



## Planning Commission

### Presentation of the Downtown Strategy Draft

**Agenda Date:** 2/6/2017  
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#### **Title**

Presentation of the Downtown Strategy Draft

#### **Recommended Action**

Information and discussion only. No action requested.

#### **Report**

##### **Issue:**

An overview of the Downtown Strategy draft, followed by the Commission's discussion with staff and the consultant.

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

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

John Owen, MAKERS architecture and urban design  
Amy Buckler

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

The public process to form Olympia's Downtown Strategy (DTS) kicked off in November 2016 and is now drawing to a close. Overall about 3,500 people participated through 5 public workshops, 4 online surveys, 2 business/development forums, 10 Stakeholder Work Group sessions, 30 community meetings, and numerous City Council, committee and staff technical team meetings. The last step involves review of the DTS report, a Planning Commission public hearing and recommendation and City Council adoption.

#### The DTS Report

The Downtown Strategy identifies a design framework, priorities and realistic, impactful actions to move our downtown vision forward over the next six years.

The report has three pieces:

1. A highly graphic summary that will serve as a primary communication document

2. Seven chapters (one for each element) that describe related background, and rationale for the recommended actions
3. An appendix with various work products for reference

At the time of this staff report, the report was still being formatted. The summary (piece #1) will be posted to the DTS webpage and emailed to the Commission by Thursday, February 2. As each background chapter is complete, it will also be posted and emailed; the aim is to have them all posted by Feb 15.

At the meeting, staff and the consultant will provide an overview of the DTS. The presentation will take approximately an hour. An outline is **attachment 1**.

A summary of the recommended actions and timeline is **attachment 2**. The recommended timeline is based upon what staff understands to be public priorities, budget realities, and strategic advantage. Since the initial years of action include planning projects, these will likely result in additional actions for the later years.

#### Direction for OPC's Review

On December 6, 2016, the City Council provided the following direction to the Planning Commission (OPC) for their review of the Downtown Strategy draft:

- Hold a public hearing on the draft Downtown Strategy so that the public has an opportunity to comment on the draft report
- Summarize the public's main comments and OPC recommendation in a letter to Council. Include any memos from advisory boards.
- The letter should respond to the following questions:
  - Is the DTS consistent with the Comprehensive Plan?
  - Does any information provided cause you to differ from the staff's recommendation? How?
  - Should any new information provided be included in the report? What?

The public hearing is tentatively scheduled for February 27, 2016. Advisory board memos will be included in the hearing packet. At least two deliberation meeting are expected to follow, and both staff and consultants will be available to answer questions. Staff will assist the Commission with preparing a document that summarizes the public's comments and with formatting the letter for Council.

#### Stakeholder Work Group

The DTS Stakeholder Work Group (SWG) met 10 times over the year with a role to provide thoughtful insights, perspectives and ideas to staff and consultants during the public process and formation of the strategy. The group included 20 community members who brought diverse stakeholder perspectives to the table and helped engage others in the process. Two members of the

Planning Commission (Carole Richmond and Missy Watts) served on this work group. The list of members is **attachment 4**.

At their last meeting on Nov 14, the SWG composed a memo for the City Council and Planning Commission (**attachment 3**).

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

An estimated 3,500 people have engaged in formation of the Downtown Strategy through workshops and online. Summaries of what was heard at each step are available online (**attachment 5**.)

**Options:**

Information and discussion only. No action requested.

**Financial Impact:**

Included as part of the \$250,000 budget for development of a Downtown Strategy

**Attachments:**

- Presentation outline
- Recommended actions
- SWG letter
- SWG members
- Link to DTS webpage