



# STRATEGIC PLAN

2010-2012

*last updated February 2010*

# The Problem

2

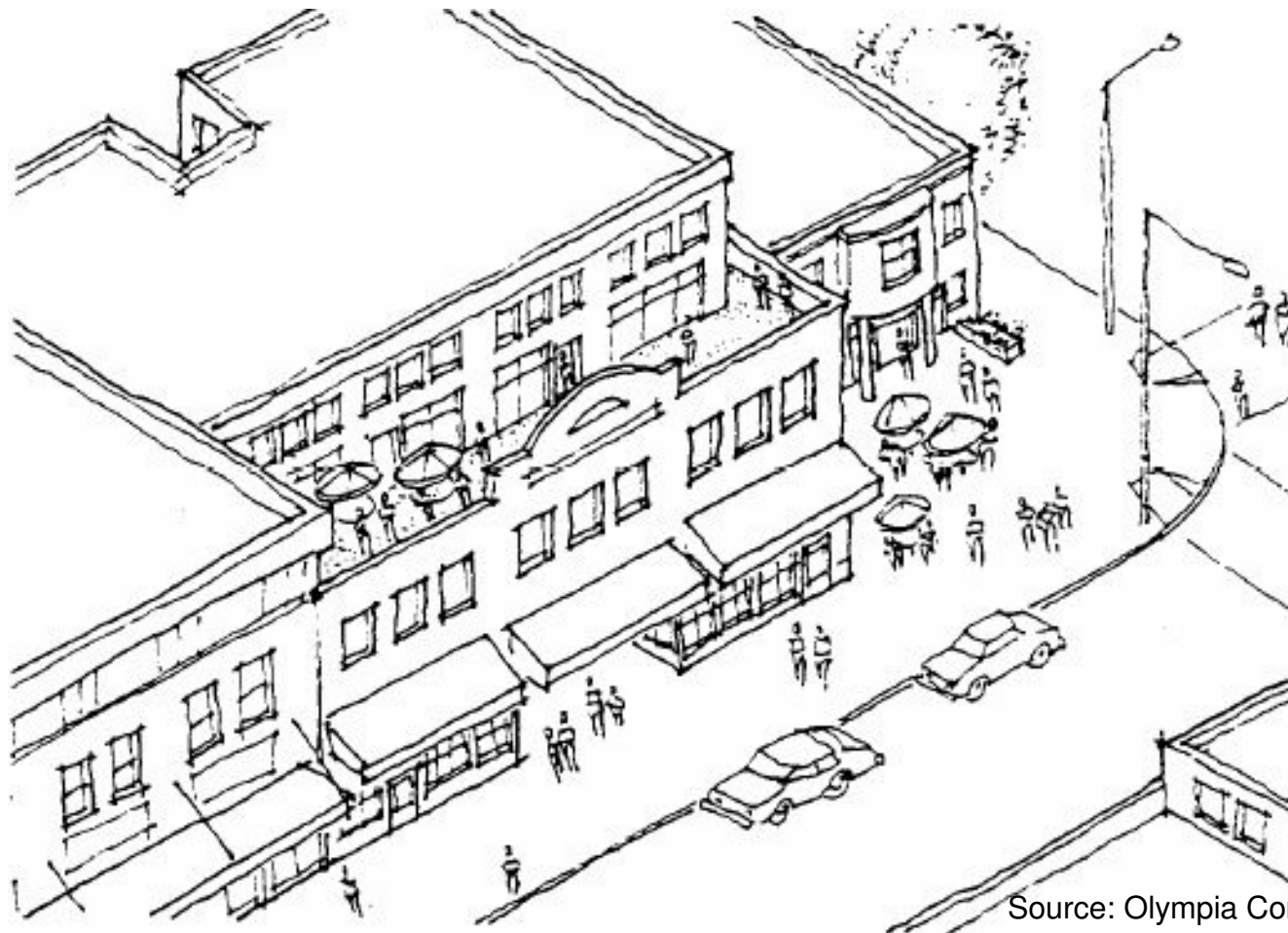
Olympia has failed to achieve its stated goal of creating a dense, walkable residential community downtown despite planning goals, many initiatives and numerous studies supporting the viability of this goal.

This failure jeopardizes Olympia's ability to meet environmental and fiscal necessities as well as makes it very difficult for the region to meet mandated growth management goals.

# Taking Downtown from Dreams to Reality

3

**A neighborhood where young and old, rich and poor, live, play and work side by side and where a car is a choice not a necessity.**



Source: Olympia Comprehensive Plan

# Mission: What We Do

4

OLY 2012 is a volunteer organization dedicated to building a well-informed community network to advocate for a vibrant, livable downtown Olympia that achieves its economic, environmental and cultural potential.

