



Date: January 25th, 2018
To: Wilburton Commercial Area Citizen Advisory Committee
From: Bradley Calvert (425-452-6930, bcalvert@bellevuewa.gov)
Project Manager for Wilburton - Grand Connection Planning Initiative
Department of Planning and Community Development
Subject: February 1, 2018 Citizen Advisory Committee Meeting

Committee Members,

Enclosed you will find your February meeting packet. The meeting is set for Thursday February 1, 2018. We will begin at 6:00 p.m. in Room 1E-108 at Bellevue City Hall. The meeting will be co-chaired by Jeremy Barksdale (Bellevue Planning Commission) and Lei Wu (Bellevue Transportation Commission).

I hope that you all had a wonderful holiday break. At the February meeting we will be establishing a significant milestone. Following some delays on the Draft Environmental Impact Statement (DEIS), we will be publishing the DEIS on February 1, 2018. This is significant as the Committee can now review the impacts of many of the concepts discussed thus far, leading us to the selection and refinement of a preferred alternative.

In preparation of selecting and refining a preferred alternative, staff will provide the Committee with a briefing on some of the important findings from the DEIS, as well as an overview on how to read, evaluate, and mitigate some impacts. This will also include a discussion on the process for the DEIS and selecting a preferred alternative. The Committee will be provided with a copy of Chapter 2, which summarizes the alternatives, at the meeting along with a link to the full DEIS.

Preceding the DEIS discussion we will finalize and adopt the Affordable Housing Principles, similar to the Design Principles. Included in your packet are the modified Affordable Housing Principles based on comments received from Committee members and the last meeting discussion. Please come prepared to offer any additional modifications and to adopt a final version. In addition to the Affordable Housing Principles, the Committee Co-chairs will lead a discussion on the Transmittal Letter that will preface the final vision report. The letter is included in this packet, and the Co-chairs have solicited input prior to the meeting. Please come prepared to contribute to this letter as it will precede the final vision report and establish the foundation of principles that will frame the final vision.

Also included in this packet are your final Design Principles based on the edits discussed at the last meeting. These principles will move forward as part of the final vision, but can always be amended if motioned by a Committee member. Please note that the meeting minutes from the December 7th meeting are not in this packet due to technical challenges, and will be provided in the March packet.

Included with this letter are the following meeting packet materials:

- Co-chair Final Vision Transmittal Letter
- Affordable Housing Principles
- Adopted Design Principles
- Presentation from the December 7, 2017 Meeting

If you have any questions or need clarification between now and the meeting, please do not hesitate to contact me. As outlined, this will be an important meeting as it moves us close to selecting and refining the preferred alternative for the final vision.



Citizen Advisory Committee Meeting

Thursday, February 1, 2018

6:00 - 8:00 p.m. Room 1E-108

Bellevue City Hall - 450 110th Avenue NE

Agenda

6:00 p.m.

1. Call to Order and Approval of Agenda

Co-chairs Barksdale and Wu

(Motion to approve)

2. Approval of minutes of December 7, 2017 meeting

(Motion to approve)

3. Communication with Boards, Commissions, Stakeholders, Public and Meeting Updates

4. Public Comment

Limit to 3 minutes per person

6:15 p.m.

5. Transmittal Letter Discussion

The Committee will discuss the draft of the Transmittal Letter for the final vision report.

6:40 p.m.

6. Affordable Housing Principles Adoption

The Committee will offer final review and comments of the Affordable Housing Principles and adopt.

Motion to adopt

7:00 p.m.

7. Overview of Draft Environmental Impact Statement

Staff and consultants will provide an overview of the Draft Environmental Impact Statement including process, instructions to review and comment, and some of the important impacts in advance of selecting and refining a preferred alternative.

8:00 p.m.

8. Adjourn

Project website located at <https://planning.bellevuewa.gov/planning/planning-initiatives/wilburton-grand-connection/>. For additional information, please contact the Wilburton - Grand Connection project manager: Bradley Calvert (425-452-6930), bcalvert@bellevuewa.gov. Meeting room is wheelchair accessible. American Sign Language (ASL) interpretation available upon request. Please call at least 48 hours in advance. Assistance for the hearing impaired: dial 711 (TR).

February 1, 2018

The Honorable Mayor John Stokes
Members of the Bellevue City Council
450 110th Ave NE
Bellevue, WA 98004



RE: Citizen Advisory Committee Recommendation - Wilburton Commercial Area Land Use and Transportation Project

Dear Mayor Chelminiak and City Council Members:

It is with great pleasure that we, on behalf of the entire Wilburton Commercial Area (“Wilburton CA”) Citizen Advisory Committee (“CAC”), present to the City Council the committee’s recommendation for the Wilburton Commercial Area Land Use & Transportation Project. Since February 2017, the CAC has examined this area in depth, developed and evaluated alternative courses of action, and produced a land use, urban design, and transportation vision that will guide development in the area through 2035. We believe this vision is the right fit for the area, and promotes a desirable but realistic evolution in land use and urban design supported by implementable transportation solutions.

Our vision is that the Wilburton Commercial Area is Bellevue’s next urban mixed-use community that enhances livability, promotes healthy living, supports economic vitality, and serves the needs of a diverse population. As Bellevue’s cultural and innovative hub, it serves as a regional and international destination that connects people and fosters community by leveraging its existing assets to define a unique sense of place and character.

Throughout the remainder of this letter, we will outline foundational conclusions, provide key discussion points, and highlight recommendations for how to best proceed toward implementation in the Wilburton Commercial Area.

Conclusions

Over the course of approximately a year, the Citizen Advisory Committee followed an envisioning process--guided by the Council Principles--to explore future possibilities within the boundaries of the defined study area. Understanding the process, principles, and study area serve as the base context for our conclusions, discussion, and recommendations.

Throughout the process, we engaged a variety of stakeholder groups--property owners via a dedicated panel and the public via online surveys and open houses. Additional opportunities exist to engage a broader and more representative set of the community that we did not have time to explore. We believe doing so is an important next step and provide recommendations in the respective section of this letter.

During the course of our work, we learned much about the area, including key strengths and challenges within and outside of the study area. This understanding was invaluable in reaching conclusions and recommendations that are appropriate for the corridor. The following are among our more significant observations and conclusions.

