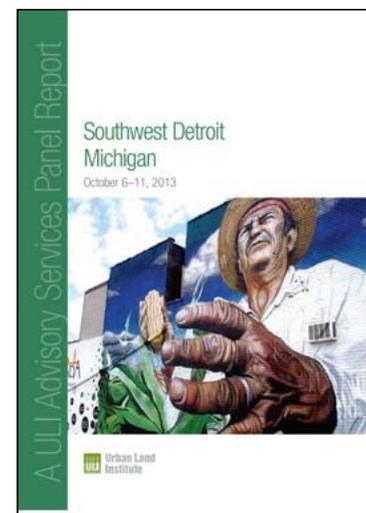


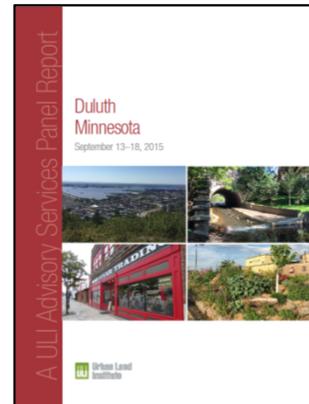
About the Urban Land Institute

- The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.
- ULI is a membership organization with nearly 38,000 members, worldwide representing the spectrum of real estate development, land use planning and financial disciplines, working in private enterprise and public service.
- What the Urban Land Institute does:
 - Conducts Research
 - Provides a forum for sharing of best practices
 - Writes, edits and publishes books and magazines
 - Organizes and conducts meetings
 - Directs outreach programs
 - Conducts Advisory Services Panels



The Advisory Services Program

- Since 1947
- 15 - 20 panels a year on a variety of land use subjects
- Provides independent, objective candid advice on important land use and real estate issues
- Process
 - Review background materials
 - Receive a sponsor presentation & tour
 - Conduct stakeholder interviews
 - Consider data, frame issues and write recommendations
 - Make presentation
 - Produce a final report



Thank You to Our Sponsors



The City of Bellevue

Panelists

- Andrew Irvine, RNL Design – Denver, CO
- Dan Conway, THK Associates, Inc. – Denver, CO
- Allen Folks, Ascent Environmental – Sacramento, CA
- April Anderson Lamoureux, Anderson Strategic Advisors, LLC – Boston, MA
- Zane Segal, NorthGulf ZSP – Houston, TX
- Jamie Simchik, Fort Hill Places – Boston, MA
- Melani Smith, Next Phase – Los Angeles, CA

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Our Assignment

The City of Bellevue has asked ULI to answer specific questions and provide recommendations on the future vision for the Wilburton Special Use District.

- Help develop and refine a clear vision for urban growth and innovation that complements existing city assets
- Recommend ideas to best leverage the new initiatives such as GIX, the light rail and ERC
- Present relevant case studies and precedents to best illustrate the potential of Wilburton
- Steps can the City take in the immediate, medium, and long-term to ensure that implementation of a new vision is successful



Economic Growth and Primary Clusters

The city has invested in the appropriate tools and initiatives to frame the future in policy documents and guidelines.

2014 Development Plan

- Bellevue's informational Technology (IT) Sector has seen considerable growth and shows great potential going forward
- The Business Service sector is strong relative to the region
- Bellevue's retail sector is thriving and critical to the city's economy
- Bellevue's tourism and Visitor market has both strengths and opportunities for growth
- Health and well being is an important sector that will continue to guide growth in the area



The Opportunity

“Bellevue is a prosperous and vibrant international city with innovative and entrepreneurial businesses and a high quality of life for its residents.”

New opportunities now should address:

- Affordability
- Expanding the definition of diversity
- Creating a place to celebrate culture
- Creating a complete community
- Complementing existing strong drivers
- Creating the infrastructure to seed growth



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Socioeconomic Characteristics

Greater Seattle/Bellevue Market

	Historical Annual Growth	Current	Projected Annual Growth
Employment	36,000	2.5 million	53,000
Population	45,000	3.7 million	75,000
Households	18,000	1.4 million	23,000

Bellevue Market

	Historical Growth (since 1980)	Historical Growth (since 2010)	Current	Projected Annual Growth
Population	1,200	2,600	136,000	2,650
Households	530	1,060	57,000	1,050

Housing Starts

Greater Seattle/Bellevue Market

	Historical Annual Average	Projected Annual Average
Single Family	12,000 units	12,600 units
Multifamily	9,000 units	11,600 units

Bellevue Market

	Historical Annual Average	Projected Annual Average
Single Family	200 units	350 units
Multifamily	560 units	850 units

Projected	Downtown Bellevue	East of I-405
Townhomes and Condominiums	70 units	50 units
Rental Apartments	330 units	130 units

Commercial Construction

Greater Seattle/Bellevue

	Historical Inventory	Projected Annual Demand
Office	190.2 million sq. ft.	4.0 million sq. ft.
Retail	91.0 million sq. ft.	1.9 million sq. ft.

Bellevue

	Historical Inventory	Projected Annual Demand
Office	9.7 million sq. ft.	400,000 sq. ft.
Retail	2.7 million sq. ft.	63,000 sq. ft.

Wilburton

	Projected Annual Demand
Office	160,000 sq. ft.
Retail	63,000 sq. ft.

Commercial Construction—Hotel

	Number of Rooms	Number of Hotels
Under Development - Seattle/Bellevue	5,393 rooms	24 hotels
Under Development - Downtown Bellevue	600 rooms	3 hotels
Projected Annual Demand – Bellevue	260 rooms	
Projected Annual Demand – Wilburton	75 rooms	

Recommended Land Use for 20 Year Buildout

Land Use	Annual Absorption	Acres	Height and Stories	Density	Units of Square Feet	Residents or Employees
Townhomes/Condominiums	75 units	25	6-8	60/ac	1,500	3,400
Rental Apartments	175 units	35	8-10	100/ac	3,500	6,100
Office	250,000 sq. ft.	40	6-8	4:1	5,000,000	21,800
Retail	15,500 sq. ft.	10	--	Ground level	310,000	900
Hotel	75 rooms	20	6-8	75	1,500	3,000
Total Developable		130				
ROW, Open and Community		107				
Total Study Area		237			5,000 units	9,500 residents
					6,810,000 commercial sq. ft.	25,700 employees

Issues of Concern

- Aggressive land prices
- Parcel assemblage
- Workforce housing
- Expensive public land acquisitions



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Redevelopment Strategies

Districts

- Health and Wellness District
- Technology and Innovation District
- SoFo (South of Fourth) District
- T2 District – Transit / Trail Oriented Development District

