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## City Council

### Direction on the Downtown Strategy Guiding Framework and Views for Analysis

**Agenda Date:** 5/10/2016  
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#### **Title**

Direction on the Downtown Strategy Guiding Framework and Views for Analysis

#### **Recommended Action**

##### **Committee Recommendation:**

On March 3, the Land Use & Environment Committee recommended staff and consultants move forward with analyzing five selected views, and allow the public to provide alternative suggestions for the remaining five (for a total of ten) views to be analyzed.

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

Concur with the recommendation of the Land Use and Environment Committee, and direct staff and consultants to use the framework presented April 26 as a guide for continued efforts to form Olympia's Downtown Strategy, and to move forward with the recommended views for analysis.

#### **Report**

##### **Issue:**

Whether to move forward with the guiding framework for the Downtown Strategy, and views recommended for analysis

#### **Staff Contact:**

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

Amy Buckler, Senior Planner  
John Owen, MAKERS Architecture and Urban Design, Downtown Strategy consultant

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

On April 26, the City Council held a study session to review a draft guiding framework that has evolved out of the public process and technical analysis so far completed as to form a Downtown Strategy (**attachment: Staff/MAKERS presentation**). Please refer to the April 26 Council packet for additional information.

As discussed at the study session:

- A Downtown Market Analysis (**attachment: Market Analysis**) has been completed, and some highlights will be presented this evening. Greg Easton, economist from Property Counselors and member of the MAKERS consulting team, will provide a more in-depth overview and discussion with the Council's Economic Revitalization Committee (CERC) on May 16.
- MAKERS' scope of work calls for digital analysis of up to 10 views, including how they could be protected or enhanced and the tradeoffs to economic, housing and other goals. In March, the Council's Land Use & Environment Committee (LUEC) gave the green light for the team to move forward with five select views that seemed to be a high priority for the community:
  - Capitol Campus Promontory to Budd Inlet (#1)
  - Cherry Street to Capitol Dome; along with potential effect of the 1063 Building on views of the Capitol Dome (#2)
  - Madison Scenic Park to Capitol Dome/Capitol Forest (#3)
  - Puget Sound Navigation Channel to Capitol Dome (#4)
  - West Bay Park Lookout to Mt Rainier (#5)

The remaining five views for analysis were left undecided, pending an opportunity for the public to provide suggestions as part of Survey 2 (March 17-27). At this point, the team has completed a preliminary analysis of (21) suggested views in order to determine five being recommended for further analysis. The rationale for the recommendation along with visuals are provided (**attachments: Viewshed Analysis Process and Preliminary Viewsheds Information**).

At this time, it is important to determine the total list of 10 views for analysis so that a visual exercise can be prepared and presented to the public for feedback at the June 6 public workshop.

The recommendation for the remaining five views for analysis includes:

1. Capitol Way and Union to Olympic Mountains (#6)
2. East Bay Drive Lookout to Capitol Dome (#9)
3. Percival Landing to Capitol Dome (#C) (C-2)
4. East Bay Drive mini-park to Capitol Dome (#D) (D-4)
5. Deschutes Parkway to Mt Rainier (#H)

#### **Neighborhood/Community Interests:**

There has been extensive public engagement as part of the Downtown Strategy. Reports summarizing public input thus far can be found at [olympiawa.gov/DTS](http://olympiawa.gov/DTS)  
[<http://olympiawa.gov/community/downtown-olympia/downtown-strategy.aspx>](http://olympiawa.gov/community/downtown-olympia/downtown-strategy.aspx).

#### **Options:**

1. Move to direct staff and consultants to use the framework presented April 26 as a guide for continued efforts to form Olympia's Downtown Strategy, and move forward with the recommended views for analysis.
2. Move to direct staff and consultants to use the framework presented April 26 as a guide for continued efforts to form Olympia's Downtown Strategy, but do not move forward with the recommended views for analysis.
3. Move to slow down the process to form a Downtown Strategy pending additional information.

**Financial Impact:**

Effort is included in the City's \$250,000 budget for formation of a Downtown Strategy. There will be additional costs for implementation steps that emerge.

**Attachments:**

1. **April 26 Presentation**
2. **Viewshed Analysis Process**
3. **Preliminary Viewshed Information**
4. **Market Analysis**