Demographics. The Wilburton Commercial Area has the opportunity to primarily serve a young professional, entrepreneur, artist, and multicultural population as well as the Wilburton residential community. The demographics and community survey data, the multi-modal features, and nearby areas suggest that these groups would most benefit from the Wilburton Commercial Area because they prefer living in a dense setting with a mix of residential dwellings and engage in a range of day to night activities. Also, these populations are not currently sufficiently served in Bellevue. While the aforementioned populations are the primary target demographic, the low income and aging in place populations are implicitly a target given their priority for the city. We believe serving the primary and mandatory target populations are achievable within the commercial area.

Placemaking. The Wilburton Commercial area provides an opportunity for an engaging mixed use urban experience for the community as well as economic advantages. Current land use codes and zoning regulations do not allow for the vision desired for the Wilburton Commercial Area. Property owners have noted the need for enough flexibility, height, and density to incentivize the redevelopment necessary to achieve the vision for the Wilburton Commercial Area. The CAC has studied how we may allow for the appropriate height and density needs key to encouraging development, while ensuring Wilburton has a unique character and complements surrounding areas. Consistent with the Council Principles, the CAC preferred a height and density distribution that focused the greatest intensity at the heart of the study area and the convergence of the ERC, GC, and light rail. The urban development pattern recedes in intensity moving towards the Wilburton Hill neighborhood and Botanical Garden,

respecting the surrounding context and creating a gentle density transition. Nodes to the north and south of the study area responds to the surrounding context of East Main Station and the Spring District.

Civic space. The core of the commercial area is a civic space--central to key amenities and natural features--where social and economic exchanges that build community occur. The commercial area offers a network of smaller public spaces that promote engagement and an active lifestyle. Its inherent natural features--changing topography, water and wetlands, open space, and views--add to the unique characteristics envisioned for the area.

Transportation. By providing a multimodal transportation system, we prioritize people over cars--ensuring the area is walkable and well connected with generous pedestrian space on streets, activated alleys, and a network of pedestrian and cycling paths. The Eastside Rail Corridor will be active and green, serving as a regional non-motorized corridor with the opportunity for trail oriented development. Three light rail stations will serve the commercial area acting as the backbone for Bellevue and the region--moving people in and out of the area. Well designed streets will allow people to safely engage in public spaces and easily move across existing barriers (viz., I-405 and NE 8th St.).

Economic and market analysis. The Wilburton Commercial Area is within a strong major employment center, projected to capture significant office and housing demand. Major employers including healthcare providers, REI, and GIX are expected to serve as long-term economic engines in the area as well as providing community benefits. Local businesses and restaurants provide interesting and authentic experience and express distinctive ethnic cultures. Artists and creative energy blossom. Furthermore, the area will provide strong support to Bellevue's role as an innovation and technology center by place making.

Design. The CAC reviewed case studies that have similar challenges and opportunities to the Wilburton Commercial Area. In addition, we developed vision and policy design statements guiding the area into a destination with its own niche. We envision a neighborhood separated by major highways successfully reconnected via the ERC and grand connection; transit hubs spur growth and redevelopment; trail oriented development helps to make trail crossings fun places in addition to serving a variety of traveling modes. The neighborhood is walkable with well-connected streets and alleyways that promote generous and interesting space for people. Builds are designed at the human level, inviting and welcoming. Community facilities contribute to the health, diversity, and equity of diverse population groups.

Rewarding flexibility via the Amenity Incentive System. The CAC discussed the Amenity Incentive System for the Wilburton CA-- as a tool to encourage development consistent with the vision for the area. Urban amenities should be required for increased height and density. Additionally, we desire a flexible Amenity Incentive System that ensures incentives align with market demands and amenities based on a periodic assessment of alignment between completed development, permits, and remaining needs to realize the vision for the commercial area.

Discussion

In this section, we highlight key discussion points (e.g., between the CAC, public, and property owners). These are opportunities for further investigation by other commissions and staff.

Which demographic(s) to target. The CAC had quite a bit of discussion about who the area should serve. Specifically, discussion centered on determining to what extent we think about accommodate young professionals, cyclist commuters, and which types of affordable housing and related services should be provided in the area (e.g., low income, workforce, transition, aging-in-place). However, one top unmet need highlighted in the public survey is affordable housing for young people and seniors to help with workforce housing and aging in place. While all demographics are important to the Bellevue community, targeting specific demographics for the Wilburton CA will allow for providing better amenities and services than attempting to address all demographics.

Density at transition areas (Downtown, Spring District). The CAC discussed how closely the height and density along the east and north perimeter should align with the height and density along the Downtown and Spring District perimeter. Property owners desired higher density to provide continuity from the adjacent areas. However, the CAC preferred a height and density that acknowledged the Wilburton CA was uniquely different and mitigated the feeling of a tunnel between the adjacent areas.

Multi-modal transportation on 116th. The CAC agreed that more right-of-way should be used for serving pedestrians and cyclists because we envision a grand boulevard for 116th. The CAC discussed the extent to which right-of-way should be provided for cyclists and pedestrians in the context of available cross section space to serve all modes of travel. The CAC recommends a wide shared pedestrian and bicycle area behind curb, which provides a buffer between cyclists and cars. The rest of the cross section still serve cars well with two vehicular lanes in each direction albeit narrower than 12 foot, and a median of either landscape or turn lanes for access to developments.

Eastside rail corridor crossing. Discussion around whether NE 8 and NE 4th streets have above grade vs at grade crossings. The segment of ERC between NE 8th Street and NE 4th Street is envisioned to be an urban trail which spurs trail oriented development and make this segment a special place for trail users and the general public alike. Both trail crossings at NE 8th Street and NE 4th Street have similar conflicts between land use/pedestrian crossing and vehicular flow, the conflicts at the NE 8th Street crossing are more pronounced. The CAC has a strong interest in activating land use around those two trail crossings while some members have shown concern for vehicular congestion along NE 4th Street and NE 8th Street. The majority of the CAC favored at-grade crossings because they are conducive to trail oriented development and placemaking around those two crossings. At the same time, the CAC recognizes that they would result in more delay for motorists along NE 8th Street and NE

4th Street and trail users. Another factor is that bridges are much more expensive than traffic signals required for at-grade crossings. The property owner for XX through commissioning an engineering firm, showed their support for an at-grade crossing at NE 4th Street.

