



Capital Mall Triangle Subarea Plan

Olympia City Council
July 9, 2024

David Ginther, Senior Planner



Photo Credit: Robert Vanderpool

Project Area



Comprehensive Plan

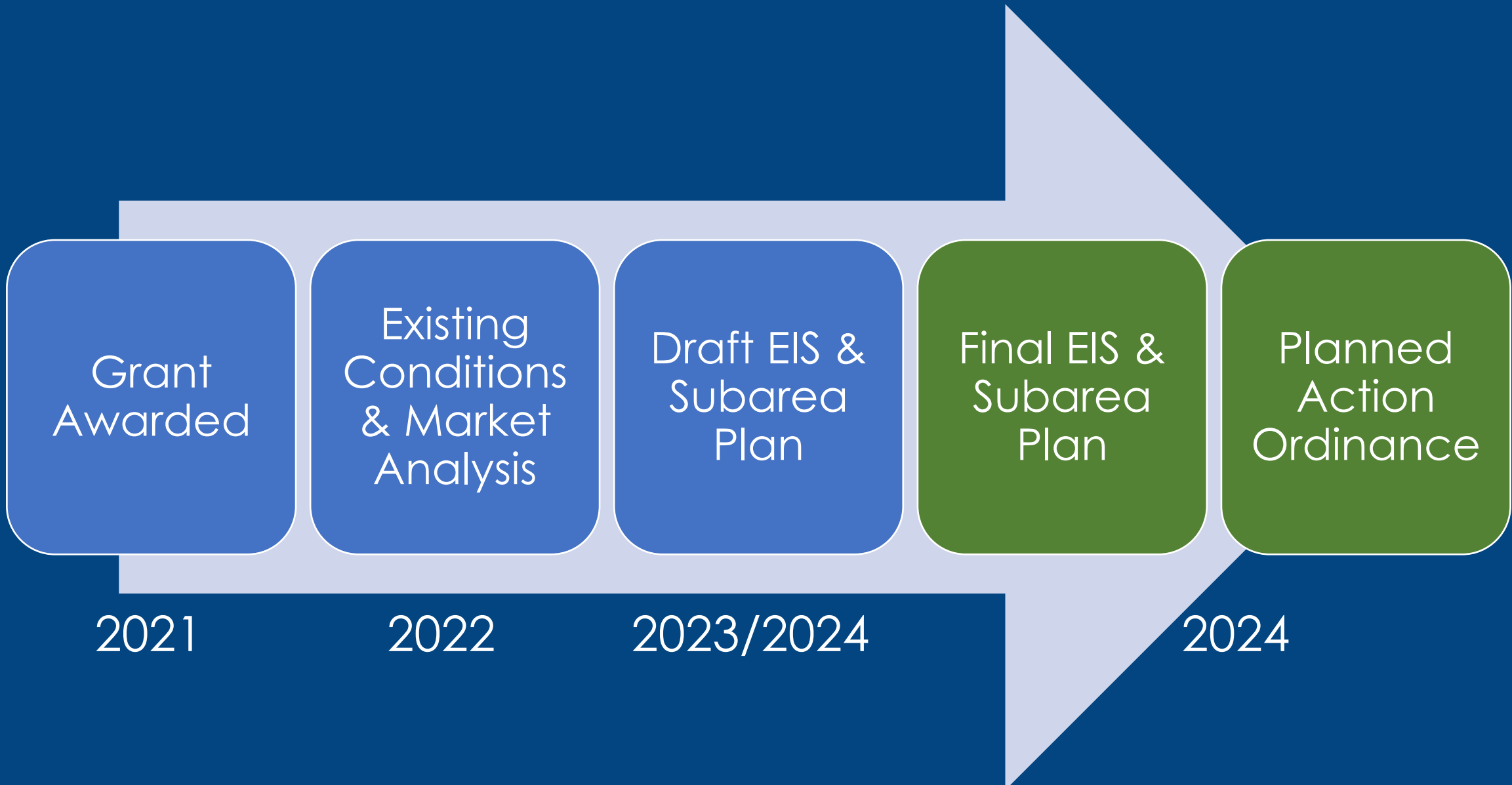
“The City envisions some areas, such as the vicinity of Capital Mall, as areas that will gradually convert into urban neighborhoods with a mix of land use”



