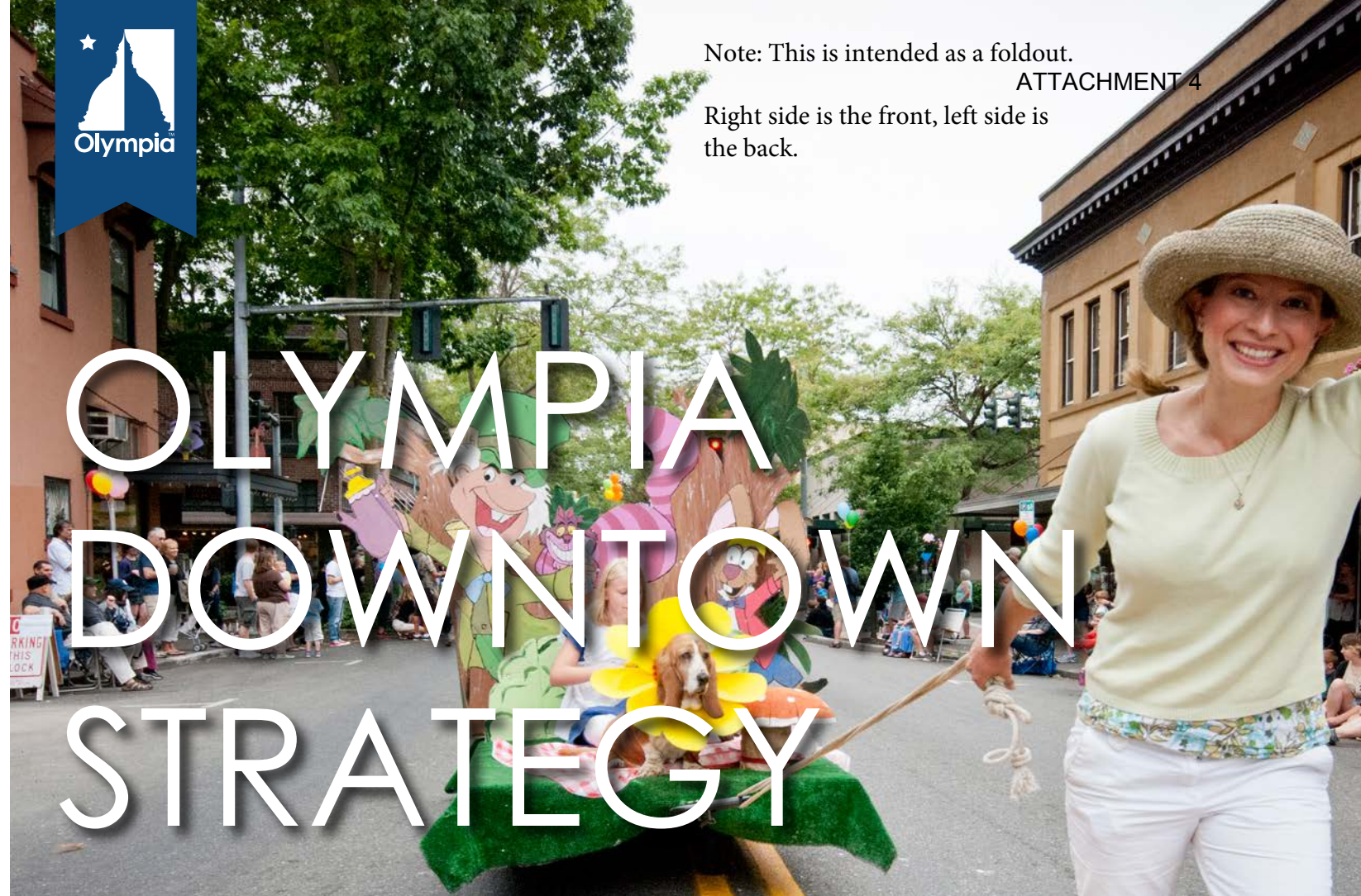


Note: This is intended as a foldout.

Right side is the front, left side is the back.



THE STRATEGY MEETS GOALS

Over 3,500 community members (from Olympia and other areas of the county) helped to shape the Downtown Strategy through workshops and online. Thanks to their time and effort, Olympia has a path forward for sustaining and improving downtown. For a complete list of actions and background information, see the full Downtown Strategy at www.olympia.gov/dts (available December 2016). In the report, the actions are organized by the categories below—land use, transportation, housing, and community and economic development.

LAND USE

walkable urban center

TRANSPORTATION

multi-modal, attractive streets

HOUSING

livable, mixed income neighborhoods

COMMUNITY AND ECONOMIC DEVELOPMENT

healthy businesses and vibrant work/play environment

COMPREHENSIVE PLAN/CITYWIDE ACTION PLAN OUTCOMES FOR DOWNTOWN

Not only do the actions reflect community goals raised in this process, but they also work toward the Comprehensive Plan's vision for downtown:

- 1 A vibrant, attractive urban destination
- 2 A safe and welcoming downtown for all
- 3 A mix of urban housing options
- 4 A variety of businesses
- 5 Connections to our cultural and historic fabric
- 6 Engaging arts and entertainment experiences

PUBLIC PROCESS

Through five public workshops, four online surveys, nine Stakeholder Work Group meetings, multiple City Council and Land Use and Environment Committee briefings and discussions, and many meetings with targeted participants (e.g., social services and affordable housing providers, retailers, developers, architects, and arts and theater representatives), we are confident the Downtown Strategy represents community views.



We began the process by asking participants about their goals for downtown, including where and what types of residential and other development they would like to see.



Then we asked what actions would improve living, working, and visiting downtown.



Finally, we discussed specific strategies for meeting downtown goals, like tools for housing affordability and landmark views preservation.

The Downtown Strategy ties together many community conversations and reflects local values and goals.

Downtown Olympia is South Puget Sound's regional hub for economic and social activity. With eclectic shopping and dining, numerous arts and entertainment venues and a rich historic fabric, downtown has much to offer. In addition, recent public and private investments totaling over \$180m have set the stage for a budding renaissance that is realizing numerous community goals.

