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Land Use & Environment Committee

Downtown Project Phase II

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Agenda Item:
Downtown Project Phase II

Issue:
As Downtown Project Phase I reached completion in February, 2013, staff will present the for Land Use and Environment Committee consideration the elements of Downtown Project Phase II.

Committee Recommendation:
To be developed.

City Manager's Recommendation:
Concur with implementation of the Downtown Project Phase II plan as presented.

Staff Contact:
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Presenter(s):
Brian Wilson, Downtown Liaison, CP&D
Keith Stahley, Director, CP&D

Background and Analysis:
After receiving feedback from the community expressing concern over the economic and social environment in downtown Olympia, City Council adopted a council priority to, "Create a safer, more welcoming downtown for all." In response to this feedback, the Land Use and Environment Committee established the Downtown Project; a multi-direction approach to addressing specific issues in Downtown Olympia. The first phase of the Downtown Project (DPI) included the following:

- Establishment of the Downtown Ambassador Program
- Establishment of Best Management Practices for Bars/Taverns
- Establishment of an Alcohol Impact Area
- Installation of two parklets
- Installation of tree benches on 4th Avenue
- Mosaic Installation at Artesian Well
- Survey of Downtown Users
- Review of Pedestrian Interference Ordinance

The final element of DPI was completed in February, 2013 and laid the groundwork for the next phase of the

Downtown Project (DPII). Similar to DPI, the next phase contains several smaller projects directed at specific issues downtown including:

- Expansion of Downtown Ambassador Program
- Downtown Proactive Policing
- Design and Construction of Artesian Court (Artesian Well site)
- Installation of more parklets
- Installation of more tree benches
- Alley Improvement Project
- Alleyway Naming Project
- Strengthen Downtown Neighborhood Association
- Formation of Downtown Olympia Graffiti Management and Abatement Program
- Art Installation (PBIA funded)
- Making Spaces and Places for our homeless
- Expanding Restroom Availability
- Washington Center for Performing Arts Repairs
- Expansion of Downtown Pedestrian Recycling Program
- Parking Makeover
- Downtown Marketing - Telling our story (LUEC, PBIA, ODA, etc)
- Formation of Community Renewal Area
- Marketing Department of Fish & Wildlife property
- Facilitating Housing Construction
- AIA Implementation (LCB enforcement and monitoring)
- Establish Bars/Taverns BMP review guidelines
- Begin scoping of a Downtown Master Plan
- Collect and analyze data about downtown

This phase leans heavily on intra- and inter-agency partnerships. Successful implementation of DPII will include cooperation of CP&D, Public Works, Police, Executive, and Parks departments as well as several key community groups/committees including the Olympia Downtown Association, Parking and Business Improvement Area, Downtown Neighborhood Association, the State of Washington, Thurston County Economic Development Council and local social service agencies.

Staff will present estimated completion dates for each item. The majority of DPII elements will be completed in 2013.

Neighborhood/Community Interests (if known):

Both phases of the Downtown Project focus on creating a more safe and welcoming environment for all users of Downtown Olympia. Successful completion of each task will not only get the City closer to that goal, but also increase the social and economic stability of the area.

Options:

1. Concur with implementation as presented.
2. Add or remove items for Downtown Project Phase II.

Financial Impact:

Depends on the individual project.