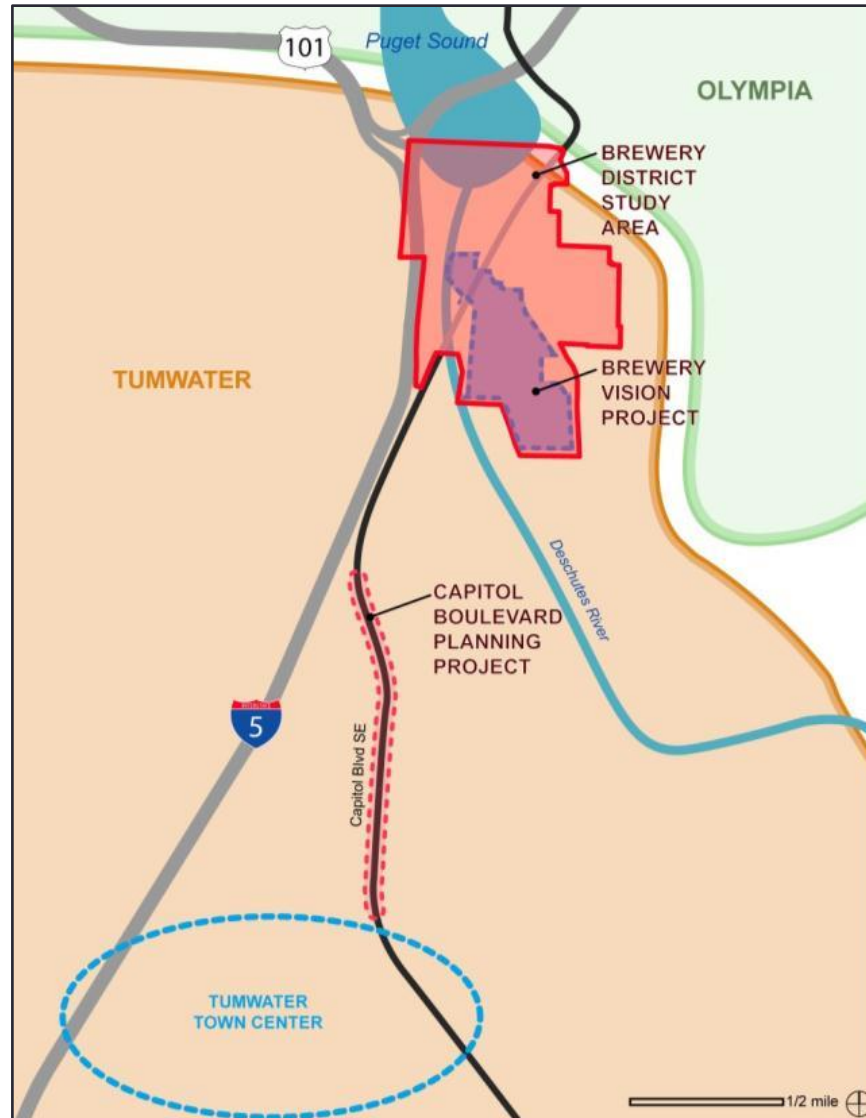


BREWERY DISTRICT PLAN UPDATE

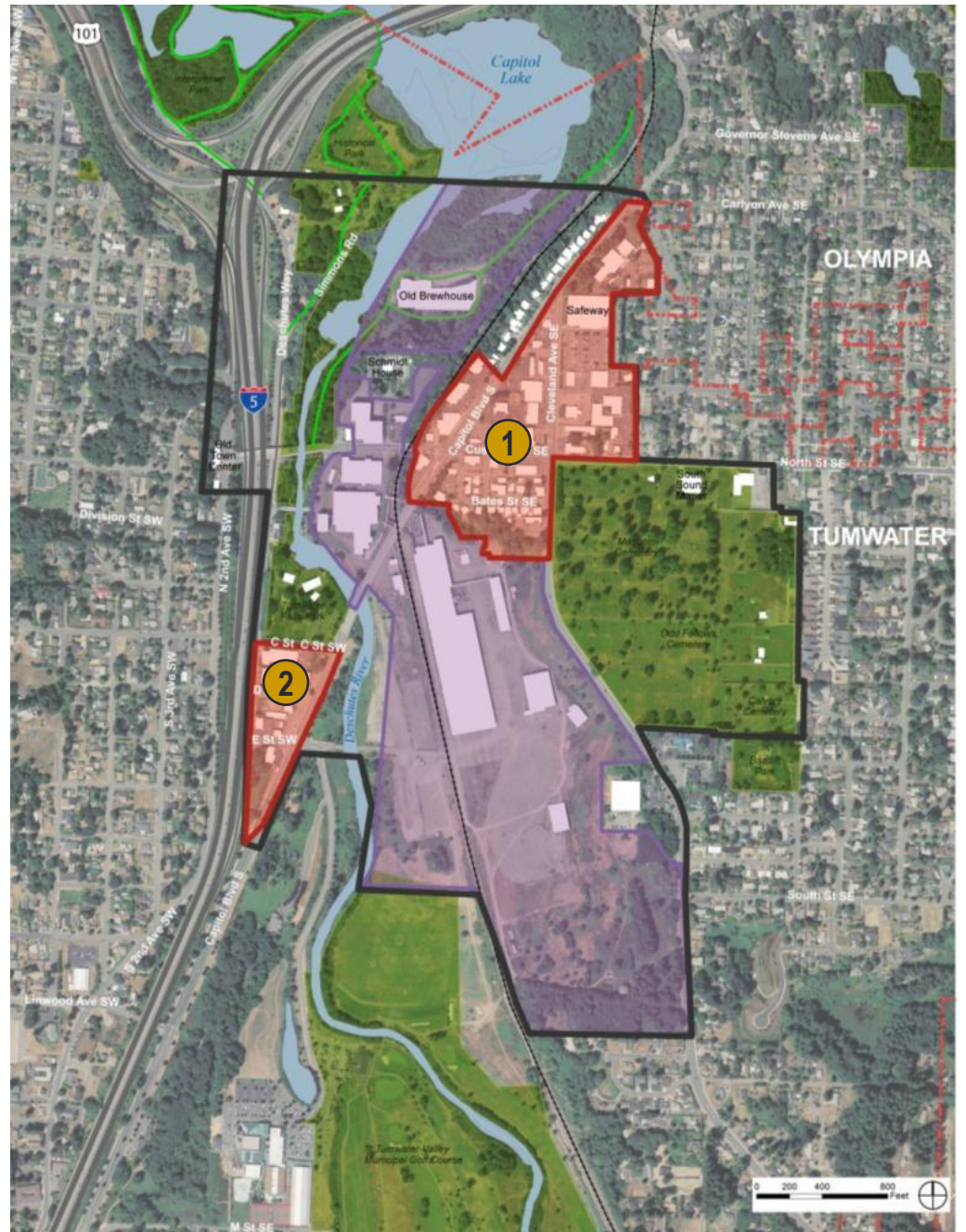
Planning Commission
March 12, 2019



Brewery District – Regional Context



Study Area



Context, Purpose, & Goals

*“The commercial area surrounding the former Olympia Brewery property was the site of Tumwater’s historic business district, and though much of the fabric of **the historic downtown was removed during the construction of I-5 in 1956**, the Brewery District still functions as an important commercial center for Tumwater and residents of south Olympia.”*

Context, Purpose, & Goals

“While the community continues to work with private land owners and developers to realize the public’s vision for the former Brewery properties, public officials, property owners, and local residents recognize that the surrounding commercial district has the potential to transform from an auto-oriented commercial node into a vibrant, multi-modal ‘town center.’”

