



PBIA Advisory Board

Presentation of the Downtown Strategy Draft

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Title

Presentation of the Downtown Strategy Draft

Recommended Action

Information and discussion only. No action requested.

Report

Issue:

A brief overview of the Downtown Strategy draft

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Presenter(s):

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. Approximately 3,500 people from around the region participated. The last step involves a Planning Commission (OPC) public hearing (held Feb 27) OPC's recommendation to the City Council this spring, and 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 (**attachment 1**)
2. Seven chapters (one for each element) that describe related background, and rationale for the recommended actions (web link in **attachment 2**)

3. An appendix with various work products for reference (web link in **attachment 2**)

The Board may have a special interest in the Retail Strategy portion of the DTS. A graphic summary is provided in **attachment 3**.

Stakeholder Work Group

Two members of the Parking Business & Improvement Area (Connie Phegley and Kim Murillo) served on 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. At their last meeting on Nov 14, the SWG composed a memo for the City Council and Planning Commission (**attachment 4**).

Neighborhood/Community Interests (if known):

An estimated 3,500 people engaged in formation of the Downtown Strategy through workshops and online. Summaries of what was heard at each step are available online (**attachment 2**.)

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:

1. DTS Summary
2. Link to DTS webpage
3. Retail Strategy Summary
4. SWG Memo