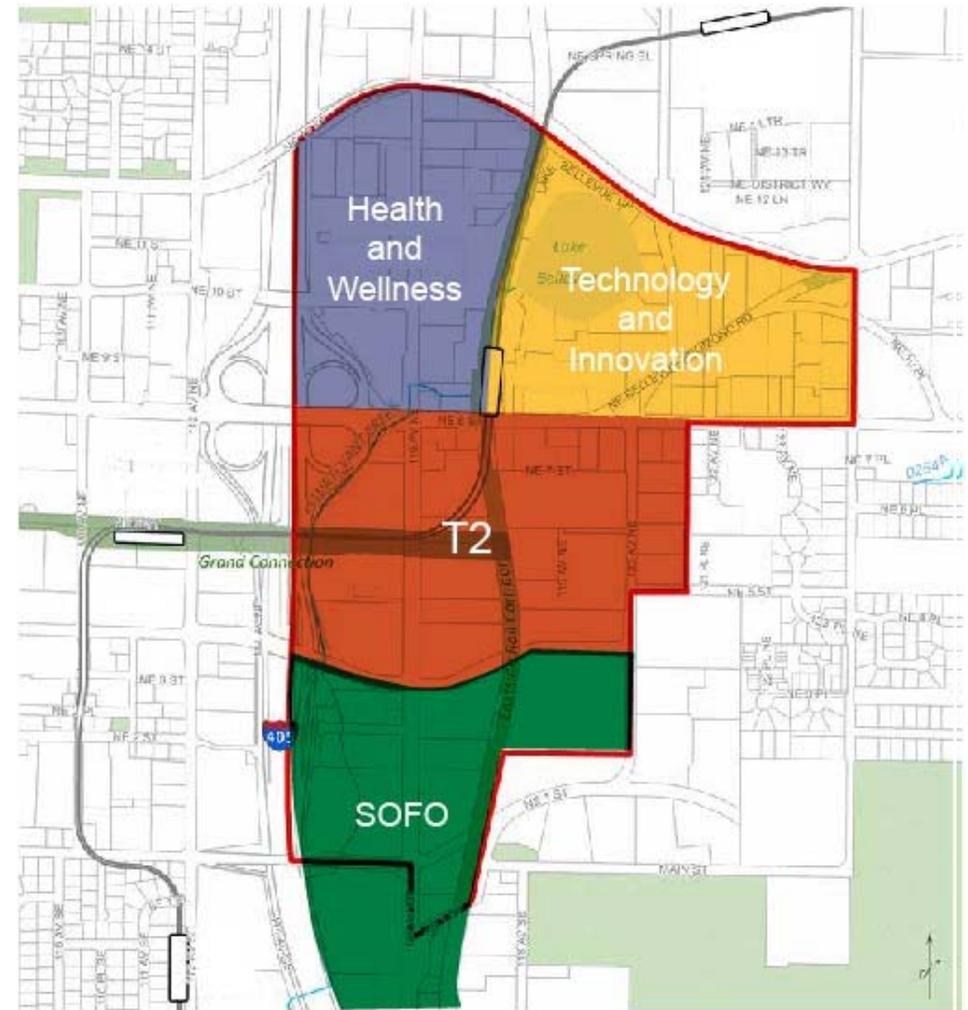


Figure 2.3 - Study Area Boundary

Health and Wellness District

Anchored by Existing Institutions

- Overlake Hospital / Group Health / Children's Hospital
- Whole Foods
- Wilburton Light Rail Station
- Up-zoning to mid-rise density

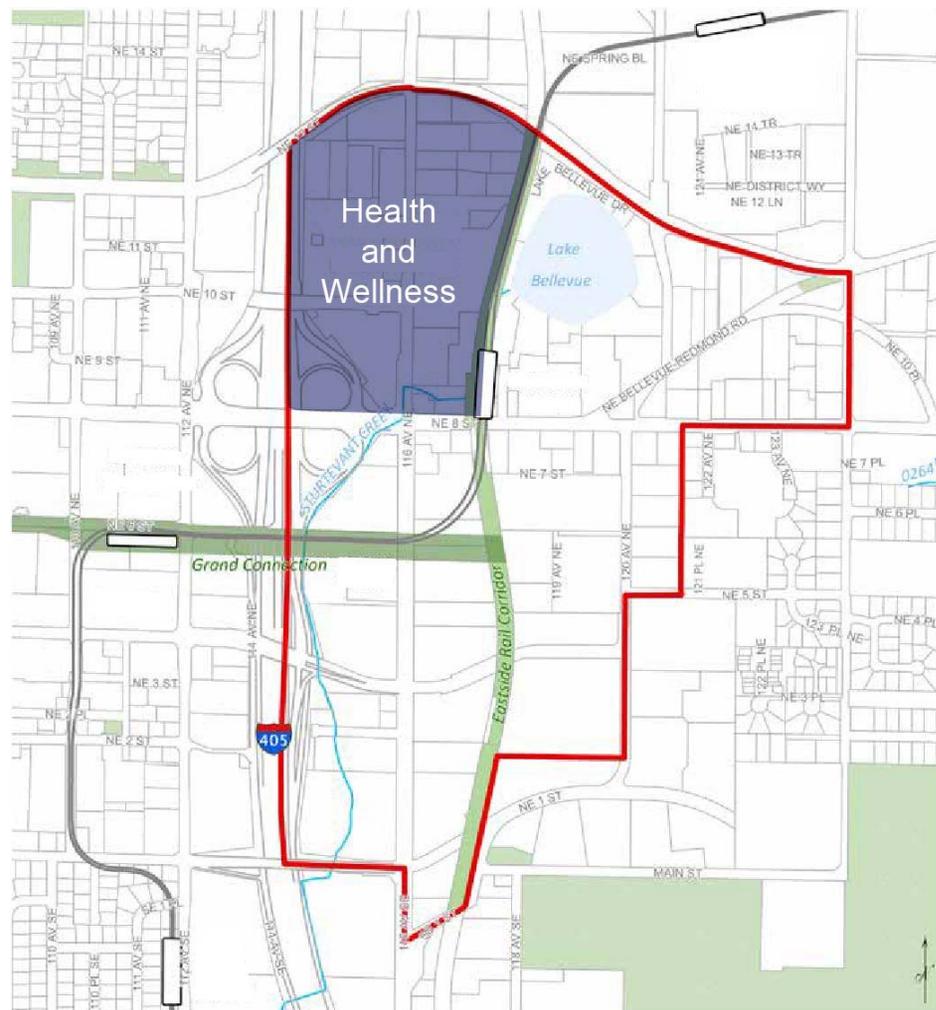


Figure 2.3 - Study Area Boundary

Health and Wellness District

Redevelopment Opportunities

- Medical office buildings
- Vertically integrated continuum of care senior facility
- Extended stay hotel
- Workforce housing for medical employees
- Nursing college



