

# Downtown Livability Initiative



## Advisory Committee Kick-Off

*May 15, 2013*

*6:30-8:30 pm*



# Advisory Committee

<b>MEMBER</b>	<b>REPRESENTATION</b>
<b>Aaron Laing (co-chair)</b>	Planning Commission
<b>Ernie Simas (co-chair)</b>	Transportation Commission
<b>Hal Ferris</b>	Planning Commission
<b>Erin Powell</b>	Parks & Community Services Board
<b>Jan Stout</b>	Human Services Commission
<b>Brad Helland</b>	Environmental Services Commission
<b>Trudi Jackson</b>	Arts Commission
<b>Patrick Bannon</b>	Bellevue Downtown Association
<b>Gary Guenther</b>	Bellevue Chamber of Commerce
<b>Ming Zhang</b>	Small business representative
<b>Michael Chaplin</b>	Architect
<b>Mark D'Amato</b>	Downtown resident
<b>Lee Maxwell</b>	Resident from nearby neighborhoods
<b>Loretta Lopez</b>	City-wide representative
<b>David Sutherland</b>	Downtown employer

# Operating Guidelines, Part 1

- **Membership** – Council appointment; 7 from boards and commissions; 8 from other stakeholder groups
- **Advisory Committee Charge** – Recommendations regarding potential amendments to the Downtown Land Use Code.
- **Meetings** – Mix of meetings and workshops focused in Spring and Summer 2013.
- **Reaching Agreement** – Effort to reach consensus; voting if necessary.
- **Attendance** – Limited # of meetings; no substitutes.

# Operating Guidelines, Part 2

- **Non-Committee Participation** – Oral and written comments; other opportunities for public engagement.
- **Communication with City Council, Boards and Commissions** – Committee representatives to update respective boards/commissions; Co-chairs and staff to update Council.
- **Committee Support** – City staff to manage overall process; consultant assistance for certain elements. Communication should be done through staff.

# Meeting Protocols

- **State Open Public Meetings and Public Records Acts; furtherance of open government**
- Open to the public; materials available; minutes prepared
- Advise committee to avoid back-and-forth discussions via email, conference call or other means that might constitute a quorum
- “Public Records” include to a wide range of documents, created or received, during the course of public business (see guidance in attachment)

# Project Overview

- **Targeted review of specific regulations that guide downtown development and land use activity**
- **Objectives:**
  - Better achieve the vision for downtown as a vibrant, mixed-use center;
  - Enhance the pedestrian environment;
  - Improve the area as a residential setting;
  - Enhance the identity and character of downtown neighborhoods; and
  - Incorporate elements from Downtown Transportation Plan Update and East Link design work

# Council Principles

- Series of 12 principles approved by Council on 1/23
- Built upon *What's Changed*
- Will provide guidance as project moves forward



**Downtown Livability**  
Approved January 22, 2013

**Scope and Council Principles**

Agenda Item 6

Continued from front

The over-arching purpose of this Initiative is to advance implementation of the Downtown Subarea Plan, in particular the Plan's central theme of making Downtown more Viable, Livable, and Memorable. The project will be guided by the existing vision set forth in the Downtown Subarea Plan, and work to more effectively implement the Plan. The focus is on the specific elements of the Land Use Code and related codes as laid out in the Project Scope approved by Council in September 2012, which includes strong coordination with the companion Downtown Transportation Plan update occurring in this same timeframe. However, if other related issues arise, the Council desires to hear about these and have the opportunity to refer them to this or another venue, such as the Major Comprehensive Plan Update.

**The Project Scope includes the following:**

- Amenity incentive system
- Building form and height
- Design guidelines
- NE 6th Street Pedestrian Corridor
- Light rail interface
- Downtown parking
- Vision for Downtown OLB district
- Downtown signage
- Sidewalk widths and landscaping
- Vacant sites and buildings
- Mechanical equipment screening
- Recycling and solid waste
- Vendor carts
- Range of permitted uses
- Green, energy efficient, and sustainable development forms
- The Land Use Code interface with the mobility work underway through the Downtown Transportation Plan

This is the most extensive Code update since the adoption of the original Downtown Land Use Code in 1981. In the intervening decades, Downtown Bellevue has evolved dramatically, from a bedroom suburb to a dynamic regional employment center, as well as the City's fastest growing residential neighborhood. This project should place particular emphasis on the following changes that have led to and accompanied Downtown's evolution.

Change	Principle
○ After several development cycles since the original Code adoption, it has become increasingly clear what is working and not working with development incentives.	1. Refine the incentive system to develop the appropriate balance between private return on investment and public benefit.
○ Downtown Bellevue has experienced a massive influx of new residents. This has helped create long hoped-for urban qualities, but also led to increased frictions that occur in a dense, mixed use environment.	2. Promote elements that make Downtown a great urban environment while also softening undesirable side effects on Downtown residents.
○ Downtown has seen a significant increase in pedestrians and street-level activity.	3. Increase Downtown's liveliness, street presence, and the overall quality of the pedestrian environment.
○ Through new development, Downtown has an opportunity to create more memorable places, as well as a distinctive skyline.	4. Promote a distinctive and memorable skyline that sets Downtown apart from other cities, and likewise create more memorable streets, public spaces, and opportunities for activities and events.