Plan Context

- Auto-oriented, lacking pedestrian amenities
- Wide right-of-ways
- Dominated by surface parking lots
- Circulation and congestion issues



Plan Purpose

The purpose of the Brewery District Planning Project was to develop:

- A land use and transportation plan to guide (re)development in the District
- A multimodal activity center with a mixture of housing and neighborhood-serving businesses

Plan Goals

Project Goals:

- Create a stronger sense of place – pedestrian access, gathering places for residents, foster identify
- Improve transportation options, safety, and access within and across the District
- Expand economic opportunity and activity
- Improve function and appearance of built environment

Plan Vision

A vibrant, livable, walkable business center

- New multifamily housing permitted 3 to 5 stories
- Active ground floor, retail, office uses, restaurants & residential lobbies
- Buildings oriented to sidewalks
- Safe attractive walking environment

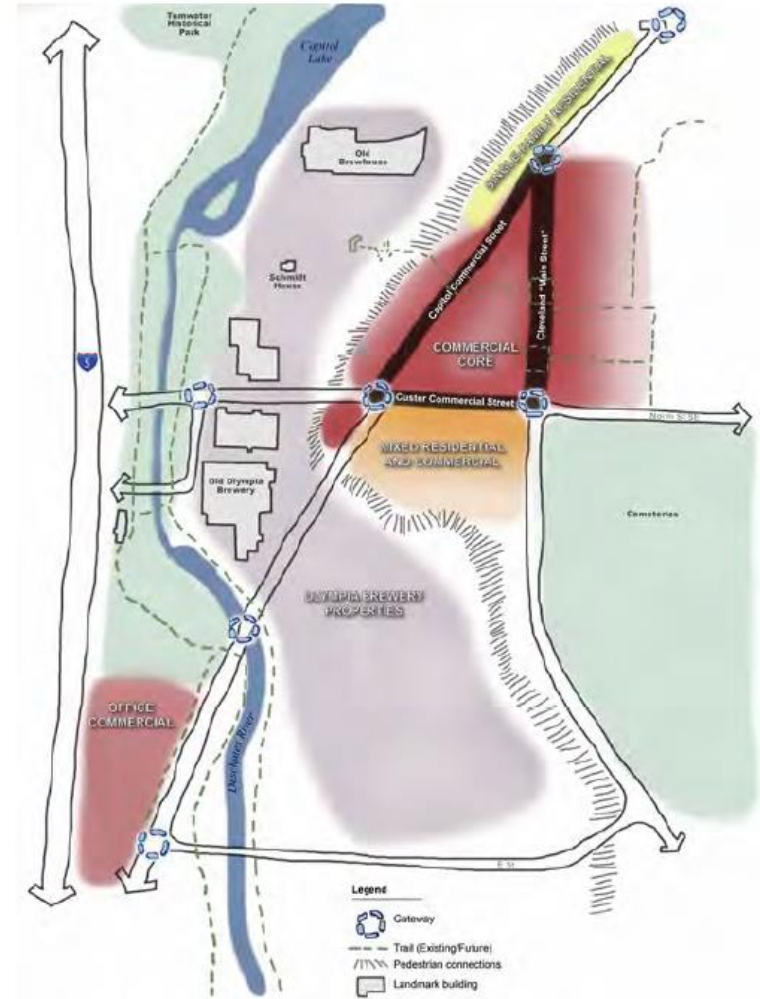


Figure 2.1: Brewery District Urban Design Framework

Planning Process – Who Participated

Economic Development Council Business Survey

- 40 of 50 members

Focus Group – 16 members

- Business owners
- Residents
- Representative Council, Planning Commission, Historic Preservation, City of Olympia, InterCity Transit

Planning Process – Who Participated

Four Community Meetings 80-100 people

- Vision for District
- Selection of Preferred Alternative
- Feedback on Plan concepts
- Feedback on draft Plan



Planning Process – What Was Heard

Concerns:

- Increased traffic, access to I-5, parking
- Vacant brewery, congestion, vagrancy

Would like to see:

- Mix of restaurants
- More businesses – all kinds
- Housing
- Destination attractions