NE 6th extension. The CAC recommend an option that is different from the one resulted from the City's previous study. The CAC recommended extending NE 6th to 116th Avenue NE because the CAC realizes the benefit of extension to 116th Avenue NE including improving transit connections between Downtown and the area east of I-405 and moderating vehicular speed on 116th Avenue NE. This option also eliminates major drawbacks related with the option recommended in the City's previous study, extending to 120th Avenue NE. First, a high structure, about 22 to 24 feet, over 116 is needed in order for the extension to reach 120th Avenue NE. Second, it is expected to attract a fair amount of pass-by traffic going through the Wilburton Commercial Area.

Closing

The committee members all appreciate this opportunity to have worked on this project, and are honored to have been selected for committee participation. We take seriously the trust you placed in us when you handed us this important assignment. We also greatly appreciate the project principles developed by Council at the project outset, as they were instrumental in guiding our efforts and helping us stay true to our mission. Finally, we want to thank Mayor Chelminiak for serving in the role of Council liaison to our committee, and for her helpful insights offered in that capacity.

We hereby formally transmit our final report and recommendation to you, and ask that you accept it and initiate the implementation stage by forwarding it to the appropriate commissions.

Sincerely,

Lei Wu
Citizen Advisory Committee Co-Chair
Member, Transportation Commission

Jeremy Barksdale
Citizen Advisory Committee Co-Chair
Member, Planning Commission



MEMORANDUM

To: Wilburton CAC Members

From: Bradley Calvert, Program Manager, PCD
Michael Kattermann, Senior Planner, PCD
Arthur Sullivan, Program Manager, ARCH

Date: REVISED December ~~7~~⁸, 2017

Subject: Revised Draft Policy Statements on Affordable Housing

~~At two previous CAC meetings, staff has presented information about the need for affordable housing, existing programs to address the need, and Bellevue's Affordable Housing Strategy approved by City Council in June 2017. The purpose of the briefings was to inform the CAC's discussion regarding affordable housing in the future redevelopment of the Wilburton study area. Following the presentation at the October 5 meeting, the CAC discussed how and where to include affordable housing.~~ The following draft policy statements are intended to capture the CAC's discussion on December 7, 2017. These statements will be refined based on ~~the discussion and direction~~ additional comments from the CAC ~~at the December 7~~ prior to the February meeting.

GENERAL:

This policy section addresses overall characteristics of affordable housing including the quality of development, livability and context within the study area.

1. Create affordable housing that helps address the anticipated needs in Bellevue and in particular, the needs of those that live or work in the study area. ~~(e.g. hospital support staff, retail salespeople, teachers)~~
2. Create affordable housing that is an integrated component of the neighborhood.
3. eEncourageing a mixture of rental and ownership housing opportunities such as attached residential types (e.g. townhouses, condominiums), and amenities that provide affordable options targeted to the needs of different demographic and socio-economic groups including, but not limited to, low-income seniors, single parent families, ethnicities, abilities, for first time buyers and residents seeking to downsize.
4. Establish culturally-relevant amenities that foster deep inclusion across communities of difference living in affordable housing to minimize diversity segregation.

LAND USE:

This policy section provides a foundation for land use regulations in this area to encourage and incent a diversity of types and affordability of housing.

3-5. Land use regulations should encourage the development of a range of multi-family unit sizes and affordability levels. Approaches could include:

- a. allowing the use of floor-area-ratio standards rather than dwelling units per acre;
- b. reducing required parking ratios for micro apartments (self-contained living units less than 400 square feet) located within the 10-minute walkshed of light rail stations;
- c. establishing a policy framework for creating a bonus/incentive system (similar to BelRed), including:
 - affordable housing as the initial and primary public benefit;
 - using density bonuses to strongly incentivize housing affordable to people earning 80% or less of area median income;
 - prioritizing the construction of affordable units within market rate housing developments over forms of alternative compliance such as in-lieu fees.
 - Culturally-relevant amenities that foster deep inclusion across communities of difference living in affordable housing.

~~d. a encouraging a mixture of rental and ownership housing opportunities such as attached residential types (e.g. townhouses, condominiums) that provide affordable options for first time buyers and residents seeking to downsize.~~

Committee Member Comment: “Can we clarify low income and very low-income households? What percentage of median income do these groups fall into? I would like to see more specific numbers so that developers will need to follow them.”

LEVERAGE PUBLIC RESOURCES:

This policy section addresses the ways in which the city’s resources beyond regulatory tools can be leveraged to create more housing and affordable housing with greater levels of affordability.

4-6. Develop affordable housing on public and non-profit owned land that is appropriate for residential uses, with an emphasis on the following:

- a. Partnering with affordable housing providers to develop all of the surplus, city-owned 120th site (former Porsche dealership) and a portion of the city-owned Lincoln Center site properties for affordable housing;
- b. Maximizing opportunities for development of affordable housing, especially for low- and very low-income populations, near light rail stations and bus rapid transit stops;
- ~~c. Dedicating a portion of housing affordable to low-income seniors;~~
- ~~d. c. Providing public spaces and amenities that are accessible and welcoming to all populations and attractive to the broader community (e.g. Capitol Hill light rail station plaza/amenities).~~
- ~~e. Encouraging goods and services that meet the needs of the community, particularly any special needs of affordable housing residents;~~
- d.

- f.e. To maximize opportunities for very low and low income households, consider ways to utilize local resources such as discounted land cost and funding to leverage with non-local affordable housing resources;
- g.f. Seek input on the design and uses of public spaces and amenities from potential users of the facilities.

5.7. Update Multi Family Tax Exemption (MFTE) program for the Wilburton area, including:

- a. Expanding the “residential targeted area” to encompass the entire Wilburton study area;
- b. Combining the MFTE provisions with any land use incentive program to maximize affordability levels available.

OR

- ~~b. Applying MFTE independent of affordable units resulting from land use incentives.~~



MEMORANDUM

To: Wilburton CAC Members

From: Bradley Calvert, Community Development Program Manager, PCD

Date: February 1, 2018

Subject: Design Principles

At our previous meetings we developed and refined the draft Design Principles for the Wilburton Commercial Area. The attachment reflects the approved and adopted changes per the December 7, 2017 Citizen Advisory Committee meeting.

Wilburton Commercial Area Citizen Advisory Committee Design Statements

Buildings

1. High rise building design should pursue opportunities to create unique and iconic forms that develop a distinct skyline and unique aesthetic for the Wilburton Commercial Area.