Primary Project Goal

To help implement the community's vision in the City's adopted Comprehensive Plan

1. To continue to support the business community and maintain the area as a regional shopping destination
 2. To facilitate high-density residential & mixed-use development
-



Grant
Awarded

Existing
Conditions
& Market
Analysis

Draft EIS &
Subarea
Plan

Final EIS &
Subarea
Plan

Planned
Action
Ordinance

2021

2022

2023/2024

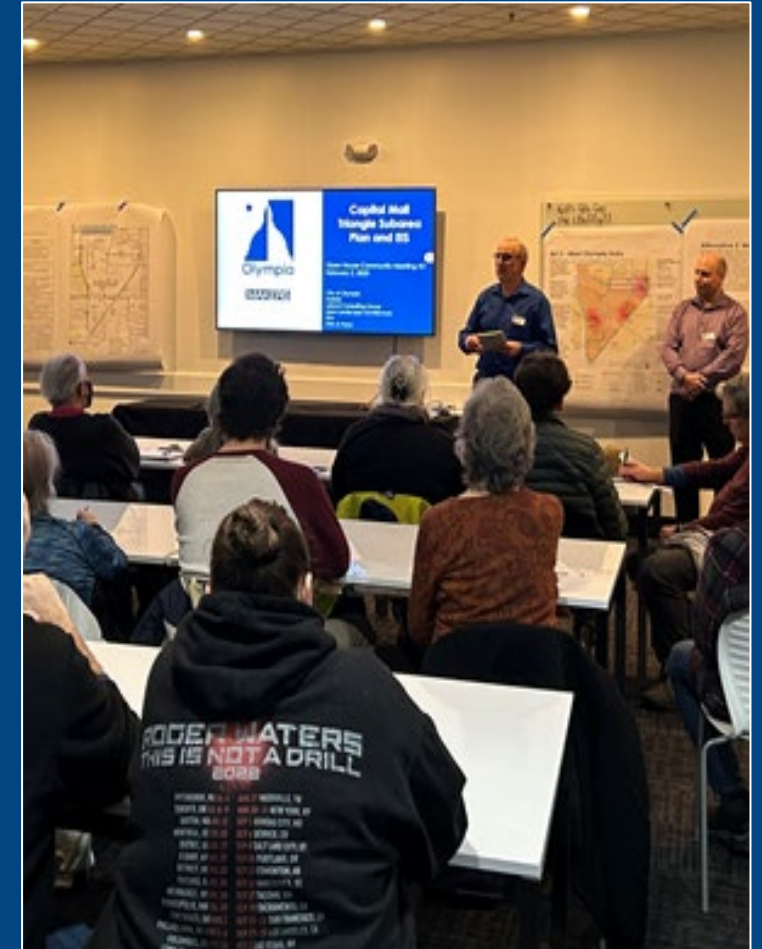
2024

Community Outreach

- 29,000 Outgoing emails
- 7500 Mailed letters
- 12 E-news publications
- 15 Parties of Record email announcements
- Newspaper and social media

Community Engagement

- 5 community meetings
- 5 stakeholder workgroup meetings
- 3 business focused meetings
- 19 presentations for organizations
- 14 briefings for city committees
- 17 interviews
- 300 written comments received