However, downtown faces some challenges—development uncertainties related to sea level rise and site contamination, a continuing need for inclusive residential opportunities and a vibrant business and retail environment, and homelessness and street dependency. The Downtown Strategy is the City's effort to address these concerns with a clear set of actions to sustain and improve downtown for its residents, workers, and visitors.

The Downtown Strategy's recommended actions will be impactful—by meeting multiple goals at once—and realistic in terms of resources and timing. It also focuses on preserving Olympia's unique qualities, like its waterfront and natural setting and eclectic and

historic character. Specifically, the actions forward the following themes identified early in the process:

- Waterfront and natural setting,
- Family friendly,
- Pedestrian and people-oriented public spaces,
- Walkable lifestyle,
- Vibrant, diverse, economic center (reduce development uncertainties and encourage private investment),
- Environmentally conscious building and site design,
- Historic character preservation,
- Diversity of housing, and
- Safe and comfortable bicycle routes.

Many of the actions are already underway or are currently being initiated. The Downtown Strategy includes these efforts as well as a number of proposals that arose during the planning process. Inside are some of the key ideas that have emerged. As the display illustrates, some proposals are for downtown-wide programs while others are specific to the colored "character areas" identified on the map.

STAY IN TOUCH!

www.olympia.gov/dts

Contact Amy Buckler, Senior Planner at 360.570.5847 or dts@ci.olympia.wa.us



DOWNTOWN STRATEGY ACTIONS

DOWNTOWN-WIDE

The recommended actions interrelate and address multiple goals simultaneously. For example, encouraging development that fits in its character area leads to a more beautiful and unique downtown while also supporting a vibrant retail environment. Sample actions are provided below and to the right.

Evolve downtown into an even more beautiful, safe, welcoming, and eclectic place:

- Update and simplify building and street development code and design guidelines based on downtown's unique qualities (including views)
- Apply for an EPA brownfields assessment grant to remove uncertainty about contaminated sites

Ensure that people can get around by foot, bicycle, transit, and car with ease on attractive streets:

- Transform five street segments in the retail core to make the pedestrian experience spectacular
- Explore new and diverse funding options for sidewalk repair and street improvements
- Incorporate public art and directional signs/elements to cultivate character areas

Encourage private investment and a vibrant business and retail environment:

- Use a host of tools to encourage retail and development that fulfills downtown goals
- Complete the downtown parking strategy for more convenient, available parking to support local business and residential needs
- Complete an evening lighting audit to lead to safe and character-appropriate lighting for streets, alleys, and parking lots

Keep downtown livable and accommodate a mix of incomes and lifestyles:

- Develop a comprehensive "Housing Strategy" that identifies affordability needs and goals, establishes a monitoring program, identifies tools to fill the housing gaps, and is backed up with policy and funding commitments
- Use incentives to retain existing and encourage new market rate and lower cost affordable housing
- Work with partners to form an Olympia Coordinated Homeless Strategy

WATERFRONT

- Complete and market the Olympia Waterfront Route (ped/bike trail)
- Form a Sea Level Response Plan
- Develop a plan for the isthmus
- With partners, develop an action plan to enhance and promote waterfront recreation activities

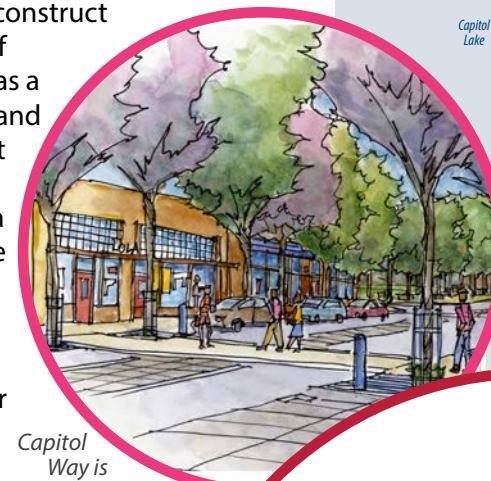
A beautiful pedestrian and bicycle trail—the Olympia Waterfront Route—highlights Olympia's unique qualities



CAPITOL TO MARKET

- Design and construct a segment of Legion Way as a landscaped and artistic street that easily converts to a car-free zone for festivals
- Improve Capitol Way, especially for pedestrians and transit
- Design and construct Franklin Ave to elegantly accommodate people, transit, and cars
- Improve Washington St for bicycles
- Implement a host of tools for supporting local retail

Capitol Way is enhanced as a multi-modal spine



Legion Ave paving and landscaping is more pedestrian and bicycle-friendly and ready for festivals

ARTISAN/TECH

- Encourage existing buildings to be adapted and reused rather than replaced over time
- Design and construct Jefferson St to add to the Art/Tech character, be greener, and be more pedestrian-friendly
- Encourage arts, science education, family entertainment, artisan manufacturing, brewing, distilling, culinary arts, etc.

Jefferson St gets street trees, existing buildings in the Art/Tech area are reused, and new buildings have an eclectic character



ENTERTAINMENT

- Slow traffic at intersections along 4th Ave
- Develop a nightlife/safety plan
- Emphasize art features and entertainment activities

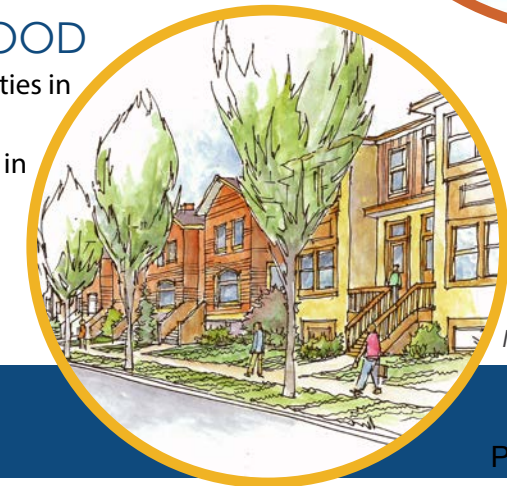
Blocks north and south of 4th Ave are lively at night



SE NEIGHBORHOOD

- Incorporate pedestrian amenities in new street standards
- Encourage local-serving retail in the area
- Explore park needs

New development includes a variety of housing types and transitions gracefully between new and old and large and small buildings



TRANSPORTATION ACTIONS

This page highlights the five transformational street improvements projects—Legion, Capitol Way, Washington, Franklin, and Jefferson—that will help make the pedestrian experience spectacular, while maintaining and improving bicycle and vehicular functionality. These, along with other long-term opportunities (some samples displayed here), will connect major downtown destinations with a variety of designs appropriate to their character area context (see the Urban Design Actions handout) while tying together a coherent downtown identity.



