



Meeting Agenda

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Max DeJarnatt
360.570.3723

Wednesday, June 1, 2022

5:30 PM

Online and via phone:

Zoom link:

https://us02web.zoom.us/webinar/register/WN_UUuuJPC-QCGE2AD2mDHYgg

1. CALL TO ORDER

1.A ROLL CALL

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

3.A 22-0543 Approval of May 4th, 2022 PBIA Advisory Committee Meeting Minutes

Attachments: 050422 PBIA Minutes Draft

4. PUBLIC COMMENT

Please send public comments via email to PBIA@ci.olympia.wa.us

5. ANNOUNCEMENTS

6. BUSINESS ITEMS

6.A [22-0545](#) Approval of Downtown Alliance SummerFest Sponsorship

Attachments: [SummerFest Sponsorship Request](#)

6.B [22-0542](#) Downtown Residential Parking Incentives Briefing

Attachments: [Existing Map](#)
[Proposed Map](#)

7. REPORTS

7.A [22-0548](#) Downtown Mural and Lighting Project Update

8. OTHER TOPICS

8.A [22-0544](#) Round Table Discussion

9. ADJOURNMENT

Accommodations

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 Advisory Committee meeting, please contact the Advisory Committee staff liaison (contact number in the upper right corner of the agenda) 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
360-753-8244

PBIA Advisory Board

Approval of May 4th, 2022 PBIA Advisory Committee Meeting Minutes

Agenda Date:
Agenda Item Number: 3.A
File Number:22-0543

Type: discussion **Version:** 1 **Status:** Draft

Title

Approval of May 4th, 2022 PBIA Advisory Committee Meeting Minutes



Meeting Minutes - Draft

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Max DeJarnatt
360.570.3723

Wednesday, May 4, 2022

5:30 PM

Online and Via Phone

1. CALL TO ORDER

The meeting was called to order at 5:31 p.m.

1.A ROLL CALL

Present: 9 - Chair Melissa Hammond, Vice Chair Jacob David, Boardmember Heather Chambers, Boardmember Alden Davis, Boardmember Anne Gavzer, Boardmember Sophia Landis, Boardmember Monique Ossa, Boardmember David Rauh and Boardmember Oliver Stormshak

Excused: 1 - Boardmember Janis Dean

Absent: 2 - Boardmember Shannon Tiegs and Boardmember Jamie Vulva

OTHERS PRESENT

Olympia Police Department Sergeant Shelby Parker
Olympia Artspace Alliance Co-Chair Danielle Ruse

Community Planning and Development Staff:
Senior Program Assistant Max DeJarnatt
Parking Services Field Representative Chelsea Baker

2. APPROVAL OF AGENDA

The agenda was approved.

3. APPROVAL OF MINUTES

3.A [22-0448](#) Approval of April 6, 2022 PBIA Advisory Committee Meeting Minutes

The minutes were approved.

4. PUBLIC COMMENT - None

5. ANNOUNCEMENTS - None

6. BUSINESS ITEMS

6.A [22-0444](#) Implementation of Parking Kiosks Downtown

Ms. Baker presented.

The discussion was completed.

6.B [22-0430](#) Walking Patrol Presentation

Ms. Parker provided a handout.

The discussion was completed.

6.C [22-0445](#) Mural Installation and Repair Partnership

Ms. Ruse provided a Powerpoint presentation.

The discussion was completed.

6.D [22-0447](#) PBIA Sponsorship Requests

Mr. DeJarnatt presented.

Boardmember Davis moved, seconded by Boardmember Rauh, to sponsor Pride at \$1000 level. The motion passed unanimously.

6.E [22-0446](#) Board member resignation

The Board discussed its options for restoring an odd-number of members following the resignation of Boardmember Bruns.

The discussion was completed.

7. REPORTS - None**8. OTHER TOPICS**

Boardmember Rauh asked Boardmembers about resuming the Downtown Halloween event.

9. ADJOURNMENT

The meeting adjourned at 7:17 p.m.