2. Building design should pursue strategies to mitigate the scale of massing and bulk. Such strategies should include modulation and variation of facades through massing forms and materiality.



3. Podiums and associated high rises should establish continuity in design, but also clear definition so that the podium relates to the pedestrian scaled environment. Podium designs should establish a scale and aesthetic relationship with the surrounding streetscapes, pedestrian realms, and from parcel to parcel.



4. Buildings should develop a complex palette of materials that provide layering, texture and depth. Buildings should avoid a repetitive "stacking" of materials as it increases in height.



5. Street level facades should incorporate human scaled materials such as masonry, wood, or other materials that provide a scale and granularity that relates to the pedestrian environment and creates texture.



6. Consider and preserve opportunities for territorial view, views from the Eastside Rail Corridor, and views to Downtown Bellevue.



7. Buildings should provide urban amenities such as continuous weather protection, public plazas and open space, integrated and public art,

outdoor seating and lighting, and references to Wilburton specific history and heritage.



8. All above grade parking must be screened with active uses along streets. Active uses include commercial and retail activity, or residential.



9. Cohesion and transition between the study area and surrounding neighborhoods and amenities that respect the existing context should be incorporated.



10. Provide adequate separation in high-rise development that encourages sunlight, mitigation of shade and shadow, and creates opportunities for territorial views. Separation can be achieved through separation, variation in floorplate size, and unique forms in design.



11. Roof forms that are identifiable, unique, and create a visually dynamic skyline.



12. Consider the environmental implication of materiality and form, such as sunlight reflectivity to the public realm as well as the environmental performance of the development including daylighting.
13. Encourage transparency at the street level and visibility to active uses.



14. Create active and engaging facades that activate the pedestrian realm, including operable storefronts and engaging ground level configurations.



15. Building designs should welcome and express a diverse cross section of users, representative of Bellevue's population as well as its desire to be a multi-cultural destination and inclusive community.
16. The transition areas between 120th Avenue NE and the Wilburton Hill Neighborhood, and Main

Street and the Wilburton Hill Park should incorporate vegetated buffers and upper level building setbacks.

17. Variation in tower setbacks should be encouraged to provide visual interest of tower placement and form along key corridors such as 116th Avenue NE, NE 8th Street, and the Eastside Rail Corridor.
18. Along NE 8th Street buildings should provide setbacks from the podium and for high rises to maximize sunlight and views, while mitigating shade and shadow. As building height decreases to the east a single setback from the podium is sufficient.
19. Variation in tower setbacks should be encouraged to provide visual interest of tower placement and form along key corridors such as 116th Avenue NE, NE 8th Street, and the Eastside Rail Corridor.
20. Along 116th Avenue towers should provide a setback from the podium while employing

façade variation, modulation, and tower placement to create visual interest.

21. North of NE 8th and south of NE 4th Street buildings should provide lower level setbacks from the podium and for the tower massing to maximum sunlight, views, and mitigate shade and shadow and to preserve the natural and recreational qualities of these segments of the Eastside Rail Corridor.
22. Between NE 8th and NE 4th Streets, where the Eastside Rail Corridor is most urban, buildings should provide a mix of tower and podium setbacks for visual interest and provide sunlight to the trail. Facades should employ active uses to encourage connectivity and activity on the Eastside Rail Corridor while preserving a human scale to the pedestrian and cyclist environment.
23. Podium heights along the Eastside Rail Corridor should have sensible limits to enrich the pedestrian experience.

Wilburton Commercial Area Citizen Advisory Committee Design Statements

Parks, Open Space, and Public Space

1. Design of public space should be welcoming to all of Bellevue's diverse population. Designs should not reflect the specific interests or serve the specific needs of a limited demographic.



2. Public spaces, particularly plazas and connections through blocks, need to be designed in a manner that reflects their intended public use and accessibility, and avoid designs, configurations, and layouts that project an image of privatization.



3. The Wilburton Commercial Area should be provided a large central civic park space and public art elements.



4. Public spaces should encourage whimsical and fun elements that are welcoming to users of all ages and demographics.



5. Public spaces, including parks, plazas, and portions of the Eastside Rail Corridor, should be framed by active uses such as markets and retail or commercial activity.



6. The design of public spaces should include references to the history, heritage, and culture of the Wilburton area.



7. Natural assets, including Lake Bellevue, Sturtevant Creek, and the wetland at the intersection of 116th Avenue NE and Main Street should be improved, enhanced, and restored to serve as public assets and amenities to the residents and businesses of the Wilburton Commercial Area and surrounding neighborhoods.



8. Designs of public spaces, supporting amenities, and artwork should pursue organic and fluid forms, relying less on rigid design and programming.



9. Between NE 4th Street and NE 8th Street the Eastside Rail Corridor should be framed by active uses such as public space, commercial

activity and other uses that encourage accessibility, activity, and connectivity to the Wilburton Commercial Area and its amenities and services.



10. Public spaces should incorporate art, lighting, and unique seating features as amenities to the public and to create dynamic and diverse public spaces.



11. Coordinate with property owners to create a dynamic and memorable intersection between the Grand Connection and Eastside Rail Corridor that will include public space, activated facades, supporting commercial and recreational activity, and ensuring that the route maintains its role as a public amenity.
12. Clear and identifiable wayfinding should be incorporated into urban design, streetscapes, and public space designs.

Wilburton Commercial Area Citizen Advisory Committee Design Statements

Streets, Streetscapes, and Pedestrian and Cyclist Environments

1. Safety should remain the most important public priority for all modes of connectivity, and prioritized to create a safe, multi-modal community.



2. Encourage pedestrian focused streets, such as activated alleys, that can serve as public and social gathering and third places.



3. Designs of streetscapes should be inspiring and engaging for residents of all ages. Generic streetscape design should be avoided, and encourage materials, spaces, and art forms that are well designed, reference history, and fun.



4. Encourage greener streets through vegetation, planter boxes, rain gardens, and softened edges between hardscape and landscape.



5. Streetscape designs should encourage the inclusion of sustainable features such as rain gardens and bio swales.



6. The segment of the Eastside Rail Corridor between Lake Bellevue and NE 4th Street should prioritize creating a unique and accessible environment that is embraced with active uses and engaging facades.



7. The segment of the Eastside Rail Corridor south of NE 4th Street should consider gentler uses and a less urban environment, respecting the transition to less dense neighborhoods.