Festival streets can be a vibrant space during special events and offer a unique asset to a downtown's public realm.

SHARED STREETS

Seek funding to develop "shared streets" connecting the waterfront to Capitol Way (and downtown):

- Pedestrians, bicyclists, and vehicles share the street
- Landscaping and paving design can slow vehicles and add character

CAPITOL WAY

Improve the connection between the downtown retail core, Farmers Market, and Capitol Campus, especially for pedestrians and transit:

- Pedestrian experience improved with more space and slower vehicles
- Unify the view and character from Capitol to downtown
- Improvements to transit
- Curb bulbs may provide space for pedestrian amenities and landscape

LEGION WAY

Build on the existing energy from downtown street festivals to create a "festival street" between Capitol Way and Washington:

- Curbless design allows the street to accommodate street fairs, markets, and other public gatherings
- Street can carry a typical mix of traffic when not used for special events
- Outside of the festival street segment, Legion will also receive bicycle and pedestrian improvements

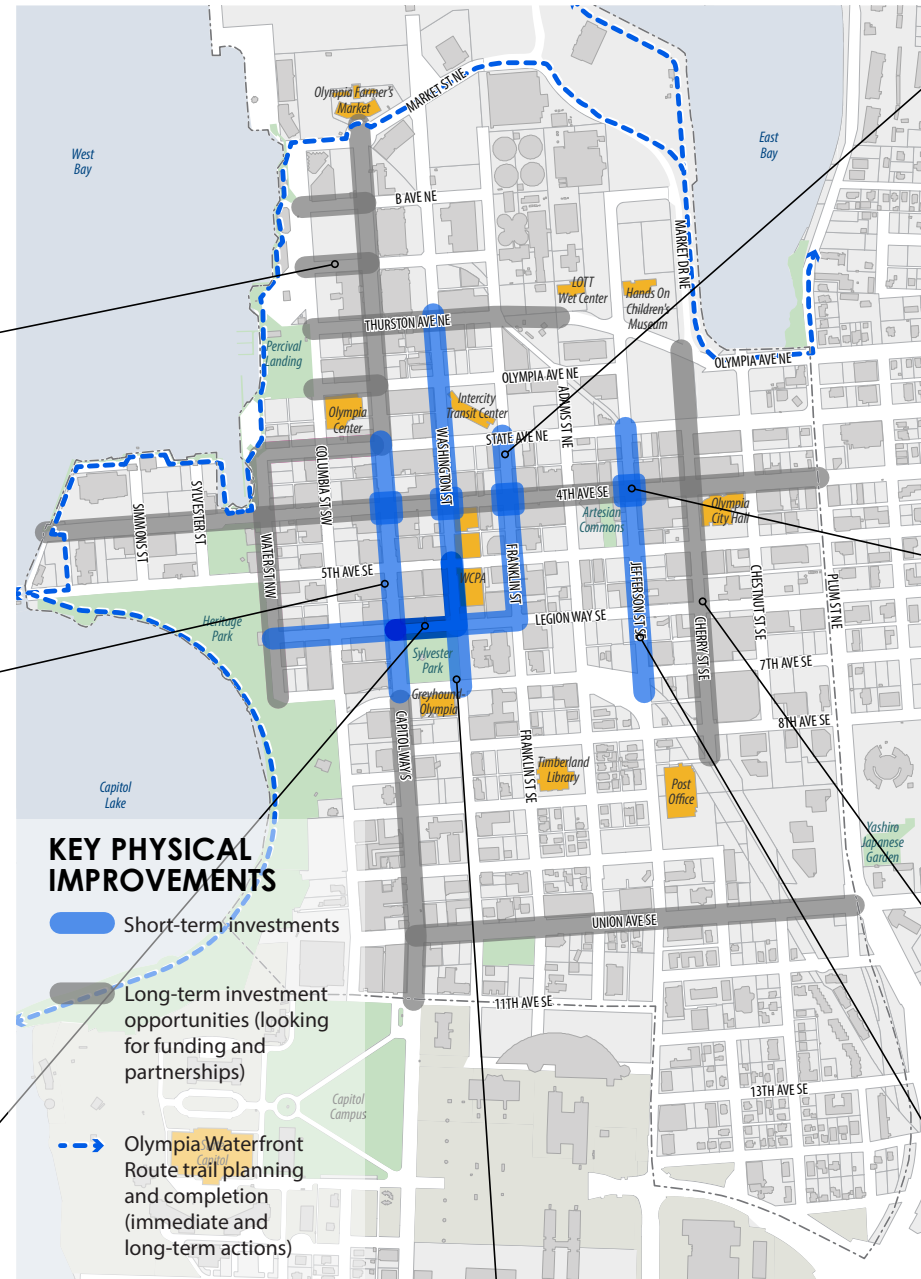


Photo Courtesy of Adam Coppola Photography

FRANKLIN

Design and construct Franklin Ave to elegantly accommodate transit, people, and cars:

- Improvements to this "transit-priority" corridor may include in-lane bus stops and curb bulbs
- Curb bulbs can also provide space for pedestrian amenities, such as seating and landscaping



Sidewalk space is allocated for pedestrians and transit riders.

Photo Credit: Adam Coppola Photography

4TH AVE INTERSECTIONS

When improving Capitol Way, Washington, Franklin, and Jefferson, design and construct the intersections with 4th Ave to slow traffic and enhance the entertainment district character:

- Improvements may include physical enhancements, such as curb bulbs, the addition of public art, furnishings, and other streetscape amenities



Curb bulbs slow traffic at intersections, shorten the crossing for pedestrians, and provide space for landscaping or other amenities.

Photo credit: MIG|SVR

CHERRY ST

As funding becomes available, develop a secondary north-south bike route through downtown:

- Street surface markings that signify a lane is shared with bicyclists (i.e., sharrows) are a low-cost bike facility with limited physical changes to the street

A NOTE ON STREET STANDARDS

As the five transformational street improvement projects are implemented, street standards throughout downtown will be updated. This means that future street improvement will include pedestrian amenities appropriate to the character area and purpose of the street.

