

**CITY OF TUMWATER BREWERY VISIONING PROJECT  
BREWERY FOCUS GROUP & CLIENT OVERSIGHT GROUP  
MINUTES OF MEETING  
March 31, 2011 Page 1**

**CONVENE:** 5:39 p.m.

**PRESENT:** **Client Oversight Group:** City Administrator John Doan; Councilmember Neil McClanahan; Community Development Director Michael Matlock; Planning Manager Tim Smith; Communications Coordinator Marisa Capella; Thurston Regional Planning Council Senior Planner Kathy McCormick; Lorig Project Manager Kim Orr; Tom Fitzsimmons, CEO, Lorig Associates; and Kendra Dahlen, FLT Consulting.

**Focus Group:** Councilmember Tom Oliva; Erin Carrier, Parks Board; Nancy Stevenson, Planning Commission; Marcus Glasper, Planning Commission; Marnie Slakey, Historic Preservation Commission; Michael Cade, Thurston EDC; Mike Reid, Port of Olympia; Joe Gross, Tumwater Chamber of Commerce; David Read, Citizen; Mike Crowe, Citizen; Troy Dana, Brewery Representative; Dan Yerrington, South Sound Bank; Rob Kirkwood, Citizen; Walter Jorgensen, Citizen; and Gary Wilburn, Citizen.

**Other members of Brewery Consultant Team:** Faith Trimble, FLT Consulting; Linda Hoffman, FLT Consulting; and David Brubaker, Redevelopment Consultants.

**Staff:** Senior Planner David Ginther; Building Official John Darnall; and Recording Secretary Tom Gow.

**Others:** Erik and Marcia Kjesbu, Citizens; Nancy Partlow, Citizen; Jon Potter, representing George Heidgerken, owner of the Old Brewhouse; and Chuck Hoeschen, South Sound Bank.

**WELCOME AND  
INTRODUCTIONS:**

City Administrator Doan welcomed everyone to the joint meeting of the Brewery Client Oversight Group and Focus Group.

City Administrator Doan reported that when he arrived at Tumwater last year as the new City Administrator, he and the Council began discussions about the strategic priorities of importance to the City and the order of those priorities. The number one item on the list was the brewery. The brewery is often a subject of conversation by many people who are from Tumwater as well as people from other areas of the county or the state. The question most often asked is when is something going happen to the brewery property. That conversation is the reason for this meeting, which is to begin answering that question by opening the door, opening up minds, and considering the possibilities of what could happen to an amazingly iconic building and facilities located along I-5.

In 1896, Leopold Schmidt began brewing beer in Tumwater near the first permanent settlement in Puget Sound. Approximately one hundred years passed and in 2003, the brewery closed. Four hundred employees lost their

**CITY OF TUMWATER BREWERY VISIONING PROJECT  
BREWERY FOCUS GROUP & CLIENT OVERSIGHT GROUP  
MINUTES OF MEETING  
March 31, 2011 Page 2**

jobs, and the buildings, for the most part, have sat idle ever since. The brewery property was never quiet during the 100 years, as it was a center of activity, commerce, employment, and it was known for its whistle. It was the center of Tumwater. That's one of the challenges as the brewery is the center and the soul of the community and it's why people developed the town. This effort is how to bring that noise back, in some form, to the site.

In 2010, the City partnered with Thurston Regional Planning Council (TRPC) and secured a federal energy grant to complete a community visioning process for the brewery property. The grant's basis is the brewery property's location within the center of the City, that it has a tremendous amount of investment that could be reused and rejuvenated from its former urban activity, and integrated within the surrounding area by maximizing development potential.

Earlier in the year, working in conjunction with TRPC, consultants were hired to assist the process. Lorig Associates was hired to lead the visioning process. The award-winning company brings skills and abilities to the project with a strong reputation in the region for developing mixed use projects and placemaking opportunities often under very complex market and regulatory conditions.

Some of the opportunities are the recognition that the brewery site is at the heart of Tumwater, it is an integral part of Capitol Boulevard, and it is a phenomenal icon along the I-5 freeway situated halfway between Portland and Vancouver, British Columbia. There are likely a dozen items of interest meriting the same category in terms of what people see, remember, and recall along their I-5 journey. For many people, that may have included a visit to Olympia Brewery to sample the beer.