Overarching Themes from Engagement

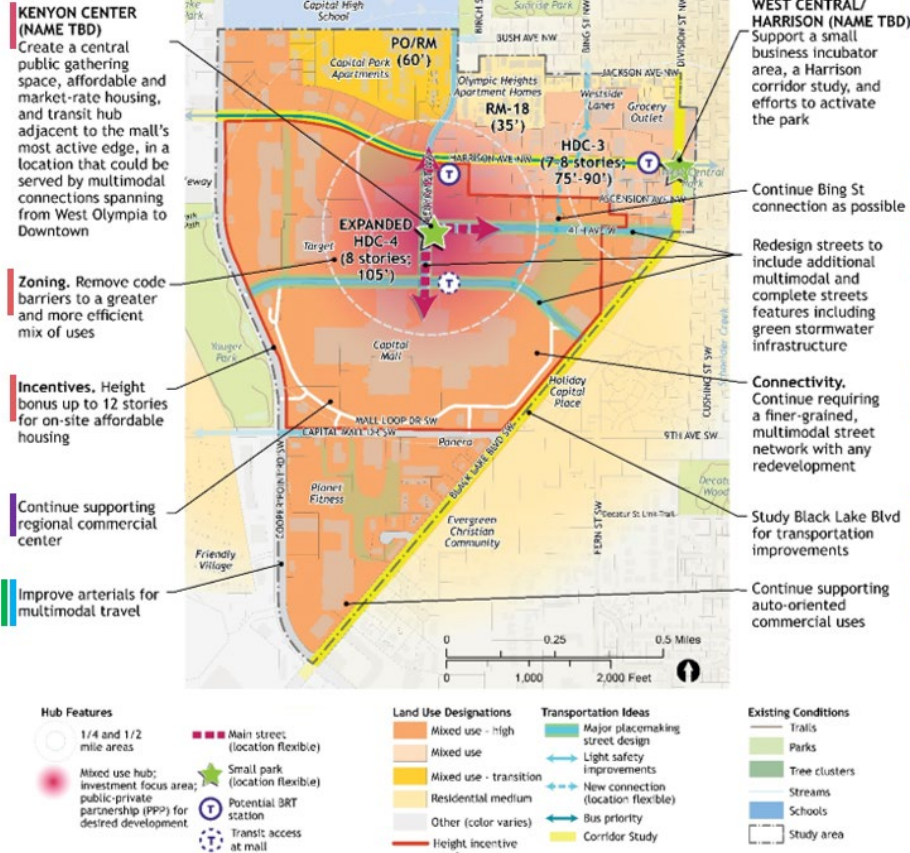
- Safe and comfortable mobility
- Livable compact and complete urban neighborhood
- Environmental commitment



Subarea Plan Recommendations



Map 3-1. Capital Mall Triangle Subarea Framework Map



Source: MAKERS (2023)

Recommendations – Land Use

- “Kenyon Center”
 - ½ acre public space (plaza/park etc.)
 - People centered streetscape
 - Location flexible
- Three additional smaller public amenities
 - Streetscapes, mini plazas, stormwater, or transportation related
 - Locations and timing TBD