8. Connections between buildings and development should be designed to focus on the human scale and to encourage movement between development for pedestrians and cyclists.



9. All connections between sites, buildings, and public spaces should be clearly designed to encourage public use and not project the image or appearance of a privatized space.



10. Include historical references in streetscape design that speak to the heritage, history, and culture of the Wilburton area. This should include agricultural history, timber, rail, and diversity & immigration.



11. Provide urban amenities that encourage public use and soften the hardscape including seating,

planter boxes, vegetations, lighting, and public arts that create an engaging and visually interesting streetscape.



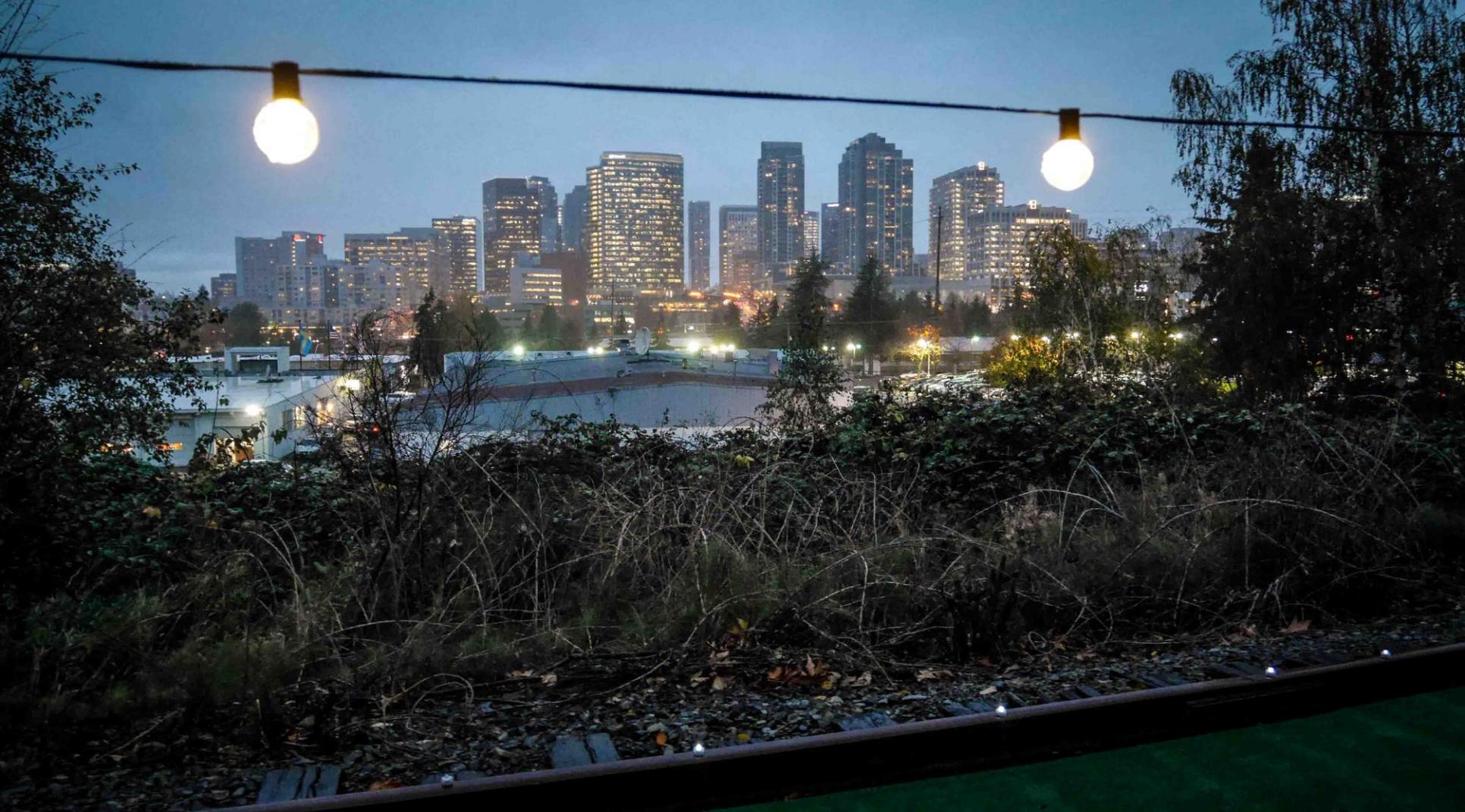
12. Create activated alleys that are multi-modal and serve as public and third spaces, providing a unique character and urban environment.



13. Connectivity between the Eastside Rail Corridor, developments, and connections to other pedestrian and cyclists facilities throughout the study area is critical to establish a robust network of non-motorized options.



14. Pursue opportunities for short-term and walk off parking to encourage trips between parcels and businesses to occur via non-motorized transportation.



