



OLYMPIA DOWNTOWN STRATEGY



Briefing for Utility Advisory Board
Amy Buckler, Senior Planner, CP&D
January 7, 2016



Public Process to Form the Downtown Strategy

Connecting Places & Spaces

Key



Public Involvement



City Council Briefings



Online Engagement



Stakeholder Work Group

Gather Information

Oct - Nov 2015

Deliverables

- Background report & maps
- Preliminary market analysis
- More specific project objectives, including identification of sub-districts

Evaluate Alternatives

Dec - Feb 2015/16

Deliverables

- Land use & urban design alternatives with illustrations
- Analysis of potential viewsheds, parking issues, & feasibilities for development

Develop Strategies

March - May 2016

Deliverables

- Preferred land use & urban design strategy with illustrations
- Recommended economic, retail, & housing strategies
- Preliminary parking strategy recommendations

Develop Implementation Tools

June - July 2016

Deliverables

- Recommendations for:
- Capital improvements
 - Business & economic development incentives
 - 6-year implementation strategy
 - Zoning & view protection standards
 - Design guidelines with graphics

Prepare - Present Report

Aug - Dec 2016

Deliverables

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



Workshop #1 — Gather Information Sat, Nov 21 | 9:30 - 12 The Olympia Center



Workshop #2 — Evaluate Alternatives Sat, Feb 20 | 9:30 - 12 The Olympia Center



¹Workshop #3 — Develop Strategies, TBD*
²Joint advisory board workshop, TBD*
³Development & business forum #1, TBD*



Development & business forum #2, TBD*



Workshop #4 — Draft Report, TBD*



Online input Oct 28 to Nov 11, Nov 25 to Dec 7



Online input Feb 24 to March 7



TBD*



TBD*



Draft report online TBD*



Announcement Tues, Oct 13 Council Chambers



Debrief & direction Tues, Dec 8 Council Chambers



Debrief & direction March TBD*



Debrief & direction July TBD*



City Council & Planning Commission review TBD*



Meetings on 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: All materials will be available online @ olympiawa.gov/DTS