Technology Innovation District

Existing Properties

- Lake Bellevue District
- Luxury automobile dealerships

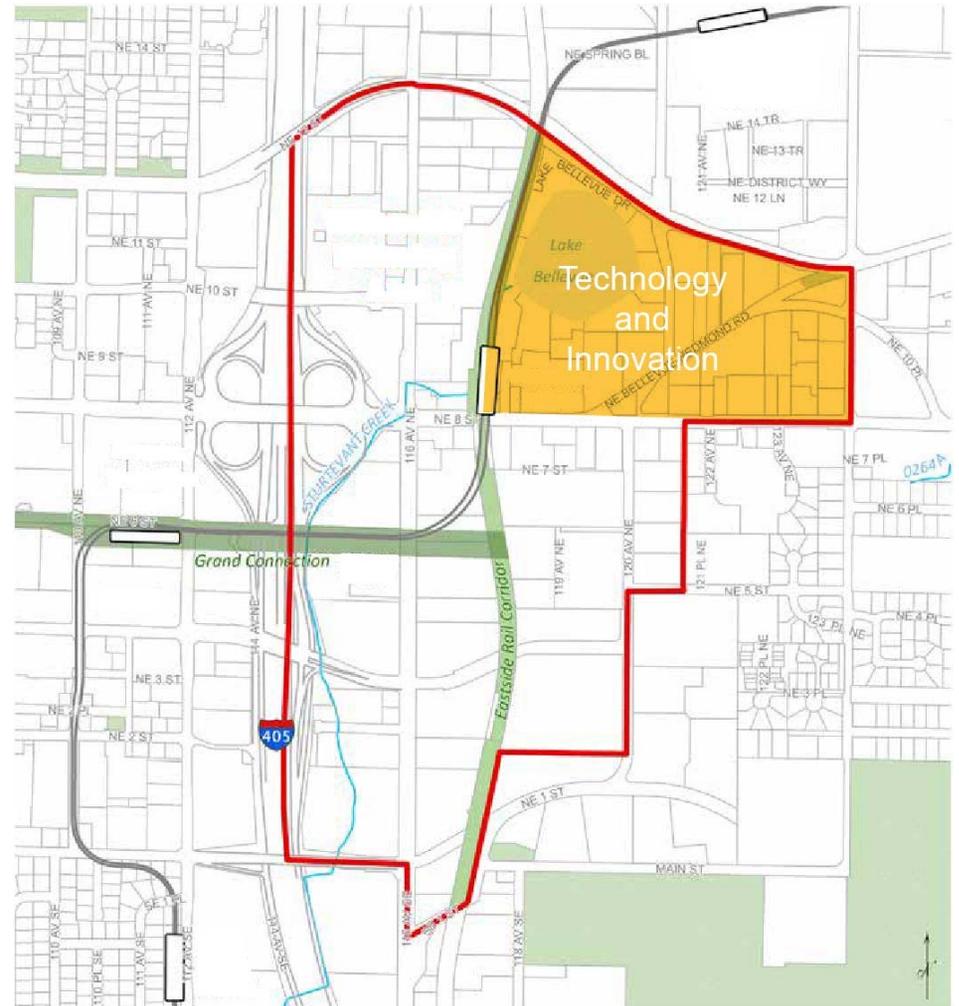
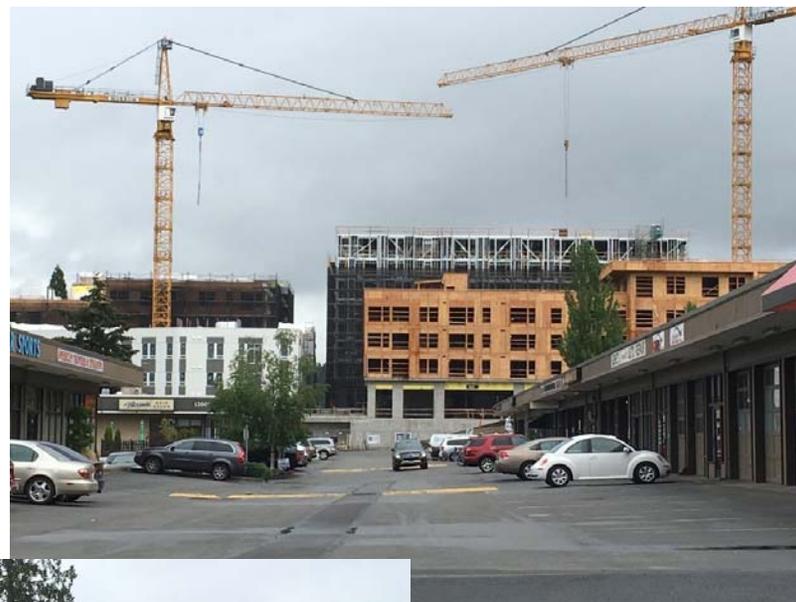


Figure 2.3 - Study Area Boundary

Technology Innovation District

Redevelopment Opportunities

- Small-scale office and flex buildings
- Spillover from Spring District and Global Innovation Exchange
- Entrepreneurship - Co-working spaces, incubators, and accelerators
- Artist lofts and maker Spaces
- Up-zoning over time to match zoning of spring district to the north



SoFo (South of Fourth) District

Existing Properties

- Automobile dealerships
- Office and retail buildings
- Hotels

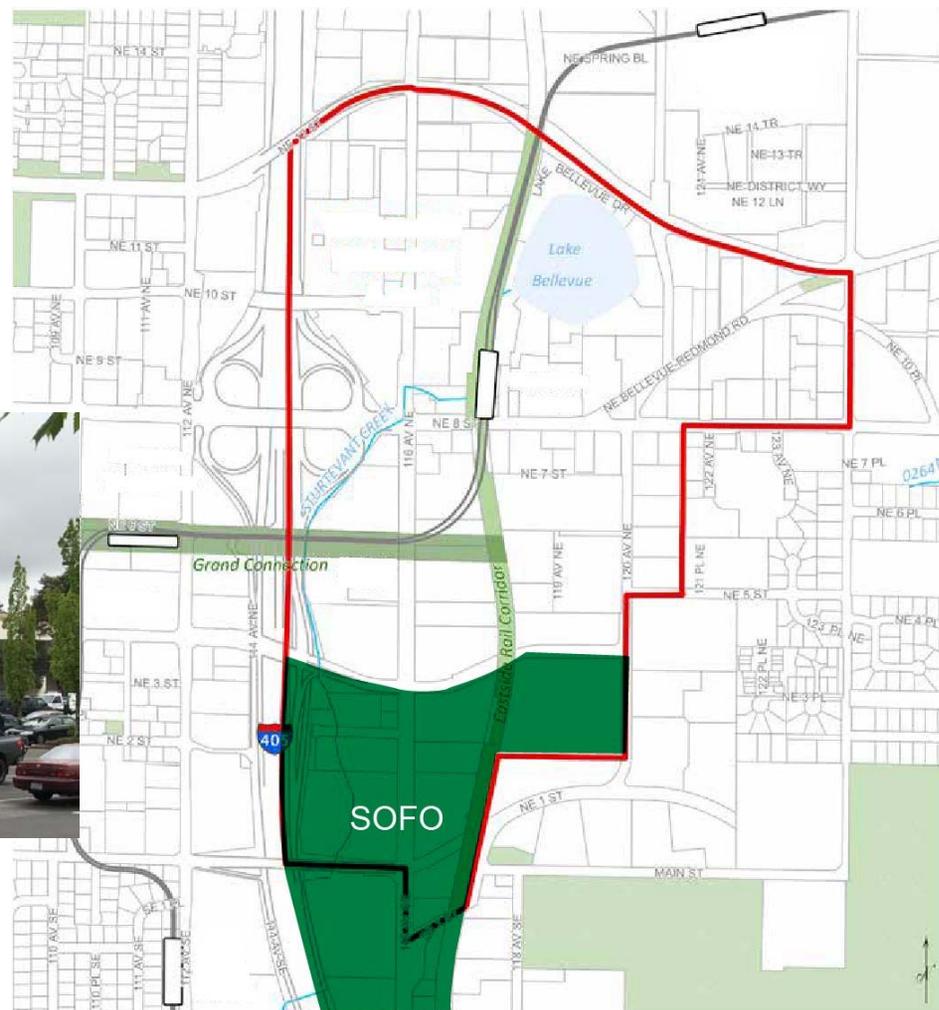


Figure 2.3 - Study Area Boundary

SoFo (South of Fourth) District

Redevelopment Opportunities

- Gradual up-zoning as market demand materializes
- Spillover mixed-use from T2 district
- Freeway frontage vertical auto mall for multiple brands



T2 District – Transit / Trail Oriented Development

Connecting Point of Transit and Trails

- Grand Connection
- Eastside Rail Corridor
- East Link Light Rail
- I-405, HOV Lanes, Off and On-Ramps, Street Connectivity

