

Comprehensive Plan Goals related to Downtown design:

- GL12:** Commercial areas are attractive, functional and appealing.
- GL18:** Downtown designs express Olympia's heritage and future in a compact and pedestrian-oriented manner.
- GL9:** Built and natural environmental designs discourage criminal behavior.
- GT16:** Streets are public space, where people want to be.
- GL6:** Community beauty is combined with unique neighborhood identities.
- LU3:** Historic resources are a key element in the overall design and establishment of a sense of place in Olympia.
- LU19:** Downtown's historic character and significant historic buildings, structures, and sites are preserved and enhanced.
- GE.8** Historic resources are used to promote economic stability in the City.
- GN1:** Natural resources and processes are conserved and protected by Olympia's planning, regulatory, and management activities.
- GL2:** Buildings, commercial and industrial processes, and site designs use energy efficiently.
- GL8:** Community views are protected, preserved, and enhanced.

Based on above, the following design priorities were identified during the Downtown Strategy planning and public engagement process:

- Apply a cohesive urban design strategy, considering how places and spaces between buildings and structures function for people as well as attract investment.
- Connect "places and spaces" with an integrated public realm network.
- Enhance Downtown's unique character to create a stronger design identity based on its historic fabric, waterfront setting, variety of human activities, and natural environment.
- Increase the variety and visual interest of Downtown, while emphasizing the unique qualities of its different "character areas"
- Ensure new buildings, private properties, and the public realm Downtown are high quality.
- Make sure that new development integrates within the existing context, making the area more attractive, while not overwhelming or diminishing the historic character.
- Reinforce the importance and appeal of civic assets, including City Hall, Children's Museum, East Bay Plaza, LOTT WET Center, Transit Center, Port Plaza, Heritage Park and Fountain, The Olympia Center, and The Washington Center for Performing Arts.
- Retain signature views of the Capitol dome, water, and mountains.
- Promote an attractive, pedestrian-oriented environment.