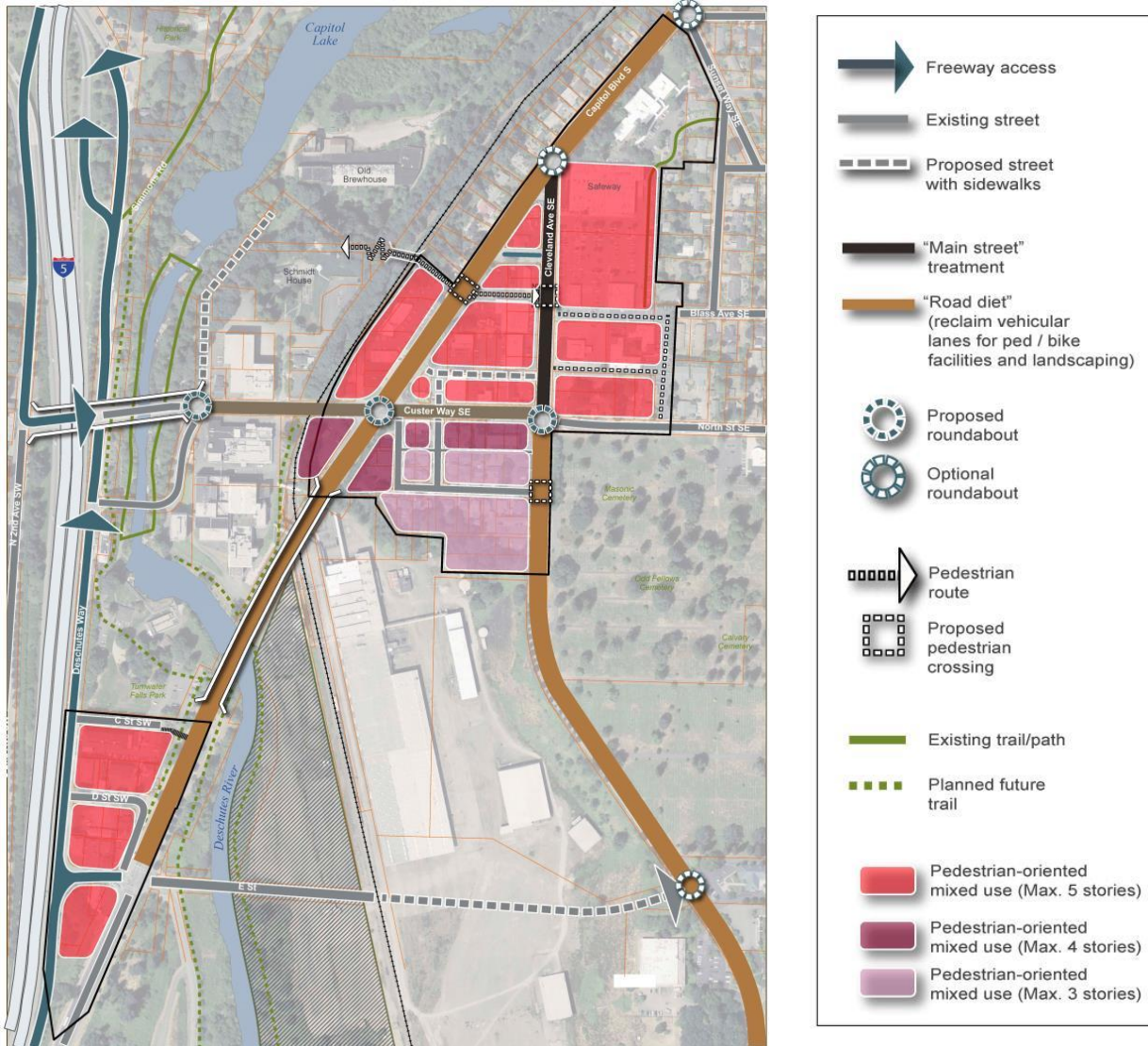
Main Features of the Plan

1. Create a stronger sense of place, and a walkable, livable, accessible, and neighborhood friendly business center
 - Main Street
 - Building Character – Bates Neighborhood
2. Key to success of District – the E Street Extension
 - Future traffic re-routed out of the heart of the District

Main Features of the Plan

3. Improve access into and across the District for all forms transportation (bikes, cars, pedestrians, transit)
 - Road diets
 - Relocating transit
 - Bike and pedestrian networks
 - Gateways, streetscapes, and lighting

Preferred Alternative



Creating Main Street

- Safeway store anchors the District
- “Main Street” treatments on Cleveland: wider sidewalks, signature landscaping, enhanced pedestrian crossings, and pedestrian lighting
- Encourage pedestrian oriented commercial frontages
- Private realm frontage improvements at key intersections and along key streets

Cleveland Avenue Currently



Cleveland Avenue as Main Street

Potential to rehab existing development to be more pedestrian-oriented

New development built up against the sidewalk (parking in rear)

Housing above ground floor commercial



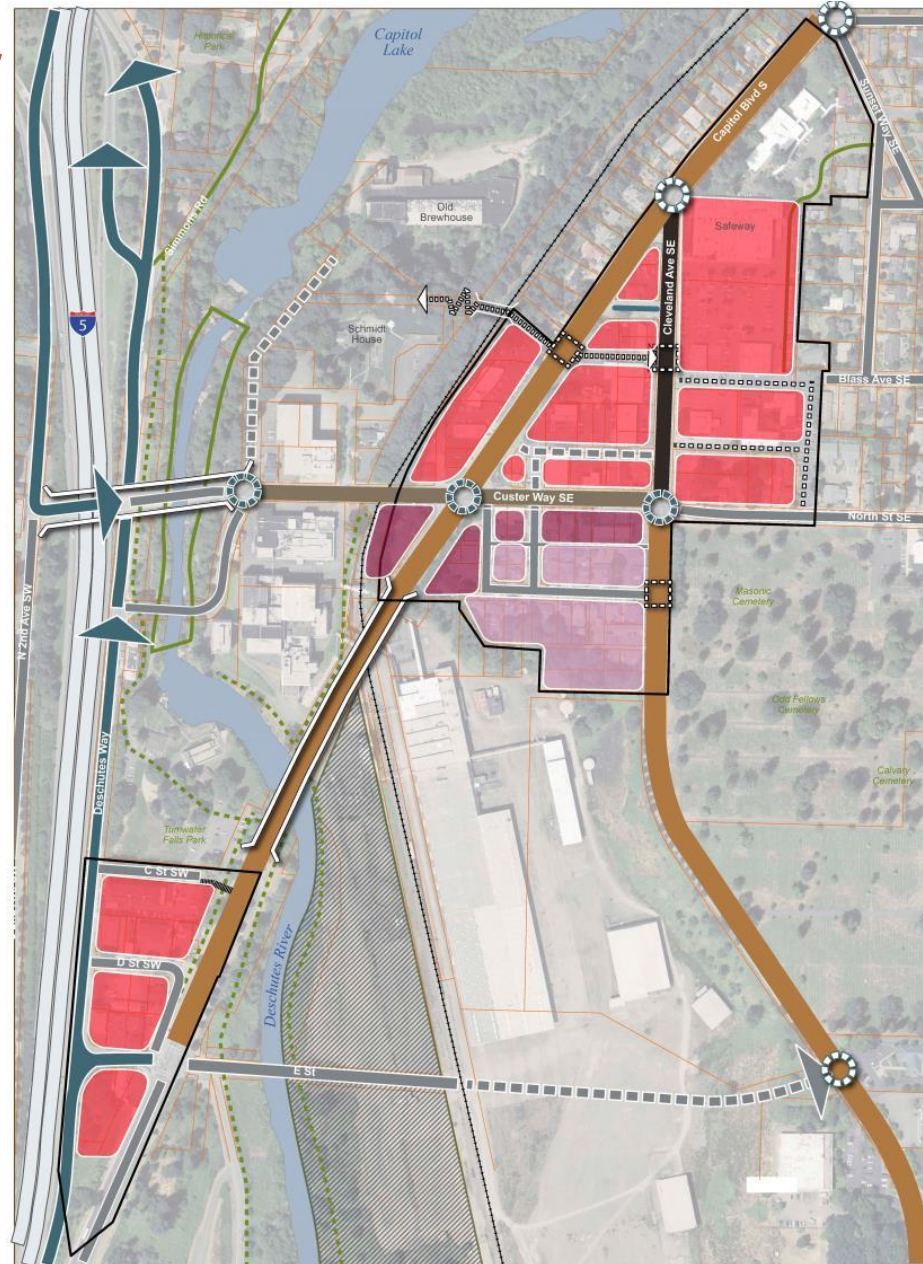
Wide right-of-way redistributed to pedestrians, bicycles, and landscaping

