

**11**  
opportunities

## 11. Opportunities

The study area's location along I-90 and convenient access to other Puget Sound destinations, together with its natural setting and strong surrounding residential neighborhoods, has made the corridor attractive to public and private investment over the past several decades. Home to a diverse range of land uses, including offices for major corporations, retail, light industrial, college, temple, and others, the study area has a sound foundation for continued viability and growth. This section preliminarily identifies some potential opportunities for further evaluation as the Eastgate/I-90 Land Use & Transportation Project moves forward.

### 11.1 EASTGATE PARK AND RIDE

The recent construction of the Eastgate Park and Ride, the largest in King County, is a great opportunity to rethink some of the land use patterns in the study area, so that more people can live and work within walking distance of transit. The main opportunities for transit-oriented redevelopment may be around the Park and Ride, on the Lincoln Executive Center site south of Bellevue College, and on and around the vacant King County owned site near SE Eastgate Way.

Besides these sites, the evolution of Bellevue College is an opportunity to connect it better to the Park and Ride, so that its employees and students can benefit from increased access to transit. This might be something the college might also be interested in as its student population grows, and as expansion pressure mounts on its existing supply of surface parking.

### 11.2 HOUSING

As a major employment center, with 24,300 jobs, the Eastgate area needs a broad range of housing options to give people more opportunities to live close to where they work. Redevelopment of existing retail areas to mixed-use neighborhood centers, and potential infill TOD developments, offer the best opportunity to bring a range of housing options to the area. Depending on its student housing strategy, Bellevue College could provide a significant opportunity.

### 11.3 TOWN AND GOWN

Universities and colleges have symbiotic relationships

with the neighborhoods and cities in which they are located. Institutions depend on cities to provide transit, safety, walkable streets and other similar services or amenities. Besides this obvious relationship, large institutions also derive some of their identity from the physical setting and location of their campuses. Institutions rarely change their physical locations, and are long-term players and anchors in their neighborhoods.

Their impacts on neighborhoods range from the distinctive types of residential districts they support, such as faculty housing, student rental areas, commercial areas such as college-oriented shopping areas (often catering to a young and diverse student population) and office uses or labs. Overall, colleges often function as engines for the local economy since they produce a highly skilled workforce and its students, faculty, staff and visitors are built-in customers for local businesses. Bellevue College's growth into a four-year institution creates several opportunities. Some of them are to:

- Leverage college growth into a catalyst for redevelopment of adjacent and surrounding properties
- Partner with BC to open up at least part of the campus to public use. Public spaces on college campuses are often used by residents as well as by students and faculty. Given the shortage of urban public space in the study area, this is a great opportunity for BC to engage with its surrounding community to mutual benefit
- Partner with the college to support a recreational/sports center, environmental education center or similar facility that engages with the community in a meaningful way
- Partner with the college for programs and practices that benefit Eastgate and Bellevue, including waiver of rental fees for use of facilities, financial support for local children in BC's early childhood education programs, and reduced fees for course audits.

### 11.4 NEIGHBORHOOD RETAIL

The Eastgate area has three major retail areas, Factoria Village (QFC), Eastgate Plaza (Albertsons) and Sunset

Village. Of these, Sunset Village recently lost a Safeway supermarket to a Toyota dealership, while the other two retail areas seem in good shape now but may face increased competitive pressure in the next several years and over the long term may seek to redevelop. Given their good locations, with high visibility from the highway, large sites, and single ownership (eliminating costly and time-consuming need for parcel assembly), these sites offer potential for redevelopment into mixed-use centers.

These planned retrofits are typically multi-generational efforts, but there may be current opportunities to lay the basis of an urban street grid on these sites, or create pedestrian connections, in a manner in which the sites can continue to be surface parking in the interim and incrementally redevelop into a denser, compact neighborhood center.

### 11.5 LIGHT INDUSTRIAL USES

Light industrial uses in Richards Valley, among the last clusters of such uses in the city, are important to the city's economic diversity since they offer family-wage jobs with low barriers to entry. A certain physical pattern is required for LI districts; the intersection of a supply of large, flat parcels, quick and easy access to truck routes and major transportation corridors, wide streets and intersections for vehicles with large turning radii, few roads and intersections and therefore limited access for commuter traffic, few sidewalks, and separation from other non-industrial uses.