# Steering Committee

5

We are citizen volunteers - young and old; long time residents and newcomers; liberals, conservatives, progressives and moderates; employers, employees, retirees and parents.  
We are Olympia!

- Troy Bussey
- Cheryl Duryea
- Holly Gadbaw
- Enid Layes
- Joan Machlis
- Katherine Mahoney
- Maureen Morris
- Mike Ryherd
- Jackie Barrett Sharar
- Peter Stroble

**For bios, go to:  
<http://oly2012.org>**

# Downtown Olympia should be...

6

- The historic, cultural, financial, and social service **center** of the region.
- A **model** for achieving economic prosperity, social and income diversity, and environmental stewardship.
- A **showcase** of our exceptional artists and entrepreneurs – attracting visitors from everywhere.
- Transformed so that intelligent **redevelopment** can occur without losing our unique identity, sense of place, and affordable rents for businesses and individuals.
- Dense **residential and commercial development** *which is essential to lessen development pressure on rural lands and environmentally sensitive areas, conserve our farms and forests, and reduce our carbon footprint.*
- An economic center that contributes substantially more than its current contribution to the tax base. Growing Olympia's tax base is essential to support of the public good including police and fire services, parks and social services.

**Will it be???**

# Things we support...

7

- Downtown housing
- Walkability
- Economic vitality
- Environmental stewardship
- Arts, entertainment and recreation
- Social and economic diversity

# Downtown Housing

8

- ❑ Promote urban housing for all incomes as the FIRST development priority for downtown
- ❑ Assure availability of affordable workforce housing
- ❑ Encourage development of market rate housing
- ❑ Maintain low-income housing
- ❑ Support new housing projects
- ❑ Encourage development of mixed use projects to provide a lively streetscape and a vibrant, livable downtown neighborhood

# Walkability

- ❑ Design elements that promote walking, reduces automobile use, and makes transit more viable
- ❑ Build connected streets, bordered by adequate sidewalks, street trees, attractive lighting, mixed use buildings and structured parking
- ❑ Support implementation of a comprehensive parking strategy that encourages patrons and customers, encourages use of alternate modes of transportation, reduces car congestion and creates a sustaining parking enterprise system.
- ❑ Improve regional transit and public shuttles

# Economic Vitality

10

- ❑ Stimulate investments in the downtown district
- ❑ Nurture new and existing small businesses
- ❑ Partner with the Port of Olympia and State of Washington to achieve downtown goals including formation of a Capitol City District for economic development and resolution of the future of Capital Lake
- ❑ Promote more dense economic activity including additional retail, industrial and marine uses, and arts and cultural attractions
- ❑ Capitalize on industrial zoning downtown
- ❑ Improve and expedite the permitting process to support local planning goals

# Environmental Stewardship

11

- Preserve existing natural, agricultural, and rural areas by concentrating growth in urban areas and eliminating current incentives for sprawl
- Support a healthy Budd Inlet
- Support sustainable, cost-effective, and risk-based site cleanups
- Build a walkable downtown where living without a car can be a choice
- Meet the housing density goals in the comp plan to support reduction in our carbon footprint
- Make downtown a shining example of low-carbon-footprint residential development and innovative approaches to climate change impacts
- Prepare for potential global warming impacts and sea level rise

# Arts, Entertainment and Recreation

12

- ❑ Preserve public spaces including Percival landing, Fountain Park, and development of the Artesian Well
- ❑ Build downtown spaces that encourage public gathering (sidewalk cafés)
- ❑ Continue development of the Hands on Children’s Museum and LOTT water education facility
- ❑ Increase public access to the waterfront by building a trail on the west side of Budd Inlet, renovating Percival Landing and completing Heritage park
- ❑ Create West Bay Park and pedestrian linkages between existing parks and trails
- ❑ Increase quality and quantity of lodging options to increase the number of visitors to downtown
- ❑ Provide a broad array of vibrant art, music and theater venues

# Social and Economic Diversity

13

- ❑ Locate social services downtown in central, recognized locations with transit access
- ❑ Preserve residential and commercial spaces at a variety of price points
- ❑ Improve public safety and policing strategies to increase real and perceived safety as well as reducing vandalism
- ❑ Encourage a sufficient and growing tax base to support our social services for at-risk populations
- ❑ Develop pioneering non-subsidized housing units
- ❑ Support schools, libraries and non-profit social services
- ❑ A sufficient and growing tax base to support our social services for low-income & disabled residents