Connect With Us @ olympiawa.gov/DTS



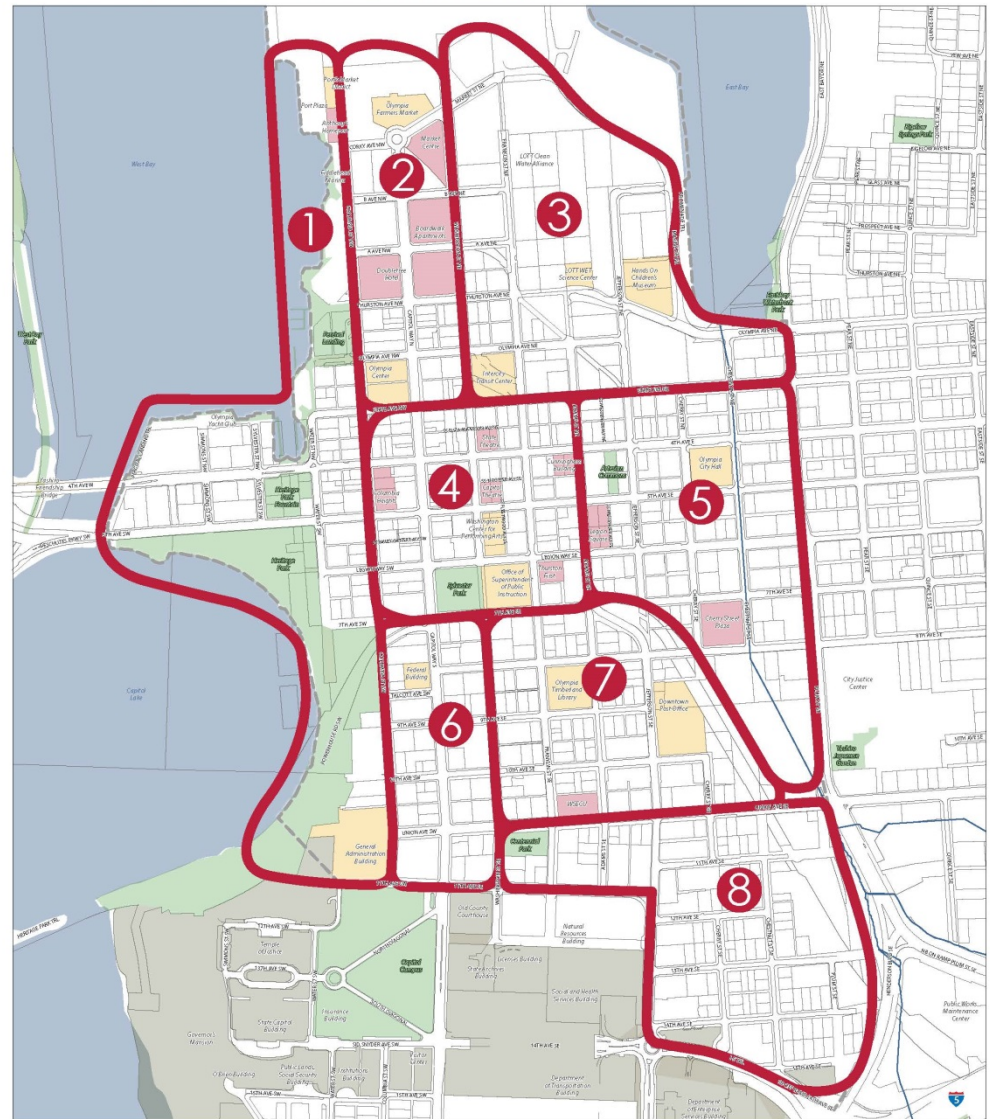
Workshop #1: November 21, 2015

- 100+ participants, including new faces
- Highly engaged and productive groups
- Very quick pace
- Variety of activities
- Meaningful results



Results: Districts

- Provides an idea of how people perceive the downtown
- Useful in thinking about specific areas
- Will be useful in framing and analyzing alternatives



Workshop results
Most popular districts

Major points of interest
Downtown planning area
City and State parks
Public Landmarks
Private Landmarks
State Capitol Campus
Streams

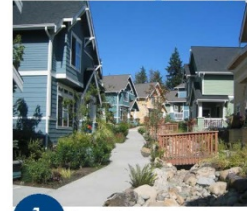
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MAP #2: Residential Growth Preferences



Housing Types



1 Small lot or cottage clusters



2 Townhomes



3 2 to 4-story single-purpose residential



4 Larger single-purpose residential



5 Live/work units



6 2 to 4-story mixed use (retail/commercial on ground floor)



7 5 to 6-story mixed use (retail/commercial on ground floor)

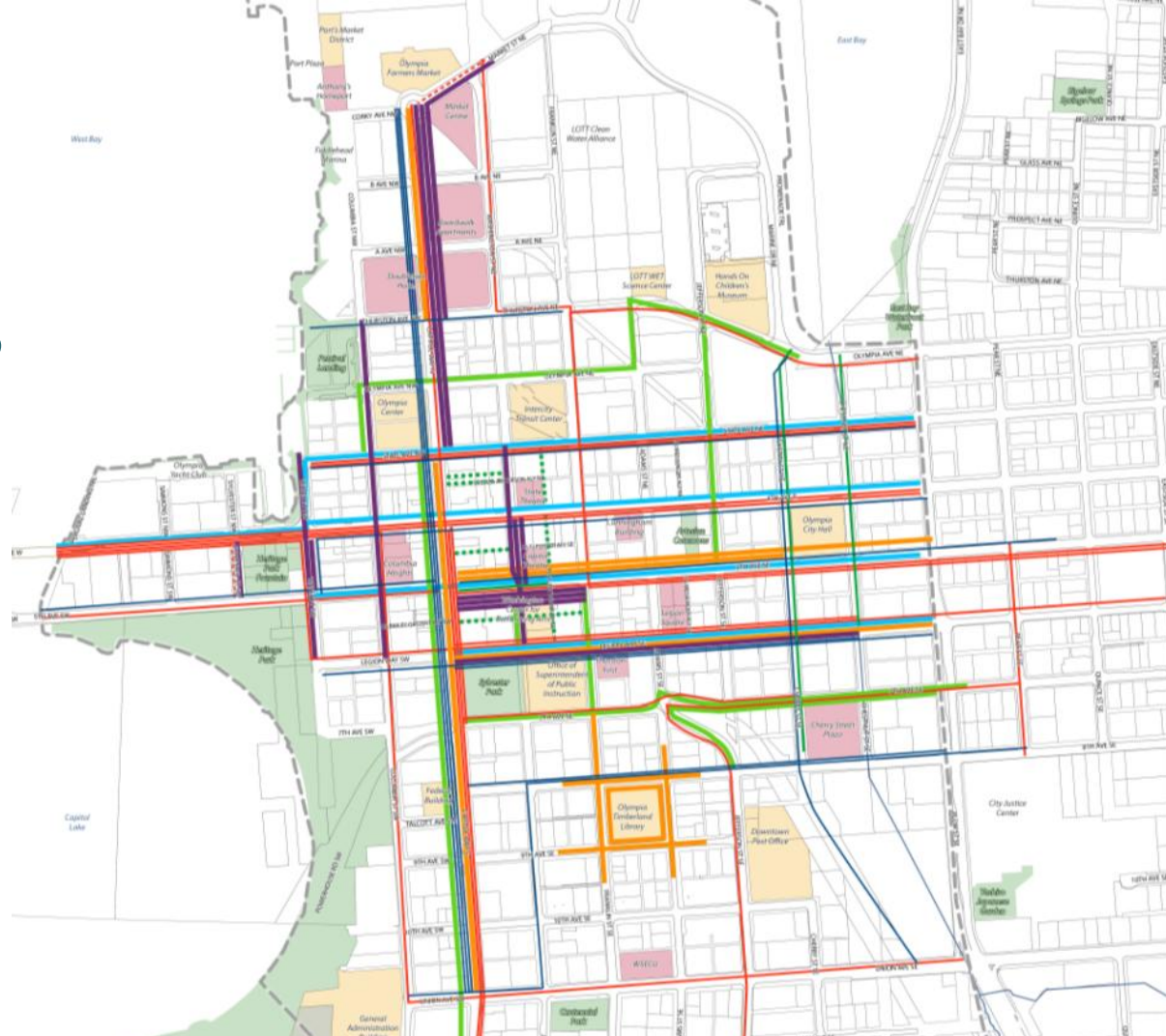


8 7-story and taller mixed use (retail/commercial on ground floor)