WASHINGTON

Design and construct a multi-modal corridor that provides a north-south bicycle route through the downtown core:

- Design process will explore options for a low-stress, family-friendly bicycle facility on this corridor

JEFFERSON

Design and construct Jefferson St to enhance the Art/Tech character, have more street trees, and be more pedestrian-friendly:

- Curb bulbs may offer opportunity for additional landscape and pedestrian amenities



Widened sidewalks can accommodate outdoor seating or other activities to enhance the Art/Tech character.

The Downtown Strategy recommends building on the identities of each “character area” (colored fields on the map). The sample actions on this page demonstrate some specific ways to enhance character, such as adopting building design guidelines, encouraging land uses appropriate to an area, and improving key connections.

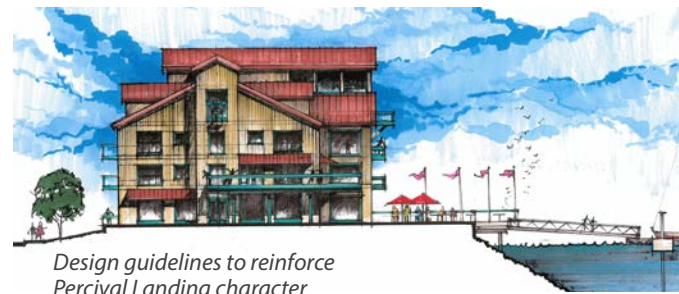
The chart below summarizes elements that contribute to downtown’s unique character and actions to enhance, protect, and connect them. Downtown’s various physical settings and visual amenities are valuable assets, and cohesively connecting them is important. See the Transportation Actions handout for more detail on the connections.

IDENTITY-GIVING VISUAL ELEMENT	ACTIONS TO ENHANCE OR CONNECT THE ELEMENT
A variety of expansive waterfront settings	<ul style="list-style-type: none"> Complete the “Olympia Waterfront Route” trail around the peninsula Include guidelines that enhance character of the waterfront setting
Views of the Capitol dome, mountains, and water	<ul style="list-style-type: none"> Most views will not be affected by new development Additional view protection measures under consideration
Historic core and Sylvester Park	<ul style="list-style-type: none"> Historic preservation measures and design guidelines to enhance the character of the core Streetscape improvements to Legion, Washington, and other core streets
Civic attractions	<ul style="list-style-type: none"> Improve streetscapes between attractions, especially the Hands On Children’s Museum, the Market, Transit Center and Percival Landing
Signature streets	<ul style="list-style-type: none"> Improve Capitol Way to strengthen the visual and functional connection between the Capitol Campus and the Market Establish or enhance gateway signage at key locations, most likely at Plum and Union and Capitol Way and Union
Eclectic/context-sensitive buildings and signs	<ul style="list-style-type: none"> Adopt design guidelines appropriate to each character area Update sign code to reflect character area goals (e.g., lively evening ambience in the Entertainment District)

WATERFRONT

Improve on existing attractions to create a vibrant, family-friendly, attractive destination with inviting connections to other downtown assets.

- Develop design guidelines to enhance maritime character
- Complete the Olympia Waterfront Route pedestrian/bicycle trail, including viewpoints and amenities
- Master plan the Isthmus
- Develop an action plan for recreational waterfront activities



