



# Meeting Agenda

## Community & Economic Revitalization Committee (CERC)

City Hall  
601 4th Avenue E  
Olympia, WA 98501  
Information: 360.753.8447

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Monday, June 1, 2015

5:30 PM

Council Chambers

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### Special City Council Meeting to Conduct Business of the CERC

1. ROLL CALL

2. CALL TO ORDER

3. APPROVAL OF MINUTES

- 3.A [15-0554](#) Approval of April 22, 2015 Community & Economic Revitalization Committee Meeting Minutes

Attachments: [Minutes](#)

4. COMMITTEE BUSINESS

- 4.A [15-0539](#) Debrief Community Renewal Area Open House and City Council Workshop.

Attachments: [CRA Open House 05.16.2015 Public Comments](#)

- 4.B [15-0540](#) Review Community Renewal Area Request for Proposal Document and Process

Attachments: [CRA RFP 06.01.2015](#)

[City Council Notes 05.16.2015](#)

[Water Street Redevelopment Area](#)

5. ADJOURNMENT

*The City of Olympia is committed to the non-discriminatory treatment of all persons in employment and the delivery of services and resources. If you require accommodation for your attendance at the City Council Committee meeting, please contact the Council's Secretary at 360.753-8244 at least 48 hours in advance of the meeting. For hearing impaired, please contact us by dialing the Washington State Relay Service at 7-1-1 or 1.800.833.6384.*



City Hall  
601 4th Avenue E.  
Olympia, WA 98501  
360-753-8447

## Community & Economic Revitalization Committee (CERC)

### Approval of April 22, 2015 Community & Economic Revitalization Committee Meeting Minutes

**Agenda Date:** 6/1/2015  
**Agenda Item Number:** 3.A  
**File Number:** 15-0554

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**Type:** minutes **Version:** 1 **Status:** In Committee

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**Title**

Approval of April 22, 2015 Community & Economic Revitalization Committee Meeting Minutes



## Meeting Minutes - Draft

City Hall  
601 4th Avenue E  
Olympia, WA 98501

# Community & Economic Revitalization Committee (CERC)

Information: 360.753.8447

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**Wednesday, April 22, 2015**

**5:30 PM**

**Room 112**

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### Special Meeting of the City Council to Conduct Business of the CERC

#### 1. ROLL CALL

**Present:** 3 - Chair Nathaniel Jones, Councilmember Jim Cooper and Councilmember Julie Hankins

#### OTHERS PRESENT

Mayor Stephen Buxbaum  
Councilmember Steve Langer  
CP&D Director Keith Stahley

#### 2. CALL TO ORDER

Mayor Pro Tem Jones called the meeting to order at 5:30 p.m.

#### APPROVAL OF AGENDA

The agenda was approved.

#### 3. APPROVAL OF MINUTES

- 3.A [15-0408](#) Approval of March 30, 2015 Community & Economic Revitalization Committee Meeting Minutes

The minutes were approved.

#### 4. COMMITTEE BUSINESS

- 4.A [15-0397](#) Community Renewal Area Request for Proposal Process

Director Stahley stated the CRA process is consistently interacting with the Downtown Strategy, which presents an opportunity for both projects to support one another. The CERC considered how to more closely align the CRA Plan and RFQ with the Downtown Strategy. The CRA is still a separate action, with exclusive decisions and developer consultation, but now they are both on a similar timeline. The CERC agreed to work to link these processes more closely, including working actively with a Downtown Strategy consultant in the review of the responses to the RFQ. The CRA process is supported by the cooperation of the community and developers working

with the City. Additionally, the majority of land owners in the Isthmus area are open to negotiations and efforts will be put towards a master plan.

Following a discussion of Inclusion of the Isthmus and the Griswold's Block in the RFQ, the Committee asked staff to develop a pro forma for the Griswold's property to determine what the redevelopment gap is associated with the property and to better understand what the barriers to redevelopment of the property are.

Councilmember Cooper suggested that the Committee support and recommend the Water Street Area as the City's first redevelopment focus area to be included in the RFQ. The Committee agreed.

The discussion was opened to the community.

Citizens Kris Goddard and Lee Montecucco commented on the CRA process and the options being considered.

The CERC will hold an open house on May 16 in the Council Chambers. It is an opportunity to inform the community and receive input on the CRA. The event will transition directly into a City Council work session, which will utilize information collected at the open house.

**The discussion was completed.**

## **5. ADJOURNMENT**

The meeting was adjourned at 7:53 p.m.



## Community & Economic Revitalization Committee (CERC)

### Debrief Community Renewal Area Open House and City Council Workshop.

**Agenda Date:** 6/1/2015  
**Agenda Item Number:** 4.A  
**File Number:** 15-0539

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**Type:** discussion **Version:** 1 **Status:** In Committee

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#### **Title**

Debrief Community Renewal Area Open House and City Council Workshop.

#### **Recommended Action**

##### **City Manager Recommendation:**

Provide feedback and direction to staff regarding the Community Renewal Area (CRA) Open House and City Council Workshop held on May 16, 2015.

#### **Report**

##### **Issue:**

The Community and Economic Revitalization Committee hosted a Community Renewal Area Open House on May 16, 2015. The objective of the open house was to inform the public about the status of the Community Renewal Area and to consult with them on possible approaches to proceeding with a request for proposal (RFP) to find a redevelopment partner for a specific area in downtown.

The intent of the Workshop component of the meeting was to allow City Council an opportunity to discuss the next steps in the CRA process in some depth and detail. Some of the questions addressed by Council in the Workshop included: which area or areas to include in the RFP, how to approach the RFP process, connection to the Downtown Strategy and branding of the area or areas included in the process.

#### **Staff Contact:**

Keith Stahley, Director Community Planning and Development Department 360.753.8227

#### **Presenter(s):**

Keith Stahley, Director Community Planning and Development Department

#### **Background and Analysis:**

The City Council initiated the CRA process in 2011 when it authorized staff to move forward with a request for qualifications for consultants to assist with the development of a Community Renewal Plan. The City Council approved the creation of a CRA boundary in February of 2015 and directed the Community and Economic Revitalization Committee (CERC), staff and the consultant team to move forward with the preparation of an RFP to find a development partner and to move towards a

final draft of the Community Renewal Plan. Both the RFP and the Community Renewal Plan will require City Council review and approval before being finalized. The CERC has been working on a draft of the RFP since November of 2014 and will review an updated draft of the document at its June 1, 2015 meeting.

At the Open House community members were asked to provide comments on the potential project areas. These comments are included as **attachment 1**.

**Neighborhood/Community Interests (if known):**

Downtown is a neighborhood that has community-wide interest.

**Options:**

Provide staff with feedback and direction on the Open House and the Workshop meetings that will improve future CRA meetings and help move the CRA process forward and prepare for a presentation to City Council on June 16, 2015.

**Financial Impact:**

Within the scope and budget for the Community Renewal Area process.

## We Want Your Feedback

Potential Site - Isthmus Area		
Isthmus	How Would You Like This Area Improved?	Remove Capital City Center Building. Use large public process to decide what sort of grand public space should go
Isthmus	How Would You Like This Area Improved?	Keep center of Isthmus (bet 4th & 5th) in public ownership. Leave space for future widening of 4th & 5th.
Isthmus	How Would You Like This Area Improved?	Maintain 35-foot height limit. The Capitol-Olympic vista is of great historic and contemporary importance.
Isthmus	How Would You Like This Area Improved?	This is a very controversial area and therefore not appropriate for CRA.
Isthmus	How Would You Like This Area Improved?	Commercial development to increase City tax base.
Isthmus	How Would You Like This Area Improved?	The whole fountain block is in the <u>Park Plan as Public Space</u>
Isthmus	How Would You Like This Area Improved?	Mixed use pedestrian oriented & pedestrian scale should be the priority. This will take policy & public incentives & public/private partnerships.
Isthmus	How Would You Like This Area Improved?	MIXED USE RETAIL BELOW WITH HOUSING ABOVE
Isthmus	How Would You Like This Area Improved?	too large, too risky, council has no experience with this technique
Isthmus	How Would You Like This Area Improved?	Take down the buildings including the mistake on the lake and then have a community process to decide what they want there
Isthmus	How Would You Like This Area Improved?	Add restrooms to the fountain block
Isthmus	How Would You Like This Area Improved?	PLEASE DON'T ADD ANOTHER PARK TO DOWNTOWN. THE LAST ONE WAS A DISASTER.
Isthmus	How Would You Like This Area Improved?	STRONG SETBACKS FROM STREET EDGE TO KEEP PEDESTRIAN FEEL
Isthmus	How Would You Like This Area Improved?	<u>First Choice by Far</u> altho the "high risk-high reward" factor is daunting, I'd hate to see the potential of the isthmus lost to self-fulfilling negative prophecy issues.
Isthmus	How Would You Like This Area Improved?	Bayview moved across the street to the South & that space opened for visitor related activity connecting the boardwalk in a welcoming way -
Isthmus	How Would You Like This Area Improved?	Regardless of solution, Council must solve transportation concurrently
Isthmus	How Would You Like This Area Improved?	Probably best for drawing <u>people in</u> . Lot of community concern in this <u>area</u> .
Isthmus	How Would You Like This Area Improved?	-Convention Center
Isthmus	How Would You Like This Area Improved?	-Amusement Park
Isthmus	What Benefit Would Redevelopment of this Area Provide to Downtown?	Redevelopment <u>as commercial space</u> would harm the core area economically. Housing in this area would be isolated. Keep center of isthmus as public space
Isthmus	What Benefit Would Redevelopment of this Area Provide to Downtown?	I can see <u>NO</u> benefit to downtown. In fact just the opposite - restaurants, businesses will relocate to the <u>isthmus</u> .
Isthmus	What Benefit Would Redevelopment of this Area Provide to Downtown?	The beauty/view potential would be a natural magnet for visitors & citizens alike if it were open & welcoming -
Isthmus	What Benefit Would Redevelopment of this Area Provide to Downtown?	COULD BRING SOME MUCH NEEDED VERTICALITY TO DOWNTOWN
Isthmus	What Benefit Would Redevelopment of this Area Provide to Downtown?	CRA was to be a "tool in the toolbox." Now it is a project without a plan. Why?
Isthmus	What Benefit Would Redevelopment of this Area Provide to Downtown?	Get rid of hideous tall building
Isthmus	What Benefit Would Redevelopment of this Area Provide to Downtown?	<u>All great cities</u> to visit have scores of local citizens out & about enjoying their town, so visitors may just join in to enjoy the energy & beauty and atmosphere -