Well-marked pedestrian crossing

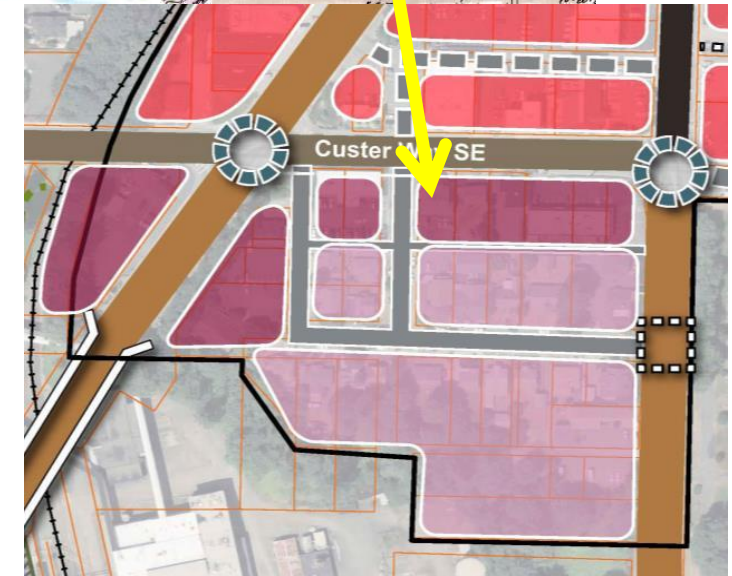
Pedestrian-scale lighting and streetscape elements

Active ground floor building design

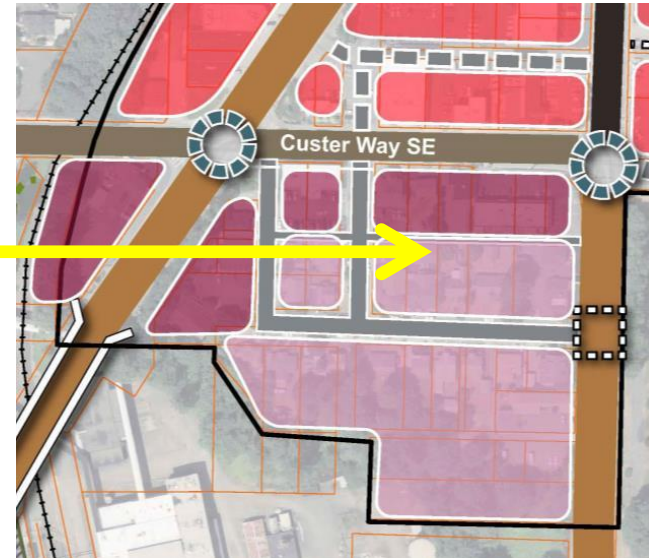
Building Character



Bates – South of Custer



Bates – Residential Character



Transportation Challenges

- A significant amount of commuter traffic uses Custer Way to cross the Deschutes River, primarily to/from Interstate 5
- A majority of vehicles traveling on Custer Way are regional trips with destinations such as East Olympia, Lacey, and Yelm
- This pinch point creates extended periods of congestion along Custer Way

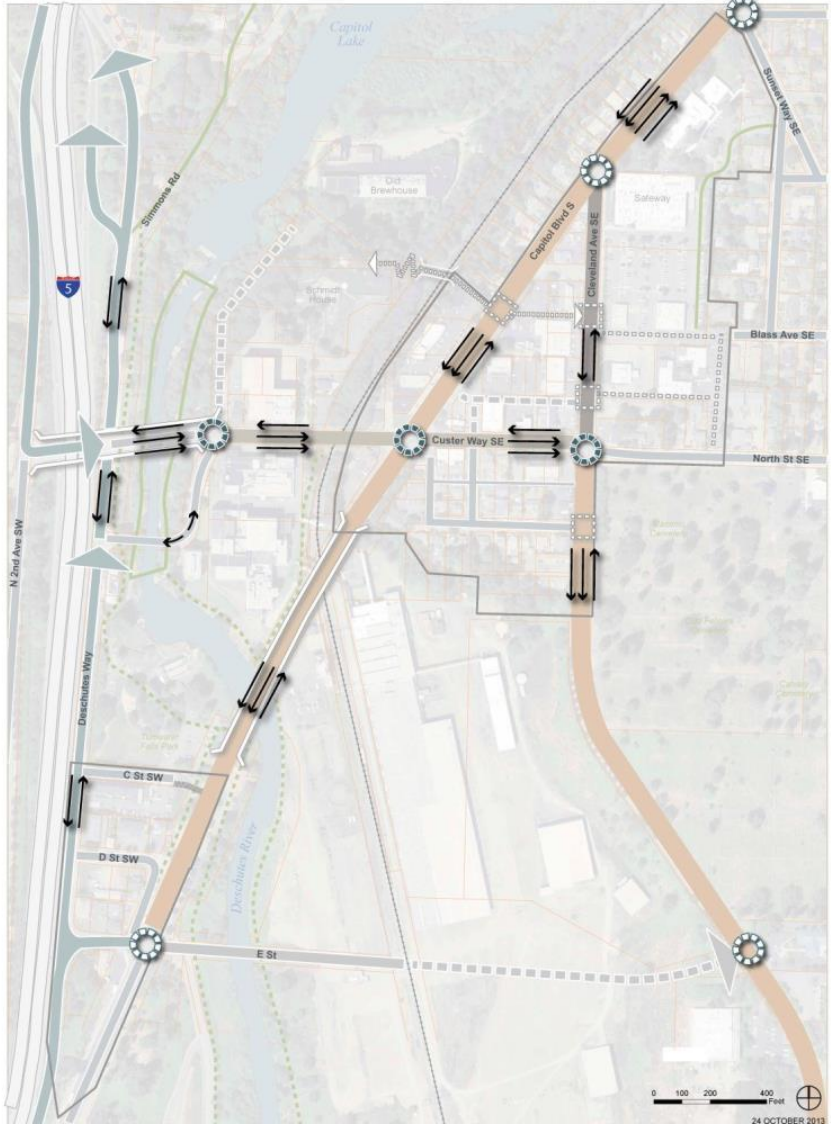
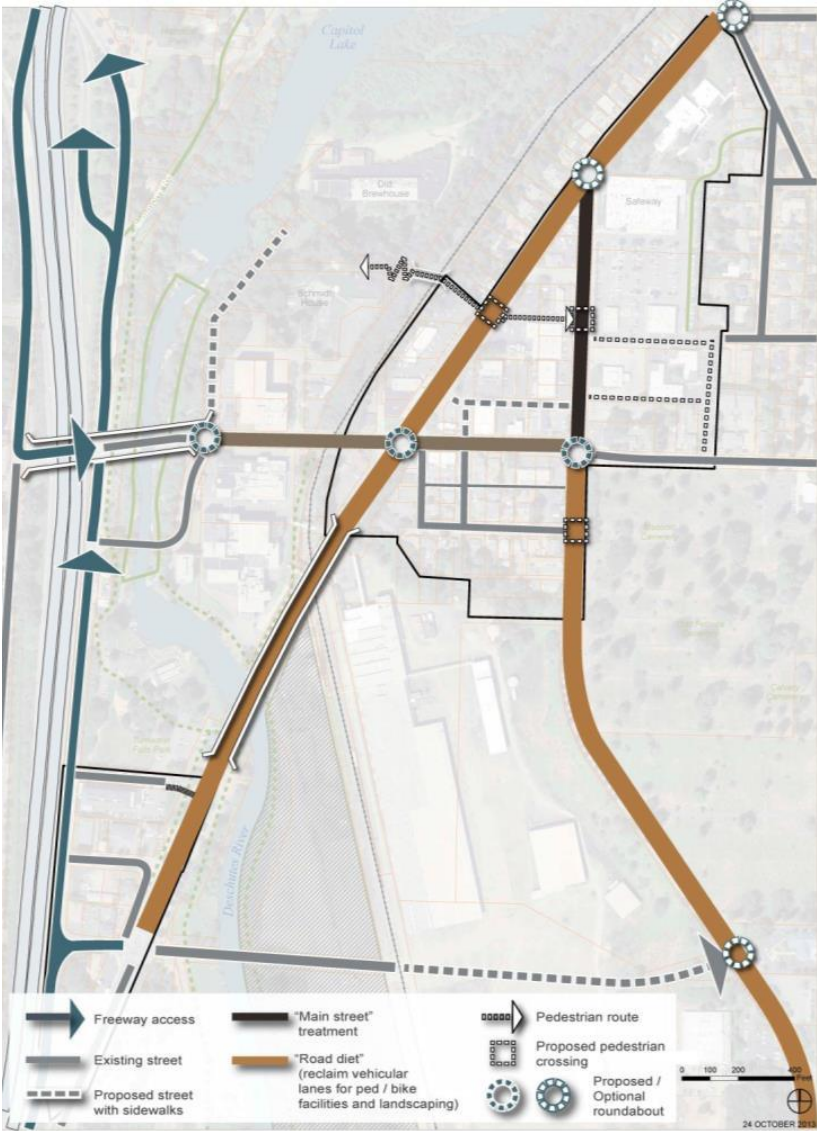
Transportation Challenges