Design guidelines to reinforce Percival Landing character

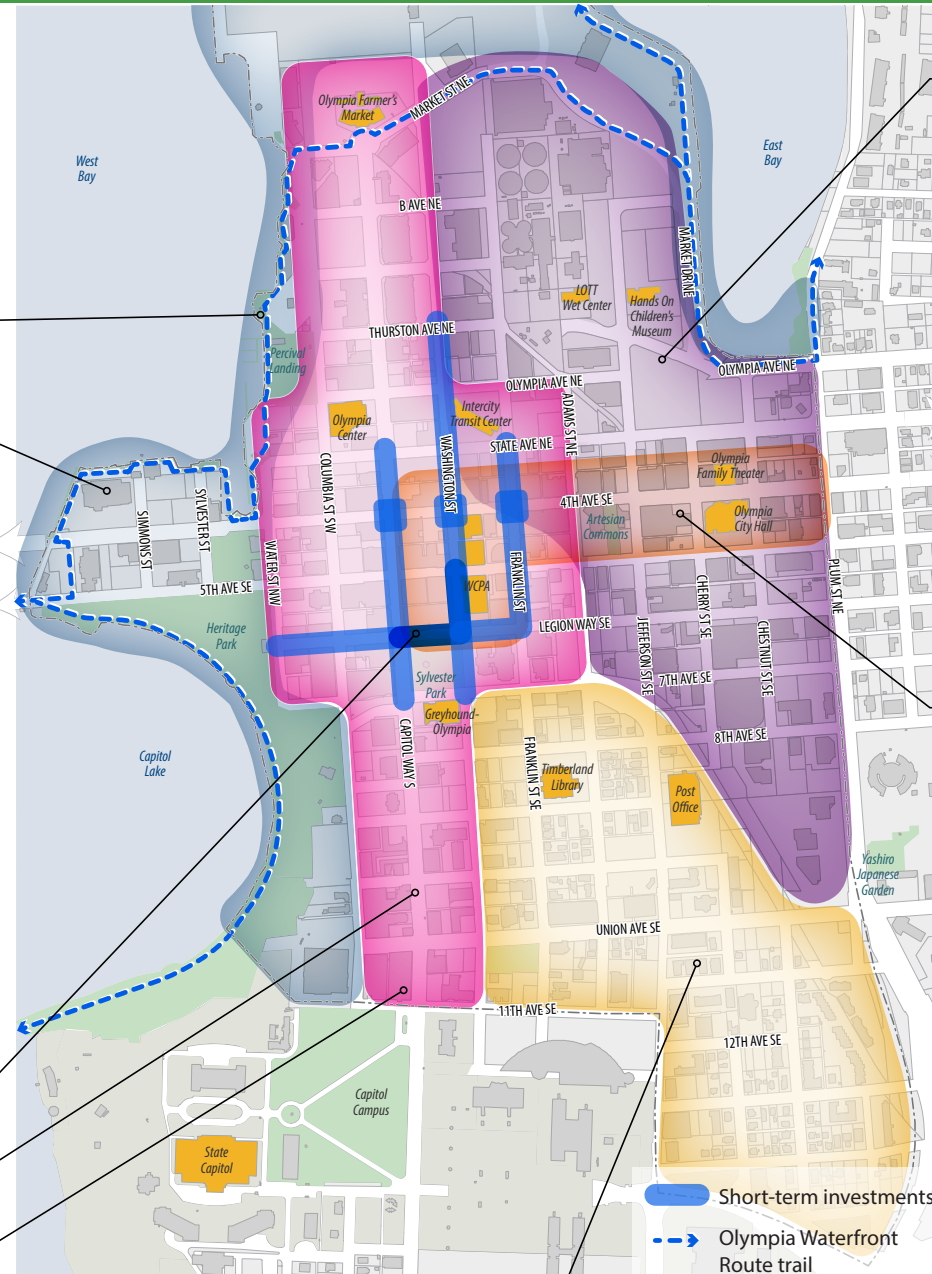
CAPITOL TO MARKET

Build on existing energy and historic character to increase liveliness and help small and diverse businesses thrive.

- Develop historically sensitive design guidelines
- Improve key streets with traditional design character
- Link Capitol Campus to downtown with Capitol Way and gateway improvements
- Adopt guidelines for “gateway architectural feature” on new development at 11th Ave



Building design guidelines to reinforce historic character and new development to link Capitol Campus to the downtown core



SE NEIGHBORHOOD

Build on existing assets (proximity to downtown and State employment, Timberland Library, and classic residences) to establish a family-friendly neighborhood. Spur a variety of new, context-appropriate residences, people-friendly paths and parks, and a greater sense of community.

- Rezone neighborhood to allow neighborhood commercial services but not large offices
- Adopt guidelines that help new development fit in with existing residences
- Require streetscape improvements with development



Individual units' entries face streets

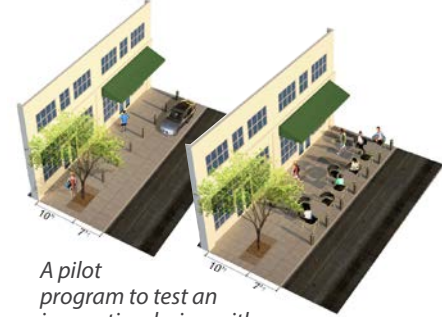
ARTISAN/TECH

Utilize the Port, LOTT, and warehouses character to create an affordable, mixed-use, artisan and tech hub. Encourage industrial buildings' reuse, “green” architecture, and an eclectic and functional character.

- Adopt guidelines that encourage reuse, energy- and water-efficient architecture, and an eclectic, industrial character
- Test flexible street design that supports outdoor seating/business space



Building design guidelines to allow diverse architecture with cues from industrial character



A pilot program to test an innovative design with movable bollards to accommodate an expanded sidewalk or parking depending on business owners' needs

ENTERTAINMENT

Enhance the theatre and entertainment district with enjoyable evening activity and bright, lively, and safe streets, while coexisting with neighboring residential and commercial uses.

- Establish streetscape design standards that emphasize variety, color, and evening activity
- Adopt guidelines to encourage art and creative architectural treatments
- Initiate an Arts and Wayfinding Plan



Building design guidelines that emphasize pedestrian interest, small scale street facades, and diversity

Design guidelines to increase compatibility between new and older residences, avoid impacts of larger buildings, increase pedestrian activity, and enhance safety and security



Snapshot of the Draft Retail Strategy for Downtown

Downtown — a Vibrant Dynamic Business Environment that Attracts People, Activity and Investments

olympiawa.gov/DTS



Olympia's Downtown offers a unique retail environment. Not only is Olympia the Capital City, the historic setting and beautiful waterfront offer a unique experience to those who live, work and visit the area. The Downtown Strategy identifies key opportunities for growth and improvement.

Retail strategies and priorities were shaped by extensive public process. According to a recent market study, retail opportunities in downtown are expected to grow based on estimated regional growth, additional Downtown residents, and potential for increased market capture in select sectors.

While the City has little direct influence on the market, the City and partners can help promote an environment where small businesses can compete and thrive. Partners like PBIA, ODA, Thurston Chamber, EDC, VCB, business owners and others are key to Downtown's success.



Retail Priorities and Strategies

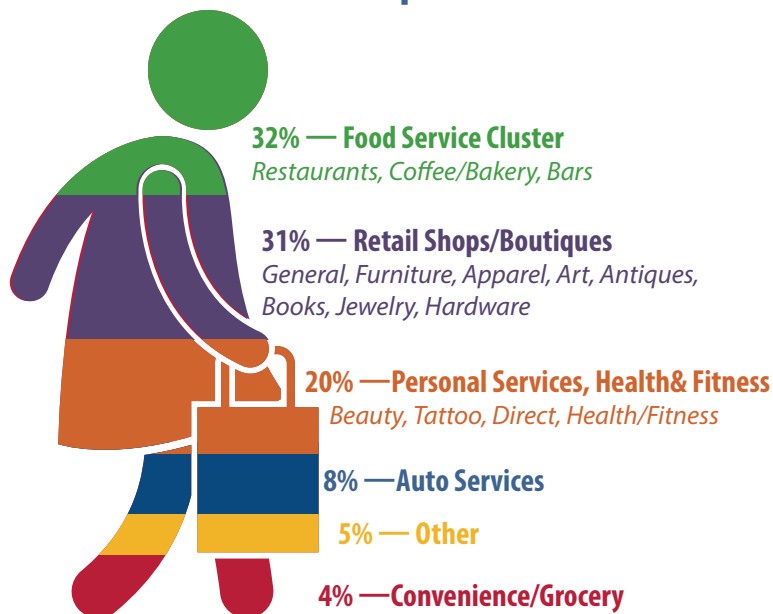
1

Strengthen Existing & Local Businesses so Downtown's small businesses can stay and thrive as the local economy grows

Downtown has close to 1,000 businesses that collectively employ about 10,000 people. A majority are small, local businesses composing an eclectic character and charm that contributes to Downtown as a unique shopping and entertainment destination.