Isthmus	What Benefit Would Redevelopment of this Area Provide to Downtown?	Isthmus. Development here will be bad for downtown. Restaurants, etc. will want to locate here, sucking the life out of downtown. This area best used as <u>public space</u> drawing people who will use current downtown for services.
Isthmus	What Benefit Would Redevelopment of this Area Provide to Downtown?	Isthmus. Too risky for this tool. Community will resist much building development, especially more than 2 storeys. Can this pencil out?
Isthmus	What Benefit Would Redevelopment of this Area Provide to Downtown?	HIGH RISK OF COMMUNITY BACKLASH AND PUSHBACK FOR ANY DEVELOPMENT ON THE ISTHMUS.
Isthmus	What Benefit Would Redevelopment of this Area Provide to Downtown?	CITY NEEDS TO BE VERY CAREFUL ABOUT PURCHASING LOTS -RISK OF COSTLY SOIL REMEDIATION -RISK OF BEING STUCK WITH A LOT -TAXES -MAINTENANCE COSTS
Isthmus	What Benefit Would Redevelopment of this Area Provide to Downtown?	Public education including visuals to build understanding of mixed use pedestrian scale
Potential Site - Griswolds/Smart Area		
Griswold/Smart	How Would You Like This Area Improved?	If you insist on doing a CRA project, this is the area! But no subsidies to private for-profit parties.
Griswold/Smart	How Would You Like This Area Improved?	This is the area to focus <u>on</u> - this Blight. - It needs Help <u>NOW!</u>
Griswold/Smart	How Would You Like This Area Improved?	Smart Lot - Possible parking lot
Griswold/Smart	How Would You Like This Area Improved?	Keep it small. Minimize your risk when starting something new.
Griswold/Smart	How Would You Like This Area Improved?	artist housing might be a great fit for this location -
Griswold/Smart	How Would You Like This Area Improved?	-START WITH GRISWALD SITE (SMALL AND LOW RISK) -FOLLOW BY WATER STREET -FINISH BY TACKLING THE BIG GUY - ISTHMUS WHICH WILL BE MOST CHALLENGING TO DEVELOP
Griswold/Smart	How Would You Like This Area Improved?	Focus on Griswold's (only) -visible! -blighted! -across from Welcome Center
Griswold/Smart	How Would You Like This Area Improved?	I agree w/ the 11 other postings on this poster. Griswold's is the right place to begin.
Griswold/Smart	How Would You Like This Area Improved?	Start here w/the CRA. It's small and doable.
Griswold/Smart	What Benefit Would Redevelopment of this Area Provide to Downtown?	-REDUCED BLIGHT -FILL IN THE MISSING 'HOLES' IN DOWNTOWN
Griswold/Smart	What Benefit Would Redevelopment of this Area Provide to Downtown?	Start Small - See what works See what Tax \$ is needed. A tost CASE
Griswold/Smart	What Benefit Would Redevelopment of this Area Provide to Downtown?	CRA was to be a "tool in the toolbox." Now it is a project WITHOUT a downtown plan!



Griswold/Smart	What Benefit Would Redevelopment of this Area Provide to Downtown?	Take care of the waterfront first
Griswold/Smart	What Benefit Would Redevelopment of this Area Provide to Downtown?	This Area of East Oly needs help. Griswolds area being cleaned up & becoming a business may help start progress.
ALL (On G/S Board)	What Benefit Would Redevelopment of this Area Provide to Downtown?	FOR ALL SITES RISK OF CITY GETTING INVOLVED IN PRIVATE SECTOR -SIMPLY NEED CLEAR GUIDELINES AND BOUNDARIES PRIOR TO GETTING INVOLVED.
Potential Site - Water Street Area		
Water	How Would You Like This Area Improved?	The Heritage Fountain Block - should be considered part of the Isthmus <u>NOT</u> Part of the Blight.
Water	How Would You Like This Area Improved?	<u>I agree.</u> (The Heritage Fountain Block - should be considered part of the Isthmus <u>NOT</u> Part of the Blight.)
Water	How Would You Like This Area Improved?	The Parking lot at the community enter is <u>needed</u> by seniors & large event folks. Remove the <u>lot</u> .
Water	How Would You Like This Area Improved?	<u>I agree.</u> (The Parking lot at the community enter is needed by seniors & large event folks. Remove the lot.)
Water	How Would You Like This Area Improved?	Add the Les Schwab space to the park system.
Water	How Would You Like This Area Improved?	Improvements should be market driven. City involvement should be via <u>regulations not subsidy</u>
Water	How Would You Like This Area Improved?	Maintain wide setback and low step-backs on the water side.
Water	How Would You Like This Area Improved?	Regardless of site council must adopt a transportation solution First or concurrently.
Water	How Would You Like This Area Improved?	Add restrooms to Fountain block.
Water	How Would You Like This Area Improved?	Isn't the Traditions block part of the Park Plan for the fountain block.
Water	How Would You Like This Area Improved?	Link 123 Fourth with downtown & the waterfront
Water	How Would You Like This Area Improved?	<u>de-emphasize retail space - there's plenty (empty) already</u> restaurants? Housing-office?
Water	How Would You Like This Area Improved?	I like this area for development best. Makes most sense.
Water	How Would You Like This Area Improved?	Rethink traffic patterns - perhaps turning State Street at Columbia (not Water) to extend public access to the waterfront
Water	What Benefit Would Redevelopment of this Area Provide to Downtown?	If done right (low rise & back from the water) this area can benefit the downtown core & whole city.
Water	What Benefit Would Redevelopment of this Area Provide to Downtown?	This Area is <u>NOT Blighted!</u> Why are we even considering?
Water	What Benefit Would Redevelopment of this Area Provide to Downtown?	<u>Water Street</u> ...This site should be #1 priority. Adjacent to Percival Landing - further "anchor" to what is already a magnet site. Lots of available spaces - develop over time. Relocation of Schwab business provides further opportunity.
Water	What Benefit Would Redevelopment of this Area Provide to Downtown?	CRA was to be a "tool in the toolbox" bit it is now a project WITHOUT a plan! Why?
Water	What Benefit Would Redevelopment of this Area Provide to Downtown?	The Heritage Fountain Block is a Public Space - Keep any development at <u>one story</u>
Water	What Benefit Would Redevelopment of this Area Provide to Downtown?	<u>Water Street</u> Take care of the waterfront first



## Community & Economic Revitalization Committee (CERC)

### Review Community Renewal Area Request for Proposal Document and Process

**Agenda Date:** 6/1/2015  
**Agenda Item Number:** 4.B  
**File Number:**15-0540

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**Type:** decision **Version:** 1 **Status:** In Committee

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#### **Title**

Review Community Renewal Area Request for Proposal Document and Process

#### **Recommended Action**

##### **City Manager Recommendation:**

Community and Economic Revitalization Committee (CERC) should consider feedback and input from City Council's May 16, 2015 Workshop and the community open house and review the attached updated Request for Proposal (RFP) document and provide feedback and direction to staff on desired next steps in the Community Renewal Area (CRA) process. Final review of the RFP is scheduled for the June 16, 2015 City Council agenda as an Other Business item.

#### **Report**

##### **Issue:**

The CRA Resolution adopted by City Council on February 3, 2015, directed the CERC to develop of an RFP document and process for City Council review and approval. The CERC needs to digest council and community feedback and continue to work on the RFP and process for moving the CRA forward.

##### **Staff Contact:**

Keith Stahley, Director Community Planning and Development Director 360.753.8227

##### **Presenter(s):**

Keith Stahley, Director Community Planning and Development Director

##### **Background and Analysis:**

The CERC has continued to review and provide feedback to staff and the consultant team about the draft RFP since November of 2014. The latest edition is included as **Attachment 1**. This document responds to the feedback and direction provided by City Council at the May 16, 2015 Workshop. Notes from that meeting are included as **Attachment 2** as well as a PowerPoint presentation (**Attachment 3**) that helps to graphically illustrate the results of the May 16, 2015 meeting. There is also a recording of the meeting available on the City's web page.

There was a clear consensus at the May 16, 2015 Workshop that the RFP should focus on the Water

Street area between 4<sup>th</sup> and 5<sup>th</sup> Avenue. As requested by the CERC at its April 22, 2015 meeting, staff has also continued to review the Griswold's property and will have additional information regarding that property at the June 1, 2015 CERC meeting.

The updated RFP proposes using a modified approach to the solicitation and redevelopment process, which differs from a more typical RFP on a single site. The approach would involve seeking a private partner to engage in a redevelopment project within the Water Street Redevelopment Area as well as engaging in the City's Downtown Strategy process and master planning work for areas adjoining the Water Street Redevelopment Area. The intent is that these efforts could lead to a phased redevelopment project that leverages public investment in infrastructure and open space while receiving direct feedback from a qualified developer on planning concepts and options. The City of Beaverton is using this process for a key property in their downtown and is offering a \$75,000 predevelopment fund to offset some of the costs of this process.

**Options:**

1. Hear the staff report and review the updated RFP and provide feedback and direction to staff on the next steps in the CRA process and forward a recommendation to the City Council.
2. Hear the staff report and provide feedback and refer it to a future CERC agenda for further deliberation and action.

**Financial Impact:**

The work proposed herein is within the project scope and budget.

~~March 5, 2015 Draft – CRA RFP 0-05.2105~~ [May 25, 2015 CRA RFP 06.01.2015](#)

**REQUEST FOR QUALIFICATIONS AND PROPOSALS  
Downtown Olympia  
Community Renewal Area**

**Offered by: The City of Olympia.**

**Issued: XXXX 1, 2015**

**Submissions Due:  
No later than 4:00 pm  
XXXX, 2015**

**Deliver by mail or in person to:**

City of Olympia  
601 4<sup>th</sup> Avenue E  
PO Box 1967  
Olympia, WA 98507-1967  
Attention: Keith Stahley

[www.ci.olympia.wa.us](http://www.ci.olympia.wa.us)

**DOWNTOWN OLYMPIA**  
**COMMUNITY RENEWAL AREA**  
**REQUEST FOR QUALIFICATIONS AND PROPOSALS**

This is an exciting time in Downtown Olympia. The City of Olympia (the City) has invested millions of dollars in downtown including building a new City Hall, rebuilding a significant portion of its waterfront boardwalk, renovating its performing arts center and building a new children's museum. These investments appear to be paying dividends as there are several significant private sector projects either under construction or recently completed that will add to the vibrancy of the downtown and point towards an even more exciting future. These projects include several adaptive reuse projects converting vacant office space to mixed use buildings and one new six story 138 unit apartment building with structured parking and 7,000 square feet of ground floor retail. Local lending partners seem to recognize the inflection point we are at too, with Thurston First Bank recently announcing a \$10,000,000 loan pool directed at downtown redevelopment.

