



2015 GOALS AND POLICIES (Adapted from 2013 WD Strategic Plan)

Goal QC-1: Create and enhance district *Visibility and Identity* by encouraging distinctive and cohesive buildings and signs that are easily seen from the street by all modes of travel, easy to find and navigate by and support an active streetscape.

- *Policy QC-1.1: Establish a system of gateways, way finding and commercial signage that is visible, distinctive to the district and easy to understand.*
- *Policy QC-1.2: Ensure that the design of streetscapes and buildings contribute to the legibility and unique identity of the district.*

Goal QC-2: Increase *Connectivity and Mobility* by improving and aligning internal and external streets and trails to provide a complete system of linkages between centers of activity that is easy to understand and integrates all modes of travel.

- *Policy QC-2.1: Identify and implement future internal and external street connections that link centers of activity and provide ample access to jobs, shopping, recreational activities, medical facilities and other community locations (such as St. Martin's College).*
- *Policy QC-2.2: Create an easily legible network of movement and integration for all modes of travel (easy transfers between modes – park in one place and walk, etc.).*

Goal QC-3: Inspire *Vibrancy* by promoting opportunities for the arts, culture and creative expression, the lifelong acquisition of knowledge and skills and social activity throughout the day.

- *Policy QC-3.1: Provide opportunities for the lifelong acquisition of knowledge and skills.*
- *Policy QC-3.2: Encourage and celebrate opportunities for the arts, culture, creative expression and civic participation.*
- *Policy QC-3.3: Support higher education and business development services to foster entrepreneurialism.*

Goal QC-4: Cultivate *Diversity* by providing an inclusive array of housing, social and cultural opportunities that support the needs of a range of different people and groups within a community – each with varying skills, experience and cultural heritage.

- *Policy QC-4.1: Recognize the importance of creating a welcoming place for people of a range of ages, incomes, ethnicities and education levels.*
- *Policy QC-4.2: Provide a variety of housing options and prices and a mix of land uses, services and amenities that serve a diverse population.*
- *Policy QC-4.3: Attract and support family cultural activities (e.g., YMCA, youth theaters, etc.).*

Goal QC-5: Invigorate a *Healthy, Complete Community* with a built environment and range of available services that enable all members of the community to achieve a state of physical and mental well-being

- *Policy QC-5.1: Ensure that future development in the district meets the triple bottom line goals of a sustainable environment, economic opportunity and social equity.*
- *Policy QC-5.2: Provide a range of community services within a compact area that encourages walking, biking and supports physical and mental well-being.*
- *Policy QC-5.3: Identify ways to better connect Panorama City and the Woodland District – both physical connections and among people.*

Goal QC-6: Foster a *Unique, Memorable Experience* that leaves visitors with a positive impression of the community character and visual aesthetic of the district and draws them to return or linger.

- *Policy QC-6.1: Strengthen the distinctive visual character of gateways, buildings and streetscapes to create a positive and memorable first impression of the district.*
- *Policy QC-6.2: Promote a cohesive built environment that is visually consistent and legible with clear destinations.*

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Goal QC-7: Animate a **Cultural Heart** within the district, a lively center that provides public gathering space for a wide variety of uses, including art, civic, educational and cultural organizations, events and institutions.

- *Policy QC-7.1: Cultivate a distinct cultural identity for the district as the cultural, community and business heart of Lacey.*
- *Policy QC-7.2: Strengthen local cultural connections through partnerships with local businesses, food producers, artists, organizations and institutions.*

Goal QC-8: Advance a **Contemporary, Modern City** that portrays a modern visual character, is technologically oriented and which values the development and application of knowledge.

- *Policy QC-8.1: Encourage a contemporary visual and architectural character. Design should be respectful of context and history while seeking to remain fresh.*
- *Policy QC-8.2: Encourage the creation of a knowledge and technology based district with South Puget Sound Community College, Saint Martin's University, Thurston EDC, incubator space and employment skills training as anchors.*
- *Policy QC-8.3: Take advantage of existing District fiber optics and consider development of area-wide wi-fi.*

Goal QC-9: Invest in a **Prosperous** district that capitalizes on synergies of business, education, civic and community activity to provide a range of economic opportunities.