- Removing regional trips from Custer Way reduces traffic in the heart of the District while allowing capacity for local trips
- A new east-west roadway connecting Capitol Boulevard and Cleveland Ave would draw 25,000 vehicles per day by 2035.
- Shifting this traffic off Custer Way creates opportunity to repurpose existing right of way for bike and pedestrian improvement

E Street Extension – Key to success



Transportation Framework



Pedestrian Network and Bike Network

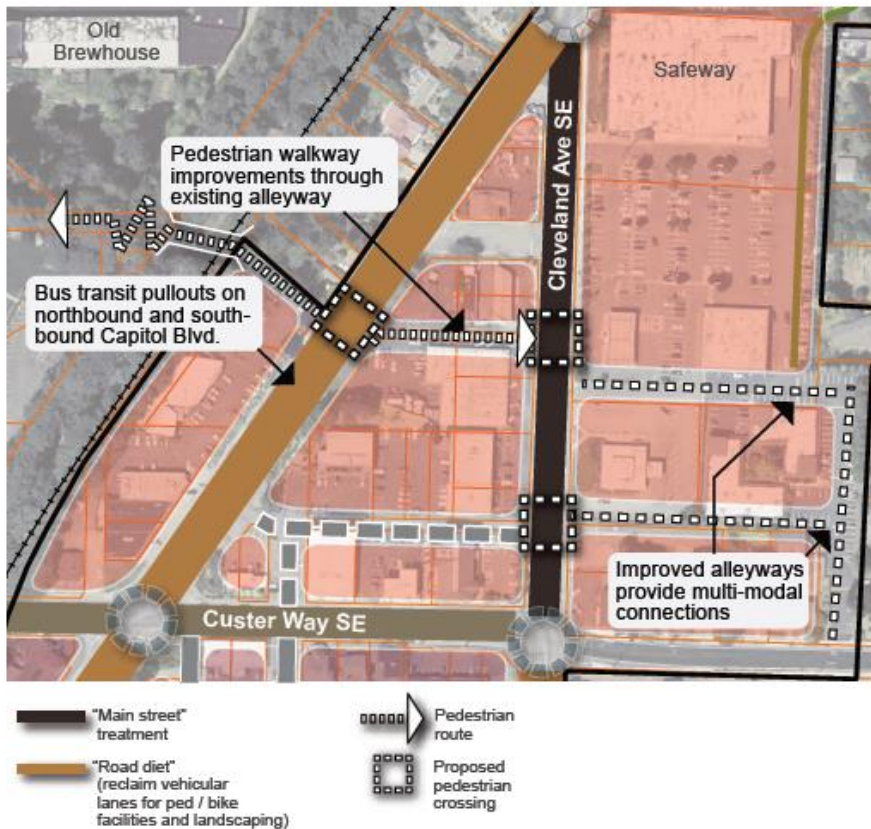


Figure 3.19: The Plan for the Triangle area suggests converting existing, publicly-owned alleyways into a network of pedestrian / bicycle connections in order to improve multi-modal circulation. It also suggests that well-marked pedestrian crossings be provided at key locations.