PBIA Advisory Board

Approval of Downtown Alliance SummerFest Sponsorship

Agenda Date: 6/1/2022
Agenda Item Number: 6.A
File Number: 22-0545

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

Title

Approval of Downtown Alliance SummerFest Sponsorship

Recommended Action

Move to Sponsor Downtown Alliance SummerFest with \$1,000 of Event Sponsorship Funds

Report

Issue:

Whether to use budgeted event sponsorship funding to sponsor Downtown Alliance's SummerFest

Staff Contact:

Max DeJarnatt, PBIA Staff Liaison, Community Planning & Development, 360.570.3723

Presenter(s):

Ryan DiCrescenzo, Downtown Alliance Board Member
Desiree Freeland, Project Manager, Downtown Alliance

Background and Analysis:

To support its SummerFest, the Downtown Alliance is requesting sponsorship funding from the PBIA (see attached application).

The ODA Promotions Committee is also looking for PBIA Board input on questions such as: How to make their events more inclusive? Are there cultural groups or organizations which you would like to see represented at events like SummerFest/WinterFest and how to do so? What are some ways to benefit from LakeFair?

Finally, the panelists will also discuss the twenty \$500 Activation Grants offered to Downtown businesses to encourage more events with focus on creating a draw for neighboring businesses.

Neighborhood/Community Interests (if known):

N/A

Options:

Sponsor SummerFest at \$1,000

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

Sponsor SummerFest at another amount
Do not sponsor SummerFest at this time

Financial Impact:

There is \$6,000 remaining of the \$7,000 budgeted for 2022 event sponsorships.

Attachments:

SummerFest Sponsorship Request

#8

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, May 24, 2022 10:30:06 AM
Last Modified: Wednesday, May 25, 2022 12:34:15 PM
Time Spent: Over a day

Page 1: Sponsorship Form

Q1

Please enter project information

Project Name	Sponsorship Packages and Collaboration
Sponsoring Organization	Olympia Downtown Alliance
Sponsoring Org's UBI ("none" if org. is unregistered)	601418932

Q2

Please enter contact information

Contact Name	RYAN DICRESCENZO
Contact Phone Number	
Contact Email Address	

Q3

Please enter project information

Project Location	Downtown Olympia
Project Date/Time	Perpetual

Q4

Please provide a brief description of your project

Sponsorship package from the Olympia Downtown Alliance for use as PBIA marketing tool. Overall, we hope to open the door to more collaboration between ODA and PBIA. I will also discuss new Activation Grants available to small businesses in Downtown.

Q5

How will your project be marketed?

Various methods: Radio, Print, Social Media, Website Presence, and others depending on Event (SummerFest, Annual Mtg., Shop & Dine, etc.)

Q6

Who is participating (as artists, or performers, etc.)

Various musical events throughout the season.

Q7

Who is the intended audience?

Public exposure in general. Drawing folks back to Downtown.

Q8

Respondent skipped this question

What is your approximate full budget for the project?

Q9

Respondent skipped this question

Who else is sponsoring this project?

Q10

Sponsorship Level A (\$1,000)

The PBIA provides a limited number of sponsorships at each of three levels. Which level of sponsorship are you seeking? (check one)

Q11

Yes

Would you accept a sponsorship at a lower level? (Check one)

Q12

How did you hear about this PBIA Sponsorship opportunity?

Melissa Hammond and ODA

Q13

Respondent skipped this question

Further Information: Is there anything else you would like us to see or know? You can attach additional information including links to web sites (pictures of past events, further event description, etc.) by sending it via email to pbia@ci.olympia.wa.us



PBIA Advisory Board

Downtown Residential Parking Incentives Briefing

Agenda Date: 6/1/2022
Agenda Item Number: 6.B
File Number: 22-0542

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

Title

Downtown Residential Parking Incentives Briefing

Recommended Action

Information only. No action requested.