The City of Olympia has retained the [National Economic Development Council \(NDC\)](#) to support the City's ongoing economic development activities and to assist in this process. The NDC is expert in project financing and brings years of experience and expertise to the table in helping local governments work effectively with private sector partners. NDC will also be providing underwriting services for the City's \$1,000,000 Grow Olympia Fund and \$1,500,000 Section 108 Loan Program. In particular NDC brings expertise about Federal -Economic Development Resources such as New Market Tax Credits, Brownfields Economic Development Initiative, [and](#) Low Income Housing Tax Credits ~~and 63—20 project financing.~~

[Enhancing the livability and vibrancy of downtown is one of the City of Olympia's highest priorities. The City's recently updated Comprehensive Plan sets forth the city's overall vision for downtown. Some key elements of that vision describe downtown as:](#)

- [A social, cultural and economic center of the region](#)
- [An attractive place to live, work and play](#)
- [A complete neighborhood with a mix of office, retail and residential uses – including 25% of the city's future residential growth \(about 5,000 people\)](#)

- [A place that contains public art, significant landscaping and public spaces throughout](#)

[To help to ensure that these goals are met the City will develop a Downtown Strategy. This document will help foster a rich diversity of downtown places and spaces that will attract and support the people who live, work and play in our downtown including 5,000 new residents. Key concepts to be pursued include reducing development uncertainties, encouraging private investment, enhancing public spaces and preserving the unique qualities of downtown. As part of this process, the City will be employing an urban design team to explore retail and housing opportunities in downtown, consider needed street and sidewalk improvements, examine view protection standards and design standards and evaluate State Environmental Policy Act thresholds and exemptions and lead a public involvement process. We will encourage our development partner to be part of this process and provide critical market backed feedback to the design team about approaches to these issues. The design team, in turn, will be asked to evaluate development proposals received through our Request for Proposal \(RFP\) process.](#)

Through this ~~Request for Proposal (RFP)~~ process the City intends to ensure that these recent investments and new private development projects represent the start of the rebirth of our downtown and that additional private investment will follow to keep this trend alive and growing [and jump start the implementation of the Comprehensive Plan](#). The City is exploring using a community redevelopment tool known as a Community Renewal Area (CRA - [Chapter 35.81 Revised Code of Washington](#)) to help to get some properties that are eyesores transformed into productive private use. The City hopes to attract one or more private partners to assist in this effort and is willing to put significant City resources into this effort for a project(s) that yields substantial community benefit through the elimination of blight, and the creation of economic growth and redevelopment within [Downtown Olympia](#)~~the CRA~~.

The City is seeking qualifications and proposals to partner in a mixed-use project(s), [to include](#)~~ing~~ residential, commercial/retail, and parking ~~in downtown Olympia~~. The City ~~has plans to~~ [adopted](#) a Community Renewal Area (CRA) and this request for proposals (RFP) is an extension of that process. Recent community engagement forums indicate strong support for this process and the right redevelopment project(s) in our

downtown. The City plans to spur economic vitality and redevelopment within the CRA through this process.

The CRA covers all of downtown Olympia and a portion of the area along West Bay Drive ~~(see attached map)~~. [The City has targeted an area between 4<sup>th</sup> Avenue and 5<sup>th</sup> Avenue east and west of Water Street as its first redevelopment area – the Water Street Redevelopment Area.](#) ~~Within this area there are several properties that the City had identified as blighted and in need of redevelopment. These include:~~

- ~~1. Former Reliable Steel property address... note private ownership provide contact information for owner...~~
- ~~2. Former Thurston County Health Department address...~~
- ~~3. Former Thurston County Housing Authority address...~~
- ~~4. Capitol Center Building and adjoining property address...note private ownership provide contact information for Neil...~~
- ~~5. Water Street Parcels address...note private ownership. Note private property provide contact information for Ray...~~
- ~~6. Vine Street property address... note private property provide contract information for the owner...~~
- ~~7. Griswold's property address... note private property provide contract information for the owner...~~
- ~~8. Other City-owned parking lots (include map)~~
- ~~9. Timberland Regional Library. While not blighted, the library building and block is owned by the City and is undersized based on levels of utilization~~
- ~~10. Other properties contributing to blight and lack of economic vitality within downtown.~~

~~The City will consider proposals on these and other properties within the CRA and will select one or more partners to enter into exclusive negotiations with.~~ [The City expects this RFQ will result in the City and the selected development team entering into an Exclusive Negotiation Agreement \(ENA\) during which predevelopment activities can occur. During the period of the ENA, the development team and the City may have access to predevelopment funds to offset some of the cost of predevelopment activities, as provided for below.](#)

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~~March 5, 2015 Draft – CRA RFP 0.05.2105~~ [May 25, 2015 CRA RFP 06.01.2015](#)

~~Enhancing the livability and vibrancy of downtown is one of the City of Olympia's highest priorities. The Comprehensive Plan sets forth the city's overall vision for downtown. Some key elements of that vision describe downtown as:~~

- ~~• A social, cultural and economic center of the region~~
- ~~• An attractive place to live, work and play~~
- ~~• A complete neighborhood with a mix of office, retail and residential uses – including 25% of the city's future residential growth~~
- ~~• A place that contains public art, significant landscaping and public spaces throughout~~

The City is seeking a development partner(s) that understands the [City's](#) objectives and wants to partner with us to create a project(s) that enhances the existing downtown and contributes to the social, environmental and economic health of the community [and sets the bar for new development in our downtown.](#)

The sections that follow describe the purpose of the ~~Request for Qualifications and Proposals~~ [RFP \(RFQ/RFP\)](#) and summarize many of the project considerations, including market area characteristics, site location and characteristics, downtown profile, site profile, zoning and parking, environmental issues, and potential City incentives. The ~~RFQ/RFP~~ details submission requirements and the process in reviewing proposals. Developers who wish to respond to this ~~RFQ/RFP~~ should follow the procedures outlined in the Submission Requirements section.

We look forward to reviewing your ~~RFQ/RFP~~ submission and we invite you to learn more about City incentives at our Public Finance Symposium on ~~March XX, 2015–June XX, 2015.~~ If you have any questions or need further information, please contact Keith Stahley, Community Planning and Development Director with the city, at (360) 753-8227 or [kstahley@ci.olympia.wa.us](mailto:kstahley@ci.olympia.wa.us).

Sincerely,

**STEVEN HALL**  
City Manager



## **OLYMPIA AND THE DOWNTOWN AREA**

### **Population and Location**

Olympia is the capital of the State of Washington and the County seat of Thurston County. It sits on the picturesque southern-most shore of Puget Sound. The City has a nationally recognized reputation as one the most livable cities in the U.S. It has an estimated 2014 population of about 50,000 and projected growth of approximately 50% over the next 20 years. Olympia resides within Thurston County, which has an estimated 2012 population of 256,000 and a projected population of 370,600 in 2035. A strong and highly educated public employment base, combined with a vibrant economy and excellent schools, create an environment that engenders a strong sense of community and an excellent long-term economic outlook.

Olympia has easy access to three vibrant metropolitan areas with Vancouver, BC located about 200 miles north and Seattle 60 miles north and Portland, Oregon about 100 miles south. Residents can enjoy a wide range of activities, including biking, sailing, fishing, skiing and hiking, all within a short driving distance. The beautiful setting and the strong sense of community make Olympia a highly desirable location to live, work and play. Residents have easy access to many world-class natural areas including: the Washington coast, San Juan Islands, Olympic National Park, Mt. St. Helens National Monument, Mt. Rainier National Park, Nisqually National Wildlife Refuge and numerous wilderness areas in the surrounding forest lands all within a few hours' drive. Additionally, there are numerous beaches, local parks, golf courses, tennis facilities and walking trails closer to home.

Along with its award winning public school system, there are three institutions of higher learning including St. Martin's University, The Evergreen State College and South Puget Sound Community College that add to the local economy and local quality of life.

### **Downtown Olympia**

Downtown Olympia is the historic urban hub of Southern Puget Sound, with an emphasis on cultural, entertainment, and recreational opportunities naturally associated with its role as the economic center of the region. Olympia is waterfront-oriented, with a modern seaport, marinas, recreational uses, public boardwalk and outstanding views.

Downtown Olympia is home to the Washington State Capitol, state and county government, with many associated political, administrative, professional, and tourist activities. It is also an historic area, with much of the state's and region's past reflected in the layout, design, and character of its buildings.

Our vision for downtown Olympia is a neighborhood where residents contribute to a vital and safe city center; where ownership and use of cars is a choice, not a necessity; and where dense housing encourages sustaining use of land and supports full use of alternative transportation modes.

The local colleges and universities contribute to the active social and entertainment scene in our downtown. The four theaters there host live shows, movies and concerts nearly every night of the week. Restaurants are full and several new ones have successfully launched in the past year. There's always something going on in downtown Olympia.

### **Amenities in Downtown Olympia**

This RFQ/RFP presents an extraordinary opportunity to develop an important downtown project in an area that includes the following amenities:

- A historic downtown.
- An active employment and activity center.
- The Dash -- a free shuttle bus connecting the Capitol Campus with Downtown Olympia
- Over 400 local restaurants, shops, and services.
- A full service grocery store.
- The second largest farmer's market in the state.
- Several theaters, including the Washington Center for the Performing Arts.
- Percival Landing, the waterfront boardwalk, that connects to a trail running along the shore of much of Budd Inlet.
- Sylvester Park, Heritage Park, Artesian Commons and Fountain Park.
- The Transit Center.
- The State Capitol Campus.
- The Olympia Center.

~~March 5, 2015 Draft—CRA RFP 0.05.2105~~ [May 25, 2015 CRA RFP 06.01.2015](#)

- [The Hands on Children's Museum.](#)
- [The WET Center \(science center\), and](#)
- Views of Budd Inlet, the Olympic Mountains, Mount Rainier, Capitol Lake, Heritage Park, and the State Capitol.

See attached **Map 31** for the location of these amenities.

## PROJECT SUMMARY

### Development Opportunity

The City is committed to promoting high quality redevelopment of our downtown and is looking for partner(s) to help make it happen. The City may be willing to put its resources into the right project(s).

### The Sites

[The City seeks redevelopment proposals for projects within the Water Street Redevelopment area:](#)



[The Water Street Redevelopment area consists of 2.18 acres of public and privately owned property adjacent to the waterfront. This area plays a crucial role in linking community activity centers to the north and south in Percival Landing and Heritage Park as well as the east and west in the](#)

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core of Downtown and Fountain Block. The City sees this area as one of the keystone areas in the redevelopment of downtown and believes that redevelopment here will have substantial positive impact on the immediately surrounding properties as well as the broader downtown.

The City envisions a vibrant mixed use development in this area bringing more market rate housing, ground floor retail/restaurant space and perhaps structured parking to the area with lower buildings located west of Water Street and taller building to the east.

This development will need to complement the existing amenities of the area and create new ones. For example, with Heritage Park to the south and Percival Landing to the north, the City believes that Water Street could be the City's first festival street.