The goal of the project is to develop a community vision for the reuse of the site leading to a better future for the property. The City is prepared to consider and partner with organizations to adjust comprehensive plans, change zoning, seek funding, and pursue other realistic efforts to prompt redevelopment of the site based on the community visioning process. The process is an opportunity for the community to have the dialogue to drive the goals. It's important to ensure the property continues to be an icon that people talk about positively during their I-5 drive.

City Administrator Doan reviewed the two groups assembled for the community visioning effort. The first group is the Client Oversight Group, which is comprised of City staff, elected officials, and TRPC representatives. Its task is managing the consultant, providing support to the consultants, exchanging ideas, providing the City's perspective, considering messaging and communications, and identifying potential resources. The Focus Group is comprised of elected officials, citizens, business representatives, brewery property owner, City and TRPC staff, and others. The Focus Group is not a

**CITY OF TUMWATER BREWERY VISIONING PROJECT  
BREWERY FOCUS GROUP & CLIENT OVERSIGHT GROUP  
MINUTES OF MEETING  
March 31, 2011 Page 3**

surrogate for the public process, as there will be several public meetings to ensure the public's voice is heard during the process. The Focus Group will receive feedback from the public, discuss the feedback, and respond and provide input. The group is not expected to present a recommendation, but to represent voices of the community and engage the public in the conversation.

Everyone present provided self-introduction and shared what the brewery means to them personally. Mr. Fitzsimmons asked everyone to share their respective interest in the outcome of the process as well. Participants shared the following:

- The brewery is an important icon of the City.
- The property is important to surrounding neighborhoods.
- Potential for increasing the vibrancy of the City.
- The brewery is the identity of the area that has been lost; want to be a part of what replaces the brewery.
- Brewery represents the past and the future. The brewery is important to the region.
- Presents an ideal opportunity to develop an economic engine for Tumwater that will help improve the economy for local businesses. The significance of the brewery is not only local but of statewide importance.
- Brewery represents the image of Tumwater. Look forwards to opportunities for reuse of historic structures.
- Schmidt family and brewery were important to the City and the community. Brewery was an excellent neighbor and responsible for development of the community.
- Redevelopment of the brewery property presents incredible opportunities that other cities have similarly experienced.
- Painful to see deterioration in buildings and grounds, looking forward to new possibilities.
- Ensure the dignity and the historic integrity of the brewery is preserved.
- Fond memories of brewery whistle. Brewery is critical to the culture of the community.
- Community experienced a loss when the brewery closed.
- An element of the grant acknowledges at the federal government level, the importance of infill and redevelopment and taking advantage of opportunity sites in existing activity centers for future sustainability of the community.
- Important to reconstruct and revitalize the brewery property.
- It's an extraordinary opportunity to assist the property owner in discovering uses that mesh with surrounding neighborhoods and the City.
- Future use of the property should be worthy of the river.

**CITY OF TUMWATER BREWERY VISIONING PROJECT  
BREWERY FOCUS GROUP & CLIENT OVERSIGHT GROUP  
MINUTES OF MEETING  
March 31, 2011 Page 4**

- Connected to the brewery through friends and family who formerly worked for the brewery. Own an adjoining piece of property and hope potential project can help influence the visioning process.
- Visioning project is much-needed as the property is a regional asset that sits at the head of Highway 101. Overall ramifications for the property are tremendous.
- Formerly worked for the brewery as well as other family members. The brewery transformed the valley and interest is in remembering the Deschutes River valley and that any plans developed should be based on the importance of the river.
- The City is creating a new Brewery Neighborhood in the comprehensive plan.

City Administrator Doan advised that the Old Brewhouse is not a part of the visioning project but there that is an interface between the two properties.