40% of downtown businesses comprise the retail+ sector. Offering more than just goods, these businesses offer an experience. There is high potential for increased sales in this sector and other entertainment venues as more people are drawn to Downtown.

The Downtown Experience



The current distribution of retail space Downtown (by square feet)

Downtown has a Strong Business Environment

- 63% Businesses identified sales as growing
- 30% Businesses identified as stable
- 6% Businesses identified as declining

In 2015 - 2016

- 31 Businesses closed
- 56 Businesses opened



Sources EDC Business 2015 Interviews & ODA 2015-16



Housing Units

1,645 units
(2015 Inventory)

+ 2,500-3,000 new units
(projected demand*)

** Does not include temporary housing needs such as homeless shelters*

2013 - 2016: 299 new units added

2017: 400 new units expected in permitting or construction

2

Improve the Streetscape so that Downtown invites more pedestrian activity, patrons and investors

Walkability is a proven factor for success in any downtown. Our well-connected grid of sidewalks sets the stage for a truly pedestrian-oriented place, but the quality from place-to-place is inconsistent. Aiming for better connections, the Strategy outlines steps to encourage private investment and a major infrastructure investment. Over the next six years, 5 street segments in the retail core will be transformed to make for a truly spectacular pedestrian experience.

3

Encourage more residents, so that Downtown offers a more active & urban environment, more patrons and eyes on the street - increasing sense of safety to make downtown more inviting to the broader population.

A Downtown Housing Strategy sets the stage for a full-service neighborhood with a range of housing options.



Population Now Vs 2035

1,800 residents
(2010 Census)

+ 5,000 residents
(Target for 2035)

4

Improve identity & perception within Thurston County so that Downtown attracts more patrons and investment

Downtown is beloved by many. At the same time oft-cited concerns about parking, homelessness/ street dependency and safety perceptions deter many people. The Strategy directly addresses these concerns, including actions to:

- Update our parking strategy (kicked off fall 2016)
- Convene broad stakeholders to form a coordinated action plan that addresses homelessness and its impacts on Downtown
- Continue clean & safe actions with partners (e.g., Ambassadors, Clean Team, etc.)
- Regular media communication to community about Downtown improvements and positive data

HOMES FOR OLYMPIANS

A BRIEF OVERVIEW OF THE
DOWNTOWN HOUSING STRATEGY

OUR DOWNTOWN IS IN THE MIDST OF SOME BIG CHANGES.



BUT THEY'RE NOT HAPHAZARD OR UNCOORDINATED.



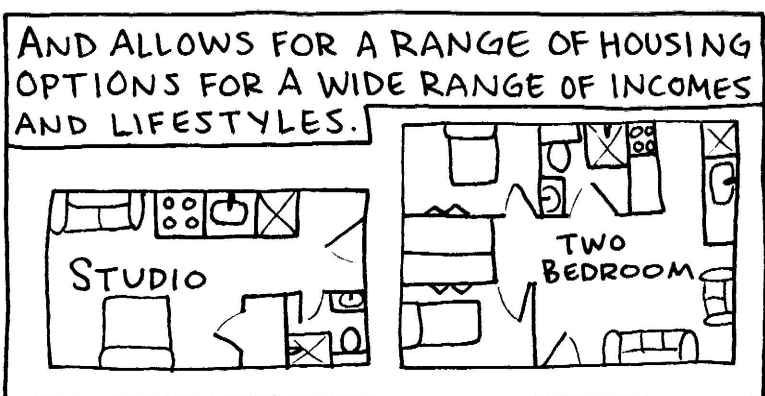
THE CITY AIMS TO CREATE AN URBAN NEIGHBORHOOD THAT'S VIBRANT, SAFE, AND ATTRACTIVE.



A PLACE THAT ALLOWS RESIDENTS TO MEET THEIR DAY-TO-DAY NEEDS WITHIN 1/4 MILE WALK.



AND ALLOWS FOR A RANGE OF HOUSING OPTIONS FOR A WIDE RANGE OF INCOMES AND LIFESTYLES.



WHILE ALLOWING EXISTING RESIDENTS AND BUSINESSES TO STAY AND BENEFIT FROM THE CHANGES.



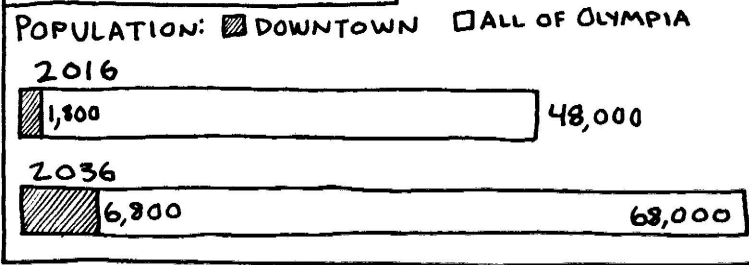
THIS REQUIRES THE CITY TO WORK IN TANDEM WITH THE PRIVATE SECTOR, NON-PROFITS, AND SOCIAL SERVICES TO STEER TOWARDS THESE GOALS.



HOUSING IS JUST ONE PIECE OF THE DOWNTOWN STRATEGY ... BUT IT'S A BIG ONE!



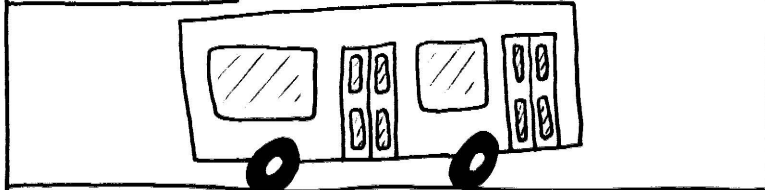
OLYMPIA IS EXPECTING TO SEE AN ADDITIONAL 5,000 RESIDENTS IN DOWNTOWN OVER THE NEXT 20 YEARS.



BUILDING IN EXISTING URBAN AREAS WILL PREVENT SPRAWL AND MINIMIZE THE IMPACT ON WILDLIFE AND AGRICULTURE, AND REDUCE COSTS OF INFRASTRUCTURE AND SERVICES.



HIGH DENSITY AREAS ALLOW PEOPLE TO BE CLOSE TO JOBS AND AMMENITIES SO THEY DRIVE LESS.