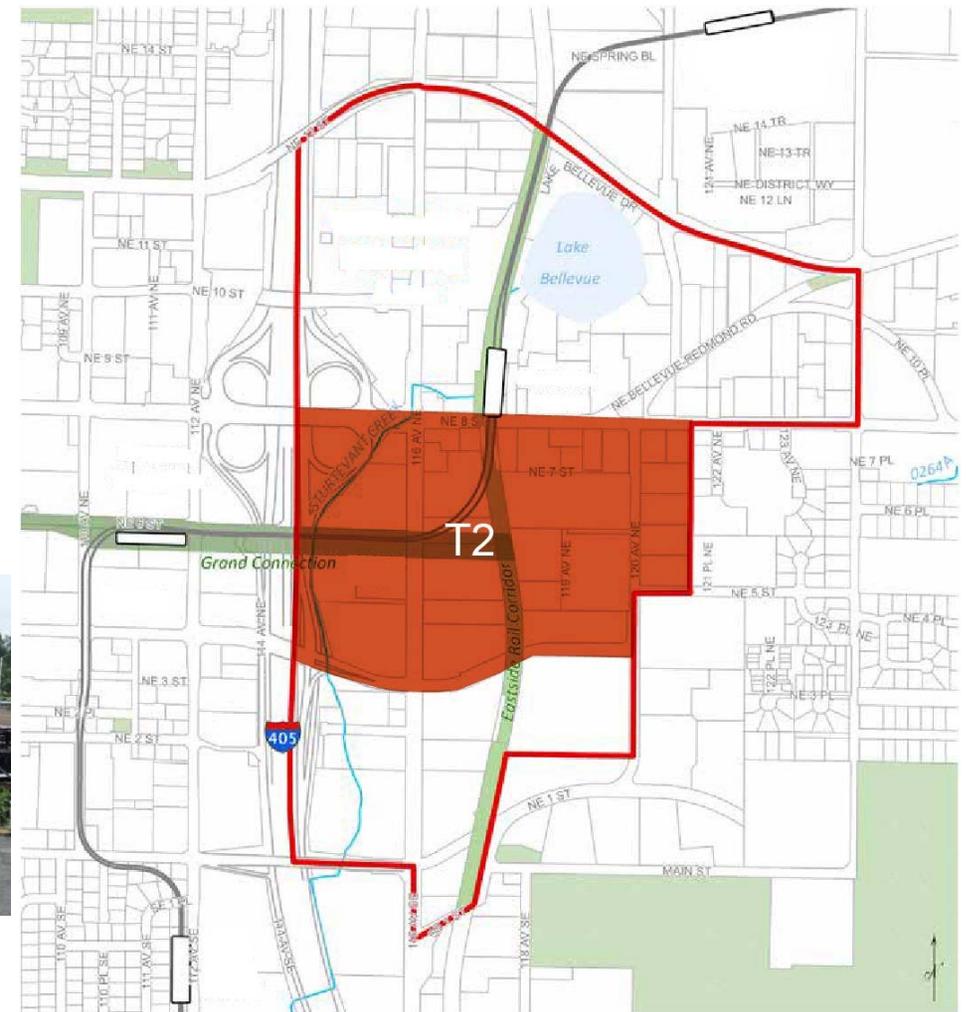


Figure 2.3 - Study Area Boundary

T2 District – Transit / Trail Oriented Development

Redevelopment Opportunities

- Central open space – public art, festivals, green lung
- Mid-rise mixed-use
- Education and recreation



T2 District – Transit / Trail Oriented Development

Normal T/TOD Elements

- Mixed workforce and market-rate housing
- Restaurants and entertainment – Street and penthouse level
- Creative office space for gaming, professional, and design companies
- Hospitality – New lifestyle flags and independents for millennials

Area-Specific T/TOD Opportunities

- Recreation facilities – YMCA, pool, gym
- Arts and culture facilities – Non-profits offices, theaters, galleries, venues, studios
- Educational facilities – Arts / design / STEM magnet schools



Zoning Issues

Existing Properties

- Property owners believe up-zoning is an immediate profit source
- Property owners want maximum zoning to match downtown
- This could raise tax valuations

Caveats

- Market determines what is feasible and when
- Up-zoning can create overbuilding
- Up-zoning can slow down growth

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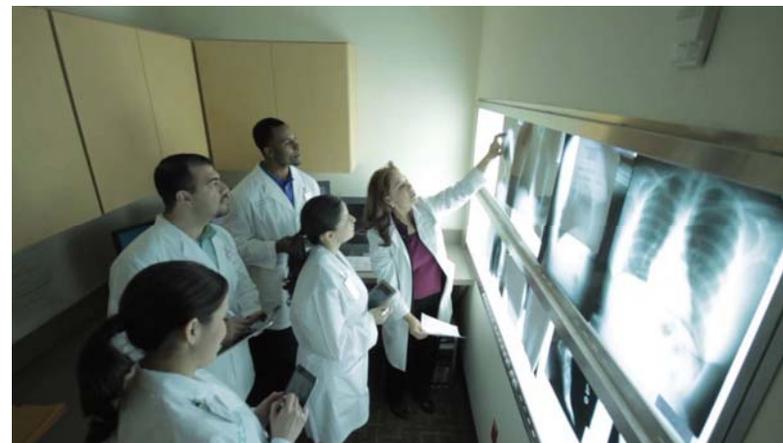


Health and Wellness District

- Redevelop underutilized land and structures: modern/flexible medical office facilities, workforce housing, short-term accommodations and convenience restaurants/retail
- Ensure steady supply of trained medical workers and establish cutting-edge, cross-district collaboration with TID and nearby GIX
- Connect the dots: complete streets and linkages to the Eastside Rail Corridor through safe pedestrian and biking infrastructure connecting medical facilities



St. Jude Medical Complex, Memphis, TN



Technology Innovation District

- Convert existing low-cost building stock to affordable creative/incubator/maker space by catering to spillover from Spring District
- Provide mix of housing types and price points and encourage additional restaurants/services catering towards technology entrepreneurs
- Facilitate link with Health & Wellness District, foster exchange of ideas between the Bellevue Community College and GIX



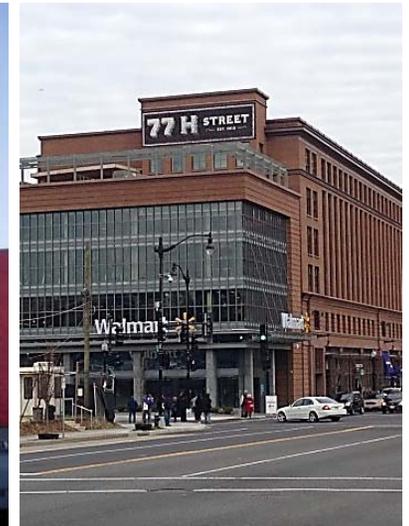
Trail/Transit-Oriented (T2) Development

- Create live/work/play environment, provide neighborhood infrastructure and create publicly accessible space for arts as well as embrace the growing cultural diversity
- Bridge the high-rise buildings in downtown and the low-rise single-family houses to the east, construct a variety of housing types, establish a grade school and create variety of office spaces
- Activate open space intersection, embrace healthy/active lifestyle, create destination at Grand Connection eastern landing area, mandate frontage on Eastside Rail Corridor and install complete streets



South of Fourth (SoFo) District

- Create finer grain of development for more walkable urban feel and encourage more compact development for big box stores including additional uses
- Consolidate Auto Row into a modern, vertical automotive sales facility with a shared parking garage for inventory and create a unified regional branding
- Link Eastside Rail Corridor to wetlands and botanical gardens, utilize slope, mandate frontage on Eastside Rail Corridor, make wetlands as public amenity



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Design Context

- Random development patterns
- Super block roadways
- Irregular parcel configurations
- Lacks a “sense of place”



Design Context

The “Wedding Cake”

- Downtown is the top tier
- Surrounding neighborhoods are lower tiers
- Wilburton is NOT “East Downtown”

