

Comprehensive Plan Policy Development – Economic Development Element

Planning Commission review of the policies primarily occurred on 3/26/15.

PROPOSED SECTION NAMES/ORDER:

1. **Business Climate** [changed from “Economic Climate”]
2. **Community Livability** [changed from “Community Livability and Economic Growth”]
3. **Education** [new section]
4. **Community Livability** [changed from “Diverse and Dynamic Places”]
5. **Planning and Infrastructure**
6. **Economic Implementation** [changed from “City Development Strategies”]

Line #	Policy	Existing Policies	Presented to Planning Commission on 3/26	Planning Commission Recommendation
	Goal	To pursue a strong local economy consistent with a sustainable natural environment and a high quality of life in order to provide: <ul style="list-style-type: none"> • Employment and other economic opportunities for residents of Bellevue and the central Puget Sound region; • Vibrant commercial areas to serve the needs of the city and region; and • A solid tax base to support local services. 		<u>To support a strong local economy with opportunities for all to prosper consistent with a high quality of life and a sustainable natural environment.</u>
	Section	Business Climate		
1	ED-1	Maintain a business climate that supports the retention and expansion of the city’s economic base.	<u>[No change]</u>	Concur
2	ED-X1	New	<u>[Add new policy:]</u> Promote local businesses and locally-produced goods.	Promote local businesses and locally-produced goods and services.

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3	ED-2	Continue to provide high quality and cost efficient city services and facilities, and promote this as one of Bellevue's outstanding economic development assets.	<u>[Revise policy to make clearer the link between evolving nature of community needs and the cost of city services:]</u> Continue to provide high quality and cost efficient city services and facilities <u>consistent with the community's priorities and growth</u> , and promote these as one of Bellevue's outstanding economic development assets.	Concur
4	ED-X2	New		<u>[Add new policy regarding innovation:]</u> <u>Foster business innovation and start-ups through development strategies and promoting digital infrastructure.</u>
5	ED-3	Develop and maintain regulations that allow for continued economic growth while respecting the environment and quality of life of city neighborhoods.	<u>[No change]</u>	Concur
6	ED-4	Maintain an efficient, timely, predictable and customer-focused permit process, conducted in a manner that integrates multiple city departments into a coordinated entity.	<u>[Revise:]</u> Continue to m Maintain an efficient, timely, predictable and customer-focused permit processes, conducted in a manner that integrates multiple city departments into a coordinated entity, <u>re-cognizing the central role of real estate development</u>	Continue to maintain Strive to provide an efficient, streamlined, timely, predictable and customer-focused permit processes, conducted in a manner that integrates multiple city departments into a coordinated entity, <u>recognizing the role of development in creating places for economic activity.</u>
7	ED-6	Consider the impacts of the city's policies regarding taxes, fees and utility rates on Bellevue's economic development goals, while recognizing the balance between economic development, the maintenance of high quality services, and the financial health of city government.	<u>[No change]</u>	Concur
8	ED-8	Recognize and consider the economic and environmental impacts of proposed legislative actions prior to adoption.	<u>[No change]</u>	Concur
9	ED-14	Work with the business community and residential interests to promote community interests and to address differences in a manner that minimizes conflict.	<u>[No change]</u>	Concur