**THE BREWERY  
VISIONING PROJECT,  
THE TEAM AND  
ORIENTATION TO THE  
SITE:**

Mr. Fitzsimmons reported Lorig Associates is a private development firm that has been in business for 38 years and has completed a number of projects across the Pacific Northwest. Lorig Associates worked on the restoration and retrofit of the old Thurston County Courthouse on Capitol Way. The firm has completed 10 projects listed on the National Historic Register. The firm understands the historical significance of buildings. Mr. Fitzsimmons shared that he grew up and lives in Tumwater.

Mr. Fitzsimmons introduced the consultant team:

- Kim Orr, Project Manager. Ms. Orr commented on how the involvement of the community is valuable to the success of the visioning process.
- Kendra Dahlen, FLT Consulting, will lead the citizen engagement process. Ms. Dahlen said she's lived in the community for 18 years. FLT Consulting focuses on engagement as a two-way street and looks forward to an iterative process with the Focus Group, the community, and the Client Oversight Group.
- David Brubaker, Redevelopment Consultants. Mr. Brubaker is experienced in historic property redevelopment and is familiar with the City and the region. Mr. Brubaker said in 2004, he was involved in the development team that bid for the brewery property. He studied the brewery property for a year and was frustrated when the bid was not successful.
- Steve Johnson, Architect (not present). Mr. Johnson and Jordan Brown, KPFF Consulting Engineers, previously worked on the old Rainier Brewery in Seattle and developed a series of options for the owners. They bring skill in property redevelopment.
- Faith Trimble, CEO, FLT Consulting, Inc.

**CITY OF TUMWATER BREWERY VISIONING PROJECT  
BREWERY FOCUS GROUP & CLIENT OVERSIGHT GROUP  
MINUTES OF MEETING  
March 31, 2011 Page 5**

Mr. Potter said he is attending as a spectator and interested neighbor. What occurs north of Custer Way will affect the south area and the Old Brewhouse. There may be some ideas that can be utilized for the Old Brewhouse project.

Mr. Fitzsimmons said the team has met with the owners of the Old Brewhouse several times and there is a commitment for involvement and collaboration. What occurs with the Old Brewhouse will have impacts on the brewery property as a whole.

**PURPOSE AND ROLE OF  
BREWERY FOCUS  
GROUP AND CLIENT  
OVERSIGHT  
COMMITTEE:**

Mr. Fitzsimmons thanked participants for sharing information on the 170-acre property. The site is not unique in terms of a community struggling with a large property center central to its urban area but no longer used. Fortunately, as opposed to other places, where many community icons that defined communities are now dead and have little hope to become anything else other than rusted metal and old brick, Tumwater can achieve success similar to what other sites have achieved through energy, community investment, visioning, and public/private partnerships by resurrecting historical sites no longer used. Some great examples can be explored by an internet tour to determine how success was achieved. One of the outcomes of the process is for participants to agree on what is potentially possible for the site, what is realistically possible, and what gap exists between the potential and aspirational goals to the realism of what it will take to redevelop the site to the outcome that is shared in common.

The first goal was having participants meet and exchange preliminary information. The second goal is discussing the process. He acknowledged the introductory comments of City Administrator Doan in laying out the purpose of the Focus Group.

Mr. Fitzsimmons said he will often refer to practical, financially achievable, market-driven concepts as the group creates, visions, hopes, and employs creativity as the process moves forward.

In 1877, at the foot of the Deschutes Falls, coastal Salish Indians lived at the site. In 1895, Leopold Schmidt purchased five acres for \$4,500, which included all the water power he needed. During Prohibition, the brewery closed and was converted for making canned fruit and fruit juices. After Prohibition, Schmidt's sons purchased the site. The site brewed beer of 4,000 barrels in 1904 to 2.7 million barrels in 1996.

The Custer Way Bridge was built in 1916 and must be considered in the discussion. Its future is also dependent upon on the visioning process.