The Richards Valley area has these characteristics and these would be hard to replicate elsewhere in the city. Nevertheless, the presence of fish-bearing streams and wetlands in the area, and the underutilization of many parcels, require a nuanced strategy that balances the needs of industrial uses with the imperatives of environmental stewardship.

Since industries in the area are relatively 'clean,' there might be opportunities to think of the area as an 'Eco District' where businesses, urban agriculture, green building jobs, and environmental education might coexist with existing industrial businesses. There might

be opportunities to redefine light industrial uses to include newer industries or provide space for start-up and R&D firms that want a central location but either cannot afford or do not want downtown office space.

### 11.6 GATEWAY EXPERIENCE

Interstate-90, the longest interstate highway in the country, stretches from Boston on the east coast to Seattle on the west coast. As the western terminus of this major east-west route and the entry point to metropolitan King County, the Eastgate area has the potential to become a gateway experience.

### 11.7 WALKABILITY AND PUBLIC HEALTH

The ability to walk to destinations and transit is a valuable and essential quality for neighborhoods, with positive implications for general health. Overall, the study area is not a walkable place. Strategies to improve the pedestrian environment and connect key neighborhood destinations through walkable routes is a pressing need.

Given that the study area has developed in a suburban fashion, with a limited street system, using a variety of strategies to create a fine-grained street network is the first step toward making it more walkable. Increasing availability of key services and amenities, reducing distances to these services (grocery stores, restaurants, coffee shops, and retail stores), through more extensive sidewalk networks and compact mixed-use development, are changes that will make the study area more pedestrian friendly.

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## appendix

## 12. Appendix

**Table 1. Covered Employment within the Eastgate/I-90 subarea from 2000 to 2009 by 2-Digit NAICs code subsector sorted by employment in 2009.**