IT MAKES PUBLIC TRANSPORTATION EASIER, REDUCING OVERALL LIVING COSTS.

CREATING MORE URBAN NEIGHBORHOODS IS KEY TO OUR REGION'S SUSTAINABILITY GOALS.



ONE OF THE CONCERNS COMMUNITY MEMBERS HAVE IS THAT THESE CHANGES WILL DISPLACE EXISTING RESIDENTS AND BUSINESSES.



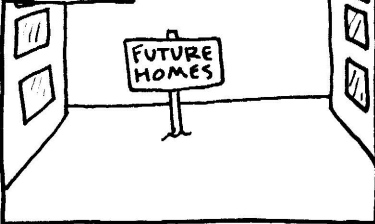
TWO TYPES OF DISPLACEMENT INCLUDE PHYSICAL DISPLACEMENT AND ECONOMIC DISPLACEMENT.



PHYSICAL DISPLACEMENT: OLD BUILDINGS ARE TORN DOWN TO BUILD NEW ONES AND PEOPLE ARE FORCED TO MOVE OUT.



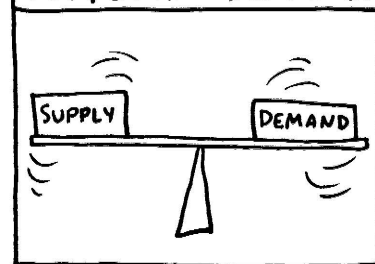
IN DOWNTOWN, THERE IS LOTS OF ROOM TO DEVELOP ON VACANT LOTS.



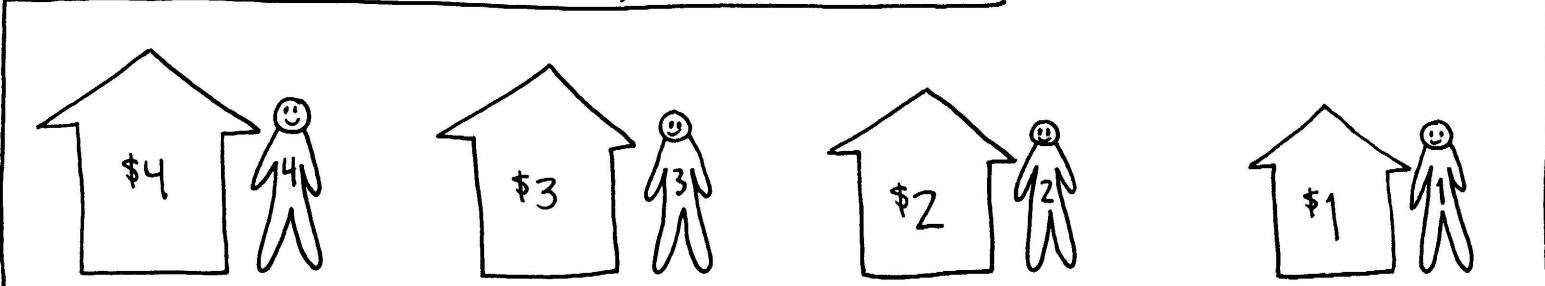
ECONOMIC DISPLACEMENT: RISING RENTS FORCE LOWER INCOME RESIDENTS OUT OF THEIR NEIGHBORHOOD.



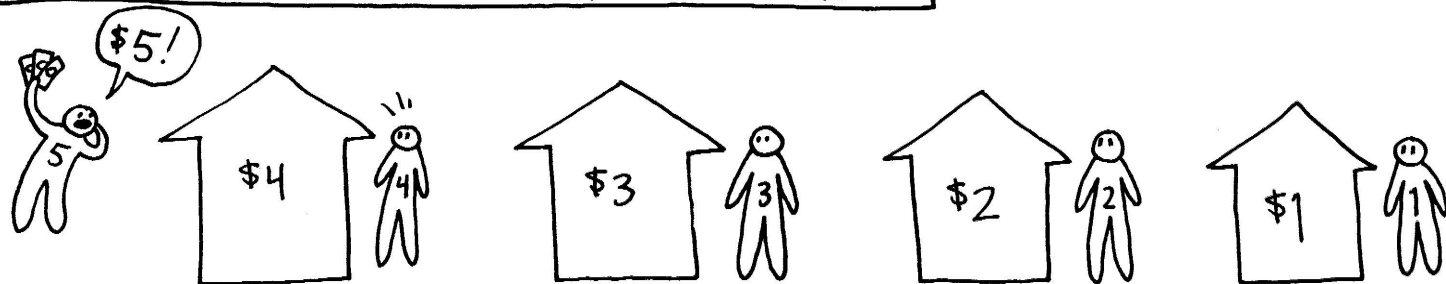
RENT PRICES WORK IN A SYSTEM OF SUPPLY AND DEMAND.



FOR EXAMPLE, IF YOU HAVE FOUR HOMES OF VARIOUS PRICES AND FOUR PEOPLE OF VARIOUS INCOMES LOOKING FOR HOUSING, EVERYONE WINS.



BUT IF THERE ARE **FIVE** PEOPLE AND ONLY FOUR HOMES, THE WEALTHIEST PERSON CAN OFFER MORE MONEY FOR THE NICEST HOME

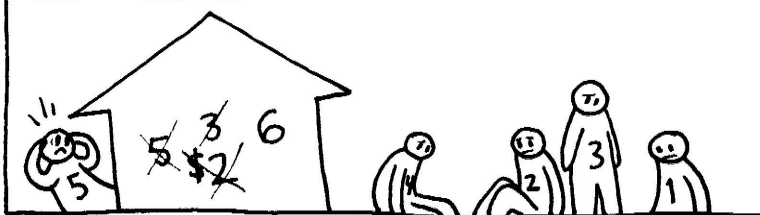


... FORCING EVERYONE ELSE TO OFFER MORE ALL THE WAY DOWN THE LINE.