PARCEL_NO	OWNER_NAME	SITUS_STRE	TOTAL_ACRES	BLDG_VALUE	LAND_VALUE	RATIO	Zoning
78507400100	ILLING, JOSEPH		0.06	\$2,000	\$102,450	0.02	UW-H
78507400101	TAYLOR SAPLAN TRUSTEE, KARALEE	219 W 4TH AVE	0.11	\$1,000	\$231,950	0.004	UW-H
78507400400	ILLING, JOSEPH	406 WATER ST SW	0.14	\$235,600	\$128,150	1.838	UW-H
78507400401	TAYLOR SAPLAN TRUSTEE, KARALEE	406 WATER ST SW	0.03	\$6,900	\$21,150	0.326	UW-H
78507400500	MALLORY FAMILY REVOCABLE TRUST	416 WATER ST SW	0.17	\$57,200	\$158,950	0.36	UW-H
78507400800	MALLORY FAMILY REVOCABLE TRUST	416 WATER ST SW	0.17	\$5,300	\$242,850	0.022	UW-H
91003600000	OLYMPIA, CITY OF	301 4TH AVE W	0.07	\$69,900	\$121,600	0.575	UW
91003800000	OLYMPIA, CITY OF	407 WATER ST SW	0.17	\$189,400	\$215,300	0.88	UW
91003900000	WOOD, SHARON MALLORY	300 SW 5TH AVE BLK	0.17	\$0	\$384,450	0	UW
91004100000	OLYMPIA, CITY OF-PARKS	330 5TH AVE SW	0.18	\$0	\$374,350	0	UW
91004200000	OLYMPIA, CITY OF-PARKS	330 5TH AVE SW	0.11	\$0	\$134,400	0	UW
91004201000	OLYMPIA, CITY OF-PARKS	330 5TH AVE SW	0.23	\$0	\$341,650	0	UW
91004300000	OLYMPIA, CITY OF	309 W 4TH AVE	0.11	\$0	\$189,000	0	UW
91004400000	OLYMPIA, CITY OF-PARKS	330 5TH AVE SW	0.32	\$0	\$425,750	0	UW
91004501000	OLYMPIA, CITY OF		0.14	\$0	\$241,950	0	UW
91003901000	PROPERTY ONE PARTNERSHIP	419 SW WATER ST		\$420,600	\$0		UW
			2.18	\$987,900	\$3,313,950	0.298	

There are multiple sites offered for redevelopment including:

1. ~~Former Reliable Steel property address... note private ownership provide contact information for owner...~~
2. ~~Former Thurston County Health Department address...~~
3. ~~Former Thurston County Housing Authority address...~~
4. ~~Capitol Center Building and adjoining property address...note private ownership provide contact information for Neil...~~
5. ~~Water Street Parcels address...note private ownership. Note private property provide contact information for Ray...~~
6. ~~Vine Street property address... note private property provide contract information for the owner...~~

- ~~7. Griswold's property address... note private property provide contract information for the owner...~~
- ~~8. Other City owned parking lots (include map)~~
- ~~9. Timberland Regional Library. While not blighted, the library building and block is owned by the City and is undersized based on levels of utilization~~
- ~~10. Other properties contributing to blight and lack of economic vitality within downtown.~~

The City is most interested in redevelopment proposals in this area, however, it will entertain proposals on ~~any property~~ any property within the CRA boundary and will evaluate all proposals submitted against the criteria in this RFP and determine whether to enter into exclusive negotiations with one or more of the respondents.

### Exclusive Negotiation Agreement

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The City expects this RFQ will result in the City and the selected development team entering into an Exclusive Negotiation Agreement (ENA) during which predevelopment activities can occur. During the period of the ENA, the development team and the City will have access to predevelopment funds to offset some of the cost of predevelopment activities, as follows:

- In recognition of the fact that the redevelopment is expected to meet significant public policy goals, the city will provide up to \$25,000 in predevelopment matching grant funding for a defined scope of work, to be expended during the ENA period. The scope of work will be negotiated with the successful respondent, but is expected to refine all elements of the development program including an understanding of public and shared parking needs and costs, public and private design details and overall private development program and feasibility including renderings and illustrations of development concepts. The ENA will have milestones and descriptions of deliverable products in order to receive the funds.
- In addition to this project focus within the Water Street Redevelopment Area the City seeks a development partner to participate in the development of a Downtown Strategy and master plan for the surrounding area. The City hopes that these plans could lead to other redevelopment projects in the future. As noted above, the City will be retaining an urban design team to assist in this process and offers up to \$25,000 in predevelopment

funding to its development partner to offset the cost of the development partner's participation in this process. Key deliverables will be defined in the ENA, however, they will generally include the development team providing market backed feedback to the design team on approaches to key tasks in the Downtown Strategy such as design standards and view protection standards as well as redevelopment concepts for adjoining areas to the north and west.

- In addition to the predevelopment funds, the city will provide technical assistance to the selected development team through its urban design team and its relationship with the NDC in a manner to be defined in the ENA.

### **Map of Downtown Olympia Redevelopment Sites**

See **attached Map 42** for redevelopment properties of interest.

### **Project Characteristics**

The most desirable project will be a mixed use building or residential building depending upon the location and ideally will include market rate housing.

#### **Residential Component**

The residential component of the project may either be rental or owner occupied, however, condominiums or other for sale units are highly desirable as are projects creating market rate housing. The unit characteristics are left to the development team to determine; however, the project must be designed to a human scale and inviting to residents as well as customers of retail business. ~~Projects focused on creating market rate housing opportunities are preferred.~~ Mixed income projects may also be considered.

#### **Retail/Commercial Component**

Projects proposed along the City's [Pedestrian A Streets \(Section 18.16\)](#) ~~(see Map 3)~~ must include a retail/commercial component, and the developer may determine how to address the inclusion of this ~~aspect~~ project component in a manner consistent with the City's land development regulations.

#### **Parking Component**

The RFQ/RFP encourages the development team to consider a variety of ways of meeting the project's parking needs. The City's land development regulations ([OMC 18.38.160 C](#)) do not require that parking be provided for new residential buildings (or portions of buildings that are residential projects) in downtown or for commercial projects less than 3,000 square feet. Further, existing buildings are exempt from parking requirements (except for bicycle parking).

See City Incentives below for additional information about parking.

### City Incentives

The City may offer one or more of the following incentives to the selected developer(s) depending on the benefit to the community from the proposed redevelopment project(s):

- [City owned property within the Water Street Redevelopment Area and elsewhere in Downtown;](#)
- Residential property tax exemption ([See OMC 5.86 for exemption requirements](#));
- Priority permitting;
- Joint or shared development of a parking facility;
- ~~The City owns numerous parking lots located throughout downtown and each of these may be considered part of this solicitation and the City may be willing to sell or trade these properties as part of a redevelopment agreement (See **Map 3** for locations of City owned parking lots);~~
- Other property sales or trades;
- Timberland Regional Library site is owned by the City and the City may be willing to sell or trade this property as part of the redevelopment agreement;
- Loans through the City's Section 108 Loan Program, Grow Olympia Fund and Grow America Fund;
- Infrastructure and frontage improvements;
- Assistance with land assembly, including reconfiguration of streets ; and

- Remediation of contaminated soil including creation of a [Redevelopment Opportunity Zone if deemed beneficial](#).
- Public finance technical assistance through the NDC [and design assist through the City's urban design team](#).

Field Code Changed

**Councilmember Cooper's Proposed additions:**

- ~~CDBG Money \$100,00 to 200,000 per year~~
- ~~General Fund dollars to create trust fund for environmental cleanup \$50,000 per year~~
- ~~Other properties potentially available for sale or trade:~~
  - ~~Maintenance Center~~
  - ~~Justice Center Campus—Jail and Japanese Garden~~
  - ~~Historic Firehouse/City Hall~~
- ~~Other considerations:~~
  - ~~Density Bonus for other things like development uphill of 5<sup>th</sup> Ave~~
  - ~~Protecting and conserving critical areas or habitat elsewhere in the City i.e. Chambers Basin~~
  - ~~Should we add a fill map to the RFP. Areas that need pilings to hard pan~~
  - ~~Current codes will not protect structures below X' above sea level or below this line. Getting to voluntary increases that happened in Harbor House, LOTT, HOCM and City Hall~~

**Section 108 Loan Program**

The City of Olympia has recently established a Section 108 Loan program. This loan program can be used to stimulate economic redevelopment activity within the City in a manner consistent with the Department of Housing and Urban Development's standards. A mixed use project within the CRA could potentially be eligible for a [Section 108 Loan](#) up to \$1,500,000.

**Permitting**

A priority permit review process will apply to the development of a downtown mixed-use housing project. The City will prioritize the project and a project ombudsman will assist with developer/City relations and communication.



## Density/Height

Because the City's goal is to substantially increase the number of housing units in downtown, there are no minimum or maximum residential density requirements within the downtown area. Development proposals must comply with the City's zoning requirements that allow for a range project heights from 35 feet up to 65 feet tall ~~plus two additional stories for residential development. See section 18.06.100 A. 2 for more information.~~

## Zoning

Nearly all sites within the CRA are appropriately zoned for mixed-use housing within the Urban Waterfront, Urban Waterfront Housing or Downtown Business Zoning Districts.

## Parking Requirements

Downtown housing is exempt from parking requirements, however, any proposed parking must meet all parking design, Design Review Criteria, and applicable Pedestrian A and B Street Overlay Criteria. Projects that include over 3,000 square feet of gross commercial leasable area are required to meet vehicle parking and bicycle parking standards for the commercial space.

The City provides public parking and may be willing to partner with private developers to provide parking as part of a redevelopment agreement.

## Building Heights

The base zoning height limit in the [Urban Waterfront – 35 zoning district is 35 feet and Urban Waterfront –H-65 zoning district](#) is 65 feet ~~with an additional two floor bonus for residential. Properties within the Urban Waterfront Housing Zoning District are limited to a maximum of one floor area ratio of non-residential development. See Section 18.06.60, 80 and 100 for more information about allowed uses, building heights and other development regulations in the Urban Waterfront Zoning District.~~

## Construction Standards – Alternative Materials and Methods

The provisions of chapter 16.05 may be used to design and construct mixed-use apartment buildings as an alternative to complying with the Olympia Building and Construction Regulations. Buildings designed and

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constructed under this chapter shall comply with all provisions of this chapter. Where a provision in this chapter is in conflict with the Building Code, the provision of this chapter shall take precedence. Six-story buildings complying with this chapter may be designed and constructed so that the first story and / or the first and second story of a structure is constructed of Type IA Construction, and the remaining top four or five stories of Type VA construction. The IBC allows for five stories of wood frame, Type V, 1-hour construction over a Type I base. Please see [Olympia Municipal Code 16.05](#) for code alternative details.

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### Heritage Register

Some of the building within the CRA are listed on the State and National Historic Register. Alteration and/or demolition of the building must comply with the requirements of Olympia Municipal Code 18.05 and 18.12.

### Utilities

Utilities are available to most ~~the~~ sites in downtown.

### Environmental and Geotechnical Findings

**Environmental Investigation:** Phase I/II Environmental Characterizations have been completed for some of the sites and are available for review.

**Flood:** Review the FEMA Flood Insurance Rate Map for downtown Olympia for flood zone information. Sea level rise issues will be addressed through the development review process.