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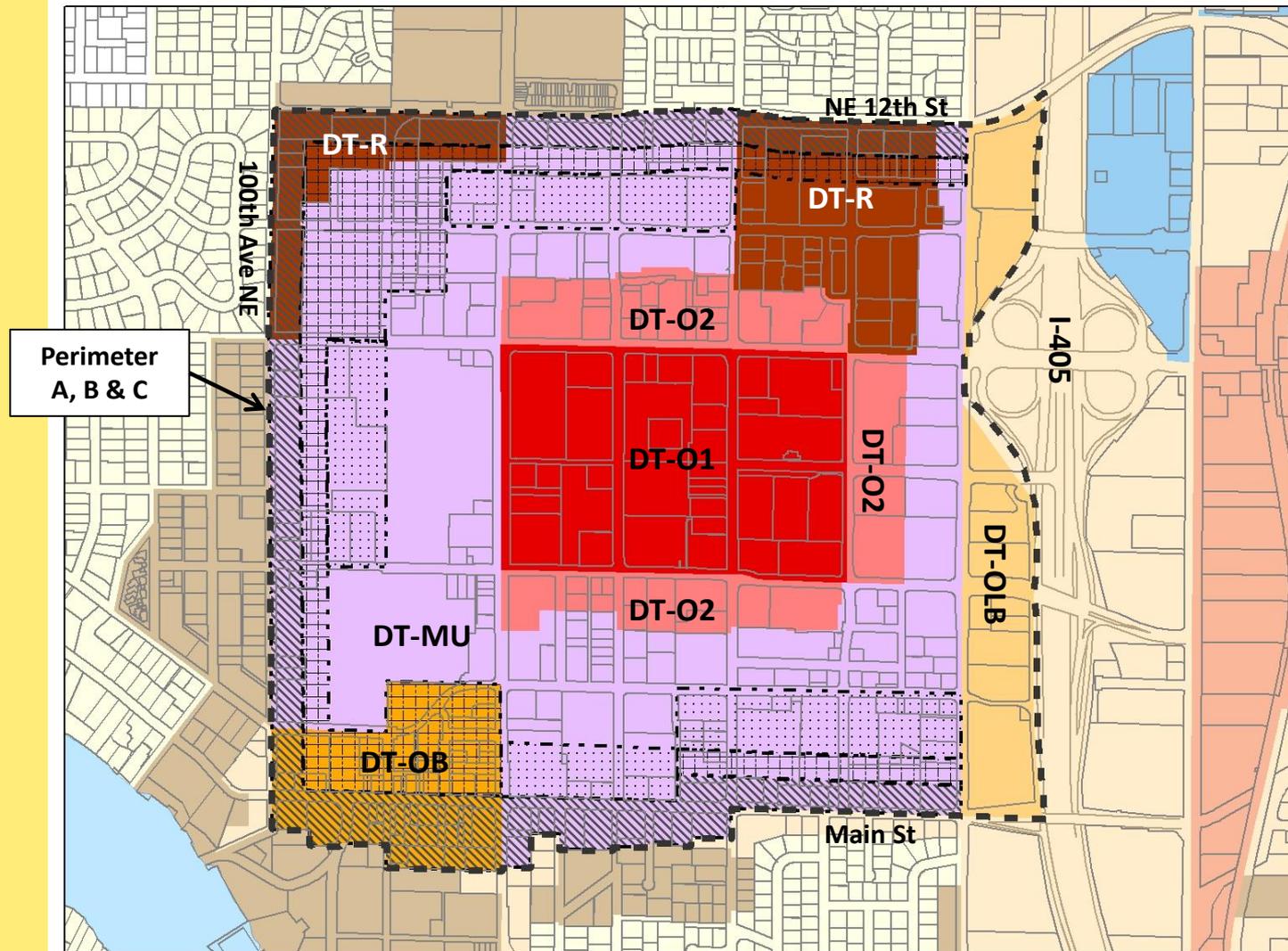
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# 21<sup>st</sup> Century Urban Centers

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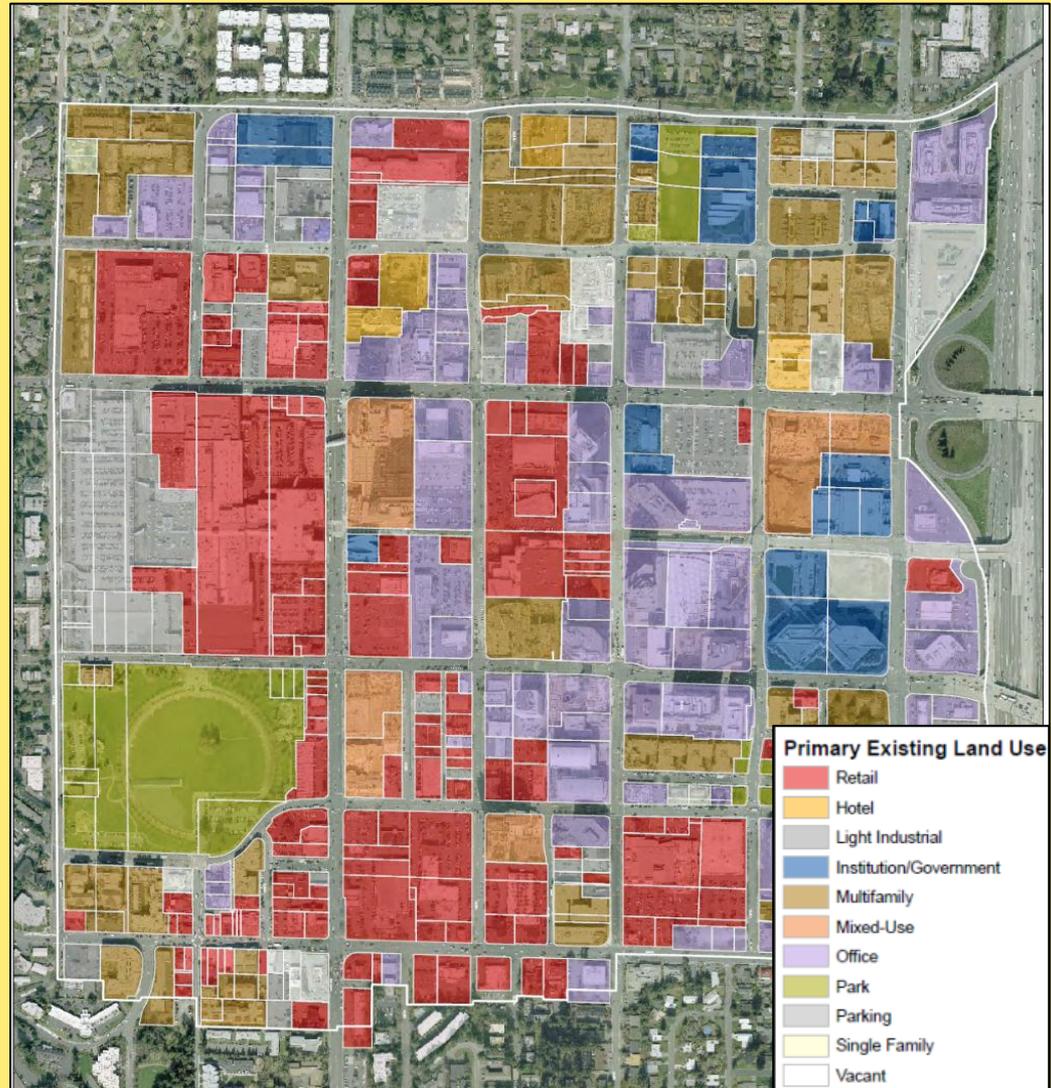
- Distinctive public realm
- Great place to live – “Live First, Work Second”
- Multiple overlapping activities
- Culture
- Mobility choices
- Green and sustainable
- Memorable