Report

Issue:

Discussion on the Downtown Parking Incentives for residential development

Staff Contact:

Joyce Phillips, Principal Planner, Community Planning and Development, 360.570.3722

Presenter(s):

Joyce Phillips, Principal Planner, Community Planning and Development
Max DeJarnatt, Program Analyst, Community Planning and Development

Background and Analysis:

At its February 17, 2022, meeting, the Land Use and Environment Committee (LUEC) referred to the Planning Commission a potential revision to the Downtown Exempt Parking Area map and requirements. The proposal, if approved, would make the area within the boundary exempt from parking requirements for residential development.

Approximately 2 years ago, Community Planning and Development staff noted that several housing projects that had gone through the presubmission conference stage of review were not proceeding to the application stage. Upon inquiry, it was noted that the parking requirements were one of the reasons some of these projects were not moving forward.

In March 2021 the LUEC discussed potential revisions to the Downtown Exempt Parking Area boundary. The proposal was to keep the outer boundary the same, as is shown in Figure 38-2 of Chapter 18.38 of the Olympia Code (see Attachment 1), but to make the entire area exempt from minimum parking requirements for residential development rather than having a portion of the boundary limited to a 10% reduction in residential parking requirements.

The Committee referred the issue to the Planning Commission but asked staff to first compile data to help inform the Commission about parking demands in the area and the impact any changes would have on surrounding neighborhoods.

Staff have collected and reviewed data but it does not provide the level of detail that was originally requested by the LUEC.

Staff have been surveying the downtown core sporadically since 2019 and regularly since 2021, but the data does not appear to be very relevant to the discussion, for a few reasons.

1. The area surveyed does not encompass most of the new apartments, and/or;
2. The surveys do not go far enough back in time to get the baseline data which could help illustrate the impact of the added housing.

Staff spoke with property managers of five of the newer Downtown apartment developments, who shared that their parking is consistently leased to capacity. The City does not currently have this data summarized.

It should be noted that the parking exemption does not apply to new commercial development and that most residential projects do provide off-street parking, even when not required by the City. In those cases, parking is typically provided at 0.7-0.8 spaces per unit. Staff anticipates that most developers will continue to provide parking at a similar amount based on market and financing requirements.

Neighborhood/Community Interests (if known):

The City is in its early stages of outreach on this topic. To date, the comments received have been in support of this revision to the residential parking exemption area standards.

Options:

Information only - no action requested.

Financial Impact:

There is no direct financial impact to the City to process the referral from the LUEC to the Planning Commission.

Attachments:

Existing Map
Proposed Map

Existing Map

Downtown Exempt Parking Area

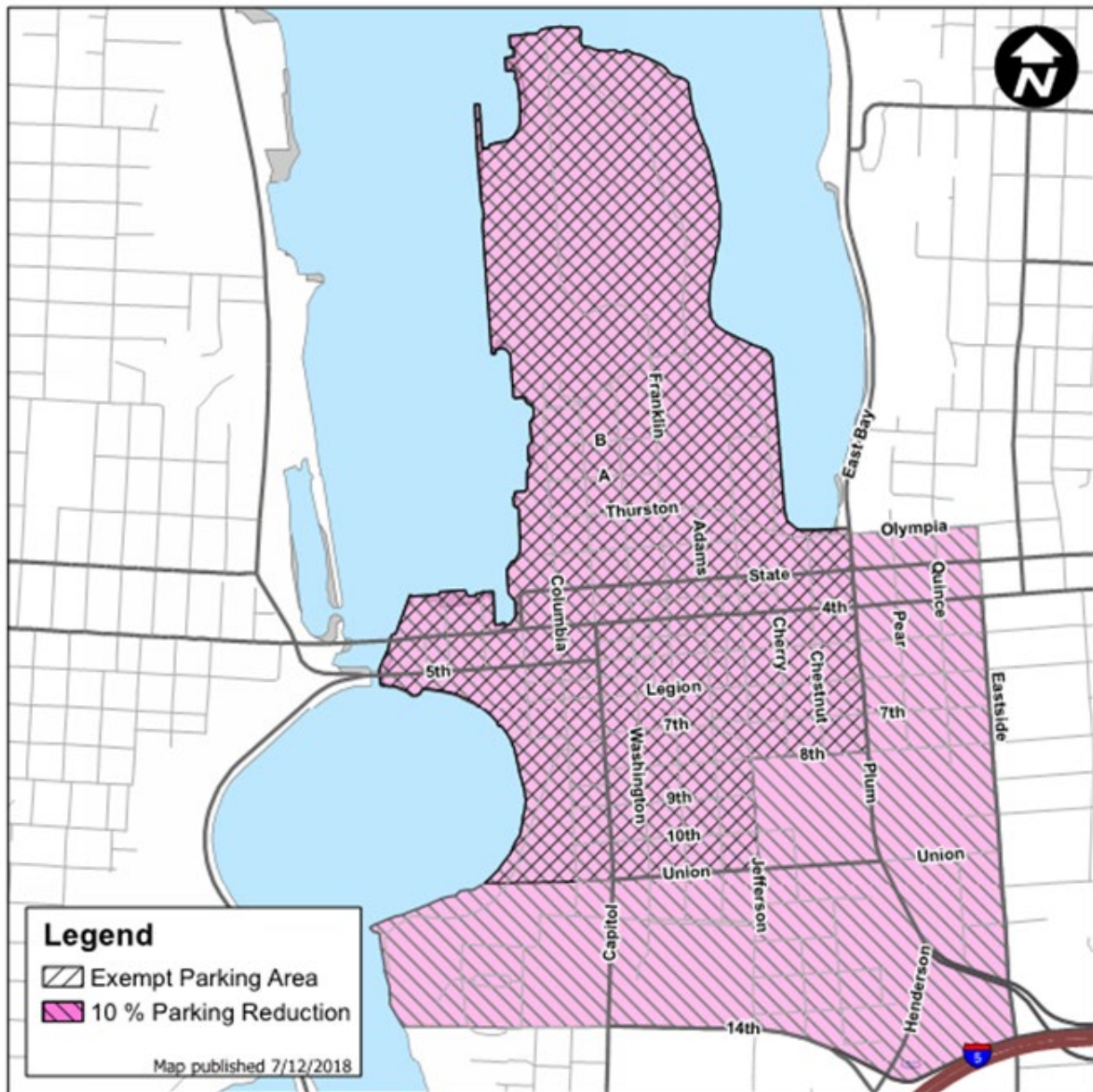


Figure 38-2

Excerpt from Olympia Municipal Code, Chapter [18.32.160](#). See text next page.

18.38.160 Specific zone district requirements

A. Ten (10) Percent Required Reduction in Parking Requirements.

The median motor vehicle parking requirements contained in Section [18.38.100](#) shall be reduced by an additional ten (10) percent for uses in the High Density Corridor 1, 2, 3, and 4 Districts (see High Density Corridor Map), Neighborhood and Urban Villages, and within the Downtown (see Figure 38-2).

B. Urban Residential (UR), High Rise Multifamily (RM-H) Residential Mixed Use (RMU) and Commercial Services - High Density (CS-H) Zones.

Residential uses shall be provided with one (1) motor vehicle parking space per unit unless otherwise exempted elsewhere in this chapter.

C. Downtown Exempt Parking Area (See Figure 38-2).

1. Existing buildings constructed prior to January 1, 2002, which are located within the Downtown Exempt Parking Area (See Figure 38-2), shall be exempt from the vehicle parking standards. However, a change of use within such existing structures shall comply with the long-term and short-term bicycle parking standards pursuant to Table 38.01;
2. All new residential buildings and uses located within the Downtown Exempt Parking Area (See Figure 38-2) shall be exempt from vehicle parking standards. However, if any new residential parking is constructed, the parking facility shall meet the Parking Design, Pedestrian Street and Design Review Criteria (OMC [18.38.180](#) through [18.38.240](#) and applicable OMC [18.04](#) or [18.06](#), [18.16](#) and [18.20](#)). All new residential buildings and uses shall comply with the long-term and short-term bicycle parking standards pursuant to Table 38.01; and
3. All new commercial buildings or expansions totaling over 3,000 square feet of gross leasable area, constructed after January 1, 2002, which are located within the Downtown Exempt Parking Area (See Figure 38-2) shall be required to meet vehicle parking and bicycle standards (OMC [18.38.020](#) through [18.38.240](#)).
4. Bicycle parking is not required for those buildings and uses located within the Downtown Exempt Parking Area (see Figure 38-2) that do not provide on-site motor vehicle parking.

