification of targeted industries.
- d. Identification of the group responsible for implementing the marketing strategy. Describe the group's capacity to complete the responsibility.
- e. The site's appropriateness by addressing, at minimum, appropriate zoning, affect to the state or local transportation system, environmental restrictions, cultural artifact investigation, and the site's overall adequacy to support the anticipated development upon project completion.
- f. A location analysis of other adequately served vacant industrial land.
- g. Total funding for the public facilities improvements is secured or will be secured within a given time frame.
- h. An analysis of how the project will assist local economic diversification efforts.
- i. Indicate the specific issues that will be addressed.
- j. List one or more economic outcomes that you expect from the proposed CERB project.
- k. Describe the specific, quantifiable measures of the outcome(s) that will indicate success. Describe in measurable terms what you expect to be able to show as progress toward the outcome for each year before the whole outcome has been achieved.
- l. Describe what data you will collect to determine whether the outcome is being achieved.
- m. Describe the data collection procedure including when data will be collected, from whom and by whom.
- n. The estimated median hourly wage of the jobs created when development occurs.
- o. If the project is determined to be feasible, the following information must be provided within the final report:
 1. Total estimated jobs created (in FTEs).
 2. Describe benefits offered to employees.
 3. Describe the median hourly wage of the new jobs in relation to the median hourly county wage.
 4. The county three-year unemployment rate in relation to the state rate.
 5. County population change in the last five years.
 6. The estimated jobs created represent what percentage of the county's labor force.

COMMUNITY ECONOMIC REVITALIZATION BOARD

7. The estimated jobs created represent what percentage of the county's unemployed workers.
8. Estimated new annual state and local revenue generated by the private business.
9. Estimated private investment generated by project.

By submitting this application, the applicant acknowledges these minimum requirements and agrees to include these points in the final study, as described in this application.