# Downtown Bellevue Study Area



# Existing Land Use

- Diverse mix of office, retail, residential, hotel, cultural and institutional uses
  - Large office concentration
  - Super-regional mall
  - Residential fastest growing sector in recent years
- Most all of Downtown is walkable from the Transit Center/108th area in 10 minutes or less
- Primarily redevelopment opportunities; very small number of vacant sites
- Virtually all new parking supply is structured/underground



# Forecast Growth

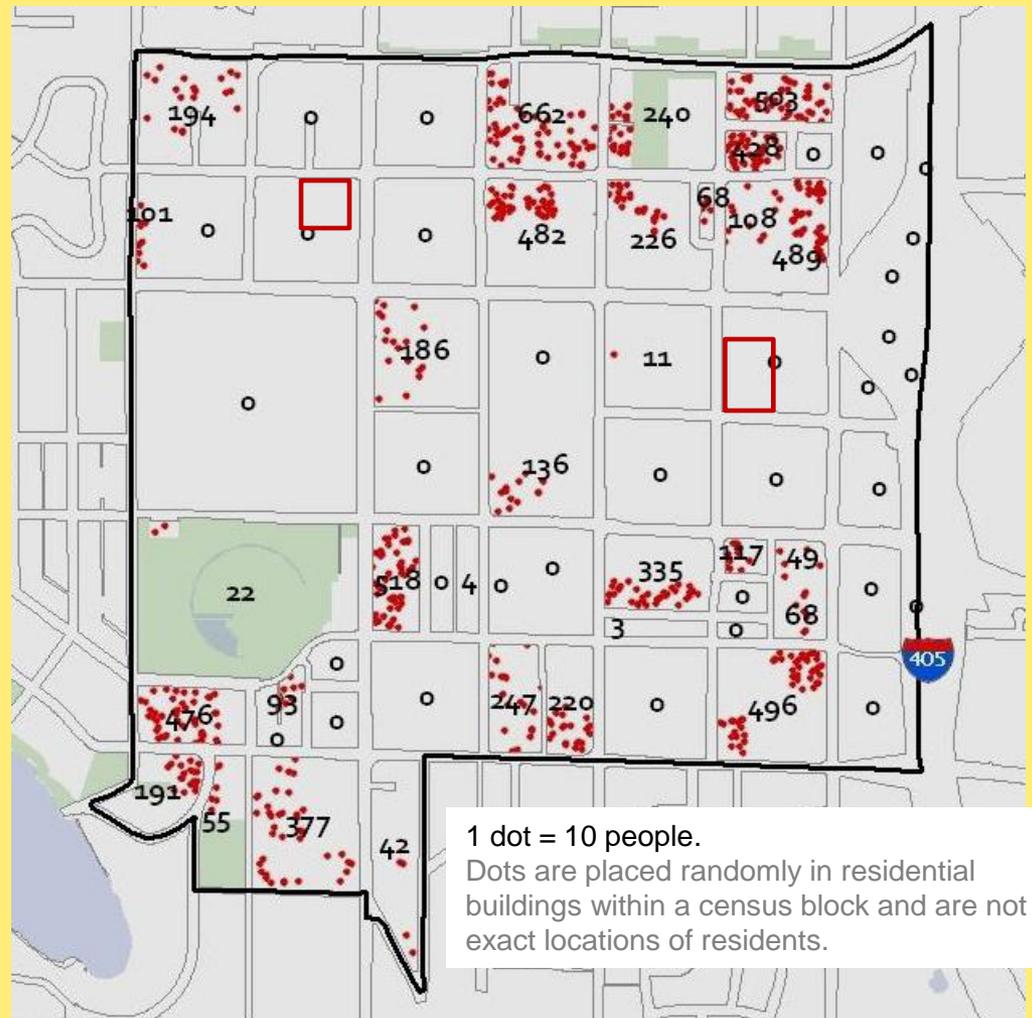


# Continued Development Per Code



# Where People Live (2010 Census)

- 2010 Downtown population of 7,147; up from 2,421 in 2000
- Population approx. 10,500 today