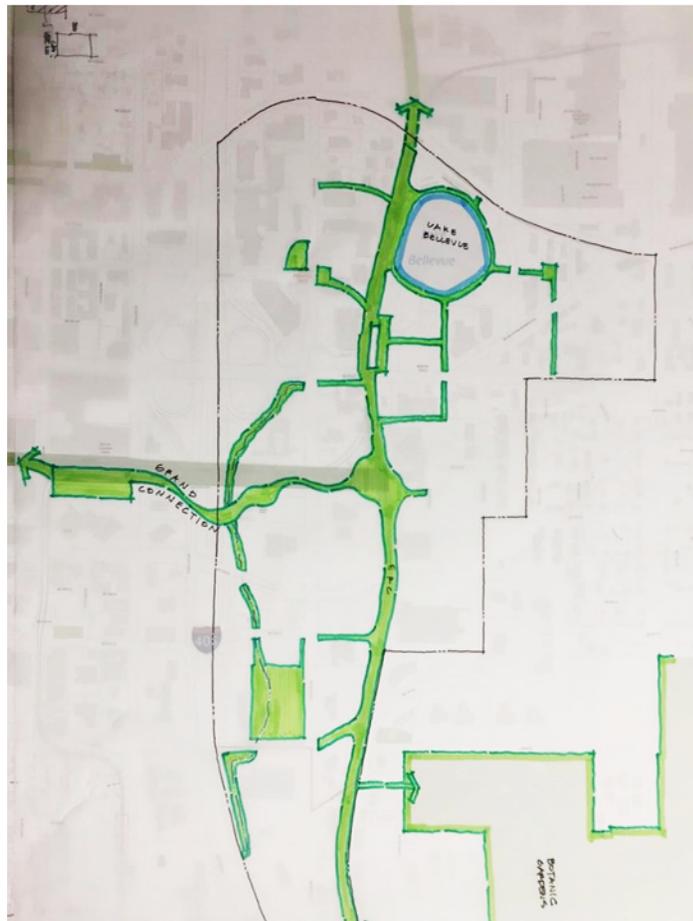


Proposed Districts

- Health and Wellness – 48 acres
- Technology Incubator or TID – 59 acres
- Transit and Trail Oriented District (T2)– 69 acres
- South of 4th (SOFO) - 62 acres



Public Realm and Open Space



Illustrative Wilburton Plan

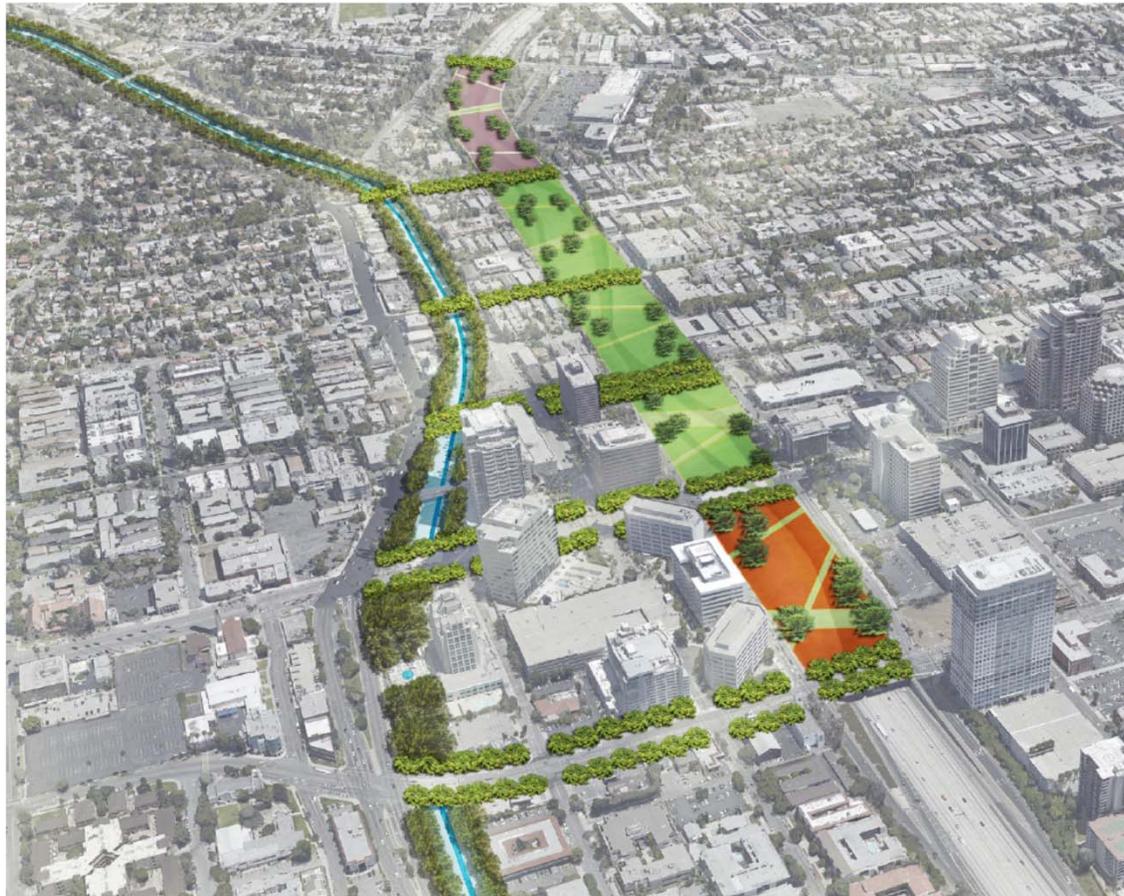


Grand Connection

- Align slightly south of 6th and as low as possible
- Utilize the Lincoln Center parcel to receive the Connection and provide parking under the structure
- Create special movement and articulation
- “Meet me in T2 at the “Grand Connection East Plaza”



Grand Connection



Space 134 – Glendale, CA

ERC – Eastside Rail Corridor

- Promote Trail Oriented Development
- Provide connection to the Botanic Gardens
- Grade-separate at 8th
- Provide numerous east west connections