### Site Control

As noted above possible redevelopment sites are owned by both the City and private property owners. The majority of the owners of the private property included in the Water Street Redevelopment Area have agreed to have their property included in this RFP. Their contact information is included in attachment 1. Respondents are encouraged to coordinate with private property owners to the extent their properties are included in their project ~~boundary~~ proposal. The City has established relationships with many of the property owners within downtown and may be willing to help coordinate and facilitate contacts, land assembly and development agreements.

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### Condemnation Authority

Through the creation of the CRA the City ~~has will~~ created the ability to use its condemnation authority for economic development projects within the bounds of the CRA. The City Council [anticipates ~~has limited~~ this authority to only those properties that are blighted and vacant for 7 years or longer and recognizes that fair market value as determined by the court would be paid for any property acquired using condemnation.](#)

The City also understands that condemnation or the threat of condemnation can be advantageous ~~from a capital gains perspective in~~ [some circumstances](#) and is willing to entertain condemnation where it is deemed to be mutually beneficial.

### Design Review

The RFQ/RFP offers an opportunity to develop an attractive building in Olympia's historic downtown area and will be subject to the City's [design review regulations including sections 18.100, 105, 110 and 120 as well as section 18.16 Pedestrian Street Overlay District](#), however, projects will be expected to exceed these standards. The City expects a project that will set a very high standard for all future development through the use of high quality durable materials, timeless design principles and a sensitivity to the context of Olympia's downtown. [Designs that respect the historic nature of downtown are encouraged.](#)

### Appraisal Information:

The City has recent appraisals for some of the properties that it owns. This information will be made avail to interested parties.

## DEVELOPER - REQUIREMENTS AND PREFERENCES

The RFQ/RFP seeks highly qualified developers who clearly demonstrate qualifications to successfully complete the development of a high quality redevelopment project.

### Requirements

1. Identify and describe the developer, including:
  - Developer's name, corporation name (if applicable) or business name, addresses, telephone numbers, fax numbers,

e-mail addresses, and the name of the primary project contact.

2. Identify each person or entity involved with the project team, including development partners, technical partners (architects, engineers, others), and briefly describe their respective roles, including:
  - Information regarding the team member's experience and qualifications.
  - Resume of key team members.
  - Example projects that the team or key team members have been involved with.
3. Demonstration of financial capability of developer and development partners, including:
  - Description of approach to project financing including expectations of public participation.
  - Letter of interest from a lender.
  - Letters of reference from past lenders.
  - Selected partners may be asked to confidentially disclose their project financials.
4. Describe the developer's ~~redevelopment~~ relevant project experience for ~~no more than~~ up to 5 projects. The City is most interested in current projects and projects completed ~~within the past five years~~ recently. Projects described must illustrate the developer's experience with construction projects similar in scope and size to the proposed project. The City is interested in assessing the developer's experience in participating with public private partnerships. Submit photos or drawings and the following information ~~in Attachment 1, Redevelopment Project Experience Table~~, for projects used to demonstrate experience:
  - Project name
  - Location
  - Description of project size and scope, including the number of units and unit type (i.e.g., 20 studios; 25 1-bdrm).
  - Total project cost and approach to project financing including sources of funds, amount of debt, equity and public participation, along with square footage costs for apartments, condos, and retail.
  - Date project conception, date project started construction and date construction completed.

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- Challenges and obstacles addressed during the development and construction process.
  - Other types of public financial participation.
  - Name of the developer's project manager and contact information.
  - Name of the architect and contact information.
  - Name of the construction manager or general contractor and contact information.
  - Contact name and information of the primary public official who ~~has previously~~ worked with the developer [on the project](#).
5. Briefly describe experience or strategy for marketing and managing urban redevelopment projects.
6. ~~Identify terms of purchase, lease, or other land transaction.~~

## PROPOSAL REQUIREMENTS AND PREFERENCES

The City is interested in entertaining project proposals that are both market feasible and beautiful. The project design is an important aspect of the selection process, however, the City recognizes that market viability is equally important. The City anticipates negotiating an [Exclusive Negotiation Agreement and a](#) redevelopment agreement with the selected partner(s) that ~~fixes will contractually establish~~ the project design. ~~The conceptual designs submitted as part of the proposal will remain a guide for the redevelopment agreement so realistic project proposals are encouraged.~~

~~The RFQ/RFP seeks a downtown redevelopment project(s) as an exemplary building that will guide future development in downtown Olympia. See Chapter 18.16 of the Olympia Municipal Code for more information about pedestrian street overlay requirements and 18.110 and 18.120 for further information about commercial and downtown design requirements.~~

### Requirements

[The submittal must include:](#)

1. ~~Provide a~~ brief narrative description of the [approach to the](#) proposed project, including the following:

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- The anticipated target market for the project.
  - Approach to Transportation Demand Management and facilitation of the use of alternative modes of transportation.
  - Approach to mixed use projects including Residential, retail, and parking, including the ~~required parking stalls and an~~ estimate of the approximate amount of square footage for each component and the number of stories anticipated.
  - A site plan showing the location of key project elements.
    - ~~Above or below grade parking should cause minimum disruption to prime retail frontages and pedestrian vitality.~~
  - ~~Pedestrian circulation and access to the surrounding community.~~
    - ~~Use design elements that result in a building with a perceived size that maintains a human scale street that is comfortable for pedestrians and attractive to them.~~
    - ~~Maintain interest at the street level in buildings that abut the street by orienting the primary building entrance and active uses (such as retail storefront window displays or restaurants) to the street.~~
  - ~~Architectural features and elements.~~
    - ~~Enhance and create a positive visual experience for pedestrians moving along the street and to add interest and variety to building facades.~~
    - ~~Create visually interesting street walls that interrupt expanses of horizontal and vertical wall surfaces. Use architectural elements that define a base, middle, and top.~~
- ~~2. Provide a conceptual design drawing showing the size and character of the proposed development. It is understood that the plans will be very preliminary in nature, but the mass, scale, and architectural character should be apparent. Drawings must include the following:~~
- ~~The building footprint, parking, and location of vehicular and pedestrian access.~~
  - ~~Conceptual elevations that take into account the design guidelines.~~
    - ~~The design should use high quality materials that relate to an urban context and enhance the project's~~

~~sustainability in terms of durability and efficient operations.~~

- ~~• A cross section showing a typical structure.~~
- ~~• A typical floor plan.~~
- ~~• Additional visualizations may be required at later stages of the selection process.~~

~~3. Identify the market targeted for the proposed project.~~

~~4.2. Provide a preliminary proposed development budget with sources of funds sufficient to meet budgeted expenses.~~

~~5. Active retail at ground level with high transparency and building lobbies with windowed spaces are preferred along all street frontages. Provide relevant information in the narrative and conceptual drawings requested above.~~

~~6. Projects that recognize the historic nature of downtown and incorporate aspects of existing buildings into the overall project design are welcomed. If the project includes an existing building, provide information about how the existing building or elements of the existing building will be incorporated into the project design.~~

~~3. Identify any code changes or variances necessary to execute the project.~~

~~7.~~

4. Following adoption of the ENA the developer will be expected to provide a conceptual design drawing showing the size and character of the proposed development. The mass, scale, and architectural character should be apparent. Drawings must include the following:

- The building footprint, parking, and location of vehicular and pedestrian access.
- Conceptual elevations and renderings that take into account the design guidelines.
  - The design should use high-quality materials that relate to an urban context and enhance the project's sustainability in terms of durability and efficient operations.
- A cross section showing a typical structure.
- A typical floor plan.
- Pedestrian circulation and access to the surrounding community.
  - Use design elements that result in a building with a perceived size that maintains a human scale street that is comfortable for pedestrians and attractive to them.

- Maintain interest at the street level in buildings that abut the street by orienting the primary building entrance and active uses (such as retail storefront window displays or restaurants) to the street.
- Architectural features and elements.
  - Enhance and create a positive visual experience for pedestrians moving along the street and to add interest and variety to building facades.
  - Create visually interesting street walls that interrupt expanses of horizontal and vertical wall surfaces. Use architectural elements that define a base, middle, and top.
- Active retail at ground level with high transparency and building lobbies with windowed spaces are preferred along all street frontages. Provide relevant information in the narrative and conceptual drawings requested above.
- Projects that recognize the historic nature of downtown and incorporate aspects of existing buildings into the overall project design are welcomed. If the project includes an existing building, provide information about how the existing building or elements of the existing building will be incorporated into the project design.
- Anticipated energy efficiency measures and LEED designation to be sought.
- Provide a preliminary proposed development budget with sources of funds sufficient to meet budgeted expenses.
- Purchase price offered including expectations of public financial participation and conditions and limitations pertaining to environmental remediation.
- Additional visualizations will be required at later stages of the selection process.

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## Preferences

Respondents should demonstrate how their project relates to each of the criteria below in their written and graphic materials. The City will ~~be~~ evaluate proposals using these following criteria:

1. **Community Benefit** – Projects that leverage limited public resources to achieve long-term measurable community benefits, significant levels of private sector investment and are based in the realities of the market.



2. **Innovative and Effective Approaches to Public Involvement** – Development processes that engage the community in a highly collaborative and proactive process that uses public input to shape the final project.
3. **Impactful Projects** – Proposals that will have a broad and lasting impact on other nearby properties and areas as well as the entire downtown.
4. **High Quality Design** – Proposals that are extraordinarily well designed, sensitive to the surrounding context and use timeless, durable and high quality materials.
5. **Property Owner Participation** -- Responses that demonstrate participation or authorization by affected property owners.
6. **Timeliness** – Projects that are positioned to move forward in the near term and commit to significant milestones.
7. **Partnership** -- Respondents with a demonstrated capacity to partner with the City, property owners and the community and a proven ability to develop high quality projects.
8. **Comprehensive Plan Implementation** –
  - a. Treat our urban waterfront and vistas as priceless assets by enhancing access, protecting view corridors and expanding usable open space.
  - b. Stimulate private investment in residential and commercial development, increasing downtown Olympia's retail and commercial vitality.
  - c. Create or enhance town squares framed by commercial or civic buildings, pocket parks, plazas and other small public or private spaces in downtown.
  - d. Develop highly walkable communities.
  - e. Include public art and public spaces.
  - f. Encourage intensive residential and commercial development.
  - g. Enhance landscaping with trees, planters and baskets, banners, community gardens and other decorative improvements.
  - h. Encourage development that caters to a regional market.
  - i. Enhance the sustainability of our community and downtown.
  - j. Encourage the use of alternative modes of transportation including biking, walking and transit.
9. **Sustainability** -- Projects pursuing LEED Gold or higher certification are preferred.

~~**Environmental Remediation** -- Projects that assume full responsibility for environmental remediation and liability are preferred.~~

## Development Agreement.

The project design documents generated in the ENA period may be used to develop a formal Development Agreement between the City and the development team.