Source: 2010 Census

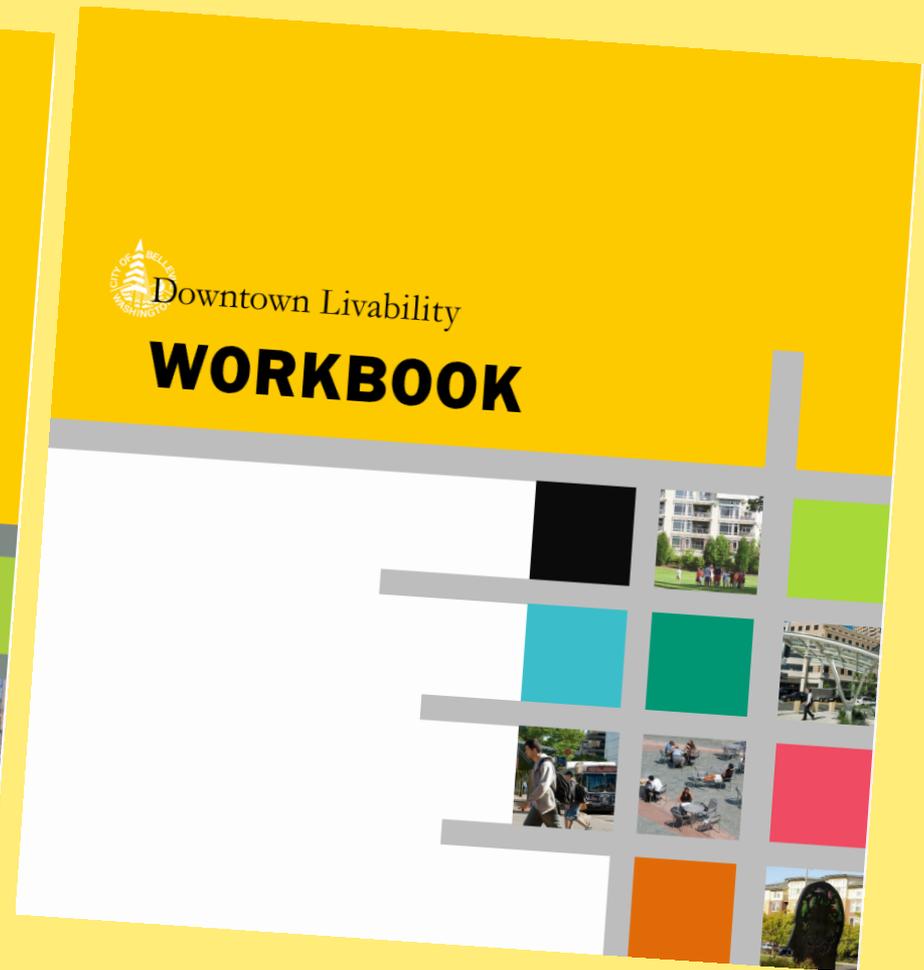
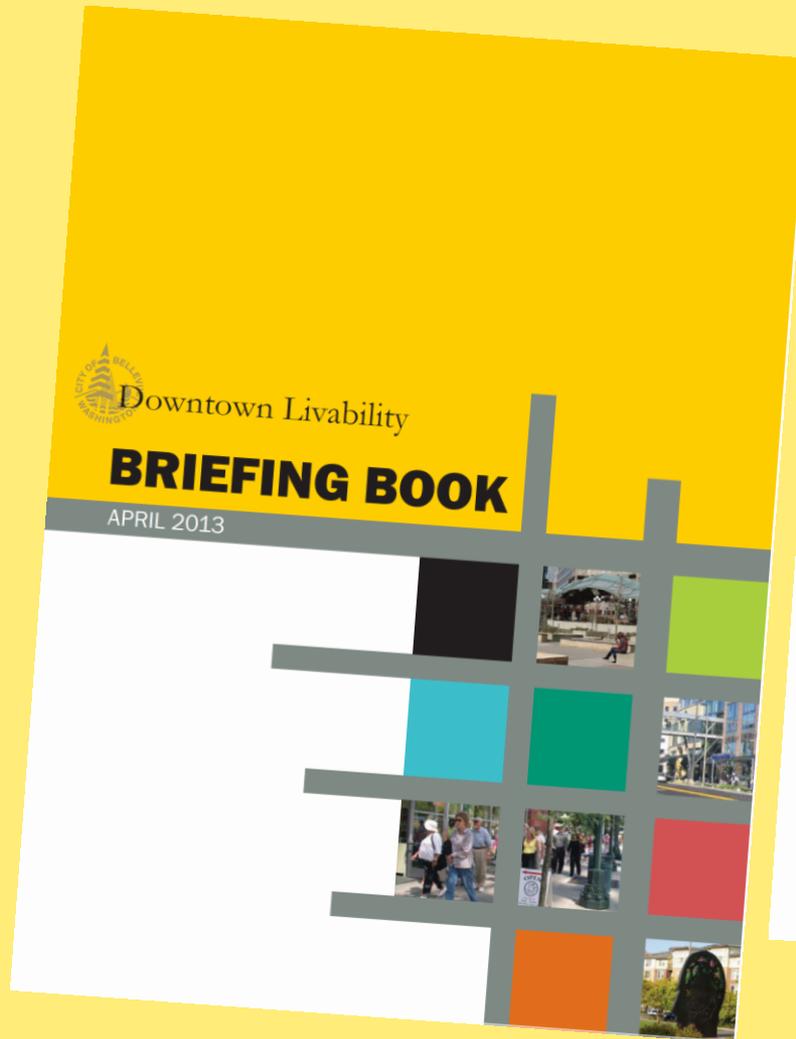
# Demographic Shifts

	Downtown 2000		Current Downtown	City as a Whole
Median age	57.3		<b>34.1</b>	38.5
Percent of population are 65 or older	43.5%		<b>15.6%</b>	13.9%
Percent with Bachelor's Degree or higher	45.3%		<b>66%</b>	61%
Percent minority race or ethnicity	19.8%		<b>43.7%</b>	40.8%
Speak language other than English at home	22.7%		<b>41%</b>	36%
Foreign born	25%		<b>36%</b>	33%

# Stakeholders

- Residents—in Downtown, near Downtown
- Tenants/employers
- Employees
- Visitors
- Developers and landowners
- City-wide residents
- Business Organizations (Downtown Association, Chamber)
- Regional interests