	2000		2001		2002		2003		2004		2005		2006		2007		2008		2009	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
51 - <b>Information</b> (newspapers, publishers, software publishers, motion picture recording, broadcasting, telecommunications, other)	4,932	25.0%	6,749	31.3%	6,276	31.3%	5,621	27.6%	5,054	25.1%	5,535	27.4%	5,238	26.0%	6,240	29.0%	6,493	28.5%	8,152	36.9%
33 - <b>Manufacturing</b> (Metal, furniture, electrical, appliance, transportation equip)	4,132	21.0%	3,565	16.5%	3,789	18.9%	3,815	18.7%	3,532	17.5%	3,424	17.0%	3,321	16.5%	2,936	13.6%	3,255	14.3%	3,255	14.7%
54 - <b>Professional, Scientific and Technical Services</b> (legal, accounting, architectural and engineering, design, computer system design, scientific research, other)	1,271	6.5%	1,397	6.5%	965	4.8%	1,377	6.8%	1,028	5.1%	897	4.4%	1,138	5.6%	1,477	6.9%	1,549	6.8%	1,440	6.5%
62 - <b>Health Care and Social Assistance</b>	941	4.8%	1,001	4.6%	966	4.8%	993	4.9%	1,162	5.8%	1,237	6.1%	1,399	6.9%	1,340	6.2%	1,318	5.8%	1,336	6.0%
42 - <b>Wholesale Trade</b>	899	4.6%	1,015	4.7%	1,021	5.1%	909	4.5%	865	4.3%	945	4.7%	935	4.6%	1,085	5.0%	1,043	4.6%	1,027	4.6%
<b>Public Educational services</b>	881	4.5%	896	4.2%	973	4.9%	950	4.7%	936	4.6%	923	4.6%	920	4.6%	887	4.1%	966	4.2%	994	4.5%
72 - <b>Accommodation and Food Services</b>	1,196	6.1%	1,110	5.2%	965	4.8%	1,076	5.3%	1,206	6.0%	1,175	5.8%	968	4.8%	985	4.6%	954	4.2%	946	4.3%
52 - <b>Finance and Insurance</b>	472	2.4%	485	2.3%	357	1.8%	683	3.4%	732	3.6%	597	3.0%	762	3.8%	816	3.8%	879	3.9%	901	4.1%
23 - <b>Construction</b>	894	4.5%	979	4.5%	768	3.8%	517	2.5%	552	2.7%	560	2.8%	696	3.5%	1,057	4.9%	885	3.9%	850	3.8%
44 - <b>Retail Trade</b> (auto, furniture, electronics, building material, food, clothing, lawn and garden, health, shoe and jewelry)	1,654	8.4%	1,121	5.2%	818	4.1%	791	3.9%	796	4.0%	851	4.2%	731	3.6%	590	2.7%	612	2.7%	778	3.5%
53 - <b>Real Estate and Rental and Leasing</b>	479	2.4%	514	2.4%	484	2.4%	467	2.3%	543	2.7%	598	3.0%	306	1.5%	364	1.7%	533	2.3%	437	2.0%
56 - <b>Administrative and Support and Waste Management and Remediation Services</b>	*		1,061	4.9%	688	3.4%	*		*		*		1,700	8.4%	1,958	9.1%	2,187	9.6%	382	1.7%
<b>Public administration</b>	522	2.7%	506	2.3%	532	2.7%	571	2.8%	556	2.8%	534	2.6%	512	2.5%	517	2.4%	348	1.5%	337	1.5%
32 - <b>Manufacturing</b> (wood, paper, printing, petroleum, chemical)	*		70	0.3%	*		*		224	1.1%	336	1.7%	223	1.1%	124	0.6%	200	0.9%	292	1.3%
81 - <b>Other Services</b> (except Public Administration)	308	1.6%	256	1.2%	257	1.3%	261	1.3%	271	1.3%	264	1.3%	258	1.3%	268	1.2%	249	1.1%	251	1.1%
55 - <b>Management of Companies and Enterprises</b>	*		77	0.4%	*		448	2.2%	355	1.8%	295	1.5%	309	1.5%	269	1.2%	281	1.2%	222	1.0%
61 - <b>Private Educational Services</b>	*		61	0.3%	76	0.4%	85	0.4%	396	2.0%	145	0.7%	174	0.9%	187	0.9%	168	0.7%	202	0.9%
48 - <b>Transportation and Warehousing</b> (air, water, rail, freight, transit, taxi, scenic, pipeline, support)	63	0.3%	43	0.2%	42	0.2%	39	0.2%	45	0.2%	51	0.3%	51	0.3%	46	0.2%	43	0.2%	70	0.3%
45 - <b>Retail Trade</b> (sporting goods, book, office, general, misc, nonstore, direct)	270	1.4%	388	1.8%	437	2.2%	393	1.9%	402	2.0%	184	0.9%	179	0.9%	154	0.7%	138	0.6%	60	0.3%
22 - <b>Utilities</b>	*		*		*		*		*		*		*		*		*		*	
31 - <b>Manufacturing</b> (food, textiles, clothing, shoes, leather)	67	0.3%	65	0.3%	67	0.3%	77	0.4%	101	0.5%	*		83	0.4%	86	0.4%	*		*	
49 - <b>Transportation and Warehousing</b> (postal, courriers, warehousing and storage)	*		*		*		*		*		*		*		*		*		*	
71 - <b>Arts, Entertainment and Recreation</b>	67	0.3%	103	0.5%	77	0.4%	88	0.4%	65	0.3%	*		*		*		*		*	
<b>Total Covered Employment</b>	<b>19,690</b>		<b>21,549</b>		<b>20,056</b>		<b>20,357</b>		<b>20,143</b>		<b>20,200</b>		<b>20,159</b>		<b>21,553</b>		<b>22,802</b>		<b>22,097</b>	

\*Employment suppressed due to confidentiality rules.

**Table 2. Covered Workplaces within the Eastgate/I-90 subarea from 2000 to 2009 by 2-Digit NAICs code subsector sorted by workplaces in 2009.**