- *Policy QC-9.1: Leverage both public and private investments to create centers of activity and synergies.*
- *Policy QC-9.2: Explore creative options to capture new investment and development such as through local incentives, tax exemptions or credits, or federal grant programs.*
- *Policy QC-9.3: Partner with brokers, land owners and leasing agents to develop a database of vacant buildings to create building and permitting information sheets to assist in the recruiting of potential tenants.*

Transportation System



Goal TP-1: Develop a more fine-grained, easily navigated pattern of blocks and corridors, including multimodal streets, trails and mid-block pedestrian connections.

- *Policy TP-1.1: Develop a fine grained circulation pattern with smaller blocks, more frequent connections and more direct routes. Use walkways and trails to break up large blocks where street connections are missing.*
- *Policy TP-1.2: Integrate large sites into the street fabric by encouraging vehicular and non-motorized internal circulation routes of a similar grain to that of surrounding public streets.*

Goal TP-2: Create a network of complete streets that serve multiple modes of travel.

- *Policy TP-2.1: Define street types and intersections that support and invited all modes of travel.*
- *Policy TP-2.2: Work within existing right-of-way and preserve existing curb, gutter and utilities where feasible, while still meeting complete street goals.*
- *Policy TP-2.3: Consolidate bus stops and consider turning radius to accommodate turning movements of larger transit vehicles.*
- *Policy TP-2.4: Provide trail connections into character districts and large properties, such as South Puget Sound Community College, St. Martin's University, South Sound Center and Market Square.*

Goal TP-3: Design distinctive streetscapes which unify and distinguish the District.

- *Policy TP-3.1: Design streets to become a strong element of the community's design identity using distinctive district-wide streetscape standards, including sidewalks, crosswalks, street furniture, street signs, wayfinding, trees, landscaping and paving.*

Goal TP-4: Establish consistent district-wide pedestrian connectivity using sidewalks, trails, mid-block pedestrian connectors and walkways through parking lots.

- *Policy TP-4.1: Ensure that the pedestrian system is internally connected and directly connected to key destinations within the district.*

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- *Policy TP-4.2: Increase the visibility of trail corridors, access points and other pedestrian connections by incorporating public art and wayfinding signage.*
- *Policy TP-4.3: Develop a plan for pedestrians to effectively and safely cross roadways both on the periphery and internal to the district, through large properties, blocks and parking lots.*
- *Policy TP-4.4: Add safe routes to bus stops.*

Goal TP-5: Capitalize on and strengthen the existing trail network by promoting trail oriented development.

- *Policy TP-5.1: Encourage buildings oriented to trails by facing entrances, windows, outdoor public spaces and providing through block connections to the trail.*
- *Policy TP-5.2: Recruit business oriented to trail users, including bike-oriented and bike friendly uses. Develop a trail marketing plan in cooperation with local businesses.*
- *Policy TP-5.3: Create a well-marked, clear and direct route between South Puget Sound Community College and St. Martin's University for pedestrians, bicyclists and vehicles.*

Goal TP-6: Establish a connected, safe and legible bicycle network.

- *Policy TP-6.1: Cultivate a bike culture and market the district as bike-oriented and bike-friendly.*
- *Policy TP-6.2: Create easy-to-navigate primary internal bicycle connections using north/south and east/west streets. Provide distinctive bicycle system logo for signage and in-lane markings.*
- *Policy TP-6.3: Encourage bicycle racks and shared bicycle facilities within the Woodland District.*

Goal TP-7: Develop a distinctive character for Sleater-Kinney Rd SE as a vibrant retail street that is active day and night.

- *Policy TP-7.1: Add distinctive, lively, contemporary and stylish signage. Improve visibility of signs by allowing greater height.*
- *Policy TP-7.2: Create visible and vibrant storefronts by using transparent facades, large windows and color.*
- *Policy TP-7.3: Make more efficient use of vehicle infrastructure by managing access and parking through shared use agreements.*

Goal TP-8: Develop College Street SE as a compelling edge and entry to the Woodland Square area with an increased mix of uses, signage and gateways which direct people into the District.

- *Policy TP-8.1: Better integrate St. Martin's University with the Woodland District by making College Street SE a two-sided street connected with safe and visible pedestrian crossings and student oriented retail.*
- *Policy TP-8.2: Retain wooded character of the street, particularly on the east side, while increasing visibility into the District to the west.*

Goal TP-9: Retain the character of Pacific Avenue SE as a regional commercial corridor.