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## EVALUATION AND SELECTION

### Evaluation Criteria

The City anticipates entering into exclusive negotiations with one or more developers following preliminary selection of one or more development partners. Evaluation of RFQ/RFP responses will be based upon the following:

1. Developer Experience:
  - Success in developing urban redevelopment projects.
  - Quality of representative projects.
  - Qualifications of project team and key project managers.
  - Financial capacity.
  - Experience in partnering with the public sector in the development of projects.

~~2. Purchase price offered including expectations of public financial participation and conditions and limitations pertaining to environmental remediation.~~

#### ~~3.2.~~ Proposal Requirements and Preferences:

- Degree to which the preliminary development concept and site design meets the RFQ/RFP requirements and preferences.
- ~~• Architectural merit.~~
- Market targeted (housing, retail & parking).
- ~~• Proposal budget.~~
- Demonstrated market viability.
- Proposed public participation process.

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The City anticipates using an open house type event to allow respondents to this solicitation to present their proposals to community members and respond to questions from the community. Additional public process will be required as part of the consideration of a exclusive negotiation agreement and development agreement.

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## General Provisions and Conditions

The City reserves the right to the following:

- To reject any and all responses.
- To negotiate with more than one redevelopment partner.
- To waive minor irregularities in a response.
- To cancel, revise, or extend this solicitation.
- To request additional information on any response beyond that required by this RFQ /RFP.
- To modify the selection process set forth in this RFQ/RFP upon written notification to all respondents who have not been rejected at the time of modification.

## Selection Committee

~~The selection committee may recommend one or more finalists for final consideration.~~ The City shall have the final decision on whether to move forward with a development team or not.

## SUBMISSION REQUIREMENTS

Interested developers must submit 15 paper copies of the response to the RFQ/RFP, including a letter of interest outlining response requirements and preferences and 1 electronic copy.

Limit the responses to no more than 20 pages ~~with the exception of the description of developer's redevelopment experience and current projects.~~

The City will become owner of all submitted materials and will not pay any costs related to any responses to the RFQ/RFP.

## PRE-SUBMISSION CONFERENCE

A pre-submission conference will be held on Wednesday, XXXX, 1:00 p.m. in Room 207 at the Olympia City Hall 601 4<sup>th</sup> Avenue East, Olympia, Washington. The purpose of the conference is to answer questions about the downtown redevelopment RFQ/RFP. Attendance by a representative

of each proposer is encouraged but not mandatory. A walking tour of downtown and key sites will be conducted following this session. Please contact Keith Stahley (360) 753-8227 or [kstahley@ci.olympia.wa.us](mailto:kstahley@ci.olympia.wa.us), for directions or questions.

## SCHEDULE

The City reserves the right to modify the time line.

<b>/RFQ/RFP Action</b>	<b>Approximate Completion</b>
Issue Request For Qualifications and Proposals	TBD
Public Finance Symposium	TBD
Pre-submission conference	TBD
RFQ/RFP responses due	TBD
Presentations City Council	TBD
Presentations to the Community	TBD
Select respondent(s) to enter negotiations	TBD

Selected developer(s) will be invited to give a presentation on all aspects of the proposal, including design concepts, development cost, financial capacity/lender commitments, terms of site acquisition, and implementation schedule to City Council and the community.

## CONTACT INFORMATION

City of Olympia:

Keith Stahley, Community Services Manager: (360) 753-8227 or [kstahley@ci.olympia.wa.us](mailto:kstahley@ci.olympia.wa.us).

**ATTACHMENT 1: REDEVELOPMENT EXPERIENCE TABLE**

**Project name and location:**

\_\_\_\_\_

**Brief project description:**

\_\_\_\_\_

**Project manager and phone:**

\_\_\_\_\_

**Construction manager or general contractor and phone:**

\_\_\_\_\_

**Public official, if any, contact name and phone:**

\_\_\_\_\_

**Approximate construction start and completion dates:**

\_\_\_\_\_

**RESIDENTIAL**

	Annual Proposed Rent	Proposed Sale Price	# of Units	Sq Ft/ Unit	Total Sq Ft	Total Project Cost
Studio						
1 bedroom/1 bath						
2 bedroom/1 bath						
2 bedroom/2 bath						
3 bedroom/2 bath						
Artist Live/Work						
Other						

**Total Residential Sq. Ft.**

\_\_\_\_\_

**Estimated Construction Cost/Sq. Ft.**

\_\_\_\_\_

**COMMERCIAL**

	Annual Proposed Rent	Proposed Sale Price	# of Unit s	Sq-Ft/ Unit	Total Sq Ft	Total Project Cost
Retail						
Office						
Light Industrial						
Artist Live/Work						
Other						
Other						
Other						

Total Commercial Sq. Ft. \_\_\_\_\_

Estimated Construction Cost/Sq. Ft. \_\_\_\_\_

## **ATTACHMENT 2 – SITE ANALYSIS**

~~The site analysis is provided for reference information only and does not limit the City's authority in any manner. Respondents should rely on their own site analysis.~~

### ~~Preliminary Analysis~~

~~Comprehensive Plan and Zoning:  
Urban Waterfront:~~

- ~~1) Height 65 feet, two additional residential stories may be built. See 18.06.100(A)(2)(b).~~
- ~~2) Maximum Development Coverage 100%~~
- ~~3) Setbacks 0 feet. See Pedestrian Access (OMC 18.06A.140) and View Corridors (OMC 18.06A.025)~~
- ~~4) There are no maximum or minimum residential density requirements downtown~~

~~Need to add Downtown Business:~~

### ~~Parking:~~

- ~~1) New residential uses (including residential uses in a commercial building) are exempt from parking. If any residential parking is provided, it must meet all parking design, Design Review Criteria, and applicable Pedestrian A and B Street Overlay Criteria. Downtown Parking Exempt Zone (OMC 18.38.160(C), (D) and Figure 38-2)~~
- ~~2) New commercial buildings or expansions of 3,000 square feet or more of gross floor or leasable area is required to meet all parking standards (OMC 18.38.100, Table 38.01 and OMC 18.38.080);~~
  - ~~a. 10% downtown deduction and ability to count on street parking~~
  - ~~b. Administrative Variance to increase or decrease parking by 40%~~
- ~~3) Residential and commercial additions, buildings, or changes in use must provide Class I and II bicycle parking (OMC 18.38.160(C))~~
- ~~4) Loading Berth Exempt Zone (OMC 18.38.140 and Figure 38-1.5)~~

### ~~Environment:~~

- ~~1) Phase I and Phase II Environmental Site Characterization completed and are available included as Exhibit B for some City owned parcels.~~
- ~~2) Other key regulations and required reports at land use application:~~

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- ~~a. Critical areas~~
- ~~b. Shoreline Master Program~~
- ~~e. Transportation study may be required~~
- ~~d. SEPA Reports likely to include:~~
  - ~~a. Flood Proof certification~~
  - ~~b. Grading and Erosion Control~~
  - ~~c. Air Quality~~
  - ~~d. Tree Plan~~
  - ~~e. Historic Preservation~~
  - ~~e. Noise Attenuation – Pile driving impacts on residential~~
  - ~~f. Historic Preservation – The subject property is on the Washington Historic Register and the National Historic Register. Historic register report is available.~~

~~**Applications and Process:**~~

- ~~1) Detailed Design Review by the Design Review Board (Council Appointed) that makes recommendation to the Site Plan Review Committee (SPRC)~~
- ~~2) Environmental Review by staff~~
- ~~3) Land Use Decision by the Site Plan Review Committee~~
- ~~4) Hearings Examiner if variance, conditional use, or an appeal of SPRC~~

~~Building Code:~~

- ~~1) IBC and local adoption of amendments~~

~~Utilities:~~

- ~~1) All utilities available to the site.~~

~~Overlays:~~

- ~~1) Downtown (OMC 18.06A) and City Wide (OMC 18.20) Design Guidelines~~
- ~~2) Pedestrian Street Overlay District (OMC 18.16)~~

~~Impact Fees and General Facility Charges (GFC) for Downtown Mixed Use Housing:~~

- ~~1. The project will be subject to impact fees and general facilities charges in place at the time of application.~~

~~Tree Plan:~~

- ~~1) Street trees along all frontages~~
- ~~2) On-site tree density may be met with planting or payment in lieu to tree account.~~

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~~March 5, 2015 Draft – CRA RFP 0.05.2105~~ [May 25, 2015 CRA RFP 06.01.2015](#)

~~Landscape:  
See OMC 18.36~~

~~Miscellaneous:  
1) Multifamily property tax exemption program available~~

**Other information available upon request:**

- Exhibit A, property appraisal.
- Exhibit B Phase I and Phase II Environmental Characterization.
- Exhibit C Historic register report.

To obtain an electronic copy of this information please email [Kstahley@ci.olympia.wa.us](mailto:Kstahley@ci.olympia.wa.us).

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DRAFT

Special Council Meeting - Community Renewal Area Open House  
Saturday, May 16, 2015 9:00 AM Council Chambers

**Councilmembers Present:**

Mayor Buxbaum  
Mayor Pro Tem Jones  
Councilmember Langer  
Councilmember Hankins  
Councilmember Selby  
Councilmember Cooper

**Staff and Consultants Present:**

Keith Stahley, Director, Community Planning and Development Department  
Leonard Bauer, Deputy Director, Community Planning and Development Department  
Amy Buckler, Senior Planner, Community Planning and Development Department  
Michelle Sadlier, Associate Planner, Community Planning and Development Department  
Lorelei Juntunen, ECONorthwest  
Jay Reich, Attorney Pacifica Law Group

**Open House:**

The open house started at 9:00 AM with staff and councilmembers at information stations located around the room. There were three stations focused on the potential redevelopment project areas, one station on the Downtown Strategy and one station on public finance options. There were approximately 30 attendees.

At 9:30, Mr. Stahley introduced Ms. Juntunen and she made a PowerPoint Presentation to the audience that provided attendees with information about the Community Renewal Process to date, she overviewed the three potential redevelopment project areas and concluded with a summary of next steps in the Community Renewal Area (CRA) process.

Attendees were then invited to circulate throughout the room to the stations and engage council, staff and the consultant team in discussions about the CRA and the project areas. Attendees were asked to respond to two questions related to the project sites and affix their responses to the boards at each station.

The open house concluded at 10:20 AM.

Special Council Meeting - Community Renewal Area Workshop  
Saturday, May 16, 2015 10:30 AM Room 207

**Councilmembers Present:**

Mayor Buxbaum  
Mayor Pro Tem Jones  
Councilmember Langer  
Councilmember Hankins  
Councilmember Selby  
Councilmember Cooper

**Staff and Consultants Present:**

Keith Stahley, Director, Community Planning and Development Department  
Leonard Bauer, Deputy Director, Community Planning and Development Department  
Amy Buckler, Senior Planner, Community Planning and Development Department  
Michelle Sadlier, Associate Planner, Community Planning and Development Department  
Lorelei Juntunen, ECONorthwest  
Jay Reich, Attorney Pacifica Law Group

**Workshop:**

The Mayor called the meeting to order at 10:30 AM. The meeting started with Community and Economic Revitalization committee members providing a summary of what they heard at the stations in the Open House addressing the Griswold's block, the Isthmus and Water Street. Staff assisted in this process. Community members were invited to share their perspectives as well.