	2000		2001		2002		2003		2004		2005		2006		2007		2008		2009	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
54 - Professional, Scientific and Technical Services (legal, accounting, architectural and engineering, design, computer system design, scientific research, other)	52	13.3%	48	11.9%	48	12.3%	62	14.4%	58	12.7%	54	12.2%	70	14.7%	76	15.0%	76	14.8%	75	15.2%
52 - Finance and Insurance	32	8.2%	35	8.7%	28	7.2%	28	6.5%	33	7.3%	34	7.7%	40	8.4%	43	8.5%	63	12.2%	67	13.6%
51 - Information (newspapers, publishers, software publishers, motion picture recording, broadcasting, telecommunications, other)	39	9.9%	46	11.4%	44	11.3%	44	10.2%	53	11.6%	53	12.0%	52	10.9%	57	11.3%	56	10.9%	54	11.0%
42 - Wholesale Trade	40	10.2%	37	9.2%	39	10.0%	44	10.2%	45	9.9%	47	10.6%	53	11.2%	55	10.9%	52	10.1%	48	9.8%
72 - Accommodation and Food Services	32	8.2%	31	7.7%	30	7.7%	33	7.7%	41	9.0%	38	8.6%	39	8.2%	42	8.3%	42	8.2%	46	9.3%
81 - Other Services (except Public Administration)	28	7.1%	24	5.9%	25	6.4%	30	7.0%	29	6.4%	28	6.3%	29	6.1%	30	5.9%	30	5.8%	30	6.1%
44 - Retail Trade (auto, furniture, electronics, building material, food, clothing, lawn and garden, health, shoe and	32	8.2%	27	6.7%	26	6.6%	28	6.5%	27	5.9%	27	6.1%	24	5.1%	23	4.5%	25	4.9%	28	5.7%
23 - Construction	21	5.4%	26	6.4%	27	6.9%	26	6.0%	26	5.7%	23	5.2%	27	5.7%	34	6.7%	32	6.2%	25	5.1%
53 - Real Estate and Rental and Leasing	23	5.9%	26	6.4%	20	5.1%	21	4.9%	26	5.7%	29	6.6%	26	5.5%	33	6.5%	33	6.4%	21	4.3%
62 - Health Care and Social Assistance	11	2.8%	13	3.2%	14	3.6%	17	3.9%	20	4.4%	20	4.5%	22	4.6%	21	4.2%	21	4.1%	20	4.1%
33 - Manufacturing (Metal, furniture, electrical, appliance, transportation equip)	28	7.1%	26	6.4%	27	6.9%	28	6.5%	26	5.7%	24	5.4%	21	4.4%	22	4.3%	20	3.9%	19	3.9%
56 - Administrative and Support and Waste Management and Remediation Services	8	2.0%	15	3.7%	14	3.6%	16	3.7%	17	3.7%	15	3.4%	19	4.0%	19	3.8%	20	3.9%	13	2.6%
61 - Private Educational Services	3	0.8%	5	1.2%	5	1.3%	6	1.4%	5	1.1%	6	1.4%	7	1.5%	8	1.6%	9	1.7%	13	2.6%
48 - Transportation and Warehousing (air, water, rail, freight, transit, taxi, scenic, pipeline, support)	6	1.5%	5	1.2%	6	1.5%	6	1.4%	5	1.1%	5	1.1%	6	1.3%	6	1.2%	6	1.2%	7	1.4%
45 - Retail Trade (sporting goods, book, office, general, misc, nonstore, direct)	14	3.6%	15	3.7%	15	3.8%	15	3.5%	14	3.1%	11	2.5%	13	2.7%	11	2.2%	10	1.9%	6	1.2%
32 - Manufacturing (wood, paper, printing, petroleum, Public administration	3	0.8%	4	1.0%	3	0.8%	3	0.7%	5	1.1%	7	1.6%	5	1.1%	4	0.8%	5	1.0%	5	1.0%
	8	2.0%	9	2.2%	9	2.3%	9	2.1%	10	2.2%	10	2.3%	10	2.1%	9	1.8%	4	0.8%	4	0.8%
55 - Management of Companies and Enterprises	2	0.5%	3	0.7%	2	0.5%	4	0.9%	4	0.9%	3	0.7%	3	0.6%	3	0.6%	3	0.6%	3	0.6%
31 - Manufacturing (food, textiles, clothing, shoes, leather)	3	0.8%	3	0.7%	3	0.8%	4	0.9%	4	0.9%	2	0.5%	3	0.6%	4	0.8%	2	0.4%	2	0.4%
49 - Transportation and Warehousing (postal, courriers, warehousing and storage)	2	0	1	0	1	0	1	0	2	0	2	0	2	0	2	0	2	0	2	0
71 - Arts, Entertainment and Recreation	3	0.8%	3	0.7%	3	0.8%	4	0.9%	3	0.7%	2	0.5%	2	0.4%	2	0.4%	2	0.4%	2	0.4%
22 - Utilities	1		1		1		1		1		1		1		1		1		1	0.2%
Public Educational Services	1	0.3%	1	0.2%	1	0.3%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	1	0.2%
<b>Total covered workplaces</b>	<b>392</b>		<b>404</b>		<b>391</b>		<b>431</b>		<b>455</b>		<b>442</b>		<b>475</b>		<b>506</b>		<b>515</b>		<b>492</b>	