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10	ED-11	Build on the strengths of Bellevue’s diverse residents and businesses to increase connections and relationships with other countries.	<u>[Revised]</u> Build on the strengths of Bellevue’s diverse residents and businesses to increase connections and relationships with other countries as <u>Bellevue develops into an increasingly global business center.</u>	Concur
11	ED-29	Provide city leadership and direction to maximize the business retention and recruitment efforts of Bellevue’s economic development partners.	<u>[No change]</u>	Concur
12	ED-31	Create a vision that clearly communicates Bellevue’s future as the leading Eastside employment and activity center, as a visitor destination, and as a leading American city. Communicate this image within the Puget Sound region and beyond.	<u>[Revised]</u> Create a vision that clearly e Communicates Bellevue’s <u>vision, including future as a</u> the leading regional-Eastside employment and activity center, as a visitor destination, and as a leading <u>American-global</u> city. Communicate this image within the Puget Sound region, nationally and internationally. and beyond.	<u>[Revise]</u> Communicate Bellevue’s vision as a leading regional employment and activity center, as a visitor destination, and as a leading global city. Communicate this image within the region, nationally and internationally.
13	ED-32	Develop partnerships with other organizations, such as the Chamber of Commerce, the Bellevue Downtown Association, King County Economic Development Commission, the Port of Seattle, and others, to effectively market Bellevue’s economic assets.	<u>[Delete]</u>	Concur
14	ED-34	Seek ongoing private sector guidance for the city’s marketing and development efforts, to ensure this work is on target and well connected to the city’s private sector partners.	<u>[Revise to more generally refer to city’s intent to incorporate private sector guidance in ongoing ED strategic planning, marketing and implementation.]</u>	Promote ongoing communication between City and private sector to help guide the city’s marketing and development efforts.
15	ED-35	Provide adequate resources to support a first-rate economic development program, while leveraging private sector contributions as appropriate.	<u>[Delete]</u>	Concur

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16	Section	Community Livability		
17	ED-17	Recognize the economic development benefits of city and private sector investments in urban amenities like arts and culture, open space and recreational facilities, and high quality urban design. Strengthen the city's assets in these areas as an explicit component of the city's economic development strategy.	<u>[No change]</u>	Concur
18	ED-18	Encourage high quality design and urban amenities for public and private development, maintaining development standards to recognize that a quality built environment helps attract the talented workers who will sustain economic growth.	<u>[No change]</u>	Concur
19	ED-7	Encourage an adequate supply of workforce housing that meets the needs of the city's diverse employment base.	<u>[Revised]</u> <u>Encourage development of increased supply of housing alternatives that will meet the needs of a broadening employment base.</u>	Encourage development of a range of housing opportunities to accommodate Bellevue's growing workforce increased supply of housing alternatives that will meet the needs of a broadening employment base.
20	ED-12	Develop an environment that fosters respect for all individuals and groups.	<u>[Revised and incorporating ED-13]</u> <u>Develop an environment that fosters respect for all individuals and groups and promotes equal opportunity.</u>	Concur.
21	ED-X	New policy		<u>Promote opportunities for self-sufficiency for all Bellevue residents by encouraging employers to hire people with special needs and disability.</u>
22	ED-13	Encourage and promote employment opportunities for all residents, including youth.		
23	ED-X3	New policy	<u>[New policy]</u> <u>Emphasize economic development of Downtown as a major regional center and retail destination.</u>	Concur
24	ED-X4	New policy	<u>[New policy]</u> <u>Recognize retail strength as an engine of economic activity and a magnet for visitors.</u>	Concur

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25	ED-X5	New policy	<u>[New policy]</u> Support economic development in the city's commercial areas.	Concur <i>[Staff suggests that with new policy ED-X7 below, as revised, this policy is not needed and can be dropped.]</i>
26	ED-X6	New policy	<u>[New policy]</u> Support efforts that promote tourism, hotel, retail and arts businesses.	Concur
27	ED-X7	New policy	<u>[New policy]</u> Emphasize the value of a range of commercial centers, from transit-oriented development to small neighborhood centers. Support diverse business types, local and start-ups and make neighborhoods more attractive.	Emphasize the value of a range of commercial centers to provide opportunities for a diverse range of businesses, from transit-oriented development to small neighborhood centers. Support diverse business types, local and start-ups and make neighborhoods more attractive.
28		New policy	<u>[New policy to add additional reference to the priority of supporting existing and new dynamic places as they enhance/support the city's economic vitality]</u> Cultivate development of diverse, distinctive, well-defined places that invite community activity and gathering.	Merge with ED-28
29	ED-28	Facilitate the redevelopment and re-invigoration of older neighborhood shopping centers that are experiencing decline. Work with stakeholders to transform such centers into high quality and dynamic retail/mixed use commercial areas that also provide a gathering place and sense of community for the neighborhood.	No change	<u>[Merge new policy sentence with parts of previous ED-28:]</u> Cultivate development of diverse, distinctive, well-defined places that invite community activity and gathering. Specifically, Facilitate the redevelopment and re-invigoration of older neighborhood shopping centers that are experiencing decline. Work with stakeholders to transform such centers into high quality and dynamic retail/mixed use commercial areas that also provide a gathering place and sense of community for the neighborhood. <u>Allow for flexibility to repurpose and re-use building types to accommodate new uses.</u>