Council engaged in a discussion of the three sites and their relative merits for Olympia's first community renewal project. Councilmembers discussed the impact of the Griswold's property on the 400 block of 4<sup>th</sup> Avenue and asked staff and the consultant team to continue to develop information about that property and to consider approaches both inside and outside the Community Renewal Area process for getting it redeveloped. Following this discussion, Councilmember Cooper made a proposal that the request for proposal (RFP) should focus on the parcels east and west of Water Street between 4<sup>th</sup> and 5<sup>th</sup> Avenue extending to the east to encompass the entirety of the Fountain Block and to the north to include Percival Landing along 4<sup>th</sup> Avenue. Councilmember Cooper also suggested that respondents be encouraged to consider the surrounding areas to the east and north and to engage in the City's Downtown Strategy as it is developed. There was consensus that staff and the consultant team should incorporate this area and approach into the next draft of the RFP.

Mayor Buxbaum asked that Council think about appropriately branding this area and other areas in downtown as redevelopment projects are considered. He noted that the Isthmus has taken on negative connotations and a new name could be a way for the community to start to envision a

different and better future for the area. There was consensus that rebranding should be part of this process.

The workshop concluded at 12:00 PM.



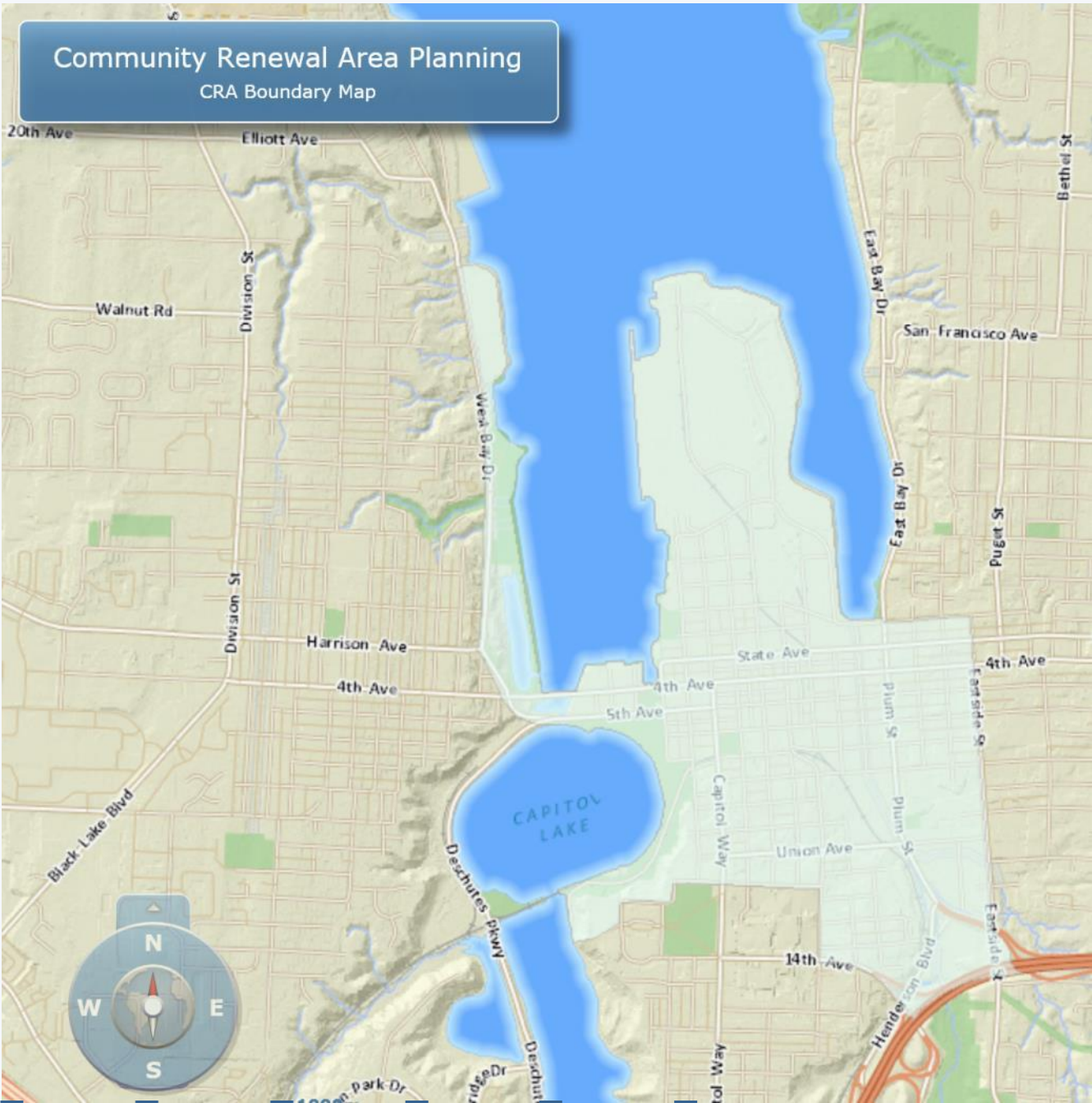
# Site Evaluation

RFP for Development in Olympia

May 16, 2015

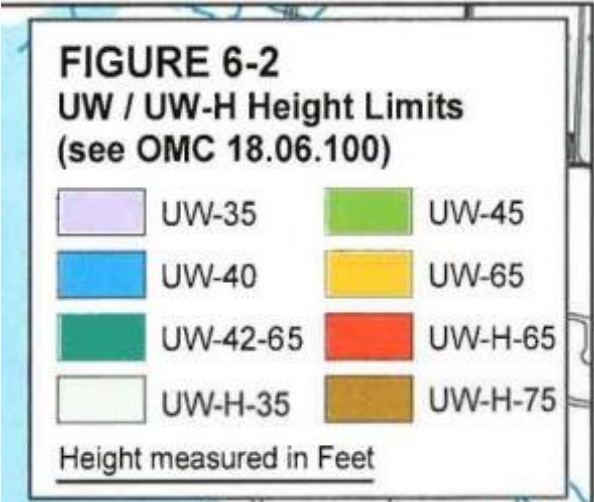


# Community Renewal Area Planning CRA Boundary Map



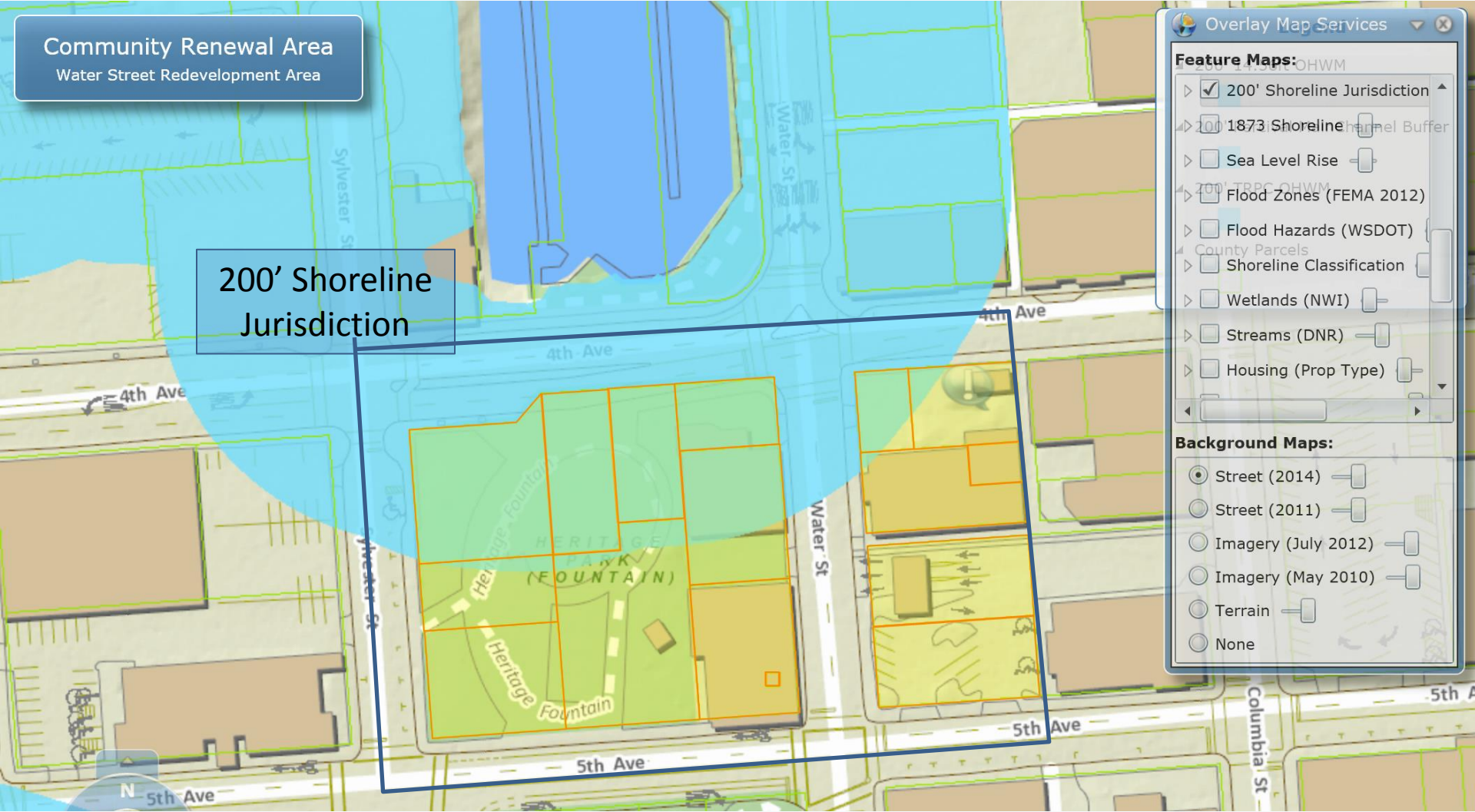
# Water Street Redevelopment Area – Zoning & Heights

Community Renewal Area





# Water Street Redevelopment Area – Shoreline Jurisdiction



Community Renewal Area  
Water Street Redevelopment Area

200' Shoreline  
Jurisdiction

Overlay Map Services

**Feature Maps:**

- 200' Shoreline Jurisdiction
- 1873 Shoreline Channel Buffer
- Sea Level Rise
- Flood Zones (FEMA 2012)
- Flood Hazards (WSDOT)
- County Parcels
- Shoreline Classification
- Wetlands (NWI)
- Streams (DNR)
- Housing (Prop Type)