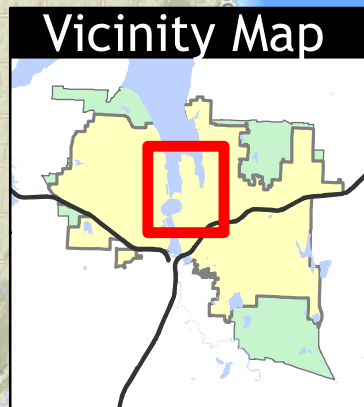
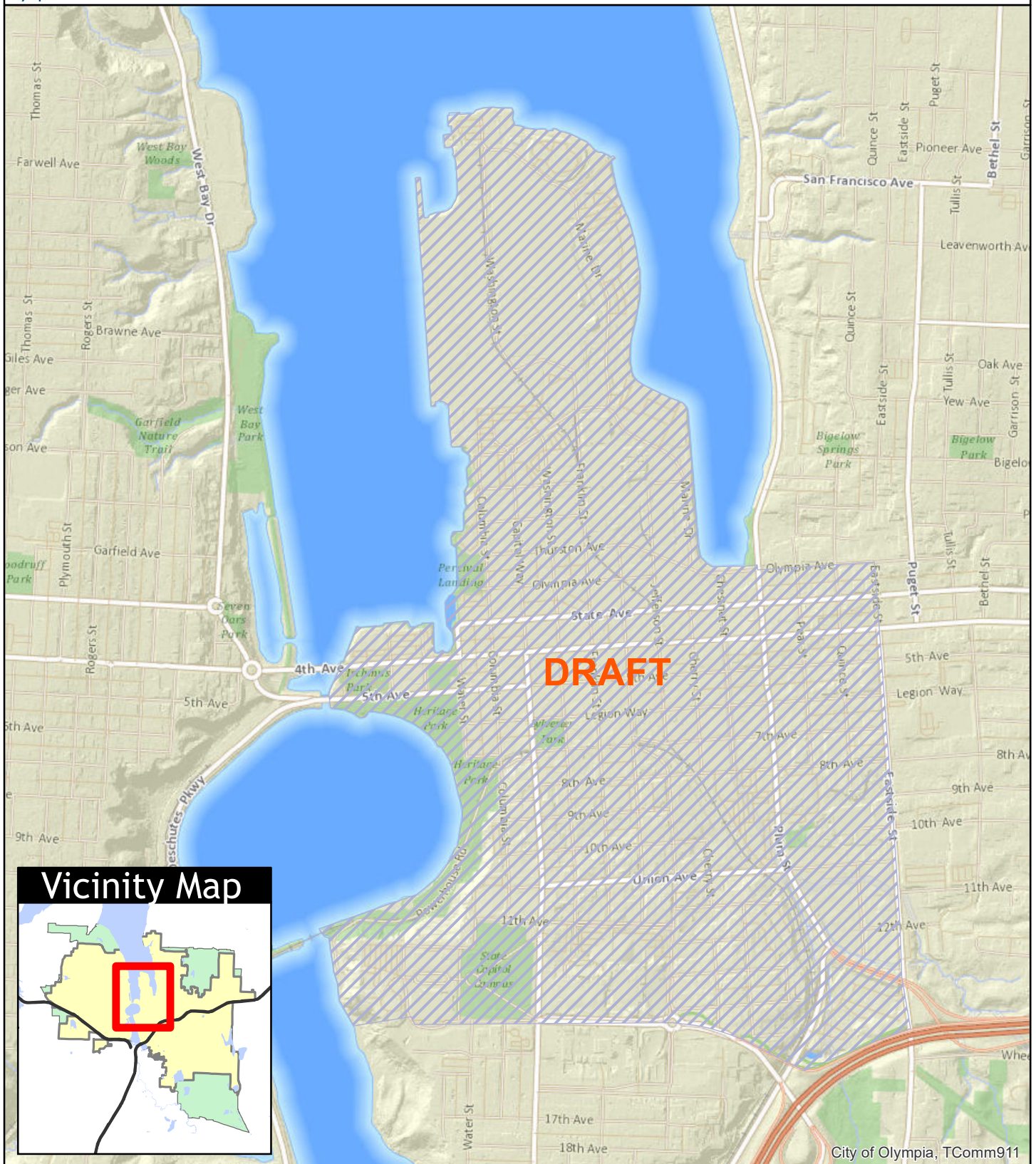
D. High Density Corridor 1 and 2, and Urban Residential (UR).