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30	ED-26	Where commercial areas are in decline, work with businesses and other stakeholders to identify corrective actions, which may include: 1. Planning for new uses and new urban forms, leading to proposals for changes to the Comprehensive Plan and zoning 2. Developing incentives and other strategies to promote re-investment. 3. Targeting investments in public infrastructure that may help catalyze new private sector investment.	No Change	Concur
31	ED-27	Where a commercial revitalization effort involves significant changes to plans and regulations that may impact a residential neighborhood, develop strategies to avoid or minimize these impacts.	[No change]	Concur
32	Section	[Insert new section:] Education		
33	ED-X8	New policy	[New Policy/theme: Adults/Talent Hub] Encourage the continued investment in higher education that creates economic stimulus to local businesses, such as through research and development. Encourage accessible higher education and training opportunities that increase economic opportunity for the community.	[Merge concepts and remove “such as” statement.] Encourage the continued investment in higher education <u>and training</u> that creates economic stimulus to local businesses, such as through research and development. Encourage accessible higher education and training opportunities that increase economic opportunity for the community.
34	ED-9	Encourage the provision of a high quality primary, secondary and post-secondary public education system in Bellevue.	[Moved and revised] <u>Support, including through partnerships with existing and new institutions, the provision of a high quality primary, secondary and post-secondary public education system in Bellevue.</u>	Support, including through partnerships with existing and new institutions, the provision of a high quality primary, secondary and post-secondary public education system in Bellevue.
35	ED-X9	New policy		[New Policy:] <u>Encourage provision of life-long learning opportunities.</u>

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36	ED-10	Facilitate efforts of businesses and institutions to train workers for today's and tomorrow's jobs, and support continuing education in the community.	<u>[Moved from ED-10]</u> Facilitate efforts of businesses and institutions to train workers for today's and tomorrow's jobs, and support continuing education in the community.	Concur
37	Section	Planning and Infrastructure		
38	ED-19	Maintain and update integrated land use and transportation plans to guide the future of the city's major commercial areas and help them respond to change.	<u>[No change]</u>	Concur
39	ED-21	Continue to identify, construct and maintain infrastructure systems and facilities required to promote and sustain a positive economic climate. Anticipate needs and coordinate city infrastructure investments with economic development opportunities.	<u>[No change]</u>	Concur
40	ED-22	Provide a reliable source of high-quality water at a reasonable cost.	<u>[Suggest revising to mirror the ED aspects of other infrastructure-related ED policies, e.g.:]</u> <u>Maintain and seek to improve communications, electric utility and other infrastructure needed to support the city's commercial needs and growth of high-technology businesses.</u>	Maintain and seek to improve communications, electric utility and other infrastructure needed to support the city's economic needs and growth of high-technology businesses.
41	ED-23	Facilitate private sector efforts to implement state-of-the-art technology, including communication technology, throughout the community.	<u>[Merge with revised policy above.]</u>	Retain original policy.
42	ED-24	Maintain land use development standards within the city's commercial areas that promote high quality, aesthetically attractive development, in order to add economic value to these areas and to ensure they are good neighbors.	<u>[Delete – already covered in Land Use and Urban Design Elements.]</u>	Concur