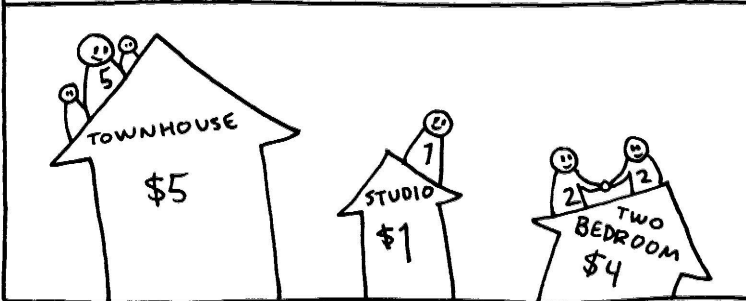
AND EXCLUDING THE POOREST.



WHEN PEOPLE OUTNUMBER HOUSING, PRICES GO UP AND THOSE WITH THE LEAST RESOURCES TEND TO BE THE ONES DISPLACED.



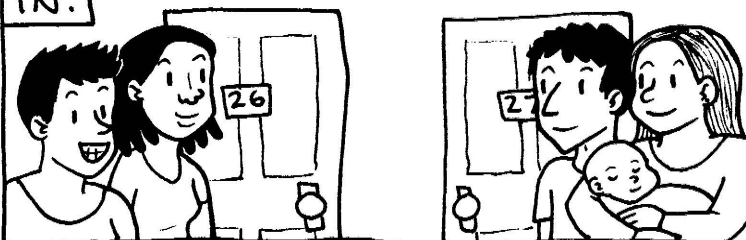
THE BEST SOLUTION IS TO HAVE ENOUGH HOUSING WITH A VARIETY OF OPTIONS.



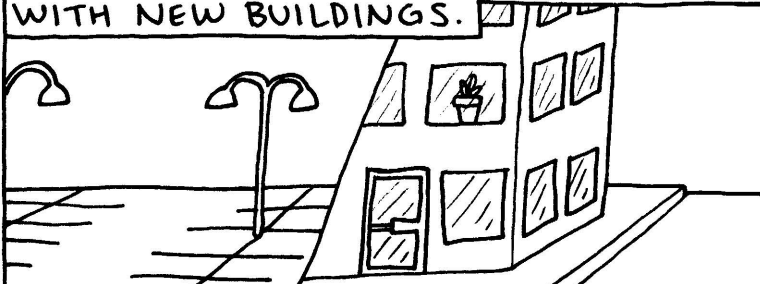
THE NEW BUILDING UNDER CONSTRUCTION AT STATE AND ADAMS WILL PROVIDE TRANSITIONAL HOUSING FOR VETERANS AND PEOPLE STRUGGLING TO ESCAPE HOMELESSNESS.



AND 123 4TH AVE HAS RENTAL OPTIONS RANGING FROM ABOUT \$700-\$2600. A DIVERSE RANGE OF PEOPLE ARE MOVING IN.



SOME HOUSING IS NEW CONSTRUCTION, OFTEN REPLACING SURFACE PARKING WITH NEW BUILDINGS.



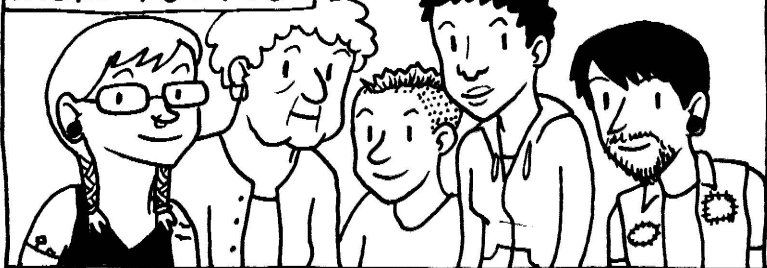
AND SOME IS ADAPTIVE RE-USE OF EXISTING STRUCTURES WITH LOTS OF OPPORTUNITIES TO REHAB OLD OFFICE AND INDUSTRIAL BUILDINGS.



A DOWNTOWN HOUSING STRATEGY CAN HELP SET THE STAGE FOR THERE TO BE OPPORTUNITIES FOR EVERYONE.



AND A BIG PART OF THAT IS TO REDUCE DISPLACEMENT BY MAKING ROOM FOR MORE PEOPLE.



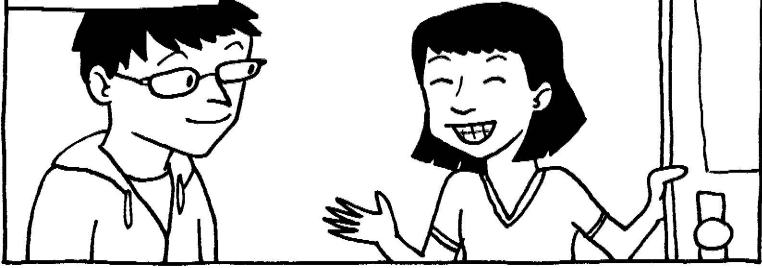
THE CITY ITSELF DOESN'T PROVIDE HOUSING, BUT SETS ZONING AND PERMITTING RULES.



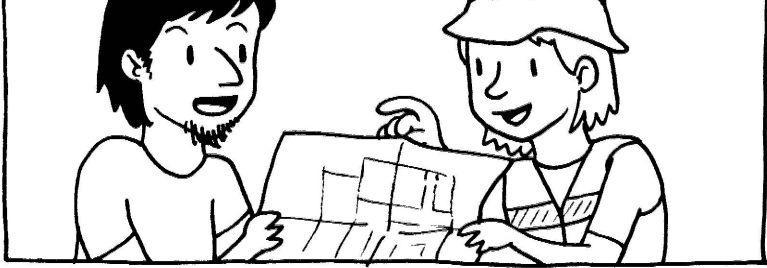
THEY WORK WITH SOCIAL SERVICES THAT PROVIDE SHELTER AND SERVICES FOR PEOPLE IN NEED



AND NON-PROFITS THAT HELP PROVIDE HOUSING FOR CITIZENS WITH LOWER INCOMES



AND THE PRIVATE SECTOR TO MAKE HOUSING DEVELOPMENT MORE FEASIBLE.



THE DOWNTOWN HOUSING STRATEGY ISN'T SET IN STONE YET.



THE CITY IS STILL LOOKING FOR MORE INPUT FROM PEOPLE LIKE YOU.



PLEASE SHARE YOUR IDEAS TO MAKE DOWNTOWN A GREAT PLACE TO LIVE. AND STAY TUNED TO FIND OUT WHAT COMES NEXT.