WILBURTON COMMERCIAL AREA

CITIZEN ADVISORY COMMITTEE MEETING #11

December 7th, 2017

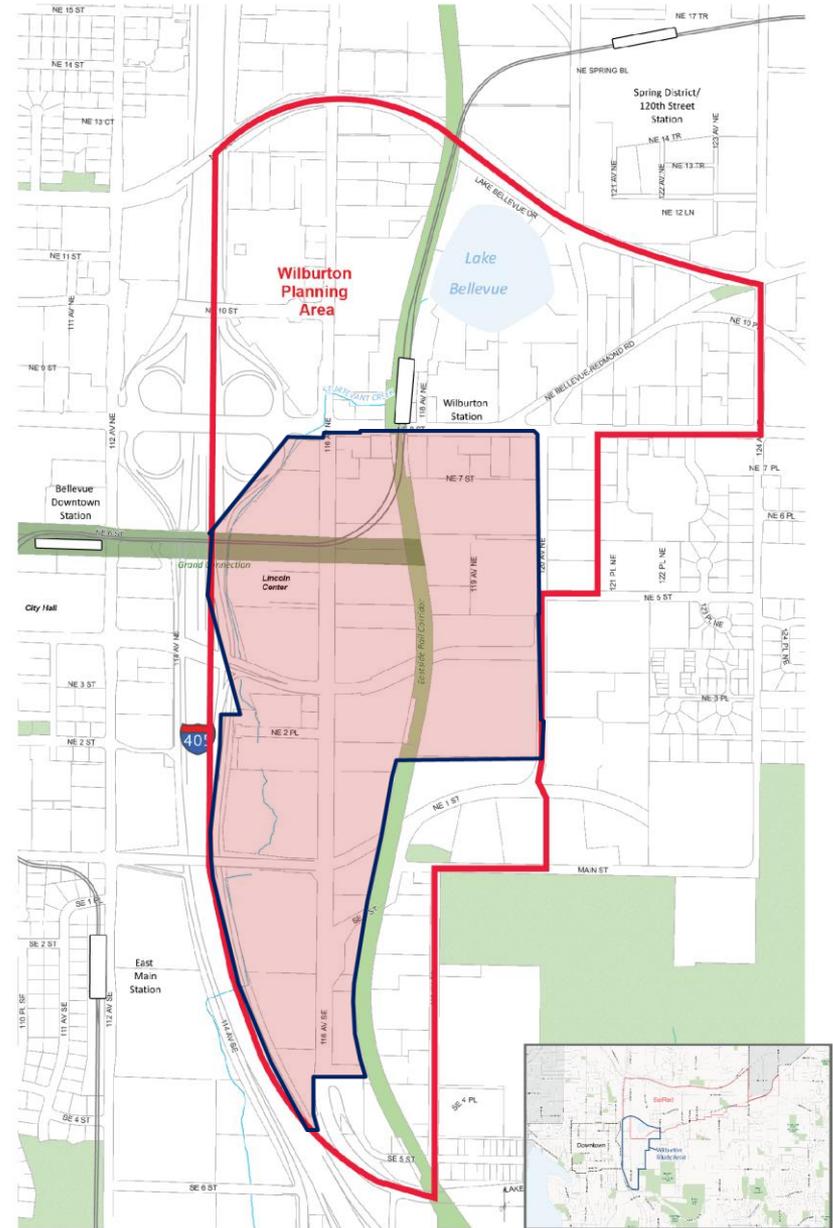
6:00 – 8:00 pm

TONIGHT'S MEETING

- Affordable Housing
 - Review, Refine, Consider Adoption of Policy Statements
- Design Principles
 - Final Review and Adoption
- Innovation, Creativity and Culture Exercise

AFFORDABLE HOUSING

WILBURTON STUDY AREA & RESIDENTIAL TARGET AREA (MFTE)



DESIGN PRINCIPLES

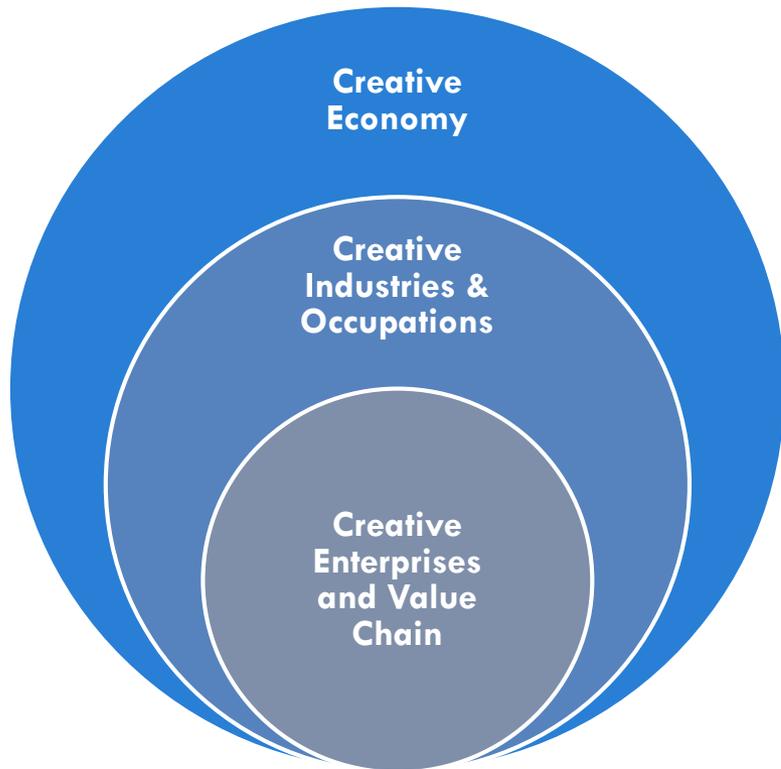
INNOVATION, CREATIVITY, AND CULTURE EXERCISE

GOALS

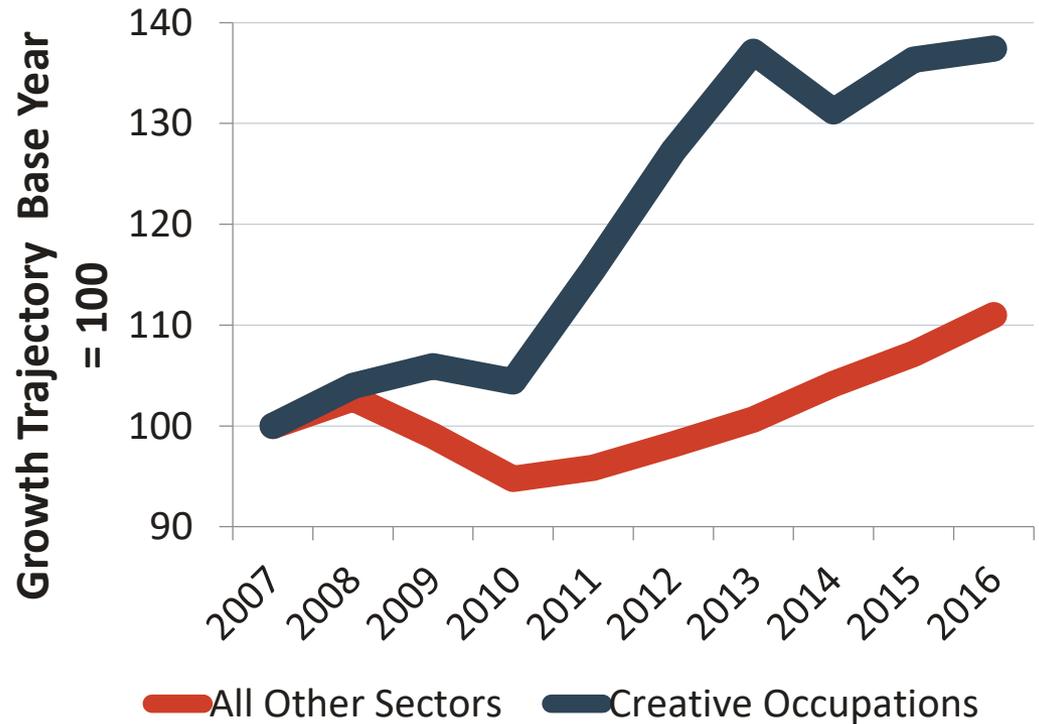
- Explore and refine concept of cultural and innovation hub
- Identify cultural policy options