Reimagined Wilburton



The Road Network - Existing

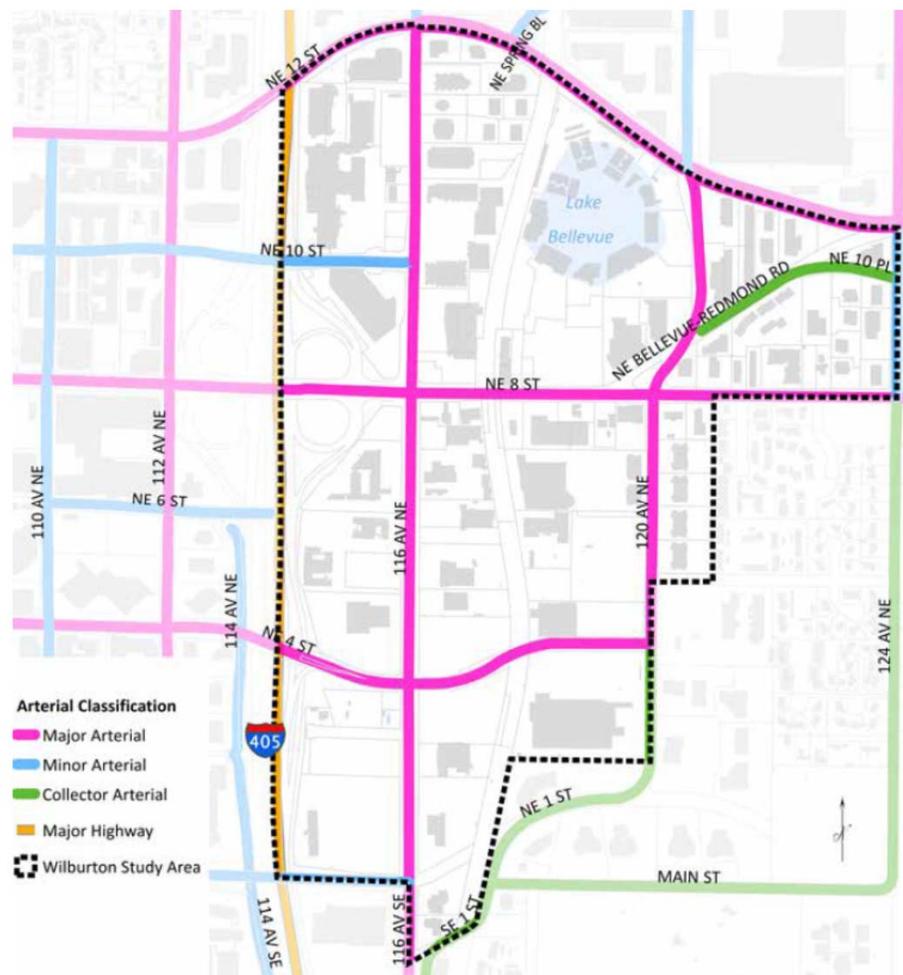


Figure 3.8 - Road Classification

The Road Network - Existing

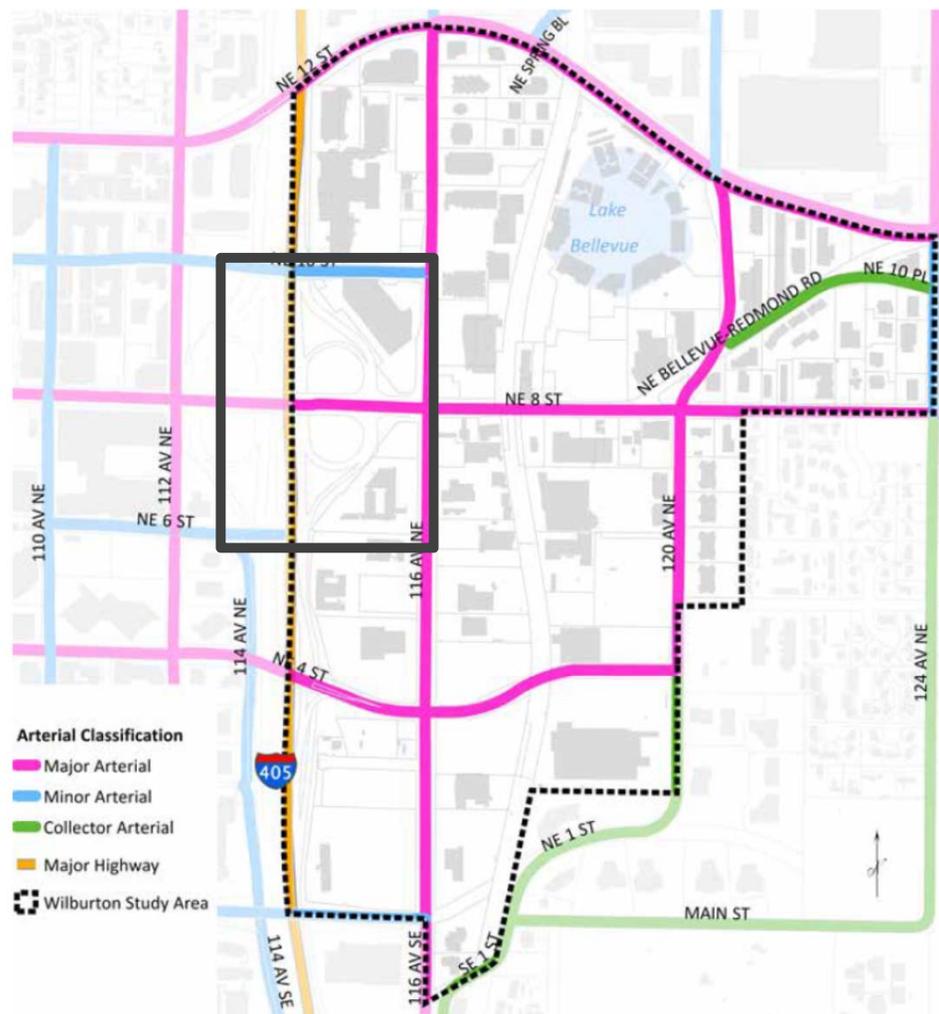
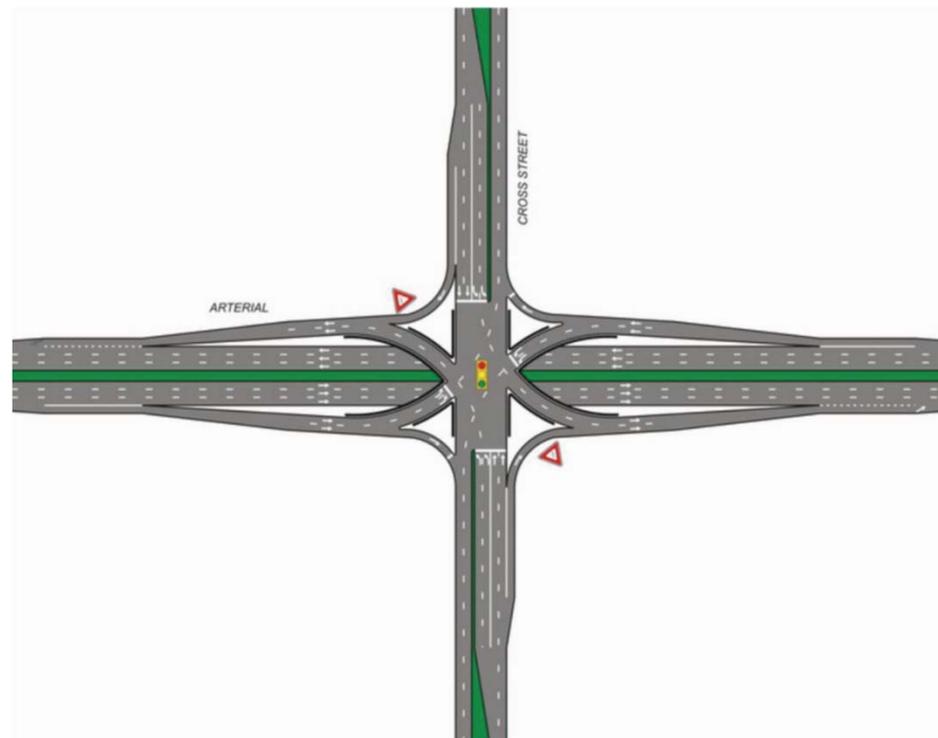
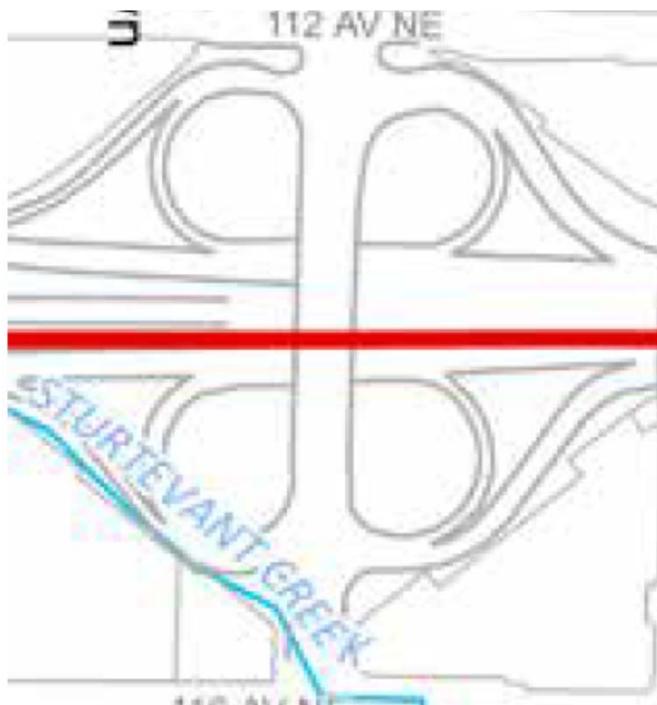
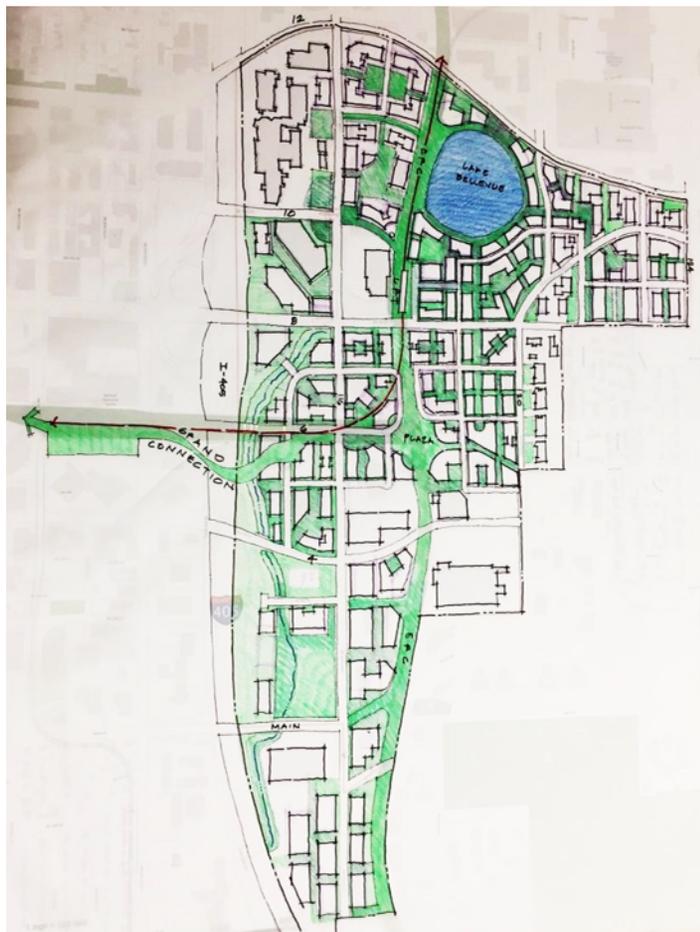