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43	ED-33	Promote and nurture entrepreneurial development in Bellevue, by supporting efforts such as the Bellevue Entrepreneur Center and exploring ways to retain or create areas where small or emerging businesses can develop and flourish.	<u>[Possible revision/update:]</u> Promote and nurture entrepreneurial development in Bellevue, <u>including by supporting the efforts of organizations that advance entrepreneurship such as the Bellevue Entrepreneur Center and by exploring ways to retain or create areas where small or emerging businesses can develop and flourish. Engage in efforts to build the entrepreneurial ecosystem, maintain amenities that are important to the talent base, and collaborate with companies that are leaders in technology innovation. [last, highlighted sentence could be deleted?]</u>	Promote and nurture entrepreneurial development in Bellevue, including by supporting the efforts of organizations that advance entrepreneurship and by exploring ways to retain or create areas where small or emerging businesses can develop and flourish. <u>Engage in efforts to build the entrepreneurial ecosystem, maintain amenities that are important to the talent base, and collaborate with companies that are leaders in technology innovation.</u>
44	Section	Economic Implementation		
45	ED-16	Ensure that economic development strategies are reviewed regularly to be flexible and to respond to changes in the market.	<u>[Revised to support the Economic Development Strategy]</u> <u>Maintain and regularly update City Economic Development Strategy and ensure the City's focus areas and goals are forward-looking and targeted while being flexible enough to be able to respond to market changes.</u>	Maintain and regularly update City the Economic Development Strategy [Plan] and to ensure the City's focus areas and goals are forward-looking and targeted while being flexible enough to be able to respond to market changes.
46	ED-37	Consider the use of organizational and financial tools to leverage private sector resources in accomplishing the city's economic development and land use vision.	<u>[Minor revision to reference separate strategic planning work/document:]</u> <u>As part of ongoing Economic Development strategic planning, c</u> Consider the use of organizational and financial tools <u>or investments, including public-private partnerships where appropriate, to catalyze or leverage private sector and other resources to</u> in accomplishing the city's economic development and land use vision.	Concur

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47	ED-38	Facilitate economic development in commercial areas through public/private partnerships if the activity is consistent with the city's adopted policies, if there is a compelling public benefit, and if there is an acceptable level of risk.	<u>[No change]</u>	Facilitate economic development in commercial areas through public/private partnerships <u>where appropriate, as demonstrated by the following factors: (1) if the activity is consistent with the city's adopted policies; (2) if there is a compelling public benefit; and (3) if there is an acceptable level of risk.</u>
48	ED-30	Monitor the city's strengths and weaknesses for various economic sectors, and promote specific industries or industry clusters that capitalize on Bellevue's strengths and create higher paying, family wage jobs. In particular, promote the retention and recruitment of high technology and other firms that are a good fit with Bellevue's highly-educated workforce.	<u>[Revised]</u> <u>Develop, refine and implement economic monitoring to assist the City and businesses best advance the City's economic development objectives.</u>	Concur
49	ED-20	Encourage economic development in designated locations through a mix of incentives, regulations, and strategic investments that support the city's adopted plans.	<u>[Revised to add "economic and planning data, business assistance services"]</u> <u>Encourage economic development through a mix of incentives, regulations, economic and planning data, business assistance services, and strategic investments that support the city's adopted plans.</u>	Concur
50	ED-15	Cooperate and coordinate with local and regional government and economic agencies to implement the countywide economic development policies.	<u>[Merged with ED-36 and revised to be more forceful]</u> <u>Actively coordinate with local and regional government and economic agencies to develop and implement countywide and regional economic development policies.</u>	Actively coordinate with local and regional government and economic agencies to develop and implement countywide and regional <u>shared</u> economic development policies.
51	ED-5	Facilitate the collection, analysis and dissemination of information that contributes to economic activity.	Facilitate the collection, analysis and dissemination of information that contributes to economic activity, <u>anticipates economic issues, and helps to identify early action to avoid decline in the city's commercial areas.</u> <u>[Incorporate additional language moved from ED-25:]</u>	Concur

Line #	Policy	Existing Policies	Presented to Planning Commission on 3/26	Planning Commission Recommendation
52	ED-25	Work with the private sector to evaluate economic trends, opportunities and needs of key industries, with the intention of anticipating issues and taking early action to avoid decline in the city's commercial areas.	<u>[Incorporate into ED-5:]</u>	Concur
53	<u>ED-36</u>	Recognizing that Bellevue is highly interrelated to the larger regional economy, foster collaboration with other cities on the Eastside, Seattle, and the larger region to meet common marketing, retention and recruitment interests.	<u>[Revised]</u> <u>Collaborate with other cities on the Eastside, Seattle and the Puget Sound region to advance regional economic development strategies.</u>	Merge with ED-15.