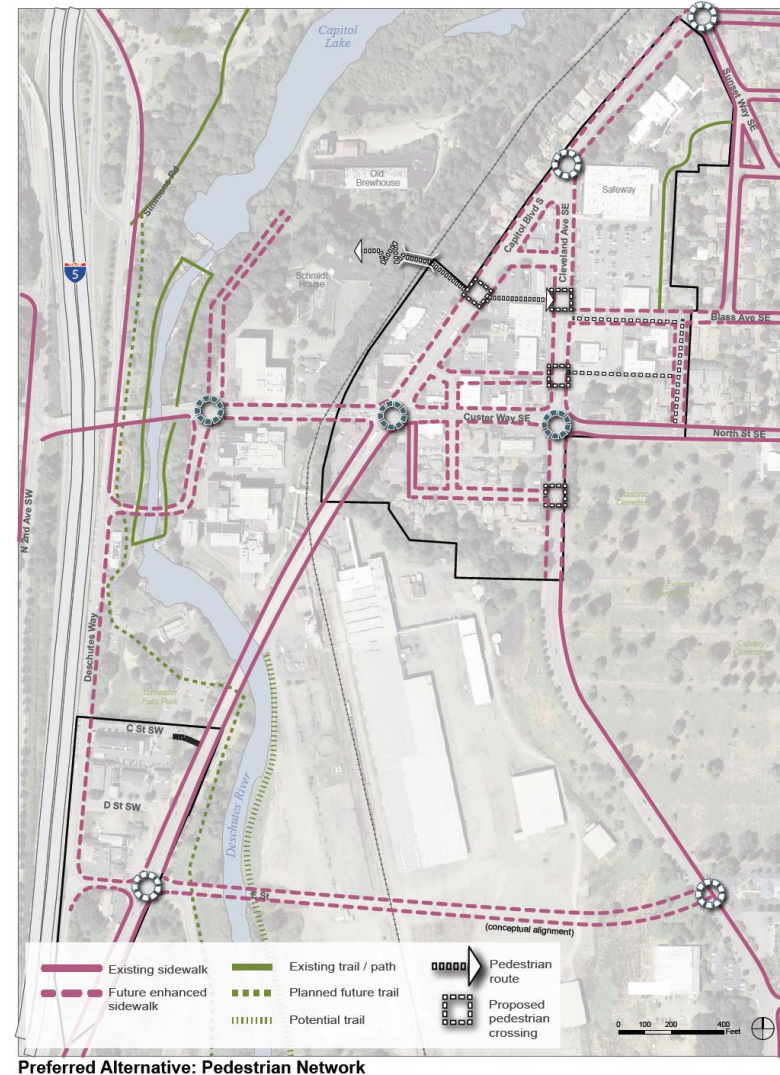


Figure 3.20

Relocation of Transit Center



Gateways



Inner ring gateway



Outer ring gateway



Strong lot frontage (building and/or landscaping)



Above: Gateways can be quite literal in form (top: Redmond, OR), include unique landscape/streetscape elements (middle: Pendleton, OR), or feature unique artwork pieces that become wayfinding landmarks (bottom: Bend, OR)