1. Townhouse units shall provide one and one-half (1.5) parking spaces per unit;
2. Multifamily units shall provide one (1) parking space per unit;
3. Small restaurants (up to 750 square feet of service area) shall provide two (2) parking spaces/1,000 square feet; and
4. Small retail including food stores and laundries (up to 3,000 square feet) shall provide two (2) parking spaces per 1,000 square feet. (The first 350 square feet are exempt from parking requirements.) Small retail may provide additional parking up to three and one-half (3.5) parking spaces per 1,000 square feet.



Exempt Parking Area

DRAFT - REFERENCE ONLY



0 0.125 0.25 Miles 1 inch = 1,275 feet

Map printed 3/29/2022

For more information, please contact:

Name, Title

Email

(360) Phone.

This map is intended for 8.5x11" portrait printing.

The City of Olympia and its personnel cannot assure the accuracy, completeness, reliability, or suitability of this information for any particular purpose. The parcels, right-of-ways, utilities and structures depicted hereon are based on record information and aerial photos only. It is recommended the recipient and/or user field verify all information prior to use. The use of this data for purposes other than those for which they were created may yield inaccurate or misleading results. The recipient may not assert any proprietary rights to this information. The City of Olympia and its personnel neither accept or assume liability or responsibility, whatsoever, for any activity involving this information with respect to lost profits, lost savings or any other consequential damages.





PBIA Advisory Board

Downtown Mural and Lighting Project Update

Agenda Date: 6/1/2022
Agenda Item Number: 7.A
File Number:22-0548

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

Title

Downtown Mural and Lighting Project Update

Recommended Action

Information only. No action requested.

Report

Issue:

Update on the Downtown Lighting and Mural work status

Staff Contact:

Max DeJarnatt, PBIA Staff Liaison, Community Planning & Development, 360.570.3723

Presenter(s):

Max DeJarnatt, PBIA Staff Liaison

Background and Analysis:

Staff will provide a brief update regarding the status of the PBIA's investment in Downtown Alleyway lighting and mural installation and repair.

Neighborhood/Community Interests (if known):

NA

Options:

N/A

Financial Impact:

N/A

Attachments:

N/A



PBIA Advisory Board

Round Table Discussion

Agenda Date: 6/1/2022
Agenda Item Number: 8.A
File Number: 22-0544

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

Title

Round Table Discussion

Report

Issue:

Board discussion of downtown issues

Staff Contact:

Max DeJarnatt, Staff Liaison, Community Planning & Development, 360.570.3723

Presenter(s):

N/A

Background and Analysis:

Discussion about downtown issues and what we are hearing from ratepayers; leading to identification of:

- Quarterly short survey questions
- Issues that might be addressed by existing programs
- Key messages to be reported to City Council
- Advice to staff about key messages to convey to downtown businesses
- Ideas for potential future PBIA budget items

Neighborhood/Community Interests (if known):

Discussion is to identify neighborhood issues

Options:

N/A

Financial Impact:

N/A

Attachments:

N/A