Mr. Fitzsimmons said as the team reviewed the site and determined the tasks. Those tasks are based on the financial sponsorship with expectations by the

**CITY OF TUMWATER BREWERY VISIONING PROJECT  
BREWERY FOCUS GROUP & CLIENT OVERSIGHT GROUP  
MINUTES OF MEETING  
March 31, 2011 Page 6**

U.S. Department of Energy. From the Department's perspective, it's about the country's energy use and urban infill, transportation, and trip reduction, as well as energy sustainability. The organizational effort is comprised of the City of Tumwater, TRPC, Lorig Associates, Brewery Focus Group, Client Oversight Group, and citizen engagement. As members shared, there are a number of community interests in the project. It will be important to capture all those interests so that they can be considered. An outcome is not necessarily consensus but a sufficient amount of understanding and common sharing of interests that will set a course for a future within that set of common interests for the property. For that property to achieve that outcome and its future, it won't require as much of a process. Concepts such as support, affirmation, clarity, and hope and aspirations will be discussed.

Mr. Fitzsimmons reviewed the Lorig Team approach:

- Building and site regulatory analysis – depth of analysis will be dependent upon funding. Some work has occurred by a review of some of the buildings, engineering analysis, tests for fit (future uses), and an understanding of what the building and the regulatory environment has to offer as potential opportunities within existing constraints.
- Work with stakeholders and a community engagement process to ensure that there is education, understanding, and interest.
- Complete a market and economic development analysis.

The challenge of the work will need to consider:

- Site and building opportunities and constraints.
- Development options and scenarios of potential future uses.
- Community interests, values, visions, aspirations, and learning.

The outcome of the process will be an Integrated Vision/Plan Framework document.

Mr. Fitzsimmons reviewed an aerial photograph of the brewery properties. The approach to different components of the 170-acre site will be different.

The northern brewery properties include many of the iconic historical buildings including the historic brew house, cellars, river riparian zone, and Schmidt Mansion parking. The site is approximately 38 acres. At some point in the process, it may be possible to receive information from Old Brewhouse LLC representatives on the future redevelopment of the property. The property includes one of the most iconic structures for the community. Even though it is now in private ownership and redevelopment is driven by historic register requirements, the iconic nature of the building will cast a shadow over

**CITY OF TUMWATER BREWERY VISIONING PROJECT  
BREWERY FOCUS GROUP & CLIENT OVERSIGHT GROUP  
MINUTES OF MEETING  
March 31, 2011 Page 7**

the potential reuse of the brewery property.

Another property that is embodied in the 170 acres is what is known as the “South Sound Bank” property. The site is an entitled development proposal by developer Tri Vo called “Bellatorre.” The development proposal contained a land use intensity that for Tumwater is very robust. There are height limitations and density limitations of land use associated with the property. The City is in the process of acquiring some of the property for City purposes. That future development proposal envisioned and largely permitted will have a potential impact on the remaining property. If that much development occurs, it could potentially paralyze redevelopment on the remaining site because of market demand. Mr. Fitzsimmons said the process will include a review the economics driving development.

Those two areas near the brewery site have their own development potential and the visioning process may well influence the development of those sites.

Two other areas of the site are the City-owned 3.13 acres and an 8-acre site owned by the cities of Olympia, Lacey, and Tumwater for a potential wellfield. It may have some impact on future development. LOTT also has some interest in the area for a future grey-water facility.

Given all those elements in play, the focus is the “newer” brewery facilities located south of Custer Way comprised of a collection of facilities. The buildings architecturally and engineering wise were largely built for the function of the brewery. Discussions on future uses will have some bearing on what those buildings might become. When the discussion proceeds to how the buildings were constructed and load capacity of floor plates, it might require demolition of the buildings.

The warehouse area with surrounding buildings is another subarea. This set of buildings is distinct in terms of how they were constructed and how they might be adapted for future use. The buildings are located lower than the river and to some degree reside within a floodplain. Within the river valley area, the existing railroad is also an important element as it is a great offering for future development and there is community interest as well.

Another area to be treated as a subarea is the “Cleveland Bluff” parcel adjacent to existing residential development. There is a different development potential that could include multi-family residential, street level retail, or an extension of retail along Cleveland Avenue.

Mr. Fitzsimmons reviewed a map of the ownership pattern of the former brewery property. The boundaries are moveable and might be of consideration in terms of future development through boundary line adjustments and subarea designations.