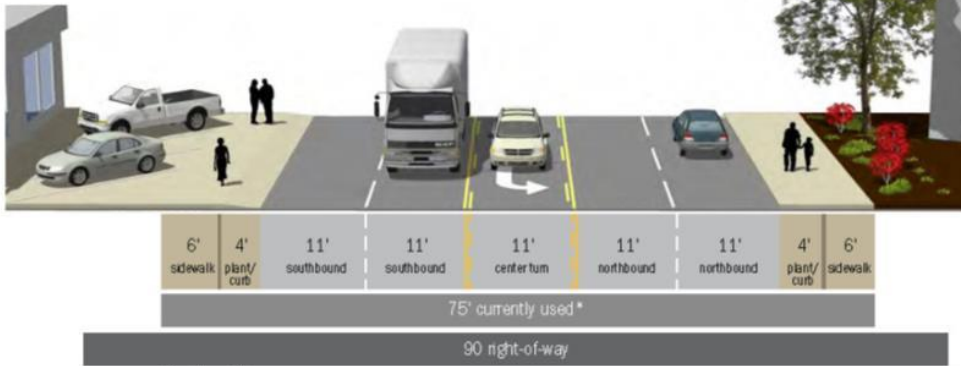
Sidewalk Signage and Maintenance



Medians

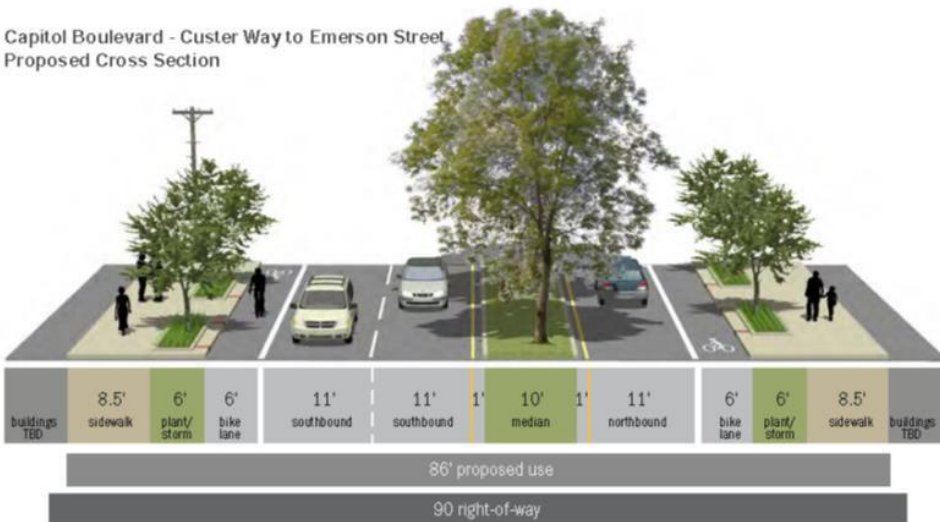
Capitol Boulevard

Existing Condition



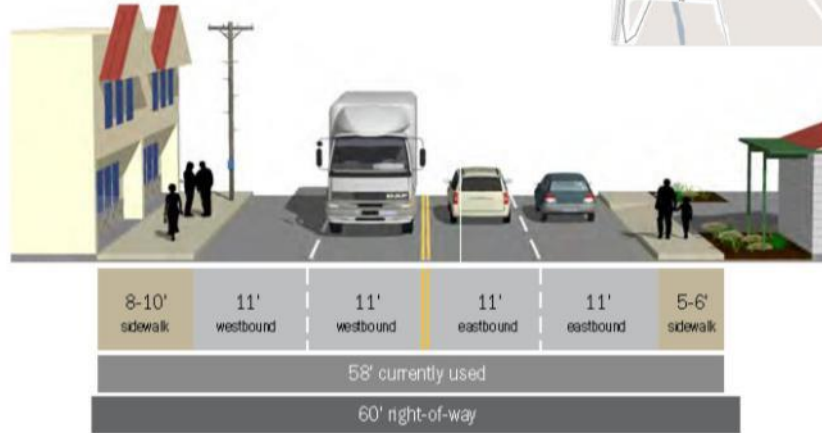
*typical condition

Capitol Boulevard - Custer Way to Emerson Street
Proposed Cross Section

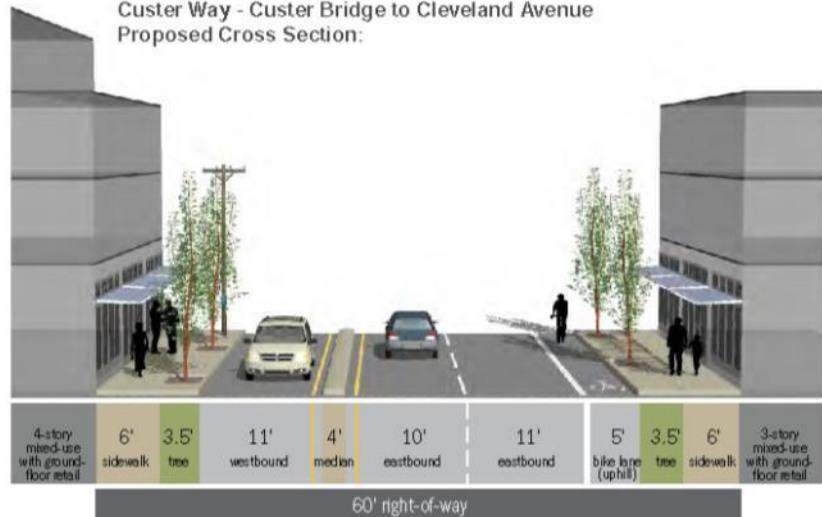


Custer Way

Existing Condition:



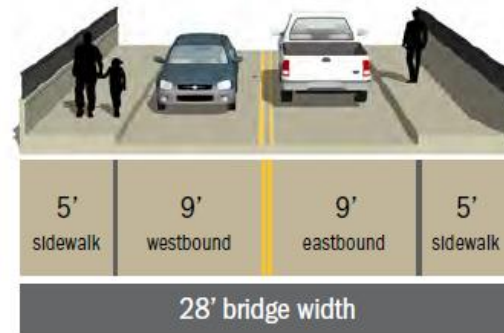
Custer Way - Custer Bridge to Cleveland Avenue
Proposed Cross Section:



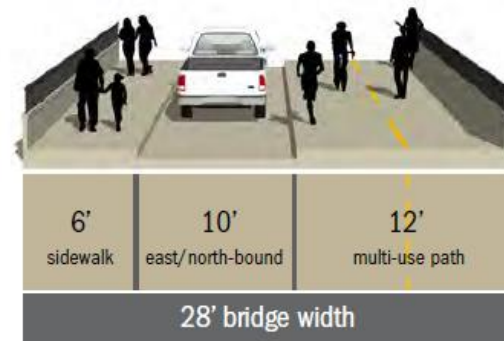
Boston Street Bridge



**Boston Bridge
Existing Condition**



**Boston Bridge
Proposed Cross Section**



Status of the District

1. Plan adopted and Zoning updated in 2014
2. Design guidelines incorporated in TMC
3. Non-motorized deficiencies addressed in Transportation Plan in 2015, including a multimodal/non-motorized level of service standard
4. E Street extension in Transportation Plan, Capitol Facilities Plan, and feasibility study completed

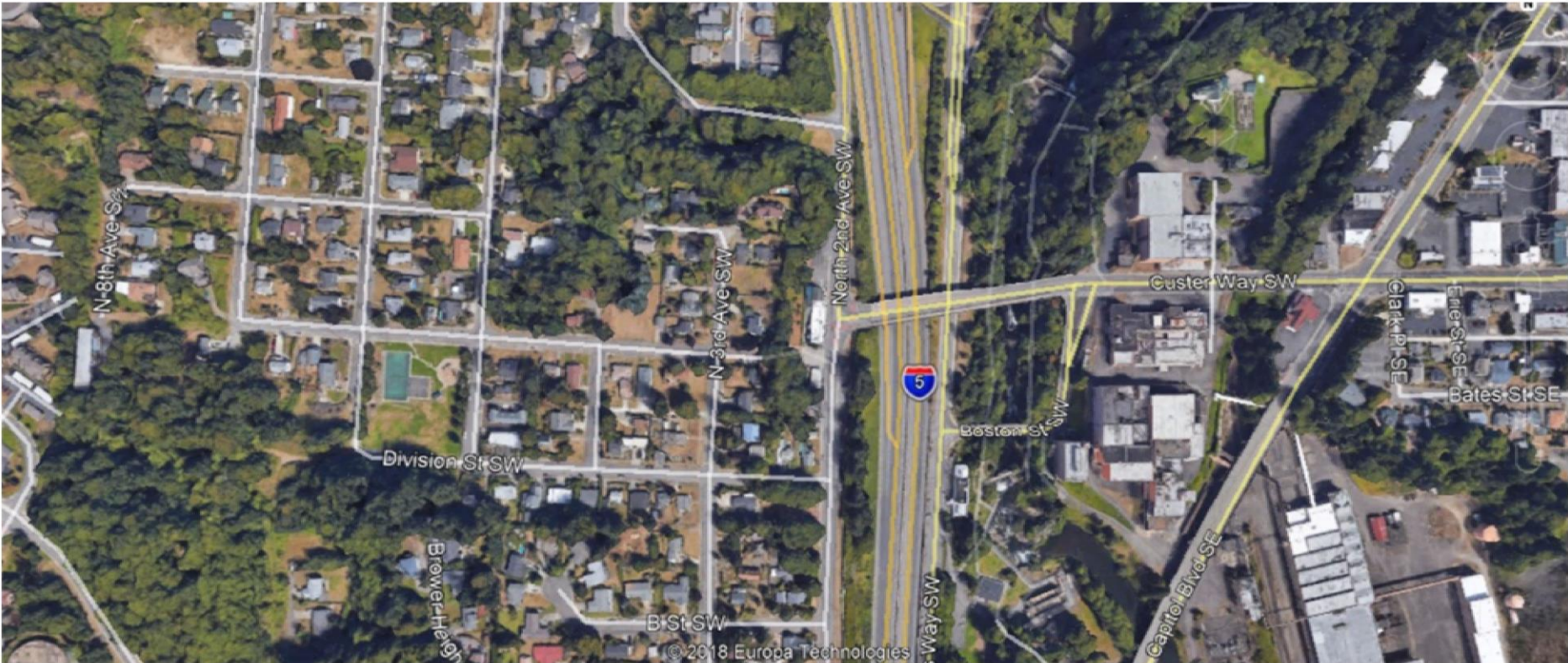
Status of the District

5. Capitol Boulevard project added sidewalks, street trees, and lighting from E Street to Capitol Boulevard Bridge
6. Historic Brewery EIS adopted and iconic old Tower donated to the City
7. Craft Brewing, Distillery, Cider Center under development
8. City still working with owners of old and new brewery properties