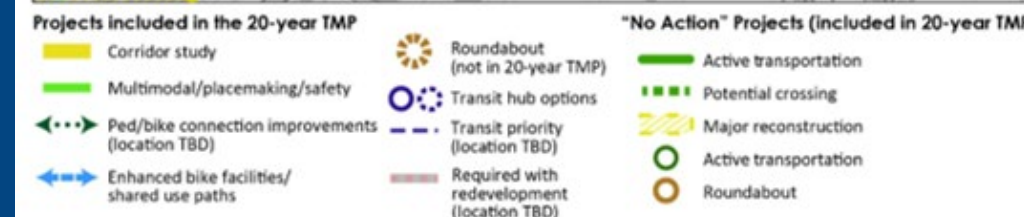
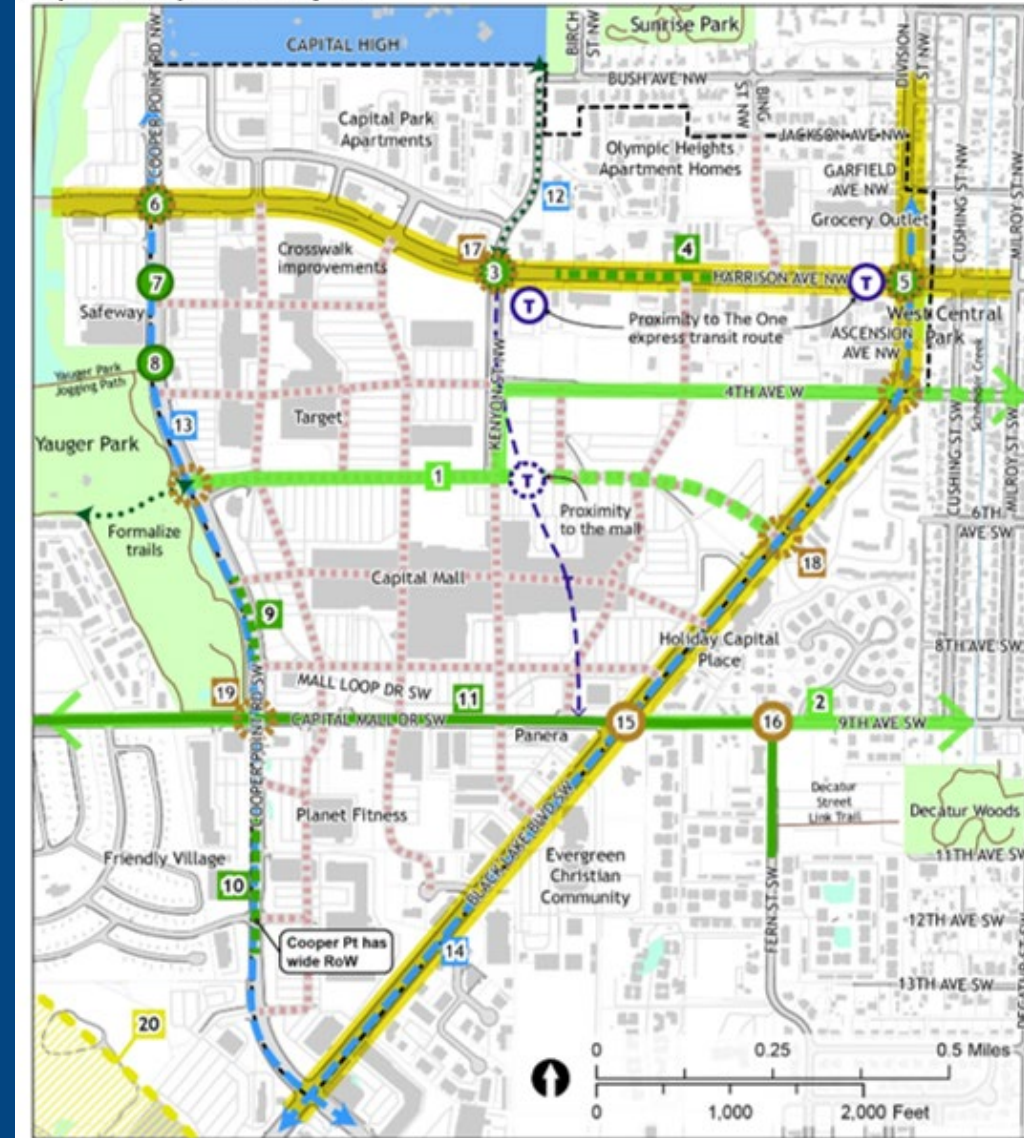
Recommendations – Land Use

- Development regulation changes
 - Commercial parking
 - Building heights
 - Affordable housing height bonus
 - Design guidelines
- Corridor study for Harrison Avenue

Transportation Recommendations

- Enhanced crosswalks
- Low-stress bike network
- Transit coordination
- Roundabouts
- Corridor studies
- Plan for new street connections, with new development
- Smaller, flexible block sizes for new development

Map 7-2. Transportation Projects



Source: City of Olympia, MAKERS, and Fehr & Peers (2023); TMP (2021)

Transit Coordination

- Signal prioritization on Harrison
 - Corridor study
- Support for future Intercity Transit planning
 - Transit hub
 - Service frequency & hours



Affordable Housing Recommendations

- Building height incentive for affordable housing
- Analysis of existing city owned properties
- Partner with affordable housing organizations
- Strategic land purchases



Affordable Housing Height Incentive

- Must be located in core of subarea
- Max height changes from 105ft to 130ft
- 100% of units must be affordable for those making 80% or less of the area median income



Economic Development Recommendations

- Tax Increment Financing
- Corridor planning for Harrison Avenue
- Building and facade improvement program
- Continued support for co-operative businesses
- Ground floor commercial financing



Tax Increment Financing (TIF)

- A way to fund public infrastructure to encourage private development
- The property tax portion of increases in assessed value of properties within the increment area is allocated towards paying for the public improvement costs
- Subarea Plan recommends exploring TIF



TIF Project Examples

- Streets, sidewalks, etc.
- Water, sewer, and stormwater systems
- Transit facilities
- Parks, recreation, and community facilities
- Affordable housing



Recommended Motion(s)

- Move to approve the Ordinance adopting the subarea plan, as proposed
- Move to approve the ordinance adopting the subarea plan, as amended





Capital Mall Triangle Subarea Plan & EIS



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