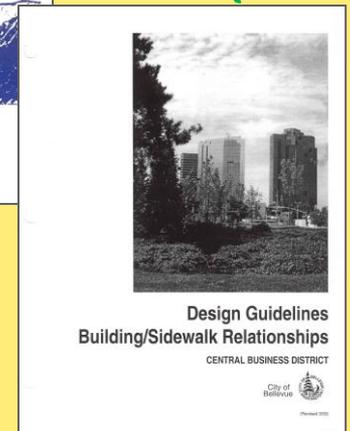
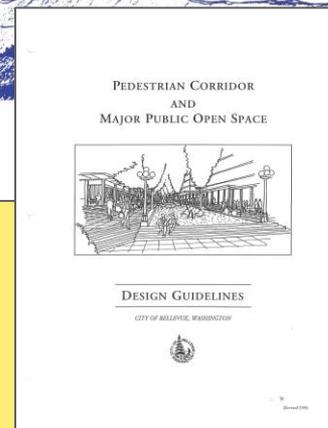
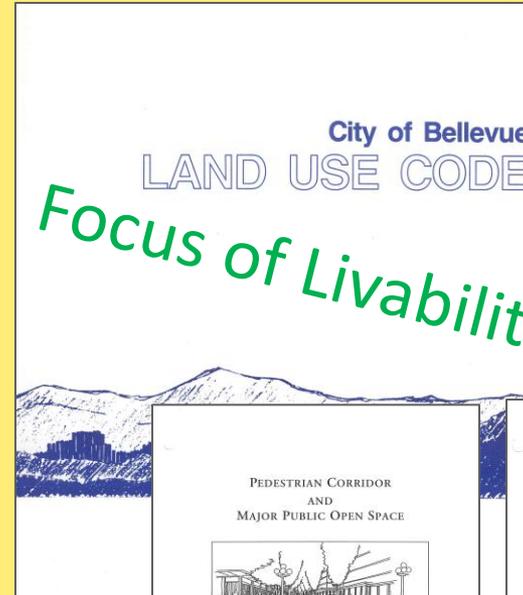
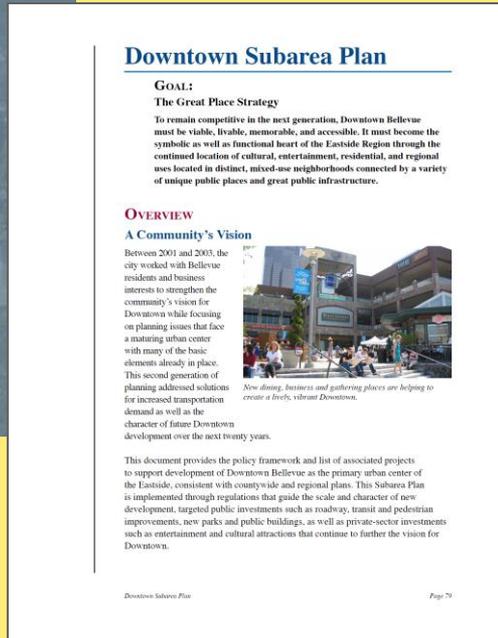
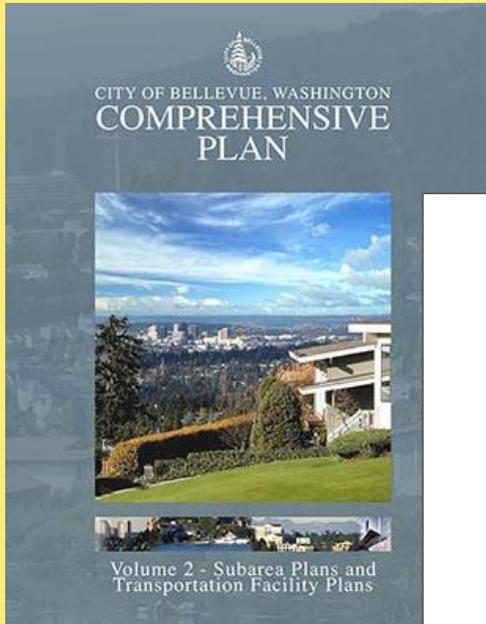
# Background Materials & Workbook