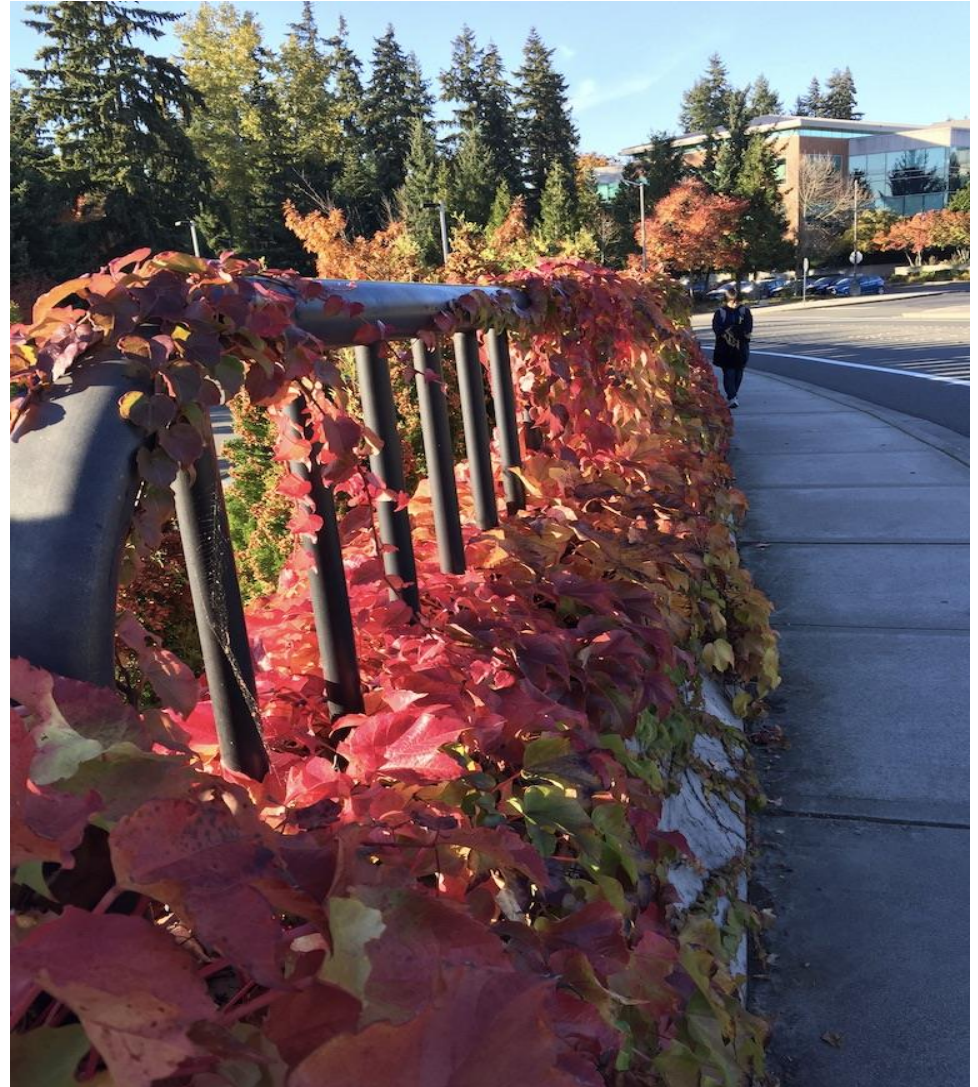
CUSTER WAY BRIDGE

Imagine the possibilities

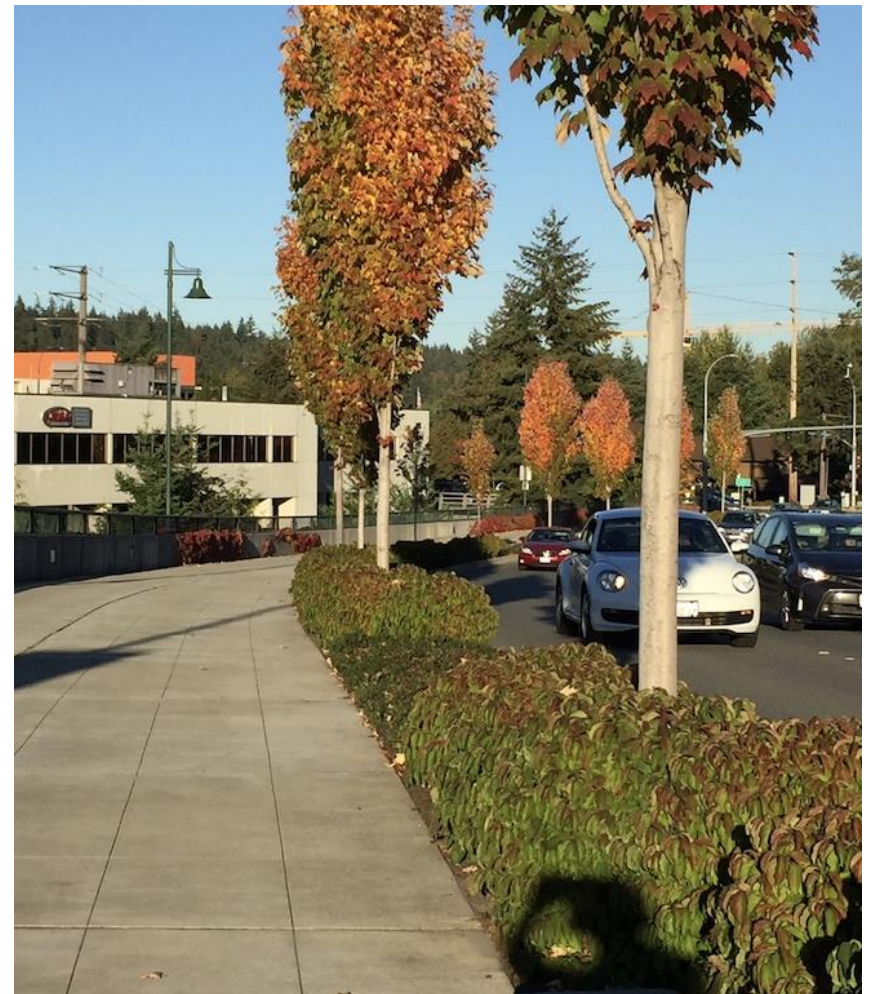
Custer Way Bridge Discussion



Custer Way Bridge Discussion



Custer Way Bridge Discussion



Custer Way Bridge Discussion



Pictures from GoogleEarth

Custer Way Bridge Discussion



Custer Way Bridge Discussion



Custer Way Bridge Discussion