**CITY OF TUMWATER BREWERY VISIONING PROJECT  
BREWERY FOCUS GROUP & CLIENT OVERSIGHT GROUP  
MINUTES OF MEETING  
March 31, 2011 Page 8**

Mr. Fitzsimmons displayed an historical photo of the brewery during full operation involving railroad cars, trucks, and production activities. It is clear that part of the process is to invent a way to restore that vitality that may take different forms through recreation, industrial development, unique uses of structures, but collectively to have all the vitality returned by a summation of all those potential parts.

Councilmember Oliva commented on the importance of also considering the adjacent Tumwater Falls Park owned by the Olympia Tumwater Foundation and the railroad line.

Mr. Fitzsimmons was asked if some information/historic photos could be provided on Tumwater visually prior to the construction of I-5 to have a better visual representation of the past prior to the group's work. Ms. Dahlen acknowledged the request and referred to ongoing consultation with Shanna Stevenson as a source of historical information and contacting the Olympia Tumwater Foundation.

Ms. Dahlen advised that Ms. Stevenson may likely participate in one of the public meetings to provide some historical context of the area.

Mr. Fitzsimmons invited questions and comments.

Councilmember Oliva asked how the public will be able to engage or observe the process.

Ms. Partlow asked about the City's interest in some of the acreage associated with the Bellatorre parcel. Mr. Yerrington pointed out the location of property that South Sound Bank is retaining for sale and potential development. The remaining 30 acres will go to the City of Tumwater as open space, stormwater retention, and other appropriate public uses. The development site is approximately 12 acres.

Ms. Dahlen advised the group that there will be four meetings. The work will be fast-paced. The next meeting will include information on the consultant's initial research, findings, and impressions. The group will be asked to respond to that information and provide advice, ideas, comments, and provide any information that members may have heard from community members. The future meetings will be more dynamic in terms of interaction and the group will influence and inform each phase of the project as it proceeds.

There will be two public meetings on May 31 and June 30 at the Tumwater Valley Lodge. The meetings of the focus group will be bookends to both of those meetings with assistance from the group to help structure the public meetings. Discussion is underway for a third community celebration that

**CITY OF TUMWATER BREWERY VISIONING PROJECT  
BREWERY FOCUS GROUP & CLIENT OVERSIGHT GROUP  
MINUTES OF MEETING  
March 31, 2011 Page 9**

could include public tours of the site and a celebration to honor the history of the site and the accomplishment of the visioning process.

Additional public engagement includes the launch of information on the Tumwater and TRPC websites, TRPC's Facebook, issuance of monthly press releases, and flyers to surrounding neighborhoods. Some poster boards will be placed in businesses of conceptual designs later in the process with comment boxes. Citizens will be encouraged to provide comments via email as well. Future presentations will be provided to local civic organizations. The effort will also include utilizing TCTV for roundtable discussions. The next focus group meeting is scheduled for April 14.

Ms. Dahlen said she will provide historical artifacts and photographs that will be presented during the meetings to remind everyone of the past history and vitality of the site. An aerial site map developed by Ms. Stevenson depicts building construction dates.

Mr. Jorgensen asked whether the group will be empowered as ambassadors of public participation. If so, some guidelines should be provided as it will entail managing expectations. Ms. Dahlen said each person is responsible for the information that is shared with the public. The process will be an informed realistic process that will include providing information to the group about what has been learned. It will be an iterative, methodical process that all participants will learn piece by piece and step by step along the way. The process will be informed by the group's ideas, comments, and advice. Members may receive comments from friends and colleagues that might be relevant and should be shared. Ms. Trimble added that all ideas should be shared, even big ideas that will be balanced with the available information.

Mr. Fitzsimmons advised that the team struggled and all have arrived with the idea that it is a visioning process. However, he cautioned against jumping to the conclusion that the process will result in a grand scheme vision. As members communicate with people, it's important to convey the goal of the process and ask for ideas to be shared.

**FINAL COMMENTS:** City Administrator Doan thanked the group for their time and energy.

**NEXT MEETING:** Thursday, April 14, 2011 at 5:30 p.m.

**-ADJOURNMENT:** **With there being no further business, City Administrator Doan adjourned the meeting at 7:26 p.m.**