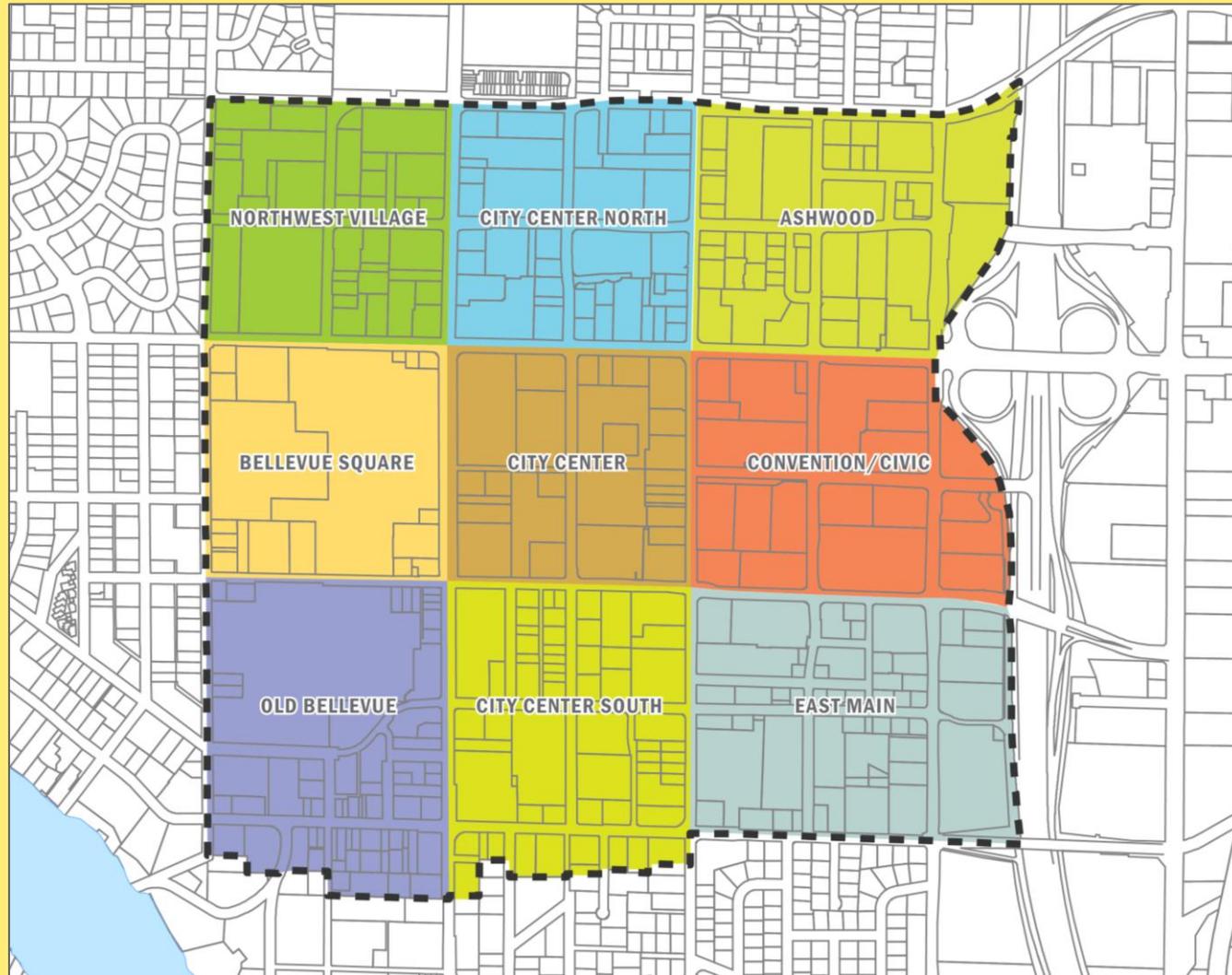
# Downtown Framework

- **Comprehensive Plan:**  
*Provides vision, goals, policies, and list of specific public projects*

- **Land Use Code:**  
*Provides regulation, guidelines, and standards for development*

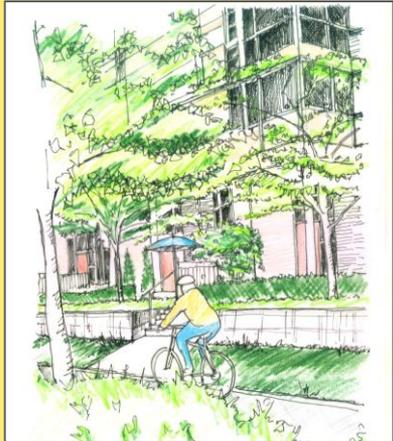
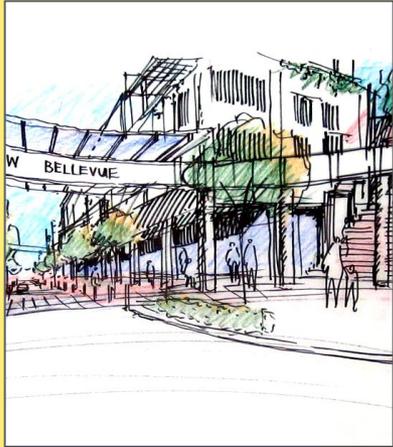


# Downtown Neighborhoods





# Design Charrette

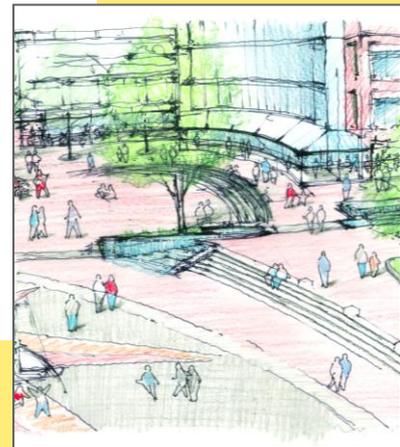
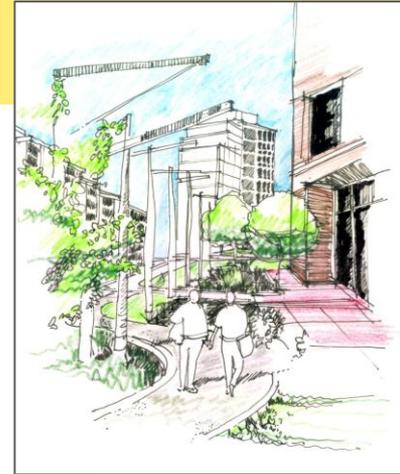


Great Ideas for a Great Place

Downtown Bellevue  
CHARRETTE SKETCH BOOK

Spring 2005

City of Bellevue   BELLEVUE DOWNTOWN  
ASSOCIATION



# Great Streets Document

## | BELLEVUE WAY NE: SIGNATURE STREET LIFE |



### ELEMENTS OF A SHOPPING STREET



Street furniture locations should be selected carefully, to provide resting places outside shops, cafes and other busy street fronts. The arrangement of seating should provide opportunities for small gathering and conversation, as well as opportunities for sitting alone.  
Image courtesy of [www.pbic.org](http://www.pbic.org)/Annie Lux



Successful retail streets encourage slower walking speeds, to promote window-browsing and shopping. Shelter, engaging facades and window displays, wide store entrances and sidewalk planting areas are common elements that encourage shoppers to linger.  
Image of Newbury Street, Boston, MA.  
Downtown Bellevue Streetscape Design Guidelines | 3.1.2

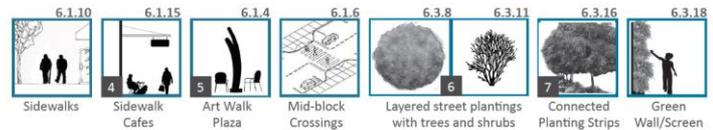
3 SIGNATURE STREETS

## | BELLEVUE WAY NE: FRONTAGE OVERVIEW |

Along Bellevue Way NE, standard frontages, art walk frontages and urban neighborhood frontages are the foundation of Bellevue's retail shopping street. An active and successful block face will include all frontage types. The frontages are supplemented with a variety of toolkit items, including themed street furniture, engaging art spaces, outdoor displays and sidewalk cafes. Each of these elements support the needs and activities of pedestrians along Bellevue Way, and can help transform the corridor into a signature shopping street.