CULTURE + INNOVATION = CREATIVE

Knowledge Economy



Creative Jobs



CHARACTERISTICS OF HUBS

Cluster

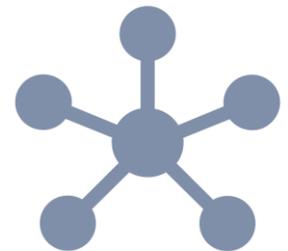
Talent

Networks

Culture

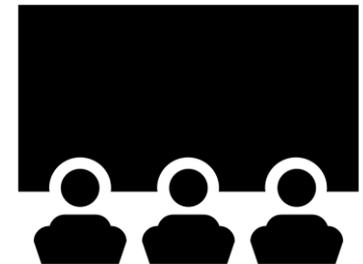
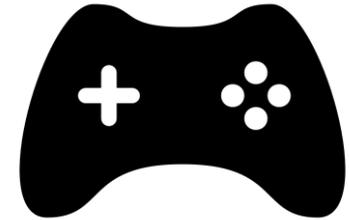
Secondary services

Social Capital

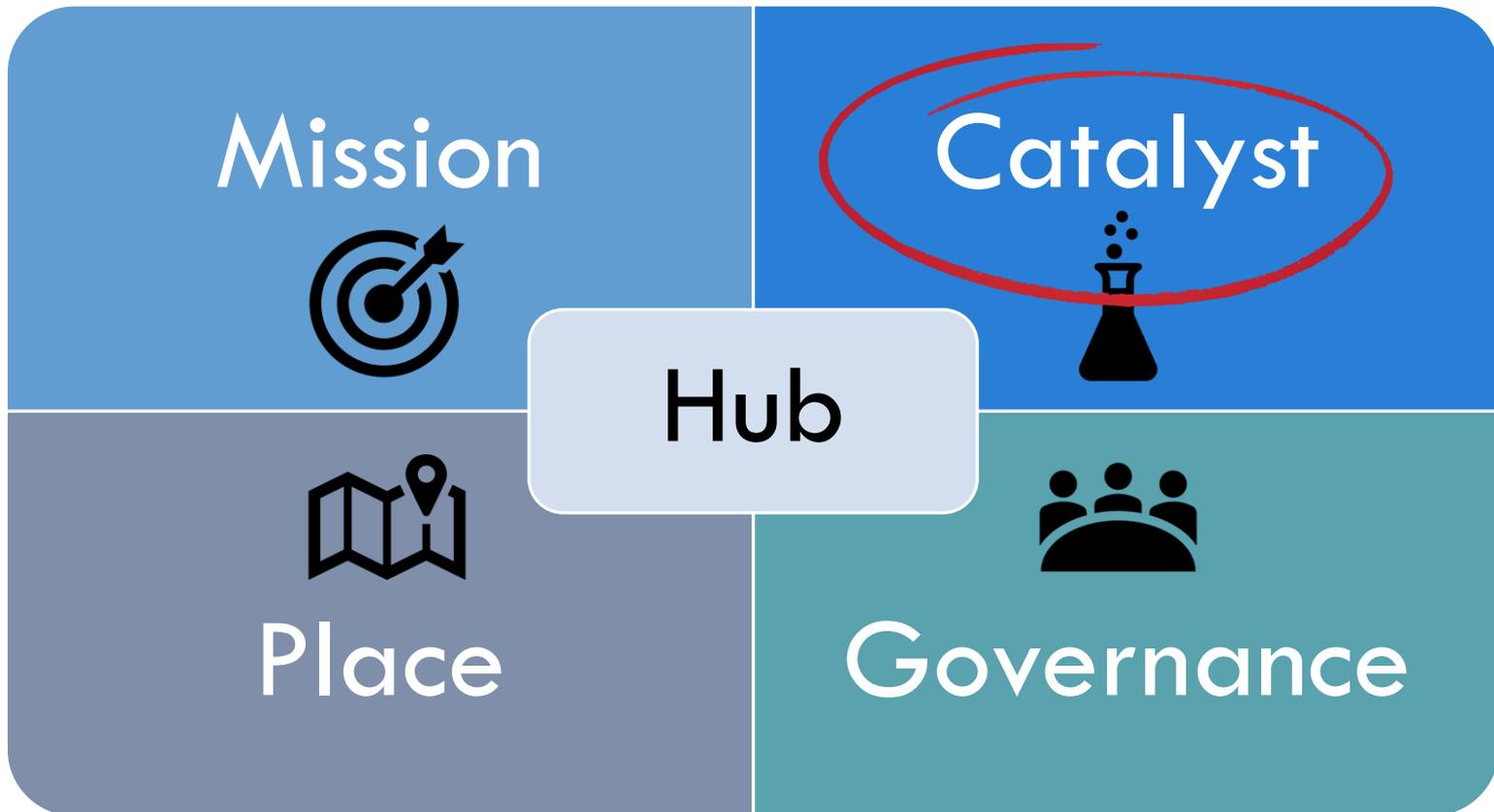


CULTURAL HUBS

1. Magnet for creative firms
2. Regional tourist destination
3. City-wide or neighborhood cultural center



ESTABLISHING AN IDENTITY



EXERCISE

Category 1

The Big Move



Category 2

Supporting Moves

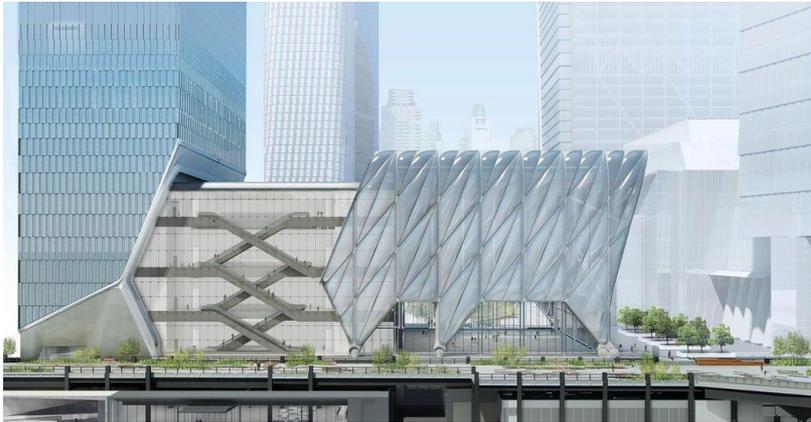


Category 3

Smaller Strategies



BIG MOVES — CREATIVE INDUSTRY



• Creative Incubator

- Center for the production of art and culture
- Regional, national, or international center for creative thinking and the arts
- Intersection of innovation and art