Figure 28. Road Network

I-405 INTERFACE – Single Point Urban Interchange



Transforming the Road Network



- Extend Facilities
- Build Facilities
- Provide New Options



Changing the Street Character



Complete Streets Policy

COMPLETE STREETS local policy workbook



Smart Growth America
Making Neighborhoods Great Together



**National Complete
Streets Coalition**

www.smartgrowthamerica.org



**Urban Land
Institute**

Advisory Services Program

Healthy Corridors/Healthy Communities



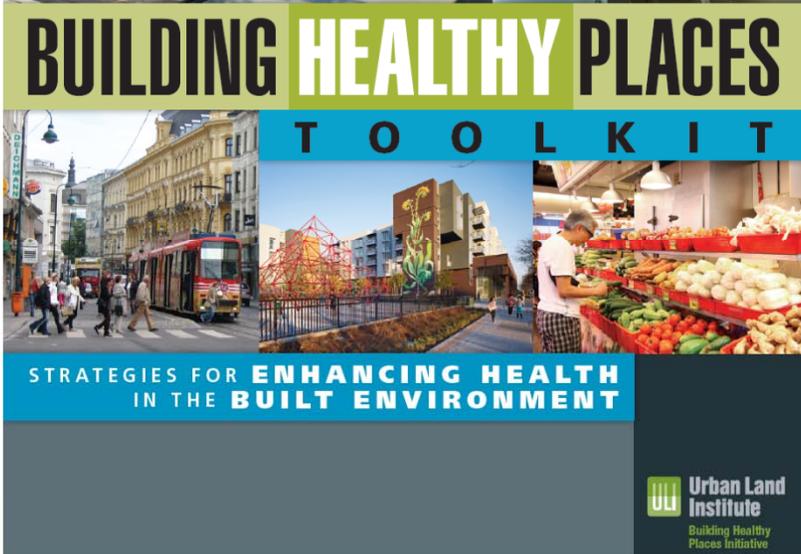
INSIGHT

Richard J. Jackson, M.D.

Professor, Environmental Health Sciences

UNIVERSITY OF CALIFORNIA, LOS ANGELES (UCLA) FIELDING SCHOOL OF PUBLIC HEALTH

Health happens not in your doctor's office but where you live. Our high-cost medical system is mostly ineffective in creating healthfulness. We can't change our genes, but we can create good places, homes, and communities that make it easier for us to be more active, happier, and healthier.



**Urban Land
Institute**

Advisory Services Program



**Urban Land
Institute**
Building Healthy
Places Initiative

Healthy Corridors/Healthy Communities

From ULI Building Healthy Places Forum	
✓ People focused	✓ Place focused
✓ Variety of housing options for all	✓ Access to healthy and affordable food
✓ Affordable and readily accessible options for physical activity	✓ Connections to green space and nature
✓ Enough density for vitality	✓ Environmentally sustainable and adaptable
✓ Multi-modal transportation options (with sidewalks, bike lanes, transit, safe crosswalks)	✓ Safe (real and perceived) and clean
✓ Mix of land uses, vertically and horizontally	✓ Evaluates and measures a variety of health outcomes (economic, environmental, social, physical, mental)
✓ Coordination between a variety of stakeholders	✓ Healthy Corridors fit within the larger city network

Try Things Out



Try Things Out



Try Things Out



Get It Done!



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Implementation

Create a careful balance of regulatory incentives and leadership capacity that drive progress in the study area

Tools:

- Organizational Leadership & Development
- Planning & Policy
- Strengthen Workforce
- Land Assembly & Phasing
- Ease of Doing Business & Supporting Entrepreneurship



IMPLEMENTATION

Organizational Leadership & Development

- Hire Assistant City Manager for Special Opportunities
- Hire Chief Innovation Officer
- Engage Code for America Fellows
- Seek Consultant Services to Create Public Engagement Strategy



IMPLEMENTATION

Planning & Policy: Housing

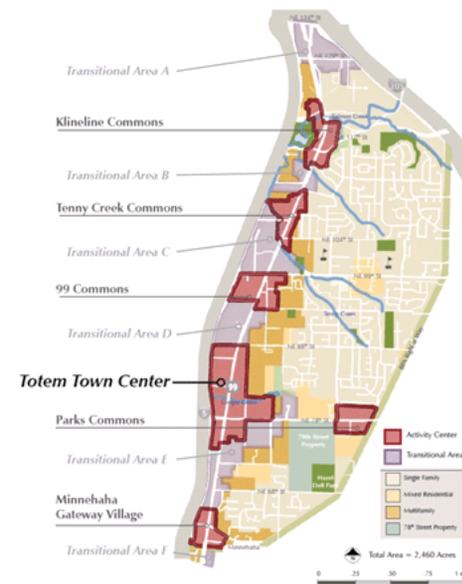
- Define “Workforce Housing” as 50%-80% AMI
- As-of-right housing in Technology Innovation, Health & Wellness, and T2 Districts
- 10% Workforce Housing Unit requirement in every multi-family project in the study area



IMPLEMENTATION

Planning & Policy: Planning

- Adopt Complete Streets Policy
- Reduce permit times for small & medium sized businesses and repurposing of existing spaces
- Adopt Hybrid Form Based Code
- Establish a Tech Enhanced “Green Necklace”



Highway 99 Overlay district map (draft).

