



Kaiser Harrison Opportunity Area Plan

Summer 2016

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City of Olympia
Community Planning & Development
601 Fourth Avenue East
Olympia, WA

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Executive Summary

The Kaiser Harrison Opportunity Area Plan will allow for the development of a mixed use, pedestrian-friendly neighborhood. A vibrant and integrated neighborhood that allows for a mix of housing, shopping, office, and recreation opportunities will be developed. The area will have a distinct character with a lifestyle center including public gathering spaces and outdoor seating. This will be accomplished by a combination of these proposed changes:

- Broader variety of housing types allowed
- Broader variety of commercial uses allowed
- Designating pedestrian oriented streets in order to achieve a higher degree of walkability than might otherwise exist
- Requiring design review criteria be met
- Providing for a multi-use trail to connect residential and commercial uses within the area
- Provide for Neighborhood Park, dependent upon future development by the City

Background

In 2013 property in the vicinity of Harrison Ave NW and Kaiser Road was identified as one of six "Opportunity Areas" in the *Investment Strategy: City of Olympia Opportunity Areas* report. These were identified as areas the City was interested in furthering development outcomes, and for which it recognized that it should proactively participate in the future development of these sites.

The Kaiser Harrison Opportunity Area was identified as having potential for neighborhood commercial/mixed use/retail district on large single-ownership tract, although there are multiple properties included in the study area. The Investment Strategy identified barriers and opportunities of redevelopment, specifically noting in the action plan that for the Kaiser Harrison Opportunity Area the City should:

- reduce development barriers for mixed use development
- fund infrastructure improvements
- support the area and explore additional development opportunities

These opportunity areas were further considered as part of the 2014 Comprehensive Plan and are addressed in the Economy Chapter. The plan called for Subarea Plans to be developed for these Opportunity Areas.

Community Planning & Development staff was set to begin the subarea planning process for the Kaiser Harrison Opportunity Area in 2016. An application for a comprehensive plan and rezone for a significant portion of the opportunity area was submitted in 2015. The Council directed staff to combine the application with the subarea planning process.

Subarea Planning Process

Initial steps included updating the market study for the area, interviewing stakeholders, and developing a public participation plan.

A series of public meetings occurred during February and March 2016. Findings from the market analysis and interviews were shared with property owners in and around the study area. At the public workshops photographs of a variety of housing, retail, office, and medical land uses were shown. People had the opportunity to identify which types of land uses they preferred for the area, as well as to provide additional comments for consideration.

Three draft alternative scenarios were developed. At a public workshop on March 31, 2016, people were invited to identify what they liked or disliked about each of the alternatives and to provide additional comments.

Those who participated in the planning process were clear that they want mixed use development that accommodates cars but is designed for public transportation, pedestrians, and bicyclists. They also wanted a greater variety of housing types, including cottages, duplexes, triplexes, and four-plexes in addition to the single family and multifamily development in the area. Many supported opportunities for four story mixed use buildings, with apartments above the ground floor or the opportunity for live-work units. They wanted commercial areas to serve the needs of the growing neighborhood and surrounding area and wanted there to be design review criteria and strong walkability provisions for future development. People also wanted a neighborhood park, connections to nearby attractions such as parks and trails, and more sidewalks in the surrounding areas.

Based on the comprehensive plan, market analysis, interviews, and public comments received throughout the process (including preferences of the three draft alternatives), a preferred alternative was developed.

The **preferred alternative** includes a broader mix of housing and commercial uses, consistent with the findings of the Investment Strategy. However, it is also envisioned as a bicycle- and pedestrian- friendly area, including a trail that runs generally north and south through the site to connect residents and businesses throughout the area.

Based on comments received from the public, the area is intended to be walkable, accessible by transit, and to provide amenities such as gathering spaces and outdoor seating. Ultimately, the preferred alternative is a combination of the three draft alternatives based on the comments received at the public workshops.

Intent Statement

To guide implementation efforts staff developed an intent statement for the area:

- A. Encourage development of an integrated, vibrant, planned community where people want to live, work, shop, and recreate, by supporting compatible residential and business uses to develop in close proximity to each other, with strong functional and aesthetic links between uses. Create a highly bicycle- and pedestrian-friendly, mixed use neighborhood that provides connections internally and to adjacent uses.



PREFERRED ALTERNATIVE

City of Olympia | Kaiser-Harrison Opportunity Area

- B. The area has a distinct character with a lifestyle retail center that includes outdoor seating and gathering spaces, with the retail center primarily serving the broader neighborhood. A lifestyle retail center is a place that accommodates cars but is also designed for the safe and convenient enjoyment of bicyclists and pedestrians. Small to medium scale anchor stores help facilitate the viability of additional retail stores and uses designed to serve the residents in the neighborhood and greater area.
- C. A larger scale retail store (greater than 60,000 square feet) may be appropriate in the study area. In order to accommodate larger scale retail, a process should be in place that addresses specific issues, such as but not limited to:
- building location, orientation, and massing;
 - pedestrian and bicycle circulation;
 - amenities for pedestrians and bicyclists;
 - parking lot orientation and design; and
 - community assets such as the multi-use trail.
- D. A variety of residences will be permitted, including single family, duplexes, triplexes, four-plexes, townhouses, cottages, apartments, live-work units, and residences in mixed use structures. A variety of commercial uses will also be allowed, such as retail, dining, services, entertainment, and offices.
- E. Encourage originality, flexibility, and innovation in site planning and development, including architecture, landscaping, public art, and design, as well as circulation and infrastructure systems. Where feasible, site development features (such as low impact development stormwater improvements) should be designed into the project as an amenity.
- F. A planned trail will connect from Harrison Avenue NW and run north-south through the approximate mid-point of the site, down past 7th Ave, and then generally south and then west along 9th Ave to Yauger Way. This trail feature is integral to connect the residents and businesses in the area. It creates an important travel means and could provide a connection to a neighborhood park in the future.
- G. A Neighborhood Park is planned in this general area. The location and development will be subject to public funding and timing. It is intended to serve as a gathering place and area for recreation. Ideally the park will be highly accessible by all transportation modes planned for this area, and integrated with the north-south trail.

- H. Encourage and facilitate the use of transit and other forms of transportation alternatives to the single occupant vehicle. While development will accommodate vehicular access and parking, equal consideration should be given to those arriving on foot or by non-motorized vehicles.
- I. Design and urban form are key elements to how the area will look and function.

Proposed Changes

In order to implement the preferred alternative several changes are being proposed, as follows:

- Reference the Kaiser Harrison Opportunity Area Plan in the Land Use and Urban Design Chapter of the Comprehensive Plan.
- Amend the Future Land Use Map in the comprehensive plan.
- Amend the Zoning Map
- Amend the Design Review Map
- Adopt Pedestrian Oriented Streets in this area
- Amend text in the following chapters of the Unified Development Code:
 - Chapter 18.06, Commercial Districts
 - Chapter 18.16, Pedestrian Street Overlay District
 - Chapter 18.100, Design Review
 - Chapter 18.130, Commercial Design Criteria High Density Corridor