- *Policy TP-9.1: Promote shared use of driveways and parking to minimize traffic and pedestrian conflicts.*
- *Policy TP-9.2: Incorporate safe pedestrian crossings and access points to balance trail oriented development with existing traffic volumes and development.*
- *Policy TP-9.3: Orient buildings close to the street with visible pedestrian entrances and transparent windows.*

Goal TP-10: Employ a district-wide parking strategy that balances supply and demand with urban design objectives.

- *Policy TP-10.1: Reserve the street edge for buildings and public places. Locate parking behind buildings.*
- *Policy TP-10.2: Define parking sheds and assure that parking levels are proximate to development. Use a balance of on and off-street parking to meet demand. Set maximum rather than minimum parking limits.*
- *Policy TP-10.3: Promote shared parking agreements to allow parking facilities in the District to be used more efficiently.*

Goal TP-11: Better integrate the Transit Center with the surrounding street grid and nearby uses, including increased visibility and multi-modal access.

- *Policy TP-11.1: Provide connections between key bicycle and pedestrian routes to the Transit Center.*
- *Policy TP-11.2: Improve the availability and legibility of bus status and transfer information.*
- *Policy TP-11.3: Consider tree placement at bus stops to add amenity while providing adequate bus clearance. Locate bus stops on the far side of intersections for rider safety and traffic flow.*
- *Policy TP-11.4: Provide structured parking at the transit center only when District and on-street parking are fully used and if designed to retain primary bus, TOD and placemaking functions.*

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Buildings



Goal B-1: Create a cohesive architectural character within the district that embodies the desired Community Qualities.

- *Policy B-1.1: Use design standards and form based codes to encourage modern, contemporary architecture.*
- *Policy B-1.2: Achieve some consistency in character and quality that identifies the district as a unique place, while still allowing design flexibility.*
- *Policy B-1.3: Integrate building characteristics with the streetscape, parking and wayfinding.*
- *Policy B-1.4: Include signage standards in the form based code to ensure integration and compatibility with desired character and function.*

Districts & Nodes



Goal DN-1: Define and strengthen the unique character of sub-districts and nodes.

- *Policy DN-1.1: Identify place types and nodes around destinations with a mix of uses and public places.*
- *Policy DN-1.2: Identify large sites that offer the potential for infill, intensification and placemaking. Integrate these sites into the grid and strengthen with a mix of uses and destinations.*
- *Policy DN-1.3: Require master plans of large properties and destinations to ensure internal cohesion and coordination and external integration with the surrounding areas.*

Goal DN-2: South Sound Center/Large Retail Sites

- *Policy DN-2.1: Convert over time South Sound Center with other large retail sites to a street grid. Create trail access points. Connect with adjacent Olympia streets.*
- *Policy DN-2.2: Regularize the internal circulation system with internal "streets" and pedestrian walkways. Provide a clear definition for the pedestrian realm. Clearly separate visitor and delivery access.*
- *Policy DN-2.3: Enhance the efficiency of existing parking.*
- *Policy DN-2.4: Increase the intensity of activity with infill, complementary uses and public uses.*

Goal DN-3: Market Square

- *Policy DN-3.1: Integrate with surrounding street grid. Create smaller city-block scale internal circulation, including clear pedestrian walkways.*
- *Policy DN-3.2: Develop additional retail uses and orient these toward a "Main Street" along Golf Club Rd SE and 6th Avenue SE.*
- *Policy DN-3.3: Consider relocation of the Plaza parks as opportunities for a more integrated site or convert them to more active use combining public and private amenities.*

Goal DN-4: Woodland Square Loop

- *Policy DN-4.1: Create a complete, vibrant, livable district with a mix of residences, employment, retail, centered on Huntamer Park as a destination cultural heart.*
- *Policy DN-4.2: Identify opportunities for the reuse of vacant buildings or vacating or realigning street rights-of way to enlarge the Huntamer Park while maintaining needed circulation and access.*
- *Policy DN-4.3: Recruit medical and knowledge based uses, building on similar existing uses through partnership between SPSCC, St. Martin's University and EDC.*

Goal DN-5: South Puget Sound Community College

- *Policy DN-5.1: Integrate the site into the street grid, particularly at 6th Avenue SE and 4th Avenue SE. Create a connection to the I-5 trail to provide access to and from Sleater-Kinney Rd SE and the regional trail system.*
- *Policy DN-5.2: Provide safe and visible pedestrian connection to the Transit Center and "Main Street."*
- *Policy DN-5.3: Partner with St. Martin's University and the Thurston County Economic Development Council in the development of a business and technology incubator program and facilities in the District.*

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