**Background Maps:**

- Street (2014)
- Street (2011)
- Imagery (July 2012)
- Imagery (May 2010)
- Terrain
- None





# Water Street Redevelopment Area -- Ownership

PARCEL_NO	OWNER_NAME	SITUS_STRE	TOTAL_ACRES	BLDG_VALUE	LAND_VALUE	RATIO	Zoning
78507400100	ILLING, JOSEPH		0.06	\$2,000	\$102,450	0.02	UW-H
78507400101	TAYLOR SAPLAN TRUSTEE, KARALEE	219 W 4TH AVE	0.11	\$1,000	\$231,950	0.004	UW-H
78507400400	ILLING, JOSEPH	406 WATER ST SW	0.14	\$235,600	\$128,150	1.838	UW-H
78507400401	TAYLOR SAPLAN TRUSTEE, KARALEE	406 WATER ST SW	0.03	\$6,900	\$21,150	0.326	UW-H
78507400500	MALLORY FAMILY REVOCABLE TRUST	416 WATER ST SW	0.17	\$57,200	\$158,950	0.36	UW-H
78507400800	MALLORY FAMILY REVOCABLE TRUST	416 WATER ST SW	0.17	\$5,300	\$242,850	0.022	UW-H
91003600000	OLYMPIA, CITY OF	301 4TH AVE W	0.07	\$69,900	\$121,600	0.575	UW
91003800000	OLYMPIA, CITY OF	407 WATER ST SW	0.17	\$189,400	\$215,300	0.88	UW
91003900000	WOOD, SHARON MALLORY	300 SW 5TH AVE BLK	0.17	\$0	\$384,450	0	UW
91004100000	OLYMPIA, CITY OF-PARKS	330 5TH AVE SW	0.18	\$0	\$374,350	0	UW
91004200000	OLYMPIA, CITY OF-PARKS	330 5TH AVE SW	0.11	\$0	\$134,400	0	UW
91004201000	OLYMPIA, CITY OF-PARKS	330 5TH AVE SW	0.23	\$0	\$341,650	0	UW
91004300000	OLYMPIA, CITY OF	309 W 4TH AVE	0.11	\$0	\$189,000	0	UW
91004400000	OLYMPIA, CITY OF-PARKS	330 5TH AVE SW	0.32	\$0	\$425,750	0	UW
91004501000	OLYMPIA, CITY OF		0.14	\$0	\$241,950	0	UW
91003901000	PROPERTY ONE PARTNERSHIP	419 SW WATER ST		\$420,600	\$0		UW
			2.18	\$987,900	\$3,313,950	0.298	



# Water Street Redevelopment Area

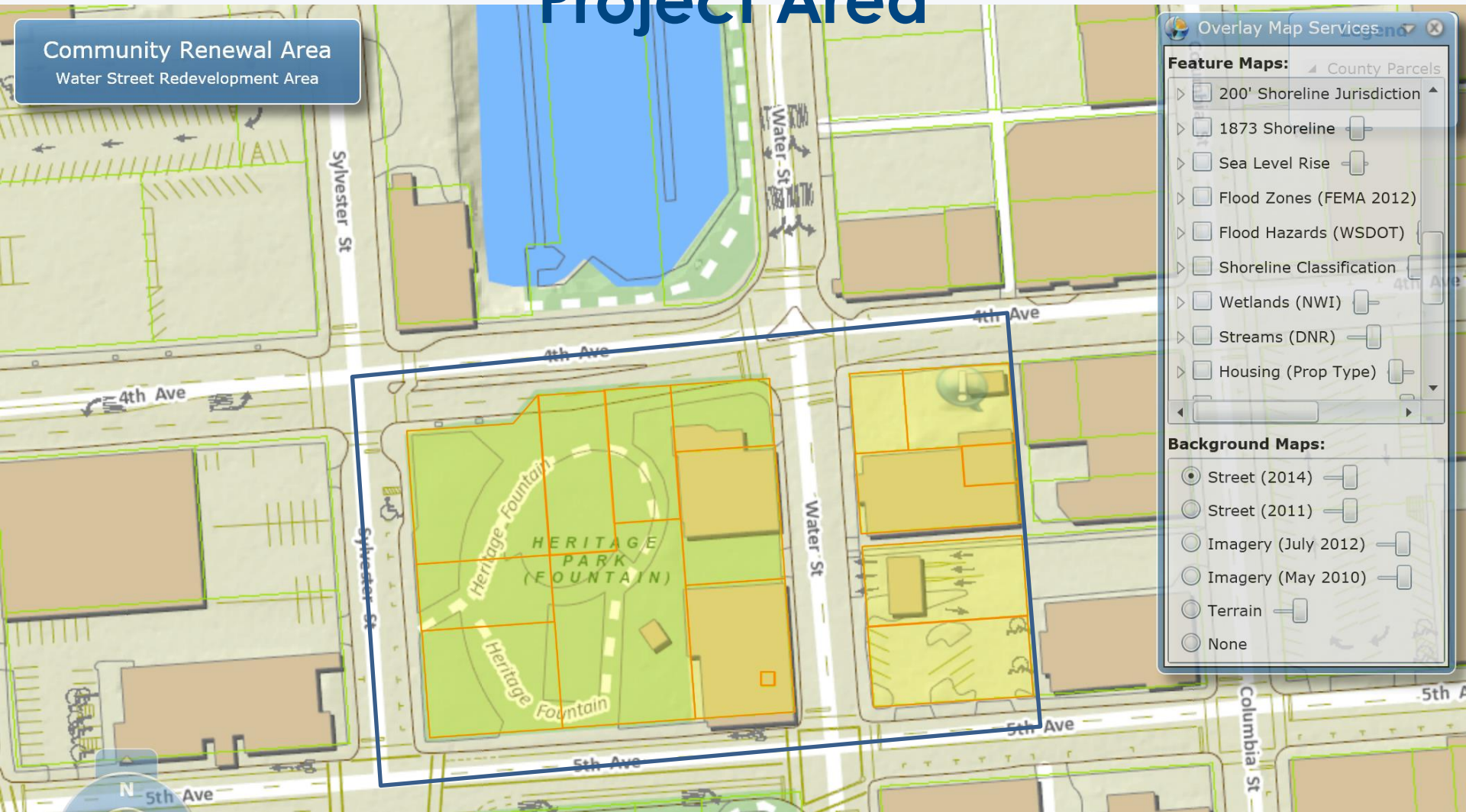
## Site Characteristics & Constraints Summary

Site:	Acreage	Zoning	Max Bldg. Ht.	Bldg/Land Value	City Ownership
Water St Redev. Area	2.18	UW 35, UW - H 65	35' and 65'	0.298	8 parcels 1.33 acres



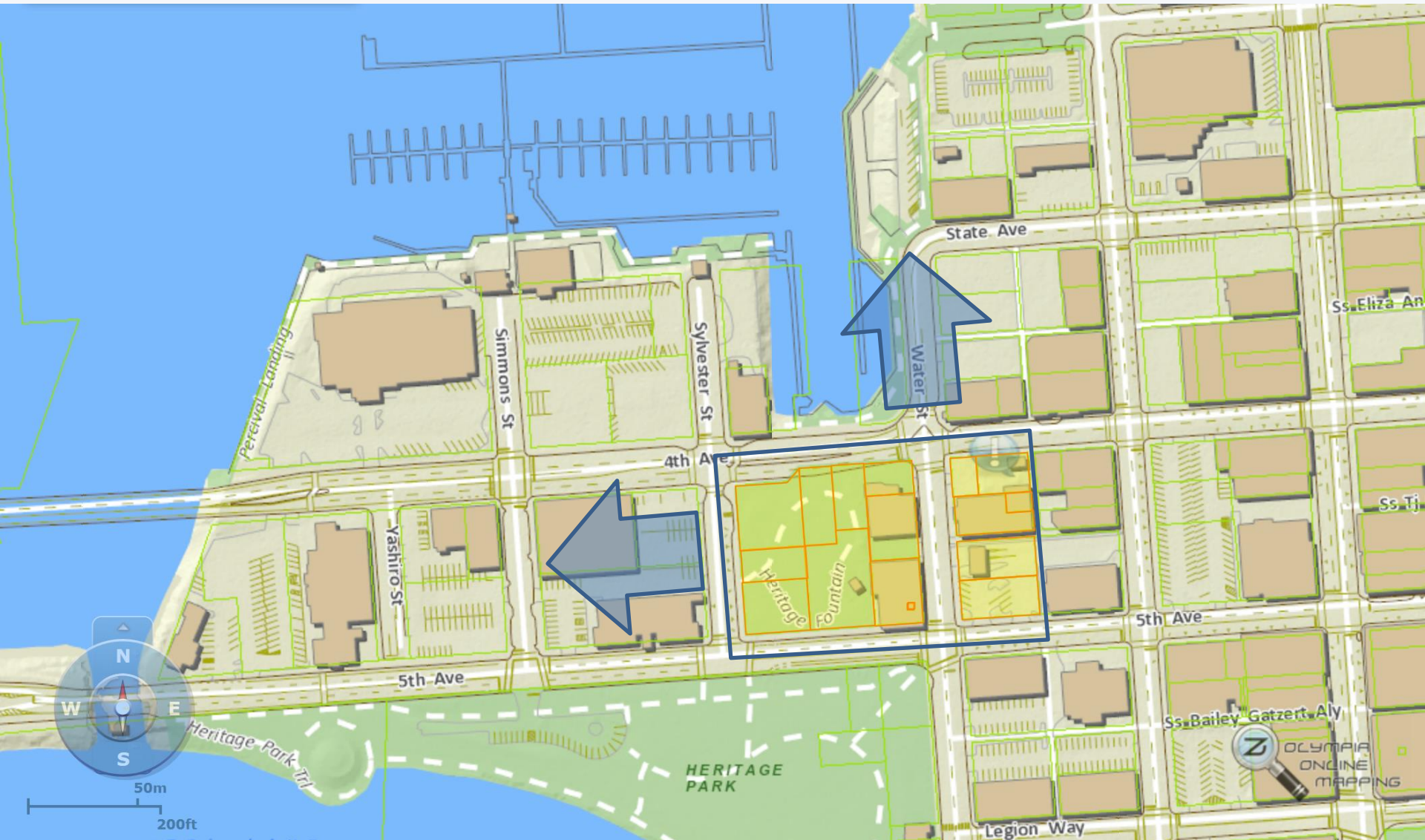
# Water Street Redevelopment Area – Project Area

Community Renewal Area  
Water Street Redevelopment Area





# Water Street Redevelopment Area – Context & Relationships



# Observations: **Water Street**

## Potential Pros

- Greater agreement on uses; greater densities allowed
- Willing partners/property owners
- Existing public amenities
- City control of some key properties
- Corridor for events
- Connection to Percival Landing (funding?)
- Scale of development

## Potential Cons

- Have not connected with all property owners
- Contamination?
- Traffic challenges
- Sea level rise