IMPLEMENTATION

Strengthen Workforce

- Establish Academia-Industry-Government Consortium
- Bellevue College School of Nursing in Health & Wellness District
- Focus on Talent Retention



IMPLEMENTATION

Land Assembly & Phasing

- Phase Grand Connection
- Commence Phased Construction of Eastside Rail Corridor (ERC)
- Relocate School Bus Parking



IMPLEMENTATION

Ease of Doing Business & Supporting Entrepreneurship

- Simplify Use Codes
- Enable Street Based Businesses
- Entrepreneurship Development
- Establish Digital Gaming Institute



Conclusions

Bellevue is a vibrant and prosperous urban center that has a unique opportunity to further diversify and expand its appeal and urban offerings to a young, tech savvy cohort, at the same time as addressing the real needs of affordability and support the long-term sustainability of the city.

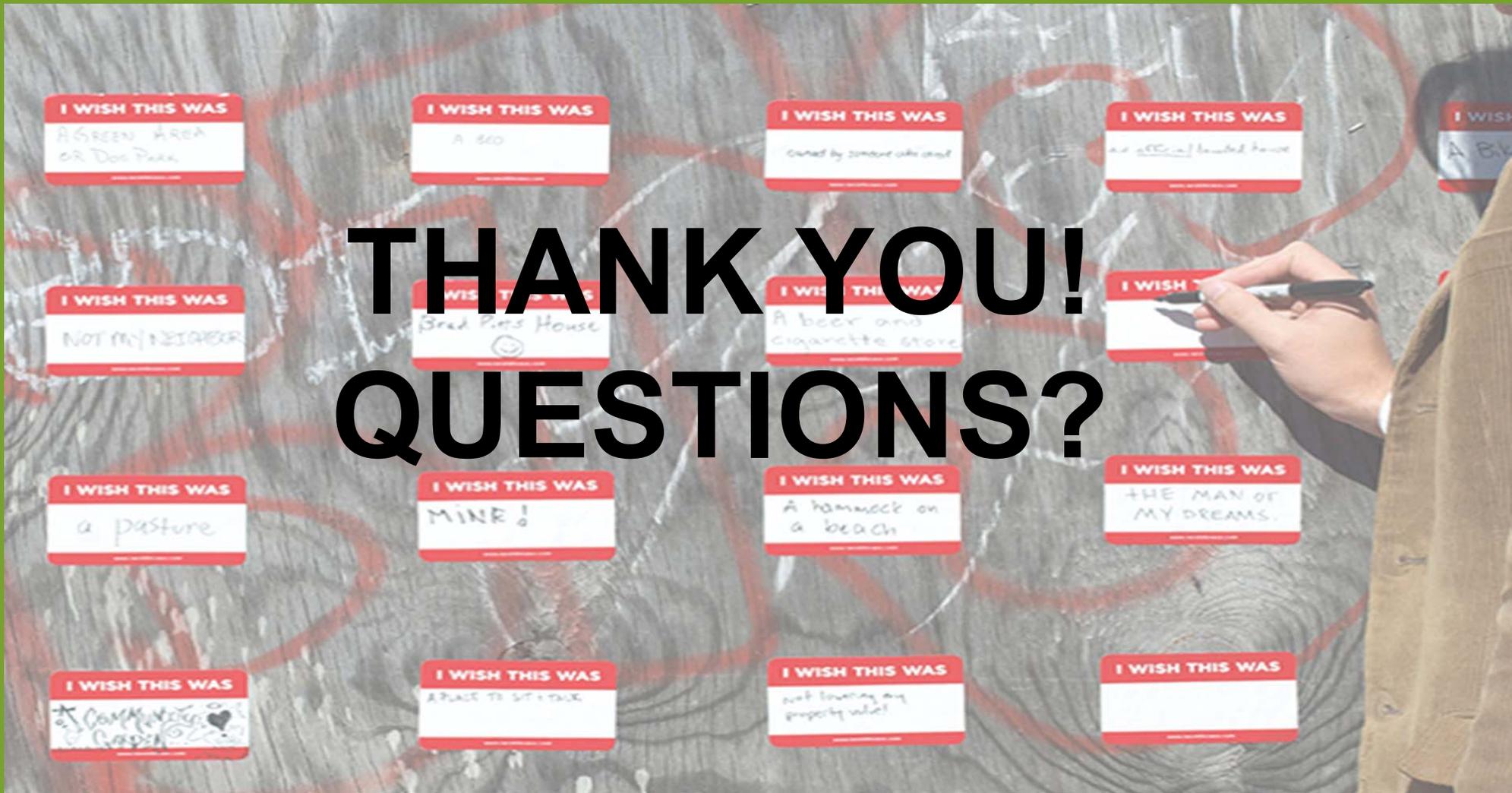
- Building off existing strength.....
the silver bullet may already exist!
- Envision Wilburton as a complete center to serve its existing catalytic drivers
- The city as entrepreneur (making it easy to do business with clarity of leadership, collaboration, transparency and accountability)
- Manage the area through the establishment of a district and sub-district framework, with supporting operating structure and guidelines



Thanks to all stakeholders who participated on interview day!

Linda Ave | Misha Averill | Patrece Banks | Patrick Bannon / Sam Baxter / Kate Berens
| Dave Berg | William Biggs / Jane Blair | Bradley Calvert | Jesse Canedo / Tim Carr /
Jessie Clawson | Andrew Coates / Arlan Collins / Betty Spieth Croll | Deborah Eddy |
Paul Etsekson / Jennifer Ewing / Doug Exworthy | Bill Finkbeiner | Patrick Foran /
Stacey Graven / Bob Griffith | Jay Hamlin / Eric Hansen / Ellen Haberle | Joshua Heim /
Carol Helland / Jim Hill / David Hoffman | Carol Hunter / Paul Inghram | Erica Jacobs |
Chris Johnson / Greg Johnson / Nora Johnson / Emil King | Steve Kramer / Tom
Kuykendall / Luke Lamon | Suzanne Koval | Sarah Langton | Conrad Lee / Daniel
Mathis / John Matthews | Jack McLeod / Panfilo Morelli | Bob Parks | Doug Rigone |
Chris Salomone | Walter Scott / Bob Shay | Jeffrey Shupert / Alex Smith / Joan St.
Marie | Paula Stevens | Dan Stroh | John Su | Arthur Sullivan | Joe Tovar | Kevin
Wallace | Monica Wallace | Todd Woosely |





THANK YOU! QUESTIONS?

I WISH THIS WAS
A GREEN AREA
OR Dog Park

I WISH THIS WAS
A 500

I WISH THIS WAS
Owned by someone who cared

I WISH THIS WAS
an official beautiful house

I WISH
A 500

I WISH THIS WAS
NOT MY NEIGHBOR

I WISH THIS WAS
Brad Pitt's House

I WISH THIS WAS
A beer and
cigarette store

I WISH THIS WAS

I WISH THIS WAS
a pasture

I WISH THIS WAS
MINE!

I WISH THIS WAS
A hammock on
a beach

I WISH THIS WAS
THE MAN OF
MY DREAMS.

I WISH THIS WAS
A COMMUNITY
GARDEN

I WISH THIS WAS
A PLACE TO SIT & TALK

I WISH THIS WAS
not lowering my
property value!

I WISH THIS WAS