Standard Frontage | Art Walk Frontage | Urban Neighborhood Frontage (not shown)



Downtown Bellevue Streetscape Design Guidelines | 3.1.4

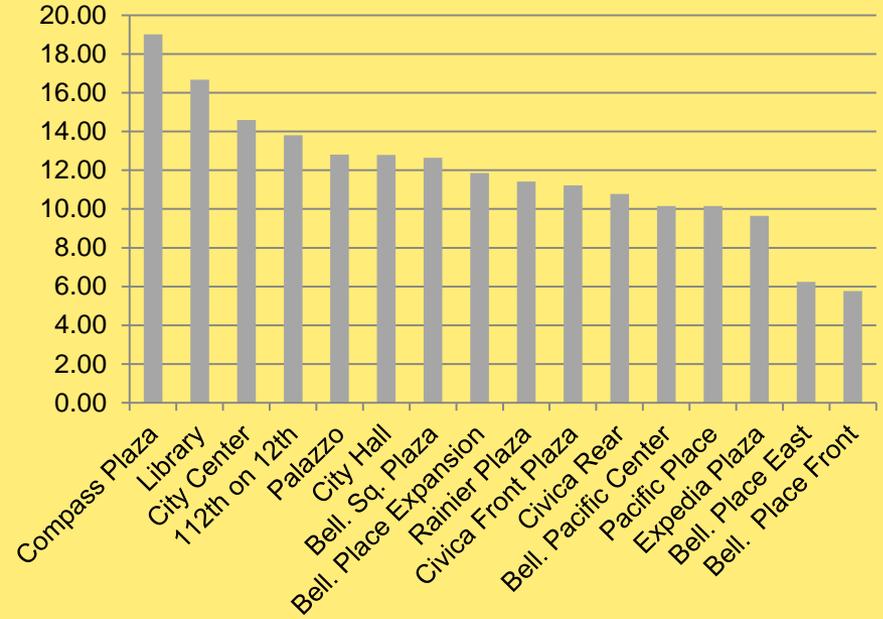
3 SIGNATURE STREETS

# Open Space Audit

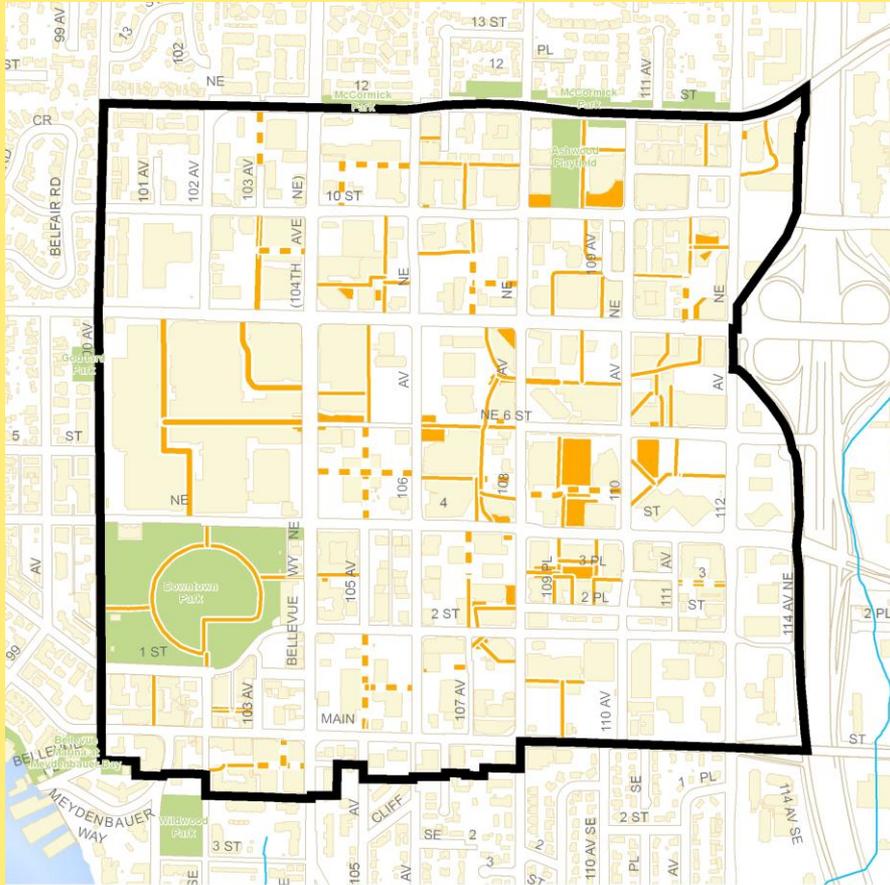
## Downtown Bellevue Open Space Assessment



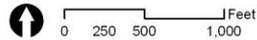
## Composite Score



# GIS and 3D Model



- Public Plazas
- Mid-block Connections
- Proposed public access\*
- Existing de facto link no formal agreement
- Existing public access
- Downtown Boundary
- ~ City Limits
- City Parks



Date: 3/20/2013 File Name: V:\pod\pdeptgis\ArcGIS\Requests\Planning\2013\_0301\_DowntownLivability\Maps\lb\_Zoning.mxd

Source: City of Bellevue PCD Department



# Major Public Engagement Events



# Focus Groups

## FOCUS GROUP GUIDE

Downtown Livability Initiative

March 2013



- 1 Amenity Incentive System
- 2 Building Height and Form
- 3 Quality of the Built Environment
- 4 Pedestrian Realm
- 5 Vision for OLB District along I-405
- 6 Downtown Parking Supply
- 7 Other Code Update Elements



## Downtown Livability Focus Groups

### COMMENT CARD

March 2013



**THANK YOU FOR TAKING TIME TO PROVIDE COMMENTS**  
Comment cards can be dropped off with City staff or scanned and emailed to [downtownlivability@bellevuewa.gov](mailto:downtownlivability@bellevuewa.gov) through March 22, 2013. Additional focus groups will be conducted later in 2013. If you'd like to be added to the interested parties list for this project, please provide your contact information.