• Business / Retail Incubator

- Center for the growth and development of entrepreneurs and start ups
- Focused on technology, innovation, retail, or food
- Small scale, affordable spaces that offer shared resources
- Often receive guidance or assistance from local organizations or governments

BIG MOVES - DESTINATION



- **Regional Center for the Arts**

- Focuses on the exhibition and creation of art
- Often includes a significant partnership
- Integrated as part of a larger network of supportive arts functions
- Offers community and regional resources



- **Regional Market and Event Place**

- Indoor / Outdoor facility that is a destination for unique commercial activity
- Includes performance, recreation, or cultural space
- Focus remains on the local start up

BIG MOVES - COMMUNITY



- **Community Innovation Facility or Museum**
 - Exhibits local elements such as technology or innovation
 - Often focused on a particular demographic, such as children
 - Incorporates educational opportunities such as workshops

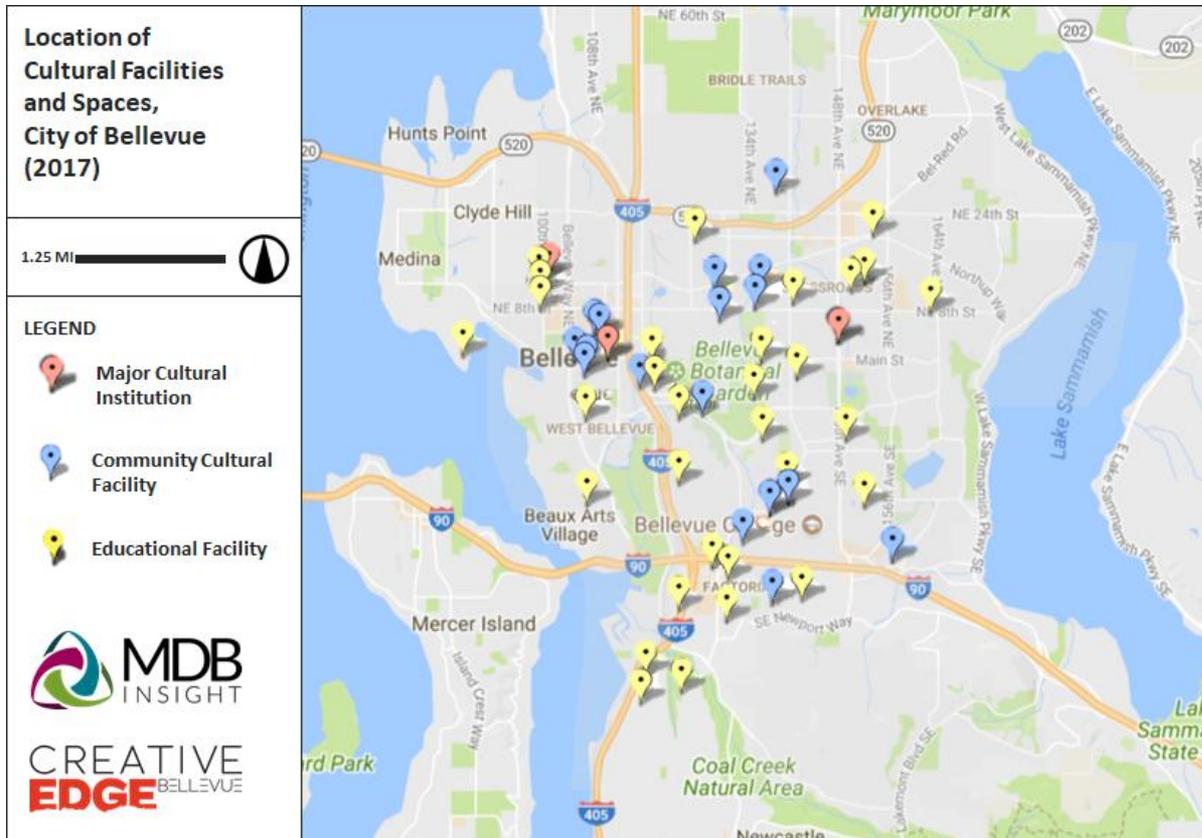


- **Community Artist Creative Space**
 - Focuses on the local artist
 - Emphasis on making and creation
 - Integrated with development and other cultural facilities in close proximity



CULTURAL DEVELOPMENT

EXISTING CULTURAL RESOURCES



EXISTING AND FUTURE ASSETS IN THE AREA TO CONSIDER

- Global Innovation Exchange
- REI Corporate Headquarters
- Medical District
- Wilburton Elementary School
- Downtown
- Grand Connection
- Eastside Rail Corridor
- East Link Light Rail

THINGS TO CONSIDER

- Not a wish list but a strategy
- Does it relate to the vision statement?
- Does it help to refine the vision statement?
- **Intentionality**
 - What do you want – will the selected strategies get you there?
 - Recommend strategies that you don't see

VISION STATEMENT

“The Wilburton Commercial Area is Bellevue’s next urban mixed-use community that enhances livability, promotes healthy living, supports economic vitality, and serves the needs of a diverse population. As Bellevue’s cultural and innovative hub, it serves as a regional and international destination that connects people and fosters community by leveraging its existing assets to define a unique sense of place and character.”

HOW WE WILL USE THIS INFORMATION

- How to prioritize, combine, and balance:
 - Creativity and Innovation / Culture / Community Needs
- How do we leverage city assets
- What is required and incentivized to achieve vision
- Other means the city can be engaged in advancing the vision
- Next steps:
 - Will identify the top priorities
 - Return with priorities and recommendations for review and adoption
 - Reevaluate the vision statement