Results: Priority Street Improvements

Indicates

- What streets people think are important
- What kind of street improvements are most important



Street Types



A Festival street



B Garden-like landscaping



C Green stormwater infrastructure



D Multi-use alleys



E Ped-bike-car shared street



F Safe bike routes



H Pedestrian lighting



I Street & open space integration



J Parklet



? Unidentified

Other Related Issues

Everything is interrelated

Some issues are part of other decision-making processes

We will connect, coordinate and communicate as much as possible

... Parking

... Sea Level Rise

... Homelessness

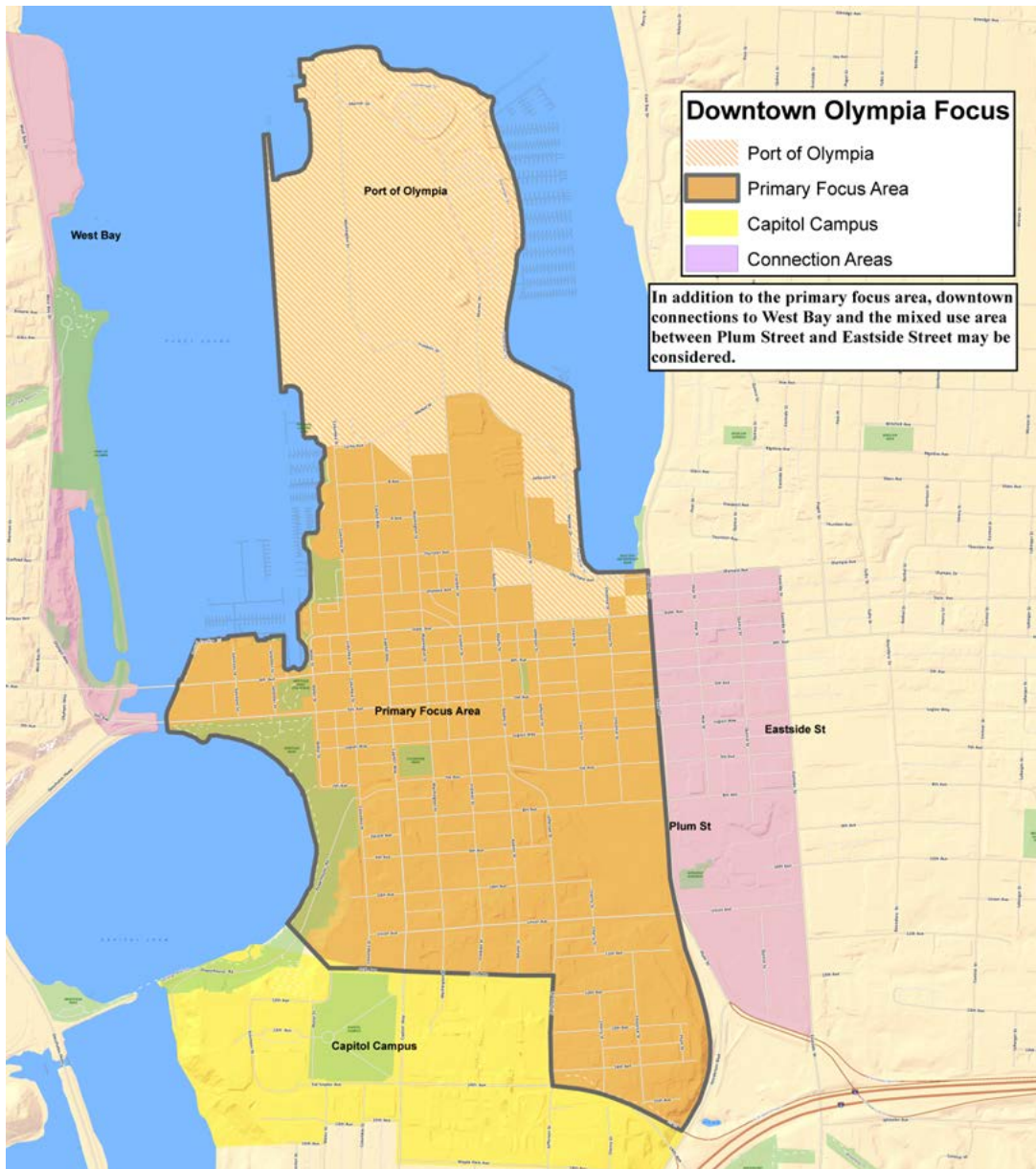
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Before Next Public Workshop:

- Incorporate Online Survey Results
- Meet with Housing & Social Service Providers
- More Technical Analysis



Questions?

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