Name: \_\_\_\_\_ Email: \_\_\_\_\_ Phone: \_\_\_\_\_

#### PLEASE HELP US IN ANSWERING THE FOLLOWING QUESTIONS:

What are the top 3 things that Bellevue needs to make Downtown more livable for residents, workers, and visitors?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

#### Please see accompanying FOCUS GROUP GUIDE for project information

##### Amenity Incentive System

What's working well and not working well? Do you have specific examples?

\_\_\_\_\_

\_\_\_\_\_

What should be the key considerations when analyzing this topic?

\_\_\_\_\_

\_\_\_\_\_

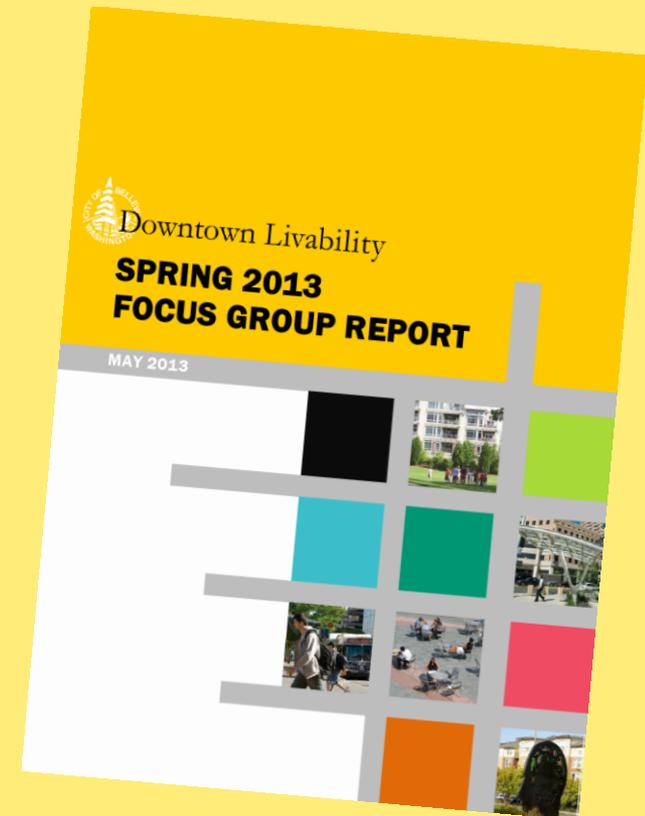
What suggestions do you have for change?

\_\_\_\_\_

\_\_\_\_\_

# Focus Group Report

- Eight sessions held in March; 18 different focus groups representing range of stakeholder groups
- 125 individuals; a number of people attending multiple sessions
- Themes arranged by major topical area and sub-topic
- Full set of focus group notes (for all 18 break-out groups) and other comments included in the documentation

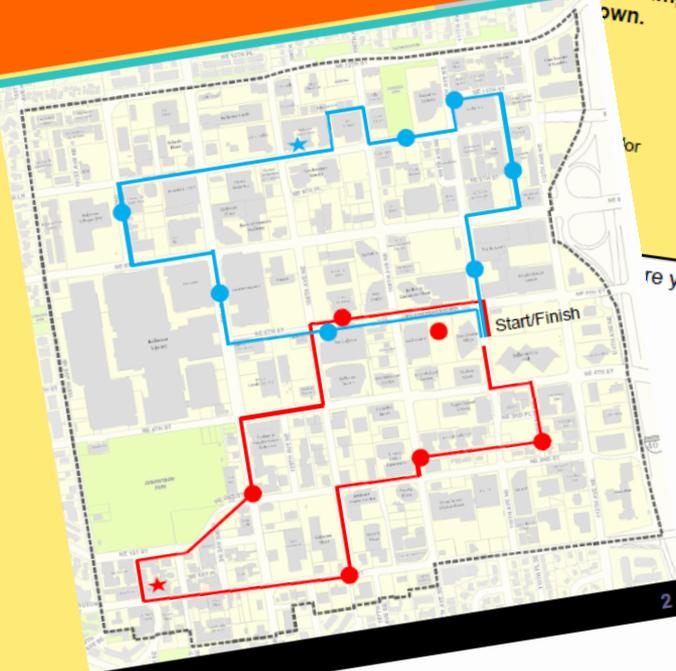


# Walking Tours

## Walking Tour

### • Tour Route

- North Route 
- South Route 
- Coffee  
- Points of Interest  



Downtown Livability

the implementation of the vision in the Subarea Plan for a more Viable, Livable, town.

- Sidewalk width and landscaping
- Vacant sites and buildings
- Mechanical equipment screening
- Recycling and solid waste
- Vendor carts
- Range of permitted uses
- Green, sustainable development
- Transportation Plan Update mobility recommendations

re your priorities or interests:

Name: \_\_\_\_\_  
Email: \_\_\_\_\_



# Proposed Month by Month Schedule

Date	Focus of Meeting
May 15	#1 Advisory Committee Orientation
June 19	#2 Review of Audits/Formalize Objectives
June TBD	#3 Alternatives Workshop
	<b><i>Open House; 2nd Round of Focus Groups</i></b>
July 17	#4 Alternatives Review
August 21	#5 Alternatives Refinement
September TBD	<i>Possible Workshop</i>
September 18	#6 Begin to Formalize Set of Recommendations
October 16	#7 Finalize Committee Work/Prepare Transmittal to Council
November 2013	Begin Planning Commission Review
Spring 2014	Target for PC Transmittal of Recommendations to Council

DRAFT - TO BE REVISED

